

## BRAND IDENTITY

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# 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



PARKING AS A SMART SERVICE

Figure 39: PaSS logo, payoff and Powered by Q-Park



PARKING AS A SMART SERVICE

Powered by Q-Park