BRAND IDENTITY VISUAL IDENTITY

#### REAL ESTATE STATIONARY

#### COMMUNICATIONS PHOTOGRAPHY

**APPENDICES** 

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## **REAL ESTATE**

## HOUSE STYLE CHARACTERISTICS

Real Estate **house style** finds expression in our parking facilities by application of house style characteristics, and especially the design of these characteristics.

Design as important contribution to house style characteristics

- Colour concept
- Parking layout & routing
- I Transparency
- Lighting concept

House style characteristics

- Entry car park
- Parking equipment
- I Internal signage
- Pedestrian signage
- I Typical house style elements

#### Colour concept

Our colour concept is characterised by the application of a limited amount of neutral colours.

- Floors (floor coating and lineation on concrete, asphalt or brick pavement): white, grey or anthracite.
- I Floor coating, in house style colours, contributes strongly to the house style characteristics, but the application is not a condition: it strongly depends on the underground and the need to protect the construction.
- Columns / walls / ceilings : white, grey or natural concrete.

The use of these calm colours contrasts well with the parking equipment, internal signage and striking house style elements and finally contributes to a better orientation.







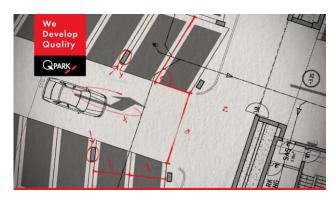
## **Parking layout & routing**

- Width of parking bays minimum of 2.50m.
- One way direction and anticlockwise = good overview, more convenient and safer.

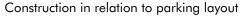
Angled parking as a goal = parking spaces easier and faster accessible & supporting one way direction. The added value and thus realisation, however, depends on the available dimensions, such as the width of driving aisle.

VISUAL IDENTITY

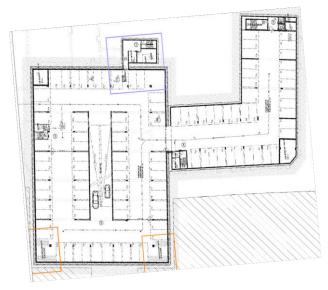
- I Circulation = maximum number of spaces on entry route, minimum number of spaces on exit route & recirculation options.
- Good visibility is vital where pedestrian routes cross principal traffic routes.



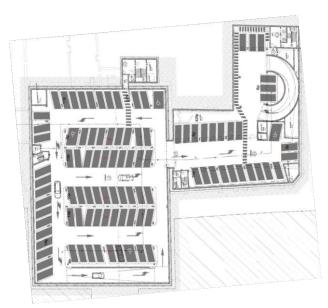




- Design of car park structure should support angled parking = clear spans and no obstructing structural elements.
- Angled parking has less wide driving aisles = reduces the construction span compared to 90 degrees parking.



Before



After

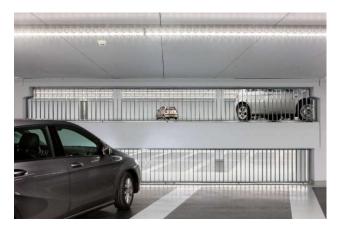
STATIONARY



Clear lines of sight and social safety

- Minimise construction: clear span, less columns, concrete walls with openings.
- Avoiding fire compartments or realised with good transparancy.
- I Glassdoors in public areas and lifts.









### Lighting concept

M&E installations have a major impact on the design and experience in the parking facility.

Good coordination of M&E installations is essential » lighting concept is an important element.