# CONTENTS

BRAND IDENTITY	5
I Brand voice & Tone of voice	6
I Effective communication is crucial	7
VISUAL IDENTITY	8
Logo	8
Colour	17
l Typography	24
I lcons	26
I Programme logos	27
REAL ESTATE	28
I House style manual	28
Customer Guiding System	29
l Partnership signage	43
l EV-charging points manual	48
I Mobility Hub signage manual	55
I A1 frames	87
STATIONARY	89
I Digital stationary	89
I Printed stationary	91
COMMUNICATIONS	96
I Guidelines	96
Conventions for visuals and the logo	106
I Tone of voice and Writing guidelines	107
l Corporate English style guide	114
l Tools	121
Q-Park terminology	123
I Marketing Communications Code	139
I Tone of voice	140
PR	141
l Press / Media protocol	141
I Guidelines	143
PHOTOGRAPHY	147
APPENDICES	166

calm surrounding.

of the ceilings it will result in a more

## Bicycle signage

- 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.
- 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.

# Usage of etch foil

- 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.
- Fully glazed door in a public area is to be provided with a 'Q-Park' logo in etch foil;
- 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.

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.

- Ī Drawing Q.12B If traffic in two directions is to be expected a square-boxed guiding element can be placed.
- Ī 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 stale 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. Is it 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 =  $\emptyset 105$ mm; footplate =  $\emptyset$ 150 mm.