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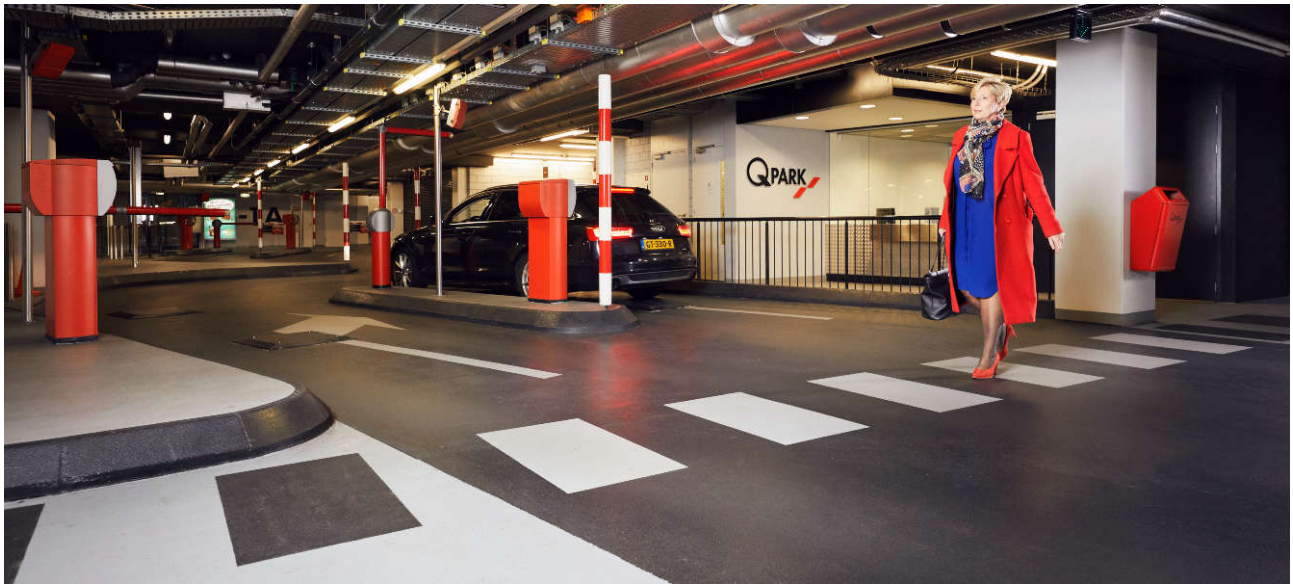
COLOUR



Colour plays an important role in the Q-Park Brand and supports the recognition of Q-Park in the market. Always use the primary brand colours. These can be used in various ways and in almost all media. Unambiguous and uniform colour use gives a harmonious and consistent 'look and feel' to Q-Park's expressions.

Primary colours

The Q-Park primary brand colours are the colours we use in the logo and as element in various expressions for recognition. Of the logo colours, **red** stands out.

Figure 15: Safe zone logo and co-branding

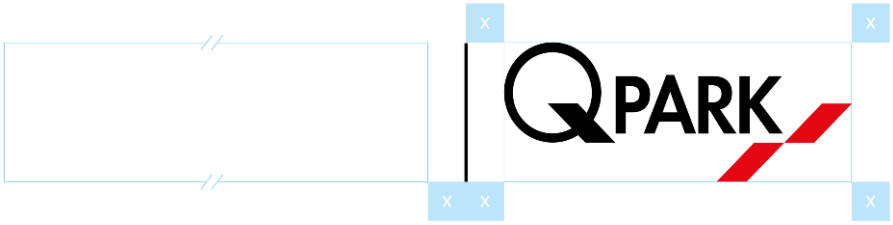


Figure 16: Logo and co-branding examples

Red also stands for energy, passion, strength, warmth, speed and leadership.

Black is the second primary brand colour. Where appropriate, you may also use grey tint or a percentage of black.

White is het most dominant colour in Q-Park expressions, it stands for fresh, open and clarity.

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

Download colours for Adobe Indesign, Illustrator and Photoshop

Colour codes for Q-Park red:

- CMYK: C0 M100 Y100 K0 – for full colour printing
- Pantone: PMS 485 – for printing
- RAL: RAL 3020 – for painting
- RGB: R217 G3 B39 – for Office applications
- HEX: #D90327 – for web design
- 3M: 3630-043

If it is not possible to use colour in the logo, red may be replaced with 60 % black

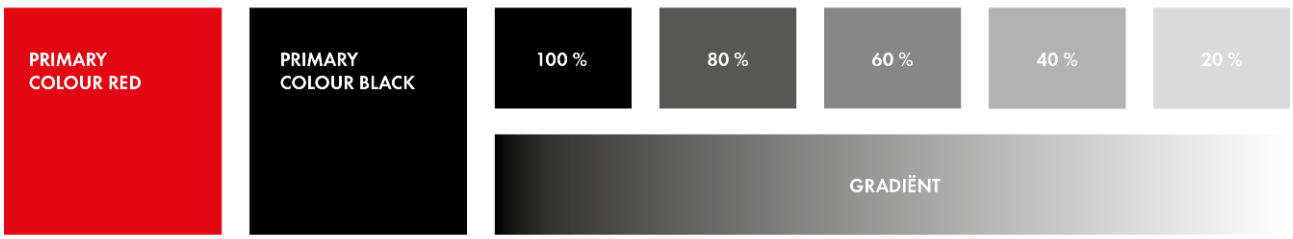
Colour codes for Q-Park black:

- CMYK: C0 M0 Y0 K100 – for full colour printing
- Pantone: Black – for printing
- RAL: 9005 – for painting
- RGB: R0 G0 B0 – for Office applications
- HEX: #00000 – for web design 3630

The colour red is the most recognisable (distinguishing) colour and is used as an accent.

Figure 17: Q-Park logo colours

Figure 18: Q-Park Primary Colours



Red may only be used as a full background colour on certain clothing items and the Q-Park litter bins. When using the logo on a red background, use the black monochrome logo.

Secondary colours

We have Q-Park Green and Q-Park Blue to support the primary brand colours. Q-Park Green may be used to accentuate certain elements. Q-Park Blue may only be used by Real Estate for on-street signage.

PLEASE NOTE: Q-Park Green changed in Q4 2022 due to real estate film changes (from 3M to Orocal film).

Secondary brand colour green

- CMYK: C50 M0 Y100 K0 – for full colour printing
- Pantone: 376 – for printing
- RAL: 6018 – for painting
- RGB: R135 G215 B0 – for Office applications
- HEX: #87d700 – for web design
- Oracal: 8500-63 (lime tree green) – for real estate (translucent film)

Q-Park Green is used for customer guidance in our parking facilities and as an accent or functional colour on the websites, for example, for buttons and other clickable items.

Figure 19: Primary brand colour Q-Park red

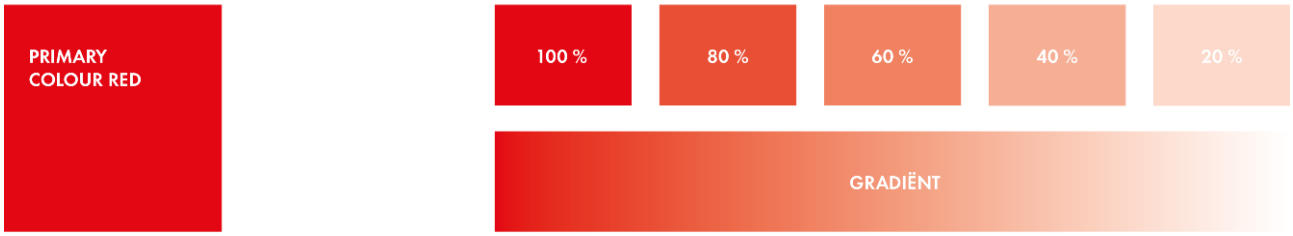


Figure 20: Secondary colours