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

Secondary typeface

The secondary brand typeface is Arial 10pts and is used for:

REAL ESTATE

- Documents which are sent in digital form to third parties;
- I When Futura T is not available on the computer.

Text columns are preferably evenly spaced. Word and letter spacing may not be adjusted in any way, nor may the letters be widened, narrowed, skewed or modified.

Arial

The Arial font is supplied by default with Windows and Apple computers and is therefore always available for recipients of Q-Park documents.

Figure 31: Arial typeface

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Bold Italic