



Parkopedia

Identity style guidelines

April 2020

v1.0

Our logo

The Parkopedia logo shows the success of parking in a simple, straightforward wordmark.

The logo features a stylized letter 'P' in a dark blue color. The top horizontal bar of the 'P' is replaced by a bright green rectangle. To the right of the 'P', the word 'arkopedia' is written in a dark blue, rounded, sans-serif font. The 'P' and the rest of the word are connected as a single wordmark.

Parkopedia

Never reproduce the Parkopedia logo and always use the master artworks provided.

Logo versions

Parkopedia

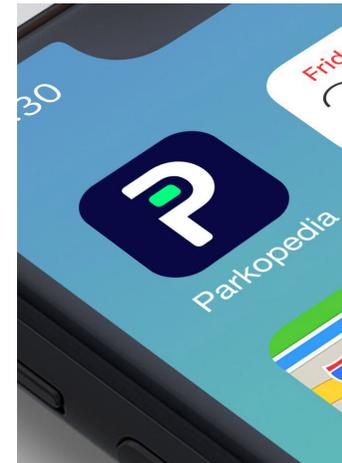
Primary logo



Icon



Reversed logo



App icon

Logo usage

Clear space

The clear space is the smallest distance allowed between the logo and any other graphic object.



The minimum clear, space around the logo should be half of the height of the 'P' mark, but wherever possible, allow more space.

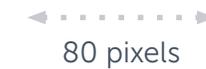
Size

There is no maximum size the logo can be used. However, to ensure legibility, the logo should never be printed smaller than 25mm and for digital it is 80 pixels wide.

Parkopedia



Parkopedia



When in application the size of the logo should be determined by the available space.

Typography

Our font is **Museo Sans** a sans-serif font built from sturdy, geometric forms and is part of the Parkopedia family.

Museo Sans has a great range of weights: Extra Light, Light, Regular, Medium and **Bold**. Together with a wide range of glyphs: 0123456789½=£\$%@#

Museo also works well at a smaller size for body copy orem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Tur sit velles evendiam rem ipsum volorecupit eos iuntur audaecatam nonsequos eiur.

Museo Sans is available as part of Adobe Fonts: fonts.adobe.com/fonts/museo-sans

Museo Sans regular (500) is available as a free download from: www.exljbris.com/museosans.html

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Our secondary font is Arial, this is only for use in PowerPoint, Word etc. Preferred use is Museo Sans available from the link opposite.

Colour palette

Our core brand palette for base, accent and supporting colours. Although not an exhaustive list, these colours show our tone.



Primary base colour

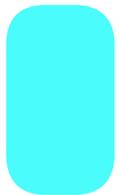
R10 G9 B68
#0A0944
PMS 281C



Primary accent colour

R0 G255 B127
#00FF7F
PMS 7479C

Secondary colours



R75 G253 B252
#4afcfc
C12 M9 Y9 K0



R41 G182 B247
#29B5F7
C67 M11 Y0 K0



R41 G99 B163
#2963A3
C87 M58 Y10 K0



R87 G16 B102
#570F66
C80 M100 Y25 K15

Secondary base colours



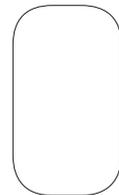
R66 G78 B95
#424F5E
C75 M57 Y43 K35



R201 G201 B209
#C9C9D1
C28 M18 Y14 K0



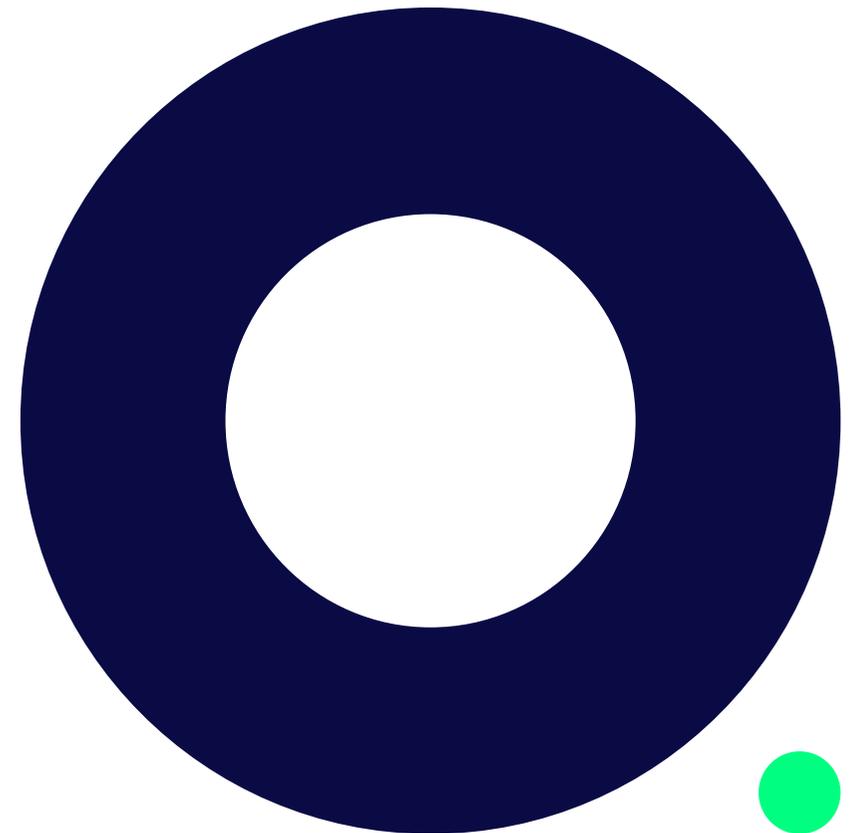
R248 G248 B255
#F7F7FF
C4 M4 Y1 K0



R255 G255 B255
#FFFFFF
C0 M0 Y0 K0

Colour Balance

Primary colours ratio 90:10



Icons

Icons are about simple reduction that quickly communicates a top level idea. Our icons should take visual cues from the forms found in our logo mark:

- Soft, subtle corners (where possible)
- Solid rather than linear forms
- Accent of green as a highlight (as needed)



Global



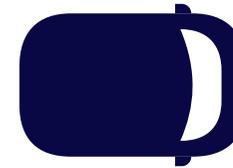
Cloud services



Superior solutions



Parking locations



Vehicle



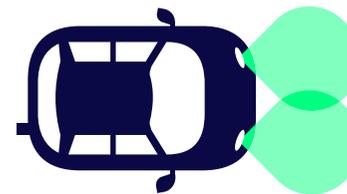
Cities

Icons don'ts

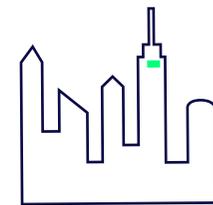
Don't over-complicate icons, more complex ideas can be presented in other suitable ways such as diagrams, illustrations and of course words.



Sharper, right-angled corners are less friendly.



Overly complex icons with too much unnecessary detail.



Outlined icons lose the green accent against white.

Tone of voice

Our tone of voice is how Parkopedia 'speaks' when it communicates. That could be in emails to automotive manufacturers, on our website and mobile app, or in social media messages for drivers. The way we speak works with our logo, font and design to make us instantly recognisable, wherever we do business in the world.

We are:

Passionate

Intelligent

Progressive

Reliable

So we sound:

Enthusiastic

Authoritative

Innovative

Reassuring

Thank you