

BRAND IDENTITY



The following logo-name variants are wrong because:

❌ We do not change or bastardise the company name or logo in any way.

❌ We do not add country names to the logo.

❌ We do not add company names to the logo.

Figure 88: Logo and naming don'ts

The logo 'QKEY' is shown as an incorrect variant. It features a stylized 'Q' followed by the word 'KEY' in a simple sans-serif font.

The logo 'QPARK FRANCE' is shown as an incorrect variant. It features the 'Q' and 'PARK' with a red diagonal line, followed by the word 'FRANCE' in a simple sans-serif font.

The logo 'QPARK COMPANY' is shown as the correct variant. It features the 'Q' and 'PARK' with a red diagonal line, followed by the word 'COMPANY' in a simple sans-serif font.

No deviations of any kind from or changes to the logo or its use in combinations are permitted.

The logo is never displayed with or incorporated into any other image or text in altered form.

In the event of acquisitions, mergers and other forms of participation, the Q-Park brand will be introduced throughout all aspects of the business concerned.

Visual don'ts

- ❌ Don't overlap images.
- ❌ Don't use image collages.
- ❌ Don't skew images.
- ❌ Don't use duotones.
- ❌ Don't use irrelevant images to fill in space.
- ❌ Don't place images and logos randomly in every empty (white) space. White space is one of the Q-Park Brand Identity elements!
- ❌ Don't frame an image (nor use borders).

Brand Identity presentation

You can download the Q-Park Brand Identity presentation [here](#).