

BRAND IDENTITY



Photography in parking facilities



For photos in, around or about our parking facilities we recommend working with a professional photographer. Bear in mind that the main aim of hiring a professional is to obtain visuals that can be used for as many applications as possible.

Guidelines

Time of visit

The most usable photos of parking facilities are made when the parking facility is in use and the majority of parking spaces are occupied.

Checklist

In order to achieve this 'best result' it is important to fine-tune the time of visit with the photographer. Criteria for timing a photographer's visit include:

- I Before the start of any refurbishment works issue the 'Before' photoshoot.
 - I Make note of the exact location and camera settings so that the same shot can be taken when refurbishment is complete, thus creating a set of before and after visuals.
- I Parking floors and pedestrian areas are clean and all elements function properly:

- I no dust on floors, no random litter, no litter visible in bins;
- I no broken lights;
- I no temporary signage, tape lines, loose cables, barriers or fencing, etc.

- I Visuals are preferably taken in the direction of the traffic flow so that signage for motorists and pedestrians is visible. Try to avoid 'no entry' or other prohibition signs.
- I Try to capture customer and operational activity.
- I Make sure that customers and/or employees photographed give their permission to use their portraits for international communication purposes. See the suggested consent form for in- and external use in the appendix.
- I A theme checklist can be downloaded.
 - I It contains themes for visuals we need.
 - I Approved visuals can be easily categorised for Idefix.

Note: number plates captured must be made illegible to respect privacy.

Guidelines for photographers

Dos and don'ts

In general, parking facilities have low ceilings which complicate the photoshoot and make shots taken with wide-angle lenses look very artificial. Consider the following when planning and taking photos in our parking facilities:

- I We prefer photos not to be taken with a wide-angle lens so that a more realistic image is portrayed.
 - I Vertical elements such as columns and walls must appear vertical
 - I Photos should be taken with the lens pointing horizontal to prevent visuals appearing tilted.
- I Overview photos should be captured with reduced depth of field (DOF) settings.
- I Close ups, details or action photos can be captured with higher DOF settings to emphasise the theme of the visual.
- I Be cautious when taking photos with a slow shutter speed, or long exposure, and thus creating a motion effect. Always take the same shot with a fast shutter speed, short exposure, without motion.
- I Avoid taking high contrast shots as Q-Park wants the colours to be as realistic as possible.

Some examples to clarify our wishes: dos (Y), don'ts (N) and points for extra attention (!).



- N Walls and columns are 'tilted', which looks artificial
- N Picture taken from too high a position, lower the camera
- Y Elements visible are good (lighting, ventilation, former colour scheme)



- Y Walls and columns are vertical
- N Visual has very high contrast; ceiling seems black and walls seem white
- N Parking deck is empty
- N Visual is shot against the traffic flow with prohibition sign visible



- N Visual is shot with a wide-angle lens, which creates unrealistic ratios (A1 frame seems square)
- Y Good example of 'house style' elements and materials in stairwell