



NETWORK DIGITAL STANDARDS GUIDE

- MOBILIZE 2025

MOBILIZE DIGITAL STANDARDS GUIDE

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RESOURCES & ANNEX

NOTIFICATION —MOBILIZE

Follow all the up-to-date corporate guides and trainings on branding related topics provided.

All the required visual elements details, that are defined in this guide hereafter, can be found within the [MOBILIZE BRANDHUB](#).

Your contact on this topic:
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01

VISUAL ASPECTS OF THE BRAND

- **How to use digital brand elements**
- **Aligne all digital brand visual identity elements**

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– LOGOTYPE

- Examples on how to apply the logos/ emblems in all digital environments

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VISUAL ASPECTS OF THE BRAND

—LOGOTYPE

EMBLEM — DIGITAL USE

The Mobilize emblem must be used mainly in two colour versions:

- white on black background with orange slash.
- black on white background with the orange slash.



LOGOTYPE — DIGITAL USE

The Mobilize logotype must be used mainly in two colour versions:

- white on black background with orange slash.
- black on white background with the orange slash.

The word "MOBILIZE" in a bold, sans-serif font. The letter 'O' is stylized with a thick orange diagonal slash through it.

The word "MOBILIZE" in a bold, sans-serif font. The letter 'O' is stylized with a thick orange diagonal slash through it.

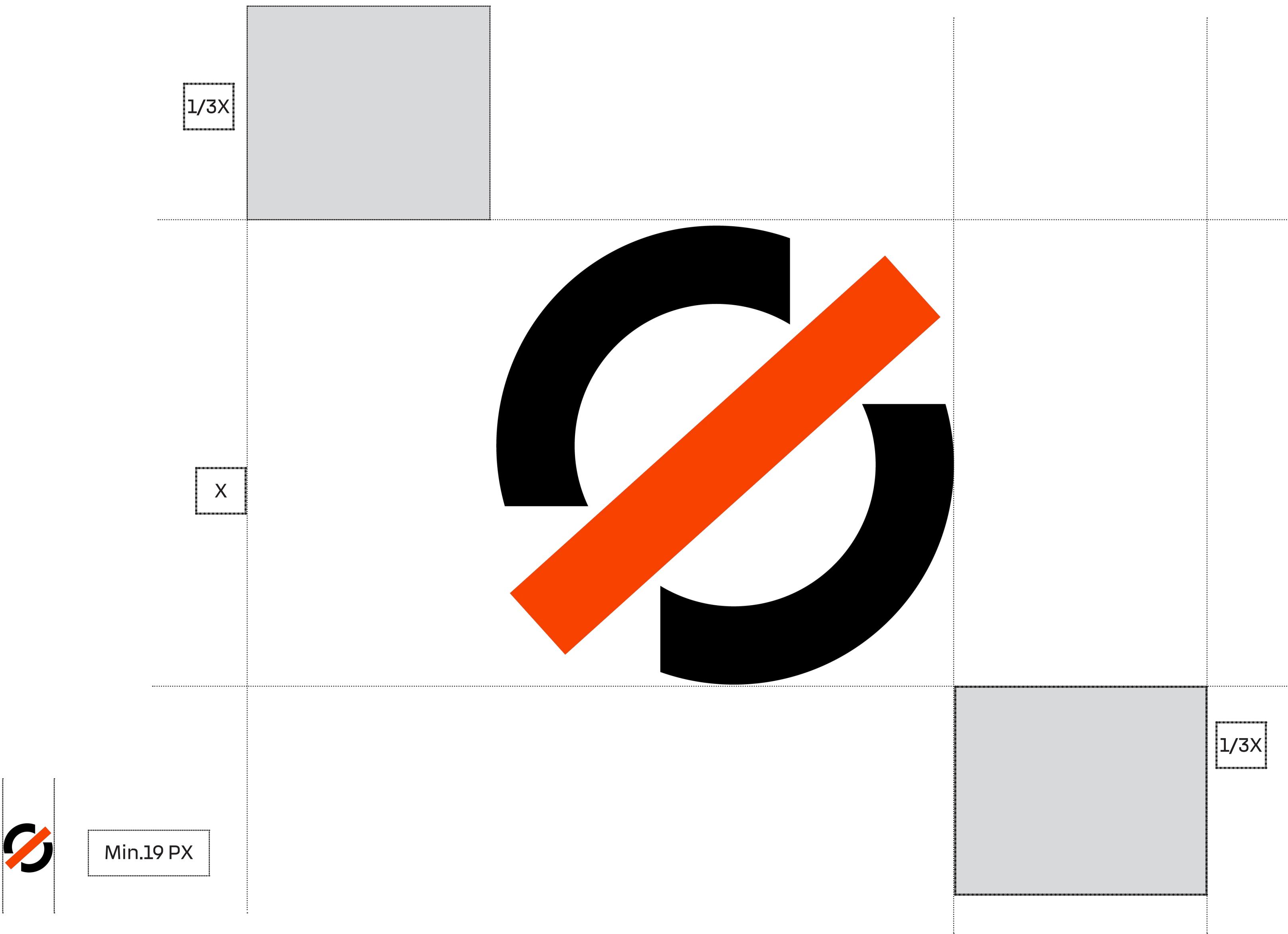
VISUAL ASPECTS OF THE BRAND —LOGOTYPE

EMBLEM

— PROTECTION & MINIMAL SIZE

To keep the integrity of the emblem, it is required a minimum protection area of **1/3 emblem** round the emblem.

A minimum size of **19px** has been defined to insure legibility.



VISUAL ASPECTS OF THE BRAND

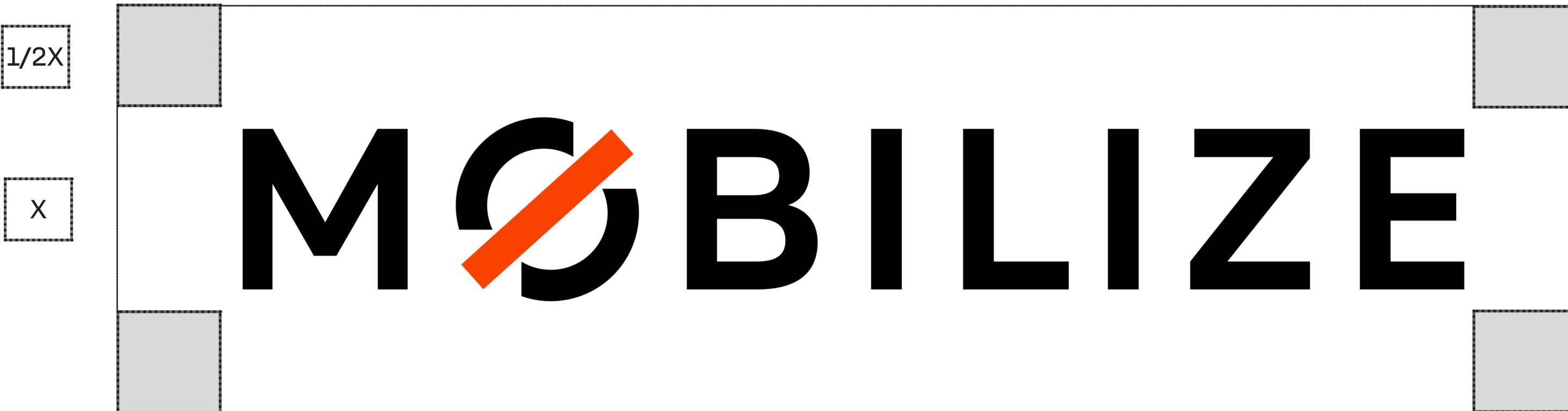
—LOGOTYPE

LOGOTYPE

— PROTECTION & MINIMAL SIZE

To keep the integrity of the logo, it is required a minimum protection area of **1/2 emblem** round the emblem.

A minimum size of **75px** has been define to insure legibility.



VISUAL ASPECTS OF THE BRAND —LOGOTYPE

Logotype

— Logotype on header

The logotype needs to be used for the navigation bar:

WEBSITE HEADER: Position the white logotype to the left side of the dark background.



— Requirements

- The emblem will be used only within the Mobilize user journey.
- Keep the recommended safe zone for the wordmark on the header.
- Respect the size and position of the logotype in the navigation bar.
- Do not add any other icons, logos around the logotype. It must be used according to the technical specification given.

VISUAL ASPECTS OF THE BRAND —LOGOTYPE

IT IS REQUIRED TO:

- Use the wordmark as the main logotype in navigation bar.
- Use the emblem as favicon.
- Have the Mobilize emblem / logotype same size across the page.
- Position the logotype correctly on the navigation bar.
- Respect the minimum size for:
 - emblem: min. 19px
 - logotype: min. 75px.
- Respect an exclusion zone around each emblem/logotype.
- Use the emblem/logotype on the according background.

DO NOT:

- Change the emblem/logotype's colour.
- Use the Mobilize Beyond Automotive logotype anymore.
- Create a new emblem/logotype from the logotypes presented in this document.
- Change the design of the letters in the logotype.
- Bring the emblem and the logotype in the same block.
- Change the shape or remove pieces from the emblem/logotype.
- Impair the readability and visibility of the logo.
- Place the logo on an overloaded background.
- Create an accumulation of emblems.
- Recreate the logotype with the MBLZ font and the emblem

1.2

– TYPOGRAPHY

- Official font to be used.
- Example of rules for headings, body texts, lists and sizes

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VISUAL ASPECTS OF THE BRAND

— TYPOGRAPHY

3 variations

- 3 new fonts variations to use.
 - **MBLZ Titles** font for headlines
 - **MBLZ Bold** to highlight something in a text or for headlines in small size.
 - **MBLZ Text** for long texts (mainly in lower cases).

MBLZ

this is the new type face

MBLZ - TITLE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

MBLZ - BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

MBLZ - TEXT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

NOTE

For fonts download and updates, please refer to the [MOBILIZE BRANDHUB](#).



VISUAL ASPECTS OF THE BRAND — TYPOGRAPHY

The specificity of this typeface is its compactness.

Lettering and line spacing should be as narrow as possible, for both upper-case and lower-case letters.

— Recommendations

- Keep a tight line spacing for body type, avoiding overlap of letters' ascenders and descenders to ensure proper legibility.

**ALL H1 TITLES ARE
ALIGNED LEFT
WITH ALL UPPERCASE**

**ALL H2 TITLES ARE
ALIGNED LEFT
WITH ALL UPPERCASE**

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BIG TITLE

HEADLINE

Body text: Lorem ipsum dolor sit amet, consectetur adipisciing elit. Adipisci, alias asperiores autem blanditiis, dolor exercitationem illo impedit itaque nam. Lorem ipsum dolor sit amet, consectetur adipisciing elit. Adipisci, alias asperiores autem blanditiis, dolor exercitationem illo impedit itaque nam.

LABEL BUTTON

Legal text: Lorem ipsum dolor sit amet, consectetur adipisciing elit. Adipisci, alias asperiores autem blanditiis, dolor exercitationem illo impedit itaque nam. Lorem ipsum dolor sit amet, consectetur adipisciing elit. Adipisci, alias asperiores autem blanditiis, dolor exercitationem illo impedit itaque nam.



VISUAL ASPECTS OF THE BRAND — TYPOGRAPHY

IT IS REQUIRED TO:

- Comply with the labelling rules and keep consistency in the sizes.
- Keep the tight line spacing spirit for body text, avoiding overlap of letters' ascenders and descenders to ensure proper legibility.
- Always use MBLZ in its original form.
- Respect the rules for formatting paragraphs.

DO NOT:

- Modify the MBLZ font & change or edit the shape of the MBLZ font letters (flattened, stretched, slanted, etc).
- Align text to the right, center it or justify it in paragraphs & have increased or decreased line spacing in paragraphs.
- Use tight or loose spacings between characters.
- Mix Renault Group's other fonts with MBLZ on the dealers' Mobilize dedicated webpage, nor use MBLZ anywhere else but on the Mobilize page.

1.3

– COLOURS

- Official colours to be used.
- Examples and rules for types of colours.

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VISUAL ASPECTS OF THE BRAND —COLOURS

— Primary colours

When using the colours on the Mobilize brand part of your website instance, have in mind :

The primary colours palette consists of 3 main colours: iconic orange, spacial black and bright white (and their gradients : tech greys).

— Colours proportions

- Black is the main colour, supported by a simple bright white.
- The iconic orange must be used sparingly, to pace out your communication and highlight some features or messages.
- To be used 99% of the time.

ICONIC ORANGE
P172 C
R 248 / V67 / B0
#F84300

SPACIAL BLACK
R 0 / V0 / B0
#000000

BRIGHT WHITE
R 255 / V255 / B255
#FFFFFF

**SHADES OF TECH
DARK GREYS**

R25 / V25 / B25

R35 / V35 / B35

R50 / V50 / B50

**SHADES OF TECH
BRIGHT GREYS**

R230 / V230 / B230

R210 / V210 / B210

R190 / V190 / B190



VISUAL ASPECTS OF THE BRAND —COLOURS

IT IS REQUIRED TO:

- Use only colours codes that Mobilize agrees on.
- Follow the colours scheme for each element (text, buttons, etc.).
- Respect the proportion of colour usage on a website.

DO NOT:

- Adapt the colour code.
- Use other colours from other brands on the same page (user journey).
- Add new colours.
- Use too many colours on the same page.

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– VISUALS & GUI

- Official icons and car visuals to be used.
- Buttons and links examples & hero zone rules.

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VISUAL ASPECTS OF THE BRAND

— VISUALS & GUI

— Icons and pictograms

Mobilize pictogram collection has been specifically developed for Mobilize brand. It is to be used for various digital, architectural and events materials. Please make sure you always use appropriate element in your communication.

1 - ACTION / ARROWS

A grid of 40 icons used for navigating and interacting with content in a document. The icons are arranged in four rows of ten. Row 1: Plus, Minus, Plus, Minus, Heart, Bookmark, Star, Checkmark, X, Circle with X, Checkmark, Circle with Checkmark, Down arrow, Square, Square with Minus. Row 2: Checkmark, Cross, Search, Magnifying Glass, Pencil, Paperclip, Delete, Cross in a box, Equal, Plus, Minus, Up arrow, Down arrow, Link, Link, Link, Link. Row 3: Up arrow, Down arrow, Delete, Share, Pen, Speaker, Eye, Scissors, Square, Ellipsis. Row 4: Down arrow, Up arrow, Left arrow, Right arrow, Up arrow, Left arrow, Down arrow, Right arrow, Up arrow, Left arrow, Right arrow, Left arrow, Right arrow, Left arrow, Right arrow.

2 - COMMUNICATION / DATA / TIME

3 - BUILDINGS / PLACES / HUMAN

4 - AUTOMOBILE COMPONENTS / TRANSPORTATION / EV

5 - CONNECTIVITY / DEVICES / SYSTEMS

6 - MEDIA / EMOTICONS / PRIVACY & SECURITY

7 - GESTURES / TOOLS / NAVIGATIONS

8 - SOCIAL MEDIA

9 - DOCUMENTS / BUSINESS / FINANCE

10 - ACCESSIBILITY / DEVELOPMENT

11 - HEALTH / FOOD / NATURE

A row of three icons: a coffee cup with steam, a teacup with a saucer, and a snowflake.

NOTE

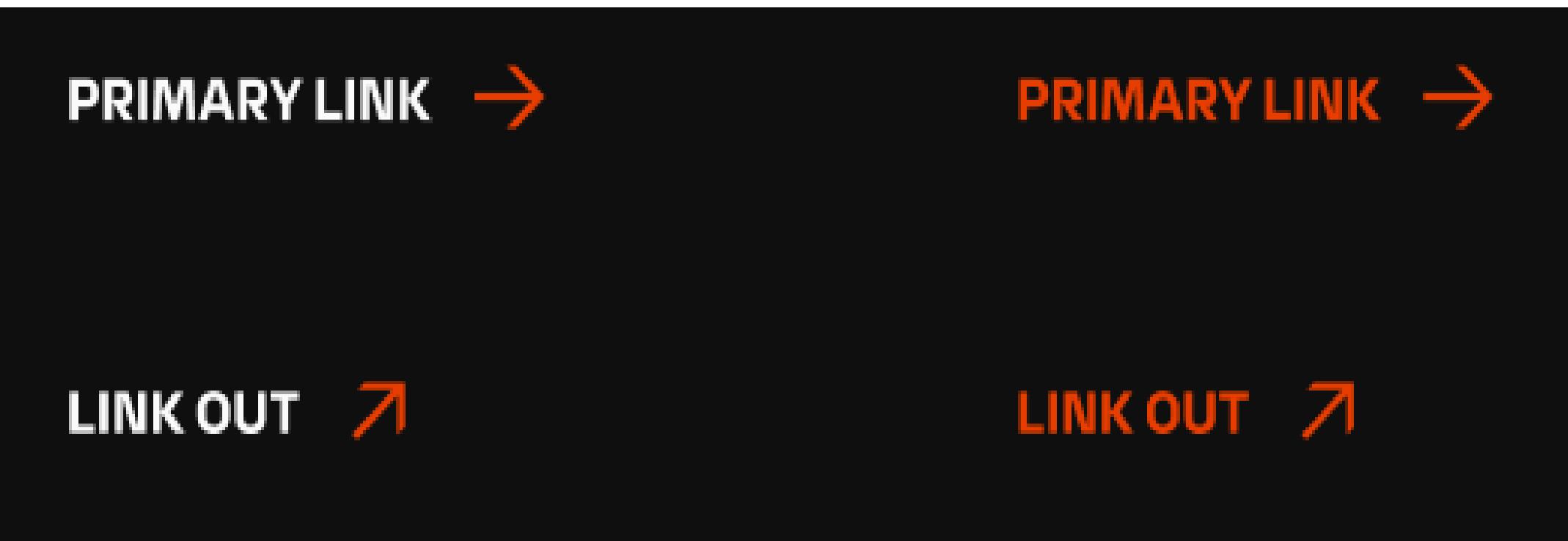
For full list and updates, please refer to the [MOBILIZE BRANDHUB](#)

VISUAL ASPECTS OF THE BRAND

— VISUALS & GUI

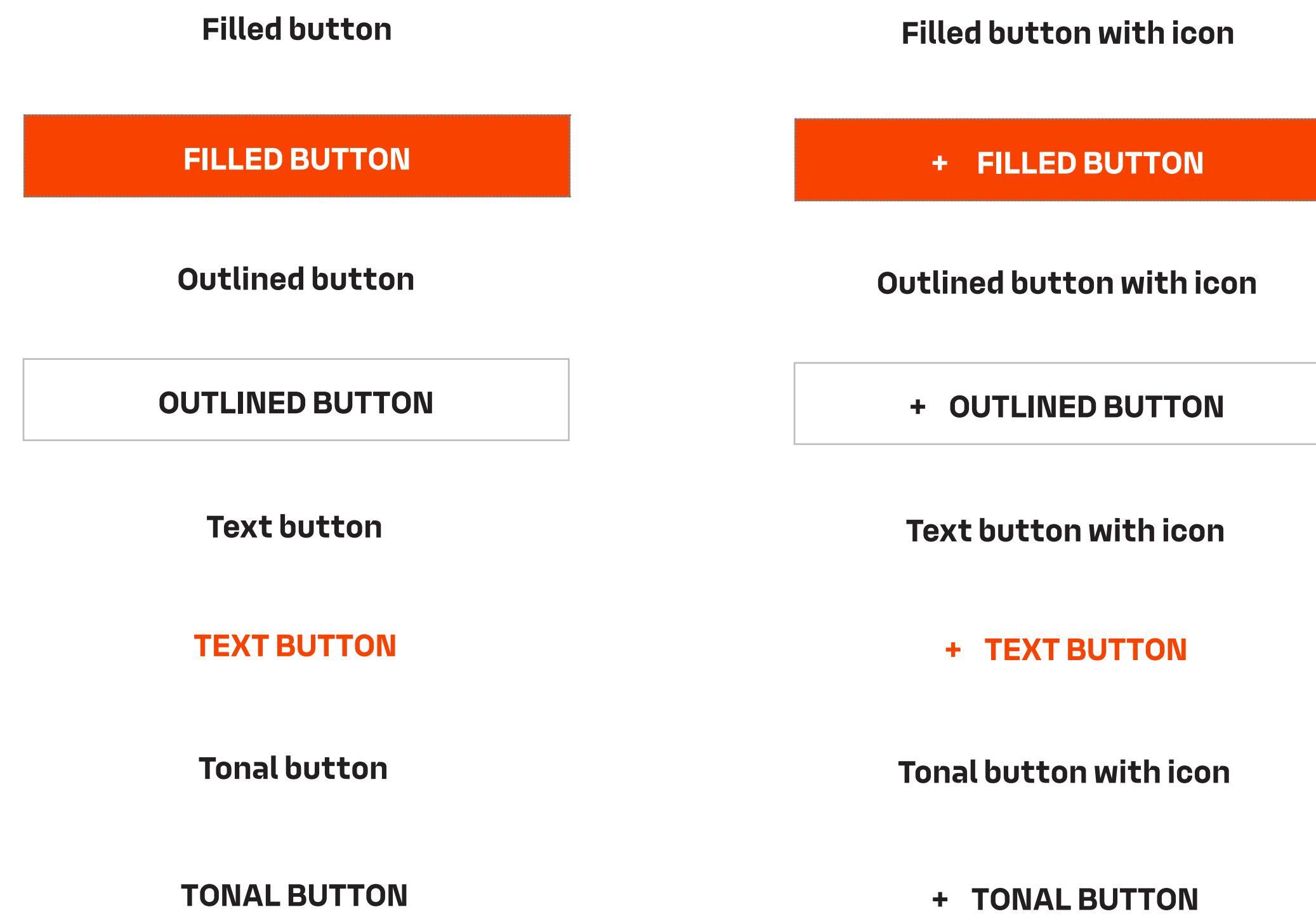
— Categories of links

Please make sure you always use appropriate Link format in a coherent and consistent way.



— Categories of buttons

Use the correct shape and format of the following buttons in a coherent and consistent way.



VISUAL ASPECTS OF THE BRAND

— VISUALS & GUI

— Car image

This is the recommended visual representation of vehicles in new vehicle ranges.



VISUAL ASPECTS OF THE BRAND

— EDITING IMAGES

— Editing images for hero area

Asset format general editing rules

The quality of files used must always be high, clean and crisp.

Image rules

- Maximum of 4MB for good visual quality.
- Saved for web at a minimum of 80% quality (not lower) in .JPG format only.
- Always save in sRGB profile (rather than RGB).

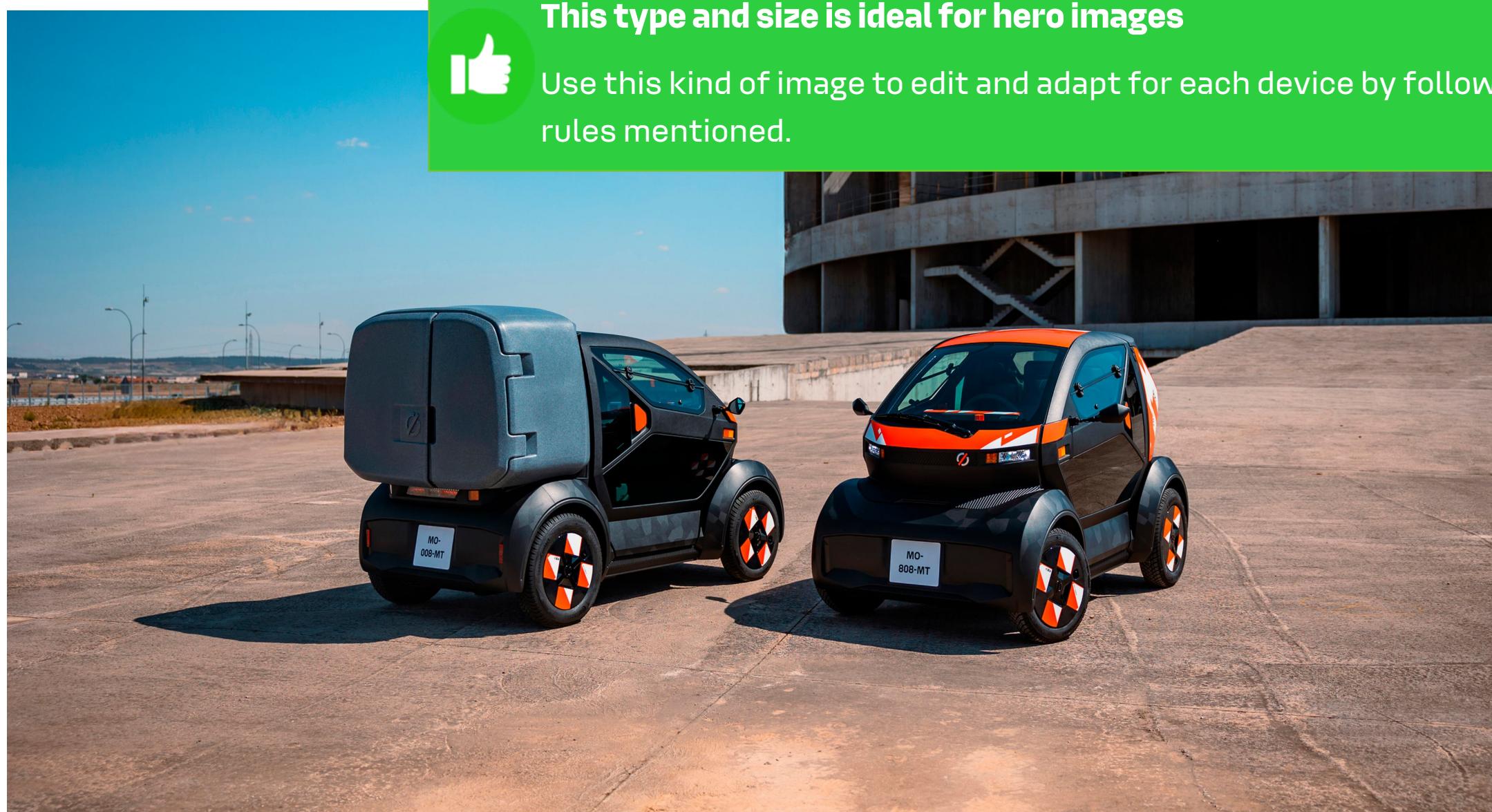
Safe zones for hero images

Always choose HD images, approximately 4500px (.EPS or HD, .JPG file format).

The layout of the hero zone is full-width responsive, so the visual needs to be clear and sharp for bigger screen resolutions.

Choose images where the car is centered to allow enough background to fill the banner areas outside safe car zone (marked by guides).

Do not choose images with not enough background around the car, you will have a difficult time editing the banner to required dimensions outside safe zone.



This type and size is ideal for hero images

Use this kind of image to edit and adapt for each device by following the rules mentioned.



This type and size is not recommended for hero images

This focus is too close and there is no space around the car to be edited and adaptable on multiple devices.

VISUAL ASPECTS OF THE BRAND

— EDITING IMAGES

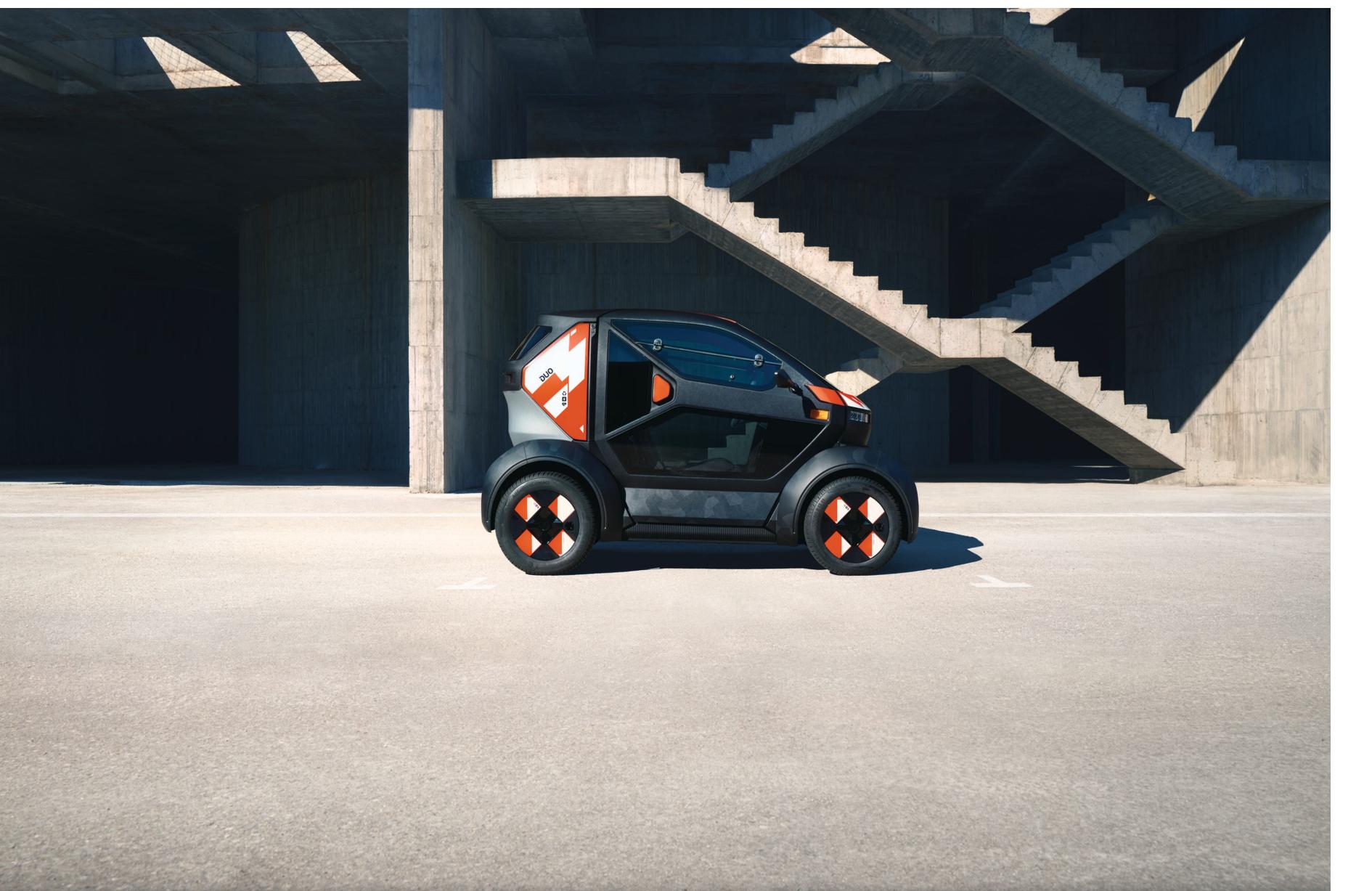
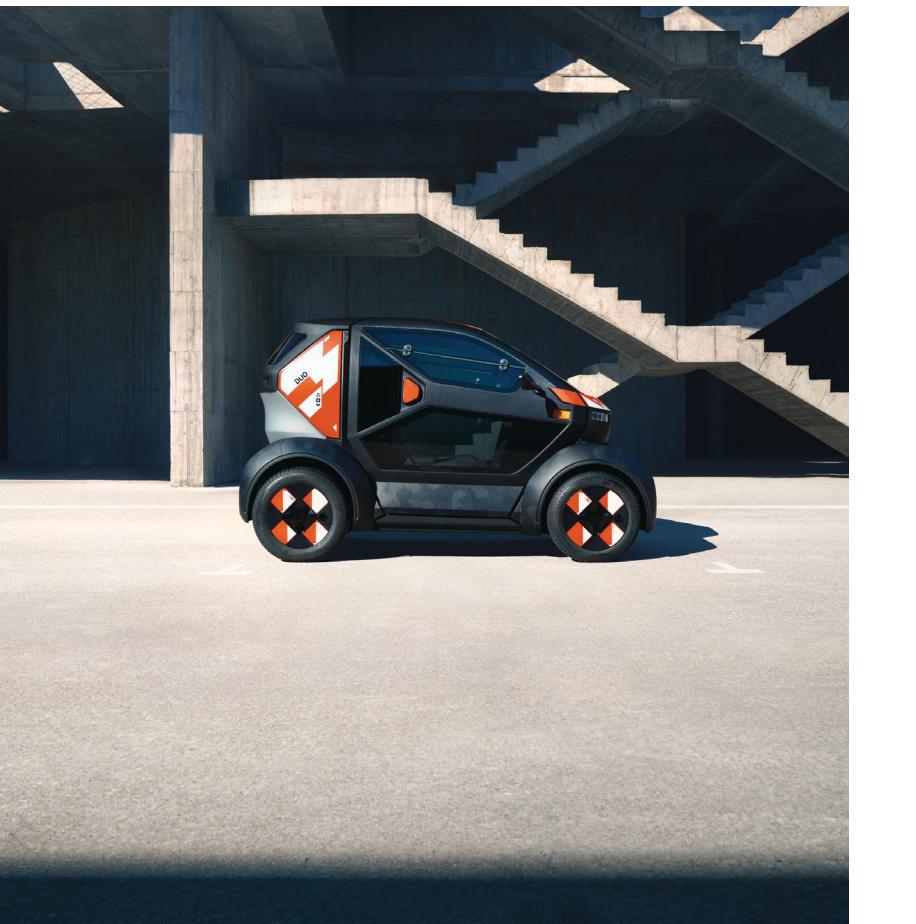
— Editing images for hero area

Safe zones for hero images

Do not choose images of 1280px or similar. They are too small for big size banners (example: 2560 x 1440 px) and the quality of resulting visuals will be very low.

Safe zones rules:

- Keep all cars in the safe area or they may be cut.
- Do not use of extra texts, icons or other visual elements on your banners.
- All texts and mentions should be included in the text box or on the product page itself.



VISUAL ASPECTS OF THE BRAND

— EDITING IMAGES

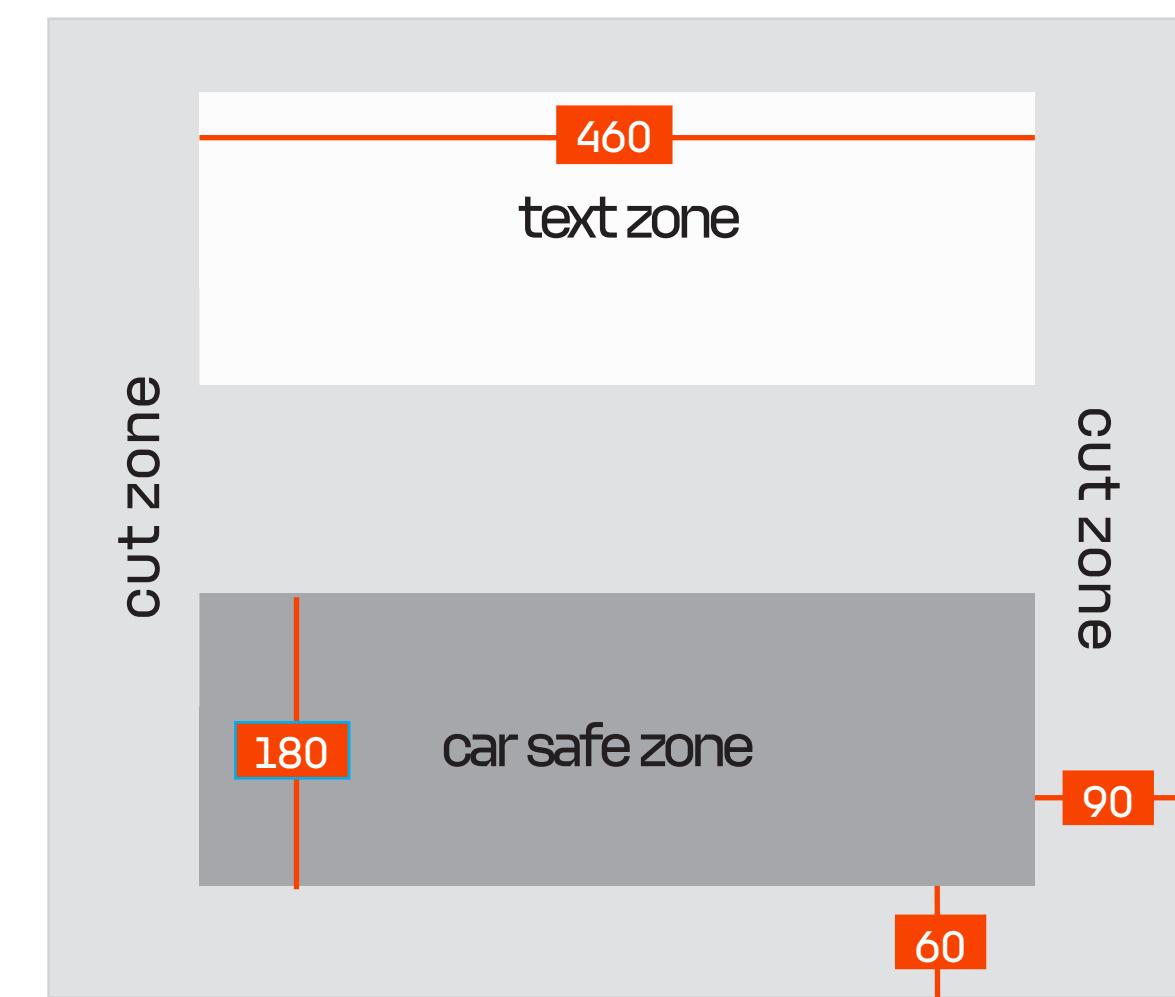
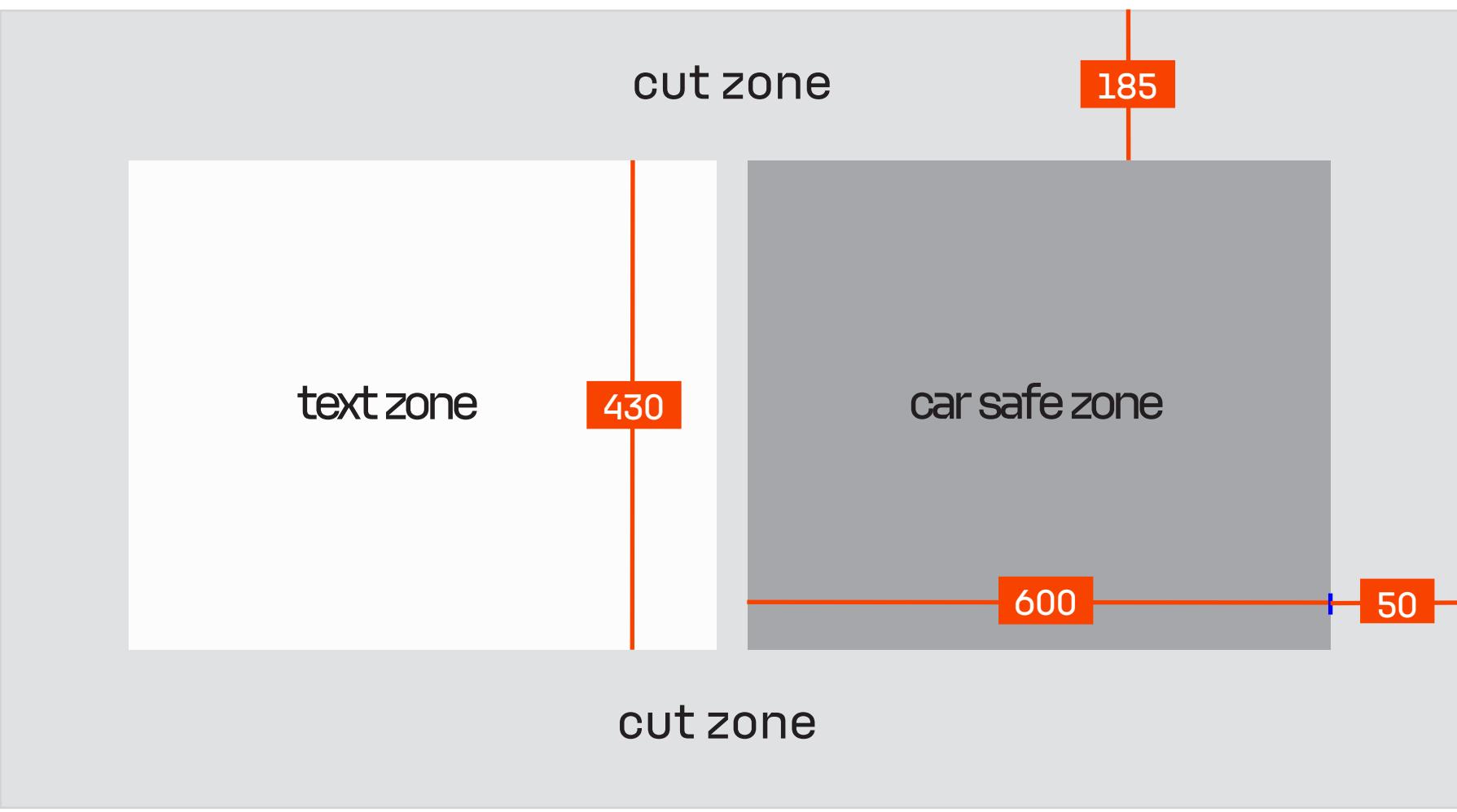
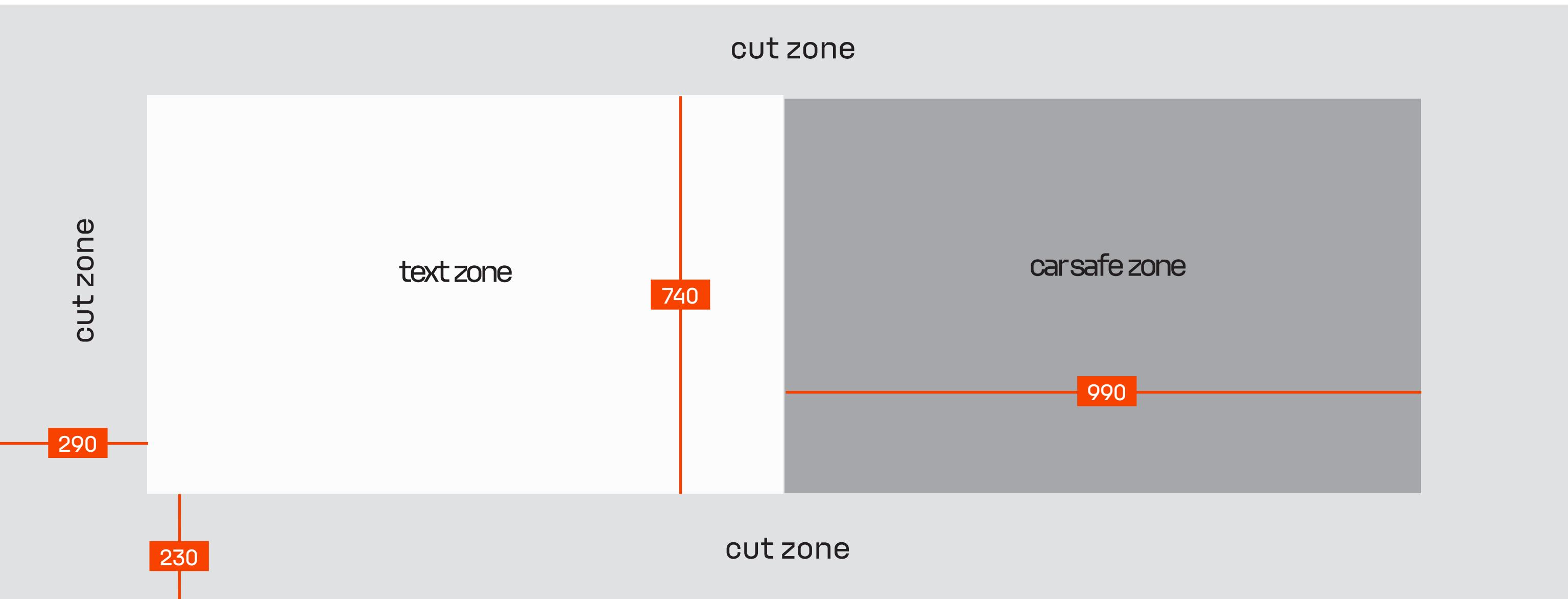
— Safe zone for hero area

Car safe zone can be reversed with text zone as long as the proportion is kept.

Desktop 2560 x1200 px

Tablet 1340 x 800 px

Mobile 640 x600 px



VISUAL ASPECTS OF THE BRAND

— VISUAL ASPECTS OF THE BRAND

IT IS REQUIRED TO:

- Always use official Mobilize or Mobilize approved visuals and follow visual standards
Use the emblem as favicon.
- In the range presentation, use consistency in vehicle images (use the same angle shot for all car images).
- Keep the shadow and the reflection on the ground.
- Make sure that the windows are transparent so that the background can be seen.
- Insert the legal notice adapted to the visual used (description of equipment/version, consumption).
- Use the correct colours of backgrounds and take advantage of the white space.

DO NOT:

- Adding objects, elements, layer, logos or emblems (exceptions can be made with the coordination of the local marketing team) during the editing phase of any image.
- Using icons and visuals that are not part of Mobilize.
- Mixing the visuals, emblems, logos in a small area.
- When editing images, to use other colours outside Mobilize official colours - don't mix fonts, colours of the dealer with the Mobilize image.

02

URL

- **URL and favicon guidelines**

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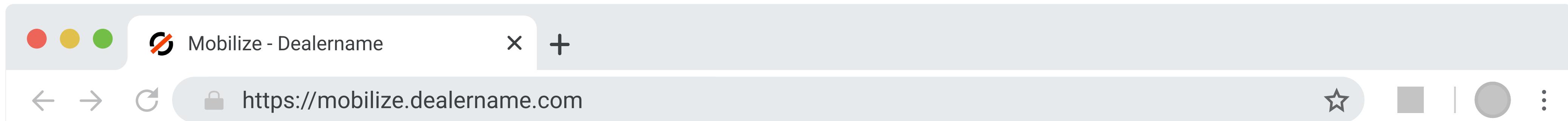
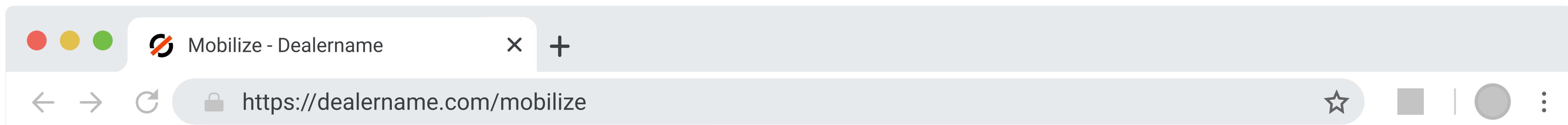
URL

— URL & FAVICON

The dealer's website URL is the easiest way to access the Renault Group's brands environment. The domain name must not suggest an official Renault Group's brand website. The aim is to clearly differentiate the dealer's website from the corporate brand's website.

Website favicon

Use the black favicon on white background with the orange slash. You need to have a split between favicon and Mobilize name, as this is a visual element. The favicon is a branding element, unique to each brand and for the user journey on your website. Its role is to help visitors to identify your website easier when they have multiple tabs opened. It is forbidden to alter/readjust favicons on the user journey - the dealer's favicon is to be added only on a neutral page. Favicon is the entrance door, next to the URL, to the brand's universe. Thus, the favicon must respect the standards presented in this guide.



Website URL

In order to ensure a smooth user journey and a clear distinction : use the name of the brand and dealer name. It is encouraged to create sub-domains as follows: mobilize.dealernname.com or dealernname.com/mobilize.

It is not advisable to have a sub-domain consisting only of the name of the dealer (dealernname.com).

The website needs to have its security certifications up to date, as well as other privacy related topics. When choosing a new web domain please have in mind the following principles: keep it simple and avoid using long names; use a “-” to separate words if it is too long.

- i.e. mobilize.dealernname.com (avoid adding the brand's name at the end of the domain).

03

GENERAL ASPECTS OF THE BRAND

- **Showcase the required elements on the homepage**

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3.1

– MOBILIZE ENVIRONMENT

- UX rules for multibrand or Renault Group environment

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GENERAL ASPECTS OF THE BRAND — MOBILIZE ENVIRONMENT

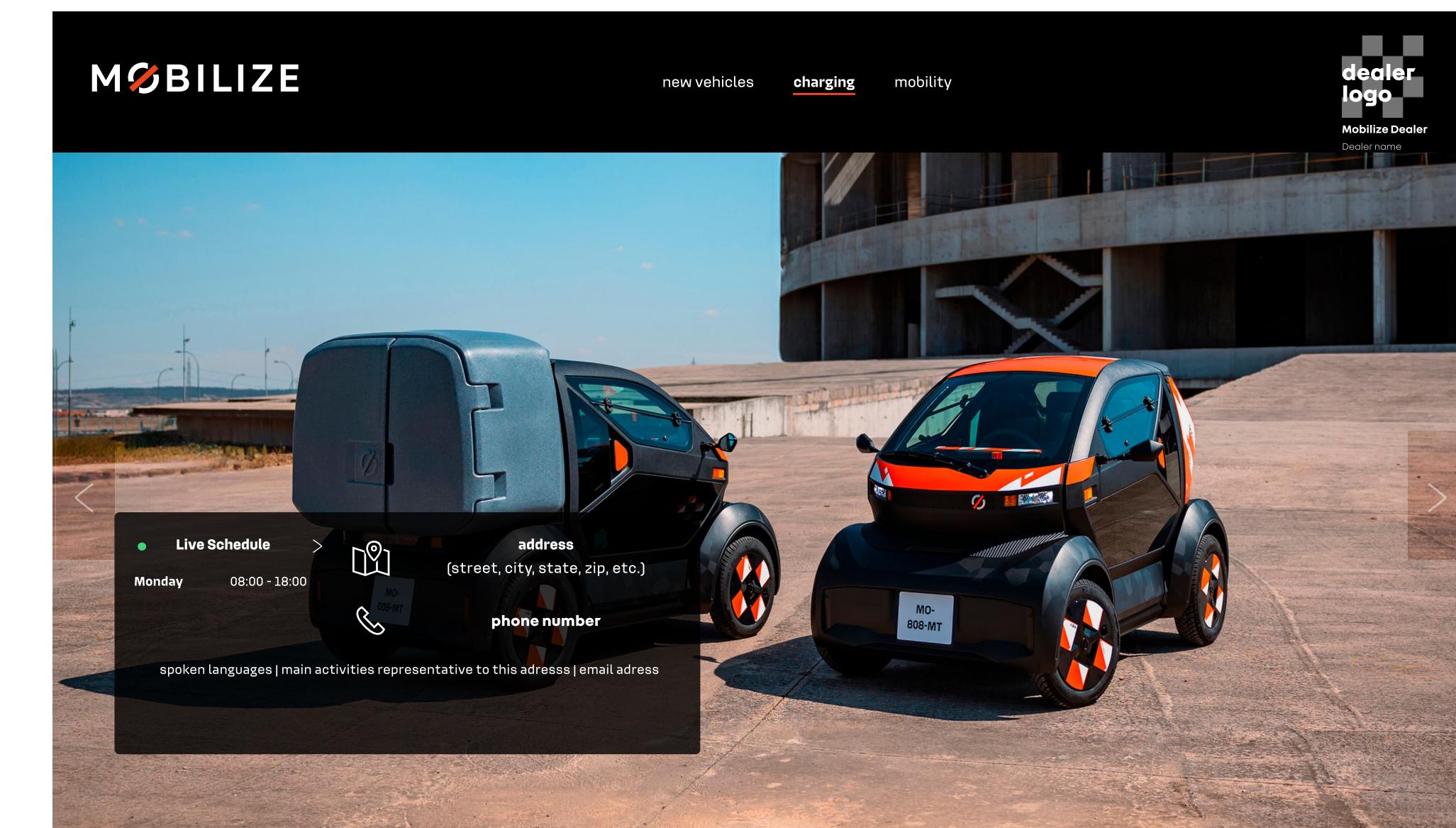
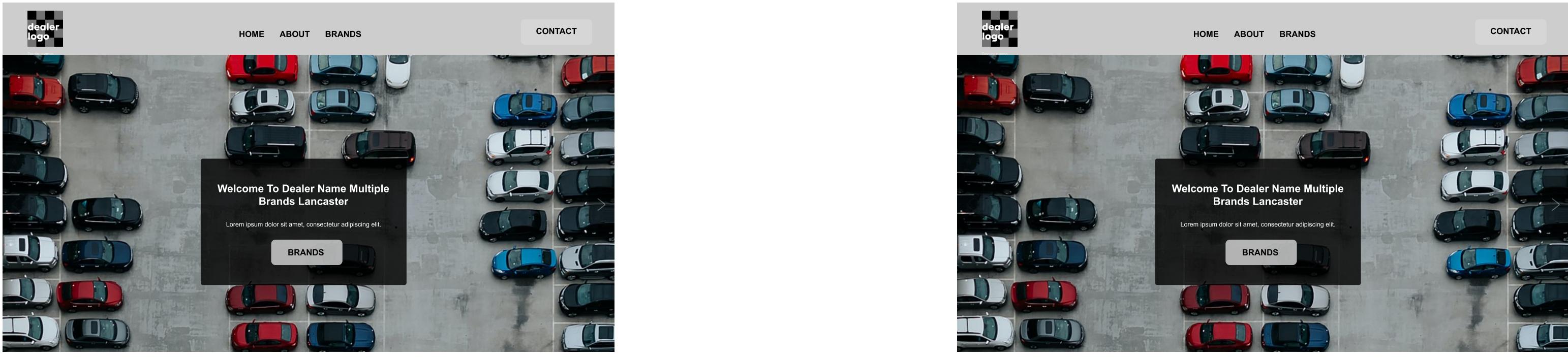
— Multibrand / Renault Group user journey

it is best to create a simple “neutral page” which supports all brands logos presentation.

Each logo would be the entrance point of their dedicated landing page. Make sure to display Renault Group brands logos in the correct order (Renault, Dacia, Alpine, Mobilize) weather the dealer deals only Renault Group vehicles or it has multiple other brands shown together.

The Renault Group brands should be displayed together with no interruption in their order.

Make sure that the user can access the Mobilize brand page through the Mobilize logo displayed on your dealer group home page.



GENERAL ASPECTS OF THE BRAND — MOBILIZE ENVIRONMENT

— Mobilize homepage

On a home page, it is important to display at least 3 elements:

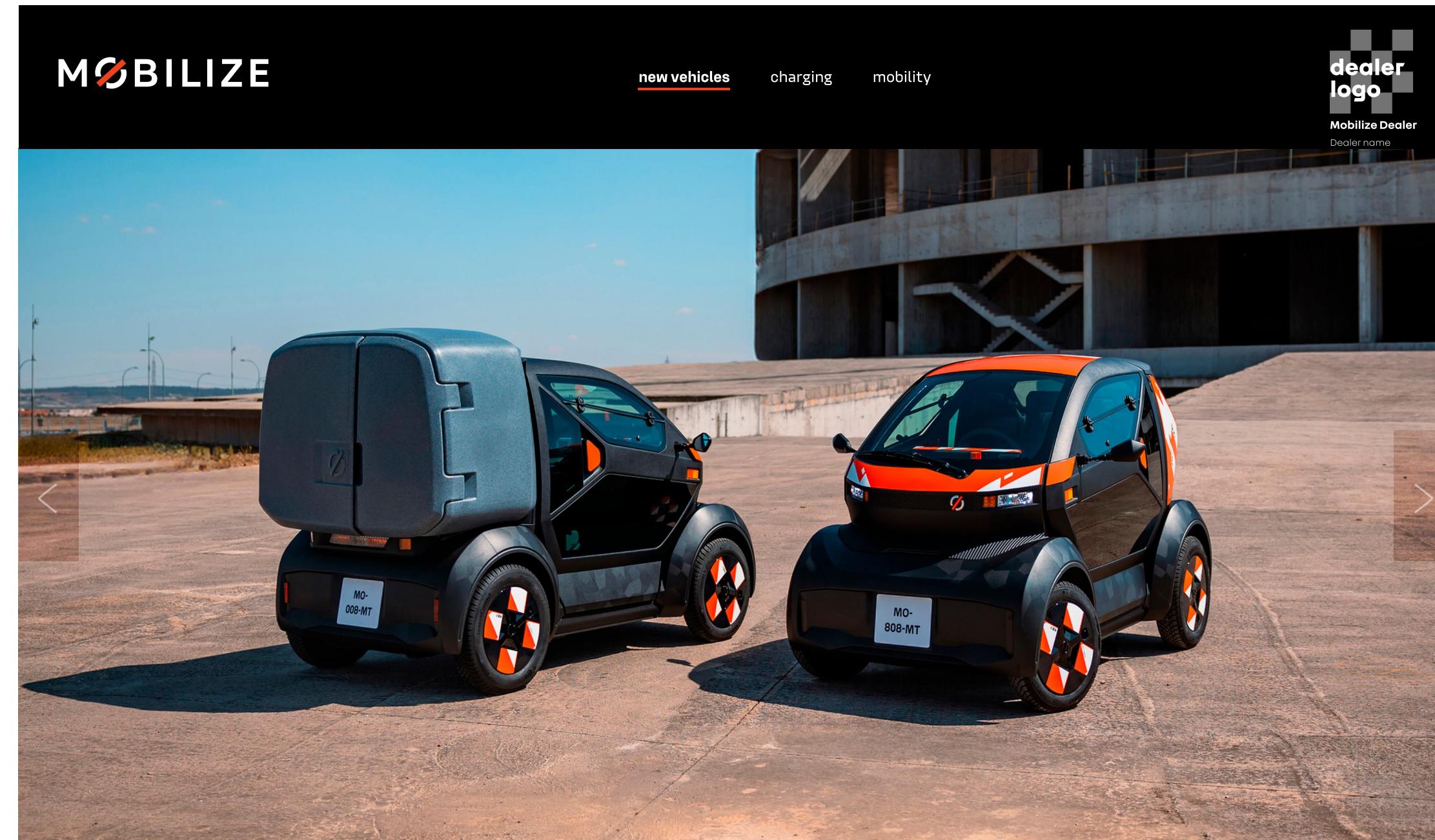
- Navigation bar (black background).
- Hero image (slider or static with or without CTA).
- Range of New Vehicles (image, car name, price and CTA).

To make the customer experience more seamless you need to have a dedicated Mobilize brand environment with a specific navigation bar.

Customers who are looking for information about the products and services would have an easier access to them.

— Dealer's Mobilize on other devices

- Make sure the website is built using responsive web design, so that you may know if your content adjusts to different screen sizes.
- If you're using a content management system, your design templates are likely to be adaptable on any device (mobile or tablet).



MOBILIZE RANGE



Mobilize Duo

Starting from : XXXX€
grade name and details for the model starting price;
legal notice etc.

DISCOVER



Mobilize Bento

Starting from : XXXX€
grade name and details for the model starting price;
legal notice etc.

DISCOVER

GENERAL ASPECTS OF THE BRAND — MOBILIZE ENVIRONMENT

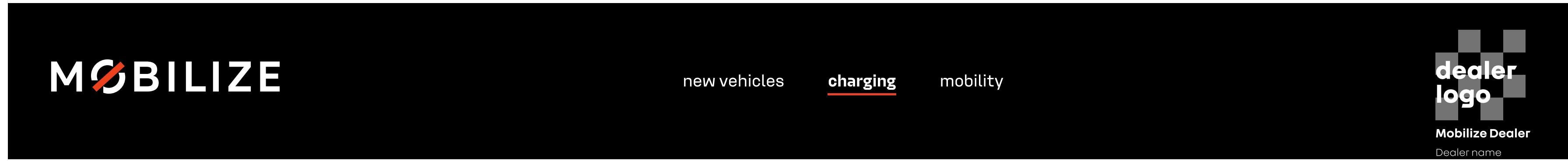
— Homepage - navigation

THE NAVIGATION BAR NEEDS TO CONTAIN:

- Black background.
- Mobilize logotype and the dealer's logo in the opposite side (if case needs it).
- The menu should consist of new vehicles button (minimum requirement).
- Optional to have CTA (to corporate website, 3D configurator, etc), contact details and information about car sharing and charging highlighted in the main navigation bar as a separate category.

Use the Mobilize logotype in the navigation bar as a redirection link to the Mobilize homepage.

You may have the option to go to the dealer's group global homepage (presenting the group and not other brands) through the dealer's logo by opening a new tab.



note

You can find more details on rules for New Vehicle (images, car name, price and CTA) in [chapter 4](#).

This visual representation is only for demonstration purposes. You can use the visual representation as an example to build your Mobilize home page. Please make sure that all brand elements are used correctly and in accordance with Renault Group brand strategy.

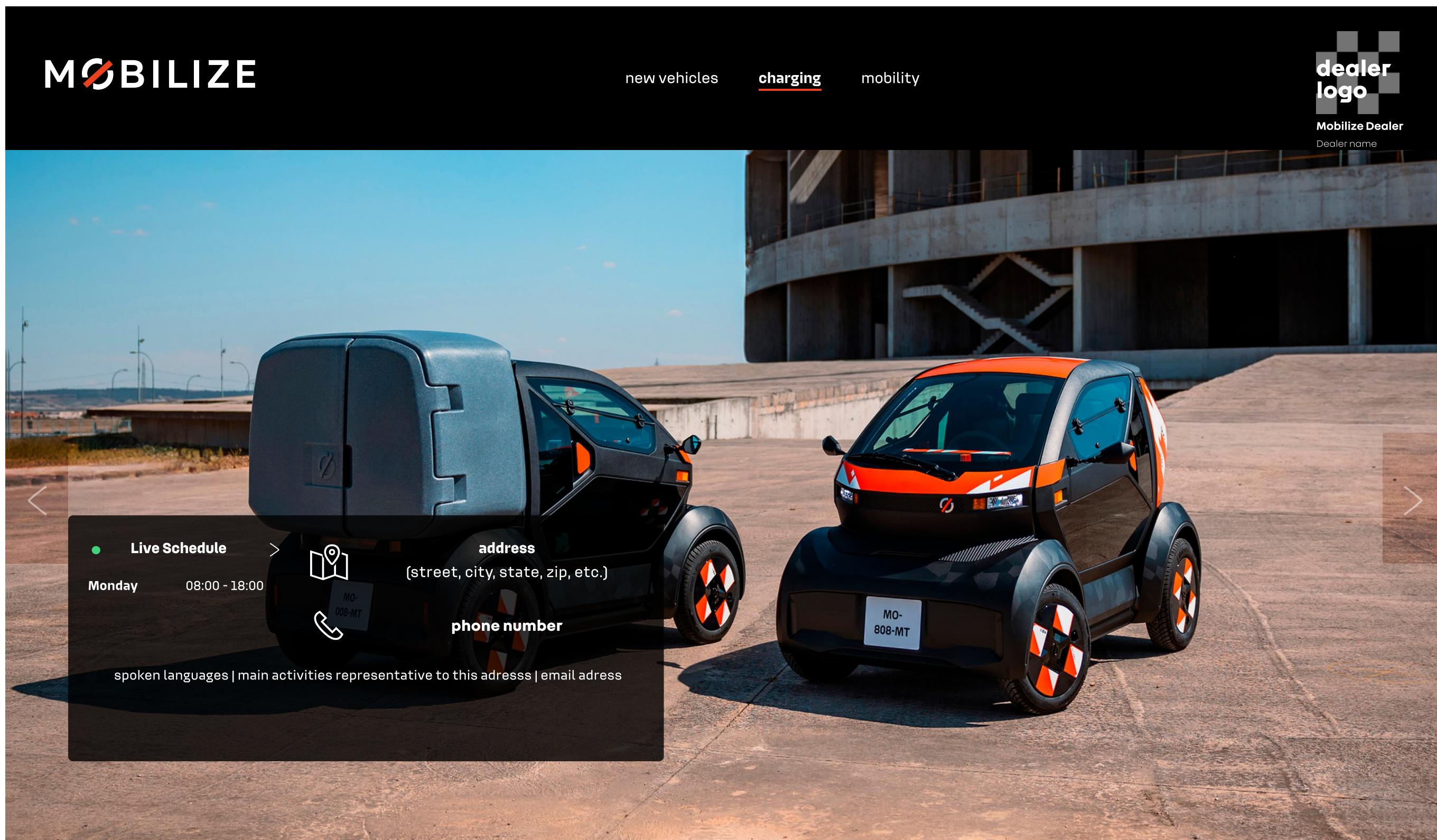
GENERAL ASPECTS OF THE BRAND — MOBILIZE ENVIRONMENT

— Hero Image

Have an overlay text box over the first image as «Welcome» card. If there is a slider of images - the welcome message should be visible only on the first image. It may include details of the dealership (schedule, address, language, etc.) The format, size, and type of image should be consistent with Mobilize's guidelines. (Chapter1)

Avoid overcrowding the hero image section with too many elements.

Use images provided by Mobilize or that ones which respect the visual identity guidelines of Renault Group.



GENERAL ASPECTS OF THE BRAND

— MOBILIZE ENVIRONMENT

— New vehicle range

The new vehicle range must be only Mobilize brand cars.

FOR THE RANGE, IT IS IMPORTANT TO HAVE:

- Only Mobilize new vehicles.
- Image, name, price and CTA to car pages (corporate or locally created).
- The display of the cars has to be in accordance with the local corporate website cars presentation.
- Car images have to spaced out and must have the same size and orientation for consistency purposes.

MOBILIZE RANGE



Mobilize Duo

Starting from : XXXX€
grade name and details for the model starting price;
legal notice etc.

[DISCOVER](#)



Mobilize Bento

Starting from : XXXX€
grade name and details for the model starting price;
legal notice etc.

[DISCOVER](#)

note

You can find more details on rules for New Vehicle (images, car name, price and CTA) in

This visual representation is only for demonstration purposes. You can use the visual representation as an example to build your Mobilize home page. Please make sure that all brand elements are used correctly and in accordance with Renault Group brand strategy.

3.2

– DATA PRIVACY

- Data privacy reminder

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GENERAL ASPECTS OF THE BRAND — DATA PRIVACY

According to the EU General Data Protection Regulation, or other local data protection laws, it is mandatory to systematically inform a data subject before collecting his/her information.

A Dealer is considered as Data Controller when processing the personal identifying information of the user on its own digital tools (web sites, DMS,..). As such, the Dealer is solely accountable, towards its local data protection authority, for complying with the local data protection law.

Therefore, it is strongly recommended for a Dealer to respect the hereunder prerequisites on every web site managed under its sole responsibility :

- Respect the duty to inform the user on the processing of his/her information.
- Respect the obligation to collect a consent for commercial prospecting.

Duty to inform the user

The Dealer has the duty to inform the user as soon as his/her personal information is collected. This obligation is the backbone of all data protection laws and implies to respect 3 levels of information on any website processing user's information:

- Short information notices: all digital form meant to collect the user's personal information (request for contact, request for a test-drive, request for information, customer complaint...) must include a short notice :
 - Detailing which entity is processing the data, is the entity processing the data as Data Controller, as Joint Data Controller (in case of joint controllership, obligation to name the entity which Joint Controller), what is the purpose of the data processing.
 - Reminding the user of his/her rights regarding his/her data, informing of the Dealer's Data Protection Officer email address and informing on the possibility to review the Dealer's Data Protection Policy.
- Information on cookie policy: a banner must be displayed when a user first arrives on the Dealer's domain name, regardless of which page he/she arrives on.
 - This banner shall be regularly displayed based on recommendations from local authorities (e.g. for France, every 6 months). This banner must include a link to the list of partners wishing to use cookies to measure audience and website performance, to show personalized and/or location-based advertising and content (if needed), and to enable the user to interact with the Dealer's contents through social networks.
 - The "Cookie Policy" must be accessible via a button "Read our Cookie Policy" in the footer of the website. It will redirect the user to a dedicated page that provides information about cookies in accordance with the GDPR, e-Privacy directive (or other local data protection laws), and other applicable transparency requirements and guidelines ("Cookie Policy") and allows them to open the consent management platform to manage their choices.

GENERAL ASPECTS OF THE BRAND

— DATA PRIVACY

The Cookie Policy must detail the different types of cookies use on the website

- * Technical cookies
- * Social cookies
- * Personalised advertising and content cookies
- * Analytics cookies, and allow the user to understand which type of cookies are used by the Dealer's partners.

- Information on the Dealer's Privacy Policy: it is mandatory to give to the web user all information on how his/her personal information is being processed by the Dealer. Therefore, each Dealer must provide access to its own Privacy Policy via a link "Personal data" or "Privacy Policy" located in the footer of the website, which will redirect the user to a dedicated page that provides a clear and unambiguous information about the way the Dealer processes the data subject information.

The Privacy Policy must contain all the necessary information as requested by the GDPR, as the following:

- Which entity is processing the user's information?
- Which information is processed and for which purpose?
- Who has access to the user's data?
- What are the rights of the user regarding his/her collected information?
- How does the Dealer make sure the user's information is secured?

NOTA: the Dealer acting as Data Controller on its own website, its Privacy Policy must be specific to its legal entity.

GENERAL ASPECTS OF THE BRAND — DATA PRIVACY

Obligation to collect a consent for commercial prospecting

To be able to perform Commercial Prospecting on its users, a Dealer HAS TO collect a dedicated consent on its website; the Legal Base "Consent" being the only one considered valid by the GDPR for targeting final customers or prospects in marketing campaigns.

Reminder: to be considered valid, the consent collected by the Dealer on its website must respect the following rules:

- The purpose of the data processing must be clearly presented
- The consent can be for only one purpose at a time
- The consent must be given directly by the user on a voluntary basis
- The user must be free to give his/her consent or not.
- The user must also be proposed a way to cancel his/her consent whenever he/she changes his/her mind.

According to the EU e-Privacy regulation, the user must also give his/her specific consent for each digital channel of communication to be used by the dealer (email / sms). Dealers from non-EU countries need to check with their Data Protection Officer for which communication channel a specific consent is required by local data protection law.

NOTA: all Dealers have also the obligation to keep a proof of the consent given by user and to present it if requested by their local data protection authority.

04

ACTIVITIES

- **New vehicles range, care sharing and charging activities - type of content**

[Return to content](#)



4.1

— NEW VEHICLES

- New vehicles set-up page

[Return to content](#)



ACTIVITIES

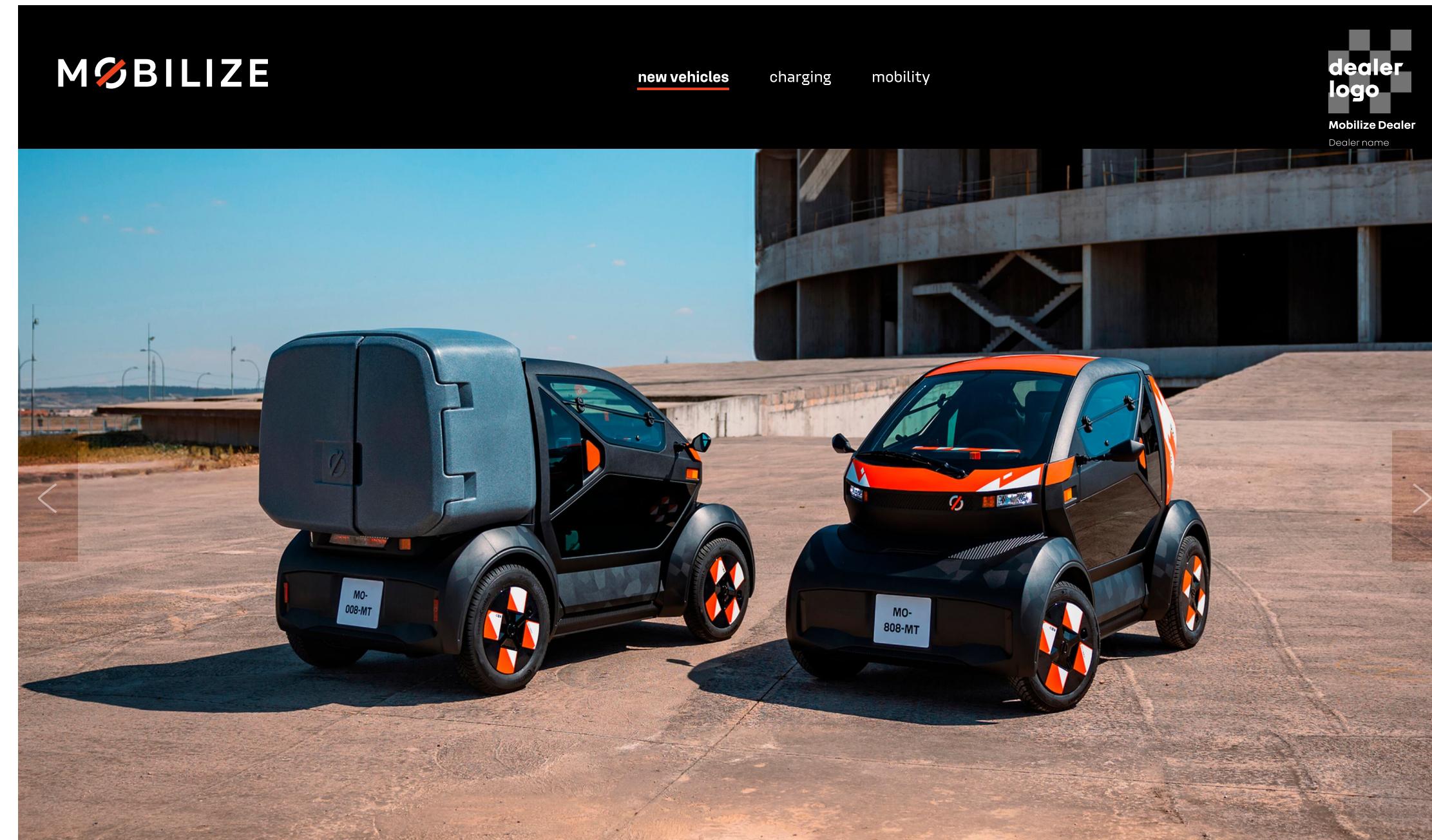
— NEW VEHICLES DUO & BENTO PRESENTATION

— Rules for general layout of the car picker:

Use only Mobilize cars - no multibrand (not even Renault Group brands) are allowed for display.

Make sure to keep the naming updated with the local Corporate Mobilize website:

- Use the name of the brand + name of the car
 - * Mobilize Duo
 - * Mobilize Bento



MOBILIZE RANGE



Mobilize Duo

Starting from : XXXX€
grade name and details for the model starting price;
legal notice etc.

DISCOVER



Mobilize Bento

Starting from : XXXX€
grade name and details for the model starting price;
legal notice etc.

DISCOVER

ACTIVITIES

— NEW VEHICLES

DUO & BENTO PRESENTATION

— Details on vehicles range

- Provide the necessary information for each vehicle (name, price, legal details when necessary)
- Display starting price and optional monthly price payment as per MFS agreement on your local market.
- If you present discounted prices do not cross the old price
 - highlight the name of the deal, link to discount offered & legal agreement.
- Clearly mention that the dealership is the one authorized by Renault Group's brand to sell the vehicle (the website does not sell cars).
- Link 1# CTA (Call To Action) "discover" to:
 - * The local corporate website car page - if there is no Mobilize car details presentation page on the dealer's website.
 - * The Mobilize car details page (OPTIONAL) within the dealer's website.
- OPTIONAL: Link 2# CTA (Call to Action) "details" to:
 - * Use a second CTA to download brochure or Book a test drive.
- Do not redirect CTAs to other vehicles (Renault Group and non Group brands included)!



Mobilize Duo

Starting from : XXXX€

grade name and details for the model starting price; legal notice etc.

DISCOVER

ACTIVITIES

— NEW VEHICLES

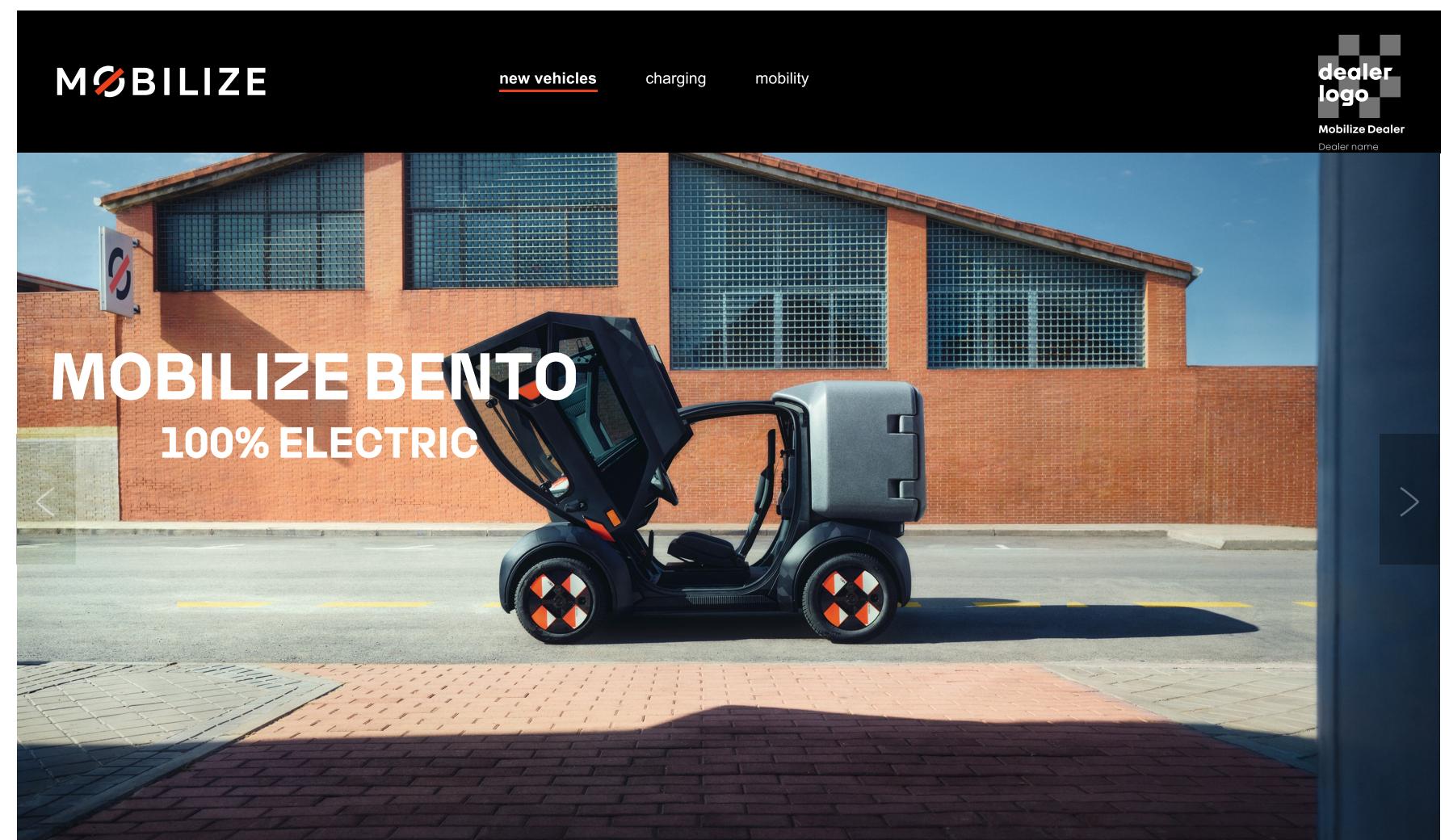
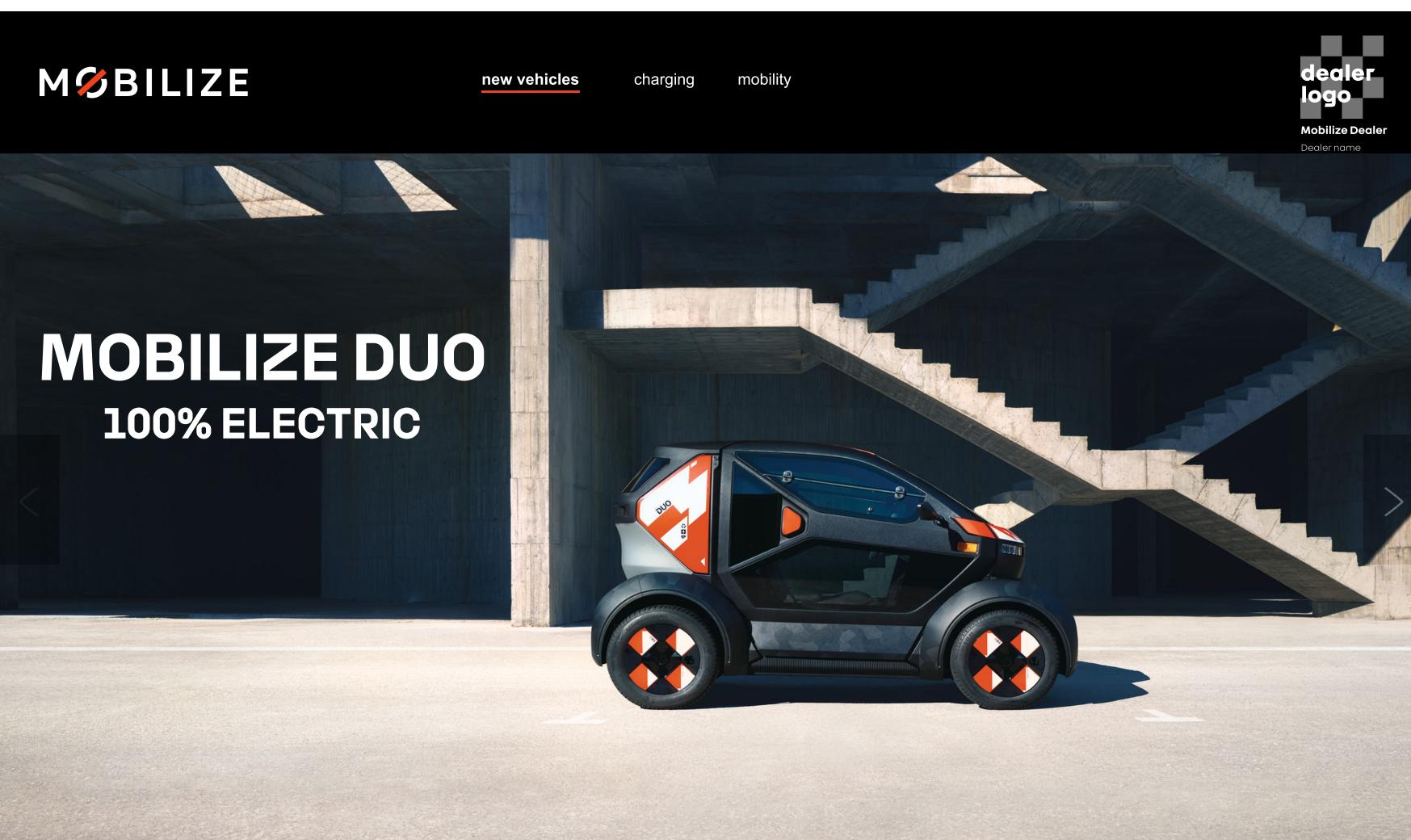
CAR DETAILS PAGE

— Dedicated product page

- From the car picker, through CTA, the user should land on a dedicated product details car page.
- Each vehicle presented in the range should have a dedicated landing page (either one build in the dealer's page or redirected to the Mobilize corporate website car page).
- It is recommended to redirect visitors to the country's Corporate website core functionality (3D configurator, car comparator, forms) to create a seamless user journey.

— Remember to!

- The hero image (the slide static with CTAs) should show the model's name and a marketing claim, as well as a CTA.
- If the price is not displayed here, a separate element must include such information.
- Use this page to add Call To Action to contact by forms, book a test drive.
- Add a submenu with all the pages related to the car page.



4.2

– CHARGING

- Charging activities set-up page

[Return to content](#)



ACTIVITIES

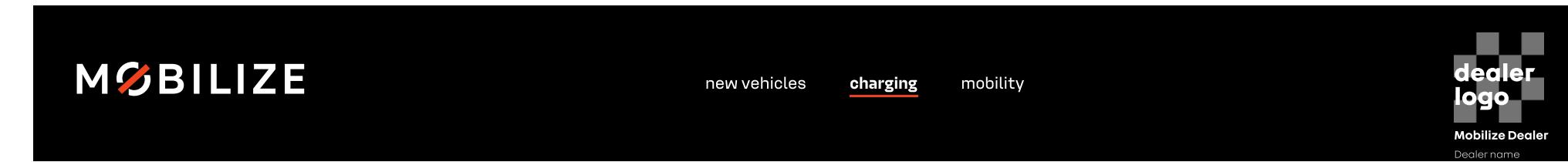
— CHARGING

— Charging services' navigation

Use the "Charging" navigation button to display the charging services and offers.

- You can use different CTAs
 - * Charge on the road:
 - Charge pass
 - Fast charge
 - Precise according to the offers availability in the country
 - * Charge at home:
 - Powerbox
 - Power solutions
 - Power - V2G bi-directional charge after Power
 - Smart charge
 - Precise according to the offers availability in the country

It is advisable to redirect the visitor to the Corporate website dedicated page on Mobilize charging to ensure the best user journey to the customer.



CHARGING SERVICES



charge at home

- powerbox
- power solutions
- power
- smart charge

[DISCOVER POWERBOX](#)



charge on the road

- charge pass
- fast charge

[DISCOVER CHARGE PASS](#)

4.3

– MOBILITY

- Car sharing set-up page

[Return to content](#)



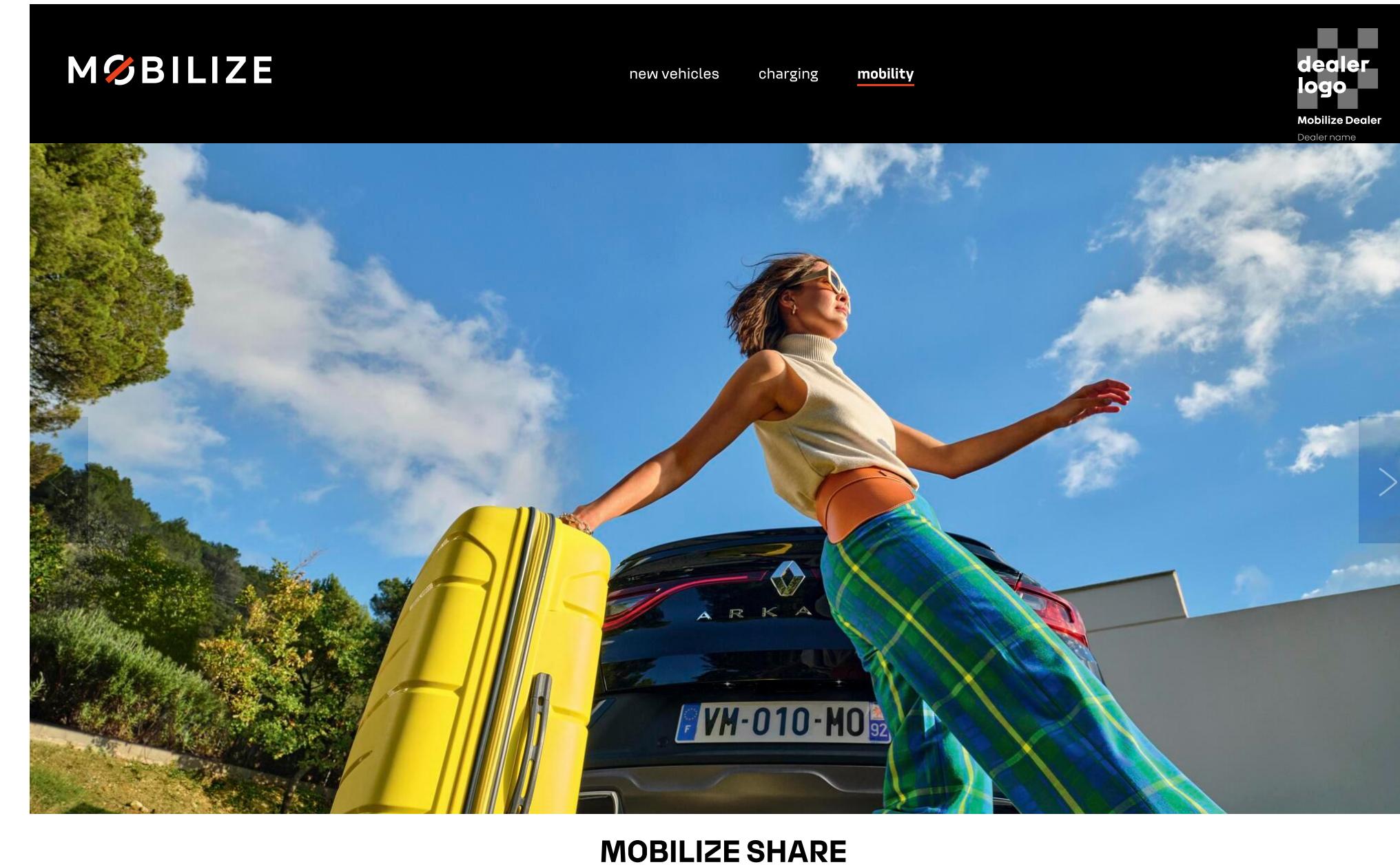
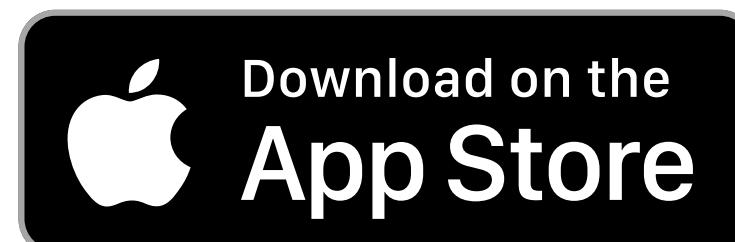
ACTIVITIES — MOBILITY

— Mobility navigation

Use the “mobility” navigation button to display the mobility services and offers.

- You can use different CTAs
 - * to make appointments
 - * to book vehicles
 - * to download the Mobilize Share application: through QRcode or mobile application store.
 - * to find the nearest Mobilize location.

It is advisable to redirect the visitor to the Corporate website dedicated page on Mobilize share to ensure the best user journey to the customer.



MOBILIZE SHARE



LOCATION MOBILIZE SHARE

05

E-REPUTATION

- **Duo & Bento integration on the Renault Google business profile (GBP)**

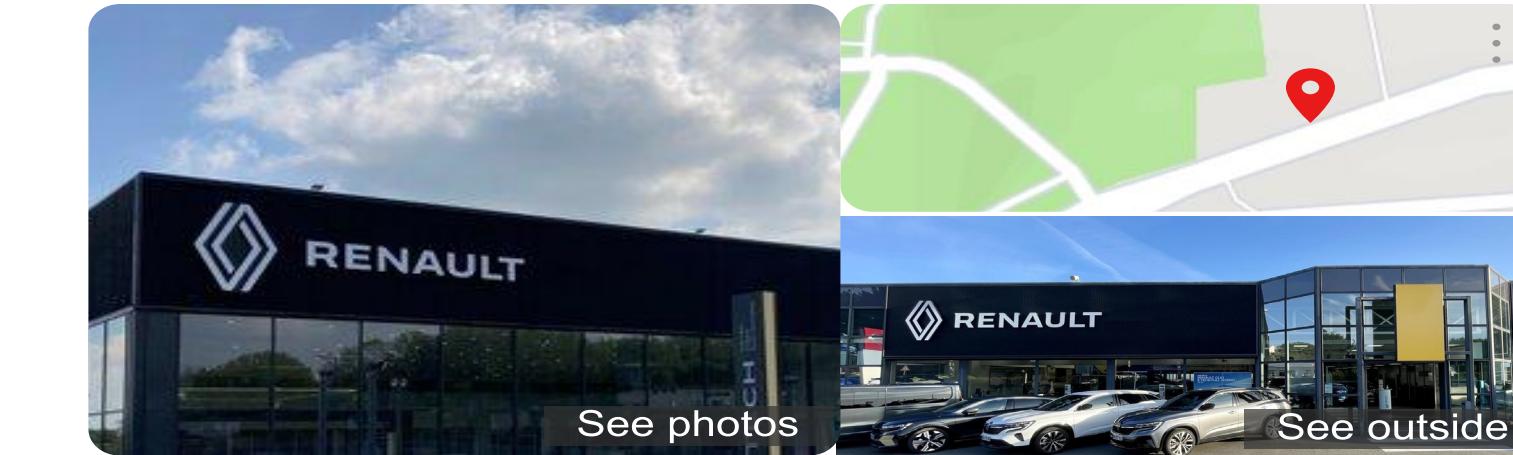
[Return to content](#)



GOOGLE BUSINESS PROFILE —DUO & BENTO INTEGRATION

For Renault dealers that are commercializing Duo & Bento, it is recommended to add Duo & Bento car presentation in areas used for Renault products presentation as well.

- **Photos:** you can add photos of your showroom where Duo & Bento are displayed.
- **Products:** display of the Mobilize vehicle in addition to the Renault New Vehicles range.



Renault City Name

[Website](#) [Directions](#) [Save](#) [Call](#)

4.9 (1.2K)

Service options: In-store shopping · In-store pick-up · Delivery

Address: n° + street + City name

Hours: **Closed** · Opens 8:30 AM

Phone: +XX XX XX XX XX

Appointments: xxxxxxxxxx.fr

[Suggest an edit](#)

Questions & answers

[Ask a question](#)

[See all questions \(5\)](#)

Reviews

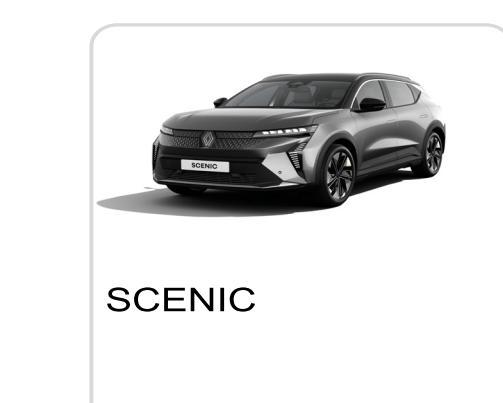
[Write a review](#) [Add a photo](#)

[1,258 Google reviews](#)

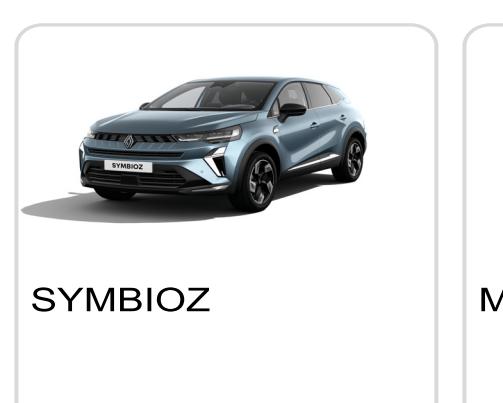
Contact

Appointments: lead form renault.dealernname.com/xxx

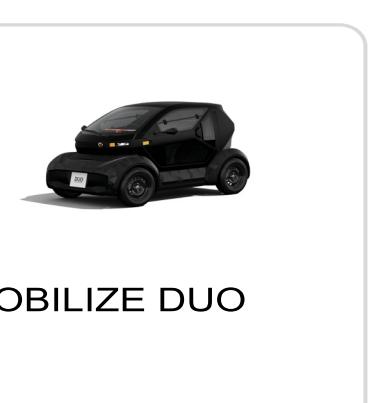
Products



SCENIC



SYMBIOZ



MOBILIZE DUO

06

SOCIAL MEDIA

[Return to content](#)



SOCIAL MEDIA — VISUAL AND COMMUNICATION RULES

Rules for communication and interaction on social media:

- Your posts about Mobilize products and services must be published in your Renault and/or Dacia social media account
- Use visuals from the Mediatheque as often as possible. For services linked to energy, you can use the Renault/Dacia/Alpine visuals of the cars where the Mobilize PowerBox, Mobilize Charge Pass, etc. are integrated.
- For stand-alone products & services such as Mobilize Duo/Bento, Mobilize Fast Charge and Mobilize Share, you can also download the associated visuals from Mobilize in the Mediatheque.
- To highlight your own dealership and events, you can use your pictures and videos while complying to the guidelines provided. For more details, contact your Renault Group local marketing department.
- Please use the visuals as they are. Don't add any branding, effects, emojis or text on the pictures and videos.
- Respect the editing calendar provided by corporate/country.
- Use only qualitative and up-to-date visuals. Import them in the best resolution.
- Ask and coordinate with the network manager about offers or campaigns.

SOCIAL MEDIA — VISUAL AND COMMUNICATION RULES

IT IS REQUIRED TO:

- Use the right nomenclatures of the vehicle and its strengths in your post descriptions (e.g. Mobilize Duo 45 Neo)
- Use the @Mobilize tag in the post to identify the brand (including in Stories)
- Instagram tag: @mobilize_[country]
- Tag Threads: @mobilize_[country]
- Facebook tag: @mobilize
- LinkedIn Tag: @mobilize
- Tag TikTok: @mobilize
- Tag X: @wearemobilizers
- Use the # provided in the post descriptions (#Mobilize, #RenaultGroup)

DO NOT:

- Change the visuals made available to you in any way.
- Over communicate (1 to 2 posts per week maximum)
- Mix Renault & Mobilize brands on posts
- Add any graphic elements (text, GIFs, stickers) to your photos and videos
- Compare Duo to Twizy or to the competition (e.g. Citroën AMI)
- It is recommended not to post on LinkedIn on weekends. Posting during Saturdays and Sundays results in reduced visibility for your content, as it will be drowned out by the previous week's flood of activity or go unnoticed over the weekend. It is therefore best to publish during the week to maximize the impact of your post.

RESOURCES AND ANNEX

[Return to content](#)



RESOURCES & ANNEX

LINKS AND RESOURCES

DESIGN SYSTEM: <https://www.brandhub.groupe.renault.com/brands/mobilize/digital-4/design-system>

CORE COMPONENTS: <https://www.brandhub.groupe.renault.com/brands/mobilize/digital-4/core-components>

FAVICON: <https://www.brandhub.groupe.renault.com/brands/mobilize/digital-4/favicons>

AVATARS: <https://www.brandhub.groupe.renault.com/brands/mobilize/digital-4/avatars>

APPS ICONS: <https://www.brandhub.groupe.renault.com/brands/mobilize/digital-4/apps-icons>

DISCLAIMERS AND USAGE

Tools used: Adobe XD, Figma, Vectorsnator, MS, PowerPoint

Design resources: Mobilize BrandHub

Most visual representation are only for demonstration; it is not mandatory to replicate it in an exact high fidelity using all the elements presented (except the mandatory or highly important ones). The aim is to have similar design as much as possible, to get inspired and use all branding elements provided correctly and in accordance with branding (UI) strategy views of the Renault Group and in alignment with all international laws and regulations.

It is mandatory to respect and follow all up-to date Corporate Guides and trainings on branding/ marketing related topics provided .

All Design Systems used are Renault Group property and were created by: DCX ONE. All digital core elements are to be used according to the rules described in the Digital Standards Guides and/or other official Renault Group guide or communication.