



RENAULT
Passion for life

Renault Store - Application guide
Visual identity rules / AMI region

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

Contents

Renault - Dacia sites

Outdoor signage	4
La présignalisation	5
Les pavillons	6
Les totems	7
The New Vehicle activity	8
Les marquages de façade	9
Les marquages d'entrée	12
Les showrooms	14
The After-Sales activity	18
Les baies de service	19
La réception Après-Vente	20

Renault - Dacia - Brand 3 sites

Outdoor signage	22
La présignalisation	23
Les pavillons	24
Les totems	25
The New Vehicle activity	26
Les marquages de façade	27
Les marquages d'entrée	29
Les showrooms	30
The After-Sales activity	32
Les baies de Service	33
Les conseillers Service	34
Le conseiller Service multimarque	35

WORK IN PROGRESS

Objectifs

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

Rules concerning Renault and Dacia are to be strictly applied.

Those concerning other brands are only recommendations to be communicated to the brands in question.

These visual identity rules must make it possible to deploy multi-brand 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.

WORK IN PROGRESS

Scope

Euromed-Africa region

Process

- Les règles définies sont à appliquer sur l'ensemble des pays de la Région.
- Les cas particuliers, qui doivent rester une exception, seront remontés à la Région, afin de permettre un échange avec les équipes Brand Stores.

Renault - Dacia sites

Outdoor signage

WORK IN PROGRESS

Advance signage

Advance signs

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.

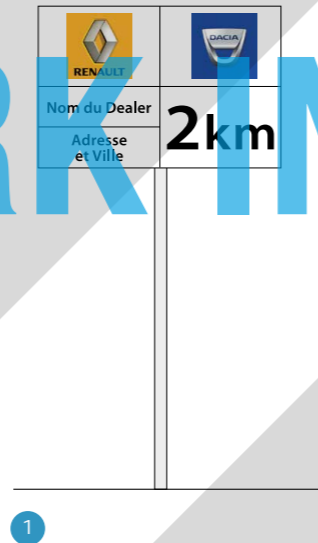
KEY

- 1 Roadside sign
1,000 x 1,500 mm
- 2 Bus shelter sign
1,200 x 1,800 mm
- 3 4 x 3 sign
4,000 x 3,000 mm

Note

The dimensions of the signs are provided by way of example.

WORK IN PROGRESS



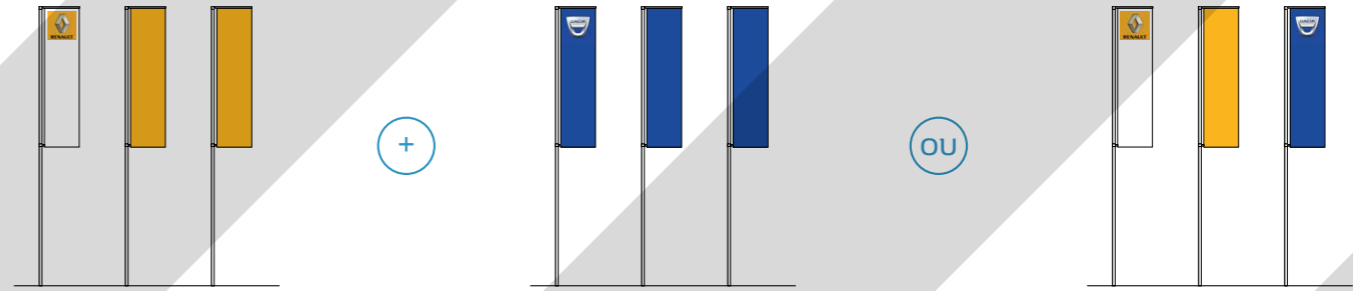
Vertical flags

Goup of 3 or 5 vertical flags

PRINCIPLES

- Renault/Dacia sites are identified:
 - by a series of 3 or 5 vertical flags,
 - combined, or separated by brand.
- Dacia corners: optional vertical flags.
- The number of Dacia vertical flags shall never be greater than the number of Renault vertical flags.

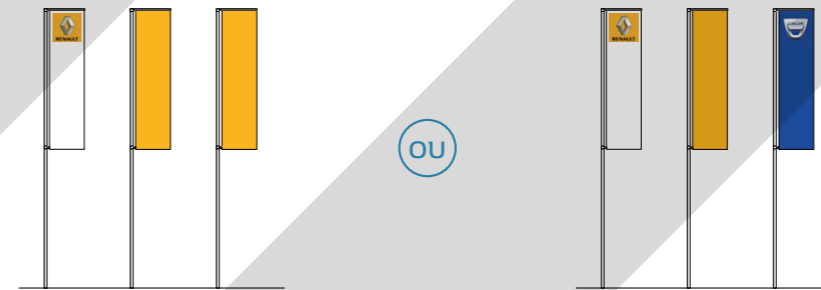
Dacia sites in B or C format



WORK IN PROGRESS



Les corners Dacia



Totems

Totems separated by brand

PRINCIPLE

- Renault-Dacia sites are identified by totems of equivalent size.
- For the Dacia corner, the presence of the totem is optional.
- Multi-brand totems combining the two brands on the same sign are prohibited.

KEY

Examples for a 6,500 mm totem.
The dimensions correspond to brand standards.

WORK IN PROGRESS



Renault totem
h. 6500 x l. 1400 mm



Dacia totem
h. 6500 x l. 1400 mm

Renault - Dacia sites

The New Vehicle activity

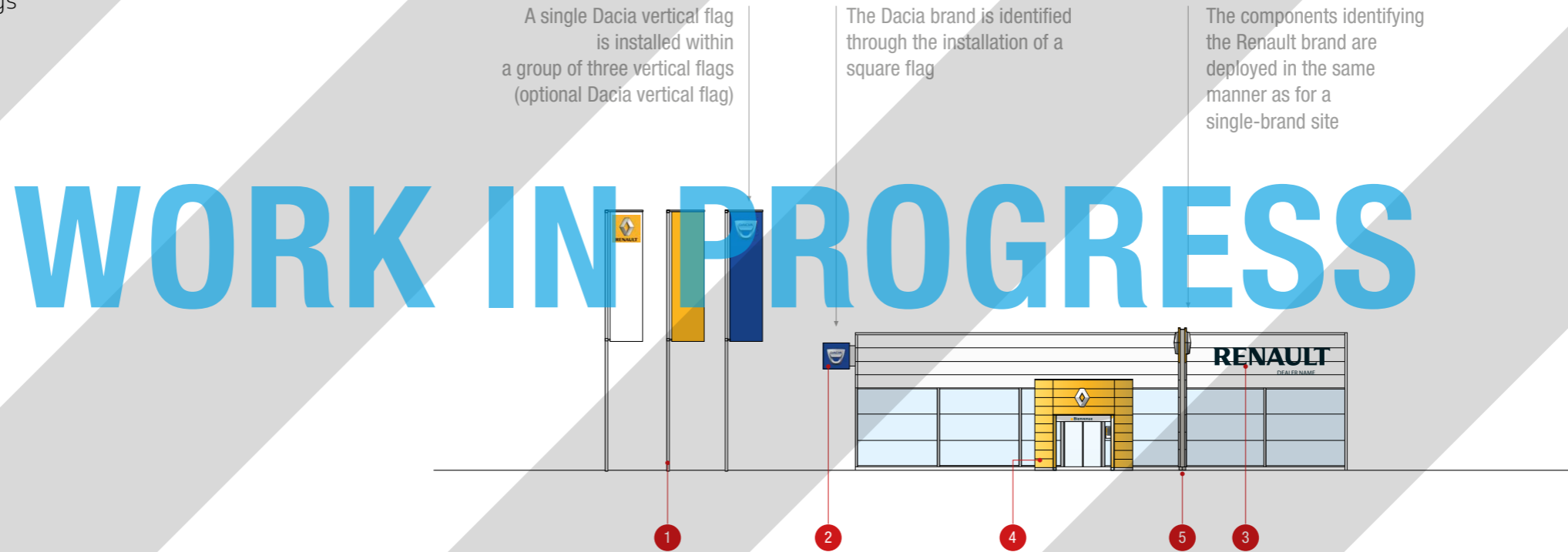
WORK IN PROGRESS

Façade signage

Dacia corner (format A)

Key

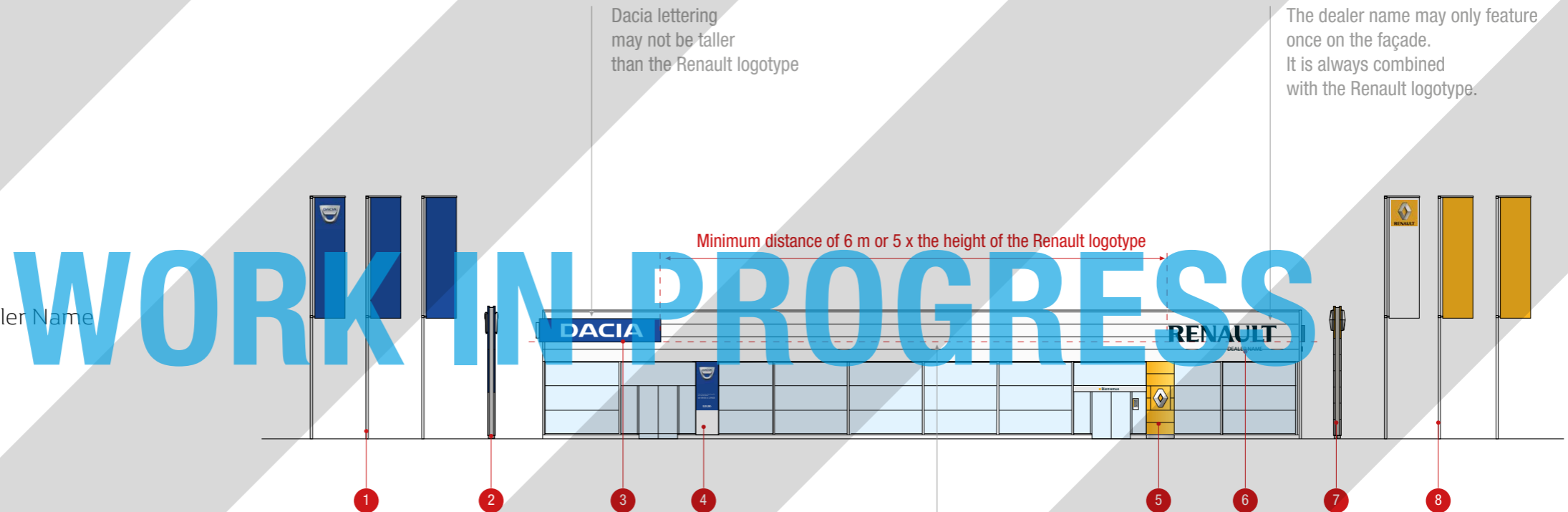
- ① Group of three vertical flags
- ② Dacia square flag
- ③ Renault sign
- ④ Renault entrance signage
- ⑤ Renault totem



Façade signage

**INTEGRATED DACIA SHOWROOM
(FORMAT B)****KEY**

- 1 Dacia vertical flags (x3)
- 2 Dacia totem
- 3 Dacia banner
- 4 Dacia entrance signage
- 5 Renault entrance signage
- 6 Renault logotype and Dealer Name
- 7 Renault totem
- 8 Renault vertical flags (x3)

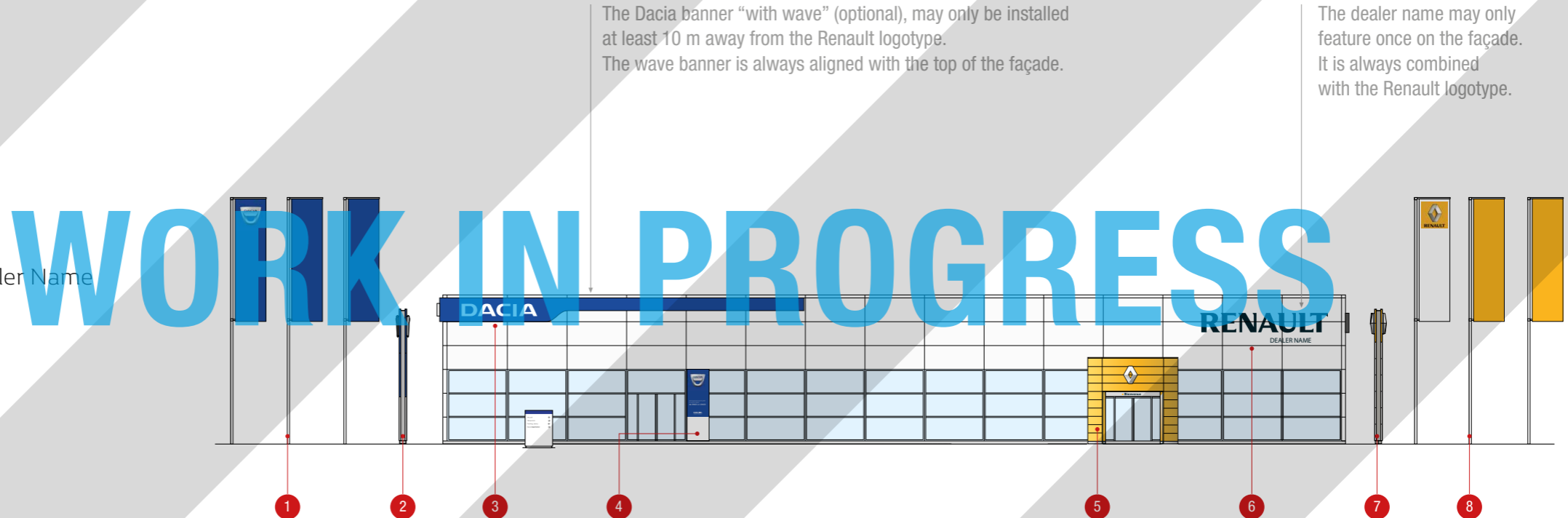


Façade signage

SEPARATE DACIA SHOWROOM (FORMAT C)

KEY

- 1 Dacia vertical flags
- 2 Dacia totem
- 3 Dacia banner
- 4 Dacia entrance signage
- 5 Renault entrance signage
- 6 Renault logotype and Dealer Name
- 7 Renault totem
- 8 Renault vertical flags



Façade signage

SEPARATE DACIA SHOWROOM (FORMAT C)

Specific case for countries with high Dacia sales volumes

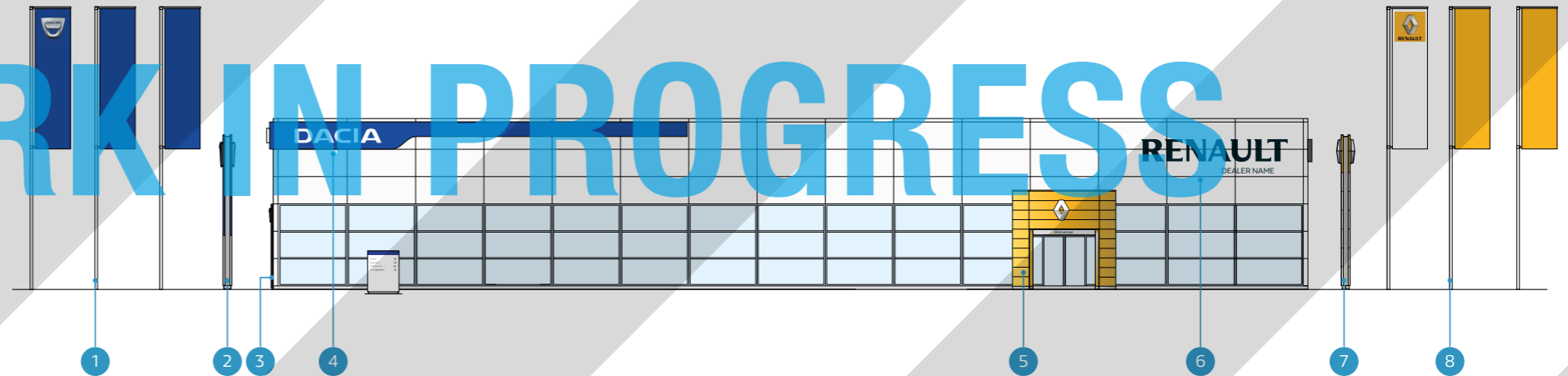
PRINCIPLE

In order to mark the difference between the two brands more clearly, it is recommended to position the Dacia entrance on the side of the building (on the secondary façade), which will allow customers to arrive in the showroom facing the Dacia wall (corporate, financing, etc.).

WORK IN PROGRESS

KEY

- 1 Dacia vertical flags
- 2 Dacia totem
- 3 Dacia entrance signage
- 4 Dacia banner
- 5 Renault entrance signage
- 6 Renault logotype and Dealer Name
- 7 Renault totem
- 8 Renault vertical flags



Entrance signage

Formats B & C

PRINCIPLE

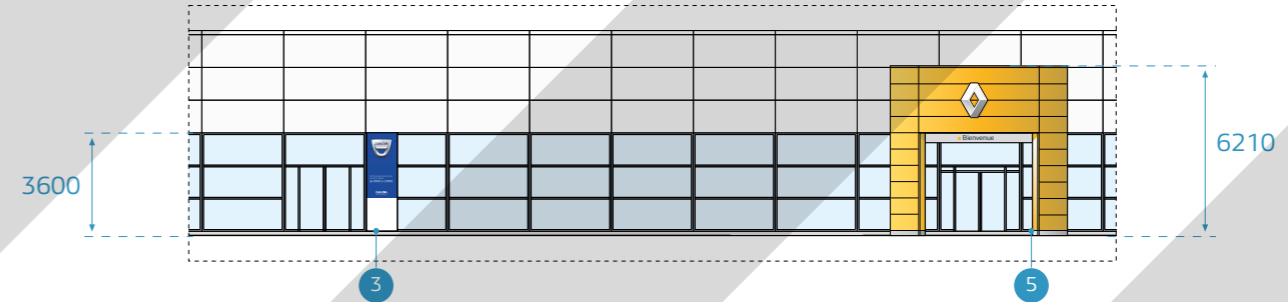
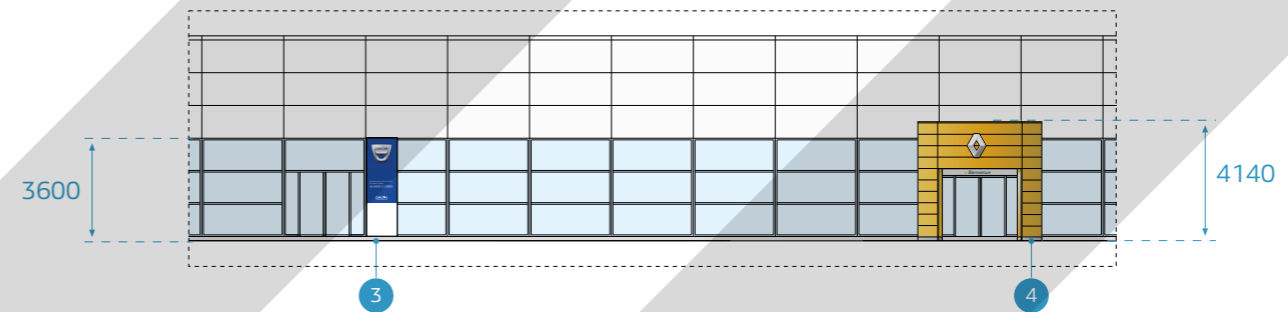
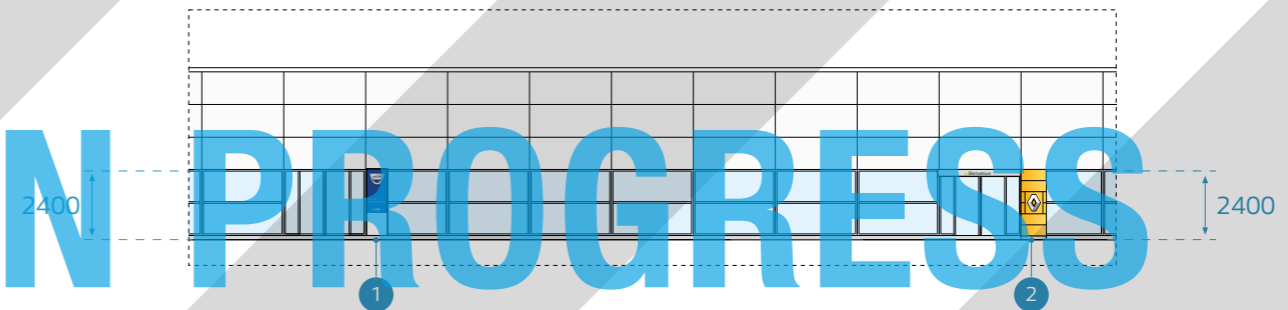
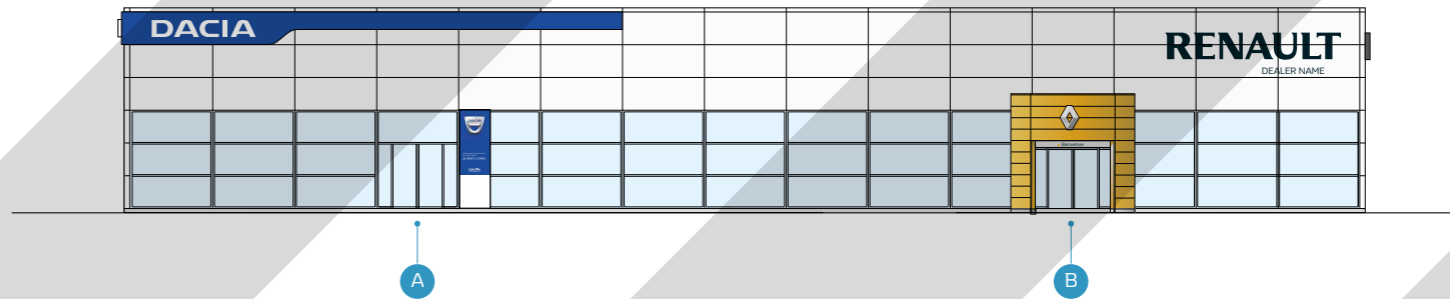
Showrooms are accessed by a separate entrance for each brand except for the Dacia corner, when only the Renault entrance is present. Signage for brand-specific entrances applies.

KEY

- A** Dacia entrance
- B** Renault entrance

- 1** BDacia entrance sign
H. 2,400 mm
- 2** Renault door frame
H. 2,400 mm
- 3** Dacia entrance sign
H. 3,600 mm
- 4** Renault entrance gantry
H. 4,140 mm
- 5** Renault entrance gantry
H. 6,210 mm

WORK IN PROGRESS



Showrooms

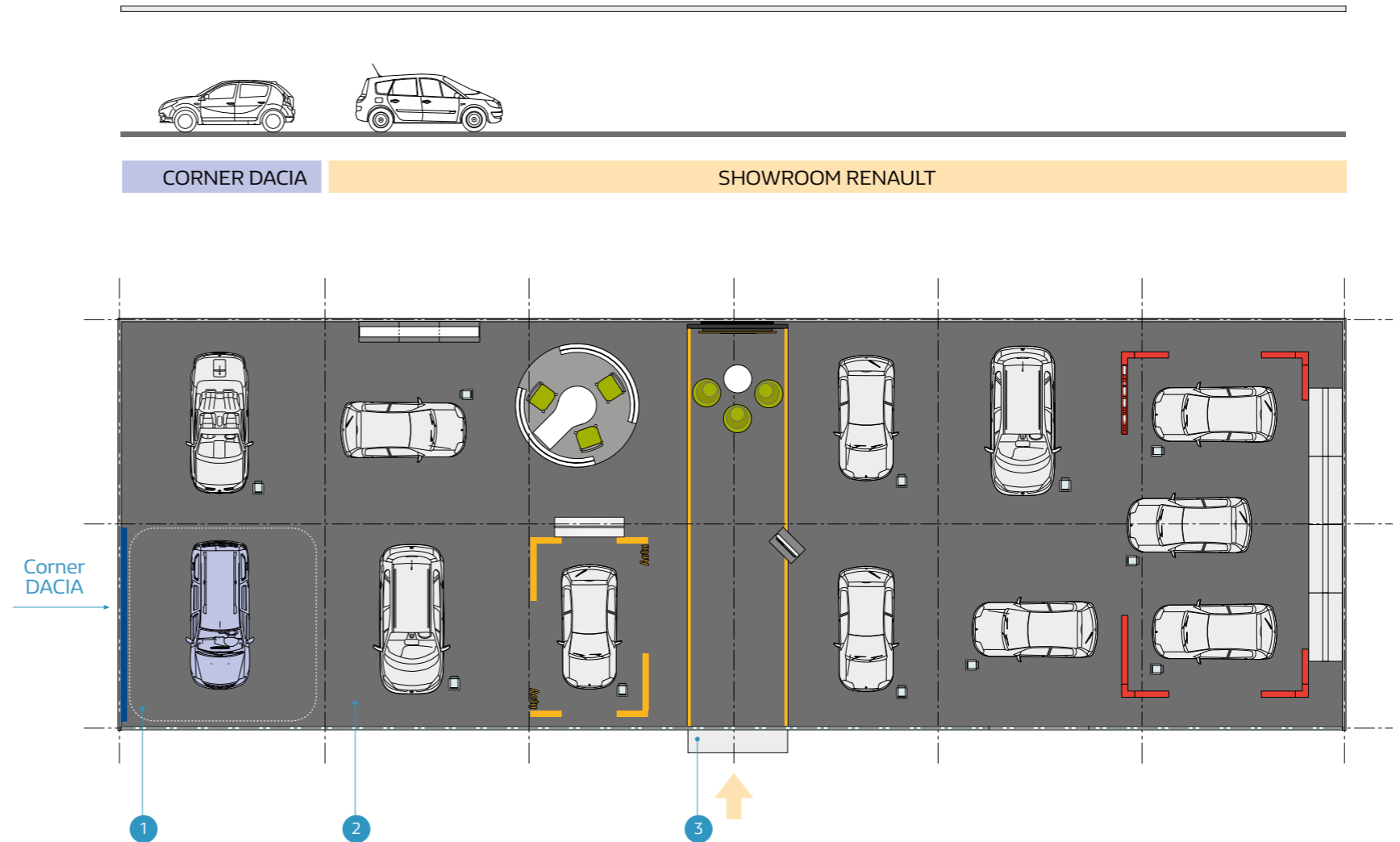
DACIA CORNER (FORMAT A) No separation from the Renault showroom

PRINCIPLE

The Dacia corner is integrated within the Renault showroom without the need for physical separation. Surface area of the corner: from 40 to 100 m².

KEY

- ① Dacia Corner
- ② Renault showroom
- ③ Renault-specific entrance



Les showrooms

INTEGRATED DACIA SHOWROOM (FORMAT B) Separation of showrooms: tiling and partial physical separation

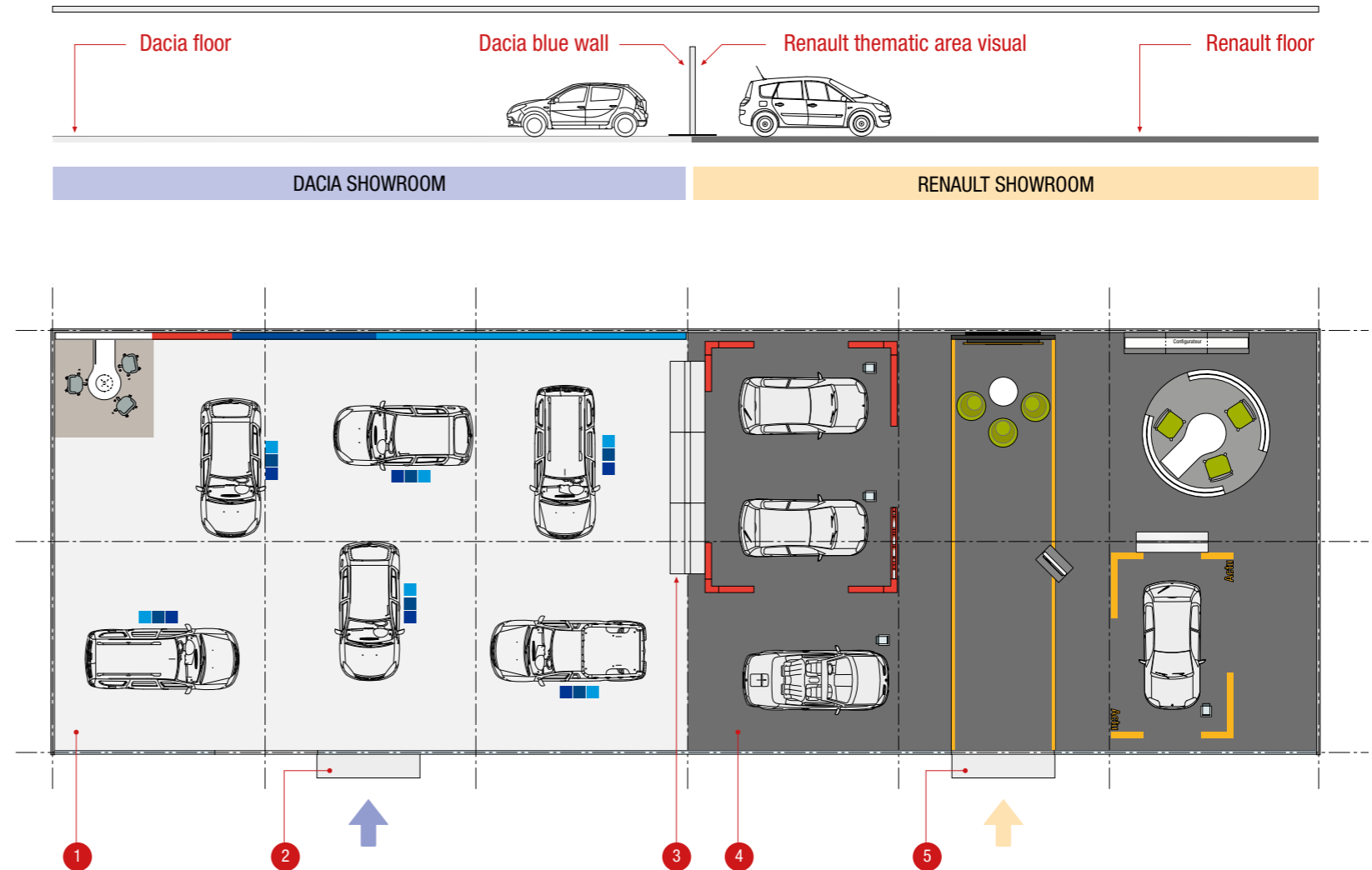
PRINCIPLE

Over and above the use of the colour of the floor, a partial physical separation is required:

- The use of Renault thematic area displays could be a solution.
- The surface areas of the two showrooms shall be balanced between the two brands taking account of the extent of the range on display.

KEY

- 1 Dacia showroom
- 2 Dacia-specific entrance
- 3 Use of the visual display from the thematic area as a separation:
 - Blue Dacia wall on the front,
 - Renault thematic visual on the back.
- 4 Renault showroom
- 5 Renault-specific entrance



Showrooms

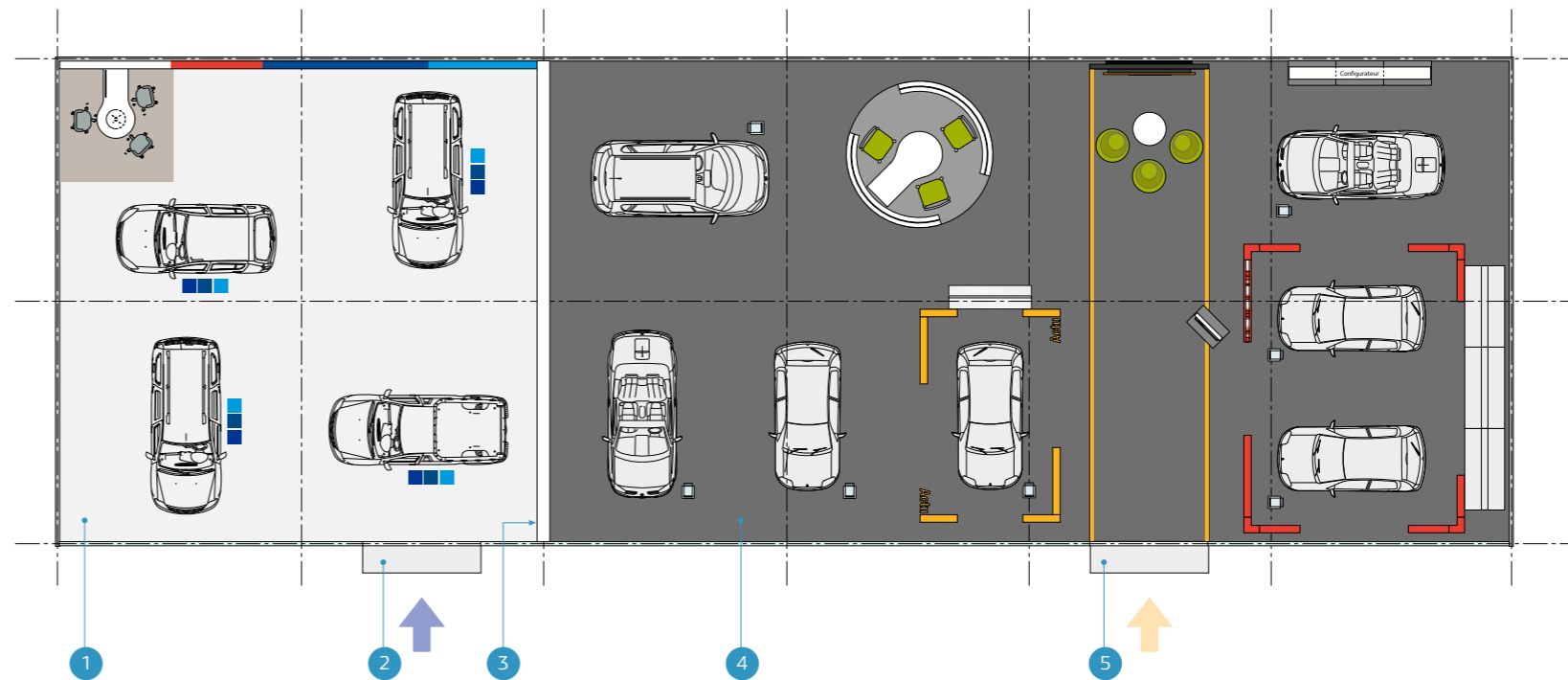
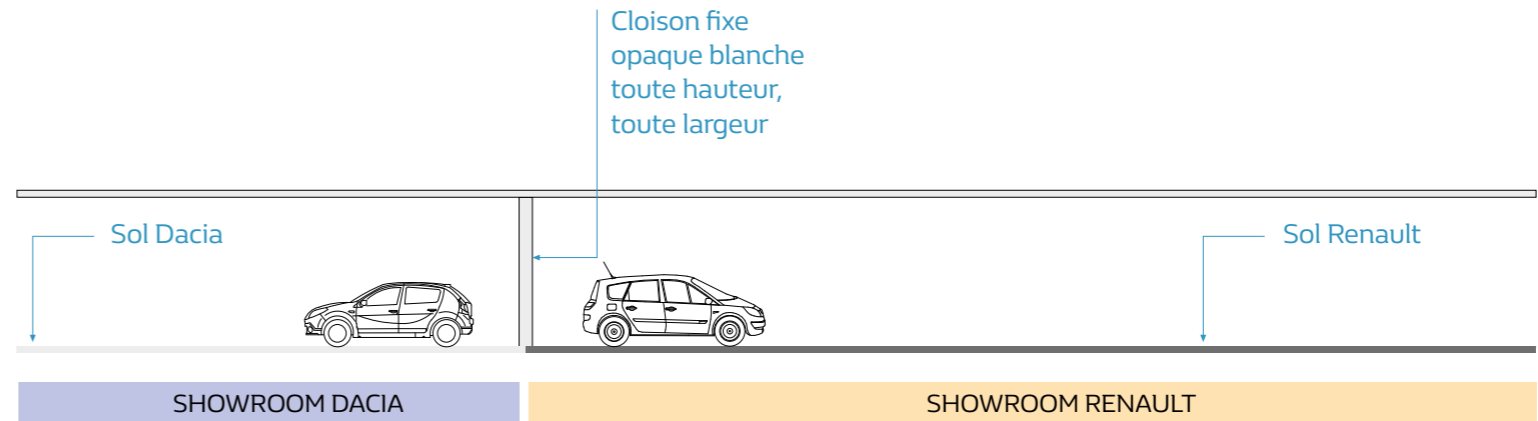
SEPARATE DACIA SHOWROOM (FORMAT C). Separation principle 1: total separation

PRINCIPLE

Total separation of the showrooms of the two brands: opaque fixed wall or partition over the entire height and width.

KEY

- 1 Dacia showroom
- 2 Dacia-specific entrance
- 3 Dividing wall or partition
- 4 Renault showroom
- 5 Renault-specific entrance



Showrooms

SEPARATE DACIA SHOWROOM (FORMAT C). Separation principle 2: partial separation

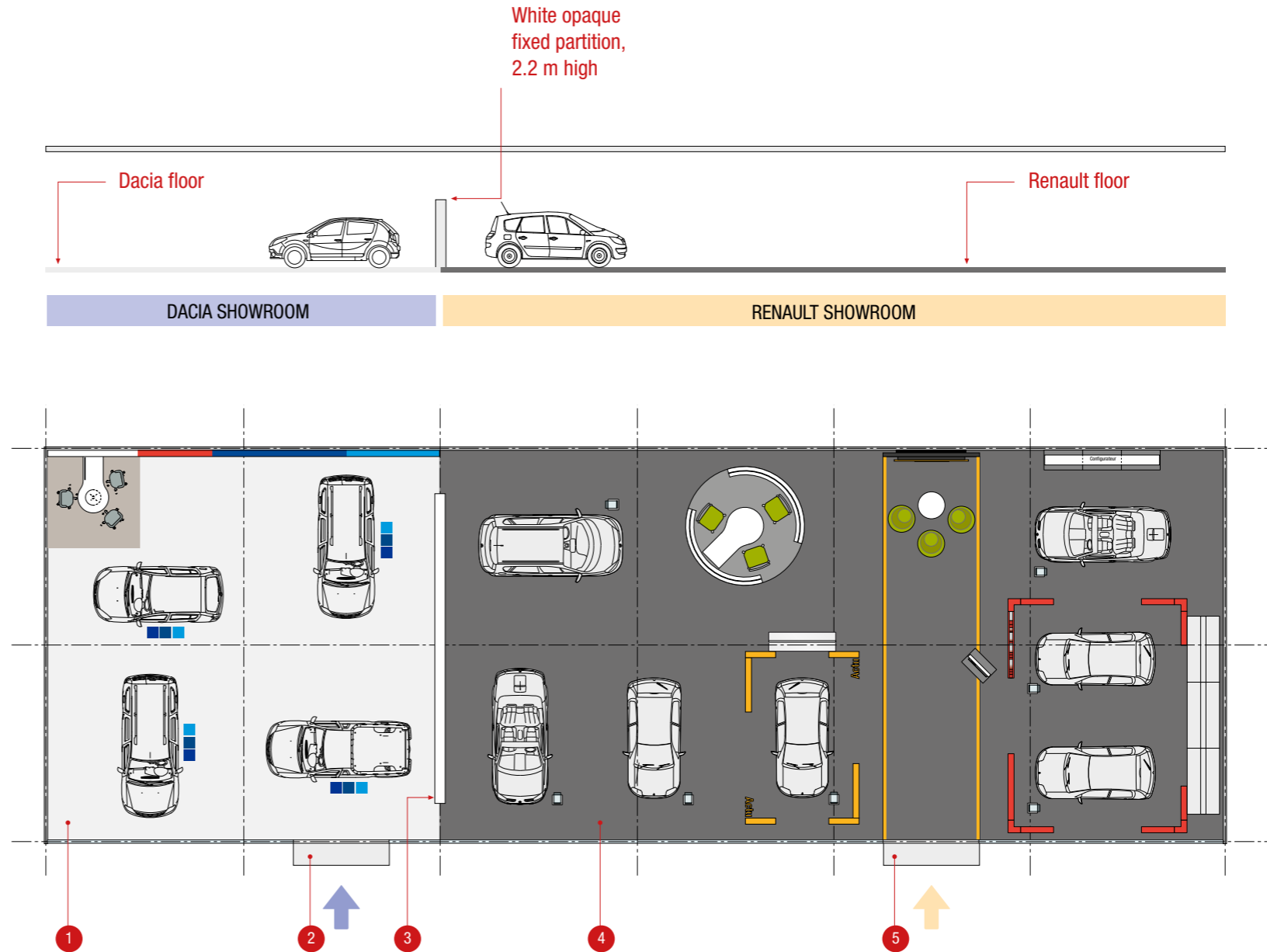
PRINCIPLE

Partial separation of the showrooms of the two brands can also be authorized:

- opaque fixed wall or partition, 2.20 m high, over at least 80% of the width.

KEY

- 1 Dacia showroom
- 2 Dacia-specific entrance
- 3 Dividing partition
- 4 Renault showroom
- 5 Renault-specific entrance



Renault - Dacia sites

The After-Sales activity

WORK IN PROGRESS

Renault and Dacia Service Bays

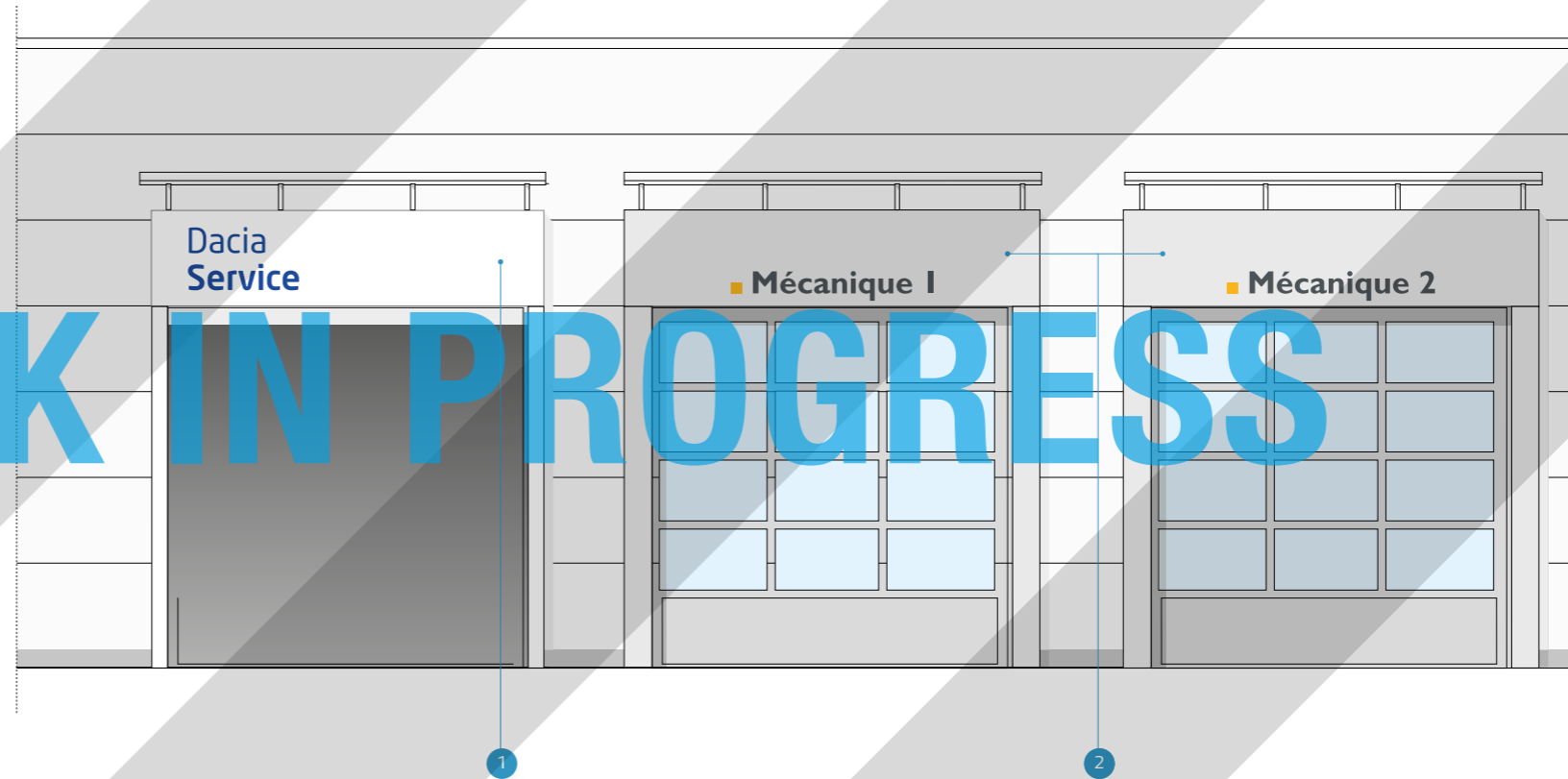
PRINCIPLE

This type of signage is mainly used when the Dacia workshop is integrated within the Renault workshop (low Dacia after-sales customer flows), but it may also be used when there is a specific Dacia workshop.

KEY

- ① Dacia Service Sign
- ② Renault activities banners

WORK IN PROGRESS



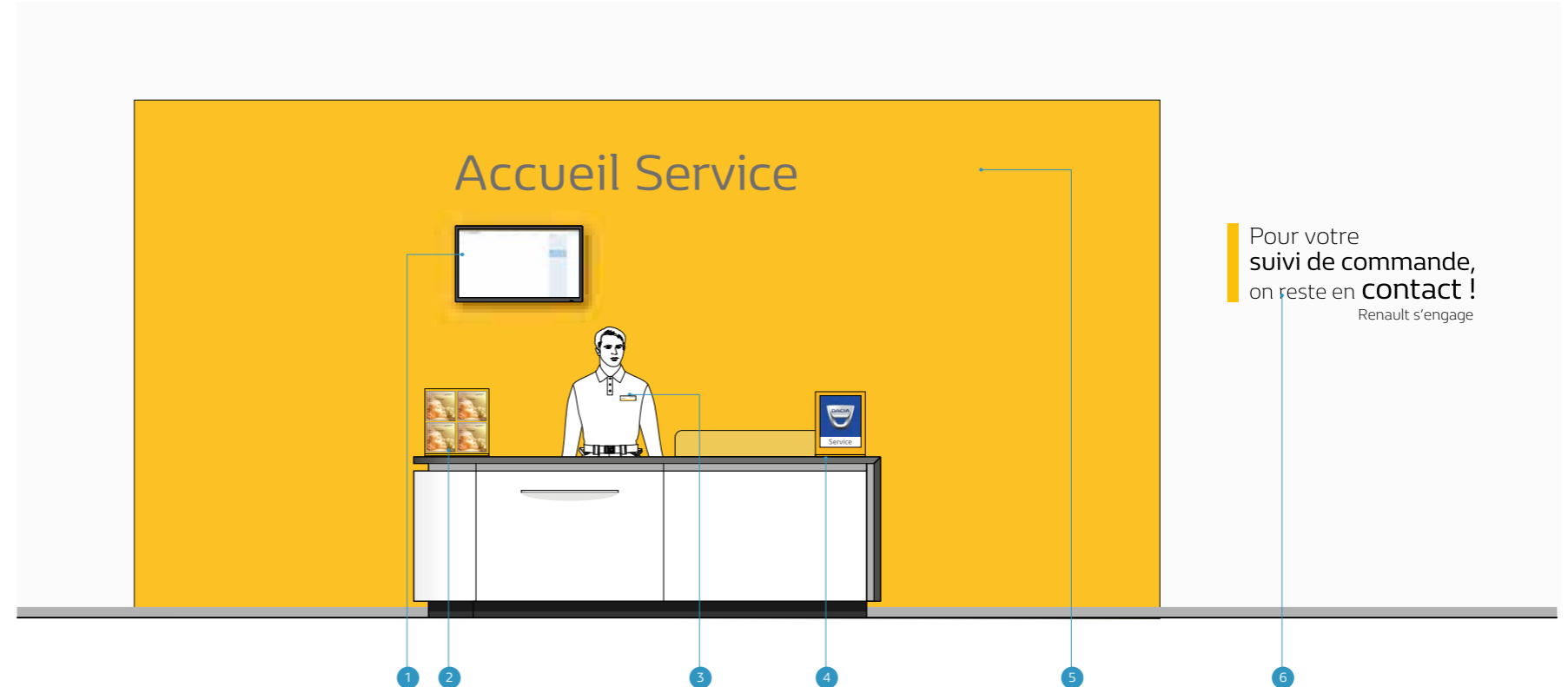
The after-sales activity

Avec flux Renault > flux Dacia

- After-Sales reception located in the Renault showroom (Renault Store standards).
- Shared Renault and Dacia reception.
- The Renault Service Advisor welcomes Renault and Dacia customers.
If the volume of Dacia After-Sales footfall justifies it, the presence of a specific Dacia Service Advisor.

KEY

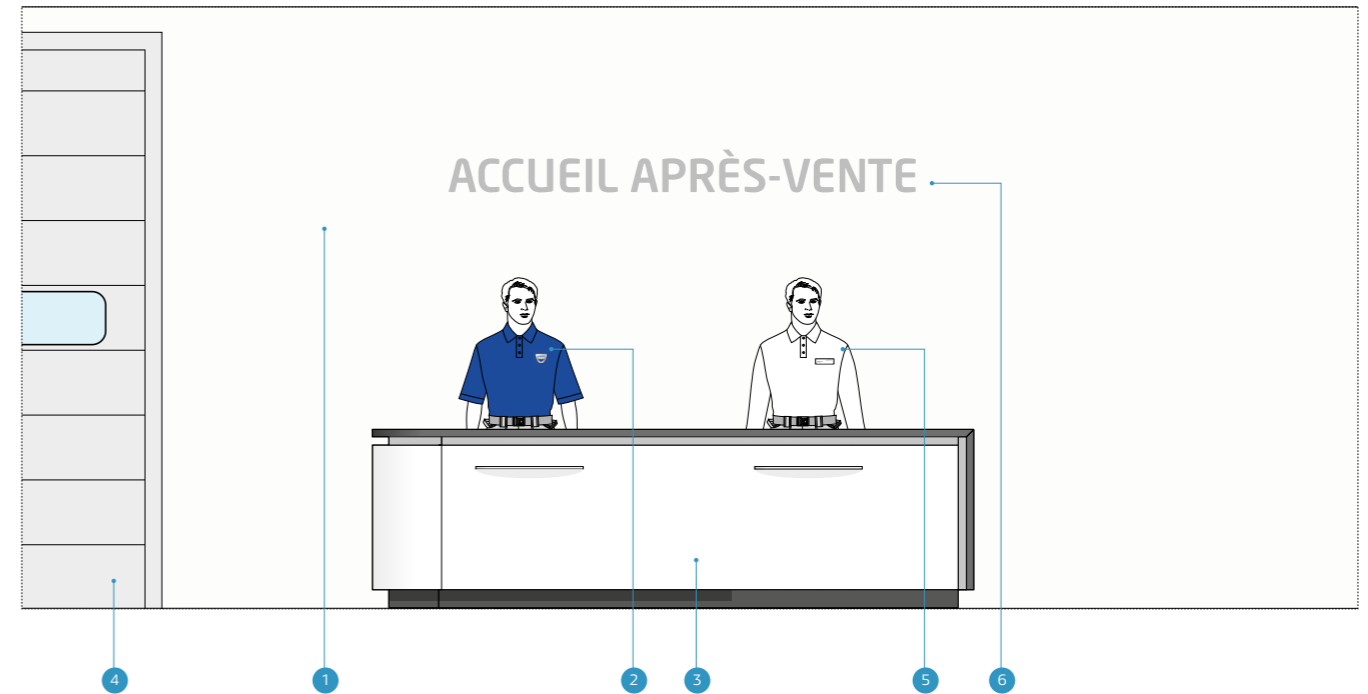
- 1 Screen
- 2 Service Pack Display Module
- 3 Renault Service Advisor
- 4 Promise (example for France) on a yellow wall
- 5 Dacia Service Totem
- 6 Identification signage for the After-Sales reception
- 7 Communication "Renault Commitments"



The after-sales activity

With Renault flows > Dacia flows

- The Dacia After-Sales reception is located in the Dacia showroom.
- The Renault After-Sales reception may be located:
 - Either in the Renault showroom (Renault Store standards)
 - Or in the Dacia showroom. The brand is then displayed only on the Renault uniform of the Service Advisor.
- If the reception is shared between
 - the two brands, in the Dacia showroom, it shall be located:
 - Either close to the Renault showroom (so as to be visible to Renault customers), in the case of format B,
 - Or close to the Dacia workshop, in the case of format C.



KEY

- 1 White wall of Dacia showroom
- 2 Dacia Service Advisor
- 3 After-Sales unit as per Renault Air standards
- 4 Workshop access door
- 5 Renault Service Advisor
- 6 «After-Sales Reception» signage

Renault - Dacia - Brand 3 sites

Outdoor signage

WORK IN PROGRESS

Advance signage

Signs with three brands present

PRINCIPLE

The different brands co-exist on the same sign.
In the spirit of harmony, the brands are displayed on a neutral white background.

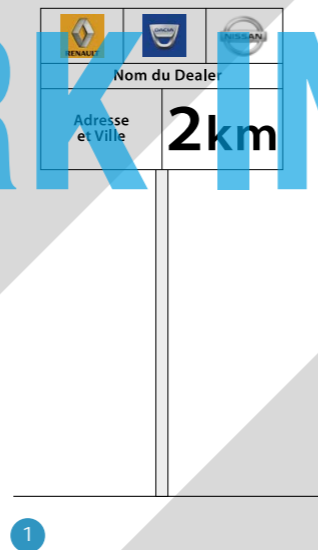
A balance between the three brands should be preserved, with regards to their respective dimensions.

KEY

- ① Roadside sign 1,000 x 1,500 mm
- ② Bus shelter sign 1,200 x 1,800 mm
- ③ 4 x 3 sign 4,000 x 3,000 mm

Note

The dimensions of the signs are provided by way of example.



Vertical flags

Vertical flags with three brands present

PRINCIPLE

Multibrand sites comprising three brands are by series of vertical flags complying with the standards of each brand, with an equivalent number of vertical flags.

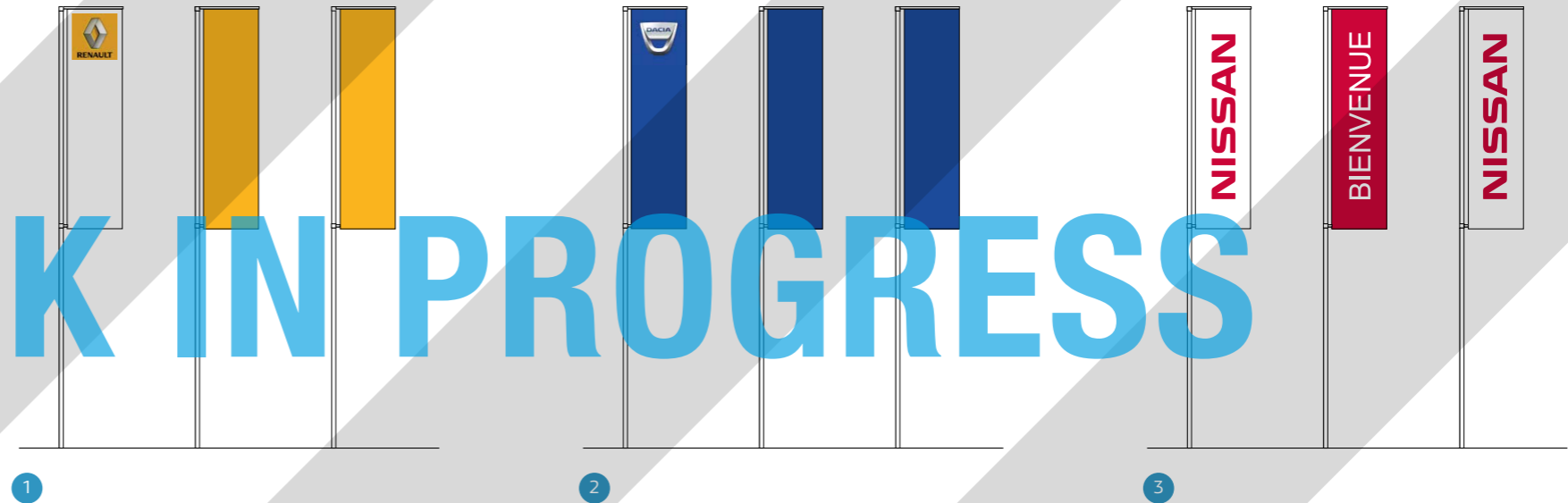
This configuration must highlight the balance between the three brands represented.

Key

Examples of a group of three vertical flags.

- 1 Group of three Renault vertical flags,
- 2 Group of three Dacia vertical flags
- 3 Group of three Nissan vertical flags

WORK IN PROGRESS



Totems

Totems separated by brand

PRINCIPLE

Multibrand sites can be identified by the individual totems of each brand. A balance between the totems of each brand should be preserved.

KEY

Examples for a 6,500 mm totem. The dimensions correspond to brand standards.

- 1 Renault totem
H. 6,500 x W. 1,400 mm.
- 2 Dacia totem
H. 6,500 x W. 1,400 mm.
- 3 Nissan totem
H. 6,500 x W. 1,800 mm

WORK IN PROGRESS



Renault - Dacia - Brand 3 sites

The New Vehicle activity

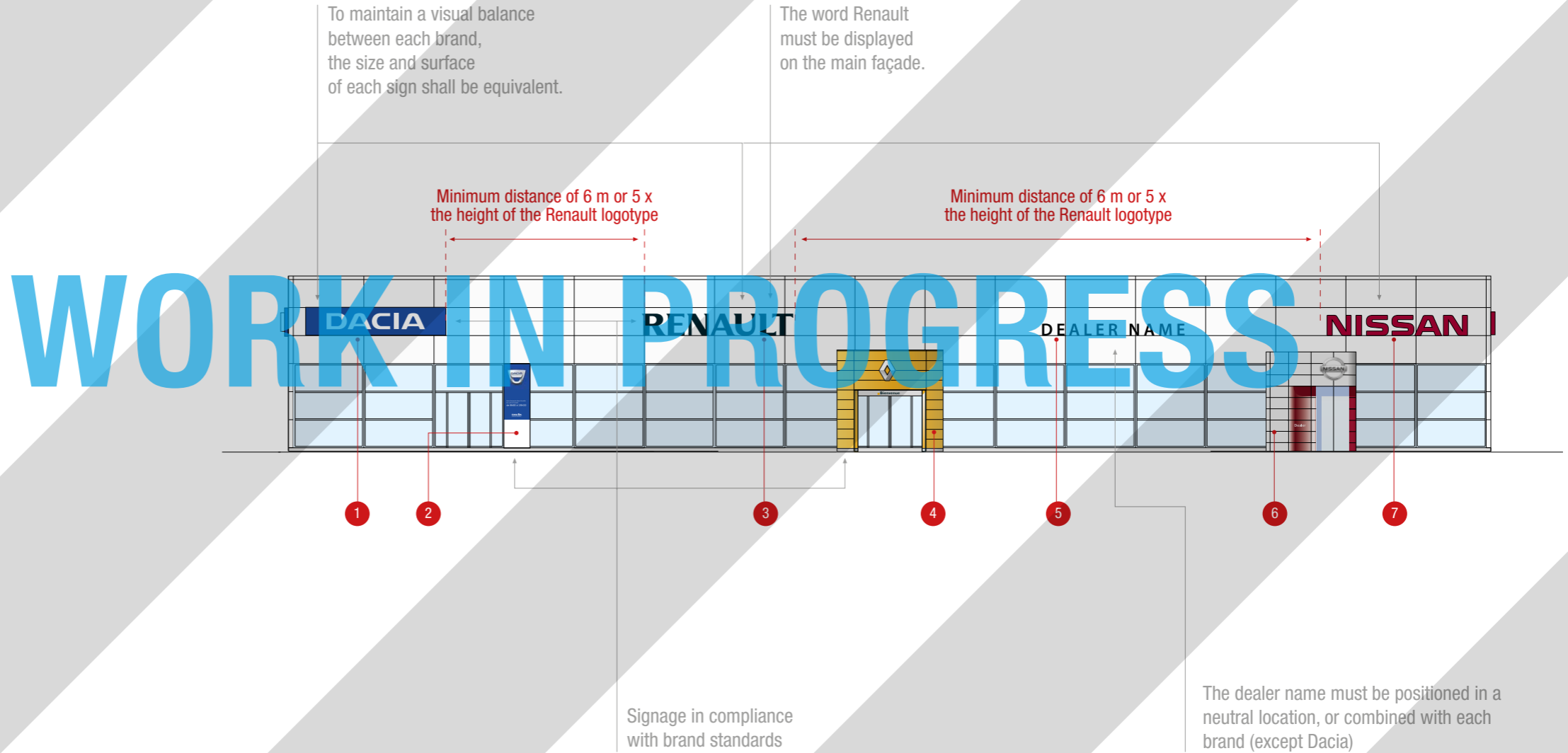
WORK IN PROGRESS

Façade signage

Main façade

KEY

- ① Dacia banner
- ② Dacia entrance signage
- ③ Renault banner
- ④ Renault entrance signage
- ⑤ Dealer name
- ⑥ Nissan entrance signage
- ⑦ Nissan sign



Façade signage

Secondary façade

PRINCIPLES

- Visual standards for brands are used on secondary façades.
- When one of the secondary façades is more visible from the road, the brand(s) not featured on this façade shall be represented by a directional sign.

KEY

NISSAN SECONDARY FAÇADE

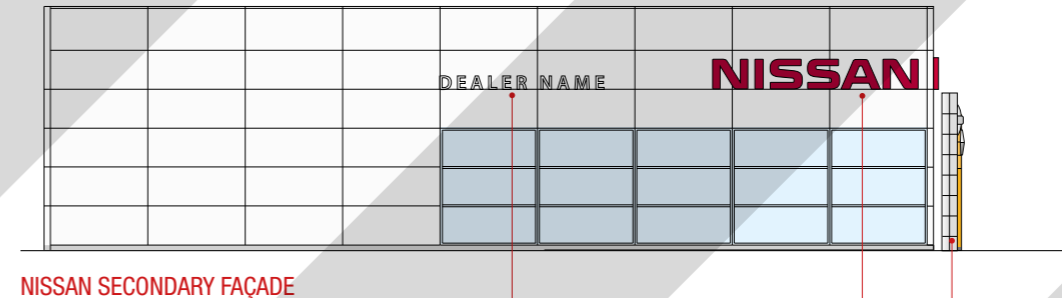
- 1 Dealer name according to Nissan standards
- 2 Nissan logotype
- 3 Nissan entrance signage

RENAULT SECONDARY FAÇADE

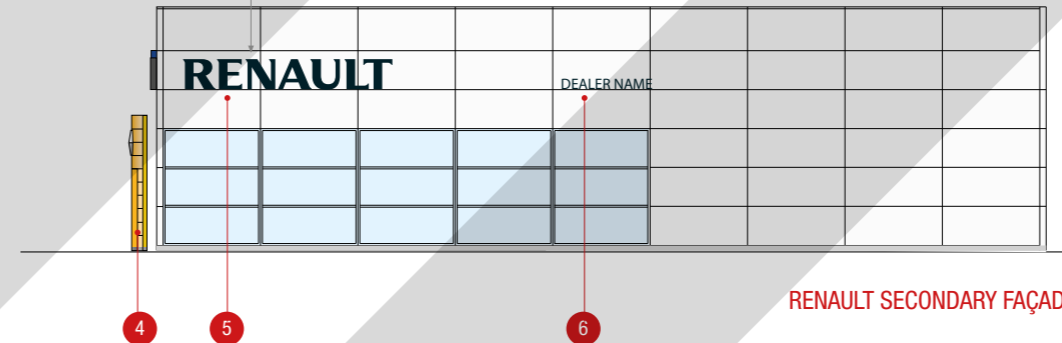
- 4 Renault entrance signage
- 5 Renault logotype
- 6 Dealer name combined with the Renault logotype

The illustration opposite shows a scenario in which the name of the dealer is combined with each brand.

WORK IN PROGRESS



NISSAN SECONDARY FAÇADE



RENAULT SECONDARY FAÇADE

The word Renault must be displayed on the secondary façade.

Entrance signage

Separates entrances

PRINCIPLES

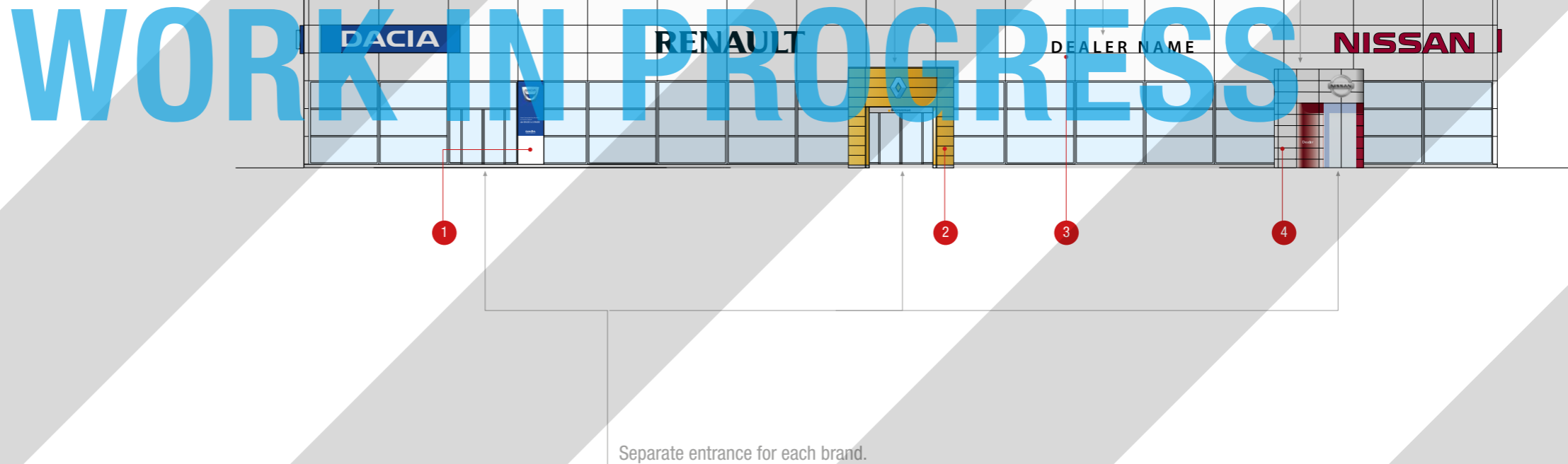
Showrooms are accessed by a separate entrance for each brand.

Signage for brand-specific entrances applies.

On multibrand sites, the Dacia banner "with wave" is not used.

KEY

- 1 Dacia entrance signage
- 2 Renault entrance signage
- 3 Dealer name
- 4 Nissan entrance signage



Showrooms

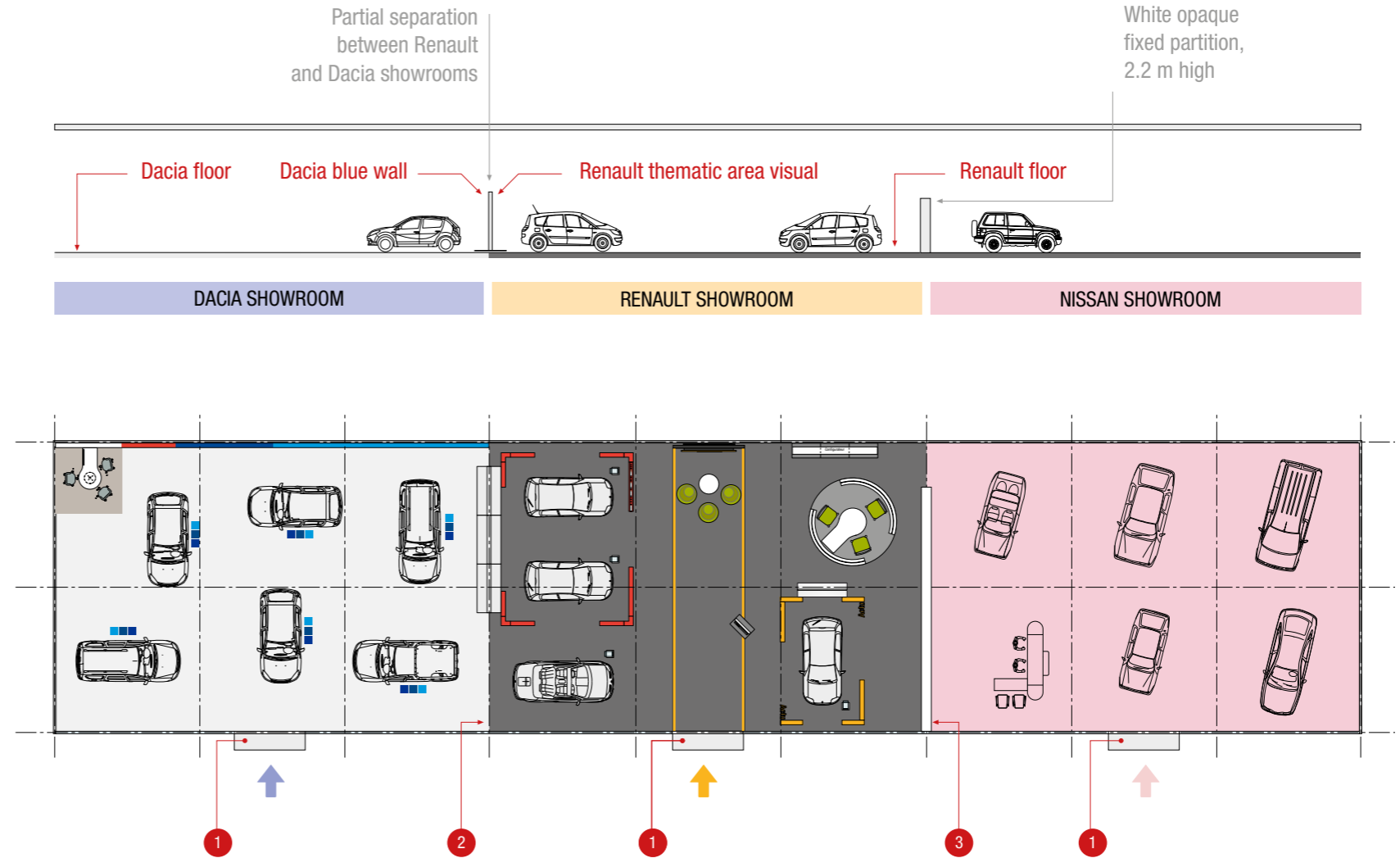
Physical separation of showrooms

PRINCIPLES

- Separation of the Renault and Brand 3 showrooms: white opaque partition over 80% of the width, 2.2 m high (to allow air and light to pass through).
- Separation between the Renault and Dacia showrooms:
 - either separation identical to that used between Renault and Brand 3,
 - or a lighter form of separation, using the Renault thematic areas (e.g.: passion area). In both cases, floor specific to both
- Balanced proportions between the showrooms of the three brands, consistent with the extent of the range on display and sales objectives.

KEY

- 1 Specific entrance for each brand
- 2 Partial separation between the Renault and Dacia showrooms
- 3 Fixed dividing partition over 80% of the width



Showrooms

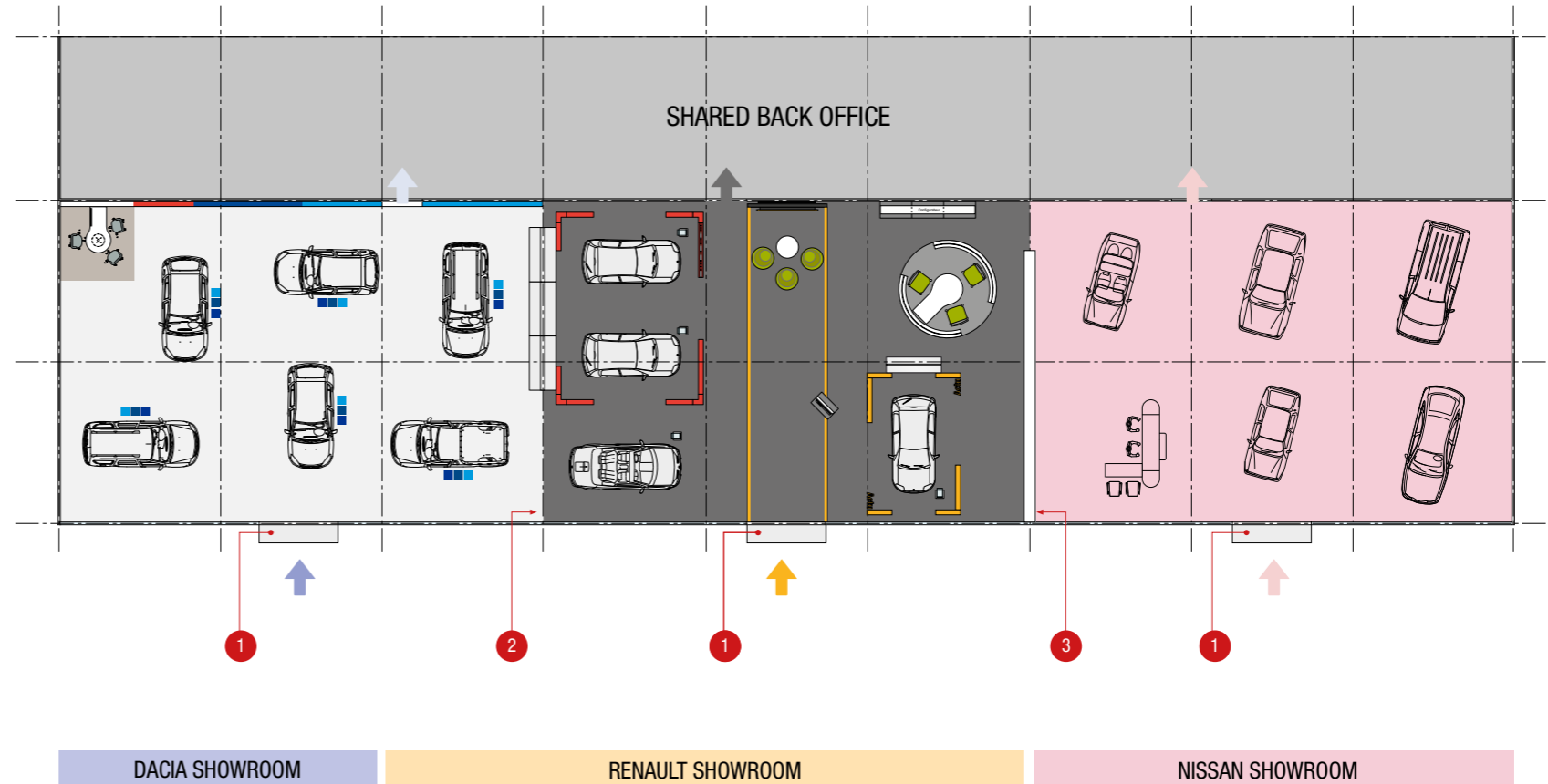
Separate entrances by brand to the back office area

PRINCIPLES

- Physical separation between the showrooms of the different brands,
- Specific entrances for each brand,
- Access to the back office area through the showroom of each brand.

KEY

- 1 Specific entrance for each brand
- 2 Partial separation between the Renault and Dacia showrooms
- 3 Dividing wall or partition



Renault - Dacia - Brand 3 sites

The After-Sales activity

WORK IN PROGRESS

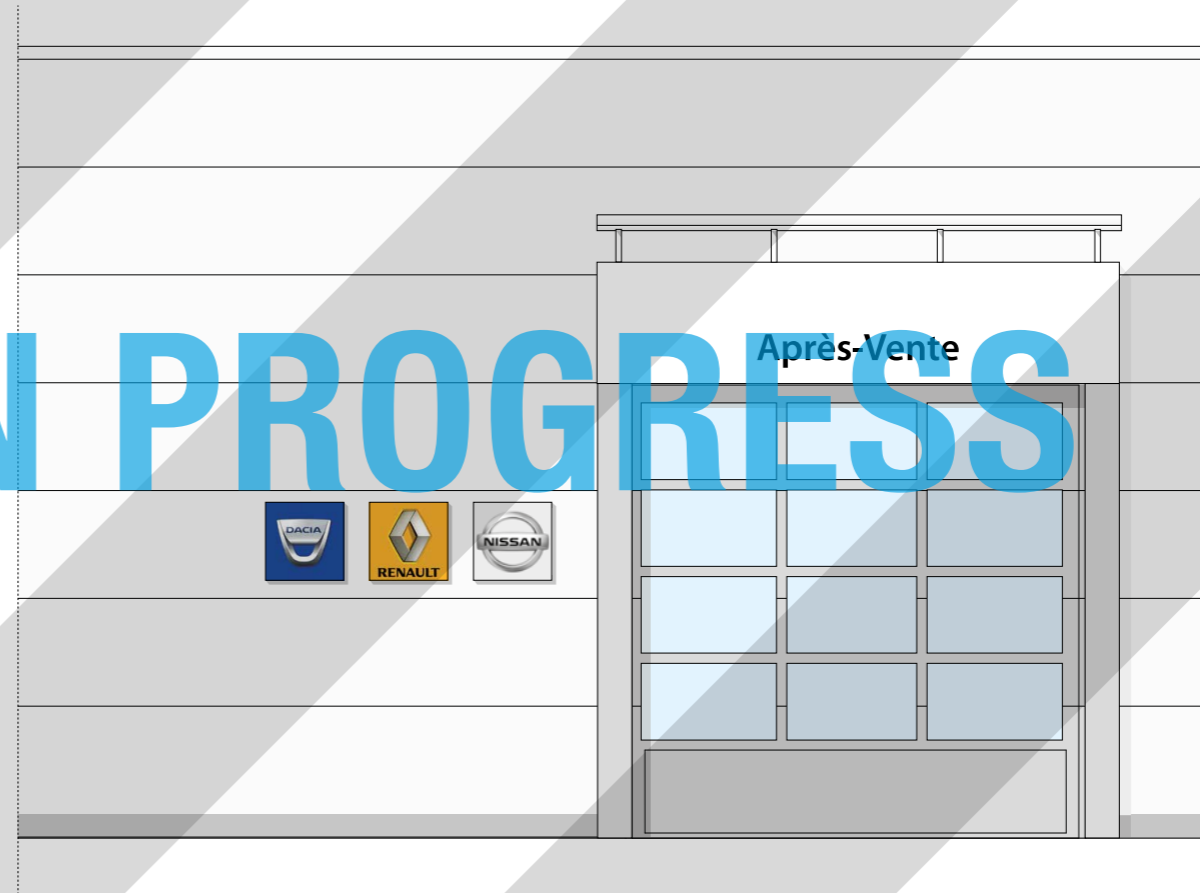
Service bays

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.

WORK IN PROGRESS



After-Sales reception with Service Advisors

LOCATION

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

SEPARATION BETWEEN THE BRAND

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

WORK IN PROGRESS

Réception Après-Vente



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.

WORK IN PROGRESS

