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REAL ESTATE STATIONARY COMMUNICATIONS

PUBLIC RELATIONS

PHOTOGRAPHY

APPENDICES

VISUAL IDENTITY

brand Identity brand Identity



## **Pedestrian entrance**

- Clear visible signage guiding the customer back into the parking facility.
  - I Illuminated blue P sign including car park name.
- 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

- 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 circular LED light fittings.
  - Steel grid walls for separation of ancillary accommodations (f.e. bicycle or storage areas).





