

---

# 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 manual	28
Customer Guiding System	29
Partnership signage	43
EV-charging points manual	48
Mobility Hub signage manual	55
A1 frames	87
<b>STATIONARY</b>	89
Digital stationary	89
Printed stationary	91
<b>COMMUNICATIONS</b>	96
Guidelines	96
Conventions for visuals and the logo	106
Tone of voice and Writing guidelines	107
Corporate English style guide	114
Tools	121
Q-Park terminology	123
Marketing Communications Code	139
Tone of voice	140
<b>PR</b>	141
Press / Media protocol	141
Guidelines	143
<b>PHOTOGRAPHY</b>	147
<b>APPENDICES</b>	166

# PHOTOGRAPHY

---

## Photography for commercial purposes



### Images

Style images: movement, dynamic, open, bright, honest, real-life

- | Parking facility: clear, clean, bright, not empty.
- | Persons: people preferably do not look straight into the lens but appear to be photographed 'in passing', as a reportage photography.
  - | If an image of a person accompanies an article that is not about that person, then they must be unrecognisable.
  - | The image may be dynamic (motion-blurred) to achieve this.

- | Images of large crowds may be sharp.

### Dos

- | Place multiple images flush against one another, or with a space in between that continues logical alignment.
- | Images should always be aligned.
- | Images may be placed flush against (not overlap) the red bar.
- | Detached images are allowed to be placed anywhere in the type area.

## Photography in parking facilities



For photos in, around or about our parking facilities we recommend working with a professional photographer. Bear in mind that the main aim of hiring a professional is to obtain visuals that can be used for as many applications as possible.

### Guidelines

#### Time of visit

The most usable photos of parking facilities are made when the parking facility is in use and the majority of parking spaces are occupied.

#### Checklist

In order to achieve this 'best result' it is important to fine-tune the time of visit with the photographer. Criteria for timing a photographer's visit include:

- I Before the start of any refurbishment works issue the 'Before' photoshoot.
  - I Make note of the exact location and camera settings so that the same shot can be taken when refurbishment is complete, thus creating a set of before and after visuals.
- I Parking floors and pedestrian areas are clean and all elements function properly:

- I no dust on floors, no random litter, no litter visible in bins;
- I no broken lights;
- I no temporary signage, tape lines, loose cables, barriers or fencing, et cetera.

- I Visuals are preferably taken in the direction of the traffic flow so that signage for motorists and pedestrians is visible. Try to avoid 'no entry' or other prohibition signs.

- I Try to capture customer and operational activity.
- I Make sure that customers and/or employees photographed give their permission to use their portraits for international communication purposes. See the suggested consent form for in- and external use in the appendix.

- I A theme checklist can be downloaded.

- I It contains themes for visuals we need.
- I Approved visuals can be easily categorised for Idefix.

Note: number plates captured must be made illegible to respect privacy.