



RENAULT
Passion for life

Renault Store - Application guide
Visual identity rules / Americas Région

Multibrand sites



The exterior signage for commercial sites is currently being updated.

The new standards will be made available in early 2016.

For new sites or sites obliged to rework their signage during the 2nd half of 2015, the recommendation is to implement a simplified, intermediate signage solution, in order to limit investments.

WORK IN PROGRESS

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General

Objectives

This document aims to identify the visual identity rules to apply on multibrand sites, when the implementation of separate buildings by brand is not possible.

These visual identity rules must make it possible to deploy multibrand sites that:

- Comply with Renault standards in terms of signage and interior layout,
- Ensure a balanced Renault presence compared to the other brands,
- Respect each brand identity present thanks to clear standards of separation.

Scope

Americas region

Process

- The defined rules shall be applied for all countries of the Region.
- Specific cases, which must be exceptions, shall be communicated to the Region, to allow an exchange with the teams of the Corporate Technical Department: the teams of the Brand Store Division

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Outdoor signage

WORK IN PROGRESS

Advance signage

Signs with two brands

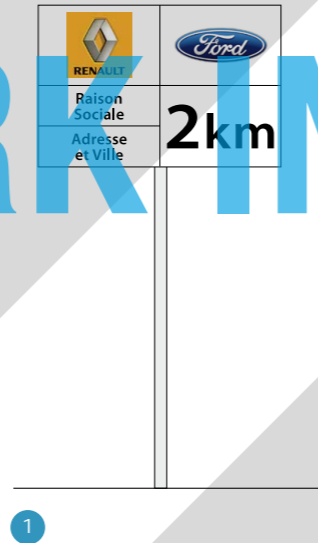
PRINCIPLE

The different brands co-exist on the same sign.
In the spirit of harmony, the brands are displayed on a neutral white background.
A balance between the two brands should be preserved, with regards to their respective dimensions.

KEY

- 1 Roadside sign
1000 x 1500 mm
- 2 Bus shelter sign
1200 x 1800 mm
- 3 4 x 3 sign
4000 x 3000 mm

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Advance signage

Signs with three brands

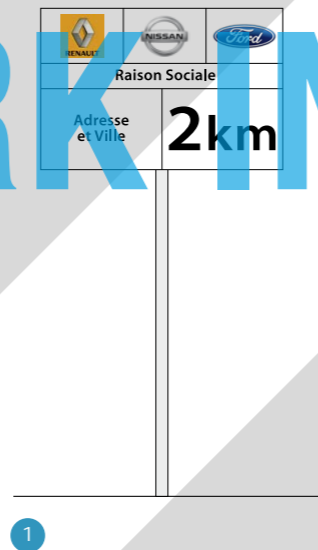
PRINCIPLE

The different brands co-exist on the same sign.
In the spirit of harmony, the brands are displayed on a neutral white background.
A balance between the three brands should be preserved, with regards to their respective dimensions.

KEY

- 1 Roadside sign
1000 x 1500 mm
- 2 Bus shelter sign
1200 x 1800 mm
- 3 4 x 3 sign
4000 x 3000 mm

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Vertical flags

Sites with two brands

PRINCIPLE

Multibrand sites comprising two brands are identified by a series of three vertical flags for each brand.

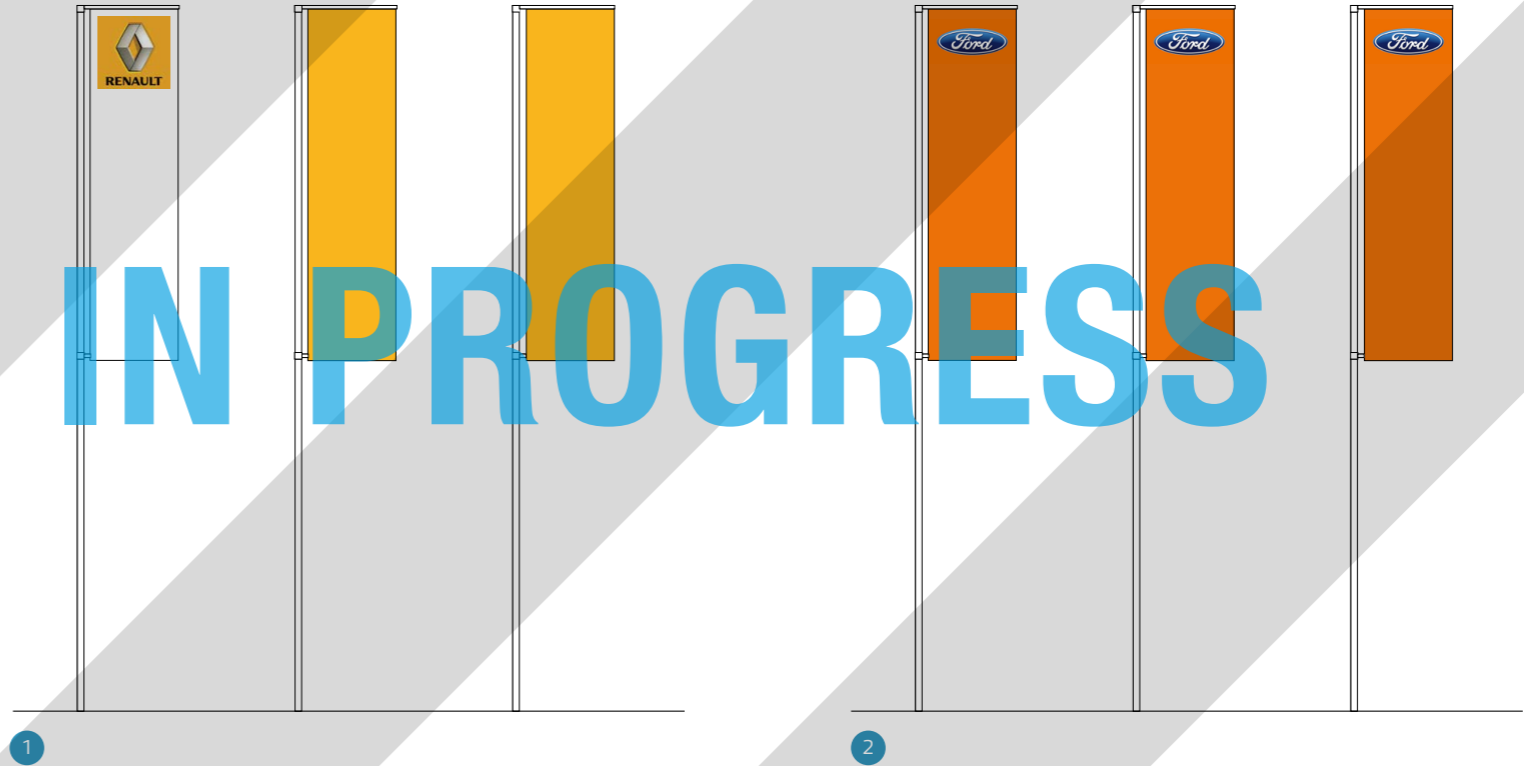
This configuration highlights the balance between the two brands represented.

Vertical flags are positioned at the edges of site, on either side of the building.

KEY

- ① Renault vertical flags
- ② Brand 2 vertical flags (Ford in the example)

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Vertical flags

Sites with three brands

PRINCIPLE

Multibrand sites comprising three brands are identified by two series of three vertical flags comprising all brands on a neutral white background.

This configuration highlights the balance between the three brands represented.

Vertical flags are positioned at the edges of site, on either side of the building.

KEY

- 1 Group of three vertical flags:
 - Renault vertical flag,
 - Brand 2 vertical flag (Ford in the example),
 - Brand 3 vertical flag (Nissan in the example)



Totems

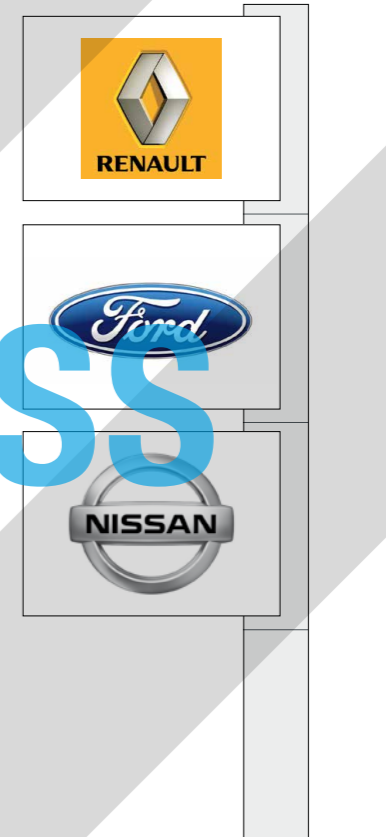
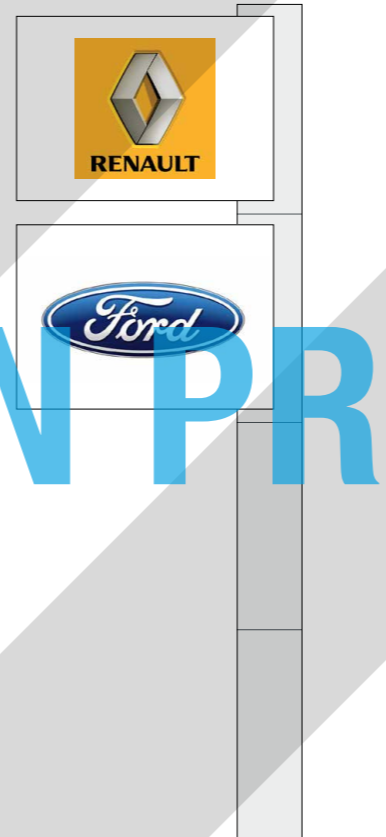
Specific case: multi-brand totems

PRINCIPLE

Where installation or financial constraints, or constraints relating to striking a balance with existing components are an issue, a neutral multibrand totem may be used (logo of the brand on a white background).

KEY

- 1 Multi-brand totem with two brands
- 2 Multi-brand totem with three brands



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The New Vehicle activity

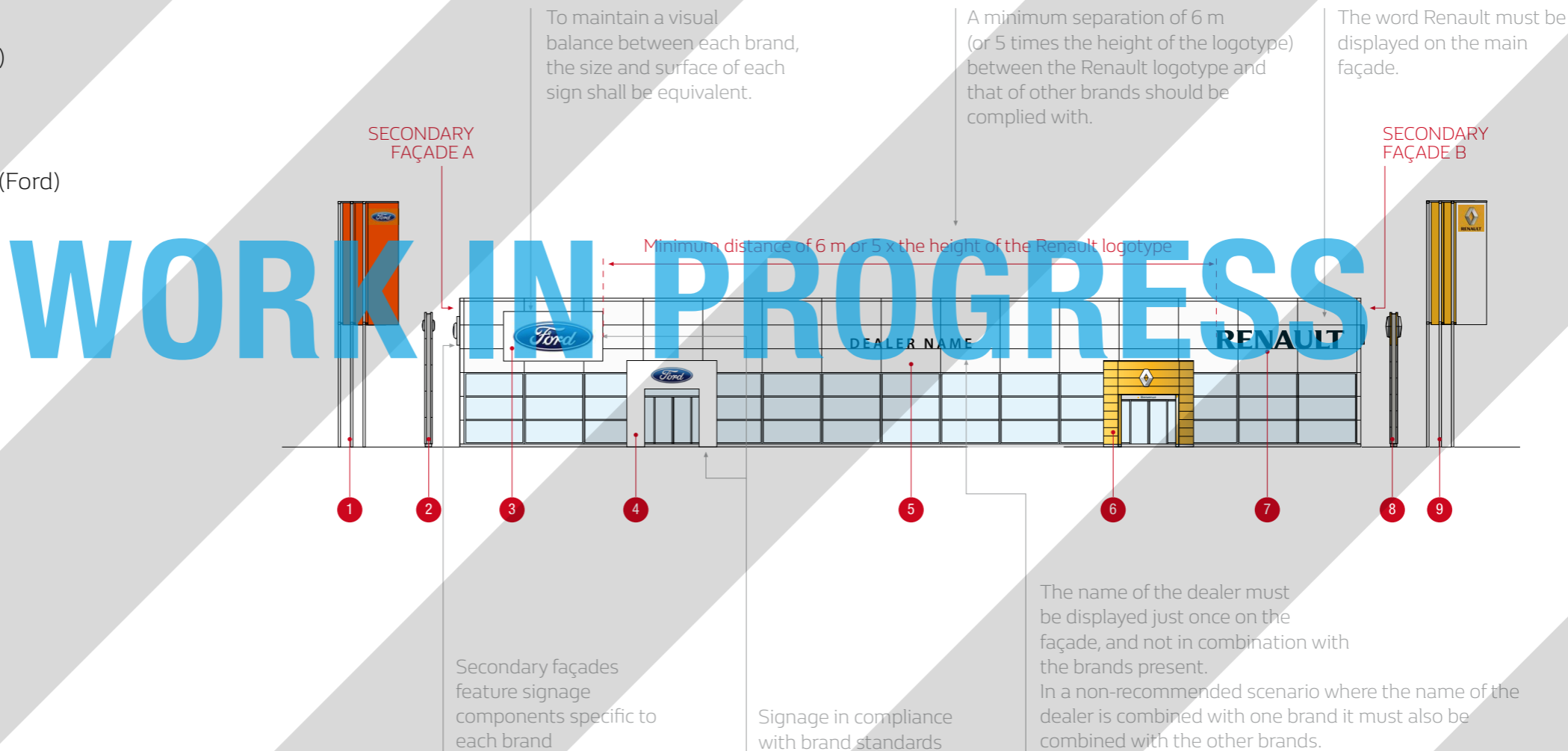
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Façade signage for sites with two brands

Main façade

KEY

- 1 Brand 2 vertical flags(Ford)
- 2 Brand 2 Totem(Ford)
- 3 Brand 2 Sign(Ford)
- 4 Brand 2 entrance signage (Ford)
- 5 Dealer name
- 6 Renault entrance signage
- 7 Renault sign
- 8 Renault Totem
- 9 Renault vertical flags



Façade signage for sites with two brands

Separate entrances

Showrooms are accessed by a separate entrance for each brand.

Signage for brand-specific entrances applies.

KEY

- ① Brand 2 Sign (Ford)
- ② Brand 2 entrance signage (Ford)
- ③ Dealer name
- ④ Renault entrance signage
- ⑤ Renault sign

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For new builds, a separate entrance for each brand should be installed.

Façade signage for sites with two brands

Secondary façades

KEY

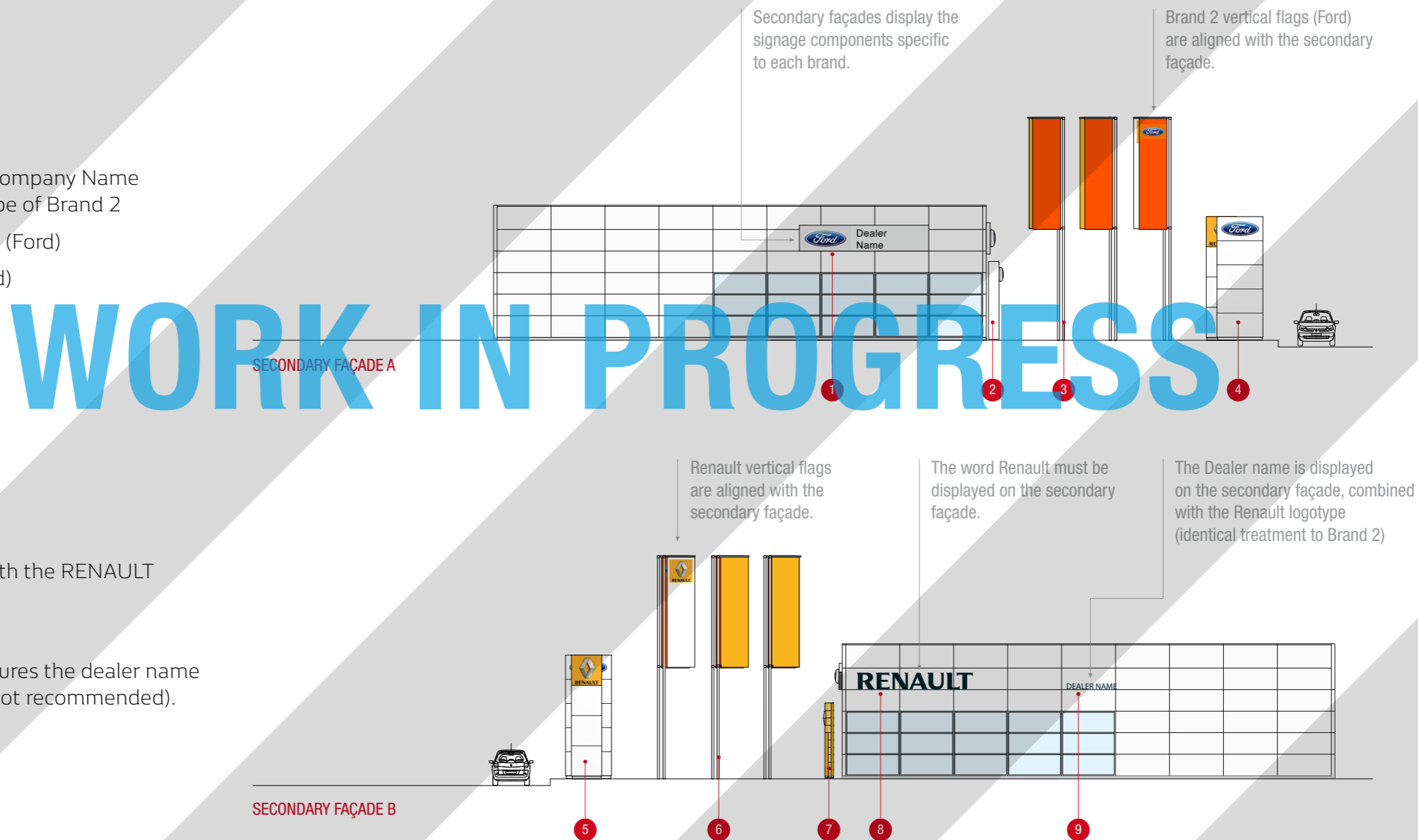
SECONDARY FAÇADE A

- 1 Brand 2 Sign (Ford) with Company Name combined with the logotype of Brand 2
- 2 Brand 2 entrance signage (Ford)
- 3 Brand 2 vertical flags (Ford)
- 4 Brand 2 Totem (Ford)

SECONDARY FAÇADE B

- 5 Renault totem
- 6 Renault vertical flags
- 7 Renault entrance signage
- 8 Renault sign
- 9 Dealer name combined with the RENAULT logotype

The illustration opposite features the dealer name combined with each brand (not recommended).

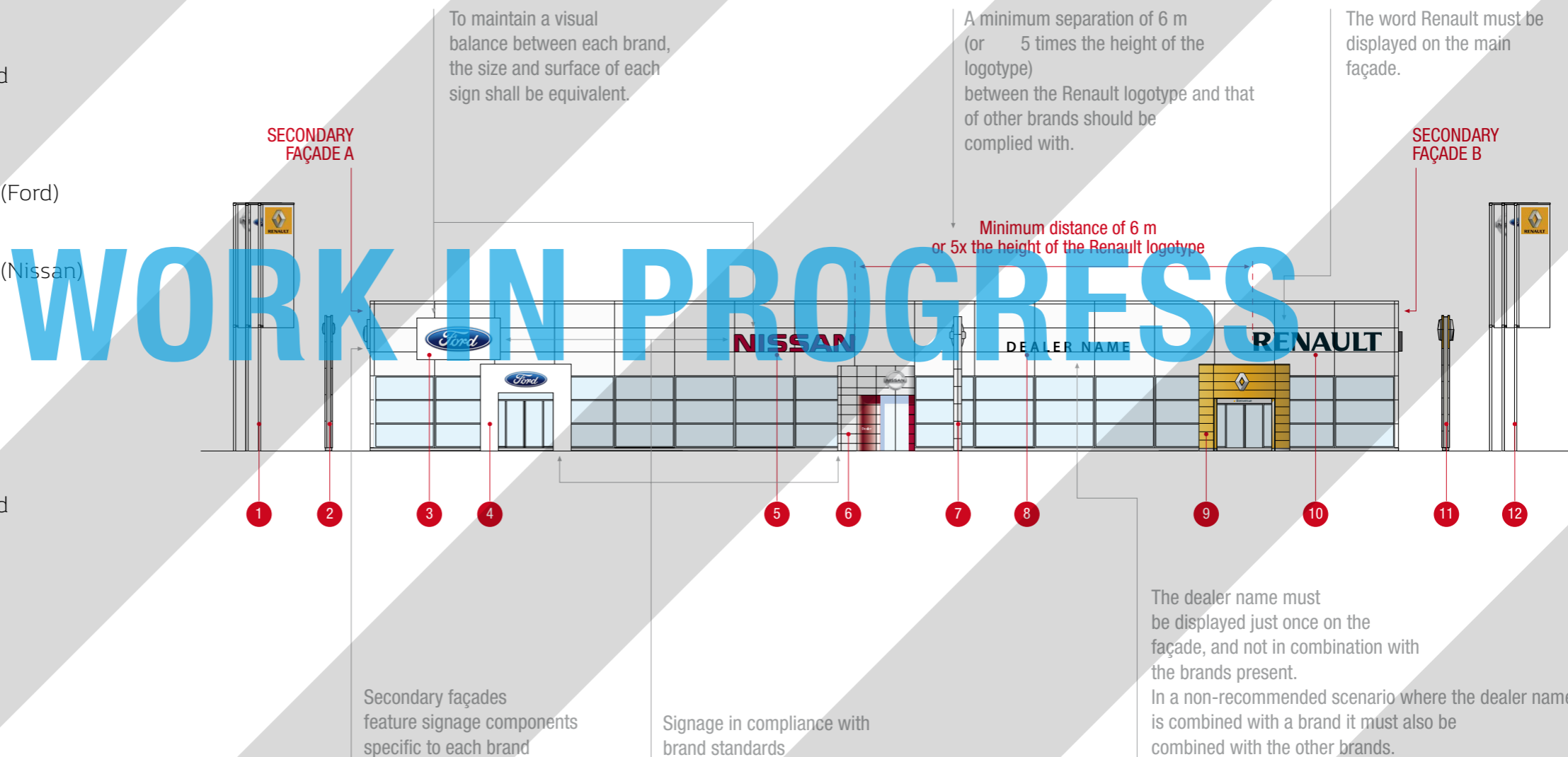


Façade signage for sites with three brands

Main façade: brand-specific totems

KEY

- 1 Vertical flags of each brand
- 2 Brand 3 Totem (Ford)
- 3 Brand 3 Sign (Ford)
- 4 Brand 3 entrance signage (Ford)
- 5 Brand 2 Sign (Nissan)
- 6 Brand 2 entrance signage (Nissan)
- 7 Brand 2 Totem (Nissan)
- 8 Dealer name
- 9 Renault entrance signage
- 10 Renault sign
- 11 Renault totem
- 12 Vertical flags of each brand



Façade signage for sites with three brands

Secondary façades

KEY

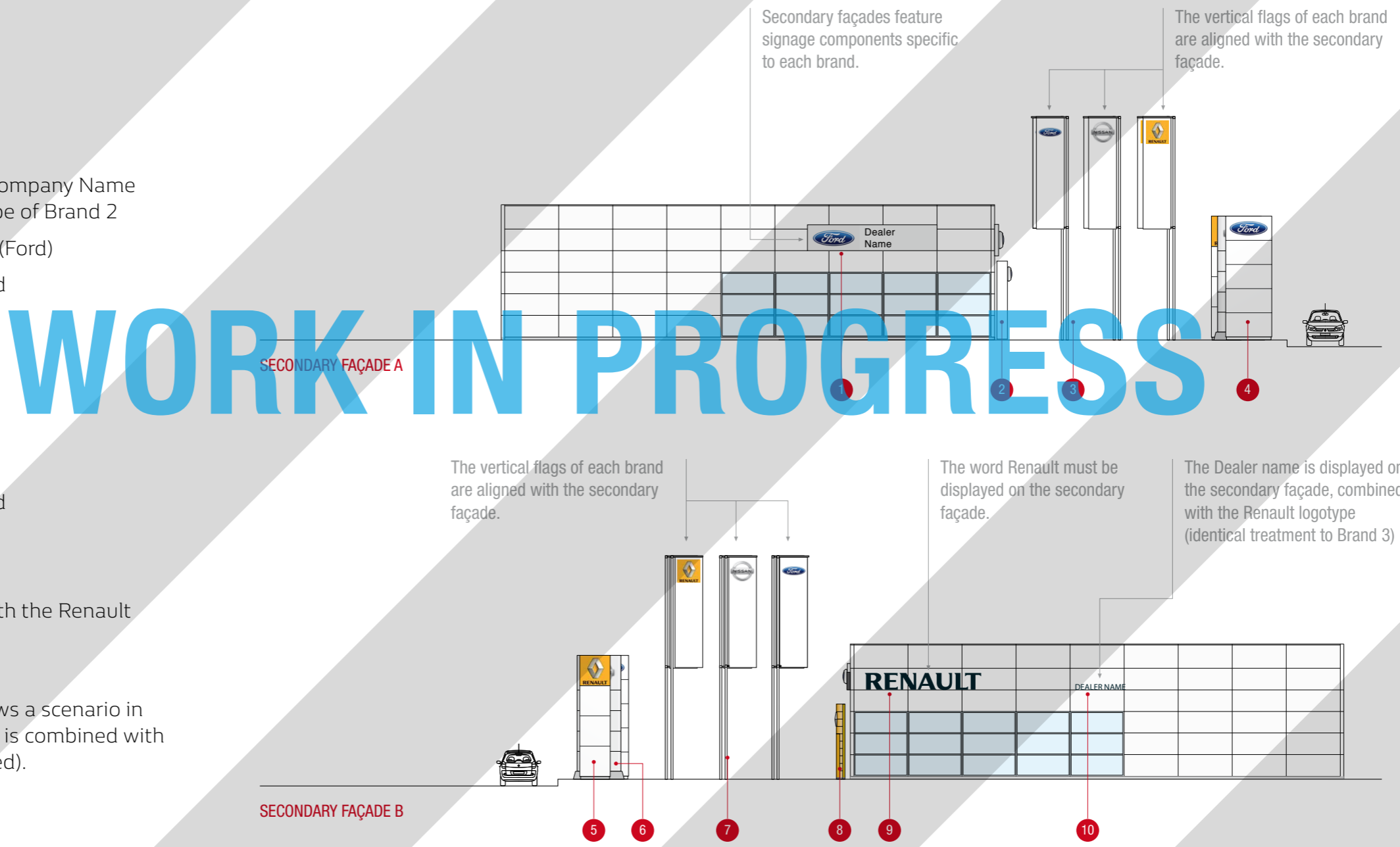
SECONDARY FAÇADE A

- 1 Brand 2 Sign (Ford) with Company Name combined with the logotype of Brand 2
- 2 Brand 2 entrance signage (Ford)
- 3 Vertical flags of each brand
- 4 Brand 2 Totem (Ford)

SECONDARY FAÇADE B

- 5 Renault Totem
- 5 Nissan Totem
- 5 Vertical flags of each brand
- 5 Renault entrance signage
- 5 Renault sign
- 5 Dealer name combined with the Renault logotype

The illustration opposite shows a scenario in which the name of the dealer is combined with each brand (not recommended).



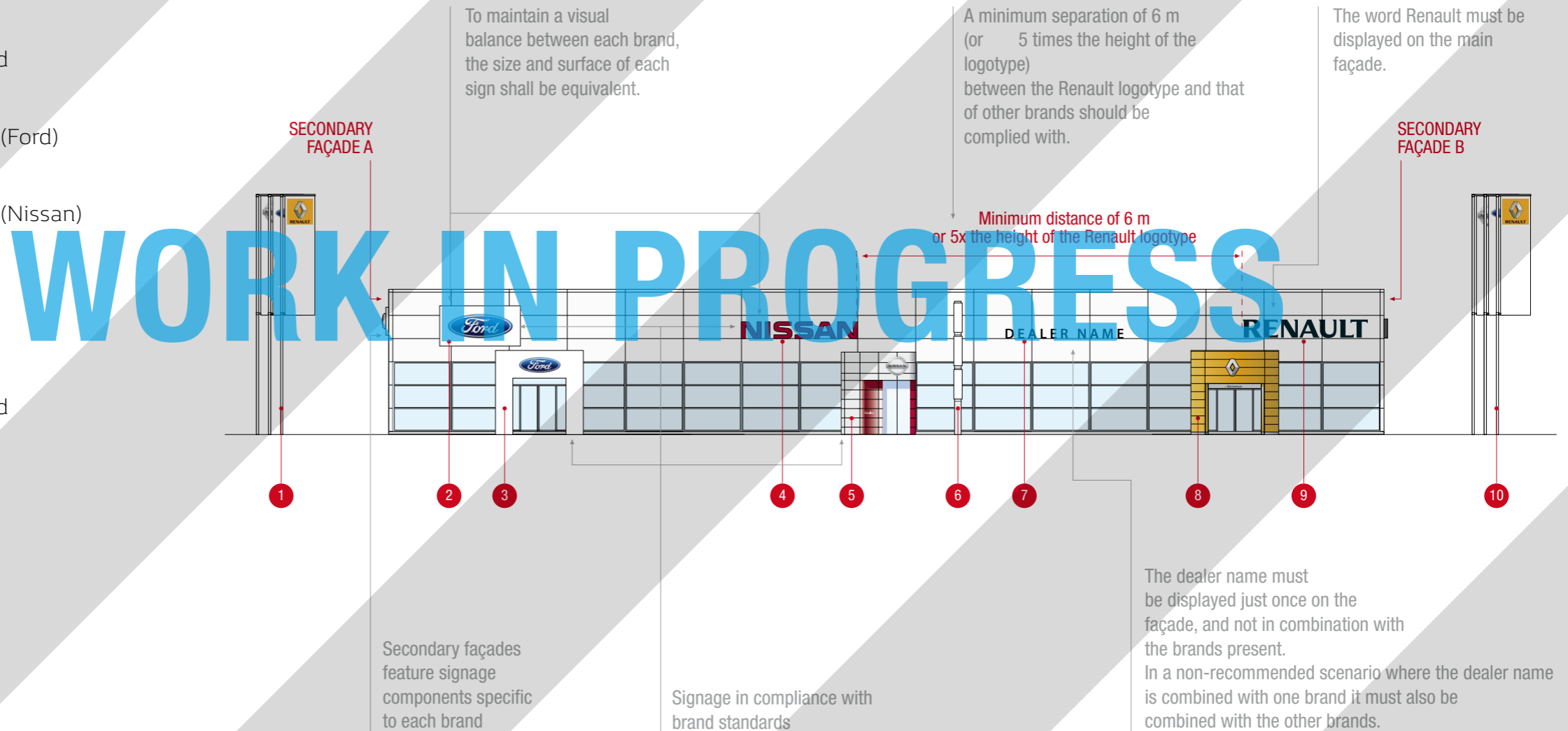
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Façade signage for sites with three brands

Main façade: multi-brand totem

KEY

- 1 Vertical flags of each brand
- 2 Brand 3 Sign (Ford)
- 3 Brand 3 entrance signage (Ford)
- 4 Brand 2 Sign (Nissan)
- 5 Brand 2 entrance signage (Nissan)
- 6 Multibrand totem
- 7 Dealer name
- 8 Renault entrance signage
- 9 Renault sign
- 10 Vertical flags of each brand



Façade signage for sites with three brands

Secondary façades: multi-brand totem

KEY

SECONDARY FAÇADE A

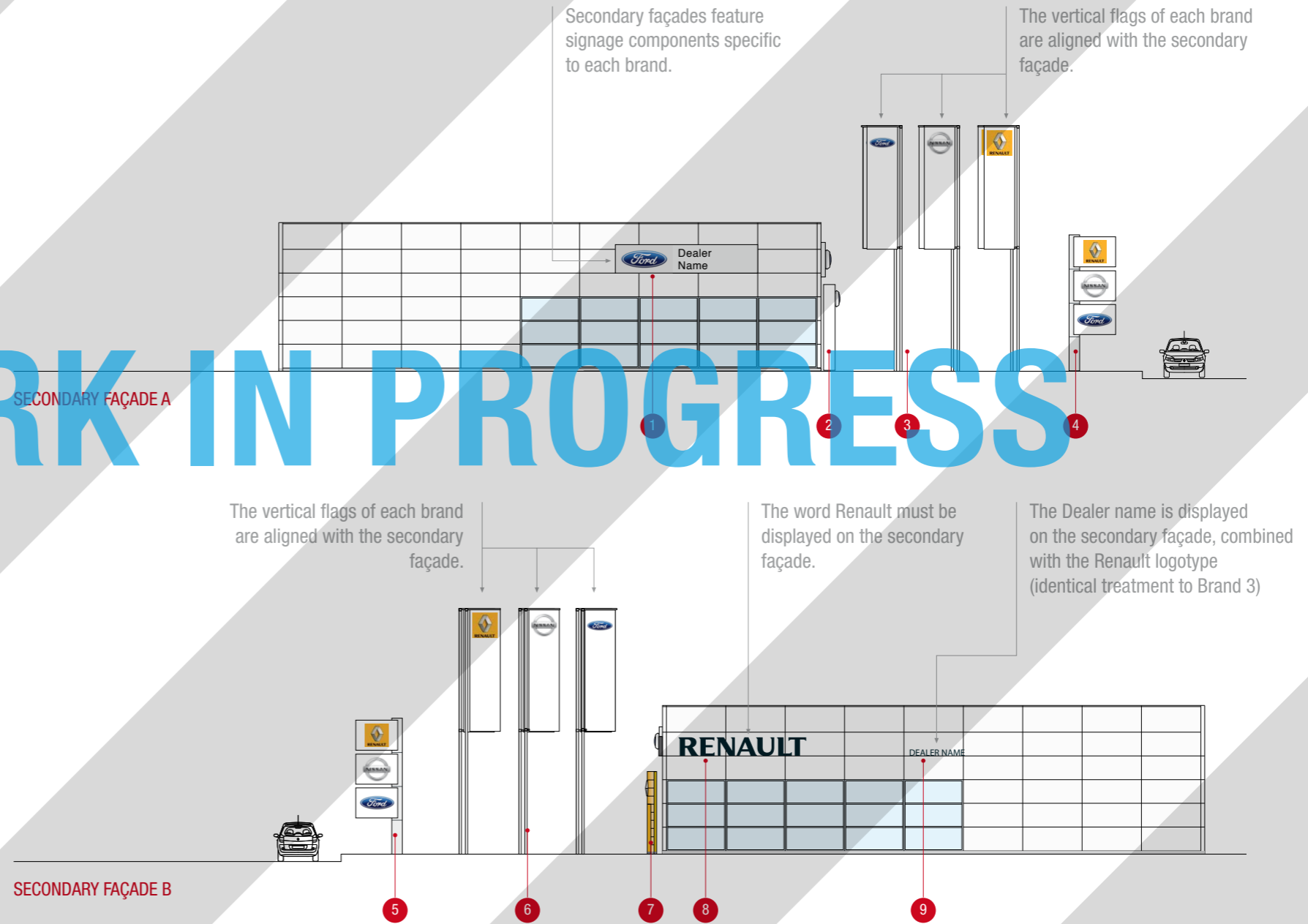
- 1 Brand 2 Sign (Ford) with Company Name combined with the logotype of Brand 2
- 2 Brand 2 entrance signage (Ford)
- 3 Vertical flags of each brand
- 4 Multibrand totem

SECONDARY FAÇADE B

- 5 Multibrand totem
- 6 Vertical flags of each brand
- 7 Renault entrance signage
- 8 Renault sign
- 9 Dealer name combined with the RENAULT logotype

The illustration opposite shows a scenario in which the name of the dealer is combined with each brand (not recommended).

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Entrance signage

Separate entrances with two brands

PRINCIPLES

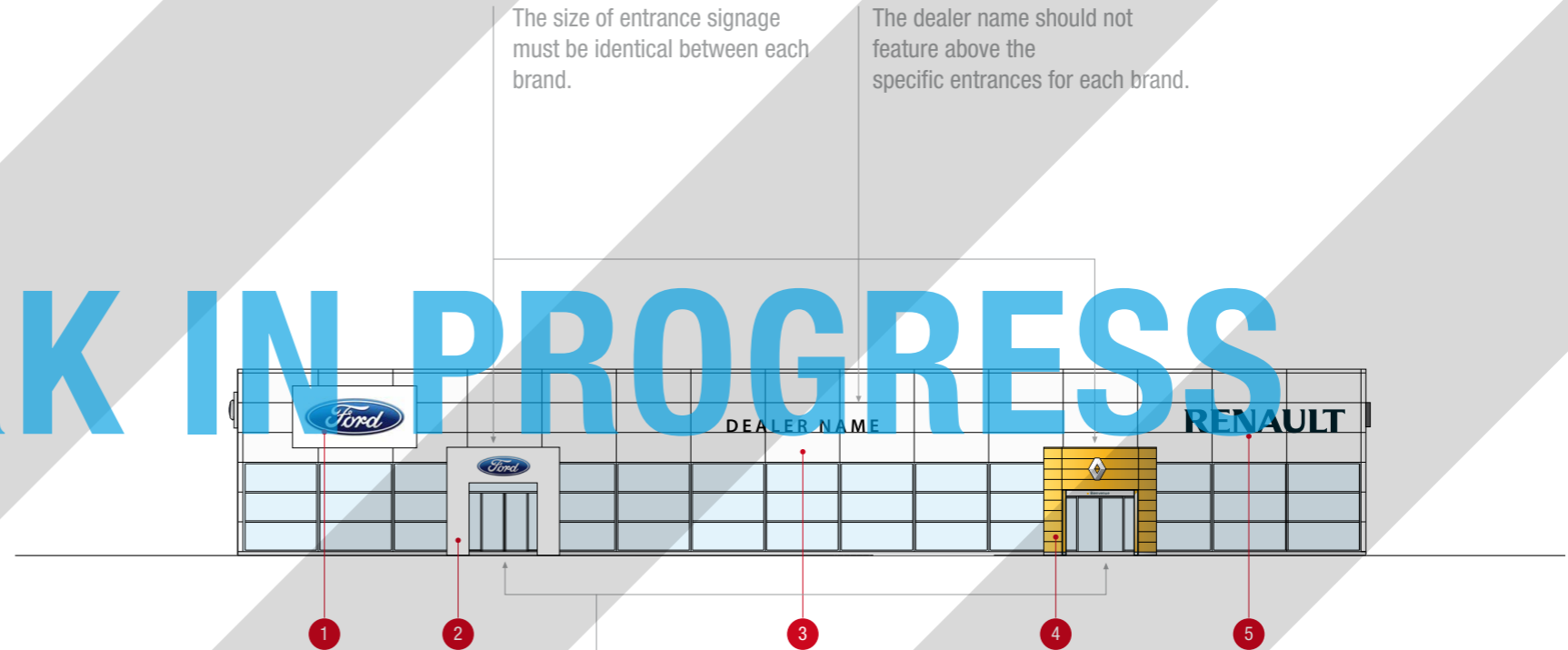
Showrooms are accessed by a separate entrance for each brand.

Signage for brand-specific entrances applies.

KEY

- 1 Brand 2 Sign (Ford)
- 2 Brand 2 entrance signage (Ford)
- 3 Dealer name
- 4 Renault entrance signage
- 5 Renault sign

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The size of entrance signage must be identical between each brand.

The dealer name should not feature above the specific entrances for each brand.

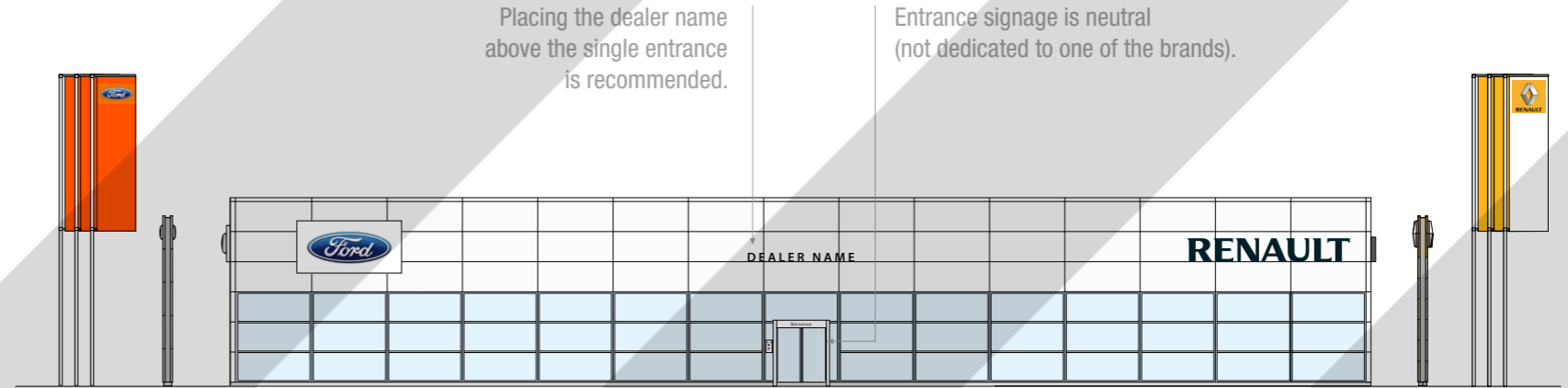
For new builds, a separate entrance for each brand should be installed.

Entrance signage

Specific case: Multibrand site with single entrance

KEY

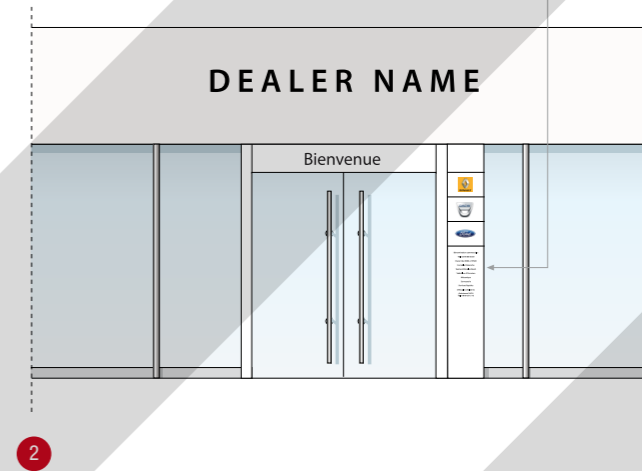
- 1 Possibility 1: Neutral entrance without signage
- 2 Possibility 2: Neutral entrance featuring brand logos



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Opening hours

Opening hours combined with brands



Showrooms

Separation principles

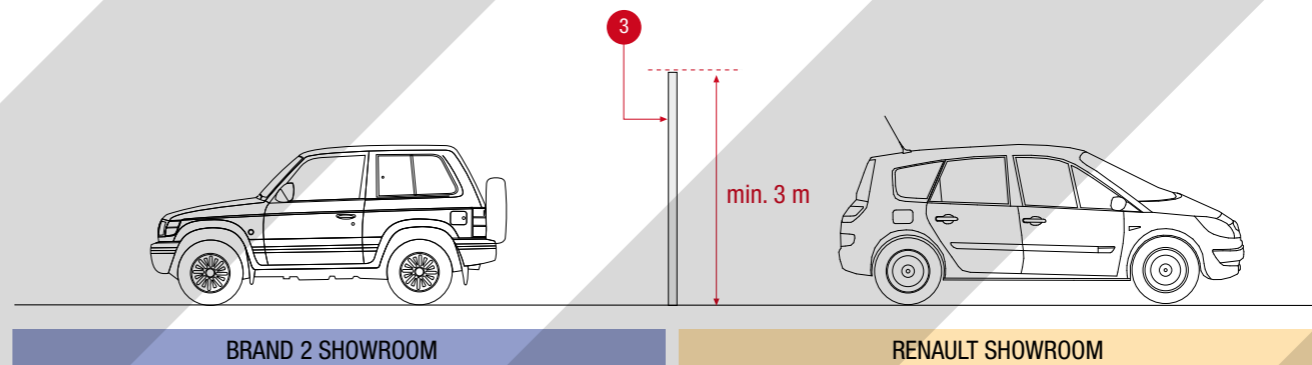
PRINCIPLES

Showrooms must be completely separated between each brand:

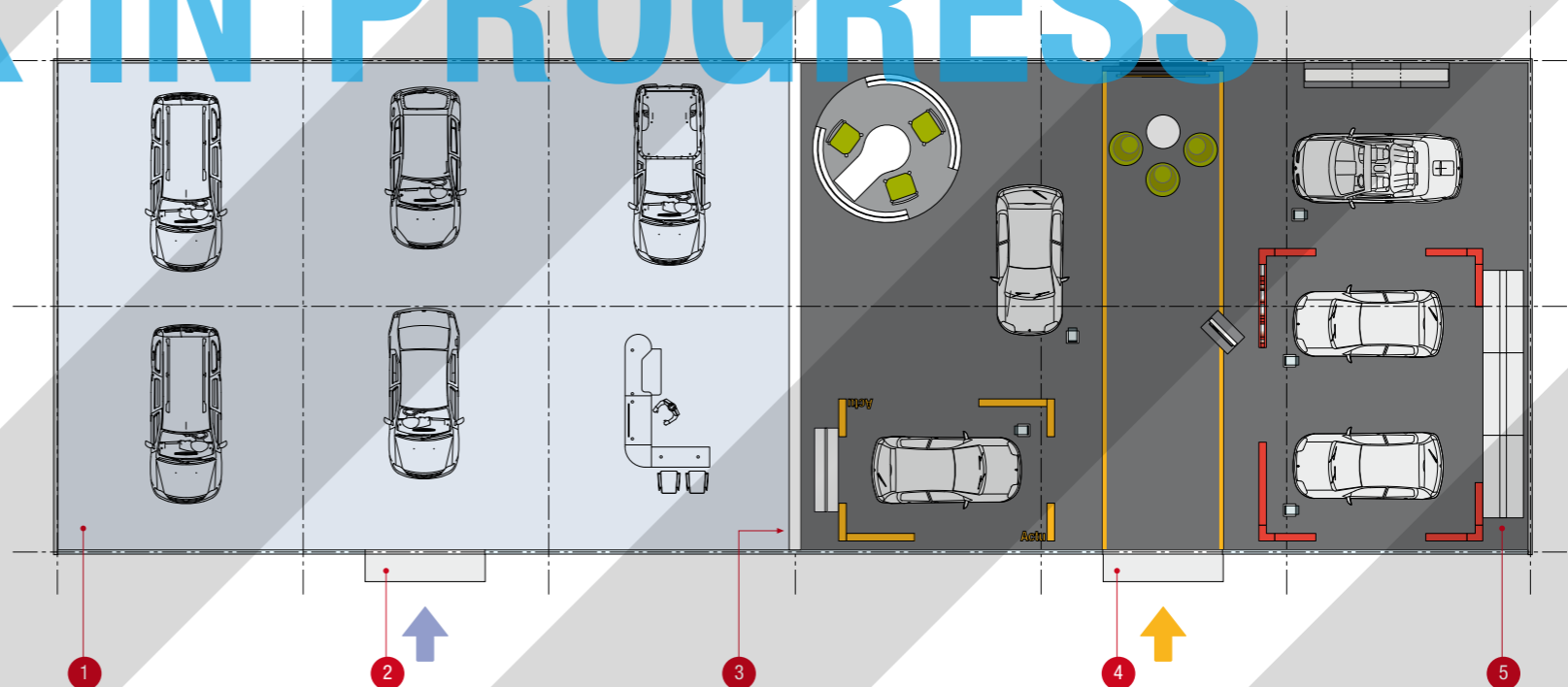
- Separation along the entire length and height. The surface area of showrooms must be in line with the sales & marketing targets of the Brand in the country.
- Balanced proportion between the various showrooms,
- Minimum size to comply with: Renault Store format S. Interior layout concepts must comply with standards
- For Renault, AIR and Renault Store standards,
- For Ford, Ford standards.

KEY

- 1 Brand 2 Showroom (Ford in the example)
- 2 Brand 2 specific entrance (Ford)
- 3 Dividing wall or partition
- 4 Renault-specific entrance
- 5 Renault showroom



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Showrooms

Separation within a Renault Store showroom

Generic case

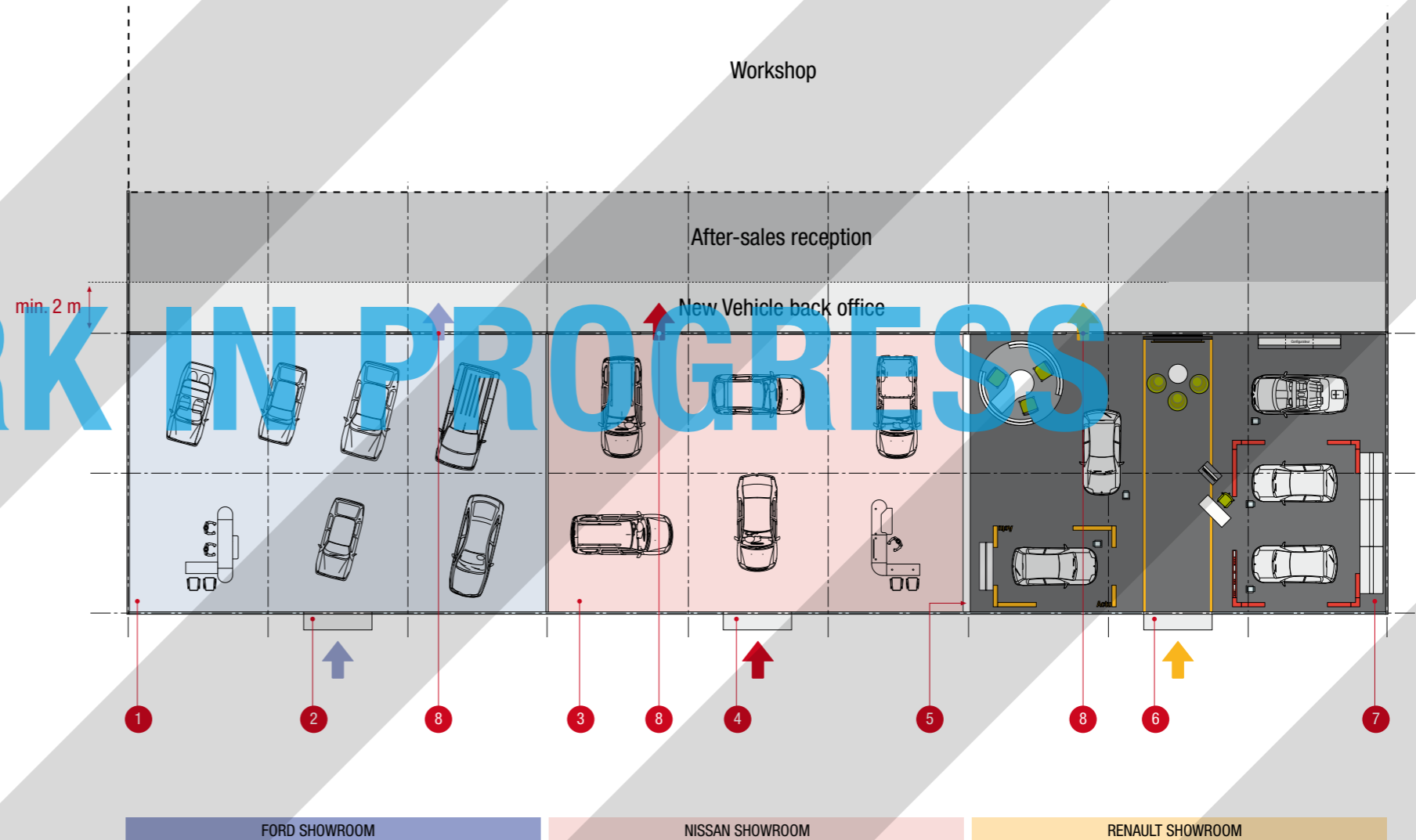
PRINCIPLES

- The Renault showroom complies with S or M (200 to 600 m²) format Renault Store standards. A reception desk is featured depending on customer flow.

KEY

- 1 Brand 3 Showroom (Ford in the example)
- 2 Brand 3 specific entrance (Ford in the example)
- 3 Brand 2 Showroom (Nissan in the example)
- 4 Brand 2 specific entrance (Nissan in the example)
- 5 Dividing wall or partition
- 6 Renault-specific entrance
- 7 Renault Showroom (format S in the example)
- 8 Access to back office

WORK IN PROGRESS



Showrooms

Separation within a Renault Store showroom

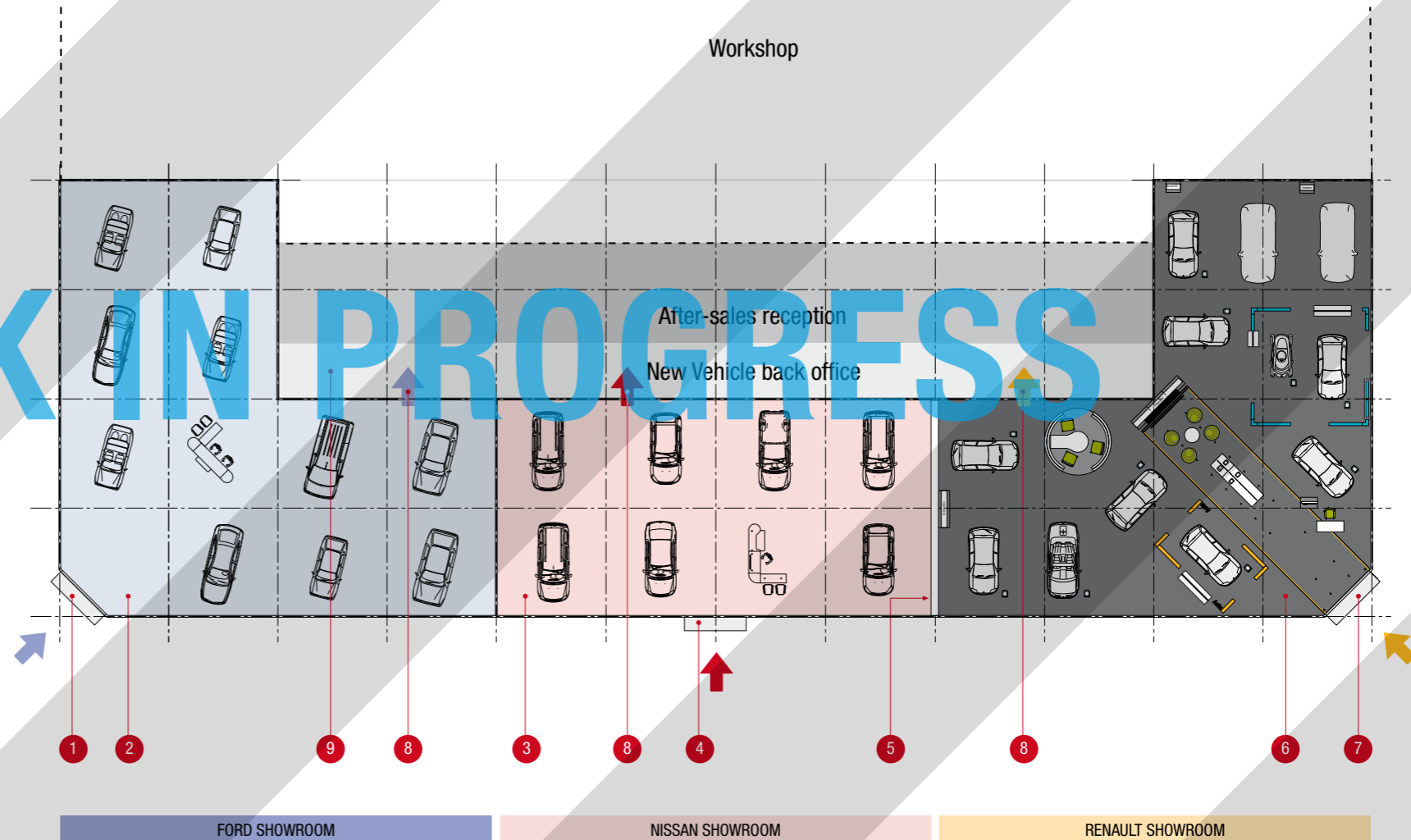
Specific case of entrances in corners

PRINCIPLES

- The Renault showroom complies with S or M (200 to 600 m²) format Renault Store standards. A reception desk is featured depending on customer flow.
- The canopy is installed in line with the entrance located in the corner of the building.

KEY

- 1 Brand 3 specific entrance (Ford in the example)
- 2 Brand 3 Showroom (Ford in the example)
- 3 Brand 2 Showroom (Nissan in the example)
- 4 Brand 2 specific entrance (Nissan in the example)
- 5 Dividing wall or partition
- 6 Renault showroom (format M in the example)
- 7 Renault-specific entrance
- 8 Access to back office
- 9 Aisle: minimum width of 2 m



Showrooms

Separation within a Renault Store showroom

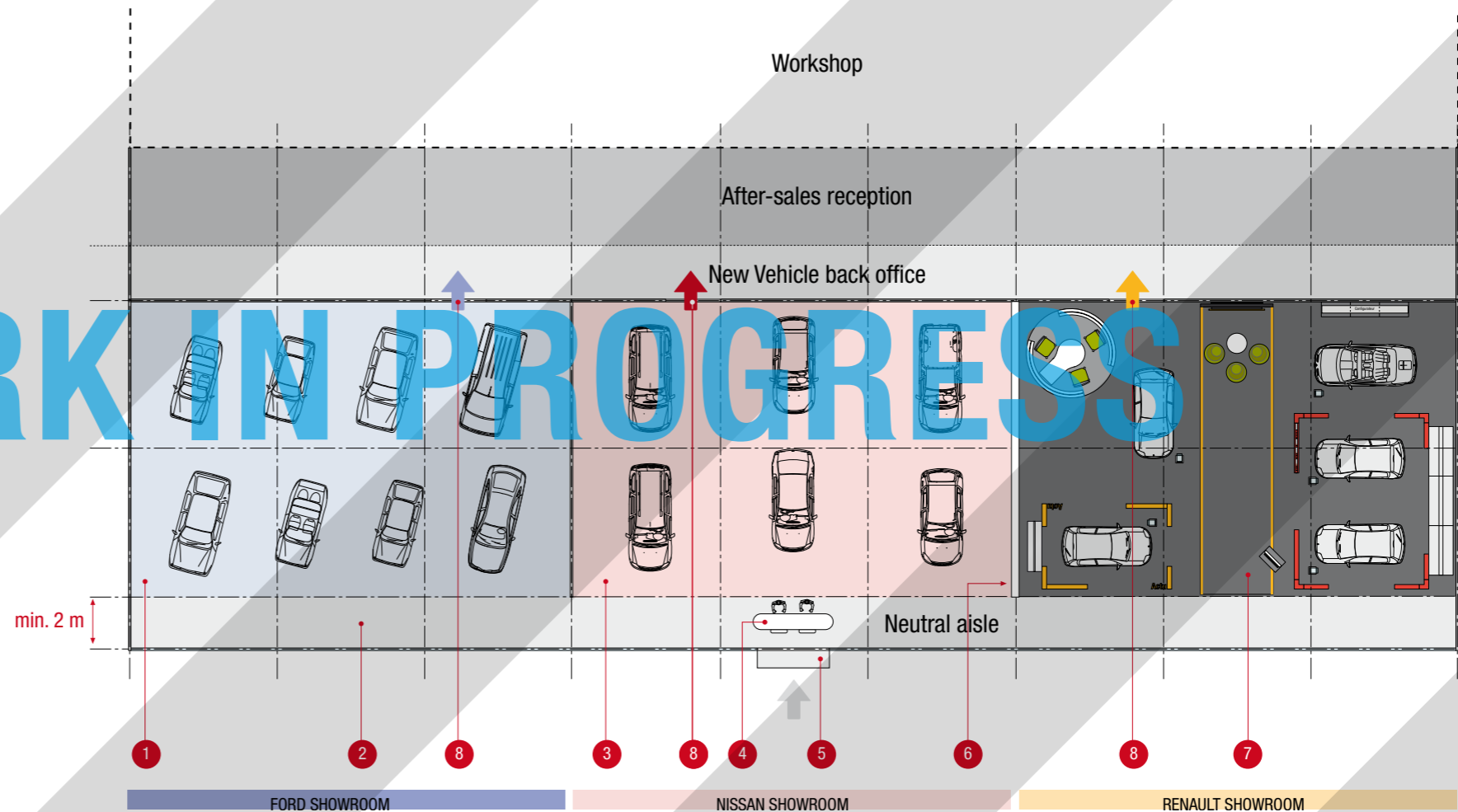
Building with single entrance

PRINCIPLES

- The New Vehicle reception shared between the three brands is neutral, with reception and guidance provided by a receptionist in a neutral uniform, who points customers toward the various showrooms.
- In the S format Renault showroom, there is no reception desk.

KEY

- 1 Brand 3 Showroom (Ford in the example)
- 2 Aisle: minimum width of 2 m
- 3 Brand 2 Showroom (Nissan in the example)
- 4 Neutral reception unit shared between the three brands
- 5 Shared entrance
- 6 Dividing wall or partition
- 7 Renault Showroom (format S in the example)
- 8 Access to back office



The After-Sales activity

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Service bays

PRINCIPLES

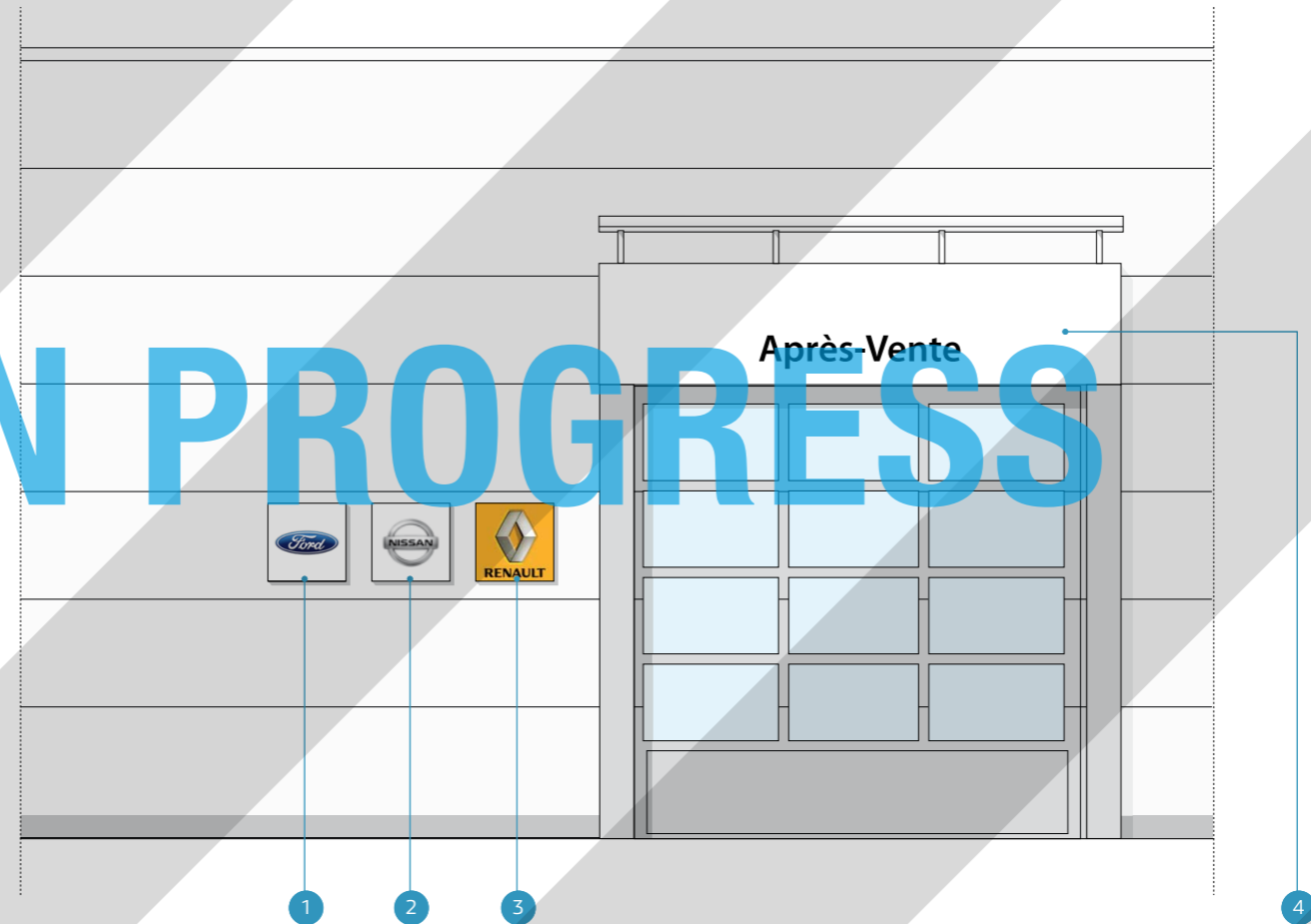
The After-Sales area is identified through workshop bay signage comprising the following components:

- Identification signs for each brand, of identical dimensions, positioned on the same side and at the same height as other brands.
- Neutral identification banner on the workshop door with the generic activity name.

KEY

- 1 Brand 3 sign (Ford in the example)
- 2 Brand 2 sign (Nissan in the example)
- 3 Renault sign
- 4 Neutral banner

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Multibrand Service Advisor

LOCATION

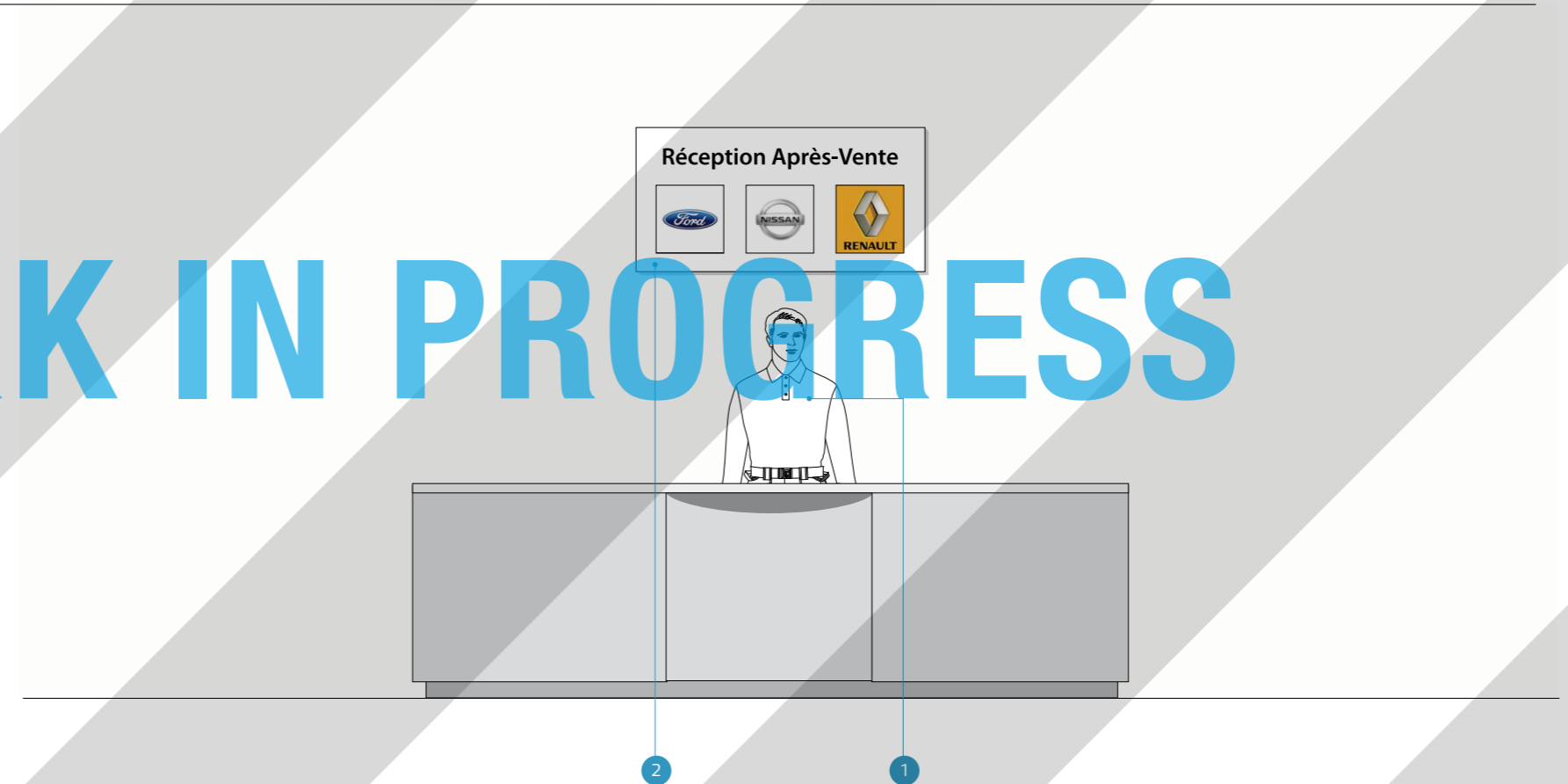
- Non-Renault Store site: Reception located in a neutral environment.
- Renault Store site: After-Sales reception located in the Renault showroom if possible. If this is not possible, choose a neutral environment.

SEPARATION BETWEEN THE BRANDS

- Recommendation: separate premises,
- If shared premises: Separate reception recommended. If shared reception:
 - Generic name displaying the After-Sales reception.
 - Presence of the logo of each brand (background wall), with equivalent size
 - Shared multibrand service advisor: neutral uniform

KEY

- 1 Multibrand Service Advisor in a neutral uniform.
- 2 Neutral sign featuring the logotype of each brand



Specific Service Advisors for each brand

LOCATION

- Renault Store site: After-Sales reception located in the Renault Showroom possibilities. If this is not possible, choose a neutral environment.
- Non-Renault Store site: Reception located in a neutral environment.

SEPARATION BETWEEN THE BRANDS

- Recommendation: separate premises.
- If shared premises: Separate reception recommended. If shared reception:
 - Generic name displaying the After-Sales reception.
 - Presence of the logo of each brand (background wall), with equivalent size.

KEY

- 1 Ford Service Advisor
- 2 Nissan Service Advisor
- 3 Neutral sign featuring the logotype of each brand
- 4 Renault Service Advisor

