BRAND IDENTITY

FLOOR PLAN ICONS

In addition to reinforcing the house style in terms of colour and form, icons are mainly used to convey a meaning graphically. The Q-Park icons represent a service, object, action, idea or function.

Figure 32: Icons for motorists, in PFs, are red

Icons for pedestrians, in PFs, are green

Figure 33: Icons for pedestrians, in PFs, are green

Q-Park icons visualise activities and services available in a parking facility. These are indicated in parking facility signage (white on a red, green, blue or light-blue background). They are also shown on parking facility pages of the country websites as monochrome grey icons.

Q-Park icons are available in various formats (AI, PNG and SVG) and some of them in a variety of colours. As there are many icons and frequent additions and/or updates, please check IDEFIX for the latest versions.

If you have any queries about the Brand Identity or need help applying it, please feel free to send an e-mail to sacha.oerlemans@q-park.com
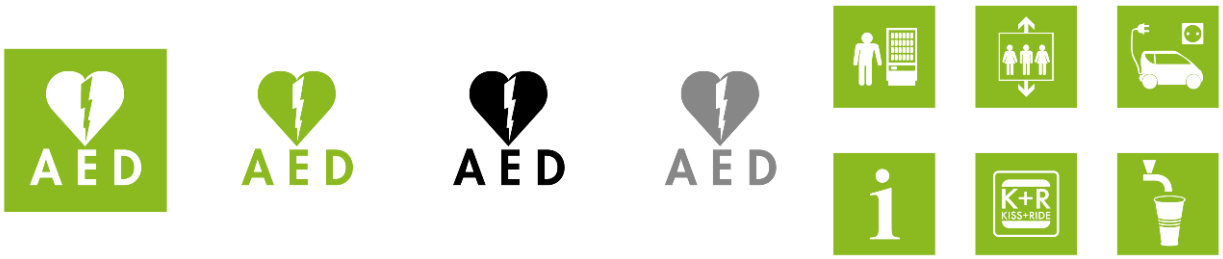
Figure 34: Icons for activities and services