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Figure 54: Job advertisement - Recruitment case study 1



## KE @ Work - 2 Project Proposals

### 1. Customer segmentation

- We want to define distinct customer types per car park
- We want to cross-check comparability of customer types
- We want to predict the optimal parking needs for season tickets customers, allowing us to free up parking spaces for ad hoc customers (i.e. increasing revenues per car park)

How do we enable you to tackle this challenge? You analyse key behavioural drivers, obtained from a combination of our parking data and data we've bought or collected from open data sources. You may want to start with analysing time and money spend, number of visitors at certain hours and days, discounts and campaigns, locations and POIs captured from Google APIs and the telecom industry, payment behaviours from banks and traffic data.

### 2. Portfolio benchmark

- We want to create a car park benchmark for acquisition purposes, comparing new with existing car parks
- We want to generate a database with key revenue drivers for car parks
- We want to have an in-depth understanding of the performance of competitive car parks

How do we enable you to tackle this challenge? You analyse our car park portfolio from a financial and location perspective, and combine our portfolio data with relevant desk research, data we've bought (or need to buy) or collected from open data sources. You may want to start with analysing our portfolio performance, competitive portfolio performance, influencing factors, dependencies, opportunities and relevant trends.

the content. The grid provides a frame on which the designer can place the graphic elements (images, letters, paragraphs) in an easy to process and well-thought-out manner.

For poster design we have developed a grid in which messages can be placed at various levels. We have developed several basic grids for communicating various different types of messages.

Here we make a distinction in brand, USP, campaign, information and pricing,

### Basic poster grid - three levels

We have defined three levels for posters:

- I main message only
- I main message with subheading
- I main message with subheading and body copy for extra information

The size of the main visual is at least half of the poster height.

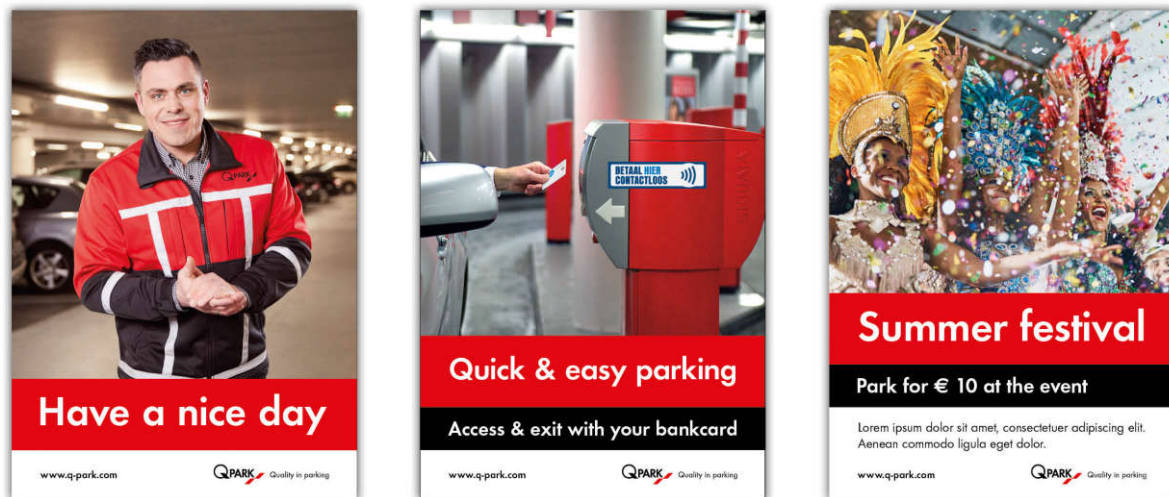
I.e. the three levels of information are never more than half of the poster height.

## Tangible guidelines

### Commercial posters

In graphic design a grid is a structure that consists of a series of guide lines which are used to structure

Figure 56: Basic poster grid - three levels



Download Adobe InDesign template Poster - red title bar

Download Adobe InDesign template Poster - red title bar - black subtitle

Download Adobe InDesign template Poster - red title bar - black subtitle - body copy

### Basic poster grid with call-to-action

Next to the basic poster grid including three levels, we've developed grids to include co-branding and call-to-action (CTA).

Figure 57: Basic poster grid - CTA



Download template Adobe InDesign template CTA

### Basic poster grid with co-branding

In some circumstances the Q-Park logo may be required in combination with the name or logo belonging to a commercial partner. Click [here](#) for co-branding guidelines.

Figure 58: Basic postere grid - co-branding



Figure 59: Poster example - Brand message



Figure 60: Poster example - USP message



Figure 61: Poster example - Campaign message





Figure 62: Poster example - Informative message

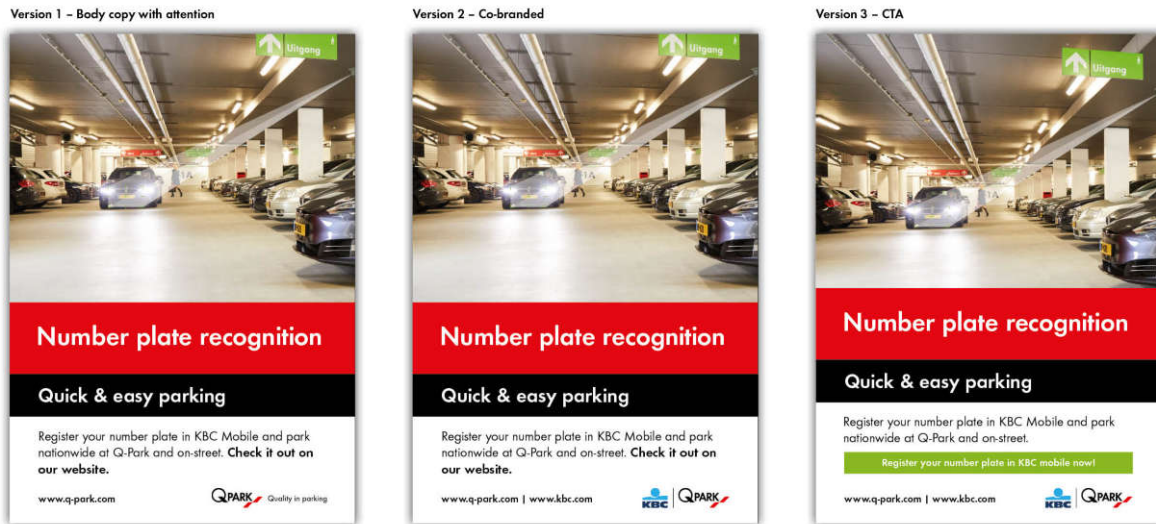


Figure 63: Poster example - Prices & Services



**Brochures and flyers**

Please submit your country specific examples / best practices.

**Event material**

Please submit your country specific examples / best practices.

**POS material**

Please submit your country specific examples / best practices.

**Production details**

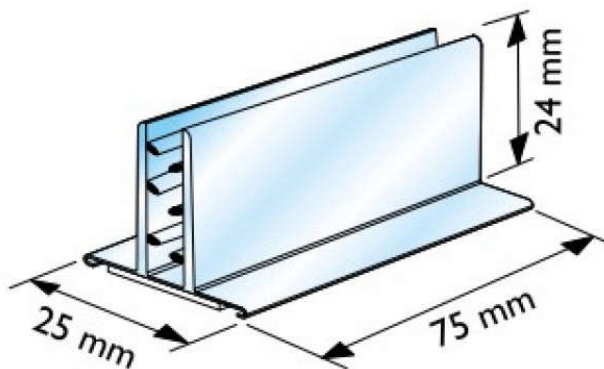
Commercial campaign poster (short term); Maco Silk 200g

Commercial informative poster (long term); Polypropylene 350 micron/ $\mu\text{m}$  white, UV and moisture resistant

PMS display;

- | Dibond® (alternative names are Alupanel or Alubond), composite plastic core with aluminum top layer, 2 sides white RAL 9003, thickness 3mm, UV resistant
- | Fixation by Gripper / Cardholder

Figure 64: PMS display gripper / cardholder



Bouwhek / et cetera

**Advertising**

Please submit your country specific examples / best practices.

**Parking facilities as advertising podium**

Q-Park, commercial partners and third parties may use the Q-Park parking facilities as a podium for commercial messages. This can be in many formats, for example: billboards, triangle boards, posters, product sampling, parking marked cars.

**The rules are:**

- | Our brand identity and quality standard are our top priority. Additional revenue is of secondary importance.
- | Q-Park has a quality standard for advertising frames.
- | We do not want media carrier overkill, we look for the best places without hindering customers.
- | Media carriers may only be placed in pedestrian zones.
- | No advertisements are permitted at the parking facility entrances or exits.
- | We do not advertise on the access and exit barriers.
- | We do not permit posters or other expressions without frames.
- | The marketing manager of each Q-Park country bears final responsibility for the advertising project. They negotiate the contract together with the country managing director.
- | The real estate manager bears final responsibility for placing and maintaining the advertising frameworks.
- | We work with preferred suppliers and media partners on a European-wide basis.

**Other locations, special formats and concepts**

Special locations such as off-airport parking, train stations (P+R), and motorway locations must be negotiated with Q-Park representatives. These projects are complex in nature due to other contractual commitments and political or environmental regulations. Q-Park will suggest possible locations for special formats and/or spectacular concepts. These specials require negotiation and different contracts. All Brand Identity rules apply to these special



formats and need to be approved by the Corporate Brand Custodian.

### Special deals, bartering and joint promotions

The Q-Park marketing manager can make special barter deals and joint promotions. These can be negotiated in the contract between Q-Park (country) and the requester. They can be used to promote Q-Park or third-party services and/or products.

### Maintenance

Q-Park strives for the highest quality. Well-designed advertising units must be maintained and kept in top condition.

### The maintenance programme should include:

- | routine maintenance activities;
- | rapid response service;
- | safety and preventive maintenance activities;
- | inspection and quality control;
- | customer service and complaint handling.

### High quality products:

- | Static as well as dynamic units must be constructed with the best-tested and most reliable parts.
- | Units should be mounted into specially designed casings, in order to withstand the environmental conditions specific to parking facilities.
- | Casings should be made of aluminium and be powder coated in the desired Q-Park colour.
- | Toughened or layered safety glass must be used together with a high-quality, vandal-proof closing mechanism.
- | To prevent breakdown and defects, technical parts must be replaced before the end of the useful life span is reached.

### WDQ campaign

WDQ stands for We Develop Quality. The WDQ expressions use the WDQ logo, and images have a red boarder at the bottom.

The aim of the WDQ campaign is to create and maintain awareness of Q-Park's PODs and POPs among public and private landlords, project developers and Q-Park employees.



You can find WDQ visuals for PowerPoint presentations and Social Media on Idefix.

 [Find WDQ Campaign Expertise Articles here.](#)

### Value creation

We use brand and marketing as a tool in the overarching strategy to create value for our stakeholders:

- | Meaningful brand
- | Focused marketing

We want to build further on the Q-Park brand to support the acquisition and sales process:

- | Acquisition process is aimed at public and private landlords: to add contracts to the portfolio.
- | Sales process is aimed at commercial partners: to broaden our sales channels.

## Writing guidelines

### Writing for Q-Park

Q-Park is about space – space for parking. So, we also use a lot of space in our communications. Space in your communications reflects the space we offer in our parking facilities.

### Basic guidelines

All Q-Park communications should be clear and concise, and easy to understand at a glance – for visuals, and on first reading for texts. Follow your country/language 'plain language' guidelines.

- | **Use inclusive language** so not to offend
- | **Use the active voice** to communicate in a direct, concise and dynamic tone
- | **Be positive** and emphasise what can be done
- | **Give credit** for sources and images used and respect copyright.

Text for web pages should be brief and to the point:

- | Each page deals with a **single topic** or one **specific key word**
- | Use approximately 200-250 words per section/heading/screen, yet ensure the **information** you provide **is complete**

- | Use **short sentences** but do not oversimplify.

Website visitors scan rather than read:

- | Structure the information using **headings** and **subheadings**
- | Always mention the **key word** of the page in the **first heading** of your text
- | Ensure that headings, paragraphs and colours are used consistently
- | Use bullets to convey information concisely
- | Use FuturaTDem to emphasise (never bold).  
Note: The Content Management System (CMS) for adding content to the corporate and country websites does this automatically, as do the Q-Park MS Office templates.

Make the text inviting and attractive:

- | Use the **key word** of the page in the **title**
  - | Keep titles brief
  - | Avoid superlatives in titles.
- | When placing links in text, inform visitors what they will find
- | Split **sentences** so each contains only **one idea**
- | Alternate short and longer sentences to recreate the rhythm of natural speech
- | Use WE when speaking about Q-Park and YOU when referring to the customer or partner
- | Use everyday language that resonates with the target audience
- | Avoid using jargon. If you must, use a specific term and make sure you give an explanation.