BRAND IDENTITY VISUAL IDENTITY

REAL ESTATE STATIONARY

COMMUNICATIONS PHOTOGRAPHY

APPENDICES

CONTENTS

BRAND IDENTITY	5
VISUAL IDENTITY	6
Logo	6
l Colour	13
l Typography	20
Ilcons	22
I Programme logos	23
REAL ESTATE	24
I House style characteristics	24
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
Digital guidelines	71
I Tools	73
l Jargon	75
I Marketing Communications Code	76
I Tone of voice	77
I Punctuation	78
PHOTOGRAPHY	79
APPENDICES	98
GLOSSARY	104

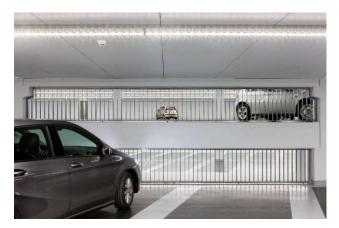
STATIONARY



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.