

Brand Guidelines

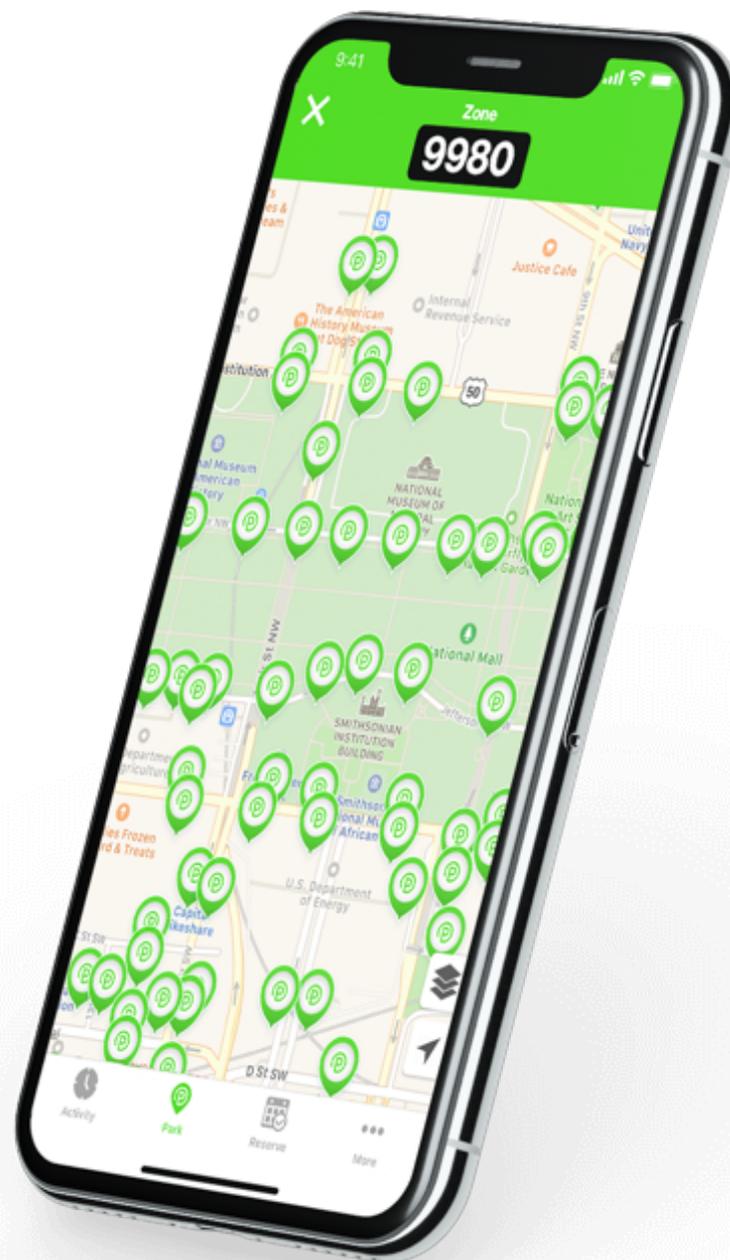
Our Vision: Crafting Simplicity

ParkMobile is a mobile parking application that bridges the gap between cities, business and users to make daily life a little easier through a simple and intuitive parking experience.

An established and refined visual mission will allow ParkMobile to stand alone in a marketplace of other applications and services, solidifying and developing our desire to create a truly pleasant user experience.

Our visual mission is to take the essential and often complex task of urban parking, and make it unexpectedly easy. This is accomplished by constantly pursuing an intuitive and pleasant ParkMobile product experience. We've worked to craft a user friendly, yet boldly innovative design, founded on the proven principles of minimalism and Swiss design.

Our hope is that this set of brand guidelines inspires new and bold design for the ParkMobile brand while laying out the essential elements that will help us stand apart.



Founded on Proven Principles

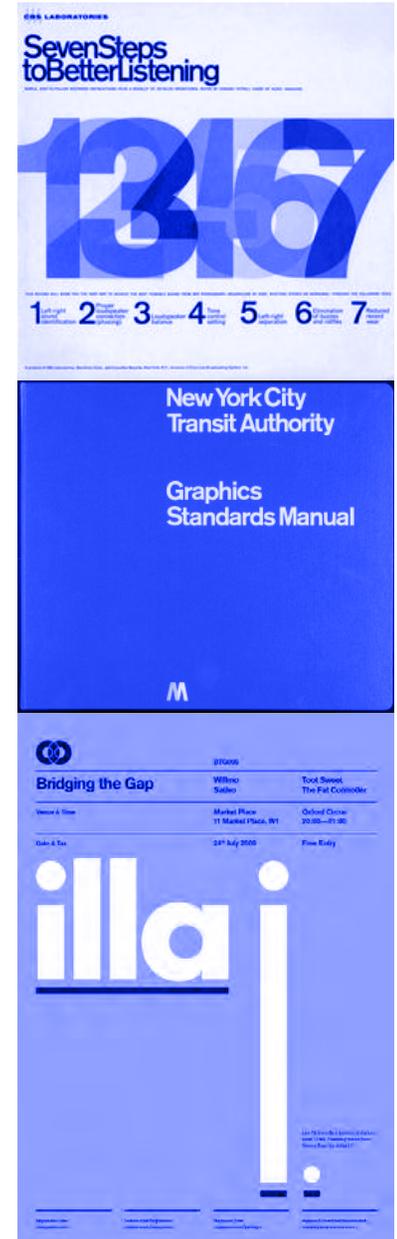
In developing the new ParkMobile visual brand, we drew from sources that use simple and intuitive visual elements

Swiss Design

Utilizing function alongside simple form, Swiss design has created a foundation for an array of today's municipal services and global communication. It creates a visual flow built on strong grids, bold typography and the visual tendency to follow straight lines.

Transit Design

Created to be easily legible in a short amount of time, as well as aesthetically timeless, transit design is an excellent medium for creating intuitive elements. We try to employ many of the wayfinding and directional qualities found in modern transit.



**Simplicity is about
subtracting the obvious
and adding the meaningful.**

– John Maeda



The ParkMobile Logo

The new ParkMobile logo is approximately 30% nicer than the previous mark. Its inspired by the same Swiss and Transit principles used for the rest of the brand update.

The mark has been updated to symbolize who ParkMobile strives to be: a simple and straight-forward solution to an everyday problem.

The logomark has been rounded out for easier integration into print and digital media. The logotype has been updated to utilize New Haas Grotesk — the new typeface of ParkMobile.



*This is the previous ParkMobile logo — please update instances of this logo to the updated mark.

Logomark/Bug



Logotype

ParkMobile

Make Our Mark

The ParkMobile logomark and wordmark can be set horizontally or vertically, whichever looks best in the design space.

The wordmark can be used in black or white, as appropriate for the background color or design.

The ParkMobile Logomark (p) should always be on a green circle, unless used on a ParkMobile Green background — in which case it should be used in a white circle with a green (p).

Proper Orientation

1. Horizontal logo orientation
2. Vertical logo orientation
3. Horizontal logo orientation, logo knocked out with alternate logomark use on a field of ParkMobile green
4. Vertical logo orientation knocked out on a field of black
5. Horizontal logo orientation with green tagline
6. Horizontal logo orientation with black tagline
7. "Powered by" log with horizontal orientation - green tagline
8. "Powered by" log with horizontal orientation - black tagline



1.



2.



3.



4.



5.



6.



7.



8.

Find the Right Space

The logo should be used in a way that allows it to be easy to read. Keep the size legible and leave it with some breathing room. Every design is different and sizing will change — but work to give the logo the width of the circular logomark, on every side.

The font size should not be used below 16 points in height when applied to print and digital work to ensure visual impact.



Protect Our Mark

It's important to avoid using incorrect or old versions of the logo so we can maintain the ParkMobile brand presence and integrity.

1. Do not — use lowercase letters in place of the uppercase P or M
2. Do not — use the old ParkMobile logo
3. Do not — put a space between Park and Mobile
4. Do not — put a dash between Park and Mobile
5. Do not — tilt or morph the shape of the logomark or logotype in any way
6. Do not — change the color of the logo to any other color than those laid out on the proper use pages of this guide
7. Do not — outline the mark
8. Do not — use a shadow on the mark
9. Do not — remove the (p) from its circle enclosure
10. Do not — display the (p) under the wordmark
11. Do not — display the (p) in any format that is not the vertical or horizontal orientation laid out earlier in this document
12. Do not — use part or all of the logo as an opacity, and do not overlay the mark with other elements.
13. Do not — use the logo on top of any color which could vibrate with the ParkMobile brand colors including other brand colors.
14. Do not — use the logo on complex backgrounds, patterns or photos.
15. Do not — crop or lay the mark without proper clear space
16. Do not — use the mark with improper clear space



1.  **parkmobile**



2.  **Parkmobile**



3.  **Park Mobile**



4.  **Park-Mobile**



5.  **ParkMobile**



6.  **Parkmobile**



7.  Park Mobile



8.  Park-Mobile



9. 
ParkMobile



10. **ParkMobile**



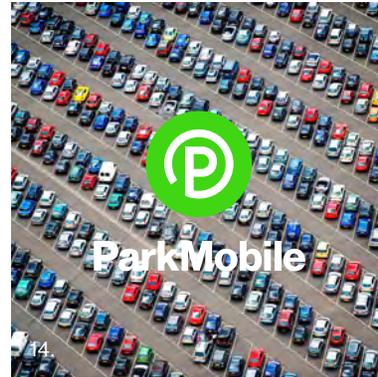

11.  **ParkMobile**



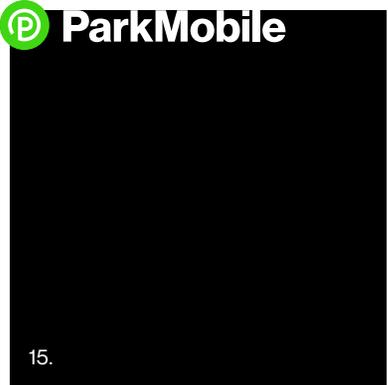
12.  **ParkMobile**



13.  **ParkMobile**



14. 
ParkMobile



15.  **ParkMobile**



16. 
ParkMobile

Our True Colors

Almost as important as our logo, maintaining the integrity of our colors is essential to the presence of our brand. Please use only these color builds for printing and digital use.

On The Web

When implementing color digitally, it is important that it is used sparingly. The ParkMobile website leans more heavily toward white, black and blue with green set aside as the color for links. The red and yellow are used very rarely as accent colors.

The colors should not be used as overlays on imagery.

ParkMobile Red

CMYK: 0, 83, 80, 0
Pantone: Warm Red C
RGB: 244, 67, 54
Hex Code: F44336

ParkMobile Yellow

CMYK: 0, 22, 100, 2
Pantone: 7549C
RGB: 255, 193, 7
Hex Code: FFC107

ParkMobile Blue

CMYK: 92, 64, 0, 0
Pantone: 2132C
RGB: 48, 79, 254
Hex Code: 304FFE

ParkMobile Green

CMYK: 67, 0, 100, 0
Pantone: 802C
RGB: 63, 215, 20
Hex Code: 3FD714

White

CMYK: 0,0,0,0
RGB: 255,255,255
Hex Code: ffffff

ParkMobile Grey (Web Accent)

RGB: 244, 246, 247
Hex Code: F4F6F7

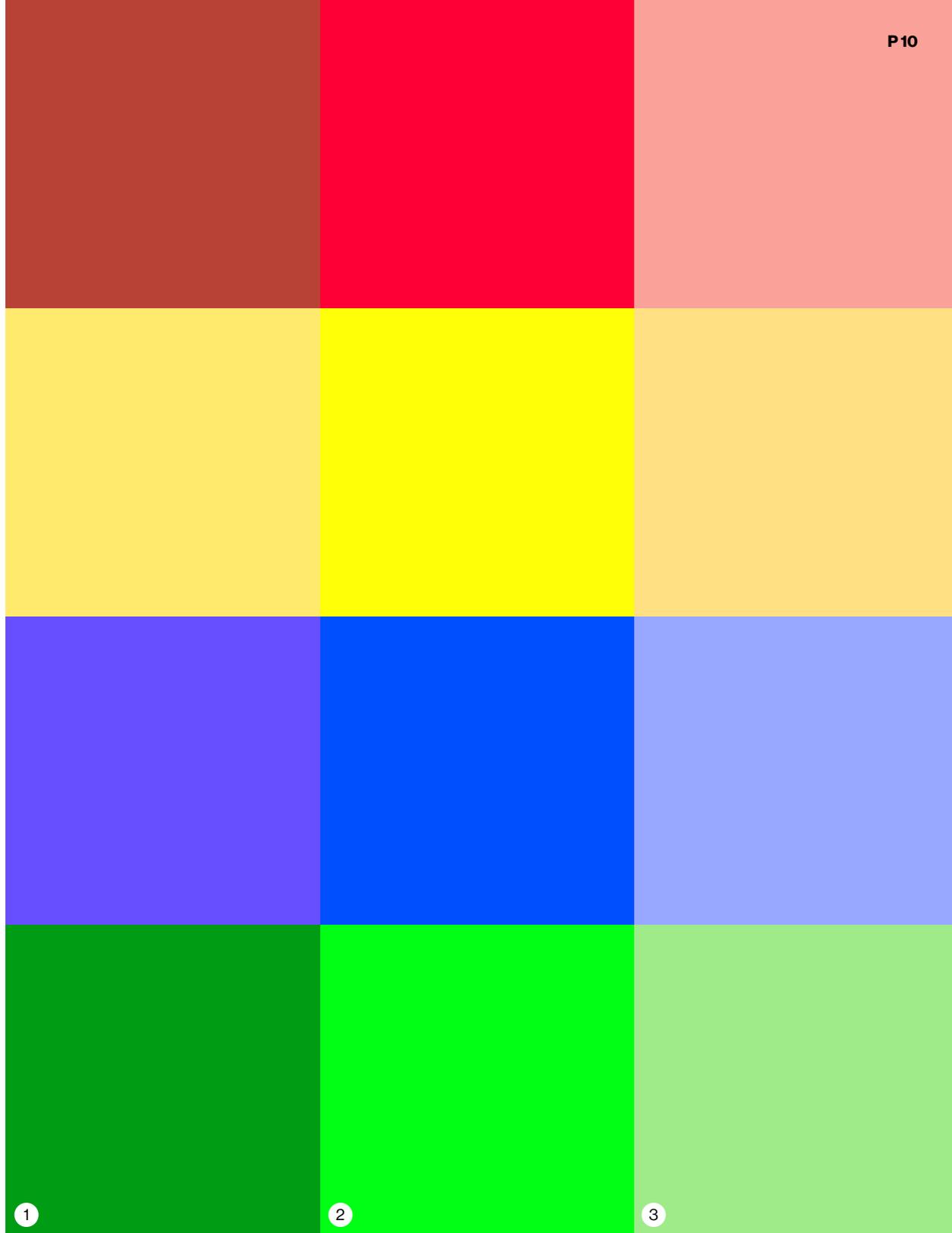
Black

CMYK: 0,0,0,0
RGB: 0,0,0
Hex Code: 000000

Not Our Colors

In maintaining the essence of our colors, it is important not to:

1. Use an alternate, yet close color
2. Use the absolute RGB or CMYK version of that color
3. Use any form of opacity or screen on that color



1

2

3

For When You Need to Spell It Out

ParkMobile's typography needs to be timeless, impressive and easily legible. New Haas Grotesk is just that. Use this typeface for all digital and printed materials.

Letter spacing: Keep this at Opt

Text case: Please use capital case for headers and callouts — but never all caps. New Haas is naturally loud, and any more capitalization makes it overwhelming.

Colors: Stick to black for most materials and use only ParkMobile green for links on digital and calls to action in printed work. Using other colors for typography will dilute the use of green on links and printed calls to action through our work.

Line height - Headlines: Stick to a 1:1 ratio - a 60 point headline would have 60 points of line height.

Line height - Copy: Stick to a 1:1.5 ratio — a 14 point paragraph of body copy would have a line height of 21 points.

Digital Headers

ParkMobile headers will begin with these sizes and decrease on smaller devices.

H1: 75px

H2: 30px

H3: 20px

H4: 16px

H5: 18px

New Haas Grotesk Bold for Headers & Callouts
AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWw
XxYyZz1234567890

New Haas Grotesk Roman for Longform Body Copy
 AaBbCcDdEeFfGgHhIiJjKkLlMmNn OopQqRrSs
 TtUuVvWwXxYyZz1234567890

**New Haas Grotesk Medium for Digital Links
 In ParkMobile Green**
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOopQq
RrSsTtUuVvWwXxYyZz1234567890

The Grid Is Essential

The ParkMobile visual system is built on grids utilizing similar elements. Due to the scale and variation at which the ParkMobile brand is implemented, it's impossible to create a catch-all solution. However, included in this document are some brief inventories on some of the elements used for the initial ParkMobile brand refresh. Continue developing the ParkMobile brand using similar grids and elements throughout materials.

Web Grid (Desktop)

The standard ParkMobile web page has been designed at 1440 pixels wide, with 16 columns. The two columns on the end of either side are reserved as margins or utility space — with the 12 on the inside used for actual page content. Columns are 70 pixels wide with 20 pixels between each of them.

Web Grid (Mobile)

The mobile ParkMobile Homepage has been designed at 414 pixels wide, with 4 columns. Columns are 70 pixels wide with 20 pixels between each of them.

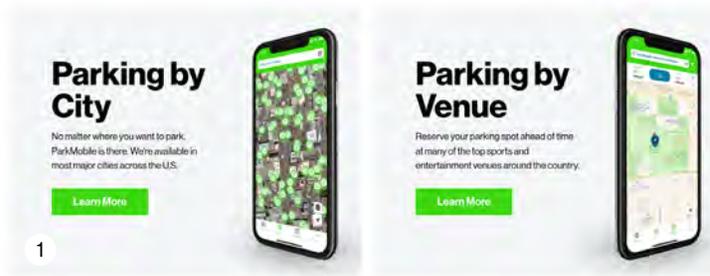


Use Your Tools

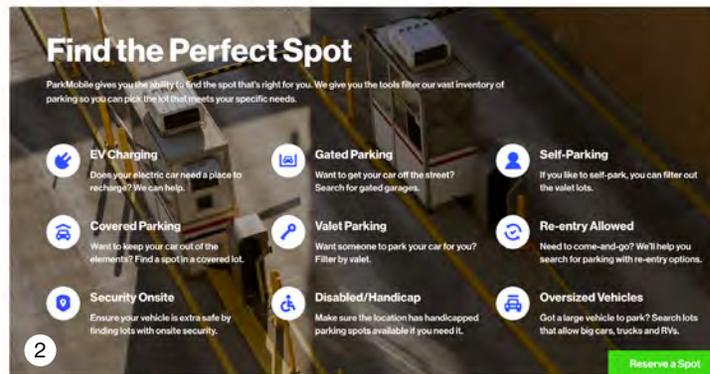
The ParkMobile website uses individual modules built and executed in different ways. When creating new pages or adjusting existing pages, use these modules to best convey your message.

Modules have many individual capability and styling options - this list is not exhaustive in regards to their complete abilities but should give a good idea of the best container for the information you'd like to get across.

- 1. 2-Up Boxes:** Good for filtering a user between two places
- 2. Icon Grid:** Good for discussing many bullet places in one module
- 3. Logo Rotator:** Good for displaying partners or awards
- 4. Disruptor:** To promote new resources or content
- 5. Content Feed:** Displays curated or dynamic resource content
- 6. Left/Right:** Describes features and products with imagery and bullet point capabilities - can also hold videos



1



2



3

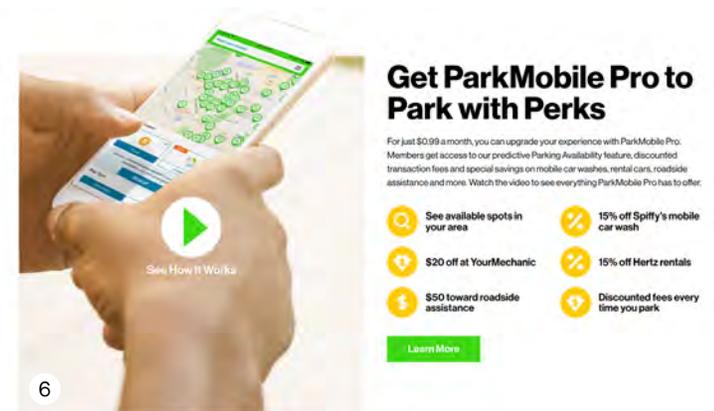


4

What's New With ParkMobile



5



6

Use Your Tools (cont'd)

- 7. Multi-Column Blocks:** Good for discussing 3 larger bullets - can hold icons
- 8. Page Linker:** To filter a user to related pages - manually curated
- 9. Short Form Content:** Similar to a left/right, holds a paragraph of content over an image - can feature a video
- 10. Horizontal Tabber:** For simpler tabbed content - can have two tabs, each featuring a 3 column text section with icons.
- 11. Vertical Tabber:** For larger amounts of tabbed content - Can hold up to 7 tabs to feature a block of text and an image
- 12. Testimonial Rotator:** Can operate similar to short form content - but will hold quotes about the app or other topics

Three Ways to Park

For day-to-day needs, you can quickly pay for on-street parking or reserve a space in a garage ahead of time. For concerts or sporting events, you can easily book your spot before heading to the stadium.

Park Now

Already found a spot? Enter the zone number posted on signs around the parking meter in the ParkMobile parking app. Select the amount of time you want to park and start your session. You will get alerts when time is about to expire so you can extend your parking session.

[Enter a Zone Number Now](#)

Reserve Parking

Driving to the city for the day and need a place to park? Search the area where you are heading and select a garage. Choose the date/time and complete your reservation. Follow instructions on the confirmation page to redeem at the parking garage.

[Find Reserved Parking](#)

Event Parking

Going to a concert or sporting event? Search for your venue to see all the available parking options. Filter the parking lots by specific needs like covered parking, valetting, oversized vehicles and more. Book your spot online or in our parking app and follow the instructions redeem parking at the event.

[Search by Venue and Event](#)

How It Works

Whether you're looking for a spot in the moment or want to reserve a space ahead of time, ParkMobile puts the power in the palm of your hand.

[Search or Enter a Zone Number Now](#)

Park Now

Park Your Car
Park your car in on or off-street parking spot where ParkMobile is accepted.

Reserve Parking

Enter the Zone #
Look for a ParkMobile zone number on the signs around the meter. Enter that number into the app.

Start Parking
Select the time you want to park and start the session. If you're running late, extend time in the app.

Related Industries

Transit & Airports

[Learn More](#)



Event Venues

[Learn More](#)



College Campuses

[Learn More](#)



Private Operators

[Learn More](#)



Tools to Help Municipalities Maximize Revenue

Whether you're looking to reduce expenses related to coin collection, mitigate traffic issues, or just make it easier to find parking around your city, ParkMobile can help.

Event Governance

More Payment Options

Manage Rates & Policies

Prepare Your Parking Inventory for Major Events in Your Municipality

Quickly create rates for specific days, weeks or months to there a festival coming to town? New schedule for street closing? Streets closed due to weather event? Just change and update your rates across different locations.



What Is ParkMobile?

ParkMobile helps millions of people easily find and pay for parking on their mobile devices. People can use ParkMobile solutions to quickly pay for street and garage parking without having to use a meter or kiosk. Additionally, ParkMobile offers parking reservations for concerts, sporting events, airports, campuses and more. Watch the video below to see how we're giving people everywhere a smarter way to park.

[See How It Works](#)

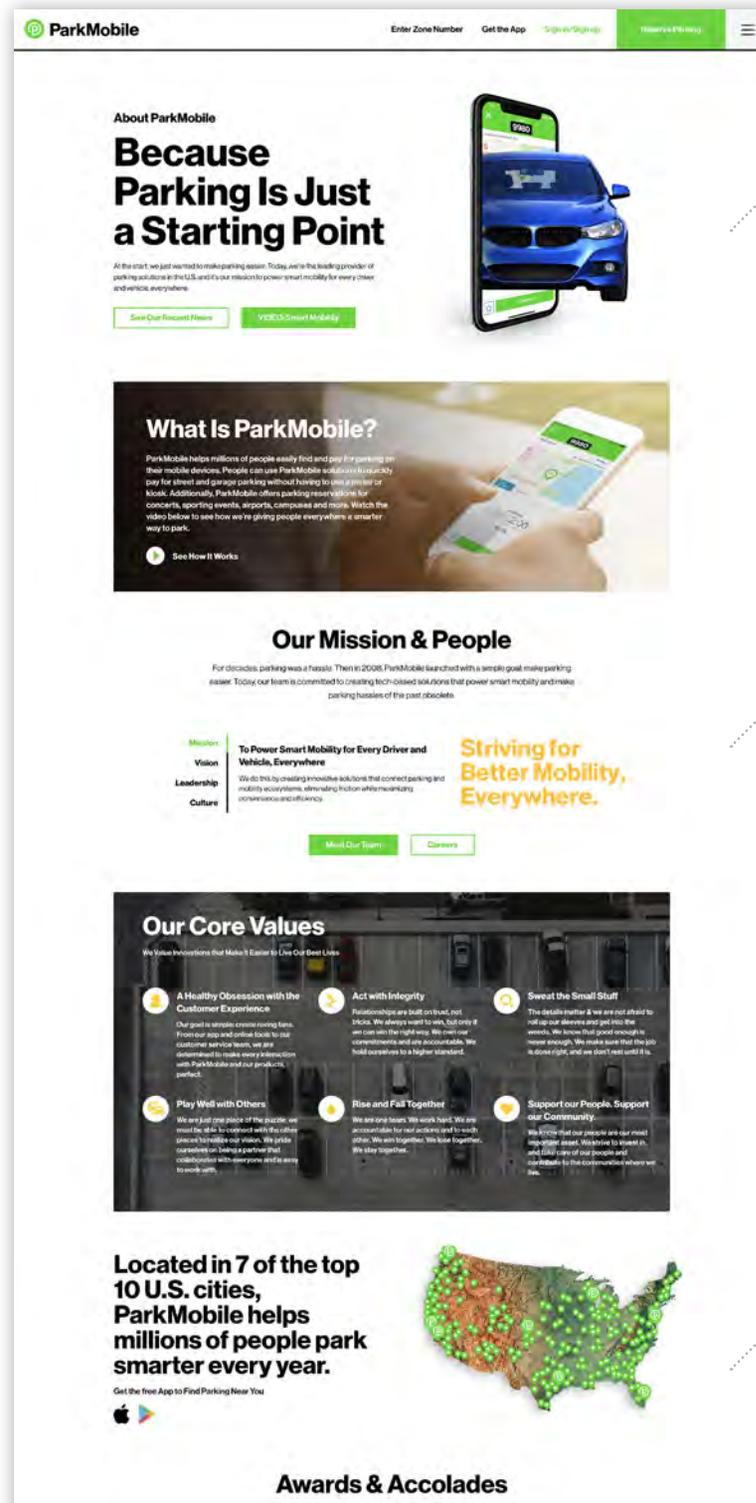
Cities ❤️ ParkMobile

" ParkMobile has positively impacted the City of Santa Cruz parking experience over the past four years with a 70% increase in usage annually. We've seen a reduction in parking citations as compliance is so much easier for our customers. And the elimination of 30,000 lbs. of coins has reduced our labor needs.

Marin Grankund,
Parking Program Manager of City of Santa Cruz Santa Cruz, CA

Leave Plenty of Breathing Room

White space is a big part of the ParkMobile visual experience. Look to leave a good bit around content to allow it to breath. A good example of white space around elements and content is on the ParkMobile.io about page.



Simple image with plenty of space to edge and header content

No background on vertical tabber to allow breathing area for dense elements above and below

Another open area to break up the density - USA image has decent amount of space around to sit comfortably

Buttons & Links

The ParkMobile website has a few different linking CTA styles, depending on the need and placement. Most modules have the ability to use one or all of these styles. Refer to this guide regarding when to use the correct buttons.

1. In-line Links: Good for wrapping up an already complex or busy section with a simple link. All in-line links on the ParkMobile website are in ParkMobile Green.

2. Green Button: The standard button - to wrap up a general section and call attention. Looks like the ghost button in its hover state.

3. Ghost Button: This button is good for variety if the green button is already being used a lot. It is also good to use if there is a second button - as the first button would generally be the standard green.

4. White Button: For use over an image or dark color - if the image is too light to contrast against white, the ghost or green button should be used.

1.

Learn More

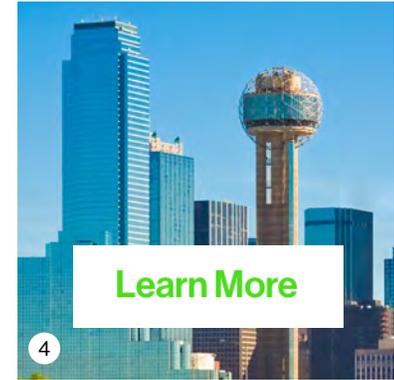
2.

Learn More

3.

Learn More

4.



Keep it Simple

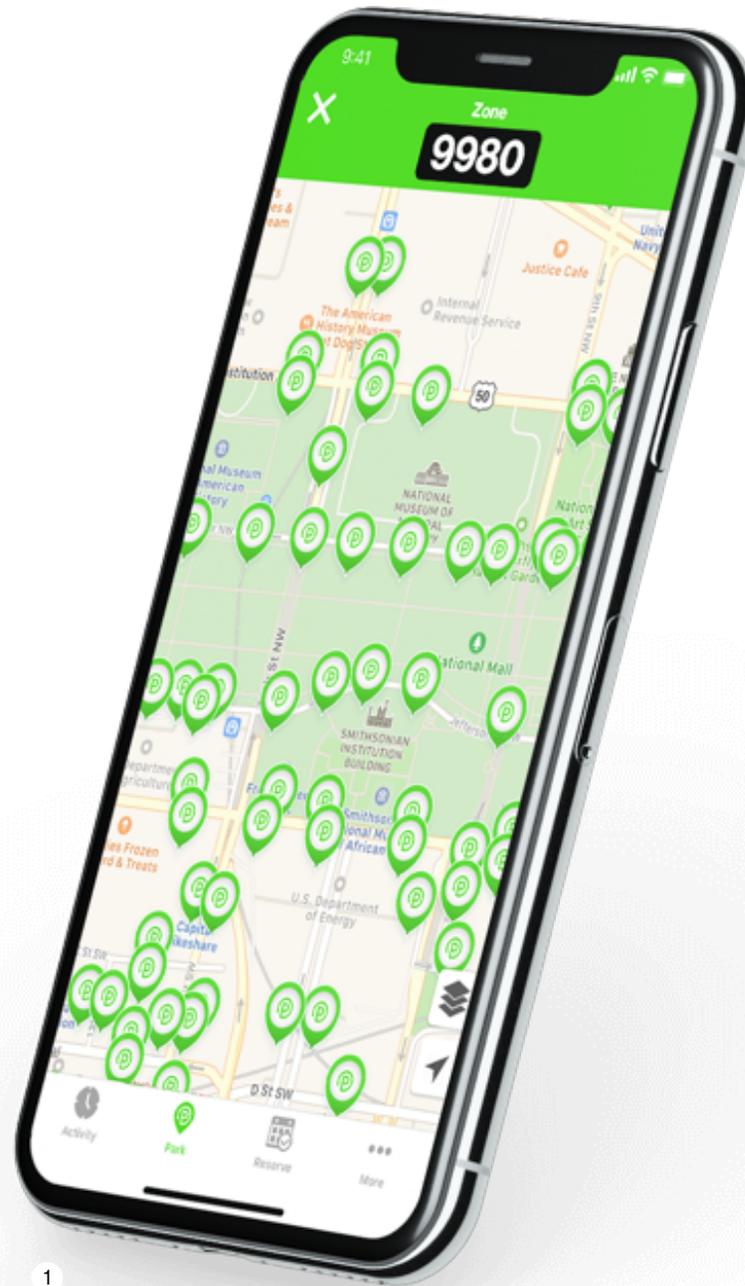
The ParkMobile Icon style is very simple - like the Swiss inspired brand. ParkMobile trying to convey expediency in every facet of the app experience. Draw inspiration from street signs and transit design when creating new elements for the icon set.

						
EV Charging	Love/ Satisfaction	Faster Payments Digital Payments Digital Wallet	Better Support	Lower Cost Discounted fees	Security	Handicap
						
Better Security	Next	Play, Move	number	Clock/ Add Time/ Update Hours	\$50 off	Analytics
						
On Street/Selfpark	off street/covered	Car	Reservation/Date Special Event Days/ Order On Tailgating Days	Digital Security	Online/ Online Inventory/ Feed Meter Online	Integrated interface/ Tech
						
xx	increased profits	Gated Parking	valet parking	Re-Entry Allowed	Special Features Marketing Boost	review
						
Slow	Increase	Oversized Vehicles	Open Spot Prdctn/ Be Discovered	15% off	Enhanced Security	Traffic
						
Less Paperwork	Park Your Car ParkMobile Logo	Confirm	Reduce	Digital Warning	Fast/Less Congestion	Self Parking

Make Good Impressions

Displaying the product should be done clean and concise - the user should be able to see just as much as is needed and not be distracted by surrounding elements. Try to use most modern or generic devices for displaying the product screens and steer away from devices entirely when not necessary, i.e. desktop app shots.

- 1. Clean and Clear, New Device
- 2. Conceptual, New Device, Crisp Imagery
- 3. No Device, Desktop App Shot
- 4. Generic Device, App in Situation



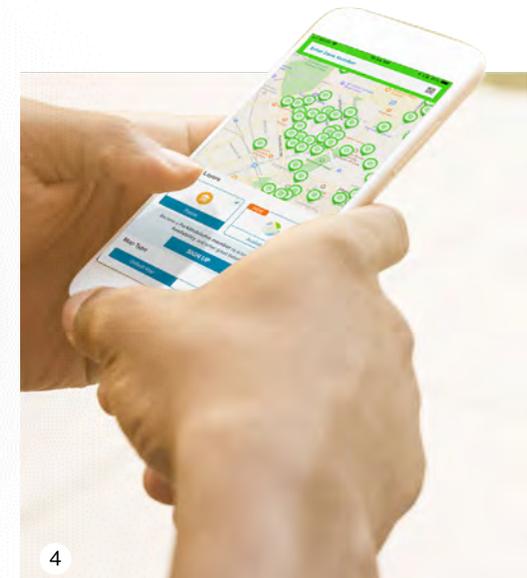
1



2



3



4

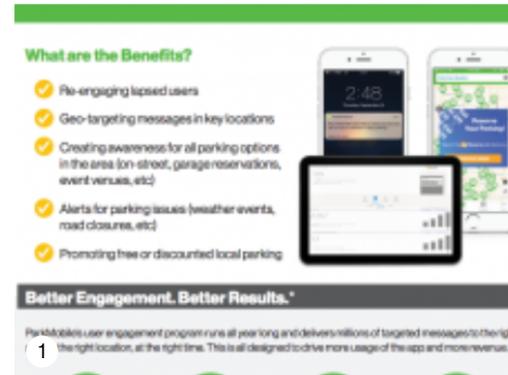
Boil it Down

Similar to other elements throughout the site, feature images should be clean, clear and straightforward. They should give the user a clear idea about the resource or content they are about to experience. On a case study about parking at a university, feature an image of a ParkMobile partner university as in place of a chart - The display area will be quite small and images have a better ability to convey a feeling and a theme over a graphic or chart in this space.

1. Do not — use a screenshot of the featured content as a feature image - look for an image of a driver or someone using the app here.
2. Do not — use a chart or graphic - the content here is not legible and its more distracting - a graphic of many parked vehicles or a large cityscape would be a better image to convey the vastness of ParkMobile's reach in this instance.
3. Images having to do with the title and themes of the posting look great in the resources grid and content feeds.
4. Situation specific images of actual ParkMobile collateral in the real world is great to drive real content throughout the site.

Engaging Users to Drive Activity

Brochure



ParkMobile By The Numbers

Brochure



Parkmobile Celebrating Milestone Achievement with the Pittsburgh Parking Authority

Company News



ParkMobile Expands Service in the Los Angeles Area

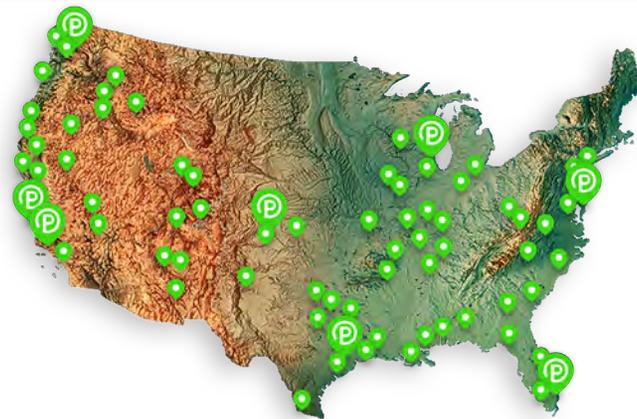
Company News



Keep it Clean

To illustrate the ParkMobile app and its many capabilities, create image composites to be used in headers and left/right modules within pages.

These composites should be simple, focus on inanimate objects such as: phones, locations and the ParkMobile App. The cutouts should be clean and the concept should be straightforward. Use blocks of color but use them sparingly with mainly ParkMobile Green and ParkMobile Blue.



Guide for Smaller Print Pieces

Small print pieces generally work with a three column grid — with a good bit of breathing room around the edges.

See below for an inventory of the elements used in this piece.

Element Inventory

1. Logo
2. Callout in ParkMobile green
3. Call to action
4. Halftone image
5. Color block in ParkMobile green
6. Subtitle
7. Bulleted list
8. Site link in ParkMobile green
9. App placed in simple, modern device

1. ParkMobile Logo

2. Title Copy

3. Call to Action

4. Halftone Image

5. Color Block Overlay

6. Subtitle Copy

7. Bullet List

8. Site Link

9. Product Shot in Device

 **ParkMobile**

Stop forgetting when your parking expires.

Download the ParkMobile app to pay for parking on-the-go.

ParkMobile Perks

- User friendly app
- Get phone reminders before your time runs out
- Extend your time remotely
- Save your favorite zones
- Use the app in cities all across the country

Visit parkmobile.com



Guide for Larger Print Pieces

Larger print pieces can utilize more columns than small pieces, but we should be reserved in how we use them. In the case of this 8.5 x 11 flier, we only need three columns. It uses many of the same elements as the small print piece while maintaining its own personality.

Element Inventory

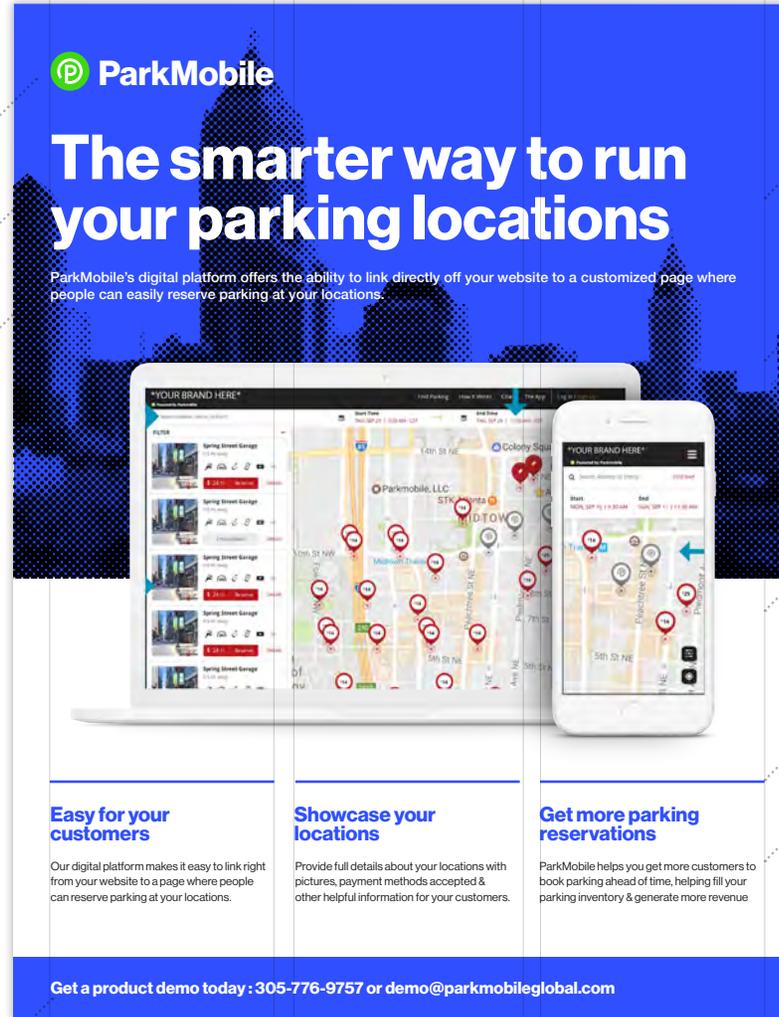
1. ParkMobile logo
2. Callout in white
3. Copy
4. Call to action block in ParkMobile Blue
5. Color block in ParkMobile blue
6. Halftone image
7. App placed in simple, modern devices
8. Swiss inspired section indicator lines
9. Subheader and copy

1. ParkMobile Logo

2. Title Copy

3. Header Copy

4. Call to Action



5. ParkMobile Blue Overlay

6. Halftone Image

7. Product Shot in Device

8. Section Lines

9. Copy Area

Easy for your customers

Our digital platform makes it easy to link right from your website to a page where people can reserve parking at your locations.

Showcase your locations

Provide full details about your locations with pictures, payment methods accepted & other helpful information for your customers.

Get more parking reservations

ParkMobile helps you get more customers to book parking ahead of time, helping fill your parking inventory & generate more revenue

Get a product demo today : 305-776-9757 or demo@parkmobileglobal.com

Guide for Signage

The ParkMobile visual system has the unique challenge of supporting a non-digital user experience. When a user is in a parking lot, looking to find or pay for parking, they'll be looking for or at one of the ParkMobile printed signs. It's critical that these simple elements are used to establish a bold and concise voice.

Element Inventory

1. Zone number — this needs to be centered as it will have to flex with different number widths. It should also be white for maximum contrast against its background
2. Header block in black
3. ParkMobile logo
4. Callout
5. Call to section
6. Blue separator
7. Contact info
8. Simple, bold, white icon
9. Partner logo

1. Flexible Number

2. Black Zone Header

3. ParkMobile Logo

4. Title Copy

5. Call to Action

6. Blue Separator

7. Contact Information

8. Simple, White Icon

9. Partner Logo



How to Portray ParkMobile

In displaying ParkMobile visually, it is important that it looks easy, interesting, relatable and pleasant.

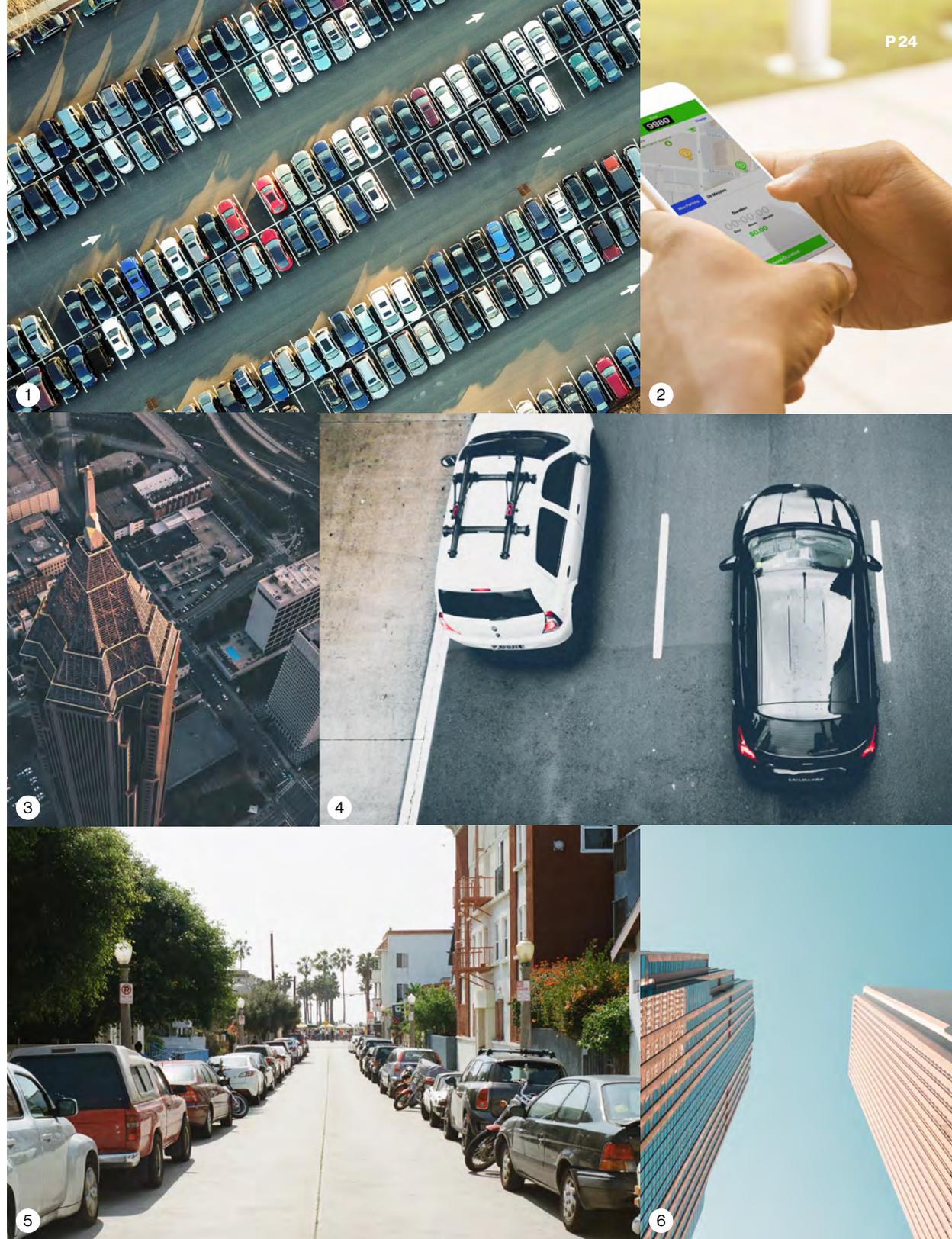
Look for photos that have interesting, but relevant angles.

Photos tailored to specific cities should use unique shots of recognizable landmarks.

Colors should not be overwhelming, the photo should not compete with the ParkMobile brand colors.

For Example:

1. Bird's eye view of parking lot — appears realistic, well lit and not overly colorful, assists the ParkMobile brand story as an unobtrusive visual element
2. Product in use shot — clearly displays ParkMobile app and its simplicity, appears more candid than staged
3. Unique portrayal of a familiar city icon to illustrate a specific urban area — this photo of Atlanta's bank of America building will resonate with Atlanta users more than a generic image of the skyline
4. Bird's eye view of downtown traffic — looks urban, not generic, muted tones
5. Unique angle of a side street — has the appearance of an everyday setting, feels relatable.
6. Upward angle of urban sky — for use as design element or resource header — supports the urban setting of the ParkMobile product story



How Not to Portray ParkMobile

Even objectively good photography can fail to build the correct brand voice for ParkMobile. In sourcing photography for different media, avoid anything that appears staged, confusing, irrelevant or negative.

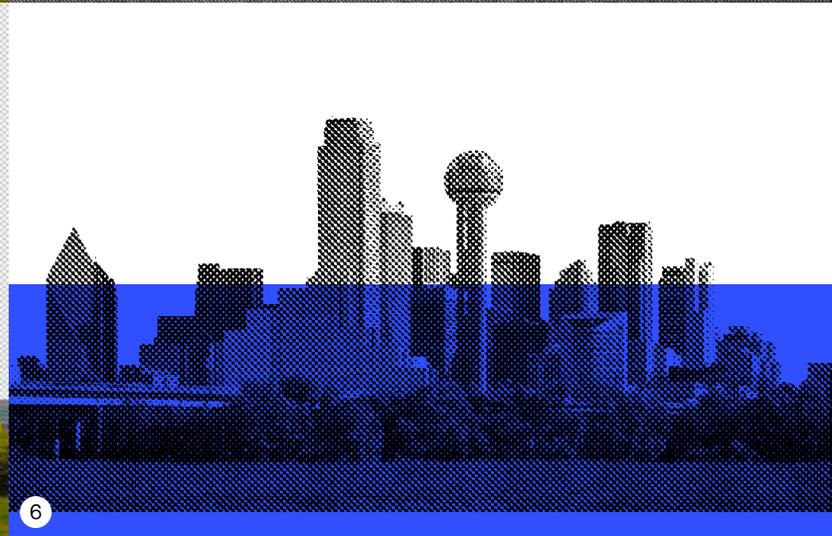
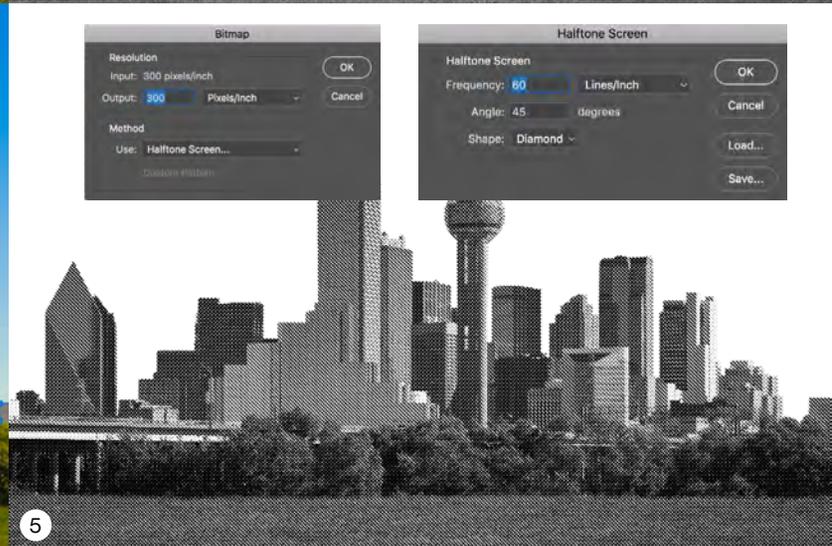
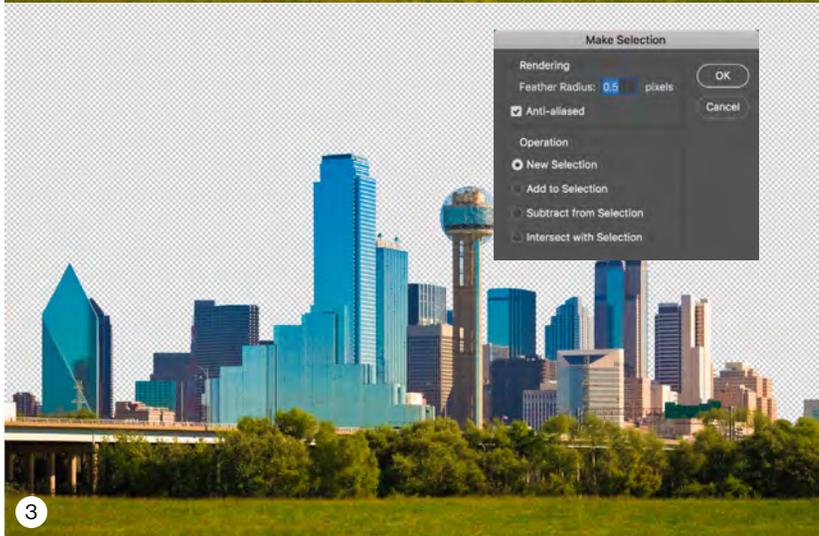
For Example:

1. A photo of someone using their phone in a parking garage — smile and positioning feel unrealistic
2. A bird's eye shot of a parking lot — due to lighting, angle, and generic setting, this photo feels unrealistic and unrelatable
3. Although ParkMobile exists in part to prevent parking violations, it is important to focus on the benefits and ease of using ParkMobile, as opposed to imposing a punishment for not doing so
4. A selective focus shot of a parking area — however, elements are irrelevant to the ParkMobile story
5. An interesting angle of cars parked on the street — however, they are both too nice as well as obviously European, which does not allow the viewer to relate to the scenario
6. Semi-candid photo of customer using a parking kiosk — photo does not contribute to the brand story as the customer is not using the ParkMobile app



How to Create Halftones

1. To create a halftone, find an image that's easily recognizable and has a high degree of contrast — You can adjust contrast as well if your image starts out too bland. For this example, we've used an image of Dallas, Texas.
2. Use your pen tool to outline the portion of the image you'd like to use in your halftone — in this case, the skyline.
3. Right click the path you've created from the paths panel in photoshop (next to the layers panel) ensuring you keep your feather radius at less than 1 pixel. Select "ok" and you have your selection by which you can make a new layer mask by clicking the layer mask button (in the bottom of the layers/paths panel). This will knock out the non selected area, in this case, the screen.
4. Change your image to grayscale by selecting image>mode>grayscale
5. Change your image to a bitmap in order to create the halftone. Make sure your dialogue boxes look like those on the step 5 screen — ensuring you're using the halftone screen method at a decent pixel/ inch ratio. Next, adjust your halftone screen frequency until you are satisfied with the results. For this example, we started at 60 lines/inch and ultimately settled at 30.
6. Save your new bitmap as a .tif file through the photoshop save as dialogue box. Making sure that "LZW" is selected in the save screen. Now you have a useful bitmap .tif file to spice up your designs with a custom halftone!



**Keep it simple,
keep it meaningful.**

