BRAND IDENTITY

Brand Identity don'ts

Logo don'ts
Only use the logo as downloaded, never attempt to change it in any way.

The following logo examples may look okay to the untrained eye, but these are wrong because:

- In the black example, the 'angled parking spaces' are disconnected.
- The logo may not be monochrome grey, and the Q is too small.
- In the red example, the 'angled parking spaces' must be black.

The black logo on a red background is only permitted for company clothing and litter bins in parking facilities.

These logo's with payoff are wrong because:

- In the left-hand example, the payoff is not aligned properly.
- In the right-hand example, the payoff is translated.

Translating the payoff 'Quality in parking' is not allowed.

Figure 86: Logo don'ts

Figure 87: Logo and payoff don'ts

The following logo-name variants are wrong because:

- We do not change or bastardise the company name or logo in any way.
- We do not add country names to the logo.
- We do not add company names to the logo.

Figure 88: Logo and naming don'ts

No deviations of any kind from or changes to the logo or its use in combinations are permitted.

The logo is never displayed with or incorporated into any other image or text in altered form.

In the event of acquisitions, mergers and other forms of participation, the Q-Park brand will be introduced throughout all aspects of the business concerned.

Visual don'ts

- Don't overlap images.
- Don't use image collages.
- Don't skew images.
- Don't use duotones.
- Don't use irrelevant images to fill in space.
- Don't place images and logos randomly in every empty (white) space. White space is one of the Q-Park Brand Identity elements!
- Don't frame an image (nor use borders).

Brand Points

2020 / 2021

Q-Park Brand Points – February

- **Q-Park Wallpapers**: just a gimmick, wallpapers are available for your mobile phone

Q-Park Jargon

- P+R (not P&R) – we use the plus-sign … + … for P+R (Park+Ride) to align with public parking signs.
- (We use the and-sign … & … mostly for internal combinations (Pay & Display for example)).

Q-Park Recap

- The Brand Points Series was initiated to put a bit of fun/focus on the Q-Park Brand
- You may always contact Sacha Oerlemans regarding any Q-Park Brand query
- On Idefix, you can find a great amount of practical tools amongst which: Q-Park Slide Deck, Q-Park Visuals, Q-Park Icons, Q-Park Templates, etc etc.

Q-Park Brand Points – December

Q-Park Season's Greetings

- Will be shared by e-mail and SocialSeeder campaign