
CONTENTS

BRAND IDENTITY	5
Brand voice & Tone of voice	6
Effective communication is crucial	7
VISUAL IDENTITY	8
Logo	8
Colour	17
Typography	24
Icons	26
Programme logos	27
REAL ESTATE	28
House style manual	28
Customer Guiding System	36
Partnership signage	50
EV-charging points manual	55
Mobility Hub signage manual	62
A1 frames	94
STATIONARY	96
Digital stationary	96
Printed stationary	98
COMMUNICATIONS	103
Guidelines	103
Conventions for visuals and the logo	113
Tone of voice and Writing guidelines	114
Corporate English style guide	121
Tools	128
Q-Park terminology	130
Marketing Communications Code	146
Tone of voice	147
PR	148
Press / Media protocol	148
Guidelines	150
PHOTOGRAPHY	154
APPENDICES	172
GLOSSARY	177