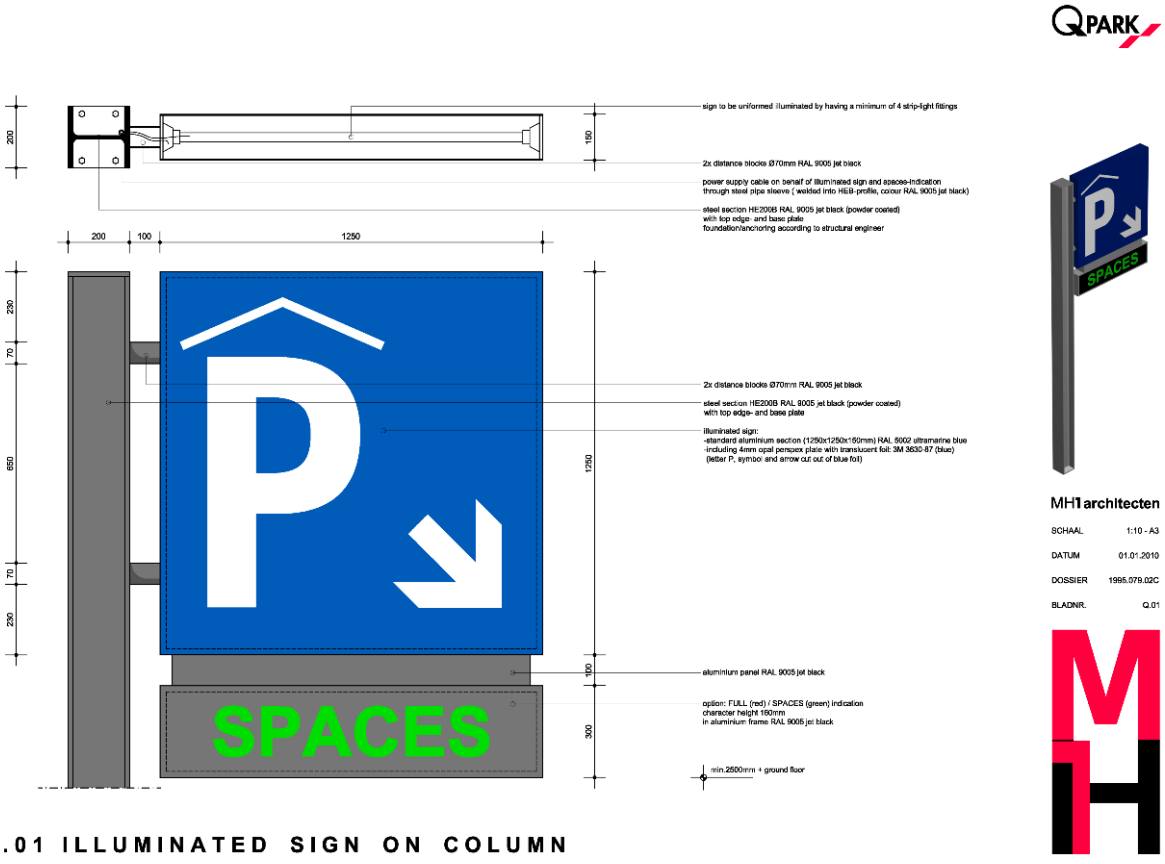
BRAND IDENTITY

CUSTOMER GUIDANCE SYSTEM

Q-Park aims to provide their customers with well-located, easily accessible and safe parking facilities. In these parking facilities the customers finds: clean surfaces, clear layouts, convenient parking spaces and welcoming illumination. Additionally we have worked on a signage system that harmonises with our total architectural design concept. The advertising signs within the parking facilities have been designed in a way not to interfere or conflict with the CGS-standard.

Signage and architectural design should harmonise, with the latter providing the overall atmosphere. At a detailed level, the signage guides the customer through our parking facilities, gives information where needed and supports our brand.

Figure 61: Q.01 Illuminated sign on column



Q.01 ILLUMINATED SIGN ON COLUMN

Procedures

Project Lead

The local **Project Manager** is responsible for the realisation of the project. The PM is responsible for:

- Creating a proper project description.
- Getting all the necessary technical and operational information.
- Collecting enough drawings, sketches and other necessary items, to complete the project according to Q-Park standards.

Project Know-how

- Signs are mostly fixed on the ceiling. Ducts, trunks, light fittings and beams can easily interfere or obstruct the signs.
- Health & Safety and other statutory signage can also interfere with, or even obstruct the signs.
- All technical information and other signage needs (drawings of plans and sections, available pictures, etc.) must be at hand before designing the signage plan.
- Less is more i.e. design and layout should be clear, a minimum of signage is sufficient to guide our customers.
  - Necessary traffic signs at car entry (speed limit, height, tidal flow-traffic, ...)
  - Necessary information in car park at decision points.
  - Mandatory information such as escape routes.
- Avoid country specific signs as Q-Park is an international brand.
  - If needed signs are not available on IDEFIX, send a request to idefix@q-park.com with a proposal and explanation of the need.
  - If the request is granted, it will be designed and added to the IDEFIX toolkit.
  - The sign has to be put in the project plan and on the sign list to enable easy maintenance.
- Each signage plan adheres to the Q-Park House Style Rules & Principles.
- Each signage plan is signed-off by Corporate Car Park Design and MH1.

Project Tools

IDEFIX holds all files needed to create a signage-plan; drawings, icons, visual references, etc.

- The standard language is British English.
- Country specific languages are made by the PM.
- Supply correct names, terms and references when a signage-plan is to be made by MH1.

Project Team

A PM cannot work alone on a signage plan. A PM sets-up a design meeting with Operations and Marketing colleagues to discuss plans, as they need to provide their requirements on operational and commercial needs, for early consideration.

- Questions to be answered by Operations are:
  - locations of the payment machine,
  - which means of payment,
  - where is the night entry,
  - what kind of services are provided, etc?
- Marketing questions include:
  - locations of information signs,
  - locations of advertising signs,
  - illuminated signs,
  - LCD screens, etc.

Project Procedures

There are two ways to proceed on the design of the signage plan.

- A) The PM takes care of the design.
  - The PM is fully responsible for designing, manufacturing and fixing of the signage plan.
  - The PM may always consult Corporate Car Park Design.
- B) The PM puts in a request at Corporate Car Park Design (working together with MH1).
  - PM share all aforementioned information with CCPD, who will share with MH1.
  - MH1 provides, in most cases, also parking bay drawings and road markings.
  - MH1 asks, when needed, for the right format in which the information, pictures and drawings have to be provided, in order to proceed and respond rapidly.
    - (Note: floor plans are often not enough to proceed.)
  - MH1 creates a proposal which will be shared by the CCPD with the PM. It includes a list of all signs, with its picture and reference number.
  - PM:

- Final control and remarks, preferably on-site.
- Informs Operations and Marketing and gathers their remarks.
- The signage plan with remarks are shared with CCPD and MH1.

- MH1 processes all remarks and creates a set of final drawings.
- PM receives final set and obtains all necessary files from IDEFIX.

Project Execution

The PM must pay attention when fixing the signs as in most cases our signs are the last to be erected, there is a chance of unforeseen obstruction. I.e. just sticking to the original plan may end in non-visible signs, adjustments have to be made.

Adjustments

- Adjustments may occur while executing the original plan, and while operating the parking facility.
- Executed adjustments must always be put in a revised plan, so replacements and repairs are based on correct plans.
- Revised plans may be made by the local sign maker of by MH1, this is up to the PM.

Maintenance

A signage plan is a tool to be used during the lifetime of a parking facility. Therefore:

- Each sign has its own code and/or a set of codes form a sign.
- Code numbers are placed on the signage plan (not drawing) showing location and layout.
- The signage plan is accompanied by a list of code number, the location and the way of fixing will be shown within that code list.

Design consideration

Branding

Besides signage, there is branding. On IDEFIX you may find a variety of examples with typical branding solutions, helping you with your signage proposal.

- Branding items must be designed by CCPD (MH1). They will support the PM where needed.
- MH1 provides a proposal, awaiting feedback and/or approval from CCPD and PM.
- PM checks the signage plan and conducts a final control on-site.
- PM acquires the necessary permits and agreements to erect branding items.

Advertising

Has to be designed according to the standard.

Signage

When creating a signage plan, picture yourself as a Q-Park customer, as motorist and as pedestrian.

- Motorists on the public road see our exterior **blue** P sign.
- Motorists in our PF, driving and parking, follow **red** signs.
- Pedestrians in our PF exiting the PF follow **green** signs.
- Pedestrians on the public road see our exterior **blue** signs.
- Motorists exiting our PF follow **red** signs.

In some cases the design of a parking facility cannot be changed. However, we always seek to design the clearest rotation and guide the customer with proper markings and arrows on parking floors.

- Signs for motorists are kept to a minimum, providing only essential information, where choices need to be made.
- Orientation signage shows at least the floor level, in some cases section and bay number.
- We may show empty spaces available by VMS (Variable Message Sign).
- We keep the exit route as short as possible.

- Signs for pedestrians are kept to a minimum too, only for way finding, directions, orientation and information.
  - Signage for pedestrian exit and if choices are possible, show this at an early stage.
    - If only one exit option, signs are only at the exit itself with its name on the exit sign.
  - Signage for lifts, parking floor and section.
  - Pictograms for customer services such as the information desk, toilets and pay-stations.
  - Information frames are used for a city plan, parking tariffs and opening hours, special events, etc.

Descriptions

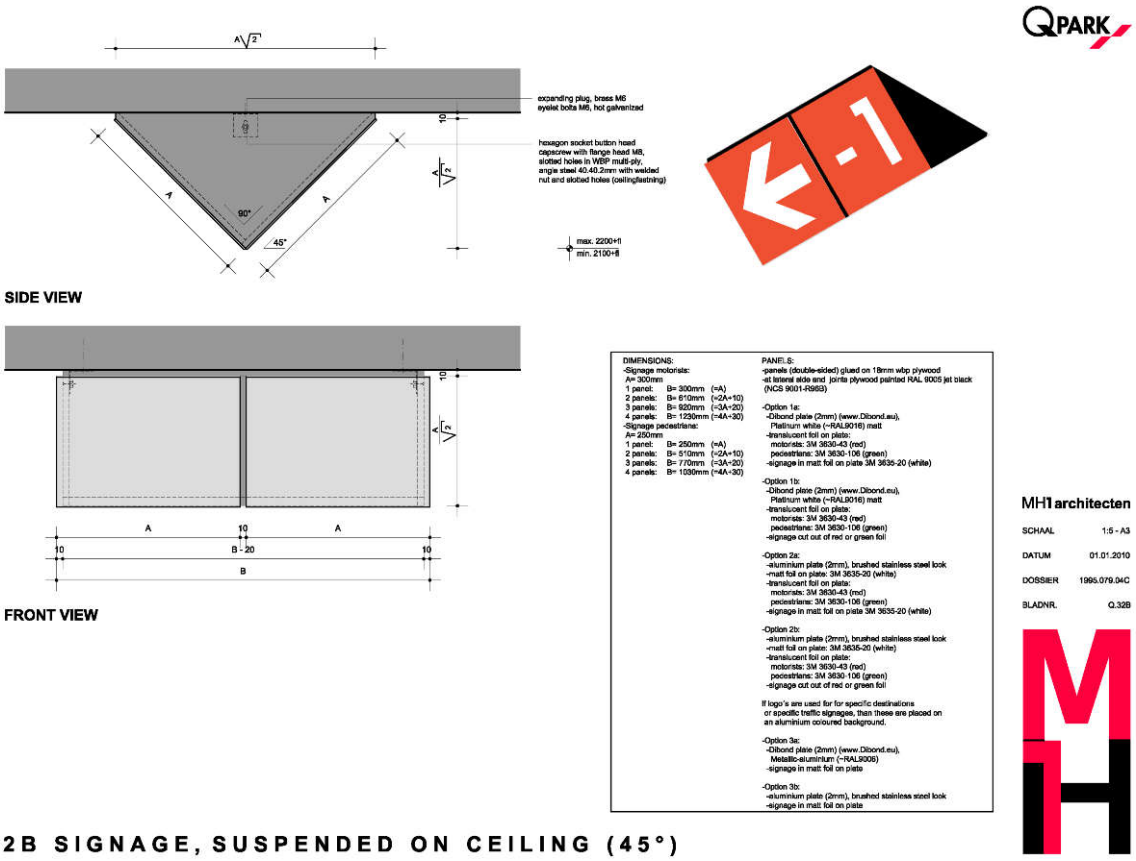
When designing a signage-plan house style rules and principles must be applied.

All designs regarding signage and house style must be approved by Corporate Car Park Design (CCPD) and MH1.

In general

- Readable height - most PFs are low of clear height, signs can be difficult to fix while still being readable for customers. The clear height underneath a sign must never be lower than the clear head height of the PF.
  - Signs for motorists may at the lowest height of 2.10 meters if this increases readability.
  - Signs for pedestrians may not be lower than the clear height of doors.
  - If the available height is insufficient, you may suspend angled signage from the ceiling, gaining about 11 centimetres clear height.
- Readability and glare - glare from illumination is one of the biggest problems we experience as it makes signs unreadable. Only one type of film solves this issue, make sure your sign manufacturer uses these materials:
  - Cover the sign (aluminium plates) with mat white film type 3M 3635-20.
  - Finalise the sign with translucent mat film, either
    - Red 3M 3630-43 for motorists
    - Green 3m 2630-106 for pedestrians
  - It is up to the sign maker to place white information (3M 3635-20) on the coloured film or is cut-out of the coloured film.
- New developments on how to assemble the sign
  - Normally the sign is constructed from of a core of 18mm WBP plywood and painted black + two plane aluminium plates of at least 2mm glued on and covered with mat white film type 3M 3635-20.
  - New: a type of alubond with a mat white coating. This may be used instead and may save costs.

Figure 62: Signage angled from the ceiling



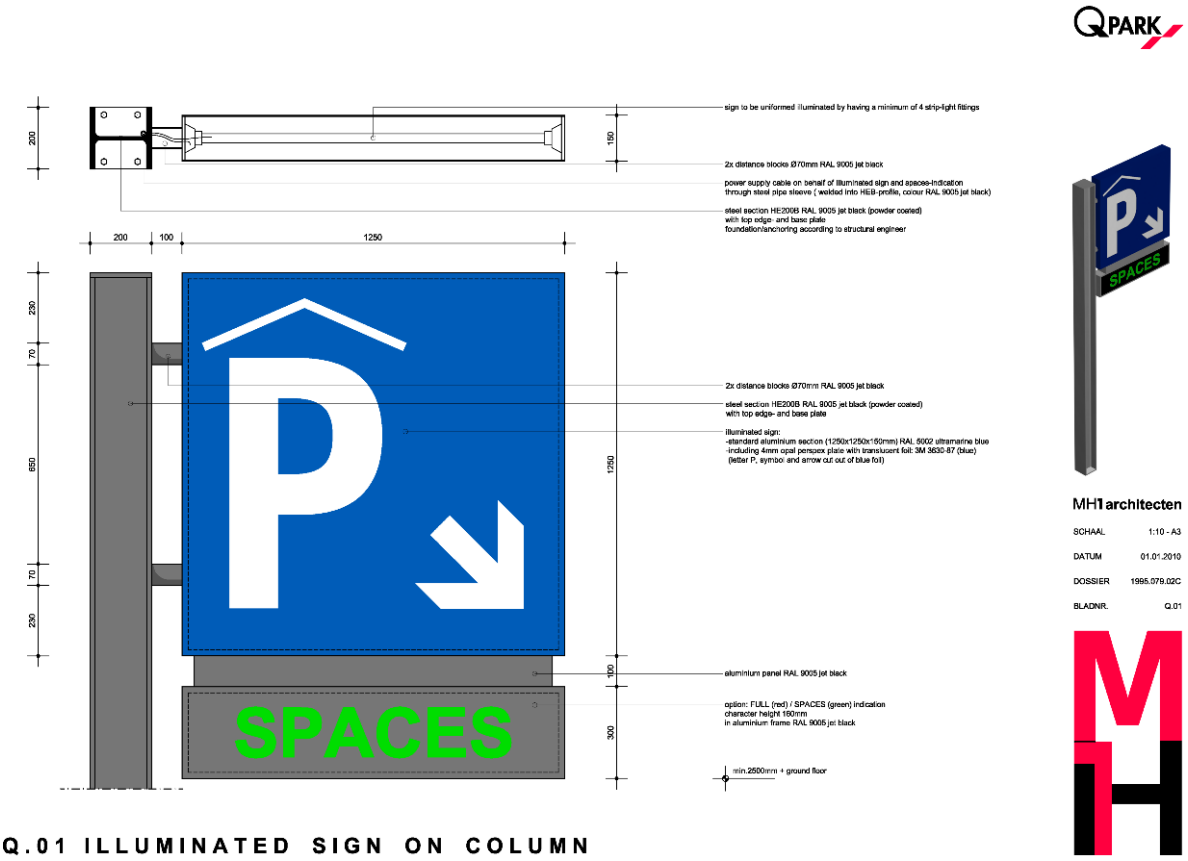
Q.32B SIGNAGE, SUSPENDED ON CEILING (45°)

To avoid glare, use the right mat film.

External signage

- Motorists - an illuminated Q-Park P-sign signpost.
  - Sometimes it will be the last sign as part of and in addition to Variable Message Signs (VMS) or Parking Guiding Systems. If so, you may decide to not use the FULL/SPACES indicator.
  - Depending on the local situation it may be fixed on a column, a facade or an element of our portal frame.
  - These signs are traffic signs and need to attract as much attention as possible. Please note that in most cases local planning consent and permits are required.
  - These signs are specifically designed per parking facility (PF) by MH1 and/or CCPD.
- Pedestrians - an illuminated sign for night entrance
  - When customers are finding their way back to the PF, a blue P-sign guides them to the pedestrian entry.
  - The sign shows the name of the PF and our Q-Park logo.
  - When a pedestrian entry sign cannot be fixed to the facade or a column near the entrance, there is a more sophisticated solution for historic areas.
  - These signs are specifically designed per parking facility (PF) by MH1 and/or CCPD.

Figure 63: Illuminated P-sign for motorists on column

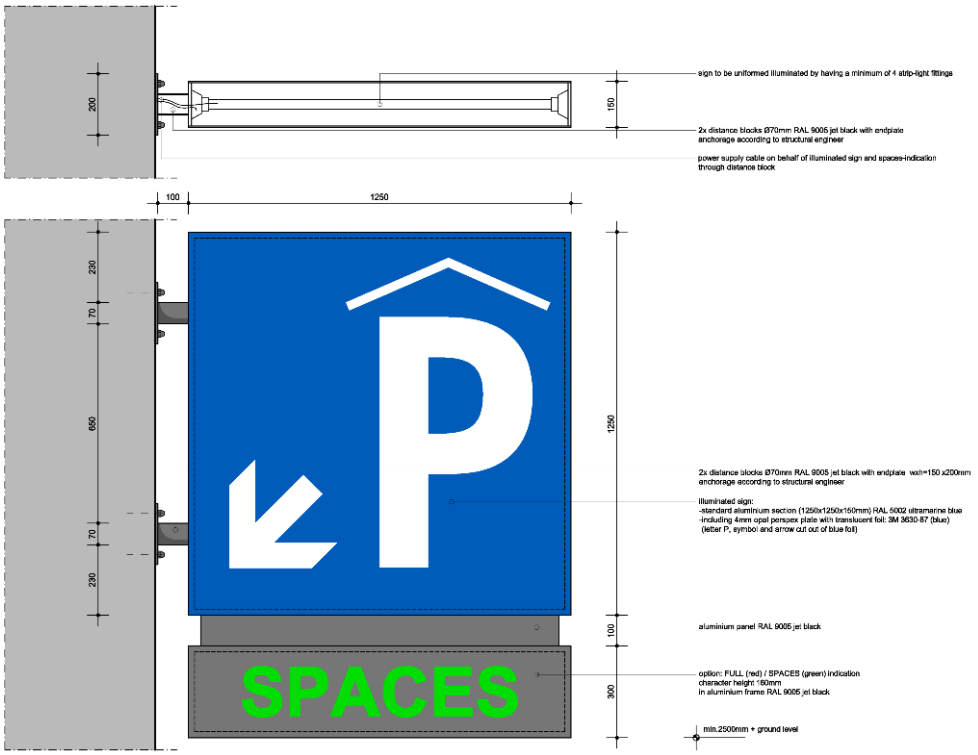


Q.01 ILLUMINATED SIGN ON COLUMN

MH1architecten

SCHAAL	1:10 - A3
DATUM	01.01.2010
DOSSIER	1995.079.02C
BLADNR.	Q.01

Figure 64: Illuminated P-sign for motorists on facade

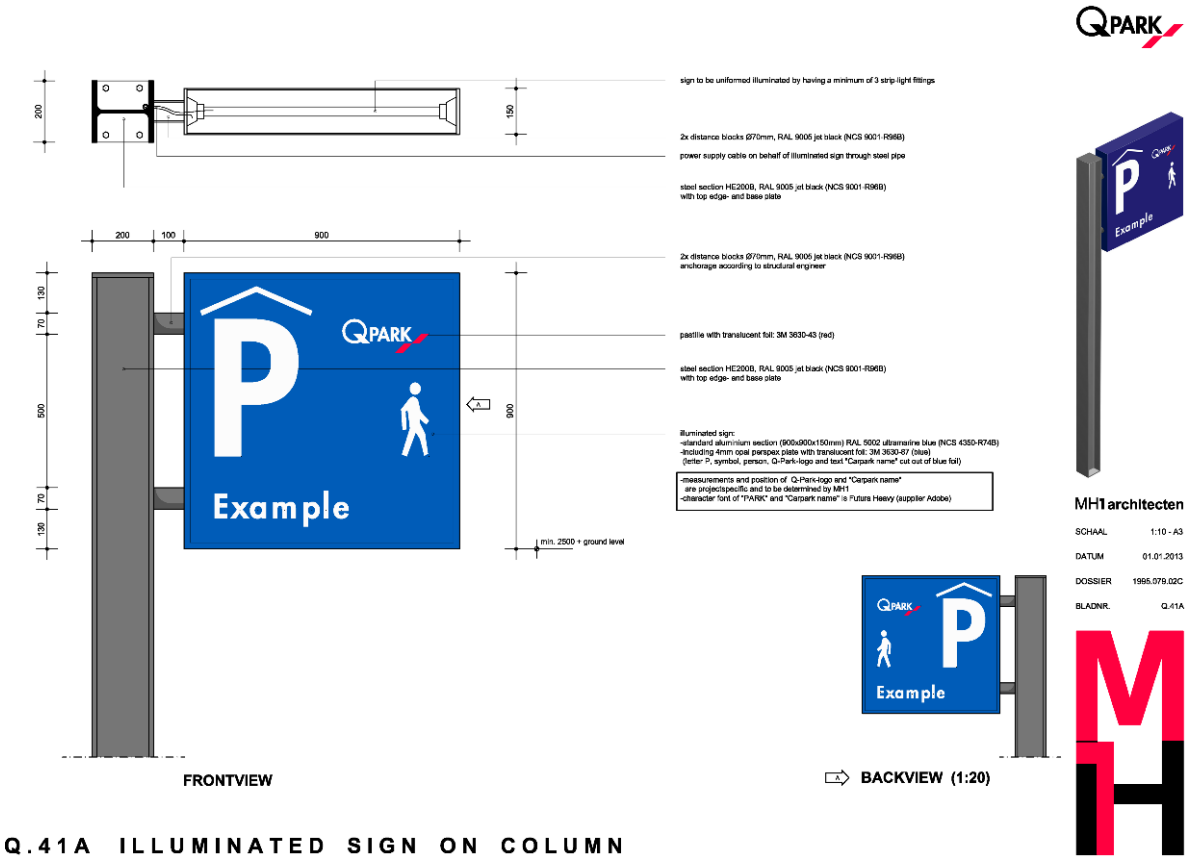


Q.02 ILLUMINATED SIGN ON FACADE

MH1 architecten

SCHAAL	1:10 - A3
DATUM	01.01.2010
DOSSIER	1995.079.02C
BLADNR.	Q.02

Figure 65: Illuminated P-sign for pedestrians on column



Q.41A ILLUMINATED SIGN ON COLUMN

Figure 66: Illuminated P-sign for pedestrians on facade

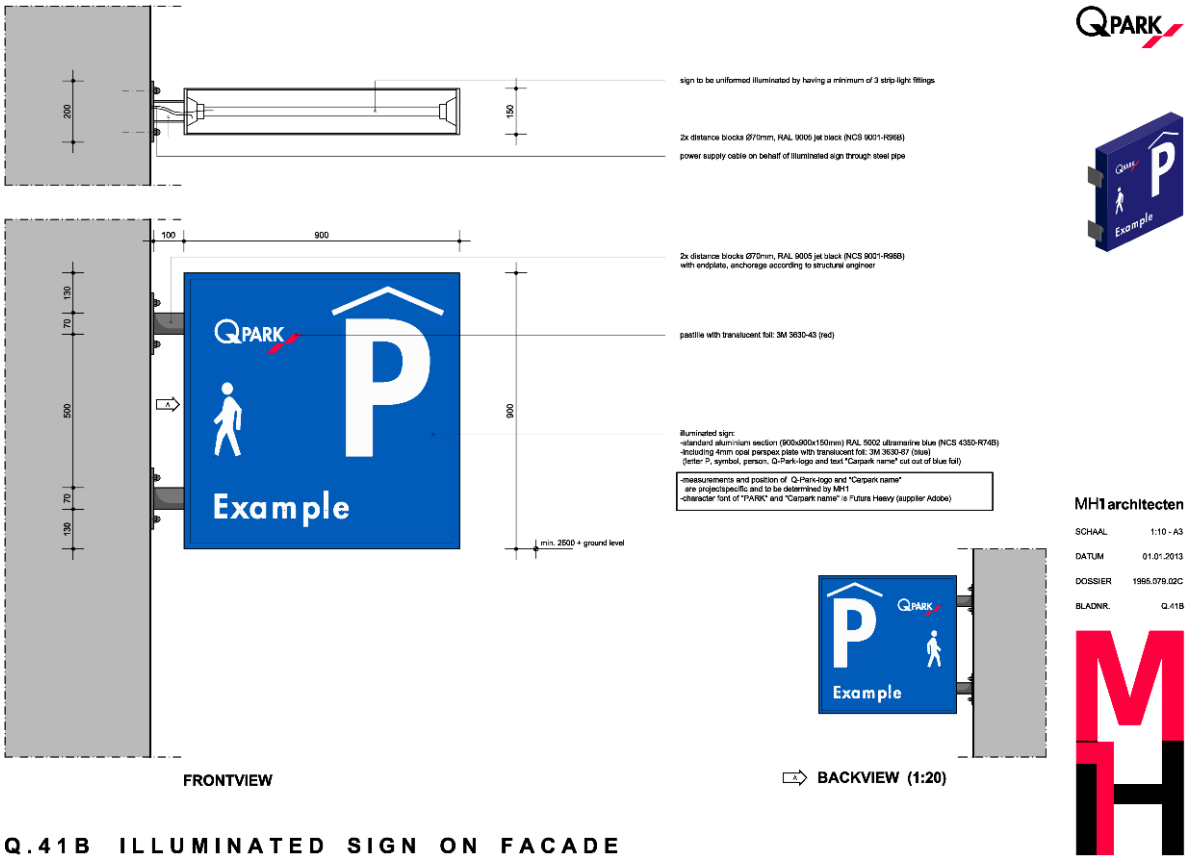
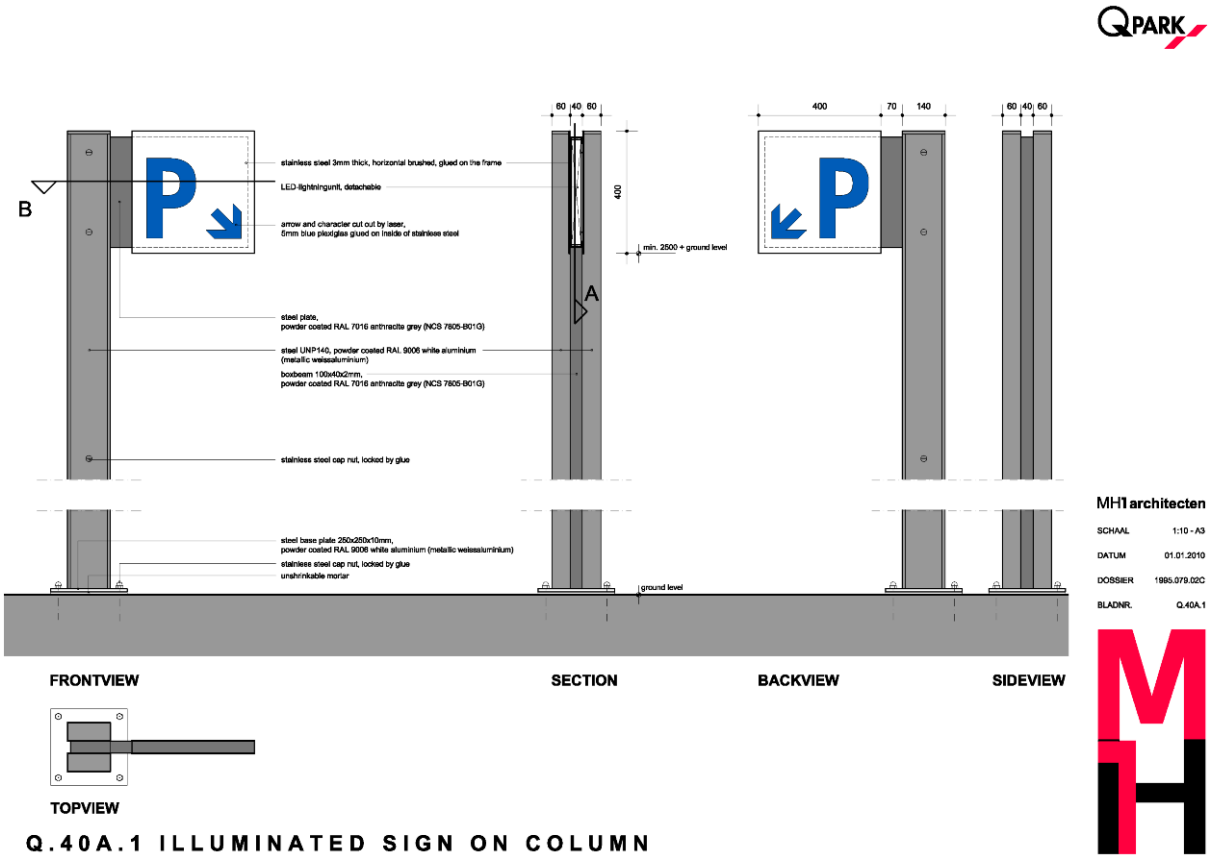


Figure 67: Illuminated P-sign for pedestrians on column, historic sites



Sandwich board / Windmaster frames

- For use when a temporary reference to a parking facility (PF) is needed. They may be placed on-street yet local permits may be needed for placement.
- For use when parking floors need to be closed for maintenance, cleaning or energy saving, to redirect customers.

Visuals of boards, frames, posters - posters without 'roof' is additional costs/variables.

Portal frames - indicate the entrance to a parking facility, designed per PF.

- U-shaped
  - Placed at the top of the entrance for motorists.
  - Includes Q-Park logo and PF name.
  - Includes height restrictions and traffic signs (diameter 180mm).
  - Depending on the local situation, a VMS-module is integrated to show parking space availability.
- L-shaped
  - Often used if the motorist entrance is a one-way lane only.

Façade - designed per PF by CCPD and/or MH1, often consent of architect or owner of the building is required

- When the motorists entrance is integrated in the façade of a building, the PF name is placed separately, combined with our Q-Park logo.
- The height restriction and traffic symbols are positioned in the façade opening.

- Depending on the situation three options of façade signing can be applied:
  - 1) Checkerplate with black letters;
  - 2) Black panels with stainless steel letters;
  - 3) Letters placed directly onto façade (stainless steel or black logo & name). Lighting of this type of signage is a point of attention and is possible through internally (light box) or externally placed luminaries.

Internal signage

Internal signs for motorists and pedestrians are made of square sections.

- Motorists: used colour is red (3M 3630-43) and the standard measurements are 300 x 300 mm.
- Pedestrians: used colour is green (3M 3630-106) and on parking floors the measurements are 250 x 250 mm in standard situations. For measurements in staircases a smaller size of 200 x 200 mm is more sophisticated.

Terminology

Because of the different languages used it is important that the same terminology is being applied. Where possible, a different term is used for directing pedestrians and motorists to the exit (see list). For parking facilities in Belgium use the French or Dutch language (or both), depending on the location of the facility. Also the terms for 'parking' and 'levels' are shown in each country language.

As no parking facility is the same and each of them are located in different surroundings, the Customer Guiding System is always project specific and needs to be determined per project. Signage for motorists is the same almost everywhere, because signs for 'parking', 'level' and 'exit' are univocal. For pedestrian signage this is different:

- When a parking facility is not connected to any other destination and is completely solitaire, the signs for pedestrian exits should be 'way out' (other country specific languages according to Figure 1). If more than one pedestrian exit is available, add the street name or location (respective signs #026 and #027).
- When a parking facility is integrated in a shopping centre or office building, use the term 'entrance' with a specific addition to increase recognisability for our customers.
- If an pedestrian exit leads straight to an office or shop belonging to a third party with a recognisable brand, we recommend using their logo on the signs. For execution of these signs see chapter F. Signage with third-party references in Standard principles.

If parking facilities have an international character or attraction, another language can be added to the country specific language (see chapter E. Multilingual signage).

Standard principles

- Arrows
  - Always make sure an arrow is pointing towards the direction of the destination for customers (pulling away from the information on the sign). The arrow-sign should be on that particular side of the sign. This makes the information on the sign more easily to read.
  - In a situation where the arrow is pointed straight forward it is in principle positioned on the left side of the information. When a 'pulling' arrow is used in the same lane, make sure all arrows in one lane are on the same side of the information.
  - If signage in two different directions is needed, the arrow of the left combination will be positioned on the right side of the information. This is done to make the giving information faster and more clear to read for motorists and pedestrians.
- Assembly
  - The typical square-shaped signs are assembled of one-module sections with an addition of 10 mm. The assembly of longer signs is as shown in the figure

below. When a sign of four sections is used, it is only combined with an arrow-sign, so no more then five sections in total are used.

- The information giving on the signs should be carefully selected. When to much information is giving, customers will not read/see any of it. Therefore preferably no more than four sections are to be assembled at one position, pointing towards a particular location. When two, three or four sections are combined in one sign, they are mounted 10 mm apart from each other.

- Mounting
  - As also described in the Procedures A and B of the Customer Guiding System, part 3.1, it is essential to assess the concept signage-plan at the actual site. It can occur that lighting or ductwork is present, where signs are planned, or even worse, that the desired clear height is not present. Therefore the check on site is necessary and essential in designing a signage-plan.
  - In standard situations where suspended signage is used, it needs to be mounted between 2.1 metres (minimum) and 2.2 metres (maximum) above the parking floor. When the clear height for vehicles is more than 2.2 metres, the height of the signs must be adjusted to the clear height in the parking facility including an addition of 5 cm.
  - In parking facilities where, for some reason, the minimum height of 2.1 metres can not be achieved, it is possible to use ceiling mounted signs. These signs are placed under an angle of 45 degrees and are mounted onto the ceiling. By doing so a saving in height of approximately 11 cm is gained (see Q drawing Q.32B and Figure C.2 below).
- Distance
  - When information towards two different directions is needed, it is necessary to separate these two directions with an in-between distance of 10 cm.
  - Furthermore signs are repeated longitudinal with an in-between distance of 50 metres for motorists and 30 metres for pedestrians. This distance is also depending on the clear lay-out and routing of the parking facility. Regarding the amount of signs the principle 'less is more' needs to be applied. Where crucial decisions in routing are to be made, signs are needed.
  - Again, before executing the work, a concept-plan needs to be controlled on site. This check needs to clarify if all proposed signs are correctly located and if it is possible to mount them. Also the function of the sign can be assessed by taking the surrounding signs in consideration.
- Multilingual signage
  - At sites where two or more languages are to be used, an addition of a section is made. The length of the sign must not exceed five sections. If signage to services (lifts, payment equipment, lodge) is also needed it must be placed in a new sign on a second location.
  - Other services need to be displayed separately when five sections (as shown in Figure E.1) are already used.
- Third-party signage - see different chapter
- Backside of signs
  - The backside of signs is in principle used to inform customers about the routing direction. Wrong-way traffic signs are applied on the backside of these signs (Figure F.1).
  - When no information needs to be shown on the backside of a sign, the used colour for these signs are the same as the figures G.2 and G.3 (aluminium grey, RAL 9006).

In combination with the colour scheme of the ceilings it will result in a more calm surrounding.

- Bicycle signage
  - It is possible that a facility for bicycle parking is integrated in a parking facility. When this occurs it is strongly recommended to have a separate elevator, ramp or stairs for entrance and exit to and from the parking facility with a bicycle. This way of accessibility should never be combined with the entrance for motorists, but can be combined with the pedestrian entrance. Facilities for bicycle parking should always be separated from parking floors to prevent customers cycling around.
  - When references to certain entrances or areas to bicycle facilities are needed, it is to be combined with the pedestrian signage and is therefore in green. Bicyclists are not allowed to cycle in the parking facility and should only move around on foot. The next symbols are designed for this purpose.
- Using etch film
  - An often used house style element is the etch film on glass doors and panels. The underlying thought for usage of this etch film is that it is applied on fully glazed doors and panels, where customers might overlook the glass and by mistake walk into it. To make a difference between doors and panels, the 'Q-Park'- logo is to be applied on glazed doors and the 'striping' is applied on glazed panels.
  - Etch film may not be applied on all glass elements in a parking facility. Only where floor to ceiling glass panels are used and where there is a safety issue that customers may walk into it by mistake.
  - Some examples:
    - The glass in the Parking Host lodge, above the checkerplate, is not area where people might walk into, so do not apply etch film here.
    - Fully glazed door in a public area is to be provided with a 'Q-Park' logo in etch film;
    - Fully glazed (floor to ceiling) walls around a pedestrian entrance or near the lodge are to be provided with the etch film 'stripes'.

When a bicycle parking service is integrated in a parking facility, always contact Q-Park Holding for the design and location of the facility and entrances.

House style elements

For the recognition of the Q-Park Brand, several house style elements are integrated in the parking facilities. Implementation of these elements are always part of the project specific documents, provided by MH1.

Checkerplate wall

At the entrance or exit of the parking facility a checkerplate wall can be implemented to give the customer a first or final impression of the location. It is used to display the Q-Park logo and the name of the parking facility. A blue light line is added to increase the visibility and create an ambiance at the entrance and exit area.

Guiding elements

In order to guide customers or to prevent possible accidents guiding elements in different forms can be used.

- Drawing Q.12A This element is used to guide customers in cars into the right direction. It is very often used at the entrance and exit area to divide driving aisles from pedestrian areas. A blue light line is integrated to increase visibility.

- Drawing Q.12B If traffic in two directions is to be expected a square-boxed guiding element can be placed.
- Drawing Q.12C If parking spaces are projected in front of glass walls, these walls can be protected by placing a round galvanised guiding rail.

Litter bin

To attract extra attention to the pedestrian entrance via a main staircase, the door is highlighted by a level indicator and a litter bin. Litter bins are placed by the door of every pedestrian exit and entrance to the parking floor to prevent litter from being left behind. Several litter bins are to be implemented on these locations.

Stainless stale pole

When motorists are not allowed to park their car in a specific place due to safety reasons, the space can be marked with brushed stainless steel poles. Also pedestrian zones can be marked with these poles. Is it important that these poles always have the same appearance and no fences are used because of the obstruction they cause for pedestrians. Therefore measurements have to be the same, being approximately: height = 1,000 mm; width = Ø105 mm; footplate = Ø150 mm.