
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

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

Powered by 

Figure 11: Safe zone surrounding logo with add-on

