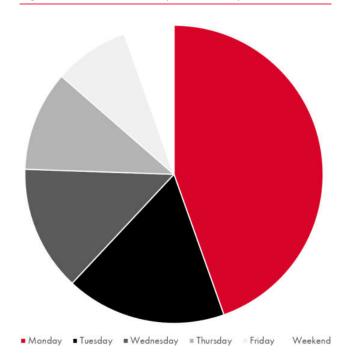
CONTENTS

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

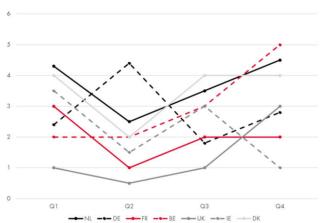
Figure 26: Pie chart example - 6 data points



Colour scheme - 7 data points (customise)

- Play with colour black, red and grey
- Play with line weights and dashes
- Additional grey tones:
 - Mid-dark grey RGB 135-135-135
 - Mid-light grey RGB 215-215-215

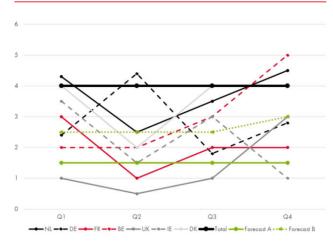
Figure 27: Line graph example - 7 data points



Colour scheme - z data points (customise)

- Play with colour black, red, grey and green
- I Play with line weights and dashes

Figure 28: Line graph example - z data points



RGB overview

Q-Park Microsoft Office Applications have a default colour theme. If you need more colours:

Select ... More colours (in Font colour, Shape Fill Select ... Colour model RGB* or Shape Outline)

Select ... More colours (in Font colour, Shape Fill Select ... Colour model RGB*
Fill out R, G and B numbers of desired colour

Select ... Custom tab

Colours	R	G	В	
	Standard			
Red	217	3	39	
Black	0	0	0	
Dark grey	90	90	90	
Mid grey	180	180	180	
Light grey	240	240	240	
Customised				
Mid-dark grey	135	135	135	
Mid-light grey	215	215	215	
Green	139	182	17	
Blue	0	56	123	

^{*} RGB is a colour scheme for your monitor, the three colours Red, Green and Blue produce over 16 million hues of light (if you need other colour schemes such as CMYK, PMS, RAL, HEX of 3M – click here).

APPENDICES