

# Renault Group

Signage

# Signage

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**Core elements**

## Renault Group logotype

In signage, the Renault Group logotype is only found on initial greeting signs, the first ones encountered by the visitor: flags, welcome signs.

- ① The **standard version** of the logo is the two-line version.
- ② Exceptionally, a one-line version of the logo is used on certain formats.

### Warning

This one-line version is to be applied only to signage posts authorized in these guidelines. Any other use of the one-line version is prohibited.

The logotype source files are available on the Renault Group Brandhub:

**[brandhub.groupe.renault.com](https://brandhub.groupe.renault.com)**

For more information on the logotype, refer to the 'Core elements' section of the Renault Group guidelines.

① **Renault  
Group**

② **Renault Group**

Only for authorized posts

## Typefaces on outdoor signs

The typeface family used by Renault Group is the 'Renault Group' font.

On outdoor signs, the following two font weights are used:

- **Renault Group Semibold**
- **Renault Group Book**

The split between these two fonts, for each sign, is detailed in chapter 'Outdoor'.

### Note

In the case of non-latin alphabets, the 'Read' font is used.

Renault Group Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Renault Group Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

## Typefaces on indoor signs

The typeface family used by Renault Group is the 'Renault Group' font.

On indoor signs, the following two font weights are used:

- **Renault Group Regular**
- **Renault Group Light**

The split between these two fonts, for each sign, is detailed in chapter 'Indoor'.

### Note

In the case of non-latin alphabets, the 'Read' font is used.

### Renault Group Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### Renault Group Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

## Directional arrows

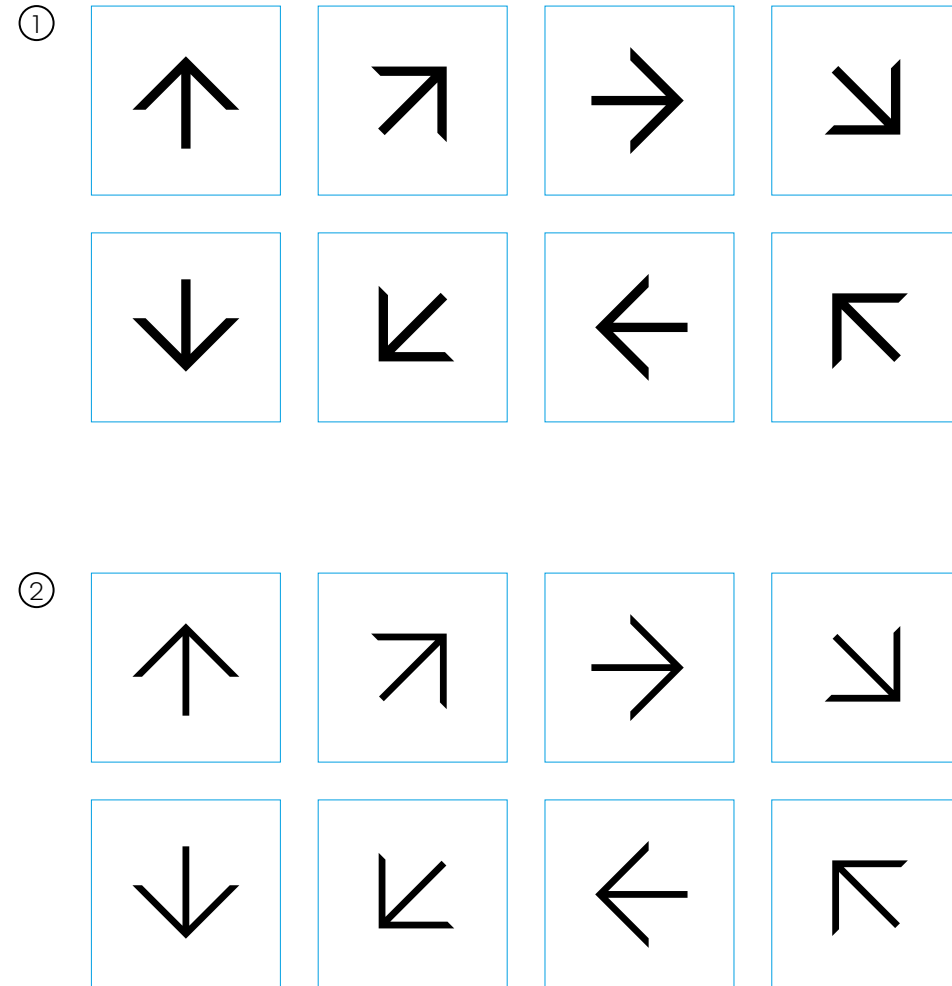
Directional arrows exist in two versions. The thicker one is intended for outdoor signage and the thinner one for indoor use.

① **Arrows for outdoor signage**

② **Arrows for indoor signage**

They can be downloaded from the Renault Group Brandhub in the form of square modules which ensure that they are optically centred, and facilitate their positioning in various directional signage templates.

(Note: the blue contour of the modules does not appear on the final sign.)



## Signage

—Core elements

### Signage main colors

The main colors of Renault Group signage are black, white and Pantone Warm Gray 4C used as a background color on some media.

Additional colors may be added, as a color code to identify different areas (see next page).



BLACK



WHITE



PANTONE WARM GRAY 4C



## Signage additional colors

These twelve Pantone and RAL references may be integrated into signs, on sites using a color code to identify different areas.

Their use is detailed below in this document for each type of sign concerned.



Pantone **3435 C**  
RAL **6003**

Pantone **2401 C**  
RAL DESIGN **180 60 30**

Pantone **7471 C**  
RAL DESIGN **180 80 30**

Pantone **541 C**  
RAL DESIGN **260 30 20**

Pantone **279 C**  
RAL DESIGN **260 60 35**

Pantone **2735 C**  
RAL DESIGN **290 30 40**



Pantone **110 C**  
RAL DESIGN **075 60 60**

Pantone **108 C**  
RAL **1018**

Pantone **179 C**  
RAL DESIGN **040 50 70**

Pantone **221 C**  
RAL DESIGN **010 30 44**

Pantone **1817 C**  
RAL **3004**

Pantone **7580 C**  
RAL **2001**

## Signage


—Core elements

### Pictograms

The pictograms shown opposite have been designed specifically for Renault Group. The use of other pictograms is therefore prohibited.

They are intended to illustrate the door plate signs.

For any need for a pictogram not shown on this page, please contact the Brand Identity Studio.

 Reception	 Lifts	 Stairs	 Restroom	 Restroom
 Restroom	 Restroom	 Cloackroom	 Ladies' changing room	 Men's changing room
 Changing room	 Ladies' shower room	 Men's shower room	 Infirmary	 Servicing
 Motorbikes	 Bus	 Delivery	 Car park	 Car park
 Prohibited access	 Photos forbidden	 Phones forbidden	 Recordings forbidden	 No smoking
 Luggage forbidden	 Drinks forbidden	 Food forbidden	 Do not get on	

**Outdoor**

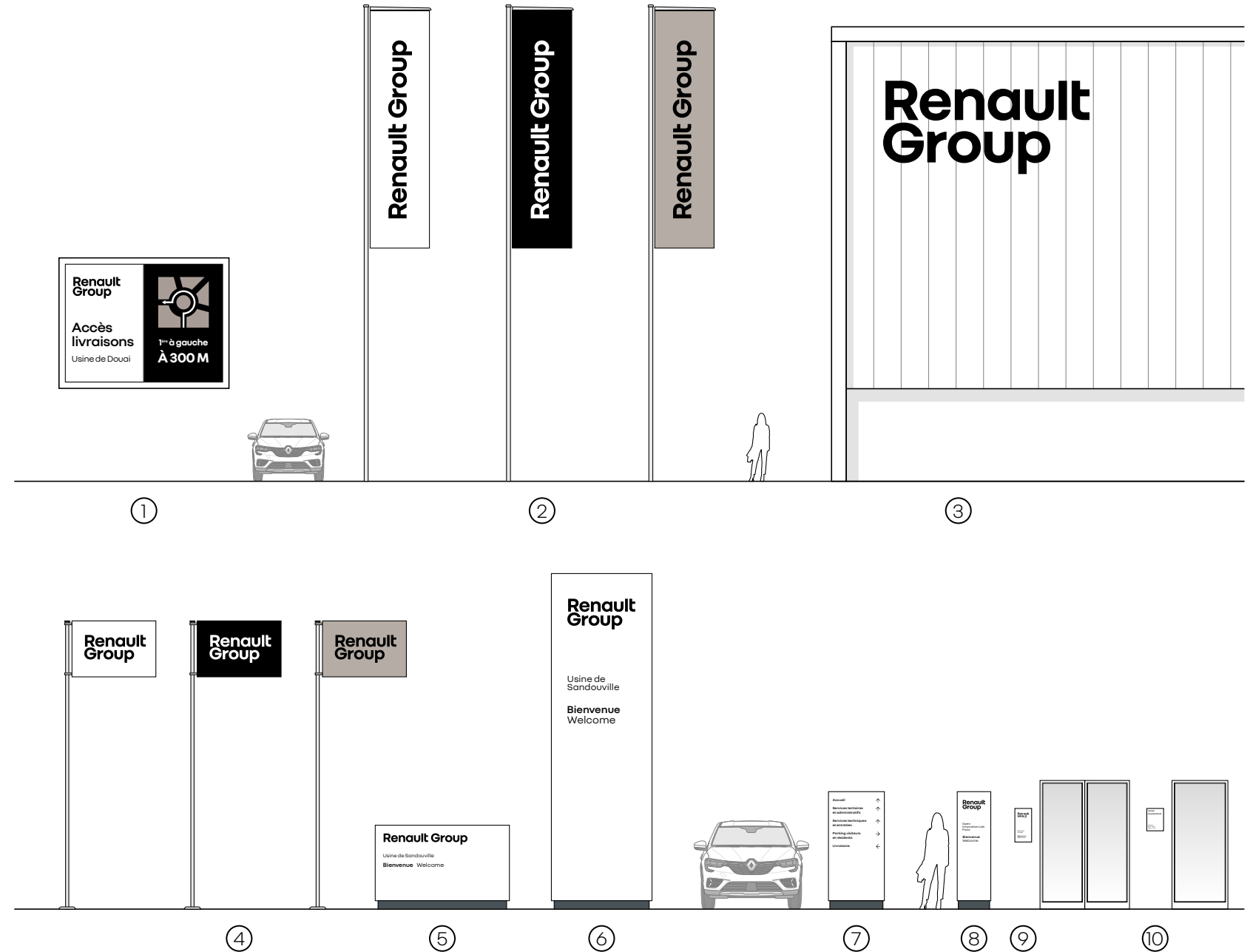
## Overview

The Renault Group's outdoor signage guides and assists the visitor from the entry to the site to his/her final destination.

For this, it uses the following types of sign:

- ① Advance signage (several formats)
- ② Vertical flags
- ③ Renault Group logotype on buildings
- ④ Horizontal flags
- ⑤ Horizontal welcome post
- ⑥ Vertical welcome post (alternative to 5)
- ⑦ Directional post
- ⑧ Pedestrian welcome post
- ⑨ Welcome wall plate
- ⑩ Position wall plate

The use and graphical construction of these signs are detailed later in this chapter.



## Advance signage

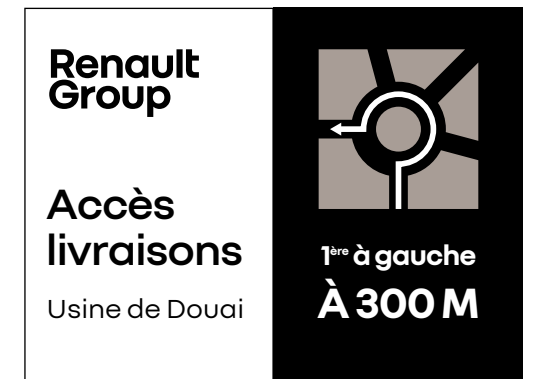
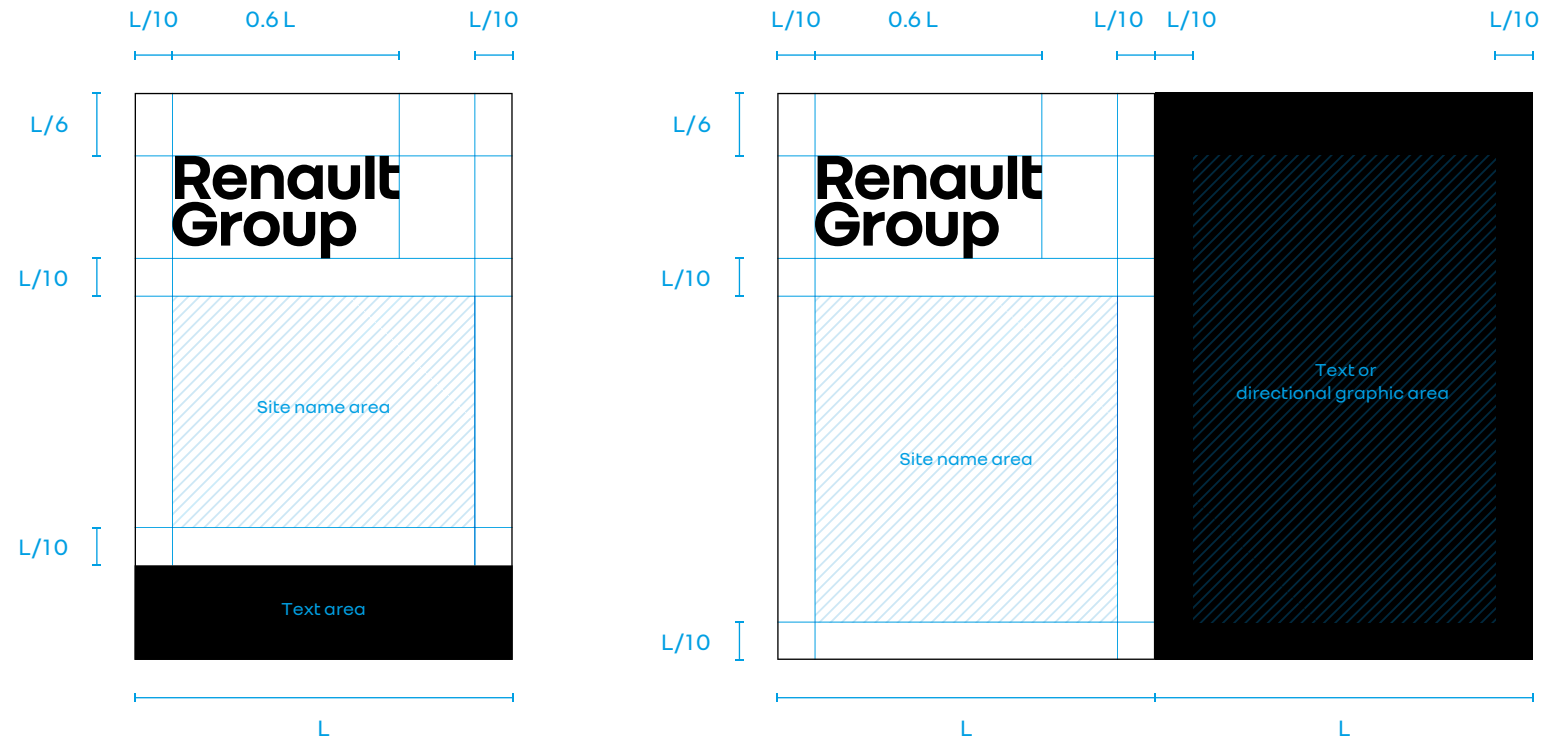
Positioned at the side of the road, these advance warning signs guide the visitor to the entrance to Renault Group sites.

### Design rules

These signs come in a range of models and formats (4x3, bus shelter, etc.). They are built according to the principle illustrated opposite.

By default, texts are in Renault Group Semibold.

However, it is possible to use more font weights to provide legibility or hierarchy to the texts.



## Vertical flags

### Format: 150 x 600 cm

(Top of pole: 12 m)

Because of their height and number, vertical flags contribute to a site's visibility.

They are installed in groups of three, close to the main building or at the edge of the site.

The split between the three color versions of flag must be respected in all cases.

When only one flag can be set up, the white background version is used.

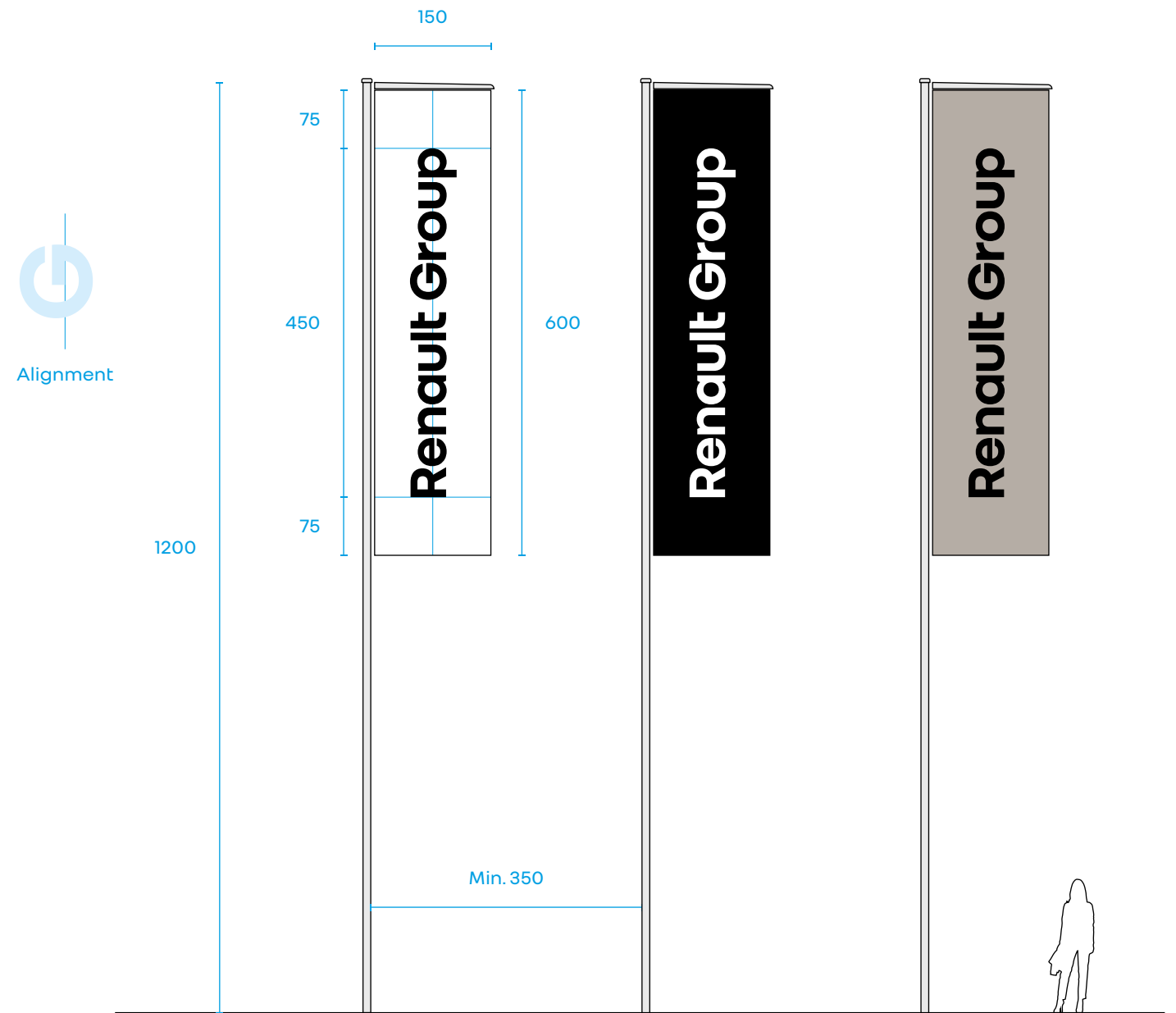
### Colors

- Black logo on white background
- White logo on black background
- Black logo on Pantone Warm Gray 4C background

### Note

Vertical flags also exist in 150 x 500 cm format, to be reserved as an exception for 10 metres poles.

In this case, the Renault Group logotype's height is equal to 400 cm (top and bottom margin: 50 cm).



Use white background version  
in case of single flag setting

Dimensions in centimetres

## Horizontal flags

The Renault Group horizontal flag is used for entrances.

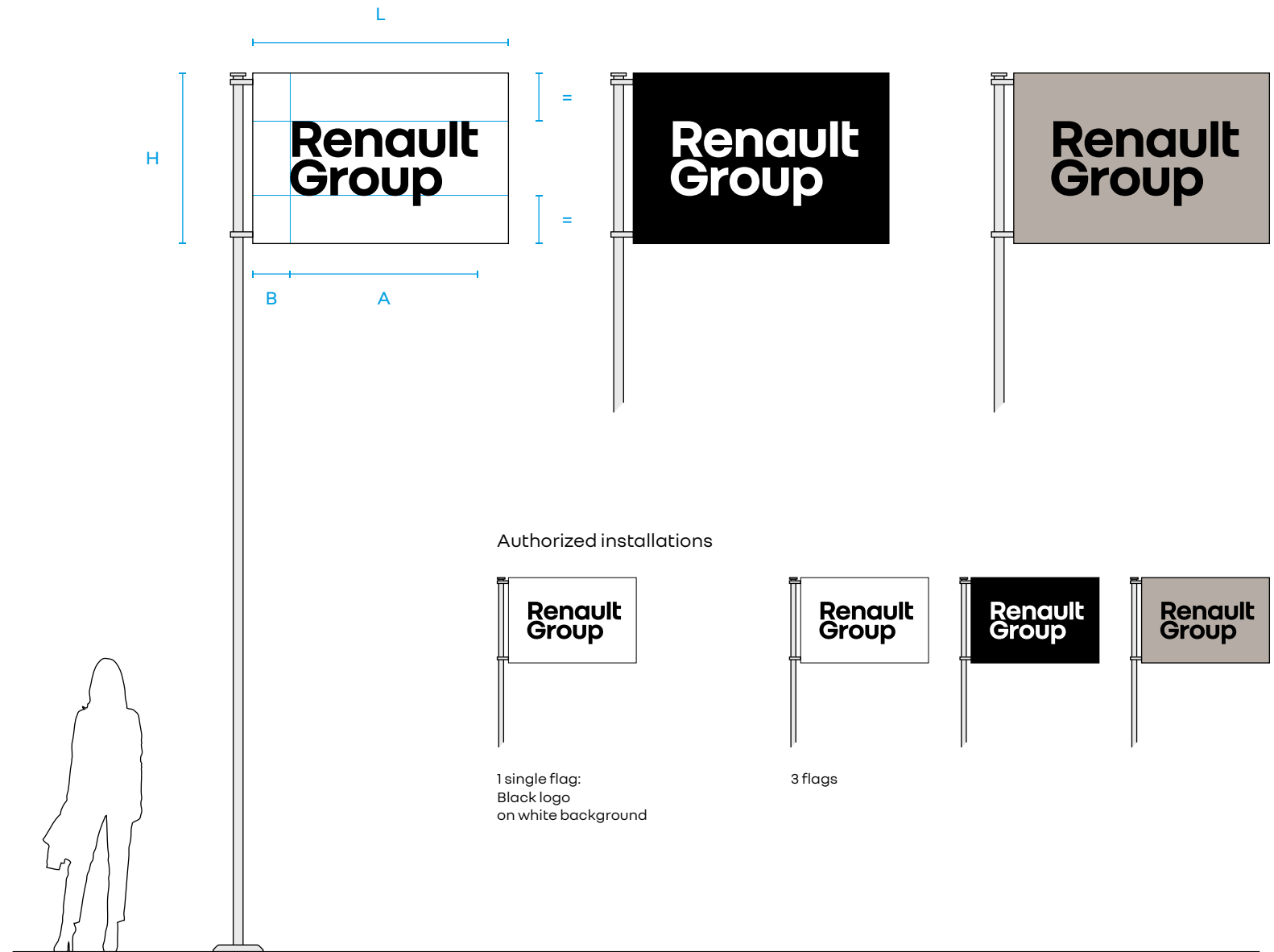
It is possible to use a single flag, or a group of 3 flags (see opposite).

### Colors

- Black logo on white background
- White logo on black background
- Black logo on Pantone Warm Gray 4C background

These flags exist in several dimensions (cm)

cm	Flag T1	Flag T2	Flag T3
<b>L</b>	150	200	300
<b>H</b>	100	150	200
<b>A</b>	110	150	220
<b>B</b>	22	27	44



## Renault Group logotype on buildings

The lettering is placed in the top left-hand ① or top right-hand corner ② of the building.

Its size will depend on the layout of the site: size of the building, area available for the lettering, visibility required, and so on.

### Lettering

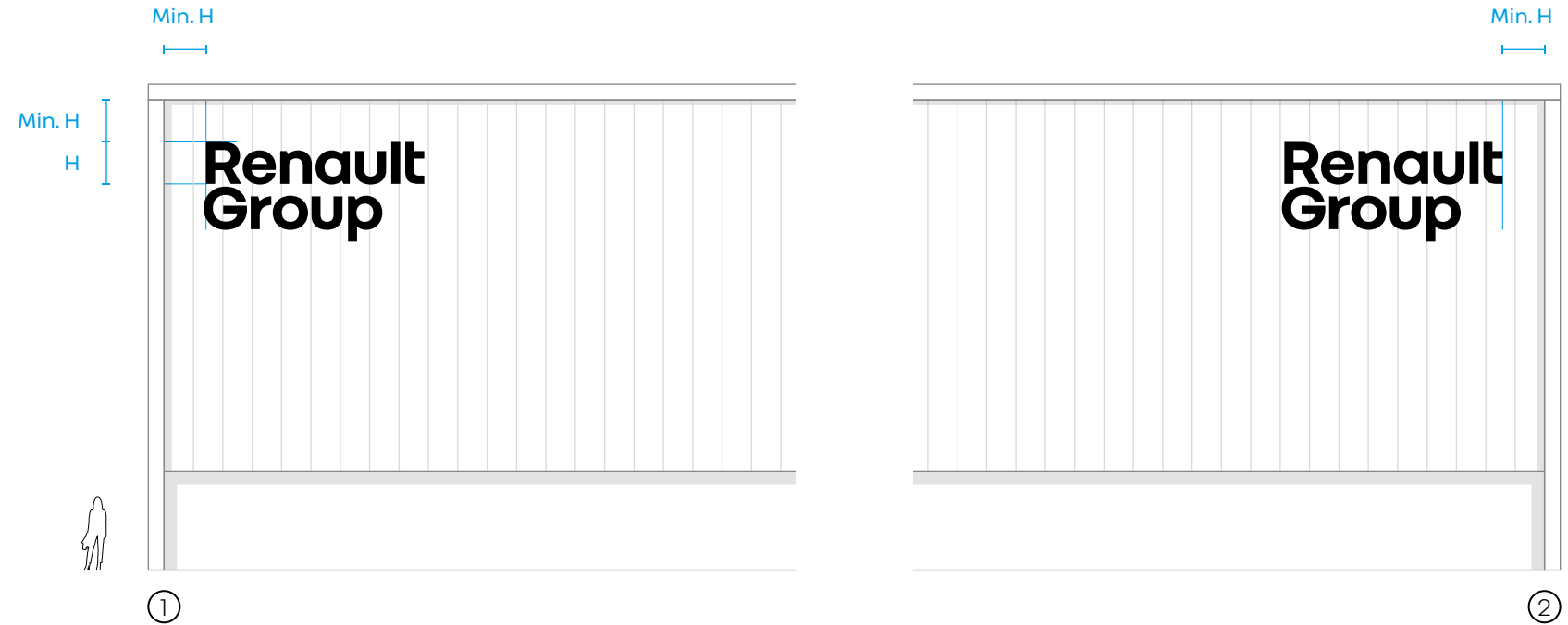
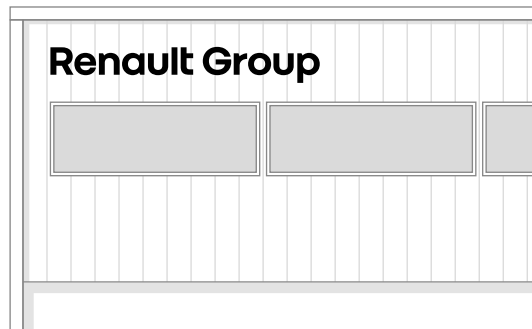
- Channel letters in 3 mm PMMA
- Daytime color: black
- Night-time color: white (illuminated)
- Illuminated faces
- Non-illuminated edges
- Invisible mounts and power supply.

### Warning

The use of a right aligned Renault Group logotype is prohibited.

### Note

On a narrow surface, the 1-line version of the logo can be used:



Daytime



Night-time



- Illuminated faces  
- Non illuminated edges





## Horizontal welcome post

**Recommended format: 240 x 150 cm**

Sign with a white background & RAL 7016 grey base.

The horizontal welcome post greets motorised and pedestrian passengers at the entrance to a Renault Group site.

① **Logotype**

- Embossed illuminated lettering

② **Site name**

- Renault Group Book - upper & lowercase

- Body: 265 pt - Color: black

- Line spacing: 244 pt (if 2-line site name)

③ **Welcome**

- Renault Group Semibold (local language)

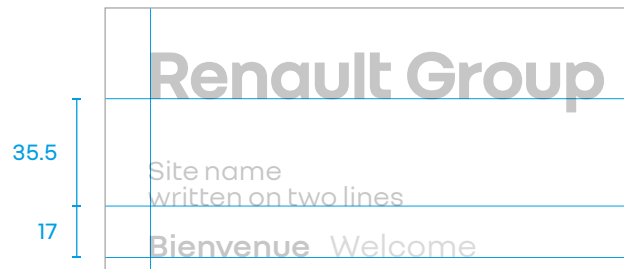
and Renault Group Book (Welcome) -

upper & lowercase

- Body: 310 pt - Color: black

**Note**

The site name may extend over two lines (long name, in two parts, or translation), according to the dimensions specified below.



Dimensions in centimetres

## Vertical welcome post

Format example: 180 x 600 cm

Sign with a white background & RAL 7016 grey base.

When the horizontal post shown on the previous page is not suitable for the site configuration (lack of space on the ground, lack of visibility, etc.), it is possible to use the vertical post shown opposite.

① **Logotype**

- Embossed illuminated lettering

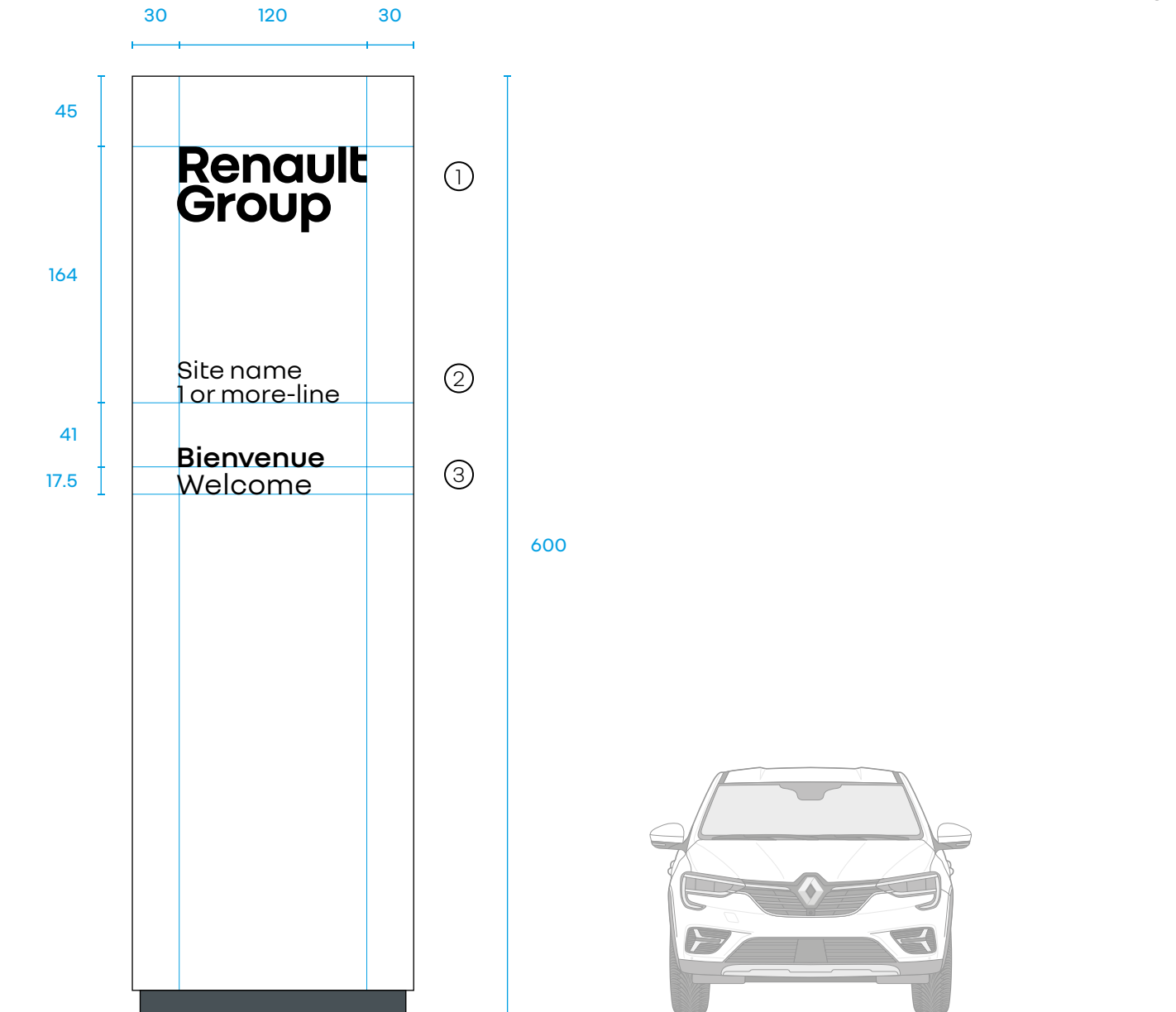
② **Site name**

- Renault Group Book - upper & lowercase  
- Body: 480 pt\*  
- Line spacing: 440 pt\* (if 2-line site name)  
- Color: black

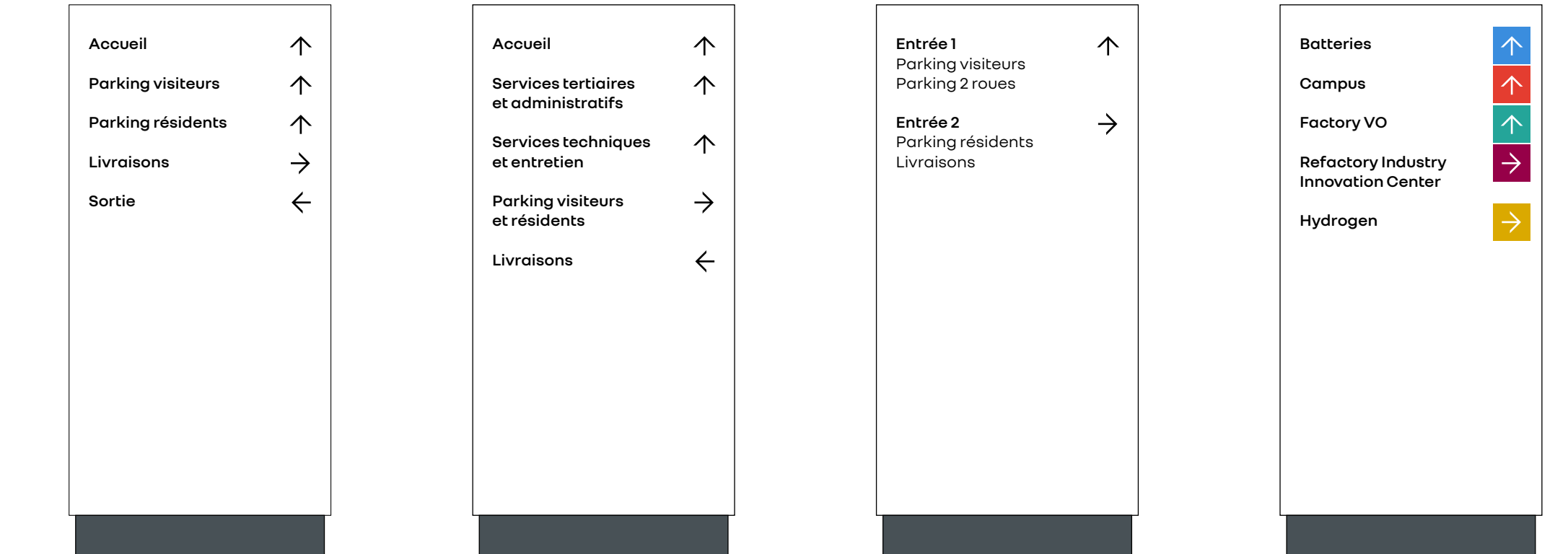
③ **Welcome**

- Renault Group Semibold (local language) and Renault Group Book (Welcome) - upper & lowercase  
- Body: 550 pt\*  
- Color: black

\* The typeface sizes may be adapted slightly, according to the length of the texts.



## Directional post Examples



  
Color code  
On industrial sites only, when necessary.

## Directional post Principle

Format: 100 x 210 cm

Sign with a white background, black texts & RAL 7016 grey base.

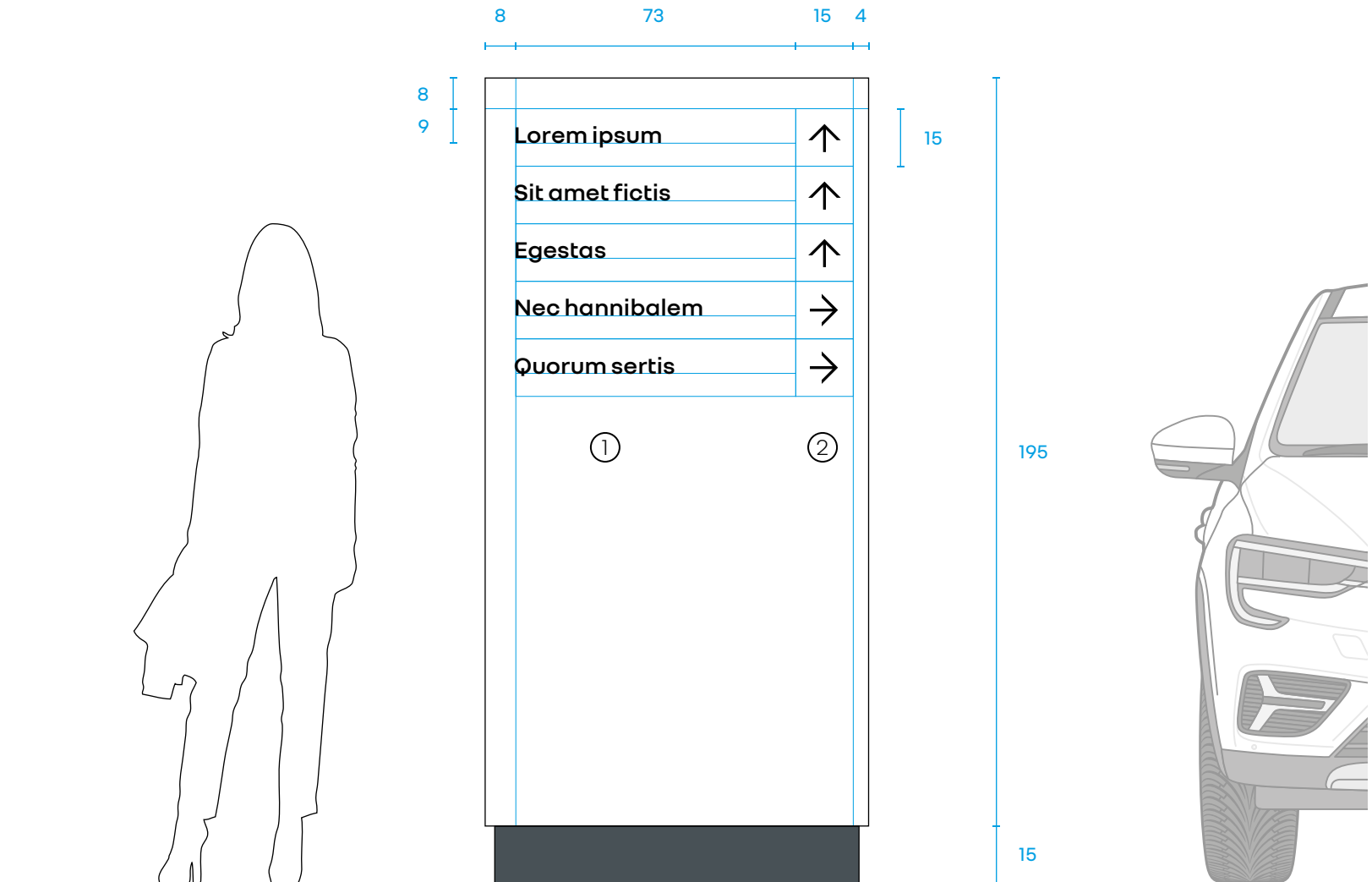
The construction of the directional post uses text and arrow modules, **the dimensions of which are detailed on page 22.**

To facilitate reading the information, lines are grouped by direction and are limited to six in number.

As an option, the face of the post can be lit by a spotlight on the ground.

- ① Text modules
- ② Arrow modules

Arrows intended for outdoor signage are used (see page 07).



Dimensions in centimetres

## Directional post Special cases

Format: 100 x 210 cm

The examples illustrated below show different cases with particular directional post contents.

① **Two-line text module**

② **Text + secondary text modules**

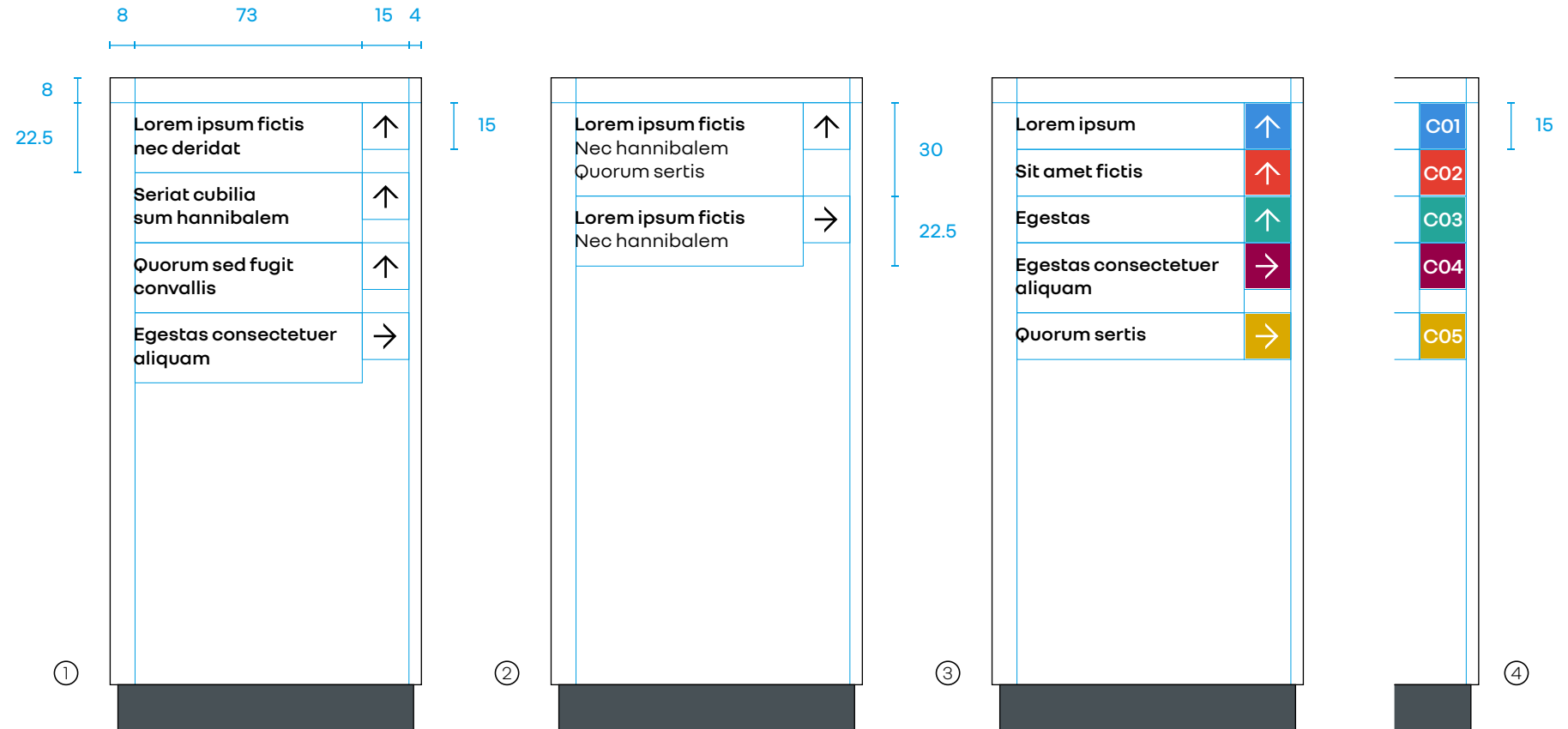
Secondary text is differentiated by the weight of the font. (May be used for translations).

③ **Color code - Industrial sites only**

On an industrial site, when the various buildings are identified by a color code, this can be applied to the arrow modules.

④ It is possible when necessary to replace the arrows by an identifier.

The construction of modules is detailed on the following page.



Dimensions in centimetres

## Directional post Module templates

### All texts

- Body: 180 pt - upper & lowercase
- Color: black

#### ① 1-line text module

- Text: Renault Group Semibold

#### ② Multi-line text modules

- Main text: Renault Group Semibold
- Secondary text: Renault Group Book

#### ③ Arrow modules

- Arrow versions dedicated to outdoor signage (see page 07).

To respect the optical centring of each arrow in its module, use the templates available on the Renault Brandhub.

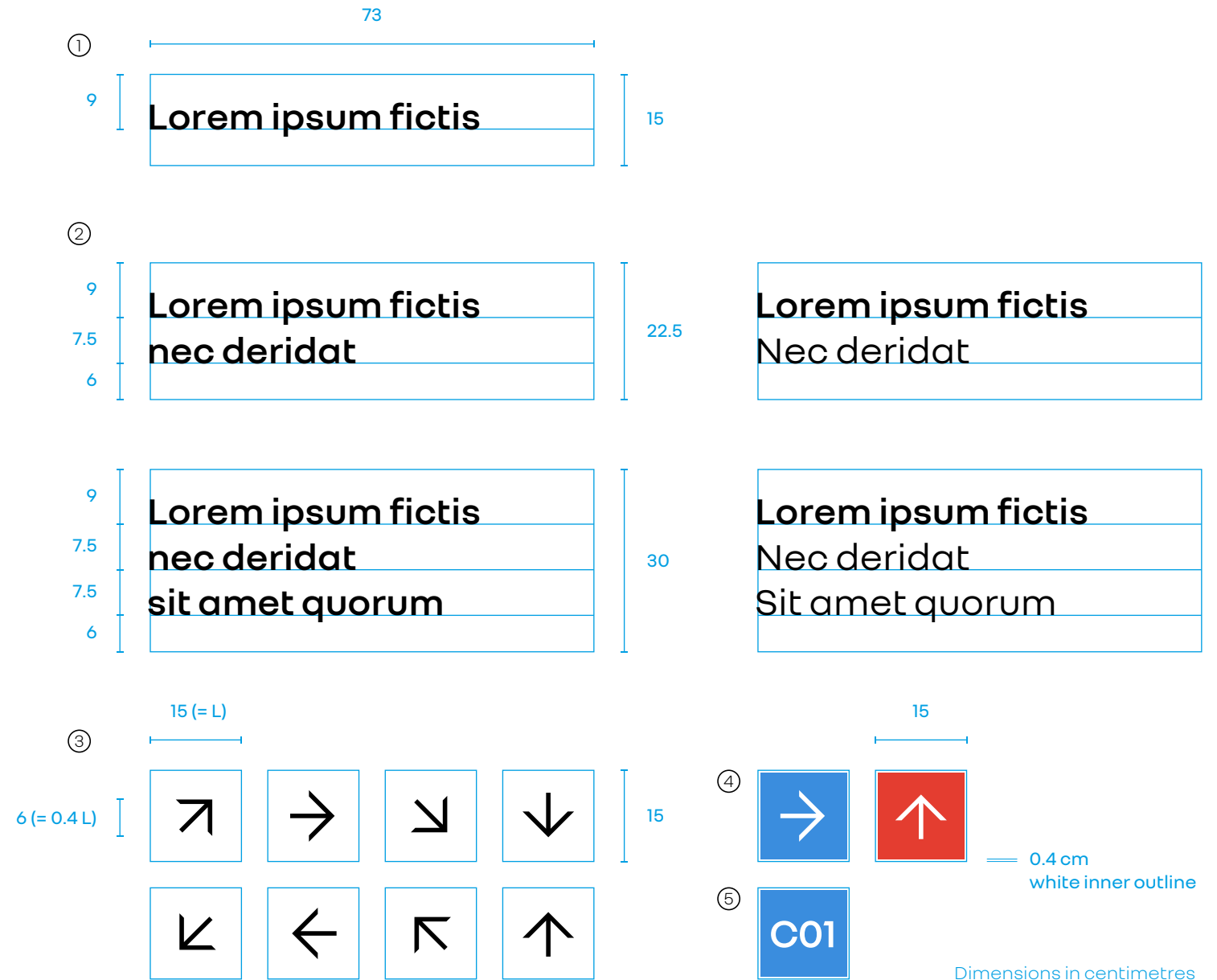
#### ④ Color code arrow modules (Industrial sites only)

- Background: from the additional colors range
- 0.4 cm white inner outline (works as a separation between colored arrow modules)
- White arrow

- ⑤ Identifier version: Renault Group Semibold
- Default body: 190 pt

### Warning

Blue strokes are construction lines.  
To be delated before printing the posts.



## Pedestrian welcome post

### Recommended format: 60 x 210 cm

This type of sign is to be reserved for outdoor pedestrian access points to a site.

Sign with a white background, black texts & RAL 7016 grey base.

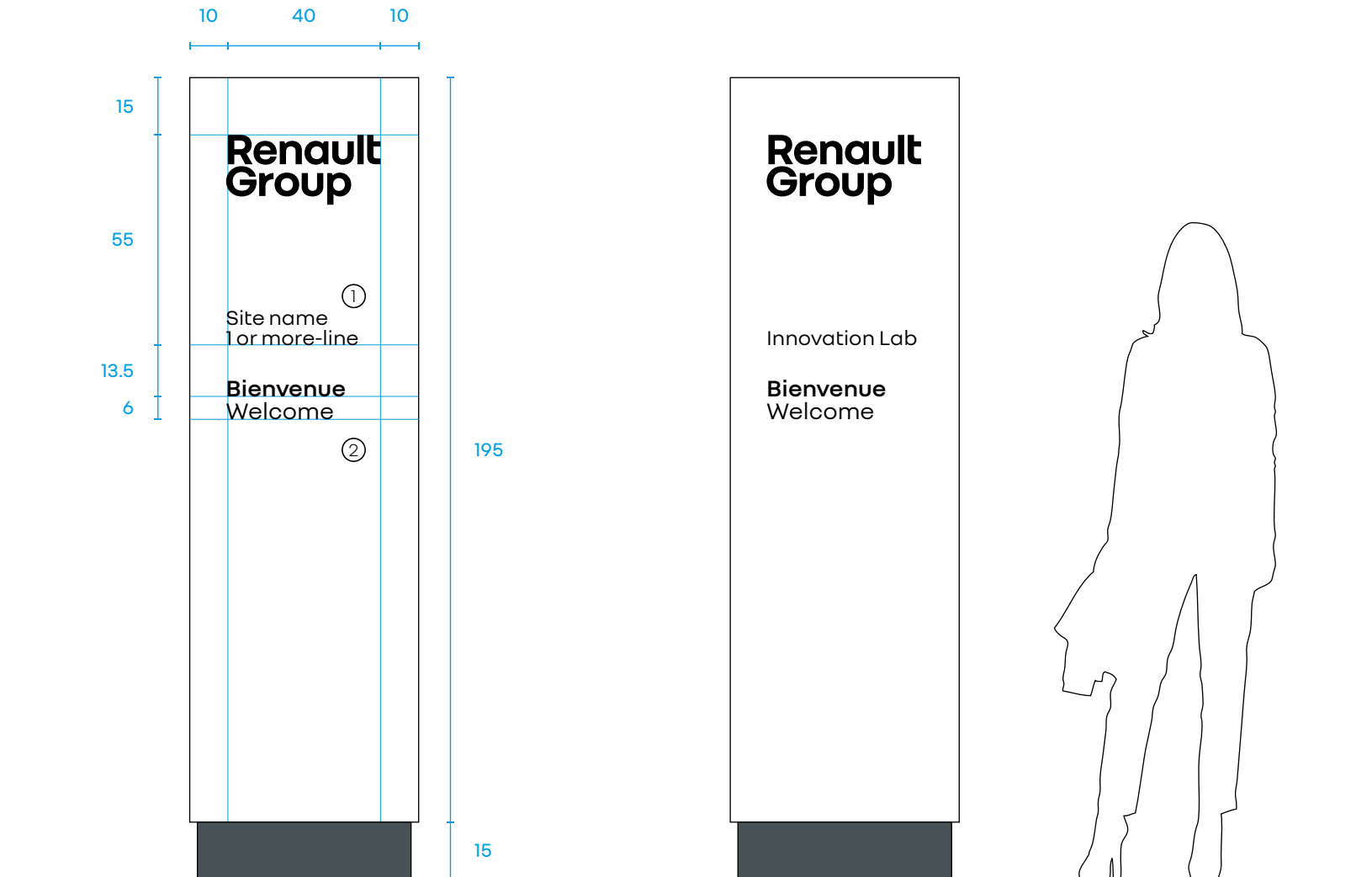
#### ① Site name

- Renault Group Book - upper & lowercase
- Body: 160 pt\*
- Line spacing: 147.5 pt\*
- Color: black

#### ② Welcome

- Renault Group Semibold (local language) and Renault Group Book (Welcome) - upper & lowercase
- Body: 180 pt\*
- Line spacing: 6 cm\*
- Color: black

\* The typeface sizes may be adapted slightly, according to the length of the texts.



## Welcome wall plate

**Format: 30 x 60 cm**

Wall sign with a white background & black text.

This type of sign is to be reserved exclusively for pedestrian access to Renault Group sites where it is not possible to install the post shown on the previous page.

Example: street entrance to building.

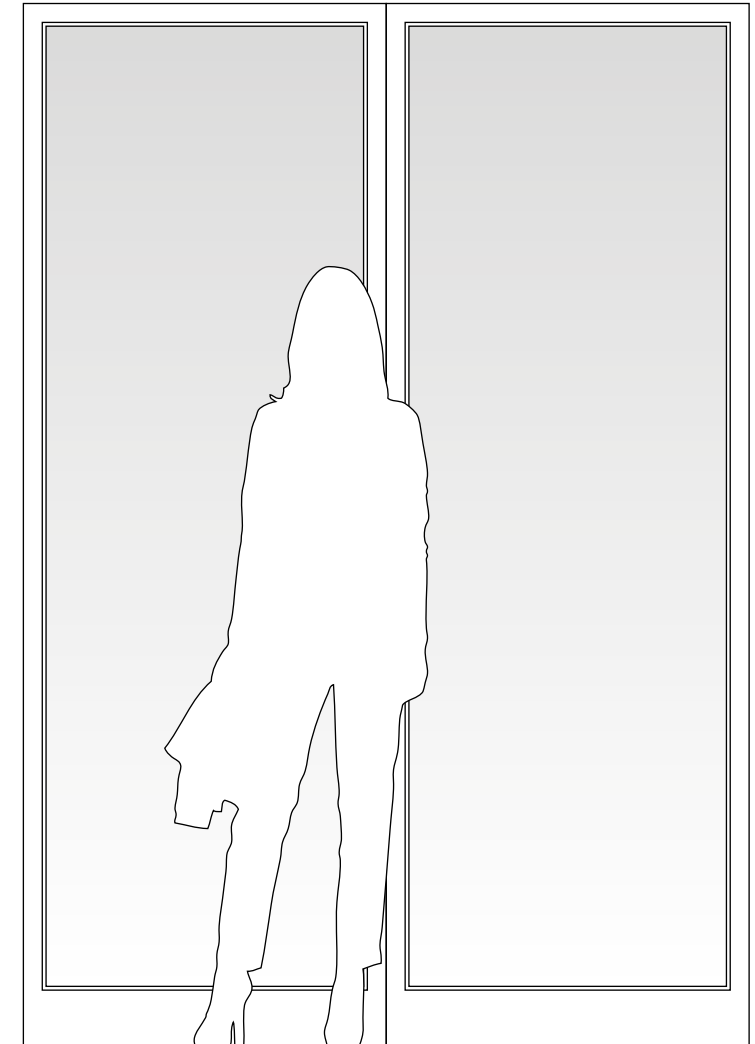
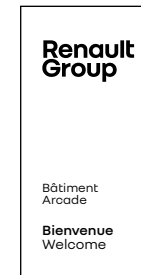
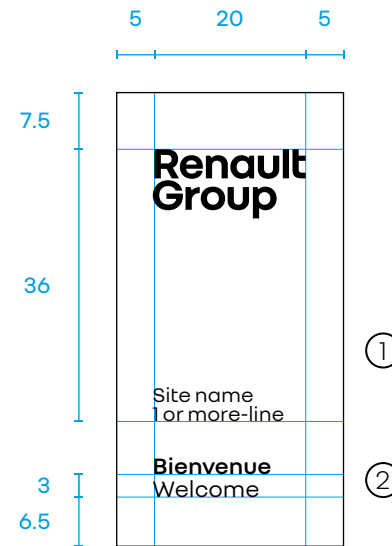
### ① Site name

- Renault Group Book - upper & lowercase
- Body: 80 pt\*
- Line spacing: 72.5 pt\*
- Color: black

### ② Welcome

- Renault Group Semibold (local language) and Renault Group Book (Welcome) - upper & lowercase
- Body: 90 pt\*
- Line spacing: 3 cm\*
- Color: black

\* The typeface sizes may be adapted slightly, according to the length of the texts.





## Position wall plate

**Format: 30 x 40 cm**

Wall sign with a white background & black text.

On a Renault Group site, the position plate is used to identify different buildings at their outdoor entrance.

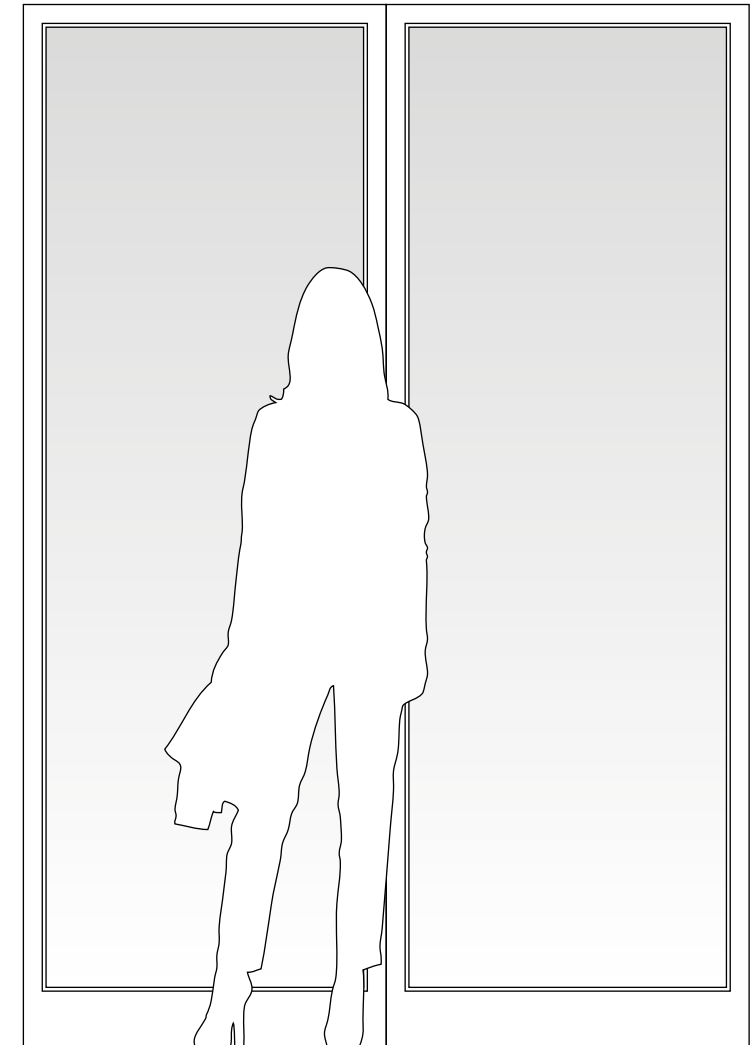
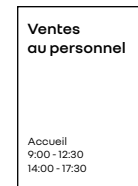
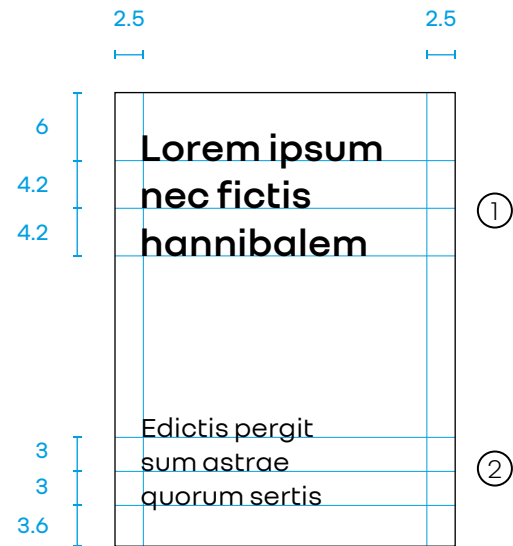
### ① Text in the upper part

- Renault Group Semibold - upper & lowercase
- Body: 100 pt\*
- Line spacing: 4.2 cm
- Color: black

### ② Text in the lower part (optional)

- Renault Group Book - upper & lowercase
- Body: 70 pt\*
- Line spacing: 3 cm
- Color: black

\* The typeface sizes may be adapted slightly, according to the length of the texts.



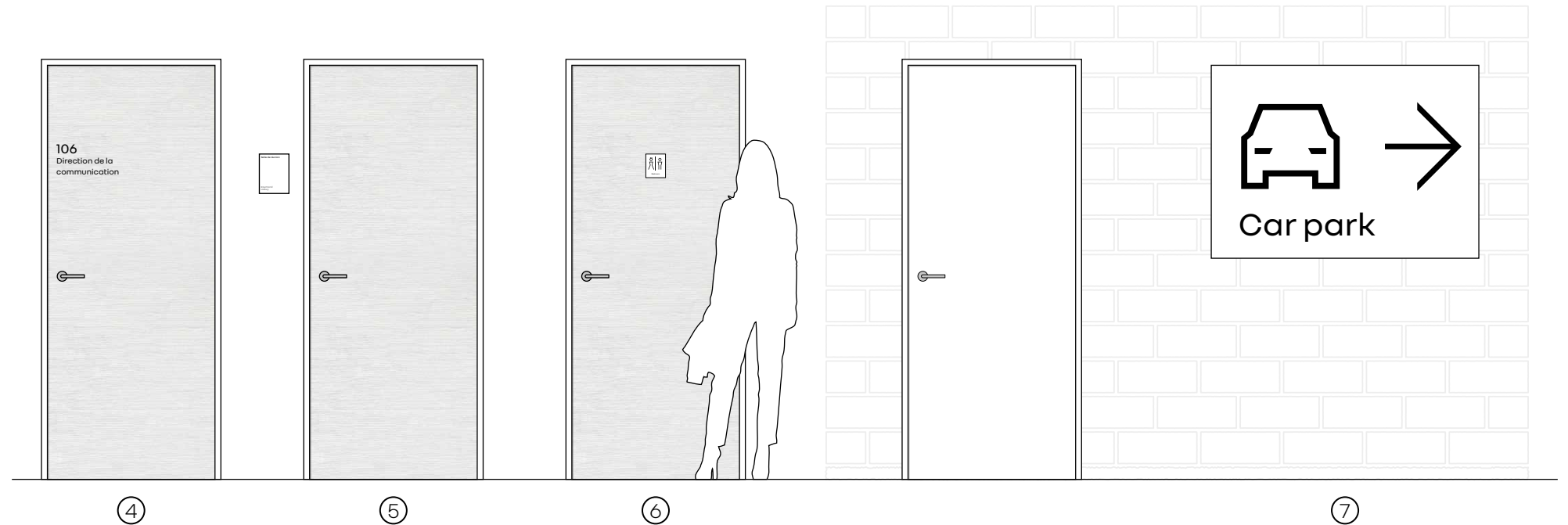
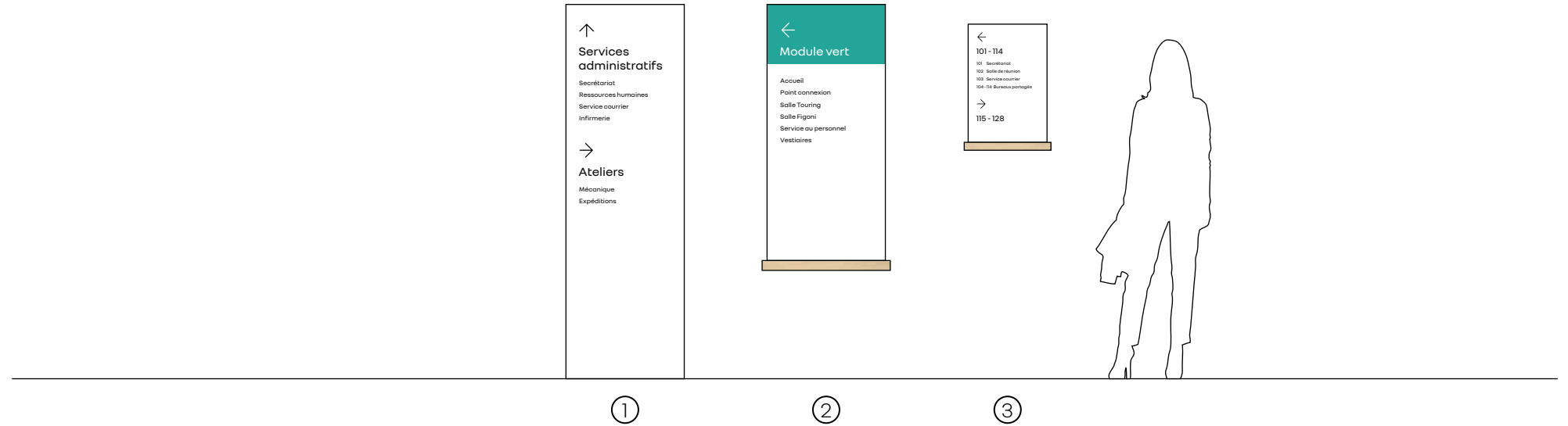
**Indoor**

## Overview

Renault Group indoor signage guides the visitor inside buildings. For this it uses the following signs:

- ① Directional post
- ② Directional wall panel
- ③ Directional wall plate
- ④ Marking on door
- ⑤ Door plate
- ⑥ Technical signage on doors
- ⑦ Wall signage

The use and graphical construction of these signs are detailed later in this chapter.



## Directional signs Introduction

Indoor directional signs come in three formats:

- ① **Post 60 x 190 cm**
- ② **Wall panel 60 x 130 cm**
- ③ **Wall plate 40 x 60 cm**

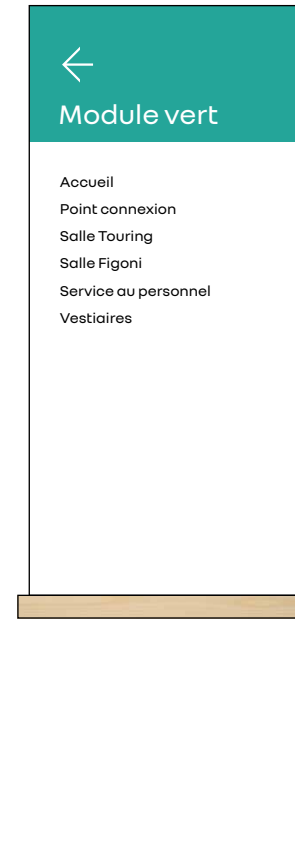
They come in a variety of configurations allowing simple content to be dealt with (texts + arrows), or supplemented with one or more items of additional information (room numbers & color codes).

These configurations are detailed step by step for the post (pages 29 to 33), then repeated for the panel and the plate.

The principles remain the same for the three signs.



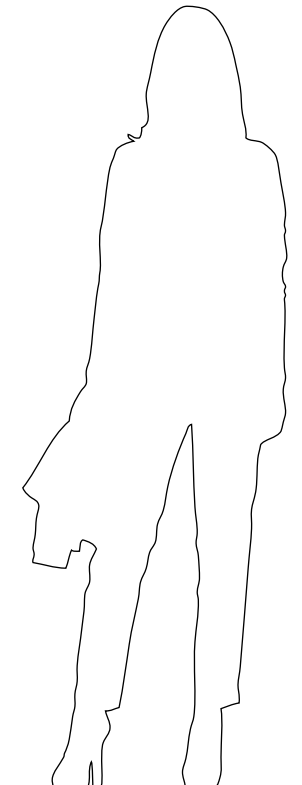
①



②



③



## Directional post Examples

↑  
**Services administratifs**  
Secrétariat  
Ressources humaines  
Service courrier  
Infirmierie

→  
**Ateliers**  
Mécanique  
Expéditions

→  
**301 - 308**  
301 Secrétariat  
302 Salle Chapron  
303 Salle Kellner  
304-308 Bureaux partagés

←  
**309 - 316**

↑  
**Accueil**

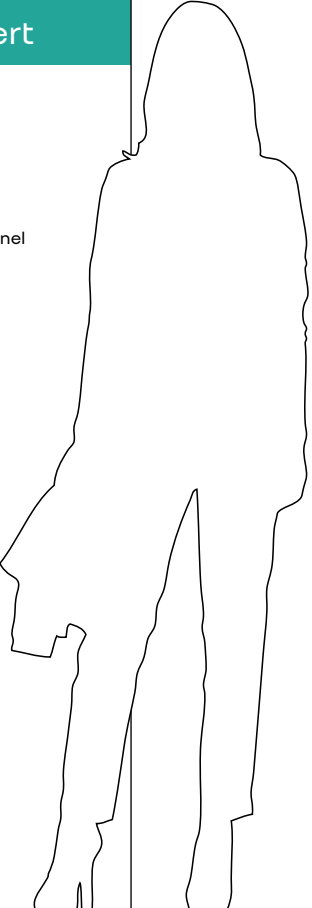
→  
**Bureaux partagés**

←  
**Salle de réunion**

Accueil - information ↑  
Ascenseurs ↑  
Bureaux partagés →  
Salles de réunion →  
Services techniques & entretien →  
Service courrier →  
Ascenseurs ←

↑  
**Module vert**

Accueil  
Point connexion  
Salle Touring  
Salle Figoni  
Service au personnel  
Vestiaires



## Directional post Single direction

Format: 60 x 190 cm

Sign installed on the floor, with a white background & black texts.

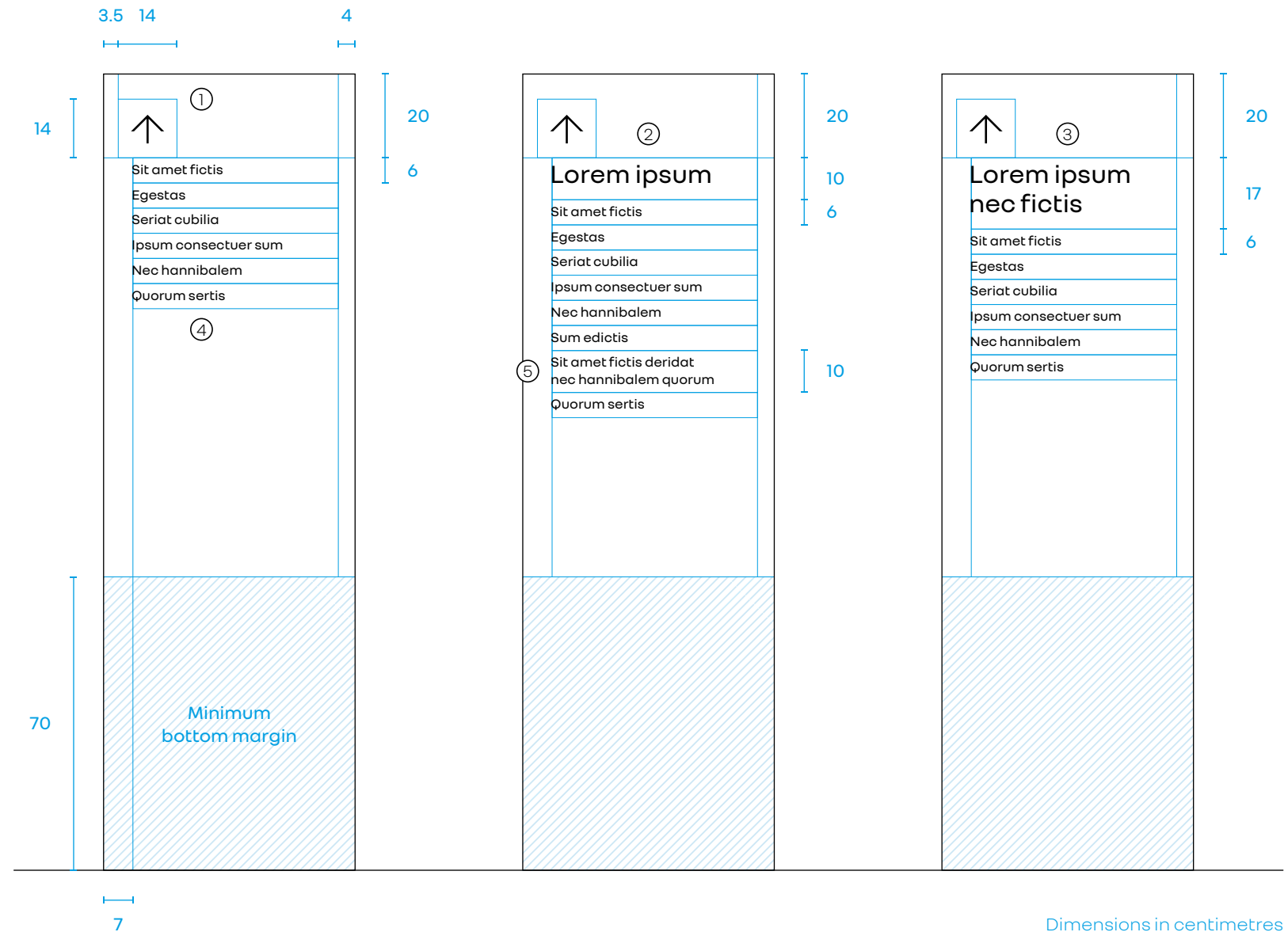
Directional posts use modules (titles, texts, arrows, etc.) assembled to make up different content configurations.

- ① Arrow module
- ② 1-Line title module
- ③ 2-Line title module
- ④ 1-Line text modules
- ⑤ 2-Line text module

The first title or text module is always immediately under the 20 cm top margin.

The construction of modules is detailed on page 35.

See pages 31 to 33 to view all the content variants for this type of sign.



## Directional post Multiple directions

Format: 60 x 190 cm

Sign installed on the floor, with a white background & black texts.

(See pages 29 to 33 to view all the content variants for this type of sign.)

### ① Arrow modules combined with text modules

To facilitate the reading of the post, arrows are grouped by direction. By default, arrows indicating left are positioned at the bottom of the list.

### ② Arrow modules combined with title modules

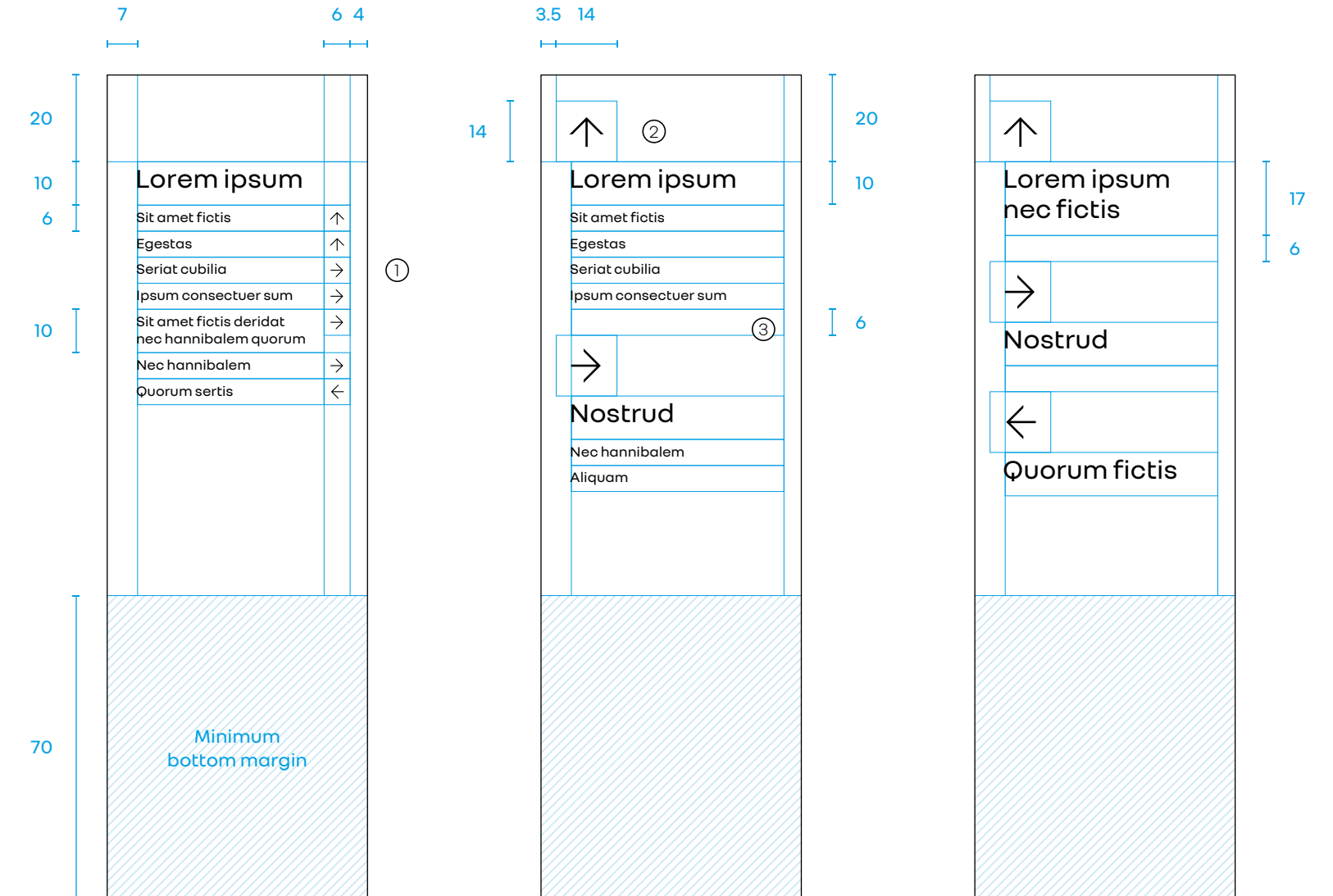
### ③ Separation module

(Height the same as a text module)

### Variant without title module (not illustrated)

On the left and centre posts, the title modules may be deleted. In such a case the text modules are raised to the height of the title module.

The construction of modules is detailed on page 35.



## Directional post Numbered rooms

Format: 60 x 190 cm

Sign installed on the floor, with a white background & black texts.

(See pages 29 to 33 to view all the content variants for this type of sign.)

By default, room numbers comprise three digits. The first one indicates the floor, the second two the room number.

① **Number modules combined with text modules**

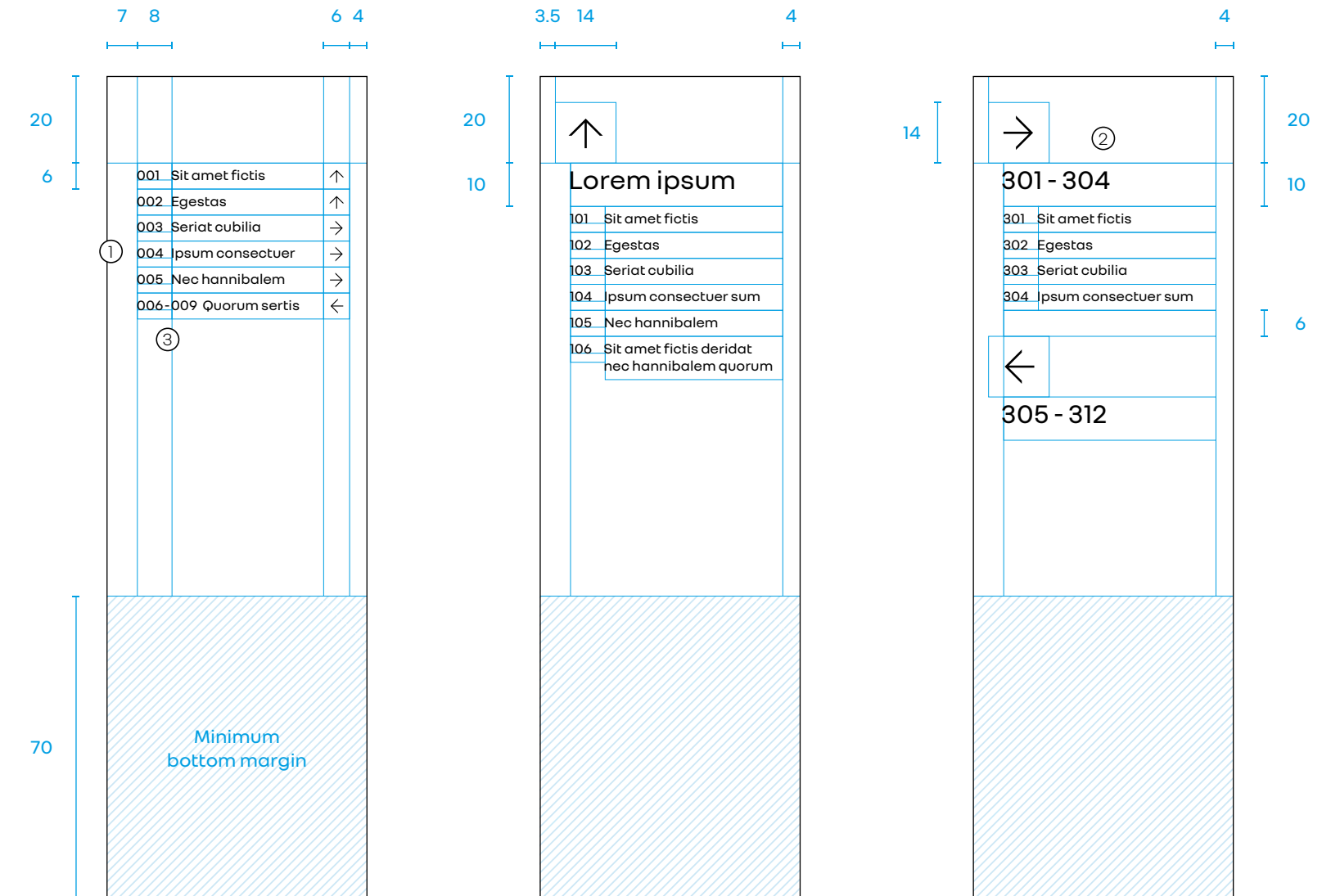
② **Room numbers used in the title modules**

③ **Room numbers grouped on one line**

The first number is placed in its module, followed by a space and a hyphen.

The second one is placed in the text module, separated from the room name by a double space.

The construction of modules is detailed on page 35.





## Directional post

### Color code

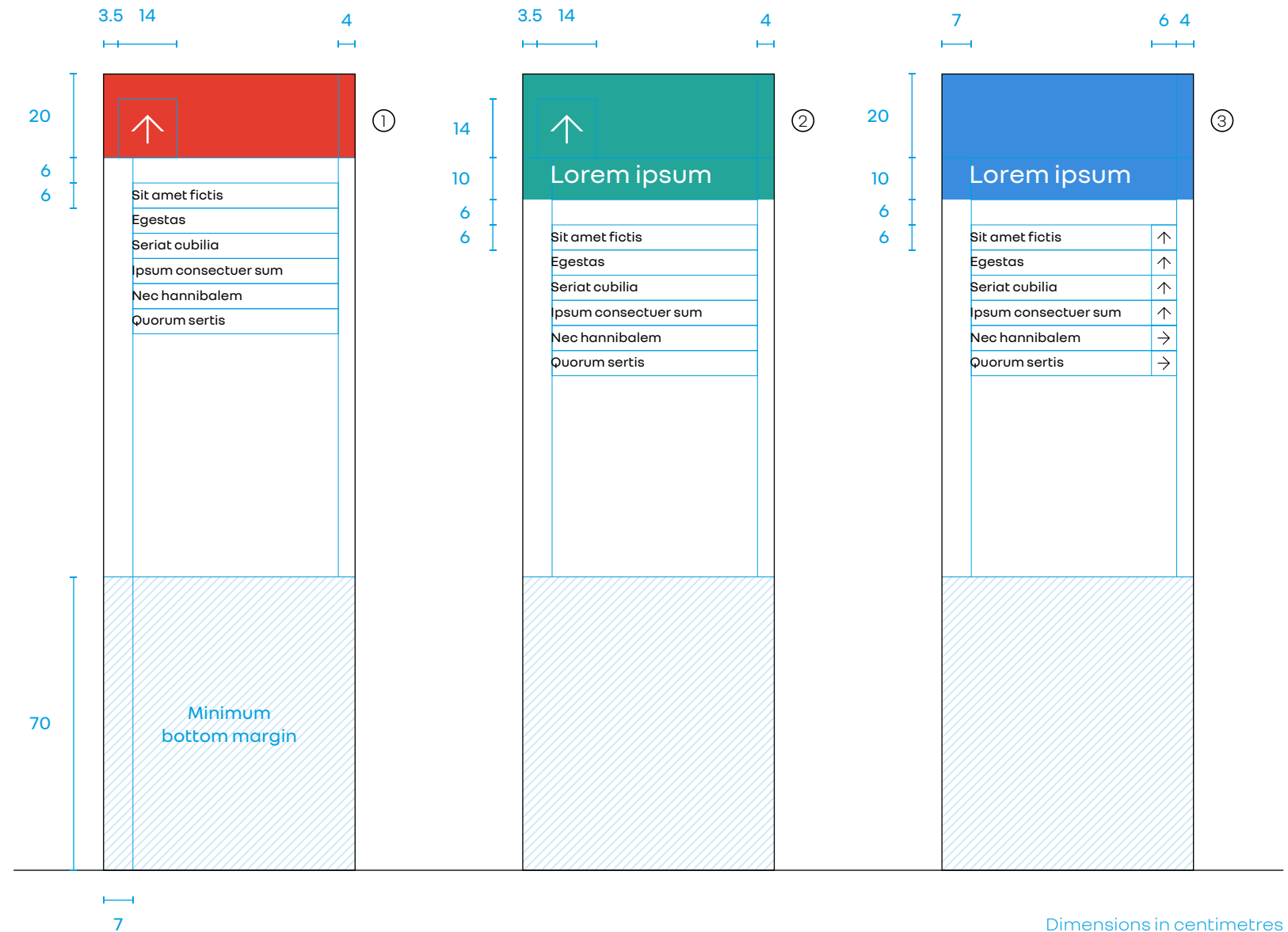
Format: 60 x 190 cm

Sign installed on the floor, with a white background & black texts.

The colors to be used are additional colors shown on page 09.

- ① Arrow only - single direction
- ② Arrow & title - single direction
- ③ Title only - multiple directions

(See pages 29 to 33 to view all the content variants for this type of sign.)



## Directional wall panel

**Format: 60 x 130 cm**

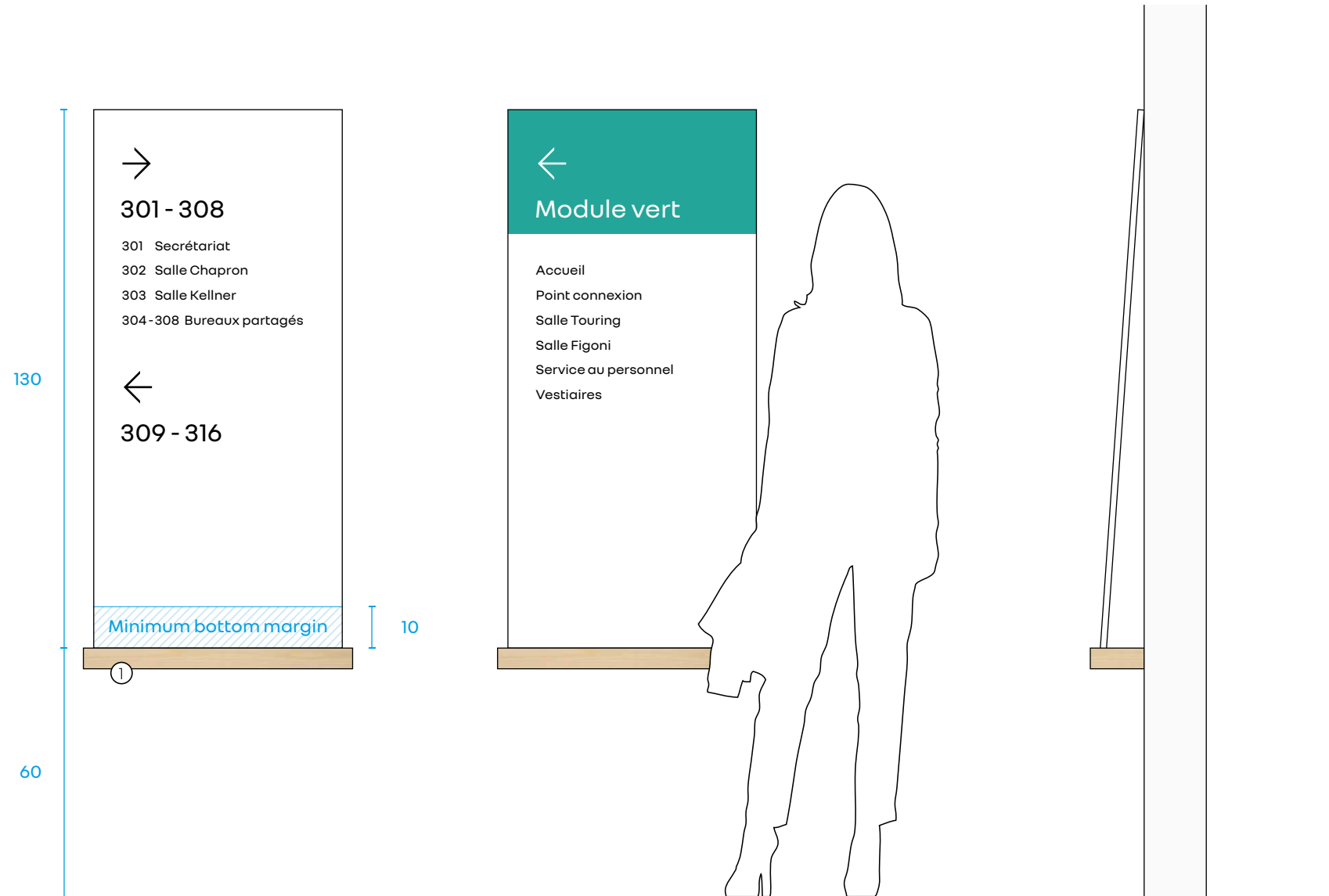
Wall sign with a white background & black texts.

These panels are taken directly from the posts shown on previous pages. Their graphical construction, based on modules, is identical to that use on posts, the only difference being the bottom 10 cm margin.

### Fitting recommendation

Panel leaned against the wall and supported by a light ash bar ①.

The construction of modules, common to panels and posts is detailed on page 35.



Dimensions in centimetres

Side view

## Directional post & wall panel Module templates

The modules shown opposite are used in indoor **directional posts and wall panels**. (See pages 29 to 34).

### ① Title modules (including number titles)

- Renault Group Regular
- Body: 180 pt - upper & lowercase
- Color: black

### ② Text module

- Renault Group Regular
- Body: 96 pt - upper & lowercase
- Color: black

### ③ Number module

- Renault Group Regular
- Body: 96 pt - upper & lowercase
- Color: black

### ④ Numbers grouped on 1 line

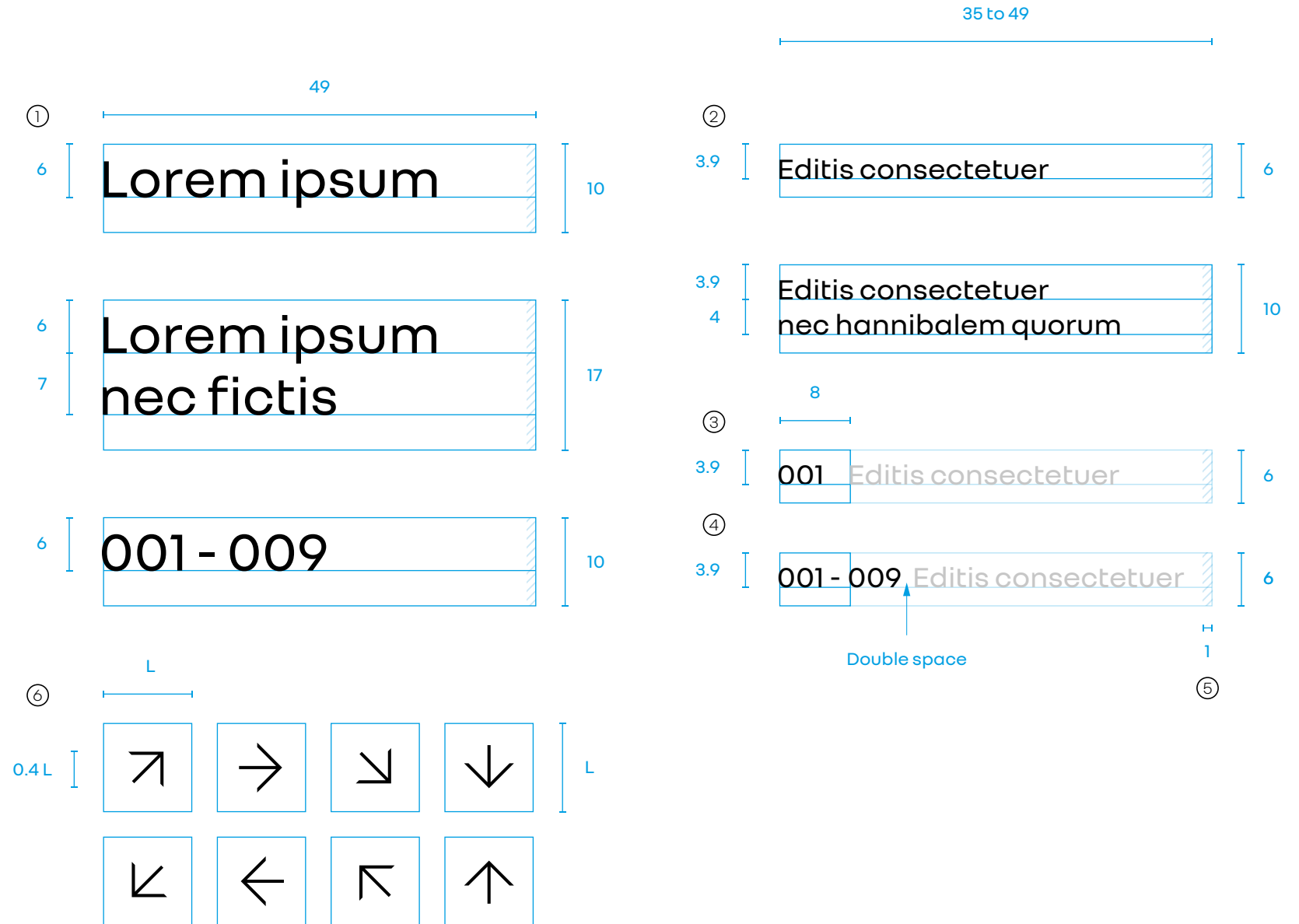
The first number is followed by a space and a hyphen. The second one is placed in the text module, separated from the room name by a double space.

### ⑤ Text margin

A 1 cm right margin must be respected in every title or text module.

### ⑥ Arrow modules

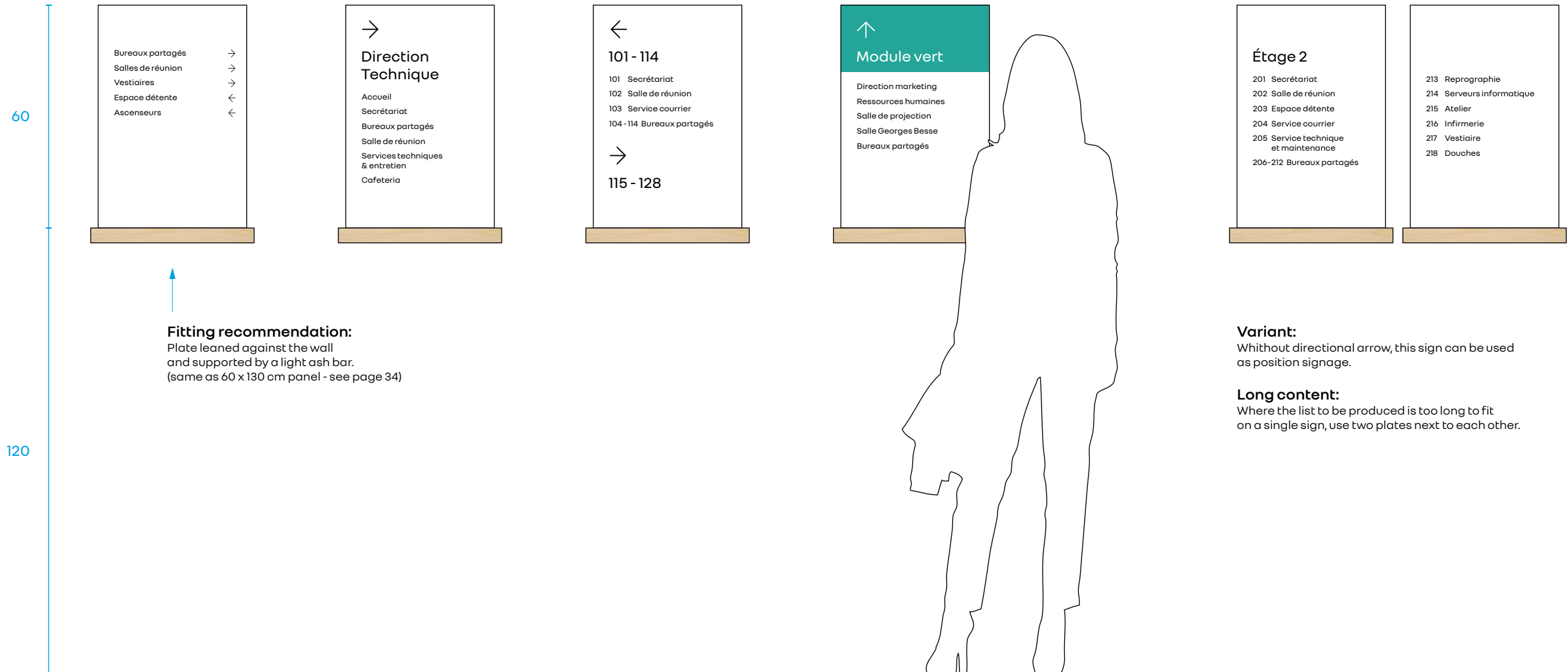
Arrow versions dedicated to indoor signage (see page 07). To respect the optical centring of each arrow in its module, use the templates available on the Renault Group Brandhub.



Dimensions: according to the position in the post or directional panel

Dimensions in centimetres

## Directional wall plate Examples



## Directional wall plate Single & multiple directions

Format: 40 x 60 cm

Wall sign with a white background & black texts.

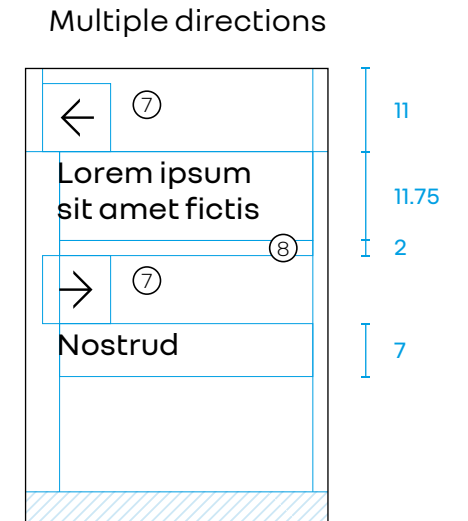
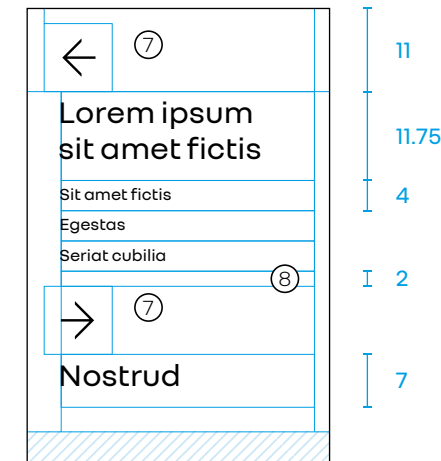
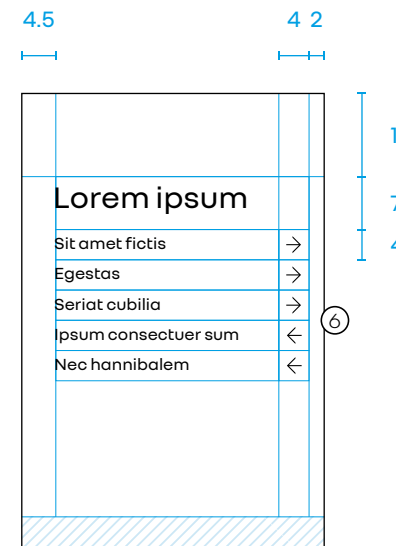
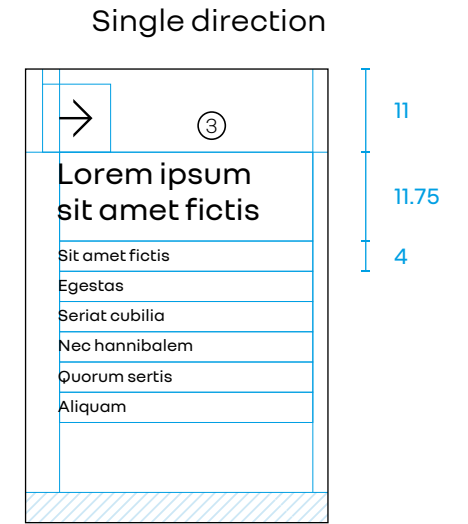
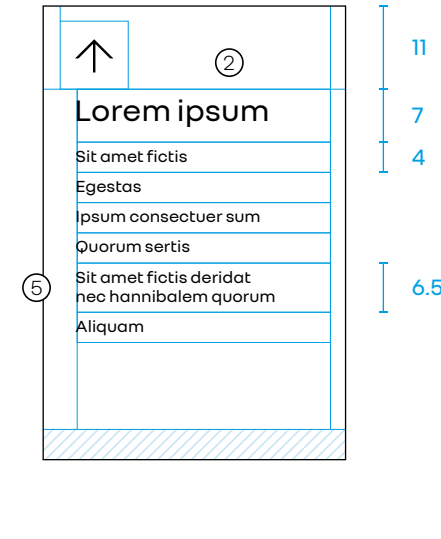
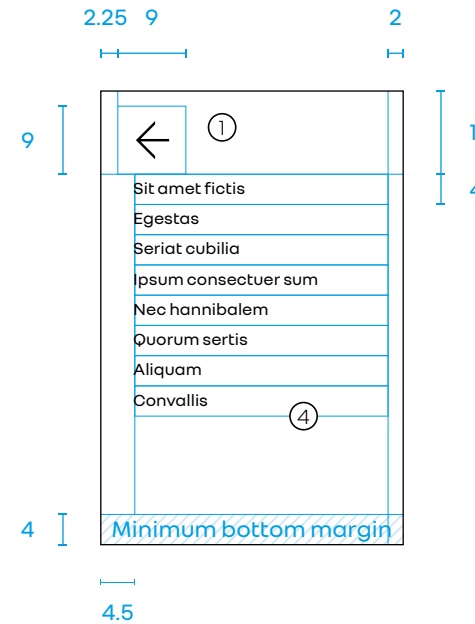
The modular construction principle for directional plates is the same as that for posts and panels described in previous pages.

The templates shown opposite and on the following page show the dimensions used in this format.

- ① Arrow module
- ② 1-Line title module
- ③ 2-Line title module
- ④ 1-Line text modules
- ⑤ 2-Line text modules
- ⑥ Arrow modules combined with text modules
- ⑦ Arrow modules combined with title modules
- ⑧ Separation modules

The first title or text module is always immediately under the 11 cm top margin.

The construction of modules for use in directional plates is detailed on page 39.



## Directional wall plate Numbered rooms & color code

Format: 40 x 60 cm

Wall sign with a white background & black texts.

The modular construction principle for directional plates is the same as that for posts and panels described in previous pages.

The templates shown opposite and on the previous page show the dimensions used in this format.

### Numbered rooms

- ① Number modules combined with text modules
- ② Numbers used in the title modules
- ③ Numbers grouped on one line

The first number is placed in its module, followed by a space and a hyphen.

The second one is placed in the text module, separated from the room name by two spaces.

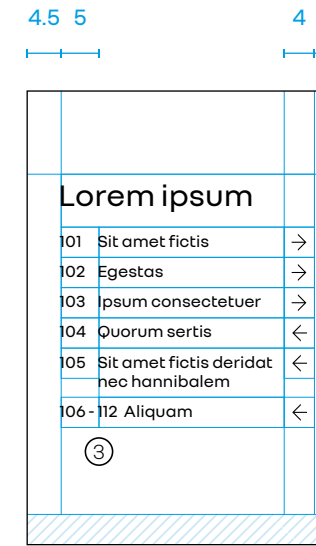
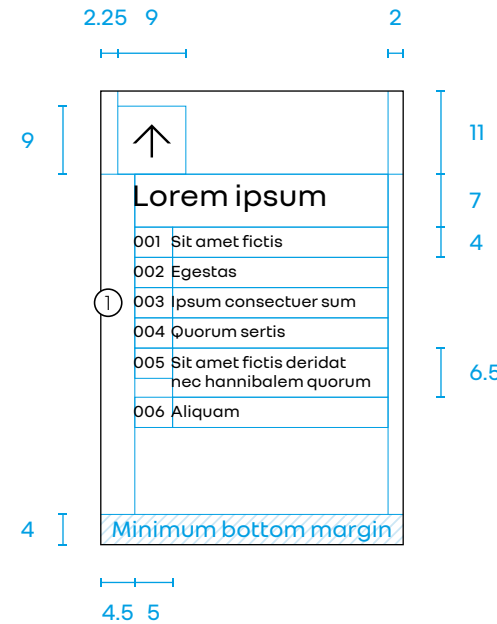
### Color code

- ④ Arrow only - single direction
- ⑤ Arrow & title - single direction
- ⑥ Title only - multiple directions

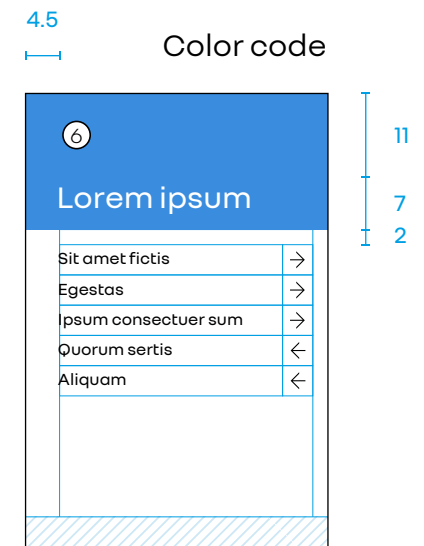
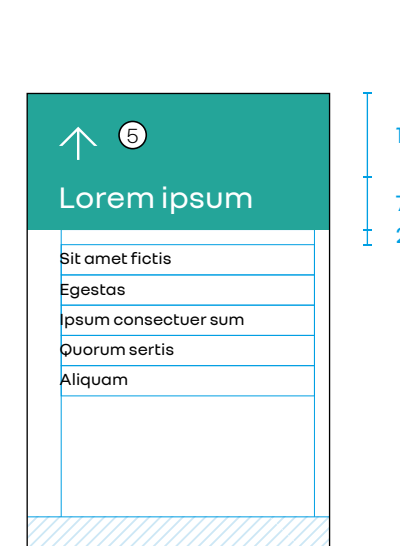
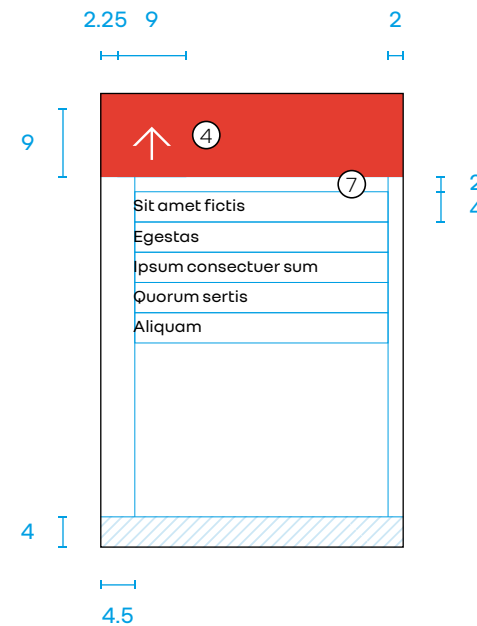
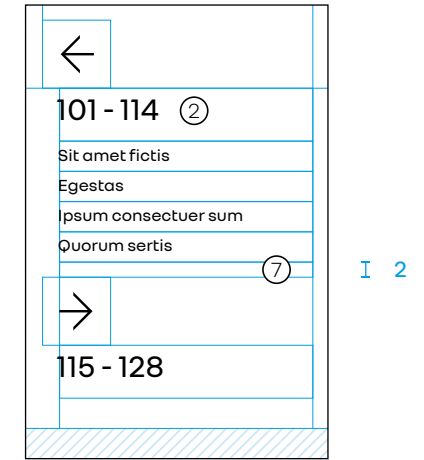
The colors to be used are additional colors shown on page 09.

### ⑦ Separation modules

The construction of modules for use in directional plates is detailed on page 39.



### Numbered rooms



Dimensions in centimetres

## Directional wall plate Module templates

The modules shown opposite are used in indoor **directional wall plates**. (See pages 36 to 38).

### ① Title modules (including number titles)

- Renault Group Regular
- Body: 120 pt - upper & lowercase
- Color: black

### ② Text module

- Renault Group Regular
- Body: 65 pt - upper & lowercase
- Color: black

### ③ Number module

- Renault Group Regular
- Body: 65 pt - upper & lowercase
- Color: black

### ④ Numbers grouped on 1 line

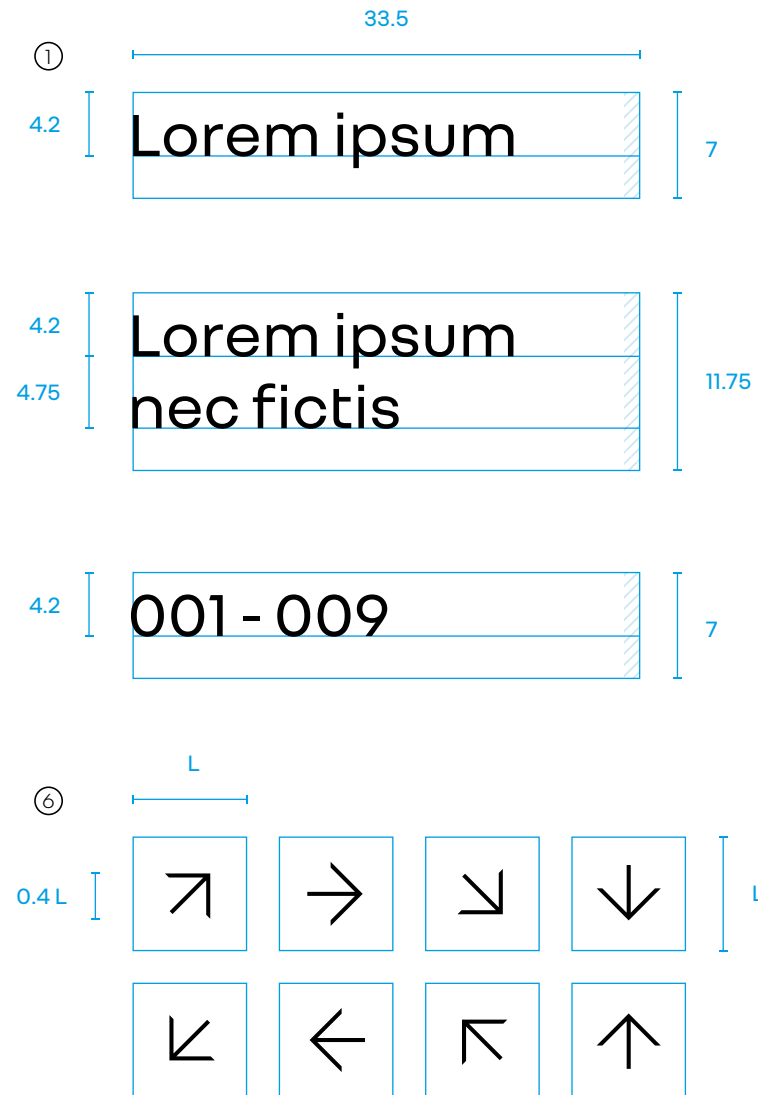
The first number is followed by a space and a hyphen. The second one is placed in the text module, separated from the room name by a double space.

### ⑤ Text margin

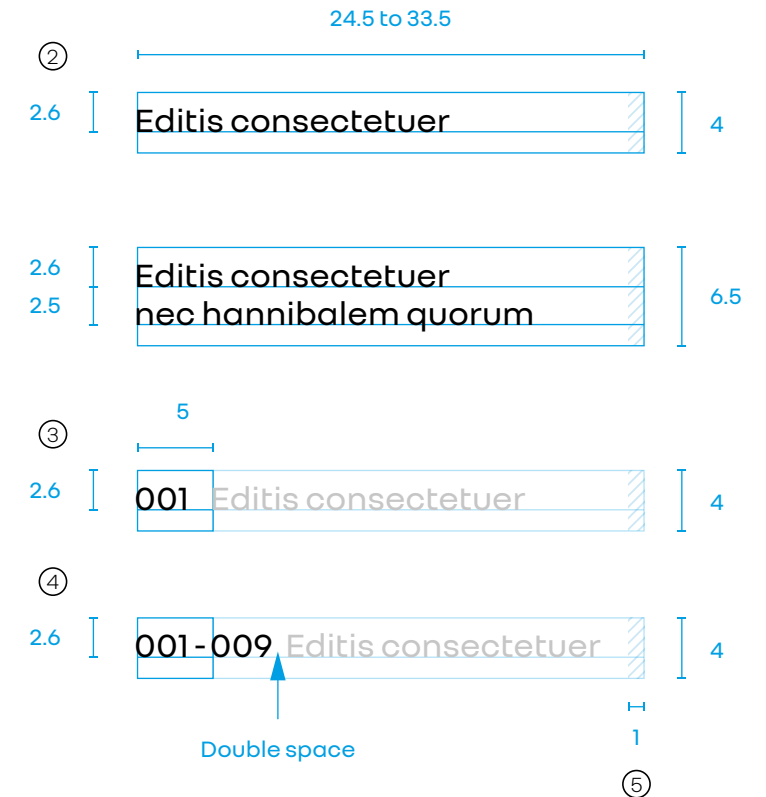
A 1 cm right margin must be respected in every title or text module.

### ⑥ Arrow modules

Arrow versions dedicated to indoor signage (see page 07). To respect the optical centring of each arrow in its module, use the templates available on the Renault Group Brandhub.

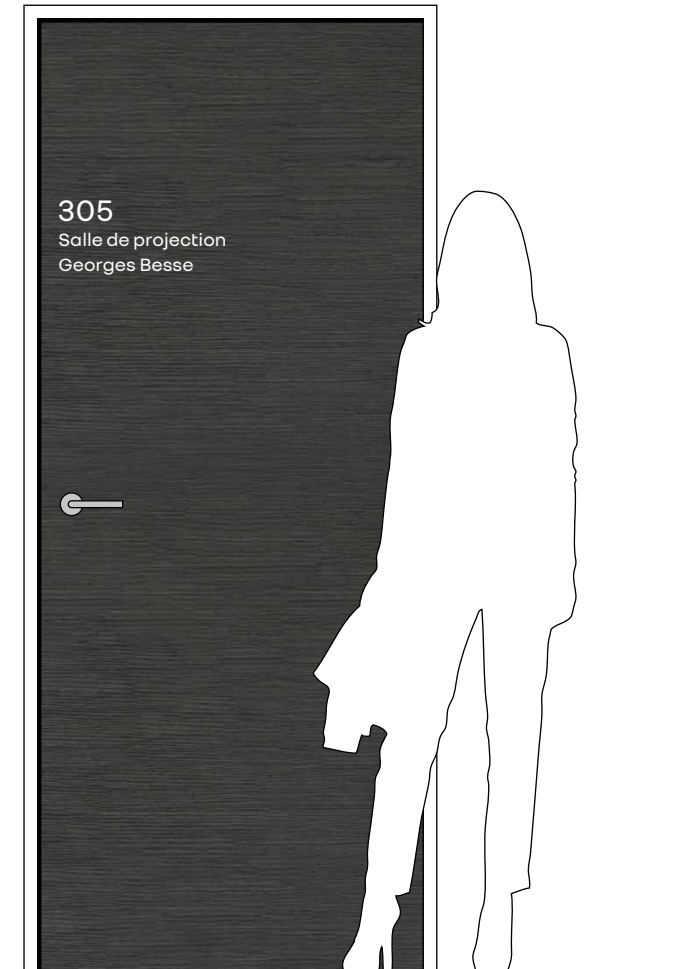
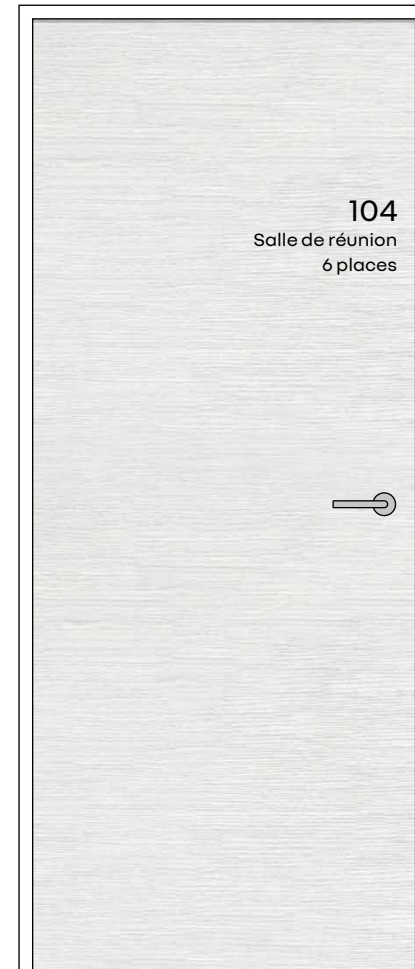
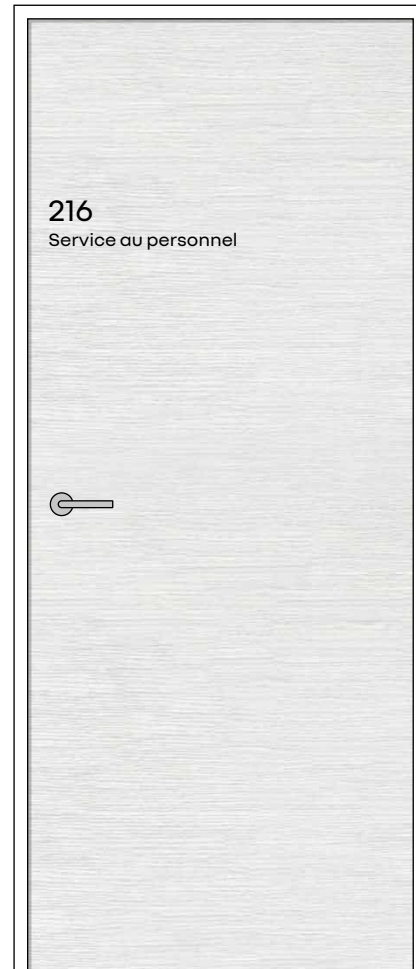
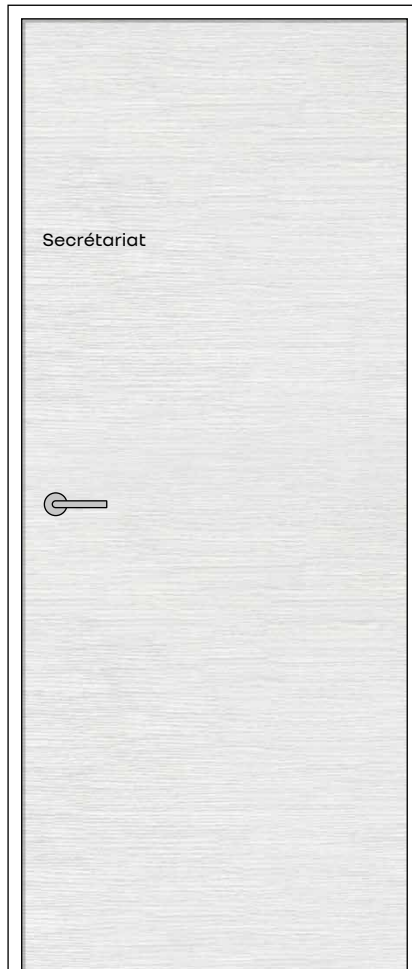


Dimensions: according to the position in the post or directional panel



Dimensions in centimetres

## Marking on doors Examples





## Marking on doors Construction

Screen printed or adhesive cut-out texts.  
Color: black or white according to the door color.

### ① Simple marking

- Renault Group Regular
- Body: 120 pt - upper & lowercase

### ② Options

#### Adding a number

- Renault Group Regular
- Body: 200 pt

#### Text on two lines

- Line spacing: 5.5 cm

### ③ Alignment

By default, the marking is aligned with axle of the door handle.



Dimensions in centimetres

## Signage

—Indoor

### Door plate Examples

**Format: 150 x 200 mm**

Wall sign with a white background & black texts.

These plates are available in several versions:

- Spaces by name
- Spaces by use
- Spaces by number
- Spaces by occupant (name & title)...

Templates are detailed on the following page.

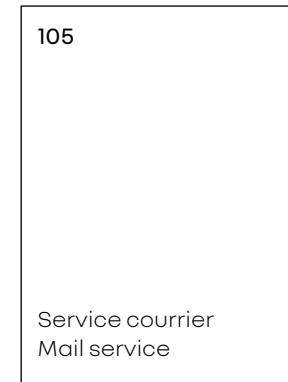
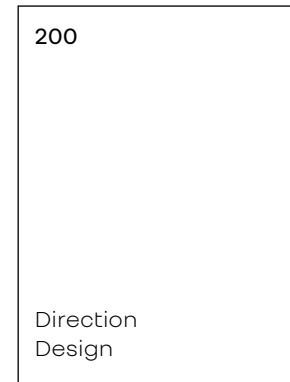
#### ① Text in the upper part

- Renault Group Regular
- Body: 36 pt - upper & lowercase

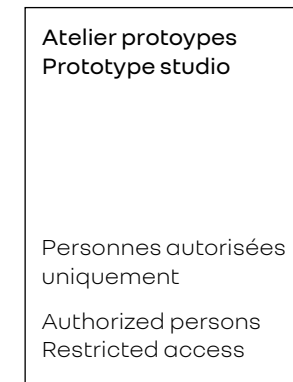
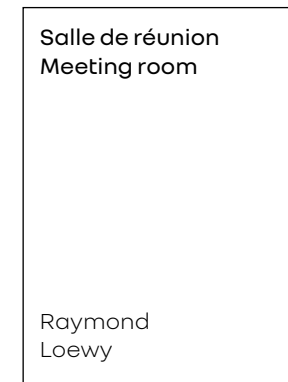
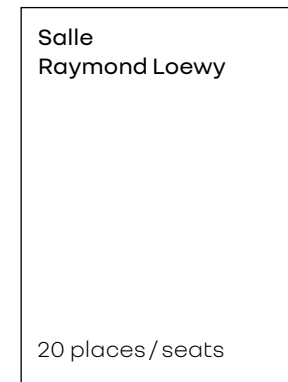
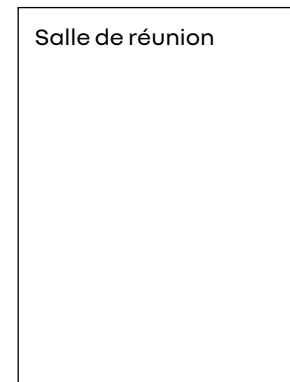
#### ② Text in the lower part (optional)

- Renault Group Light
- Body: 36 pt - upper & lowercase

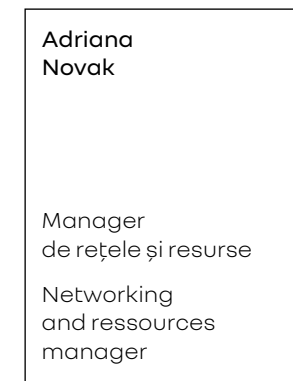
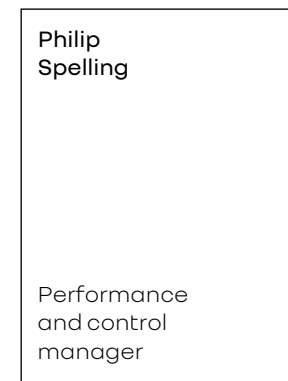
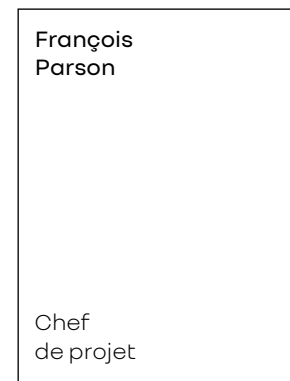
#### Number + designation



#### Designation + additional information



#### Name + title



## Door plate Template

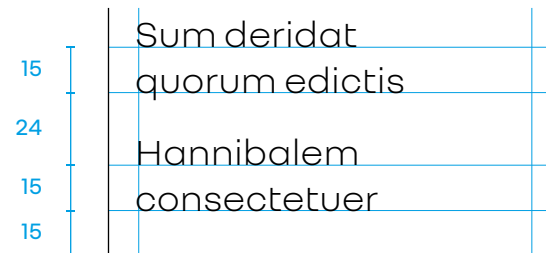
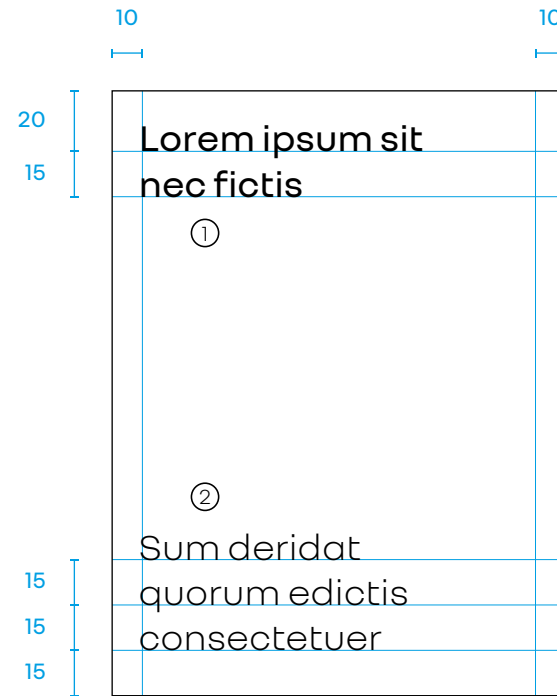
Format: 150 x 200 mm

① Text in the upper part

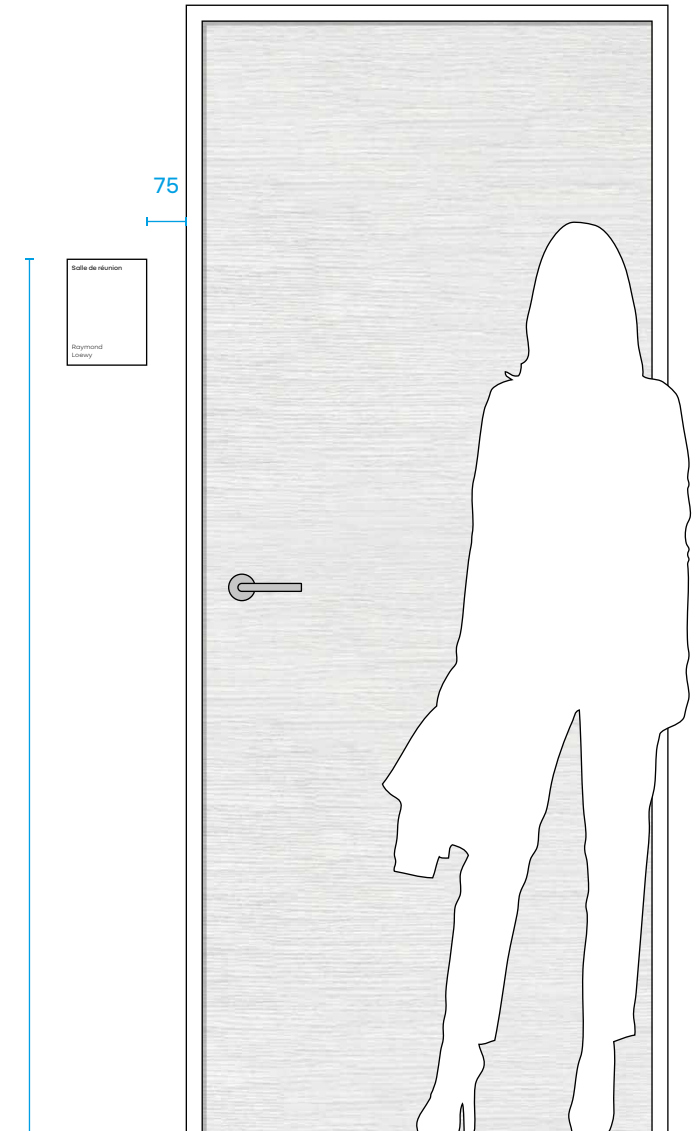
- Renault Group Regular
- Body: 36 pt - upper & lowercase

② Text in the lower part (optional)

- Renault Group Light
- Body: 36 pt - upper & lowercase



1650



Dimensions in millimetres

## Team panel Principle

### Format: 750 x 1960 mm

In a context of shared offices, these panels serve as information and communication media for the various teams that may be present on the site.

### Product ID

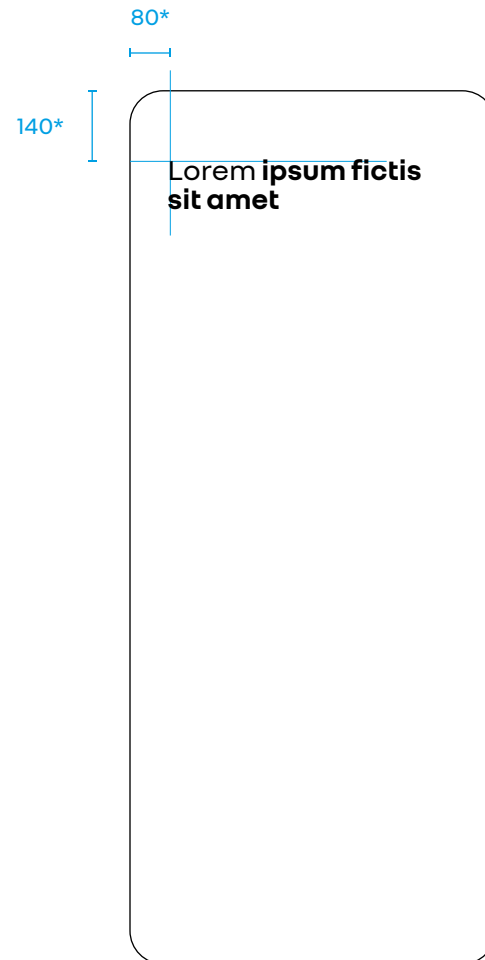
Brand: Lintex

Product name: Frame Mobile 750 x 1960

### Entity name

- Renault Group Regular & Bold
- Body: 165 pt\* - upper & lowercase
- Line spacing: 165 pt\*
- Black adhesive letters

\* The typeface sizes may be adapted slightly, according to the length of the texts.



Dimensions in millimetres  
\*Default values



# Team panel Examples



## Locker label

### Format: 90 x 55 mm

In a context of shared offices, these labels identify the owner of each personal locker.

They include first name and names, as well as the name of the department concerned.

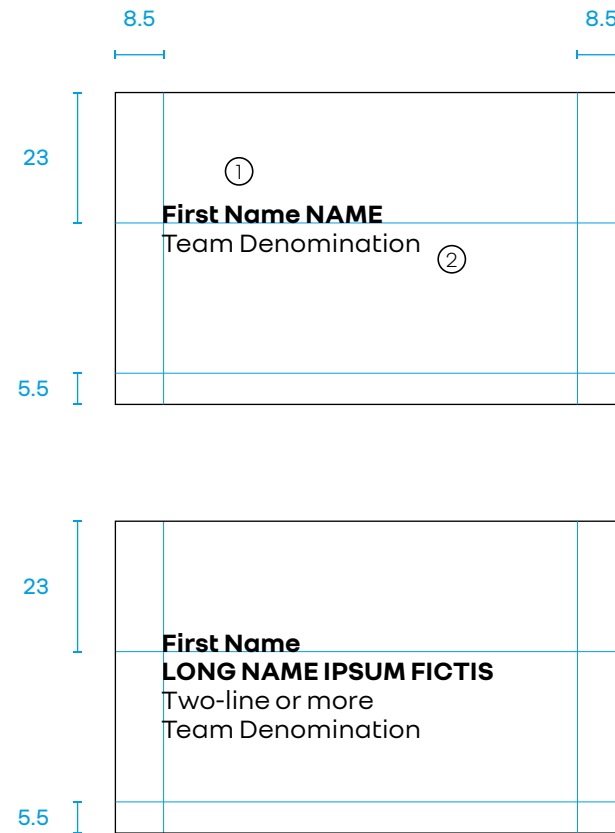
The text length cannot exceed 6 lines.

#### ① First Name & Name

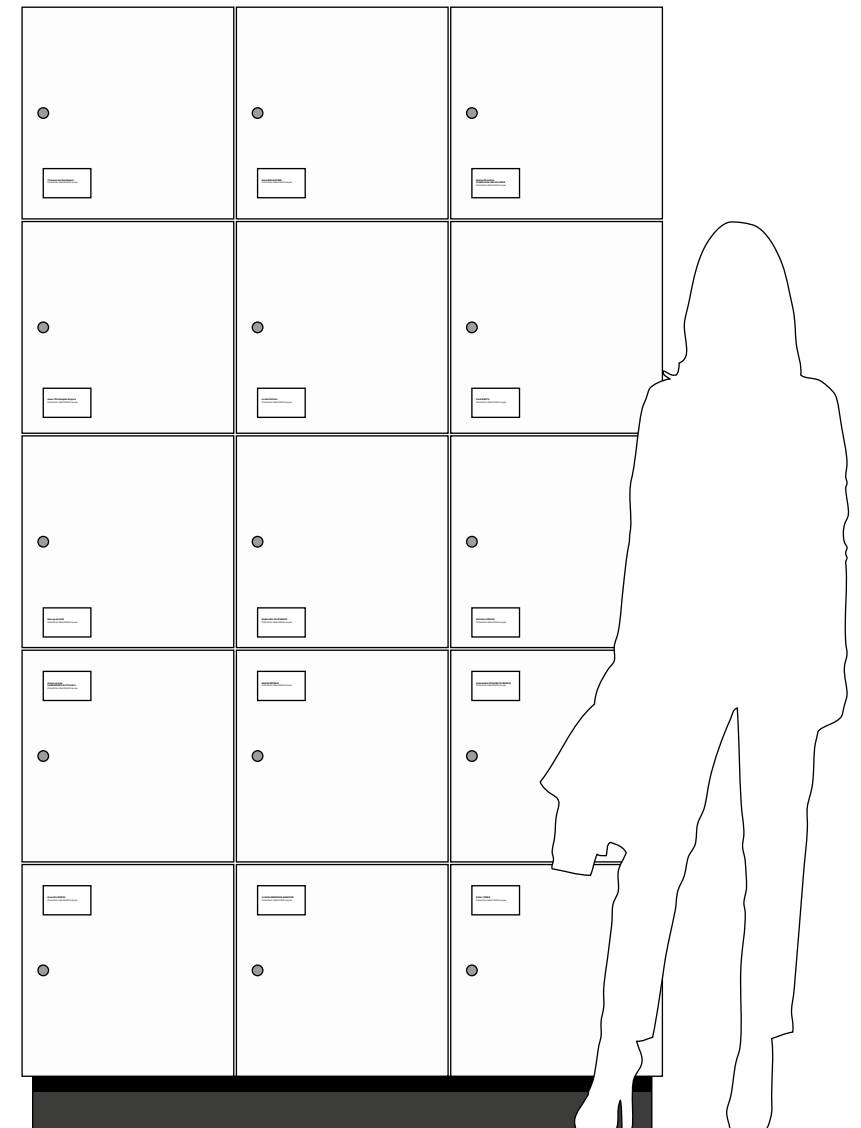
- Renault Group Bold
- Body: 13.5 pt - upper & lowercase (First Name) and uppercase (NAME)
- Line spacing: 14.4 pt

#### ② Department name

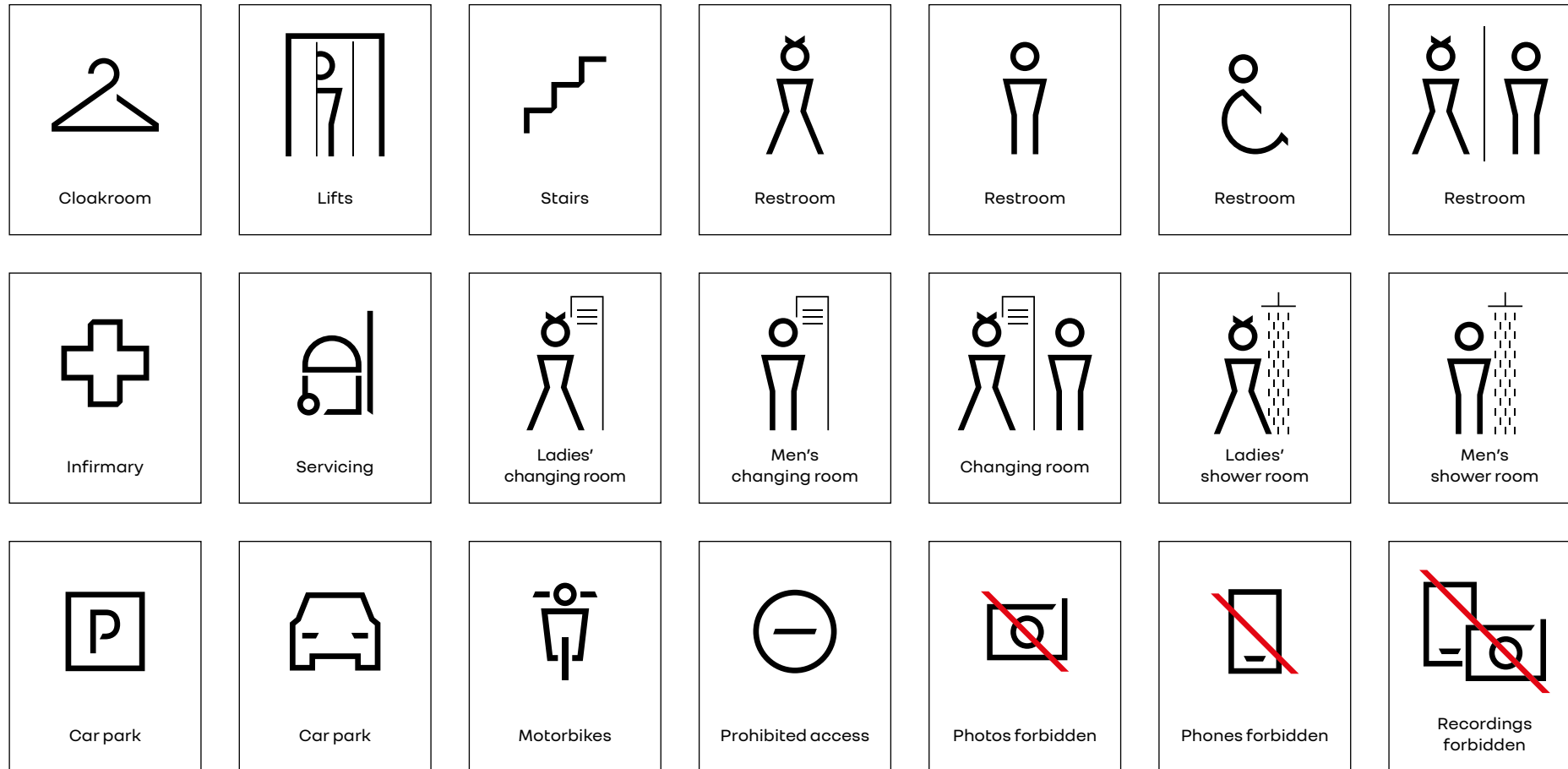
- Renault Group Book
- Body: 13.5 pt - upper & lowercase
- Line spacing: 14.4 pt



Dimensions in millimetres



### Technical signage on doors Collection



## Technical signage on doors Template

**Format: 100 x 120 mm**

Door sign with a white background & black graphics.

### ① Pictograms

The largest pictogram is sized so as to occupy the height of the pictogram zone (74 mm).  
The other pictograms are then sized using the same scale and centred in the pictogram zone.

### ② Text

- Renault Group Regular  
- Body 26 pt

### ③ Two-line version for long texts

- Line spacing: 11 mm

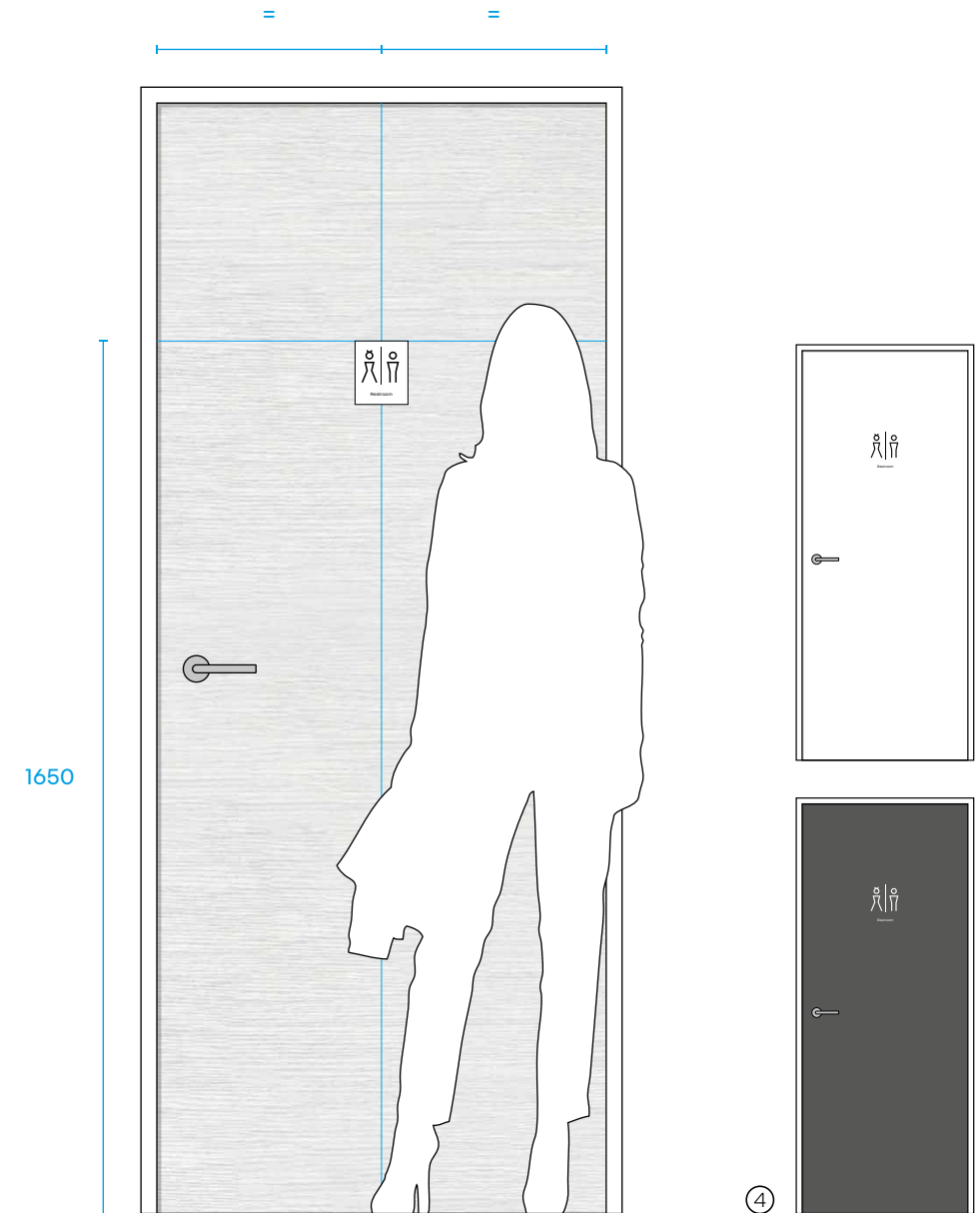
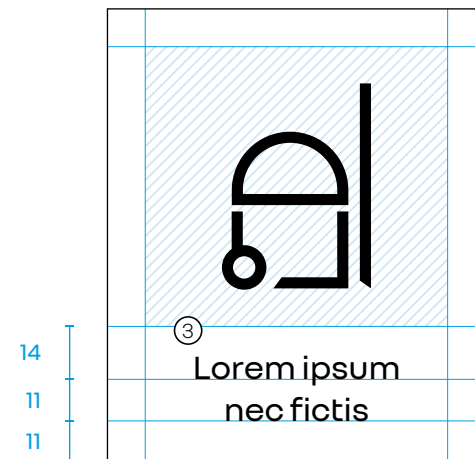
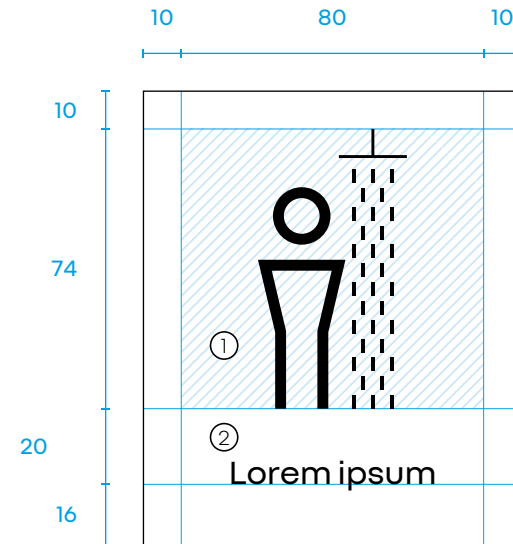
### ④ Alternative

Pictograms and their keys may also be produced in cut-out adhesive material, applied directly to the door.

Color: satin black on a light door or satin white on a dark door.

Construction: as opposite.

Then, the size of the whole marking can be increased if necessary (example: 200%).



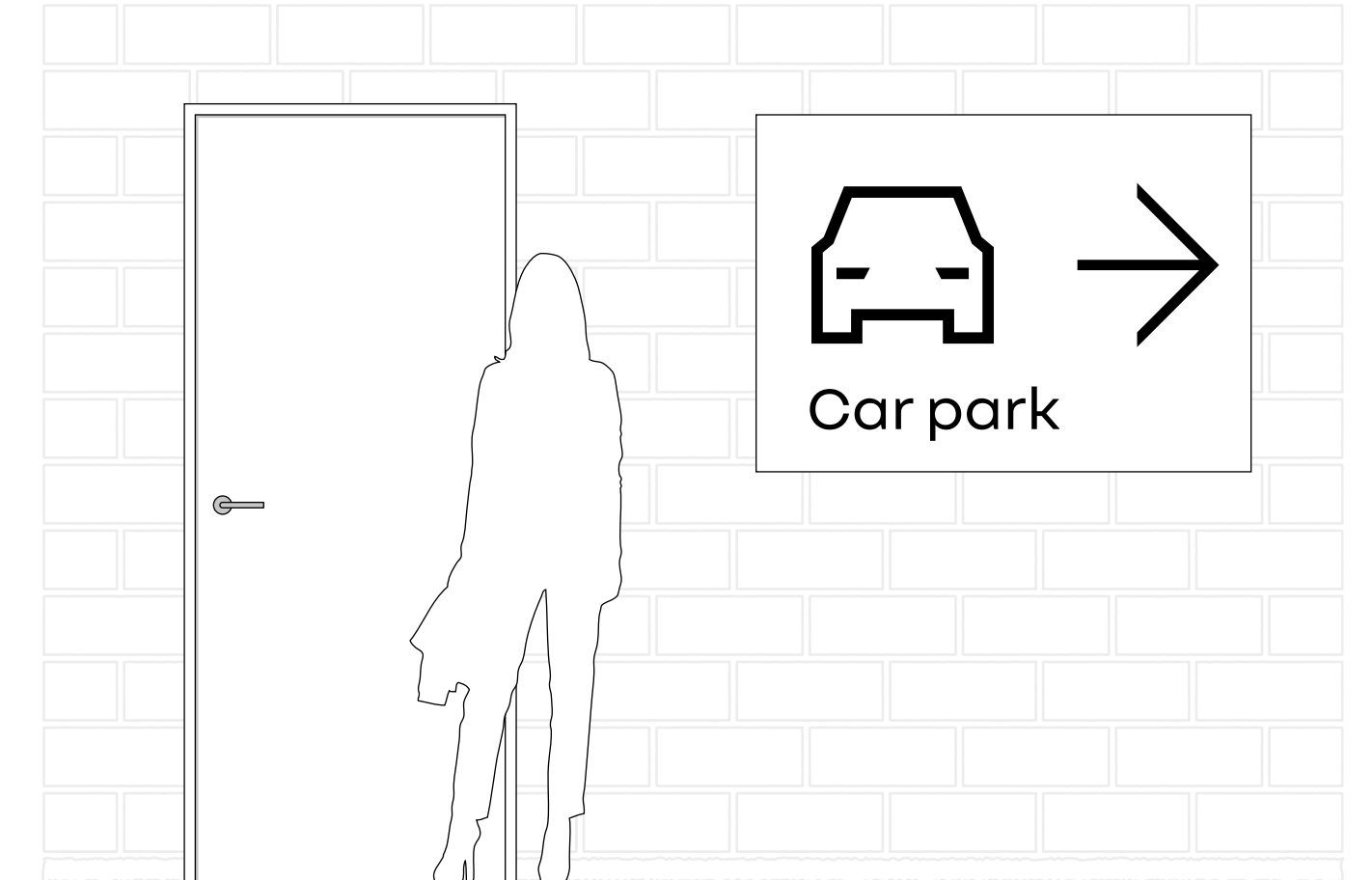
Dimensions in millimetres



## Wall signage

### Example

Pictograms and arrows may also be used in large format wall signs.



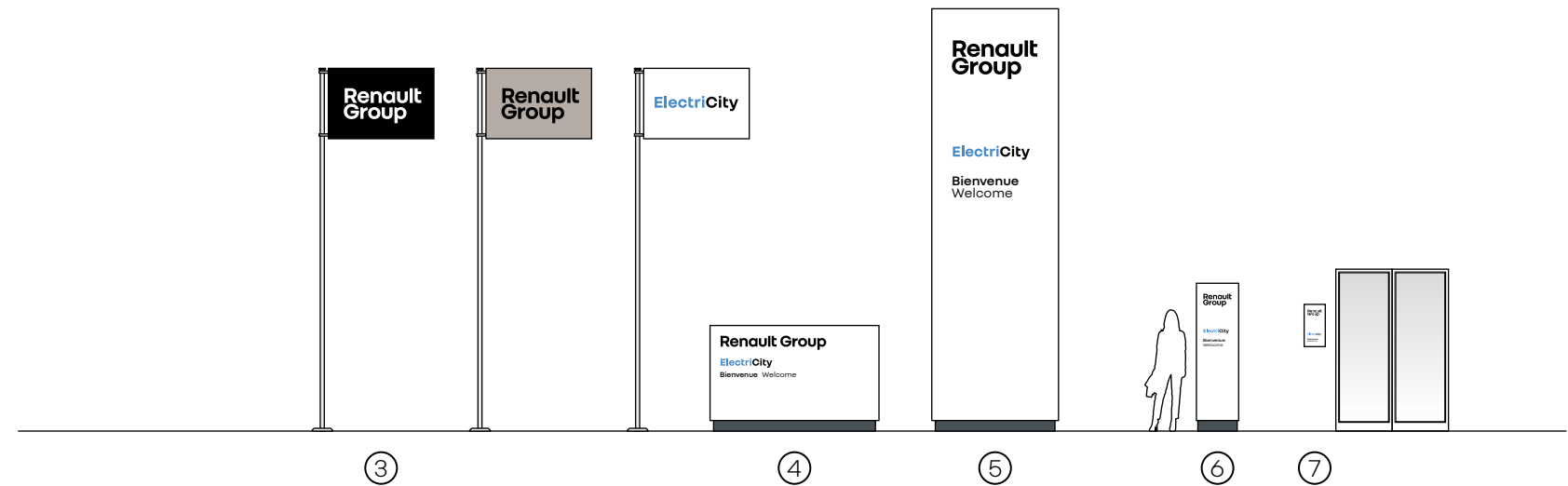
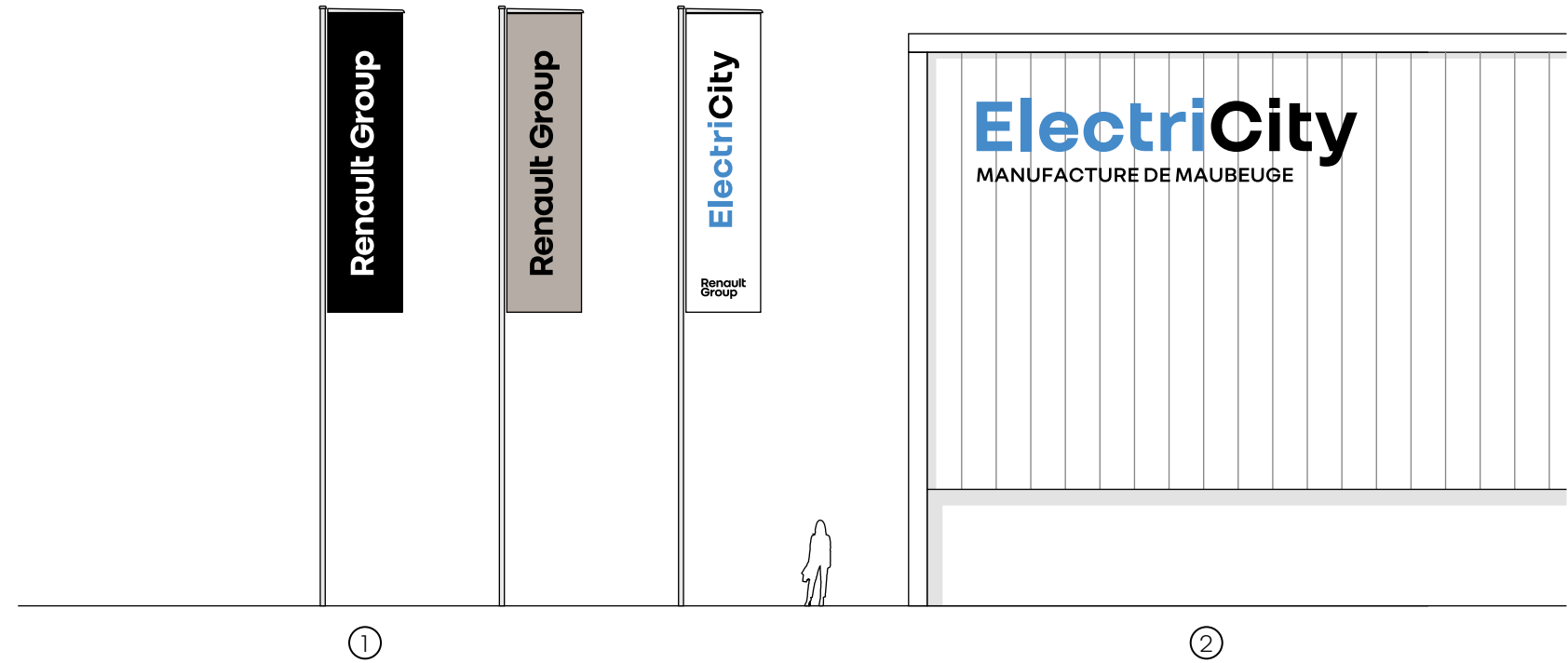
**Appellations**

## Overview

The reference centers of Renault Group (Electricity, Re-factory, Software Factory, etc.) have their own appellation logos.

This chapter describes the adaptation of outdoor signage media affected by this particularity.

- ① Vertical flags
- ② Markings on buildings
- ③ Horizontal flags
- ④ Horizontal welcome post
- ⑤ Vertical Welcome post (alternative to 4)
- ⑥ Pedestrian welcome post
- ⑦ Welcome wall plate



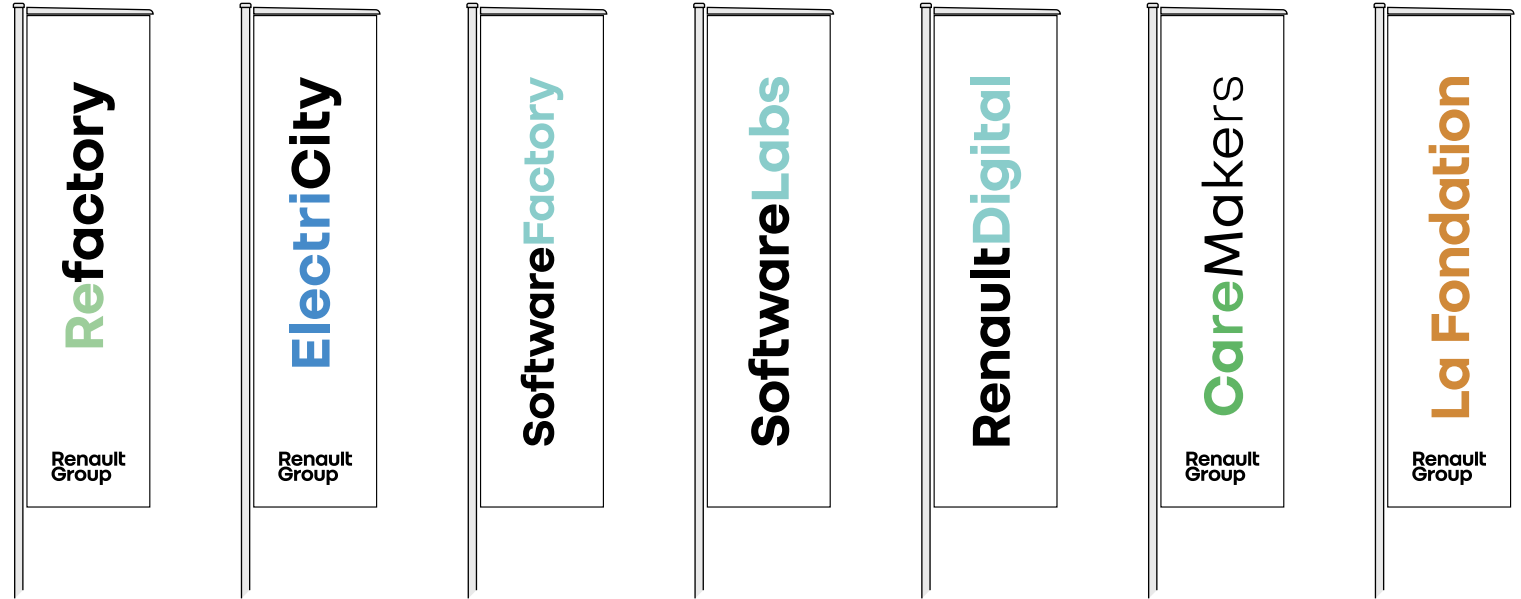
## Vertical flags

### Principle & overview

The vertical flags are of the same format as the Renault Group flags described in the Outdoor section (150 x 600 cm or 150 x 500 cm)..

**Depending on the length of the appellation logo, the Renault Group logo is present or not on the flag.**

Find on the following pages the options for setting up on site, as well as the construction of these flags.



## Vertical flags 3-flag setting

Groups of three flags, close to the main building or at the edge of the site:

- 1 black background Renault Group flag
- 1 gray background Renault Group flag
- 1 appellation flag (see page 14)
- 1 appellation flag

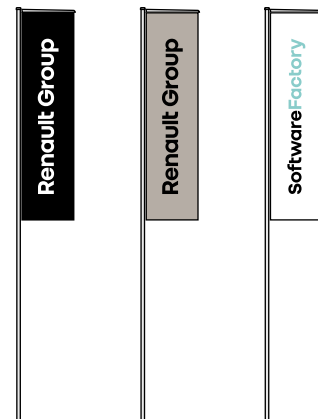
### Warning

Never place the appellation flag between the two others.

See templates on page 55.

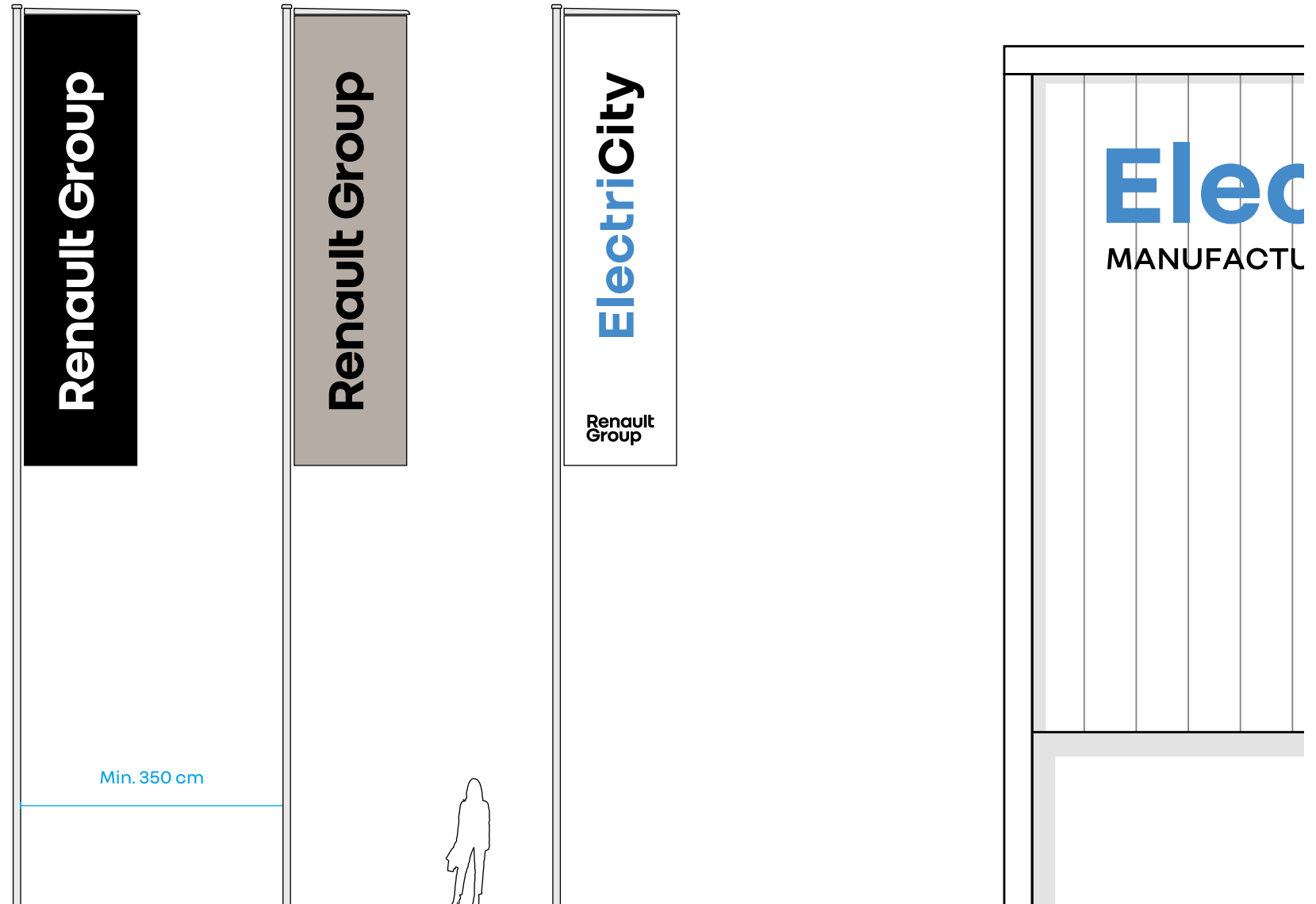
### Example

Long appellation logotype



### Example

Electricity appellation

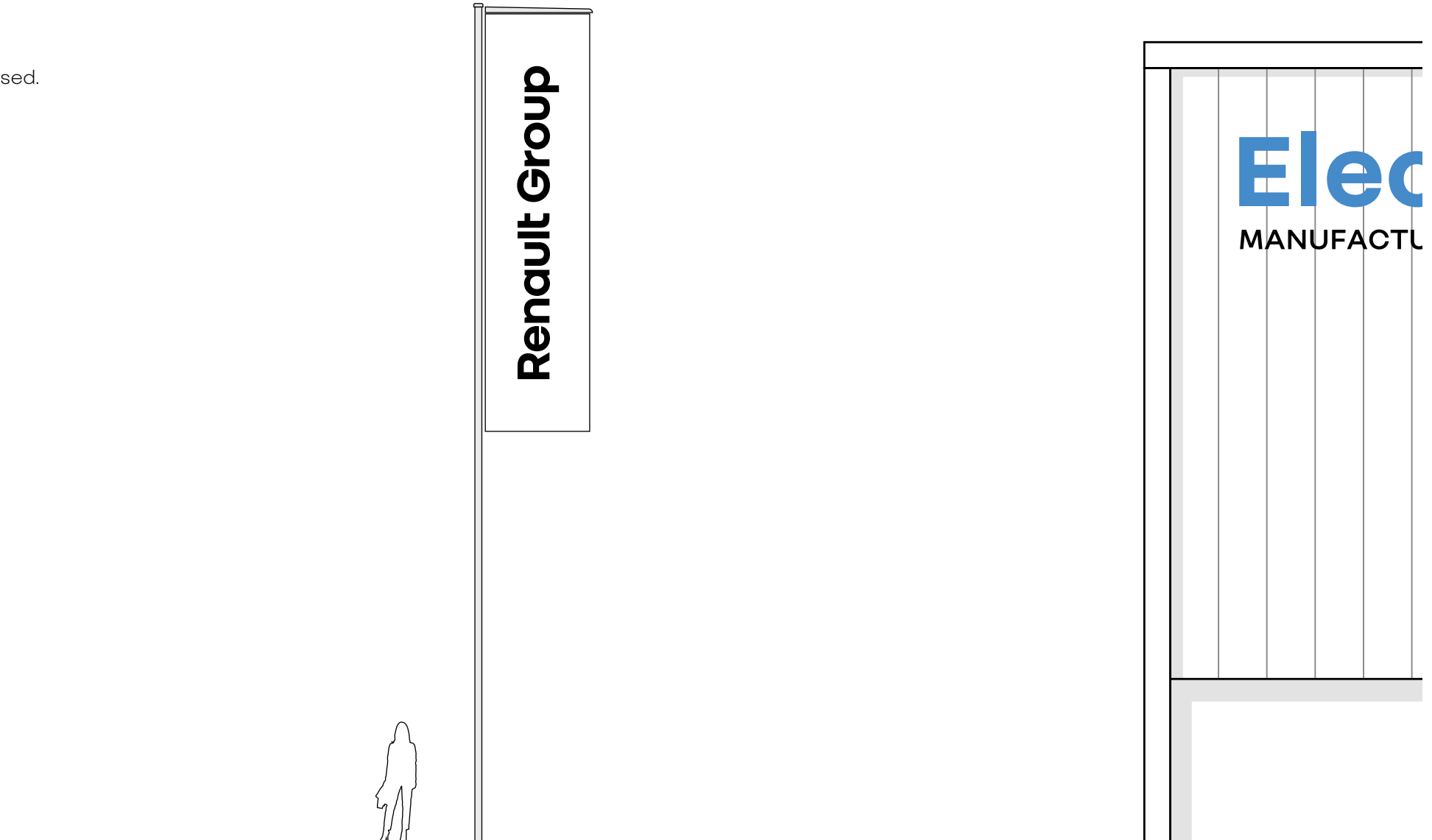


## Vertical flags

### Single flag setting

When only a single flag can be set up, a white background Renault Group flag is used.

(See page 14.)



## Vertical flags Templates

① **Format: 150 x 600 cm**

(Top of pole: 12 m)

② **Format: 150 x 500 cm**

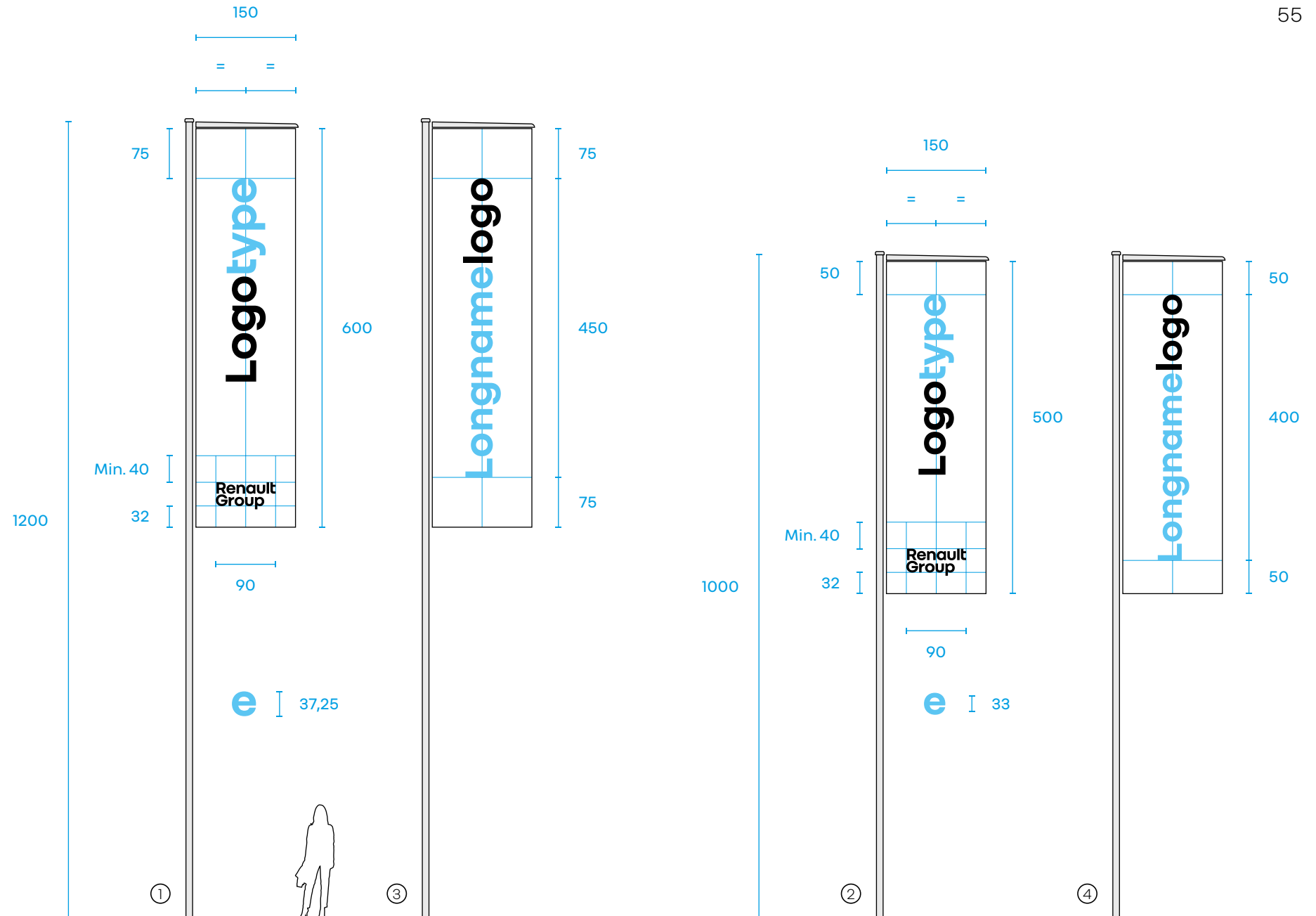
(Top of pole: 10 m)

③ ④ **Specific case: long appellation logotype**

When the appellation logo is too long to respect the margin above the Renault Group logo, the construction shown opposite is used.

### Construction

- One-line appellation logotype
- Two-line Renault Group logotype, black
- White background



## Horizontal flags

### Overview and setting

The horizontal flag are used for entrances.

It is possible to use a group of 3 flags or a single flag:

#### 3-flag setting

- 1 black background Renault Group flag
- 1 gray background Renault Group flag
- (See page 15)
- 1 appellation flag

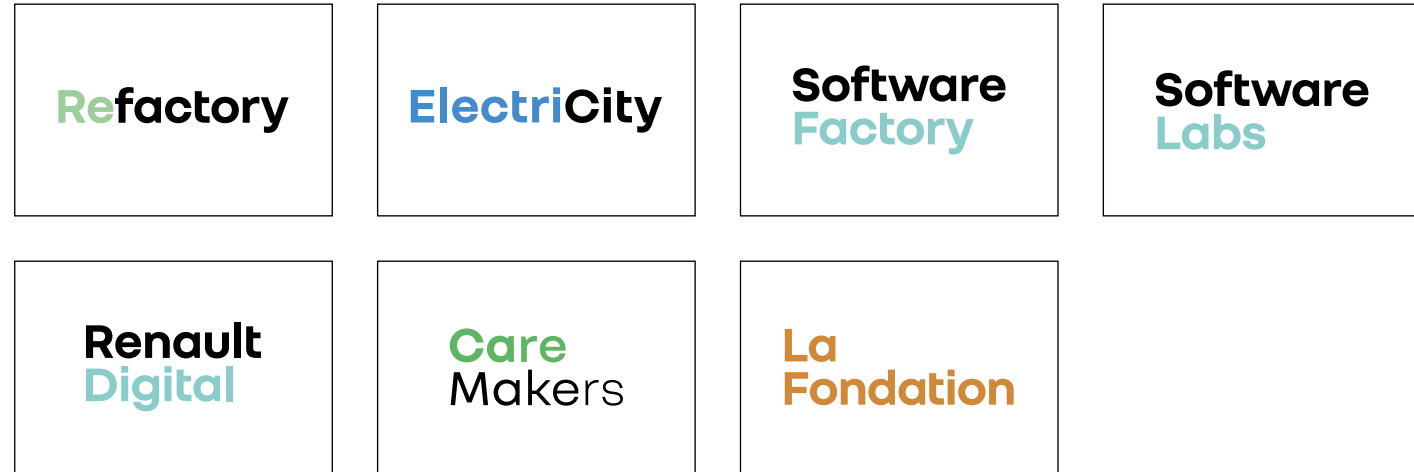
#### Single flag setting

In this case, a white background Renault Group flag is used.

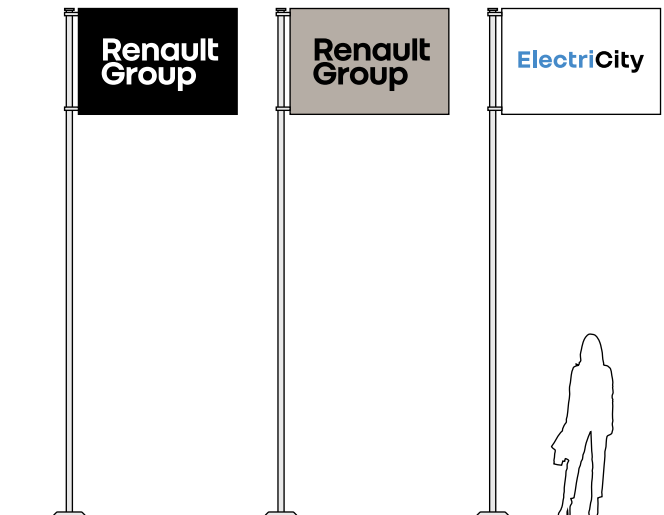
#### Warning

Never place the appellation flag between the two others.

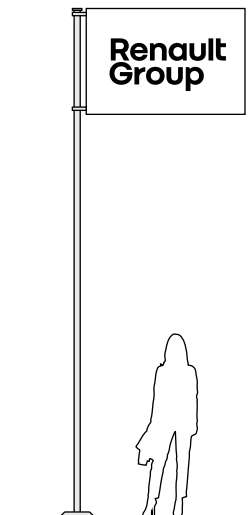
See dimensions and template on next page.



3-flag setting  
Electricity example



Single flag setting  
White background Renault Group flag



Never place the appellation flag between the two others.



## Horizontal flags

### Template

The horizontal flag exists in several dimensions (cm)

	Flag T1	Flag T2	Flag T3
<b>L</b>	150	200	300
<b>H</b>	100	150	200
<b>E</b>	12.5	16.5	25

#### Logotype versions to be used

One-line version:

Electricity - Refactory

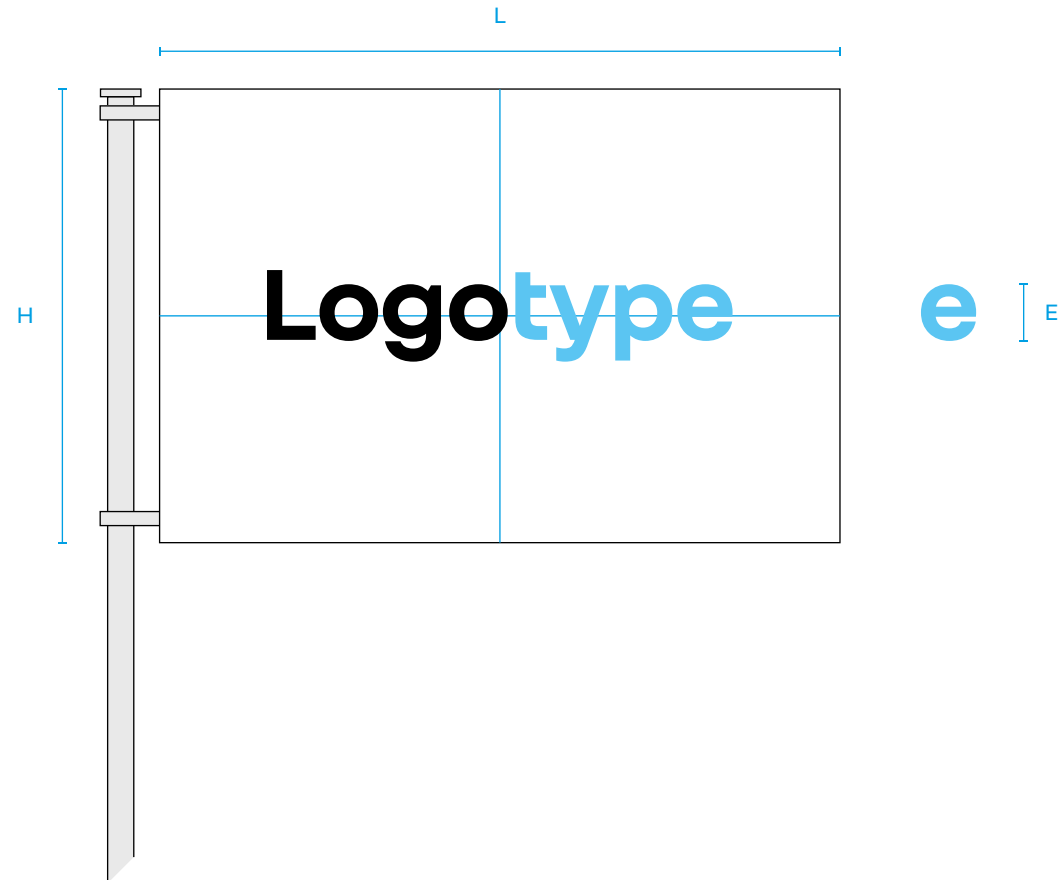
Two-line version:

Care Makers - La Fondation - Renault Digital

Software Factory - Software Labs

The logos are centred in the format.

**White background.**



## Markings on buildings

### Principle

The size of the markings will depend on the layout of the site: size of the building, area available for the lettering, visibility required, and so on.

The lettering is placed in the top left-hand or right-hand corner of the building.

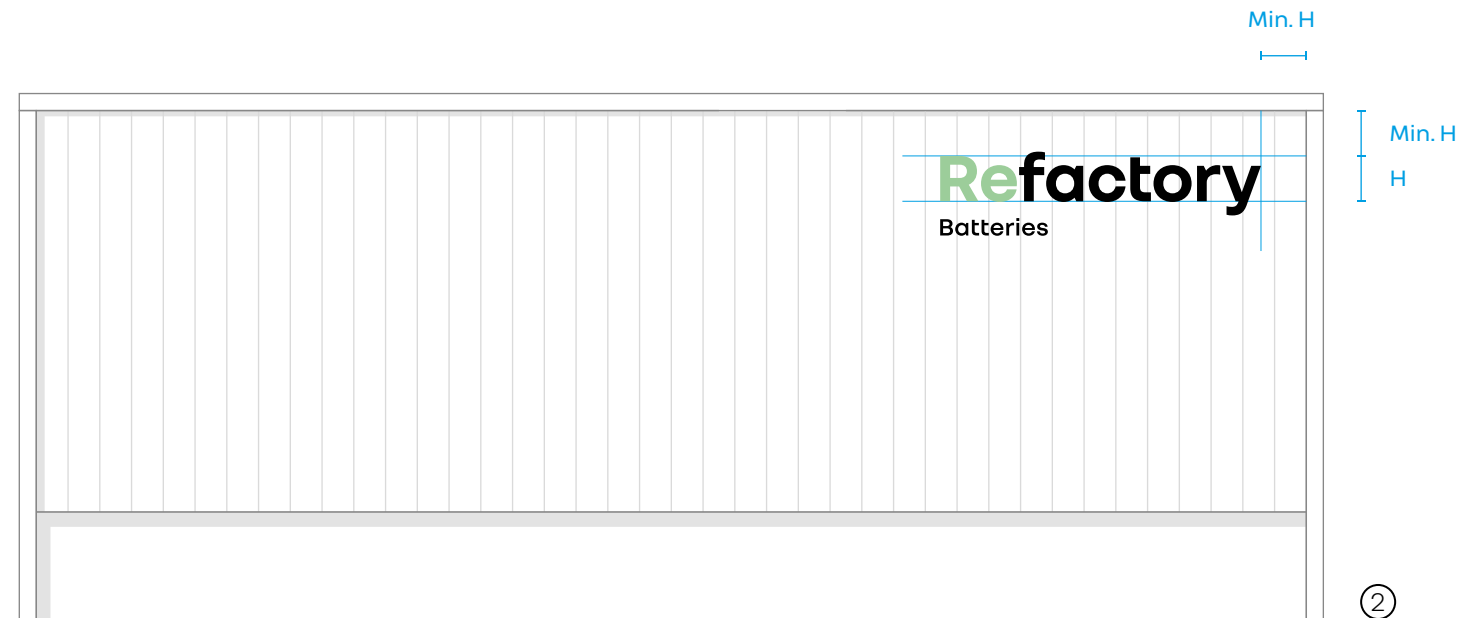
- ① Example in the top left-hand corner
- ② Example in the top right-hand corner

### Warning

The use of right aligned logotypes is prohibited.



①



②

## Markings on buildings Detailed specifications

### Lettering

- Channel letters in 3 mm PMMA
- Daytime color: black and color of the appellation
- Night-time color: white only (illuminated)
- Illuminated faces
- Non-illuminated edges
- Invisible mounts and power supply

Daytime



Night time



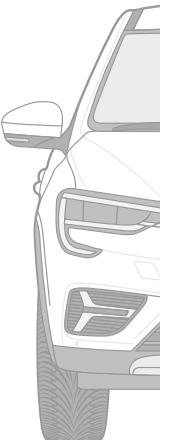
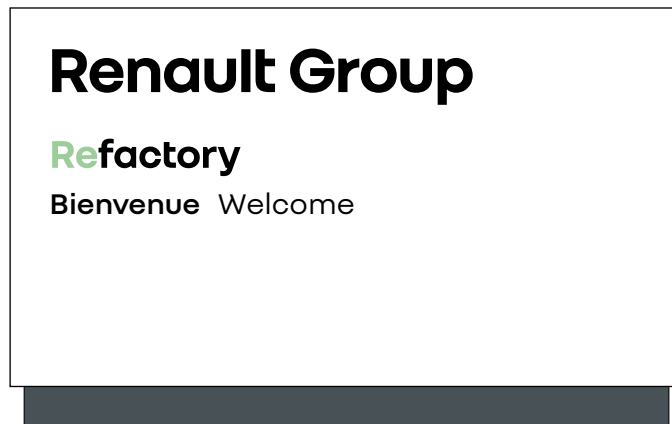
- Illuminated faces
- Non illuminated edges

## Horizontal welcome post Examples

Recommended format: 240 x 150 cm

The horizontal welcome post greets motorised and pedestrian passengers at the entrance to a Renault Group site.

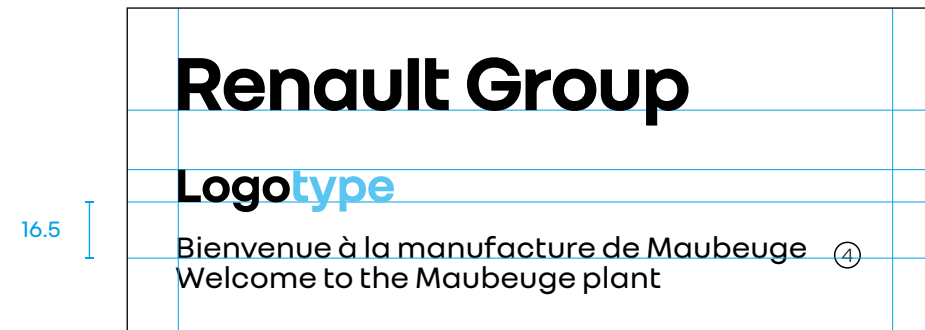
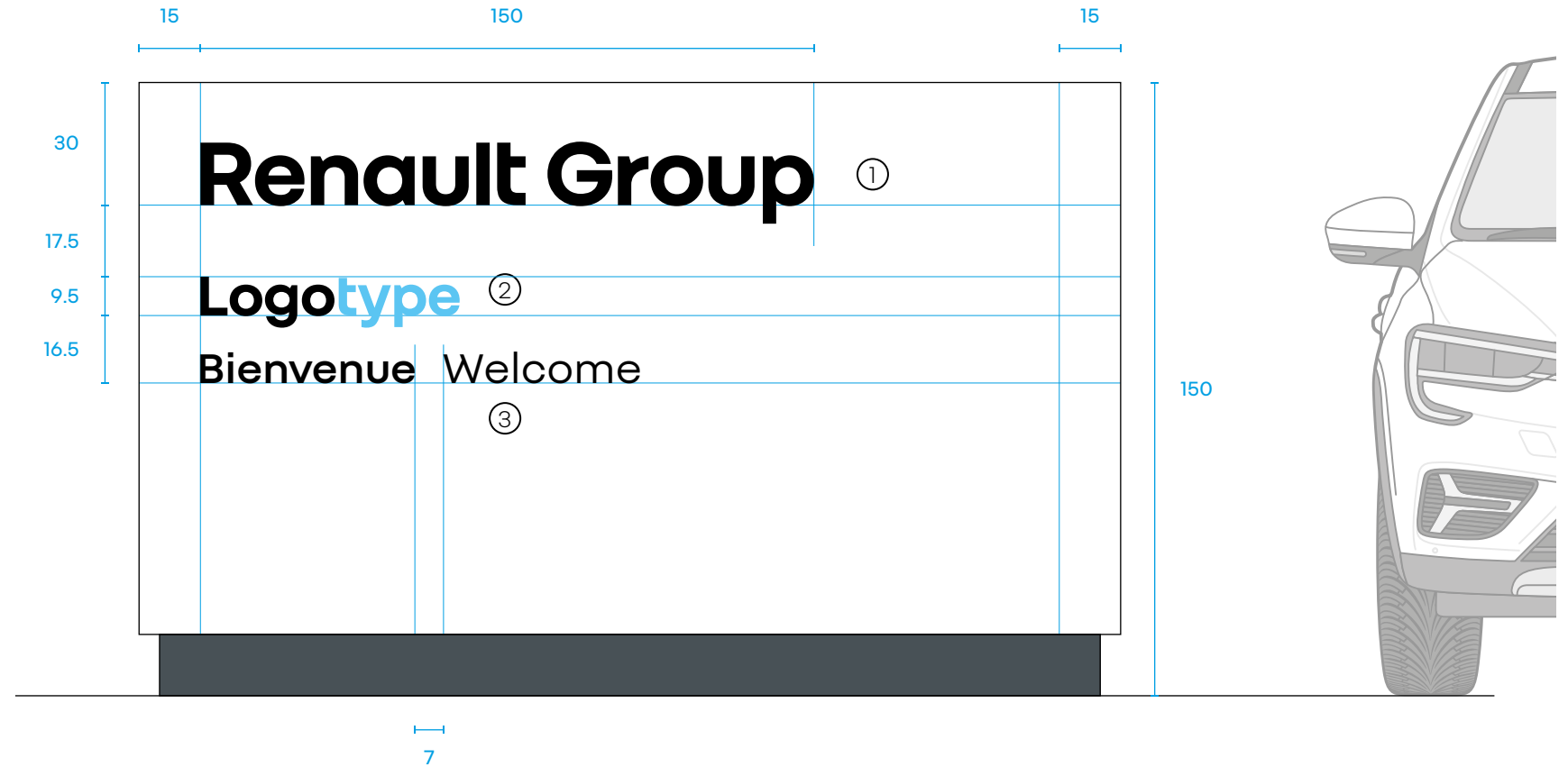
See templates next page.



## Horizontal welcome post Template

Recommended format: 240 x 150 cm

- ① **Renault Group logotype**
  - Embossed illuminated lettering
  - Color: black
- ② **Appellation logotype**
  - One-line logotype version
  - Embossed illuminated lettering
  - Color: black and color of the appellation
- ③ **Welcome text**
  - Renault Group Semibold (local language) and Renault Group Book (Welcome) - upper & lowercase
  - Body: 310 pt
  - Color: black
- ④ **Alternative Welcome text with site name**
  - Renault Group Regular - upper & lowercase
  - Body: 265 pt
  - Line spacing: 244 pt
  - Color: black



Dimensions in centimetres

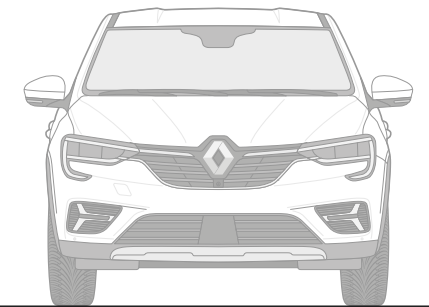
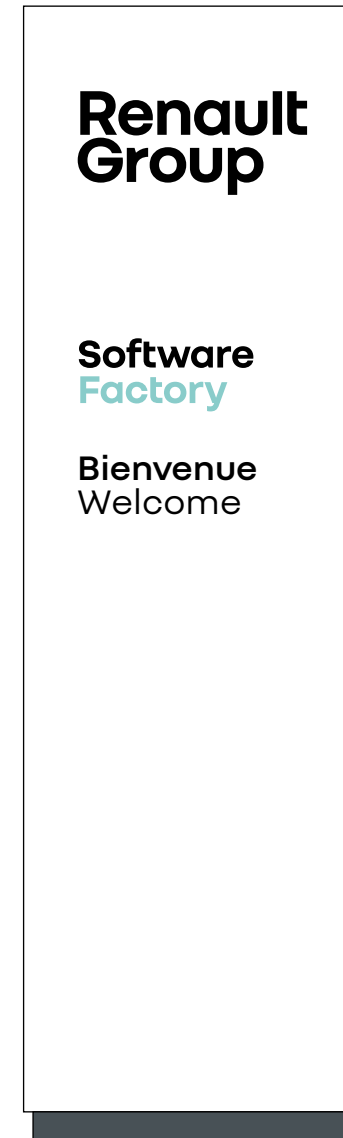
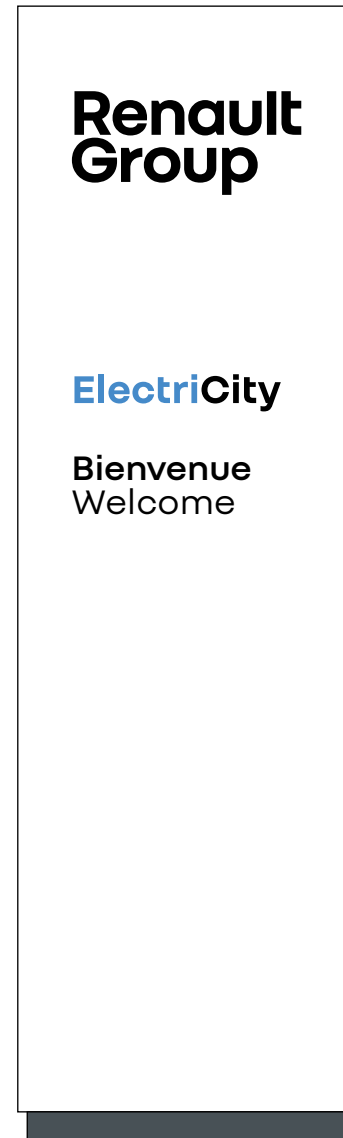
## Vertical welcome post

### Examples

Format example: 180 x 600 cm

When the horizontal post shown on the previous page is not suitable for the site configuration (lack of space on the ground, lack of visibility, etc.), it is possible to use the vertical post shown opposite.

See template next page.



## Vertical welcome post Template

Format example: 180 x 600 cm

Sign with a white background & RAL 7016 grey base.

① **Renault Group logotype**

- Embossed illuminated lettering
- Color: black

② **Appellation logotype**

- Embossed illuminated lettering
- Color: black and color of the appellation

**Logotype versions to be used**

One-line version:

Electricity - Refactory

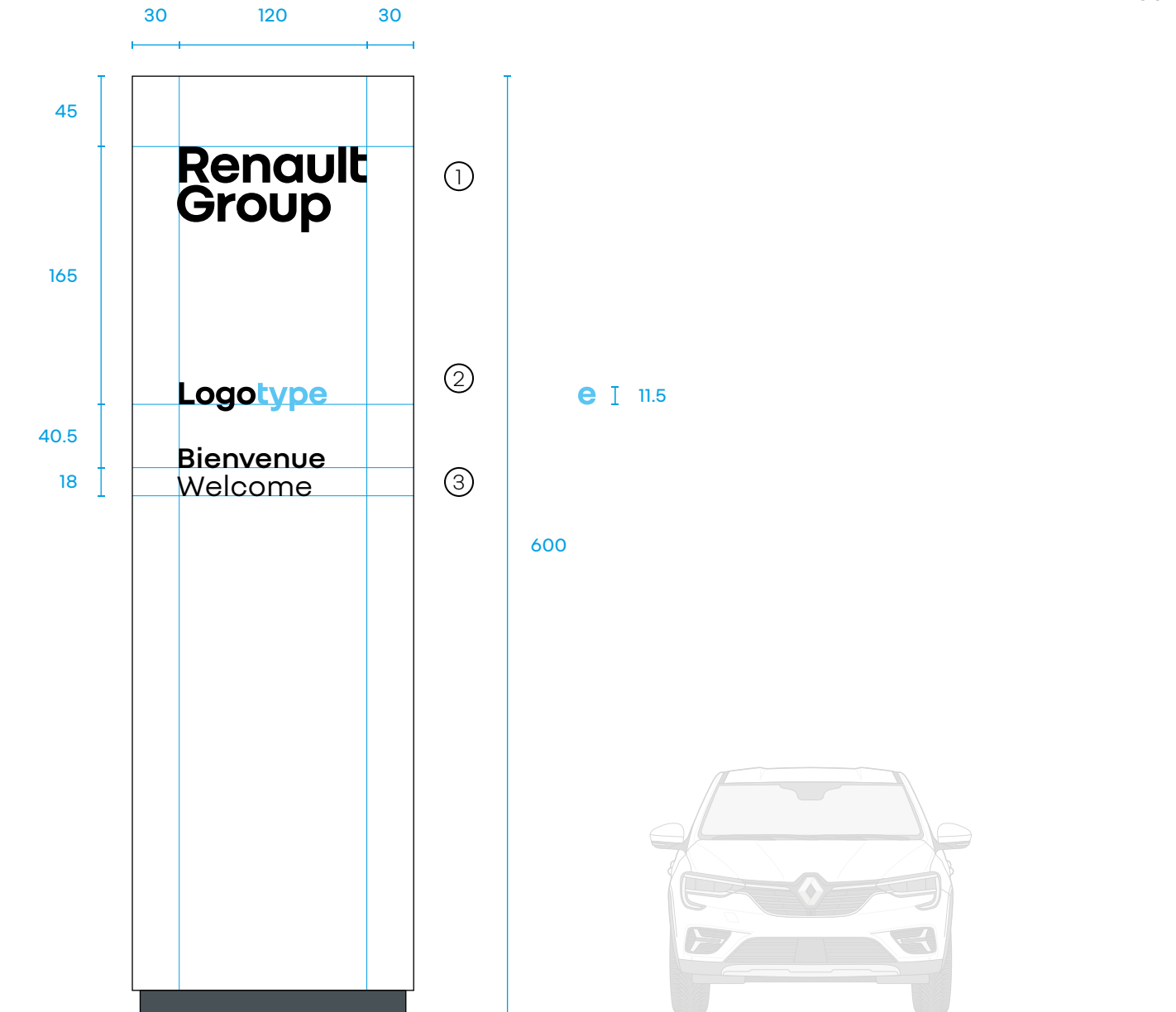
Two-line version:

Care Makers - La Fondation - Renault Digital  
Software Factory - Software Labs

③ **Welcome**

- Renault Group Semibold (local language) and Renault Group Book (Welcome) - upper & lowercase
- Body: 550 pt\*
- Color: black

\* The typeface sizes may be adapted slightly, according to the length of the texts.

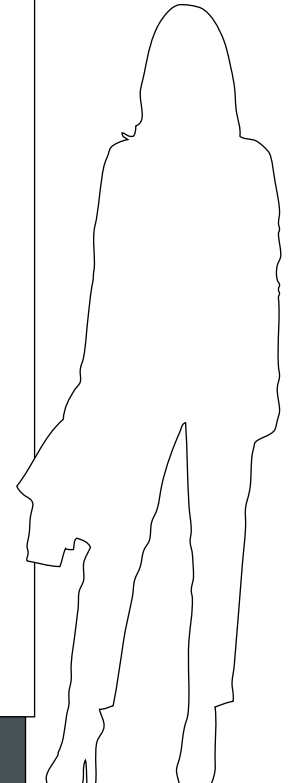


## Pedestrian welcome post Examples

Recommended format: 60 x 210 cm

This type of sign is to be reserved for outdoor pedestrian access points to a site.

See template next page.





## Pedestrian welcome post Template

Recommended format: 60 x 210 cm

Sign with a white background & RAL 7016 grey base.

① **Renault Group logotype**

- Color: black

② **Appellation logotype**

- Color: black and color of the appellation

**Logotype versions to be used**

One-line version:

Electricity - Refactory

Two-line version:

Care Makers - La Fondation - Renault Digital

Software Factory - Software Labs

③ **Welcome**

- Renault Group Semibold (local language)

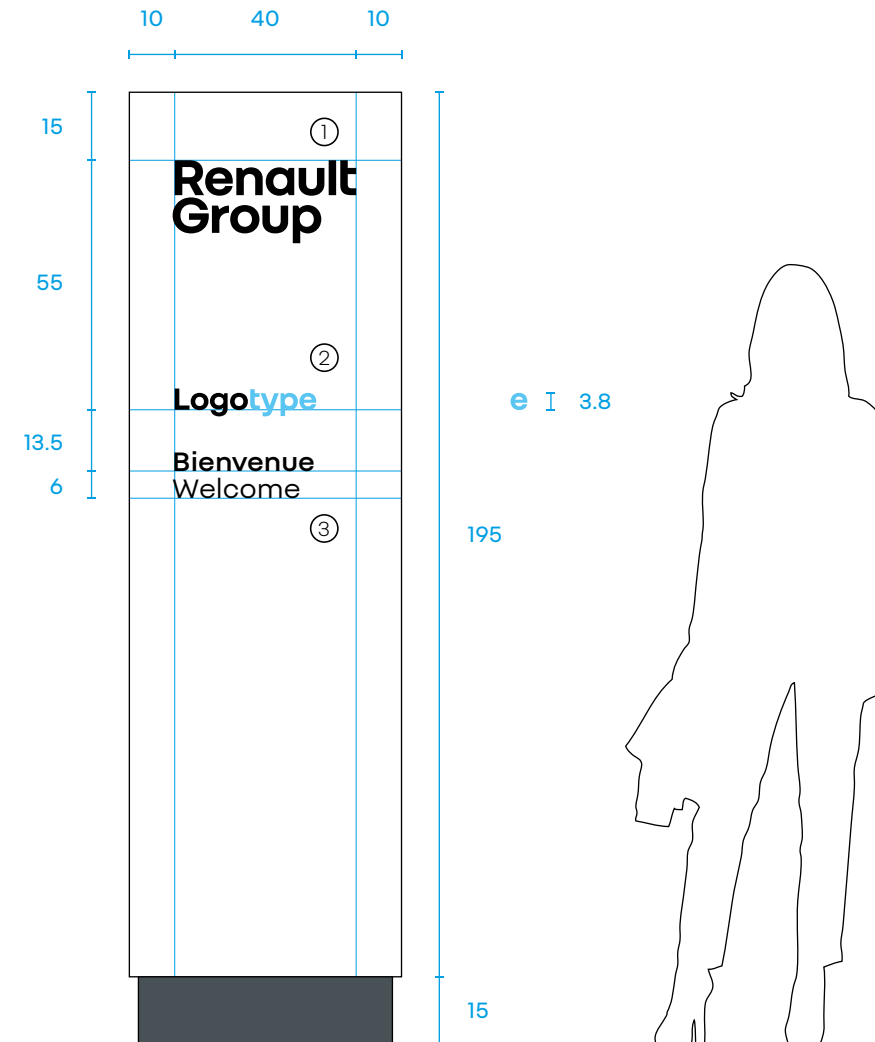
and Renault Group Book (Welcome) -

upper & lowercase

- Body: 180 pt\*

- Color: black

\* The typeface sizes may be adapted slightly,  
according to the length of the texts.



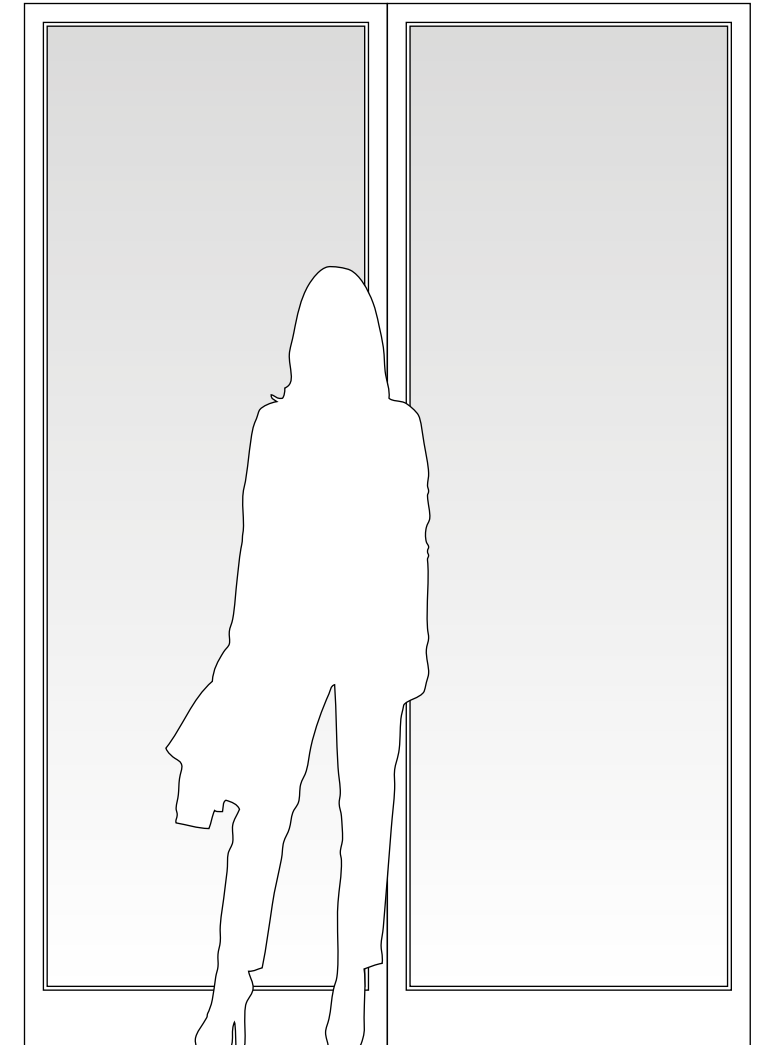
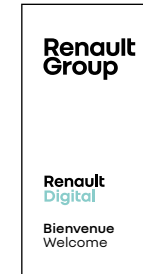
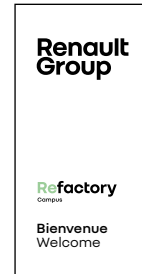
## Welcome wall plate Examples

Format: 30 x 60 cm

This type of sign is to be reserved exclusively for pedestrian access to Renault Group sites where it is not possible to install the post shown on the previous page.

Example: street entrance to building.

See template next page.



## Welcome wall plate Template

Format: 30 x 60 cm

Wall sign with a white background.

① **Renault Group logotype**

- Color: black

② **Appellation logotype**

- Color: black and color of the appellation

**Logotype versions to be used**

One-line version:

Electricity - Refactory

Two-line version:

Care Makers - La Fondation - Renault Digital

Software Factory - Software Labs

③ **Welcome**

- Renault Group Semibold (local language)

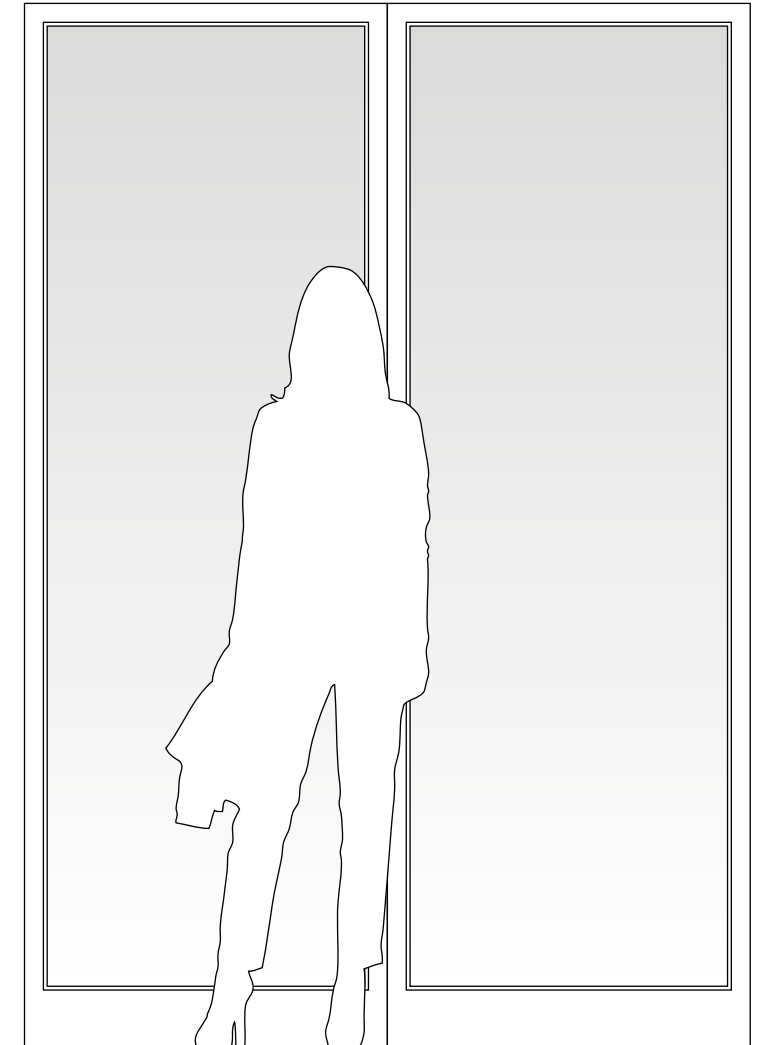
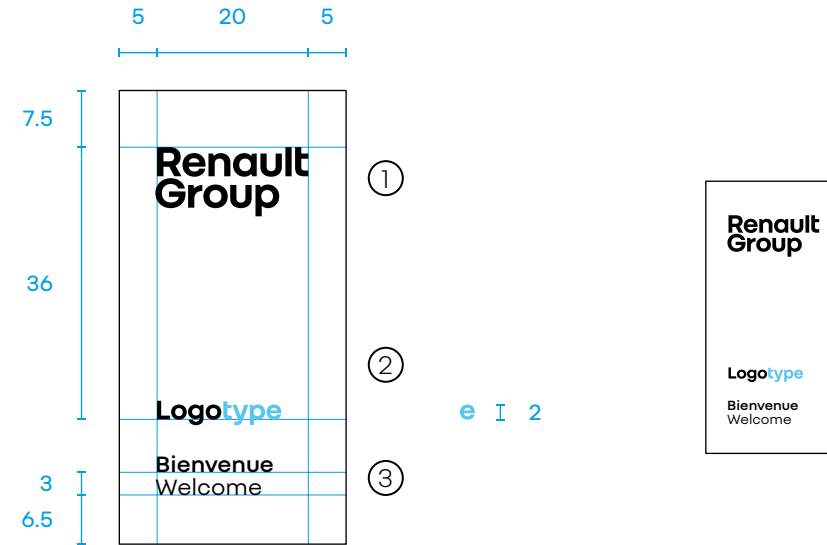
and Renault Group Book (Welcome) -

upper & lowercase

- Body: 90 pt\*

- Color: black

\* The typeface sizes may be adapted slightly,  
according to the length of the texts.



**Industrial sites**

## Overview

In this chapter, some principles and examples of signage media used on an industrial site are presented.



## Outdoor signs & flags

### Examples



## Marking on buildings

### Example

The visual opposite shows an example of Renault Group lettering on the main building on the Puiseux-Pontoise logistic site. (More information in 'Outdoor' section)



**Welcome wall plate**  
Example





### Units' identification

#### Principle

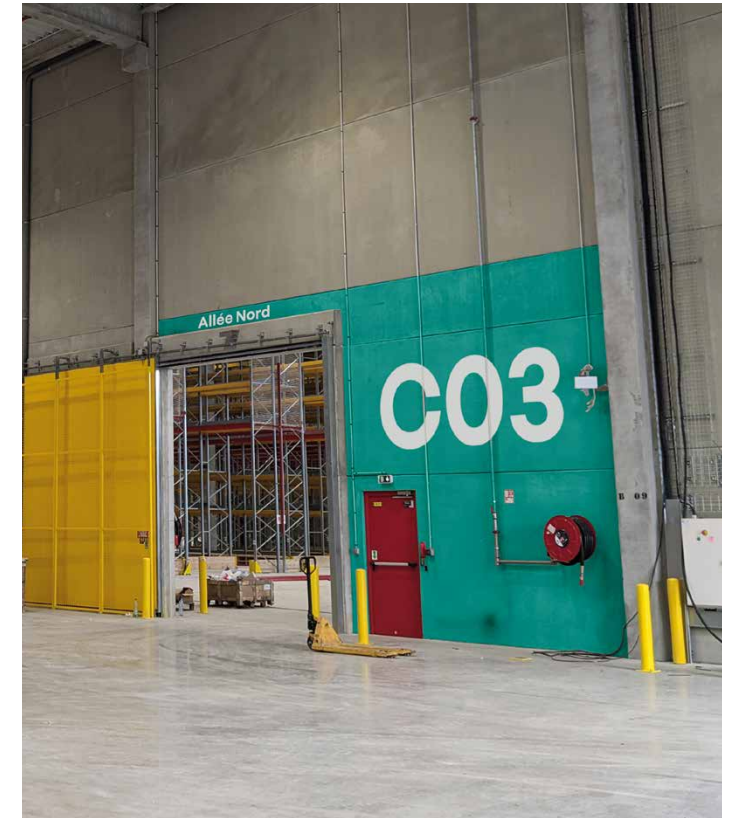
The different units of a Renault Group industrial building are identified by a color and an identifier that is clearly visible at each of their entrances.

Reminders can be applied to structural elements such as columns, divider walls, etc.)

Some locations or traffic lanes can also be identified by name.

#### Fonts

- Identifier: Renault Group Extrabold
- Other texts: Renault Group Bold upper & lowercase



## Racks' identification Principle

Within a unit, each rack is identified by a panel placed high up for high visibility.

### Background

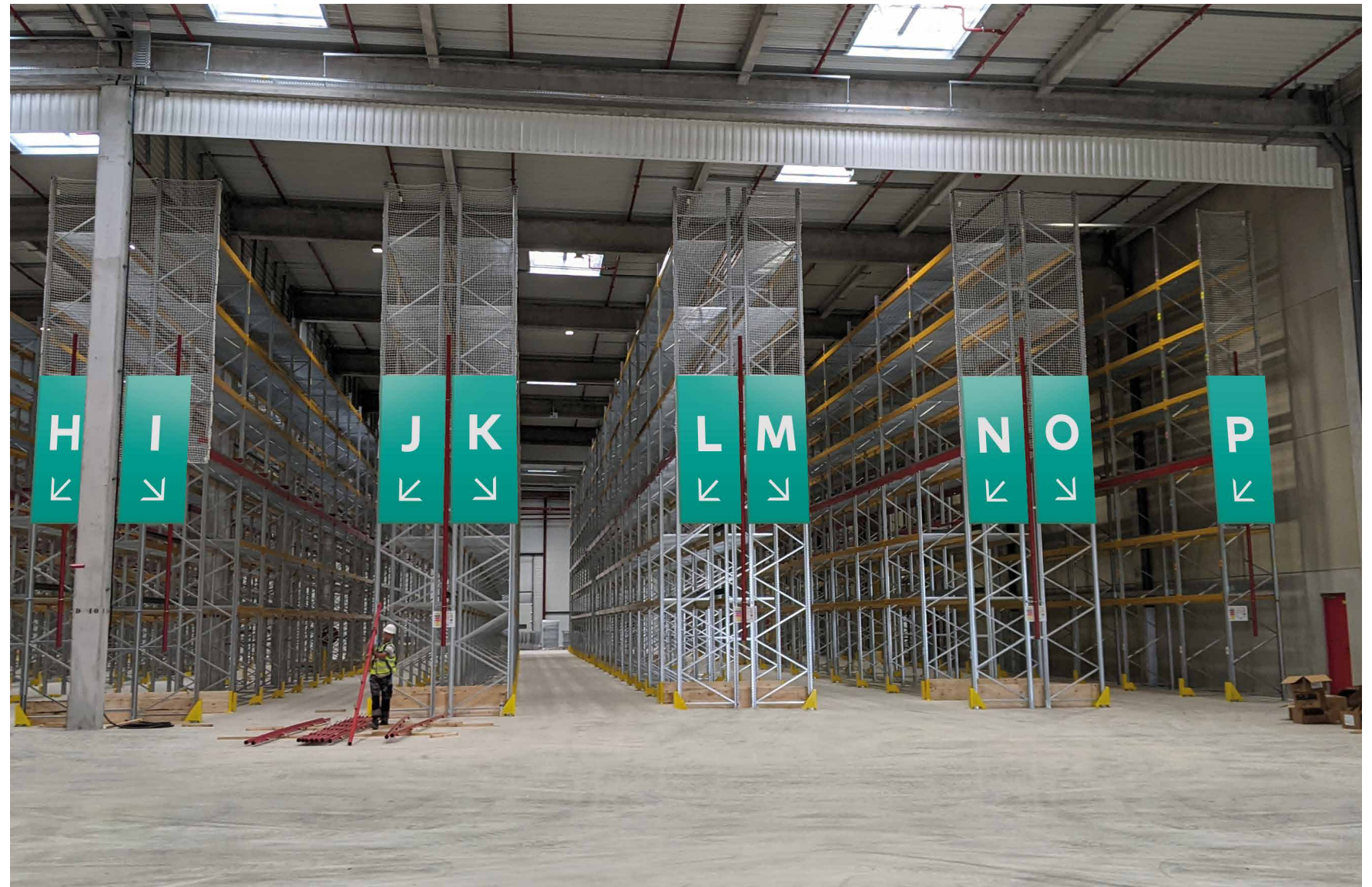
Color identifying the unit

### Identification letter

Renault Group bold or Extrabold

### Arrow (optional)

Here we use the 'Outdoor' signage version  
(See Core elements section)



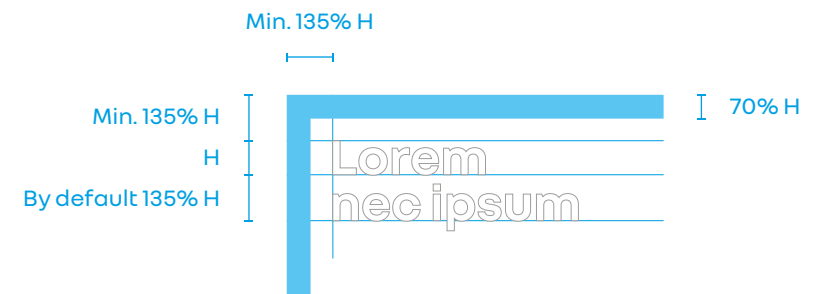
## Areas' identification Wall marking

A specific area may be marked with a dark gray rectangle painted on the closest wall.

The name of the area is written in white (or in black on a very light background). It is placed high enough to be visible above a group of people (min. 2.2 m).

### Font

- Renault Group Bold upper & lowercase



## Areas' identification

### Hanging panels + floor marking

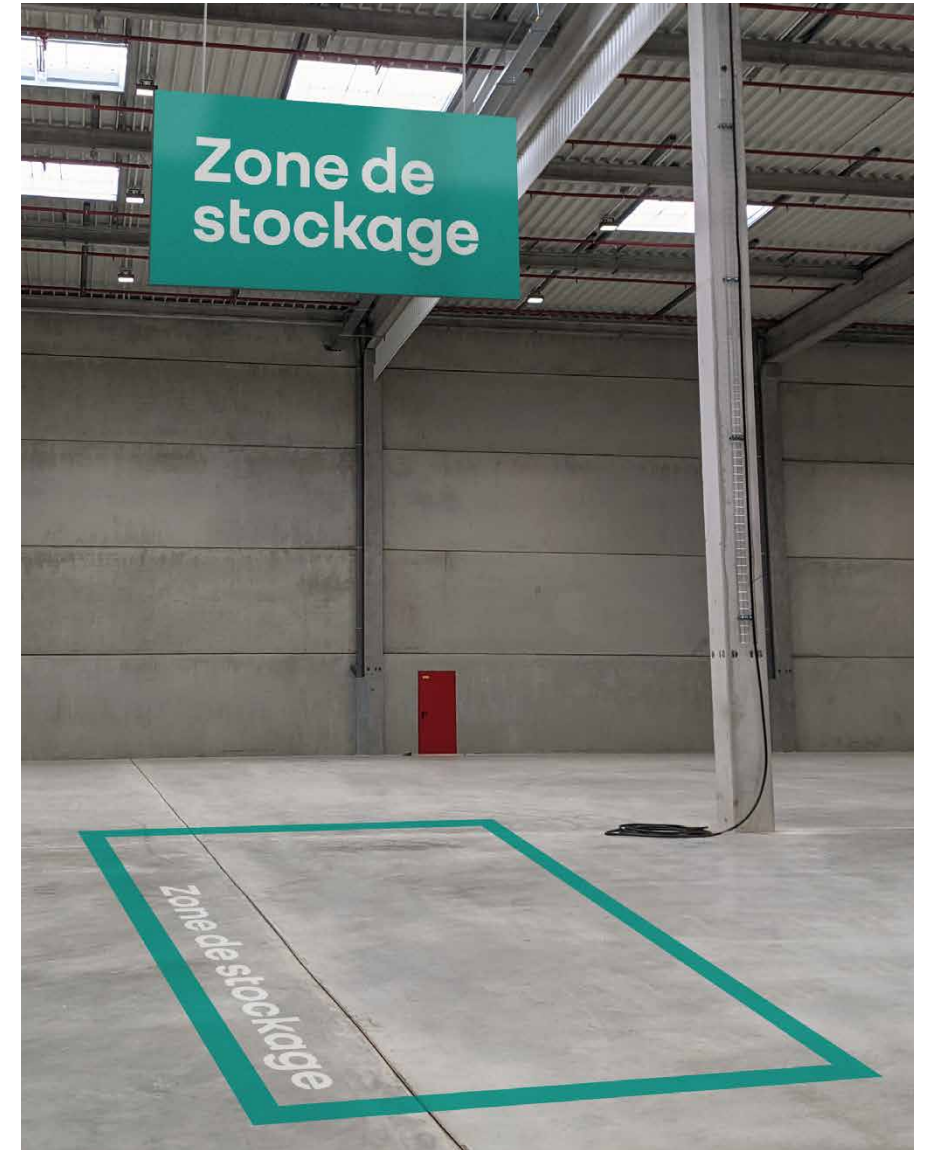
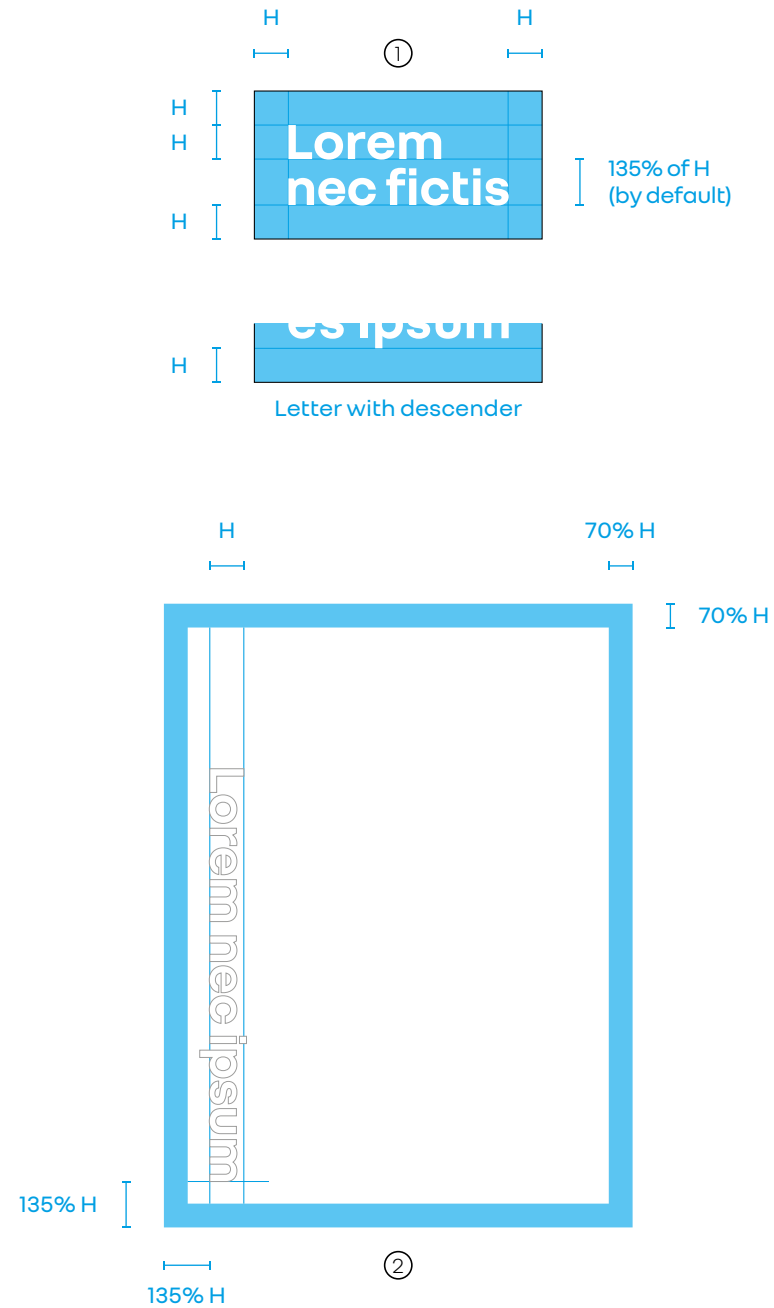
When it is not located close to a wall, a specific area is indicated by a hanging panel and delimited by a floor marking.

#### ① Hanging panels

- Text: Renault Group Bold, white
- Size: H= min. 10 cm, upper & lowercase
- Background: color identifying the unit

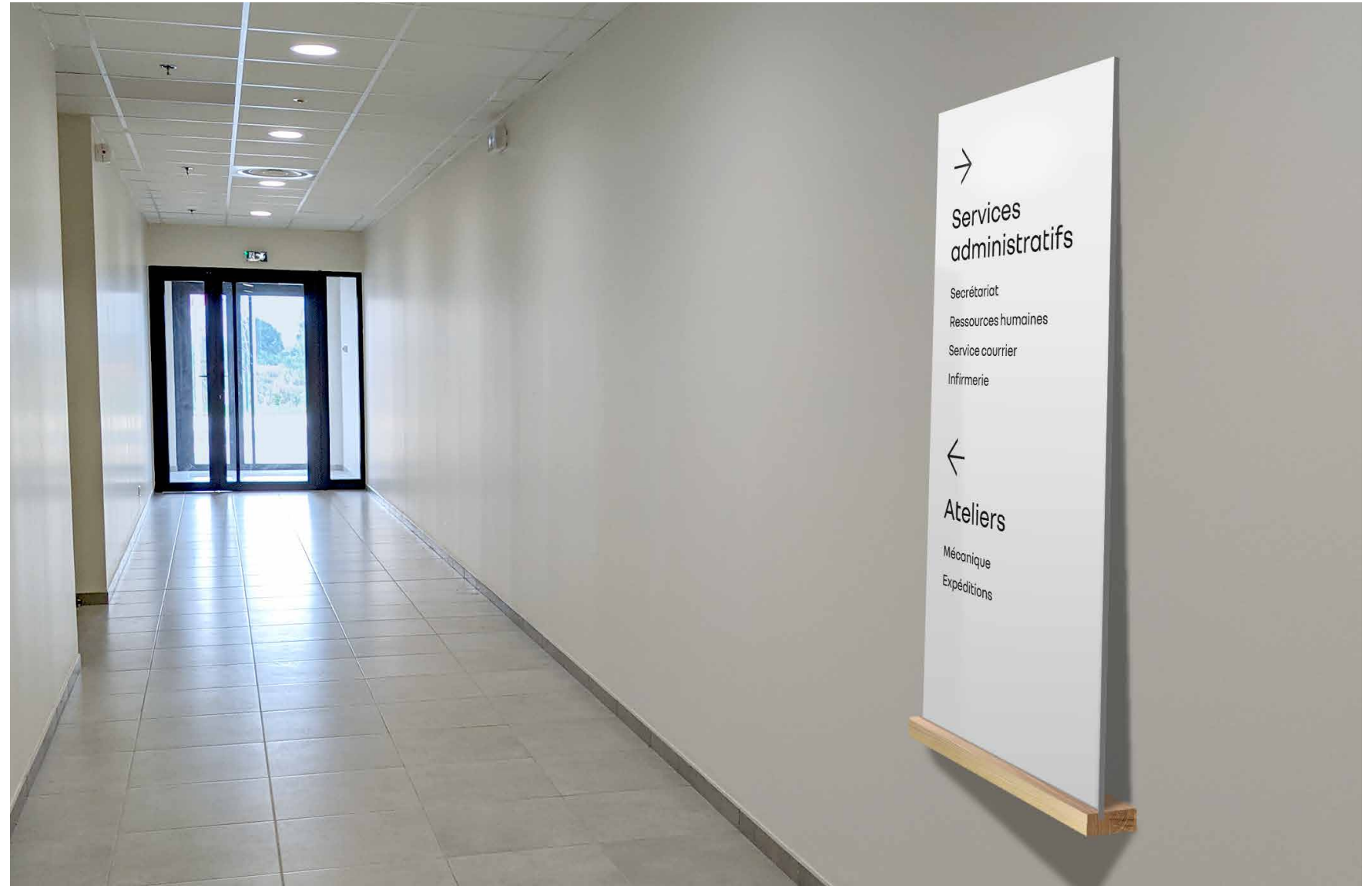
#### ② Floor marking

- Text: font, size & color idem hanging panel (by default)
- Color of the area's delimitation: idem panel's background



## Directional wall panel Example

For more information on this type of support, refer to the 'Indoor' section.



### Position plate

#### Example

For more information on this type of support, refer to the 'Indoor' section.



## Signage

—Industrial sites

### Wall signage Example



## Specific case Specific building marking

At the Douai plant (France), building marking is applied on a structure marking the entrance to the site. This implementation can be reproduced on other sites of similar configuration.





**On-site  
brand com**

## Outdoor branding principle

### Case n°1: Renault Group building

#### Principle

- Renault Group signage throughout the site.
- Ability to communicate on brands within the site.

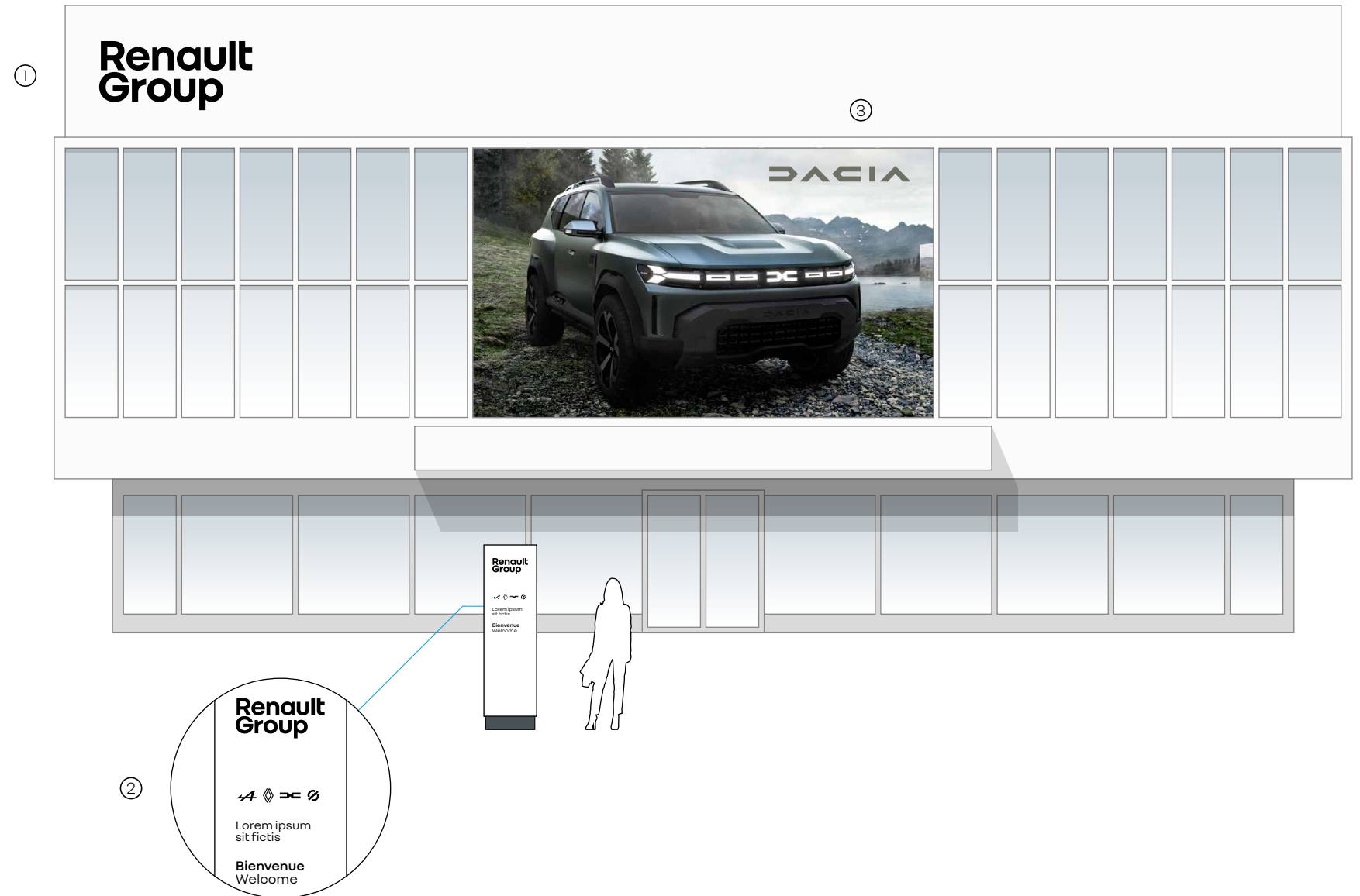
#### ① Renault Group logotype

Two-line version on the left top corner of the building.

#### ② Renault Group welcome post

Including the concerned brand emblems in a black monochrome version.

#### ③ Possibility of brand event communication (Dacia example)



## Outdoor branding principle Case n°2: Exceptional site

### Principle

Brand signage with mention of Renault Group belonging for "emblem" sites:

- Renault: no site identified (Feb 2023)
- Dacia: Bucharest and Pitesti (Romania)
- Alpine: Dieppe, Viry-Châtillon and Les Ulis (France)
- Mobilize: Rue d'Uzès (Paris - France)

#### ① Brand logotype (main)

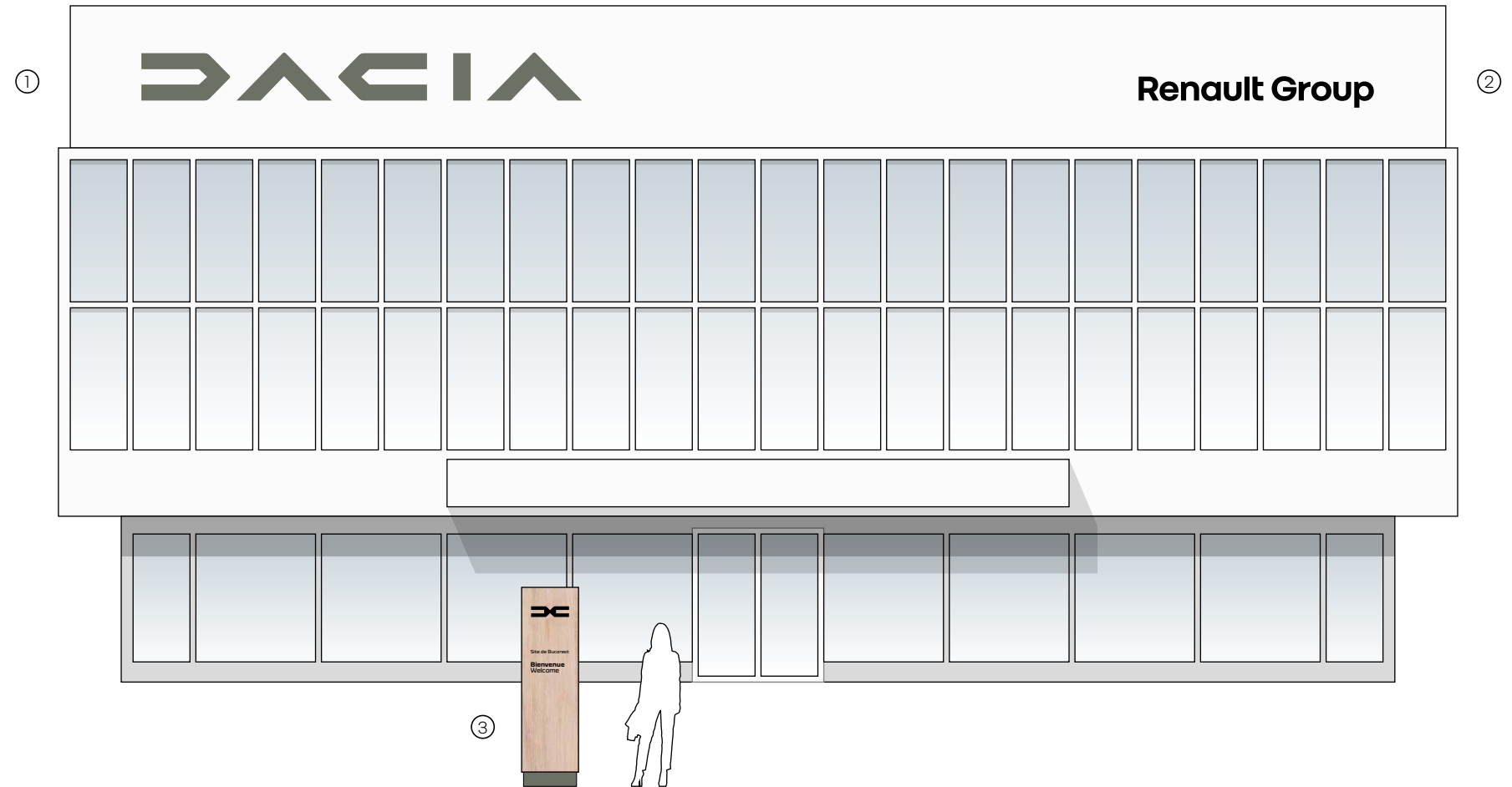
On the left top corner of the building.  
(Dacia example)

#### ② Renault Group logotype (secondary)

One-line version on the right top corner of the building.

#### ③ Brand welcome post

From the brand 'Signage' guidelines.  
(Dacia example)



## Outdoor branding principle

### Case n°2: Exceptional site

#### Alpine and Mobilize examples

(Same principle as previous page)



## Welcome area brand signage & design Principle plan

(This applies to all sites, Renault Group sites and exceptional sites.)

① **Renault Group logotype**

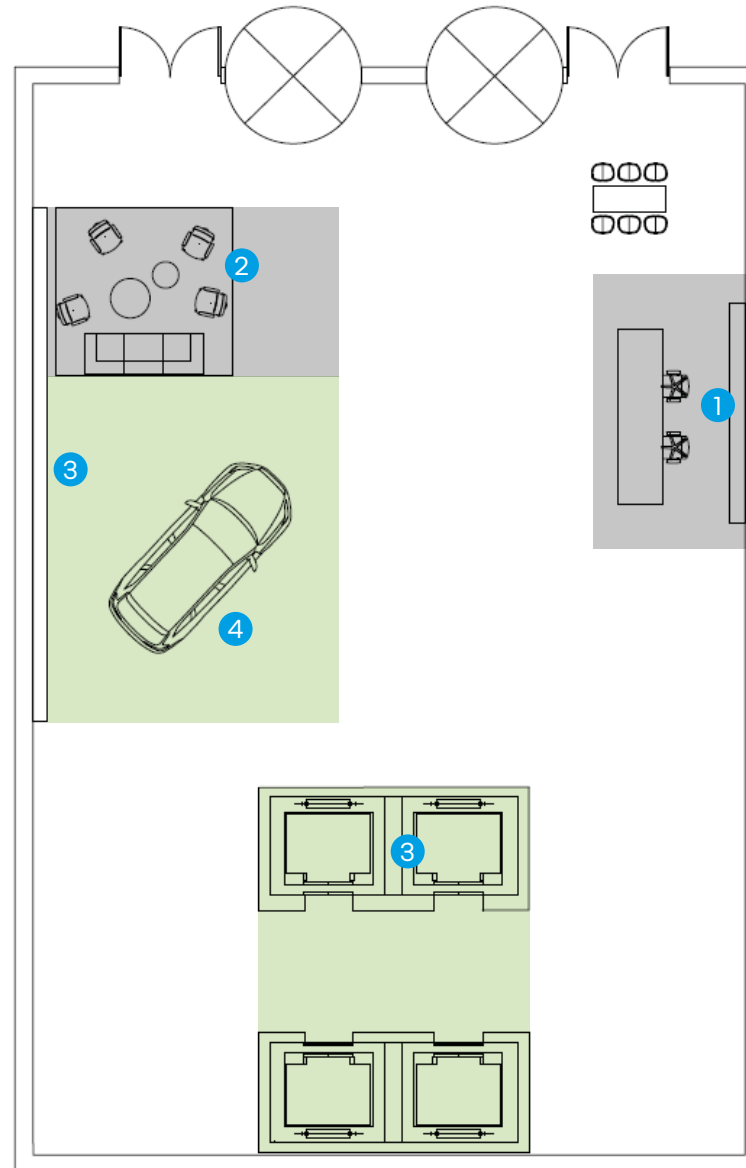
On Welcome desk wall

② **Renault Group furniture**

From the Renault Group  
'Tertiary design elements' guidelines.

③ **Brand communication**

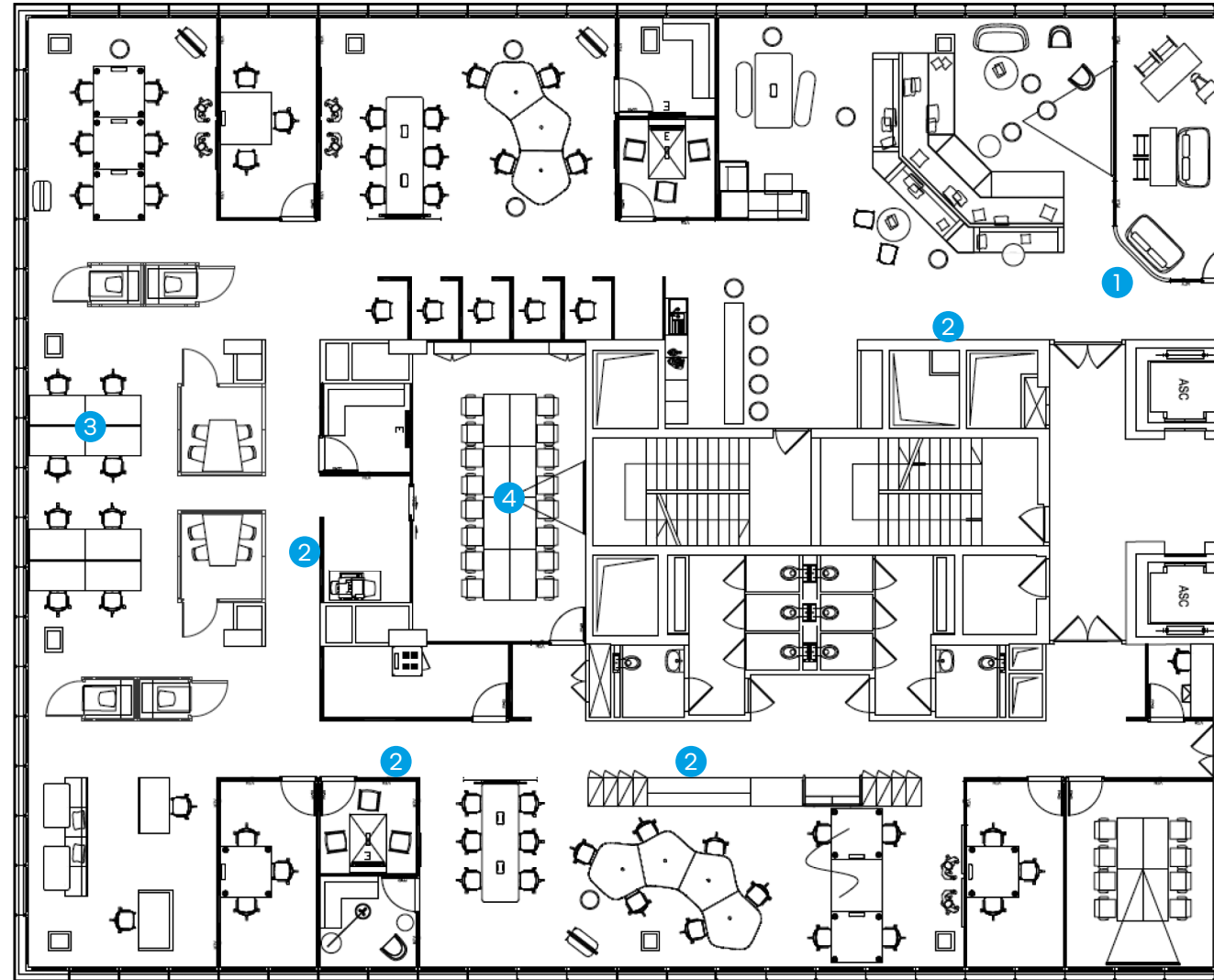
④ **A vehicle**



## Working area brand signage & design Principle plan

(This applies to all sites, Renault Group sites and exceptional sites.)

- ① Brand totem
- ② Brand wall pictures
- ③ Brand screen wallpaper
- ④ A specific Brand space



## Working area brand signage & design Mood board - Dacia example

(This applies to all sites, Renault Group sites and exceptional sites.)

- ① Brand totem
- ② Brand wall pictures and screen wallpaper
- ③ Brand furniture



①



②



③

# Thank you

For any further question on the Renault Group's visual identity, please reach out the Renault Design Center.  
[brandhub@renault.com](mailto:brandhub@renault.com)