
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 characteristics	28
Customer Guiding System	36
Partnership signage	50
A1 frames	55
STATIONARY	57
Digital stationary	57
Printed stationary	59
COMMUNICATIONS	64
Guidelines	64
Conventions for visuals and the logo	74
Tools	75
Q-Park Terminology	77
Marketing Communications Code	92
Tone of voice	93
PR	94
Press / Media protocol	94
Guidelines	96
PHOTOGRAPHY	100
APPENDICES	118
GLOSSARY	123

- 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 67: Logo and naming don'ts

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 Points

2020 / 2021

Q-Park Brand Points – February

- | **Q-Park Wallpapers:** just a gimmick, wallpapers are available for your mobile phone

Q-Park Jargon

- | | P+R (not P&R) – we use the plus-sign ... + ... for P+R (Park+Ride) to align with public parking signs.
- | | (We use the and-sign ... & ... mostly for internal combinations (Pay & Display for example)).

Q-Park Recap

- | | The Brand Points Series was initiated to put a bit of fun/focus on the Q-Park Brand
- | | You may always contact Sacha Oerlemans regarding any Q-Park Brand query
- | | On Idefix, you can find a great amount of practical tools amongst which: Q-Park Slide Deck, Q-Park Visuals, Q-Park Icons, Q-Park Templates, etc etc.

Q-Park Brand Points – December

Q-Park Season's Greetings

- | | Will be shared by e-mail and SocialSeeder campaign