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

Presenter Media

PresenterMedia is a leading design service for Microsoft PowerPoint presentations.

We have a subscription allowing us to download customisable PowerPoint templates, animations, premium 3D imagery and clipart. We can have text embedded into their animations and many of their video backgrounds.

Check it out.

Idefix (Q-Park drive T)

Idefix is a Q-Park drive which contains all kinds of Q-Park specific downloadable information among which;

- Real Estate drawings et cetera
- Manuals
- | lcons
 - Pictures
- Presentations
- Showcases
- Templates