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



## Pedestrian entrance

- I Clear visible signage guiding the customer back into the parking facility.
  - Illuminated blue P sign including car park name.
- Т A door reader combined with intercom at the entrance door for safety and exclusive use of the customer.
- Payment options clearly visible in pedestrian areas.
- Solid and standard materials & finishes in stairwells and lift lobbies.







## Typical house style elements

- Ī Brand wall with Q-Park logo & parking facility name at the car entrance.
- Level indication and etching foil on glazing at the location of the stairwells for good recognisability.
- Distinguished lighting in these areas by using I circular LED light fittings.
- Steel grid walls for separation of ancillary accommodations (f.e. bicycle or storage areas).



