# Brand Guidelines

ParkMobile®

Vision

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.
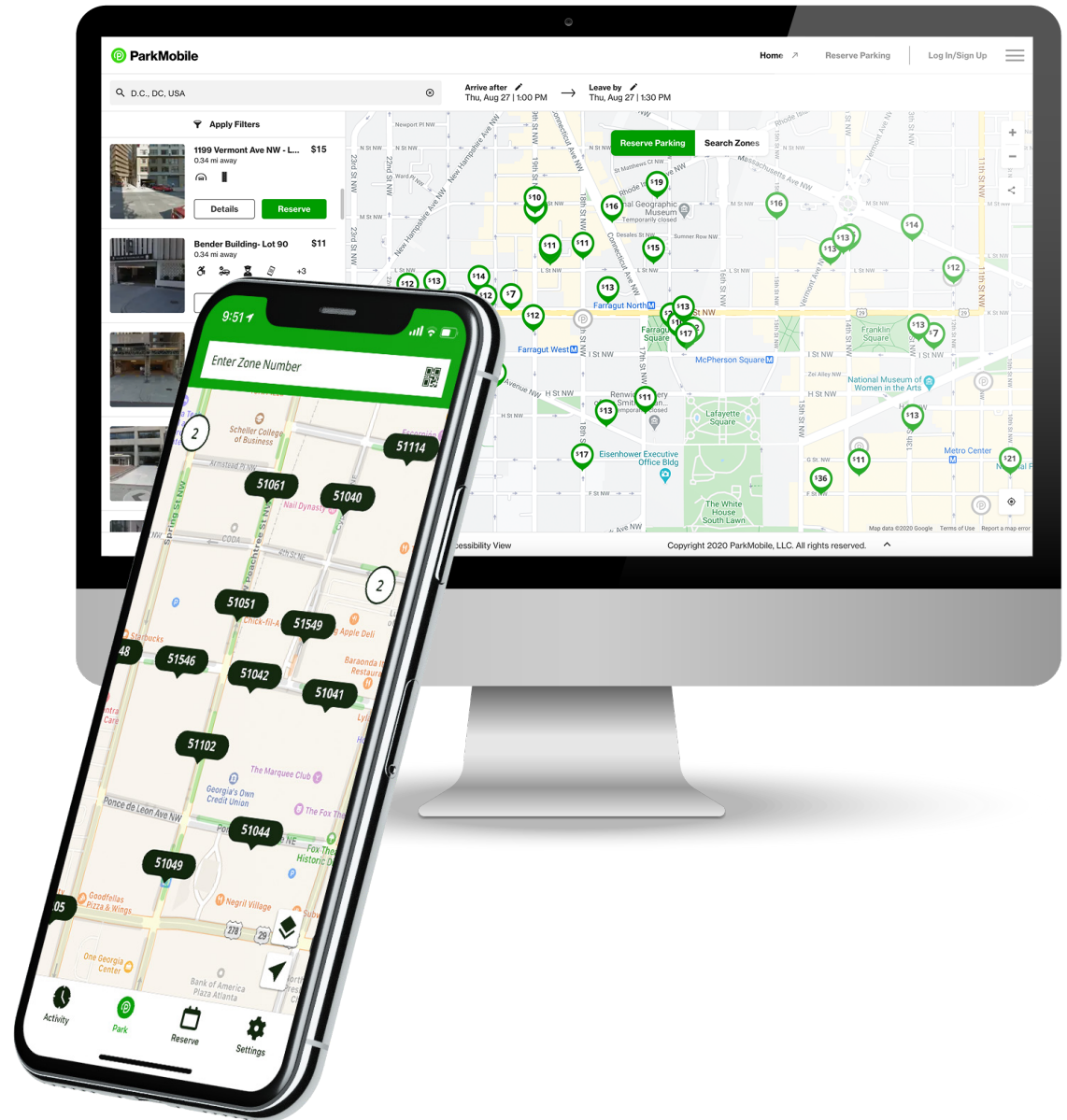
Founded on Proven Principles

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.

New York Subways
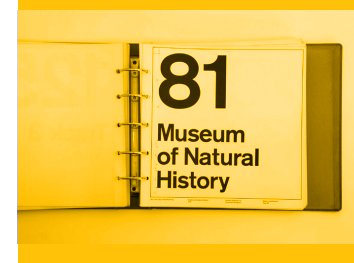
Simplicity is about subtracting the obvious and adding the meaningful.

– John Maeda

Logo

The ParkMobile Logo

The ParkMobile logo is inspired by the same Swiss and Transit principles used for the rest of the brand update.

The mark symbolizes who ParkMobile strives to be: a simple and straight-forward solution to an everyday problem.

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

Logomark/Bug

Logotype

ParkMobile®

Logomark/Bug

Logotype

ParkMobile®

A Smarter Way to Park

Tagline

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

The Registered Mark ® should always be used on any version of the ParkMobile logo. The only exception is if printing size is too small that it would not be visible.

Proper Logo Usage

1. Most common usage on our standard signs and decals.
2. Next most common use when logo on black is not an option.
3. Acceptable use for a background other than our standard black, e.g. on custom proofs.
4. Stacked logo version can be used when space is limited.
5. Most appropriate usage for our logo on white.
6. For use when space is limited.
7. Use "ParkMobile Accepted" logo for white labels and multi-vendor proofs.
8. Alternative for white labels, but not the preferred.
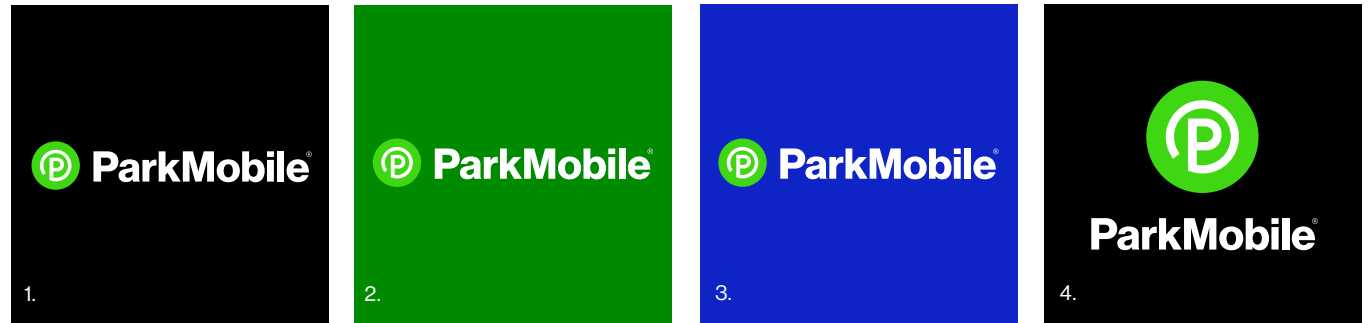
Logo

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.

Minimum height of 16 points on the ParkMobile Logo
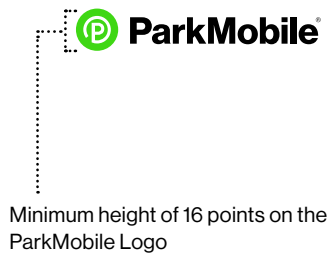
Protect Our Mark

It's important to avoid using incorrect or old versions of the logo so we can maintain the ParkMobile brand presence and integrity. **All uses of our logo MUST USE the registration marks and be approved by the creative team.**

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 (pP 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
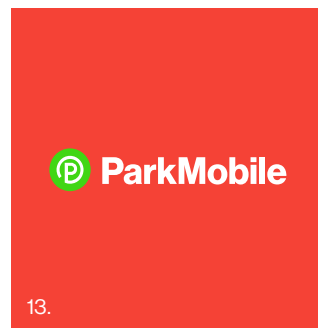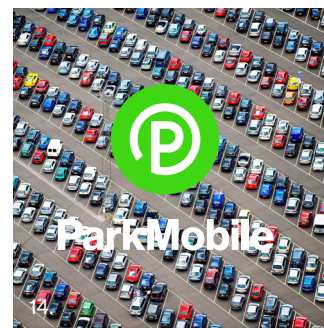
Color

Our Web and App 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 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 and black with blue and green set aside as call to actions and accent colors.

The red and orange colors are used very rarely as accent colors.

ADA Compliance

The web/app palette is fully ADA compliant.

Brand 1 Light
RGB: 236, 251, 231
Hex Code: #ECFBE7

Black
RGB: 0, 0, 0
Hex Code: #000000

Brand 1
RGB: 0, 138, 0
Hex Code: #008A00

Brand 1 Dark
RGB: 0, 92, 0
Hex Code: #005C00

Dark
RGB: 33, 33, 33
Hex Code: #212121

Brand 2 Light
RGB: 231, 234, 254
Hex Code: #E7EAFE

Medium
RGB: 224, 224, 224
Hex Code: #E0E0E0

Brand 2
RGB: 14, 36, 196
Hex Code: #0E24C4

Brand 2 Dark
RGB: 8, 22, 122
Hex Code: #08167A

Light
RGB: 245, 245, 245
Hex Code: #F5F5F5

Warning Light
RGB: 255, 248, 225
Hex Code: #FFF8E1

White
RGB: 255, 255, 255
Hex Code: #FFFFFF

Warning
RGB: 255, 202, 40
Hex Code: #FFCA28

Warning Dark
RGB: 189, 82, 0
Hex Code: #BD5200

Error Light
RGB: 255, 229, 229
Hex Code: #FFE5E5

Error
RGB: 223, 50, 50
Hex Code: #DF3232

Error Dark
RGB: 148, 0, 17
Hex Code: #940011

Color

Our Print Colors

Almost as important as our logo, maintaining the integrity of our colors is essential to the presence of our brand.

These are the only approved PMS and CMYK colors suitable for use in print.

ParkMobile Green
CMYK: 67, 0, 100, 0
Pantone: 802C

ParkMobile Blue
CMYK: 92, 64, 0, 0
Pantone: 2132C

White
CMYK: 0,0,0,0

ParkMobile Yellow
CMYK: 0, 22, 100, 2
Pantone: 7549C

ParkMobile Grey
CMYK: 13, 9, 9, 0 (15% Black)

ParkMobile Red
CMYK: 0, 83, 80, 0
Pantone: Warm Red C

Black
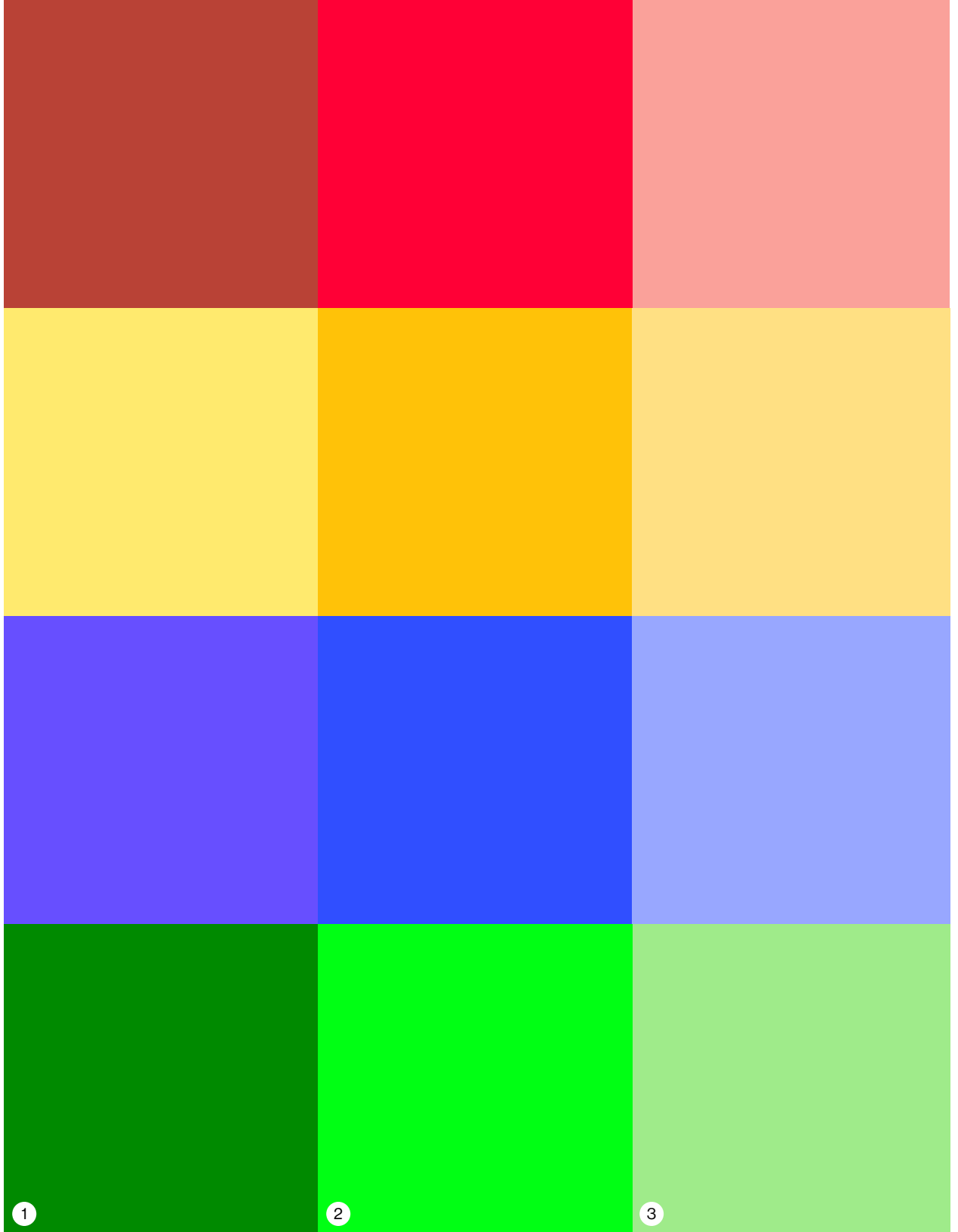CMYK: 0,0,0,0

Not Our Colors

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

1. Use an alternate, yet close color
2. Change the luminance, tint or shade of an approved color
3. Use any form of opacity or screen on that color (15% black is the exception for CMYK)

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.

1. **Letter spacing:** Keep tracking at 0pt although in some cases -10 to -20 is situationally acceptable in layout. NEVER exceed -20 tracking.

2. **Text case:** Please use capital case for headers and callouts — but avoid all caps. New Haas is naturally loud, and any more capitalization makes it overwhelming.

3. **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.

4. **Line height (leading) - Headlines:** Stick to a 1:1 ratio - a 60 point headline would have 60 points of line height.

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

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 Bold for Digital Links
In Primary Web Green at 14px.
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOopQq
RrSsTtUuVvWwXxYyZz1234567890**

Grids & Elements

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.
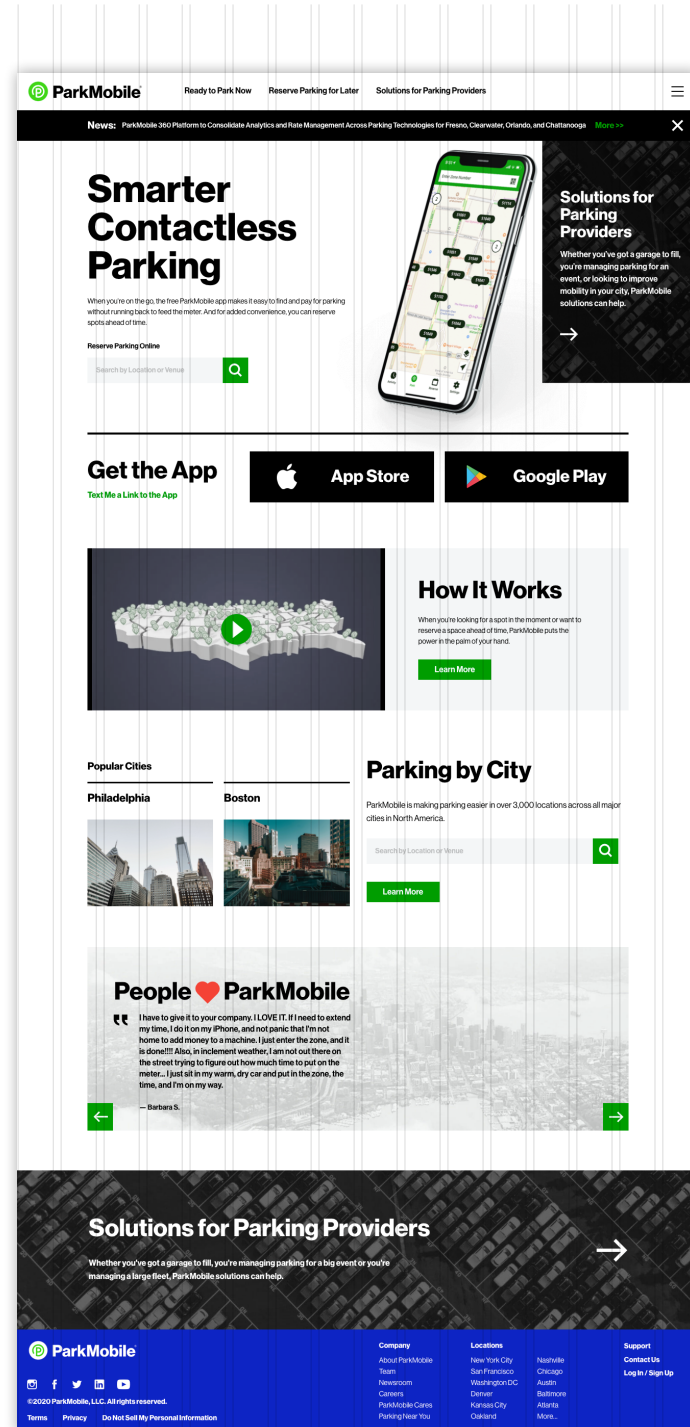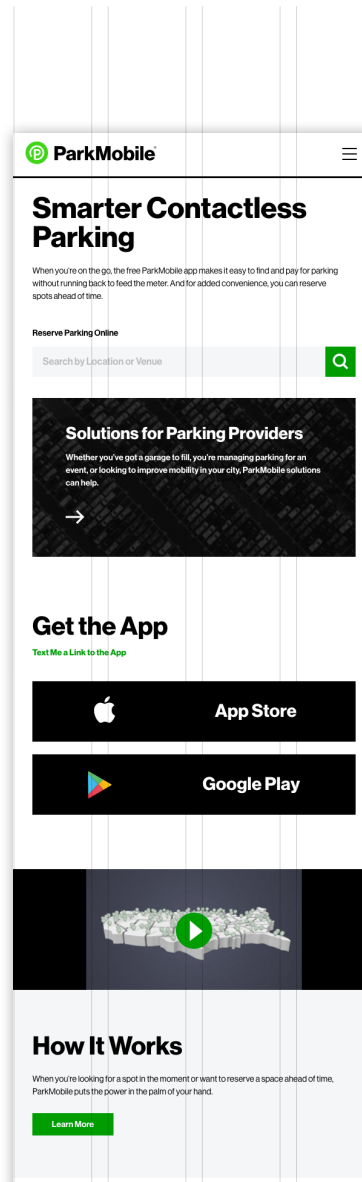
Use Your Tools

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

Popular Cities

Washington D.C.   **Atlanta**

Parking by City

ParkMobile is making parking easier in over 3,000 locations across all major cities in North America.

Search by Location or Venue

Learn More

Find the Perfect Spot

ParkMobile gives you the ability to find the spot that's right for you. We give you the tools filter our vast inventory of parking so you can pick the lot that meets your specific needs.

EV Charging
Does your electric car need a place to recharge? We can help.

Gated Parking
Want to get your car off the street? Search for gated garages.

Self-Parking
If you like to self-park, you can filter out the valet lots.

Covered Parking
Want to keep your car out of the elements? Find a spot in a covered lot.

Valet Parking
Want someone to park your car for you? Filter by valet.

Re-entry Allowed
Need to come-and-go? We'll help you search for parking with re-entry options.

Security Onsite
Ensure your vehicle is extra safe by finding lots with onsite security.

Disabled/Handicap
Make sure the location has handicapped parking spots available if you need it.

Oversized Vehicles
Got a large vehicle to park? Search lots that allow big cars, trucks and RVs.

Reserve a Spot

ParkMobile is Happy to Partner with These & Many Other Clients

News: ParkMobile App Hits the 20 Million User Milestone   Read More >>
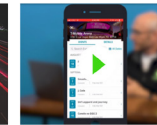
What's New With ParkMobile

33 Ways to Soup Up Your Current Car with Tech
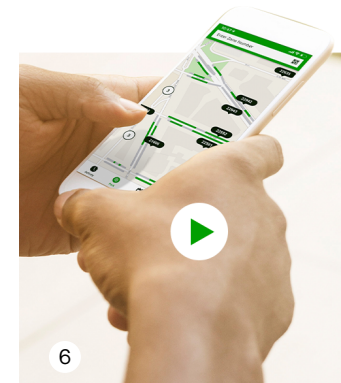11.09.18

Reserve Parking for Events
How-To

D.C. is writing fewer parking tickets, thanks to smartphone apps
09.20.18

5 Road-Tripping Essentials
03.22.18

Get ParkMobile Pro to Park with Perks

For just $0.99 a month, you can upgrade your experience with ParkMobile Pro. Members get access to our predictive Parking Availability feature, discounted transaction fees and special savings on mobile car washes, rental cars, roadside assistance and more. Watch the video to see everything ParkMobile Pro has to offer.

See available spots in your area

15% off Spiffy's mobile car wash

$20 off at YourMechanic

15% off Hertz rentals

$50 toward roadside assistance

Discounted fees every time you park

Learn More

Grids & Elements

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 content - 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 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, tailgating, oversized vehicles and more. Book your spot online or in our parking app and follow the instructions redeem at the event.

Search Event and Venue Parking

7

How It Works

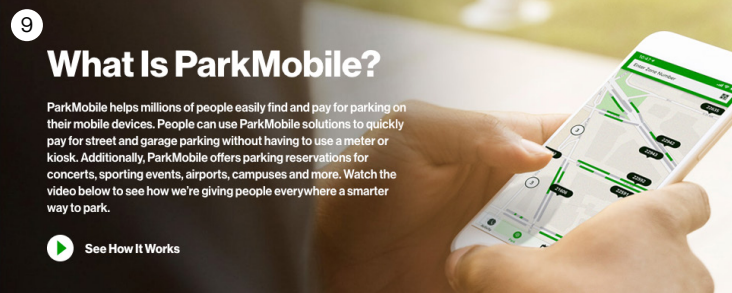Whether you're looking for a spot in the moment or want to reserve a space ahead of time, ParkMobile puts the power in the palm of your hand.

Sign In to Enter a Zone Number Now

Park Now   Reserve Parking

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

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.

10

How COVID-19 Will Change Consumer Behavior
Article

ParkMobile Data Shows a Slow and Steady Comeback in U.S. Cities
Article

ParkMobile Case Study Book
Case Study

Mobile Pay Now Available
Brochure

8

Solutions for All Providers

Whether you've got a garage to fill or you're trying to make your city and events more manageable, ParkMobile makes everything easier.

Towns & Cities
Event Venues
Private Garages
College Campuses
Sports & Transit

Ramp Up Municipal Revenue While Improving Curb Management

Hundreds of cities across the U.S. have partnered with ParkMobile to address transportation challenges and increase revenue. Find out why cities all over the country trust ParkMobile.

Learn More

+31%
increase in average parking payment

11

9

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

12

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 elimation of 30,000 lbs. of coins has reduced our labor needs.

Marlin Granlund ,
Parking Program Manager of City of Santa Cruz Santa Cruz, CA

Grids & Elements

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 to light to contrast against white, the ghost or green button should be used.

Learn More

1.

Learn More

2.

Learn More

3.

Learn More

4
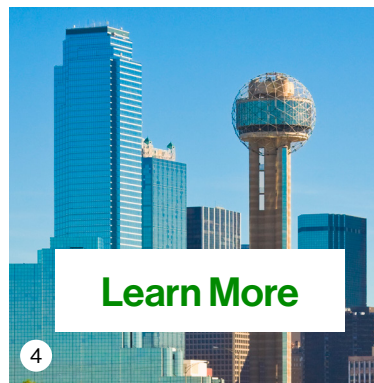
Keep it Simple

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.
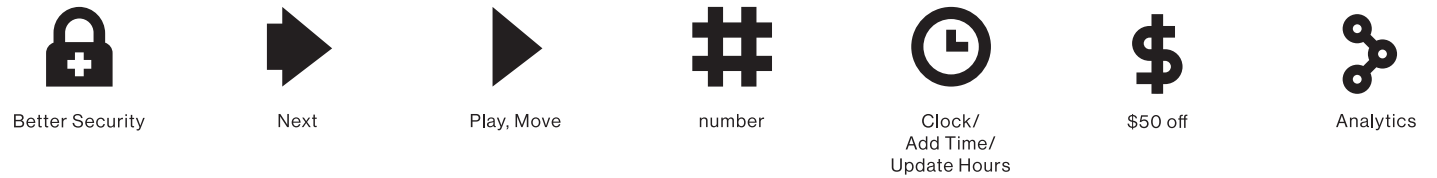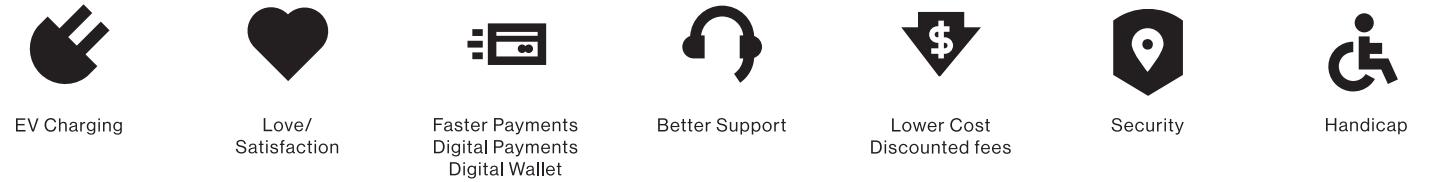
Colors

All icons can exist in any of our primary brand colors depending on the use, however, the icons should be one color and flat (two dimensional).
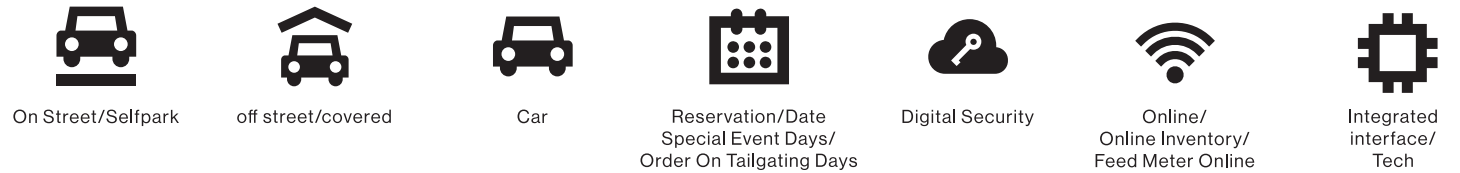
Another acceptable use is to place any icon on a flat disc when necessary. The disc should be always black, white, or one of the primary brand colors. The icon on the disc must always be black or white in this case.

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

Grids & Elements

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.

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

2

3

1
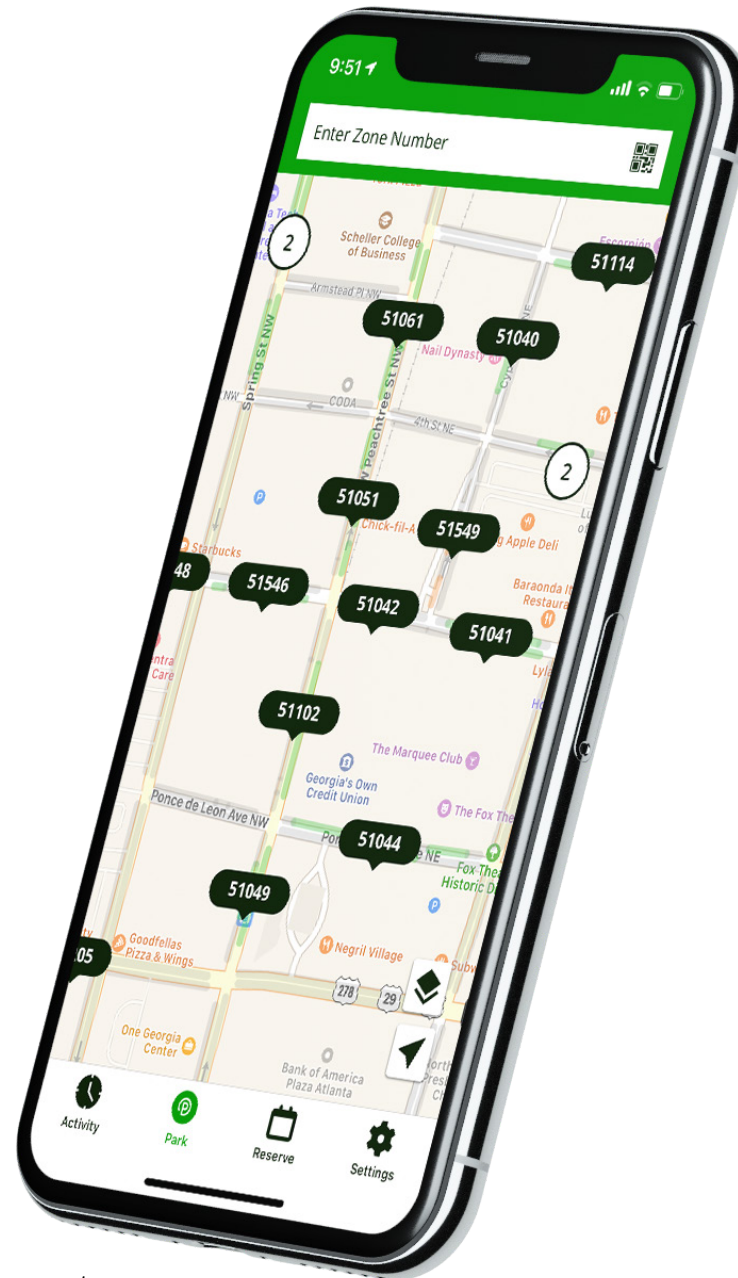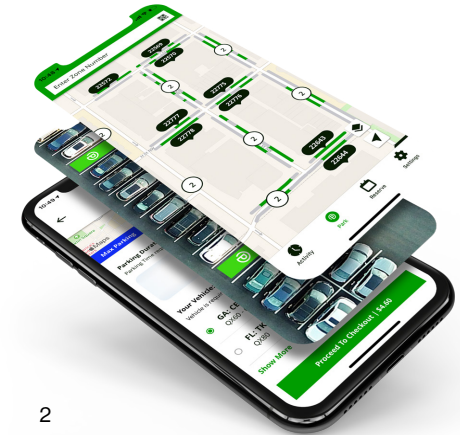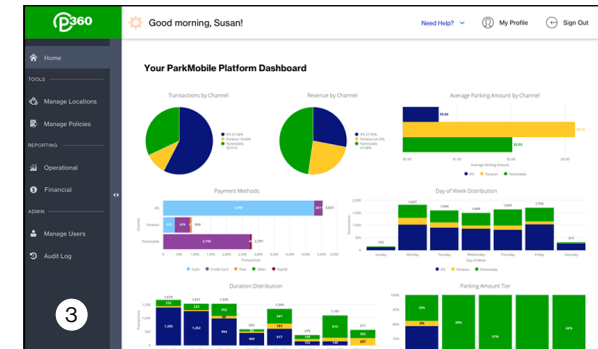
4

Boil it Down

Similar to other elements throughout the website, 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 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.

ParkMobile 360 Platform to Consolidate Analytics and Rate Management Across Parking Technologies for Fresno, Clearwater, Orlando, and Chattanooga

Newsroom

SUNY Brockport Selects ParkMobile as the Official Provider of Contactless Parking Payments on Campus

Newsroom

The University of Alabama Selects ParkMobile as the Official Provider of Contactless Parking Payments on Campus

Newsroom

Louisiana State University partners with ParkMobile for Contactless Parking Payments on Campus

Newsroom

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 objects such as: phones, people, 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 green and blue.
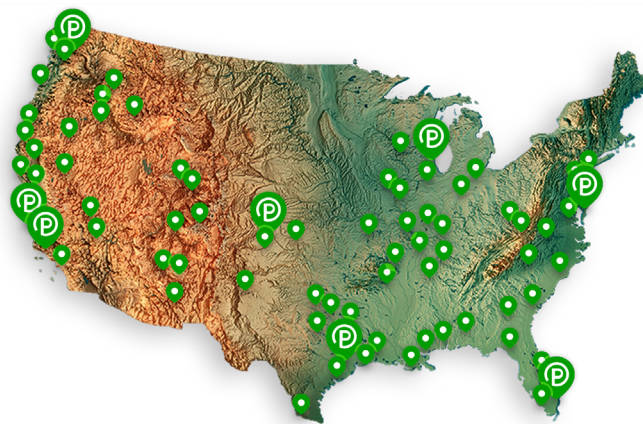
Guide for Smaller Print Pieces

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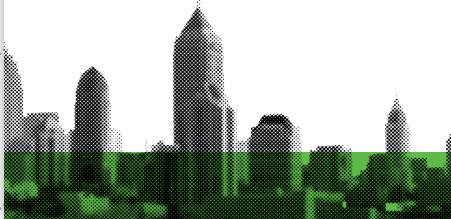
1. ParkMobile Logo
2. Callout in ParkMobile green
3. Call to action
4. Halftone image
5. Color block in ParkMobile green
6. Subtitle
7. Bulleted list
8. Site link in ParkMobile green
9. App placed in simple, modern device

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
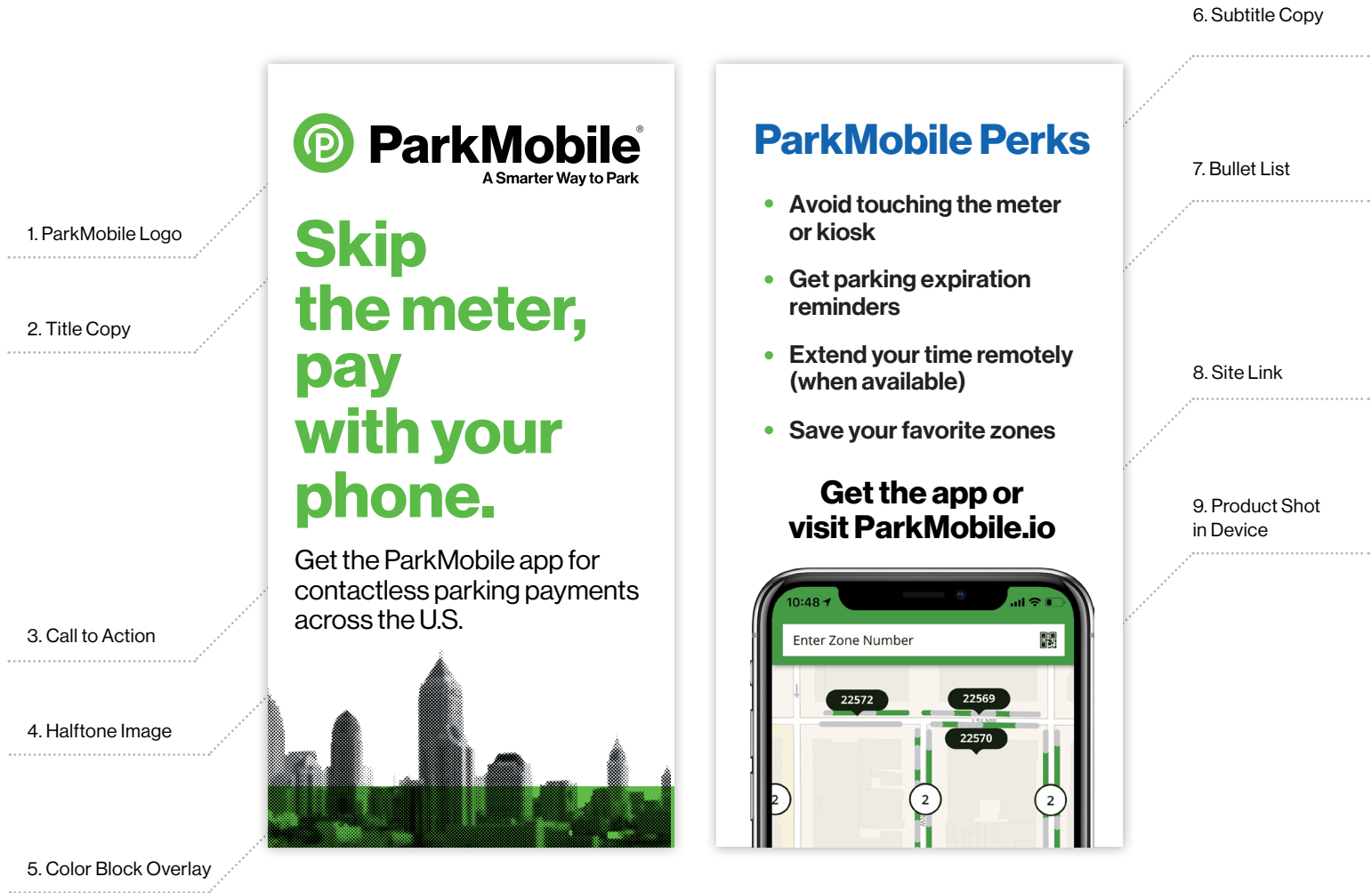
ParkMobile
A Smarter Way to Park

Skip the meter, pay with your phone.
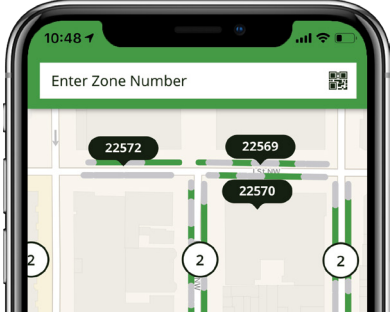
Get the ParkMobile app for contactless parking payments across the U.S.

ParkMobile Perks

- **Avoid touching the meter or kiosk**
- **Get parking expiration reminders**
- **Extend your time remotely (when available)**
- **Save your favorite zones**

Get the app or visit ParkMobile.io

10:48

Enter Zone Number

22572   22569

22570

2   2   2

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. Subheader
5. Color block in ParkMobile blue
6. Halftone image
7. App placed in simple, modern devices
8. Callout copy: proof points, features, icon lockups
9. Call to action block in ParkMobile Blue

1. ParkMobile Logo

2. Title Copy

3. Body Copy

4. Subheader

5. ParkMobile Blue Overlay

6. Halftone Image

7. Product Shot in Device

8. Proof Points

9. Call to Action

ParkMobile®

Giving Fans A Smarter Way to Park

By bringing together inventory from over 50 lots around Mercedes-Benz Stadium in an easy-to-use, custom website, ParkMobile has enabled fans to save time and reserve event parking in advance. ParkMobile's success with Mercedes-Benz Stadium has inspired other major venues, including State Farm Arena, FirstEnergy Stadium, Greek Theatre, Prudential Center, and T-Mobile Arena to implement ParkMobile's reservation technology and improve the fan experience nationwide.

Winning Results at Mercedes-Benz Stadium

Over 60%
of event parking is reserved in advance

125,000
permits sold before the season started

Rated #1
for "Voice of the Fan"

Rated #2
for "Fan Arrival" Experience

Learn more about how ParkMobile can create a better fan experience at your stadium at parkmobile.io/request-a-demo.

Guide for Events and Tradeshows

As in larger print, environmental displays can utilize more (or less) columns than smaller pieces. However, the artwork should use many of the same elements as the other print pieces to extend the brand and promote high visibility.

Element Inventory

1. Prominent logo placement
2. Title in ParkMobile Blue
3. App placed in simple, modern devices
4. Color overlay in ParkMobile Green
5. Call to action in white
6. Color block in ParkMobile Green
7. Short Copy: proof points, features, icon lockups, etc.

1. ParkMobile Logo

2. Title

3. Product Shot in Device

4. Green Overlay

5. Call to Action

6. ParkMobile Green Overlay

7. Copy

ParkMobile
A Smarter Way to Park

Smart Parking Solutions to Improve the Fan Experience

- Pre-sell Reserved Spaces
- Reduce Event Traffic
- Create a Better Arrival Experience
- Increase Parking Revenue

Learn more and request a demo at ParkMobile.io

ParkMobile Signage & Decal Branding

The purpose of this guide is to provide an overview of brand requirements related to ParkMobile signage and decals located in partner cities, venues, universities, private lots and garages throughout the United States.

Brand Identity

The key to establishing and reinforcing our identity in all of our visual communications is consistency. Consistency is achieved through various design elements: placement, color and size of the ParkMobile logo, systematic use of the same typeface, and overall grid based positioning rooted in the proven principles of minimalism and Swiss design.

That consistency helps us communicate the ideas, energy, and values that sustain our mission: To power smart mobility for every driver and vehicle, everywhere.

Brand Guidelines

These signage and decal guidelines ensure proper usage and placement of our content, logo-mark and partner zone information. It is important to follow these requirements to ensure that ParkMobile is represented in an appropriate and consistent manner. Our visual identity with signage and decals is the key component that connects who we are and what we offer to consumers.

Branding: Standard Signs

Standard Group A

Our standard design for decals should include the ways to pay information when possible (sizing permitting).

If the complete three ways to pay cannot be included due to size constraints, it's acceptable to only use one or two depending on client needs. These variations are acceptable in any combination of the three payment methods: QR code, text to park, and app only. See examples on page 5.

App Badges: The colors of the app badges cannot be altered in any way (e.g. color). Use of the app store icons, instead of the badges, is not acceptable.

QR Code: must be at least 0.75" x 0.75" in order to be scannable. Color of "Circle P" should only be white or green (dependant on background color).
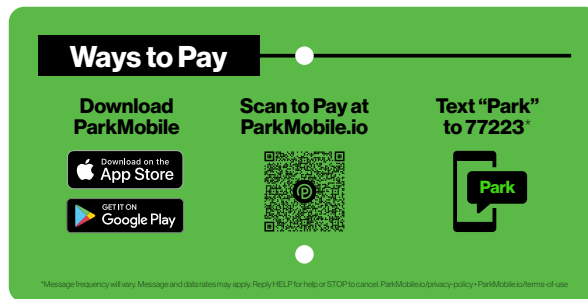
Text to Park: If the text to park option is included on the sign, the legal language MUST be present in it's entirety without edits. This is a legal requirement and cannot be avoided.

12x18 WTP Sign

18x24 WTP Sign (No Client Logo)

12x6 Sign Rider WTP
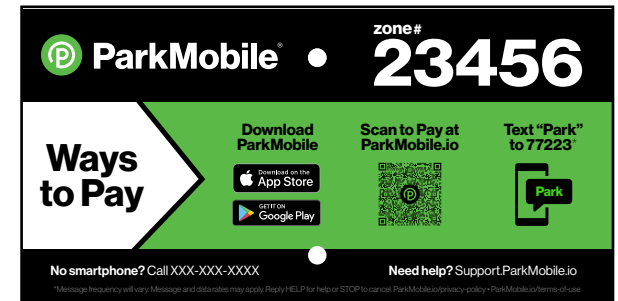
12x6 Sign Rider WTP & Zone

Branding: Standard Signs

Standard Group A

Reduced Ways to Pay Variants

As mentioned previously, if all of the ways to pay cannot be included, it can be left up to the client if they want to just add the QR code, text to park, or leave it as app only.

The examples here illustrate several acceptable options to use in these cases.

zone #
2345
P ParkMobile

Contactless Parking

Use the ParkMobile app or scan the QR code to pay.

No smartphone? Call XXX-XXX-XXXX
Need help? Support.ParkMobile.io

Partner Logo

ParkMobile.io

Decal

P ParkMobile

zone #
23456

Use the ParkMobile app or scan the QR code to pay for parking at ParkMobile.io

No smartphone? Call 877-727-5003
Need help? Support.ParkMobile.io

Decal

zone #
2345
P ParkMobile®

Contactless Parking Payments

Ways to Pay

Download ParkMobile

App Store
Google Play

Pay Online at ParkMobile.io

Text "Park" to 77223*

Park

Partner Logo

No smartphone?
Call XXX-XXX-XXXX
Need help?
Support.ParkMobile.io

*Message frequency will vary. Message and data rates may apply. Reply HELP for help or STOP to cancel. ParkMobile.io/privacy-policy • ParkMobile.io/terms-of-use

Sign With No QR Code

zone #
2345
P ParkMobile®

Contactless Parking Payments

Ways to Pay

Download ParkMobile

App Store
Google Play

Scan to Pay at ParkMobile.io

Partner Logo

No smartphone?
Call XXX-XXX-XXXX
Need help?
Support.ParkMobile.io

Sign With No Text to Pay Option

Branding: Alternate Signs

Alternate Group B

In cases where updating to the newest ways to pay design is not desirable with our partners, our "Contactless" design with or without the phone graphic is the only appropriate alternative.

Phone image: For alternate signage, the screen on the phone must stay as it is. No modifications can be made to the green pin icon, our logo cannot be rotated or skewed, and preferably no real app screens – vector images only due to printing clarity constraints.

zone #
23456

ⓟ ParkMobile®

Contactless Parking Payments

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

Available nationwide.

Partner Logo®

 Download on the **App Store**   GET IT ON **Google Play**

No Smartphone? XXX-XXX-XXXX

Need Help? Support.ParkMobile.io

12x18 "Contactless" Sign

ⓟ ParkMobile®

zone #
23456

No smartphone? Call XXX-XXX-XXXX
Need help? Support.ParkMobile.io

Contactless Parking

Use the ParkMobile app to pay for parking on-the-go. Available nationwide.

 Download on the **App Store**   GET IT ON **Google Play**

Partner Logo®

12x6 "Contactless" Sign Rider

zone #
2345

CITY OF STAMFORD
innovating since 1641

ⓟ ParkMobile®

Contactless Parking

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

No Smartphone? 877-727-5730

 Download on the **App Store**   GET IT ON **Google Play**

Decal

Anatomy of Standard Signs

A 1" margin should be used on all sides for print and spacing purposes.

1. **Drill Hole Placeholder:** Standard placement is 1" from the top and bottom middle of the sign. Size of drill hole is minimum 0.375" x 0.375". Drill hole placement can be adjusted if requested.

2. **Zone#:** A white zone number on a black box background is preferred. 'zone#' text should be left aligned to the zone number (when appropriate), and both should be grouped and centered on the sign.

3. **ParkMobile logo:** Preferred location is on the black zone# box and at the top of the sign. Logo should have enough clear space around it (half the height of the circle P on all sides). More details **here**.

4. **Spacing:** Spacing between content blocks should be equidistant and approximately half the height of the "Circle P" in the ParkMobile logo.

5. **Legal Language:** If the text to park option is included, the legal language must be included on the sign - preferably at the bottom and at a minimum of 7pt font.

6. **Partner Logo:** Logo dimensions should ideally not exceed roughly 4" x 1.65" (WxH) due to spacing requirements and should not exceed the size of the ParkMobile logo. Logo should also be centered vertically with the IVR and support text.

1" margin

1" margin

1. Drill Hole Placeholder

zone #
2345

(P) **ParkMobile**®

2. White Zone # on Black Background, Centered

3. ParkMobile Logo on Black Background Preferred

Contactless Parking Payments

Ways to Pay

Download ParkMobile

Scan to Pay at ParkMobile.io

Text "Park" to 77223*

Download on the App Store

GET IT ON Google Play

Park

4. Equidistant Spacing for Content

Partner Logo®

No smartphone?
Call XXX-XXX-XXXX

Need help?
Support.ParkMobile.io

6. Partner Logo Area

5. Text to Park Legal Language

1" margin

1" margin

Branding: Standard Decals

Standard Decals

Our standard design for decals should include the ways to pay information when possible (size permitting). If the complete three ways cannot be included due to size constraints, it's acceptable to only use one or two depending on client needs. Options can include just the QR code, text to park, or leave it as app only - in any combination the partner chooses.

App Badges: The colors of the app badges cannot be altered in any way (e.g. color). We also cannot use the app store icons instead of the badges.

QR Code: must be at least 0.75" x 0.75" in order to be scannable. Color of "Circle P" should only be white or green.

Text to Park: If text to park option is included, the legal language MUST be included somewhere on the proof.

zone #
23456
ⓟ ParkMobile®

Contactless Parking Payments

Ways to Pay

Download ParkMobile	Scan to Pay at ParkMobile.io	Text "Park" to 77223*
Download on the App Store / GET IT ON Google Play	[QR code]	Park

No smartphone? Call XXX-XXX-XXXX   **Need help?** Support.ParkMobile.io

*Message frequency will vary. Message and data rates may apply. Reply HELP for help or STOP to cancel. ParkMobile.io/privacy-policy • ParkMobile.io/terms-of-use

8x12 Decal WTP, no partner logo

ⓟ ParkMobile®
Contactless Parking

Ways to Pay

Download ParkMobile	Scan to Pay at ParkMobile.io	Text "Park" to 77223*
Download on the App Store / GET IT ON Google Play	[QR code]	Park

No smartphone? Call XXX-XXX-XXXX   **Need help?** Support.ParkMobile.io

zone #
2345   Partner Logo®

*Message frequency will vary. Message and data rates may apply. Reply HELP for help or STOP to cancel. ParkMobile.io/privacy-policy • ParkMobile.io/terms-of-use

6x6 Decal

ⓟ ParkMobile®
Contactless Parking
Use the ParkMobile app or scan the QR code to pay for parking.

No smartphone? Call XXX-XXX-XXXX

[QR code] ParkMobile.io

zone #
2345   Partner Logo®

3.75x2.5 Decal

ⓟ ParkMobile®
zone #
2345

Use ParkMobile for contactless parking on-the-go. Available nationwide.

No smartphone? Call XXX-XXX-XXXX
Need help? Support.ParkMobile.io   Partner Logo®

8x2 Decal

Branding: Custom Signs & Decals

For various reasons, it might not be prudent to use our standard signage and decals. Generally, these cases are related to branding conflicts, the need for extended information on the signs, variance in sizing, and other similar situations that require deviation from standard practices.

What's Considered Non-Standard?

Size: Any size not in our Standard Group A/B.

Color: Anything other than our standard green, black, or white.

Language: Adding extra language to our standard sign verbiage - e.g. rates, hours, towing information, meter info.

Font: Using a font other than our Neue Haas Grotesk brand font.

Imagery: Graphics or images outside of our phone, icons, and logo - e.g. meter icons, coins.

PAY BY LICENSE PLATE
HEAD-IN PARKING REQUIRED

Parking Enforced the Friday before Memorial Day through the Second Sunday after Labor Day: 10AM - 10PM

1. Remember your license plate
2. Enter license plate at kiosk
3. Pay & take receipt

For questions, call 302-227-6184

PAY WITH PARKMOBILE

Download ParkMobile
Scan to Pay at ParkMobile.io
Text "Park" to 77223*

No smartphone? 877-727-5758   Need help? Support.ParkMobile.io

zone #
2345

RICE VILLAGE

Pay. Park. Explore.

ParkMobile®

Ways to Pay

Download ParkMobile
Scan to Pay at ParkMobile.io
Text "Park" to 77223*

No smartphone? Call 877.727.5953
Need help? Support.ParkMobile.io

Ways to Pay

Download ParkMobile
Pay Online at ParkMobile.io
Text "Park" to 77223*

Scan Code

*Message frequency will vary. Message and data rates may apply. Reply HELP for help or STOP to cancel. ParkMobile.io/privacy-policy • ParkMobile.io/terms-of-use

Contactless Parking

Get the app:
ParkMobile®

Use the ParkMobile app or visit ParkMobile.io to pay online.

zone #
8661

space #
000

No smartphone?
Call 877-727-5989

UNI / University of Northern Iowa

44% of our users learn about ParkMobile from our signs and decals.

Brand Voice: Social Media

Best Practices

1. Capitalize both the "P" and "M" in ParkMobile.

2. Specific product and process names are as follows:

   ParkMobile 360
   ParkMobile Wallet
   ParkMobile Pro

3. Capitalize proper nouns such as names, places (Atlanta, Georgia), companies (EasyPark Group, Daimler AG, Mercedes-Benz). The official naming convention for PARK NOW is two words and all caps.

4. Don't capitalize generic words such as internet, mobile phone, account, credit card, parking meter.

5. Web address should not contain 'www." and should always be lower case (parkmobile.io).

6. Be cautious of referencing alcohol in any content and ensure drinking and driving is not implied. Graphics should not include alcohol.

7. ParkMobile is appreciative to have relationships with various municipalities, universities, venues, white label apps, etc. Any references to these partners should ensure that they are portrayed positively both in respect to their relationship with ParkMobile and their relationship with the general public.

When speaking to our social media followers, each post will aim to address at least one of the following personas:

Trendsetters

Gen Z or Millennials who are avid smartphone and app users, enjoy pop culture, recognize the importance of image and appearance. Likely single or in a relationship, but unmarried and without kids. Respond to humor, memes, and quippy copy.

Busy Professionals

Millennials or younger Gen Xers who are likely married or in a long-term relationship and may have children. They may be frequent travelers and have disposable income to regularly attend events. They respond to humor, but also enjoy a straightforward approach where they can see the benefits of using ParkMobile.

Young Families

Millennials or younger Gen Xers with children. They may attend events as an evening out without kids, or attend with their kids – but they likely get out of the house less frequently than the other two groups so it's a "special" occasion when they do. They enjoy the convenience of ParkMobile in that it's one less thing to think about in their busy day-to-day.

Brand voice defines what we say. Tone refines how we say it.

| Voice	Tone	Do	Don't
Informative	Easygoing and casual	• Focus on the simplicity of the app • Showcase the app as a mobile solution • Use relevant hashtags • Think about the collective audience vs. specific locations	• Use complicated language • Patronize or confuse
Inviting	Helpful, friendly, positive and enthusiastic	• Care about making life easier for the user • Use pronouns such as 'us', 'you', 'I', 'we' • Celebrate users as being smarter than the average parker • Use a conversational voice and emojis where appropriate	• Use marketing language • Use excessive capital letters, exclamations, bold or underlining.
Compelling	Confident and proud, yet relaxed	• Showcase the wide array of benefits • Use tasteful and topical humor, gifs, memes • Show rather than sell	• Be pushy or overbearing • Use humor when inappropriate (payments, apologies, discriminatory, etc.)

Imagery

How to Portray ParkMobile

ParkMobile imagery conveys individuality, convenience, ease of use, and communicates an emotional connection to our brand. In displaying ParkMobile visually, it is important that imagery feels relatable, interesting, and conveys the brand in a positive manner.

Choose imagery that depicts people authentically captured, revealing their distinct personalities. Never use imagery that feels staged or artificial. Photos tailored to specific cities should use unique shots of recognizable landmarks.

For Example

1. Targeted portrayal of a familiar city icon to illustrate a specific urban area — this photo of Atlanta's Bank of America building resonates more with Atlanta users than a generic image of the skyline.

2. Overhead view of parking lot — appears realistic, well lit and not overly colorful, assists the brand story as an unobtrusive visual element.

3. Image conveys a positive emotional response after parking.

4. Lifestyle imagery reveals personality and character in a natural urban setting.

5. Unique angle of a side street — has the appearance of an everyday setting, feels familiar and relatable.

6. Product in use shot — clearly displays the ParkMobile app and its simplicity.

7. Imagery that conveys mood in simple situations helps connect emotionally with a viewer — such as in this image of people crossing a street at dusk.

8. Another product in use image set in a natural, non staged environment.

9. Bird's eye view of downtown traffic — looks urban, not generic, with muted tones.

10. A good use of imagery that feels relatable and natural. The persona does not look directly in the camera and conveys positive emotion.
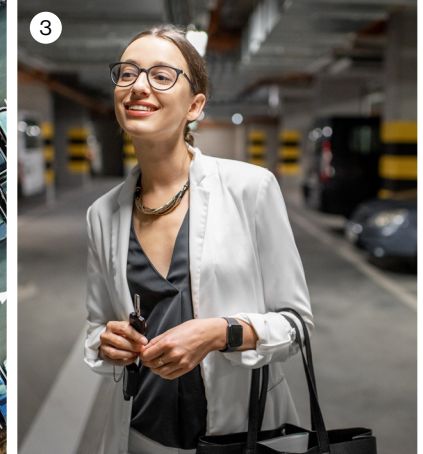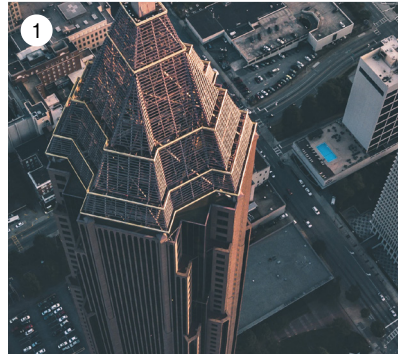
How Not to Portray ParkMobile

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 with great excitement. In this photo the smile and positioning feel unrealistic and artificial.

2. Imagery should feel authentically captured. Avoid photography where the subject is looking directly at the camera.

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. Avoid imagery that's too busy, over-composited or irrelevant to the ParkMobile brand story..

5. Imagery should depict accurate ParkMobile markets. It's easy to miss small areas in photography such as the license plates on vehicles.

6. A bird's eye view of a parking lot. While at first glance this might seem ok, on closer inspection this is obviously an automotive dealer lot —with no room for the cars to actually move.
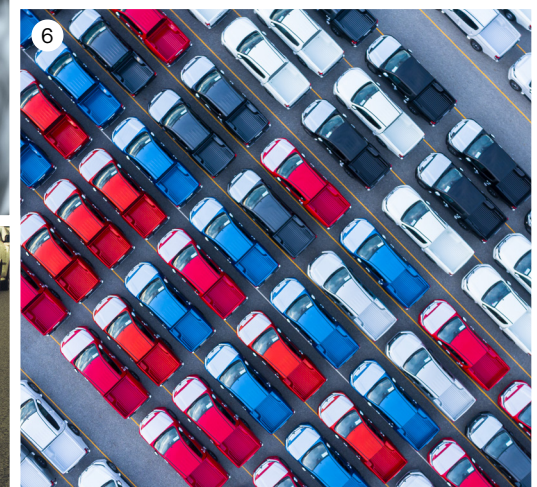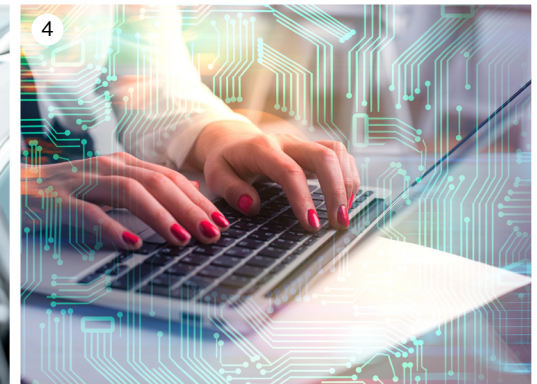
Imagery

Playing with Color

Color is central to the ParkMobile culture. The influence of urban city grids and their colors on our palette is no accident. Traffic control, the street lights and signs, helping you navigate to a destination – our company is a reflection of this. Below are alternate ways to express our culture through the use of colors found in this environment.

Color Screens

It's acceptable to use color screens over imagery in order to provide visual interest. Colors must always be one of our primary brand colors and should never overpower the photography.

Half-tones

A key illustrative element of our brand is the use of the half-tone effect. This technique is best applied to composite imagery on clean backgrounds to prevent clutter. The design process for this is explained fully on page 39.

Use of Logo Elements

It's also acceptable to apply the 'Circle P' element from the ParkMobile logo in composite imagery as long as it is recognizable and doesn't overpower the design. This can be shown whole or with selective cropping.

For Example:

1. ParkMobile Green applied to photo using a multiply blend mode.
2. ParkMobile Yellow applied to an image promoting summer parking at the beach.
3. Half-tone image with ParkMobile Green
4. Half-tone image with ParkMobile Blue
5. Half-tone image, with additional cropped 'Circle P' and primary brand logo on black.
6. Half-tone image and 'Circle P' with partner colors.

Garth Brooks at Mile High Stadium

Reserve Parking Now
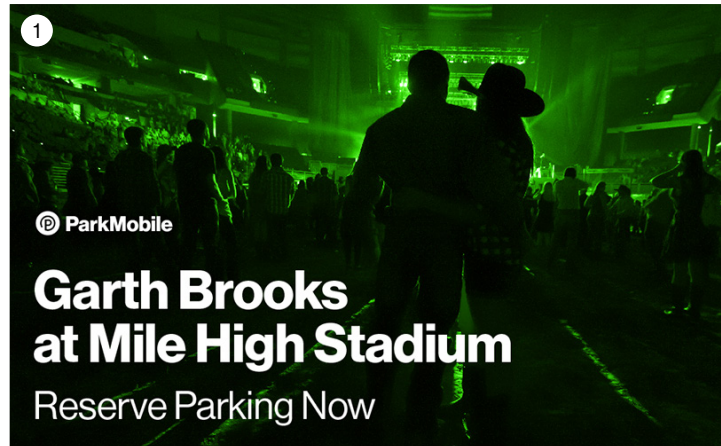
Social Media

Image use in social media allows some creative flexibility. To provide maximum clarity of our logo and supporting elements, please follow these additional rules:

Design Elements

It's acceptable to create a diagonal color overlay in a solid or semi-transparent color (white, black, or one of our core brand colors). Content placed in this 'corner' must have appropriate spacing applied and can consist of logos or additional text. In situational cases it's acceptable for text to extend past the edge of the angle.

The use of the ParkMobile logo on a solid or semi-transparent bar is acceptable when needing to separate the brand from a background. In these cases, correct spacing around the logo must be applied per page 7-10, and use one of the core brand colors. If needed, the bar can be enlarged to contain copy, however, all text must align to left or right edge of the logo based on positioning.

For Example

1. Black and white photo with semi-transparent blue callout corner. Content contained within the shape has proper spacing and aligned to logo.

2. ParkMobile Green screened half-tone photo, logo on black bar, with cropped 'Circle P' composite.

3. ParkMobile Green screened image with logo on blue bar.

4. Call out corner in red with dates and white logo on blue bar over blue screened image.

5. Image with semi-transparent callout corner. White ParkMobile logo has proper spacing while copy extends past the hypotenuse (edge) of the angle. All text is aligned to right edge of the logo.

6. Black and white image with a blue bar overlay with logo and copy contained.
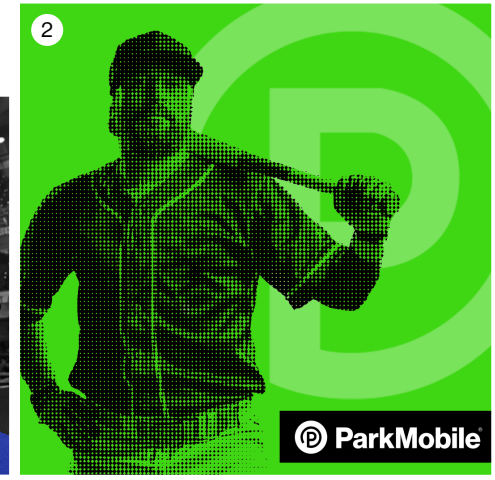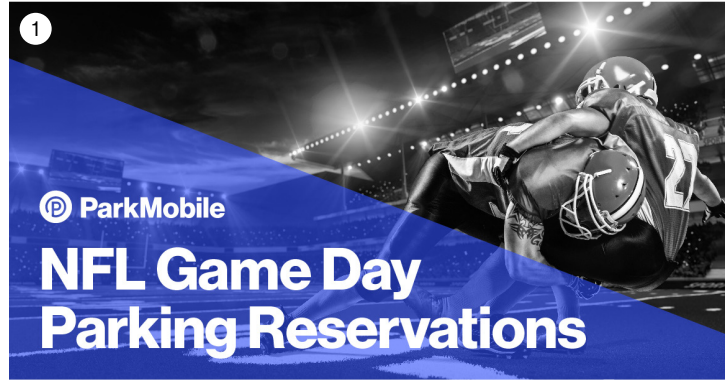
The Urban Grid

The 'Urban Grid' represents mobility and the connections between consumers and the ParkMobile network. The Urban Grid is a persistent visual used in many assets and serves as a foundational element of the ParkMobile brand.

General Usage

1. The Urban Grid may be used as an illustration covering large areas, as an accent to collateral, and in digital applications as needed. The Urban Grid is always designed as a full bleed.

2. The Urban Grid is available in four primary colors (shown to the right). The ParkMobile Green and ParkMobile Blue grids are the preferred format and should be used in most cases, however, use of the secondary options are acceptable.

3. The thickness of the road lines are directly proportional to the size of the ParkMobile logo when used together. The thickest line in the Urban Grid should never exceed the thickness of the ParkMobile 'Circle P' on the logo bug.
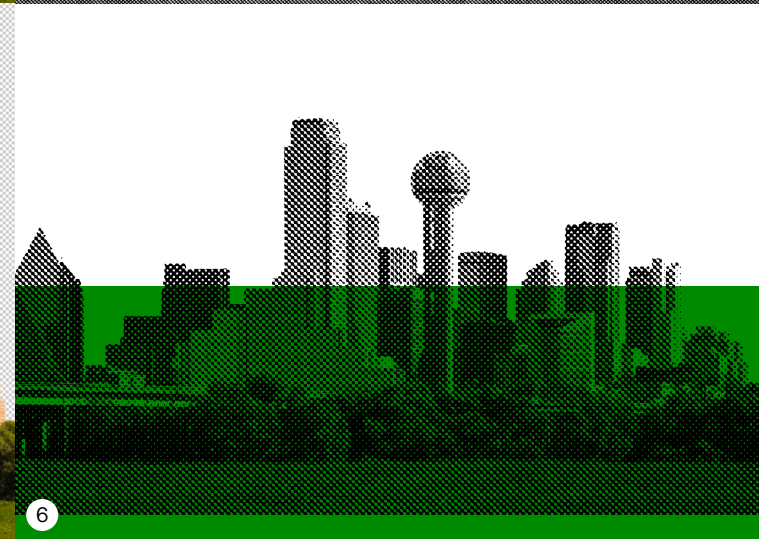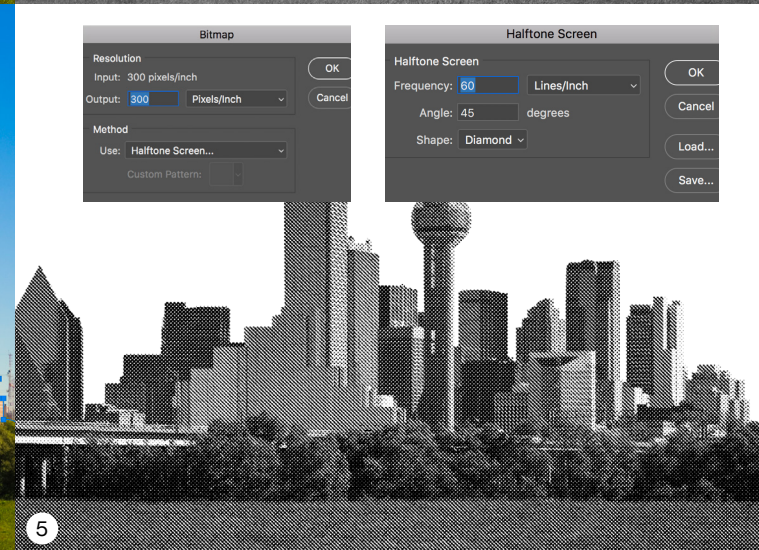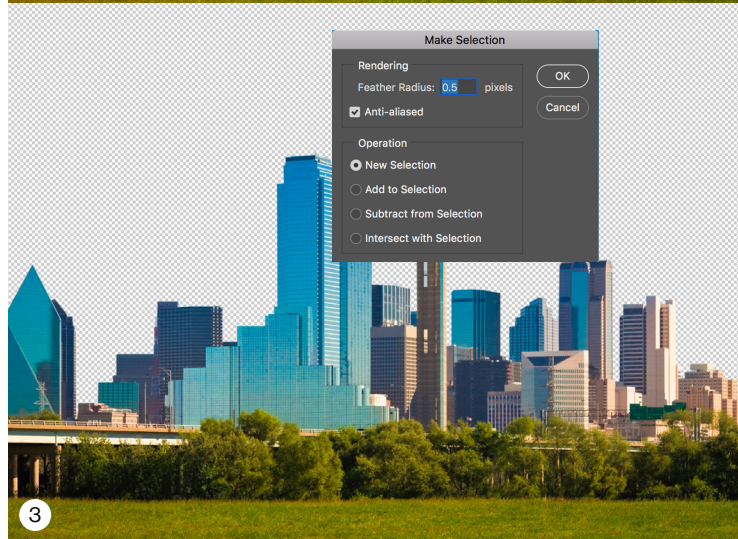
Don't

4. The grid must cover the entire area

5. Never scale the Urban Grid in such a way that it over powers the logo. The thickest line in the Urban Grid should never exceed the thickness of the ParkMobile 'Circle P' on the logo bug.

Thickness of the map lines should never exceed the thickness of the Circle P

Imagery
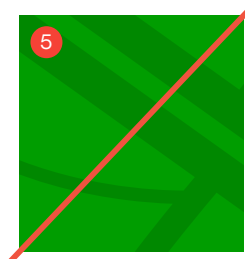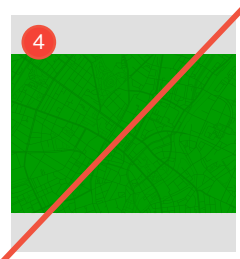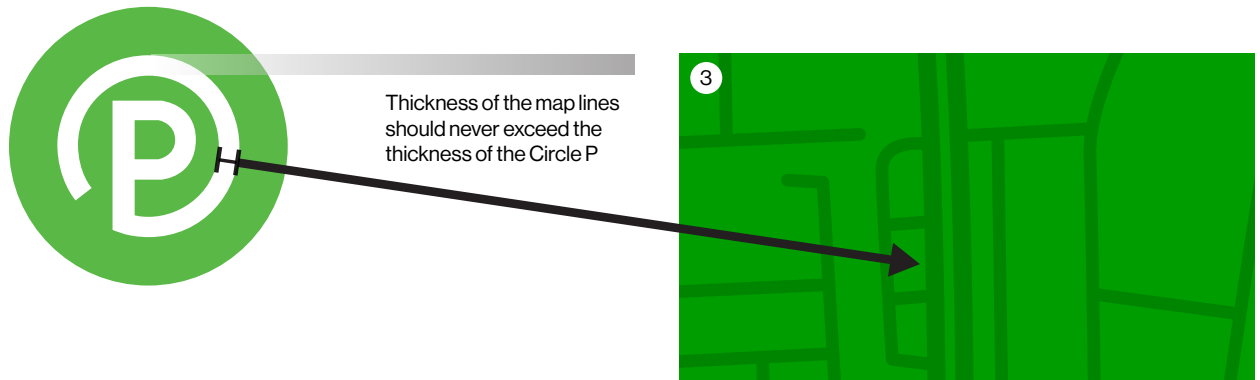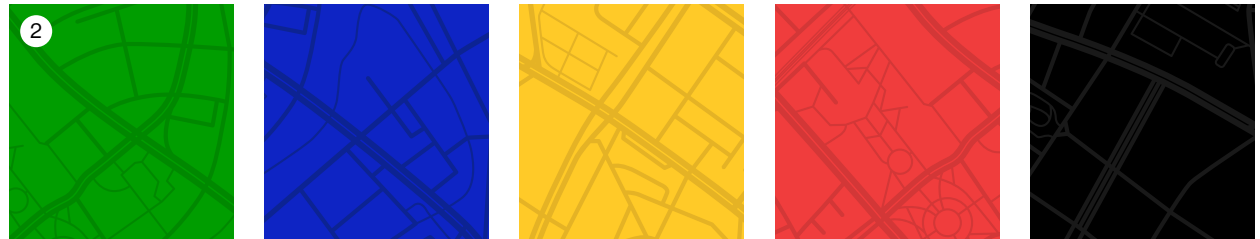
How to Create Halftones

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!

1

2

3

4

5

6