BRAND IDENTITY



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 envelop 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

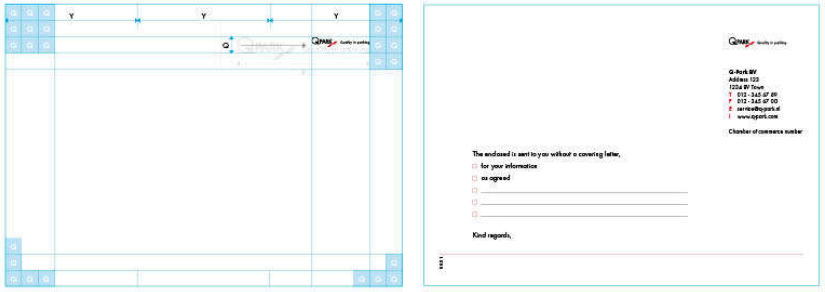
With compliments card

Download Adobe InDesign With compliments card template for printing

Paper

Distinction Elegance, 250 gr/m^2
Size A5 (148.5 x 210 mm)

Figure 73: With complements 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:

- name
- job title
- PO box address (post address)
- address (visiting address)
- country
- office telephone number
- mobile phone, if applicable
- e-mail address, if applicable
- 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^2
For digital printing use Symbol Freelife satin, 300 gr/m^2

Figure 74: Business card grid

