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The following logo-name variants are wrong because:

- I We do not change or bastardise the company name or logo in any way.

- I We do not add country names to the logo.
- I We do not add company names to the logo.

Figure 67: Logo and naming don'ts

QKEY

QPARK FRANCE

QPARK
COMPANY

No deviations of any kind from or changes to the logo or its use in combinations are permitted.

The logo is never displayed with or incorporated into any other image or text in altered form.

In the event of acquisitions, mergers and other forms of participation, the Q-Park brand will be introduced throughout all aspects of the business concerned.

- I Don't place images and logos randomly in every empty (white) space. White space is one of the Q-Park Brand Identity elements!
- I Don't frame an image (nor use borders).

Brand Points

2020 / 2021

Q-Park Brand Points – February

- I **Q-Park Wallpapers:** just a gimmick, wallpapers are available for your mobile phone

Q-Park Jargon

- I P+R (not P&R) – we use the plus-sign ... + ... for P+R (Park+Ride) to align with public parking signs.
- I (We use the and-sign ... & ... mostly for internal combinations (Pay & Display for example)).

Visual don'ts

- I Don't overlap images.
- I Don't use image collages.
- I Don't skew images.
- I Don't use duotones.
- I Don't use irrelevant images to fill in space.

Figure 66: Logo and pay-off don'ts

QPARK
Quality in parking

QPARK
Parken mit Qualität