

Renault Store - Application guide
Visual identity rules / Europe G9 Region



RENAULT
Passion for life

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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Renault - Dacia sites

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Renault - Dacia - Nissan sites

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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 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.

Scope

Europe/G9 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.

WORK IN PROGRESS

Renault - Dacia sites

Outdoor signage

WORK IN PROGRESS

Pre-signage

Pre-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.

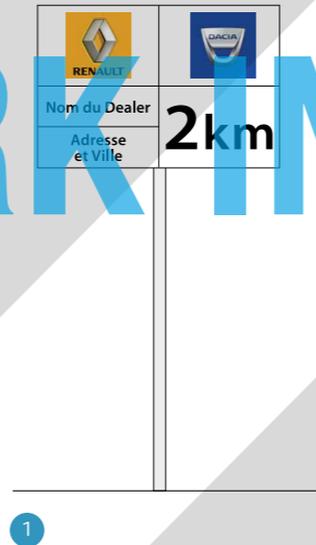
KEY

- 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.

WORKING IN PROGRESS



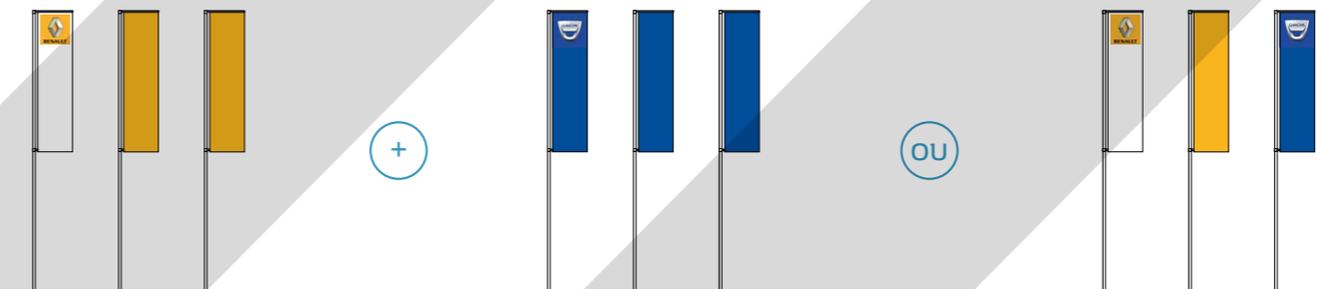
Vertical flags

Group of 3 or 5 vertical flags

PRINCIPLE

- Renault-Dacia-Nissan 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.

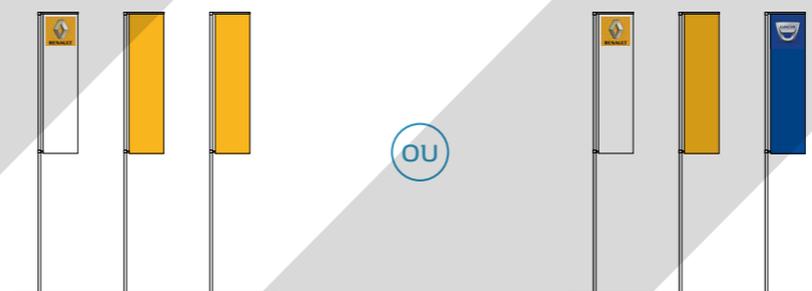
LES SITES DACIA AU FORMAT B ou C



WORK IN PROGRESS



LES CORNERS DACIA



Les totems

Totems séparés par marque

PRINCIPE

- Les sites Renault-Dacia sont identifiés par les totems de taille équivalente.
- Pour le corner Dacia, la présence du totem est optionnelle.
- Les totems multimarques rassemblant les 2 marques sur un même support, sont proscrits.

LÉGENDE

Exemples dans le cas d'un totem de 6500 mm.
Les dimensions correspondent aux standards des marques.

- 1 Totem Renault
h. 6500 x l. 1400 mm
- 2 Totem Dacia
h. 6500 x l. 1400 mm



Renault - Dacia sites

The New Vehicle activity

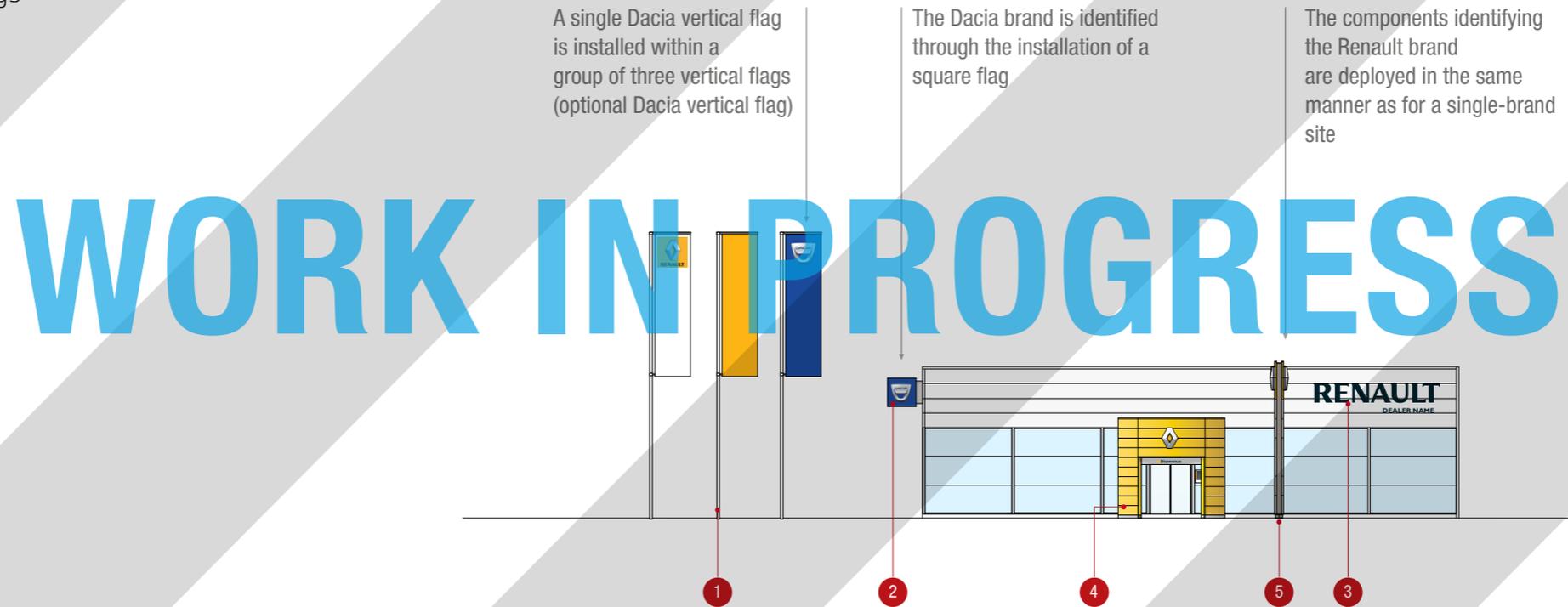
WORK IN PROGRESS

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

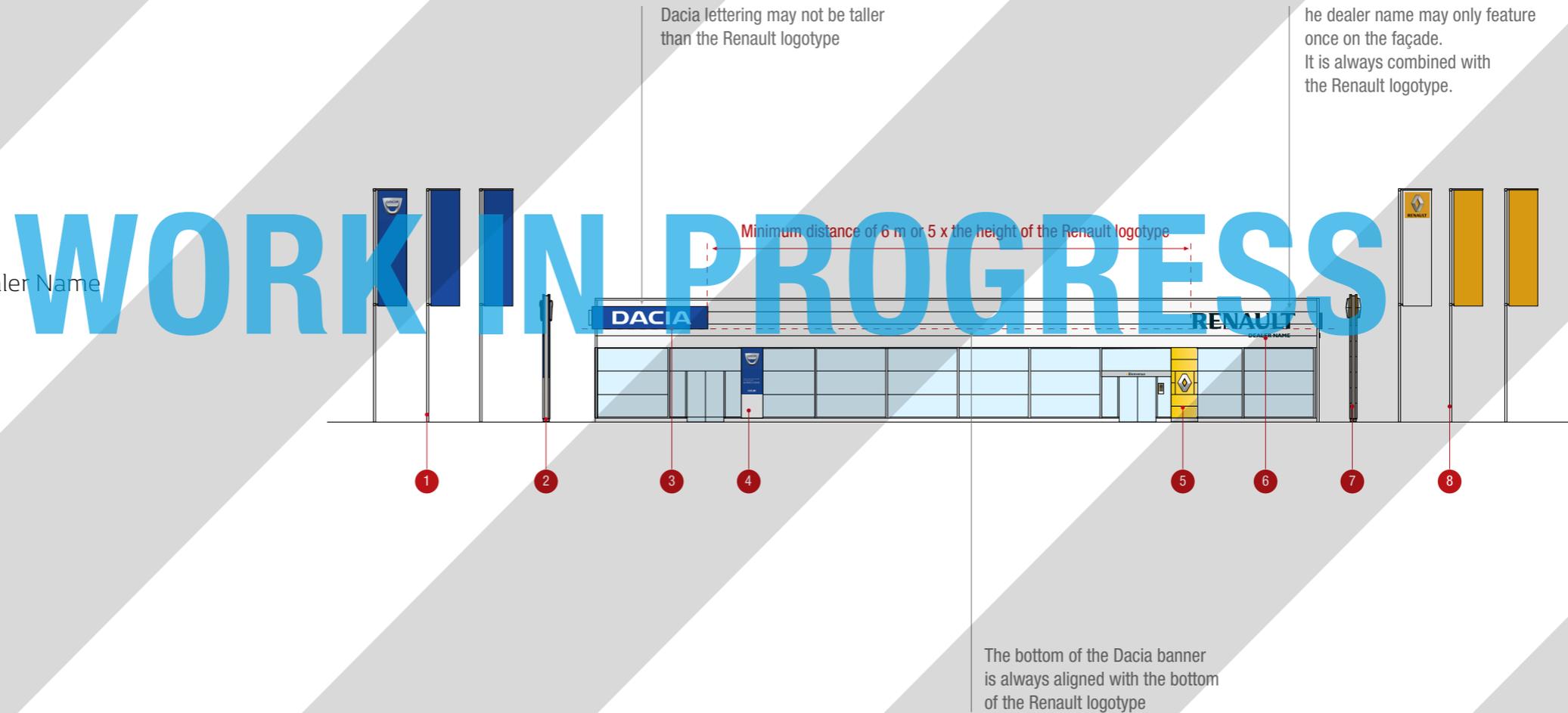


Façade signage

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)

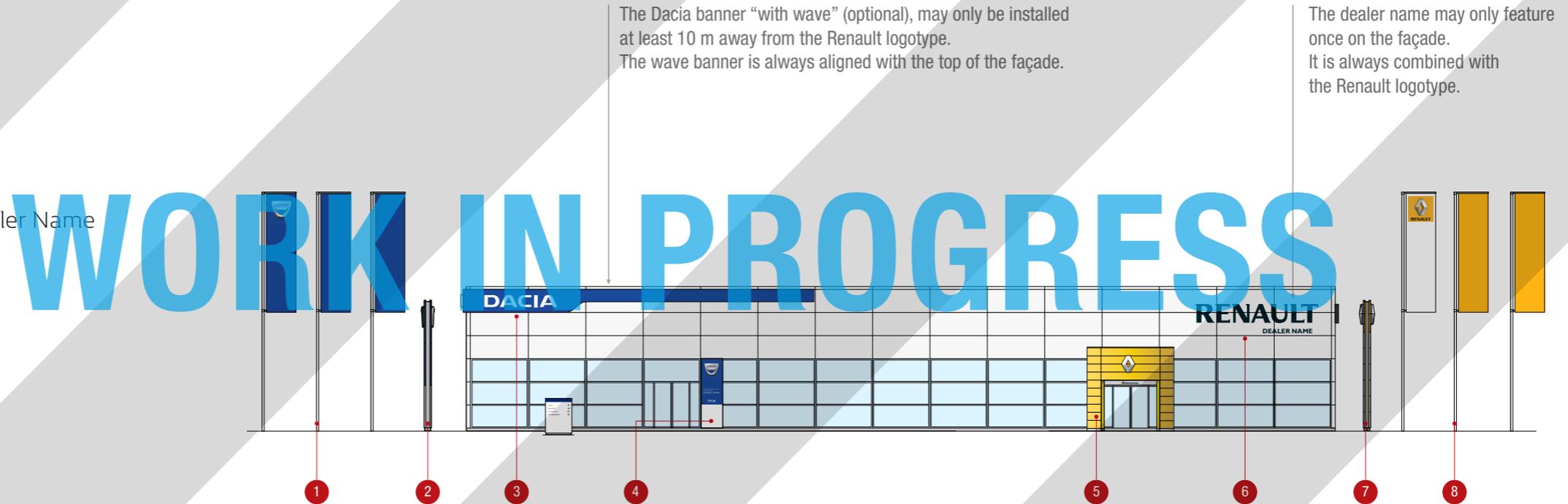


Façade signage

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



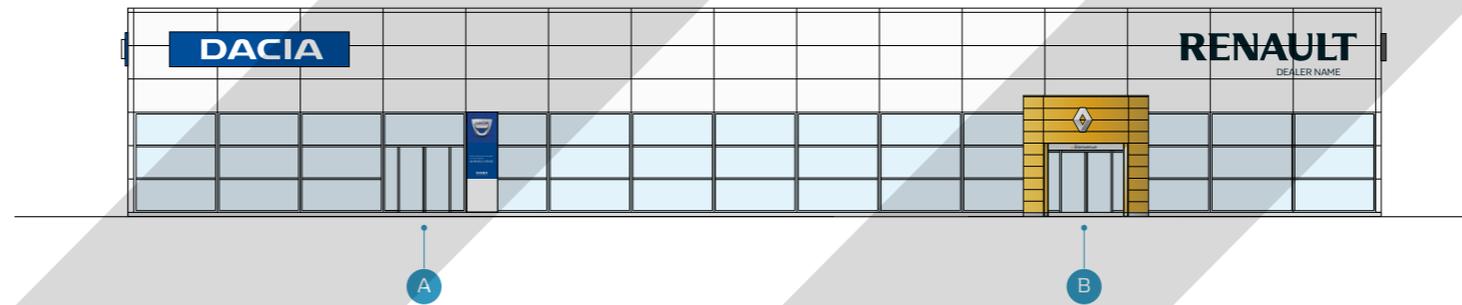
Entrance signage

PRINCIPLE

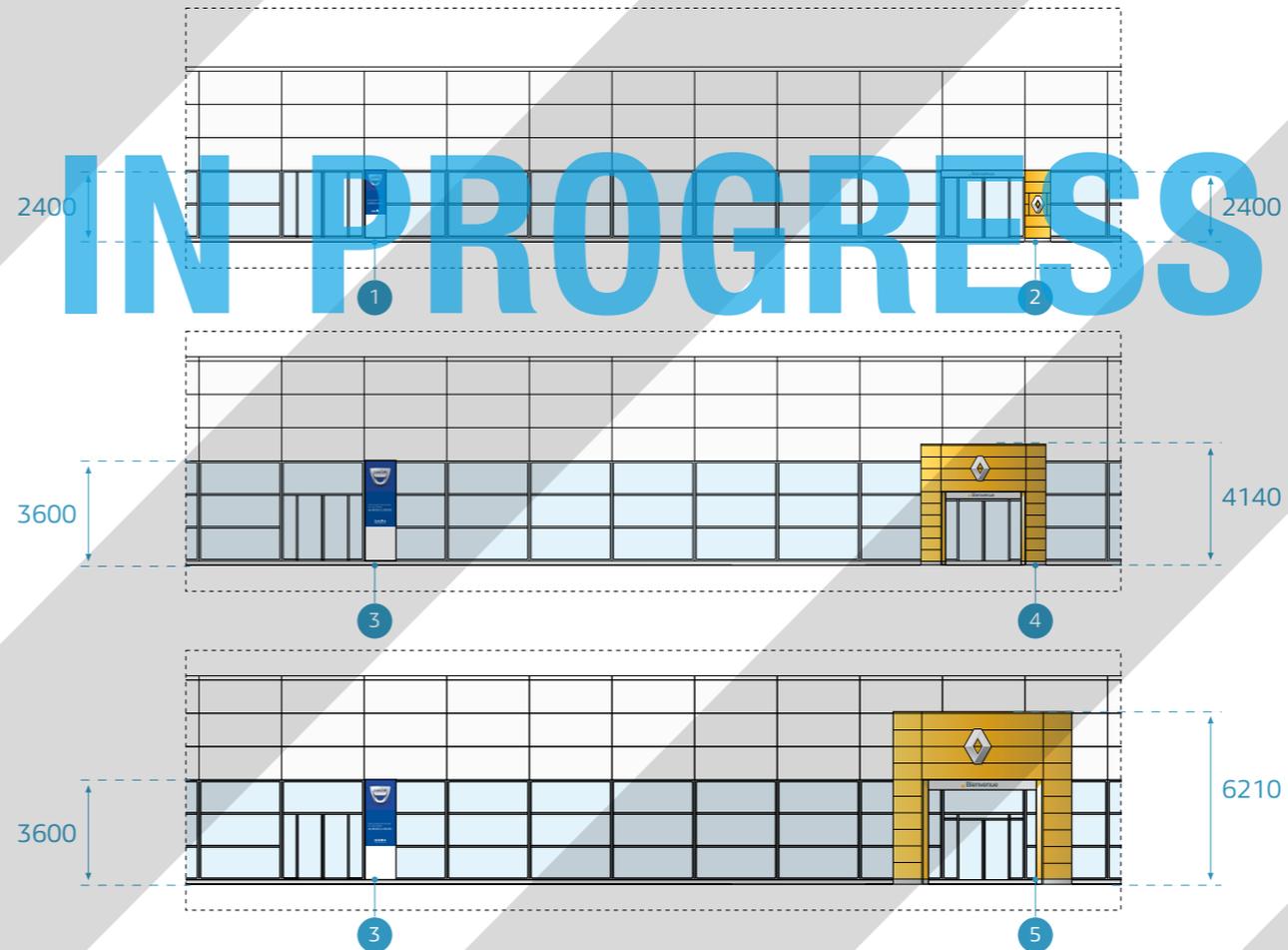
- Showrooms are accessed by a separate entrance for each brand except for the Dacia corner, when only the Renault entrance is present.
- Signage for brand-specific entrances applies.

KEY

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



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Showrooms

DACIA Corner (format A) **Separation principle**

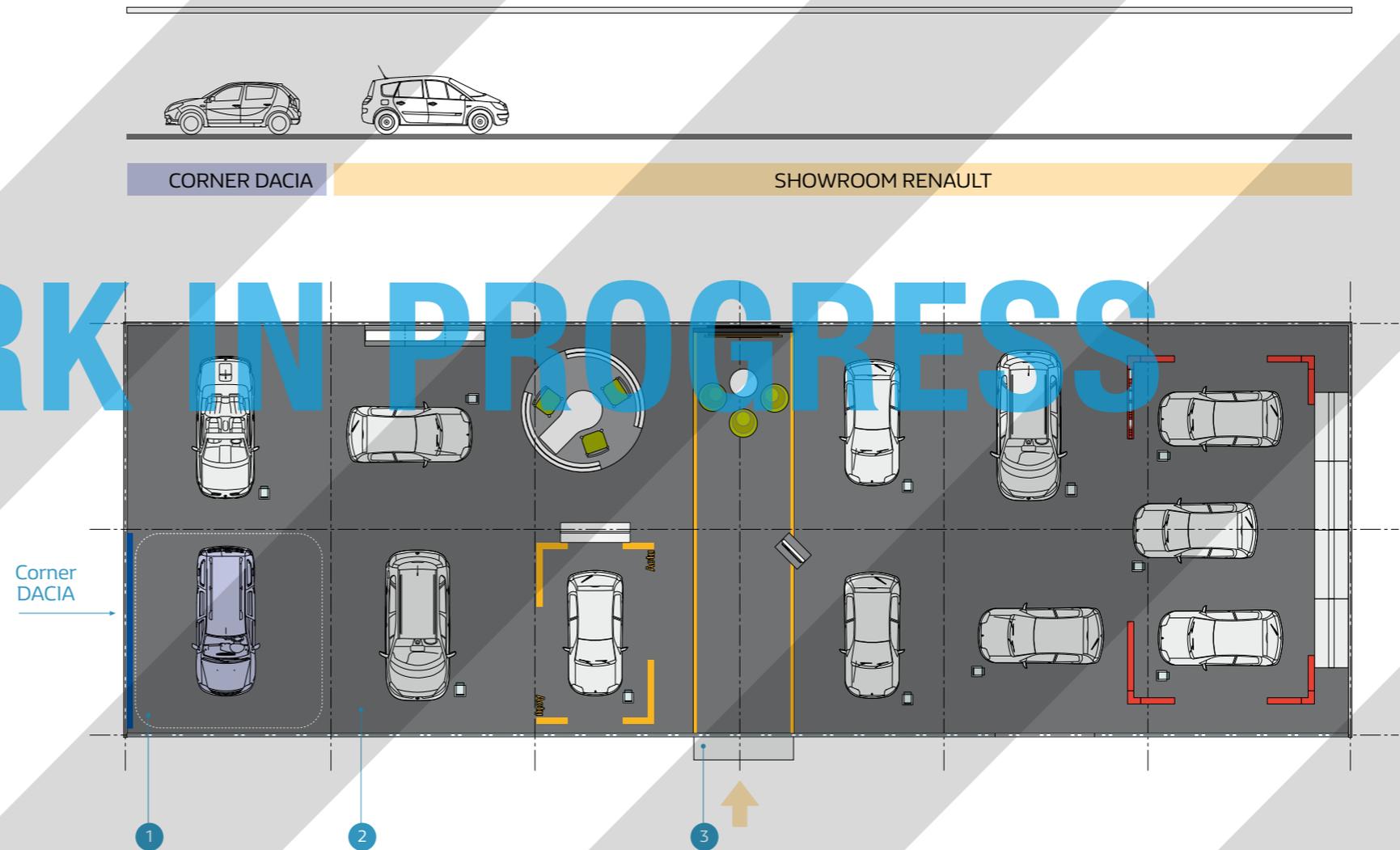
PRINCIPLE

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



Showrooms

Integrated dacia showroom (format B) Separation principle 1: by the colour of the floor

PRINCIPLE

Showrooms are only separated by the colour of the floor:

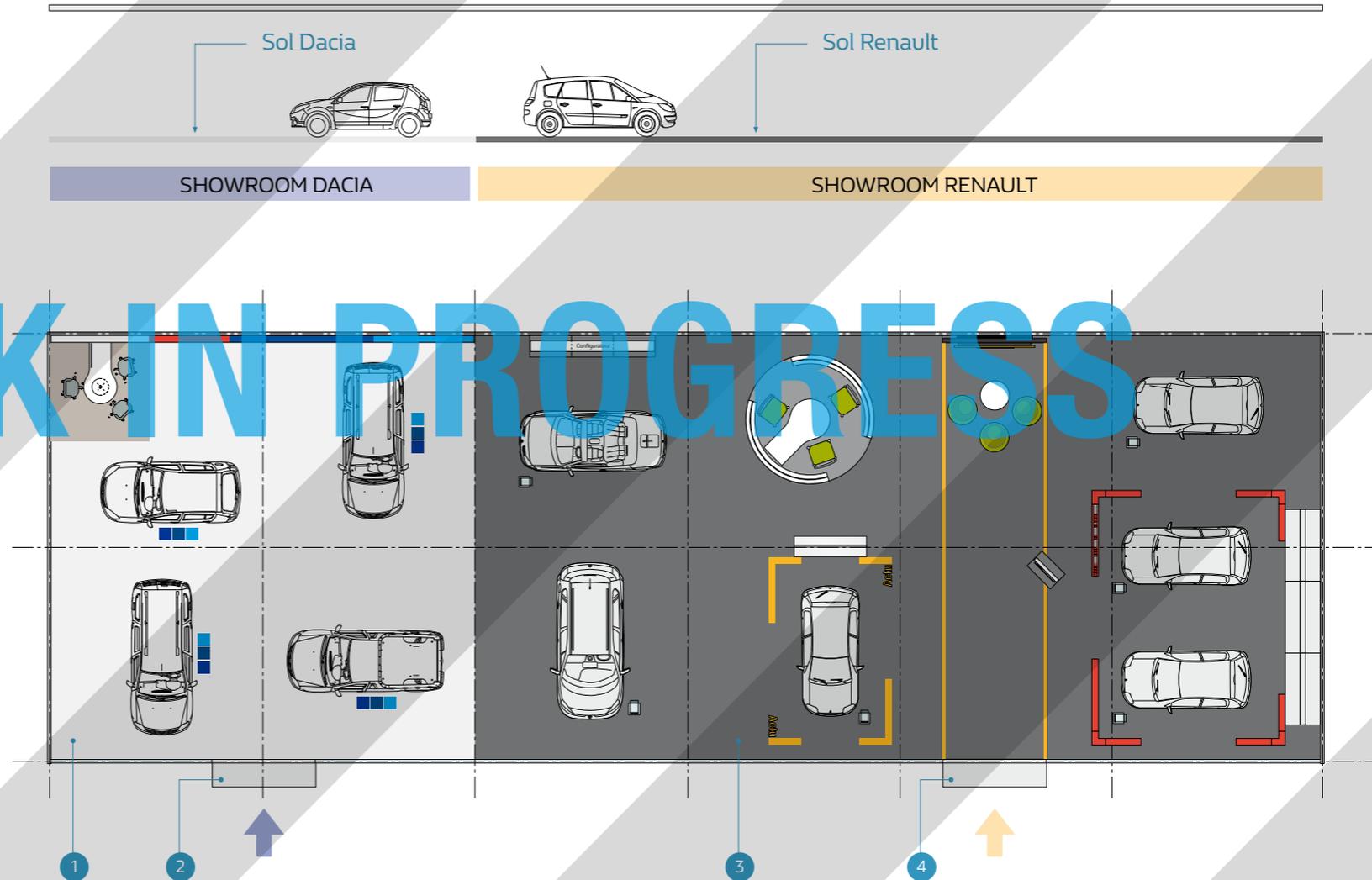
- Light grey for the areas assigned to Dacia,
- Light grey for the areas assigned to Renault (AIR standards).

Size of Dacia showroom:

More than 100 m² and less than 1/3 of total surface area of both showrooms.

KEY

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



Showrooms

INTEGRATED DACIA SHOWROOM (FORMAT B) Separation principle 2: light separation

For example: use of a Renault thematic area

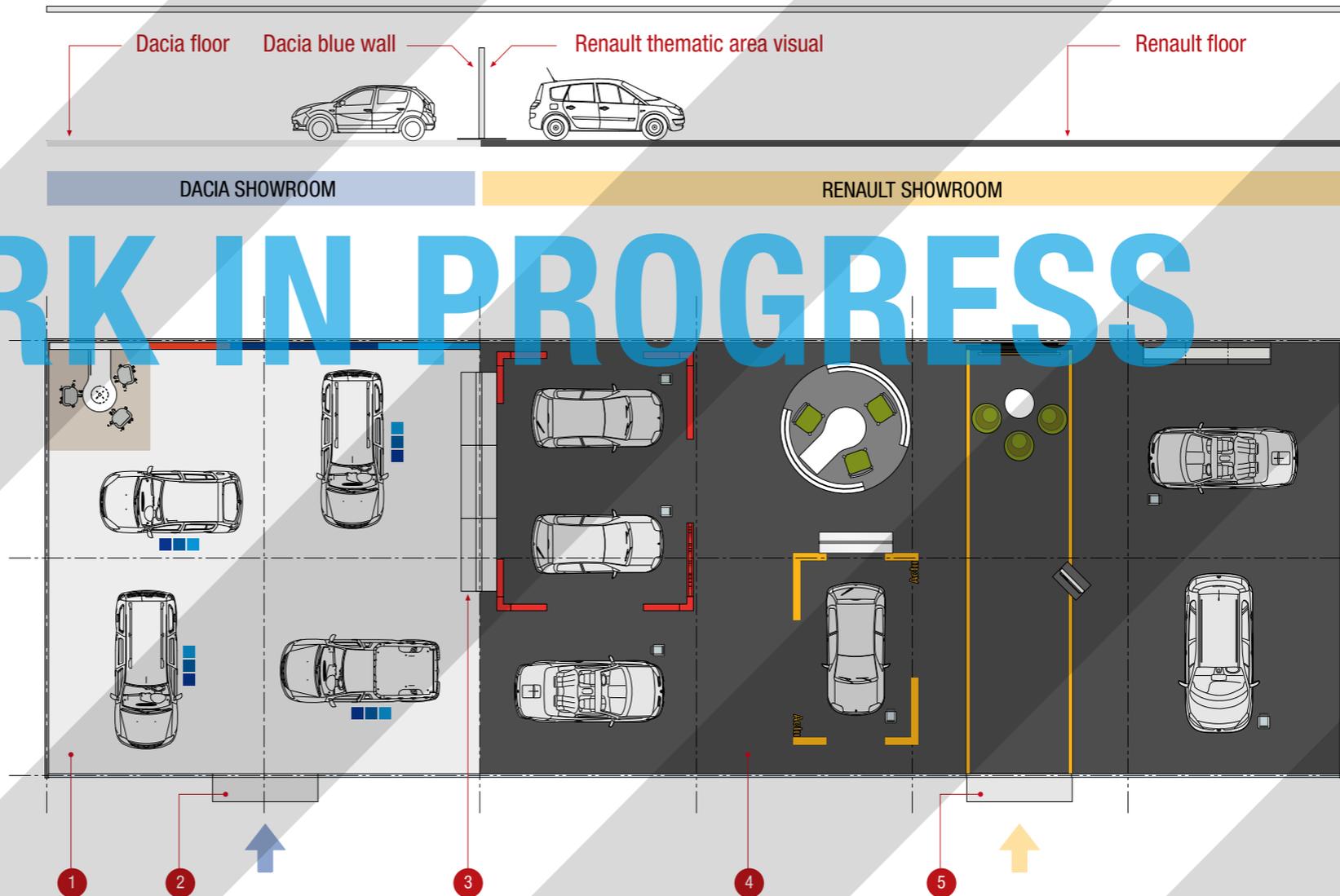
PRINCIPLE

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

- The use of Renault thematic area displays could be a solution.
- When the floor of the Dacia showroom is identical to the floor of the Renault showroom, light separation is obligatory.
- Size of Dacia showroom:
More than 100 m² and less than 1/3 of total surface area of both showrooms.

KEY

- 1 Dacia showroom
- 2 Dacia-specific entrance
- 3 Use of the visual displays of 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

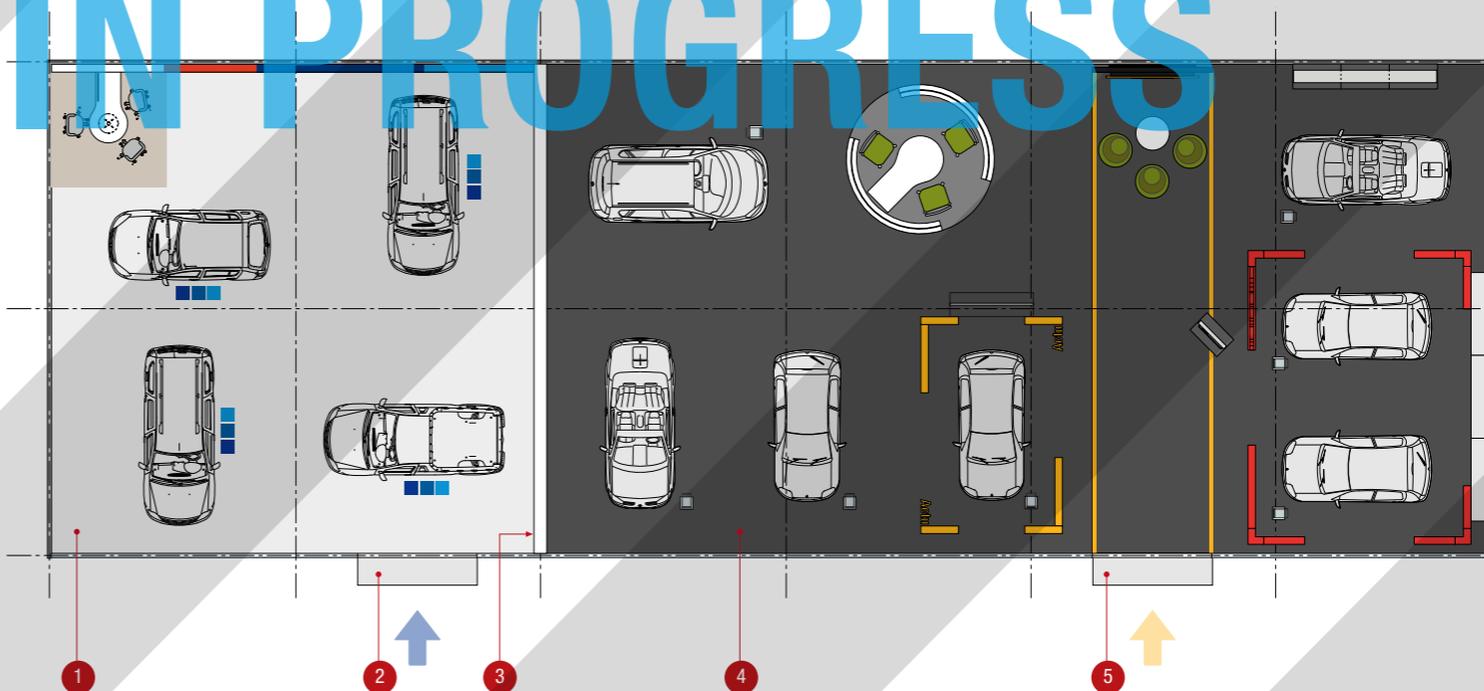
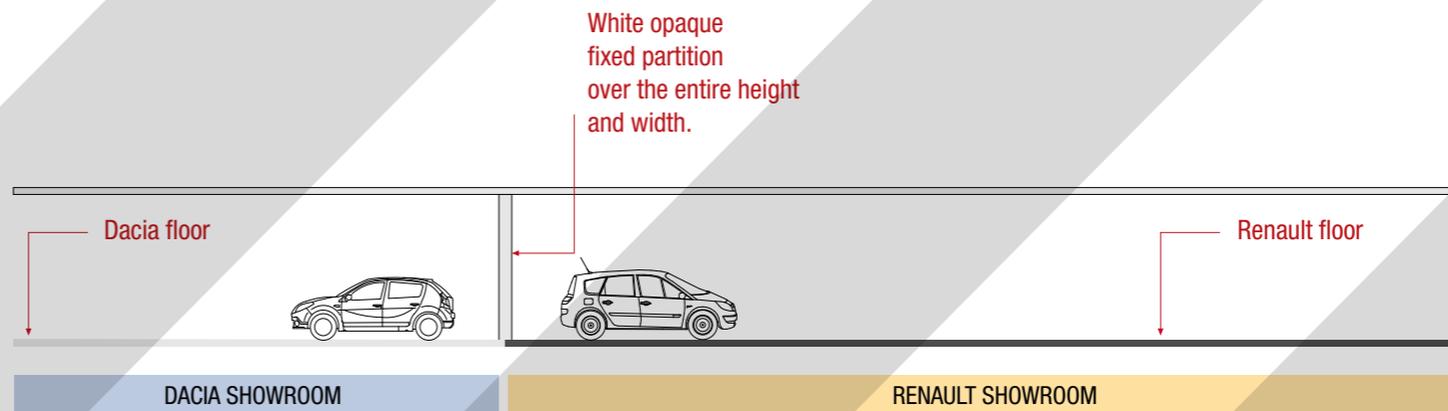
PRINCIPLE

Total separation of the showrooms of the 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

WORK IN PROGRESS



Showrooms

Separate dacia showroom (format C) Separation principle 2: partial separation

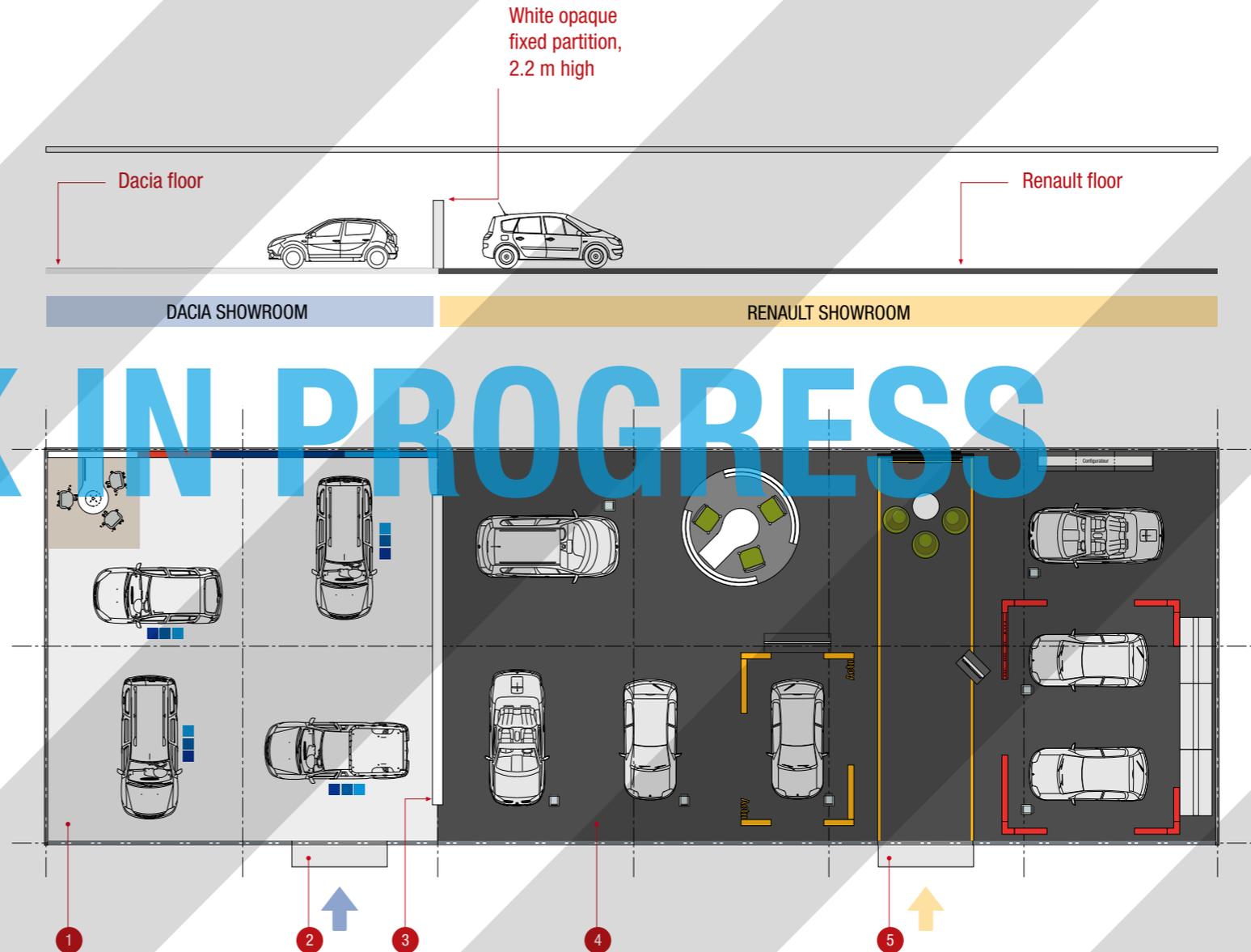
PRINCIPLE

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

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Renault - Dacia sites

The After-Sales activity

WORK IN PROGRESS

Renault Service Bays without specific Dacia workshop

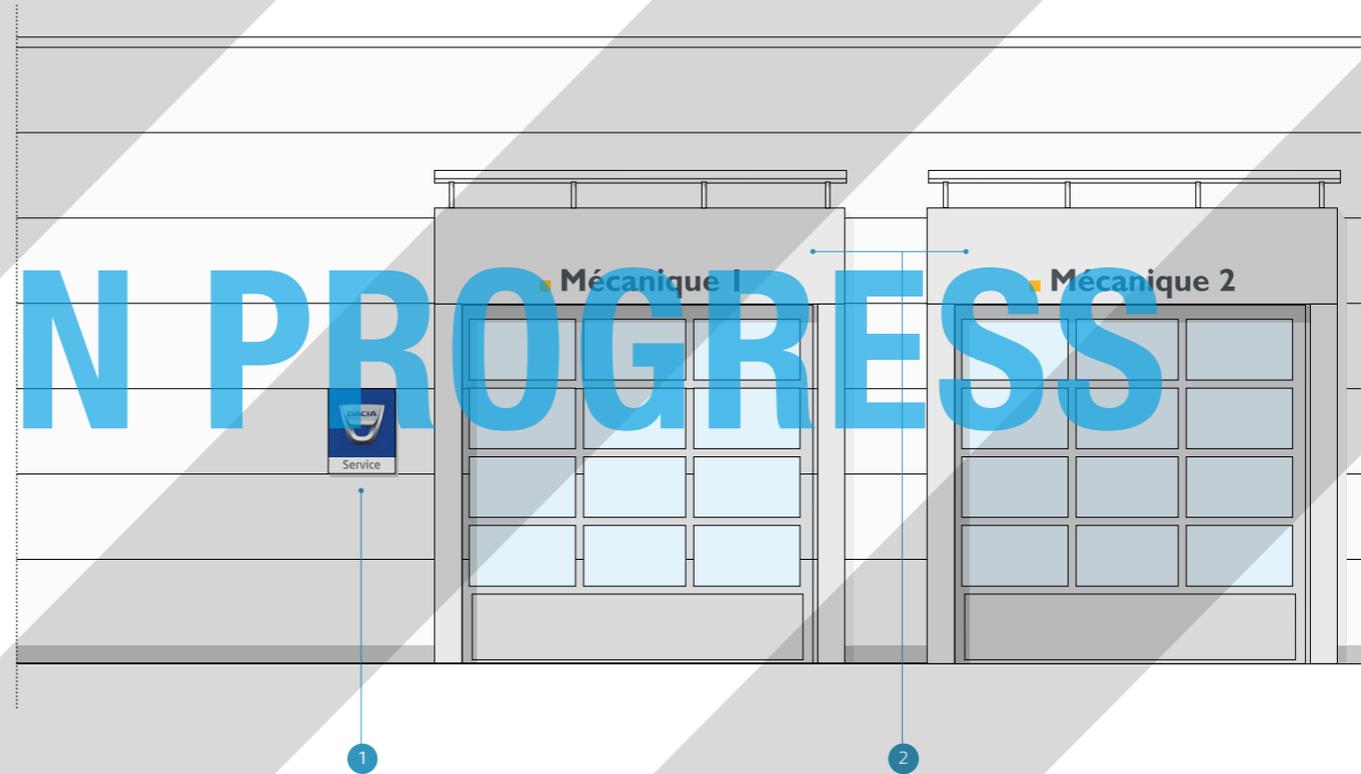
PRINCIPLE

When the Dacia After-Sales activity is integrated within the Renault workshop, a Dacia Service sign is installed alongside the Renault service bays.

KEY

- ① Dacia Service Sign
- ② Renault activities banners

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Renault Service Bays with specific Dacia workshop

PRINCIPLE

When the number of Dacia After-Sales customers justifies it a Dacia-specific service bay is recommended. Customers are directly welcomed in the service bay.

- Banner on the workshop door with Dacia Service wording.

KEY

- 1 Dacia service bay with Dacia Service banner
- 2 Renault service bays with activities banners

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After-Sales reception

LOCATION

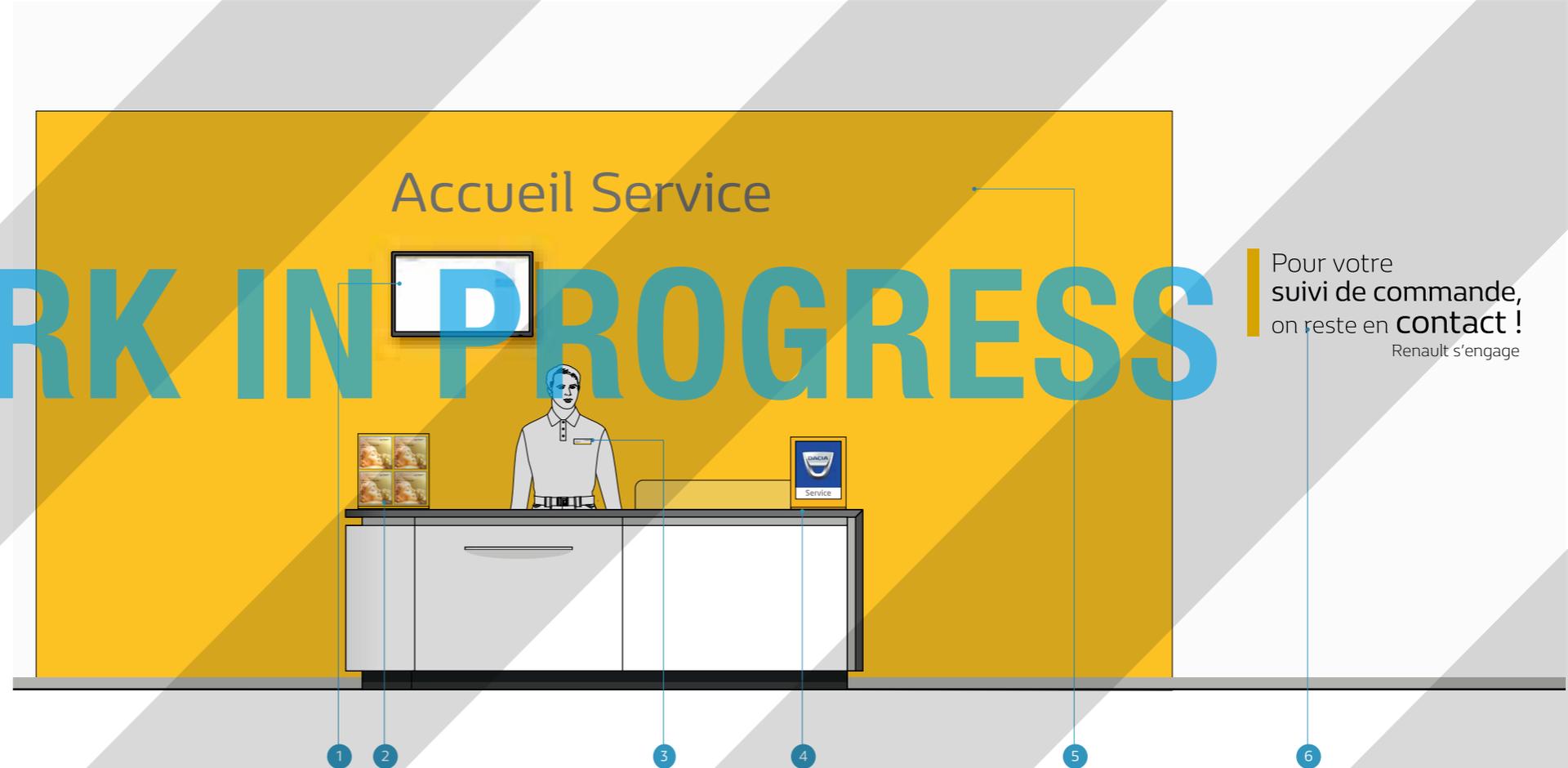
- After-Sales reception located in the Renault showroom (Renault Store standards)
- Shared Renault and Dacia reception
- The Renault Service Advisor welcomes Renault and Dacia customers.

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 (France example) on a yellow wall
- 5 Dacia Service Totem
- 6 Identification signage for the After-Sales reception
- 7 Communication "Renault Commitments"

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Pour votre suivi de commande, on reste en **contact !**
Renault s'engage

Renault - Dacia - Nissan sites^{*}

Outdoor signage

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* Les standards définis pour les sites Renault-Dacia-Nissan sont également valables lorsqu'une autre marque que Nissan est présente.

Pre-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.

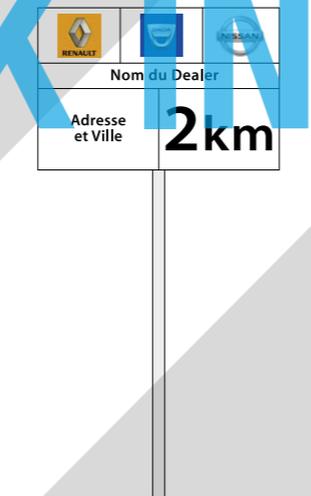
KEY

- 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.

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①



②



③

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

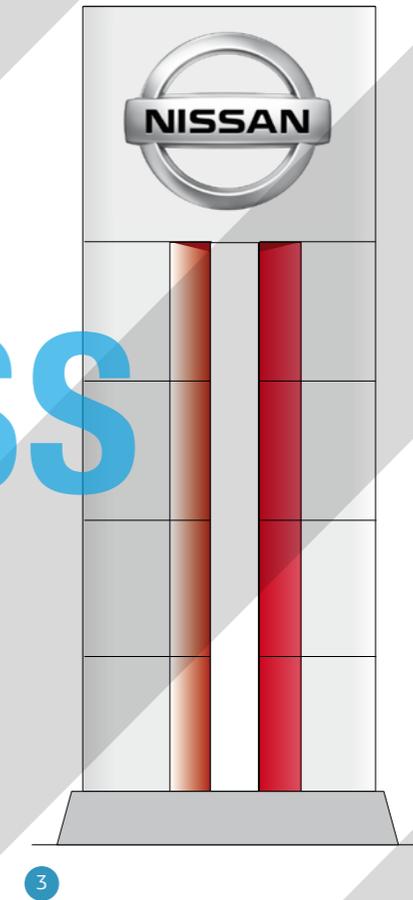
Multibrand sites can be identified by the individual totems of each brand.

A balance between the totems of each brand should be

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 - Nissan sites

The New Vehicle activity

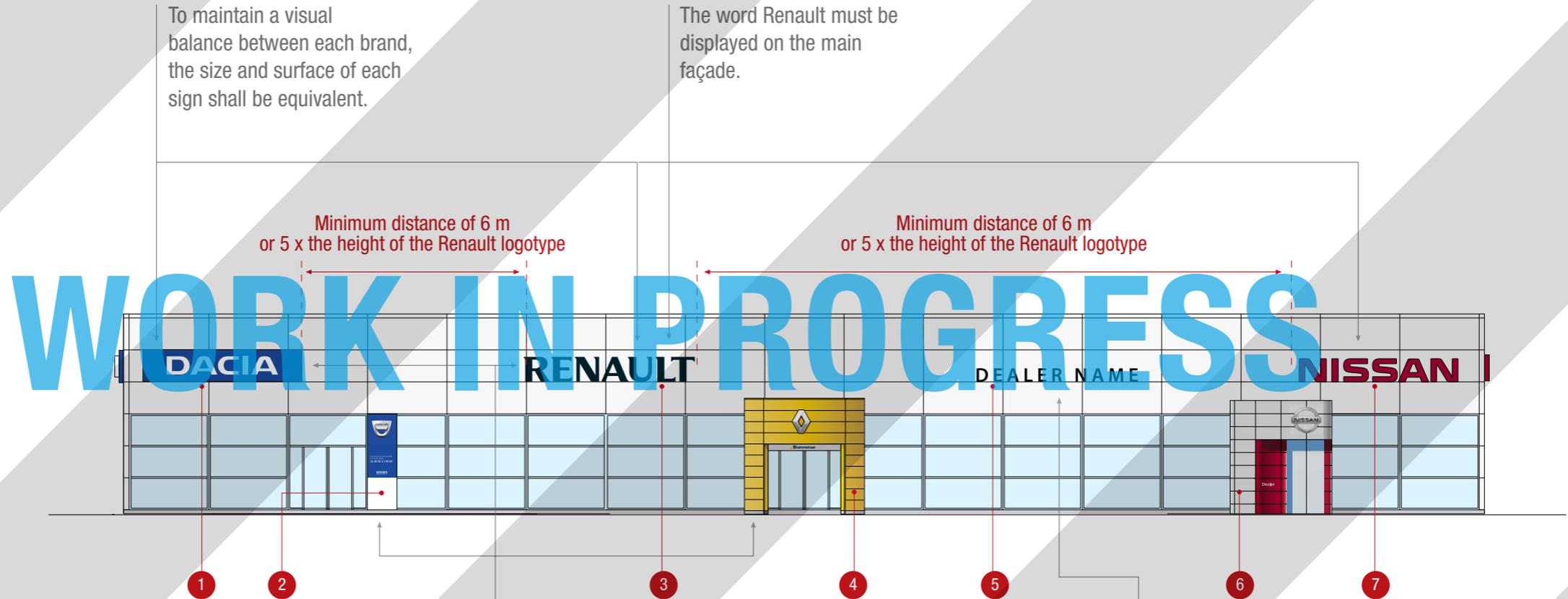
WORK IN PROGRESS

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



Signage in compliance with brand standards

The dealer name must be positioned in a neutral location, or combined with each brand (except Dacia)

Façade signage

Secondary façades

PRINCIPLES

- Visual standards for brands are featured 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

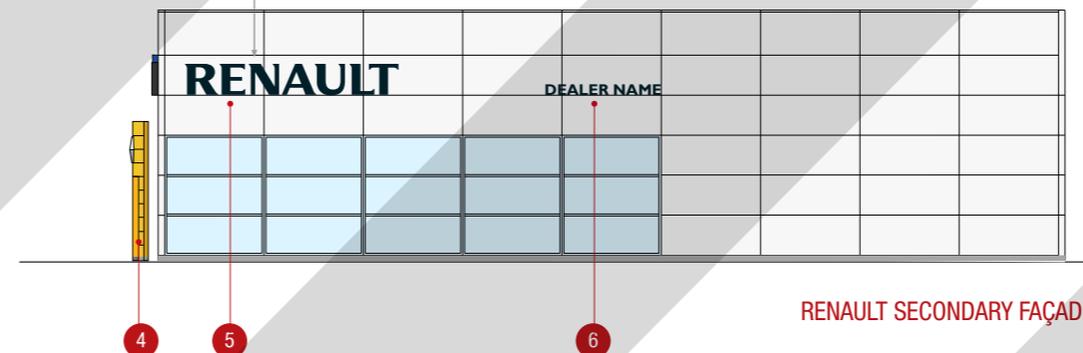
The illustration opposite shows a scenario in which the name of the dealer is combined with each brand.

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NISSAN SECONDARY FAÇADE

Le mot Renault doit être présent sur la façade secondaire.



RENAULT SECONDARY FAÇADE

Entrance signage

Separate entrances

PRINCIPLES

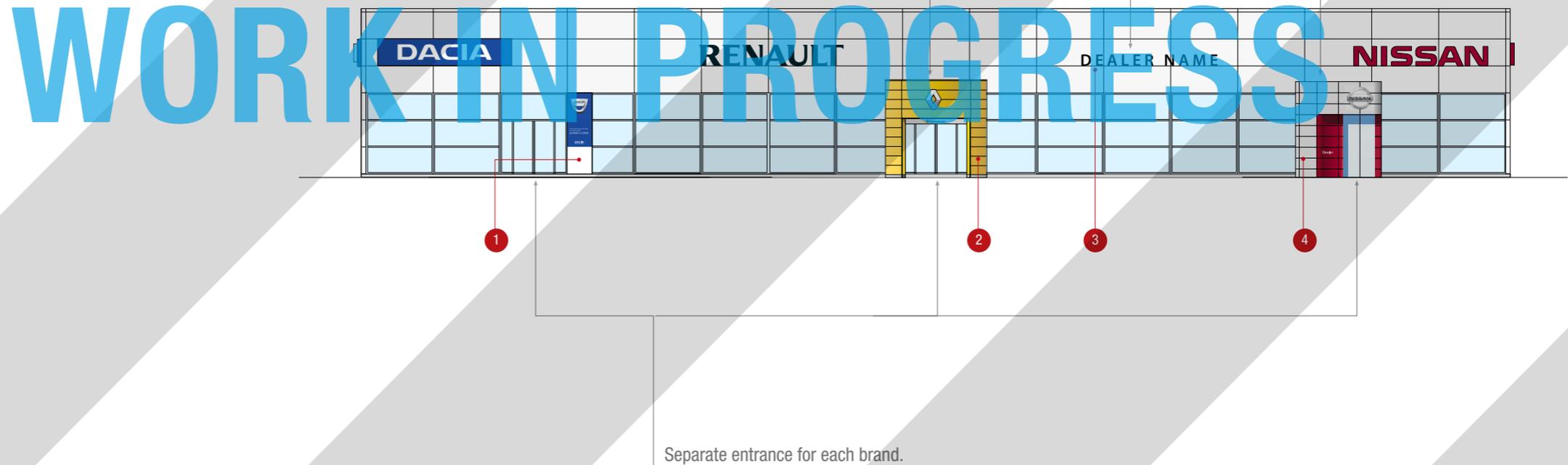
Showrooms are accessed by a separate entrance for each brand.

Signage for brand-specific entrances applies.

In 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

Separation principle 1: total separation

PRINCIPLES

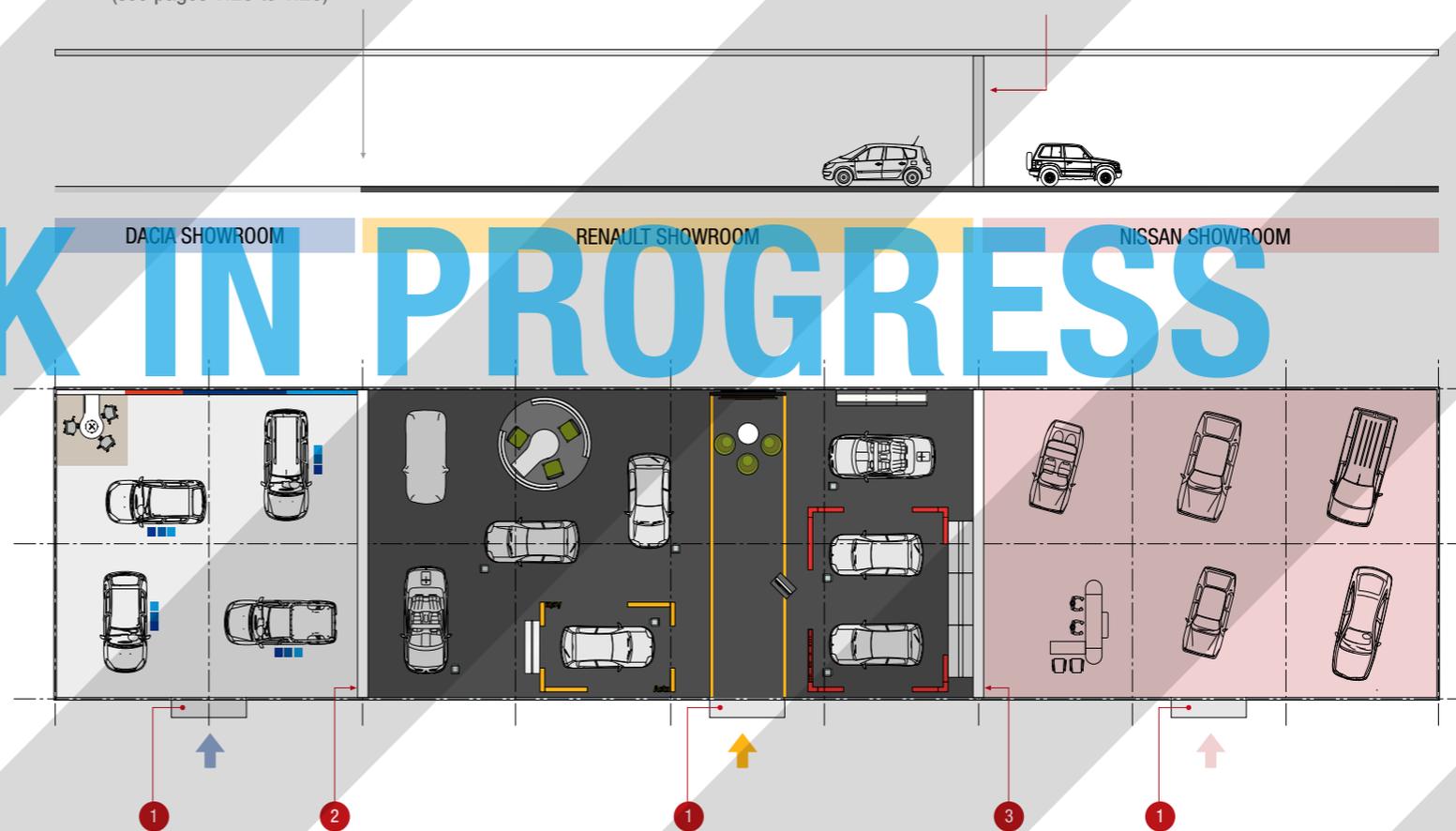
- Showrooms must be completely separated between each brand: separation along the entire length and height (fixed, opaque, white partition or wall).
- The interior layout of showrooms must comply with Renault and Dacia standards.
- No component from another brand should be present in the Dacia and Renault showrooms.
- The size of the Renault showroom must comply with the sales and marketing targets of the Brand in the country:
balanced proportion between the Renault showroom and the Nissan showroom.

KEY

- 1 Specific entrance for each brand
- 2 Separation of the Renault and Dacia showrooms according to the format (B or C)
- 3 Dividing wall

Separation between the Renault and Dacia showrooms according to the type of Dacia format (see pages 1.25 to 1.29)

Wall or opaque white and fixed partition over the entire height



Showrooms

Separation principle 2: partial separation

PRINCIPLES

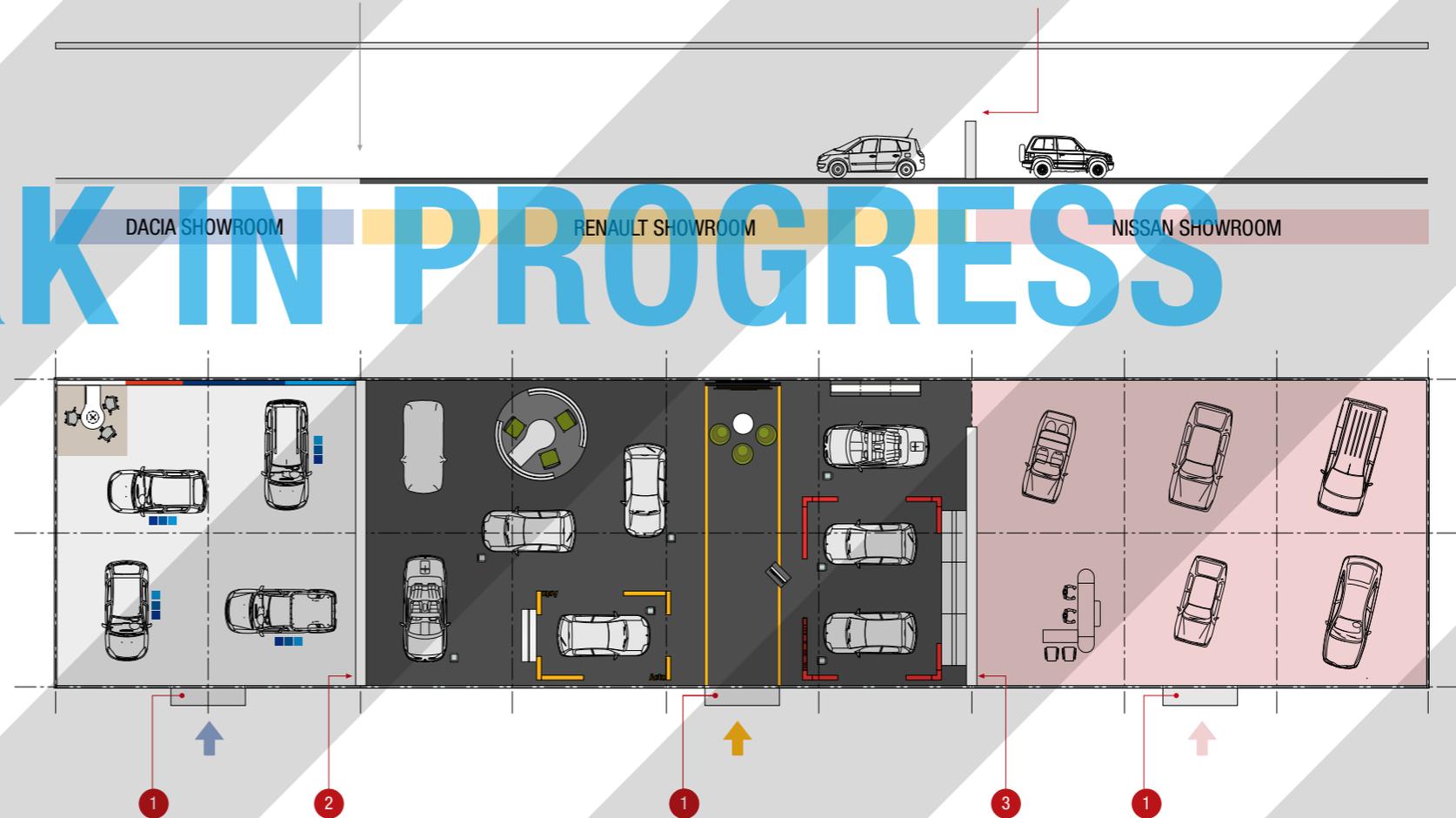
- Showrooms can also be separated according to the standards defined with Nissan (standard also valid for any other brand outside the Alliance): 2.2 m high (minimum) partition over 80% of the width; opaque, white and fixed.
- The interior layout of showrooms must comply with Renault and Dacia standards.
- No component from another brand should be present in the Dacia and Renault showrooms.
- The size of the Renault showroom must comply with the sales and marketing targets of the Brand in the country: balanced proportion between the Renault showroom and the Nissan showroom.

KEY

- 1 Specific entrance for each brand
- 2 Separation of the Renault and Dacia showrooms according to the format (B or C)
- 3 Fixed dividing partition over 80% of the width

Separation between the Renault and Dacia showrooms according to the type of Dacia format (see pages 1.25 to 1.29)

White opaque and fixed partition 2.2 m high



Showrooms

Separate entrances by brand to the back office area

PRINCIPLES

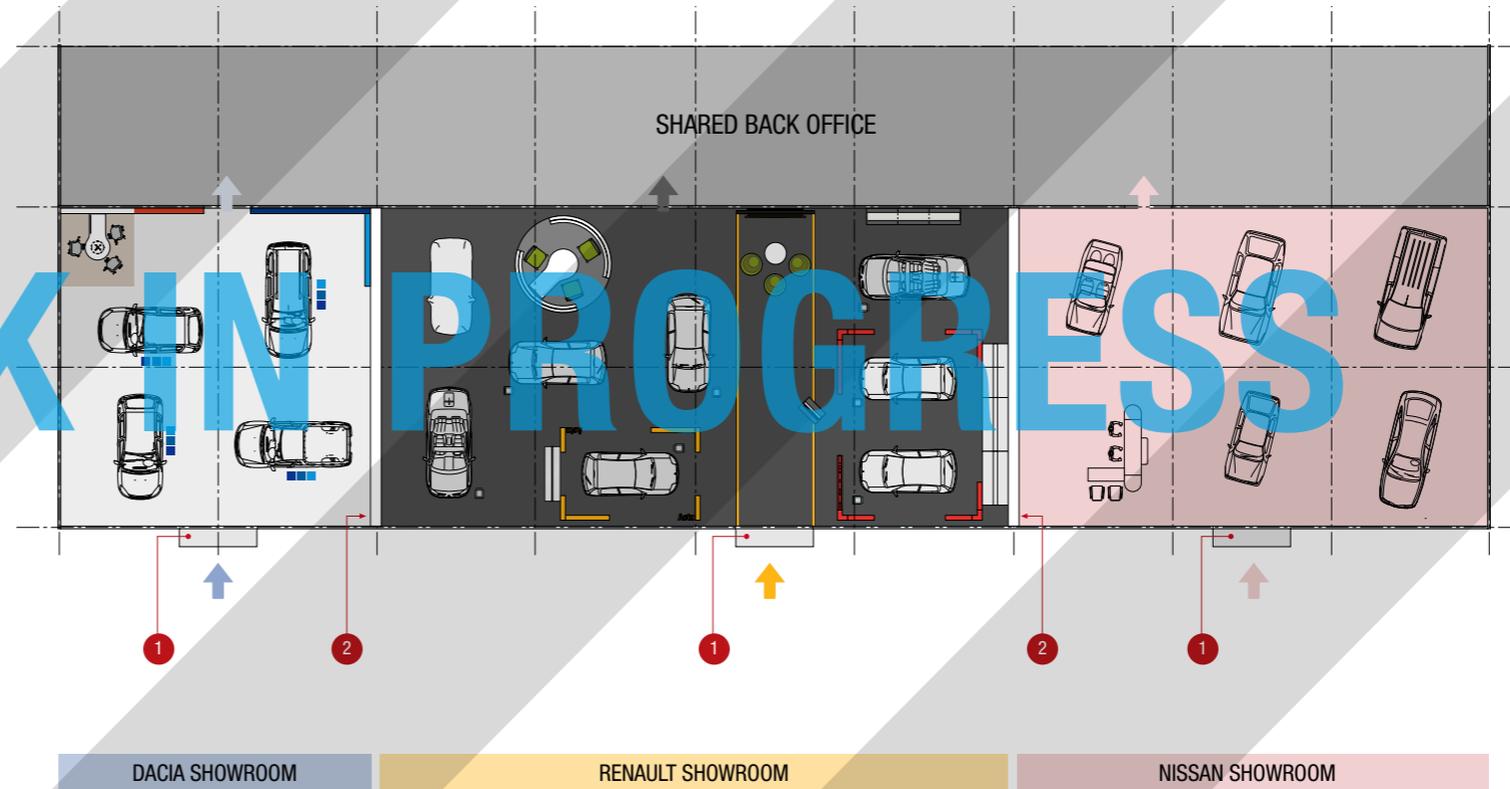
- Physical separation between the showrooms of the different brands,
- Specific entrances for each brand,
- Access to the back office area through the showroom of each brand.

KEY

- 1 Specific entrance for each brand
- 2 Dividing wall or partition

The example corresponds to a Daciasite, Format C (total separation from the Renault showroom).

WORK IN PROGRESS



Renault - Dacia - Nissan sites

The After-Sales activity

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Servicebays

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.

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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 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.

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Specific Service Advisors for each brand

LOCATION

- Non-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 neutral environment.

SEPARATION BETWEEN 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.

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Réception Après-Vente

