CONTENTS

BRAND IDENTITY	5
Brand voice & Tone of voice	6
Effective communication is crucial	7
VISUAL IDENTITY	8
Logo	8
Colour	17
l Typography	24
Icons	26
l Programme logos	27
REAL ESTATE	28
l House style manual	28
Customer Guiding System	36
Partnership signage	50
EV-charging points manual	55
I Mobility Hub signage manual	62
I A1 frames	94
STATIONARY	96
Digital stationary	96
I Printed stationary	98
COMMUNICATIONS	103
l Guidelines	103
Conventions for visuals and the logo	113
Tone of voice and Writing guidelines	114
Corporate English style guide	121
l Tools	128
Marketing Communications Code	130
Tone of voice	131
PR	132
Press / Media protocol	132
I Guidelines	134
PHOTOGRAPHY	138
APPENDICES	156
GLOSSARY	161

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