BRAND IDENTITY

TYPOGRAPHY

Primary typeface

The typeface used for Q-Park's Brand Identity is FuturaT. This typeface must be used for all communication. We use:

- Futura T 11pts
- Line spacing 1.5[1]
- FuturaTDem for emphasis.

Futura T makes an efficient and clear impression. The design principles are non-decorative; it is a business-like, easy to read, no-nonsense typeface. If it is not possible to use FuturaT, use Arial.

Download Q-Park fonts - Futura T & Futura T Demi

Futura T

Note: Only Futura T, Futura T Demi and Arial are permitted.

In all Q-Park expressions, whatever the medium, the word and letter spacing may not be adjusted in any way, nor may the letters be widened, narrowed, skewed or modified.

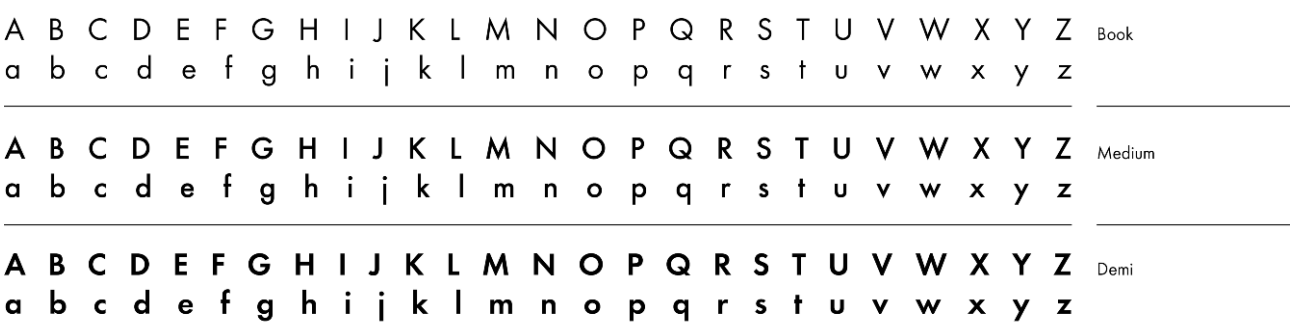
Do not use **bold in Futura T** for emphasis as this variant of the typeface does not space evenly. Instead use the Futura T Demi typeface which is naturally 'bold'. The following visual shows the alignment differences (the bold number jumps too far to the left and is no longer aligned with the others), this may be confusing for readers, especially when tables become more complex.

Figure 30: Futura T Demi vs Futura T Bold

FuturaT Demi	€ 1.100.00
	€ 3.000.00
	€ 6.000.00
	€ 10.100.00
FuturaT Bold	€ 1.100.00
	€ 3.000.00
	€ 6.000.00
	€ 10.100.00

For emphasis in running text, you may use *italics* or **Futura T Demi**, however, do not underline text that will be read online or on screen because underline is reserved for links.

Figure 29: Typeface Futura T



[1] Providing space is what we do, in our parking facilities and all other interactions with our customer groups; parking space supports the motorist, well-spaced copy supports the reader.

Secondary typeface

The secondary brand typeface is Arial 10pts and is used for:

- Documents which are sent in digital form to third parties;
- When Futura T is not available on the computer.

Text columns are preferably evenly spaced. Word and letter spacing may not be adjusted in any way, nor may the letters be widened, narrowed, skewed or modified.

Arial

The Arial font is supplied by default with Windows and Apple computers and is therefore always available for recipients of Q-Park documents.

Bullets and characters

The Q-Park bullet can be defined by the capital letter "**I**", of the Future T Demi typeface, size 11 pt.
The Q-Park style for bullet lists is as follows:

- First bullet red: indent from left margin = 0 cm, tab to text = 1cm
  - Second bullet black: indent from left margin =1 cm, tab to text = 1cm
    - Third bullet grey (60% black), indent from left margin = 2 cm, tab to text = 1cm

Numbered lists paragraph numbers

1. This is the Q-Park style for numbered lists
   a. Sub paragraph 1
      i. Sub points to paragraph 1.1

We limit our bullet and numbered lists to 3 levels.

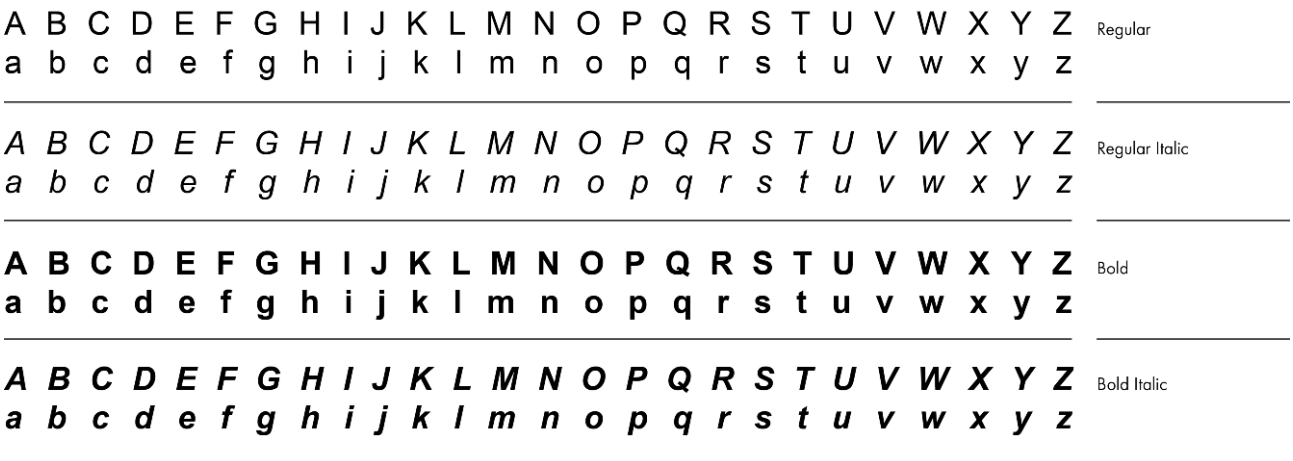



Figure 31: Arial typeface