
CONTENTS

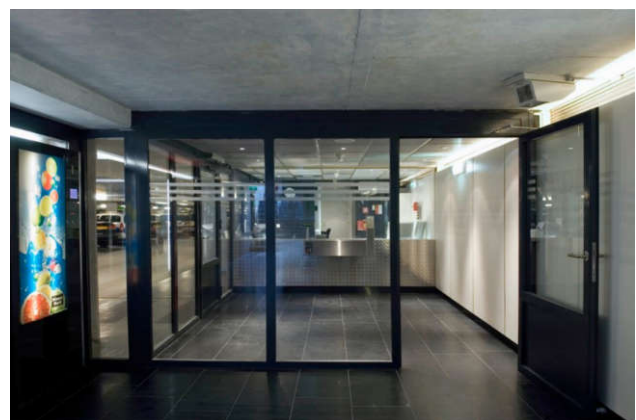
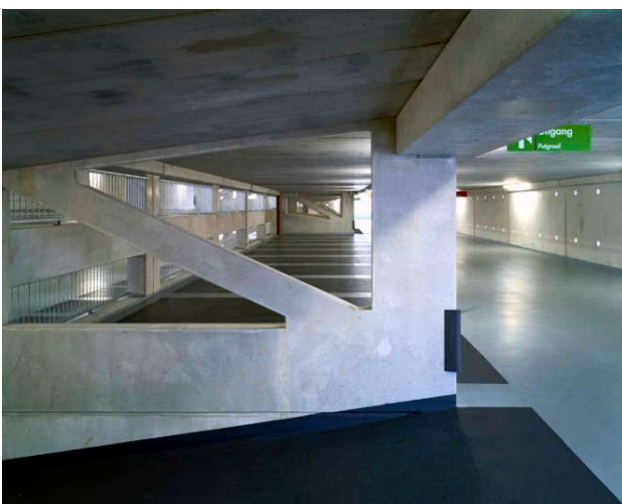
BRAND IDENTITY	5
VISUAL IDENTITY	6
I Logo	6
I Colour	13
I Typography	20
I Icons	22
I Programme logos	23
REAL ESTATE	24
I House style characteristics	24
I Customer Guiding System	32
I Partnership signage	46
I EV charging	51
I A1 frames	54
STATIONARY	56
I Digital stationary	56
I Printed stationary	58
COMMUNICATIONS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



Transparency

Clear lines of sight and social safety

- I Minimise construction: clear span, less columns, concrete walls with openings.
- I Avoiding fire compartments or realised with good transparency.
- 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.

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

- I Lighting concept to achieve good light level and uniformity.
 - I Light fittings run parallel to driving aisles at the front of the parking spaces.
 - I Lighting to be the lowest technical installation.
 - I Light fittings in LED with a standard light colour including and intelligent management system.



Car entrance

Clear signage visible from the public highway to guide the customer into the parking facility.

- I Illuminated blue P sign combined with LED full/spaces sign.
- I Portal frames or architectural branding on the façade to increase awareness of the car park entry.
- I Height restriction bar and obligatory traffic signs at the critical point of entry.

Speedgates and fast operating roller shutters ensure a safe closure of the parking facility.

