BRAND IDENTITY



COLOUR

Colour plays an important role in the Q-Park Brand and supports the recognition of Q-Park in the market. Always use the primary brand colours. These can be used in various ways and in almost all media. Unambiguous and uniform colour use gives a harmonious and consistent 'look and feel' to Q-Park's expressions.

Primary colours

The Q-Park primary brand colours are the colours we use in the logo and as element in various expressions for recognition. Of the logo colours, **red** stands out. Red also stands for energy, passion, strength, warmth, speed and leadership.

Black is the second primary brand colour. Where appropriate, you may also use grey tint or a percentage of black.

White is the most dominant colour in Q-Park expressions, it stands for space, fresh, open and clarity.

Figure 17: Q-Park logo colours



Figure 18: Q-Park Primary Colours

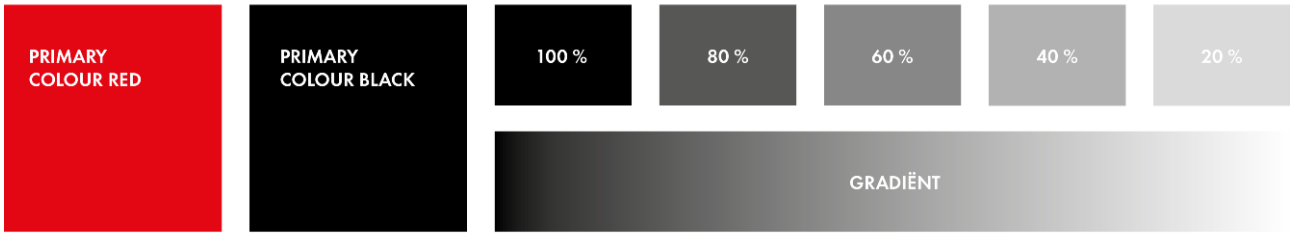


Figure 19: Primary brand colour Q-Park red



For wide-ranging applicability, clarity and strength, the colour in the master logo is restricted to two colours: black (or white in reverse use) and red.

Download colours for Adobe Indesign, Illustrator and Photoshop

Colour codes for Q-Park red:

- CMYK: C0 M100 Y100 K0 – for full colour printing
- Pantone: PMS 485 – for printing
- RAL: RAL 3020 – for painting
- RGB: R217 G3 B39 – for office applications
- HEX: #D90327 – for web design
- 3M: 3630-043

If it is not possible to use colour in the logo, red may be replaced with 60 % black

The colour red is the most recognisable (distinguishing) colour and is used as an accent.

Red may only be used as a full background colour on certain clothing items and the Q-Park litter bins. When using the logo on a red background, use the black monochrome logo.

Colour codes for Q-Park black:

- CMYK: C0 M0 Y0 K100 – for full colour printing
- Pantone: Black – for printing
- RAL: 9005 – for painting
- RGB: R0 G0 B0 – for office applications
- HEX: #000000 – for web design 3630

Secondary colours

We have Q-Park green and Q-Park blue to support the primary brand colours. Q-Park green may be used to accentuate certain elements. Q-Park blue may only be used by Real Estate for on-street signage.

PLEASE NOTE: Q-Park green changed in Q4 2022 due to real estate film changes (from 3M to Orocal film).

Figure 20: Secondary colours



Figure 21: Secondary brand colour Q-Park green

