

event exhibitions out of network

catalog of elements

edition v1b - december 2023

introduction

- in the context of commercial operations, the network is required to create or participate in events.
- a dedicated device has been developed and should be preferred for any event "outside the walls" of the concession, **their use within the scope of the case is not authorized.**
- it is made up of several types of elements responding to specific purposes depending on whether you are outside or inside buildings.
- only this family of furniture is authorized, according to the recommended layouts.
- any other element must be submitted to the TMR, which will relay to the exchange in the event of a deviation from the standards.
- **specific Renault Pro+ elements** make it possible to respond to utility vehicle exhibitions.

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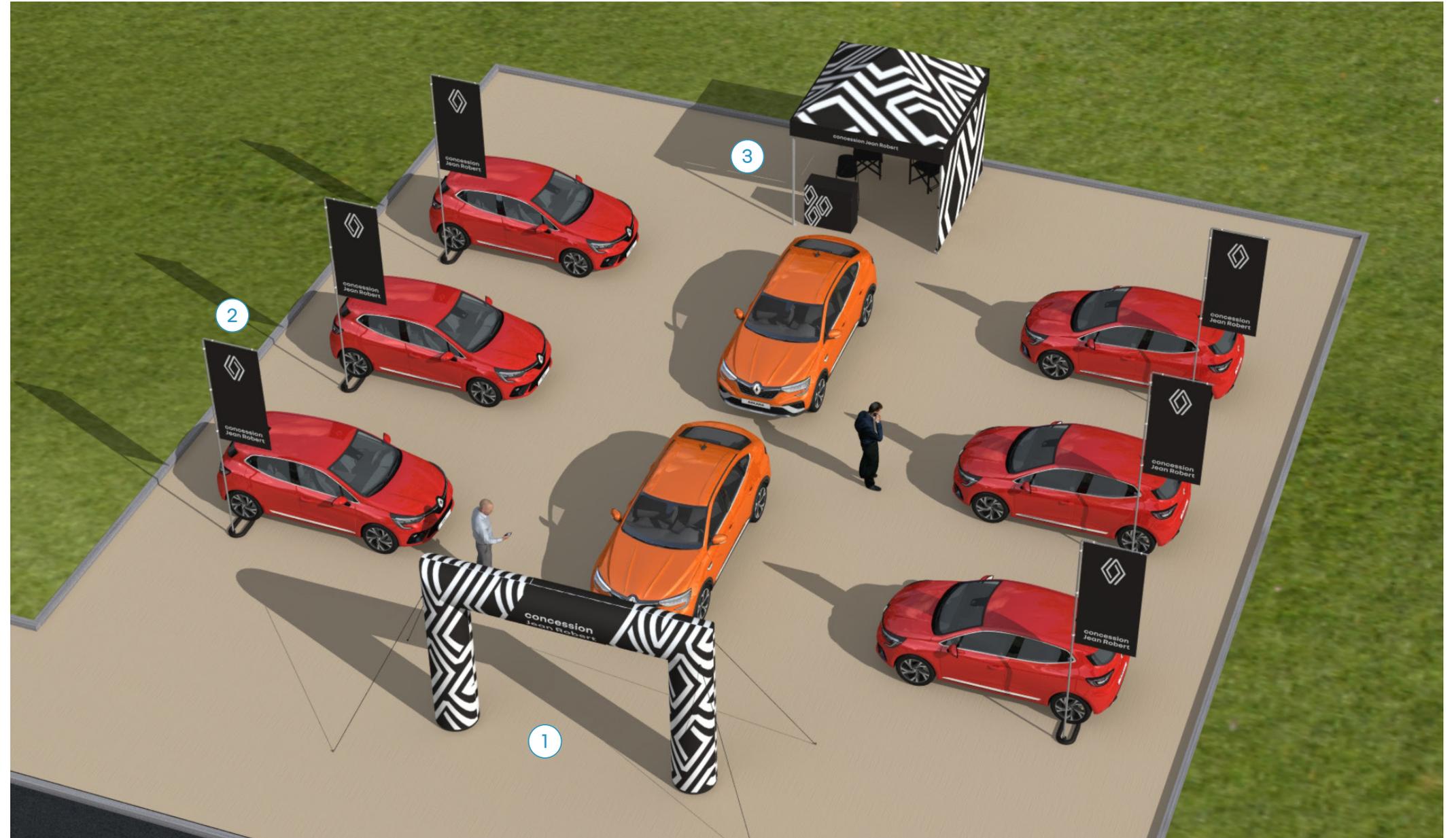
1

Renault event exhibitions

1.1

outdoor event exhibitions

general view



key

- 1 inflatable arch
- 2 banners
- 3 foldable tent

inflatable arch

purpose

The arch formalizes the entrance to the exterior exhibition area.

It directs and invites visitors to "enter Renault" and is only used for large exhibition areas.

implementation

It is located in the central axis of the exhibition in front of the vehicles on display.

description

The inflatable arch is made on the basis of a printable white PVC coated fabric.

The decoration of the arch takes up the graphic framework of the totems. The definition and dimensions are such that the emblem is well perceived there (see vector files on brand center).

Care will be taken to ensure the correct positioning of this frame on the different parts of the arch.

The basic dimensions allowing the exposure of new and used cars are:

H.4.00 x W. 6.00 x Thick. 0.90 m



inflatable arch - outlines

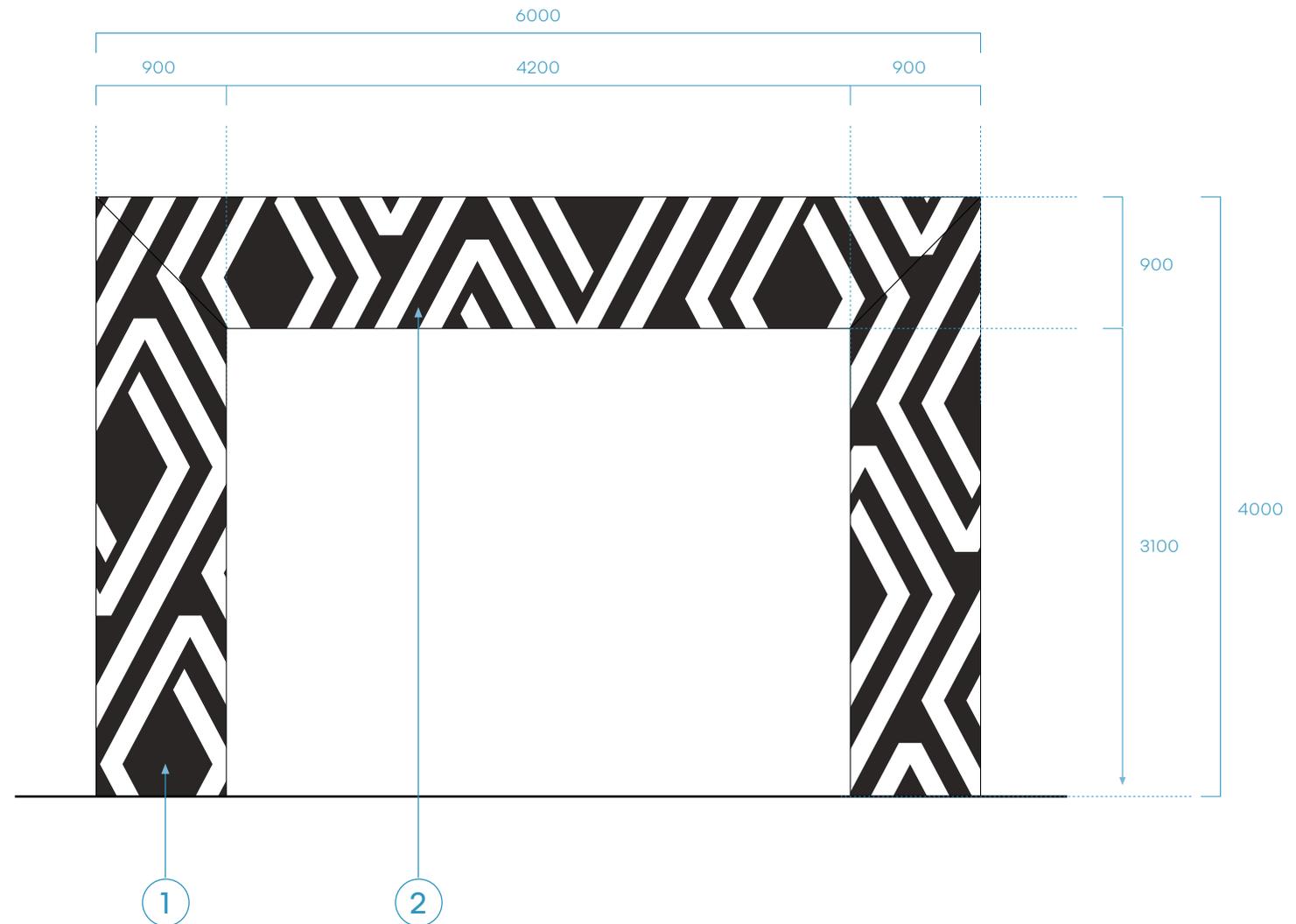
principle

are will be taken to ensure the continuity of the decorations on the front and rear faces, the connection between the motifs being made inside the arch.

The finish is satin or matt.

key

- 1 print of the body of the arch using the identity pattern in white on a black background.
- 2 the identity motif is interrupted at the level of the dealername to improve the legibility of the letters in reserve on a black background.



inflatable arch - customized variant

principle

The arch can be personalized and include in its central part, the dealername.

The letters are white on a black background.



customized inflatable arch - outlines

principle

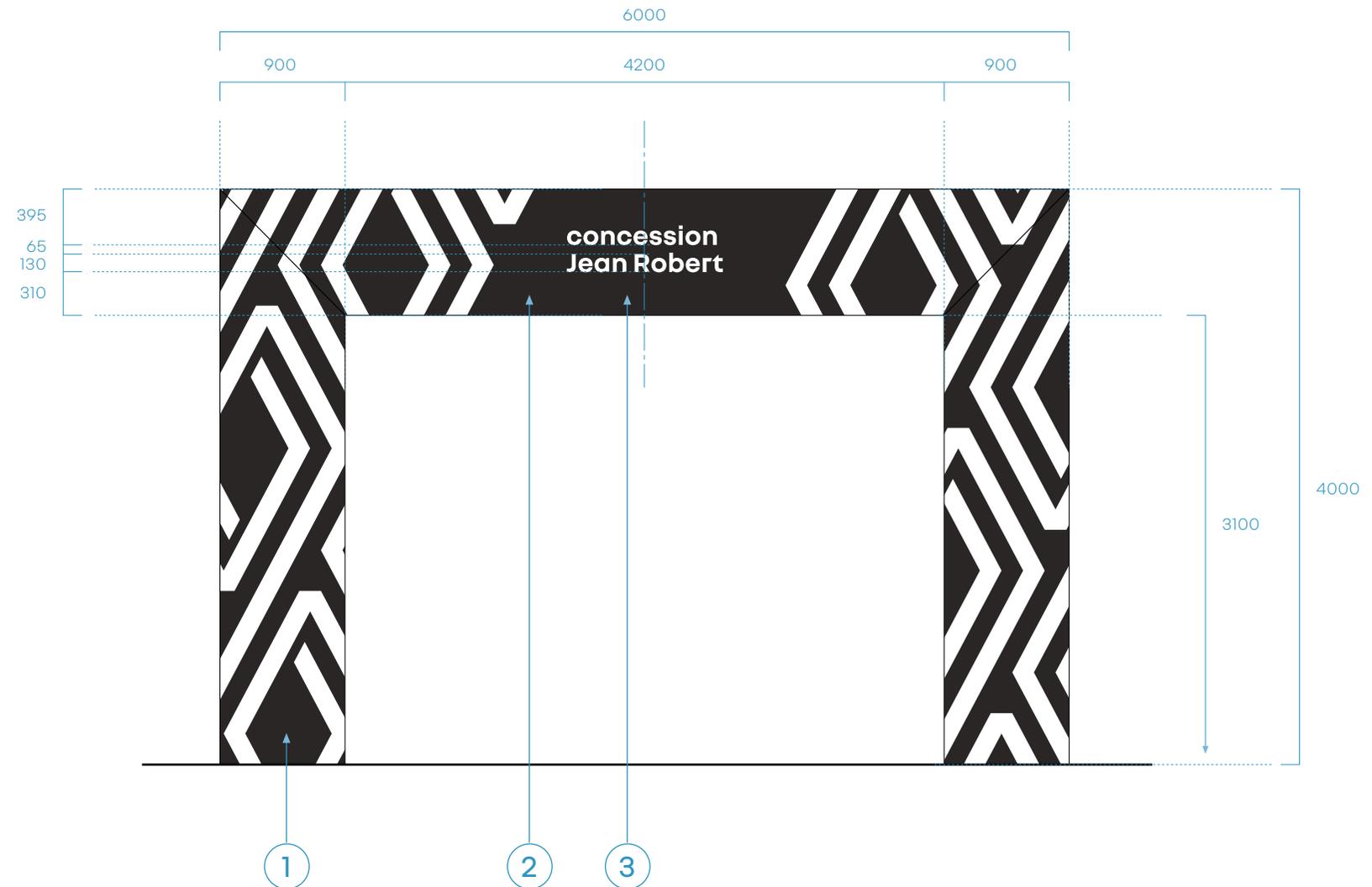
Care will be taken to ensure the continuity of the decorations on the front and rear faces, the connection between the motifs being made inside the arch.

The letters are white on a black background.

The finish is satin or matt.

key

- 1 print of the body of the arch using the identity pattern in white on a black background.
- 2 the identity motif is interrupted at the level of the dealername to improve the legibility of the letters on a black background.
- 3 dealername on 2 lines in nouvel'R bold typeface, white reserve letters centered on the front.



foldable tent

purpose

The tent makes it possible to receive and protect customers from the sun or bad weather.

It is the place of commercial negotiation and private exchanges.

implementation

The tent is generally set up in the central axis of the exhibition behind the vehicles.

description

The tents are made with the brand graphic pattern.

They come in 2 versions: with or without a dealername.

The folding structure is made of tubes comprising an assembly of aluminium profiles and PVC reinforcements.

The roof is made of waterproof polyester fabric with reinforced corners and edges.

The removable sides are also made of polyester fabric with Velcro fastening.

Overall dimensions: 3 x 3 m.



foldable tent - outlines of roof and sides parts

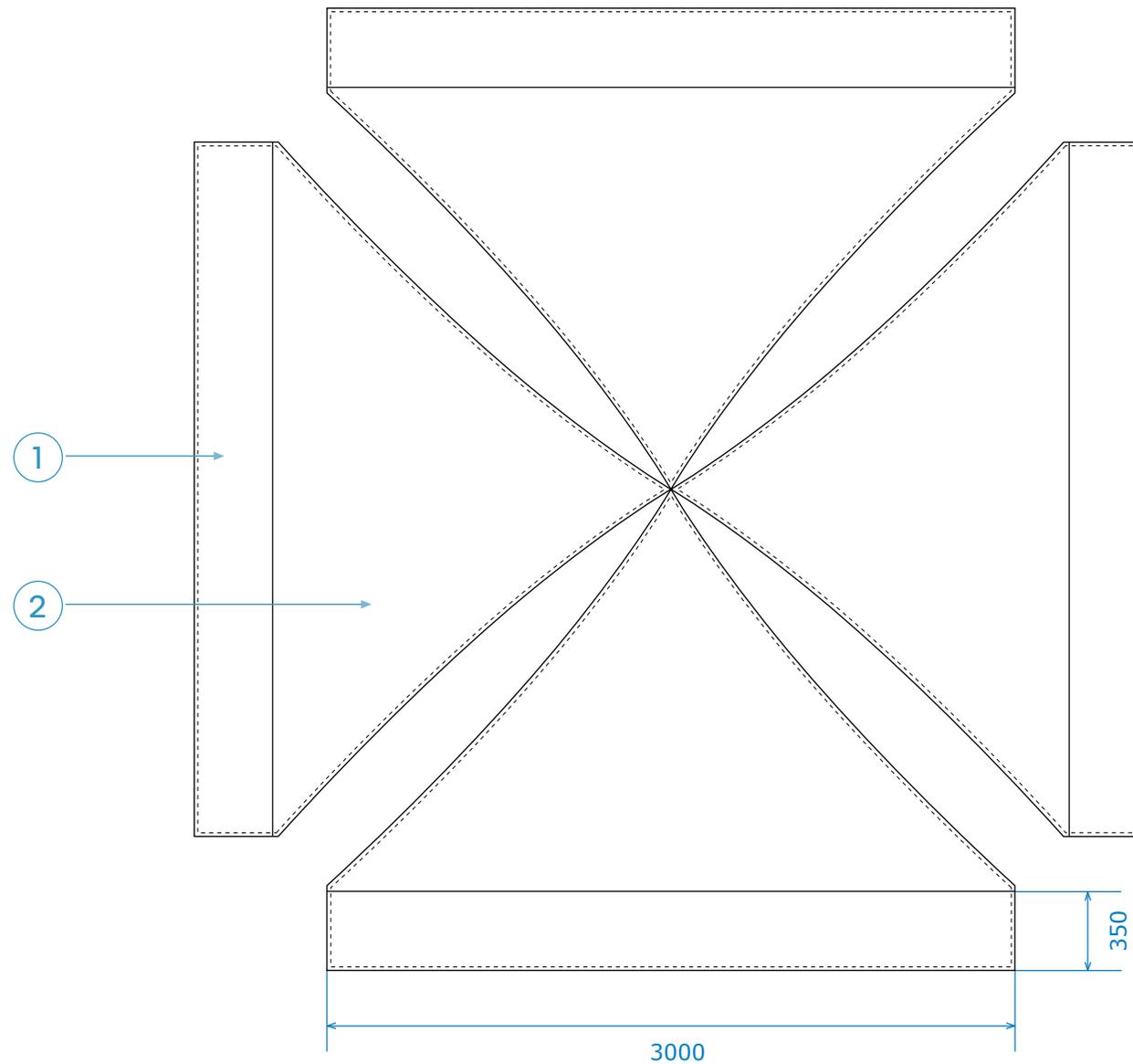
principle

The layout of the identity pattern must be defined flat.

Insofar as the corner connections could not be perfectly managed with a continuity in the pattern, it would be advisable to retain an entirely black solution for the different sections of the roof.

key

- 1 fascia in black.
- 2 sections of roof with identity pattern or flat black.



foldable tent - side with identity pattern

principle

The identity pattern has several interlocking emblems.

The pattern starts on the right side then continues on the back side and on the left side.

The angle continuity of the pattern must be ensured in all cases.

key

- 1 black color.
- 2 white identity pattern.



foldable tent - fascias

principle

Fascias can be personalized with the dealername.

The dealername is set on a black background with white letters.

key

- 1 dealername on one line, in nouvel 'R bold typography, letters in white reserve centered on the front.



banners with black background

purpose

Banners enliven and delimit the exhibition area.

implementation

Banners are installed on both sides of the exhibition.

They can be repeated and mixed to liven up the exhibition space.

description

Banners are white and black. They display the brand colors and the name of the dealership.

Banners are available in 2 versions: with or without speaking.

Banners are made of printed white polyester fabric. They have loops allowing them to be attached to a mast equipped with a horizontal rotating bracket.

The poles are made of telescopic aluminium tubes with a natural anodized finish. They are attached to plastic bases placed under one of the wheels of the vehicles on display.

Mast height: 4 m.

Banner dimensions: 2 x 0.90 m.



banners - outlines

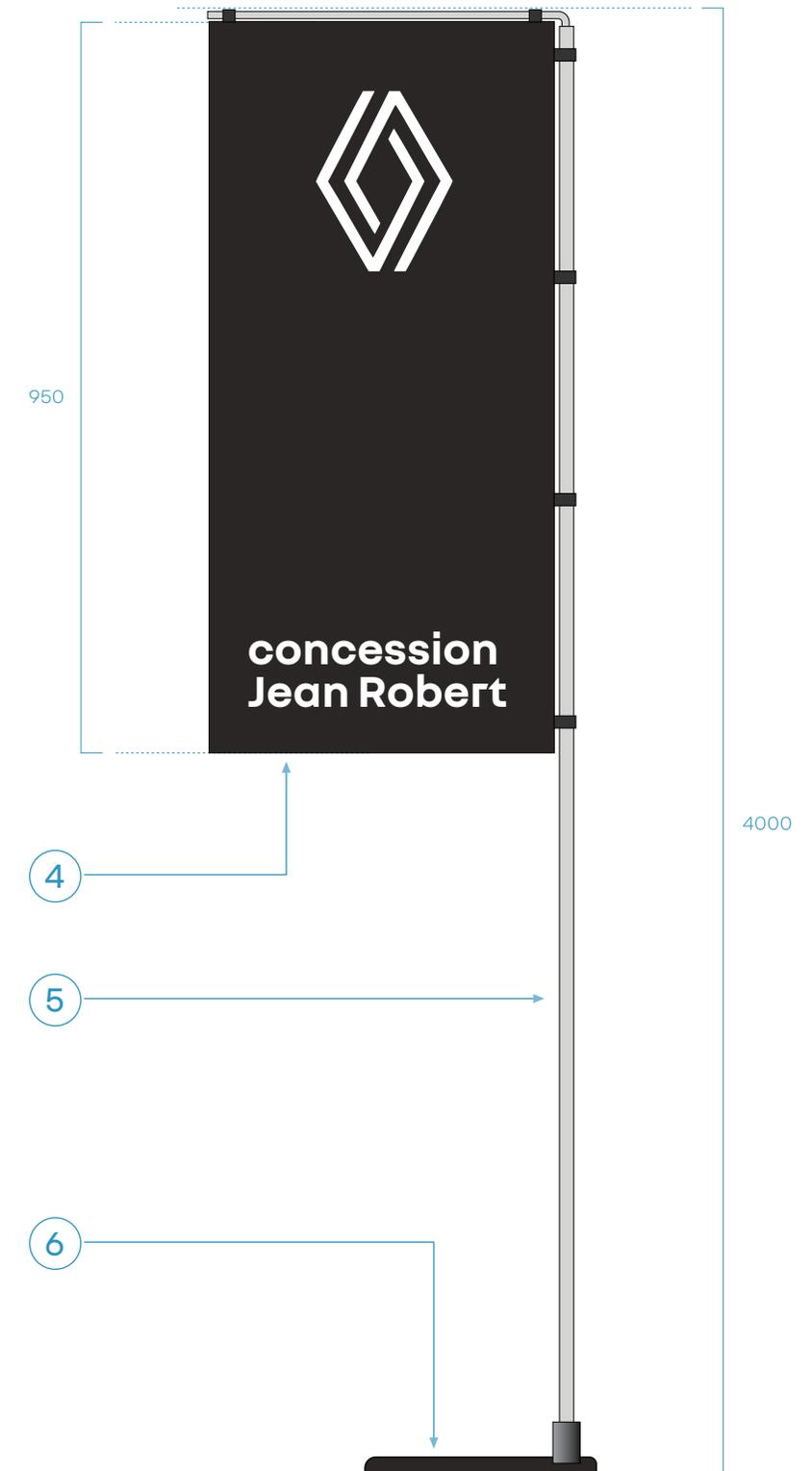
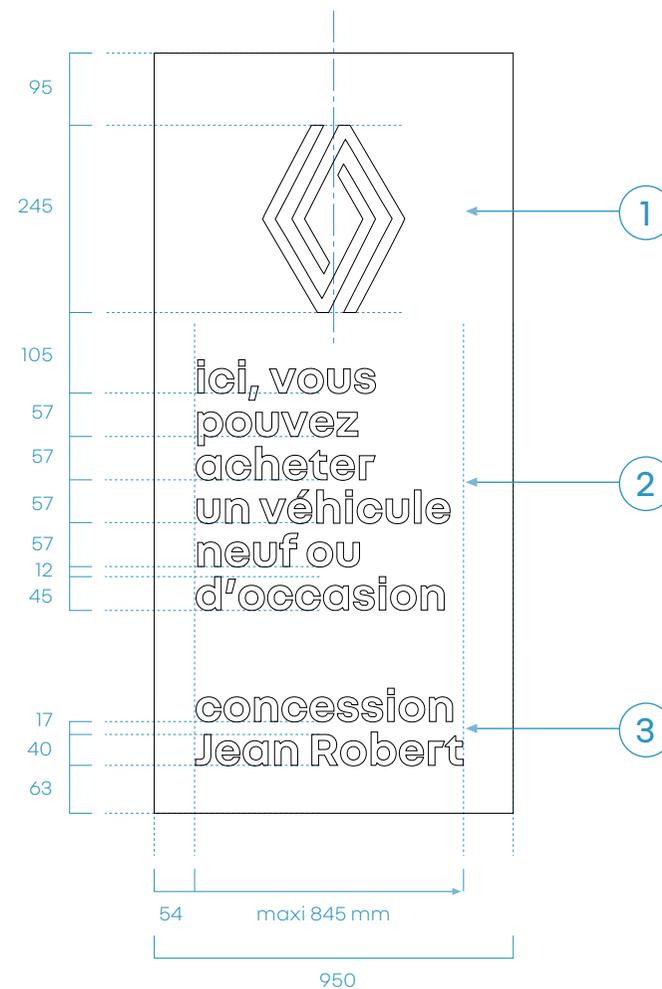
principle

Banner texts are printed in white on a black background or in black on a white background.

The finish is satin or matt.

key

- 1 emblem centered in the banner.
- 2 communications on several lines, in nouvel 'R bold typography, aligned on the left.
- 3 dealername on 2 lines, in nouvel 'R bold typeface, aligned on the left.
- 4 banners.
- 5 telescopic aluminium mast d. 30mm.
- 6 black base.



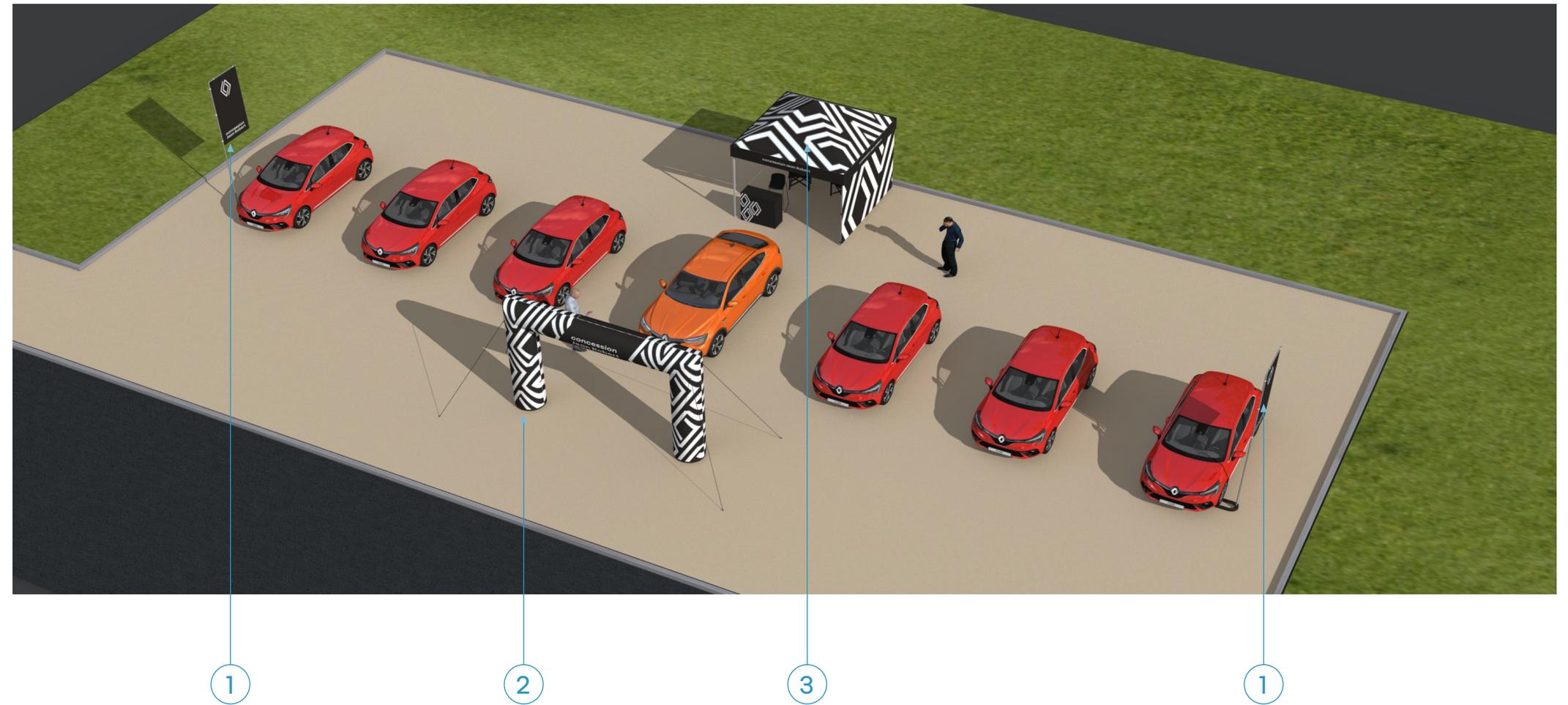
example of layout - long format

implementation principles

- The arch is located in the axis of the exhibition area, in the foreground.
- The banners are positioned on the 2 edges of the exhibition surface in a symmetrical manner.
- The tent is set up behind the presented vehicles
- Vehicles are lined up regularly. In the center of the exhibition, is implanted the model making the News of the Brand.

key

- 1 banners installed in groups of 2.
- 2 inflatable arch.
- 3 tent and reception furniture.



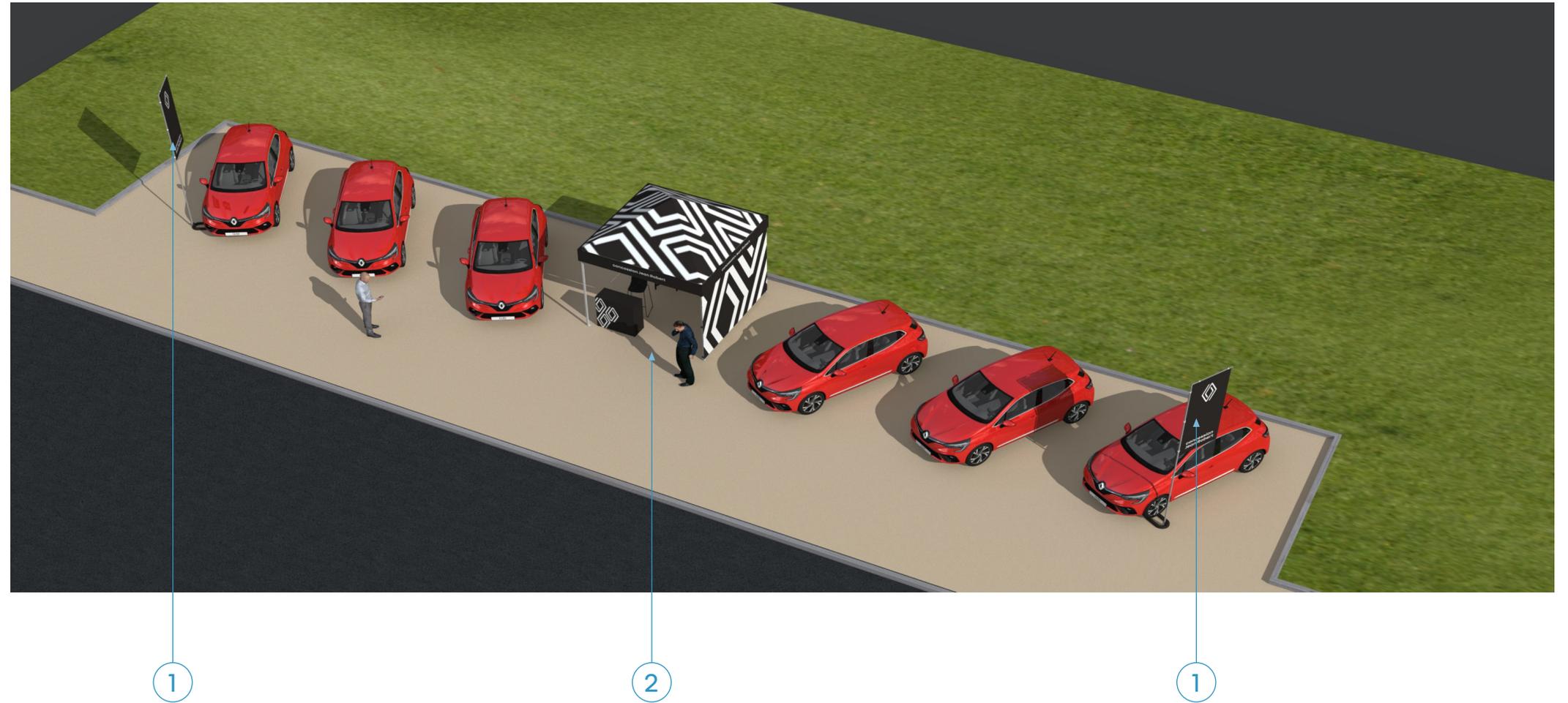
example of layout - shallow depth format

implementation principles

- The tent is set up in the axis of the exhibition area, in the foreground.
- The banners are positioned on the 2 edges of the exhibition surface in a symmetrical manner.
- The vehicles are presented on either side of the tent at an angle of 30° if necessary in order to reduce the depth of the space occupied.

key

- 1 banner.
- 2 tent and reception furniture.



example of layout - narrow width format

implementation principles

- Banners is positioned opposite the tent.
- The tent is set up on one side. The opening is oriented towards the vehicles on display.
- The vehicles are lined up regularly perpendicular to the main flow.

key

- 1 banner.
- 2 tent and reception furniture.



1.2

indoor event exhibitions

general view



key

- 1 interior banners
- 2 reception furniture
- 3 interior totem
- 4 POSM background
- 5 armchairs

interior banners

purpose

The banners enliven and delimit the exhibition area.

implementation

The banners are set up at the 2 edges of the exhibition.

description

Banners are white or black. They are available in 2 versions: with or without communication.

Banners are made of white polyester fabric printed in black. They have loops allowing them to be attached to a mast with a horizontal bracket.

The poles are made of telescopic aluminium tubes with a natural anodized finish. They are fixed on bases serving as ballast.

Mast height: 2.40 m.

Banner dimensions: 1.65 x 0.60 m.



interior banners - outlines

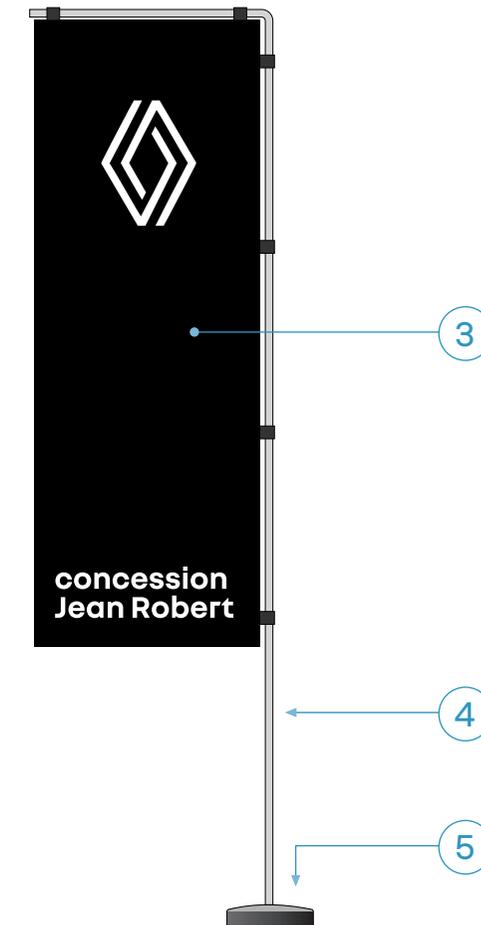
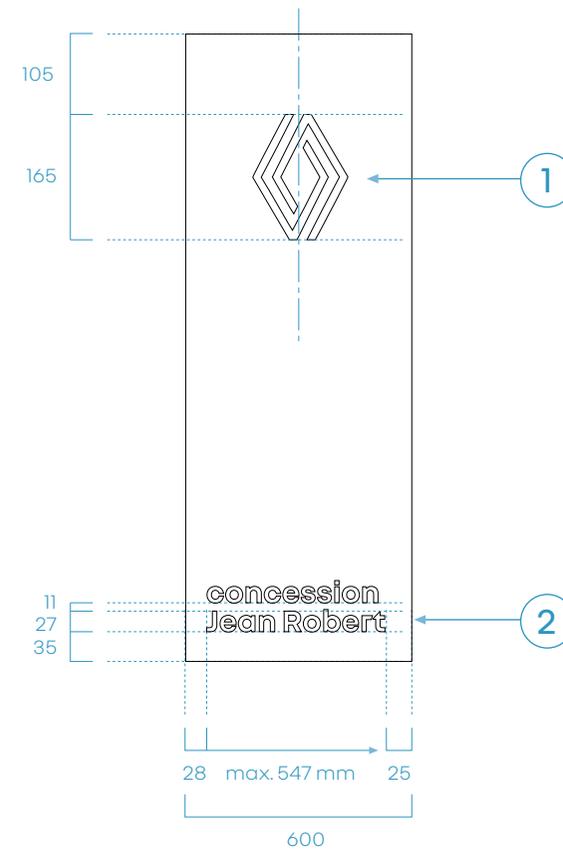
principle

Banner texts are printed in white on a black background.

The finish is satin or matt.

key

- 1 emblem centered on the banner.
- 2 dealername on 2 lines, in nouvel 'R bold typeface, aligned on the left.
- 3 printed background.
- 4 telescopic aluminium mast d. 30mm.
- 5 black base.



welcome desk

purpose

This furniture reinforces the identification of the area with the Brand and makes it possible to welcome customers in good conditions.

implementation

The reception desk is installed perpendicular to the vehicle presented in the exhibition area.

It is positioned in the background to allow customers to discover the vehicle on display before talking to the sales advisor.

description

This standard furniture is personalized.

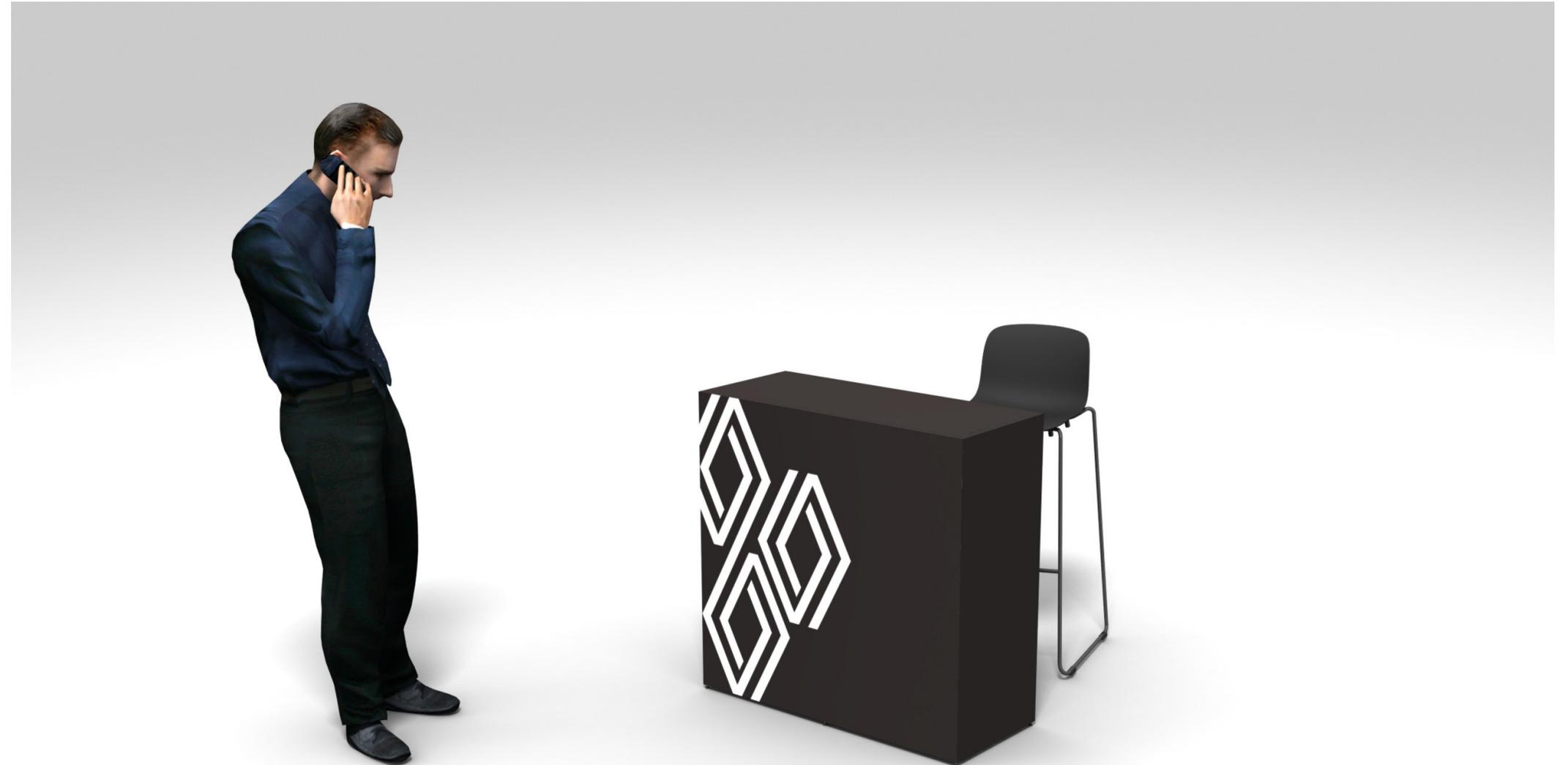
Rectangular in shape and predominantly black, it has a personalization of the front face with an identical frame reduced to 3 diamonds.

Approximate dimensions:

H. 1.02 m x W. 1.05 m x D. 0.40 m.

note:

this element can also be used outdoors.



POSM nouvel'R background

purpose

This element makes it possible to delimit the exhibition area while highlighting the vehicle on display.

implementation

This element is installed at a minimum distance of 1.40 m behind the vehicle in order to allow customers to pass and the trunk to be opened.

description

Raw aluminium tubular structure d. 30 mm mounted on plates ensuring stability.

Printed white polyester fabric, 235 g.

Fixing of the fabric by rod in the tubular structure.

Approximate dimensions:
H. 2.20 m x W. 2.00 m x D. 0.40 m.



POSM background - variants

variants

The backdrops must be adapted according to the categories of vehicles exhibited.

- 1 utility vehicles.
- 2 E-tech vehicles.



1



2

interior totem

purpose

This element makes it possible to identify the exhibition area with the Brand.

implementation

Preferably, this element is located behind the reception furniture.

description

Peripheral tubular structure in aluminium tubes mounted on a steel plate providing stability and ballast.

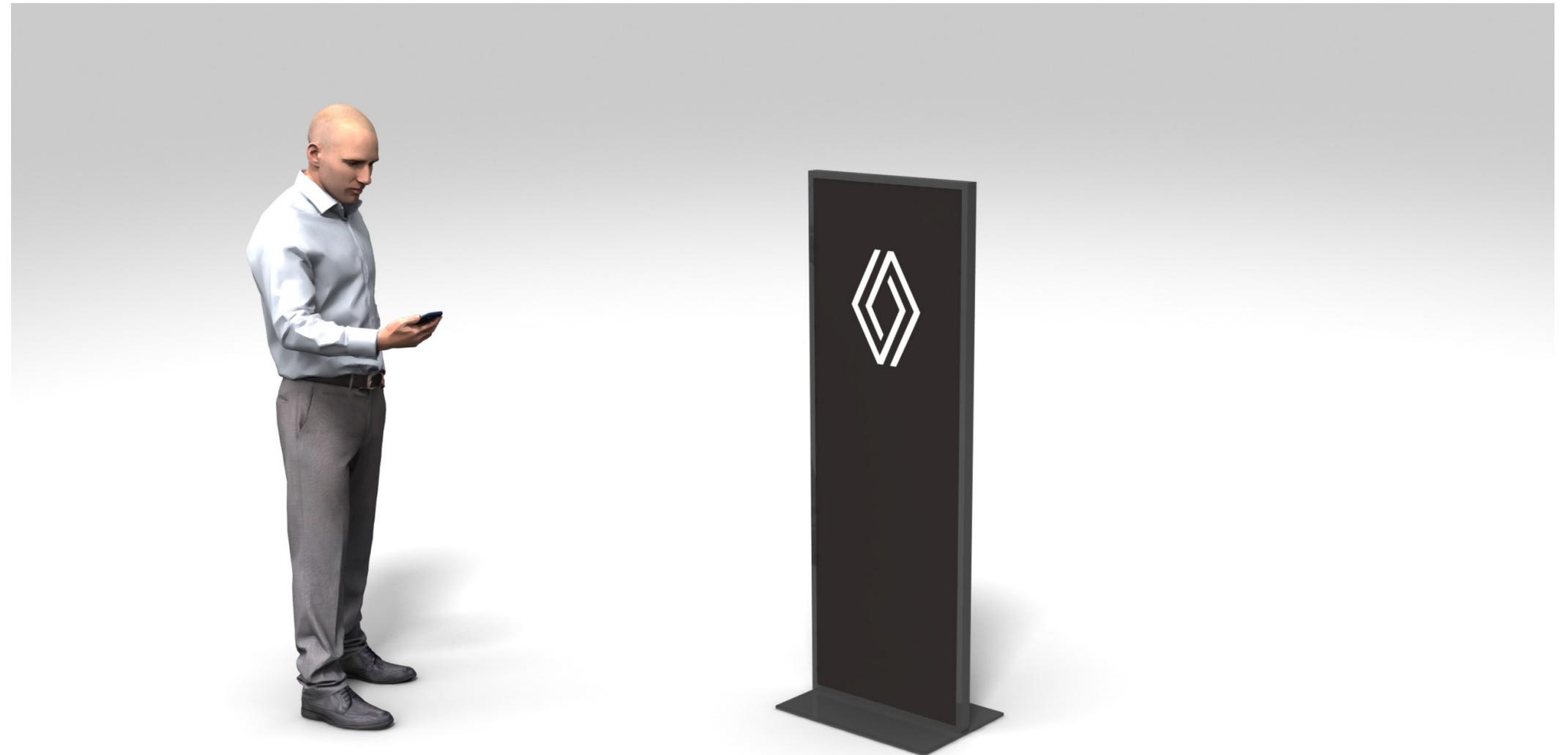
Printed white polyester fabric, 210 g.

Fixing of the fabric by rod in the tubular structure.

Double-sided version.

The set is foldable in order to be easily transportable in a bag provided for this purpose.

Approximate dimensions:
H. 1.60 m x W. 0.58 m x D. 0.40 m.



customized folding chairs

purpose

These optional elements make it possible to welcome customers and promote discussion in the context of a commercial negotiation.

implementation

These elements are positioned opposite the vehicle on display, opposite the reception furniture.

description

“Director” type folding armchairs with customizable panels in black cotton.

Structure in wood or steel tubes lacquered in black finish.

Approximate dimensions:
H. 0.85 m x W. 0.55 m x D. 0.45 m.

Weight: 5.5kg.

note:

these elements can also be used outdoors.
They are then implanted under the tent.



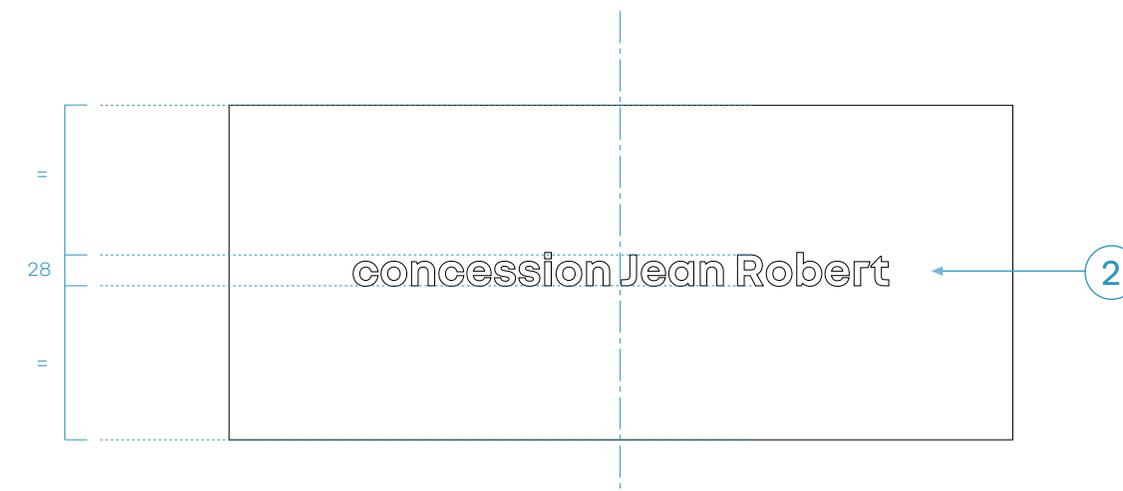
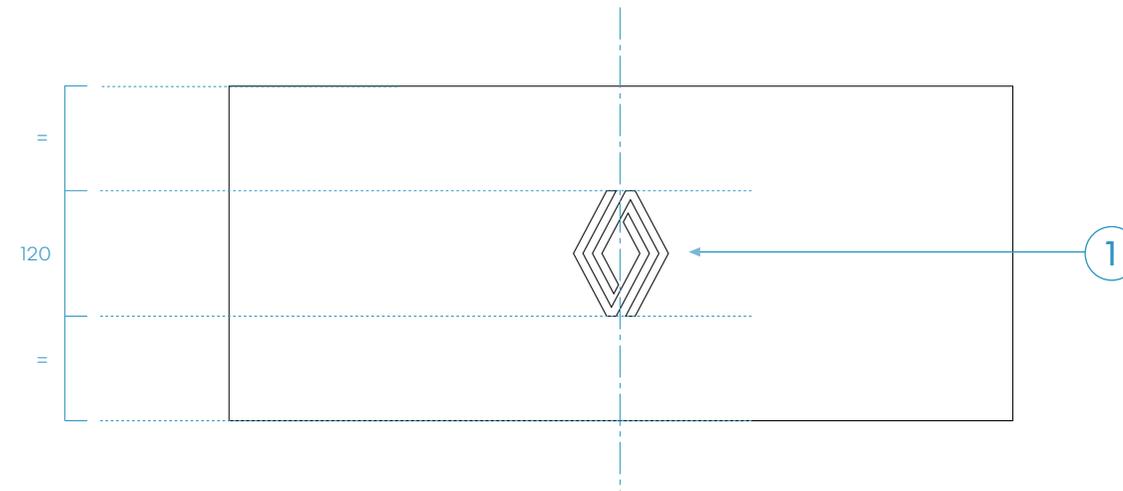
customized folding chairs - outlines

principle

Only the backslash covers are personalized.

key

- 1 emblem centered in the available range, in white reserve on the black canvas.
- 2 dealername on 1 line, in nouvel'R bold typography, centered in the available range, in white reserve on the black canvas.



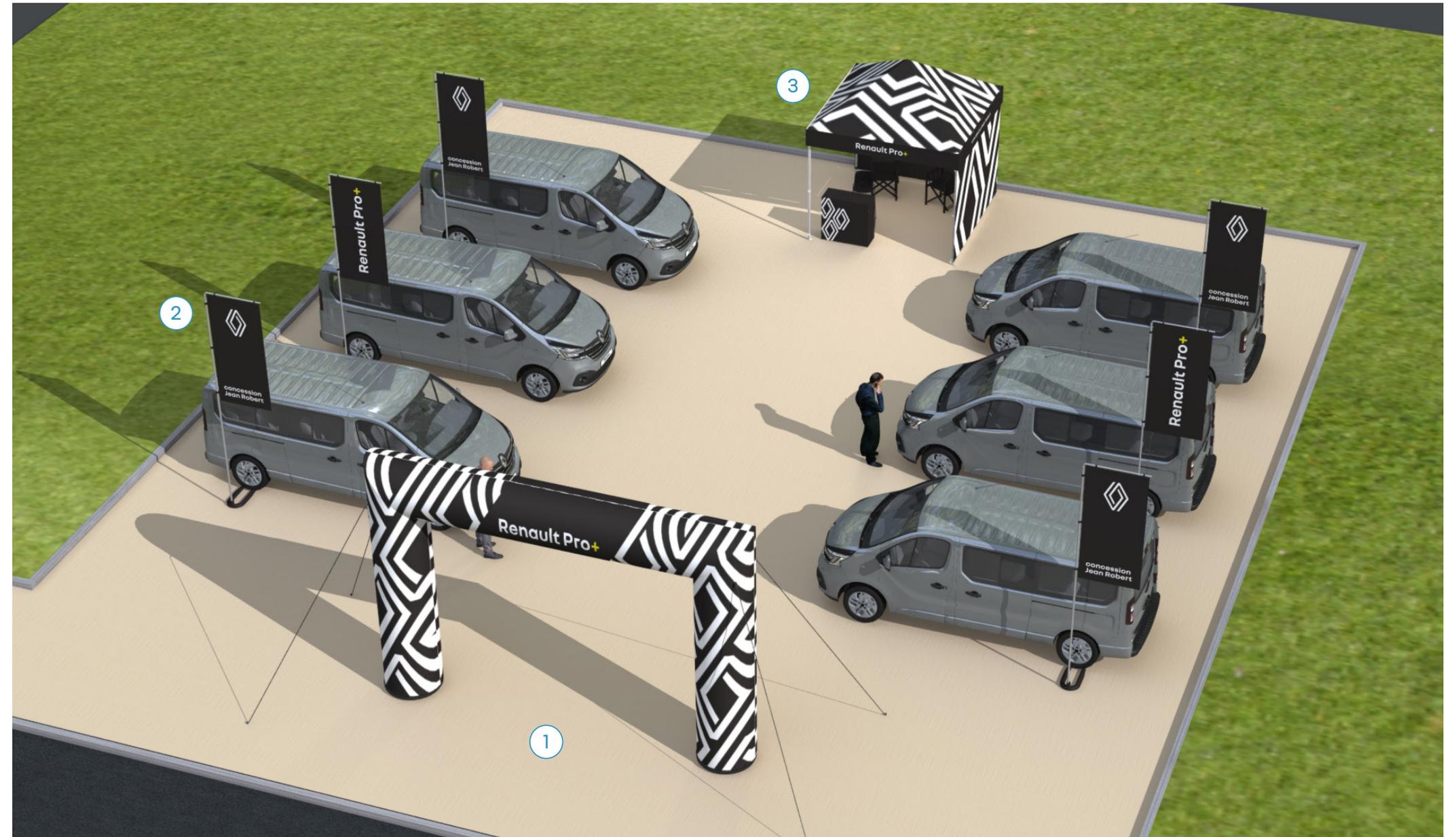
2

Renault Pro+ event exhibitions

2.1

outdoor event exhibitions

general view



general principle

Specific components bear the Renault Pro+ signature

For the description of the elements of the Renault universe, refer to part 1 of this document.

key

- 1 Renault Pro+ inflatable arch
- 2 banners
- 3 foldable tent

Renault Pro+ inflatable arch

purpose

The arch formalizes the entrance to the exterior exhibition area.

It directs and invites visitors to "enter Renault Pro+ exhibition" and is only used for large exhibition areas.

implementation

It is located in the central axis of the exhibition in front of the vehicles on display.

description

The inflatable arch is made on the basis of a printable white PVC coated fabric.

The decoration of the arch takes up the graphic framework of the Renault totems. The definition and dimensions are such that the signature is well perceived there (see vector files on brand center).

Care will be taken to ensure the correct positioning of this frame on the different parts of the arch.

The basic dimensions allowing the exposure of new and used cars are:

H.4.00 x W. 6.00 x Thick. 0.90 m



Renault Pro+ inflatable arch - outlines

principle

Care will be taken to ensure the continuity of the decorations on the front and rear faces, the connection between the motifs being made inside the arch.

The letters are white on a black background.

The finish is satin or matt.

key

- 1 print of the body of the arch using the identity pattern in white on a black background.
- 2 the identity motif is interrupted at the level of the dealername to improve the legibility of the letters on a black background.
- 3 Renault Pro+ signature on a line in white reserve letters centered on the front.



Renault Pro+ foldable tent

purpose

The tent makes it possible to receive and protect customers from the sun or bad weather.

It is the place of commercial negotiation and private exchanges.

implementation

The tent is generally set up in the central axis of the exhibition behind the vehicles.

description

The tents are made with the graphic pattern.

They come in 2 versions: with or without a dealername.

The folding structure is made of tubes comprising an assembly of aluminium profiles and PVC reinforcements.

The roof is made of waterproof polyester fabric with reinforced corners and edges.

The removable sides are also made of polyester fabric with Velcro fastening.

Overall dimensions: 3 x 3 m.



Renault Pro+ foldable tent - outlines du toit et du bandeau

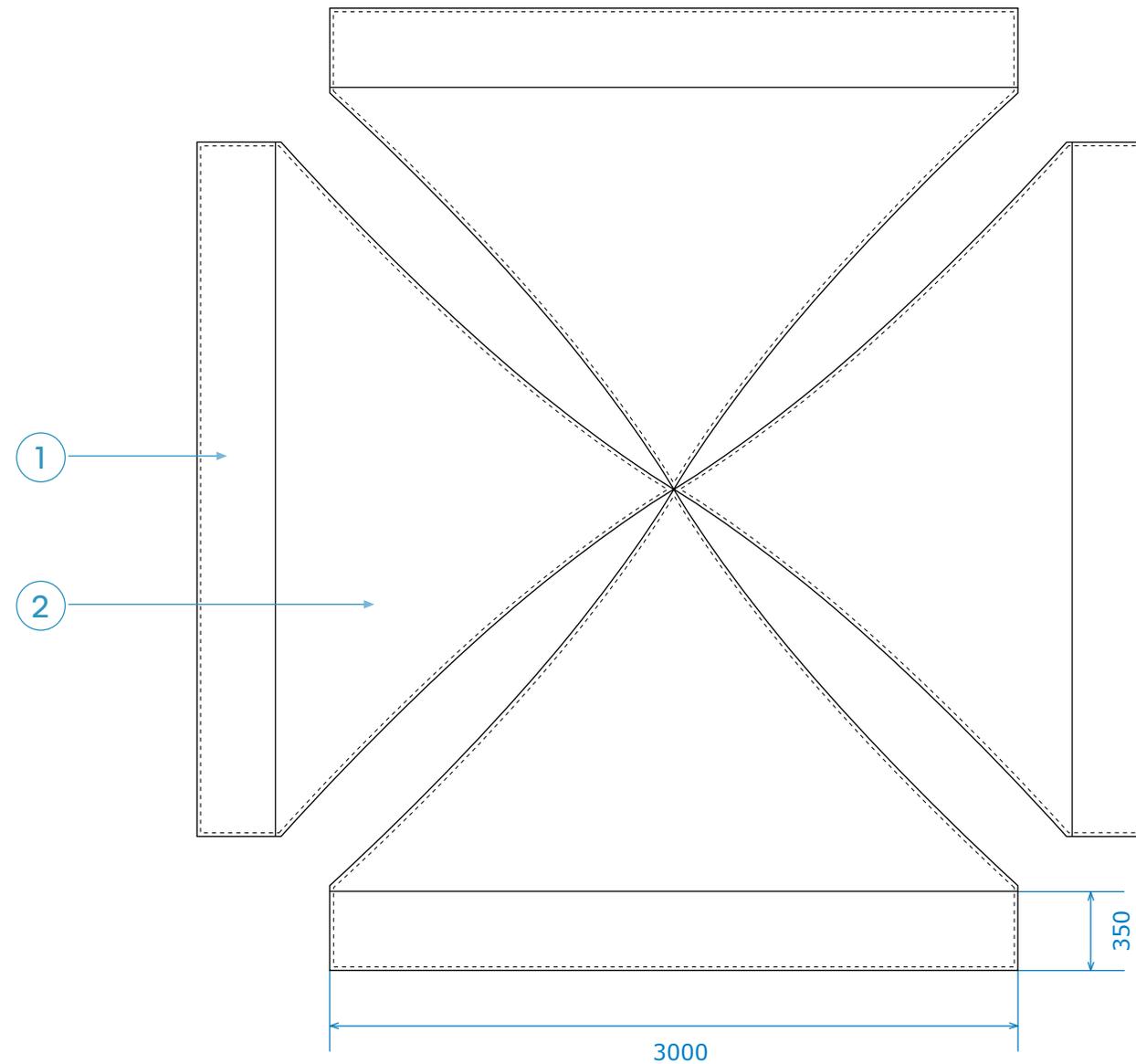
principle

The layout of the identity pattern must be defined flat.

Insofar as the corner connections could not be perfectly managed with a continuity in the pattern, it would be advisable to retain an entirely black solution for the different sections of the roof.

key

- 1 fascia in black.
- 2 sections of roof with identity pattern or flat black.



Renault Pro+ foldable tent - side with identity pattern

principle

The identity pattern has several interlocking emblems.

The pattern starts on the right side then continues on the back side and on the left side.

The angle continuity of the pattern must be ensured in all cases.

key

- 1 black color.
- 2 white identity pattern.



Renault Pro+ foldable tent • fascias

principle

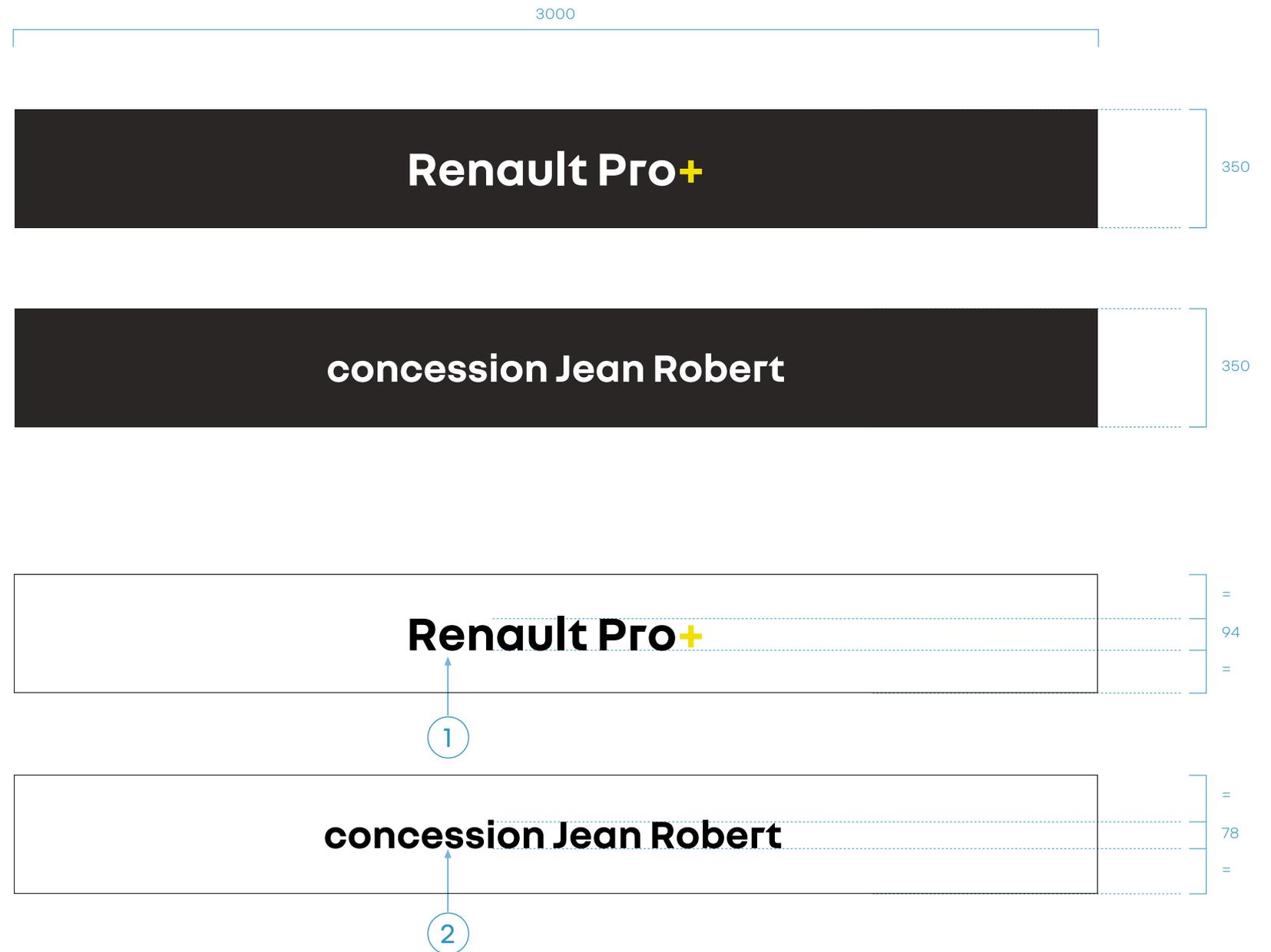
The front fascia features the Renault Pro+ signature.

The side fascias can be personalized with the dealername.

The dealername is in white typography on a black background.

key

- 1 Renault Pro+ signature on one line, in nouvel'R bold typography, letters in white reserve centered on the black side, "+" in Pantone 3955 C yellow.
- 2 dealername on one line, in nouvel'R bold typography, letters in white reserve centered on the black side.



black background banners

purpose

Banners animate and delimit the exhibition space.

Implementation

Banners are located on both sides of the exhibition.

They can be repeated with an alternation of banners containing a Renault branding and those containing a Renault Pro+ marking.

description

Renault Pro+ banners are white and black with the Renault Pro+ signature

Banners are made of printed white polyester fabric. They have loops allowing them to be attached to a mast equipped with a horizontal rotating bracket.

Masts are made of telescopic aluminum tubes with a natural anodized finish. They are fixed on plastic bases placed under one of the wheels of the vehicles on display.

Height of masts: 4 m.

Banner dimensions: 2 x 0.90 m.



Renault Pro+ banners · outlines

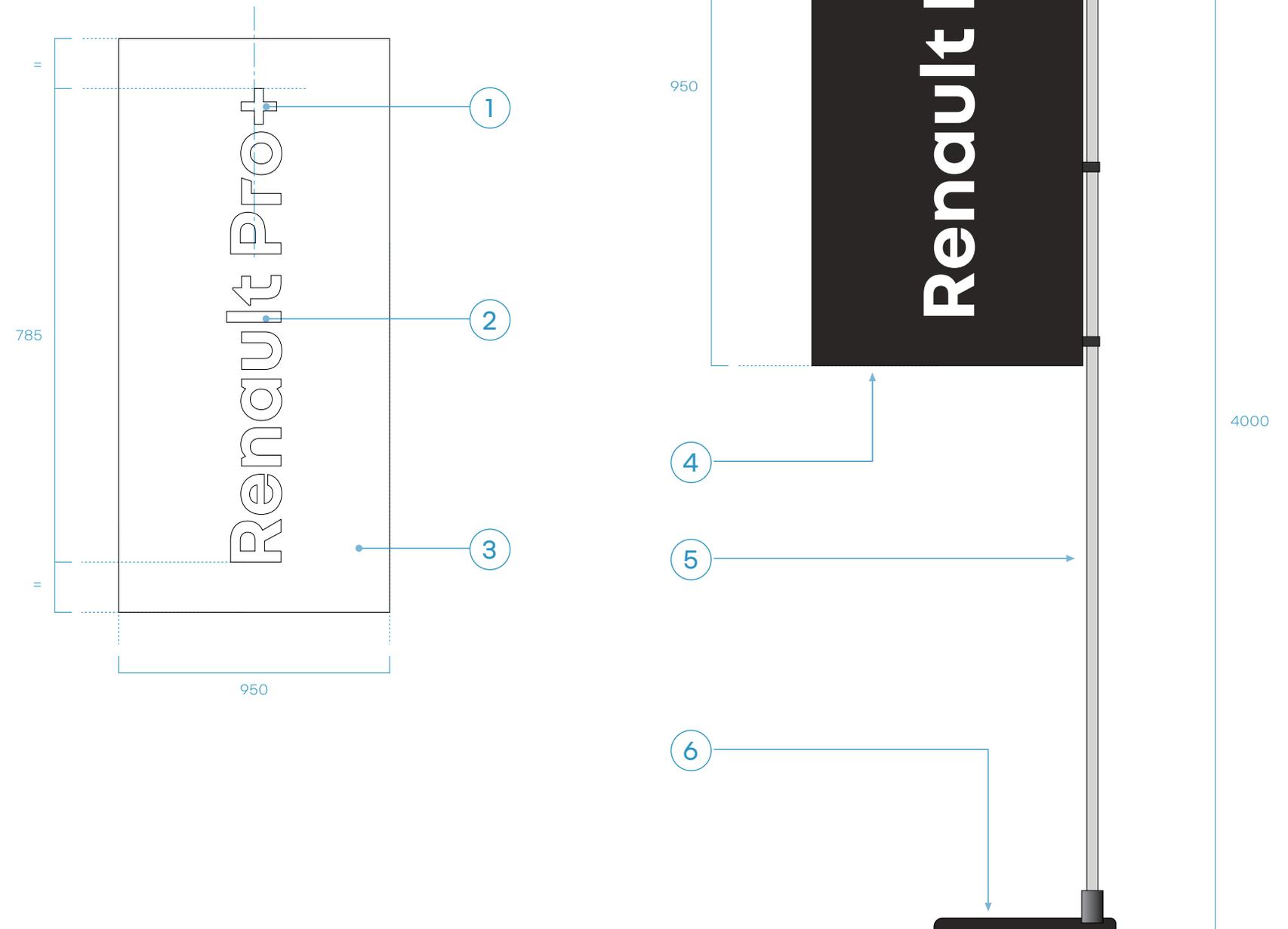
principle

The Renault Pro+ signature is printed in white reserve on a black background. It is centered on the black background.

The finish is satin or matt.

key

- 1 1 + in yellow color Pantone 3955 C.
- 2 signature on a line in white reserve.
- 3 white polyester fabric printed in black.
- 4 banner.
- 5 telescopic aluminum mast d. 30mm.
- 6 black base.



2.2

indoor event exhibitions

general view



general principle

Specific components bear the Renault Pro+ signature

For the description of the elements of the Renault universe, refer to part I of this document.

key

- 1 interior banners
- 2 welcome desk
- 3 interior totem
- 4 POSM background
- 5 armchairs

Renault Pro+ interior banners

purpose

Banners animate and delimit the exhibition area.

Implementation

Banners are set up on both sides of the exhibition.

description

Banners are black. They come in 2 versions: with or without a dealername.

The banners are made of white polyester fabric printed in black. They have loops allowing them to be attached to a mast equipped with a horizontal stem.

The masts are made of telescopic aluminum tubes with a natural anodized finish. They are fixed on bases serving as ballast.

Height of the masts: 2.40 m.

Banner dimensions: 1.65 x 0.60 m.



Renault Pro+ interior banners - outlines

principle

Signature and texts of the banners are printed in white on a black background.

The finish is satin or matt.

key

- 1 signature centered in the banner, in white reserve with the "+" in yellow Pantone 3955 C.
- 2 dealername on 2 lines, in white reserve, nouvel'R bold typography, iron on the left.
- 3 background of the banner printed in black.
- 4 telescopic aluminum mast d. 30mm.
- 5 black base.

