BRAND IDENTITY

MOBILITY HUB SIGNAGE MANUAL

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1. Introduction

This manual describes the guidelines that apply to *Mobility Hub Signage*. These guidelines are part of our house style and should be seen in conjunction with and as an addition to our existing house style and signage. This manual specifically describes and focuses on *Mobility Hub Signage*.

This manual primarily uses examples that serve as guidelines to support the implementation of this additional signage on site. In case of questions or suggestions, please contact Corporate Real Estate (CRE).

Q-Park Mobility Hubs:
The Q-Park mobility Hub is part of our sustainable Mobility Partner programme (SMP). The SMP programme aims to transform Q-Park from a parking operator to a sustainable Mobility Hub partner. We do this with recognisable Mobility Hub.

To qualify as a Mobility Hub, at least 4 services are offered:
- Parking services
- Charging services
- Booking (transforming search traffic to destination traffic)
- Sharing (cars, scooters, bicycles) from the Mobility Hub, or public transport services available within a radius of at least 300 meters from the parking facility (train, bus, metro)

2. Vehicle Entry

The reference to the Q-Park vehicle entry has various appearances. The starting point is that the text Mobility Hub is clearly communicated only once at the entry. We prefer to use the existing P-sign for this purpose. Once 'Mobility Hub' has been added to the P-sign, it does not need to be added elsewhere (such as on L-shaped or U-shaped portals).

Hereafter are a number of appearances of P-signs where Mobility Hub has been added or integrated:
- Illuminated P-sign on column
- Illuminated P-sign on facade
- Entry portal (U-shape) including P-sign frontal
- Entry pillar/totem with P-sign