CONTENTS

COMMUNICATIONS

TANGIBLE GUIDELINES

Commercial posters

In graphic design a grid is a structure that consists of a series of guide lines which are used to structure the content. The grid provides a frame on which the designer can place the graphic elements (images, letters, paragraphs) in an easy to process and well-thought-out manner.

For poster design we have developed a grid in which messages can be placed at various levels. We have developed several basic grids for communicating various different types of messages.

Here we make a distinction in brand, USP, campaign, information and pricing,

Basic poster grid - three levels
We have defined three levels for posters:
▌   main message only

▌   main message with subheading
▌   main message with subheading and body copy for extra information

> The size of the main visual is at least half of the poster height.
>
> I.e. the three levels of information are never more than half of the poster height.

Figure 54: Basic poster grid

Variable free space

The minimum height for an image = $\frac{1}{2}$ of a poster

The maximum height for an image

Always the same empty space to the sender bar (free space = 1 x Q)
Fixed footer always used the same way (2 $\frac{1}{2}$ x Q)
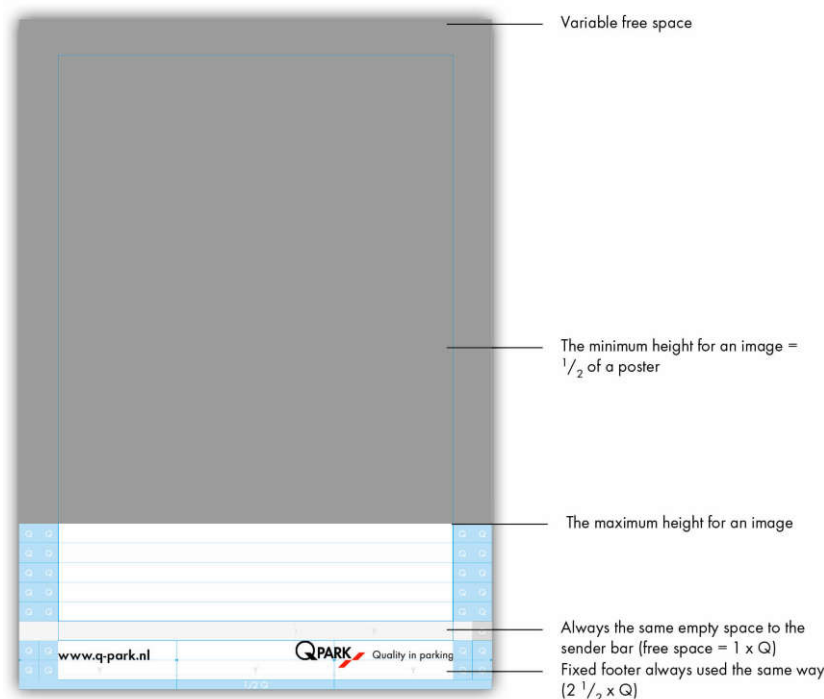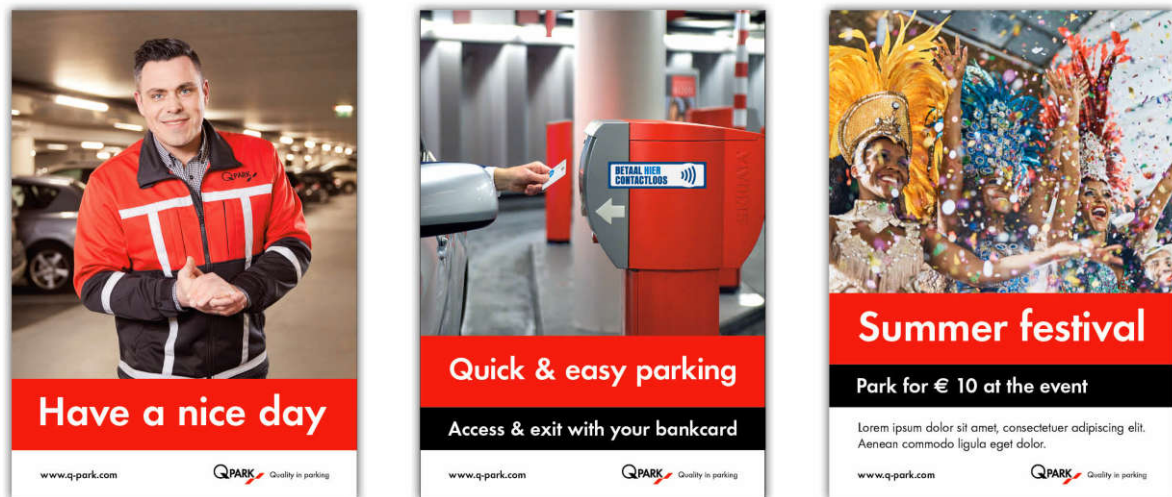
www.q-park.nl   QPARK Quality in parking

Figure 55: Basic poster grid - three levels

Download Adobe InDesign template Poster - red title bar

Download Adobe InDesign template Poster - red title bar - black subtitle

Download Adobe InDesign template Poster - red title bar - black subtitle - body copy

Basic poster grid with call-to-action

Next to the basic poster grid including three levels, we've developed grids to include co-branding and call-to-action (CTA).

Figure 56: Basic poster grid - CTA

Download template Adobe InDesign template CTA

Basic poster grid with co-branding

In some circumstances the Q-Park logo may be required in combination with the name or logo belonging to a commercial partner. Click here for co-branding guidelines.

Figure 57: Basic postere grid - co-branding

Figure 58: Poster example - Brand message

Figure 59: Poster example - USP message

Figure 60: Poster example - Campaign message
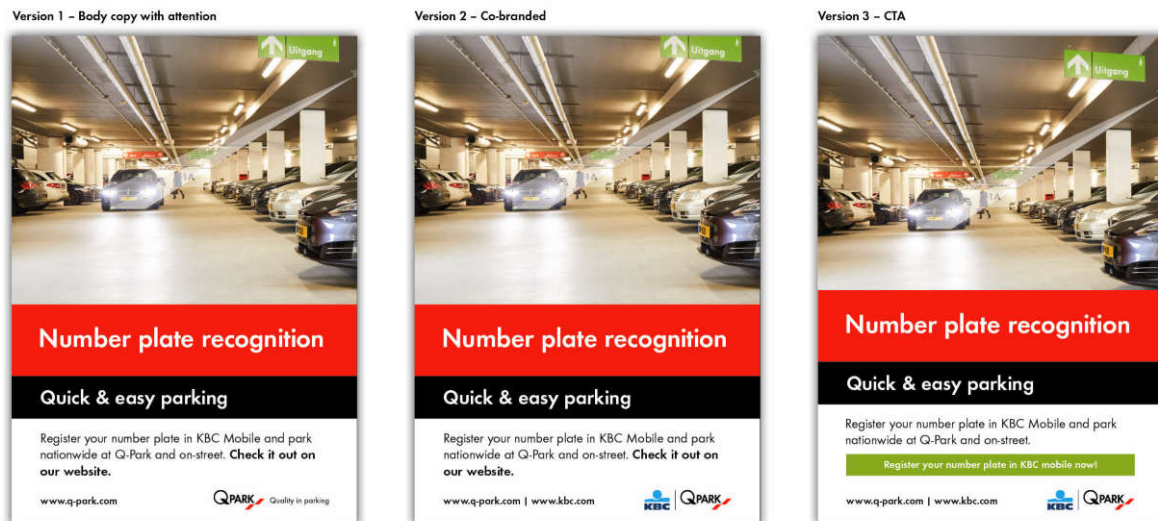
Figure 61: Poster example - Informative message

Figure 62: Poster example - Prices & Services

Brochures and flyers

Please submit your country specific examples / best practices.

Event material

Please submit your country specific examples / best practices.