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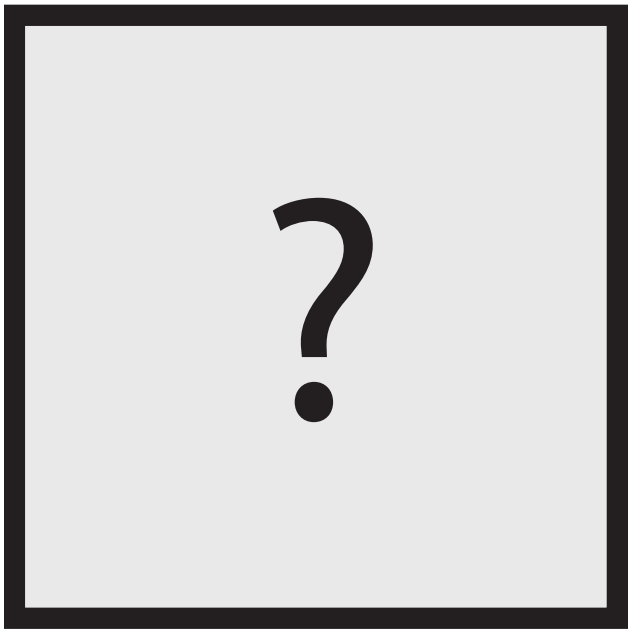
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Logo with pay-off

The logo may be combined with Q-Park's pay-off 'Quality in parking'. The size and position of the pay-off with logo is fixed. Only in highly exceptional circumstances may the pay-off be placed under the logo, for example if it is not possible to place the pay-off to the right of the logo in the correct position.

The preferred position of the logo with pay-off in all executions is at the bottom right of the page.

Download Q-Park logo with pay-off

Figure 6: Logo with pay-off



Safe zone

Q-Park sells space and space is part of the Q-Park Brand. It is vital to place the logo in its own space without adding other graphic elements. To help you get this right, we have defined the minimum space to surround the logo, we call this the safe zone. It gives the Q-Park logo the space it deserves to convey our easily recognised quality image.

You may not place other graphic elements in the Q-Park logo safe zone.

To calculate the minimum free space surrounding the logo, take the height of one of the illustrative angled parking spaces, = x as shown in figure 2 and add this free space to all sides of the logo. This safe zone is always in proportion to the size of the logo, however large or small.

Figure 7: Safe zone around logo with pay-off



Use of colour

For wide-ranging applicability, clarity and strength, the use of colour in the basic logo is restricted to two colours: black (or white in reverse use) and red. Black and grey may only be used if colour is not possible. For colour references, see the Primary brand colours section.

Figure 8: Master and reverse logo with pay-off





Stacked logo

If width is an issue, the pay-off may be stacked.

Download Q-Park logo stacked

Figure 9: Stacked master logo with pay-off





Logo with add-on

Besides the logo with pay-off, the only other additions to the logo are described here.

Other texts than 'Powered by' may not be added to the logo.

Download Q-Park logo - Powered by

Logo and shapes

Sometimes it is necessary to place the logo in a closed shape, for example to identify a parking facility on a map. The space surrounding the logo must always respect the safe zone rules.

Download Q-Park logo

In square

Position the logo in the centre of the square, both vertically and horizontally.

In a circle

Position the logo in the centre of the circle, both vertically and horizontally.

Logo and names

Parking facility signage

The Q-Park logo may be combined with the parking facility name on signs in and around the parking facility. All parking facilities display the parking facility name above the entrance; this is the master logo plus the parking facility name. This design was developed by our house style architects. The corporate Real Estate Department has technical drawings with all details including the dimensions and use of the building materials.

Figure 10: Master logo with add-on: Powered by Q-Park

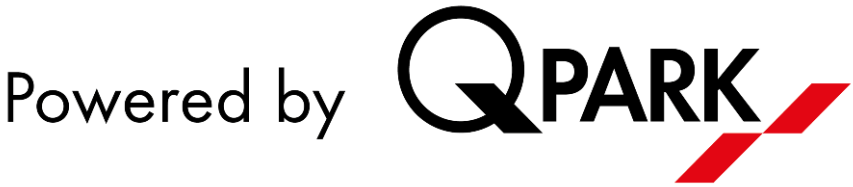


Figure 11: Safe zone surrounding logo with add-on

