

---

# CONTENTS

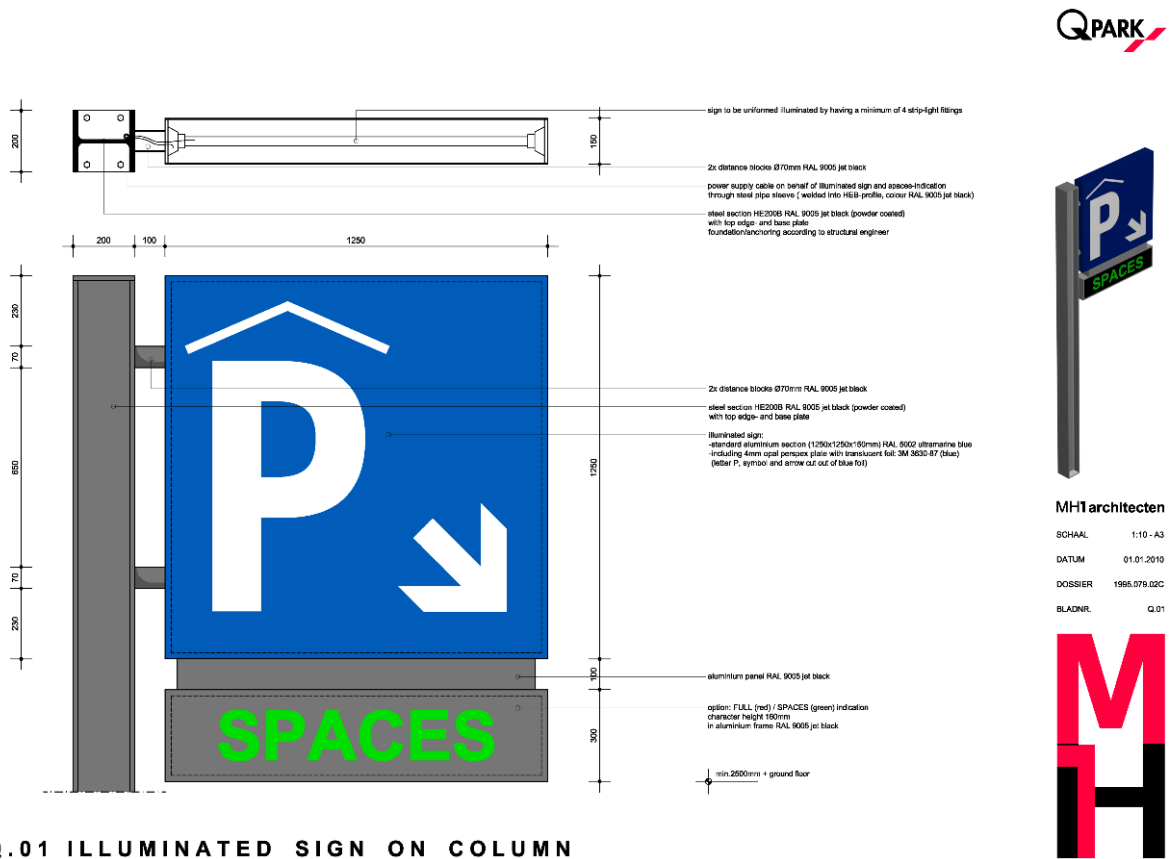
<b>BRAND IDENTITY</b>	5
Brand voice & Tone of voice	6
Effective communication is crucial	7
<b>VISUAL IDENTITY</b>	8
Logo	8
Colour	17
Typography	24
Icons	26
Programme logos	27
<b>REAL ESTATE</b>	28
House style characteristics	28
Customer Guiding System	36
Partnership signage	50
A1 frames	55
<b>STATIONARY</b>	57
Digital stationary	57
Printed stationary	59
<b>COMMUNICATIONS</b>	64
Guidelines	64
Conventions for visuals and the logo	74
Tools	75
Q-Park Terminology	77
Marketing Communications Code	92
Tone of voice	93
<b>PR</b>	94
Press / Media protocol	94
Guidelines	96
<b>PHOTOGRAPHY</b>	100
<b>APPENDICES</b>	118
<b>GLOSSARY</b>	123

# CUSTOMER GUIDING SYSTEM

Q-Park aims to provide their customers with well-located, easily accessible and safe parking facilities. In these parking facilities the customers find: clean surfaces, clear layouts, convenient parking spaces and welcoming illumination. Additionally we have worked on a signage system that harmonises with our total architectural design concept. The advertising signs within the parking facilities have been designed in a way not to interfere or conflict with the CGS-standard.

Signage and architectural design should harmonise, with the latter providing the overall atmosphere. At a detailed level, the signage guides the customer through our parking facilities, gives information where needed and supports our brand.

Figure 40: Q.01 Illuminated sign on column



## Procedures

### Project Lead

The local **Project Manager** is responsible for the realisation of the project. The PM is responsible for:

- Creating a proper project description.

- Getting all the necessary technical and operational information.
- Collecting enough drawings, sketches and other necessary items, to complete the project according to Q-Park standards.

## Project Knowhow

- | Signs are mostly fixed on the ceiling. Ducts, trunks, light fittings and beams can easily interfere or obstruct the signs.
- | Health & Safety and other statutory signage can also interfere with, or even obstruct the signs.
- | All technical information and other signage needs (drawings of plans and sections, available pictures, et cetera) must be at hand before designing the signage plan.
- | Less is more i.e. design and layout should be clear, a minimum of signage is sufficient to guide our customers.
  - | Necessary traffic signs at car entry (speedlimit, height, tidal flow-traffic, ...)
  - | Necessary information in car park at decision points.
  - | Mandatory information such as escape routes.
- | Avoid country specific signs as Q-Park is an international brand.
  - | If needed signs are not available on IDEFIX, send a request to [idefix@q-park.com](mailto:idefix@q-park.com) with a proposal and explanation of the need.
  - | If the request is granted, it will be designed and added to the IDEFIX toolkit.
  - | The sign has to be put in the project plan and on the sign list to enable easy maintenance.
- | Each signage plan adheres to the Q-Park Housestyle Rules & Principles.
- | Each signage plan is signed-off by Corporate Car Park Design and MH1.

## Project Tools

IDEFIX holds all files to create a signage-plan; drawings, icons, visual references, et cetera.

- | The standard language is British English.
- | Country specific languages are made by the PM.
- | Supply correct names, terms and references when a signage-plan is to be made by MH1.

## Project Team

A PM cannot work alone on a signage plan. A PM sets-up a design meeting with Operations and Marketing colleagues to discuss plans, as they need to provide their requirements on operational and commercial needs, for early consideration.

- | Questions to be answered by Operations are:
  - | locations of the payment machine,
  - | which means of payment,
  - | where is the night entry,
  - | what kind of services are provided, et cetera?
- | Marketing questions include:
  - | locations of information signs,
  - | locations of advertising signs,
  - | illuminated signs,
  - | LCD screens, et cetera.

## Project Procedures

There are two ways to proceed on the design of the signage plan.

- | A) The PM takes care of the design.
  - | The PM is fully responsible for designing, manufacturing and fixing of the signage plan.
  - | The PM may always consult Corporate Car Park Design.
- | B) The PM puts in a request at Corporate Car Park Design (working together with MH1).
  - | PM share all aforementioned information with CCPD, who will share with MH1.
  - | MH1 provides, in most cases, also parking bay drawings and road markings.
  - | MH1 asks, when needed, for the right format in which the information, pictures and drawings have to be provided, in order to proceed and respond rapidly.
    - | (Note: floor plans are often not enough to proceed.)
  - | MH1 creates a proposal which will be shared by the CCPD with the PM. It includes a list of all signs, with its picture and reference number.
  - | PM:

- | Final control and remarks, preferably on-site.
- | Informs Operations and Marketing and gathers their remarks.
- | The signage plan with remarks are shared with CCPD and MH1.
- | MH1 processes all remarks and creates a set of final drawings.
- | PM receives final set and obtains all necessary files from IDEFIX.

### Project Execution

The PM must pay attention when fixing the signs as in most cases our signs are the last to be erected, there is a chance of unforeseen obstruction. I.e. just sticking to the original plan may end in non-visible signs, adjustments have to be made.

### Adjustments

- | Adjustments may occur while executing the original plan, and while operating the parking facility.
- | Executed adjustments must always be put in a revised plan, so replacements and repairs are based on correct plans.
- | Revised plans may be made by the local sign maker or by MH1, this is up to the PM.

### Maintenance

A signage plan is a tool to be used during the lifetime of a parking facility. Therefore:

- | Each sign has its own code **and/or a set** of codes form a sign.
- | Code numbers are placed on the **signage plan (not drawing)** showing location and layout.
- | The signage plan is accompanied by a list of code number, **the location and the way of fixing will be shown within that code list.**

## Design consideration

### Branding

Besides signage, there is branding. On IDEFIX you may find a variety of examples with typical branding solutions, helping you with your signage proposal.

- | Branding items **must be** designed by CCPD (MH1). They will support the PM where needed.
- | MH1 provides a proposal, awaiting feedback and/or approval from CCPD and PM.
- | PM checks the signage plan and conducts a final control onsite.
- | PM acquires the necessary permits and agreements to erect branding items.

### Advertising

Has to be designed according to the standard.

### Signage

When creating a signage plan, picture yourself as a Q-Park customer, as motorist and as pedestrian.

- | Motorists on the public road see our exterior **blue** P sign.
- | Motorists in our PF, driving and parking, follow **red** signs.
- | Pedestrians in our PF exiting the PF follow **green** signs.
- | Pedestrians on the public road see our exterior **blue** signs.
- | Motorists exiting our PF follow **red** signs.

In some cases the design of a parking facility cannot be changed. However, we always seek to design the clearest rotation and guide the customer with proper markings and arrows on parking floors.

- | Signs for motorists are kept to a minimum, providing only essential information, where choices need to be made.
- | Orientation signage shows at least the floor level, in some cases section and bay number.
- | We may show empty spaces available by VMS (Variable Message Sign).
- | We keep the exit route as short as possible.