
CONTENTS

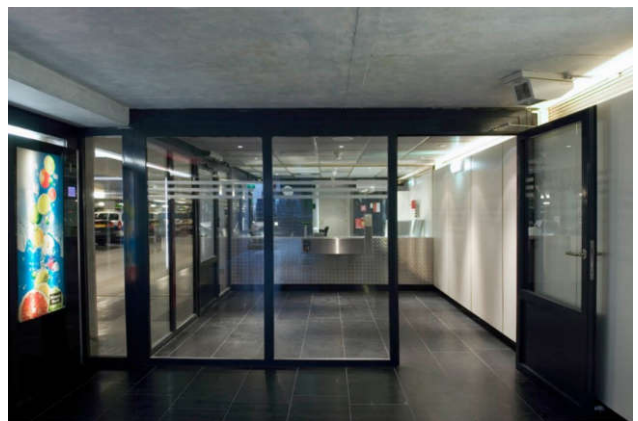
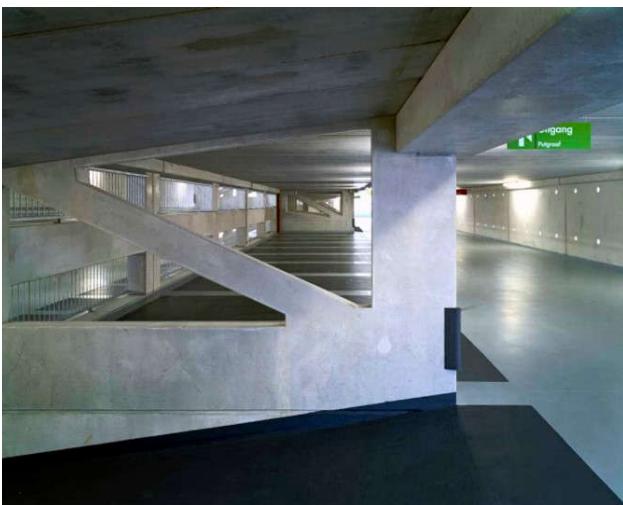
| | |
|--------------------------------------|-----|
| BRAND IDENTITY | 5 |
| Brand voice & Tone of voice | 6 |
| Effective communication is crucial | 7 |
| VISUAL IDENTITY | 8 |
| Logo | 8 |
| Colour | 17 |
| Typography | 24 |
| Icons | 26 |
| Programme logos | 27 |
| REAL ESTATE | 28 |
| House style 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 |
| Marketing Communications Code | 130 |
| Tone of voice | 131 |
| PR | 132 |
| Press / Media protocol | 132 |
| Guidelines | 134 |
| PHOTOGRAPHY | 138 |
| APPENDICES | 156 |
| GLOSSARY | 161 |



Transparency

Clear lines of sight and social safety

- | Minimise construction: clear span, less columns, concrete walls with openings.
- | Avoiding fire compartments or realised with good transparency.
- | Glasdoors in public areas and lifts.



Lighting concept

M&E installations have a major impact on the design and experience in the parking facility.

- | Good coordination of M&E installations is essential » lighting concept is an important element.