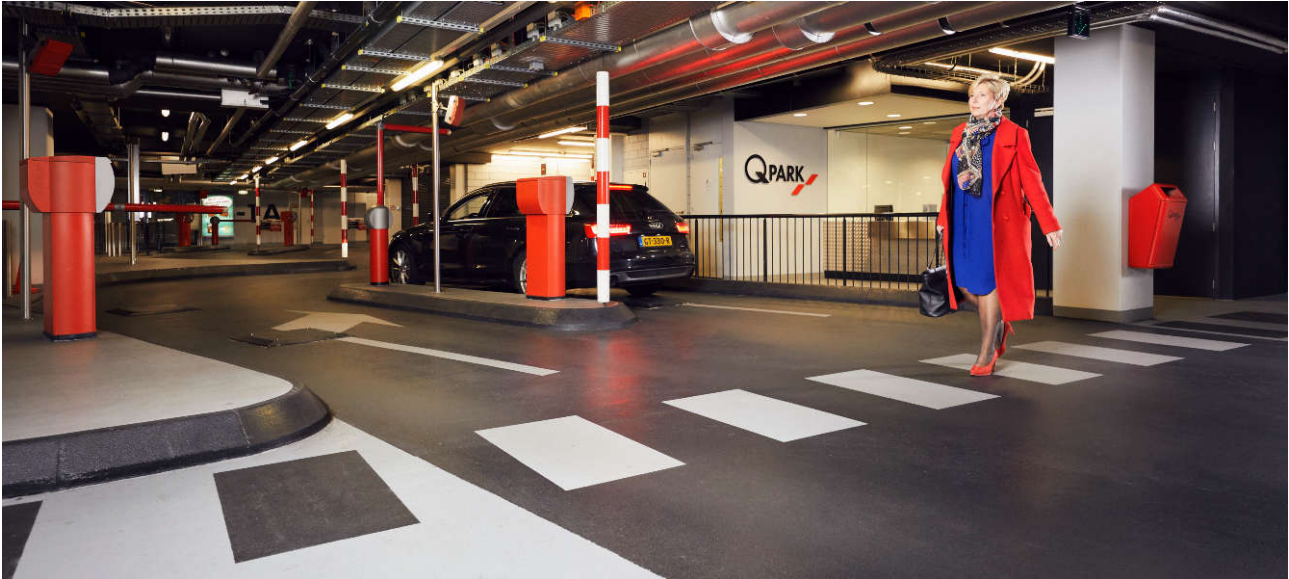


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# COLOUR



Colour plays an important role in the Q-Park Brand and supports the recognition of Q-Park in the market. Always use the primary brand colours. These can be used in various ways and in almost all media. Unambiguous and uniform colour use

gives a harmonious and consistent 'look and feel' to Q-Park's expressions.

## Primary colours

The Q-Park primary brand colours are the colours we use in the logo and as element in various expressions for recognition. Of the logo colours, **red** stands out.

Figure 15: Safe zone logo and co-branding

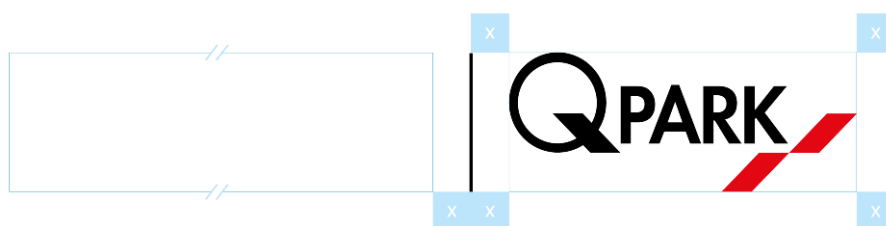


Figure 16: Logo and co-branding examples



Red also stands for energy, passion, strength, warmth, speed and leadership.

**Black** is the second primary brand colour. Where appropriate, you may also use grey tint or a percentage of black.

**White** is the most dominant colour in Q-Park expressions, it stands for fresh, open and clarity.

For wide-ranging applicability, clarity and strength, the colour in the master logo is restricted to two colours: black (or white in reverse use) and red.

Download colours for Adobe Indesign, Illustrator and Photoshop

#### Colour codes for Q-Park red:

- | CMYK: C0 M100 Y100 K0 – for full colour printing
- | Pantone: PMS 485 – for printing
- | RAL: RAL 3020 – for painting

- | RGB: R217 G3 B39 – for Office applications
- | HEX: #D90327 – for web design
- | 3M: 3630-043

If it is not possible to use colour in the logo, red may be replaced with 60 % black

#### Colour codes for Q-Park black:

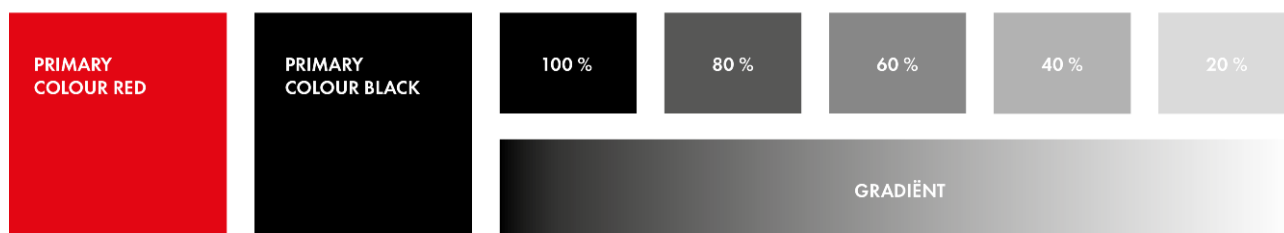
- | CMYK: C0 M0 Y0 K100 – for full colour printing
- | Pantone: Black – for printing
- | RAL: 9005 – for painting
- | RGB: R0 G0 B0 – for Office applications
- | HEX: #000000 – for web design 3630

The colour red is the most recognisable (distinguishing) colour and is used as an accent.

Figure 17: Q-Park logo colours



Figure 18: Q-Park Primary Colours



Red may only be used as a full background colour on certain clothing items and the Q-Park litter bins. When using the logo on a red background, use the black monochrome logo.

- | HEX: #87d700 – for web design
- | Oracal: 8500-63 (lime tree green) – for real estate (translucent film)

Q-Park Green is used for customer guidance in our parking facilities and as an accent or functional colour on the websites, for example, for buttons and other clickable items.

## Secondary colours

We have Q-Park Green and Q-Park Blue to support the primary brand colours. Q-Park Green may be used to accentuate certain elements. Q-Park Blue may only be used by Real Estate for on-street signage.

PLEASE NOTE: Q-Park Green changed in Q4 2022 due to real estate film changes (from 3M to Orocal film).

### Secondary brand colour green

- | CMYK: C50 M0 Y100 K0 – for full colour printing
- | Pantone: 376 – for printing
- | RAL: 6018 – for painting
- | RGB: R135 G215 B0 – for Office applications

Figure 19: Primary brand colour Q-Park red



Figure 20: Secondary colours

