

# 6

## showroom façades

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showroom façades

## general

### Increased visibility and higher perceived quality

With the Renault Store, the dealer network is taking a step-up in quality.

Understated and with the emphasis on quality, the new design of the Renault Store exterior echoes that of the range and of Renault communications to ensure a unified experience.

### Clearly identify the site as belonging to the Renault brand

The façade of the Renault Store asserts its character thanks to the woven-metal mesh which, by establishing a sharp contrast, clearly presents the Brand signature.

This identifying mesh covers all the surfaces above the glazed sections of the showroom.

### Better welcome our customers

The overhead panel, a symbolic vertical yellow line, identifies the entrance to the showroom, clearly attracting the customer's attention.

The Renault Road extends onto the forecourt in the form of painted ground markings.

Adhesive markings applied to glazed doors provide the customer with information about the opening hours of the site and encourage them to come into the showroom.

showcase  
the **Renault brand**

## cladding of façades markers



### ① The main façade

The upper part above the display window is clad in its entirety with a dark grey woven-metal mesh incorporating the Renault signature and the Site Name.

The overhead panel identifies the showroom entrance.

### ② The secondary façade

The woven-metal mesh extends along the side façade of the showroom.

When this façade is visible when approaching the site, a Renault signature is used complete the identification.

## entrance signage markers



### ① Overhead panel

The entrance is marked by an overhead panel above the entrance door to the showroom on the main façade.

### ② Adhesive markings

The adhesive markings inform the customer of the dealership's opening hours and make the glazed door more easily noticeable.

### ③ The extension of the Renault Road

The Renault Road is extended outside onto the forecourt by painted anti-slip ground markings.

## cladding of façades

# overview

### Purpose

The façades, with the woven-metal mesh, display the signs that enable recognition of a Renault outlet in a unique and specific manner.

This woven-metal mesh bears the following elements:

- ① the façade markings,
- ② the overhead panel, identifying the showroom entrance.



cladding of façades

## the woven-metal mesh

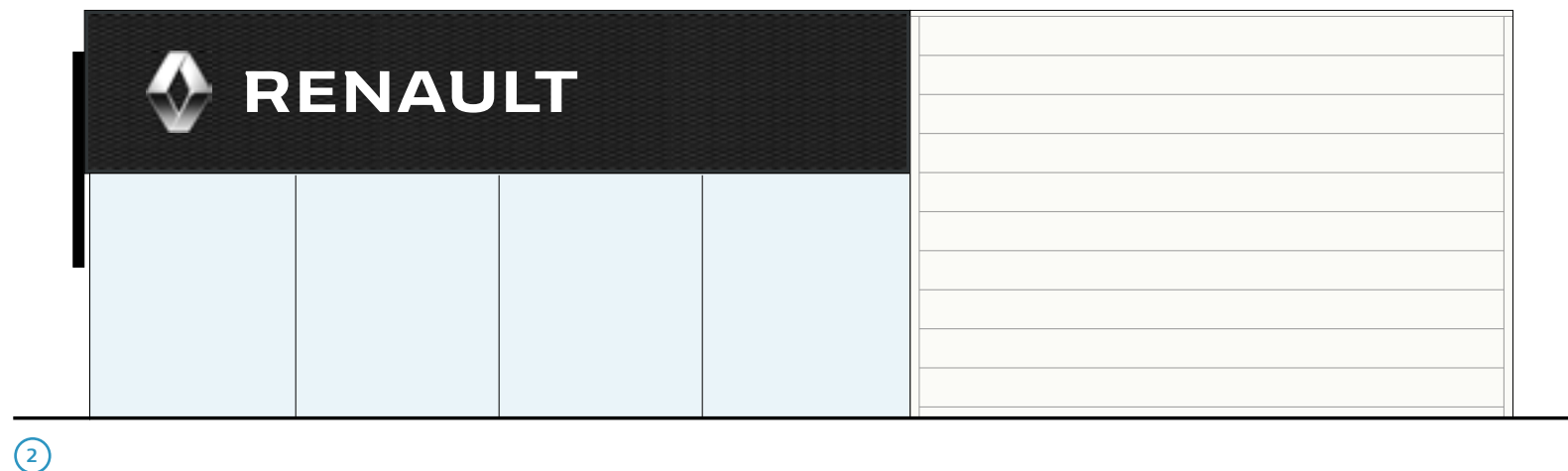
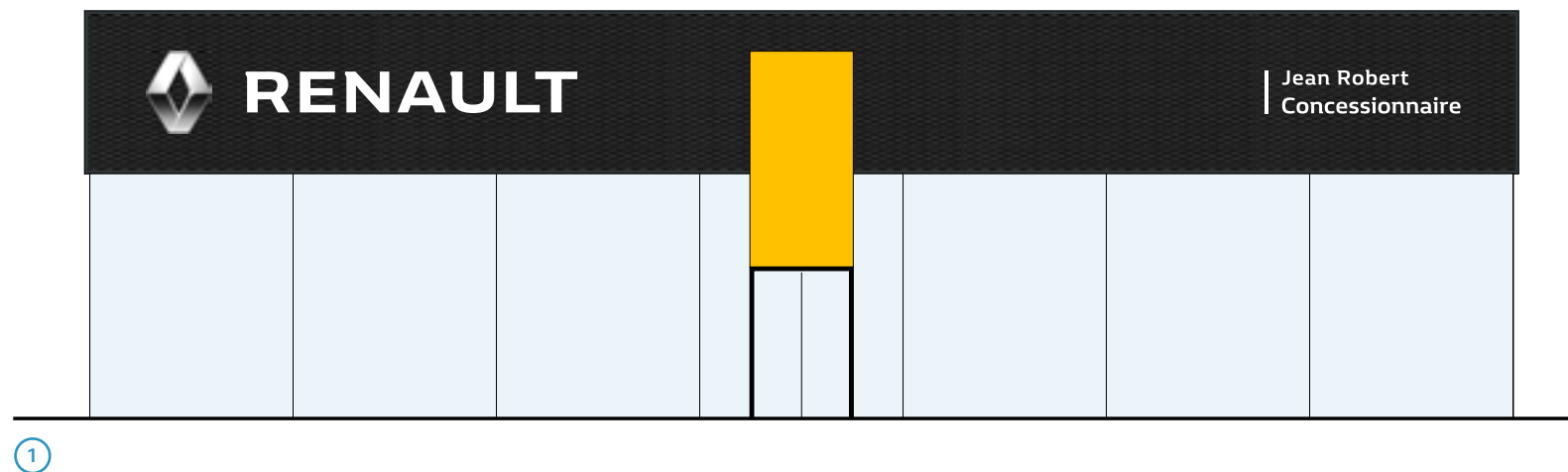
### An identifying component

The woven-metal façade mesh is used to clad the upper part of both the glazed sections of the showroom façades, on both:

- ① the main façade,
- ② and the secondary façade.

The marking of the secondary façade will be positioned depending on its visibility and the space available.

The mesh is always (and only) located above the glazed window panels of the showroom.



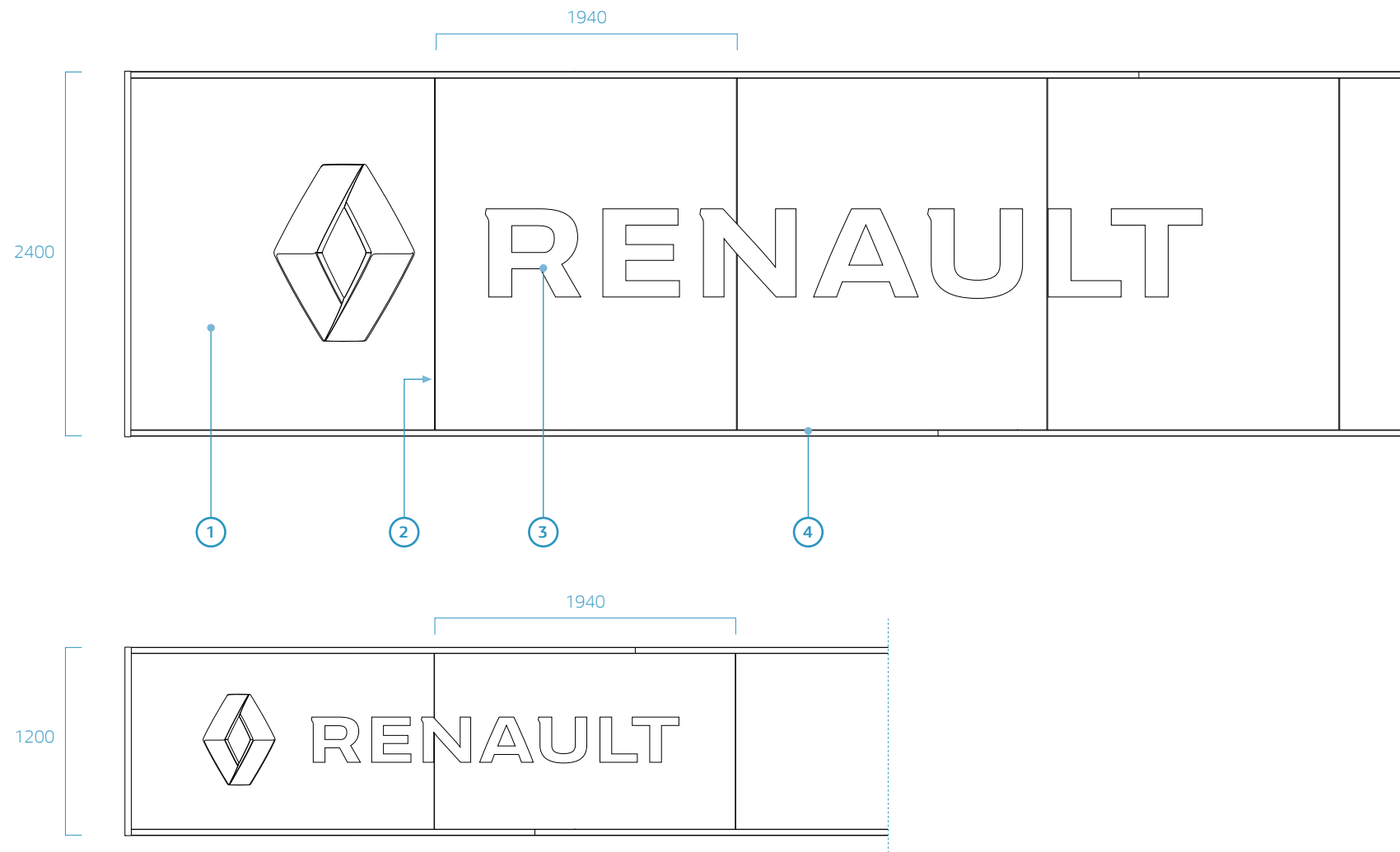
cladding of façades

## façades < 2,400 mm

### The modules are arranged side by side

The cladding of the façades is adjusted according to the height of the frontage.

- ① For frontages less than 2,400 mm in height, the maximum dimensions of the mesh modules are: 2,285 x 1,940 mm.
- ② The modules are arranged side by side, without the need for horizontal joins.
- ③ The Renault signature is centred on the mesh without seeking to align the text according to the joins.
- ④ The peripheral frame has a fixed thickness of 45 mm, irrespective of the total height of the cladding.



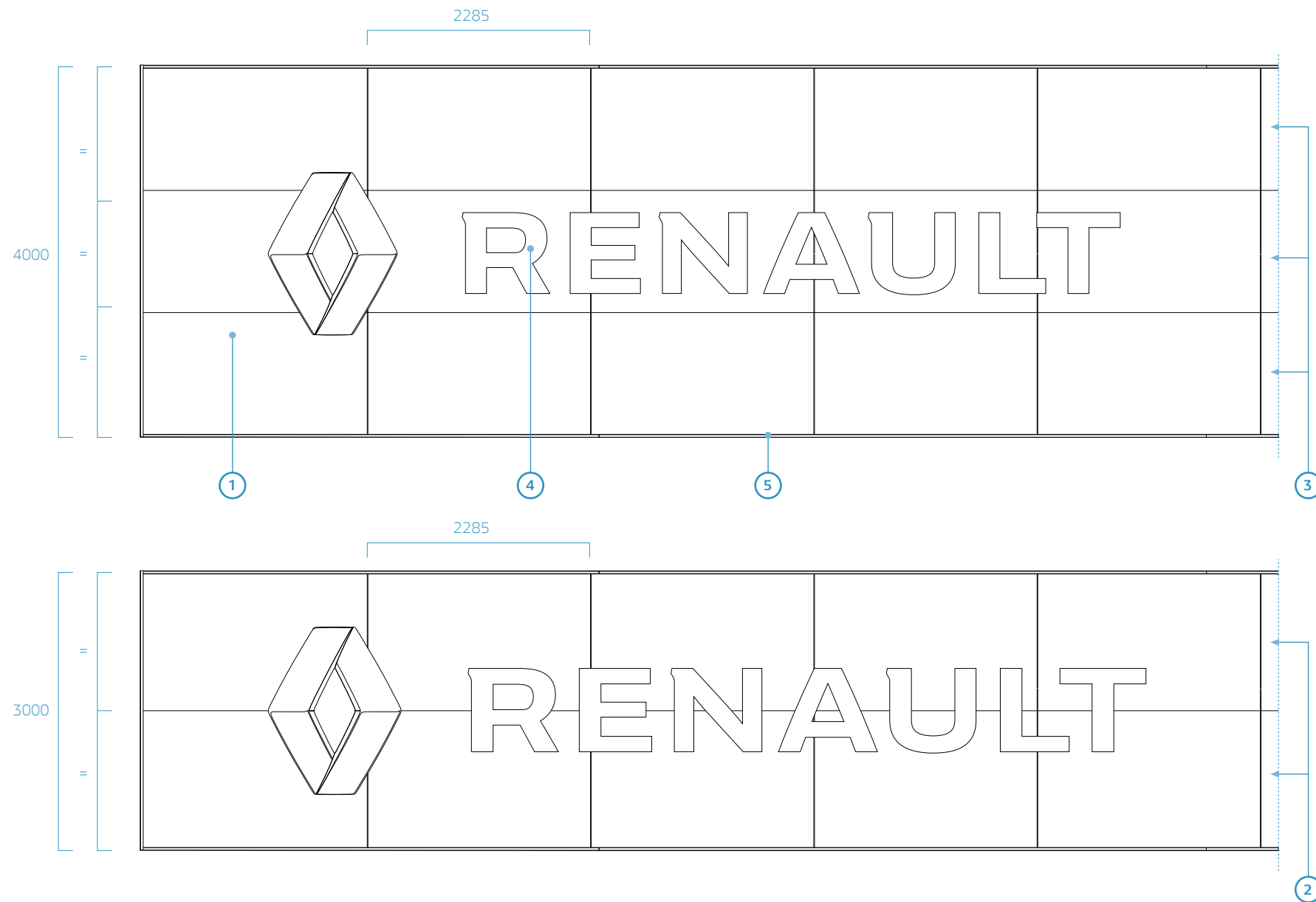
cladding of façades

façades > 2,400 mm

### The modules are arranged side by side

The cladding of the façades is adjusted according to the height of the frontage.

- ① The mesh modules have maximum dimensions of: h. 1,940 x w. 2,285 mm.
- ② Between 2,400 mm and 3,880 mm in height, 2 horizontal rows of modules, separated by a central joint, are required,
- ③ For heights in excess of 3,880 mm, three horizontal rows of modules are required, separated by two horizontal joints.
- ④ The Renault signature is centred on the mesh without seeking to align the text according to the joints.
- ⑤ The peripheral frame has a fixed thickness of 45 mm, irrespective of the total height of the cladding.





cladding of façades

## how do I implement the mesh?

### Rule 1.

**The woven-metal mesh covers the whole of the clad surface above the glazed façade of the showroom**

It is to be dimensioned to the correct height and length for each façade.

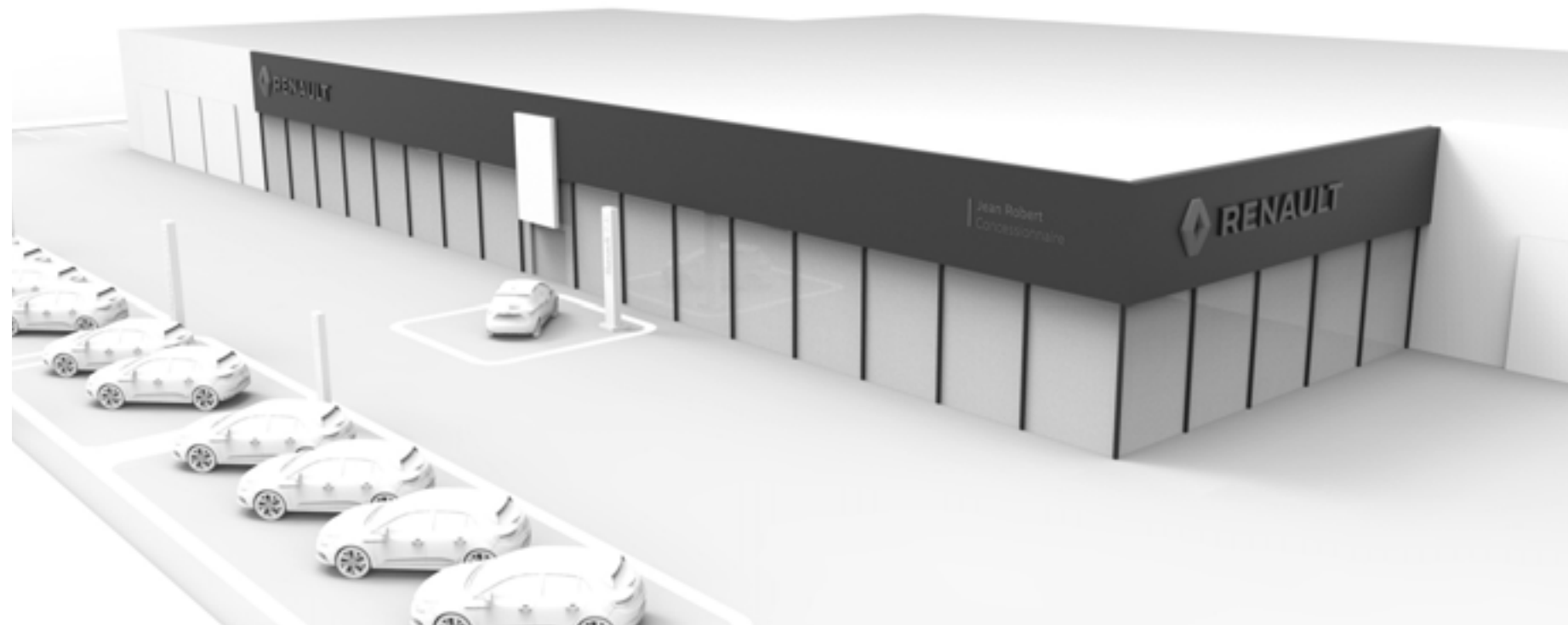
### Rule 2.

**The glazing frames are dark grey, harmonized with the colour of the metal mesh**

### Rule 3.

**The secondary glazed façades also receive the metal mesh cladding**

The mesh cladding of the showroom façade continues on the secondary façades in order to distinguish the showroom from the rest of the dealership.

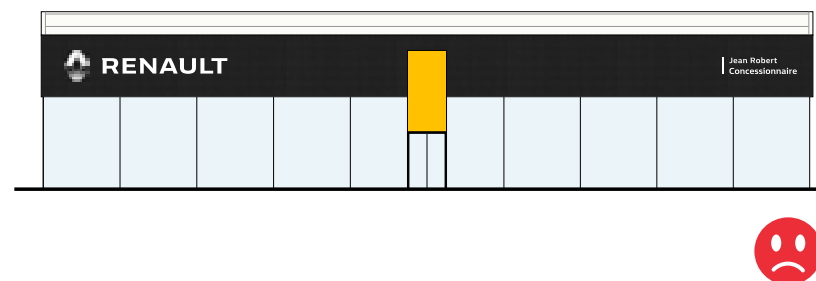


# cladding of façades

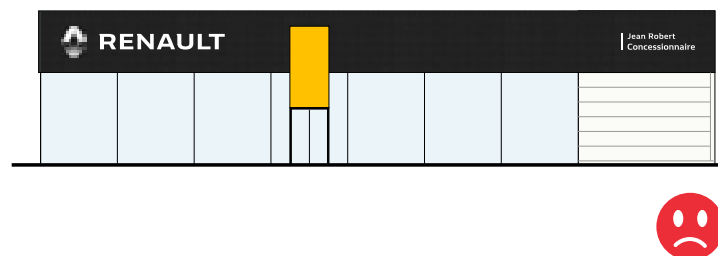
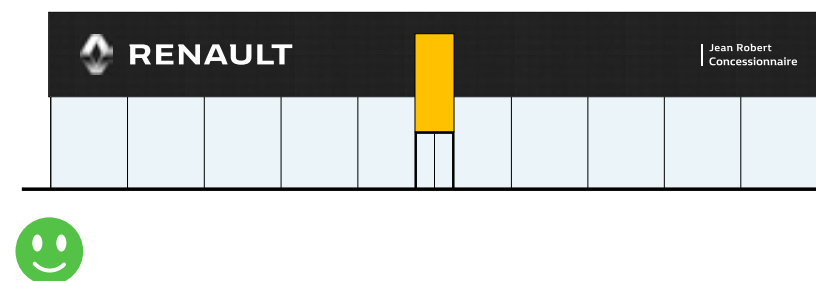
## some examples

### The main rules to remember

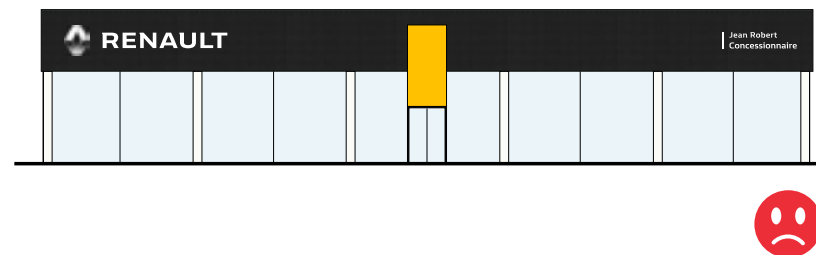
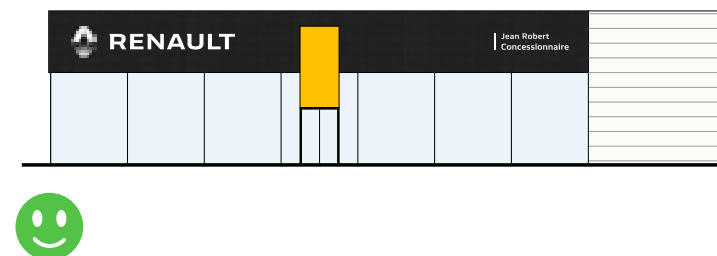
- ① The woven-metal mesh covers the full height of the façade.
- ② The mesh is implemented only above the glazed façades of the showroom.
- ③ The glazing frames are painted in RAL 7021 dark grey.



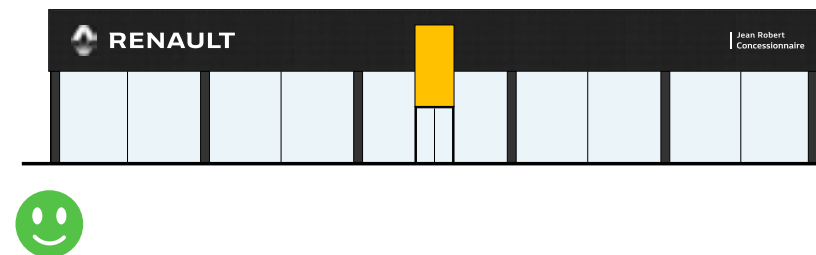
①



②



③



cladding of façades

## façade markings

### To identify the point of sale

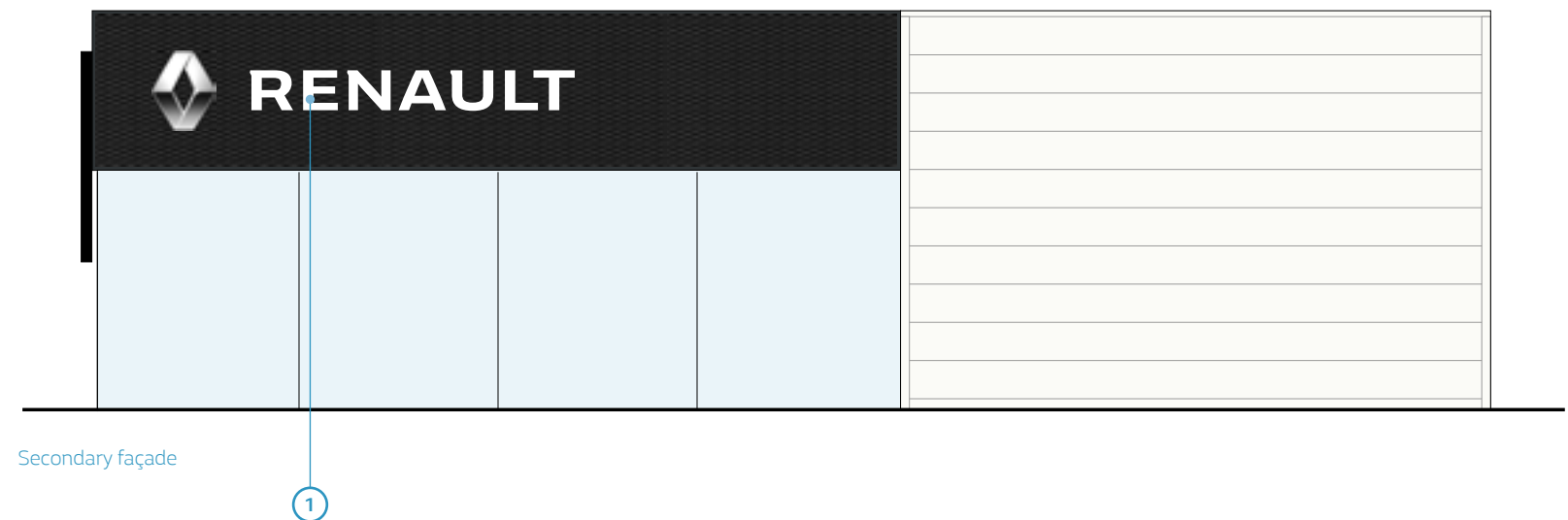
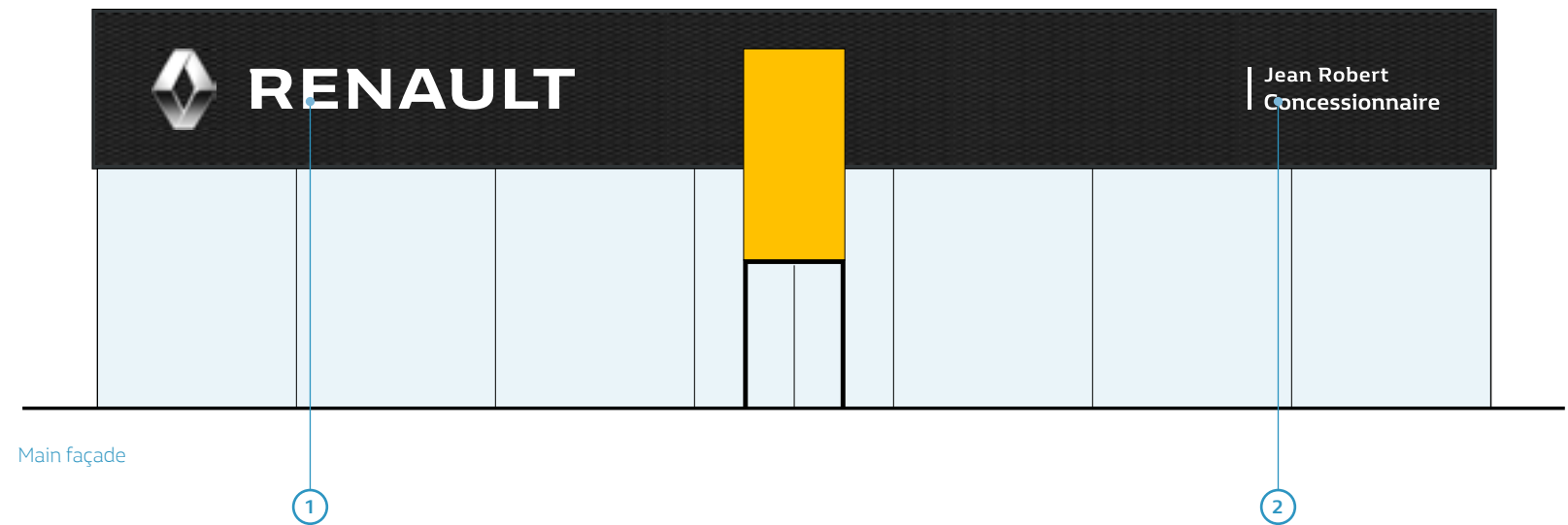
The markings consist of:

- ① the Renault signature, made up of the diamond and the word Renault,
- ② the Site name.

These elements are always placed on the dark grey background of the woven-metal mesh at the dealership sites.

### Dimensions

The dimensions of standard façade markings are described in the specifications available on the Brand Stores site.



cladding of façades

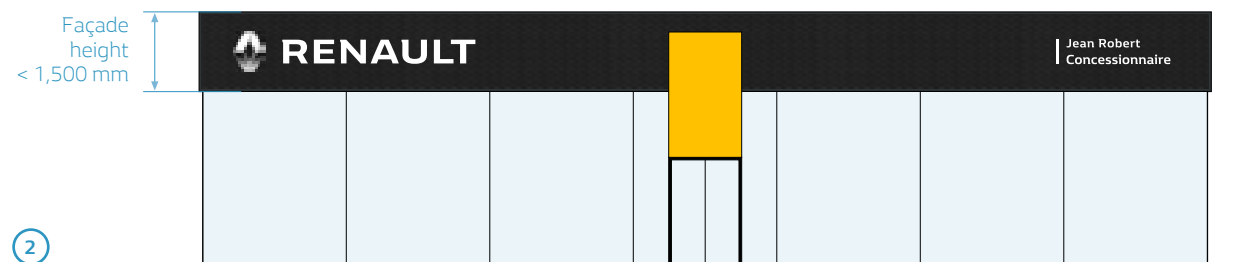
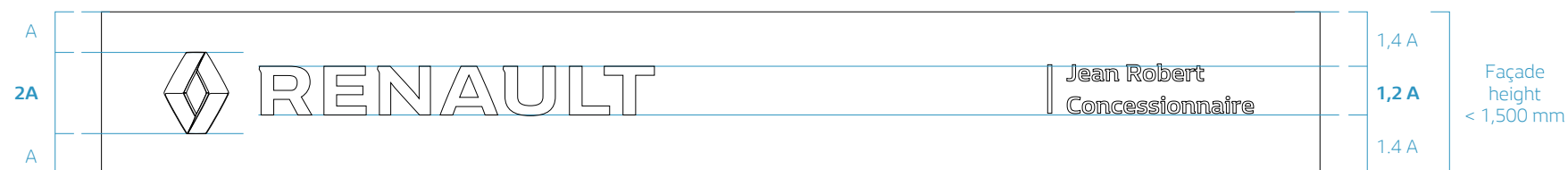
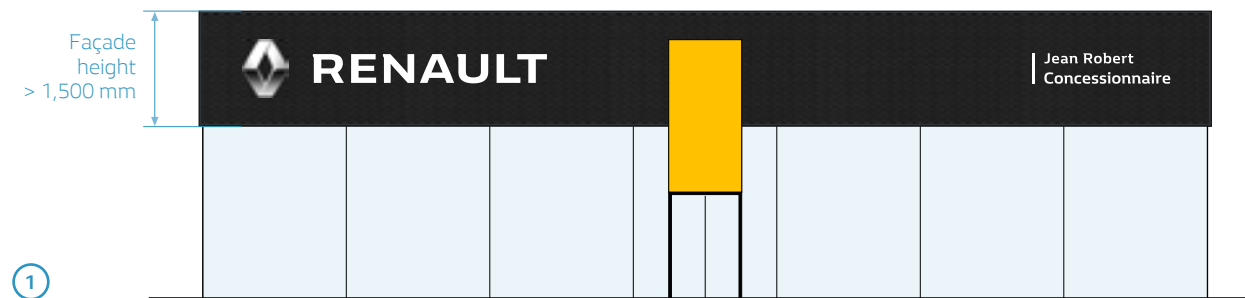
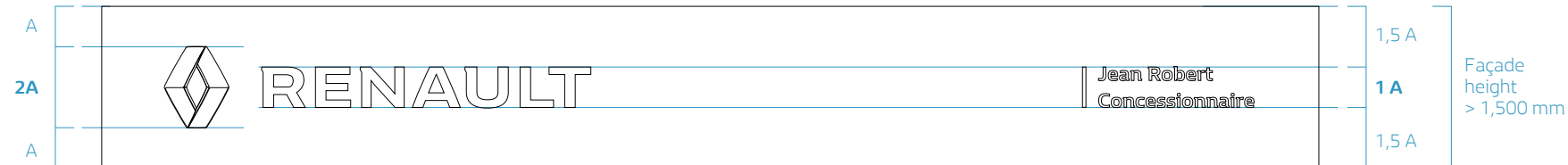
## façade markings

### These layouts are recommended for façades in the majority of countries

They set a proportion of 33% between the word Renault and the Site Name over two lines.

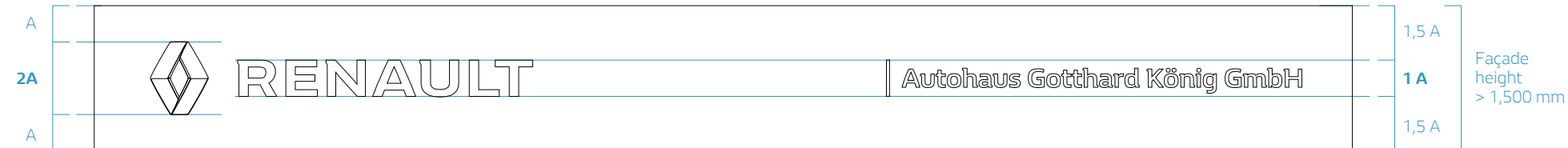
Depending on the height of the façade, 2 layouts are recommended:

- ① **Layout v1**, for façades with a frontage of over 1,500 mm in height, giving a ratio of 50% between the Renault word and the diamond.
- ② **Layout v2**, for façades with a frontage of less than 1,500 mm in height, accentuating the impact of the Renault word with a ratio of 60 %.



cladding of façades

## site names on a single line

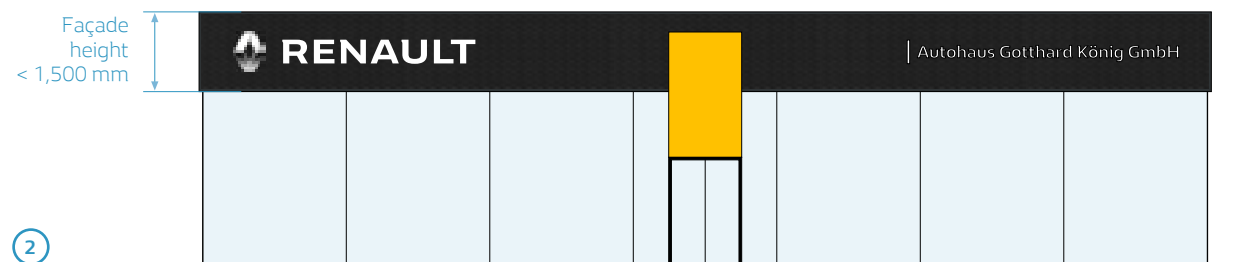
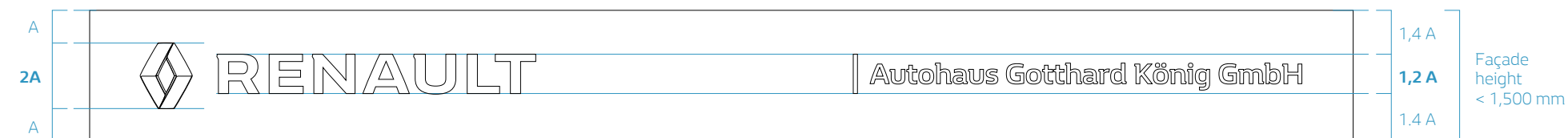
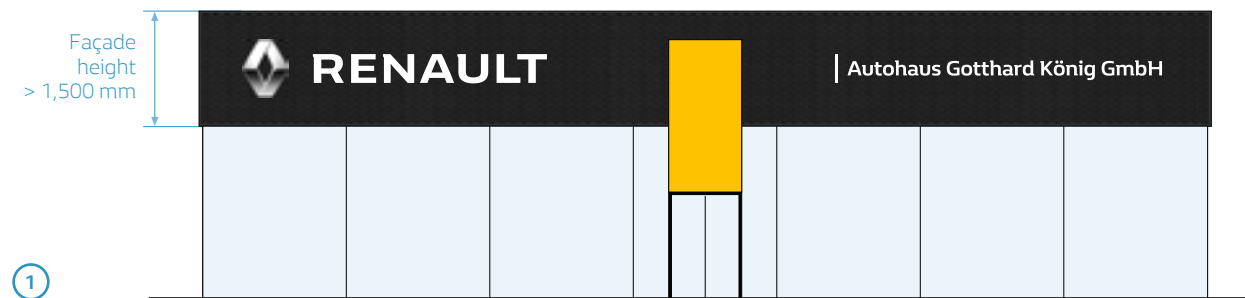


### For countries which opt to have a Site Name with greater impact

They set a proportion of 50% between the word Renault and the Site Name on a single line.

Depending on the height of the façade, 2 layouts are recommended:

- ① **Layout v1**, for façades with a frontage of over 1,500 mm in height, giving a ratio of 50% between the Renault word and the diamond.
- ② **Layout v2**, for façades with a frontage of less than 1,500 mm in height, accentuating the impact of the Renault word with a ratio of 60 %.



cladding of façades

## choosing height of façade markings

### Principle of adaptation

The table opposite shows façade heights and corresponding diamond sizes available as standard.

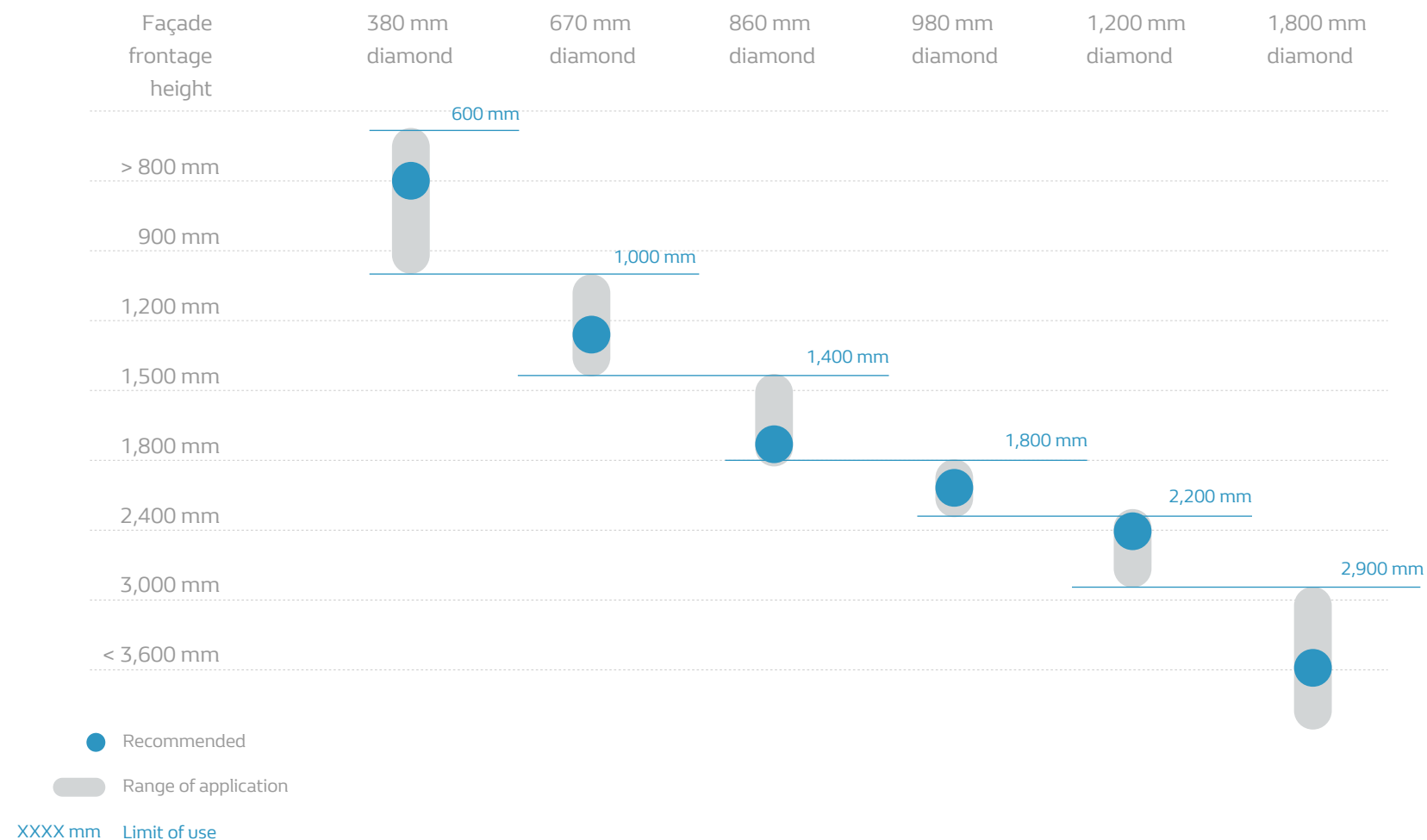
To cater for a variety of specific façade dimensions, each signature may be used for a range of façade heights.

#### Example 1.

The 670 mm diamond will cover façades in the height range 1,000 mm to 1,400 mm.

#### Example 2.

The 1,800 mm diamond can be used for available heights of façade in the range 2,900 mm to over 4,000 mm.



cladding of façades

## how do I implement the markings on the façades?

### Rule 1.

**On the main façade, the markings consist of the Renault signature and the Site Name**

The Renault signature is positioned on the lefthand side of the façade while the Site Name is on the right.

### Rule 2.

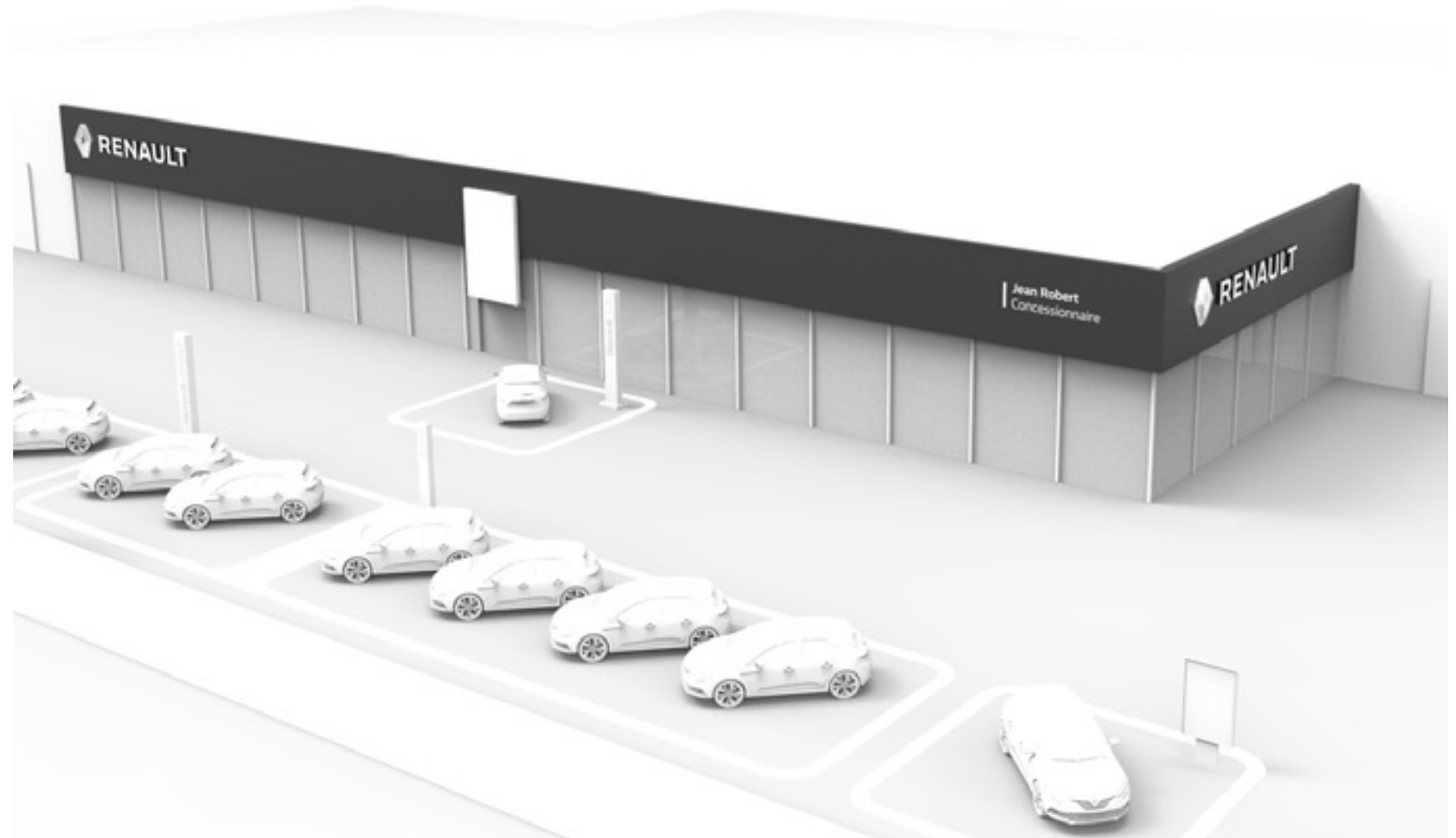
**The height of the markings is set according to the height of the showroom frontage**

The signature and site name marking set is centred in the mesh support. The markings are available in 6 standard heights.

### Rule 3.

**The secondary façade can incorporate a Renault signature but not a Site Name**

The height of the markings shall be identical all the façades of any given site.



entrance signage

## the overhead panel

### Purpose

The overhead panel above the entrance door to the showroom on the main façade marks the entrance.

The Renault Road is extended outside the building encouraging customers to step inside.





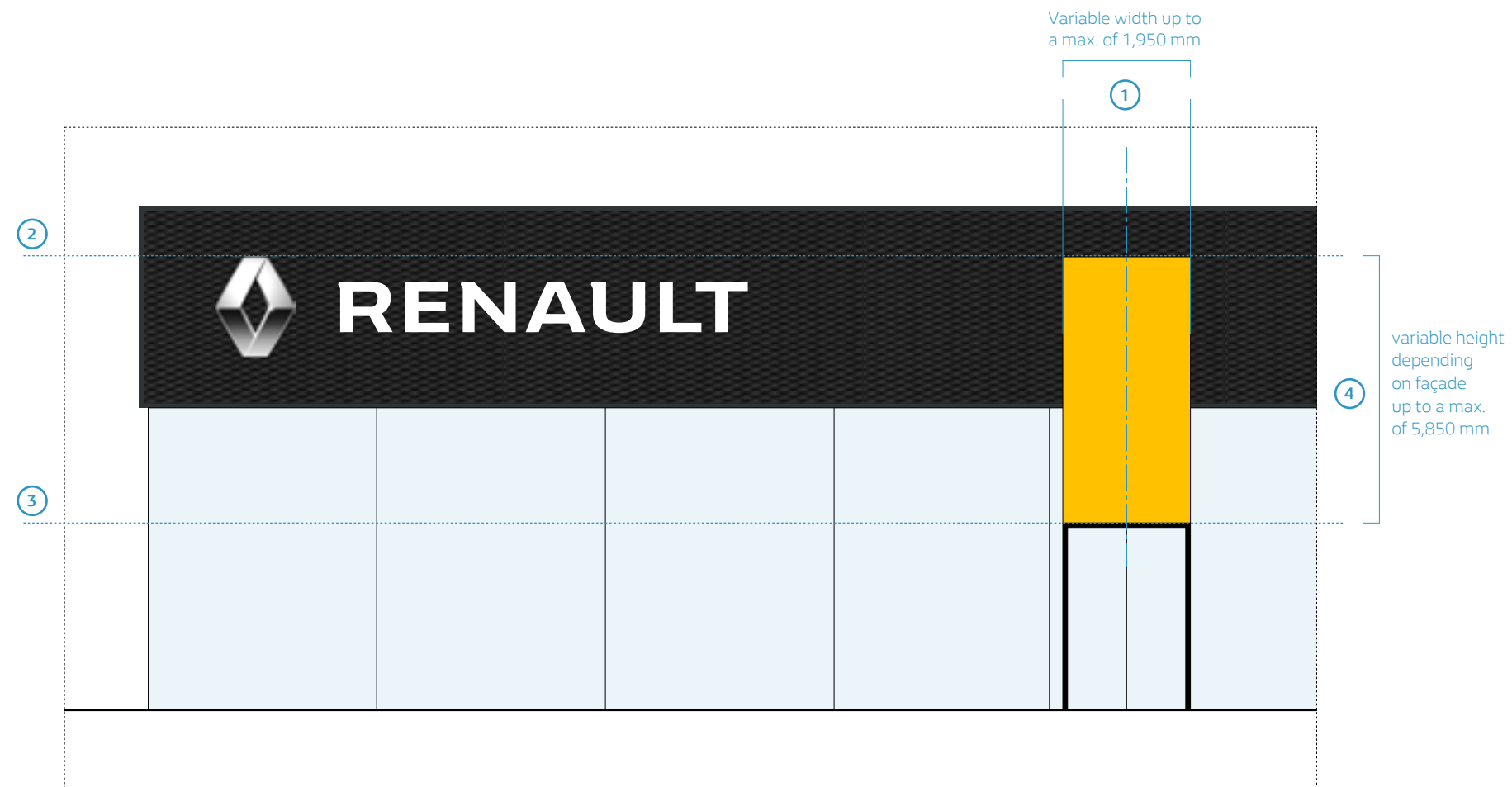
entrance signage

## choice of overhead panel size

### Rules to be observed

Height and width of overhead panel are variable in order to be able to adapt to all situations. It should however always be a rectangle the height of which is greater than its width that is variable depending on the façade by a minimum ratio of 2:1 and ideally close to 3:1.

- ① The width of the overhead panel is modelled on that of the entrance door with a maximum of 1,950 mm. It is centred on the door.
- ② The top of the overhead panel is aligned with the top of the diamond of the façade signature.
- ③ The bottom of the overhead panel is aligned with the top of the door.
- ④ The total height of the overhead panel may not exceed 5,850 mm.



entrance signage

## positioning of the overhead panel

### Limits to positioning with respect to Renault word

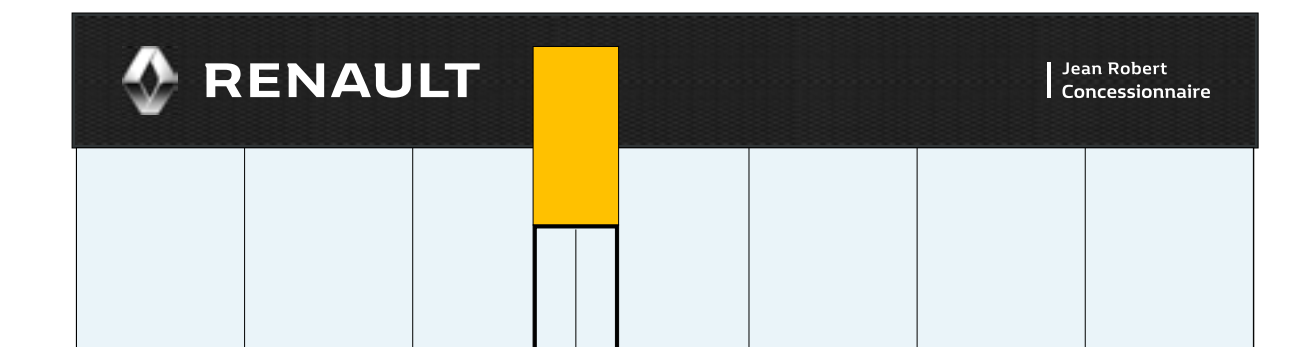
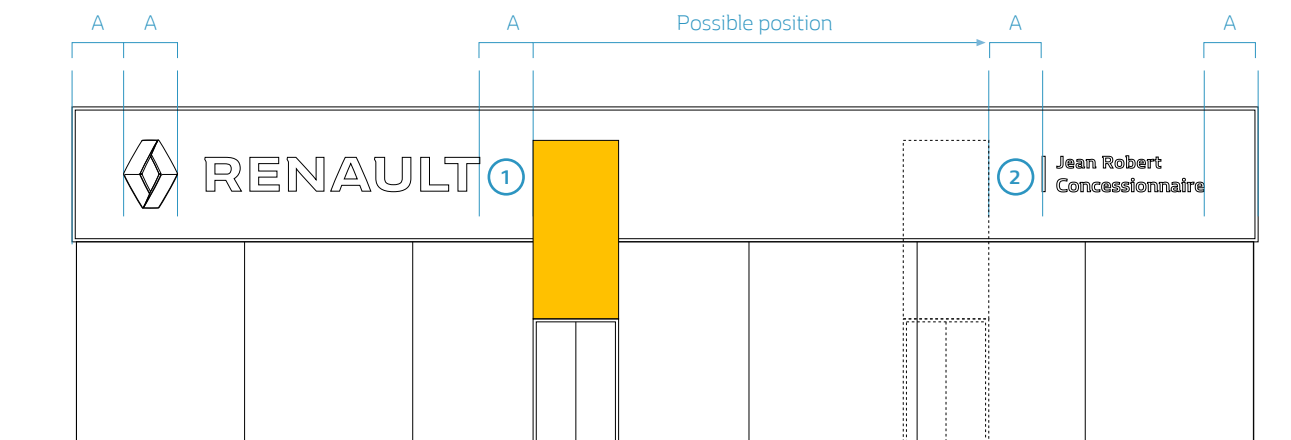
- ① To preserve the impact of the signature on the façade, the overhead panel shall be placed at a minimum distance equal to the width of the diamond (A) from the Renault word.

### Limits to positioning with respect to the Site Name

- ② To preserve impact of the Site Name, the overhead panel shall be placed at a minimum distance equal to the width of the diamond (A).

#### Rule

For new constructions or sites undergoing restructuring work, care shall be taken to position the entrance of the showroom centrally so as to best apply the showroom standards.



entrance signage

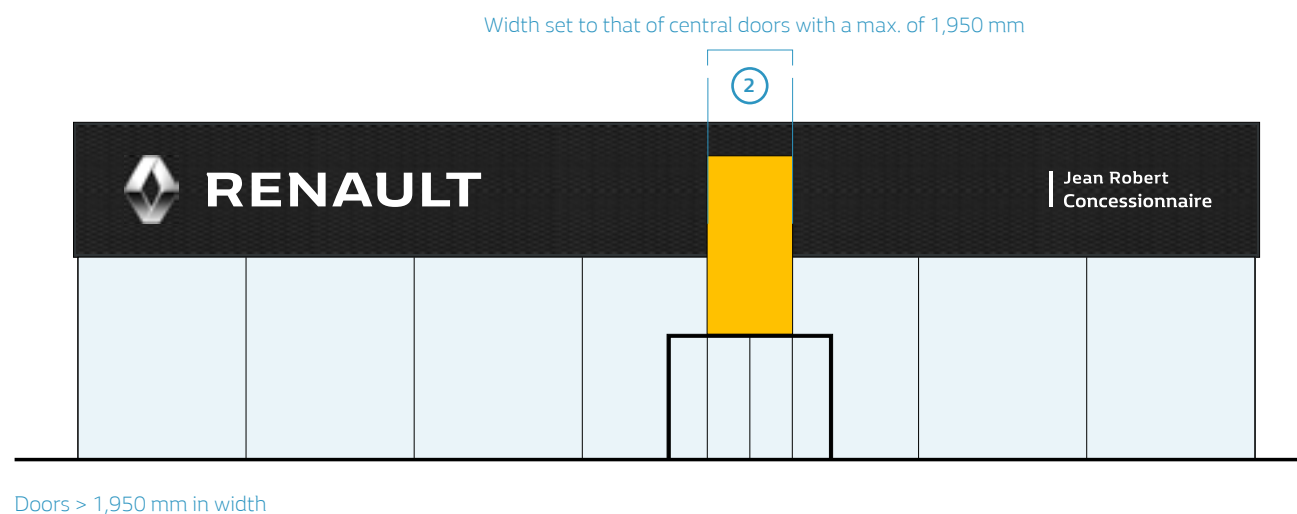
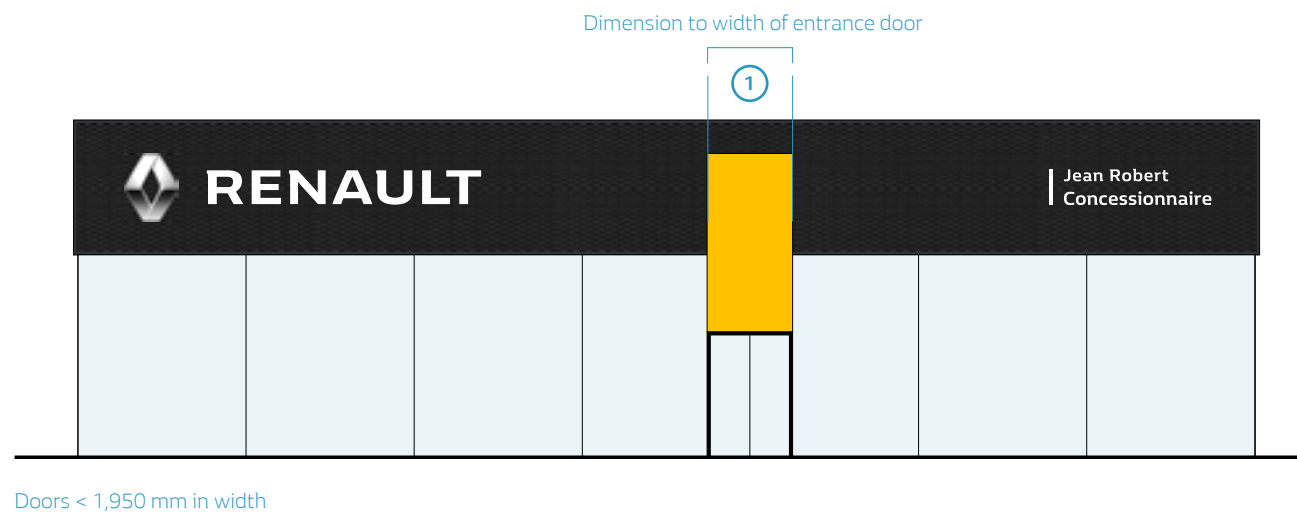
## special case of wide doors

**For doors < 1,950 mm in width, the overhead panel shall be set to the width of the doorway**

- ① Its width is adapted on a case by case basis while maintaining a minimum height/width ratio of 2X and a maximum ratio of 3X.

**For wide doors > 1,950 mm in width, the overhead panel shall be set to the width of the central doors**

- ② It is centred in relation to the access door. Where applicable, its width may be up to a maximum of 1,950 mm.



entrance signage

## how do I implement the overhead panel?

### Rule 1.

**The top of the overhead panel is aligned with the top of the diamond in the façade signage**

The height of the overhead panel is specific to each façade with a maximum of 5,850 mm.

### Rule 2.

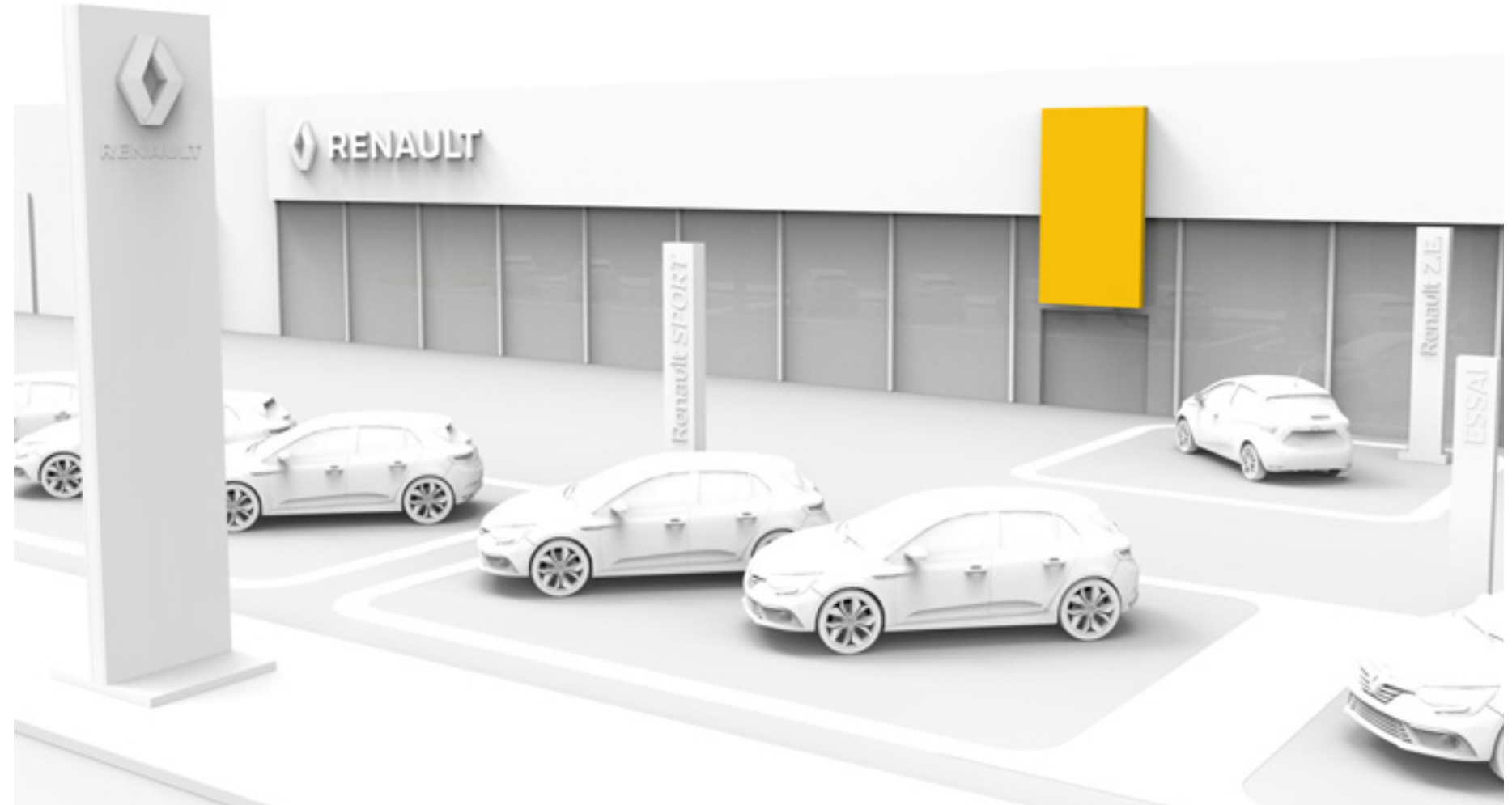
**The overhead panel is arranged so that it is above and in line with showroom entrance door.**

The overhead panel is always positioned on the main façade. It marks the sole entrance to the showroom centred on the Renault Road.

### Rule 3.

**The width of the overhead panel is modelled on that of the entrance door.**

The maximum width of the overhead panel is 1,950 mm. It is always centred over the entrance door.



entrance signage

## the vertical entrance marker

### Priority given to overhead panel

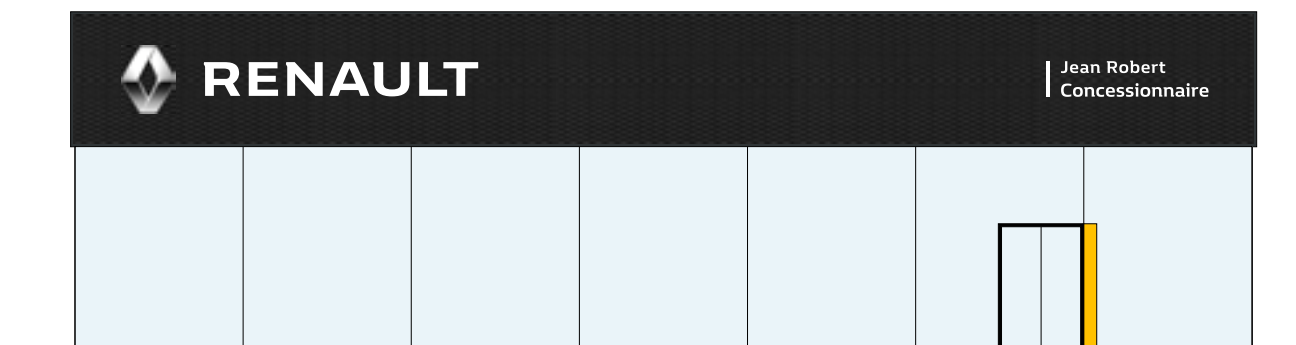
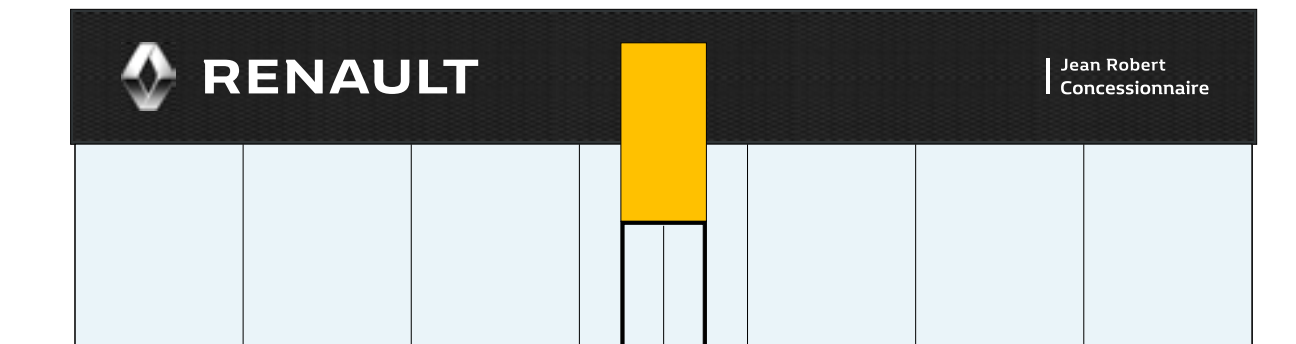
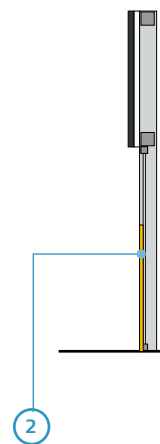
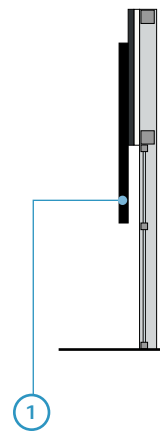
- ① The overhead panel is an element which makes a strong visual impact. It is installed above and in line with the door.
- ② An alternative version is available for use in exceptional cases: the vertical entrance marker.

It is positioned to the righthand side of the entrance door and offers an alternative to the overhead panel, when the latter cannot be installed for technical reasons (position of entrance too off-centre, height of mesh support not sufficient, etc.).

This variant has significantly less impact than the overhead panel.

### Rule

For a new construction or a site undergoing restructuring work, care shall be taken to centre the showroom entrance..



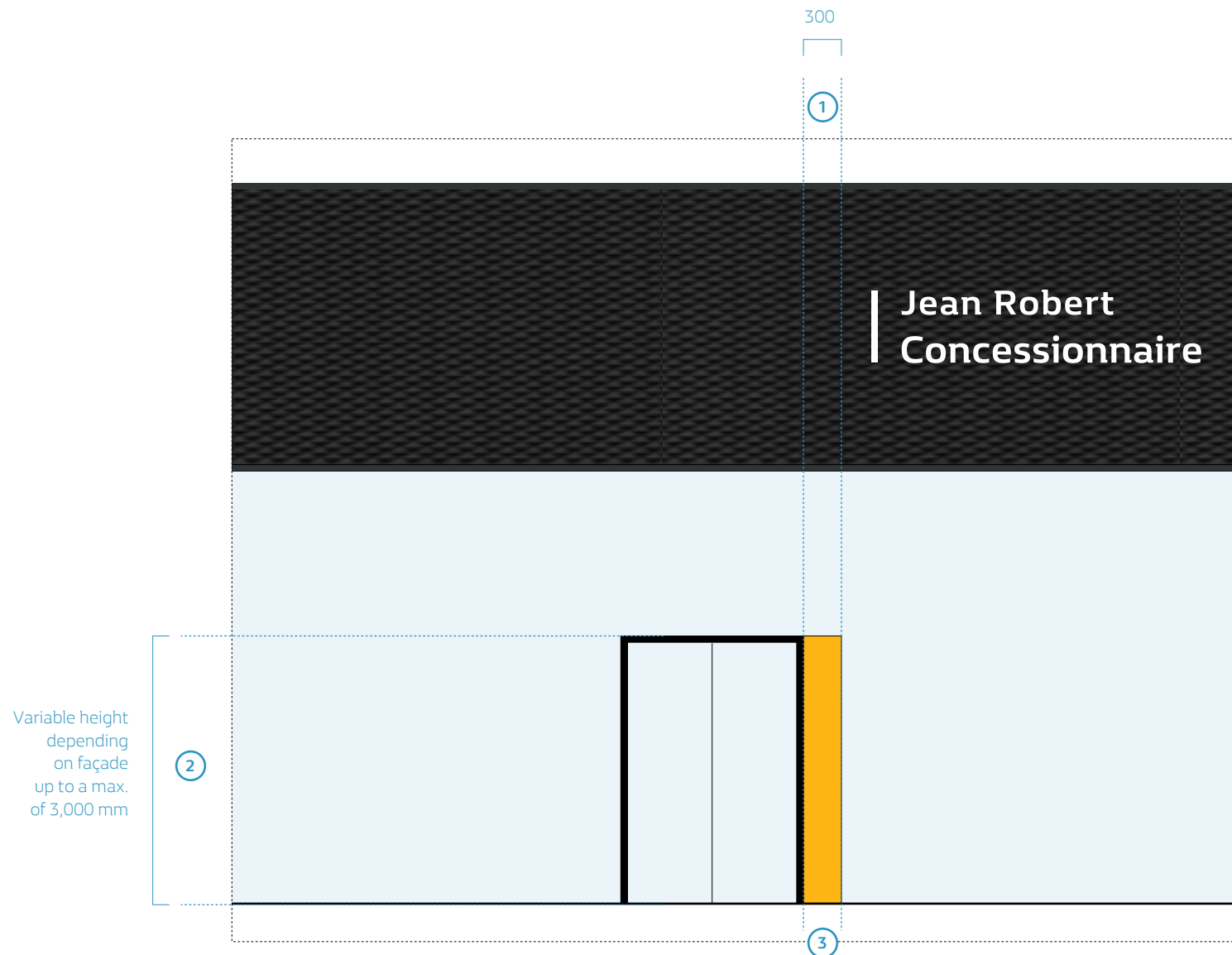
entrance signage

## dimensions of the vertical marker

### Rules to be observed

In cases where the overhead panel can not be accommodated, it shall be replaced with a vertical marker by the entrance door into the showroom.

- ① This is a fixed width element. It is 300 mm wide.
- ② The top of the vertical entrance marker is aligned with the top of the door with a standard maximum height of 3,000 mm.
- ③ The vertical entrance marker is positioned to the right of the entrance door. A matt black masking adhesive is applied on the interior to give a quality finish.



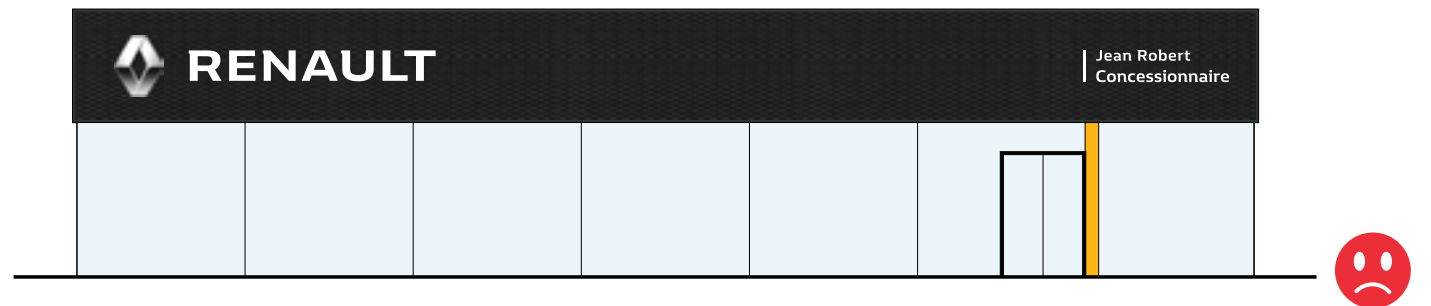
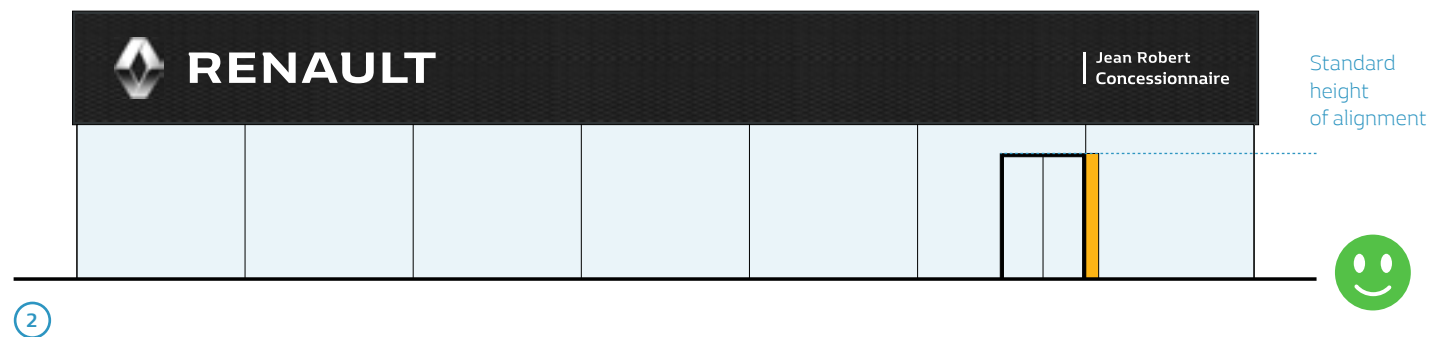
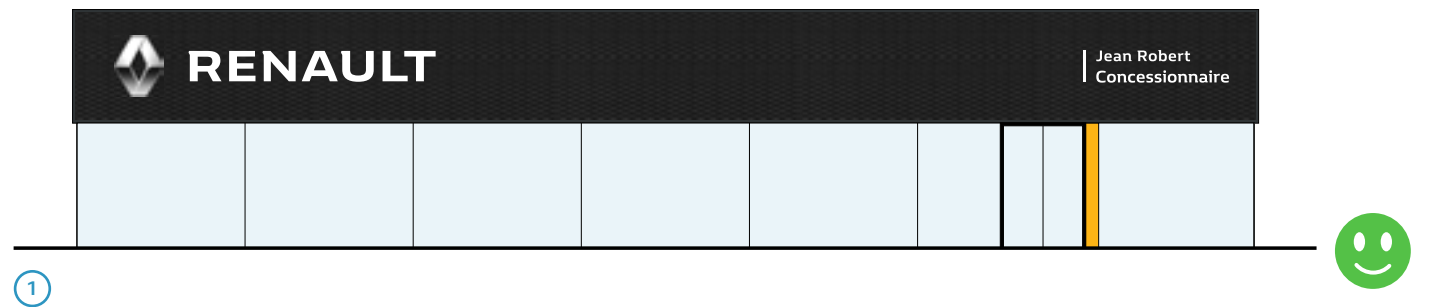
entrance signage

## implementation on low buildings

### Relationship between the vertical marker and the mesh frontage

- ① When the height of the door is equal to that of the glazed section of the façade, it is permissible for the vertical entrance marker to reach up flush to the mesh.
- ② However, if the door is of lower height than the glazed section, the vertical marker should be aligned with the top of the door frame.

Such cases must however remain the exception, the Renault Store recommendation being to have a centred entrance.



entrance signage

## how do I implement the vertical entrance marker?

### Rule 1.

**The height of the vertical marker is set to that of the height of the entrance door frame**

The height of the vertical marker is specific to each site with a maximum of 3,000 mm.

### Rule 2.

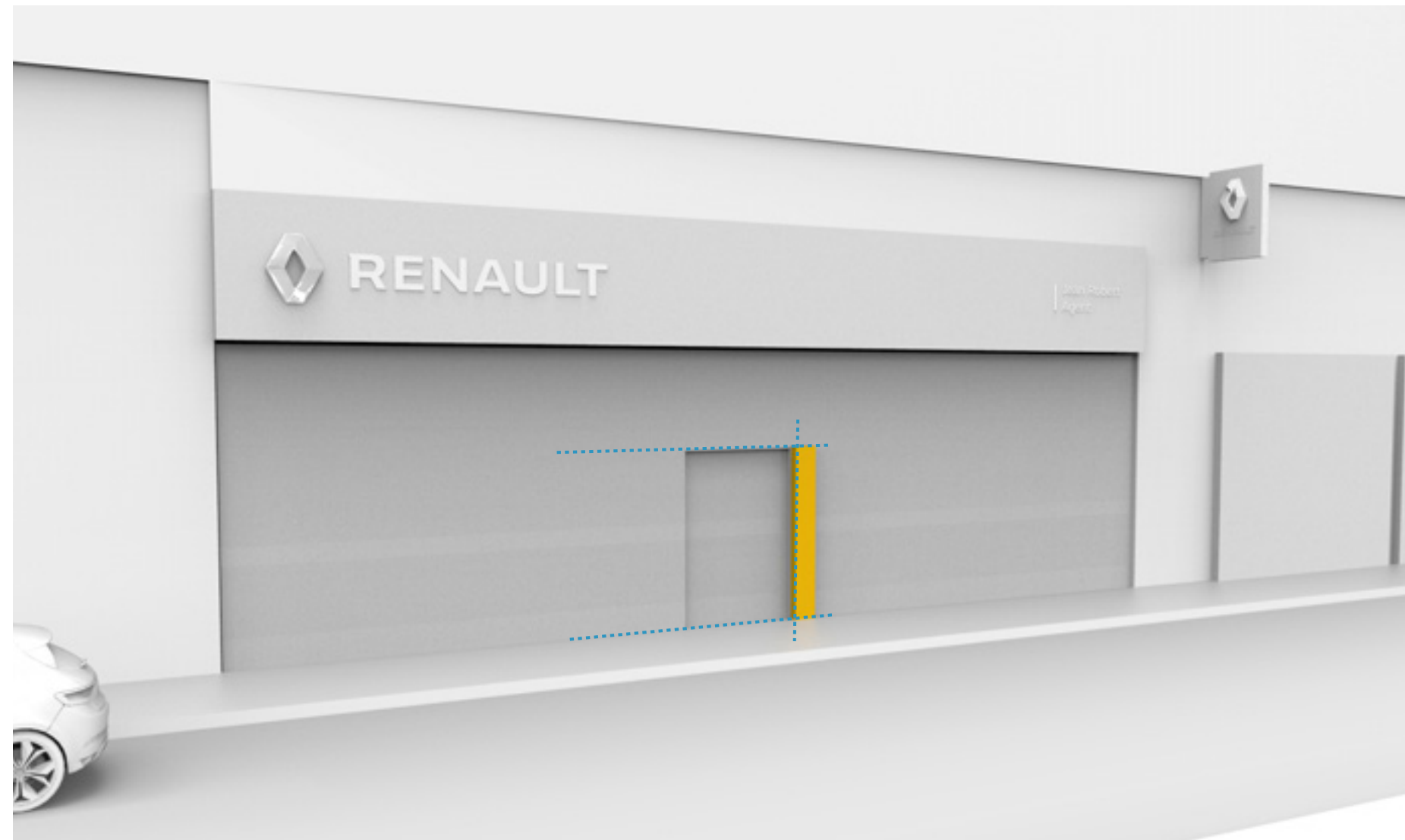
**The vertical entrance marker is always positioned to the right of the showroom entrance door**

It marks the entrance to the showroom behind which the Renault Road is laid out.

### Rule 3.

**In city centre locations, the overhead panel is often replaced with the vertical marker**

Low façades and non-regulatory overhang dimensions will lead to use of the vertical marker as a replacement for the overhead panel.





entrance signage

## adhesive markings

### Purpose

The adhesive markings on the entrance door to the showroom meet two objectives:

- 1 Inform the customer of the dealership's opening hours,
- 2 Make the glazed door more easily noticeable in accordance with the regulations for access to public institutions for the visually impaired (to be used if required).



entrance signage

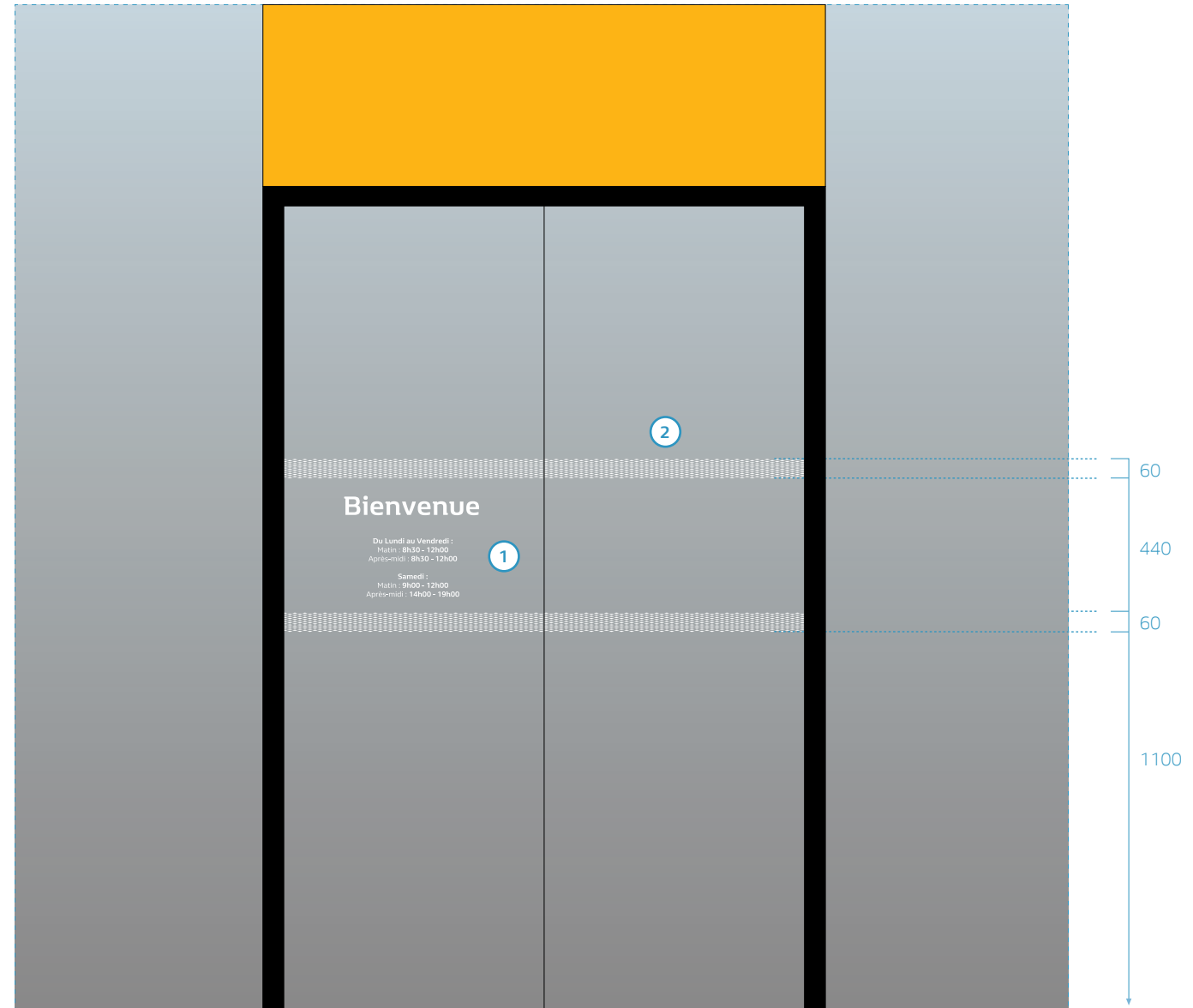
## positioning of adhesive markings

### Mandatory items

In certain countries, adhesive markings may have to meet certain legal obligations. Renault has opted to specify general requirements here, even if it means seeking to anticipate the obligations that may be imposed by certain local legislations.

This scheme includes:

- ① The opening hours of the dealership,
- ② The horizontal adhesive strips present on all glazed doors accessible to customers.



entrance signage

## adaptations of adhesive markings

### Adapted according to the site activities

The opening hours are displayed on the access doors leading to a contact point (showroom, receptions, etc.).

This information shall preferably be located on the lefthand section of the door.

These adhesive elements shall be applied from the interior of the building for reasons of durability.

- ① Showroom reception
- ② Renault Minute reception
- ③ Reception of a site that cannot have its Site Name displayed on the façade
- ④ Workshop Reception
- ⑤ Renault Pro+ reception

## ① Bienvenue

**Du Lundi au Vendredi :**  
Matin : 8h30 - 12h00  
Après-midi : 13h30 - 19h00

**Samedi :**  
Matin : 9h00 - 12h00  
Après-midi : 14h00 - 19h00

## ② Bienvenue

**Renault MINUTE**

**Du Lundi au Vendredi :**  
Matin : 7h45 - 12h00  
Après-midi : 13h30 - 18h00

**Samedi :**  
Matin : 8h30 - 12h30

## ③ Bienvenue

**Concession Jean Robert**

**Du Lundi au Vendredi :**  
Matin : 7h30 - 12h00  
Après-midi : 13h30 - 19h00

## ④ Bienvenue

**Accueil Atelier**

**Du Lundi au Vendredi :**  
Matin : 8h30 - 12h00  
Après-midi : 13h30 - 19h00

## ⑤ Bienvenue

**Renault PRO+**  
Concession Jean Robert

**Du Lundi au Vendredi :**  
Matin : 7h30 - 12h00  
Après-midi : 13h30 - 19h00

**Samedi :**  
Matin : 9h00 - 12h00  
Après-midi : 14h00 - 19h00

entrance signage

## horizontal strips

### To make the glazed sections more visible

The horizontal strips are designed to prevent accidental contact with the glass doors.

The strips are 60 mm in height and incorporate a pattern created either:

- by white silkscreen printing directly onto the glass,
- by using a transparent adhesive strip printed in white.



cladding of façades

## how do I implement the adhesive markings?

### Rule 1.

The adhesive markings inform the customer of the dealership's opening hours

Each reception point shall be equipped with these details.

### Rule 2.

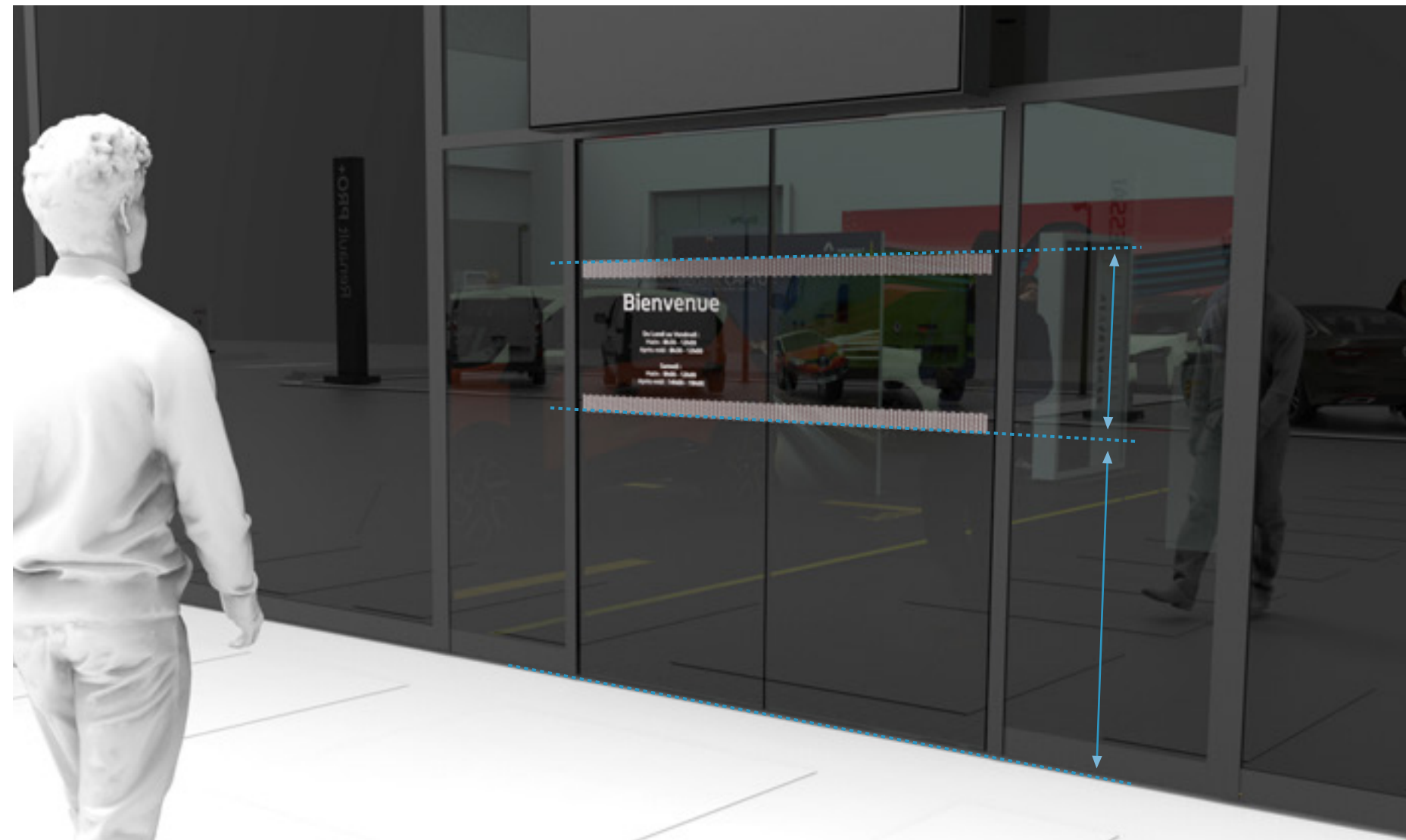
In addition, the glazed doors are equipped with horizontal strips which draw the attention with greater effect

Horizontal strips are designed to prevent accidental contact with the glass doors. They may be required for local regulatory reasons.

### Rule 3.

The height of the strips is regulated, in order to provide optimum visibility of glass doors

The lower strip is positioned 1,100 mm above the ground while the upper strip is 1,600 mm above ground.

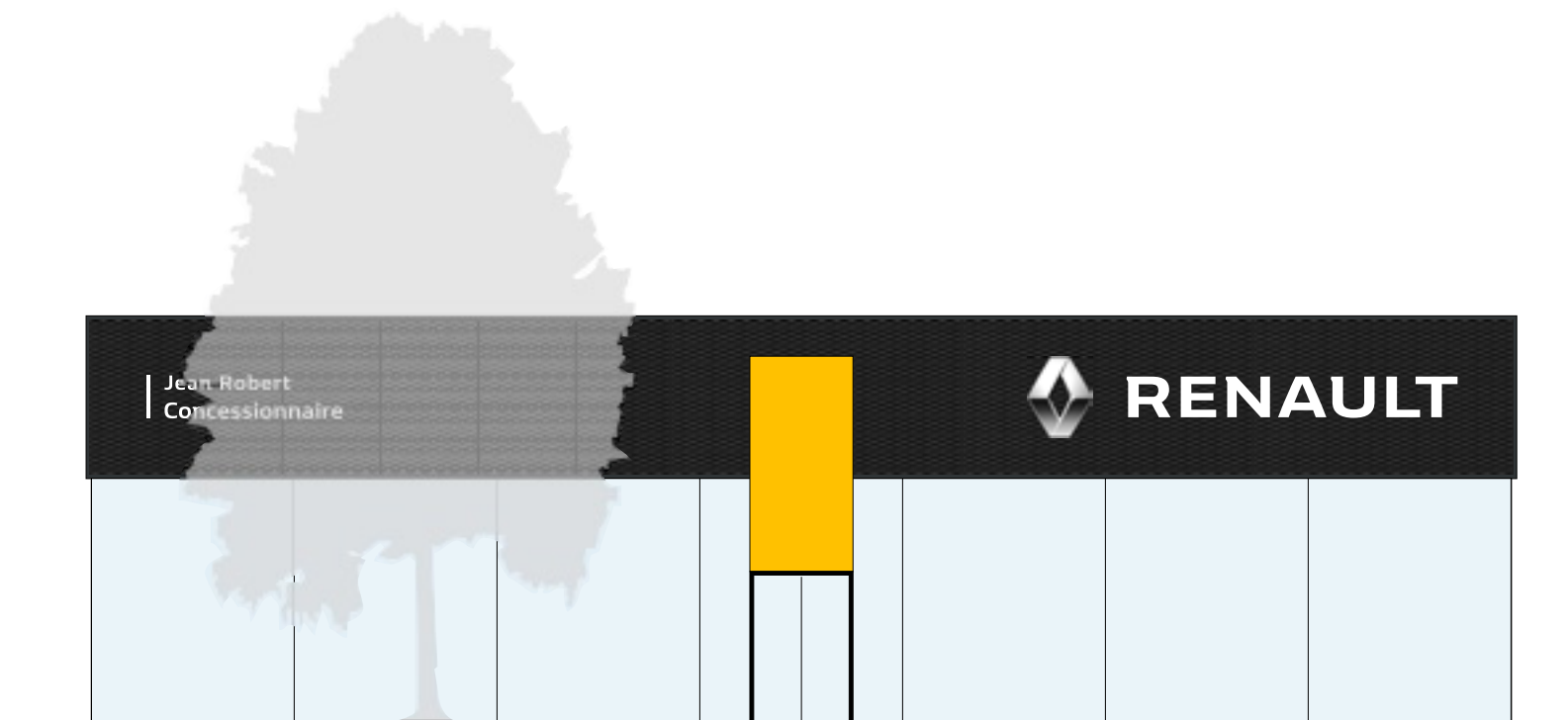


special cases

## low-visibility façades

### When the façade is partially obscured or has poor visibility

In exceptional cases, other permutations of the positions of the Renault signature and the Site Name on the façade may be allowed.



special cases

## blind façades

### Which façades are concerned?

Façades which are not glazed but have high visibility (expressway, etc.) may feature a special marking.

### Some simple rules

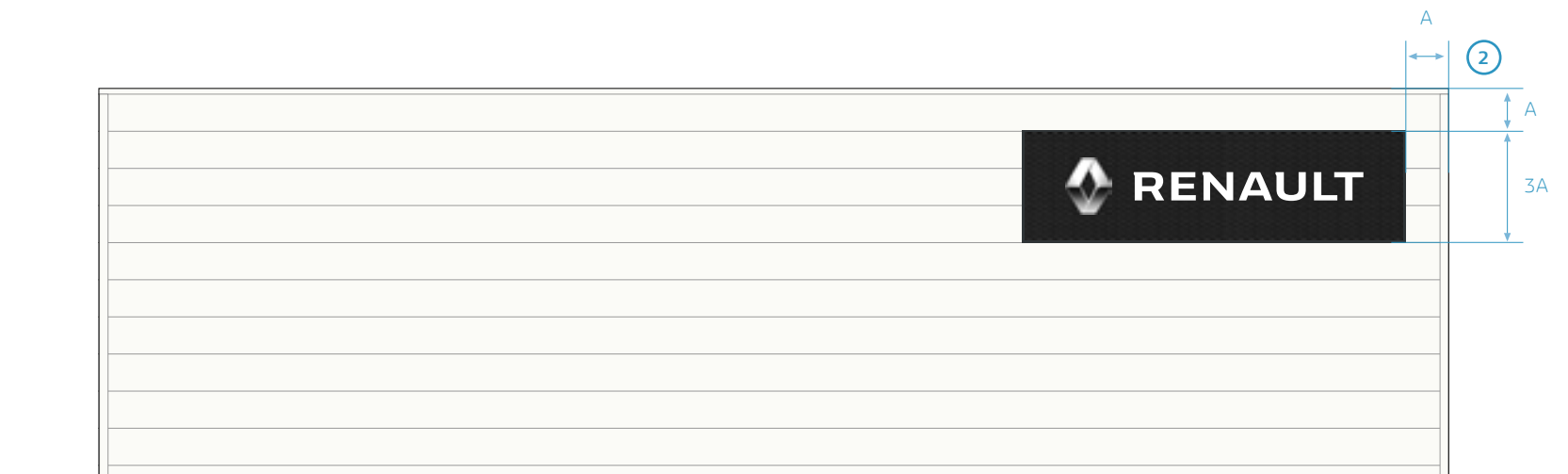
- ① The height of the item will be the same as that on the frontage of the main façade.
- ② An item of height  $3A$  shall be positioned a distance  $A$  from the top and side edges of the façade.

### Rule

The markings will be placed to the right or left on the façade, but never in the middle.



Positioning on left side of blind façade



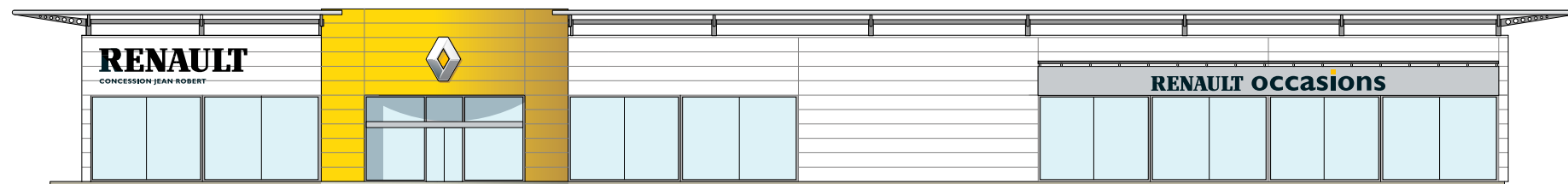
Positioning on right side of blind façade

special cases

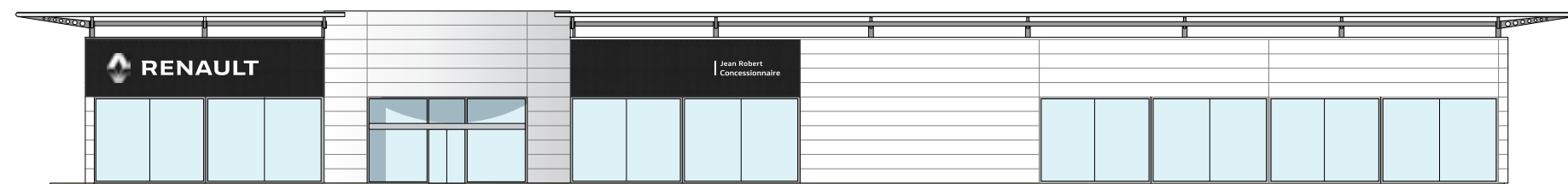
## yellow bow-windows

### When the façade includes a structural element in sheet metal

- ① The façade initially incorporates a bow-window in sheet metal which it would be expensive to disassemble.
- ② Action to be taken to render the image compliant would consist of:
  - cladding the upper part of the showroom with the woven-metal mesh,
  - positioning the new signature on the façade,
  - disassembling the existing 3D diamond on the bow-window and painting the latter RAL 9010 white,
  - removing the Renault Used Vehicles strip present on the part of the showroom devoted to the used vehicles activity.



①



②

Note.

This solution is allowed by means of derogation granted by the Region, the recommendation being to render the façade compliant with Renault Store standards.

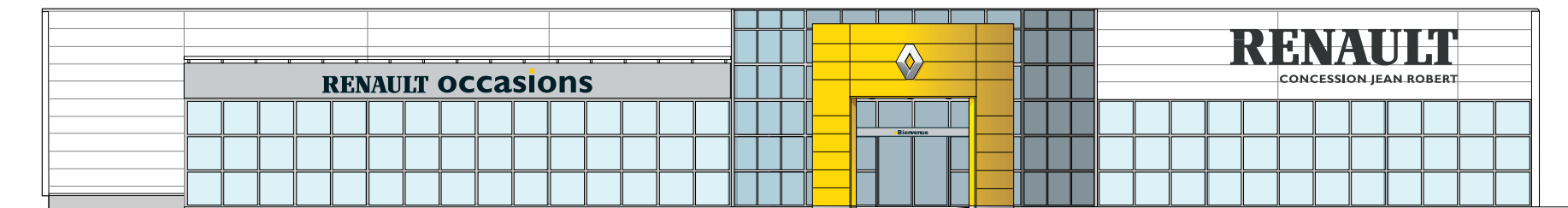


special cases

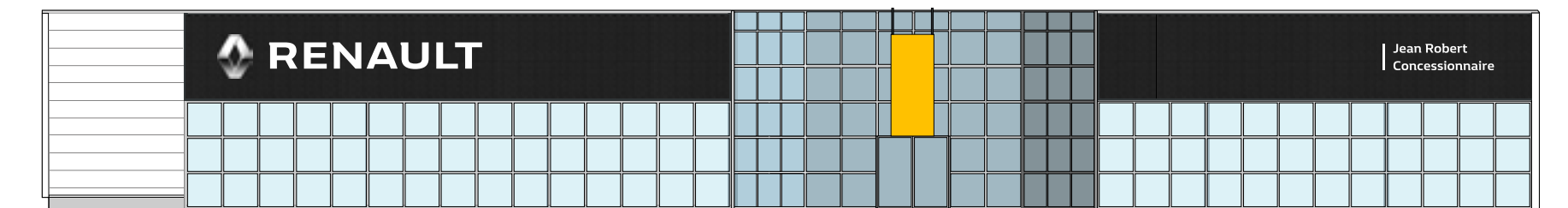
## glazed bow-windows - 1

### Scenario 1. When attachment to the parapet proves difficult

- ① The façade initially incorporates a contoured glazed bow-window which it would be expensive to disassemble.
- ② Action to be taken to render the image compliant would consist of:
  - removing the Renault Used Vehicles strip,
  - disassembling the arch featured in front of the glazed bow-window,
  - cladding the upper part of the showroom with the woven-metal mesh,
  - positioning the new signature on the façade,
  - installing the overhead panel by means of hanging it from the parapet with an attachment to the glazing frame.



①



②

Note.

The overhead panel may not be hung directly on the glazing frames without a specific technical study being carried out for each site which would define the arrangements for doing so whilst keeping the initial ten-year guarantee. This study must be carried out by the Architect for the dealership working together with the signwriter.

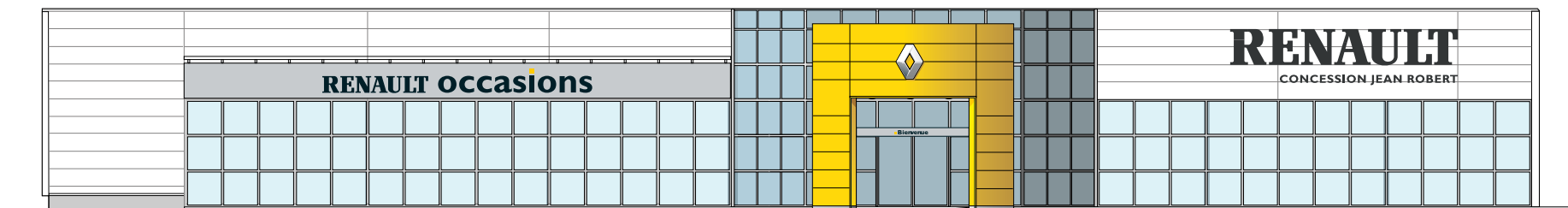
This solution is allowed by means of derogation granted by the Region, the recommendation being to render the façade compliant with Renault Store standards.

special cases

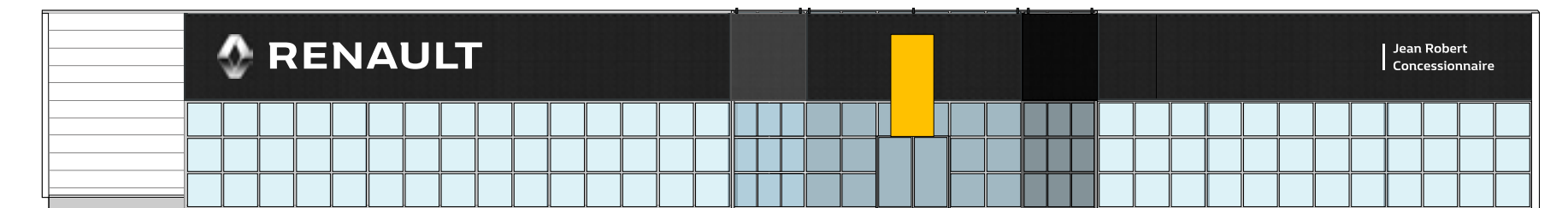
## glazed bow-windows - 2

### Scenario 2. When attachment to the parapet is feasible

- ① The façade initially incorporates a contoured glazed bow-window which it would be expensive to disassemble.
- ② Action to be taken to render the image compliant would consist of:
  - removing the Renault Used Vehicles strip,
  - disassembling the arch featured in front of the glazed bow-window,
  - cladding the upper part of the showroom with the mesh,
  - positioning the new signature on the façade,
  - cladding the upper part of the bow window by hanging the cladding from the parapet and affixing it with an attachment to the glazing frame.



①



②

#### Note.

The overhead panel may not be hung directly on the glazing frames without a specific technical study being carried out for each site which would define the arrangements for doing so whilst keeping the initial ten-year guarantee. This study must be carried out by the Architect for the dealership working together with the signwriter.

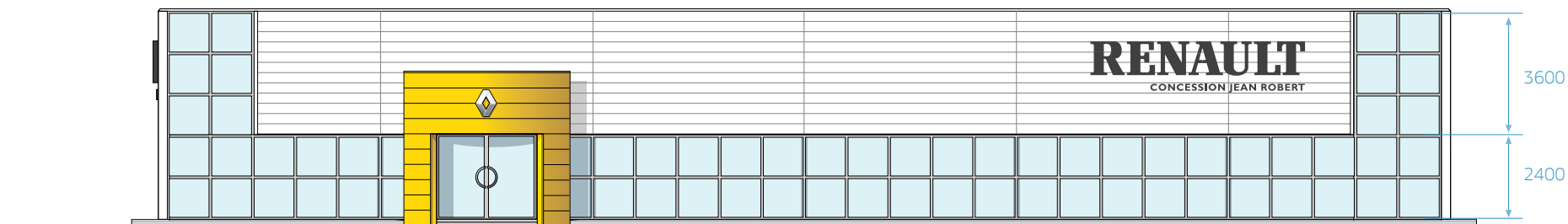
This solution is allowed by means of derogation granted by the Region, the recommendation being to render the façade compliant with Renault Store standards.

special cases

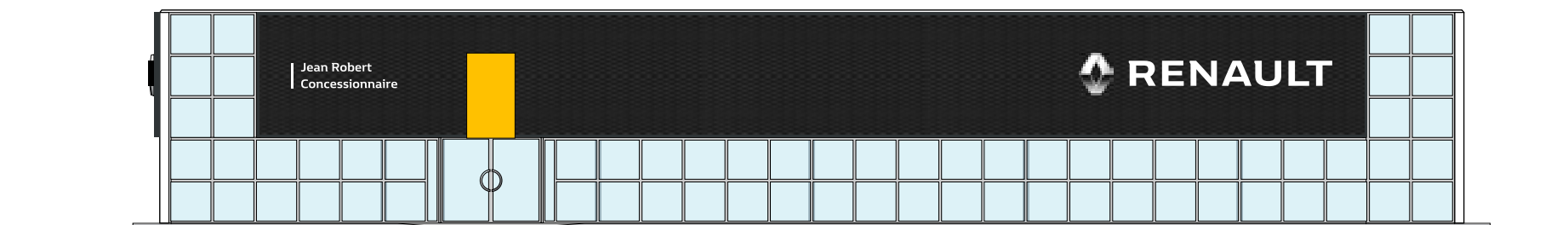
## high façades with low display windows - 1

### When the façade has specific proportions

- ① The façade of a usual height has an abnormally low display window.
- ② Action to be taken to render the image compliant would consist of:
  - disassembling the arch,
  - cladding the whole of the upper part of the showroom with the woven-metal mesh,
  - positioning a signature of a size adapted to the specifics of the façade,
  - installing the overhead panel above the entrance (requires a non-standard permutation of the Site Name and Renault signature).



①



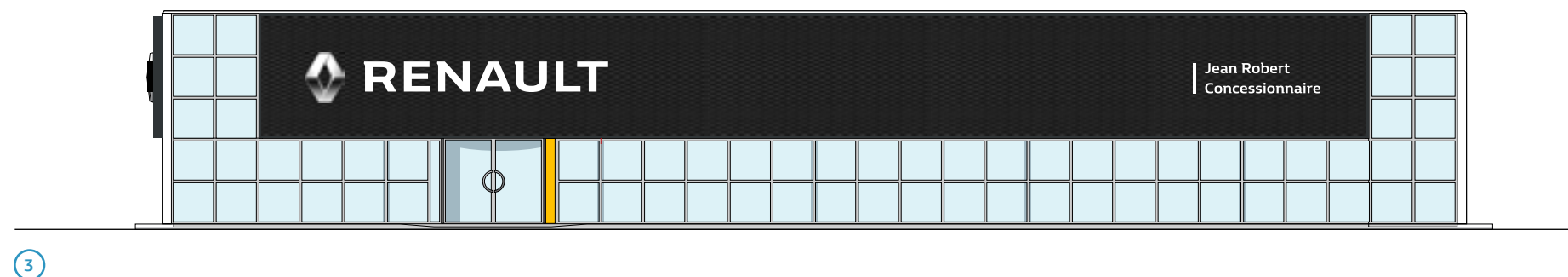
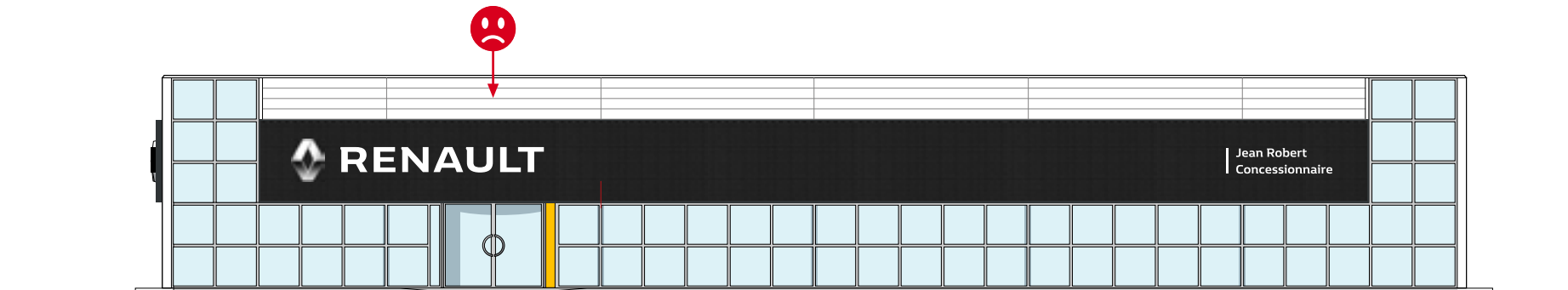
②

special cases

## high façades with low display windows - 2

### Applications to be avoided

- ① Failing to cover the whole of the façade with the woven-metal mesh.
- ② Using a size of signature of an excessive height which does not take account of the specific proportions of the façade.
- ③ Correct application: cover the façade with the woven-metal mesh and adapt the size of the markings.



special cases

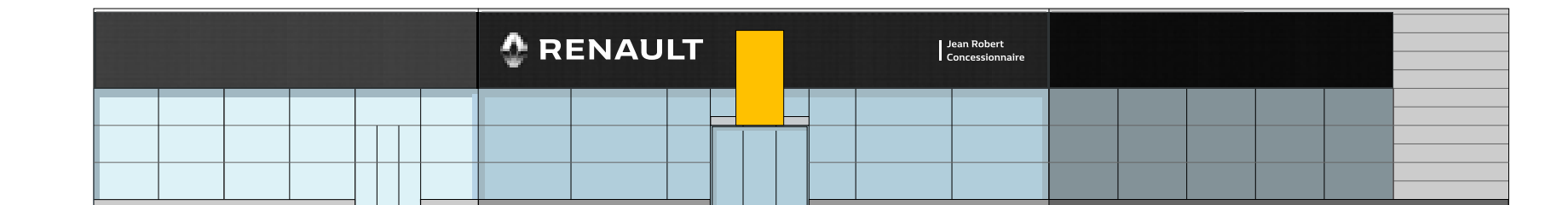
## façades with contoured sections - 1

### When the façade poses a problem for the visibility of the Renault signature

- ① The previous generation of signage arch led to the signature being installed on the lefthand section of the façade.
- ② The whole of the façade of the showroom is clad with the woven-metal mesh. The façade markings are installed on the main façade which incorporates the entrance door.



①



②

special cases

## façades with contoured sections - 2

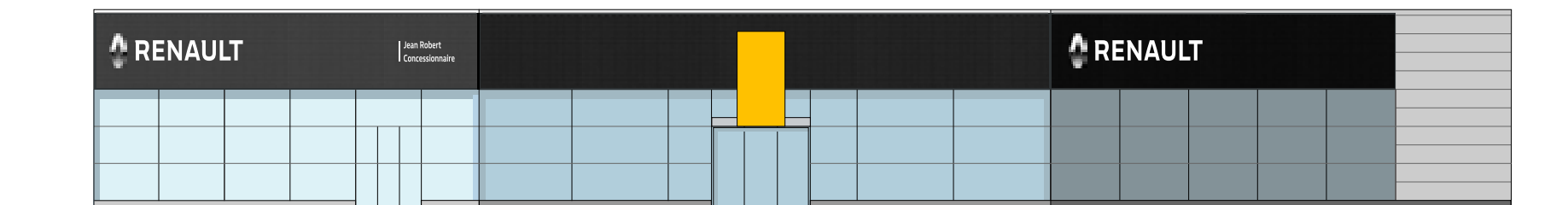
### When the façade poses a problem for the visibility of the Renault signature

- ① If the contoured section on the left is the one which offers the best visibility, it is then preferable to position the façade markings there.

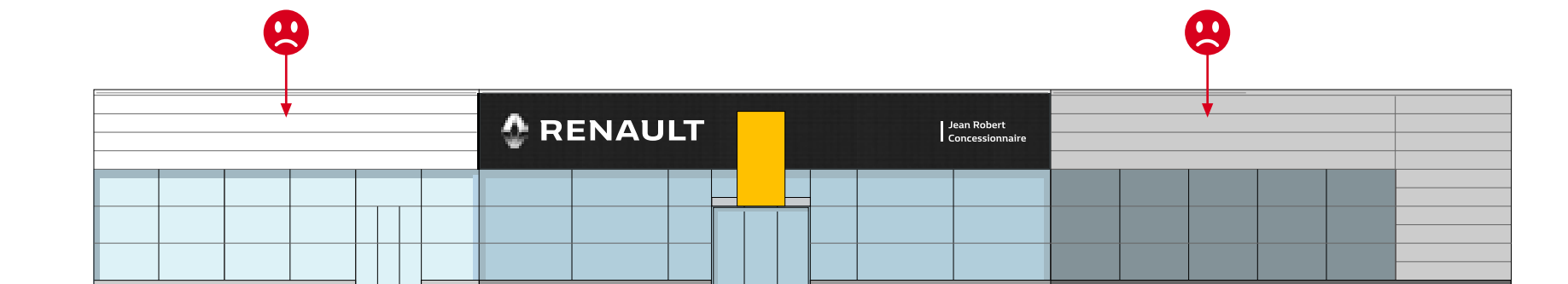
The contoured section on the right may also be considered to be a secondary façade, if it offers good visibility.

- ② Application to be avoided:

Applying the woven-metal mesh on only one of the contoured sections of the showroom façade.



①



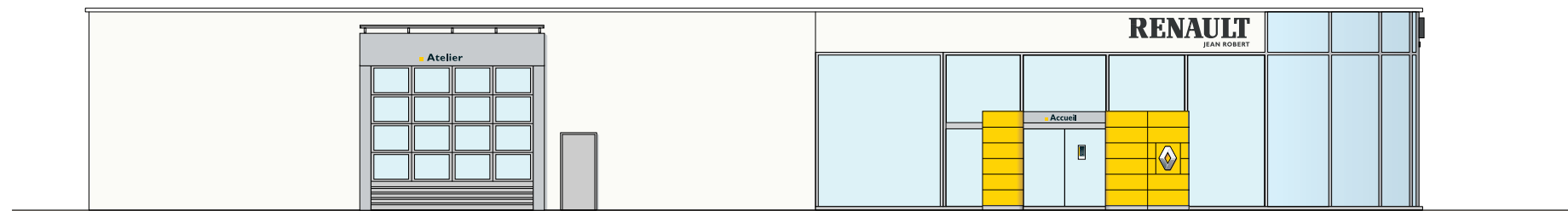
②

special cases

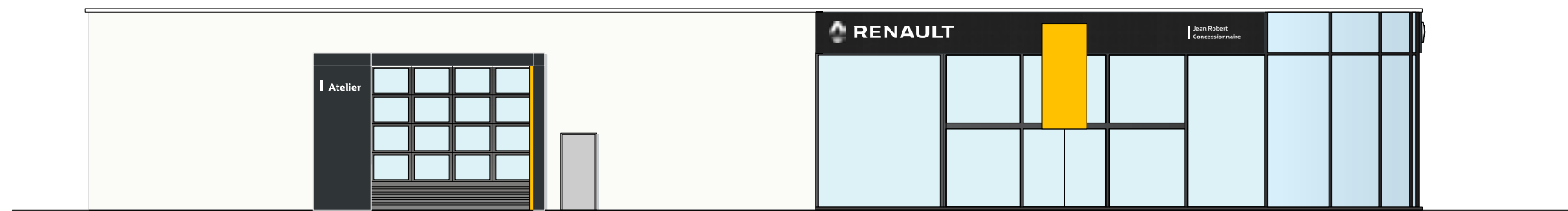
## rounded façades

### The woven-metal mesh cannot be curved without risk of deformation

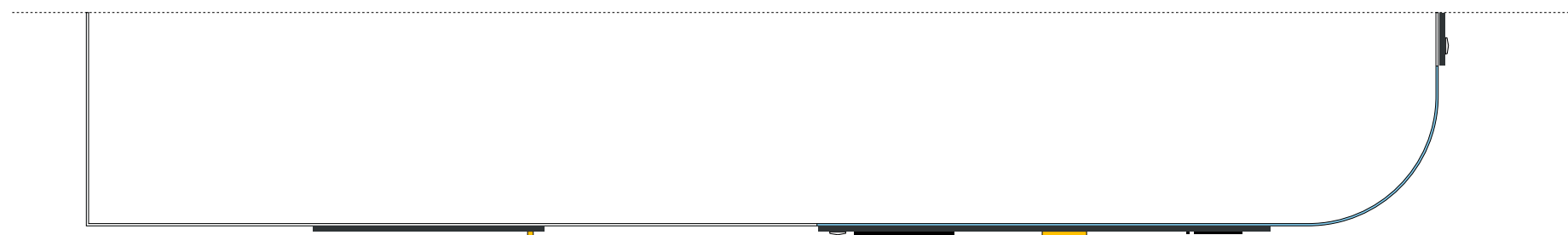
- ① The façade of the showroom has a glazed section in a rounded curve.
- ② The woven-metal mesh cannot then cover the whole of the upper part of the showroom: it must be applied to the flat sections only.



①



②



Plan view

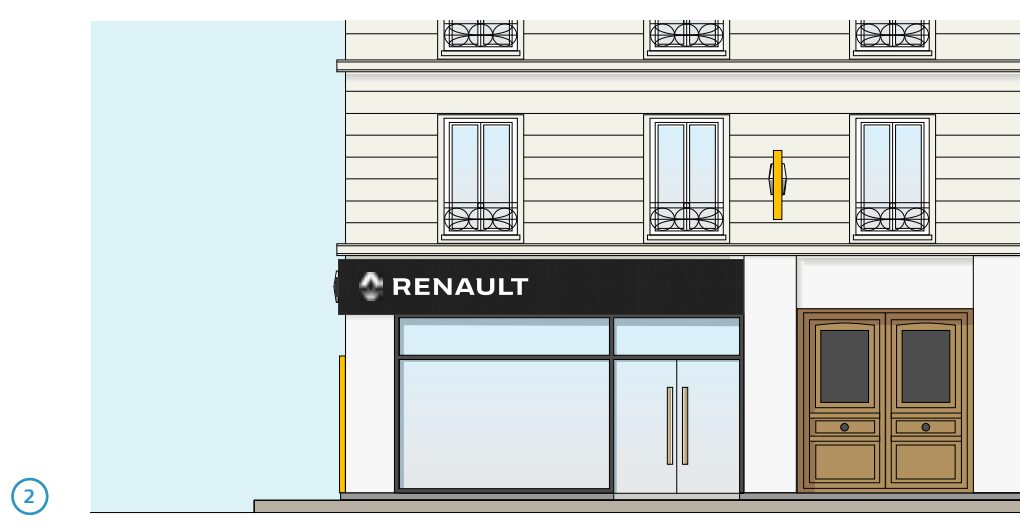
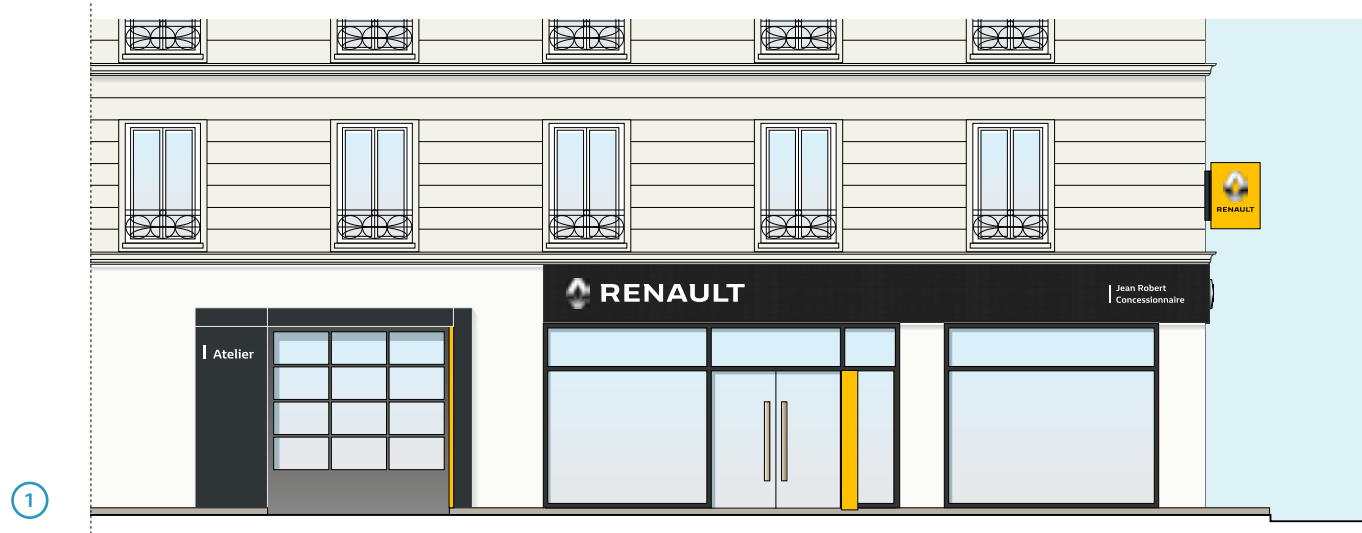
special cases

## façades with a corner of a building

### The cladding of the façade continues to the corner of the building

The woven-metal mesh claddings of the main façade and of the secondary façade connect at the corner to offer an impression of continuity between the two façades of the showroom.

- ① The main façade
- ② The secondary façade



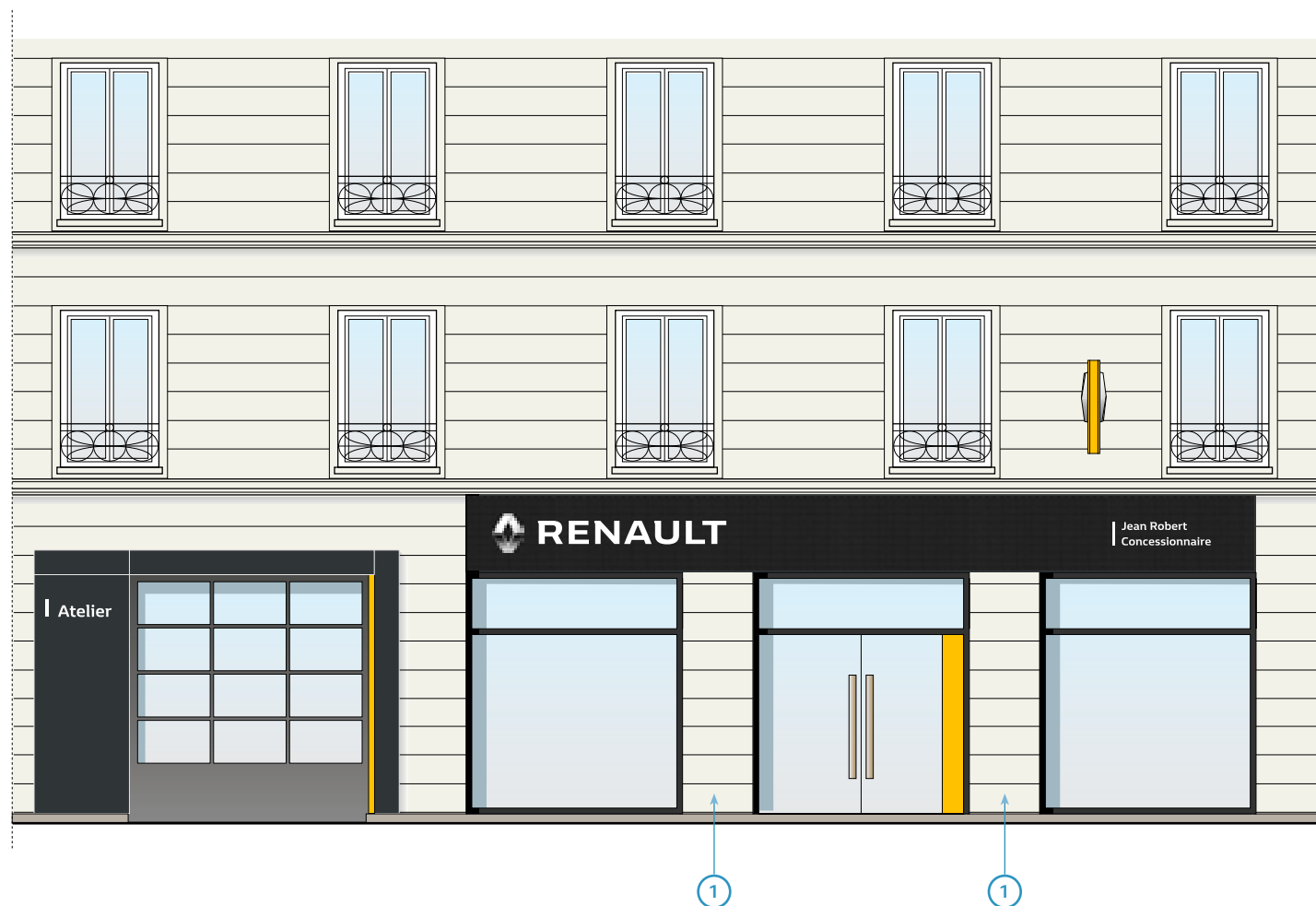


special cases

## façades with interrupted display windows

### The continuity of the cladding unifies the interrupted display windows

- 1 The woven-metal mesh cladding extends across the whole length of the showroom even if this means passing over solid sections of the façade (pillars).

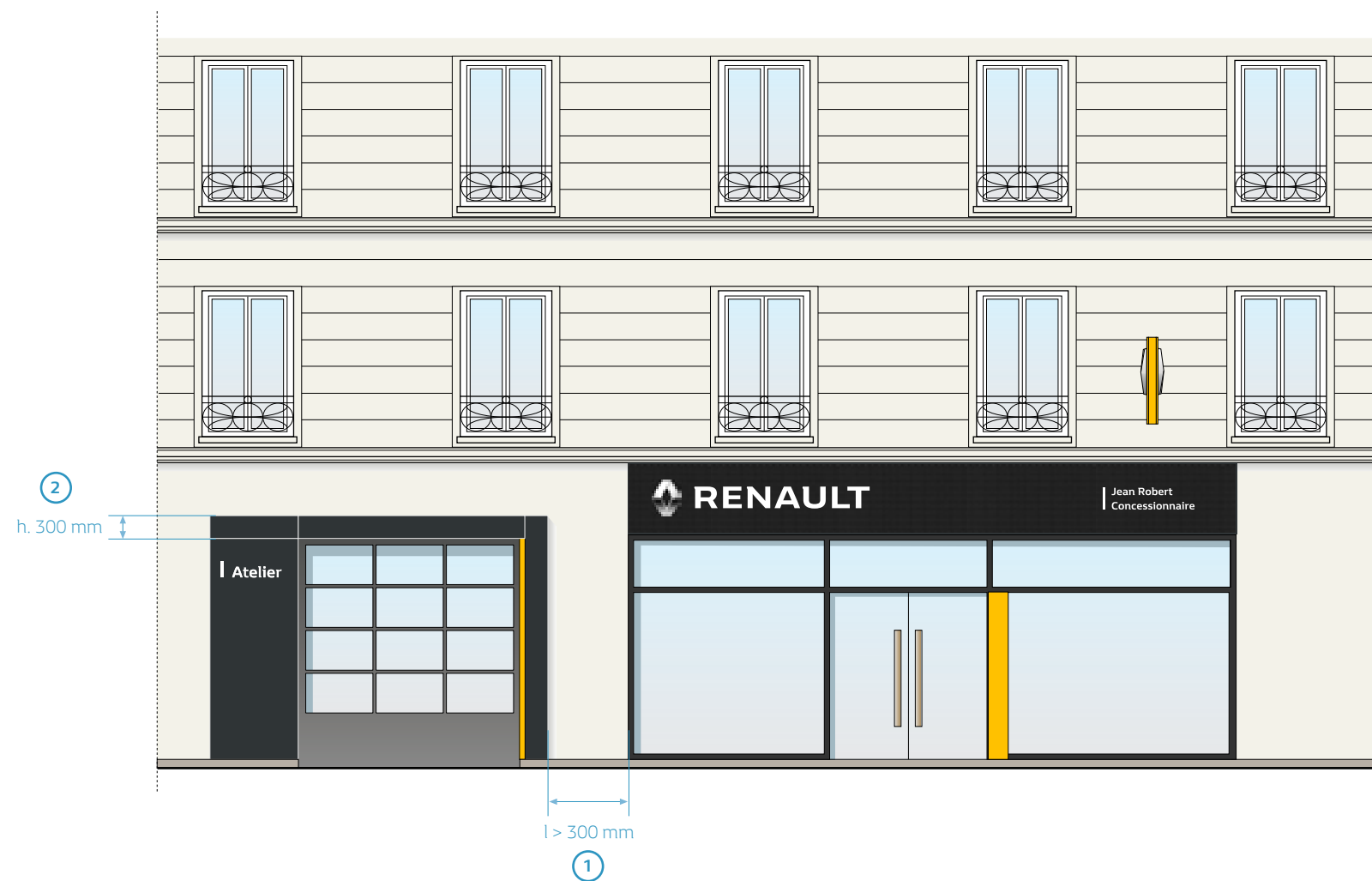


special cases

## workshop adjacent to the showroom - 1

**When the bay is at a distance of more than 300 mm from the edge of the display window**

- ① If the distance between the workshop bay cladding pillar and the edge of the display window is greater than 300 mm...
- ② ... then the cladding of the workshop bay is as standard with an upper panel of 300 mm high

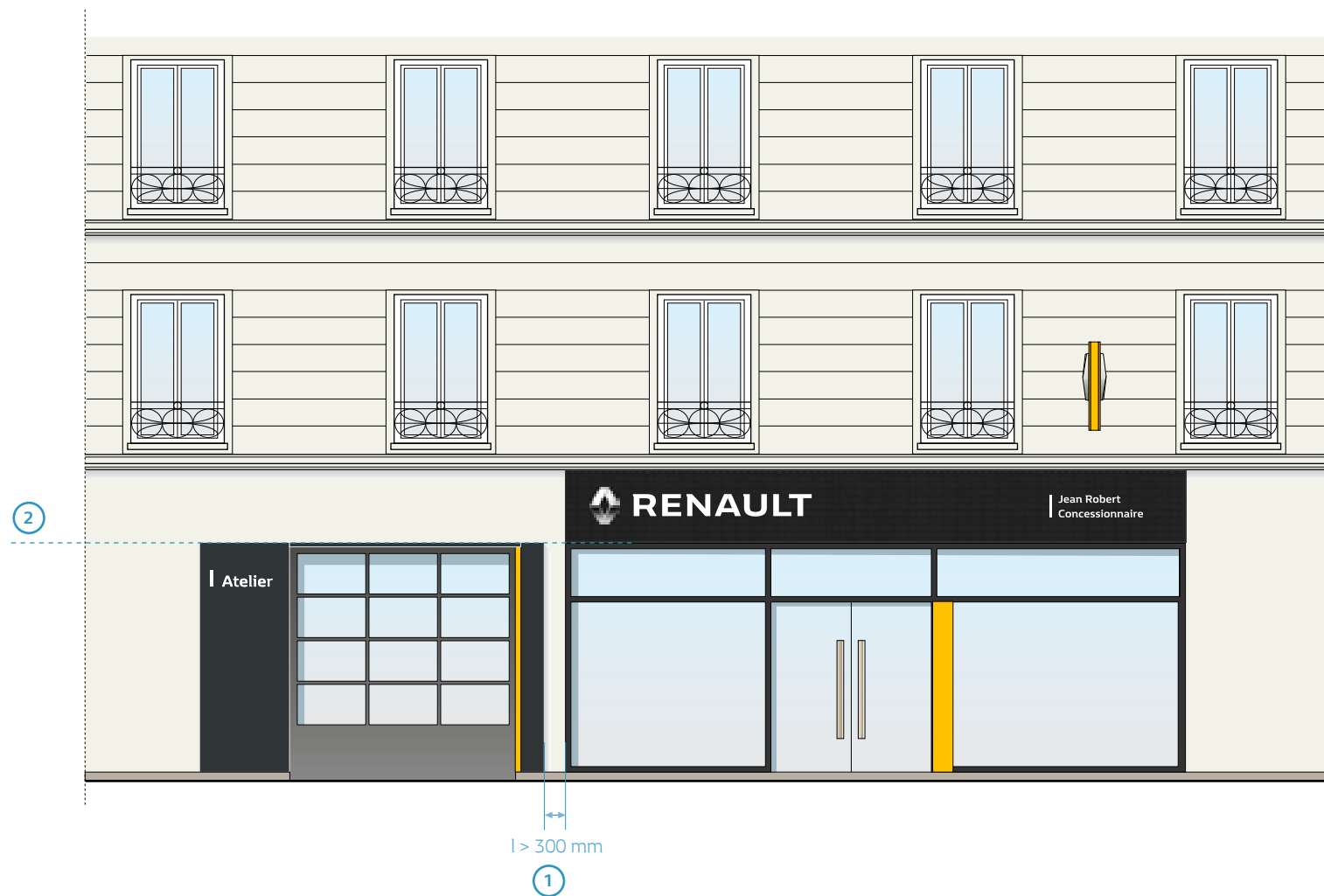


special cases

## workshop adjacent to the showroom - 2

**When the bay is at a distance of less than 300 mm from the edge of the display window**

- ① If the distance between the workshop bay cladding pillar and the edge of the display window is less than 300 mm...
- ② ... then the height of the upper panel of the workshop bay cladding is reduced to 50 mm high in order to be aligned, insofar as possible, with the top of the glazing frame of the display window.



special cases

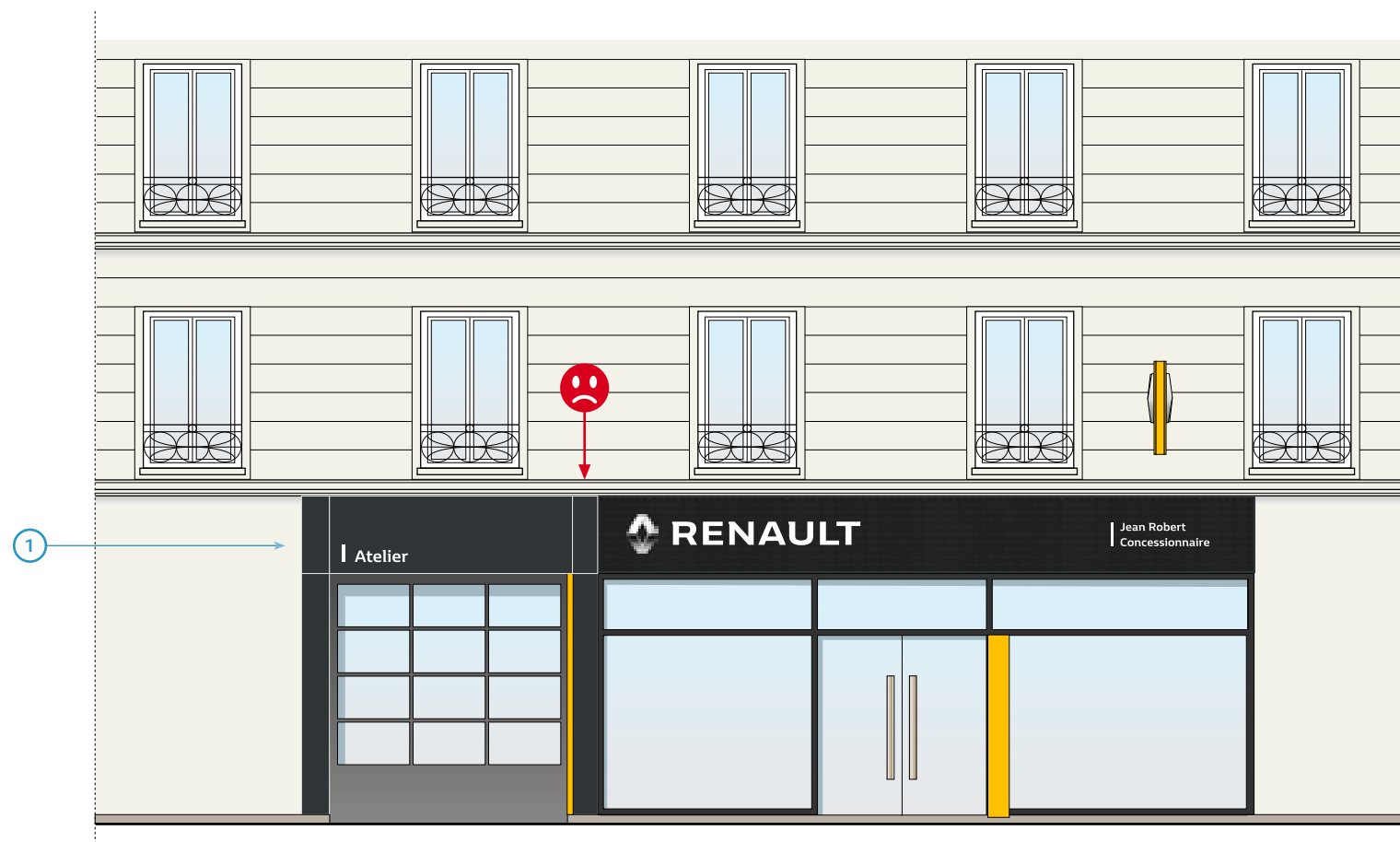
## workshop adjacent to the showroom - 3

### The woven-metal mesh may not be joined together with the cladding of a workshop bay

- 1 The woven-metal mesh may not be joined together with the cladding of a workshop bay.

The woven-metal mesh cladding is installed above the showroom only.

In such a situation, the bay markings should be moved onto a side panel and the upper panels of the workshop bay cladding should be removed to bring it into line with the top of the glazing frame of the display window (cf. page 6.42).



special cases

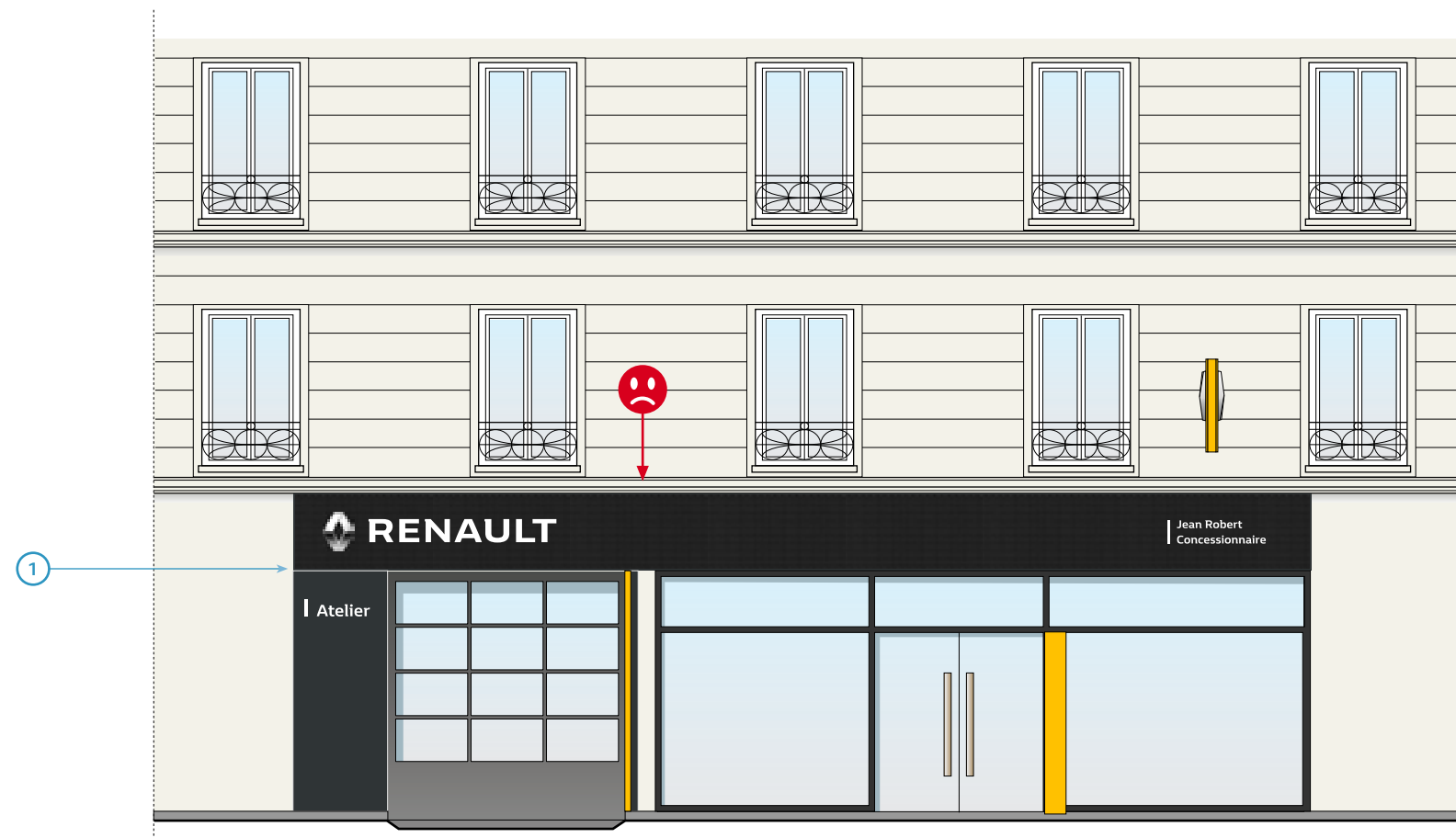
## workshop adjacent to the showroom - 4

### The woven-metal mesh may not extend across a workshop bay entrance

- ① The woven-metal mesh may not extend across a workshop bay entrance.

The woven-metal mesh cladding is installed above the showroom only.

In such a situation, the woven-metal mesh shall stop at the far lefthand end of the showroom display window (cf. page 6.42).



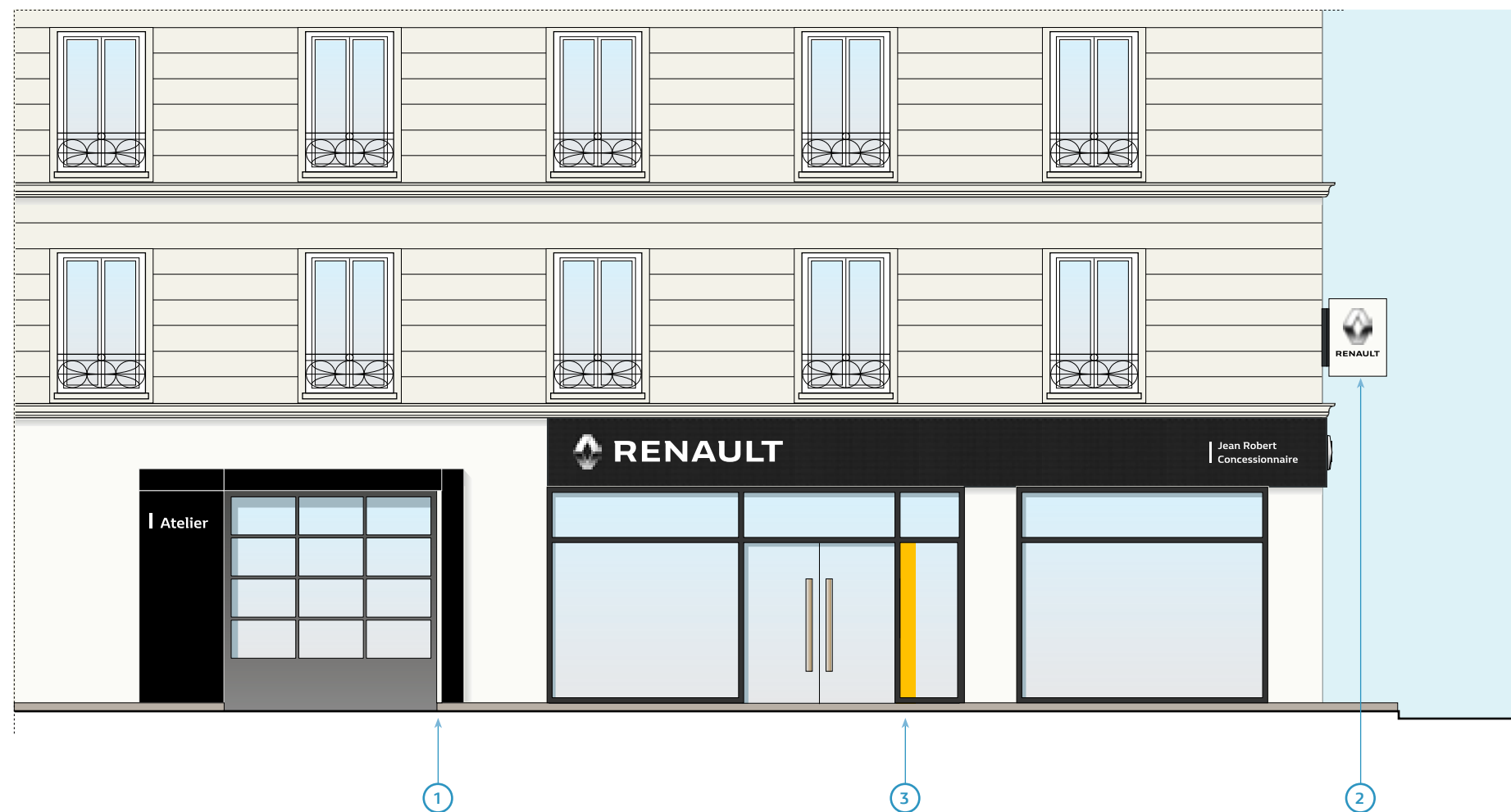
special cases

## protected sites v1

### In this version, the colour yellow is eliminated from objects located outside

In the case of a site located in a protected area, this version v1 must be suggested by way of priority to the administrative authorities with the capacity to grant the sign installation permit.

- ① The vertical strip of the bay cladding is painted RAL 9010 white.
- ② The surfaces and edge of the flag insignia are painted RAL 9010 white.
- ③ The sheet metal vertical entrance marker is replaced by a yellow adhesive strip applied to the inside of the display window.



special cases

## protected sites v2

### In case of strict requirements imposed by the administrative authorities

- ① The cladding of the workshop bay is painted RAL 9010 white while the door is medium grey (RAL 7040 base).
- ② The woven-metal mesh is replaced by a flat strip in RAL 9010 white with the 3D diamond and box letters with a light-diffusing Grey & White PMMA surface.
- ③ The sheet metal vertical entrance marker is replaced by a yellow adhesive strip applied to the inside of the display window.
- ④ The glazing frame of the display window is medium grey (RAL 7040 base).
- ⑤ The surfaces and edge of the flag insignia are painted RAL 9010 white.

