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

SMP

Sustainable Mobility Partner (SMP) Programme

Figure 35: SMP Programme - Logo text



Figure 36: SMP Programme - Logo



Table 4: RGB colour scheme - SMP logo

RGB	R	G	В
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 37: PaSS logo



Figure 38: PaSS logo with pay-off



PARKING AS A SMART SERVICE

Figure 39: PaSS logo, pay-off and Powered by Q-Park



Powered by Q-Park