BRAND IDENTITY

Pedestrian entrance

- Clear visible signage guiding the customer back into the parking facility.
  - Illuminated blue P sign including car park name.
- A door reader combined with intercom at the entrance door for safety and exclusive use of the customer.
- Payment options clearly visible in pedestrian areas.
- Solid and standard materials and finishes, in stairwells and lift lobbies.

Figure 55: Pedestrian signage

Figure 56: Door reader with intercom

Figure 57: Payment options clearly visible in pedestrian areas

Typical house style elements

- Brand wall with Q-Park logo & parking facility name at the car entrance.
- Level indication and etch film on glass partitions at the location of stairwells for good recognisability.
- Distinguished lighting in these areas by using circular LED light fittings.
- Steel grid walls for separation of ancillary accommodations (f.e. bicycle or storage areas).

Figure 58: Brand wall

Figure 59: Etching film on glass partition wall

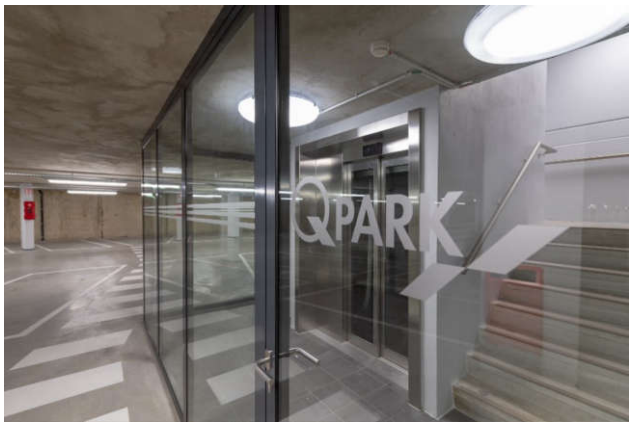

Figure 60: Steel grid wall