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Names and abbreviations

The name of a service, business unit, or department always consists of the written word 'Q-Park' followed by the relevant name.

Q-Park is always written with a capital Q and capital P, with a hyphen between the Q and the P. The first letter of the service, entity, department, or parking facility, name is also capitalised.

Examples:

- I Q-Park Beheer BV
- I Q-Park Ireland Ltd
- I Q-Park Park + Ride

The name of a service, company, business unit, or department may not be combined with the logo. By way of exception, the logo may be combined with the parking facility name on signs in and around the parking facility.

Q-Park may not be omitted in a name and must certainly not be bastardised.

For internal services and/or projects the letter 'Q' may be used in combination with other letters/words - only allowed in body copy - if this is executed without the Q-Park logo and/or the letter 'Q' of the logo.

Examples:

- I QCR: Q-Park Control Room

- I QCD: Q-Park Customer Desk
- I QIS: Q-Park ICT Services
- I QFS: Q-Park Financial Services

To indicate the legal form of a company, follow the official notation used in the country concerned. When referring to multiple Q-Park companies and countries the sequence is always as follows (the historical sequence of expansion):

- I Holding: Q-Park BV
- I Netherlands: Q-Park Beheer BV
- I Germany: Q-Park GmbH & Co. KG
- I Belgium: Q-Park Belgium NV
- I United Kingdom: Q-Park Ltd
- I France: Q-Park France
- I Ireland: Q-Park Ireland Ltd
- I Denmark: Q-Park Denmark A/S

Logo and co-branding

In some circumstances the Q-Park logo may be required in combination with the name of a commercial partner. Ensure that the size of the partner logo is proportioned to the Q-Park logo so that both logos attract equal attention. The two logos are separated by the safe zone plus a vertical line to the left of the Q-Park logo including the safe zone space.

Figure 14: Logo with parking facility name

