

**Renault  
Group**

**Digital standards guide – DO'S & DON'TS**

FEBRUARY 2026

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01

**Visual Aspect Of The Brand**

## 01 – Visual aspect of the brand

### DO'S

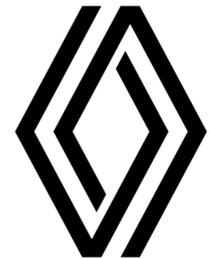
#### LOGOTYPE

**Maintain logotype integrity:** use the approved logotype consistently.

**Ensure size consistency:** keep logotype proportions intact.

**Use clear space:** respect the recommended clear space around the logo to ensure its visibility.

**Contextual use:** tailor logotype colors to suit different digital backgrounds while adhering to brand guidelines.



## 01 – Visual aspect of the brand

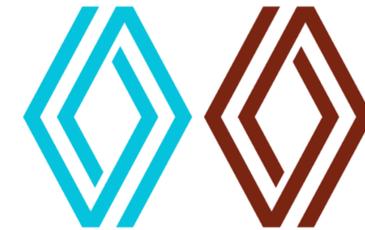
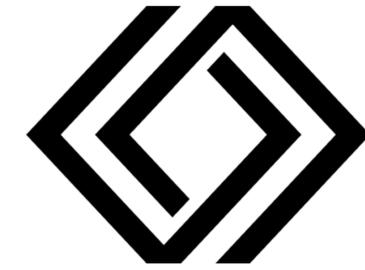
# DONT'S

## LOGOTYPE

**Alter logotype:** do not modify, alter or style the logotype.

**Inconsistent sizing:** do not resize the logotype disproportionally.

**Color modifications:** do not change logotype colors without proper authorization.



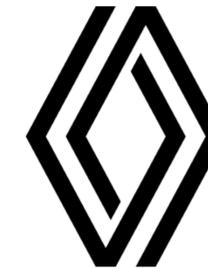
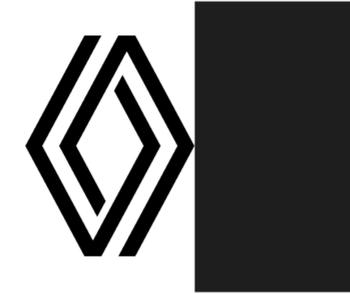
## 01 – Visual aspect of the brand

### DONT'S LOGOTYPE

**Overcrowding:** do not place elements too close to the logotype and create an accumulation of logos.

**Unauthorized usage:** do not use the logotype in non-approved contexts.

**Outdated elements:** do not use older versions of the logotype.



Text or other names of brands

Text or other names of brands



RENAULT



## 01 – Visual aspect of the brand

# DO'S

## TYPOGRAPHY & COLORS

**Typography:** use the correct typography corresponding to the brand.

**Respect the formatting:** respect the formatting rules for paragraphs, headings and sub-headings.

**Use appropriate colors:** use only the colors accepted by Renault Group on the pages dedicated to the brand.

**Color consistency:** follow the color guidelines for each element (text, buttons, etc...).

## 01 – Visual aspect of the brand

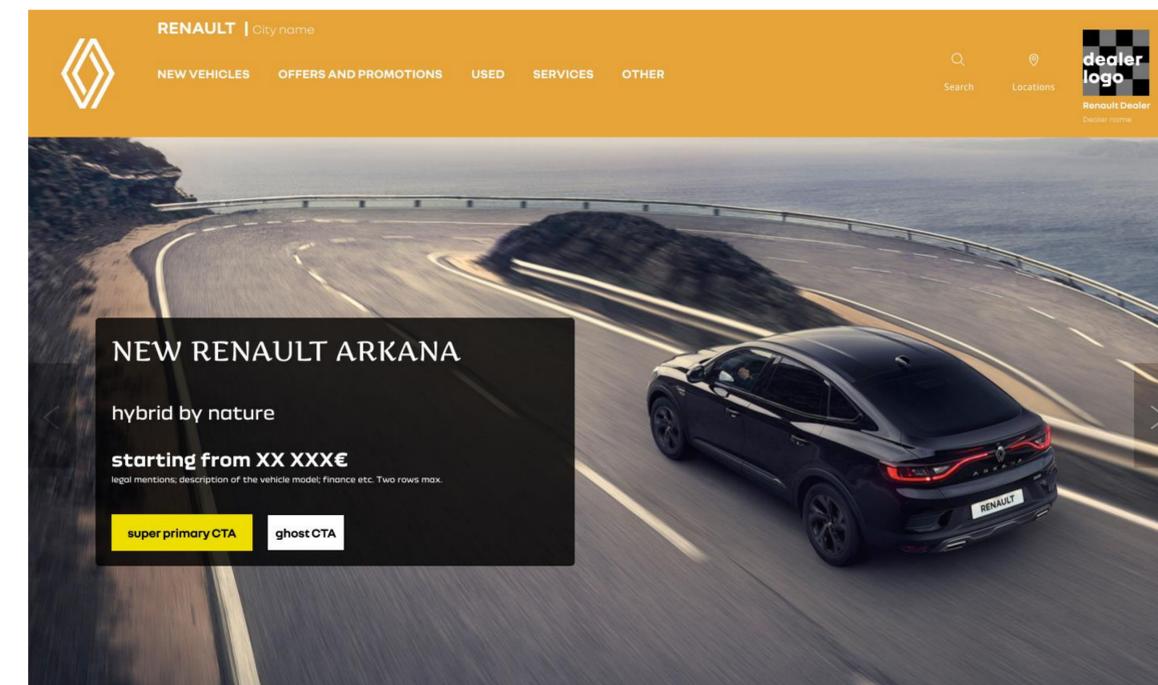
# DONT'S

## TYPOGRAPHY & COLORS

**Inconsistent typography:** do not modify the fonts, change or modify the shape of the letters.

**Unauthorised use:** do not mix other fonts with Renault Group fonts. Do not use Renault Group fonts in other parts of the dealer's website that are not related to Renault/Dacia.

**Inappropriate colors:** do not use different colors other than those approved by the brand.



## 01 – Visual aspect of the brand

# DO'S

## VISUALS & GUI (GRAPHIC USER INTERFACE)

**Clear navigation:** design an easy-to-navigate interface for a seamless user experience.

**Consistent visual language:** maintain a cohesive visual language throughout the digital user interface. Use the icons and elements provided by the brand.

**Regular updates:** keep visuals and GUIs elements updated to align with current trends – approved by Brands.

## 01 – Visual aspect of the brand

# DONT'S

## VISUALS & GUI (GRAPHIC USER INTERFACE)

**Neglect user experience:** do not neglect the user experience in graphic design. Path to information should be clear and intuitive.

**Overcomplication:** do not use complex visuals that may confuse the user.

**Outdated elements:** do not use outdated elements for GUI components.



## 01 – Visual aspect of the brand

# DONT'S

## VISUALS & GUI (GRAPHIC USER INTERFACE)

**Cross-brand confusion:** do not use elements that might create confusion in a multi-brand environment. Always use elements from the dedicated brand.

**Inconsistent navigation:** do not confuse the user with inconsistent branding elements and incoherent navigation.



02

**Name & Homepage Presentation**

## 02 – Name & Homepage Presentation

# DO'S

## BUSINESS NAME

**Accurate representation:** represent the business name accurately and consistently across all digital platforms.

**Brand alignment:** ensure the business name aligns with the brand's overall identity and values.

**Cross-brand separation:** clearly distinguish business names for dealerships with multiple brands.

**Regular review:** regularly review and update the representation of the business name.

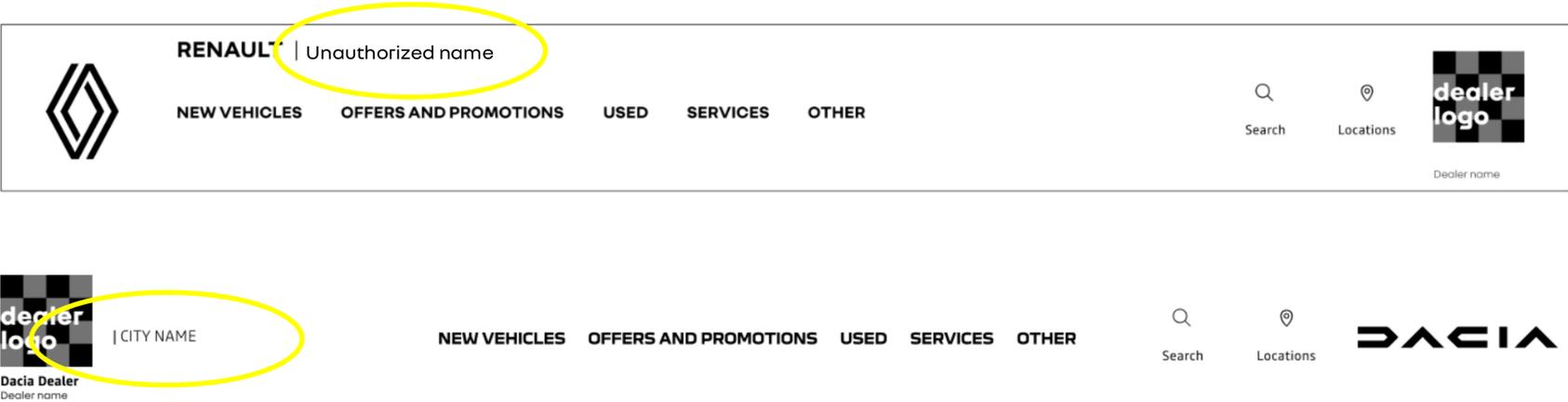
**Seek approval:** obtain approval before using variations or abbreviations of the business name.

# 02 – Name & Homepage Presentation

## DONT'S BUSINESS NAME

**Unauthorized variations:** do not use unauthorized variations or abbreviations of the business name without approval.

**Inconsistent representation:** prohibit inconsistencies in the representation of the business name across platforms.



## 02 – Name & Homepage Presentation

# DO'S

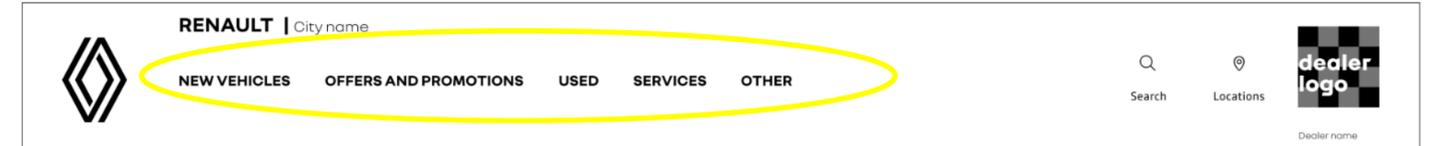
## Navigation Bar

**Use Mandatory Categories:** It is requested to have 3 tab's categories:

New Vehicles, Used Vehicles and Services (add Pro + if applicable). Please respect the order of the tabs.

**Add Optional Categories if needed:** To improve user experience, the Digital Standard Guide also recommends adding tabs for *Offers and Promotions* and *Contact Information*.

**Keep it easy and User friendly:** Tabs should be short and simple. The more minimalist, the better.



## 02 – Name & Homepage Presentation

### DO'S Navigation Bar

**Use Mandatory Brand + city format :** Next to the brand logo, the navigation bar should display **Brand | City**.

If multiple dealerships are in the same city, you may use **Brand | City + Area** (neighbourhood names, arrondissement numbers, or commonly known location names).

If in doubt, don't hesitate to ask for name validation.

**Keep it coherent :** The chosen city name must match the one displayed on the GBP page.



RENAULT PARIS SAINT-GERMAIN  
72-79 Rue du Faubourg Saint Jacques · 01 44 37 20 20  
Ouvert · Ferme à 19:00  
Livraison



RENAULT PARIS HAUSSMANN  
97 Bd Lefebvre · 01 44 19 21 00  
Ouvert · Ferme à 19:00  
Retrait en magasin · Livraison



*Created examples for illustration purposes*

## 02 – Name & Homepage Presentation

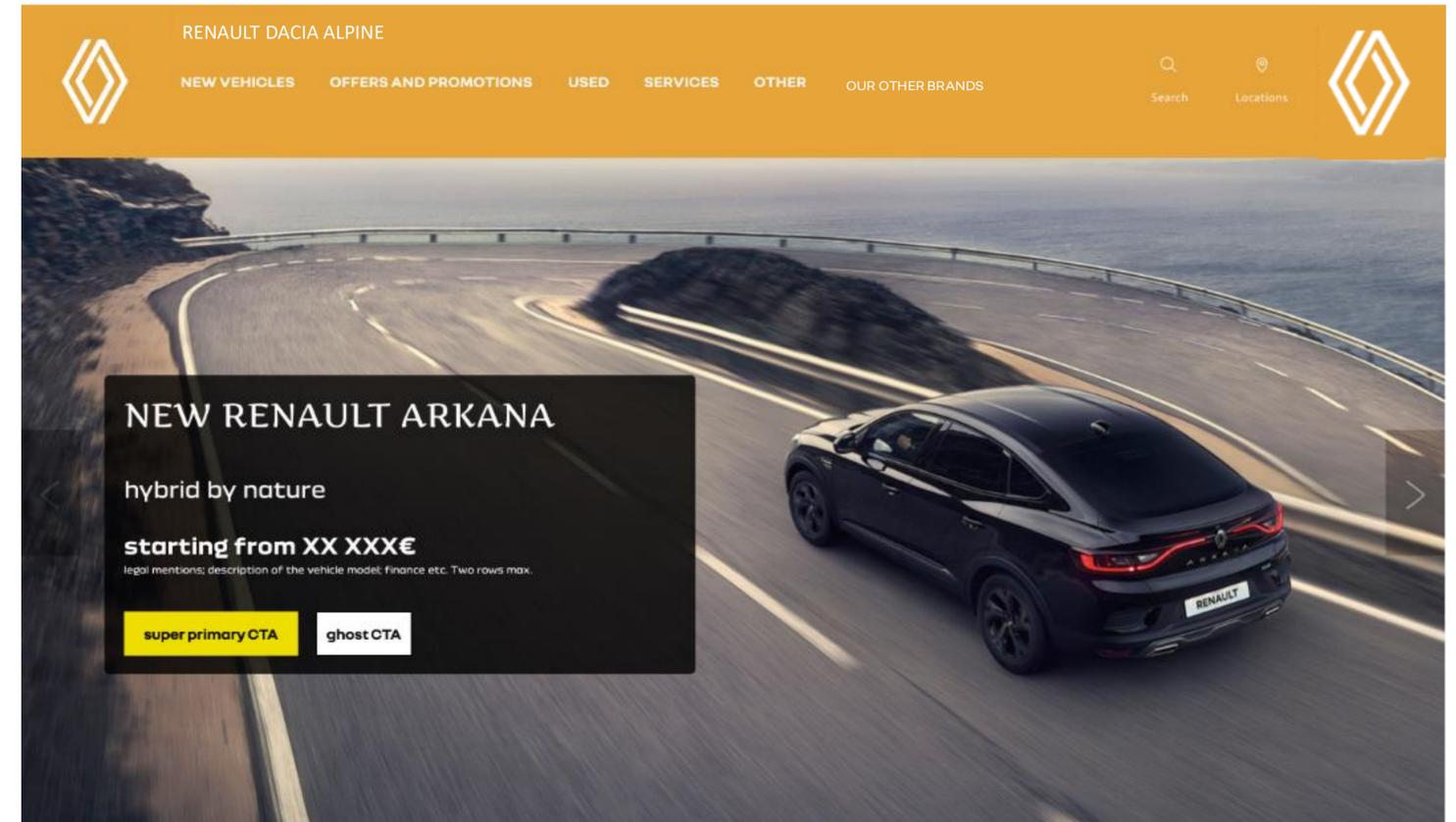
# DON'TS

## Navigation Bar

**Overcrowding the navigation bar :** Too many tabs, duplicate headers, and excessive elements make the navigation bar cluttered and confusing, leading to a frustrating user experience.

**Create your own format :** Logo positioning, brand + city naming, colours, fonts, and overall header format are mandatory and must not be changed.

It is **mandatory** to use the overall format as requested in the Digital Standard Guide. Do not change logo positioning, brand + city naming, colours, fonts, tabs order.



*Created examples for illustration purposes*

## 02 – Name Homepage Presentation

# DO'S

## Redirection

**Respect the user journey :** According to the Digital Standard Guide, redirection can occur only when users click on the dealer's logo, which **must open in a new tab.**

When users click the "go back" arrow, they should return to the Renault or Dacia dealer page they originally came from.

**Redirect to the right page :** Users should land on your 'about us' page. This page is about your dealer/ group history.

*Redirecting isn't mandatory, you can choose to not use it*



## 02 – Name & Homepage Presentation

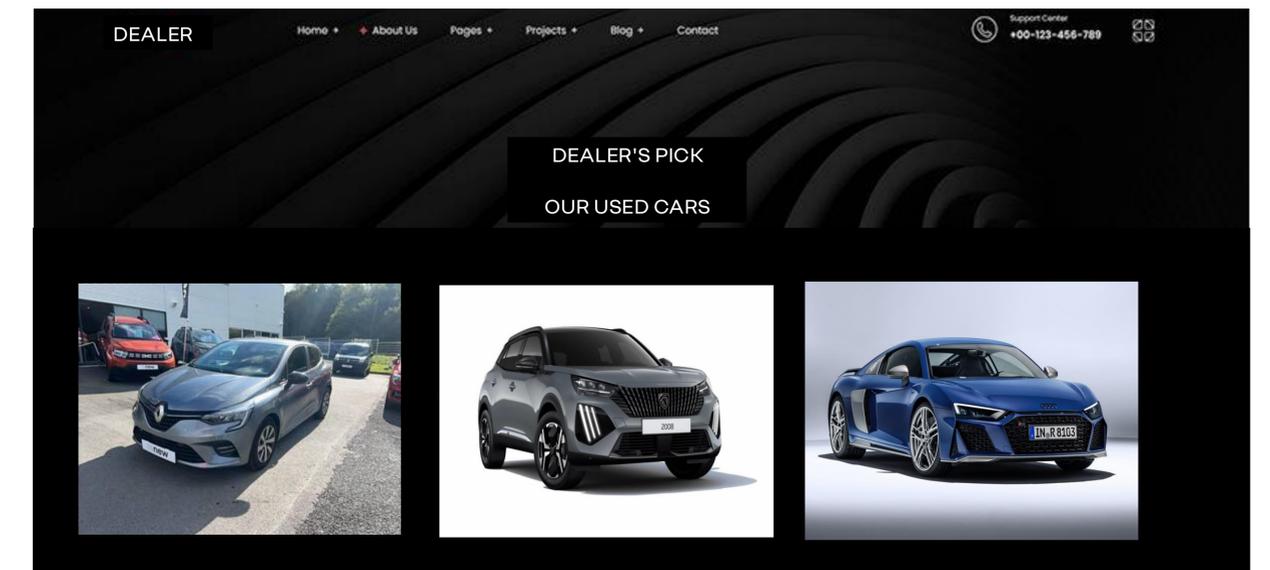
# DON'TS

## Redirection

**Redirect users to a different page:** Users shouldn't be redirected to dealer's homepage, to used cars page, to another brand page or anywhere else.

**Redirect through another path:** Users can't be redirected via a hidden link, a 'Go To Group Page' link or any other mean

*Redirecting isn't mandatory, you can choose to not use it*



03

**New Vehicle Presentation**

## 03 – New Vehicle Presentation

# DO'S

## New Vehicle Visuals & range

**Respect visual general rules :** Pictures should have the same angle and lighting. The picture shouldn't be edited.

**Keep range order updated :** As car are arranged by smallest to biggest, the range should be updated with every new launch. No other brand except Mobilize, if applicable, should be featured. Order should be the same as national corporate website.



### CLIO

à partir de 16900 € 

classe énergétique **B** 



full hybrid | essence | gpl | diesel

### NOUVELLE CLIO

à partir de 19900 € 

classe énergétique **B** 



full hybrid | essence | gpl

## 03 – New Vehicle Presentation

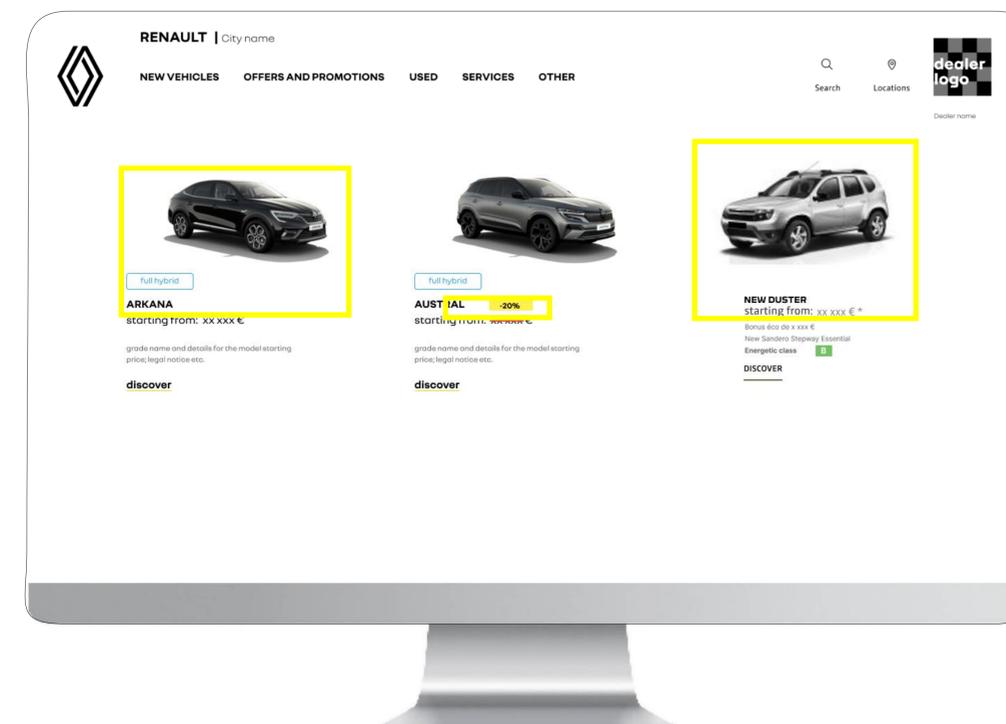
# DON'TS

## New Vehicle Visuals & range

**Create your own visual identity :** Don't create and deploy your own identity through new vehicle visuals. Don't add a label, border or other design to the official designs.

**Mix the car range :** Don't mix car model, brands and used cars to new vehicle range.

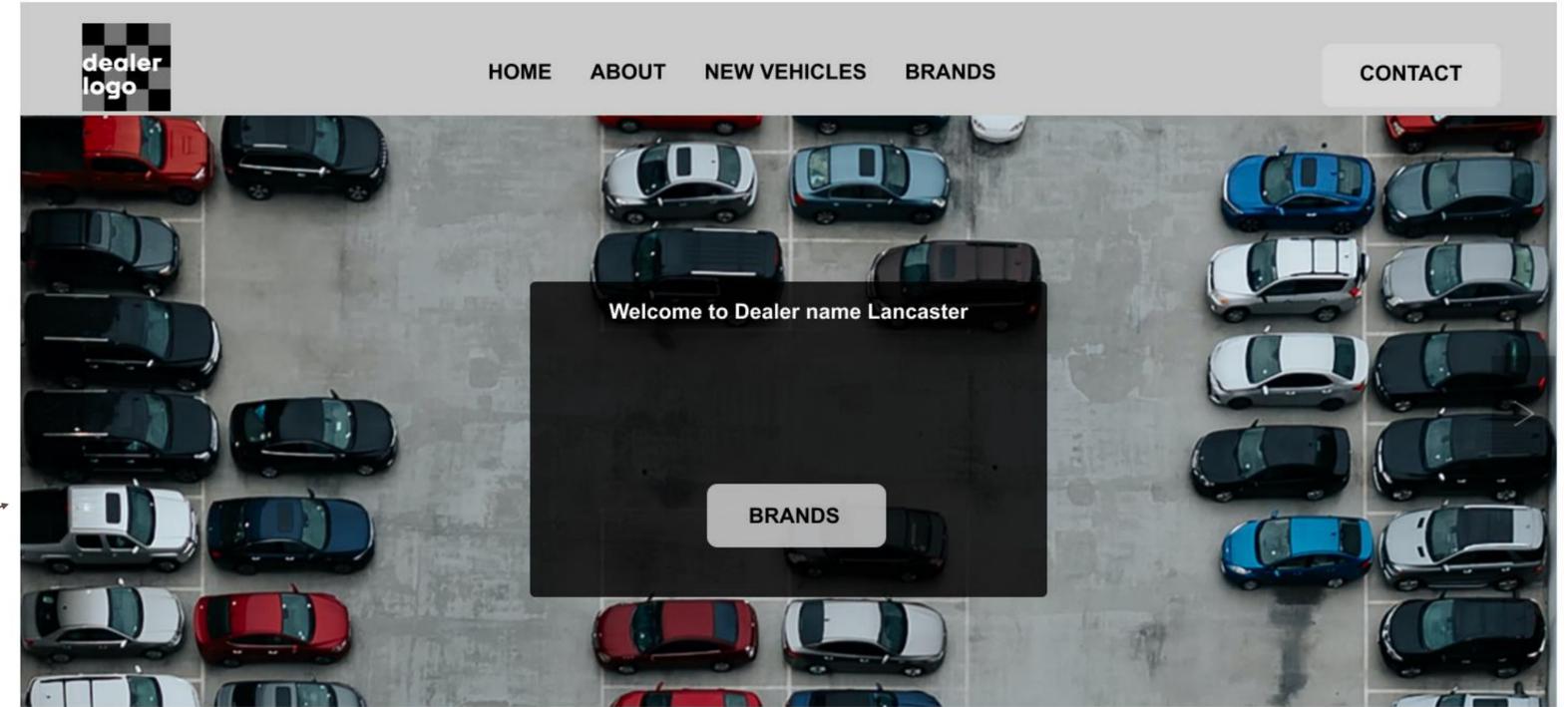
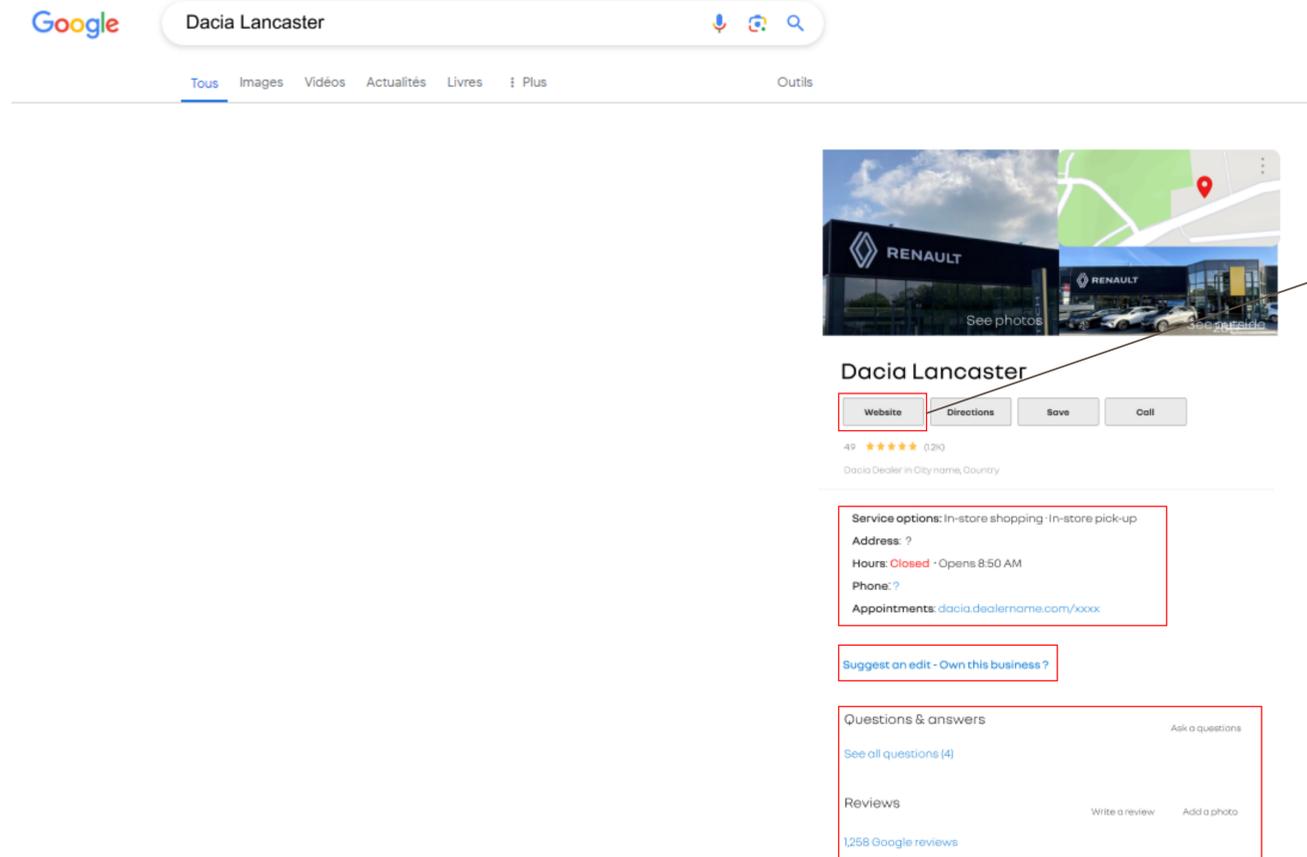
**Offer Display :** Special offers, promotions and pricing can't be displayed through crossed prices, highlight the name of the deal and link to corresponding discount offered & legal agreement.



04

**GBP Management**

DON'TS



## 04 – GBP MANAGEMENT

# DO'S

## GOOGLE BUSINESS PROFILE (GBP) MANAGEMENT

**Cross-brand separation:** clearly distinguish GBP pages and responses for each brand, for sites with new car sales activity. Make sure to follow preventively all guidelines from e-reputation team in order to avoid Google issues (duplicates), using all relevant fields : visible ones (including the cover picture) on the web and GBP back-office fields.

**Customer journey consistency:** ensure customer journey consistency between Google and dealer website landing page. Website CTA should lead to the specific brand user journey from the dealer's brand website.

**Naming:** ensure a homogeneous naming in all digital environment : « brand + location » or « brand + location + dealer name ».

**Provide all the information:** name, category, pictures, website, physical address, opening time (same as in the showroom), phone number, description, available services.

**Regular GBP updates:** weekly check and update if needed the GBP.



### Dacia City Name



4.9 ★★★★★ (1.2K)

Dacia Dealer in City name, Country



### Renault City Name



4.9 ★★★★★ (1.2K)

Renault Dealer in City name, Country

**Service options:** In-store shopping · In-store pick-up · Repair services

**Address:** 124 College Ave, Lancaster, Pennsylvania, 17603

**Hours:** Closed · Opens 8:50 AM

**Phone:** 717 394 - 2978

**Appointments:** [renault.dealername.com/xxxx](mailto:renault.dealername.com/xxxx)

[Suggest an edit](#)

Questions & answers

[Ask a question](#)

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

Reviews

[Write a review](#)

[Add a photo](#)

[1,258 Google reviews](#)

## 04 – GBP MANAGEMENT

# DO'S

## GBP – REVIEWS AND Q&A

**Reviews:** make sure customers can easily access to the right GBP page to post a review. A process to include a QR code in commercial documents was shared by each brand. If the GBP URL has been changed by Google, you need to update the QR code (or move to a dynamic QR code).

**Timely and professional responses:** reply to 100% reviews in a personalized, professional and timely manner (within 48h). If a customer updates a review, it is important to check and update the reply.

**Q&A:** reply timely to questions from web users, thinking about the ongoing need of the person who made the inquiry and of the other web users', more globally and in a longer term. Post questions and answers that are most relevant for your clients and your dealer site.

Use the documents provided by E-reputation Corporate team about Google page management.

In case of question, reach your e-reputation contact.

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## 04 – GBP MANAGEMENT

# DON'TS

### GOOGLE BUSINESS PROFILE (GBP) MANAGEMENT, REVIEWS AND Q&A

**Cross-brand confusion:** do not mix brands on the same GBP page.

**Neglect information:** do not neglect GBP information, leading to inaccuracies.

**Negatives responses:** do not answer negatively to customer reviews.

**Fake reviews:** do not encourage fake reviews. Google conduct random actions on fraud detection and might decide to suspend a GBP. It is then very difficult to restore the page and takes longer.

**Delayed responses:** do not delay responses to customer inquiries on GBP.

**Owner-less account:** do not leave the GBP owner-less within the dealership. At least 2 people to be in charge with reactivity and availability.

## 04 – GBP MANAGEMENT

# DO'S

## GBP – OWNER PICTURES

**Respect general picture rules** : Pictures should be of high quality, taken in a clean and empty showroom and uploaded through the GBP owner account.

**Respect picture order:**

- The first picture must show the exterior, featuring the new visual identity and no other brand.
- The second picture must show the showroom interior, with the new vehicle range clearly presented.

**Keep the pictures fresh:** We recommend to delete any pictures older than one year. We recommend updating the pictures every year, even if no changes have occurred, to keep the GBP current and support Google's algorithm.

## 04 – GBP MANAGEMENT

# DON'TS

## GBP – OWNER PICTURES

**Keep outdated pictures** : Every image featuring the previous brand identity, as well as any outdated photos, should be deleted.

Since Google randomizes the display order of pictures, keeping old ones may result in users seeing outdated images before the most recent ones.

**Featuring people in pictures** : Whether the person is a staff member or a customer, we don't recommend featuring individuals in GBP owner's pictures.



*Picture uploaded January 2023*

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## Reminder

Find full digital standards guides on **Brand Store**.

- **Renault digital standards guides**
- **Dacia digital standards guides**

Aside from these digital standards guides, it is mandatory to respect and follow all up-to-date Corporate Guides and trainings on branding / marketing / e-reputation / commercial methods related topics that are provided to you.

**FIGMA library**: All Brands specific elements have been reproduced, and webpage templates have been created to ease the deployment in accordance with the Digital Standards Guides.

Access request form FIGMA: <https://forms.office.com/e/rT52JUMHuu>



**Thank you**