CONTENTS

BRAND IDENTITY 5

VISUAL IDENTITY 6
I Logo 6
I Colour 13
I Typography 20
I Icons 22
I Programme logos 23

REAL ESTATE 24
I House style characteristics 24
I Customer Guiding System 32
I Partnership signage 46
I EV charging 51
I A1 frames 54

STATIONARY 56
I Digital stationary 56
I Printed stationary 58

COMMUNICATIONS 63
I Tangible guidelines 63
I Digital guidelines 71
I Tools 73
I Jargon 75
I Marketing Communications Code 76
I Tone of voice 77
I Punctuation 78

PHOTOGRAPHY 79

APPENDICES 98

GLOSSARY 104

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

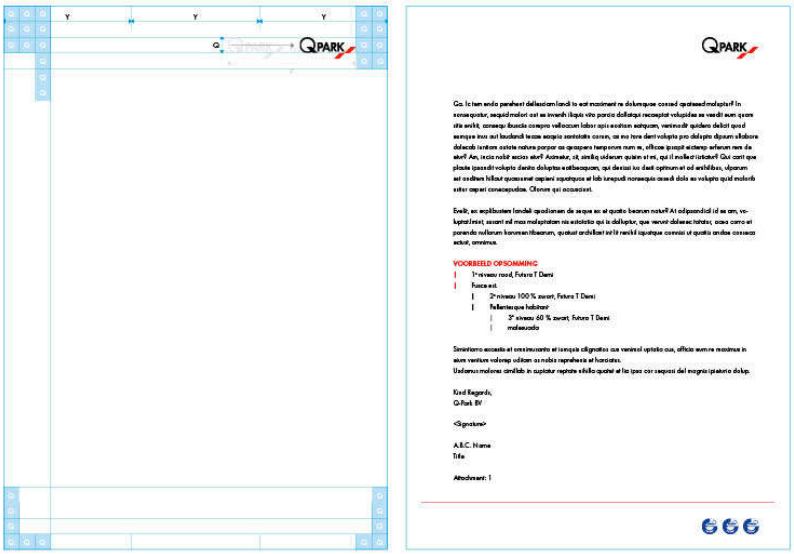
With compliments card

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

