BRAND IDENTITY

STATIONARY

DIGITAL STATIONARY

Always use the Q-Park templates when creating documents in Word, Excel and PowerPoint. These contain all the Brand Identity elements described elsewhere in the Q-Park Brand Identity.

Content Management Systems

The Q-Park websites are populated and maintained using proprietary Content Management Systems (CMSs). The Q-Park house style has been programmed into the websites through the CSM style sheets (CSSs).

- Sitecore for country websites.
- Tangelo for corporate websites; financial and non-financial.

Visuals used on the Q-Park websites must conform to the guidelines for photos, visuals and icons.

Microsoft Office

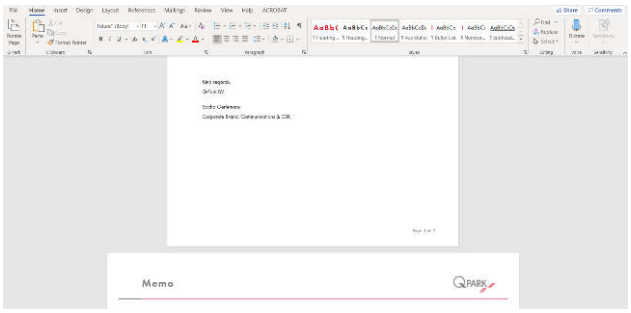
All Q-Park digital stationary is available to you by means of MS Office templates. When you create a new document, select one of the templates from the templates library.

- To create your document in Q-Park house style, simply use the styles, heading and paragraph definitions available to you.
- When inserting visuals, follow the guidelines for photos, visuals and icons.

Word

Always start a new document using one of the Q-Park Word templates. Your document will automatically have the Q-Park colours available for headings and tables.

NEW; the word templates have a 'Rotate Page' option, allowing you to use portrait and landscape pages in a document.



Rotate Page option - top left in the ribbon

Excel

Always start a new workbook using the Q-Park Excel template. Your spreadsheet will automatically have the Q-Park colours available for graphs and charts.

Bar charts are the preferred form for representing data series. Black and grey scale are preferred for series. Only use shades of red if absolutely necessary.