

BRAND IDENTITY



CONVENTIONS FOR VISUALS AND THE LOGO

For details about using the Q-Park logo, please refer to the Brand identity LOGO section and the Brand identity Don'ts.

Use Q-Park colours

The correct Q-Park colours for use in documents are incorporated in the Q-Park templates available for Word, Excel and PowerPoint.

Q-Park colours are defined in the Visual Identity colour section.

For information about the colours you can use in charts, graphs and tables see the primary colours section.

Q-Park icons

- I Use Q-Park icons for our services, wayfinding and the like. These are available in Idefix.
- I There are special icons for the various Q-Park programmes, see programme logos.
 - I PaSS (Parking as Smart Service)
 - I Sustainable Mobility Partner (SMP) Programme
 - I EV charging
 - I Mobility hubs
- I If there is no Q-Park icon for your purpose, you may use icons freely available online to embellish and/or clarify your text:
 - I use really smart/clarifying icons, something that makes sense to a 'new' reader;
 - I never use USA styles, dollar signs and the like;
 - I avoid using round elements, rounded corners, and circles;
 - I to request a new Q-Park icon be created in Q-Park colours contact Corporate Brand & Communications

Visuals included in writing

Visuals of all types can be used to clarify information or a concept that is complicated to explain in words. Use photos, infographics, tables, charts and graphs where applicable.

To have an infographic redrawn in house style, please contact Corporate Brand & Communications

Take note of the following dos and don'ts when including visuals in your text.

Do

Leave white space around a visual element. We call this the 'safe zone'.

Use icons and visual elements with right-angled corners. This emphasises our brand image.

Always add a caption or title.

- I If appropriate for your text include numbering.

- I This makes it easy to refer to the visual in the text.

Always state the source and credit the copyright holder.

Don't

Place text over a visual element as this detracts from the readability

Use icons or visual elements with rounded edges, shadows etc. This would detract from our brand image