
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

Secondary typeface

The secondary brand typeface is Arial 10pts and is used for:

- I Documents which are sent in digital form to third parties;
- I When Futura T is not available on the computer.

Text columns are preferably evenly spaced. Word and letter spacing may not be adjusted in any way, nor may the letters be widened, narrowed, skewed or modified.

Arial

The Arial font is supplied by default with Windows and Apple computers and is therefore always available for recipients of Q-Park documents.

Bullets and characters

The Q-Park bullet can be defined by the capital letter "I", of the Futura T Demi typeface, size 11 pt.

The Q-Park style for bullet lists is as follows:

- I First bullet red: indent from left margin = 0 cm, tab to text = 1cm
 - I Second bullet black: indent from left margin = 1 cm, tab to text = 1cm
 - I Third bullet grey (60% black), indent from left margin = 2 cm, tab to text = 1cm

Numbered lists paragraph numbers

1. This is the Q-Park style for numbered lists
 - a. Sub paragraph 1
 - i. use the Tab key to indent a level
 - ii. sub points to paragraph 1.1
 - iii. sub points to paragraph 1.1
 - b. Sub paragraph 2
 - i. sub points to paragraph 1.2
 - ii. sub points to paragraph 1.2
 - c. Sub paragraph 3
 - i. use the Tab key to indent a level
 - d. Sub paragraph 4
 - i. sub point to paragraph 1.4
 - i. sub point to paragraph 1.4

We limit our bullet and numbered lists to 3 levels.

Figure 30: Arial typeface

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	Regular
a b c d e f g h i j k l m n o p q r s t u v w x y z	
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	Regular Italic
a b c d e f g h i j k l m n o p q r s t u v w x y z	
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	Bold
a b c d e f g h i j k l m n o p q r s t u v w x y z	
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	Bold Italic
a b c d e f g h i j k l m n o p q r s t u v w x y z	