

## BRAND IDENTITY

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## PARTNERSHIP SIGNAGE

We welcome partnerships who offer relevant services in our parking facilities. We acknowledge the importance of their house style appearance. However, in our 'house', the Q-Park house style is leading. But we do provide our partners with opportunities to integrate their way finding, **retail (office space) recognition** and advertisement signage in our house style.

In this chapter:

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  - I Parking spaces
- I **Alternative use spaces**
- I Media integration
  - I On-site poster frames
  - I On-site tariff posters at access points

- I On-site advertisement panels
- I Online website(s)
- I Online app(s)
- I Other conditions
- I Internal process

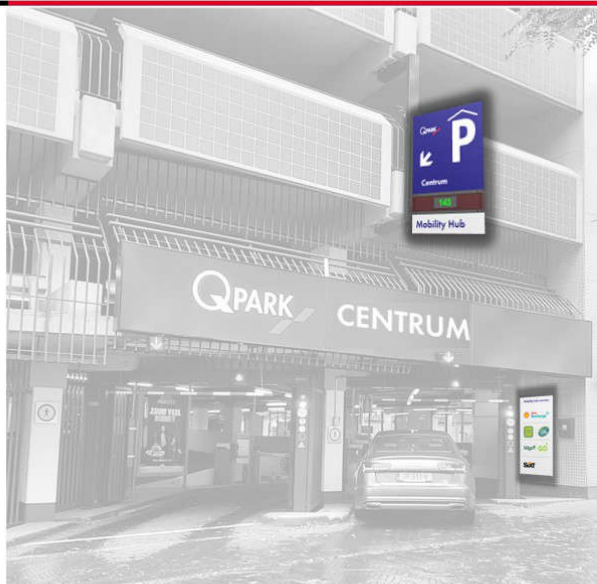
In the process of composing/signing the contract or (sub)lease with partners, there needs to be a sign-off by Q-Park Commercial Leads and a design sign-off by Corporate Real Estate.

### Signage

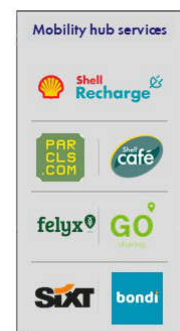
#### External signage

Partner logos are kept to a minimum as motorists should not be distracted. No additional information such as websites, phone numbers etc. are allowed.

### Mobility Hub external signage | car entry



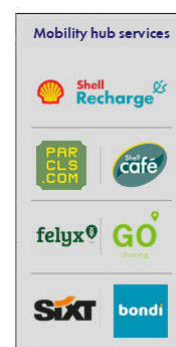
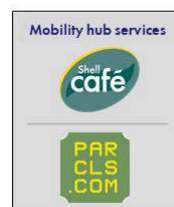
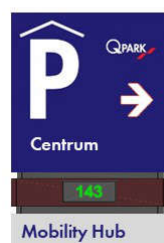
- I Blue flag-sign: Q-Park house style + "Mobility Hub" text box added
- I Mobility hub panel: Full colour logo's of of service providers:
  - I At eye-catching areas
  - I Subject to planning permissions & pre-cario regulations
- I Service provider logo's on light grey panels
  - I According to "Third-party"-signage principles



## Mobility Hub external signage | on-street



- I Blue flag-sign: Q-Park house style + "Mobility Hub" text box added
- I Mobility hub panel: Full colour logo's of service providers
  - I At eye-catching key areas / At specific service entrances
  - I Subject to planning permissions & pre-cario regulations
- I Service provider logo's on light grey panels
  - I According to "Third-party" signage principles



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### Internal signage

- I Partner logo can be incorporated on a light grey Dibond sign attached to a typical Q-Park directional arrow sign (red for motorists and green for pedestrians).
- I Signs have to be installed by Q-Park's local signage contractor who has the measurements and technical specifications of that particular site available.
- I The number of signs are kept to a minimum and all positions have to be approved by Q-Park prior to installation.

To integrate the style of a third party in our house style, it must be applied as followed: The used material is a standard aluminium plate or the standard Dibond plate (RAL 9006). The printable area is 35 mm smaller on each side with a sign of 300 x 300 mm. **(What about double sizes?)** Other measurements need to be scaled from this ratio. A sign of 250 x 250 mm has a edge distance of 30 mm.

## Internal routing: at entry barriers

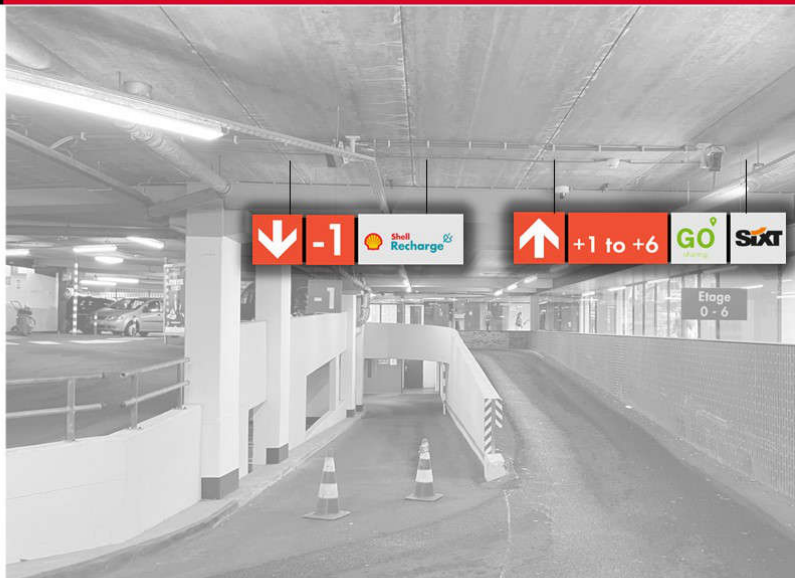


- Mobility Hub totem
  - Full colour logo's of service providers
  - Include level indications



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## Internal routing: routing / wayfinding



- Principle wayfinding signs in red
  - Primary objective is parking customer wayfinding!
- Service provider logo's on light grey signs
  - According to "third-party"-signage principles
  - Only at critical routing decision points



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**Photo example motorists** - single and double size templates + example

**Photo example pedestrians** - single and double size templates + example

## Parking space(s)

Partner logos can be located above or at the back of a parking space. The measurements of these signs are usually 300 x 300 mm.

### Photo example parking space

## Alternative use space(s)

Wall and floor colours have to be respected. In case new finishes will be applied and/or company logos are needed to emphasize the third-party function, a design sign-off by Corporate Real Estate is required.

## Media integration

### Onsite

1. Partner poster: advertisement by means of A1 posters is possible using dedicated Q-Park A1 poster frames, provided for and planned by marketing. Sign-off of poster design by marketing is required.
2. Partner services: integration of services offered on Q-Park Prices & Services poster(s) at access points and payment machines is possible after consultation and approval by marketing.  
**Photo examples?**
3. Advertisement panels
  - a. Placement of advertisement: please contact the relevant advertising company.
  - b. Location of panels:
    - i. Careful selection is necessary as they may not hinder our customers. Location proposals must be signed-off by Corporate Real Estate.
    - ii. Do not position near access and exit points of motorists.
    - iii. **Barrier panels are not allowed** as they interfere with our parking technology
    - iv. We work with preferred suppliers and media partners. Country consistency is required with one style of frames and panels,

according to Q-Park house style principles.

- v. Every new contract proposal (per parking facility) is based on a physical visit by at least the media partner and Q-Park operations, preferably accompanied by Real Estate and Marketing.
- vi. A maintenance programme needs to be integrated in the contract and has to involve:
  - I routine maintenance activities
  - I rapid response service
  - I safety and preventive maintenance activities
  - I inspection and quality control
  - I customer service and complaint handling
- vii. Highest quality products
  - I Both static and dynamic panels need to be constructed with the best-tested and reliable parts.
  - I Casings need to be suitable for its environment.
  - I Casings are made of aluminium and will be powder-coated in the desired Q-Park colour.
  - I Glass must be toughened or layered safety glass.

### Online

1. Partner services website: integration of services offered on Q-Park website(s) is possible after consultation and approval by marketing.  
**Photo examples?**
2. Partner services app:

### Other conditions

Lighting: the type and method of connection to the electrical installation is to be agreed up front and has

to be performed by an official electrical contractor to ensure a labelled and quality connection. Also, if energy consumption will need to be measured and invoiced separately, this has to be part of the contract.

Water and drainage: if water is needed, proper facilities for collecting water is required. Slip hazards must be prevented at all times. Responsibilities must be clearly stated in the contract.

#### End of contract

- I The contract between Q-Park and a third party should always include a clause on restoring the location to its original state.
- I Confirmation and agreement from both parties is essential regarding who is responsible for the various elements such as signage, technical installations, etc.

#### Internal process

To fine-tune the acceptance and/or contract negotiation process with a third-party, the following departments are involved:

- I Country organisation: Asset Management, Sales & Marketing, Operations
- I Group organisation: Corporate Real Estate, Corporate Brand

Organisation chart - link  
to <https://www.q-park.com/corporate-information/governance/organisation-chart?>