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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).

- Sitecore for country websites.
- 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

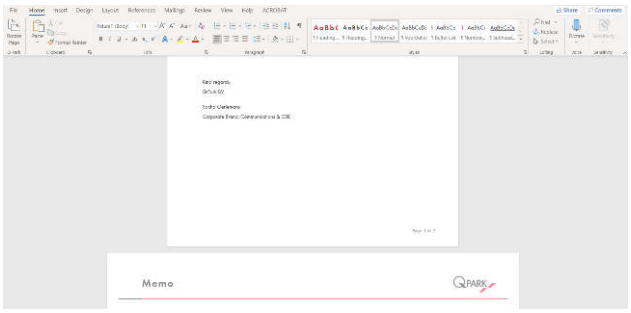
All Q-Park digital stationary is available to you by means of MS Office templates. When you create a new document, select one of the templates from the templates library.

- To create your document in Q-Park house style, simply use the styles, heading and paragraph definitions available to you.
- 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,

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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.