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Red may only be used as a full background colour on certain clothing items and the Q-Park litter bins. When using the logo on a red background, use the black monochrome logo.

## Secondary colours

We have Q-Park Green and Q-Park Blue to support the primary brand colours. Q-Park Green may be used to accentuate certain elements. Q-Park Blue may only be used by Real Estate for on-street signage.

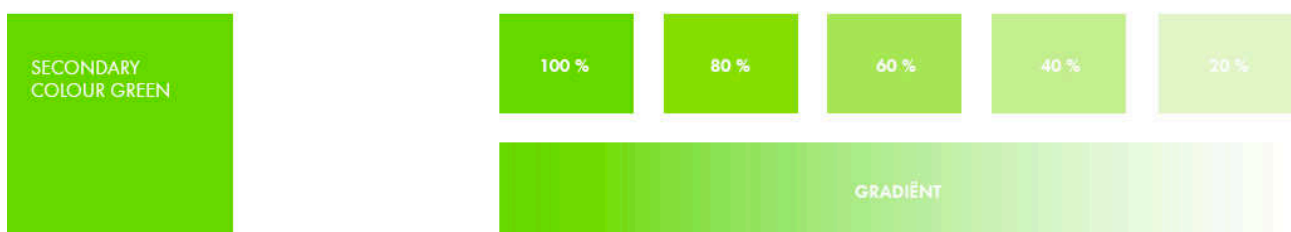
PLEASE NOTE: Q-Park Green changed in Q4 2022 due to real estate film changes (from 3M to Orocal film).

### Secondary brand colour green

- | CMYK: C50 M0 Y100 K0 – for full colour printing
- | Pantone: 376 – for printing
- | RAL: 6018 – for painting
- | RGB: R135 G215 B0 – for Office applications
- | HEX: #87d700 – for web design
- | Orocal: 8500-63 (lime tree green) – for real estate (translucent film)

Q-Park Green is used for customer guidance in our parking facilities and as an accent or functional colour on the websites, for example, for buttons and other clickable items.

Figure 21: Secondary brand colour green



### Secondary brand colour blue

- | CMYK: C100 M90 Y0 K10 – for full colour printing
- | Pantone: PMS 2748 – for printing
- | RAL: 5002 – for painting
- | RGB: R0 G56 B123 – for Office applications
- | HEX: #00387b – for web design
- | 3M: 3630-87 (Blue)

Q-Park Blue is the parking category colour. This is only used by Real Estate for on-street signage in the public domain, in particular to direct customers to parking facility entrances for motorists and pedestrians.

### Secondary brand colour light blue

- | CMYK: C80 M20 Y0 K0 – for full colour printing
- | Pantone: PMS 299 – for printing
- | RAL: 5012 – for painting
- | RGB: R0 G175 B250 – for Office applications
- | HEX: #00AFFA – for web design
- | Oracal: 8500-53

Q-Park Light Blue is used for EV charging in our parking facilities and as an accent or functional colour with regards to EV charging, electricity storage and production.

### Secondary brand colour light blue

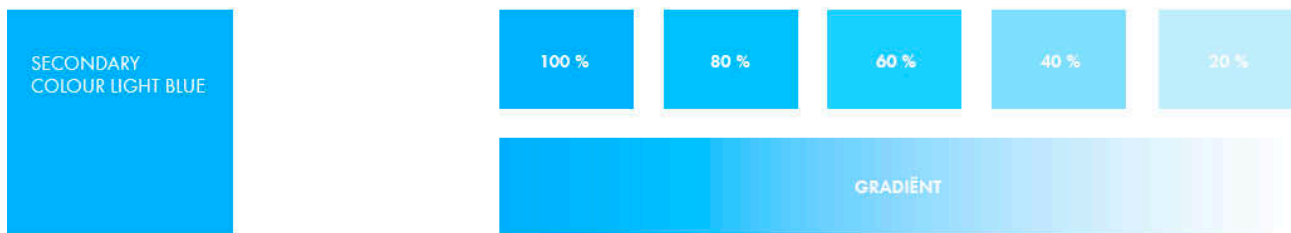


Figure 22: Secondary brand colour blue



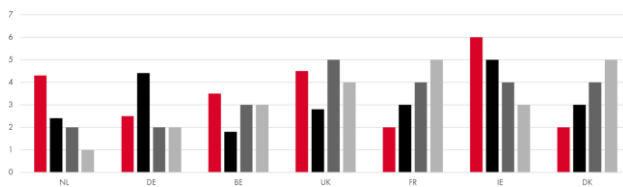
## Charts & Graphs

### Colour scheme - 4 data points

Table 1: RGB colour scheme - 4 data points

RGB	R	G	B
Red	217	3	39
Black	0	0	0
Dark grey	90	90	90
Mid grey	180	180	180

Figure 23: Bar chart example - 4 data points

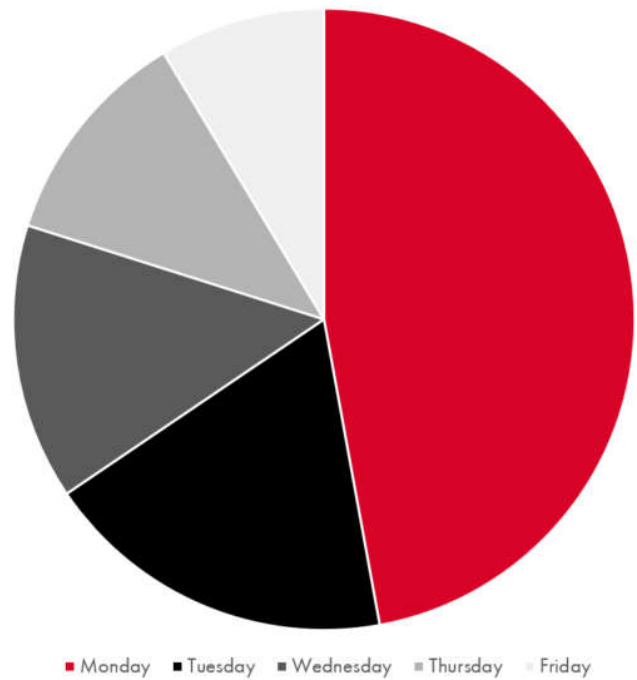


### Colour scheme - 5 data points

Table 2: RGB colour scheme - 5 data points

RGB	R	G	B
Red	217	3	39
Black	0	0	0
Dark grey	90	90	90
Mid grey	180	180	180
Light grey	240	240	240

Figure 24: Pie chart example - 5 data points



### Colour scheme - 6 data points

Table 3: RGB colour scheme - 6 data points

RGB	R	G	B
Red	217	3	39
Black	0	0	0
Dark grey	90	90	90
Mid grey	180	180	180
Light grey	240	240	240
White	255	255	255