BRAND IDENTITY

- 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.