Brand Guidelines

071823

ParkMobile™

When everything falls into place

The new ParkMobile identity is based around the concept of “When everything falls into place” – around a graphic device “the space” – created to be a recognizable shape that is colorfully activated, immersed into the world around us, yet recognizably ParkMobile.

It symbolizes cars and captures mobility. A sense of ease. How people and cars move, find their spots and how they move on. A sense of orchestration, positive energy and fulfillment.

The identity has been created to build on ParkMobile’s heritage colors and playfulness. Reflecting on ParkMobile’s true market position adds more tech and leadership by also balancing with black typography and more white space. And through this, it becomes a mature, digital and sophisticated expression.

Content

1. Logotype
2. Colors
3. Grid & Layouts
4. Image & text containers
5. Typography
6. Icons
7. Illustration
8. Graphic element
9. Image style
10. Summary

1. Logotype

ParkMobile™

The logotype is the most prominent visual element in an identity.

We have kept the heritage logo but updated it to the new color scheme.

Logotype
– Primary logotypes

The primary logotype is in the color Brand Green and it can be used with or without a white container.

The logotype without a container is used when placed on solid White background.

The logotype with container is used when it is placed in a layout with other containers, including images or text, or when it is placed directly on an image or background where legibility is impaired.

The Logotype should always be aligned with the grid.

Logotype
– Primary logotypes

The primary logotype is in the color Brand Green and it can be used with or without a white container.

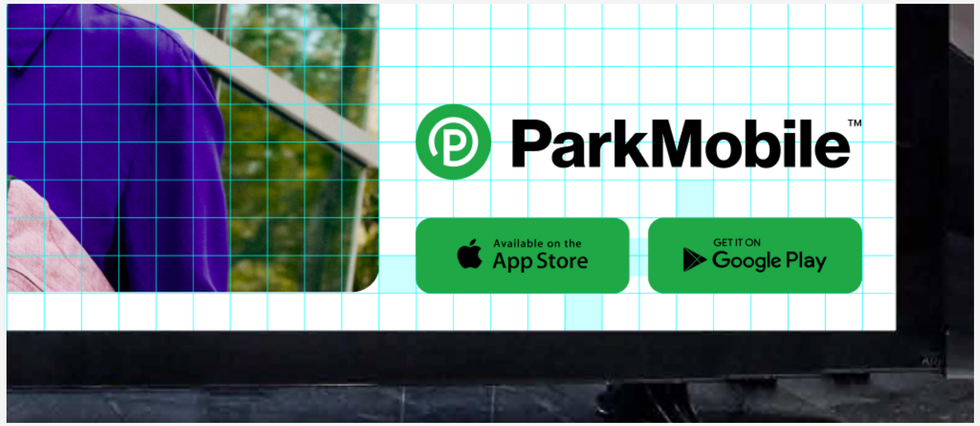
The logotype without a container is used when placed on solid White background.

The logotype with container is used when it is placed in a layout with other containers, including images or text, or when it is placed directly on an image or background where legibility is impaired.

The Logotype should always be aligned with the grid.

Logotype free space: With applied grid

Primary applications should always be based on the ParkMobile grid (see separate section). Minimum margin space around the logotype is 0.5x of a grid unit, though recommended space is 1x of a grid unit.



Logotype free space: With applied grid

Primary applications should always be based on the EasyPark grid (see separate section). Minimum margin space around the logotype is 0.5x of a grid unit, though recommended space is 1x of a grid unit.

Logotype free space: Without applied grid

As a secondary (not recommended option), when the grid has not been applied, minimum clear space ensures that the logotype has enough space around it to be legible when it is combined with other elements. The clear space for the ParkMobile logotype equals the size of the symbol without circle, on all sides.

Logotype free space: With applied grid

Primary applications should always be based on the EasyPark grid (see separate section). Minimum margin space around the logotype is 0.5x of a grid unit, though recommended space is 1x of a grid unit.

Logotype free space: Without applied grid

As a secondary (not recommended option), when the grid has not been applied, minimum clear space ensures that the logotype has enough space around it to be legible when it is combined with other elements. The clear space for the ParkMobile logotype equals the size of the symbol without circle, on all sides.

Logotype in container free space

The minimum clear space ensures that the logotype has enough space around it to be legible when it is combined with other elements. The clear space for the ParkMobile logotype equals the size of the symbol without circle, on all sides.

When container is used behind the logotype, the corners roundness are 70% of a 5% grid, based on the shortest side of the format. (More info about the grid at page 24).

The roundness of the corners of the container behind the logotype is 70% of a 5% grid unit, based on the shortest side of the format for the layout. (See more info about the grid at page xx).

Logotype in container free space

The minimum clear space ensures that the logotype has enough space around it to be legible when it is combined with other elements. The clear space for the ParkMobile logotype equals the size of the symbol without circle, on all sides.

When container is used behind the logotype, the corners roundness are 70% of a 5% grid, based on the shortest side of the format. (More info about the grid at page 24).

The roundness of the corners of the container behind the logotype is 70% of a 5% grid unit, based on the shortest side of the format for the layout. (See more info about the grid at page xx).

Logotype
– Application examples

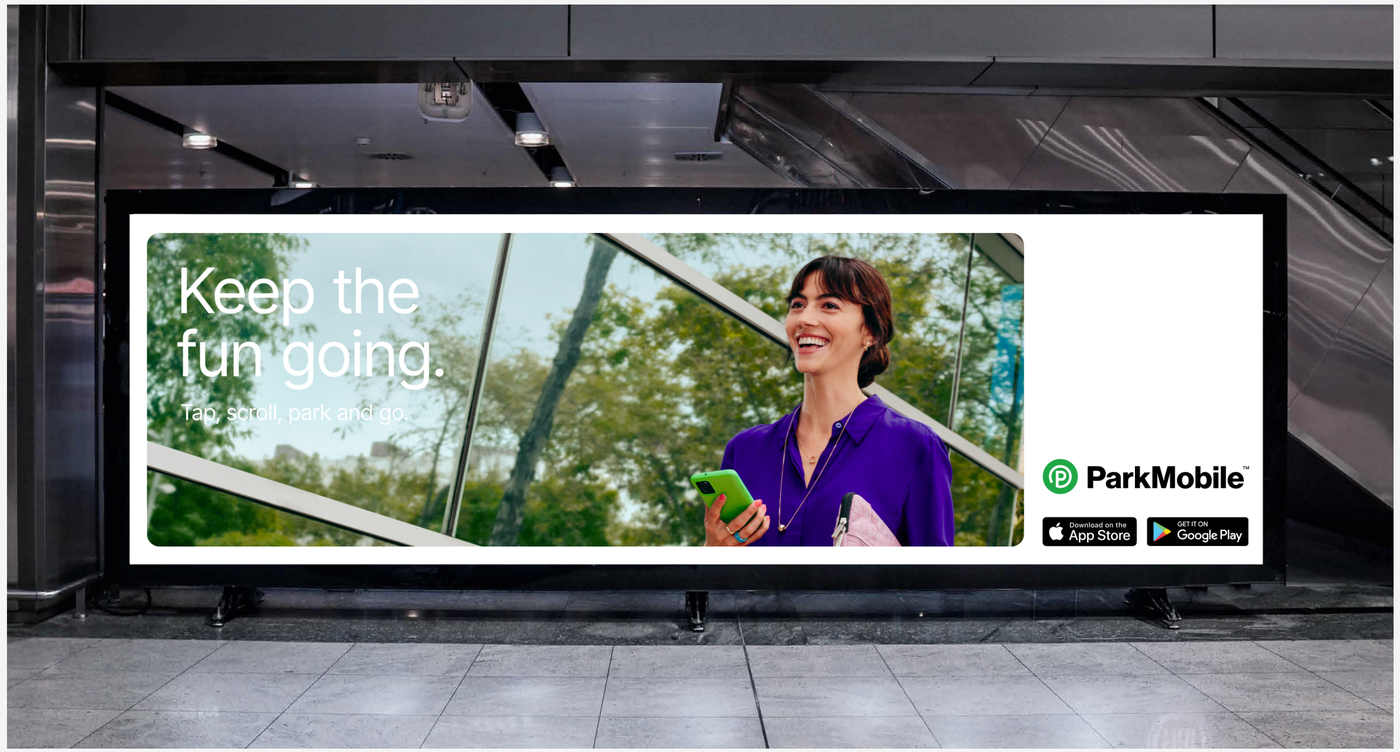
Best practice

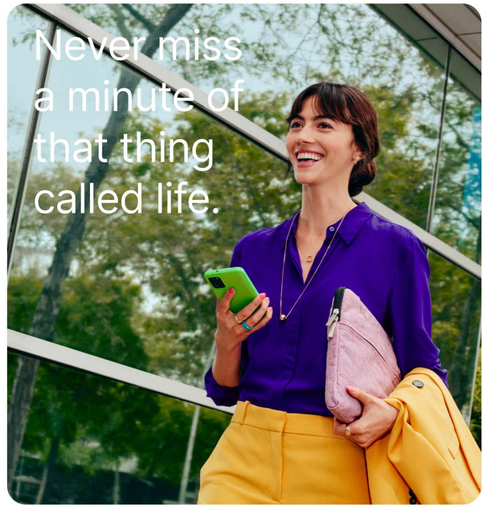
The logotype can be used without or with a white container.

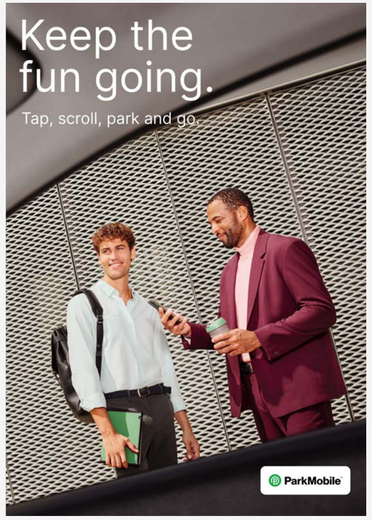
The logotype without a container is used when placed on solid White background.

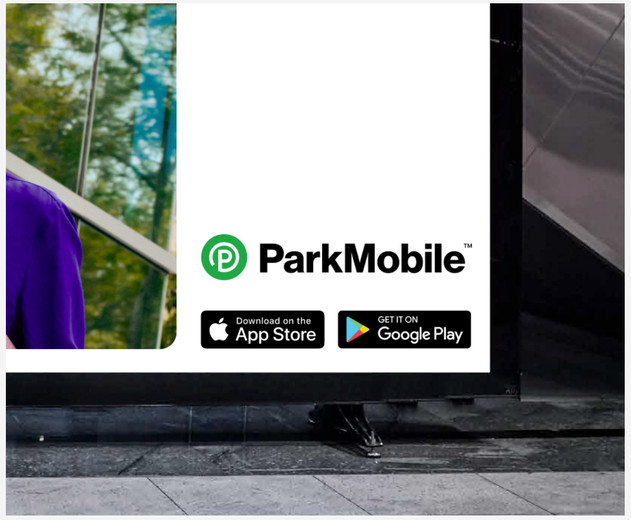
The logotype with container is used when it is placed in a layout with other containers, including images or text, or when it is placed directly on an image or background where legibility is impaired.

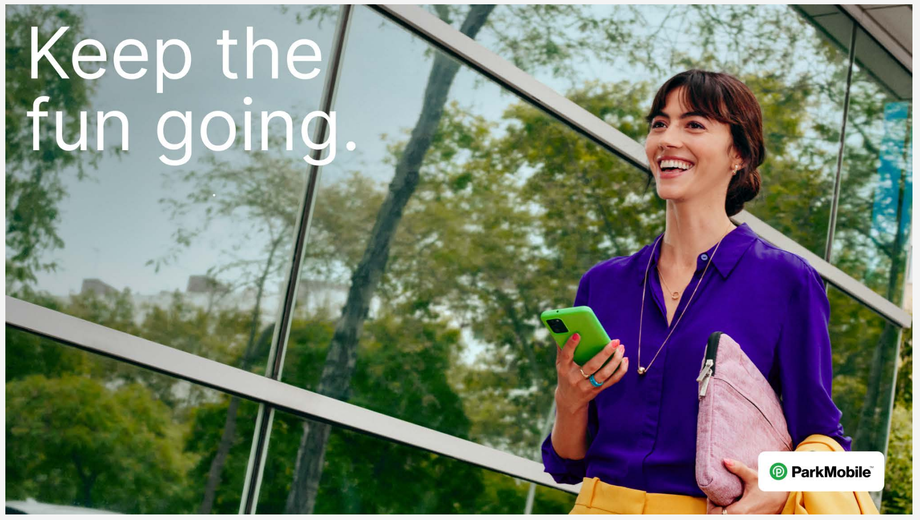
The Logotype should always be aligned with the grid.







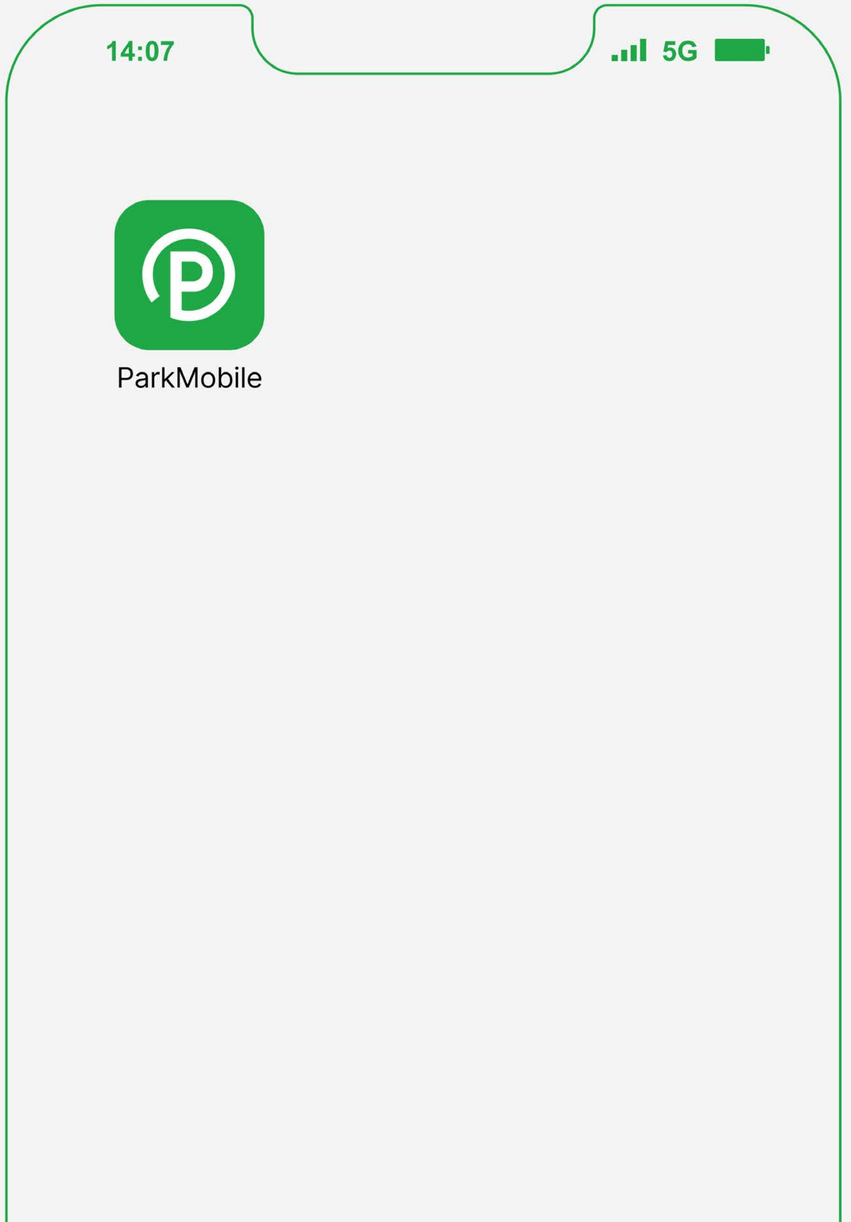




Logotype – Avatars

Examples of Brand avatars.

Logotype – App symbol



2. Colors

ParkMobile™

Consistent recognition comes from creating strong identifiable brand colors and using them sparsely in a clear hierarchy.

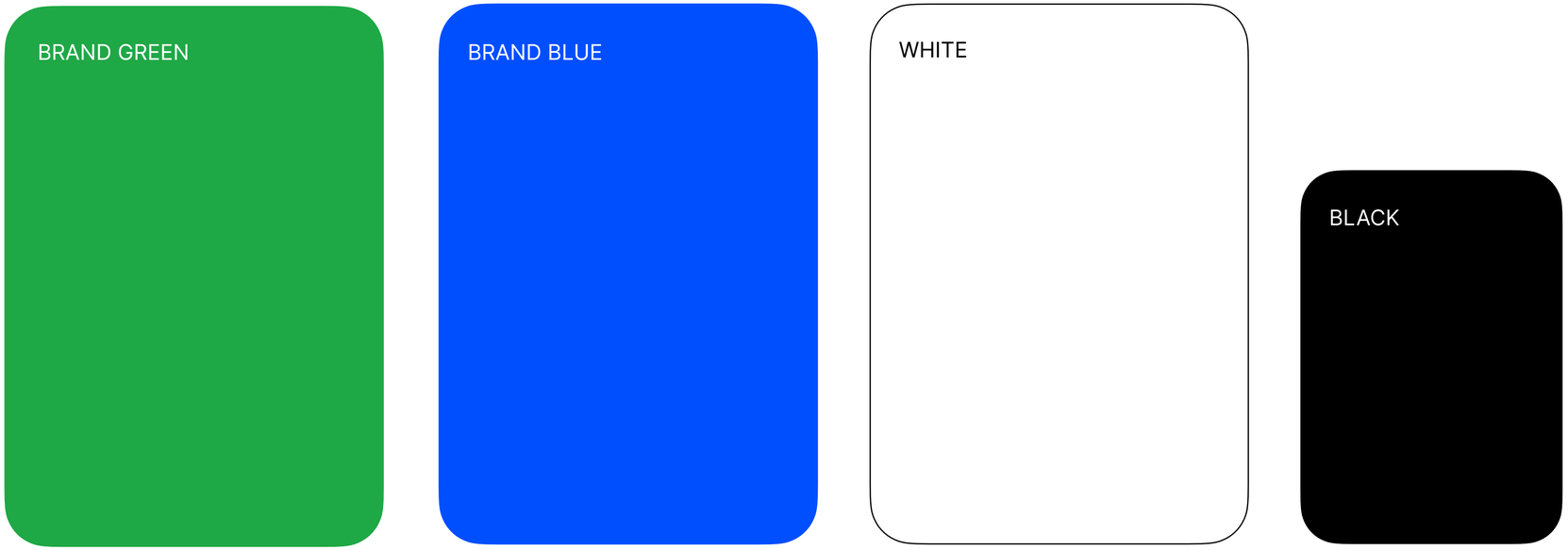
Our color hierarchy is divided into two color groups to simplify and clarify the use of color so that we can ensure a consistent brand expression.

Identity Colors

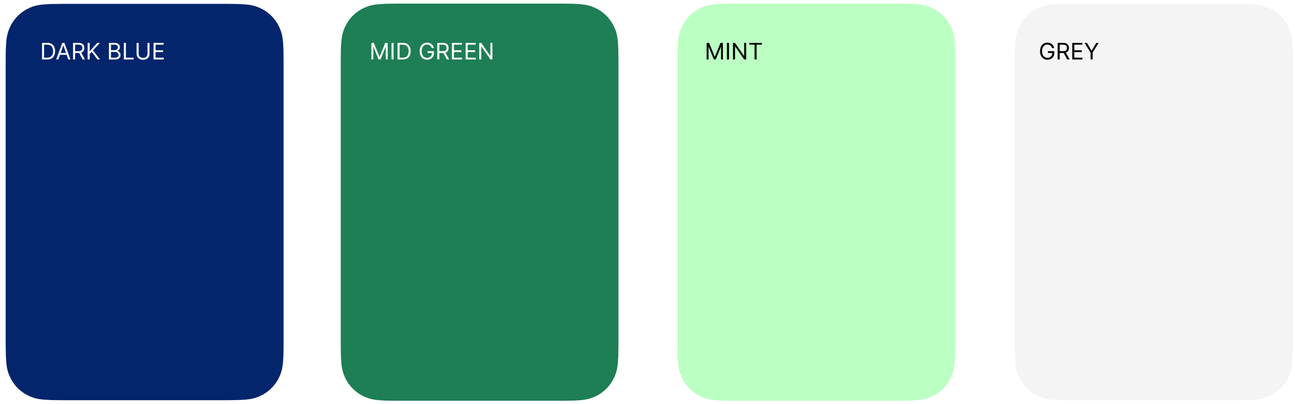
The ParkMobile color hierarchy is divided into two color groups to simplify and clarify the use of color so that we can ensure a consistent brand expression.

White is a prominent color in the identity and it provides air and space as well as allowing the eye to focus on what is important.

Main brand colors



Extended color palette



Identity Colors

The Main brand colors

ParkMobile Brand Green, Brand Blue and White are our Main brand colors. They define our brand expression and are used in the logotype as well as all our main design expressions.

White is a prominent color in the identity and it provides air and space as well as allowing the eye to focus on what is important.

The Extended color palette

As a complement to the primary Brand colors we have four colors that are extending the visual expression and give us more flexibility. Dark Blue, Mid Green, Mint and Grey. These are used for creating color variations in text containers, illustrations, tables and graphs.

ParkMobile Grey is a good complement to White as it highlights containers and content in a more subtle way and calms things down. It is also used for outlined containers and for thin lines in stationary and in tables.

Main brand colors

BRAND GREEN
HEX 1FA846

RGB 31 168 70
PMS C 2422C
PMS U 2423U
CMYK Coated 80 0 100 0
CMYK Uncoated 80 0 100 0

BRAND BLUE
HEX 004FFF

RGB 0 79 255
PMS C 2175C
PMS U Pro. Blue U
CMYK Coated 100 45 0 0
CMYK Uncoated 95 35 0 0

WHITE

HEX FFFFFF

BLACK

HEX 000000

Extended color palette

DARK BLUE
HEX 03256C

RGB 3 37 108
PMS C 294C
PMS U 294U
CMYK C 100 80 10 25
CMYK U 85 60 10 25

MID GREEN
HEX 1E7E55

RGB 30 126 85
PMS C 7732C
PMS U 7732U
CMYK C 90 10 85 25
CMYK U 90 10 85 20

MINT
HEX BCFFC3

RGB 188 255 195
PMS C 2253C
PMS U 2254U
CMYK C 28 0 25 0
CMYK U 28 0 25 0

GREY
HEX F4F4F4

RGB 244 244 244
PMS C CoolGray1C
PMS U CoolGray1U
CMYK C 12 7 10 0
CMYK U 12 7 10 0

Grayscale 10

Colors & Typography

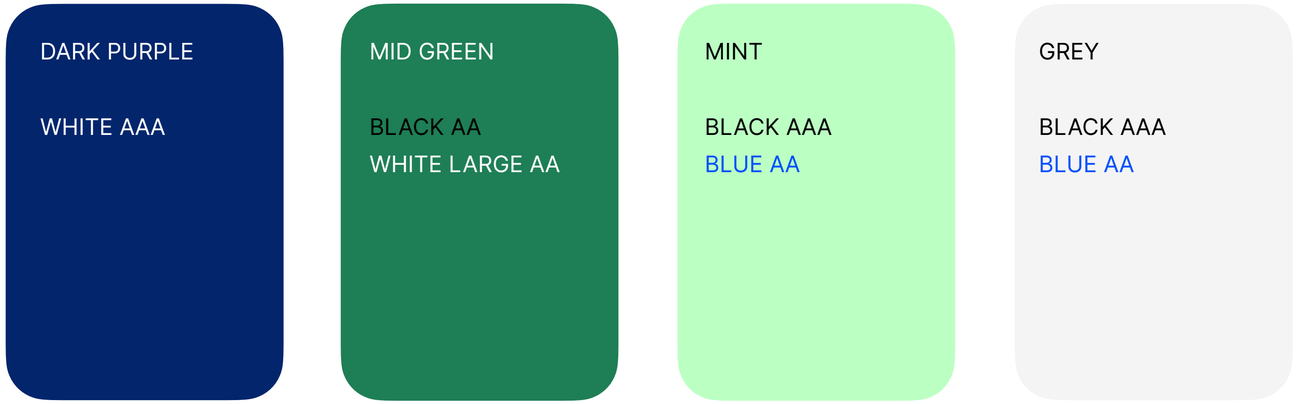
These are the only color combinations allowed within the entire identity.

We only use black or white headlines or text on a solid colored background.

Only small Bold Subheadings can be set in color, in Brand Green. It can only be used on a white.

We do not use other color combinations as the readability is not good enough, but also not within the EasyPark brand expression.

The combinations visualized here are **WCAG-tested and approved to use.**



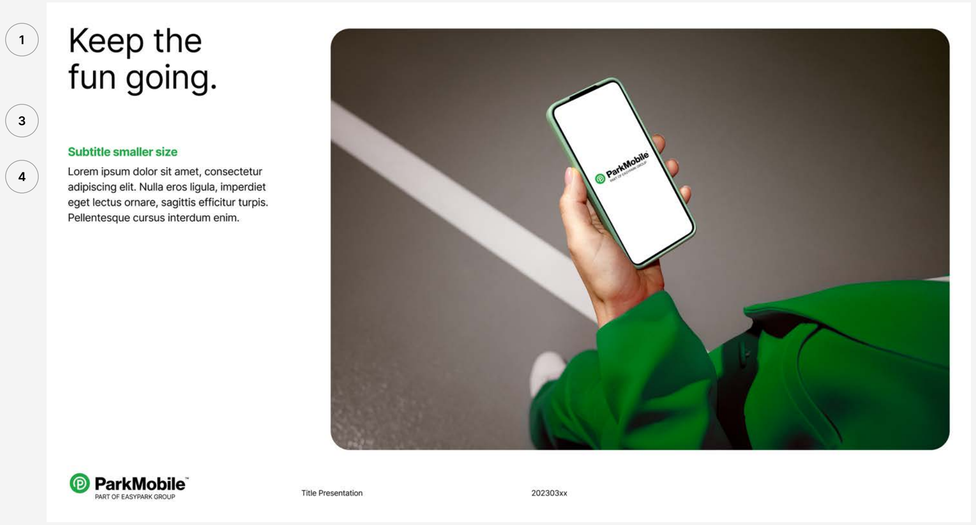
Colors & Typography

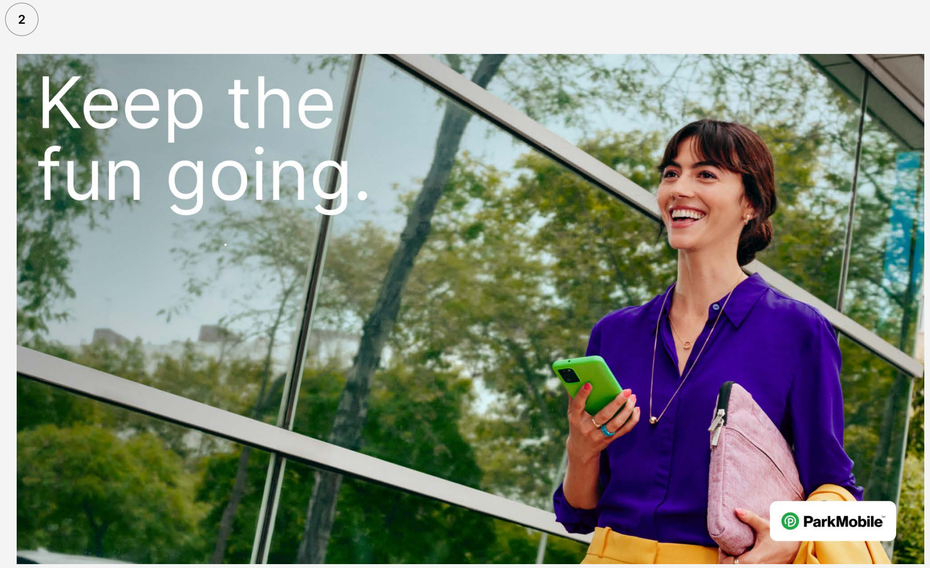
Best practice

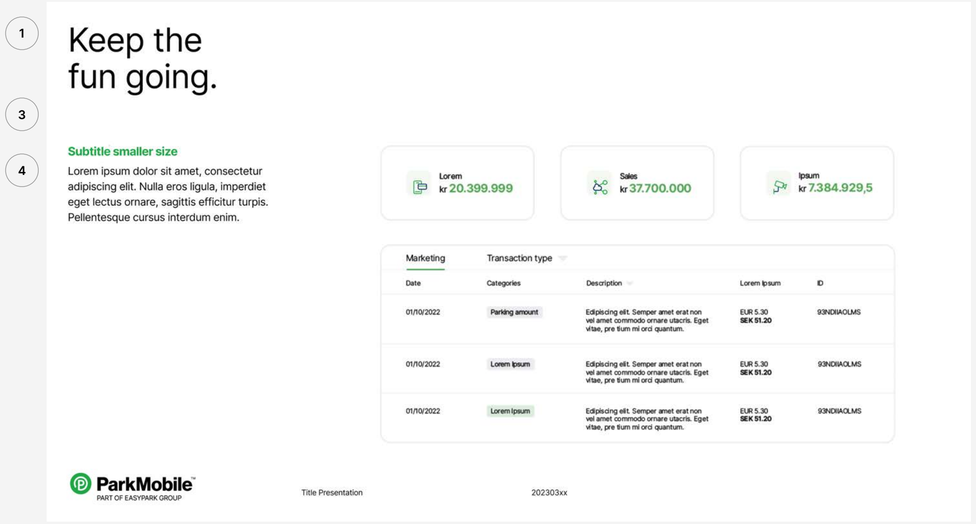
1. **Big headlines** that are put on a solid background are always black or white. (Always set in Inter regular).
2. **Big headlines** that are put directly on an image are always in white. (Always set in Inter regular).
3. **Subheadings** are set in ParkMobile Brand green or in Black. (Always set in Inter Bold).
4. **Body texts and info texts** are always in black.

The typography is classic and minimalistic and it is a stable and functional counterpart to the bright, energetic colors, icons and playful illustrations and image style.

We do not add other colors for highlighting text as it is not needed. Rather use bold or Semi bold when in need of highlighting a word or sentence.







3. Grid & Layout

ParkMobile™

The grid is the foundation for the identity and all templates, for all touch points - paper to digital. It is what makes the identity coherent, and easy to work with.

Grid & Layout

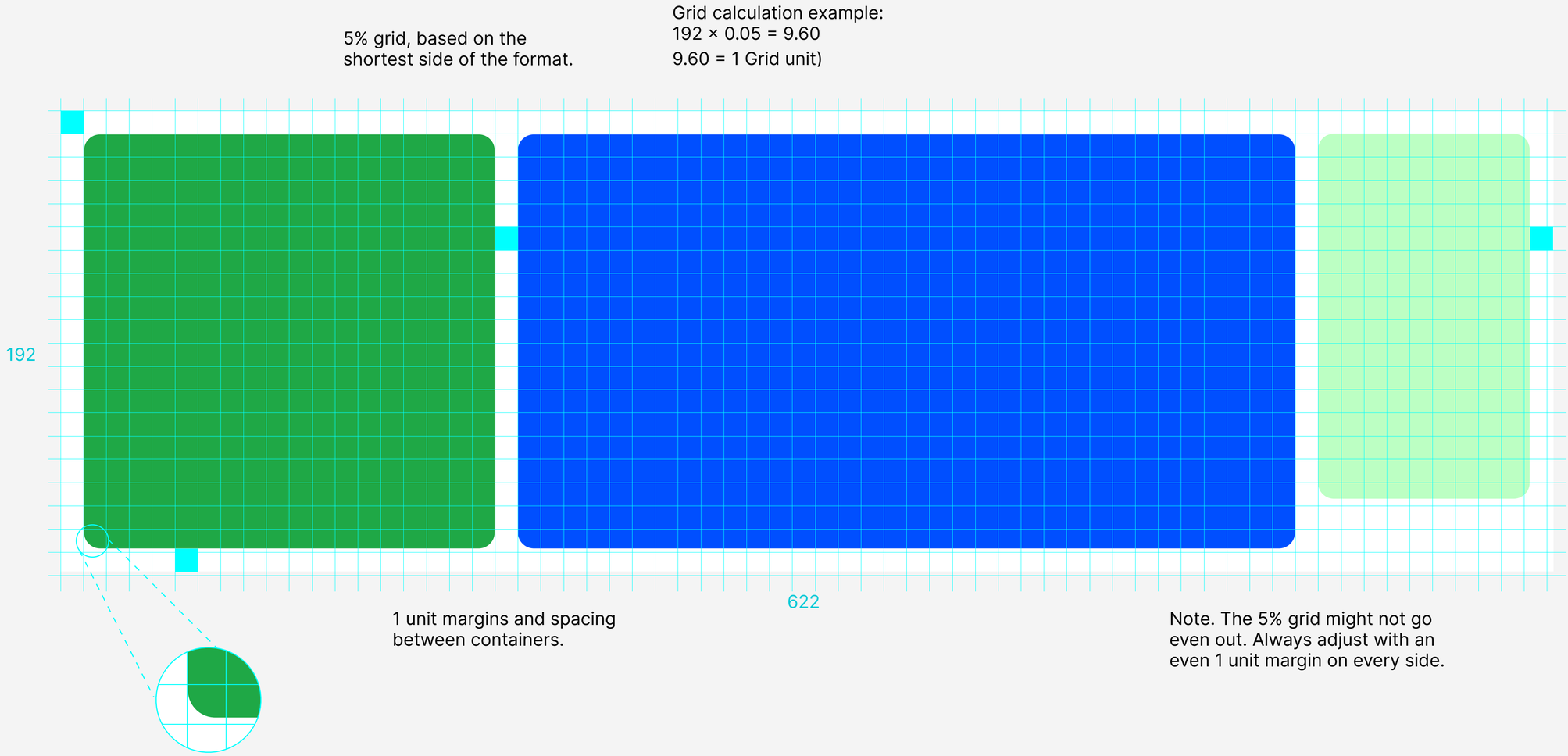
How to create the grid

We use a 5% grid, always based on the formats shortest side.

There is 1 unit margins and spacing between text/image containers.

Note. The 5% grid might not go even out. Always adjust with an even 1 unit margin on every side and in-between containers.

The roundness ratio of the containers are always 70% of 1 grid units side. (See visual and calculation example.)



Grid & Layout

How to create the grid

We use a 5% grid, always based on the formats shortest side.

There is 1 unit margins and spacing between text/image containers.

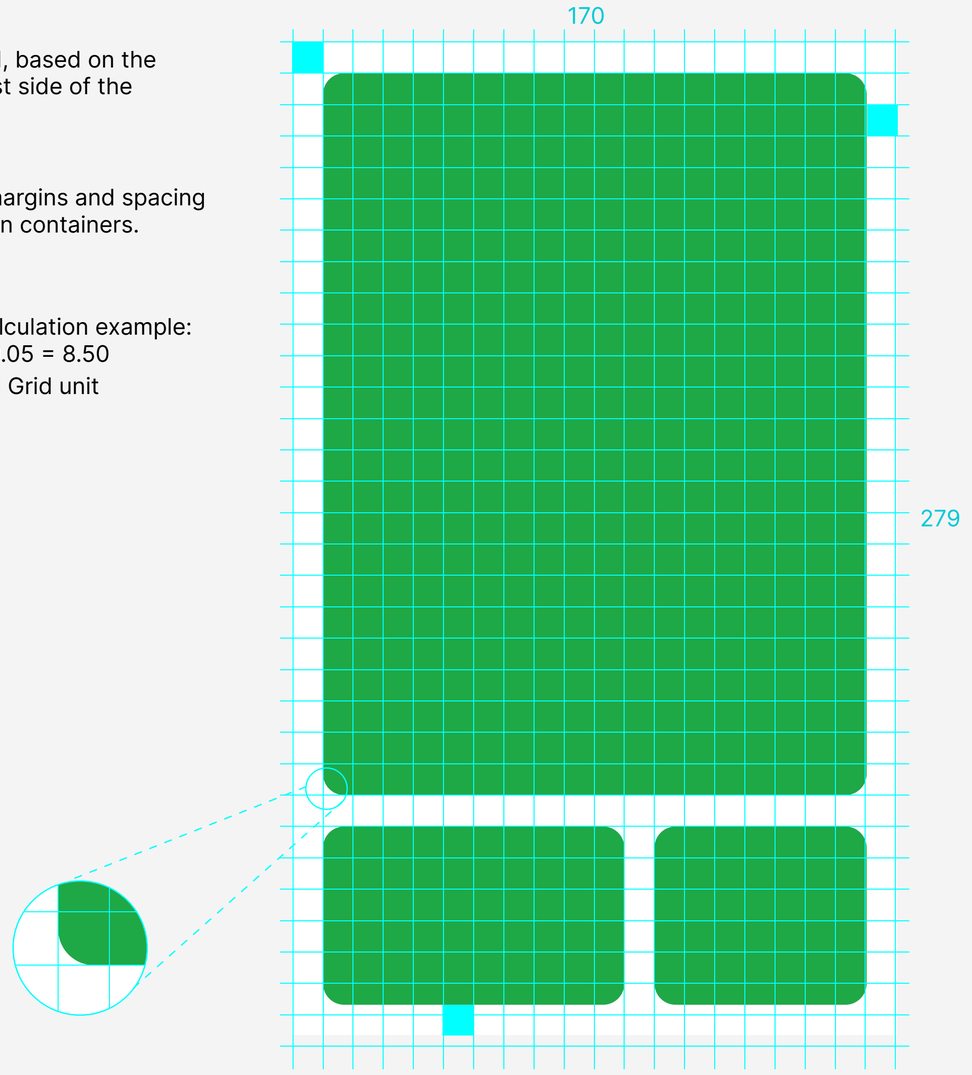
Note. The 5% grid might not go even out. Always adjust with an even 1 unit margin on every side and in-between containers.

The roundness ratio of the containers are always 70% of 1 grid units side. (See visual and calculation example.)

5% grid, based on the shortest side of the format.

1 unit margins and spacing between containers.

Grid calculation example:
170 × 0.05 = 8.50
8,50 =1 Grid unit



Roundness of corners calculation:
(1 Grid unit) 8.50 × 0.7 = 5.95
5.95 = roundness of corners

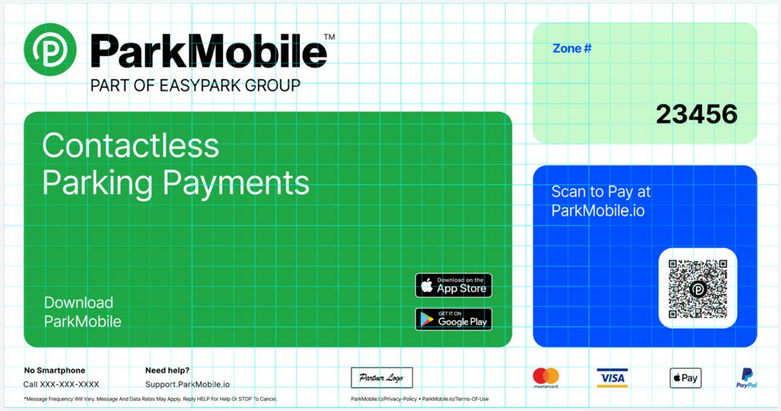
Note. The 5% grid might not go even out. Always adjust with an even 1 unit margin on every side.

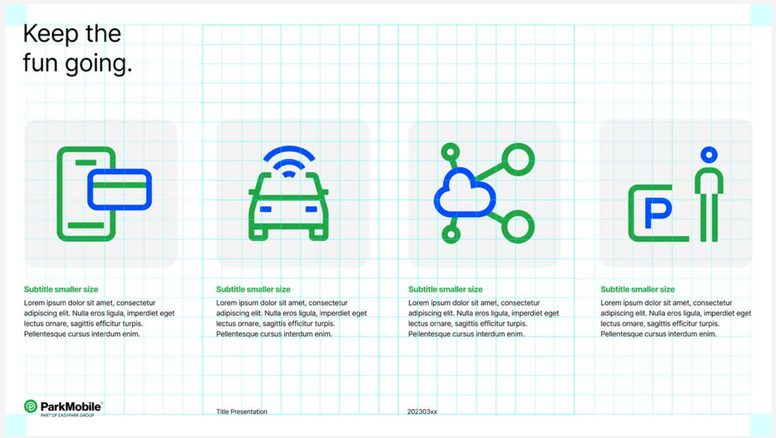
Grid & Layout
– Application examples

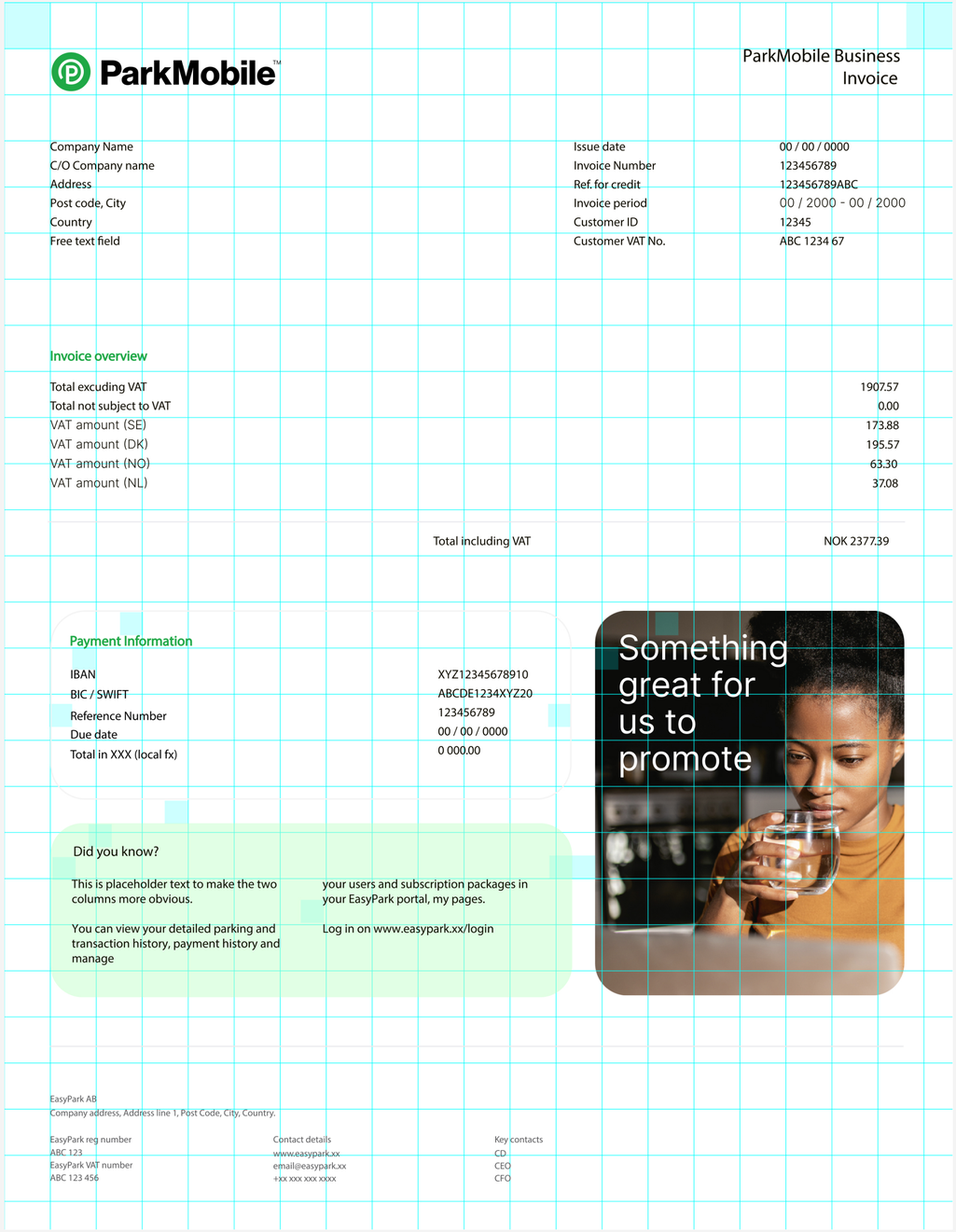
Best practice

The layout always aligns to the 5% grid (based on the formats shortest side).

In special occasions, we use a half unit space as margin in the layout to create a better harmony.





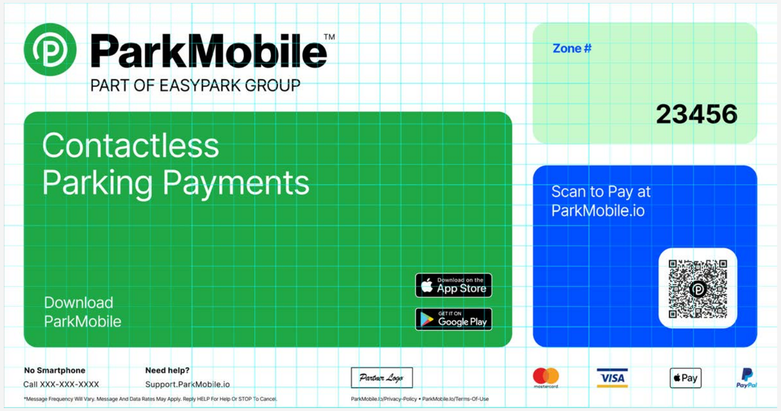


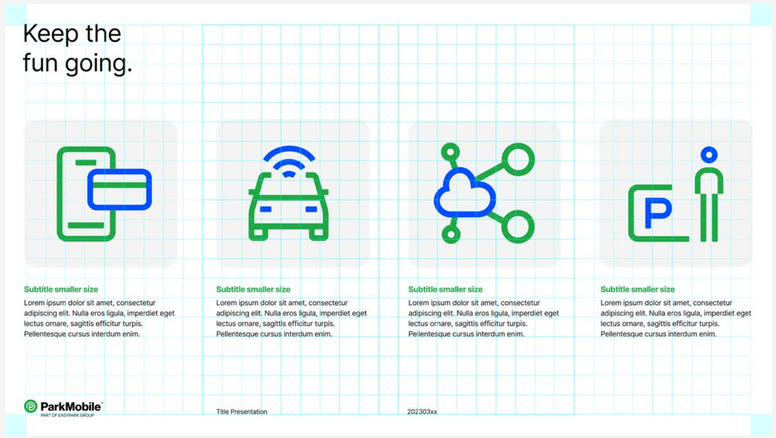
Grid & Layout
– Application examples

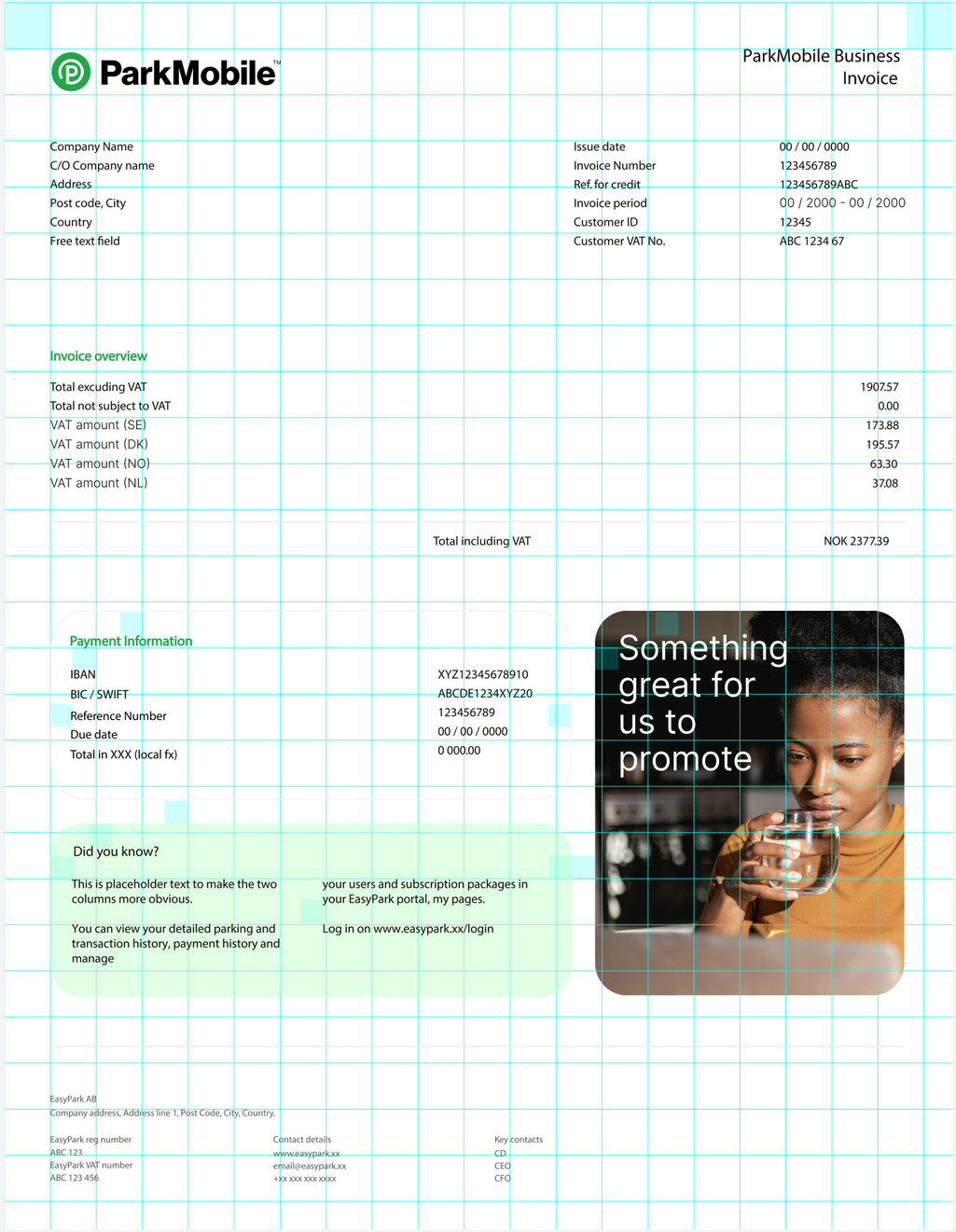
Best practice

The layout always aligns to the 5% grid (based on the formats shortest side).

In special occasions, we use a half unit space as margin in the layout to create a better harmony.



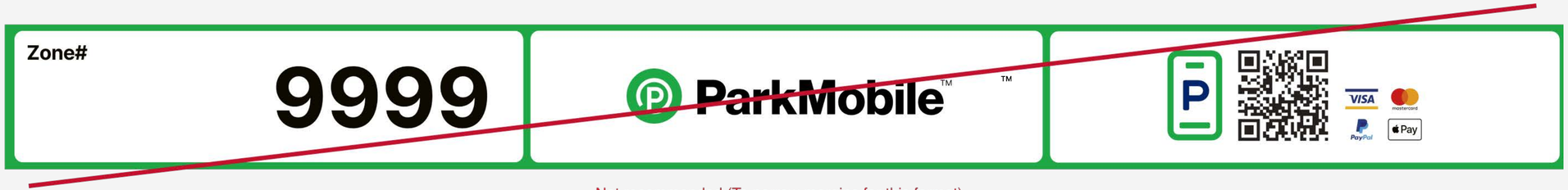




Grid & Layout
– Special occasions

Best practice

For small formats, narrow stickers and banners we adapt the grid formula from 5% to 8% to create better margins, space and roundness of corners.



Not recommended (To narrow margins for this format)

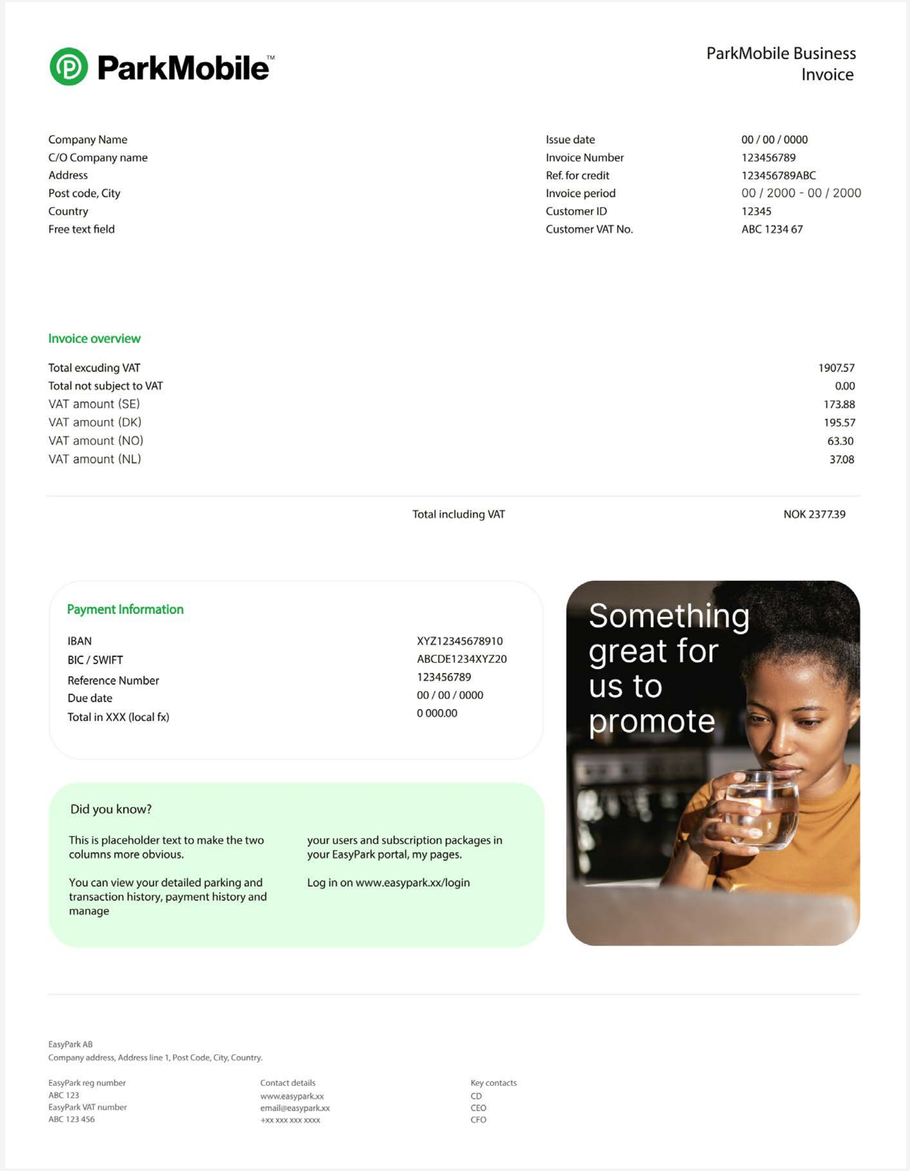
Example: Standard 5% grid.

Example: Adjusted to a 8% grid. (A more balanced expression, better spacing and roundness of container corners)

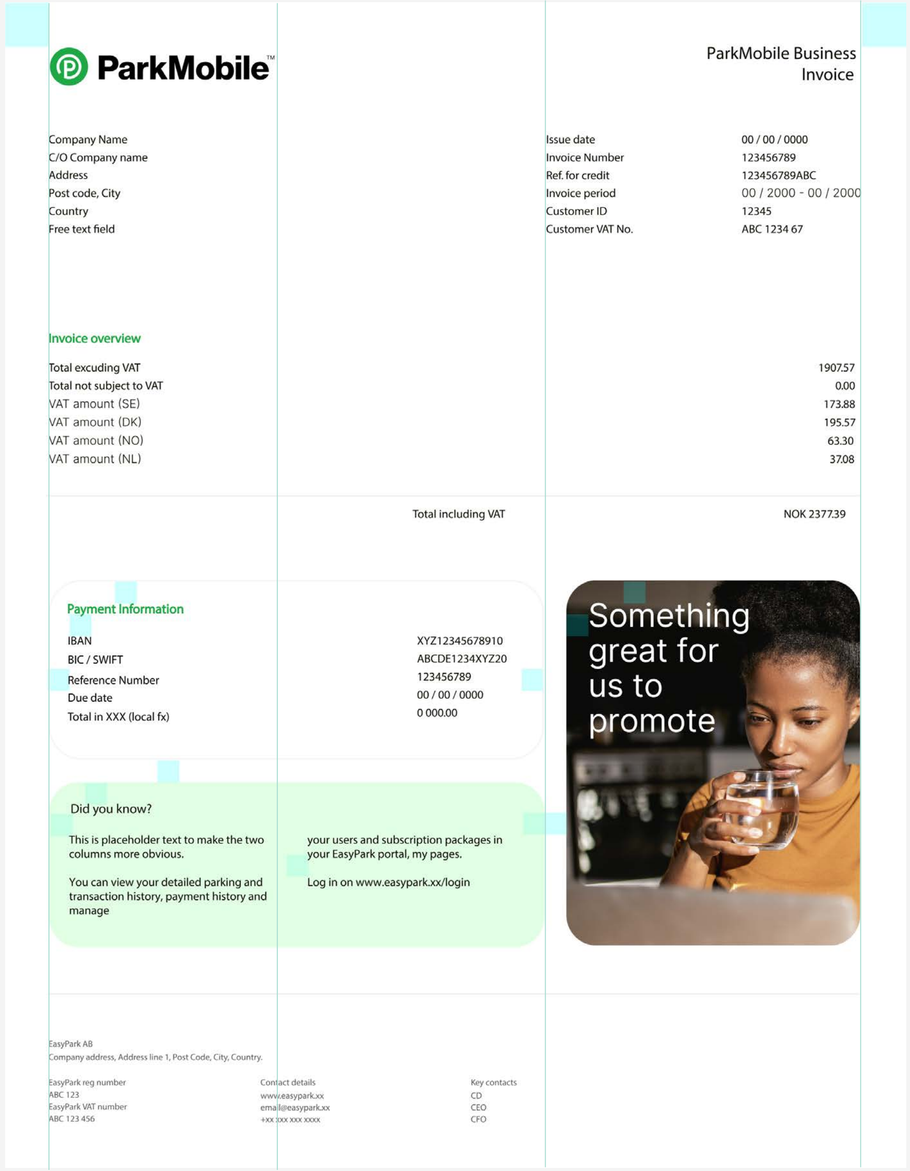
Grid & Layout
– Special occasions

Best practice

In some occasions for smaller formats or for smaller groups of containers, we use half of one unit as spacing instead. This looks more balanced and gathered in the layout composition.



Example: Invoice design – margins and spacing



Example: Invoice design – margins and spacing

4. Image & text containers

ParkMobile™

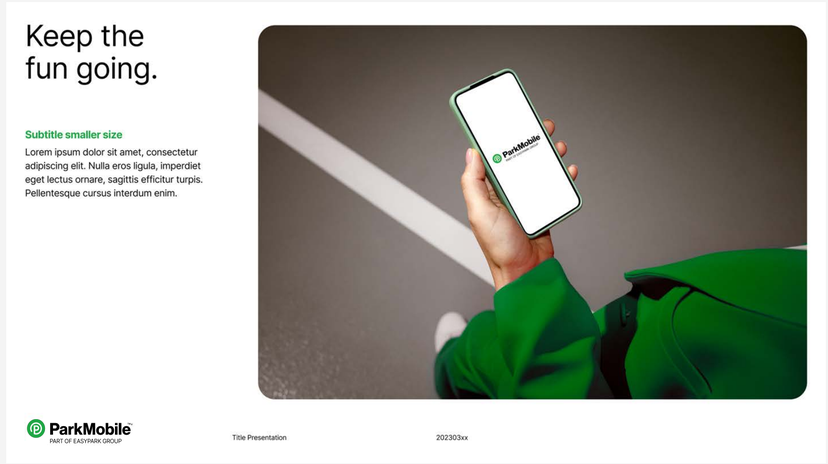
The containers are based on our brand device – resembling the shape of the parking space. They have the purpose to lift, gather and organize text and other elements, and help the beholder navigate and understand information in the best way.

Image & text containers

We use containers to gather and present text, images, icons, illustration and other information.

The container system is versatile and flexible and can be adapted to most sizes and surfaces.

The containers should always align to the grid and always have a roundness of its corners that is 70% of one grid units side.



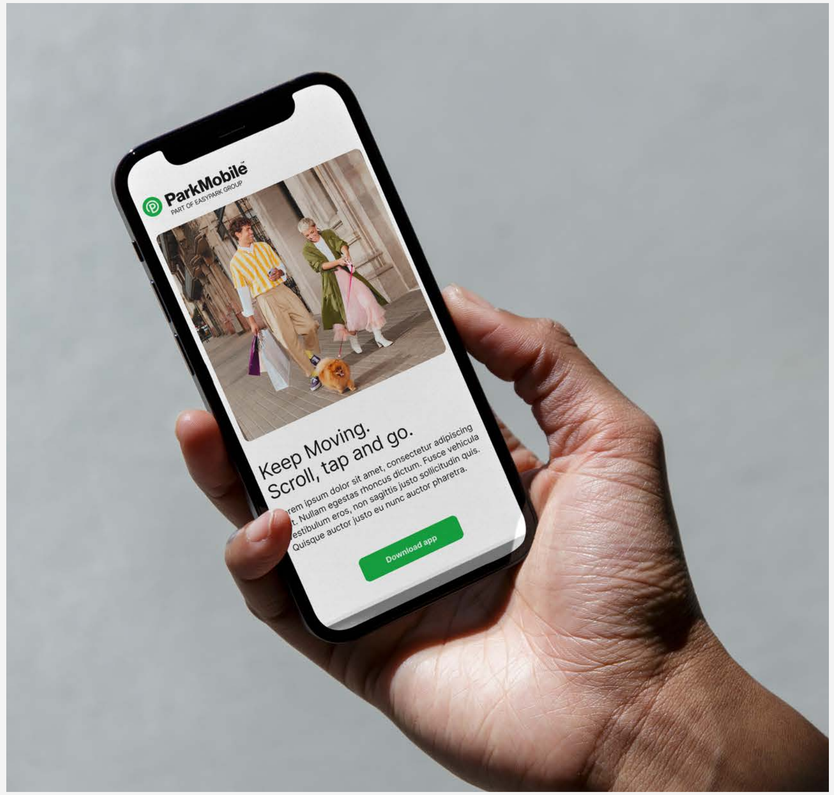
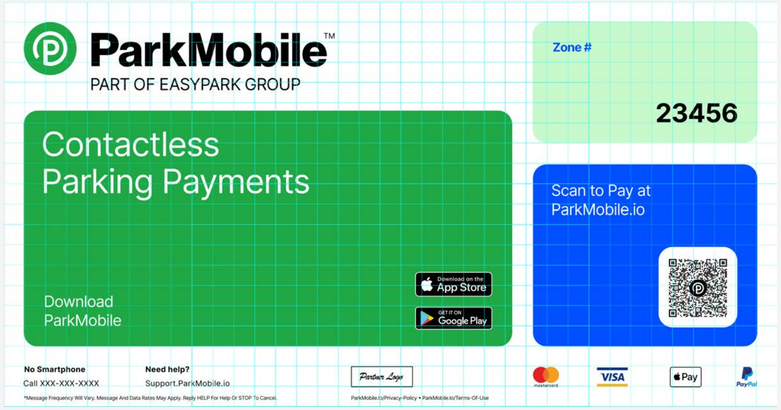


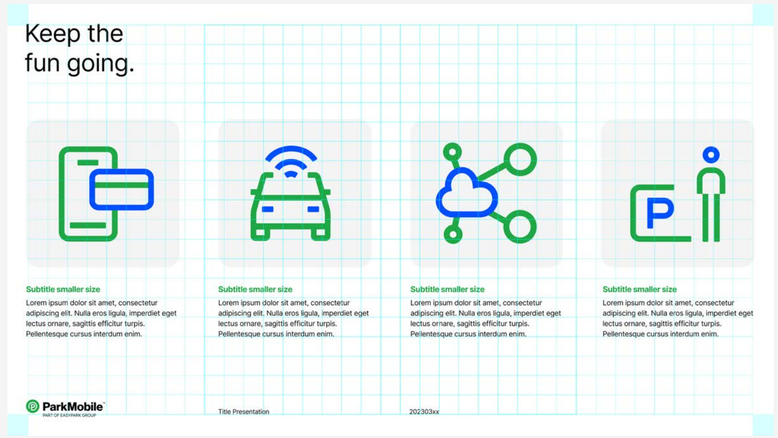
Image & text containers

Grid & Margins

The container and its containing information are always aligned to the 5% grid (based on the formats shortest side).

The margin space inside a container and in between containers are always a minimum of **a half to one unit** depending on the formats size and the numbers of containers in the same layout. See examples.





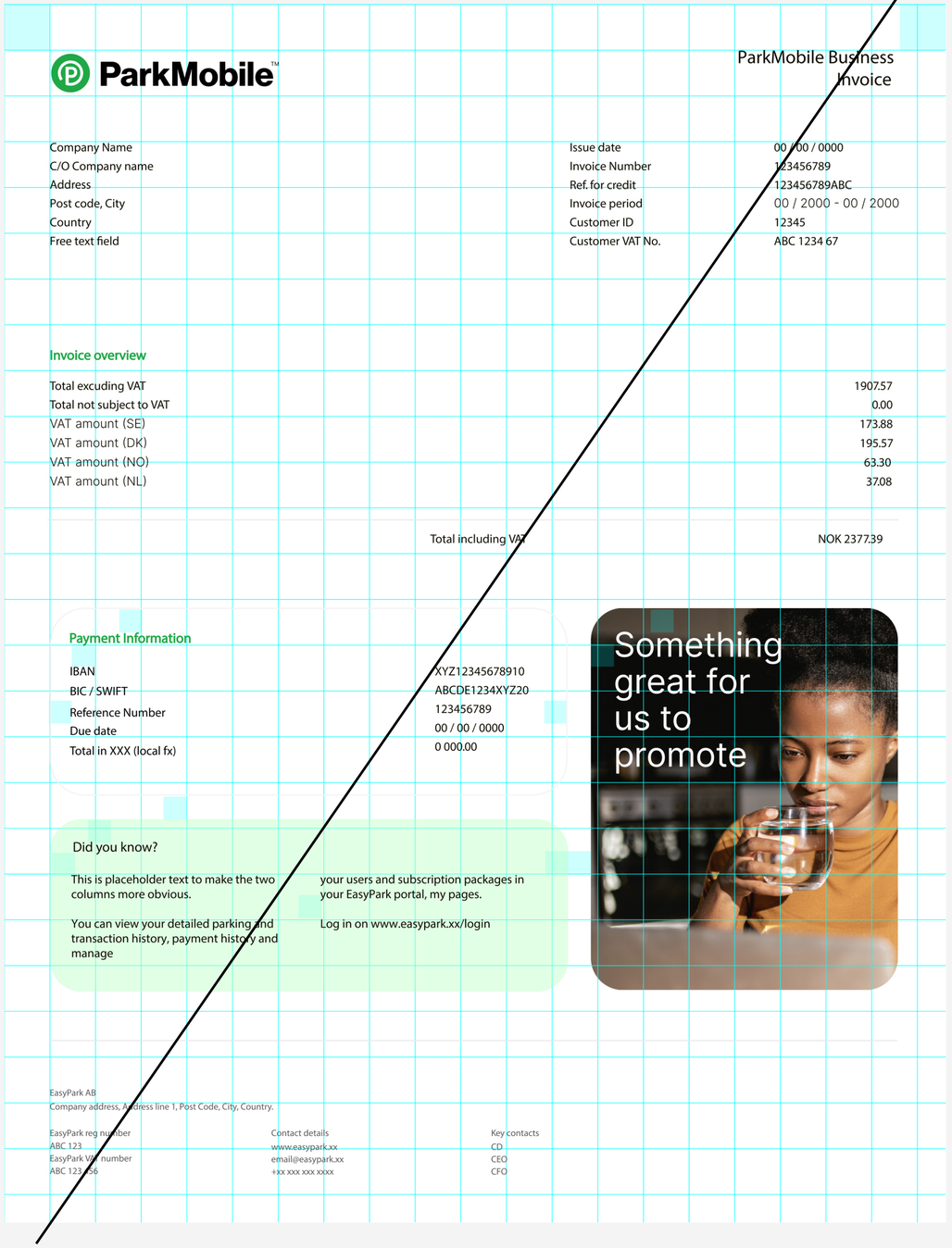


Image & text containers

Hierarchy in layout

Always think about what you are presenting and what's most important to say. Make that information get the best placement and the larger size of containers.

This creates a hierarchy of information and will help the beholder easily access information.

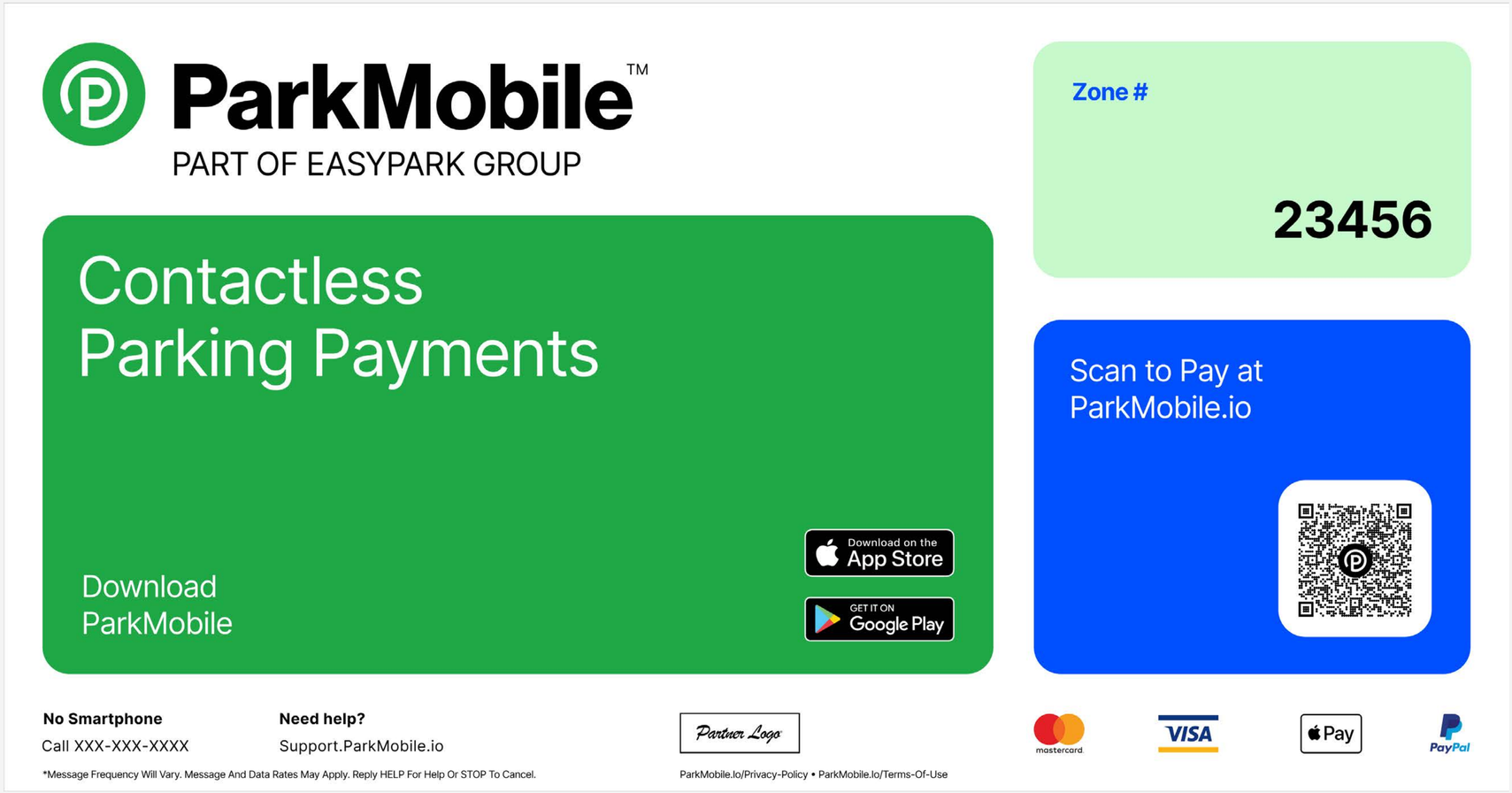


Image & text containers

Examples for POS signage

1. **Logotype/sender** are placed at the top in bigger size. Number one in the hierarchy.
2. **Zone #** is vital information for the parking customer, and should always be clear and easy to find. It is big in size and is number 2 in the hierarchy.
3. **Parking information** about the app service is very important for new customers and is number 3 in the hierarchy. This information is sometimes divided in to two containers to make it more readable.
4. **Info texts,** like local city regulations, payment methods etc., are placed at the bottom in a smaller size and are number 4 in the hierarchy.

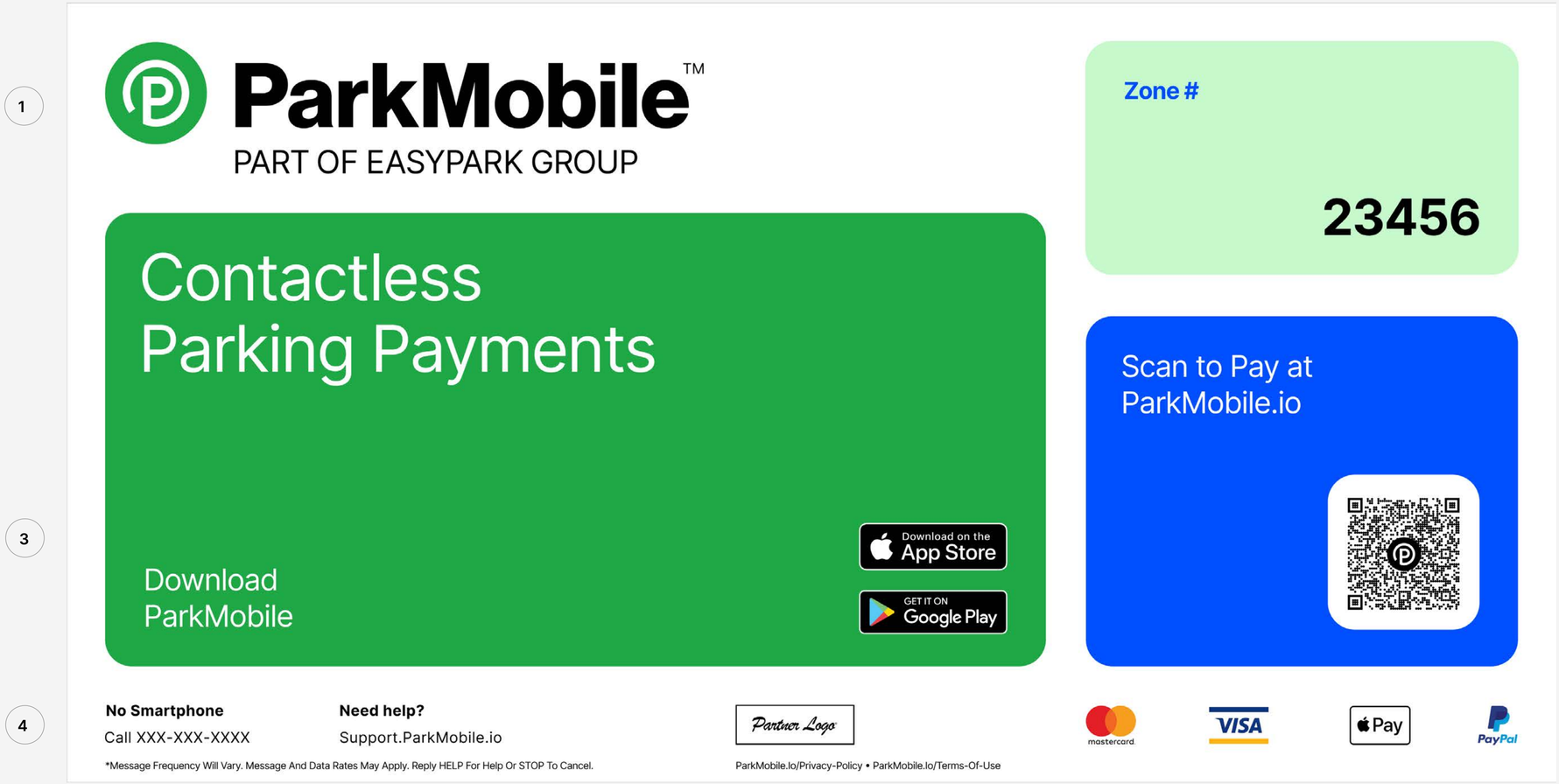
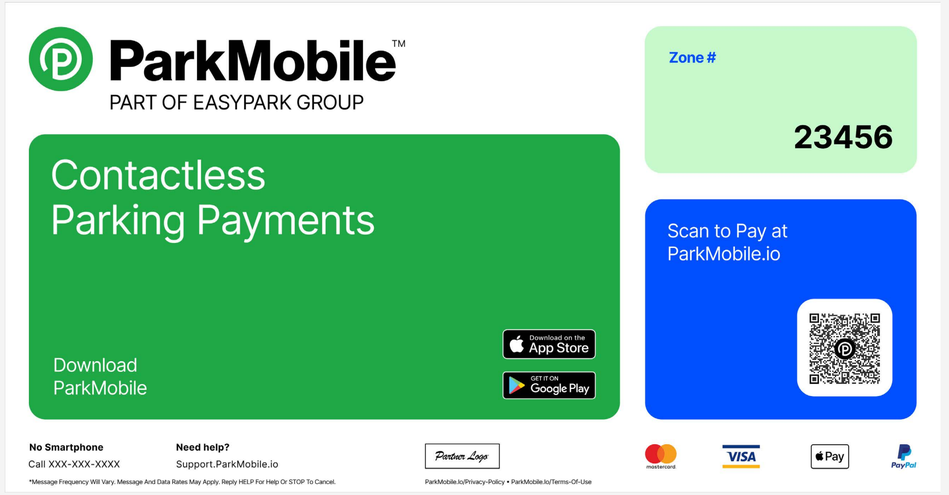


Image & text containers – Colors on containers

Use a maximum of three colors or less for colors on containers. Less is often more.



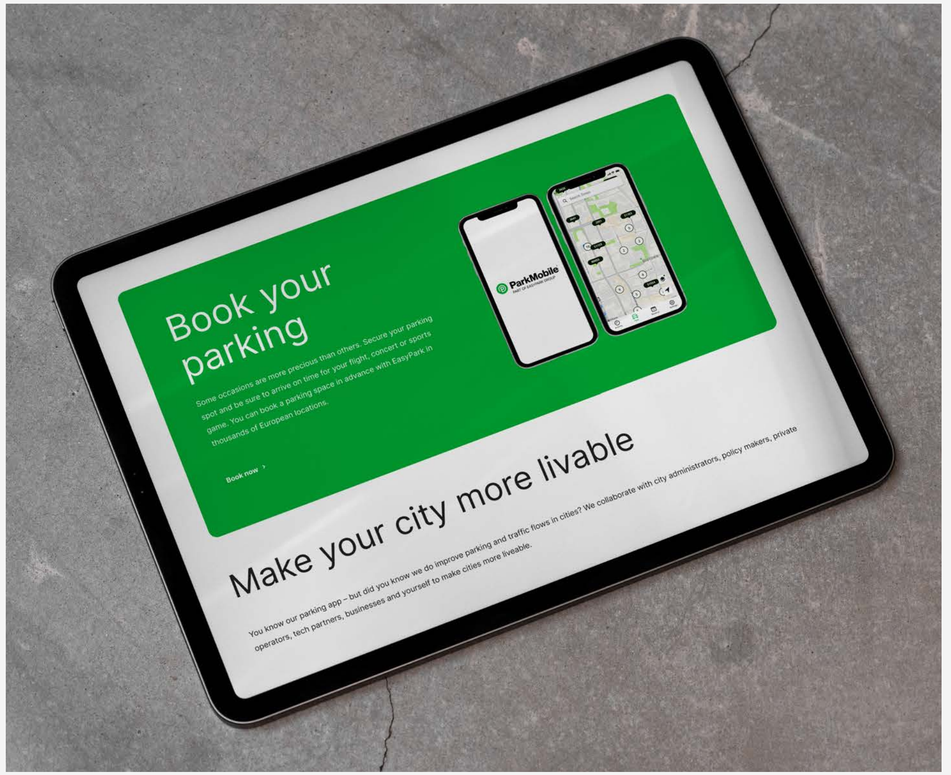


Image & text containers – Less is more

Best practice

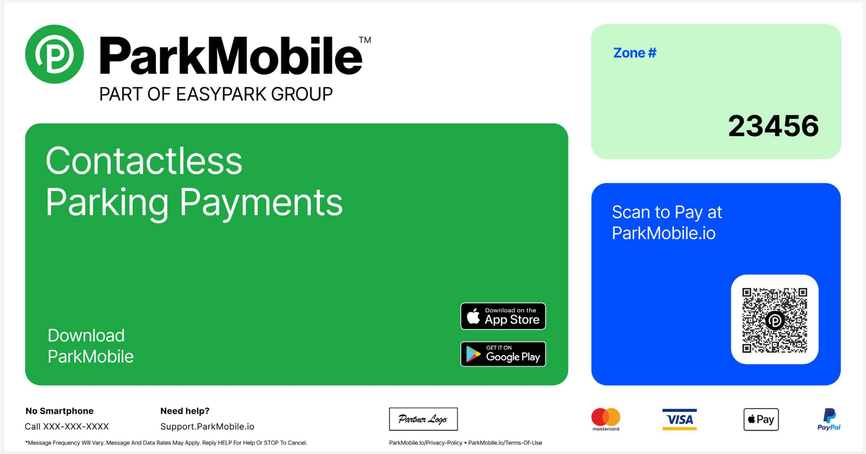
The containers and the grid are an ordered framework to the other more energetic and playful components in the ParkMobile identity expression.

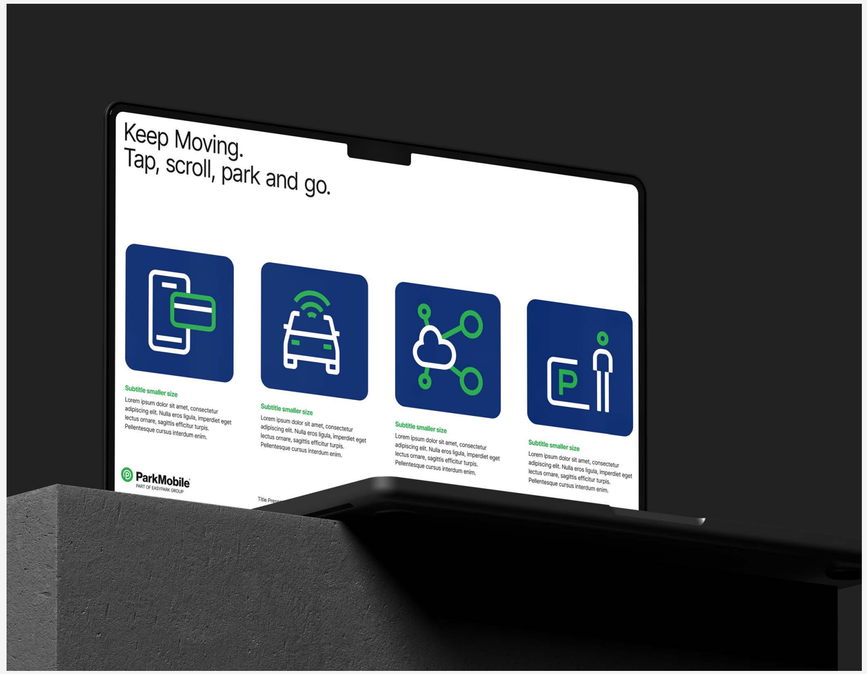
A container is not a decoration. It has the purpose to lift, gather and organize text and other elements and help the beholder navigate and understand information in the best way.

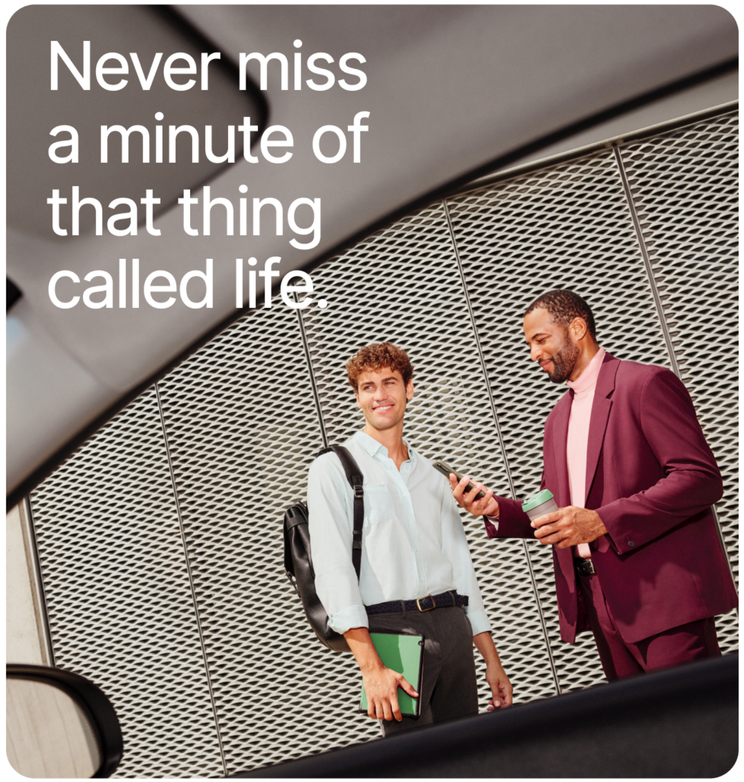
Never use more containers than you have to. Less is often more.

Do not use more than 4-5 containers in the same layout to avoid it become messy.

Read more about the 5% grid at page 24.







Tap,scroll,
park and go.

Lorem ipsum dolor

Sitamet,consectetuer adipiscing elit, seddiam nonummynibheuismod tincidunt ut laoreet doloremagna.

Sitamet,consectetuer adipiscing elit, seddiam nonummynibheuismod tincidunt ut laoreet doloremagna.

ParkMobile™
PART OF EASYPARK GROUP

Download on the App Store

GET IT ON Google Play

5. Typography

ParkMobile™

A typeface is one of the most prominent elements in a visual identity, as it is present in almost all touch points and executions.

Inter is a functional sans serif that gives a clear, structured and sophisticated expression that creates stability and balance to the identity.

Typography

The Inter Typeface

The Inter typeface is a a Google font that comes in several different weights with italics, and performs well on everything from large prints to mobile viewports.

Inter is a functional sans serif that gives a clear, structured and sophisticated expression that creates stability and balance to the identity.

For printed matters we use the **Opentype version** of Inter. For digital we use the **Variable font version** of the typeface.

Inter

Regular

Bold

Typography

The Inter Typeface

The Inter typeface is a a Google font that comes in several different weights with italics, and performs well on everything from large prints to mobile viewports.

Inter is a functional sans serif that gives a clear, structured and sophisticated expression that creates stability and balance to the identity.

For printed matters we use the **Opentype version** of Inter. For digital we use the **Variable font version** of the typeface.

Keep moving, tap, scroll and go.

Park with us

Regular	**Bold**
AaBbCc 1234567890	**AaBbCc** **1234567890**

Typography

Hierarchy – Inspirational proportions

This is a general example (and visual benchmark) of how to achieve a coherent brand look in typography formats. With a clear typographic hierarchy in both printed and digital matters.

General rule: Headline 1 is always the biggest and Headline 2 is smaller. Body text intro and Body text are smaller than headlines (and are always in the same size). The Info texts are always the smallest in the hierarchy.

Note: Always aim to keep the visual proportions approximately the same. However, within the different formats, size of fonts can vary - this depends on media format, content (long or short texts), media purpose and how it is used.

1 **Headline 1**
The large headlines are always left aligned and set in Inter regular (in black or in white).

2 **Headline 2**
Are always left aligned and set in Inter regular (in black or in white).

3 **Body text intro**
Always left aligned, and in the same size as the body text, set in Inter Bold (in Brand purple or in Black). Body text intro text are used for shorter titles leading into main body copy. They are never used as a Headline 2 (i.e. not directly under a headline).

4 **Body texts**
Longer amounts of texts. Always left aligned and set in Inter regular (in black or white).

5 **Info texts**
A format for subtle informational text. Always left aligned, small and set in Inter regular (in black or white).

1 # Headline 1 Keep the fun going

2 Headline 2 lorum ipsum si nimagnis acim nimagnis cullaborum, sunt quat volore, sus rerumqui consequi totatios.

3 **Body text intro dolor set**
4 Body text lorum ipsum lorum ex eiumquatem unt. Orerum, sum volupta quam et auta vellend igenem vid ut eum hit, ute volut apit accum solor sequatu sapicid ex enimus adit, sapid es porehenis asi de pos por simin conempo reiusa num fugia consequati odit et eos sequis ero mincil mincimo.

5 *Info text lorum ipsum lorum ipsum Da voluptiassit re nobis as aut qui ulles mos esciisque veles exceperro.

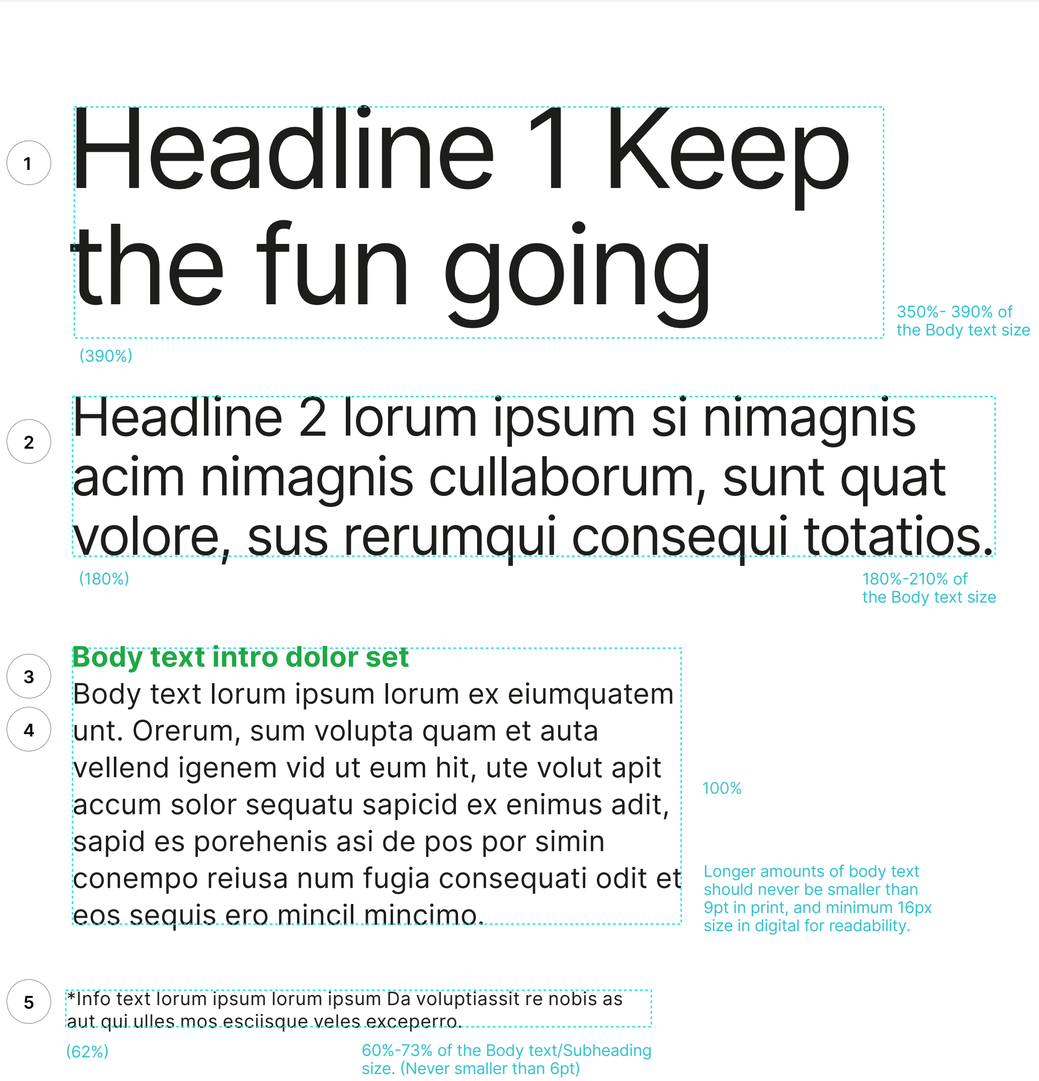
Typography

Proportions, leading and size examples

Examples on proportions between Headline 1, Headline 2, Body text intro, Body text and Info text. (All texts are set to Optical kerning).

1. **Headline 1**
   39 pt size on a 41 pt line leading. Lettering tightened -25 (or -2%).
2. **Headline 2**
   19 pt size on a 21 pt line leading. Lettering tightened -25 (or -2%).
3. **Body text intro**
   10 pt size on 13 pt line leading. (No letter tightening).
4. **Body text**
   10 pt size on 13 pt leading. (No letter tightening).
5. **Info text**
   6.5 pt size on 7.8 pt leading. (No letter tightening).

Note: Always aim to keep the visual proportions approximately the same. However, within the different formats, size of fonts can vary - this depends on media format, content (long or short texts), media purpose and how it is used.



Typography

Proportions, leading and size examples

Examples on proportions between Headline 2, Body text intro and Body text (All texts are set to Optical kerning).

2 **Headline 2**
21 pt size on a 23 pt line leading. Lettering tightened -25 (or -2%).

3 **Body text intro**
10 pt size on 13 pt line leading. (No letter tightening).

4 **Body text**
10 pt size on 13 pt leading. (No letter tightening).

Note: Always aim to keep the visual proportions approximately the same. However, within the different formats, size of fonts can vary - this depends on media format, content (long or short texts), media purpose and how it is used.

Example using Headline 2 + Body text intro + Body text

2 Headline 2 lorum ipsum si nimagnis acim nimagnis cullaborum, sunt quat volore, sus rerumqui consequi totatios.

(210%)

180%-210% of the Body text size

3 **Body text intro dolor set**

4 Body text lorum ipsum lorum ex eiumquatem unt. Orerum, sum volupta quam et auta vellend igenem vid ut eum hit, ute volut apit accum solor sequatu sapicid ex enimus adit, sapid es porehenis asi de pos por simin conempo reiusa num fugia consequati odit et eos sequis ero mincil mincimo.

100%

Longer amounts of body text should never be smaller than 9pt in print, and minimum 16px size in digital for readability.

Typography

Proportions, leading and size examples

Examples on proportions between Headline 2, Body text intro and Body text (All texts are set to Optical kerning).

1 **Headline 1**
35 pt size on a 37 pt line leading. Lettering tightened -25 (or -2%).

3 **Body text intro**
10 pt size on 13 pt line leading. (No letter tightening).

4 **Body text**
10 pt size on 13 pt leading. (No letter tightening).

Note: Always aim to keep the visual proportions approximately the same. However, within the different formats, size of fonts can vary - this depends on media format, content (long or short texts), media purpose and how it is used.

Example using Headline 1 + Body text intro + Body text

1 Headline 1 Keep the fun going

(350%)

350%- 390% of the Body text size

3 **Body text intro dolor set**

4 Body text lorum ipsum lorum ex eiumquatem unt. Orerum, sum volupta quam et auta vellend igenem vid ut eum hit, ute volut apit accum solor sequatu sapicid ex enimus adit, sapid es porehenis asi de pos por simin conempo reiusa num fugia consequati odit et eos sequis ero mincil mincimo.

100%

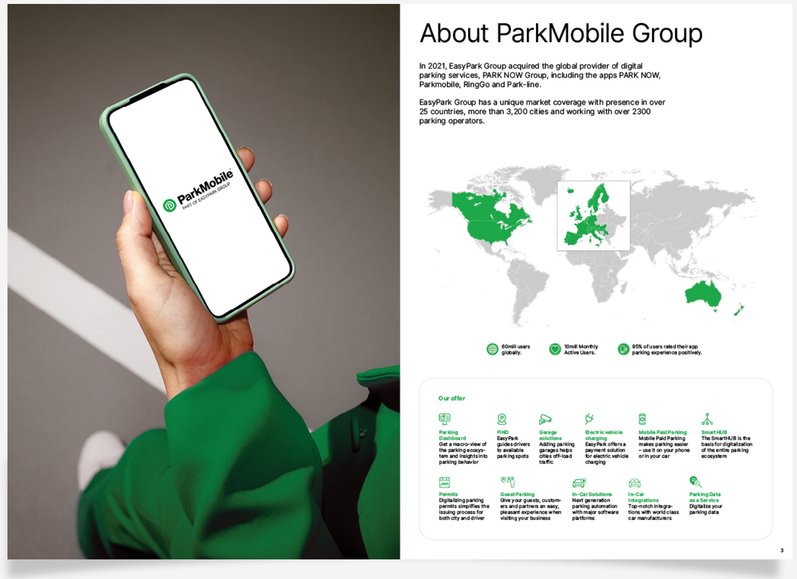
Longer amounts of body text should never be smaller than 9pt in print, and minimum 16px size in digital for readability.

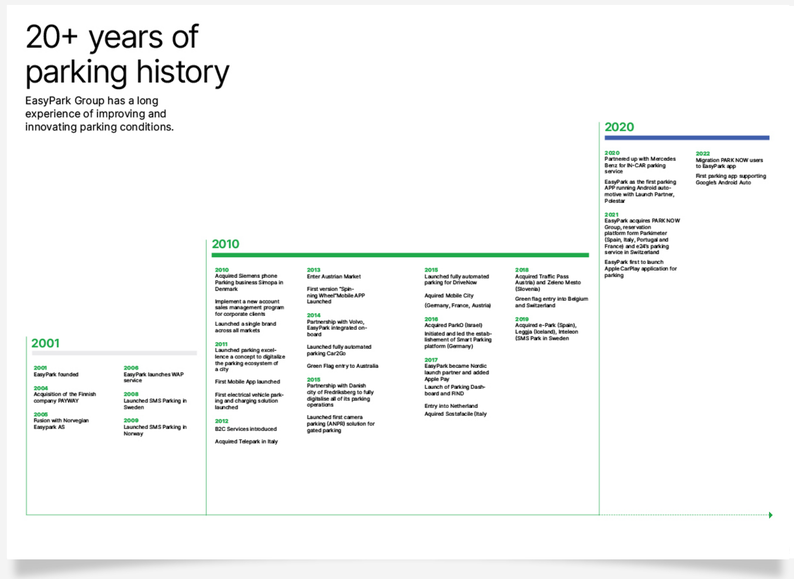
Typography

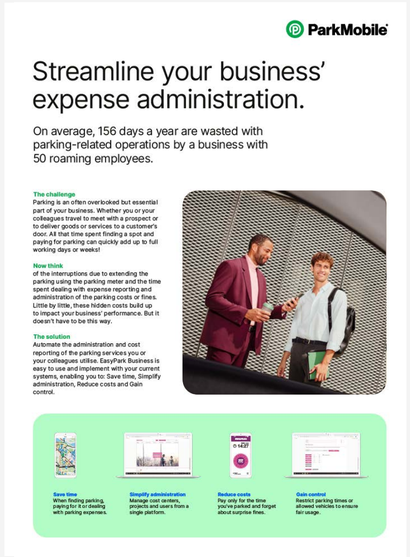
The Typographic hierarchies in use

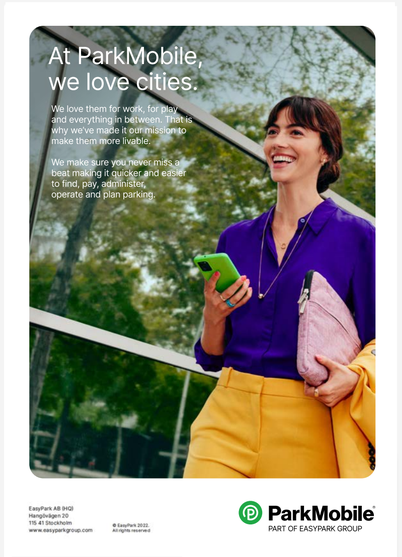
Visual examples of coherency in typographic proportions, variating in different formats, print and digital, depending on content.

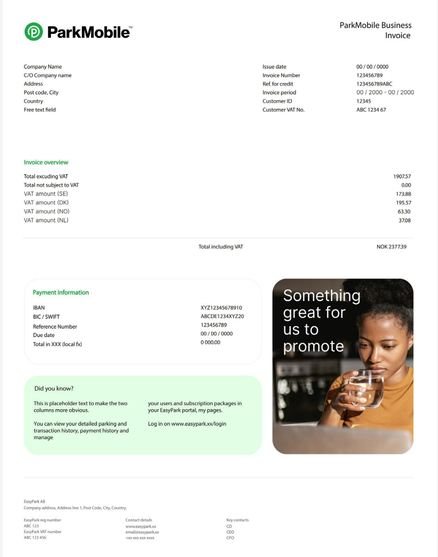
Printed matters examples











Typography

The Typographic hierarchies in use

Visual examples of coherency in typographic proportions, variating in different formats, print and digital, depending on content.

Digital examples

Keep Moving.
Tap, scroll, park and go.

Subtitle smaller size
32%
Subtitle smaller size
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eros ligula, imperdiet eget vitae -

Subtitle smaller size
3%
Subtitle smaller size
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eros ligula, imperdiet eget vitae -

Subtitle smaller size
0%
Subtitle smaller size
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eros ligula, imperdiet eget vitae -

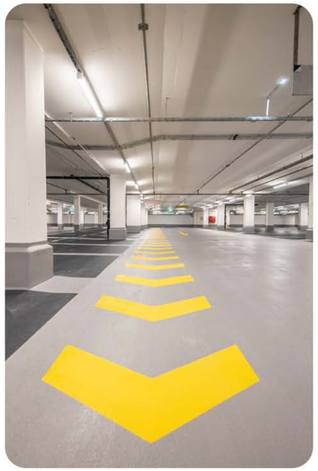
Subtitle smaller size
25%
Subtitle smaller size
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eros ligula, imperdiet eget vitae -

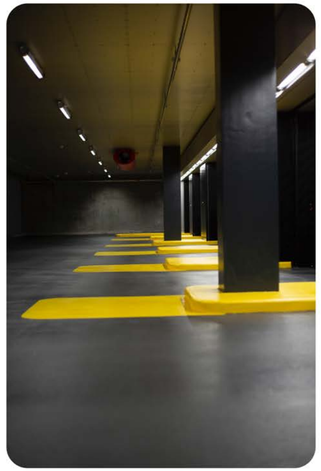
ParkMobile
PART OF EASYPARK GROUP

Title Presentation 202303xx

Keep the fun going.

Subtitle smaller size
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eros ligula, imperdiet eget lectus ornare, sagittis efficitur turpis. Pellentesque cursus interdum enim.





ParkMobile
PART OF EASYPARK GROUP

Title Presentation 202303xx

ParkMobile
PART OF EASYPARK GROUP

Lorem ipsum dolor sit amet consectetur adice.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam egestas rhoncus dictum. Fusce vehicula vestibulum eros, non sagittis justo sollicitudin quis. Quisque auctor justo eu nunc auctor pharetra.

Lorem ipsum dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam egestas rhoncus dictum. Fusce vehicula vestibulum eros, non sagittis justo sollicitudin quis.

Lorem ipsum dolor sit amet consectetur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam egestas rhoncus dictum. Fusce vehicula vestibulum eros, non sagittis justo sollicitudin quis. Quisque auctor justo eu nunc auctor pharetra.

Lorem ipsum dolor sit amet elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas quis tincidunt nunc. Etiam id eleifend est. Quisque fringilla pulvinar accumsan.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam egestas rhoncus dictum. Fusce vehicula vestibulum eros, non sagittis justo sollicitudin quis. Quisque auctor justo eu nunc auctor pharetra. Nunc mattis, dolor in dictum suscipit, purus justo elementum massa, at sollicitudin ex felis non neque. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam egestas rhoncus dictum. Fusce vehicula vestibulum eros, non sagittis justo sollicitudin quis. Quisque auctor justo eu nunc auctor pharetra.

Nunc mattis, dolor in dictum suscipit, purus justo elementum massa, at sollicitudin ex felis non neque. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Colors & Typography

Best practice

1. **Big headlines** that are put on a solid background are always black or white. (Always set in Inter regular).

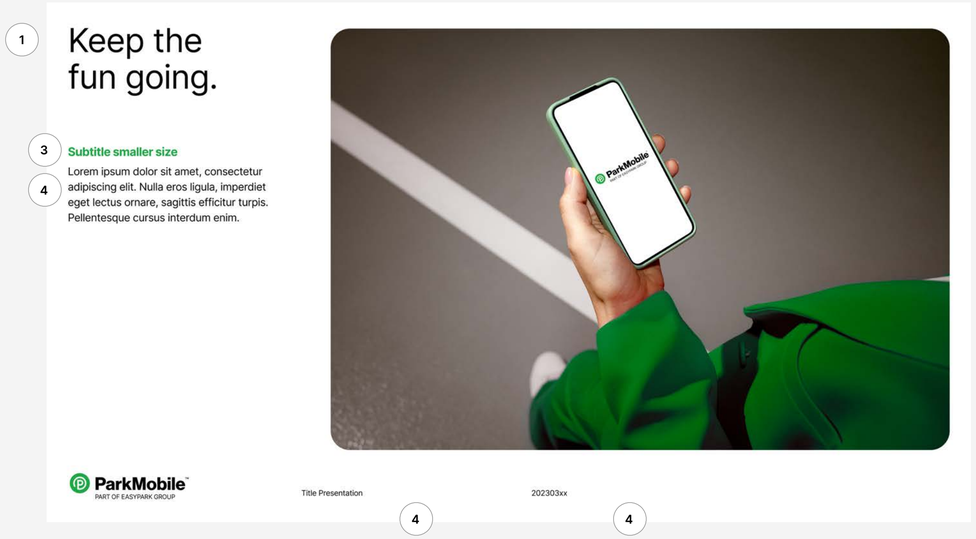
2. **Big headlines** that are put directly on an image are always in white. (Always set in Inter regular).

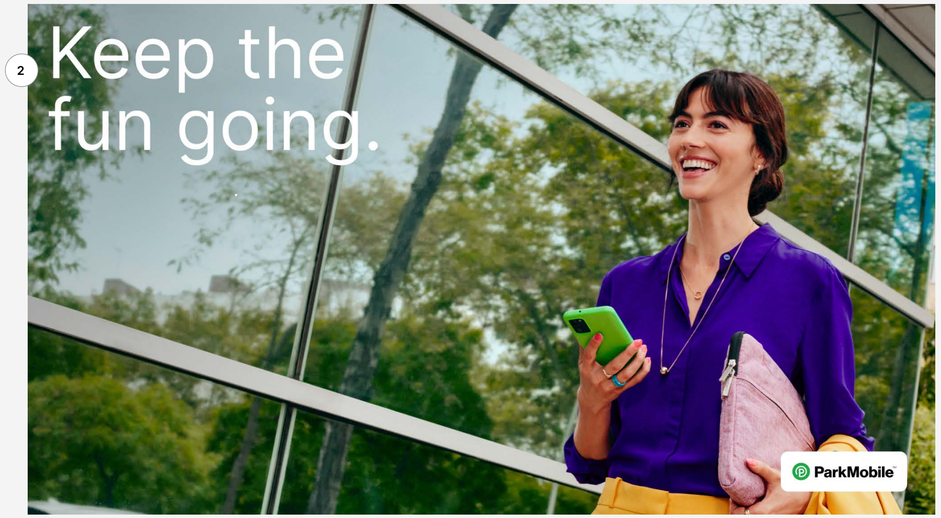
3. **Subheadings** are set in ParkMobile Brand green or in Black. (Always set in Inter Bold).

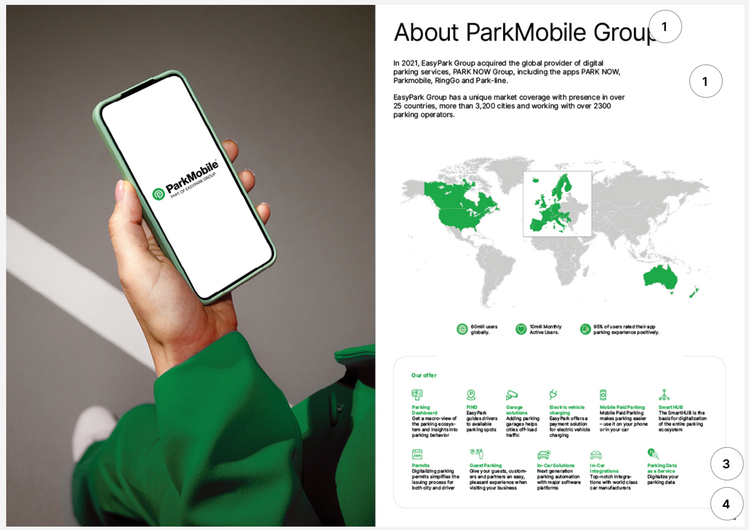
4. **Body texts and info texts** are always in black.

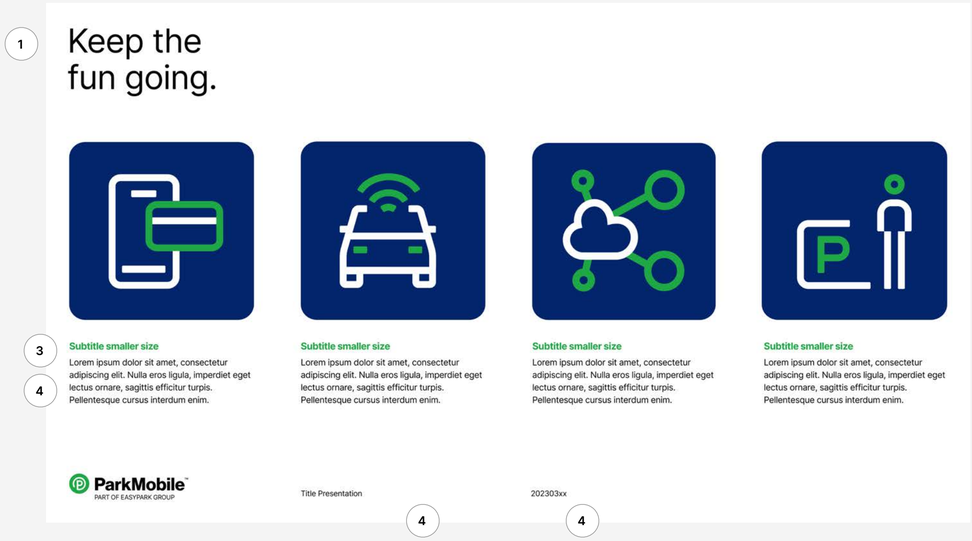
The typography is classic and minimalistic and it is a stable and functional counterpart to the bright, energetic colors, icons and playful illustrations and image style.

We do not add other colors for highlighting text as it is not needed. Rather use bold or Semi bold when in need of highlighting a word or sentence.







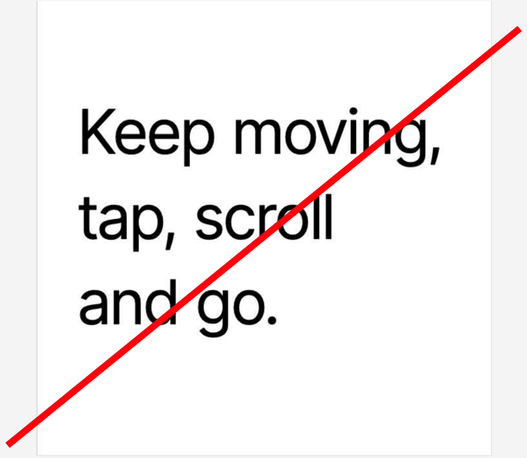


Typography

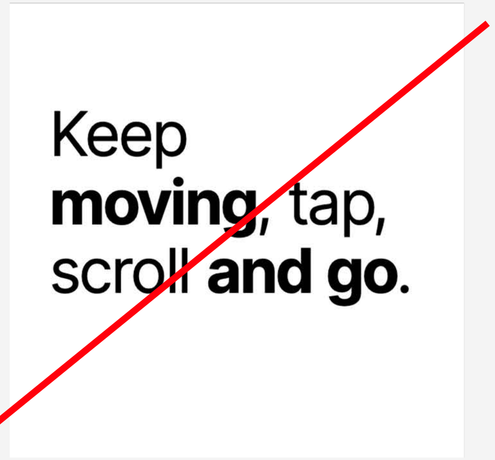
Coherency

Following the Topline Identity guidelines create brand recognition and an over all coherent expression.

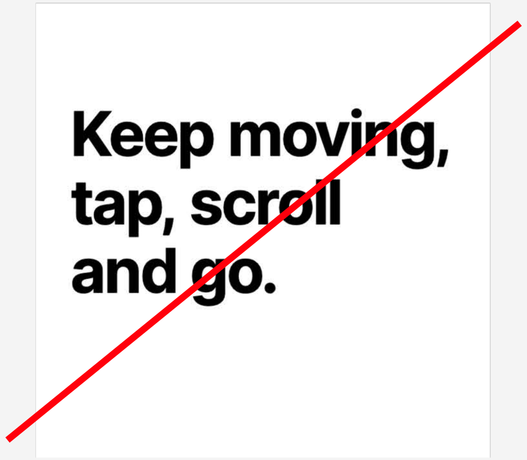
The correct way to set a headline.



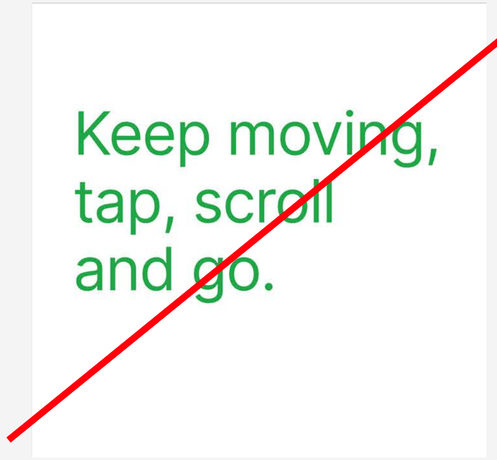
Do not set the leading (line spacing) too high.



Do not mix weights in headlines.



Do not set headlines in Bold.



Do not set headlines or text in color, (except for Subheadings in Brand Green).

Typography
– Application examples

Best practice

6. Icons

ParkMobile™

Icons are descriptive and functional elements in the identity. For their versatile usage they have been organized in different levels for readability, color and functionality.

The icons maintain the same recognizable visual architecture in the form at all levels. The brand container is the minimum graphic element allowed in the icon design system.

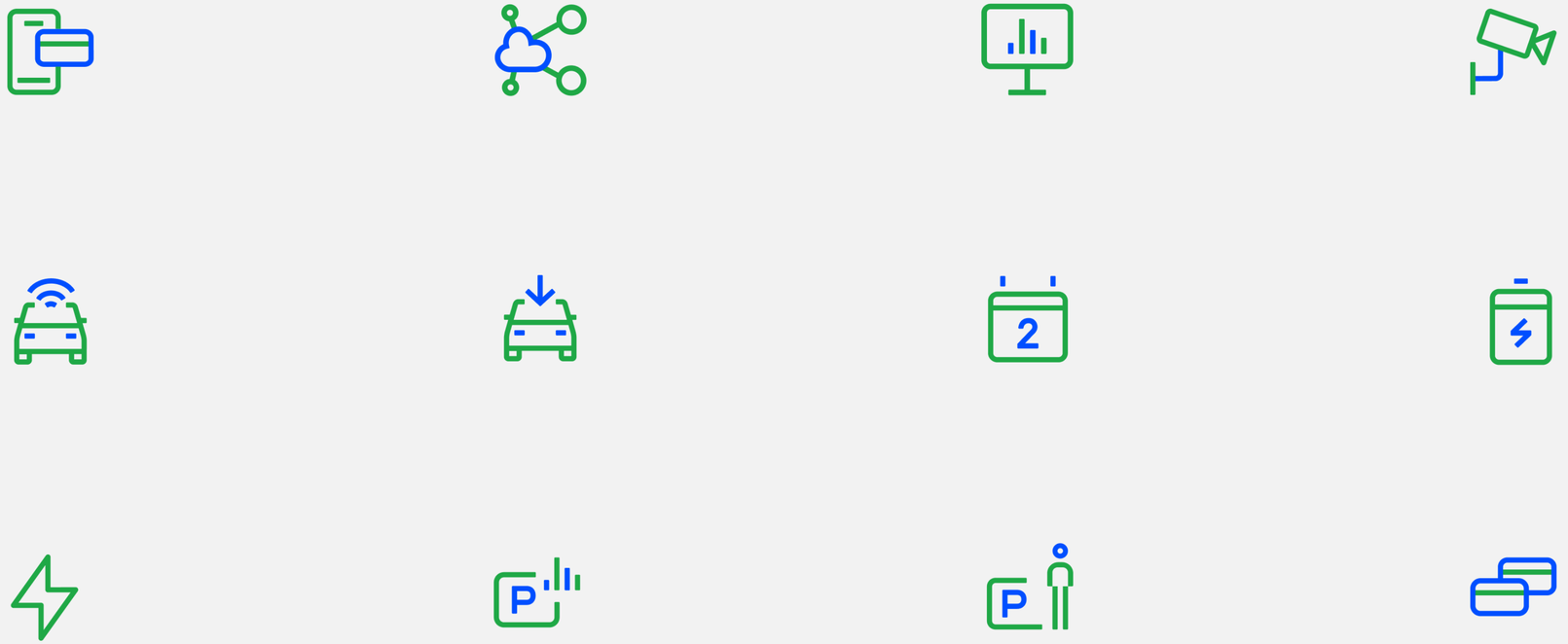
Icons – Emotional

A fresh and modern-looking icon set designed to be illustrative and holistically functional.

This set of icons is designed to be reproduced at the smallest size 50×50 pixels.

The emotional icon set aims to illustrate the vision of the brand and harmonize seamlessly with the identity, thanks to the round corners and the soft playfulness of a double color palette.

The fundamental behind this set is simplicity in the design, attention to detail, and consistency in the use of the brick shape as the smallest unit in the system.

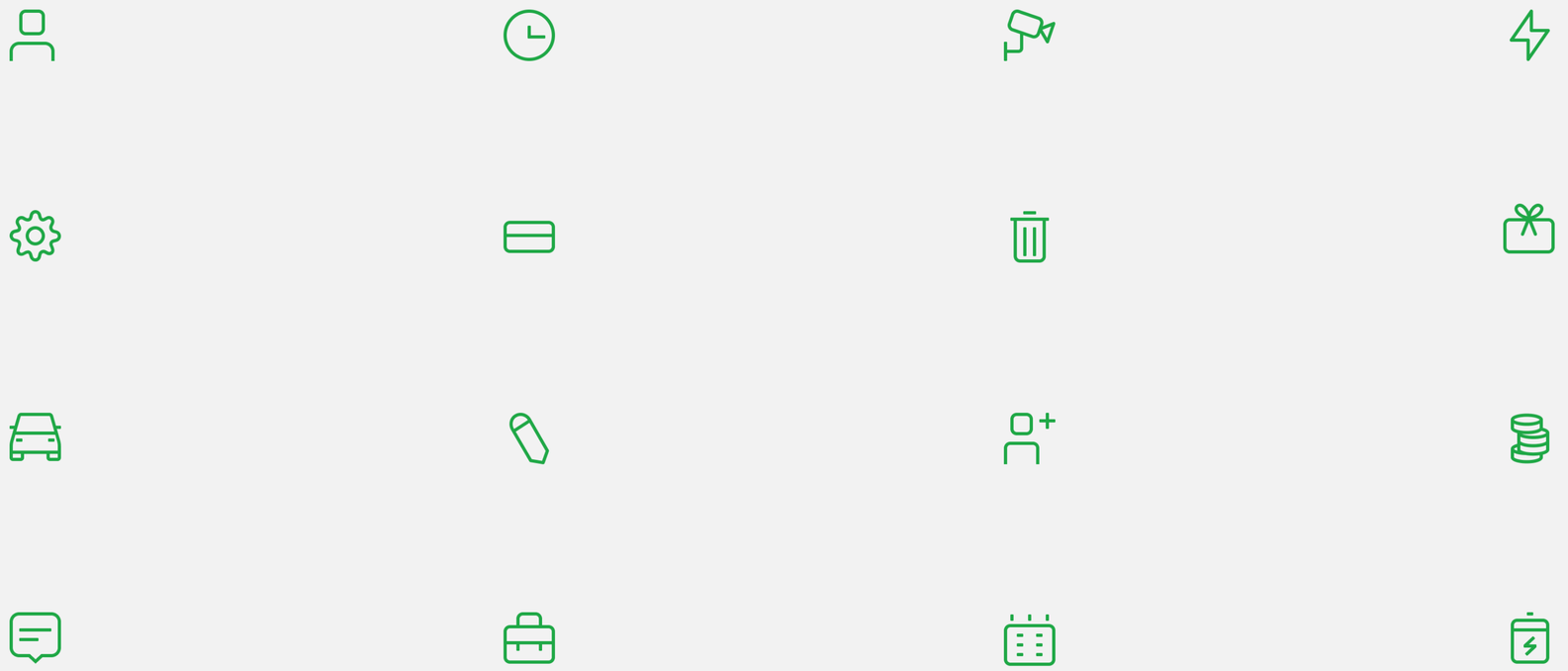


Icons – Functional

The icons at the functional level also maintain integrity in appearance.

The shape of the container, symbol of a vehicle, is once again a recognizable and inspirational starting point for the design.

The structural basis of the icon design, remains the same, although at this level it is simplified and lightened to function even at a reduced size of 16×16 px.



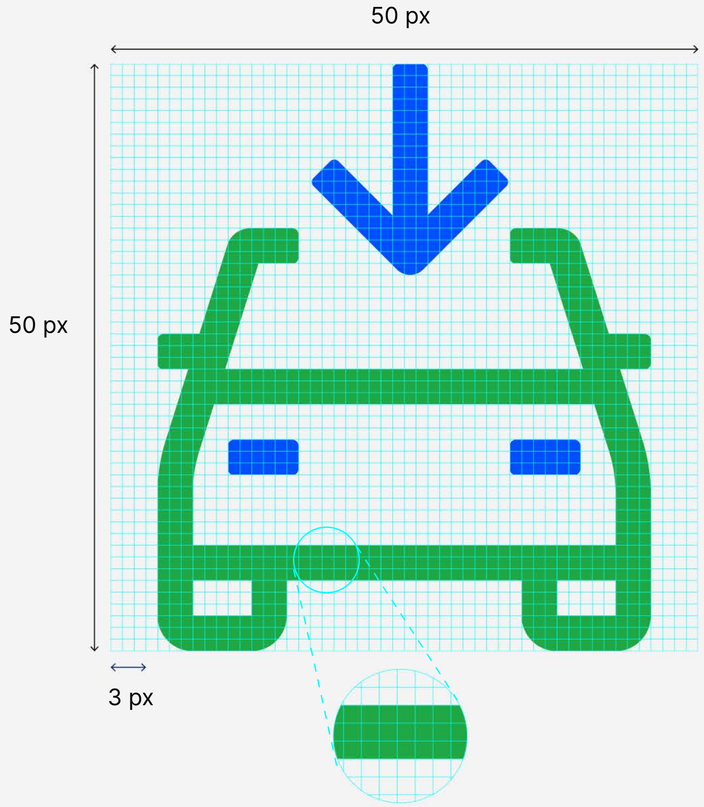
Icons – Emotional

Grid & Structure

The Emotional Icons are designed following the same visual principle as the Functional icons.

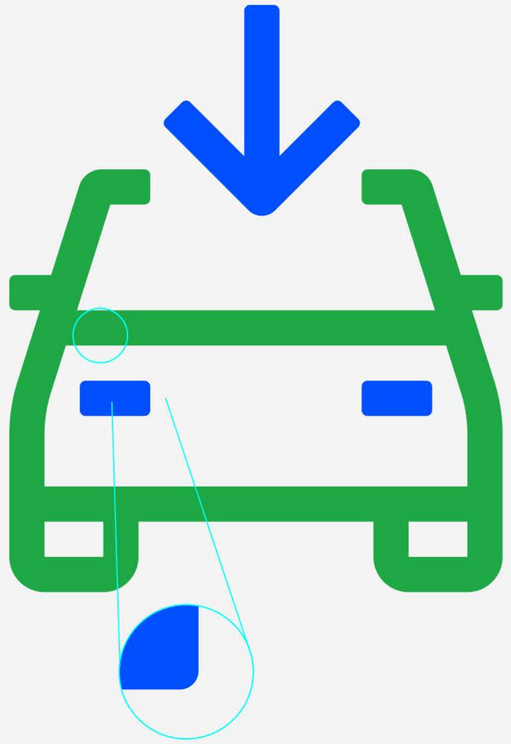
For maintaining the same visual result the outline is adjusted to 3 pixels. The 3 pixels unit is used also as minimum distance between the graphic elements in the icon architecture.

The emotional Icons are made on a 50 × 50 pixel grid with 1 px unit base.



The container shape is used as fundamental form for the icons design.

The containers are also the minimum shape allowed in the design.



The Icons outline is visually adapted to 3 px thickness for maintaining visual consistency between the different levels.

The 3 px unit is used as minimum distance between the graphic elements in the icons architecture.

The roundness of the container Angles is calculated following the 70 % grid rule.

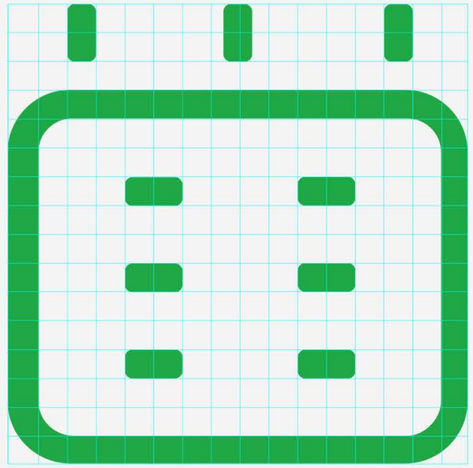
Icons – Functional

Grid & Structure

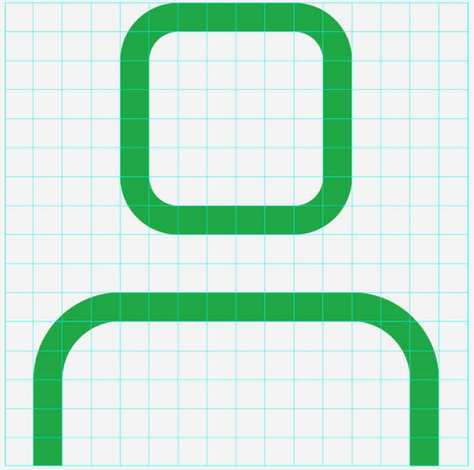
The Functional Icons are designed following the same visual principle of the Emotional icons.

The shape and the detail level in the functional set is simplified to improve the readability at small sizes.

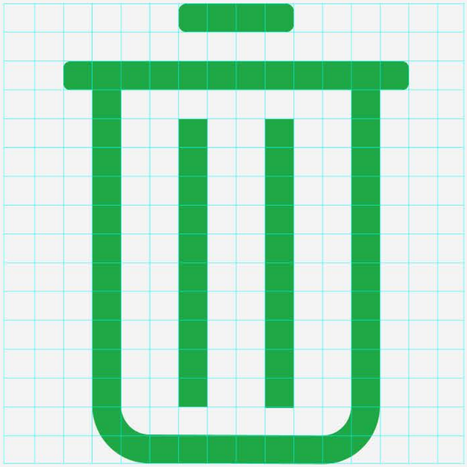
The functional Icons are made on a 16×16 pixel grid with 1 px unit base.



The icons outline is 1 px and coincide with one unit of the grid system.



The container shape is used as fundamental form for the icon design system and it is also the smallest design element allowed in the system.



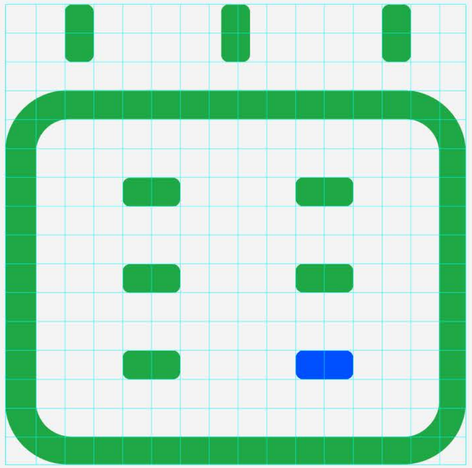
Icons – Functional

Grid & Structure

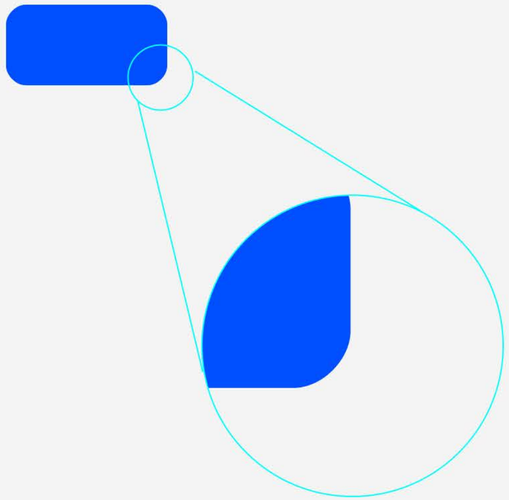
The Functional Icons are designed following the same visual principle of the Emotional icons.

The shape and the detail level in the functional set is simplified to improve the readability at small sizes.

The container roundness has been visually adapted to small size.

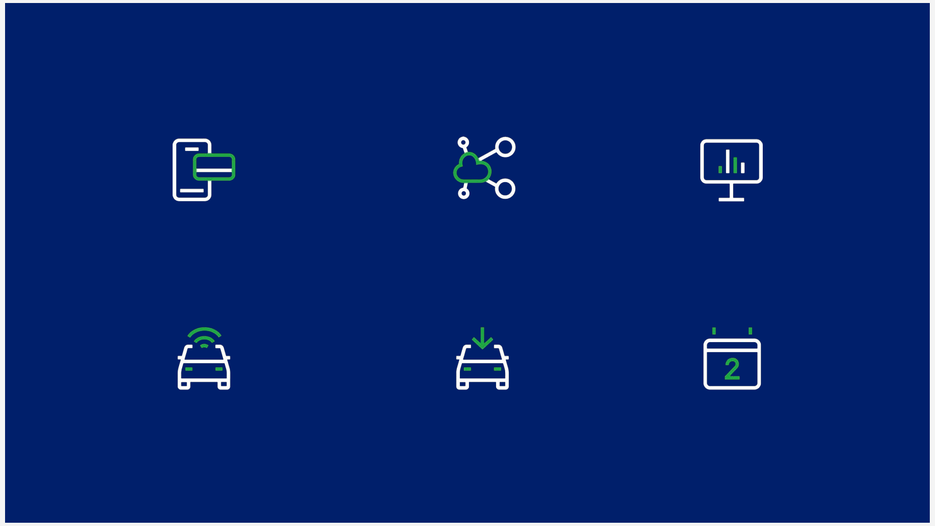


The container even in the functional icons still remain the smallest graphic element allowed in the design



The roundness of the container corners is set exceptionally at 0,25 px. This is done for visually give the same effect a very small size.

Icons & Illustration
– Application examples



Keep moving.
Tap, scroll and go.

Keep Moving

Aliquam vestibulum volutpat odio consequat duis scelerisque diam malesuada. Vel egestas amet eget blandit proin amet ut. Diam volutpat cursus nisl lacus. Sagittis lectus d

iam eu sed facilisis netus. Pharetra vehicula non justo malesuada faucibus facilisi integer aliquet. Dui etiam malesuada eu arcu.

8. Graphic elements

ParkMobile™

The container, the symbol of a vehicle or a parking spot, is the basis of the graphic expression of the brand's identity.

It is featured both in the graphic patterns and as inspirational structure for the Display Number Set.

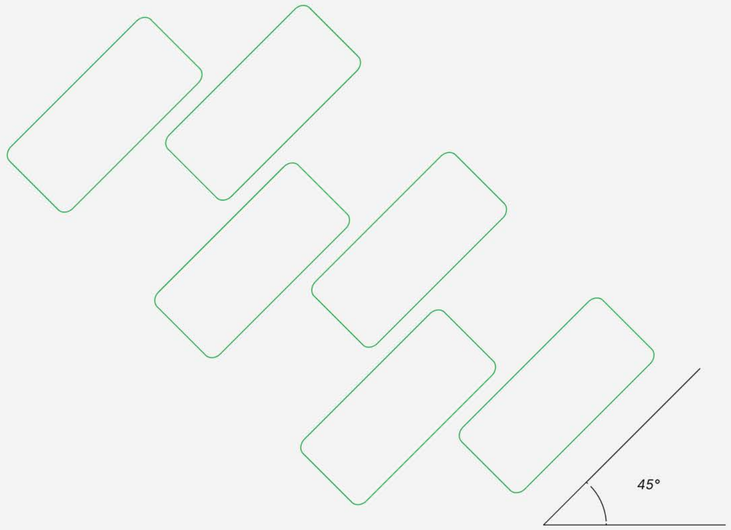
Graphic elements
– With Headline

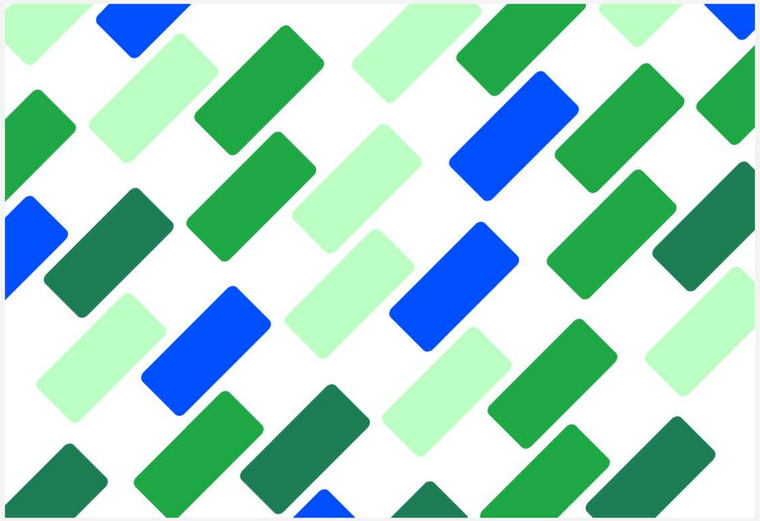
The graphic expression with Headline is designed as a special illustrative condition and intended to be animated. The layout follows the grid rules and accepts a maximum of three containers.

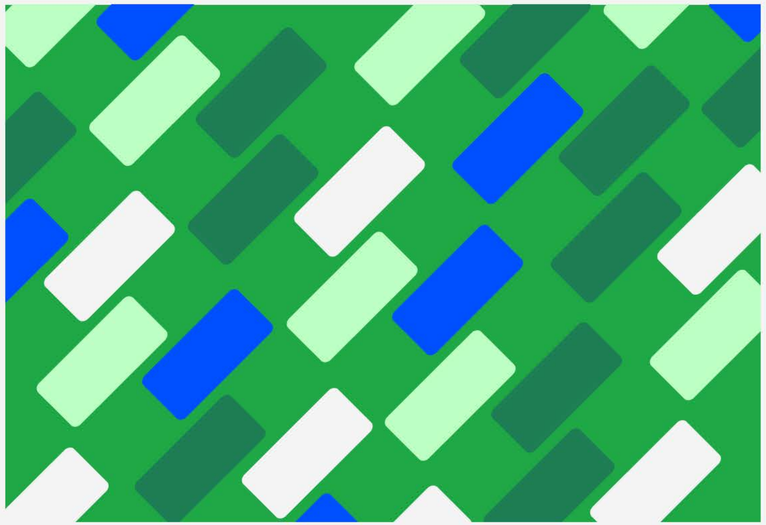
The containers must be parked at the extreme margin of the entire surface. The corners roundness of the containers is calculated according to the rules of 70%.

Graphic elements – Patterns

The container is used as a graphic element to create patterns and illustrative graphic expressions. The pattern can be used in two color combinations. The negative one with a dark background and the positive one with a light background.



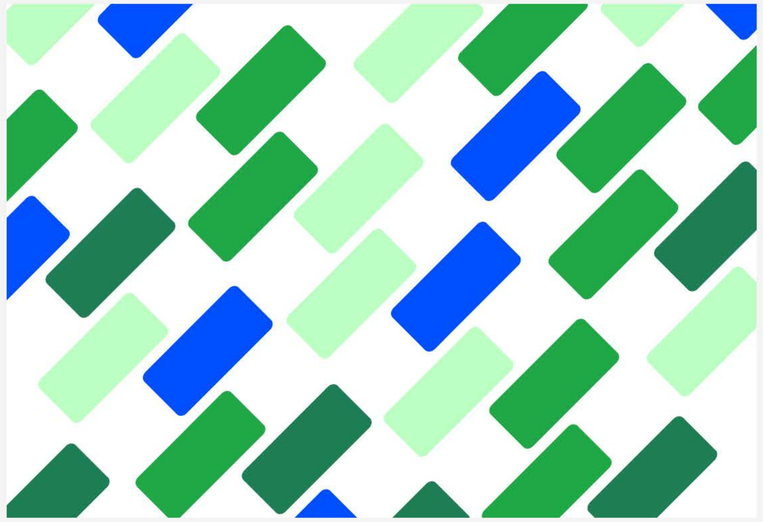


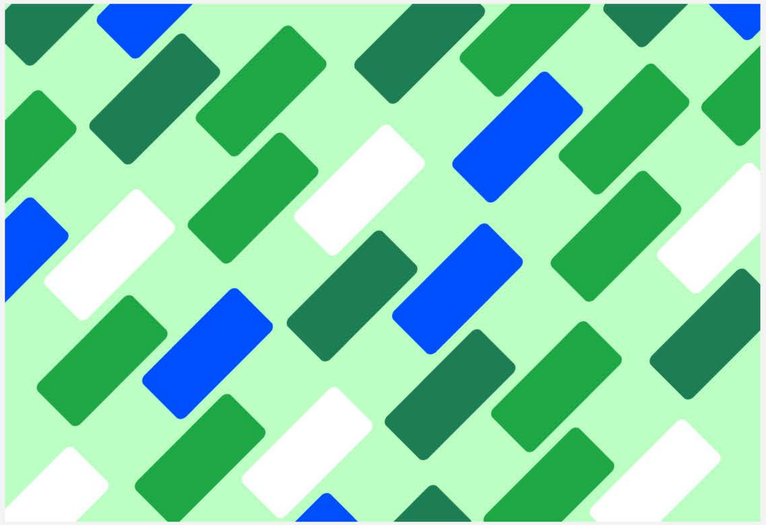


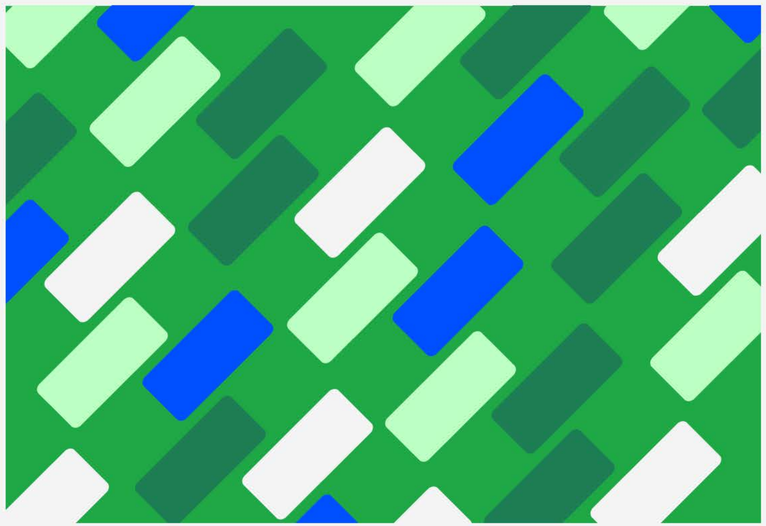
The pattern of containers is tilted at an angle of 45° and symbolised an aerial view of a parking lot.

Graphic elements – Variations

The ParkMobile Pattern is designed in 3 different color variations: With white background, with Brand signature Mint background, and in Brand Green Background.



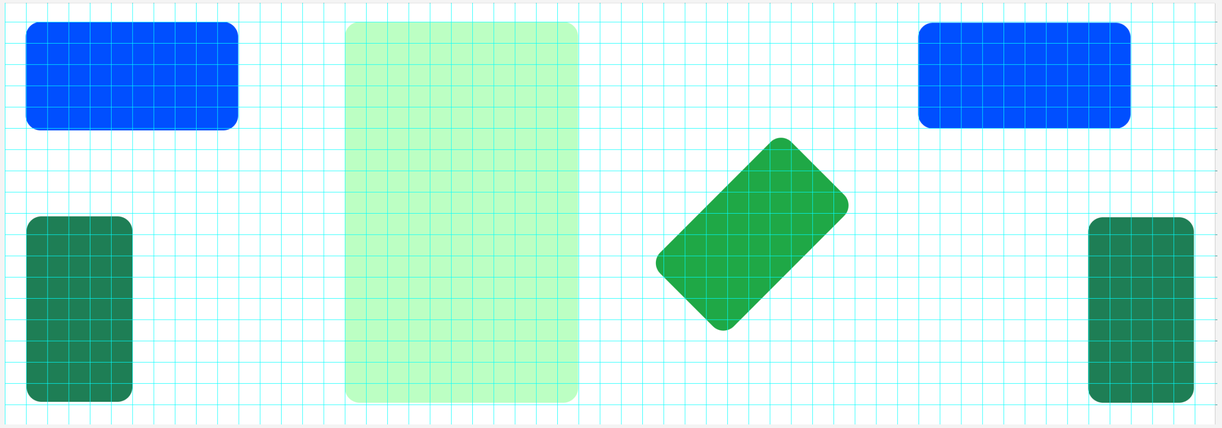


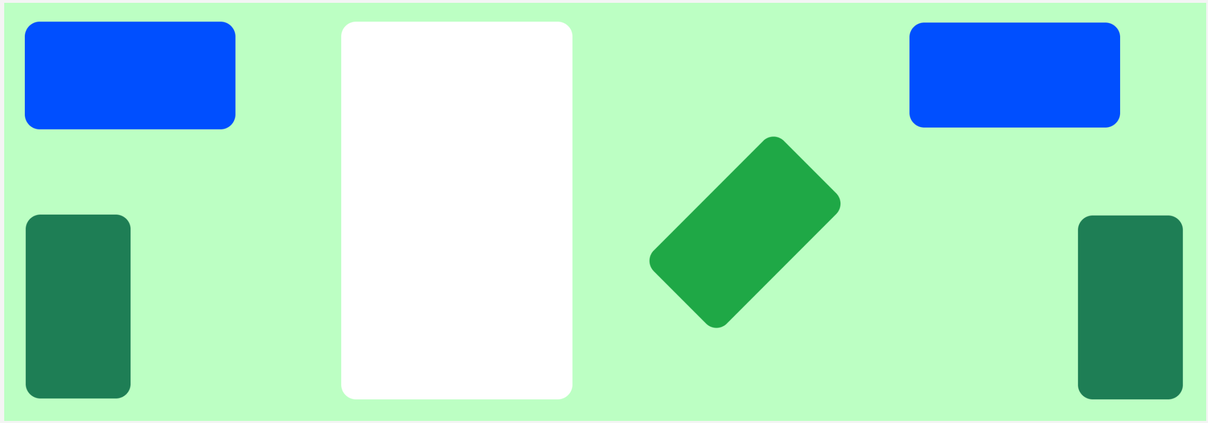


Graphic elements – Patterns

The container is used as a graphic element to create patterns and illustrative graphic expressions. The pattern can be used in two color combinations. The negative one with a dark background and the positive one with a light background.

All the containers in the illustrative graphic expression appear parked horizontally or vertically at the extreme margin of the grid, with the exception of one. This is done to create a dynamic sense and to give the impression of a car about to park.





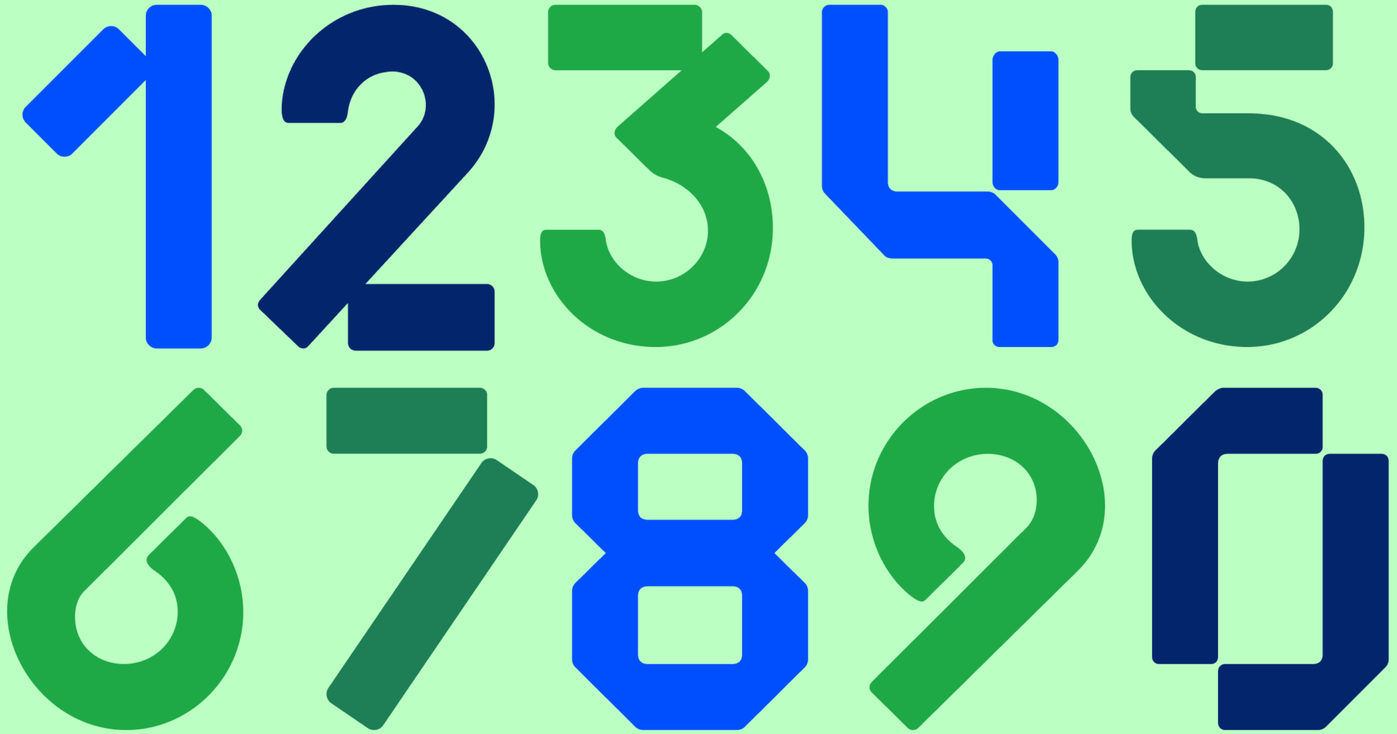
The illustrative graphic expression respects the rules in terms of grids and consequently the rule for the creation of the corners at 70%.

Display Numbers Set

The Display Number sets are a special graphic element of the brand identity and intended to be used at big size only.

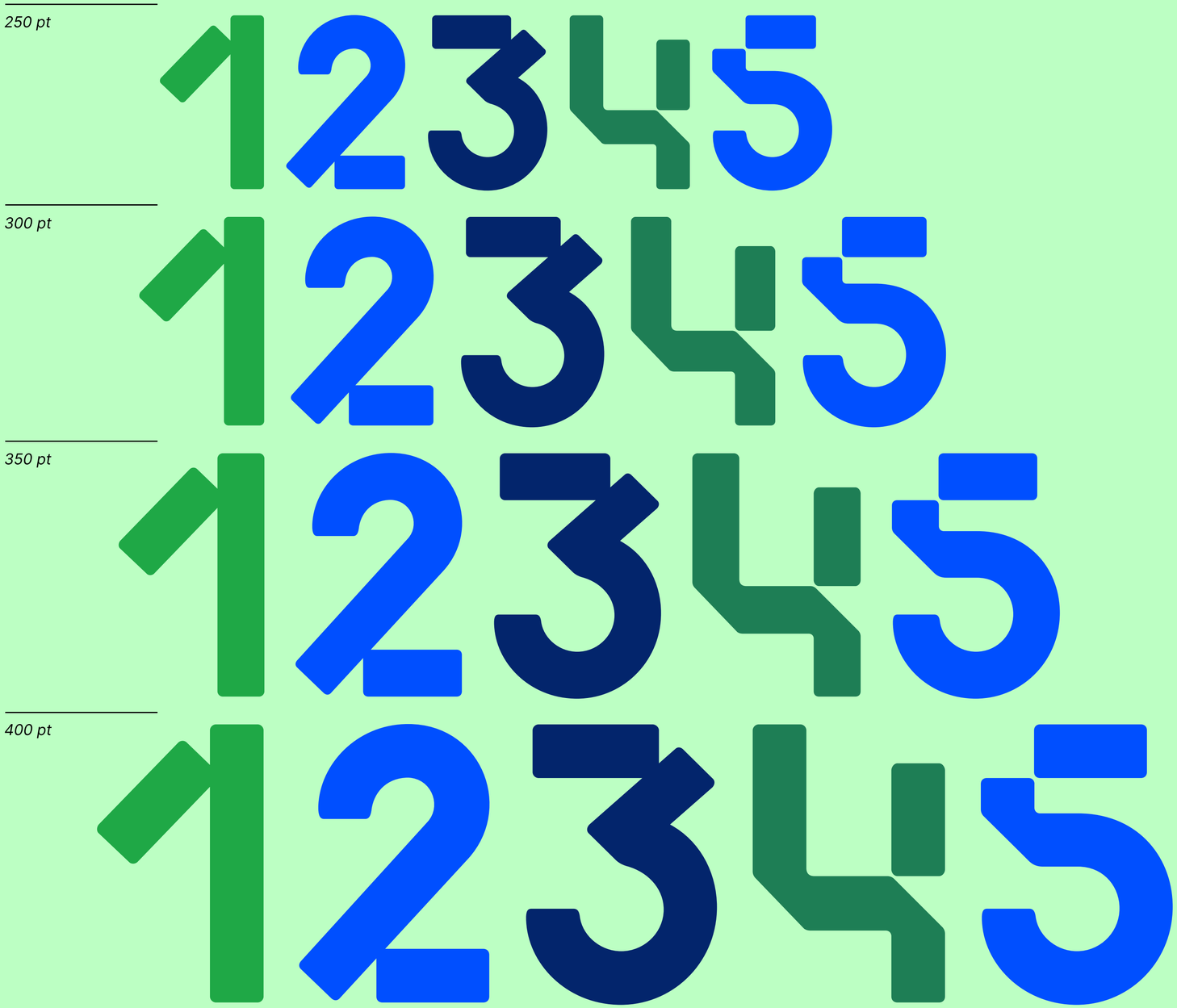
The structure of the Display Number set is based on the vehicle, symbolized by the container, the fundamental form of the brand's identity.

The same extended container becomes a road and roundabout to design the remaining shapes at the base of each number architecture.



Display Numbers Set – Scalability

The Display Number set is intended to be used just at very large size. The minimum size allowed is 250pt.



Display Numbers Set – Three types of convergences

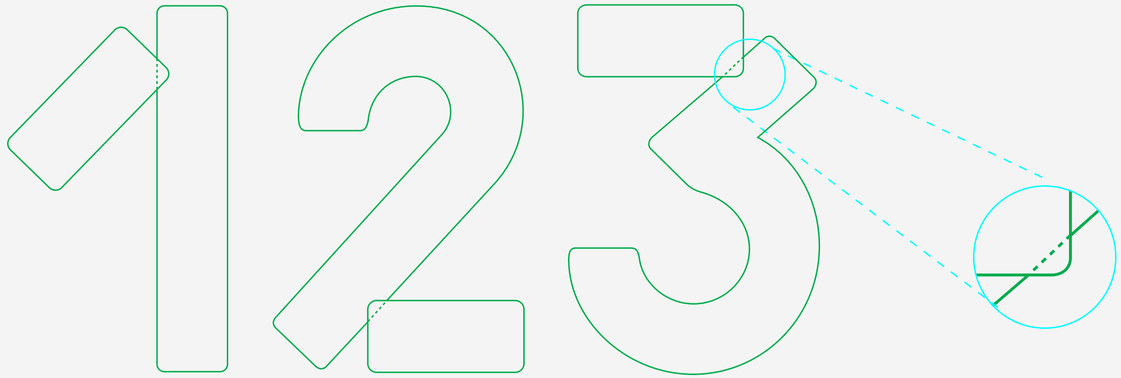
To create the shapes of the numbers in the set, three different types of shape convergence were devised.

In numbers 1, 2, 3 the container overlaps the main shape.

In the numbers 4, 5, 7, 0 there is a convergence by proximity.

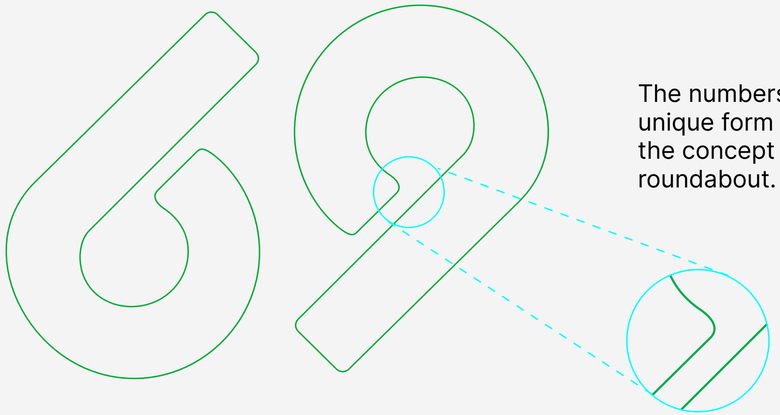
And finally the numbers 6, 9 have a convergence with a greater distance to highlight the shape of the roundabout; distinctly present in the architecture of the two numbers.

The numbers can be used with a single color fill, or with a separate fill of colors, to highlight the main colors of the brand.



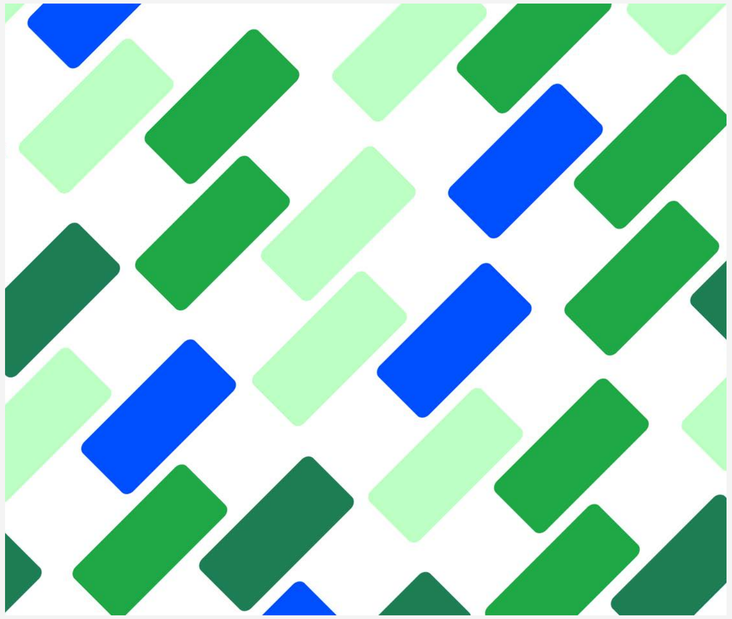
In the numbers 1, 2, 3 the container overlaps the main shape.

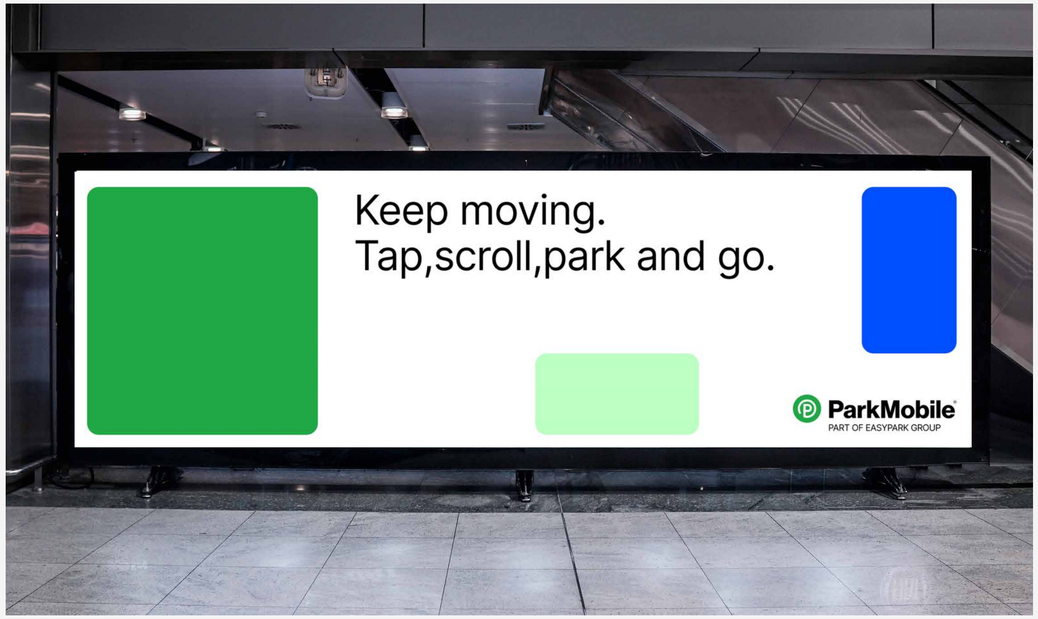
In the numbers 4, 5, 7, 0 the container converge for proximity.

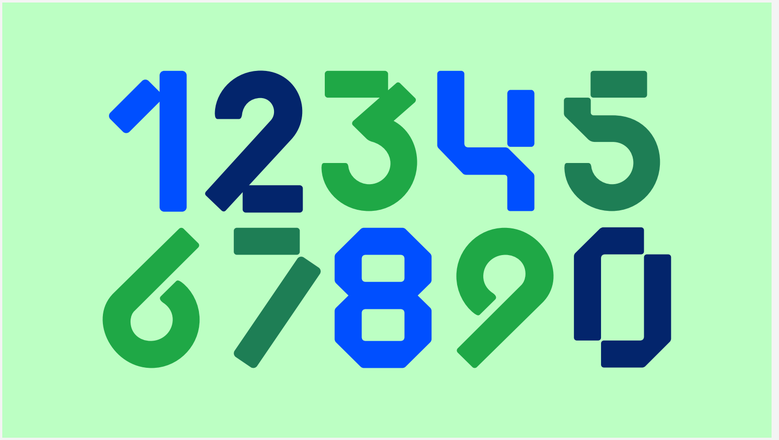


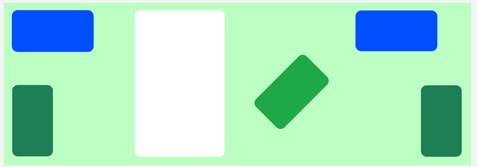
The numbers 6, 9 feature a unique form to highlight the concept of road and roundabout.

Graphic elements
– Application examples









9. Image style

ParkMobile™

Our images are, apart from our logotype, the most prominent visual element in our identity. Images visualize our purpose and make our character and values come alive.

Image style – Image levels

ParkMobile imagery are divided into three categories depending on what purpose the image brings to the brand, where the image is to be used and also the dedicated budget.

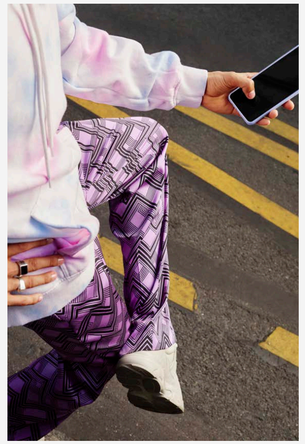
Before a photo shoot, make sure that the photo brief states the suitable level for the intended image.

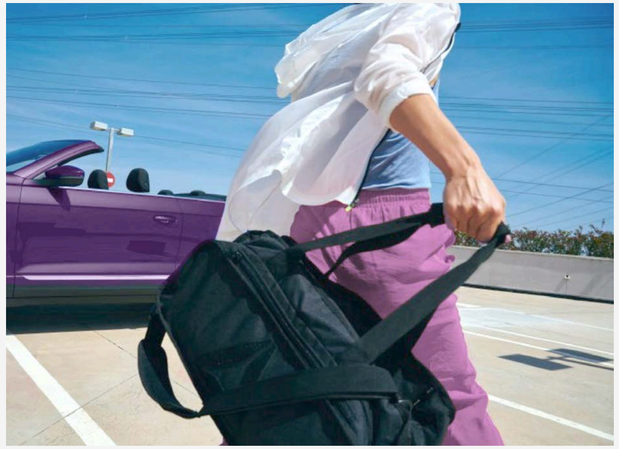
Please note that regardless of level, ParkMobile images should always follow the image style guidelines.

Image style
– Visual components

Visual components

- City scenery
- Urban details
- Cars & tech
- Likable People
- Energetic expressions
- Energetic angles
- Brand color recognition
- Styling
- Props
- Image style look





Note. Visual references, (not final brand imagery, can not be used).

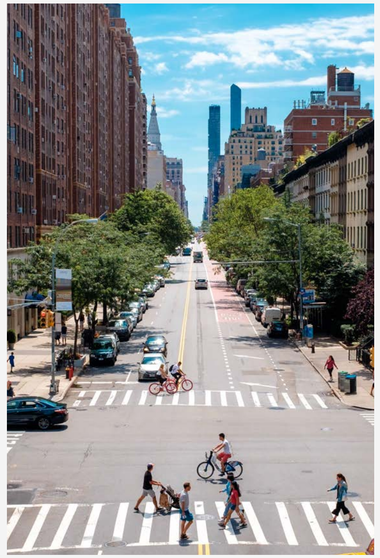
Image style
– Visual components

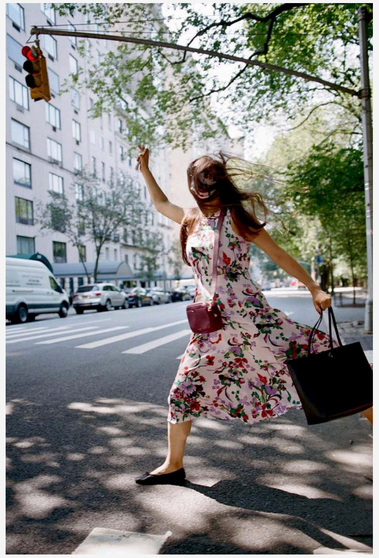
City scenery

Our service and product are connected to city life. That is why we always are situated in the city.

We are in a big city. It should feel like it could be almost any metropolitan city, like Paris, Madrid, Milan or New York.

We use “generic” buildings/streets as a backdrop.
It’s enough for us to show hints of a city, instead of showing famous landmarks/architecture that's typical for a specific city.





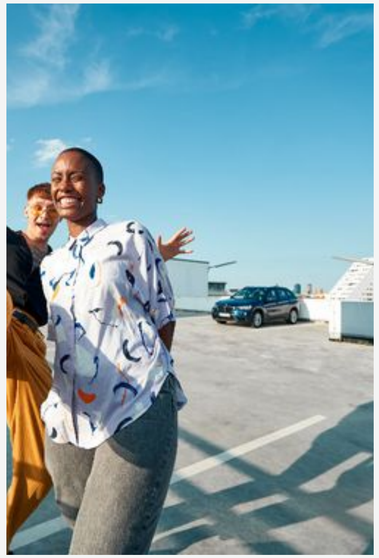
Note. Visual references, (not final brand imagery, can not be used).

Image style
– Visual components

Urban details

We always see that we are in the city. We work with an environment where the city is in some way visible in the picture. As we get closer, it is important that some element in the image signals this.

We believe in the power of asphalt. It could be the one element that we use to tie the images together, without showing cars in each photo.



Note. Visual references, (not final brand imagery, can not be used).

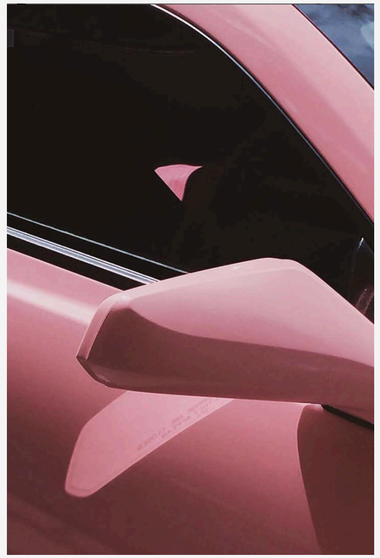
Image style
– Visual components

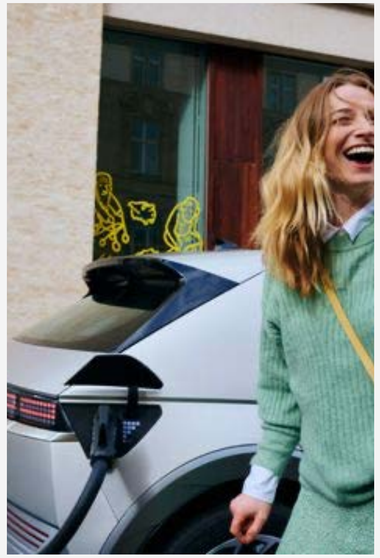
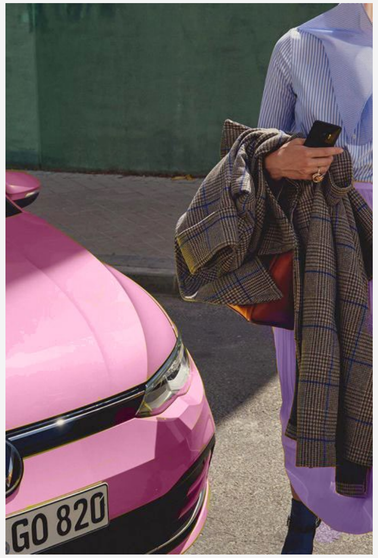
Cars & tech

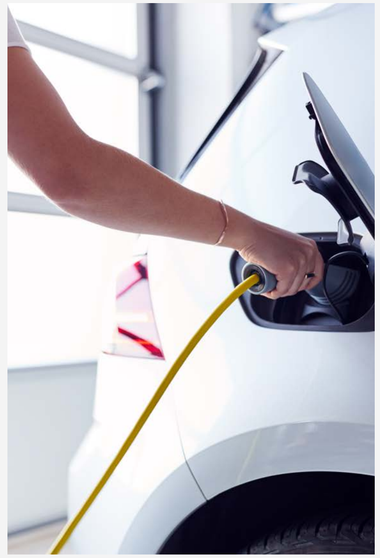
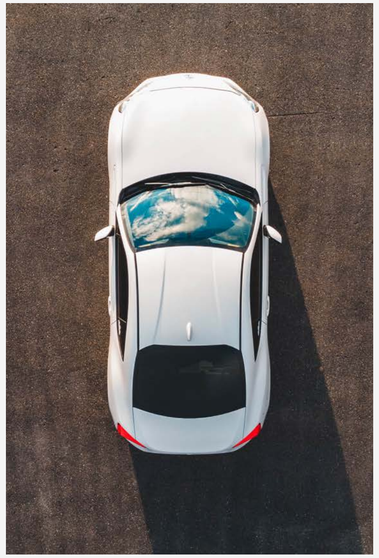
In addition to city life, cars are another important component in creating EasyPark's visual world.

We should use modern cars (electric?). They don't have to be distinct enough for us to recognize the make or model. Maybe we just borrow shapes here and there, to sense the car.

It is not a car advertisement, the focus should be in the moment around parking.



Note. Visual references, (not final brand imagery, can not be used).

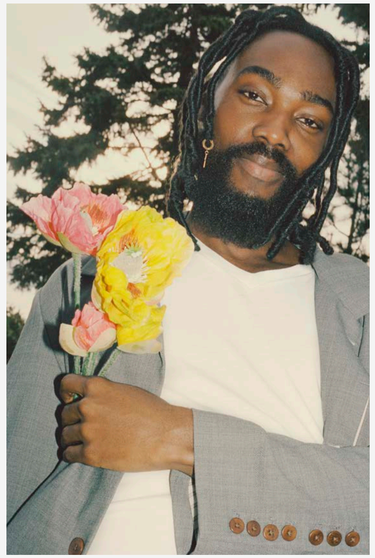
Image style
– Visual components

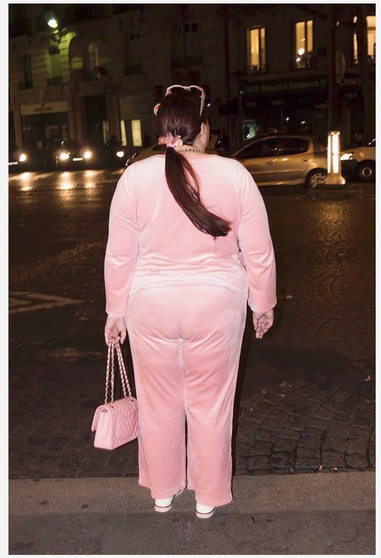
Likable People

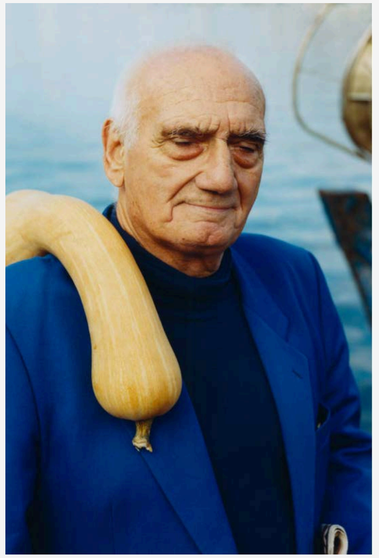
The people we show are quirky and likable. They don’t take themselves too seriously, and they have a twinkle in their eye. **Eccentric characters / that you can relate to in some way.**

There should also be an energetic vibe to how we portray them – it should not feel distanced, or too “fashion” or ironic. Rather, people you notice because they are intriguing and beautiful in their own way.

We show diversity in peoples age, gender, ethnic background and also by challenging expected gender roles.







Note. Visual references, (not final brand imagery, can not be used).

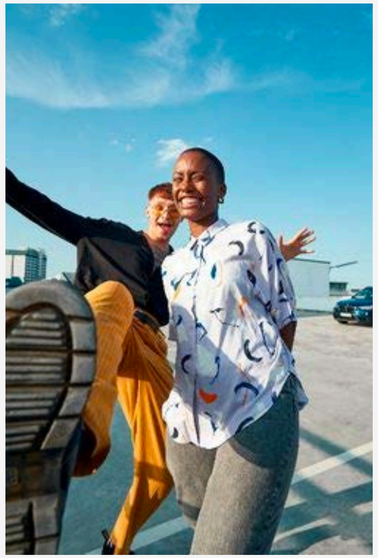
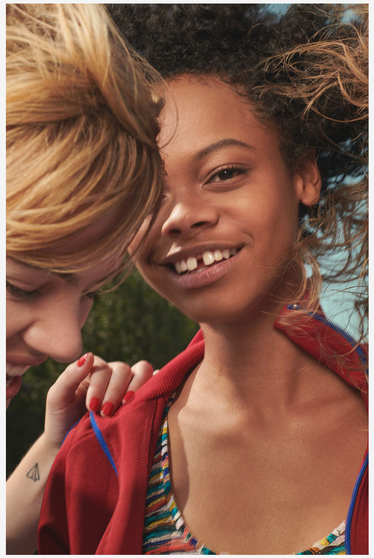
Image style
– Visual components

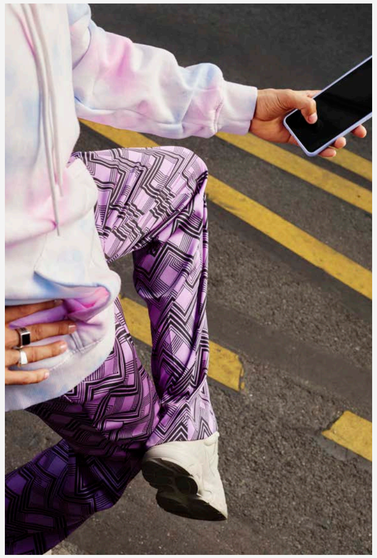
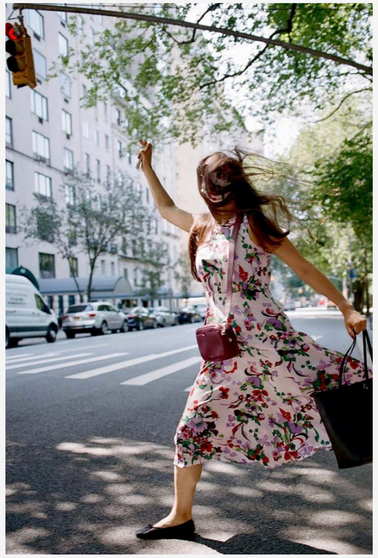
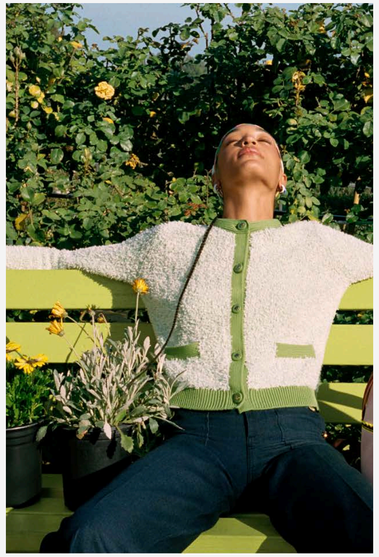
Energetic expressions

Energy can be found in both body language and facial expressions. We want to capture the natural positive emotions. Being in the moment. Not too exaggerated, posed or too forced. Honest, relatable, not ironic.

It is important to cast models with positive energy that have the ability to express themselves in body movement in a natural way (for example street dancers).

Energy can be expressed in different ways. It's important to find a dynamic mix in expressions in the image.

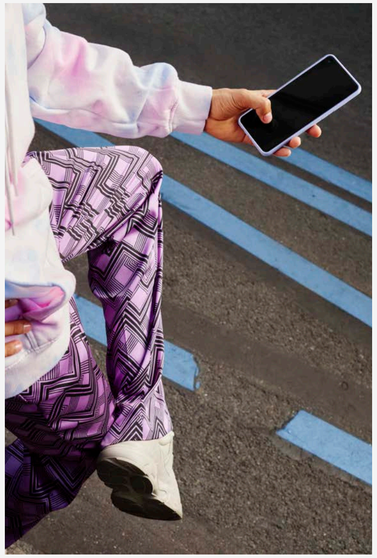
Note. Visual references, (not final brand imagery, can not be used).

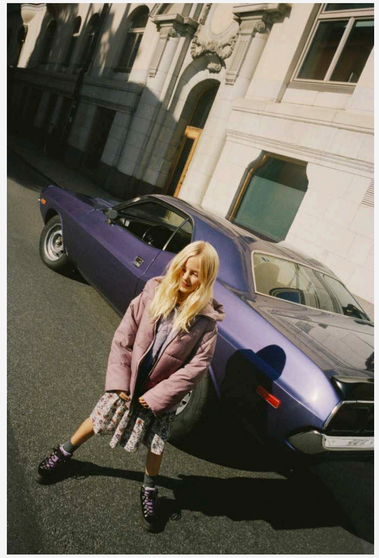
Image style
– Visual components

Energetic angles

Energy can also be created in the angle of the camera. When the horizontal line is a little tilted it enhances the feel of capturing the moment and being ”on the go.” This brings an extra sense of movement and energy to the image.

We can also work with finding lines and directions in the motifs composition (props and set) to create interesting angles and directions in the composition that brings energy.





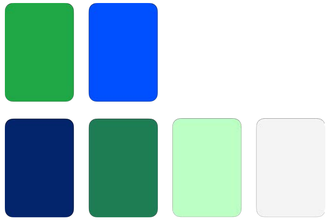
Note. Visual references, (not final brand imagery, can not be used).

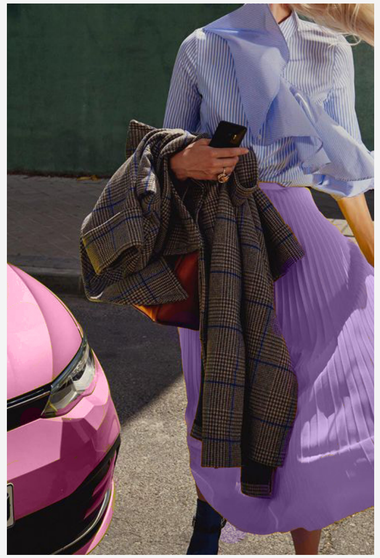
Image style
– Visual components

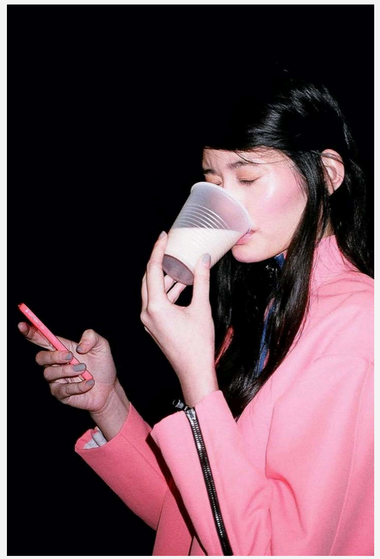
Brand color recognition

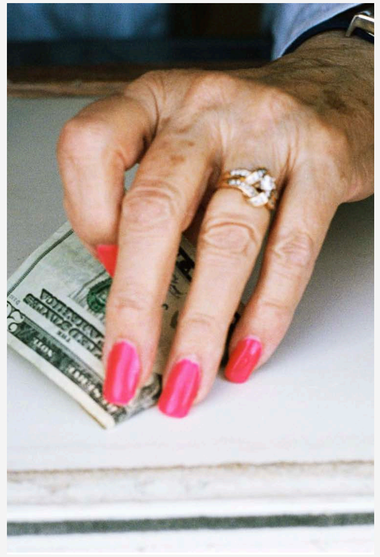
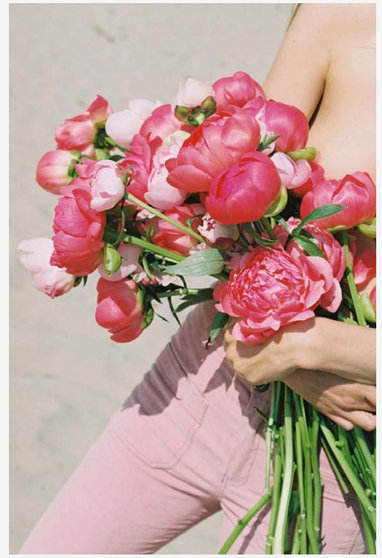
The colors are neutral and crisp with vibrant accent colors in props and styling that pops.

We always use our brand colors in some props or styling in the image (but not too obvious or exaggerated, it should not be a Green/Blue world).







Note. Visual references, (not final brand imagery, can not be used).

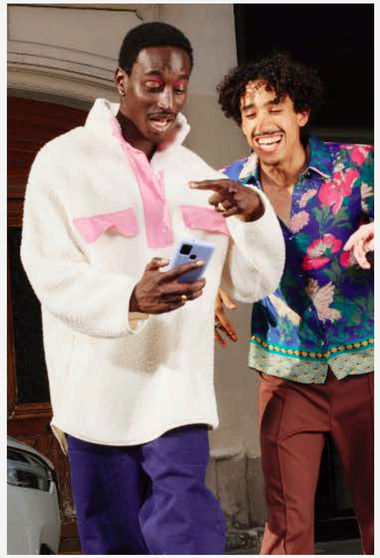
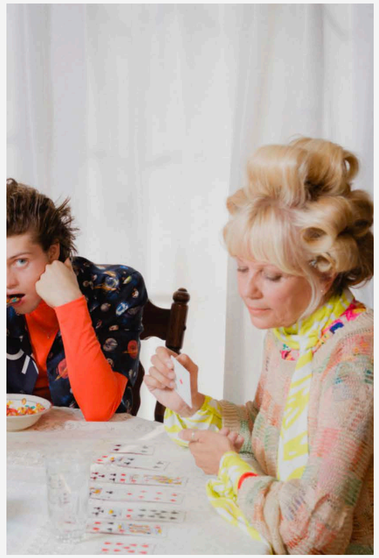
Image style
– Visual components

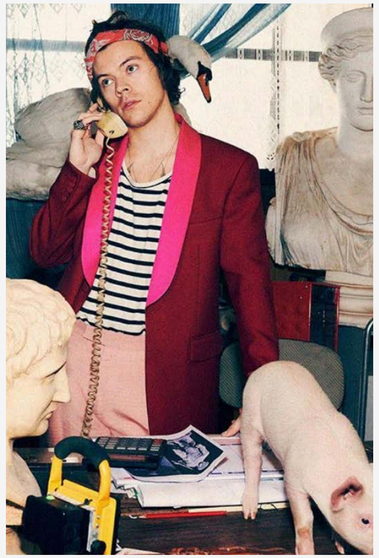
Styling

It should feel modern, but it can be a mix of different styles, both old and new. We can even add pieces of clothing in ParkMobile's green/blue tones here and there.

It should feel modern and fresh, but still personal and interesting. Not too much of the retro style that is in fashion, but rather timeless, quirky and up to date. We also like gender neutral clothing. Personality before gender stereotypes.

To explain:
Gucci – A bit too retro for us, but we like the glam/attitude.
H&M – Too bland, not quirky enough.
Harry Styles – Perfect, he mixes modern with vintage in a fresh way that makes everything he wears look like he feels. Also, a man can wear a skirt.

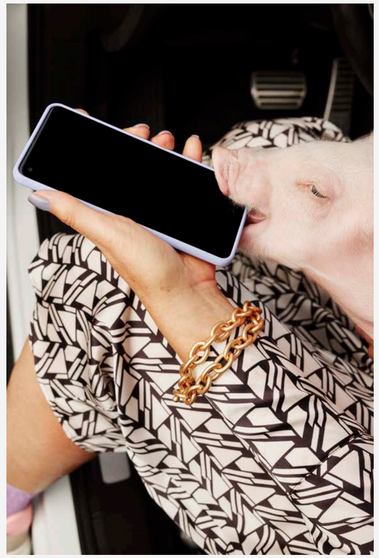
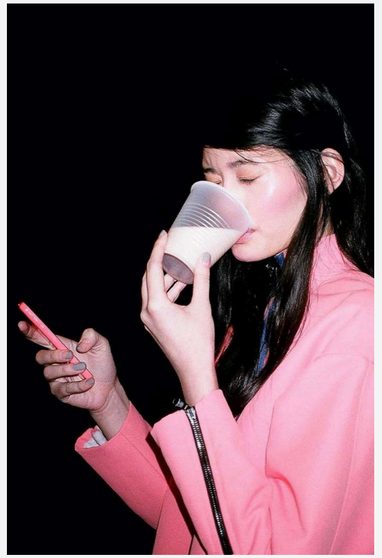


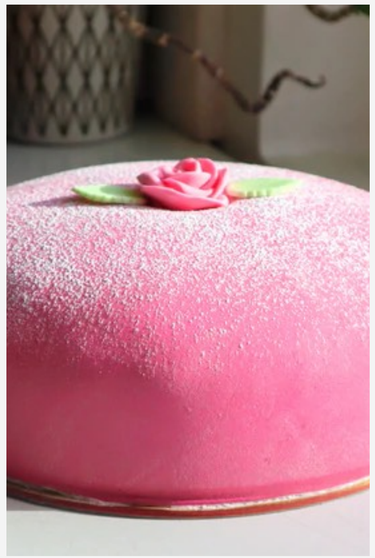
Note. Visual references, (not final brand imagery, can not be used).

Image style
– Visual components

Props

We want characters; quirky people with a fun personality. Think: pet pig! We don’t need to cram pack the images with weird props but sometimes one funny detail can elevate the visual idea.



Note. Visual references, (not final brand imagery, can not be used).

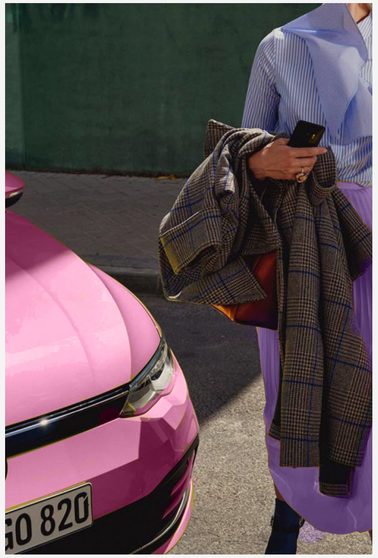
Image style
– Visual components

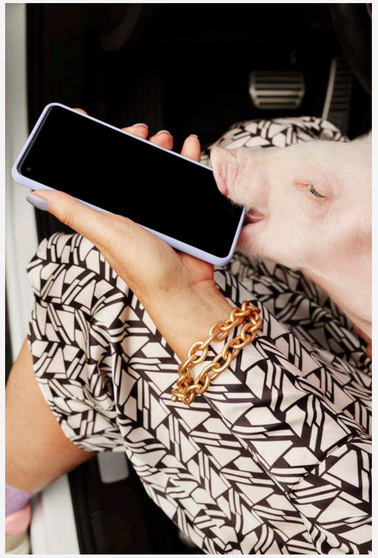
Look
The Image style and look are the technical components that when combined create our signature photographic expression. Working in a consistent way with light, colors, angles and depth of field create brand recognition.

The ParkMobile light is a positive elevated warm daylight (sometimes we add a bit of flash to get more brightness and to bring out shadows). The colors are neutral and crisp with vibrant accent colors in prop/styling that pops.

Sometimes adding a little tilt and angle to the camera (where it suits the situation) adds some energy and sense of movement to the image.

The depth of field is sharp, focused and even. (No blurry or unfocused backgrounds).



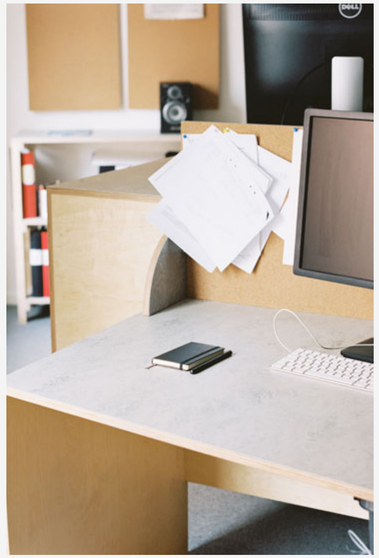


Note. Visual references, (not final brand imagery, can not be used).

Image style
– People & Culture

Over all visual mood

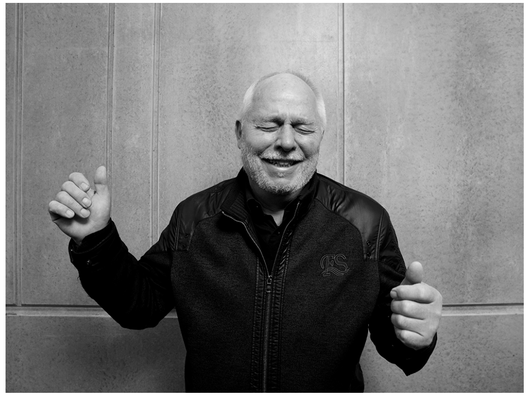
- We depict real/relatable situations. ”Keep Moving” Snap shots.
- We always express positive energy - a happy workplace.
- Situations and expressions are for real, in a natural way.
- Unexpected/playful angels brings energy.
- In People & Culture / Employee images we don’t use all visual components of the image style.
- The most important component is expressing positive energy and likable people.
- Add some brand colors (if possible) in clothes/office setting props etc. But we don’t want it to look too arranged in this image category.

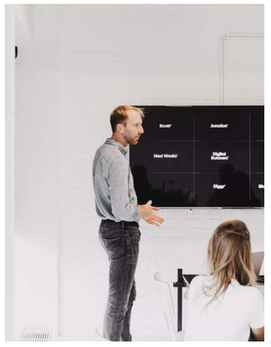


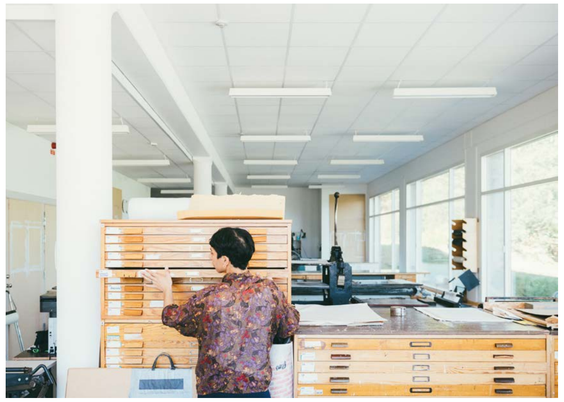
Note. Visual references, (not final brand imagery).

Image style
– People & Culture

Visual references



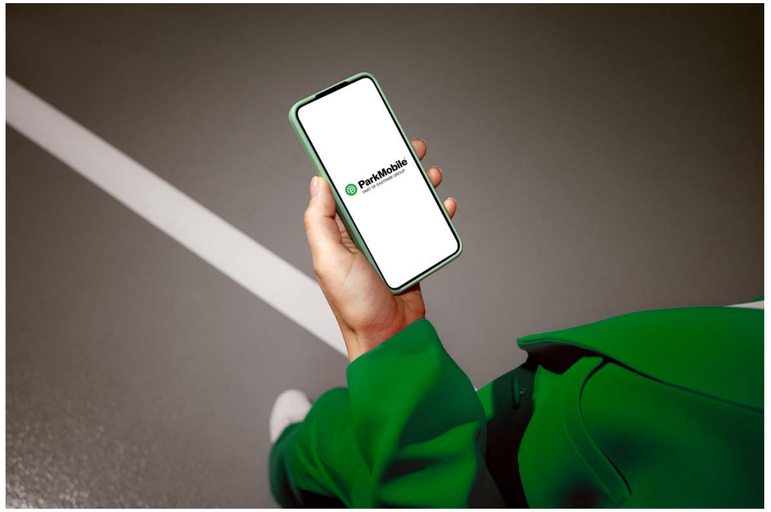


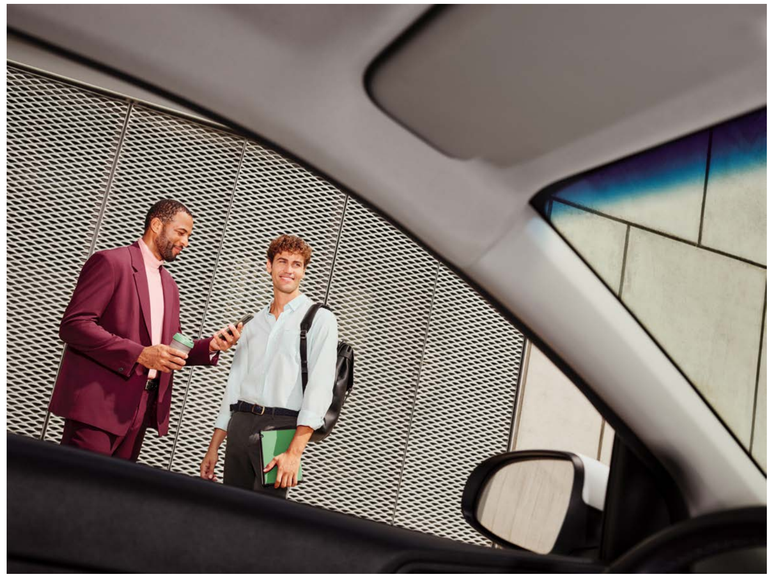


Note. Visual references, (not final brand imagery, can not be used).

Image style
– Application examples

Campaign imagery
2022





10. Summary

ParkMobile™

Toolbox

Wordmark & App Symbol

ParkMobile™
PART OF EASYPARK GROUP

Colors

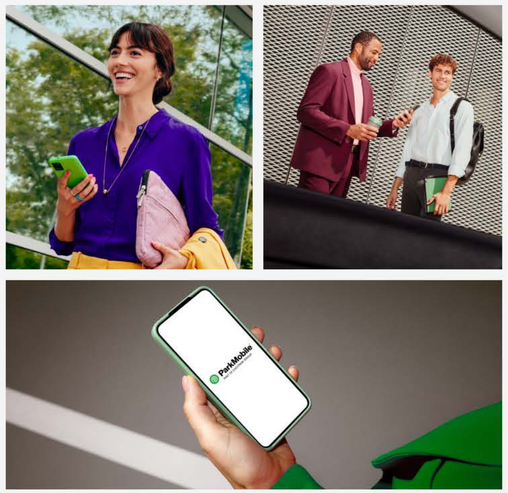
Typography

Aa Bb Cc

Aa Bb Cc

Icons

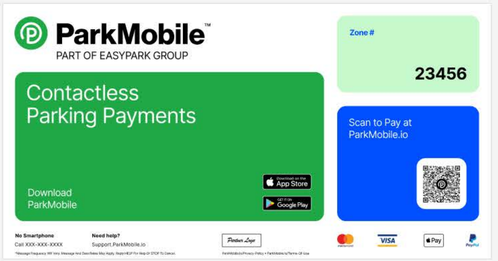
Photography Style

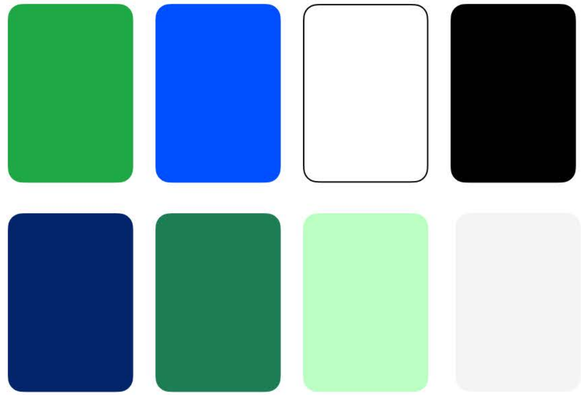


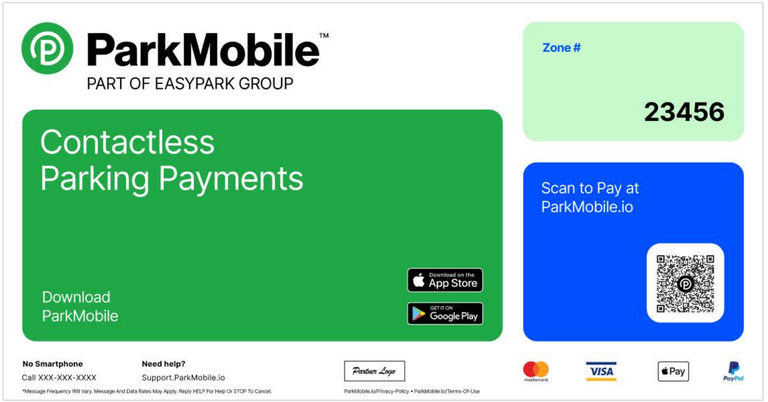
Illustration

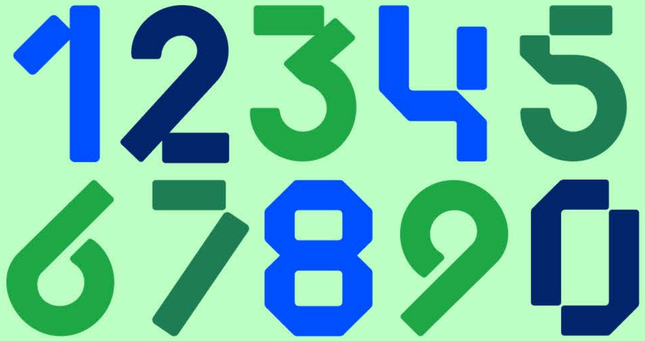
Grid

Signage

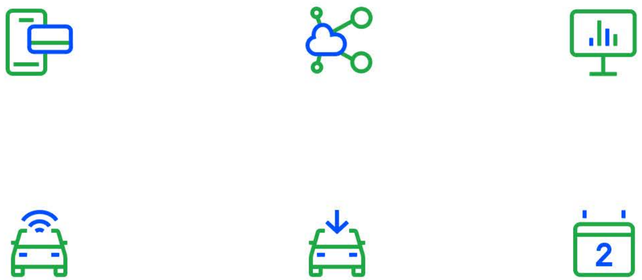


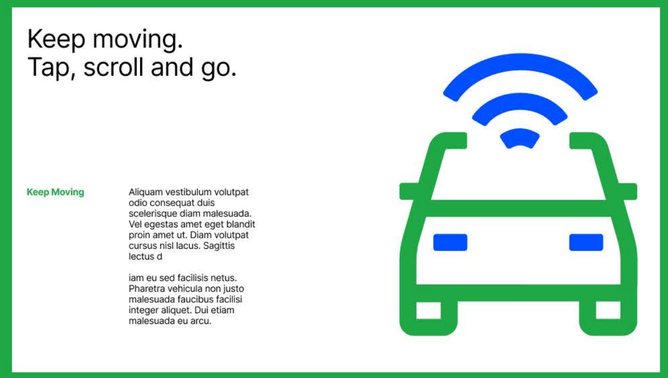
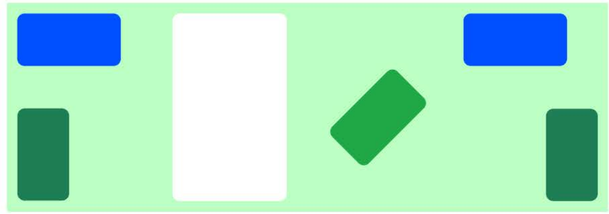



ParkMobile™
PART OF EASYPARK GROUP
Contactless
Parking Payments
Download
ParkMobile
Download on the App Store
GET IT ON Google Play
Zone #
23456
Scan to Pay at
ParkMobile.io
No Smartphone
Call XXX-XXX-XXXX
Need help?
Support.ParkMobile.io
*Message Frequency Will Vary. Message And Data Rates May Apply. Reply HELP For Help Or STOP To Cancel.
Pardon Logo
ParkMobile.io/Privacy-Policy • ParkMobile.io/Terms-Of-Use
Pay
PayPal



ParkMobile™
PART OF EASYPARK GROUP




Keep moving.
Tap, scroll and go.
Keep Moving
Aliquam vestibulum volutpat odio consequat duis scelerisque diam malesuada. Vel egestas amet eget blandit proin amet ut. Diam volutpat cursus nisl lacus. Sagittis lectus d
iam eu sed facilisis netus. Pharetra vehicula non justo malesuada faucibus facilisi integer aliquet. Dui etiam malesuada eu arcu.