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COMMUNICATIONS

TANGIBLE GUIDELINES

Commercial posters

In graphic design a grid is a structure that consists of a series of guide lines which are used to structure the content. The grid provides a frame on which the designer can place the graphic elements (images, letters, paragraphs) in an easy to process and well-thought-out manner.

For poster design we have developed a grid in which messages can be placed at various levels. We have developed several basic grids for communicating various different types of messages.

Here we make a distinction in brand, USP, campaign, information and pricing,

Basic poster grid - three levels

We have defined three levels for posters:

- I main message only

- I main message with subheading
- I main message with subheading and body copy for extra information

The size of the main visual is at least half of the poster height.

I.e. the three levels of information are never more than half of the poster height.

Figure 54: Basic poster grid

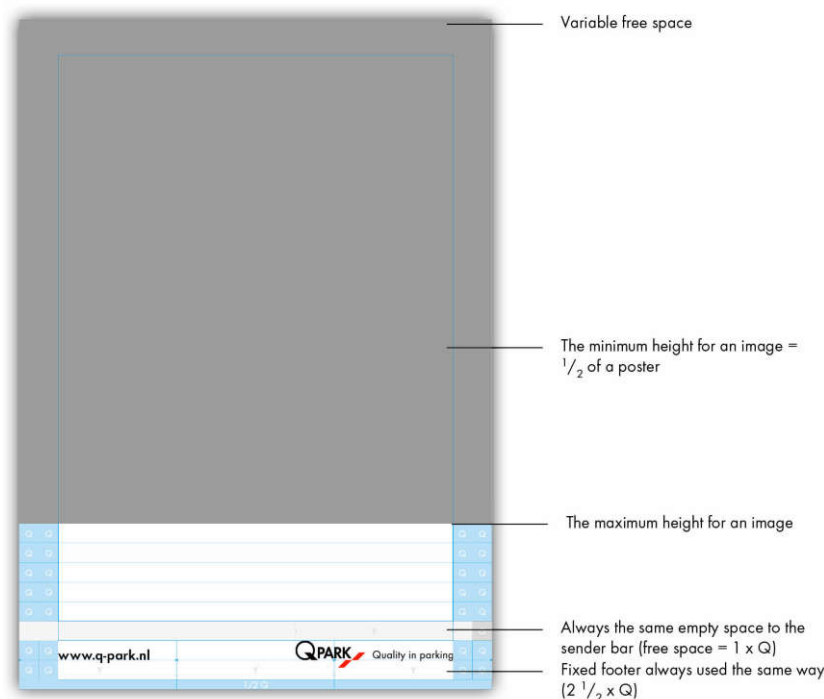
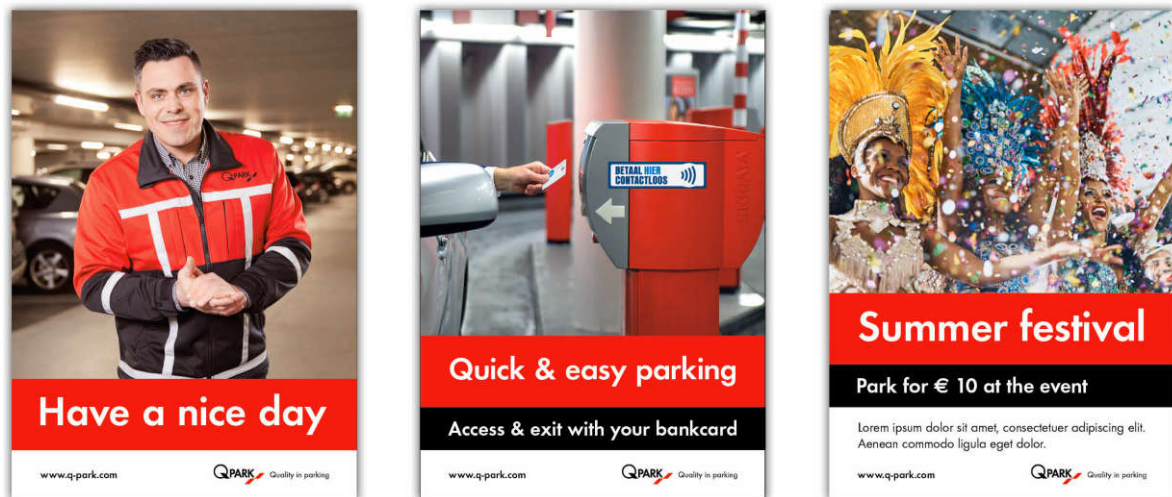


Figure 55: Basic poster grid - three levels



Download Adobe InDesign template Poster - red title bar

Download Adobe InDesign template Poster - red title bar - black subtitle

Download Adobe InDesign template Poster - red title bar - black subtitle - body copy

Basic poster grid with call-to-action

Next to the basic poster grid including three levels, we've developed grids to include co-branding and call-to-action (CTA).

Figure 56: Basic poster grid - CTA



Download template Adobe InDesign template CTA

Basic poster grid with co-branding

In some circumstances the Q-Park logo may be required in combination with the name or logo belonging to a commercial partner. Click [here](#) for co-branding guidelines.

Figure 57: Basic postere grid - co-branding



Figure 58: Poster example - Brand message



Figure 59: Poster example - USP message



Figure 60: Poster example - Campaign message



Figure 61: Poster example - Informative message

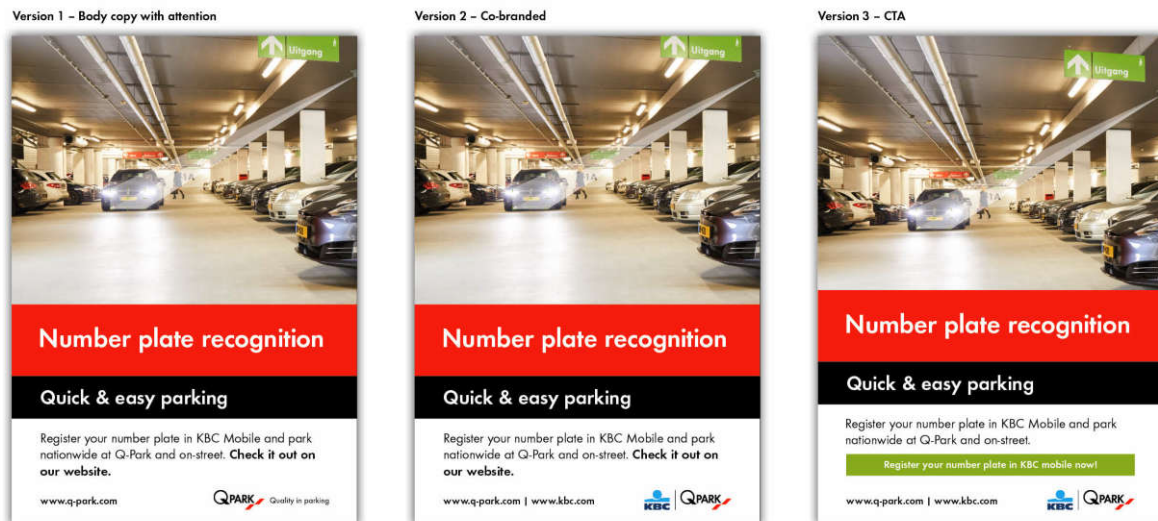


Figure 62: Poster example - Prices & Services



Brochures and flyers

Please submit your country specific examples / best practices.

Event material

Please submit your country specific examples / best practices.