BRAND IDENTITY VISUAL IDENTITY

REAL ESTATE STATIONARY

COMMUNICATIONS PHOTOGRAPHY

APPENDICES

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REAL ESTATE

HOUSE STYLE CHARACTERISTICS

Real Estate **house style** finds expression in our parking facilities by application of house style characteristics, and especially the design of these characteristics.

Design as important contribution to house style characteristics

- Colour concept
- Parking layout & routing
- Transparency
- I Lighting concept

House style characteristics

- I Entry car park
- Parking equipment
- I Internal signage
- Pedestrian signage
- I Typical house style elements

Colour concept

Our colour concept is characterised by the application of a limited amount of neutral colours.

- Floors (floor coating and lineation on concrete, asphalt or brick pavement): white, grey or anthracite.
- I Floor coating, in house style colours, contributes strongly to the house style characteristics, but the application is not a condition: it strongly depends on the underground and the need to protect the construction.
- Columns / walls / ceilings : white, grey or natural concrete.

The use of these calm colours contrasts well with the parking equipment, internal signage and striking house style elements and finally contributes to a better orientation.







Parking layout & routing

- Width of parking bays minimum of 2.50m.
- One way direction and anticlockwise = good overview, more convenient and safer.