# CONTENTS

## FIGURES

## TABLES

# BRAND IDENTITY



The Q-Park Brand Identity is all about how we present ourselves and how we want to be recognised and perceived by stakeholders. In essence it is a promise of what people can expect from us.

**Brand identity**
- Our name, logo, colours, shapes and other visual elements in our parking facilities, services and promotions
- Our language in communications
- How we interact with customers
- Our international consistency, in both tangible and digital materials
- **Brand image** is the actual result of these efforts
- **Brand equity** is the measurable totality of a brand's worth
  - The Q-Park trade name, an intangible fixed asset, was valued at EUR 73.4 million (acquisition by KKR Infrastructure in 2017)

Q-Park Brand Identity is a strategic marketing tool to support business development and increase customer satisfaction, with side effects such as economy of scale and reduced price sensitivity.
- Q-Park's Brand Toolbox and Marketing Methods help Q-Park to distinguish itself from competitors.
- Q-Park's Brand Custodian manages the Q-Park Brand and is focused on long term stewardship to create and maintain shareholder value.

This manual describes the Q-Park Brand Identity in detail and contains digital references, downloads and interaction options. Everyone in the Q-Park organisation who communicates internally and/or externally bears responsibility for adhering to, as well as building and maintaining the Q-Park Brand.

## Guiding principles
- Contact Corporate Brand & Communications
  - If you have questions, suggestions and/or additional requirements
  - When you wish to develop something new
  - If you wish to adapt something that already exists
- Direct downloadable items are clearly indicated
- Indirect downloadable items are clearly indicated (and can be found in Idefix)
- Always use the Q-Park templates for Word, Excel and PowerPoint documents

By following the Q-Park Brand Identity guidelines for all our expressions, in-house, online and in print, we all contribute to 'Quality in parking' and reinforce the Q-Park Brand.

# VISUAL IDENTITY

## LOGO

The Q-Park name was introduced in 1995. The Q-Park logo dates from 1996 and its brand identity elements date from 2004. The Q-Park logo is a stylised name with three illustrative 'angled parking spaces' and its accompanying colours (black, red and white) are always used in the same way.

Download Q-Park logo

### Safe zone
It is important to give the logo space without adding other graphic elements. The safe zone has been defined for this purpose.

The safe zone is defined as the height of one of the illustrative angled parking spaces – we refer to this height as x. This safe zone always surrounds the logo and is always in proportion to the logo, whatever its size.

### Colour
For wide-ranging applicability, clarity and strength, the use of colour in the logo is restricted to two colours:

black (or white in reverse use) and red. For colour references, see the Primary brand colours section.

### Q-Park logo and size parameters
We have 3 parameters for calculations within the house style, Q, x and y.
I       Q = the size of the large Q in Q-Park
I       x = the height of the angled parking space in the logo
I       y = the total width of the logo plus the pay-off

All further calculations for the various templates and grids can be made using these values.

Figure 1: Logo



Figure 2: Logo and safe zone

Figure 3: Logo in master and reverse version



Figure 4: Logo in monochrome and reverse version



Figure 5: Definition of parameters Q, x and y

## Logo with pay-off

The logo may be combined with Q-Park's pay-off 'Quality in parking'. The size and position of the

Figure 6: Logo with pay-off
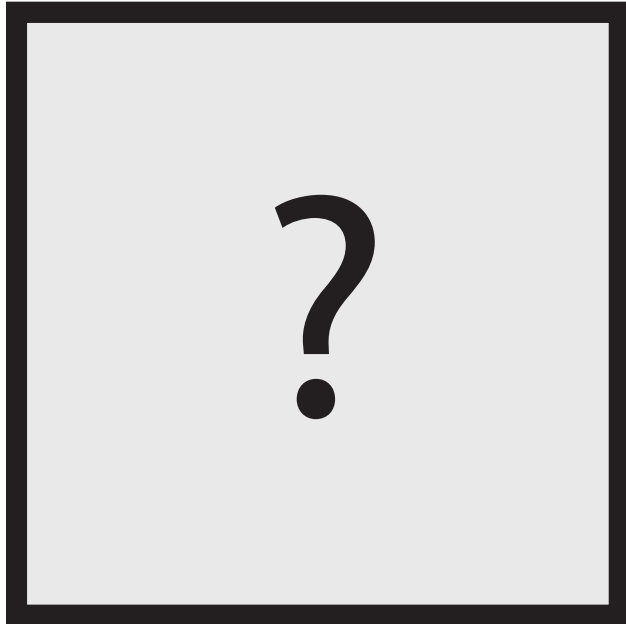
pay-off with logo is fixed. Only in highly exceptional circumstances may the pay-off be placed under the logo, for example if it is not possible to place the pay-off to the right of the logo in the correct position.

The preferred position of the logo with pay-off in all executions is at the bottom right of the page.

Download Q-Park logo with pay-off



### Safe zone

Q-Park sells space and space is part of the Q-Park Brand. It is vital to place the logo in its own space without adding other graphic elements. To help you get this right, we have defined the minimum space to surround the logo, we call this the safe zone. It gives the Q-Park logo the space it deserves to convey our easily recognised quality image.

You may not place other graphic elements in the Q-Park logo safe zone.

To calculate the minimum free space surrounding the logo, take the height of one of the illustrative angled parking spaces, = x as shown in figure 2 and add this free space to all sides of the logo. This safe zone is always in proportion to the size of the logo, however large or small.

8

Figure 7: Safe zone around logo with pay-off



### Use of colour

For wide-ranging applicability, clarity and strength, the use of colour in the basic logo is restricted to two colours: black (or white in reverse use) and red.

Black and grey may only be used if colour is not possible. For colour references, see the Primary brand colours section.

Figure 8: Master and reverse logo with pay-off



### Stacked logo

If width is an issue, the pay-off may be stacked.

Download Q-Park logo stacked

Figure 9: Stacked master logo with pay-off

## Logo with add-on

Besides the logo with pay-off, the only other additions to the logo are described here.

Other texts than 'Powered by' may not be added to the logo.

Download Q-Park logo - Powered by

## Logo and shapes

Sometimes it is necessary to place the logo in a closed shape, for example to identify a parking facility on a map. The space surrounding the logo must always respect the safe zone rules.

Download Q-Park logo

### In square

Position the logo in the centre of the square, both vertically and horizontally.

### In a circle

Position the logo in the centre of the circle, both vertically and horizontally.

## Logo and names

### Parking facility signage

The Q-Park logo may be combined with the parking facility name on signs in and around the parking facility. All parking facilities display the parking facility name above the entrance; this is the master logo plus the parking facility name. This design was developed by our house style architects. The corporate Real Estate Department has technical drawings with all details including the dimensions and use of the building materials.

Figure 10: Master logo with add-on: Powered by Q-Park



Figure 11: Safe zone surrounding logo with add-on

**Parking facility names**
The name of the parking facility should be logical and chosen in consultation with country management. The name should be easily recognisable as it may refer to a well-known Point Of Interest (POI) nearby: theatre, shopping centre, office, museum, hospital, airport, famous square, and the like.

The correct notation is always: Q-Park plus parking facility name. The letters used for the parking facility name must have same the height as the word 'PARK' in the logo.



**Commercial signage**
We prefer not to use third-party commercial signs in combination with our own Customer Guiding System (CGS) house style. But sometimes combining the Q-Park master logo with commercial partner logos is a good way to guide customers. See the Real Estate Department's Customer Guiding System manual for further details.

Figure 12: Logo in shape - square



Figure 13: Logo in shape - circle

## Names and abbreviations

The name of a service, business unit, or department always consists of the written word 'Q-Park' followed by the relevant name.

Q-Park is always written with a capital Q and capital P, with a hyphen between the Q and the P. The first letter of the service, entity, department, or parking facility, name is also capitalised.

Examples:
- Q-Park Beheer BV
- Q-Park Ireland Ltd
- Q-Park Park + Ride

The name of a service, company, business unit, or department may not be combined with the logo. By way of exception, the logo may be combined with the parking facility name on signs in and around the parking facility.

Q-Park may not be omitted in a name and must certainly not be bastardised.

For internal services and/or projects the letter 'Q' may be used in combination with other letters/words - only allowed in body copy - if this is executed without the Q-Park logo and/or the letter 'Q' of the logo.

Examples:
- QCR: Q-Park Control Room

- QCD: Q-Park Customer Desk
- QIS: Q-Park ICT Services
- QFS: Q-Park Financial Services

To indicate the legal form of a company, follow the official notation used in the country concerned. When referring to multiple Q-Park companies and countries the sequence is always as follows (the historical sequence of expansion):
- Holding: Q-Park BV
- Netherlands: Q-Park Beheer BV
- Germany: Q-Park GmbH & Co. KG
- Belgium: Q-Park Belgium NV
- United Kingdom: Q-Park Ltd
- France: Q-Park France
- Ireland: Q-Park Ireland Ltd
- Denmark: Q-Park Denmark A/S

## Logo and co-branding

In some circumstances the Q-Park logo may be required in combination with the name of a commercial partner. Ensure that the size of the partner logo is proportioned to the Q-Park logo so that both logos attract equal attention. The two logos are separated by the safe zone plus a vertical line to the left of the Q-Park logo including the safe zone space.

Figure 14: Logo with parking facility name
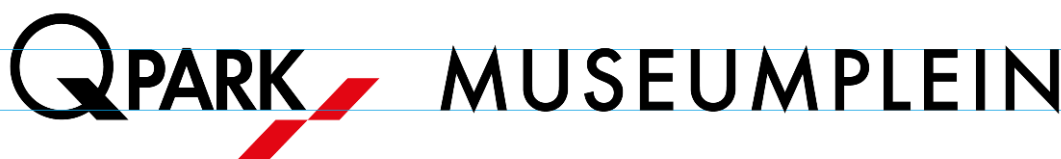
# COLOUR
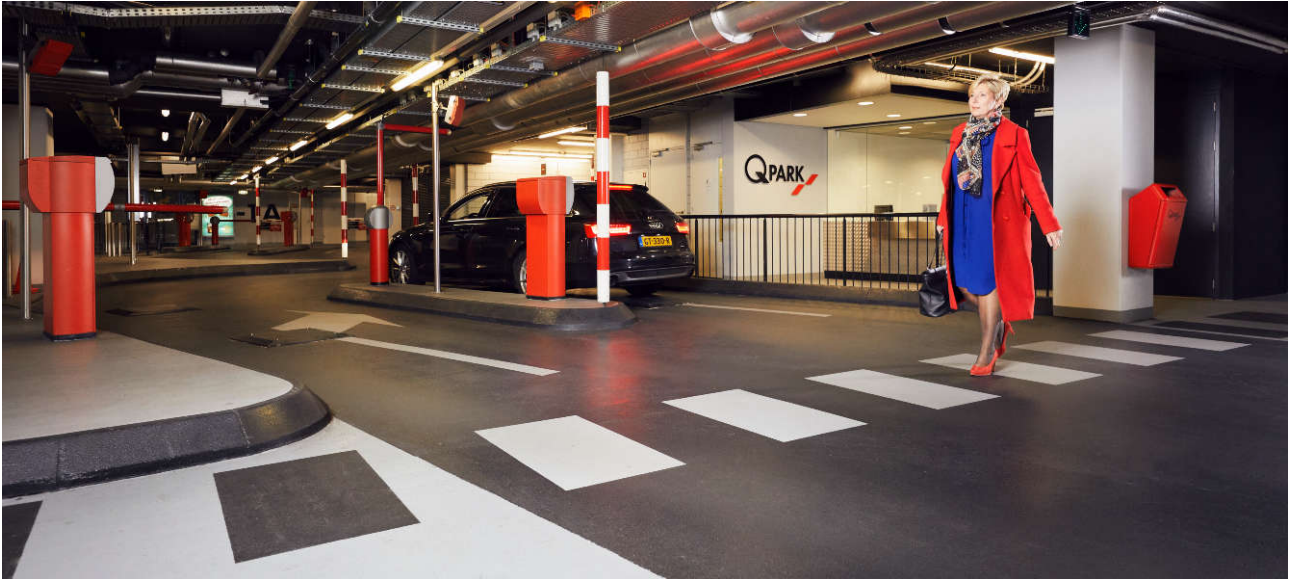


Colour plays an important role in the Q-Park Brand and supports the recognition of Q-Park in the market. Always use the primary brand colours. These can be used in various ways and in almost all media. Unambiguous and uniform colour use gives a harmonious and consistent 'look and feel' to Q-Park's expressions.

## Primary colours

The Q-Park primary brand colours are the colours we use in the logo and as element in various expressions for recognition. Of the logo colours, **red** stands out.

Figure 15: Safe zone logo and co-branding
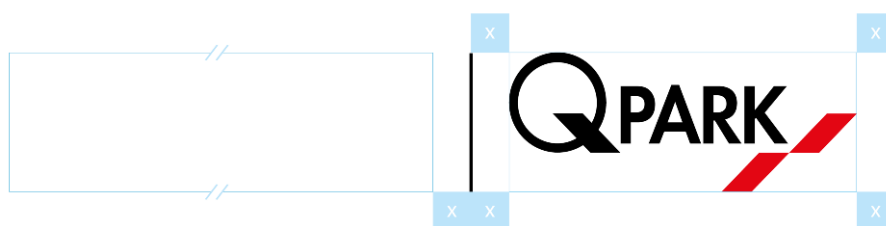


Figure 16: Logo and co-branding examples

Red also stands for energy, passion, strength, warmth, speed and leadership.

**Black** is the second primary brand colour. Where appropriate, you may also use grey tint or a percentage of black.

**White** is het most dominant colour in Q-Park expressions, it stands for fresh, open and clarity.

For wide-ranging applicability, clarity and strength, the colour in the master logo is restricted to two colours: black (or white in reverse use) and red.

Download colours for Adobe Indesign, Illustrator and Photoshop

**Colour codes for Q-Park red:**
- CMYK: C0 M100 Y100 K0 – for full colour printing
- Pantone: PMS 485 – for printing
- RAL: RAL 3020 – for painting

- RGB: R217 G3 B39 – for Office applications
- HEX: #D90327 – for web design
- 3M: 3630-043

If it is not possible to use colour in the logo, red may be replaced with 60 % black

**Colour codes for Q-Park black:**
- CMYK: C0 M0 Y0 K100 – for full colour printing
- Pantone: Black – for printing
- RAL: 9005 – for painting
- RGB: R0 G0 B0 – for Office applications
- HEX: #00000 – for web design 3630

The colour red is the most recognisable (distinguishing) colour and is used as an accent.

Figure 17: Q-Park logo colours



Figure 18: Q-Park Primary Colours



| PRIMARY COLOUR RED | PRIMARY COLOUR BLACK | 100 % | 80 % | 60 % | 40 % | 20 % |
| --- | --- | --- | --- | --- | --- | --- |
| | | GRADIËNT | | | | |

Red may only be used as a full background colour on certain clothing items and the Q-Park litter bins. When using the logo on a red background, use the black monochrome logo.

## Secondary colours

We have Q-Park Green and Q-Park Blue to support the primary brand colours. Q-Park Green may be used to accentuate certain elements. Q-Park Blue may only be used by Real Estate for on-street signage.

PLEASE NOTE: Q-Park Green changed in Q4 2022 due to real estate film changes (from 3M to Orocal film).

### Secondary brand colour green
| CMYK: C50 M0 Y100 K0 – for full colour printing
| Pantone: 376 – for printing
| RAL: 6018 – for painting
| RGB: R135 G215 B0 – for Office applications

| HEX: #87d700 – for web design
| Oracal: 8500-63 (lime tree green) – for real estate (translucent film)

Q-Park Green is used for customer guidance in our parking facilities and as an accent or functional colour on the websites, for example, for buttons and other clickable items.

Figure 19: Primary brand colour Q-Park red



Figure 20: Secondary colours

## Secondary brand colour blue

- CMYK: C100 M90 Y0 K10 – for full colour printing
- Pantone: PMS 2748 – for printing
- RAL: 5002 – for painting
- RGB: R0 G56 B123 – for Office applications
- HEX: #00387b – for web design
- 3M: 3630-87 (Blue)

Q-Park Blue is the parking category colour. This is only used by Real Estate for on-street signage in the public domain, in particular to direct customers to parking facility entrances for motorists and pedestrians.

## Secondary brand colour light blue

- CMYK: C80 M20 Y0 K0 – for full colour printing
- Pantone: PMS 299 – for printing
- RAL: 5012 – for painting
- RGB: R0 G175 B250 – for Office applications
- HEX: #00AFFA – for web design
- Oracal: 8500-53

Q-Park Light Blue is used for EV charging in our parking facilities and as an accent or functional colour with regards to EV charging, electricity storage and production.

Figure 21: Secondary brand colour green



Figure 22: Secondary brand colour blue

## Secondary brand colour light blue

SECONDARY
COLOUR LIGHT BLUE

| 100 % | 80 % | 60 % | 40 % | 20 % |

GRADIËNT
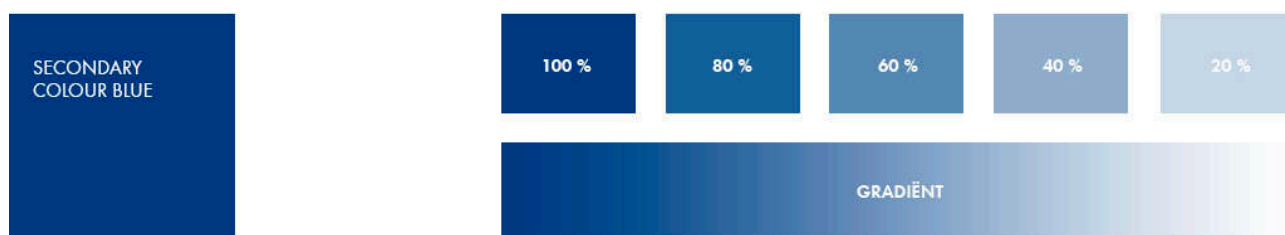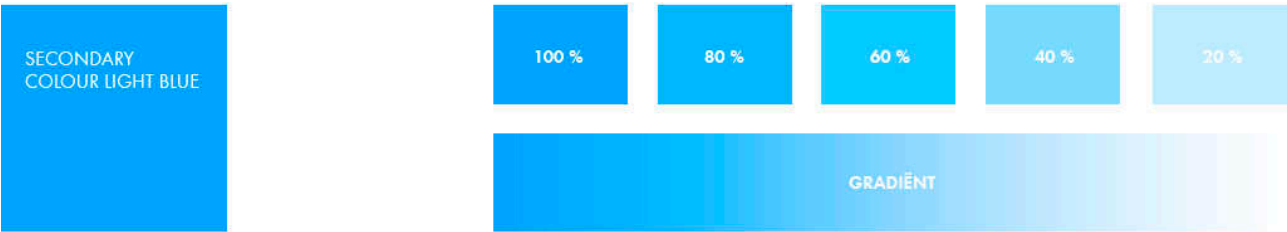
# Charts & Graphs

### Colour scheme - 4 data points

Table 1: RGB colour scheme - 4 data points

| RGB | R | G | B |
|---|---|---|---|
| Red | 217 | 3 | 39 |
| Black | 0 | 0 | 0 |
| Dark grey | 90 | 90 | 90 |
| Mid grey | 180 | 180 | 180 |

Figure 23: Bar chart example - 4 data points
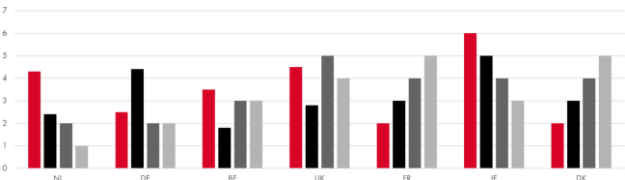


### Colour scheme - 5 data points

Table 2: RGB colour scheme - 5 data points

| RGB | R | G | B |
|---|---|---|---|
| Red | 217 | 3 | 39 |
| Black | 0 | 0 | 0 |
| Dark grey | 90 | 90 | 90 |
| Mid grey | 180 | 180 | 180 |
| Light grey | 240 | 240 | 240 |

Figure 24: Pie chart example - 5 data points



■ Monday   ■ Tuesday   ■ Wednesday   ■ Thursday   ■ Friday

### Colour scheme - 6 data points

Table 3: RGB colour scheme - 6 data points

| RGB | R | G | B |
|---|---|---|---|
| Red | 217 | 3 | 39 |
| Black | 0 | 0 | 0 |
| Dark grey | 90 | 90 | 90 |
| Mid grey | 180 | 180 | 180 |
| Light grey | 240 | 240 | 240 |
| White | 255 | 255 | 255 |

Figure 25: Pie chart example - 6 data points



■ Monday  ■ Tuesday  ■ Wednesday  ■ Thursday  ■ Friday  ■ Weekend
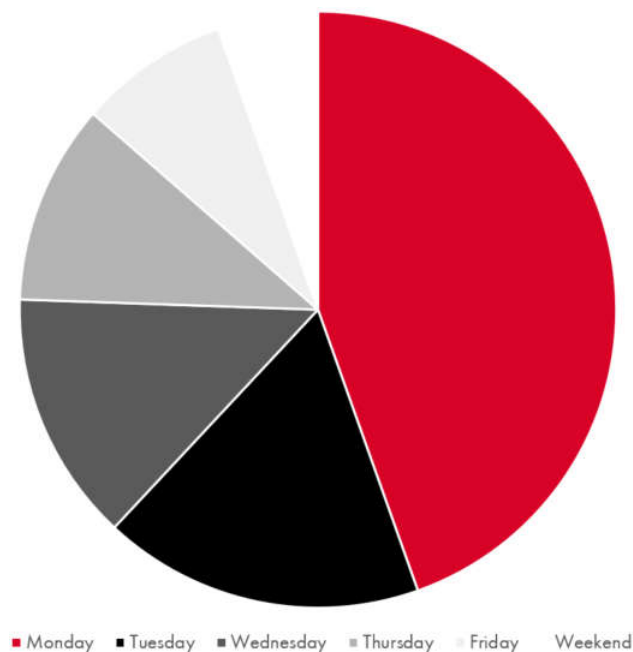
**Colour scheme - 7 data points (customise)**
I   Play with colour black, red and grey
I   Play with line weights and dashes
I   Additional grey tones:
  I   Mid-dark grey RGB 135-135-135
  I   Mid-light grey RGB 215-215-215

Figure 26: Line graph example - 7 data points
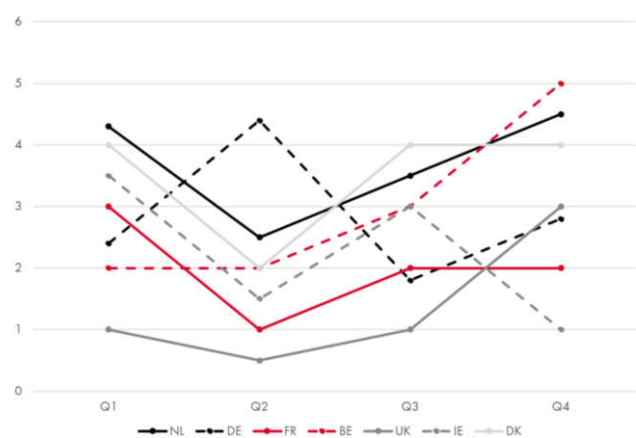


**Colour scheme - z data points (customise)**
I   Play with colour black, red, grey and **green**
I   Play with line weights and dashes

Figure 27: Line graph example - z data points
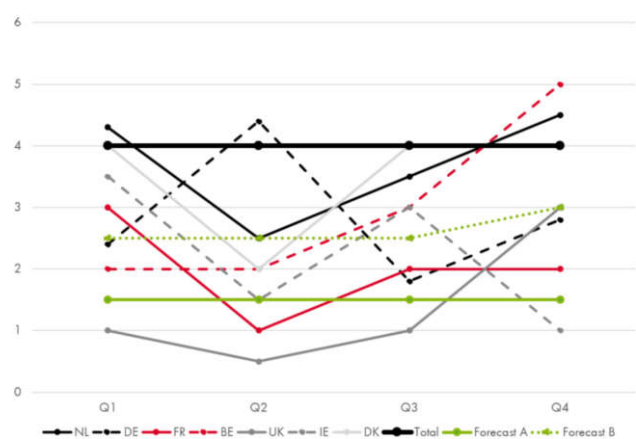


# RGB overview

Q-Park Microsoft Office Applications have a default colour theme. If you need more colours:

| | Select ... More colours (in Font colour, Shape Fill or Shape Outline) | | Select ... Colour model RGB* |
|---|---|---|---|
| | Select ... Custom tab | | Fill out R, G and B numbers of desired colour |

| Colours | R | G | B |
|---|---|---|---|
| **Standard** | | | |
| Red | 217 | 3 | 39 |
| Black | 0 | 0 | 0 |
| Dark grey | 90 | 90 | 90 |
| Mid grey | 180 | 180 | 180 |
| Light grey | 240 | 240 | 240 |
| **Customised** | | | |
| Mid-dark grey | 135 | 135 | 135 |
| Mid-light grey | 215 | 215 | 215 |
| Green | 139 | 182 | 17 |
| Blue | 0 | 56 | 123 |

* RGB is a colour scheme for your monitor, the three colours Red, Green and Blue produce over 16 million hues of light (if you need other colour schemes such as CMYK, PMS, RAL, HEX of 3M – click here).

# TYPOGRAPHY

## Primary typeface

The typeface used for Q-Park's Brand Identity is Futura T. This typeface must be used for all communication. We use:

I    Futura T 11pts
I    Line spacing 1.5[1]
I    Futura T Demi for emphasis.

Futura T makes an efficient and clear impression. The design principles are non-decorative; it is a business-like, easy to read, no-nonsense typeface. If it is not possible to use Futura T, use Arial.

Download Q-Park fonts - Futura T & Futura T Demi

### Futura T

> Note: Only Futura T, Futura T Demi and Arial are permitted.

In all Q-Park expressions, whatever the medium, the word and letter spacing may not be adjusted in any way, nor may the letters be widened, narrowed, skewed or modified.

Do not use **bold in Futura T** for emphasis as this variant of the typeface does not space evenly. Instead use the Futura T Demi typeface which is naturally 'bold'. The

following visual shows the alignment differences (the bold number jumps too far to the left and is no longer aligned with the others), this may be confusing for readers, especially when tables become more complex.

Figure 29: Futura T Demi vs Futura T Bold

| **FuturaT Demi** | € | 1.100.00 |
|---|---|---|
| | € | 3.000.00 |
| | € | 6.000.00 |
| | **€** | **10.100.00** |
| | | |
| **FuturaT Bold** | € | 1.100.00 |
| | € | 3.000.00 |
| | € | 6.000.00 |
| | **€ 10.100.00** | |

For emphasis in running text, you may use *italics* or **Futura T Demi**, however, do not underline text that will be read online or on screen because underline is reserved for links.

Figure 28: Typeface Futura T

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z    Book
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z    Medium
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z    Demi
a b c d e f g h i j k l m n o p q r s t u v w x y z

[1]  Providing space is what we do, in our parking facilities and all other interactions with our customer groups; parking space supports the motorist, well-spaced copy supports the reader.

## Secondary typeface

The secondary brand typeface is Arial 10pts and is used for:

**I**    Documents which are sent in digital form to third parties;

**I**    When Futura T is not available on the computer.

Text columns are preferably evenly spaced. Word and letter spacing may not be adjusted in any way, nor may the letters be widened, narrowed, skewed or modified.

### Arial

The Arial font is supplied by default with Windows and Apple computers and is therefore always available for recipients of Q-Park documents.

## Bullets and characters

The Q-Park bullet can be defined by the capital letter "**I**", of the Future T Demi typeface, size 11 pt.
The Q-Park style for bullet lists is as follows:

**I**    First bullet red: indent from left margin = 0 cm, tab to text = 1cm

   **I**    Second bullet black: indent from left margin =1 cm, tab to text = 1cm

      **I**    Third bullet grey (60% black), indent from left margin = 2 cm, tab to text = 1cm

### Numbered lists paragraph numbers

1.    This is the Q-Park style for numbered lists
   a.    Sub paragraph 1
      i.    use the Tab key to indent a level
      ii.    sub points to paragraph 1.1
      iii.    sub points to paragraph 1.1
   b.    Sub paragraph 2
      i.    sub points to paragraph 1.2
      ii.    sub points to paragraph 1.2
   c.    Sub paragraph 3
      i.    use the Tab key to indent a level
   d.    Sub paragraph 4
      i.    sub point to paragraph 1.4
      i.    sub point to paragraph 1.4

We limit our bullet and numbered lists to 3 levels.

Figure 30: Arial typeface

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z    Regular
a b c d e f g h i j k l m n o p q r s t u v w x y z

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*    Regular Italic
*a b c d e f g h i j k l m n o p q r s t u v w x y z*

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**    Bold
**a b c d e f g h i j k l m n o p q r s t u v w x y z**

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***    Bold Italic
***a b c d e f g h i j k l m n o p q r s t u v w x y z***

# ICONS

In addition to reinforcing the house style in terms of colour and form, icons are mainly used to convey a meaning graphically. The Q-Park icons represent a service, object, action, idea or function.

If you have any queries about the Brand Identity or need help applying it, please feel free to send an e-mail to sacha.oerlemans@q-park.com

Figure 31: Icons for motorists, in PFs, are red
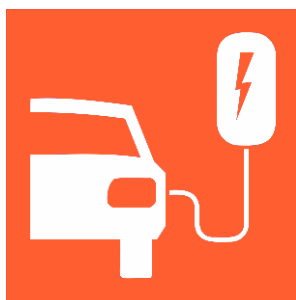


**Service icons**
The service icons visualise the services available in a parking facility. These are indicated in parking facility signage (white on a green background). Furthermore, services and facilities are shown on parking facility pages of the country websites (monochrome grey icons).

The Q-Park icons are available in various formats (AI, PNG and SVG). As there are many icons and frequent additions and/or updates, please check IDEFIX for the latest versions.

Figure 32: Icons for activities and services



22
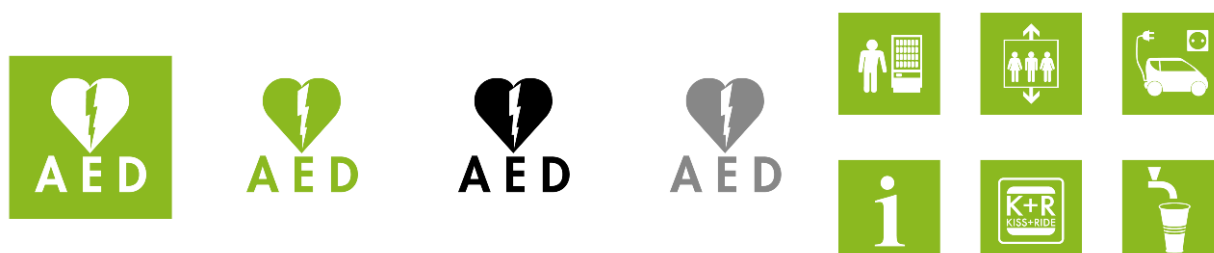
# PROGRAMME LOGOS

## SMP

Sustainable Mobility Partner (SMP) Programme

Figure 33: SMP Programme - Logo text



Figure 34: SMP Programme - Logo



Table 4: RGB colour scheme - SMP logo

| RGB | R | G | B |
|---|---|---|---|
| Red | 217 | 3 | 39 |
| Blue | 0 | 56 | 113 |
| Mid-dark grey | 135 | 135 | 135 |
| Green | 139 | 182 | 17 |

## PaSS

Parking as a Smart Service (PaSS). For more information, click here.

Figure 35: PaSS logo



Figure 36: PaSS logo with pay-off



Figure 37: PaSS logo, pay-off and Powered by Q-Park

# REAL ESTATE

## HOUSE STYLE CHARACTERISTICS

Real Estate **house style** finds expression in our parking facilities by application of house style characteristics, and especially the design of these characteristics.

Design as important contribution to house style characteristics
❙ Colour concept
❙ Parking layout & routing
❙ Transparency
❙ Lighting concept

House style characteristics
❙ Entry car park
❙ Parking equipment
❙ Internal signage
❙ Pedestrian signage
❙ Typical house style elements

### Colour concept

Our colour concept is characterised by the application of a limited amount of neutral colours.
❙ Floors (floor coating and lineation on concrete, asphalt or brick pavement) : white, grey or anthracite.
❙ Floor coating, in house style colours, contributes strongly to the house style characteristics, but the application is not a condition: it strongly depends on the underground and the need to protect the construction.
❙ Columns / walls / ceilings : white, grey or natural concrete.

The use of these calm colours contrasts well with the parking equipment, internal signage and striking house style elements and finally contributes to a better orientation.







### Parking layout & routing

❙ Width of parking bays minimum of 2.50m.
❙ One way direction and anti-clockwise = good overview, more convenient and safer.

**I**     Angled parking as a goal = parking spaces easier and faster accessible & supporting one way direction. The added value and thus realisation, however, depends on the available dimensions, such as the width of driving aisle.

**I**     Circulation = maximum number of spaces on entry route, minimum number of spaces on exit route & recirculation options.

**I**     Good visibility is vital where pedestrian routes cross principal traffic routes.







Before
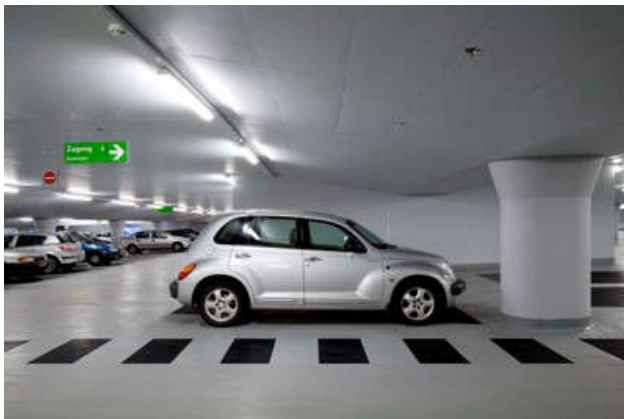
Construction in relation to parking layout

**I**     Design of car park structure should support angled parking = clear spans and no obstructing structural elements.

**I**     Angled parking has less wide driving aisles = reduces the construction span compared to 90 degrees parking.



After

25
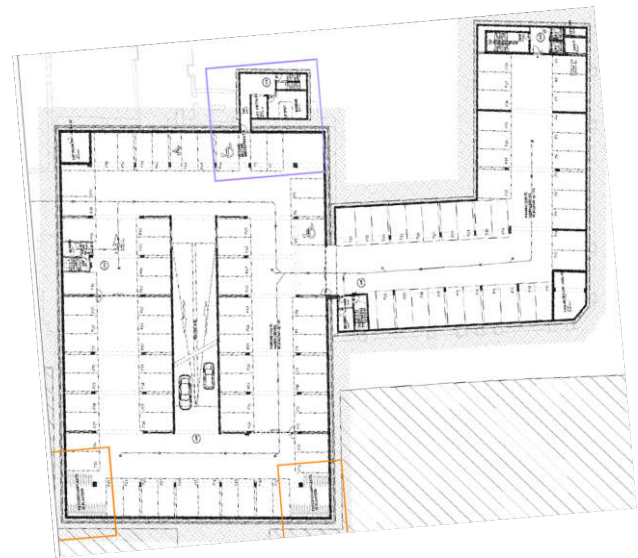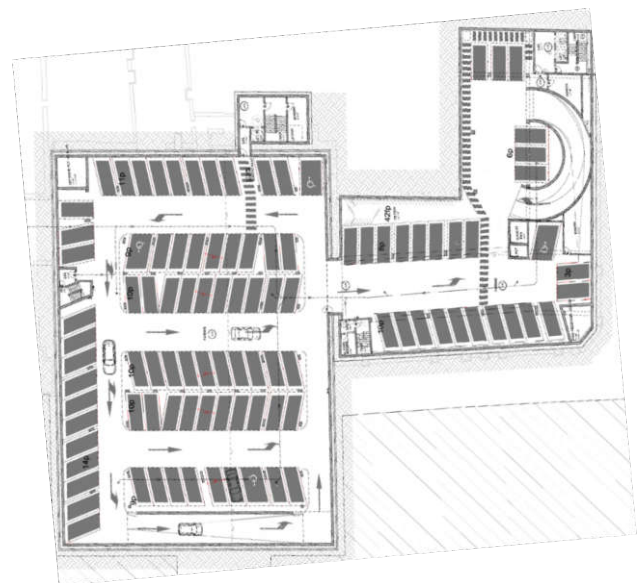
## Transparency

Clear lines of sight and social safety
| Minimise construction: clear span, less columns, concrete walls with openings.
| Avoiding fire compartments or realised with good transparancy.
| Glassdoors in public areas and lifts.
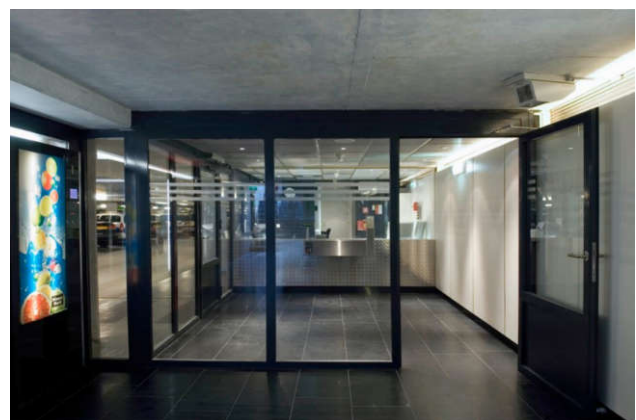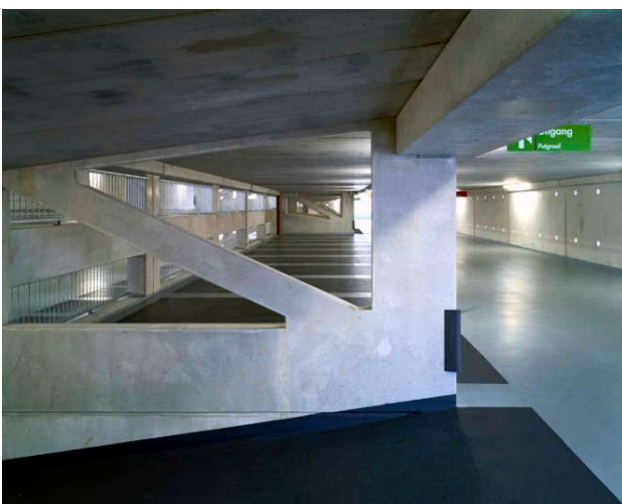








## Lighting concept

M&E installations have a major impact on the design and experience in the parking facility.
| Good coordination of M&E installations is essential » lighting concept is an important element.

| Lighting concept to achieve good light level and uniformity.
  | Light fittings run parallel to driving aisles at the front of the parking spaces.
  | Lighting to be the lowest technical installation.
  | Light fittings in LED with a standard light colour including and intelligent management system.





## Car entrance

Clear signage visible from the public highway to guide the customer into the parking facility.

| Illuminated blue P sign combined with LED full/spaces sign.
| Portal frames or architectural branding on the façade to increase awareness of the car park entry.
| Height restriction bar and obligatory traffic signs at the critical point of entry.

Speedgates and fast operating roller shutters ensure a safe closure of the parking facility.
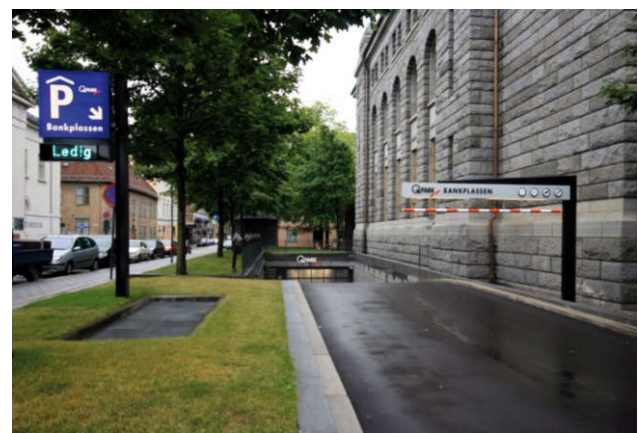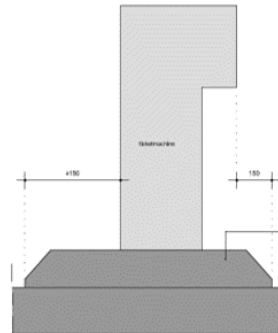
## Parking equipment

| All parking equipment in red color (RAL 3020) easily recognisable for the customer.

| Terminals and barriers are positioned on islands with angled curbstones in contrasting colors.

| Standard positioning of terminals and barriers on islands for safe & convenient use.

| Pay stations and terminals are clearly visible in pedestrian areas and near vehicle exits.

## Internal signage

❙ Colours red & green contrasting with the neutral colors of the parking facility.

　❙ Red signage with white lettering/ picto's for motorised vehicles.

　❙ Green signage with white lettering/ picto's for pedestrians.

❙ Signage suspended under ceiling or mounted against walls clearly visible, free from obstacles.

❙ Clearly separated in case of different directions.

## Pedestrian entrance

▌ Clear visible signage guiding the customer back into the parking facility.
  ▌ Illuminated blue P sign including car park name.
▌ A door reader combined with intercom at the entrance door for safety and exclusive use of the customer.
▌ Payment options clearly visible in pedestrian areas.
▌ Solid and standard materials & finishes in stairwells and lift lobbies.







## Typical house style elements

▌ Brand wall with Q-Park logo & parking facility name at the car entrance.
▌ Level indication and etching foil on glazing at the location of the stairwells for good recognisability.
▌ Distinguished lighting in these areas by using circular LED light fittings.
▌ Steel grid walls for separation of ancillary accommodations (f.e. bicycle or storage areas).

# CUSTOMER GUIDING SYSTEM

Q-Park aims to provide their customers with well-located, easily accessible and safe parking facilities. In these parking facilities the customers finds: clean surfaces, clear layouts, convenient parking spaces and welcoming illumination. Additionally we have worked on a signage system that harmonises with our total architectural design concept. The advertising signs within the parking facilities have been designed in a way not to interfere or conflict with the CGS-standard.

Signage and architectural design should harmonise, with the latter providing the overall atmosphere. At a detailed level, the signage guides the customer through our parking facilities, gives information where needed and supports our brand.

Figure 38: Q.01 Illuminated sign on column



Q.01 ILLUMINATED SIGN ON COLUMN
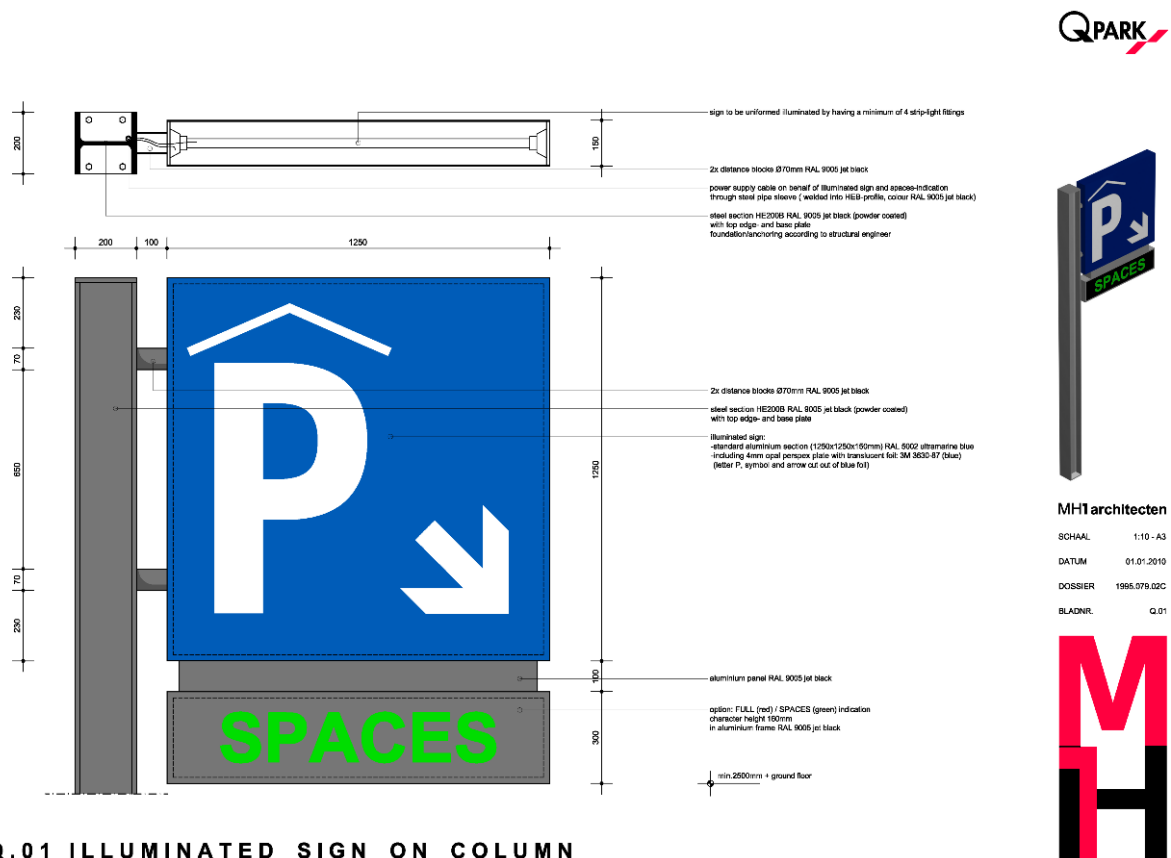
## Procedures

### Project Lead
The local **Project Manager** is responsible for the realisation of the project. The PM is responsible for:

I    Creating a proper project description.

I    Getting all the necessary technical and operational information.

I    Collecting enough drawings, sketches and other necessary items, to complete the project according to Q-Park standards.

### Project Knowhow
I    Signs are mostly fixed on the ceiling. Ducts, trunks, light fittings and beams can easily interfere or obstruct the signs.

32

- Health & Safety and other statutory signage can also interfere with, or even obstruct the signs.
- All technical information and other signage needs (drawings of plans and sections, available pictures, et cetera) must be at hand before designing the signage plan.
- Less is more i.e. design and layout should be clear, a minimum of signage is sufficient to guide our customers.
  - Necessary traffic signs at car entry (speedlimit, height, tidal flow-traffic, ...)
  - Necessary information in car park at decision points.
  - Mandatory information such as escape routes.
- Avoid country specific signs as Q-Park is an international brand.
  - If needed signs are not available on IDEFIX, send a request to idefix@q-park.com with a proposal and explanation of the need.
  - If the request is granted, it will be designed and added to the IDEFIX toolkit.
  - The sign has to be put in the project plan and on the sign list to enable easy maintenance.
- Each signage plan adheres to the Q-Park Housestyle Rules & Principles.
- Each signage plan is signed-off by Corporate Car Park Design and MH1.

## Project Tools

IDEFIX holds all files to create a signage-plan; drawings, icons, visual references, et cetera.
- The standard language is British English.
- Country specific languages are made by the PM.
- Supply correct names, terms and references when a signage-plan is to be made by MH1.

## Project Team

A PM cannot work alone on a signage plan. A PM sets-up a design meeting with Operations and Marketing colleagues to discuss plans, as they need to provide their requirements on operational and commercial needs, for early consideration.
- Questions to be answered by Operations are:
  - locations of the payment machine,
  - which means of payment,
  - where is the night entry,
  - what kind of services are provided, et cetera?
- Marketing questions include:
  - locations of information signs,
  - locations of advertising signs,
  - illuminated signs,
  - LCD screens, et cetera.

## Project Procedures

There are two ways to proceed on the design of the signage plan.
- A) The PM takes care of the design.
  - The PM is fully responsible for designing, manufacturing and fixing of the signage plan.
  - The PM may always consult Corporate Car Park Design.
- B) The PM puts in a request at Corporate Car Park Design (working together with MH1).
  - PM share all aforementioned information with CCPD, who will share with MH1.
  - MH1 provides, in most cases, also parking bay drawings and road markings.
  - MH1 asks, when needed, for the right format in which the information, pictures and drawings have to be provided, in order to proceed and respond rapidly.
    - (Note: floor plans are often not enough to proceed.)
  - MH1 creates a proposal which will be shared by the CCPD with the PM. It includes a list of all signs, with its picture and reference number.
  - PM:
    - Final control and remarks, preferably on-site.
    - Informs Operations and Marketing and gathers their remarks.

I     The signage plan with remarks are shared with CCPD and MH1.

I     MH1 processes all remarks and creates a set of final drawings.

I     PM receives final set and obtains all necessary files from IDEFIX.

## Project Execution

The PM must pay attention when fixing the signs as in most cases our signs are the last to be erected, there is a chance of unforeseen obstruction. I.e. just sticking to the original plan may end in non-visible signs, adjustments have to be made.

### Adjustments

I     Adjustments may occur while executing the original plan, and while operating the parking facility.

I     Executed adjustments must always be put in a revised plan, so replacements and repairs are based on correct plans.

I     Revised plans may be made by the local sign maker of by MH1, this is up to the PM.

### Maintenance

A signage plan is a tool to be used during the lifetime of a parking facility. Therefor:

I     Each sign has its own code and/or a set of codes form a sign.

I     Code numbers are placed on the signage plan (not drawing) showing location and layout.

I     The signage plan is accompanied by a list of code number, the location and the way of fixing will be shown within that code list.

## Design consideration

### Branding

Besides signage, there is branding. On IDEFIX you may find a variety of examples with typical branding solutions, helping you with your signage proposal.

I     Branding items must be designed by CCPD (MH1). They will support the PM where needed.

I     MH1 provides a proposal, awaiting feedback and/or approval from CCPD and PM.

I     PM checks the signage plan and conducts a final control onsite.

I     PM acquires the necessary permits and agreements to erect branding items.

### Advertising

Has to be designed according to the standard.

### Signage

When creating a signage plan, picture yourself as a Q-Park customer, as motorist and as pedestrian.

I     Motorists on the public road see our exterior **blue** P sign.

I     Motorists in our PF, driving and parking, follow **red** signs.

I     Pedestrians in our PF exiting the PF follow **green** signs.

I     Pedestrians on the public road see our exterior **blue** signs.

I     Motorists exiting our PF follow **red** signs.

In some cases the design of a parking facility cannot be changed. However, we always seek to design the clearest rotation and guide the customer with proper markings and arrows on parking floors.

I     Signs for motorists are kept to a minimum, providing only essential information, where choices need to be made.

I     Orientation signage shows at least the floor level, in some cases section and bay number.

I     We may show empty spaces available by VMS (Variable Message Sign).

I     We keep the exit route as short as possible.

I     Signs for pedestrians are kept to a minimum too, only for way finding, directions, orientation and information.

   I     Signage for pedestrian exit and if choices are possible, show this at an early stage.

      I     If only one exit option, signs are only at the exit itself with its name on the exit sign.

   I     Signage for lifts, parking floor and section.

- Pictograms for customer services such as the information desk, toilets and pay-stations.
- Information frames are used for a city plan, parkings tariffs and opening hours, special events, etc.

## Descriptions

When designing a signage-plan house style rules and principles must be applied.

All designs regarding signage and house style must be approved by Corporate Car Park Design (CCPD) and MH1.

**In general**
- Readable height - most PFs are low of clear height, signs can be difficult to fix while still being readable for customers. The clear height underneath a sign must never be lower than the clear head height of the PF.
  - Signs for motorists may at the lowest height of 2.10 meters if this increases readability.
  - Signs for pedestrians may not be lower than the clear height of doors.
  - If the available height is insufficient, you may suspend angled signage from the ceiling, gaining about 11 centimeters clear height.
- Readability and glare - glare from illumination is one of the biggest problems we experience as it makes signs unreadable. Only one type of foil solves this issue, make sure your sign manufacturer uses these materials:
  - Cover the sign (aluminum plates) with mat white foil type 3M 3635-20.
  - Finalise the sign with translucent mat foil, either
    - Red 3M 3630-43 for motorists
    - Green 3m 2630-106 for pedestrians
  - It is up to the sign maker to place white information (3M 3635-20) on the coloured foil or is cut-out of the coloured foil.
- New developments on how to assemble the sign
  - Normally the sign is assembled out of a core of WBP plywood 18mm and painted black + two plane aluminum plates of at least 2mm glued on and covered with mat white foil type 3M 3635-20.
  - New is a type of alu-bond with a mat white coating. This may be used as well and may create a cost saving.

Figure 39: Signage angled from the ceiling



**Q.32B SIGNAGE, SUSPENDED ON CEILING (45°)**
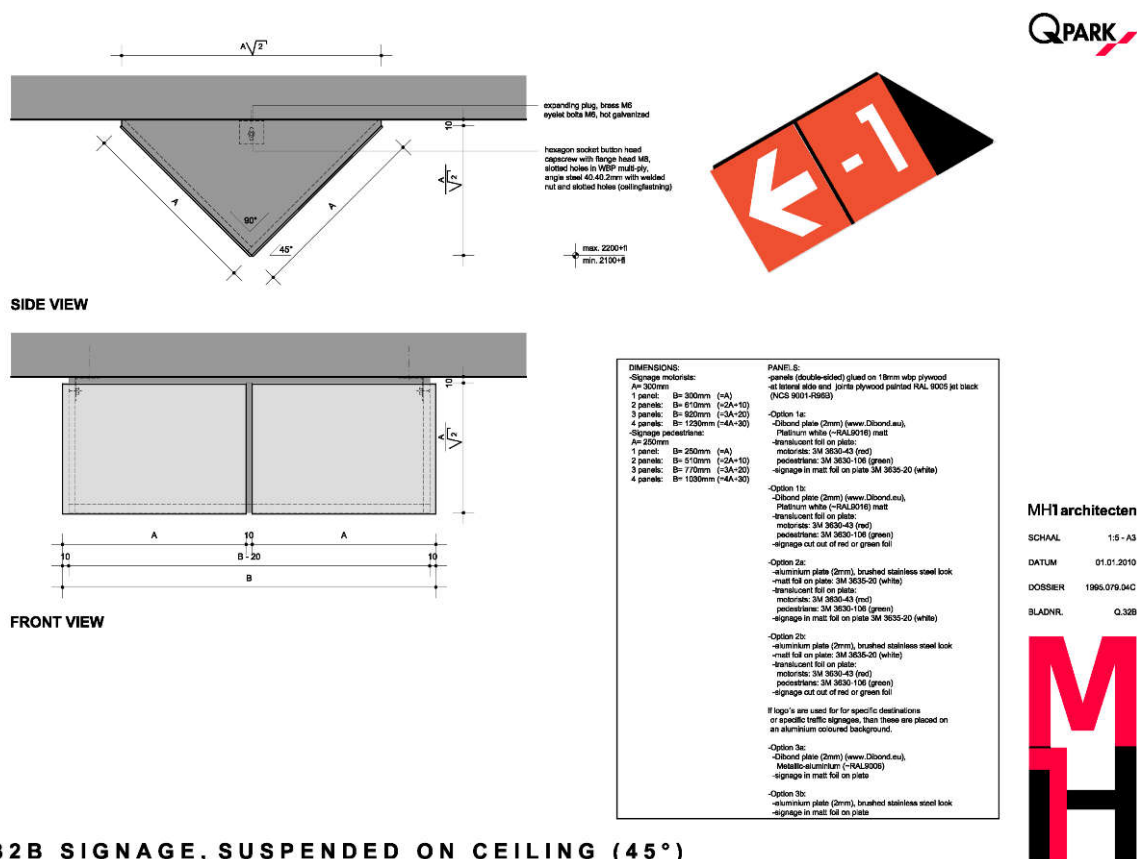
To avoid glare, use the right mat foils.

**External signage**
- Motorists - an illuminated Q-Park P-sign signpost.
  - Sometimes it will be the last sign as part of and in addition to Variable Message Signs (VMS) or Parking Guiding Systems. If so, you may decide to not use the FULL/SPACES indicator.
  - Depending on the local situation it may be fixed on a column, a facade or an element of our portal frame.
  - These signs are traffic signs and need to attract as much attention as possible. Please note that in most cases local planning consent and permits are required.
  - These signs are specifically designed per parking facility (PF) by MH1 and/or CCPD.
- Pedestrians - an illuminated sign for night entrance
  - When customers are finding their way back to the PF, a blue P-sign guides them to the pedestrian entry.
  - The sign shows the name of the PF and our Q-Park logo.
  - When a pedestrian entry sign cannot be fixed to the facade or a column near the entrance, there is a more sophisticated solution for historic areas.
  - These signs are specifically designed per parking facility (PF) by MH1 and/or CCPD.

Figure 40: Illuminated P-sign for motorists on column



Q.01 ILLUMINATED SIGN ON COLUMN
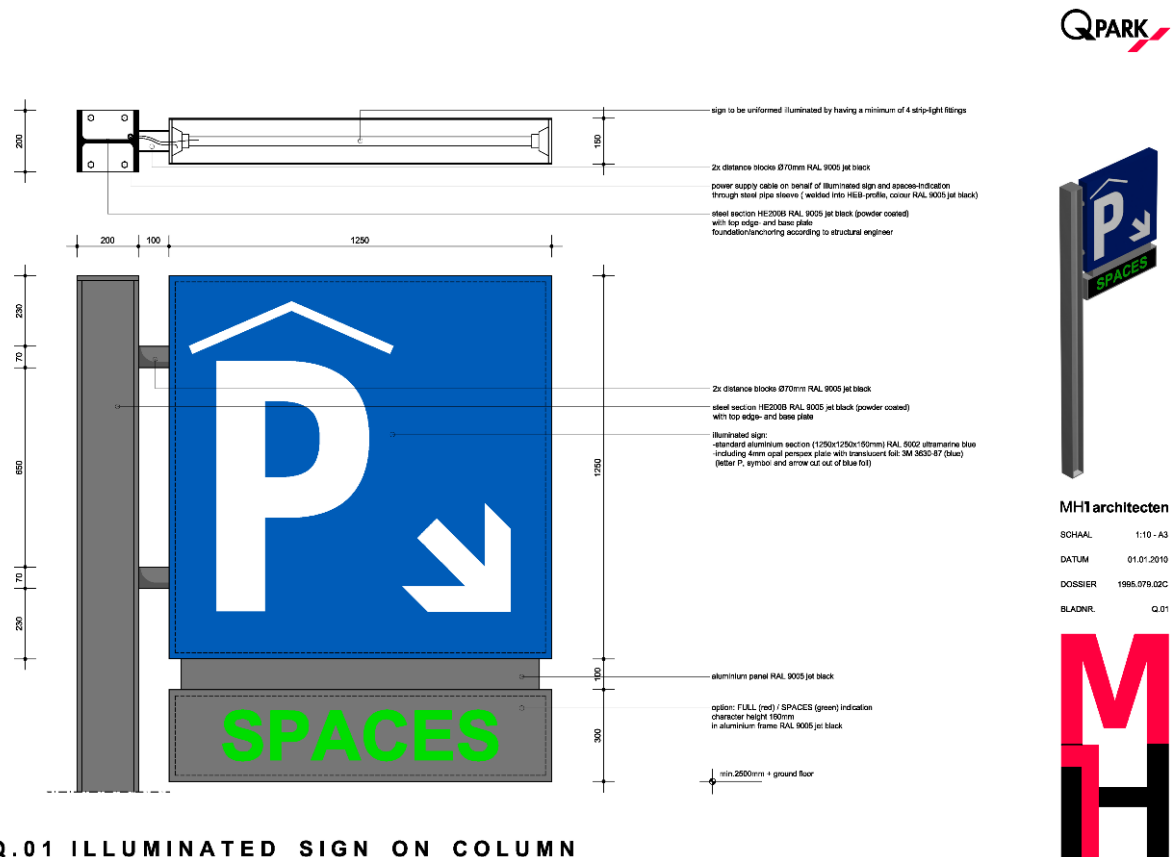
Figure 41: Illuminated P-sign for motorists on facade
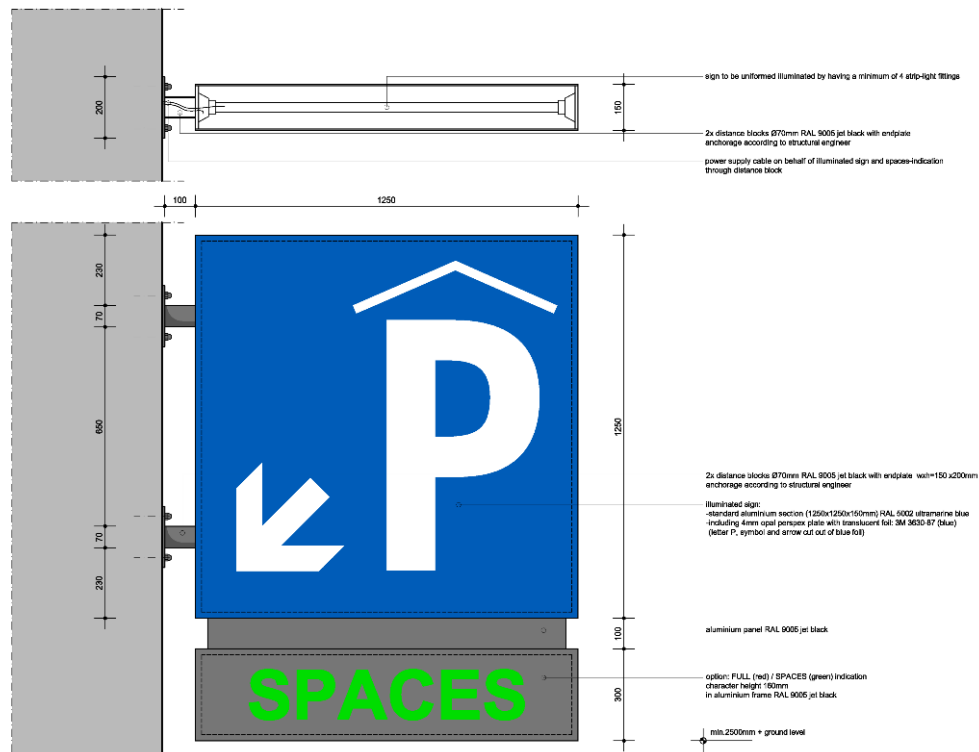


Q.02   ILLUMINATED   SIGN   ON   FACADE

Figure 42: Illuminated P-sign for pedestrians on column



Q.41A  ILLUMINATED  SIGN  ON  COLUMN
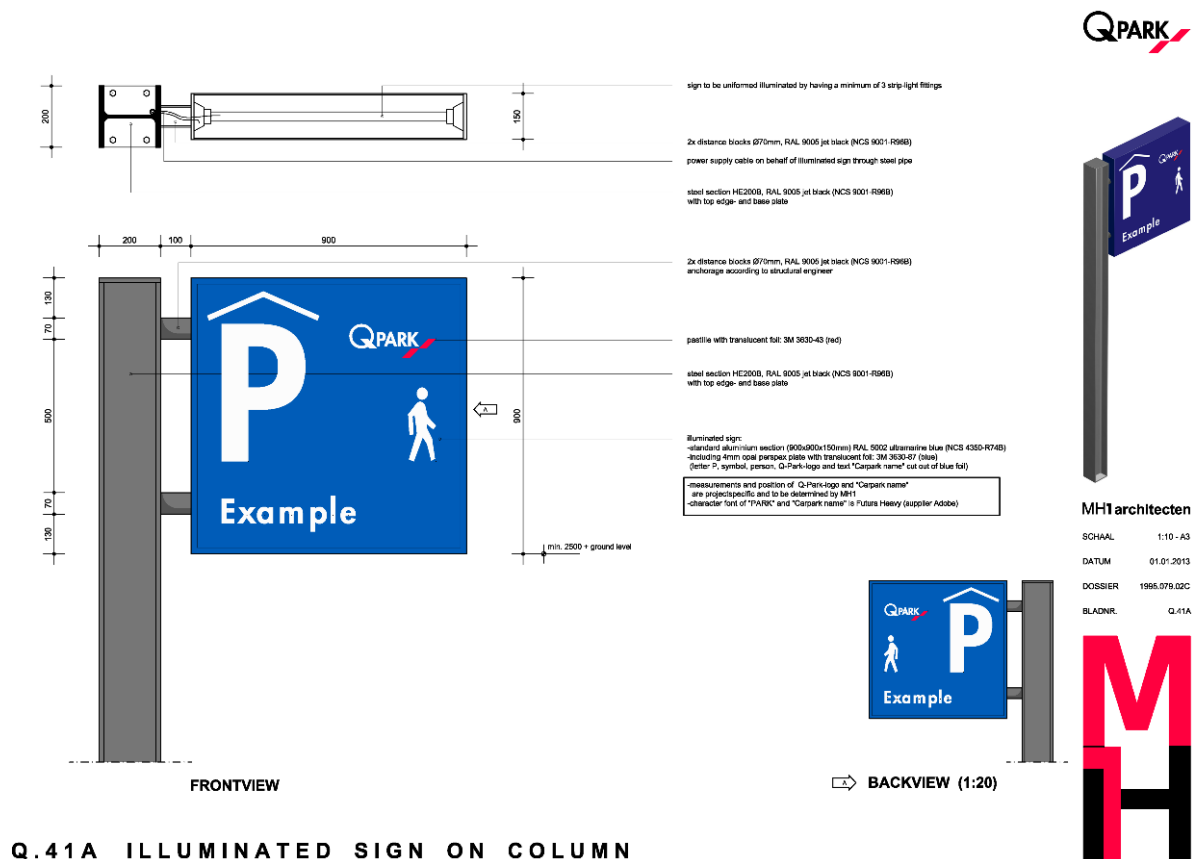
Figure 43: Illuminated P-sign for pedestrians on facade
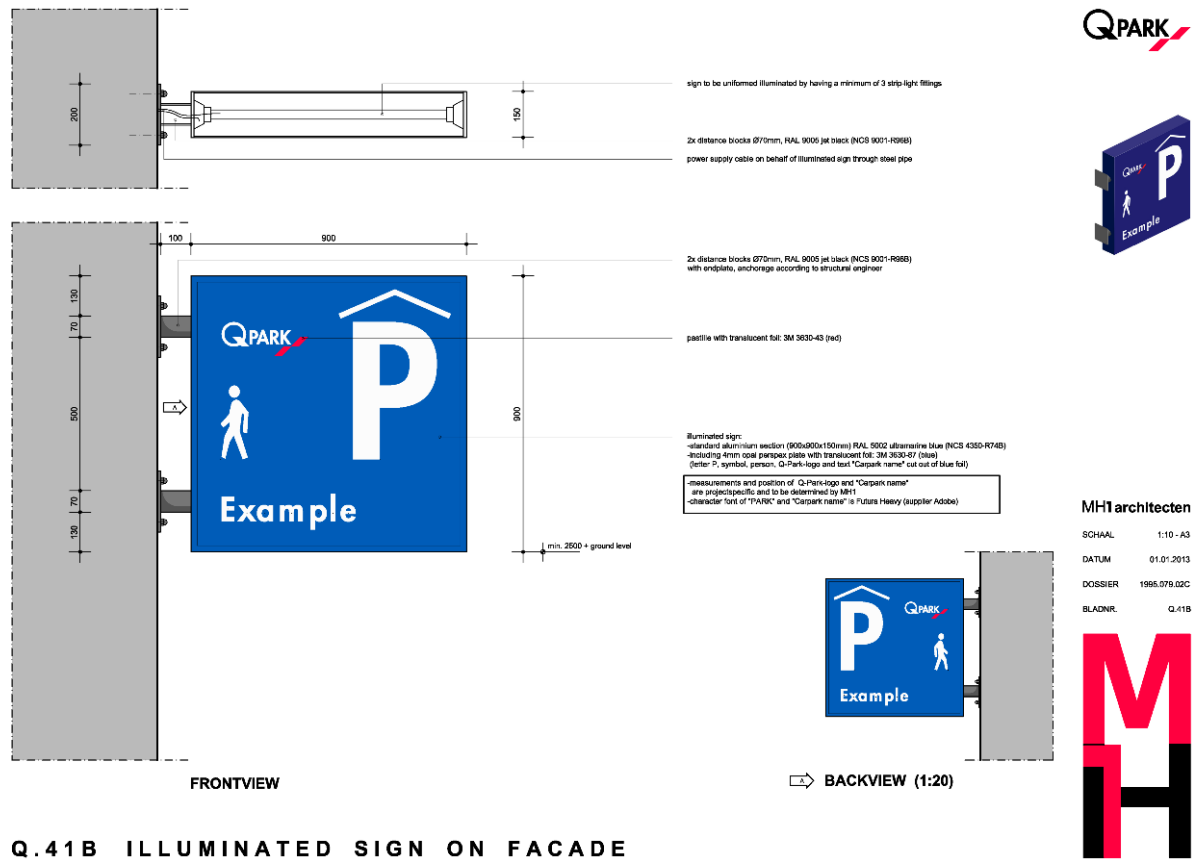
Figure 44: Illuminated P-sign for pedestrians on column, historic sites



Q.40A.1 ILLUMINATED SIGN ON COLUMN
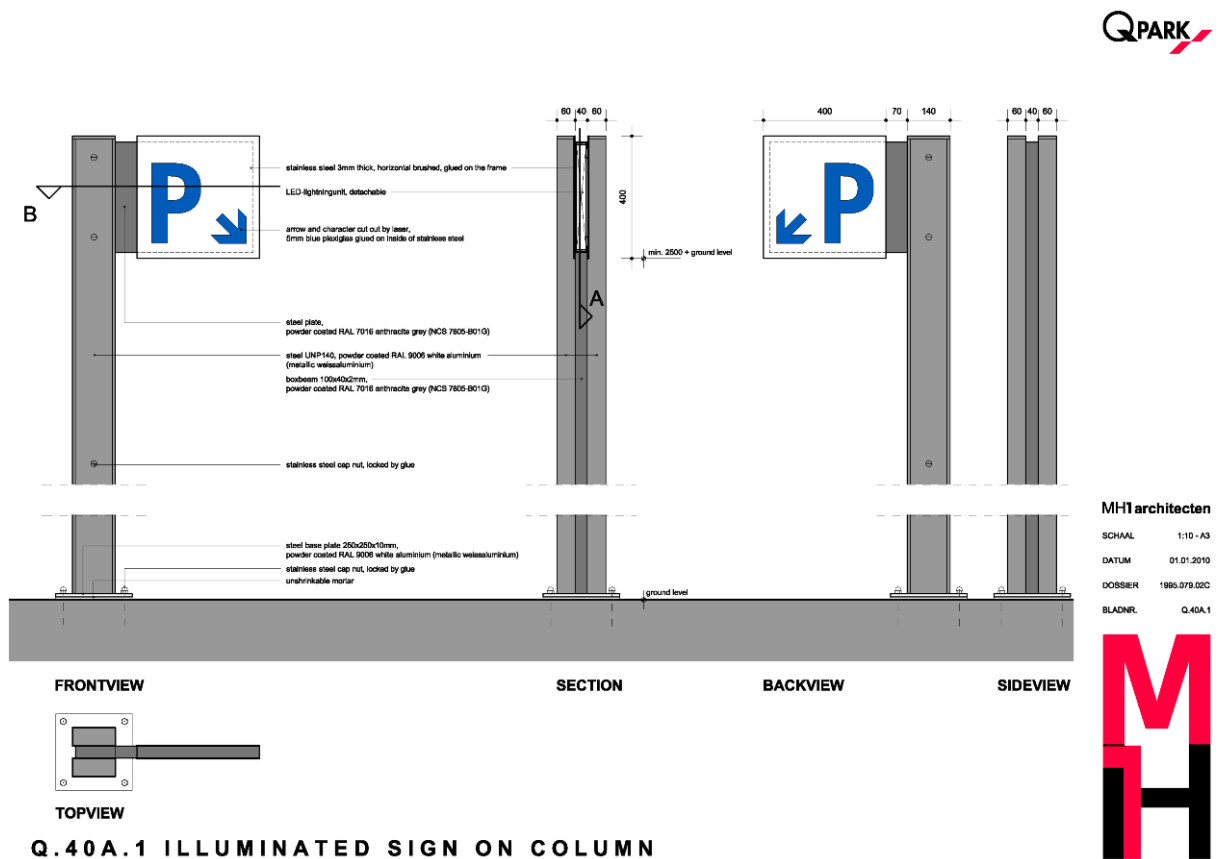
Sandwich board / Windmaster frames
| For use when a temporary reference to a parking facility (PF) is needed. They may be placed on-street yet local permits may be needed for placement.
| For use when parking floors need to be closed for maintenance, cleaning or energy saving, to redirect customers.

==Visuals of boards, frames, posters - posters without 'roof' is additional costs/variables.==

Portal frames - indicate the entrance to a parking facility, designed per PF.
| U-shaped
   | Placed at the top of the entrance for motorists.

| Includes Q-Park logo and PF name.
| Includes height restrictor and traffic signs (diameter 180mm).
| Depending on the local situation, a VMS-module is integrated to show parking space availability.
| L-shaped
   | Often used if the motorist entrance is a one-way lane only.

Façade - designed per PF by CCPD and/or MH1, often consent of architect or owner of the building is required
| When the motorists entrance is integrated in the façade of a building, the PF name is placed separately, combined with our Q-Park logo.
| The height restrictor and traffic symbols are positioned in the façade opening.

41

▌ Depending on the situation three options of façade signing can be applied:

    ▌ 1) Checkerplate with black letters;

    ▌ 2) Black panels with stainless steel letters;

    ▌ 3) Letters placed directly onto façade (stainless steel or black logo & name). Lighting of this type of signage is a point of attention and is possible through internally (light box) or externally placed luminaries.

## Internal signage

Internal signs for motorists and pedestrians are made of square sections.

▌ Motorists: used colour is red (3M 3630-43) and the standard measurements are 300 x 300 mm.

▌ Pedestrians: used colour is green (3M 3630-106) and on parking floors the measurements are 250 x 250 mm in standard situations. For measurements in staircases a smaller size of 200 x 200 mm is more sophisticated.

## Terminology

Because of the different languages used it is important that the same terminology is being applied. Where possible a different term is used for directing to the exit for pedestrians and for motorists (see list ). For parking facilities in Belgium the French or Dutch language (or both) are to be used, depending on the location of the facility. Also the terms for 'parking' and 'levels' are shown in each country language.

As no parking facility is the same and each of them are located in different surroundings, the Customer Guiding System is always project specific and needs to be determined per project. Signage for motorists is almost everywhere the same, because signs for "parking", "level" and "exit" are univocal. For pedestrian signage this is different:

▌ When a parking facility is not connected to any other destination and is completely solitaire, the signs for pedestrian exits should be "way out" (other country specific languages according to Figure 1). If more than one pedestrian exit is available, the addition of the street name

or location is added (respective signs #026 and #027).

▌ When a parking facility is integrated in a shopping centre or an office building it is preferred to use the term "entrance" with a specific addition to increase recognisability for our customers.

▌ If an exit for pedestrians leads straight to a office or shop from a third party with a recognisable brand, it is recommended to use their logo on the signs. For execution of these signs see chapter F. Signage for third party-references in Standard principles.

If parking facilities have an international character or attraction, another language can be added to the country specific language (see chapter E. Multilingual signage).

Standard principles

▌ Arrows

    ▌ Always make sure an arrow is pointing towards the direction of the destination for customers (pulling away from the information on the sign). The arrow-sign should be on that particular side of the sign. This makes the information on the sign more easily to read.

    ▌ In a situation where the arrow is pointed straight forward it is in principle positioned on the left side of the information. When a 'pulling' arrow is used in the same lane, make sure all arrows in one lane are on the same side of the information.

    ▌ If signage in two different directions is needed, the arrow of the left combination will be positioned on the right side of the information. This is done to make the giving information faster and more clear to read for motorists and pedestrians.

▌ Assembly

    ▌ The typical square-shaped signs are assembled of one-module sections with an addition of 10 mm. The assembly of

longer signs is as shown in the figure below. When a sign of four sections is used, it is only combined with an arrow-sign, so no more then five sections in total are used.

▌ The information giving on the signs should be carefully selected. When to much information is giving, customers will not read/see any of it. Therefore preferably no more than four sections are to be assembled at one position, pointing towards a particular location. When two, three or four sections are combined in one sign, they are mounted 10 mm apart from each other.

▌ Mounting

   ▌ As also described in the Procedures A and B of the Customer Guiding System, part 3.1, it is essential to assess the concept signage-plan at the actual site. It can occur that lighting or ductwork is present, where signs are planned, or even worse, that the desired clear height is not present. Therefore the check on site is necessary and essential in designing a signage-plan.

   ▌ In standard situations where suspended signage is used, it needs to be mounted between 2.1 metres (minimum) and 2.2 metres (maximum) above the parking floor. When the clear height for vehicles is more than 2.2 metres, the height of the signs must be adjusted to the clear height in the parking facility including an addition of 5 cm.

   ▌ In parking facilities where, for some reason, the minimum height of 2.1 metres can not be achieved, it is possible to use ceiling mounted signs. These signs are placed under an angle of 45 degrees and are mounted onto the ceiling. By doing so a saving in height of approximately 11 cm is gained (see Q drawing Q.32B and Figure C.2 below).

▌ Distance

▌ When information towards two different directions is needed, it is necessary to separate these two directions with an in-between distance of 10 cm.

▌ Furthermore signs are repeated longitudinal with an in-between distance of 50 metres for motorists and 30 metres for pedestrians. This distance is also depending on the clear lay-out and routing of the parking facility. Regarding the amount of signs the principle 'less is more' needs to be applied. Where crucial decisions in routing are to be made, signs are needed.

▌ Again, before executing the work, a concept-plan needs to be controlled on site. This check needs to clarify if all proposed signs are correctly located and if it is possible to mount them. Also the function of the sign can be assessed by taking the surrounding signs in consideration.

▌ Multilingual signage

   ▌ At sites where two or more languages are to be used, an addition of a section is made. The length of the sign must not exceed five sections. If signage to services (lifts, payment equipment, lodge) is also needed it must be placed in a new sign on a second location.

   ▌ Other services need to be displayed separately when five sections (as shown in Figure E.1) are already used.

▌ Third-party signage - see different chapter

▌ Backside of signs

   ▌ The backside of signs is in principle used to inform customers about the routing direction. Wrong-way traffic signs are applied on the backside of these signs (Figure F.1).

   ▌ When no information needs to be shown on the backside of a sign, the used colour for these signs are the same as the figures G.2 and G.3 (aluminium gray, RAL 9006).

In combination with the colour scheme of the ceilings it will result in a more calm surrounding.

**|** Bicycle signage

**|** It is possible that a facility for bicycle parking is integrated in a parking facility. When this occurs it is strongly recommended to have a separate elevator, ramp or stairs for entrance and exit to and from the parking facility with a bicycle. This way of accessibility should never be combined with the entrance for motorists, but can be combined with the pedestrian entrance. Facilities for bicycle parking should always be separated from parking floors to prevent customers cycling around.

**|** When references to certain entrances or areas to bicycle facilities are needed, it is to be combined with the pedestrian signage and is therefore in green. Bicyclists are not allowed to cycle in the parking facility and should only move around on foot. The next symbols are designed for this purpose.

**|** Usage of etch foil

**|** An often used house style element is the etch foil on glass doors and panels. The underlying thought for usage of this etch foil is that it is applied on fully glazed doors and panels, where customers might overlook the glass and by mistake walk into it. To make a difference between doors and panels, the 'QPark'- logo is to be applied on glazed doors and the 'striping' is applied on glazed panels.

**|** The etch foil is not to be applied on every part of glass in a parking facility. Only where glass panels from floor to ceiling are used and where there is the safety issue that customers walk into it by mistake.

**|** Some examples:

**|** The glass in the lodge of the Parking Host, above the checkerplate, is no area where people might walk into, so no etch foil is to be applied.

**|** Fully glazed door in a public area is to be provided with a 'Q-Park' logo in etch foil;

**|** Fully glazed (floor to ceiling) walls around a pedestrian entrance or near the lodge are to be provided with the etch foil 'striping'.

When a service for bicycle parking is integrated in a parking facility, always contact Q-Park Holding for the design and location of the facility and entrances.

## Housestyle elements

For the recognition of the Q-Park Brand, several house style elements are integrated in the parking facilities. Implementation of these elements are always part of the project specific documents, provided by MH1.

### Checkerplate wall

At the entrance or exit of the parking facility a checkerplate wall can be implemented to give the customer a first or final impression of the location. It is used to display the Q-Park logo and the name of the parking facility. A blue light line is added to increase the visibility and create an ambiance at the entrance and exit area.

### Guiding elements

In order to guide customers or to prevent possible accidents guiding elements in different forms can be used.

**|** Drawing Q.12A This element is used to guide customers in cars into the right direction. It is very often used at the entrance and exit area to divide driving aisles from pedestrian areas. A blue light line is integrated to increase visibility.

**I**      Drawing Q.12B If traffic in two directions is to be expected a square-boxed guiding element can be placed.

**I**      Drawing Q.12C If parking spaces are projected in front of glass walls, these walls can be protected by placing a round galvanised guiding rail.

### Litter bin

In order to attract extra attention to the pedestrian entrance of a main staircase, the door is highlighted by a level indicator and a litter bin. Every pedestrian exits and enters the parking floor through these doors and to prevent litter from being left behind, several litter bins are to be implemented on these locations.

### Stainless stale pole

When motorists are not allowed to park their car in a specific place due to safety reasons, the space can be marked with brushed stainless steel poles. Also pedestrian zones can be marked with these poles. Is it important that these poles always have the same appearance and no fences are used because of the obstruction they cause for pedestrians. Therefore measurements have to be the same, being approximately: height = 1,000 mm; width = Ø105 mm; footplate = Ø150 mm.

# PARTNERSHIP SIGNAGE

We welcome partnerships who offer relevant services in our parking facilities. We acknowledge the importance of their house style appearance. However, in our 'house', the Q-Park house style is leading. But we do provide our partners with opportunities to integrate their way finding, retail (office space) recognition and advertisement signage in our house style.

In this chapter:
- Signage
  - External guidance
  - Internal guidance
  - Parking space(s)
- Alternative use space(s)
- Media integration
  - Onsite poster frames
  - Onsite tariff posters at access points
    - Onsite advertisement panels
    - Online website(s)
    - Online app(s)
- Other conditions
- Internal process

In the process of composing/signing the contract or (sub)lease with partners, there needs to be a sign-off by Q-Park Commercial Leads and a design sign-off by Corporate Real Estate.

### Signage

**External signage**
Partner logos are kept to a minimum as motorists should not be distracted. No additional information such as websites, phone numbers et cetera are allowed.

## Mobility Hub external signage | car entry
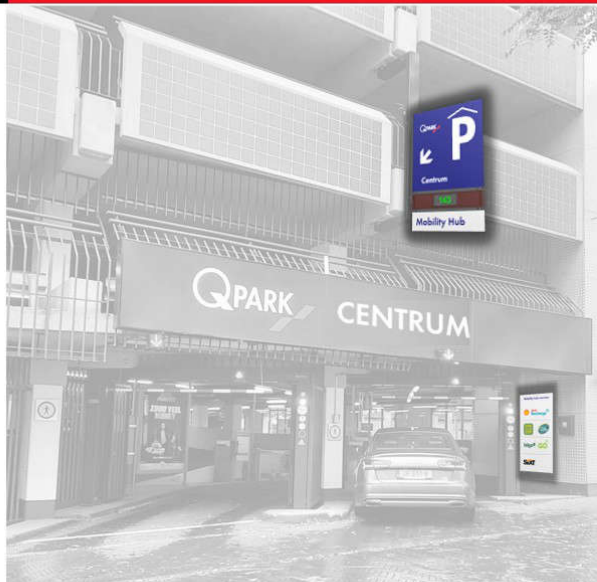


- Blue flag-sign: Q-Park house style + "Mobility Hub" text box added
- Mobility hub panel: Full colour logo's of of service providers:
  - At eye-catching areas
  - Subject to planning permissions & pre-cario regulations
- Service provider logo's on light grey panels
  - According to "Third-party"-signage principles

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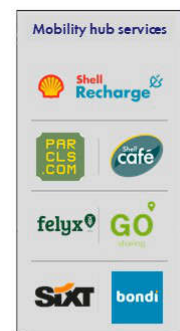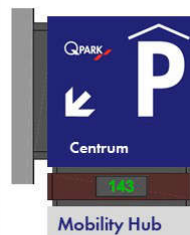
# Mobility Hub external signage | on-street



- Blue flag-sign: Q-Park house style + "Mobility Hub" text box added
- Mobility hub panel: Full colour logo's of service providers
    - At eye-catching key areas / At specific service entrances
    - Subject to planning permissions & pre-cario regulations
- Service provider logo's on light grey panels
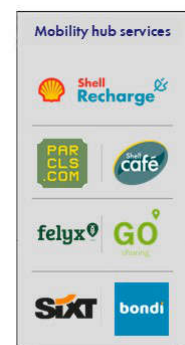    - According to "Third-party" signage principles



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### Internal signage

- Partner logo can be incorporated on a light grey Dibond sign attached to a typical Q-Park directional arrow sign (red for motorists and green for pedestrians).
- Signs have to be installed by Q-Park's local signage contractor who has the measurements and technical specifications of that particular site available.
- The number of signs are kept to a minimum and all positions have to be approved by Q-Park prior to installation.

To integrate the style of a third party in our house style, it must be applied as followed: The used material is a standard aluminium plate or the standard Dibond plate (RAL 9006). The printable area is 35 mm smaller on each side with a sign of 300 x 300 mm. (What about double sizes?) Other measurements need to be scaled from this ratio. A sign of 250 x 250 mm has a edge distance of 30 mm.

## Internal routing: at entry barriers



- Mobility Hub totem
  - Full colour logo's of service providers
  - Include level indications

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## Internal routing: routing / wayfinding
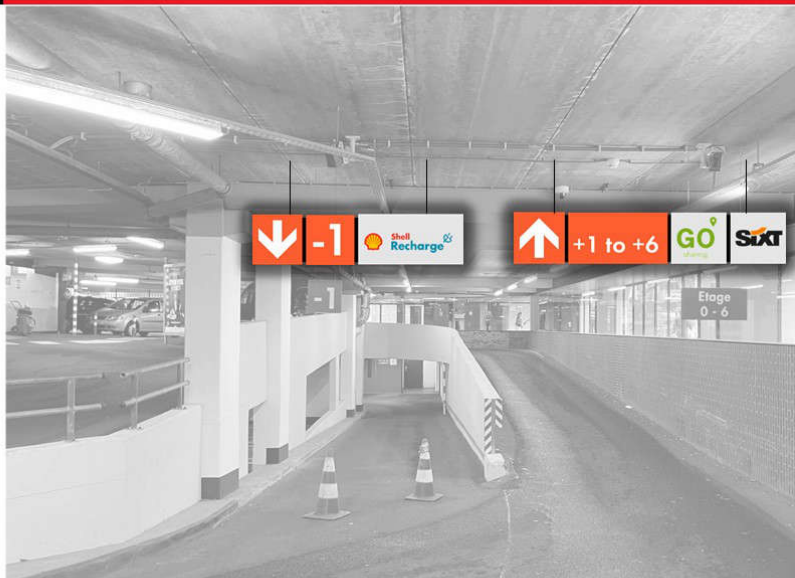


- Principle wayfinding signs in red
  - Primary objective is parking customer wayfinding!
- Service provider logo's on light grey signs
  - According to "third-party"-signage principles
  - Only at critical routing decision points

© Q-Park 2022      13

Photo example motorists - single and double size templates + example

Photo example pedestrians - single and double size templates + example

**Parking space(s)**

Partner logos can be located above or at the back of a parking space. The measurements of these signs are usually 300 x 300 mm.

<mark>Photo example parking space</mark>

**Alternative use space(s)**

Wall and floor colours have to be respected. In case new finishes will be applied and/or company logos are needed to emphasize the third-party function, a design sign-off by Corporate Real Estate is required.

**Media integration**

**Onsite**

1. Partner poster: advertisement by means of A1 posters is possible using dedicated Q-Park A1 poster frames, provided for and planned by marketing. Sign-off of poster design by marketing is required.
2. Partner services: integration of services offered on Q-Park Prices & Services poster(s) at access points and payment machines is possible after consultation and approval by marketing.
<mark>Photo example(s)</mark>
3. Advertisement panels
   a. Placement of advertisement: please contact the relevant advertising company.
   b. Location of panels:
      i. Careful selection is necessary as they may not hinder our customers. Location proposals must by signed-off by Corporate Real Estate.
      ii. Do not position near access and exit points of motorists.
      iii. Barrier panels are **not** allowed as they interfer with our parking technology
      iv. We work with preferred suppliers and media partners. Country consistency is required with one style of frames and

panels, according to Q-Park housestyle principles.
   v. Every new contract proposal (per parking facility) is based on a physical visit by at least the media partner and Q-Park operations, preferably accompanied by Real Estate and Marketing.
   vi. A maintenance programme needs to be integrated in the contract and has to involve:
      I routine maintance activities
      I rapid response service
      I safety and preventive maintenance activities
      I inspection and quality control
      I customer service and complaint handling
   vii. Highest quality products
      I Both static and dynamic panels need to be constructed with the best-tested and reliable parts.
      I Casings need to be suitable for its environment.
      I Casings are made of aluminum and will be powder-coated in the desired Q-Park colour.
      I Glass must be toughened or layered safety glass.

**Online**

1. Partner services website: integration of services offered on Q-Park website(s) is possible after consultation and approval by marketing.
<mark>Photo example(s)</mark>
2. Partner services app:

**Other conditions**

Lighting: the type and method of connection to the electrical installation is to be agreed up front and has to be performed by an official electrial contractor to

ensure a labelled and quality connection. Also, if energy consumption will need to be measured and invoiced separately, this has to be part of the contract.

Water and drainage: in case water is needed, a propor organisation of collecting water is required. Slip hazards have to be prevented at all times. Responsibilities have to be stated clearly in the contract.

End of contract
- The contract between Q-Park and a third party should always include a clause on restoring the location in its original state.
- Confirmation and agreement from both parties is essential on who is responsible for the various elements such as signage, technical installations, ...

## Internal process
To finetune the process of acceptance and/or contract negotiation with a third-party, the following departments are involved:
- Country organisation: Asset Management, Sales & Marketing, Operations
- Group organisation: Corporate Real Estate, Corporate Brand

Organisation chart

# EV CHARGING

Download the EV charging signage manual here.

Figure 45: EV charging at the back of parking spaces
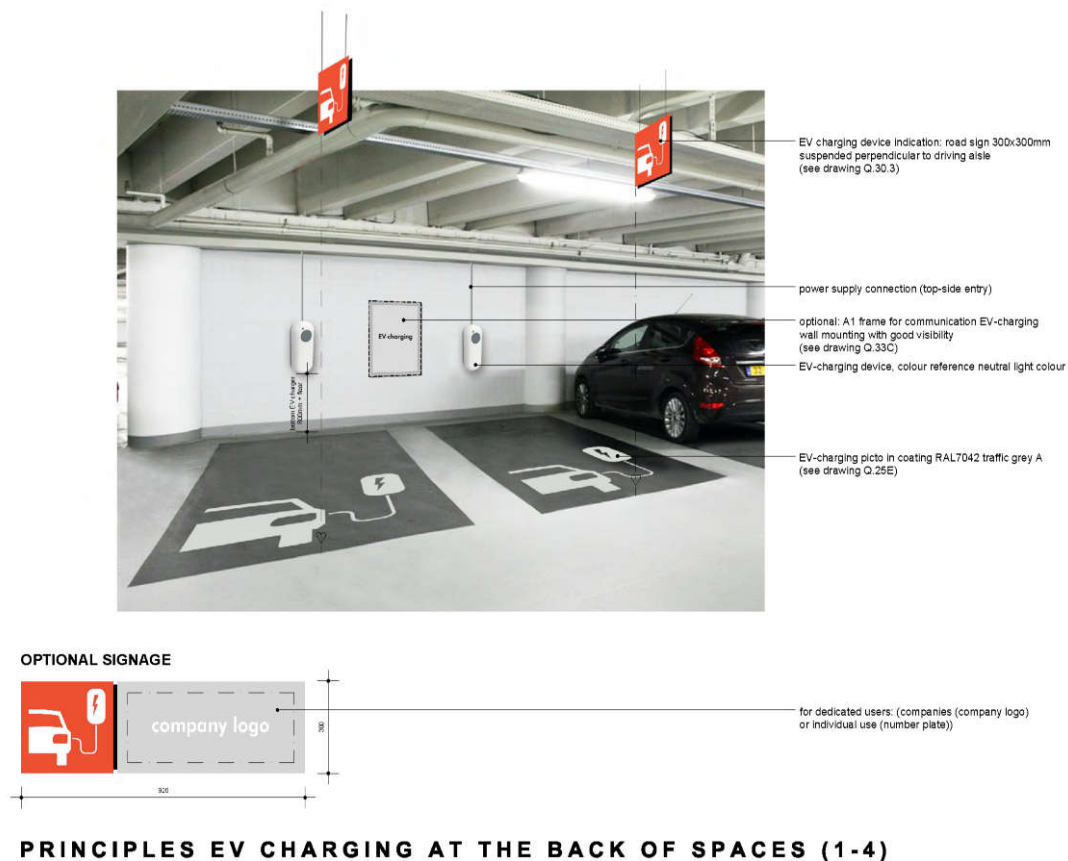
Figure 46: EV charging between parking spaces
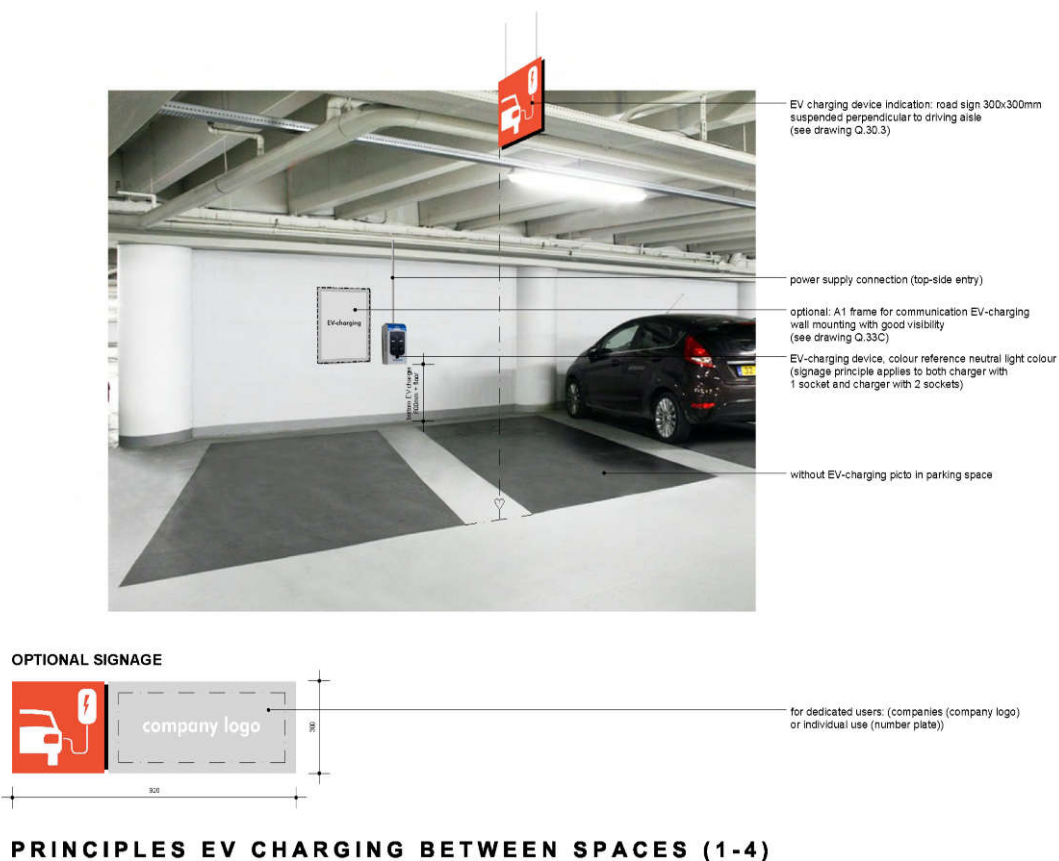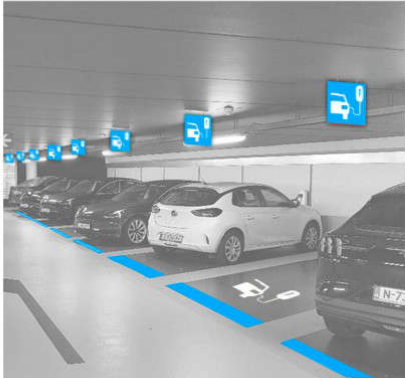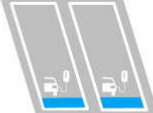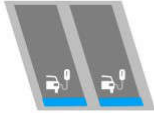


Hoe lossen we deze informatie / visuals / manual op? Qua leesbaarheid? Wel of geen download (i.e. dubbel management).

## Internal signage at services area: Regular charging points



Standard floor coating

Standard floor lineation

Standard signs

Optional signs

| **Paintworks**: | RAL 5012 Light Blue bar & RAL 9016 Traffic White logo | **Signs** (translucent foils): | Oracal 8500-53 Light Blue / 3M 3630-57 Olympic Blue |

© Q-Park 2022    14

## Title

# A1 FRAMES

Note: for print material guidelines, please click here.
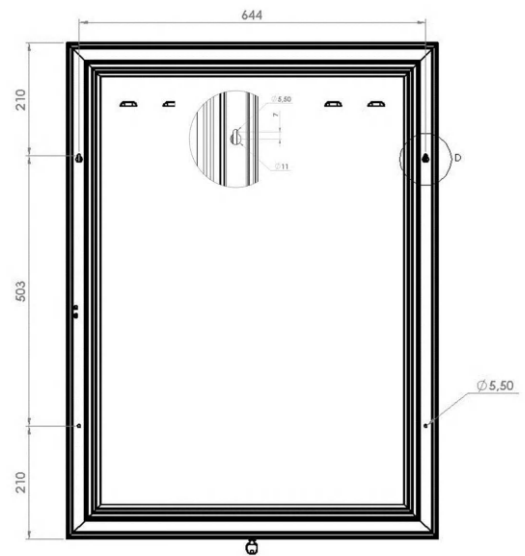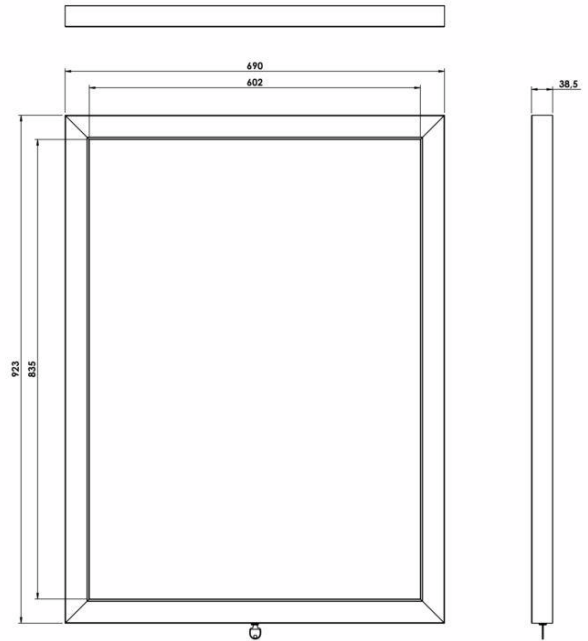
# STATIONARY

## DIGITAL STATIONARY

Always use the Q-Park templates when creating documents in Word, Excel and PowerPoint. These contain all the Brand Identity elements described elsewhere in the Q-Park Brand Identity.

### Content Management Systems

The Q-Park websites are populated and maintained using proprietary Content Management Systems (CMSs). The Q-Park house style has been programmed into the websites through the CSM style sheets (CSSs).

l      Sitecore for country websites.
l      Tangelo for corporate websites; financial
       and non-financial.

Visuals used on the Q-Park websites must conform to the guidelines for photos, visuals and icons.

### Microsoft Office

All Q-Park digital stationary is available to you by means of MS Office templates. When you create a new document, select one of the templates from the templates library.

l      To create your document in Q-Park house style,
       simply use the styles, heading and paragraph
       definitions available to you.
l      When inserting visuals, follow the guidelines for
       photos, visuals and icons.

#### Word
Always start a new document using one of the Q-Park Word templates. Your document will automatically have the Q-Park colours available for headings and tables.

NEW; the word templates have a 'Rotate Page' option, allowing you to use portrait and landscape pages in a document.
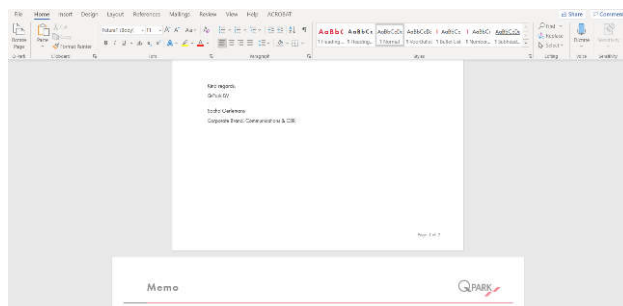


Rotate Page option - top left in the ribbon

#### Excel
Always start a new workbook using the Q-Park Excel template. Your spreadsheet will automatically have the Q-Park colours available for graphs and charts.

Bar charts are the preferred form for representing data series. Black and grey scale are preferred for series. Only use shades of red if absolutely necessary.

**PowerPoint**

Always start a new presentation using the Q-Park PowerPoint template. Your presentation will automatically have the Q-Park colours available for charts and diagrams.

If you need help to create a memorable presentation, please feel free to contact sacha.oerlemans@q-park.com.

# E-mail

E-mails signatures are an important part of connecting with and information each other. E-mails sent to recipients outside Q-Park should always have a signature in the following format:

Met vriendelijke groet, / With regards, / Meilleures salutations, (use relevant language(s))
Your name
Q-Park Entity
Your position

T   telephone number
M mobile telephone number (if applicable)
E   e-mail address
I   URL country website

Company name | Company address | Company postal code and city

Format telephone numbers with the international dialling code and group the digits so it is easy to read.

For example; +31 627 830 359

Do not use brackets as they limit smartphones to call the number directly!

**An example;**

Met vriendelijke groet, / With regards, / Meilleures salutations,

Sacha Oerlemans
Q-Park BV
Corporate Brand, Communications & CSR

T  +31 433 297 127
M +31 627 830 359
E  sacha.oerlemans@q-park.com
I  www.q-park.com

Q-Park BV | Stationsplein 8-E | NL-6221 BT Maastricht

In some countries you are legally obliged to include the number of the Chamber of Commerce number in business e-mail correspondence. In this case, add C and coc number.

Do not add any environmental, legal, social or commercial statements (nor logos etc) to your e-mail signature.

# PRINTED STATIONARY

**Logo positioning**

The page margins are defined in terms of Q. Q is defined as the size of the capital Q in the Q-Park logo. Whatever the size or orientation of the paper, portrait or landscape, the margins are as follows:

- Left margin: 3xQ
- Right and top margin: 2xQ
- Bottom margin: 4xQ
    - The horizontal red line is placed at 3xQ from the bottom of the page;
    - This space is reserved for certificate logos and references, if relevant.

The remaining width between the left and right margins is divided into 3 equal parts known as y. **Y** defines the width and therefore height of the Q-Park logo with pay-off.



The Q-Park logo, with or without pay-off or add-on, is always placed flush to the right-hand margin.

## Letterhead

Q-Park letterhead paper may be pre-printed or created digitally in MS Word.

When working in MS Word, select the letter template from the template library.

Figure 47: Pre-printed stationary grid (A4 portrait)
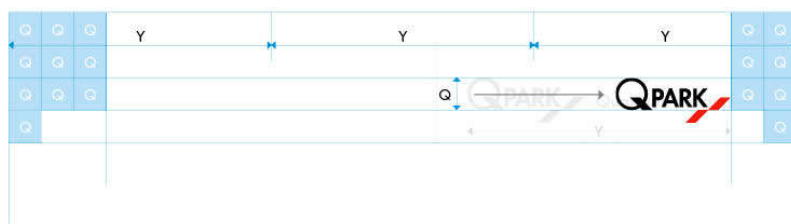


Figure 48: Pre-printed stationary grid (A4 landscape)
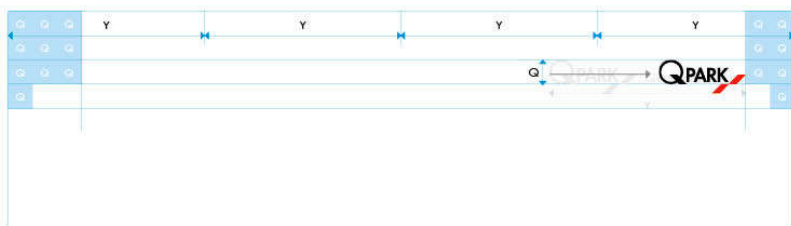
### Letterhead layout principles

The master logo in black and red is placed in the upper right-hand corner. The company's legal name and address, postal code and town, telephone number, fax number, internet, e-mail address, bank and account number and VAT number are placed below the logo. This information is aligned to the left of the logo.

In the lower right-hand corner, under the horizontal red line, logos indicating ISO certificates or EPA and/or ESPA awards may be positioned. A paper code may be printed in the lower left-hand corner.

### Paper quality (when pre-printed)

Distinction Elegance, 90 gr/m2, with watermark
Size A4 (210 x 297 mm)

### Typefaces used

Company name: Futura T Demi 9/auto
Address & company info: Futura T 9/auto
Plain text: Futura T 11 pt, line spacing 1.5

### Red line

A red line is used to separate the body text from the logos and any other information in the footer of the page. This line is Q-Park red, spans the page between the margins, and is 0.7 pt thick.

Download Adobe Indesign letterhead and continuation sheet templates for printing

If Futura T is not available on the computer, Arial may be used for plain text. If Arial is used for plain text typeface 10 pt should be used.

Figure 49: A4 letterhead grid
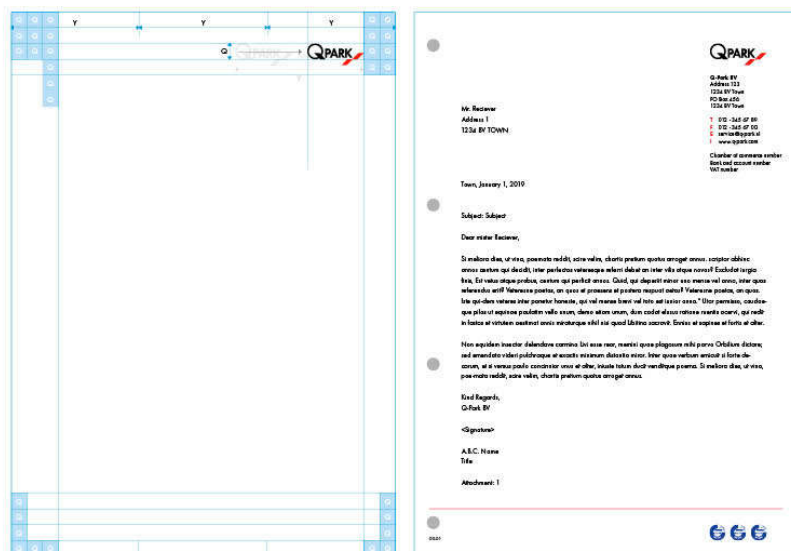
### Continuation sheet

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 lined 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 50: A4 continuation sheet grid
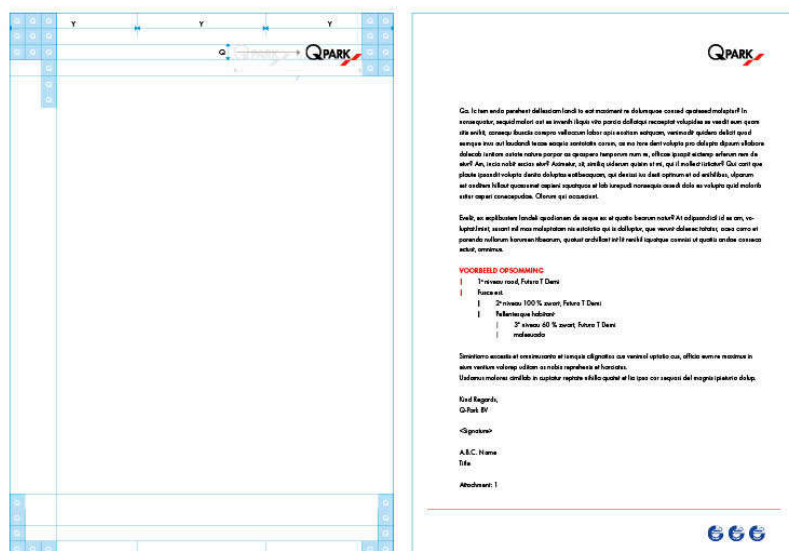
## Business cards

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

Figure 51: Envelope examples
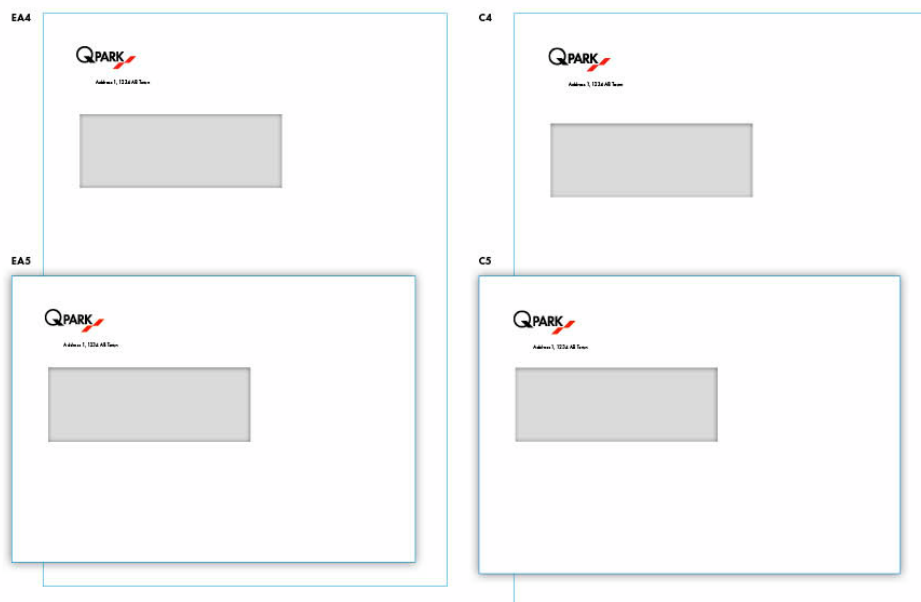


Figure 52: With complements card grid
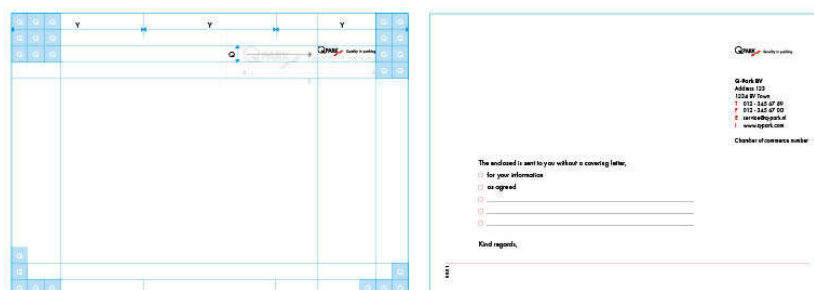
**|** mobile phone, if applicable
**|** e-mail address, if applicable
**|** URL of the country website

## 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 adds the details automically as a contact.

## Paper

For offset printing use Distinction Elegance, 250 gr/m²
For digital printing use Symbol Freelife satin, 300 gr/m²

Figure 53: Business card grid
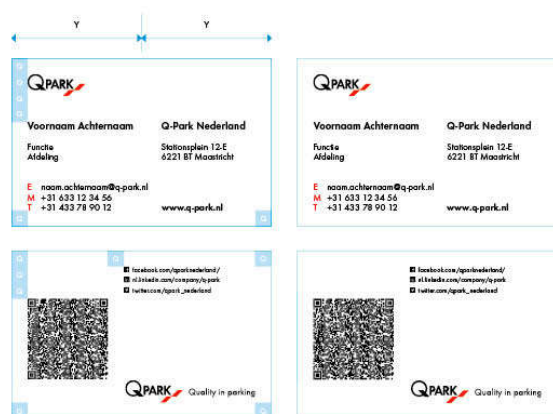
# COMMUNICATIONS

## TANGIBLE GUIDELINES

### Commercial posters

In graphic design a grid is a structure that consists of a series of guide lines which are used to structure the content. The grid provides a frame on which the designer can place the graphic elements (images, letters, paragraphs) in an easy to process and well-thought-out manner.

For poster design we have developed a grid in which messages can be placed at various levels. We have developed several basic grids for communicating various different types of messages.

Here we make a distinction in brand, USP, campaign, information and pricing,

### Basic poster grid - three levels
We have defined three levels for posters:
| main message only

**Figure 54: Basic poster grid**

| main message with subheading
| main message with subheading and body copy for extra information

> The size of the main visual is at least half of the poster height.
>
> I.e. the three levels of information are never more than half of the poster height.



Variable free space

The minimum height for an image = $\frac{1}{2}$ of a poster

The maximum height for an image

Always the same empty space to the sender bar (free space = 1 x Q)
Fixed footer always used the same way (2 $\frac{1}{2}$ x Q)

www.q-park.nl    QPARK  Quality in parking

Figure 55: Basic poster grid - three levels
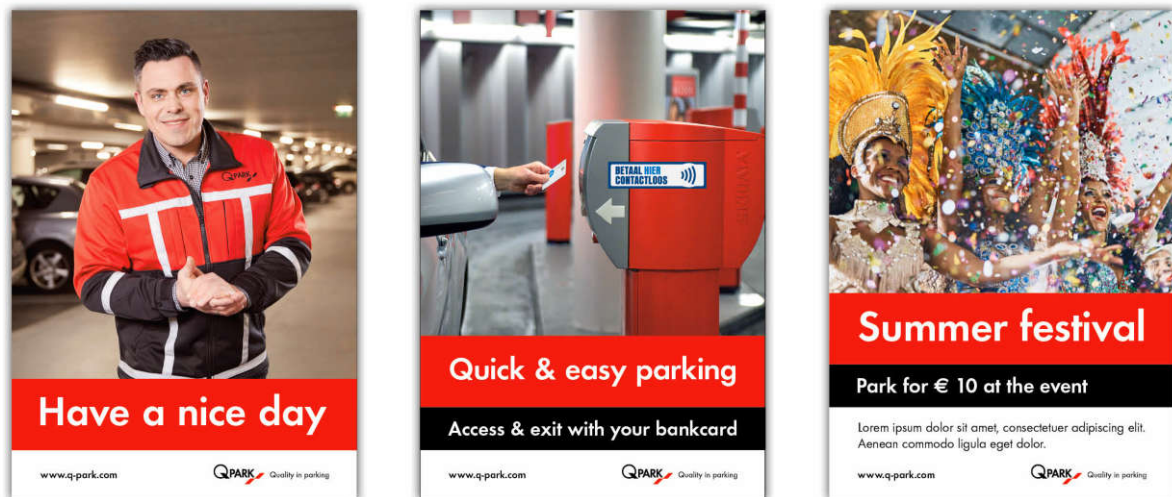


Download Adobe InDesign template Poster - red title bar

Download Adobe InDesign template Poster - red title bar - black subtitle

Download Adobe InDesign template Poster - red title bar - black subtitle - body copy

**Basic poster grid with call-to-action**

Next to the basic poster grid including three levels, we've developed grids to include co-branding and call-to-action (CTA).

Figure 56: Basic poster grid - CTA



Download template Adobe InDesign template CTA

**Basic poster grid with co-branding**

In some circumstances the Q-Park logo may be required in combination with the name or logo belonging to a commercial partner. Click here for co-branding guidelines.

Figure 57: Basic postere grid - co-branding



Figure 58: Poster example - Brand message

Figure 59: Poster example - USP message



Figure 60: Poster example - Campaign message

Figure 61: Poster example - Informative message
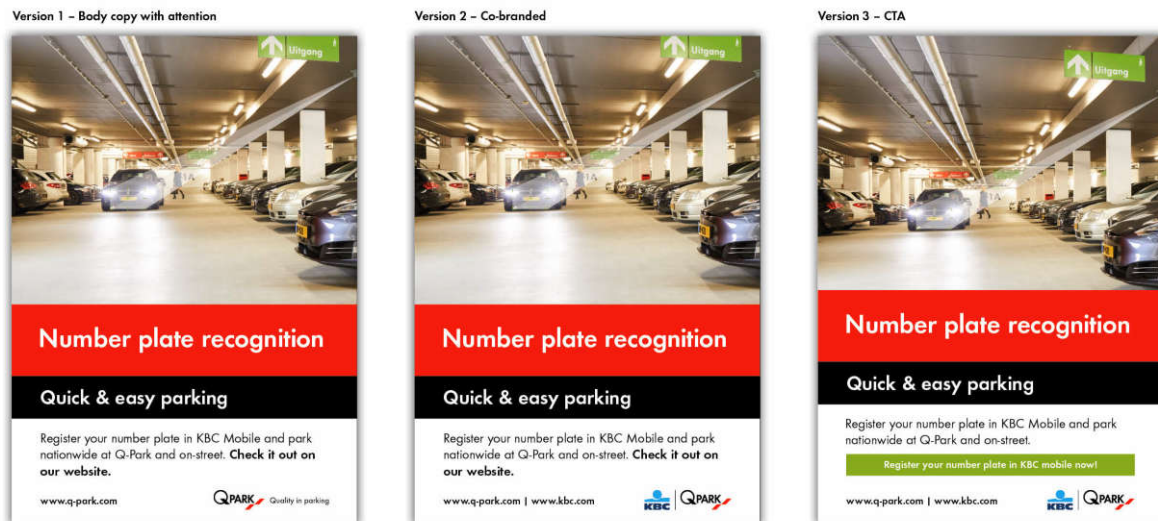


Figure 62: Poster example - Prices & Services



## Brochures and flyers

Please submit your country specific examples / best practices.

## Event material

Please submit your country specific examples / best practices.

# POS material

Please submit your country specific examples / best practices.

### Production details
Commercial campaign poster (short term); Maco Silk 200g

Commercial informative poster (long term); Polypropylene 350 micron/μm white, UV and moisture resistant

PMS display;
I     Dibond® (alternative names are Alupanel or Alubond), composite plastic core with aluminum top layer, 2 sides white RAL 9003, thickness 3mm, UV resistant
I     Fixation by Gripper / Cardholder

Figure 63: PMS display gripper / cardholder



24 mm
25 mm
75 mm
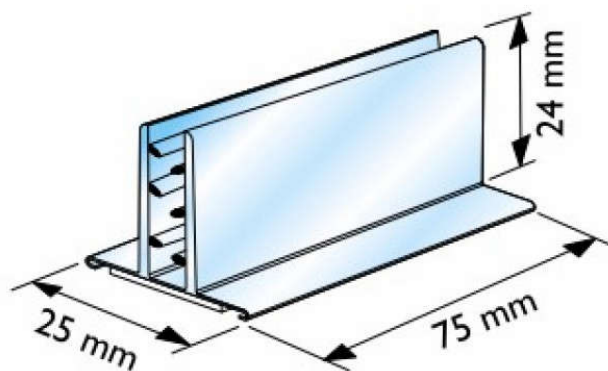
Bouwhek / et cetera

# Advertising

Please submit your country specific examples / best practices.

## Parking facilities as advertising podium
Q-Park, commercial partners and third parties may use the Q-Park parking facilities as a podium for commercial messages. This can be in many formats, for example: billboards, triangle boards, posters, product sampling, parking marked cars.

## The rules are:
I     Our brand identity and quality standard are our top priority. Additional revenue is of secondary importance.
I     Q-Park has a quality standard for advertising frames.
I     We do not want media carrier overkill, we look for the best places without hindering customers.
I     Media carriers may only be placed in pedestrian zones.
I     No advertisements are permitted at the parking facility entrances or exits.
I     We do not advertise on the access and exit barriers.
I     We do not permit posters or other expressions without frames.
I     The marketing manager of each Q-Park country bears final responsibility for the advertising project. They negotiate the contract together with the country managing director.
I     The real estate manager bears final responsibility for placing and maintaining the advertising frameworks.
I     We work with preferred suppliers and media partners on a European-wide basis.

## Other locations, special formats and concepts
Special locations such as off-airport parking, train stations (P+R), and motorway locations must be negotiated with Q-Park representatives. These projects are complex in nature due to other contractual commitments and political or environmental

regulations. Q-Park will suggest possible locations for special formats and/or spectacular concepts. These specials require negotiation and different contracts. All Brand Identity rules apply to these special formats and need to be approved by the Corporate Brand Custodian.

### Special deals, bartering and joint promotions

The Q-Park marketing manager can make special barter deals and joint promotions. These can be negotiated in the contract between Q-Park (country) and the requester. They can be used to promote Q-Park or third-party services and/or products.

### Maintenance

Q-Park strives for the highest quality. Well-designed advertising units must be maintained and kept in top condition.

**The maintenance programme should include:**

- routine maintenance activities;
- rapid response service;
- safety and preventive maintenance activities;
- inspection and quality control;
- customer service and complaint handling.

**High quality products:**

- Static as well as dynamic units must be constructed with the best-tested and most reliable parts.
- Units should be mounted into specially designed casings, in order to withstand the environmental conditions specific to parking facilities.
- Casings should be made of aluminium and be powder coated in the desired Q-Park colour.
- Toughened or layered safety glass must be used together with a high-quality, vandal-proof closing mechanism.
- To prevent breakdown and defects, technical parts must be replaced before the end of the useful life span is reached.

## WDQ campaign

WDQ stands for We Develop Quality. The WDQ expressions use the WDQ logo, and images have a red boarder at the bottom.

The aim of the WDQ campaign is to create and maintain awareness of Q-Park's PODs and POPs among public and private landlords, project developers and Q-Park employees.

You can find WDQ visuals for PowerPoint presentations and Social Media on Idefix.
Find WDQ Campaign Expertise Articles here.

### Value creation

We use brand and marketing as a tool in the overarching strategy to create value for our stakeholders:

- Meaningful brand
- Focused marketing

We want to build further on the Q-Park brand to support the acquisition and sales process:

- Acquisition process is aimed at public and private landlords: to add contracts to the portfolio.
- Sales process is aimed at commercial partners: to broaden our sales channels.

# DIGITAL GUIDELINES

**Online advertising**

**Bannering**

**Website**

**Social**

**Job advertisements**

A case study to recruit KE@Work students for two Business Intelligence projects.

Figure 64: Job advertisment - Recruitment case study 1

# TOOLS

## Social Seeder

Social Seeder is an employee advocacy and employer branding solution that gives Q-Parkers an easy way to amplify our brand's reach by sharing stories across their social networks.

Social Seeder is predominantly used to increase awareness and interest around Q-Park's Points Of Difference (PODs) and Points Of Parity (POPs) amongst the Public & Private Landlords community and their influencers. In order to spread the word, we use the social networks of all Q-Parkers and those of Managing Directors and Business Development Managers in particular.

The Social Seeder Programme supports the strategy to increase our portfolio of parking facilities.

Social Seeder, the tool, is free to use for other tactics such as;
- Optimising the interaction between your country organisation and its employees.
- Create a community to share news.
- Boost social selling.
- Attract new talent.
- Et cetera.

## Shutterstock

Shutterstock is a leading global provider of high-quality licensed images, videos, and music. Shutterstock helps inspire creative professionals by providing diverse content to businesses, marketing agencies and media organisations around the world.

Content creators contribute their work to Shutterstock, where end users buy and use it in a diverse array of creative personal and business projects. It's a two-sided marketplace that empowers the world's storytellers.

Q-Park has a team account for rights-free images only. You are invited to register and make use of this tremendous database of licensed images.

Note; our account has an active footage plan as well, **yet no** active music plan nor an editorial plan.

⊕ Check it out.

73

## PresenterMedia

PresenterMedia is a leading design service for Microsoft PowerPoint presentations.

We have a subscription allowing us to download customisable PowerPoint templates, animations, premium 3D imagery and clipart. Their animations and many of their video backgrounds have the ability to have text embedded into them.

 Check it out.

## Idefix (Q-Park drive T)

Idefix is a Q-Park drive which contains all kinds of Q-Park specific downloadable information among which;
- Real Estate drawings et cetera
- Manuals
- Icons
- Pictures
- Presentations
- Showcases
- Templates

# JARGON

| Right | Wrong | Explanation |
|---|---|---|
| ANPR | LPR | Automatic Number Plate Recognition is EU English, LPR is American |
| Motorists | Drivers | Motorists (not drivers) – we use the word motorists for our parking customers (and the word drivers to address business drivers such as capital, employees, technological advancement etc) |
| Number plate | License plate | Number plate is EU English, license plate is American |
| Parking facilities | Car parks | We allow more than cars to park at Q-Park i.e. bicycles, coaches etc |
| Parking spaces | Parking places or Parking spots | We provide parkings space(s), that's what we do (spots may be perceived as a stain, i.e. a floor has spots) |
| Programme | Program | Q-Park Programmes, such as the LED Programme, CyberSecurity Programme etc are, as always, written in British English - whereas program is American (or related to computing i.e. software program) |
| P+R | P&R | We use the plus-sign ... + ... for P+R (Park+Ride) to align with public parking signs<br><br>We use the and-sign ... & ... mostly for internal combinations (Pay & Display for example) |
| Q-Park | q-park, q-Park, Q Park | Q-Park is written with capital Q and P and a hyphen in between |
| Season tickets | Subscriptions | In EU English, a season ticket is something you go to (theatre, football, **parking**) - A subscription is something that comes to you (magazine, Netflix) |

75

# MARKETING COMMUNICATIONS CODE

Q-Park adheres to the ICC Advertising and Marketing Communications Code - a globally-applicable self-regulatory framework, developed by experts from all industry sectors worldwide. The Code is the backbone of the global advertising and marketing industry.

The Code seeks to protect consumers by clearly setting out the 'dos and don'ts' for responsible marketing to ensure legal, honest, decent and truthful communications and practices. The Code sets high standards for a full range of marketing activities, including digital marketing communications with measures to protect children and consumer privacy.

Find detailed information on the ICC Advertising and Marketing Communications Code here.

# TONE OF VOICE



## Recommendations

All Q-Park communications should be clear and concise, and easy to understand at a glance - for visuals, and on first reading for texts. Follow your country/language 'plain language' guidelines.

- **Use inclusive language** so not to offend
- **Use the active voice** to communicate in a direct, concise and dynamic tone
- **Be positive** and emphasise what **can** be done
- **Give credit** for sources and images used and respect copyright

## Writing for the digital world

Text for web pages should be brief and to the point.

- One page deals with a single topic or one specific key word
- Use maximum 200-250 words per screen, yet provide complete information
- Use short sentences but do not oversimplify

Website visitors scan rather than read.

- Structure the information using headings and subheadings
- Always mention in the 1st heading of your text the key word of the page
- Ensure that headings, paragraphs and colours are used consequentially
- Use bullets to convey information concisely

- Use FuturaTDem to emphasize (never bold)

Make the text inviting and attractive:

- Use the key word of the page in the title
  - Keep titles brief (maximum 88 characters)
  - Avoid superlatives in titles
- When placing links in text, inform visitors what they will find

## Quality check

Use this checklist before publishing or sending out anything you have written.

- Is the spelling and grammar correct, use the spelling checker but don't rely on it
- Is the text well structured and logical
- Is everything covered
- Is the content accurate
- Is the level of detail appropriate
- Is there irrelevant information that can be omitted
- Is the communication:
  - accurate
  - specific
  - concise
  - consistent
  - unbiased

# PUNCTUATION

### Type A - items as independent full sentences

The introductory sentence terminates in a colon that introduces a vertical list. Each of the items in the list is a complete sentence that stands independently, opening with an uppercase letter and concluding in a full stop.

These are the basic house rules:

- Animals are not allowed on the property.
- Vehicles must be parked in the allocated bays.
- Household refuse must be placed in the refuse yard on Monday evenings.
- Residents must not disturb the peace after 22:00.

### Type B - items as run-on, incomplete sentences

The introductory sentence terminates in a colon that introduces a vertical list. Each item is required to run on from and complete the introductory sentence. Each therefore opens with a lowercase letter and concludes in a semicolon, except for the final item.

The basic house rules require residents (whether owners or tenants):

- not to allow animals onto the property;
- to park their vehicles only in the allocated bays;
- to place their house refuse in the refuse yard on Monday evenings;
- not to disturb the peace after 22:00.

### Type C - items as single words or brief phrases (sentence fragments)

In such lists, the introductory sentence terminates in a colon and each item opens with a lowercase letter, with no end punctuation except for the final full point.

Legislation will be effective only if it is:

- reasonable
- closely monitored
- comprehensive
- strictly enforced.

Where possible, choose a system and be consistent in its usage throughout a manuscript; however, in a publication with many diverse lists it may be better to allow all three types rather than to impose an artificial uniformity. Do not allow end-punctuation systems in vertical lists inconsistently.

# PHOTOGRAPHY

## Photography for commercial purposes



**Images**

Style images: movement, dynamic, open, bright, honest, real-life

| Parking facility: clear, clean, bright, not empty.
| Persons: people preferably do not look straight into the lens but appear to be photographed 'in passing', as a reportage photography.
  | If an image of a person accompanies an article that is not about that person, then they must be unrecognisable.
  | The image may be dynamic (motion-blurred) to achieve this.
| Images of large crowds may be sharp.

**Dos**

| Place multiple images flush against one another, or with a space in between that continues logical alignment.
| Images should always be aligned.
| Images may be placed flush against (not overlap) the red bar.
| Detached images are allowed to be placed anywhere in the type area.

# Photography in parking facilities



For photos in, around or about our parking facilities we recommend working with a professional photographer. Bear in mind that the main aim of hiring a professional is to obtain visuals that can be used for as many applications as possible.

## Guidelines

### Time of visit
The most usable photos of parking facilities are made when the parking facility is in use and the majority of parking spaces are occupied.

### Checklist
In order to achieve this 'best result' it is important to fine-tune the time of visit with the photographer. Criteria for timing a photographer's visit include:

- Before the start of any refurbishment works issue the 'Before' photoshoot.
  - Make note of the exact location and camera settings so that the same shot can be taken when refurbishment is complete, thus creating a set of before and after visuals.
- Parking floors and pedestrian areas are clean and all elements function properly:
  - no dust on floors, no random litter, no litter visible in bins;
  - no broken lights;
  - no temporary signage, tape lines, loose cables, barriers or fencing, et cetera.
- Visuals are preferably taken in the direction of the traffic flow so that signage for motorists and pedestrians is visible. Try to avoid 'no entry' or other prohibition signs.
- Try to capture customer and operational activity.
- Make sure that customers and/or employees photographed give their permission to use their portraits for international communication purposes. See the suggested consent form for in- and external use in the appendix.
- A theme checklist can be downloaded.
  - It contains themes for visuals we need.
  - Approved visuals can be easily categorised for Idefix.

Note: number plates captured must be made illegible to respect privacy.

# Guidelines for photographers

### Dos and don'ts

In general, parking facilities have low ceilings which complicate the photoshoot and make shots taken with wide-angle lenses look very artificial. Consider the following when planning and taking photos in our parking facilities:

**I** We prefer photos not to be taken with a wide-angle lens so that a more realistic image is portrayed.

    **I** Vertical elements such as columns and walls must appear vertical

    **I** Photos should be taken with the lens pointing horizontal to prevent visuals appearing tilted.

**I** Overview photos should be captured with reduced depth of field (DOF) settings.

**I** Close ups, details or action photos can be captured with higher DOF settings to emphasise the theme of the visual.

**I** Be cautious when taking photos with a slow shutter speed, or long exposure, and thus creating a motion effect. Always take the same shot with a fast shutter speed, short exposure, without motion.

**I** Avoid taking high contrast shots as Q-Park wants the colours to be as realistic as possible.

Some examples to clarify our wishes: dos (**Y**), don'ts (**N**) and points for extra attention (**!**).



**N** Walls and columns are 'tilted', which looks artificial
**N** Picture taken from too high a position, lower the camera
**Y** Elements visible are good (lighting, ventilation, former colour scheme)



**Y** Walls and columns are vertical
**N** Visual has very high contrast; ceiling seems black and walls seem white
**N** Parking deck is empty
**N** Visual is shot against the traffic flow with prohibition sign visible
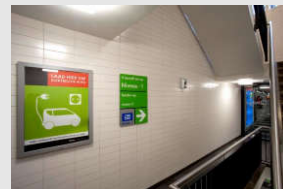


**N** Visual is shot with a wide-angle lens, which creates unrealistic ratios (A1 frame seems square)
**Y** Good example of 'house style' elements and materials in stairwell

**N** Visual is shot with a wide-angle lens, which creates unrealistic ratios
**Y** Good example of occupied parking floor
**!** Visual is shot against traffic flow, although no prohibition signs are visible



**Y** Very usable visual, showing: Occupied parking floor with cars, customer movement, colour scheme and lighting



**N** Empty parking deck --> time of visit too short after opening?
**Y** Elements visible is good (lighting, signage, colours, column free)
**N** Visual is shot against the traffic flow with prohibition sign visible.



**N** Visual is shot with a wide-angle lens, which creates unrealistic ratios
**Y** External signage is included and well visible
**Y** Elevations which show the function of the building.



**Y** Good example of DOF usage



**!** Be cautious when using slow shutter speeds for visuals, always capture same visual without movement
**N** Blue light fitting is partially defect, make sure a maintenance check-up is done prior to photoshoot

**N** Wide-angle lens creates unrealistic ratio of blue P-sign on the corner
**N** Light fitting in staircase level 1 is defect and should have been repaired prior to photoshoot
**Y** Visual taken by night time to emphasise entrance

**Capturing the Q-Park themes**

When a photographer is commissioned to make visuals of a parking facility, please ensure that all themes are captured. The themes concur with IDEFIX directories.

- Members of the Real Estate Project Team who were involved during construction and/or renovation are familiar with the site and may have relevant information about points of attention.
- Marketing managers should be contacted prior to the photoshoot.

**Building structure**

- The physical structure of the building should be captured (e.g. concrete or steel columns, beams, floor slabs) .
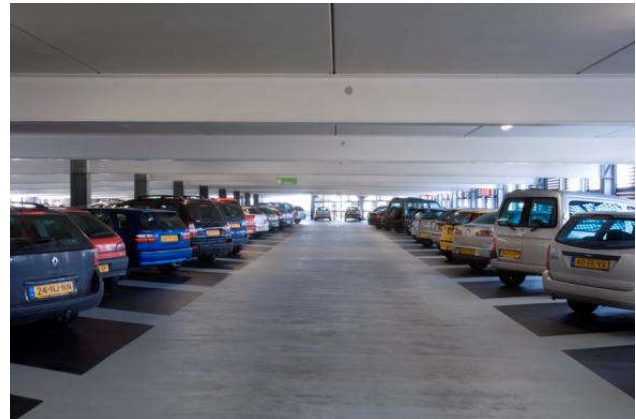
### Entrance – Motorists

❙    Directional signage (street signage/PRIS) and house style portals or gantry signs at the parking facility entrance.





### Entrance - Pedestrians

❙    Show all car park access options. Include house style signage directing customers towards these entrances (e.g. stairs, lifts, escalators).

### External design

▮    The parking facility exterior in its surroundings is often an architectural challenge and makes good publicity material.





### House style examples

▮    Typical house style elements are highly appreciated. They should be captured on the visuals (in overviews with their surroundings as well as in close up photos).

## Mechanical and electrical (M&E) systems

These visuals are useful to help describe the M&E requirements in parking facilities.

## Internal Design - Motorists

Overviews and details of signage, floor coating and parking deck(s).
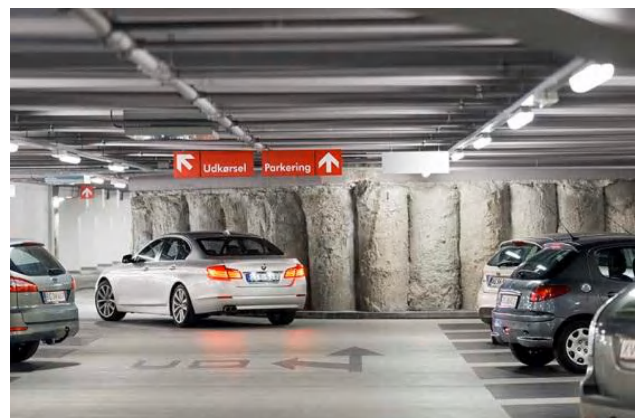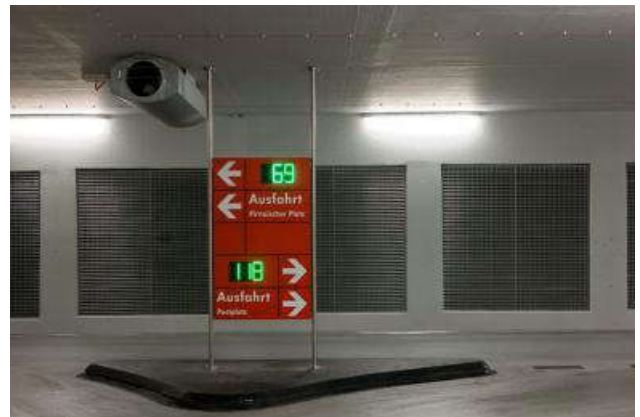
### Internal Design - Pedestrians

I    The way pedestrian entrances are designed (and indicated) is very important as each solution is designed per project, but within our house style.
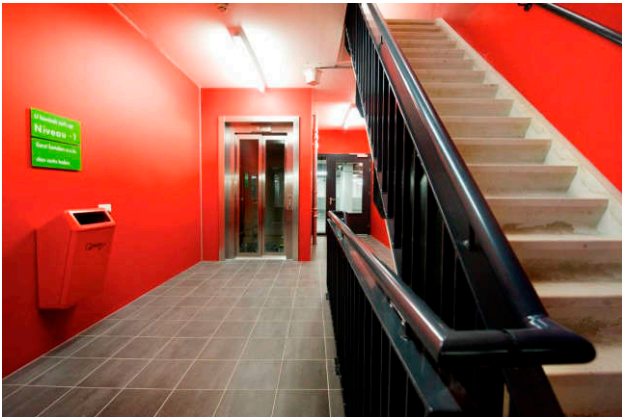
I    Include visuals of the main entrance and access to other floors, such as lifts, stairs and escalators. Be sure to capture the design, signage and materials used too. Customer activity in these areas is very much appreciated.

Lodge and hosts
l    The lodge areas are always typical and should reflect our customer friendly approach.
l    Interaction between customers and Parking Hosts (in Q-Park clothing) are highly appreciated.
l    Q-Park service teams (in Q-Park clothing) in action are important to capture.





**Parking equipment**
l    As part of the house style and to stand out in its surroundings, our parking equipment is red.
l    A great deal of effort is put into the positioning of the equipment and how it is integrated into the structure.
l    Access and exit barriers, pay stations and entrance door readers should all be photographed showing their surroundings.

## People

| In addition to visuals of parking customers we also require pictures of people in the vicinity of the parking facility (e.g. people in shopping centres, offices, hospitals, using public transport, et cetera). This is an excellent way to visualise activity in and around the parking facility .

## Services

| The services we offer vary from friendly on-site employees, toilets, AEDs, umbrellas, jump leads, car valeting, electric vehicle charging points, cleaning, payment options, to support from the QCR. It is important to capture the services available.
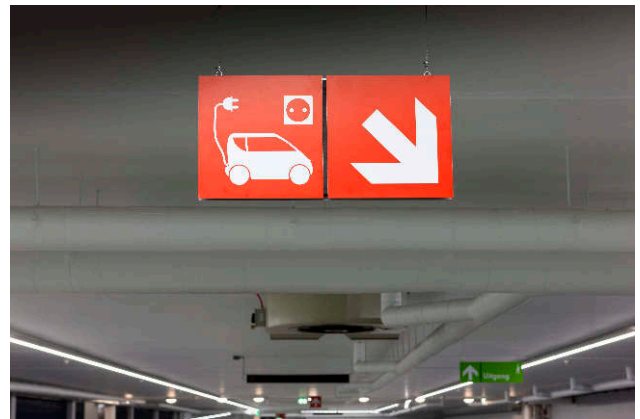
| Recognisable Q-Park fleet is also a relevant part of our services.





## Special features

| Some parking facilities have architectural features, archaeological excavations, green walls or extraordinary elements, capture them as they are highly appreciated by Business Development and other commercial activities.
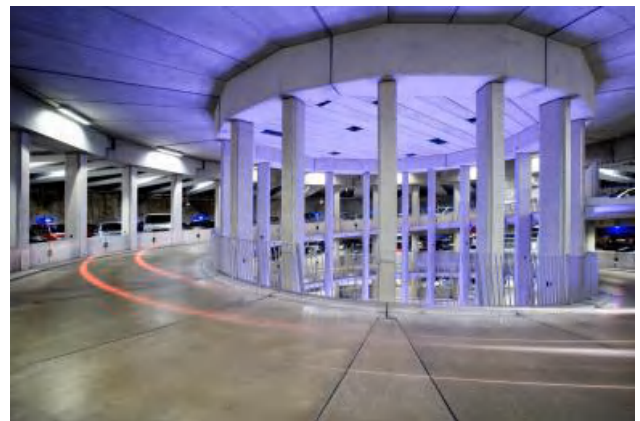
### Surrounding area

❚    The surrounding area is as important as the parking facility itself. Squares on top of underground parking facilities, shopping centres, special points of interest or attractions to visit in the vicinity are to be included in the photoshoot.





### Traffic signs (country specific)

❚    Specific on-street signage should be captured too, for example showing parking routes and/or numbers of vacant parking spaces.

Other themes to consider:
❚    Communication tools
❚    CSR events and activities
❚    Pricing strategies
❚    Promotional activities
❚    Training

## Photos on IDEFIX

As we share many visuals and icons on IDEFIX, naming conventions have been defined.

### IDEFIX naming conventions

Photographers should submit visuals with file names in accordance with the following naming conventions. The file name consists of 6 parts, for example, photo number 001 from IDEFIX is used:
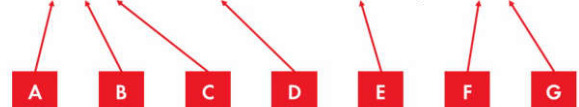




❚    **A:** Assign a sequence number starting with 001. The IDEFIX team will finalise these sequence numbers after approval
❚    **B:** Separate the sequence number from the next part of the name with an underscore '_'

I **C:** Country abbreviation according to international standard (use EU for general purpose visuals and those not related to a specific country)

I **D:** Name of the city where the photo was taken, in English

I **E:** Name of the parking facility, location or other POI where the photo was taken

I **F:** Separate descriptive photo name from the suffix with an underscore '_'

I **G**: Add the resolution code

　I lr = low res

　I lr (hra) = low res, high res available

　I hr = high res

Name elements C, D, E and F are joined by a hyphen.

If more information is required, another suffix can be added to part E. As an example, 'before' and 'after' was added to the location/POI part of the name. Use the same principle for 'day' and 'night' photos taken from the same location. Note also that the numbers of these visuals must be incremental (+1) so that these are located next to each other in the database.

### File types and quality

All visuals are to be provided as .JPG files. This is a uniform file type and is usable on all types of computer systems and programs. When using compression utilities to transform file types to JPG, the quality loss is negligible and still reduces the file size.

When saving files, remember that for print work (see "high resolution visuals") the image option quality should be at least 8 when saving JPG files with e.g. Adobe Photoshop.

## Photo resolution

In the naming conventions section, a distinction is made between low resolution (lr) and high resolution (hr).

### Low resolution (lr)

Photos with this resolution can be used for PowerPoint presentations, memo's and reports. The minimum quality is specified as follows:

I Resolution 1024 x 768

I Quality 72 dpi

I Colour settings sRGB IEC61966-2.1

　I sRGB has a small colour range which is a safe standard to work with as most systems recognise this colour range
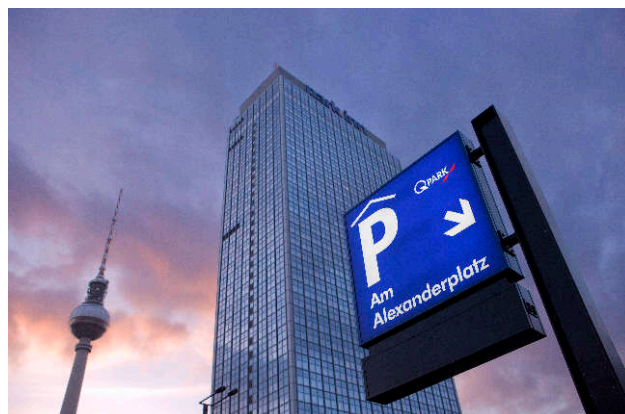


### High resolution (hr)

High resolution photos can be used for print work of corporate reports, posters and other marketing collateral. The minimum quality is specified as follows:

I Quality 300 dpi

I Colour settings Adobe RGB

I Adobe RGB has a much higher colour range than sRGB, so there is less risk of quality loss

**File properties**
Additional information about the photo should be added to the Properties --> details section:

- Author = name of photographer
- Description = e.g. location in parking facility
- Tags
- Copyright status:
    - Is there copyright?
    - Who owns the rights?
    - What has been agreed upon with the photographer!

## Rights and consent

**Photography rights**
Agreements with photographers must be worded to ensure that Q-Park has unlimited use of any photographs uploaded to Idefix and that Q-Park owns international copyright to these images. If formal arrangements need to be made, make them in line with international standards. The arrangements agreed must be signed and documented.

**Persons consent**
All employees and members of the public captured (recognisable) on the visuals must give their consent to be photographed and must sign the appropriate consent form indicating their approval and allowing Q-Park to use these visuals for in- and external international commercial purposes.

Consent form must be completed and signed before the photoshoot is completed.

**Photo disclaimer**
It is advisable to include a photo disclaimer on the website (or other public usage of the visual) as most visuals are primarily taken in public places.

If Q-Park does not own the copyright to a photo used on the website or in another publication the photographer who owns the copyright must always be credited.

**Consent form employees**
Please adapt/adopt the copy according to country specific needs and place it in a relevant Q-Park template.

**Concept text**
Subject: Consent to use portrait visuals

Dear colleague,

Q-Park likes to use visuals of employees, taken while working for Q-Park, in its promotional material.

By means of this agreement, we are asking you to explicitly give your consent for this. If you agree to the conditions stated in this letter, we kindly request you to enter your details and sign the letter for approval, and then to return it to the Marketing Department. Remember to keep a copy for yourself.

Q-Park <The Netherlands>, with offices at <address, postal code and city>, further referred to as 'Q-Park', and <first and last name>, further referred to as 'employee' agree the following:

Employee consents to the agreed pose category and/or working environment:
▌    Yes/No: Portrait
▌    Yes/No: Working environment (office and/or Q-Park Control Room)
▌    Yes/No: Parking facility

Employee contact details:
▌    Location (office/parking/other):
▌    Position within Q-Park
▌    Q-Park telephone number
▌    Q-Park e-mail address

Parties have agreed as follows:
**Clause 1**
Employee agrees that the visuals may be used for Q-Park's promotional purposes in material such as, but not limited to, internal communications, intranet, Q-Park website, and external communication means

such as posters, flyers, stock images etc. For its own promotional purposes, Q-Park is permitted to share visuals of the employee with third parties.

**Clause 2**
Q-Park is expressly forbidden to use, or have used, visuals, or parts thereof, for creating images that detract from the original subject or design of the assignment, or that may cause damage to the intentions, integrity and/or privacy of the employee or Q-Park.

**Clause 3**
Q-Park will not divulge information to third parties that may infringe the employee's privacy, such as personal details, unless the employee has given prior consent to do so.

We trust we have set out our agreements clearly. Should you have any questions concerning this agreement, please contact the Marketing Department.

Kind regards,
<Q-Park company name>
<Name of Marketing Manager>

Signature:
Date:

<Employee name>
<Employee position>

Signature:
Date:

**Consent form text for the public**
Please adapt/adopt the copy according to country specific needs and place it in a relevant Q-Park template.

**Concept text**
**Thank you for participating in our photo shoot.**

We kindly request you to enter your name and contact details and sign this consent form. By doing this you

agree that we may use the photos on our website or in other expressions and marketing materials. Thank you for your cooperation.

**Model contract Q-Park <county>**

**Contact details Q-Park:**

Organisation / contracting party:
Q-Park contact person:

Photographer:

Advertising agency:
Contact person:
Telephone:
E-mail:

**Contact details of person portrayed:**

Name:
Address:
Postcode:
Town:
Telephone:
E-mail:
Bank account number (IBAN):

The person portrayed waives any portrait rights as stated in <country copyright law>. Q-Park <country company name> pays a one-off fee of € xxx for these rights.

The person portrayed expressly consents to Q-Park's unlimited use of his/her photographs in public places including but not limited to: Q-Park websites, communications via social media and other means.

**Signatures**

Q-Park representative

Signature:

Date:

Person portrayed (or legal representative if under 18)

Signature:

Date:

# APPENDICES

## Brand Identity don'ts

**Logo don'ts**
Only use the logo as downloaded, never attempt to change it in any way.

The following logo examples may look okay to the untrained eye, but these are wrong because:
- In the black example, the 'angled parking spaces' are disconnected.
- The logo may not be monochrome grey, and the Q is too small.
- In the red example, the 'angled parking spaces' must be black.

> The black logo on a red background is only permitted for company clothing and litter bins in parking facilities.

These logo's with pay-off are wrong because:
- In the left-hand example, the pay-off is not aligned properly.
- In the right-hand example, the pay-off is translated.

> Translating the pay-off 'Quality in parking' is not allowed.

Figure 65: Logo don'ts

The following logo-name variants are wrong because:

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

I    We do not add country names to the logo.

I    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.

I    Don't place images and logos randomly in every empty (white) space. White space is one of the Q-Park Brand Identity elements!

I    Don't frame an image (nor use borders).

## Brand Points

### 2020 / 2021

### Q-Park Brand Points – February

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

I    I    P+R (not P&R) – we use the plus-sign … + … for P+R (Park+Ride) to align with public parking signs.

I    (We use the and-sign … & … mostly for internal combinations (Pay & Display for example)).

**Visual don'ts**

I    Don't overlap images.

I    Don't use image collages.

I    Don't skew images.

I    Don't use duotones.

I    Don't use irrelevant images to fill in space.

Figure 66: Logo and pay-off don'ts

**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
- Please share with business relationships, family and friends as you see fit – every unique click means we donate EUR 10 to Cordaid
- **Q-Park PowerPoint 2021** (template updated with 2021 in the footer)
  - The rest is identical to the April 2020 template
    - No Q-Park logo in the top-right corner – i.e. more space for headers
    - No grey bar at the bottom (upon request)
  - If you wish to change the Title slide visual, click on the visual, delete and replace it, then select the Layout Title slide*
    - Approved visuals of can be found on Idefix/Pictures and Idefix/We Develop Quality
    - Approved visuals may be created from Shutterstock (we have an account)
  - When adding a new slide, select one of the pre-defined layouts which fits your needs
    - *Select Home / Layout … or … Right-mouse-click and select Layout
    - The layout 'Image bleed' allows for a more 'dramatic / visual story' effect

**Q-Park Jargon**

- Programme (not Program)
  - Q-Park Programmes such as the LED Programme, CyberSecurity Programme etc are written in British English
  - Program is American English or used for software only (i.e. software program)
- Parking facility - we prefer to talk about parking facilities (not car parks) as we allow for more than cars to park at Q-Park i.e. bicycles, coaches etc

## Q-Park Brand Points – November

**Q-Park Colours**
- Some of us just need more colour than the standard Q-Park Red, Black & White
- A Q-Park Charts & Graphs Colour Exercise, can be found on Idefix
- **Q-Park Expertise** (available online and in pdf)
  - Showcases & Articles - Q-Park has a vast amount of information available;
    - Showcases highlight specific features which make Q-Park … Q-Park
    - Articles highlight our expertise on a variety of parking related topics
  - Information Platform
    - You and any other interested party are invited to register for our Information Platform
    - I solicit your input on topics for which a showcase or article should be created
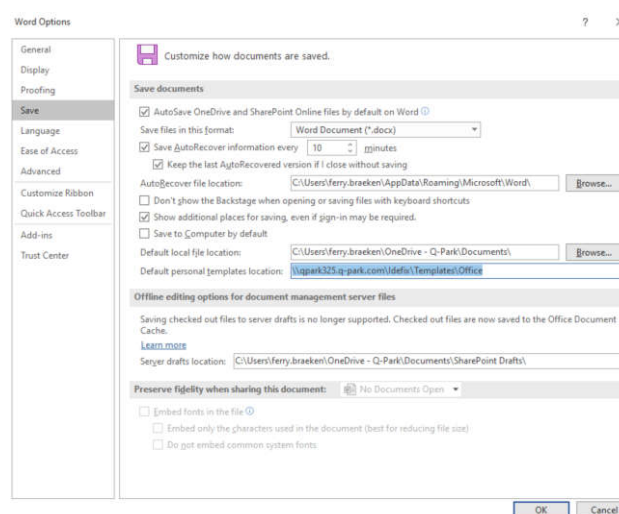
**Q-Park Jargon**
- Motorists (not drivers) – we use the word motorists for our parking customers (and the word drivers to address business drivers such as capital, employees, technological advancement)
- Parking spaces (not places, spots, …) – we provide space, that's what we do (spots may be perceived as a stain, i.e. a floor has spots)

**❙** **Q-Park Collateral**: Q-Park branded face-masks are available

### Q-Park Brand Points – October
Did you know that:
**❙** **Q-Park Brand** is a masculine brand – based on its colours and shapes
- **❙** Q-Park logo has 3 distinct angled parking spaces in its logo – 2 at the end, 1 in the Q
- **❙** Q-Park is written with a capital Q and P with a hyphen in between (not q-Park, Q-park, Q Park, etc)
- **❙** Use white text on red (not black, that doesn't work for the colourblind)

**❙** **Q-Park Presentation** contents and tools are available:
- **❙** Q-Park Slide Deck can be found on Idefix, this is a 'deck', not a presentation
  - **❙** Please select and adapt as you see fit- Information and/or references can be found in the speaker notes
  - **❙** This is never finished, if you have needs, please contact undersigned
- **❙** Q-Park has a Shutterstock and a PresenterMedia account [2]

**❙** **Q-Park Jargon** – Season tickets (not subscriptions)
- **❙** This is a tough one as in most languages 'abonnement' works fine – not in Queens English
  - **❙** A subscription is something that comes to you (a magazine, newspaper, etc)
  - **❙** A season ticket is something you go to (football, theatre, parking)

**❙** **Q-Park Templates** (Excel, Word & PowerPoint) are available:
- **❙** On Idefix
- **❙** Or get them automatically by inserting a link in your personal templates location
  - **❙** In PowerPoint, go to File / Options / Save / Default personal templates location:
  - **❙** Insert the link: \\qpark325.q-park.com\IDEFIX\Templates\Office

**❙** In PowerPoint, select New … go to the tab **Personal** … and you'll find the Q-Park template

**❙** Once you've selected this template it will be pinned for future selection





### Q-Park Brand Points – September
Did you know that:
**❙** The Q-Park trade name was valued at EUR 65.9 million in 2019 (yes, our brand is an asset).
**❙** Approved Q-Park items can be found on the Idefix drive (T drive), including icons and pictures.
**❙** There is a Q-Park Brand Identity Manual. Please share with partners when needed.

I    If you like to have a Q-Park A5 Notepad and/or a Q-Parker Pen – just ask.

### Q-Park Brand Points – Rational
You may know the expression: There's an R in the month (indicating that the weather is getting colder and the days shorter). So I thought, why not put a bit of fun/focus on the Q-Park Brand when there is a B in the month. Sure enough, the Q-Park Brand is always important but sometimes it gets on the back burner. In other words, you may expect Q-Park Brand Points in September, October, November, December and February.

### Q-Park Brand Points – Support
Regardless which time or day, you may contact me regarding any Q-Park Brand Point you may have. I'm happy to assist and/or optimise in any way possible.

# Press / Media protocol

## Introduction
This protocol outlines the governing of all external communication, and all proactive and reactive engagements with members of the media. All third party interaction, related to external communication, is part of this protocol too.
I    Proactive: (including but not limited to) news items, press releases, social media messages.
I    Reactive: (including but not limited to) quotes, statements, responses, inquiries, interview requests.

A clear and consistent positioning of Q-Park as a company and brand is essential to our business. Therefore, it is vital that Q-Park speaks with one voice and that all media interactions, whether verbal or in writing, whether online, offline or for broadcast are **cleared** and in line with Q-Park's pre agreed messaging.

In order to guarantee consistency of messaging throughout the group, all those who act on behalf of Q-Park should check and consult Brand, Communications & CSR at corporate headquarters first, before engaging with any external communication, media outlet or journalist.

## Scope of protocol
The protocol applies to all media messaging and materials, which include but are not limited to (i) press releases, (ii) news items, blogs, white papers and opinion pieces; (iii) media interviews for/in any publication; (iv) media requests for commentary, media quotes and statements; (v) media background calls/off-the-record engagements; (vi) media engagements and speaker opportunities at external events; (vii) paid for advertorials and (viii) social media posts.

To be sure, the following messages are exempt for clearence:
I    Promotional (i.e. pre-booking campaign, app campaign, …)
I    Operational (i.e. road is closed, parking decks are closed for renovation, …)

### Handling media enquiries
Any incoming media enquiries concerning the reserved issues can simply be passed on to Q-Park corporate headquarters by using the following guideline.

Basic guidelines for dealing with incoming media enquiries
Those who act as spokesperson on behalf of Q-Park should only comment directly to questions from media if the enquiry does (i) not concern a reserved issue and (ii) they are 100% sure of the answer. When in doubt, please use the following statement:

# "I am not able to answer your question at this time. However, I have taken note of

# your enquiry and will get back to you on this as soon as possible."

In all such circumstances, please use the following basic guidelines:

1. Never speculate, never immediately confirm/ deny or provide additional commentary
2. Take notes of their questions, publication window and contact details
3. Use the call to gather information on what they seem to know and what their sources are
4. Mention that he/she will be called back if applicable/as soon as possible
5. Consult Brand, Communications & CSR for guidance and alignment on appropriate follow-up

**Clearance of media messaging and materials**
Prepared media messaging and materials are to be **cleared** by Brand, Communications & CSR at Q-Park corporate headquarters in advance. Please use **sacha.oerlemans@q-park.com** to inform the team in a timely manner and accompanied by a basic English translation.

Please bear in mind that the team may require up to a maximum of 48 hours to respond with feedback, unless otherwise agreed. For media enquiries urgent requests, please indicate why the request is urgent so the team can take this into account and/or reach out to the team directly at **+31 627 830 359**.

When in doubt, please do reach out to Brand, Communications & CSR for advice and guidance on the matter. It is always better to be safe than sorry.

Basic procedure for clearance of media responses, outings and materials
Please apply the basic following steps:

1. Send a brief description of the media issue/case at hand and envisaged window, your suggested approach and messaging as well as any related draft PR materials to **sacha.oerlemans@q-park.com** (if required add a basic English translation).
2. Where appropriate jointly discuss, review and/or align approach, messaging and materials
3. Process guidance and/or feedback (if any) from Brand, Communications & CSR for final clearance
4. Apply cleared approach, messaging and materials whether for reactive or proactive media purposes
5. Keep track of publications, share media coverage and feedback with Brand, Communications & CSR

Prepared media messaging and materials should typically be assessed against criteria, such as (i) whether or not it relates to a reserved issue; (ii), impact on corporate reputation; (iii) any business and commercial sensitivities, (iv) any financial, operational risk and/or cybersecurity sensitivities, (v) insider trading and information liabilities (e.g. forward looking statements); (vi) overall alignment with key messaging; and (vii) general quality of approach and materials.

**Reserved issues**
Q-Park has identified several topics which have been classified as *reserved issues.* Media engagement with regard to these reserved issues should typically reside with Q-Park corporate headquarters, but may - where appropriate - be (partly) delegated to local teams or certain individuals within Q-Park.

Our reserved issues list includes the following topics: (i) corporate strategy; (ii) mergers & acquisitions (iii) financial results; (iv) capital position and liquidity related matters; (v) shareholder, board and governance related issues, (vi), health and safety related issues, and (vii) cybersecurity and datasecurity related issues.

# GLOSSARY

**AI**
Adobe Illustrator

**BCE**
Before (the) Common Era

**Branding (origin)**
The practice of branding is thought to have begun with the ancient Egyptians, who were known to have engaged in livestock branding as early as 2,700 BCE. Branding was used to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron.
Source: https://en.wikipedia.org/wiki/Brand

**Branding (today)**
In the modern era, the concept of branding has expanded to include the marketing and communication methods that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers. The key components that form a brand's toolbox include a brand's identity, brand communication (such as by logos and trademarks), brand awareness, brand loyalty, and various branding (brand management) strategies.[6] Many companies believe that there is often little to differentiate between several types of products in the 21st century, and therefore branding is one of a few remaining forms of product differentiation
Source: https://en.wikipedia.org/wiki/Brand

**CCPD**
Corporate Car Park Design

**CGS**
Customer Guidance System: the signage used in parking facilities, mostly red and green.

**CMYK**
The CMYK colour model is a subtractive colour model, based on the CMY colour model. It is used in colour printing, and is also used to describe the printing process itself. CMYK refers to the four ink plates used in some colour printing: cyan, magenta, yellow, and key (black). (Source: Wikipedia)

**CTA**
Call-To-Action

**DOF**
Depth Of Field - in guidelines for photography

**EPA**
European Parking Association

**ESPA**
European Standard Parking Award

**EU English**
EU English is used to refer to a particular variety of the English language involving both EU terminology and a number of other EU-specific lexical, grammatical and discourse features. Since the EU is involved in all walks of social, political and cultural life, EU English features characteristics of political, legal, business, and even academic discourse, thus mirroring the different functions and multiple activities of the European Union as a cultural, political and historical reality.

**Idefix**
Central T drive where manuals, approved visuals, templates etc. can be found.

**ISO**
international Standards Organisation

**PNG**
Portable Graphics Format

**PODs**
Points Of Difference

**POIs**
Points Of Interest

**POPs**
Points Of Parity

**PRIS**
Parking Route Information System

**RGB**
The RGB colour model is an additive colour model in
which red, green, and blue light are added together
in various ways to reproduce a broad array of colours.
The name of the model comes from the initials of the
three additive primary colours, red, green, and blue.
(Source: Wikipedia)

**SMP**
Sustainable Mobility Partner (a strategic programme to
support cities with their mobility plans)

**SVG**
Scalable Vector Graphics

**TOMA**
Top Of Mind Awareness

**VMS**
Variable Message Signs

**WDQ**
We Develop Quality

**Q**PARK  Quality in parking

Q-Park BV
PO Box 1166
6201 BD Maastricht
T +31 433 297 171
F +31 433 297 172
I www.q-park.com