BRAND IDENTITY

Surrounding area

- The surrounding area is as important as the parking facility itself. Squares on top of underground parking facilities, shopping centres, special points of interest or attractions to visit in the vicinity are to be included in the photoshoot.

Traffic signs (country specific)

- Specific on-street signage should be captured too, for example showing parking routes and/or numbers of vacant parking spaces.

Other themes to consider:

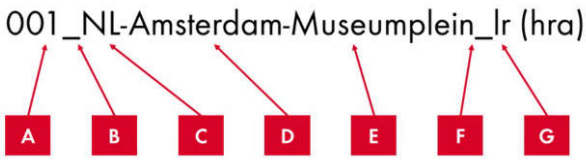
- Communication tools
- CSR events and activities
- Pricing strategies
- Promotional activities
- Training

Photos on IDEFIX

As we share many visuals and icons on IDEFIX, naming conventions have been defined.

IDEFIX naming conventions

Photographers should submit visuals with file names in accordance with the following naming conventions. The file name consists of 6 parts, for example, photo number 001 from IDEFIX is used:



- **A:** Assign a sequence number starting with 001. The IDEFIX team will finalise these sequence numbers after approval
- **B:** Separate the sequence number from the next part of the name with an underscore '_'

- **C:** Country abbreviation according to international standard (use EU for general purpose visuals and those not related to a specific country)
- **D:** Name of the city where the photo was taken, in English
- **E:** Name of the parking facility, location or other POI where the photo was taken
- **F:** Separate descriptive photo name from the suffix with an underscore '_'
- **G**: Add the resolution code
  - lr = low res
  - lr (hra) = low res, high res available
  - hr = high res

Name elements C, D, E and F are joined by a hyphen.

If more information is required, another suffix can be added to part E. As an example, 'before' and 'after' was added to the location/POI part of the name. Use the same principle for 'day' and 'night' photos taken from the same location. Note also that the numbers of these visuals must be incremental (+1) so that these are located next to each other in the database.

File types and quality

All visuals are to be provided as .JPG files. This is a uniform file type and is usable on all types of computer systems and programs. When using compression utilities to transform file types to JPG, the quality loss is negligible and still reduces the file size.

When saving files, remember that for print work (see "high resolution visuals") the image option quality should be at least 8 when saving JPG files with e.g. Adobe Photoshop.

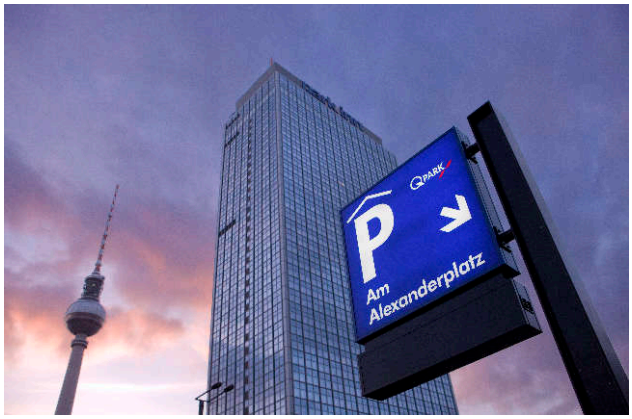
Photo resolution

In the naming conventions section, a distinction is made between low resolution (lr) and high resolution (hr).

Low resolution (lr)

Photos with this resolution can be used for PowerPoint presentations, memos and reports. The minimum quality is specified as follows:

- Resolution 1024 x 768
- Quality 72 dpi
- Colour settings sRGB IEC61966-2.1
  - sRGB has a small colour range which is a safe standard to work with as most systems recognise this colour range



High resolution (hr)

High resolution photos can be used for print work of corporate reports, posters and other marketing collateral. The minimum quality is specified as follows:

- Quality 300 dpi
- Colour settings Adobe RGB
- Adobe RGB has a much higher colour range than sRGB, so there is less risk of quality loss