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

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