

## BRAND IDENTITY

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## Continuation sheet

Only the master logo in black and red is placed in the upper right-hand corner. Paper, logo, typeface and line space are identical to the letterhead.

## Envelopes

The EA5 envelope is the basis for the format and positioning of logo and address. Q-Park prefers window envelopes as this means the envelope does not have to be addressed separately and so prevents errors being made with mailings.

### Positioning of the Q-Park logo

The master logo in black and red is placed in the upper left-hand corner and left-aligned with the window. The Q-Park office address, postal code and town are printed immediately below the logo on one line as it may not interfere with the addressee.

[Left-aligned with the Q of the Q-Park logo]

In the downloadable templates you can switch off the window layer for plain envelopes without windows.

## Address

For the address use Futura T 9/auto

Download Adobe InDesign EA5 envelope template

Download Adobe InDesign EA4 envelope template

Download Adobe InDesign C5 envelope template

Download Adobe InDesign C4 envelope template

## With compliments card

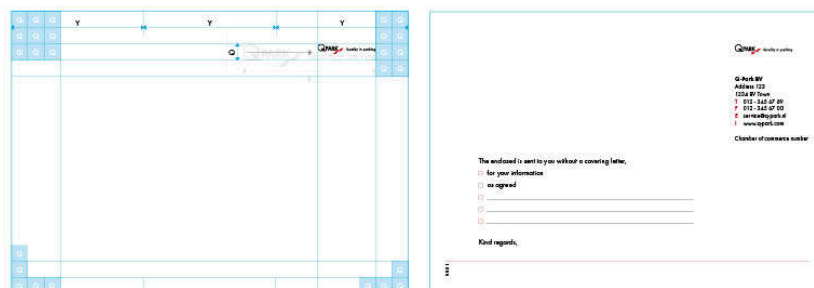
Download Adobe InDesign With compliments card template for printing

## Paper

Distinction Elegance, 250 gr/m<sup>2</sup>

Size A5 (148.5 x 210 mm)

Figure 73: With compliments card grid



## Business cards

The business cards are printed on both sides in the two Q-Park primary colours (black and red). On the front, the Q-Park logo is placed in the upper left-hand corner.

Download Adobe InDesign Business Card template

The business card should contain the following information:

- I name
- I job title
- I PO box address (post address)
- I address (visiting address)
- I country
- I office telephone number
- I mobile phone, if applicable
- I e-mail address, if applicable
- I URL of the country website

### vCard QR Code

This information may also be added on the reverse of the business card as a QR code, which contains **the business card details as a vCard**. The QR code offers convenience as a smartphone automatically adds the details as a contact.

## Paper

For offset printing use Distinction Elegance, 250 gr/m<sup>2</sup>  
For digital printing use Symbol Freelifie satin, 300 gr/m<sup>2</sup>

Figure 74: Business card grid

