BRAND
IDENTITY

VISUAL
IDENTITY

REAL ESTATE STATIONARY COMMUNICATIONS PUBLIC
RELATIONS

PHOTOGRAPHY APPENDICES

CONTENTS

PROGRAMME LOGOS

SMP

Sustainable Mobility Partner (SMP) Programme

Figure 33: SMP Programme - Logo text

Figure 34: SMP Programme - Logo

Table 4: RGB colour scheme - SMP logo

RGB	R	G	B
Red	217	3	39
Blue	0	56	113
Mid-dark grey	135	135	135
Green	139	182	17

PaSS

Parking as a Smart Service (PaSS). For more information, click here.

Figure 35: PaSS logo

Figure 36: PaSS logo with pay-off

Figure 37: PaSS logo, pay-off and Powered by Q-Park