BRAND IDENTITY



CONVENTIONS FOR VISUALS AND THE LOGO

For details about using the Q-Park logo, please refer to the Brand identity LOGO section and the Brand identity Don'ts.

Use Q-Park colours

The correct Q-Park colours for use in documents are incorporated in the Q-Park templates available for Word, Excel and PowerPoint.

Q-Park colours are defined in the Visual Identity colour section.

For information about the colours you can use in charts, graphs and tables see the primaray colours section.

Q-Park icons

- Use Q-Park icons for our services, wayfinding and the like. These are available in Idefix.
- There are special icons for the various Q-Park programmes, see programme logos.
  - PaSS (Parking as Smart Service)
  - Sustainable Mobility Partner (SMP) Programme
  - EV charging
  - Mobility hubs
- If there is no Q-Park icon for your purpose, you may use icons freely available online to embellish and/or clarify your text:
  - use really smart/clarifying icons, something that makes sense to a 'new' reader;
  - never use USA styles, dollar signs and the like;
  - avoid using round elements, rounded corners, and circles;
  - to request a new Q-Park icon be created in Q-Park colours contact Corporate Brand & Communications

Visuals included in writing

Visuals of all types can be used to clarify information or a concept that is complicated to explain in words. Use photos, infographics, tables, charts and graphs where applicable.

To have an infographic redrawn in house style, please contact Corporate Brand & Communications

Take note of the following dos and don'ts when including visuals in your text.

Do	Don't
Leave white space around a visual element. We call this the 'safe zone'.	Place text over a visual element as this detracts from the readability
Use icons and visual elements with right-angled corners. This emphasises our brand image.	Use icons or visual elements with rounded edges, shadows etc. This would detract from our brand image
Always add a caption or title.	
• If appropriate for your text include numbering. • This makes it easy to refer to the visual in the text.	
Always state the source and credit the copyright holder.	