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regulations. Q-Park will suggest possible locations for special formats and/or spectacular concepts. These specials require negotiation and different contracts. All Brand Identity rules apply to these special formats and need to be approved by the Corporate Brand Custodian.

Special deals, bartering and joint promotions

The Q-Park marketing manager can make special barter deals and joint promotions. These can be negotiated in the contract between Q-Park (country) and the requester. They can be used to promote Q-Park or third-party services and/or products.

Maintenance

Q-Park strives for the highest quality. Well-designed advertising units must be maintained and kept in top condition.

The maintenance programme should include:

- | routine maintenance activities;
- | rapid response service;
- | safety and preventive maintenance activities;
- | inspection and quality control;
- | customer service and complaint handling.

High quality products:

- | Static as well as dynamic units must be constructed with the best-tested and most reliable parts.
- | Units should be mounted into specially designed casings, in order to withstand the environmental conditions specific to parking facilities.
- | Casings should be made of aluminium and be powder coated in the desired Q-Park colour.
- | Toughened or layered safety glass must be used together with a high-quality, vandal-proof closing mechanism.
- | To prevent breakdown and defects, technical parts must be replaced before the end of the useful life span is reached.

WDQ campaign

WDQ stands for We Develop Quality. The WDQ expressions use the WDQ logo, and images have a red boarder at the bottom.

The aim of the WDQ campaign is to create and maintain awareness of Q-Park's PODs and POPs among public and private landlords, project developers and Q-Park employees.

You can find WDQ visuals for PowerPoint presentations and Social Media on Idefix.

 [Find WDQ Campaign Expertise Articles here.](#)

Value creation

We use brand and marketing as a tool in the overarching strategy to create value for our stakeholders:

- | Meaningful brand
- | Focused marketing

We want to build further on the Q-Park brand to support the acquisition and sales process:

- | Acquisition process is aimed at public and private landlords: to add contracts to the portfolio.
- | Sales process is aimed at commercial partners: to broaden our sales channels.