

Renault Pro+

media catalog

edition v2c - april 2022

1

nouvel'R
why and how

1.1 a new visual identity system



1.2 new signatures

renault sites identification



used vehicles

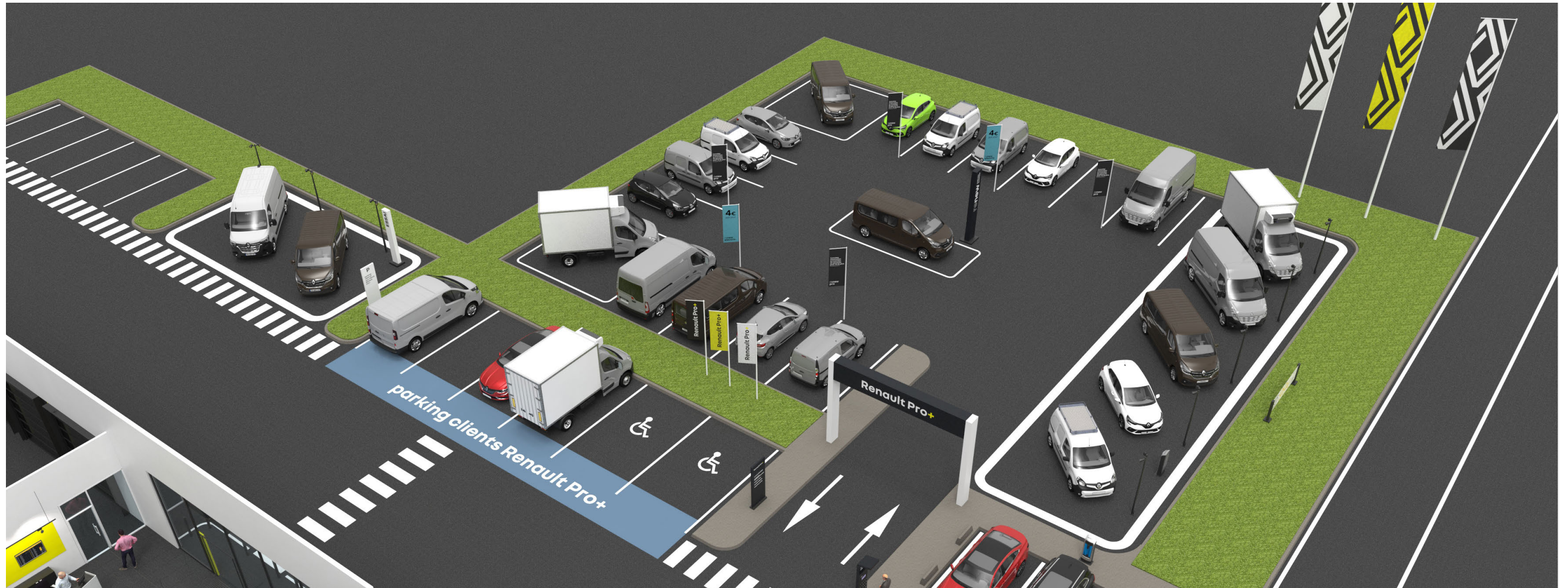
vehicles for professionals



1.3 Renault Pro+ independant site



1.4 Renault Pro+ exterior display zone



1.5 Renault Pro+ showroom in a Renault site



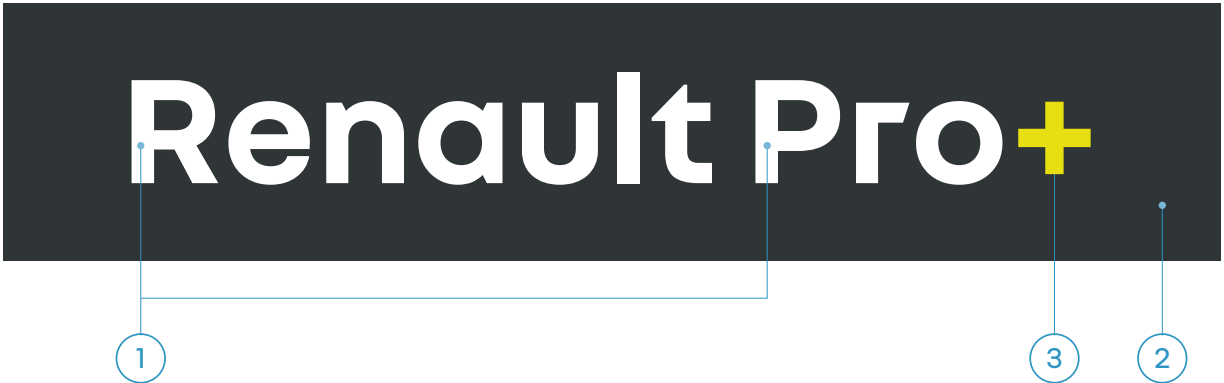
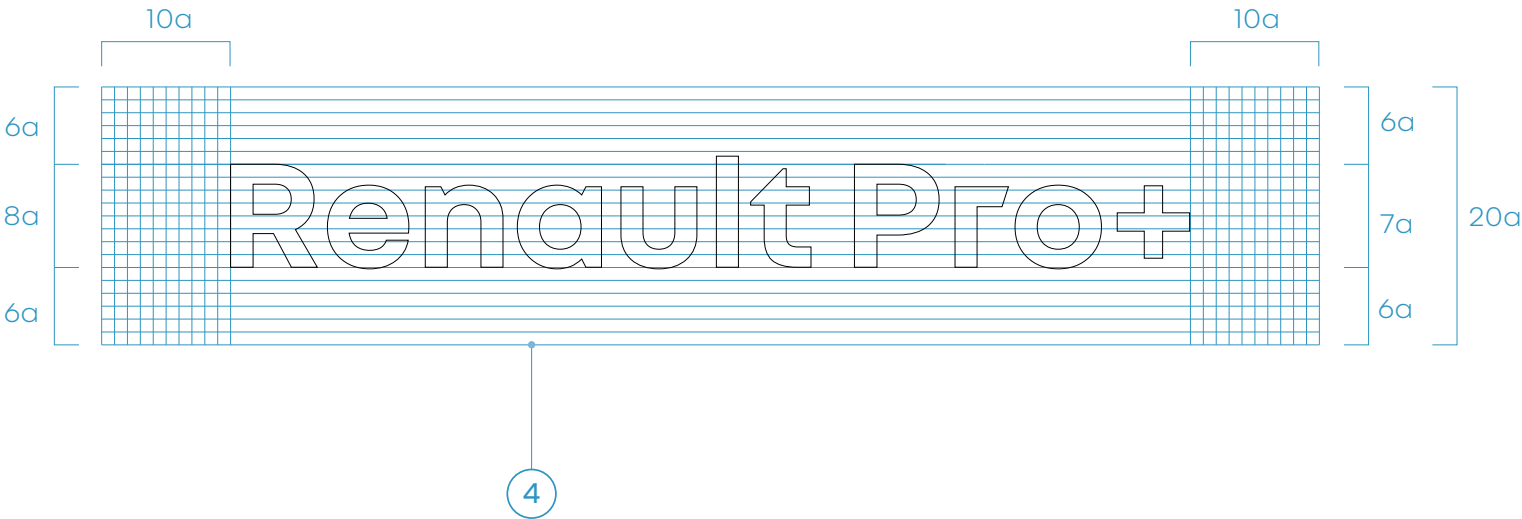
1.6 Renault Pro+ showroom of an independant site



2

signage signature

2.1 signature on 1 line



key

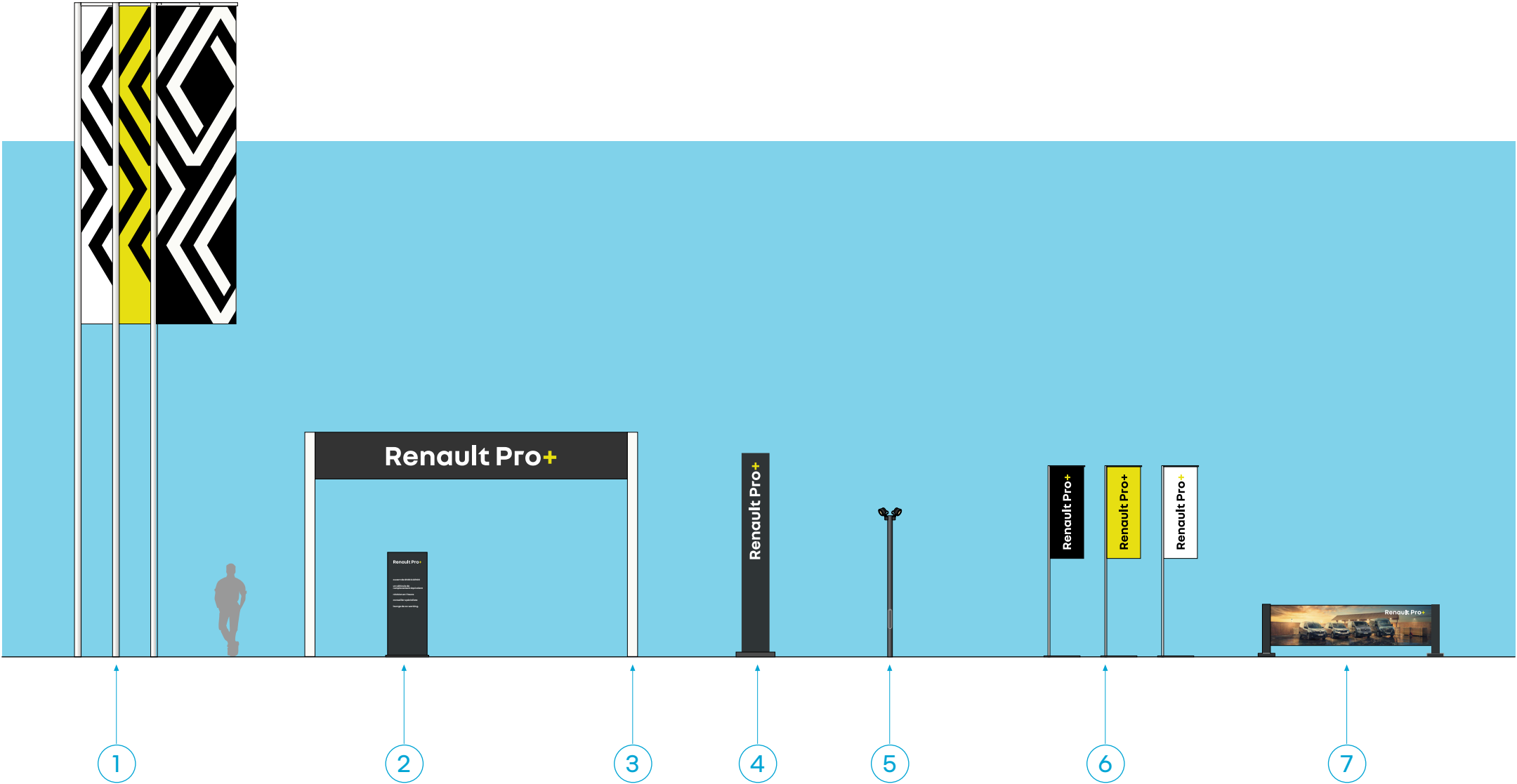
- 1 nouvel'R bold typeface in white,
- 2 RAL 7021 dark grey with satin finish,
- 3 "+" in yellow, nouvel'R bold typeface,
- 4 neutrality zone

3

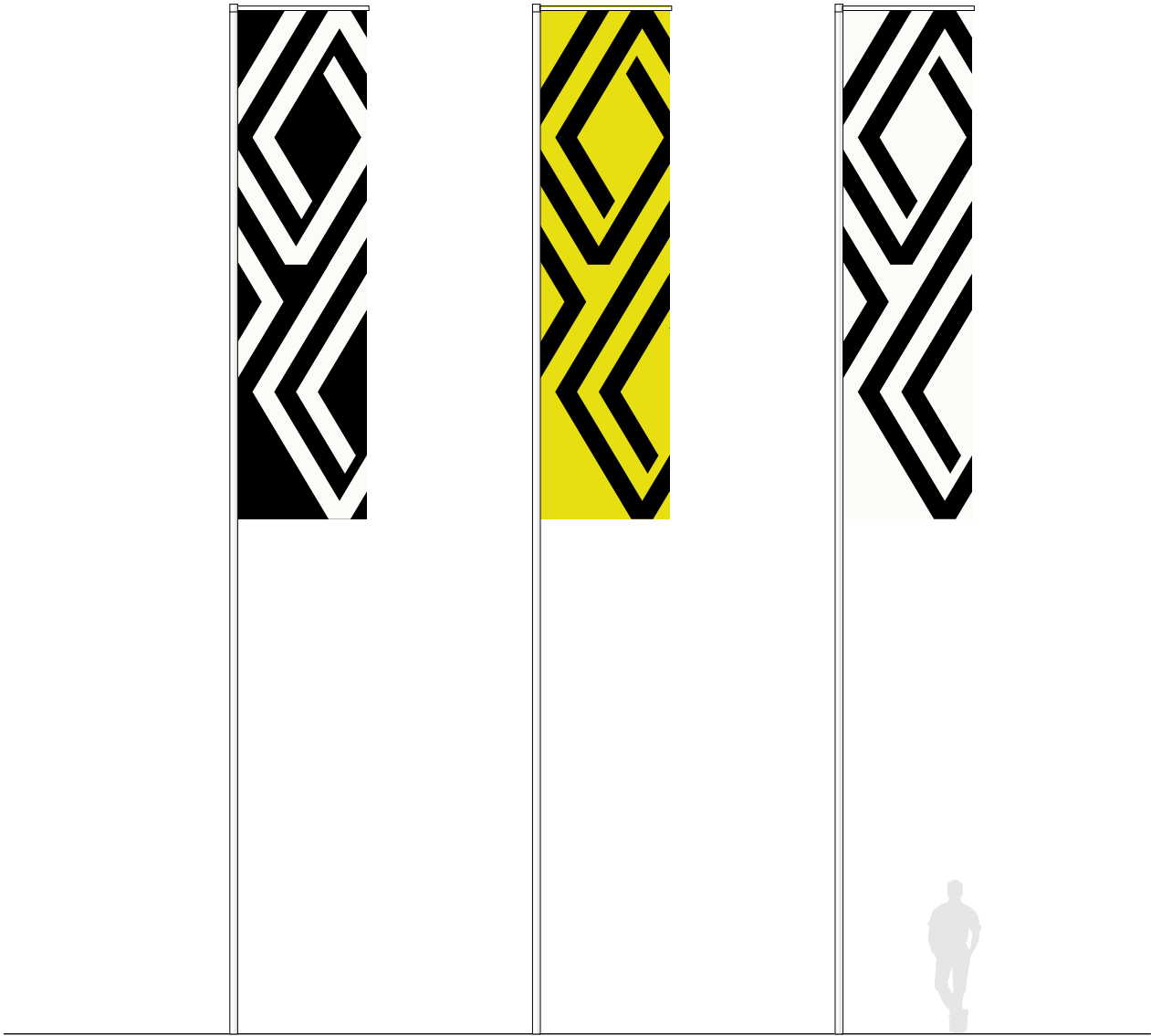
exterior display zones

3.1 items

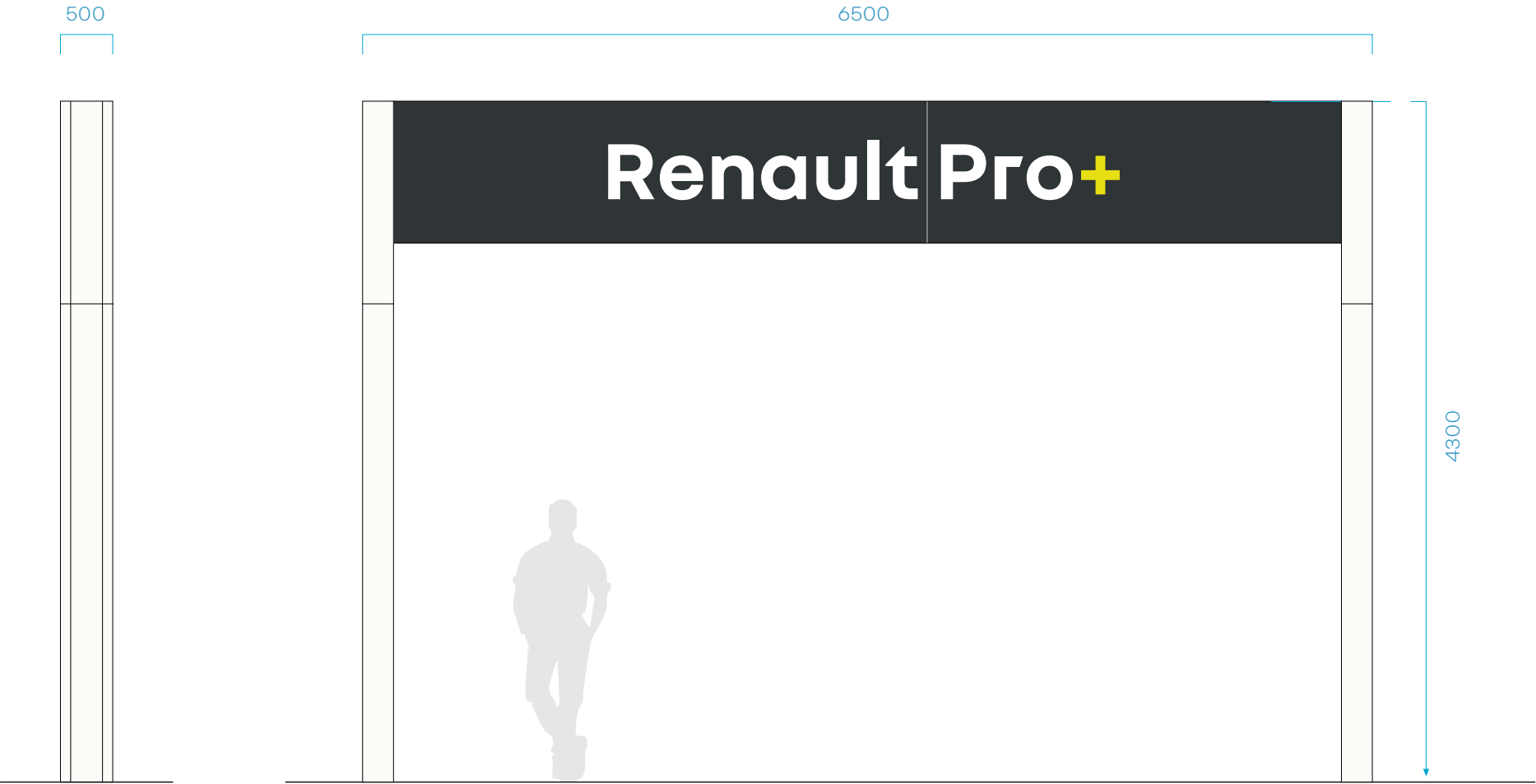
- key
- 1 flags
 - 2 commiment sign
 - 3 arch
 - 4 area mast
 - 5 lighting mast
 - 6 standards
 - 7 promotional banner



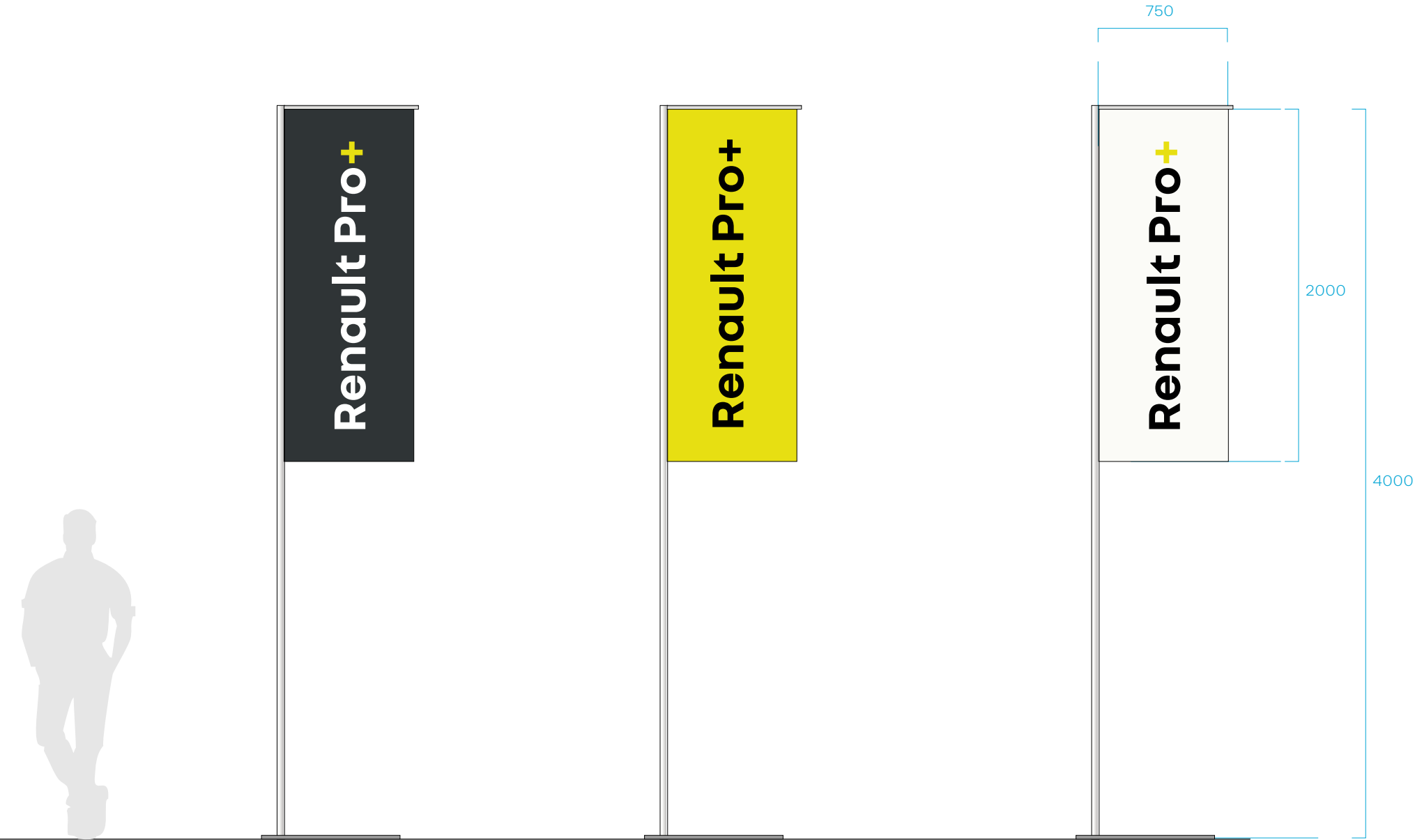
3.2 flags



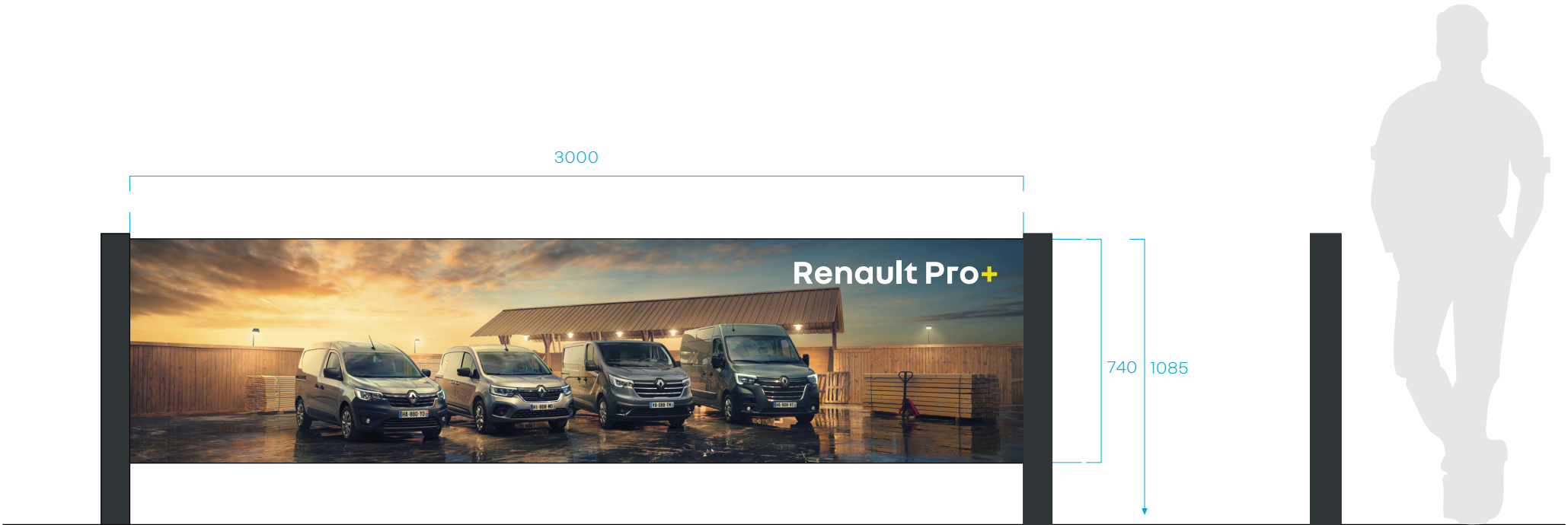
3.3 arch



3.4 standards



3.5 promotional banner



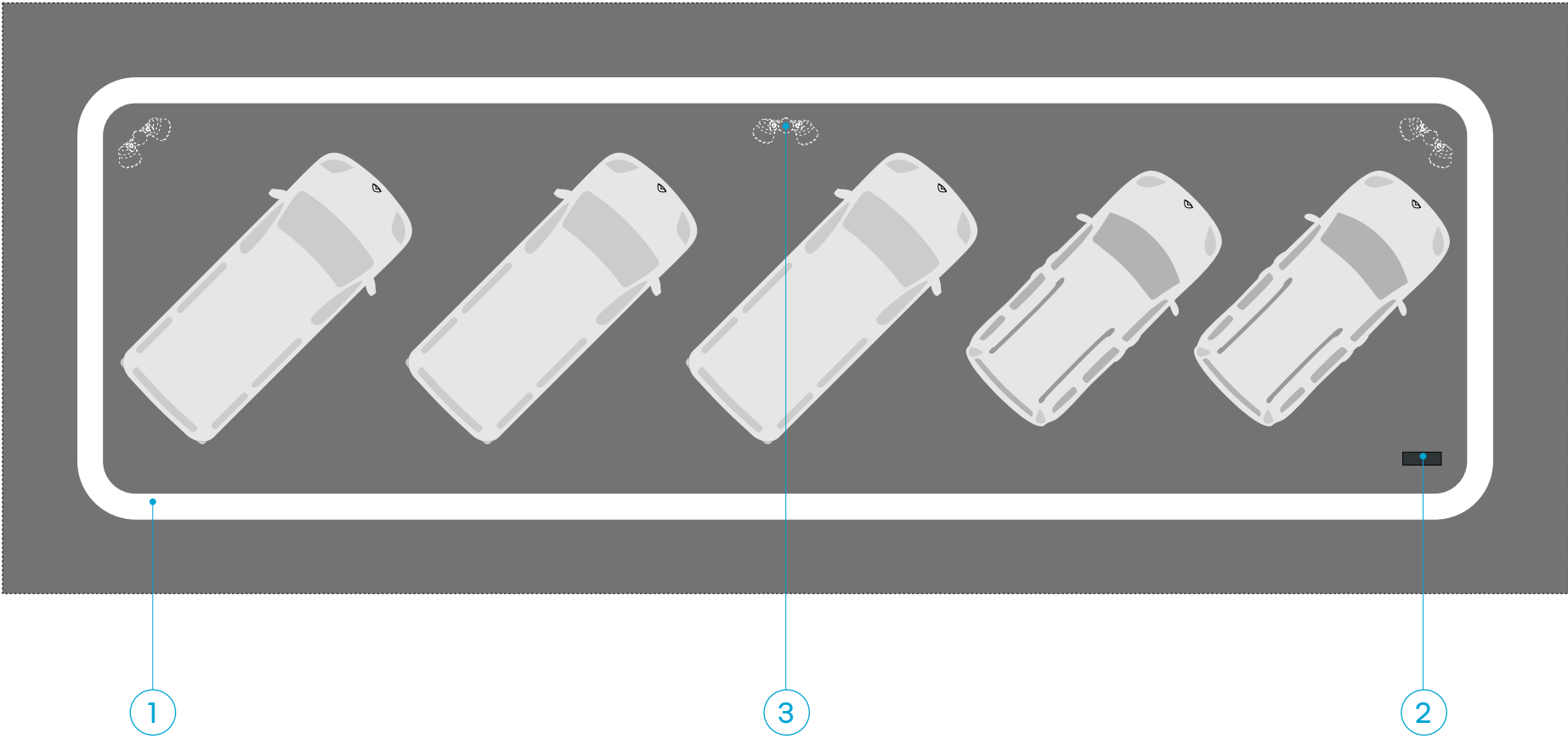
* visual to be defined

3.6 Renault Pro+ commitment sign (*)



* common item with renew universe.

3.7 exterior display area



key

- 1 ground markings
- 2 area mast
- 3 optional lighting

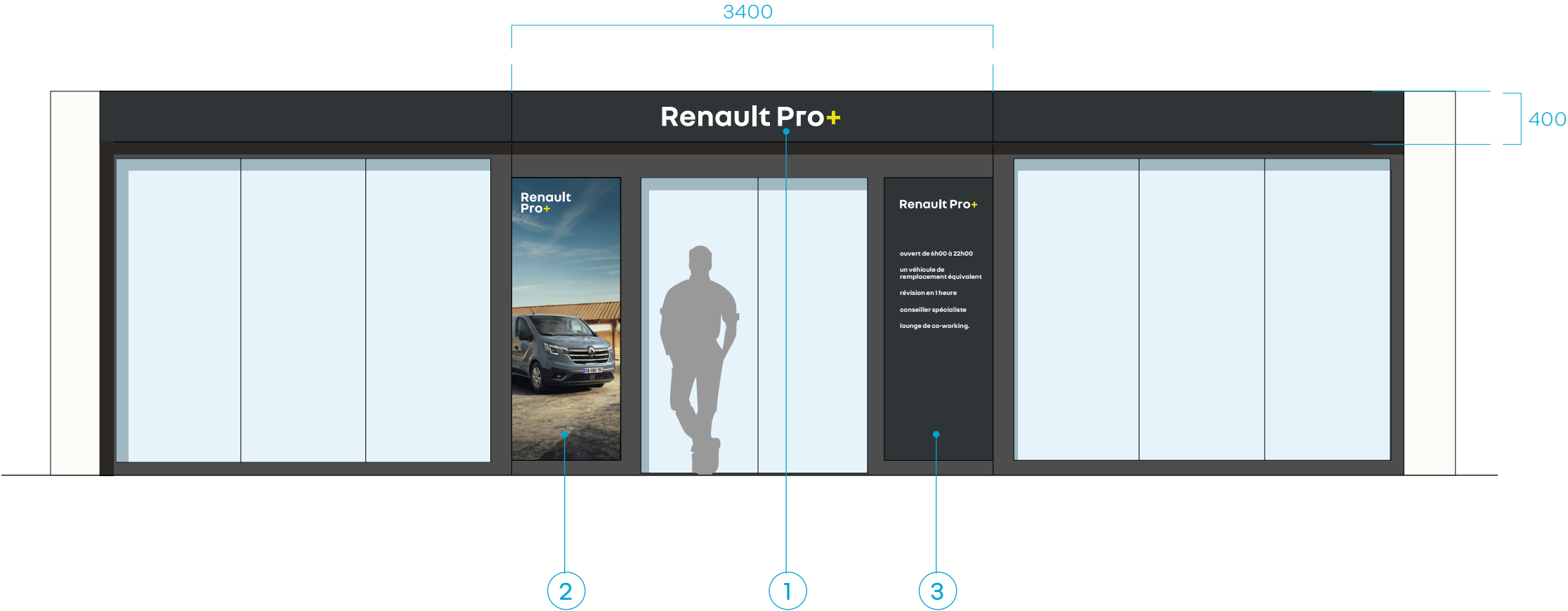
3.8 area mast



3.9 lighting mast (optional)



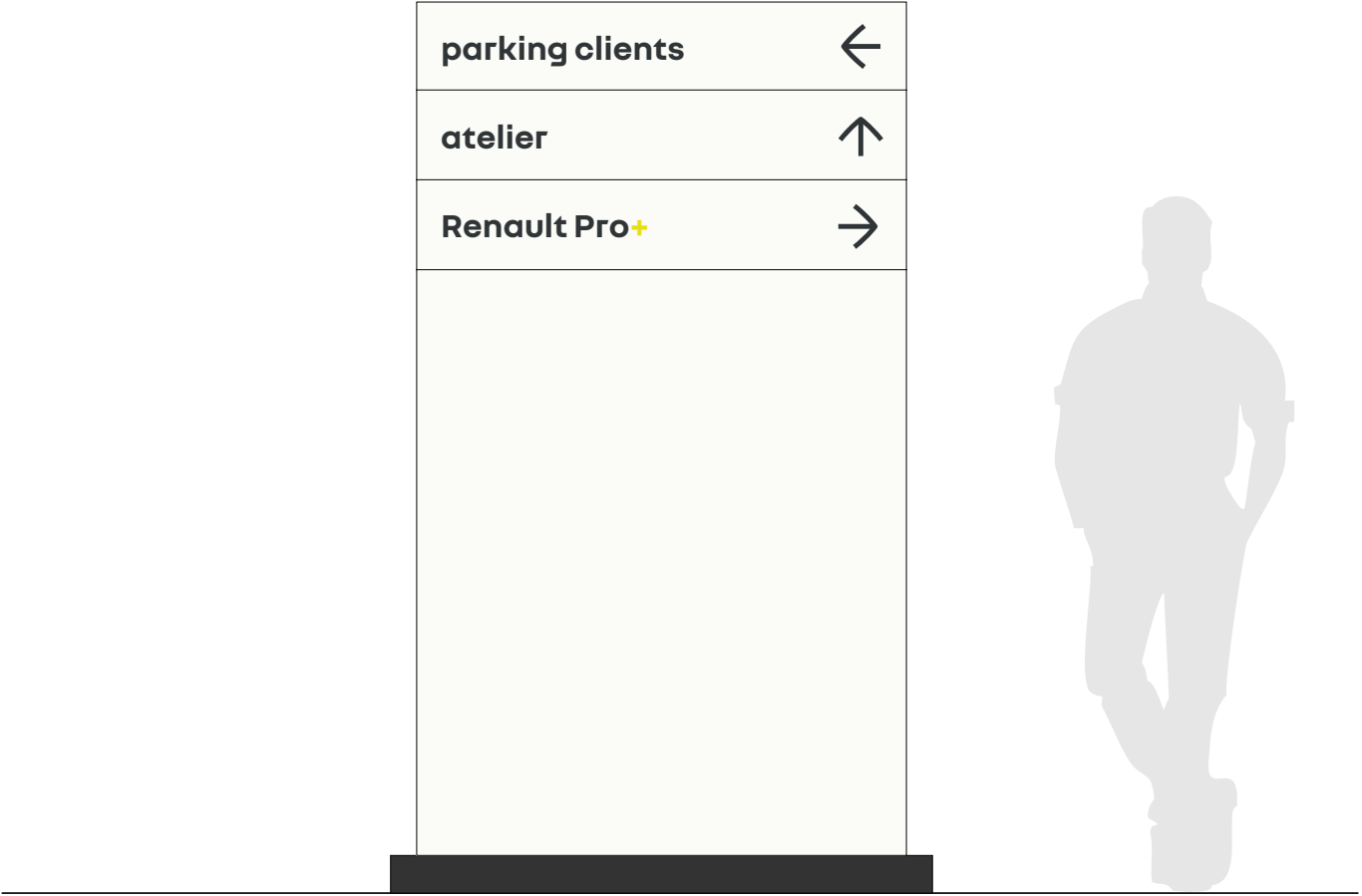
3.10 frontage of the sales area



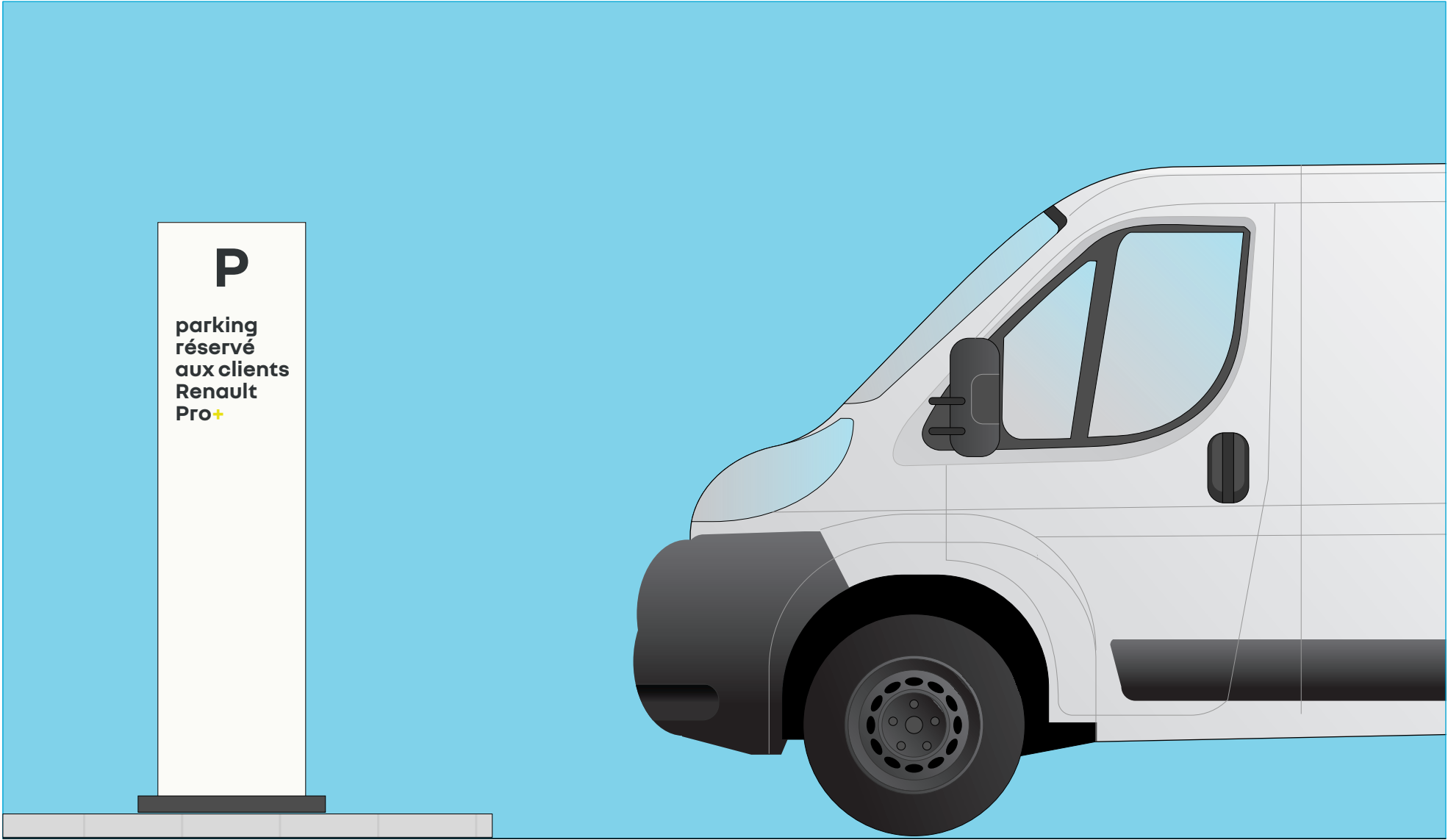
key

- 1 non-illuminated fascia
- 2 promotional sign (visual to be defined)
- 3 commitment sign (visual to be defined)

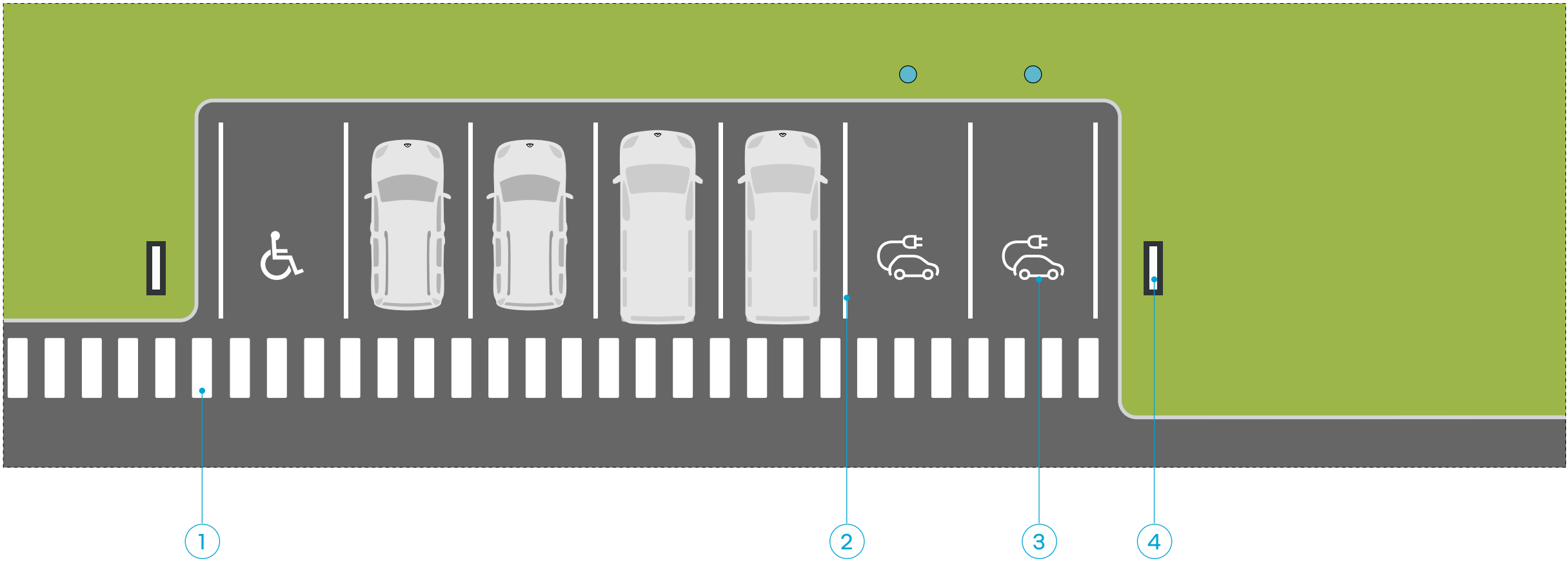
3.10 directional sign



3.11 car park sign



3.12 Renault Pro+ customer car park (basic recommendation)

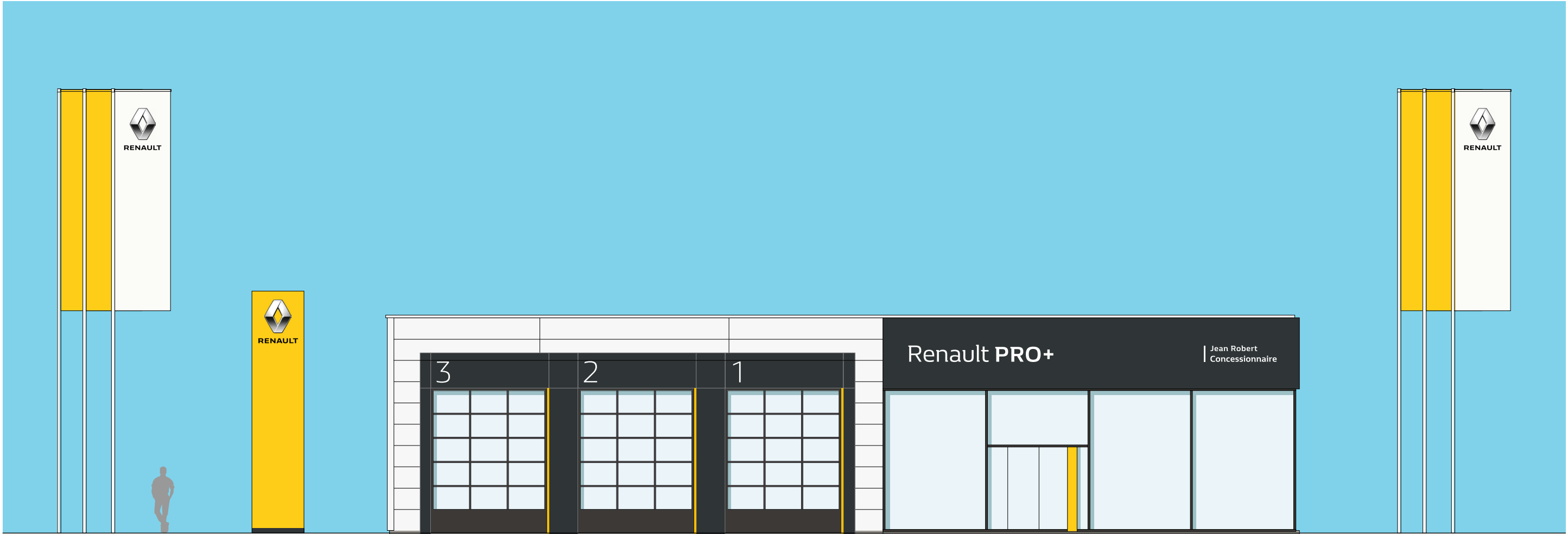


- key
- 1 pedestrian paths
 - 2 car park markings
 - 3 V.E pictogram
 - 4 car park sign (optional)

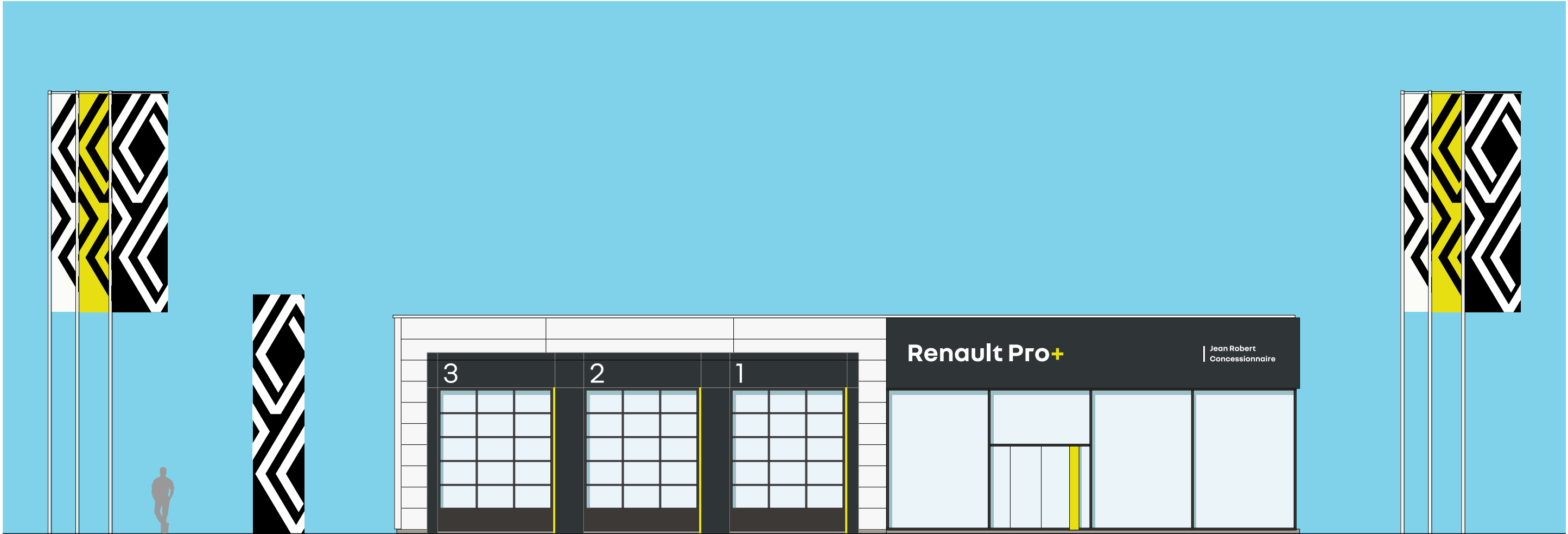
4

independant sites

4.1 current situation



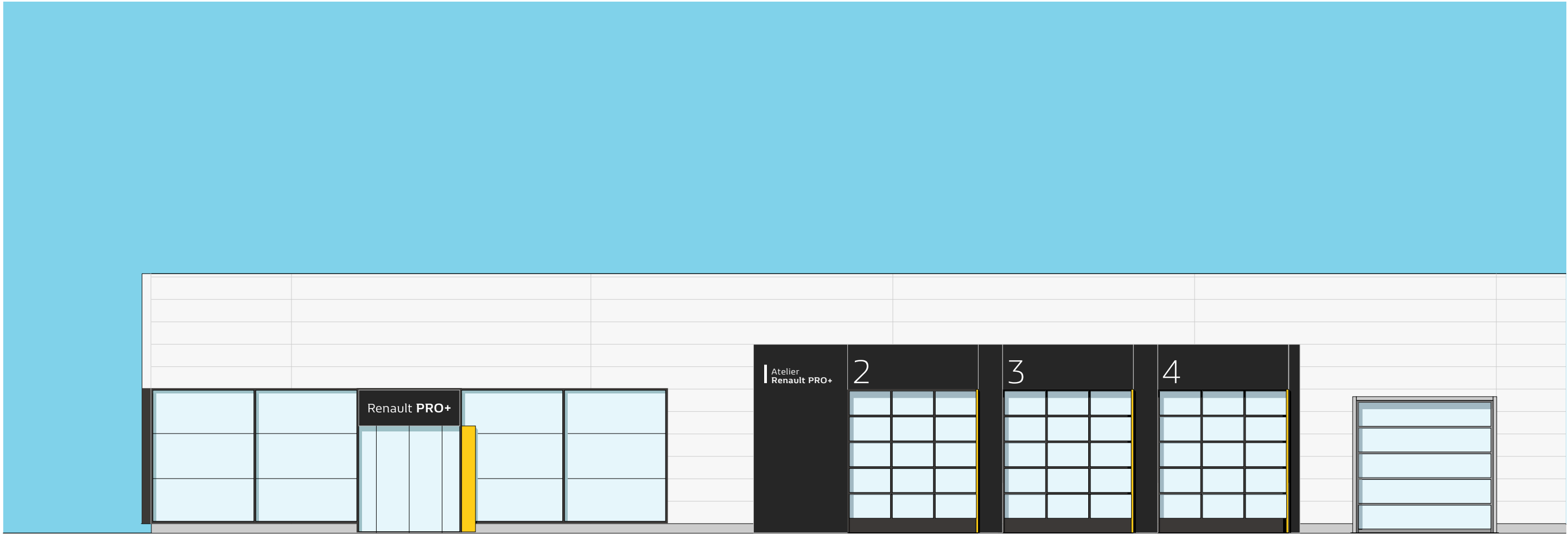
4.2 evolution



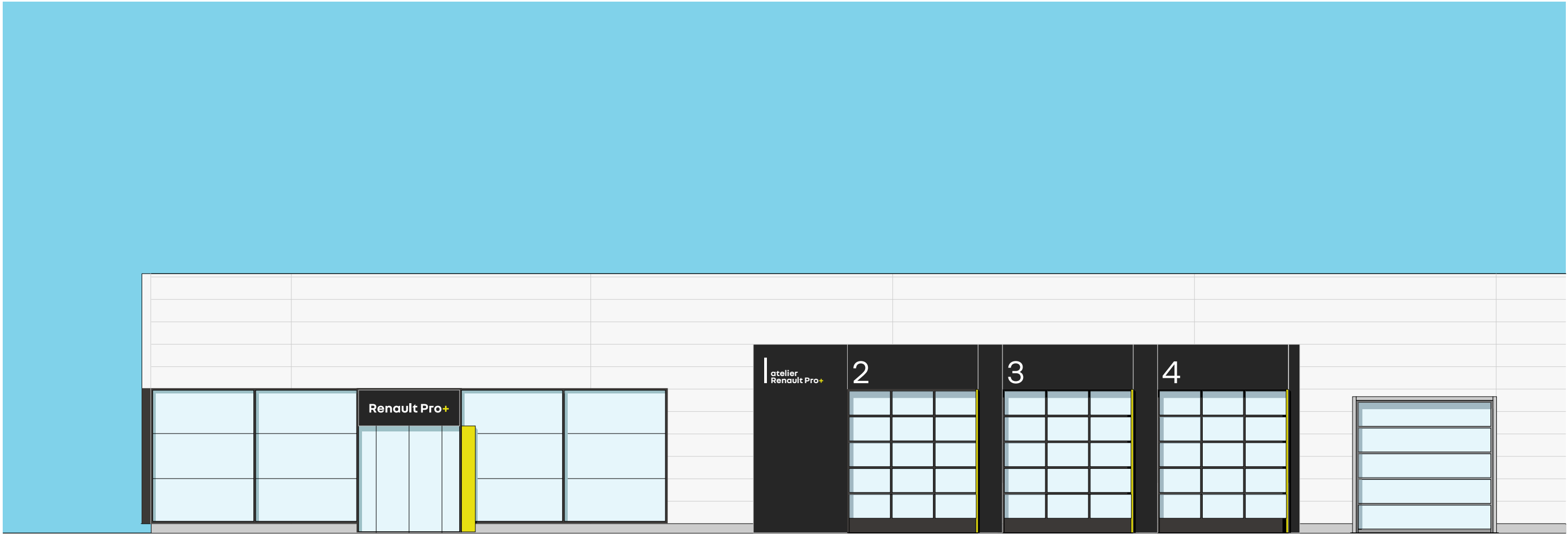
5

integrated sites

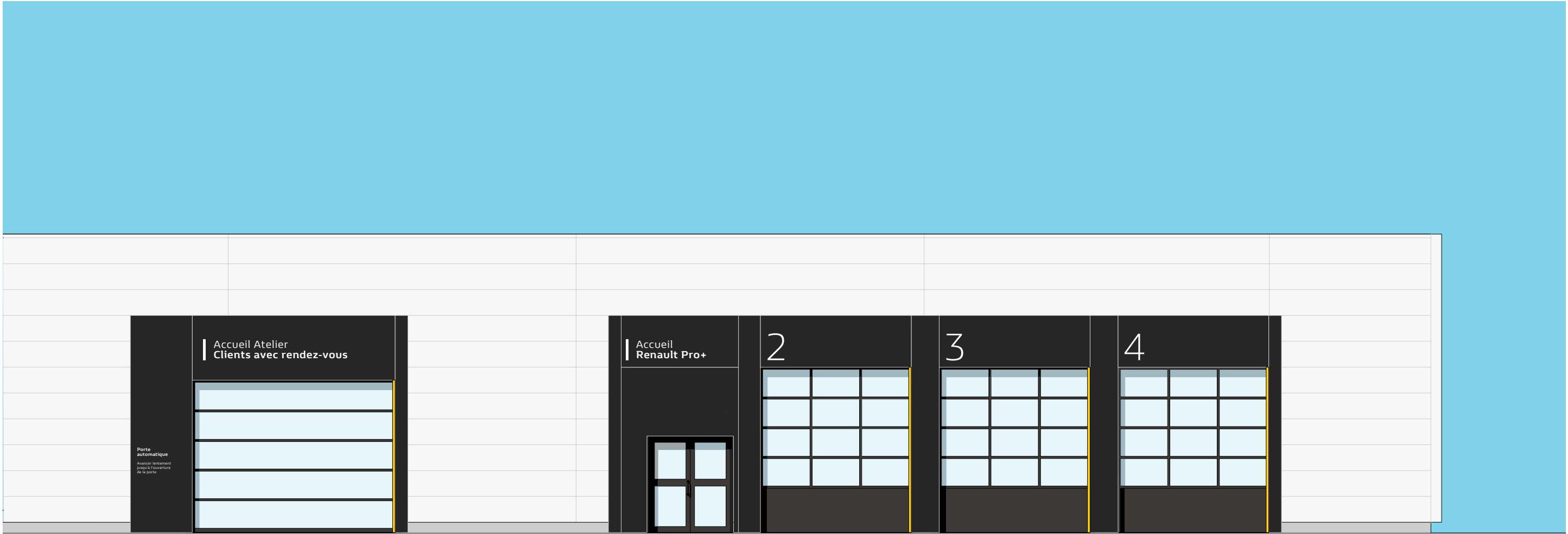
5.1 current situation



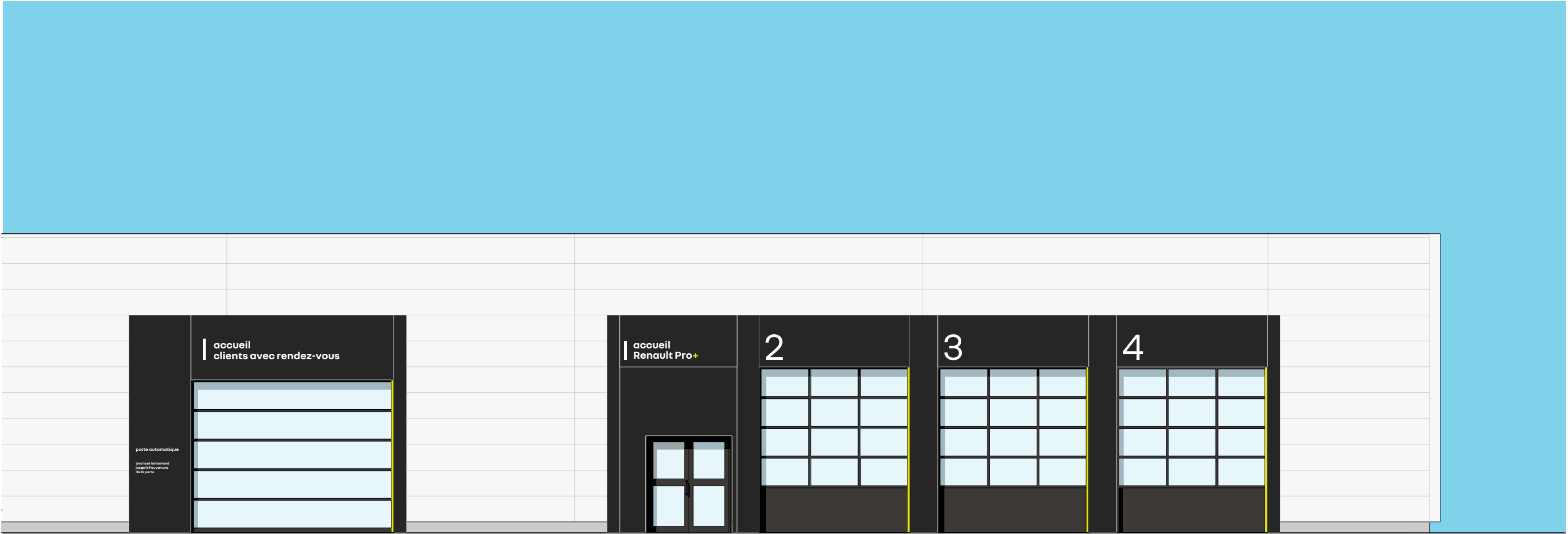
5.2 evolution



5.3 current after-sales facade



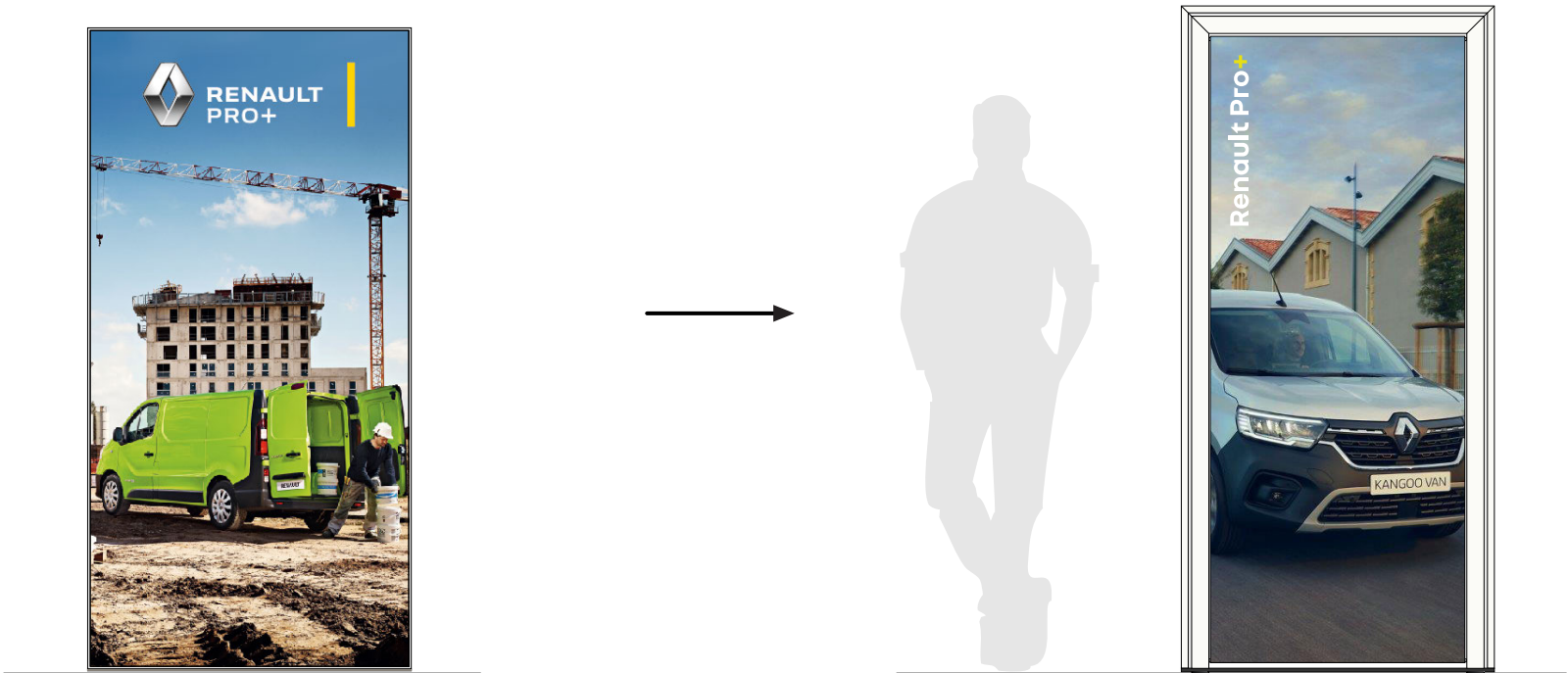
5.4 evolution of after-sales facade



6

showroom

6.1 update of Renault Pro+ totem

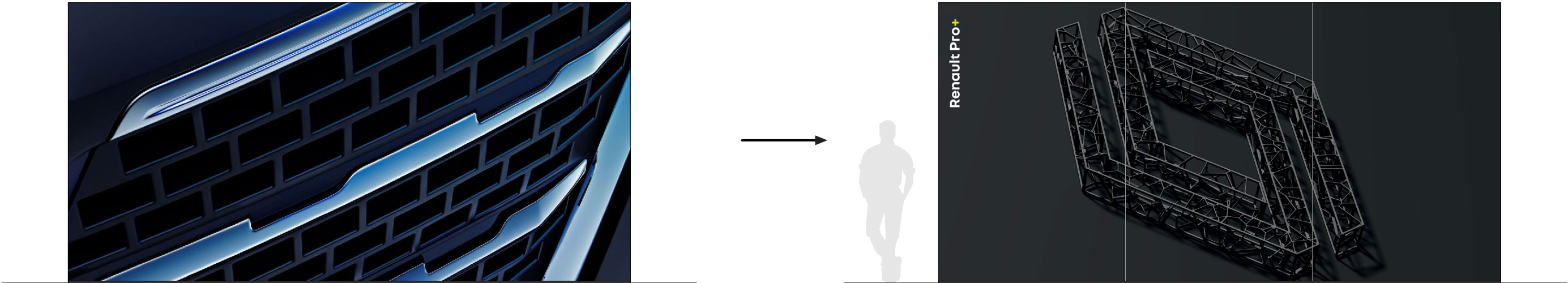


* Non-definitive visual

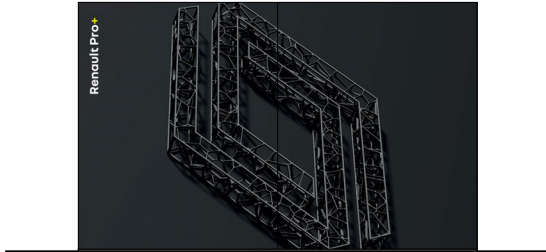
6.2 update of 2x2 POS



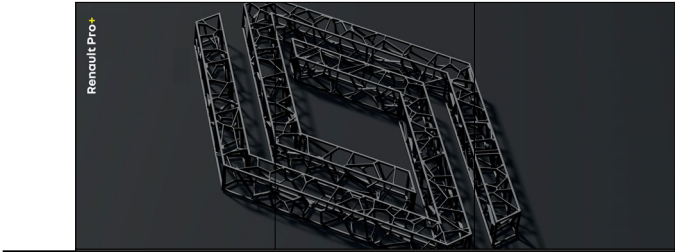
6.3 update of frescoes



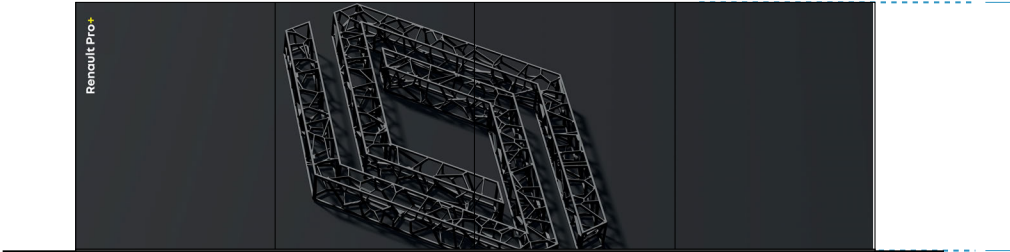
6.4 versions of the Renault Pro + fresco



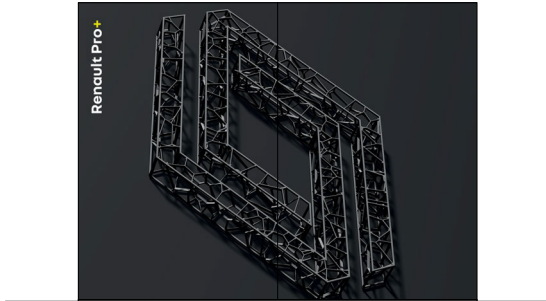
4 x 2.5 fresco



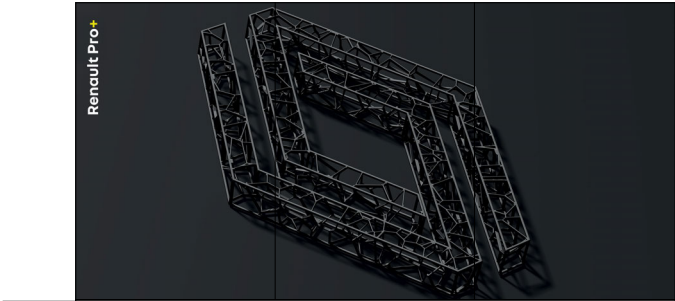
6 x 2.5 fresco



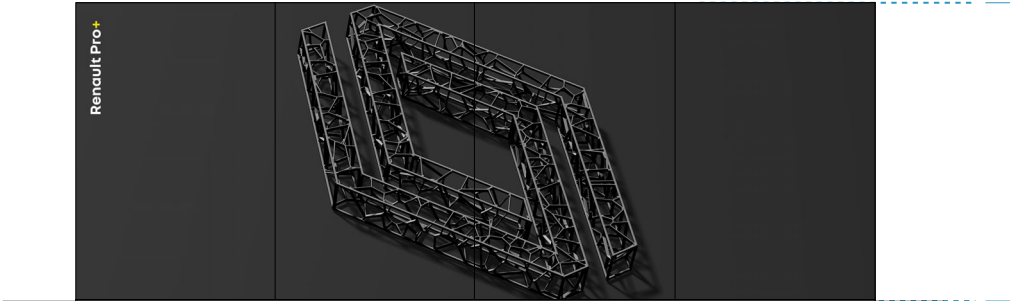
8 x 2.5 fresco



4 x 3 fresco

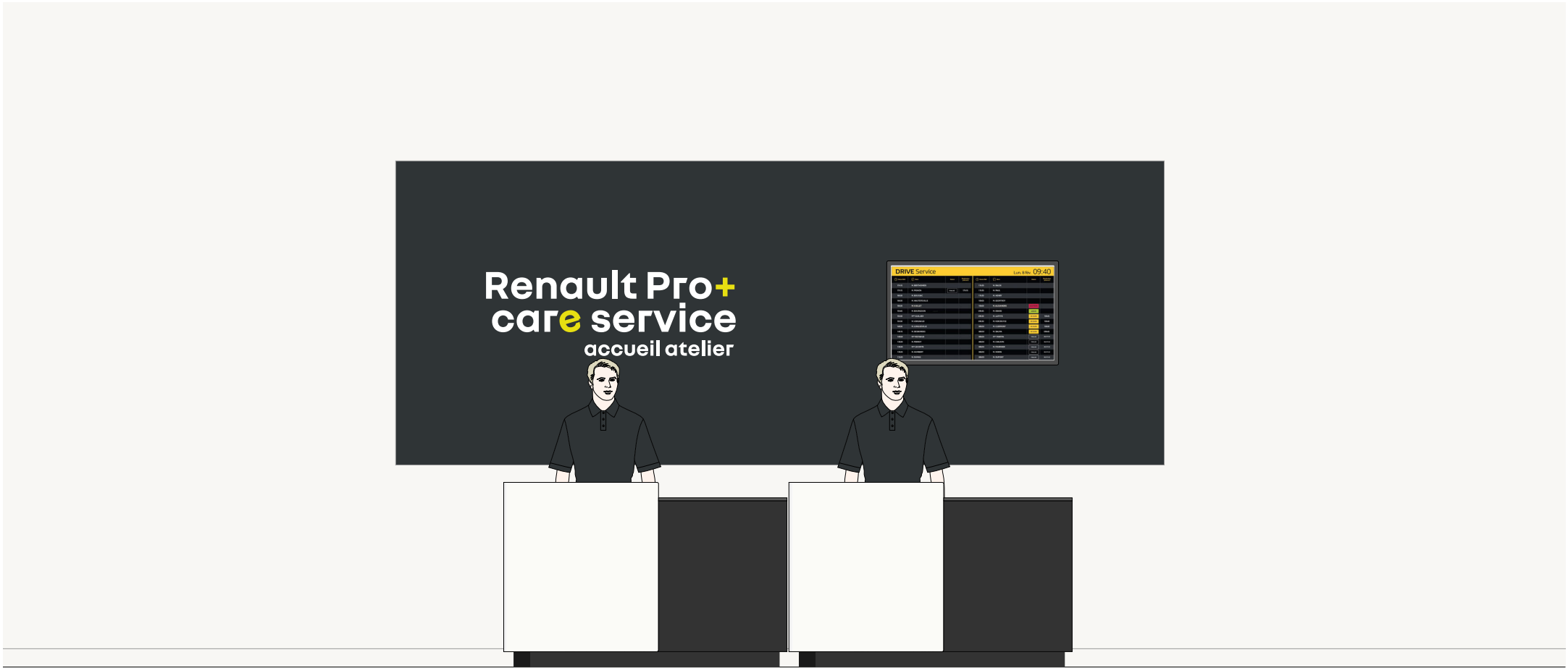


6 x 3 fresco

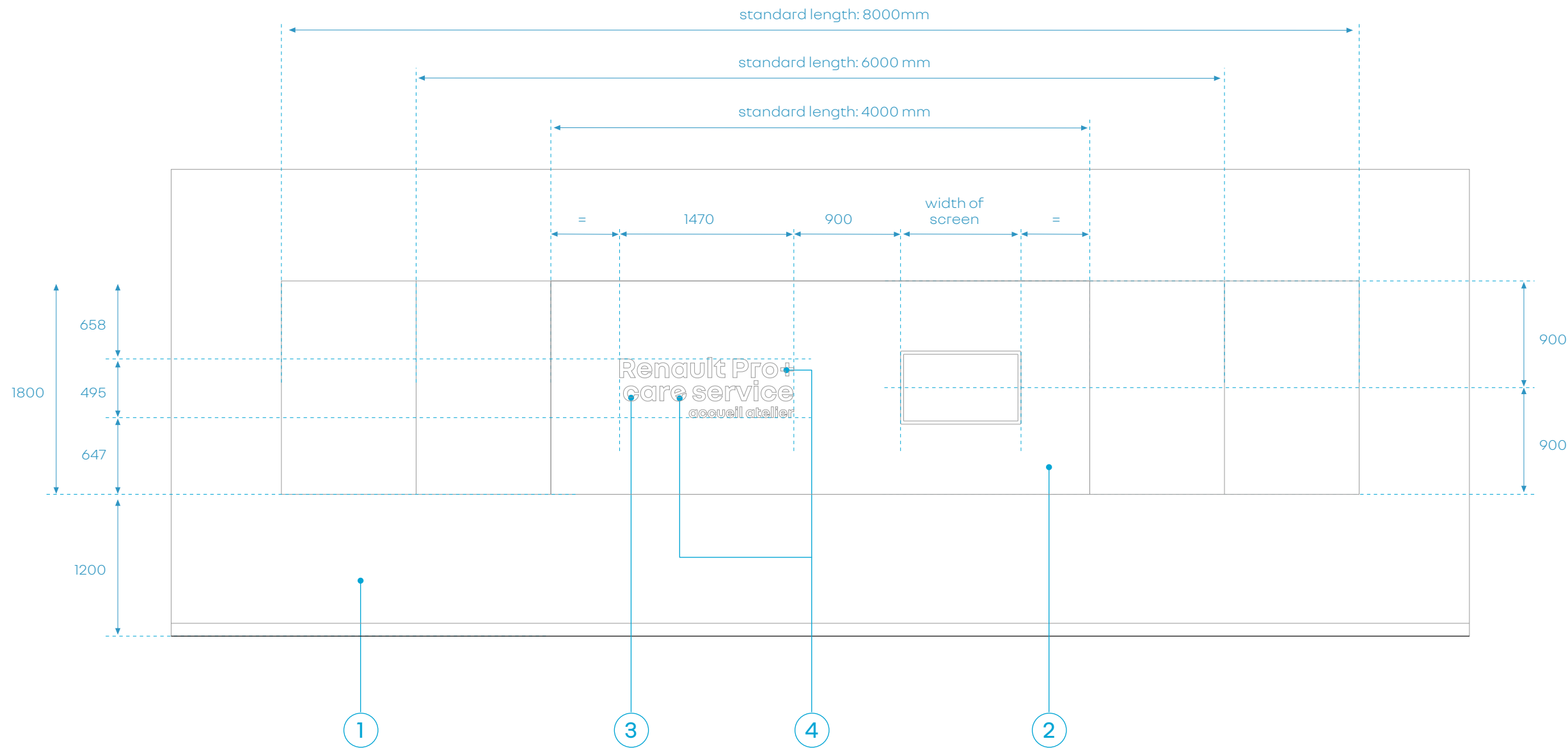


8 x 3 fresco

6.5 Renault Pro+ after-sales reception

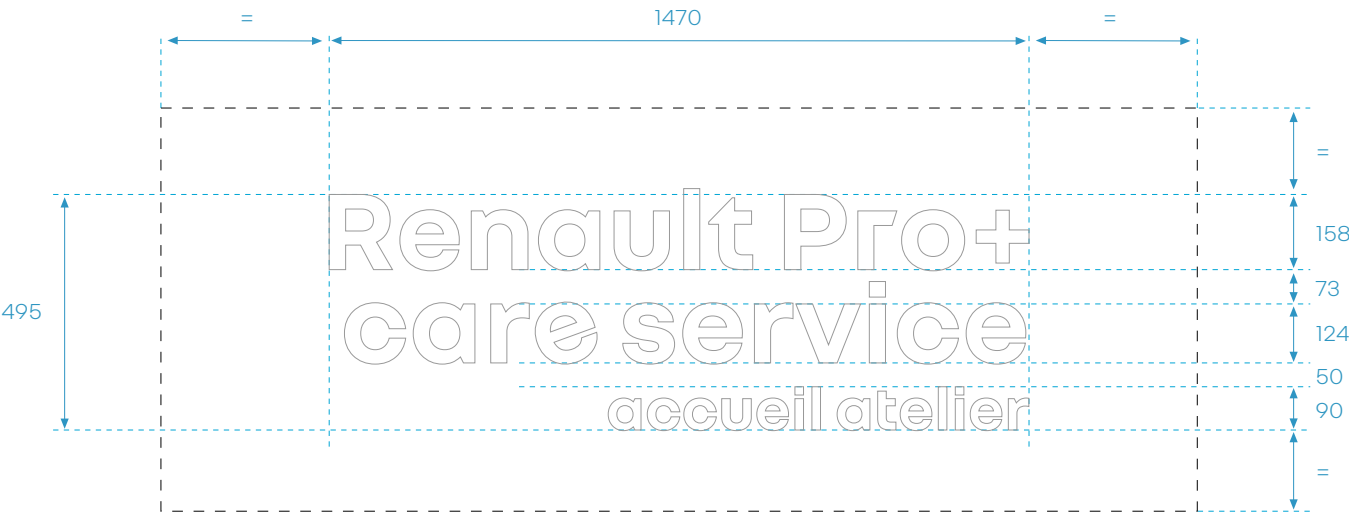


6.6 Renault Pro+ after-sales reception - dimensions



- key
- 1 RAL 9010 white wall
 - 2 RAL 7021 dark grey matt finish
 - 3 white letters matt finish
 - 4 Pantone yellow 3955 C letters matt finish

6.7 Renault Pro+ after-sales reception - outlines

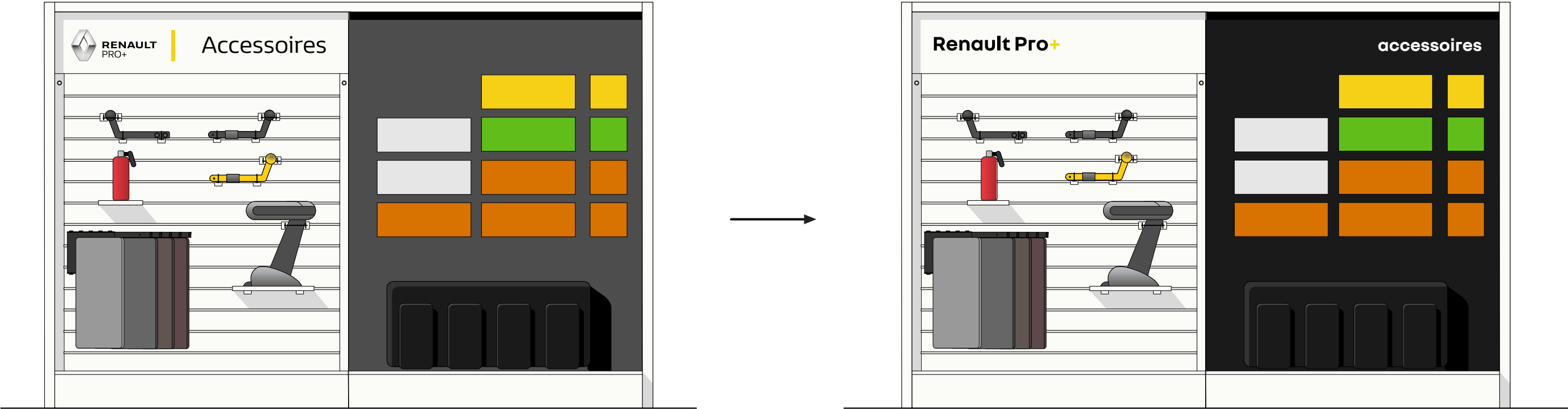


légende

- 1 nouvel'R bold typeface in white.
- 2 RAL 7021 dark grey matt finish.
- 3 "+" in Pantone Yellow 3955 C matt finish, nouvel'R bold typeface.
- 4 "e" in Pantone Yellow 3955 C matt finish, nouvel'R bold typeface.



6.8 accessory furniture



7

deployment

7.1 reminders

type of site	definition
stand alone site	site has a showroom and a workshop dedicated to Renault Pro+. Renault Pro+ building is clearly separated from other facilities and may have a specific address. Renault Pro+ signage can be used on the showroom frontage.
in-Renault Store site	site where Pro+ shares the same address and building as the other activities. Renault Pro+ signage cannot be used on the showroom frontage.
note : Pro+ signage is intended exclusively for authorized Pro+ dealers	

7.2 detailed macro planning per element

type of sites	retrofit	new installations
stand alone site	all elements of the catalog are mandatory from now on. end of deployment H2 2023.	all elements of the catalog are mandatory from now on.
in-Renault Store site	new flags and new POSM contents are mandatory. end of deployment H1 2022. other elements are optional unless the existing elements were already obsolete. end of deployment H1 2024.	all elements of the catalog are mandatory from now on.

7.3 objectives

new site / site not renault store compliant yet				retrofitted site		
what	starting from	end of deployment	elements impacted	starting from	end of deployment	retrofit mandatory/optional
promotional flags	oct 2021	feb 2022	X	oct 2021	feb 2022	M
new POS material (2x2)	oct 2021	feb 2022	X	oct 2021	feb 2022	M
signage arch	march 2022	before H2 2024	X	march 2022	before H2 2024	O
area mast	march 2022	before H2 2024	X	march 2022	before H2 2024	O
service bay	march 2022	before H2 2024	X	march 2022	before H2 2024	O