
CONTENTS

BRAND IDENTITY	5
VISUAL IDENTITY	6
Logo	6
Colour	13
Typography	20
Icons	22
Programme logos	23
REAL ESTATE	24
House style characteristics	24
Customer Guiding System	32
Partnership signage	46
EV charging	51
A1 frames	54
STATIONARY	56
Digital stationary	56
Printed stationary	58
COMMUNICATIONS	63
Tangible guidelines	63
Digital guidelines	71
Tools	73
Jargon	75
Marketing Communications Code	76
Tone of voice	77
Punctuation	78
PHOTOGRAPHY	79
APPENDICES	98
GLOSSARY	104

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.](#)