CONTENTS

| BRAND IDENTITY | 5 |
|---------------------------------|-----|
| VISUAL IDENTITY | 8 |
| l Logo | 8 |
| l Colour | 17 |
| I Typography | 24 |
| Ilcons | 26 |
| I Programme logos | 27 |
| REAL ESTATE | 28 |
| I House style characteristics | 28 |
| l Customer Guiding System | 36 |
| l Partnership signage | 50 |
| I EV charging | 55 |
| I A1 frames | 58 |
| STATIONARY | 60 |
| l Digital stationary | 60 |
| I Printed stationary | 62 |
| COMMUNICATIONS | 67 |
| I Guidelines | 67 |
| I Tools | 76 |
| I Q-Park Terminology | 78 |
| I Marketing Communications Code | 93 |
| I Tone of voice | 94 |
| I Punctuation | 95 |
| PUBLIC RELATIONS | 96 |
| l Press / Media protocol | 96 |
| I Guidelines | 98 |
| PHOTOGRAPHY | 102 |
| APPENDICES | 120 |
| GLOSSARY | 125 |