

Renault Store - Technical specifications

Communication templates on screens



RENAULT
Passion for life



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General



Template principles

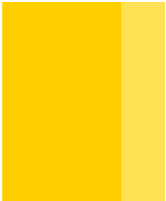
Key

- 1 2 transition templates (start/end)
- 2 1 “Touch the screen” template
- 3 8 communication templates with motion
- 4 6 zones with screen

1



Transition - Start



Transition - End

2



« Touch the screen »

3



Welcome



Team



Category



Intro subject



Image



Video



Promo



Image + (increased readability)

4



Totem



Brand Bar



Brand Wall



Configurator



Service reception



Renault Sport totem

Implementation and use

It is recommended to implement and deploy the whole in-store digital solution with a digital integrator, which will supply:

- Hardware (screens & players)
- Broadcasting & content management solution (to push selected content to all Renault Store in a country): programming, content upload & update by Renault country through the supplier's CMS (content management solution)
- The CMS will in particular enable to create basic templates, lock some template components and allow other components to be adapted. Please adopt clear naming rules for basic and adapted templates to allow simple use and re-use in playlists
- Hardware installation
- Monitoring, maintenance and helpdesk for the supplied solution

To be noted: it is up to the country to translate the basic templates (if supplied through a Regional supplier).

Rules and conventions



Usage rules for « yellow strip » and « corner » markers



« Yellow strip » marker

Function :

- official
- promise
- commitment
- offer

Usage :

- transition template
- text apparition / disparition
- titles
- subtitles



« Corner » marker

Function :

- conversational
- connivence
- information

Usage :

- category titles
- contextual divider

Usage rules for templates depending on zone

Zone / Template	Welcome	Team	Catégorie	Intro subject	Video / Image	Promo	« Touch the screen »
Welcome totem					 (activities)		
Brand Wall							
Brand Bar							
Configurator (sleepmode)							
Service reception							
Renault Sport							

Technical specifications for templates with motion

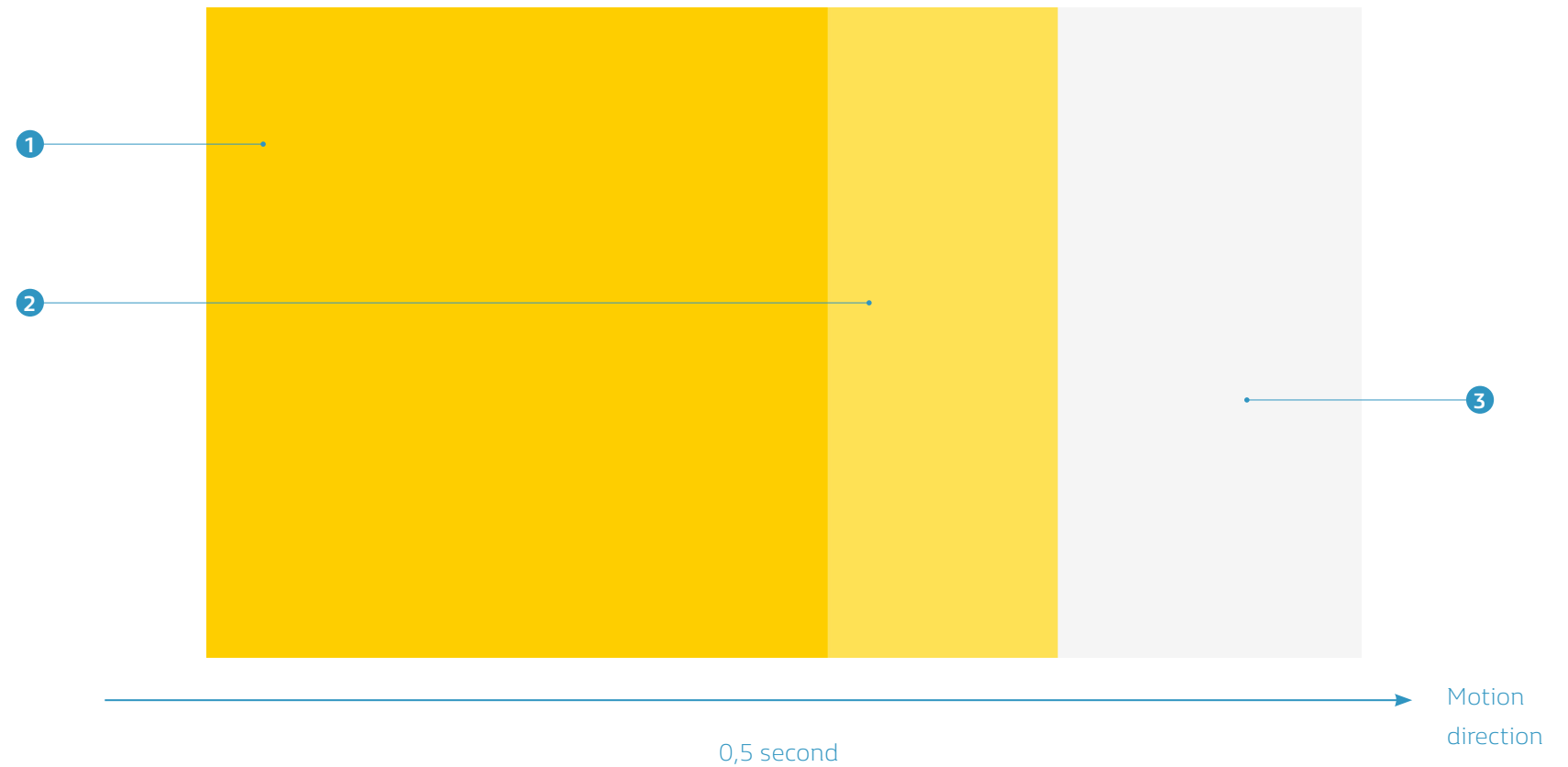


Transition - Start : introducing communication template

Components, colors and motion

Key

- 1 FLAP 1
Col : #FACE48
- 2 FLAP 2
Col : #FDE155
- 3 Transparency

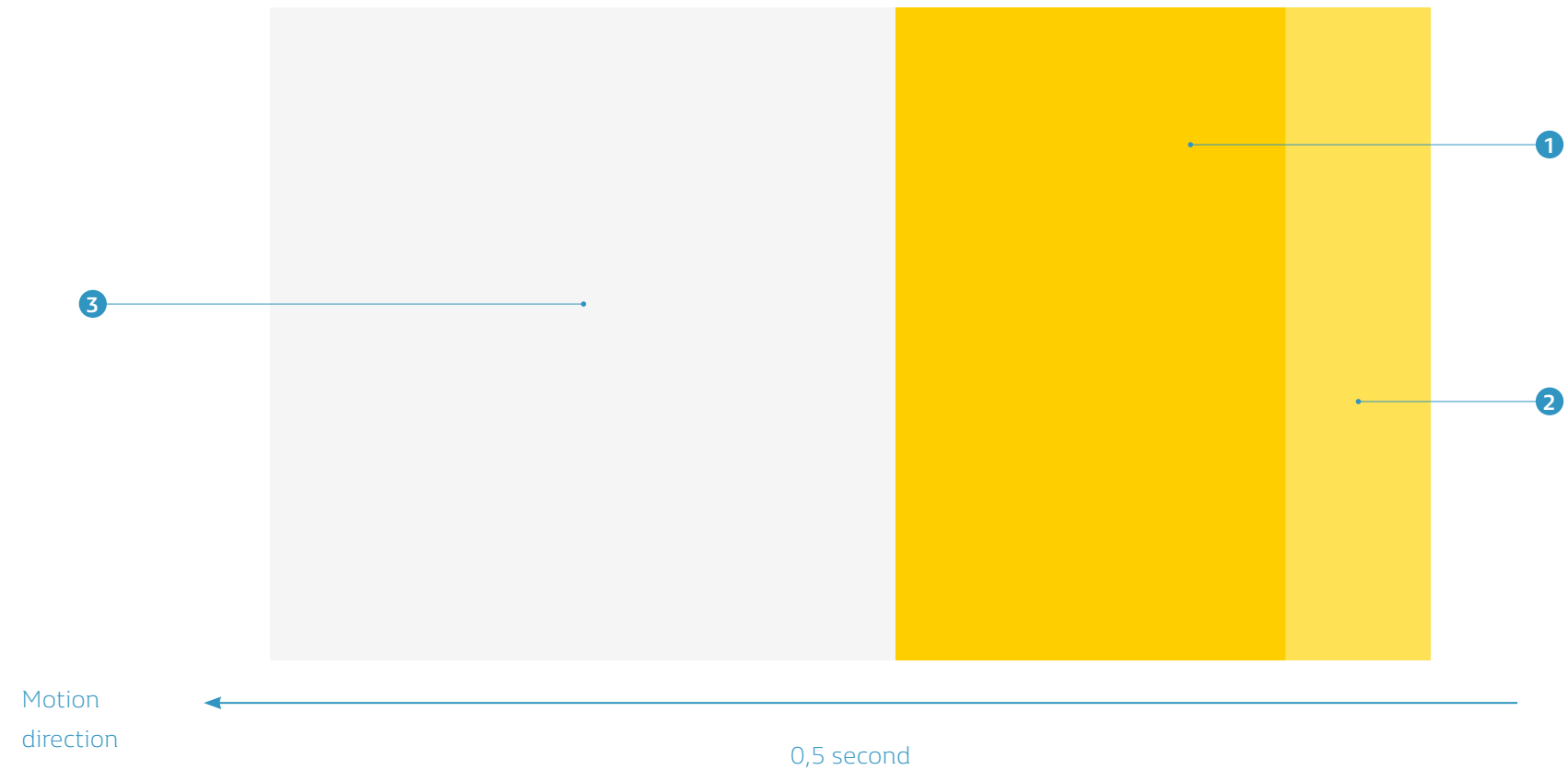


Transition - End : closing the communication template

Components, colors and motion

Key

- ① FLAP 1
Col : #FACE48
- ② FLAP 2
Col : #FDE155
- ③ Transparency

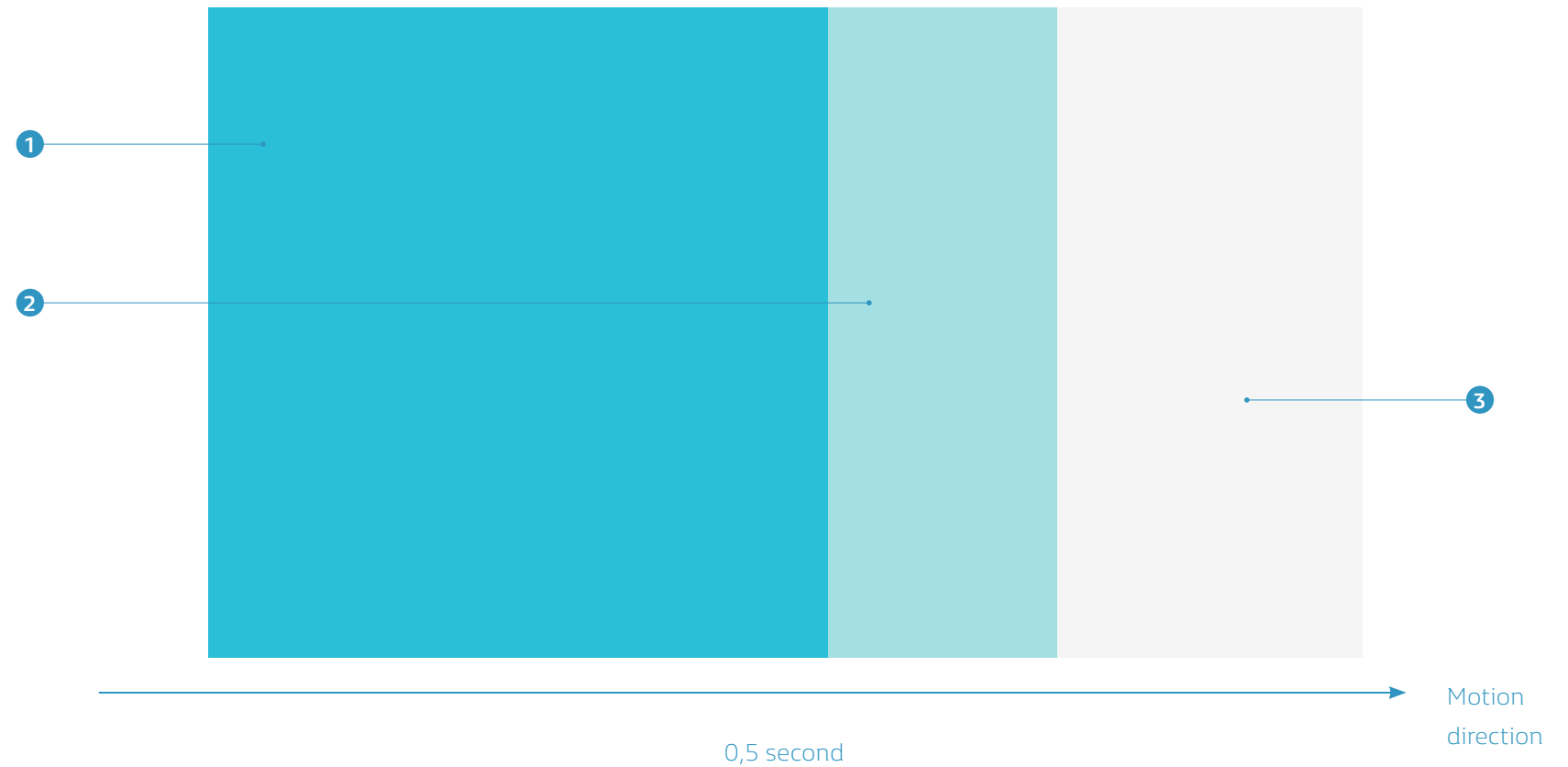


Transition – Start : introducing Z.E. communication template

Components, colors and motion

Key

- 1 FLAP 1
Col : #2BBED8
- 2 FLAP 2
Col : #A4DFE3
- 3 Transparency

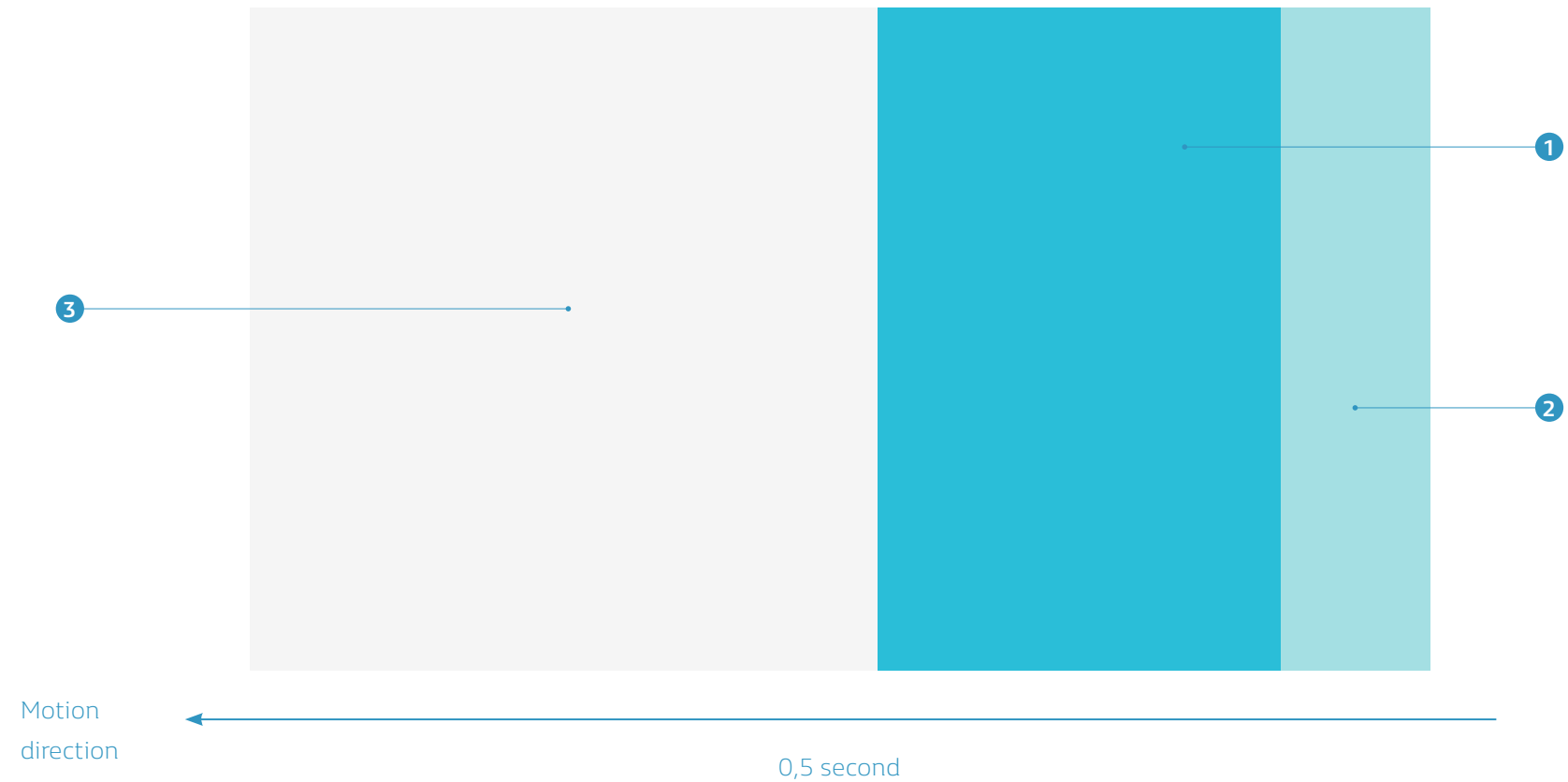


Transition - End : closing the Z.E. communication template

Components, colors and motion

Key

- ① FLAP 1
Col : #2BBED8
- ② FLAP 2
Col : #A4DFE3
- ③ Transparency



WELCOME

Components

Key

- 1 Corner
- 2 Text Up (nb caract. max = 30)*
- 3 Text Down (nb caract max = 15)
- 4 Background

*Editable data to be translated by the country



WELCOME

Colors, police and position

Key

- 1 Pos : 203 x 346
Siz : 128 x 128
Col : #ffcd00
- 2 Pos : 287 x 428
Siz : 90 pt
Fon : Renault Life
Col : White
- 3 Pos : 287 x 540
Siz : 160 pt
Fon : Renault Life
Col : #ffcd00



WELCOME

Template motion

Timing :

- 1/2s start transition
- Corner apparition, then progressive apparition of text 1 and text 2
- 1/2s end transition

Frequency : regular



TEAM

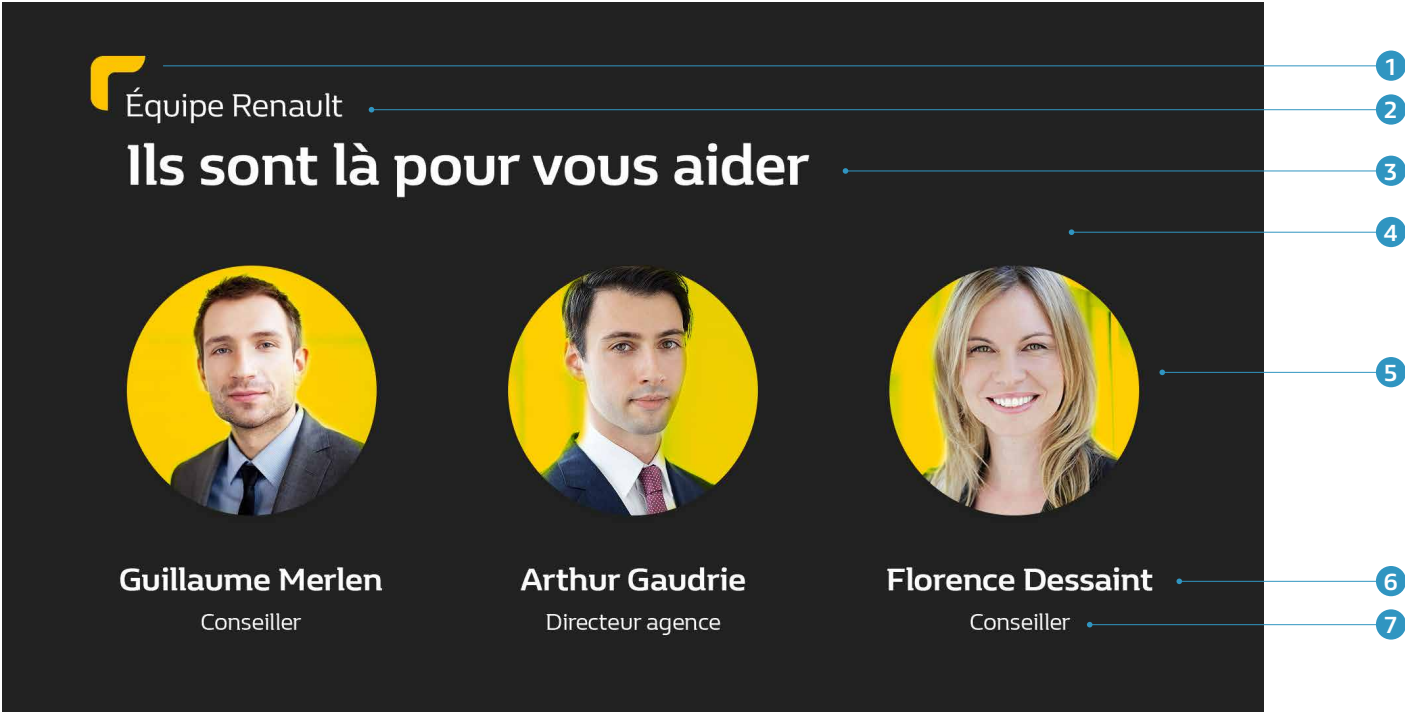
Components

Key

- 1 Corner
- 2 Team Text (nb caract max = 60)*
- 3 Message Team (nb caract max = 40)*
- 4 Background
- 5 Team Picture**
- 6 Team First name & Last name**
- 7 Team Function**

* Editable data to be translated by the country

** Editable data



TEAM

Picture instructions

The CMS platform (from the Region / country selected digital integrator) must give a restricted access to dealers, allowing them to (and only to):

- Update the team templates with pictures, names and functions (and delete former employees)
- Picture size for optimised display: 380 * 380 pixels
- Background for the picture: in front of the Renault yellow brand

To be noted:

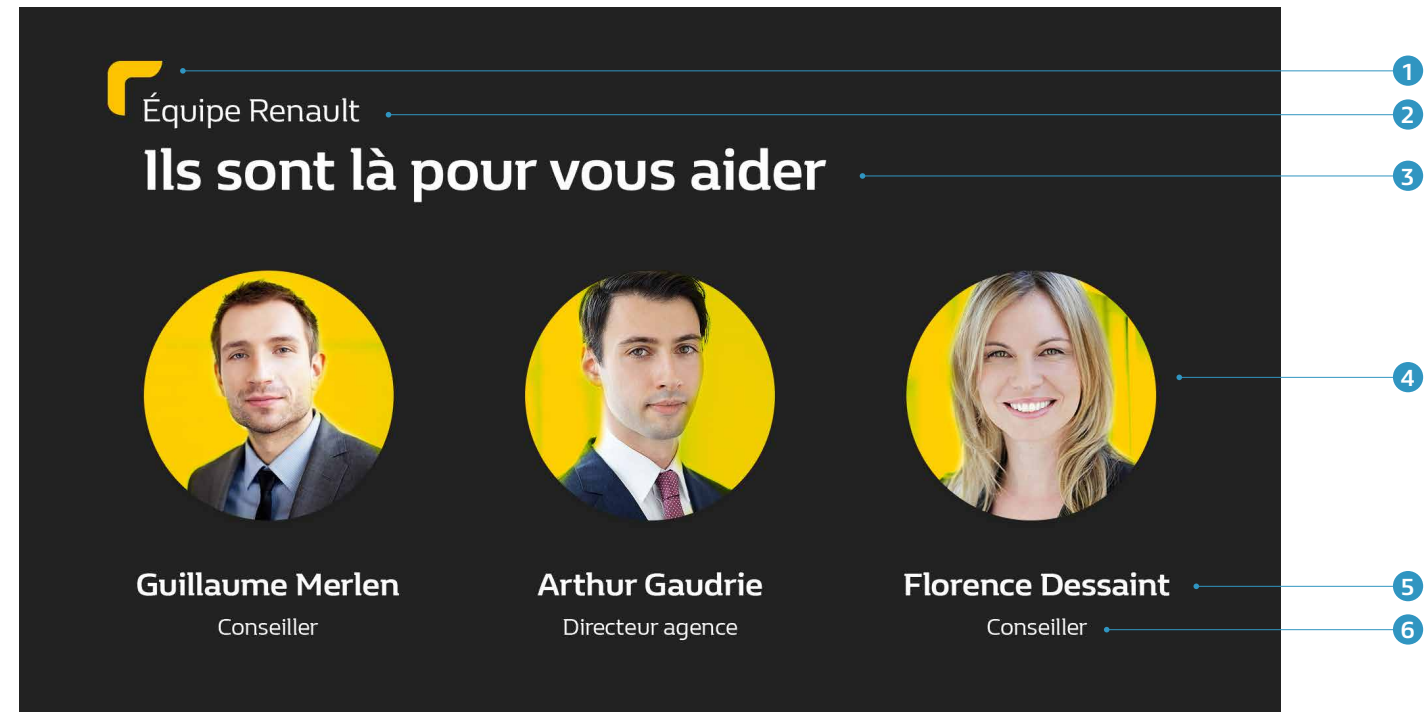
- 3 persons for each team template displayed on the Welcome screen (technical solution to be discussed with the integrator)
- It is possible to repeat the same person in 2 templates to respect the 3-person rule

TEAM

Colors, police and position

Key

- 1 Pos : 135 x 82
Siz : 83 x 83
Col : #ffcd00
- 2 Pos : 190 x 130
Siz : 50 pt
Fon : Renault Life
Col : White
- 3 Pos : 190 x 214
Siz : 90 pt
Fon : Renault Life
Col : White
- 4 Pos : 190 x 400
Siz : 428 x 428
Img : .jpg .png
- 5 Pos : 190 x 130
Siz : 50 pt
Fon : Renault Life Bold
Col : White
- 6 Pos : centered under the Name
Siz : 36 pt
Fon : Renault Life
Col : White



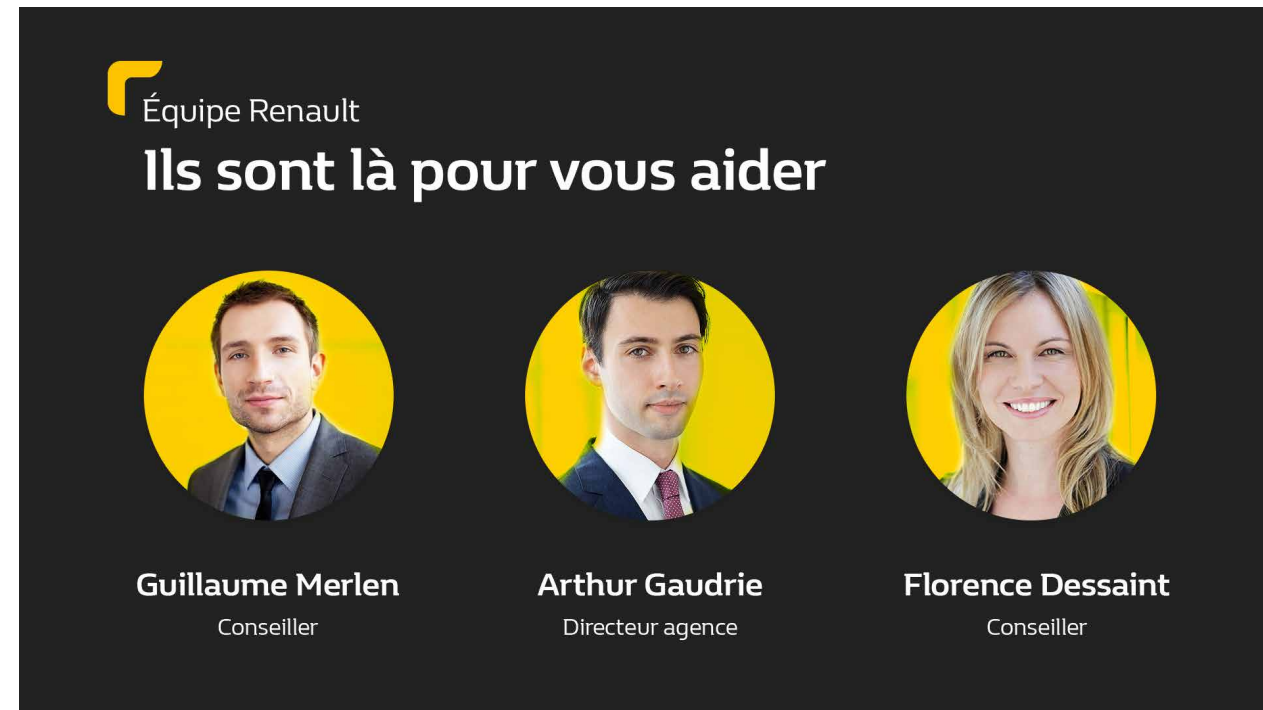
TEAM

Template motion

Timing :

- 1/2s start transition
- Corner apparition then progressive apparition
- 1/2s end transition

Frequency : regular



CATEGORY

Components

Key

- 1 Logo* (if existing / PNG Transparency)
- 2 Corner
- 3 Text Up* (nb caract max = 30)
- 4 Text Down* (nb caract max = 15)
- 5 Background*
(image 1920x1080 without opacifying filter)
- 6 Opacifying filter
Col : #1a1a1a
Opacity : 70%

*Editable data



CATEGORY

Colors, police and position

Key

- ① Pos : 210 x 386
Siz : 83x83
Col : #ffcd00
- ② Pos : 285 x 443
Siz : 90 pt
Fon : Renault Life
Col : White
- ③ Pos : 285 x 555
Siz : 120 pt
Fon : Renault Life bold
Col : #ffcd00
- ④ Pos : 0x0
Siz : 1920 x 1080
Img : .jpg .png



CATEGORY

Colors, police and position: Renault Sport variant

Key

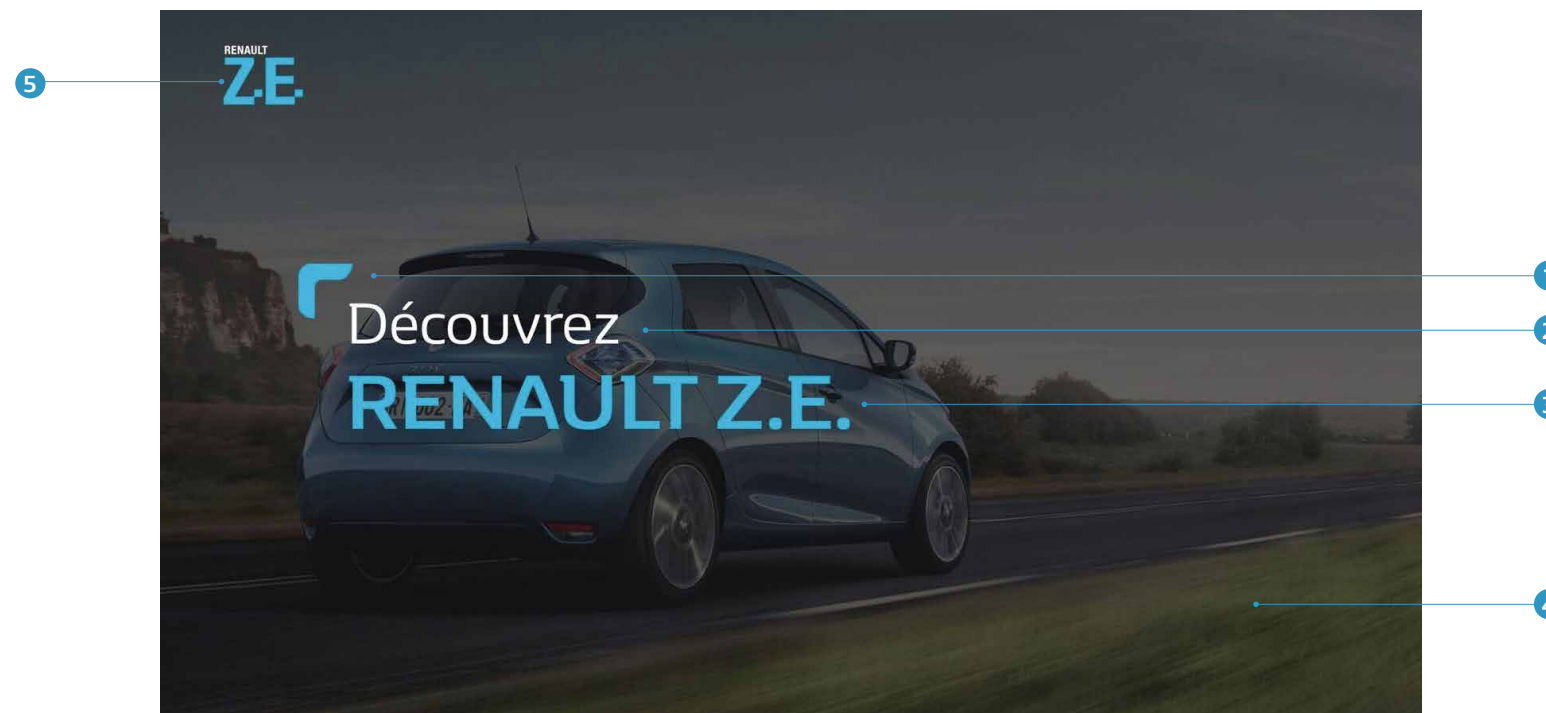
- ① Pos : 210 x 386
Siz : 83x83
Col : #ffcd00
- ② Pos : 285 x 443
Siz : 90 pt
Fon : Renault Life
Col : White
- ③ Pos : 285 x 555
Siz : 120 pt
Fon : Renault Race bold
Col : #ffcd00
- ④ Pos : 0x0
Siz : 1920 x 1080
Img : .jpg .png
- ⑤ Pos : 96x76
Siz : 1920 x 1080
Img : .jpg .png



CATEGORY

**Colors, police and position:
Renault Z.E. variant****Key**

- 1 Pos : 210 x 386
Siz : 83x83
Col : #29b4dc
- 2 Pos : 285 x 443
Siz : 90 pt
Fon : Renault Life
Col : White
- 3 Pos : 285 x 555
Siz : 120 pt
Fon : Renault Life bold
Col : #29b4dc
- 4 Pos : 0x0
Siz : 1920 x 1080
Img : .jpg .png
- 5 Pos : 96x76
Siz : 120x90
Img : .jpg .png



CATEGORY

Template motion

Timing :

- 1/2s start transition
- Corner apparition, then progressive apparition of text 1 and text 2
- 1/2s end transition

Frequency : as an introduction before each category or topic within a playlist



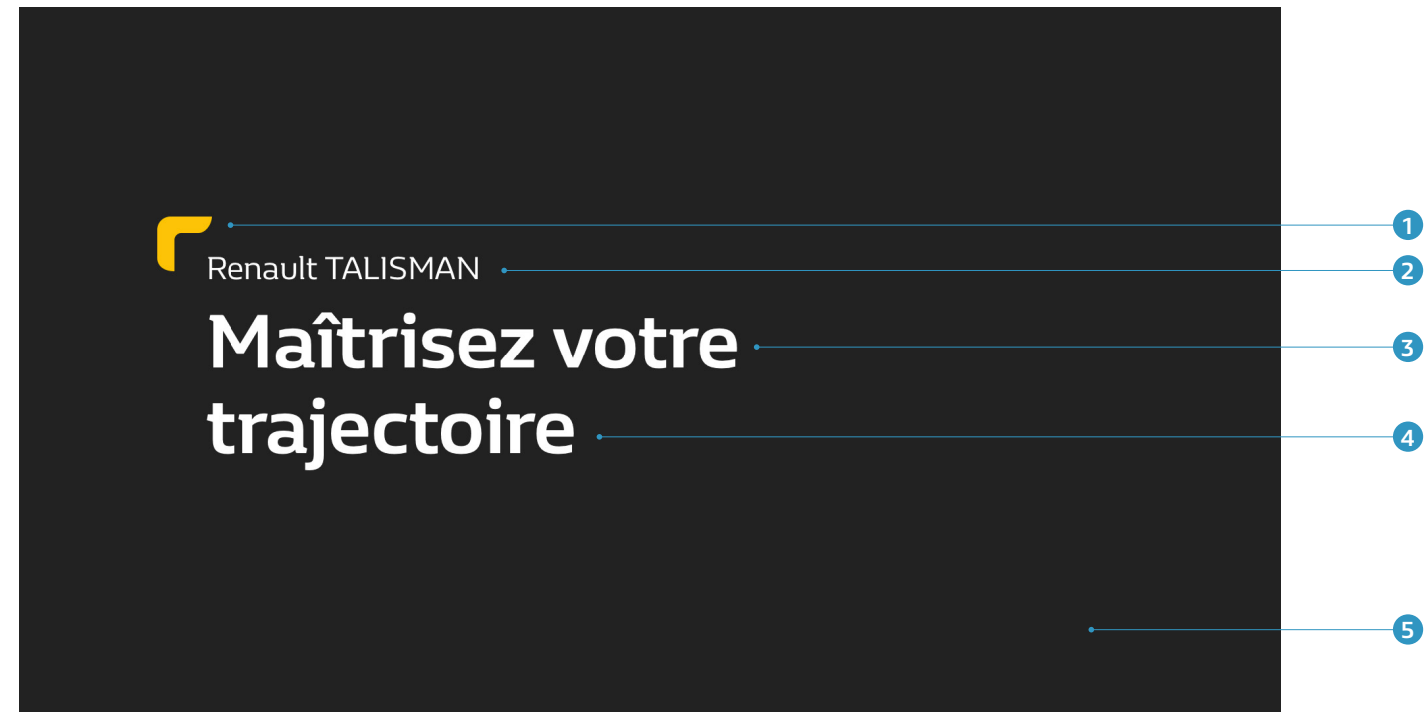
INTRO

Components

Key

- 1 Corner
- 2 Text Up (nb caract. max = 30)*
- 3 Text Down 1 (nb caract max = 15)*
- 4 Text Down 2 (nb caract max = 15)*
- 5 Background

*Editable data



INTRO

Colors, police and position

Key

- 1 Pos : 210 x 386
Siz : 83x83
Col : #ffcd00
- 2 Pos : 285 x 377
Siz : 50 pt
Fon : Renault Life
Col : White
- 3 Pos : 285 x 463
Siz : 120 pt
Fon : Renault Life bold
Col : white



INTRO

Colors, police and position: Renault Z.E. variant

Key

- ① Pos : 210 x 386
Siz : 83x83
Col : #19B3DE
- ② Pos : 285 x 377
Siz : 50 pt
Fon : Renault Life
Col : White
- ③ Pos : 285 x 463
Siz : 120 pt
Fon : Renault Life bold
Col : white



INTRO

Template motion

Timing :

- 1/2s start transition
- Corner apparition, then progressive apparition of text 1 and text 2
- 1/2s closing transition



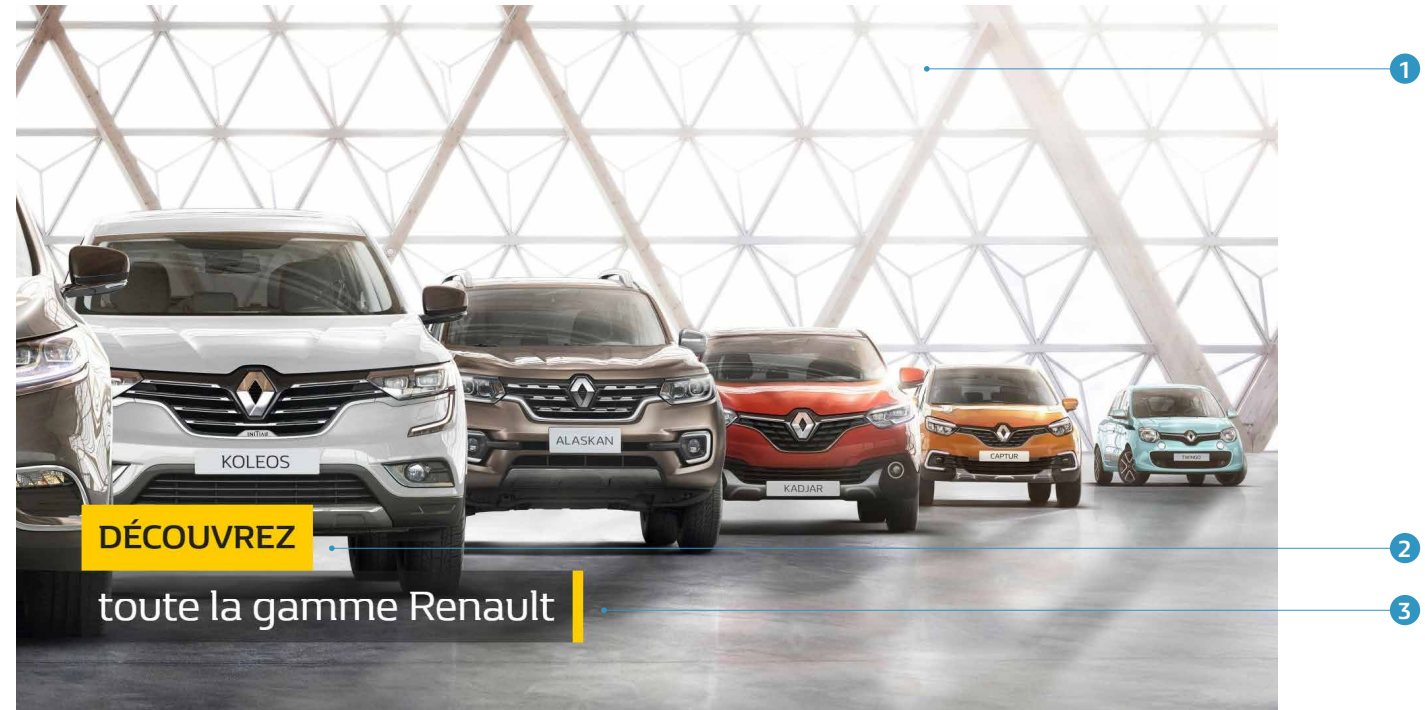
IMAGE

Components

Key

- 1 Background (image 1920x1080)*
- 2 Title 1 (nb caract max = 30)*
- 3 Title 2 (nb caract max = 50)*

*Editable data



IMAGE

Colors, police and position

Key

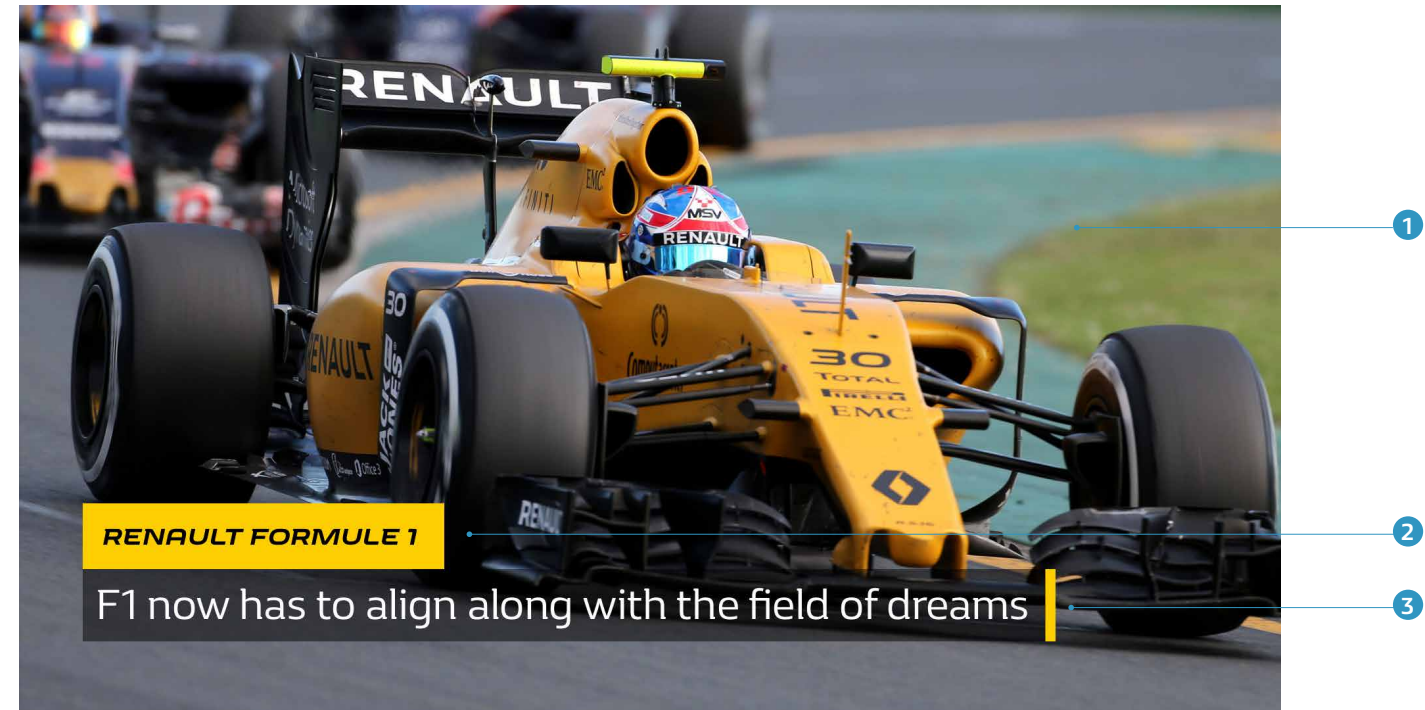
- 1 Pos : 0x0
Siz : 1920 x 1080
Img : .jpg .png
- 2 Pos : 97x758
Siz : variable x 100
Col : #ffcd00
- 3 Pos : 97 x 758
Siz : 50 pt CAPS
Fon : Renault Life bold
Col : black
- 4 Pos : 97x858
Siz : variable x 110
Col : black
Opa : 50 %
- 5 Siz : 16x110
Col : #ffcd00
- 6 Pos : 97 x 858
Siz : 50 pt
Fon : Renault Life
Col : white



IMAGE

**Colors, police and position:
Renault Sport variant****Key**

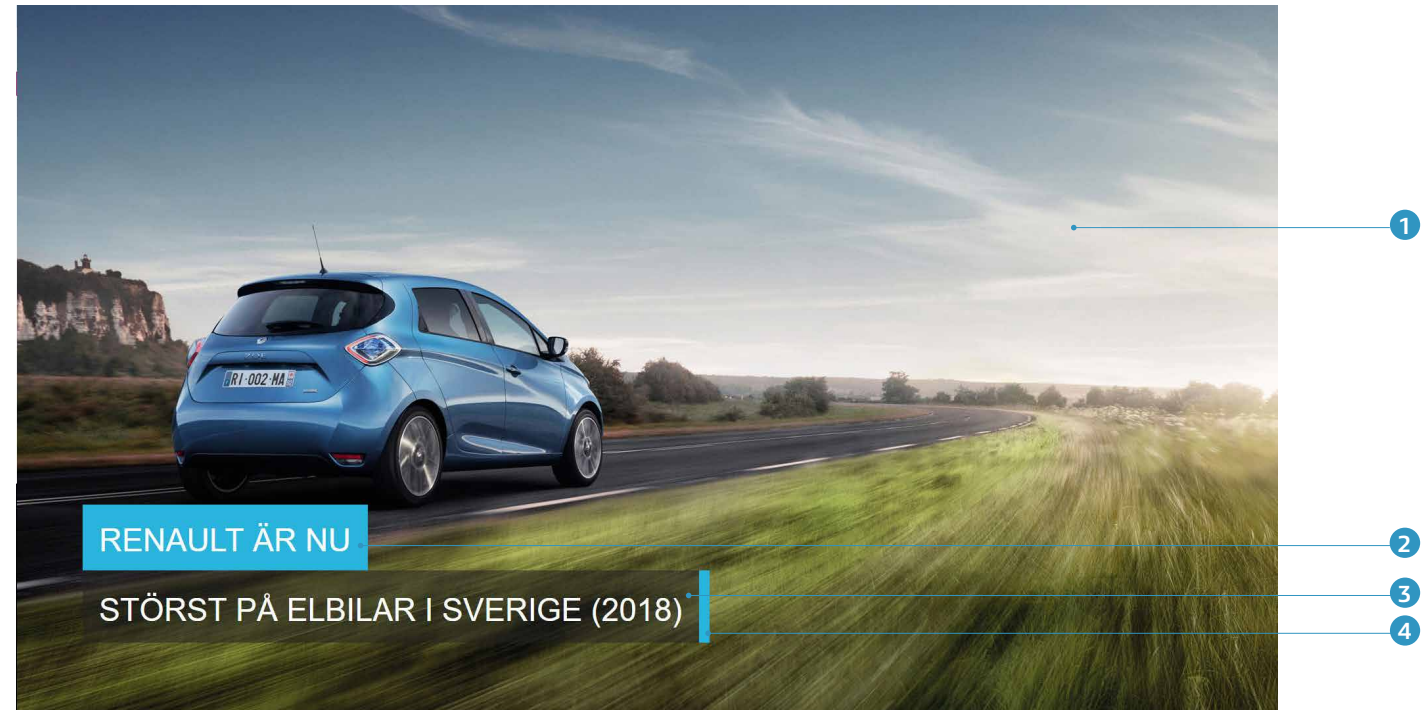
- 1 Pos : 0x0
Siz : 1920 x 1080
Img : .jpg .png
- 2 Pos : 97 x 758
Siz : 50 pt CAPS
Fon : Renault Race
Col : black
- 3 Pos : 97 x 858
Siz : 50 pt
Fon : Renault Life
Col : white



IMAGE

**Colors, police and position:
Renault Z.E. variant****Key**

- 1 Pos : 0x0
Siz : 1920 x 1080
Img : .jpg .png
- 2 Pos : 97 x 758
Siz : 50 pt CAPS
Fon : Renault Life
Col : #29b4dc
- 3 Pos : 97 x 858
Siz : 50 pt
Fon : Renault Life
Col : white
- 4 Siz : 16x110
Col : #29b4dc

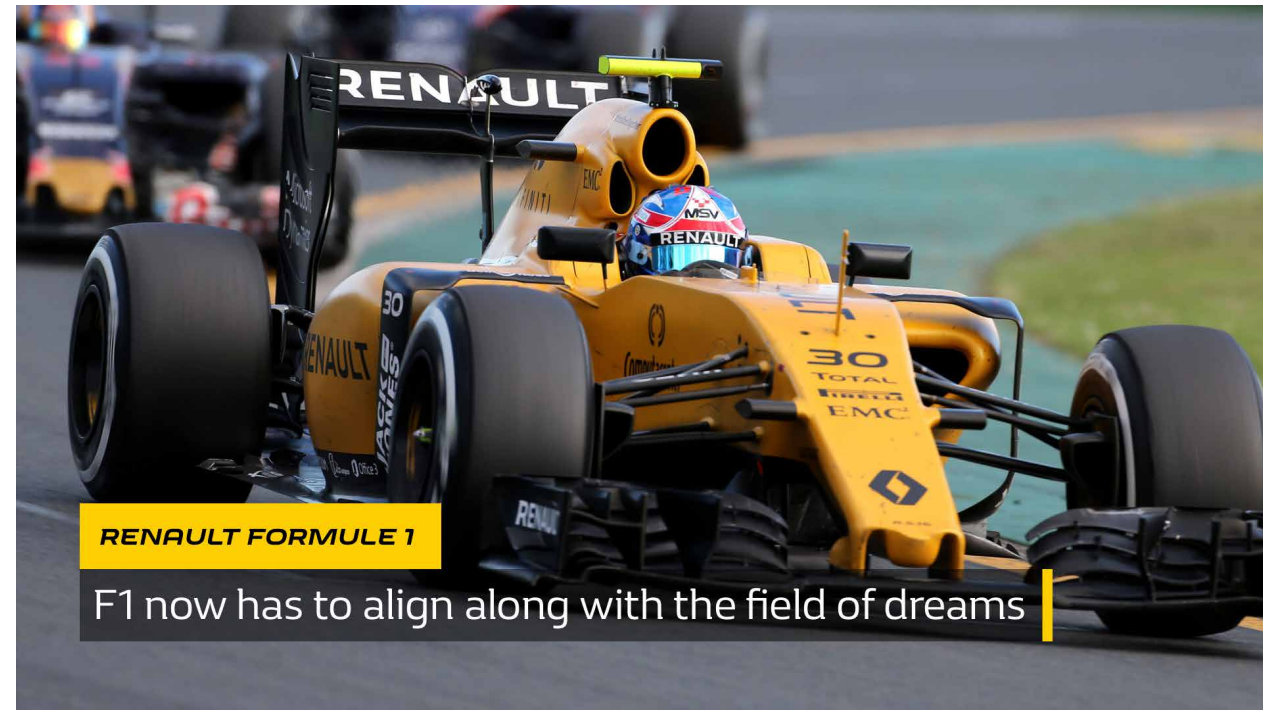


IMAGE

Template motion

Timing :

- 1/2s start transition
- Progressive apparition text 1 and text 2
- Progressive zoom on the image
- 1/2s closing transition



VIDEO

Colors, police and position

Key

Template 1

- 1 Background (image 1920x1080)
- 2 Title 1 (nb caract max = 30)*
- 3 Title 2 (nb caract max = 50)*

Template 2

- 1 Background (image 1920x1080)
- 2 Title 1 (nb caract max = 50)*
- 3 Title 2 (nb caract max = 50)*

* Editable data to add on an actual video from the playlist in the CMS



Template 1



Template 2

VIDEO

Components**Colors, police and position****Template 1**

- 1 Pos : 0x0
Siz : 1920 x 1080
Vid : .mp4
- 2 Pos : 97x758
Siz : variable x 100
Col : #ffcd00
- 3 Pos : 97 x 758
Siz : 50 pt CAPS
Fon : Renault Life bold
Col : black
- 4 Pos : 97x858
Siz : variable x 110
Col : black
Opa : 50 %
- 5 Siz : 16x110
Col : #ffcd00
- 6 Pos : 97 x 858
Siz : 50 pt
Fon : Renault Life
Col : white

Template 2

- 1 Pos : 0x0
Siz : 1920 x 1080
Vid : .mp4
- 2 Pos : 179 x 758
Siz : 66 pt
Fon : Renault Life
Col : white
- 3 Pos : 179 x 858
Siz : 66 pt
Fon : Renault Life
Col : white



Template 1



Template 2

VIDEO

Template motion

Timing :

- 1/2s start transition
- Title apparition 5s after the video launch ; subtitle apparition editable (depending on CMS solution)
- 1/2s closure transtion

(free apparition for the 2nd template)



PROMOTION

Components

Key

- 1 Background (image 1920x1080)*
- 2 Text 1 (nb caract max = 30)*
- 3 Value (nb caract max = 5)*
- 4 Text 2 (nb caract max = 25)*
- 5 Terms and conditions (nb caract max = 500)*

*Editable data



PROMOTION

Components

Key

- 1 Pos : 1400x0
Siz : 1920 x 1080
Img : .jpg .png
- 2 Pos : 290 x 345
Siz : 50pt
Fon : Renault Life
Col : white
- 3 Pos : 290 x 445
Siz : 250 pt
Fon : Renault Life bold
Col : #ffcd00
- 4 Pos : 290 x 662
Siz : 80pt
Fon : Renault Life bold
Col : white
- 5 Pos : 190 x 935
Siz : 12pt
Fon : Renault Life
Col : white
- 6 Pos : 190x320
Siz : 20 x 440
Col : #ffcd00



PROMOTION

Template motion

Timing :

- 1/2s start transition
- Strip apparition, then progressive apparition of text 1 and text 2
- 1/2s closure transition



IMAGE + (increased readability for high pedestrian flow)

Components

Key

- 1 Background* (image 1920x1080)
- 2 Text UP* (nb caract max = 15)

*Editable data



IMAGE + (increased readability for high pedestrian flow)

Components

Key

- 1 Background* (image 1920x1080)
- 2 Text UP* (nb caract max = 22)
- 3 Text DOWN* (nb caract max = 87)

*Editable data



Slide 2

IMAGE + (increased readability for high pedestrian flow)

Colors, police and position

Key

- 1 Pos : 0x0
Siz : 1920 x 1080
Img : .jpg .png
- 2 Pos : 88 x 823
Siz : 120 pt
Fon : Renault Life
Col : white
- 3 Pos : 50 x 805
Siz : variable x 157
Col : #1ab3df



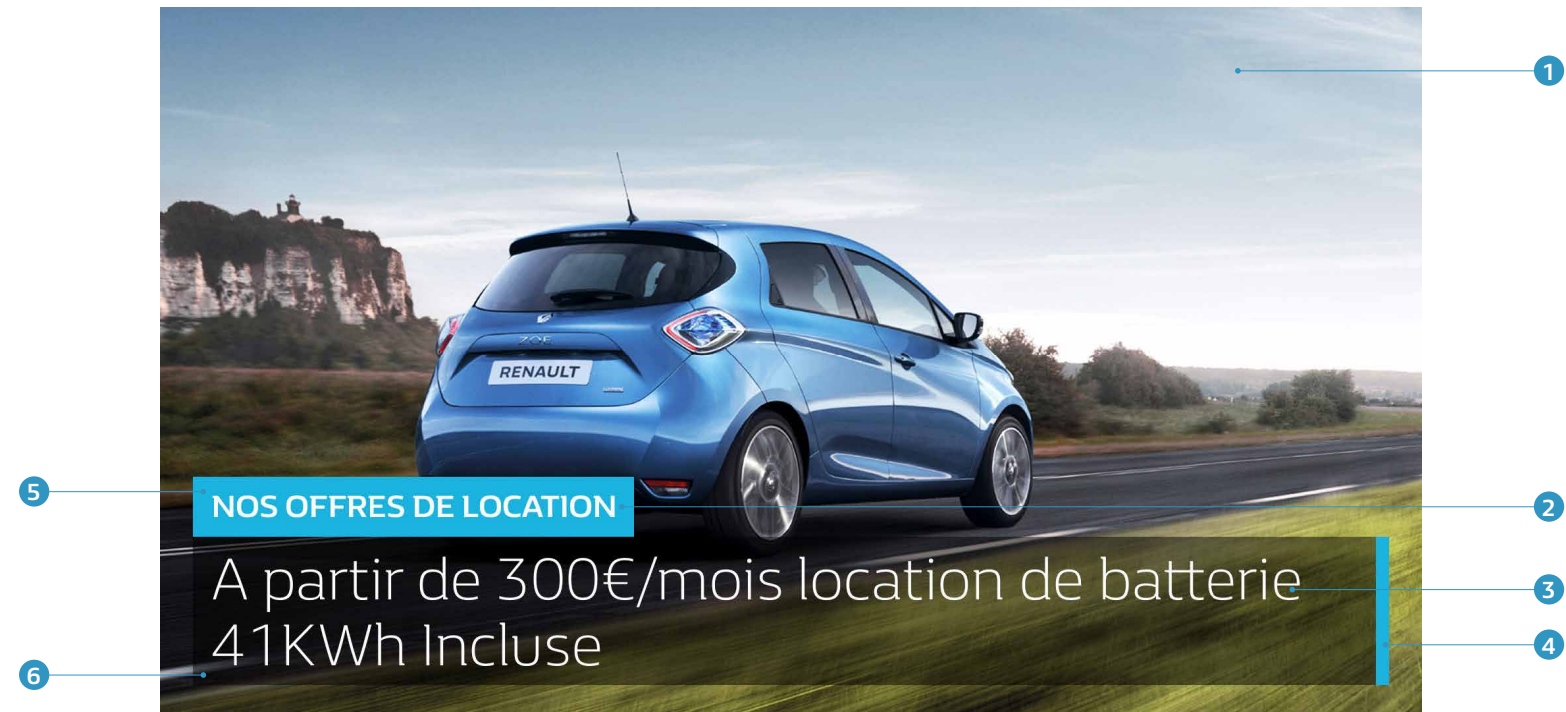
Slide 1

IMAGE + (increased readability for high pedestrian flow)

Colors, police and position

Key

- 1 Pos : 0x0
Siz : 1920 x 1080
Img : .jpg .png
- 2 Pos : 78 x 735
Siz : 48 pt
Fon : Renault Life
Col : white
- 3 Pos : 78 x 823
Siz : 92 pt
Fon : Renault Life
Col : white
- 4 Siz : 20x225
Col : #1ab3df
- 5 Pos : 50 x 714
Siz : variable x 91
Col : #1ab3df
- 6 Pos : 50x805
Siz : variable x 225
Col : black
Opa : 50 %



Slide 2

IMAGE + (increased readability for high pedestrian flow)

Template motion

Timing :

- 1/2s start transition
- Progressive apparition of the text
- Progressive motion of « ... »
- 1/2s closure transition to 2nd image
- 1/2s start transition
- Text 1 shriking and progressive apparition of text 2
- 1/2 s closure transition

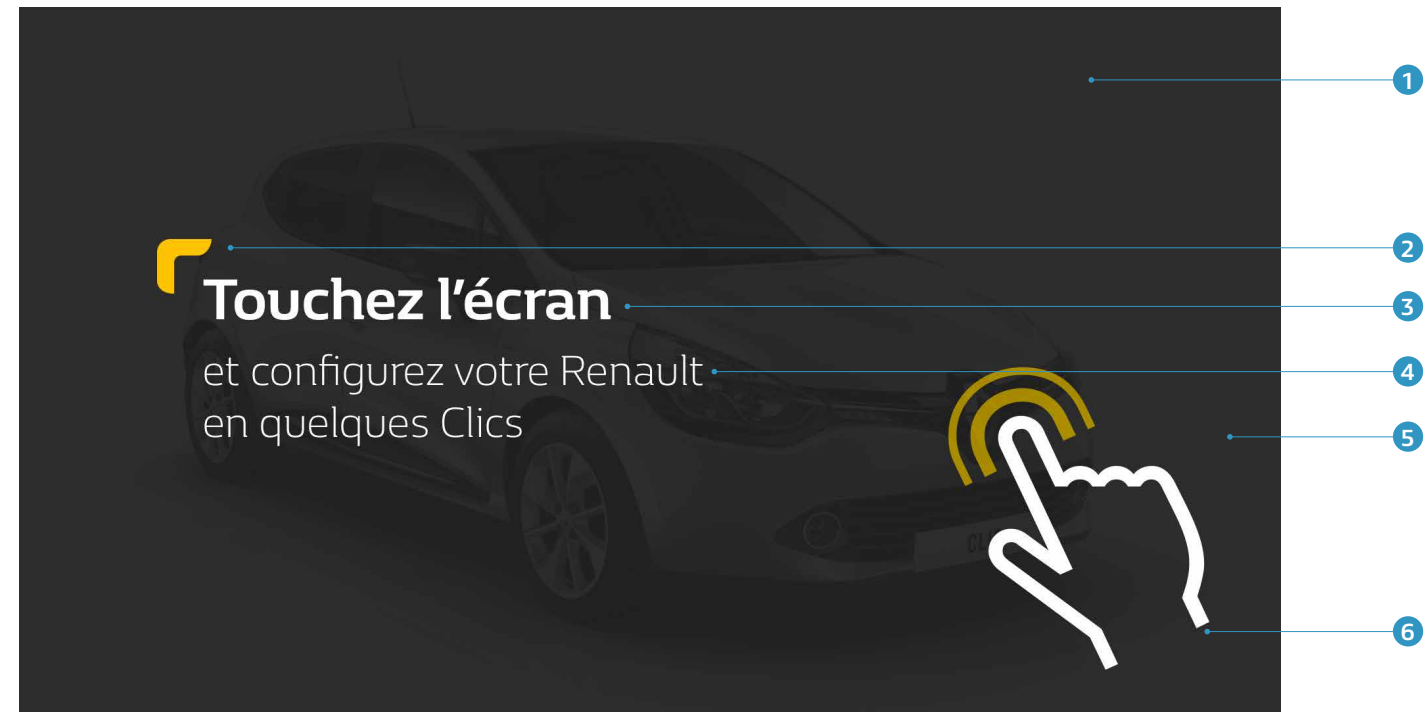


TEMPLATE « Touch the screen »

Components**Key**

- 1 Background* (image 1920x1080 without opacifying filter)
- 2 Corner
- 3 Text Up* (nb caract max = 30)
- 4 Text Down* (nb caract max = 15)
- 5 Opacifying filter
Color : #1a1a1a
Opacity : 70%
- 6 Animation touch

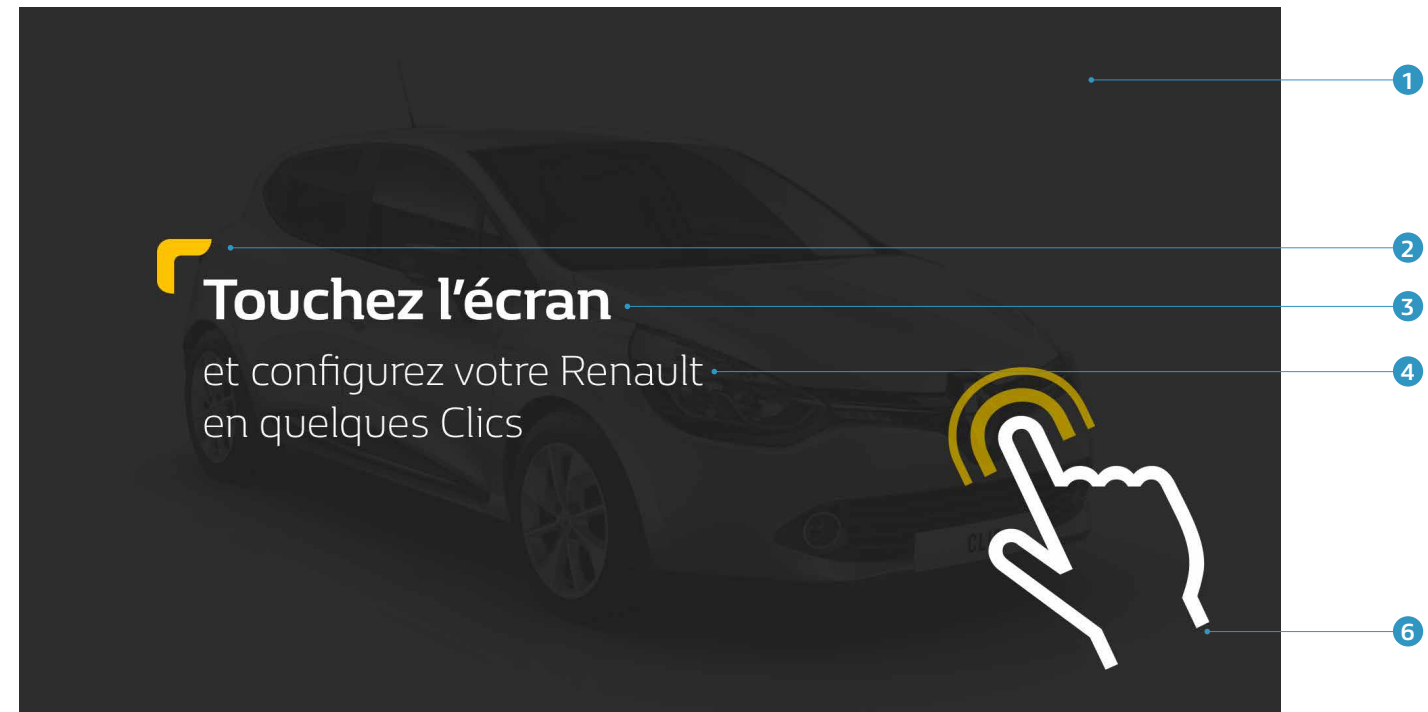
*Editable data



TEMPLATE « Touch the screen »

Colors, police and position**Key**

- 1 Pos : 0x0
Siz : 1920 x 1080
Img : .jpg .png
- 2 Pos : 210 x 336
Siz : 83x83
Col : #ffcd00
- 3 Pos : 285 x 410
Siz : 90 pt
Fon : Renault Life Bold
Col : White
- 4 Pos : 285 x 520
Siz : 66 pt
Fon : Renault Life
Col : white
- 5 Pos : 1414 x 548
Siz : 397 x 460
Img : .gif ou png



TEMPLATE « Touch the screen »

Template motion

Timing :

- 1/2s start transition
- Progressive apparition text 1 and text 2
- Animation inciting to touch the screen (hand motion)
- 1/2s closure transition

