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For wide-ranging applicability, clarity and strength, the colour in the master logo is restricted to two colours: black (or white in reverse use) and red.

Download colours for Adobe Indesign, Illustrator and Photoshop

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.

**Colour codes for Q-Park red:**

- | CMYK: C0 M100 Y100 K0 – for full colour printing
- | Pantone: PMS 485 – for printing
- | RAL: RAL 3020 – for painting
- | RGB: R217 G3 B39 – for office applications
- | HEX: #D90327 – for web design
- | 3M: 3630-043

**Colour codes for Q-Park black:**

- | CMYK: C0 M0 Y0 K100 – for full colour printing
- | Pantone: Black – for printing
- | RAL: 9005 – for painting
- | RGB: R0 G0 B0 – for office applications
- | HEX: #000000 – for web design 3630

**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.

If it is not possible to use colour in the logo, red may be replaced with 60 % black

The colour red is the most recognisable (distinguishing) colour and is used as an accent.

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

Figure 20: Secondary colours



Figure 21: Secondary brand colour Q-Park green



### Colour codes for Q-Park 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
- | Oracal: 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.

### Colour codes for Q-Park 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.

### Colour codes for Q-Park 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.

Figure 23: Secondary brand colour Q-Park light blue

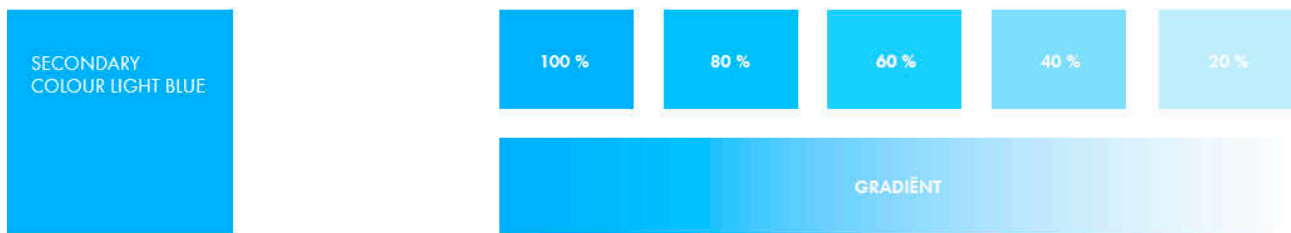


Figure 22: Secondary brand colour Q-Park blue



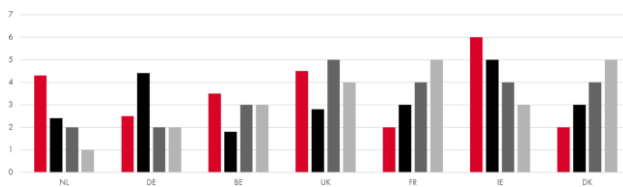
## Charts & Graphs

### 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 24: Bar chart example - 4 data points

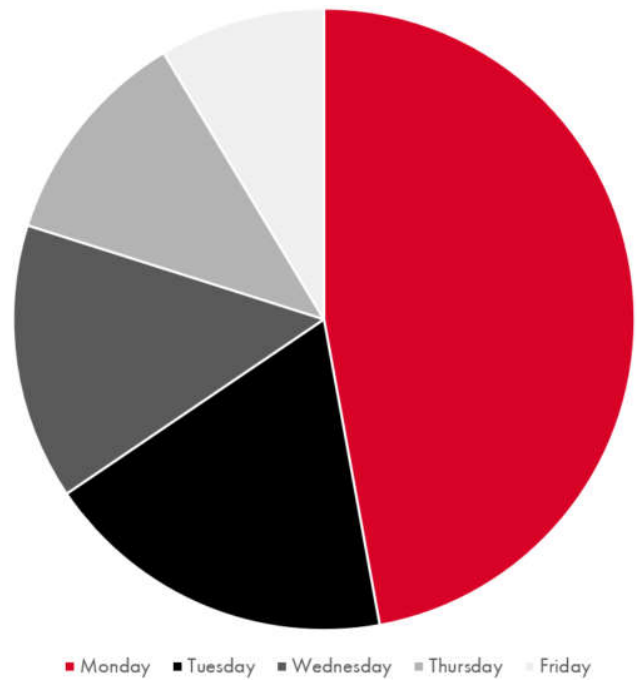


### Colour scheme - 5 data points

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 25: 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