



Showroom communications



1012345

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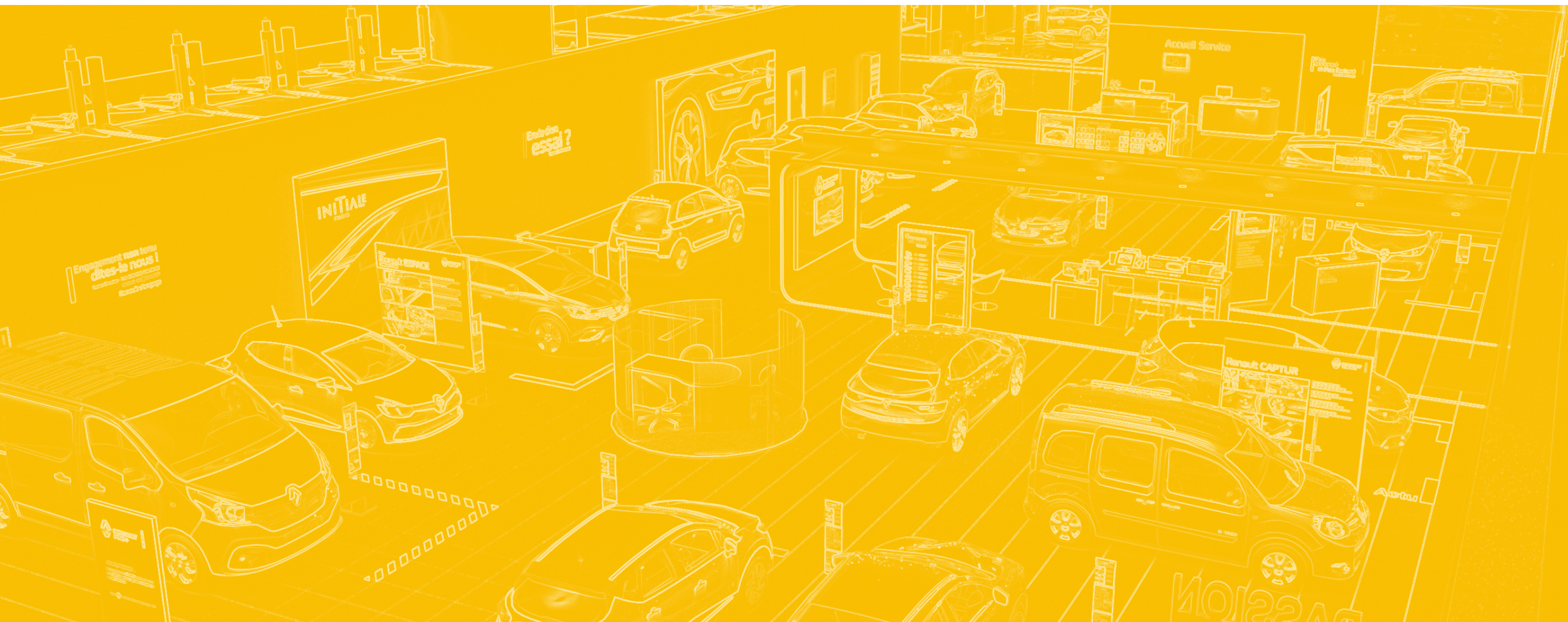
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General



Introduction

This document provides an overview of the different forms of communication found in the showroom.

There are four broad families of communication features:

①

The manufacturer's commitments

These are commitments or pledges made by Renault to its customers on specific points defined by the manufacturer.

②

Communications messages

These are simple phrases which address the customer directly, not replacing the role of front-office staff, but striving to establish a rapport with the visitors to the showroom. Each country needs to adapt, and not just translate, these communications messages, so that they are properly attuned to the customers and the positioning of the Brand. The support of a communications agency, in collaboration with the marketing and communications teams, is required to adapt these features.

③

Point-of-sale communications

These are communications on the vehicles supplied by marketing.

They take a variety of forms in the showroom (physical, digital, video).

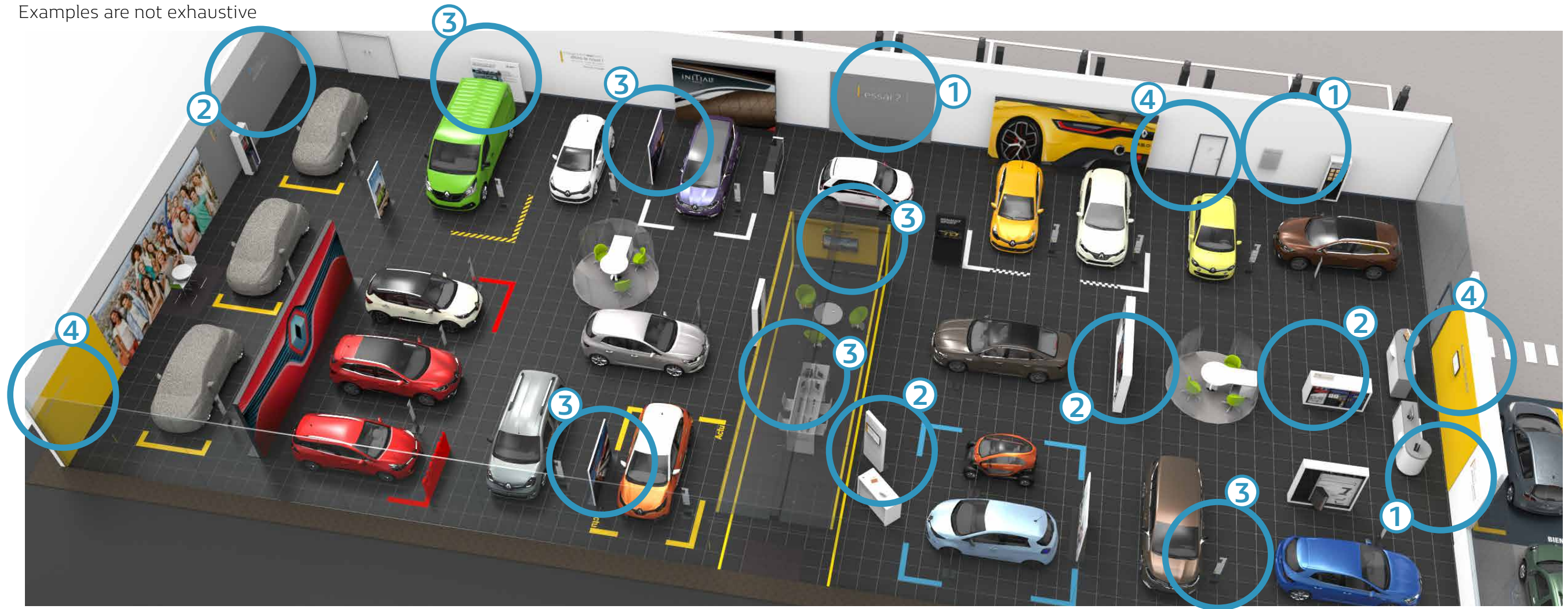
④

Interior signage

This is a directional communication system that allows customers to find their bearings, specially in a large showroom.

Location of communications features

Examples are not exhaustive



① Manufacturer's commitments

② Communications messages

③ Point-of-sale communications

④ Interior signage

General description

The supporting media for the 4 communications families in the showroom are many and varied. In this document you will find guidelines for each of the different media.

① **The commitments:**

Three types of supporting media co-exist: desk stand, wall plaques, wall markings (the graphic design principle is standardized and specific for this family). Refer to the technical principles.

② **Communications messages:**

These short phrases are featured on different supports: wall inscriptions (with a specific graphic treatment), inscriptions on furnishing units, and on the institutional communications sets on the Brand bar.

③ **Point-of-sale communications feature on:**

a. Physical support formats: 2x2 POS (standard and compulsory format), on price display modules completed with price, USP, performance characteristics and accessories sheets. This content is supplied by marketing (new vehicle, after-sales). Services are presented in the form of Service Packs supplied by the After-Sales department.

b. Videos: product, accessories, services and Brand films are displayed on the Brand wall screen, the Configurator screen, and the Service Reception screen. Films produced by Renault Sport are shown on the Renault Sport totem screen.

c. Digital formats: mobile apps and websites are available on the tablets at the Brand bar. The content is provided by the marketing or digital media department.

The gallery broadcast on the reception totem is standard format. It is in the hands of the dealer and should be regularly updated.

④ **The interior signage** is a standard format. It is ordered by the dealer when setting up the showroom. It should not be systematic or redundant with the Renault Store physical components. For instance, it is pointless to signal the Delivery area or Service Reception in a Renault Store of normal dimensions (L, M or S) because the coloured walls indicating these zones are immediately visible to the customer on entering the showroom.

Communications guidelines

The showroom is a shop that needs to be effective and make it possible to sell more and sell better.

It is imperative that the point-of-sale communications keep pace with the main stages in the life of the Brand. Only by implementing, at the Country level, a merchandising editorial committee made up of marketing, digital, after-sales and dealer network representatives, can a 3-6 month communications plan be established, taking into account current brand news and events: **this is the merchandising plan.**

This plan will define:

- news-related Brand, product, accessories, and services messages.
- the main vehicles to exhibit and the areas concerned, plus whether or not to accessorize these vehicles.

Updating of the various communication supports is the responsibility of the departments that issue them, with the committee playing a coordination role.

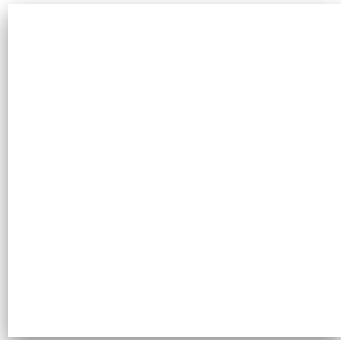
This is the solution that gives the dealership the assurance that it can maximise the effectiveness of its showroom.

1. The manufacturer's commitments

Technical principles



Colours and materials



RAL 9010 white

- Wall
- Satin or matt adhesive marking



Pantone 7408 EC yellow

- Wall
- Satin or matt adhesive marking



Pantone Grey 430 U

- Wall



Black

- Satin or matt adhesive marking



Crystal PMMA

- POS

Markings in the showroom

Principles

The manufacturer's commitments opposite punctuate the sales customer's journey.

They feature on the different walls of the showroom.

Each country needs to adapt, and not just translate, these commitment messages, so that they are properly in synch with the positioning of the Brand in relation to the customer. The support of a communications agency, in collaboration with the marketing and communications teams, is required to adapt these features.

My Renault

**+ loyalty
+ benefits!**

Renault commits

As your
order progresses,
we keep you **posted!**

Renault commits

My Renault

Loyalty multiplies the
benefits for everyone

Renault commits

Want to take a
test drive?

Renault commits



Markings in after-sales

Principles

The manufacturer's commitments opposite punctuate the after-sales customer's journey.

They feature on the different walls in the vicinity of the Service Reception and in back office areas visible to the customer.

Each country needs to adapt, and not just translate, these commitment messages, so that they are properly in synch with the positioning of the Brand in relation to the customer. The support of a communications agency, in collaboration with the marketing and communications teams, is required to adapt these features.

Price
quoted
= Price invoiced
Renault commits

1 year warranty
on parts and labour
Renault commits

Loyalty multiplies
the **benefits**
for everyone
Renault commits

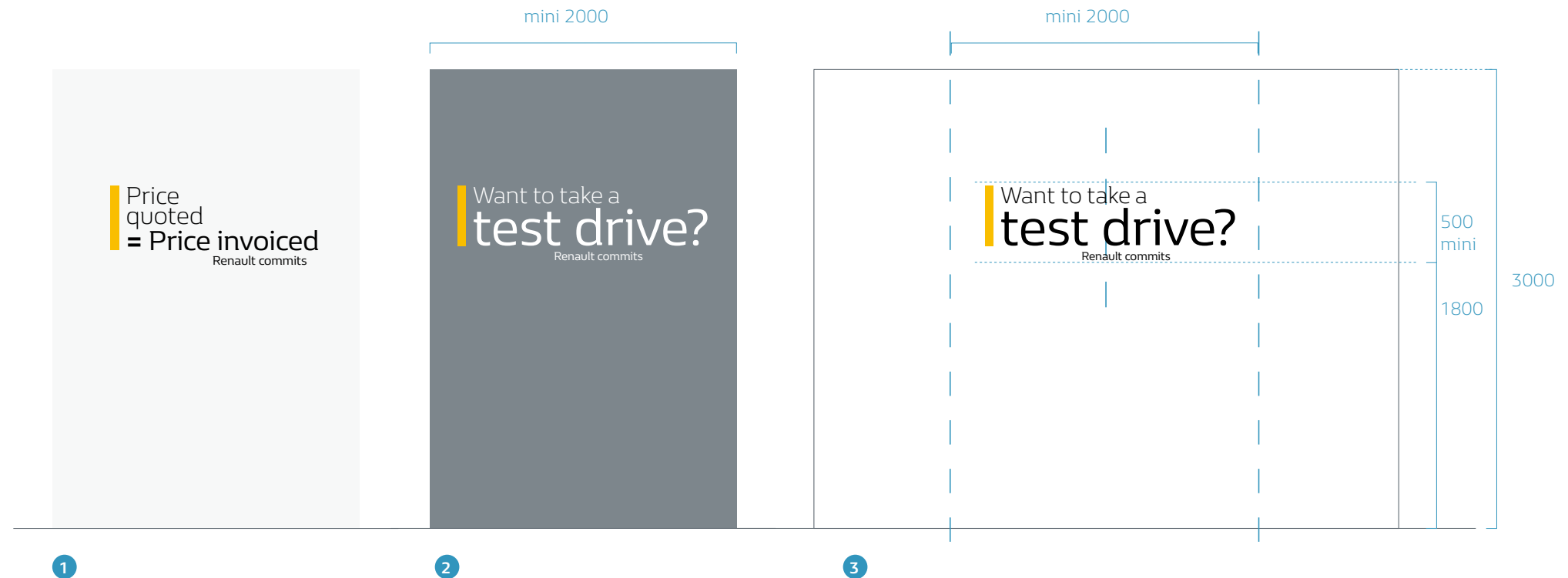
We failed on one
of our commitments?
Tell us! Name Director - Tel. 008 736 28 28
contact.sec@renault.uk
Renault commits



Main principles in detail

Wall markings

- 1 The commitment is in black and yellow on a white background (directly on the original white wall).
- 2 The commitment is in reverse white type on a pantone 430 U grey background.
- 3 The minimum width of the zone is 2000 mm for a height of 3000 mm.
The commitment is set at 1800 mm from the ground. Its maximum size in height does not exceed 700 mm. Minimum size in height is 500 mm.



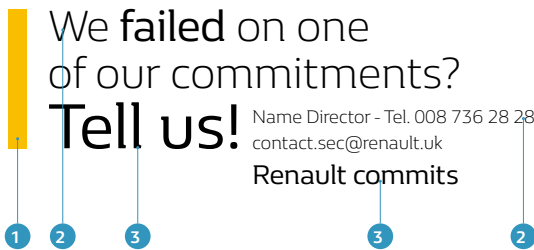
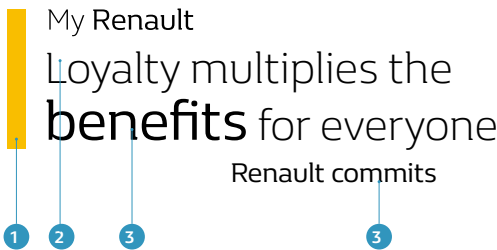
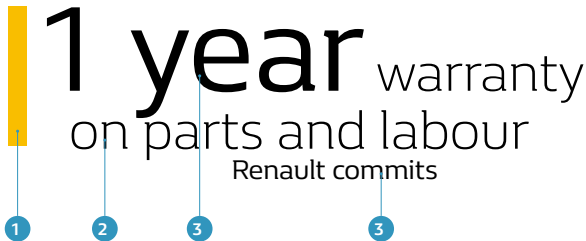
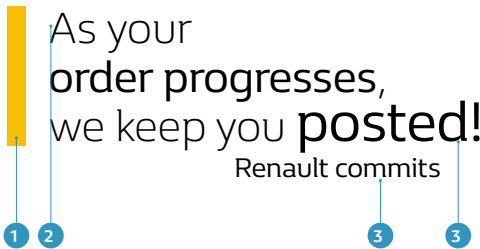
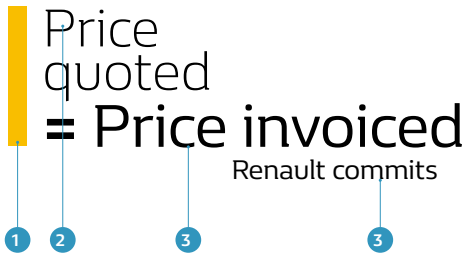
Main principles in detail

Wall markings

For ease of reading the commitments here are marked in black. They are normally written in reverse white type on a grey background.

Key

- 1 Pantone 7408 U yellow strip
- 2 Renault Life Light typeface
- 3 Renault Life Regular typeface
- 4 Renault Life Bold typeface



Other media

General

A list of the Brand's commitments is featured on two communication media:

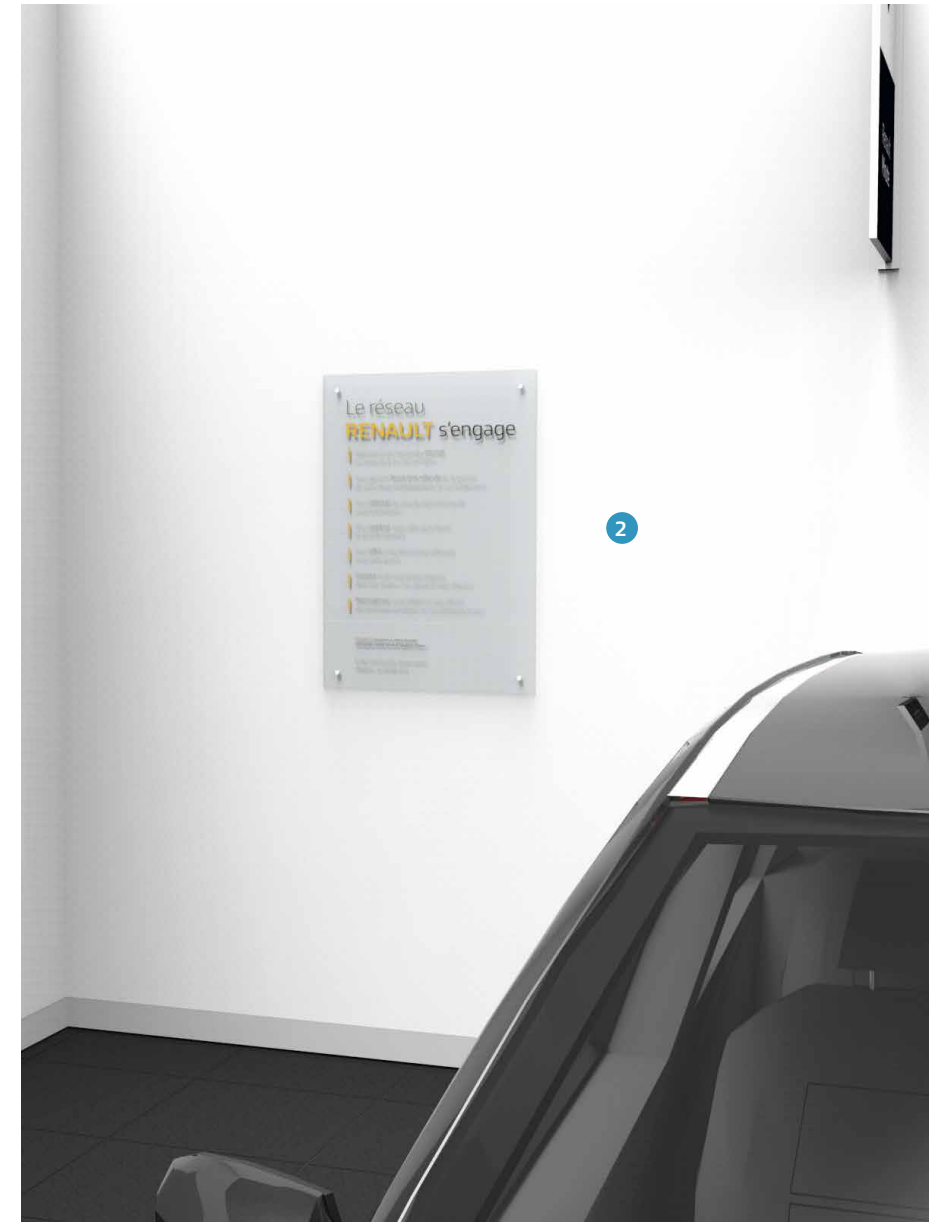
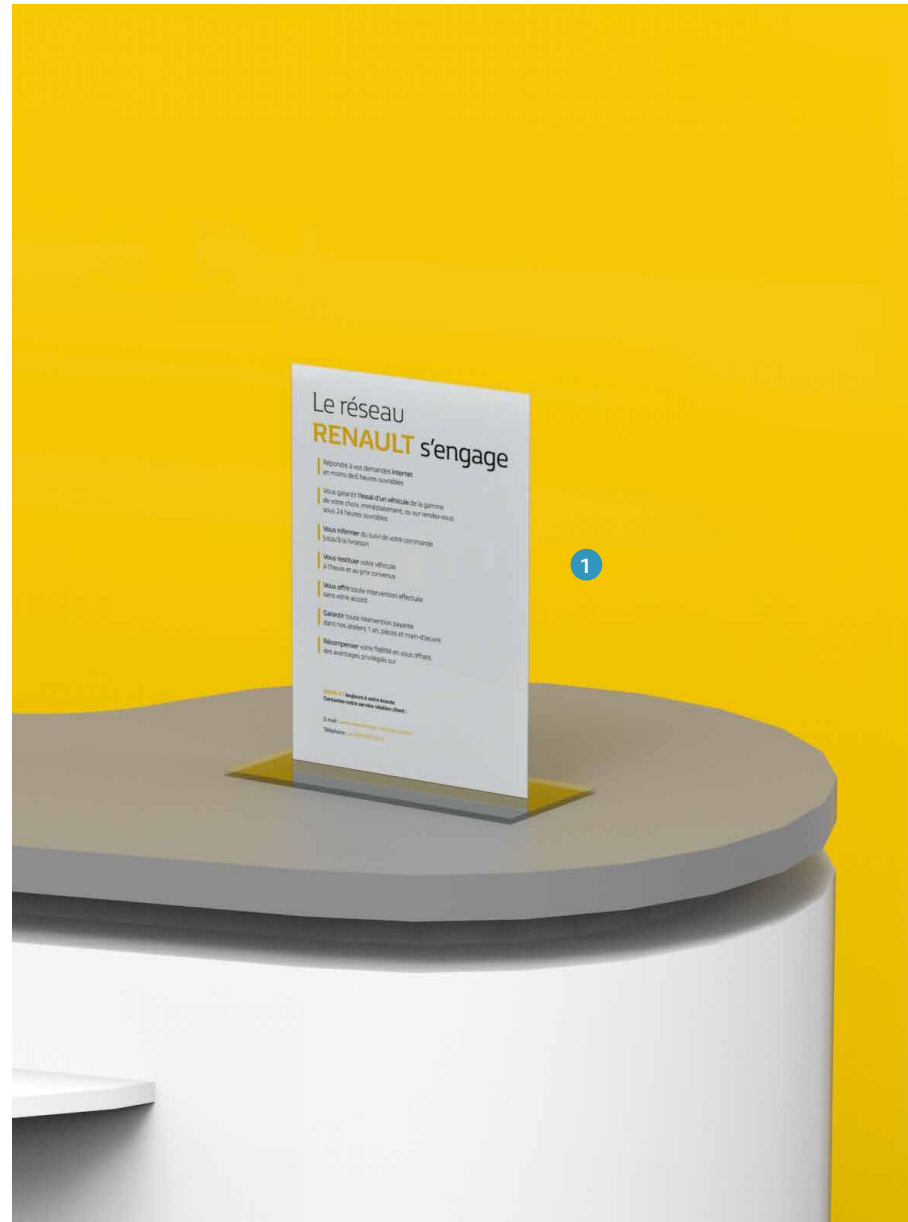
1 A display module placed on the Service Reception desk

This module is transparent, in crystal PMMA.
The texts are screen printed in black and yellow.

2 A wall plaque.

This plaque is transparent, either in glass or crystal PMMA.

The texts are screen printed in black and yellow.
Each country needs to adapt, and not just translate, these commitment messages.



Technical details

The display module

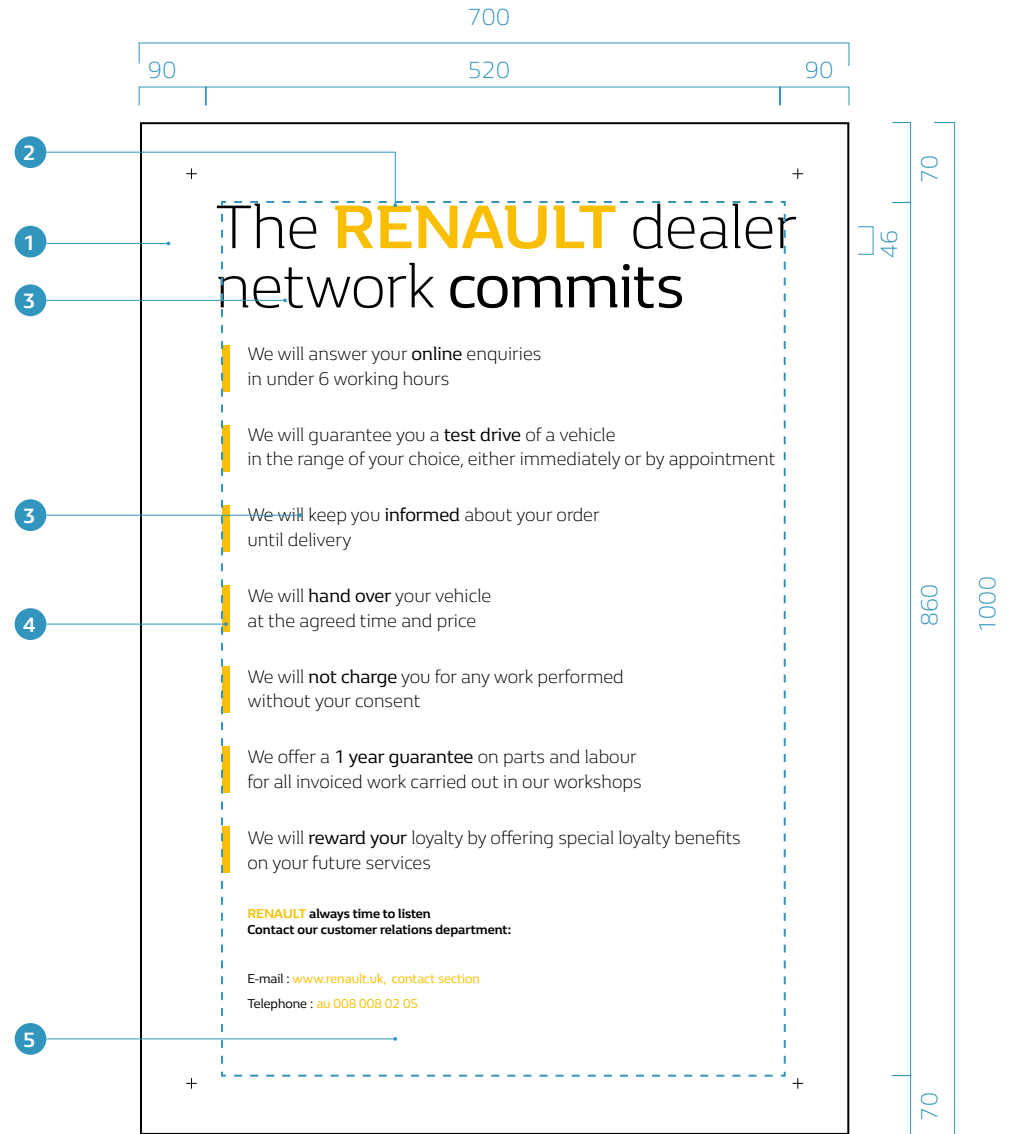
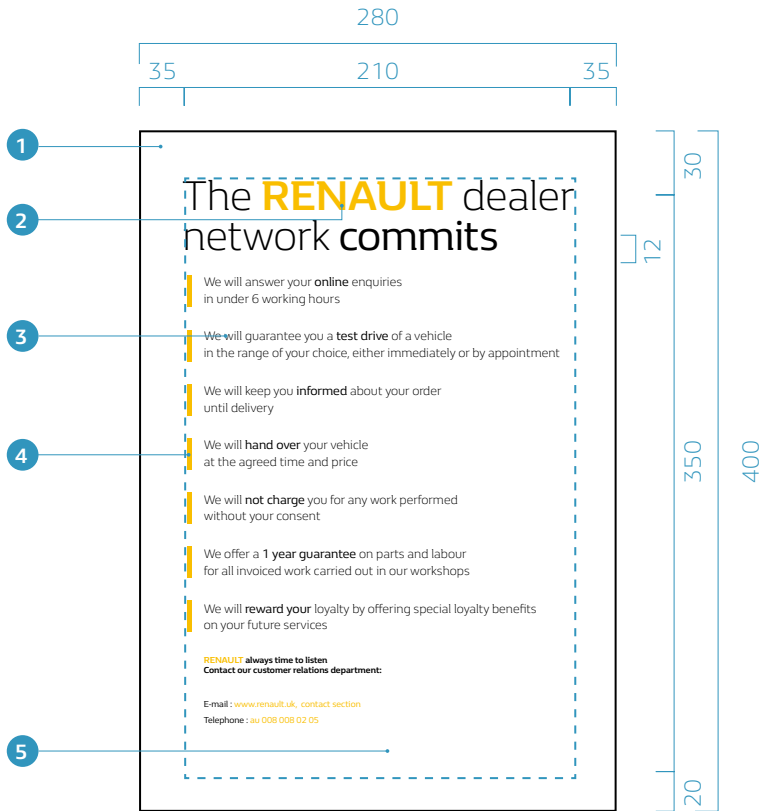
Its format is 280 x 400 mm
The maximum size of the marking is W. 210 x H. 350 mm. Adaptation according to the text shall be made on the width.

The wall plaque

Its format is 700 x 1000 mm
The maximum size of the marking is W. 520 x H. 860 mm. Adaptation according to the text shall be made on the width.

Key

- 1 Glass or Crystal PMMA
- 2 Renault Life Regular typeface
Pantone yellow 7408 U
Left-aligned
- 3 Renault Life Black typeface
Left-aligned
- 4 Pantone 7408 U yellow strip
- 5 Useable graphics area

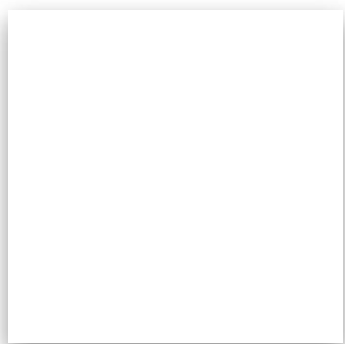


2. Communications messages

Technical principles



Colours and materials

**RAL 9010 white**

- Furniture
- Wall
- Satin or matt adhesive marking
- PVC price label

**Pantone 7408 EC yellow**

- Satin or matt adhesive marking

**Pantone red 185 C**

- Satin or matt adhesive marking

**Pantone 7579 U orange**

- Satin or matt adhesive marking

**Black**

- Satin or matt adhesive marking

**Pantone Grey 429 U**

- Matt or satin typeface (e.g.: miniatures display cabinet)

**Pantone blue 298 U**

- Satin or matt adhesive marking

**Pantone green 360 U**

- Satin or matt adhesive marking

**Pantone purple 265 U**

- Satin or matt adhesive marking

**Pantone Grey 430 U**

- Delivery wall

**Pantone Grey 432 U**

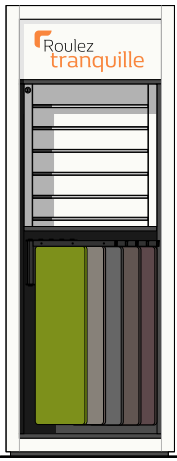
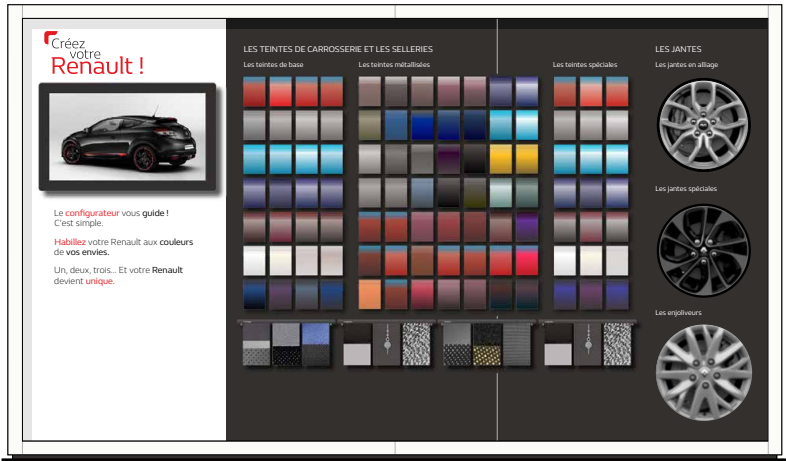
- Tour of vehicle zone

General

The communications messages are featured on different supports: wall inscriptions (with a specific graphic treatment), inscriptions on furnishing units, and on the institutional communications sets on the Brand bar.

- 3 colour codes are defined according to the message to be delivered.
- When the Brand is speaking, some of the texts and graphic signs are in the institutional yellow colour.
 - Furnishings related to the products of the Brand are identified by the colour red.
 - Finally, when it comes to promoting accessories, the colour orange will be used.

Other colours are available to decorate the Delivery Area.



WHEN THE BRAND SPEAKS
Yellow marking on the totem, desk, Brand bar and miniatures display cabinet. This is the only time yellow is used in the communications messages, in the typography and the «corner».



THE PRODUCTS
Markings on the configurator.
The graphic principle remains the same.
The colour code is red.



THE ACCESSORIES
Markings on the accessories units.
The graphic principle remains the same.
The colour code is orange.

Markings on furnishing units

The totem

The reception totem features

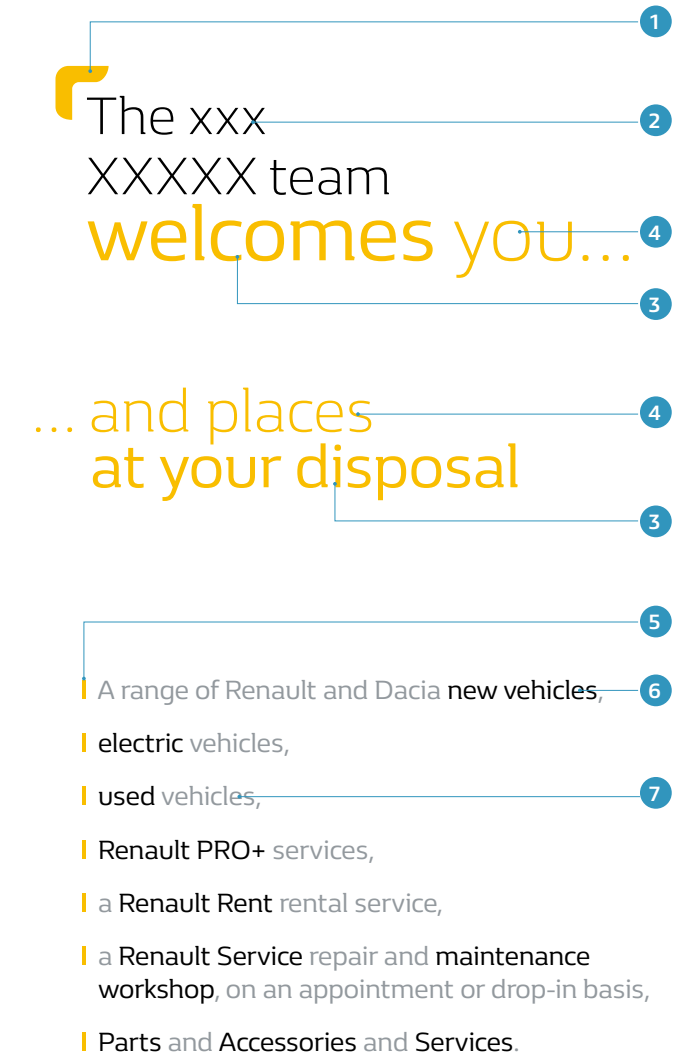
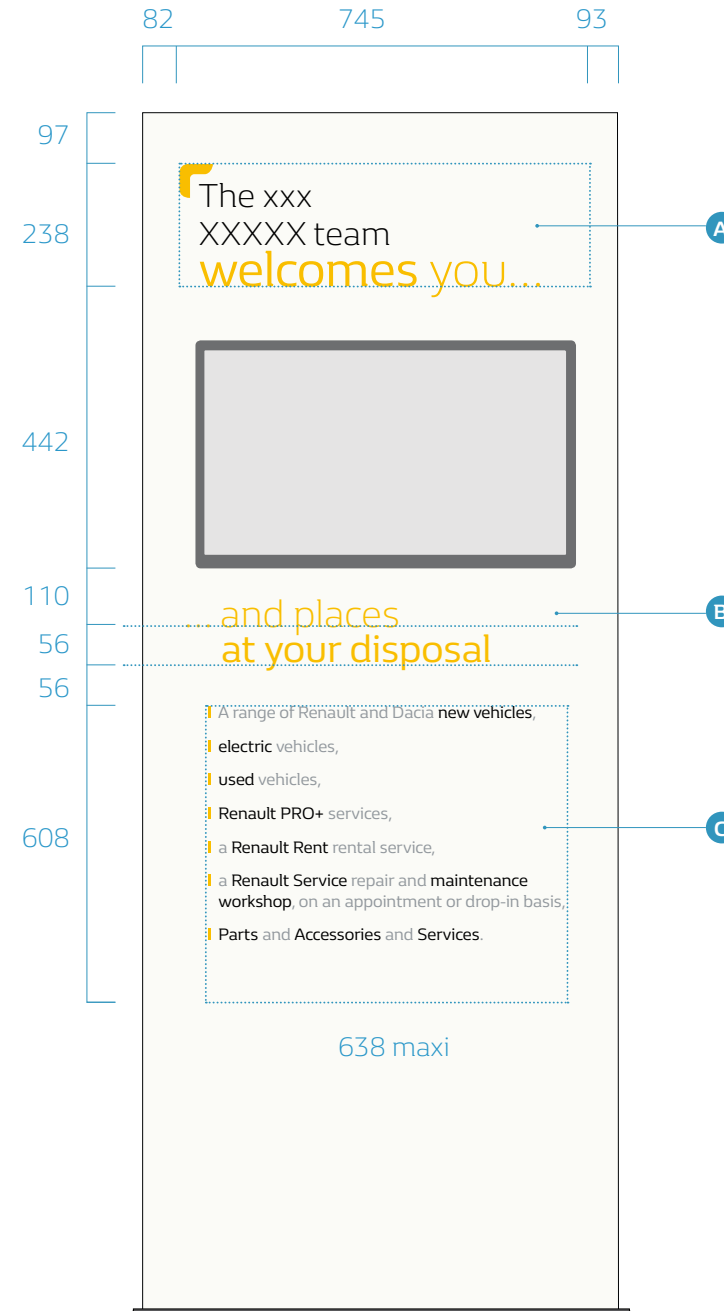
- A** A communications message placed at the top of the unit's front panel.
- B** Under the screen, the remainder of the communications message.
- C** A text zone presenting the services offered by the dealership.

Key

- 1** Corner. Pantone 7408 EC yellow
- 2** Renault Life Light typeface. Black.
- 3** Renault Life Regular typeface, Pantone 7408 EC yellow
- 4** Renault Life Light typeface, Pantone 7408 EC yellow
- 5** Strip. Pantone 7408 EC yellow
- 6** Renault Life Regular typeface Black
- 7** Renault Life Regular typeface, Pantone Grey 429 U

Note

- These signs must be adapted to the language and culture of each country.
- An adaptation to each dealership is necessary given the information provided on this totem.



Markings on furnishing units

Reception desk

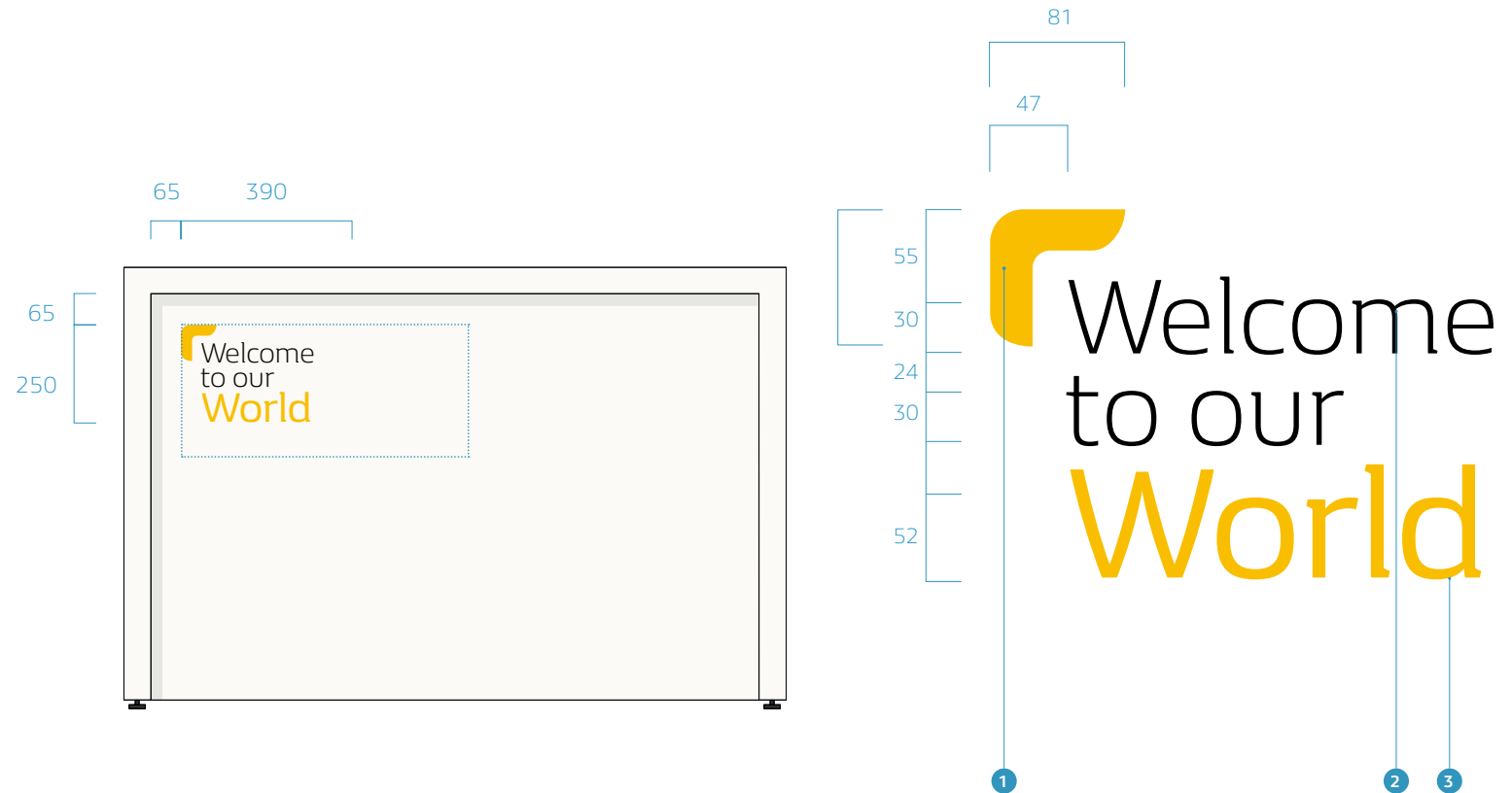
To ensure legibility and graphic balance, the maximum size of the markings is H. 300 x W. 650 mm.

The communication comprises three lines of text combined with a “corner”.

Key

- ① Pantone 7408 EC yellow corner
- ② Renault Life Light typeface Black
- ③ Renault Life Regular typeface Pantone 7408 EC yellow

The complete visual display is in a satin or matt finish.



Markings on furnishing units

The communication comprises three lines of text combined with a “corner”.

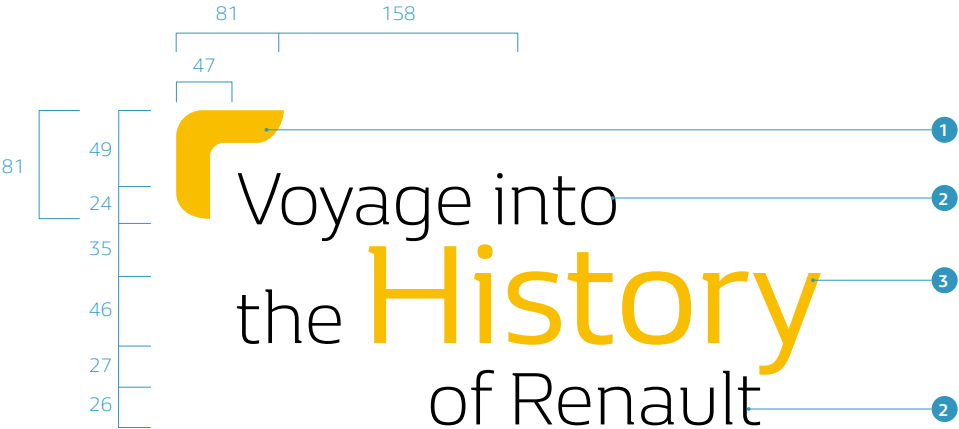
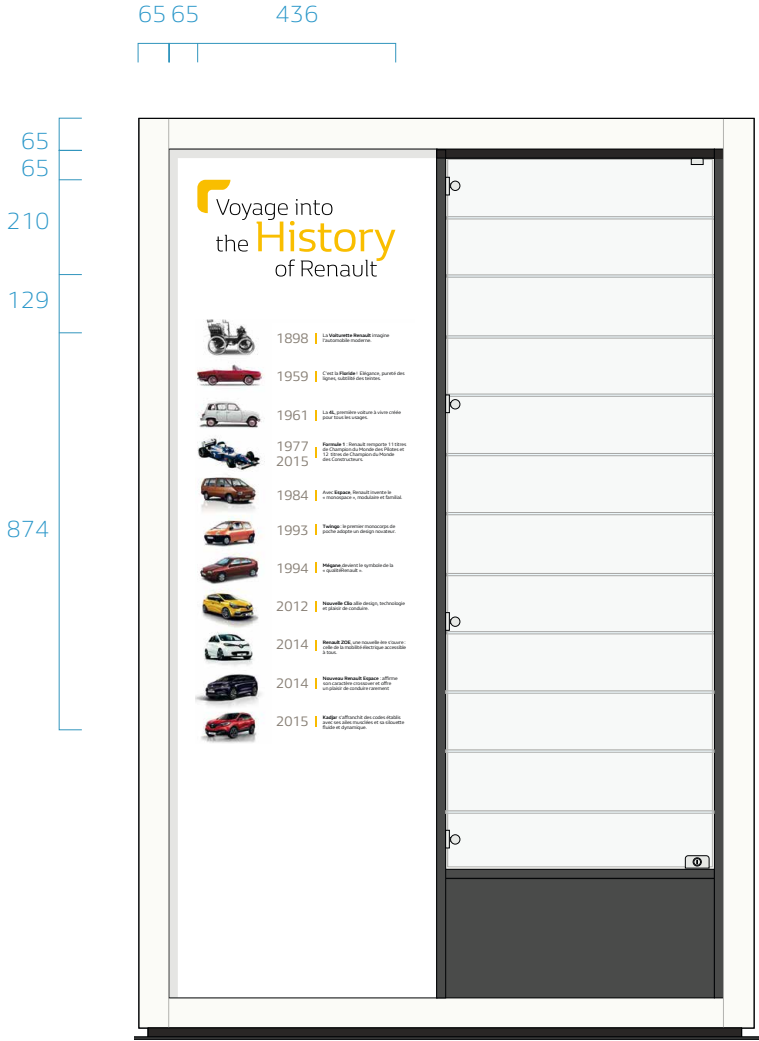
Key

- 1 Corner
Pantone 7408 EC yellow
- 2 Renault Life Light typeface
Black
- 3 Renault Life Regular typeface
Pantone 7408 EC yellow

The complete visual display is in a satin or matt finish.

Note:

An adaptation is necessary in the language of each country



Markings on furnishing units

The miniatures display cabinet

The chronological display wall features visuals of the models that have marked the history of the Brand

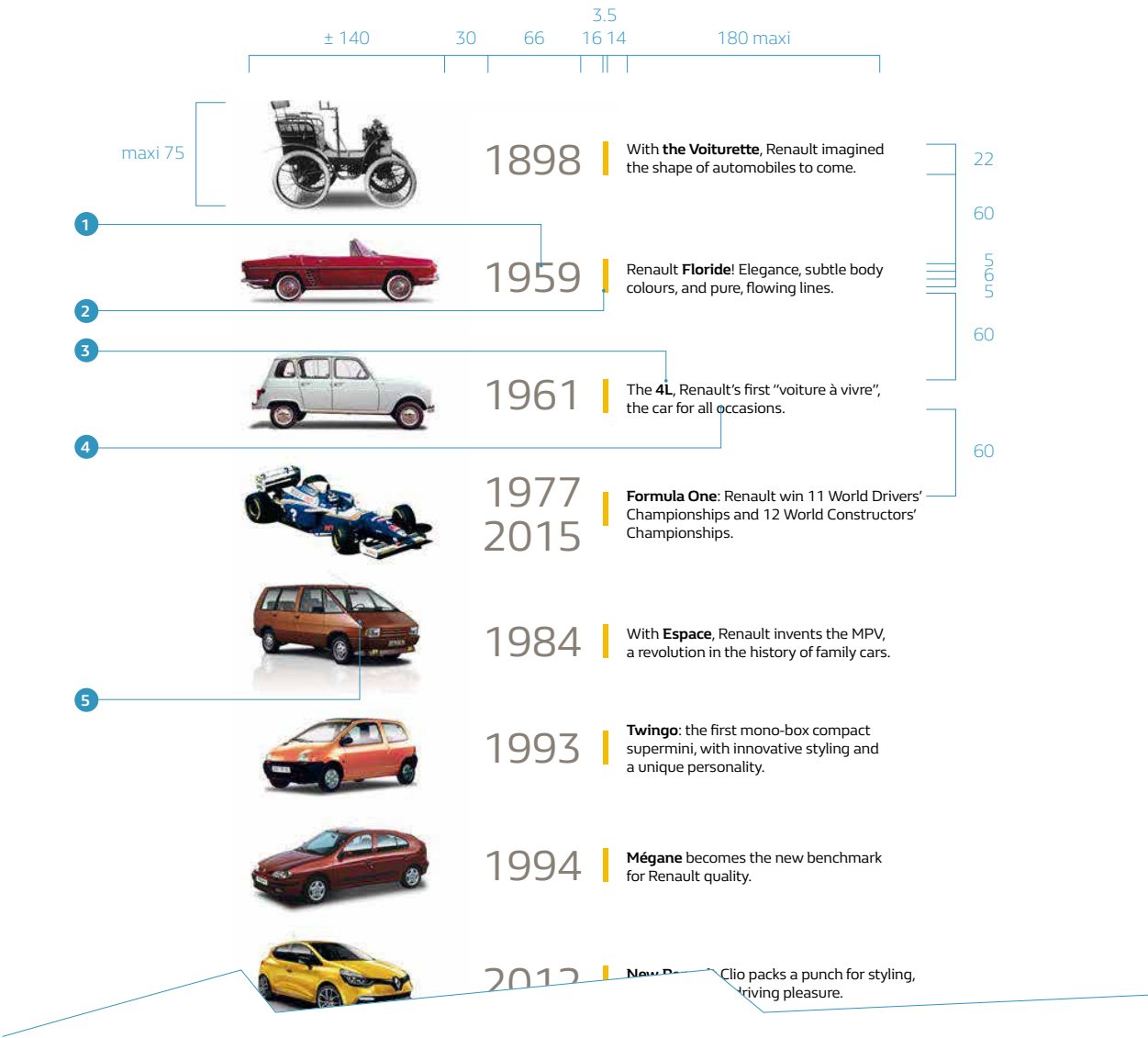
Key

- 1 Renault Life Light typeface
Pantone grey 429
- 2 Strip. Pantone 7408 EC yellow
- 3 Renault Bold typeface Black
- 4 Renault Life Regular typeface Black
- 5 Four-colour legacy photos.

The complete visual display is in a satin or matt finish.

Note :

An adaptation is necessary in the language of each country.



Markings on furnishing units

Brand bar

The communication comprises three lines of text combined with a “corner”.

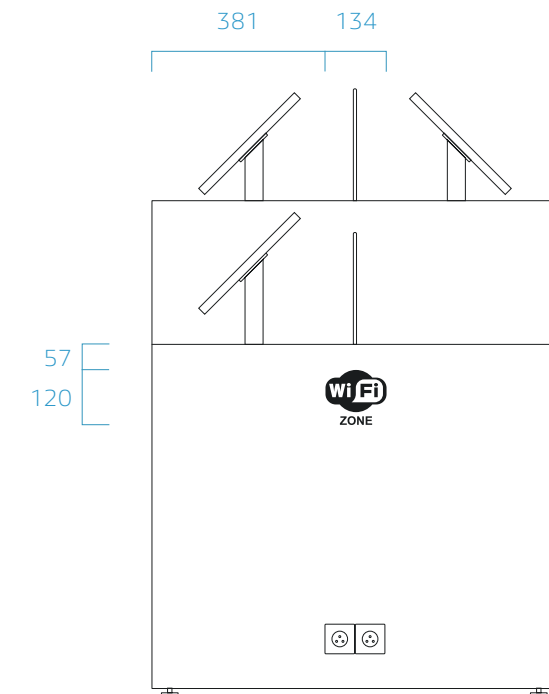
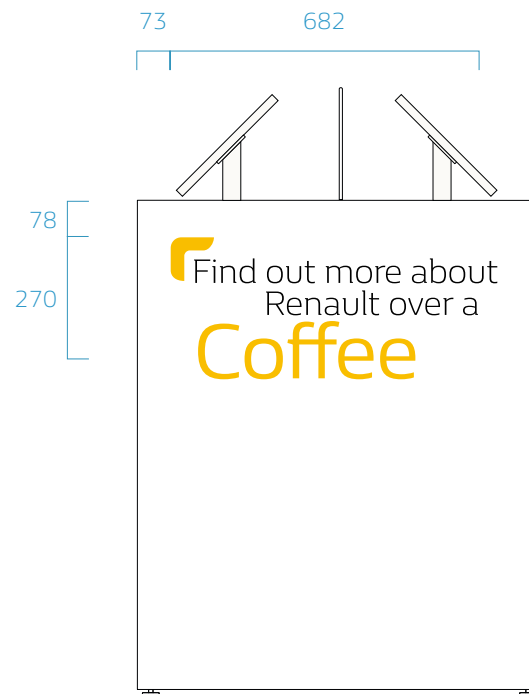
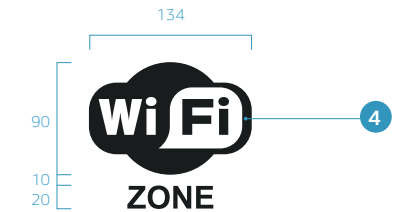
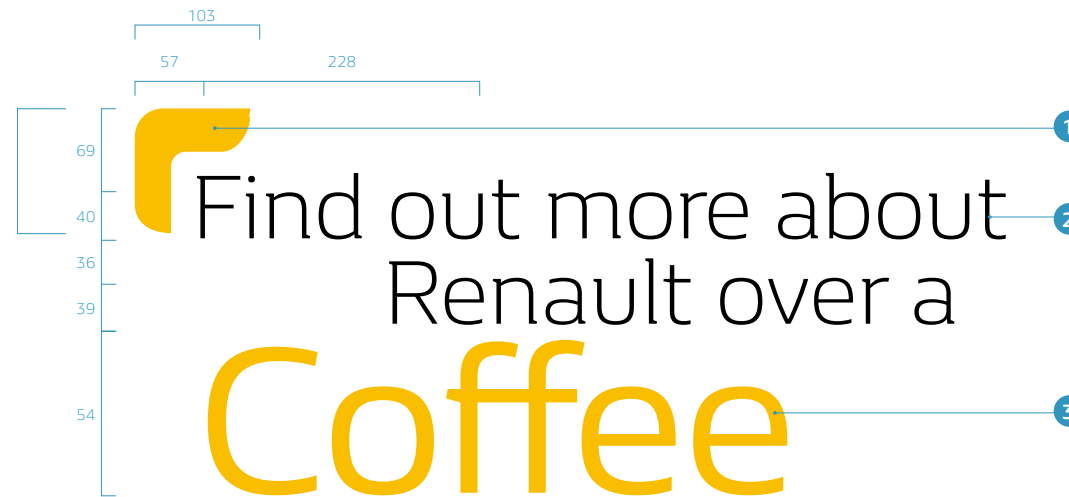
The wifi pictogram is present on the part of the unit facing the Brand wall

Key

- ① Pantone 7408 EC yellow corner
- ② Renault Life Light typeface
Black
- ③ Renault Life Regular typeface
Pantone 7408 EC yellow
- ④ Wifi pictogram Black & white
The complete visual display is in a satin or matt finish.

Note :

An adaptation is necessary in the language of each country.



Markings on furnishing units

Tablet and coffee area dividers

Depending on where the dividers are situated, the visuals they bear are of 2 different types:

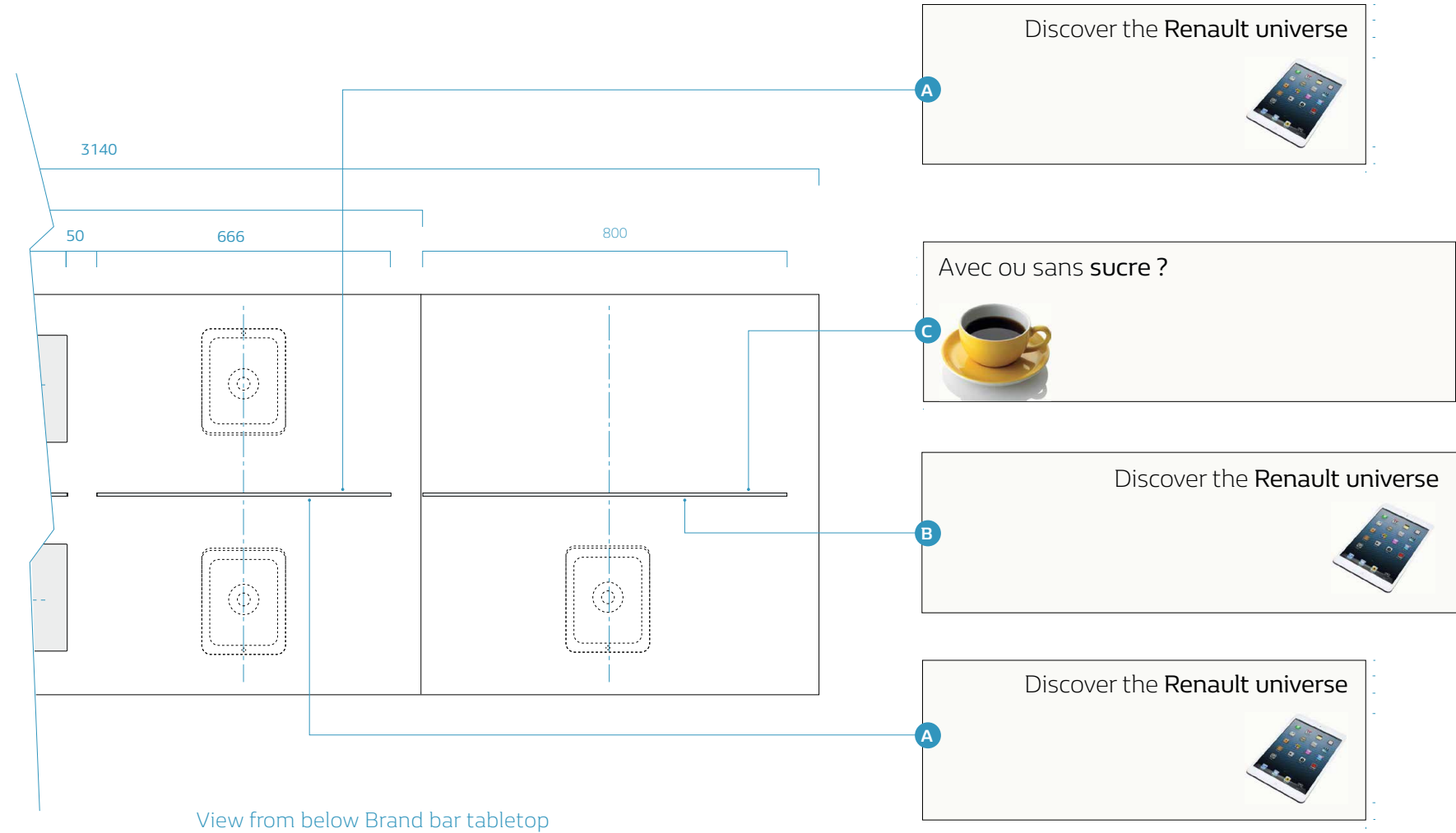
Tablet visual

A Formats: H. 240 x W. 666 mm

B Formats: H. 240 x W. 800 mm

Coffee visual

C Format: H. 240 x W. 800 mm



View from below Brand bar tabletop

Markings on furnishing units

Tablet and coffee area dividers

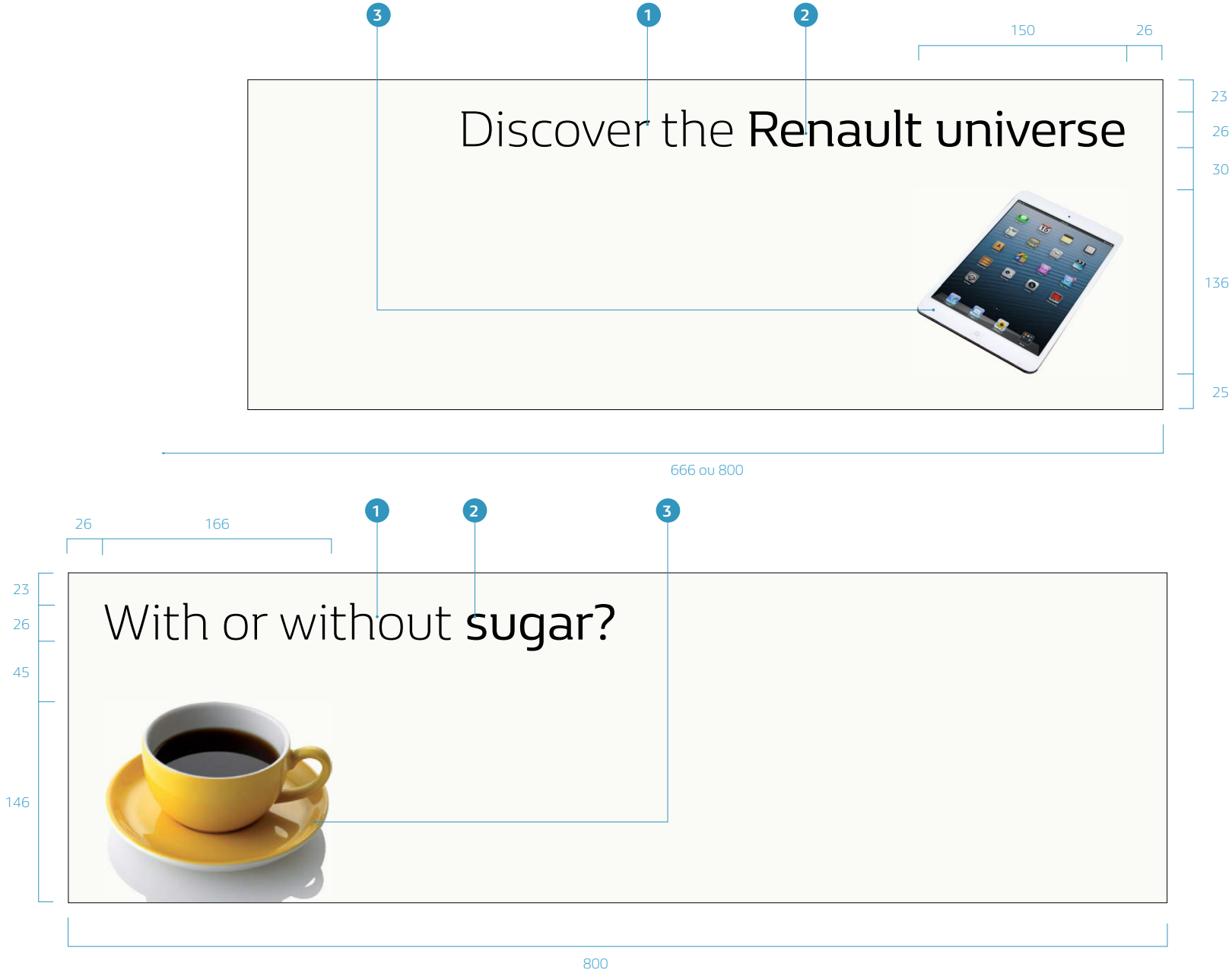
These 2 dividers feature one line of text and an image (ever present)

Key

- 1 Renault Life Light typeface Black
 - 2 Renault Life Regular typeface Black
 - 3 Four-colour photo
- The visuals are in a satin or matt finish.

Note:

An adaptation is necessary in the language of each country.



Markings on furnishing units

The large format configurator

The configurator features:

- A** A communications message
- B** A text describing the various functions used to configure the vehicles,
- C** Information on the front of the unit designating the different types of samples presented.

Key

- 1** Pantone red 185 C corner
- 2** Renault Life Light typeface. Black
- 3** Renault Life Regular typeface
Pantone red 185 C
- 4** Renault Life Regular typeface Black
The markings are in a satin or matt finish.

Note:

An adaptation is necessary in the language of each country.

To maximize the effectiveness of this unit, the offer must be updated in accordance with Brand news and developments. The country after-sales Marketing department is responsible for its policy for managing the unit.



Markings on furnishing units

Small accessories unit (1)

This unit comprises:

- A** visuals associated with texts on a «carbon fibre» background at the top of the unit,
- B** information on accessories for each of the accessory lines displayed,
- C** price/reference labels (to adapt according to the regulations of each country). cf. p35

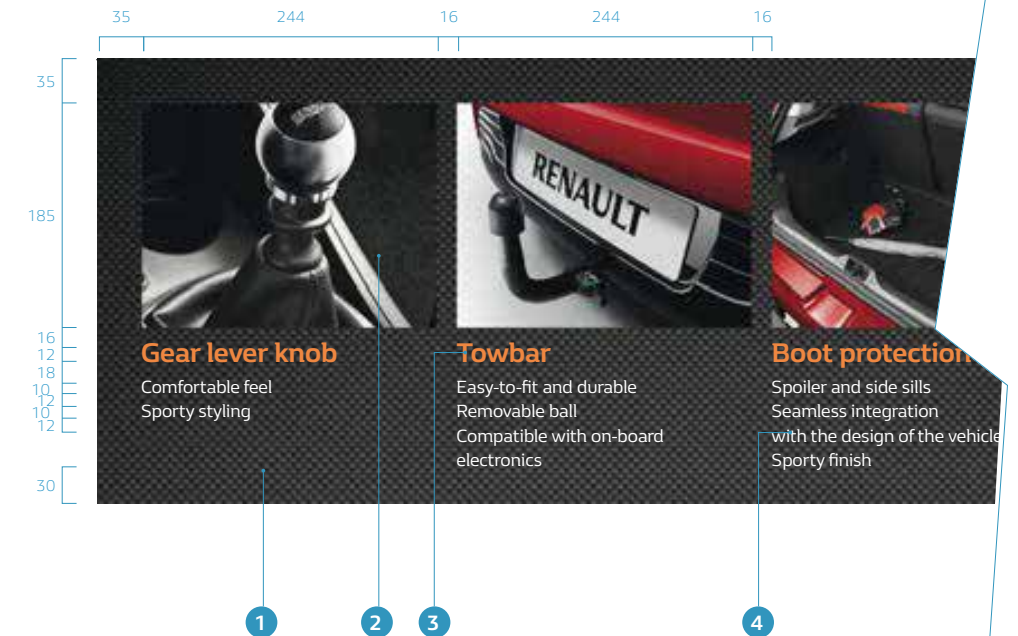
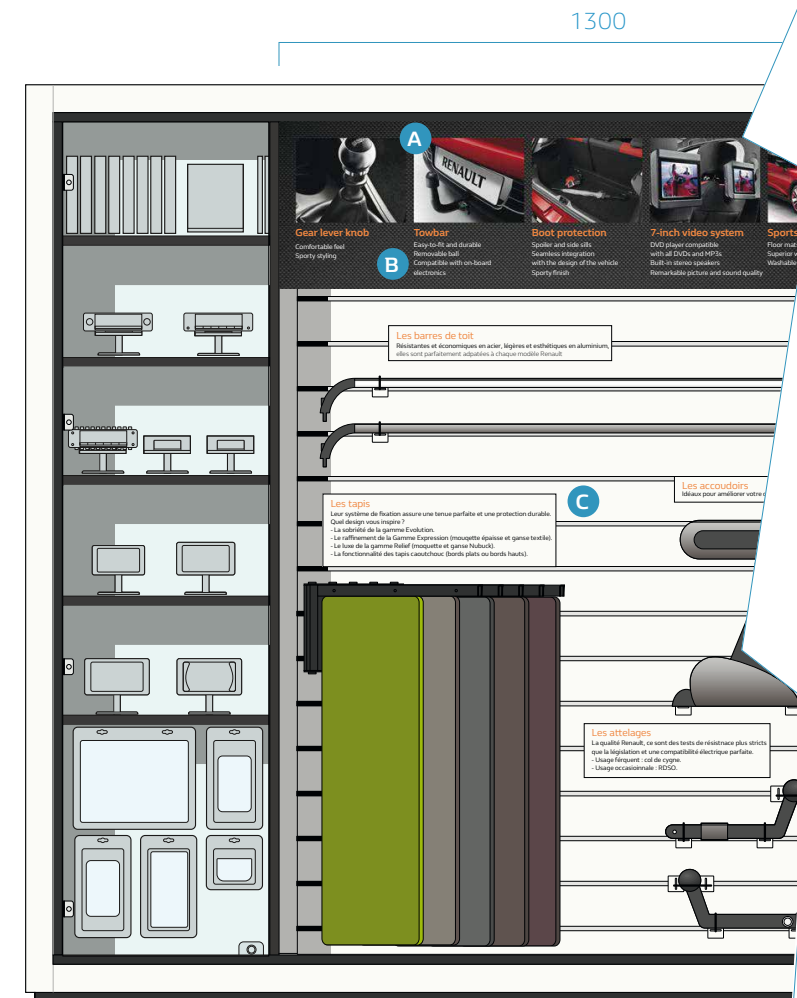
Key

- 1** «Carbon fibre» graphics background
- 2** Visuals (photos of accessories)
- 3** Taglines in Renault Life Bold, Left-aligned on 1 line or 2 lines, Pantone 7579 U orange
- 4** Descriptions in Renault Life Regular typeface. Left-aligned on 1 line to 4 lines (maximum) in reverse white type.

The complete visual display is in a satin or matt finish.

Note:

To maximize the effectiveness of this unit, the offer must be updated in accordance with Brand news and developments. The country after-sales Marketing department is responsible for its policy for managing the unit.



Markings on furnishing units

Small accessories unit (2)

When a photographic visual is not available, it is replaced by a communications message.

The communication comprises three lines of text combined with a "corner".

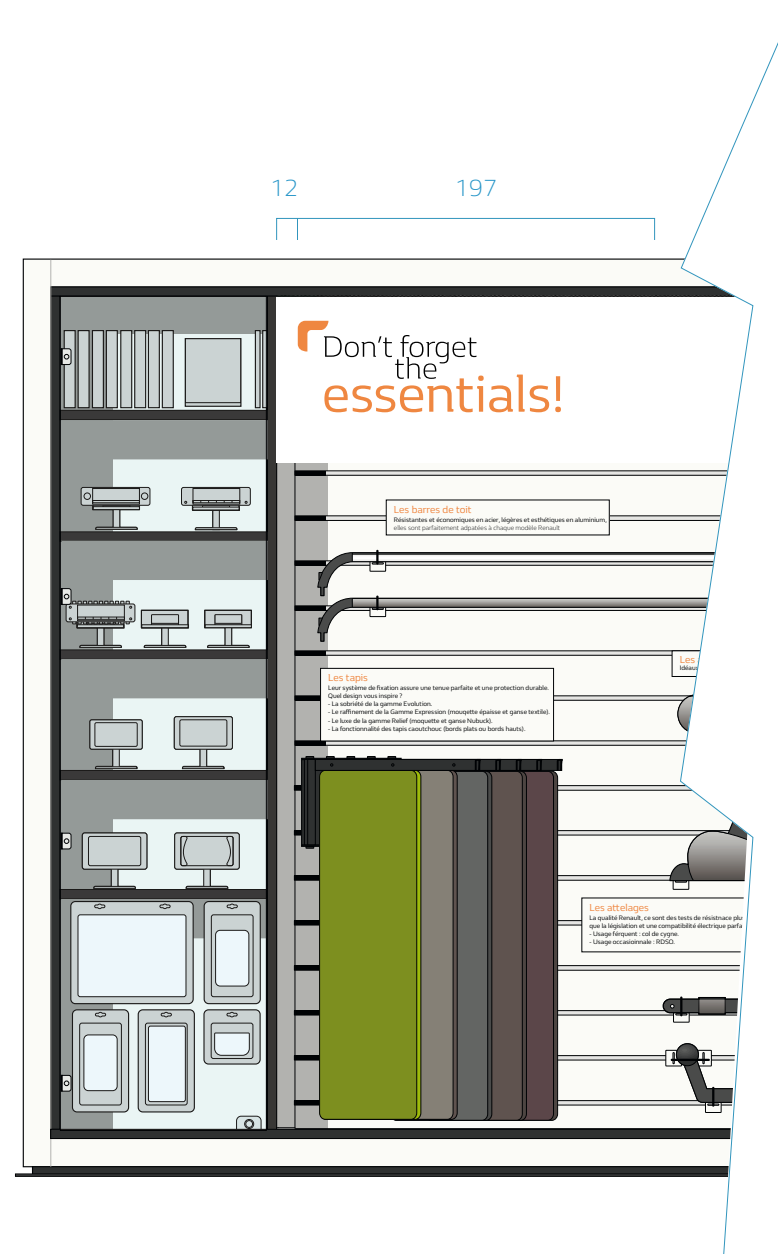
Key

- 1 Pantone 7579 U orange corner
- 2 Renault Life Light typeface Black
- 3 Renault Life Regular typeface
Pantone 7579 U orange

The complete marking is in a satin or matt finish.

Note:

An adaptation is necessary in the language of each country. To maximize the effectiveness of this unit, the offer must be updated in accordance with Brand news and developments. The country after-sales Marketing department is responsible for its policy for managing the unit.



Markings on furnishing units

Large accessories unit

The communication comprises three lines of text combined with a “corner”.

Key

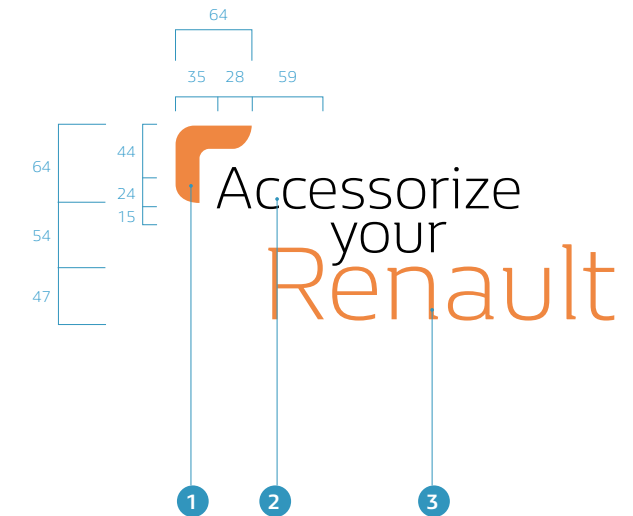
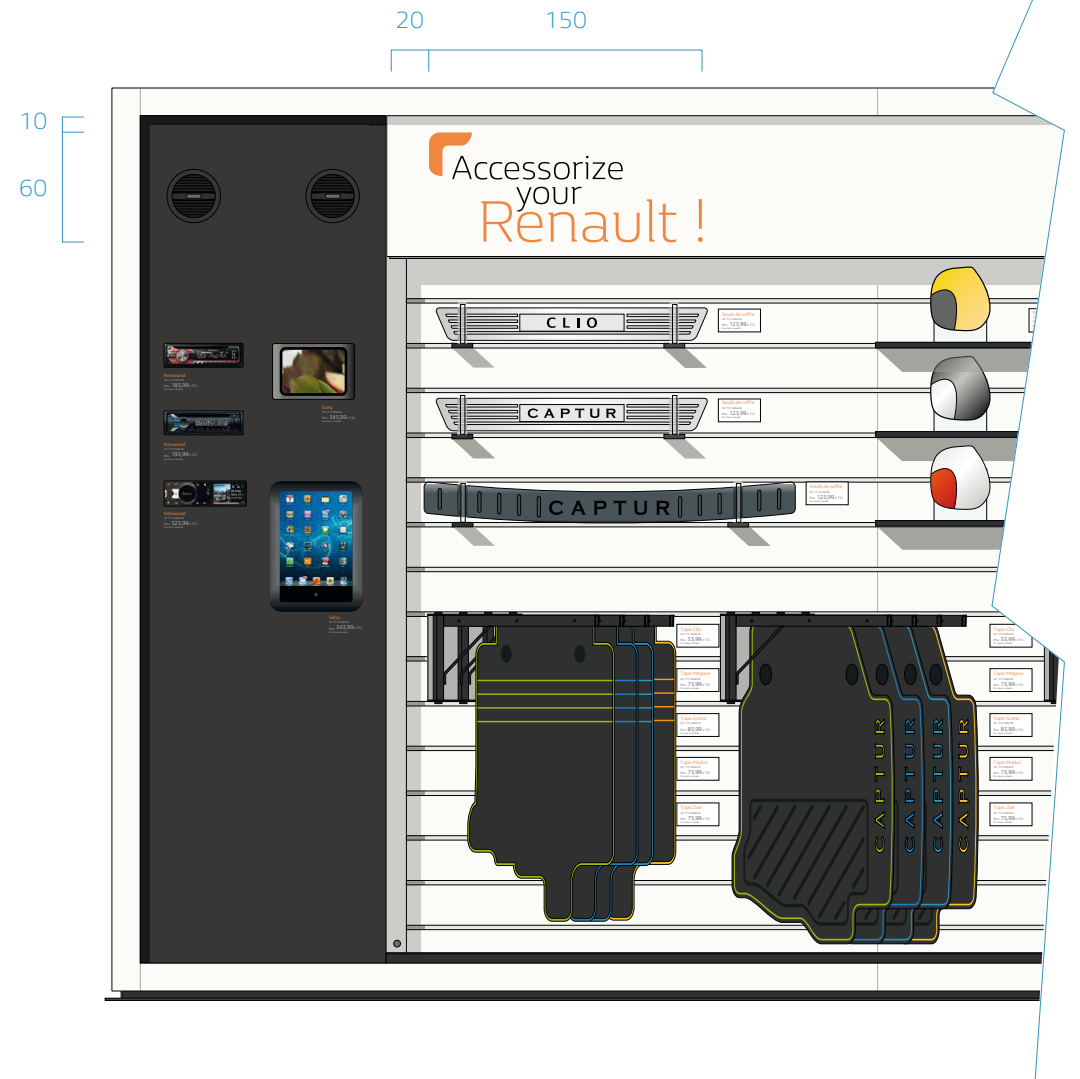
- 1 Pantone 7579 U orange corner
- 2 Renault Life Light typeface, Black
- 3 Renault Life Regular typeface
Pantone 7579 U orange

The complete marking is in a satin or matt finish.

Note:

An adaptation is necessary in the language of each country.

To maximize the effectiveness of this unit, the offer must be updated in accordance with Brand news and developments. The country after-sales Marketing department is responsible for its policy for managing the unit.



Markings on furnishing units

Impulse buy accessories unit

The communication comprises three lines of text combined with a “corner”.

Key

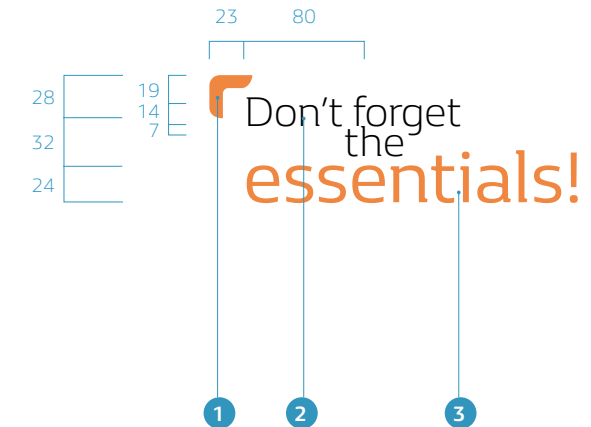
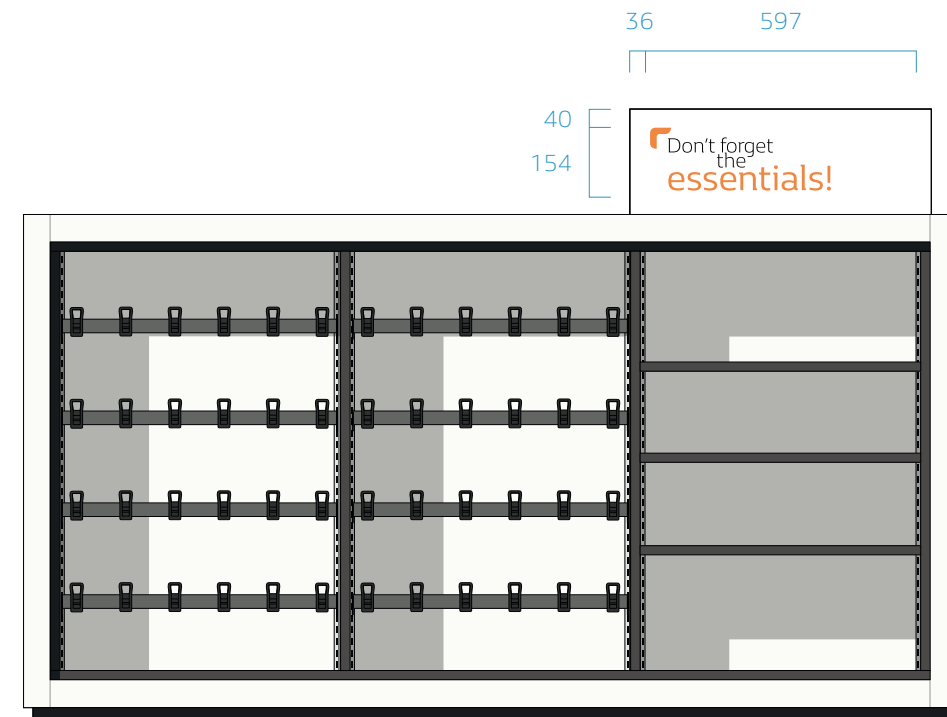
- 1 Pantone 7579 U orange corner
- 2 Renault Life Light typeface, Black
- 3 Renault Life Regular typeface
Pantone 7579 U orange

The complete marking is in a satin or matt finish.

Note:

An adaptation is necessary in the language of each country.

To maximize the effectiveness of this unit, the offer must be updated in accordance with Brand news and developments. The country after-sales Marketing department is responsible for its policy for managing the unit.



Markings on furnishing units

The delivery unit

The communication comprises 2 lines of text combined with a “corner”.

Key

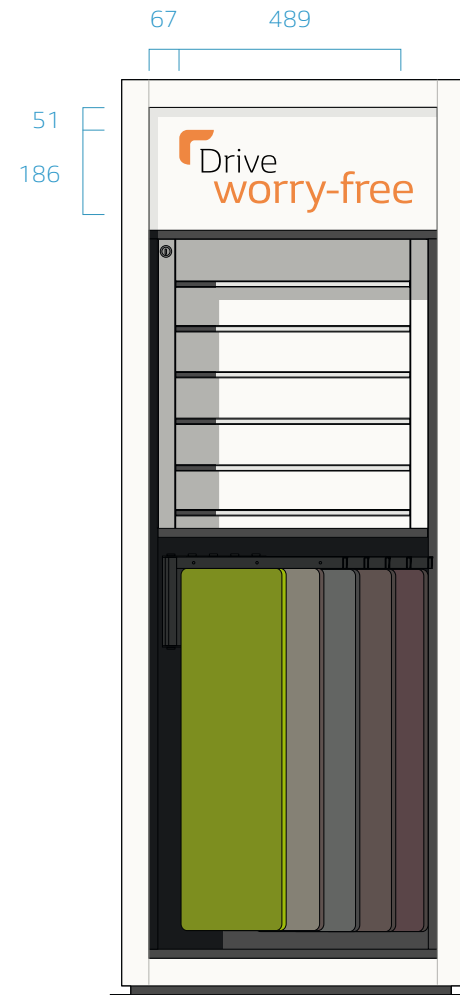
- ① Pantone 7579 U orange corner
- ② Renault Life Light typeface
Black
- ③ Renault Life Regular typeface
Pantone 7579 U orange

The complete marking is in a satin or matt finish.

Note:

An adaptation is necessary in the language of each country.

To maximize the effectiveness of this unit, the offer must be updated in accordance with Brand news and developments. The country after-sales Marketing department is responsible for its policy for managing the unit.



Markings on furnishing units

After-sales unit

The communication comprises 2 lines of text combined with a “corner”.

Key

- 1 Pantone 7579 U orange corner
- 2 Renault Life Light typeface
Black
- 3 Renault Life Regular typeface
Pantone 7579 U orange

The complete marking is in a satin or matt finish.

Note:

An adaptation is necessary in the language of each country.

To maximize the effectiveness of this unit, the offer must be updated in accordance with Brand news and developments. The country after-sales Marketing department is responsible for its policy for managing the unit.



Markings on furnishing units

Genuine parts unit

This unit comprises:

- A** A communications message featuring 2 lines of text combined with a yellow “corner”.
- B** The names of the tested and compared products.

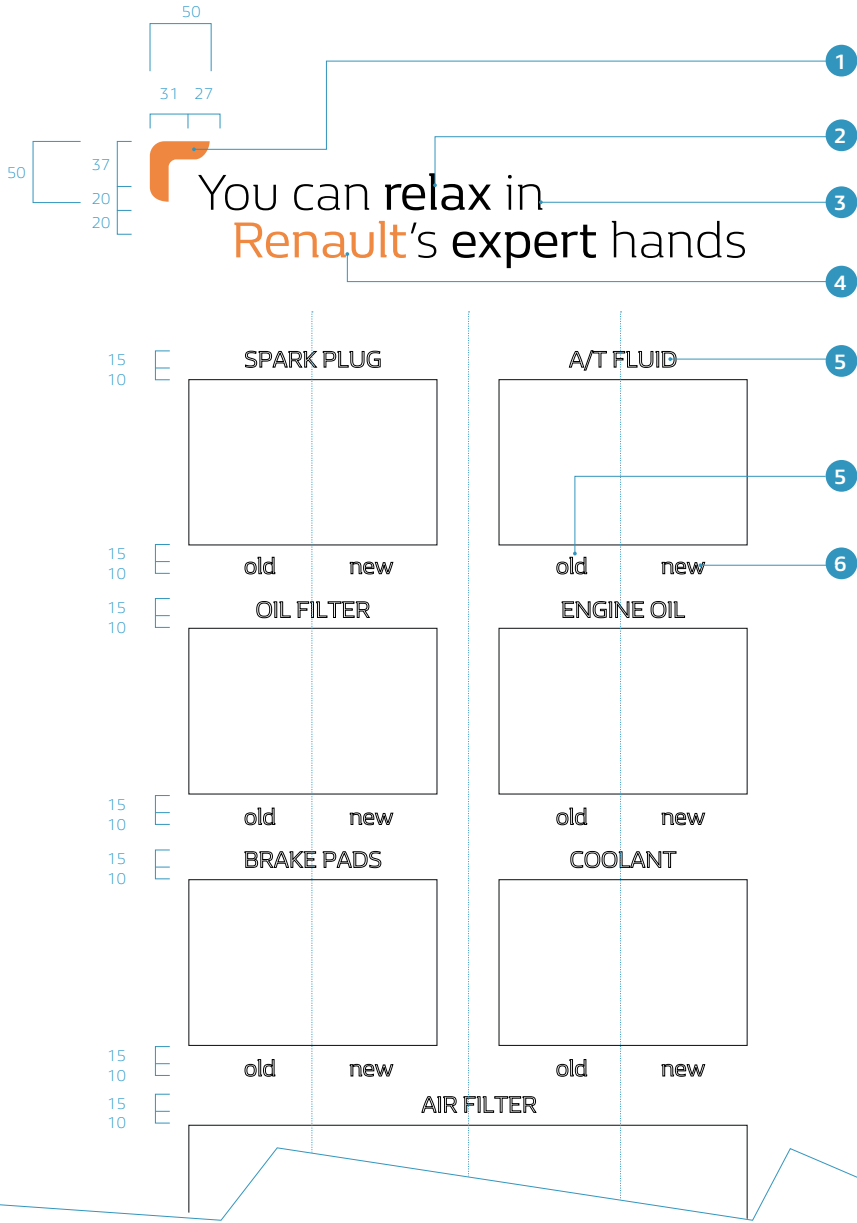
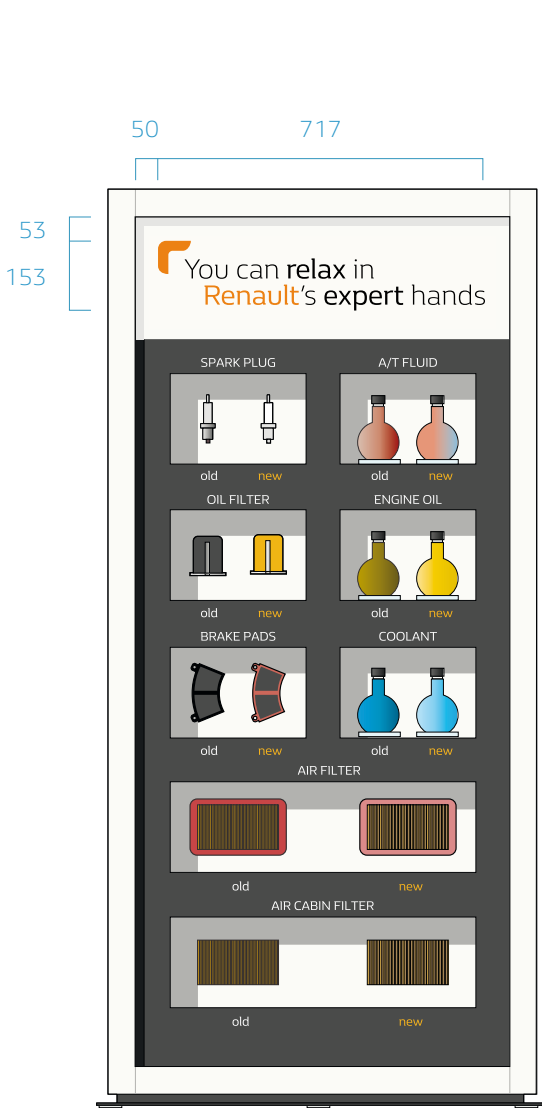
Key

- 1** Pantone 7579 U orange corner
- 2** Renault Life Light typeface. Black
- 3** Renault Life Regular typeface Black
- 4** Renault Life Regular typeface Pantone 7579 U orange
- 5** Renault Life Regular typography in reverse white on a 432 U grey background
- 6** Renault Life Regular typeface Pantone 7579 U orange

The complete marking is in a satin or matt finish.

Note:

An adaptation is necessary in the language of each country.



Markings on furnishing units

The price labels

Price labels must be placed in front of the corresponding accessories.

These labels feature:

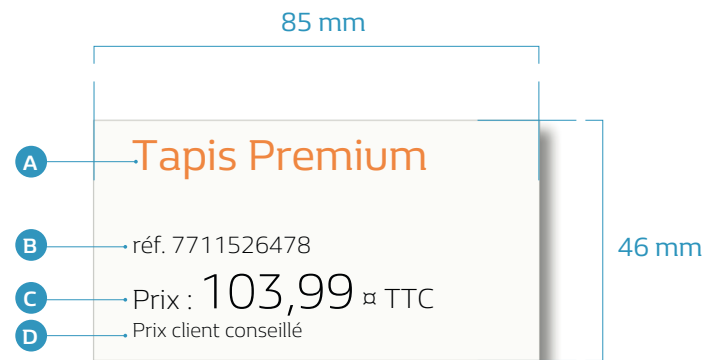
- A** Name of accessory
- B** Reference of accessory
- C** Price of accessory
- D** Any legal information

Key

- 1** Renault Life Regular typeface
Pantone 7579 U orange
- 2** Renault Life Light typeface. Black
- 3** White background
Expanded or extruded PVC, 5 mm thk

Note:

The information content shall be adapted according to the language and legislation in the country.



Tour of vehicle zone

Principle

The communication comprises three lines of text combined with a “corner”.

Key

- ① Corner
Pantone yellow 7408 U
- ② Renault Life Light typeface
Left-aligned over one line, white
- ③ Renault Life Bold typeface
Left-aligned in reverse white type
- ④ Renault Life Bold typeface
Left-aligned over one line
Pantone yellow 7408 U

Note:

An adaptation is necessary in the language of each country



Tour of vehicle zone

Detailed principle of wall / side markings

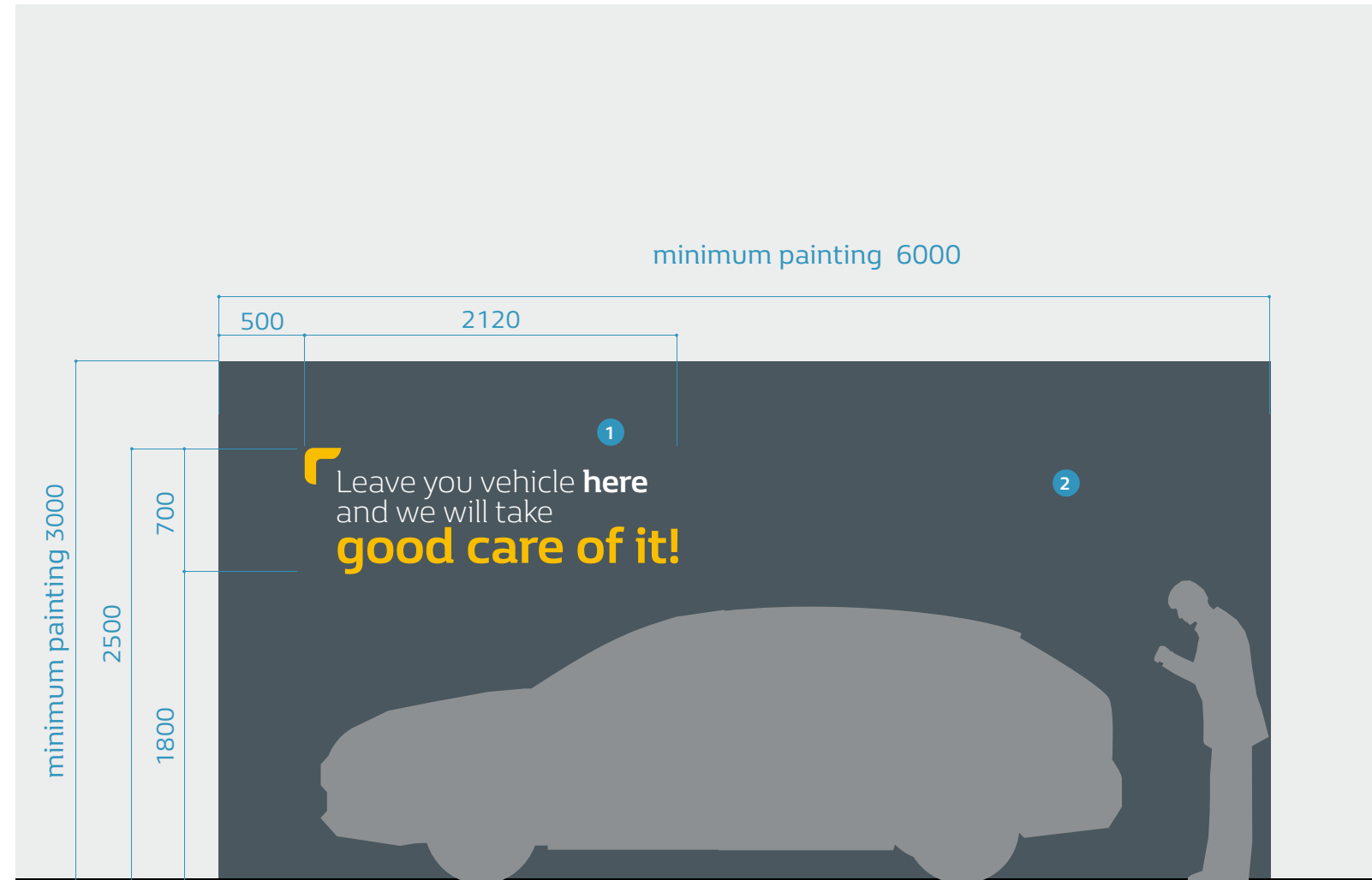
The top of the communications message is positioned:

- 2500 mm from the ground
- 500 mm from the left hand edge of the minimum painted zone.

Dimensions

- 1 The maximum size of the marking is H. 700 x W. 2120 mm. Adaptation according to the text shall be made on the width.
- 2 The area to paint can be reduced if necessary where other components already present so require.
A minimum of 3 x 6 m must be complied with.

The communications message shall be at least 500 mm away from the edge of the painted wall.



Tour of vehicle zone

Detailed principle of wall / front markings

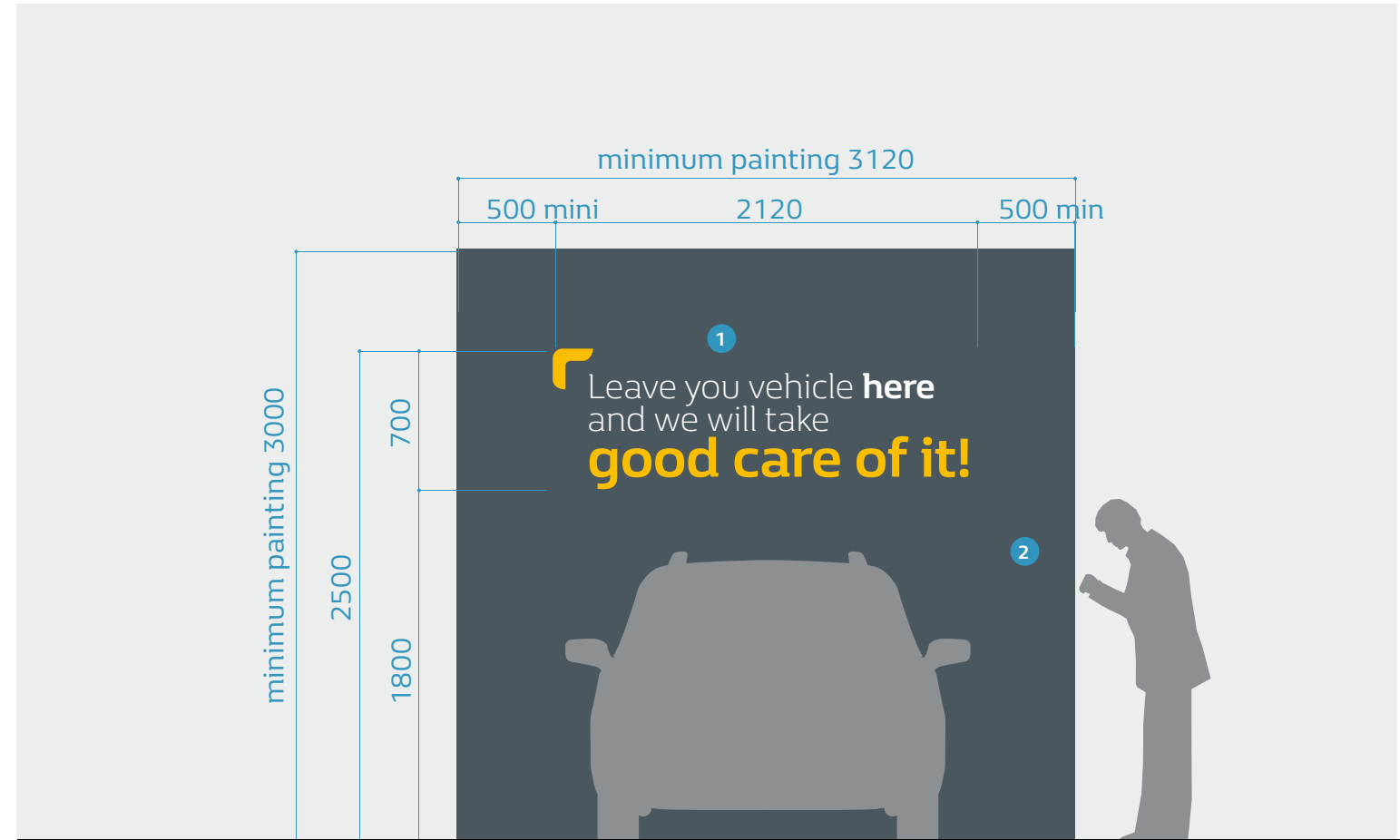
The top of the communications message is positioned:

- 2500 mm from the ground
- 500 mm from the left hand edge of the minimum painted zone.

Dimensions

- 1 The maximum size of the marking is H. 700 x W. 2120 mm. Adaptation according to the text shall be made on the width.
- 2 The area to paint can be reduced if necessary where other components already present so require.
A minimum of 3 x 3.12 m must be complied with.

The communications message shall be at least 500 mm away from the edge of the painted wall.



Tour of vehicle zone

Detailed principle of suspended markings

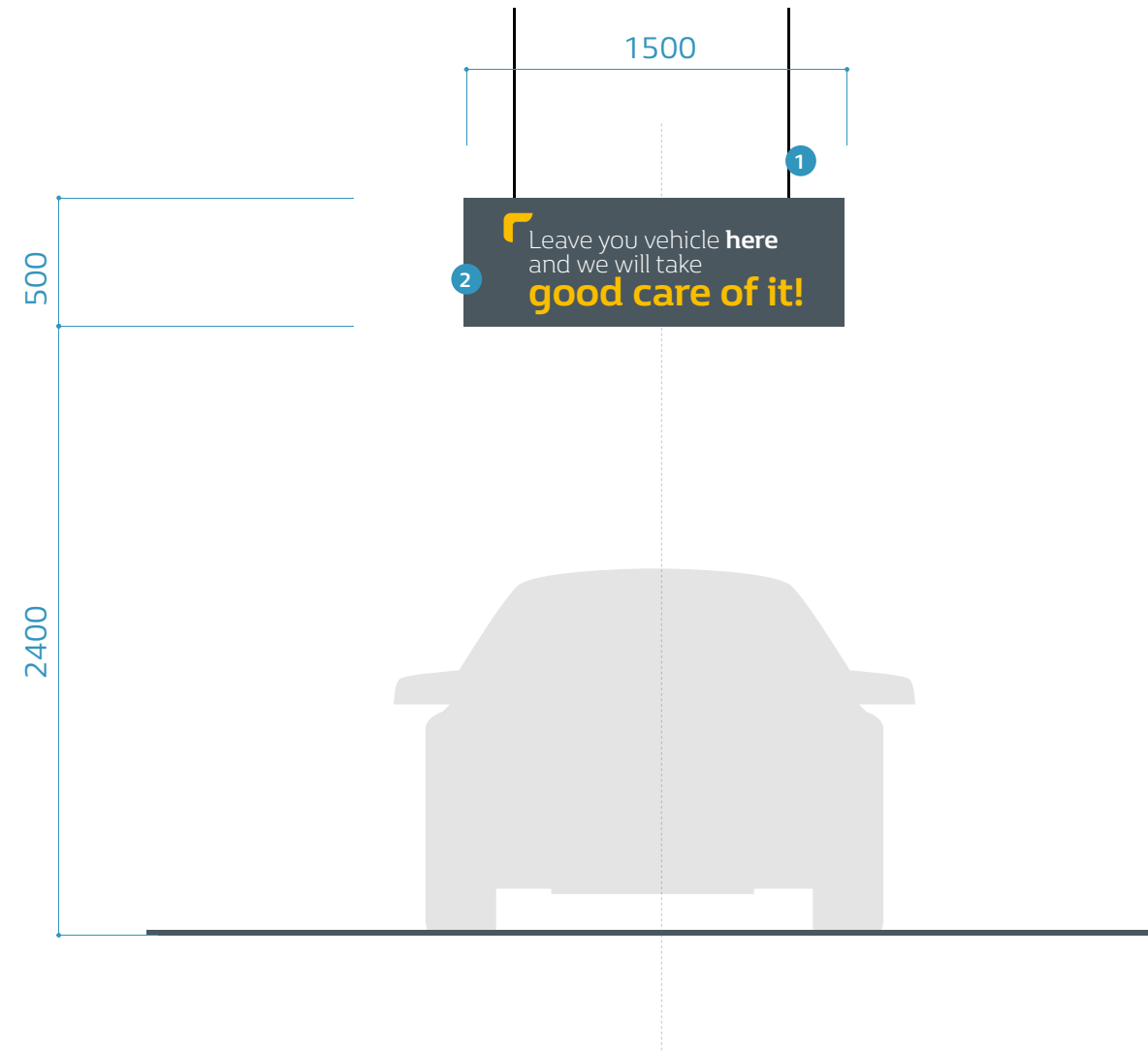
This option is suitable when no refurbishable walls are available in the vicinity of the vehicle reception area.

A double-sided panel is then hung from the ceiling to replace the communication message on the wall. The panel is positioned at the front of the vehicle in the single or multi-location area. (cf. specifications)

Dimensions

- ❶ The maximum size of the marking is H. 1200 x W. 450 mm. Adaptation according to the text shall be made on the width.
- ❷ Dimensions of the hanging panel: 1500 x 500 mm

The communications message shall be 2400 mm from the ground



Delivery Area

Principe

The Delivery Area features markings on the vertical walls behind the vehicles.

Three types of markings can be used, to be chosen depending on the size of the Delivery Area area, complying with the rule of one type of marking per vehicle. (see page 56)

Key

- ① Manufacturer's commitment
- ② Communications message
- ③ Grey wall
- ④ Delivery area marking

Note:

An adaptation is necessary in the language of each country.



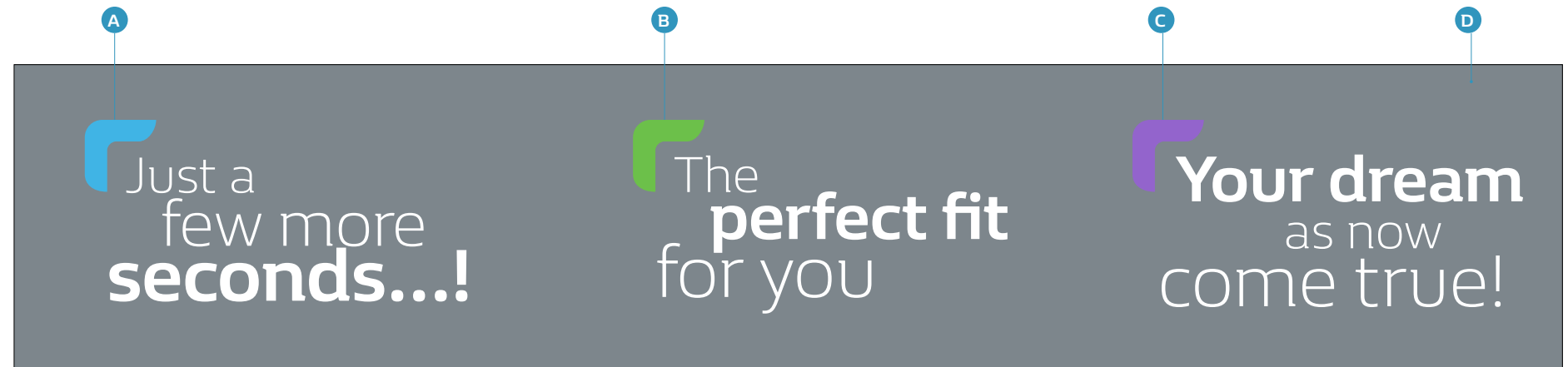
Delivery Area

Detailed principle

The communications message comprises three lines of text combined with a coloured "corner".

Key

- A** Pantone blue 298 U corner
 - B** Pantone green 360 U corner
 - C** Pantone purple 265 U corner
 - D** Pantone 430 U grey wall
-
- 1** Renault Life Light typeface
Left-aligned over one line, white
 - 2** Renault Life Bold typeface
Left-aligned over one line, white

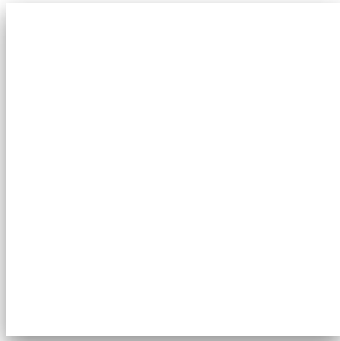


3. Point-of-sale communications

Technical principles



Colours and materials



RAL 9010 white

- Wall
- Satin or matt adhesive marking



Pantone 7408 EC yellow

- Wall
- Satin or matt adhesive marking



Pantone Grey 430 U

- Wall
- Satin or matt adhesive marking



Black

- Satin or matt adhesive marking



Crystal PMMA

- POS



Pantone blue 632 C

- Typography of communication sets and dividers



Pantone purple 7662 C

- Typography of communication sets and dividers



Pantone red 207 C

- Typography of communication sets and dividers

The 2x2 POS display wall

Principe

This POS display wall is presented in the Headline and Z.E. thematic zones and the Initiales Paris and Renault PRO+ areas

The communication media comprises an aluminium frame onto which two visuals are applied:

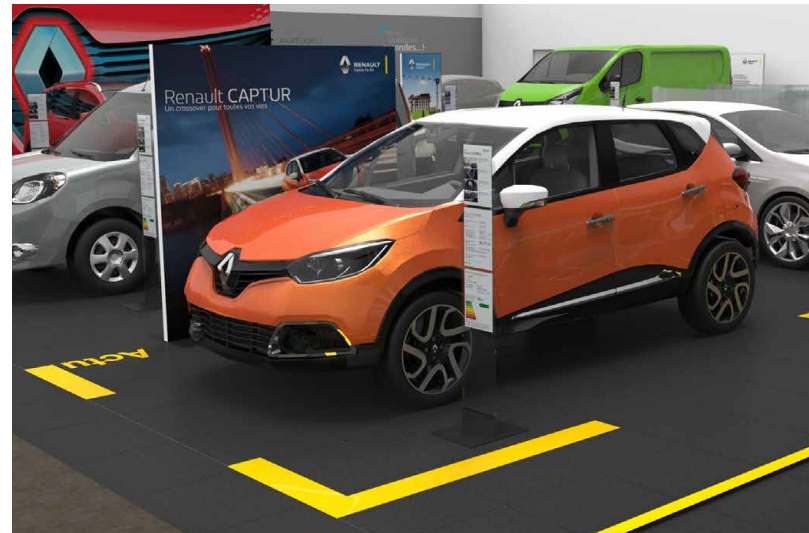
- on the front, a large product display
- on the back, a highlighting and explanation of the customer benefits.

The Dibond or stretched fabric panels facilitate the renewal of the visuals.

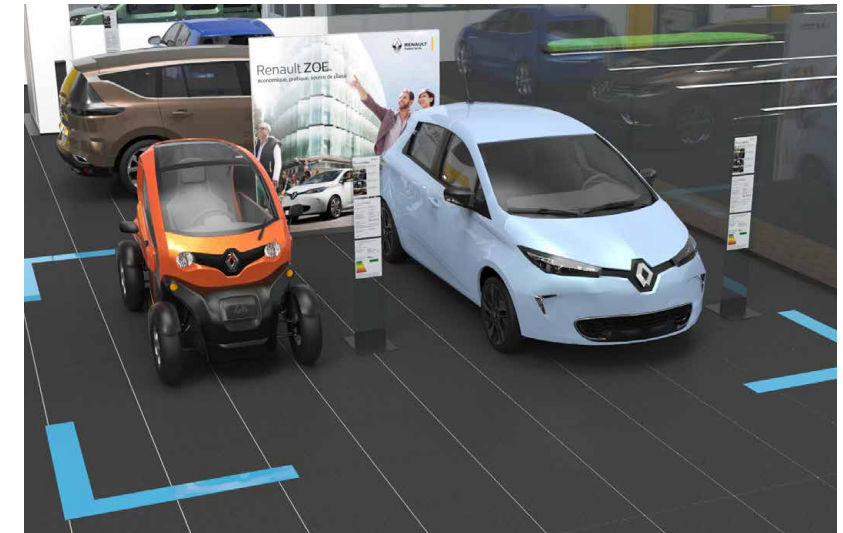
The visuals are given a consistent identity with the precise contours of the panels. **Visuals are regularly updated by the Marketing department according to product news and developments.**

Note:

For all technical data or layout principles, refer to the technical specifications relating to the areas and zones.



Headline Zone



ZE Zone



Initiale Paris Area



Renault PRO+ Area

Principle

The product display module is always double-sided.

- 1 The USP visual supplied by the Marketing department
- 2 The price sheet provided by the Methods and reference system department
- 3 The performance sheet

- 1 The USP visual supplied by the Marketing department
- 4 The accessory sheets supplied by the After-Sales marketing department.

An adaptation is necessary in the language of each country.



Brand bar dividers and sets

Principle

The Brand Bar comprises 2 types of communications media:

- 1 The communication sets
- 2 The thematic dividers

These media are targeted around the lines of communication of the Brand:

- Usage
- Innovation
- Design
- Product of the moment

Note:

An adaptation is necessary in the language of each country.



Brand bar dividers and sets

Principle

The dividers and the sets are indissociable by their themes and are arranged facing each other.

The format is invariable: W. 666 x H. 240 mm.

A «Usage» thematic divider

1 «Usage» communication set
Visuals supplied by Brand Stores

B «Innovation» thematic divider

2 «Innovation» communication set
Visuals supplied by Brand Stores

C «Design» thematic divider

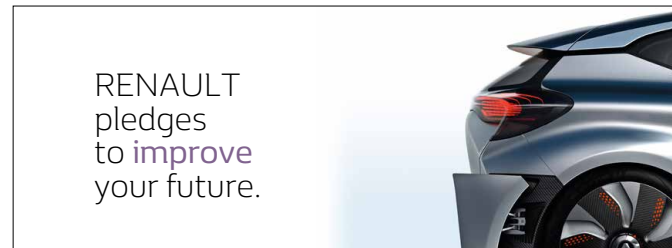
3 «Design» communication set
Visuals supplied by Brand Stores

D «Product of the moment» divider

4 «Product of the moment» set
Content provided by the country's Marketing department



A



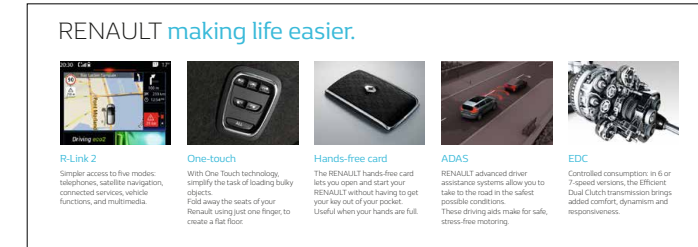
B



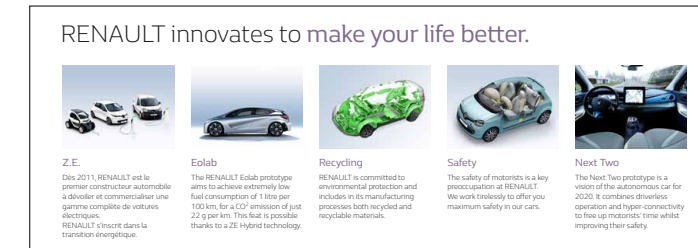
C



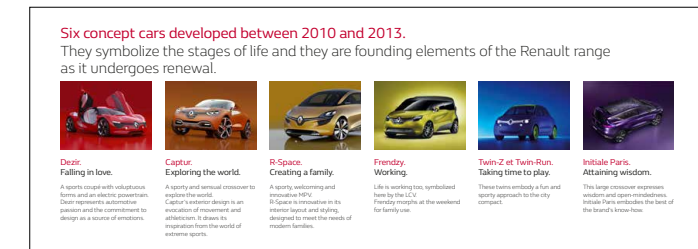
D



1



2



3



4

Brand bar dividers and sets

«Usage» divider and set

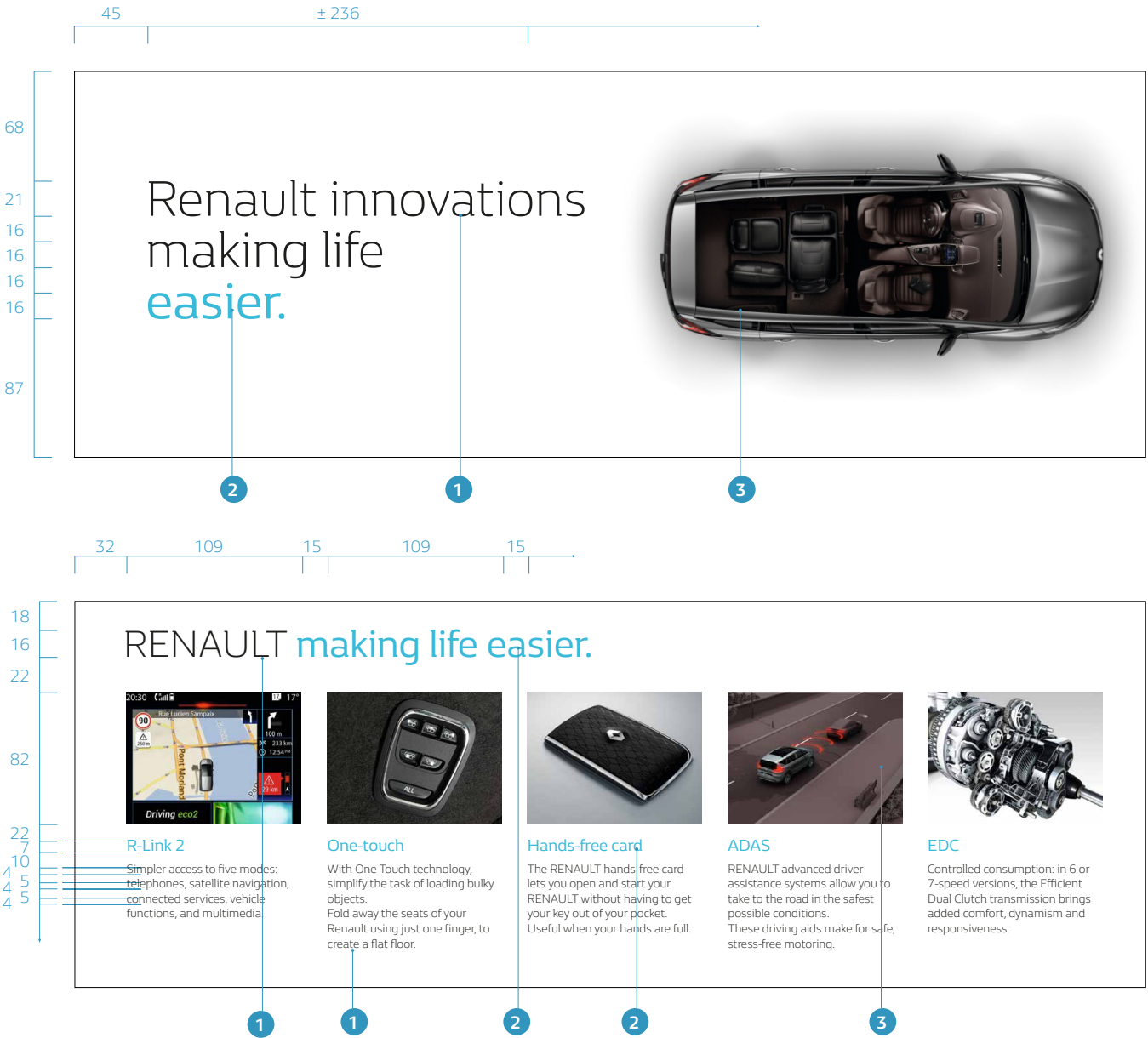
They feature editorial taglines, colour visuals and descriptive texts

Key

- 1 Renault Life Light typeface. Black
- 2 Renault Life Regular typeface
Pantone blue 632 C
- 3 Four-colour visual

Note:

An adaptation is necessary in the language of each country.



Brand bar dividers and sets

«Innovation» divider and set

They feature editorial taglines, colour visuals and descriptive texts

Key

- 1 Renault Life Light typeface. Black
- 2 Renault Life Regular typeface
Pantone purple 7662 C
- 3 Four-colour visual

Note:

An adaptation is necessary in the language of each country.



Brand bar dividers and sets

«Design» divider and set

They feature editorial taglines, colour visuals and descriptive texts

Key

- 1 Renault Life Light typeface. Black
- 2 Renault Life Regular typeface
Pantone red 207 C
- 3 Four-colour visual

Note:

An adaptation is necessary in the language of each country.



Digital media / Video

Digital and video media:

- ① reception totem
- ② brand wall
- ③ tablets
- ④ Service Reception screen,
- ⑤ configurator
- ⑥ Renault Sport totem

The introduction of digital technology to the showrooms is an effective tool to:

- Convey the Brand discourse in a dynamic way
- Contribute to selling more and better
- Give the customer the opportunity to experience the Brand in a new way
- Generate additional business, by presenting products or services
- Increase opportunities for contact with our customers

For more details, refer to the «Digital» application guide and the specification «Management of video & digital content»

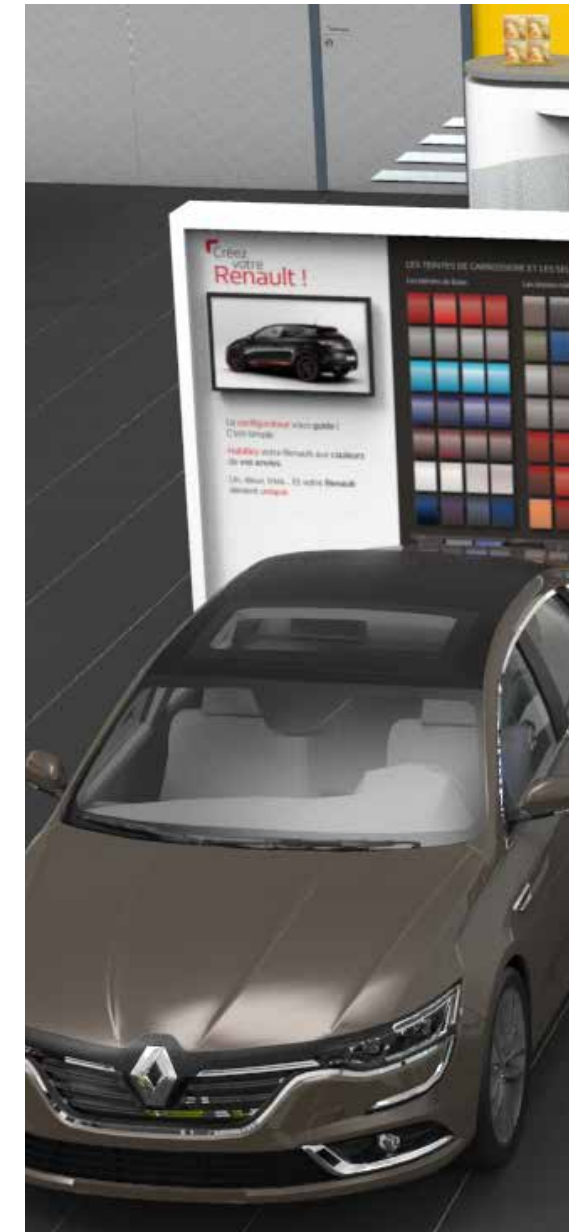
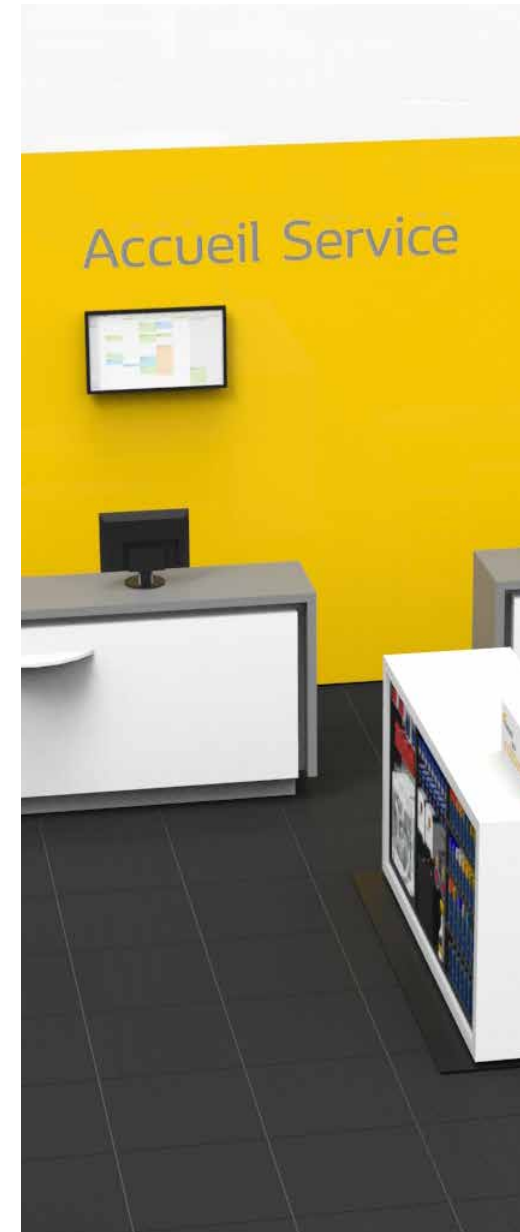


Brand and product content

Showroom editorial committee

To optimise the physical and digital media, and thereby show off the Brand and its products, services and accessories, it is strongly recommended to:

- 1 Set up a «showroom editorial committee» (where possible integrated into an existing committee and comprising at least marketing, after-sales, digital and network development roles) at a regional level to perform the following tasks: set the regional editorial policy and identify the specific development/adaptation requirements in terms of:
 - **Videos** / Brand wall (commercials, Brand films and news), Service Reception screen (accessories and promotional offers), configurator standby screen (product discovery films)
 - **Mobile strategy** / apps on the Brand bar tablets
- 2 Set up a similar committee at country level to put together the video playlist for broadcasting and schedule app deployment.
- 3 Identify a person in the country to be in charge of deploying and monitoring the content broadcast (e.g. digital manager).

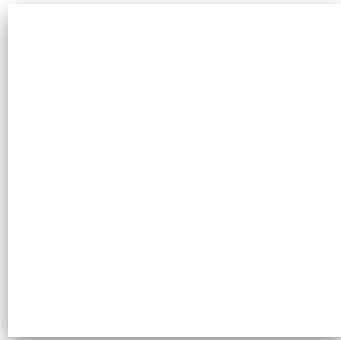


4. Interior signage

Technical principles



Colours and materials



RAL 9010 white

- Wall
- Satin or matt adhesive marking



Pantone 7408 EC yellow

- Wall



Pantone Grey 430 U

- Satin or matt
adhesive marking



Black

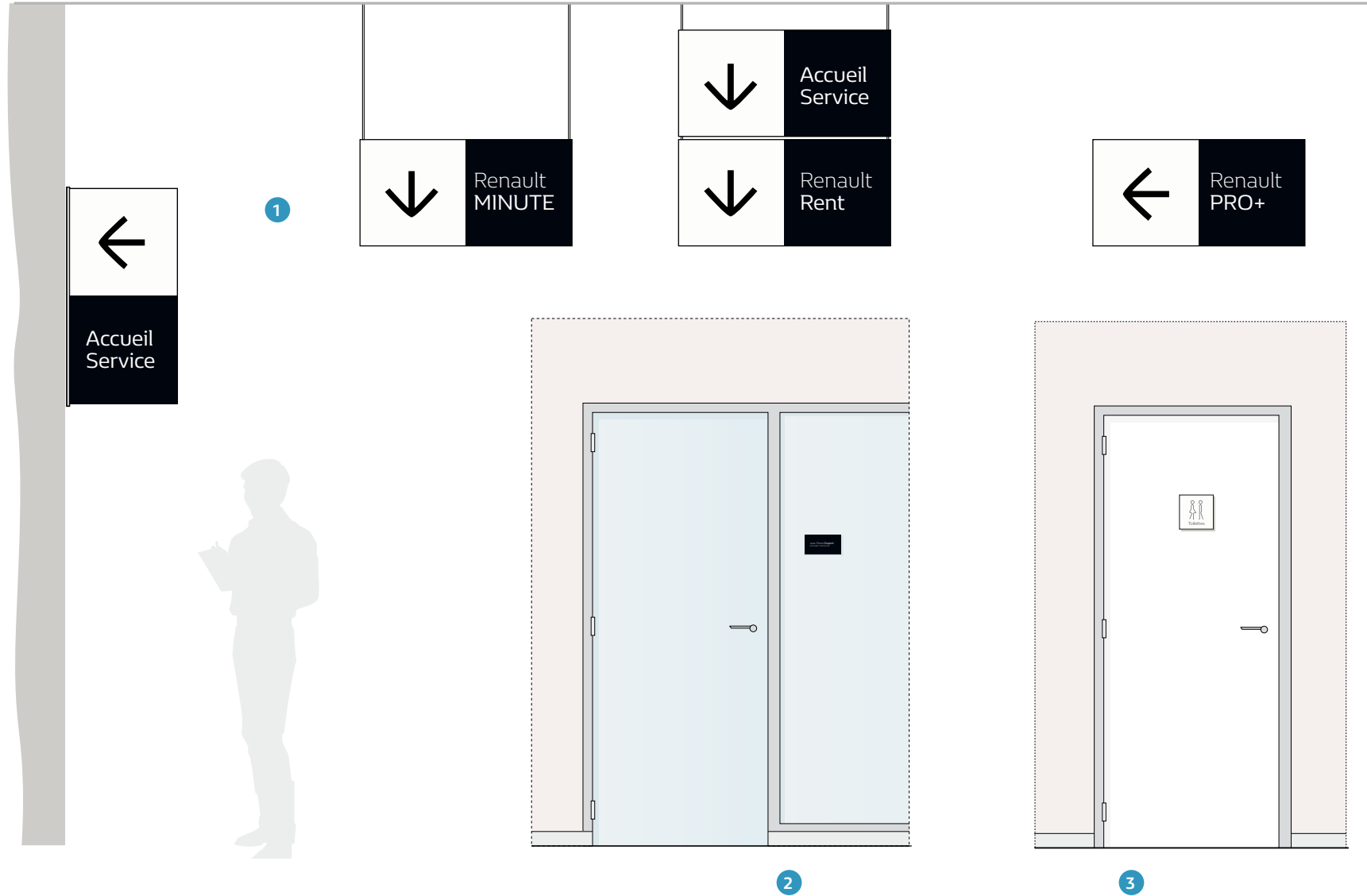
- Satin or matt
adhesive marking

Directional signage

General principle

The interior signage present in the showroom consists of three categories:

- 1 The directional signage
- 2 Door plaques and desk stands
- 3 Signs for facilities



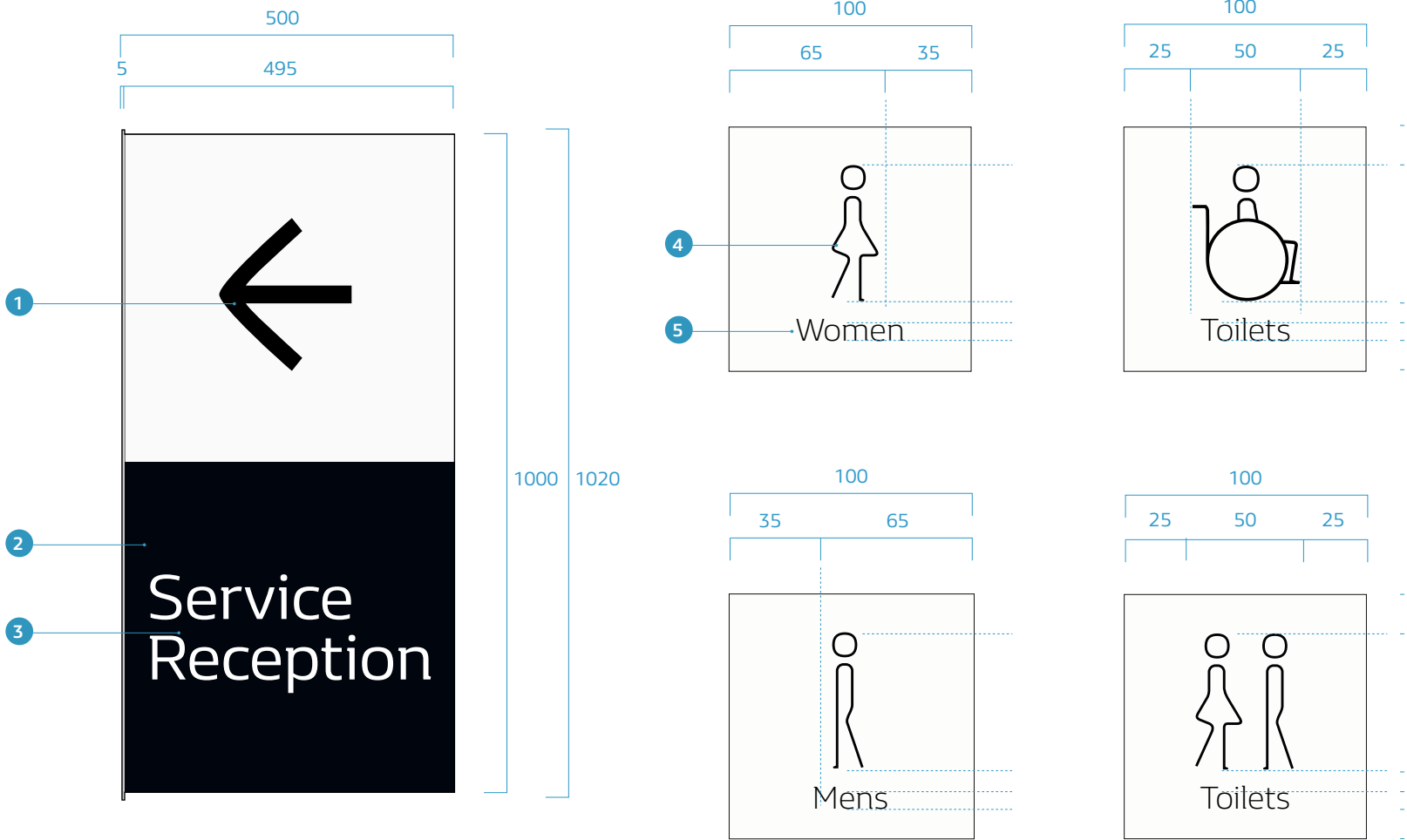
Directional signage

Main principles in detail

On the directional signage, the front and back is the same.

Key

- 1 Direction arrow. Black adhesive
- 2 Black adhesive
- 3 Variable inscriptions
Renault Life Light / Regular
Letters in reverse white type, Left-aligned, centred on the support
- 4 Pictogram
Black adhesive
- 5 Variable inscriptions
Renault Life light Black adhesive
All the markings are in a satin or matt finish.



Delivery area

General principle

The yellow wall comprising the Delivery area signage consists of:

- 1 Canvas stretched over frame or paintwork on prepared wall or plasterboard.
Pantone 7408 EC yellow
- 2 «Delivery area» lettering
PMMA, thk. 20 mm, lacquered
RAL 9006 grey
Satin finish
Left-aligned on the yellow wall



Delivery area

Principes détaillés

- 1 «Delivery area» lettering on 2 lines for the 2 m yellow walls.

Typography: Renault Life Regular

A capital for the first letter

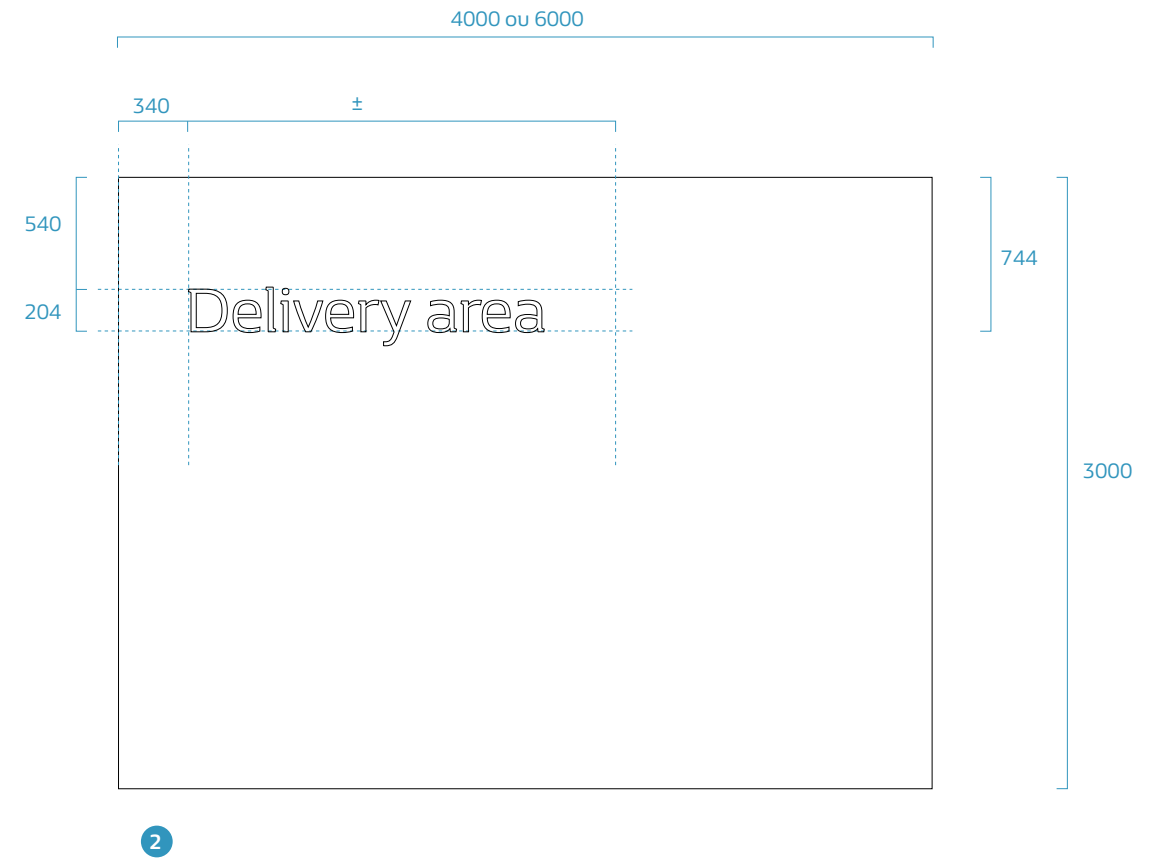
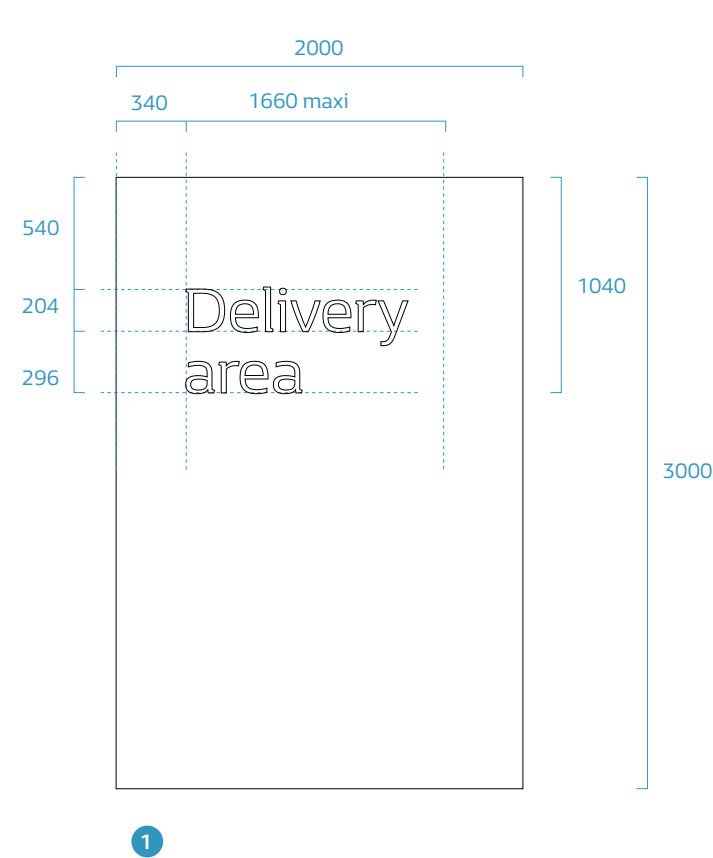
RAL 9006 grey

- 2 «Delivery Area» lettering on 1 lines for yellow walls in excess of 2 m.

Typography: Renault Life Regular

A capital for the first letter

RAL 9006 grey

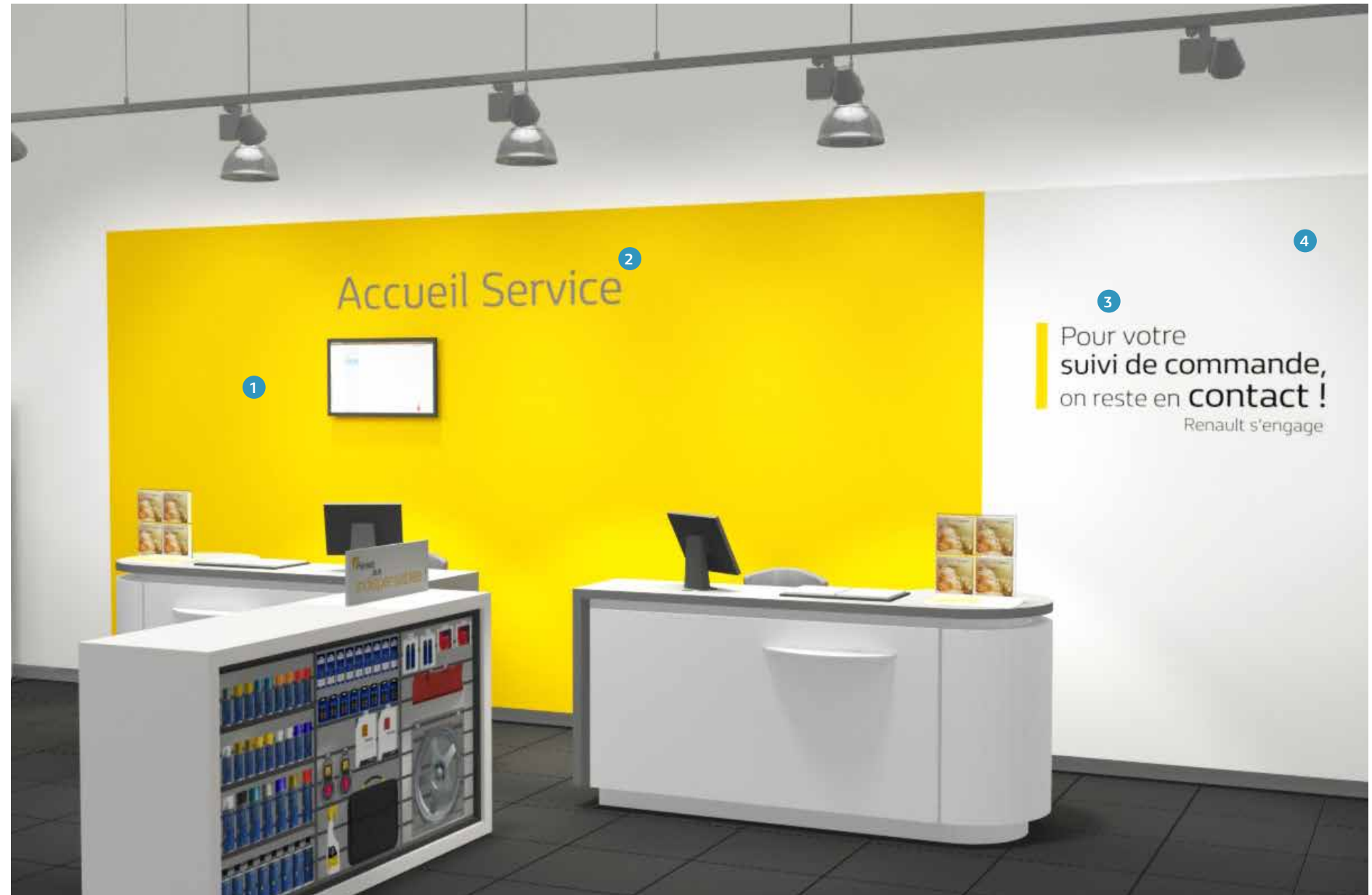


Service Reception

General principle

The Service Reception is easily visible thanks to its yellow wall with the «Service Reception» signage. It comprises:

- 1 Yellow wall
 - Canvas stretched over frame or paintwork on prepared wall or plasterboard.
 - Pantone yellow 7408 EC
- 2 "Service Reception" lettering
 - PMMA, thk. 20 mm, lacquered
 - RAL 9006 grey
 - Satin finish
 - Centred on the yellow wall
- 3 After-sales commitment (cf. part 1 of this document)
- 4 RAL 9010 white wall



Service Reception

Main principles in detail

The identification signage bears the wording "Service Reception".

Key

- 1 "Service Reception" lettering
 - Typography: Renault Life Regular
 - A capital for the first letter of each word
 - RAL 9006 grey

