BRAND IDENTITY

Logo with add-on

Besides the logo with payoff, the only other additions to the logo are described here.

Other texts than 'Powered by' may not be added to the logo.

Download Q-Park logo - Powered by

Logo and shapes

Sometimes it is necessary to place the logo in a closed shape, for example to identify a parking facility on a map. The space surrounding the logo must always respect the safe zone rules.

Download Q-Park logo

In square

Position the logo in the centre of the square, both vertically and horizontally.

Figure 10: Master logo with add-on: Powered by Q-Park

Figure 11: Safe zone surrounding logo with add-on

Figure 12: Logo in shape - square

In a circle

Position the logo in the centre of the circle, both vertically and horizontally.

Logo and names

Parking facility signage

The Q-Park logo may be combined with the parking facility name on signs in and around the parking facility. All parking facilities display the parking facility name above the entrance; this is the master logo plus the parking facility name. This design was developed by our house style architects. The corporate Real Estate Department has technical drawings with all details including the dimensions and use of the building materials.

Parking facility names

The name of the parking facility should be logical and chosen in consultation with country management. The name should be easily recognisable as it may refer to a well-known Point of Interest (POI) nearby: theatre, shopping centre, office, museum, hospital, airport, famous square, and the like.

The correct notation is always: Q-Park plus parking facility name. The letters used for the parking facility name must have same the height as the word 'PARK' in the logo.

Commercial signage

We prefer not to use third-party commercial signs in combination with our own Customer Guiding System

Figure 13: Logo in shape - circle

Figure 14: Logo with parking facility name