BRAND IDENTITY

REAL ESTATE

HOUSE STYLE MANUAL

Real Estate **house style** finds expression in our parking facilities by application of house style characteristics, and especially the design of these characteristics.

Design as important contribution to house style characteristics

- Colour concept
- Parking layout & routing
- Transparency
- Lighting concept

House style characteristics

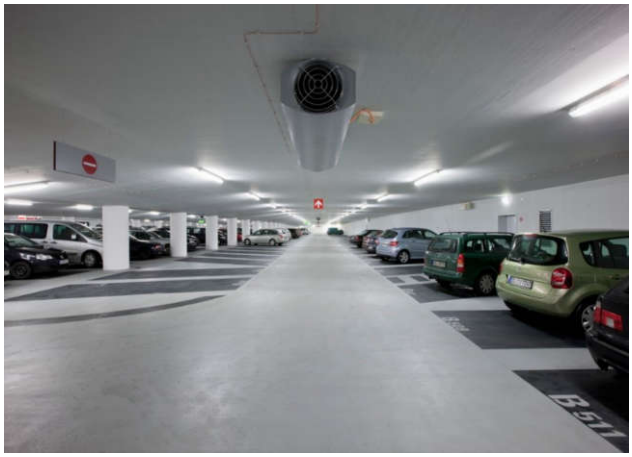
- Entry car park
- Parking equipment
- Internal signage
- Pedestrian signage
- Typical house style elements

Colour concept

Our colour concept is characterised by the application of a limited amount of neutral colours.

- Floors (floor coating and lineation on concrete, asphalt or brick pavement) : white, grey or anthracite.
- Floor coating, in house style colours, contributes strongly to the house style characteristics, but the application is not a condition: it strongly depends on the underground and the need to protect the construction.
- Columns / walls / ceilings : white, grey or natural concrete.

The use of these calm colours contrasts well with the parking equipment, internal signage and striking house style elements and finally contributes to a better orientation.



Parking layout & routing

- Width of parking bays minimum of 2.50m.
- One-way direction and anti-clockwise = good overview, more convenient and safer.
- Angled parking as a goal = parking spaces easier and faster accessible & supporting one way direction. The added value and thus realisation, however, depends on the available dimensions, such as the width of driving aisle.
- Circulation = maximum number of spaces on access route, minimum number of spaces on exit route & recirculation options.
- Good visibility is vital where pedestrian routes cross principal traffic routes.

Figure 40: Angled parking

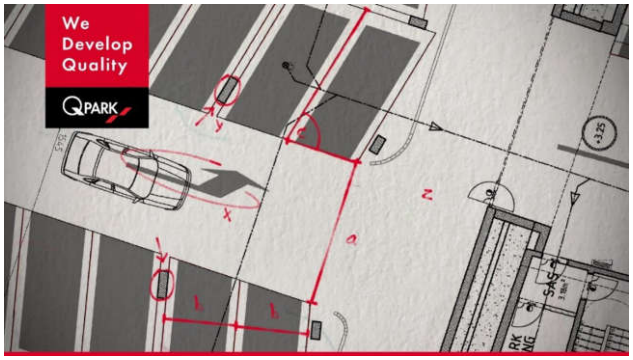
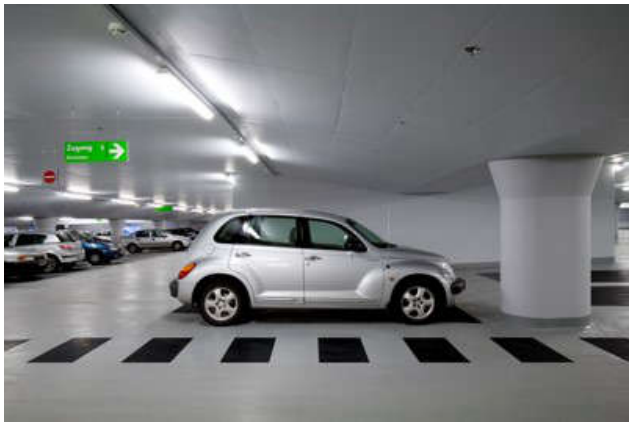


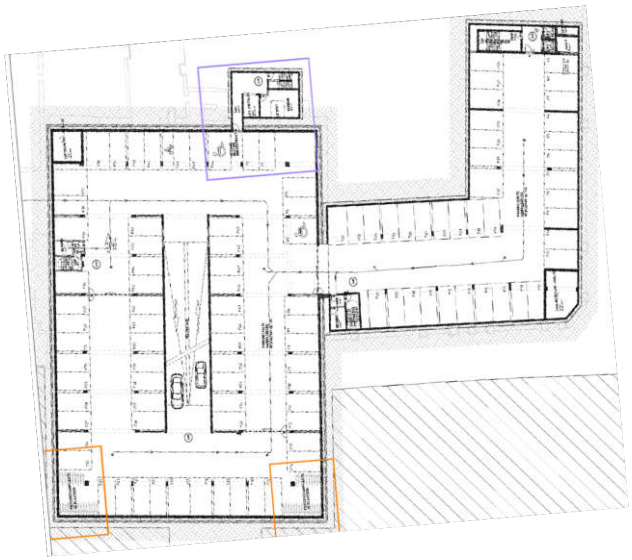
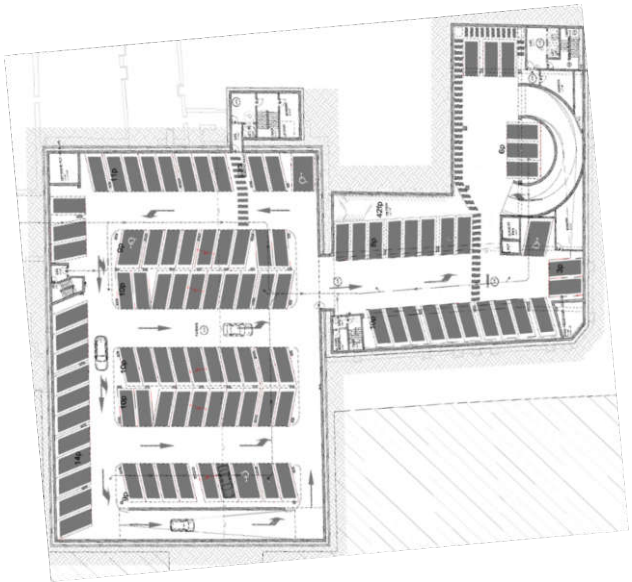
Figure 41: Clear span



Construction in relation to parking layout

- Design of car park structure should support angled parking = clear spans and no obstructing structural elements.
- Angled parking has less wide driving aisles = reduces the construction span compared to 90 degrees parking.

Figure 42: Example design third parties - before



Example angled parking and one-way direction - after