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PRINTED STATIONARY

Logo positioning

The page margins are defined in terms of Q. Q is defined as the size of the capital Q in the Q-Park logo. Whatever the size or orientation of the paper, portrait or landscape, the margins are as follows:

- Left margin: 3xQ
- Right and top margin: 2xQ
- Bottom margin: 4xQ
  - The horizontal red line is placed at 3xQ from the bottom of the page;
  - This space is reserved for certificate logos and references, if relevant.

The remaining width between the left and right margins is divided into 3 equal parts known as y. **Y** defines the width and therefore height of the Q-Park logo with pay-off.



The Q-Park logo, with or without pay-off or add-on, is always placed flush to the right-hand margin.

Letterhead

Q-Park letterhead paper may be pre-printed or created digitally in MS Word.

When working in MS Word, select the letter template from the template library.

Figure 47: Pre-printed stationary grid (A4 portrait)

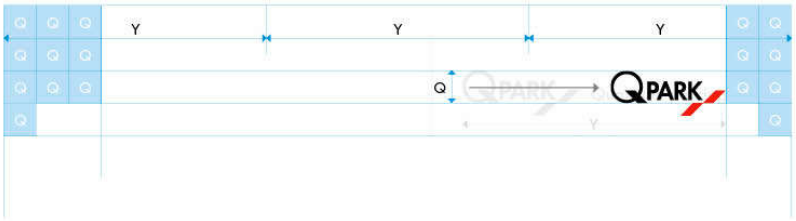
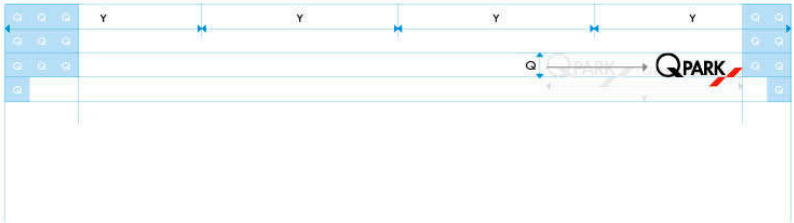


Figure 48: Pre-printed stationary grid (A4 landscape)



Letterhead layout principles

The master logo in black and red is placed in the upper right-hand corner. The company's legal name and address, postal code and town, telephone number, fax number, internet, e-mail address, bank and account number and VAT number are placed below the logo. This information is aligned to the left of the logo.

In the lower right-hand corner, under the horizontal red line, logos indicating ISO certificates or EPA and/or ESPA awards may be positioned. A paper code may be printed in the lower left-hand corner.

Paper quality (when pre-printed)

Distinction Elegance, 90 gr/m2, with watermark
Size A4 (210 x 297 mm)

Typefaces used

Company name: Futura T Demi 9/auto
Address & company info: Futura T 9/auto
Plain text: Futura T 11 pt, line spacing 1.5

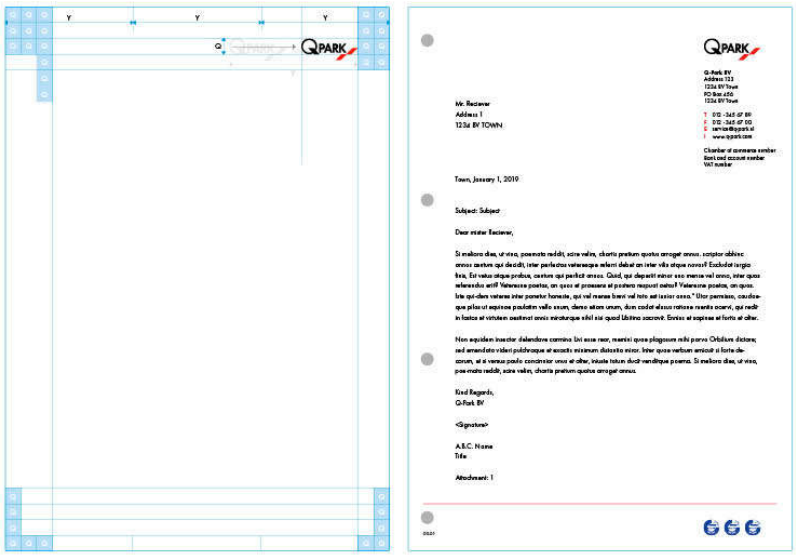
Red line

A red line is used to separate the body text from the logos and any other information in the footer of the page. This line is Q-Park red, spans the page between the margins, and is 0.7 pt thick.

Download Adobe Indesign letterhead and continuation sheet templates for printing

If Futura T is not available on the computer, Arial may be used for plain text. If Arial is used for plain text typeface 10 pt should be used.

Figure 49: A4 letterhead grid



Continuation sheet

Only the master logo in black and red is placed in the upper right-hand corner. Paper, logo, typeface and line space are identical to the letterhead.

Envelopes

The EA5 envelope is the basis for the format and positioning of logo and address. Q-Park prefers window envelopes as this means the envelop does not have to be addressed separately and so prevents errors being made with mailings.

Positioning of the Q-Park logo

The master logo in black and red is placed in the upper left-hand corner and left-aligned with the window. The Q-Park office address, postal code and town are printed immediately below the logo on one line as it may not interfere with the addressee.

[Left lined with the Q of the Q-Park logo]

In the downloadable templates you can switch off the window layer for plain envelopes without windows.

Address

For the address use Futura T 9/auto

Download Adobe InDesign EA5 envelope template

Download Adobe InDesign EA4 envelope template

Download Adobe InDesign C5 envelope template

Download Adobe InDesign C4 envelope template

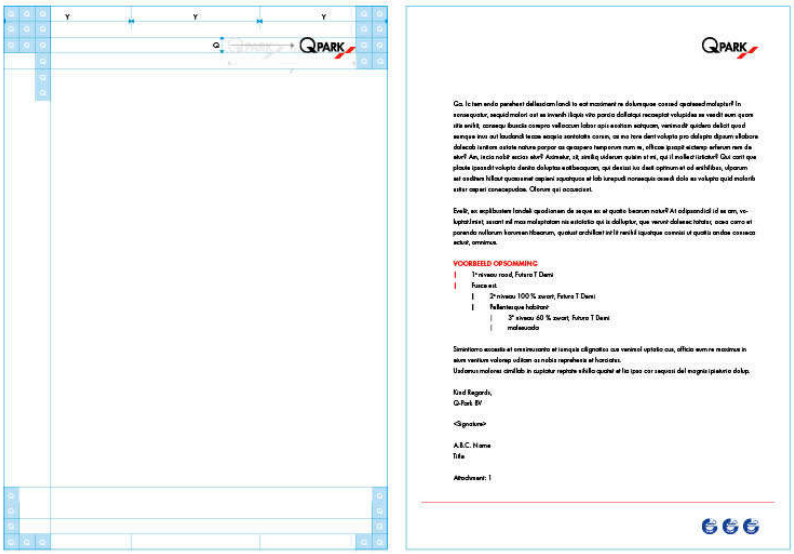
With compliments card

Download Adobe InDesign With compliments card template for printing

Paper

Distinction Elegance, 250 gr/m^2
Size A5 (148.5 x 210 mm)

Figure 50: A4 continuation sheet grid



Business cards

The business cards are printed on both sides in the two Q-Park primary colours (black and red). On the front, the Q-Park logo is placed in the upper left-hand corner.

Download Adobe InDesign Business Card template

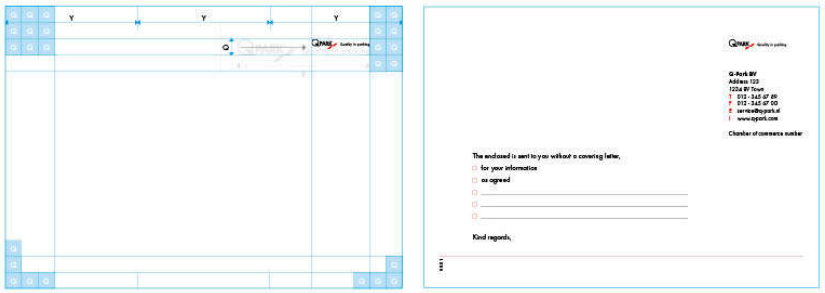
The business card should contain the following information:

- name
- job title
- PO box address (post address)
- address (visiting address)
- country
- office telephone number

Figure 51: Envelope examples



Figure 52: With complements card grid



- mobile phone, if applicable
- e-mail address, if applicable
- URL of the country website

vCard QR Code

This information may also be added on the reverse of the business card as a QR code, which contains **the business card details as a vCard**. The QR code offers convenience as a smartphone adds the details automically as a contact.

Paper

For offset printing use Distinction Elegance, 250 gr/m^2
For digital printing use Symbol Freelife satin, 300 gr/m^2

Figure 53: Business card grid

