
CONTENTS

BRAND IDENTITY	5
Brand voice & Tone of voice	6
Effective communication is crucial	7
VISUAL IDENTITY	8
Logo	8
Colour	17
Typography	24
Icons	26
Programme logos	27
REAL ESTATE	28
House style manual	28
Customer Guiding System	36
Partnership signage	50
EV-charging points manual	55
Mobility Hub signage manual	62
A1 frames	94
STATIONARY	96
Digital stationary	96
Printed stationary	98
COMMUNICATIONS	103
Guidelines	103
Conventions for visuals and the logo	113
Tone of voice and Writing guidelines	114
Corporate English style guide	121
Tools	128
Q-Park terminology	130
Marketing Communications Code	146
Tone of voice	147
PR	148
Press / Media protocol	148
Guidelines	150
PHOTOGRAPHY	154
APPENDICES	172
GLOSSARY	177

HOUSE STYLE MANUAL

Real Estate **house style** finds expression in our parking facilities by application of house style characteristics, and especially the design of these characteristics.

Design as important contribution to house style characteristics

- | Colour concept
- | Parking layout & routing
- | Transparency
- | Lighting concept

House style characteristics

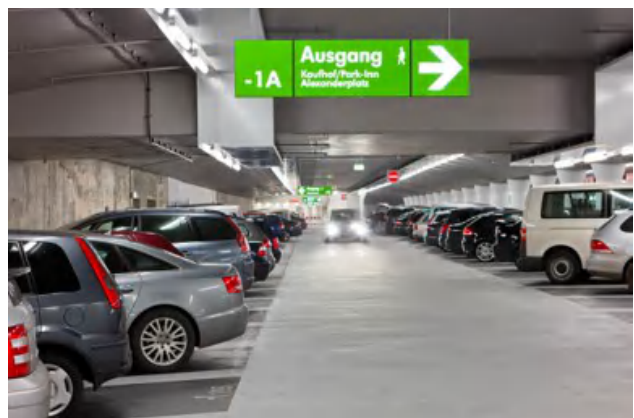
- | Entry car park
- | Parking equipment
- | Internal signage
- | Pedestrian signage
- | Typical house style elements

Colour concept

Our colour concept is characterised by the application of a limited amount of neutral colours.

- | Floors (floor coating and lineation on concrete, asphalt or brick pavement) : white, grey or anthracite.
- | Floor coating, in house style colours, contributes strongly to the house style characteristics, but the application is not a condition: it strongly depends on the underground and the need to protect the construction.
- | Columns / walls / ceilings : white, grey or natural concrete.

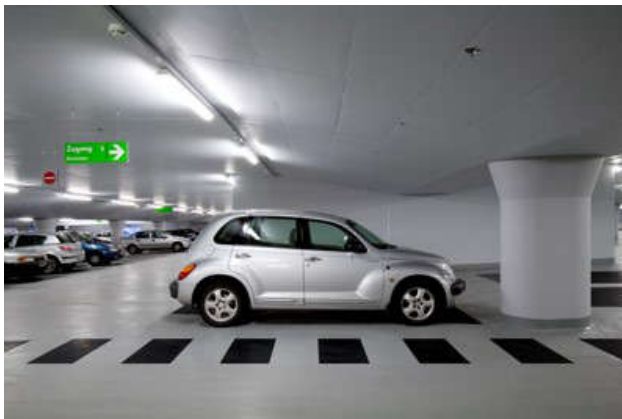
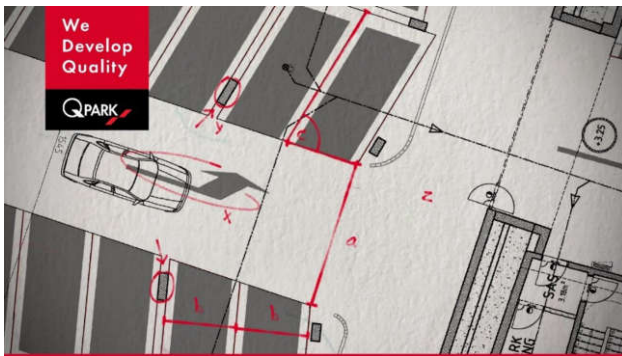
The use of these calm colours contrasts well with the parking equipment, internal signage and striking house style elements and finally contributes to a better orientation.



Parking layout & routing

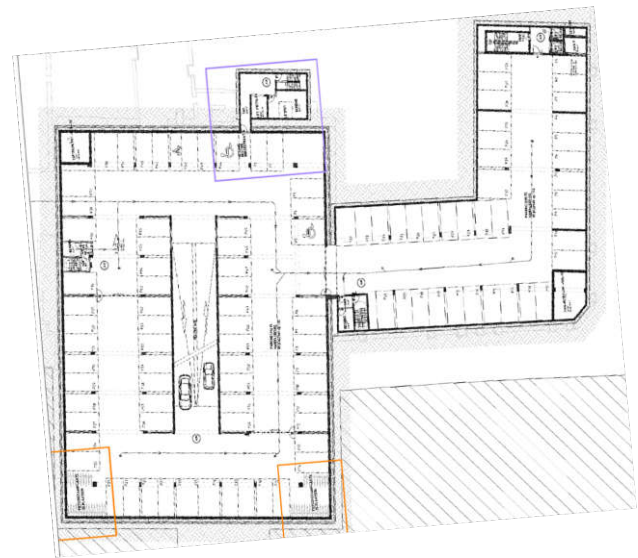
- | Width of parking bays minimum of 2.50m.
- | One way direction and anti-clockwise = good overview, more convenient and safer.

- I Angled parking as a goal = parking spaces easier and faster accessible & supporting one way direction. The added value and thus realisation, however, depends on the available dimensions, such as the width of driving aisle.
- I Circulation = maximum number of spaces on entry route, minimum number of spaces on exit route & recirculation options.
- I Good visibility is vital where pedestrian routes cross principal traffic routes.

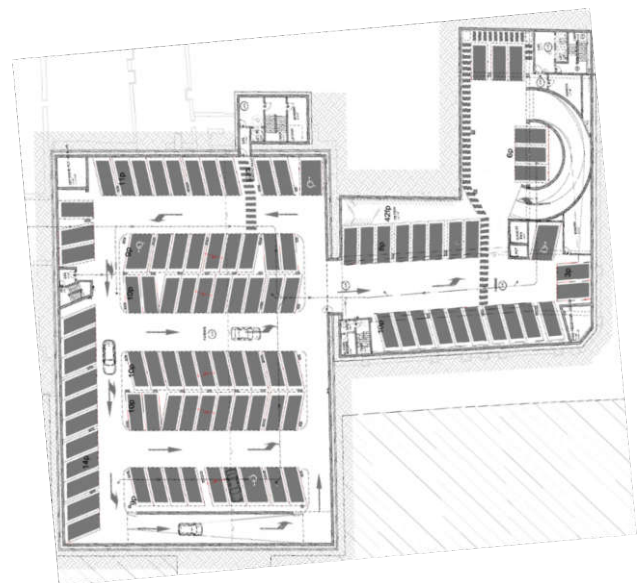


Construction in relation to parking layout

- I Design of car park structure should support angled parking = clear spans and no obstructing structural elements.
- I Angled parking has less wide driving aisles = reduces the construction span compared to 90 degrees parking.



Before



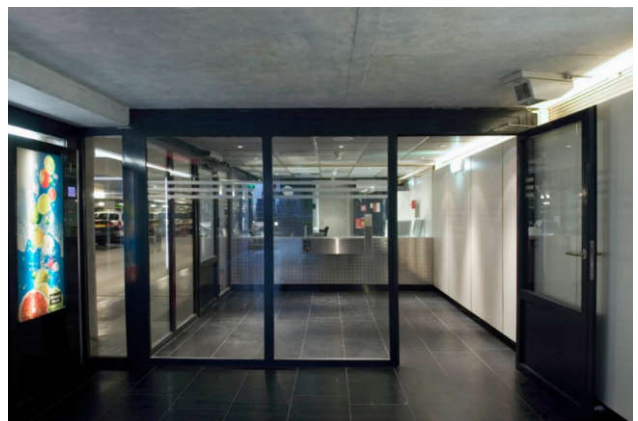
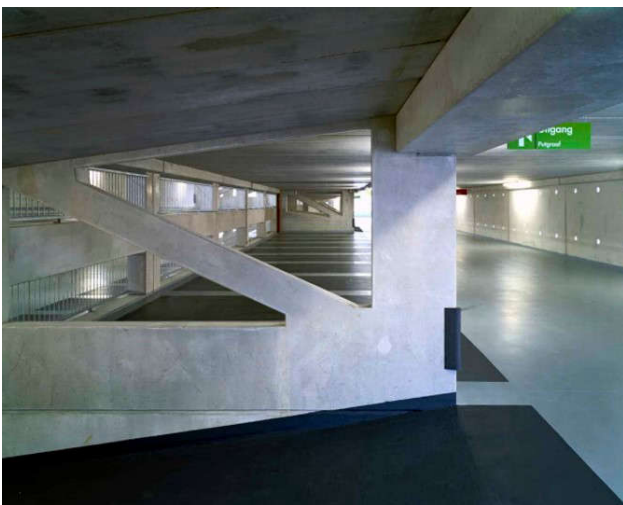
After



Transparency

Clear lines of sight and social safety

- I Minimise construction: clear span, less columns, concrete walls with openings.
- I Avoiding fire compartments or realised with good transparency.
- I Glassdoors in public areas and lifts.



Lighting concept

M&E installations have a major impact on the design and experience in the parking facility.

- I Good coordination of M&E installations is essential » lighting concept is an important element.