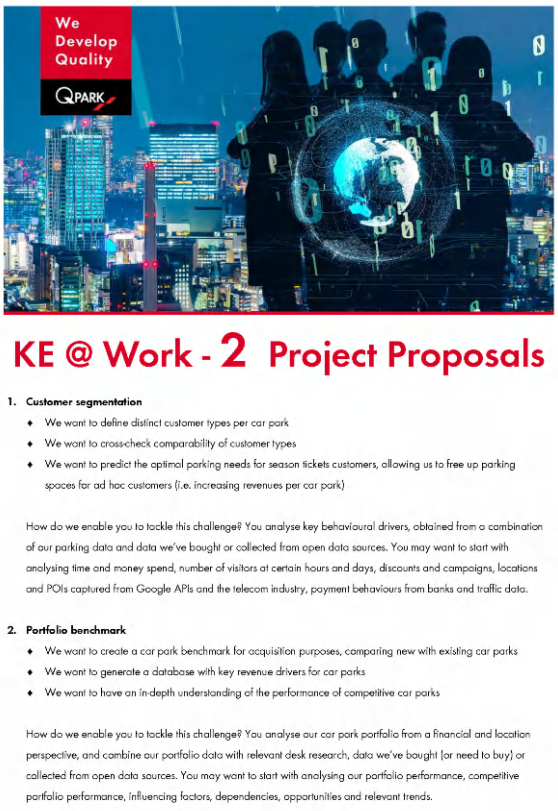
BRAND IDENTITY

Figure 75: Job advertisment - Recruitment case study 1



Tangible guidelines

Commercial posters

In graphic design a grid is a structure that consists of a series of guide lines which are used to structure the content. The grid provides a frame on which the designer can place the graphic elements (images, letters, paragraphs) in an easy to process and well-thought-out manner.

For poster design we have developed a grid in which messages can be placed at various levels. We have developed several basic grids for communicating various different types of messages.

Here we make a distinction in brand, USP, campaign, information and pricing,

Basic poster grid - three levels

We have defined three levels for posters:

- main message only
- main message with subheading
- main message with subheading and body copy for extra information

The size of the main visual is at least half of the poster height.

I.e. the three levels of information are never more than half of the poster height.

Figure 77: Basic poster grid - three levels

Download Adobe InDesign template Poster - red title bar

Download Adobe InDesign template Poster - red title bar - black subtitle

Download Adobe InDesign template Poster - red title bar - black subtitle - body copy

Basic poster grid with call-to-action

Next to the basic poster grid including three levels, we've developed grids to include co-branding and call-to-action (CTA).

Figure 78: Basic poster grid - CTA

Download template Adobe InDesign template CTA

Basic poster grid with co-branding

In some circumstances the Q-Park logo may be required in combination with the name or logo belonging to a commercial partner. Click here for co-branding guidelines.

Figure 79: Basic postere grid - co-branding

Figure 80: Poster example - Brand message

Figure 81: Poster example - USP message

Figure 82: Poster example - Campaign message

Figure 83: Poster example - Informative message

Version 1 – Body copy with attention

Version 2 – Co-branded

Version 3 – CTA

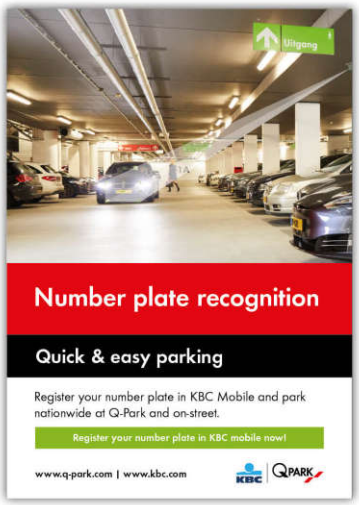
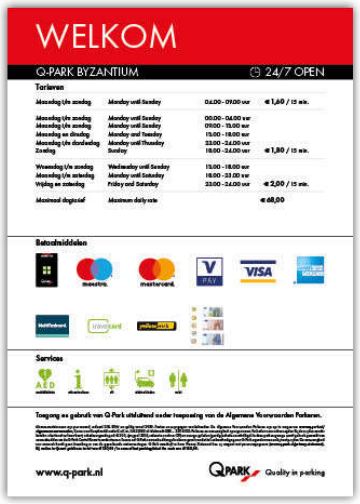


Figure 84: Poster example - Prices & Services

BIB - Blockpricing



Menu - Blockpricing

Brochures and flyers
Please submit your country specific examples / best practices.

Event material
Please submit your country specific examples / best practices.

Advertising

Please submit your country specific examples / best practices.

Parking facilities as advertising podium

Q-Park, commercial partners and third parties may use the Q-Park parking facilities as a podium for commercial messages. This can be in many formats, for example: billboards, triangle boards, posters, product sampling, parking marked cars.

The rules are:

- Our brand identity and quality standard are our top priority. Additional revenue is of secondary importance.
- Q-Park has a quality standard for advertising frames.
- We do not want media carrier overkill, we look for the best places without hindering customers.
- Media carriers may only be placed in pedestrian zones.
- No advertisements are permitted at the parking facility entrances or exits.
- We do not advertise on the access and exit barriers.
- We do not permit posters or other expressions without frames.
- The marketing manager of each Q-Park country bears final responsibility for the advertising project. They negotiate the contract together with the country managing director.
- The real estate manager bears final responsibility for placing and maintaining the advertising frameworks.
- We work with preferred suppliers and media partners on a European-wide basis.

Other locations, special formats and concepts

Special locations such as off-airport parking, train stations (P+R), and motorway locations must be negotiated with Q-Park representatives. These projects are complex in nature due to other contractual commitments and political or environmental regulations. Q-Park will suggest possible locations for special formats and/or spectacular concepts. These specials require negotiation and different contracts. All Brand Identity rules apply to these special formats and need to be approved by the Corporate Brand Custodian.

Special deals, bartering and joint promotions

The Q-Park marketing manager can make special barter deals and joint promotions. These can be negotiated in the contract between Q-Park (country) and the requester. They can be used to promote Q-Park or third-party services and/or products.

Maintenance

Q-Park strives for the highest quality. Well-designed advertising units must be maintained and kept in top condition.

The maintenance programme should include:

- routine maintenance activities;
- rapid response service;
- safety and preventive maintenance activities;
- inspection and quality control;
- customer service and complaint handling.

High quality products:

- Static as well as dynamic units must be constructed with the best-tested and most reliable parts.
- Units should be mounted into specially designed casings, in order to withstand the environmental conditions specific to parking facilities.
- Casings should be made of aluminium and be powder coated in the desired Q-Park colour.
- Toughened or layered safety glass must be used together with a high-quality, vandal-proof closing mechanism.
- To prevent breakdown and defects, technical parts must be replaced before the end of the useful life span is reached.

WDQ campaign

WDQ stands for We Develop Quality. The WDQ expressions use the WDQ logo, and images have a red boarder at the bottom.

The aim of the WDQ campaign is to create and maintain awareness of Q-Park's PODs and POPs among public and private landlords, project developers and Q-Park employees.

You can find WDQ visuals for PowerPoint presentations and Social Media on Idefix.

Find WDQ Campaign Expertise Articles here.

Value creation

We use brand and marketing as a tool in the overarching strategy to create value for our stakeholders:

- Meaningful brand
- Focused marketing

We want to build further on the Q-Park brand to support the acquisition and sales process:

- Acquisition process is aimed at public and private landlords: to add contracts to the portfolio.
- Sales process is aimed at commercial partners: to broaden our sales channels.