BRAND IDENTITY

CONVENTIONS FOR VISUALS AND THE LOGO

For details about using the Q-Park logo, please refer to the Brand identity LOGO section and the Brand identity Don'ts.

Use Q-Park colours

The correct Q-Park colours for use in documents are incorporated in the Q-Park templates available for Word, Excel and PowerPoint.

Q-Park colours are defined in the Visual Identity colour section.

For information about the colours you can use in charts, graphs and tables see the primaray colours section.

Q-Park icons

- Use Q-Park icons for our services, wayfinding and the like. These are available in Idefix.
- There are special icons for the various Q-Park programmes, see programme logos.
  - PaSS (Parking as Smart Service)
  - Sustainable Mobility Partner (SMP) Programme
  - EV charging
  - Mobility hubs
- If there is no Q-Park icon for your purpose, you may use icons freely available online to embellish and/or clarify your text:
  - use really smart/clarifying icons, something that makes sense to a 'new' reader;
  - never use USA styles, dollar signs and the like;
  - avoid using round elements, rounded corners, and circles;
  - to request a new Q-Park icon be created in Q-Park colours contact Corporate Brand & Communications

Visuals included in writing

Visuals of all types can be used to clarify information or a concept that is complicated to explain in words. Use photos, infographics, tables, charts and graphs where applicable.

To have an infographic redrawn in house style, please contact Corporate Brand & Communications

Take note of the following dos and don'ts when including visuals in your text.

Do	Don't
Leave white space around a visual element. We call this the 'safe zone'.	Place text over a visual element as this detracts from the readability
Use icons and visual elements with right-angled corners. This emphasises our brand image.	Use icons or visual elements with rounded edges, shadows etc. This would detract from our brand image
Always add a caption or title.	
If appropriate for your text include numbering. This makes it easy to refer to the visual in the text.	
Always state the source and credit the copyright holder.	