BRAND IDENTITY

Business cards

The business cards are printed on both sides in the two Q-Park primary colours (black and red). On the front, the Q-Park logo is placed in the upper left-hand corner.

Download Adobe InDesign Business Card template

The business card should contain the following information:

- name
- job title
- PO box address (post address)
- address (visiting address)
- country
- office telephone number
- mobile phone, if applicable
- e-mail address, if applicable
- URL of the country website

vCard QR Code

This information may also be added on the reverse of the business card as a QR code, which contains **the business card details as a vCard**. The QR code offers convenience as a smartphone automatically adds the details as a contact.

Paper

For offset printing use Distinction Elegance, 250 gr/m^2
For digital printing use Symbol Freelife satin, 300 gr/m^2

Figure 74: Business card grid