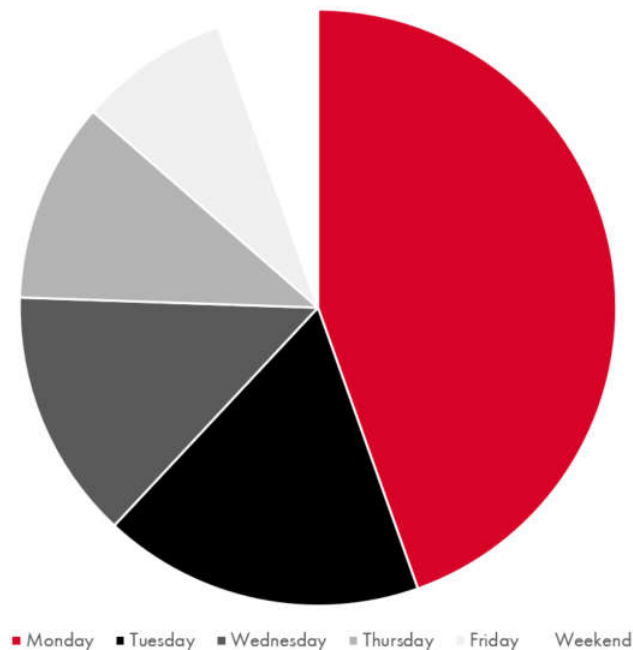

CONTENTS

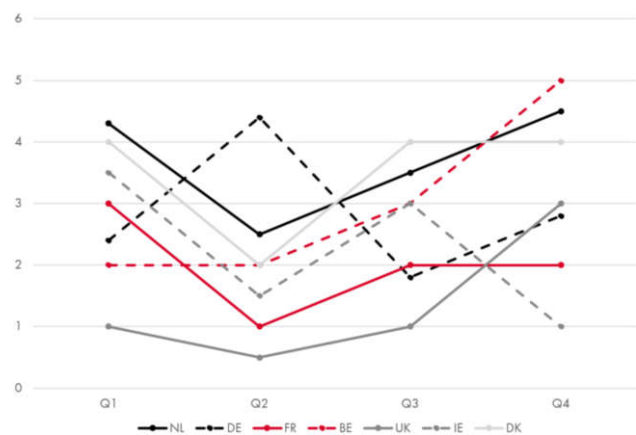
| | |
|---------------------------------|-----|
| BRAND IDENTITY | 5 |
| VISUAL IDENTITY | 6 |
| I Logo | 6 |
| I Colour | 13 |
| I Typography | 20 |
| I Icons | 22 |
| I Programme logos | 23 |
| REAL ESTATE | 24 |
| I House style characteristics | 24 |
| I Customer Guiding System | 32 |
| I Partnership signage | 46 |
| I EV charging | 51 |
| I A1 frames | 54 |
| STATIONARY | 56 |
| I Digital stationary | 56 |
| I Printed stationary | 58 |
| COMMUNICATIONS | 63 |
| I Tangible guidelines | 63 |
| I Digital guidelines | 71 |
| I Tools | 73 |
| I Jargon | 75 |
| I Marketing Communications Code | 76 |
| I Tone of voice | 77 |
| I Punctuation | 78 |
| PHOTOGRAPHY | 79 |
| APPENDICES | 98 |
| GLOSSARY | 104 |

Figure 25: Pie chart example - 6 data points

**Colour scheme - 7 data points (customise)**

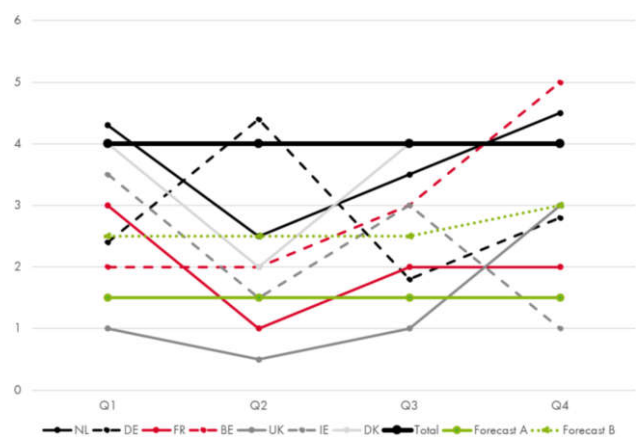
- | Play with colour black, red and grey
- | Play with line weights and dashes
- | Additional grey tones:
 - | Mid-dark grey RGB 135-135-135
 - | Mid-light grey RGB 215-215-215

Figure 26: Line graph example - 7 data points

**Colour scheme - z data points (customise)**

- | Play with colour black, red, grey and green
- | Play with line weights and dashes

Figure 27: Line graph example - z data points

**RGB overview**

Q-Park Microsoft Office Applications have a default colour theme. If you need more colours:

- I Select ... More colours (in Font colour, Shape Fill or Shape Outline)
- I Select ... Custom tab

- I Select ... Colour model RGB*
- I Fill out R, G and B numbers of desired colour

| Colours | R | G | B |
|----------------|-------------------|-----|-----|
| | Standard | | |
| Red | 217 | 3 | 39 |
| Black | 0 | 0 | 0 |
| Dark grey | 90 | 90 | 90 |
| Mid grey | 180 | 180 | 180 |
| Light grey | 240 | 240 | 240 |
| | Customised | | |
| Mid-dark grey | 135 | 135 | 135 |
| Mid-light grey | 215 | 215 | 215 |
| Green | 139 | 182 | 17 |
| Blue | 0 | 56 | 123 |

* RGB is a colour scheme for your monitor, the three colours Red, Green and Blue produce over 16 million hues of light (if you need other colour schemes such as CMYK, PMS, RAL, HEX of 3M – [click here](#)).