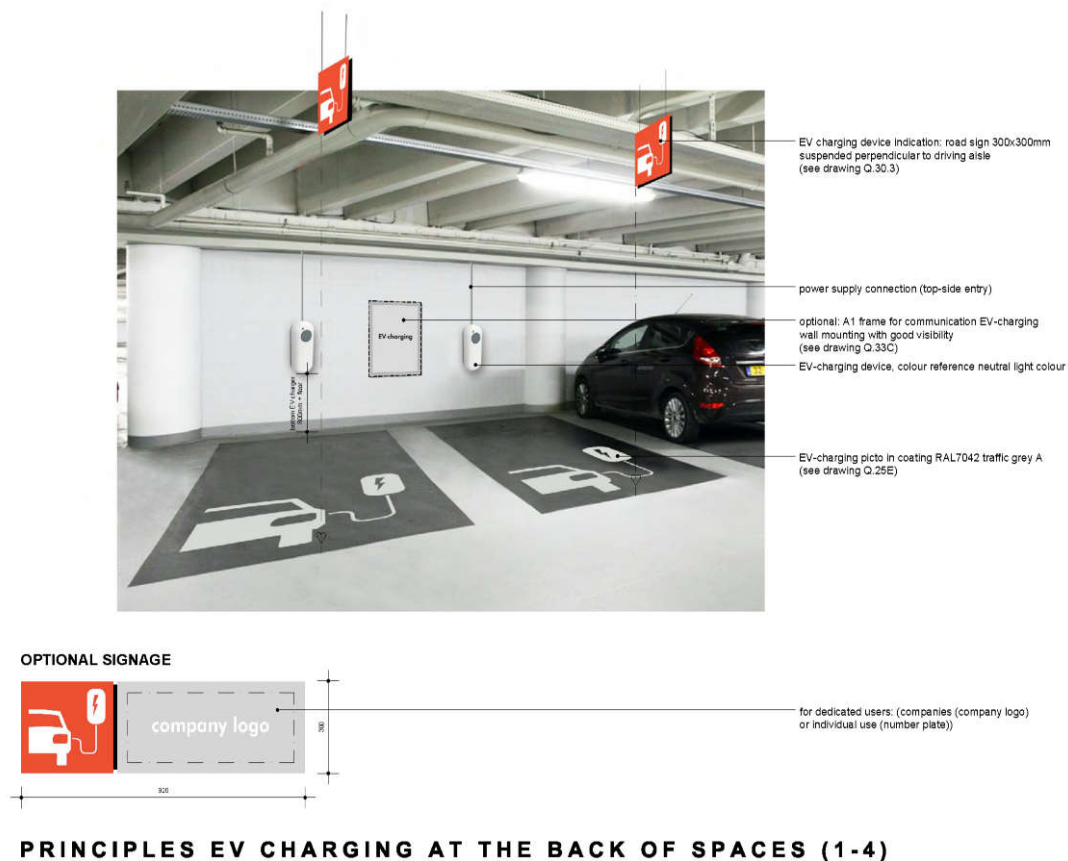

CONTENTS

BRAND IDENTITY	5
VISUAL IDENTITY	6
Logo	6
Colour	13
Typography	20
Icons	22
Programme logos	23
REAL ESTATE	24
House style characteristics	24
Customer Guiding System	32
Partnership signage	46
EV charging	51
A1 frames	54
STATIONARY	56
Digital stationary	56
Printed stationary	58
COMMUNICATIONS	63
Tangible guidelines	63
Digital guidelines	71
Tools	73
Jargon	75
Marketing Communications Code	76
Tone of voice	77
Punctuation	78
PHOTOGRAPHY	79
APPENDICES	98
GLOSSARY	104

EV CHARGING

Download the EV charging signage manual here.

Figure 45: EV charging at the back of parking spaces



MH1architecten

SCHAAL A3

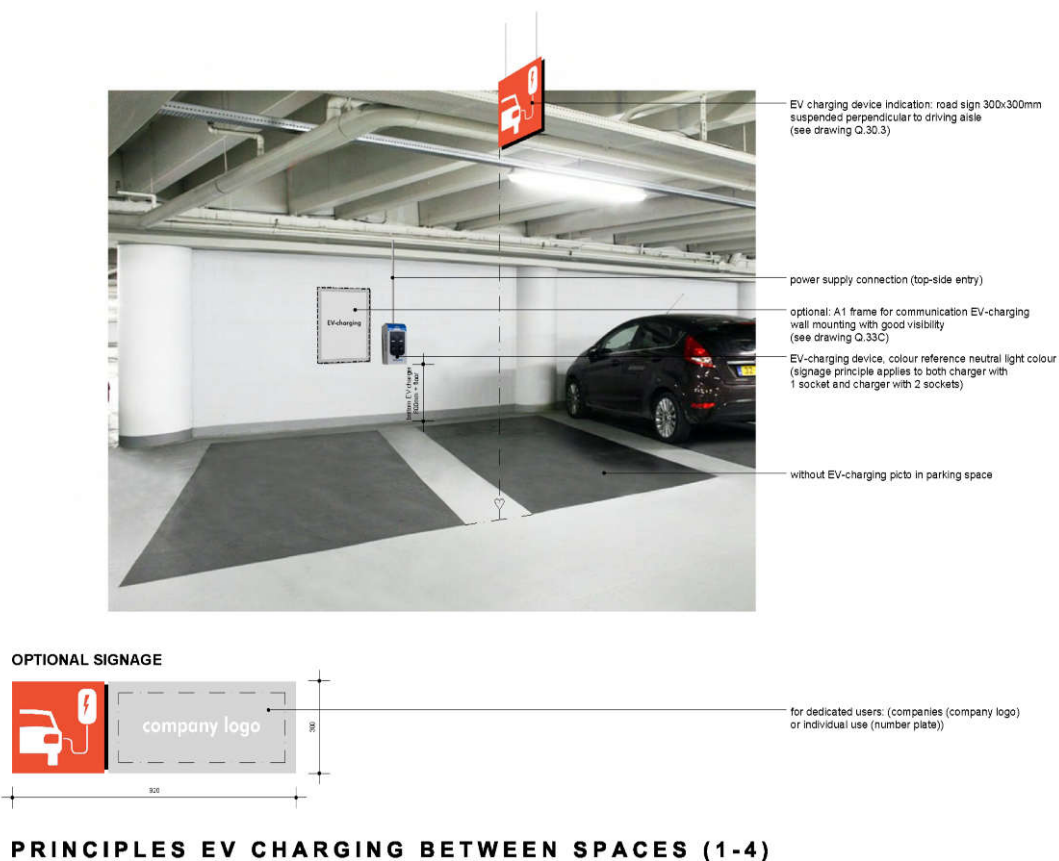
DATUM 11.05.2020

DOSSIER 1995.079.04C

ELADNR 01



Figure 46: EV charging between parking spaces



MH1architecten

SCHAAL A3

DATUM 11.05.2020



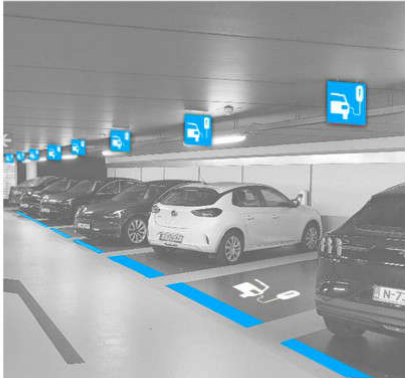
DOSSIER 1995.079.04C


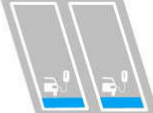
ELADNR 92



Hoe lossen we deze informatie / visuals / manual op? Qua leesbaarheid? Wel of geen download (i.e. dubbel management).

Internal signage at services area: Regular charging points





Standard floor coating

Standard floor lineation

Standard signs

Optional signs

Paintworks: RAL 5012 Light Blue bar & RAL 9016 Traffic White logo

Signs (translucent foils): Oracal 8500-53 Light Blue / 3M 3630-57 Olympic Blue

© Q-Park 2022 14

Title