BRAND IDENTITY

GLOSSARY

AI
Adobe Illustrator

BCE
Before (the) Common Era

Branding (origin)
The practice of branding is thought to have begun with the ancient Egyptians, who were known to have engaged in livestock branding as early as 2,700 BCE. Branding was used to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron.
Source: https://en.wikipedia.org/wiki/Brand

Branding (today)
In the modern era, the concept of branding has expanded to include the marketing and communication methods that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers. The key components that form a brand's toolbox include a brand's identity, brand communication (such as by logos and trademarks), brand awareness, brand loyalty, and various branding (brand management) strategies.[6] Many companies believe that there is often little to differentiate between several types of products in the 21st century, and therefore branding is one of a few remaining forms of product differentiation
Source: https://en.wikipedia.org/wiki/Brand

CCPD
Corporate Car Park Design

CGS
Customer Guidance System: the signage used in parking facilities, mostly red and green.

CMYK
The CMYK colour model is a subtractive colour model, based on the CMY colour model. It is used in colour printing, and is also used to describe the printing process itself. CMYK refers to the four ink plates used in some colour printing: cyan, magenta, yellow, and key (black). (Source: Wikipedia)

CTA
Call-To-Action

DOF
Depth Of Field - in guidelines for photography

EPA
European Parking Association

ESPA
European Standard Parking Award

EU English
EU English is used to refer to a particular variety of the English language involving both EU terminology and a number of other EU-specific lexical, grammatical and discourse features. Since the EU is involved in all walks of social, political and cultural life, EU English features characteristics of political, legal, business, and even academic discourse, thus mirroring the different functions and multiple activities of the European Union as a cultural, political and historical reality.

Idefix
Central T drive where manuals, approved visuals, templates etc. can be found.

ISO
international Standards Organisation

M&E
Mechanical and electrical

PNG
Portable Graphics Format

PODs
Points of Difference

POIs
Points of Interest

POPs
Points of Parity

PRIS
Parking Route Information System

RGB
The RGB colour model is an additive colour model in which red, green, and blue light are added together in various ways to reproduce a broad array of colours. The name of the model comes from the initials of the three additive primary colours, red, green, and blue. (Source: Wikipedia)

SMP
Sustainable Mobility Partner (a strategic programme to support cities with their mobility plans)

SVG
Scalable Vector Graphics

TOMA
Top Of Mind Awareness

VMS
Variable Message Signs

WDQ
We Develop Quality

Q-Park has assured a number of its activities under NEN-EN-ISO 9001.

Q-Park has received several ESPA and EPA awards.

For more details and up-to-date information about Q-Park's products and services please visit: www.q-park.com.

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Quality in parking

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