

BRAND IDENTITY



PROGRAMME LOGOS

SMP

Sustainable Mobility Partner (SMP) Programme

[Figure 35: SMP Programme - Logo text](#)



[Figure 36: SMP Programme - Logo](#)

[Table 4: RGB colour scheme - SMP logo](#)

| RGB | R | G | B |
|---------------|-----|-----|-----|
| Red | 217 | 3 | 39 |
| Blue | 0 | 56 | 113 |
| Mid-dark grey | 135 | 135 | 135 |
| Green | 139 | 182 | 17 |

PaSS

Parking as a Smart Service (PaSS). For more information, [click here](#).

[Figure 37: PaSS logo](#)



[Figure 38: PaSS logo with payoff](#)



[Figure 39: PaSS logo, payoff and Powered by Q-Park](#)

