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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

- I Our name, logo, colours, shapes and other visual elements in our parking facilities, services and promotions
- I Our language in communications
- I How we interact with customers
- I Our international consistency, in both tangible and digital materials
- I **Brand image** is the actual result of these efforts
- I **Brand equity** is the measurable totality of a brand's worth
 - I 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.

- I Q-Park's Brand Toolbox and Marketing Methods help Q-Park to distinguish itself from competitors.
- I 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

- I Contact Corporate Brand & Communications
 - I If you have questions, suggestions and/or additional requirements
 - I When you wish to develop something new
 - I If you wish to adapt something that already exists
- I Direct downloadable items are clearly indicated
- I Indirect downloadable items are clearly indicated (and can be found in Idefix)
- I 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.