BRAND IDENTITY

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

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

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.

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: #000000 – for web design 3630

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).

Figure 20: Secondary colours

Figure 21: Secondary brand colour Q-Park green

Colour codes for Q-Park 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.

Colour codes for Q-Park blue

- CMYK: C100 M90 Y0 K10 – for full colour printing
- Pantone: PMS 2748 – for printing
- RAL: 5002 – for painting
- RGB: R0 G56 B123 – for office applications
- HEX: #00387b – for web design
- 3M: 3630-87 (Blue)

Q-Park blue is the parking category colour. This is only used by Real Estate for on-street signage in the public domain, in particular to direct customers to parking facility entrances for motorists and pedestrians.

Colour codes for Q-Park light blue

- CMYK: C80 M20 Y0 K0 – for full colour printing
- Pantone: PMS 299 – for printing
- RAL: 5012 – for painting
- RGB: R0 G175 B250 – for office applications
- HEX: #00AFFA – for web design
- Oracal: 8500-53

Q-Park light blue is used for EV charging in our parking facilities and as an accent or functional colour with regards to EV charging, electricity storage and production.

Figure 23: Secondary brand colour Q-Park light blue

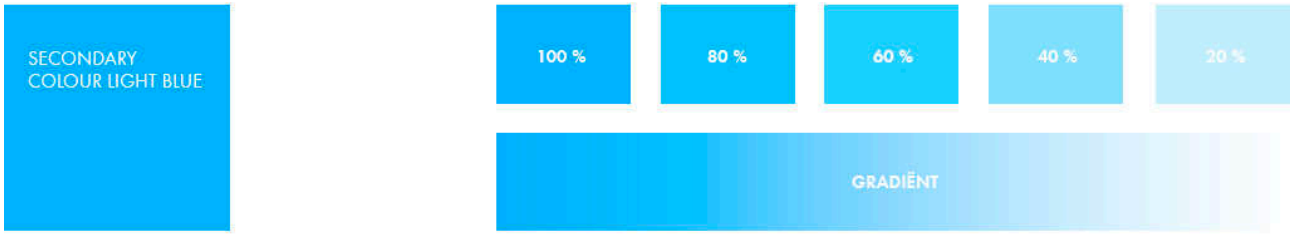
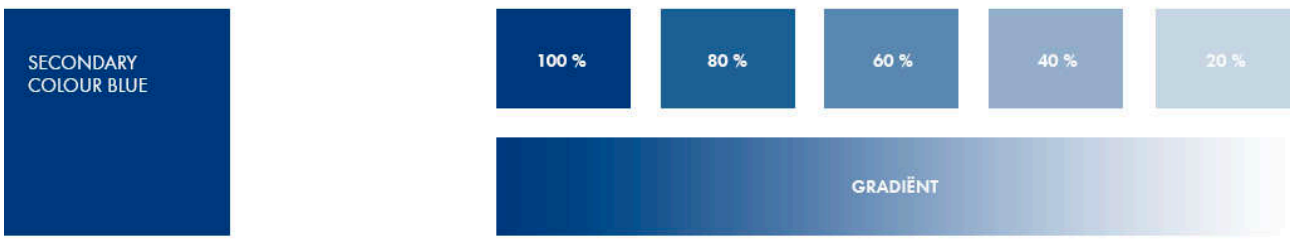


Figure 22: Secondary brand colour Q-Park blue



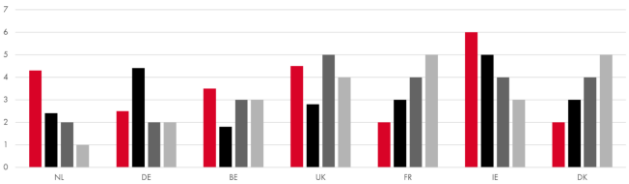
Charts & Graphs

Colour scheme - 4 data points

Table 1: RGB colour scheme - 4 data points

RGB	R	G	B
Red	217	3	39
Black	0	0	0
Dark grey	90	90	90
Mid grey	180	180	180

Figure 24: Bar chart example - 4 data points



Colour scheme - 5 data points

Table 2: RGB colour scheme - 5 data points

RGB	R	G	B
Red	217	3	39
Black	0	0	0
Dark grey	90	90	90
Mid grey	180	180	180
Light grey	240	240	240

Figure 25: Pie chart example - 5 data points

Colour scheme - 6 data points

Table 3: RGB colour scheme - 6 data points

RGB	R	G	B
Red	217	3	39
Black	0	0	0
Dark grey	90	90	90
Mid grey	180	180	180
Light grey	240	240	240
White	255	255	255