

Theme checklist for visuals



Parking facility	
Location	
country	
Photographer	
Date of visit	
Q-Park Marketing Officer (client)	
Q-Park Real Estate Project Manager	

THEMES	✓	Photo numbers
Building structures		
Entrance – motorists		
Entrance - pedestrians		
External design		
House style examples		
Installations M&E		
Internal design - motorists		
Internal design – pedestrians		
Lodge		
Parking equipment		
People		
Services		
Special features		
Surrounding area		
Traffic signs (country specific)		
Communication tools		
CSR events and activities		
Pricing strategies		
Products and promotional activities		
Training		