BRAND IDENTITY VISUAL IDENTITY

REAL ESTATE STATIONARY

COMMUNICATIONS PHOTOGRAPHY

APPENDICES

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REAL ESTATE



VISUAL IDENTITY



Internal signage

- Colours red & green contrasting with the neutral colors of the parking facility.
 - Red signage with white lettering/ picto's for motorised vehicles.
 - I Green signage with white lettering/ picto's for pedestrians.
- I Signage suspended under ceiling or mounted against walls clearly visible, free from obstacles.
- Clearly separated in case of different directions.





STATIONARY



Pedestrian entrance

- Clear visible signage guiding the customer back into the parking facility.
 - Illuminated blue P sign including car park name.
- A door reader combined with intercom at the entrance door for safety and exclusive use of the customer.
- Payment options clearly visible in pedestrian areas.
- Solid and standard materials & finishes in stairwells and lift lobbies.







Typical house style elements

- Brand wall with Q-Park logo & parking facility name at the car entrance.
- Level indication and etching foil on glazing at the location of the stairwells for good recognisability.
- Distinguished lighting in these areas by using circular LED light fittings.
- Steel grid walls for separation of ancillary accommodations (f.e. bicycle or storage areas).