
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

VISUAL IDENTITY

LOGO

The Q-Park name was introduced in 1995. The Q-Park logo dates from 1996 and its brand identity elements date from 2004. The Q-Park logo is a stylised name with three illustrative 'angled parking spaces' and its accompanying colours (black, red and white) are always used in the same way.

[Download Q-Park logo](#)

Safe zone

It is important to give the logo space without adding other graphic elements. The safe zone has been defined for this purpose.

The safe zone is defined as the height of one of the illustrative angled parking spaces – we refer to this height as x. This safe zone always surrounds the logo and is always in proportion to the logo, whatever its size.

Colour

For wide-ranging applicability, clarity and strength, the use of colour in the logo is restricted to two colours:

black (or white in reverse use) and red. For colour references, see the Primary brand colours section.

Q-Park logo and size parameters

We have 3 parameters for calculations within the house style, Q, x and y.

- I Q = the size of the large Q in Q-Park
- I x = the height of the angled parking space in the logo
- I y = the total width of the logo plus the pay-off

All further calculations for the various templates and grids can be made using these values.

Figure 1: Logo



Figure 2: Logo and safe zone



Figure 3: Logo in master and reverse version



Figure 4: Logo in monochrome and reverse version



Figure 5: Definition of parameters Q, x and y





pay-off with logo is fixed. Only in highly exceptional circumstances may the pay-off be placed under the logo, for example if it is not possible to place the pay-off to the right of the logo in the correct position.

The preferred position of the logo with pay-off in all executions is at the bottom right of the page.

Download Q-Park logo with pay-off

Logo with pay-off

The logo may be combined with Q-Park's pay-off 'Quality in parking'. The size and position of the

Figure 6: Logo with pay-off



Safe zone

Q-Park sells space and space is part of the Q-Park Brand. It is vital to place the logo in its own space without adding other graphic elements. To help you get this right, we have defined the minimum space to surround the logo, we call this the safe zone. It gives the Q-Park logo the space it deserves to convey our easily recognised quality image.

You may not place other graphic elements in the Q-Park logo safe zone.

To calculate the minimum free space surrounding the logo, take the height of one of the illustrative angled parking spaces, = x as shown in figure 2 and add this free space to all sides of the logo. This safe zone is always in proportion to the size of the logo, however large or small.

Figure 7: Safe zone around logo with pay-off



Use of colour

For wide-ranging applicability, clarity and strength, the use of colour in the basic logo is restricted to two colours: black (or white in reverse use) and red.

Black and grey may only be used if colour is not possible. For colour references, see the Primary brand colours section.

Figure 8: Master and reverse logo with pay-off



Stacked logo

If width is an issue, the pay-off may be stacked.

Download Q-Park logo stacked

Figure 9: Stacked master logo with pay-off



Logo with add-on

Besides the logo with pay-off, the only other additions to the logo are described here.

Other texts than 'Powered by' may not be added to the logo.

Download Q-Park logo - Powered by

Logo and shapes

Sometimes it is necessary to place the logo in a closed shape, for example to identify a parking facility on a map. The space surrounding the logo must always respect the safe zone rules.

Download Q-Park logo

In square

Position the logo in the centre of the square, both vertically and horizontally.

In a circle

Position the logo in the centre of the circle, both vertically and horizontally.

Logo and names

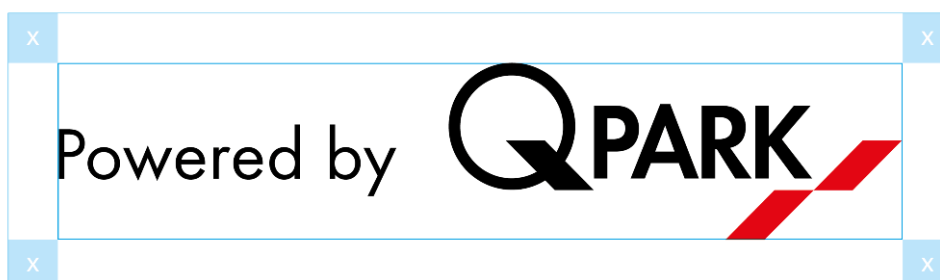
Parking facility signage

The Q-Park logo may be combined with the parking facility name on signs in and around the parking facility. All parking facilities display the parking facility name above the entrance; this is the master logo plus the parking facility name. This design was developed by our house style architects. The corporate Real Estate Department has technical drawings with all details including the dimensions and use of the building materials.

Figure 10: Master logo with add-on: Powered by Q-Park



Figure 11: Safe zone surrounding logo with add-on



Parking facility names

The name of the parking facility should be logical and chosen in consultation with country management. The name should be easily recognisable as it may refer to a well-known Point Of Interest (POI) nearby: theatre, shopping centre, office, museum, hospital, airport, famous square, and the like.

The correct notation is always: Q-Park plus parking facility name. The letters used for the parking facility name must have same the height as the word 'PARK' in the logo.



Commercial signage

We prefer not to use third-party commercial signs in combination with our own Customer Guiding System (CGS) house style. But sometimes combining the Q-Park master logo with commercial partner logos is a good way to guide customers. See the Real Estate Department's Customer Guiding System manual for further details.

Figure 12: Logo in shape - square



Figure 13: Logo in shape - circle



Names and abbreviations

The name of a service, business unit, or department always consists of the written word 'Q-Park' followed by the relevant name.

Q-Park is always written with a capital Q and capital P, with a hyphen between the Q and the P. The first letter of the service, entity, department, or parking facility, name is also capitalised.

Examples:

- I Q-Park Beheer BV
- I Q-Park Ireland Ltd
- I Q-Park Park + Ride

The name of a service, company, business unit, or department may not be combined with the logo. By way of exception, the logo may be combined with the parking facility name on signs in and around the parking facility.

Q-Park may not be omitted in a name and must certainly not be bastardised.

For internal services and/or projects the letter 'Q' may be used in combination with other letters/words - only allowed in body copy - if this is executed without the Q-Park logo and/or the letter 'Q' of the logo.

Examples:

- I QCR: Q-Park Control Room

- I QCD: Q-Park Customer Desk
- I QIS: Q-Park ICT Services
- I QFS: Q-Park Financial Services

To indicate the legal form of a company, follow the official notation used in the country concerned. When referring to multiple Q-Park companies and countries the sequence is always as follows (the historical sequence of expansion):

- I Holding: Q-Park BV
- I Netherlands: Q-Park Beheer BV
- I Germany: Q-Park GmbH & Co. KG
- I Belgium: Q-Park Belgium NV
- I United Kingdom: Q-Park Ltd
- I France: Q-Park France
- I Ireland: Q-Park Ireland Ltd
- I Denmark: Q-Park Denmark A/S

Logo and co-branding

In some circumstances the Q-Park logo may be required in combination with the name of a commercial partner. Ensure that the size of the partner logo is proportioned to the Q-Park logo so that both logos attract equal attention. The two logos are separated by the safe zone plus a vertical line to the left of the Q-Park logo including the safe zone space.

Figure 14: Logo with parking facility name

