
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

BRAND IDENTITY



The Q-Park Brand Identity is all about how we present ourselves and how we want to be recognised and perceived by stakeholders. In essence it is a promise of what people can expect from us.

Brand identity

- | | Our name, logo, colours, shapes and other visual elements in our parking facilities, services and promotions
- | | Our language in communications
- | | How we interact with customers
- | | Our international consistency, in both tangible and digital materials
- | **Brand image** is the actual result of these efforts
- | **Brand equity** is the measurable totality of a brand's worth
 - | | The Q-Park trade name, an intangible fixed asset, was valued at EUR 73.4 million (acquisition by KKR Infrastructure in 2017)

Q-Park Brand Identity is a strategic marketing tool to support business development and increase customer satisfaction, with side effects such as economy of scale and reduced price sensitivity.

- | | Q-Park's Brand Toolbox and Marketing Methods help Q-Park to distinguish itself from competitors.
- | | Q-Park's Brand Custodian manages the Q-Park Brand and is focused on long term stewardship to create and maintain shareholder value.

This manual describes the Q-Park Brand Identity in detail and contains digital references, downloads and interaction options. Everyone in the Q-Park organisation who communicates internally and/or externally bears responsibility for adhering to, as well as building and maintaining the Q-Park Brand.

Guiding principles

- | | Contact Corporate Brand & Communications
 - | | If you have questions, suggestions and/or additional requirements
 - | | When you wish to develop something new
 - | | If you wish to adapt something that already exists
- | | Direct downloadable items are clearly indicated
- | | Indirect downloadable items are clearly indicated (and can be found in Idefix)
- | | Always use the Q-Park templates for Word, Excel and PowerPoint documents

By following the Q-Park Brand Identity guidelines for all our expressions, in-house, online and in print, we all contribute to 'Quality in parking' and reinforce the Q-Park Brand.