
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

Figure 61: Poster example - Informative message

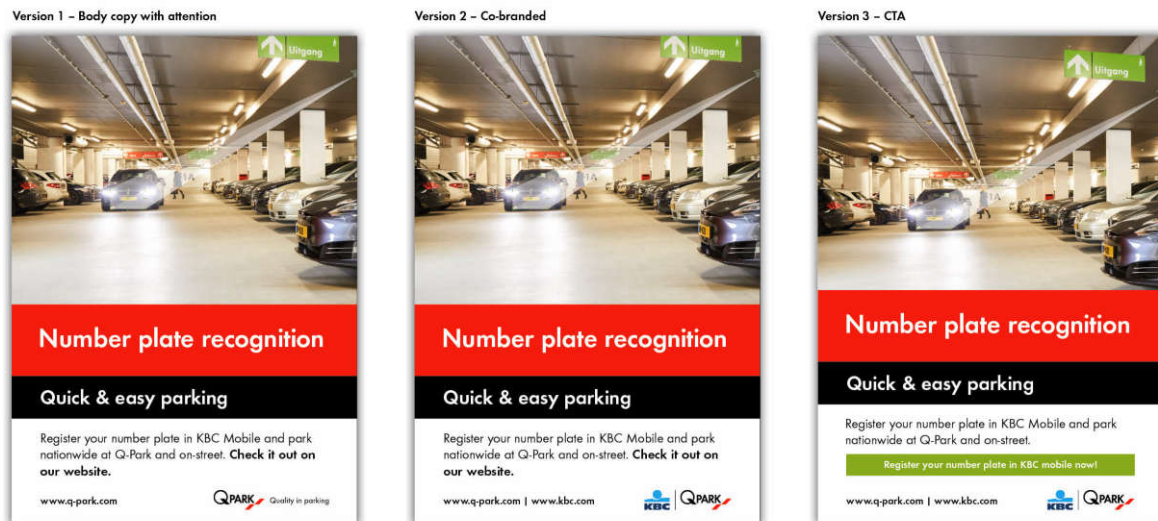


Figure 62: Poster example - Prices & Services



Brochures and flyers

Please submit your country specific examples / best practices.

Event material

Please submit your country specific examples / best practices.

POS material

Please submit your country specific examples / best practices.

Production details

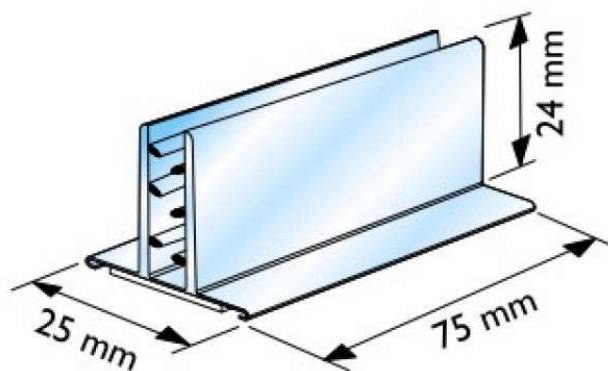
Commercial campaign poster (short term); Maco Silk 200g

Commercial informative poster (long term); Polypropylene 350 micron/ μm white, UV and moisture resistant

PMS display;

- I Dibond® (alternative names are Alupanel or Alubond), composite plastic core with aluminum top layer, 2 sides white RAL 9003, thickness 3mm, UV resistant
- I Fixation by Gripper / Cardholder

Figure 63: PMS display gripper / cardholder



Bouwhek / et cetera

Advertising

Please submit your country specific examples / best practices.

Parking facilities as advertising podium

Q-Park, commercial partners and third parties may use the Q-Park parking facilities as a podium for commercial messages. This can be in many formats, for example: billboards, triangle boards, posters, product sampling, parking marked cars.

The rules are:

- I Our brand identity and quality standard are our top priority. Additional revenue is of secondary importance.
- I Q-Park has a quality standard for advertising frames.
- I We do not want media carrier overkill, we look for the best places without hindering customers.
- I Media carriers may only be placed in pedestrian zones.
- I No advertisements are permitted at the parking facility entrances or exits.
- I We do not advertise on the access and exit barriers.
- I We do not permit posters or other expressions without frames.
- I The marketing manager of each Q-Park country bears final responsibility for the advertising project. They negotiate the contract together with the country managing director.
- I The real estate manager bears final responsibility for placing and maintaining the advertising frameworks.
- I We work with preferred suppliers and media partners on a European-wide basis.

Other locations, special formats and concepts

Special locations such as off-airport parking, train stations (P+R), and motorway locations must be negotiated with Q-Park representatives. These projects are complex in nature due to other contractual commitments and political or environmental