BRAND IDENTITY

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.
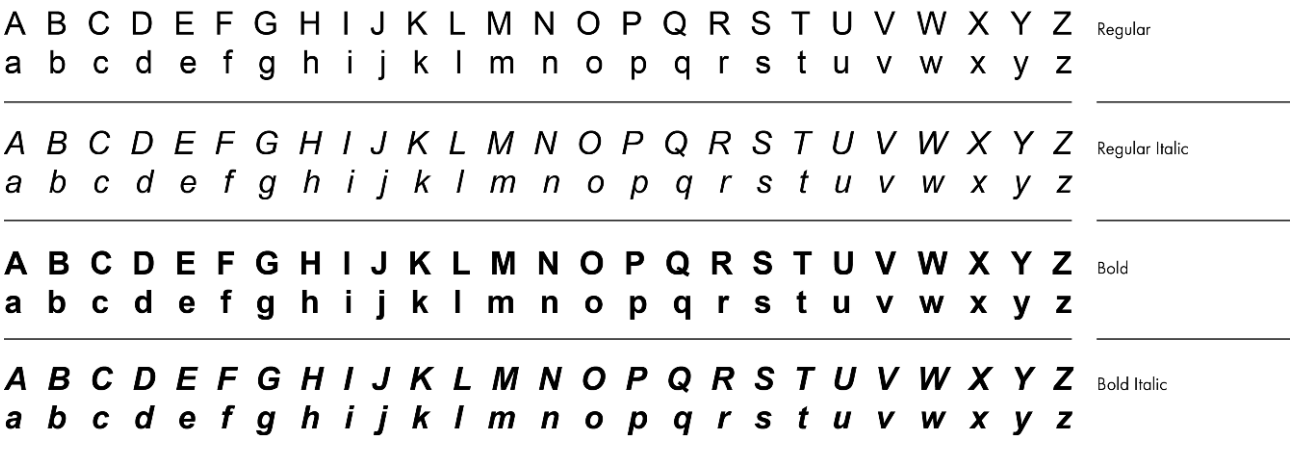
Figure 31: Arial typeface