




THE RENAULT MULTIBRAND SITES

APPLICATION GUIDE

GROUPE RENAULT

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INTRODUCTION

when do we talk about multibrand sites?

OBJECTIVES

A site is said to be a "multibrand" site when another Brand other than Renault is present on the site. This means both competitor brands, as well as those of the Renault Group.

The identity standards of the Renault Network, grouped together under the Renault Store designation, must be applied in all situations.

This document defines the installation rules to be complied with on multibrand sites (for non-Renault group brands), **when the implementation of separate buildings by brand is not possible.**

RULES OF APPLICATION

Rules concerning Renault are to be strictly applied.

Those concerning other brands are only recommendations to be validated by the manufacturers in question.

These rules of application shall make it possible to deploy multibrand sites that:

- **offer our customers the clearest customer journeys** to ensure a customer experience which is consistent whatever the type of site,
- **comply with Renault standards** in terms of signage and interior layout,
- **ensure a balanced Renault presence** compared to other brands,
- **respect each brand identity** present thanks to clear rules of separation.

PROCESS AND SCOPE

The defined rules shall be applied for all Regions.

Specific cases, which must be exceptions, shall be communicated to the Region, to allow, if necessary, **for an exchange with the teams of the Brand Stores.**

1

GENERAL PRINCIPLES

Challenges and context	1.1
Approaches to sites	1.2
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challenges and context

OFFER A HOMOGENEOUS EXPERIENCE

For a Brand, being distinctive is above all about **respecting its identity, retaining its personality, and keeping to the fundamentals and signs** which enable brand recognition in all situations.

With Renault Store, **Renault has defined a complete and consistent brand territory** to guide the customer in the most efficient way possible.

It is essential to preserve this on multibrand sites too, with the idea not being to develop new components but to install them in an optimum way **in order to offer customers a Renault experience which is homogeneous and consistent.**

SIMPLE PRINCIPLES ADAPTED TO THE DIVERSE RANGE OF SITES

To achieve this, some simple principles have been defined and are applicable to the following components:

- Approaches to sites,
- Façades,
- Showrooms,
- After-Sales,
- Delivery.



GENERAL PRINCIPLES

organization of the approaches

① Point of departure

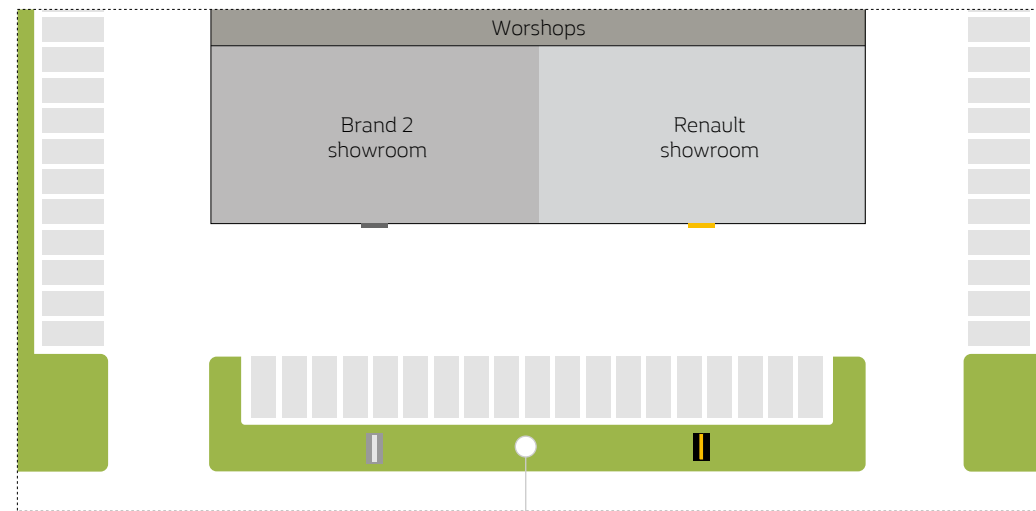
- The approaches feature parking areas in front of the showroom and on either side of the building.
- Each brand has its own specific entrance.

② Principle 1. Separation

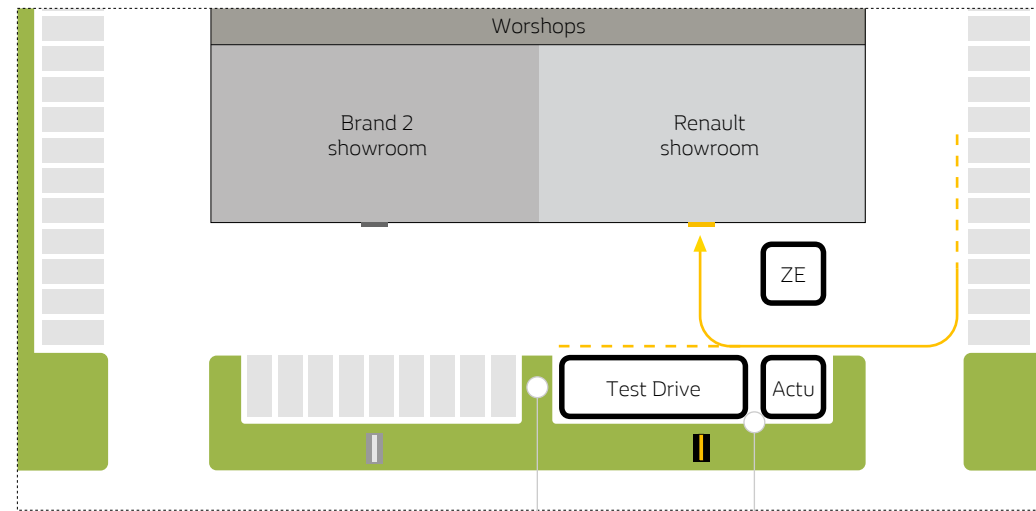
- The zones occupied by each brand are separated by a clear area.

③ Principle 2. Identification

- The exterior display areas are located in front of the Renault showroom.
- The customer journeys are clearly defined by pedestrian routes organizing the flow between the customer parking area and the showroom.



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1

2

GENERAL PRINCIPLES

the main façade

① Point of departure

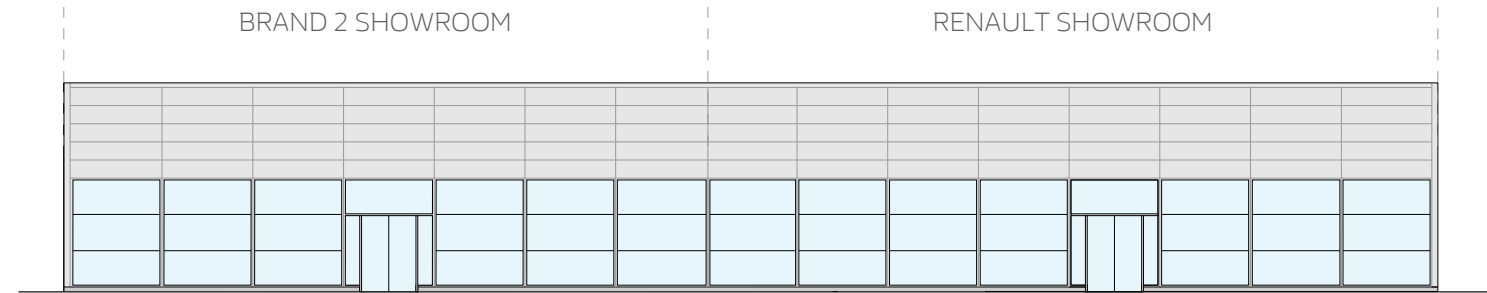
- The façade of the building is blank, incorporating 2 separate entrances giving access to the showroom of each of the brands.

② Principle 1. Separation

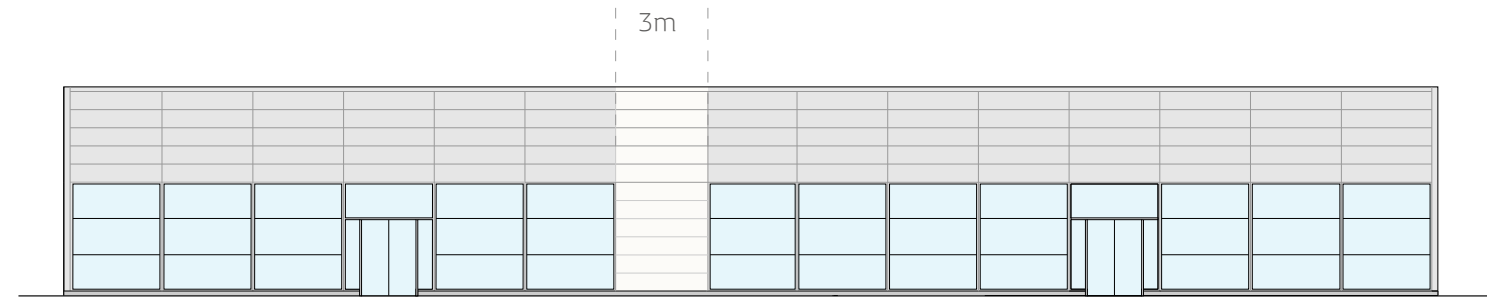
- A white or light grey neutral zone marks the separation between the 2 showrooms.

③ Principle 2. Identification

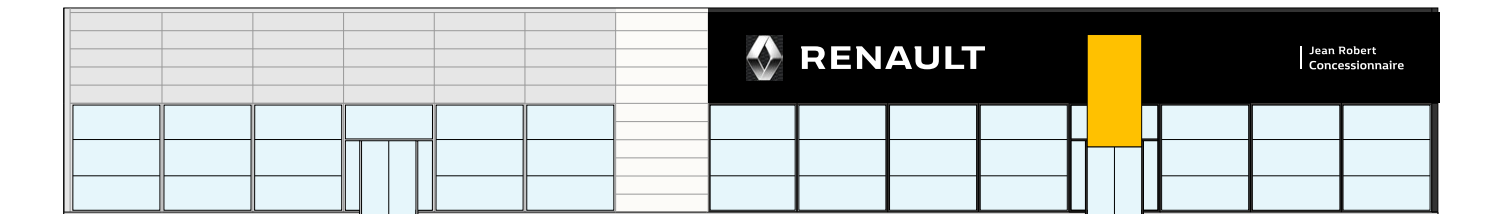
- The frontage of the Renault showroom is identified by the woven mesh on which the Renault signature and Site Name are located.
- The entrance is identified by the overhead panel.
- The frames are painted in dark grey.



①



②



③

GENERAL PRINCIPLES

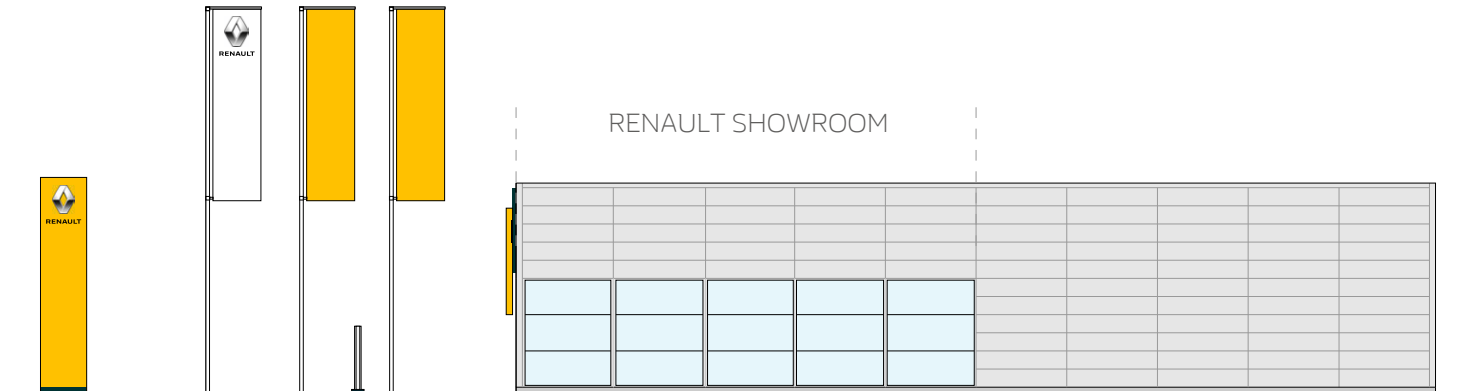
the secondary façade

① Point of departure

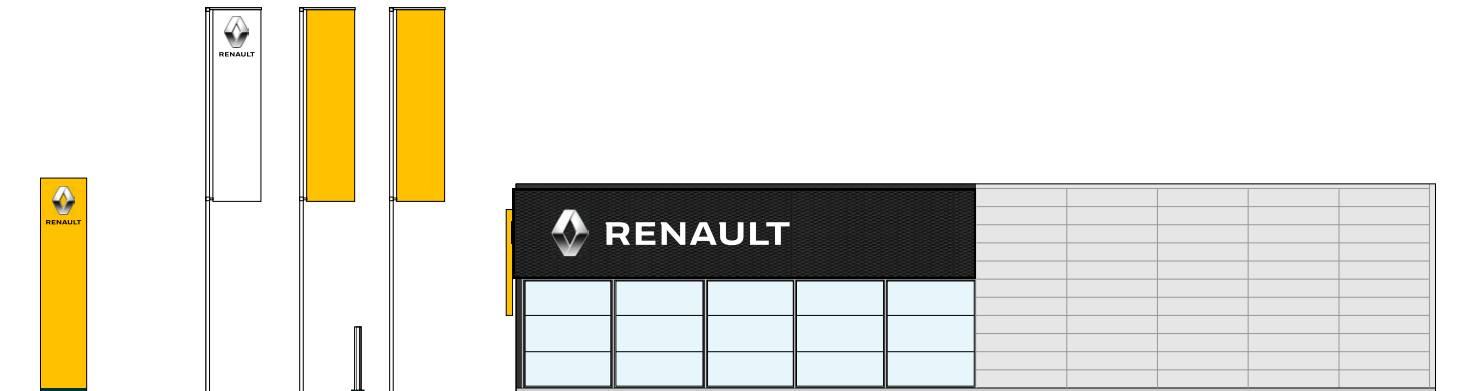
- The secondary façade of the building is blank.

① Principle 1. Identification

- When the Renault showroom has a secondary façade, the glazed section is identified by the woven mesh with the Renault signature.
- The frames are painted in dark grey.
- The totem is positioned at the entrance to the showroom.
- The flags are positioned at the edge of the plot, in groups of 3 or 5 depending on what is possible.



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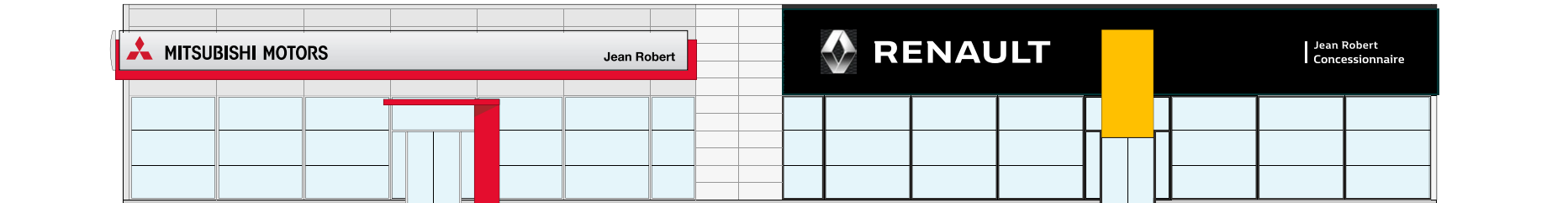
1

GENERAL PRINCIPLES

the Site Name

① Principle 1. Separate site names

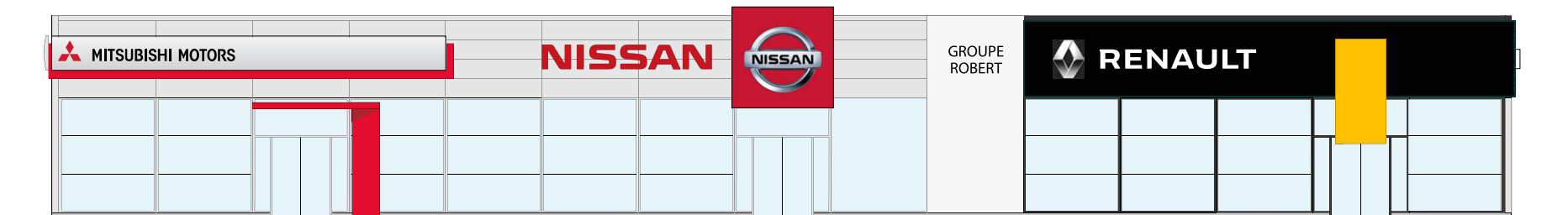
- The Site Name is present on the façade of each brand, according to the arrangements for that brand.



①

② Principle 2. Shared site name

- The Site Name is distinguished from the manufacturer's own systems by being applied on a white background made of a different material.
- The height of the letters of which this Site name is made up may not be greater than 50% of the height of the Renault word.
- Any figurative form of expression (emblem, colour background, logotype, etc.) is to be avoided as there is a risk of detracting from the impact of the distributed brands.



②

GENERAL PRINCIPLES

the After-Sales façade

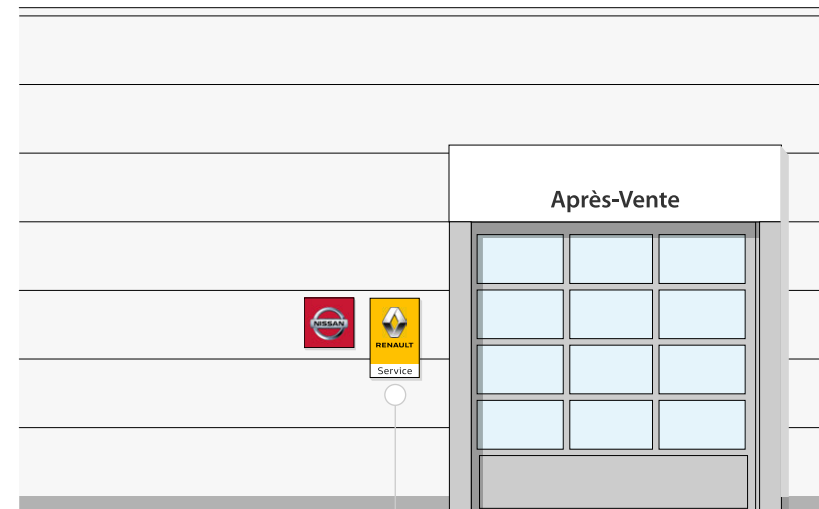
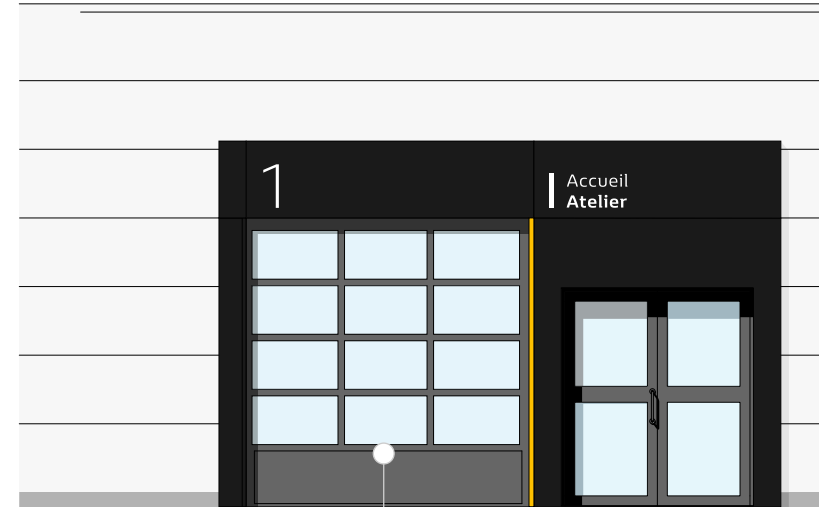
with shared reception

① Principle 1. Specific workshops

- The Renault workshop is separate from the workshop of brand 2.
- The Renault workshop bay accessible to customers is identified by its dark grey cladding.

② Principle 2. Shared workshop

- The workshop is shared by the 2 brands.
- The workshop bay is neutral.
- Service plaques in the colours of each of the brands are present to one side of the bay, in similar dimensions to ensure a comparable impact.



GENERAL PRINCIPLES

the showroom

① Point of departure

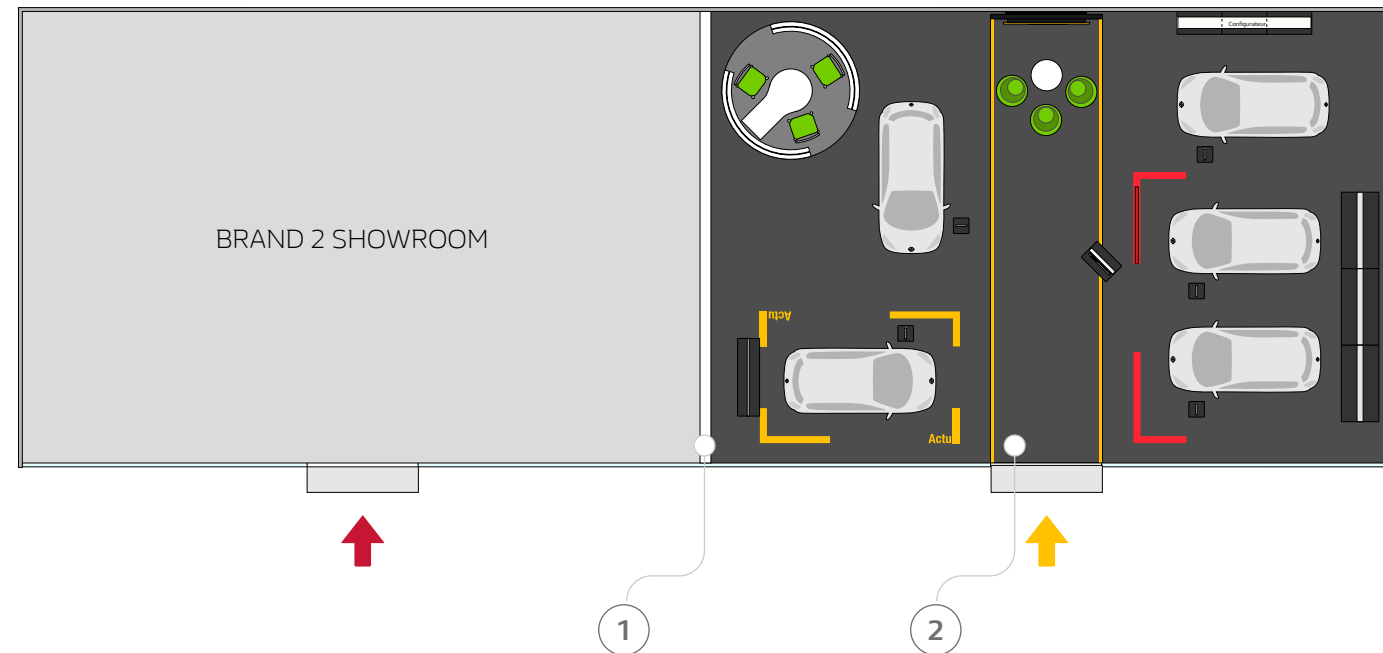
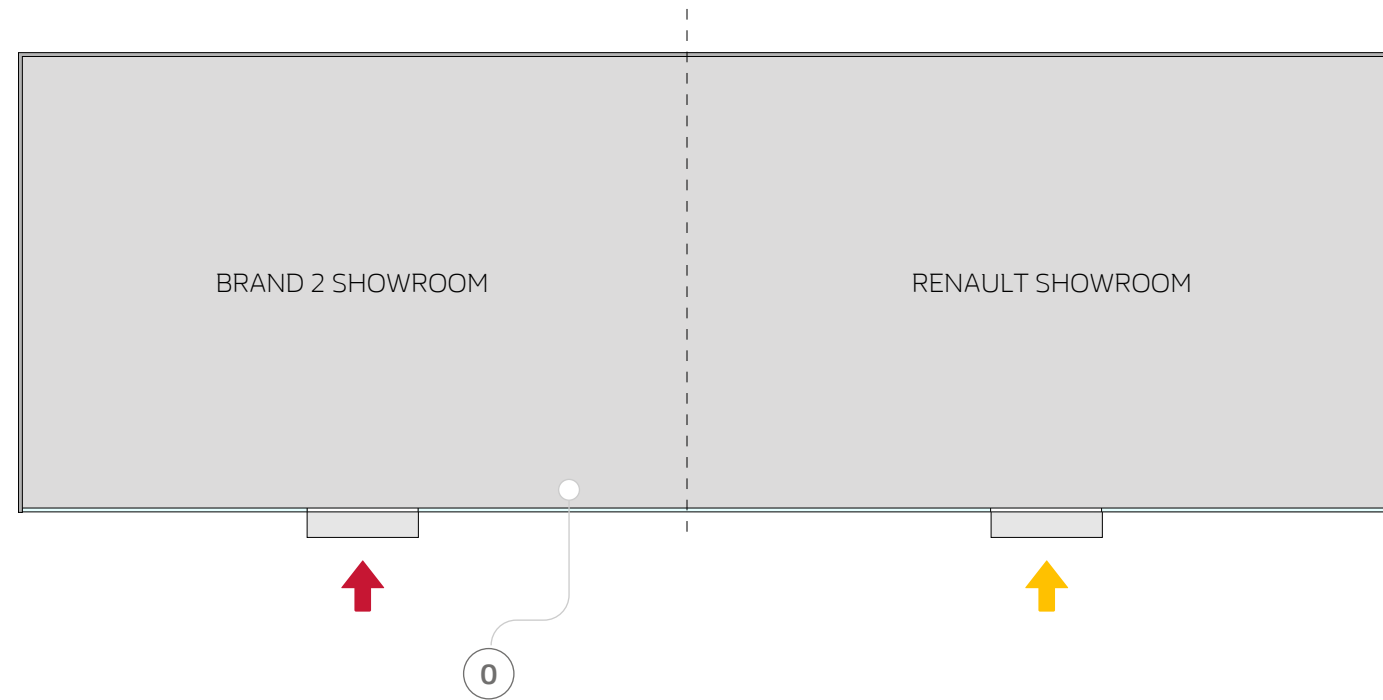
- Each brand has its own specific entrance.

① Principle 1. Separation

- An opaque wall separates the 2 showrooms.
- The floor of the Renault showroom is finished with dark grey tiling.

② Principle 2. Application of layout standards

- The Renault Road defines the structure of the showroom.
- The product zones showcase the vehicles on display.
- The sales desk, the configurator and the other furnishing units are installed along the path of the customer journey.



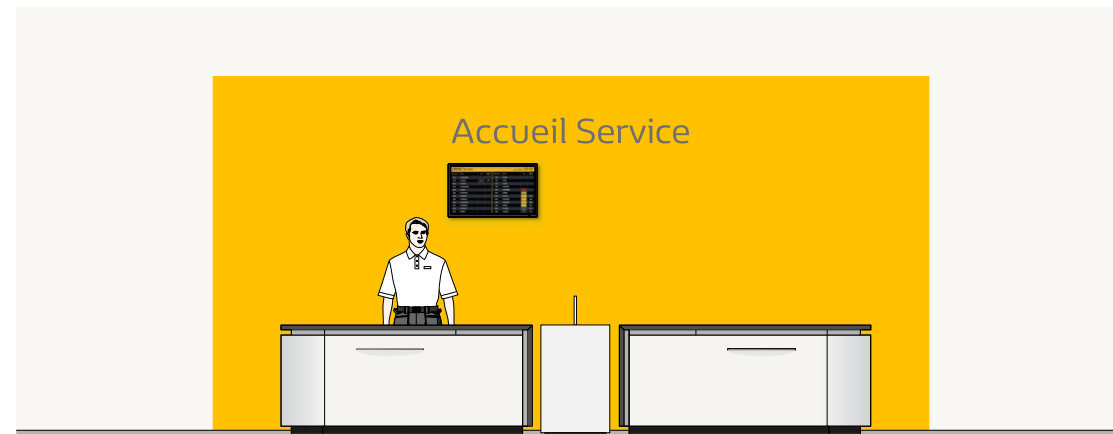
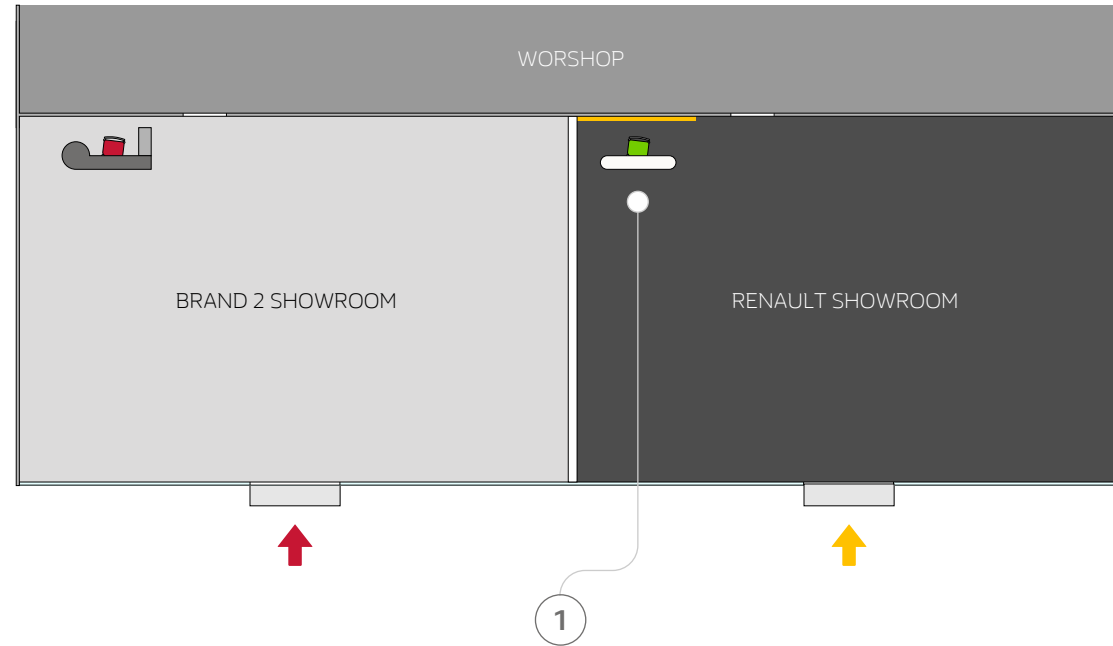
GENERAL PRINCIPLES

the After-Sales reception

with specific reception desks

① The Renault Service Advisor

- The Renault customer is welcomed to the showroom by a Service Advisor specific to the brand.
- The After-Sales reception is similar to those in Renault Stores.



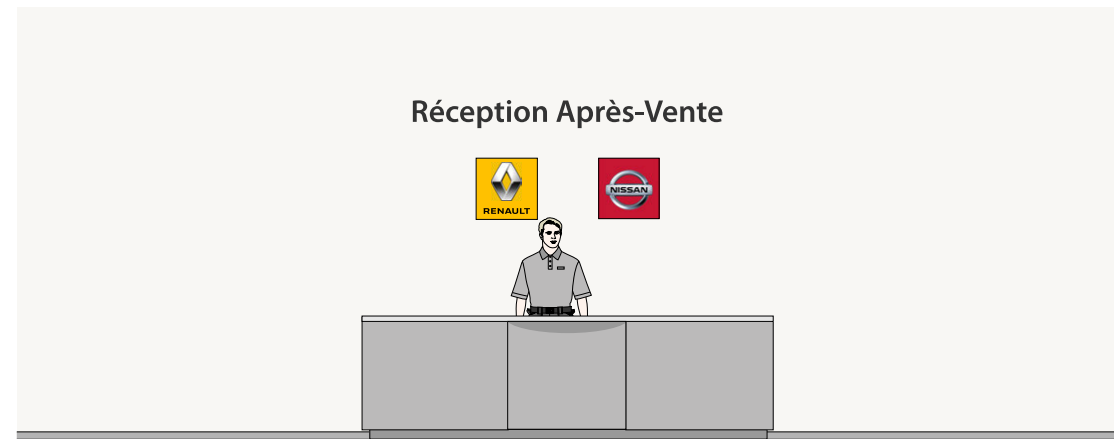
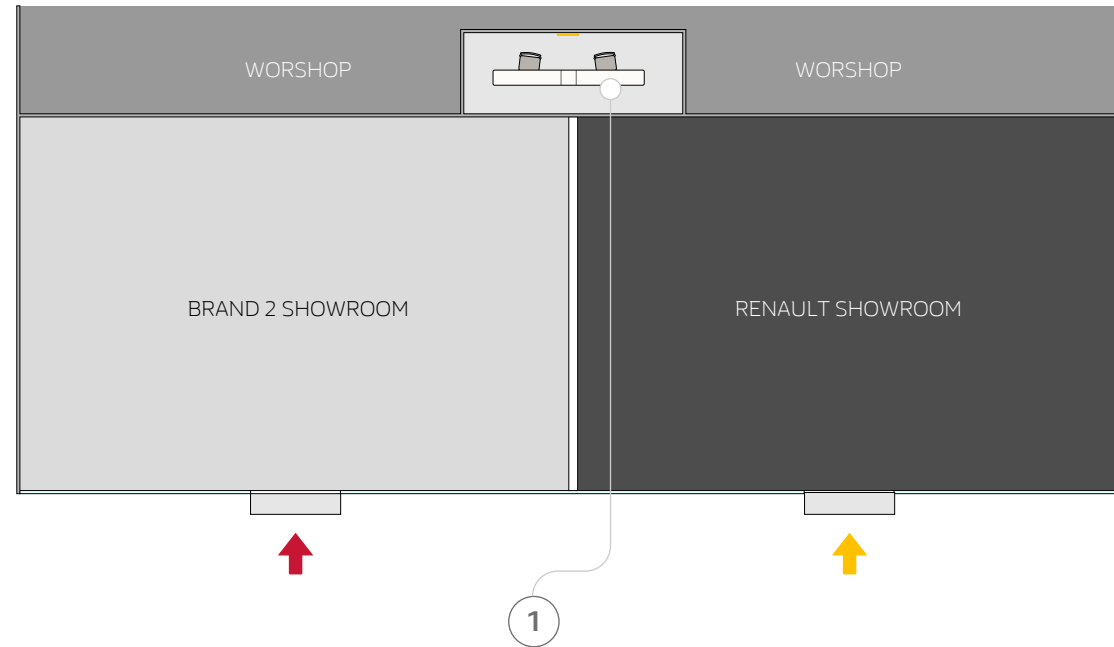
GENERAL PRINCIPLES

the After-Sales reception

with specific reception desks

① A multibrand Service Advisor

- The Renault customer is welcomed to the showroom by a multibrand Service Advisor.
- The After-Sales reception is neutral.
- The Renault signature is present on the rear wall of the After-Sales reception with dimensions similar to other brands to ensure a comparable impact.
- Wherever possible, access to the After-Sales reception should be independent for the customers of each of the brands.



GENERAL PRINCIPLES

delivery

① Principle 1. Dedicated area

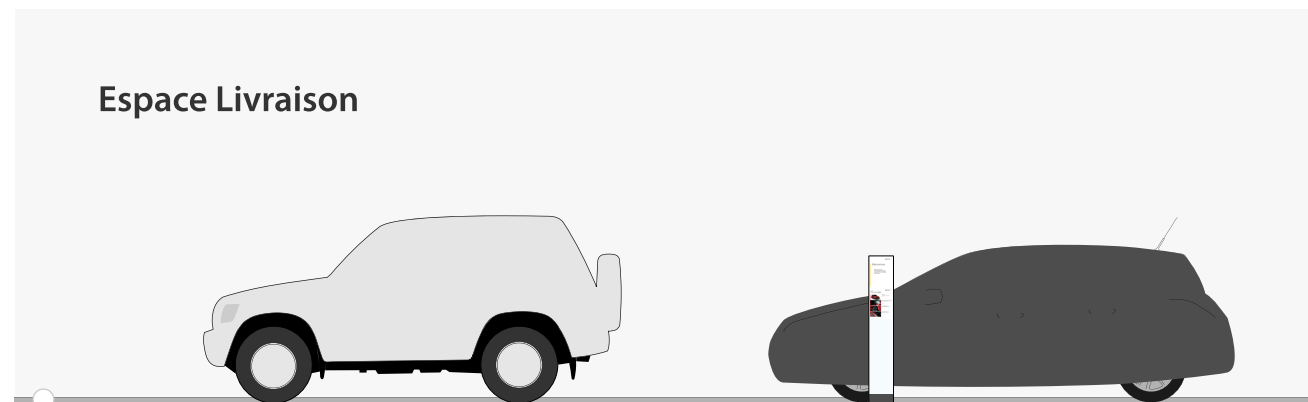
- When sales volumes allow for it, Renault brand are to be delivered to the customer in a Delivery Area compliant with Renault Store standards.

② Principle 2. Shared area

- Wherever possible, Renault brand vehicles are to be delivered to the customer in a neutral Delivery Area.
- Renault vehicles are covered by a Branded dust cover.



1



2

2

RENAULT SITES WITH ONE OTHER BRAND

Exterior signage	2.3
Organization of the approaches	2.17
The showroom	2.19
The After-Sales reception	2.20
Delivery	2.22

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RENAULT SITES WITH ONE OTHER BRAND

general

make
optimum use
of the
Renault Store
components

RENAULT SITES WITH ONE OTHER BRAND

In this multibrand context, the Renault Store components are used to mark out the territory and assert the identity of the Renault brand, whatever the second brand may be, and to do this by applying the general principles.

The showrooms of the 2 brands are separate and have a specific entrance.

The After-Sales activity is either shared or separate.

Vehicles are always delivered to the customer in the Renault showroom.



RENAULT SITES WITH ONE OTHER BRAND

typical façade



① The showroom for brand 2

The showroom is identified by the signage of brand 2 (Ford in the example here).

② The Renault showroom

The elements used are identical to those used on single-brand sites.

Use of the overhead panel for marking of the entrance is to be preferred.

③ The exterior display areas

The demonstration vehicles are put on display in front of the Renault showroom.

④ Separation of showrooms

The separation between the showrooms of the 2 brands is accentuated by a neutral zone.

RENAULT SITES WITH ONE OTHER BRAND

exterior components

General principle

- These components, taken from the Renault Stores, are not specific to Renault multibrand sites.
- They assert the presence of the Renault Brand and showcase the vehicles on display.
- A distinction is to be made between suburban and urban sites for which there are tighter constraints on the installation of components.

COMPONENTS	RENAULT SITE WITH SPECIFIC AFTER-SALES FAÇADE	RENAULT SITE WITH SHARED AFTER-SALES FAÇADE
Flags *	●	●
Totem	●	●
Flag insignia **	●	●
Façade markings	●	●
Entrance markings	●	●
Directional signage *	●	●
Signage for parking areas *	●	●
Exterior display areas *	●	●
Cladding of workshop bays	●	○
Service plaques	○	●

● Compulsory
 ○ Not applicable

* Compulsory component on suburban sites
 ** The flag insignia replaces the totem on urban sites

RENAULT SITES WITH ONE OTHER BRAND

advance signage

General principle

The brands co-exist on the same sign.

In the spirit of harmony, the brands are displayed on a neutral white background.

A balance between the two brands should be preserved, with regards to their respective dimensions.

- ① Roadside sign
- ② Bus shelter sign
- ③ 4 x 3 sign



Note

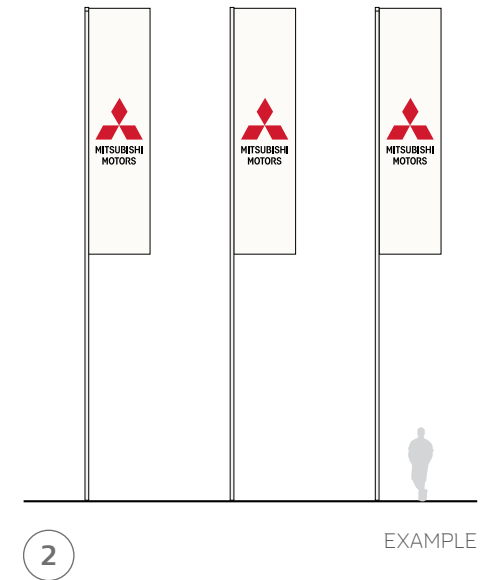
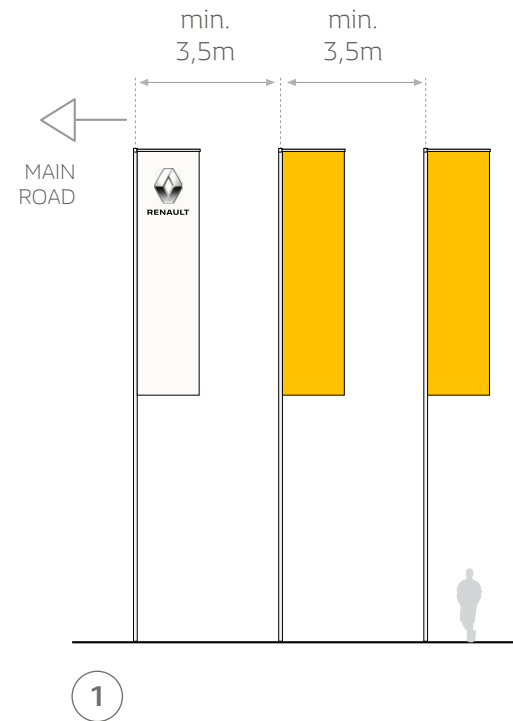
The dimensions of the signs are provided by way of example.

RENAULT SITES WITH ONE OTHER BRAND flags

How do I arrange them?

On a multibrand site, the flags of the 2 brands are arranged separately in groups of 3 on either side of the site.

- ① Group of Renault flags
- ② Group of brand 2 flags



Rule

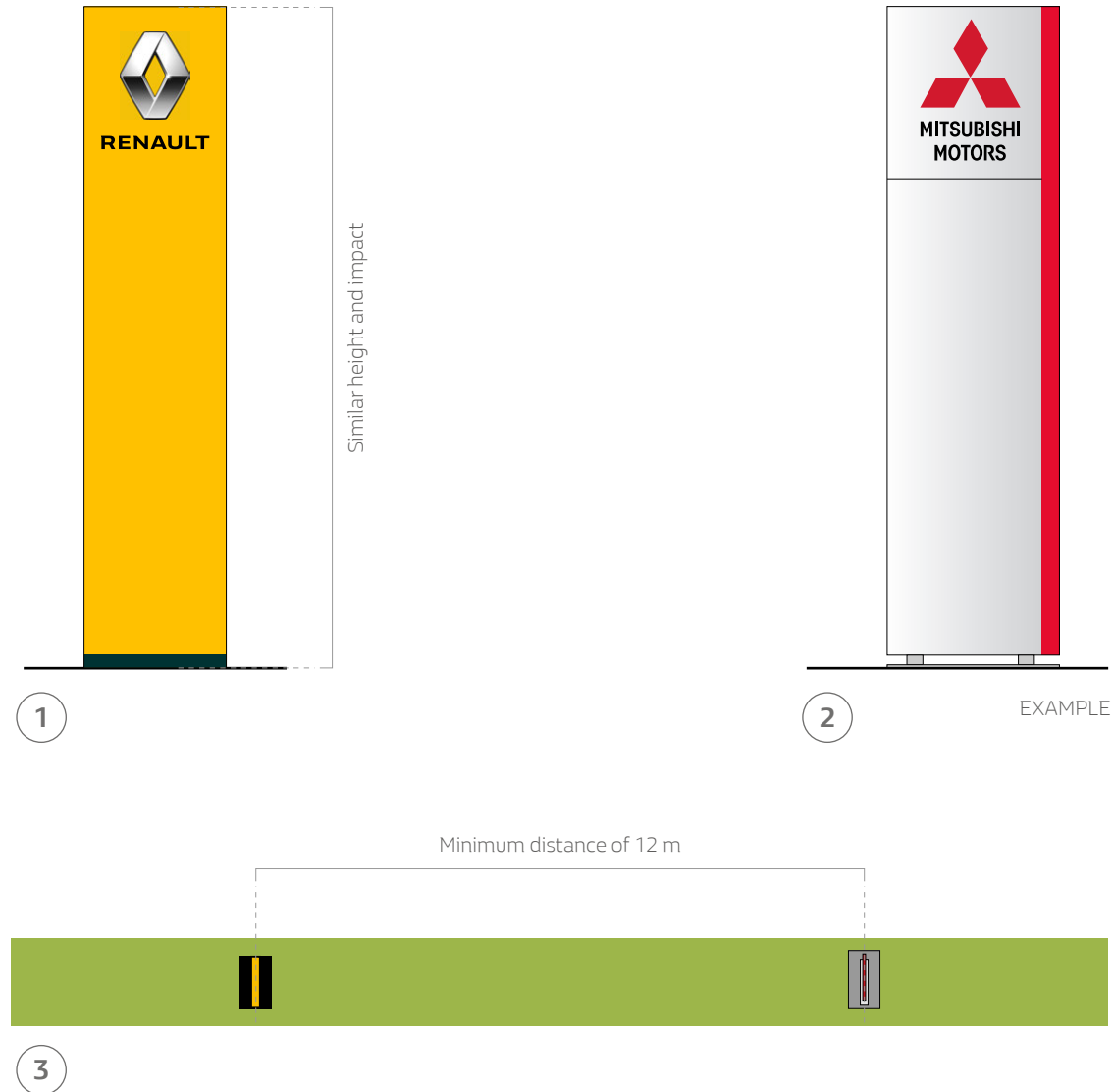
The Renault flag is, wherever possible, to be located closest to the main road.

RENAULT SITES WITH ONE OTHER BRAND totems

How do I arrange them?

- The totems are positioned along the main façade in front of the showroom, preferably in line with the entrance specific to each brand.
- In the case of a single entrance leading to both showrooms, the totems are positioned in line with each of the showrooms.
- The dimensions of the totems are to be similar so as to have a comparable impact.
- The totems are positioned at a minimum distance of 12 m from each other so as to maintain their respective impact.

- ① Renault totem
- ② Brand 2 totem
- ③ Minimum distance between the totems

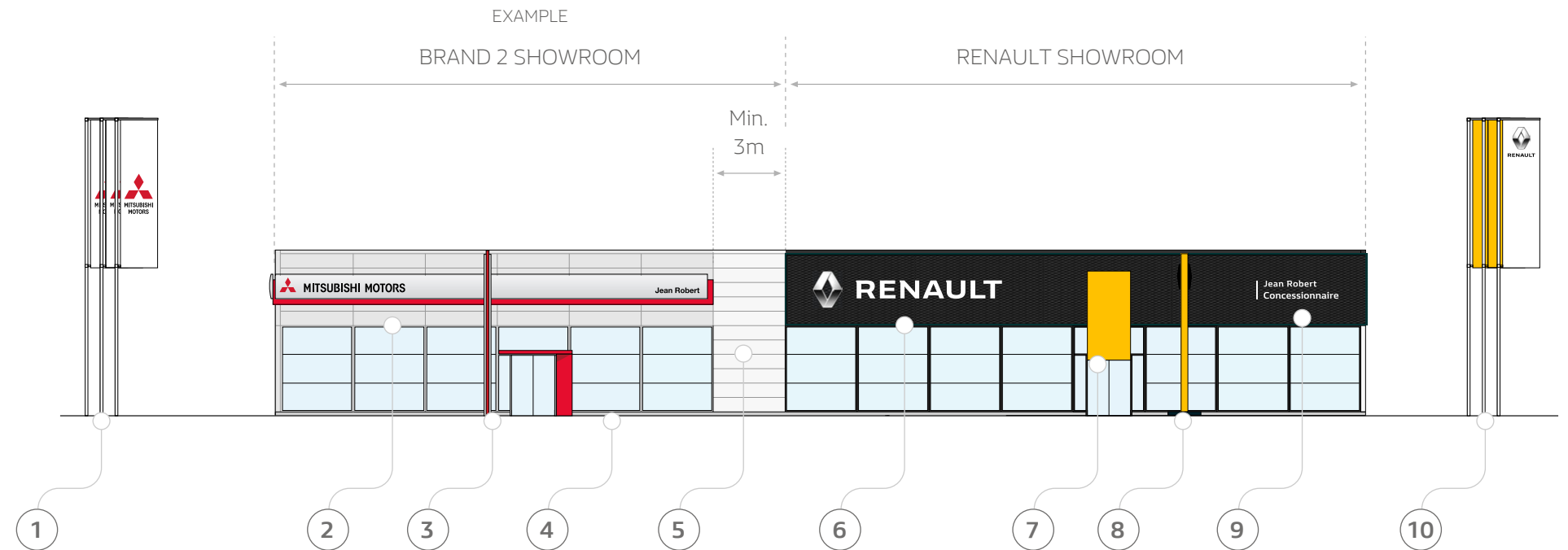


RENAULT SITES WITH ONE OTHER BRAND

the main façade

Installation rules

- A neutral zone of 3 m separating the 2 showrooms is to be observed.
- The façade of the Renault showroom is identified as for a Renault Store site.
- Signage for brand-specific entrances applies.



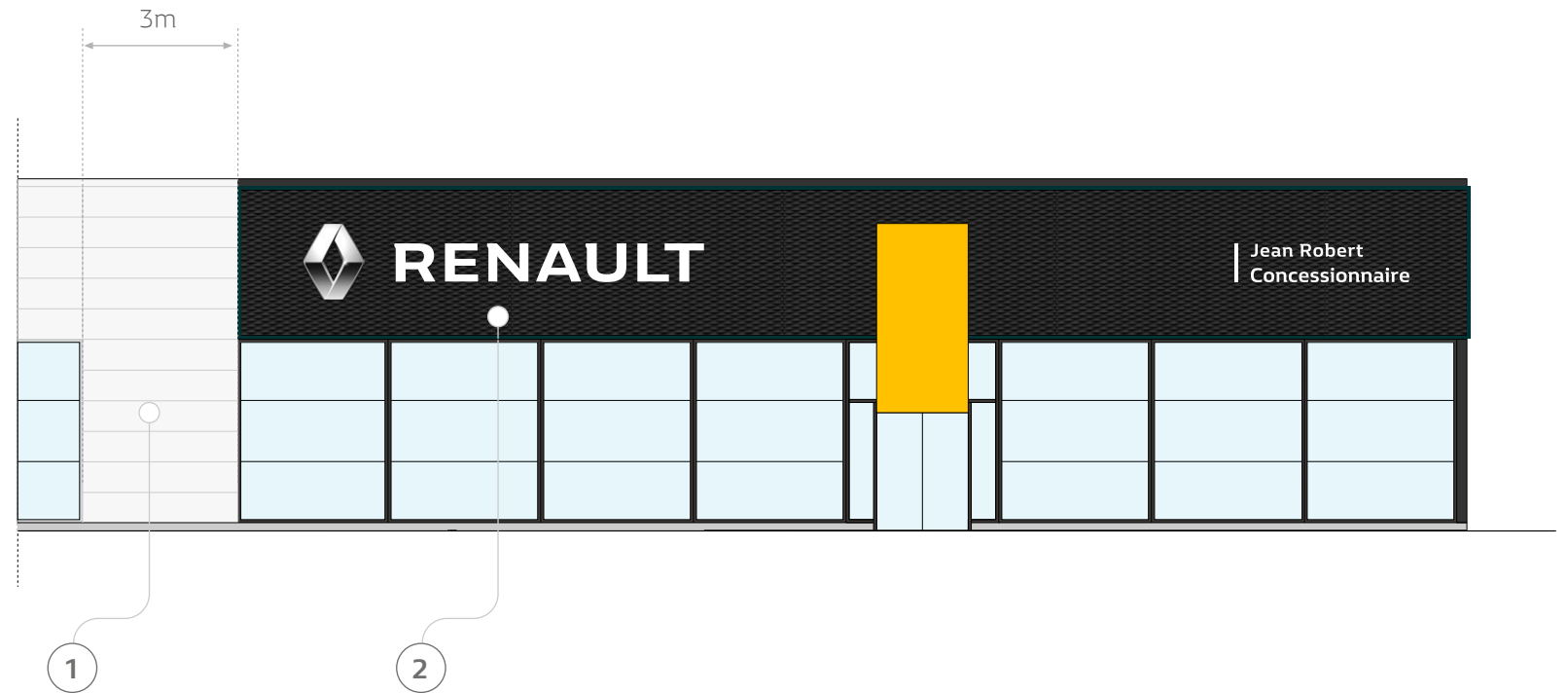
- ① The Brand 2 flags
- ② The Brand 2 strip
- ③ The Brand 2 entrance marker
- ④ The Brand 2 totem
- ⑤ The neutral zone
- ⑥ Façade markings on the woven mesh
- ⑦ Overhead panel and adhesive markings
- ⑧ The Renault totem
- ⑨ The Site Name
- ⑩ The Renault flags

RENAULT SITES WITH ONE OTHER BRAND

the Renault showroom façade

Rules

- ① The façades are separated from each other by a neutral space.
- ② The components are applied as for any Renault Store:
 - woven mesh above the glazed sections,
 - overhead panel above the entrance
 - Renault signature and the Site Name on either side of the overhead panel.

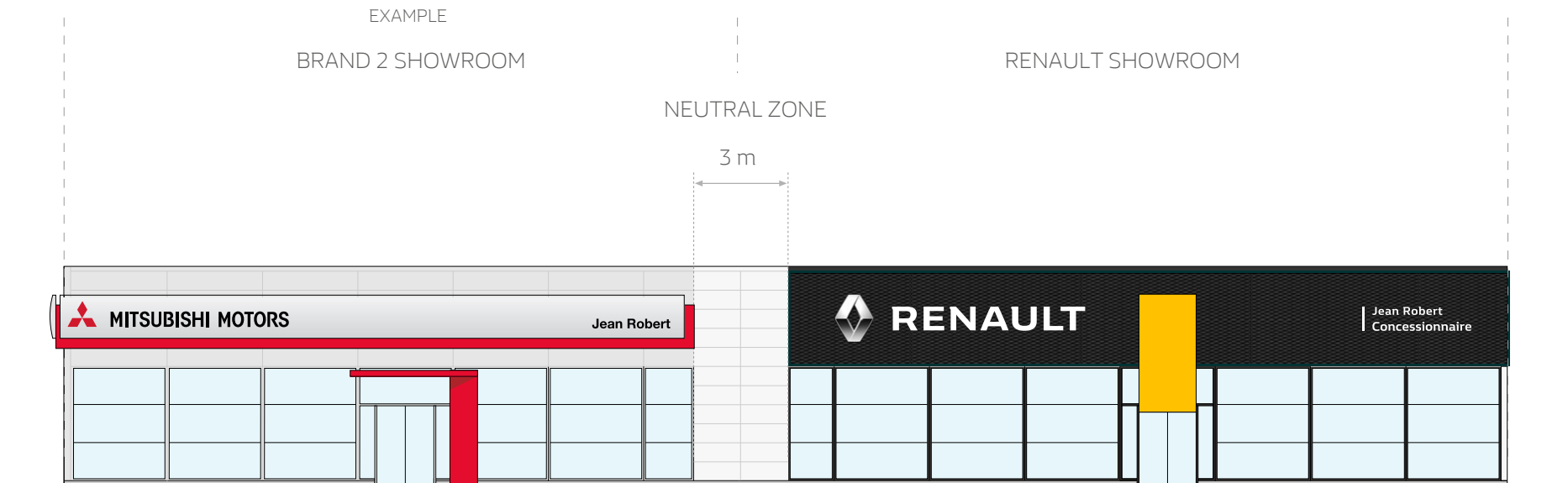


RENAULT SITES WITH ONE OTHER BRAND

separation of the façades - 1

General principle

- A neutral zone of 3 m is left between the façades in order to preserve the impact of the identification systems.
- This neutral zone is established by:
 - the neutral colour of the building, preferably white,
 - the absence of any signs in this separation zone.
- The neutral zone is to extend across the entire height of the glazed sections.



Note

Depending on the situation, adaptations on a case by case basis are possible when the general principle objectively cannot be complied with due to:

- being physically or architecturally impossible
- precise regulations to the contrary
- having a counter-productive result which would make the system ineffective or imbalanced.

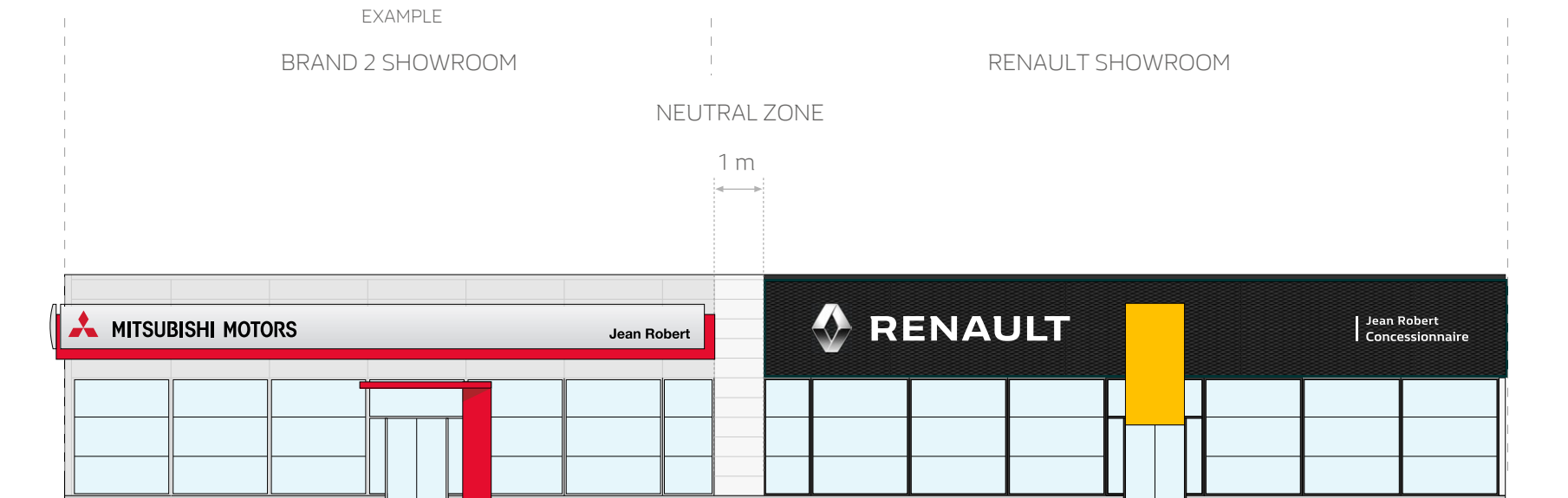
During the Basic Preliminary Design Studies or survey, these cases should be covered by an exception request so that they can be recorded in the audit grid.

RENAULT SITES WITH ONE OTHER BRAND

separation of the façades - 2

Adaptation of the principle

- If it is not possible to create a neutral zone of 3 m in width, it is essential to keep this zone at 1 m in width.

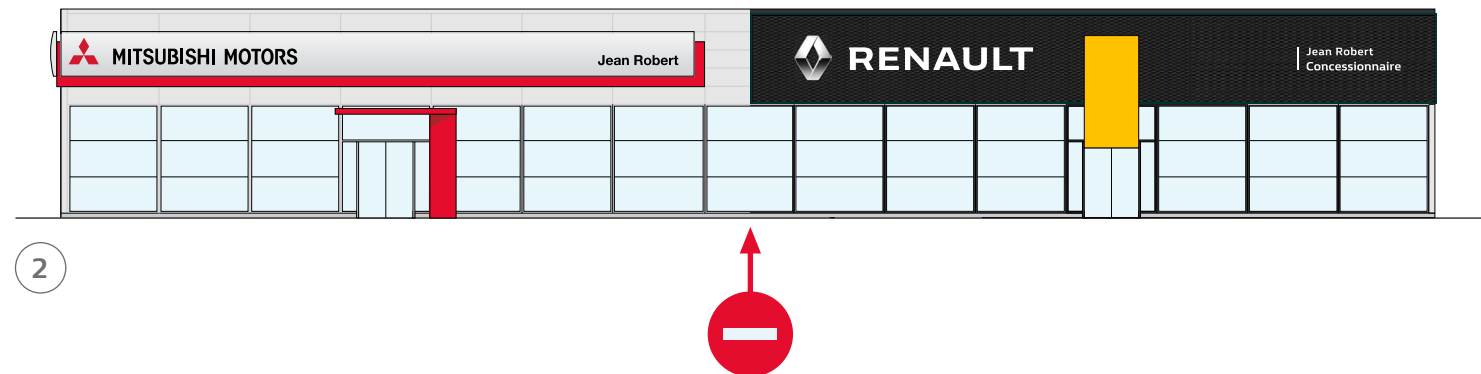
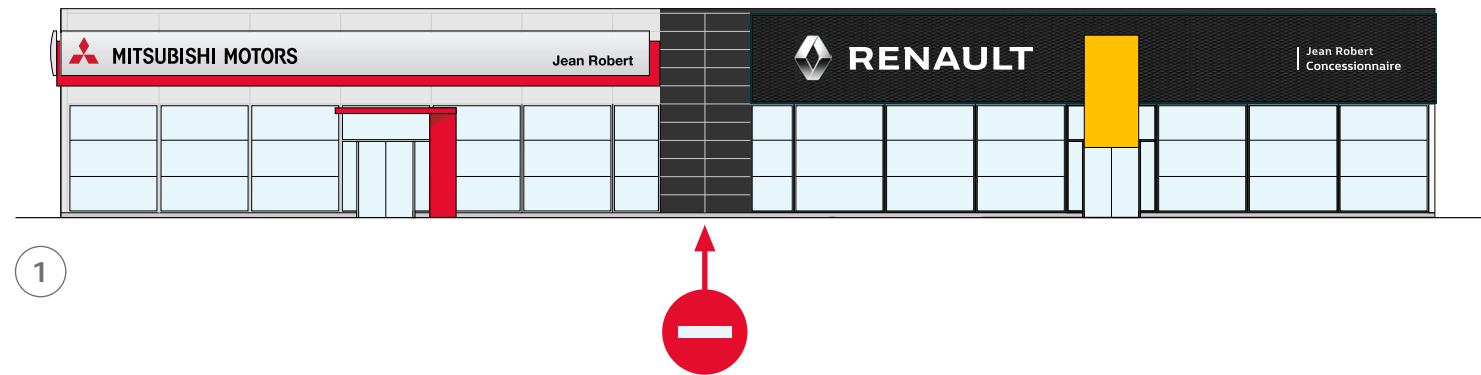


RENAULT SITES WITH ONE OTHER BRAND

separation of the façades - 3

Restrictions

- ① The neutral zone must be kept in white or light grey in order to avoid any confusion with the dominant colour of the Renault façade.
- ② The glazed sections of the 2 showrooms cannot be joined but must be separated by the neutral zone.



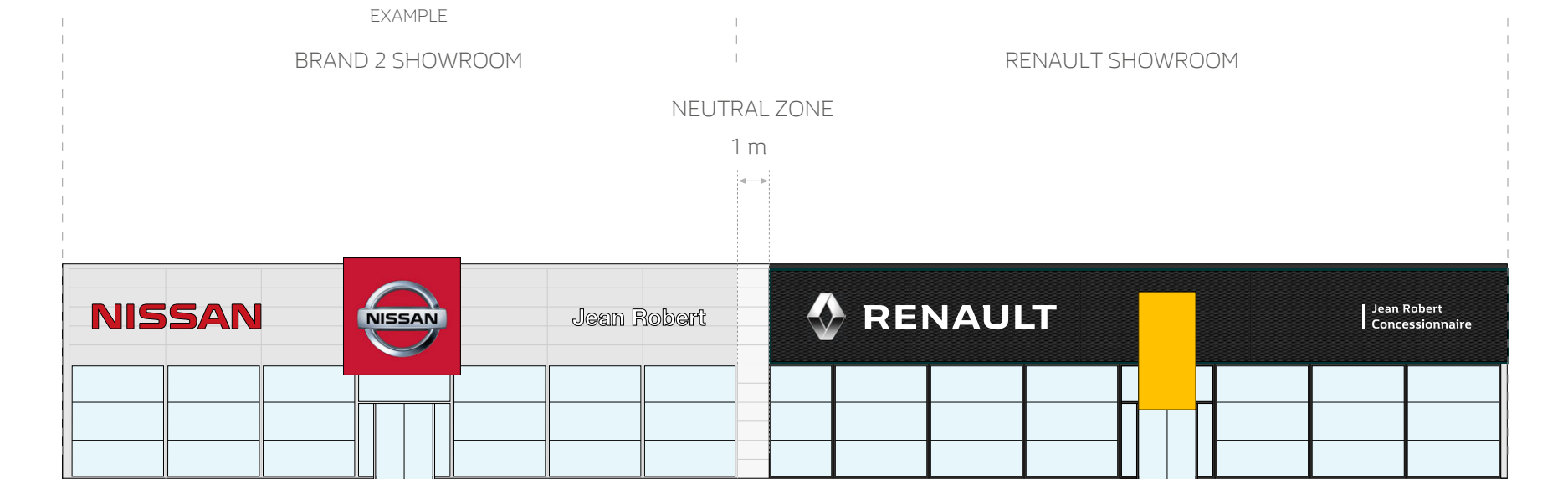
RENAULT SITES WITH ONE OTHER BRAND

separation of the façades - 4

Principle

The neutral space can be accommodated on the Renault showroom when it does not impose upon application of the identity system:

- Position of the signature,
- Presence of the overhead panel,
- Compliance with the minimum distances between components.



RENAULT SITES WITH ONE OTHER BRAND

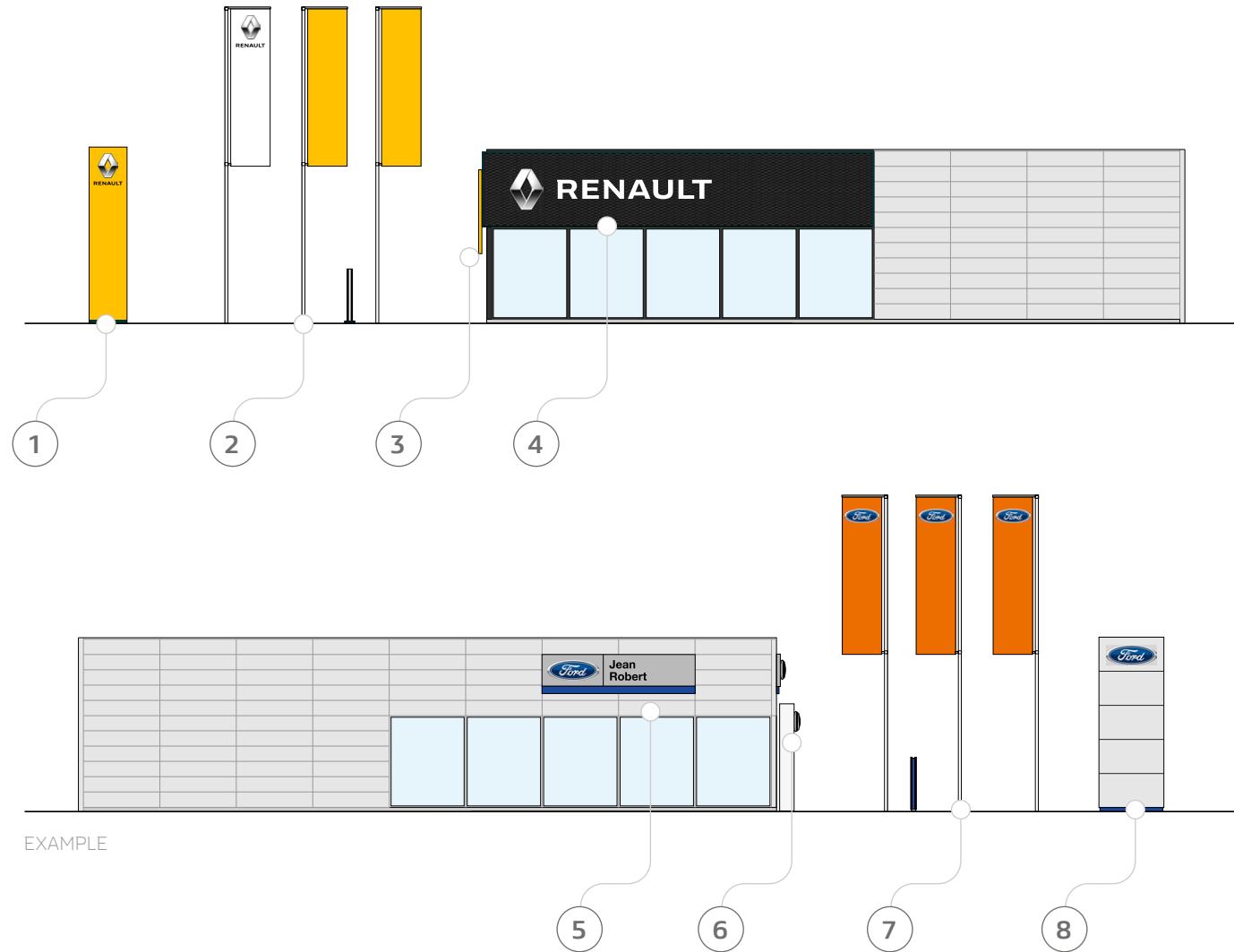
secondary façades

Installation rules

- The secondary façades of the respective showrooms are identified by each of the brand's own signage.

Components

- ① The Renault totem
- ② The Renault flags
- ③ Overhead panel and adhesive markings
- ④ Façade markings on the woven mesh
- ⑤ The Brand 2 strip
- ⑥ The Brand 2 entrance marker
- ⑦ The Brand 2 flags
- ⑧ The Brand 2 totem



RENAULT SITES WITH ONE OTHER BRAND

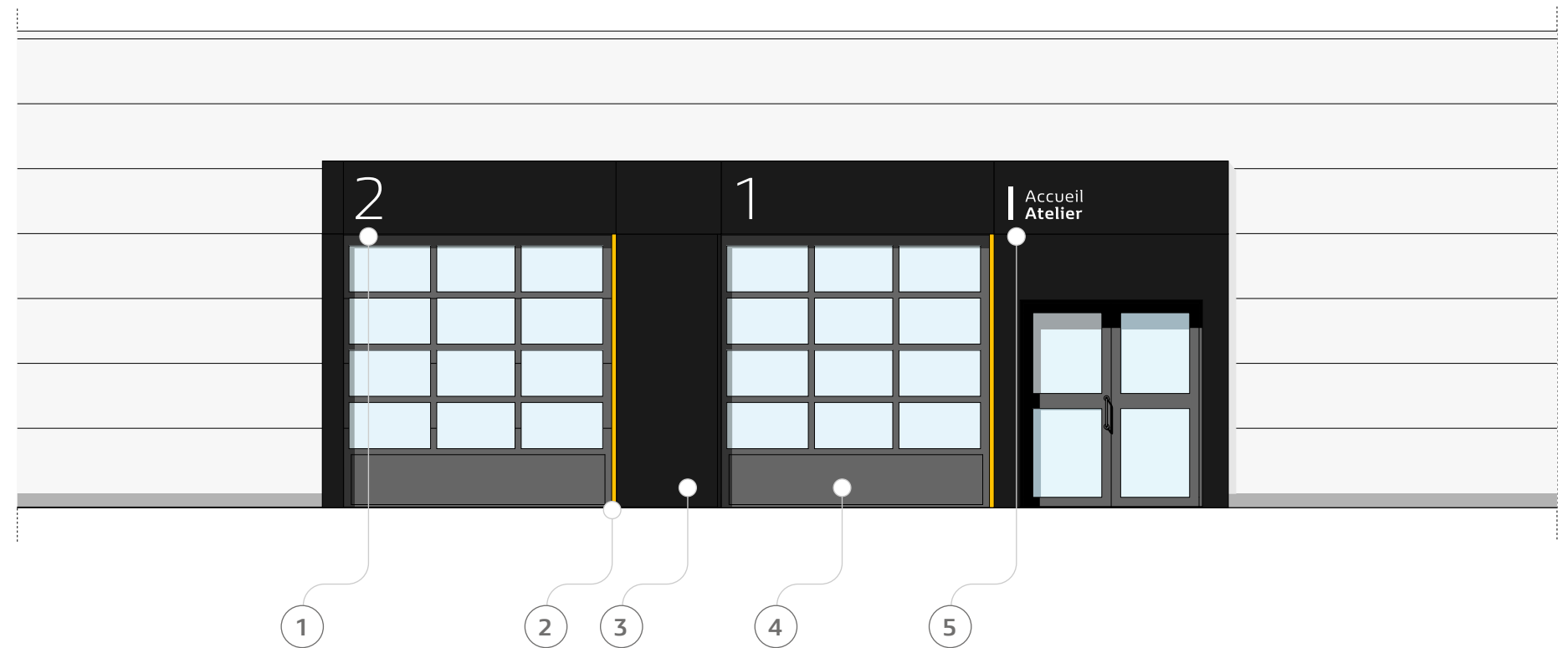
the Renault after-sales façade

Installation rules

- This configuration identical to that of Renault Store sites corresponds to having separate workshops for each of the brands.

Components

- ① Numbering
- ② The vertical yellow strip
- ③ Cladding of bays in metallic dark grey
- ④ The workshop door in RAL 7021 grey
- ⑤ Identification markings



Note

See the section of the Installation guide devoted to workshop bays to find out more about the possible configurations.

RENAULT SITES WITH ONE OTHER BRAND

the shared after-sales façade

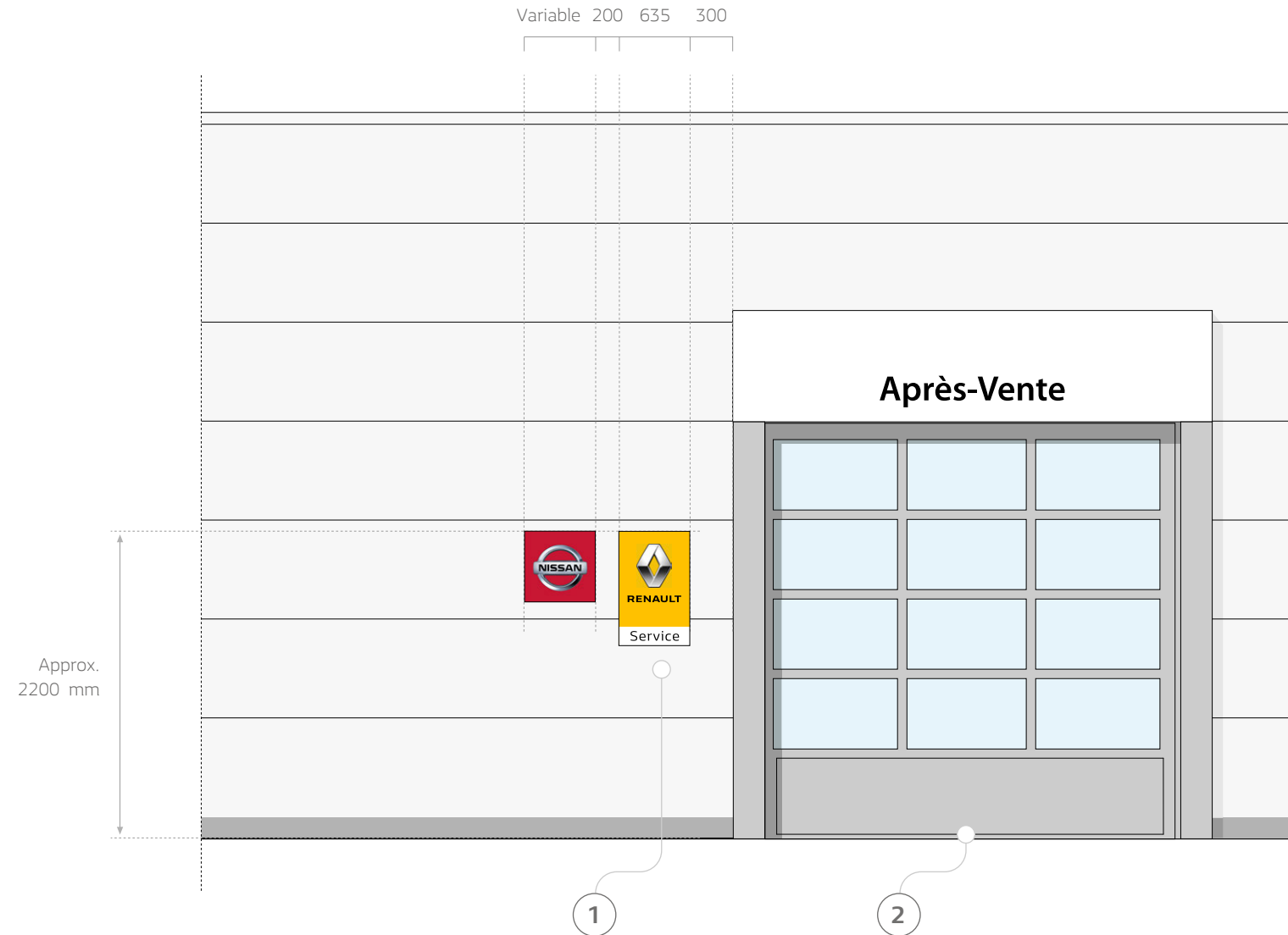
Installation rules

In the case of a workshop bay shared by the 2 brands, the After-Sales area is identified through workshop bay signage comprising the following elements:

- ① Identification signs for each brand, of similar dimensions, positioned on the same side and at the same height.
- ② Neutral identification strip on the workshop door with the generic activity name.

Note

The Renault Service plaque exists in 2 versions, either backlit with the diamond in relief or opaque with a printed surface. Refer to the "Service Plaques" specifications.



RENAULT SITES WITH ONE OTHER BRAND

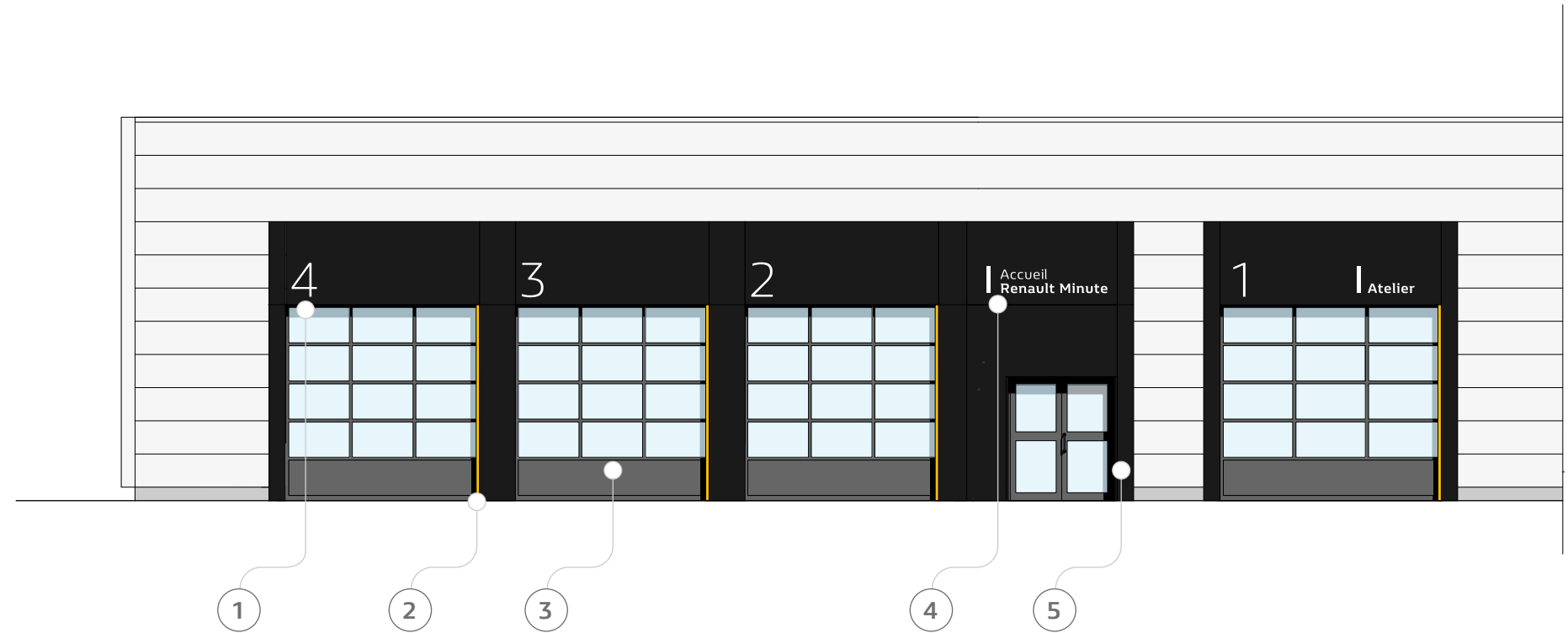
the Renault Minute façade

Installation rules

- This configuration identical to that of Renault Store sites corresponds to having separate workshops for each of the brands.

Components

- ① Numbering
- ② The vertical yellow strip
- ③ The workshop door in RAL 7021 grey
- ④ Identification markings
- ⑤ Cladding of bays in metallic dark grey



RENAULT SITES WITH ONE OTHER BRAND

organization of the approaches

① Customer parking for Renault

The pedestrian route connects the customer parking area to the showroom entrance via the exterior display areas.

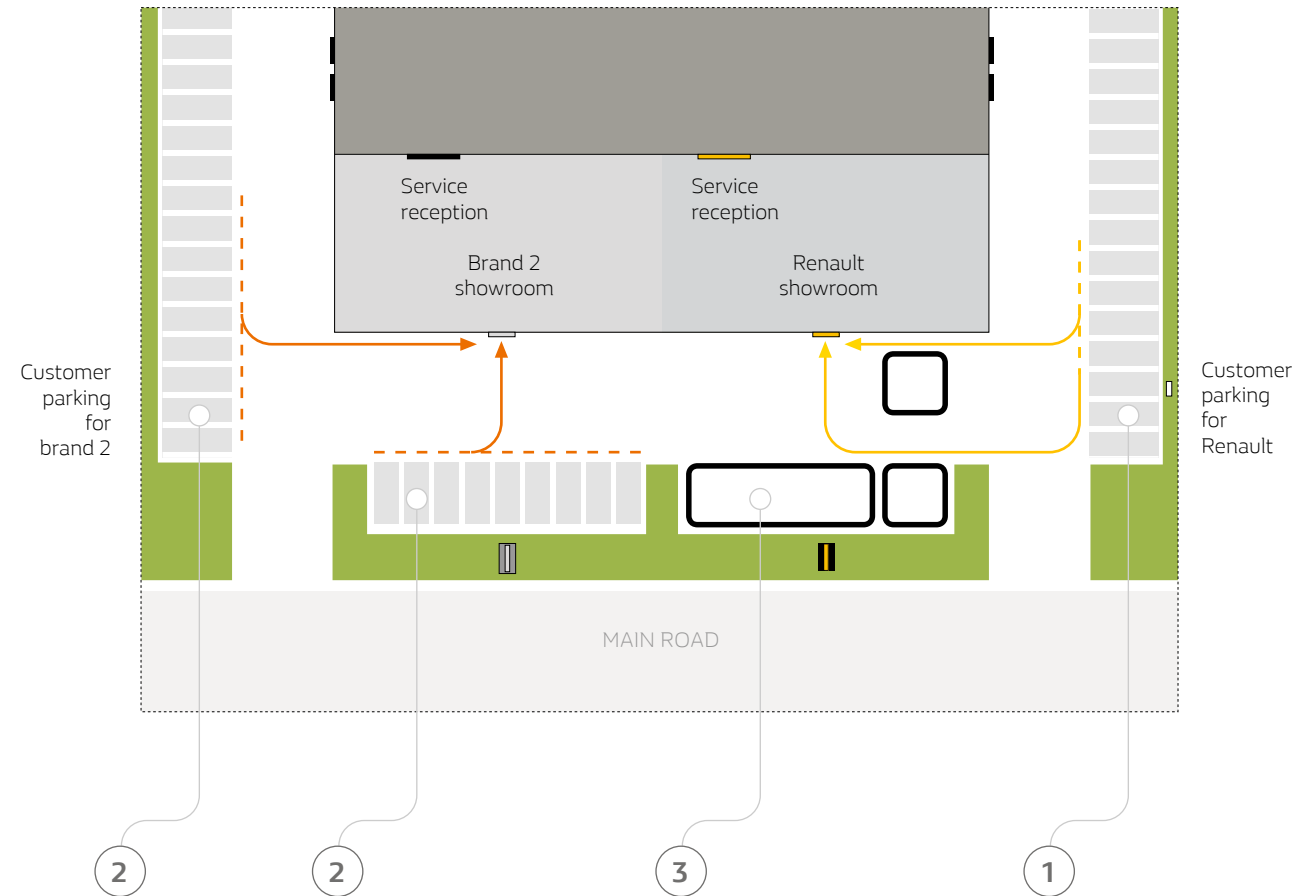
The After-Sales reception is integrated into the showroom.

② Customer parking for brand 2

The customer parking area is connected to the specific showroom entrance for brand 2.

③ The exterior display areas

Incorporated along the main façade in front of the showroom, the exterior display areas help to bring the point of sale to life.



Note

The drawing above presents the generic case featuring separate workshops and an After-Sales reception specific to each of the brands.

RENAULT SITES WITH ONE OTHER BRAND

interior components

General principle

- Components help to assert the presence of the Renault brand and showcase the vehicles on display.
- These components are taken from the Renault Stores and are not specific to Renault multibrand sites.
- Renault Store showrooms are classified into three formats, determined by each country depending on size and the number of vehicles on display.

COMPONENTS	SHOWROOM FORMAT L	SHOWROOM FORMAT M	SHOWROOM FORMAT S
	> à 600 m ² 20 vehicles and more	de 300 à 600 m ² 10 à 20 vehicles	< à 300 m ² 3 à 5 vehicles
Reception desk	●	◐	○
Reception totem	●	●	●
Canopy	●	◐	○
Brand wall	●	●	●
Lounge	●	●	◐
Brand bar	●	●	◐
Zone Actu	●	●	●
Pôles thématiques	●	●	◐
Configurateur	●	●	●
Mobilier accessoires	●	◐	◐
Vitrine des miniatures	●	◐	◐

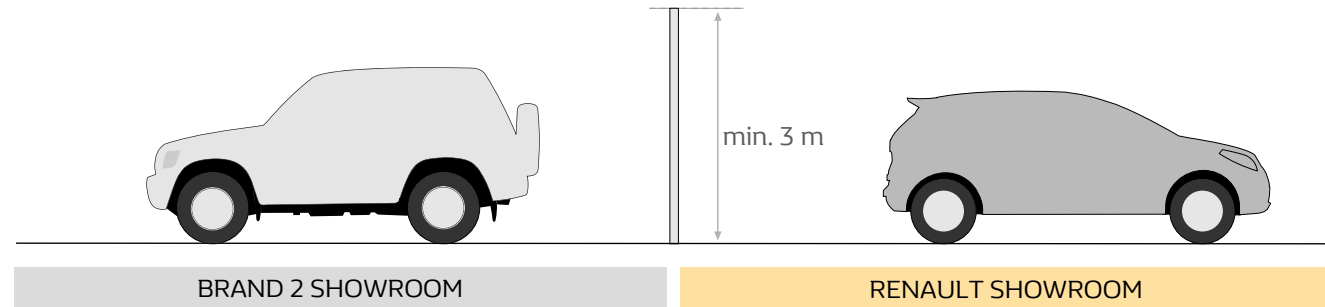
●	Compulsory
◐	Optional
○	Not applicable

RENAULT SITES WITH ONE OTHER BRAND

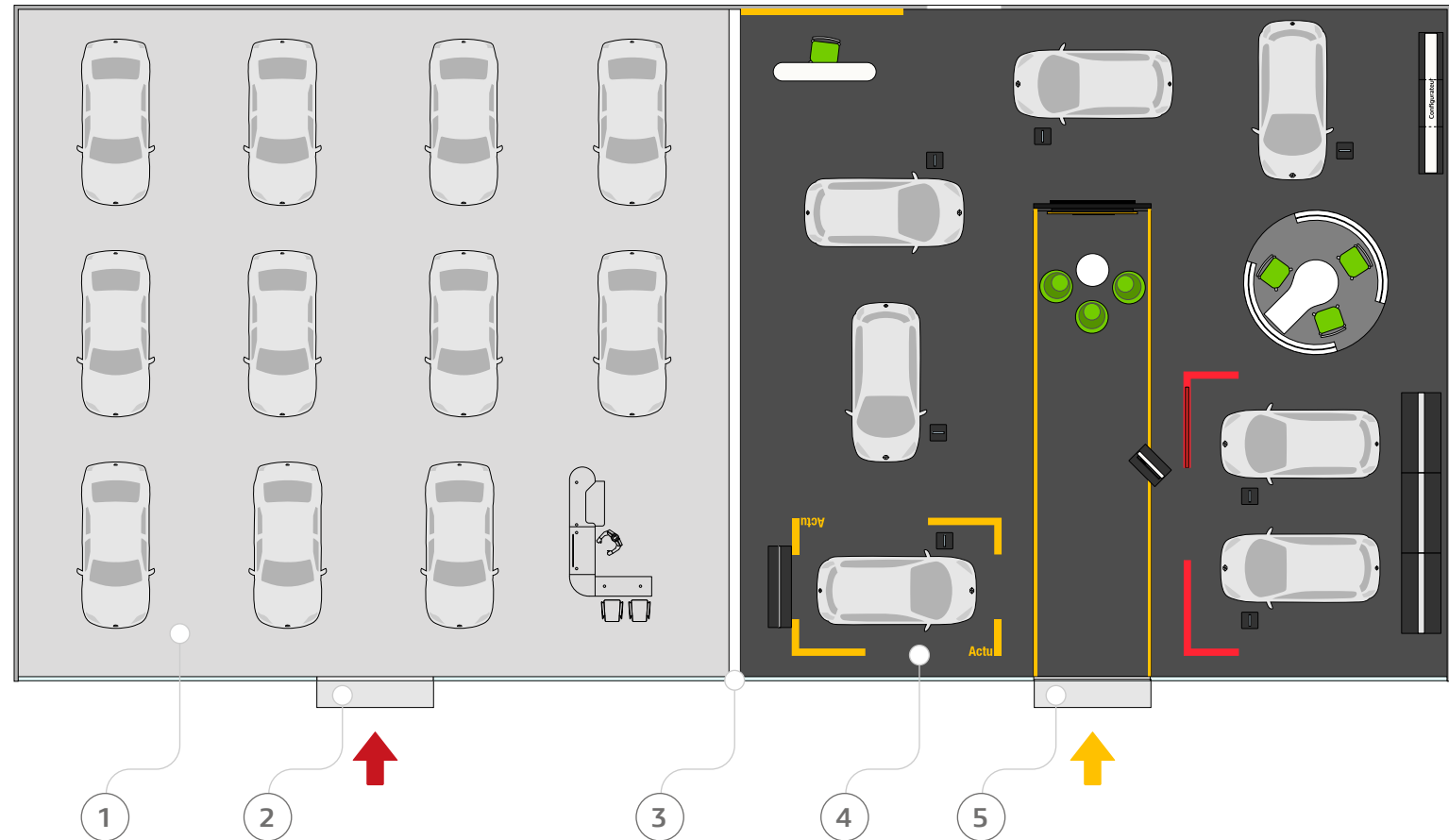
separation of showrooms

General principle

- The separation of the showrooms must cover the entire width and height of the space (or 3 m partition).
- The surface area of showrooms must be consistent with the sales targets of the Brand in the Region.



- ① Brand 2 showroom
- ② Brand 2-specific entrance
- ③ Opaque partition
- ④ Renault showroom
- ⑤ Renault-specific entrance



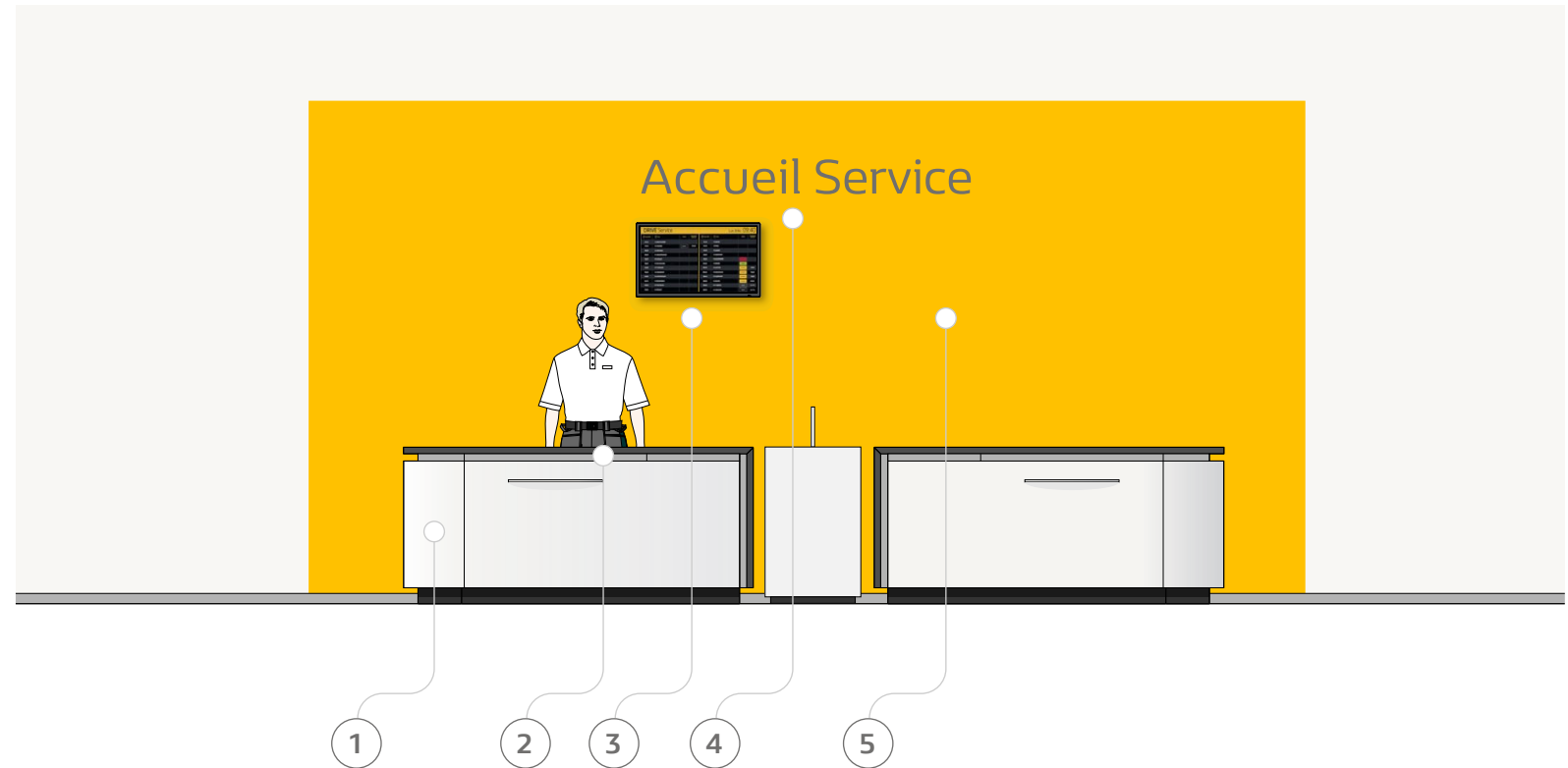
RENAULT SITES WITH ONE OTHER BRAND

the specific After-Sales reception

The Renault Service Advisor

- After-Sales reception located in the Renault showroom (Renault Store standards)
- The Renault Service Advisor welcomes customers of the Brand.

- ① After-Sales reception unit
- ② Renault Service Advisor
- ③ Screen
- ④ Identification signage for the After-Sales reception
- ⑤ Yellow wall



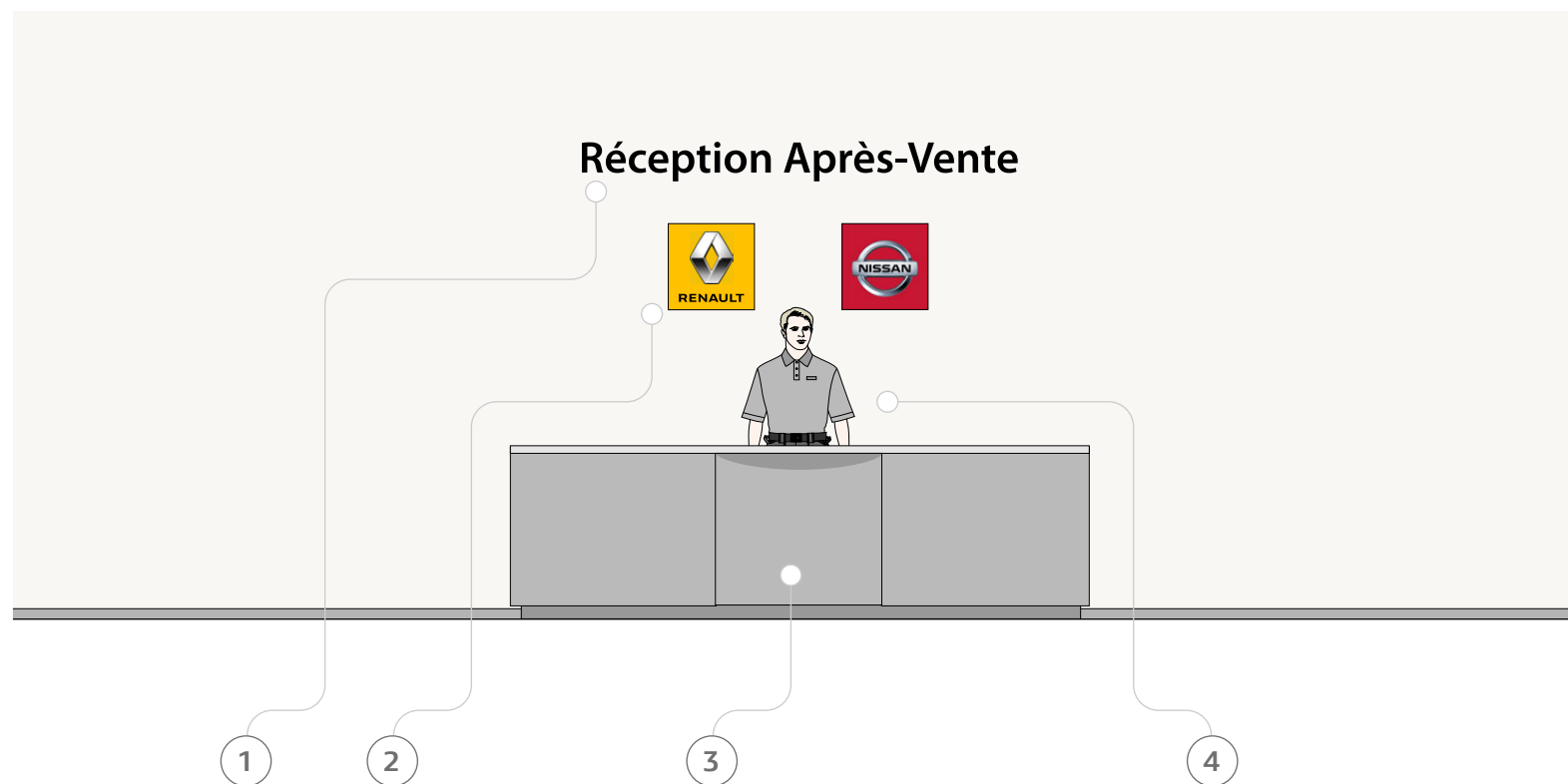
RENAULT SITES WITH ONE OTHER BRAND

the shared After-Sales reception

A multibrand Service Advisor

- After-Sales reception located in the Renault showroom (Renault Store standards) if possible, or in a neutral environment.
- The multibrand Service Advisor welcomes customers of the 2 brands.

- ① Identification signage for the After-Sales reception
- ② Brand signatures of similar dimensions and with similar impact
- ③ Neutral reception unit
- ④ Multibrand Service Advisor in a neutral uniform



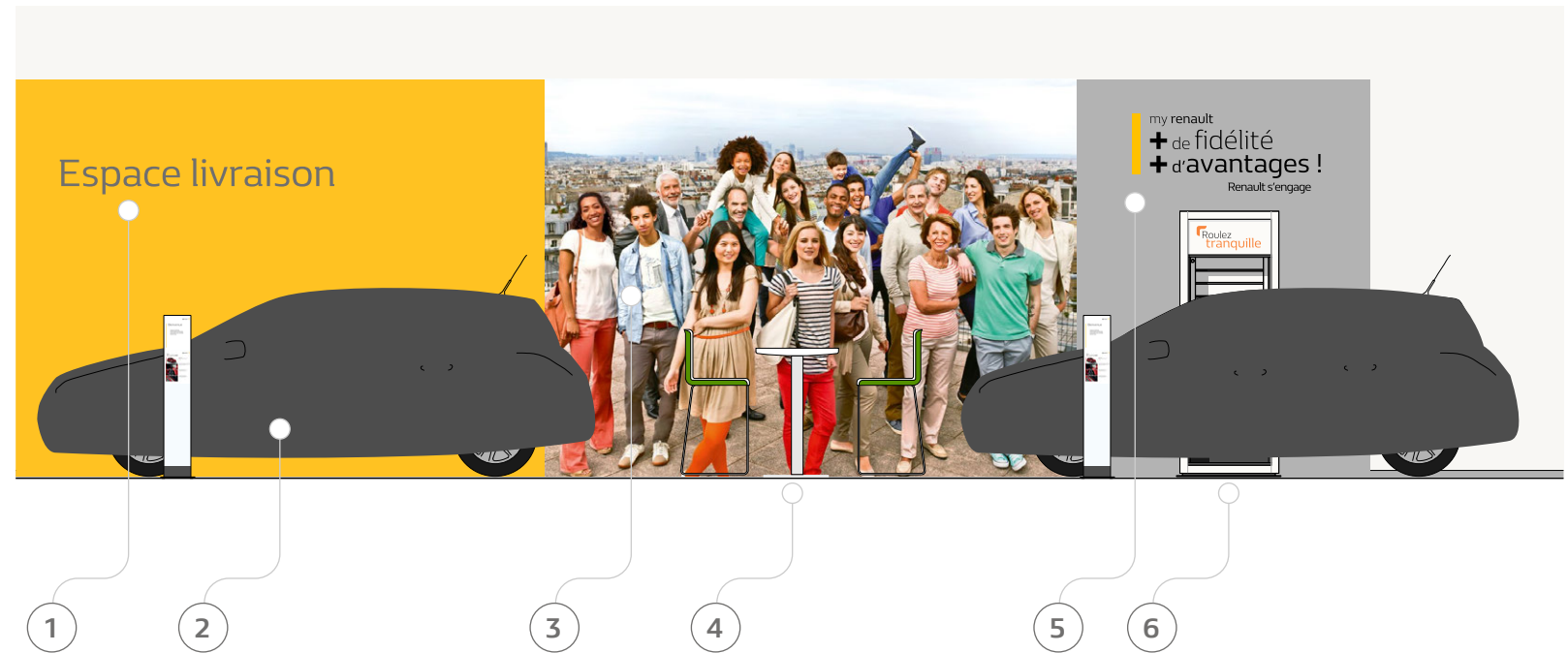
RENAULT SITES WITH ONE OTHER BRAND

the specific delivery area

Principle

- Whenever possible, Renault brand vehicles are to be delivered to the customer in a Delivery Area compliant with Renault Store standards.

- ① Identification signage for the Delivery Area
- ② Renault vehicle cover
- ③ Community image
- ④ Reception area
- ⑤ "Renault Commitments" message
- ⑥ Delivery accessories unit



3

RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

Exterior signage	3.4
Organization of the approaches	3.19
The showroom	3.20
The After-Sales reception	3.22
Delivery	3.25

To return to the main contents page,
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RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

general

greater
flexibility
in terms
of identification

RENAULT SITES WITH
2 OTHER BRANDS (AND MORE)

Sites with three brands may require greater flexibility in the application of components, particularly due to shorter lengths of façade.

Showrooms with 3 brands are separate, and can be accessed by a specific entrance or a shared entrance.

The After-Sales activity is generally executed in a shared manner but may be separate depending on the specific requirements of sites.



RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

typical façade



① The showrooms for other brands

The showrooms are identified by the respective signage for each of the brands.

② The Renault showroom

The elements used are identical to those used on single-brand sites.

Use of the overhead panel for marking of the entrance is to be preferred.

③ The exterior display areas

The demonstration vehicles are put on display in front of the Renault showroom.

④ Separation of showrooms

The separation between the showrooms of the 2 brands is accentuated by a neutral zone.

RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

exterior components

General principle

- Components help to assert the presence of the Renault Brand and showcase the vehicles on display.
- These components are taken from the Renault Stores and are not specific to Renault multibrand sites.
- A distinction is to be made between suburban and urban sites for which there are tighter constraints on the installation of components.

COMPONENTS	RENAULT SITE WITH SPECIFIC AFTER-SALES FAÇADE	RENAULT SITE WITH SHARED AFTER-SALES FAÇADE
Flags *	●	●
Totem	●	●
Flag insignia **	●	●
Façade markings	●	●
Entrance markings	●	●
Directional signage *	●	●
Signage for parking areas *	●	●
Exterior display areas *	●	●
Cladding of workshop bays	●	○
Service plaques	○	●

● Compulsory
 ○ Not applicable

* Compulsory component on suburban sites
 ** The flag insignia replaces the totem on urban sites

RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

advance signage

General principle

The brands co-exist on the same sign.

In the spirit of harmony, the brands are displayed on a neutral white background.

A balance between the three brands should be preserved, with regards to their respective dimensions.

- ① Roadside sign
- ② Bus shelter sign
- ③ 4 x 3 sign



Note

The dimensions of the signs are provided by way of example.

RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

flags

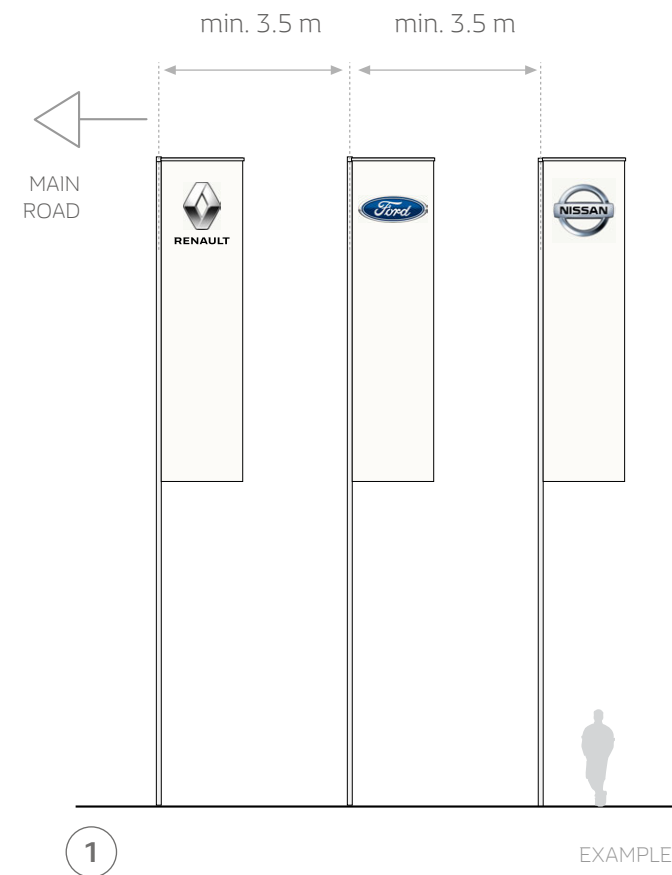
How do I arrange them?

- On a multibrand site, the flags of the 3 brands are arranged separately in groups of 3 on either side of the site.
- In order to achieve a harmonious effect, the brands are displayed on a neutral white background.
- A balance between the three brands should be preserved, with regards to their respective dimensions.

① 1 Group of 3 multibrand flags

Rule

The Renault flag is, wherever possible, to be located closest to the main road.



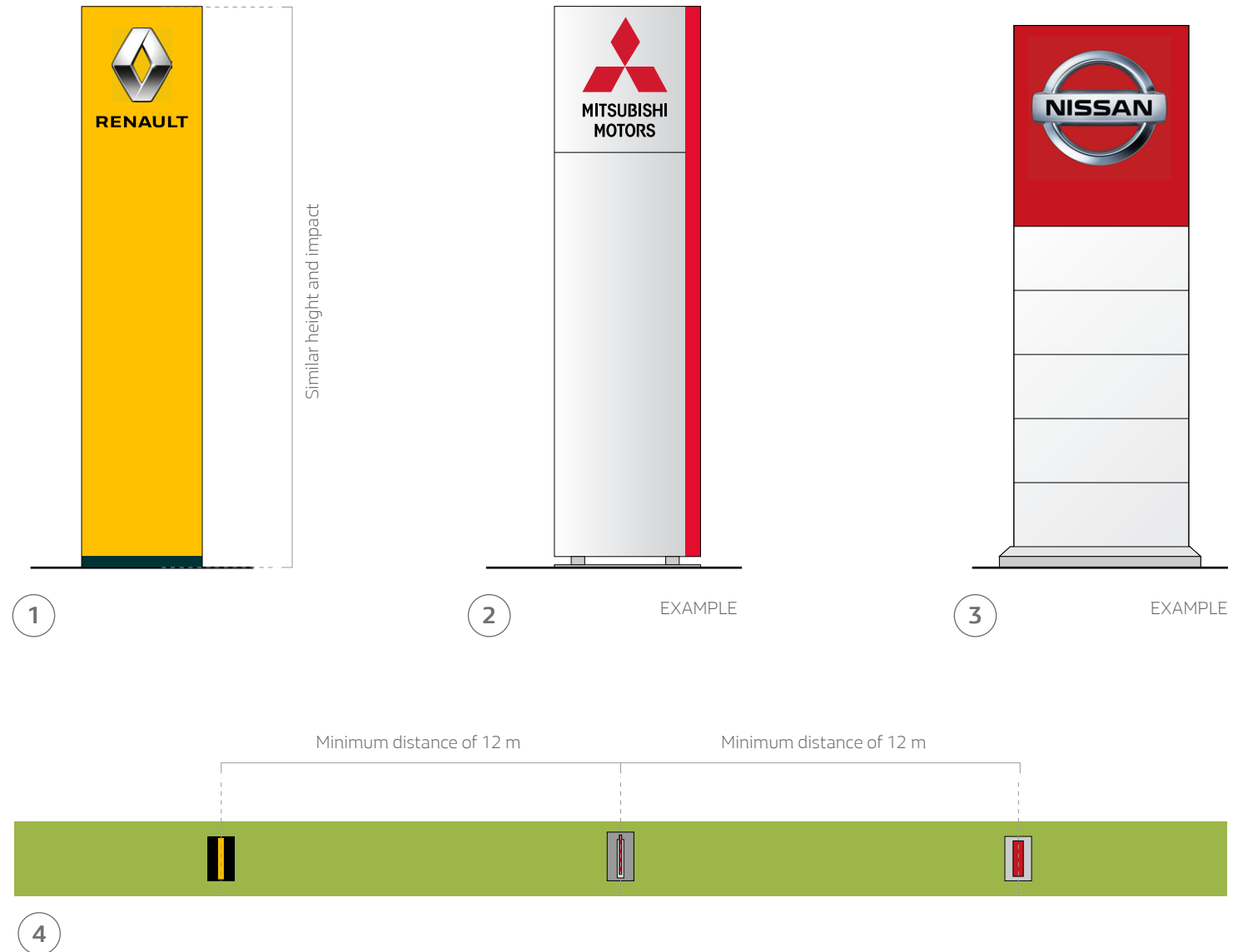
RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

totems

How do I arrange them?

- The totems are positioned along the main façade in front of the showroom, preferably in line with the entrance specific to each brand.
- In the case of a single entrance leading to both showrooms, the totems are positioned in line with each of the showrooms.
- The dimensions of the totems are to be similar so as to have a comparable impact.
- The totems are positioned at a minimum distance of 12 m from each other so as to maintain their respective impact.

- ① Renault totem
- ② Brand 2 totem
- ③ Brand 3 totem
- ④ Minimum distance between totems



RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

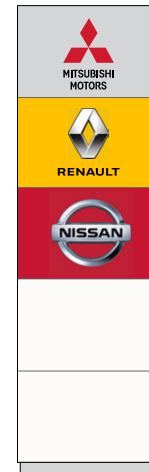
totems - restrictions

① Multibrand totem

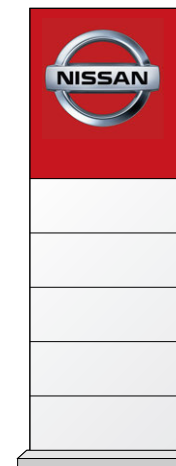
Brands may not be grouped together on a single multibrand totem.

② Modification of the signature

The proportions between the diamond and the Renault logotype may not be altered.



1



2

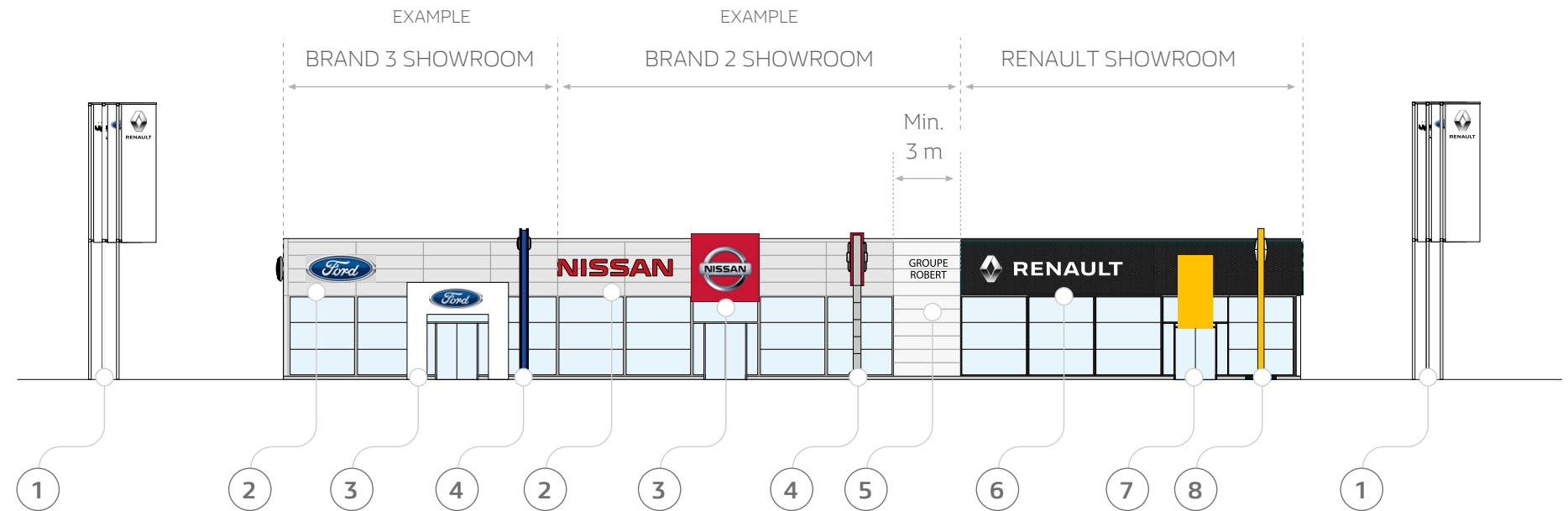
RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

the main façade

Installation rules

- A neutral zone of 3 m separating the 2 showrooms is to be observed.
- The façade of the Renault showroom is identified as for a Renault Store site.
- Signage for brand-specific entrances applies.

- ① Flags of the 3 brands
- ② Façade markings for other brands
- ③ Entrance markings for other brands
- ④ Totem for other brands
- ⑤ Neutral separation
- ⑥ Façade markings on woven-metal mesh
- ⑦ Vertical entrance marker
- ⑧ Renault totem

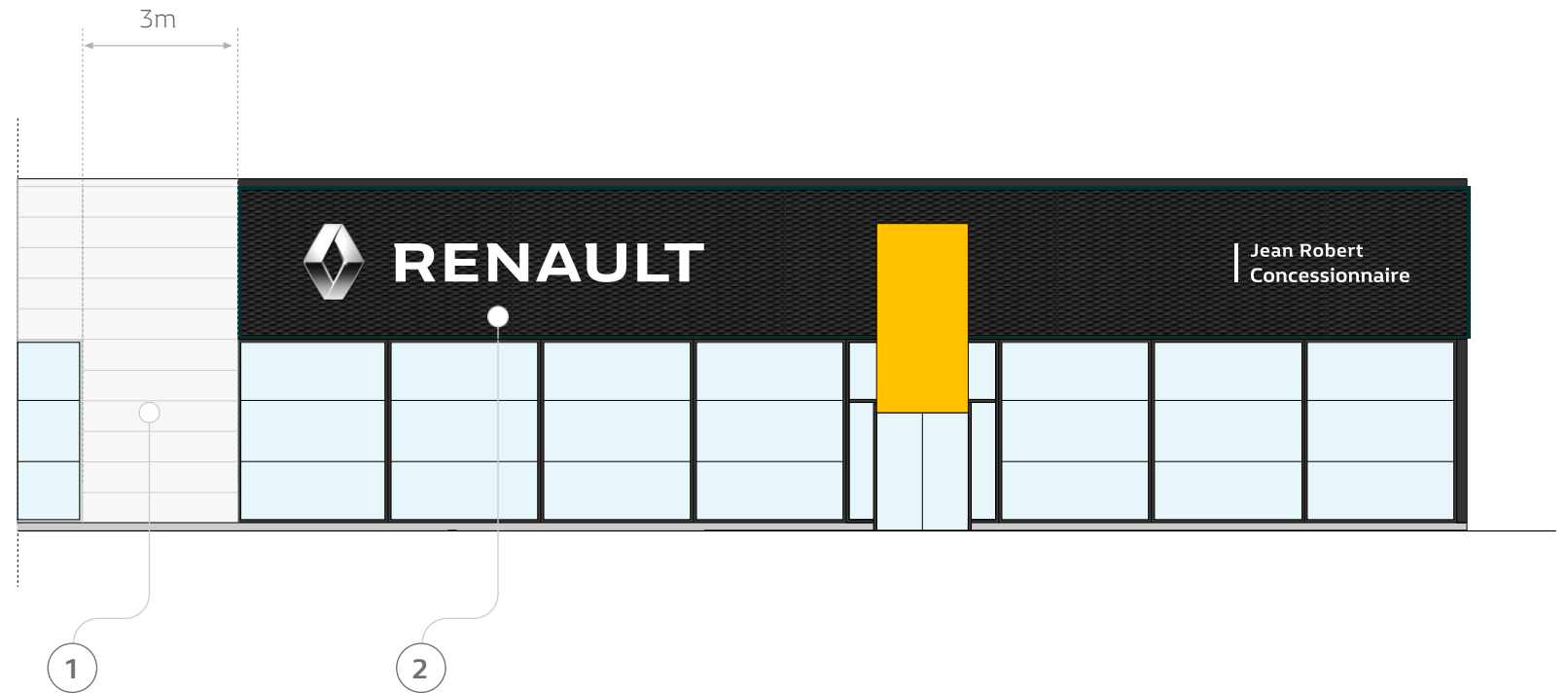


RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

the Renault showroom façade

Rules

- ① The façades are separated from each other by a neutral space.
- ② The components are applied as for any Renault Store:
 - woven mesh above the glazed sections,
 - overhead panel above the entrance
 - Renault signature and the Site Name on either side of the overhead panel.

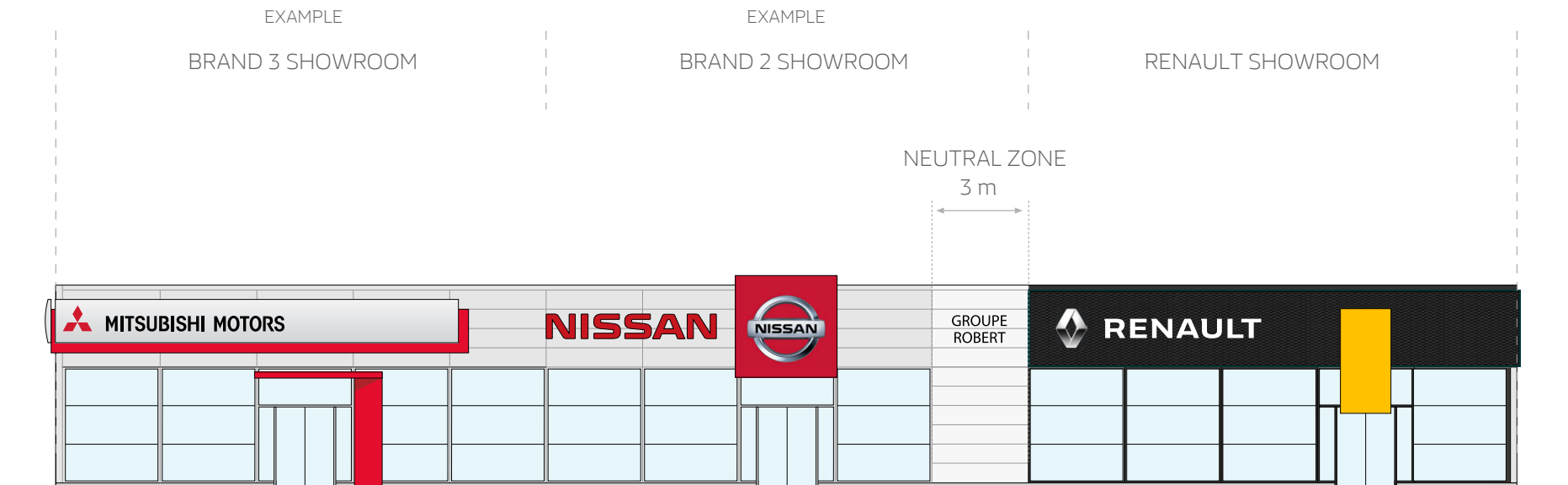


RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

separation of the façades - 1

General principle

- A neutral zone of 3 m is left between the façades in order to preserve the impact of the identification systems.
- This neutral zone is established by:
 - the neutral colour of the building, preferably white,
 - the absence of any signs in this separation zone.
- The neutral zone is to extend across the entire height of the glazed sections.



Note

Depending on the situation, adaptations on a case by case basis are possible when the general principle objectively cannot be complied with due to:

- being physically or architecturally impossible
- precise regulations to the contrary
- having a counter-productive result which would make the system ineffective or imbalanced.

During the Basic Preliminary Design Studies or survey, these cases should be covered by an exception request so that they can be recorded in the audit grid.

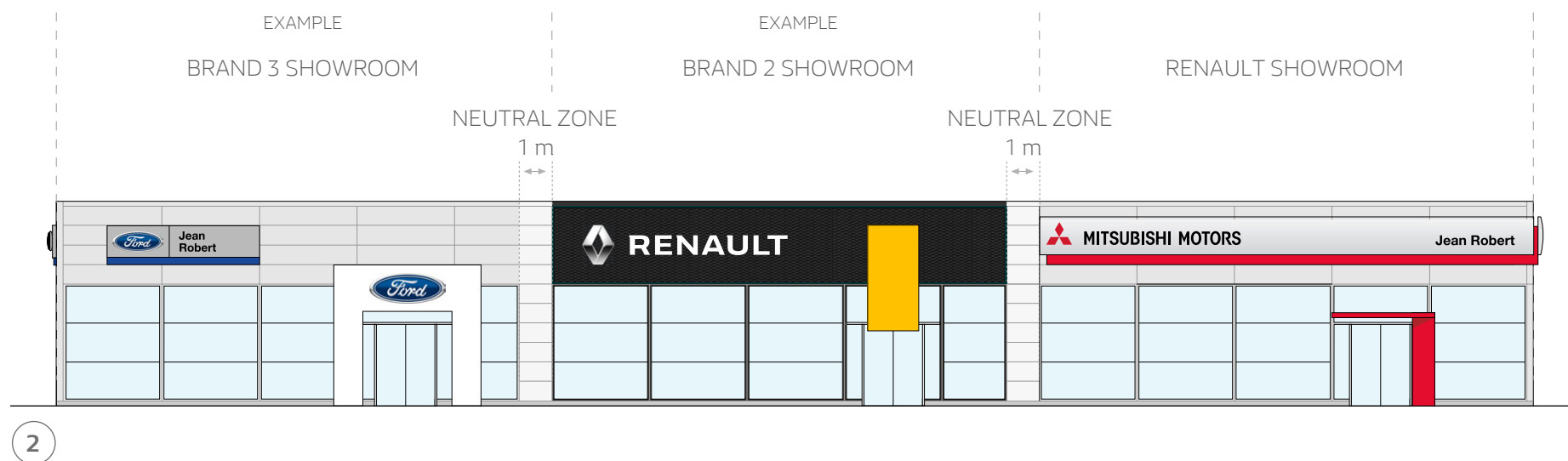
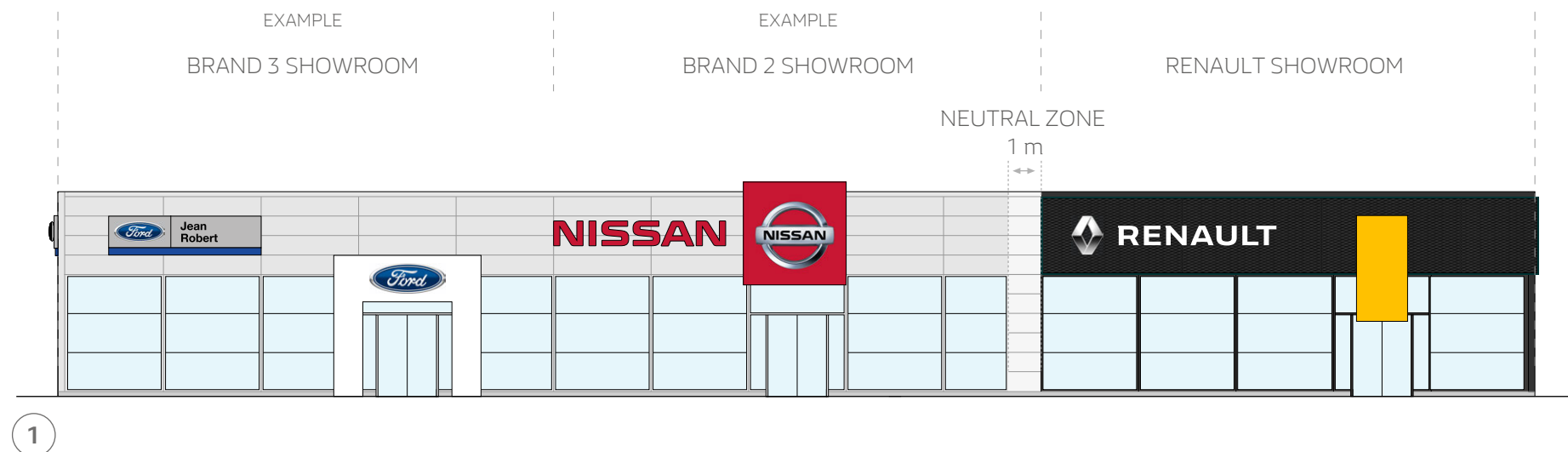
RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

separation of the façades - 2

Adaptation of the principle

- If it is not possible to create a neutral zone of 3 m in width, it is essential to keep this zone at 1 m in width.
- When the Renault showroom is located between 2 other showrooms, the neutral zone is to be applied to each side of it.

- ① Case in which the Renault showroom is located at the corner of the building.
- ② Case in which the Renault showroom is located between 2 other showrooms.

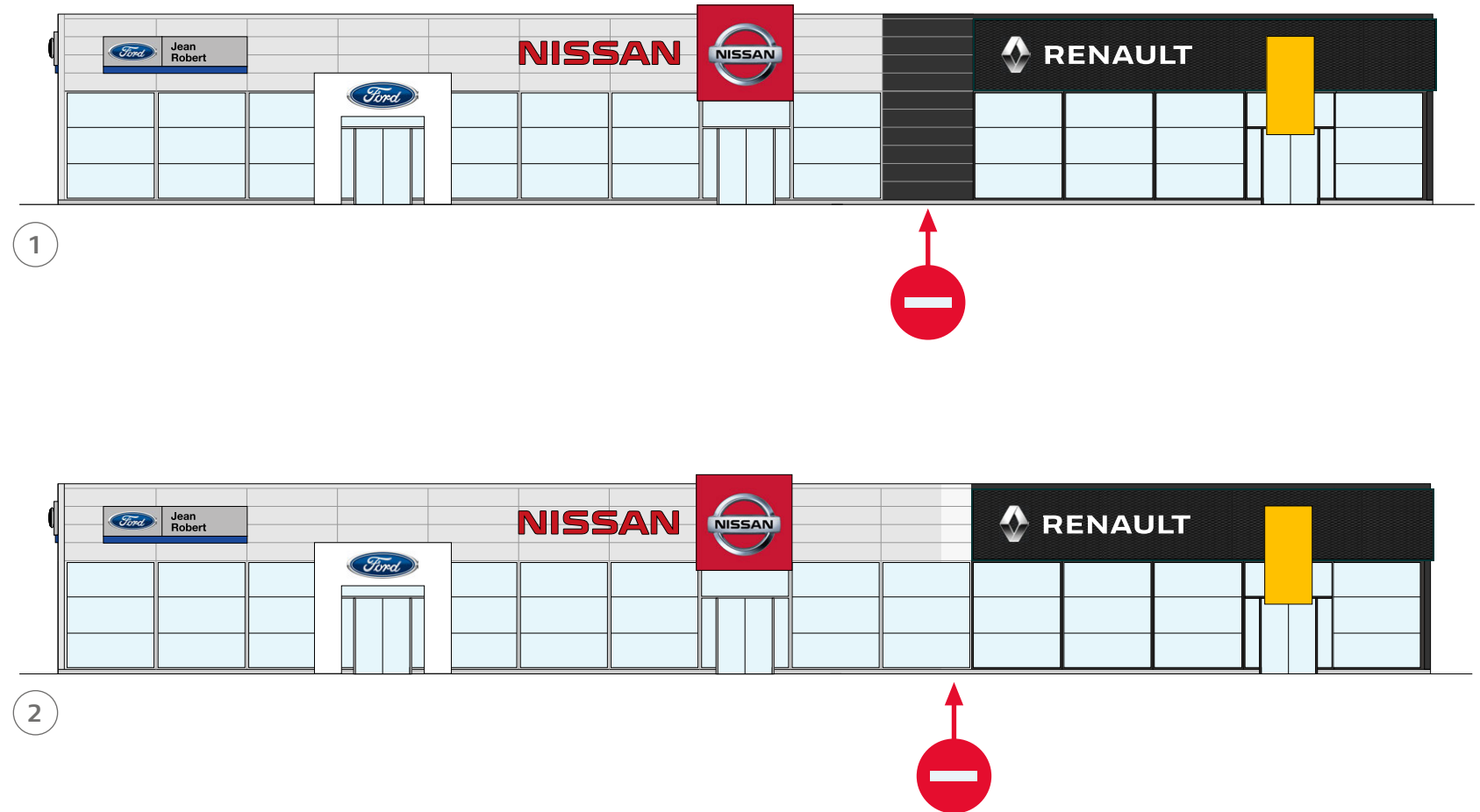


RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

separation of the façades - 3

Restrictions

- ① The neutral zone must be kept in white or light grey in order to avoid any confusion with the dominant colour of the Renault façade.
- ② The glazed sections of the 2 showrooms cannot be joined but must be separated by the neutral zone.

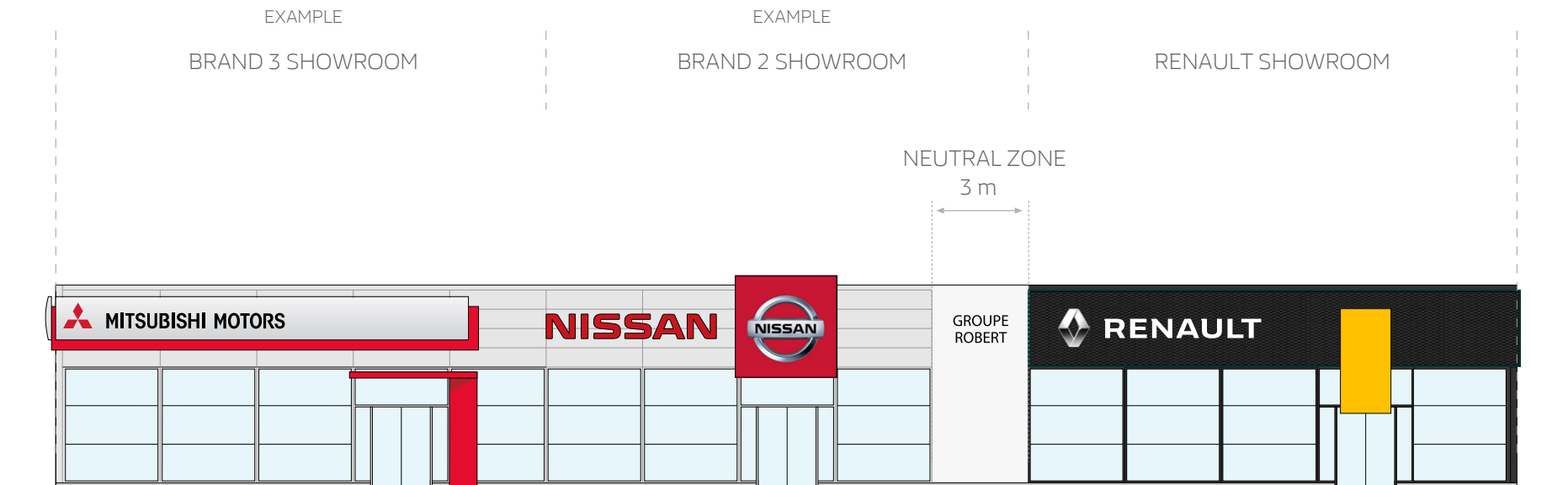


RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

the shared Site Name

General principle

- A shared Site Name may be affixed in the neutral zone.
- This Site Name (independent of the brand systems) is featured on a element which is preferably to be white in colour and made of a material different to that of the façade (e.g. panel vs cladding) so that it stands out better.



RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

secondary façades

Installation rules

- The secondary façade of the Renault showroom is identified in the same way as the main façade.
- The Site Name is included on the secondary façade when it is not featured on the main façade.

- ① Totem for the 3 brands
- ② The flags of the 3 brands
- ③ Renault façade markings on the woven-metal mesh
- ④ The Site Name
- ⑤ The façade markings for other brands

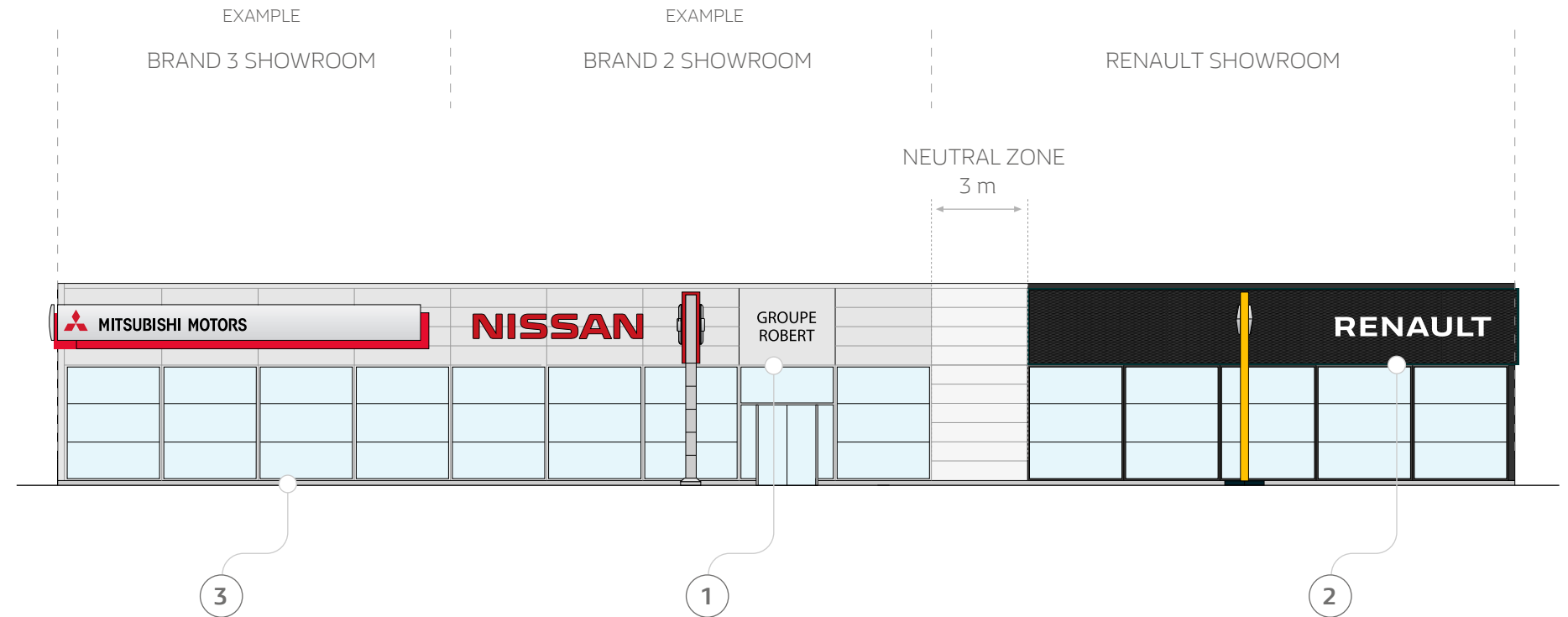


RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

sites with a shared entrance

Principles

- ① When the showrooms of each of the brands are accessed by a shared entrance, where it is not possible to incorporate the Site Name into the brand systems, the dealer name may be displayed above the entrance door shared by the 3 showrooms.
- ② The Renault signature may be aligned to the right of the façade for greater impact.
- ③ The totems of each of the 3 brands are positioned in line with the respective showrooms.

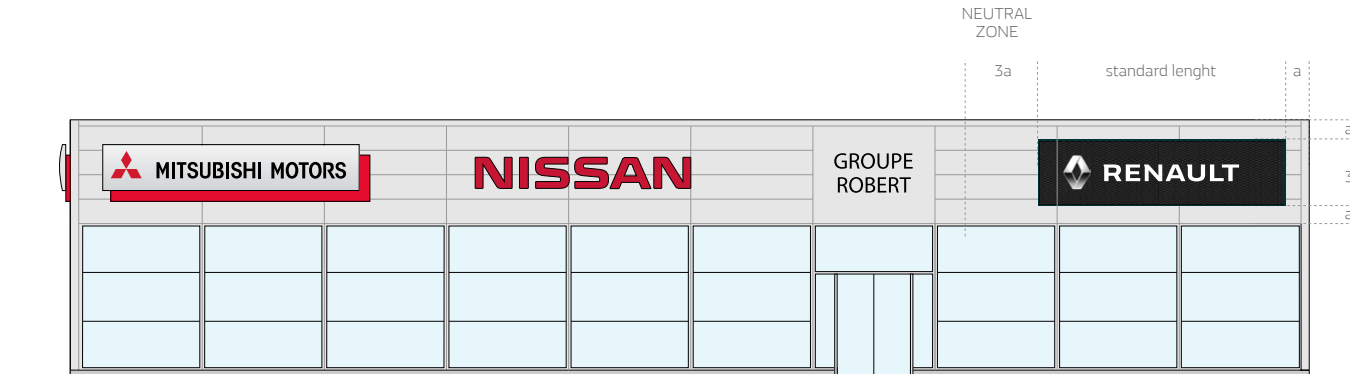


RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

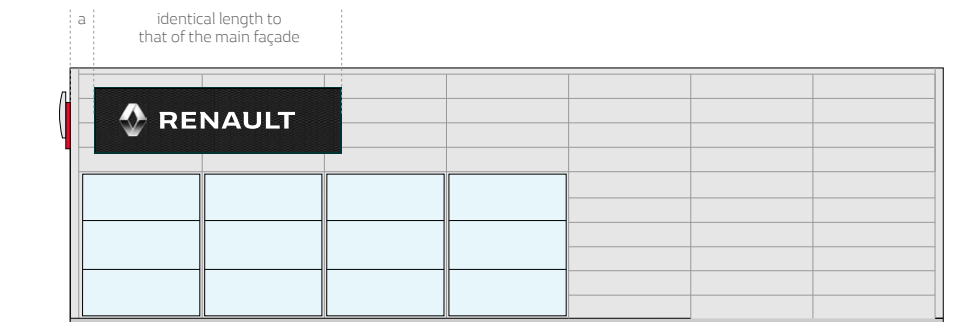
narrow façades

Principles

- The signature on blind façades is positioned on the showroom frontage close to the Renault corner.
- The dimensions of this signature shall be determined depending on the height of the frontage.
- The height of the signature may thus not be greater than $\frac{3}{5}$ th of the height of the frontage.
- It will be positioned at a distance of at least $\frac{1}{5}$ th of the height from the edge of the Renault showroom frontage.
- The colour of the façade shall be homogeneous in order to create a harmonious façade.
- A neutral zone equal to $3a$ shall be observed between the signature and the signage elements of brand 2.
- A Renault signature of the same height shall be positioned on the secondary façade.



1 MAIN FAÇADE



2 SECONDARY FAÇADE

Note

The standard dimensions of this signature are described in the Technical Specifications of the façade markings (see pages 19 & 25). This is the marking used for blind facades.

RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

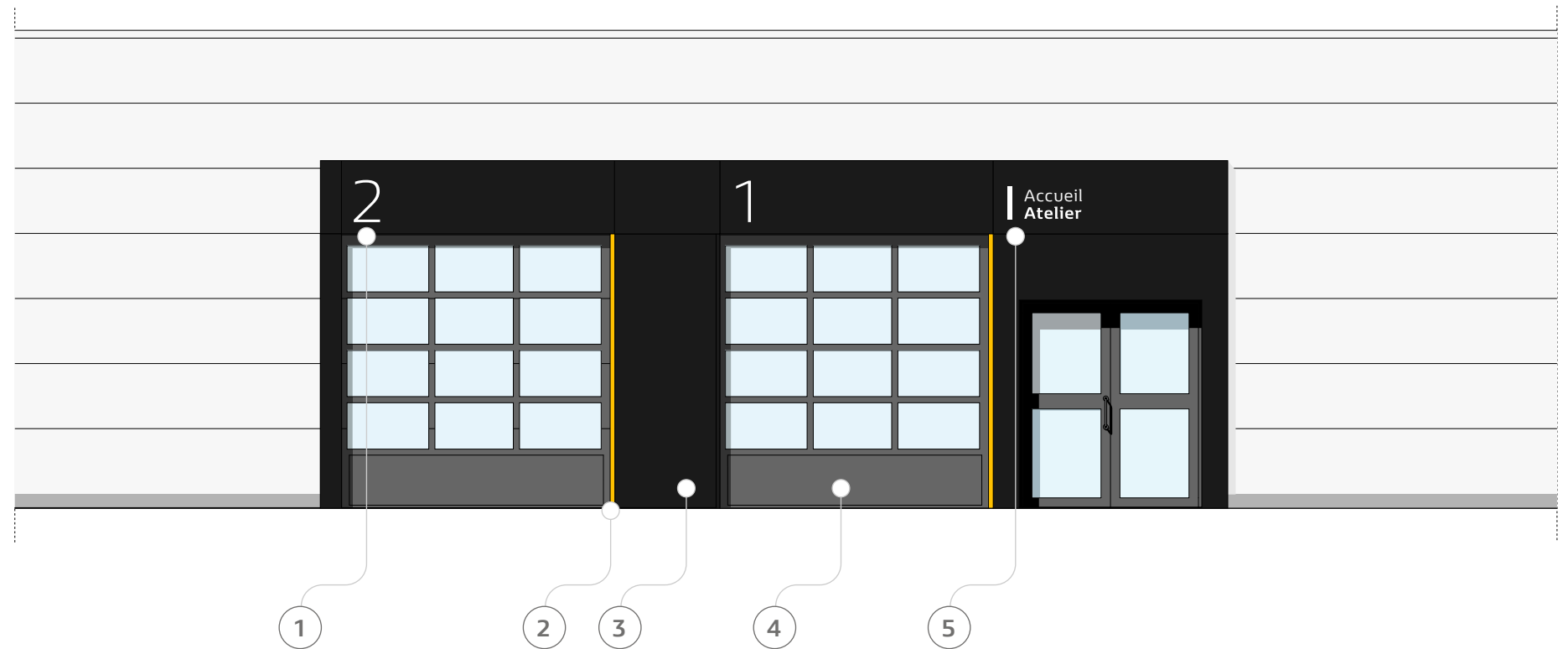
the After-Sales façade Renault

Installation rules

- This configuration identical to that of Renault Store sites corresponds to having separate workshops for each of the brands.

Components

- ① Numbering
- ② The vertical yellow strip
- ③ Cladding of bays in metallic dark grey
- ④ The workshop door in RAL 7021 grey
- ⑤ Identification markings



Note

See the section of the Installation guide devoted to workshop bays to find out more about the possible configurations.

RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

the shared after-sales façade

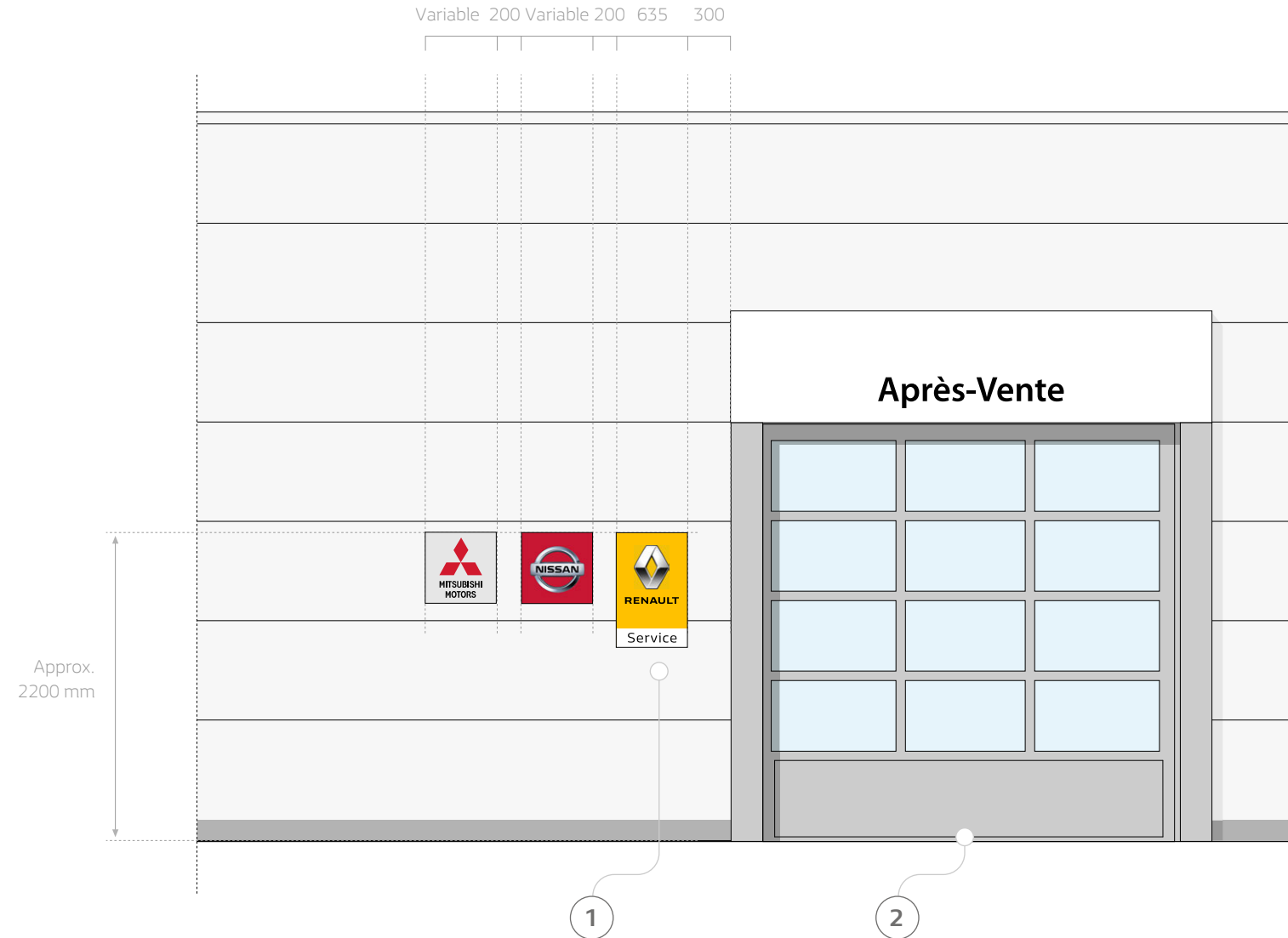
Installation rules

In the case of a workshop bay shared by the 3 brands, the After-Sales area is identified through workshop bay signage comprising the following elements:

- ① Identification signs for each brand, of similar dimensions, positioned on the same side and at the same height.
- ② Neutral identification strip on the workshop door with the generic activity name.

Note

The Renault Service plaque exists in 2 versions, either backlit with the diamond in relief or opaque with a printed surface. Refer to the "Service Plaques" specifications.



RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

organization of the approaches

① Customer parking for Renault

The pedestrian route connects the customer parking area to the showroom entrance via the exterior display areas.

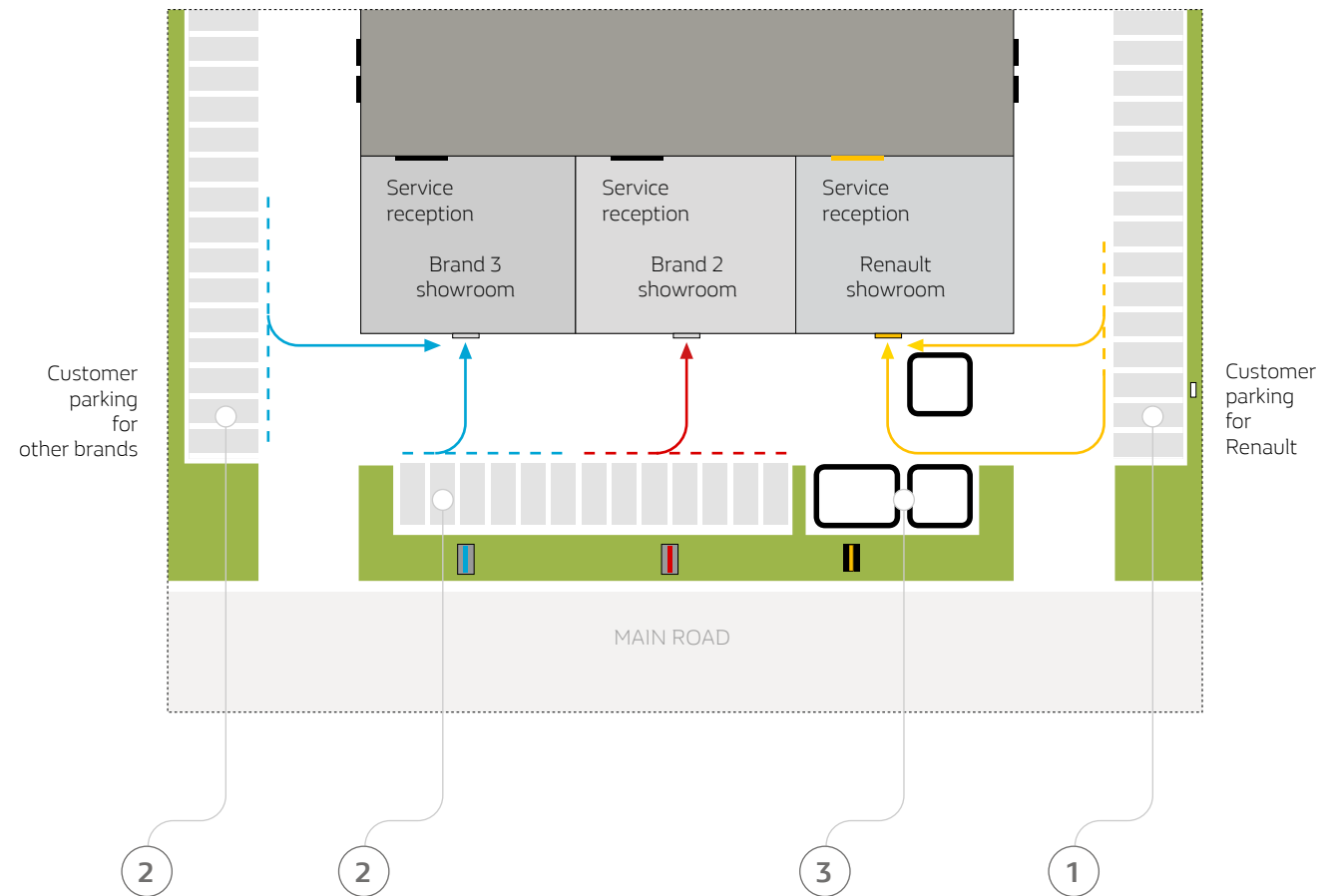
The After-Sales reception is integrated into the showroom.

② Customer parking for brand 2

The customer parking area is connected to the specific showroom entrance for brand 2.

③ The exterior display areas

Incorporated along the main façade in front of the showroom, the exterior display areas help to bring the point of sale to life.



Note

The drawing above presents the generic case featuring separate workshops and an After-Sales reception specific to each of the brands.

RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

interior components

General principle

- Components help to assert the presence of the Renault brand and showcase the vehicles on display.
- These components are taken from the Renault Stores and are not specific to Renault multibrand sites.
- Renault Store showrooms are classified into three formats, determined by each country depending on size and the number of vehicles on display.

COMPONENTS	SHOWROOM FORMAT L	SHOWROOM FORMAT M	SHOWROOM FORMAT S
	> to 600 m ² 20 vehicles and more	from 300 to 600 m ² 10 to 20 vehicles	< to 300 m ² 3 to 5 vehicles
Reception desk	●	◐	○
Reception totem	●	●	●
Canopy	●	◐	○
Brand wall	●	●	●
Lounge	●	●	◐
Brand bar	●	●	◐
Headline Zone	●	●	●
Thematic zones	●	●	◐
Configurator	●	●	●
Accessories unit	●	◐	◐
Miniatures display cabinet	●	◐	◐

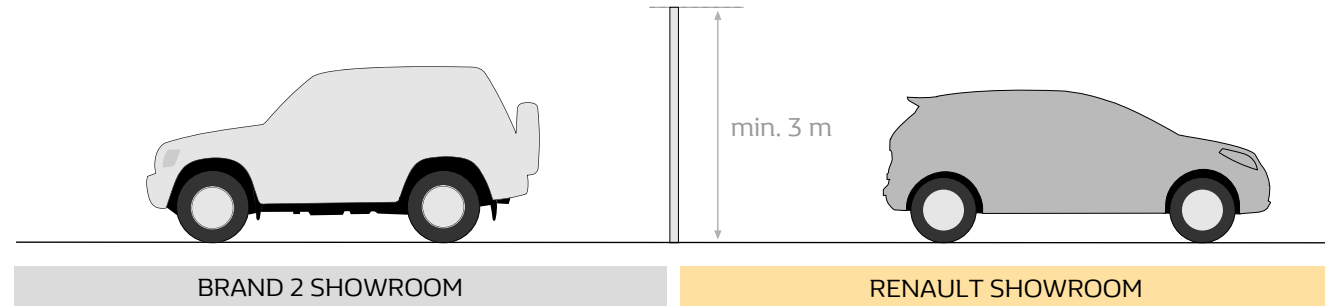
●	Compulsory
◐	Optional
○	Not applicable

RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

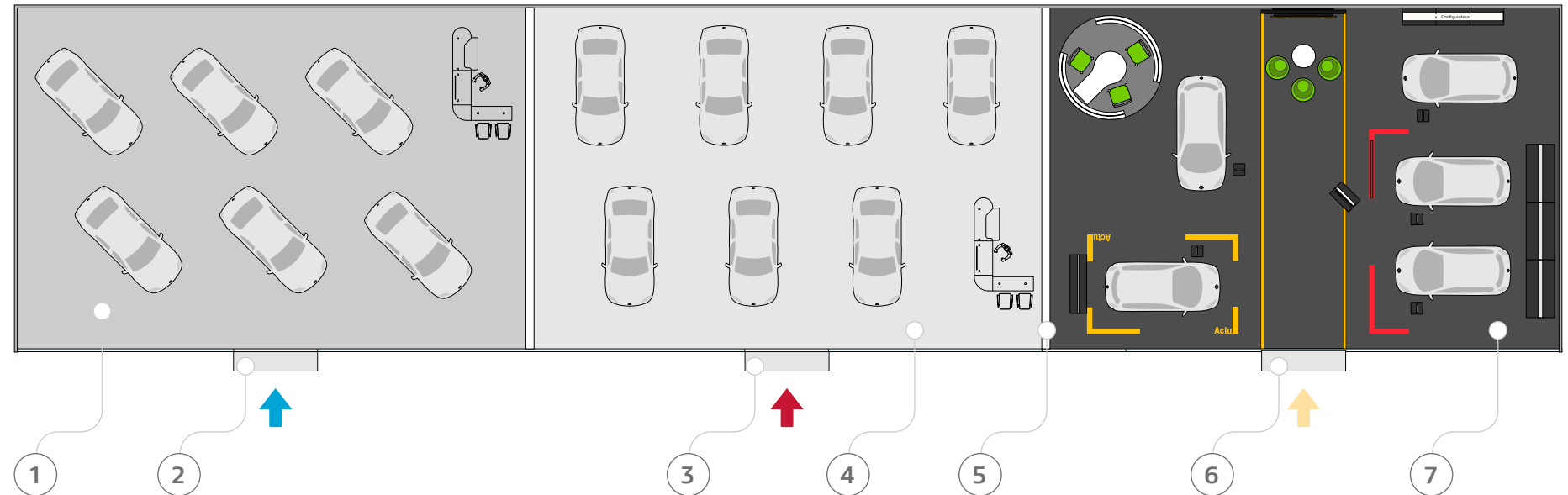
separation of showrooms

General principle

- The separation of the showrooms must cover the entire width and height of the space (or 3 m partition).
- The surface area of showrooms must be consistent with the sales targets of the Brand in the Region.



- ① Brand 3 showroom
- ② Brand 3-specific entrance
- ③ Brand 2 showroom
- ④ Brand 2-specific entrance
- ⑤ Opaque partition
- ⑥ Renault-specific entrance
- ⑦ Renault showroom



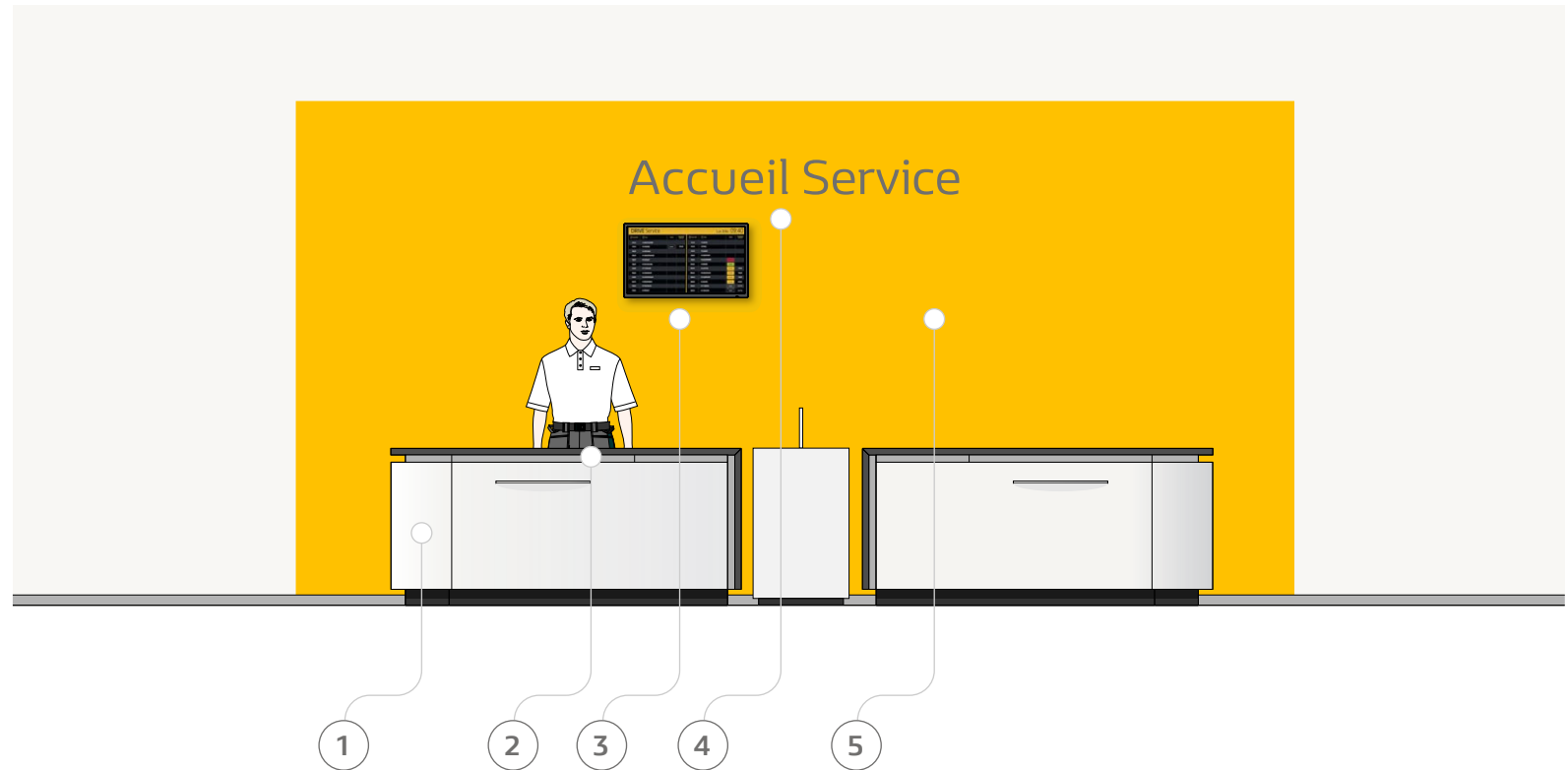
RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

the specific After-Sales reception

The Renault Service Advisor

- After-Sales reception located in the Renault showroom (Renault Store standards)
- The Renault Service Advisor welcomes customers of the Brand.

- ① After-Sales reception unit
- ② Renault Service Advisor
- ③ Screen
- ④ Identification signage for the After-Sales reception
- ⑤ Yellow wall



RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

the shared After-Sales reception

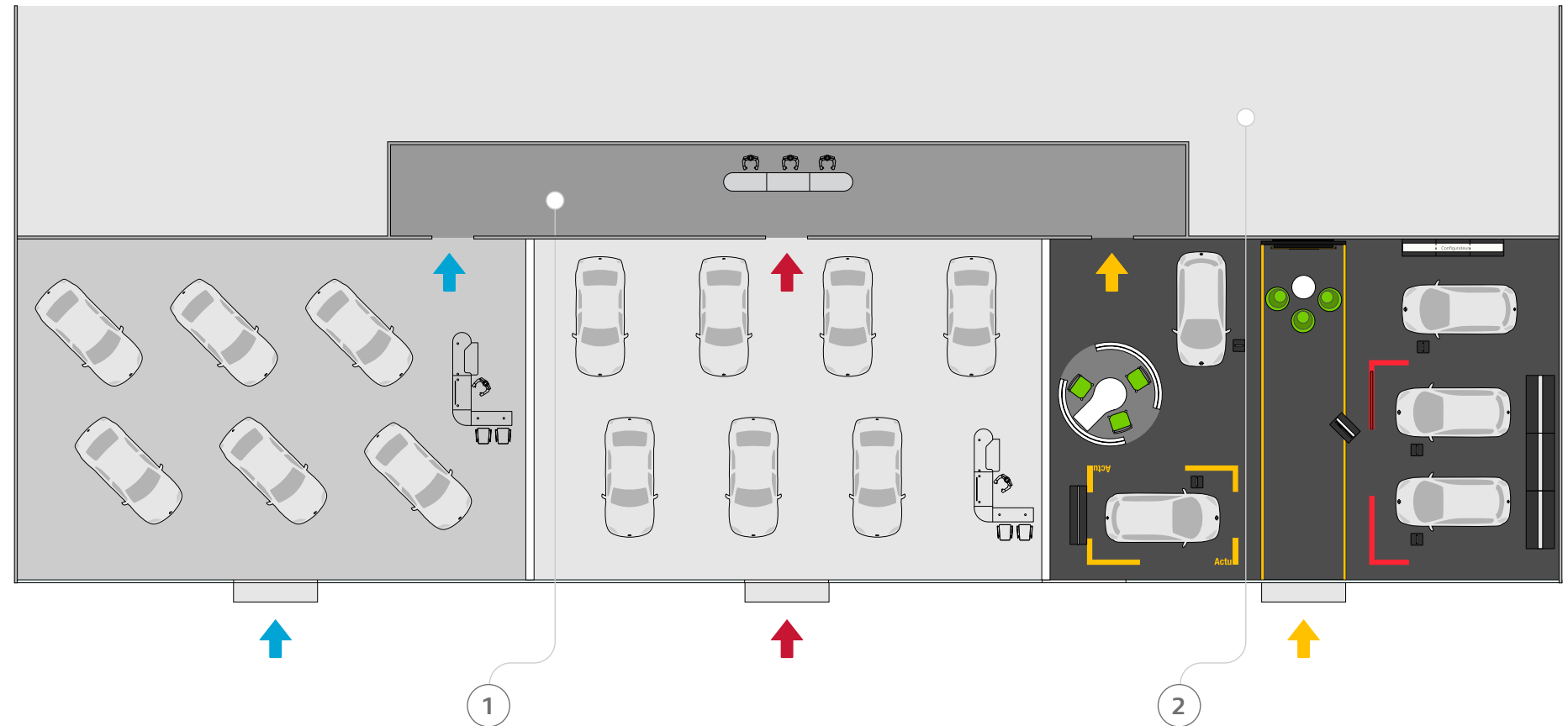
implantation

Principles

- The showrooms are completely separated.
- Each showroom has its own specific entrance.
- The After-Sales reception is accessed from each of the showrooms.

① Shared After-Sales reception

② Shared workshop



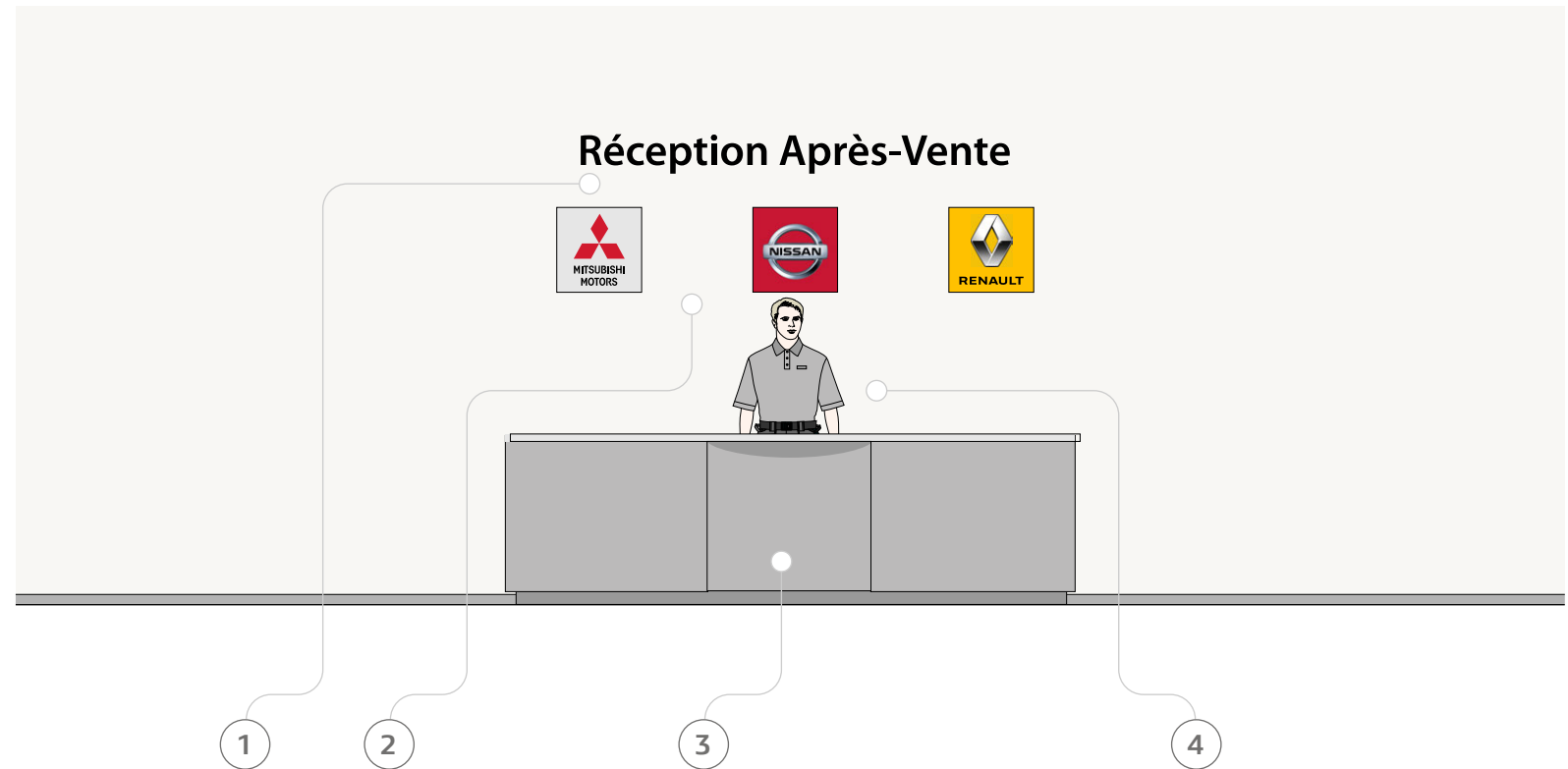
RENAULT SITES WITH 2 OTHER BRANDS (AND MORE)

the shared After-Sales reception identification

A multibrand Service Advisor

- After-Sales reception located in the Renault showroom (Renault Store standards) if possible, or in a neutral environment.
- The multibrand Service Advisor welcomes customers of the 3 brands.

- ① Identification signage for the After-Sales reception
- ② Brand signatures of similar dimensions and with similar impact
- ③ Neutral reception unit
- ④ Multibrand Service Advisor in a neutral uniform



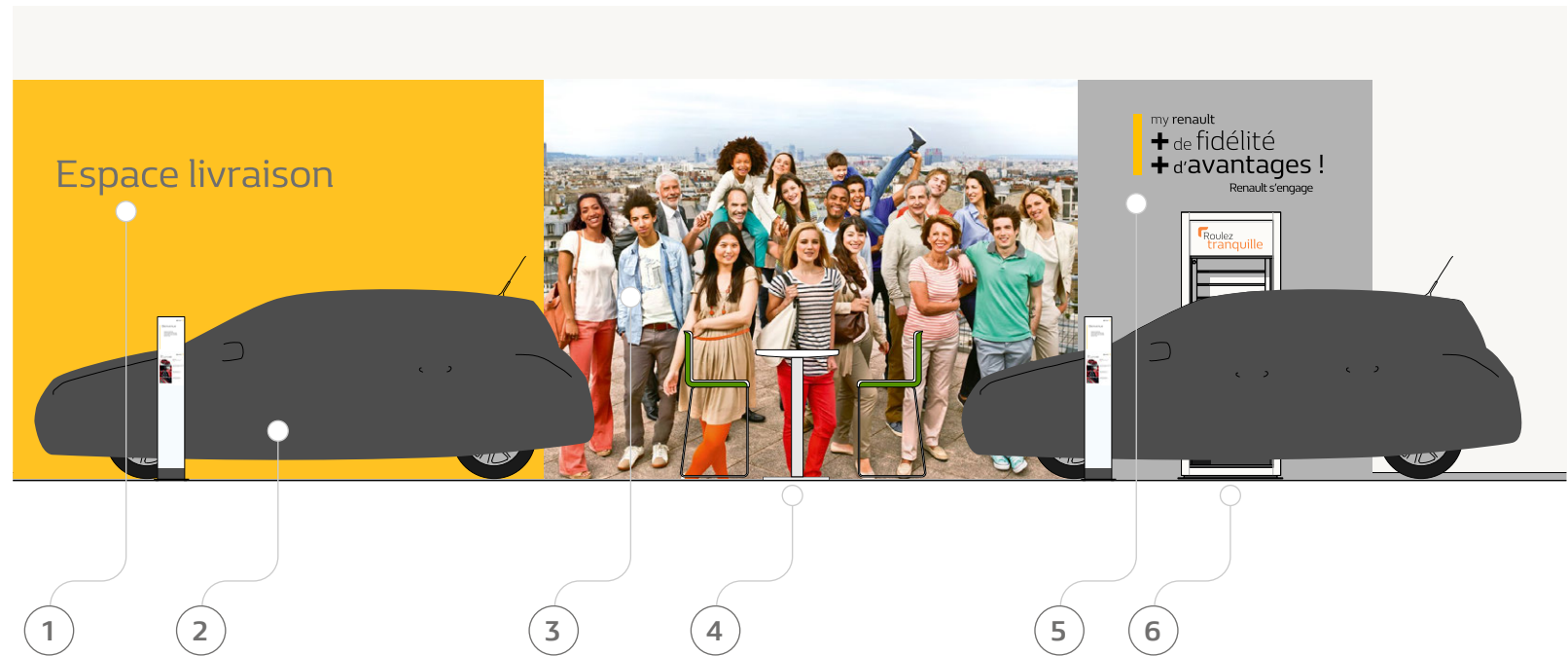
RENAULT SITES WITH ONE OTHER BRAND

the specific delivery area

Principle

Whenever possible, Renault brand vehicles are to be delivered to the customer in a Delivery Area compliant with Renault Store standards.

- ① Identification signage for the Delivery Area
- ② Renault vehicle cover
- ③ Community image
- ④ Reception area
- ⑤ Renault Commitments message
- ⑥ Delivery accessories unit



4

SPECIFIC CONFIGURATIONS

Multibrand sites with a Renault corner	4.1
Automotive retail parks	4.22
Shared showrooms	4.31
Showrooms in shopping centres - basement location	4.40
Showrooms in shopping centres - exterior car park location	4.48

To return to the main contents page,
click on the button.



MULTIBRAND SITES WITH A RENAULT CORNER

general

a specific situation
with the aim of
ensuring
brand visibility

RENAULT CORNERS

Renault corners are designed to meet the need which arises in a context where the Brand has low market penetration in a Country meaning that the installation of showrooms specific to the brand is not possible.

The Renault vehicles (1 to 4 max.) are displayed in the showroom of another brand.

The challenge is to assert the presence of the Renault Brand and to make the vehicles visible by using the standard components present on Renault Store sites.

NOTE

Renault corners may be deployed in countries where the market share is too low to justify having specific showrooms, thus affording the Renault Brand a minimal presence.



MULTIBRAND SITES WITH A RENAULT CORNER

typical façade

**① Identification of the site**

The site is mainly identified by the signage of brand 2 (Ford in the example here).

The Renault brand is identified by the flag and the totem (optional).

② Renault corner

The corner is integrated into the showroom of brand 2.

The Renault signature on the façade is positioned close to the corner.

③ The exterior display area

The vehicle of the moment is put on display in front of the Renault corner in the Headline zone.

MULTIBRAND SITES WITH A RENAULT CORNER (FORMAT STRICTLY PROHIBITED IN REGION G9)

exterior components

General principle

- The purpose of the Renault corner is to display 1 to 4 vehicles in a showroom of another brand.
- Components help to assert the presence of the Renault brand and showcase the vehicles on display.
- These components are taken from the Renault Stores and are not specific to Renault corners.
- 3 configurations are recommended made up of compulsory and optional components depending on the levels of investment specific to each region.

COMPONENTS	Renault Sales ≤ 10% with 1 displayed vehicle	Renault Sales from 10% to 20% with 2 or 3 displayed vehicles	Renault Sales from 20% to 30% with 3 or 4 displayed vehicles	Renault Sales up to 30%
Flags	●	●	●	
Totem	○	○	●	
Flag insignia	●	●	when totem is forbidden	
Signature on façade	◐	●	●	general case of a multibrand site see chapter 2.
635 x 635 Renault plate *	●	○	○	
Exterior display area	◐	◐	◐	
Service Plaque	●	●	●	

- Compulsory
- ◐ Possible
- Not applicable

* The 636 x 635 Renault plate can be used when the signature on the façade is not used.

MULTIBRAND SITES WITH A RENAULT CORNER

advance signage

General principle

- The brands co-exist on the same sign.
- In the spirit of harmony, the brands are displayed on a neutral white background.
- A balance between the two brands should be preserved, with regards to their respective dimensions.

- ① Roadside sign
- ② Bus shelter sign
- ③ 4 x 3 sign



Note

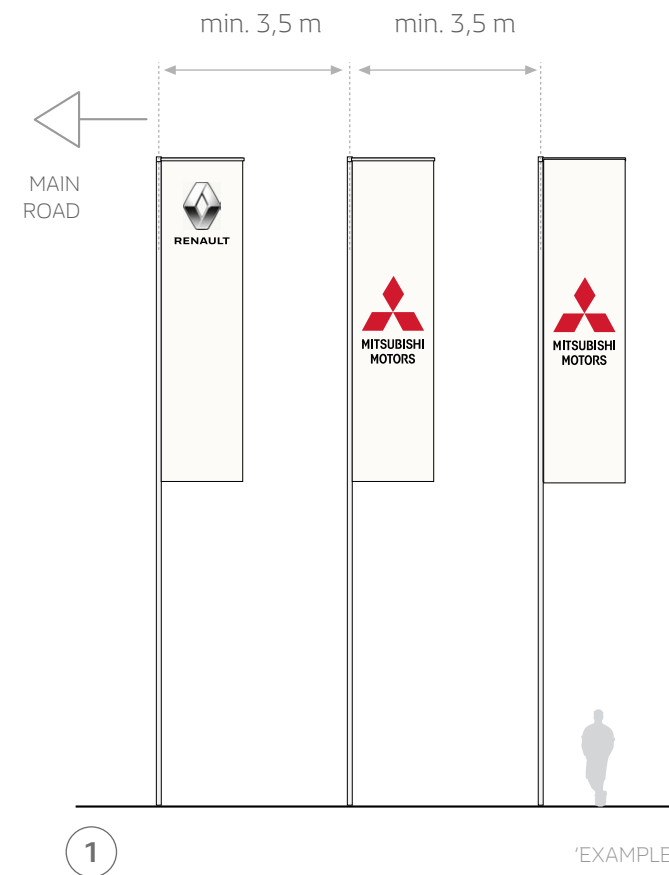
The dimensions of the signs are provided by way of example.

MULTIBRAND SITES WITH A RENAULT CORNER flags

How do I arrange them?

- On a multibrand site, the flags of the 2 brands are arranged separately in groups of 2 on either side of the site.
- A balance between the two brands should be preserved, with regards to their respective dimensions.

① 1 Group of 3 multibrand flags



Rule

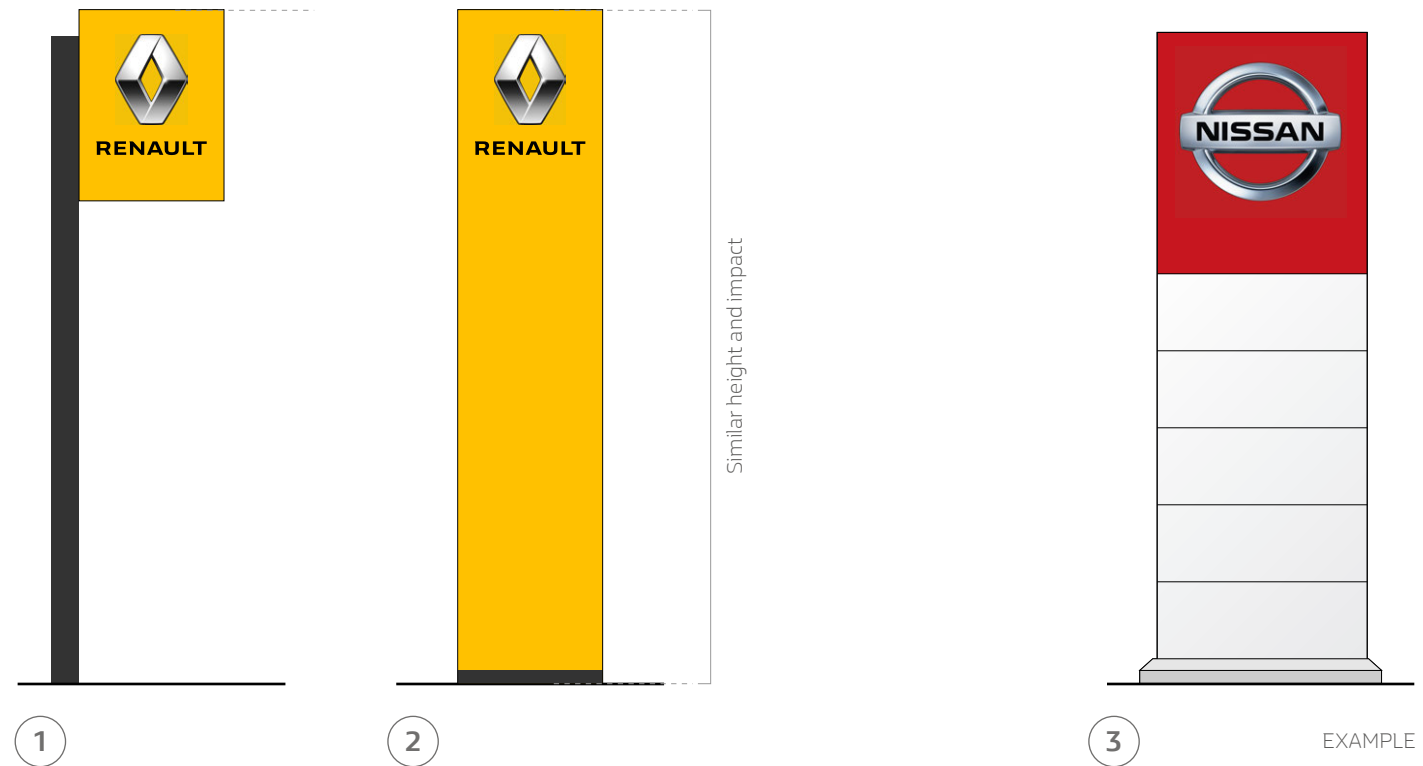
The Renault flag is, wherever possible, to be located closest to the main road.

MULTIBRAND SITES WITH A RENAULT CORNER

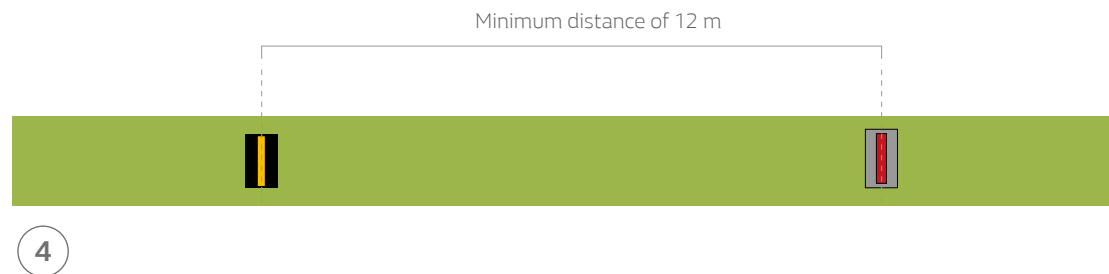
the totem and the flag insignia

How do I arrange them?

- The identifying elements (flag insignia or totem) are positioned along the main façade in front the showroom, on either side of the shared entrance.
- These elements are positioned at a minimum distance of 12 m from each other so as to maintain their respective impact.
- The Renault flag insignia is located close to the area of the showroom dedicated to the brand.
- For configurations with 3 or 4 vehicles, the flag insignia may be replaced by a totem.



- ① Renault flag insignia
- ② Renault totem
- ③ Brand 2 totem
- ④ Minimum distance between totems

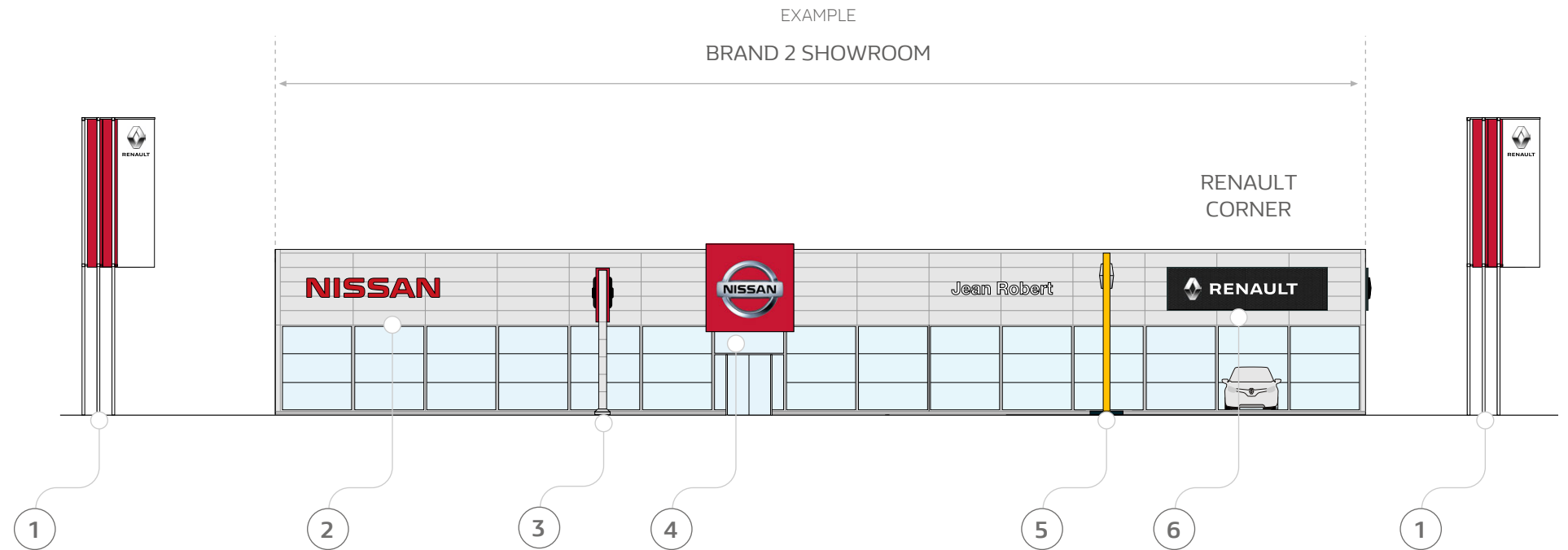


MULTIBRAND SITES WITH A RENAULT CORNER

the main façade

Installation rules

- The building is mainly identified by the elements of brand 2 including the colour of the façade and signage of the shared entrance.
- The totems of the 2 brands are present in front of the showroom (optional for Renault for corners with 3 or 4 vehicles).
- The Renault façade markings are present on the façade by the Renault corner, on the main façade and on the secondary façade.



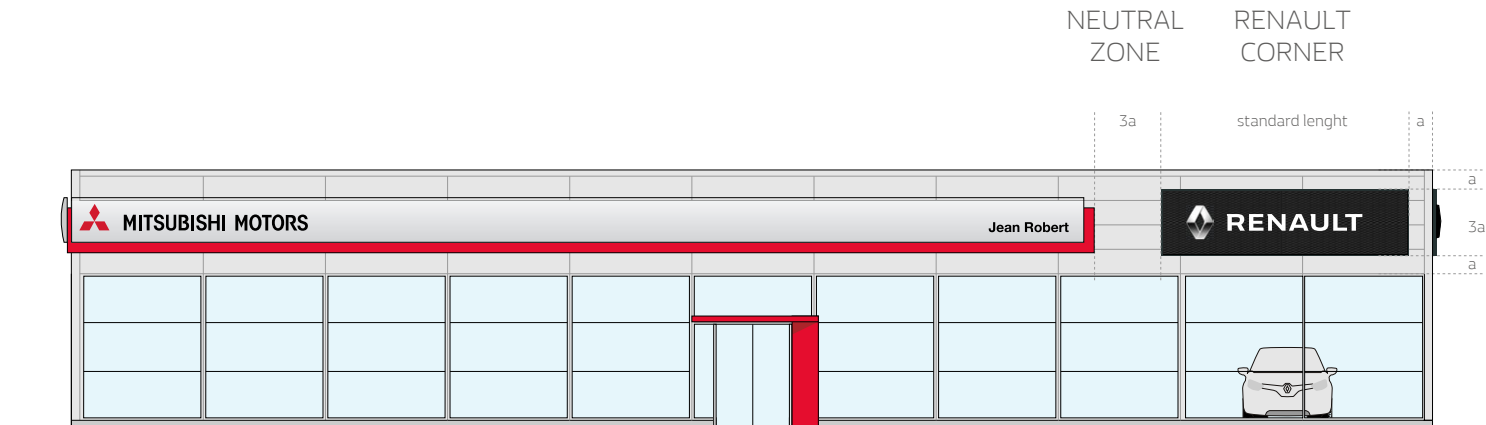
- ① Flags
- ② The Brand 2 strip
- ③ The Brand 2 totem
- ④ The Brand 2 entrance marker
- ⑤ The Renault totem
- ⑥ The Renault façade markings

MULTIBRAND SITES WITH A RENAULT CORNER

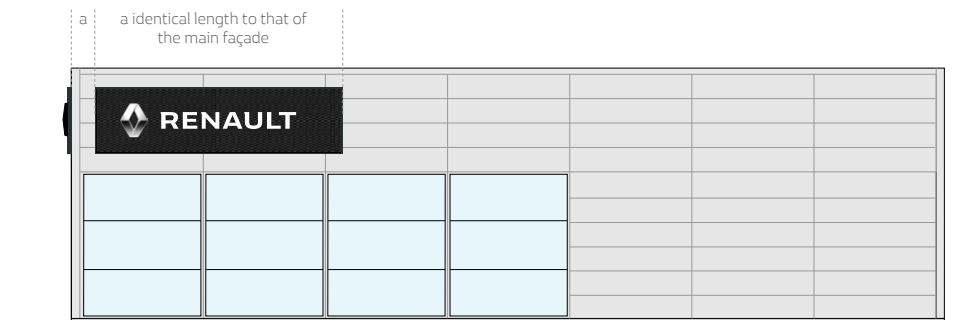
the main façade

Principles

- The signature on blind façades is positioned on the showroom frontage close to the Renault corner.
- The dimensions of this signature shall be determined depending on the height of the frontage.
- The height of the signature may thus not be greater than $\frac{3}{5}$ th of the height of the frontage.
- It will be positioned at a distance of at least $\frac{1}{5}$ th of the height from the edge of the Renault showroom frontage.
- The colour of the façade shall be homogeneous in order to create a harmonious façade.
- A neutral zone equal to $3a$ shall be observed between the signature and the signage elements of brand 2.
- A Renault signature of the same height shall be positioned on the secondary façade.



1 MAIN FAÇADE



2 SECONDARY FAÇADE

Note

The standard dimensions of this signature are described in the Technical specifications for façade markings. They are the same façade markings as those used for blind façades.

MULTIBRAND SITES WITH A RENAULT CORNER

the After-Sales façade

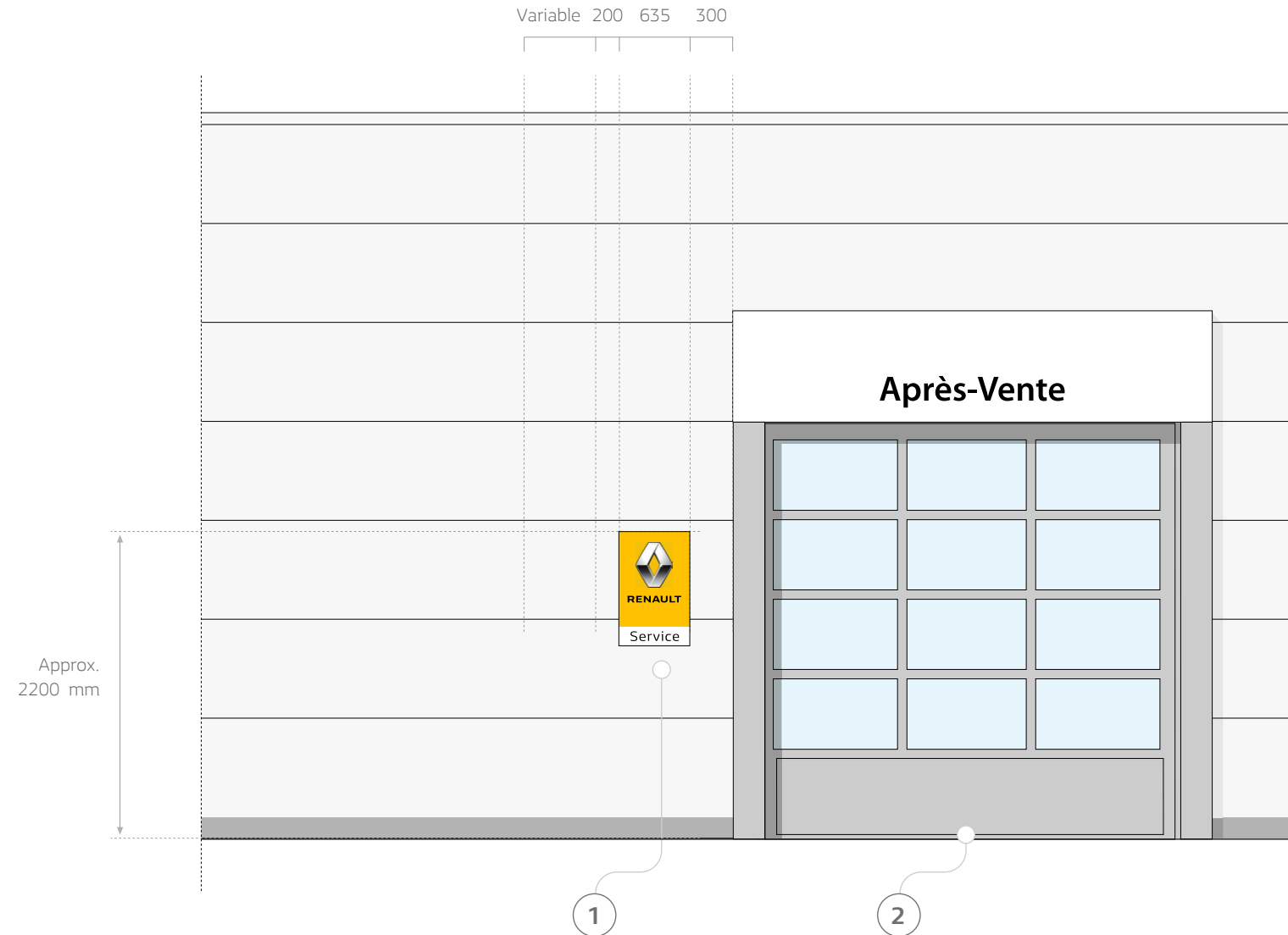
Installation rules

In the case of a workshop bay shared by the 2 brands, the After-Sales area is identified through workshop bay signage comprising the following elements:

- ① Identification signs for each brand, of similar dimensions, positioned on the same side and at the same height.
- ② Neutral identification strip on the workshop door with the generic activity name.

Note

The Renault Service plaque exists in 2 versions, either backlit with the diamond in relief or opaque with a printed surface. Refer to the "Service Plaques" specifications.



MULTIBRAND SITES WITH A RENAULT CORNER

organization of the approaches

① Customer parking for Renault

The pedestrian route connects the customer parking area to the showroom entrance via the Headline zone of the exterior display area.

The shared After-Sales reception is integrated into the showroom.

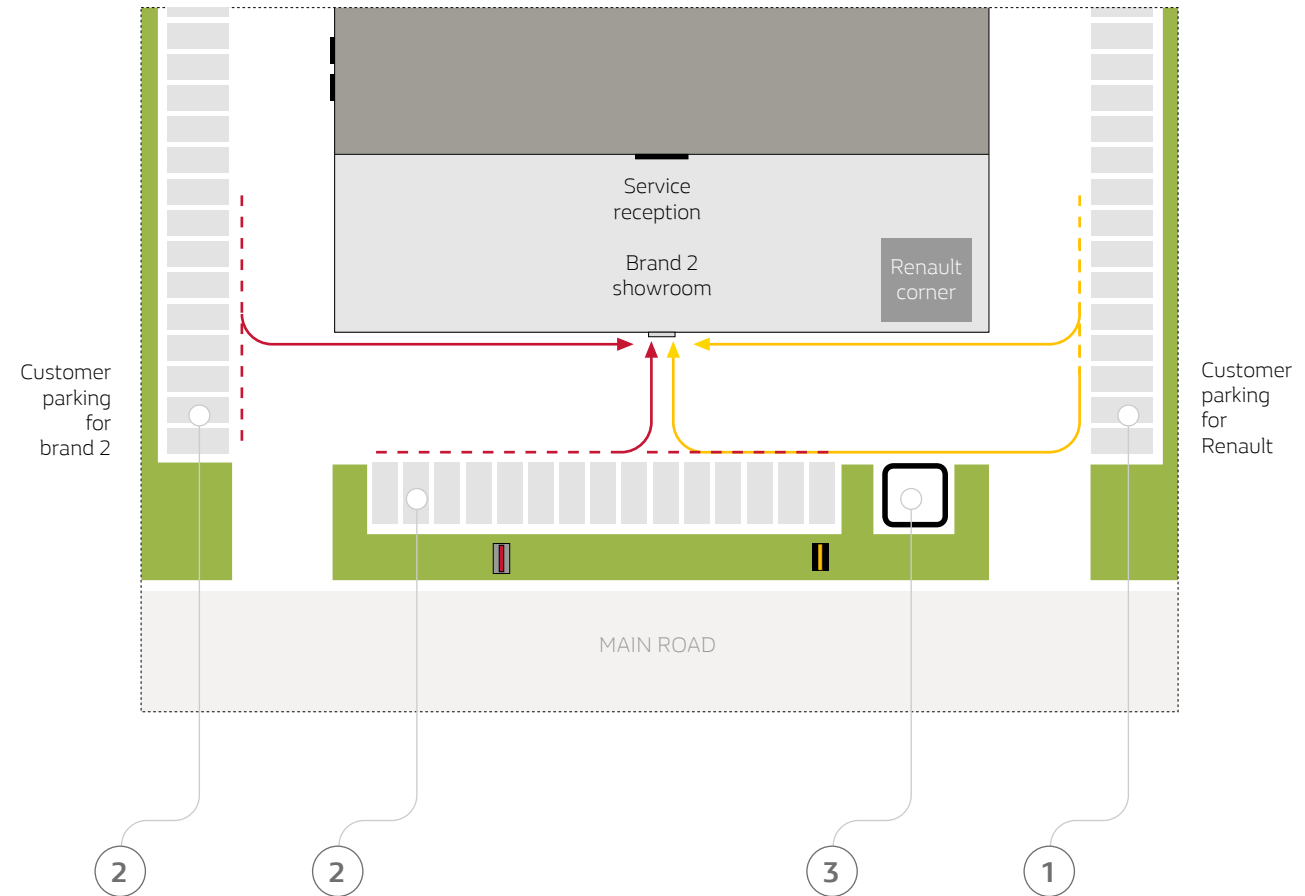
② Customer parking for brand 2

The customer parking area is connected to the specific showroom entrance for brand 2.

③ The exterior display areas

Optional, it is incorporated along the main façade in front of the showroom close to the zone dedicated to Renault.

The exterior display area helps to bring the point of sale to life.



Note

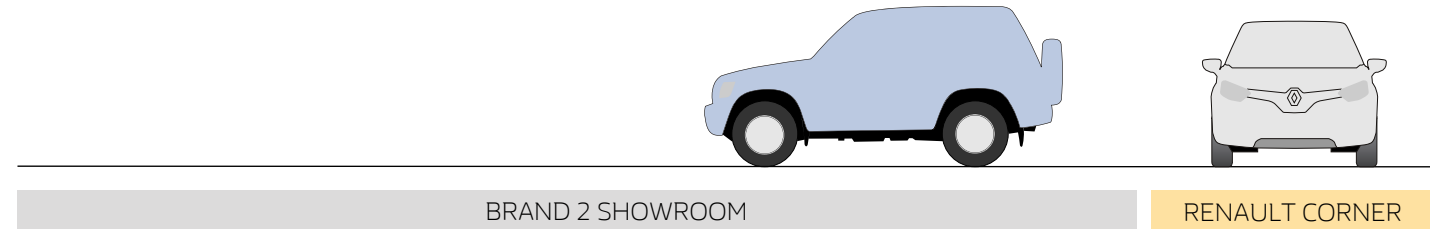
The drawing above presents the generic case featuring a shared workshop and a shared After-Sales reception.

MULTIBRAND SITES WITH A RENAULT CORNER

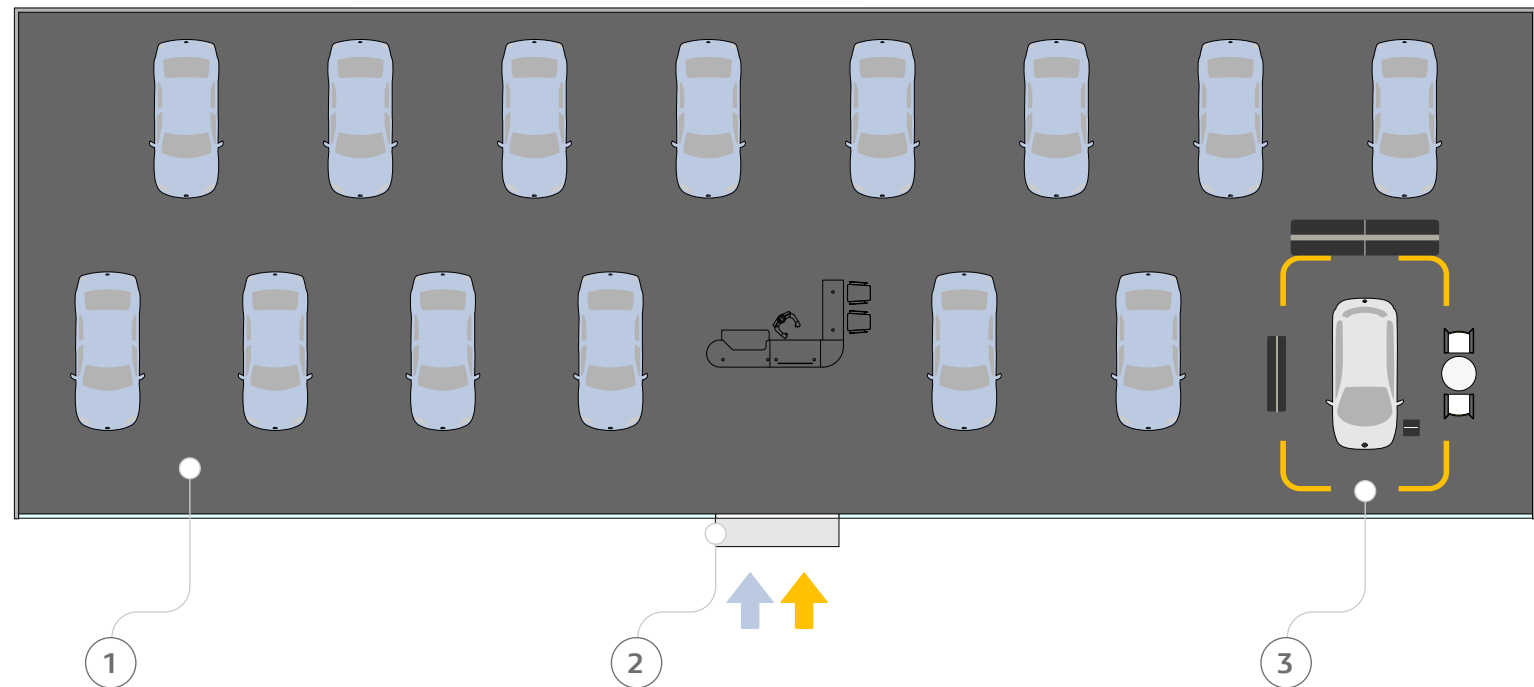
integration of the corner

General principle

- The Renault corner is integrated into the Renault showroom without the need for physical separation.
- Capacity: 1 to 4 vehicles.



- ① Brand 2 showroom
- ② Shared entrance
- ③ Renault corner



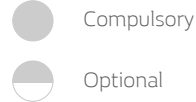
MULTIBRAND SITES WITH A RENAULT CORNER

interior components

General principle

- The purpose of the Renault corner is to display 1 to 4 vehicles in a showroom of another brand.
- Components help to assert the presence of the Renault brand and showcase the vehicles on display.
- These components are taken from the Renault Stores and are not specific to Renault corners.
- 4 configurations are recommended made up of compulsory and optional components depending on the levels of investment specific to each region.

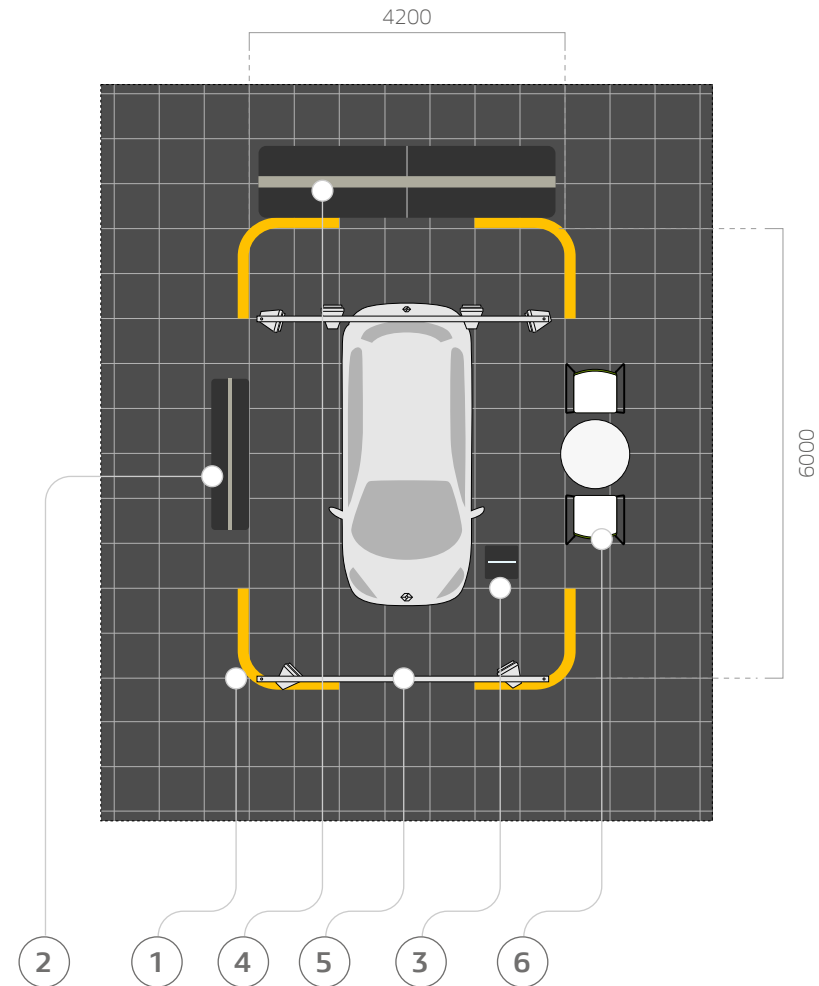
COMPONENTS	CONFIGURATION WITH 1 VEHICLE	CONFIGURATION WITH 2 VEHICLES	CONFIGURATION WITH 3 VEHICLES	CONFIGURATION WITH 4 VEHICLES
Brand wall	Optional	Optional	Compulsory	Compulsory
2x2 product communications	Compulsory	Compulsory	Compulsory	Compulsory
Price display module	Compulsory	Compulsory	Compulsory	Compulsory
Ground markings	Compulsory	Compulsory	Compulsory	Compulsory
Lighting of the zone	Optional	Optional	Compulsory	Compulsory
Reception furniture	Optional	Optional	Compulsory	Compulsory



MULTIBRAND SITES WITH A RENAULT CORNER configuration with 1 vehicle

Components

- ① Ground markings
- ② 2x2 m product communications
- ③ Price display module
- ④ 4x3 m Brand wall
- ⑤ Vehicle lighting
- ⑥ Reception furniture



MULTIBRAND SITES WITH A RENAULT CORNER

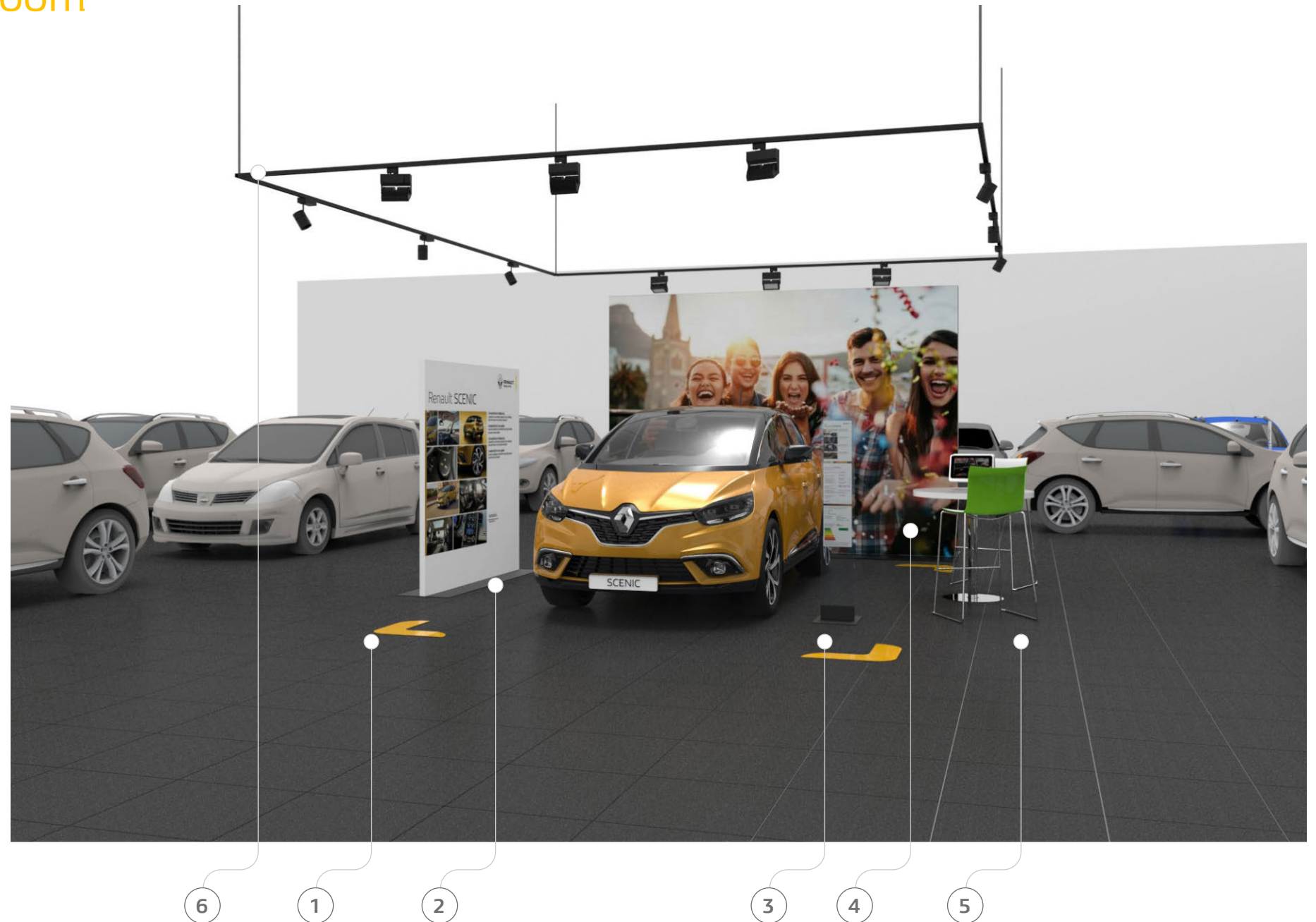
integration into the showroom

Components

- ① Ground markings
- ② 2x2 m product communications
- ③ Price display module
- ④ 4x3 m Brand wall
- ⑤ Vehicle lighting
- ⑥ Reception furniture

Note

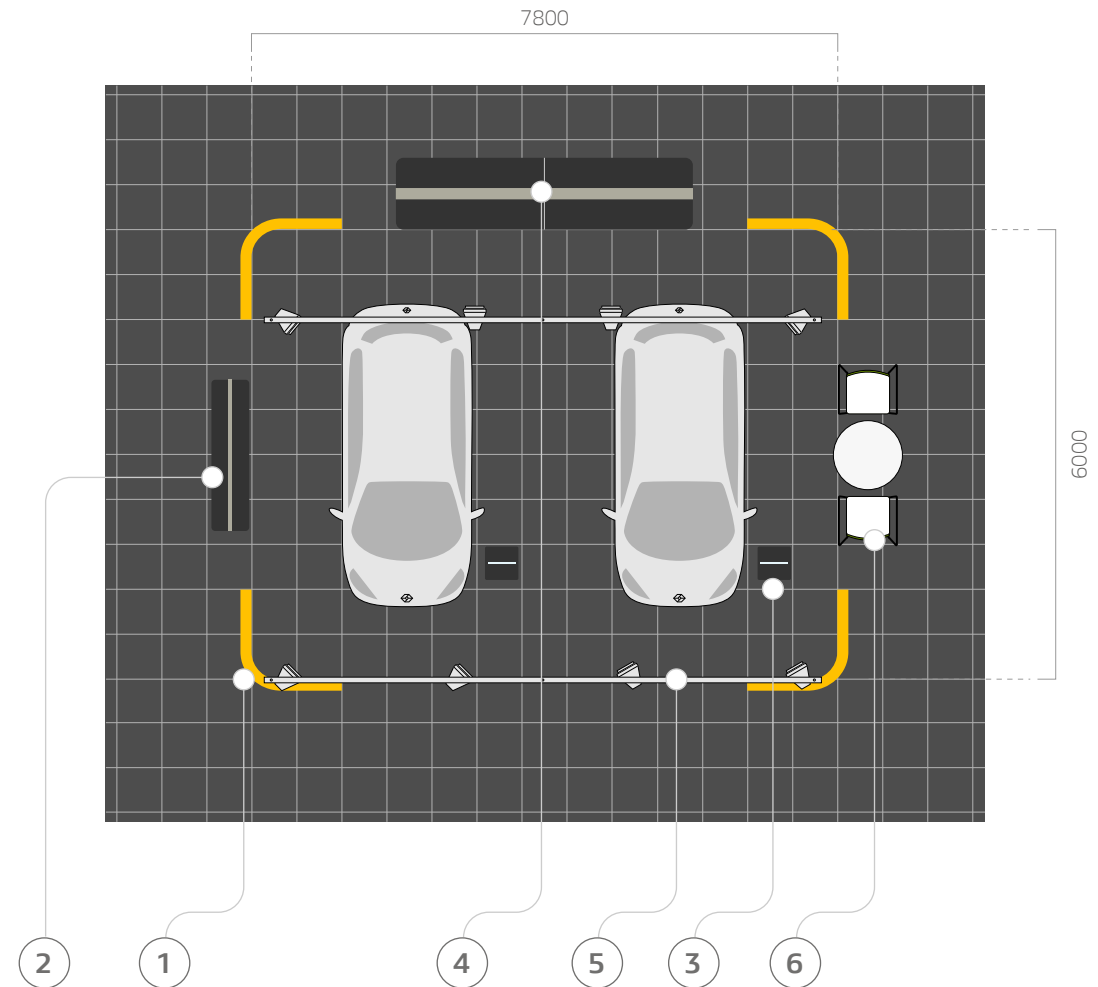
The images are provided for illustrative purposes.



MULTIBRAND SITES WITH A RENAULT CORNER configuration with 2 vehicles

Components

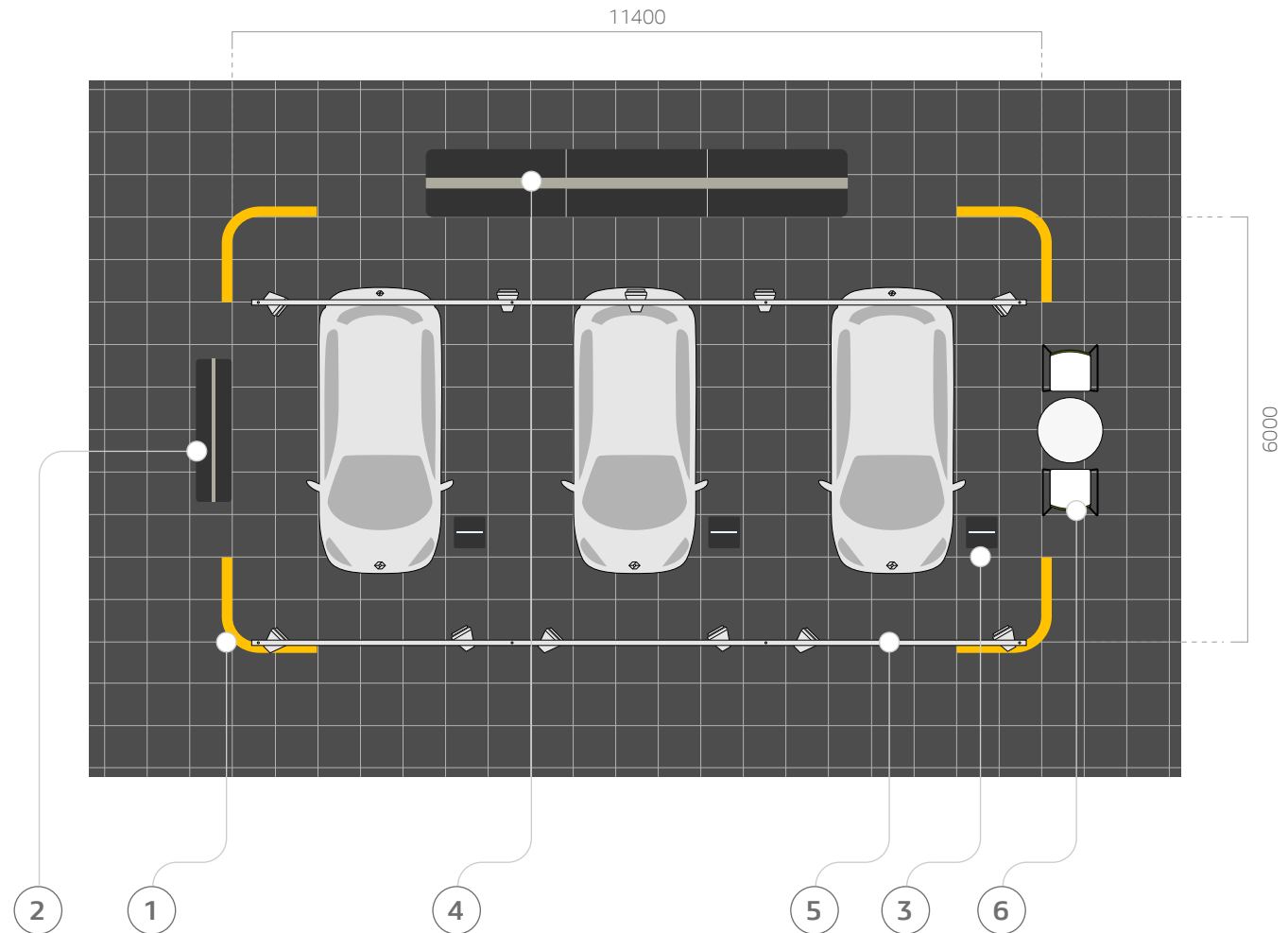
- ① Ground markings
- ② 2x2 m Brand and product communications
- ③ Price display module
- ④ 4x3 m Brand wall
- ⑤ Vehicle lighting
- ⑥ Reception furniture



MULTIBRAND SITES WITH A RENAULT CORNER configuration with 3 vehicles

Components

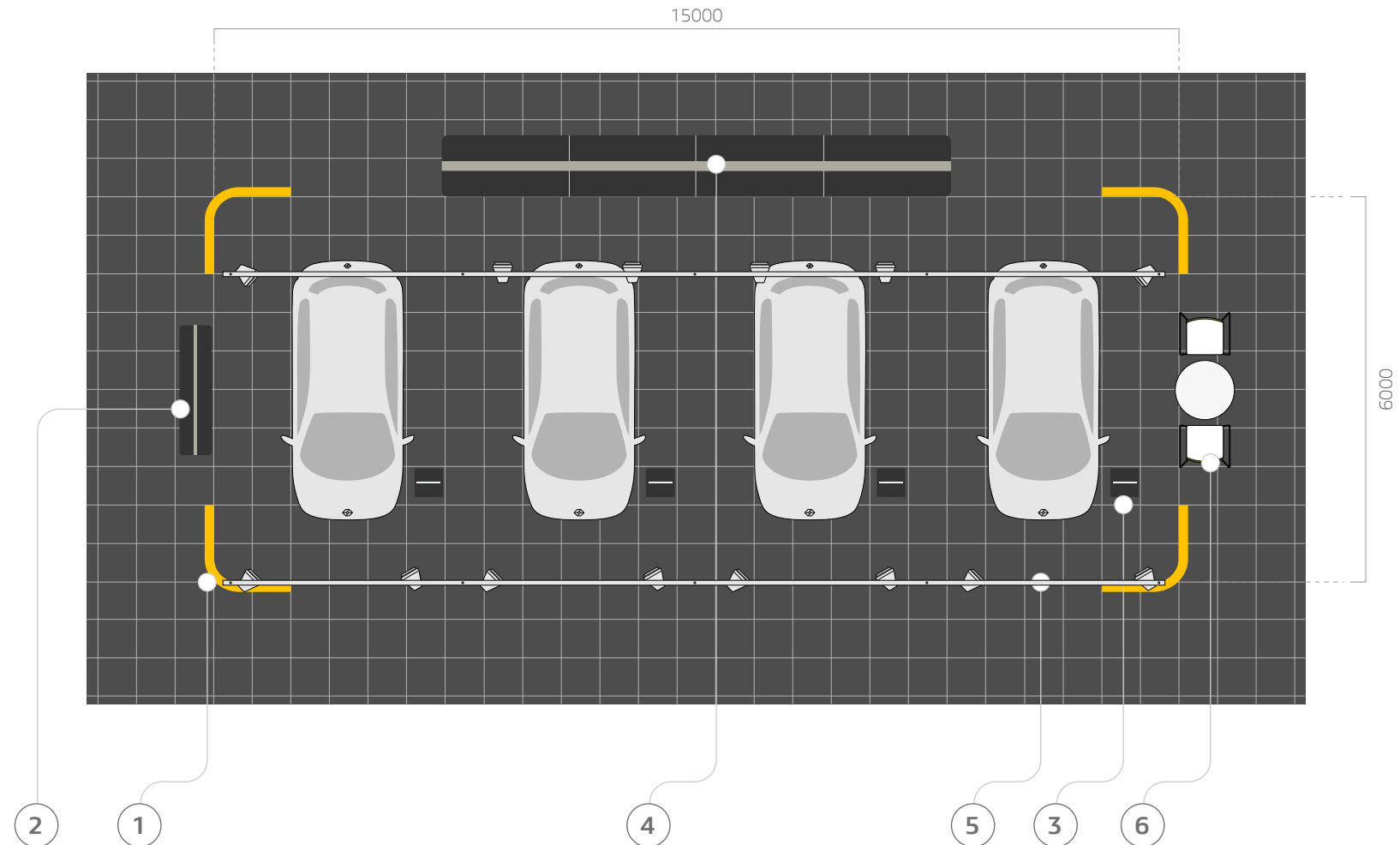
- ① Ground markings
- ② 2x2 m Brand and product communications
- ③ Price display module
- ④ 4x3 m Brand wall
- ⑤ Vehicle lighting
- ⑥ Reception furniture



MULTIBRAND SITES WITH A RENAULT CORNER configuration with 4 vehicles - 1

Components

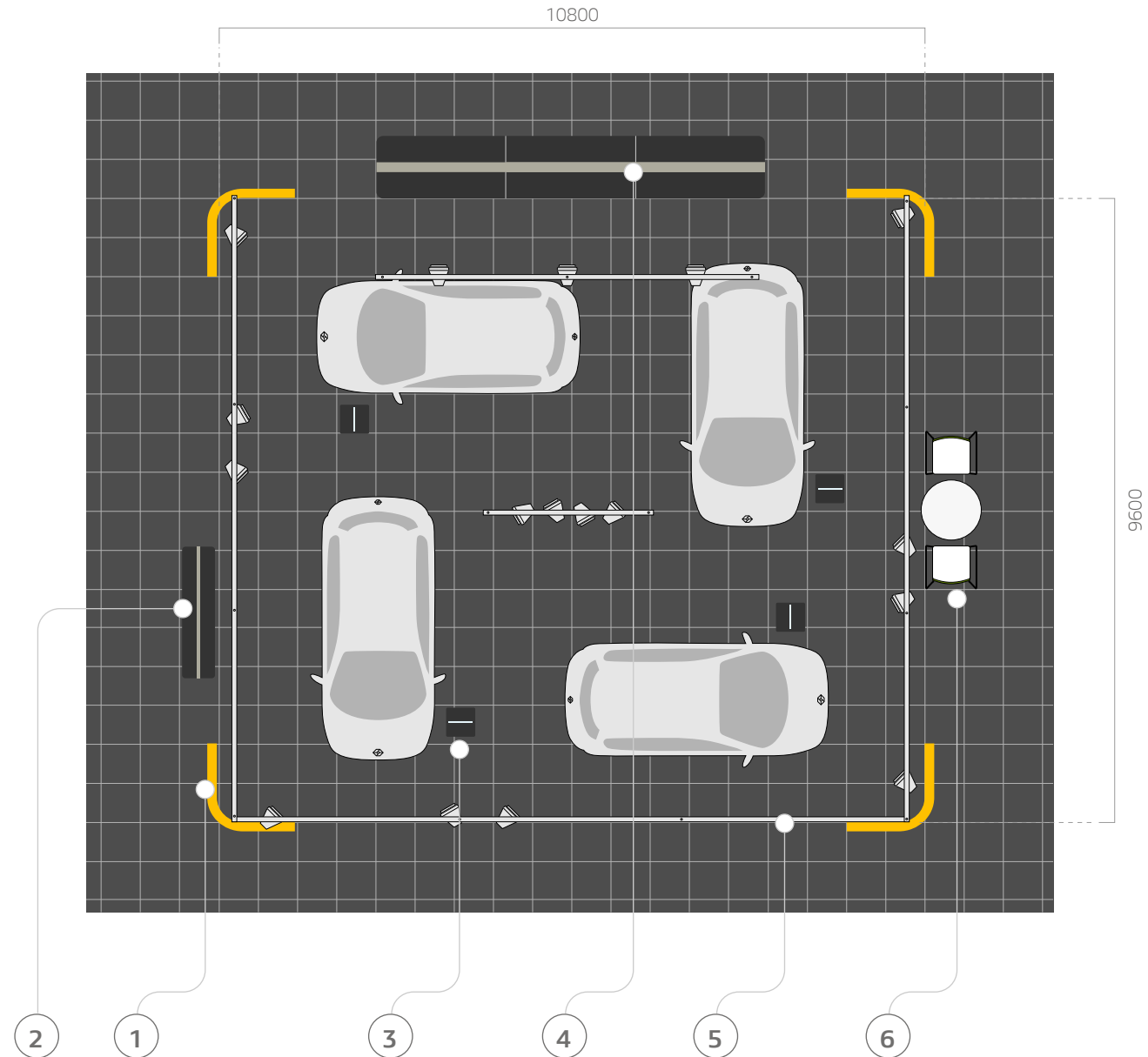
- ① Ground markings
- ② 2x2 m Brand and product communications
- ③ Price display module
- ④ 4x3 m Brand wall
- ⑤ Vehicle lighting
- ⑥ Reception furniture



MULTIBRAND SITES WITH A RENAULT CORNER configuration with 4 vehicles - 2

Components

- ① Ground markings
- ② 2x2 m Brand and product communications
- ③ Price display module
- ④ 4x3 m Brand wall
- ⑤ Vehicle lighting
- ⑥ Reception furniture

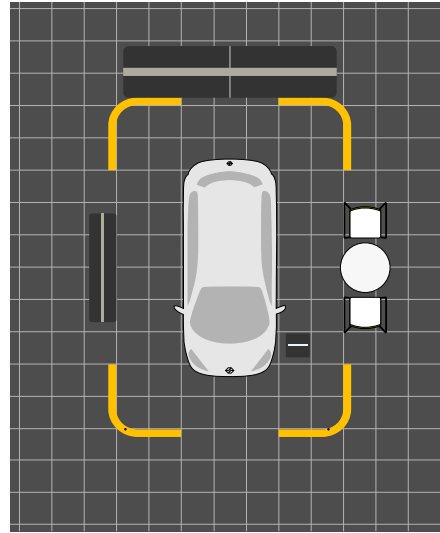


MULTIBRAND SITES WITH A RENAULT CORNER

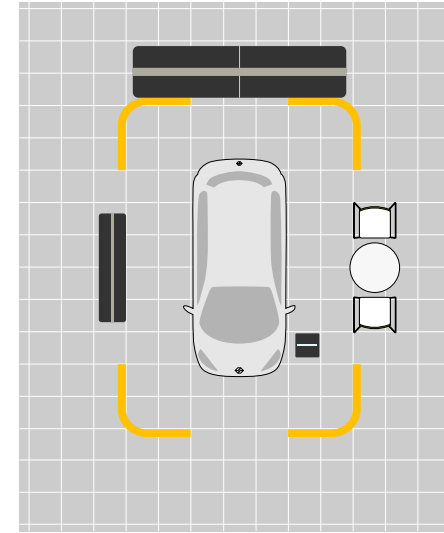
colour of the tiling

Recommendations

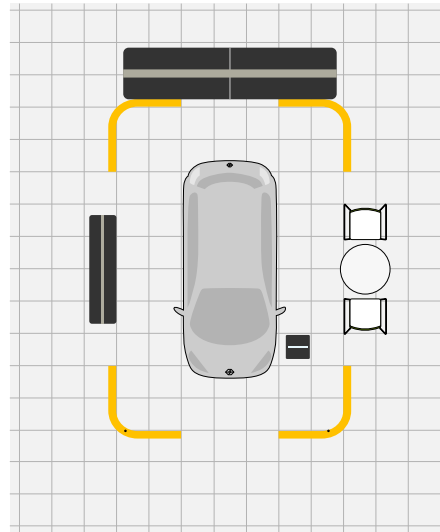
- ① The recommended colour for the floor is dark grey executed in 60 x 60 cm tiling.
- ② The markings are always yellow.
- ③ On an exceptional basis, it is possible to display the vehicles on light grey or medium grey tiling.
- ④ The use of any other colour than grey is prohibited.



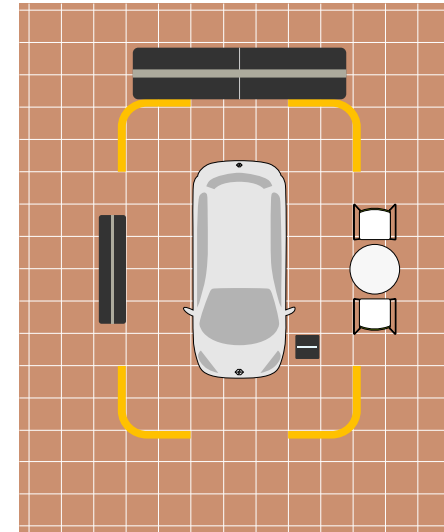
①



②



③



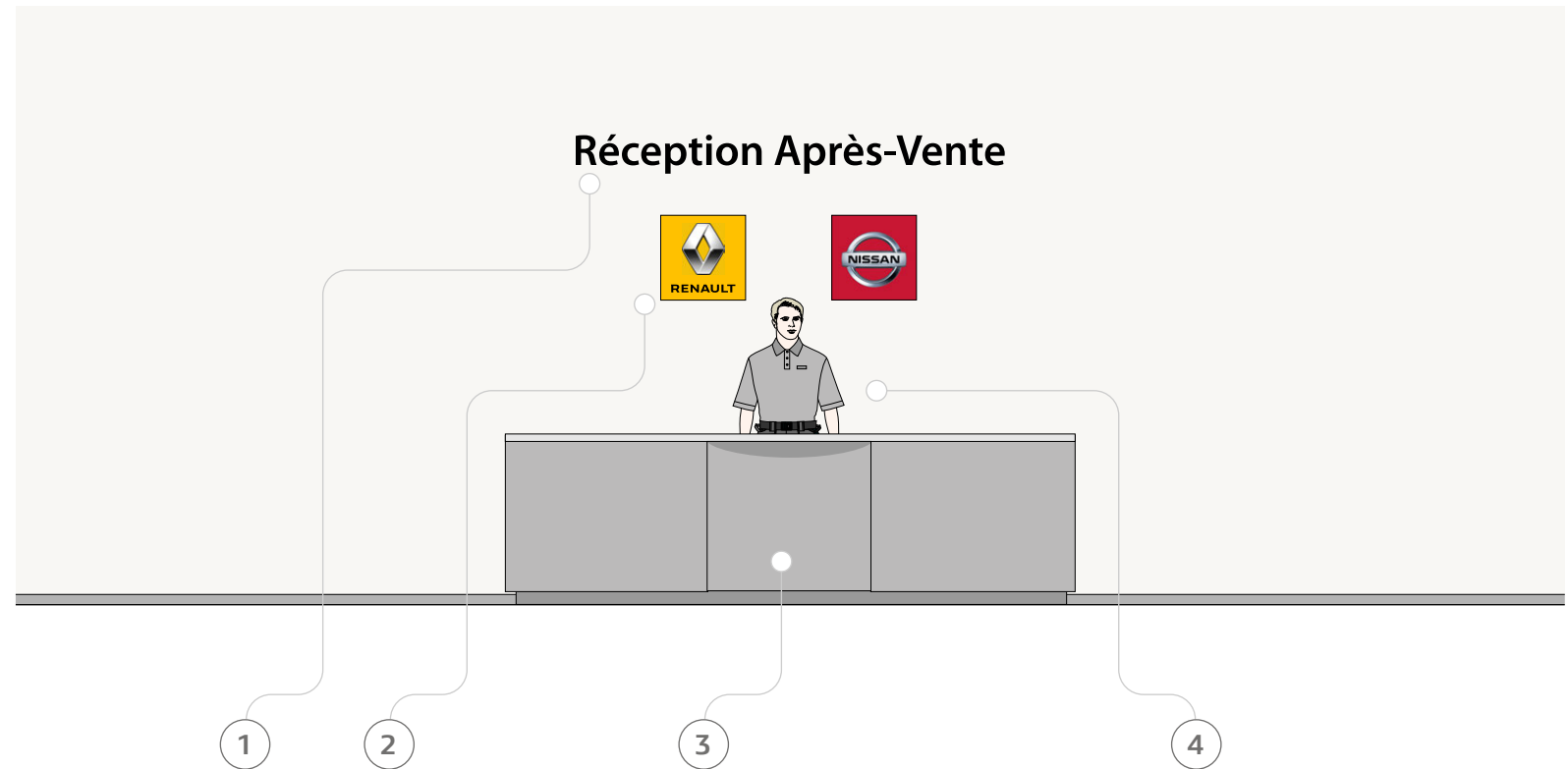
MULTIBRAND SITES WITH A RENAULT CORNER

the shared After-Sales reception

A multibrand Service Advisor

- After-Sales reception located in the Renault showroom (Renault Store standards) if possible, or in a neutral environment.
- The multibrand Service Advisor welcomes customers of the 2 brands.

- ① Identification signage for the After-Sales reception
- ② Brand signatures of similar dimensions and with similar impact
- ③ Neutral reception unit
- ④ Multibrand Service Advisor in a neutral uniform



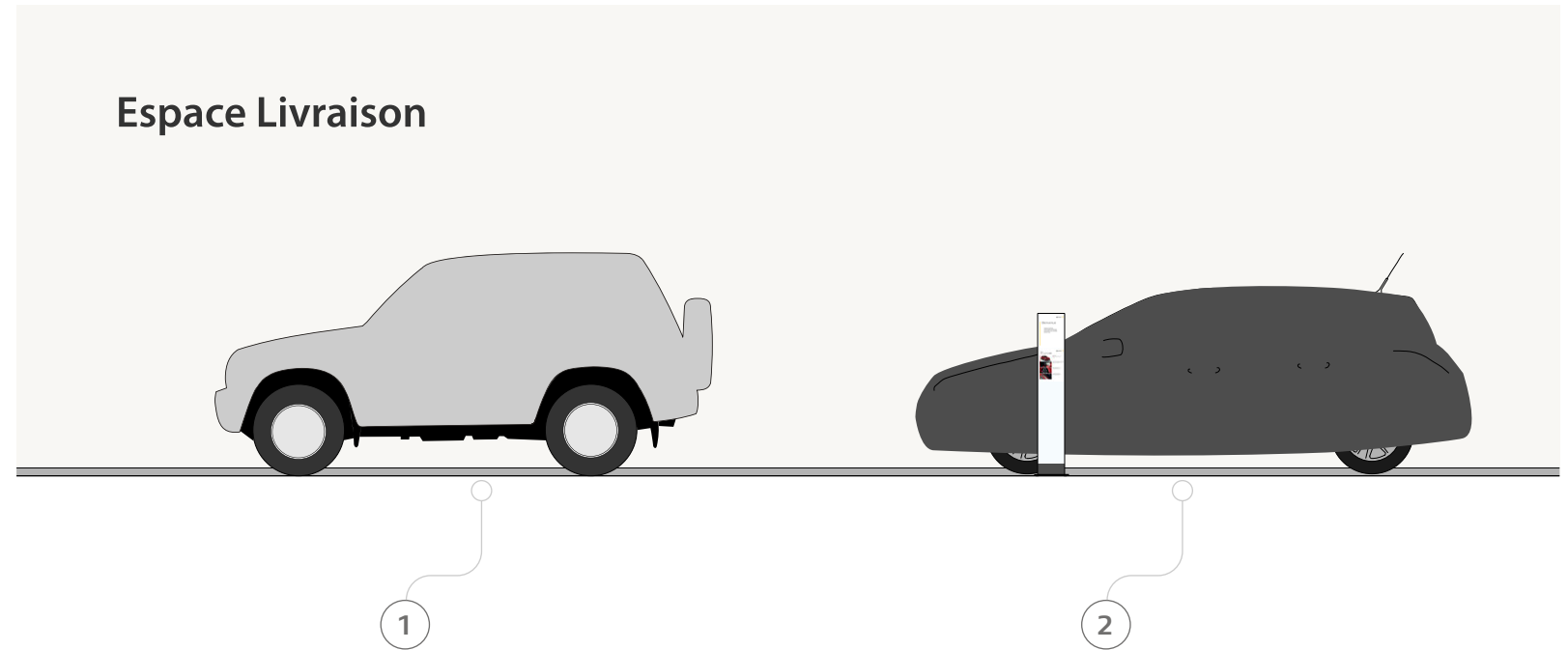
MULTIBRAND SITES WITH A RENAULT CORNER

delivery

Principles

- Wherever possible, Renault brand vehicles are to be delivered to the customer in a neutral Delivery Area.
- Renault vehicles are covered by a dust cover displaying the brand identity.

- ① Neutral identification signage for the Delivery Area
- ② Brand 2 vehicle
- ③ Renault vehicle with Cover



a specific context
**where it is as
though brands
become secondary**

AUTOMOTIVE RETAIL PARKS

The specific features of these sites are as follows:

- large number of brands represented in this type of location,
- brands directly confronting one another in a single location,
- shared test track and after-sales services,
- an exterior display area available to present the product and the offers of the moment.

The customer comes to choose their product in a retail space where all the local brands are present.

The challenge here is therefore to make the Renault brand stand out.

NOTE

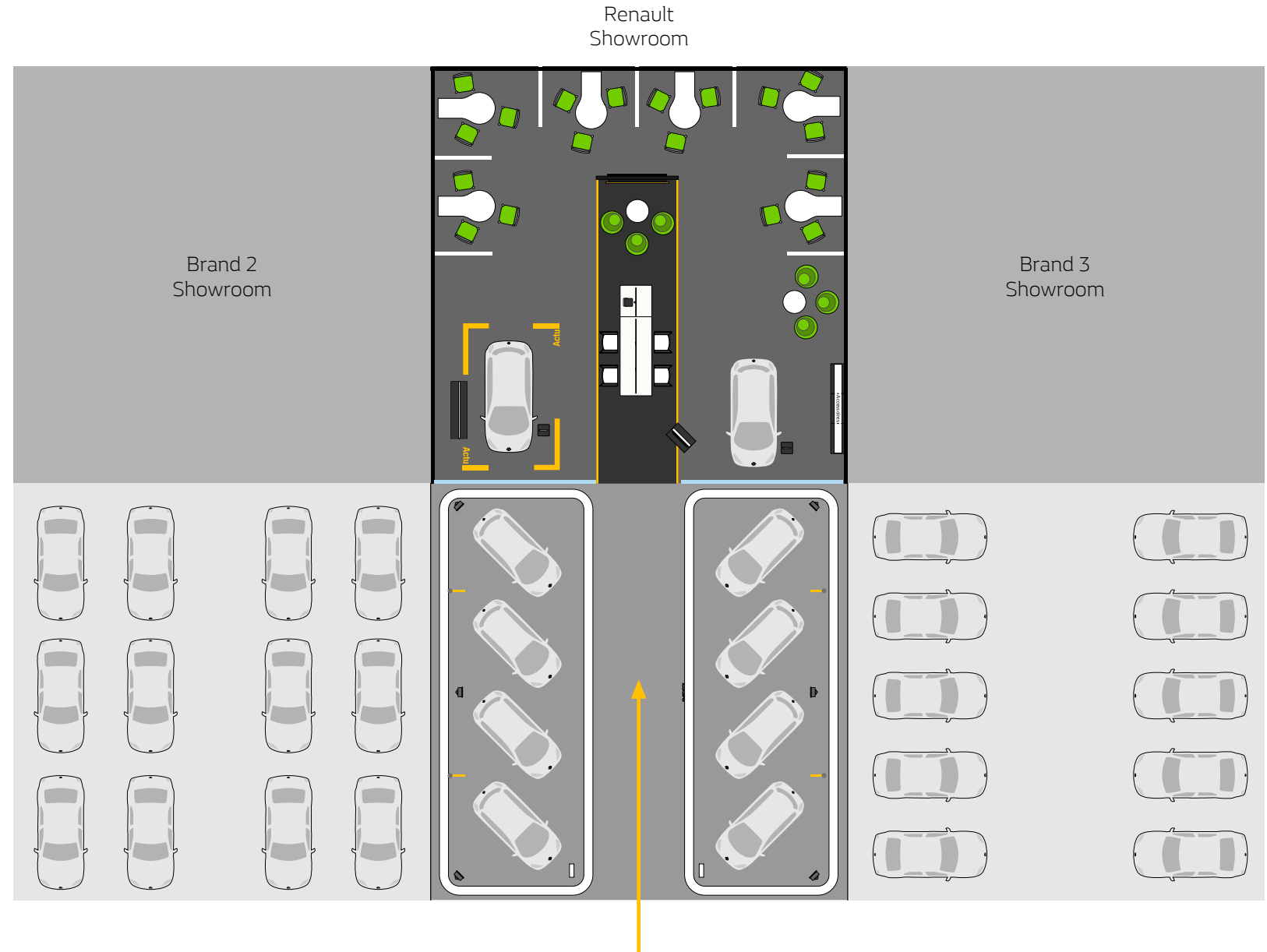
These atypical sites may be deployed in countries where the market share is too limited to justify having dedicated multibrand sites, offering the Renault Brand a minimal presence.

AUTOMOTIVE RETAIL PARKS

general layout

Principles

- All Brands have substantially equivalent floor areas, and all the showrooms are arranged contiguously.
- There is an exterior display area located in front of the showroom where the test drive vehicles are presented.
- The Renault showroom, of small size, is dedicated. Its façade features the identifying elements that go to create Renault brand recognition.



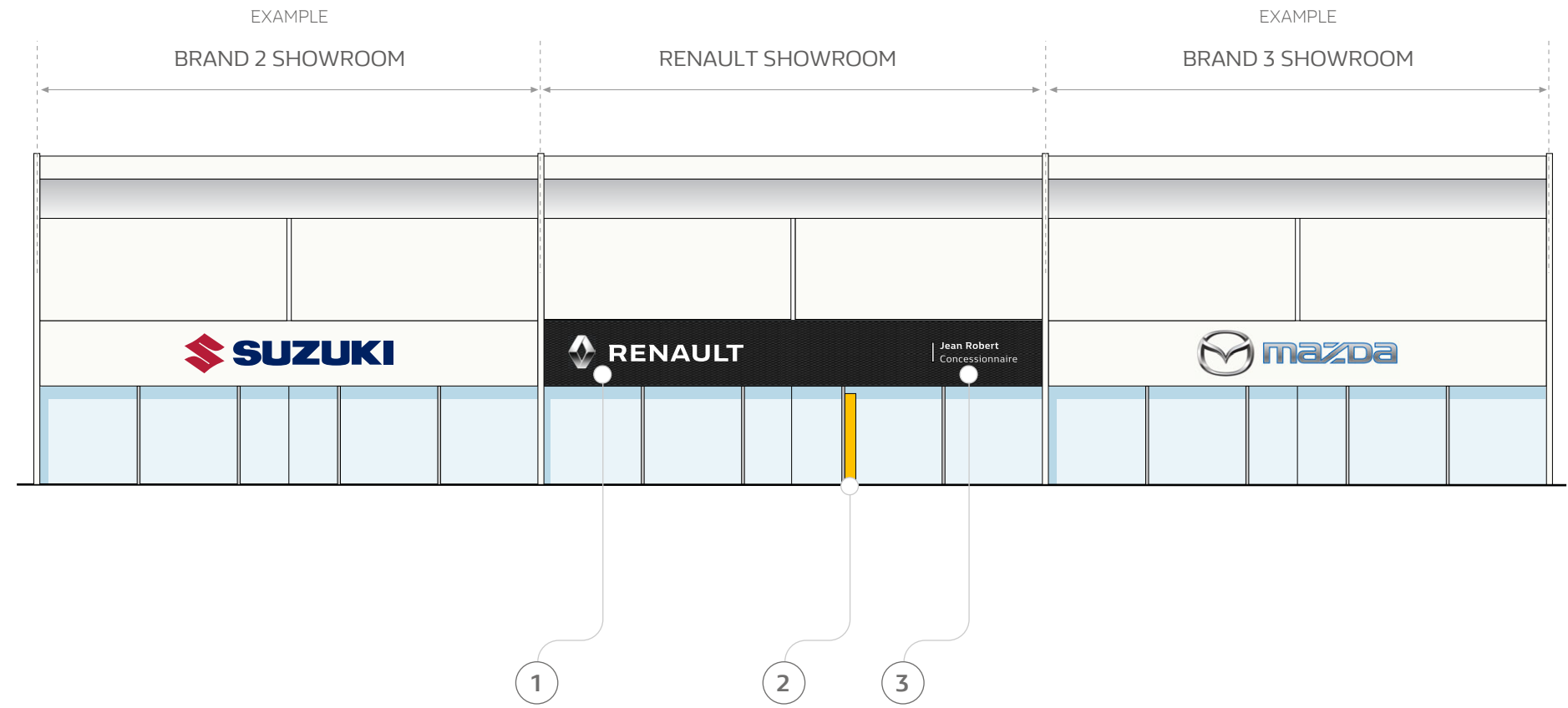
AUTOMOTIVE RETAIL PARKS

showroom façade

Identification principle

- The façade is identified in the traditional manner by the Renault signature on a woven mesh background associated with the Site Name.
- The showroom door is identified by a vertical entrance marker.

- ① Renault signature on woven mesh support
- ② Vertical entrance marker
- ③ Site Name



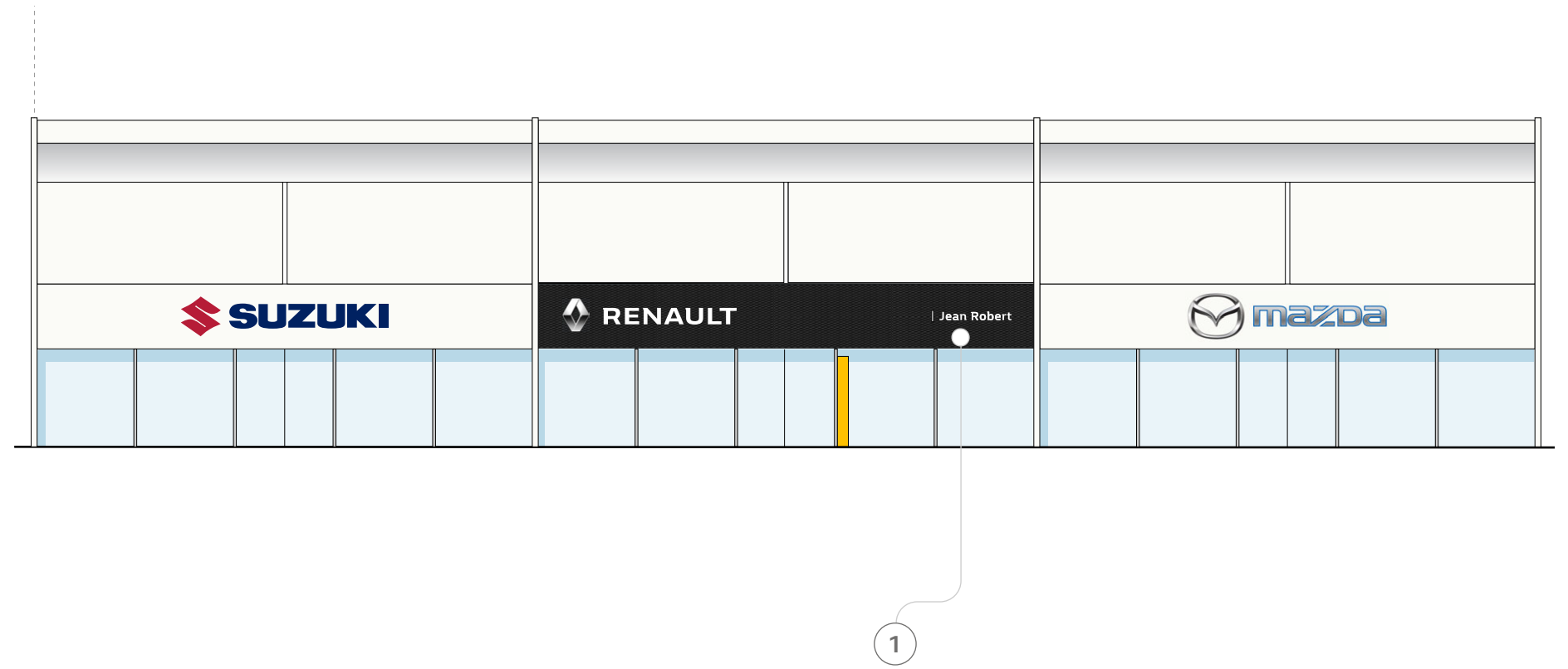
AUTOMOTIVE RETAIL PARKS

Site Name

Principles

- The Site Name may be written on one or two lines (see preceding page).
- Refer to the Renault Stores General installation guide for the proportions to be observed for the Renault signature.

① Site Name on one line



AUTOMOTIVE RETAIL PARKS

façade without Site Name

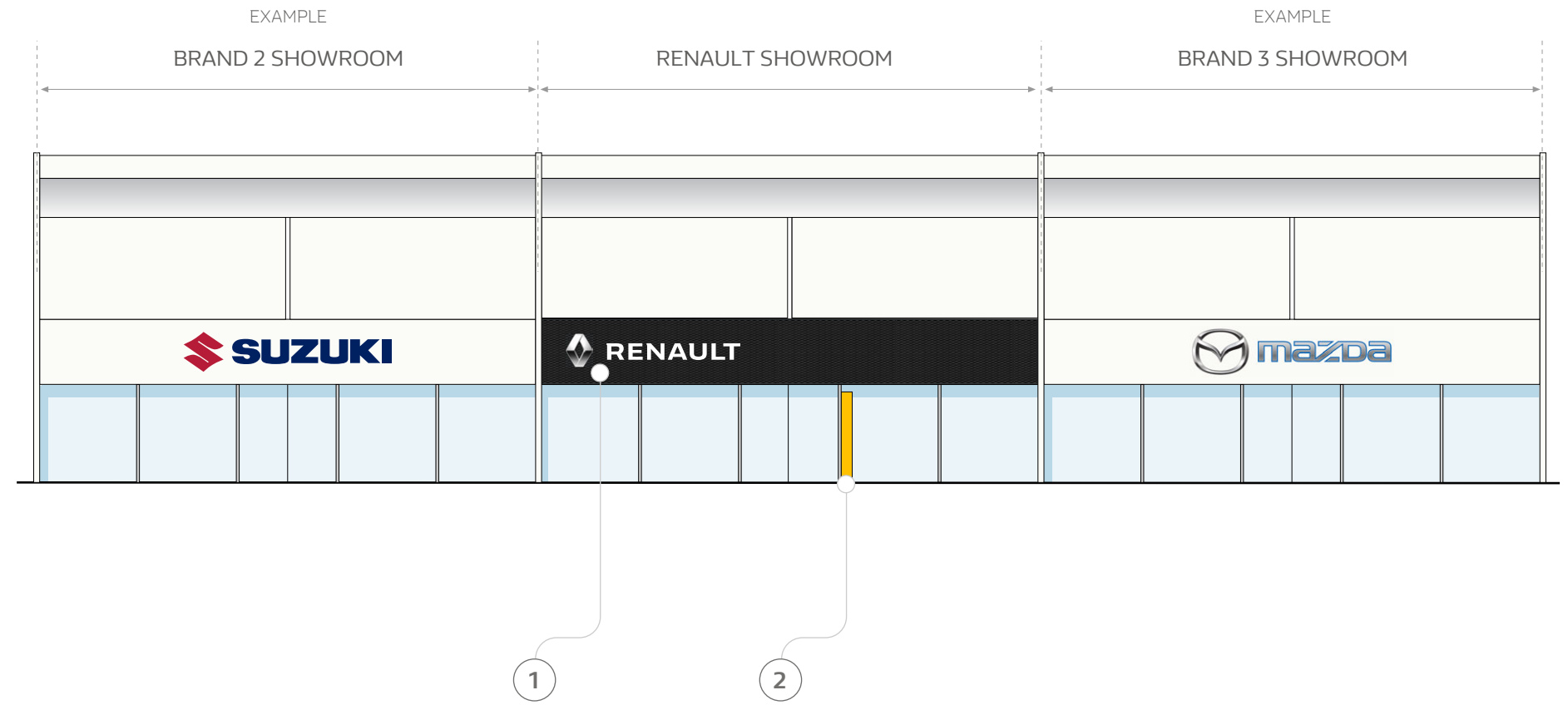
Identification principle

When the building housing the different showrooms belongs to the same entity, the Site Name may be omitted from the identification banner.

- The façade is identified by the Renault signature on a woven mesh background.
- The showroom door is identified by a vertical entrance marker.

① Renault signature on woven mesh support

② Vertical entrance marker



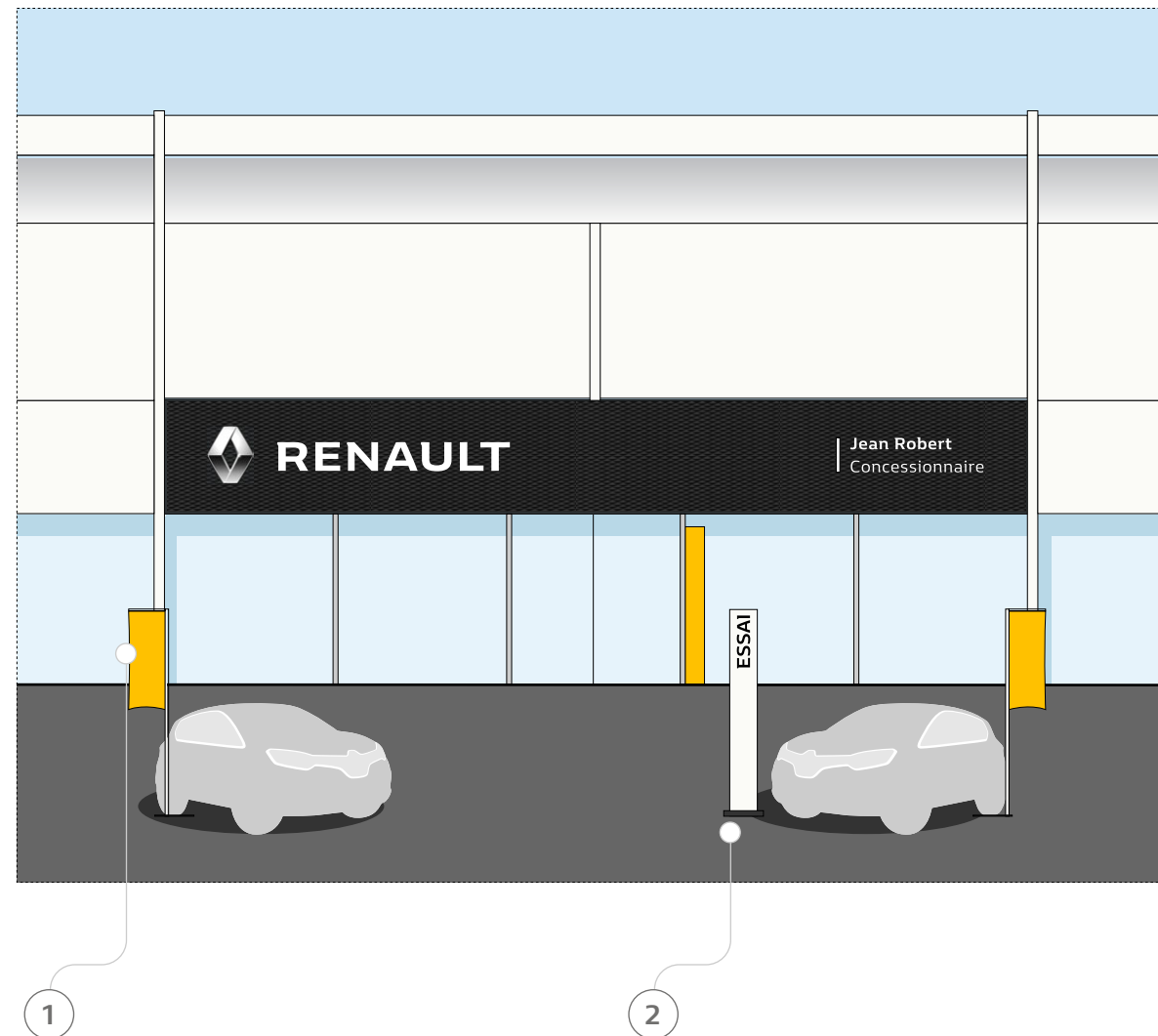
AUTOMOTIVE RETAIL PARKS

exterior display area

A Test drive zone

- The forecourt in front of the showroom may be used to accommodate display vehicles.
- A test drive zone is recommended to promote the range versus the competition.
- In addition to the components of the Test drive zone, standards may be aligned along the edge of the zone with regular spacing to create a visual appeal.

- ① Yellow standards, h. 3,000 mm
- ② Area mast for the Test drive zone, h. 3,000 mm

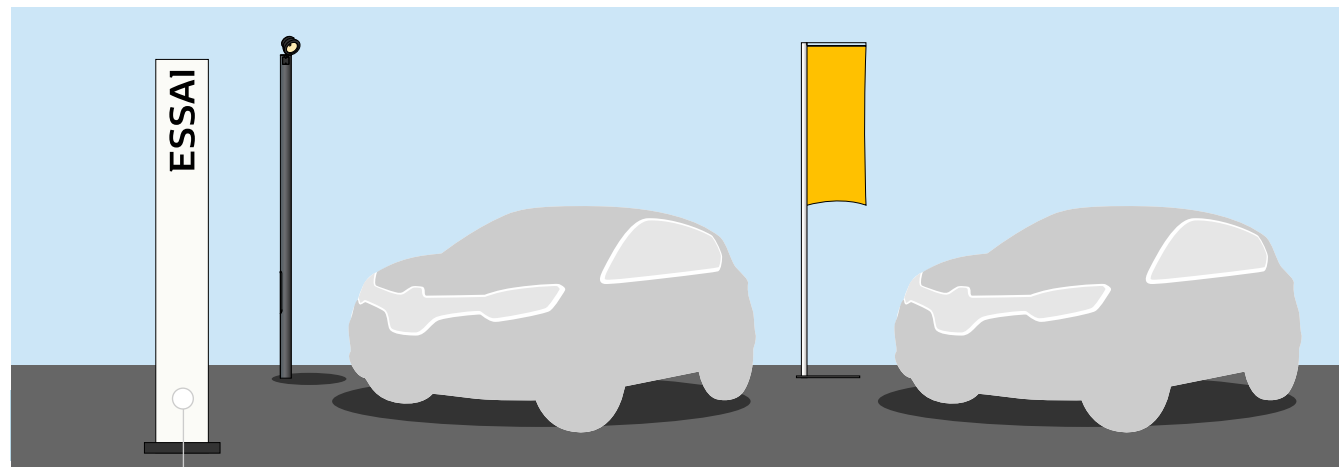


AUTOMOTIVE RETAIL PARKS

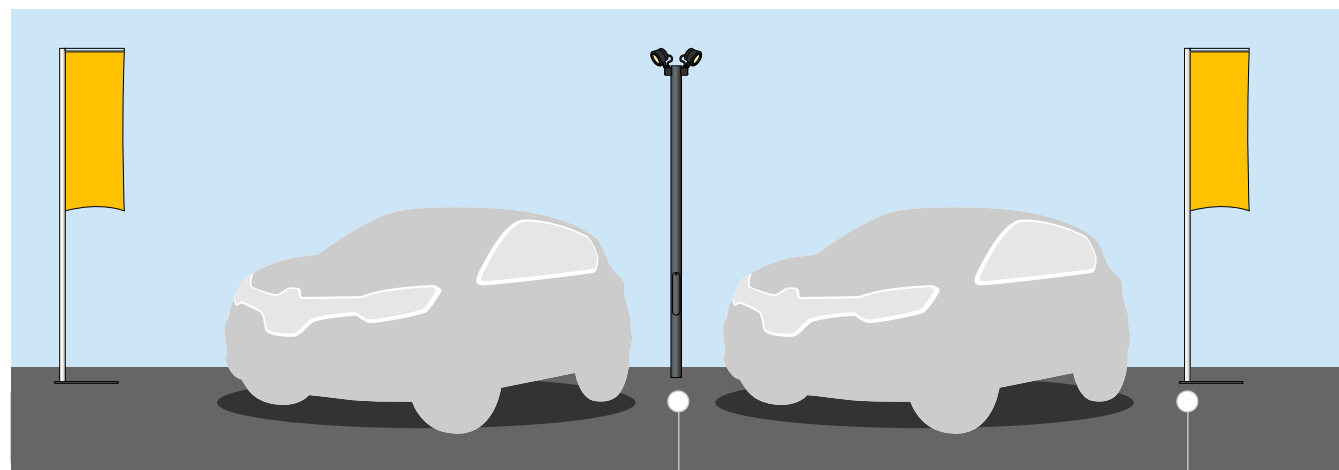
features in the Test drive zone

Components

- ① Area mast
- ② Lighting masts
- ③ Yellow standards



1



2

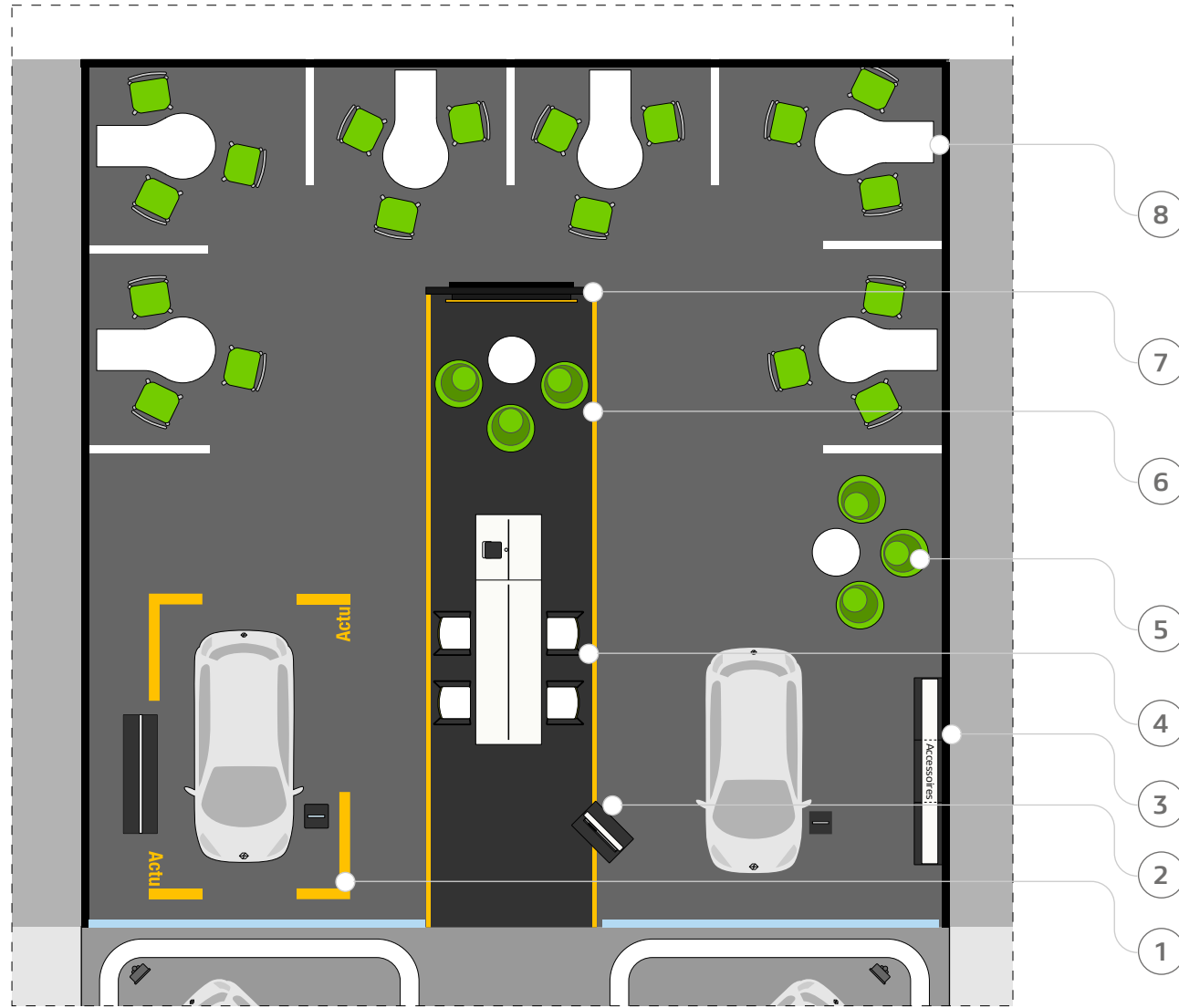
3

AUTOMOTIVE RETAIL PARKS

layout of the showroom

Components

- ① Headline Zone
- ② Reception Totem
- ③ Accessories unit
- ④ Brand bar
- ⑤ Extended Lounge (stand-alone)
- ⑥ Renault Road Lounge
- ⑦ Brand Wall
- ⑧ Sales desks / offices

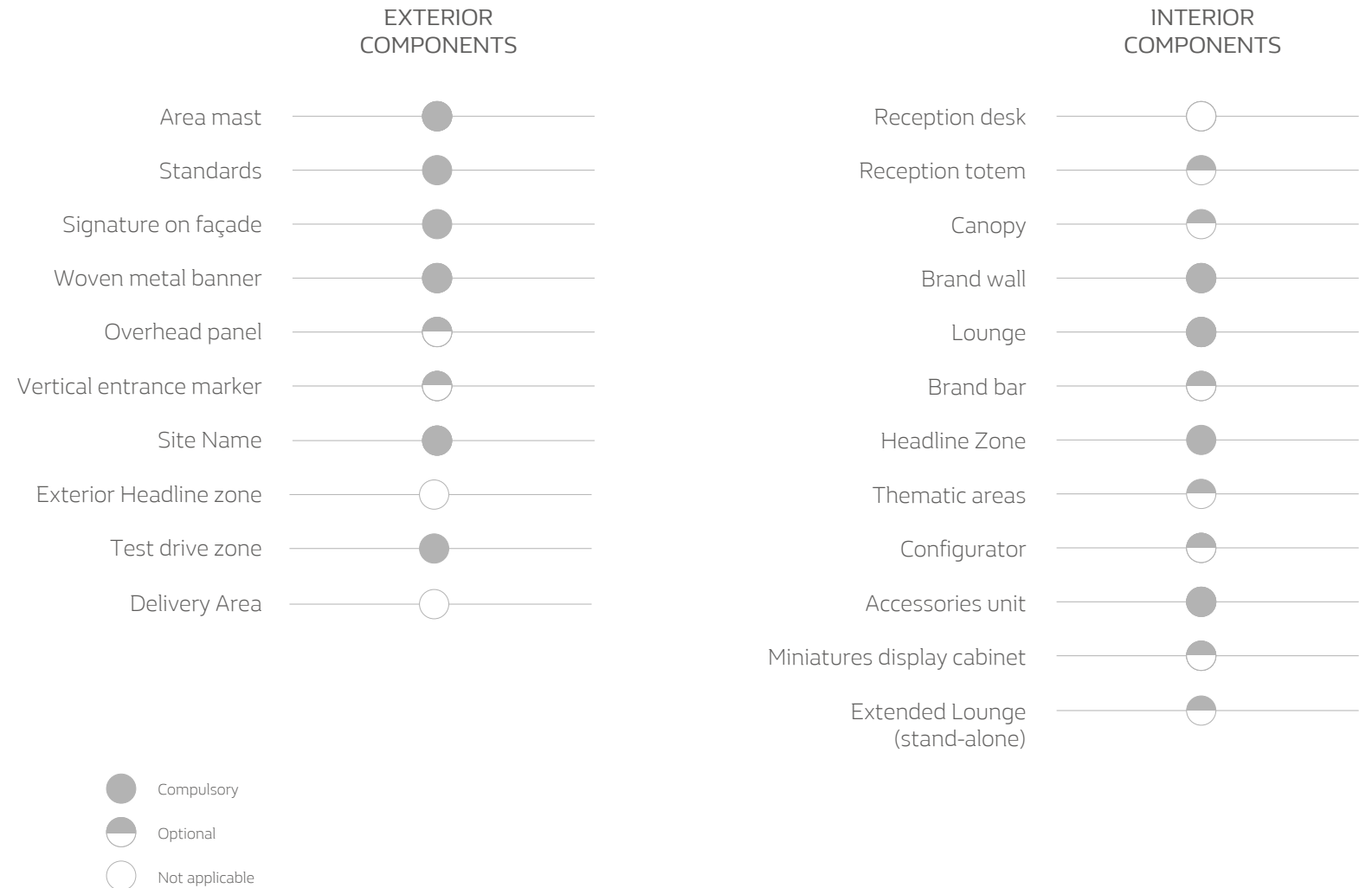


AUTOMOTIVE RETAIL PARKS

components

General principle

- Components help to assert the presence of the Renault brand and showcase the vehicles on display.
- These components are taken from the Renault Stores and are not specific to these sites.
- Depending on the floor area of the showroom and the customer experience targeted by each Country/Region, components options may be implemented.



a situation where
**the brand must
stand out to exist**

SHARED SHOWROOMS

The specific features of these sites are as follows:

- a large number of brands grouped together in the same showroom in confrontation direct, without separation,
- a common reception and multibrand salespeople,
- shared after-sales services,
- delivery of vehicles always takes place in a neutral common space.

In such a context, the challenge is for the Renault brand to use the minimum components that will allow it to be identified as effectively as possible.

NOTE

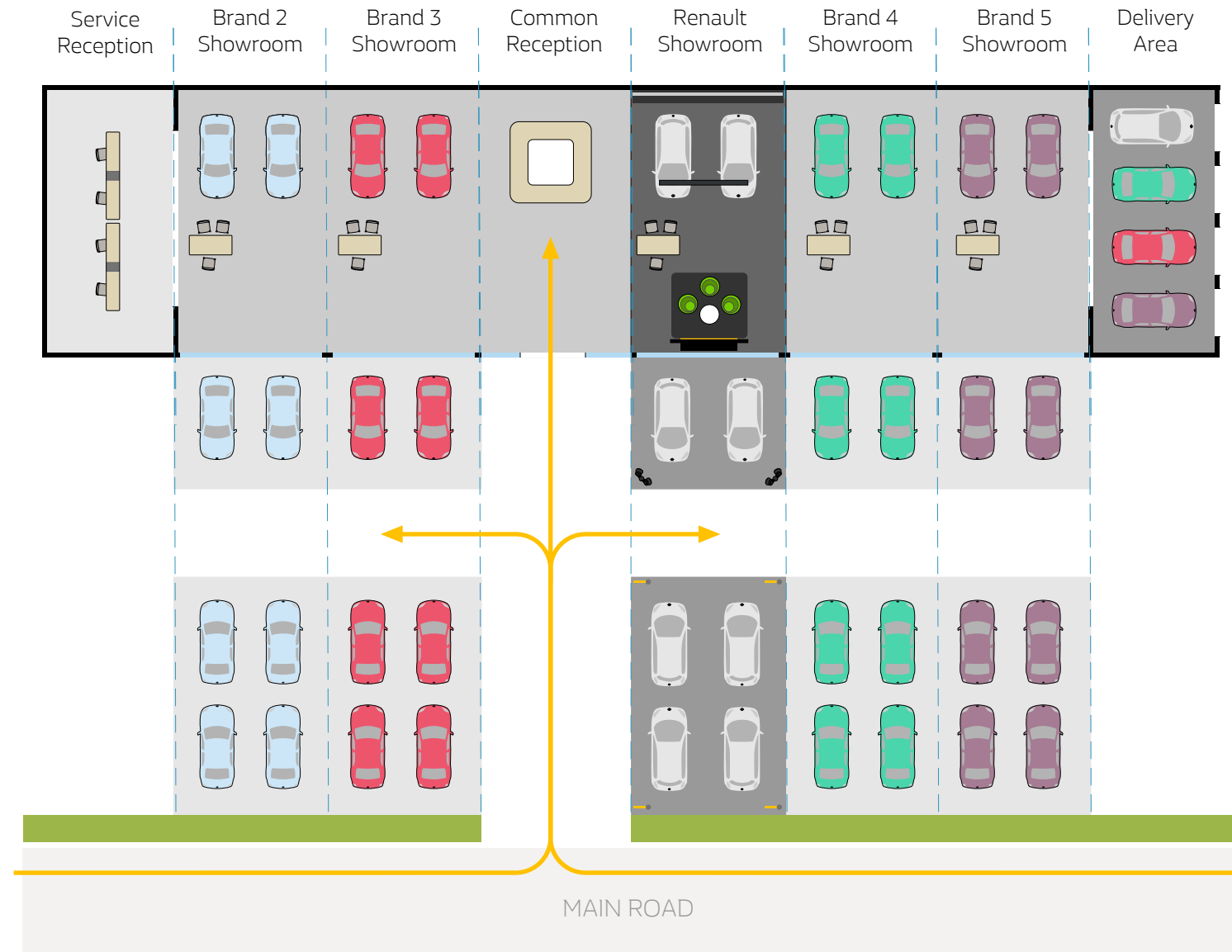
These atypical sites may be deployed in countries where the market share is too limited to justify having dedicated multibrand sites, offering the Renault Brand a minimal presence.

SHARED SHOWROOMS

general layout

Principles

- All the brands have substantially identical showroom floor space.
- There is an exterior display area located in front of the showroom.
- The Renault showroom is integrated in a building without physical separation between brands. A single entrance door leads into a common reception.
- The brand signatures appear on the façade above the showroom.



SHARED SHOWROOMS

extended showroom

Principle

- When the floor space in the Renault showroom is large enough to accommodate more than 3 vehicles, the vehicles should be arranged orthogonally to make the part of the showroom reserved for the brand more distinguishable.



SHARED SHOWROOMS

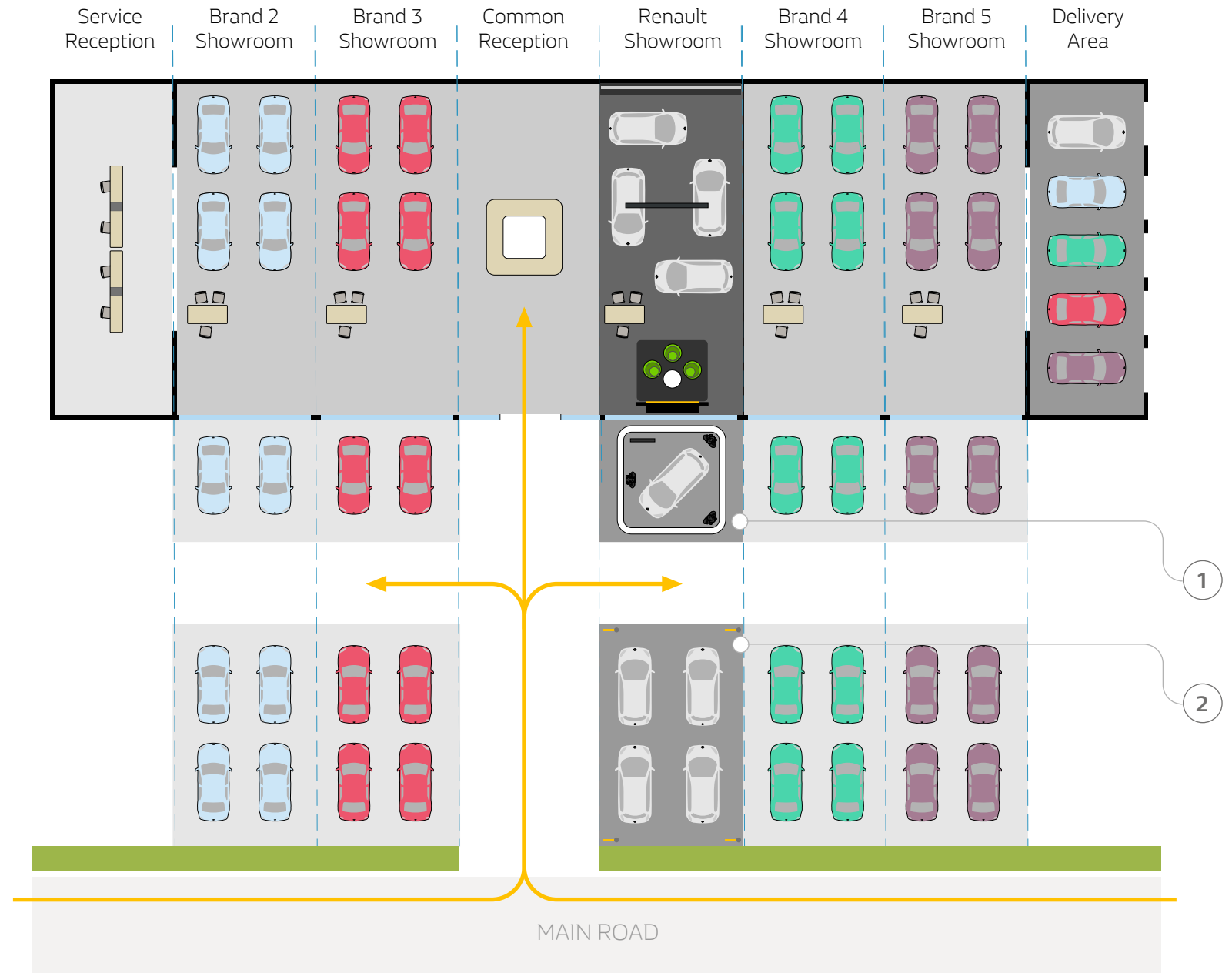
exterior areas

Principles

- The Headline zone is used to showcase the vehicle of the moment and attract the customer's eye.
- Depending on the visibility on approaching the showroom, the yellow standards may be positioned at the 4 corners of the exterior display area.

① Exterior Headline zone

② Yellow standards



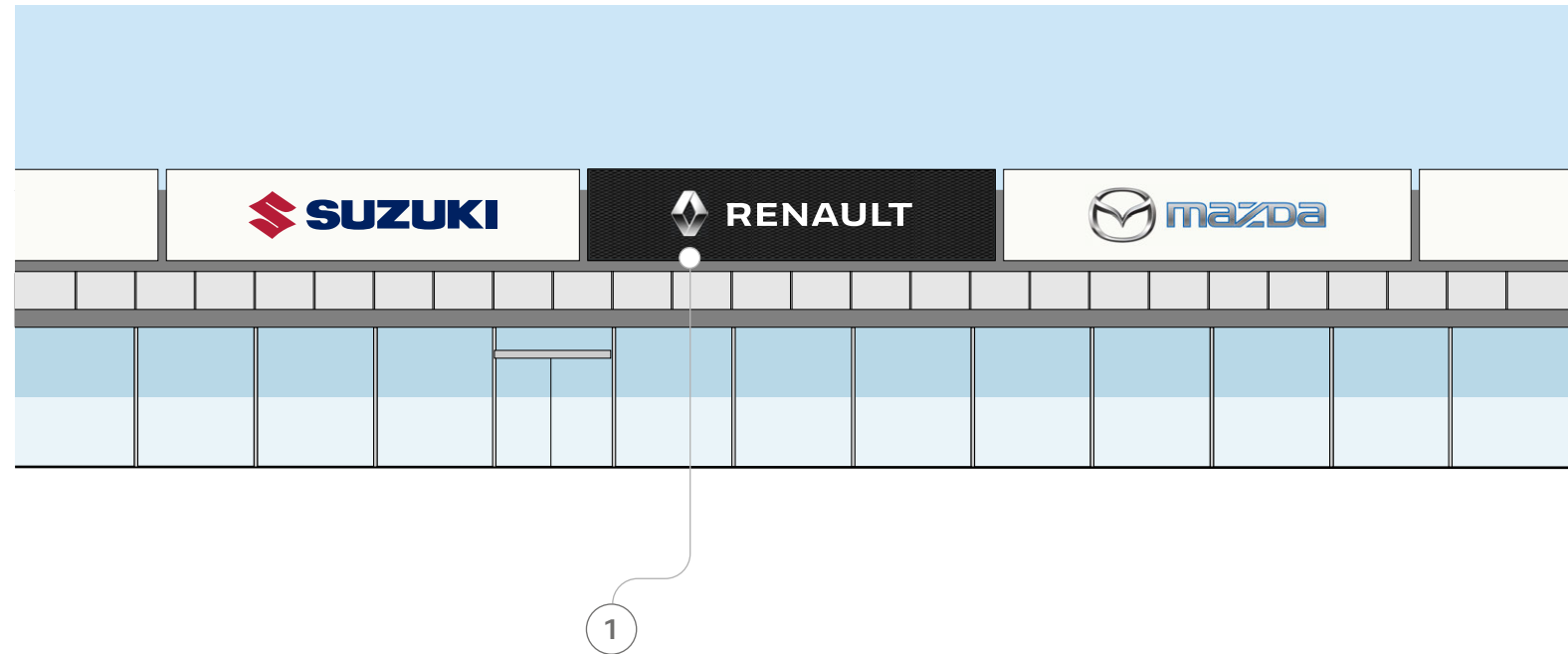
SHARED SHOWROOMS

main façade

Principle

- The Renault façade markings feature on the showroom façade.
- It includes the Renault signature in 3D on a woven metal mesh background. Lettering and diamond are illuminated.

① Renault façade markings

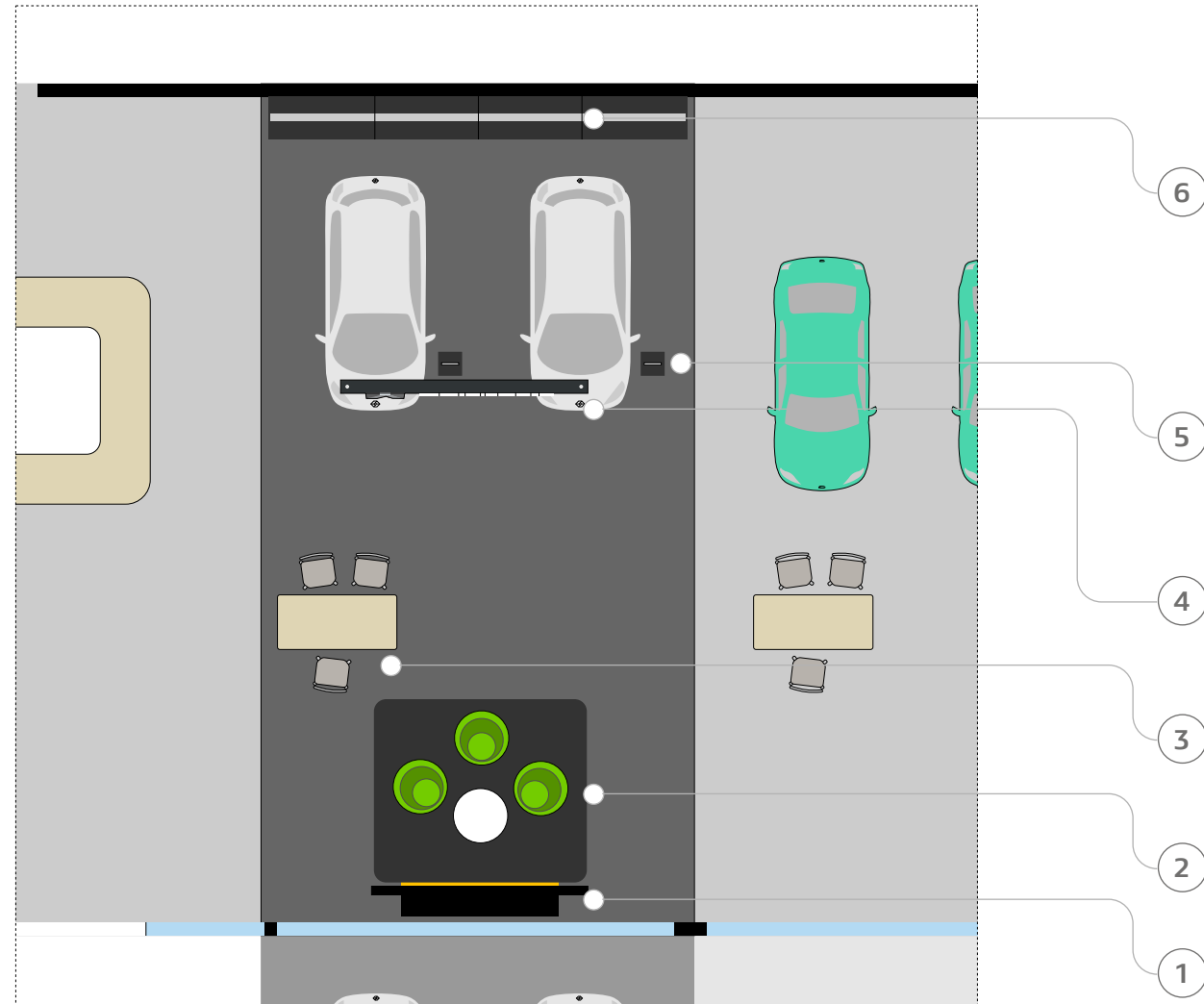


SHARED SHOWROOMS

layout of the showroom

Components

- ① Brand wall
- ② Lounge
- ③ Multibrand sales desk
- ④ Suspended Renault Banner
- ⑤ Price display modules
- ⑥ Display wall

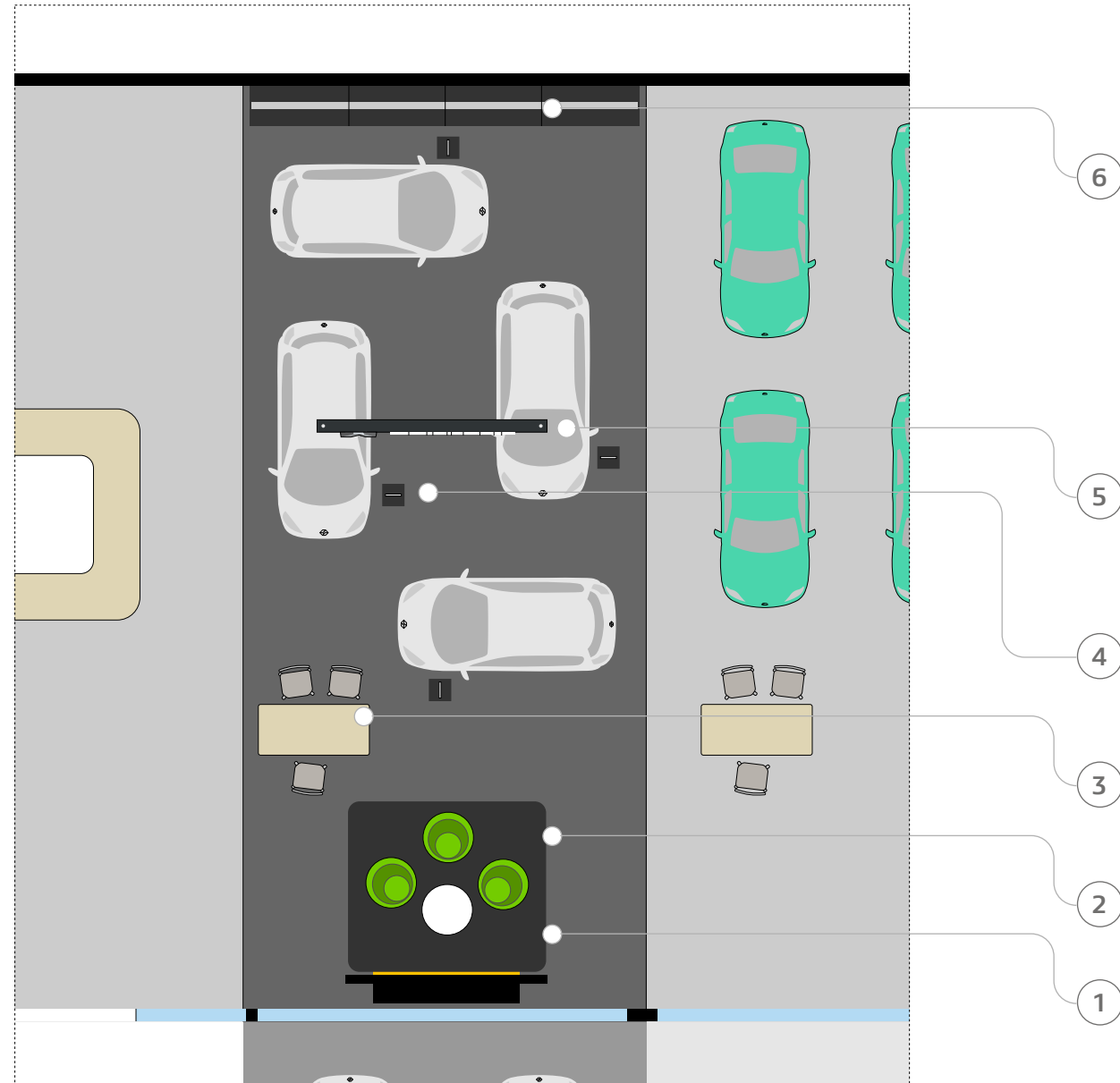


SHARED SHOWROOMS

layout of the extended showroom

Components

- ① Brand wall
- ② Lounge
- ③ Multibrand sales desk
- ④ Price display modules
- ⑤ Suspended Renault Banner
- ⑥ Display wall



SHARED SHOWROOMS

display wall

Principles

- A display wall is arranged opposite the brand wall highlighting the presentation of the vehicles on display.
- Two thematic types can be selected: product themes for new products or brand themes for Renault news.

① Product theme

② Brand theme



①



②

SHARED SHOWROOMS

components

General principle

- Components help to assert the presence of the Renault brand and showcase the vehicles on display.
- These components are taken from the Renault Stores and are not specific to these sites.
- Depending on the floor area of the showroom and the customer experience targeted by each Country/Region, components options may be implemented.



a situation
**where the brand
is confronted
with its direct
competitors**

SHOWROOMS IN SHOPPING CENTRES (BASEMENT LOCATION)

The showrooms are installed in a shopping mall, arranged contiguously around a central aisle:

- the showrooms are juxtaposed,
- each showroom has a sales area specific to each brand,
- after-sales services are common and grouped in another space.
- the delivery of vehicles can be conducted in the showroom of each brand or in a common area near the building.

NOTE

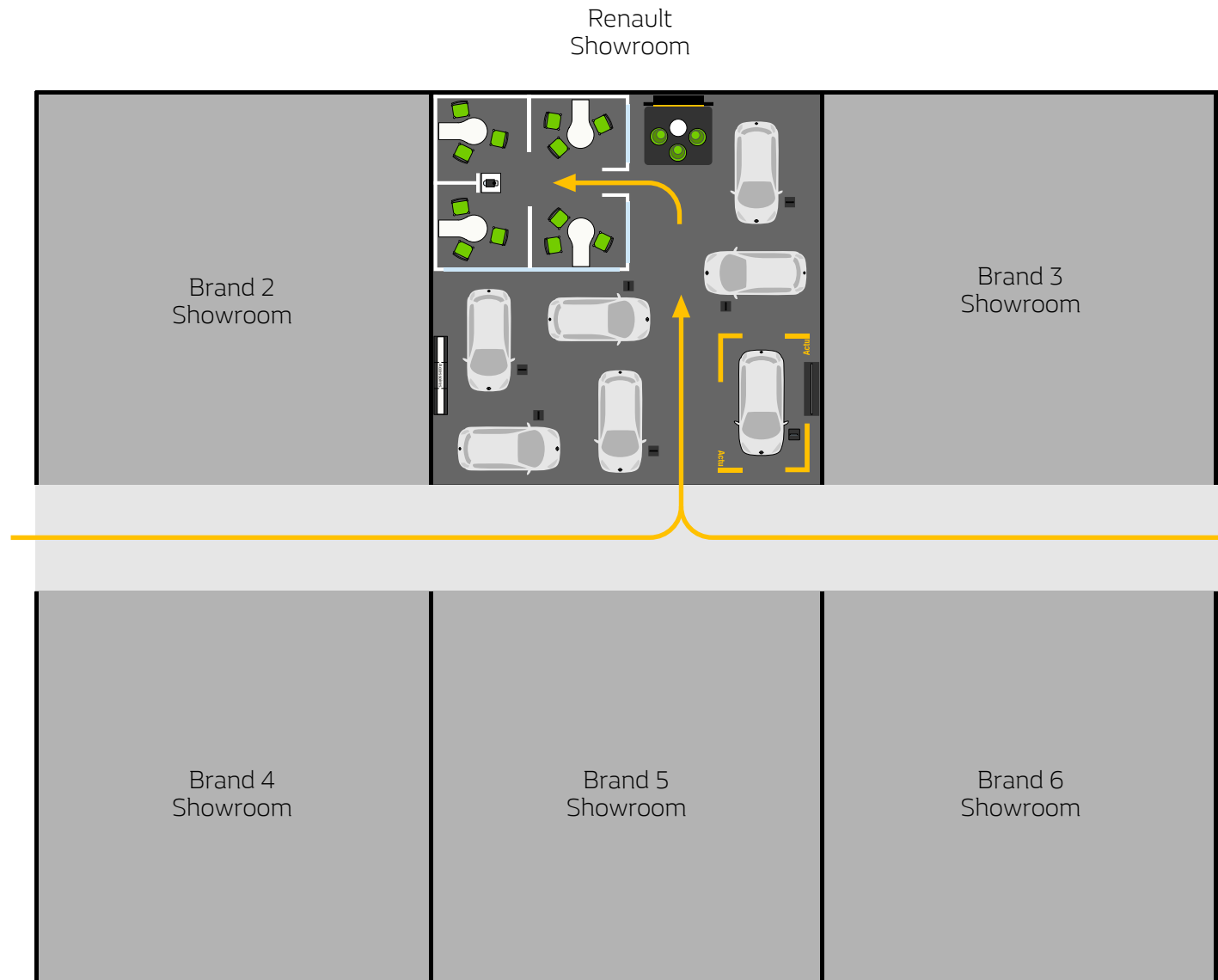
These atypical sites may be deployed in countries where the market share is too limited to justify having dedicated multibrand sites, offering the Renault Brand a minimal presence.

SHOWROOMS IN SHOPPING CENTRES - BASEMENT LOCATION

general layout

Principles

- The showrooms of the different brands are located in a shopping centre on a basement level. They are organized around a central aisle like in a shopping mall.
- The Renault showroom is separated off from other brands by side walls and a back wall.
- The showroom is identified by a banner bearing the Renault signature on a woven metal mesh background.



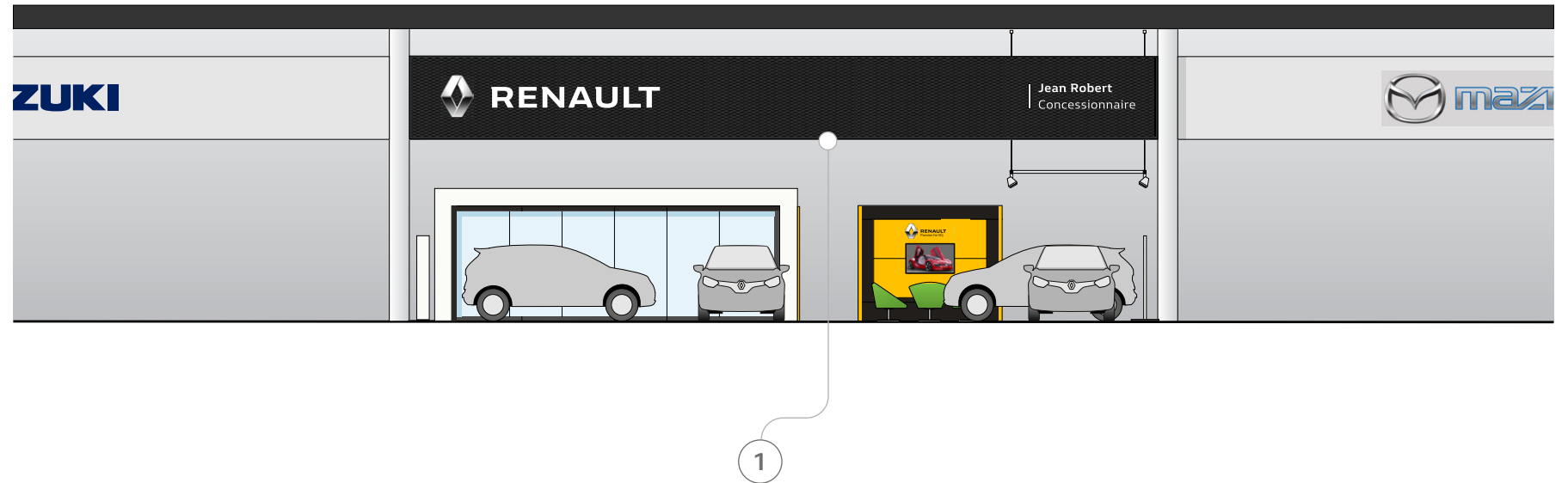
SHOWROOMS IN SHOPPING CENTRES - BASEMENT LOCATION

main façade

Identification principle

- The Renault façade markings feature on the showroom façade.
- It includes the Renault signature in 3D on a woven metal mesh background associated with the Site Name. Lettering and diamond are illuminated.

① Renault façade markings



SHOWROOMS IN SHOPPING CENTRES - BASEMENT LOCATION

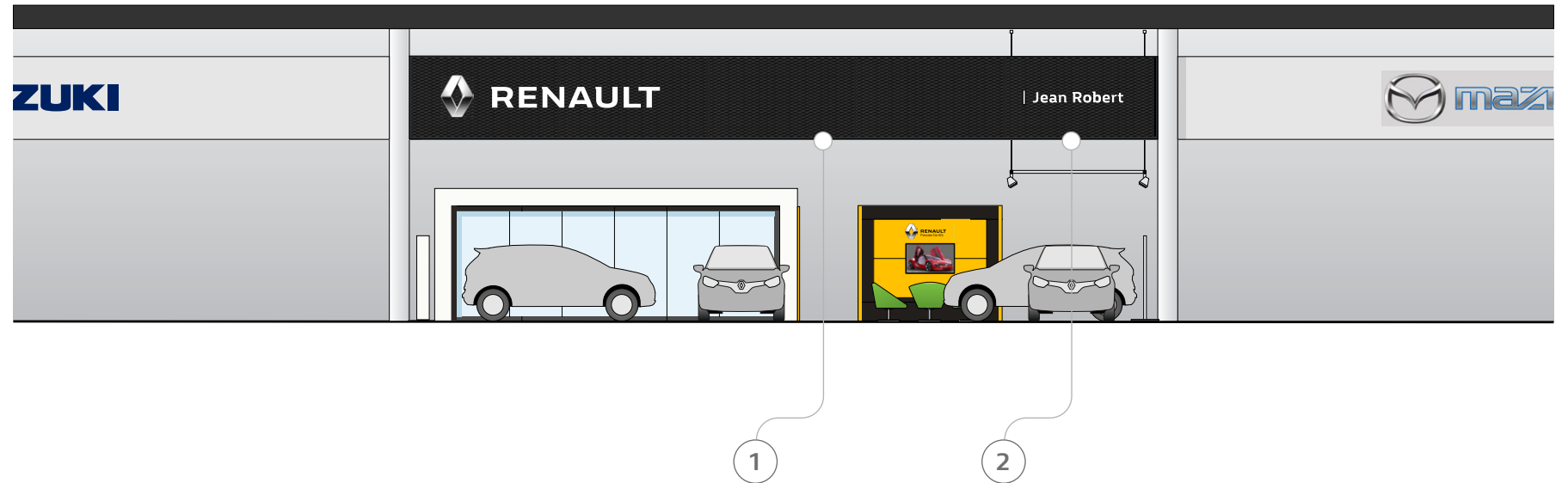
Site Name

Identification principle

- The Site Name may be written on one or two lines (see preceding page).
- Refer to the Renault Stores General installation guide for the proportions to be observed for the Renault signature.

① Renault signature on woven mesh support

② Site Name on one line



SHOWROOMS IN SHOPPING CENTRES - BASEMENT LOCATION

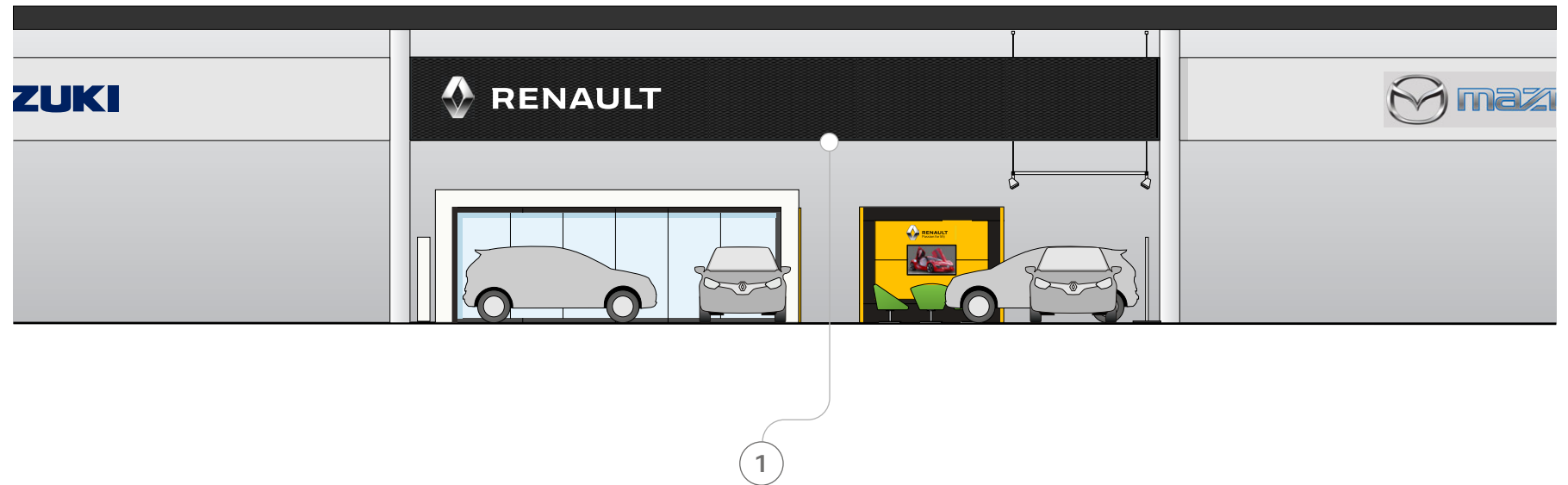
façade without Site Name

Identification principle

When the building housing the different showrooms belongs to the same entity, the Site Name may be omitted from the identification banner.

- The façade is identified by the Renault signature on a woven mesh background.

① Renault signature on woven mesh support



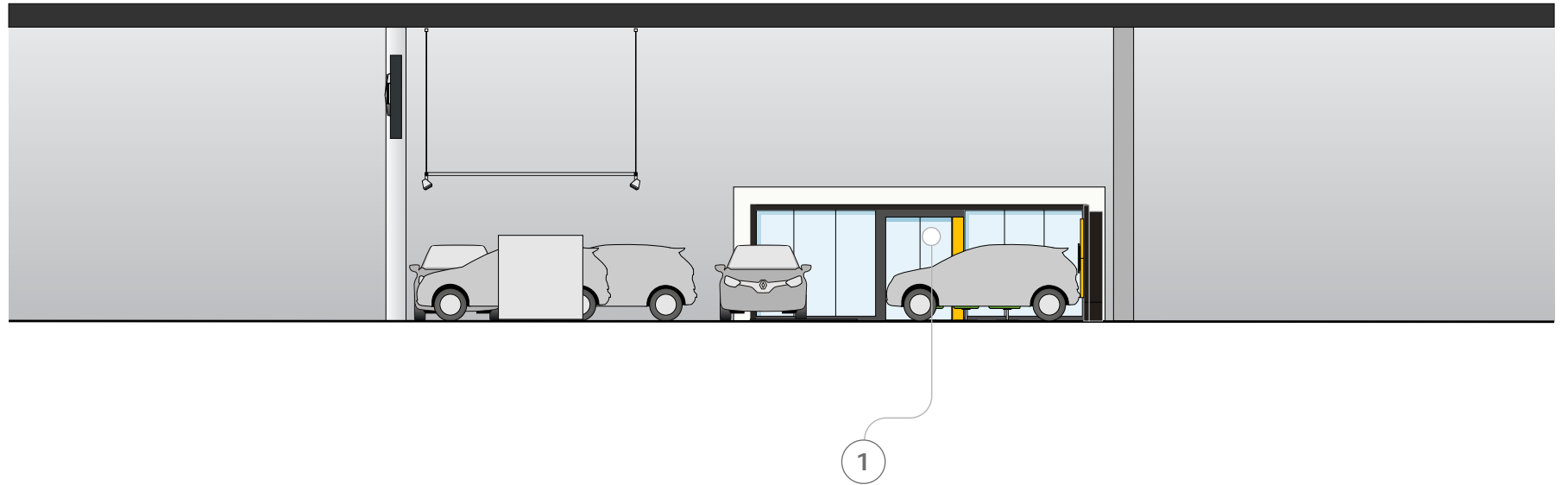
SHOWROOMS IN SHOPPING CENTRES - BASEMENT LOCATION

sales area

Principles

- The entrance to the sales area is identified by a vertical entrance marker.
- The façades are predominantly white, with at least two glazed façades.

① Vertical entrance marker



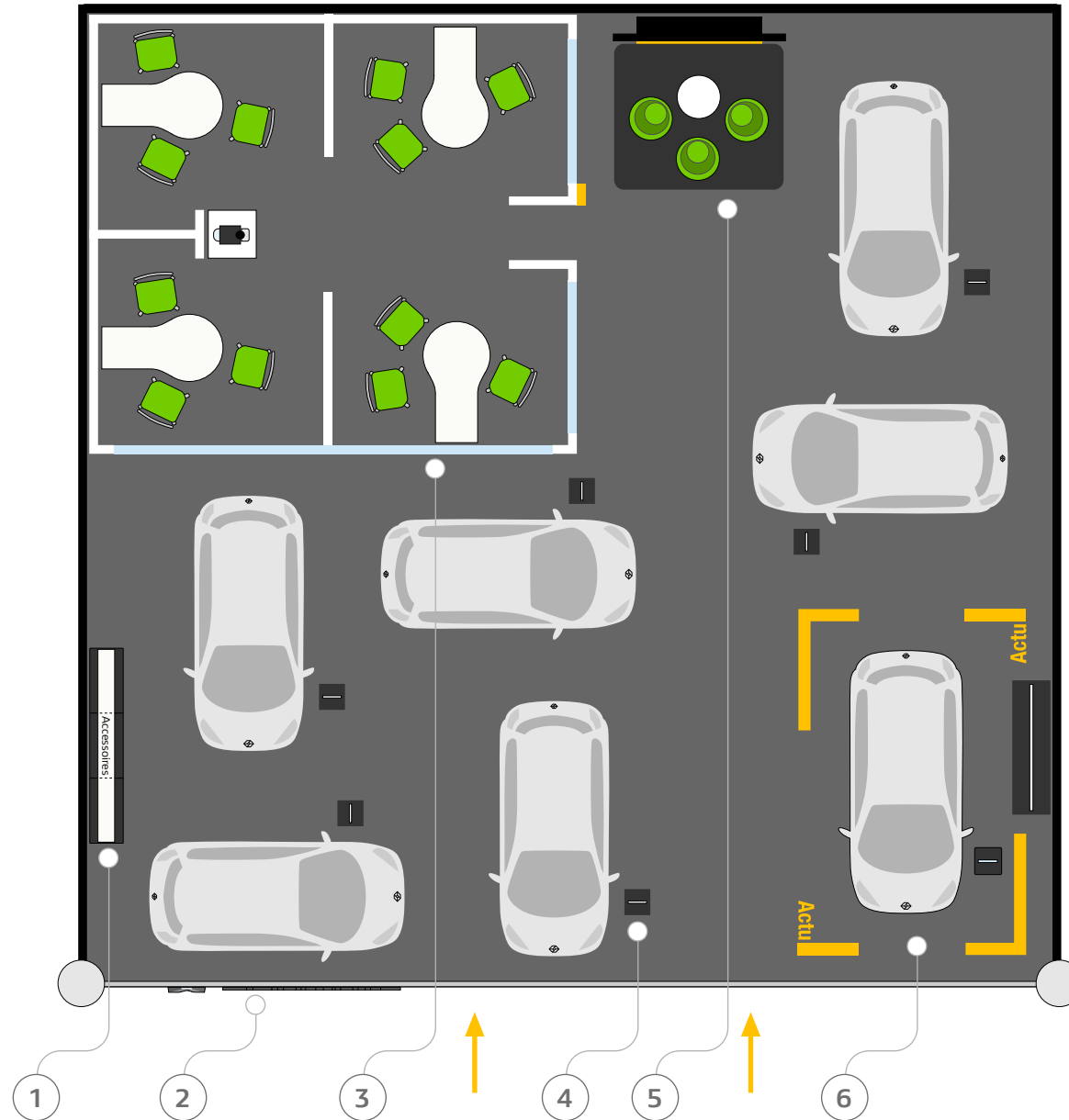
SHOWROOMS IN SHOPPING CENTRES - BASEMENT LOCATION

layout of the showroom

Principles

- The sales area is installed at the back of the showroom.
- The Brand wall and Lounge are arranged close to the sales area.
- The Headline Zone is placed in the foreground on one side of the showroom.

- ① Accessories unit
- ② Renault signature on woven mesh support
- ③ Sales area
- ④ Price display modules
- ⑤ Brand wall and lounge
- ⑥ Headline Zone with 2 x 2 visual

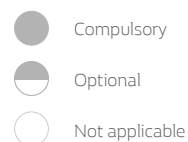
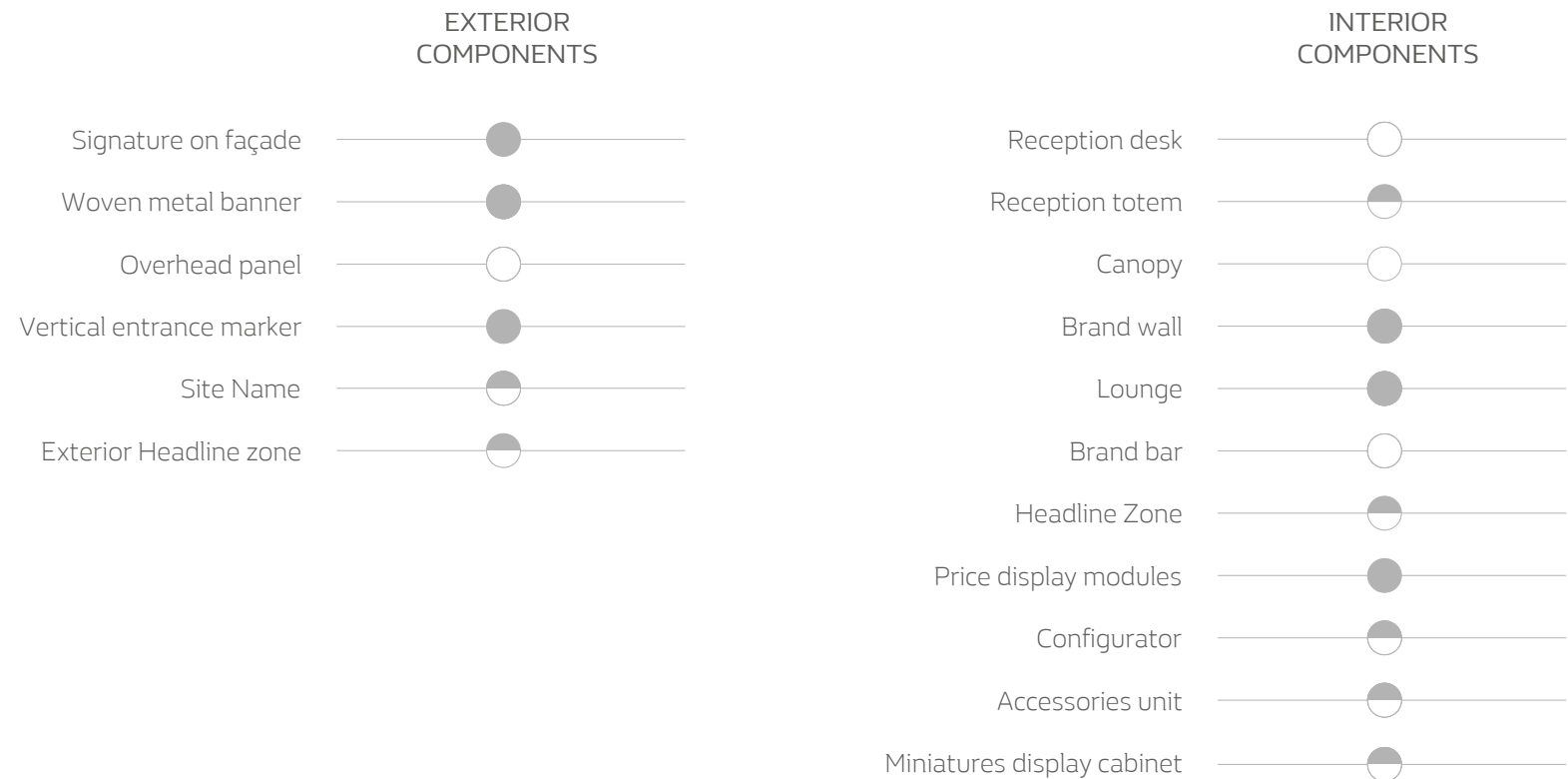


SHOWROOMS IN SHOPPING CENTRES - BASEMENT LOCATION

components

General principle

- Components help to assert the presence of the Renault brand and showcase the vehicles on display.
- These components are taken from the Renault Stores and are not specific to these sites.
- Depending on the floor area of the showroom and the customer experience targeted by each Country/Region, components options may be implemented.



SHOWROOMS IN SHOPPING CENTRES - EXTERIOR CAR PARK LOCATION

general

the showroom
must be
more attractive
than ever

SHOWROOMS IN SHOPPING CENTRES (EXTERIOR CAR PARK LOCATION)

The showrooms are installed in an exterior shopping mall:

- the showrooms are separated off from one another by opaque walls but are walk-through (no back wall),
- each showroom has a sales area specific to the brand,
- after-sales services are common and grouped in another space,
- vehicles delivery takes place in the showroom.

NOTE

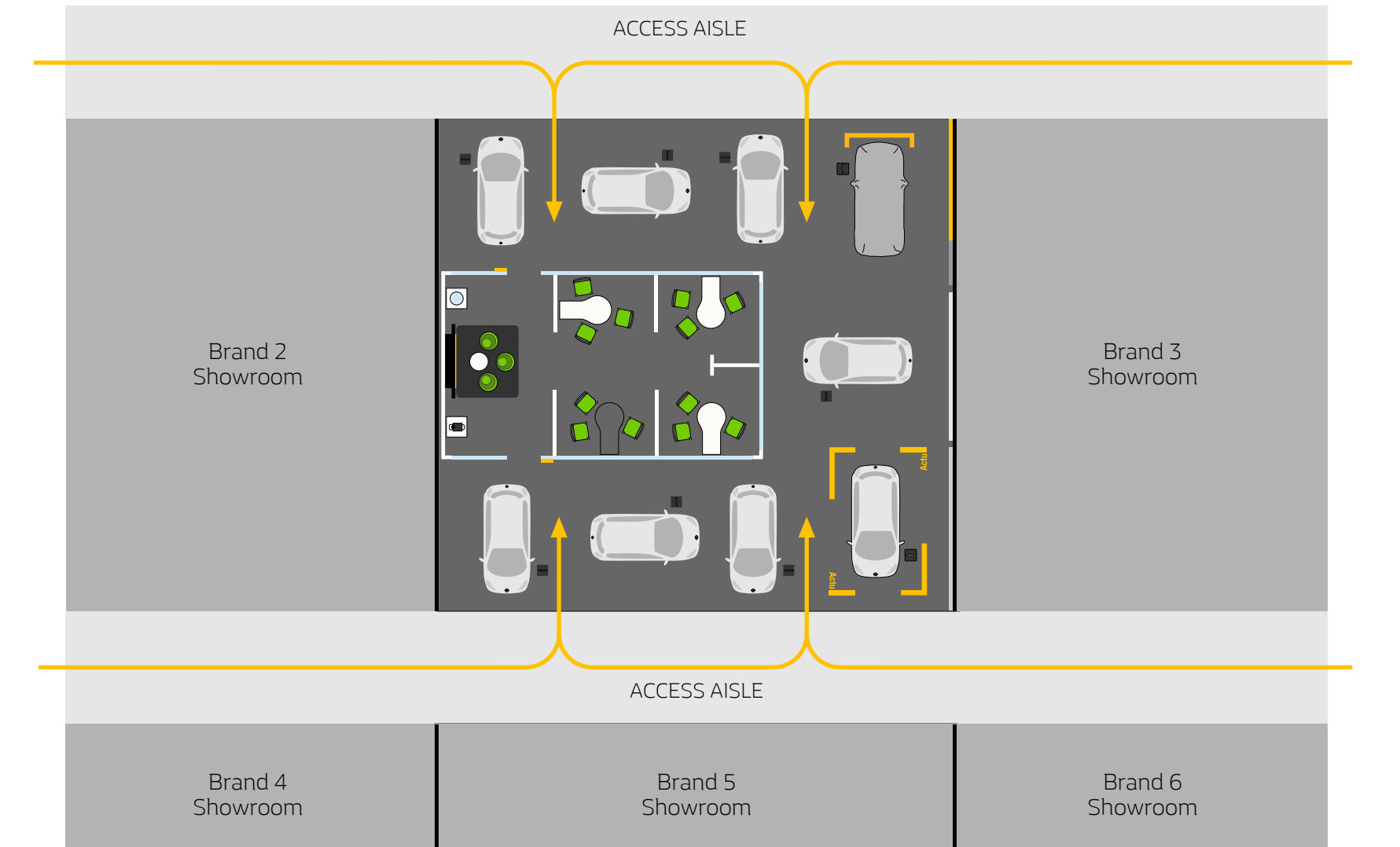
These atypical sites may be deployed in countries where the market share is too limited to justify having dedicated multibrand sites, offering the Renault Brand a minimal presence.

SHOWROOMS IN SHOPPING CENTRES - EXTERIOR CAR PARK LOCATION

sales area

Principles

- The showrooms of the different brands are sheltered under an awning on an exterior parking area. They are arranged between access aisles.
- The Renault showroom is separated off from other brands by side walls.
- The showroom is identified by a Renault banner on a woven metal mesh background located at the perimeter of the awning.



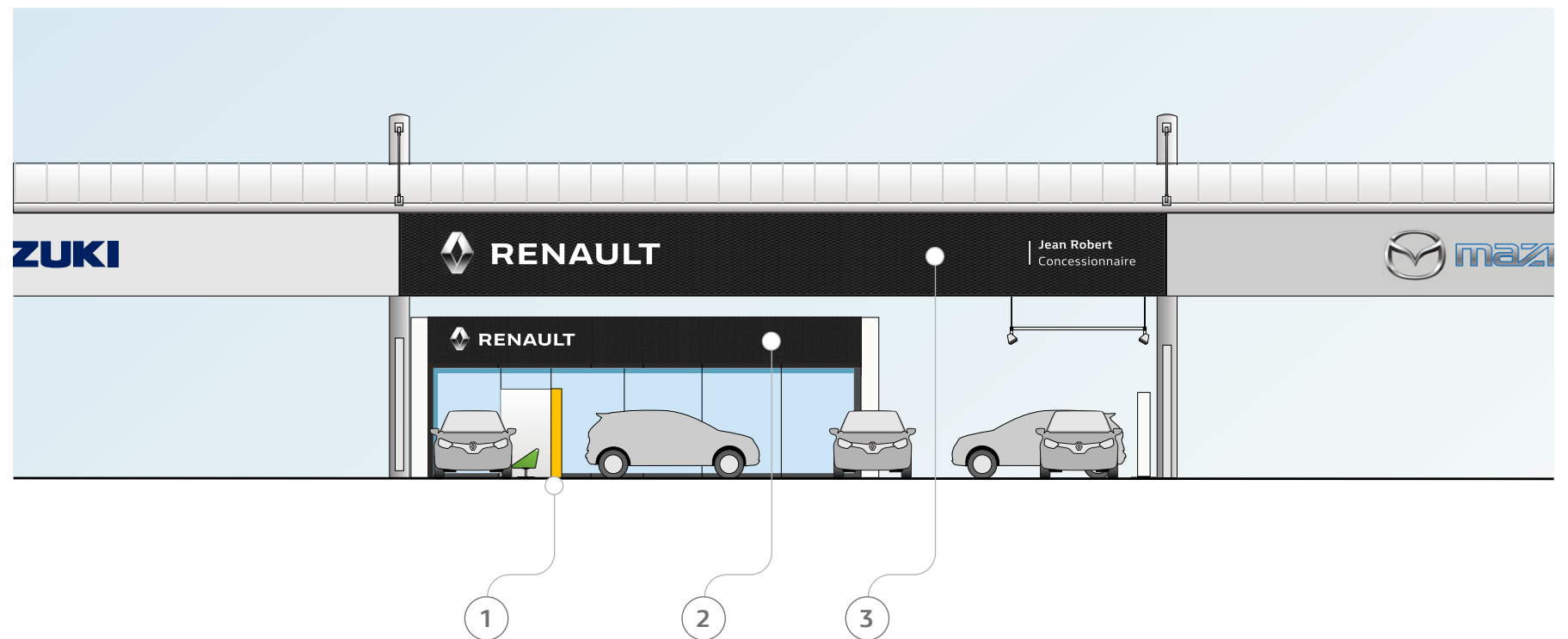
SHOWROOMS IN SHOPPING CENTRES - EXTERIOR CAR PARK LOCATION

main façade

Identification principle

- The showroom is identified by a Renault façade marking on the edge of the awning.
- In the vicinity, the sales area is identified by a facade marking installed on the facade.
- The entrance to the sales area is identified by a vertical entrance marker.
- The Renault signatures are illuminated, in 3D, on a woven metal mesh background.

- ① Renault façade markings on sales area
- ② Vertical entrance marker
- ③ Renault façade markings on the awning



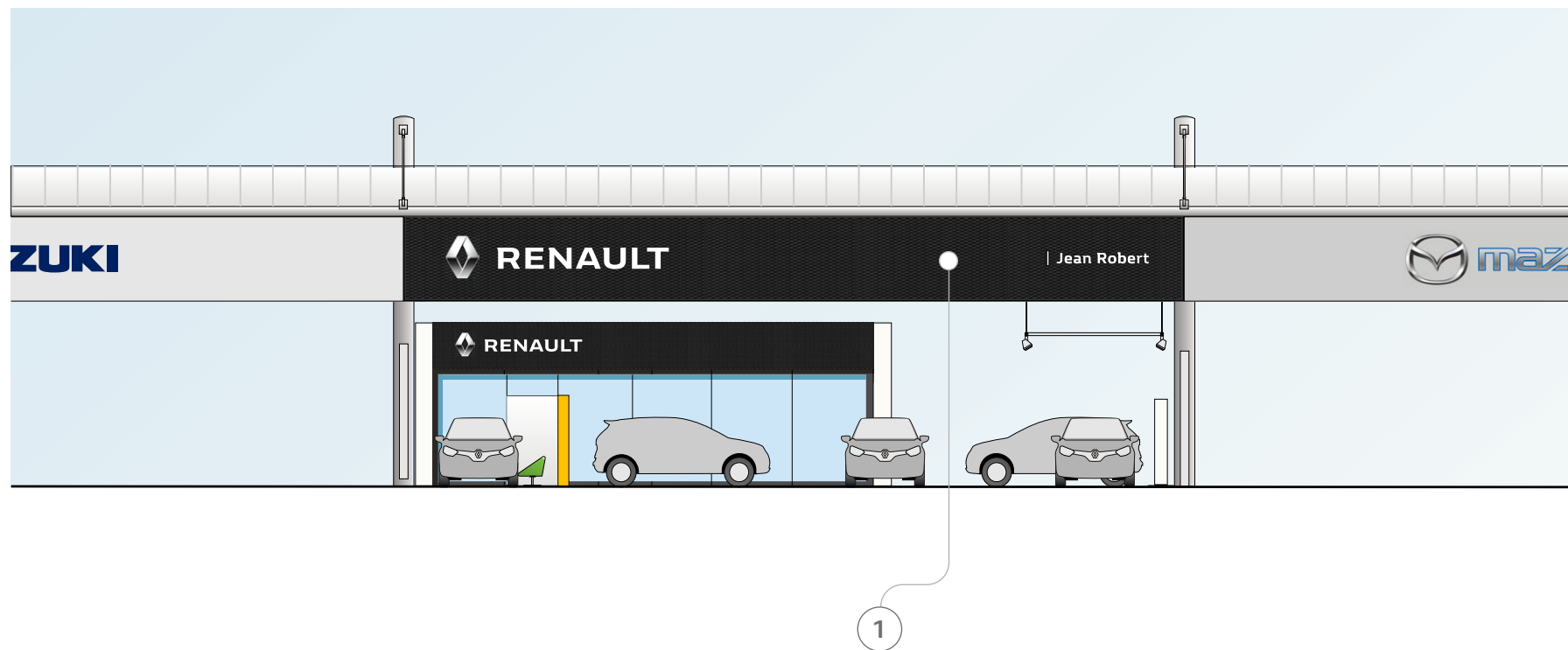
SHOWROOMS IN SHOPPING CENTRES - EXTERIOR CAR PARK LOCATION

Site Name

Identification principle

- The Site Name may be written on one or two lines (see preceding page).
- It only features on the banner placed on the awning.
- Refer to the Renault Stores General installation guide for the proportions to be observed for the Renault signature.

① Site Name on one line



SHOWROOMS IN SHOPPING CENTRES - EXTERIOR CAR PARK LOCATION

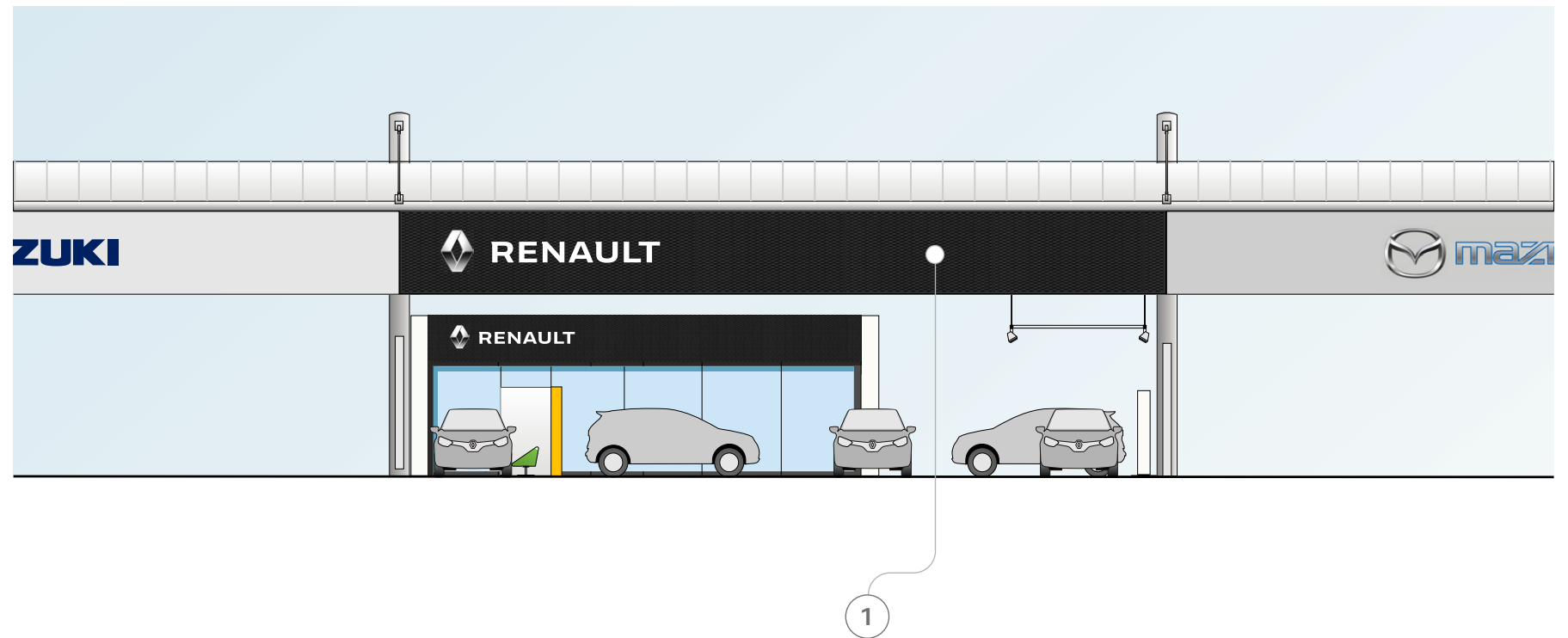
absence of Site Name

Identification principle

When the building housing the different showrooms belongs to the same entity, the Site Name may be omitted from the identification banner.

- The façade is identified by the Renault signature on a woven mesh background.

① Renault signature on woven mesh support



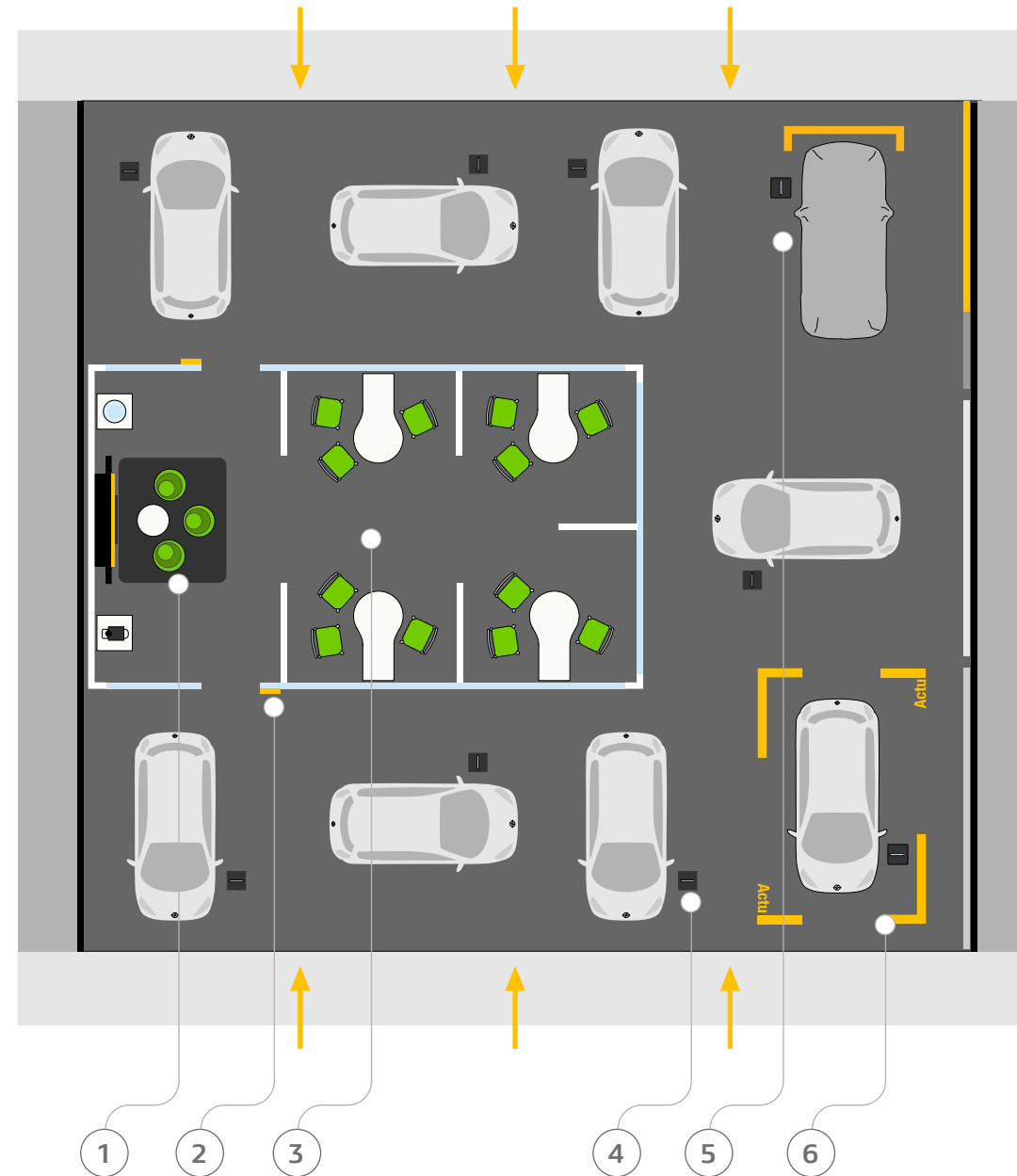
SHOWROOMS IN SHOPPING CENTRES - EXTERIOR CAR PARK LOCATION

layout of the showroom

Principles

- The sales area is installed at the back of the showroom.
- The Brand wall and Lounge are arranged close to the sales area.
- The Headline Zone is placed in the foreground on one side of the showroom.

- ① Brand wall and lounge
- ② Vertical entrance marker
- ③ Sales area
- ④ Price display modules
- ⑤ Delivery Area
- ⑥ Headline Zone

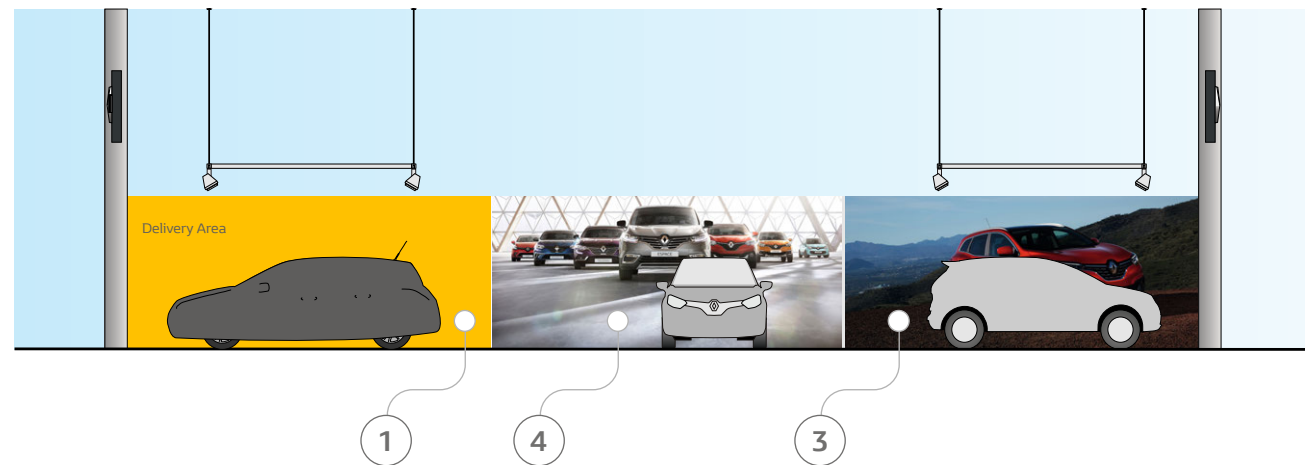
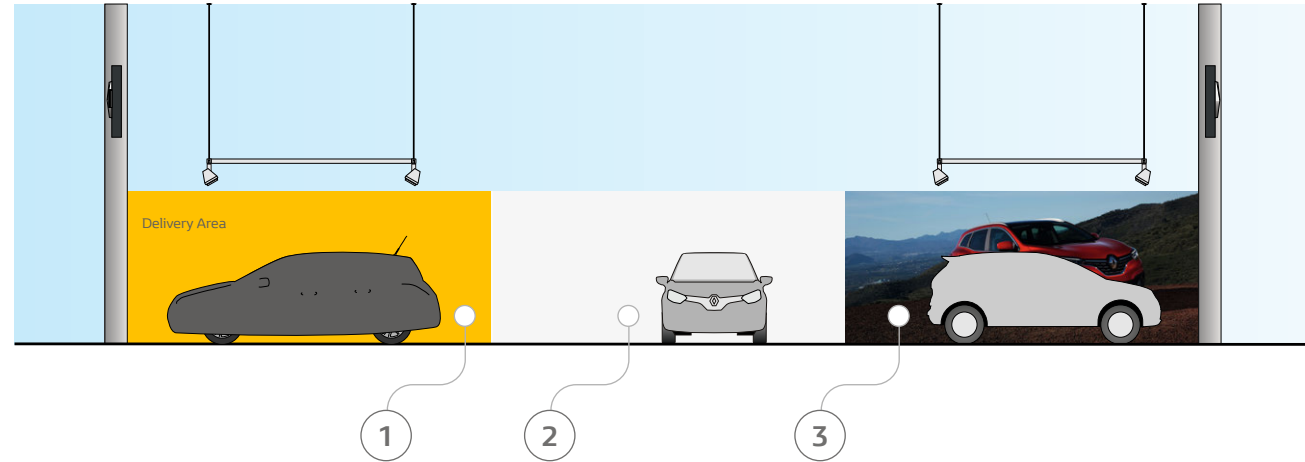


SHOWROOMS IN SHOPPING CENTRES - EXTERIOR CAR PARK LOCATION

display walls

Principles

- The display walls are arranged opposite the sales area highlighting the vehicles on display.
- The wall of the Delivery Area is decorated in yellow with the marking "Delivery Area".
- The wall of the Headline zone features a Product visual associated with the new product on display.
- The central section of the wall may be decorated with a visual or remain white (depending on data from the Marketing department of the Country or Region).



- ① Delivery Area Display Wall
- ② RAL 9010 white wall
- ③ Product display wall
- ④ Brand display wall

SHOWROOMS IN SHOPPING CENTRES - EXTERIOR CAR PARK LOCATION

components

General principle

- Components help to assert the presence of the Renault brand and showcase the vehicles on display.
- These components are taken from the Renault Stores and are not specific to these sites.
- Depending on the floor area of the showroom and the customer experience targeted by each Country/Region, components options may be implemented.

Standards	<input type="checkbox"/>
Signature on façade	<input checked="" type="checkbox"/>
Woven metal banner	<input checked="" type="checkbox"/>
Overhead panel	<input type="checkbox"/>
Vertical entrance marker	<input checked="" type="checkbox"/>
Brand Display wall	<input type="checkbox"/>
Headline Display wall	<input checked="" type="checkbox"/>
Site Name	<input checked="" type="checkbox"/>
Delivery Area	<input checked="" type="checkbox"/>
Headline Zone	<input checked="" type="checkbox"/>

- Compulsory
- Optionnelle
- Not applicable

COMPONENTS ON
A SEMI-OPEN SPACE

Reception desk	<input type="checkbox"/>
Reception totem	<input type="checkbox"/>
Canopy	<input type="checkbox"/>
Brand wall	<input checked="" type="checkbox"/>
Lounge	<input checked="" type="checkbox"/>
Brand bar	<input type="checkbox"/>
Price display modules	<input checked="" type="checkbox"/>
Thematic areas	<input type="checkbox"/>
Configurator	<input type="checkbox"/>
Accessories unit	<input type="checkbox"/>
Miniatures display cabinet	<input type="checkbox"/>
Renault banner on sales area	<input checked="" type="checkbox"/>

5

SPECIAL CASES

Sites with non-typical façades	5.1
Multibrand showrooms with shared entrance	5.5

To return to the main contents page,
click on the button.



SITES WITH NON-TYPICAL FAÇADES

general

when the facade
does not indicate
**the organization
of the site**

SITES WITH
NON-TYPICAL FAÇADES

These sites differ from other sites in that **the facade does not allow the position or the presence of the brands** grouped together within the same building to be identified.

The **entrances**, as they are not specific to each of the showrooms, are neutral (not bearing any graphic signs associated with a brand).

Totems and facade markings identify the presence of different brands, arranged in a harmonious way to provide comparable visibility and impact.

SITES WITH NON-TYPICAL FAÇADES

typical façade



① The showrooms

The organization of the façade does not convey either the location of the different showrooms, or any hierarchy between the brands present.

② The façade markings

The facade markings of the different brands are similar in size.

③ The totems

Each brand is identified by a totem.

The totems are of similar dimensions so as to have a comparable impact.

SITES WITH NON-TYPICAL FAÇADES

principles

When the façade does not convey the position of the showrooms...

This situation does not allow the position of the showrooms to be identified directly:

- The customer entrance is via one or more doors not specific to any one brand.
- The identifying elements then serve solely to indicate the presence of the brand in a building with a “neutral” architecture.
- The neutral Site Name is displayed on the façade identifying the name of the location.

- ① Totems of the brands
- ② Façade markings of each of the brands
- ③ Neutral Site Name



②

③

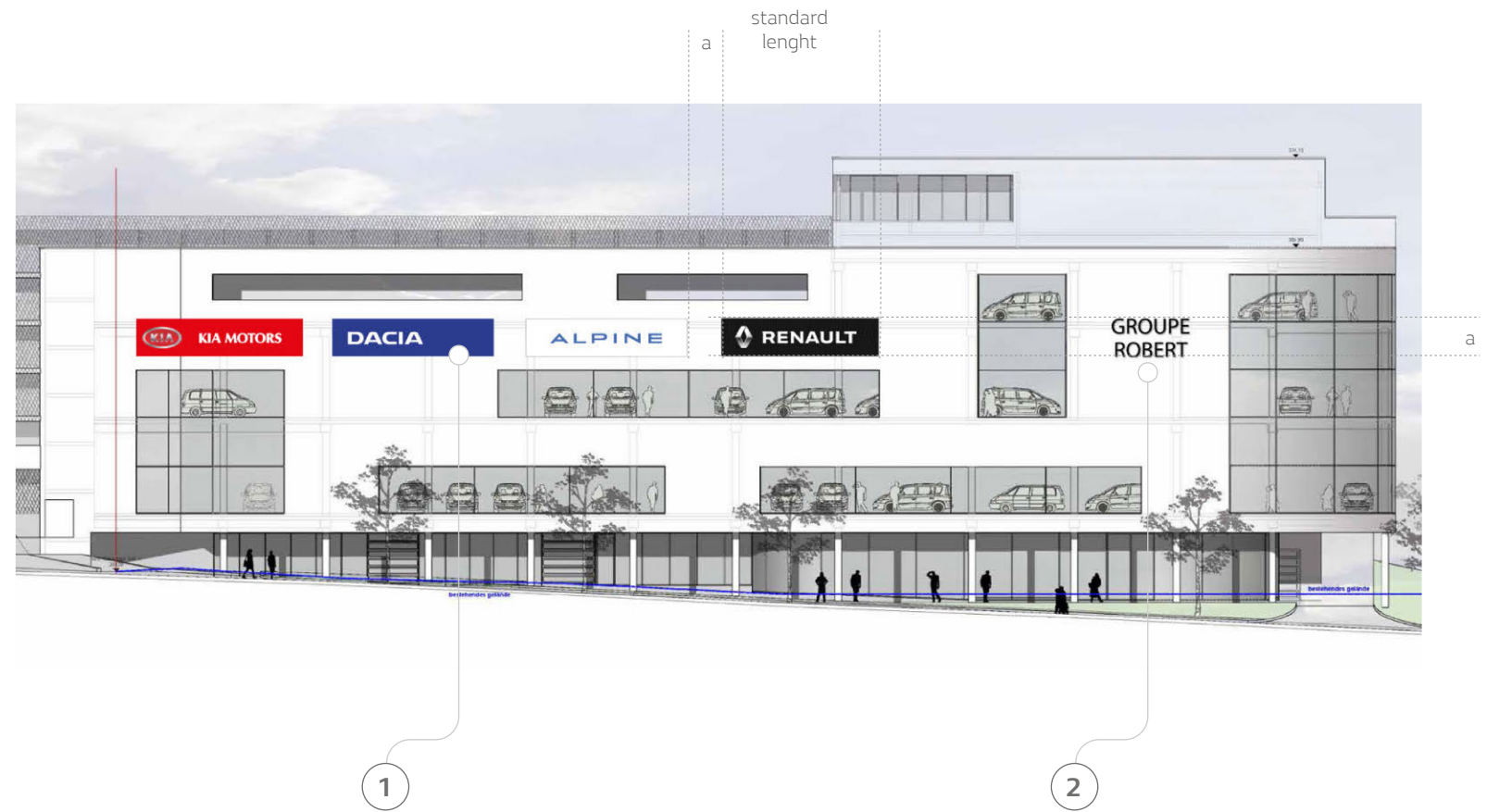
①

SITES WITH NON-TYPICAL FAÇADES

façade markings

Layout principles

- The Renault façade markings are identical to those for blind façades.
- The dimensions of these markings shall be chosen depending on the dimensions of the frontage.
- The façade markings of the different brands must afford a comparable impact taking up an identical surface area.
- The separation between 2 sets of markings shall be at least equal to the height of the markings.
- The Site Name shall take up a maximum surface area equal to that of the façade markings of each of the brands present.
- The Site Name shall be neutral, not incorporating any graphic code evoking the brands present.



- ① Façade markings
- ② Neutral Site Name

MULTIBRAND SHOWROOMS WITH COMMON ENTRANCE

general

when access to
showrooms
is done by
the same entrance

A UNIQUE ENTRANCE TO SEPARATE SHOWROOMS

These sites stand out from the others, as **access to the showrooms dedicated to the different brands** grouped in the same building, is made by the same entrance.

The **entrance**, located on the main façade, is neutral. It does not carry graphic signs associated with any of the brands present.

Totems and facade markings identify the presence of different brands, arranged in a harmonious way to provide comparable visibility and impact.

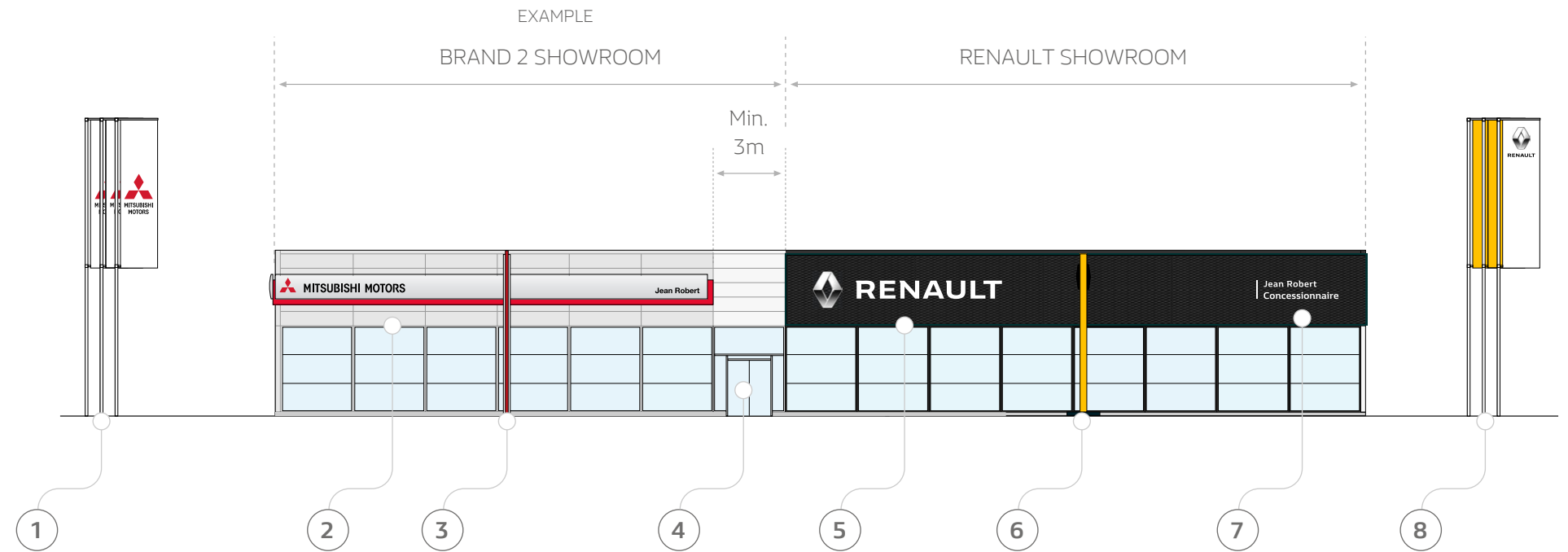
MULTIBRAND SHOWROOMS WITH COMMON ENTRANCE

the main façade

Installation rules

- We observe a neutral zone of 3 m separating the 2 showrooms.
- Renault showroom's facade is identified as a Renault Store site.
- The signage of the dedicated entrances to each of the brands applies.

- ① The brand 2 flags
- ② The brand 2 fascia
- ③ The brand 2 totem
- ④ Common neutral entrance
- ⑤ Facade marking on the fishnet
- ⑥ The Renault totem
- ⑦ The Site Name
- ⑧ Renault flags



MULTIBRAND SHOWROOMS WITH COMMON ENTRANCE

organization of the approaches

① Customer parking for Renault

The pedestrian route connects the customer parking area to the showroom entrance via the exterior display areas.

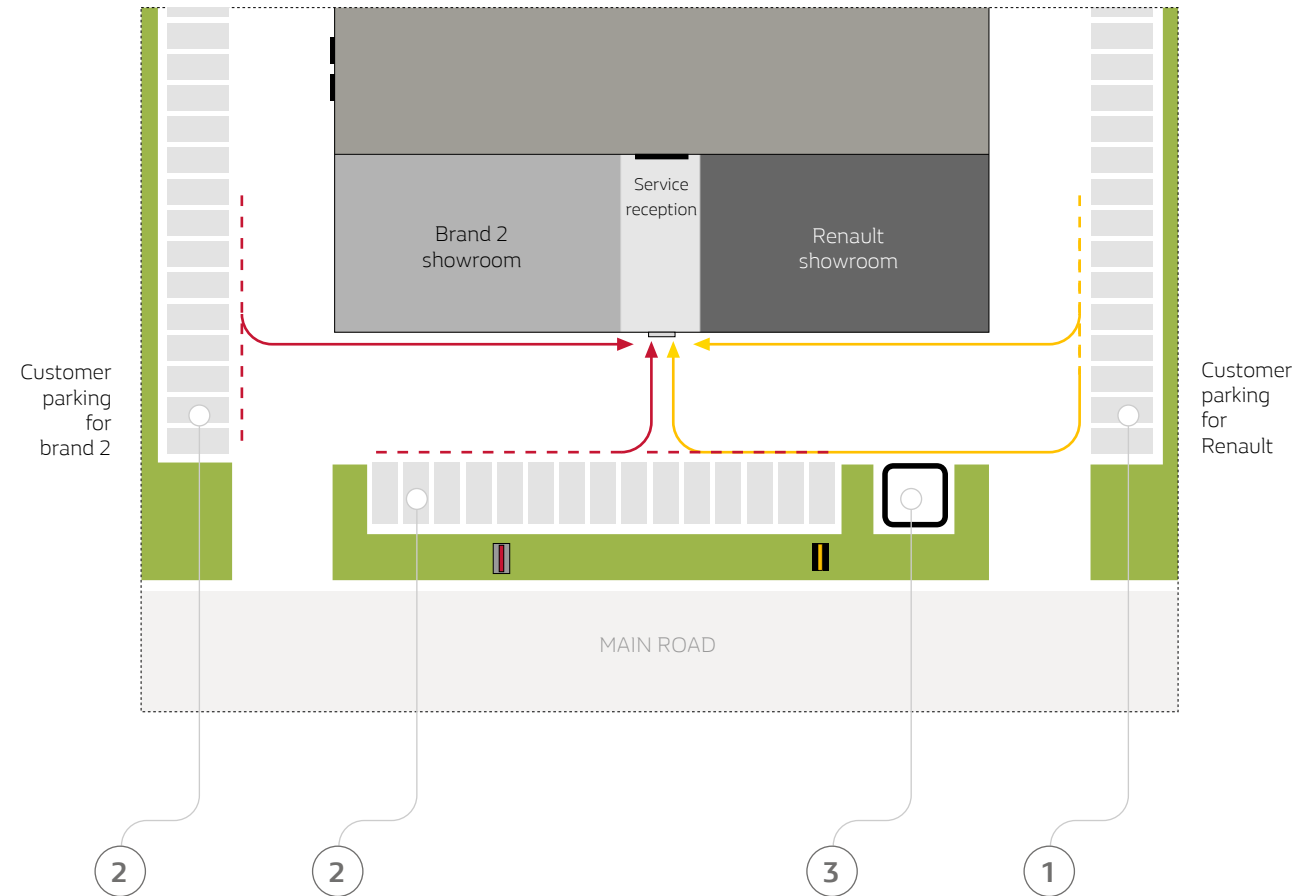
The After-Sales reception is integrated in a neutral zone by the 2 showrooms.

② Customer parking for brand 2

The customer parking area is connected to the specific showroom entrance for brand 2.

③ The exterior display areas

optional and incorporated along the main façade in front of the showroom, the exterior display areas help to bring the point of sale to life.



Note

The above plan presents the generic case involving a common workshop and a joint After-Sales reception.

MULTIBRAND SHOWROOMS WITH COMMON ENTRANCE

separation of showrooms

General principle

- The separation of showrooms is done by a neutral zone with a minimum width of 3 m, which does not necessarily require a complementary dividing wall.

- ① Brand 2 showroom
- ② Common entrance
- ③ Neutral zone
- ④ Renault showroom

