
CONTENTS

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

HOUSE STYLE MANUAL

Real Estate **house style** finds expression in our parking facilities by application of house style characteristics, and especially the design of these characteristics.

Design as important contribution to house style characteristics

- | Colour concept
- | Parking layout & routing
- | Transparency
- | Lighting concept

House style characteristics

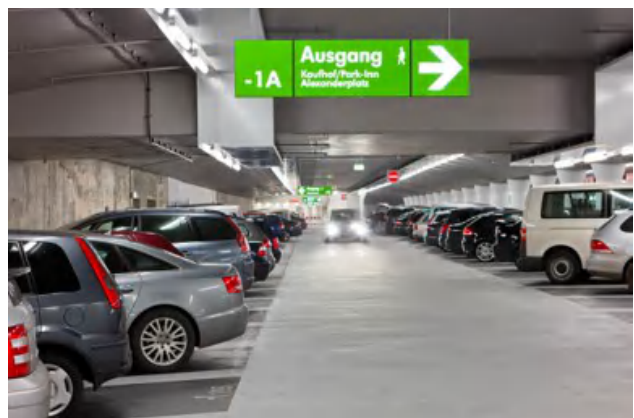
- | Entry car park
- | Parking equipment
- | Internal signage
- | Pedestrian signage
- | Typical house style elements

Colour concept

Our colour concept is characterised by the application of a limited amount of neutral colours.

- | Floors (floor coating and lineation on concrete, asphalt or brick pavement) : white, grey or anthracite.
- | Floor coating, in house style colours, contributes strongly to the house style characteristics, but the application is not a condition: it strongly depends on the underground and the need to protect the construction.
- | Columns / walls / ceilings : white, grey or natural concrete.

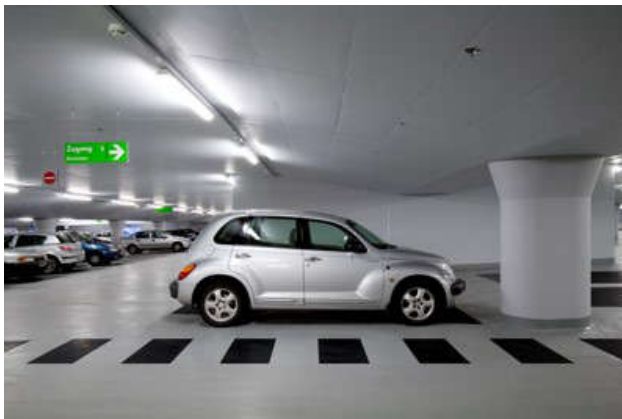
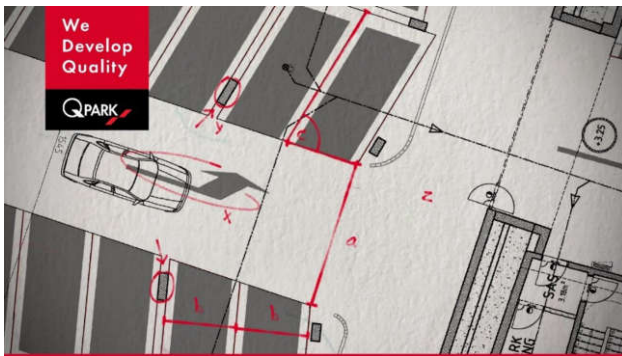
The use of these calm colours contrasts well with the parking equipment, internal signage and striking house style elements and finally contributes to a better orientation.



Parking layout & routing

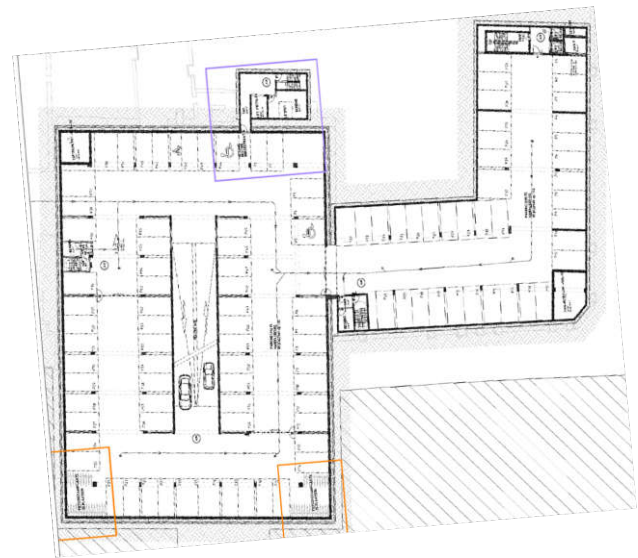
- | Width of parking bays minimum of 2.50m.
- | One way direction and anti-clockwise = good overview, more convenient and safer.

- I Angled parking as a goal = parking spaces easier and faster accessible & supporting one way direction. The added value and thus realisation, however, depends on the available dimensions, such as the width of driving aisle.
- I Circulation = maximum number of spaces on entry route, minimum number of spaces on exit route & recirculation options.
- I Good visibility is vital where pedestrian routes cross principal traffic routes.

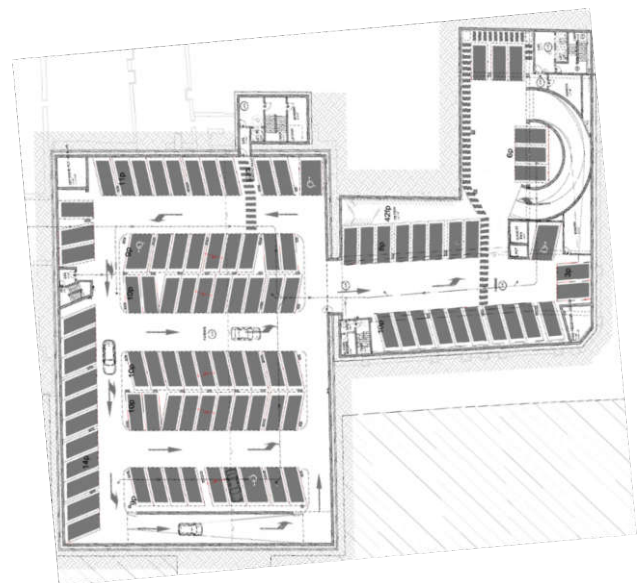


Construction in relation to parking layout

- I Design of car park structure should support angled parking = clear spans and no obstructing structural elements.
- I Angled parking has less wide driving aisles = reduces the construction span compared to 90 degrees parking.



Before



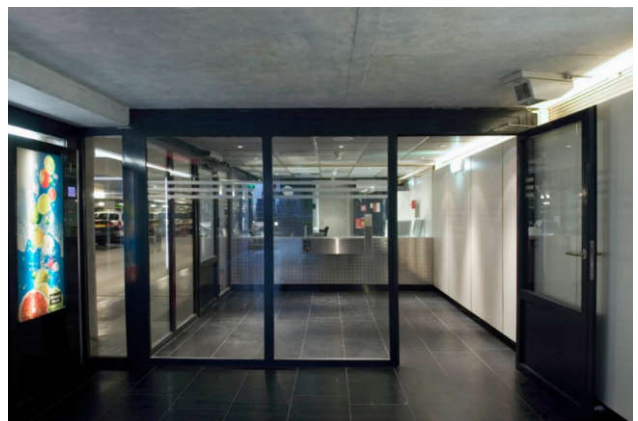
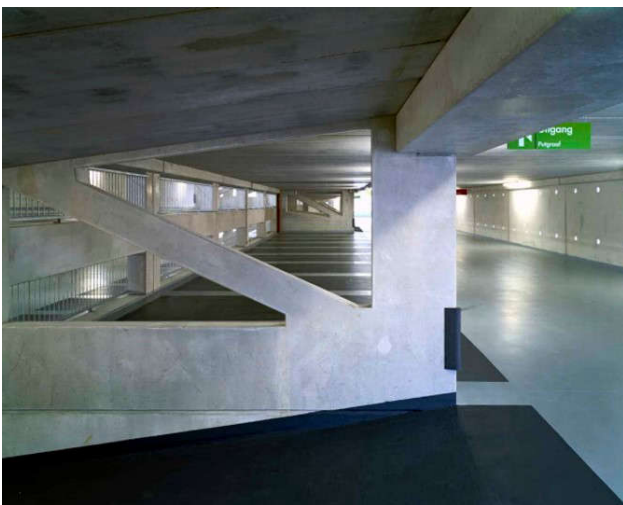
After



Transparency

Clear lines of sight and social safety

- I Minimise construction: clear span, less columns, concrete walls with openings.
- I Avoiding fire compartments or realised with good transparency.
- I Glassdoors in public areas and lifts.



Lighting concept

M&E installations have a major impact on the design and experience in the parking facility.

- I Good coordination of M&E installations is essential » lighting concept is an important element.

- I Lighting concept to achieve good light level and uniformity.
 - I Light fittings run parallel to driving aisles at the front of the parking spaces.
 - I Lighting to be the lowest technical installation.
 - I Light fittings in LED with a standard light colour including and intelligent management system.

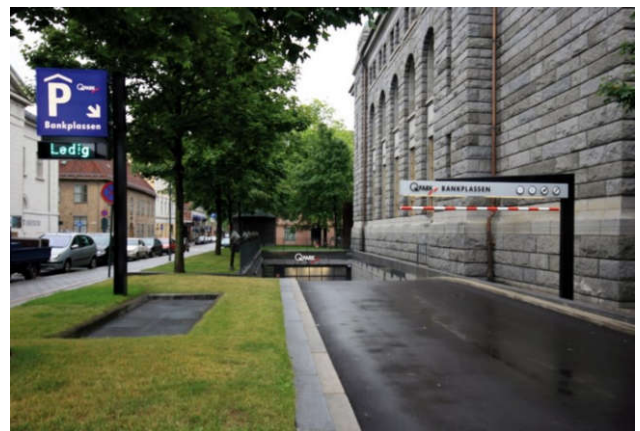


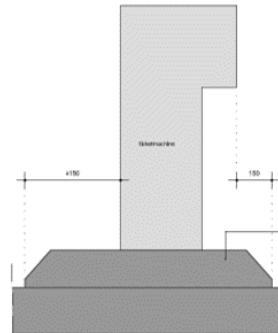
Car entrance

Clear signage visible from the public highway to guide the customer into the parking facility.

- I Illuminated blue P sign combined with LED full/spaces sign.
- I Portal frames or architectural branding on the façade to increase awareness of the car park entry.
- I Height restriction bar and obligatory traffic signs at the critical point of entry.

Speedgates and fast operating roller shutters ensure a safe closure of the parking facility.





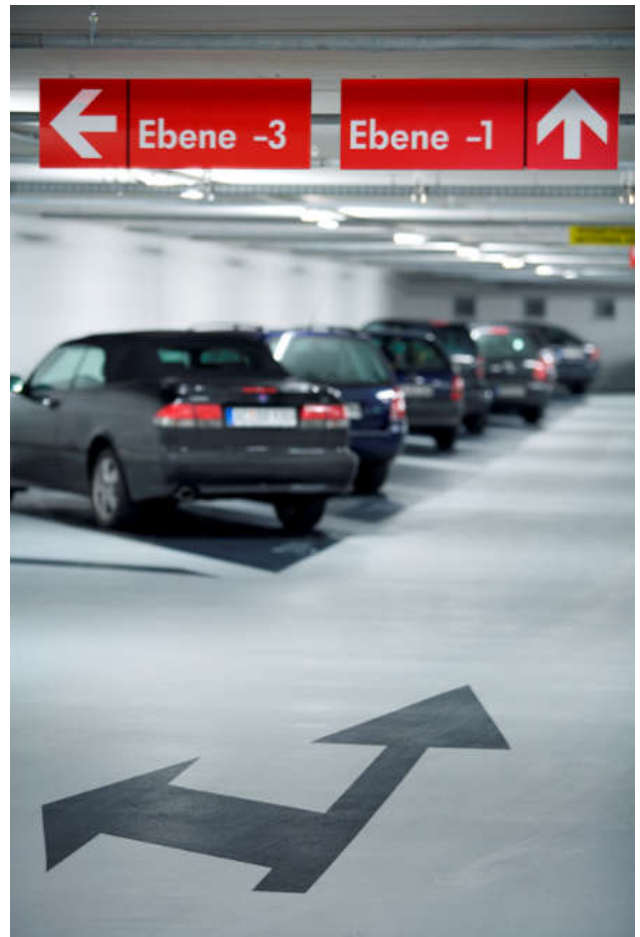
Parking equipment

- I All parking equipment in red color (RAL 3020) easily recognisable for the customer.
- I Terminals and barriers are positioned on islands with angled curbstones in contrasting colors.
- I Standard positioning of terminals and barriers on islands for safe & convenient use.
- I Pay stations and terminals are clearly visible in pedestrian areas and near vehicle exits.



Internal signage

- I Colours red & green contrasting with the neutral colors of the parking facility.
 - I Red signage with white lettering/picto's for motorised vehicles.
 - I Green signage with white lettering/picto's for pedestrians.
- I Signage suspended under ceiling or mounted against walls clearly visible, free from obstacles.
- I Clearly separated in case of different directions.





Pedestrian entrance

- Clear visible signage guiding the customer back into the parking facility.
- Illuminated blue P sign including car park name.
- A door reader combined with intercom at the entrance door for safety and exclusive use of the customer.
- Payment options clearly visible in pedestrian areas.
- Solid and standard materials & finishes in stairwells and lift lobbies.



Typical house style elements

- Brand wall with Q-Park logo & parking facility name at the car entrance.
- Level indication and etching foil on glazing at the location of the stairwells for good recognisability.
- Distinguished lighting in these areas by using circular LED light fittings.
- Steel grid walls for separation of ancillary accommodations (f.e. bicycle or storage areas).

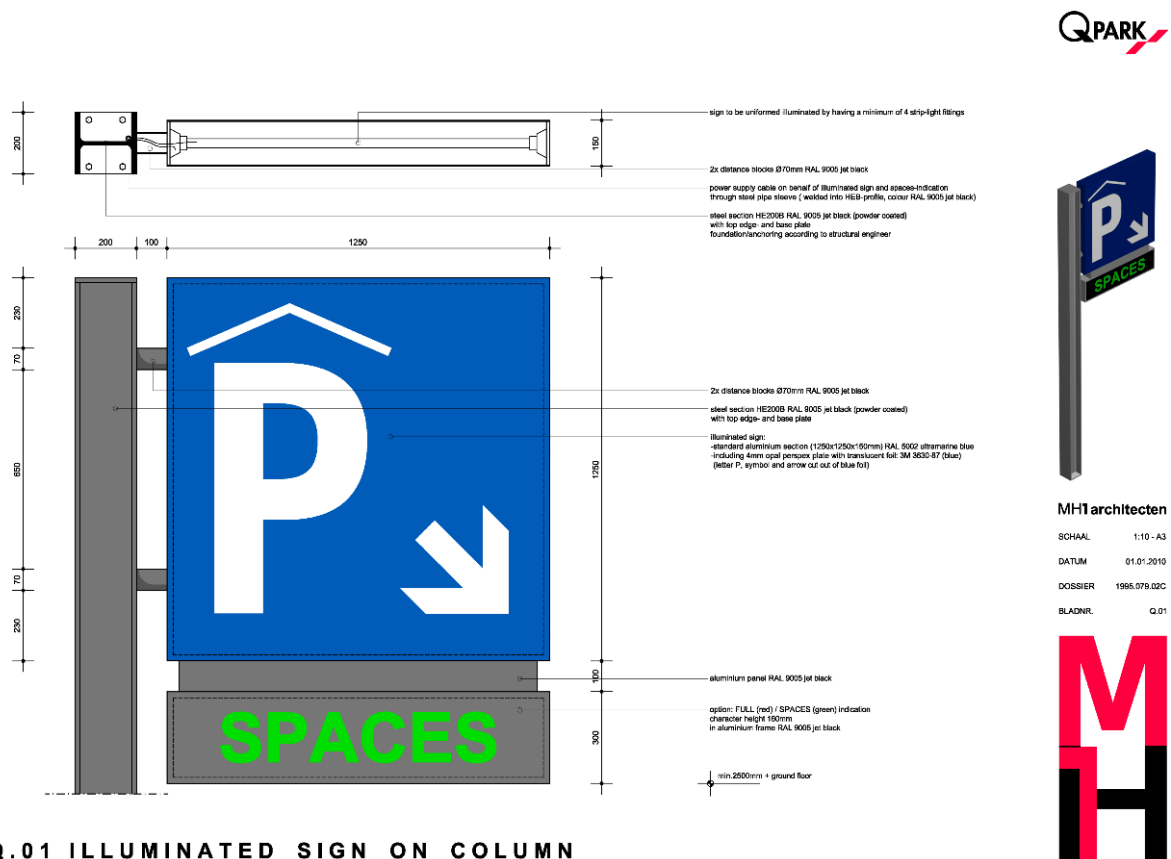


CUSTOMER GUIDING SYSTEM

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

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

- I The standard language is British English.
- I Country specific languages are made by the PM.
- I 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.

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

Project Procedures

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

- I A) The PM takes care of the design.
 - I The PM is fully responsible for designing, manufacturing and fixing of the signage plan.
 - I The PM may always consult Corporate Car Park Design.
- I B) The PM puts in a request at Corporate Car Park Design (working together with MH1).
 - I PM share all aforementioned information with CCPD, who will share with MH1.
 - I MH1 provides, in most cases, also parking bay drawings and road markings.
 - I 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.
 - I (Note: floor plans are often not enough to proceed.)
 - I 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.
 - I 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.

- I Signs for pedestrians are kept to a minimum too, only for way finding, directions, orientation and information.
 - I Signage for pedestrian exit and if choices are possible, show this at an early stage.
 - I If only one exit option, signs are only at the exit itself with its name on the exit sign.
 - I Signage for lifts, parking floor and section.
 - I Pictograms for customer services such as the information desk, toilets and pay-stations.
 - I Information frames are used for a city plan, parkings tariffs and opening hours, special events, etc.

Descriptions

When designing a signage-plan house style rules and principles must be applied.

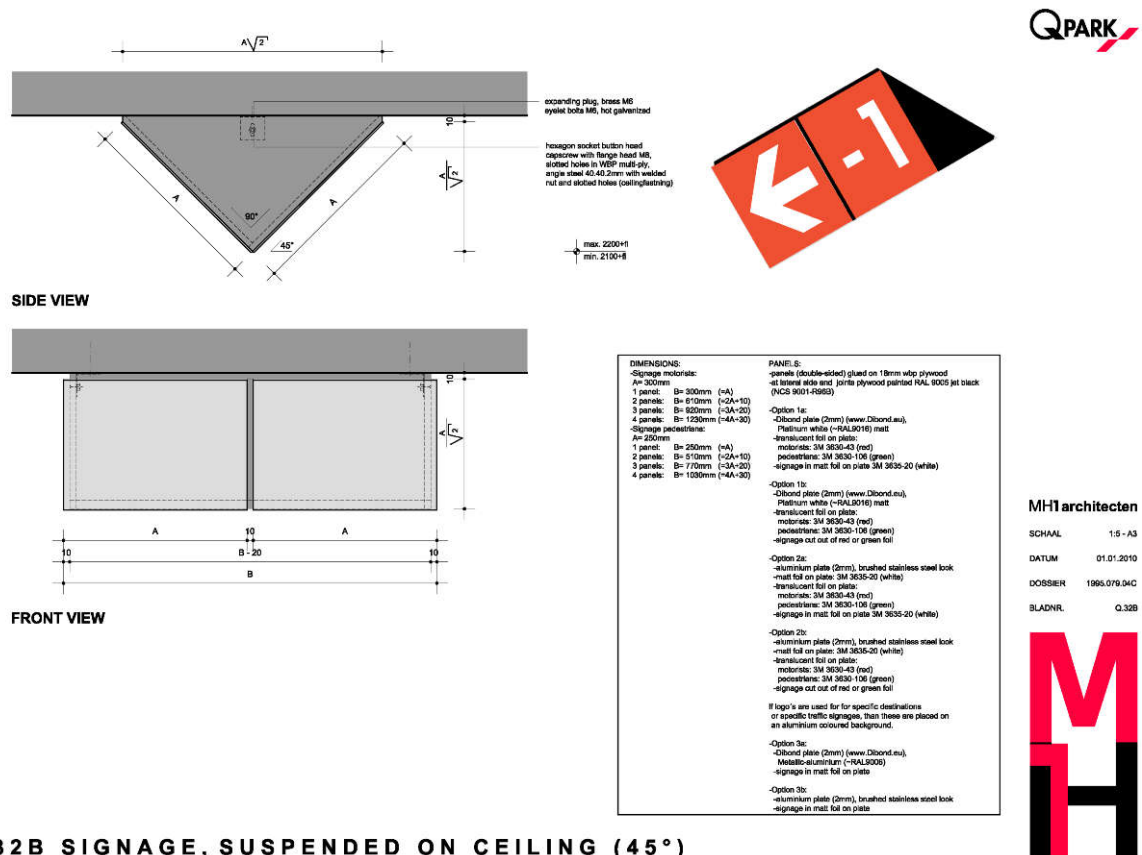
All designs regarding signage and house style must be approved by Corporate Car Park Design (CCPD) and MH1.

In general

- I Readable height - most PFs are low of clear height, signs can be difficult to fix while still being readable for customers. The clear height underneath a sign must never be lower than the clear head height of the PF.
 - I Signs for motorists may at the lowest height of 2.10 meters if this increases readability.

- I Signs for pedestrians may not be lower than the clear height of doors.
- I If the available height is insufficient, you may suspend angled signage from the ceiling, gaining about 11 centimeters clear height.
- I Readability and glare - glare from illumination is one of the biggest problems we experience as it makes signs unreadable. Only one type of foil solves this issue, make sure your sign manufacturer uses these materials:
 - I Cover the sign (aluminum plates) with mat white foil type 3M 3635-20.
 - I Finalise the sign with translucent mat foil, either
 - I Red 3M 3630-43 for motorists
 - I Green 3m 2630-106 for pedestrians
 - I It is up to the sign maker to place white information (3M 3635-20) on the coloured foil or is cut-out of the coloured foil.
- I New developments on how to assemble the sign
 - I Normally the sign is assembled out of a core of WBP plywood 18mm and painted black + two plane aluminum plates of at least 2mm glued on and covered with mat white foil type 3M 3635-20.
 - I New is a type of alu-bond with a mat white coating. This may be used as well and may create a cost saving.

Figure 41: Signage angled from the ceiling



To avoid glare, use the right mat foils.

External signage

Motorists - an illuminated Q-Park P-sign signpost.

- I Sometimes it will be the last sign as part of and in addition to Variable Message Signs (VMS) or Parking Guiding Systems. If so, you may decide to not use the FULL/SPACES indicator.
- I Depending on the local situation it may be fixed on a column, a facade or an element of our portal frame.
- I These signs are traffic signs and need to attract as much attention as possible. Please note that in most cases

local planning consent and permits are required.

I These signs are specifically designed per parking facility (PF) by MH1 and/or CCPD.

I Pedestrians - an illuminated sign for night entrance

I When customers are finding their way back to the PF, a blue P-sign guides them to the pedestrian entry.

I The sign shows the name of the PF and our Q-Park logo.

I When a pedestrian entry sign cannot be fixed to the facade or a column near the entrance, there is a more sophisticated solution for historic areas.

I These signs are specifically designed per parking facility (PF) by MH1 and/or CCPD.

Figure 42: Illuminated P-sign for motorists on column

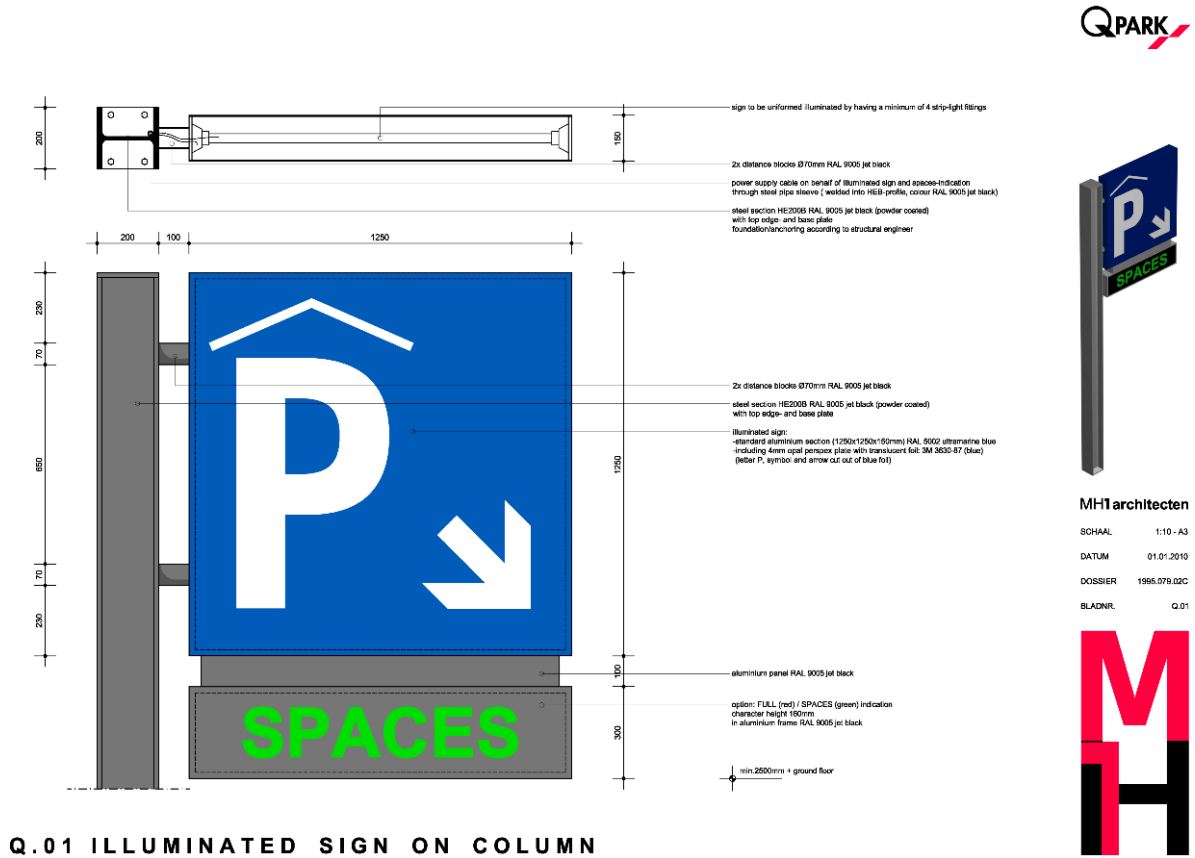
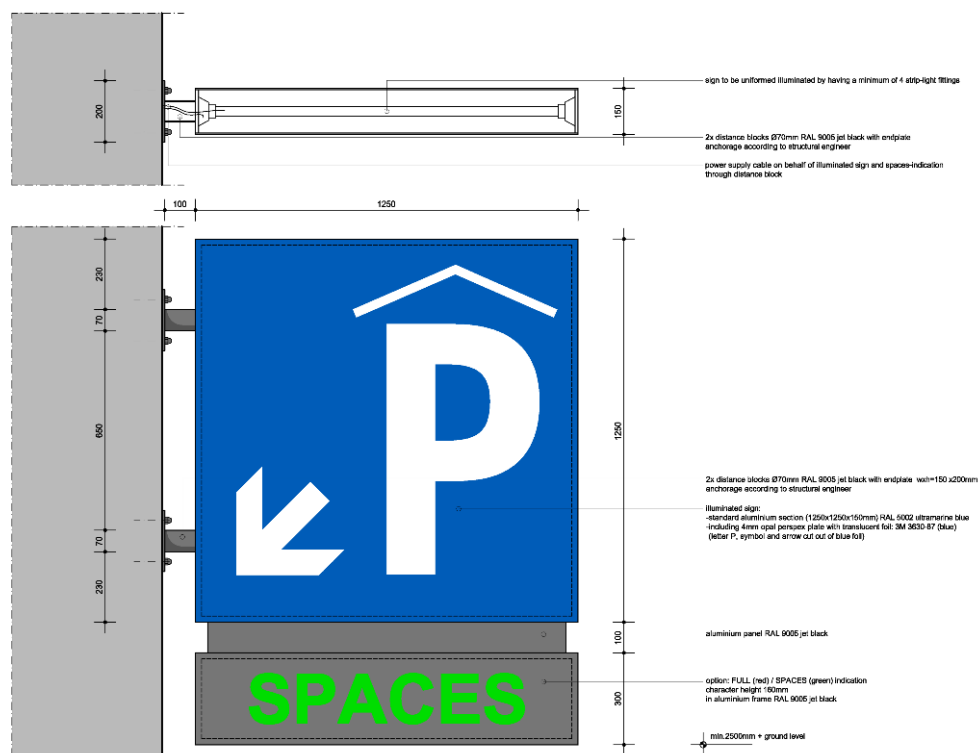


Figure 43: Illuminated P-sign for motorists on facade



MH1 architecten

SCHAAL 1:10 - A3

DATUM 01.01.2010

DOSSIER 1985.079.02C

BLADNR. Q.02



Q.02 ILLUMINATED SIGN ON FACADE

Figure 44: Illuminated P-sign for pedestrians on column

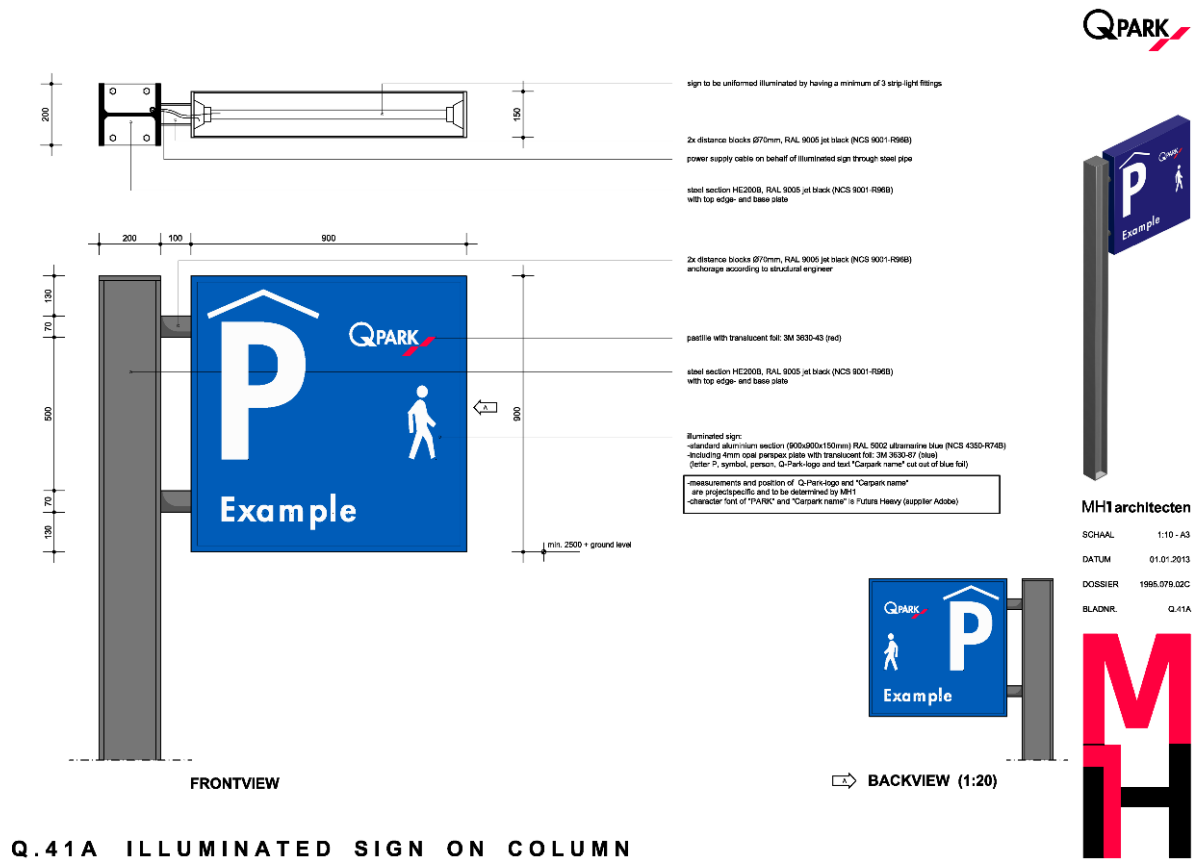


Figure 45: Illuminated P-sign for pedestrians on facade

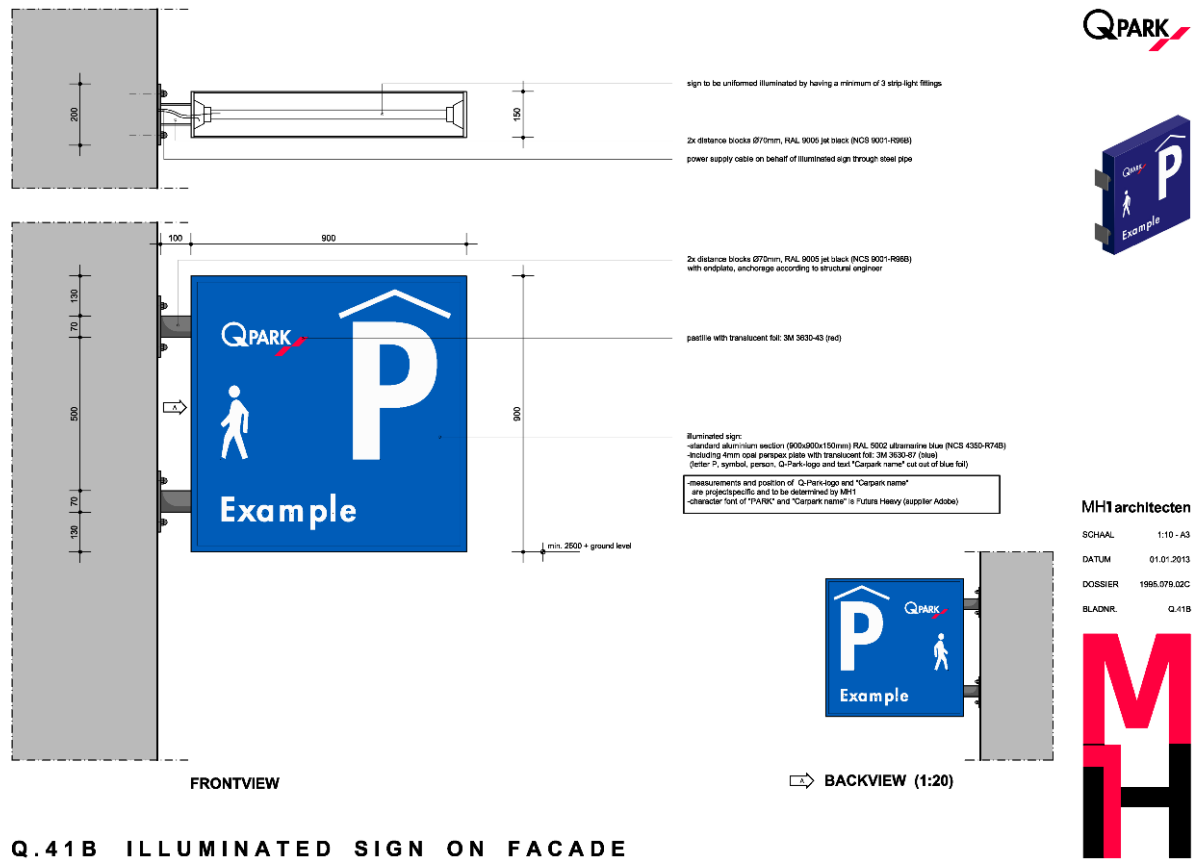
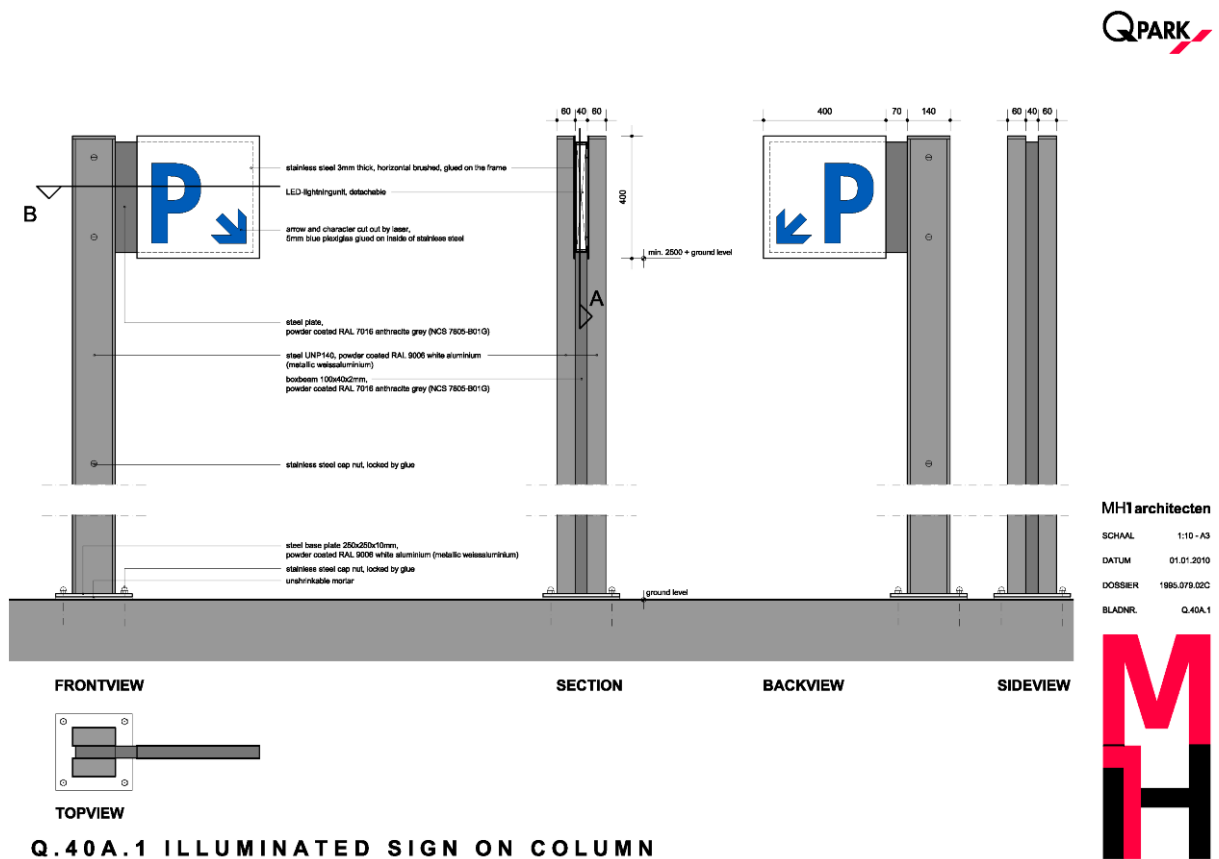


Figure 46: Illuminated P-sign for pedestrians on column, historic sites



Sandwich board / Windmaster frames

- I For use when a temporary reference to a parking facility (PF) is needed. They may be placed on-street yet local permits may be needed for placement.
- I For use when parking floors need to be closed for maintenance, cleaning or energy saving, to redirect customers.

Visuals of boards, frames, posters - posters without 'roof' is additional costs/variables.

Portal frames - indicate the entrance to a parking facility, designed per PF.

- I U-shaped
 - I Placed at the top of the entrance for motorists.

- I Includes Q-Park logo and PF name.
- I Includes height restrictor and traffic signs (diameter 180mm).
- I Depending on the local situation, a VMS-module is integrated to show parking space availability.
- I L-shaped
 - I Often used if the motorist entrance is a one-way lane only.

Façade - designed per PF by CCPD and/or MH1, often consent of architect or owner of the building is required

- I When the motorists entrance is integrated in the façade of a building, the PF name is placed separately, combined with our Q-Park logo.
- I The height restrictor and traffic symbols are positioned in the façade opening.

- I Depending on the situation three options of façade signing can be applied:
 - I 1) Checkerplate with black letters;
 - I 2) Black panels with stainless steel letters;
 - I 3) Letters placed directly onto façade (stainless steel or black logo & name).
 Lighting of this type of signage is a point of attention and is possible through internally (light box) or externally placed luminaries.

Internal signage

Internal signs for motorists and pedestrians are made of square sections.

- I Motorists: used colour is red (3M 3630-43) and the standard measurements are 300 x 300 mm.
- I Pedestrians: used colour is green (3M 3630-106) and on parking floors the measurements are 250 x 250 mm in standard situations. For measurements in staircases a smaller size of 200 x 200 mm is more sophisticated.

Terminology

Because of the different languages used it is important that the same terminology is being applied. Where possible a different term is used for directing to the exit for pedestrians and for motorists (see list). For parking facilities in Belgium the French or Dutch language (or both) are to be used, depending on the location of the facility. Also the terms for 'parking' and 'levels' are shown in each country language.

As no parking facility is the same and each of them are located in different surroundings, the Customer Guiding System is always project specific and needs to be determined per project. Signage for motorists is almost everywhere the same, because signs for "parking", "level" and "exit" are univocal. For pedestrian signage this is different:

- I When a parking facility is not connected to any other destination and is completely solitaire, the signs for pedestrian exits should be "way out" (other country specific languages according to Figure 1). If more than one pedestrian exit is available, the addition of the street name

or location is added (respective signs #026 and #027).

- I When a parking facility is integrated in a shopping centre or an office building it is preferred to use the term "entrance" with a specific addition to increase recognisability for our customers.
- I If an exit for pedestrians leads straight to a office or shop from a third party with a recognisable brand, it is recommended to use their logo on the signs. For execution of these signs see chapter F. Signage for third party-references in Standard principles.

If parking facilities have an international character or attraction, another language can be added to the country specific language (see chapter E. Multilingual signage).

Standard principles

- I Arrows
 - I Always make sure an arrow is pointing towards the direction of the destination for customers (pulling away from the information on the sign). The arrow-sign should be on that particular side of the sign. This makes the information on the sign more easily to read.
 - I In a situation where the arrow is pointed straight forward it is in principle positioned on the left side of the information. When a 'pulling' arrow is used in the same lane, make sure all arrows in one lane are on the same side of the information.
 - I If signage in two different directions is needed, the arrow of the left combination will be positioned on the right side of the information. This is done to make the giving information faster and more clear to read for motorists and pedestrians.
- I Assembly
 - I The typical square-shaped signs are assembled of one-module sections with an addition of 10 mm. The assembly of

longer signs is as shown in the figure below. When a sign of four sections is used, it is only combined with an arrow-sign, so no more than five sections in total are used.

- I The information giving on the signs should be carefully selected. When too much information is given, customers will not read/see any of it. Therefore preferably no more than four sections are to be assembled at one position, pointing towards a particular location. When two, three or four sections are combined in one sign, they are mounted 10 mm apart from each other.

I Mounting

- I As also described in the **Procedures A and B of the Customer Guiding System, part 3.1**, it is essential to assess the concept signage-plan at the actual site. It can occur that lighting or ductwork is present, where signs are planned, or even worse, that the desired clear height is not present. Therefore the check on site is necessary and essential in designing a signage-plan.
- I In standard situations where suspended signage is used, it needs to be mounted between 2.1 metres (minimum) and 2.2 metres (maximum) above the parking floor. When the clear height for vehicles is more than 2.2 metres, the height of the signs must be adjusted to the clear height in the parking facility including an addition of 5 cm.
- I In parking facilities where, for some reason, the minimum height of 2.1 metres can not be achieved, it is possible to use ceiling mounted signs. These signs are placed under an angle of 45 degrees and are mounted onto the ceiling. By doing so a saving in height of approximately 11 cm is gained (see **Q drawing Q.32B and Figure C.2 below**).

I Distance

- I When information towards two different directions is needed, it is necessary to separate these two directions with an in-between distance of 10 cm.
- I Furthermore signs are repeated longitudinal with an in-between distance of 50 metres for motorists and 30 metres for pedestrians. This distance is also depending on the clear lay-out and routing of the parking facility. Regarding the amount of signs the principle 'less is more' needs to be applied. Where crucial decisions in routing are to be made, signs are needed.

- I **Again, before executing the work, a concept-plan needs to be controlled on site. This check needs to clarify if all proposed signs are correctly located and if it is possible to mount them. Also the function of the sign can be assessed by taking the surrounding signs in consideration.**

I Multilingual signage

- I At sites where two or more languages are to be used, an addition of a section is made. The length of the sign must not exceed five sections. If signage to services (lifts, payment equipment, lodge) is also needed it must be placed in a new sign on a second location.
- I Other services need to be displayed separately when five sections (as shown in **Figure E.1**) are already used.

I **Third-party signage** - see different chapter

I Backside of signs

- I The backside of signs is in principle used to inform customers about the routing direction. Wrong-way traffic signs are applied on the backside of these signs (**Figure F.1**).
- I When no information needs to be shown on the backside of a sign, the used colour for these signs are the same as the figures G.2 and G.3 (aluminium gray, RAL 9006).

In combination with the colour scheme of the ceilings it will result in a more calm surrounding.

I Bicycle signage

- I It is possible that a facility for bicycle parking is integrated in a parking facility. When this occurs it is strongly recommended to have a separate elevator, ramp or stairs for entrance and exit to and from the parking facility with a bicycle. This way of accessibility should never be combined with the entrance for motorists, but can be combined with the pedestrian entrance. Facilities for bicycle parking should always be separated from parking floors to prevent customers cycling around.
- I When references to certain entrances or areas to bicycle facilities are needed, it is to be combined with the pedestrian signage and is therefore in green. Bicyclists are not allowed to cycle in the parking facility and should only move around on foot. The next symbols are designed for this purpose.

I Usage of etch foil

- I An often used house style element is the etch foil on glass doors and panels. The underlying thought for usage of this etch foil is that it is applied on fully glazed doors and panels, where customers might overlook the glass and by mistake walk into it. To make a difference between doors and panels, the 'QPark'- logo is to be applied on glazed doors and the 'striping' is applied on glazed panels.
- I The etch foil is not to be applied on every part of glass in a parking facility. Only where glass panels from floor to ceiling are used and where there is the safety issue that customers walk into it by mistake.
- I Some examples:

- I The glass in the lodge of the Parking Host, above the checkerplate, is no area where people might walk into, so no etch foil is to be applied.
- I Fully glazed door in a public area is to be provided with a 'Q-Park' logo in etch foil;
- I Fully glazed (floor to ceiling) walls around a pedestrian entrance or near the lodge are to be provided with the etch foil 'striping'.

When a service for bicycle parking is integrated in a parking facility, always contact Q-Park Holding for the design and location of the facility and entrances.

Housestyle elements

For the recognition of the Q-Park Brand, several house style elements are integrated in the parking facilities. Implementation of these elements are always part of the project specific documents, provided by MH1.

Checkerplate wall

At the entrance or exit of the parking facility a checkerplate wall can be implemented to give the customer a first or final impression of the location. It is used to display the Q-Park logo and the name of the parking facility. A blue light line is added to increase the visibility and create an ambiance at the entrance and exit area.

Guiding elements

In order to guide customers or to prevent possible accidents guiding elements in different forms can be used.

- I Drawing Q.12A This element is used to guide customers in cars into the right direction. It is very often used at the entrance and exit area to divide driving aisles from pedestrian areas. A blue light line is integrated to increase visibility.

-
- I Drawing Q.12B If traffic in two directions is to be expected a square-boxed guiding element can be placed.
 - I Drawing Q.12C If parking spaces are projected in front of glass walls, these walls can be protected by placing a round galvanised guiding rail.

Litter bin

In order to attract extra attention to the pedestrian entrance of a main staircase, the door is highlighted by a level indicator and a litter bin. Every pedestrian exits and enters the parking floor through these doors and to prevent litter from being left behind, several litter bins are to be implemented on these locations.

Stainless steel pole

When motorists are not allowed to park their car in a specific place due to safety reasons, the space can be marked with brushed stainless steel poles. Also pedestrian zones can be marked with these poles. It is important that these poles always have the same appearance and no fences are used because of the obstruction they cause for pedestrians. Therefore measurements have to be the same, being approximately: height = 1,000 mm; width = Ø105 mm; footplate = Ø150 mm.

PARTNERSHIP SIGNAGE

We welcome partnerships who offer relevant services in our parking facilities. We acknowledge the importance of their house style appearance. However, in our 'house', the Q-Park house style is leading. But we do provide our partners with opportunities to integrate their way finding, **retail (office space) recognition** and advertisement signage in our house style.

In this chapter:

- I Signage
 - I External guidance
 - I Internal guidance
 - I Parking space(s)
- I **Alternative use space(s)**
- I Media integration
 - I Onsite poster frames
 - I Onsite tariff posters at access points

- I Onsite advertisement panels
- I Online website(s)
- I Online app(s)
- I Other conditions
- I Internal process

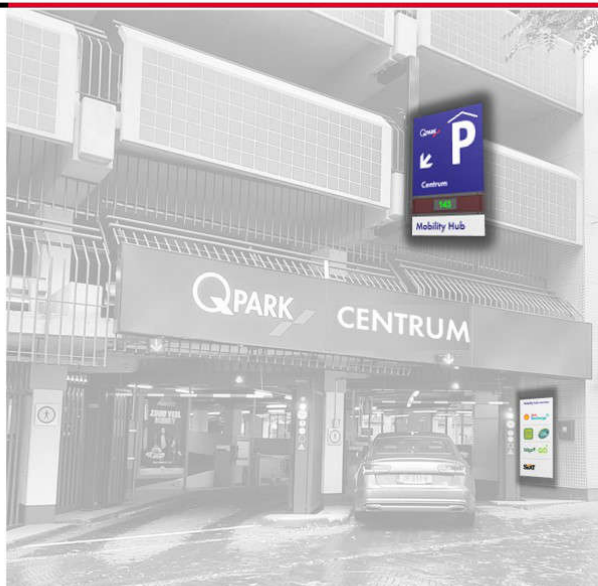
In the process of composing/signing the contract or (sub)lease with partners, there needs to be a sign-off by Q-Park Commercial Leads and a design sign-off by Corporate Real Estate.

Signage

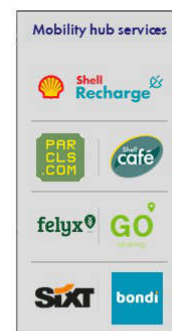
External signage

Partner logos are kept to a minimum as motorists should not be distracted. No additional information such as websites, phone numbers et cetera are allowed.

Mobility Hub external signage | car entry



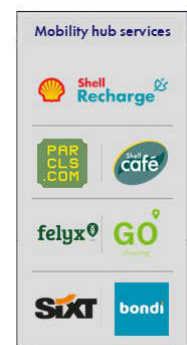
- I Blue flag-sign: Q-Park house style + "Mobility Hub" text box added
- I Mobility hub panel: Full colour logo's of service providers:
 - I At eye-catching areas
 - I Subject to planning permissions & pre-cario regulations
- I Service provider logo's on light grey panels
 - I According to "Third-party"-signage principles



Mobility Hub external signage | on-street



- I Blue flag-sign: Q-Park house style + "Mobility Hub" text box added
- I Mobility hub panel: Full colour logo's of service providers
 - I At eye-catching key areas / At specific service entrances
 - I Subject to planning permissions & pre-cario regulations
- I Service provider logo's on light grey panels
 - I According to "Third-party" signage principles



© Q-Park 2022 10

Internal signage

- I Partner logo can be incorporated on a light grey Dibond sign attached to a typical Q-Park directional arrow sign (red for motorists and green for pedestrians).
- I Signs have to be installed by Q-Park's local signage contractor who has the measurements and technical specifications of that particular site available.
- I The number of signs are kept to a minimum and all positions have to be approved by Q-Park prior to installation.

To integrate the style of a third party in our house style, it must be applied as followed: The used material is a standard aluminium plate or the standard Dibond plate (RAL 9006). The printable area is 35 mm smaller on each side with a sign of 300 x 300 mm. **(What about double sizes?)** Other measurements need to be scaled from this ratio. A sign of 250 x 250 mm has a edge distance of 30 mm.

Internal routing: at entry barriers

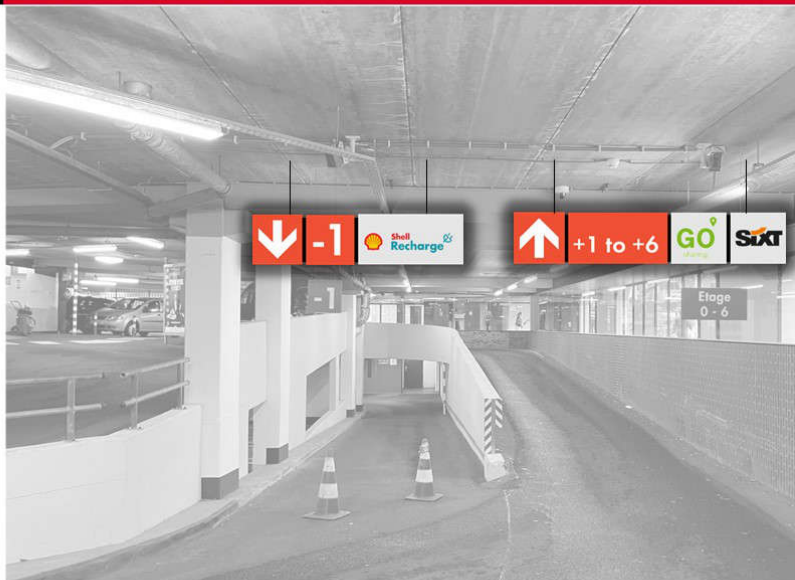


- Mobility Hub totem
- Full colour logo's of service providers
- Include level indications



© Q-Park 2022 12

Internal routing: routing / wayfinding



- Principle wayfinding signs in red
- Primary objective is parking customer wayfinding!
- Service provider logo's on light grey signs
- According to "third-party"-signage principles
- Only at critical routing decision points



© Q-Park 2022 13

Photo example motorists - single and double size templates + example

Photo example pedestrians - single and double size templates + example

Parking space(s)

Partner logos can be located above or at the back of a parking space. The measurements of these signs are usually 300 x 300 mm.

Photo example parking space

Alternative use space(s)

Wall and floor colours have to be respected. In case new finishes will be applied and/or company logos are needed to emphasize the third-party function, a design sign-off by Corporate Real Estate is required.

Media integration

Onsite

1. Partner poster: advertisement by means of A1 posters is possible using dedicated Q-Park A1 poster frames, provided for and planned by marketing. Sign-off of poster design by marketing is required.
2. Partner services: integration of services offered on Q-Park Prices & Services poster(s) at access points and payment machines is possible after consultation and approval by marketing.

Photo example(s)

3. Advertisement panels
 - a. Placement of advertisement: please contact the relevant advertising company.
 - b. Location of panels:
 - i. Careful selection is necessary as they may not hinder our customers. Location proposals must be signed-off by Corporate Real Estate.
 - ii. Do not position near access and exit points of motorists.
 - iii. **Barrier panels are not allowed** as they interfere with our parking technology
 - iv. We work with preferred suppliers and media partners. Country consistency is required with one style of frames and

panels, according to Q-Park housestyle principles.

- v. Every new contract proposal (per parking facility) is based on a physical visit by at least the media partner and Q-Park operations, preferably accompanied by Real Estate and Marketing.
- vi. A maintenance programme needs to be integrated in the contract and has to involve:
 - | routine maintenance activities
 - | rapid response service
 - | safety and preventive maintenance activities
 - | inspection and quality control
 - | customer service and complaint handling
- vii. Highest quality products
 - | Both static and dynamic panels need to be constructed with the best-tested and reliable parts.
 - | Casings need to be suitable for its environment.
 - | Casings are made of aluminum and will be powder-coated in the desired Q-Park colour.
 - | Glass must be toughened or layered safety glass.

Online

1. Partner services website: integration of services offered on Q-Park website(s) is possible after consultation and approval by marketing.
2. Partner services app:

Photo example(s)

Other conditions

Lighting: the type and method of connection to the electrical installation is to be agreed up front and has to be performed by an official electrical contractor to

ensure a labelled and quality connection. Also, if energy consumption will need to be measured and invoiced separately, this has to be part of the contract.

Water and drainage: in case water is needed, a proper organisation of collecting water is required. Slip hazards have to be prevented at all times. Responsibilities have to be stated clearly in the contract.

End of contract

- I The contract between Q-Park and a third party should always include a clause on restoring the location in its original state.
- I Confirmation and agreement from both parties is essential on who is responsible for the various elements such as signage, technical installations, ...

Internal process

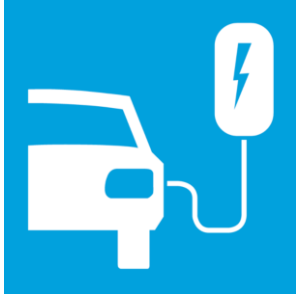
To finetune the process of acceptance and/or contract negotiation with a third-party, the following departments are involved:

- I Country organisation: Asset Management, Sales & Marketing, Operations
- I Group organisation: Corporate Real Estate, Corporate Brand

Organisation chart

EV-CHARGING POINTS MANUAL

External signage



Icon code 119d

Application:

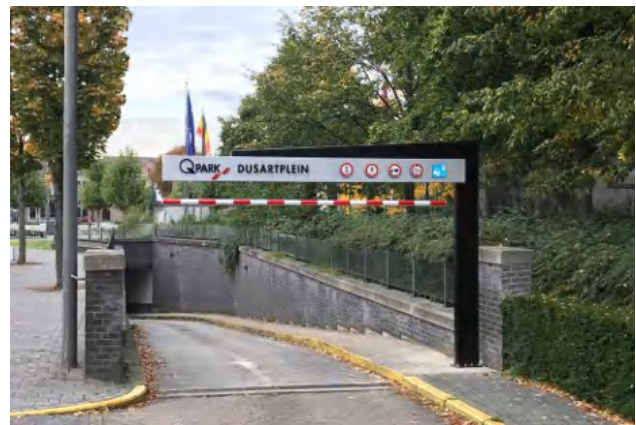
- I Optional, unless required by local regulations

Specifications:

- I Panel:
 - I Panel picto (180x180mm) on plate (160x160x10mm) RAL9005 jet black
 - I Dibond plate (2mm) (www.Dibond.eu), platinum white (~RAL9016) matt
 - I Foil on plate: 3M 3630-57 olympic blue / Oracal 8500-53 light blue
 - I Signage cut out of blue foil
- I Dimensions:
 - I Height = 180mm
 - I Width = 180mm
- I Q-drawings:
 - I Q.03.1 Entrance portal U-shape
 - I Q.04.1 Entrance portal L-shape
 - I Q.05.1 Name indication facade



Entrance portal U-shape

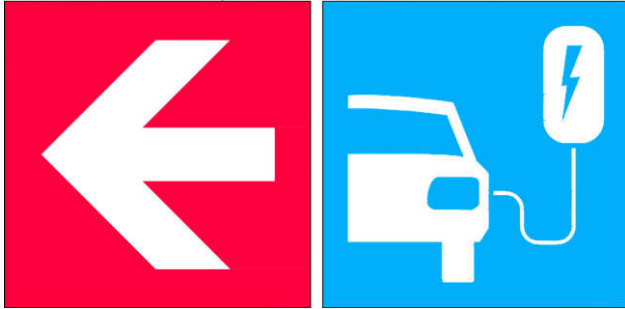


Entrance portal L-shape



Name indication facade

Internal signage routing

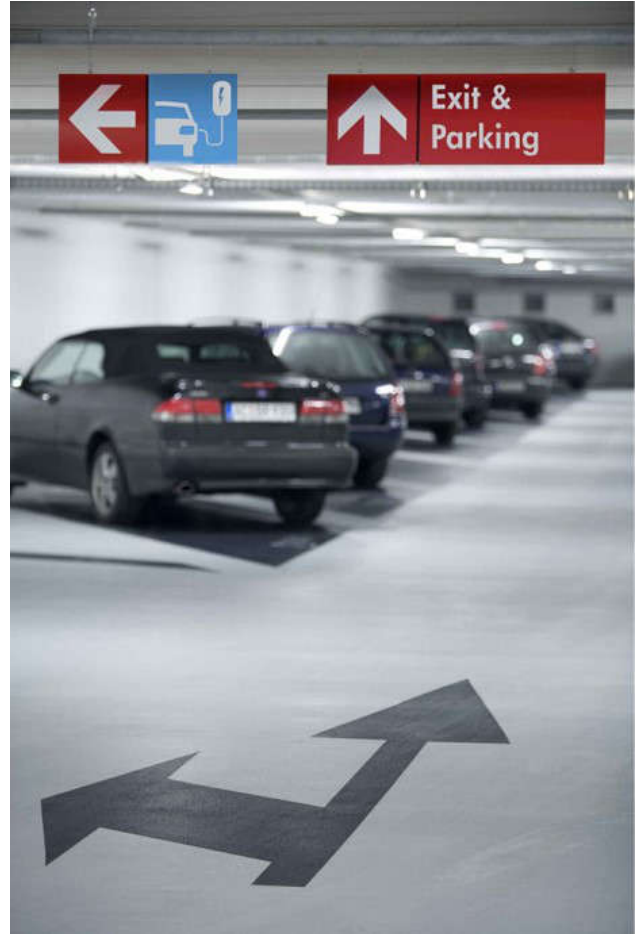


Application:

- Signage on the route to EV-charging, only mounted at key decision points (EV-charging sign in blue foil)

Specifications:

- Panel:
 - Panel (double-sided) glued on 18mm wbp plywood, at lateral side & joints plywood painted RAL9005 jet black
 - Dibond plate (2mm) (www.Dibond.eu), platinum white (~RAL9016) matt
 - Foil on plate:
 - 3M 3630-43 Light tomato red (for arrow sign)
 - 3M 3630-57 olympic blue / Oracal 8500-53 light blue (for EV-charging sign)
 - Signage cut out of red and blue foil
- Dimensions:
 - Height = 300mm
 - Width = 300mm
- Q-drawings:
 - Q.30.1 Position of signage
 - Q.32.A Signage, suspended
 - Q.32.B Signage, mounting on ceiling



Internal signage at EV-charging points



Front and rear equal sign, double-sided (see also floorplan)

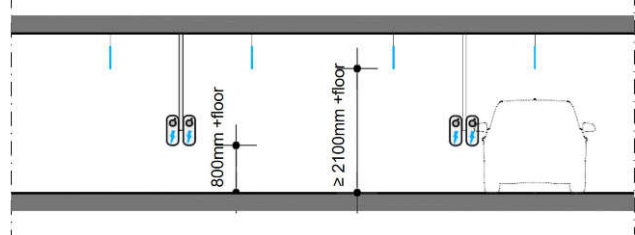
Application:

- I Signage EV-charging suspended perpendicular to driving aisle for visibility
 - I Position aligned with front of parking space at heart of a single space
- I EV-charging device (wall mounted), colour reference neutral light colour
 - I Position always between parking spaces and never at heart of a single space
 - I Bottom of EV-charging device at 800mm+floor
 - I Power supply via ceiling

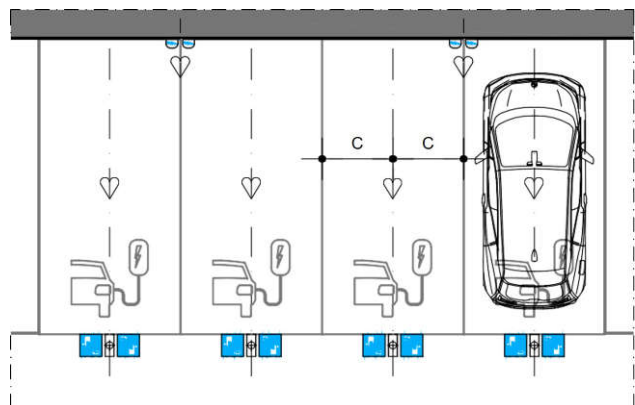
Specifications:

- I Panel:
 - I Panel (double-sided) glued on 18mm wbp plywood, at lateral side & joints plywood painted RAL9005 jet black
 - I Dibond plate (2mm) (www.Dibond.eu), platinum white (~RAL9016) matt (double-sided)
 - I Foil on plate: 3M 3630-57 olympic blue / Oracal 8500-53 light blue (double-sided)
 - I Signage cut out of blue foil
- I Dimensions:
 - I Height = 300mm
 - I Width = 300mm
- I Q-drawings:

- I Q.32.A Signage, suspended
- I Q.32.B Signage, mounting on ceiling



Section



Floorplan

Internal signage at EV-charging points (A1-frame)



Application:

- I A1-frame (wall mounted) for communication EV-charging
- I Position always between parking spaces and never at heart of a single space
- I Minimal 1x A1-frame per 4 CPs where CPs are located

Specifications:

- I A1-poster:
 - I Poster size: height x width = 832 x 593mm
 - I Poster layout: CPO branded & mandatory information:
 - I Clear CP usage instructions (start/start session, unplug etc.)

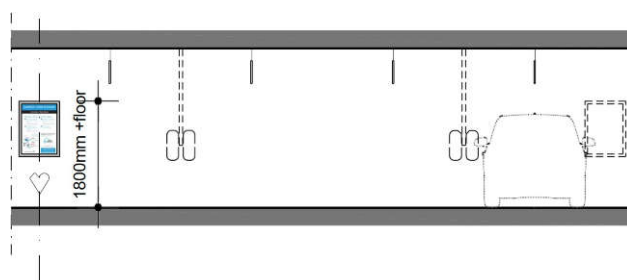
- I CPO customer helpdesk phone number and e-mail
- I Tariff information reference (where to find charging tariffs?)
- I Location of the specific charge point ID (reference number)
- I Explain functionalities (indicator/display colours)
- I Optional subtle co-branding with Q-Park (not preferred)

Dimensions A1-frame:

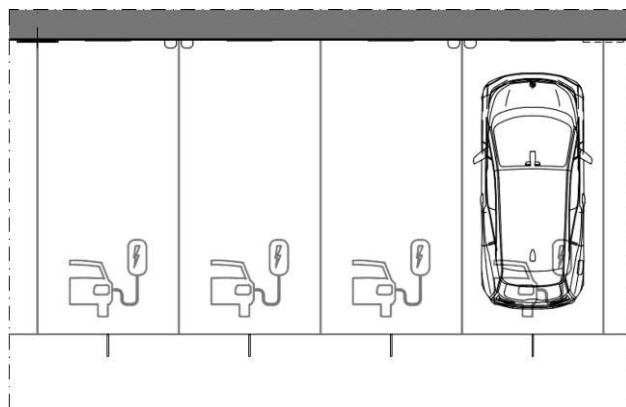
- I Height = 924mm
- I Width = 690mm

Q-drawings:

- I Q.33.B Signage A1-frame, wall fastening

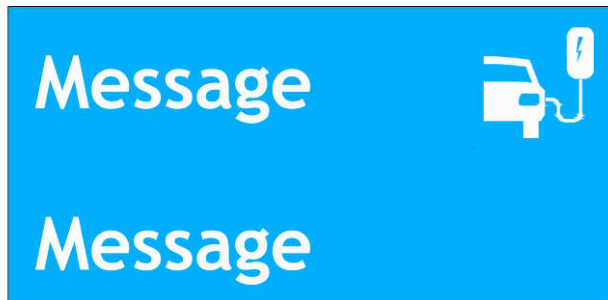


Section

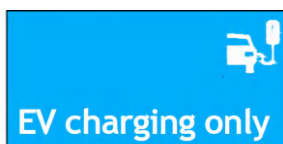


Floorplan

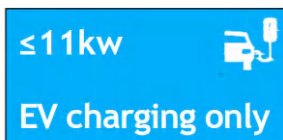
Internal signage at EV-charging points (optional signage)



Example



Example



Example

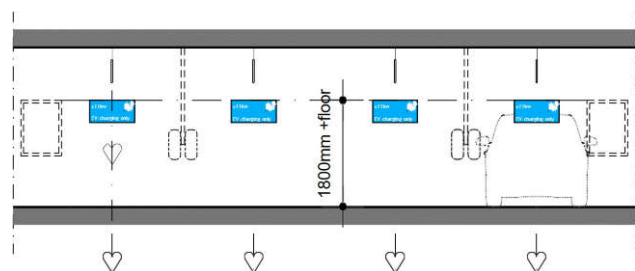
Application:

- | Only applicable in case legally binding message is needed
- | In order to distinct regular CPs (AC<11kW) with fast CPs (DC>22kW) where applicable
- | Sign preferably wall mounted (top of sign = top of A1-frame)
- | Position always at heart of the EV-charging space
- | 1 sign per parking space

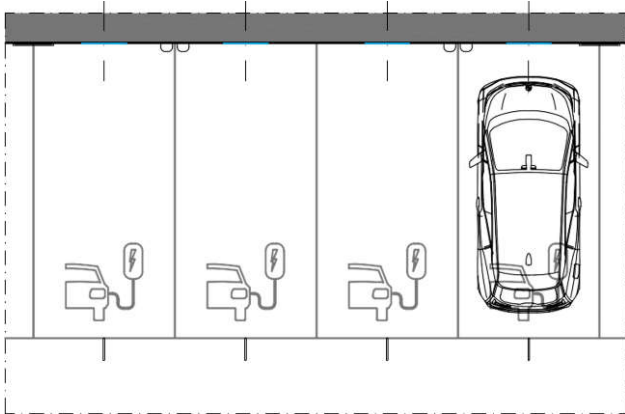
Specifications:

- | Panel:
 - | Panel (single-sided) glued on 18mm wbp plywood
 - | At lateral side and joints plywood painted RAL9005 jet black

- | Dibond plate (2mm) (www.Dibond.eu), platinum white (~RAL9016) matt
- | Foil on plate: 3M 3630-57 olympic blue / Oracal 8500-53 light blue
- | Signage cut out of blue foil
- | Dimensions:
 - | Height = 300mm
 - | Width = 610mm
- | Q-drawings:
 - | Q.33.A Signage, wall fastening



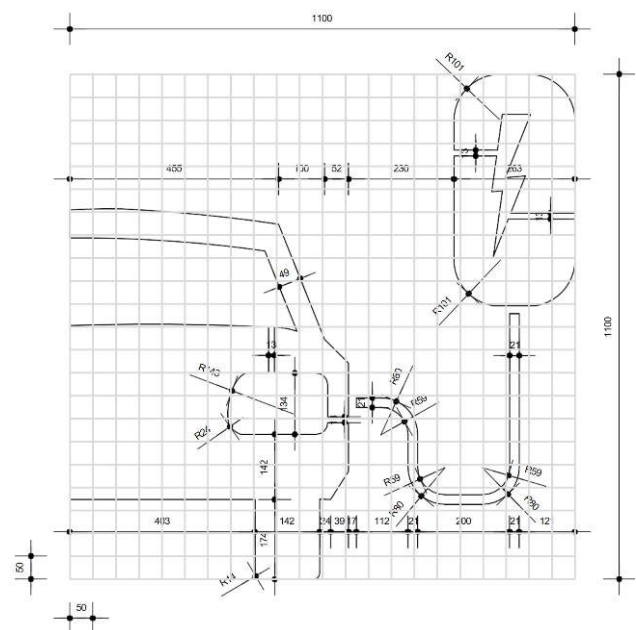
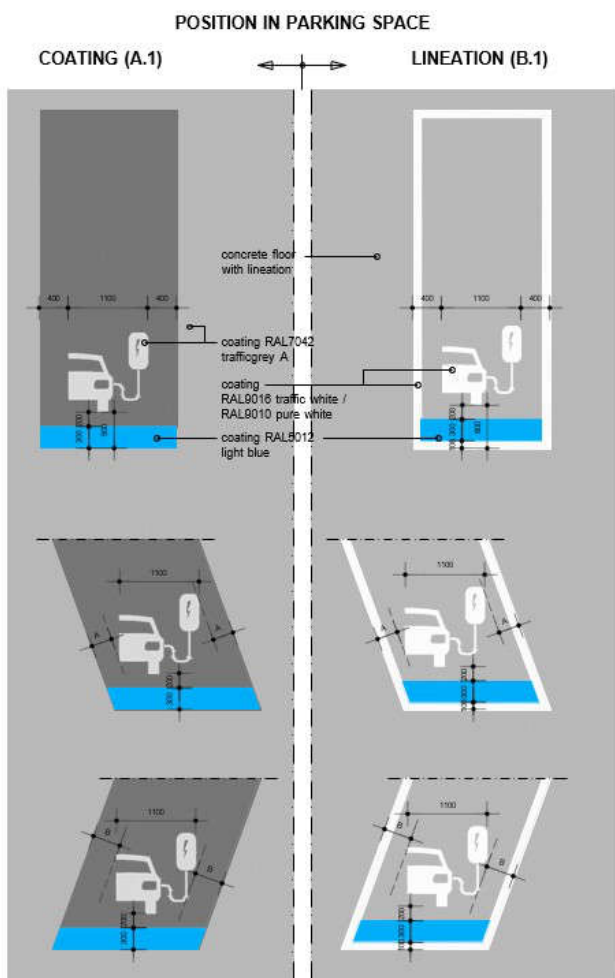
Section



Floorplan

Floor markings at EV-charging points

Standard



MOBILITY HUB SIGNAGE MANUAL

Content

1. Introduction

2. Vehicle Entry

3. Pedestrian Entrance

4. Services

- I 4A. Communication **OF** services
 - I Vehicle entry - outside/inside
 - I Pedestrian entrance - outside/inside
 - I Micro mobility entry - outside/inside
- I 4B. Wayfinding **TO** services
- I 4C. Information **AT** services

5. Specials

- I Building fragments facade

6. Appendix

- I QP-drawings

1. Introduction

This manual describes the guidelines that apply to *Mobility Hub Signage*. These guidelines are part of our house style and should be seen in conjunction with and as an addition to our existing house style and signage. This manual specifically describes and focuses on *Mobility Hub Signage*.

This manual primarily uses examples that serve as guidelines to support the implementation of this additional signage on site. In case of questions or suggestions, please contact Corporate Real Estate (CRE).

Q-Park Mobility Hubs:

The Q-Park mobility Hub is part of our sustainable Mobility Partner programme (SMP). The SMP programme aims to transform Q-Park from a parking operator to a sustainable Mobility Hub partner. We do this with recognisable Mobility Hub.

To qualify as a Mobility Hub, at least 4 services are offered:

- I Parking services
- I Charging services
- I Booking (transforming search traffic to destination traffic)
- I Sharing (cars, scooters, bicycles) from the Mobility Hub, or public transport services available within a radius of at least 300 meters from the parking facility (train, bus, metro)

2. Vehicle Entry

The reference to the Q-Park vehicle entry has various appearances. The starting point is that the text Mobility Hub is clearly communicated only once at the entry. We prefer to use the existing P-sign for this purpose. Once 'Mobility Hub' has been added to the P-sign, it does not need to be added elsewhere (such as on L- or U-shaped portals).

Hereafter are a number of appearances of P-signs where Mobility Hub has been added or integrated:

- I Illuminated P-sign on column
- I Illuminated P-sign on facade
- I Entry portal (U-shape) including P-sign frontal
- I Entry pillar/totem with P-sign

Illuminated P-sign on Column

There are two options:

- I Preferred solution:
Seperate module Mobility Hub under P: It is preferable to position Mobility Hub, as a seperate

module, directly under the P. In case module with space indication is present, Mobility Hub should always be placed directly under the P, with below the module with space indication.

According to drawing QP01A.1 and QP01A.2



Preferred solution without space indication



Preferred solution with space indication

- I Alternative: Mobility Hub integrated in P-sign: The existing layout (square) should be adjusted to layout (square) incl. Mobility Hub. Only if the preferred option is not possible or too complex (e.g. Due to limited height under the P or module), this alternative may be applied According to drawing QP.01B.1 and QP.01B.2



Alternative solution with space indication

Illuminated P-sign on facade

There are two appearances here:

I P-sign perpendicular to the facade: the same principles apply as for the illuminated P-sign on column

I P-sign frontal in facade: The same principles apply as for the entry portal (U-shape)



P-sign frontal in facade



P-sign perpendicular to the facade

Entry portal (U-shape) including P-sign frontal

There are two appearances:

- I Entry portal with separate grey picto-bar: the text Mobility Hubs is applied to this grey picto-bar.

No specific QP-drawing has been made for this situation, as the 'adding' of the text 'Mobility Hub' depends on the available space, which can differ per situation. The text is executed in the font FuturaTDem (supplier Adobe), colour daek bloe Oracal 8500-049 king blue (on an existing silver-grey or light-grey background), aligned left-right with the P.



- I Entry portal without separate grey picto-bar: the existing P-sign layout (square) must be adjusted to

layout (square) incl. Mobility Hub centered within the square.



Entry pillar/totem with P-sign

The text Mobility Hub is positioned directly under the P-sign. There is normally sufficient space under the P-sign. If space is lacking, the text can be placed lower.

No specific QP-drawing has been made for this situation, as the 'adding' of the text 'Mobility Hub'

depends on the available space, which can differ per situation. The text is executed in the font Futura TDem (supplier Adobe), colour dark blue Oracal 8500-049 king blue (on an existing silver-grey or light-grey background), centered on the panel.



3. Pedestrian Entrance

The reference to the Q-Park entrance pedestrians has many appearances where the P-sign often has limited dimensions. With some exceptions, we therefore advise not to add Mobility Hub to or integrate it into the existing P-sign.

However, we prescribe to apply the text Mobility Hub in etchfoil to entrance doors, according to drawing QP.31 as attached to this manual.

In addition, there are often designated positions at this location to communicate the mobility hub services (on the outside or directly near the entrance): see 3A: Communication of services.



4. Services

It is important to effectively communicate the Mobility Hub services at the appropriate locations (communication of services). The vehicle entry, the pedestrian entrance and a (possible) exclusive micro mobility entry are the designated positions for this.

From these entries / entrances, the signage must clearly and accurately refer to the services (wayfinding to services).

If necessary, services will also be communicated at the locations itself (information at services).

4A. Communication of services

Vehicle entry outside/inside

If space is available, services should be communicated on the outside. Inside, there is often space to provide an extra A1-frame on a traffic island (or against a wall). For this purpose, a standard layout should be applied as the principles shown in the images above.

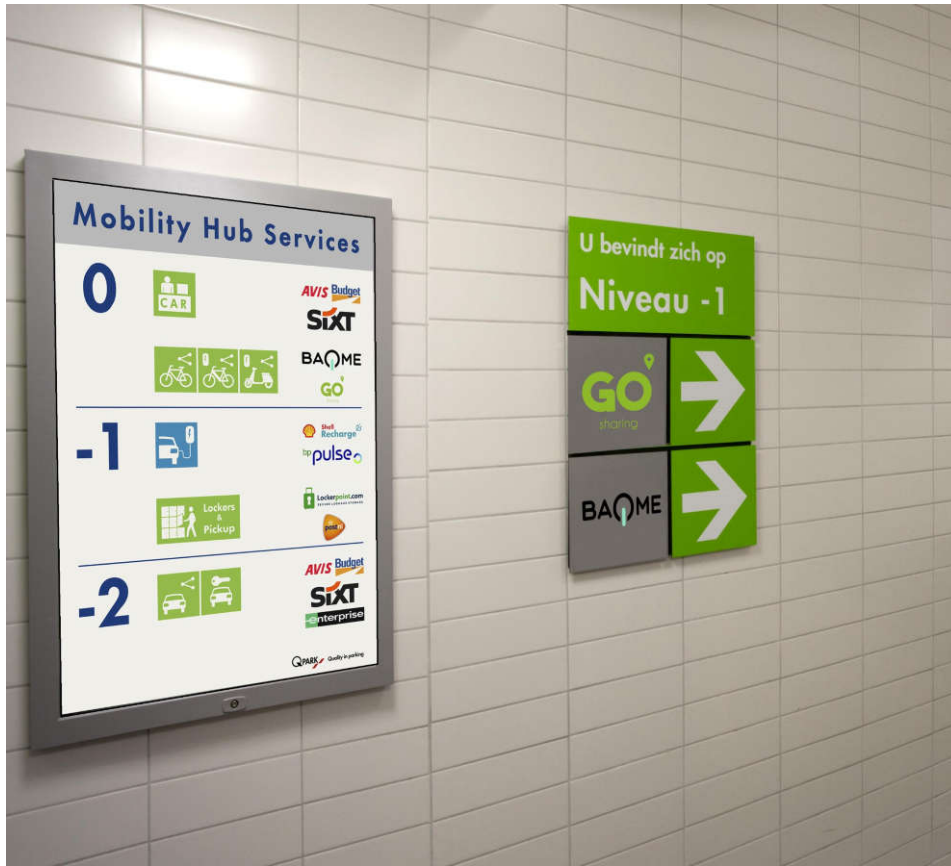
For the entry outside, the dimensions may differ (from A1-format) in connection with the readability from a greater distance. If there is sufficient space, a larger frame or panel with the same layout can be used to enhance visibility.



**Pedestrian entrance outside/inside**

In principle, the same applies to the pedestrian entrance as to the vehicle entry: If space is available, services should be communicated on the outside. Inside, there is often space to provide an (extra) A1-frame on a wall or between two stainless steel uprights. The same standard layout should also be applied in these places as the principles shown in the images above.

For the pedestrian entrance, the dimensions may differ (from A1-format) in connection with the readability from a greater distance. If there is sufficient space, a larger frame or panel with the same layout can be used to enhance visibility.





Micro-mobility entry outside/inside

The micro mobility or bicycle parking entry usually has a separate entry (to prevent different traffic flows from coming together). If this service is part of our facility, the entry should also be recognized as such on the outside.

In that case, a light box with the pictogram of the service(s) (bicycle parking or more), the name of the

facility and the Q-Park logo should be provided. Since these situations will never be 'standard', it is advisable to ask CRE for advice.

This also applies to the entry inside (if this entry does not provide direct access to the bicycle parking).



4B. Wayfinding to services

The wayfinding to services, both for vehicles and pedestrians, is expressed in our house style signage which, in many cases, must be seen in conjunction with the existing signage in a facility.

The 'adding' of the signage for services should be done by means of pictograms and/or using logos. If logos (of service providers) are used, these logos are applied

on a silver-grey background which also applies to other logos (supermarket, retail chain, hotel etc.).

If (our standard) pictograms are used, these are (in principle) green - white (this is standard for all services except charging which is blue - white).

If the above gives rise to questions (for a specific project), please contact CRE.





4C. Information at services

EV Charging

The signage for the EV-charging service (regular / AC charging) must be carried out in accordance with the 20230414 - Q-Park EV-charging points manual.

If fast / DC charging is offered as a service, the signage is usually done by an external service provider (e.g. Shell, BP). In that case, logos are provided on a silver-grey background. It is also possible that the surface of these parking spaces/charging points is in a different colour and is provided with a logo (subject to approval by Q-Park).

**Car rental**

The service for car rental and/or car sharing is often 'represented' by an office/counter and the zone where the vehicles are parked.

The office or counter of the service provider is often located in the plinth of the building (MSCP) or near the zone where the vehicles are parked. These spaces

may fully reflect the provider's house style in terms of appearance, subject to approval by Q-Park.

The signage at the location of the zone where the vehicles are parked is part of the house style of Q-Park, whereby pictograms and/or logos should be used.



**Micro mobility**

The micro mobility or bicycle parking should be a separated zone with a separate access that is located next to or in the parking facility (see also 3A. communication of services).

If this zone is part of the parking facility, it is desirable to implement the (storey-high) separation in a transparent fence. Depending on the type of two-wheelers, (extra)

markings are required on the surface. Please seek advice from CRE regarding accessibility, choice of materials, colour scheme and any (possible) floor markings to be applied.

The signage at the location of the zone is part of the house style of Q-Park, whereby pictograms and/or logos should be used.



**Public transport (train, bus, metro)**

Public transport (train, bus or metro) is usually not part of our facility but usually 'connected' to our facility (via corridor, tunnel or bridge) and otherwise in the direct vicinity of our facility.

The signage 'at the service' in this case is therefore the signage of the train, bus or metro station itself and therefore in its own house style or brand.

However, it is important that Q-Park clearly and distinctly refers to these means of public transport in its facility so that users can easily reach and find this service/destination. This (pedestrian) signage is part of our house style where pictograms and/or logos (e.g. national railway logo) should be used.

**Parcel service / pickup points / lockers**

For services such as parcel delivery, pickup points and lockers, determining the optimal location within an

existing facility is essential to ensure users can easily find an access them.

If the above has been fulfilled, the signage at these services themselves is simple: the signage is part of the house style of Q-Park, whereby pictograms and/or

logos should be used. Often these services are easily recognisable (provided with logos) so that additional signage is not necessary.



5. Specials

There will always be special locations or circumstances where it is desirable to have 'Mobility Hub' expressions on or in the building.

These specific and special situations are not described in this manual. Please contact CRE so that a suitable solution can be worked out together.

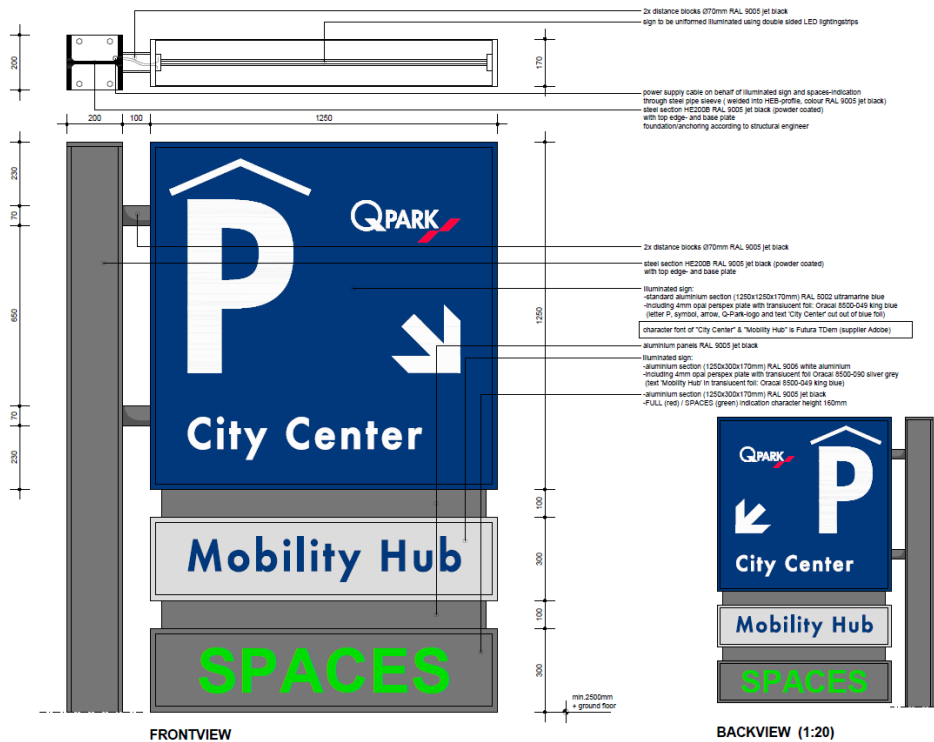
On the following two pages, suggestions have been made, for illustrative purposes, to make this 'Mobility Hub' expression clearly visible on facade fragments.

Building facade fragments

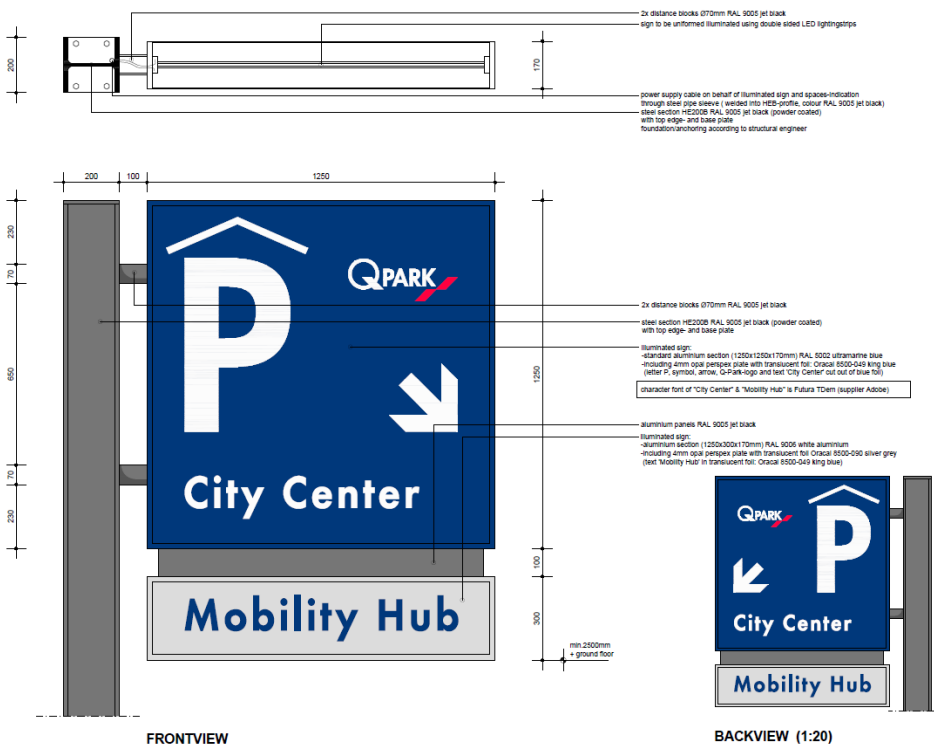


6. Appendix

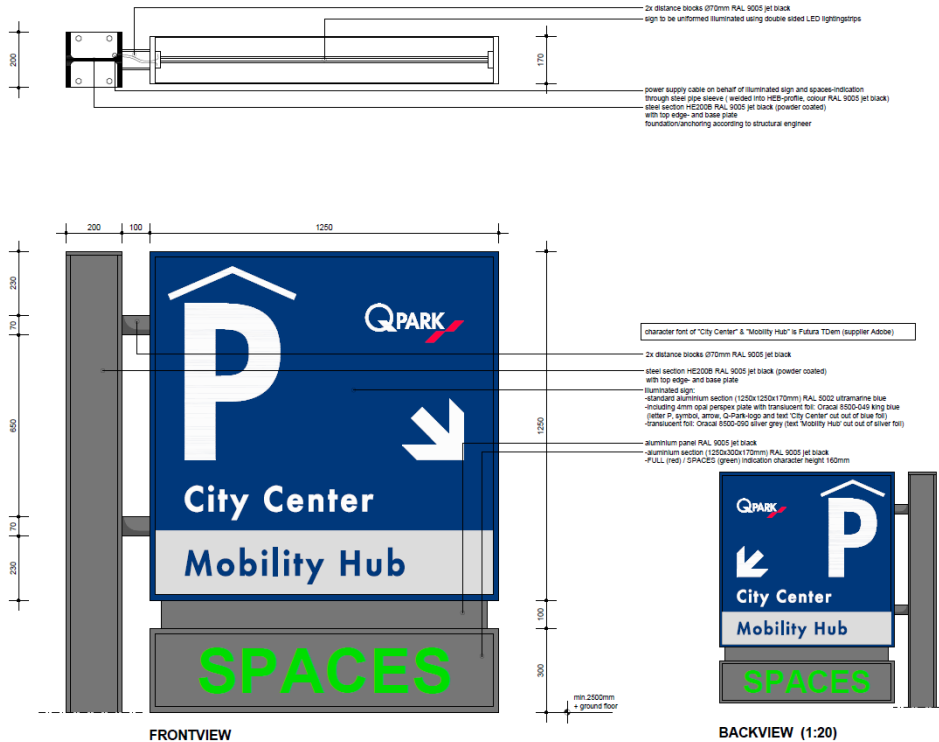
QP-drawings



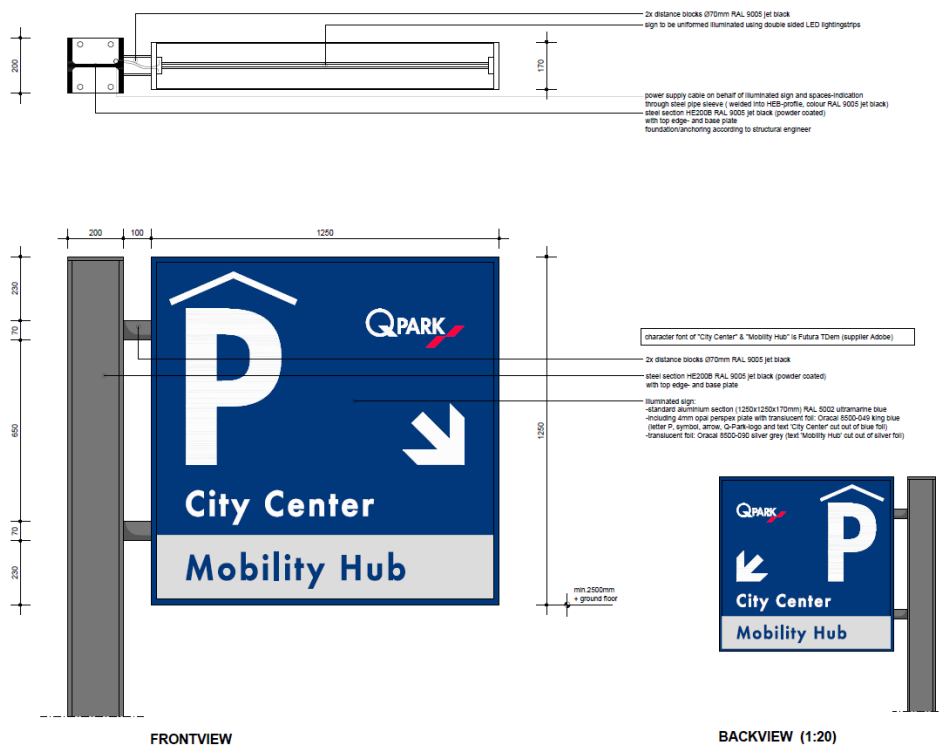
QP01A.1 Illuminated sign on column - Mobility Hub



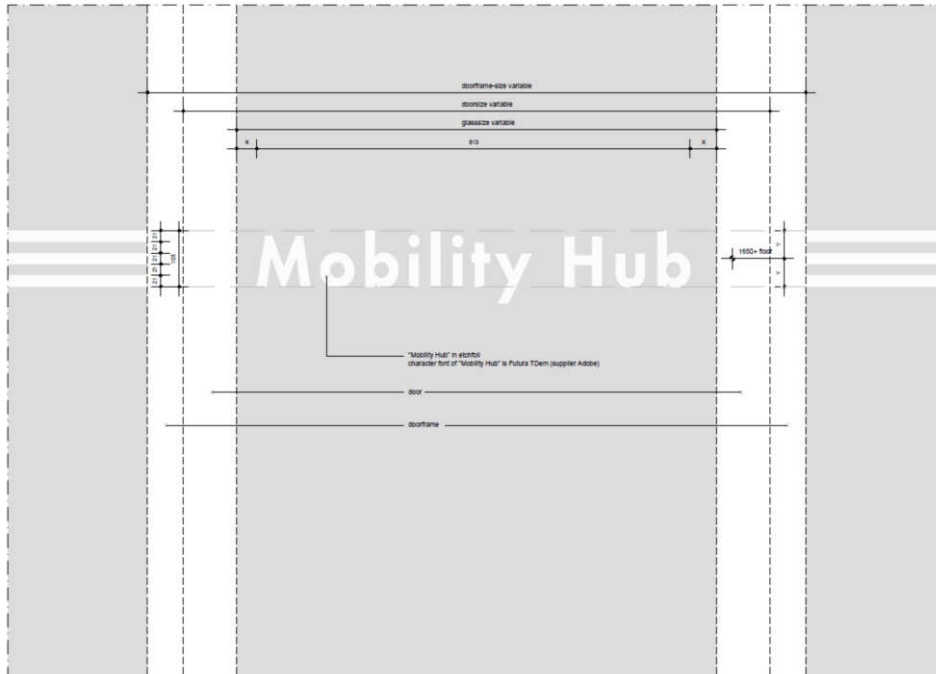
QP01A.2 Illuminated sign on column - Mobility Hub



QP01B.1 Illuminated sign on column - Mobility Hub

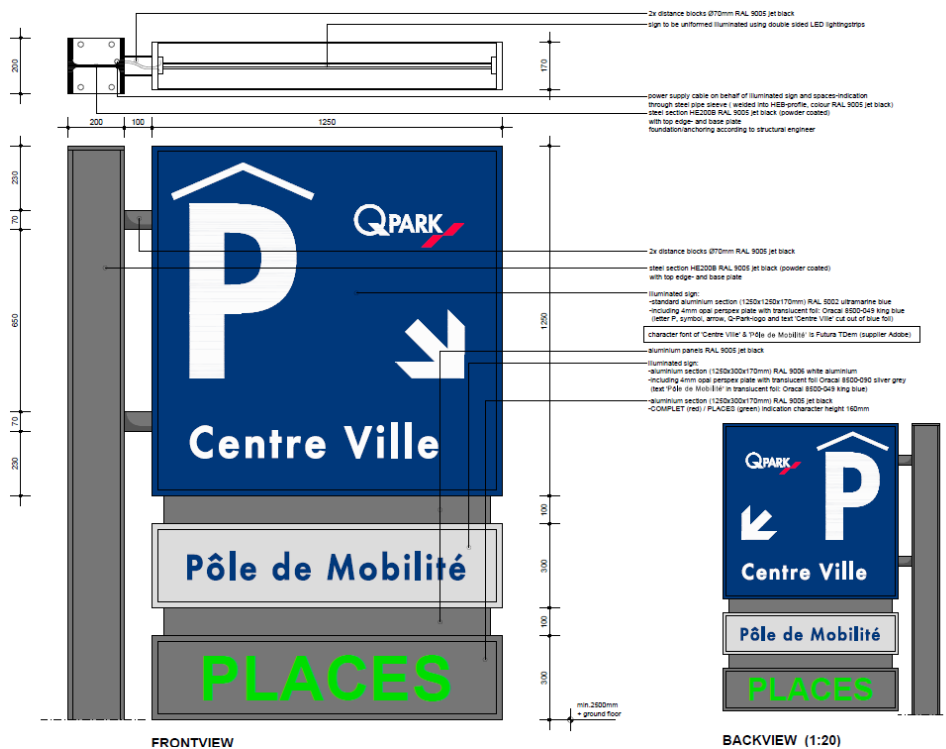


QP01B.2 Illuminated sign on column - Mobility Hub

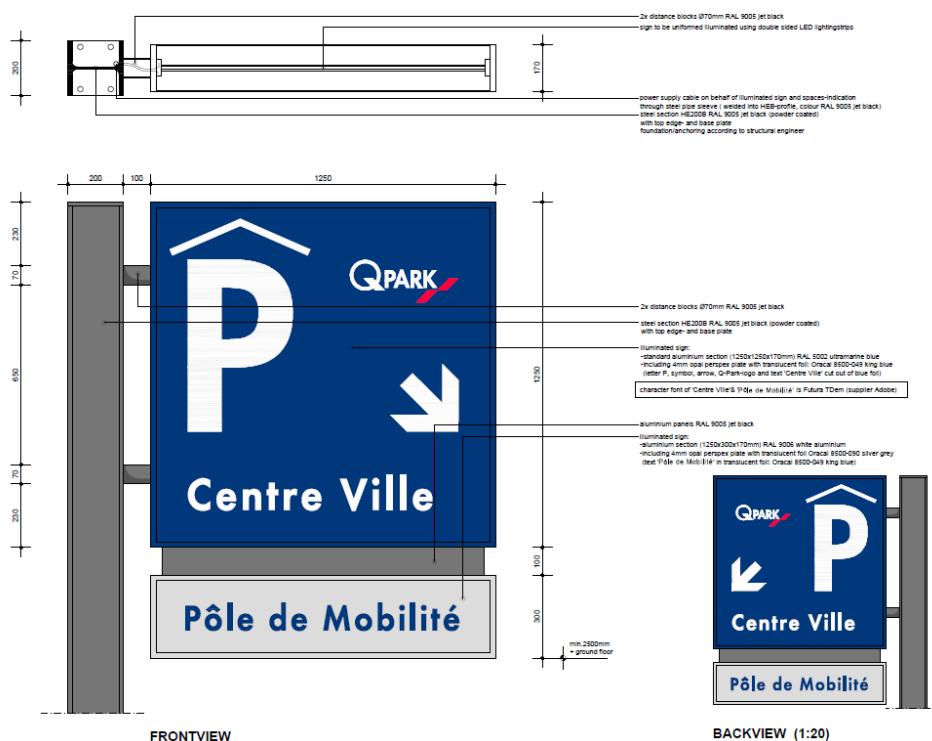


QP.31 Principle etchfoil - Mobility Hub

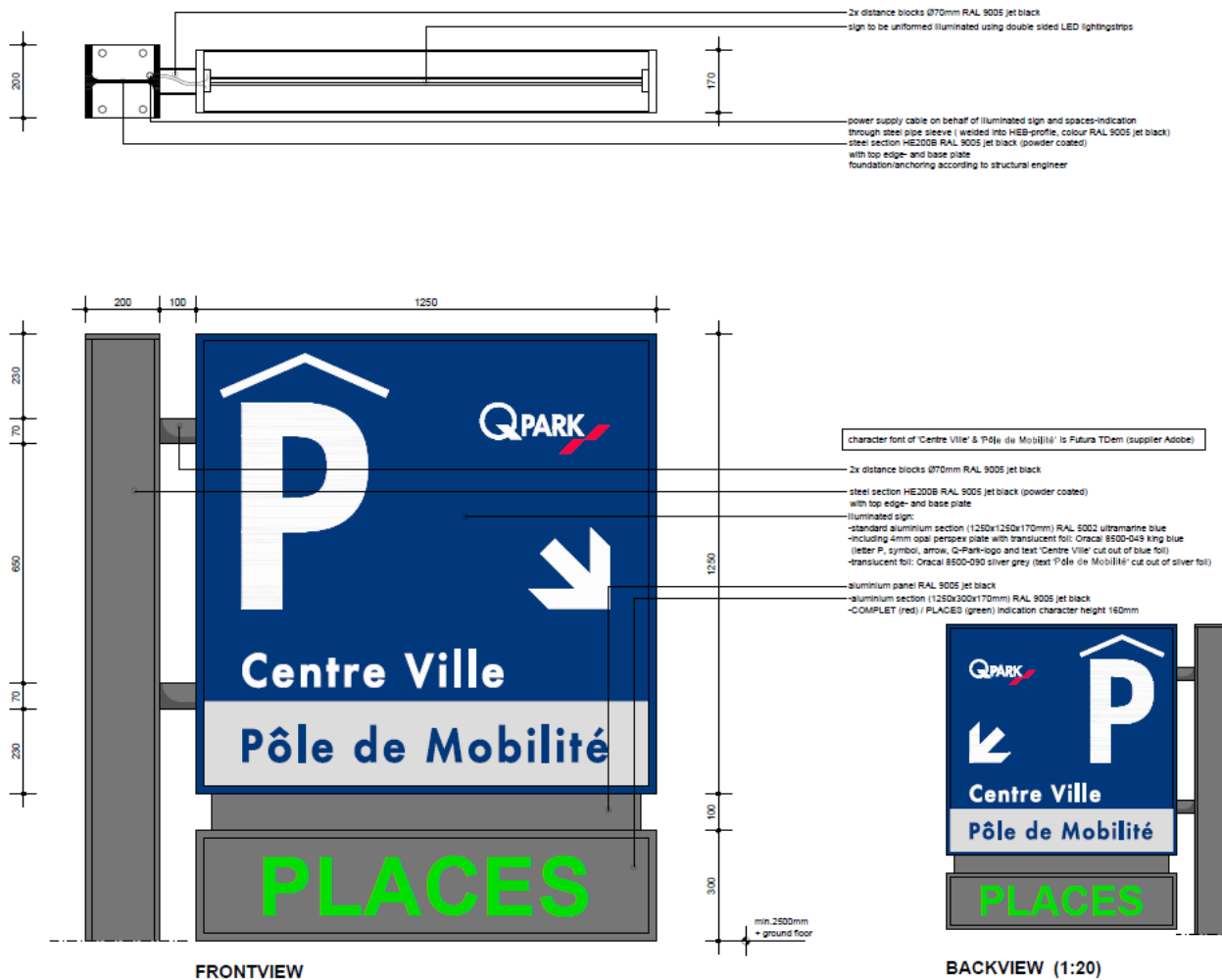
QP-drawings (France)



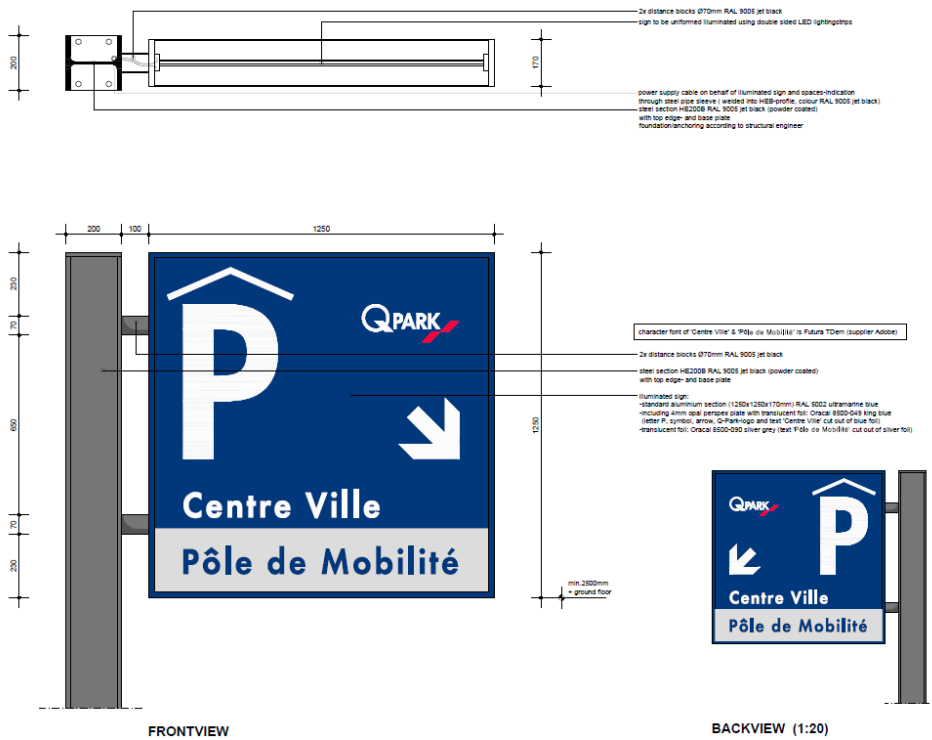
QP.01A.1 Illuminated sign on column - Mobility Hub (FR)



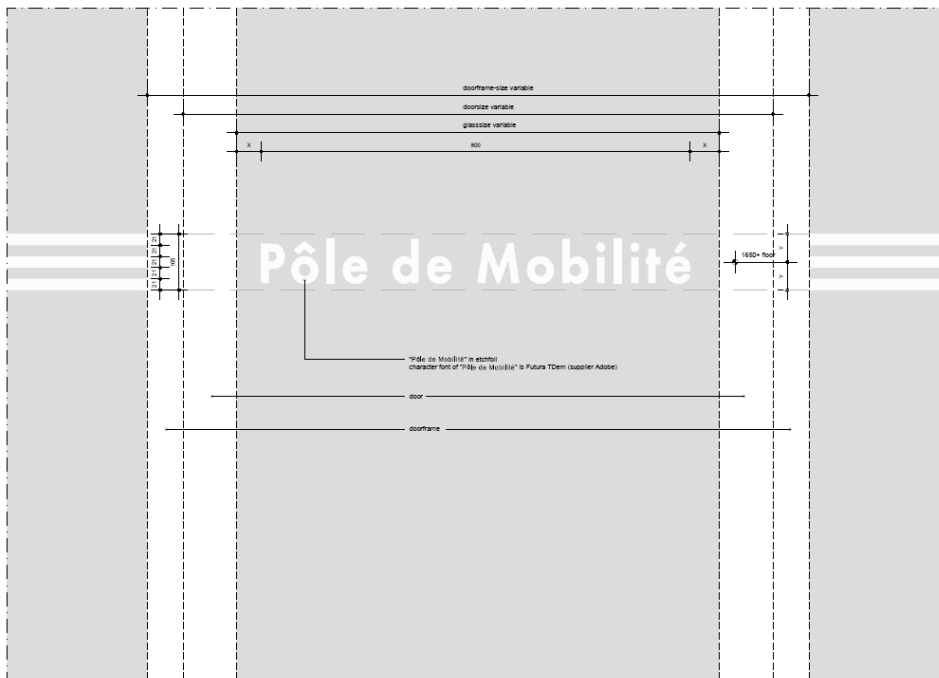
QP.01A.2 Illuminated sign on column - Mobility Hub (FR)



QP01B.1 Illuminated sign on column - Mobility Hub (FR)



QR01B.2 Illuminated sign on column - Mobility Hub (FR)



QP31 Principle etch foil - Mobility Hub (FR)



QP.33B Principle layout A1 frame - Mobility Hub (FR)

A1 FRAMES

Note: for print material guidelines, please [click here](#).



