
Arrive
Brand guidelines

Arrive

Welcome to Arrive guidelines!

This is our new brand, and as a brand-new brand, it needs us to protect it.

The visual identity and tone of voice guidelines allow for flexibility in its applications, however, keeping consistency will help us build recognition and trust with everyone who interacts with our brand.

Welcome to the Arrive guidelines, now go and explore :)

This icon means the page contains clickable sections.

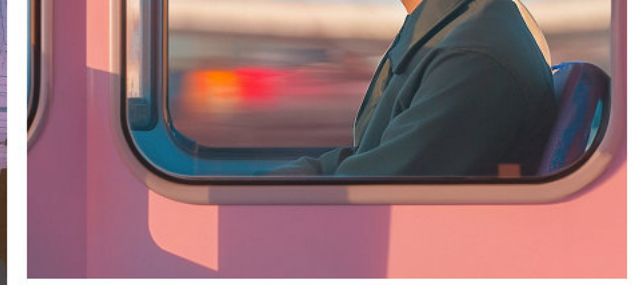
Takeaways

This button will take you to the section's key learnings.

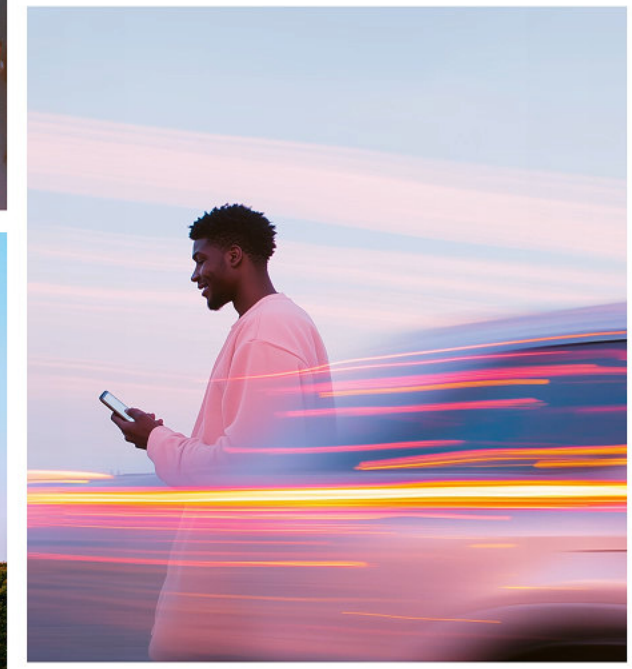
Index

This button will take you back to the index.













Arrive

Content

00 Introduction

01 Logotype

02 Color

03 Typography

04 Photography

05 Icons

06 Gradients

07 Infographics

08 Motion

09 Tone of Voice

10 Applications

11 Toolbox

00.
Introduction

Cities and metropolitan areas are, by virtue of their buzz and compactness, inherently chaotic, erratic and daunting.

However, a different view emerges when we see them from the air — there is a lot of order to what seems like chaos at first.





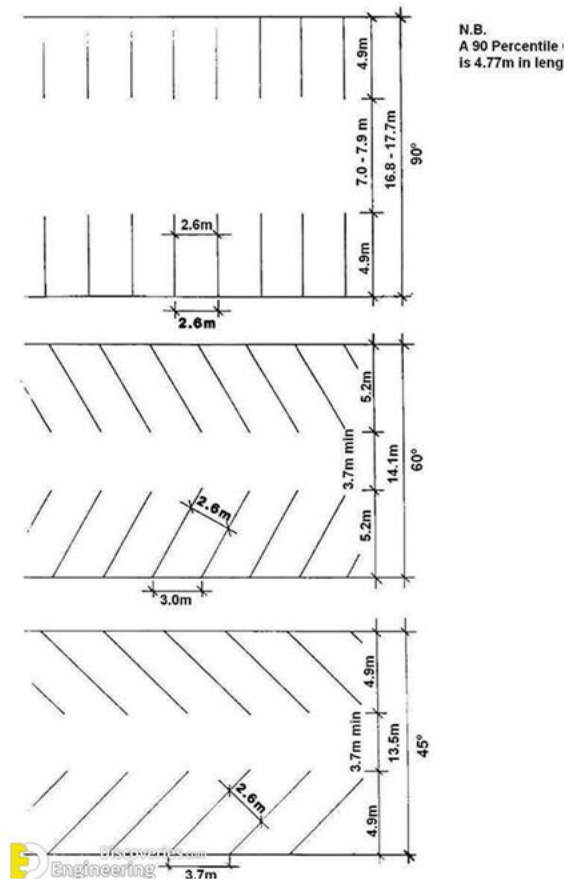
There is a high degree of engineered systems and geometry that underpins urban planning and how people move smoothly through cities.

This is seen in everything from the planning of city infrastructure to the design of parking ecosystems — all areas in mobility that Newco is deeply involved in.

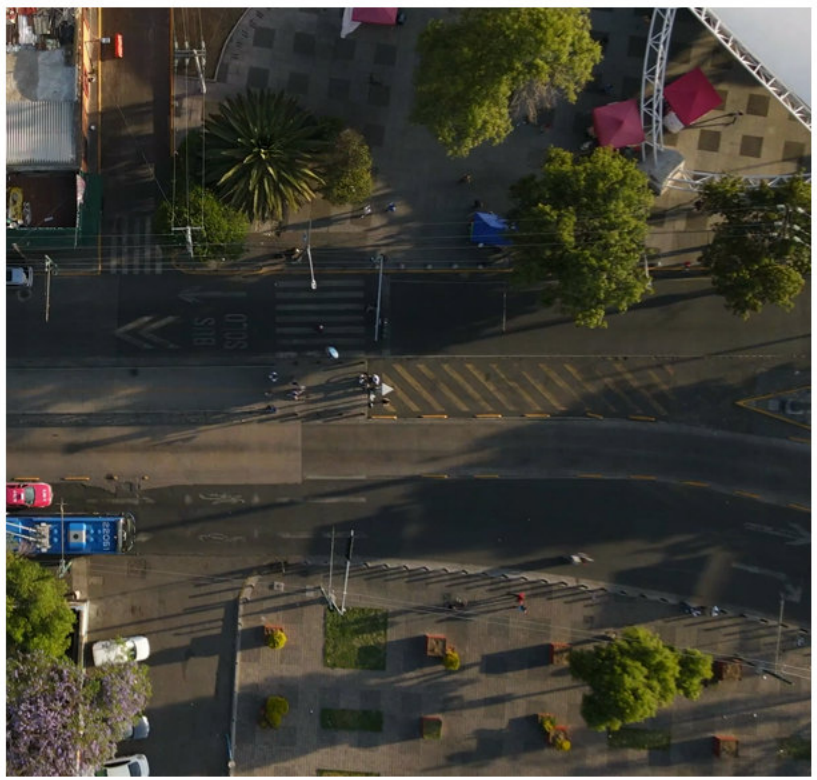


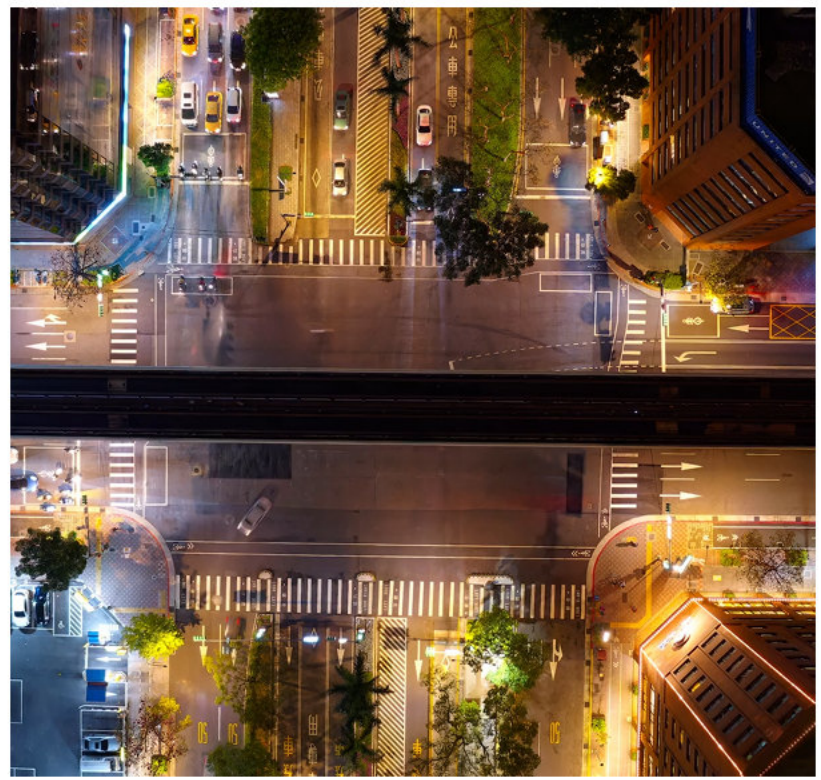






Central to all of this is positive urban energy — the pulsing flow of humanity, traffic and mobility that weaves and bends through cities. Dynamic arteries that come alive, constantly bending, twisting and turning.







Our design concept draws inspiration from the geometry of cities — roads, city blocks, and the positive urban energy of flowing people and traffic.

It reflects both the macro and micro perspectives of a city — where zooming out offers a control tower view overseeing the bigger picture, while zooming in brings us to street level, closer to the pulse, movement, and everyday interactions.

Arrive

01 Logotype

Overview
Elements
Scaling
Clearspace
Placement
Color

Takeaways



A Guiding Light

The brand symbol is inspired by the North Star — a timeless guide that has led travelers to their destination for centuries. Simple yet iconic, it represents clarity, direction, and purpose. Like the North Star, it serves as a steady point of reference, guiding us with a sense of optimism toward a brighter future and better cities — helping us arrive where we're meant to be.

Overview

Together, the logotype, wordmark, symbol, and star form our system of marks, each with a defined usage hierarchy. The logotype is used most frequently, followed by the symbol. The wordmark and star are reserved for special applications where a more expressive or creative approach to branding is desired.

Common applications

Logotype
Used most often



Symbol
Used often



Special applications

Wordmark
Used as part of a typographic composition accompanied by the star



Star
Used for subtle branding where context is clear with or without the wordmark



Logotype

Our main brand identifier is the logotype, which combines the wordmark with the star symbol. It's the preferred mark for most situations, particularly when introducing the brand to new audiences.



Elements

Logotype construction

The wordmark and star have been carefully composed to form the logotype. The star is sized at 5/6 of the wordmark's x-height. Each arm of the star is 1/4 the thickness of the lowercase "i" stem. Do not alter this construction.



Elements

Symbol

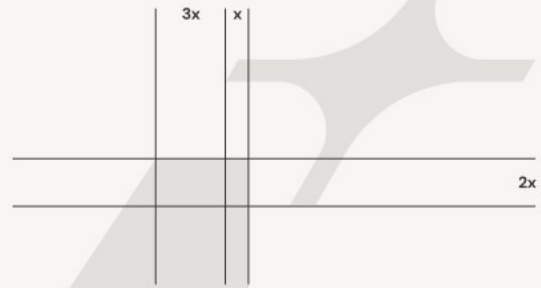
The symbol is used as an expressive element, typically when the brand context is already clear or space is limited. It works especially well in digital settings that call for a more compact visual mark.



Elements

Symbol construction

The expressive A and star have been carefully composed to form the symbol. The letter “A” and the star retain the same size relationship as in the primary logotype. Do not alter this construction.



Wordmark

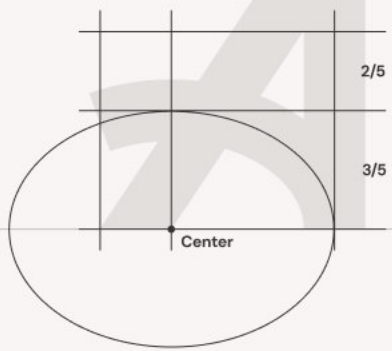
The wordmark is intended to be used within a typographic composition, accompanied by the star as part of the layout. It should never appear on its own or be used as a replacement for the logotype.



Elements

Wordmark construction

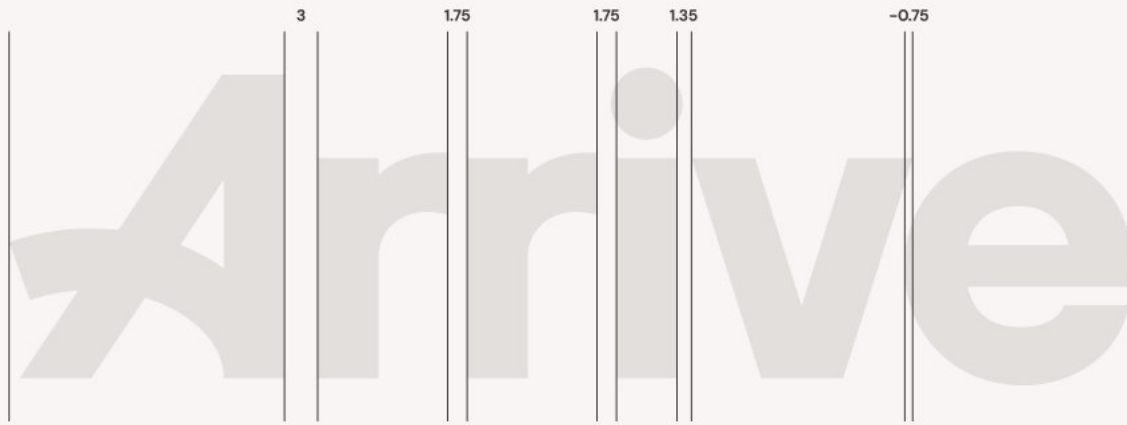
The wordmark is set in our proprietary typeface, Optimism Sans, featuring a custom-designed capital A. Its spacing has been carefully adjusted to ensure consistency and legibility. Do not alter this construction.



Elements

Wordmark construction

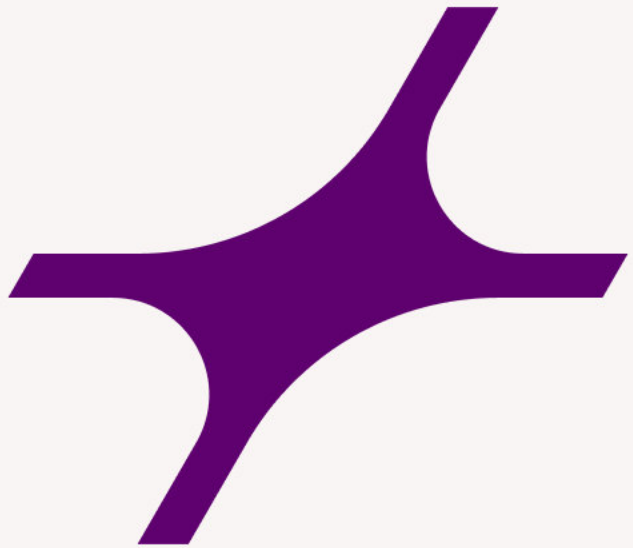
The wordmark is set in our proprietary typeface, Optimism Sans, featuring a custom-designed capital A. Its spacing has been carefully adjusted to ensure consistency and legibility. Do not alter this construction.



Elements

Star

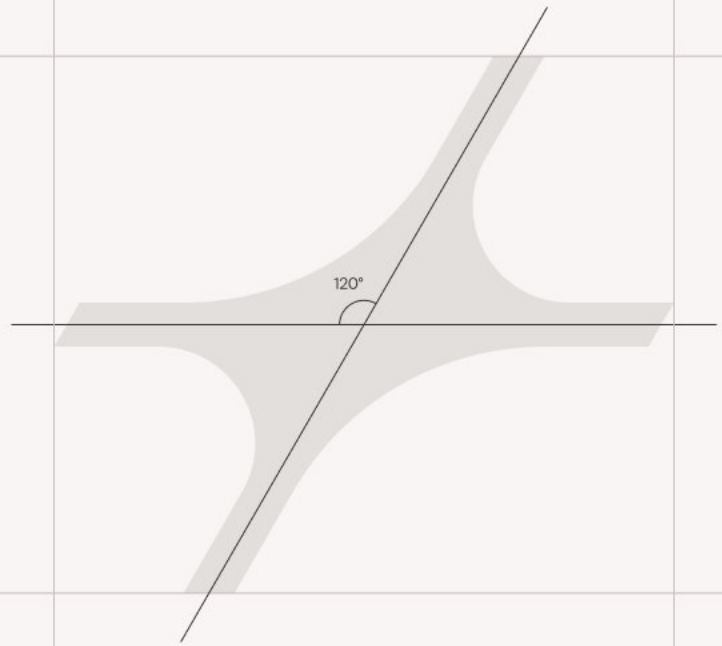
The star is used for subtle branding in contexts where the brand is recognizable, with or without the wordmark.



Elements

Star construction

The star has been carefully constructed to match the wordmark. Do not alter this construction.



Scaling

The logo and identity elements are built to hold their shape at any size—whether scaled up or down. Use them thoughtfully based on the audience, tone, and purpose of the communication. Larger sizes feel bold and confident, while smaller ones offer a more understated presence.

24px



48px



96px



192px



Scaling

There is no limit at large scale, but exercise caution at smaller sizes. Follow the minimum size requirements when using the logo and symbol at small scales.



Print minimum size
H 6mm

Digital minimum size
H 20px



Print minimum size
H 7mm

Digital minimum size
H 24px

Clearspace

Logotype

The clearspace around the logotype should be no less than half of its height. This guideline applies to general print use. For digital applications or when the logotype is used expressively at large sizes, ensure adequate breathing space and adjust according to context.

x

x

Clearspace

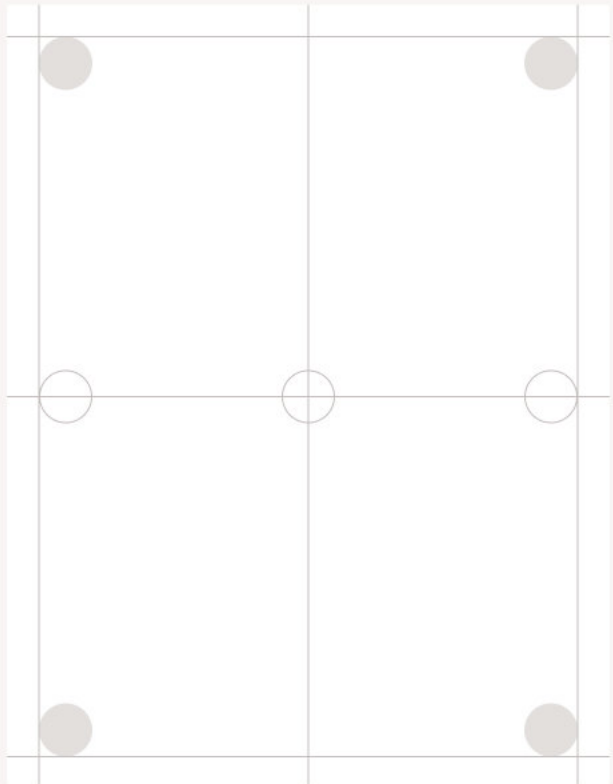
Symbol

The clear space around the symbol should be no less than a third of its height. This guideline applies to general print use. For digital applications or when the symbol is used expressively at large sizes, ensure adequate breathing space and adjust according to context.

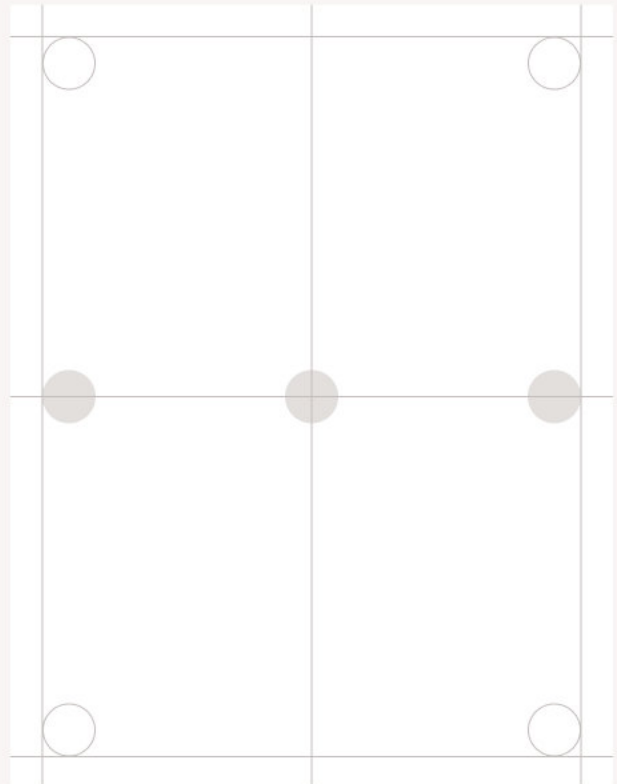
	x			
	x			

Placement

Depending on its placement, the elements can serve a different purpose in a composition.



For more informative communication, use corner placements,



For expressive moments, opt for centered placements.

Clearspace

Informative

Depending on its placement, the elements can serve a different purpose in a composition.

Top left

Top right

Bottom left

Bottom right

Clearspace

Expressive

Depending on its placement, the elements can serve a different purpose in a composition.

Center left

Middle

Center right

Clearspace

Maximum impact

For maximum impact, use the logotype spanning the full width of the layout, positioned either at the top or bottom.

Bottom full width

Top full width

Color

Primary pairings

The following color combinations are allowed for the logotype elements (logotype, symbol, wordmark, star).



Background: White
Logotype: P1



Background: Off-White
Logotype: P1

Color

Primary pairings

The following color combinations are allowed for the logotype elements (logotype, symbol, wordmark, star).



Background: P4
Logotype: P1



Background: P3
Logotype: P1

Color

Primary pairings

The following color combinations are allowed for the logotype elements (logotype, symbol, wordmark, star).





Color

Secondary pairings

The following color combinations are allowed for the logotype elements (logotype, symbol, wordmark, star).



Background: White
Logotype: P4



Background: Off-White
Logotype: P4



Background: White
Logotype: P3



Background: Off-White
Logotype: P3

Color

Secondary pairings

The following color combinations are allowed for the logotype elements (logotype, symbol, wordmark, star).





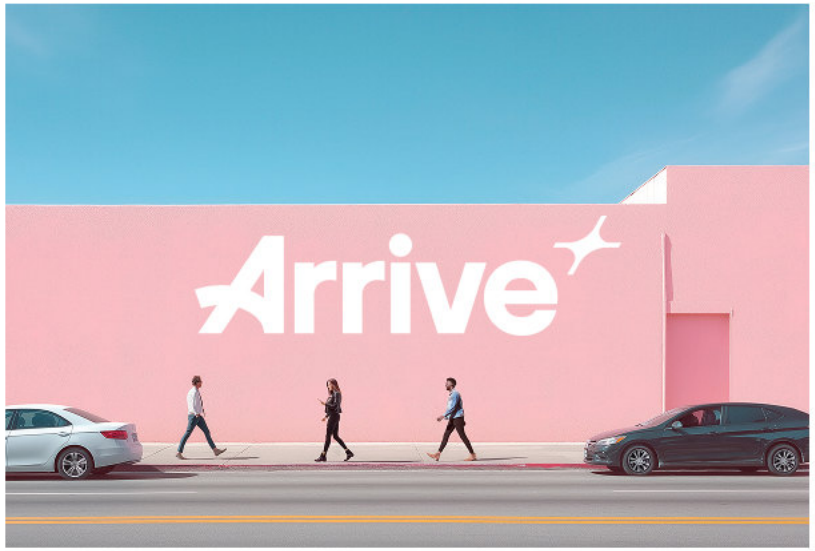


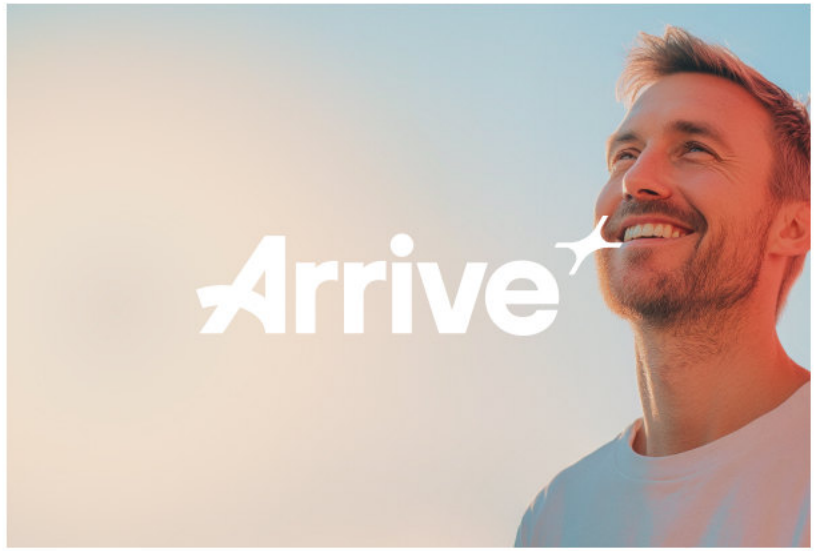


Color

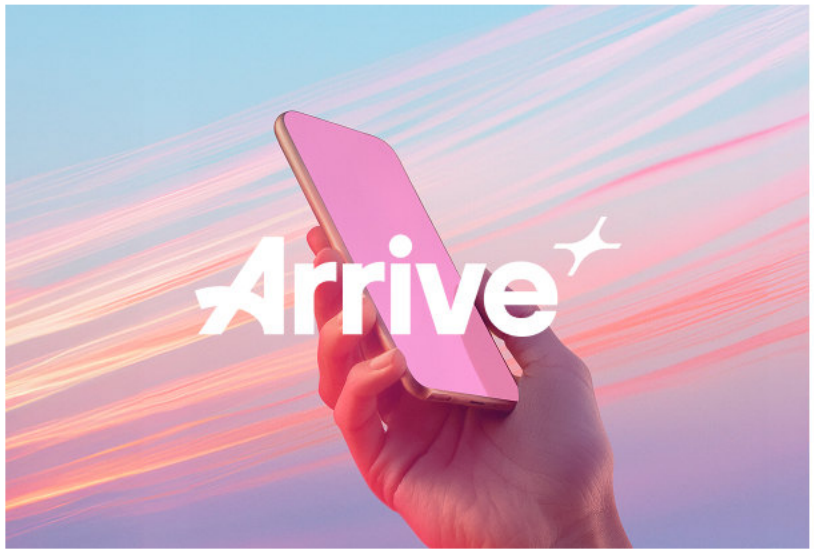
Image backgrounds

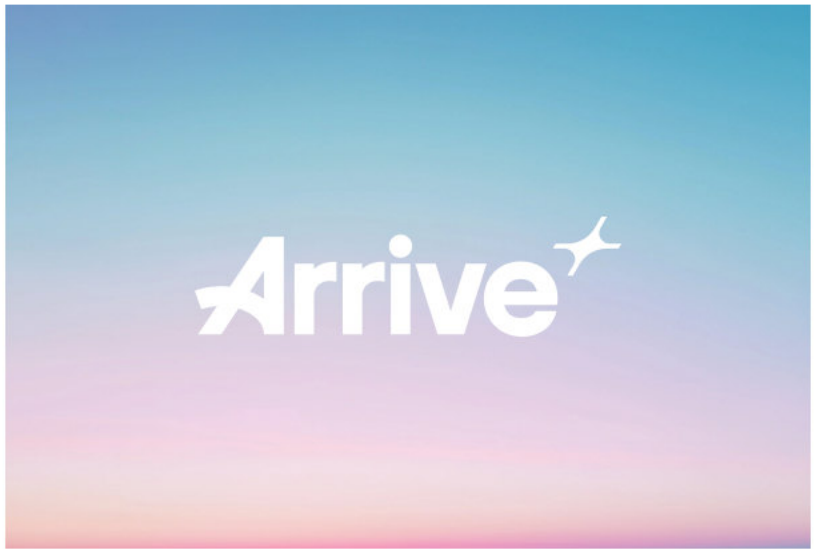
We incorporate blue hues inspired by clear, bright skies to evoke a sense of uplifting optimism in our brand imagery. The interplay of pink and blue subtly symbolizes the merging heritages of Flowbird and EasyPark. In these contexts, using white logos is generally recommended.

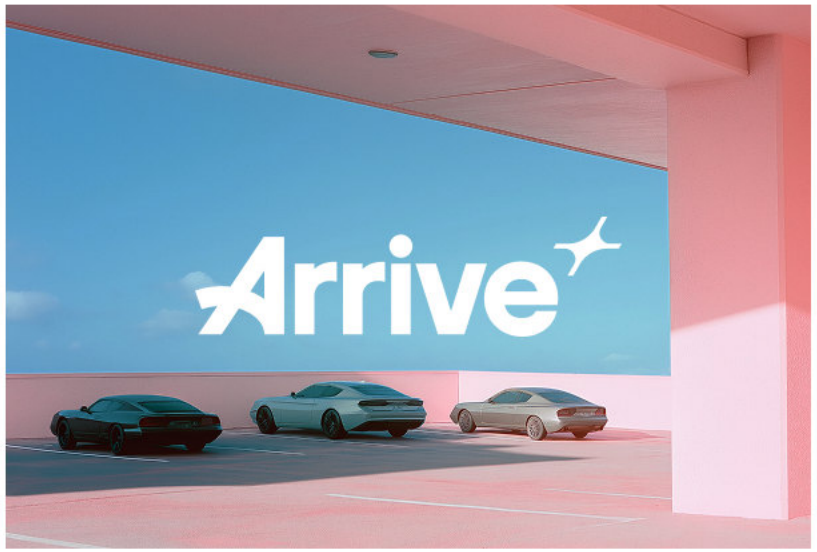












Takeaways



- The primary logotype color is purple. However, other options are available depending on the application.
- The logotype will mostly be used in its complete form of wordmark and star symbol, however we can use the expressive symbol or only star in certain situations.
- Wordmark only should be avoided.
- Follow the recommended colour combinations for use with imagery and other backgrounds.

Index

Arrive

02 Color

Color palette

Color pairings

Logotype

Examples

Takeaways

Color palette

Main brand palette

Our core brand palette features a vibrant mix of pinks and purples, offering strong contrast and visual impact.

P1	
HEX	#5F016F
RGB	95 1 111
PMS	3515 C/U
CMYK	65 100 0 15

P2	
HEX	#FF33BB
RGB	255 51 187
PMS	813 C/U
CMYK	5 85 0 0

P3	
HEX	#FF80D4
RGB	255 128 212
PMS	237 C/U
CMYK	4 50 0 0

P4	
HEX	#FFADE4
RGB	255 173 228
PMS	250 C/U
CMYK	4 25 0 0

Off-White	
HEX	#F9F5F4
RGB	249 245 244
PMS	Warm Gray 1 C/U
CMYK	2 2 3 0

White	
HEX	#FFFFFF
RGB	255 255 255
PMS	–
CMYK	0 0 0 0

Color palette

Digital expanded palette
Brand

Our digital palette is expanded to meet higher usability standards. These tints are primarily intended for use in our website, app, and CRM. For brand-focused communications, stick to the more limited core brand palette

900	800 / P1	700	600	500 / P2	400 / P3
	In main brand palette			In main brand palette	In main brand palette
HEX #38003D	HEX #5F016F	HEX #8704AF	HEX #C828C5	HEX #FF33BB	HEX #FF80D4
RGB 56 0 61	RGB 95 1 111	RGB 135 4 175	RGB 200 40 197	RGB 255 51 187	RGB 255 128 212

300 / P4	200	100
In main brand palette		
HEX #FFADE4	HEX #FFC7EC	HEX #FFE5F7
RGB 255 173 228	RGB 255 199 236	RGB 255 229 247

Color palette

Digital expanded palette
Neutrals

Our digital palette is expanded to meet higher usability standards. These tints are primarily intended for use in our website, app, and CRM. For brand-focused communications, stick to the more limited core brand palette

Black	900	800	700	600	500
HEX #000000	HEX #201E1D	HEX #383433	HEX #545050	HEX #716C6A	HEX #8D8786
RGB 0 0 0	RGB 32 30 29	RGB 56 52 51	RGB 84 80 80	RGB 113 108 106	RGB 141 135 134

400	300	200	100 / Off-White	White
			In main brand palette	In main brand palette
HEX #A6A1A0	HEX #C3BDBC	HEX #E3DFDD	HEX #F9F5F4	HEX #FFFFFF
RGB 166 161 160	RGB 195 189 188	RGB 227 223 221	RGB 249 245 244	RGB 255 255 255

Color palette

Accessibility

Our color system is designed with accessibility in mind, ensuring sufficient contrast and readability across all touchpoints. We offer a range of combinations that balance usability with brand expression, supporting an inclusive and consistent experience.



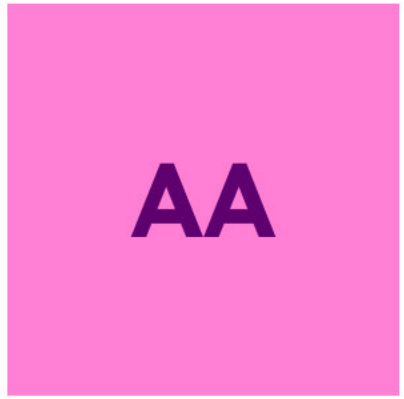
White + P1



Off-White + P1



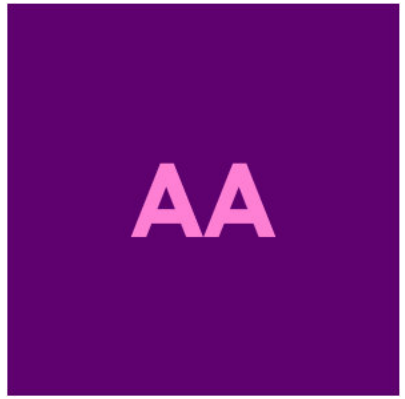
P4 + P1



P3 + P1



P1 + P4



P1 + P3



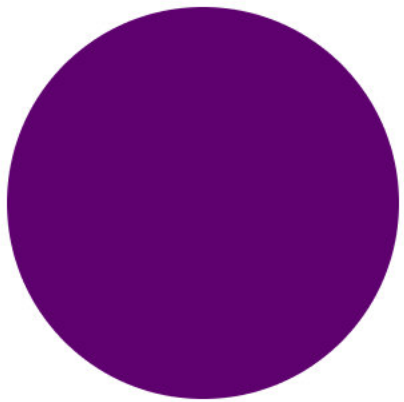
P1 + P2

Color parings

Pairing colors effectively requires careful consideration. Always take into account the context, content, and audience when choosing color values.

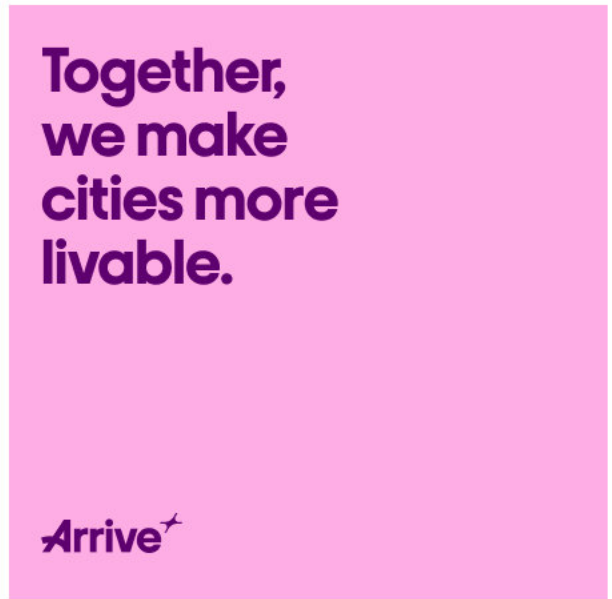
Background
For the base of the composition

+



Foreground
For typography and identity elements*

=

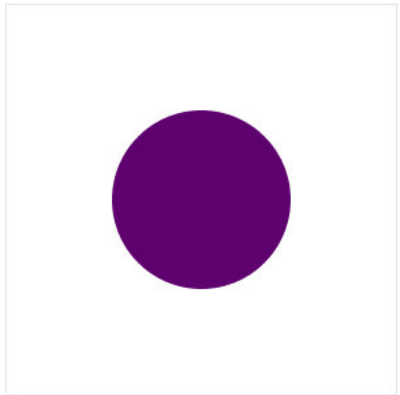


Composition
Combining elements together

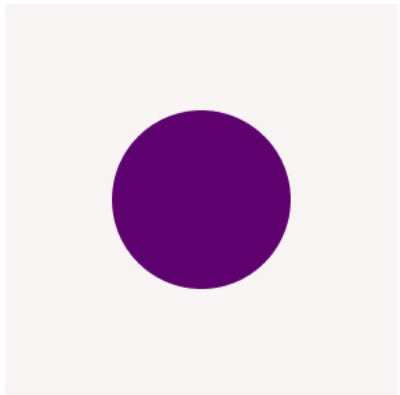
Color parings

Primary Color Pairings

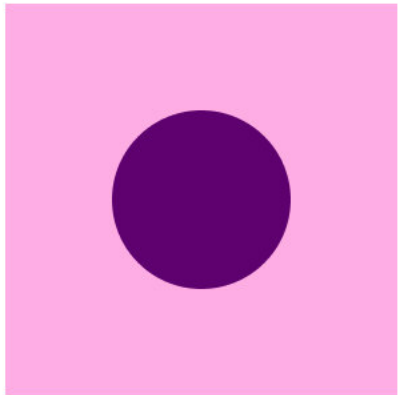
These primary color pairings are used across most applications. Choose the combination that best fits your needs, from subtle tones to bold, expressive contrasts.



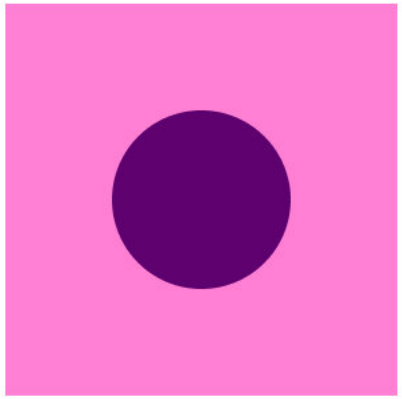
White + P1



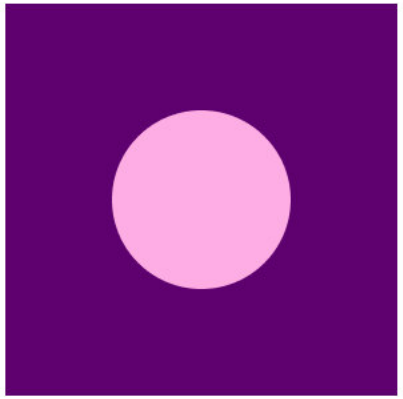
Off-White + P1



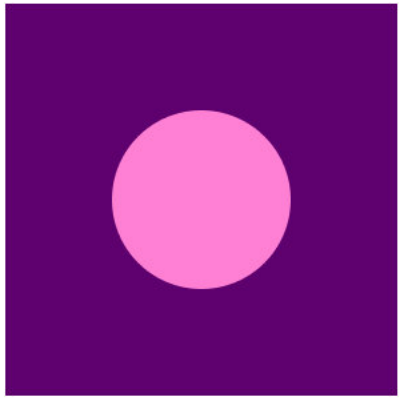
P4 + P1



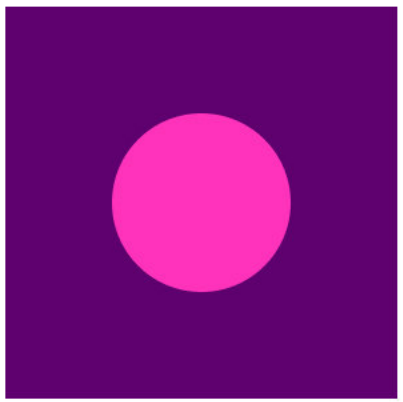
P3 + P1



P1 + P4



P1 + P3



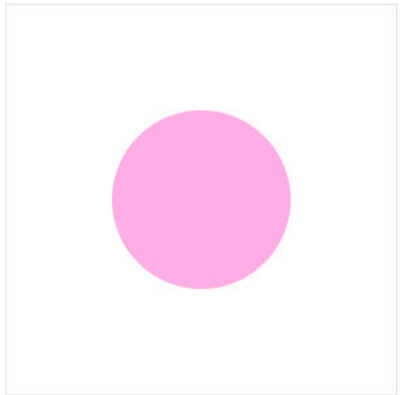
P1 + P2

Don’t use this pairing for the logotype

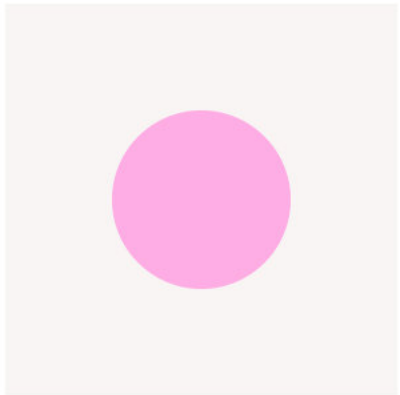
Color parings

Secondary Color Pairings

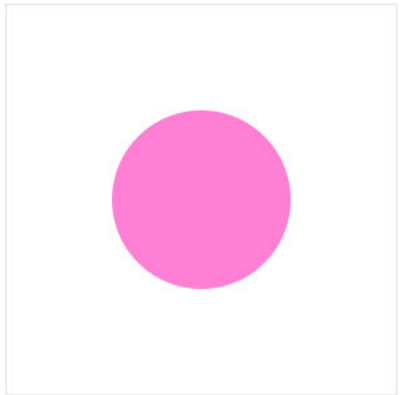
These secondary color pairings are allowed for Non-digital applications only — such as merchandise, events, and other non-accessibility-critical contexts— adding depth and versatility to our visual identity.



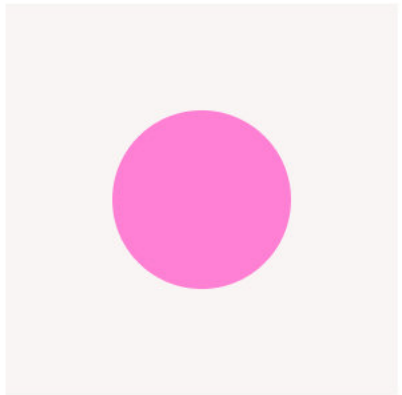
White + P4
Be Aware, low contrast readeability



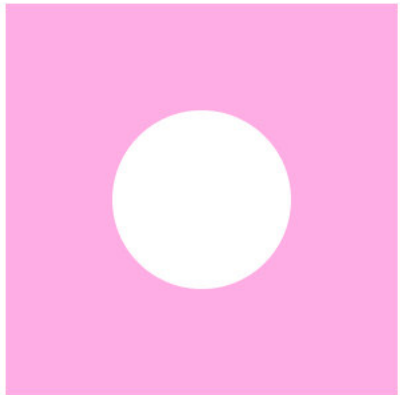
Off-White + P4
Be Aware, low contrast readeability



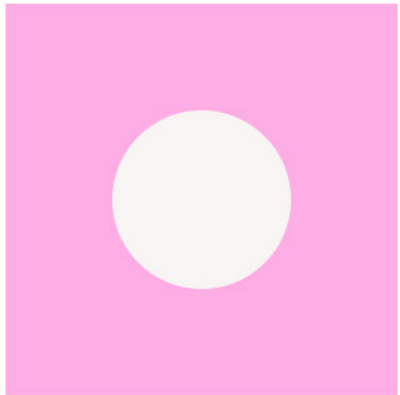
White + P3



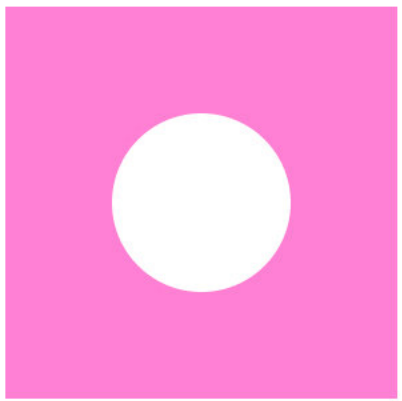
Off-White or White + P3



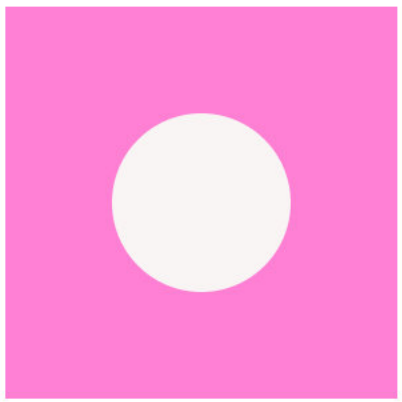
P4 + White
Be Aware, low contrast readeability



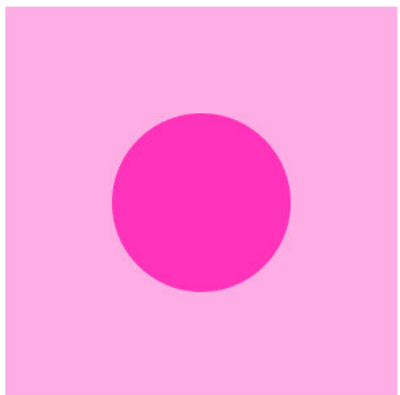
P4 + Off-White



P3 + White



P3 + Off-White



P4 + P2

Don’t use this pairing for the logotype

Color parings

Image + Color Pairings

The following colors may be used over image backgrounds, where legibility and contrast are maintained.



Image + White



Image + Off-White

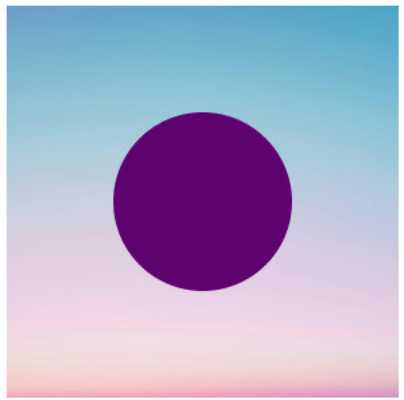


Image + P1



Image + P3

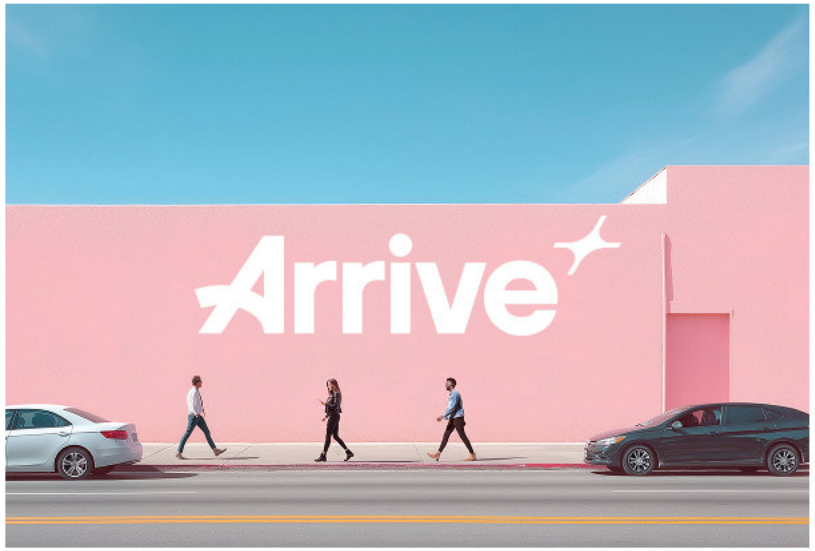


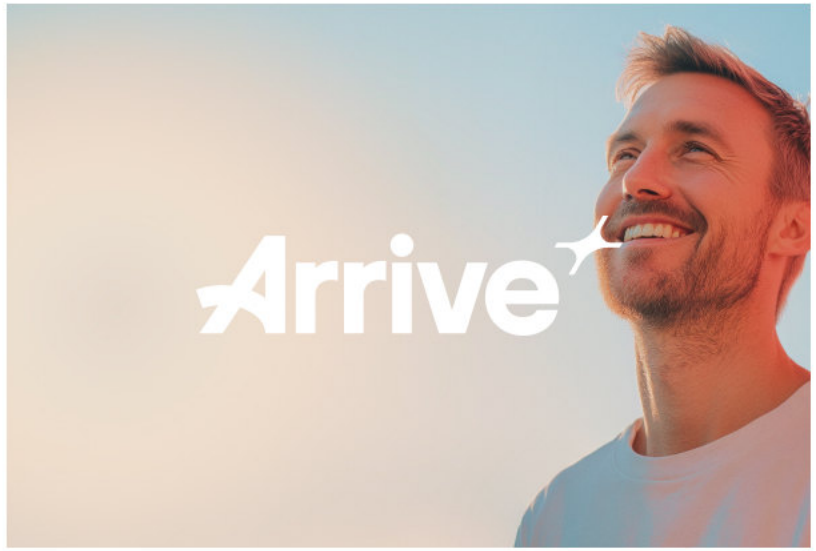
Image + P2

Don’t use this pairing for the logotype

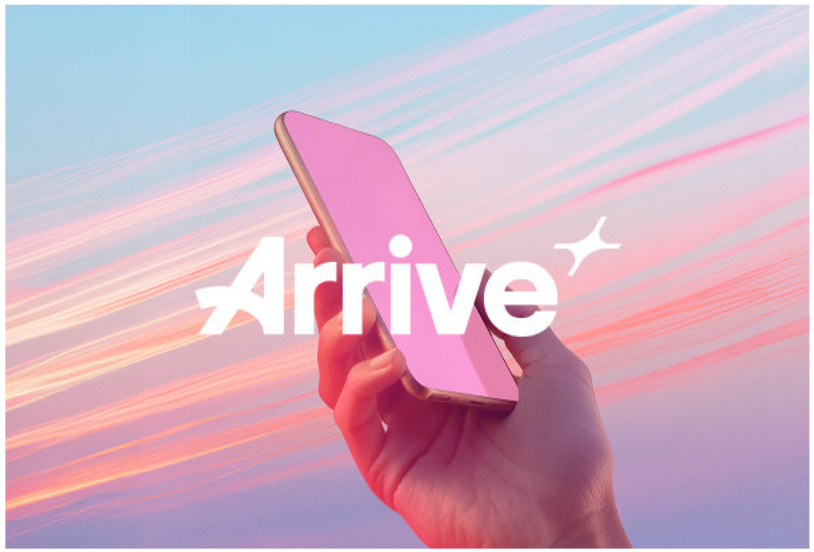
Logotype

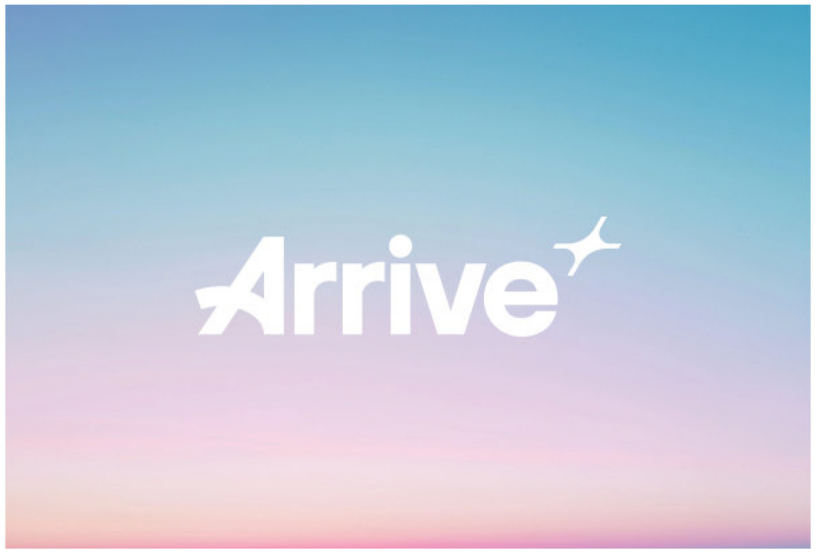
We incorporate blue hues as part of the cloudless, bright skies that play a big role to evoke uplifting optimism in our brand imagery, and the interplay of pink and blue in these visuals serve as a subtle metaphor for the heritages of both Flowbird and Easypark coming together. The use of white logos is generally recommended in such cases.

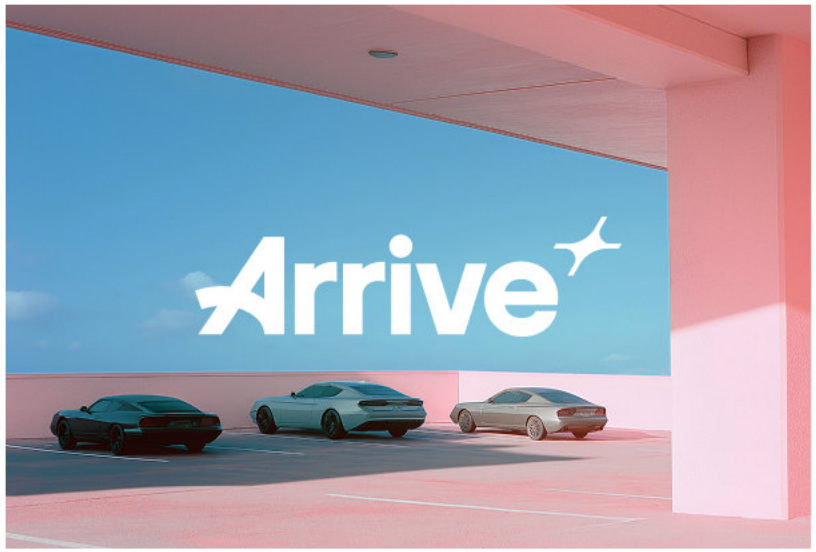












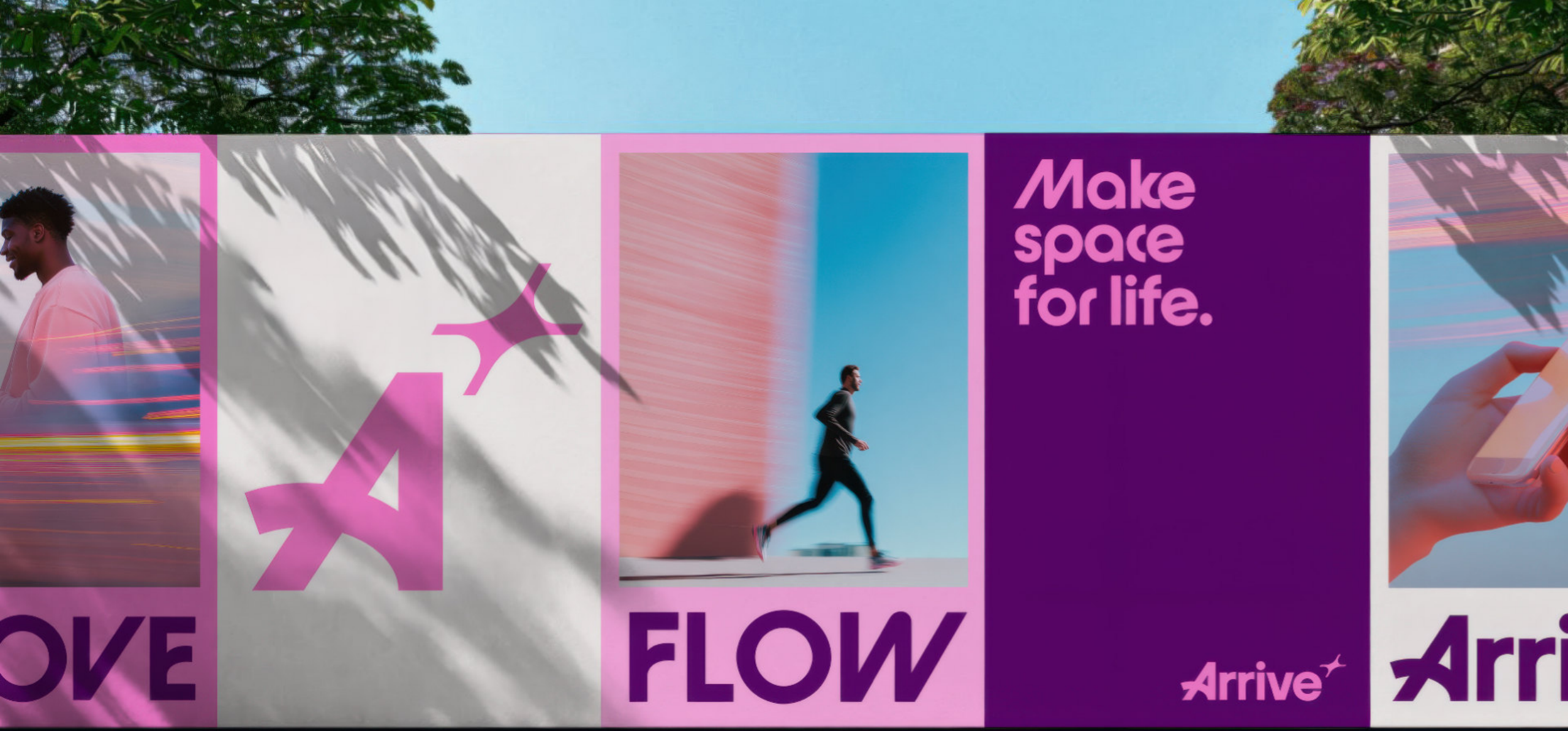
Be the council that saved the high street



CO2 Reduction

According to Easypark Group's calculations, based on external data from Statista, parking search time can be reduced by up to 50% using Easypark's Find feature.




OVE
FLOW
Make space for life.
Arrive
Arri

Takeaways



- Always take into account the context, content, and audience when choosing color values.
- Ensure text optimal readeability with WCAG recommendations.
- The color blue its not a color we can use on text or shapes, will be only reflected on the images.
- Check expanded possibilities for the digital use of our colours when facing challenges on web, UX or CRM.

Index

Arrive

03 Typography

Typopgraphy
Expresiveness
Optimism Sans
DM Sans
Hierarchy
Colour usage
Examples

Takeaways

Typography

Our main typography is called Optimism Sans.
Optimism Sans its a font created specifically for the brand and its one of the main actors of our identity together with colour and imagery.

This font is way more complex and flexible than a standard typography, most of its characters have alternatives shapes which helps us to be flexible when setting up a tone of voice in our communications.

Optimism Sans

Typography

Optimism Sans base form is the standard form of the font.
It has been created to facilitate maximum readability and due to that will be the main choice for functional communication where the information has to be clear and direct.

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	0
1	2	3	4	5	6	7	8	9

When changing the base form to the alternative characters, font gets a much more expressive and memorable presence.
We tune up to this expresiveness when we need to be more attractive and approacheable.

Expressive Flowy Quirky Distinctive

Typography

Only select letters have an expressive form, and the full set is detailed below. These are designed to be used in tandem with the 'base form' letters in order to ensure that we always strike the right tonality depending on audience, environment and sender.



Typography

Expresiveness

Our expressive glyphs evoke the feeling of flowing roads and mobility — designed to be distinctive, but still fit in seamlessly with the more buttoned-up base forms when applied. They will be used selectively in small amounts in order to ensure that we strike a balance between being expressive and mature/serious.



Nn

Rr

Kk

Yy

Typography

Expresiveness

The full scale here illustrates how we can dial things up with just a few strategic letter changes, while ensuring that all the executions look part of the same coherent whole. Be mindful of what type of expressive level is suitable for your communication.



Typography

Expresiveness

The base form in all its no-nonsense geometry, ensuring a high level of clarity and legibility. It's mainly used for B2B & B2G Communication.

Easy

Mobility

EASY

MOBILITY

More functional

Middle way

More expressive

Typography

Expresiveness

Switching out one letter in a word goes a long way in adding ownability and distinctiveness to our bespoke typeface. This particular setting walks the line and still looks sober, though with a hint of brand personality. It can be used in a wide range of situations where its allowed to tune up base form without going over expressive.









More functional

Middle way

More expressive

Typography

Expresiveness

We can swap out more letters if we want to turn the expressiveness dial up even more. This will be mainly use in Consumer facing situations or B2C, it can be also useful when working with fairs, events or special campaigns where we need to catch attention by being more “eye candy”.









More functional

Middle way

More expressive

Typography

Expresiveness

The type becomes a unifying hallmark of the brand, able to flex from functional Arrive applications to expressive B2C ads that shout for consumer's attention.


Arrive

The future of livable cities starts with mobility

Published 09 Apr 2024
13:47:13

EasyPark Group is leading mobility transformation through smart parking solutions like automatic camera parking (APR). The tech provides operators and cities with valuable insights into parking usage, driver and motorists behavioral patterns to inform data-driven decisions. As a result, cities are adopting targeted strategies to increase the turnover of parking spots. Parking Operators benefit from reduced operational costs and increased revenues, alongside a shift in consumer parking behavior from on-street to more secure off-street parking, thanks to the enhanced parking experience. Over the past two years, the number of parking areas and garages with APR has more than doubled across 15 countries in Europe. EasyPark can now be used in more than 25,000 off-street locations in Europe. This is a testament to EasyPark's continuous cooperation with thousands of private parking operators and cities over the past decade.

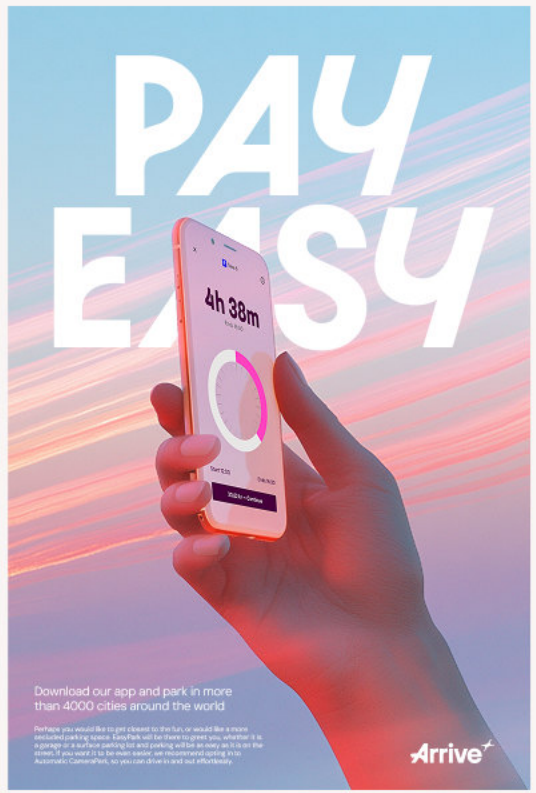
A 2023 online survey of motorists in Germany**** found that 61% believed that parking garages reduce traffic congestion and the search for on-street parking, and 48% agreed this was better for the environment.

Cameron Clayton, CEO at EasyPark, says: "Innovation is in our DNA, and the data and insights we gather from our mobility solutions today can help influence how the cities of tomorrow will develop. Our vision is to make cities more livable, and together with parking operators, cities, businesses, and motorists, we're working toward achieving that every day."

EasyPark Group provides data and insights to help cities make informed decisions about parking infrastructure, traffic management, and urban development. These are some of the key considerations for cities as they work toward

This approach aims to reduce congestion in critical zones, such as city centers, and mitigate environmental impact by discouraging unnecessary driving in congested areas. Incorporating parking garages located near city centers into this strategy plays a vital role. By setting the correct tariffs for these garages during off-peak hours, or for extended stays, cities can motivate drivers to park there, instead of searching for on-street parking in the city center. This can significantly reduce the time vehicles spend circling for a space, thus lowering traffic congestion and emissions. Once drivers park in these strategically placed garages, the use of public transportation becomes a natural next step for reaching their final destination. This behavior can be encouraged through integrated ticketing systems, where parking fees might include public transportation vouchers, making the transition from personal vehicle to public transport seamless and more appealing. A multifaceted approach makes the best use of available parking infrastructure, and promotes a more sustainable and efficient urban transport system. It aligns the interests of city planners, environmentalists, and motorists by balancing the need for accessibility with targets to reduce traffic congestion and pollution, thus contributing to a more livable urban environment. This behavior can be encouraged through integrated ticketing systems, where parking fees might include public transportation vouchers, making the transition from personal vehicle to public transport seamless and more appealing. A multifaceted approach makes the best use of available parking infrastructure, and promotes a more sustainable and efficient urban transport system. It aligns the interests of city planners, environmentalists, and motorists by balancing the need for accessibility with targets.





More functional

Middle way

More expressive

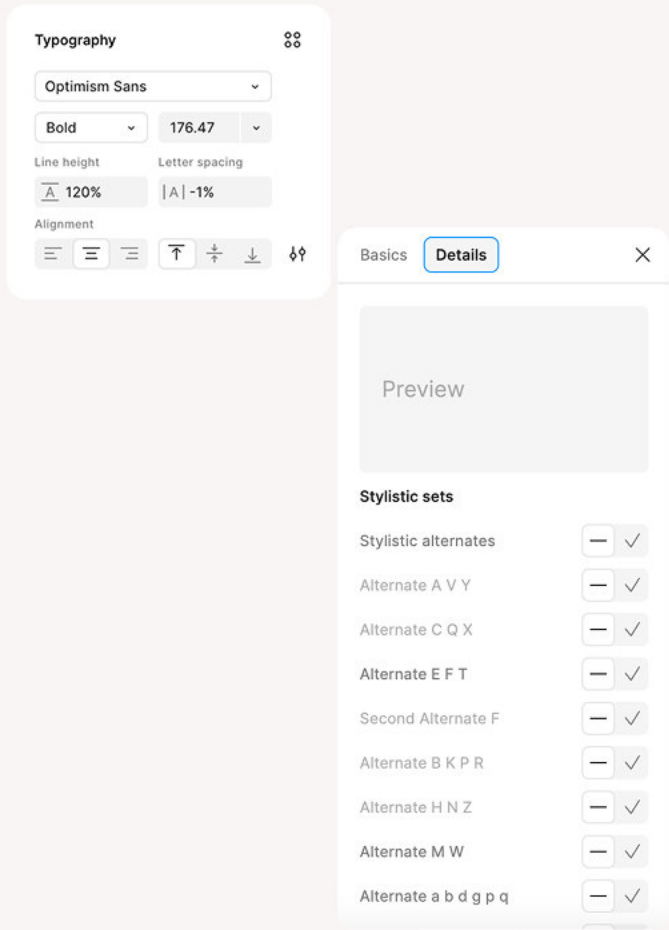
Optimism Sans

Stylistic sets

Over the next few pages we will walk you through how the expressive form of Optimism Sans can be activated through stylistic sets. They can be accessed easily in Figma or the Adobe suite through the steps outlined below.

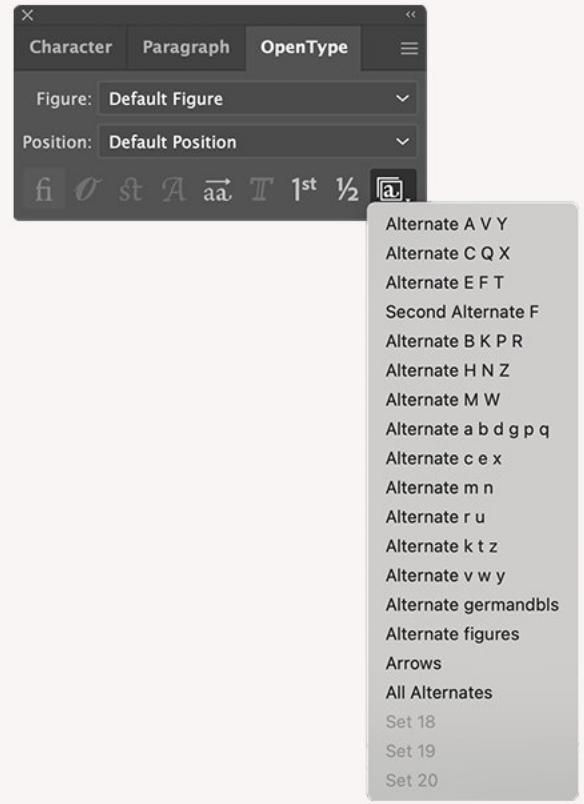
Accessing stylistic sets on Figma

Typography > Type settings > Details > Stylistic sets



Accessing stylistic sets on Adobe

Type > OpenType > Stylistic sets

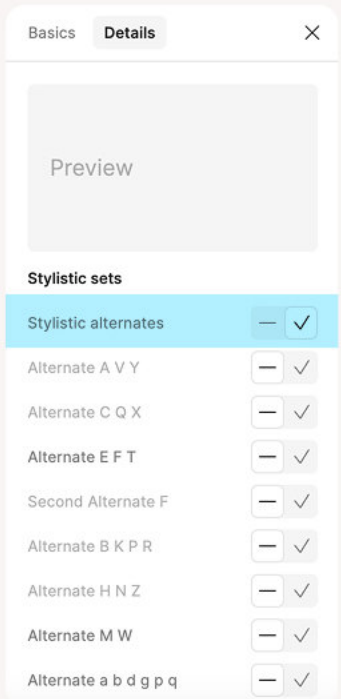


Optimism Sans

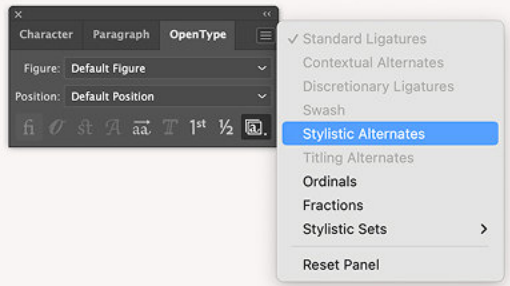
Stylistic sets

Within the ‘Stylistic sets’ tab, there’ll be a setting called ‘Stylistic Alternates’. Enabling this particular setting activates all letters with an expressive form, resulting in a type style that is on the maximal expressive end of the scale. You can also find the same function by activating “ All Alternates ” located at the last position of the table

Activating ‘Stylistic alternates’ setting in Figma



Activating ‘Stylistic alternates’ setting in Adobe



Activating ‘All Alternates’ setting in Adobe



Default

Urban public transportation

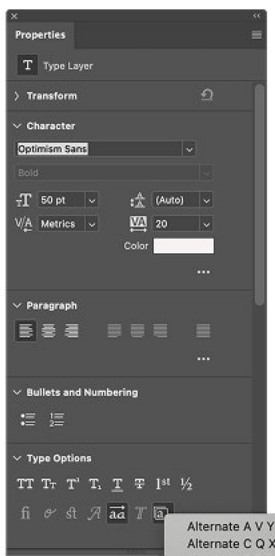
Stylistic alternates enabled

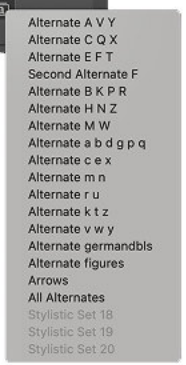
Urban public transportation

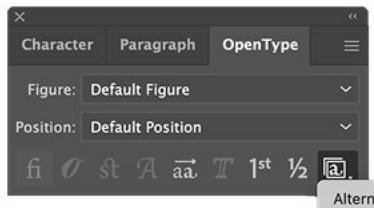
Optimism Sans

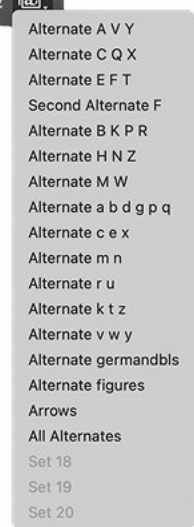
Stylistic sets

Every software has some small differences regarding where to find the stylistic Sets.

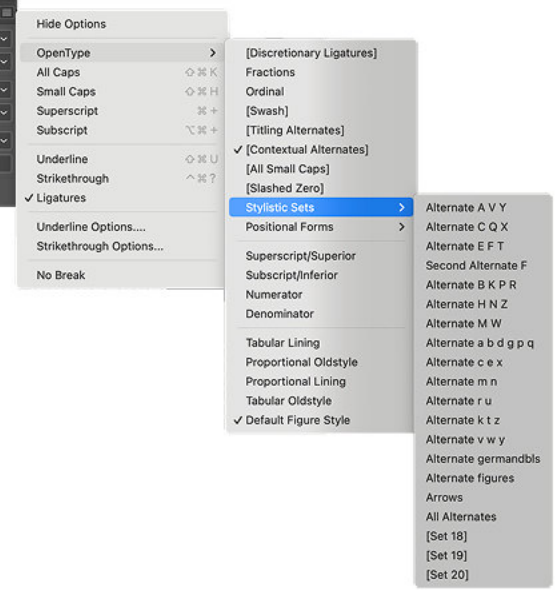


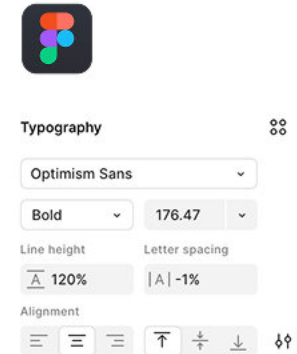


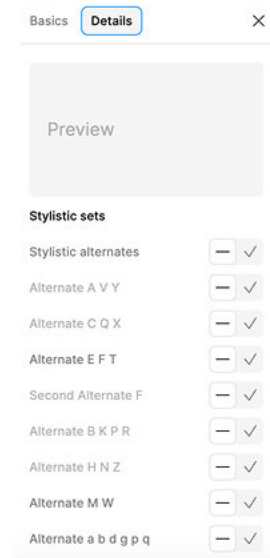












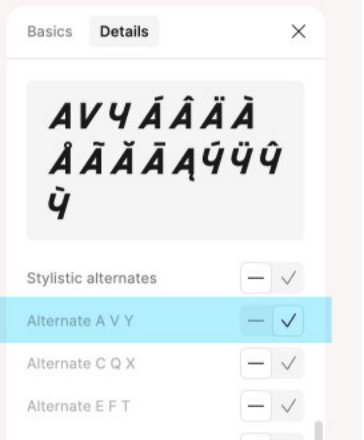
Note: When the button " Stylistic sets alternate" is activated, you cannot select any specific letters, in order to do that you need to unselect " Stylistic alternates"
You can also select " All alternates " located at the last position of the table.

Optimism Sans

Stylistic sets

If we don't want to utilise all of the expressive glyphs all in one go, we have another approach where we use specific stylistic sets — there are 12 different defined 'sets' that users can enable based on their needs. Switching a set on activates all expressive glyphs of the letters in that group. By grouping (and activating) letters with similar features together, we get a more consistent look & feel.

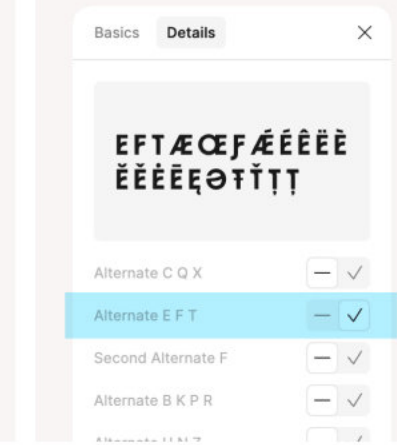
A, V, Y



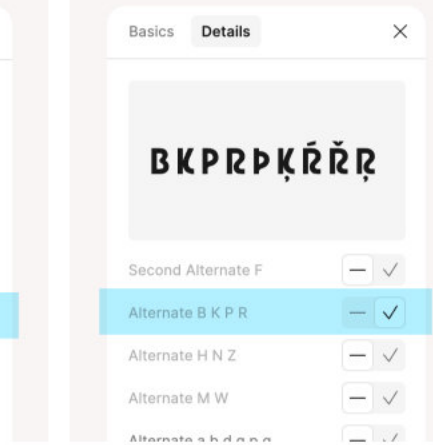
C, Q, X



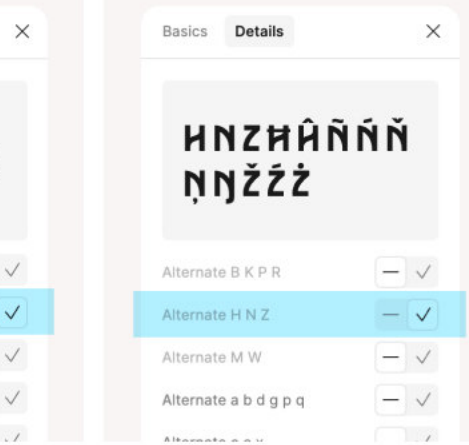
E, F, T



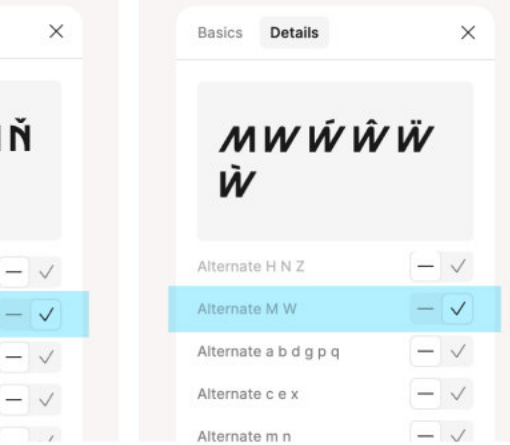
B, K, P, R



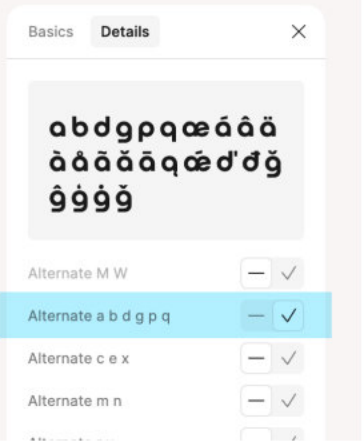
H, N, Z



M, W



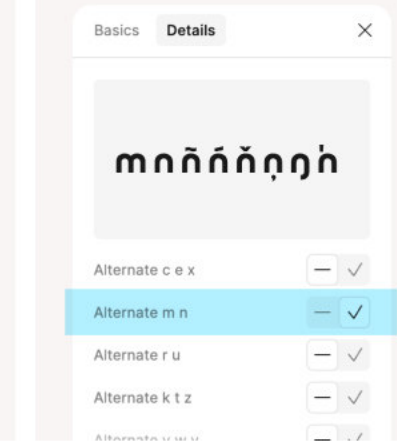
a, b, d, g, p, q



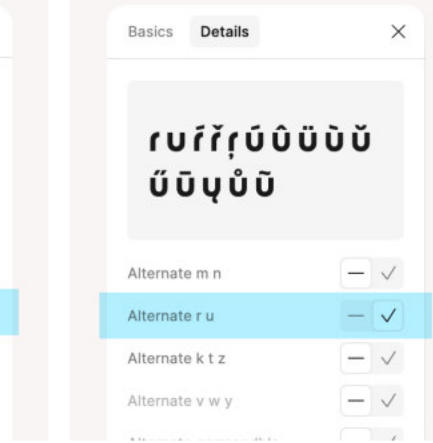
c, e, x



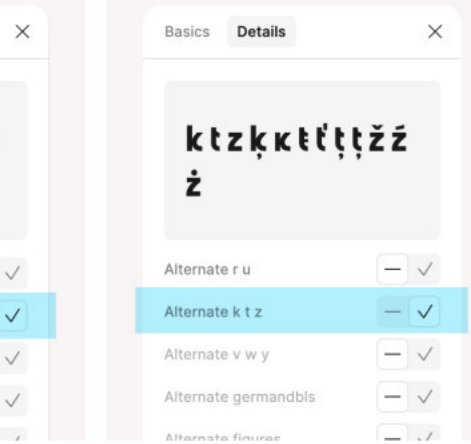
m, n



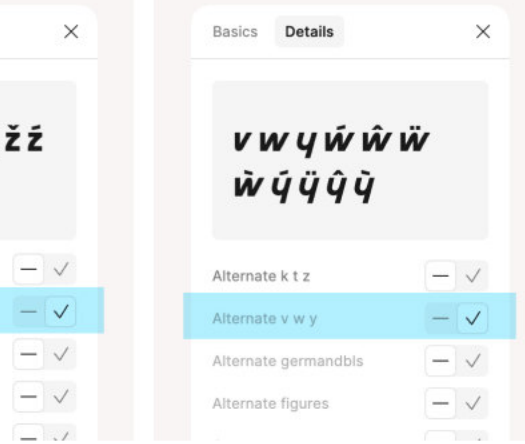
r, u



k, t, z



v, w, y



Optimism Sans

Stylistic sets

Using the example of the word ‘Subway’, we can see how switching on different stylistic sets activates different groups of letters in the word, while leaving the other unaffected letters in their base form.

This same logic applies to words in all caps.

Default

Subway

N/A

Activates r, u
‘u’ is present and activated

Subway



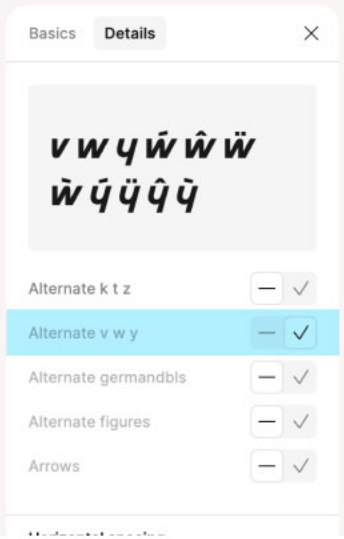
Activates a, b, d, g, p, q
‘b’ and ‘a’ are present and activated

Subway



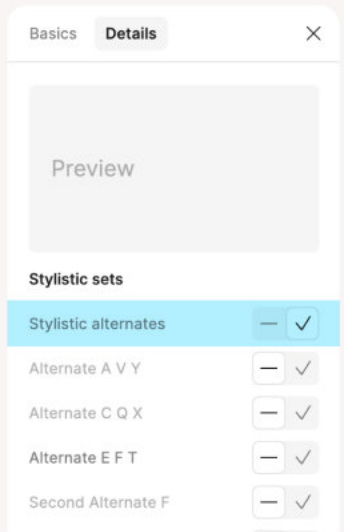
Activates v, w, y
‘w’ and ‘y’ are present and activated

Subway



Activates all exp. glyphs

Subway



More functional

Middle way

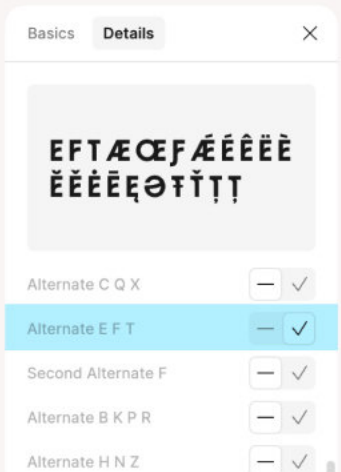
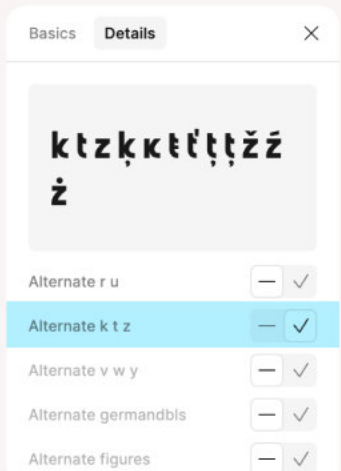
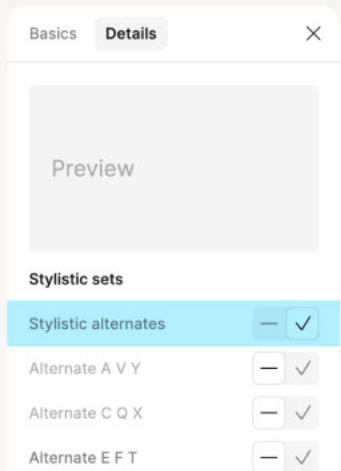
More expressive

Optimism Sans

Stylistic sets

Using the example of the word ‘Frankfurt’, we can see how switching on different stylistic sets activates different groups of letters in the word, while leaving the other unaffected letters in their base form.

This same logic applies to words in all caps.

Default	Activates E, F, T ‘F’ is present and activated	Activates r, u ‘r’ and ‘u’ are present and activated	Activates k, t, z ‘k’ and ‘t’ are present and activated	Activates all exp. glyphs
Frankfurt	Frankfurt	Frankfurt	Frankfurt	Frankfurt
N/A				

More functional — Middle way — More expressive

Optimism Sans

Stylistic sets

There are no concrete rules dictating which glyphs should be switched out for their more expressive forms (when the need arises), but outlined below is a loose general logic that can help us figure out the order in which we activate stylistic sets in a roughly systematic way.

1. Full base-form
   We always start with an all-base-form type setting. This allows us to figure out the best glyphs to switch in a systematic way.

2. First 'set' to activate
   We usually start by switching out the first letter of the word. If the first letter is one that doesn't have an expressive glyph (e.g. U), we then move on to the next step.

3. Second 'set' to activate (if required)
   The second stylistic set to be activated can be any letter group that is present in the title.

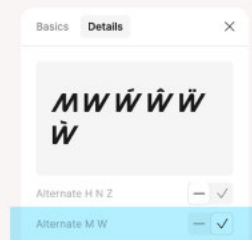
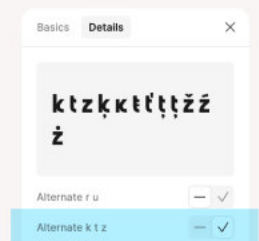
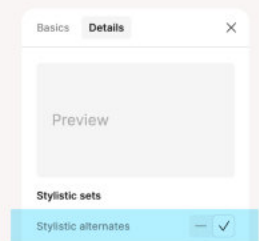
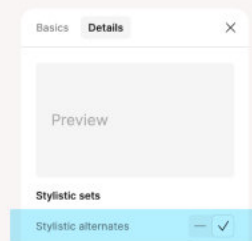
   This step can be repeated until the desired level of expressiveness is achieved.

4. Activating all stylistic alternates (if required)
   In special instances, we can choose to switch out all (possible) letters for their expressive alternates. This is the most expressive form our type can take, and can be achieved through turning on 'Stylistic alternates'.

More expressive

Middle way

More functional

N/A	Carpark	N/A	More liveable cities
	Carpark		More livable cities
	Carpark		More livable cities
	Carpark		More livable cities

Optimism Sans

Stylistic sets

The full scale here illustrates how we can dial things up with just a few strategic letter changes, while ensuring that all the executions look part of the same coherent whole.

No Stylistic sets applied

Together, we make cities more livable

Between 20-80% of sets applied

Together, we make cities more livable

100% Stylistic sets applied

Together, *we* make cities more livable

More functional

Middle way

More expressive

Optimism Sans

We can typeset our text in both sentence-case and all-caps settings. Sentence case is used most of the time to prioritise clear communication, although all-caps can be used occasionally in short emphasised headlines that have a maximum of ~4 words.

More functional

More expressive

Newco
B2B/B2G

80% Sentence case
Default setting for Newco headlines
Expressive glyphs used occasionally

Base form sentence case is used more here.

20% All-caps
Used rarely only in short emphasised headlines up to ~4 words

JOIN US

EasyPark
B2C

50% Sentence case
Used for headlines exceeding ~4 words
Expressive glyphs used with more frequency

Make space for life easily.

50% All-caps
Used for short snappy headlines up to ~4 words
Expressive glyphs used with high frequency

PAY EASY

Optimism Sans

We have a fallback option for our bespoke headline font for platforms such as Google Slides which are not able to support custom typefaces that don't live on Google Fonts. Please use Urbanist (available for download on Google Fonts) in its extra bold weight as a fallback option in such cases.

Bespoke type for use whenever possible

Together, we make cities more livable

Fallback type for Google Suite, emailers
Urbanist
Extra Bold

Together, we make cities more livable

DM Sans

Our functional body typeface, DM Sans pairs very well with our bespoke typeface, as both share geometric characteristics.

Bespoke type



DM Sans

Making cities more livable

DM Sans

DM Sans is a free Google font with a simple, geometric design, ideal for mobile interfaces due to its readability at smaller sizes. As a variable font, it allows for dynamic adjustments in weight and thickness, fitting various design elements like headings, body text, or buttons.

Making cities more livable

5,000+ parking operators. EasyPark Group has a unique market coverage with presence in over 20 countries and more than 4,000 cities.

With our award-winning app, we have been helping drivers save time and money since 2001. But what we don't stop there. We build smarter, more livable cities – one parking spot at a time.

With the use of technology, we break barriers and improve the urban life experience. We help cities balance parking supply and driver demand – not by adding additional parking.

Overview

AaBbCcDdEeFfG
gHhIiJjKkLlMmNn
OoPpQqRrSsTtU
uVvWwXxYyZz
0123456789

Language support

478 languages supported

Africa: 169 languages
Americas: 109 languages
Asia: 74 languages
Europe: 104 languages
Oceania: 25 languages

In website

Parking Dashboard

Get a macro-view of the parking ecosystem and insights into parking behavior.

Dash to the board

In product

Welcome

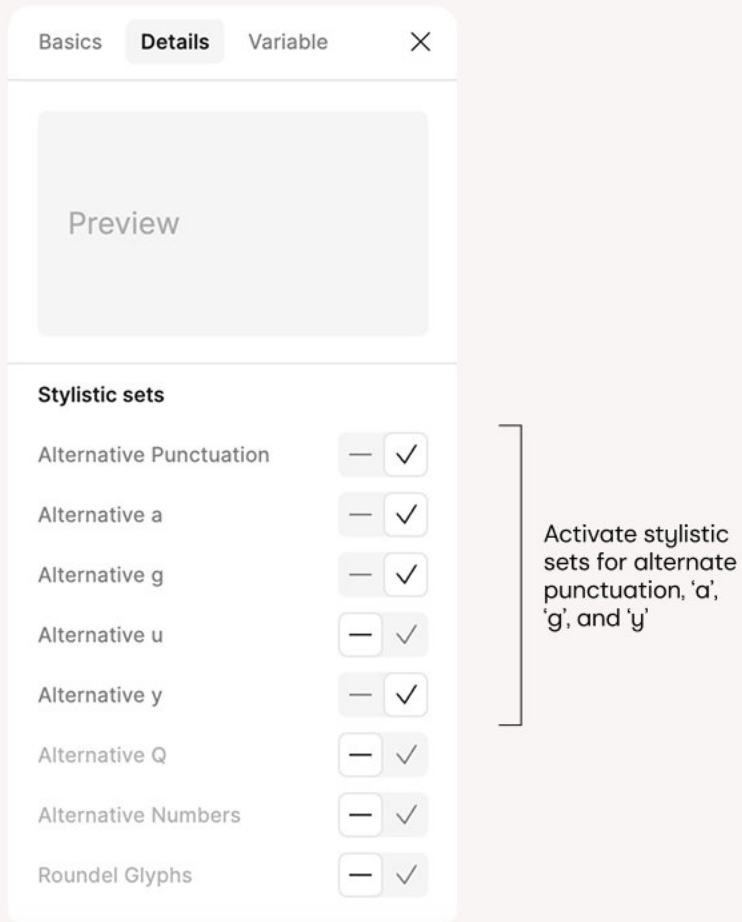
We'll send a 6-digit code to verify your account.

+46 | 76 766 56 19

DM Sans

Stylistic sets

We activate the stylistic alternates for the letters ‘a’, ‘g’, ‘y’ and punctuations in DM Sans whenever possible as they visually align more closely with our Optimism Sans headlines. Figma users can go to Type settings > Details > Stylistic sets in order to access this feature. However, for platforms such as Google Slides that lack Opentype feature support, we settle for using the default version of DM Sans.



Default

Mobility

Recommended

Mobility

Default

Parking

Recommended

Parking

Default

Digital

Recommended

Digital

Default

Easily

Recommended

Easily

Hierarchy

Type settings

On this page are some high-level, general typesetting principles — but please refer to relevant documentation (e.g. Website, Newsletter etc. guidelines) for more specific guidance. Figures are expressed in approximate ranges (eg. Tracking is approx between -1% and -3%) in order to offer some flexibility in application.

Display headlines
Newco Sans
One weight

Tracking (figma): ≈ -1% / 0%
Tracking (adobe): ≈ -10 / 0
Leading: ≈ 90-105%

Together, *we* make cities more livable

Sub headers
Newco Sans
One weight

Tracking (figma): ≈ -1% / 0%
Tracking (adobe): ≈ -10 / 0
Leading: ≈ 100-110%

Big cars – a new challenge for cities

Lead paragraph
DM Sans
Bold

Tracking (figma): ≈ -1% / -3%
Tracking (adobe): ≈ -10 / -30
Leading: ≈ 110-135%

Cars are getting increasingly bigger, and it affects cities. EasyPark Group has compiled research and data that shows the rapid growth of cars and what cities can do to tackle it. EasyPark Insights helps cities make data-driven decisions, enabling them to better manage these challenges and make cities more livable.

Body copy
DM Sans
Medium

Tracking (figma): ≈ -1% / -3%
Tracking (adobe): ≈ -10 / -30
Leading: ≈ 110-135%

"Autobesity", is a new term for an increasingly more common challenge that cities may have to confront in the future. The term broadly describes the potential issue of cars becoming larger. Research from Transport & Environment (T&E) shows that cars are getting 1 cm wider every 2 years. And on top of that, the SUV's are becoming a more common sight in urban areas. While the cars continue to expand, in both width and length, the parking spots or on-street parking on roads hasn't been dimensioned to fit the new growing car fleet.

Hierarchy

Type sizing

We have general rules to ensure a good level of type size hierarchy for both legibility and visual reasons. As a general rule of thumb, please ensure that each ‘typographic tier’ is at least 1.5× the size of the tier below it — anything below this ratio results in insufficient contrast between the layers of information.

Minimum type size hierarchy

Each tier is ≈ 1.5× the size of the tier below it.

1.5Y

Together, *we* make cities more livable

Y = 1.5X

Big cars – a new challenge for cities

X

Cars are getting increasingly bigger, and it affects cities. Ea Group has compiled research and data that shows the rapic of cars and what cities can do to tackle it.

X

“Autobesity”, is a new term for an increasingly more common c cities may have to confront in the future. The term broadly des potential issue of cars becoming larger. Research from Transp Environment (T&E) shows that cars are getting 1 cm wider ever on top of that, the SUV’s are becoming a more common sight i While the cars continue to expand, in both width and length, th spots or on-street parking on roads hasn’t been dimensioned t growing car fleet.

Recommended type size hierarchy

Each tier is ≈ 2× the size of the tier below it.

2Y

Together, *we* mo cities more livab

Y = 2X

Big cars – a new challenge for ci

X

Cars are getting increasingly bigger, and it affects cities. Ea Group has compiled research and data that shows the rapic of cars and what cities can do to tackle it.

X

“Autobesity”, is a new term for an increasingly more common c cities may have to confront in the future. The term broadly des potential issue of cars becoming larger. Research from Transp Environment (T&E) shows that cars are getting 1 cm wider ever on top of that, the SUV’s are becoming a more common sight i While the cars continue to expand, in both width and length, th spots or on-street parking on roads hasn’t been dimensioned t growing car fleet.

Example of larger type size hierarchy

Each tier is > 2× the size of the tier below it.

2.5Y

Together, cities mor

Y = 2.5X

Big cars – a new challeng

X

Cars are getting increasingly bigger, and it affects cities. Ea Group has compiled research and data that shows the rapic of cars and what cities can do to tackle it.

X

“Autobesity”, is a new term for an increasingly more common c cities may have to confront in the future. The term broadly des potential issue of cars becoming larger. Research from Transp Environment (T&E) shows that cars are getting 1 cm wider ever on top of that, the SUV’s are becoming a more common sight i While the cars continue to expand, in both width and length, th spots or on-street parking on roads hasn’t been dimensioned t growing car fleet.

Hierarchy

Type colour
(Light backgrounds)

We use a combination of our brand purple and black for text on light backgrounds. Generally speaking, purple is usually used with Optimism Sans, whereas black is usually used with DM Sans. Please refer to relevant documentation (e.g. Website, Newsletter guidelines) for much more specific guidance for those respective touchpoints, especially since digital touchpoints might require the use of more tints.

■ Colours allowed



Hierarchy

Type colour
(Image or Dark backgrounds)

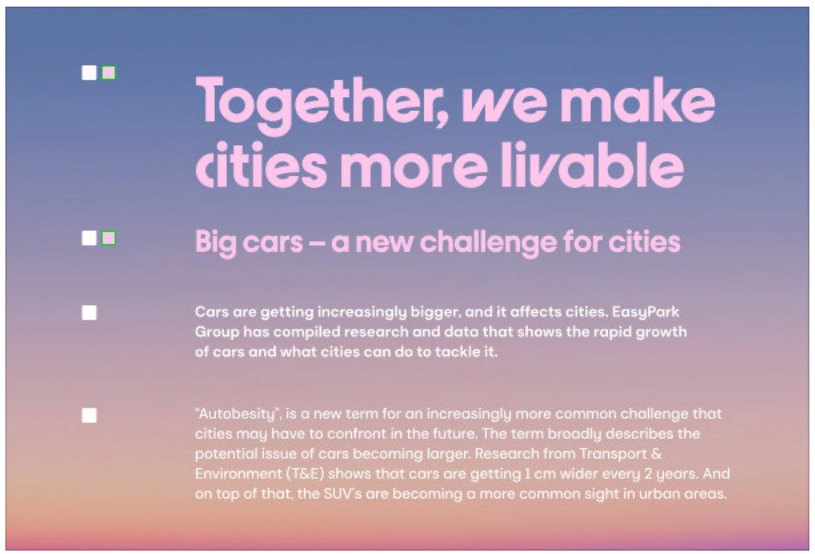
White and our brand's light pink are the colours used when applying text over image or dark backgrounds. Please note that dark backgrounds should only be used in exceptional circumstances (e.g. when dark mode is required) — otherwise we either stick to image or light-colour backgrounds.

■ Colours allowed











Making cities more livable

Your city is a complex ecosystem where parking impacts mobility and livability. Manual or analog processes hinder your ability to see the big picture, the interconnectedness of demand, supply and how your zoning regulations affect mobility. We believe you can change that.

Our team has built the tools to collect, visualize and act on data needed to optimise parking. Additionally, we help you make sense of it, and share our expertise and best-practice to empower you. We are helping you make better policies and drivers make better choices



Arrive

2025.01.21

Arrive

Making cities more livable



Arrive

About Arrive group

Arrive group

In 2021, the EasyPark group acquired the global provider of digital parking services, the PARK NOW-group, including the apps ParkMobile, RingGo and Park-Line. The EasyPark group has unique market coverage with a presence in over 20 countries, more than 4,200 cities and works with over 5,000 park operators.





Parking Dashboard

This is a short explanatory text – just keep it short since people can't read and listen at the same time.

CameraPark

This is a short explanatory text – just keep it short since people can't read and listen at the same time.

Insights

This is a short explanatory text – just keep it short since people can't read and listen at the same time.

Permits

This is a short explanatory text – just keep it short since people can't read and listen at the same time.

E-loading

This is a short explanatory text – just keep it short since people can't read and listen at the same time.

In-Car Integration

This is a short explanatory text – just keep it short since people can't read and listen at the same time.



Arrive

We make cities more livable





Arrive

Takeaways



- Optimism Sans is used in headlines, with Urbanist as a fall back font. For body, we use DM Sans.
- To adjust the expressiveness of the typography, use stylistic sets.
- We use sentence case on all headlines. Unless we have CTAs or short headlines below 4 words or 5 characters, then all caps is allowed.
- Follow the text hierarchy and color combination rules.

Index

Arrive

04 Photography

Concept

Image style

Ai generation

Ai vs Stock

Own photography

Examples

Takeaways

Concept

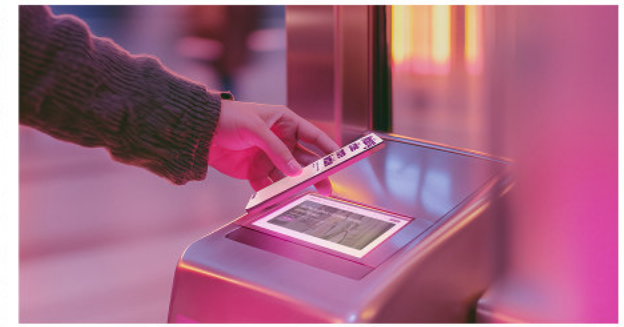
We have a highly distinctive and optimistic photography style that is defined by a few key hallmarks:

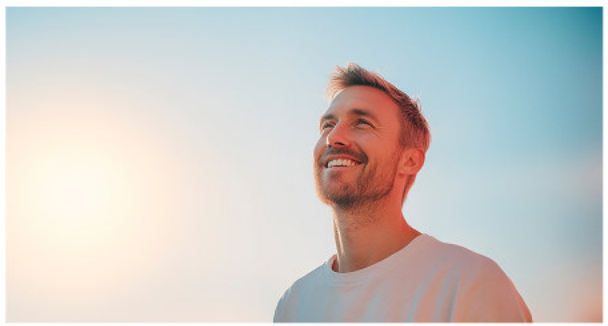
- Our image compositions are simple, open and airy with lots of negative space
- A touch of pink is always naturally incorporated into every image
- As a brand that is optimistic about the future, our images usually feature bright, sunny weather with warm natural light.

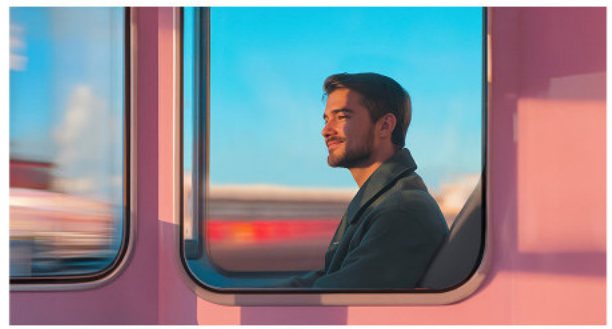






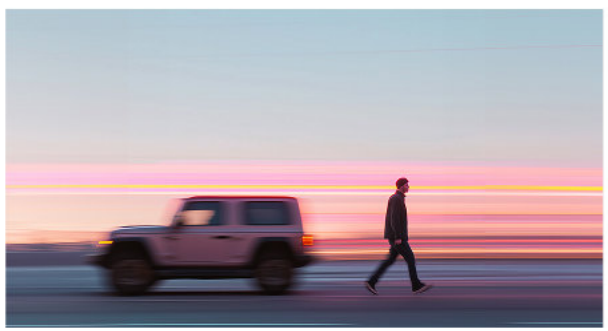


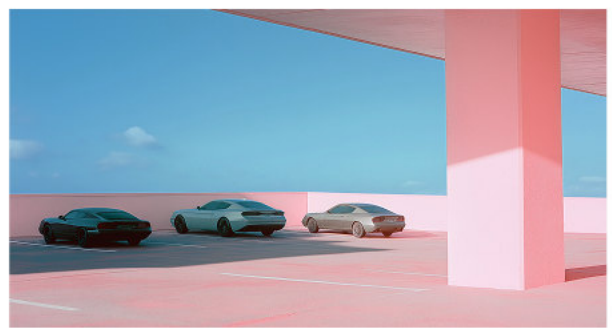


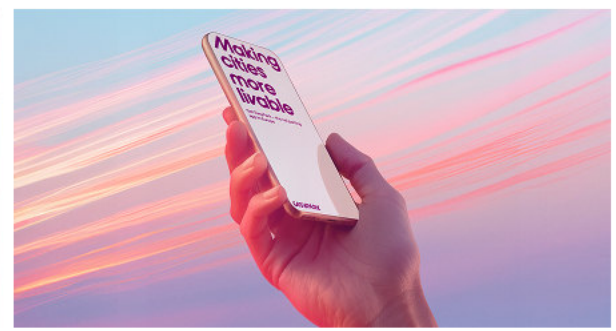














Concept

Heavily inspired by optimistic visions of the future of mobility, our brand photography can be grouped into 3 main categories:

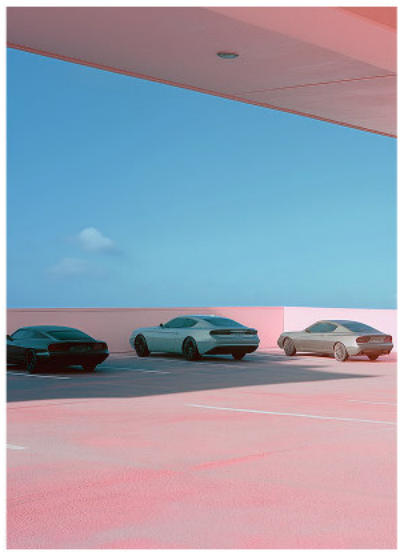
1. From above	Macro view imagery capturing the infrastructure of cities from a birds eye view
2. On the ground	Mid-range imagery showcasing urban life and services on a street-level view
3. Close up	Micro view imagery depicting portraits of people and mobile devices in the city

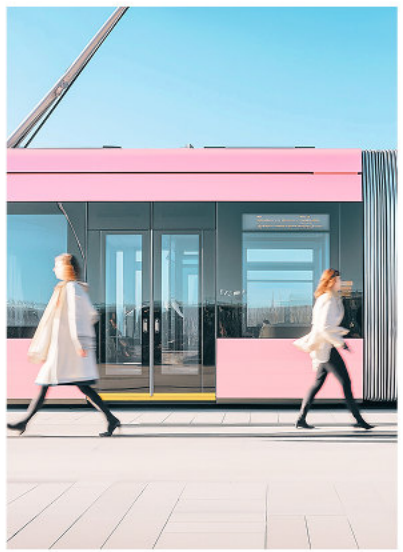
1. From above imagery



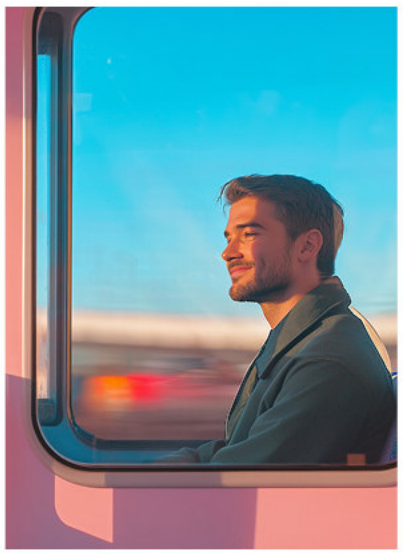


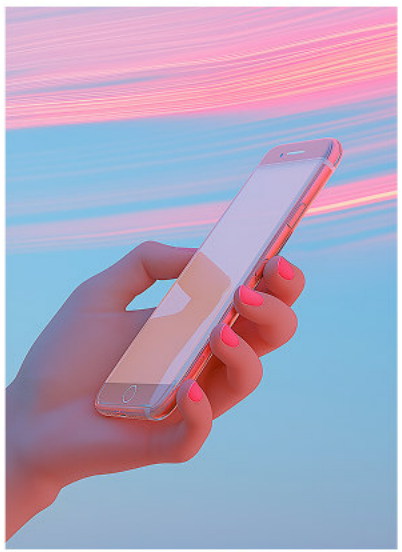
2. On the ground imagery





3. Close-up imagery





Macro view
City scale

Mid-range view

Micro view
User scale

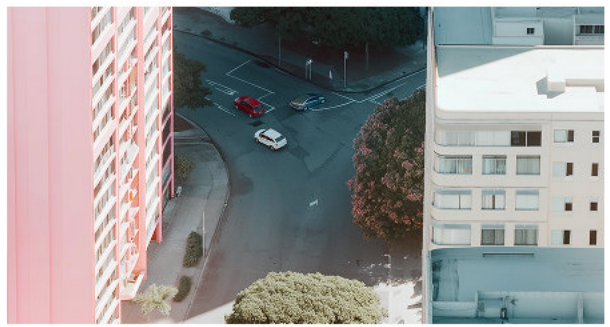
Image style

From above

- ‘From above’ photography refers to aerial images that highlight the geometry and mobility infrastructure of cities and urban areas.
- They are usually shot from overhead angles to show macro views.
- Depicts buildings, people, carparks, cars, public transportation, streets etc.







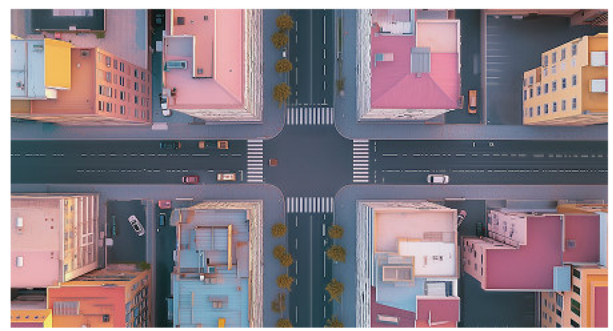
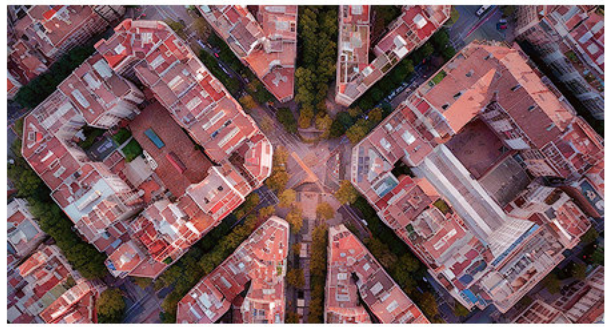




Image style

From above

- We have a few general art direction guidelines that ensure that our photography always possesses a uniquely Arrive DNA that stands out from the sea of generic imagery used by our competitors
- The most important guide is to always ensure that our image compositions are simple, open and airy with lots of negative space, in order to not feel cluttered or claustrophobic.

1. Angle is always from above
   Our 'from above' imagery should always be shot from a high vantage point; direct overhead images are preferred as they show the geometry of the city, but aerials that are shot at an angle are also fully acceptable.



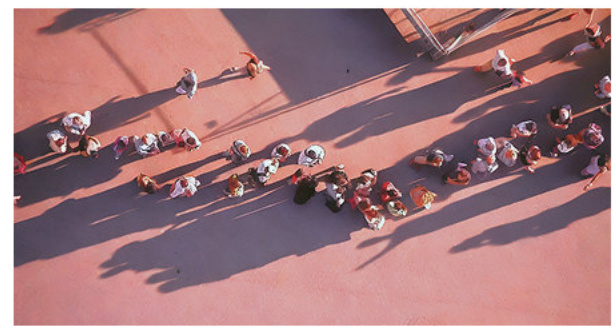


2. Flexibility to the level of zoom
   We have some flexibility when it comes to the zoom-magnitude of our angle, as seen in the examples where a carpark is depicted at different scales.





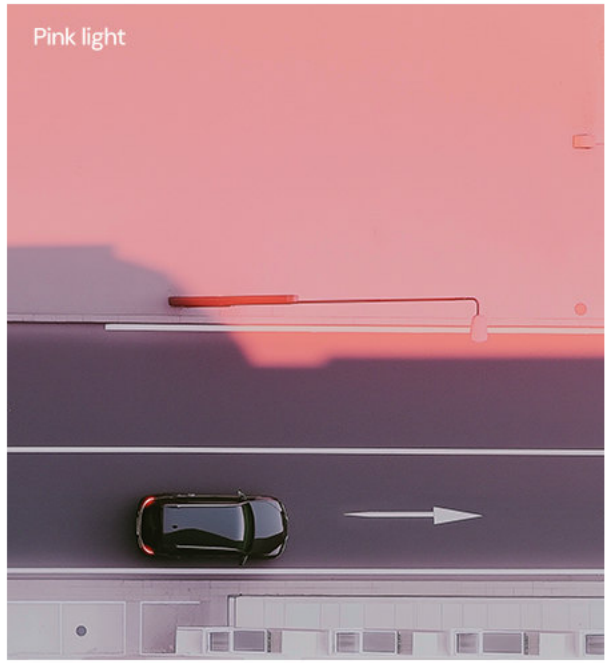
3. Focus on motion and activity
   We try to ensure that there is always some motion or activity in our images, be it through motion blurs, capturing people in an active state, or filling a space with cars and objects so that it doesn't feel too empty. However, balance is key — we still need to ensure the overall composition is clean, airy and not overly busy or hectic.

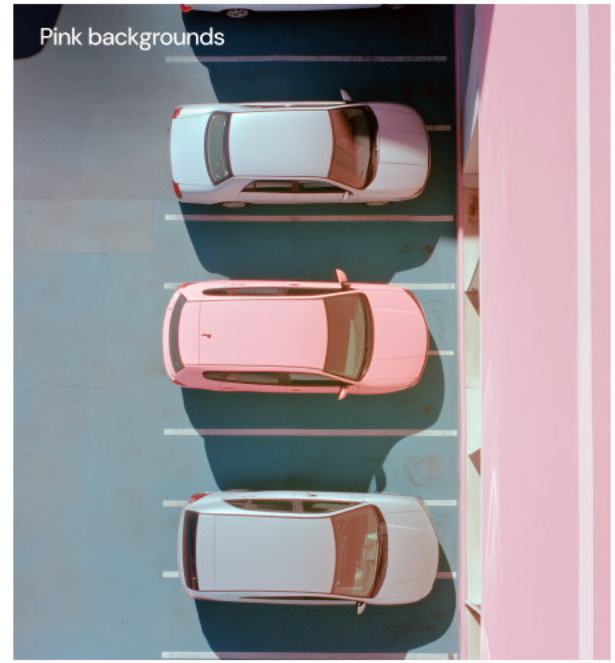

4. Introduce pink whenever possible
   As a brand most known for its pink colour, we try our best to add a touch of pink to our images in a natural way.

   Depending on the image context, we can either add pink through a light source (e.g. pink-ish sunrise or sunset lighting), an element (e.g. colouring a car or roof pink), or add a pale pink background to locations like concrete flooring.

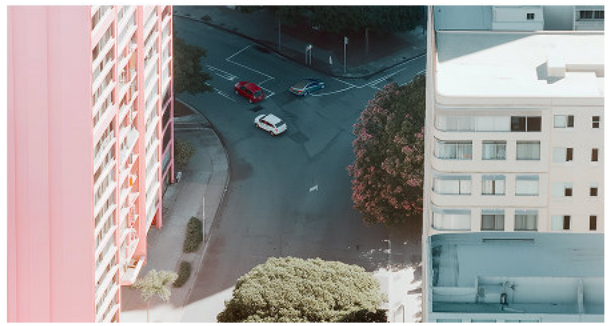
   Always choose the option that feels most natural for the subject matter.







5. Sunny weather with bright sunlight
   Actual skies aren't depicted in this image category since we're constantly looking downwards on the terrain, but we try to envelop the buildings and streets in a warm sunlight in order to evoke an uplifting air of optimism.





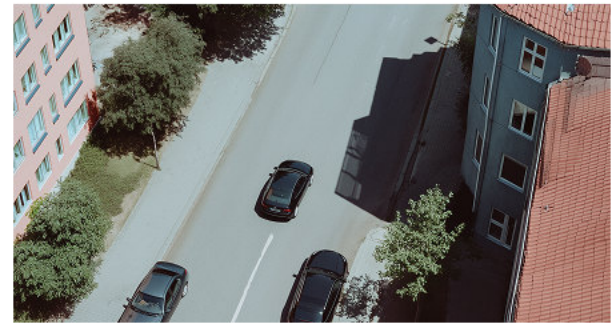
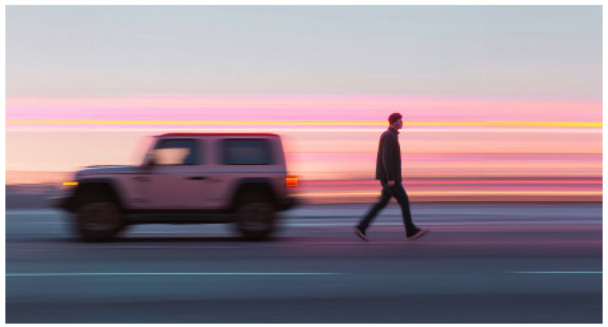
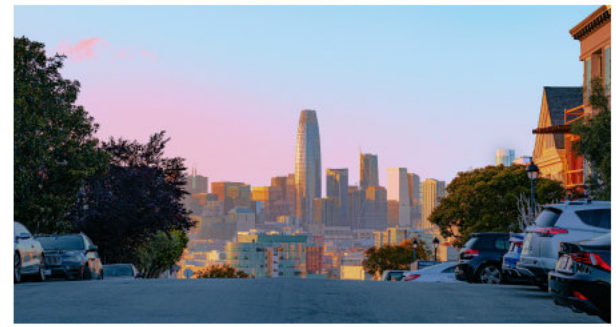
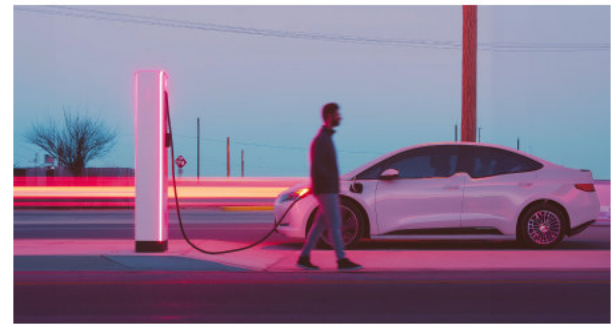
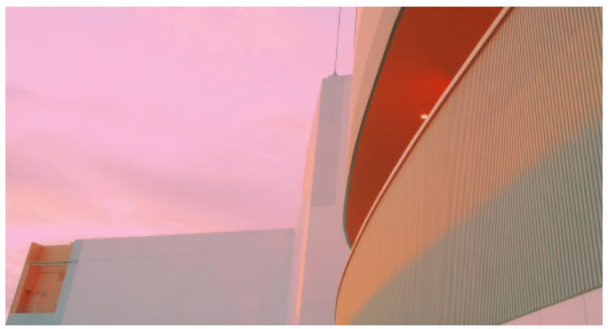
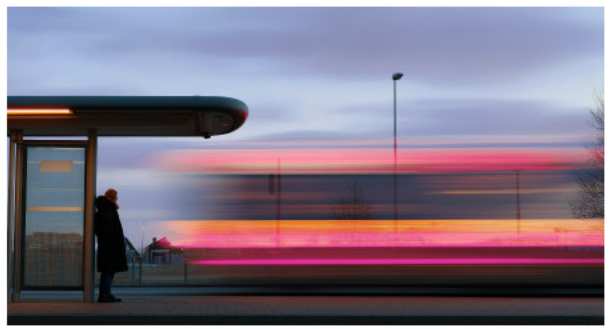
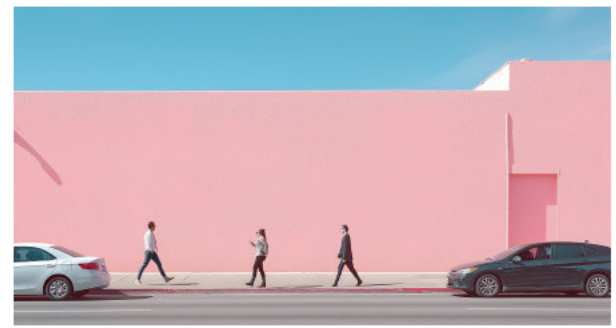


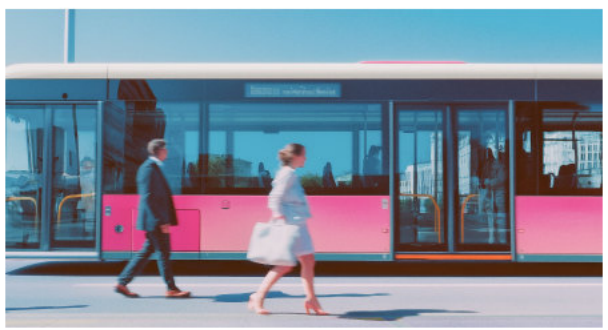
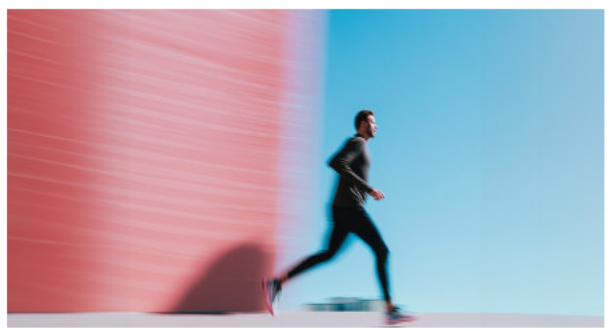
Image style

On the ground

- “On the Ground” photography captures urban life from a street-level perspective.
- Focuses on people, vehicles, streets, and public transportation.
- People are usually depicted at full-body scale.
- Highlights both dynamic motion and calm, minimal compositions.



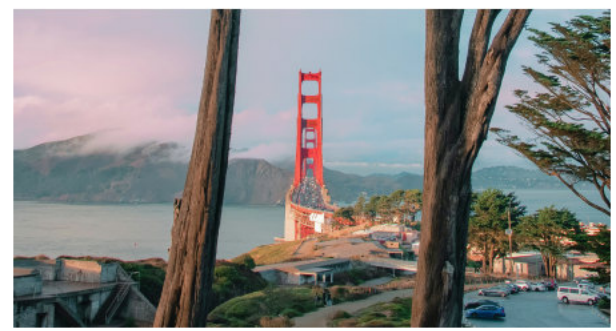
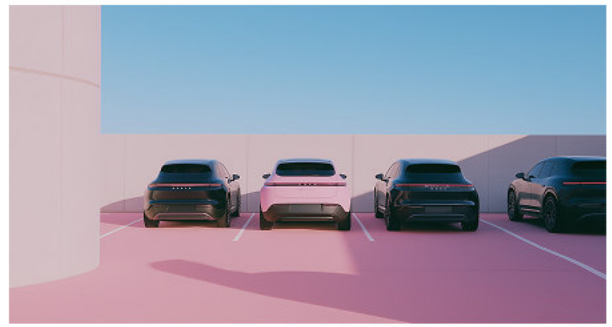
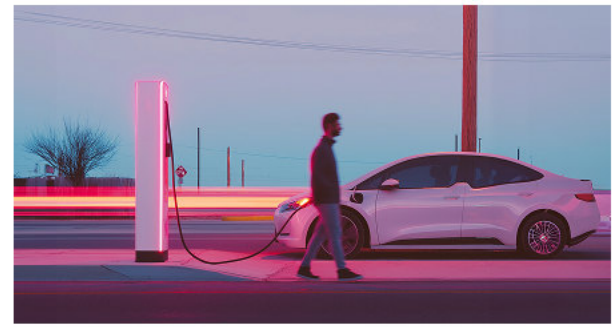
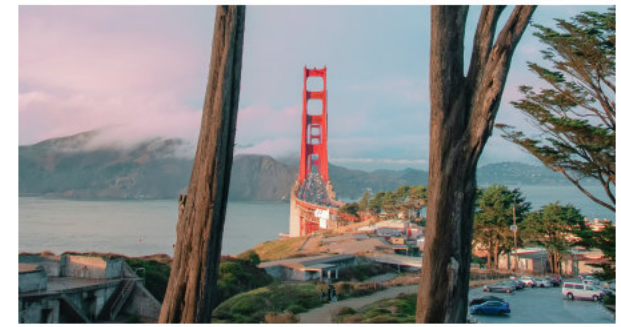


Image style

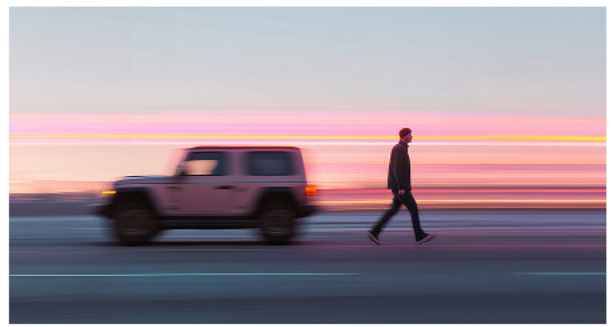
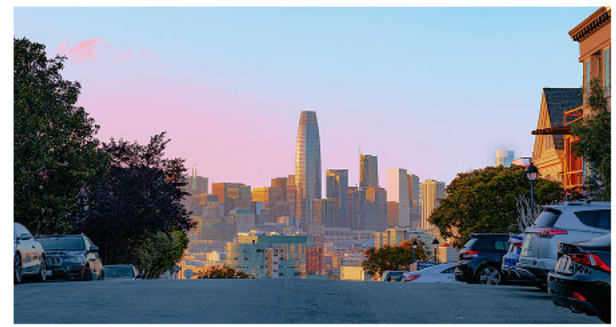
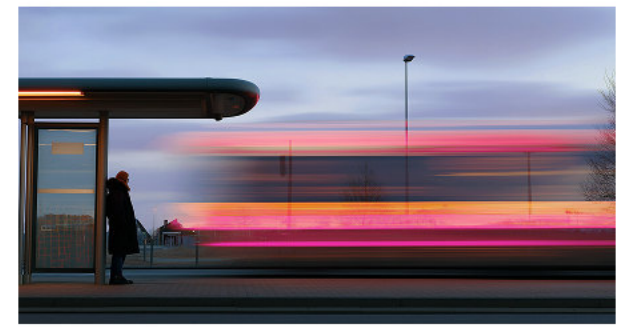
On the ground

- We have a few general art direction guidelines that ensure that our photography always possesses a uniquely Arrive DNA that stands out from the sea of generic imagery used by our competitors
- The most important guide is to always ensure that our image compositions are simple, open and airy with lots of negative space, in order to not feel cluttered or claustrophobic.

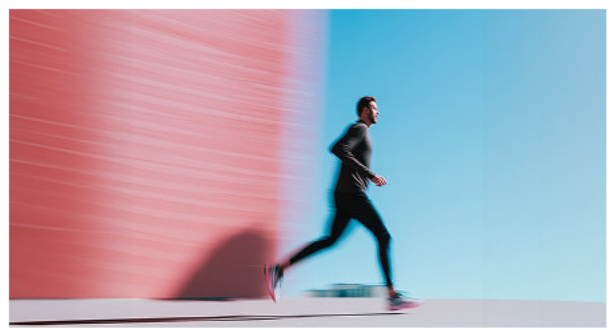
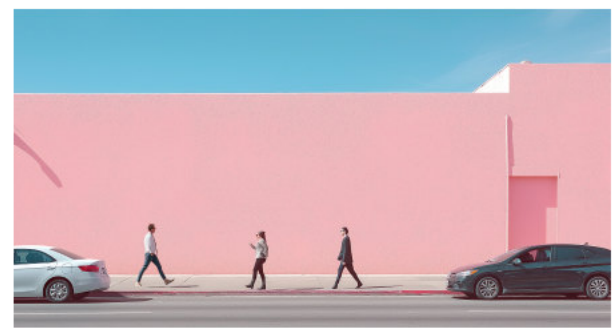
1. Angle is always from the ground
   Our “on the ground” imagery emphasizes perspectives at eye level or slightly below to create an immersive, relatable view of the scene. The ideal scale of these images is to capture people in full-body range.

2. Focus on motion and activity
   We try to ensure that there is always some motion or activity in our images, be it through motion blurs, capturing people in an active state, or filling a space with cars and objects so that it doesn’t feel too empty. However, balance is key — we still need to ensure the overall composition is clean, airy and not overly busy or hectic.

3. Human-centric storytelling
   Our images often depict people in actively engaging with our mobility infrastructure in the city, be it individually or together in groups. We always try to showcase people of different backgrounds as a nod towards the rich diversity of cities all around the world.

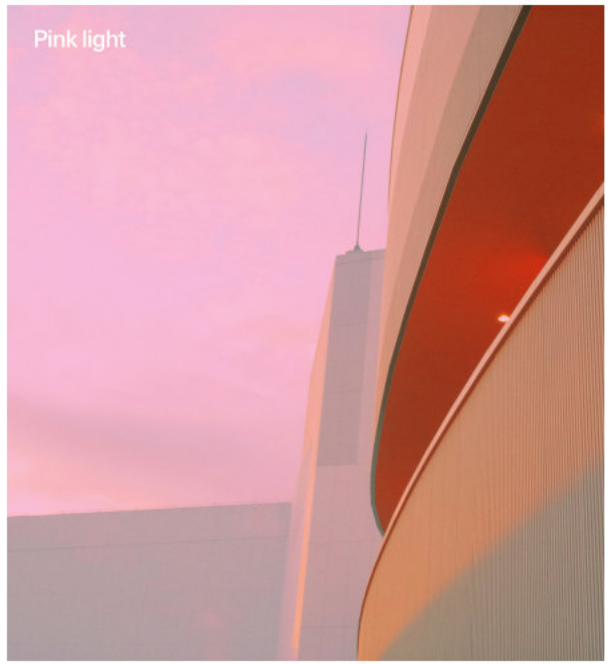



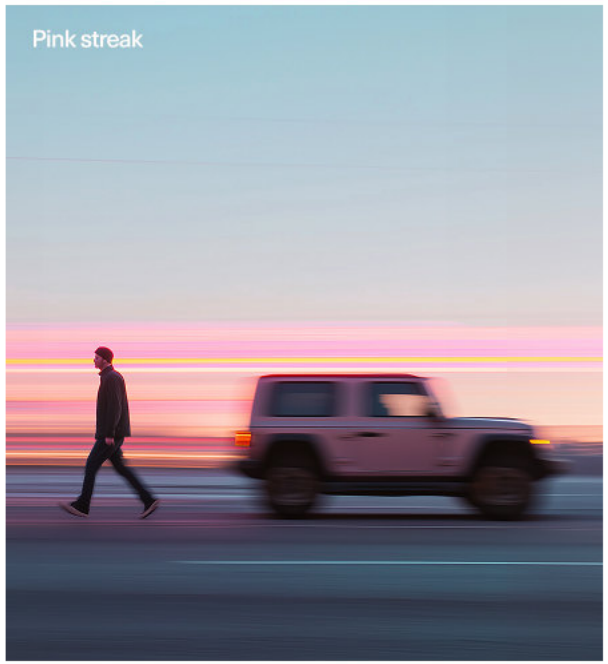

4. Introduce pink whenever possible

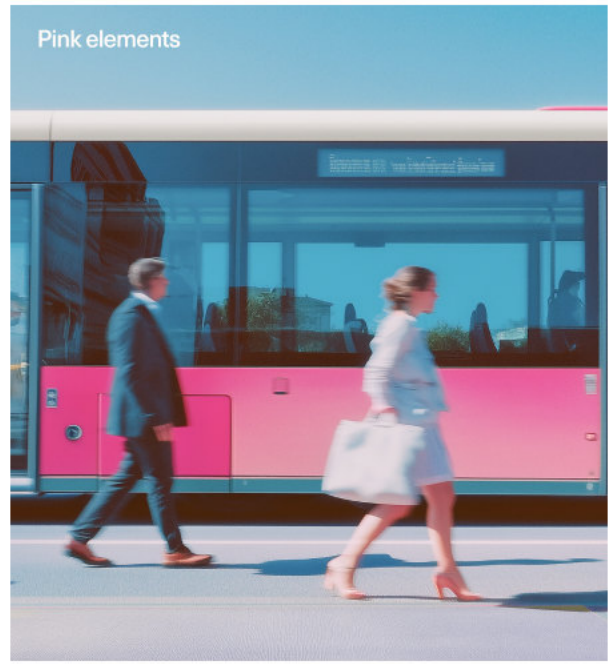
As a brand most known for its pink colour, we try our best to add a touch of pink to our images.

Depending on the image context, we can either add pink through a light source (e.g. pink-ish sunrise or sunset lighting), a motion streak (e.g. the pink blur of mobility), or an element (e.g. a pink bus or tram)

Always choose the option that feels most natural for the subject matter.

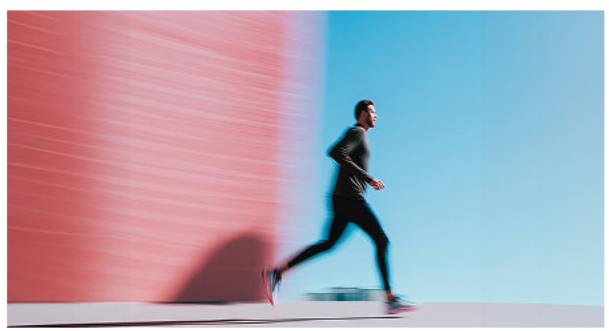


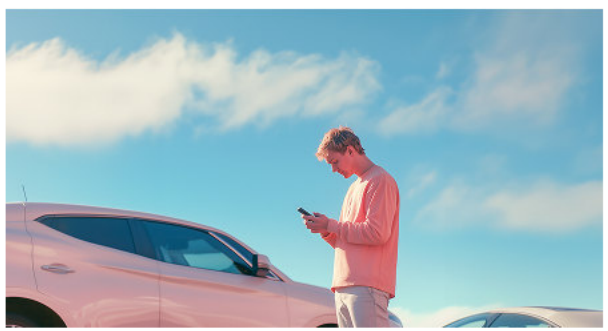




5. Sunny weather with bright sunlight

Our “on the ground” images prioritize bright, sunny weather with warm natural light. This creates an atmosphere of optimism, highlighting city life under vibrant skies and emphasizing the clean, calm Newco aesthetic.





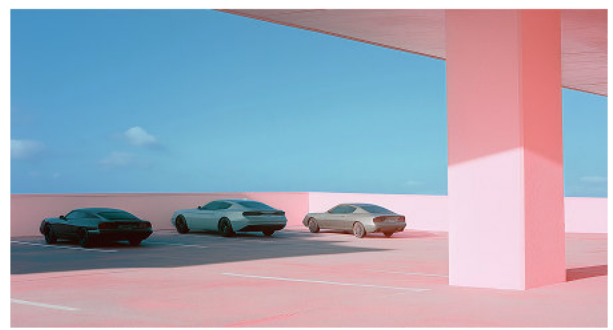
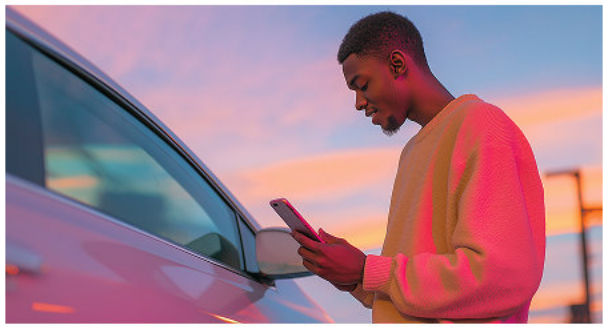
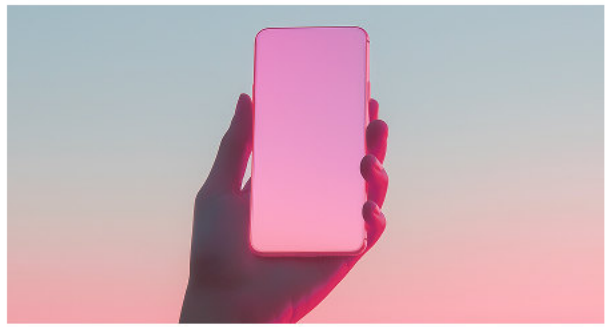
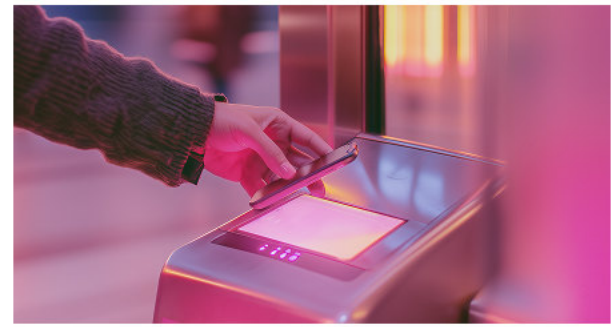


Image style

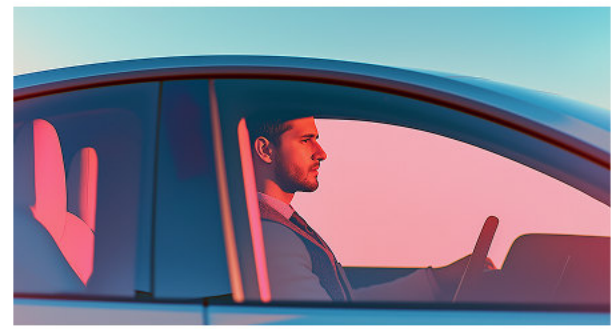
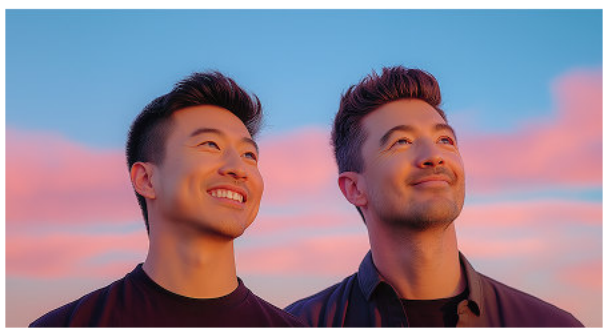
Close up

- “Close-Up” photography captures intimate details and moments.
- Focuses on people’s faces, hands, and expressions.
- Creates a personal connection through eye-level angles.
- This style will be the main one when talking about brand products.





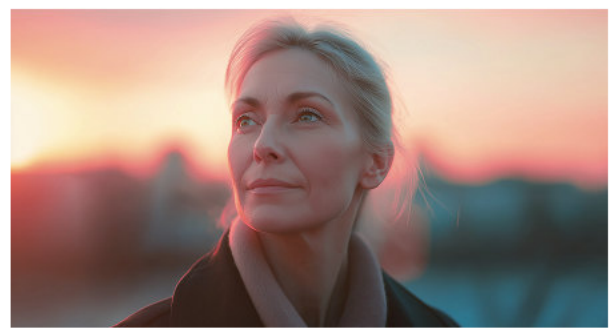
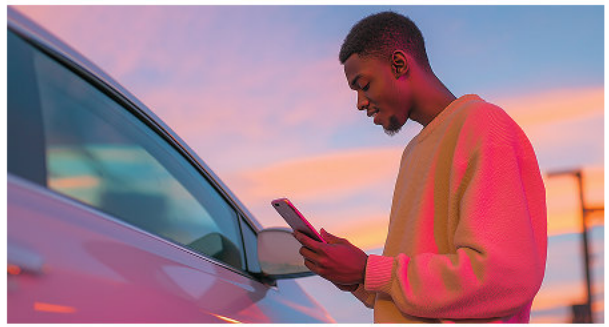


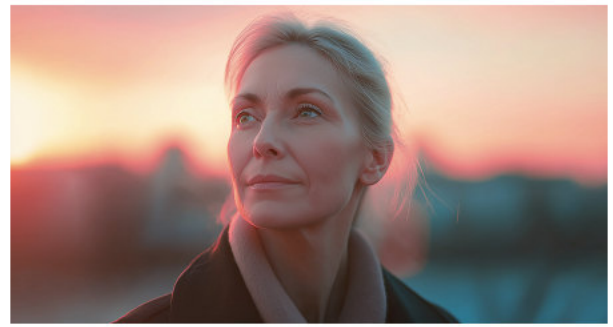

Image style

Close up

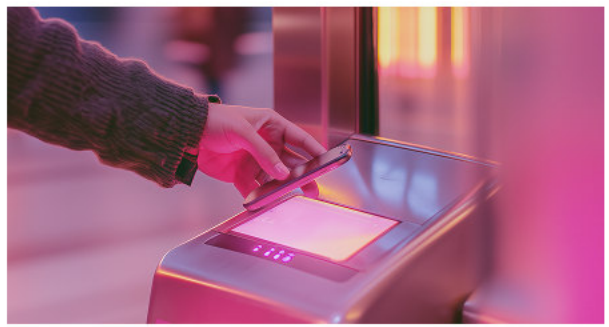
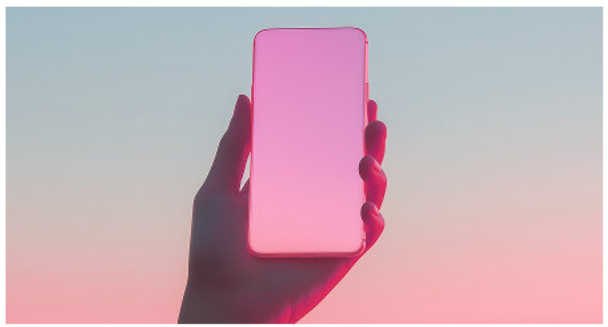
- We have a few general art direction guidelines that ensure that our photography always possesses a uniquely Arrive DNA that stands out from the sea of generic imagery used by our competitors
- The most important guide is to always ensure that our image compositions are simple, open and airy with lots of negative space, in order to not feel cluttered or claustrophobic.

1. Angle from a Personal Viewpoint:
   Close-up shots should be captured at eye-level or slightly below to create an immersive, personal connection with the subject. This angle allows the viewer to feel as though they are experiencing the moment firsthand.





2. Focus on Detail:
   Close-up shots should focus on the finer details—such as hands interacting with phones, faces lit by the glow of sunset, or the subtle movement of people in the urban space. This creates an intimate, relatable connection between the subject and the viewer.


3. Human-centric storytelling
   Our images often depict people in actively engaging with our mobility infrastructure in the city, be it individually or together in groups. We always try to showcase people of different backgrounds as a nod towards the rich diversity of cities all around the world.



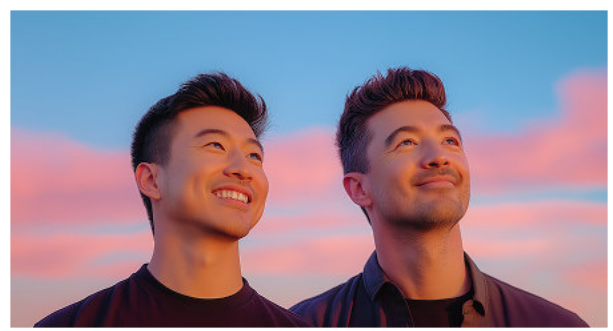


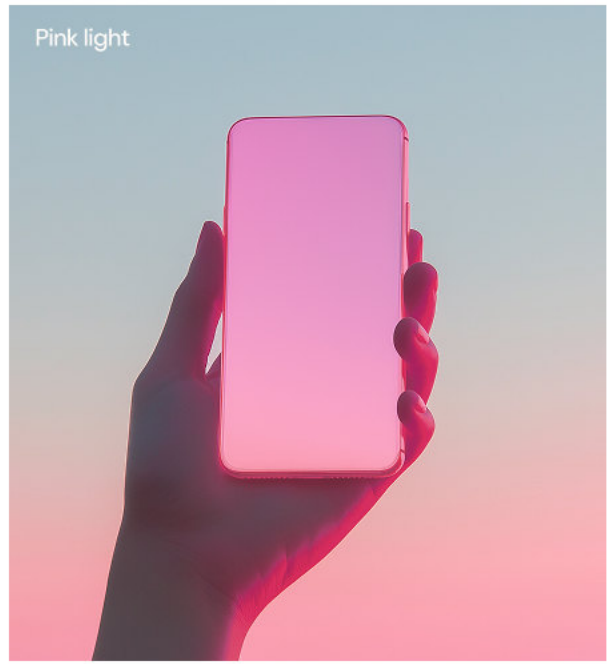
Image style

Close up

4. Introduce pink whenever possible
   As a brand known for its pink color, we aim to subtly incorporate it into our close-up imagery. In close-ups, pink can be introduced through soft lighting (such as the pink glow reflecting off a phone screen), small elements in the background (like a pink accessory or surface), or light streaks that add a sense of movement.

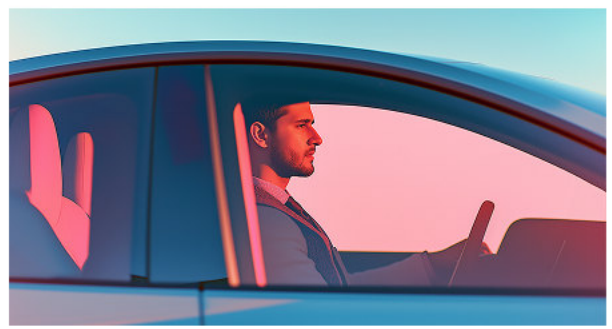
   Always choose the method that feels most natural and enhances the intimacy of the close-up, ensuring the pink accent complements the subject matter.

5. Sunny weather with bright sunlight
   Ensure close-ups are captured in bright, natural sunlight, which highlights details with warmth and clarity, bringing a sense of optimism and vibrancy to the close-up moments.

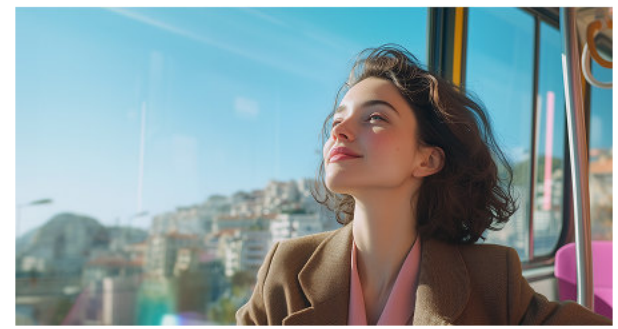










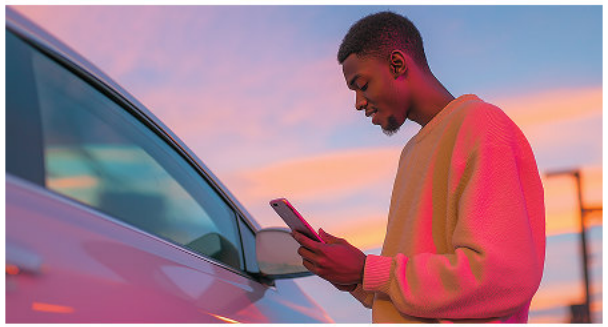
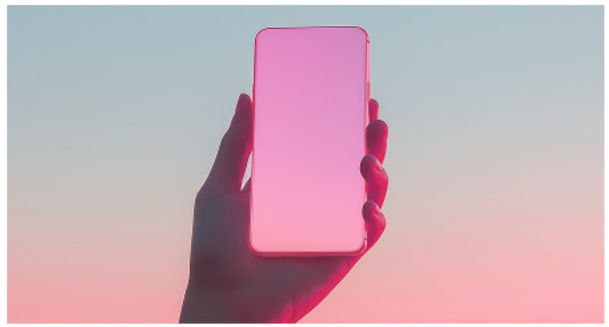
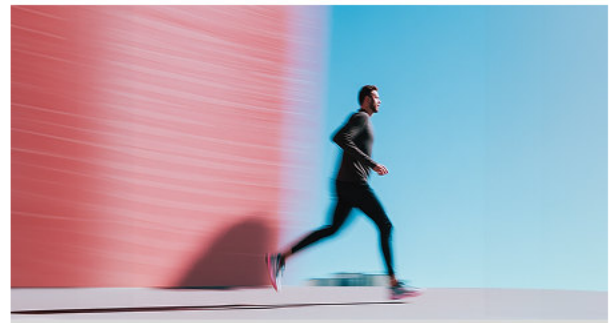
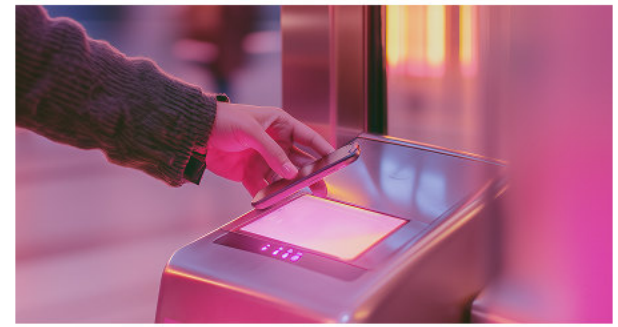


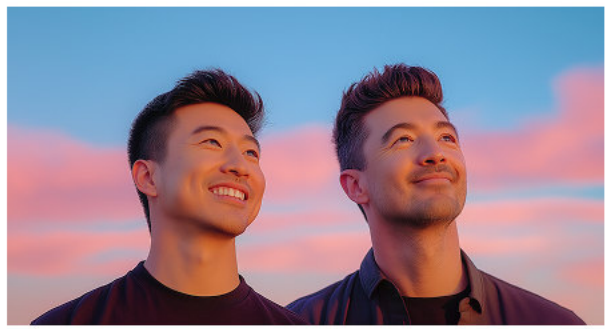
We love technology and how it helps us to make our lives better. Our AI imagery allows us to be flexible and innovative while gives to our creatives minds an infinite source of inspiration.

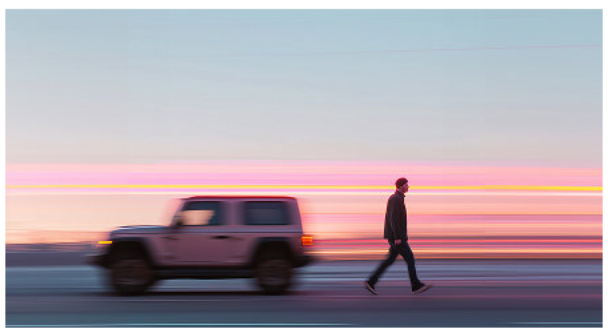
AI Generation

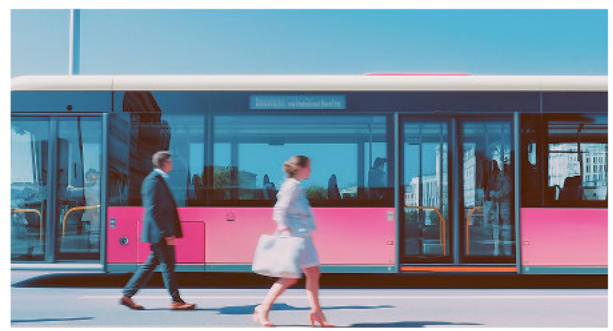
Introduction

This guide provides a structure for crafting AI image generation prompts that align with the three main photography categories: From Above, On the Ground, and Close-Up. Each category has distinct visual elements that should be considered to achieve the desired result. By following these principles, you can generate images that reflect the brand's visual identity, human engagement, and urban energy.



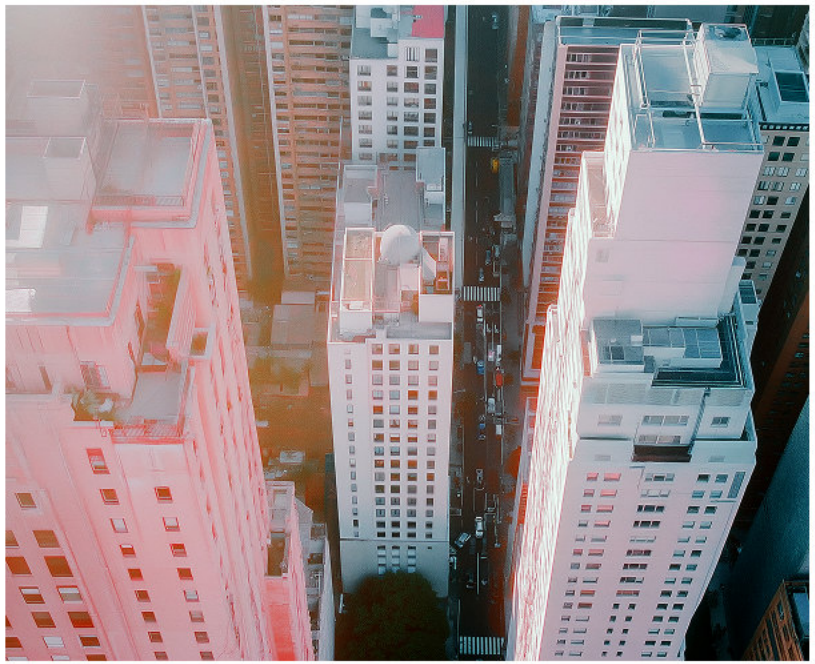






AI Generation

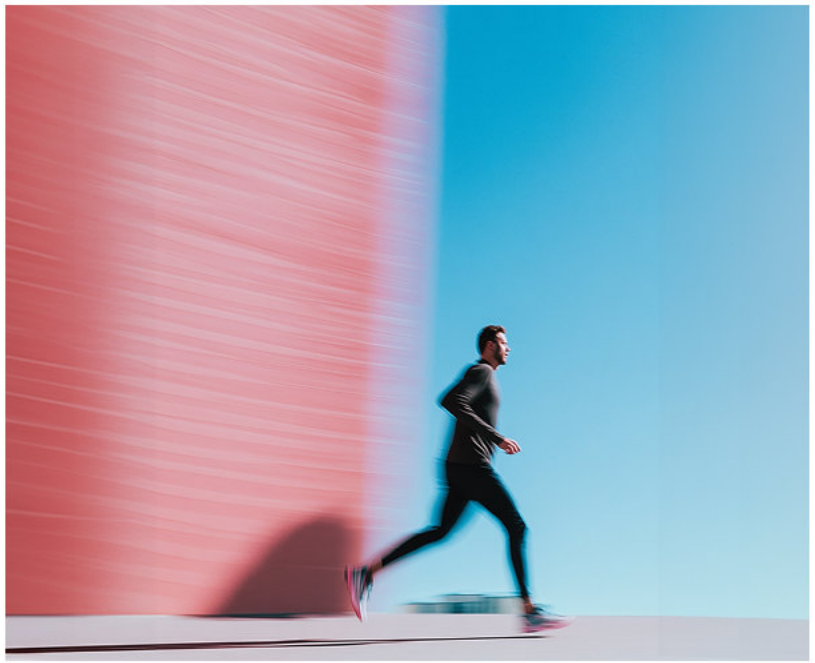
Text prompts

When crafting an image, there are three key principles to always keep in mind to ensure that the final result aligns with the desired visual aesthetic and conveys the intended mood or story effectively.



Scene 🔴

The "scene" defines the broader environment or setting of the composition. It establishes the overall context where the visual elements are placed, ensuring clarity and focus. When describing the scene, consider aspects such as the type of location, time of day, weather conditions, and the general mood. Aim to evoke a sense of place and atmosphere. (e.g., "busy city street").



Subject 🟢

The "subject" is the focal point of the image—the element or person that commands the viewer's attention. This could be a person, object, or even a specific motion or action within the composition. It should be described in detail to ensure the subject aligns with the scene and enhances the overall story. (e.g., "a person running").



Details 🔵

The "details" add richness to the composition by focusing on finer elements like colors, textures, lighting, and subtle movements. These details often bring the scene to life and create an emotional or aesthetic connection with the viewer. Use specific adjectives and visual cues.
(e.g., "soft pink glow, motion blur").

AI Generation

Text prompts
From above

These are some example prompts designed for generating ‘From above’ category images, showcasing a variety of creative possibilities and compositions for photography and AI-prompting.



Scene
photo realistic bright daytime aerial photo

Subject
showing a zoomed-out overhead view of a city street junction with moving vehicles

Details
subtle pink details



Scene
photo realistic bright daytime aerial photo

Subject
showing an overhead view of busy modern city

Details
lots of sunshine, subtle pink details



Scene
photo realistic bright daytime aerial photo

Subject
of an inner city carpark with multiple cars parked

Details
blue skies, subtle pink details



Scene
an colorful Aerial photo looking straight down like a drone

Subject
on a minimalistic and clean city centre with roads and carparks

Details
This render will be taken during golden hour



Scene
photo realistic bright daytime aerial photo

Subject
showing an overhead view of a busy city street with cars and buses

Details
blue skies, subtle pink details



Scene
overhead view

Subject
of an inner city scene with roads, buildings and carparks

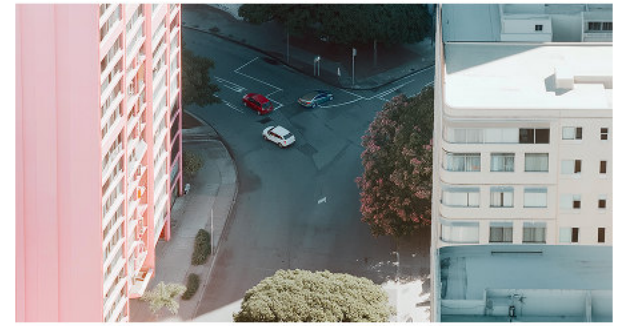
Details
laid out in a geometric composition



Scene
a photorealistic zoomed-out Aerial photo taken with a hasselblad X2D

Subject
looking straight down like a drone on a busy carpark that is full of cars

Details
taken on a sunny summer day at 12 noon, orthographic view, subtle pink details.



Scene
photo realistic bright daytime aerial photo

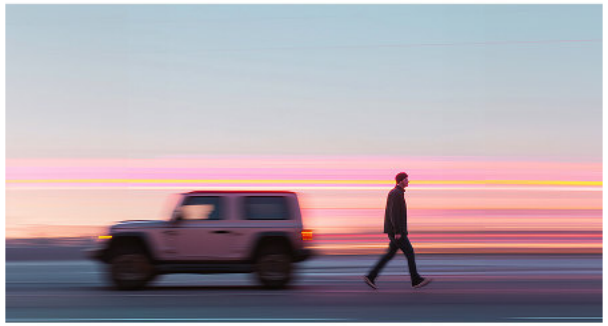
Subject
showing an overhead view of busy modern city

Details
subtle pink details

AI Generation

Text prompts
On the ground

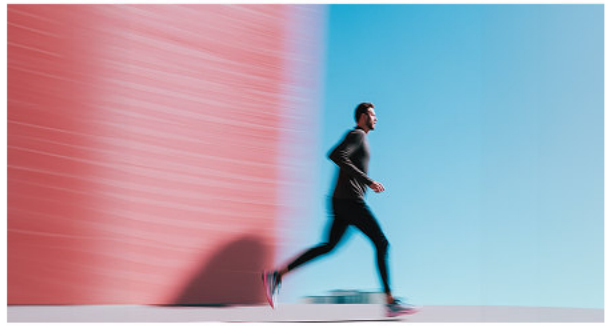
These are some example prompts designed for generating ‘On the ground’ category images, showcasing a variety of creative possibilities and compositions for photography and AI-prompting.



Scene
photo realistic bright daytime photo

Subject
showing a happy person walking next to his vehicle

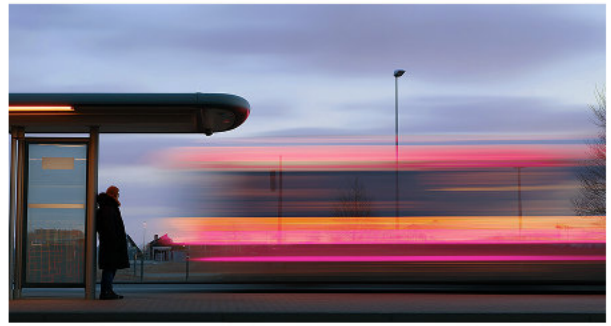
Details
motion blur, daylight, blue skies, gentle warm pink light, neon streaks



Scene
photo realistic minimalistic bright daytime photo

Subject
showing a 33 year old caucasian man jogging in a city

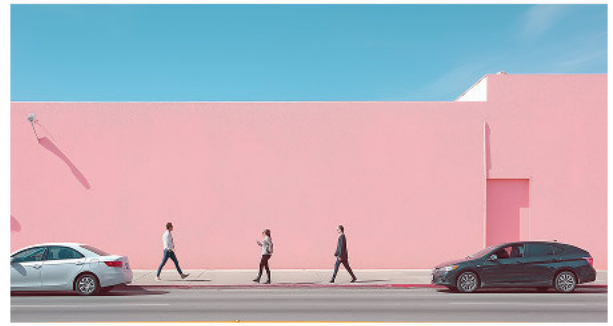
Details
subtle motion blur, blue skies, subtle pink details



Scene
photo realistic bright daytime photo

Subject
showing a happy person waiting at a bus stop as a bus is going pass him

Details
pink motion blur, daylight, blue skies, gentle warm pink light, neon streaks



Scene
minimalistic bright daytime photograph shot with Hasselblad X1D

Subject
showing 3 people walking on a city street in different directions with cars parked

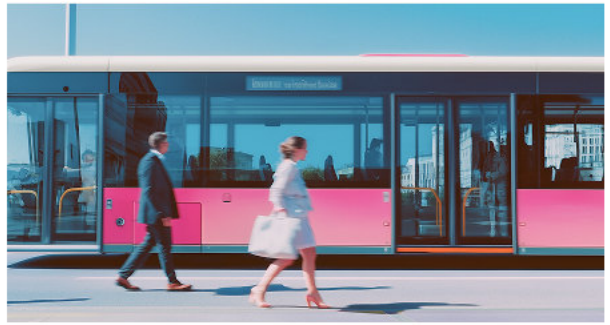
Details
orthographic view, blue skies, subtle pink details, 18mm



Scene
photorealistic bright daytime photograph shot with Hasselblad X1D

Subject
of multiple different cars in a carpark

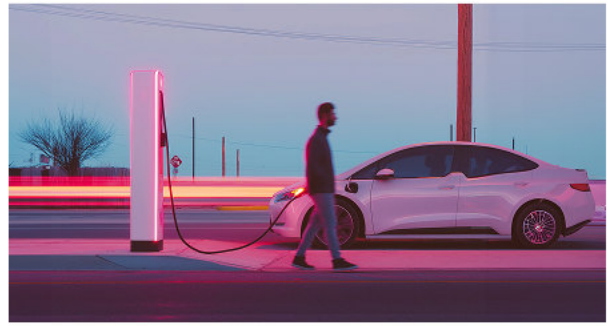
Details
blue and pink skies, minimalistic



Scene
photo realistic minimalistic bright daytime photograph shot with hasselblad X1D

Subject
showing a few people boarding a bus in summer

Details
subtle motion blur, orthographic view, blue skies, subtle pink details



Scene
photo realistic minimalistic bright daytime photo

Subject
showing a happy person walking next to his vehicle to charge his electric vehicle

Details
motion blur, daylight, blue skies, gentle warm pink light, neon streaks



Scene
photo realistic bright daytime photo

Subject
howing a happy person walking next to her vehicle to charge her electric vehicle

Details
motion blur, daylight, blue skies, gentle warm pink light, neon streaks

AI Generation

Text prompts
Close-up

These are some example prompts designed for generating ‘Close-up’ category images, showcasing a variety of creative possibilities and compositions for photography and AI-prompting.



Scene
photo realistic bright daytime photo

Subject
showing two woman in their 40s against a pink city wall

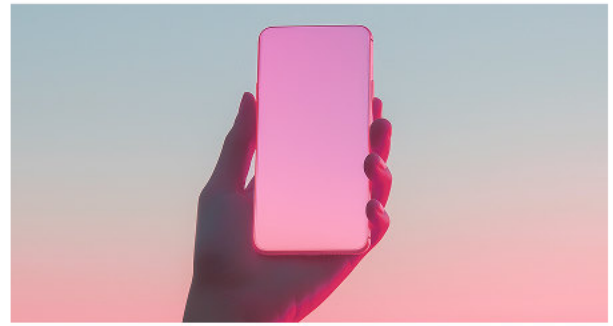
Details
minimalistic, orthographic view, subtle pink details, motion blur, daylight, warm pink light



Scene
photo realistic minimalistic bright daytime photo

Subject
showing a happy person using his iphone next to his electric vehicle

Details
motion blur, daylight, blue skies, gentle warm pink light,neon streaks



Scene
minimalistic close up

Subject
of a hand holding an iphone

Details
motion blur background, subtle pink details, daylight, blue skies, gentle warm pink light



Scene
photo realistic minimalistic bright daytime photo

Subject
showing
a smiling male person in his 40s with short hair

Details
frontal view, subtle pink details, motion blur, daylight, blue skies, gentle
warm pink light



Scene
photo realistic bright daytime photo

Subject
happy asian woman and caucasian man in their 30s wearing a suit on a public tram, clear pink blue gradient skies outside the window,

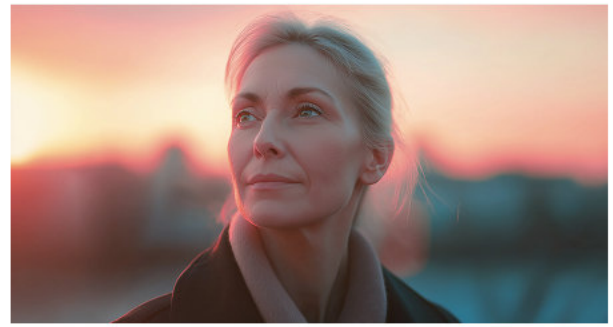
Details
minimalistic, orthographic view, subtle motion blur, subtle pink details



Scene
photo realistic minimalistic bright daytime photo

Subject
showing a smiling man sitting on a public tram

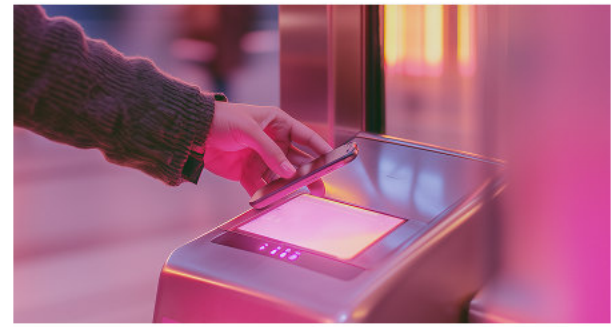
Details
orthographic view, gentle motion blur outside the window, blue skies, subtle pink details



Scene
photo realistic bright daytime photo

Subject
showing a woman in her 40s against a motion blur background with a slight smile

Details
minimalistic, frontal orthographic view, subtle pink details, daylight, blue skies, gentle warm pink light



Scene
photo realistic bright daytime close up photo

Subject
showing a hand using an iphone to pay at a subway station turnstile

Details
motion blur, gentle pink lighting

AI Generation

Tags
Style strength + aspect ratio

Tags in MidJourney provide powerful controls to refine and customize AI-generated images. They allow adjustments in style, aspect ratio, and reference-based guidance, enabling users to create specific and unique visual outputs, and they are added in the prompt after your written description. Here's a few that we've been continually using:

1. Style Strength (--s)

   Controls the level of stylistic intensity in the output. Higher values (e.g. --s 300) produce more stylised images where more intricate details are 'hallucinated' by AI, but we've been favouring a value of around --s 100 to achieve more realistic and minimalistic results.

2. Aspect Ratio (--ar)

   Defines the proportions of the image by setting its width-to-height ratio. This tag allows you to create outputs tailored for different formats, such as cinematic, square, or portrait. For instance, using --ar 16:9 produces a widescreen composition ideal for landscapes, while --ar 4:3 creates a more traditional photo ratio

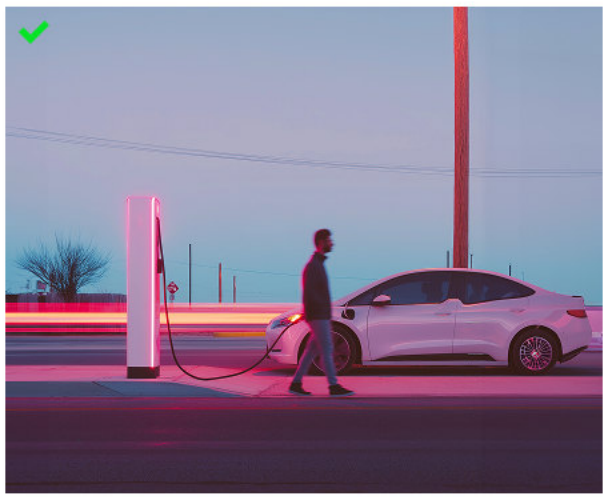
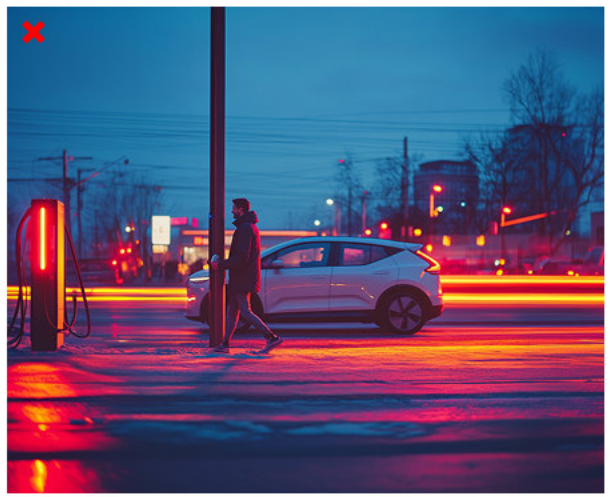


Image prompt with --s 100, showing a more calm and minimalistic image.



The same image prompt with --s 600, showing a much busier image that feels overly artificial and less calm. We always gravitate towards the simpler --s 100 ones.

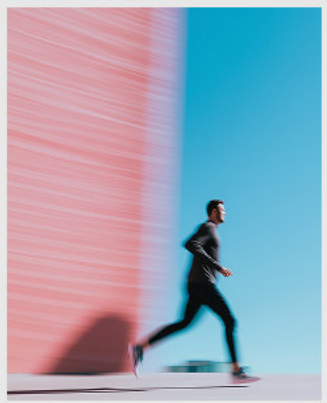


Image prompt with --ar 4:5, showing a vertical tall image.

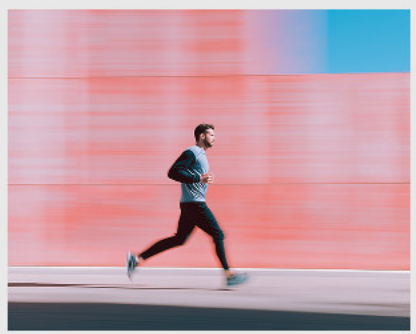


Image prompt with --ar 5:4, showing a landscape image. Note that the content of the generated image can change slightly to fit the desired aspect ratio better.

AI Generation

Tags
Style reference

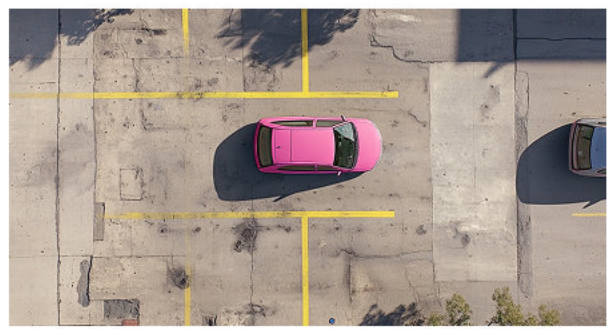
Tags in MidJourney provide powerful controls to refine and customize AI-generated images. They allow adjustments in style, aspect ratio, and reference-based guidance, enabling users to create specific and unique visual outputs, and they are added in the prompt after your written description. Here's a few that we've been continually using:

3. Style reference (--sref) and prompt adjustment (--p)

Uses a reference aesthetic to guide the style and composition of the output. By providing an image ID with --sref, you can anchor the AI's creativity to a particular aesthetic or subject. We've been leveraging --sref to ensure consistency across projects, often using it to match the tone, texture, or style of a key reference image while still allowing for creative variations.

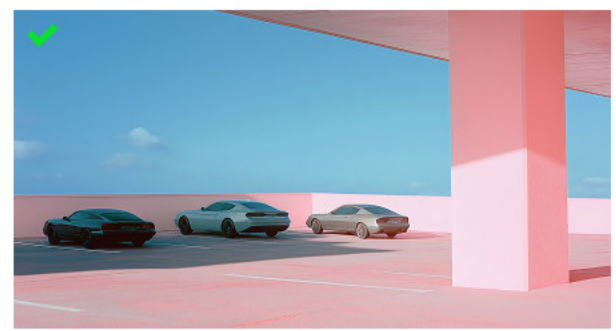
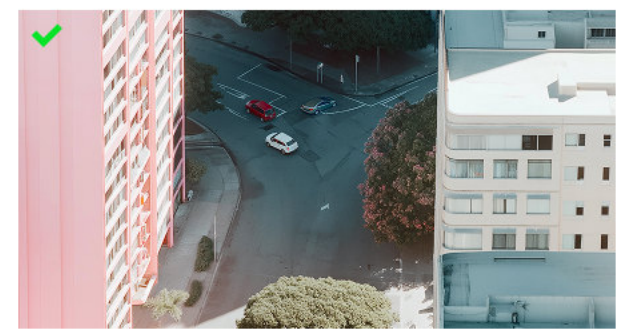
We've identified a specific style reference code that can be useful in achieving the pale-pink and bright blue airy look that we want for our images. Try adding '--sref 878803659 --p 8p98jf4' to your prompts to explore how these tags can guide your image. Add '--sw 50' (or any other number) in order to adjust the style weight of these --sref tags.

Default results without '--sref 878803659 --p 8p98jf4' added to written prompt:





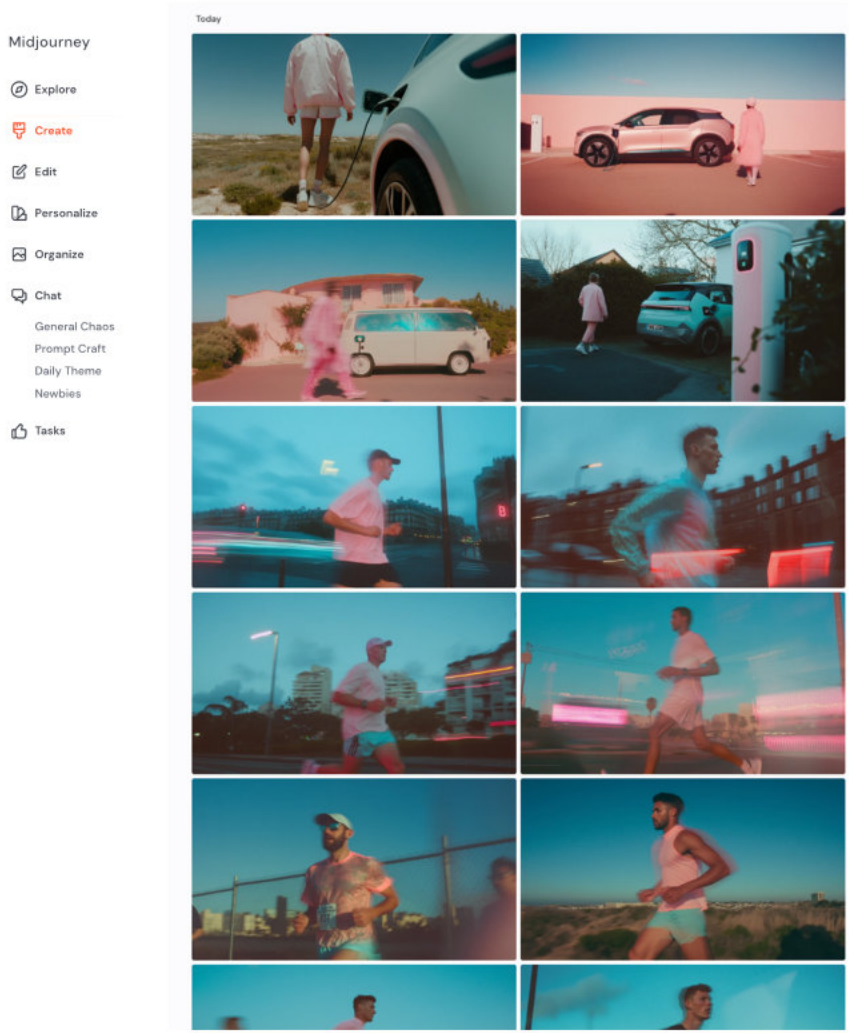
Calmer results when '--sref 878803659 --p 8p98jf4' is added to written prompt:

Note: these have been achieved from many rounds of repeat trial-and-error, and also been through Photoshop for colour correction/clean-up. Professional retouch-ing is always required before external use.

AI Generation

Prompt Example



Scene Subject Details Refinement

Photo realistic minimalistic bright daytime photo showing a happy person walking next to his vehicle to charge his electric vehicle. Subtle motion blur, blue skies, subtle pink details. --ar 16:9 --s 100 --sref 878803659 --p 8p98jf4

Tips:

- When writing be clear with the request, organization and dont forget differents punctuation.
- Good results may come after many iterations, be patience.
- Perspective can be modified on the Scene section.
- When selecting an image consider aswell the level of postproduction that may be needed, ex: retouching imperfections.
- The refinement parameters are more accesible in the new Midjourney UI. You can attach reference images directly and set the aspect ratio or stylization by clicking some buttons.
- The edit tool will help you to generate separate details of the photo.
- With the personalize tool you can create a moodboard with all the brand imagery and achieve more consistent results.
- Except any specific need, vehicles must be always showing modernity. Vintage style are not allowed in the brand.

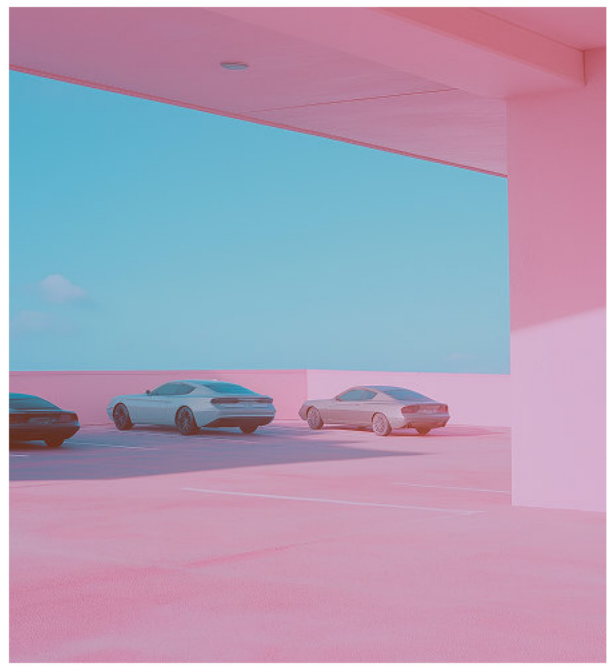
AI Generation

Workflow

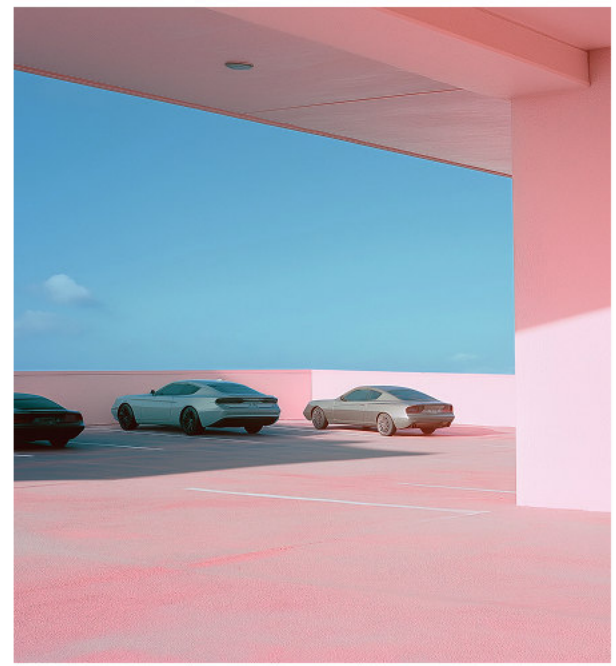
Here's a summary of the post-production process, showcasing the key steps from initial prompt creation in MidJourney to professional retouching, transforming the AI-generated image into a polished and realistic final result.



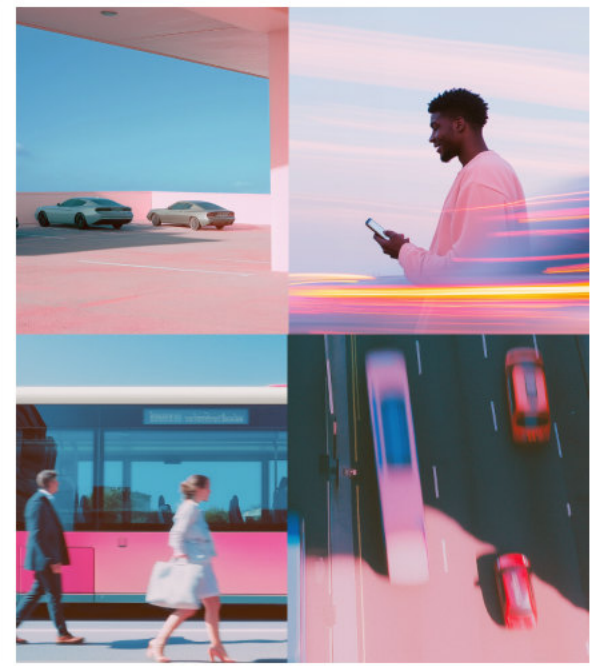
1. Prompt and Select
   Write a detailed prompt in MidJourney to generate four variations, then select the most suitable one for refinement.



2. Upscaling
   Use MidJourney's upscaling feature to enhance resolution and detail, preparing the image for further edits.



3. Photoshop editing
   Open the upscaled image in Photoshop to adjust lighting, colour,
   fine-tune details, and clean up imperfections.

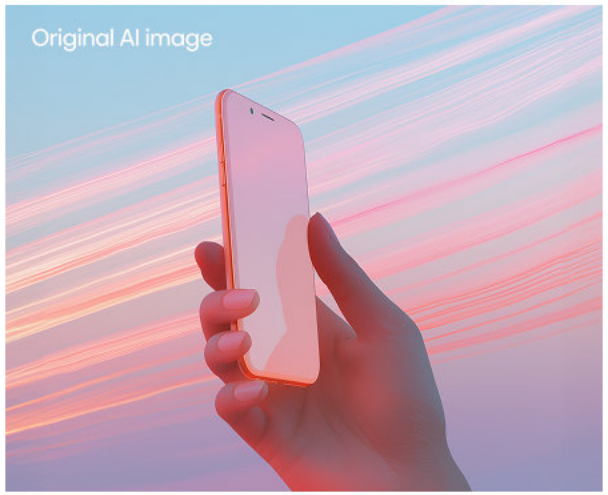


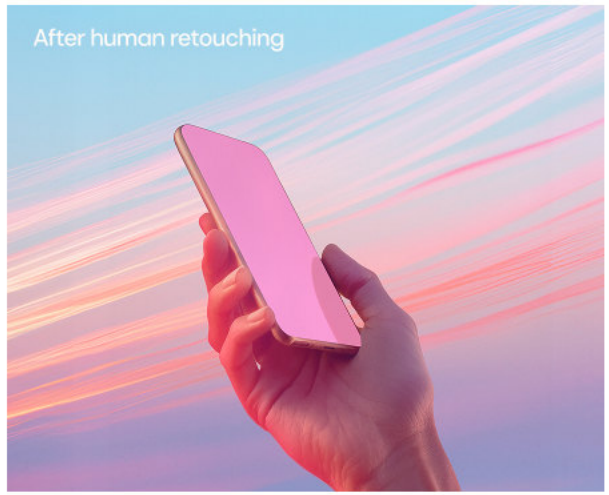
4. Final touches
   The final touches refines the image further, ensuring it feels more realistic and natural while minimizing any inaccurate AI-generated artifacts & ensure consistensy among all the generations.

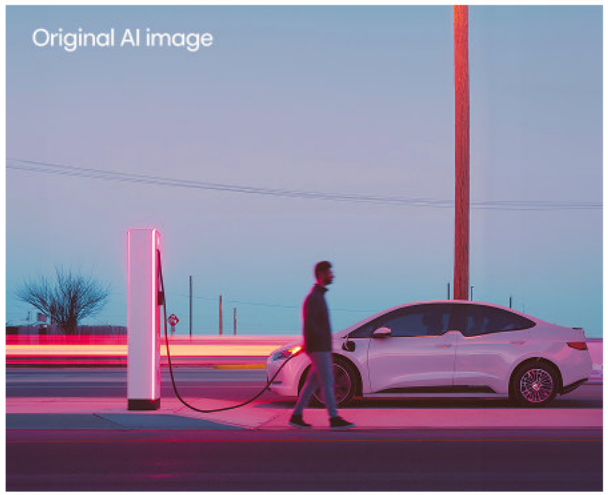
AI Generation

Professional retouching

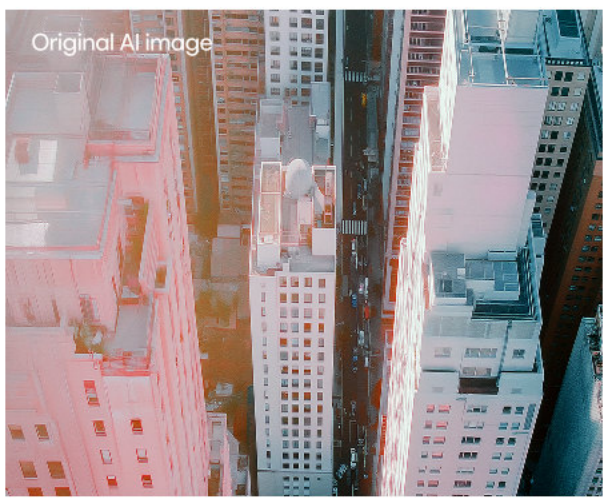
All our AI prompted photos must go through a round of human, professional retouching in order to correct for AI-hallucinated artefacts that, when used publicly as images, hurts the credibility of Newco as an expert in mobility. Common areas of correction include anatomically-incorrect hands, strange looking carwheels and faces, and illogical inconsistencies.



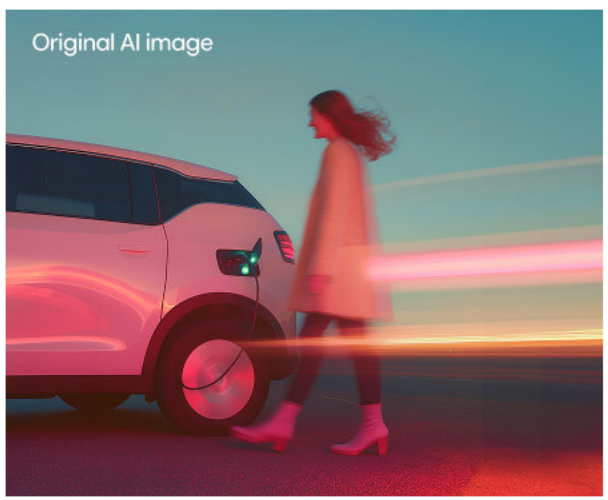


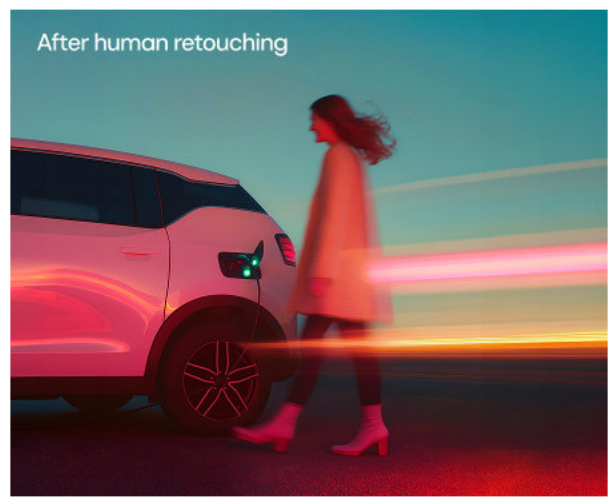








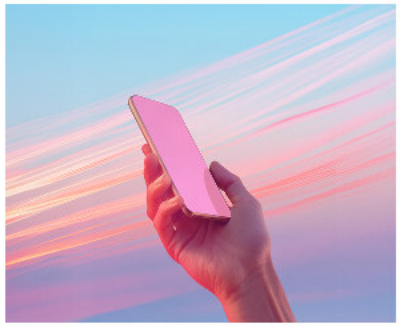


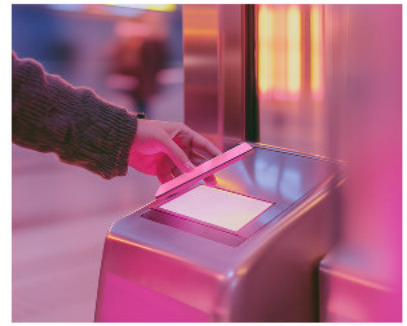


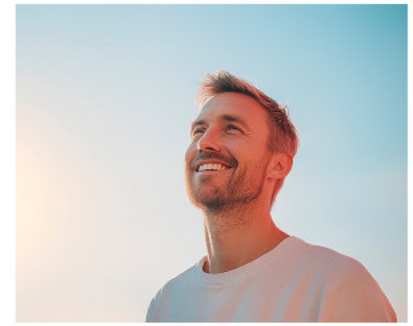
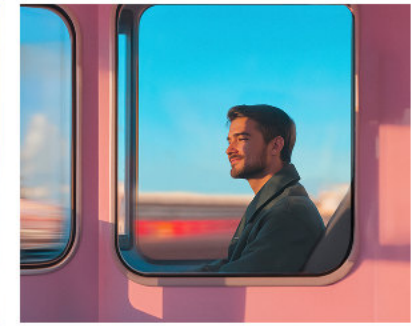
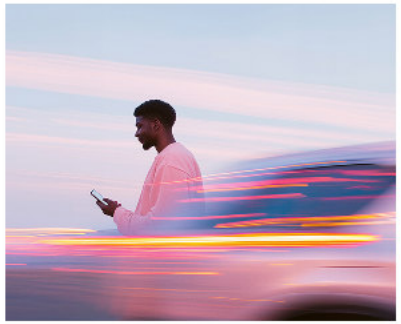
AI Generation

Professional retouching

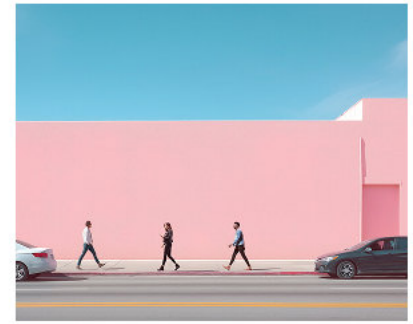
We have a starter set of 18 images that have been professional retouched — these images are ready for use in our day-to-day comms from launch day onwards. New needs must be communicated to our Brand team.

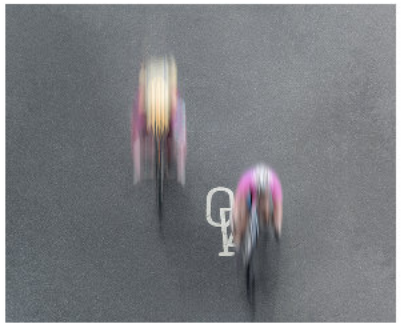


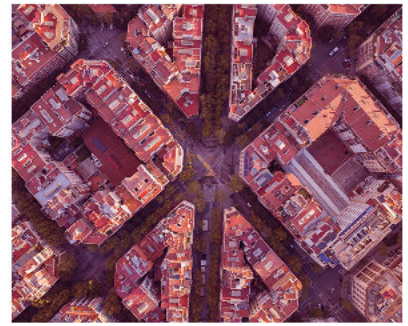
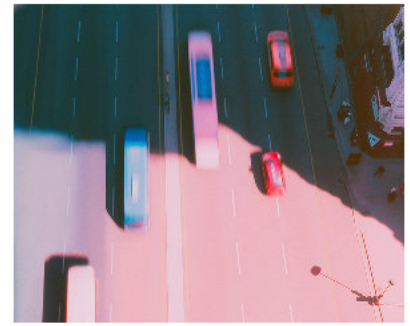
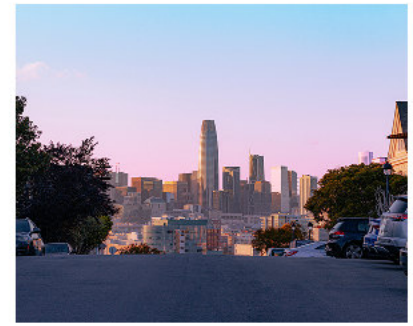
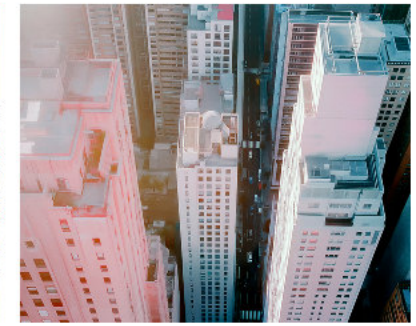








AI vs Stock

From above

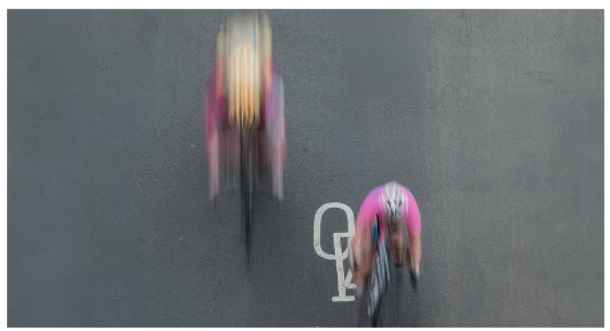
- We use a mixture of AI-generated and stock library images to form our ‘From Above’ photography category.
- The choice between AI-generated and stock library images depends on whether factual accuracy is important for that context (e.g. we need to show an actual image of San Francisco and its various landmarks, instead of a place that ‘feels’ like SF).

AI-generated imagery

- Produces the bulk of our ‘From Above’ imagery
- Great at creating non-specific scenes (e.g. a carpark, a random city street) while incorporating our brand’s art direction



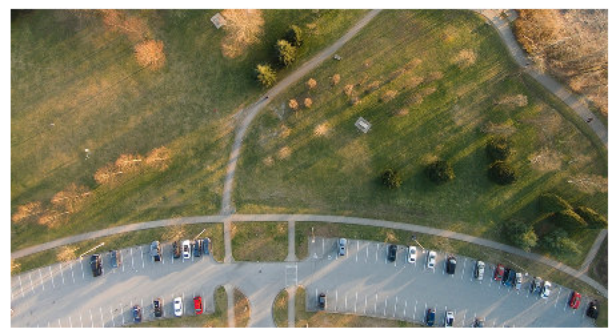


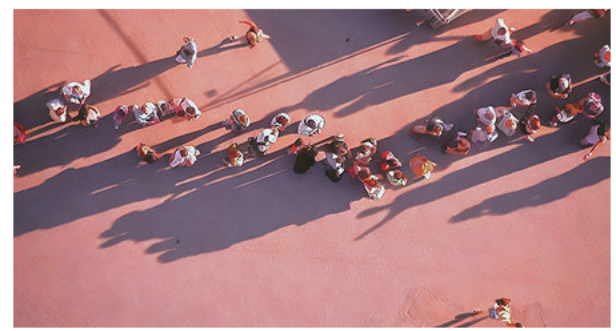


Stock image sourcing

- Used mainly for imagery where realistic accuracy is important (e.g. depicting a real Barcelona city scene)
- Image editing is important to adjust lighting to fit our art direction style







AI vs Stock

On the ground

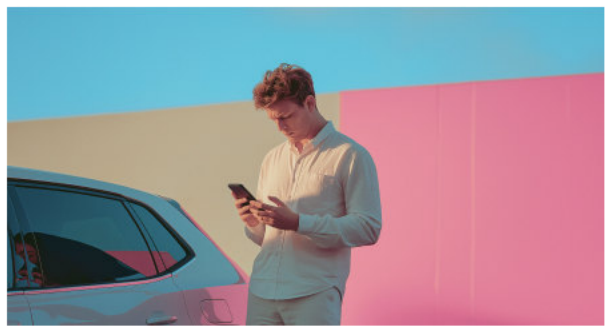
- We use a mixture of AI-generated and stock library images to form our ‘On the ground’ photography category.
- The choice between AI-generated and stock library images depends on whether factual accuracy is important for that context (e.g. we need to show an actual image of San Francisco and its various landmarks, instead of a place that ‘feels’ like SF).

AI-generated imagery

- Produces the bulk of our ‘On the ground’ imagery
- Great at creating non-specific scenes (e.g. a carpark, a nondescript charging station, a random tram-stop) while incorporating our brand’s art direction





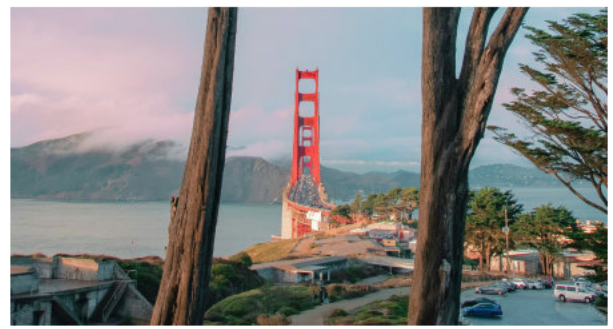


Stock image sourcing

- Used mainly for imagery where realistic accuracy is important (e.g. depicting a real San Francisco city scene with an accurate skyline)
- Image editing is important to adjust lighting to fit our art direction style







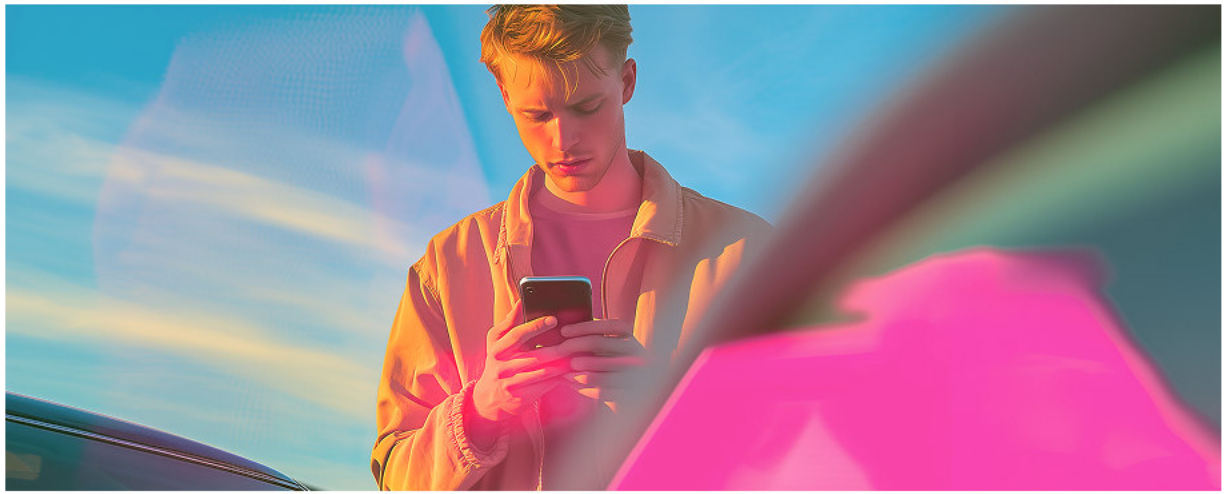
AI vs Stock

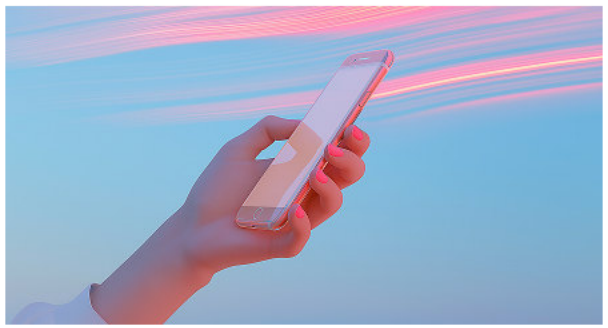
Close-up

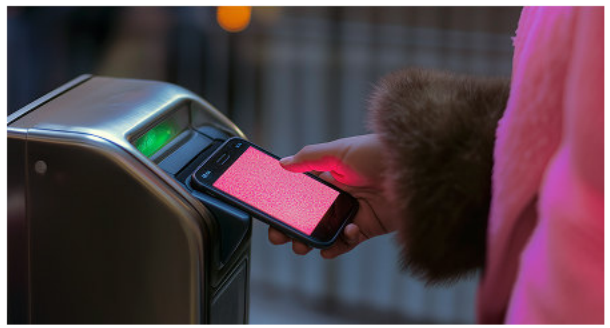
- Unlike ‘From above’ or ‘On the ground’ categories, we only rely on AI-generated imagery for our ‘Close-up’s, due to the fact that factual accuracy of cities and locations is less crucial here.

AI-generated imagery

- Produces all of our ‘Close up’ imagery
- Great at creating non-specific scenes (e.g. a happy customer, a hand holding a phone, a payment being made) while incorporating our brand’s art direction







AI vs Stock

Stock postproduction

When there is a need to use stock photos it should go through a process of postproduction to match the brand style. This production must be done and approved by the Brand team. However we should try to select imagery beforehand that ease as much as possible the postproduction work, ex: relativelt similar lighting, contrast and situations.

Before start postproduction we should have always a moodboard with all the branded photos available as a consulting reference.

1. **Elements Retouching:** Correct, modify or remove elements not desired must be always the first step on the workflow. Remember to keep a simple and minimalistic look & feel.
2. **Lighting:** Levels, bright, Contrast & Colour temperature should be modified to be consistent with the brand.
3. **Pink atmosphere:** After lighting retouching we must ensure that the whole atmosphere reflects our pink gradients look & feel.
4. **Adjustments:** Refine and polish small details.
5. **Final check:** Compare the result with the Brand imagery moodboard to be sure is consistent with the rest of the family.

Original



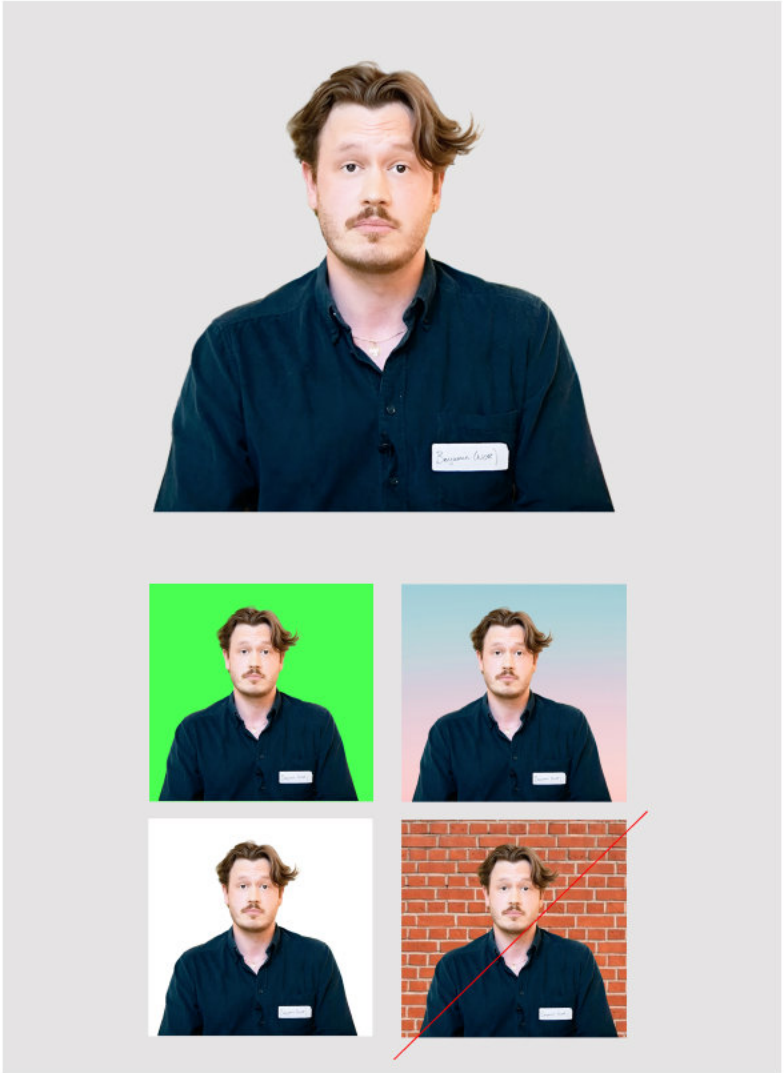
Retouched



Own photography

Employee photography

Employee photography can be challenging when every office has their own different resources & setup. Here you have few tips in order to take employees photos when professional help is not available.



Camera & Framing

- Use a DSLR or mirrorless camera (if possible) with a 50mm lens for a natural look.
- If using a phone, set it to portrait mode for a nice depth of field (background blur).
- Keep ISO low (100–400) to avoid grainy images (if grain happens, try removing ti ni Lightroom)
- Aperture: f/1.8 – f/5.6 for sharp focus on the face.

Lighting

- Soft, even lighting. Avoid harsh shadows.
- If you have to use artificial light, use a softbox.
- If using flash, bounce it of a white wal or ceiling to soften it. No direct flash!
- Natural light: Best near a large window with indirect light.

Posing & Framing

- Relaxed shoulders, natural face expression, head straight.
- Frame from mid-chest up (not too close, not too far).
- Keep hands out of the frame.
- Enough room above the head (not cutting it off, but not too much empty space either).
- Straight and centered shoot.

Position & Background

- Stand about 1 meter away from the background to create depth.
- Choose a neutral-colored background (white, chroma, or backdrop). Dont use a noisy background
- Camera at eye level for a natural, balanced perspective.
- Shot straight on (not from above or below), keeping it clean and professional.

Own photography

Tips for post production

We recommend the use of Lightroom or Photoshop to slightly adjust exposure & contrast.

- Smooth skin gently (no over-editing, keep it natural).
- Warm up the skin tone slightly if it looks too cold.
- Apply minimal sharpening, mostly on the eyes and lips.

Raw photography



Retouched result



Own photography

Harmonization

Working with real life photography, especially on Social Media can be tricky. Even if prefered, sometimes we just don't have access to professional imagery. A way to match those images to our colors and brand imagery is to use the harmonization filter feature in Photoshop and match it to the background. It harmonizes the color and luminosity of one layer to another layer. You reach it through masking out the subject then go to Filter > Neural Filter > Harmonization and adjust accordingly.

Not harmonized



With Harmonization filter



Own photography

Outside photography

Outside photography its a broad subject, it cannot be all treated in the same way, but here can follow find tips and suggestions to make your photos in the best way possible either you are a professional photographer or not.







Camera & Framing

- Use a DSLR or mirrorless camera (if possible) with a a wide-angle lens (18-35mm) for space, 50mm for details.
- If using a phone, make sure the photo result is crisp and focused and not too dark.
- Keep the camera straight - avoid weird tilted angles unless intentional.
- Take multiple shots: wide shot, mid-range, close-up to cover all details.

Lighting

- Cloudy days are best-no harsh shadows!
- If sunny, shoot in the morning or late afternoon for soft light.
- Avoid strong backlight (sun behind the subject).

Subjets & Framing

- If taking photo of a product (kiosk, mobile app, EV chargers etc.) make sure it's tidy and screens wiped so there are no finger tips or spider web visible in the shot.
- Position product in the middle of the shot with potential depht of field background.
- Make sure background isn't busy or distracting from the subject.

Own photography

Retouching editorial photography

Photography can be tricky, they may come from many different setups or qualities, its quite difficult to make them all feel from the same family, but, in order to maximise the brand consistensy among editorial photos we can follow some simple steps for retouching and bring them closer to the brand.

Before publishing any photo its always recommended to receive help from a designer or professional retoucher.



Initial state of the image.

- Color temperature can be too warm or cold.
- Lighting too dark or unbalanced.
- Elements to be removed (Brand, people, license plates, noises...)



Lighting & cleaning.

- Changed to a more neutral color temperature.
- Levels, bright & contrast adjusted.
- Non desire elements removed.



Make it closer to the brand.

We can add a sublte layer with a branded gradient so our colours can be subtle implied on the photography.

Layer mode is " soft light" between 30-60 % opacity. We should keep it noticeable enough but not too obvious.

Own photography

Office photography

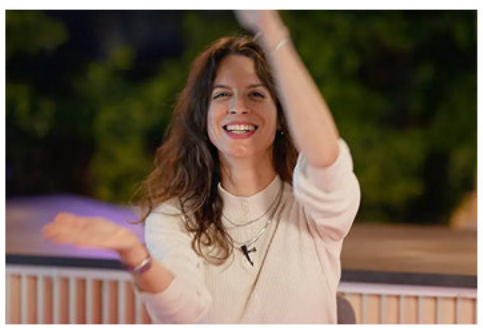
Lighting and camera setup for employees photography in office are the same as portrait photography mentioned previously. There are only few extra suggestions and tips related to background and employee depiction.





Add a layer of gradient with“ soft light” mode between 30-60 % opacity with less blue than exteriors . If some ares becomes too cold, you balance the temperature slightly warmer.





We are professionals but we have fun, depict the people happy & optimistic, we can add a touch of goofiness if desired. Motion blur can be allowed if the situation requires it.

- Use office areas that feel modern, organized, and clean (no messy desks or crowded spaces).
- Select wisely the space, our office is a vital part of the brand representation.
- Keep the background slightly blurry (use a wide aperture like f/1.8 or f/2.8 if possible) to separate the person nicely from the environment.
- Background must be bright and pleasant: natural light, soft office decor are great.
- Use plants in the background whenever possible to subtly associate the company image with sustainability and a fresh, positive atmosphere.
- Avoid very dark, backlit, or blown-out windows behind the subject. (if blown-out whites occur, please drop highlights in the editing).
- Position people a few meters away from background if possible.
- **Reflect our vision on the photos: we should show how teams collaborate, have fun & celebrate together.**


Together,
we make cities
more livable
Arrive


A new day has Arrived

Takeaways



- Our image gallery consists of both AI-generated imagery and retouched stock photography.
- The images are divided into three groups: from above, on the ground, and close-ups. Choose the group that best supports your message.
- DO NOT USE IMAGES THAT ARE NOT IN OUR IMAGE GALLERY. If you need an image that does not exist yet, please reach out to the Brand team.
- Imagery is a powerful asset, but please use it with measure.
- The generation of branded images must be done from the Brand Team, if you have any need please refer to them.

Index

Arrive

05
Icons

Icons style
Usage
Examples

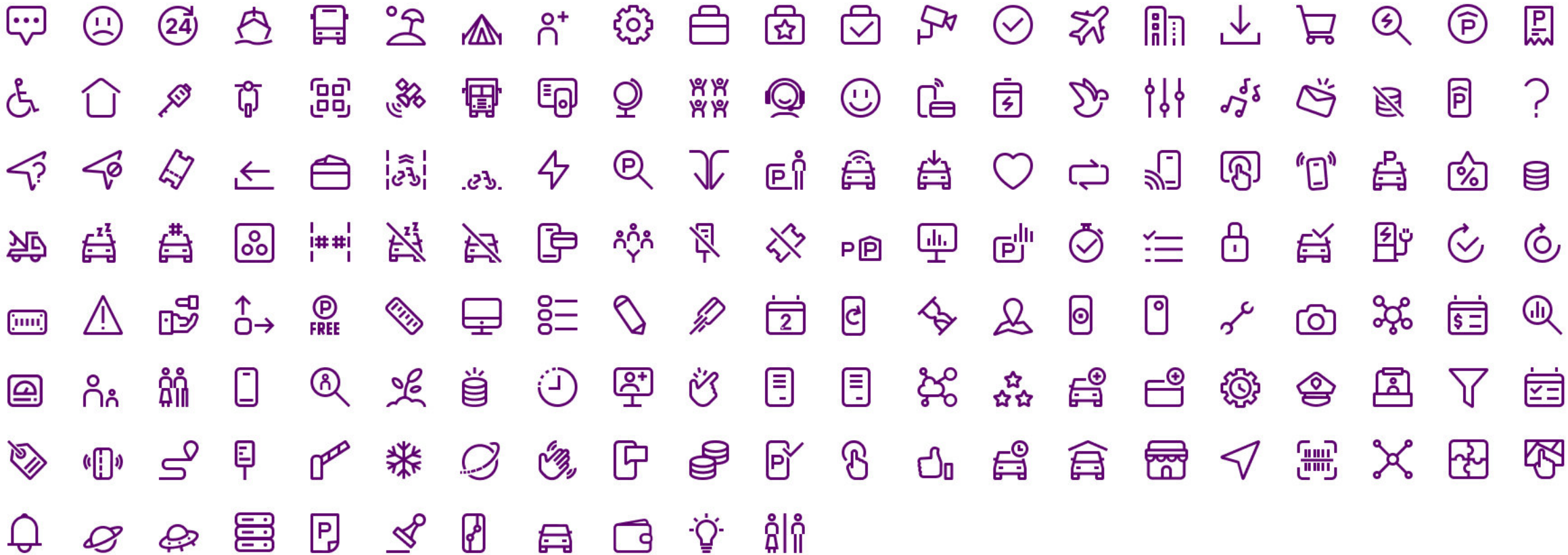
Takeaways



Our personalised iconography is a perfect representation of our optimism and positive attitude while pursuing our vision of make cities more livable.

Icon style

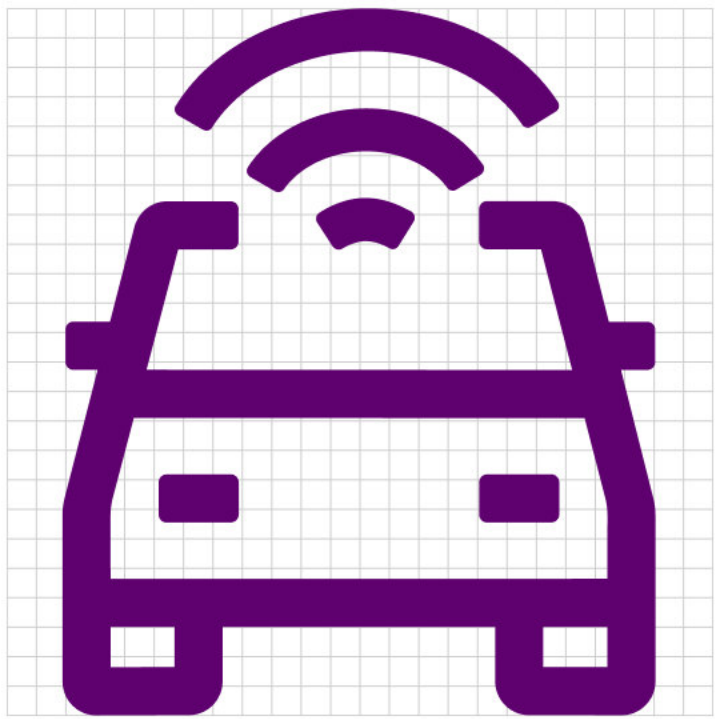
Arrive has a set of 157 icons available already now. Every icon has been produced to represent a specific concept, however some might be suitable for more than one situation. If you need an icon, or have questions on usage, please reach out to the Brand team.



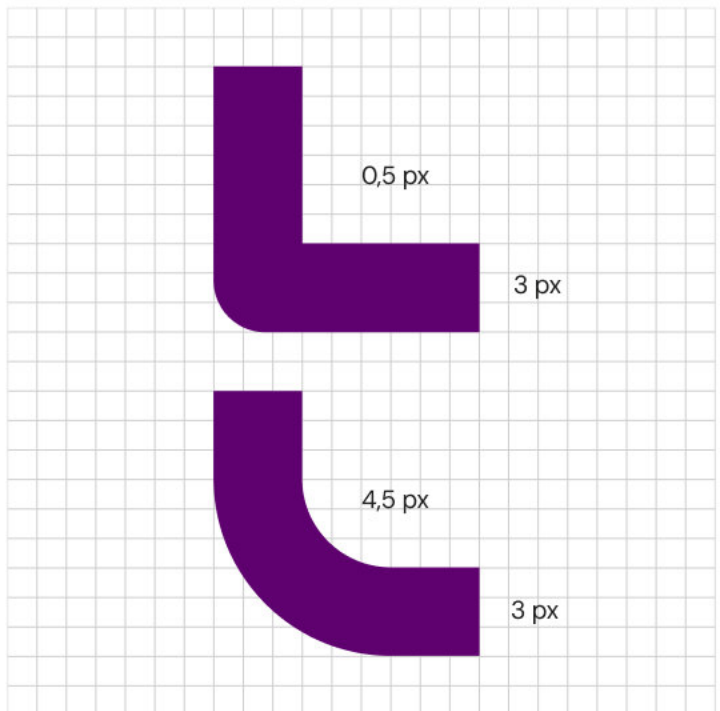
Icon style

Our Iconography is based on a 48 px grid and it has a line thickness of 3 px. Corners have a roundness of 0,5 & 4,5 px depending of the need of the representation & straight corner are overall not allowed, however for some specific situations a straight corner can be done if its mandatory for the correct understanding of the simbolism.

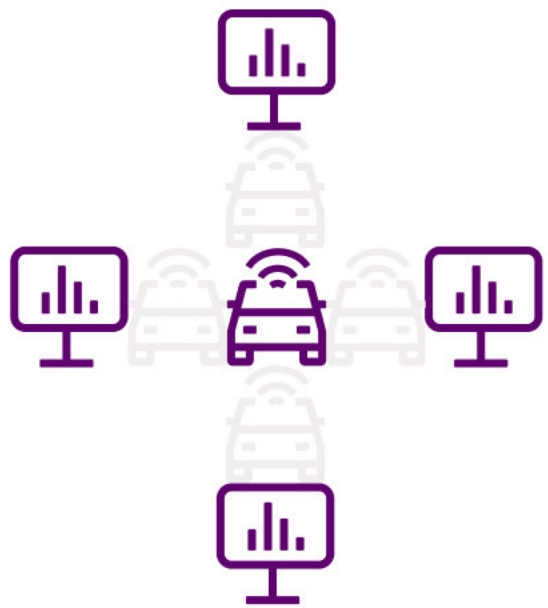
48 pixels Grid



Corners & Thickness

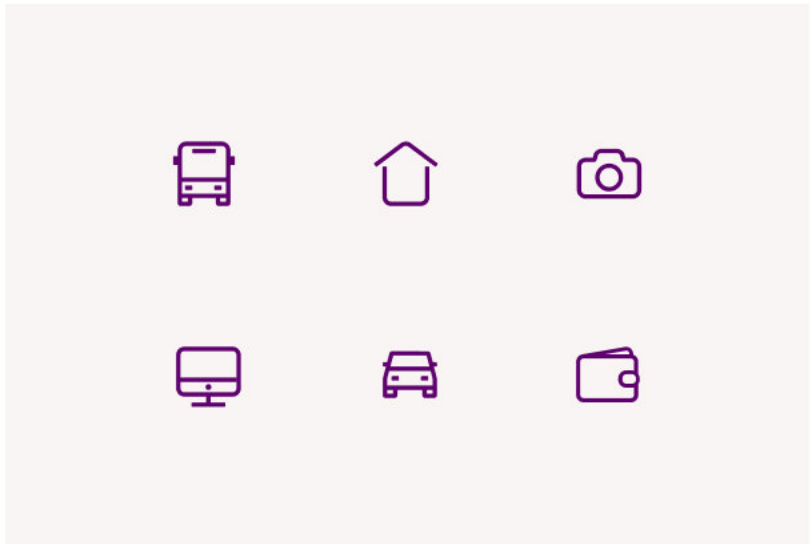


Minimun space between icons



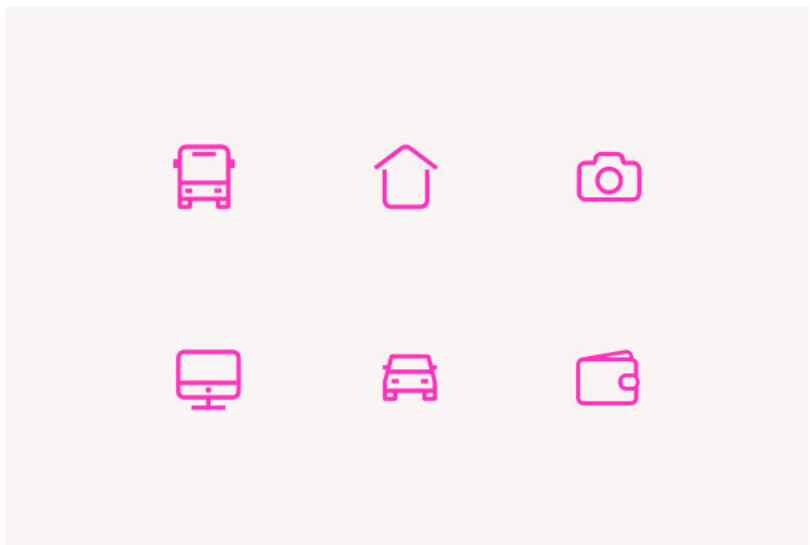
Usage

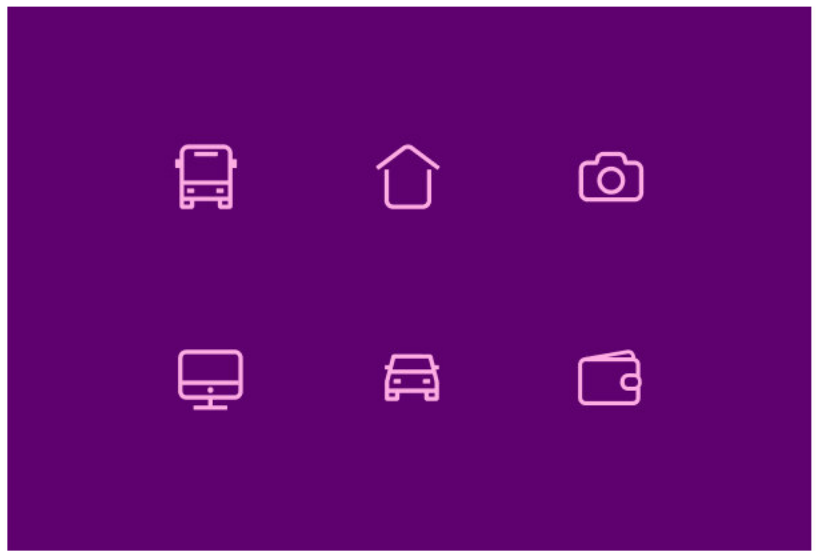
The vibrant pink reaches AAL, whilst the rest of the color combinations meet WCAG AA standards, ensuring legibility for body copy. We also have AAA options for situations where maximum contrast is needed, providing flexibility without sacrificing the brand's look & feel.







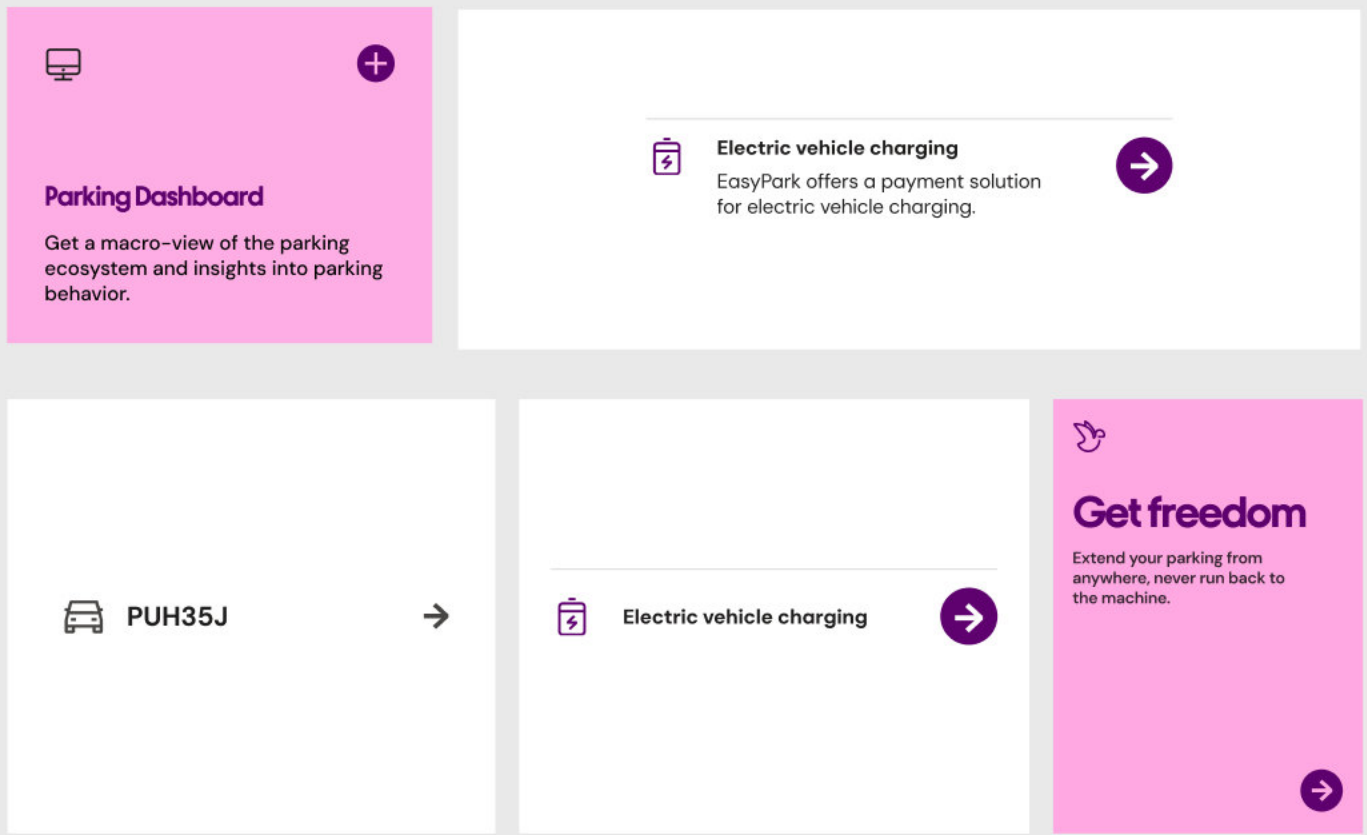


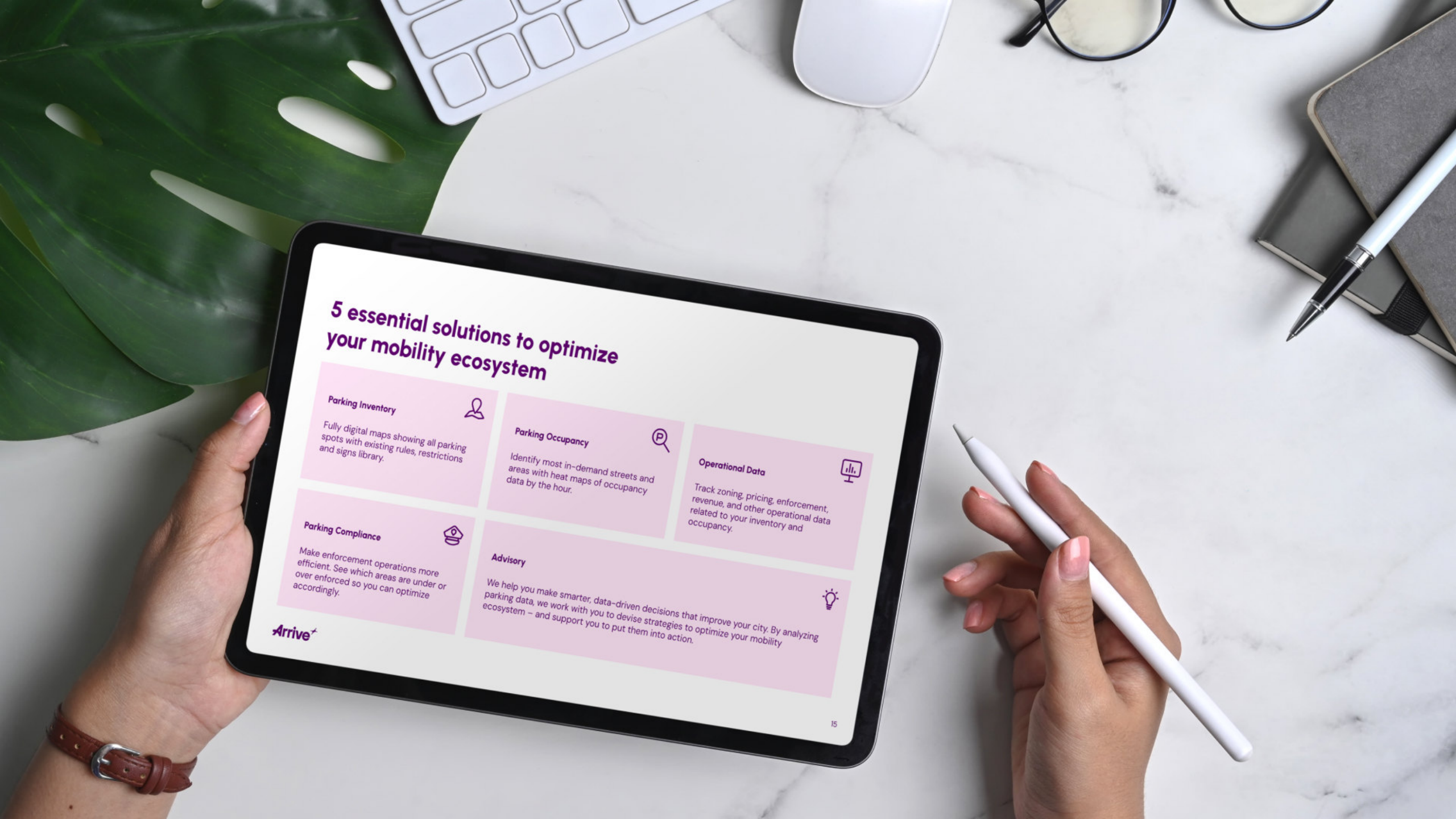




Icon style

Icons should be used smartly to help the user to visualize an idea quickly.
Size should be small and as they will never be the main protagonist of a layout.
When working with text we must ensure that icons feel light and “airy” and they are in consonance with the rest of the composition.




5 essential solutions to optimize your mobility ecosystem
Parking Inventory
Fully digital maps showing all parking spots with existing rules, restrictions and signs library.
Parking Occupancy
Identify most in-demand streets and areas with heat maps of occupancy data by the hour.
Operational Data
Track zoning, pricing, enforcement, revenue, and other operational data related to your inventory and occupancy.
Parking Compliance
Make enforcement operations more efficient. See which areas are under or over enforced so you can optimize accordingly.
Advisory
We help you make smarter, data-driven decisions that improve your city. By analyzing parking data, we work with you to devise strategies to optimize your mobility ecosystem – and support you to put them into action.
Arrive
15



Smooth integration

Seamless integration into existing systems that brings innovation without turbulence.

Optimized traffic flows

Simplified and quick access to garages for drivers.

Flexibility and control

Drivers can activate the service when necessary, ensuring a customer-controlled parking experience.

Risk minimization

Reducing the risks when managing cash payments.

Cost savings

reducing the cost of maintaining parking ticket machines.

Takeaways



- Use the icons only with the colours and background recommended.
- Be sure to use the icon that represents better your message.
- We have a wide range of icons available if you have any new need please refer to the brand team. Do not change them or recolour them.
- Be mindful of the spacing and sizing. Iconography has to feel light and dont take excessive protagonism.

Index

Arrive

06 Gradients

Concept

Base & streaks

Construction

Examples

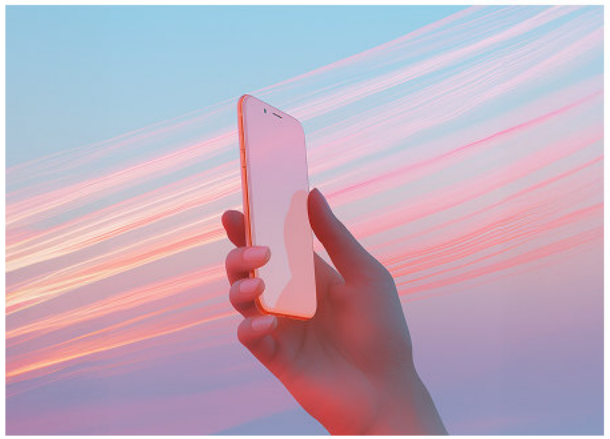
Takeaways

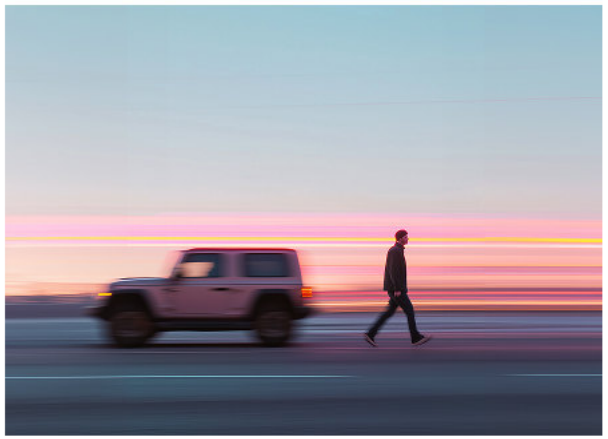
Concept

Our abstract imagery approach is derived directly from our main photography style — focusing on and combining the distinctive motion streaks in our colour palette with the optimistic, open skies that are found in all our images.

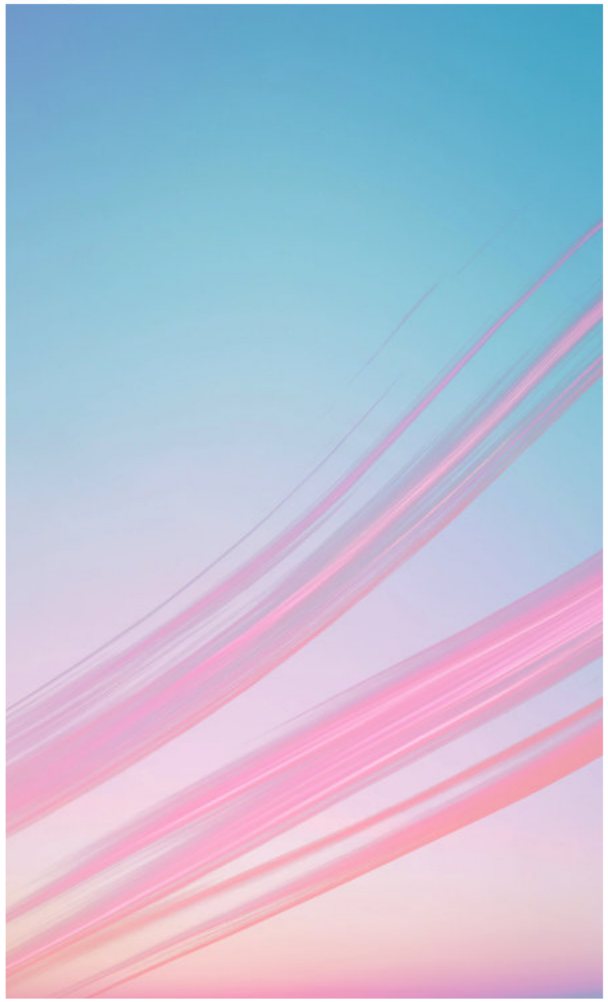
Figurative imagery
For use when referring to specific topics; visual has to match the subject content

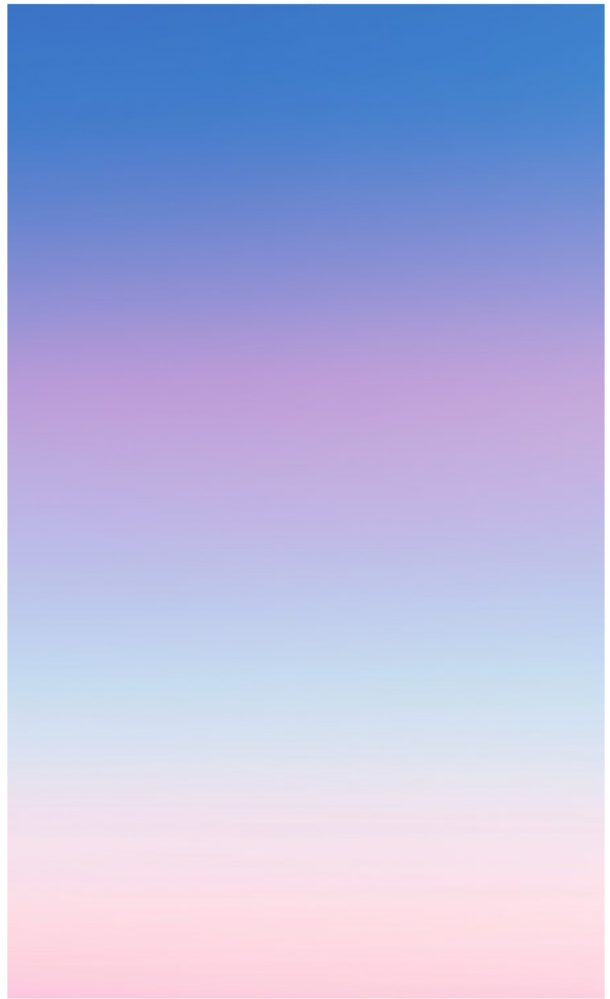






Abstract imagery (option with and without Motion streaks)
For generic use; as presentation dividers, holding slides, or background images

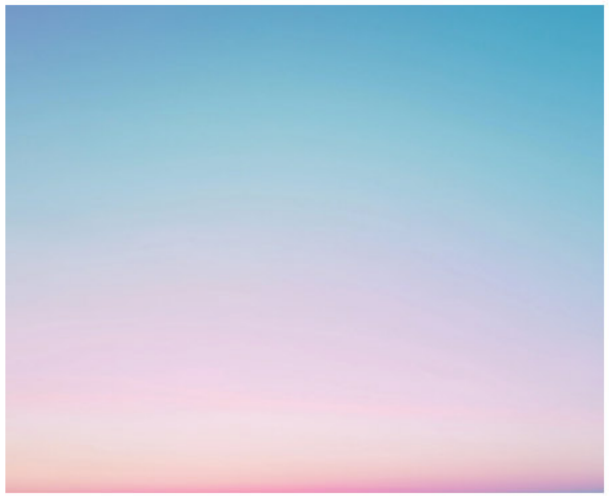
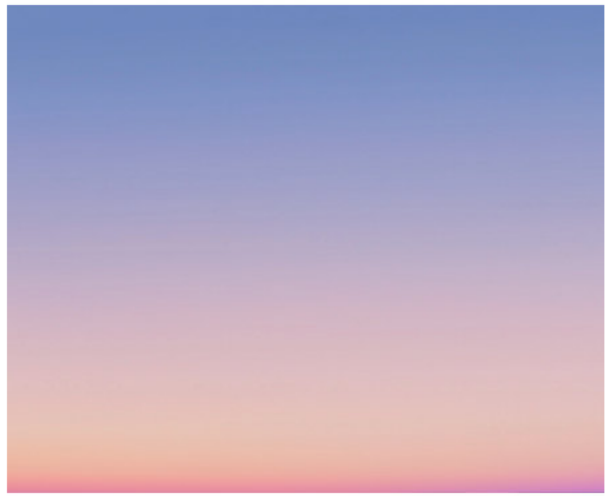
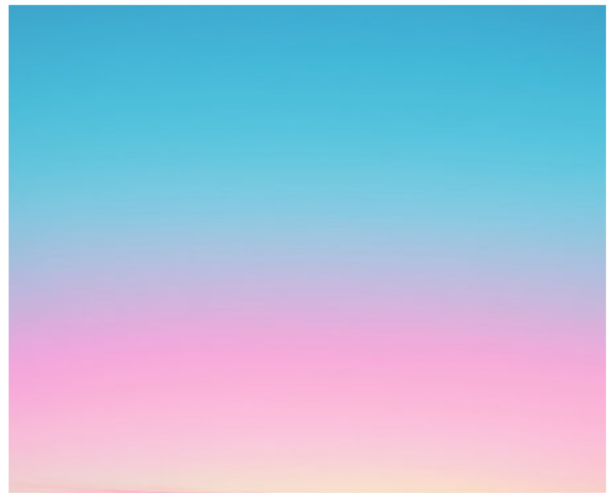
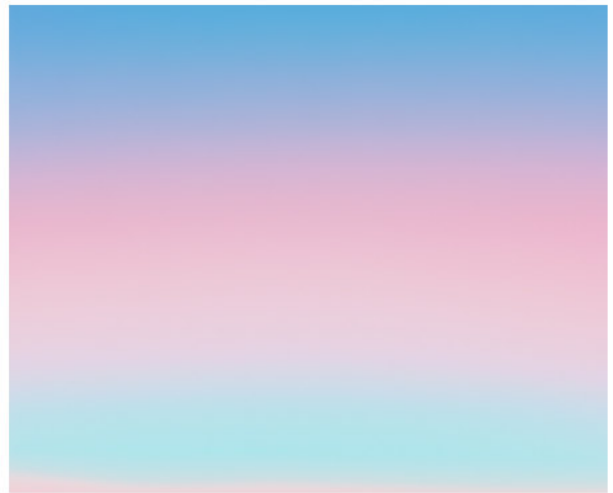
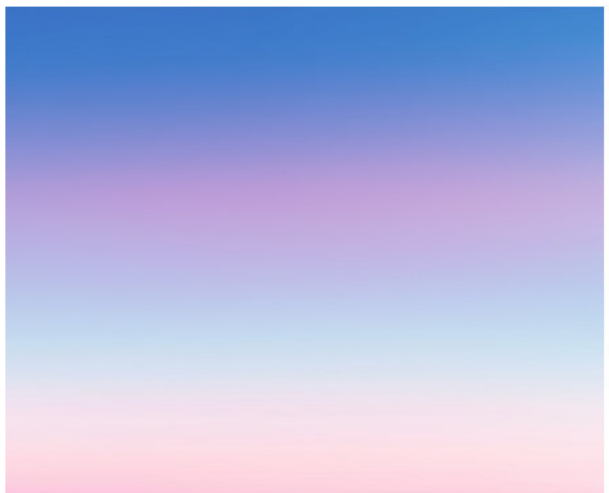
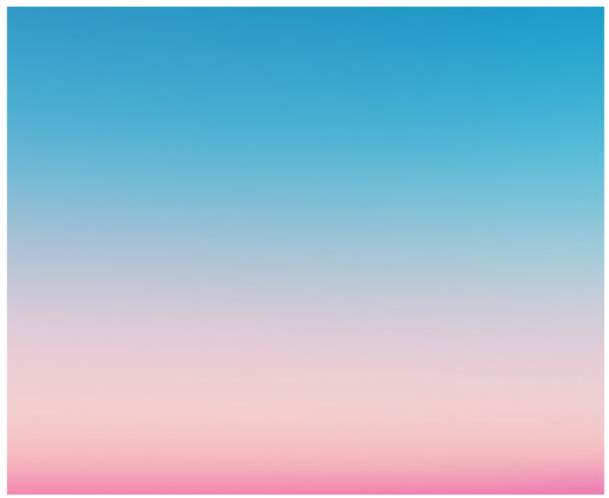
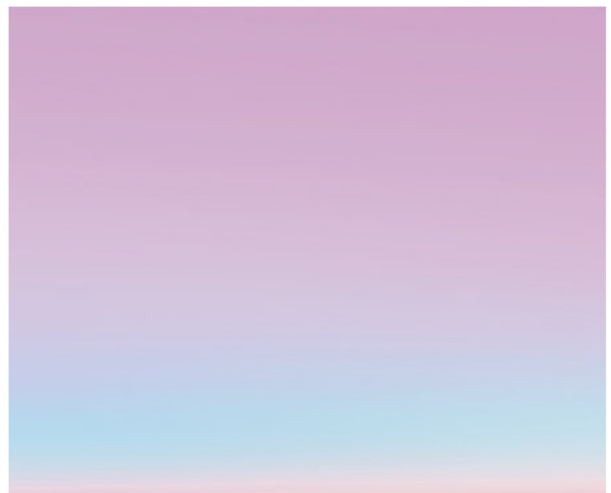
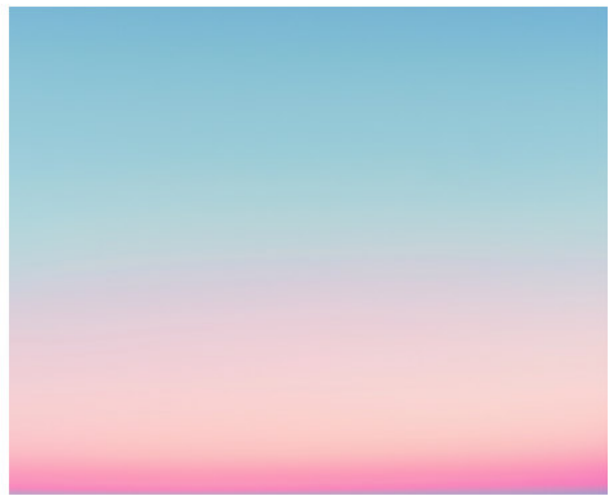




Base & Streaks

Simple images of open cloudless skies featuring our distinctive brand palette of pinks and blues form the base layer of the abstract images. We have created a set of skies here to provide more colour variety — these Base sky images are interchangeable with each other.

These images can either be applied on its own, or with the motion streak motifs.

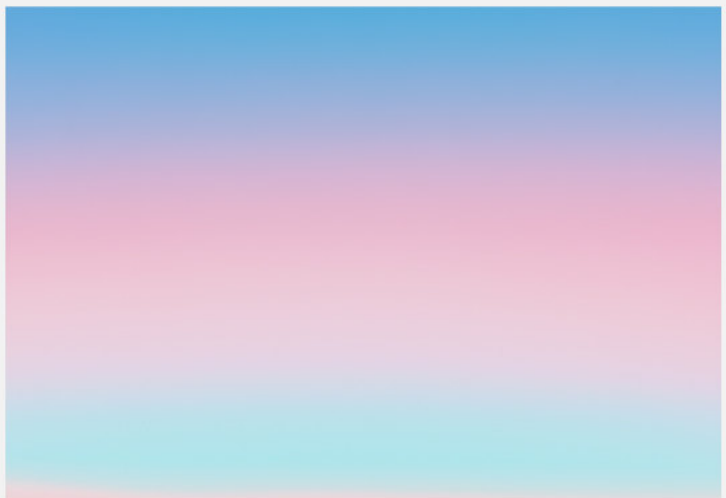
Base & Streaks

Each Base sky image comes in the original format of a square. The abstract nature of it means that they can be seamlessly stretched to fit both a landscape or portrait format depending on the needs of the layout.

Original square format



Stretched to landscape format



Stretched to portrait format

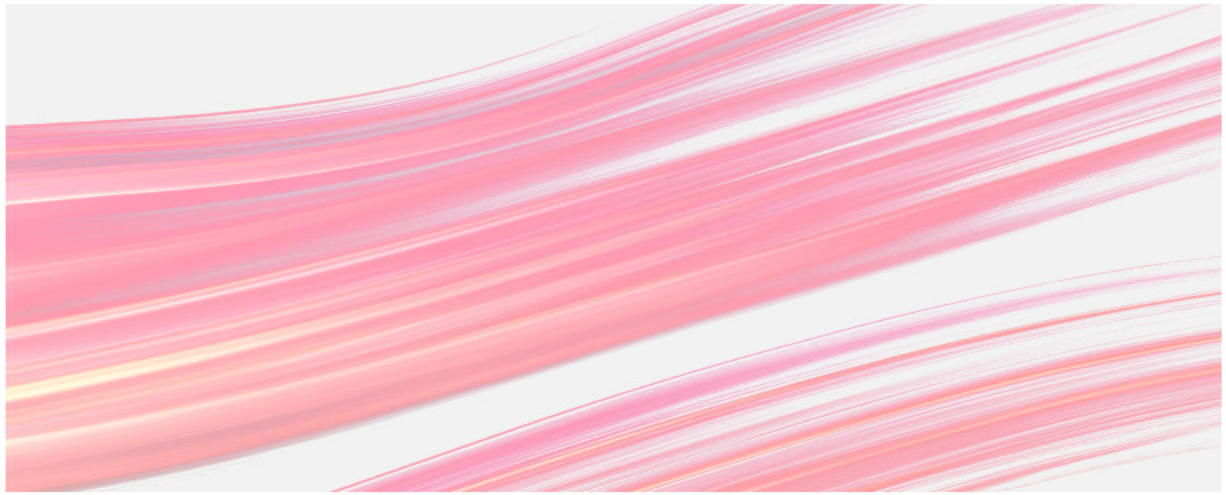


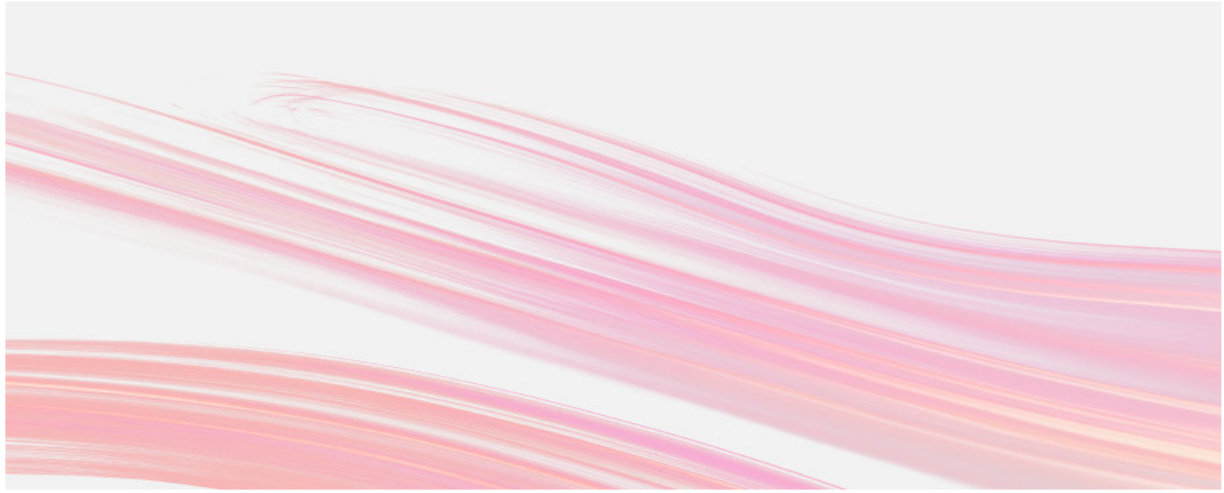
Base & Streaks

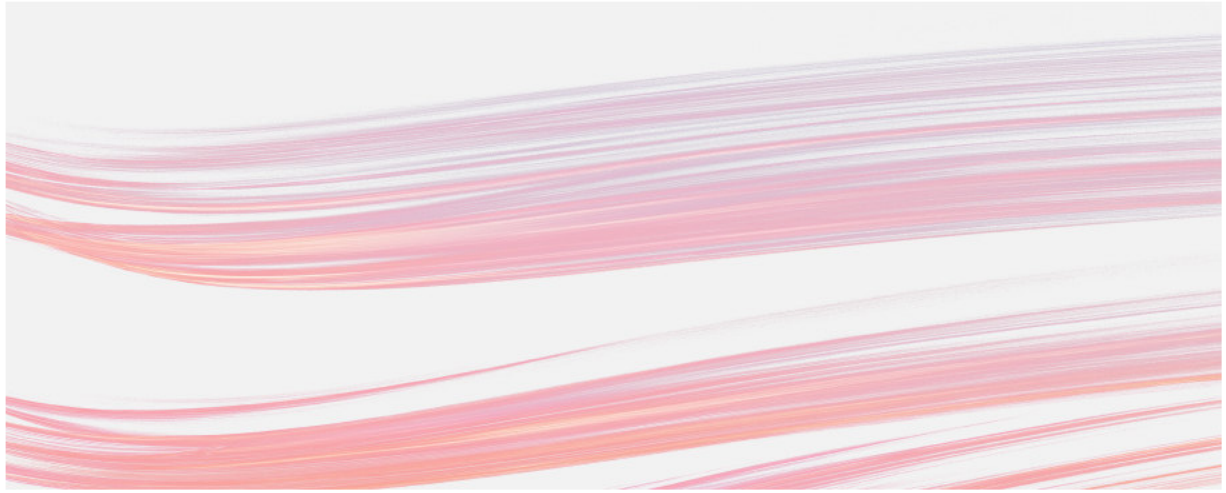
The streaks of motion blurs shown on this page are an extra element that can be layered onto the blank skies in order to add a touch of dynamism and brand ownability to the abstract images. These m*otion streaks* images come in .png formats that feature transparent backgrounds to make application onto *Base skies* fast and easy.

The application of these *Motion streaks* is purely optional — it is up to the designer to decide if the specific touchpoint would require the addition of this extra layer.







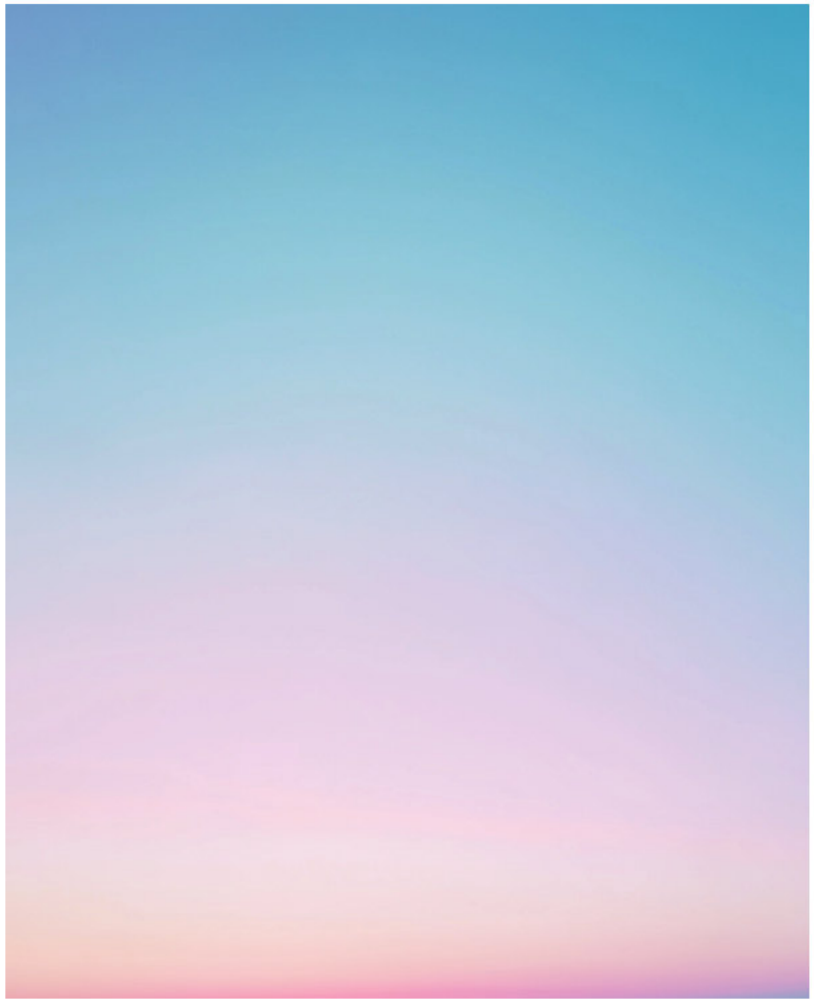


Construction

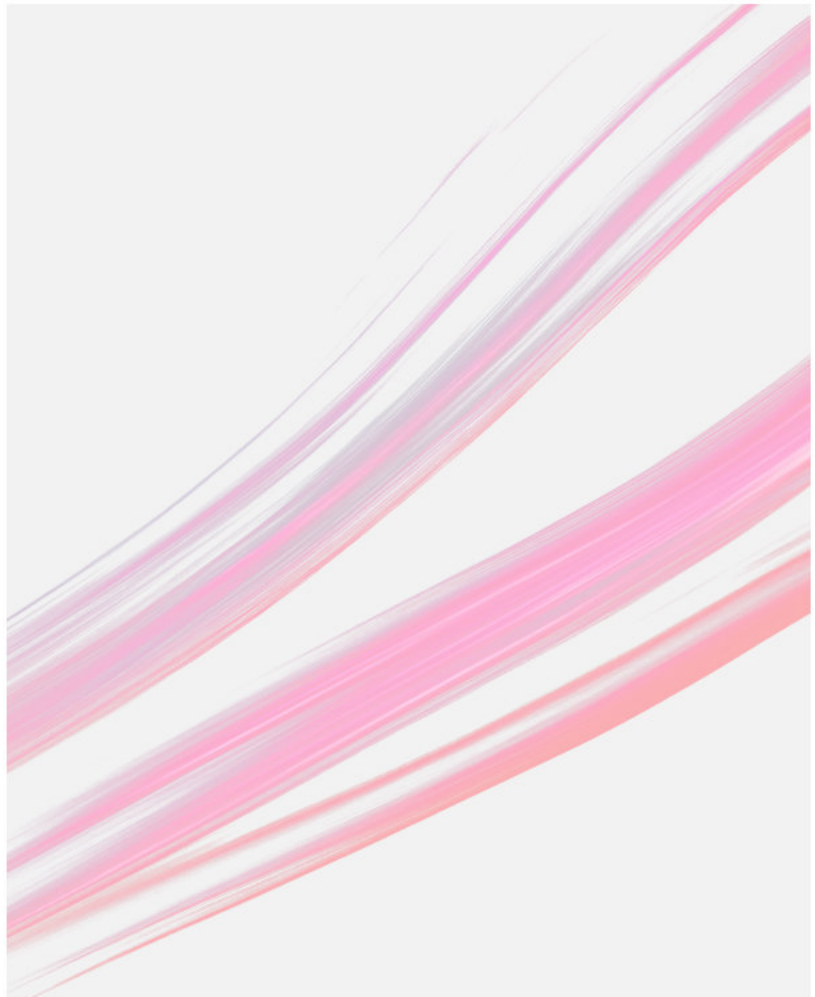
On this page we can see how the *Base sky* layer can be easily combined with a *Motion streak* file to create our Arrive abstract images.

The process is simple, flexible and can be done on any program from Figma or Photoshop to Google Slides. We emphasise that this step of adding the *Motion streaks* is optional — *Base sky* images can also be used on their own if simplicity is required.

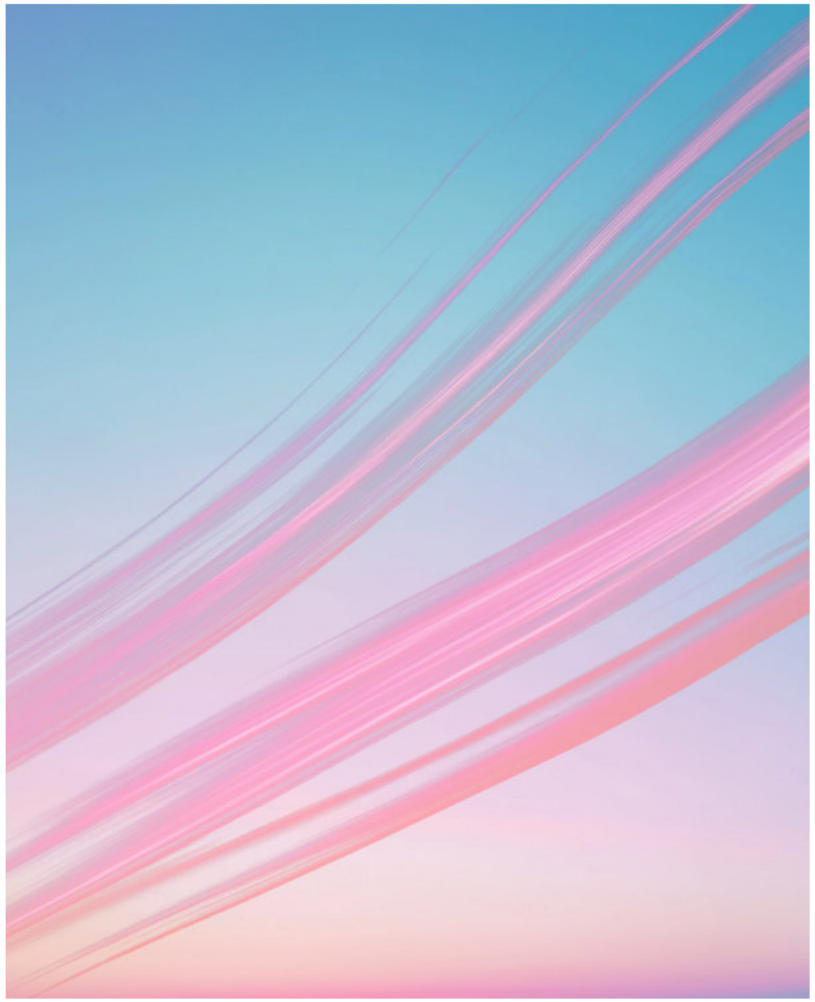
Base layer only



+ Motion streaks



= Combined (Optional)



Construction

The different variations of *Base skies* and *Motion streaks* can be used and combined flexibly in different permutations to create a large variety of abstract visual assets from just a few core components.

The *Motion streaks* can also be positioned, sized or cropped in any way as long as it looks good applied onto the *Base skies*.

The same *Motion streak* used with different *Base skies*

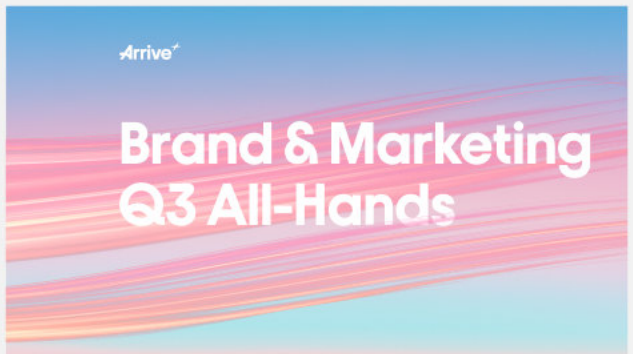


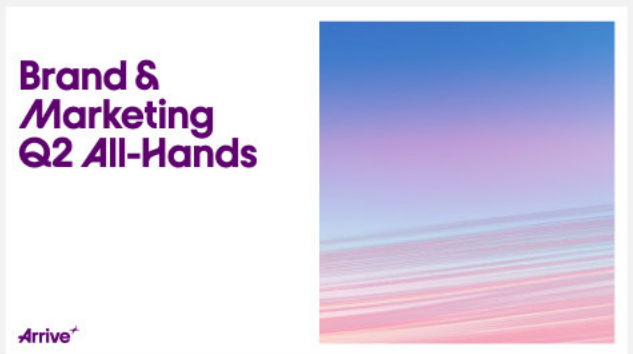
The same *Base sky* used with different *Motion streaks*

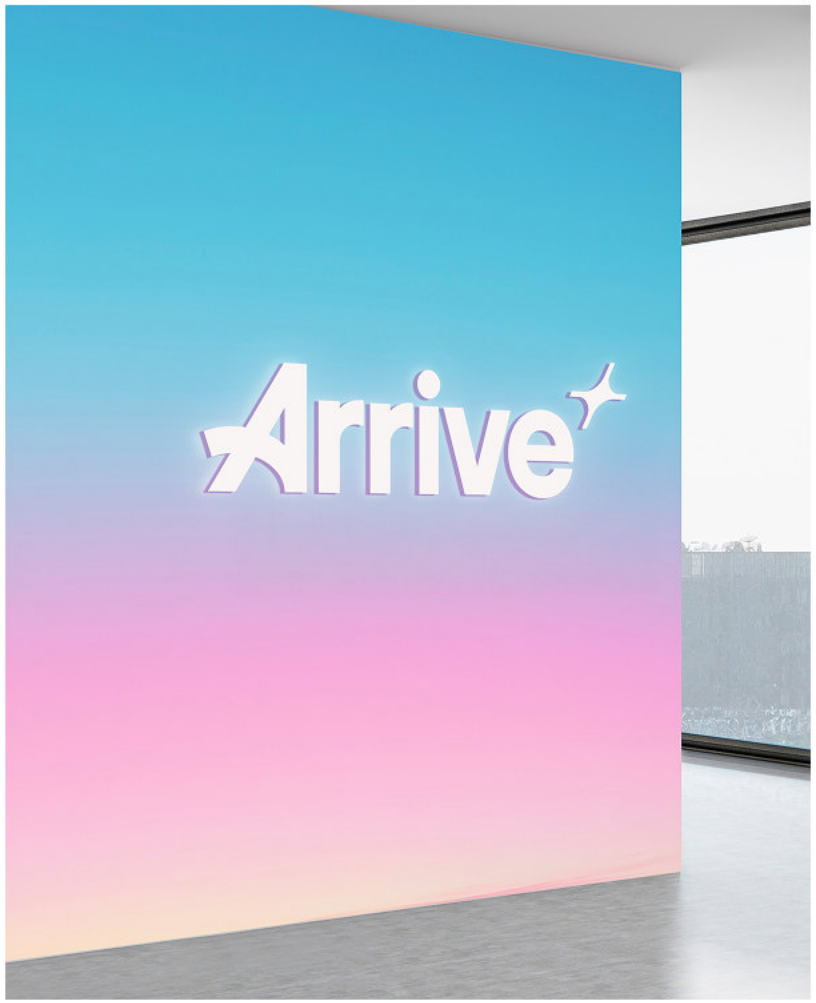


Examples

The abstract images can be applied easily and flexibly whenever a figurative image with a subject matter is too specific or not appropriate — either as a full-bleed background or as an image insert to add some texture and visual interest.









Takeaways



- Abstract imagery is intended for use in presentation dividers, gap fillers, or as background images. Please do not overuse them.
- Gradients can be used in a standalone way, but motion streaks cannot be used without a gradient base.
- Base and streaks can be combined, do not create additional gradients, reach out to the Brand team if you need an additional gradient or streak.

Index

07 Infographics

Introduction
Colours
Charts
Examples

Takeaways

Introduction

This section outlines the visual and functional principles behind our infographic design system.

By leveraging consistent styles, brand-aligned color palettes, and data visualization techniques, we aim to ensure clarity, professionalism, and visual impact in all our communications.

Each section will provide a detailed overview of the elements, from bar charts to typography, showcasing how we effectively convey data and insights. Let's explore how these components work together to create engaging, accessible, and on-brand infographics.

Introduction

Overview

This slide provides a summary of the key elements used in our infographic design. It includes our color palette, bar charts, pie charts, line charts, area charts, and typography. Each component plays a role in presenting data with clarity and consistency while maintaining alignment with our brand identity.

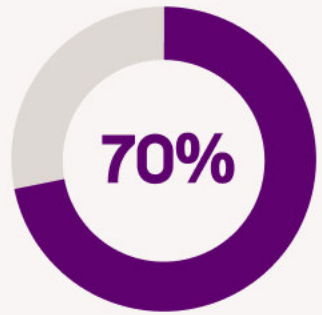
Colors



Bar chart



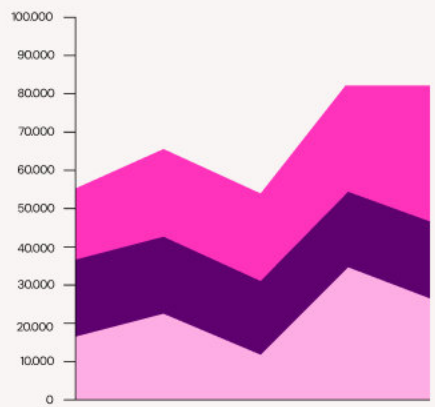
Pie Chart



Line chart



Area chart



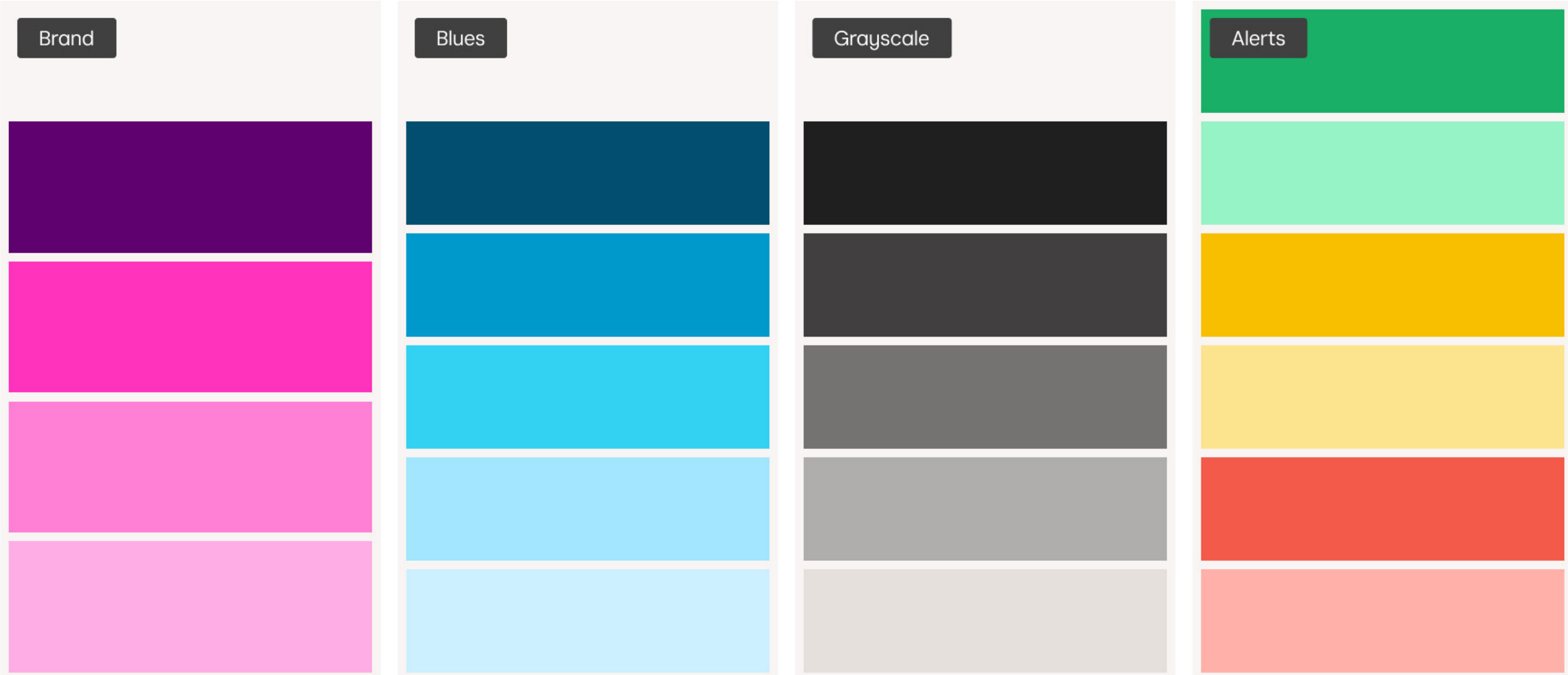
Typography

320M

Colours

Palette

Overview of our entire infographics color palette.



Colours

Different approachs

Brand-focus: Core brand colors (purple and pink) for strong visual identity impact.
P&B: Adds blue tones for better differentiation while maintaining brand alignment.
Grayscale Pop: Uses grayscale as a base, with pink highlights for emphasis.
Contrast: Expands the palette with additional hues for clear separation in complex infographics.









Colours



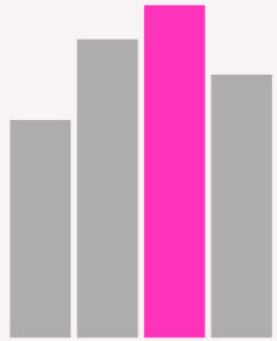
Brand-focus

- When we're using two colors we contrast the purple with our vibrant pink.
- When we're using three colors, we add the lightest pink for contrast.
- When we're using four colors, we make sure the two lightest pinks are separated



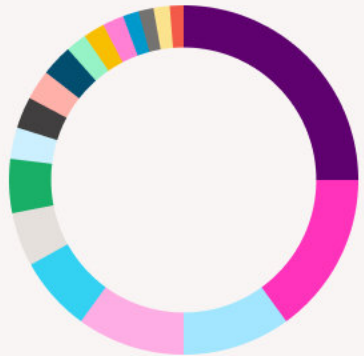
Pink & blues

- When using three colors, we ensure a balance between pink and blue.
- With four colors, we separate the blue tones for better differentiation.
- For five or more colors, we follow an alternating method to maintain visual clarity and consistency.



Grayscale pop

- Monochrome: The design maintains a uniform grayscale palette, with a single pop of color to draw attention to key data points.
- Separated: A broader grayscale range is used, incorporating both light and dark tones for added contrast, while still maintaining the emphasis with a bold accent color.



Contrast

- When designing complex infographics, we use the full color palette while ensuring clarity through strategic contrast. By placing darker colors next to lighter ones, we enhance readability, distinguish data points, and maintain a balanced composition. This dark-and-light approach also allows for seamless expansion if we exceed our 20-color range.

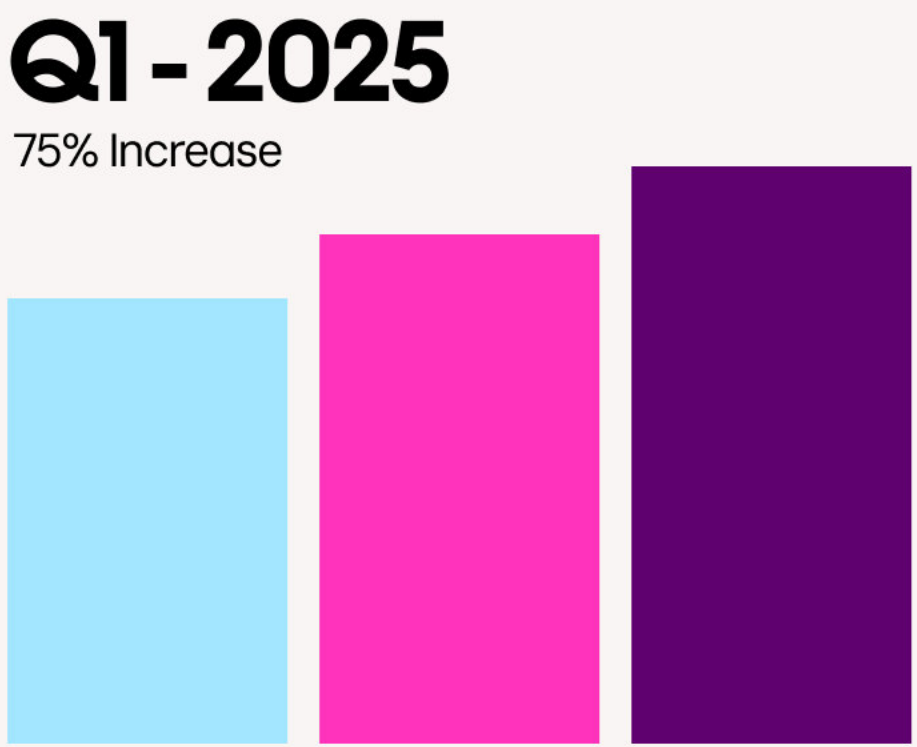
Colours

Colour usage for typography

In our infographics, color is carried by the visuals, while typography remains neutral for clarity.

- Graphic Infographics: Headlines are in black or white, allowing the infographic to stand out.
- Typographic Infographics: When typography is the main element, key figures use brand colors for emphasis.

Graphic infographics



Typographic infographics



Charts

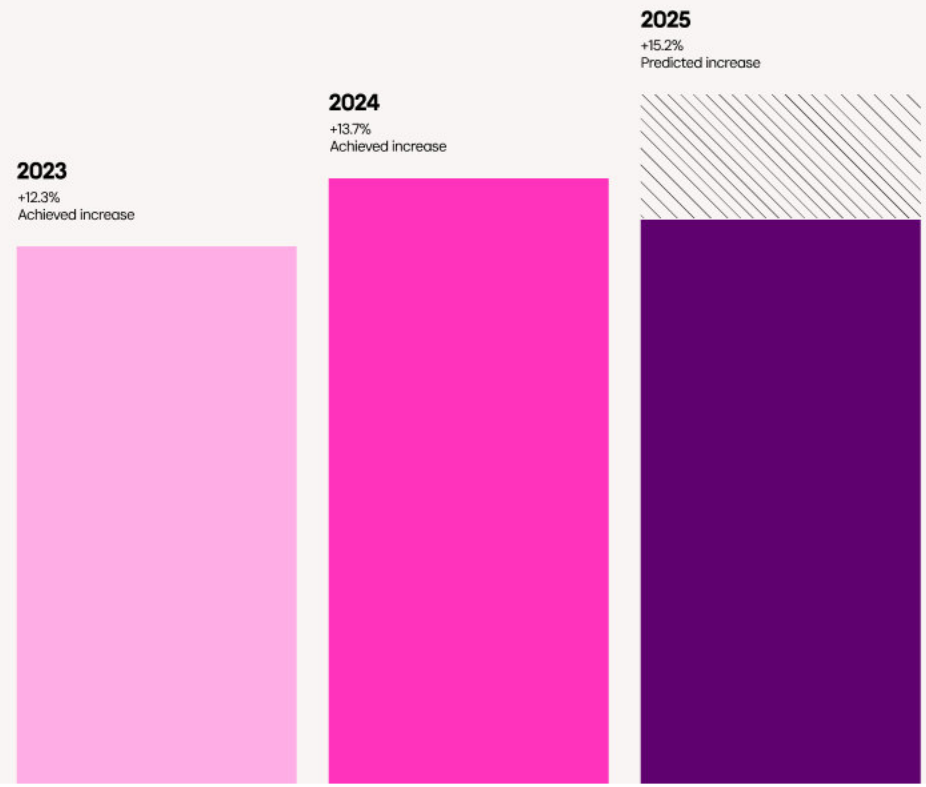
Bars

We use two orientations of bar charts: horizontal and vertical. The horizontal chart is ideal for landscape layouts, while the vertical works well with portrait layouts.

Horizontal



Vertical



Charts

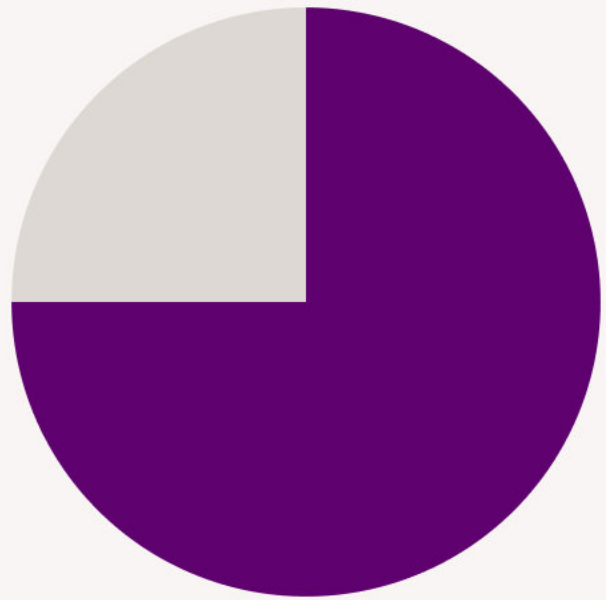
Pie

We use two styles of pie charts: the donut chart, which provides a modern and open design, and the filled chart, offering a more traditional and solid representation of proportions. Both are effective for visualizing part-to-whole relationships.

Donut



Filled



Charts

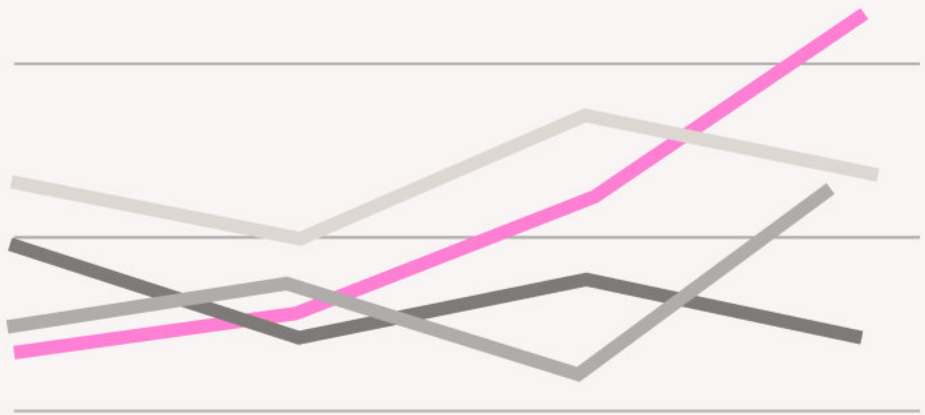
Lines

This slide highlights the two types of line charts: the spike chart for visualizing sharp fluctuations in data and the line chart for showcasing trends and comparisons over time.

Spike chart



Line chart

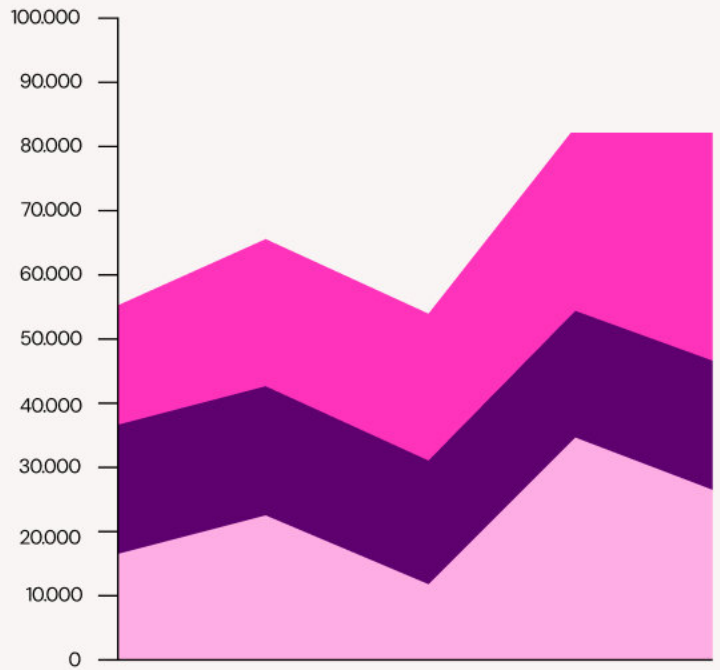


Charts

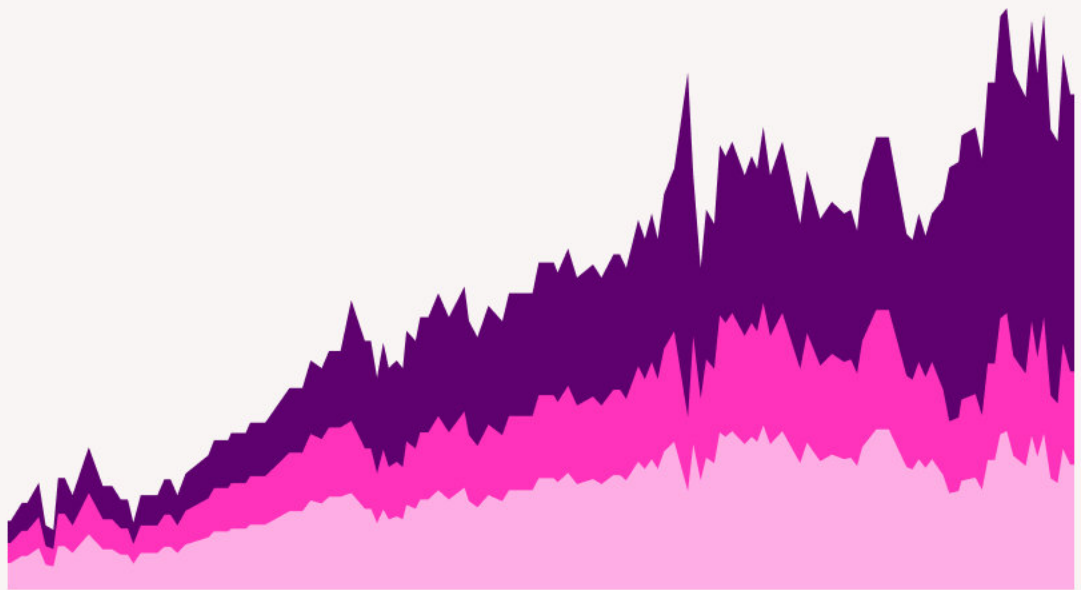
Area

We use two versions of area charts: a simple version for clean, straightforward data representation and a complex version for displaying detailed and layered trends.

Simple



Complex



Charts

Numbers

This slide demonstrates the use of our bold typography to highlight key numerical data and percentages.

Numbers

320M

Percentages

75%

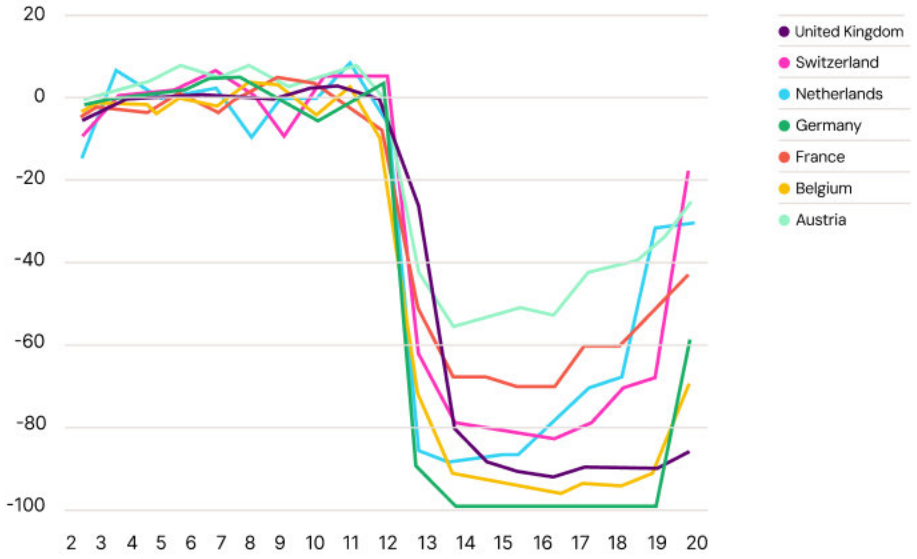

2025
+15.2%
Predicted increase
2024
+13.7%
Achieved increase
2023
+12.3%
Achieved increase
890.34B
Estimated digital Parking revenue growth in 2025


Estimated digital Parking revenue growth in 2025
890.34B
Q1
Monthly subscribers to Camera Access
100,000
90,000
80,000
70,000
60,000
50,000
40,000
30,000
20,000
10,000
0
Jan – Mar 2025
Jan – Mar 2024
Jan – Mar 2023
Customer satisfact
Expected market share in 2025
50%
Le baromètre PayByPhone
2023 du paiement du stationnement par mobile en France
Villes
240


Expected market share in 2025
50%
EasyPark
Competitor
Competitor
Competitor
Competitor

Parking barometer by Park Now Group

Trend in parking transactions.
Measured across Europe by Park Now Group.



The PARK NOW parking barometer shows the percentage differential in transaction performance for each country market they operate in, taking Q1 2019 (YoY) – with average as a baseline to show the impact of the Corona virus and the green shoots of recovery that are coming through. PARK NOW Group represents: PARK NOW (DE, AT, CH), Parkmobile (NL, BE, LUX), Park-line (NL), and RingGo (UK).

Highlights Week 20

In comparison with week 19

Overall Growth:
Europe

+24%

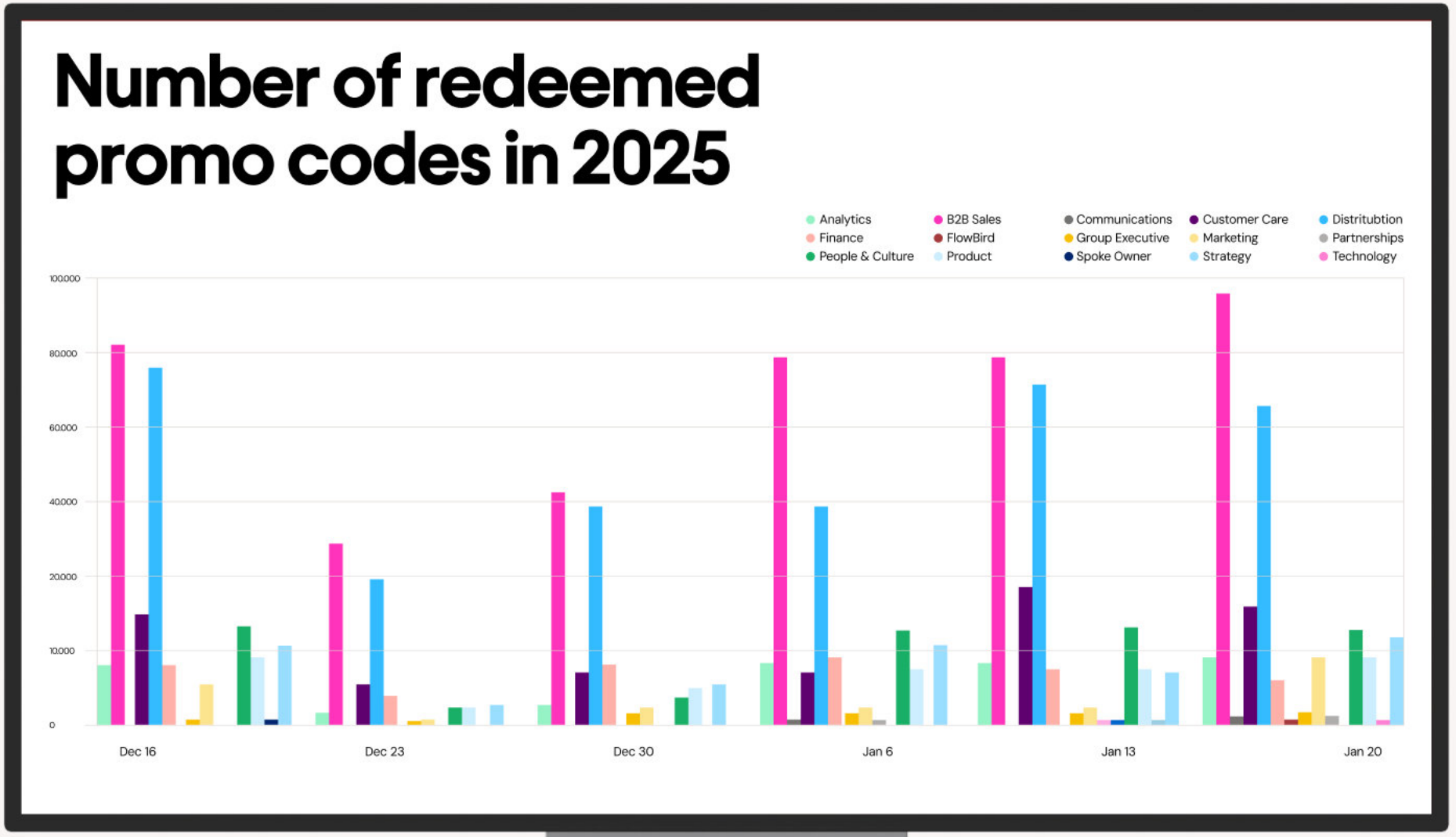
Highest growth:
France

+3176%

Lowest growth:
Austria

+3%

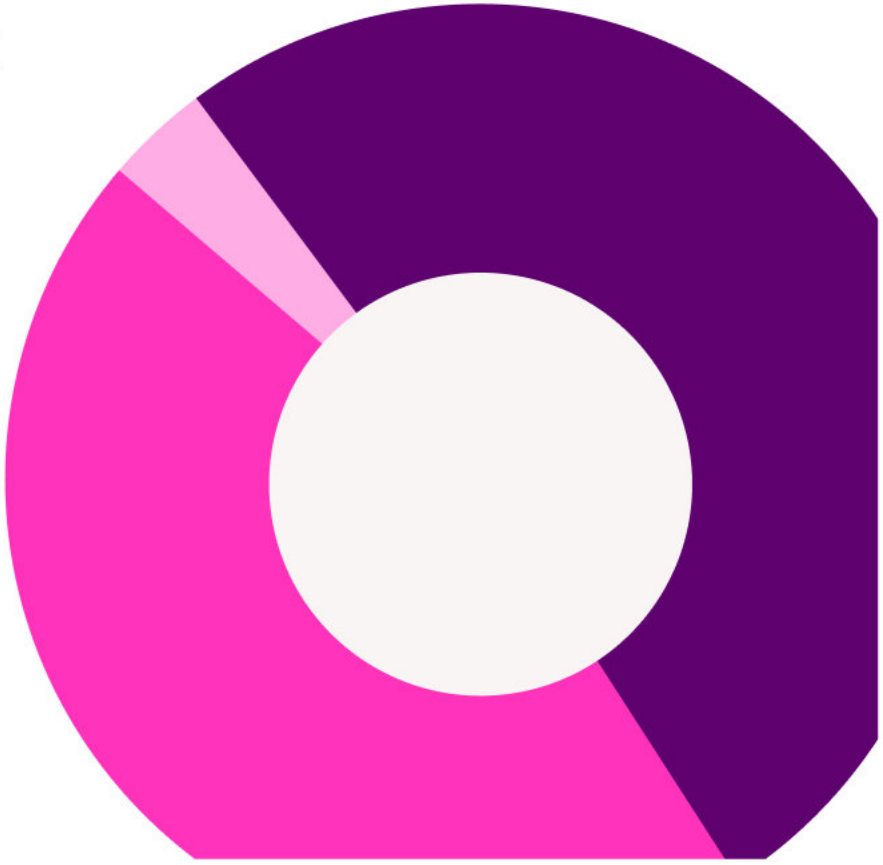
Contrast


Number of redeemed promo codes in 2025
Analytics
B2B Sales
Communications
Customer Care
Distritubtion
Finance
FlowBird
Group Executive
Marketing
Partnerships
People & Culture
Product
Spoke Owner
Strategy
Technology
100.000
80.000
60.000
40.000
20.000
10.000
0
Dec 16
Dec 23
Dec 30
Jan 6
Jan 13
Jan 20


2024
According to the most recent data, Newco is leading the category
100.000
90.000
80.000
70.000
60.000
50.000
40.000
30.000
20.000
10.000
0
Newco Group 85.000
Competitor A 45.000
Competitor B 25.000
Competitor B 25.000
Read the full report

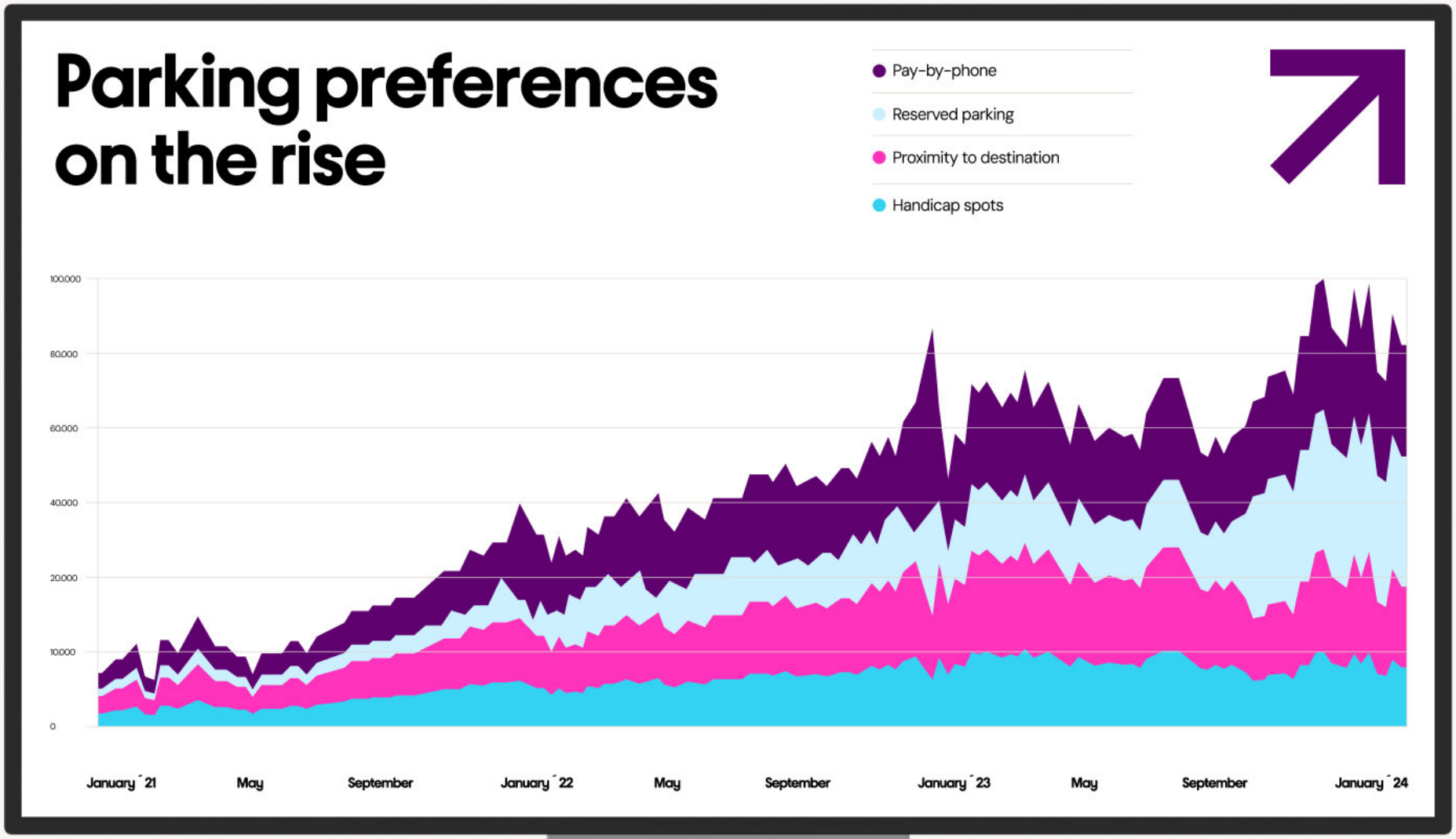
Respondents were equally split between men and women

Male	51%
Women	47%
Non-binary	2%



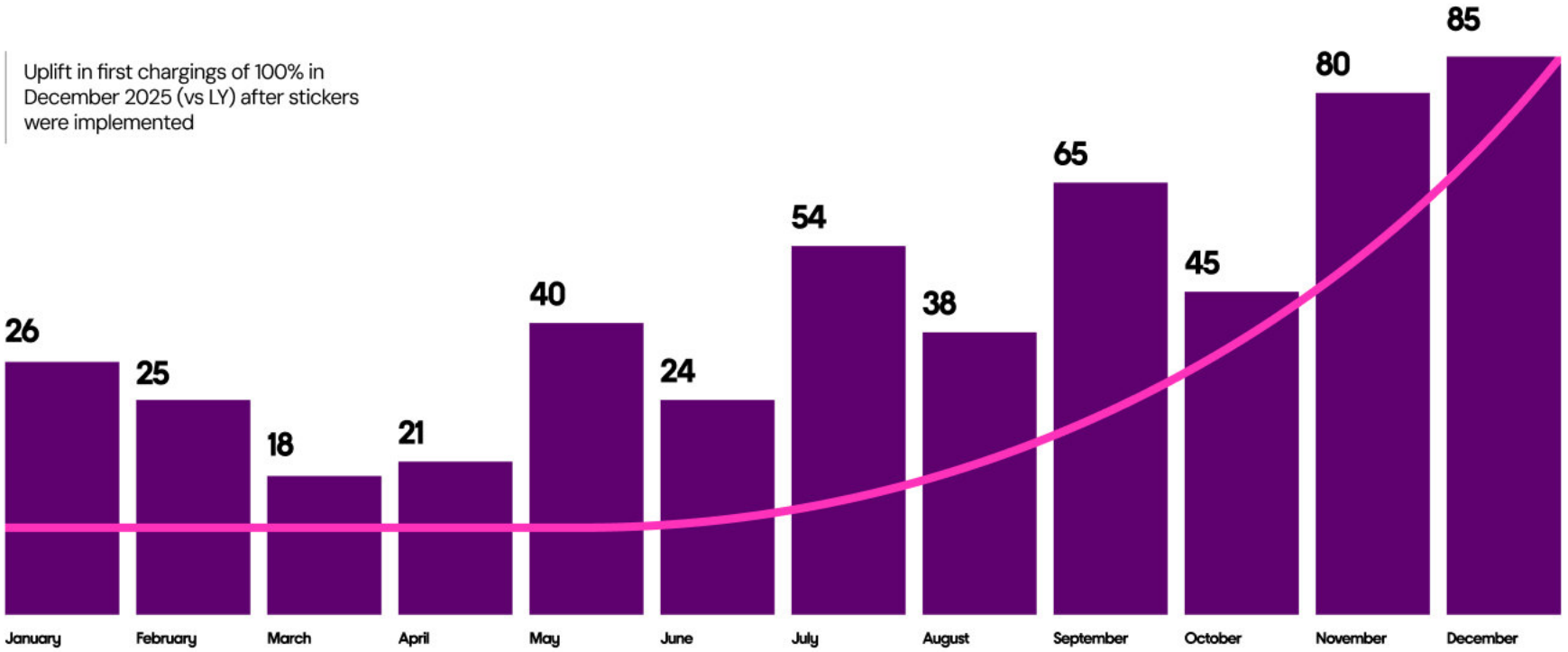
Arrive

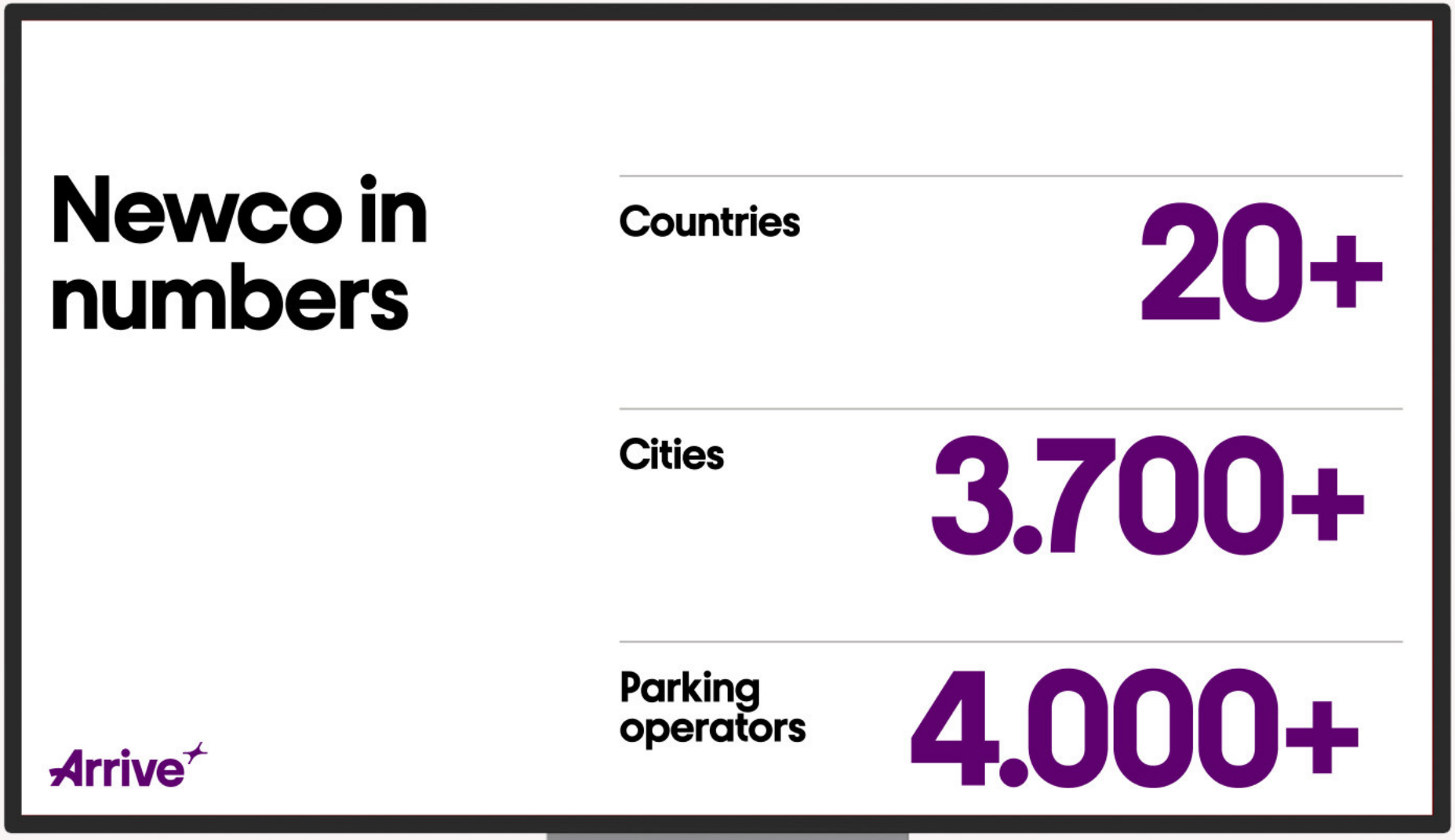
Parking preferences on the rise



The trend

Uplift in first chargings of 100% in December 2025 (vs LY) after stickers were implemented




Newco in numbers
Countries
20+
Cities
3.700+
Parking operators
4.000+
Arrive


50% said they are very likely to park using a pay-by-phone subscribtion
50%

Takeaways



- There are four different color sets for graphs.
- Graphs are designed for different purposes, please choose the one that best supports your message, and don't add any additional colors.
- Keep your graphs as clean as possible.
- Minimize text or graphics near it to let it breathe and maintain visual impact.

Index

Arrive

08 Motion

Ease & velocity

Core principles

Animated logo

Templates

Ease and velocity

Our motion principles are inspired by the rhythm of urban life. These principles describe how our brand moves, from small interactions to expressive animations.

To maintain a consistent expression, we use the same ease and velocity settings for all ‘in’ and ‘out’ animations.

We also use a second, linear velocity for our flow motion principle.

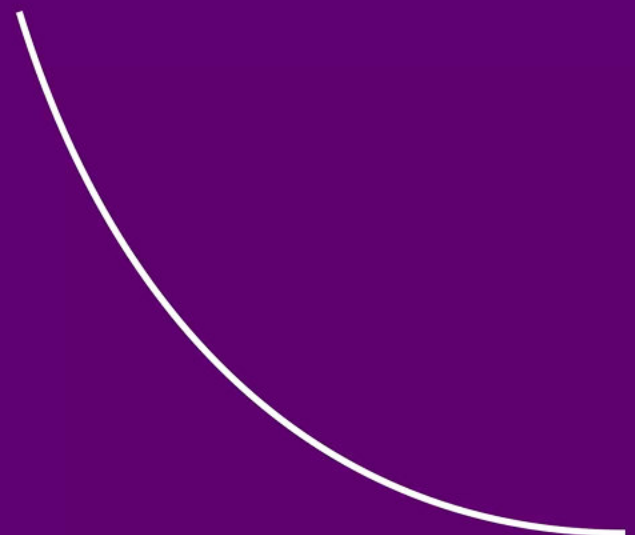
Ease & velocity

Motion
Ease in/out: 80%
Length: 30 frames

Digital
Ease: 0.80, 0.00, 0.20, 1.00
Length: 1200ms

The base motion curve for In and Out animations has an ease of 80% over 30 frames (Motion software), or 0.80, 0.00, 0.20, 1.00 over 1200ms (Digital).
The movement can either be a hard cut to a new element, or we can change content in the middle of the movement.

Curve In/ Out



Example

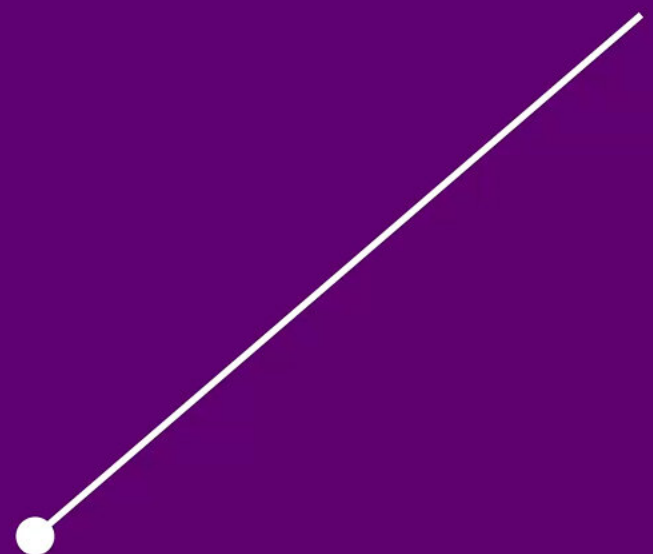
Ease & velocity

Motion
Ease in/out: Linear
Length: Continuous

Digital
Ease: 0.0, 0.0, 0.0, 0.0
Length: Continuous

Our base motion curve for linear motion has a calm and continuous movement.

Curve Linear



Example

Oslo
Copenhagen
Helsinki
Berlin
Amsterdam
Milan
Vienna
Paris

Core principles

Our three motion principles Flow, Park and Zoom, are inspired by the rhythm of urban life, each capturing a unique aspect of city dynamics.

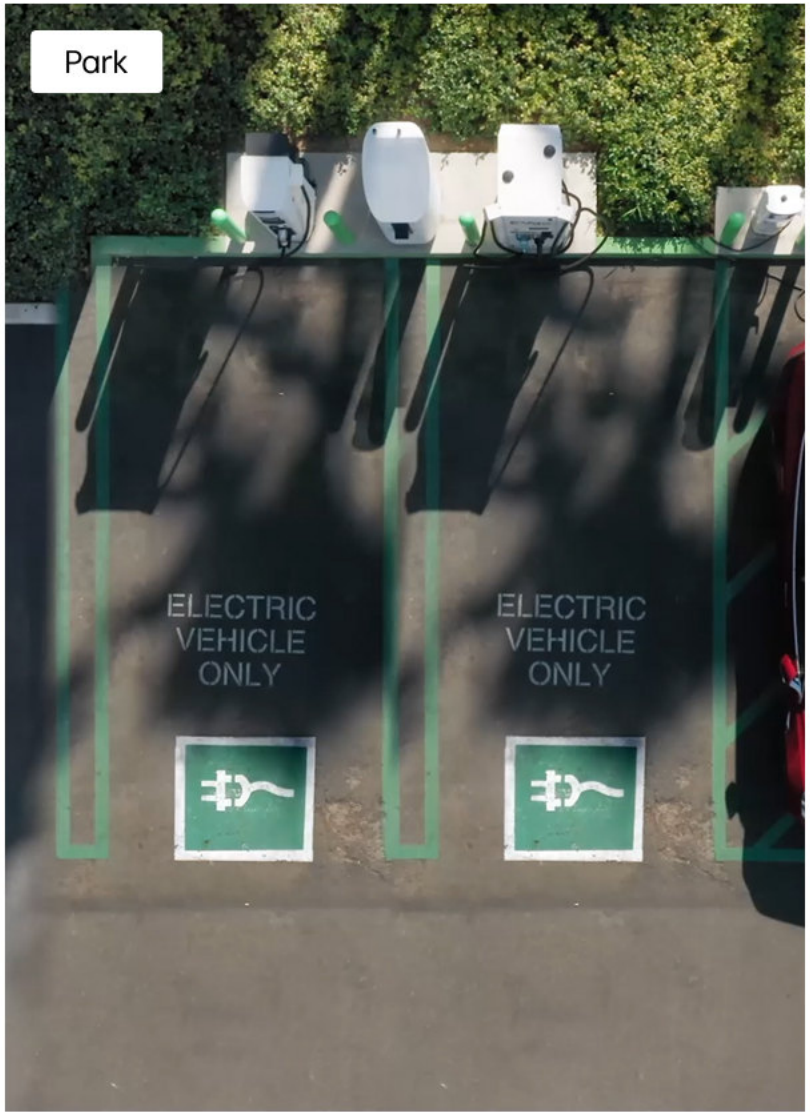
Flow represents smooth, linear movement.
Park conveys moments of pause and focus.
Zoom shifts seamlessly from the vast cityscape to the finer details of individual experience.

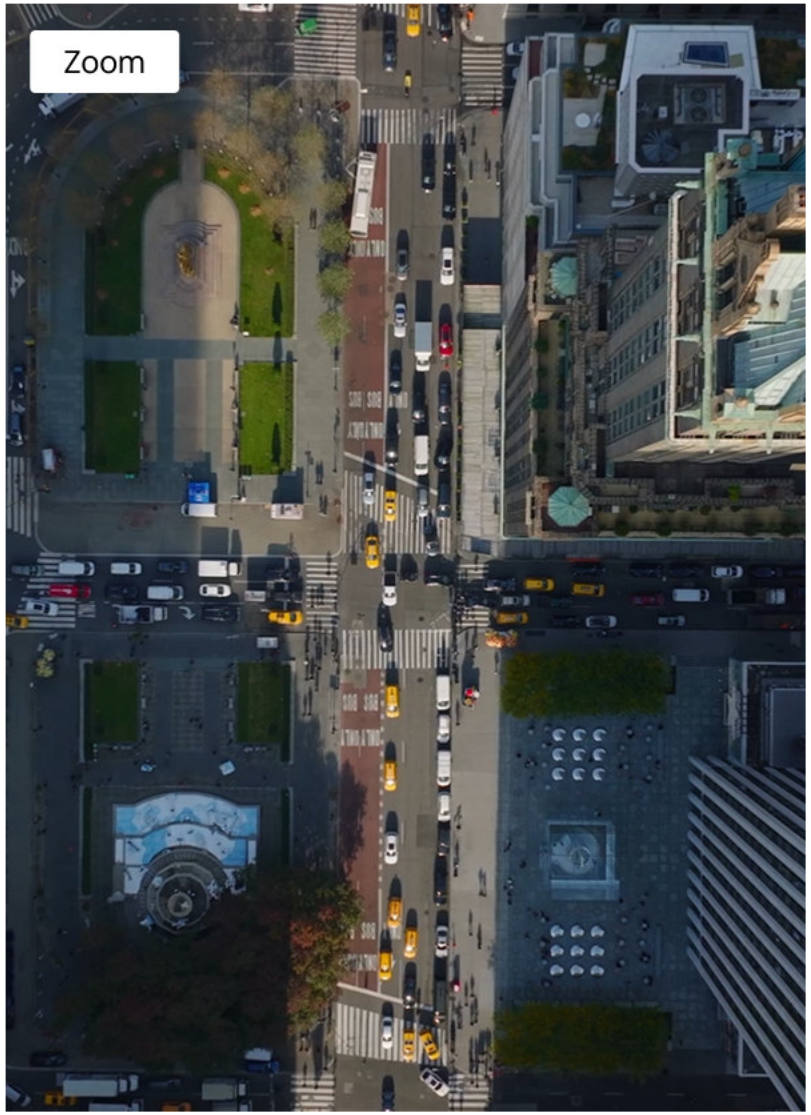
Core principles

Conceptual references

Flow represents smooth, linear movement.
Park conveys moments of pause and focus.
Zoom shifts seamlessly from the vast cityscape to the finer details of individual experience.





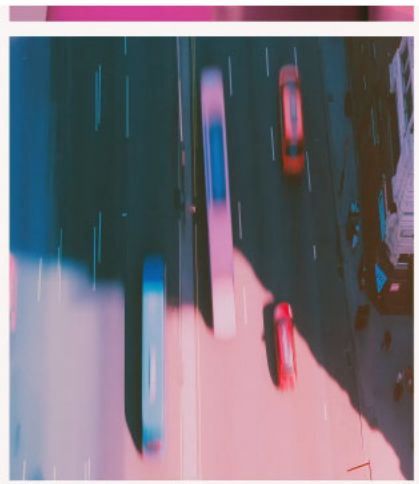


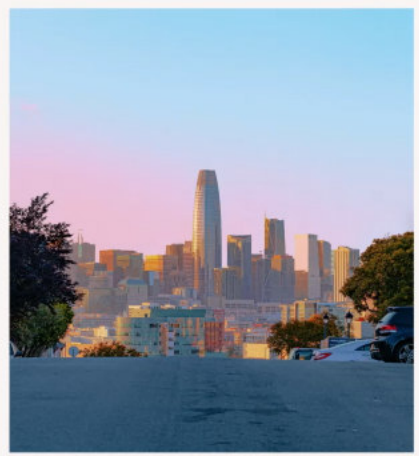
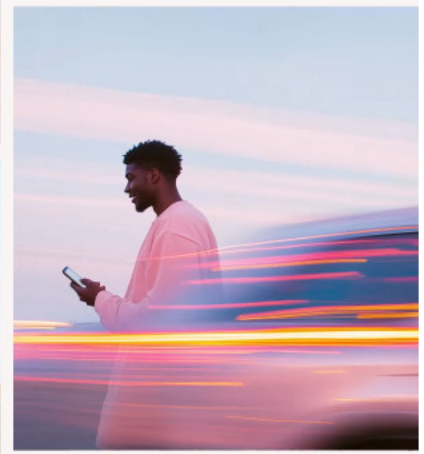
Flow represents smooth, linear movement.

Text

Oslo
Copenhagen
Helsinki
Berlin
Amsterdam
Milan
Vienna
Paris

Images





Images in context.



Typography in context.



Core principles

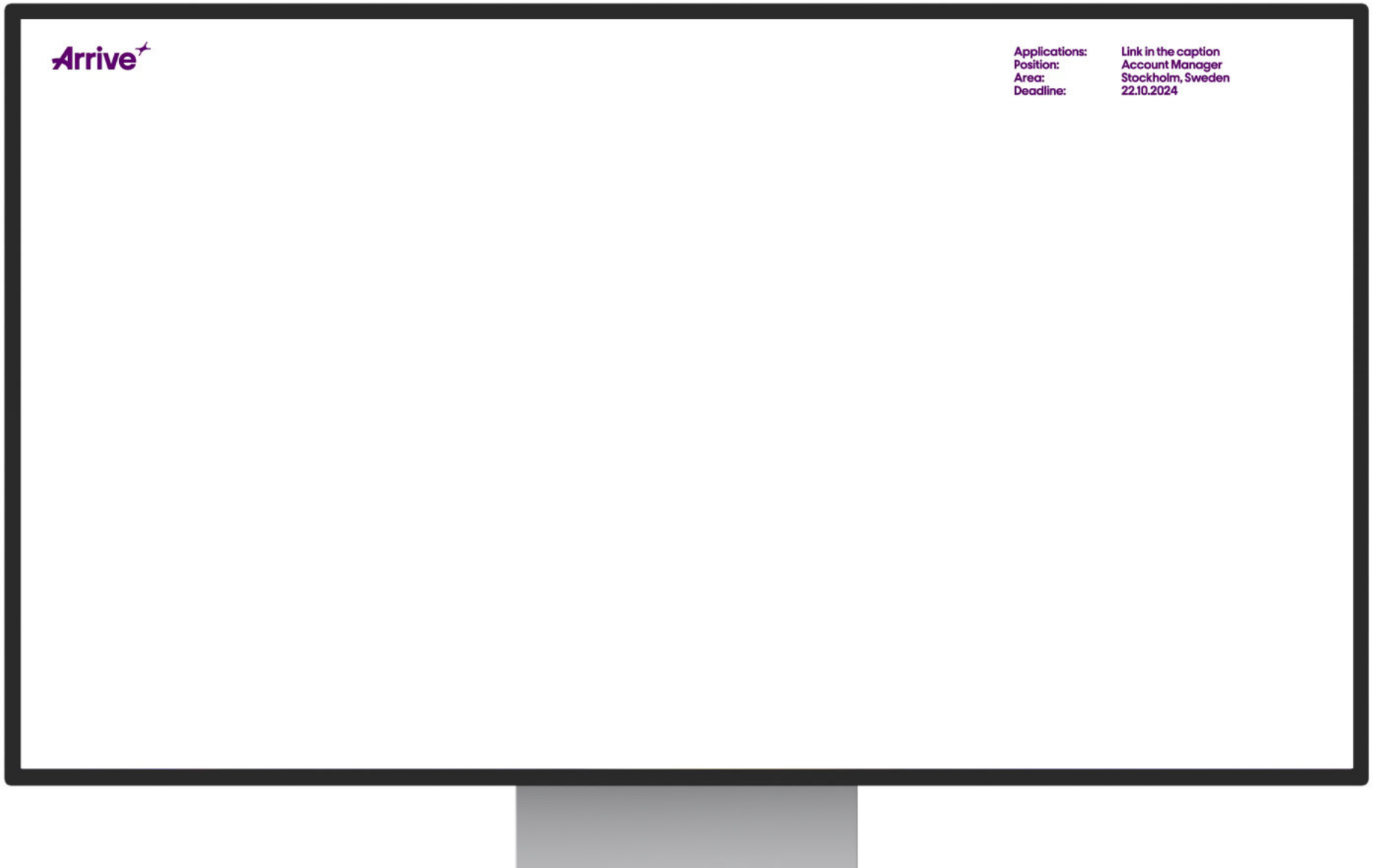
Park

Park conveys moments of pause and focus.

Typography

Images

Images & typography in context.



Zoom shifts seamlessly from the vast cityscape to the finer details of individual experience.

Transition - Images



Transition - Text

Together, we make cities more livable

Transitions in context.

Arrive

Together, we make cities more livable

With our award-winning app, we have been helping drivers save time and money since 2001. But what we don't stop there. We build smarter, more livable cities – one parking spot at a time.

With the use of technology, we break barriers and improve the urban life experience. We help cities balance parking supply and driver demand – not by adding additional parking.



Animated logo

The Arrive logo animation uses a bespoke animation based on the Park motion principle.

There is also a stand-alone Arrive symbol animation described later in this chapter.

An animated logo package can be downloaded separately with several color combinations, and formats for video production (16x9 aspect) and social media (4x5 aspect).

Please also see the Logotype Guidelines for more in-depth color use and layout guides.

Animated logo

Logo

Arrive animated logo

Background: Off-White
Logotype: P1

P1 on Off-White

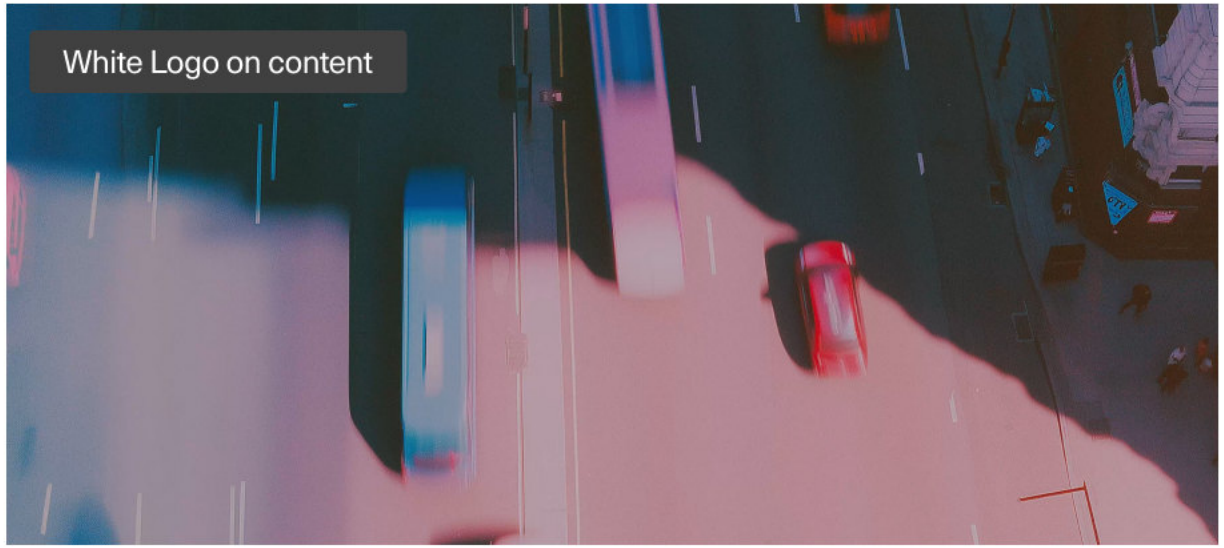
Animated logo

Logo

Arrive animated logo

Social media

White Logo on content



P1 on P3

Animated logo

Symbol

Arrive animated symbol

P1 on Off-White

P1 on P3

Social media

Video Production Examples and Templates

The following assets are made both as examples for the motion principles guidelines, and as parts of the Video Production Templates delivery in 16x9 format.

The Video Production Templates are made in After Effects for easy editing, and can be downloaded separately.

Intro
Video Production

Intro example and template with the Arrive logo animation, and a transition to a typography layout.

Text, colors and the background film can easily be changed and adjusted to fit your needs in the template.

Outro
Video Production

Outro example and template with a film sequence, that transitions into the Arrive logo animation.

The film sequence and the colors can easily be changed and adjusted to fit your needs in the template.

ONLY ONLY

Transition
Video Production

Example and template that uses our Zoom principle to transition between content.

The footage can be changed in the template file.

ONLY ONLY

Text plate
Video Production

An easy to use text template using the Zoom principle for animation and transition.

Text and color can be changed in the template file.

THE ONLY APP YOU NEED

Lower third
Video Production

A Lower Third text plate presenting name and title.

Name and title can easily be changed in the template file along with color. The layouts will adjust according to the length of the name and title.



Social Media
Examples and Templates

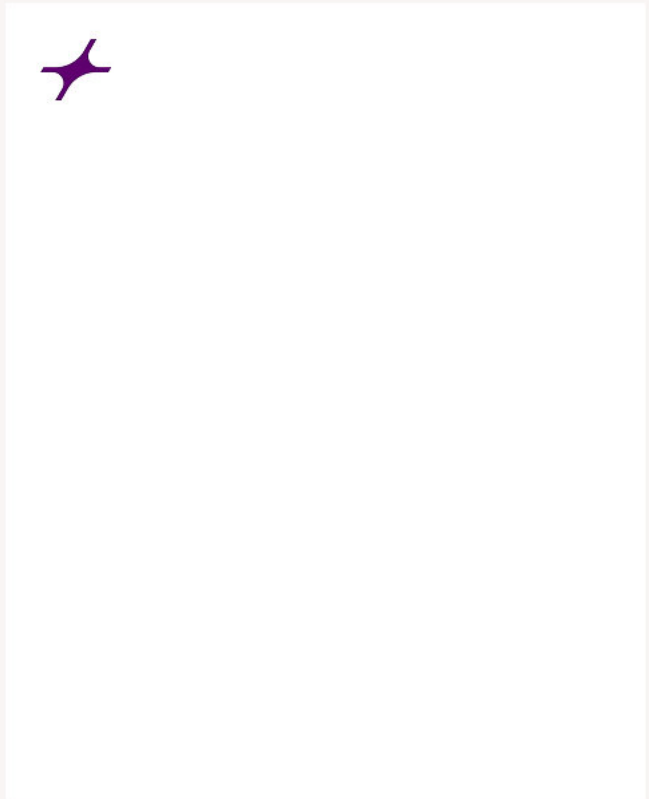
The following examples and templates are made for social media video production in 4x5 format.

The social media templates are made in After Effects for easy editing, and can be downloaded separately.

Social media

Sequence 01

Template



Example



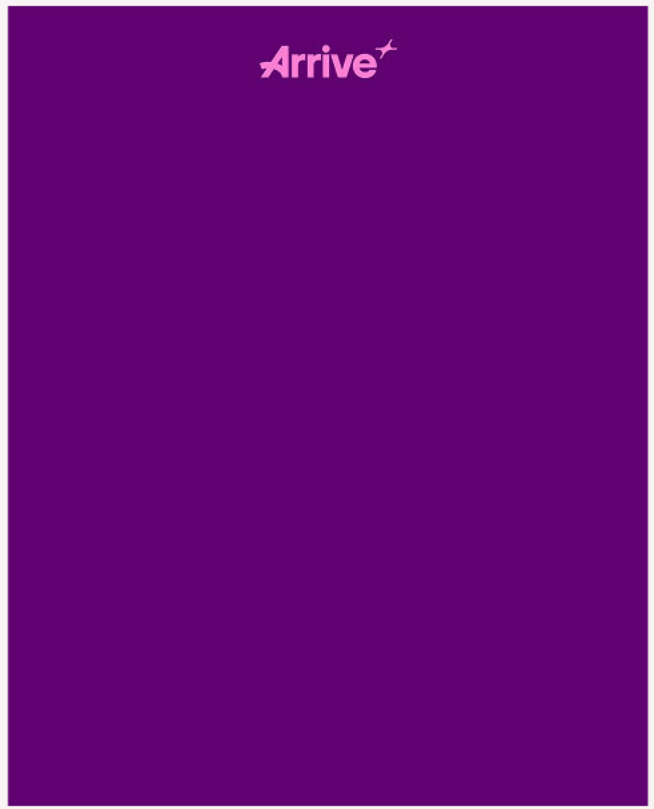
Social media

Sequence 02

Template



Example



Template



Example



09
Tone of voice

Tone of voice
Positive energy
The 3 pillars
Style guide
Voice in action

Takeaways

01.

Why tone of voice matters

We're a brand new brand. The world doesn't know us. Yet.

Like all our new brand assets, our tone of voice goes a long way in telling everyone (for now, that's primarily our employees and B2G audiences) the kind of brand we are and what they can expect from us. Not to mention setting us apart from our competitors.

And in this guide you'll meet the voice which will help is do precisely that.

02.

Our new voice

Our new voice is here to make good things happen. A deliberate blend of the best bits of both EasyPark and Flowbird voices it feels fresh, yet reassuringly familiar. And, like all our brand assets, it plays its part in creating our leading emotion of Optimism. We call our new voice Positive Energy.

03.

How does that sound?

- Capable
- Compelling
- Confident

Pillar 01

Capable

Capable feels considered, grounded and reassuringly credible

...but never dry or excessively corporate

Capable makes it easy to trust in our ability.

- Keep things calm and grounded – it makes us feel like the safe pair of hands we are.
- Weave in our knowledge and experience with facts, figures and examples.
- Skip corporate clichés and overly formal conventions for everyday words and a slightly more relaxed style. It's not sloppy or unprofessional. It simply shows how comfortable we are in our abilities.
- Get generous with capable verbs showing the impact we make, like *fix, save, relieve, solve*.

Spot the difference

Between this:

With NewCo Insights, you get access to a suite of tools that give you data-based insights into your city's parking situation. In other words, you get all the parking data you need to create efficiency in planning, clarity in costs and harmony in your city's mobility.

And this:

Your city is alive with data.
We help you use it.

Pillar 02

Compelling

Compelling feels positive, desirable and very doable

...but not over-enthusiastic or salesly

Compelling makes it easy to imagine – and, crucially, want – the future we promise.

- Bring benefits as close as you can to your audience. Talk to them, for starters. using much more you/your than we/our.
- Put the future firmly within reach. Talk to them like they're already enjoying the benefits.

- Don't just tell them what they can look forward to. Help them imagine – and feel – the impact themselves. Mix the rational and emotional for maximum resonance.

- Avoid wild promises or unsubstantiated claims. Give detail. Get specific. Compelling is always credible.

Spot the difference

Between this:

Eliminating manual parking frees up time for more strategic tasks.

And this:

What will do you with all that time you'll free up?

Pillar 03

Confident

Confident feels secure, empowering and clear

...but not cocky or conceited

Confident makes it easy to know we're the right choice.

- Commit to clear and concrete words; confidence doesn't do vague. Don't hide behind waffle; say what you mean and stand up for it.
- Dare to say less – it shows we have real conviction in what we're doing.
- Watch out for confidence-sapping words like hopefully, potentially, maybe and if... they weaken our stance and allow doubt to sneak in.

Spot the difference

Between this:

Leveraging data to build a transparent foundation for parking policy

And this:

Building parking policy on data

How we write

Style guide

Language

For English content, use American English. Only use British English in the UK.

Period

We use full stops at the end of long sentences or descriptions. Not on headlines, sub-headlines or bullet points.

Salutations

We greet our customers with a cheerful “Hi (First name)” or the equivalent in the local language. We are happy to see them!

Signatures

We sign off as “Your NewCo team” for business to customers comms.
Sign off with your name for 1:1 communications.
No sign off on social media.

Abbreviations

Spell it out, minimize the use of abbreviations. Do not expect everyone to speak the lingo.

How we write

Style guide

Capitalization

We use sentence case. This means, only capitalizing at the start of a sentence or proper nouns (names, brands, places, etc.)
ALL CAPS are allowed for 4-5 letter call-to-actions.

Translations

We keep all brand names, brand statements and product names in English. See the glossary for defined translations.

Dates

We work across geographies, spell out the month to avoid confusion. For example: January 01, 2023.

Brand names

Our group name is spelled “NewCo”. The brands on our portfolio are spelled as: EasyPark, ParkMobile, RingGo, Parkimeter, YourParkingSpace.

Emojis

We use emojis in social media and CRM communications. Please use in line with our personality.

Example 1 - Industry report

Capable

Compelling

Confident

Packed with evidence, these resorts are all about proving our credibility. Dialing up capable makes it easy for even the most conservative audience to see us as a valuable and viable contender.

See your parking situation as it really is
The immediate impact of data-driven parking management

The Arrive Insights are proving invaluable. They're already in use to adjust parking policies, setting the foundation to tackle future mobility challenges. Eliminating manual parking tracking alone has significantly cut costs, and shown areas where paid parking zones could be expanded. Additionally, Insights has helped adjust residential parking fees and promote ride-sharing initiatives to the benefit of the residents.

Example 2 - App newsletter

Capable

Compelling

Confident

Make what you're sharing as newsworthy as possible. **Extra emphasis on compelling** keeps your read relevant and engaging

Your Arrive app is bringing an even better experience

Hello,
After listening carefully to what you and your customers really need from the Arrive app, we've made improvements.
Now parking session details are even clearer. Switching between personal and business accounts is easier. And finding parking areas is quicker. So you can enjoy your app better.

Example 3 - Insights web page

Capable

Compelling

Confident

Help audiences understand what we offer, and why they should care. All pillars of the voice are hard at work here, with a slight **emphasis on confident and compelling.**

Make decisions that make a difference

Your city is alive with mobility data. We help you harness it. Arrive Insights turns your city's real-time parking and movement data into the easily applicable decision-enhancing information that unlocks more confident, more efficient, more impactful planning.

Example 4 - Operator's web page

Capable

Compelling

Confident

Make it easy for operators to want to work with us. Extra emphasis on capable leaves no doubt we're the partner to **make a real difference.**

Solving your city's challenges starts with understanding them

And after working with hundreds of off-street operators all over Europe, we do just that.

Partner with Arrive and let our proven access solutions, such as automatic camera parking and other license plate recognition solutions make the impact your city needs. Exactly when you need it. Swapping entrance queues, low occupancy rates and cash machine complexities for a more satisfied clientele, higher revenue and lower operating costs.

Example 5 - When things go wrong

Capable

Compelling

Confident

It's easy to get apologies wrong. **Dial up capable t**o show we take responsibility and are busy putting things right. And don't dance around the mistake. **Get confident and own it.**

We've charged you more than we meant to

Hello,
When you check your Arrive statement this month, you will notice an additional, unexpected charge. This was not intended, we accidentally charged you extra for adding a vehicle. But be assured, a refund for the full amount is already on its way to you.

Our technical team have found and solved the error to prevent this from happening again. If there's something else we can do to put your mind at ease, please let us know.

Now you've tried it, ask yourself:

- [ ] Does it fill you with optimism?
- [ ] Are you using easy, everyday words?
- [ ] Are your sentences simple?
- [ ] Is there a good rhythm and variety of pace?
- [ ] Does our experience shine through?
- [ ] Does it fill you with confidence that it can, and will be done?
- [ ] Can you already imagine how this will make things better?
- [ ] Is it completely clear that we know what we're talking about?
- [ ] Where could it be shorter?

Takeaways



- Our voice is capable, compelling, and confident. Making it easy to trust in our ability, easy to want the future we promise, and easy to know we're the right choice.
- Keep your writing clear, short, and in sentence case. Making our text easy to read and understand.
- Remember, optimism is the emotion we always convey, and keeping our text consistently positive (without sounding fake) will support us in achieving that feeling.

Index

10 Applications

SoME

CRM

Web & Digital

Sales enablement

Events

Offices

Merch

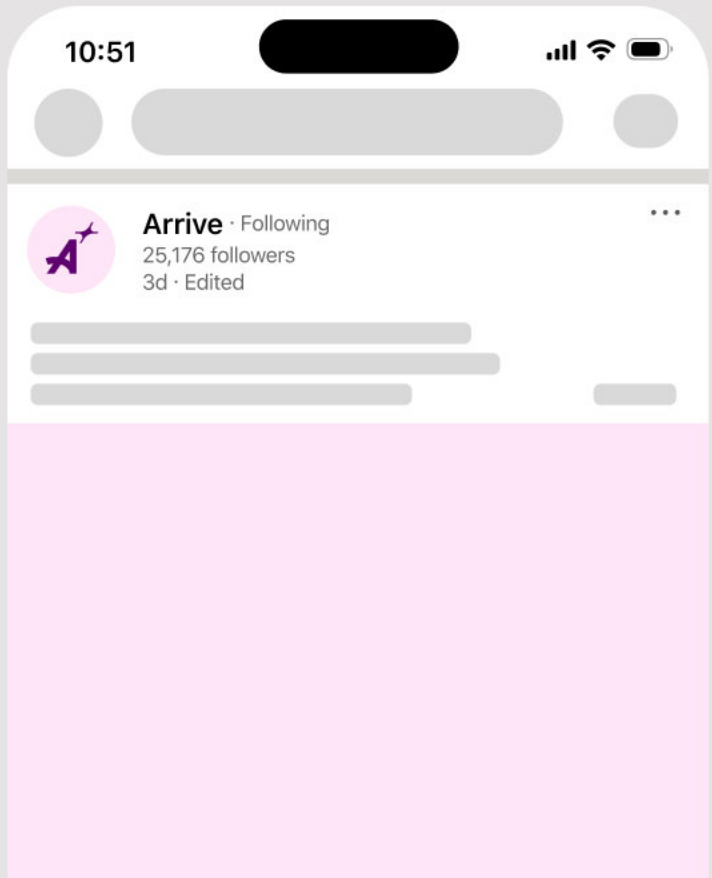
SoME

Takeaways

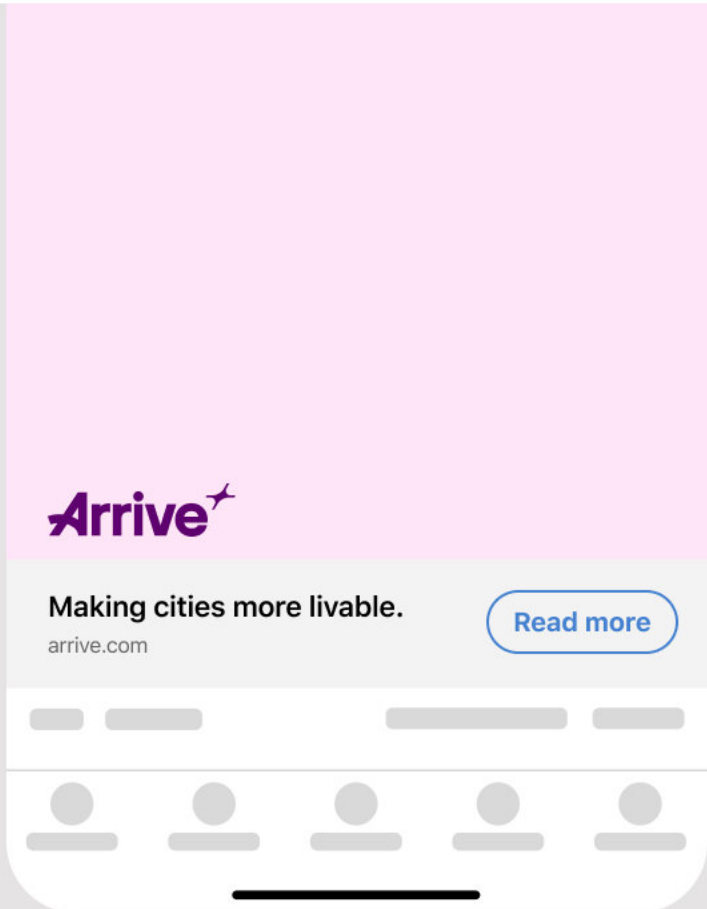
Logotype used

Please note that our SoMe content will always exist within a context where we are the obvious sender – addressing an existing audience. Therefore the majority of posts don't need to include a logo. However, a logo should be considered for sponsored posts, as we are then targeting a new audience who may not be familiar with our brand. During the launch period of the brand logo should be also considered until the brand has been globally established.

Organic Content



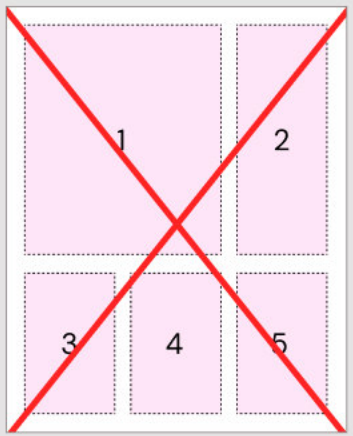
Paid Content



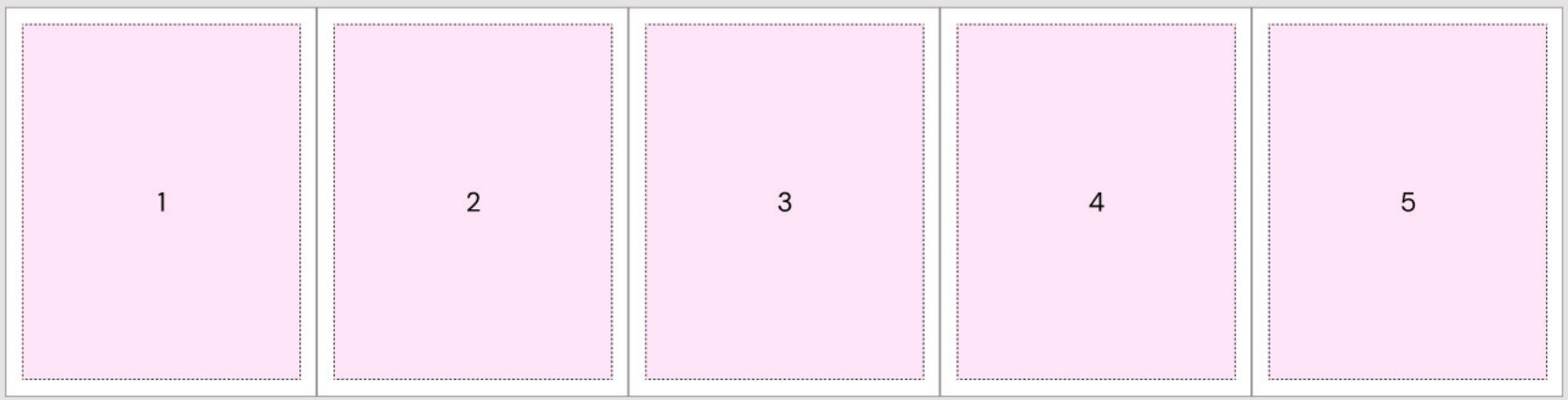
Say one thing per post/slide

It can be scary to allow content to have room to breathe, but having a layout with a lot of white space is an important construction of our brand. So avoid creating posts that are too information heavy and instead make great use of the carousel feature – you might even boost more engagement! – and say one thing per post/slide.

One post



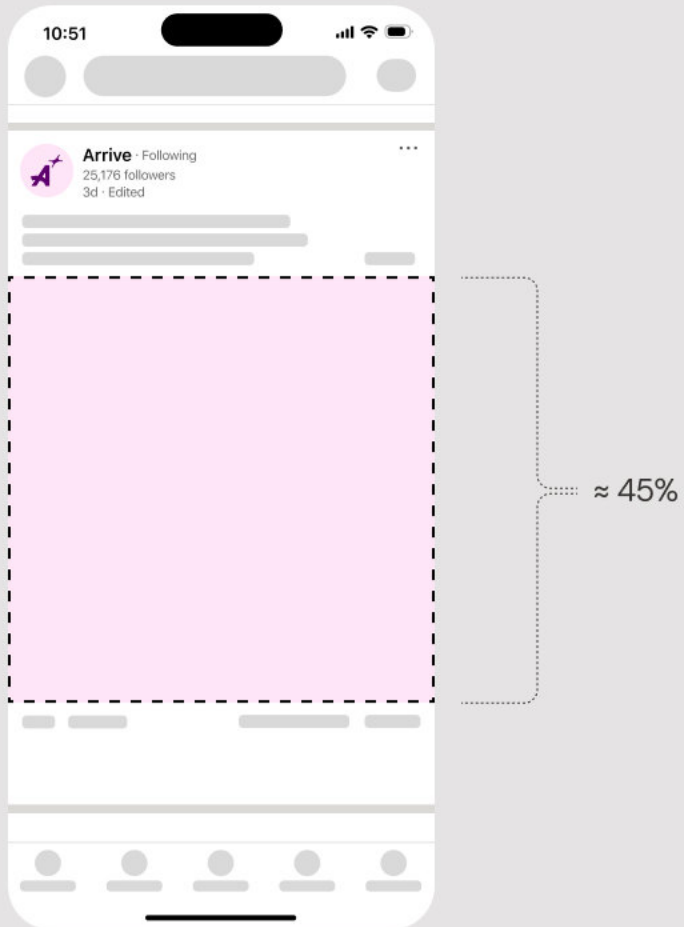
Carousel



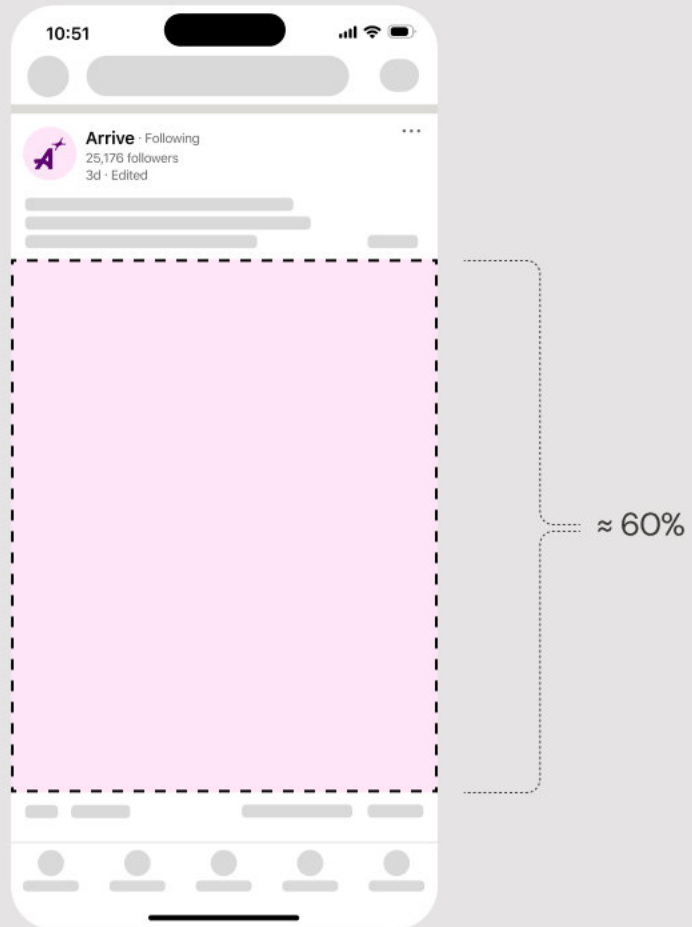
4:5 Format

We are used to creating SoMe posts in a square format. But more and more platforms switching to a vertical format since most users today consume content on a mobile device – and that would mean taking up more valuable screen real estate. So we highly recommend using 4:5 format for future SoMe posts.

1:1 Post



4:5 Post



Post template, Full bleed

Construction

Subheading or logo

Big two line headline.



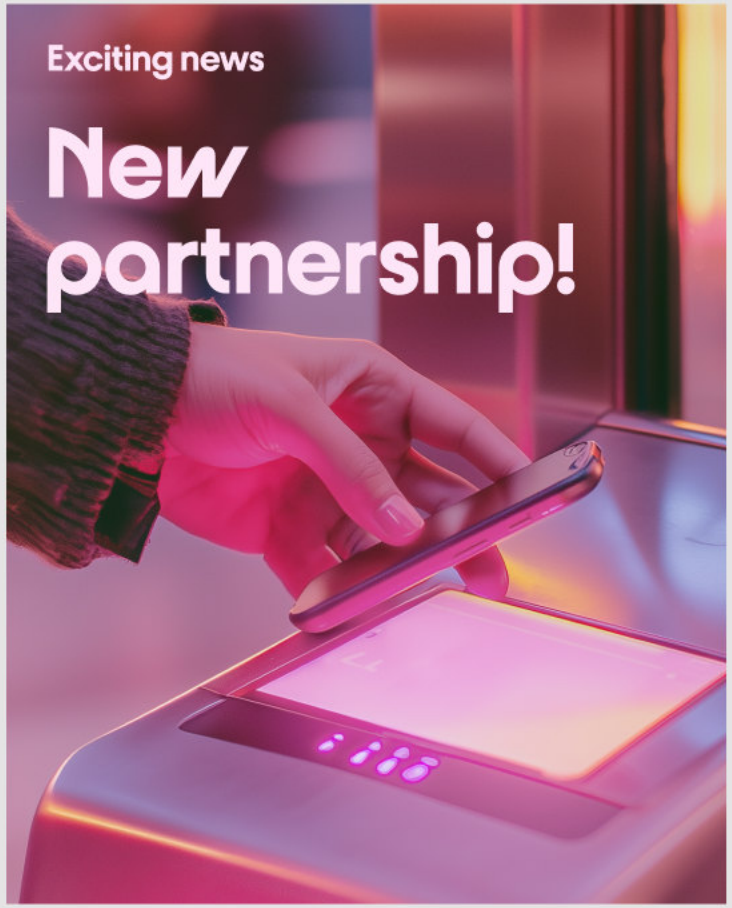
Subheading or logo

A two or three line long example headline.



Post template, Full bleed

Examples with photography and infographics





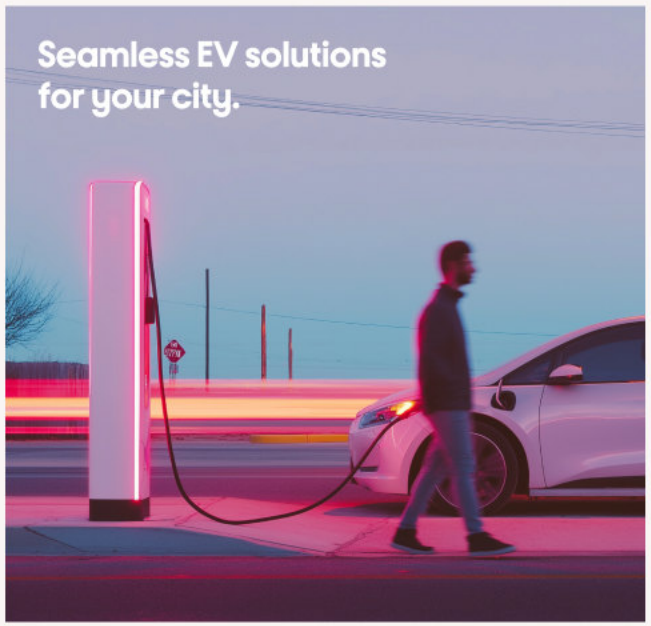
Subheading or logo



A two or three line long example headline.

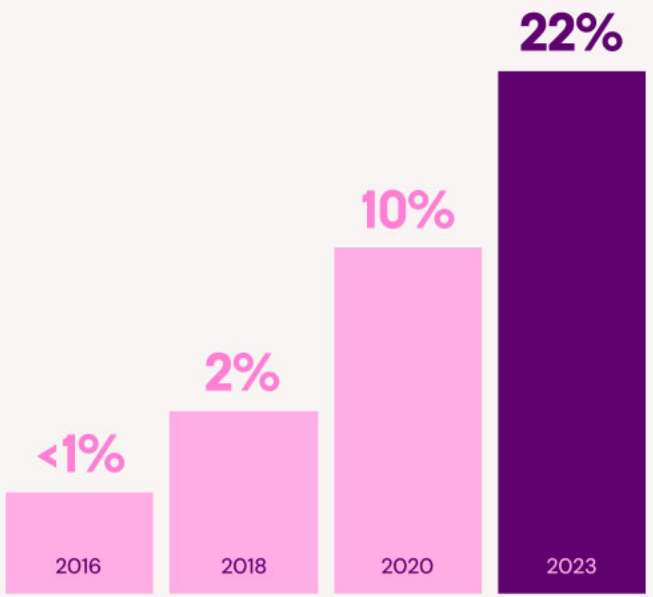
A two or three line long example headline.





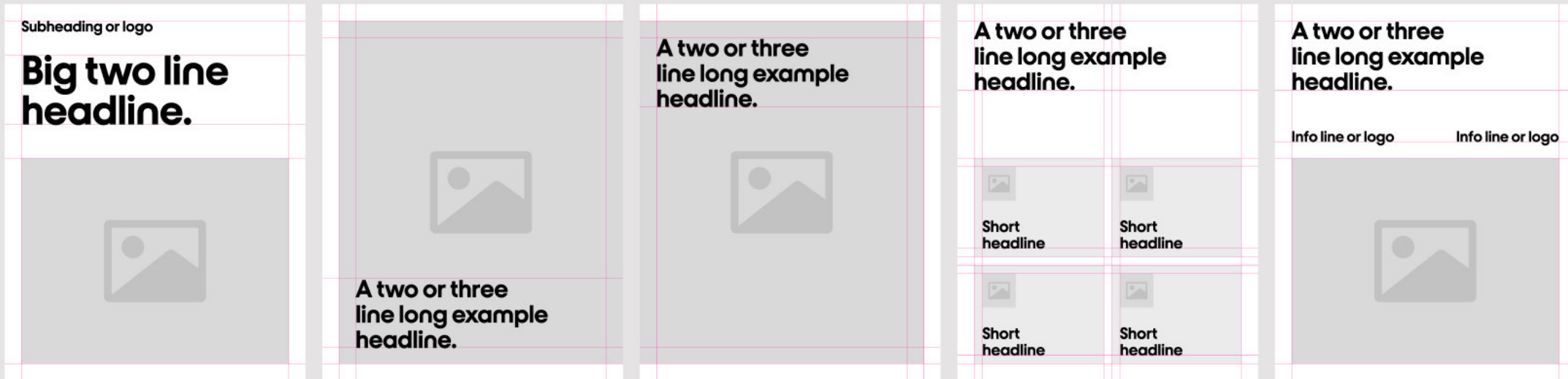
Charge ahead *with* EasyPark.

Electric *v*ehicle adoption in the EU on the rise.



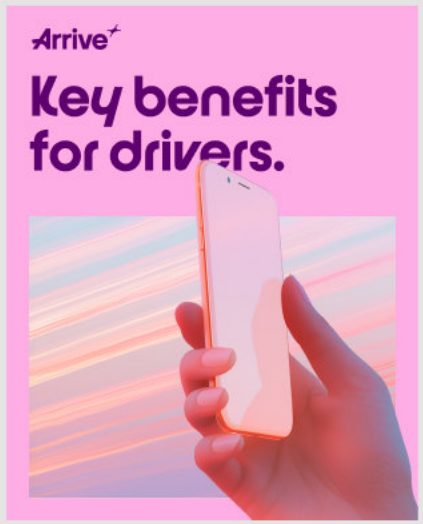
Carousel template.
Version 1

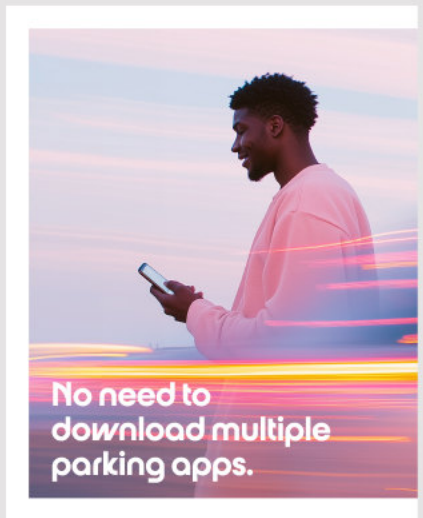
Construction

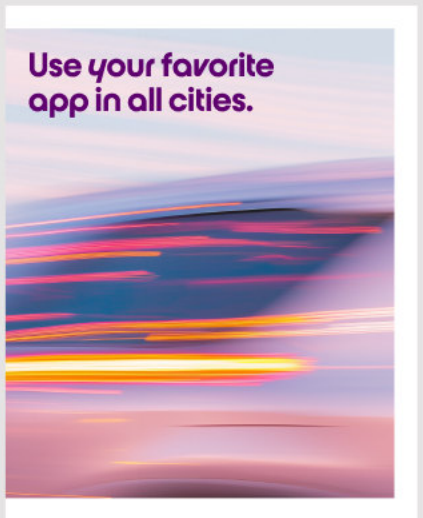


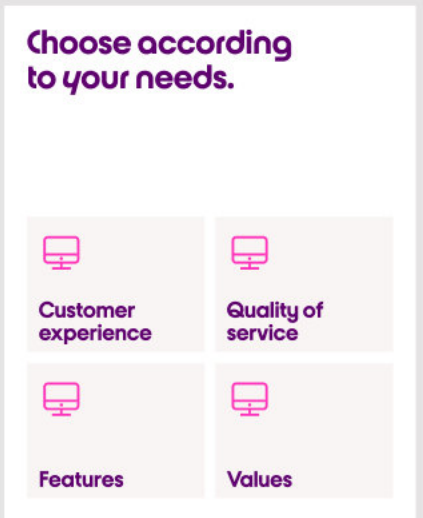
Carousel template.
Version 1

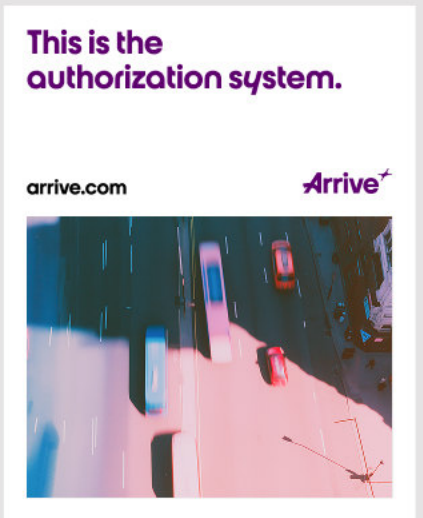
Example





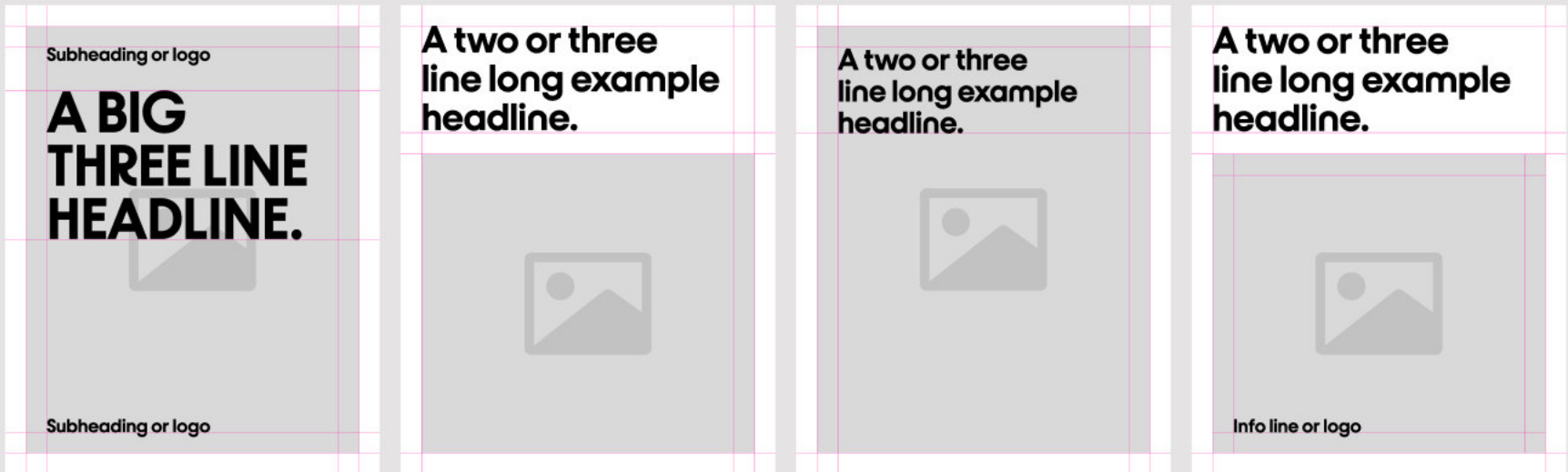






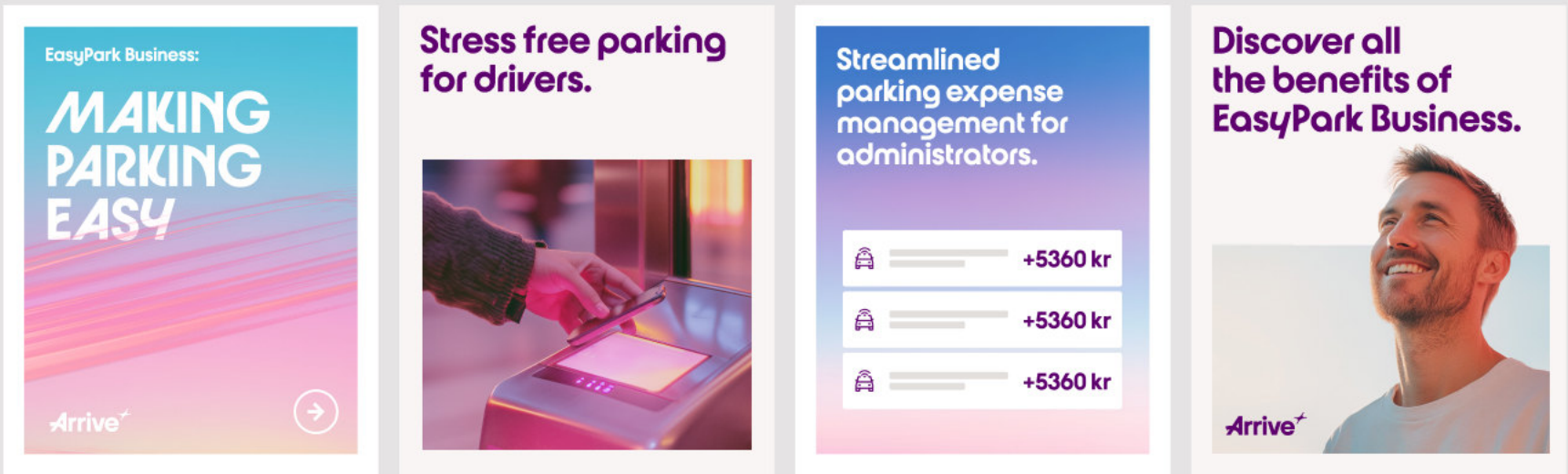
Carousel template.
Version 2

Construction



Carousel template.
Version 2

Example



Takeaways



- After the brand has been established, use the logo wisely, no need to show it when we are the obvious sender.
- SoME format recommendation is 4:5.
- Harmonize portrait photos with our gradient background.
- Keep always a clean, positive and bright layout & communication.

Index

CRM

Takeaways

Introduction

Our brand and neutral color palette are applied consistently in our newsletters, built on the same color system as our website.

To simplify usage, we've assigned specific colors to elements and defined three color modes:

- Default: White and off-white backgrounds.
- Bright: Two pink backgrounds to highlight sections.
- Dark: Used only when required.

Whenever possible, prioritize the light and bright modes. Avoid mixing dark mode with light mode.

Colors

Our brand + neutral color palette

Brand

#38003D (900)	#5F016F (800 — P1)	#8704AF (7009	#C828C5 (600)
#FF33BB (500 — P2)	#FF80D4 (400)	#FFADE4 (300 — P3)	#FFC7EC (200 — P4)
#FFE5F7 (100)			

Neutrals

#FFFFFF (White9	#F9F5F4 (100 – Off White)	#E3DFDD (200)	#C3BDBC (300)
#A6A1A0 (400)	#8D8786 (500)	#716C6A (600)	#545050 (700)
#383433 (800)	#201E1D (900)	#000000 (Black)	

Colors

Our colors assigned to elements.
Default Mode

Text

Primary	Secondary	Amplified	Inverted

Background

Primary	Secondary		

Border

Default	Muted	Amplified	

Icon

Default	Muted	Amplified	

Action

Primary	On Primary	Primary Hover	
Outline	Outline Hover		
Icon Surface	On Icon Surface	Icon Surface Hover	On Icon Surface Hover
Icon Outline	Icon Outline Hover	On Icon Outline Hover	
Icon Disabled	On Icon Disabled	Icon Outline Disabled	

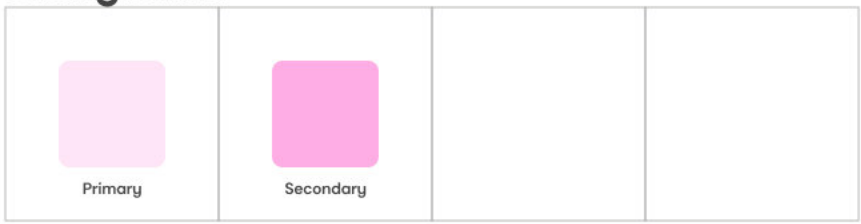
Colors

Our colors assigned to elements.
Bright Mode

Text



Background



Border



Icon



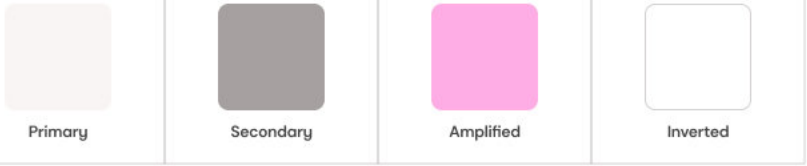
Action



Colors

Our colors assigned to elements.
Dark Mode

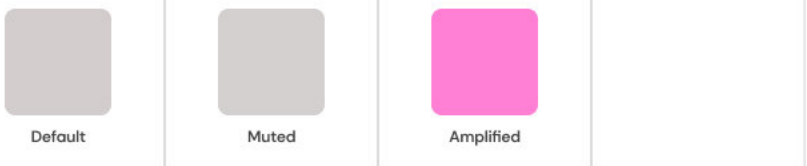
Text



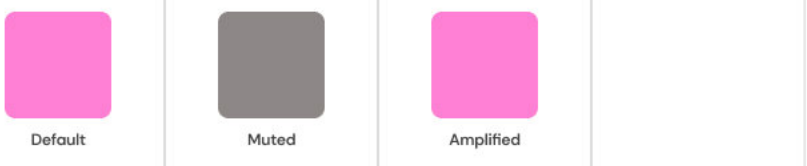
Background



Border



Icon



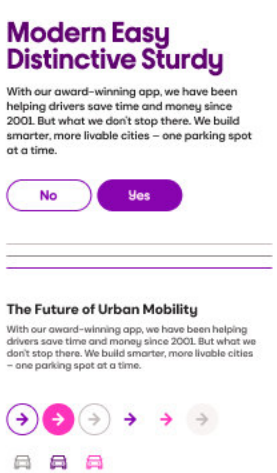
Action

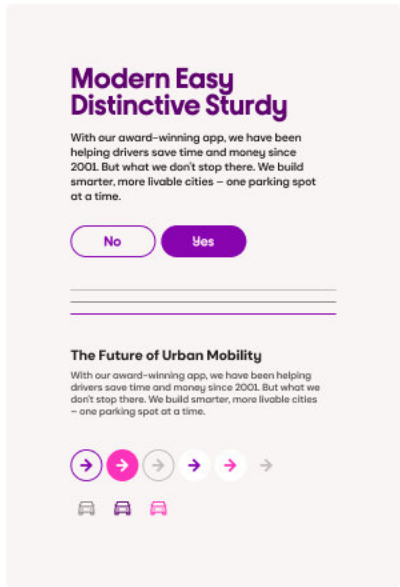


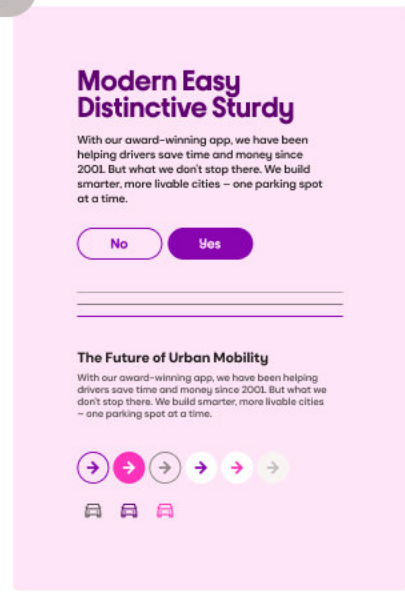
Default Mode

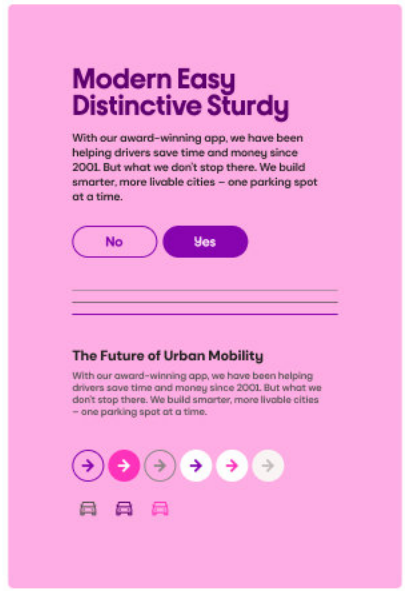
Bright Mode

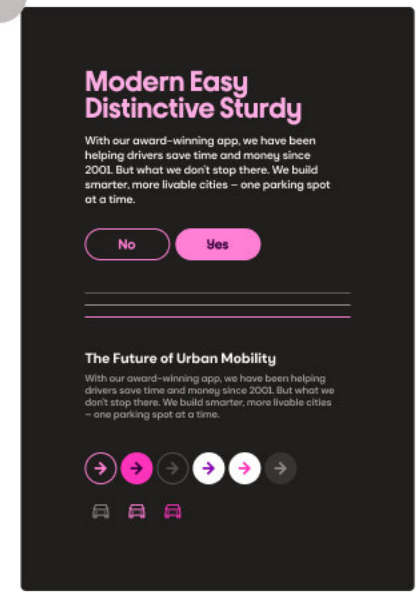
Dark Mode

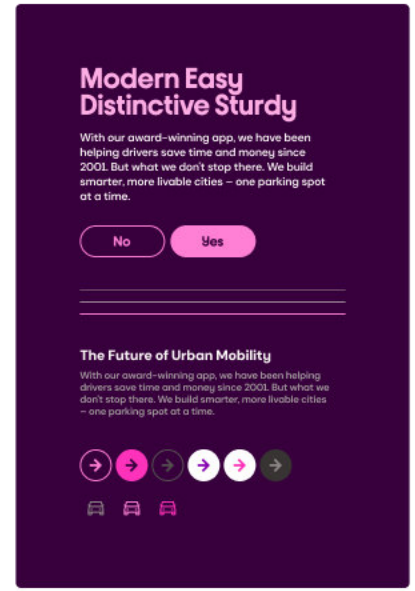












Colors

Examples default + bright VS Dark.
Email background: Light **Neutral 200**, Dark **Neutral 800**.

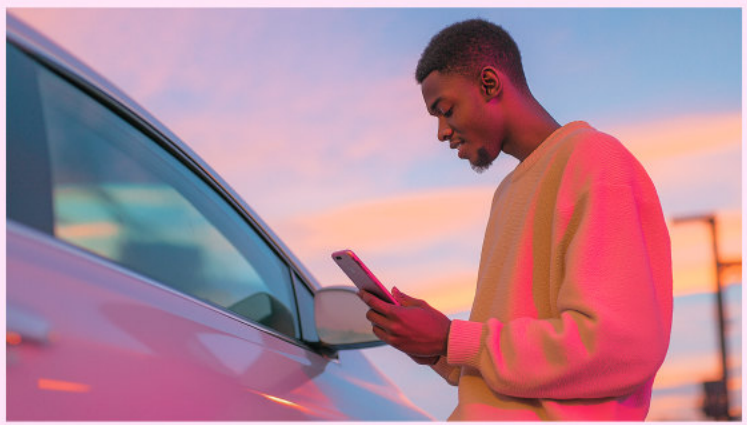
Default + Bright

Arrive

A title for one or t*wo* row*s*.

Subheadline – a shorter subheadline.

Button



H2 A long headline for one or two rows.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus

Dark

Arrive

A title for one or t*wo* row*s*.

Subheadline – a shorter subheadline.

Button



H2 A long headline for one or two rows.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus

Typography

In our newsletters, we use our custom font Optimism Sans paired with DM Sans for a balanced, modern look. To ensure consistency across all email clients, we've set up two fallback levels: first to a widely supported Google fonts, then to a system default font. This keeps readability and brand identity intact, no matter where it's viewed.

Typography

Default: Title, headline, button in **Optimism Sans.** Body copy in **DM Sans.**
For Arrive Sans titles, replace one glyph in each word with a distinctive character.

Default

Title:
Optimism Sans →

Subtitle:
DM Sans →

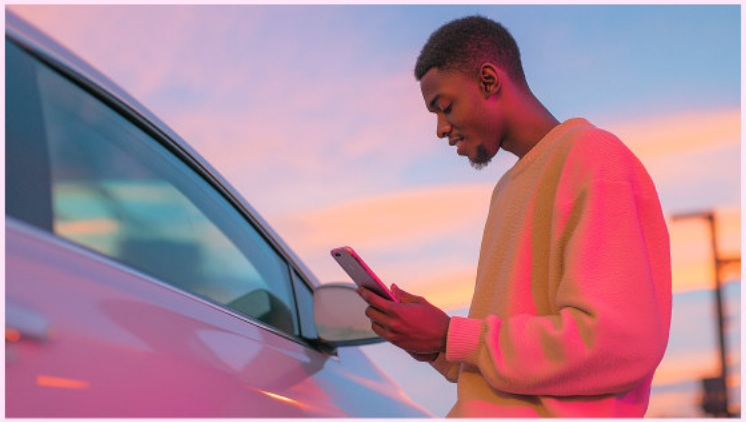
Button:
Arrive Sans →

Arrive

A title for one or t*w*o ro*w*s.

Subheadline – a shorter subheadline.

Button



Headline:
Arrive Sans →

Body copy:
DM Sans →

H2 A long headline for two rows.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus

Settings

Optimism Sans

Together, we make cities more livable

↑
Distinctive character

Stylistic sets
- Alternate set 1
- Alternate set 2
- Arrows

DM Sans

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus vitae tempor. Nunc auctor massa sed leo porttitor ultricies. Integer lacus tortor, viverra eget suscipit nec, congue et libero. Nullam ut aliquet eros.

Stylistic sets
- Alternative Punctuation
- Alternative a
- Alternative g
- Alternative u
- Alternative y
- Alternative Q
- Alternative Numbers
- Roundel Glyphs

Typography

Primary fallback: Title, headline, button in **Urbanist (Extra Bold).** Body copy in **DM Sans.**
Secondary fallback: Title, headline, button, body copy in **Arial (Bold/Regular).**

Primary Fallback

Title:
Urbanist

Subtitle:
DM Sans

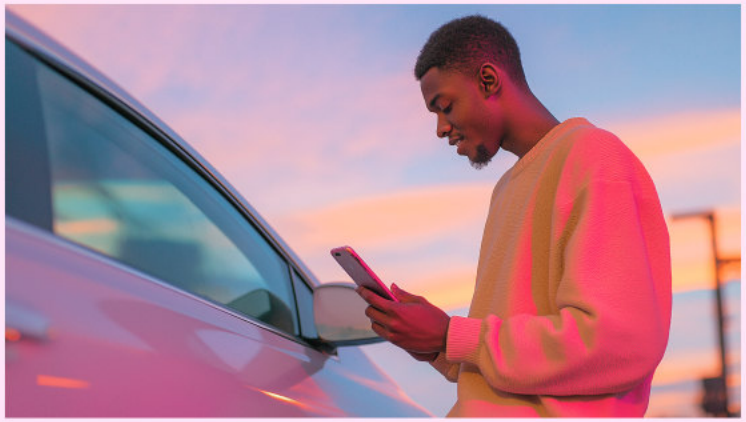
Button:
Urbanist

Arrive

A longer headline for one or two rows.

Subheadline – a shorter subheadline.

Button



Headline:
Urbanist

Body copy:
DM Sans

A longer headline for one or two rows.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus vitae tempor. Nunc auctor massa sed leo porttitor ultricies. Integer lacus tortor, viverra eget suscipit nec, congue et libero. Nullam ut aliquet eros.

Secondary Fallback

Title:
Arial

Subtitle:
Arial

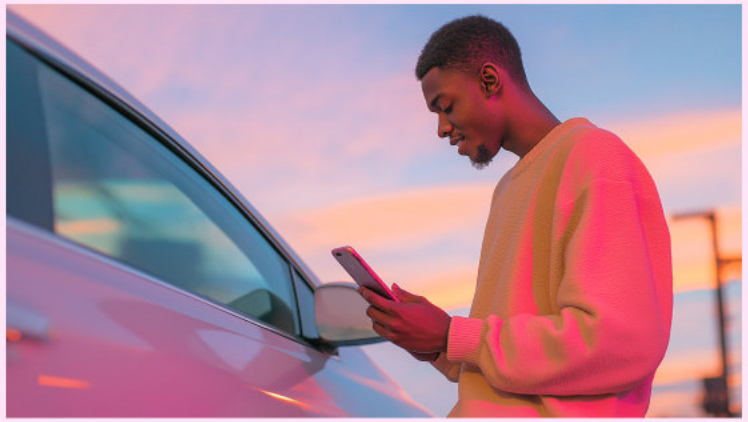
Button:
Arial

Arrive

A longer headline for one or two rows.

Subheadline – a shorter subheadline.

Button



Headline:
Arial

Body copy:
Arial

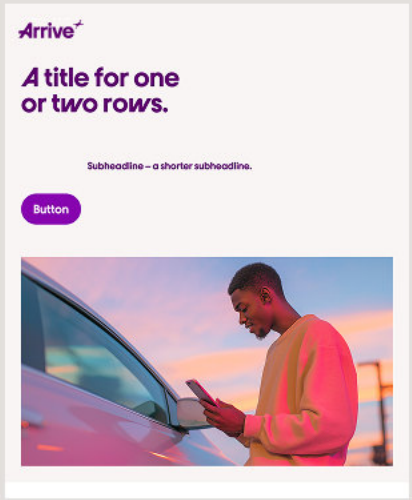
A longer headline for one or two rows.

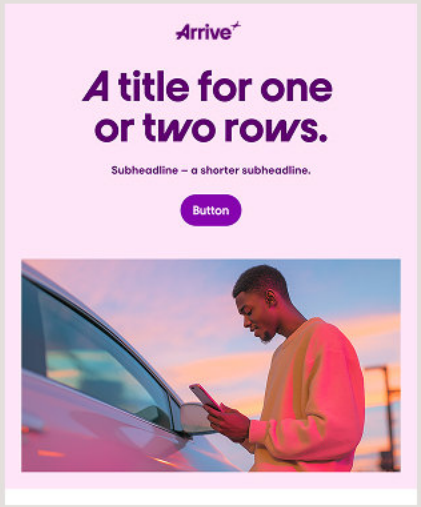
Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus vitae tempor. Nunc auctor massa sed leo porttitor ultricies. Integer lacus tortor, viverra eget suscipit nec,

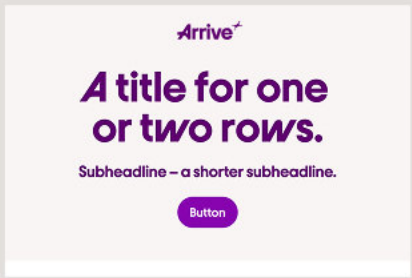
Sections - Header
Header variants

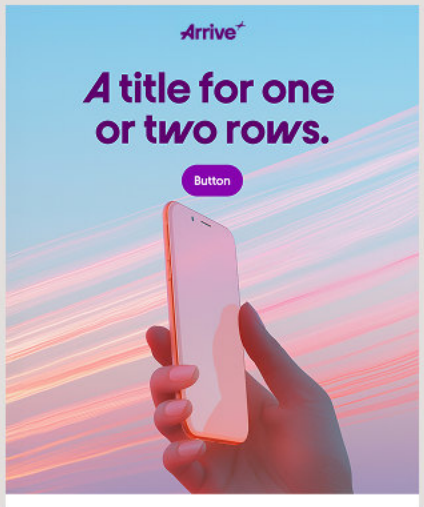
Here you can see 4 variants allowed to create a header.

Desktop

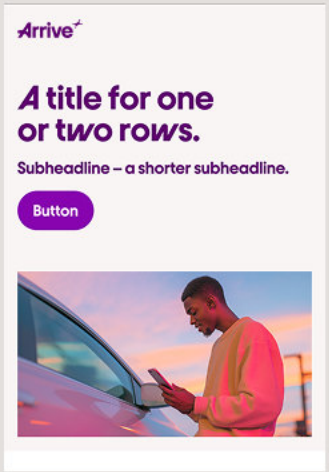


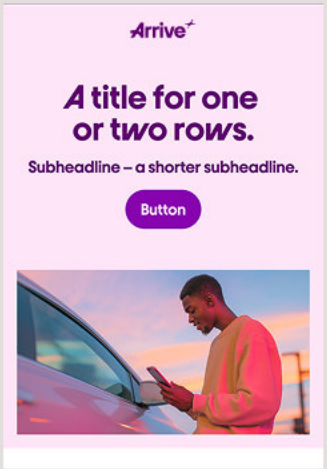


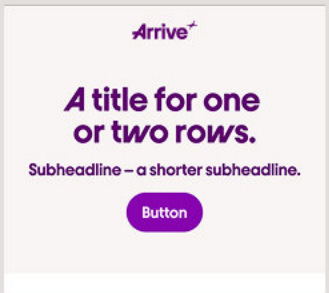


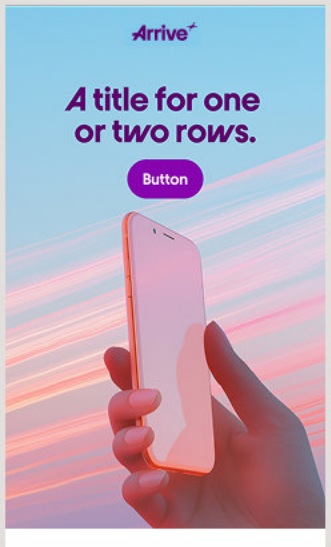


Mobile





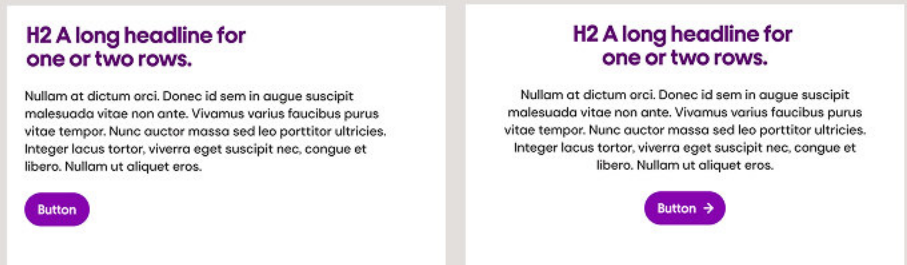


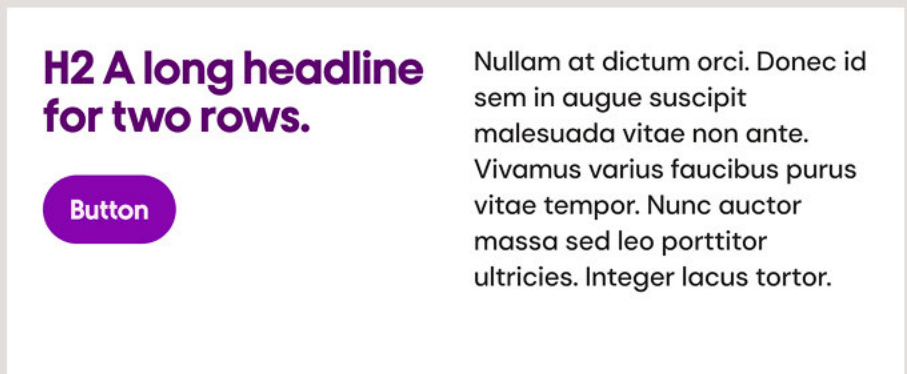


Sections – Text
Text variants

Here you can find different variants allowed when working with text blocks.

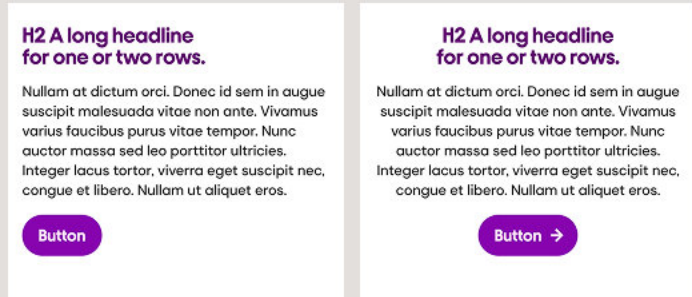
Desktop

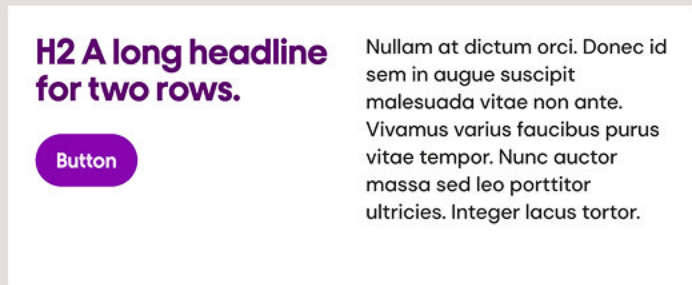


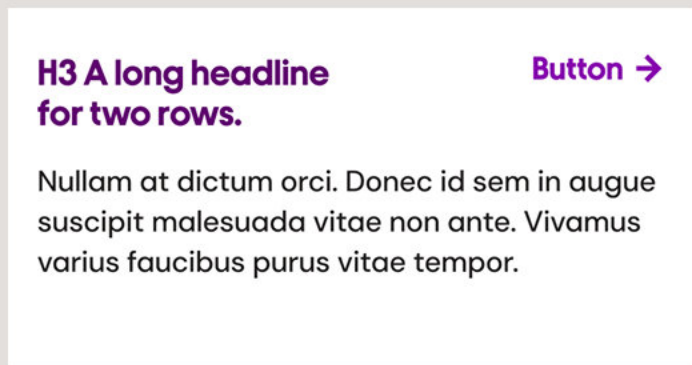




Mobile







Sections – Text
Text variants

Here you can find different variants allowed when working with text blocks.

Desktop

H2 A long headline for one or two rows.

Button →

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus vitae tempor. Nunc auctor massa sed leo ultricies.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus vitae tempor. Nunc auctor massa sed leo ultricies.

Details text

Button →

"Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius purus vitae."

H3 A long headline for two rows.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus vitae tempor. Nunc auctor massa sed leo ultricies.

Button →

H3 A long headline for two rows.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus vitae tempor. Nunc auctor massa sed leo ultricies.

Button →

H3 A long headline for two rows.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus vitae tempor. Nunc auctor massa sed leo ultricies.

Button →

H3 A long headline for two rows.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus vitae tempor. Nunc auctor massa sed leo ultricies.

Button →

Mobile

H2 A headline for one or two rows.

Button →

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus vitae tempor. Nunc auctor massa sed leo ultricies.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus vitae tempor. Nunc auctor massa sed leo ultricies.

Details text

Button →

"Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius purus vitae."

H3 A long headline for two rows.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus vitae tempor. Nunc auctor massa sed leo ultricies.

Button →

H3 A long headline for two rows.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus vitae tempor. Nunc auctor massa sed leo ultricies.

Button →

H3 A long headline for two rows.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus vitae tempor. Nunc auctor massa sed leo ultricies.

Button →

H3 A long headline for two rows.

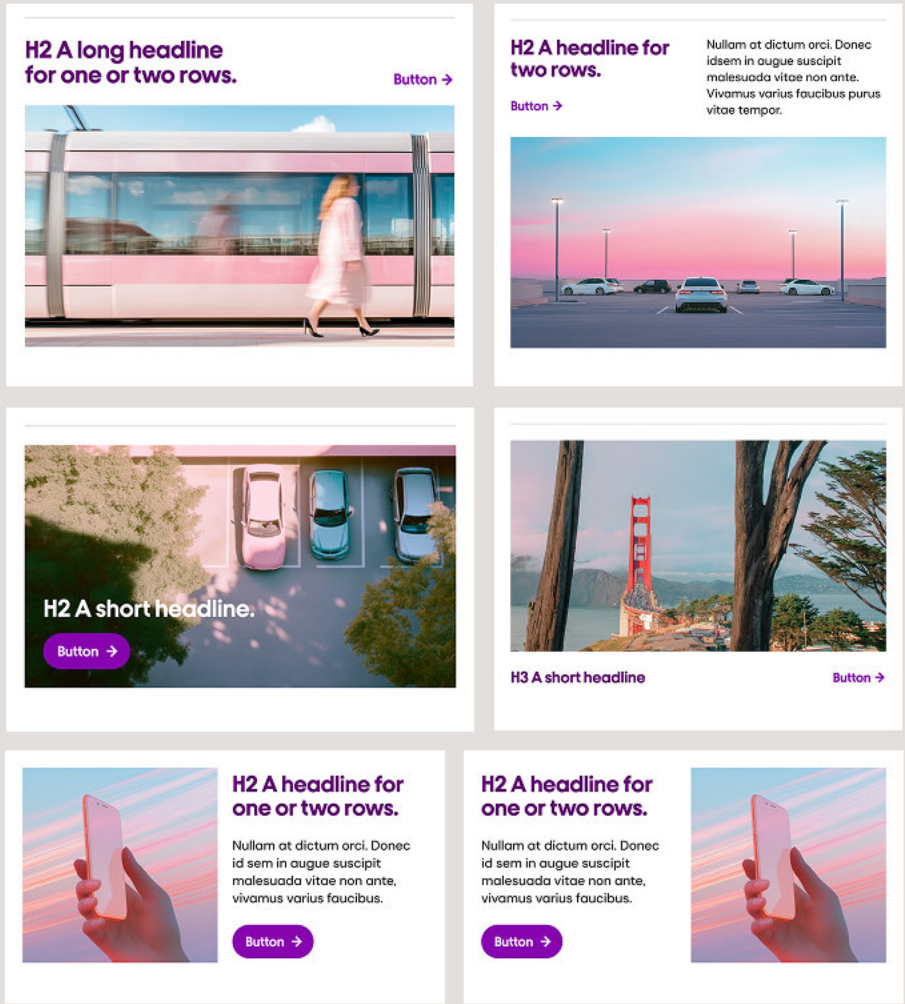
Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus vitae tempor. Nunc auctor massa sed leo ultricies.

Button →

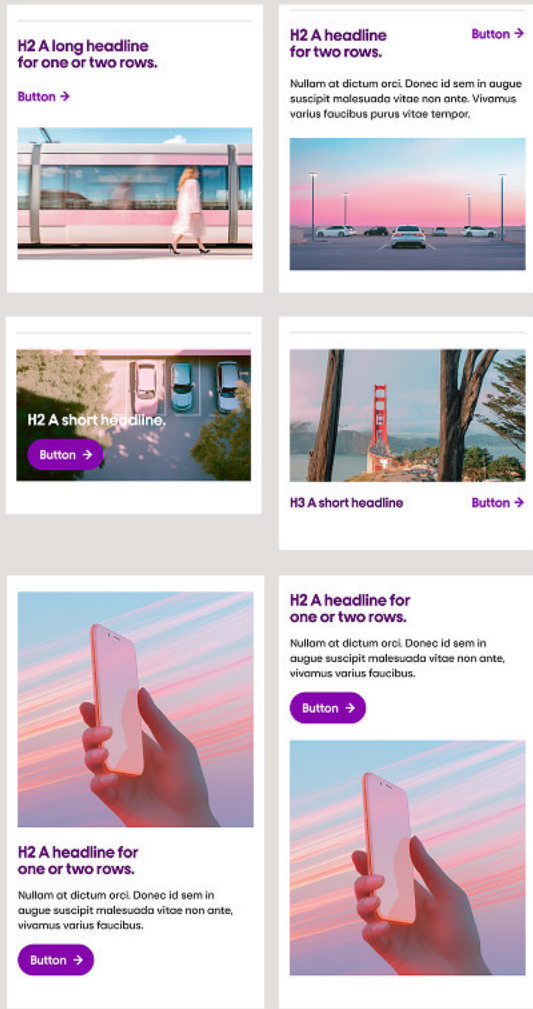
Sections – Text Image
Text + Image variants

Here you can find different variants allowed when working with text & image.

Desktop



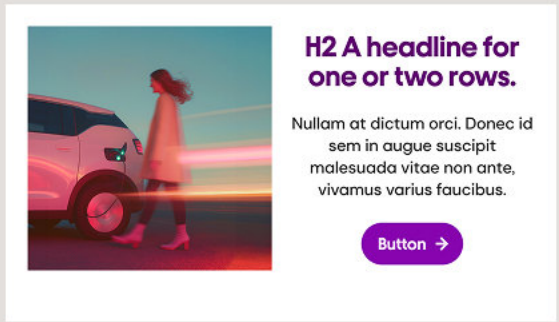
Mobile

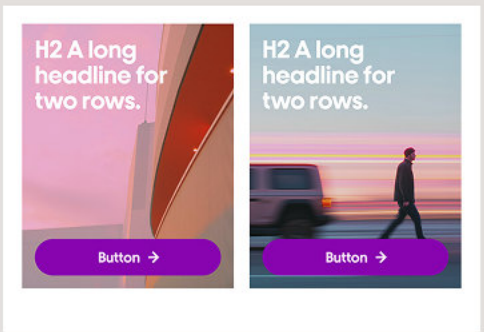


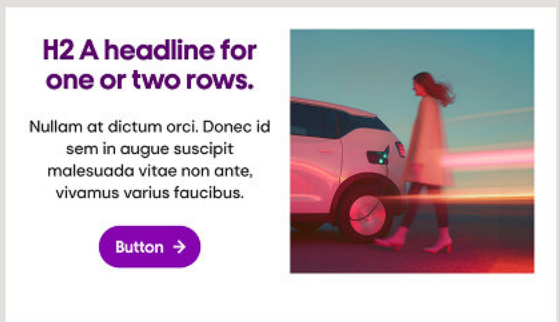
Sections – Text Image
Text + Image variants

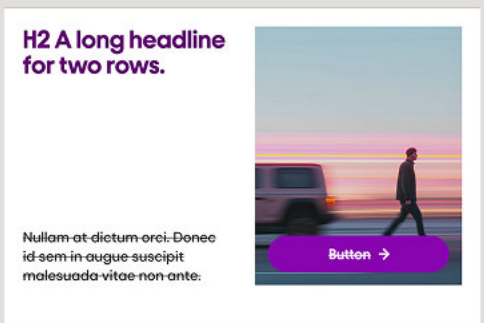
Here you can find different variants allowed when working with text & image.

Desktop



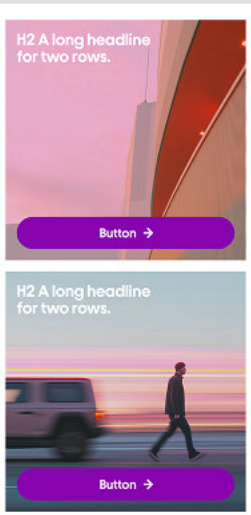


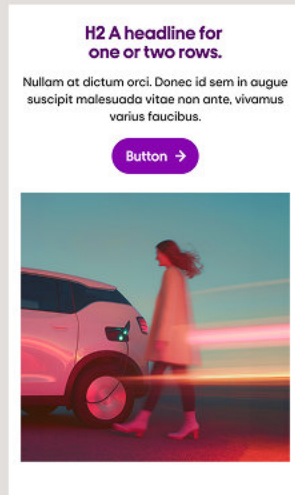


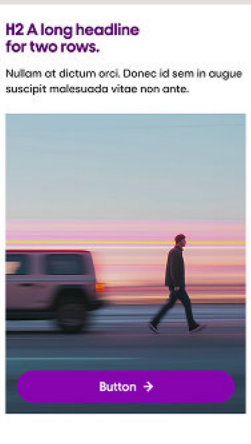


Mobile





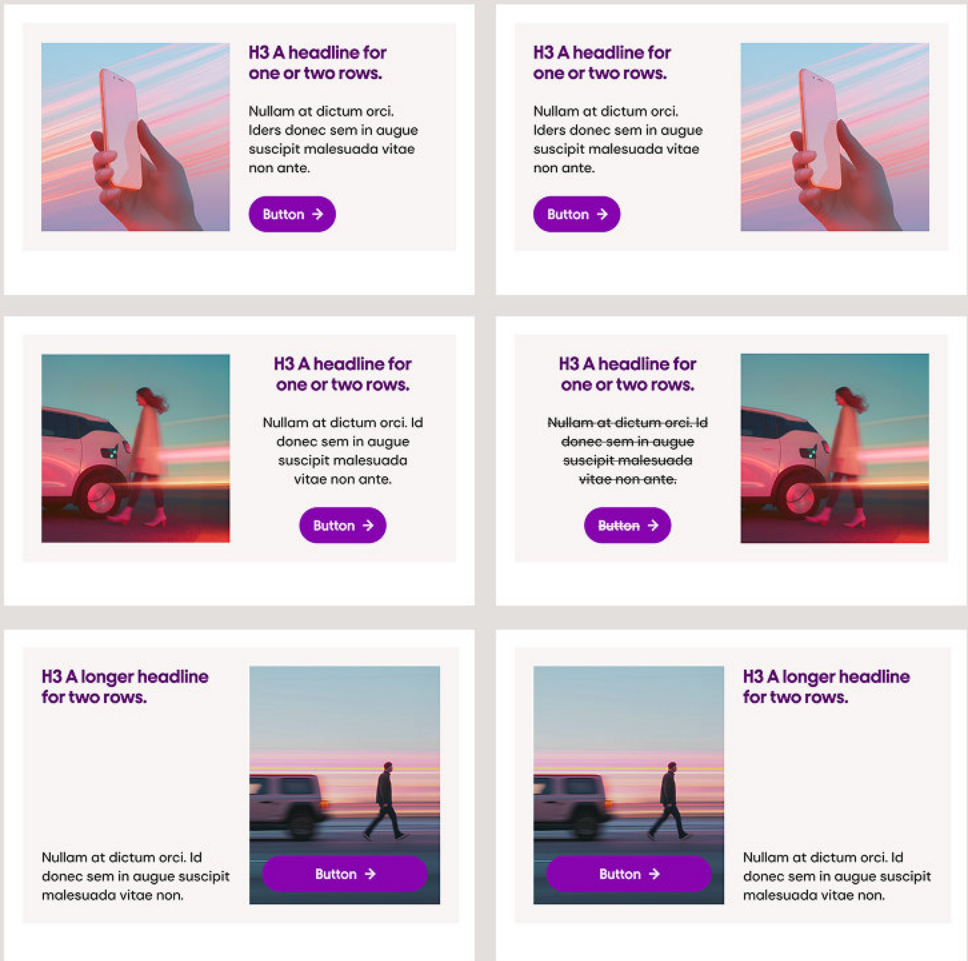




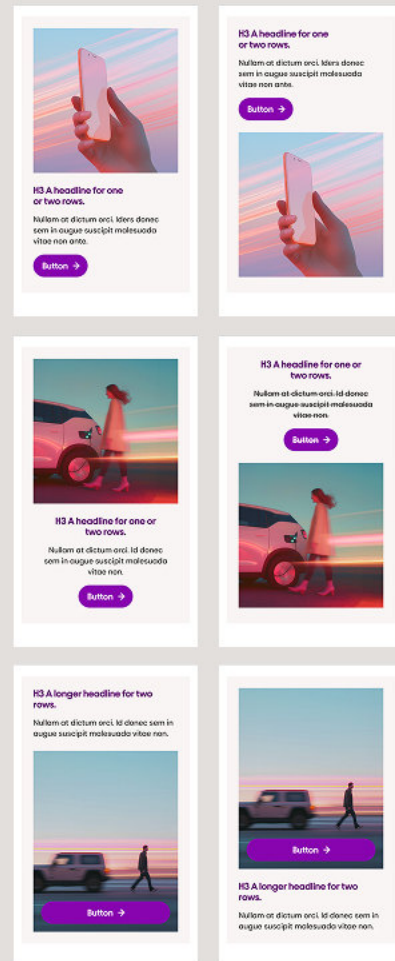
Sections – Text
Card variants

Here you can find different variants allowed when working with card type blocks.

Desktop



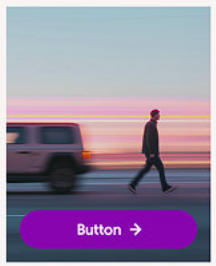
Mobile



Sections – Text
Card variants

Here you can find different variants allowed when working with card type blocks.

Desktop



H3 A longer headline for two rows.

Button →

Nullam at dictum orci. Id donec sem in augue suscipit malesuada vitae non.

H3 A long headline for two rows.

Vivamus varius faucibus purus vitae tempor.

Button →

H3 A long headline for two rows.

Vivamus varius faucibus purus vitae tempor.

Button →

H2 A headline for two rows.

Button →

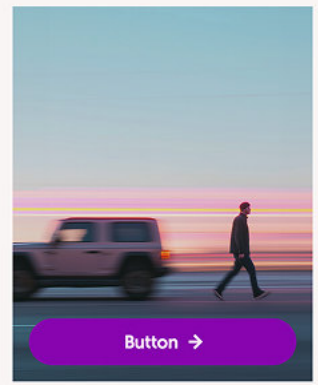
H3 A headline for one or two rows.

XX%

H3 A headline for one or two rows.

XX%

Mobile



Button →

H3 A longer headline for two rows.

Nullam at dictum orci. Id donec sem in augue suscipit malesuada vitae non.

H2 A headline for two rows.

Button →

H3 A long headline for two rows.

Vivamus varius faucibus purus vitae tempor.

Button →

H3 A long headline for two rows.

Vivamus varius faucibus purus vitae tempor.

Button →

H3 A headline for one or two rows.

XX%

H3 A headline for one or two rows.

XX%

Sections - Text
List & Icons variations

Here you can find different variants allowed when working with list & icons.

Desktop

H3 Short headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In pharetra metus nec venenatis consectetur.

H3 Short headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In pharetra metus nec venenatis consectetur.

H3 Short headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In pharetra metus nec venenatis consectetur.

H3 Short headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In pharetra metus nec venenatis consectetur.
Button →

H3 Short headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In pharetra metus nec venenatis consectetur.
Button →

H3 Short headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In pharetra metus nec venenatis consectetur.
Button →

H3 Short headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In pharetra metus nec venenatis consectetur.

H3 Short headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In pharetra metus nec venenatis consectetur.

H3 Short headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In pharetra metus nec venenatis consectetur.

H2 A headline for two rows.
Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante.

H3 Short headline
Nullam at dictum orci. Donec id sem in augue suscipit.

H3 Short headline
Nullam at dictum orci. Donec id sem in augue suscipit.

H2 A headline for two rows.
Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante.

H4 Short headline
Nullam at dictum orci onec id sem in augue.

H4 Short headline
Nullam at dictum orci onec id sem in augue.

H4 Short headline
Nullam at dictum orci onec id sem in augue.

H4 Short headline
Nullam at dictum orci onec id sem in augue.

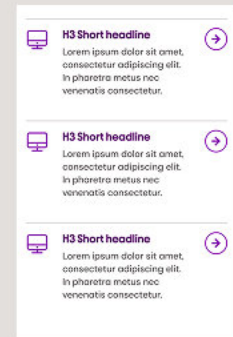


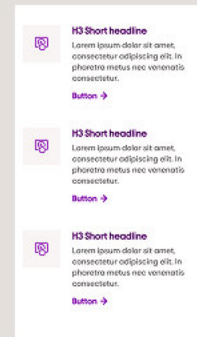
H3 A headline for one or two rows.
~~Nullam at dictum orci onec id sem in augue suscipit vitae.~~

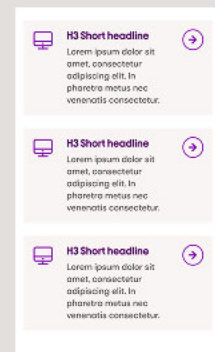
~~Nullam at dictum orci onec id sem in augue suscipit vitae.~~

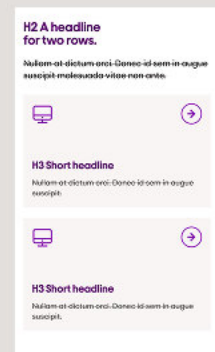
~~Nullam at dictum orci onec id sem in augue suscipit vitae.~~

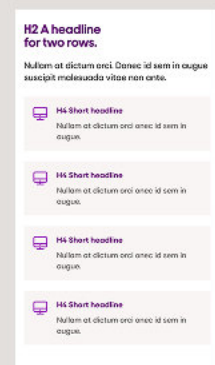
Mobile









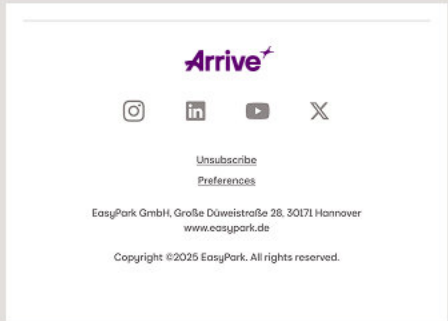


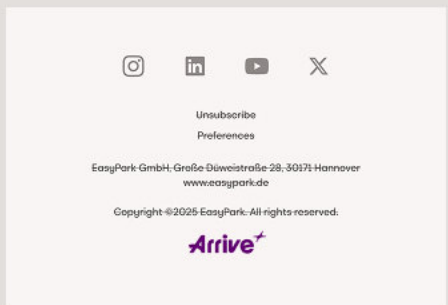


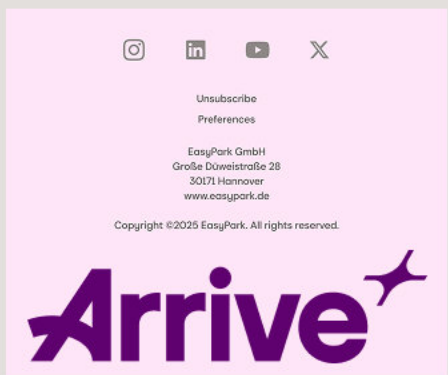
Sections – Text
Footer variations

Here you can find different variants allowed when working with footers.

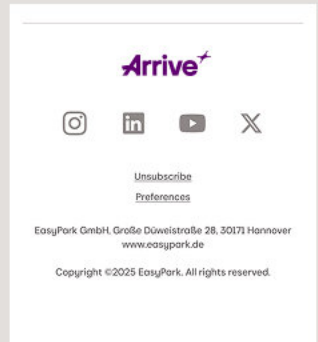
Desktop

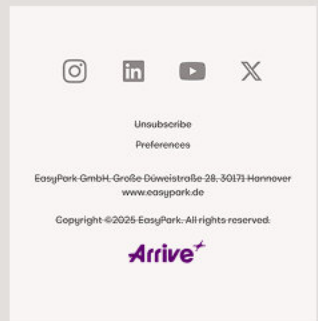


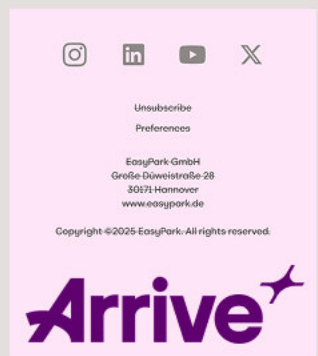




Mobile







Overview

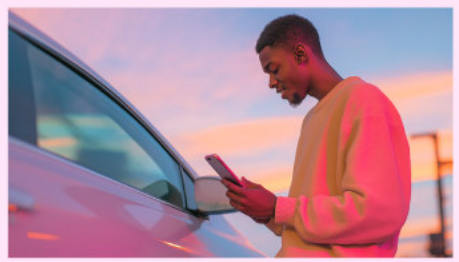
Desktop Light

Arrive

A title for one or two rows.

Subheadline – a shorter subheadline.

Button



H2 A long headline for one or two rows.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante. Vivamus varius faucibus purus vitae tempor. Nunc auctor massa sed leo porttitor ultricies. Integer lacus tortor, viverra eget suscipit nec, congue et libero. Nullam ut aliquet eros.

Button



H2 A headline for one or two rows.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante, vivamus varius faucibus.

Button →

H2 A long headline for one or two rows.

Button



H2 A headline for two rows.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante.

H3 Short headline

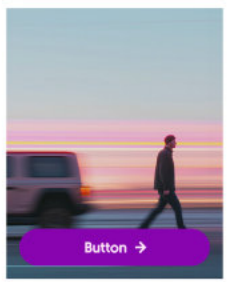
Nullam at dictum orci. Donec id sem in augue suscipit.

H3 Short headline

Nullam at dictum orci. Donec id sem in augue suscipit.

H2 A long headline for two rows.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante.



Button →

H3 Short headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In pharetra metus nec venenatis consectetur.

Nullam at dictum orci. Donec id sem in augue suscipit malesuada vitae non ante.



Button →

H3 Short headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In pharetra metus nec venenatis consectetur.

H3 Short headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In pharetra metus nec venenatis consectetur.

H3 Short headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In pharetra metus nec venenatis consectetur.

Unsubscribe

Preferences

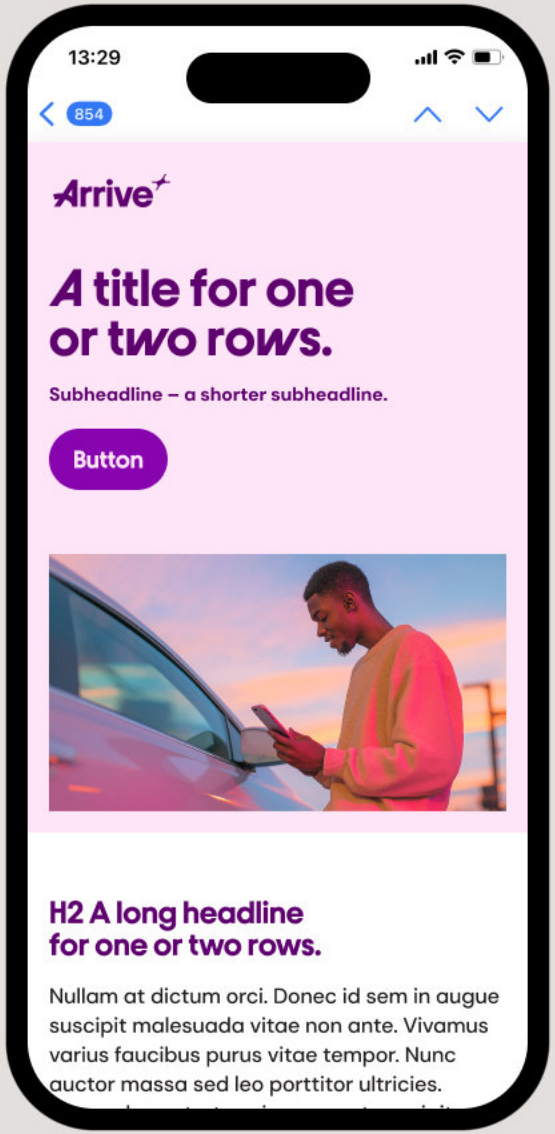
EasyPark GmbH
Große Düweistraße 28
30171 Hannover
www.easypark.de

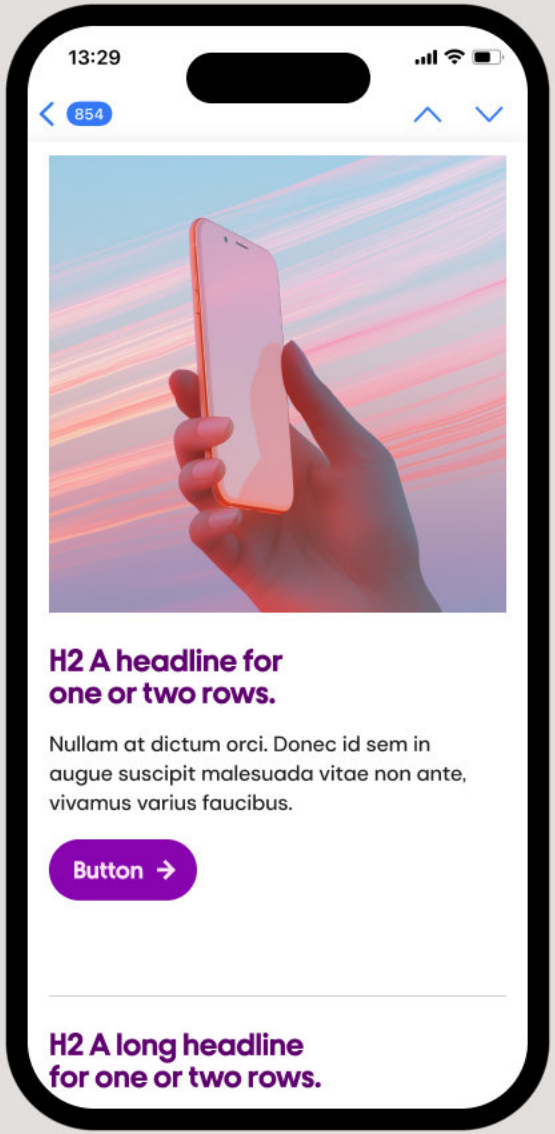
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Arrive

Overview

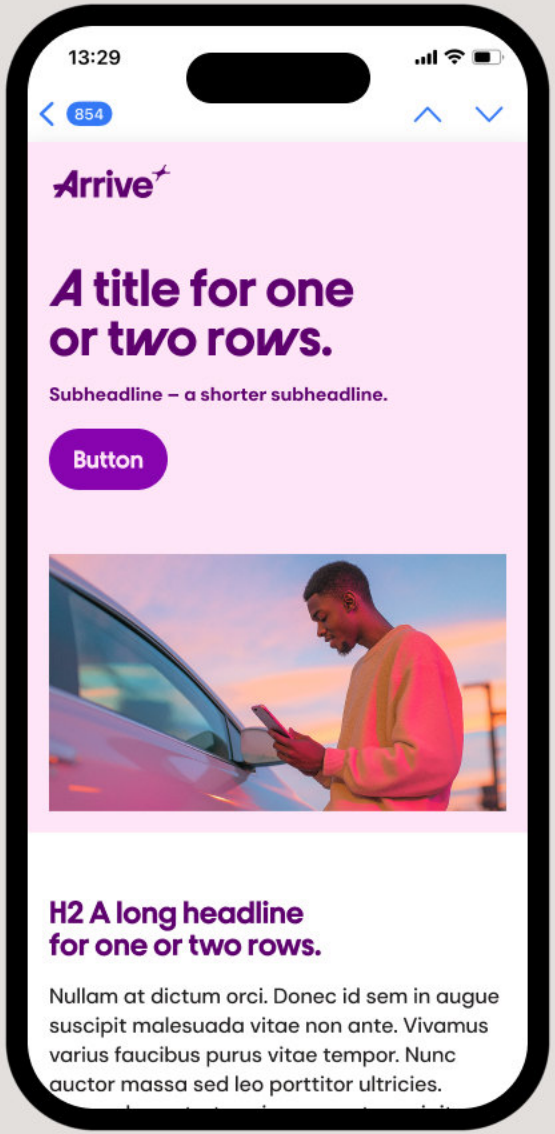
Mobile Light

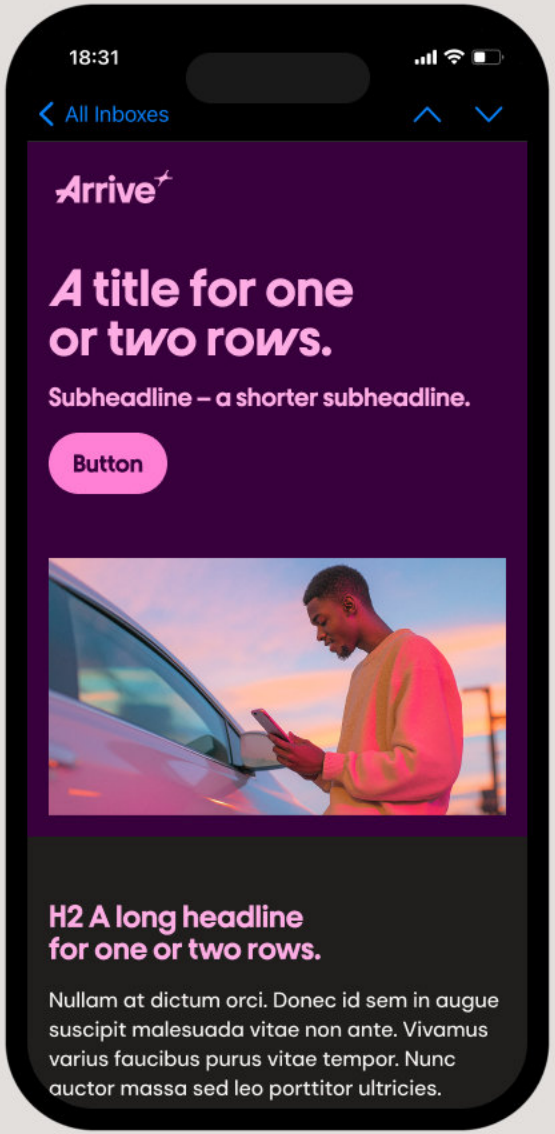




Overview

Mobile | Light vs Dark





Takeaways



- Our newsletter set-up is very flexible, however, color modes, spacing and typography rules must be followed to maintain a consistent look and feel.
- Blocks can be mixed, but please balance them to keep a coherent layout.
- Use dark mode only when required.

Index

Web & Digital

Takeaways

Introduction

On this section you can see few specifications regarding color use & mode, scaling aswell as inspirations specifically for web or digital use.

Other rules applied on previous sections such as CRM, and SoME can be also applied to these touchpoints as they share a similar nature.

Corporate website

Foundation

The primitives store the color value (HEX) for all colors used in the design system, brand and neutral colors. Color tokens have been assigned for specific elements such as text, background, icons, etc. The local variable system includes both a default mode and a optimistic mode. These modes are applied to different sections within the design. The colors listed here represent the default color mode.

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The color mode settings can be found under local variables. The default color mode defines our main page color theme. The primary background color serves as the foundation, while the secondary background can be used for subtle callout sections or hero areas without images.

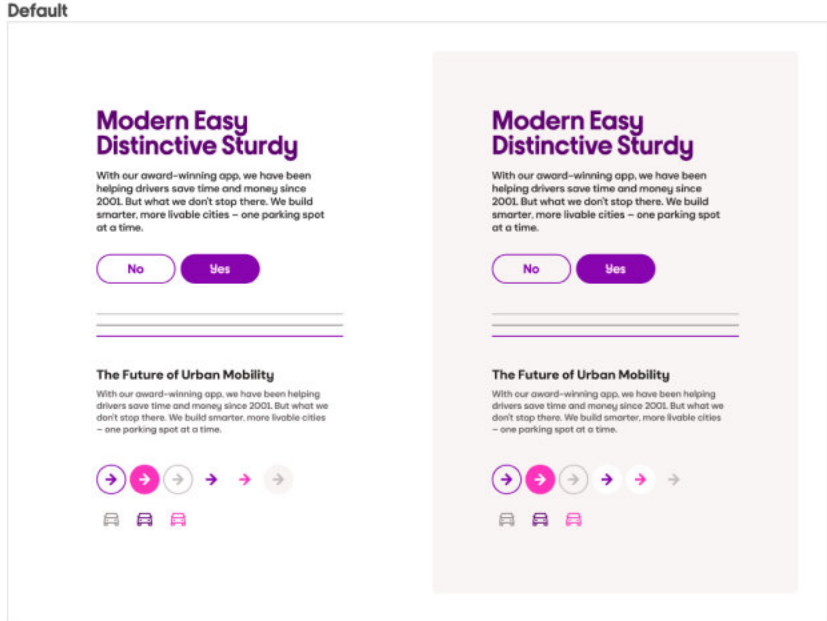
Our bright color mode is designed to bring energy to a page and highlight key sections. It works best with text or icon-driven content, as well as illustration-based sections. However, it's less effective for images that blend too much into the background

The color mode settings can be found under local variables. The default color mode defines our main page color theme. The primary background color serves as the foundation, while the secondary background can be used for subtle callout sections or hero areas without images.

Note: Additional color variables may be needed for states and interactions, but this provides a strong foundation for our brand.

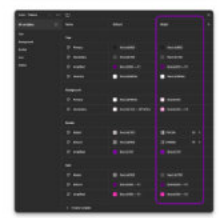


Default

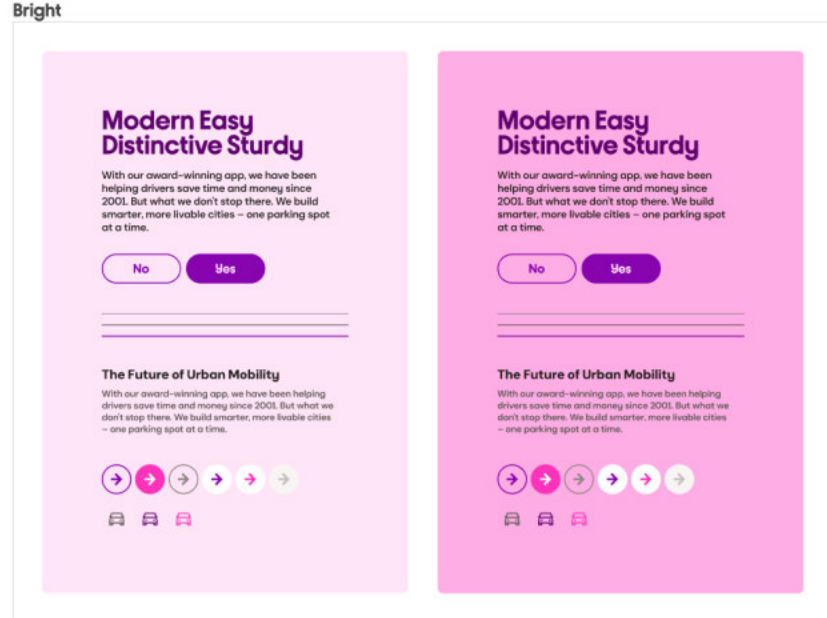


Our bright color mode is designed to bring energy to a page and highlight key sections. It works best with text or icon-driven content, as well as illustration-based sections. However, it's less effective for images that blend too much into the background.

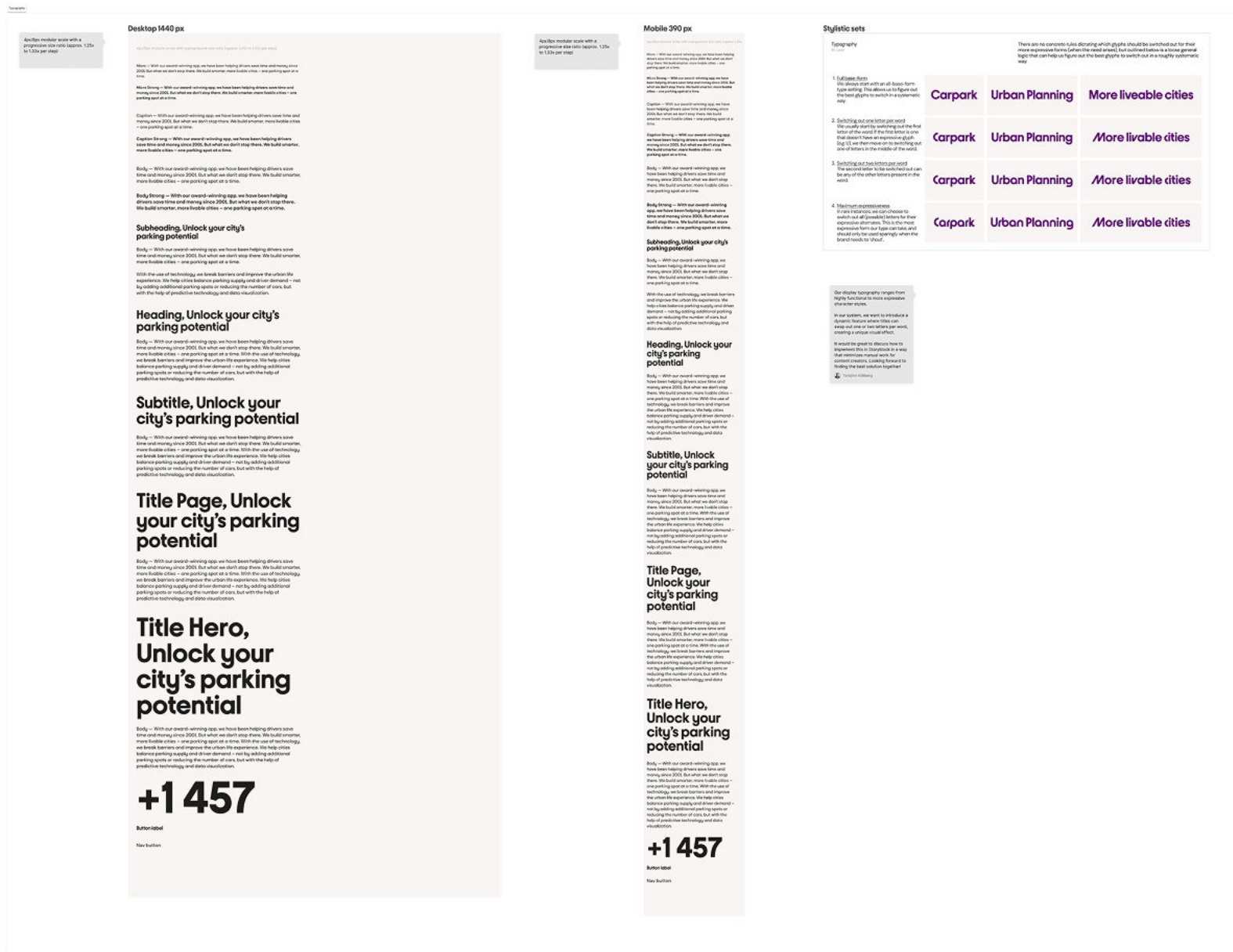
In our system, colored sections are referred to as contained-sections. For visual balance, always place at least one default-primary-section between contained-sections.

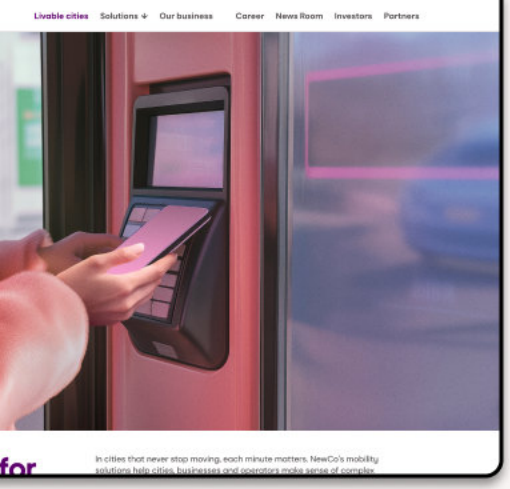


Bright

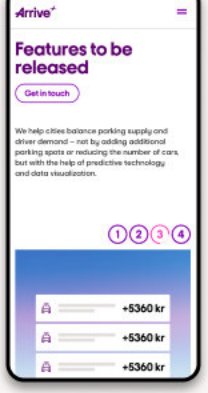


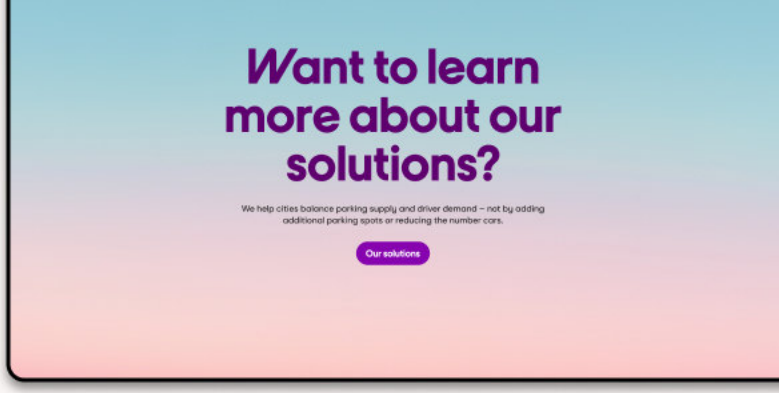
Corporate website Foundation 4px/8px modular scale with a progressive size ratio (approx. 1.25x to 1.33x per step)

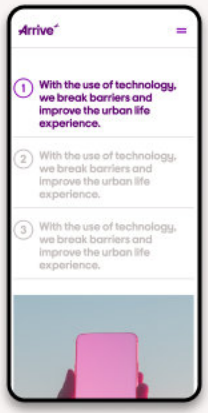



Livable cities
Solutions
Our business
Career
News Room
Investors
Partners
In cities that never stop moving, each minute matters. NewCo's mobility solutions help cities, businesses and operators make sense of complex


Parking solutions to transform your city
Parking is so much more than simply finding a spot. For city planners, officials, as well as local and national parking operators, it's vastly untapped potential. Discover how parking is your power to minimize congestion, improve traffic flow and get ever-more efficient with all-too-scarce space. And meet the scalable data-driven solutions making it possible to change how cities move, simply by improving how we all park.

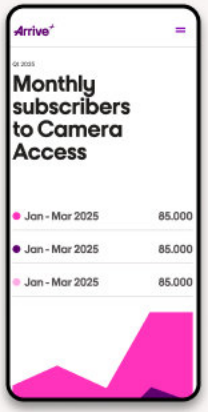

Arrive
Features to be released
Get in touch
We help cities balance parking supply and driver demand – not by adding additional parking spots or reducing the number of cars, but with the help of predictive technology and data visualization.
1
2
3
4
+5360 kr
+5360 kr
+5360 kr


Want to learn more about our solutions?
We help cities balance parking supply and driver demand – not by adding additional parking spots or reducing the number cars.
Our solutions

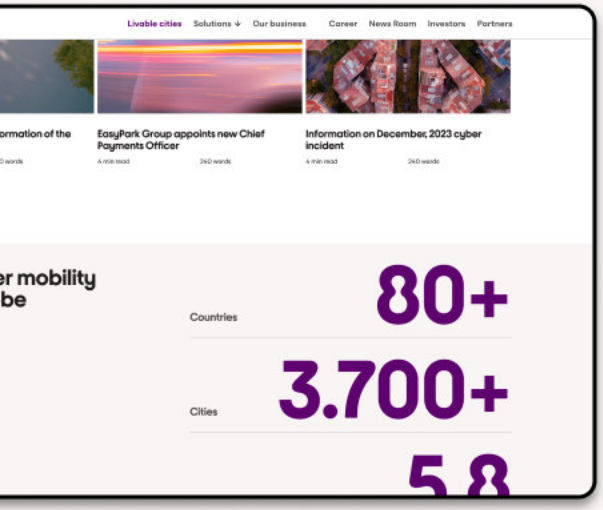

Arrive
1 With the use of technology, we break barriers and improve the urban life experience.
2 With the use of technology, we break barriers and improve the urban life experience.
3 With the use of technology, we break barriers and improve the urban life experience.

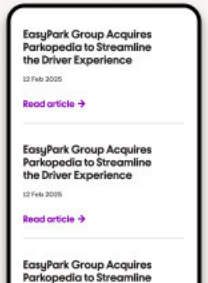

Arrive
Featured News
EasyPark Group Acquires Parkopedia to Streamline the Driver Experience
Read article

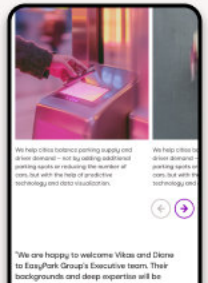

Arrive
Livable cities
Solutions
Our business
Career
News Room
Investors
Partners
Be the council that saved the high street
We help cities balance parking supply and driver demand – not by adding additional parking spots or reducing the number cars.
Our livable cities
Shaping cities that

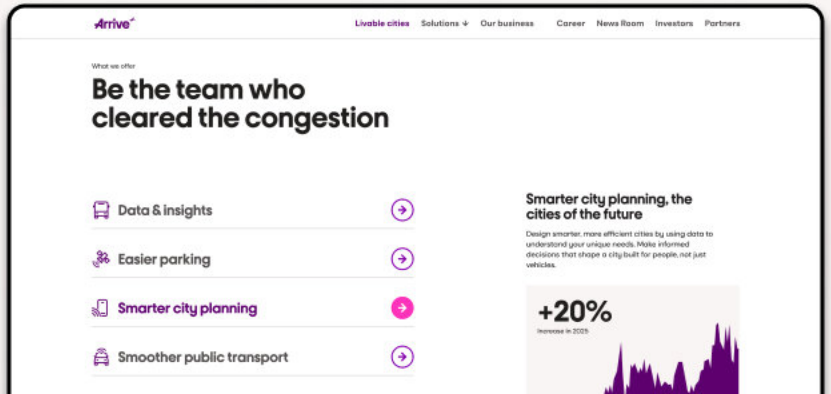

Arrive
Monthly subscribers to Camera Access
Jan - Mar 2025 85.000
Jan - Mar 2025 85.000
Jan - Mar 2025 85.000

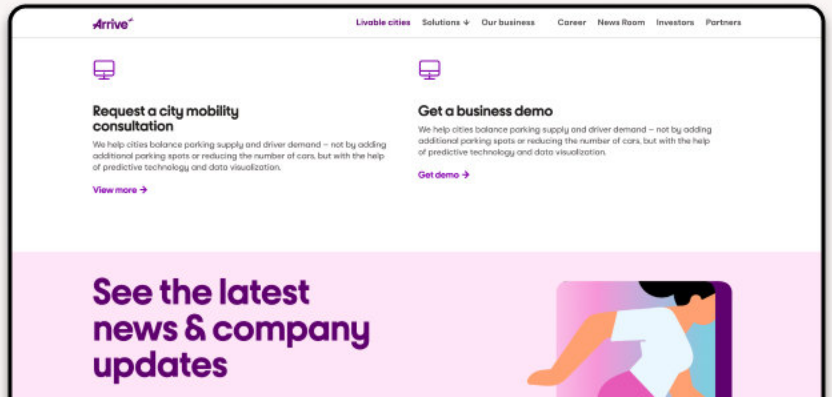

Arrive
Parking labelled 'biggest stressor' for driving football fans on game days, ahead of 2024 Euros
Unlock yo
city's parki


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Partners
EasyPark Group appoints new Chief Payments Officer
Information on December, 2023 cyber incident
r mobility be
Countries 80+
Cities 3.700+
5.8


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12 Feb 2025
Read article
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EasyPark Group Acquires Parkopedia to Streamline

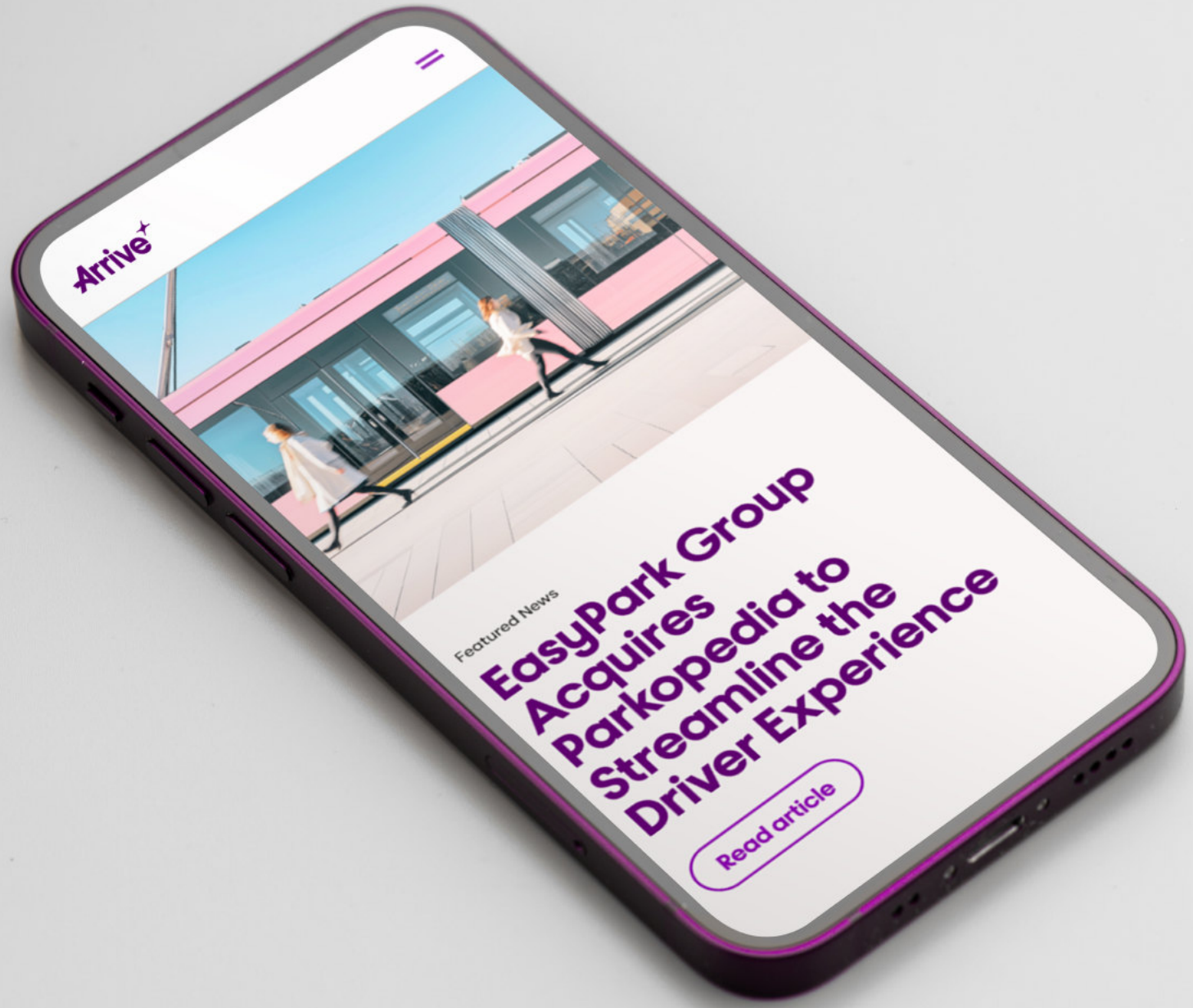

"We are happy to welcome Vikas and Diane to EasyPark Group's Executive team. Their backgrounds and deep expertise will be


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What we offer
Be the team who cleared the congestion
Data & insights
Easier parking
Smarter city planning
Smoother public transport
Smarter city planning, the cities of the future
Design smarter, more efficient cities by using data to understand your unique needs. Make informed decisions that shape a city built for people, not just vehicles.
+20%
Increase in 2025


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Partners
Request a city mobility consultation
We help cities balance parking supply and driver demand – not by adding additional parking spots or reducing the number of cars, but with the help of predictive technology and data visualization.
View more
Get a business demo
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Get demo
See the latest news & company updates


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Shaping cities that
Cities are evolving fast, and keeping them moving is essential. As a global leader in urban mobility, NewCo helps cities, operators, and businesses


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News Room
Investors
Partners
Meet the solutions transforming urban mobility
A thriving city mobility doesn't happen by chance. It takes smart decisions, the right tools, and a deep understanding of how people move. And sometimes, a partner that points you in the right direction.
In cities that never stop moving, each minute matters. NewCo's mobility


Arrive
Featured News
EasyPark Group Acquires Parkopedia to Streamline the Driver Experience
Read article

Takeaways



- An extended color palette is available for website design.
- Readability is essential. Optimize for it on both desktop and mobile.
- Use pink sparingly and strategically, and don't overuse it.
- Cleanliness is key. The website should feel clean and airy, not cluttered or constrained.

Index

Sales enablement

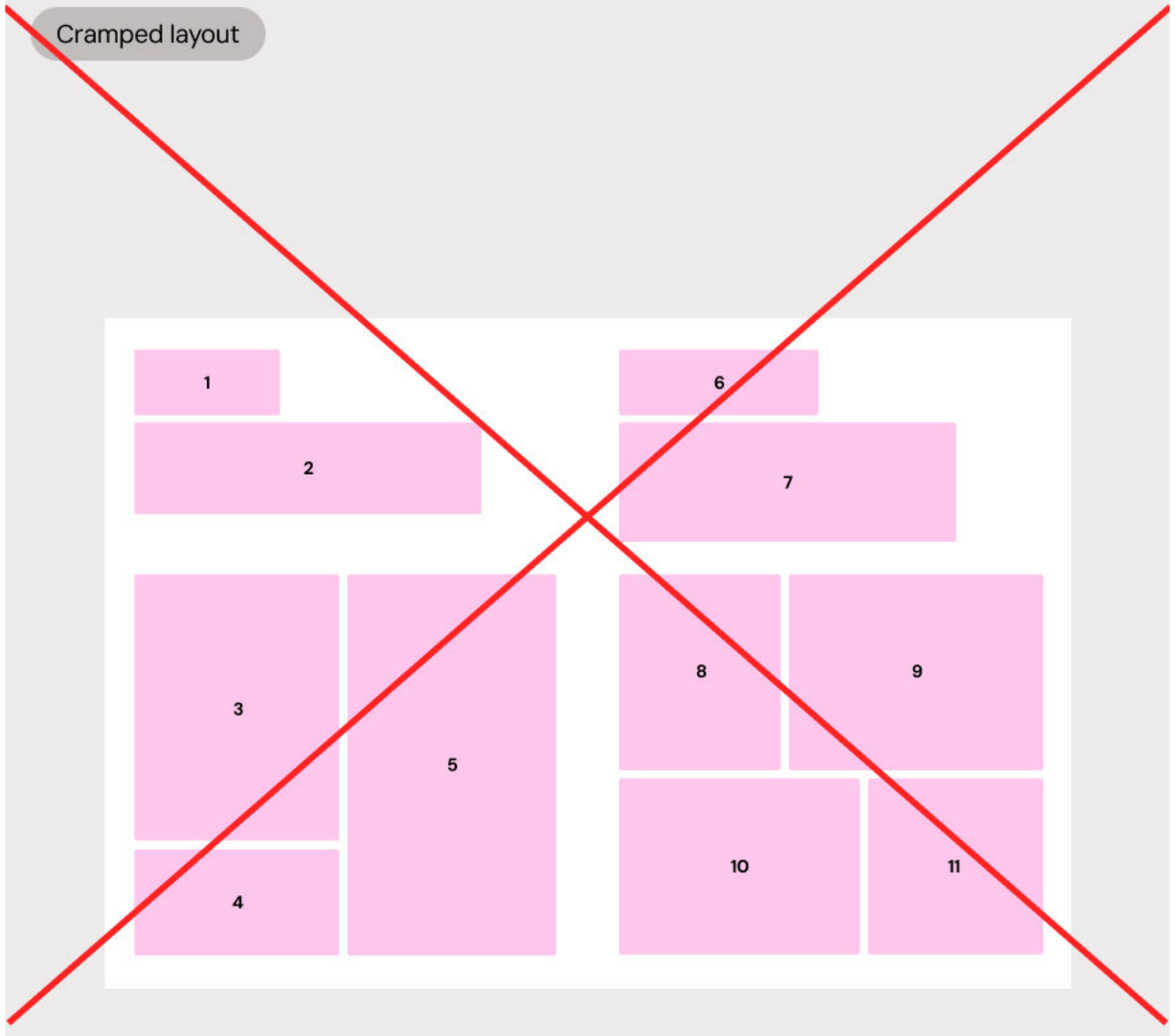
Takeaways

General layout principles

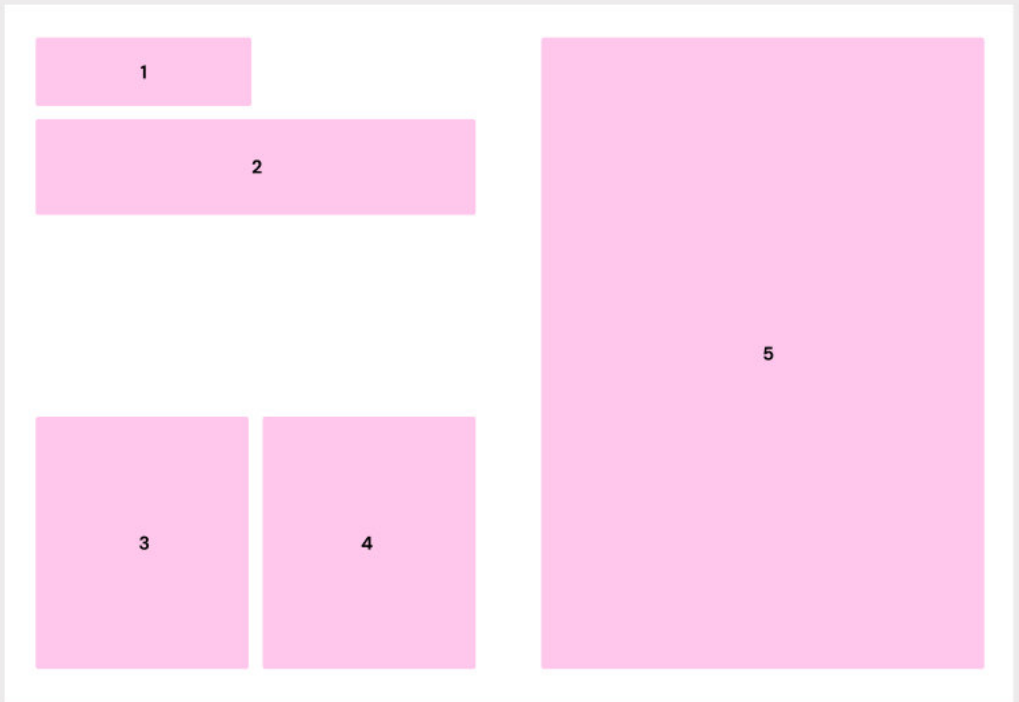
Keep things airy

To create the open and optimistic brand feeling we'll strive for an airy layout if possible. That means less elements on each page and a lot of white space.
Pro tip: Try making one object (eg. an image or a big quote/title) much larger than the rest to keep a dynamic and interesting layout.

Cramped layout



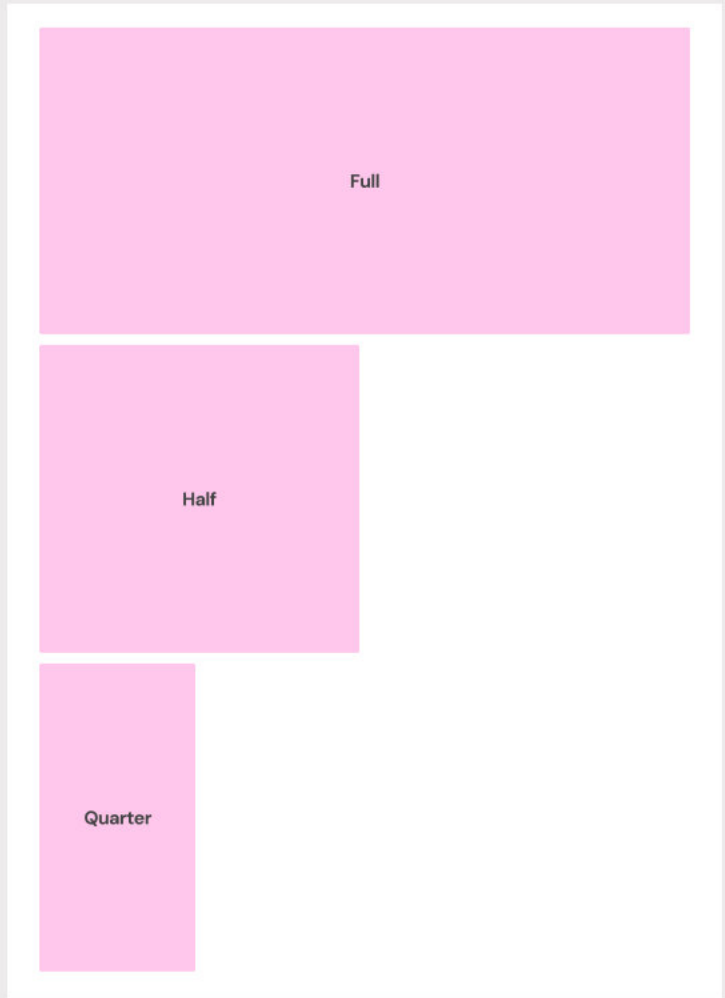
Airy layout



General layout principles

Boxy layout

We also try to keep things boxy and aligned. This means using even-numbered columns that can be divided by four and keeping the width of the content to quarters, halves, or full.



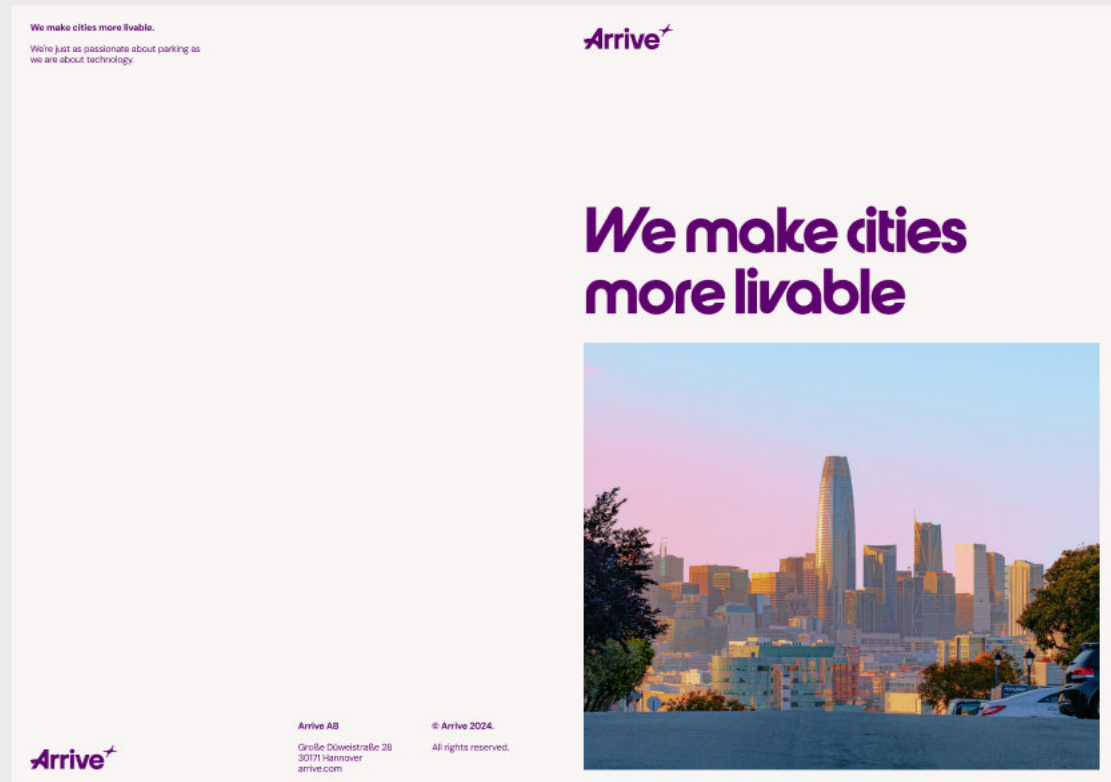
Cover variations

Macro (B2B/B2G)
Contained Elements (Professional)

Mid range
Margined Layout

(B2C) Micro
(Emotional) Full bleed





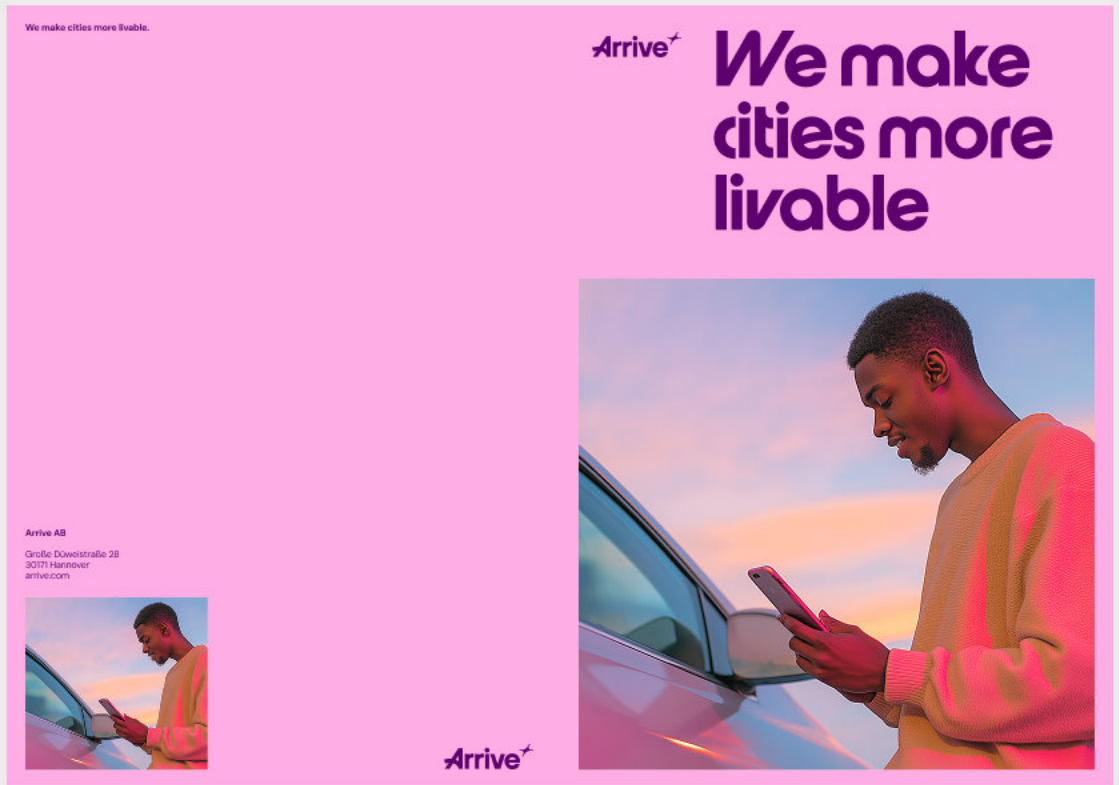
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Margined Layout

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Macro (B2B/B2G)
Contained Elements (Professional)

Mid range
Margined Layout

(B2C) Micro
(Emotional) Full bleed





About spread

For content we have only two options, eifhet full functional or more emotional

Macro (B2B/B2G)
Contained Elements (Professional)

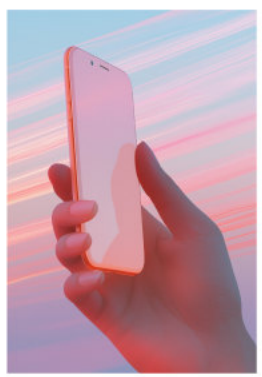
(B2C) Micro
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About the EasyPark group

About EasyPark-group

In 2021, the EasyPark group acquired the global provider of digital parking services, the PARK NOW-group, including the apps ParkMobile, RingGo and Park-Line. The EasyPark group has unique market coverage with a presence in over 20 countries, more than 4,200 cities and works with over 5,000 park operators.





Our range

Parking Dashboard
This is a short explanatory text – just keep it short since people can't read and listen at the same time.

CameraPark
This is a short explanatory text – just keep it short since people can't read and listen at the same time.

E-loading
This is a short explanatory text – just keep it short since people can't read and listen at the same time.

App Parking
This is a short explanatory text – just keep it short since people can't read and listen at the same time.

Insights
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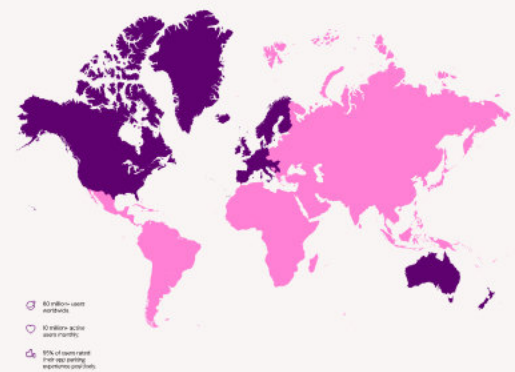
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Insights spread

For content we have only two options, eifhet full functional or more emotional

Macro (B2B/B2G)
Contained Elements (Professional)

(B2C) Micro
(Emotional) Full bleed

EasyPark insights

Trading is less risky when decisions are supported by good data.

Cities face many challenges when managing their parking ecosystem: inefficiencies, lack of data, status and long search times. EasyPark Insights is a set of data-driven services aimed at providing a comprehensive overview of the parking ecosystem.
EasyPark can help cities address these challenges by leveraging intelligent parking data to shape better policies and drive positive changes in enforcement, restrictions, pricing, permitting and urban planning.

We use advanced data collection technology to create effective and accurate mapping of parking spaces, occupancy and controls.
The digitization of the parking ecosystem and data offers cities many advantages for optimizing parking. Our dedicated parking experts are happy to support our partners in using insights from high-quality parking data for optimization.





Inventory taking

Determine the type and number of parking spaces in each tariff zone. Examine different sections of the road and find out what restrictions apply.

Advice

We help cities interpret park data to create short-term, medium-term and long-term measures to optimize the park ecosystem.

Data on parking space utilization

Discover the streets and areas that are most in demand, the time it takes to find a parking space and the probability of finding a free space at a given time.

EasyPark smart hub

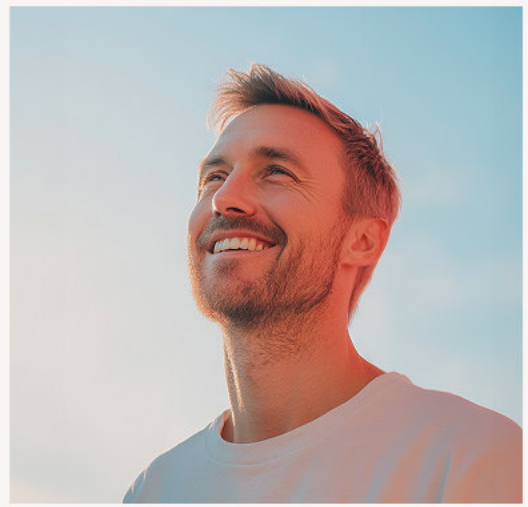
Improve your parking monitoring and standardize transaction data from all digital parking ticket machines and MPP providers.

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EasyPark E-load

Electric vehicle charging is an increasingly important part of the infrastructure for drivers and cities alike, and the trend is accelerating quickly.



About E-load

The European Commission aims to have at least 30 million electric vehicles on the roads by 2030. With the growing number of electric vehicles, more charging stations are being provided in cities, and more and more parking spaces now also serve as charging stations.

EasyPark offers a platform-independent solution for vehicle charging and an easy way to find, manage and pay for parking spaces and charging stations – on and off the road with just a few clicks in the app. Very simple! The EasyPark system integrates seamlessly with all charging stations in our network and eliminates the need for cumbersome payment stations.

Everything is managed through our easy-to-use app. Loading and parking transactions are automatically logged in our EasyPark Intelligent Cloud (EPIC), while users have the convenience of loading using their preferred method. At the same time, as an operator, you benefit from comprehensive and worry-free credit coverage.

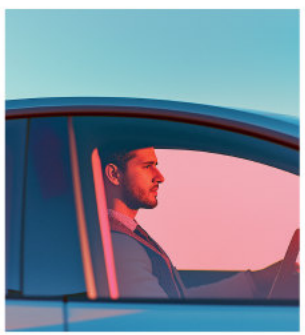
Key Features

- Fast and easy registration for new users.
- Large selection of payment options.
- Easy to find charging stations in the app and to charge.
- Start, stop and extend parking and charging processes via the app.

Camera parking

Cars queuing at the entrance, complex cash payment processing and low occupancy rates are some of the most common issues we have identified while working with hundreds of off-street operators across Europe.





About Camera parking

Easypark has addressed these challenges by integrating with leading providers of automated camera parking solutions, including embedded Automatic Number Plate Recognition (ANPR) technology. Our focus is on aligning ourselves with our partners' business goals. Through these integrations, EasyPark enables its customers to enjoy the benefits of seamless camera control technology that allows for effortless entry and exit of systems without additional steps.

Operators and cities enjoy happier customers and can simultaneously increase their sales and reduce costs when they use EasyPark in their facilities.

Key Features

- Smooth integration: Seamless integration into existing systems that brings innovation without turbulence.
- Optimized traffic flows: Simplified and quick access to garages for drivers.
- Flexibility and control: Drivers can activate the service when necessary, ensuring a customer-controlled parking experience.
- Risk minimization: Reducing the risks when managing cash payments.
- Cost savings: reducing the cost of maintaining parking ticket machines.

E-load + CameraPark

(B2C) Micro
(Emotional) Full bleed



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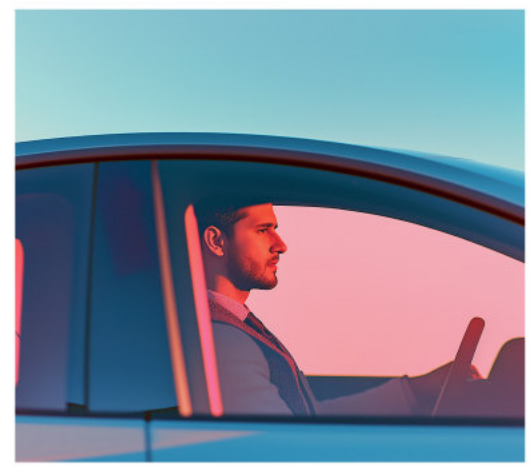
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Dashboard + Parking App

For content we have only two options, eifhet full functional or more emotional

Macro (B2B/B2G)
Contained Elements (Professional)

Parking Dashboard

The EasyPark parking dashboard provides a macro overview of the entire parking ecosystem and provides cities and property owners with excellent insights into parking behavior.

Intelligent parking management

We help you, benefit from the data we collect by connecting, classifying, interpreting and presenting it in a user-friendly interface.

The more digitalized your park ecosystem is, the more data and information you receive. The data comes from all digital systems used, such as: mobile parking providers, digital parking ticket machines, digital permits, digital control and automated in-car parking transactions.

Together, this data forms your dashboard and by choosing EasyPark SmarHUB to manage your data, you ensure that all data is visualized.

Key Features

- Park visualization: Monitor your operational KPIs in near real-time (data updates every hour) and increase your situational awareness.
- Efficient control: Streamline enforcement processes and minimize inefficiencies.
- Financial and operational overview of the city and patterns in parking behavior.
- Gain insights into the next step in optimizing, estimating and measuring the impact of measures on key metrics.
- Visualize park inventory and occupancy data that can be flown with our EasyPark insight solution.

The EasyPark parking dashboard uses the most important levers of parking management:

Inventory
Number of spaces available.

Zoning
Territorial use

Prices
Rates/Area

Restrictions
Permits, restrictions

Control
Handheld device, vehicle scan

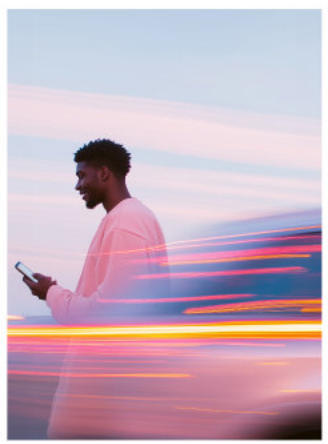
The EasyPark parking app

EasyPark has more than 22 years of experience in the parking industry, our parking app is now the most widely used solution in Europe.

About the parking app

Did we mention that the app has top ratings in the Apple and Google stores? Yes, it has it! Because it offers drivers freedom, comfort and reliability.

EasyPark can be used in many places. In garages, at airports and of course on the streets. Our mobile solutions allow drivers to start, stop or extend a parking session from their phone or vehicle. Our user-friendly interfaces give you the freedom to organize your day knowing you are in full control.



Optimize the driving experience
Increase parking satisfaction by providing drivers with a seamless experience.

Secure payments
Minimize the risks associated with cash payments by using secure digital transactions.

Gain insight into demand
Access valuable data on parking demand and refine decision-making processes.

Promote digital adoption
Drive digital development and promote comfortable and modern parking solutions.

Save maintenance costs
Significantly reduce expenses for maintaining parking meters, systems and optimize resource allocation.

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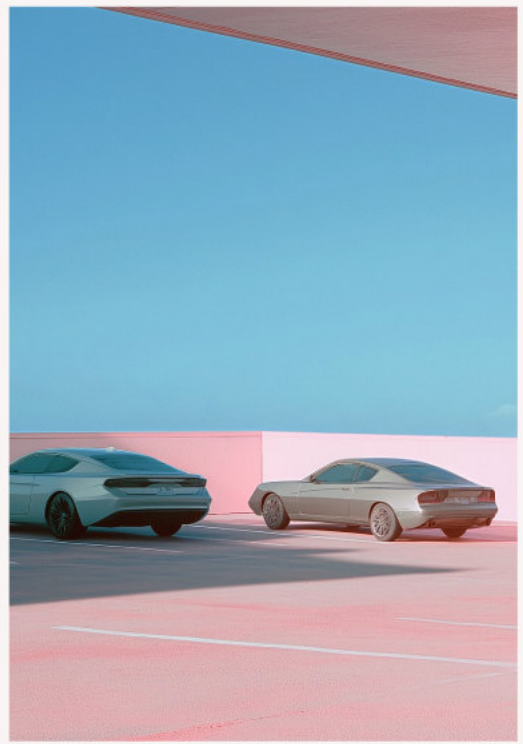
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Overview
Option 1

Example of all pages in restricted version with the exact same content on each spread.

Cover



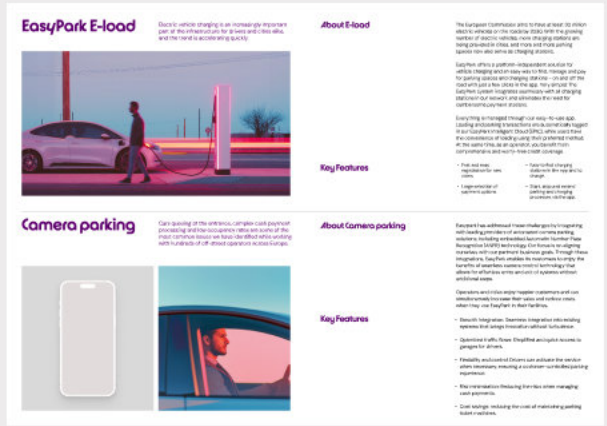
About



Insights



E-Load + Dashboard



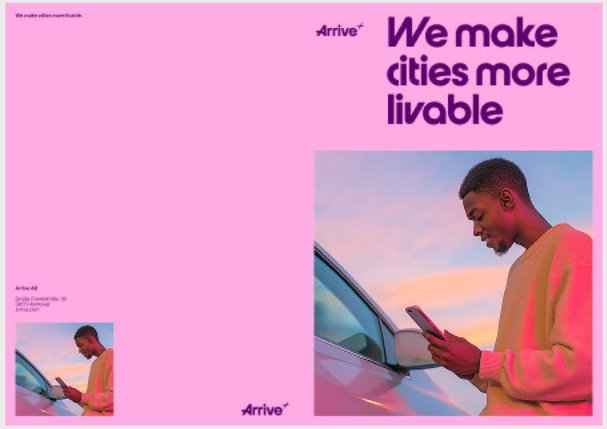
Camera parking + Parking app



Overview
Option 2

Example of all pages in the more free option with a more airy layout and some contents switched out or placed on two spreads instead of one.

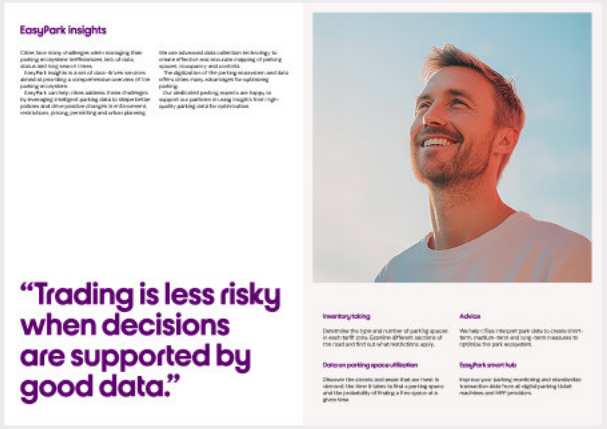
Cover



About



Insights



E-Load



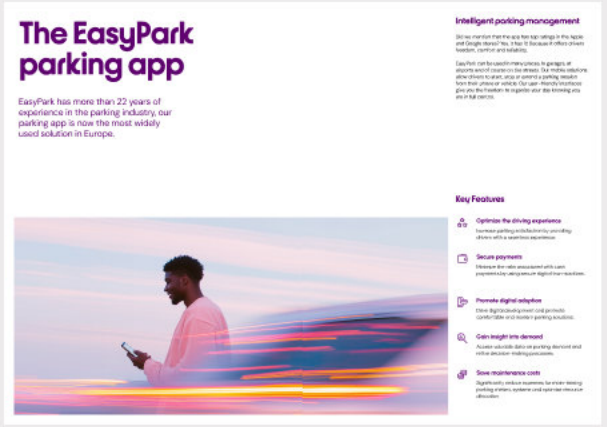
CameraPark



Dashboard



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Inspiration copy



Takeaways



- Our brand is airy and minimalistic, we should not overload pages with text.
- Regarding level of expresiveness, covers can have three direction meanwhile content have only two: more functional or more emotional oriented layouts.
- Keep our layouts bright and positive, do not use purple backgrounds except for the cover.

Index

Events

Takeaways

The Event Concept
– A coherent brand expression

The event design concept is a physical adaptation of Arrive's brand identity, translated into a dynamic, real-world experience.

Every element, from products, materials and colors to spatial flow and lighting, is curated to reflect Arrive's optimism, simplicity, and connection to urban life and mobility. The goal is to create a flexible, recognizable presence that feels intuitive, welcoming, and distinctly Arrive, no matter the event size or location.

Event concept

Just as the design concept for the brand identity, our event design draws inspiration from the geometry of cities — roads, buildings and city blocks. And the pulsing urban flow of people and traffic that weaves and bends through cities.

Geometry



Flow

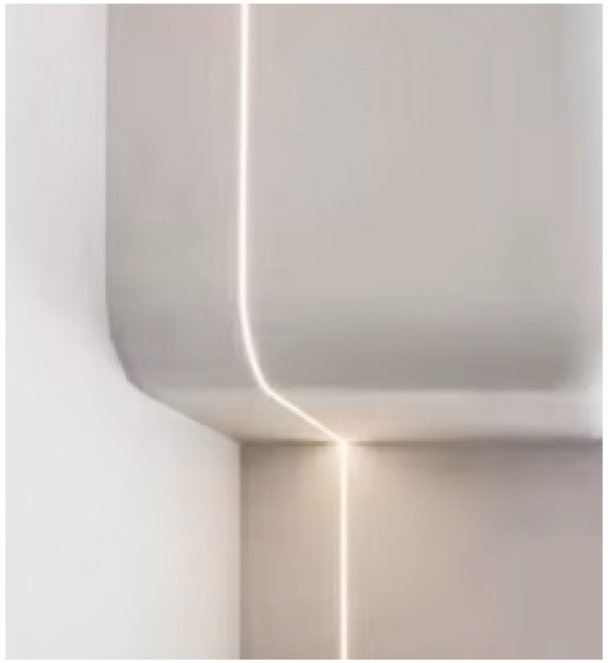


Event concept

Design principles

Arrive's brand should feel modern, sustainable, and dynamic, mirroring the urban mobility experience. The materials and shapes should communicate:

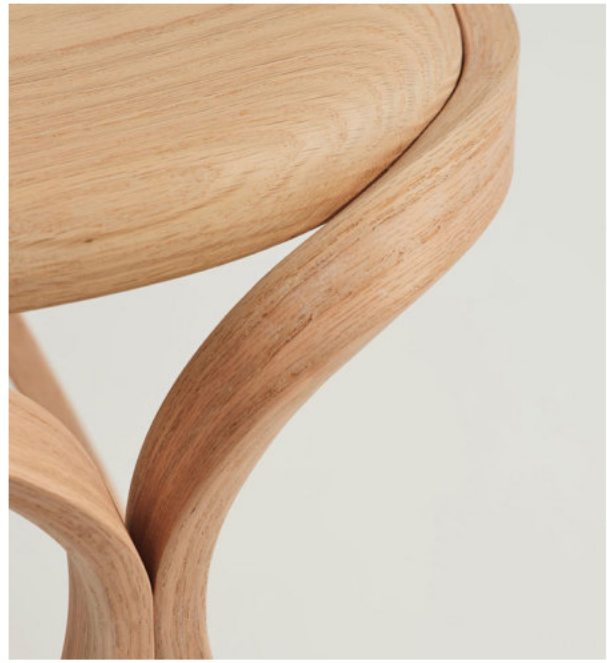
Seamless Mobility & Flow
Curved structures, fluid lighting, soft textiles, open airy layouts.



Innovation & Technology
Interactive screens, LED-lightning, glass, metallic finishes



Sustainability & Smart Cities
Light wood, recycled materials, upcycled plastic, greenery.



Urban Lifestyle & Geometry
Bold color contrasts, sleek modular and modern furniture.



Event concept

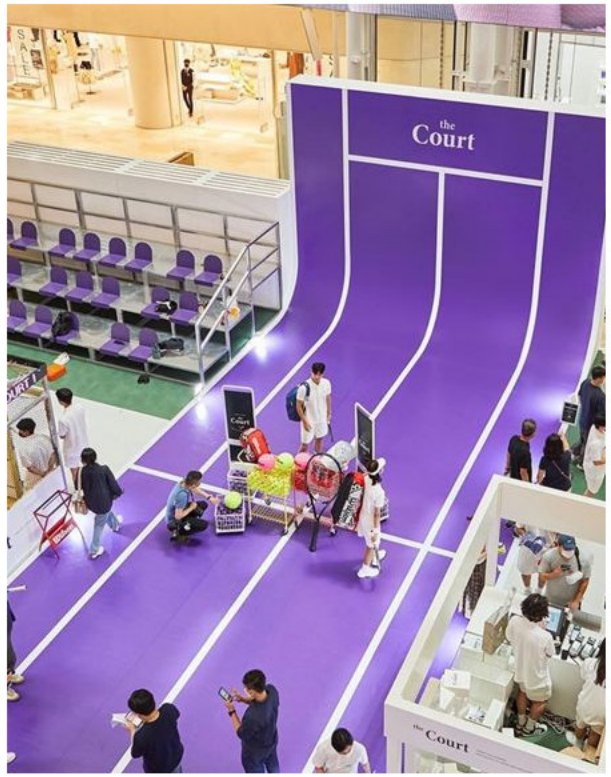
Booth Zones

Each booth is organized into key zones based on activity: a welcoming entry, an eye-catching experience, an engagement area and a zone for deeper discussions and lead capture — creating a clear, flexible, and memorable flow. It will however adapt depending on booth size.



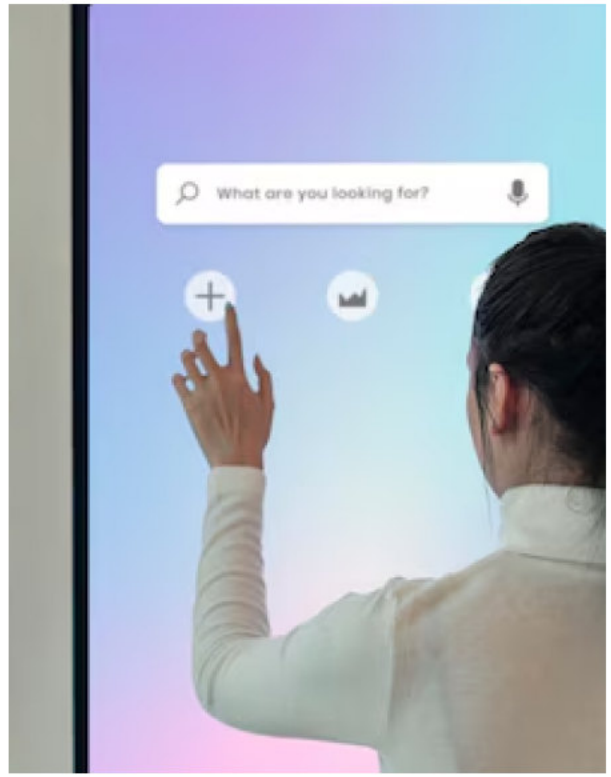
Entry Zone (“Arrive”)

A welcoming area with high-impact branding.



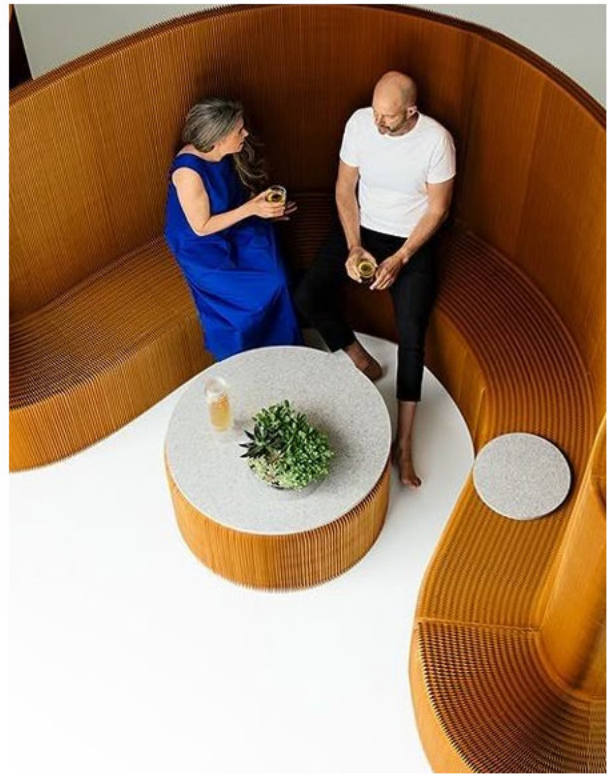
Experience Zone ("Move”)

Dynamic eye-catching area to draw attention and to illustrate Arrive’s seamless mobility solutions.



Engagement Zone (“Discover”)

Hands-on interaction with Arrive’s products and services (app demos, service highlights etc).



Networking & Closing ("Park” & “Depart")

Discussion area or lounge space for meetings, lead collection, relationship building and giveaways.

Event concept

Mood & Aesthetic

Through careful consideration of materials, shapes, colors, lighting, and spatial composition, we create a event experience that embodies the essence of the brand.

Materials

- Light-wood, polymers, fabric, glass, brushed metal
- Sustainable
- Innovative
- Smooth surfaces
- Colored surfaces
- No patterns

Shapes

- Bold
- Contemporary
- Geometric
- Sharp edges balanced with smooth curves
- Modular

Colors

- Purposeful use
- Color as guiding
- Energizing
- Gradient
- Bright over dark

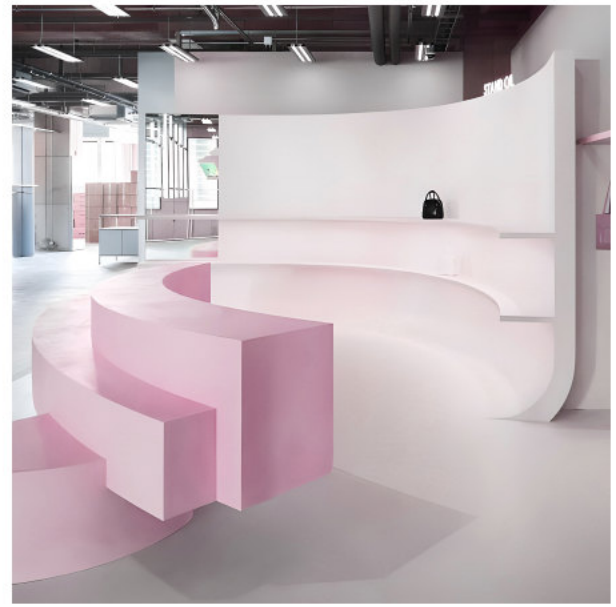
Space & Light

- Open spaces
- Free flow
- Optimistic
- Bright
- Uplifting
- Future inspiring





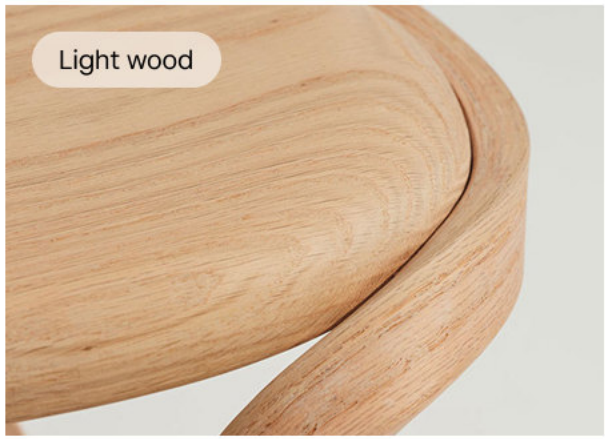


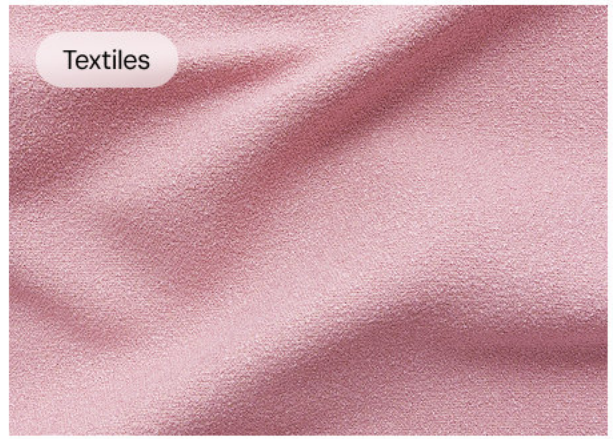


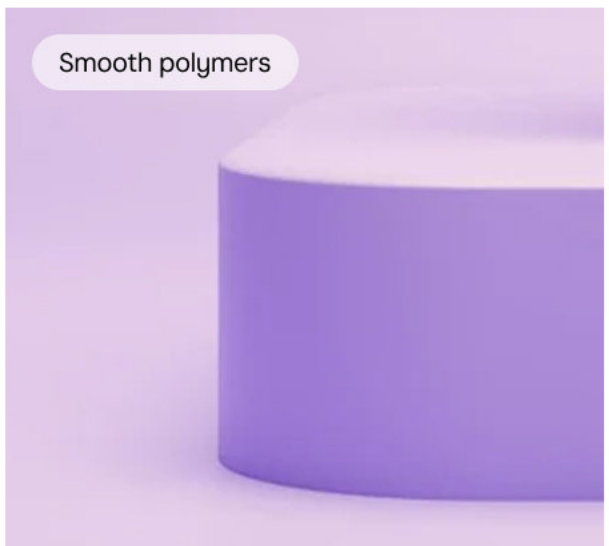
Event concept

Mood & Aesthetic
Materials

Our material selection features smooth surfaces in light-wood, frosted or gradient colored glass, polymers, and brushed metal. Textiles adds warmth and texture. With a focus on refined, colored finishes, these materials create a modern, innovative and sophisticated visual experience.

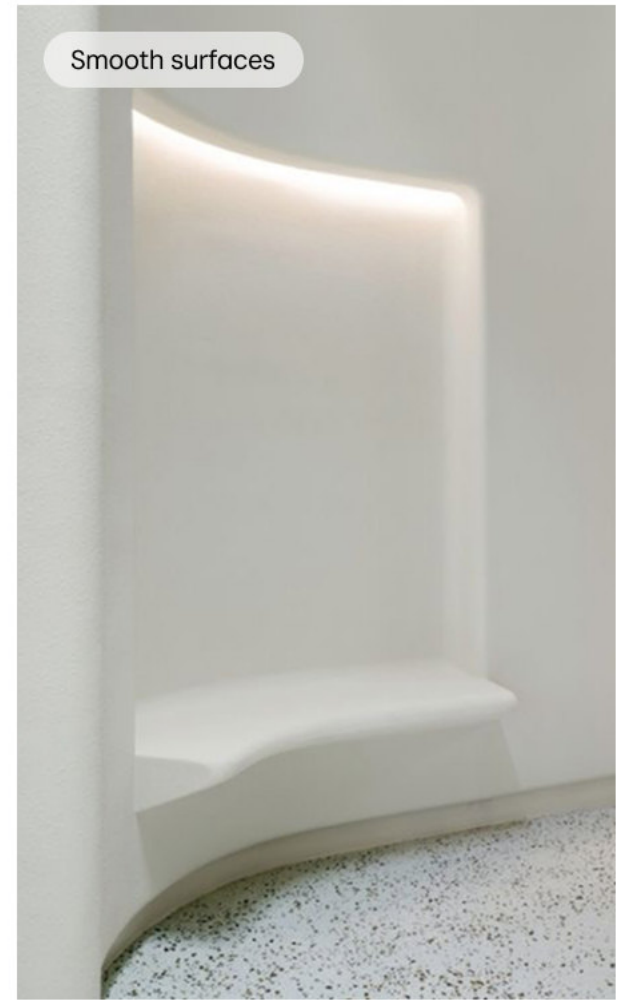






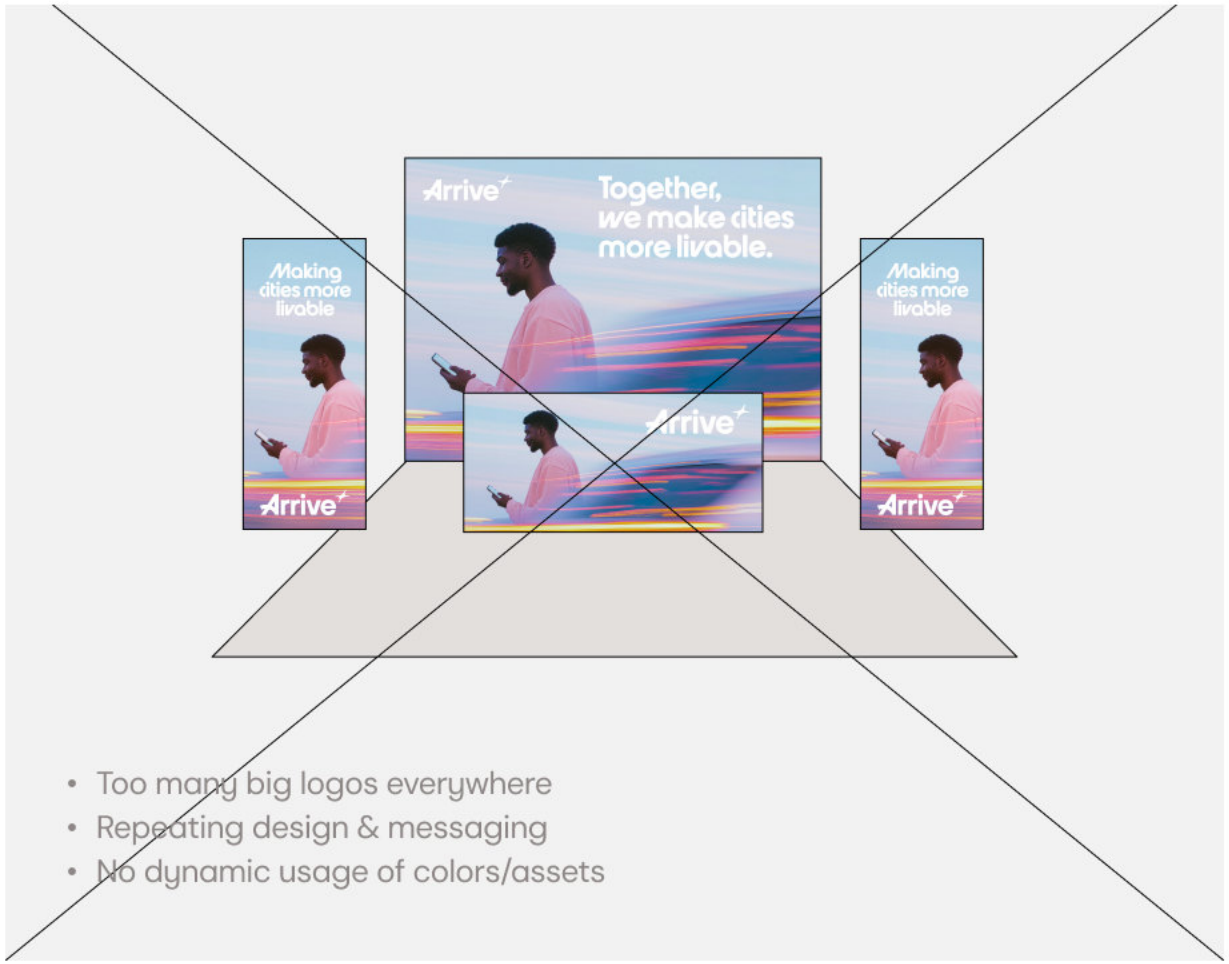






Avoid repeating design

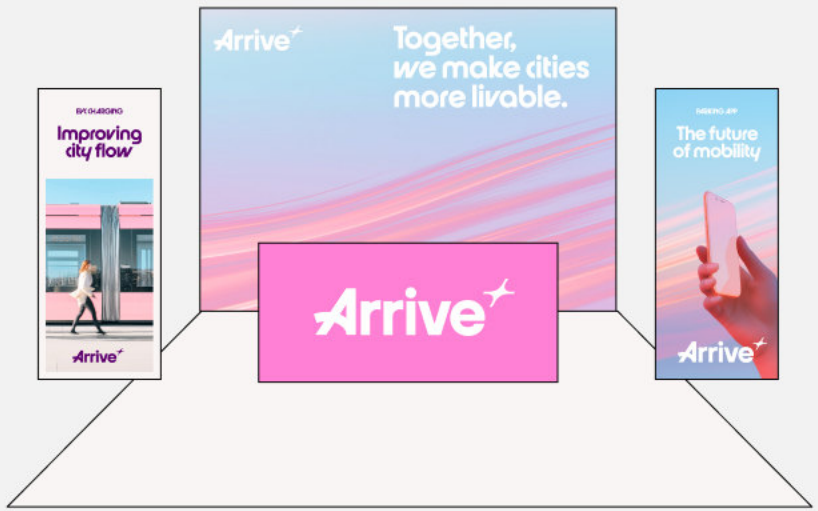
Be mindful of the usage of the assets throughout the whole setup. Avoid repeating designs on multiple areas and using a non-dynamic color scale.



- Too many big logos everywhere
- Repeating design & messaging
- No dynamic usage of colors/assets

Dynamic setting

Make sure to have a dynamic setup of assets, materials and colors. It's important to make one are or object stand out more, preferably one big logo or one strong color on the main event in the booth.



- One center piece/focal point
- One clear main messaging
- Supportive messaging / product/service

Physical translation

The event concept is an extension of the brand identity, translating the visual language into a physical environment.

Colors > Colors

- A Pink brand
- Purposeful use
- Color as guiding
- Energizing
- Statement
- Bright over dark
- Business to consumer

Typography > Shapes

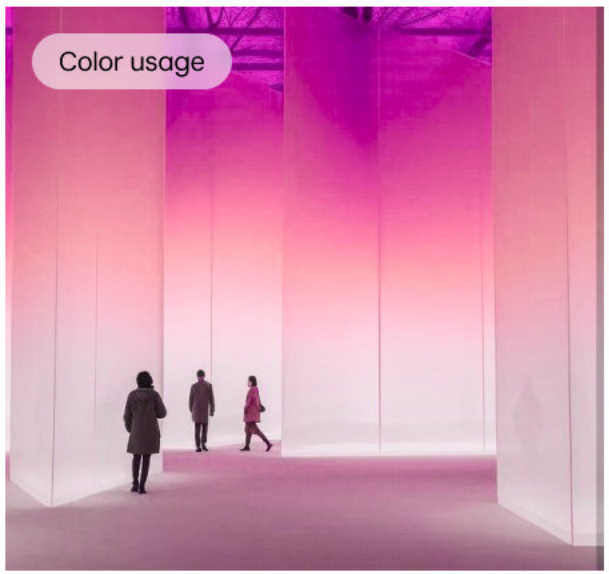
- Geometric
- Fluid / Flow / Curves
- Bold
- Contemporary
- Curved furnitures & walls
- “Loopy” details

Gradient > Lighting & Materials

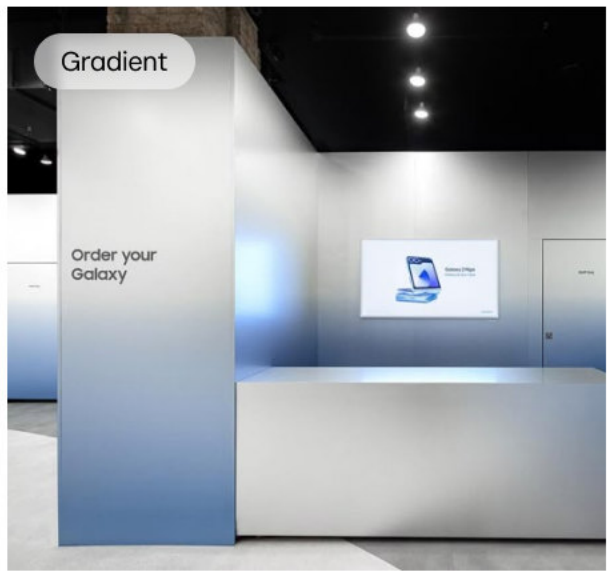
- Digital screens
- Gradient lighting
- Integrated light
- Interactive light
- Gradient colored glass
- Gradient colored textiles

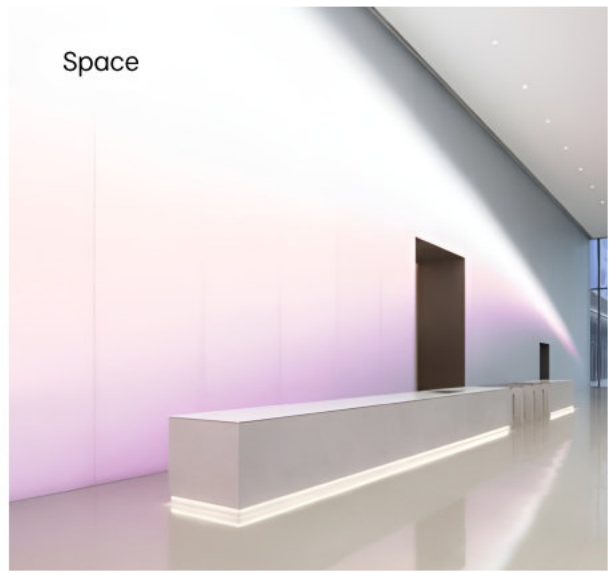
Layout > Space & Light

- Modern
- Minimalistic
- Open spaces
- Free flow
- Optimistic
- Bright
- Uplifting









We will apply the use of color following the principles and guidelines established in our visual identity, ensuring consistency and clarity across all applications.







Color

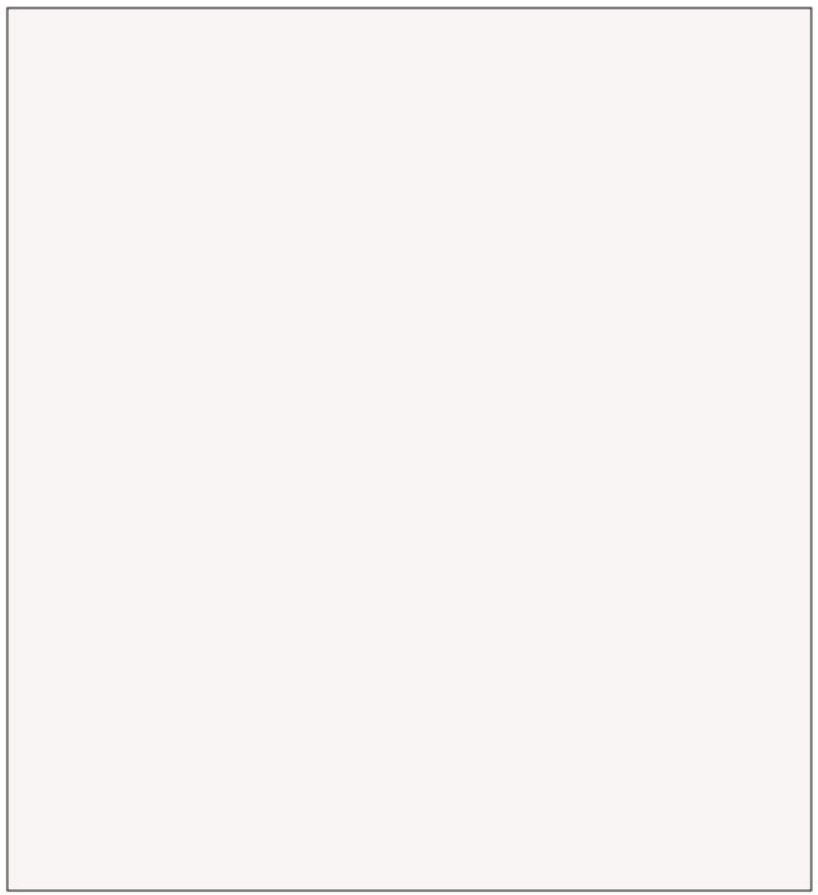
60/30/10-Rule

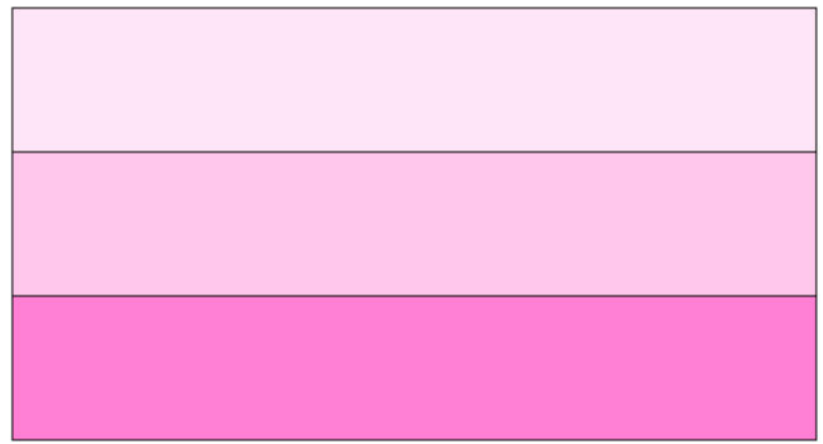
To keep the light and optimistic feeling even in our event concept, we color our big areas, like walls, floors and furnitures with our brighter palette. For smaller pieces of furniture, counter and details we can add pops of color. In some exceptions we can use stronger hues of pink on larger areas to make a statement.

60%
Walls & floors

30%
Furnitures, walls & floors

10%
Center piece, attraction or details etc.





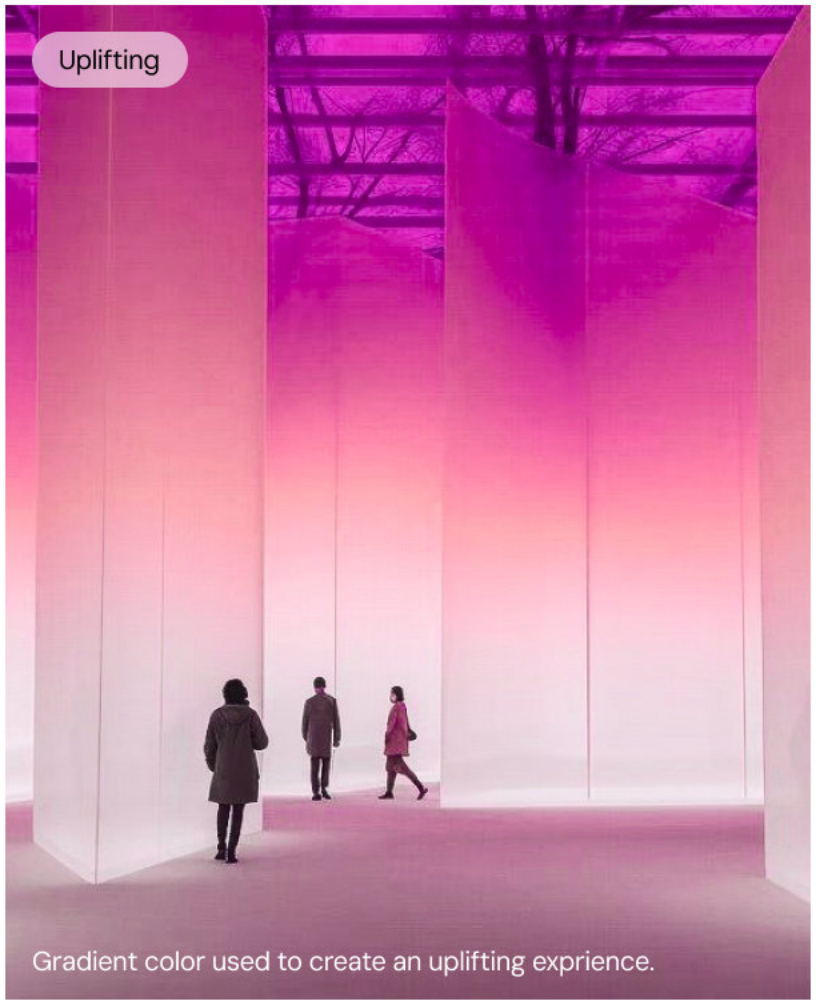


Color

Color as functional

Colors are chosen with intent, not everything needs to be pink. When balanced right the colors can be used to guide the user, create an uplifting experience, to make a statement or draw attraction to a specific zone.





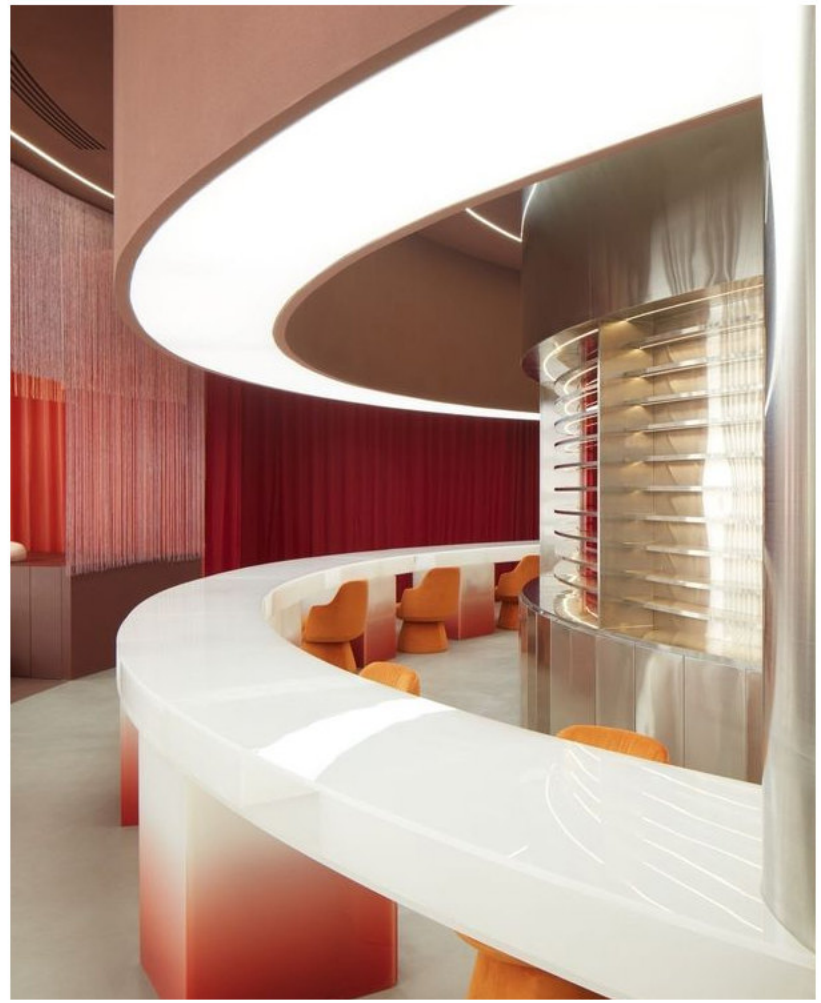


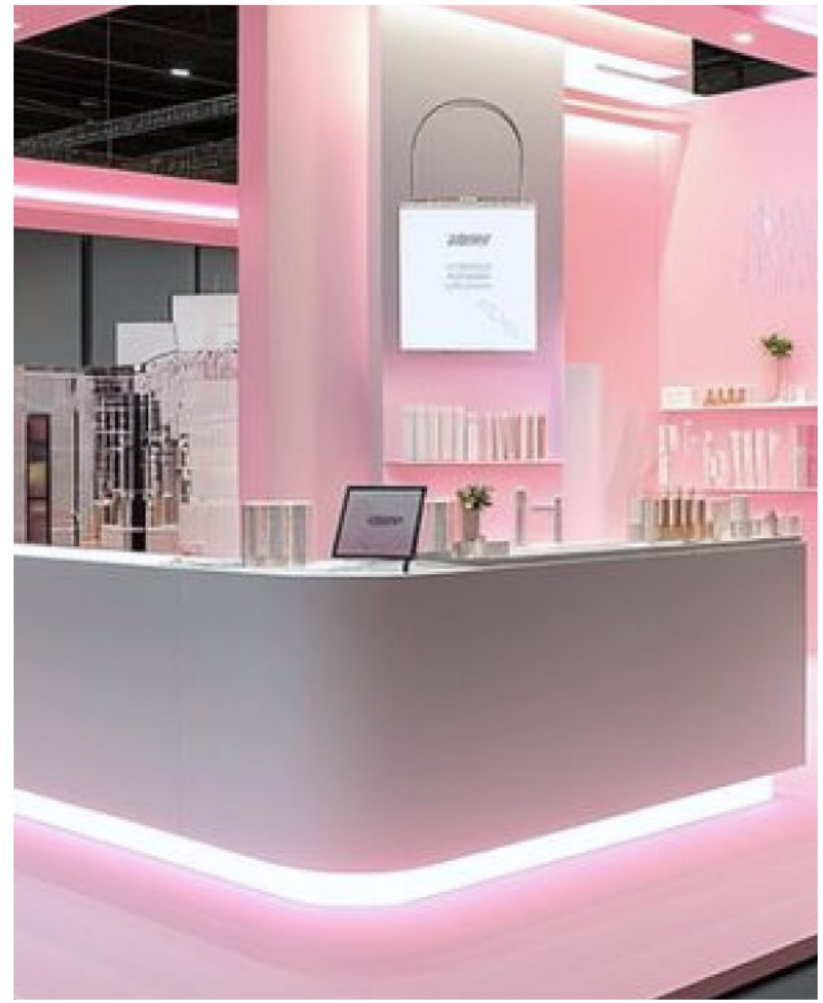
Shapes

Walls

At the core of the brand identity is the dynamic flow of people, traffic and mobility weaving through cities. This flowy rhythm, embodied in the fluid shapes of the typeface, translates seamlessly into curving walls, counters, and other custom-designed elements.





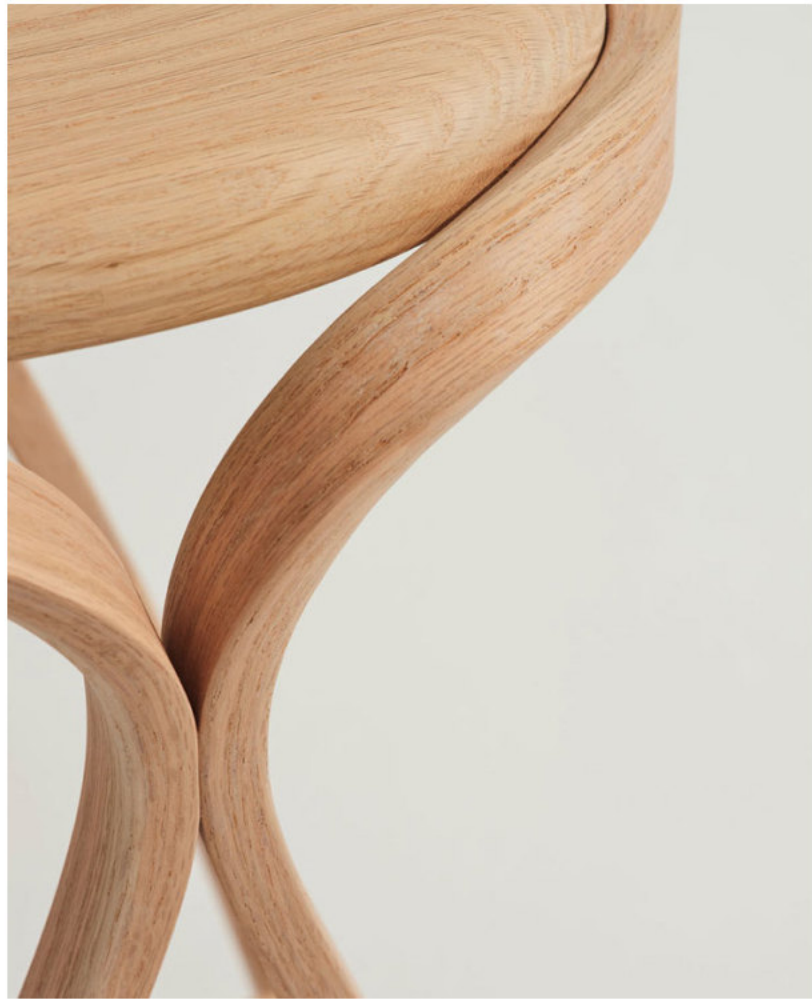


Shapes

Furnitures

When applying the fluid language of the brand to furniture design, we focus on organic yet geometric shapes that embodies a continuous flow.





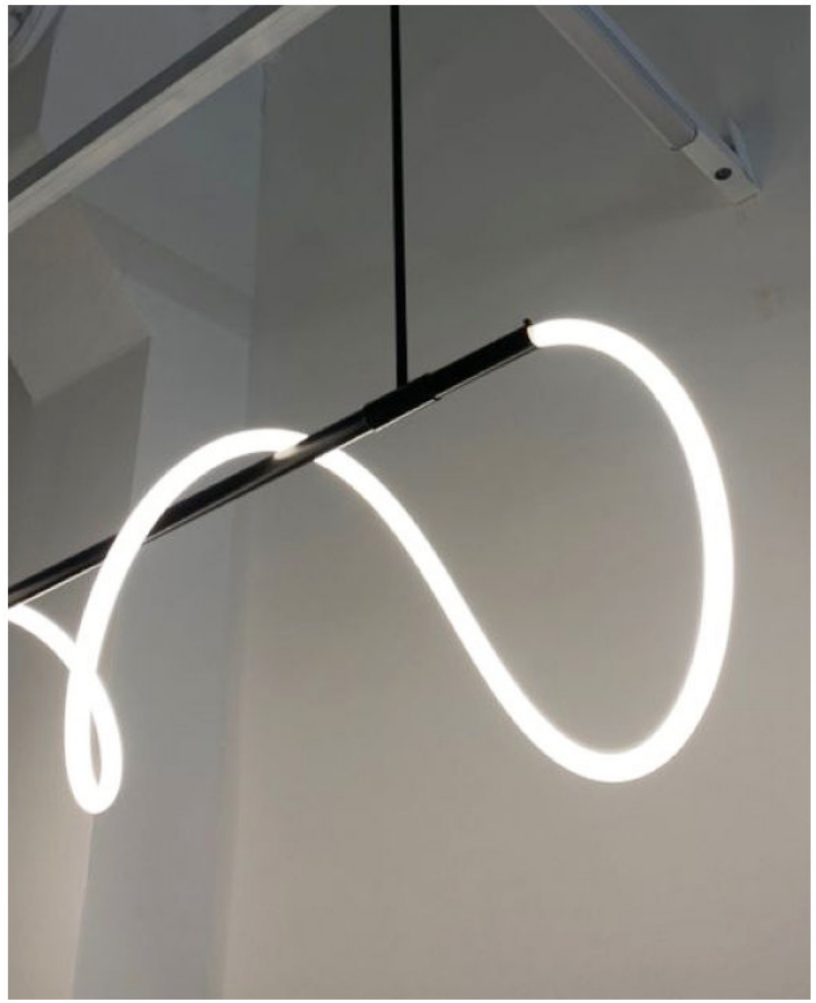


Shapes

MISC

The translation can extend to even the smallest objects—whether it's lighting fixtures, accessories, or decorative elements—creating a cohesive, harmonious atmosphere that resonates with the brand's identity at every level.



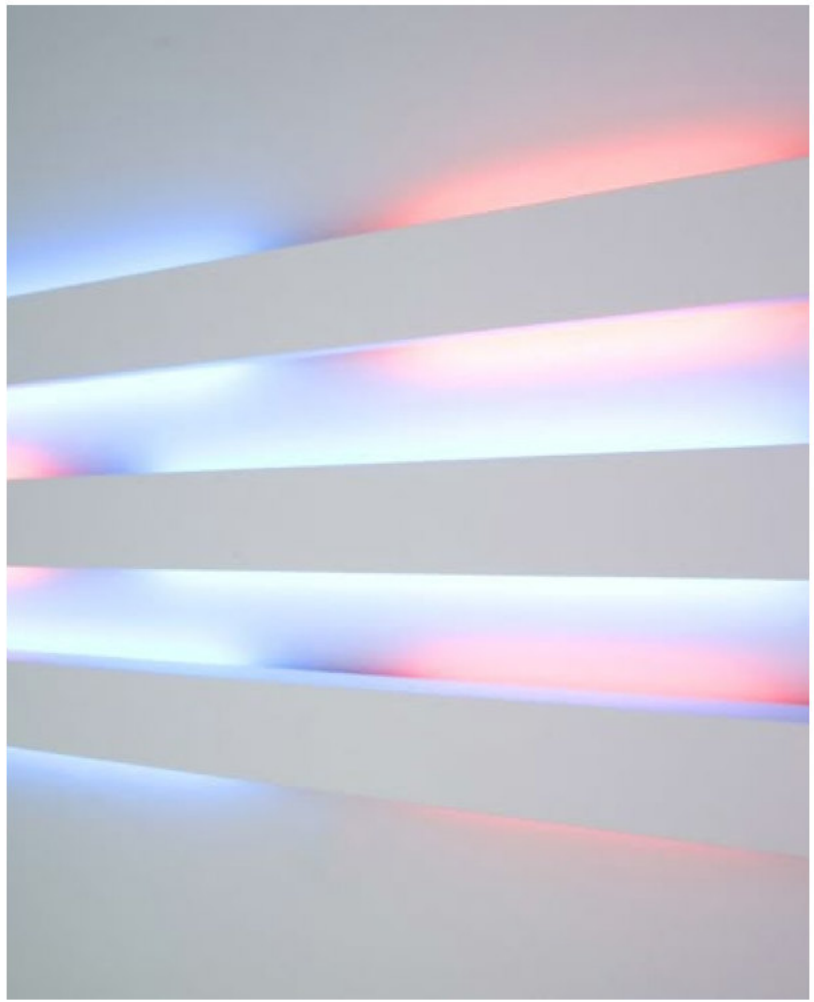




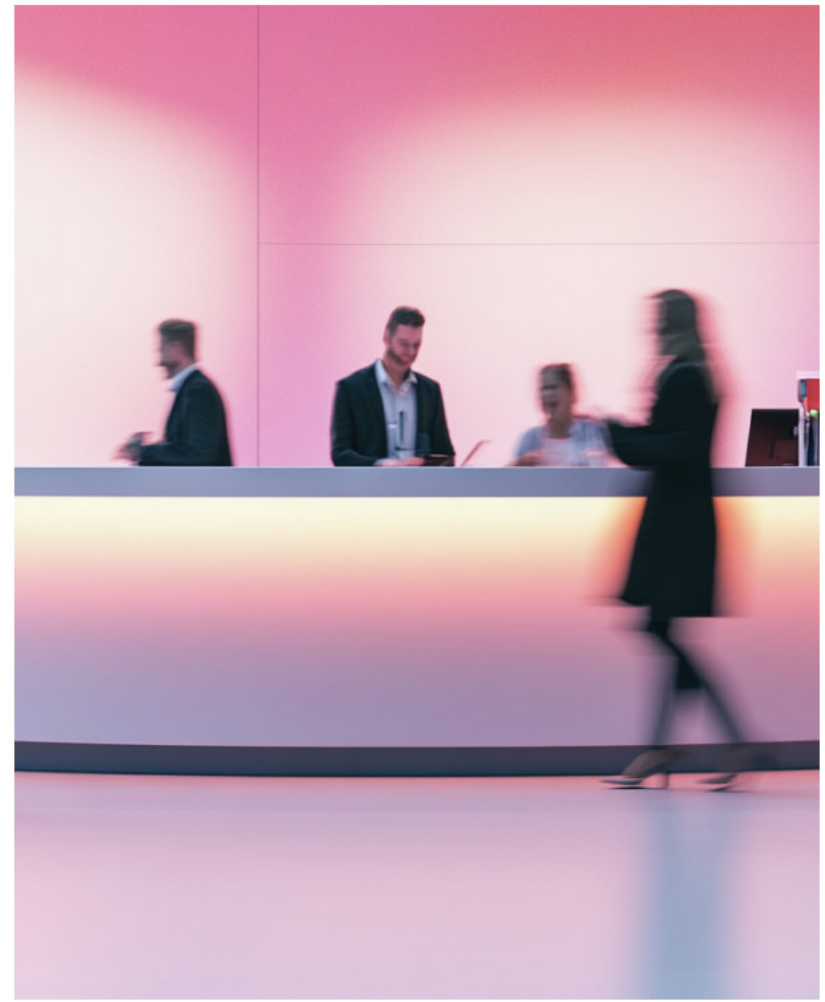
Sky gradient

Lighting

Lighting alone can create a gentle ambient gradient effect when used to illuminate surfaces like walls or a counter. When combined with color, this effect becomes more pronounced. The result is a soft, light, and optimistic atmosphere.







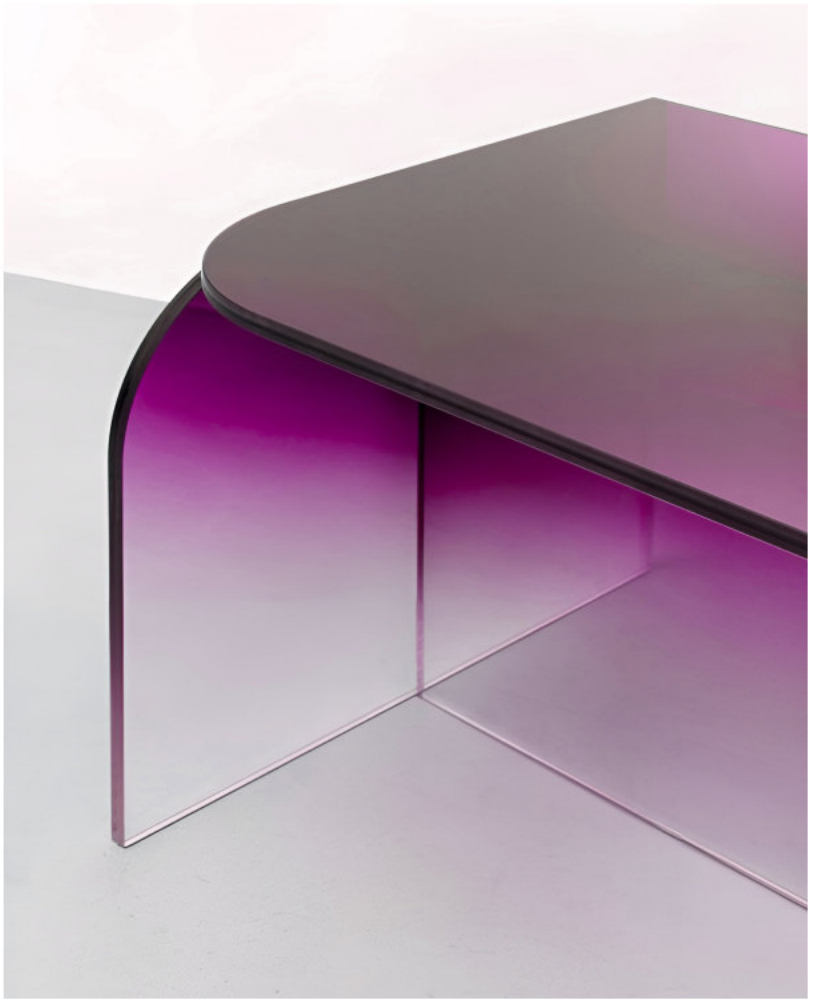
Sky gradient

Gradient glass

An elegant organic gradient can be seamlessly applied to glass, introducing a sophisticated, premium touch. The transparency of the glass not only elevates the design but also amplifies natural light, creating an open, airy, and uplifting atmosphere throughout the space.



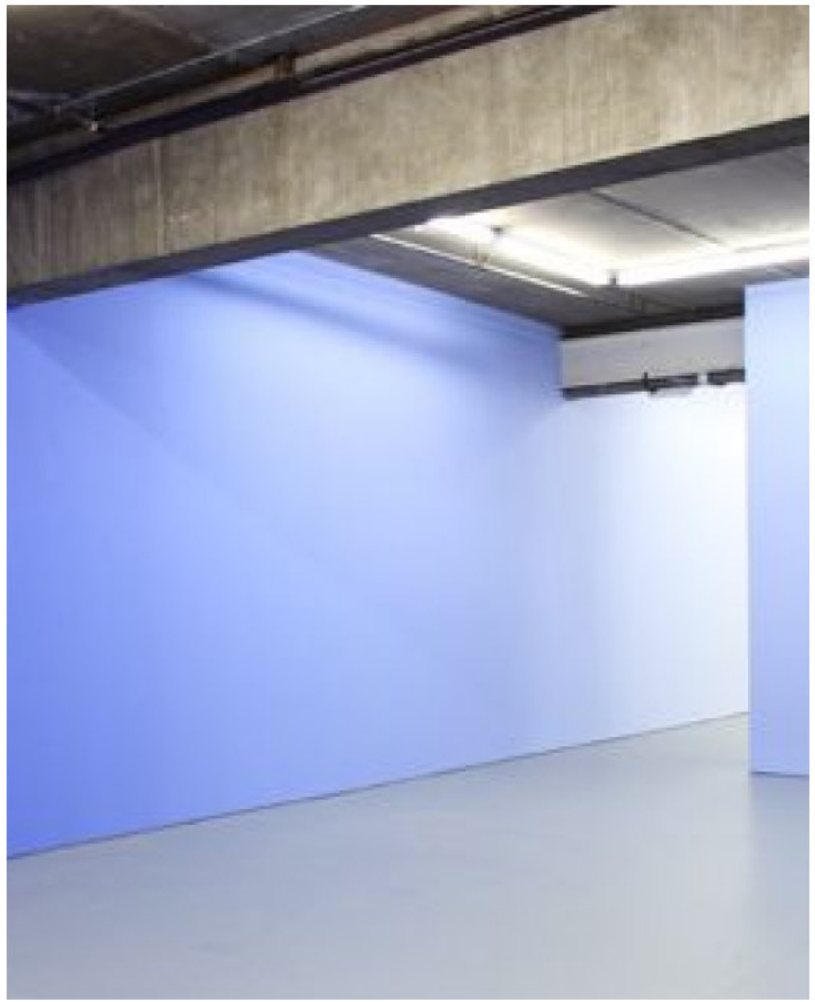




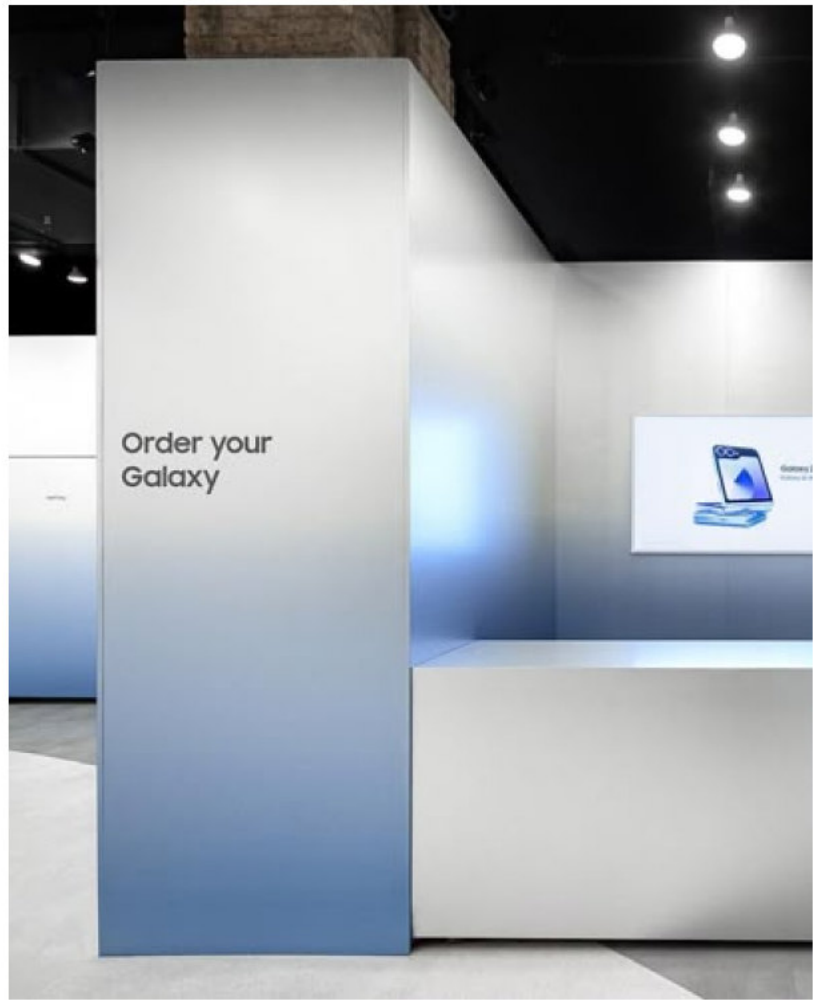
Sky gradient

Coloring

Gradients can also be effortlessly applied to colored surfaces, such as walls, counters, and even fabrics like curtains. When used on a larger scale, the gradient creates a bold, striking visual effect that enhances the overall aesthetic.







Space

Open & Airy

Drawing inspiration from the modern, white-space layout, we can craft open, free-flowing spaces that evoke optimism and a sense of possibility. Bright, uplifting lighting further enhances the environment, fostering an airy, forward-thinking atmosphere that inspires creativity and promotes well-being.



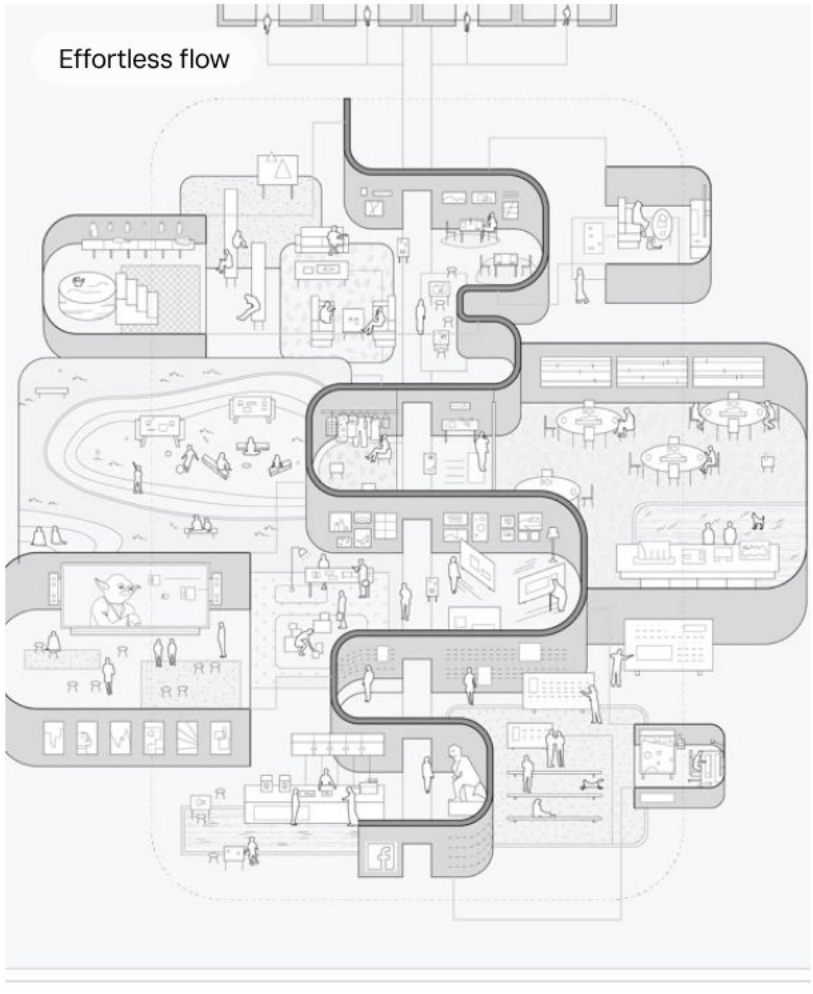




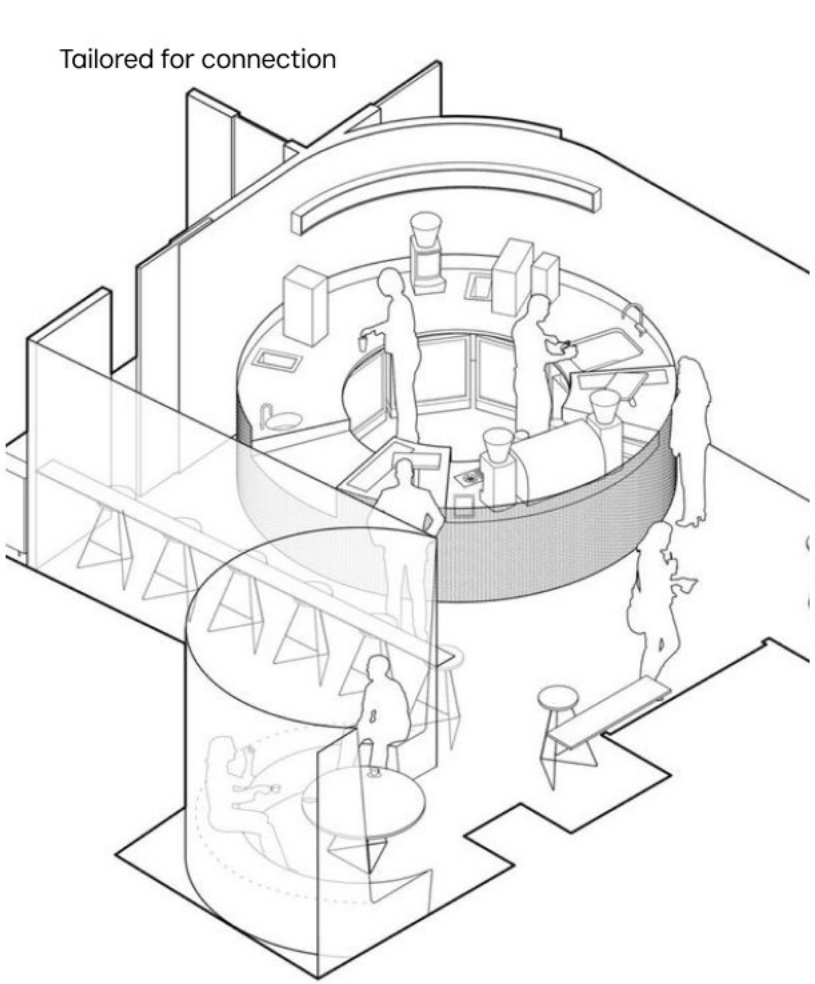
Space

Frictionless Experience

"Inspired by the seamless flow of a city, we create a frictionless booth experience that mirrors the effortless flow of Arrive's services. By eliminating dead zones, avoiding interruptions in the flow and incorporating design elements like round tables, we encourage conversation and meaningful connections."







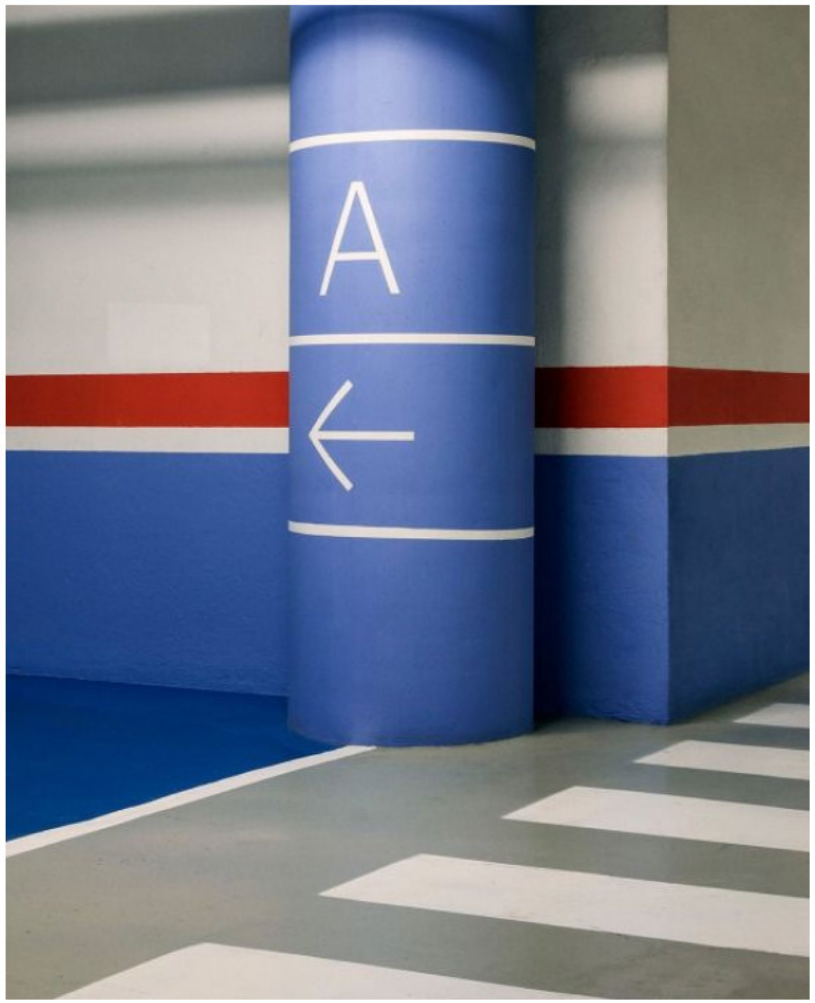
Space

City Details

We can take further inspiration from, and symbolize the urban context in which Arrive operates, by subtly incorporating wayfinding elements, transportation signage, and features from parking areas.





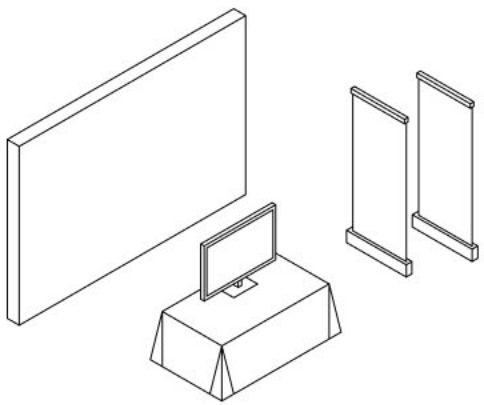


A modular, flexible and buildable booth system

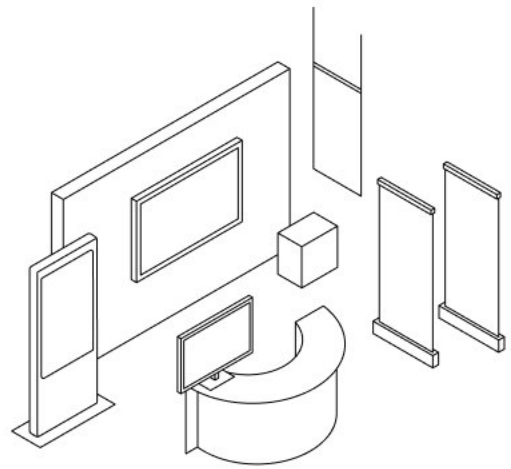
Each booth size is built on the idea of a flexible and modular system, ranging from the most functional and quick to install to the most premium products and immersive experience. Think of it as assets in a toolbox that can be added and built upon to create a customized experience, no matter the size.

Scalability

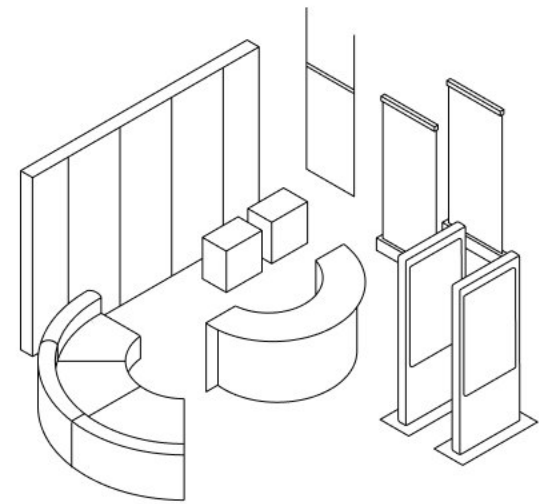
Functional
Small



Mid range
Medium



Premium
Large



Functional
Quick
Budget friendly
Pre-built / Rentable
Toned down
Mass appeal

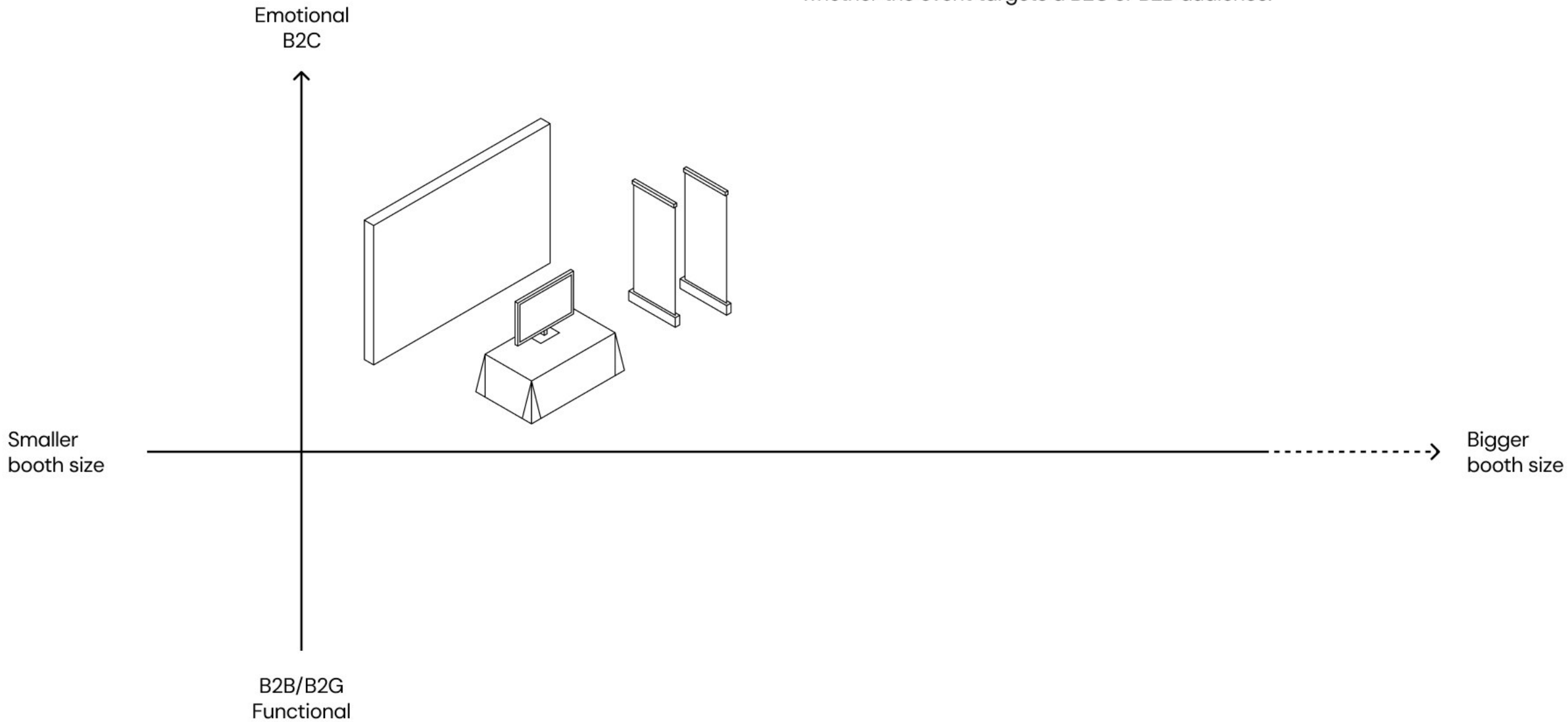
Mid range

Expressive
Immersive
High-end
Custom solutions
Dialed up
Tailored

Scalability

Expresiveness scale

Depending on the type of event, each booth size allows for a scalable level of expressiveness, tailored to the target audience and aligned with the brand's design guidelines. This flexibility means that across all booth sizes, the design can adapt—becoming more bold and expressive or refined and professional, depending on whether the event targets a B2C or B2B audience.



Scalability

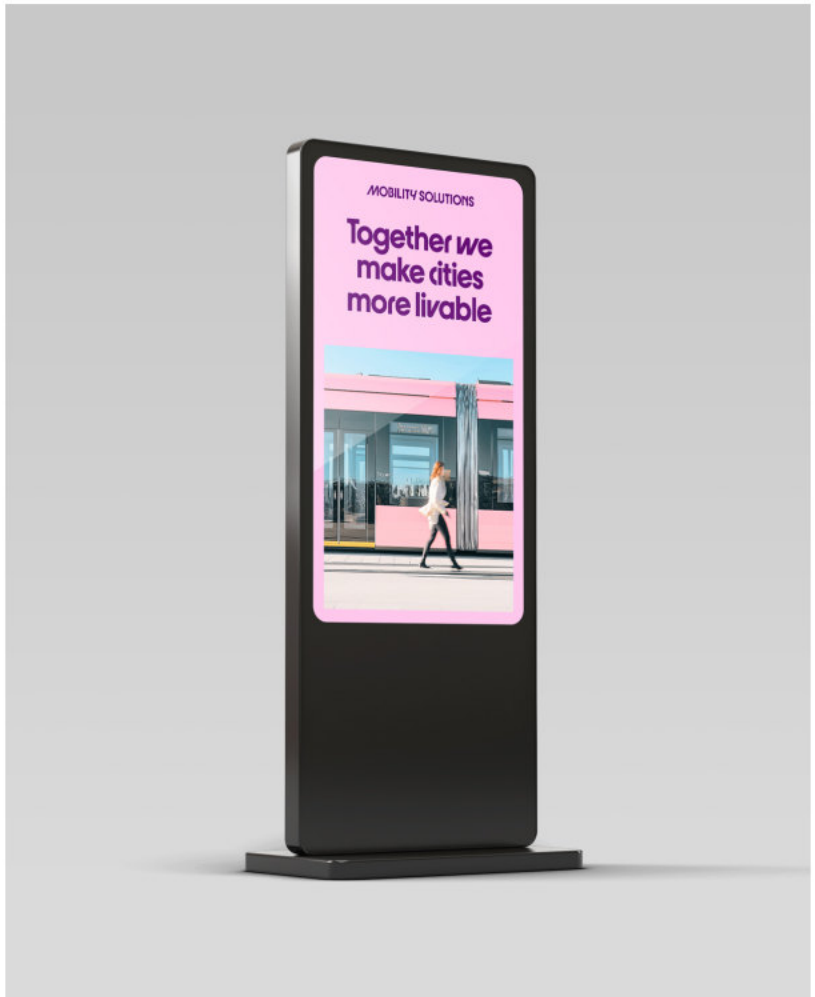
Here's an example of how a product scale in terms of both the booth size and the expressiveness. Adapting not only in booth size but also in its level of expressiveness, depending on the event's scale, audience, and desired brand impact.

B2B/B2G
Functional

Mid range

B2C
Emotional







Small

10x10, Small Event Booth
The Instant Connection Point

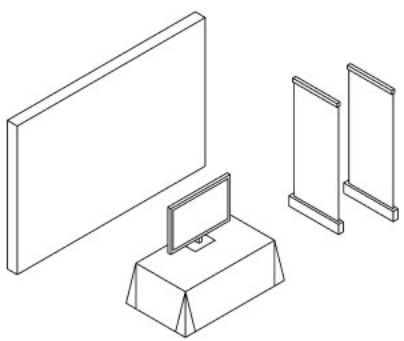
Booth setup:
- Analogue booth wall
- Roll-Ups
- Table cover
- Digital screens
- Brand visuals for screens

Extras:
- Uniform
- Giveaways

Designed for flexibility and quick setup, the small booth brings Arrive's brand to life in compact spaces.

Focused on easy transportation and installation or ready-made solutions that can be rented from the organizer/vendor. With core assets like branded backdrop, digital display, print collateral, easy activations and small givaways.

It's ideal for high-traffic, low-footprint events, this kit delivers visibility, clarity, and presence with minimal gear and maximum impact.



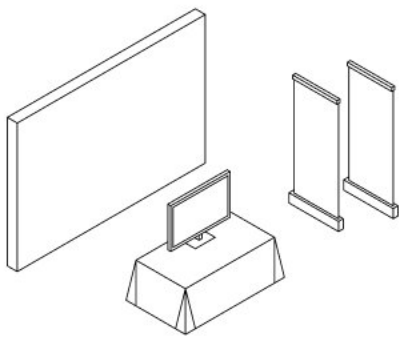
Small

Booth setup:

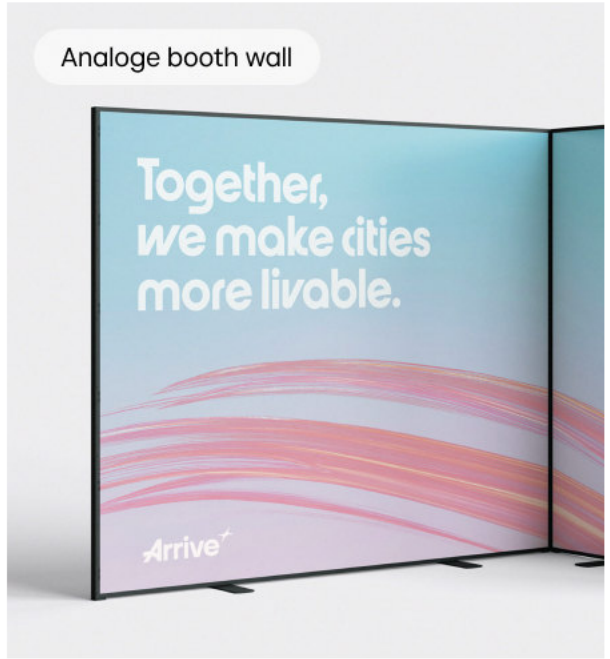
- Analogue booth wall
- Roll-Ups
- Table cover
- Digital screens
- Brand visuals for screens

Extras:

- Uniform
- Giveaways



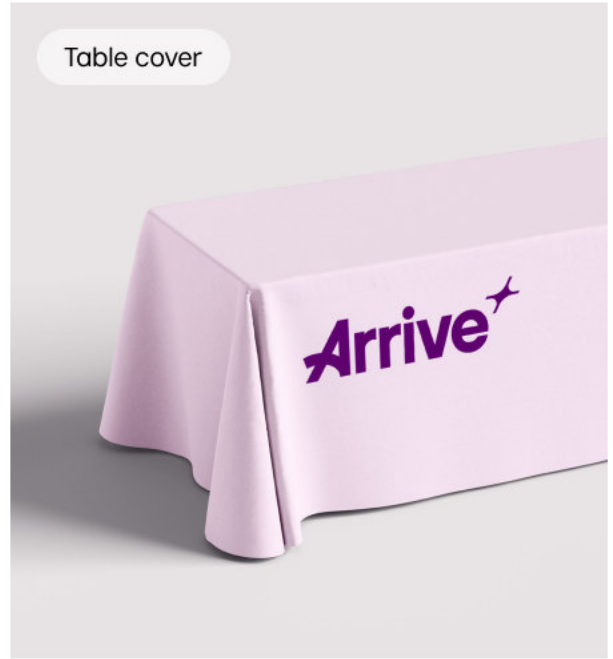
Analoge booth wall



Roll-Ups



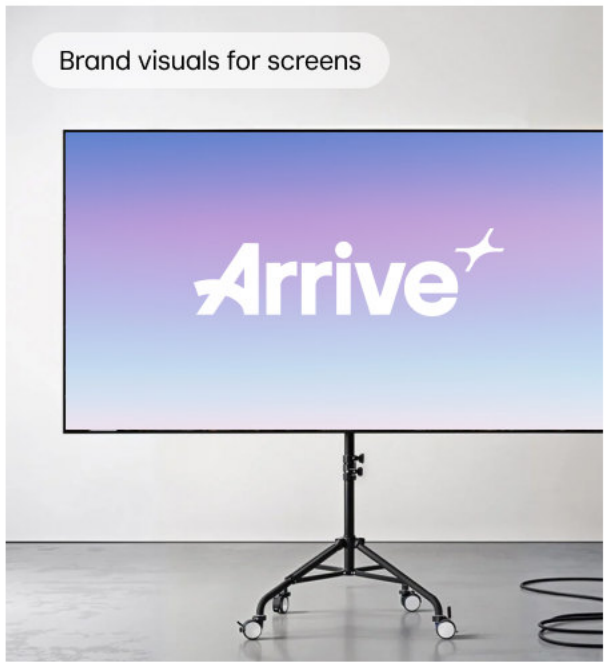
Table cover



Pop-Up counter



Brand visuals for screens



Small interactive screen



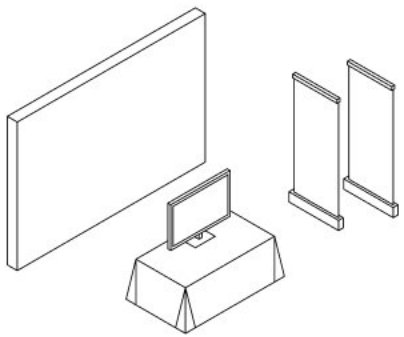
Small

Booth setup:

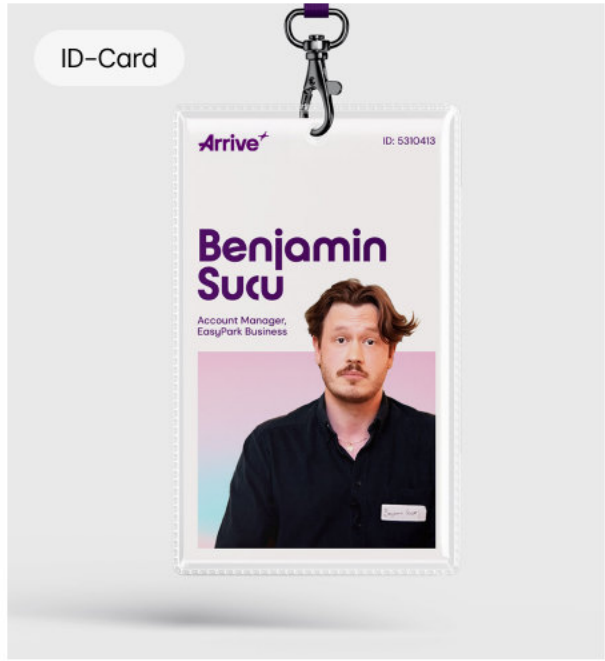
- Analogue booth wall
- Roll-Ups
- Table cover
- Digital screens
- Brand visuals for screens

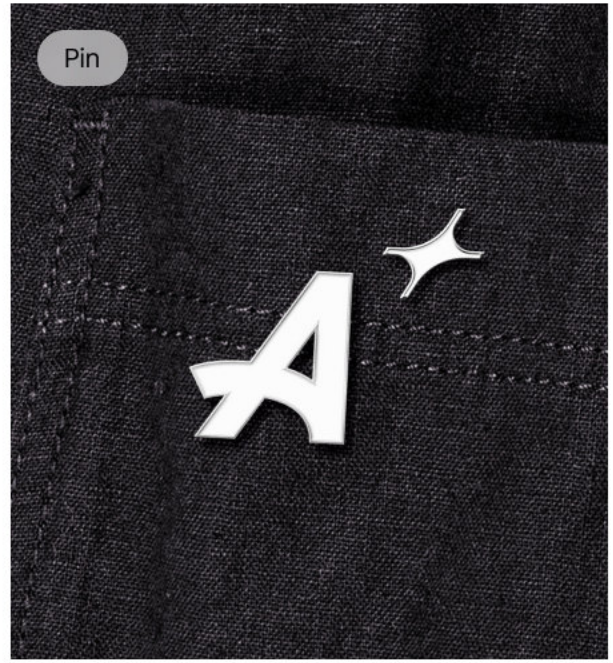
Extras:

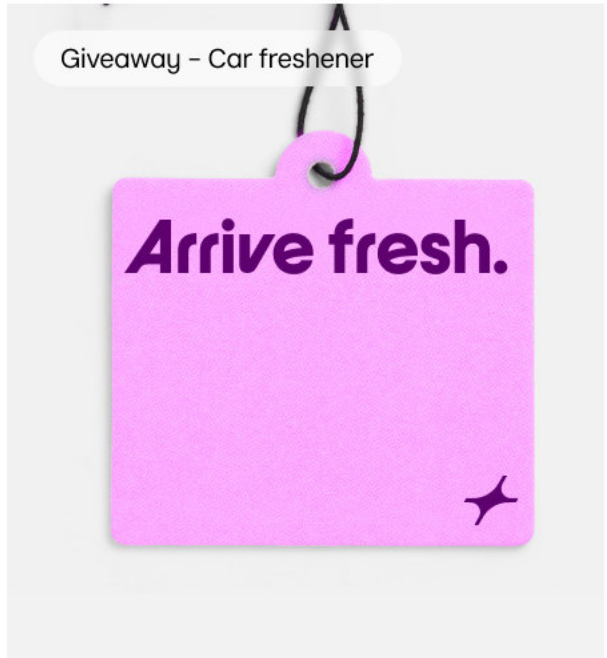
- Uniform
- Giveaways



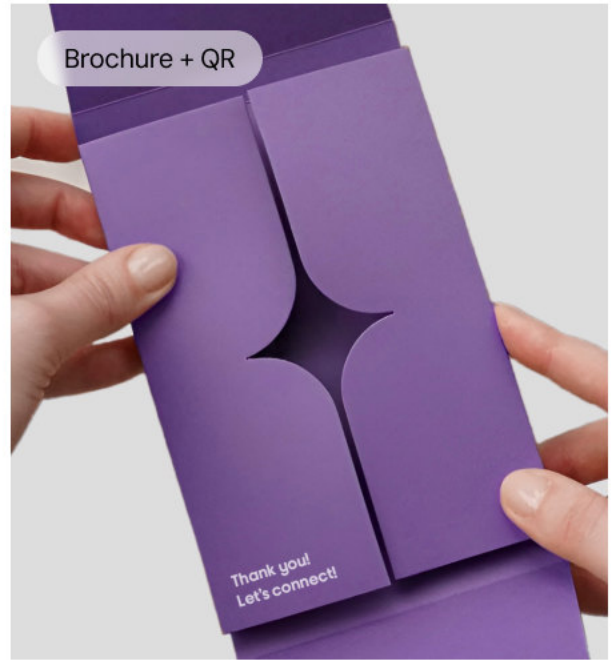












Medium

10x20, Medum Event Booth
The Engagement Station

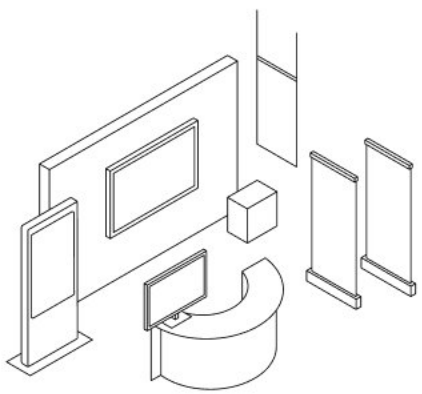
Booth setup:
- All small event units
- Digital booth walls
- Banners
- Touchscreens
- Customized counter
- Customized furnitures
- Lighting
- Custom flooring

Extras:
- Easy Activation & Engagement
- Interactive
- More givaways

Balancing presence and agility, the medium booth elevates Arrive's visibility with layered storytelling and brand interaction.

Portable customized solutions that easily can be brought along to several events are added to ready-made solutions. Featuring modular walls, product demos, custom furnitures, digital touchscreen and more, it adapts across markets while driving clarity and recognition.

This setup encourages flow and exploration, creating a strong yet flexible footprint ideal for industry expos and regional activations.



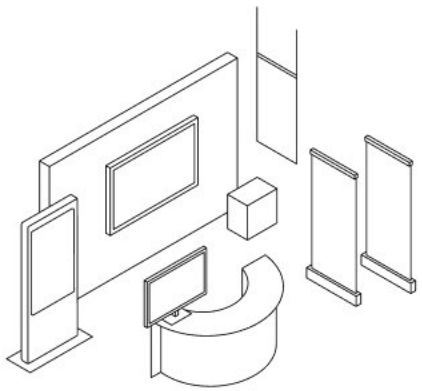
Medium

Booth setup:

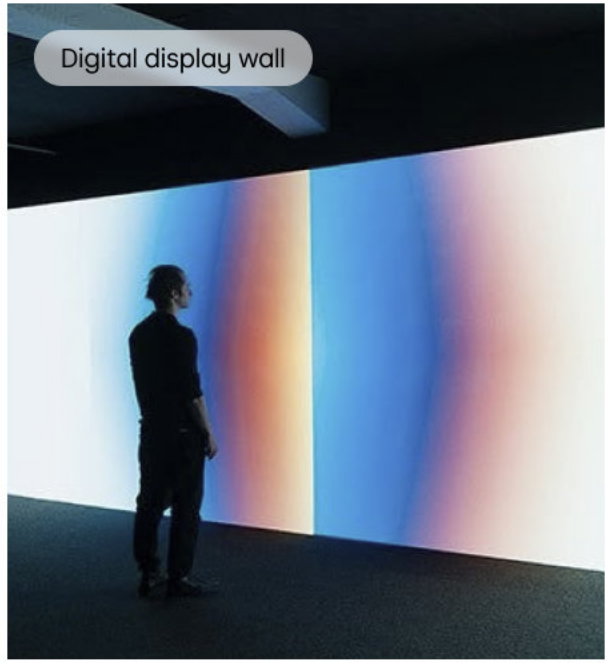
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- Customized furnitures
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- Custom flooring

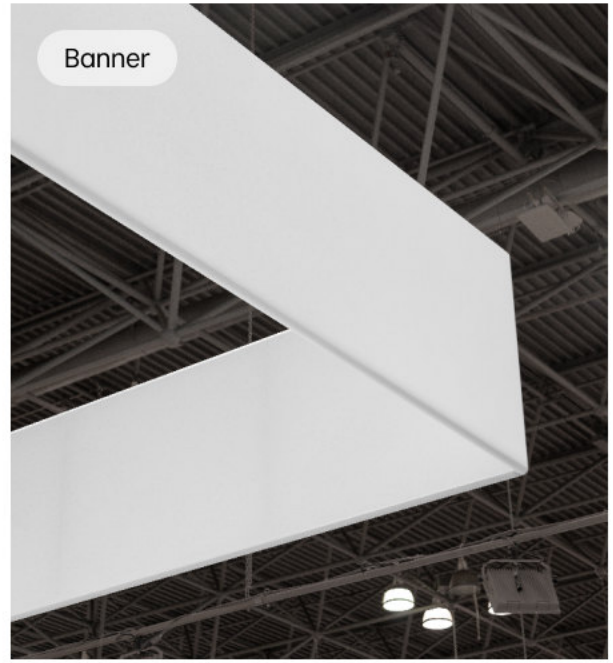
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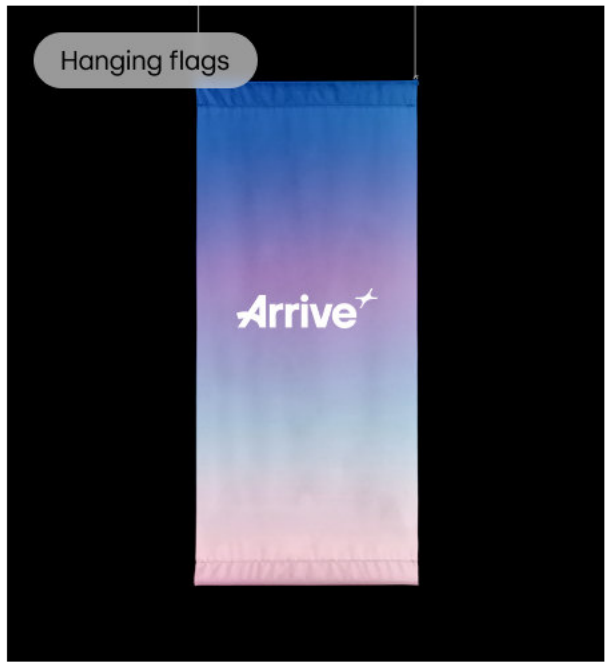
- Easy Activation & Engagement
- Interactive
- More givaways

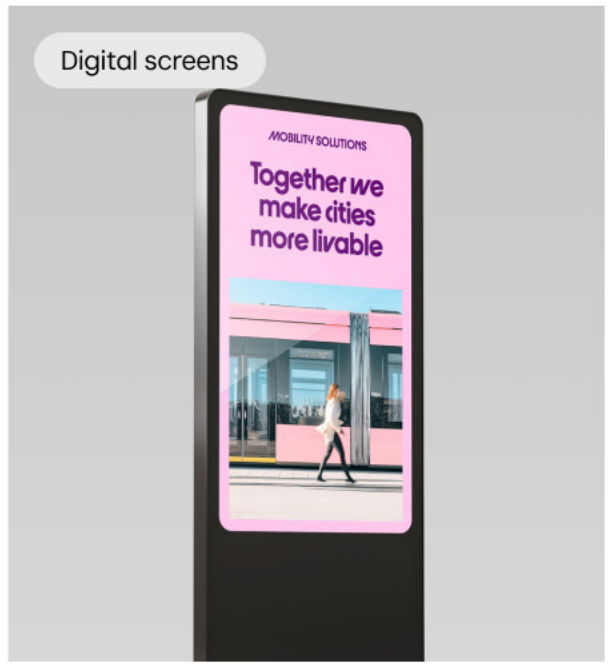


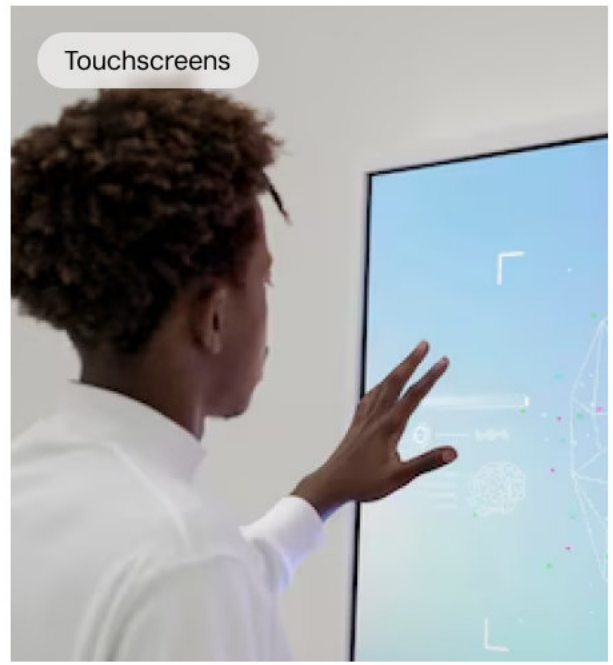












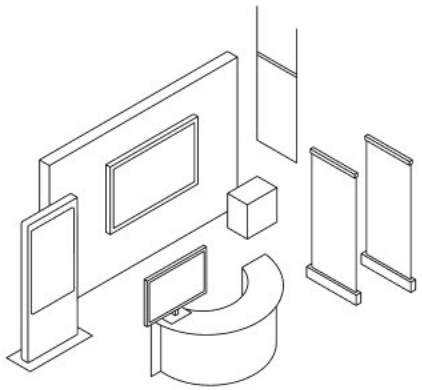
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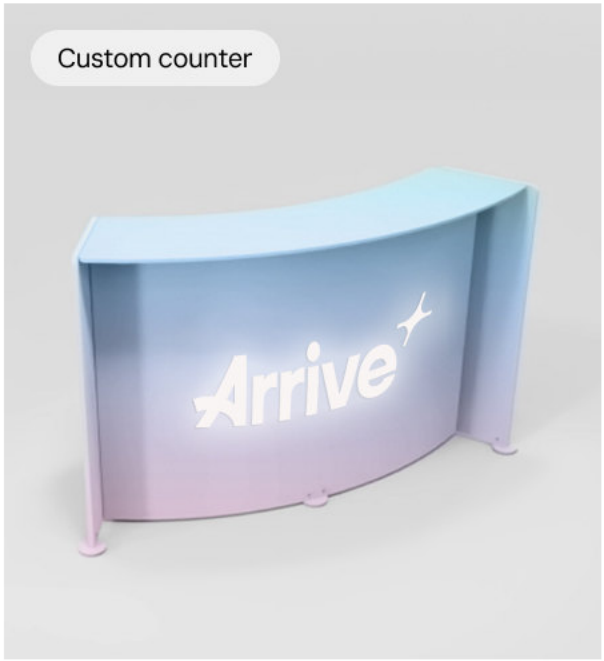
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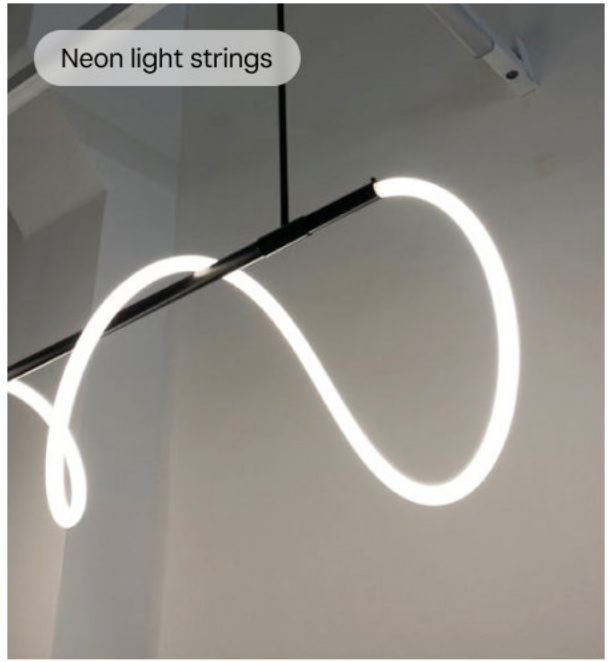
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Extras:

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- Interactive
- More givaways















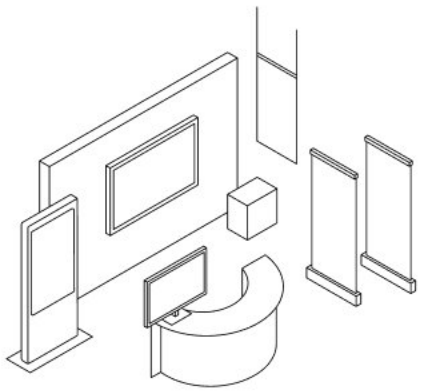
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Giveaway - Laptop sleeve



Givaway - Reusable waterbottle



Givaway - Sunglasses



Charging stations



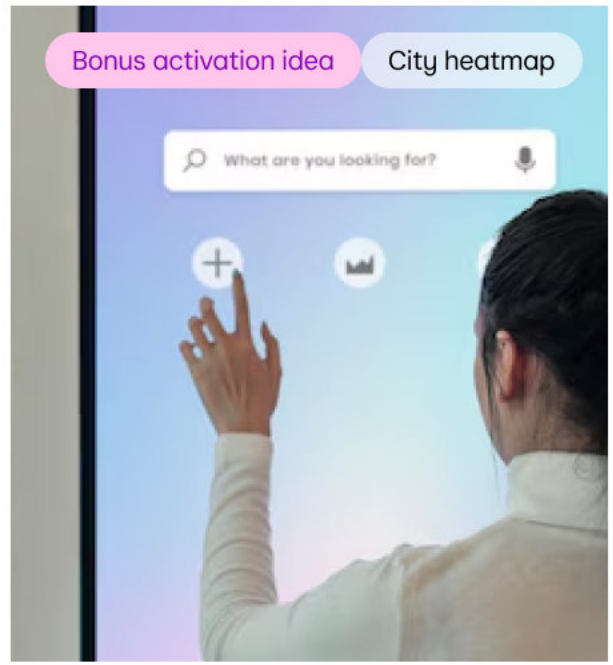
Bonus activation idea

Spinn & win



Bonus activation idea

City heatmap



Large

20x50 / 20x40, Large Event Booth
The Immersive Experience Hub

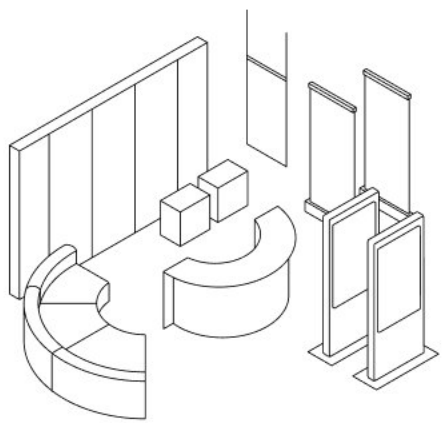
Booth setup:
- All small & medium event units
- Entrance
- Custom walls
- Stage
- Integrated Light
- Signage & Wayfinding
- Customized furnitures
- Lounge areas

Extras:
- Sculptures
- Installations
- Interactive (VR, AR, screens)
- Live demos
- Premium giveaways

The large booth is a full brand environment, where the Arrive brand truly can be brought to life. Focused on a conceptual level, where we can do more customizable solutions for events of larger scales.

Built around city flow and seamless movement, it features fully custom built solutions, multiple activation zones, lounge areas, product showcases, premium givaways, large installations and bold visual architecture centered on our signature statement piece.

Designed to scale across global flagship events, it delivers depth, presence, and a distinctly Arrive experience.



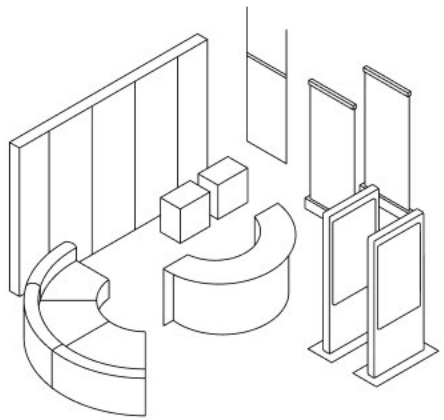
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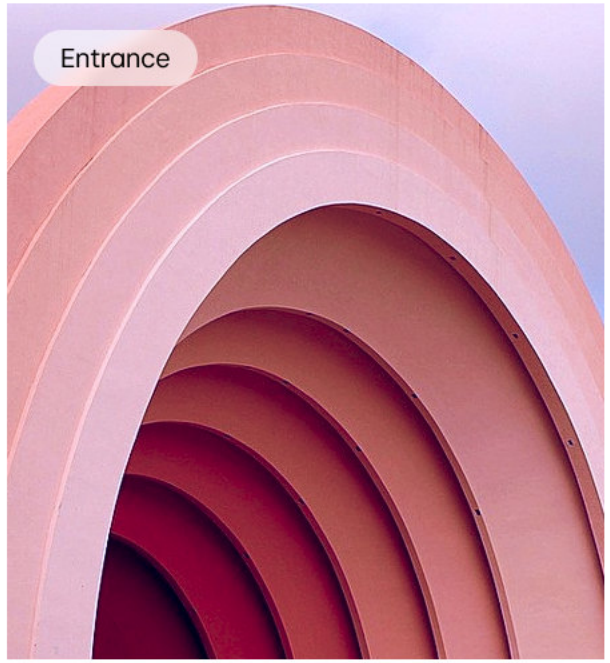
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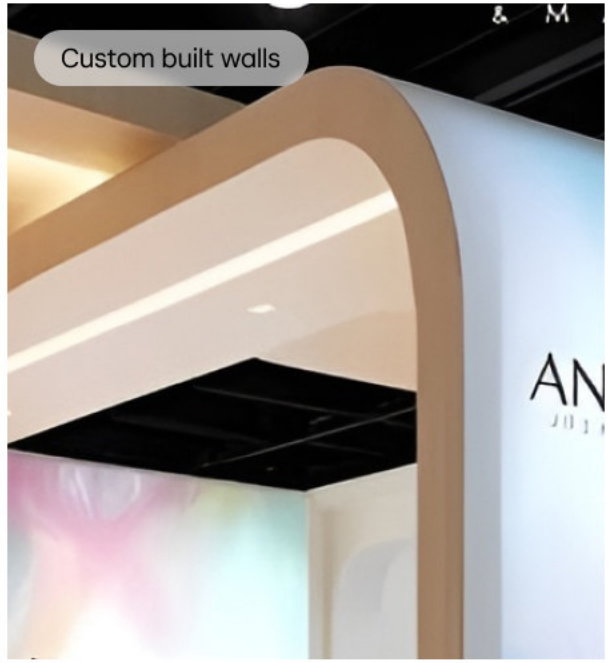
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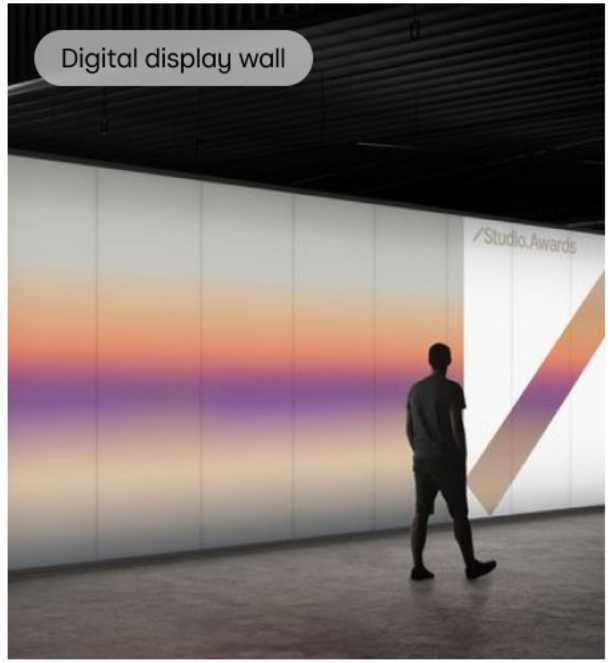
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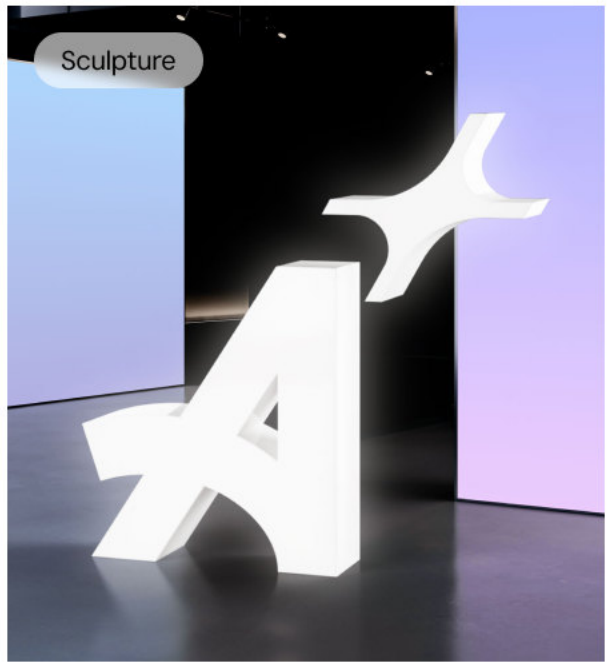


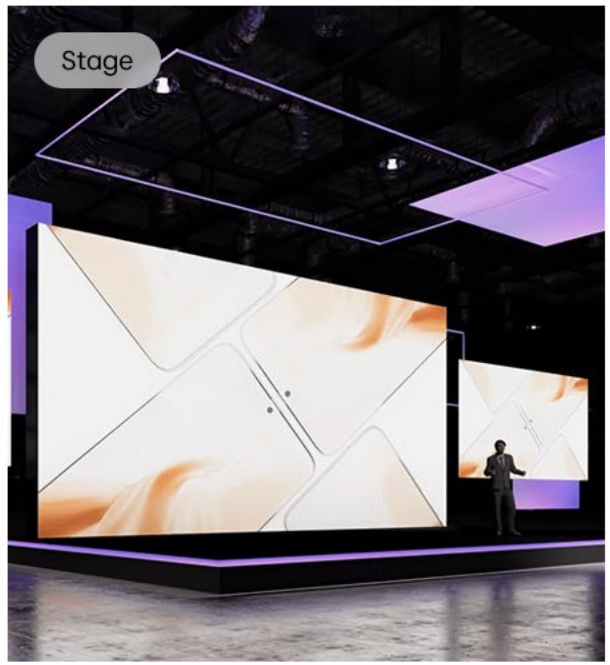












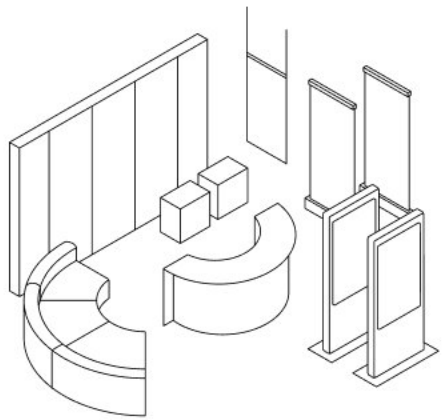
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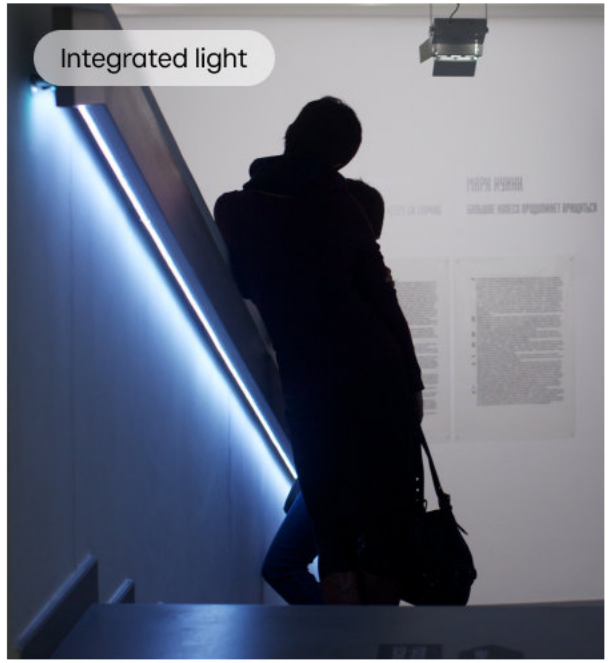
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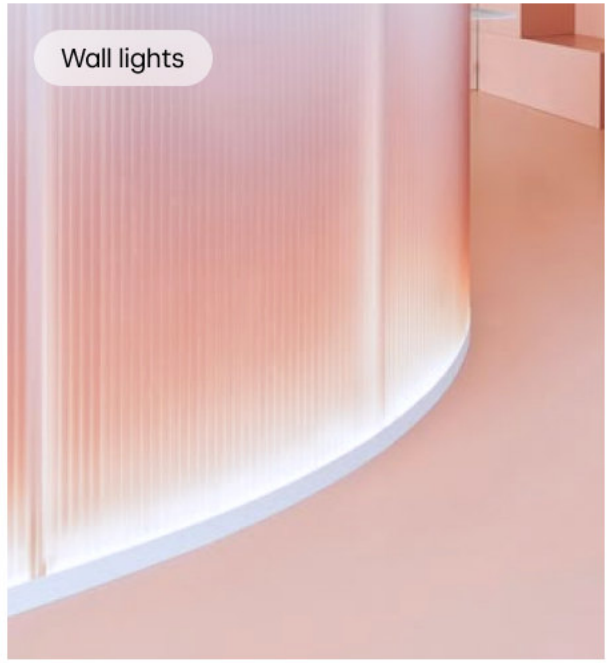
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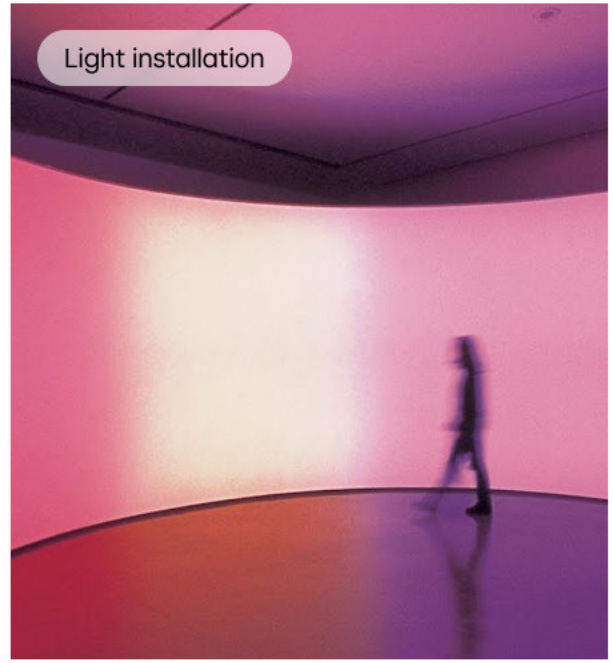
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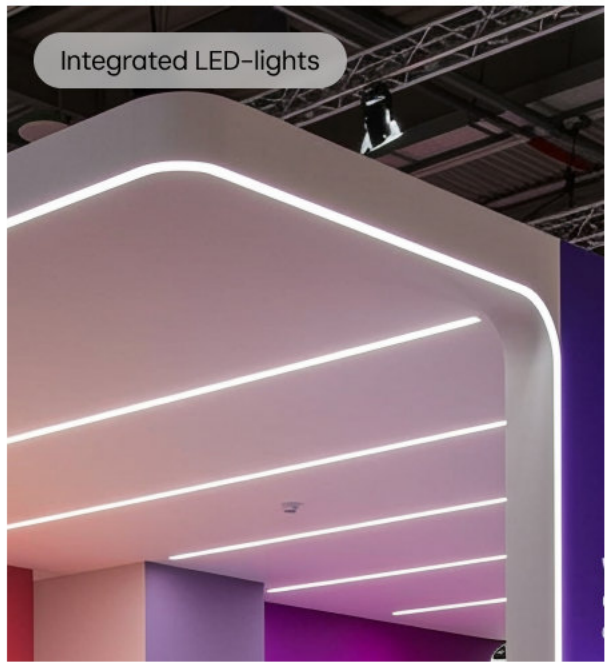
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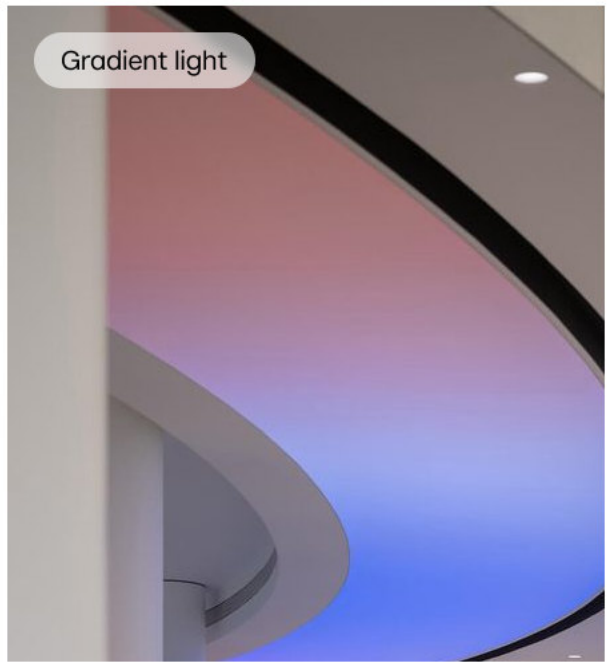














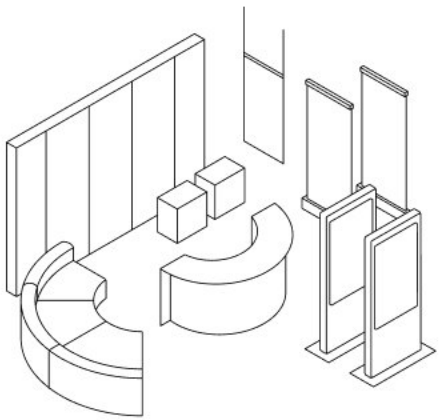
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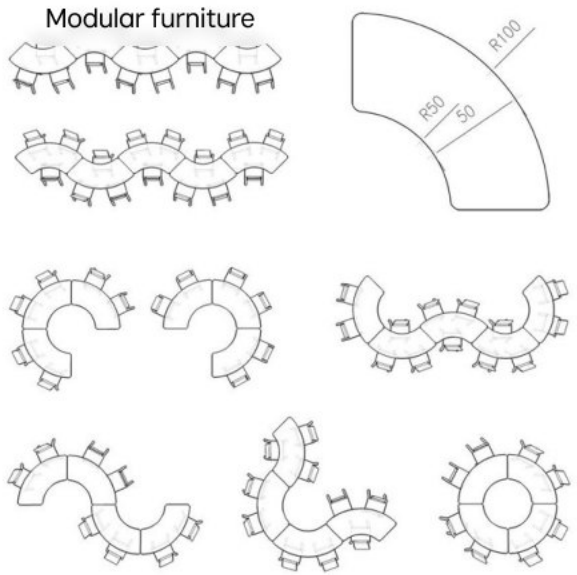
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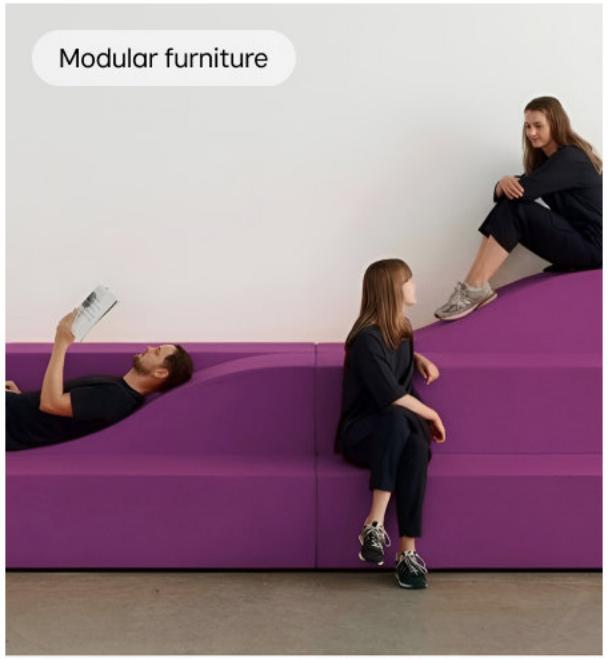
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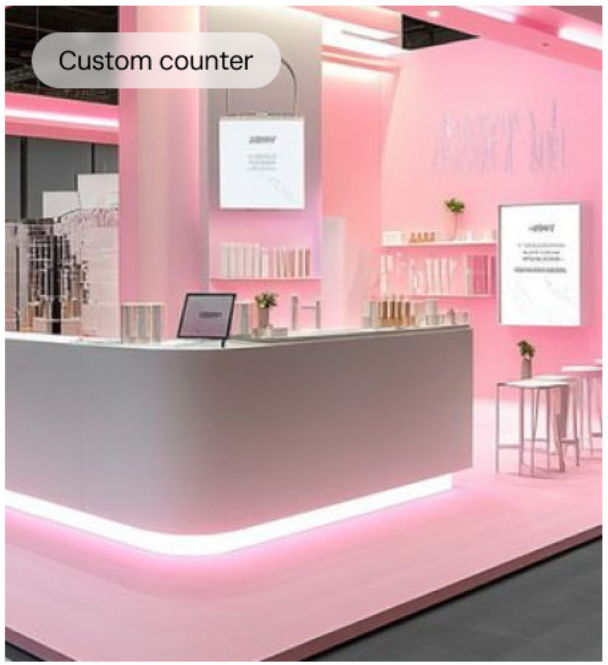
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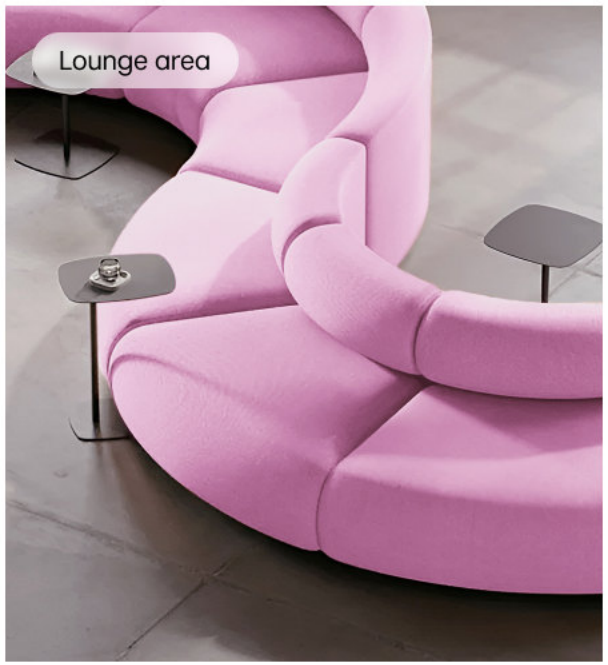


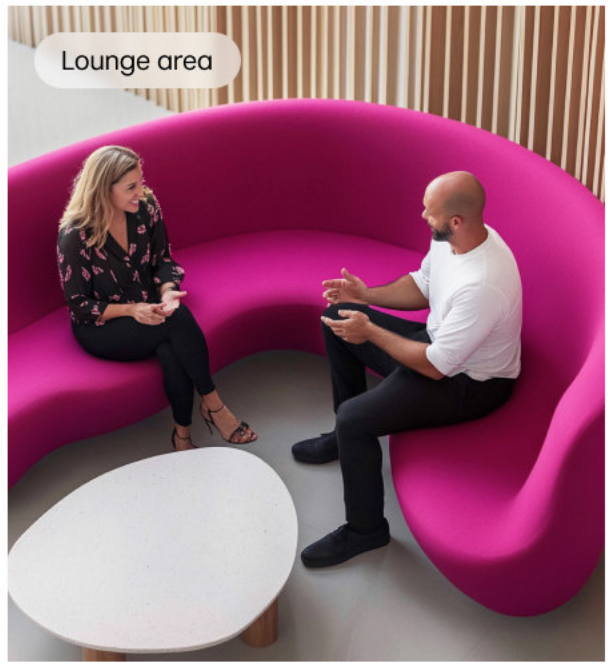












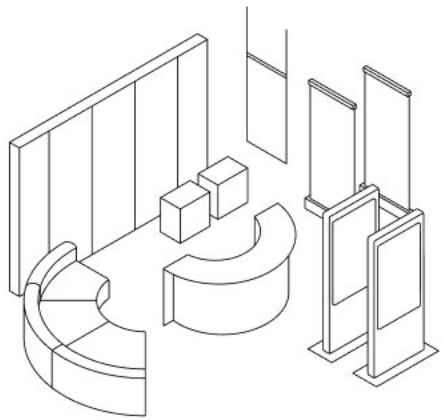
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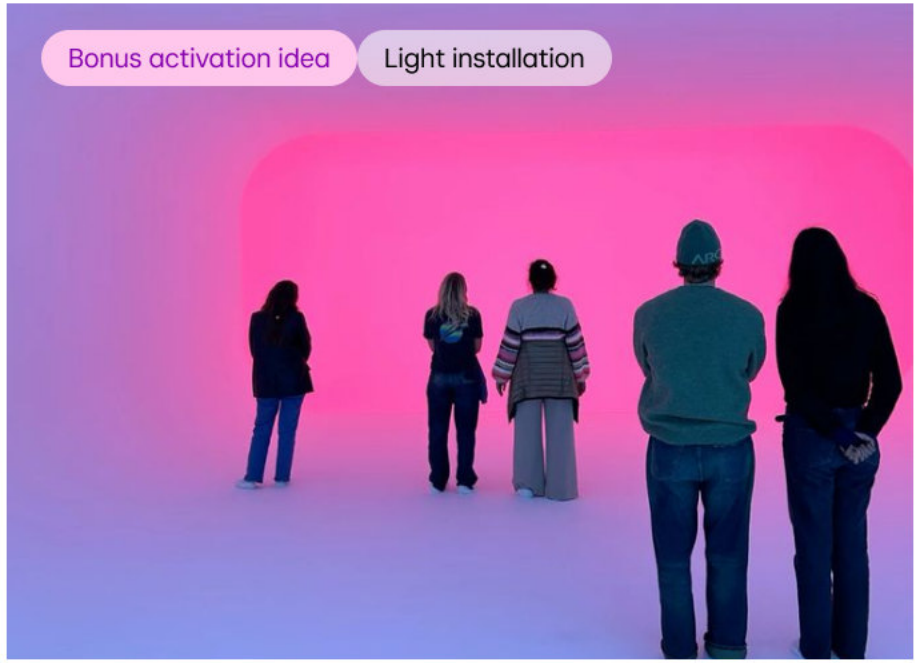
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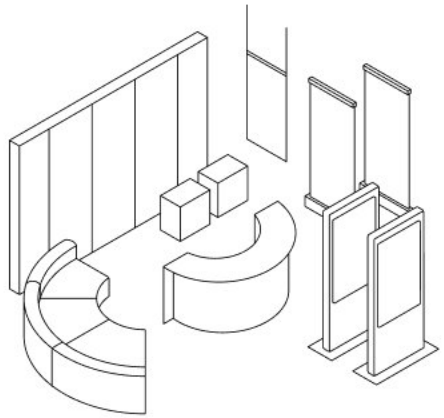
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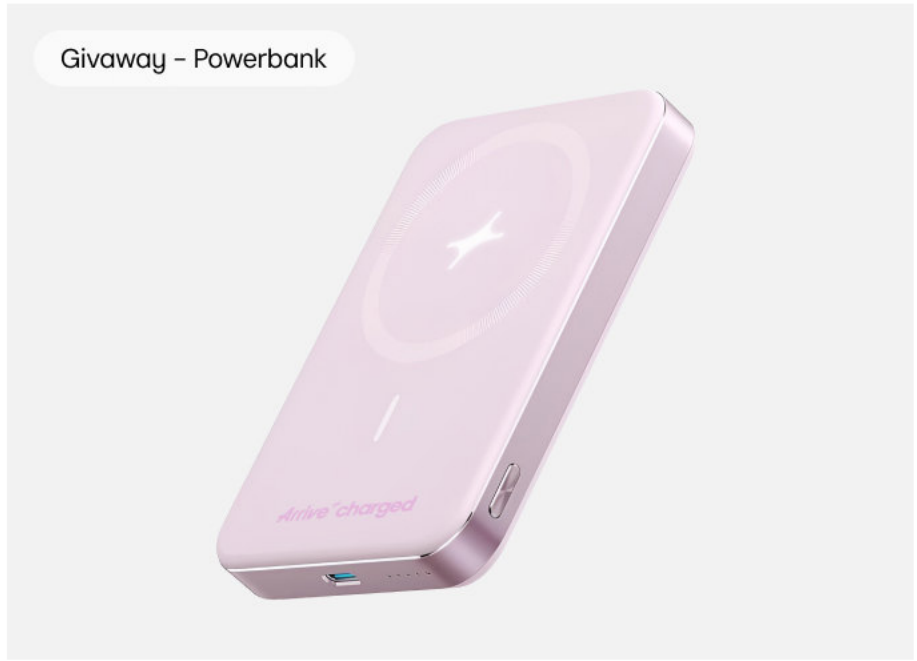
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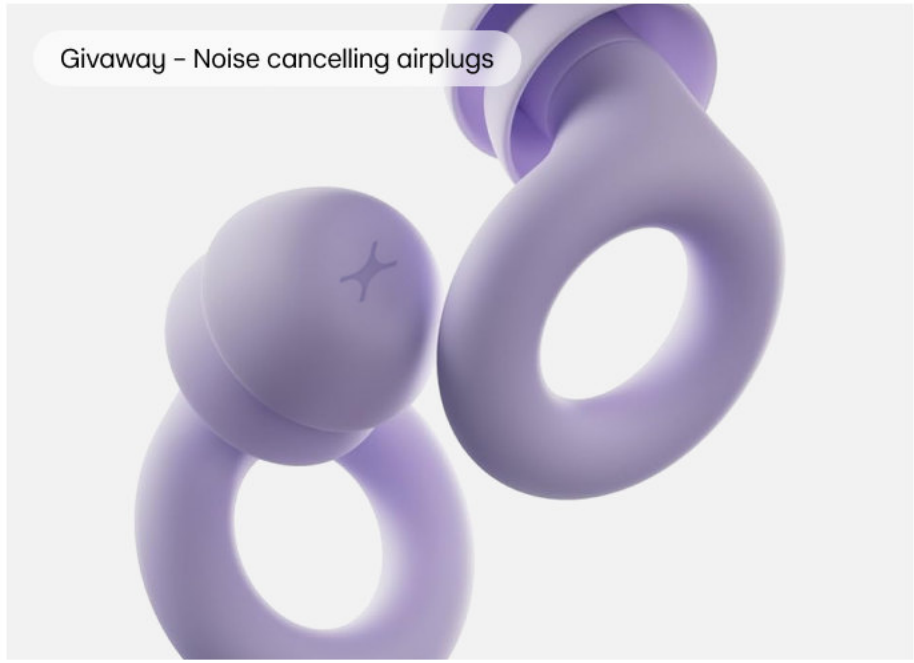
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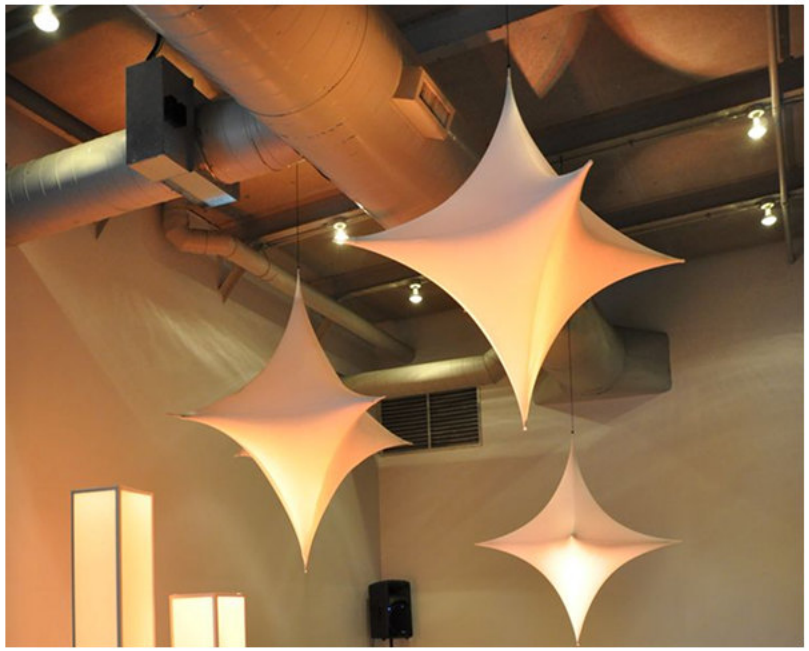


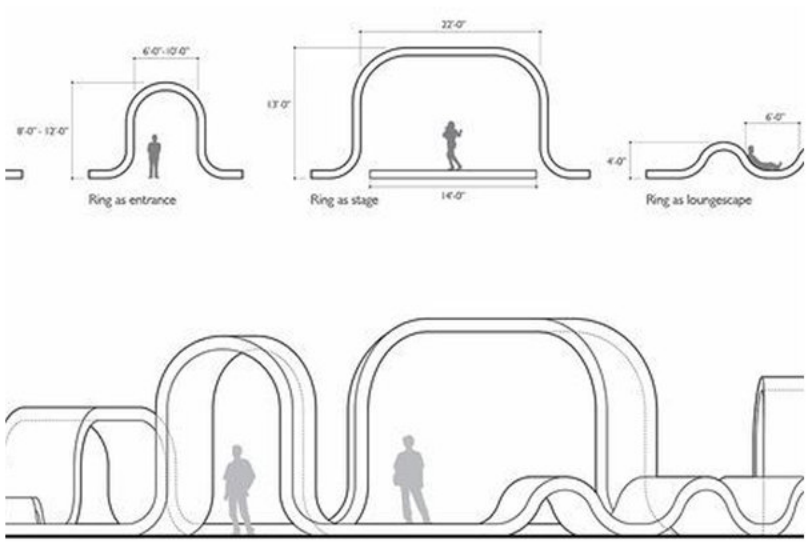
Statement / Signature piece

A statement or signature piece can be something rememberable from the large booth concept, for example a striking roof installation, a custom-designed piece of furniture, or the use of curved walls. It can even be the way we design our booth layout with a seamless flow. If its distinctive enough it can be a signature piece. Let’s explore some great options.

Statement / Signature piece

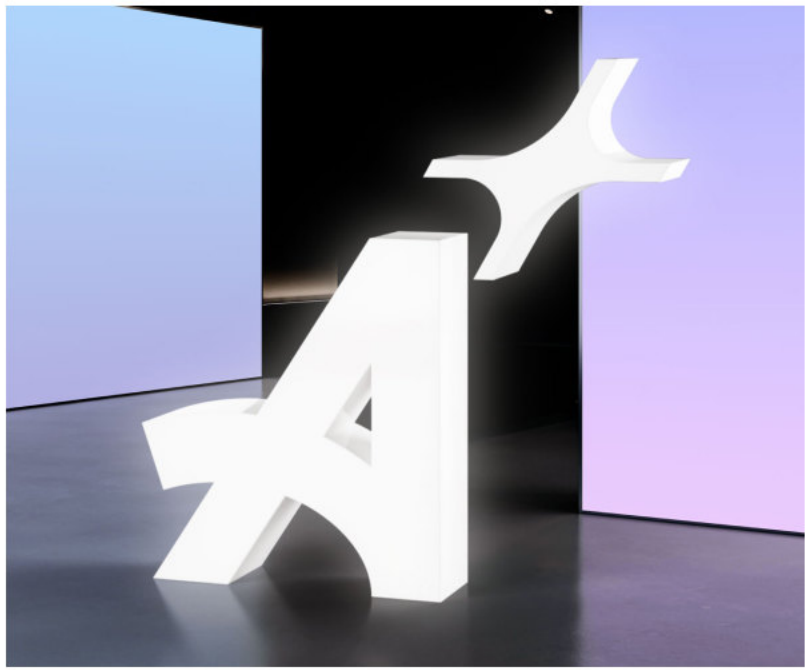
3D Sculpture





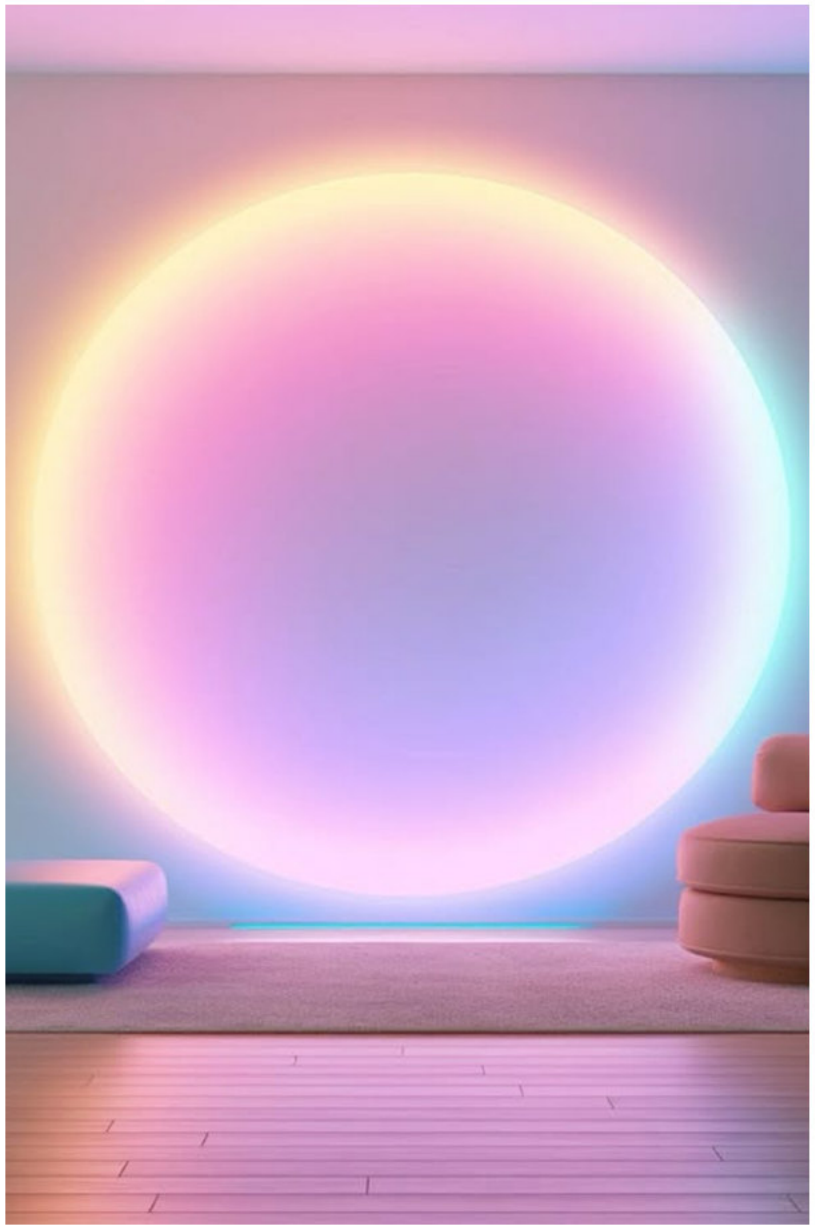




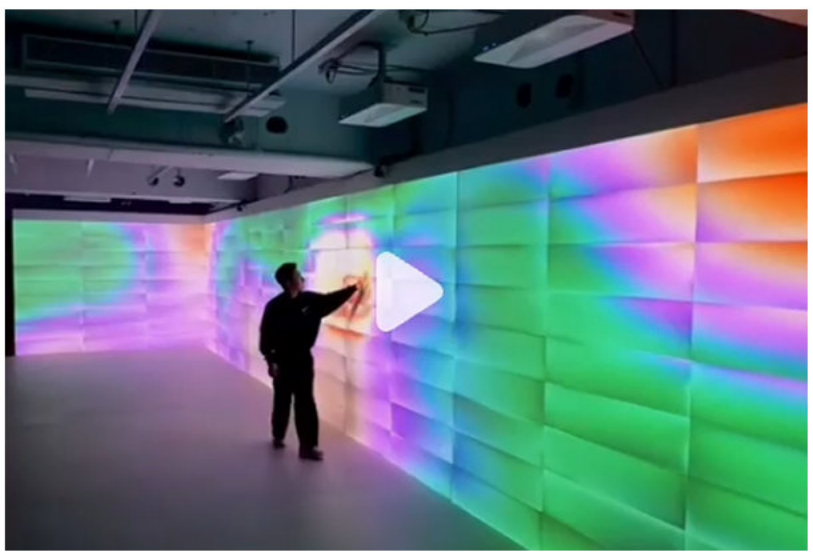


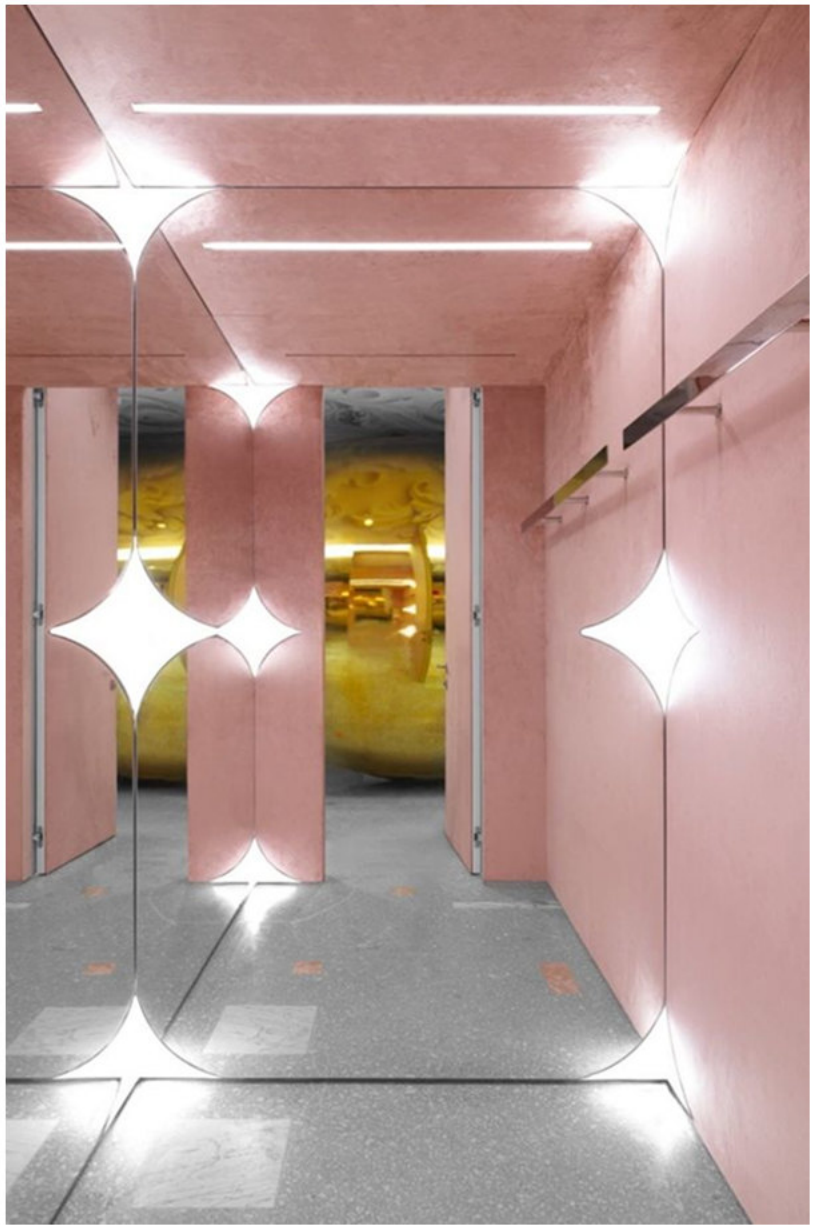
Statement / Signature piece

Lighting & gradients



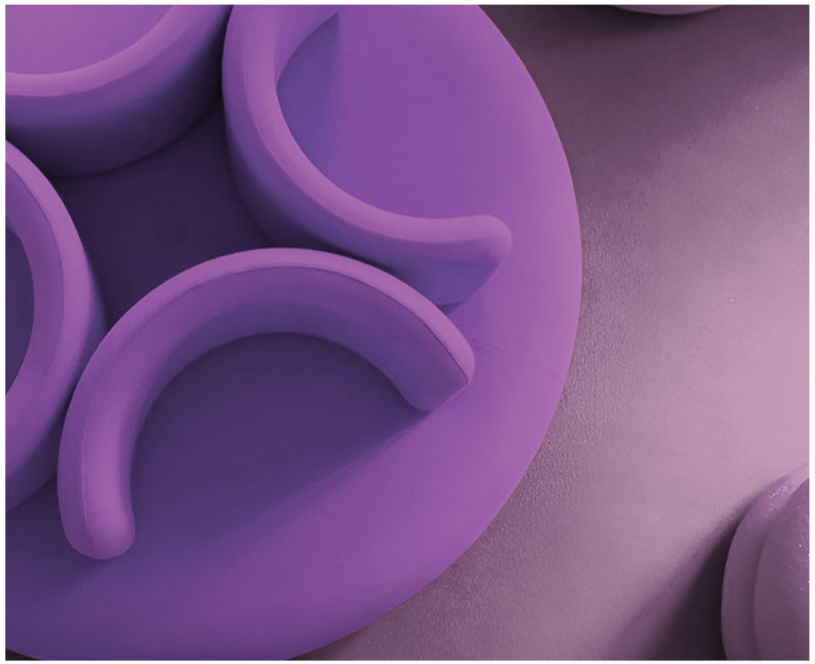






Statement / Signature piece

Furnitures & activation









Takeaways



- The event concept can be divided into three levels of production: small, mid, and large. These can all be adjusted to level of expressiveness.
- Keep the installation airy, making space to interact and engage. Don't overcrowd the space.
- Use colors, curves and light to lift the brand and create the desired emotional response.
- Keep event design consistent with the use of a "signature" piece, to be present in all events.

Index

Offices

Takeaways

Concept

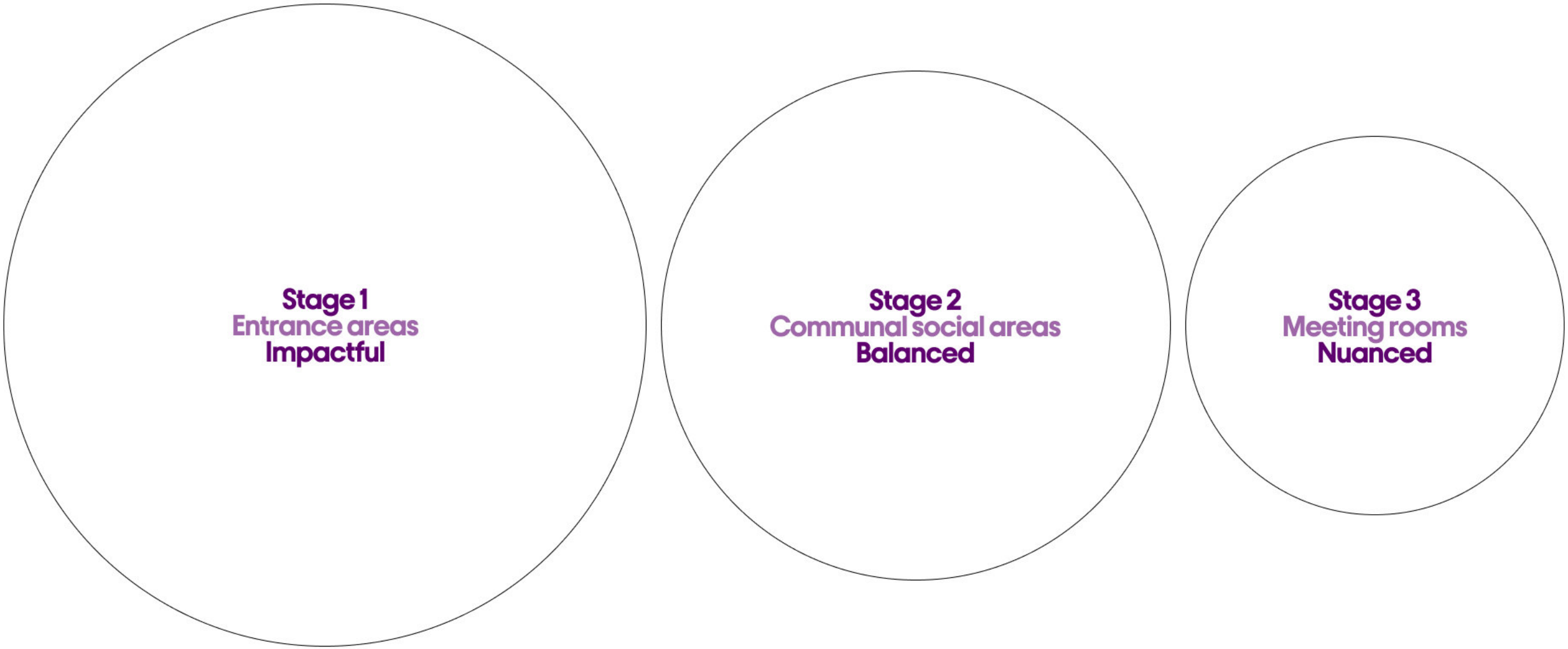
The concept for the office environments is a physical adaptation of the brand identity. Through careful consideration of materials, shapes, colors, lighting, and spatial composition, we create a workspace that embodies the essence of the brand.

Make sure to always follow the brand identity guidelines on usage of colors, typography and other graphical brand elements.

Office concept

Application areas

This office concept applies brand identity with varying levels of intensity depending on the function and atmosphere of each space, ensuring a cohesive yet adaptable experience.



Office concept

Design direction

Materials

- sustainable
- innovative
- smooth surfaces
- light-wood, frosted glass, polymers, textiles, brushed metal
- no patterns

Shapes

- bold
- contemporary
- geometric
- sharp edges balanced with smooth curves

Colors

- purposeful use
- from energizing to calming
- bright over dark

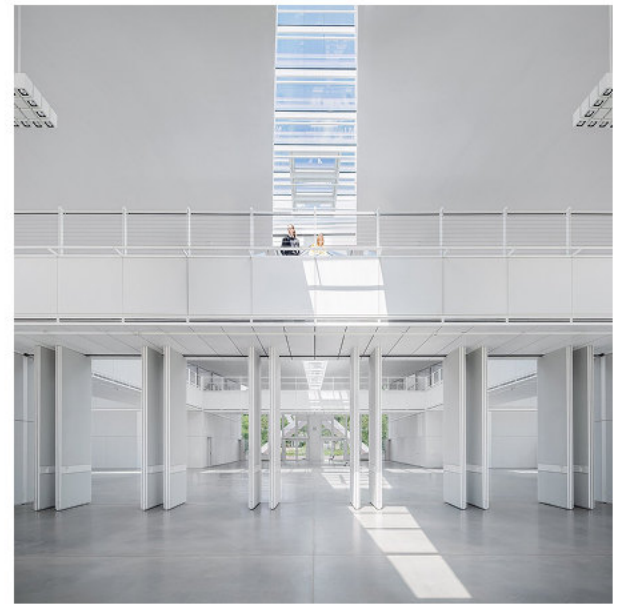
Space & Light

- open spaces
- free flow
- optimistic
- bright
- uplifting
- future inspiring







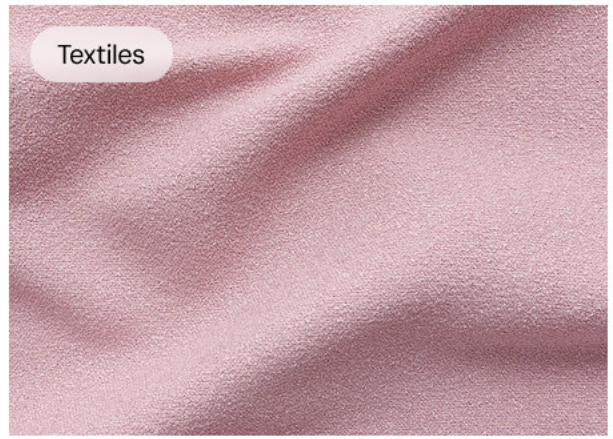


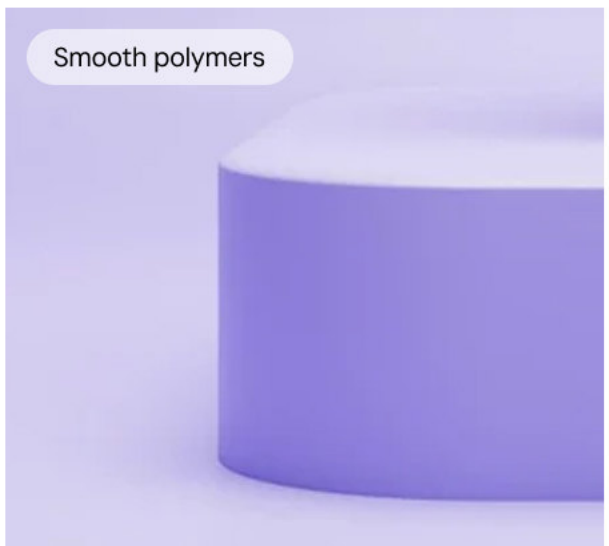
Office concept

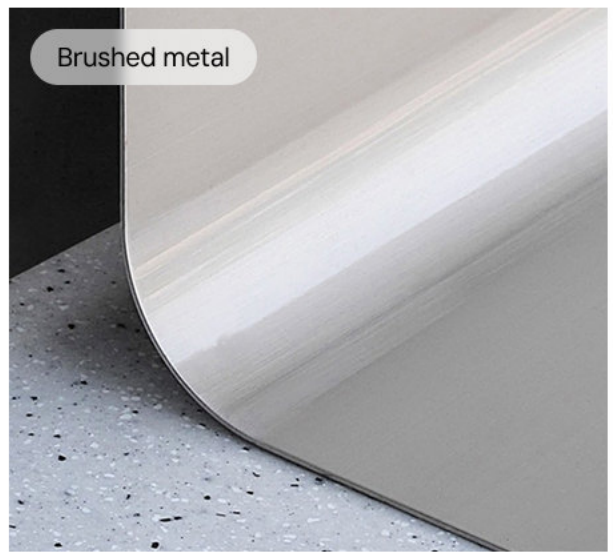
Materials

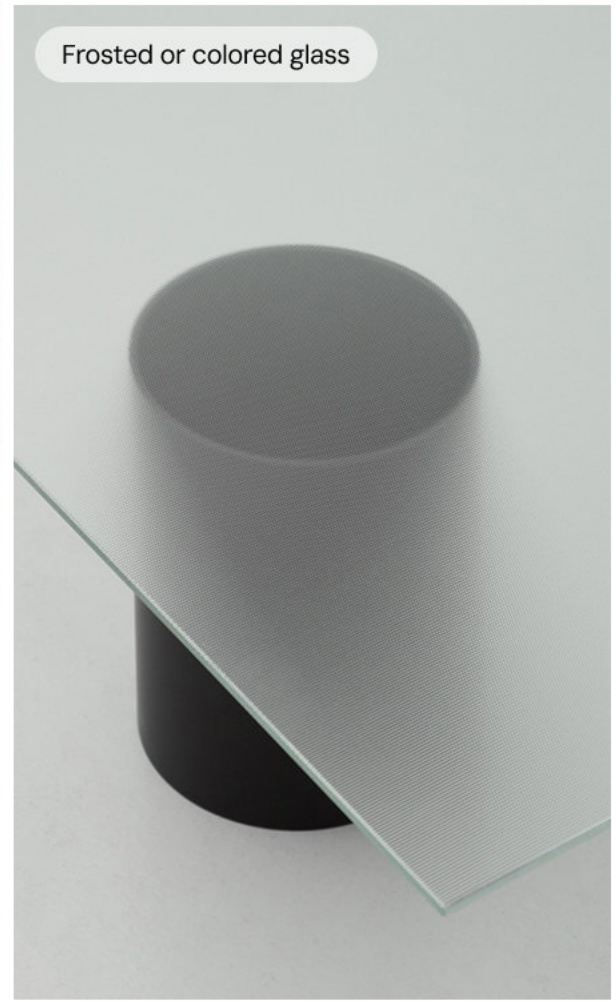
Our material selection prioritizes sustainability and innovation, featuring smooth surfaces in light-wood, glass, polymers, and brushed metal. Thoughtfully chosen textiles add warmth and texture. With a focus on refined, colored finishes, these materials create a modern and sophisticated visual experience.

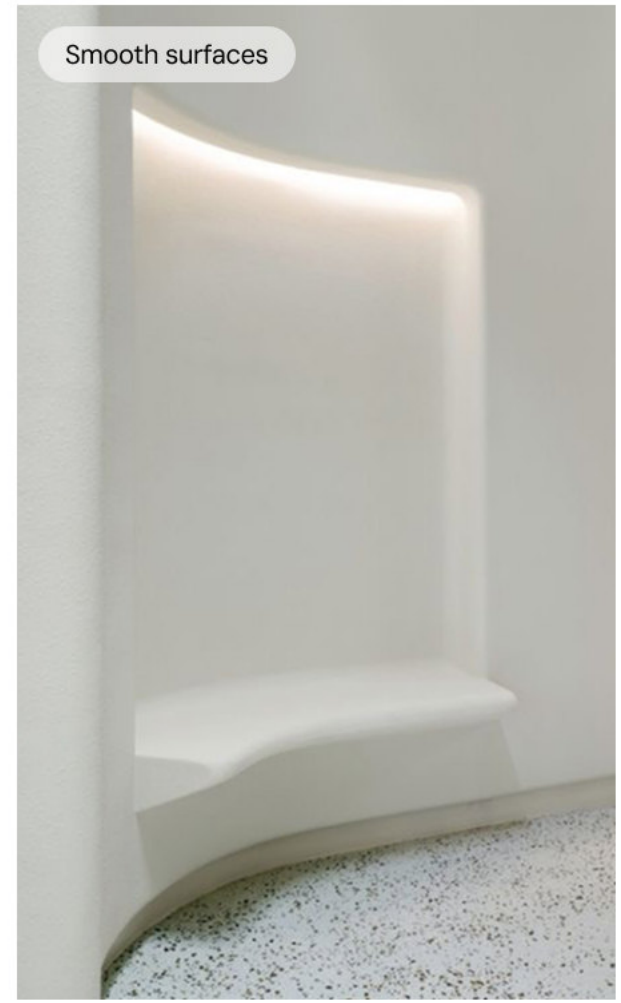












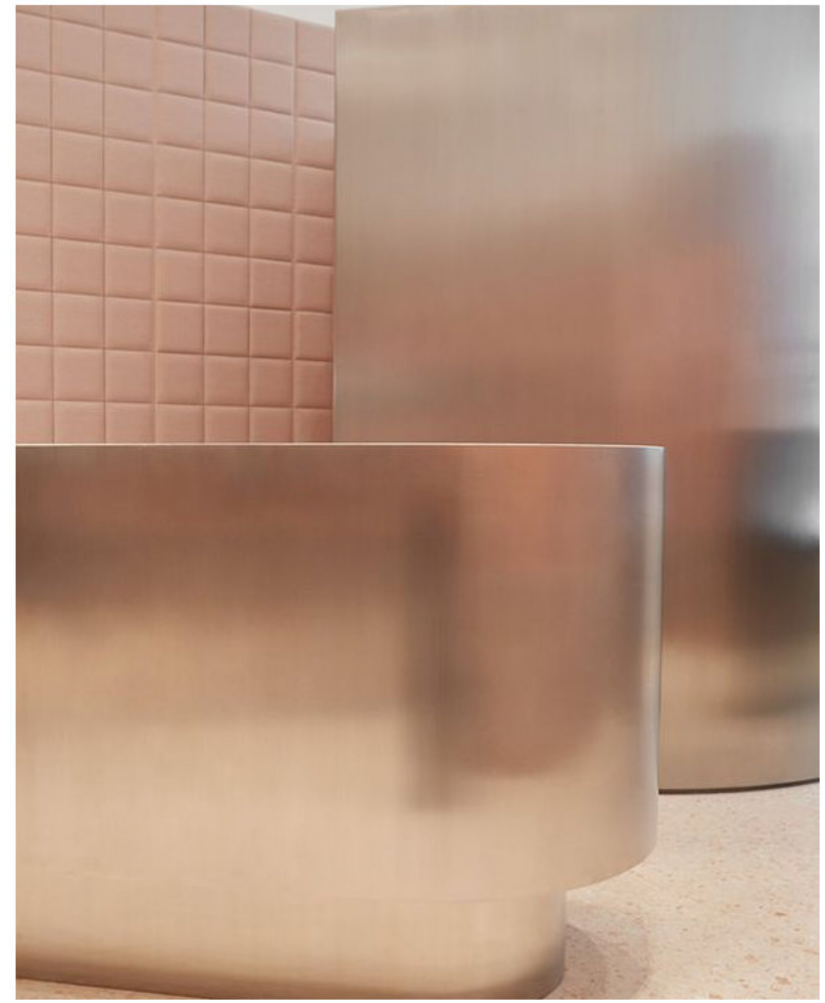
Office concept

Shapes

Bold and contemporary, our design language embraces geometric forms that balance sharp edges with smooth curves. This interplay creates a striking yet harmonious aesthetic that feels both structured and fluid.



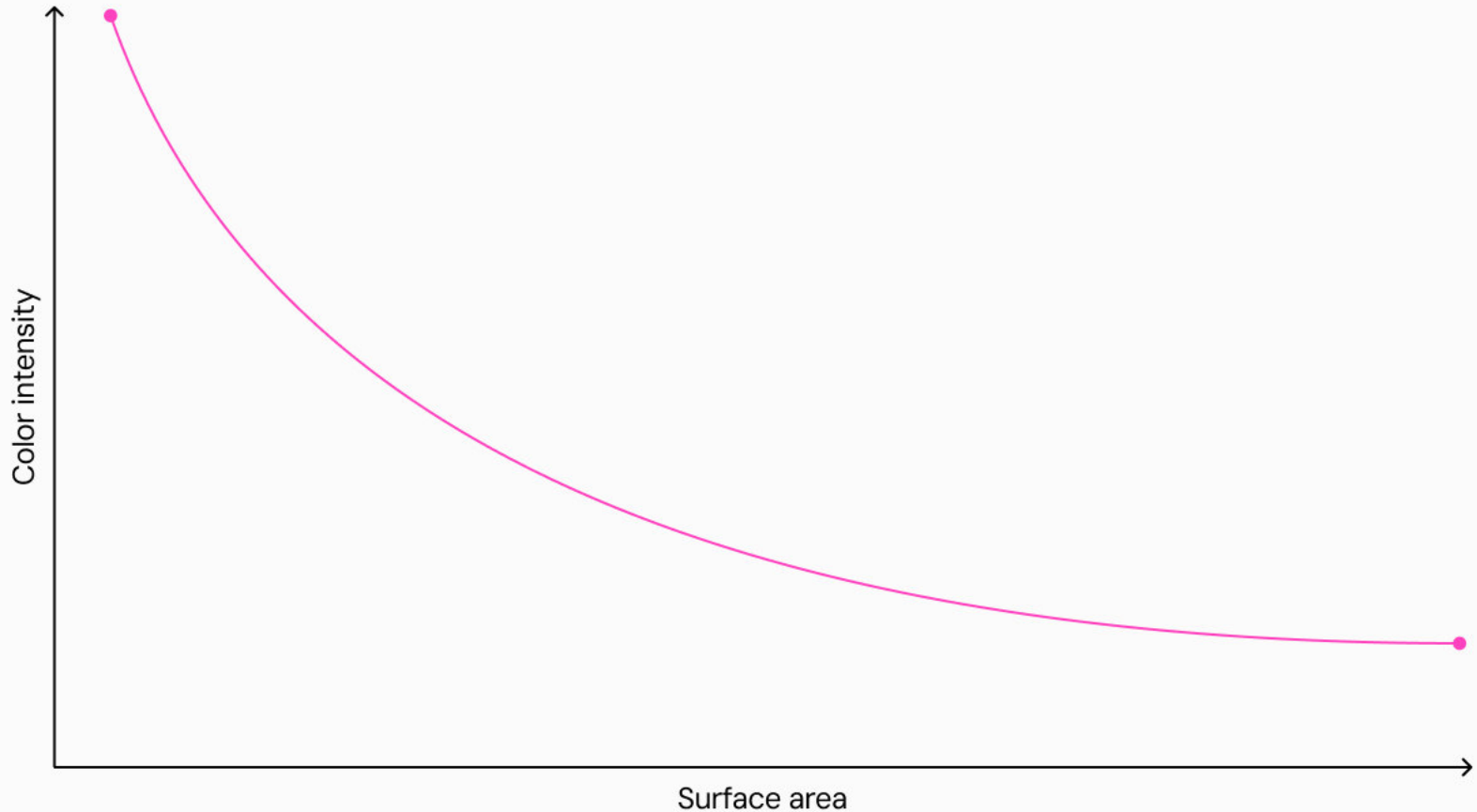




Office concept

Colors

Colors are chosen with intent, balancing bright, energizing tones with calming hues to create a harmonious atmosphere. Vibrant accents are paired with bright neutrals to maintain visual clarity and cohesion, ensuring a dynamic yet refined aesthetic.



Office concept

Colors usage

Colors are chosen with intent, balancing bright, energizing tones with calming hues to create a harmonious atmosphere. Vibrant accents are paired with bright neutrals to maintain visual clarity and cohesion, ensuring a dynamic yet refined aesthetic.

60%

Off-White

Walls
Floor
Furniture
Kitchen

30%

Light wood

Floors
Surfaces
Furniture

Frosted or colored glass

Walls
Panels

Colors
Light

Walls (used sparsely)
Sofas
Carpets
Cushioning
Objects
Other furniture

10%

Brushed metal

Interior details
Surfaces
Kitchen

Gradient

Statement pieces
Textiles
Digital displays

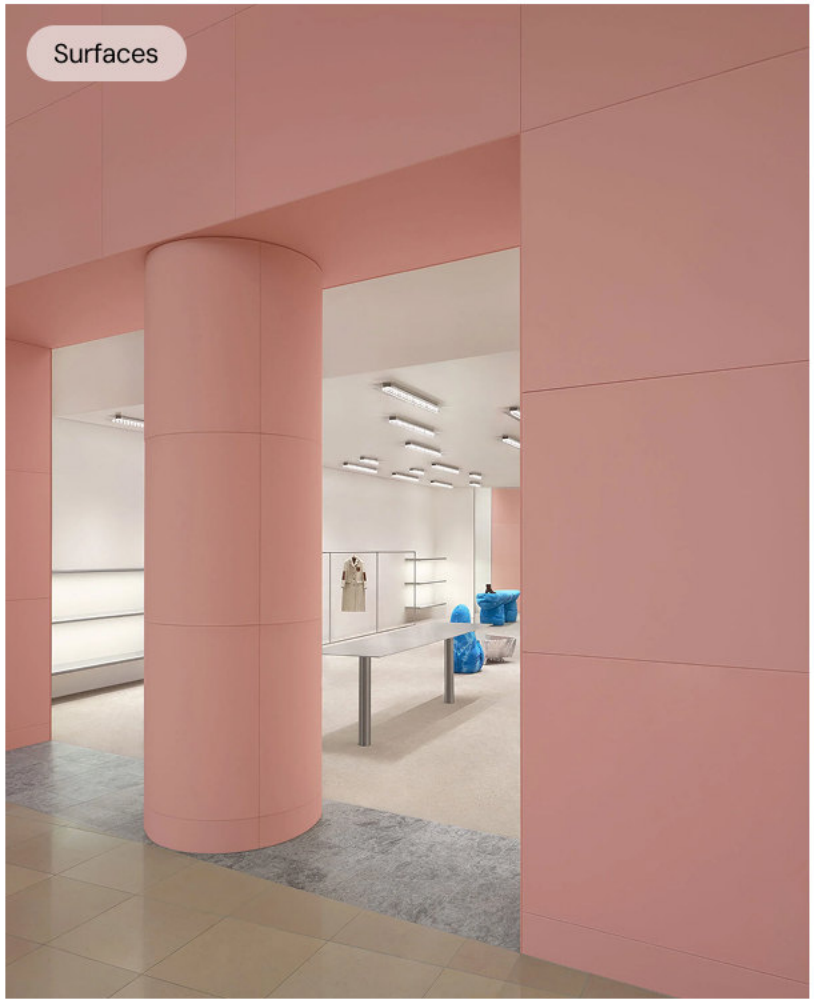
Colors
Vivid / Dark

Walls (used very sparsely)
Interior details
Objects
Surfaces

Office concept

Colors and inspiration

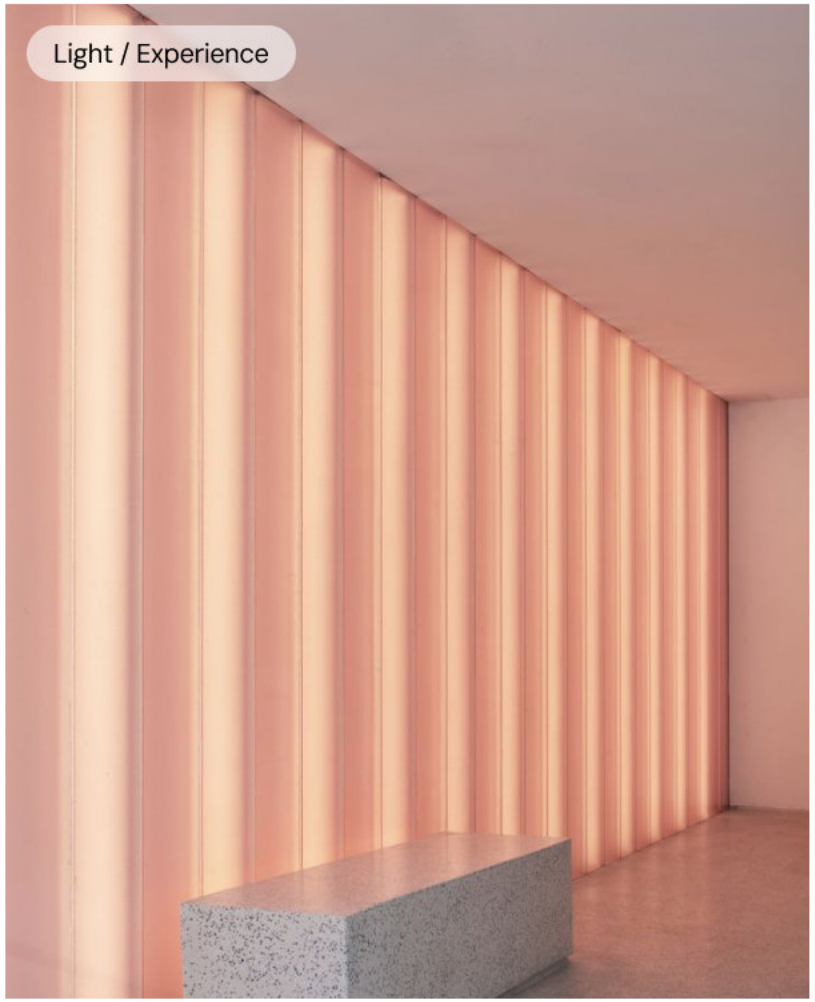
Colors are chosen with intent, balancing bright, energizing tones with calming hues to create a harmonious atmosphere. Vibrant accents are paired with bright neutrals to maintain visual clarity and cohesion, ensuring a dynamic yet refined aesthetic.







Colors and inspiration







Office concept

Space & Light

Open, free-flowing spaces are designed to inspire optimism and a sense of possibility. Bright, uplifting lighting enhances the environment, creating an airy, future-forward atmosphere that encourages creativity and well-being.







Stage 1
Entrance areas

The concept for the office environments is a physical adaptation of the brand identity. Through careful consideration of materials, shapes, colors, lighting, and spatial composition, we create a workspace that embodies the essence of the brand.

Make sure to always follow the brand identity guidelines on usage of colors, typography and other graphical brand elements.

Stage 1
Entrance areas

External Signage 3D





Stage 1
Entrance areas

Signage





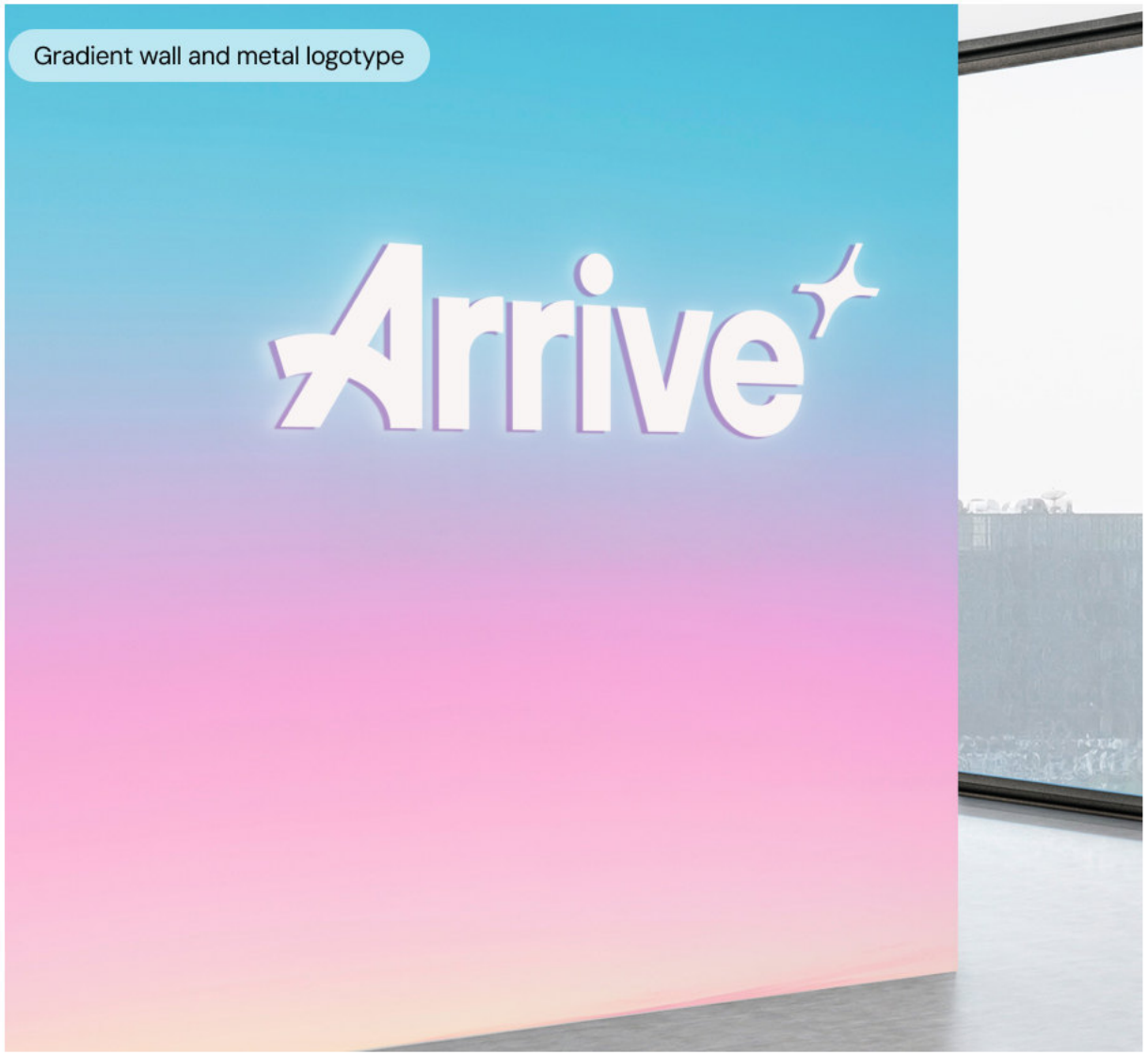




Stage 1
Entrance areas

Wall & facade





Stage 1
Entrance areas

Reception desk



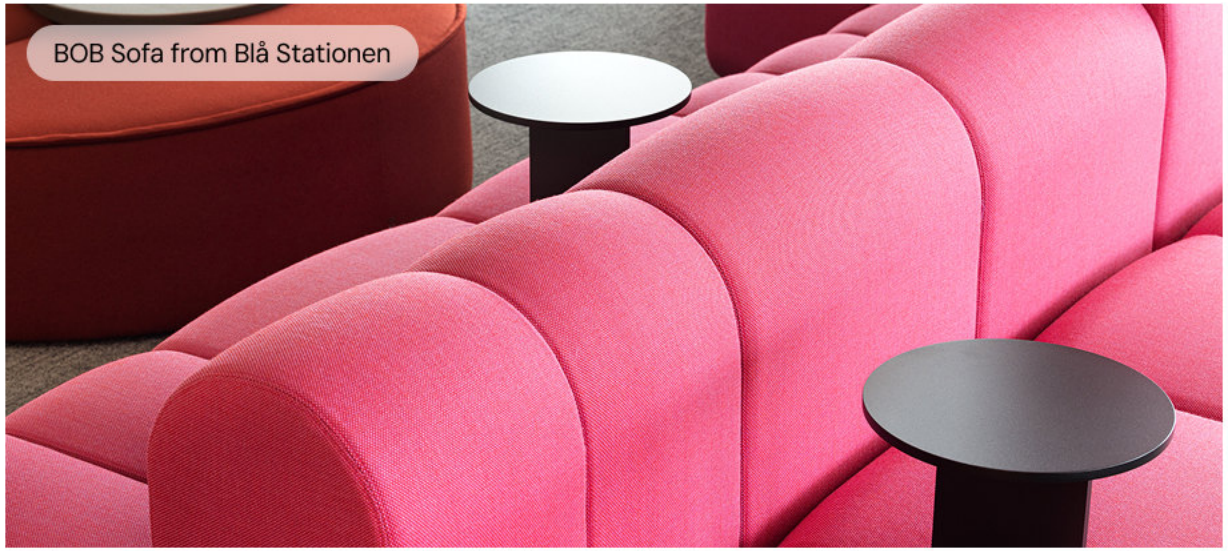
Curved and illuminated desk



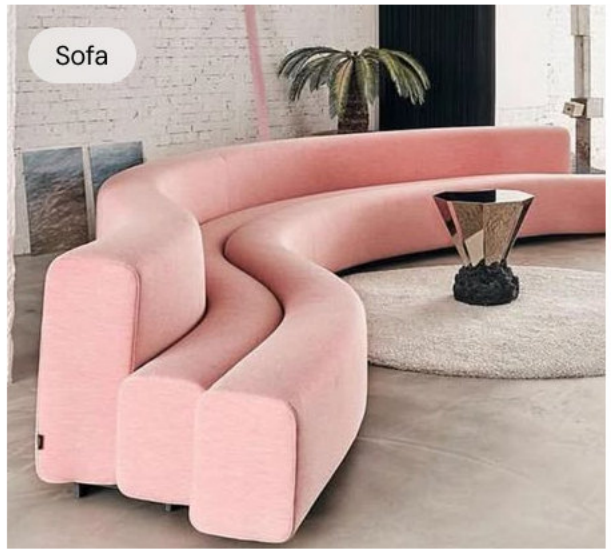
In brand colour

Stage 1
Entrance areas

Furniture









Stage 1
Entrance areas

Interior details









Stage 1
Entrance areas

Interior details

Vase, Alvar Aalto, Dark lilac



Coat hangers



Decorative bowl



Colored glasses



For guests waiting, more premium

Chunky mug, Gustaf Westman



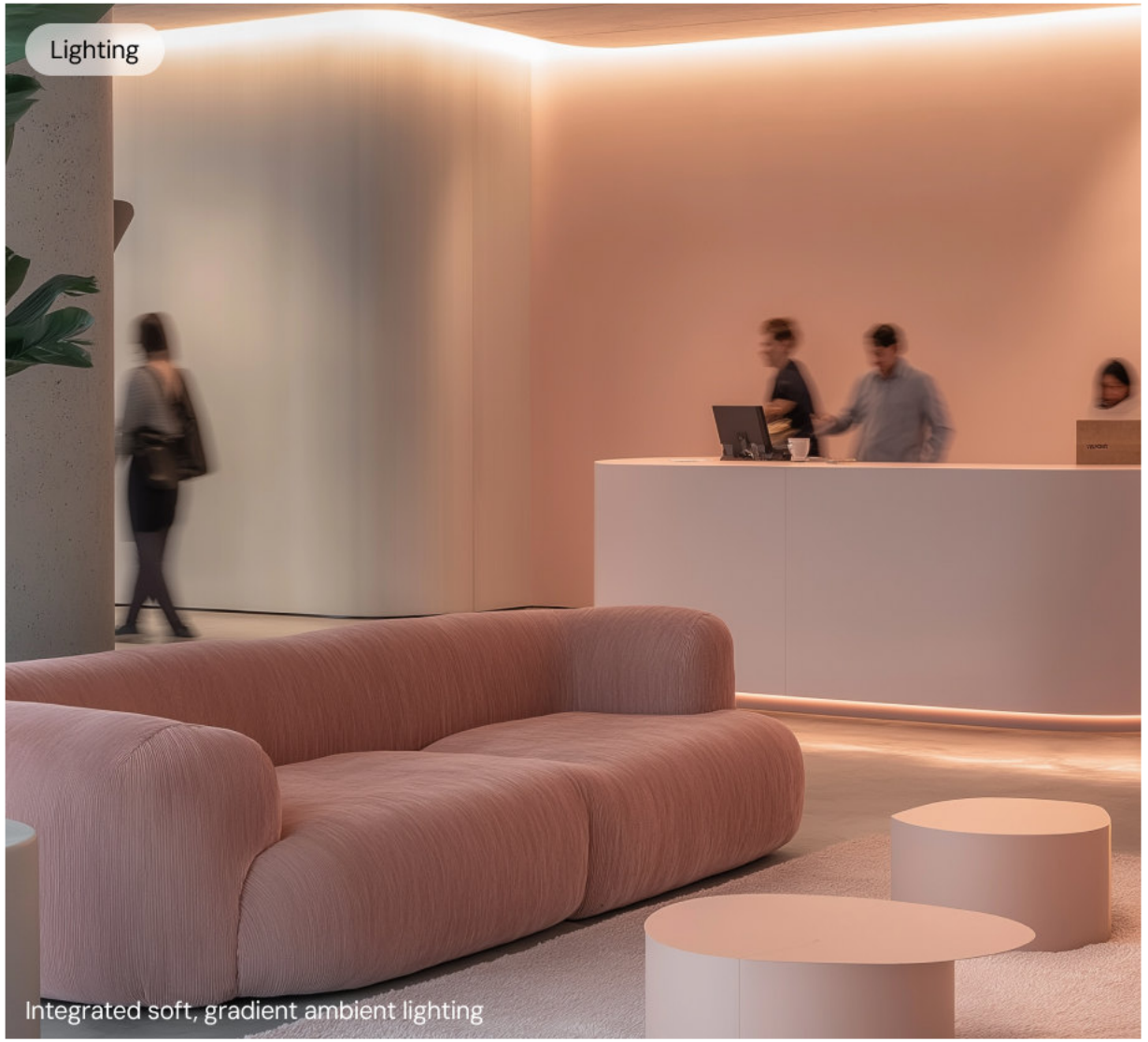
For guests waiting, more premium

Stage 1
Entrance areas

Interior details with lighting



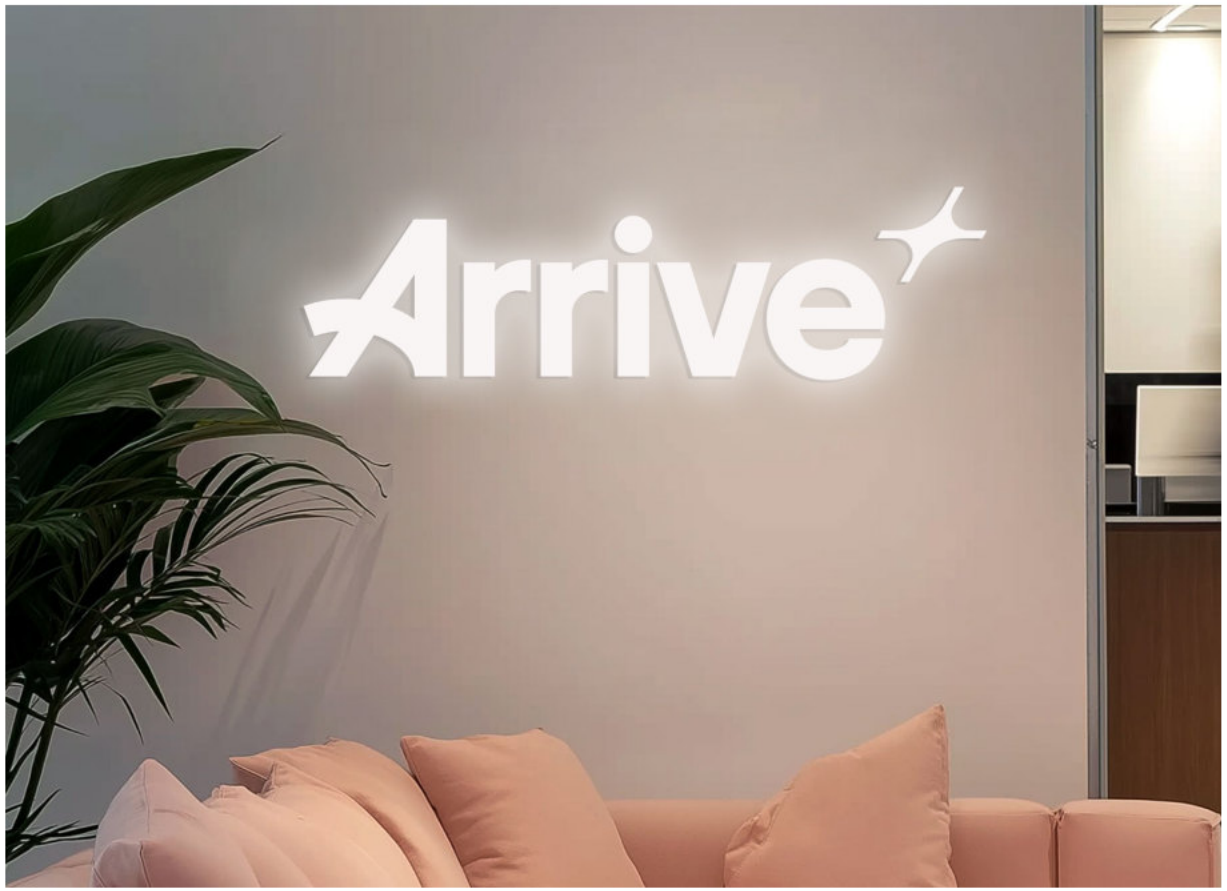
Curved integrated ligthing that enhaces the space



Integrated soft, gradient ambient lighting

Stage 1
Entrance areas

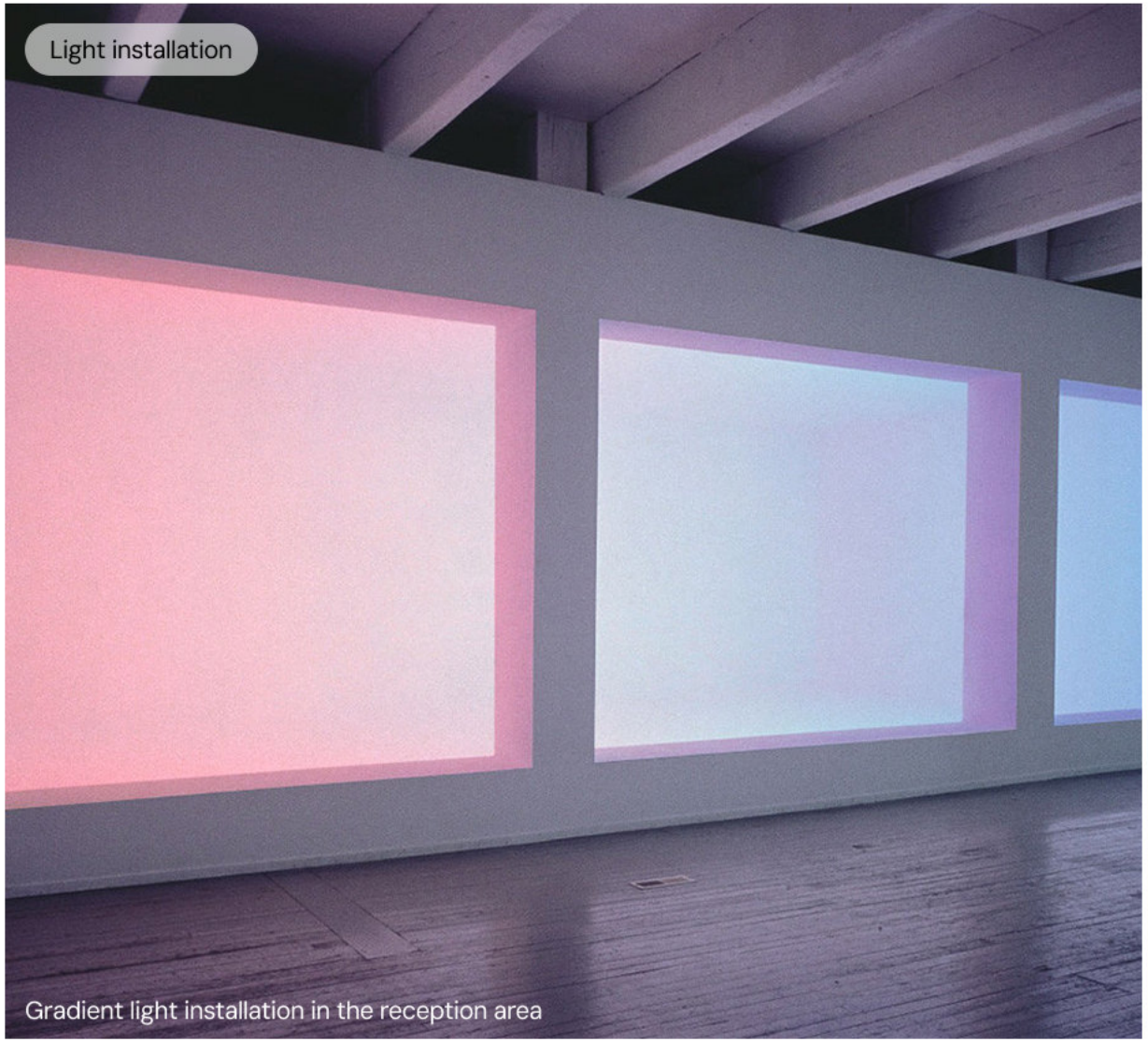
Statement piece





Stage 1
Entrance areas

Sensory marketing



Gradient light installation in the reception area

Incense in brand color



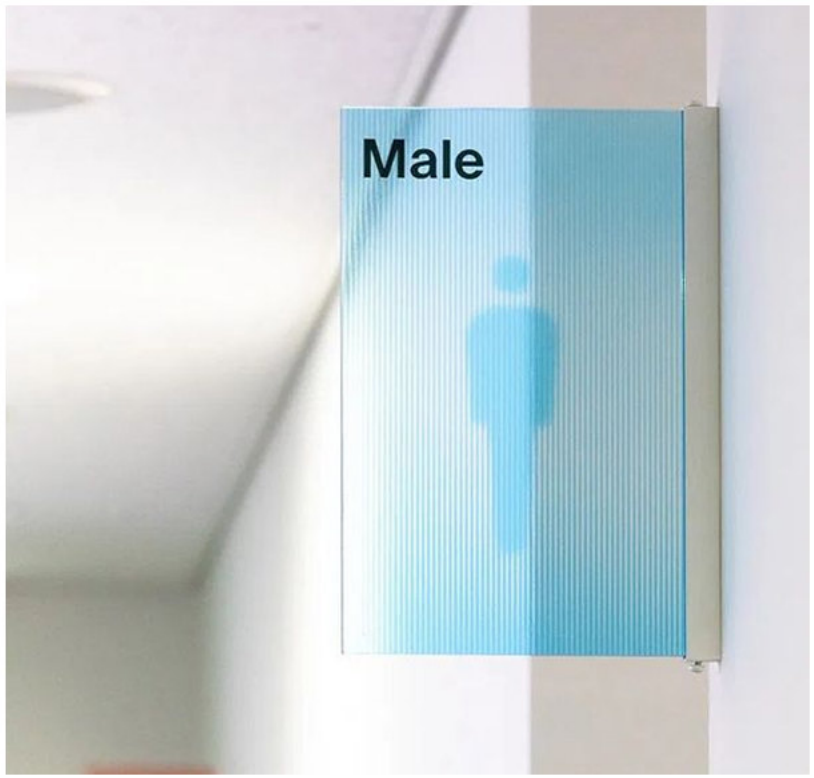
Possible theme: smells of a morning

Stage 2
Communal social areas

In shared spaces like lounges and break areas, the brand identity is integrated in a more balanced way. While still visually present, it blends harmoniously with the environment, using a mix of brand colors, shapes, subtle graphics, and materials that create an inviting and comfortable atmosphere. The goal is to foster connection while maintaining a recognizable brand presence.

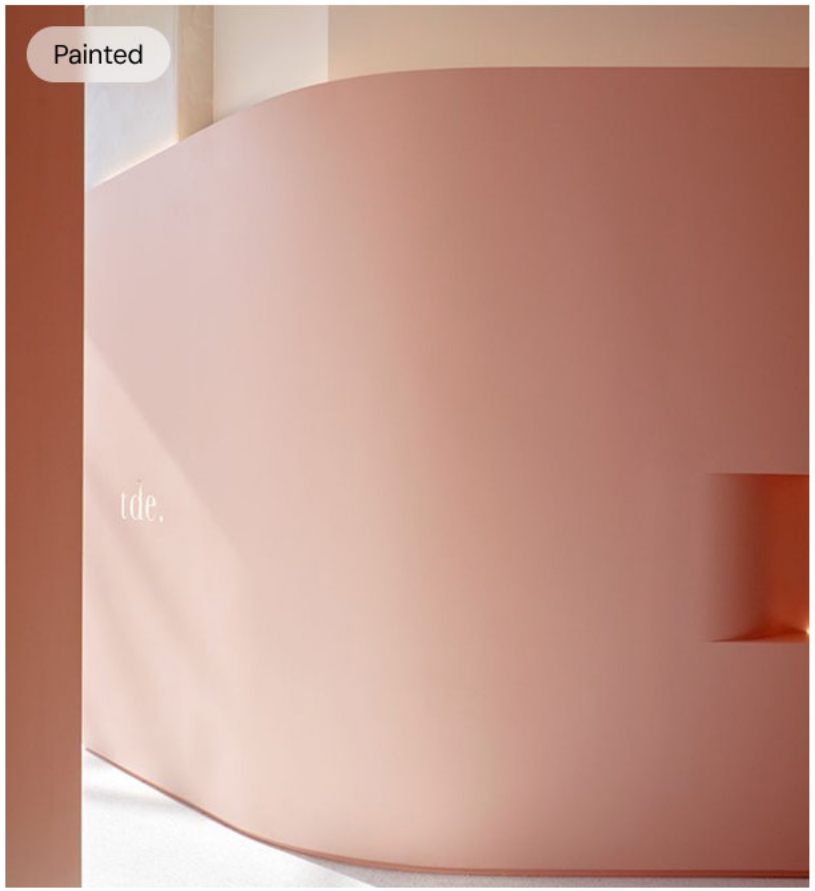

2A
Workshop
Werkstatt


Elevator


Male

Stage 2
Communal social areas

Walls





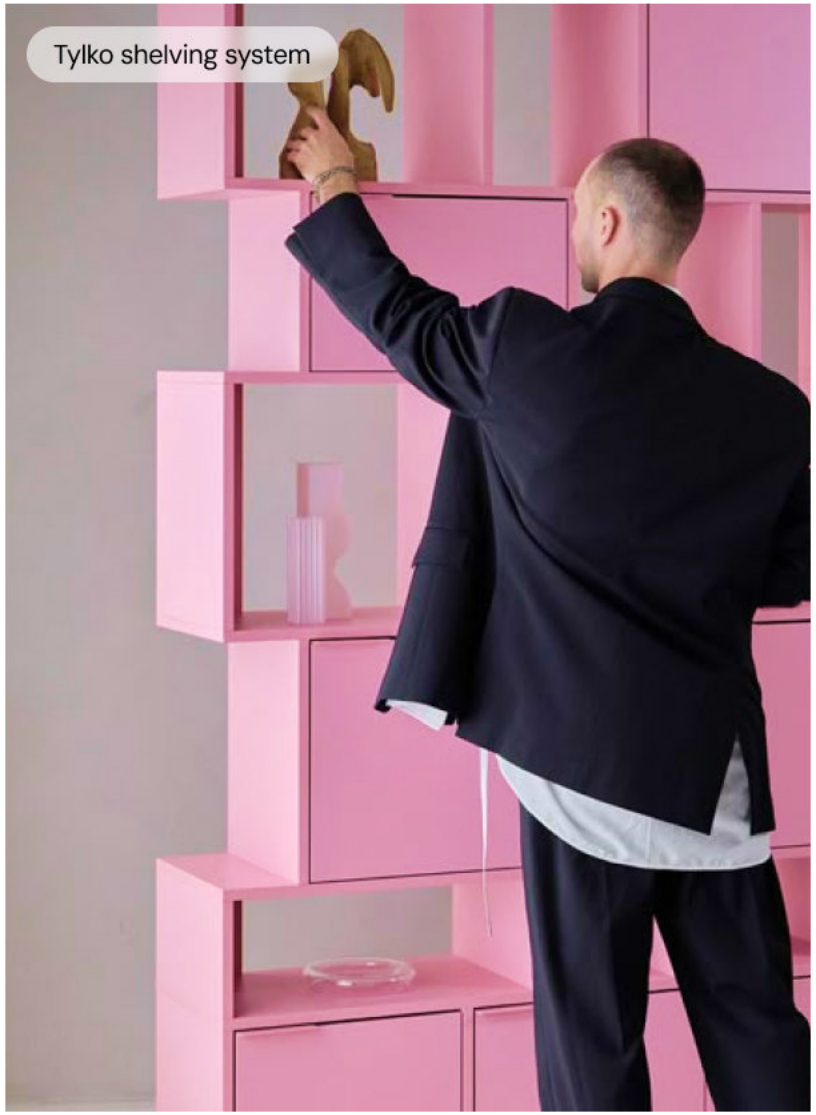


Stage 2
Communal social areas

Custom builds

Painting walls is a very cheap yet impactful way to get brand presence across into our space.







Stage 2
Communal social areas

Furniture





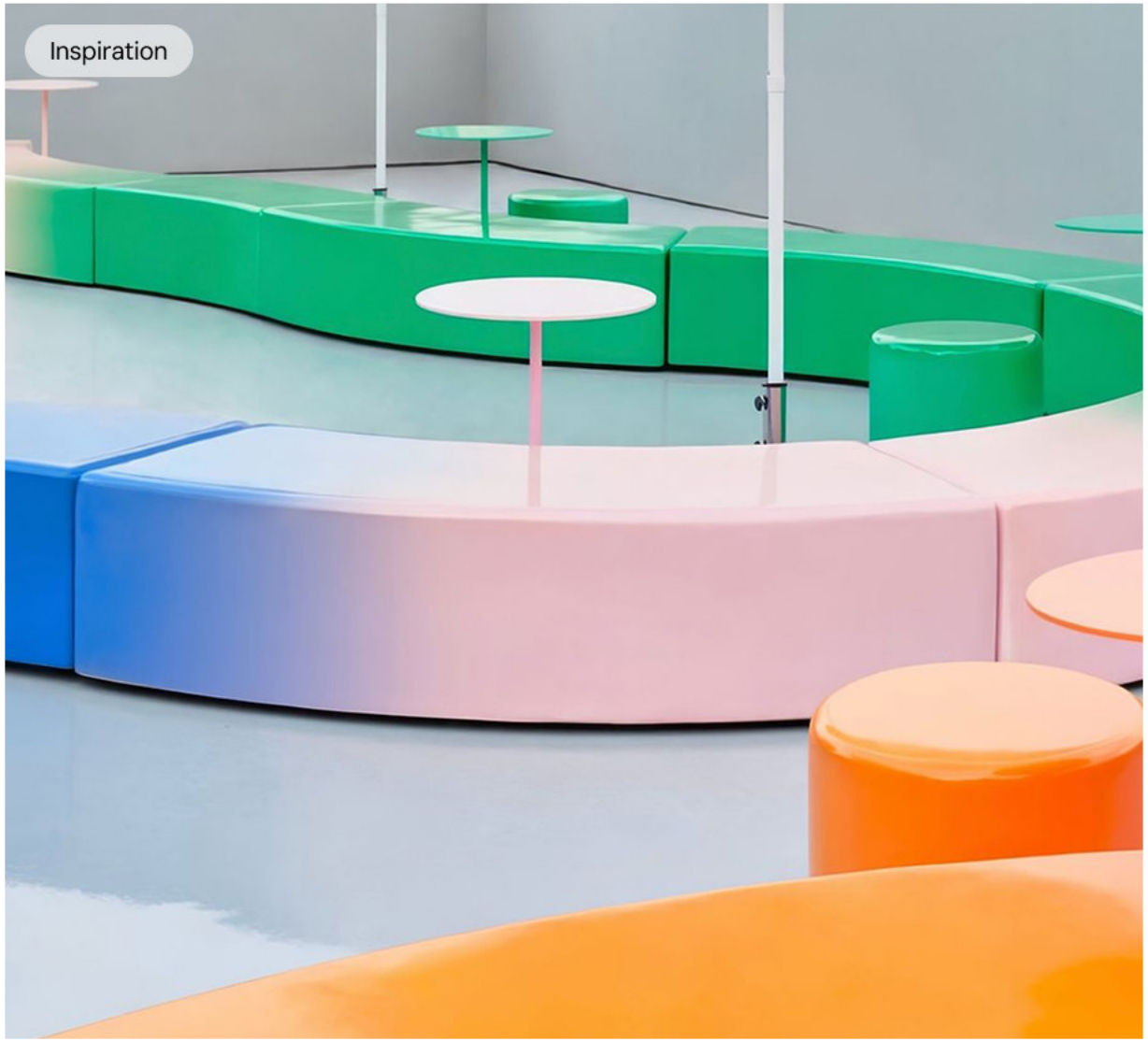






Stage 2
Communal social areas

Furniture









Stage 2
Communal social areas

Interior details

Design House Stockholm Knot Pillow



Colored curtains



Colored cushions



Blanket

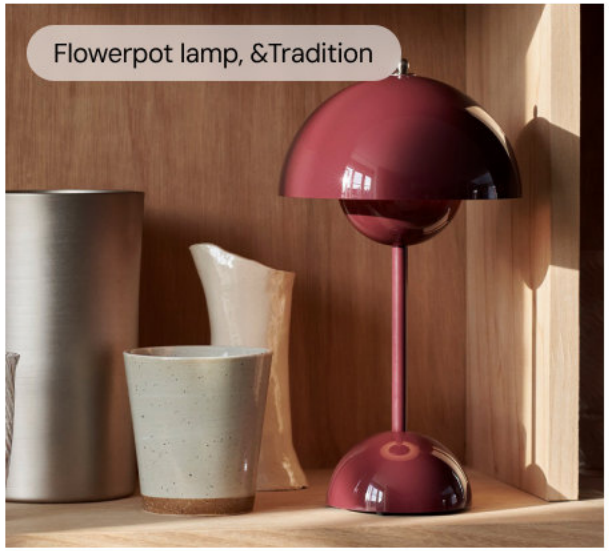


Organic shaped rug



Stage 2
Communal social areas

Interior details

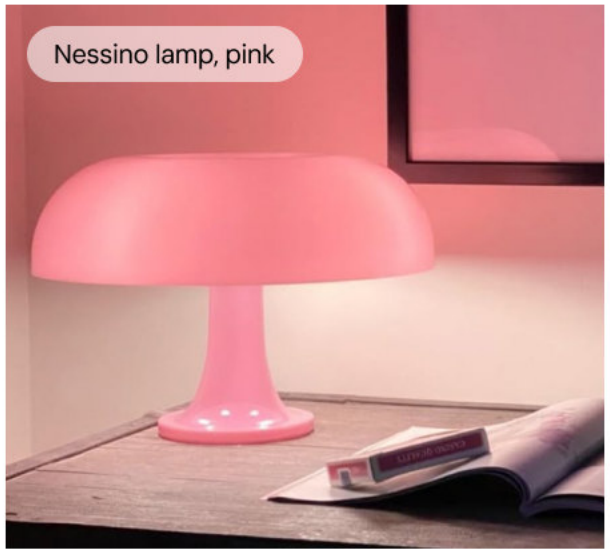














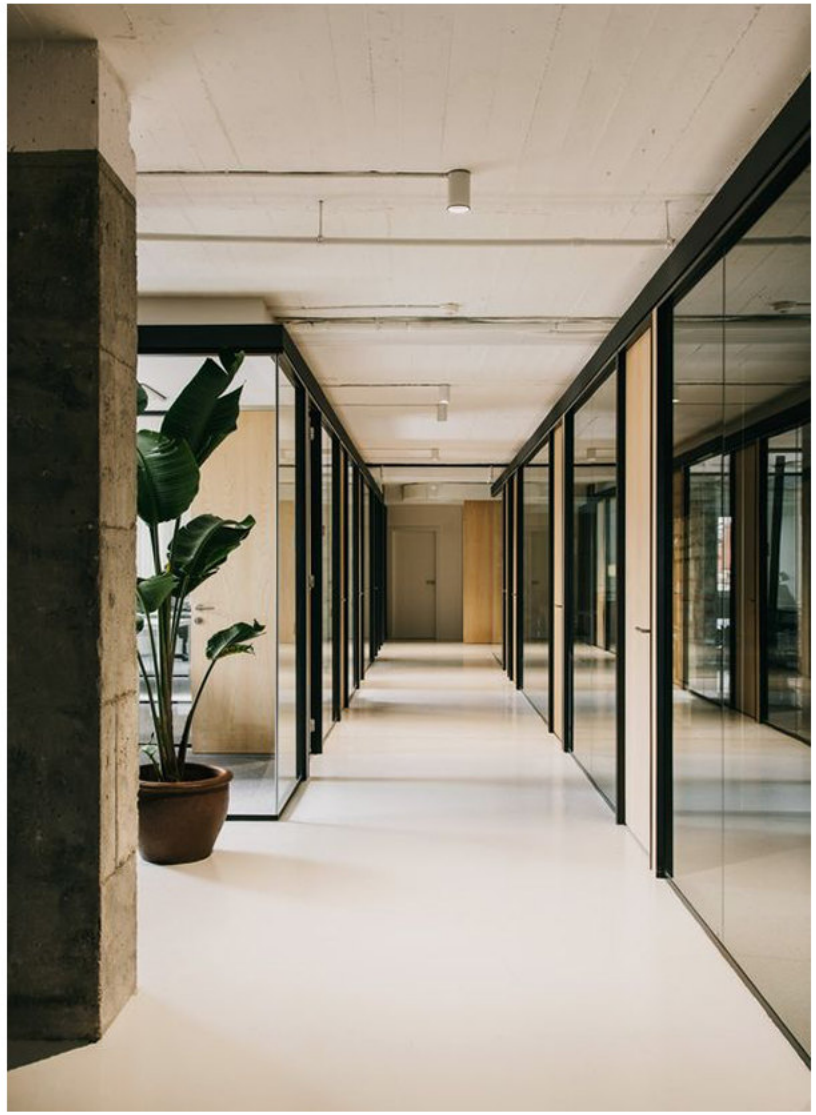


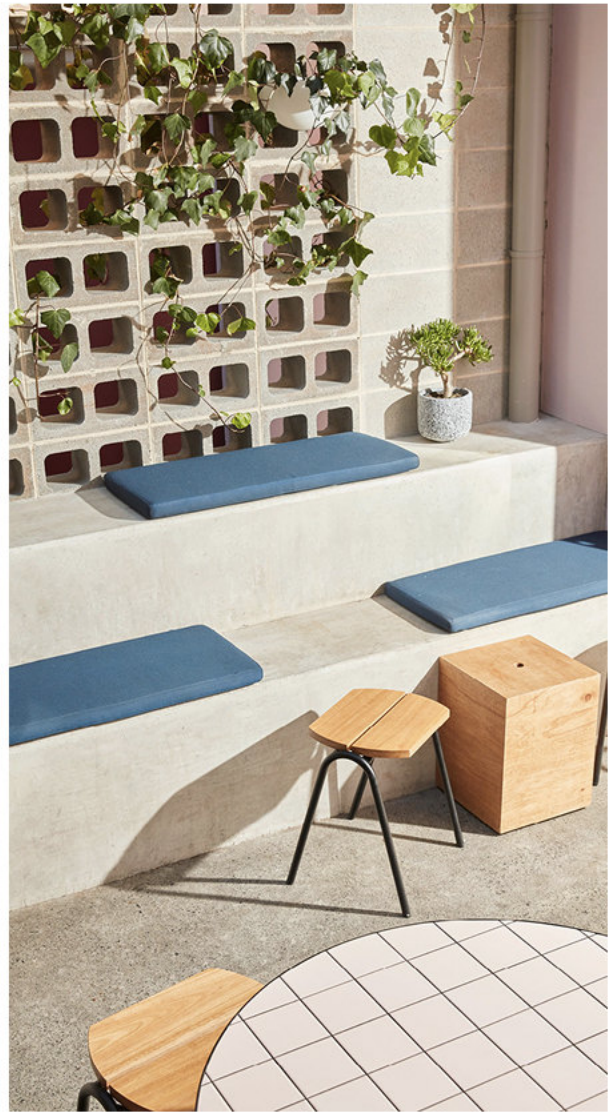
Stage 2
Communal social areas

Green spaces

Incorporate plants throughout the office to enhance the work environment. Choose varieties that thrive indoors and are known for improving air quality. Integrate them naturally into the interior design, striking a balance so they complement the space without overwhelming it.





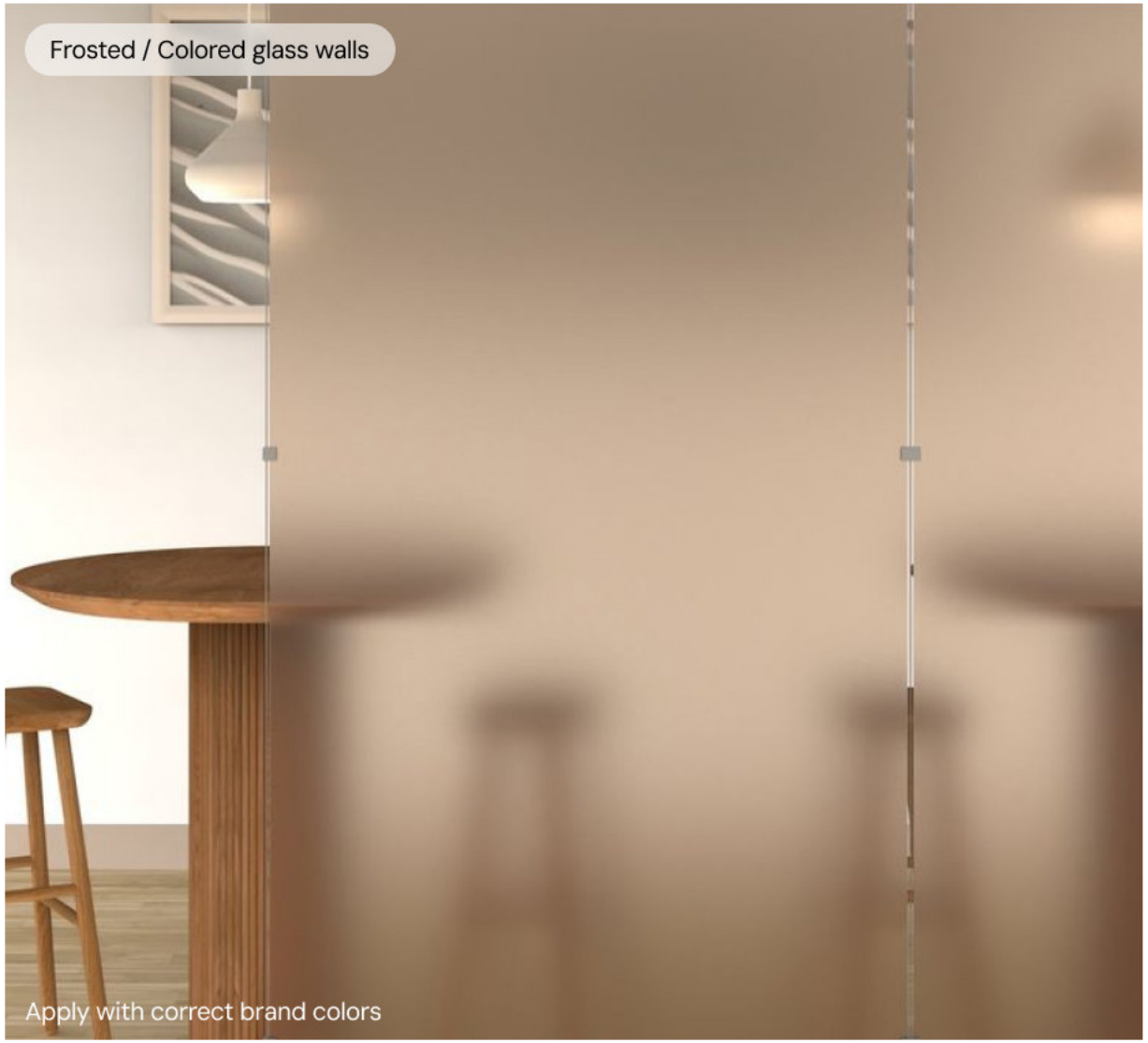


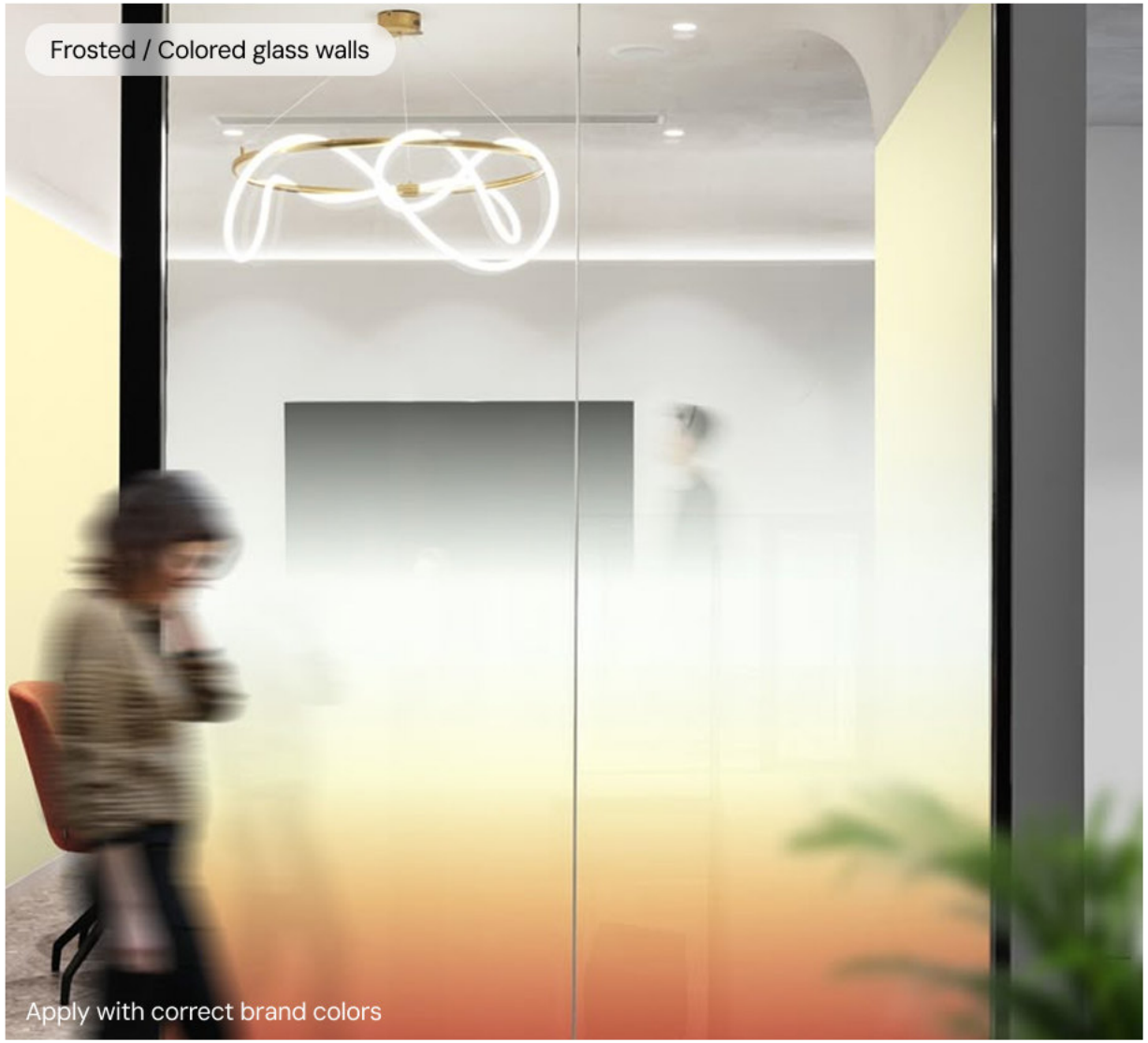
Stage 3
Meeting rooms

In meeting rooms, the brand application becomes more refined and understated. It appears in thoughtful details and a carefully curated color palette. This approach ensures a professional, distraction-free setting while still reinforcing the brand identity in a sophisticated manner.

Stage 3
Meeting rooms

Glass walls





Stage 3
Meeting rooms

Furniture

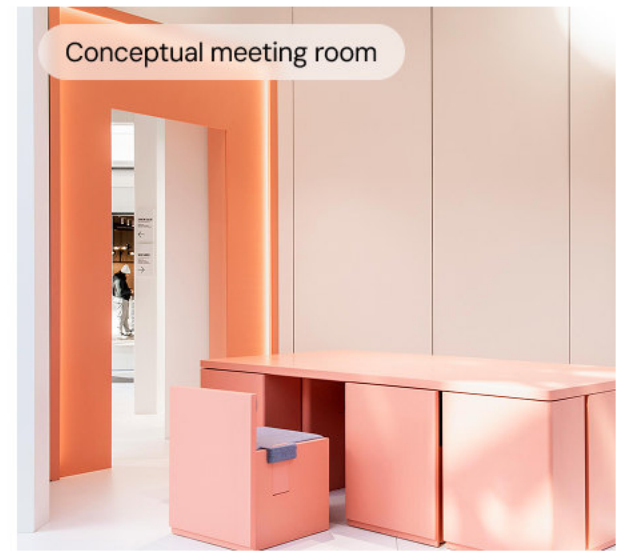
Vitra Eames Office Chair









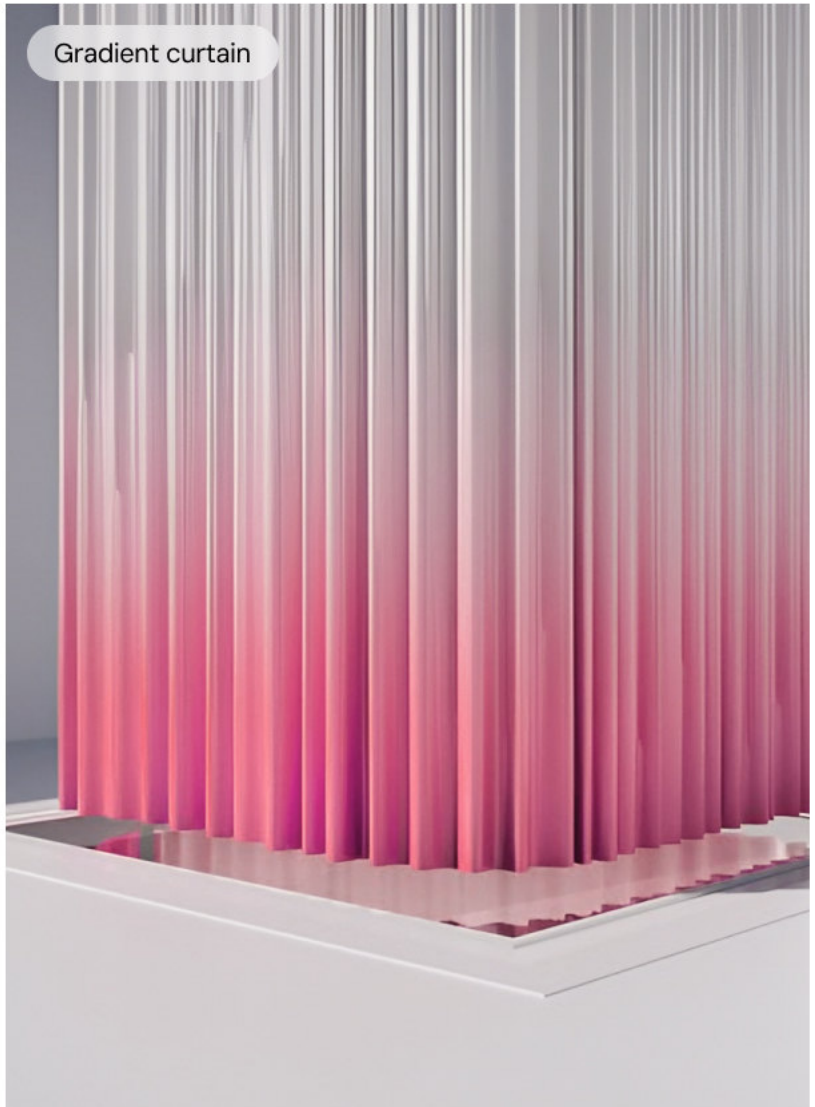


Stage 3
Meeting rooms

Interior details







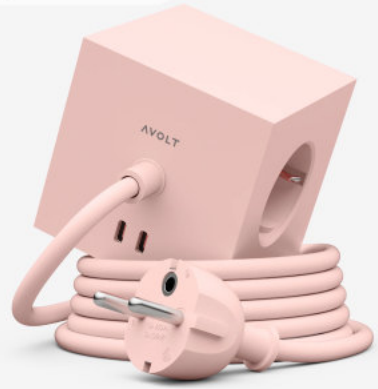
Stage 3
Meeting rooms

Interior details

Stelton Coffee Pot



Avolt power outlet



iittala cup



Louis Poulsen Panthella lamp



Takeaways



- Textures, Shapes, colour & lighting, all together play a massive role in an office comfort level, take care of every detail.
- Be sure that the overall office mood reflects the look & feel of the brand.
- Make an initial big impact with office entrance.
- We are a tech company, reflect that on our office: Displays, lighting, advance devices, etc..
- We love nature, place plants and green spaces around the office.

Index

Merch

T-shirt



T-shirt Back



T-shirt



T-shirt Back



Sweatshirt Front



Sweatshirt Back



Sweatshirt Front



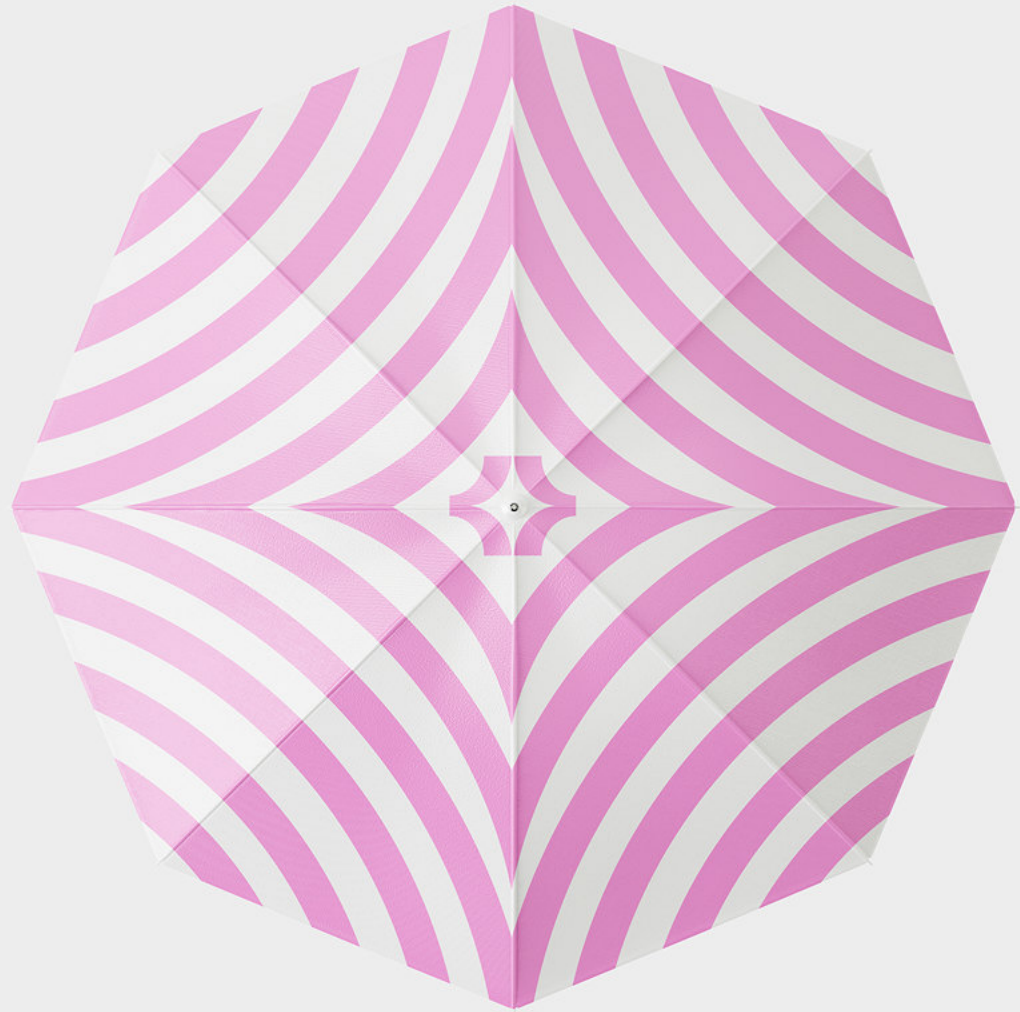
Sweatshirt Back



Umbrella



Umbrella



Laptop sleeve



Laptop sleeve



Laptop sleeve



Laptop sleeve



Laptop sleeve



Laptop sleeve



Sweatshirt Front



Sweatshirt Back



Sweatshirt Front



Sweatshirt Back



Sweatshirt Front



Sweatshirt Back



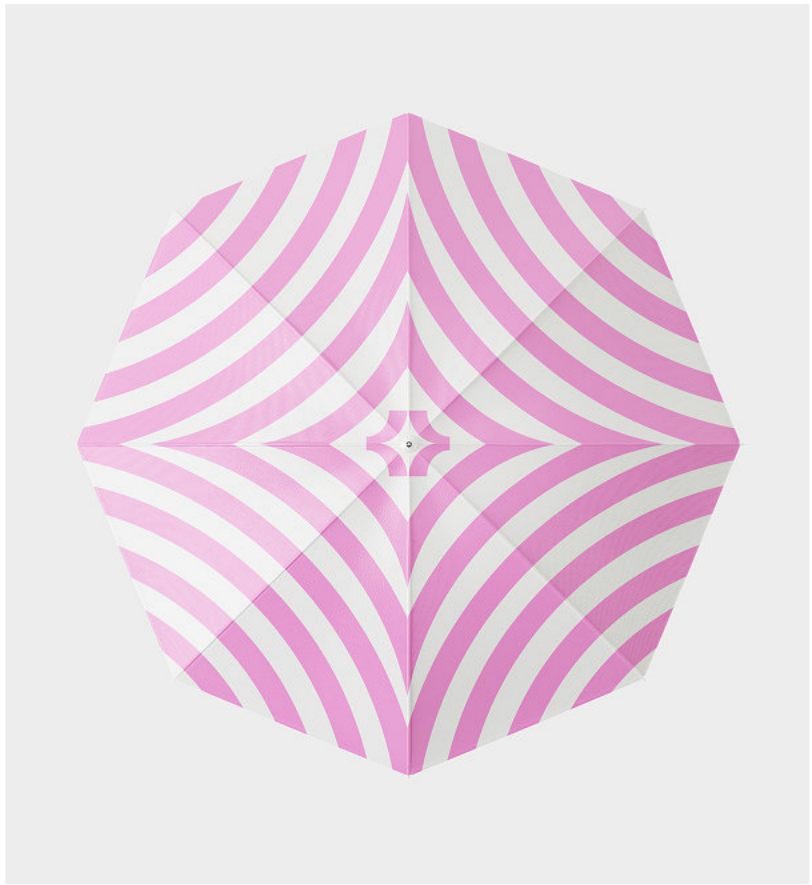

Arrive fresh.




Arrive
in a
Flash.
Arrive
in a
Flash.


Arrive refreshed.


Arrive nourished.




Arrive in the sun








Arrive
Arrive
Arrive
Arrive

11
Toolbox

Brand at a glance
Do's & dont's
Links to assets

Brand at a glance

Logo

Arrive

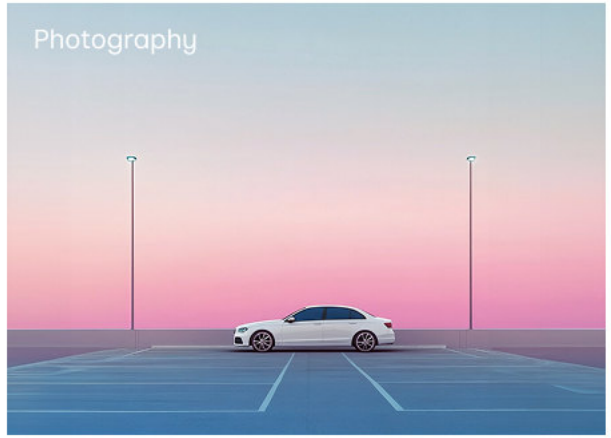
Symbol

Colour

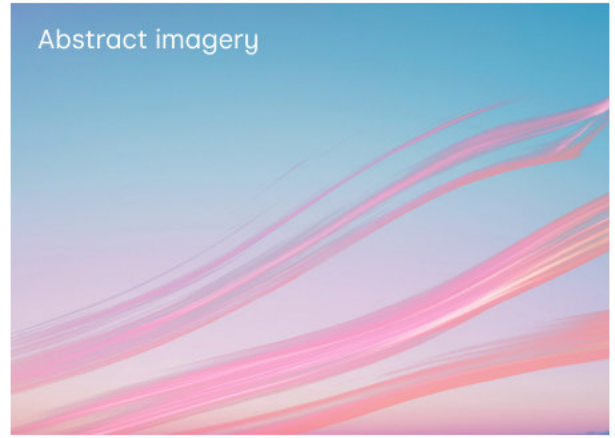
Typography

Reliable
Optimistic
Expressive

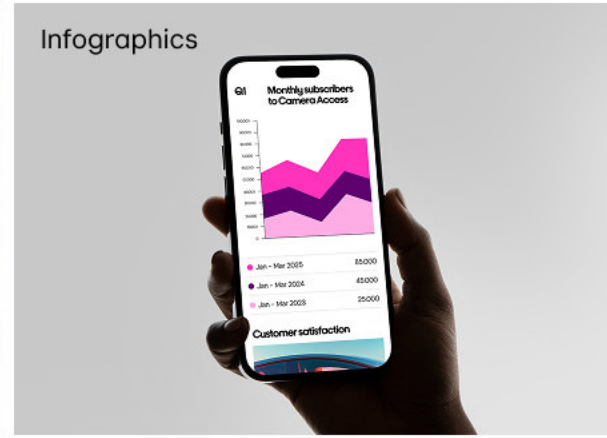
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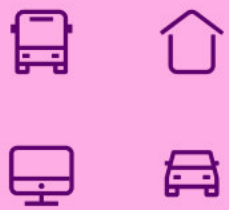
Abstract imagery



Infographics



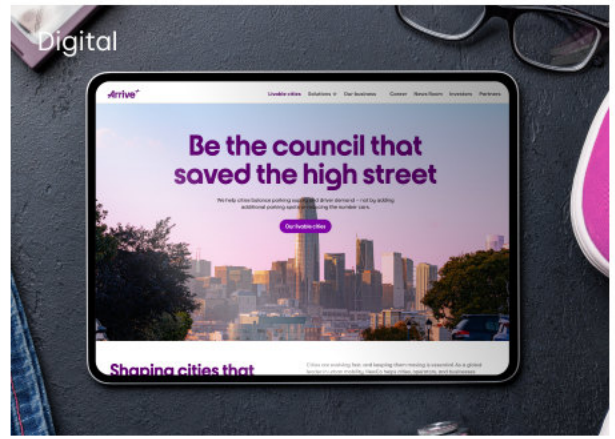
Iconography



Motion

THE ONLY
APP YOU NEED

Digital



Tone-of-voice

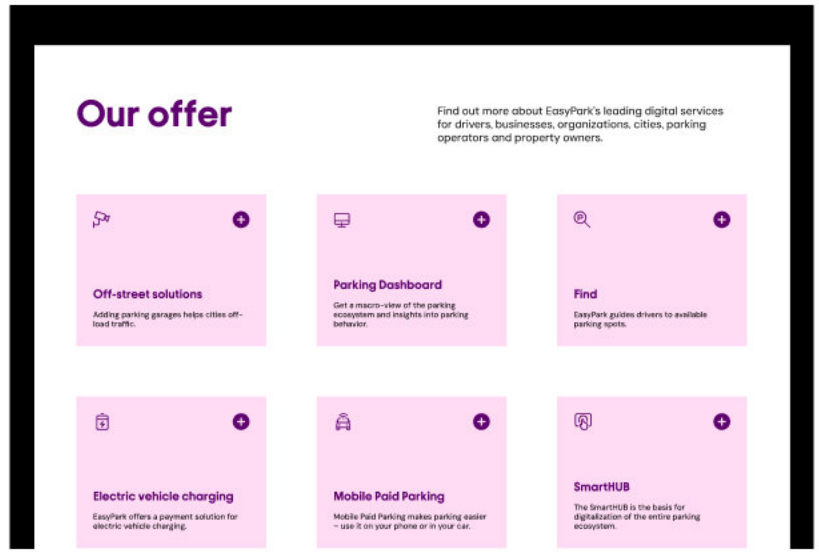
Capable
Compelling
Confident

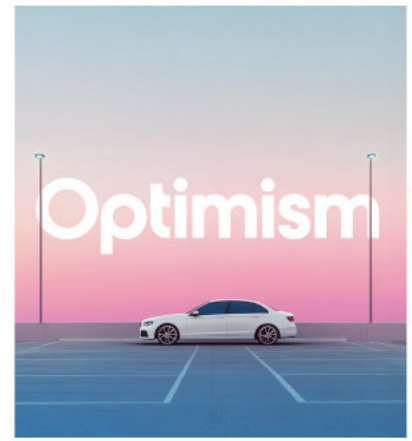
Brand at a glance

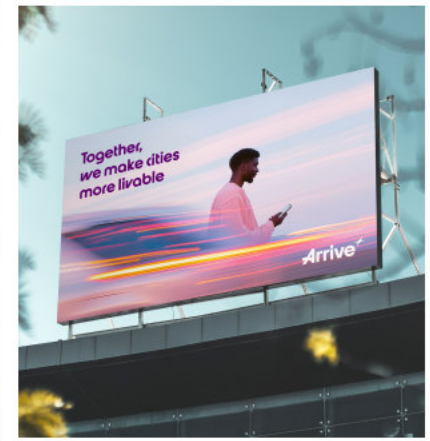
Functional	Mid-Range	Expressive
Off white & purple (More NewCo)	Pink & Purple	Distinctly pink (More EasyPark)

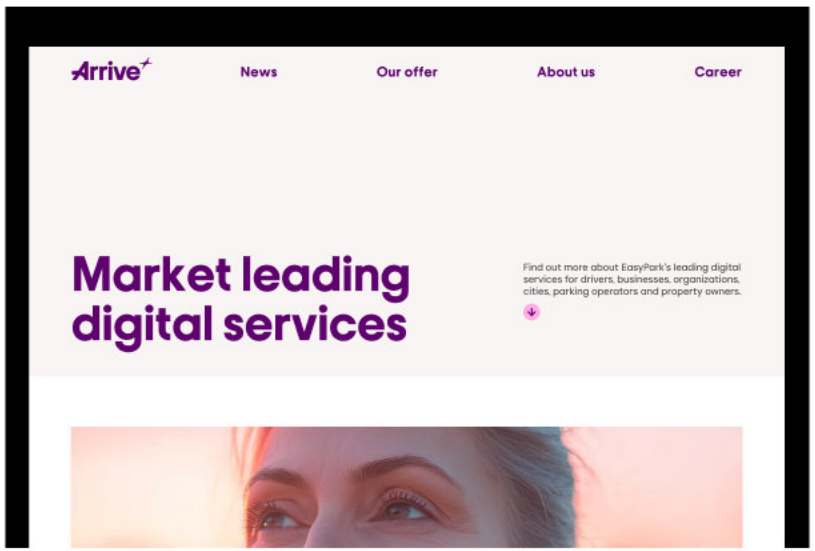
Functional → Expressive

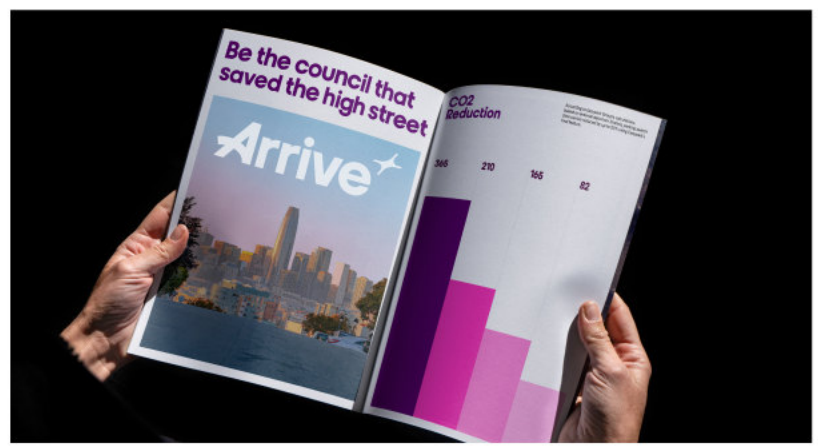


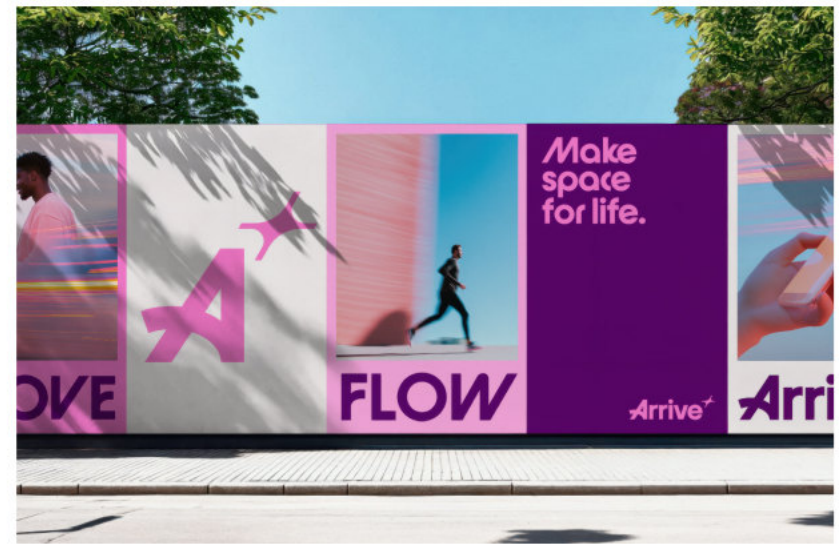












Do´s & dont´s

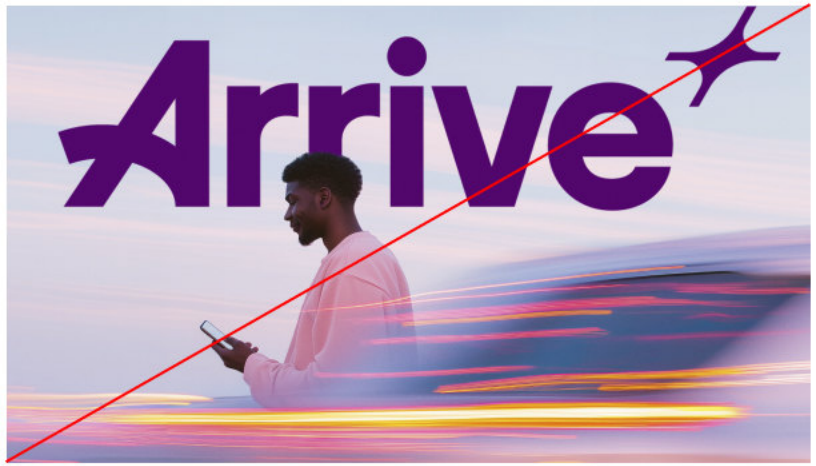
Logotype should never appear in color P2 under any circumstances. White logo over P2 its also not allowed. We cannot cut out the logo under any form.



P2 +White



White + P2



Logotype cannot be cutted out.



P1 + P2



P4 + P2

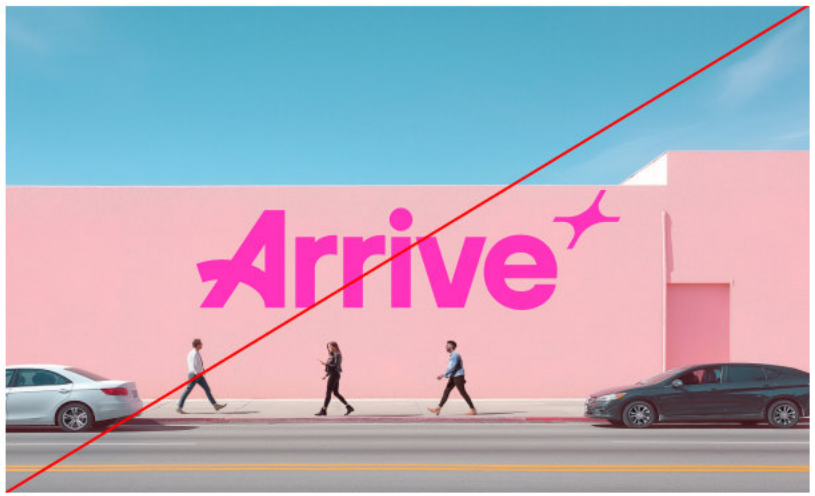


Image + P2

Do´s & dont´s

Don’t do any modifications to the logotype, symbol, wordmark and star.

Don’t rotate the logo



Don’t mix colors within the logo



Don’t alter the logo’s proportions



Don’t alter the relationship between the elements



Don’t enclose the logo in a holding shape



Don’t use visual effects (e.g. drop shadow)



Don’t outline the logo

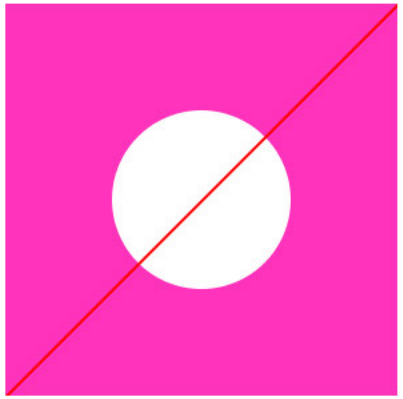


Don’t add text to the logotype

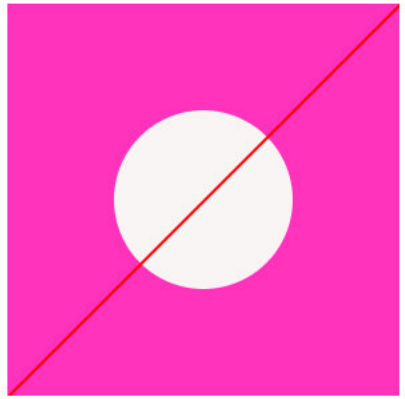


Do´s & dont´s

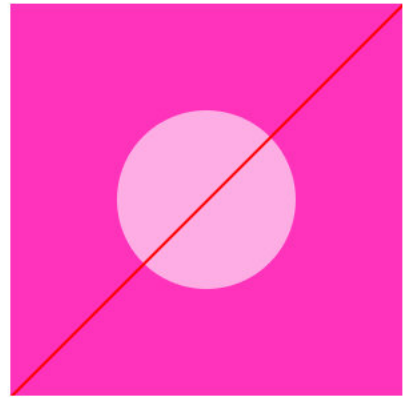
The following color pairings are not allowed.



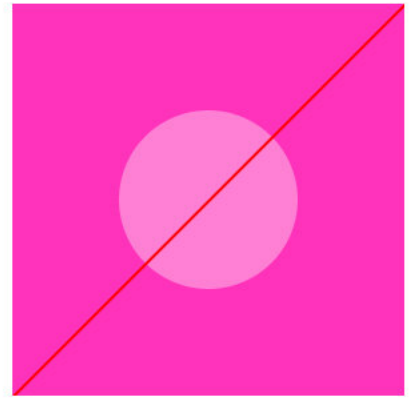
P2 + White



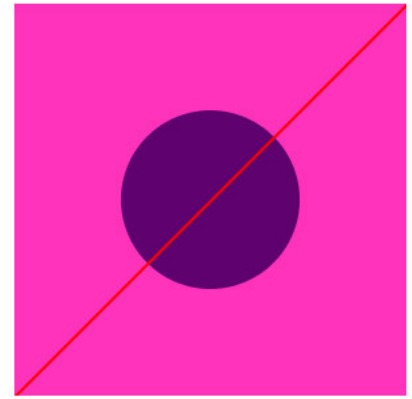
P2 + Off-White



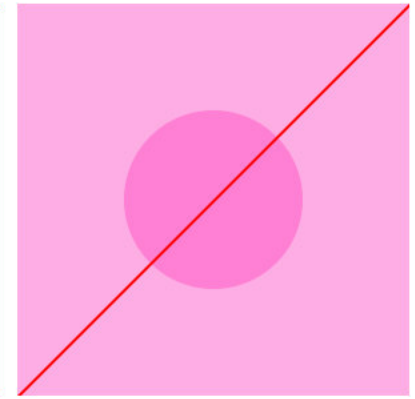
P2 + P4



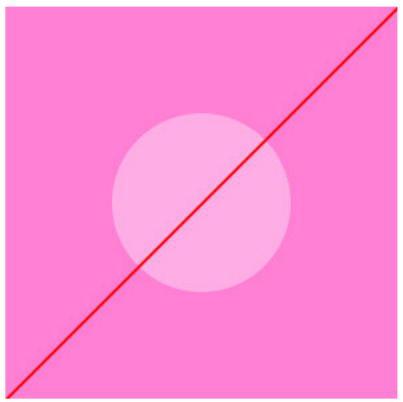
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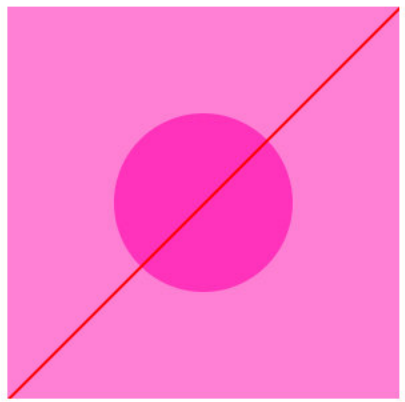
P2 + P1



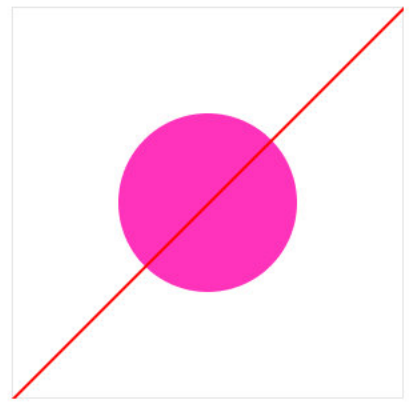
P4 + P3



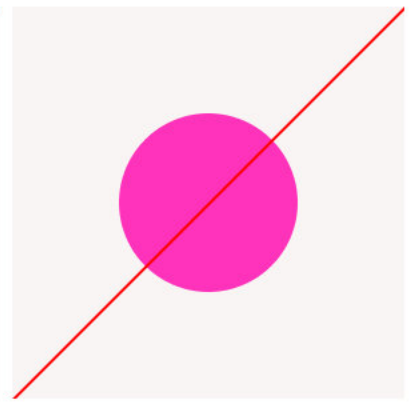
P3 + P4



P3 + P2

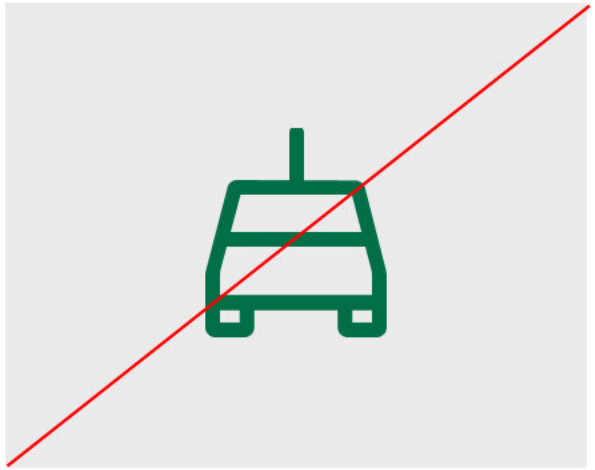


White + P2



Off-White + P2

Do´s & dont´s



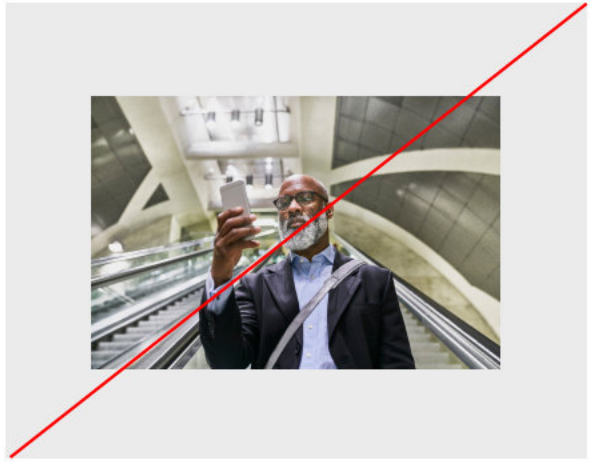
Dont modify the icons or recolor them



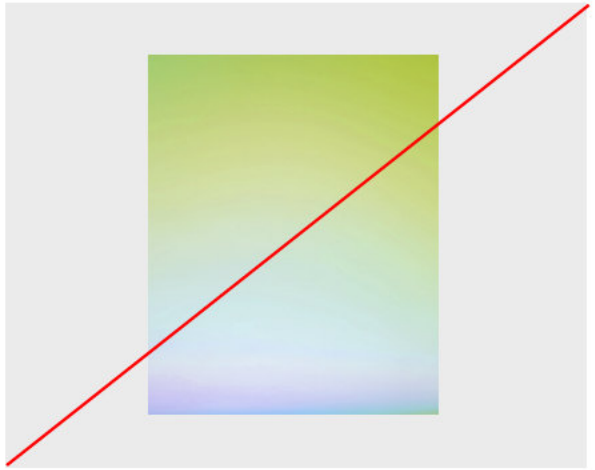
Never use not allowed colours on any layout



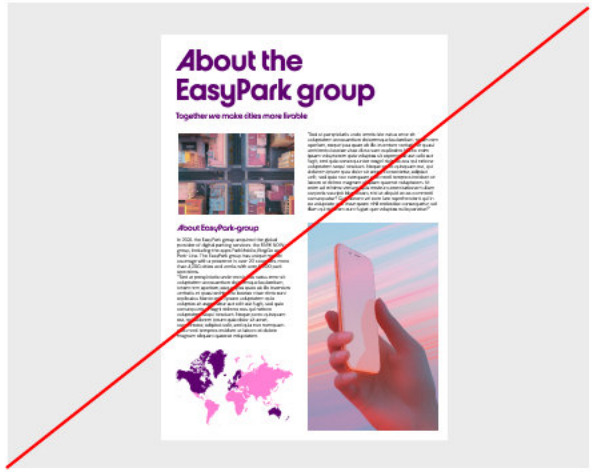
Never use any other different fonts styles or color combination not allowed.



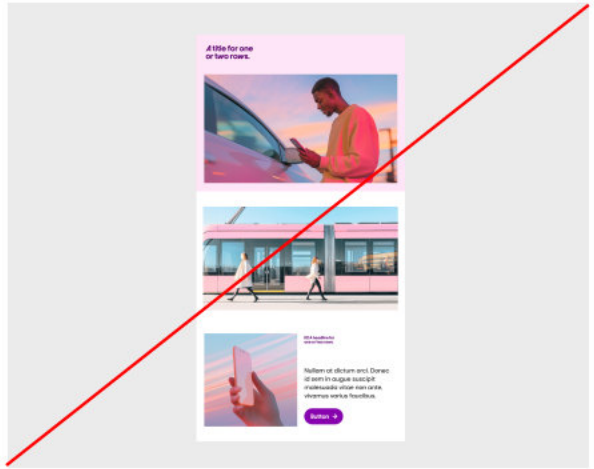
Dont use not branded photography or repaint it by your own



Do not create your own gradients with different colors



Do not overload designs with content/visual elements. Keep it clean.



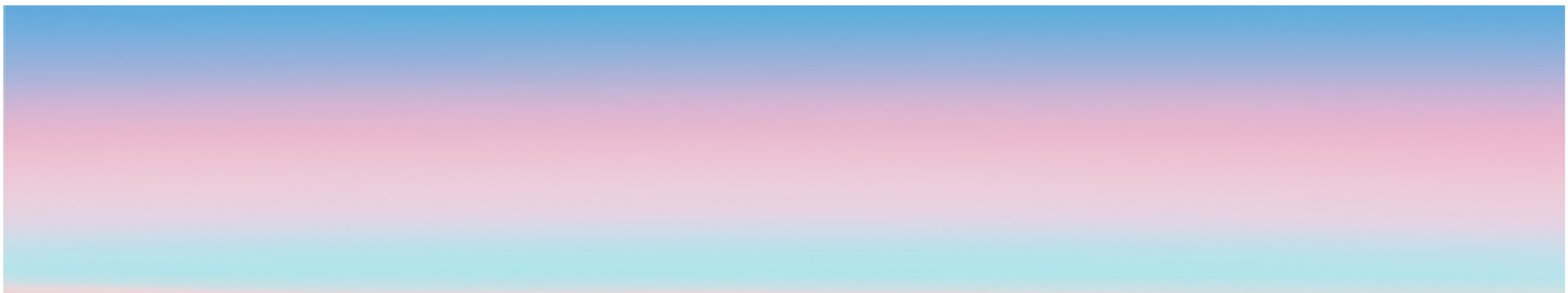
Do not place many images together



Do not place wordmark on a phrase.

Click on the button to access to all the Brand core assets.
For any other specific asset please contact Marketing or the Brand team.

Brand assets




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