



general  
identification  
**of sites**

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general identification

**general**

### Identifying the site with the brand

The site's identifying components are there to create an immediate recognition of the brand by customers close of the site.

These components have a hierarchy and they are complementary, each playing a specific role.

### Flags

The flags are markers which identify the Renault brand when approaching the dealership.

These flags structure the outdoor space and improve the visibility of dealerships.

### Totems and flag insignia

Bearing the Renault signature, totems and flag insignia are essential components in the brand recognition.

The totem is the primary visual element identifying the Renault brand when approaching the dealership.

The flag insignia is an alternative to the totem when the latter cannot be installed for technical or regulatory reasons.

create  
a strong  
**identity**

general identification

## typical case for suburban sites



### ① The flags

The arrangement of the flags along the site boundary creates a strong visual appeal.

The presence of the colour yellow, always presented vertically, allows an immediate recognition of the brand.

### ② The totem

The totem, bearing the 3D chrome-plated diamond, is a key element of the signage system.

Standing some distance from the façade, it strongly signals the Renault brand.

general identification

## typical case for urban sites



### ① The flag insignia

Positioned perpendicular to the façade, the flag insignia is the main identifying element in the urban setting.

### ② The façade signage

The façade signage above the showroom clearly identifies the site.

See chapter 5.



## the flags presentation

### Purpose

The flags must be the first visible markers identifying the Renault brand when approaching the dealership.

These flags serve to structure the outdoor space and improve the visibility of dealerships.

### Special feature

Independent Renault Pro+, Renault Selection and Renault Minute sites are also identified with Renault flags.



the flags

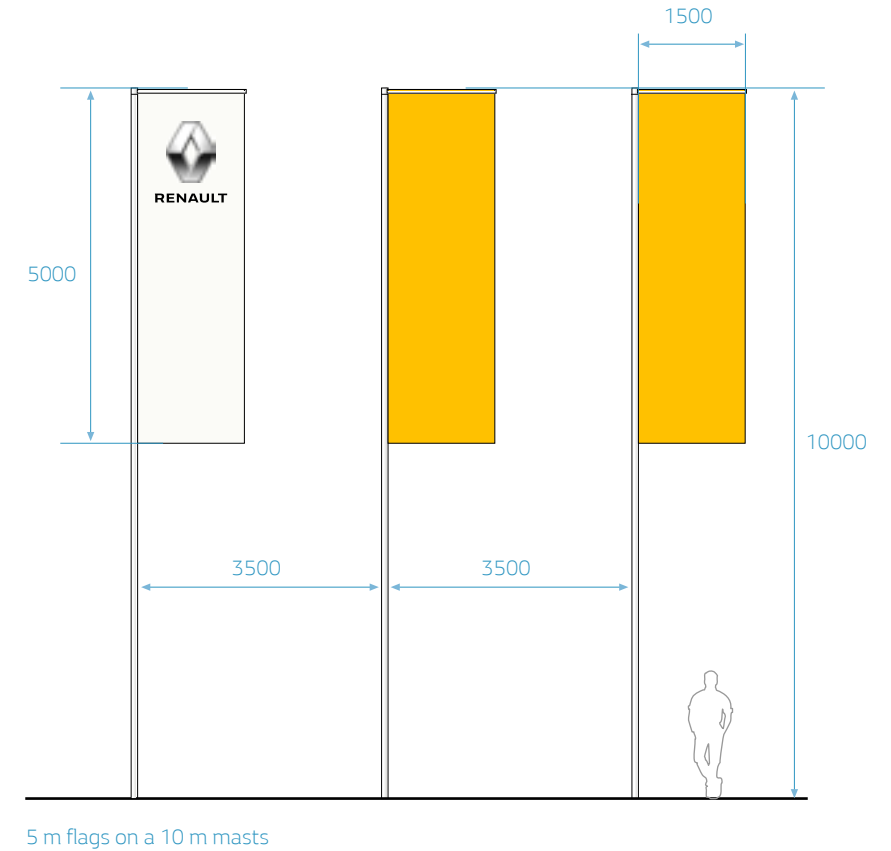
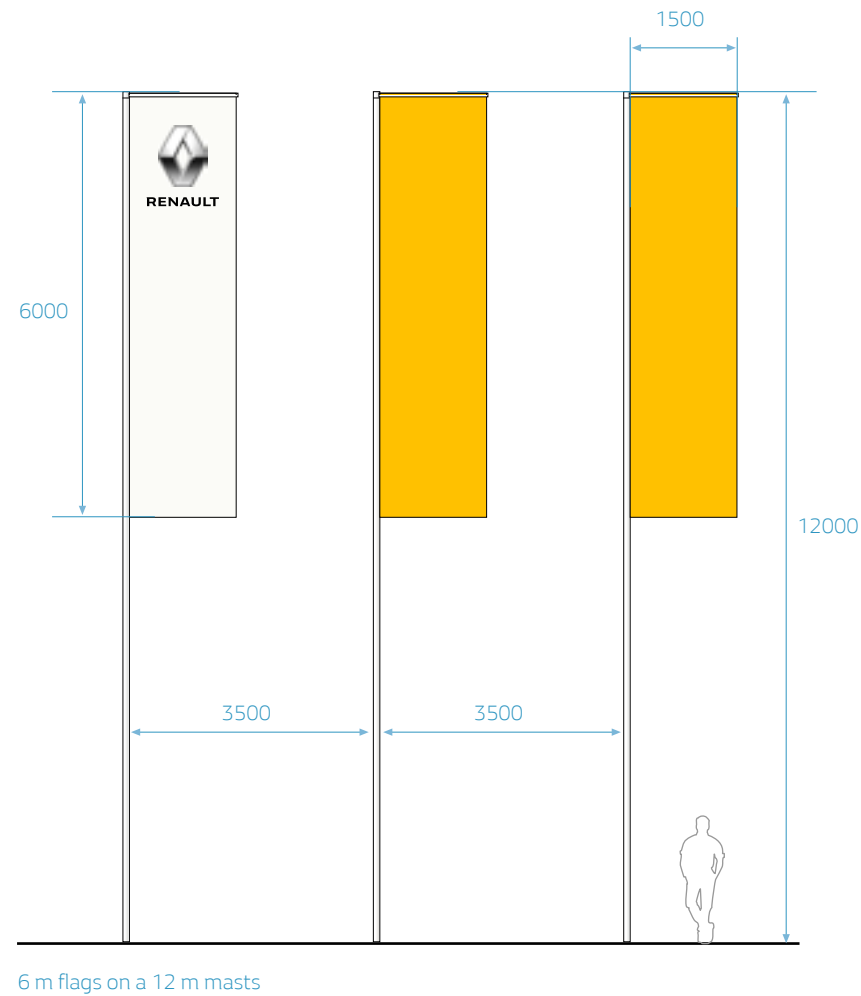
## the different models

### 2 formats to match the size of the site

2 mast heights exist in the dealership network, 10 m and 12 m, respectively associated with flags 5m or 6m high, both formats being 1.5 m wide.

#### Rule

The 12 m flag height is recommended for any new location.

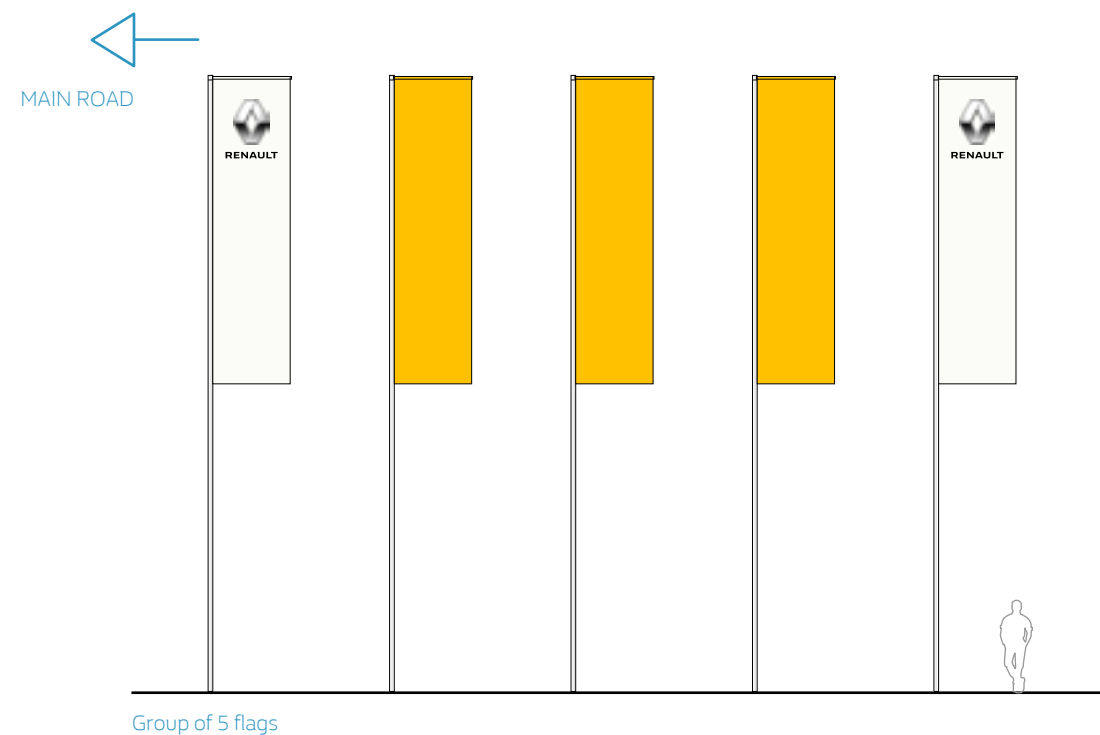
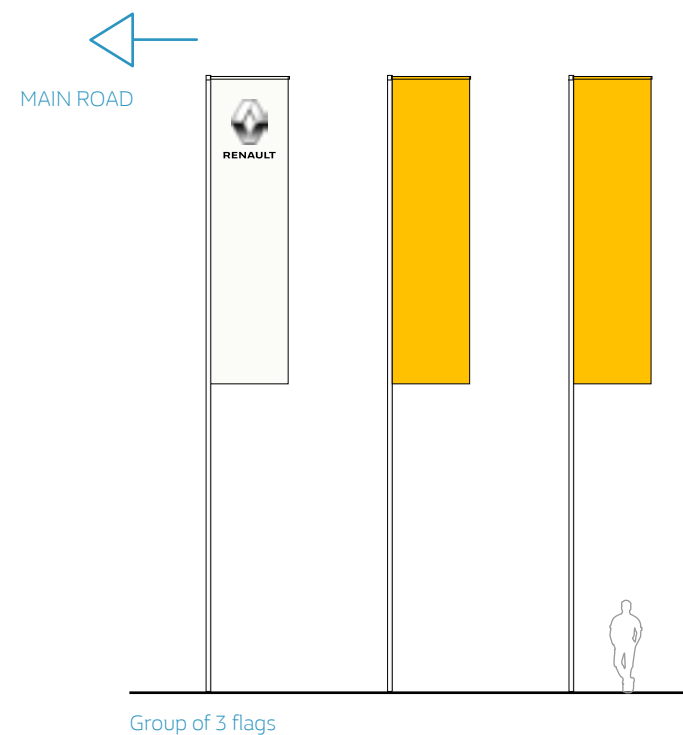


the flags

## number of flags on a Renault site

### How do I arrange them?

The flags can be arranged in groups of 3 or 5, strictly in the sequence shown opposite.



### Rule

Arrangements in groups of 5 shall be reserved for sites with large dimensions.

the flags

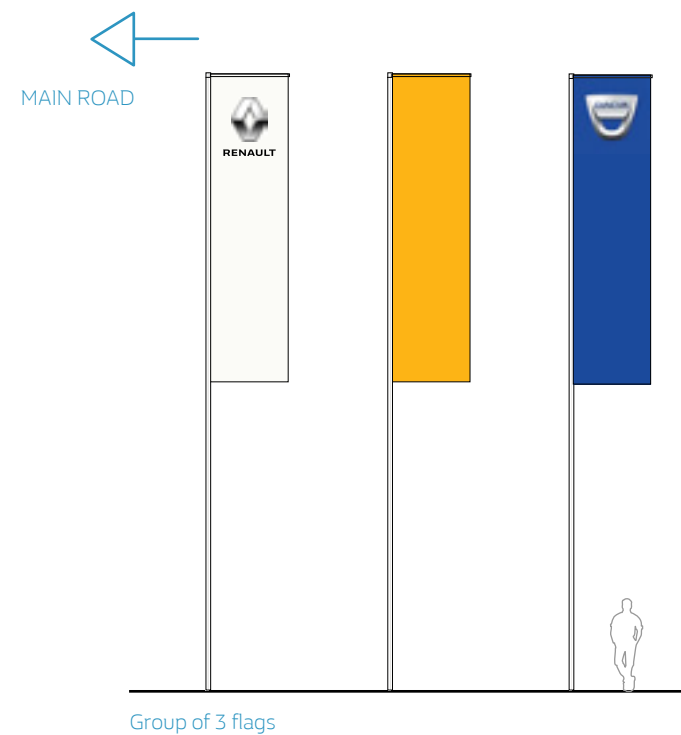
## flags for Renault Dacia sites

### And Dacia flags?

On a Renault site with a Dacia corner, the flags are arranged in groups of 3, strictly in the sequence shown opposite.

### Rule

The Renault flag is always located closest to the main road.





the flags

## how do I arrange the flags?

### Rule 1.

#### Position the flags at the site boundary.

The flags are located along the site boundaries to either side of the site, either in groups of 3 or groups of 5, as close as possible to the main road.

### Rule 2.

#### Arrange the flags perpendicular to the main road.

The flags are installed perpendicular to the main road axis to maximize their impact and to avoid diminishing that of the totem.

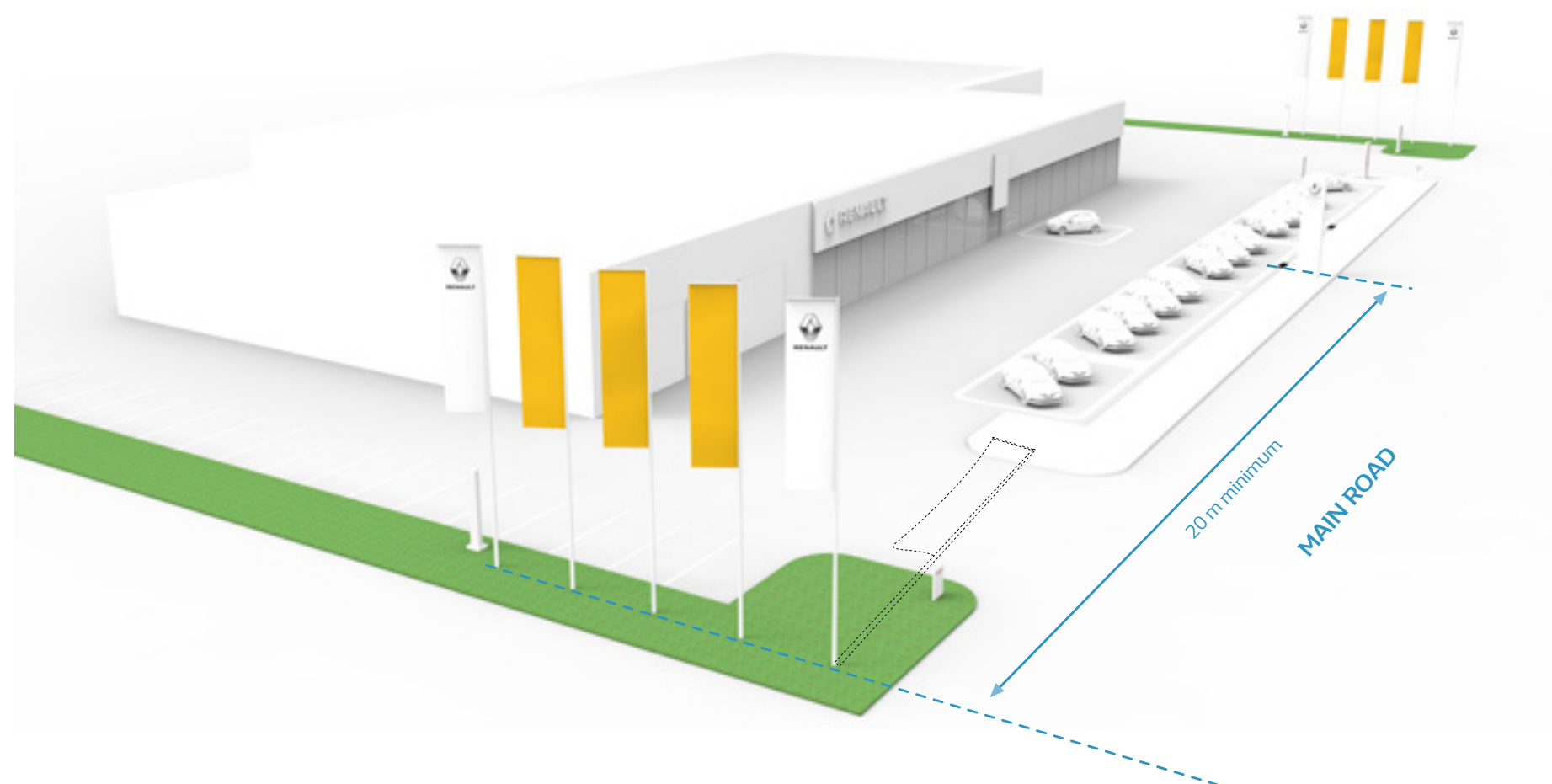
Be sure to observe a minimum distance of 20 m between the totem and the flags.

### Rule 3.

#### Flags should be renewed on a systematic basis in order to maintain perfect appearance.

Flags should be renewed on a systematic basis in order to maintain perfect appearance.

Flags should be renewed periodically according to climate, wear and tear, soiling, etc.



Some masts tilt to facilitate flag replacement.

Attention needs to be paid to the clearance around the flags. Consider using masts that can be hoisted and lowered using a cord or halyard.

## totems and flag insignia presentation

### Purpose

Bearing the Renault signature, totems and flag insignia are essential components in the brand recognition.

The totem is the primary visual element identifying the Renault brand when approaching the dealership.

The flag insignia is an alternative to the totem when the latter cannot be installed for technical or regulatory reasons.

### Special feature

Independent Renault Pro+, Renault Selection and Renault Minute sites are also identified by a totem or, failing that, by a flag insignia.



totems

## the different models

### 4 sizes to meet the diversity of cases encountered in the dealership networks

4 heights of totem make up this family.

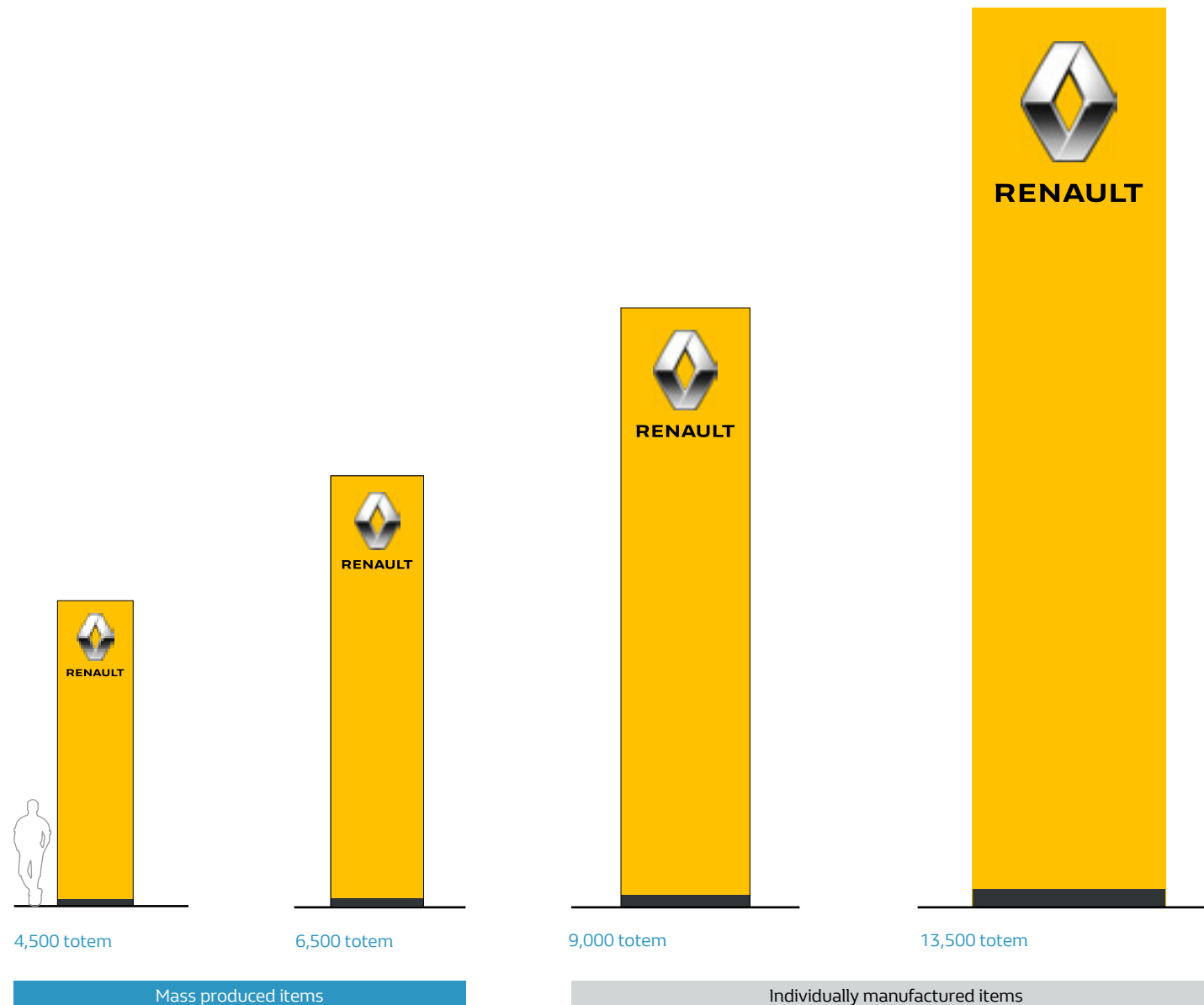
The 4,500 and 6,500 mm totems are the ones most commonly used: they are industrially produced which means that their cost can be optimized.

Two other heights are offered to cater for particular situations:

9,000 and 13,500 mm.

#### Note

According to the laws in force in different countries, the 9,000 and 13,500 mm totems may see their use restricted in individual cases.



totems

## how do I arrange the totem?

### Rule 1.

**The totem is always positioned on the main façade in front of the showroom.**

This component identifies the site and helps mark its location. In this respect it is complementary with the flags.

### Rule 2.

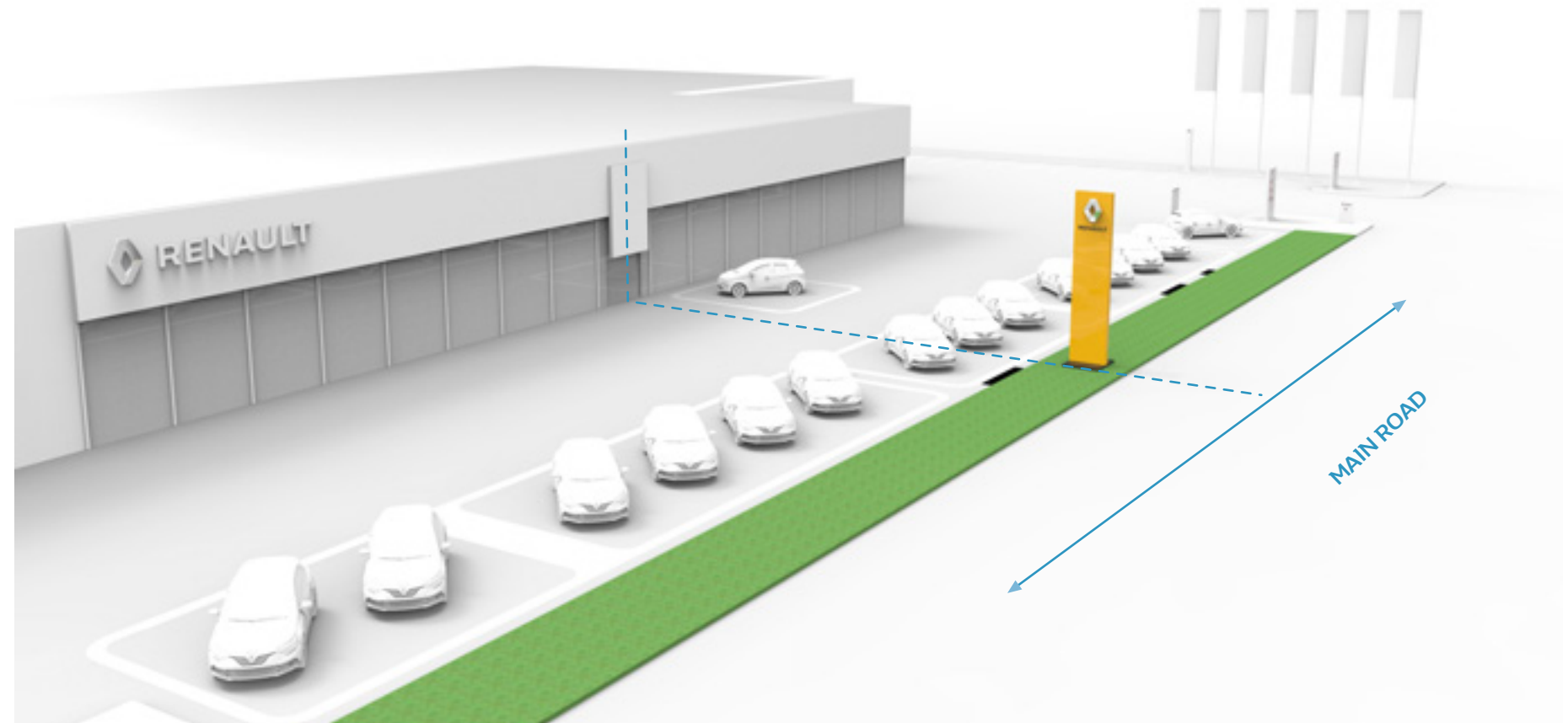
**The totem is arranged so that it is in line with showroom entrance.**

It acts as a strong marker for the site, contributes to promoting the brand and helps customers situate the showroom.

### Rule 3.

**Arrange the totem perpendicular to the main road.**

The visibility of this component is optimal when it is placed as close as possible to the road, at the site boundary.

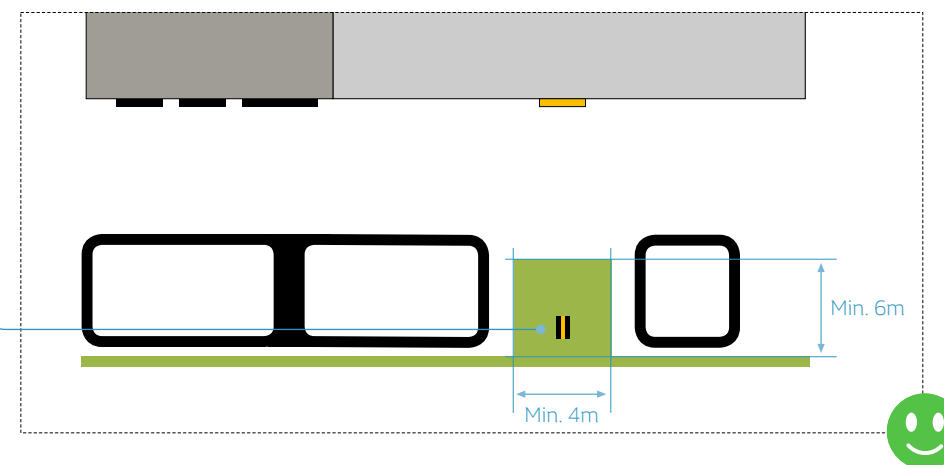


## totems

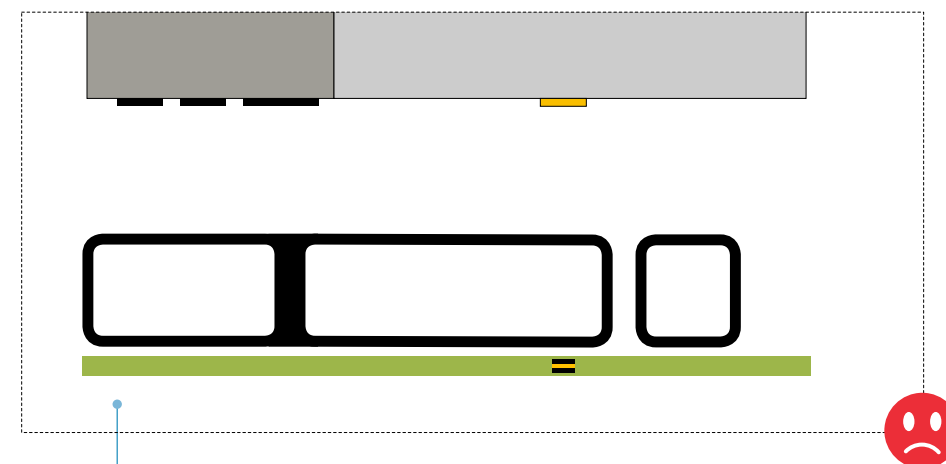
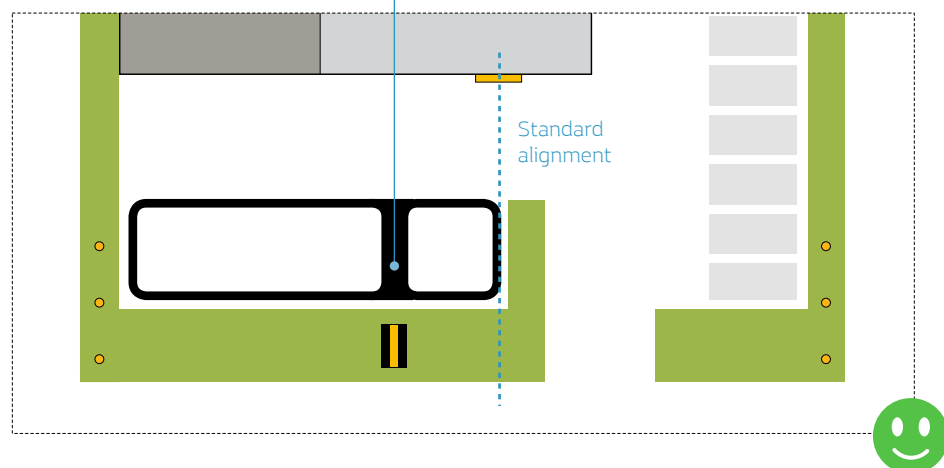
## special cases

**Recommandation.****Create an "island" to showcase the totem**

Where possible, an "island" can be created to increase the impact of the totem and prevent its perception from being blurred by the cars parked nearby.

**Specific case.****Slightly offset the totem with respect to the door to increase the visibility of the Headline zone**

On a case by case basis, it may be possible to offset the position of the totem with respect to the door in order to increase the visibility of the display areas.

**To be avoided.****Positioning the totem parallel to the façade**

Preference may exceptionally be given to using a mast-mounted flag insignia when there is insufficient space at the site boundary.

flag insignia

## the different models

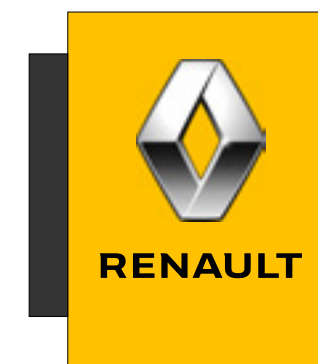
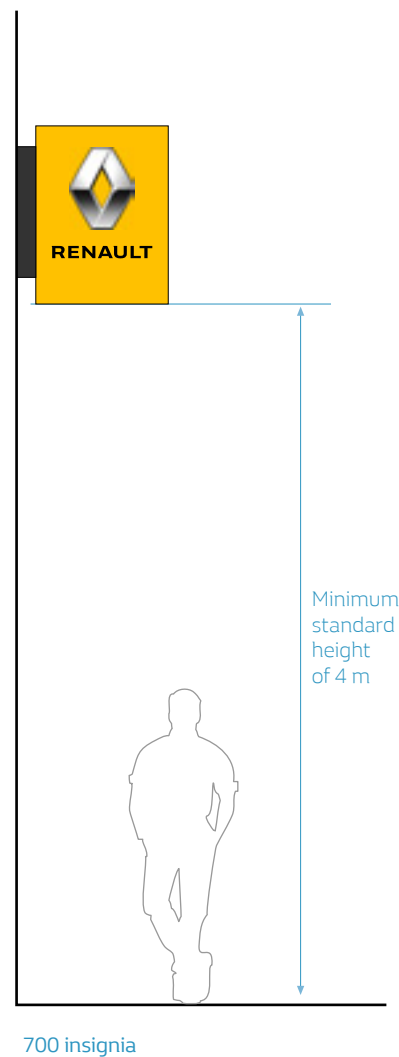
### 3 sizes of flag insignia to choose according to the environment

3 sizes of flag insignia are proposed to cover the different situations encountered in the networks.

The small 635 mm-wide flag insignia shall be reserved for urban locations where regulatory constraints impose a maximum overhang limit.

#### Rule

Firstly seek to maximize brand visibility by choosing a larger model of flag insignia. However, depending on the installation height possible and on the regulations in force, it may be preferable to opt for a smaller model.



flag insignia

## how do I arrange the flag insignia?

### Rule 1.

**The flag insignia is positioned on the opposite side to the Renault signature**

This will avoid juxtaposing the diamonds appearing on the flag insignia and on the Renault signature on the façade.

### Rule 2.

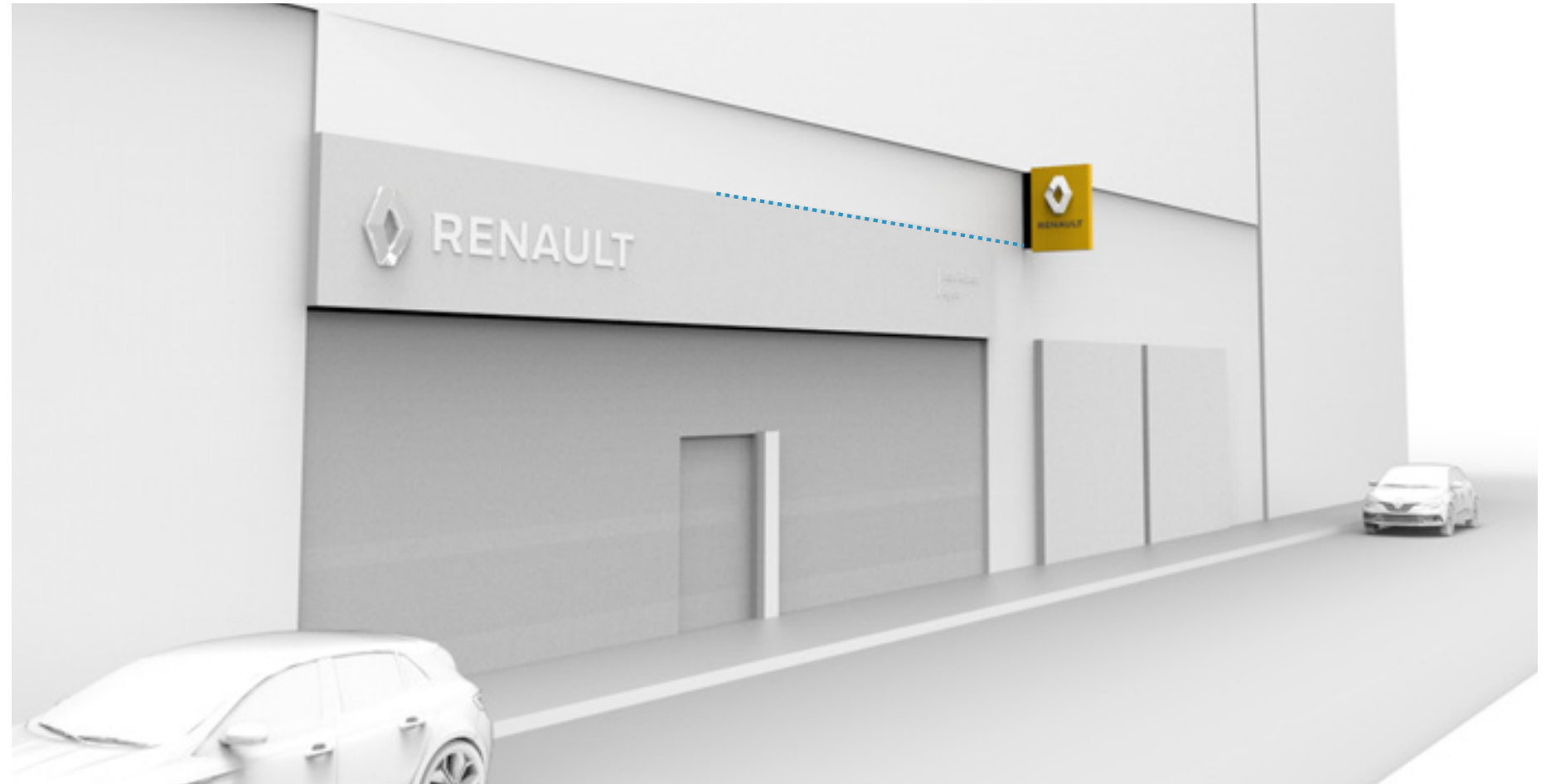
**The flag insignia shall be mounted above the woven-metal façade**

It will be necessary to comply with regulatory requirements in the different countries.

### Rule 3.

**The flag insignia should be positioned perpendicular to the main road**

The visibility of the flag insignia is optimal when it is positioned perpendicular to the main road.



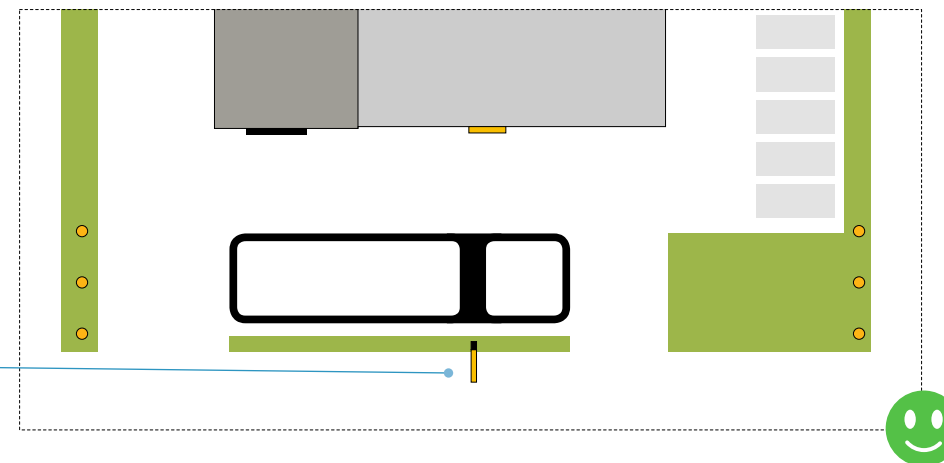


flag insignia

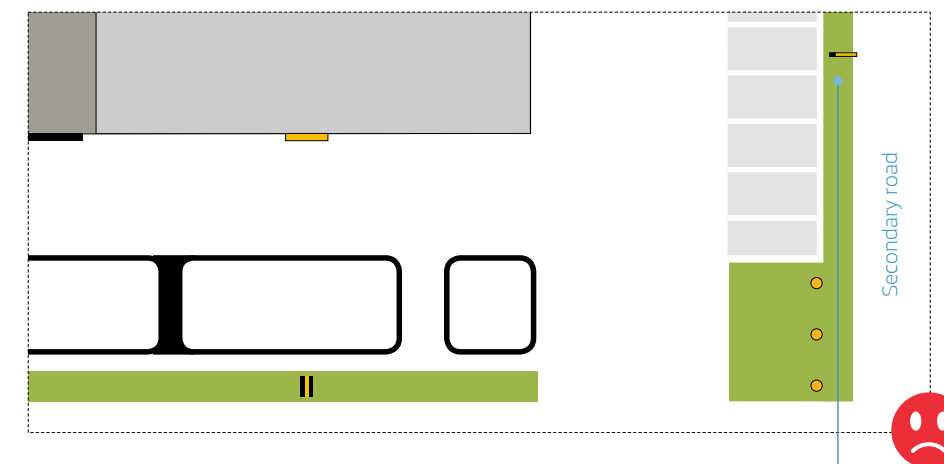
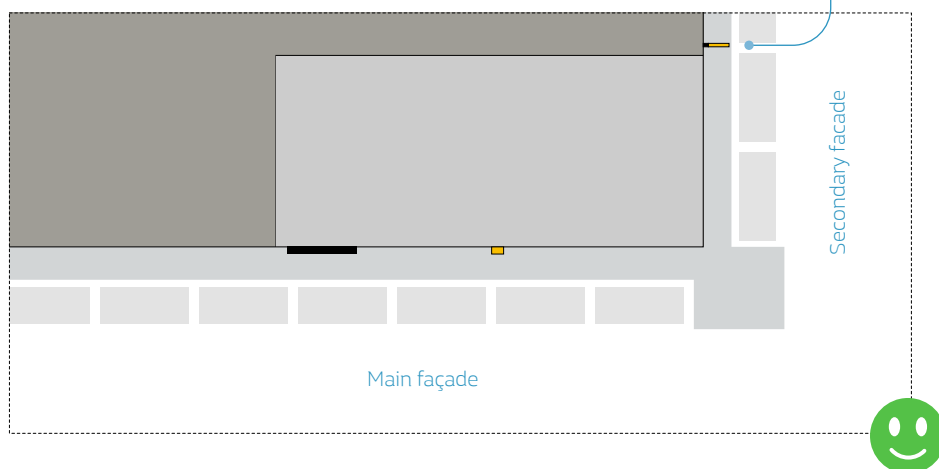
## special cases

**Scenario 1.****Positioning a mast-mounted flag insignia instead of a totem at a suburban site**

If there is insufficient space (limited number of parking spaces, etc.) a flag insignia, preferably mounted on a 6,500 mm mast, may exceptionally be used instead of the totem.

**Scenario 2.****In city-centre locations, position the flag insignia on the secondary façade**

For city centre locations, the flag insignia may be mounted on the secondary façade to increase the visibility of the site.

**To be avoided.****Installing both a totem and a flag insignia on the same site**

In this case, avoid placing a flag insignia on the secondary façade, and prefer the use of flags to increase the visibility of the site from a secondary road.

## protected sites overview

### Principle of adaptation

Administrative constraints linked to approvals for using signs in listed or protected town centre locations will require an adaptation of the brand image.

Hence the flag insignia (and the entry markings and vertical strips on workshop bays) become white in such protected sites.



protected sites

## white flag insignia

### 2 sizes of flag insignia may be used

The faces of the 700 mm and 1,100 mm flag insignia can be adapted to the constraints imposed in protected sites by replacing the yellow colour of the faces with RAL 9010 satin white.

