

BRAND IDENTITY



- | **C:** Country abbreviation according to international standard (use EU for general purpose visuals and those not related to a specific country)
- | **D:** Name of the city where the photo was taken, in English
- | **E:** Name of the parking facility, location or other POI where the photo was taken
- | **F:** Separate descriptive photo name from the suffix with an underscore '_'
- | **G:** Add the resolution code
 - | lr = low res
 - | lr (hra) = low res, high res available
 - | hr = high res

Name elements C, D, E and F are joined by a hyphen.

If more information is required, another suffix can be added to part E. As an example, 'before' and 'after' was added to the location/POI part of the name. Use the same principle for 'day' and 'night' photos taken from the same location. Note also that the numbers of these visuals must be incremental (+1) so that these are located next to each other in the database.

File types and quality

All visuals are to be provided as .JPG files. This is a uniform file type and is usable on all types of computer systems and programs. When using compression utilities to transform file types to JPG, the quality loss is negligible and still reduces the file size.

When saving files, remember that for print work (see "high resolution visuals") the image option quality should be at least 8 when saving JPG files with e.g. Adobe Photoshop.

Photo resolution

In the naming conventions section, a distinction is made between low resolution (lr) and high resolution (hr).

Low resolution (lr)

Photos with this resolution can be used for PowerPoint presentations, memos and reports. The minimum quality is specified as follows:

- | Resolution 1024 x 768
- | Quality 72 dpi
- | Colour settings sRGB IEC61966-2.1
 - | sRGB has a small colour range which is a safe standard to work with as most systems recognise this colour range



High resolution (hr)

High resolution photos can be used for print work of corporate reports, posters and other marketing collateral. The minimum quality is specified as follows:

- | Quality 300 dpi
- | Colour settings Adobe RGB
- | Adobe RGB has a much higher colour range than sRGB, so there is less risk of quality loss

File properties

Additional information about the photo should be added to the Properties --> details section:

- | Author = name of photographer
- | Description = e.g. location in parking facility
- | Tags
- | Copyright status:
 - | Is there copyright?
 - | Who owns the rights?
 - | What has been agreed upon with the photographer!

Rights and consent

Photography rights

Agreements with photographers must be worded to ensure that Q-Park has unlimited use of any photographs uploaded to Idefix and that Q-Park owns international copyright to these images. If formal arrangements need to be made, make them in line with international standards. The arrangements agreed must be signed and documented.

Persons consent

All employees and members of the public captured (recognisable) on the visuals must give their consent to be photographed and must sign the appropriate consent form indicating their approval and allowing Q-Park to use these visuals for in- and external international commercial purposes.

Consent form must be completed and signed before the photoshoot is completed.

Photo disclaimer

It is advisable to include a photo disclaimer on the website (or other public usage of the visual) as most visuals are primarily taken in public places.

If Q-Park does not own the copyright to a photo used on the website or in another publication the photographer who owns the copyright must always be credited.