

Renault
Group

RENAULT DACIA ALPINE MULTI-BRAND SITES

Cohabitation rules

Edition v1b • October 2022

Contents

1	Flags	4
2	Directional signage	17
3	Totems & flag insignias	23
4	After-Sales facade	32
5	Delivery area	40

Introduction

OBJECTIVES

This document defines the installation rules to be complied within Renault Dacia Alpine multi-brand sites, when setting up separate buildings by brand is not feasible.

The Renault & Dacia network's identity standards must be applied in all situations.

APPLICATION RULES

The application rules must allow the deployment of multi-brand sites:

- offering our customers the most readable paths for a consistent customer experience regardless of the nature of the site,
- ensuring a balanced presence of the brands,
- allowing respect for the identity of the brands thanks to clear separation rules and the strict organization of cases of cohabitation within common areas.

1

FLAGS

What to remember?

On a multibrand site, the flags of the brands are arranged separately in groups of 3 or 5 on either side of the site.

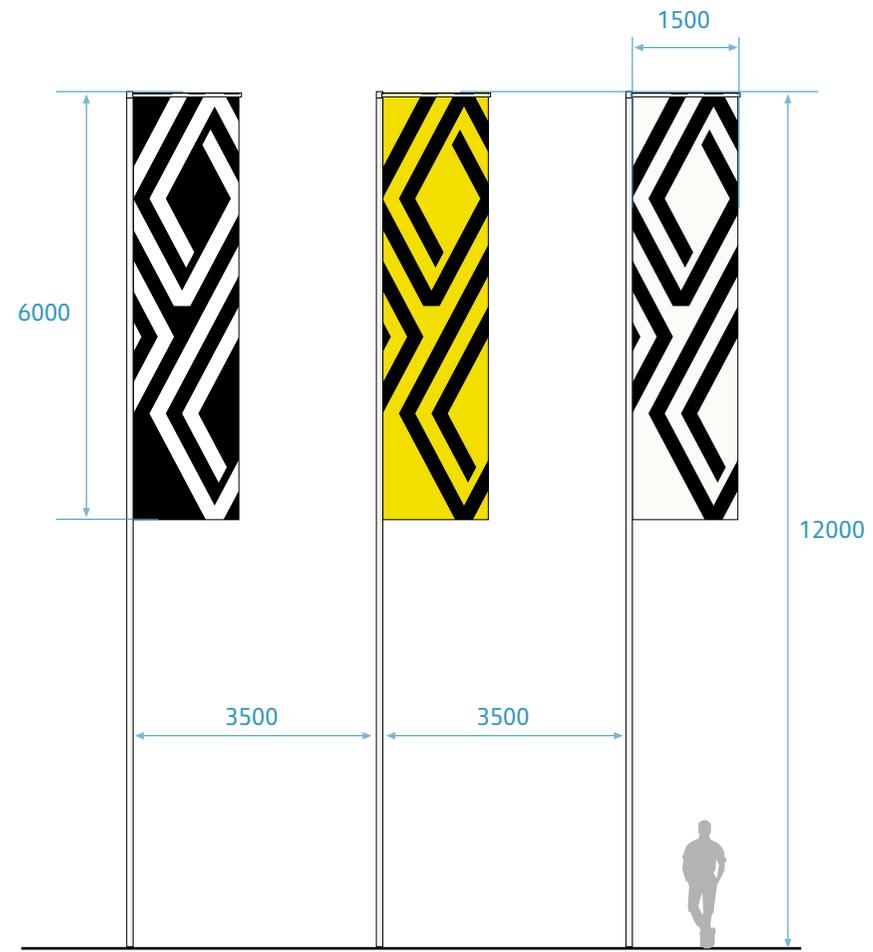
In some special cases, it is possible to mix branded flags according to a specific order.

Renault flags

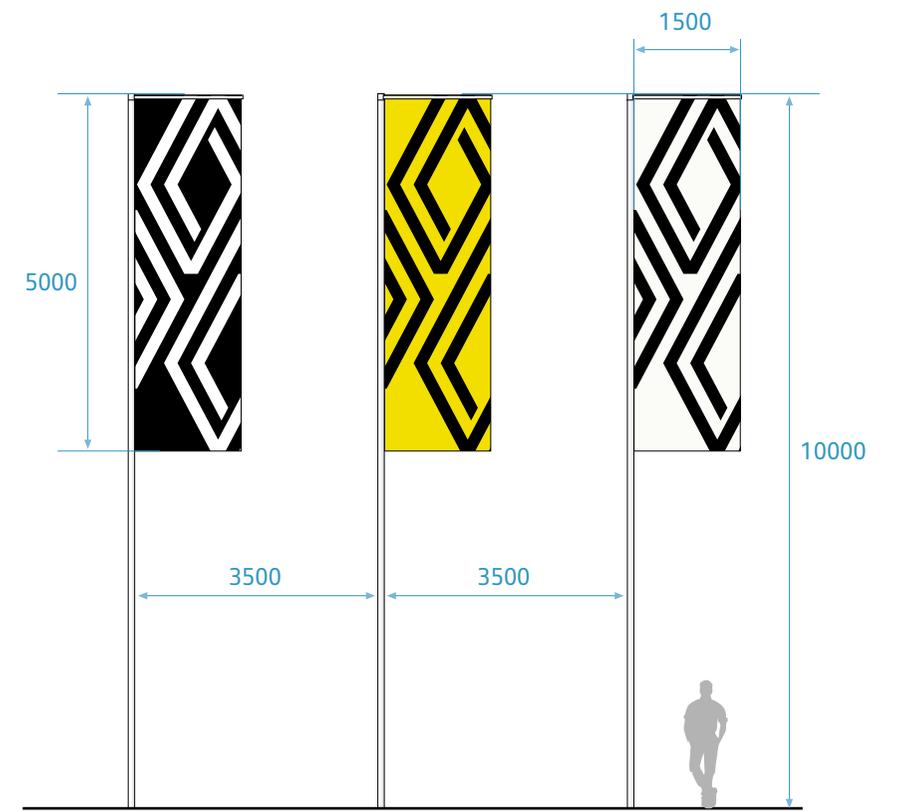
DESCRIPTION

There are 2 mast heights in the dealership network:
10 m and 12 m.

The 12 m dimension is recommended for any new
location.



6 M FLAGS ON 12 M MASTS



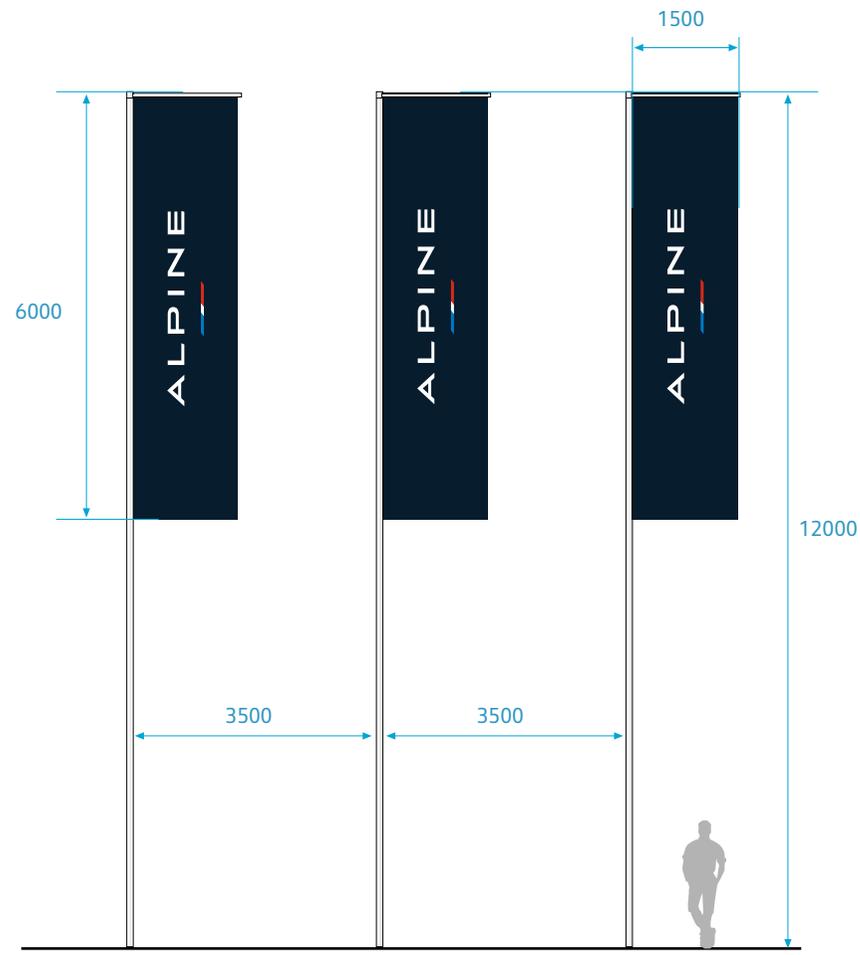
5 M FLAGS ON 10 M MASTS

Alpine flags

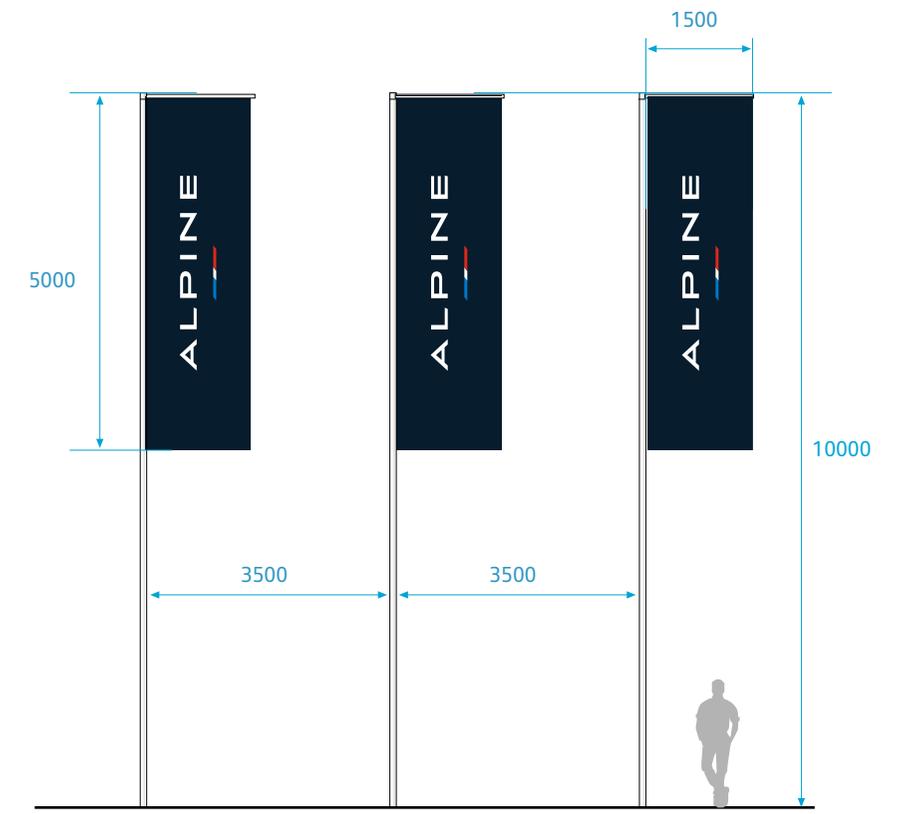
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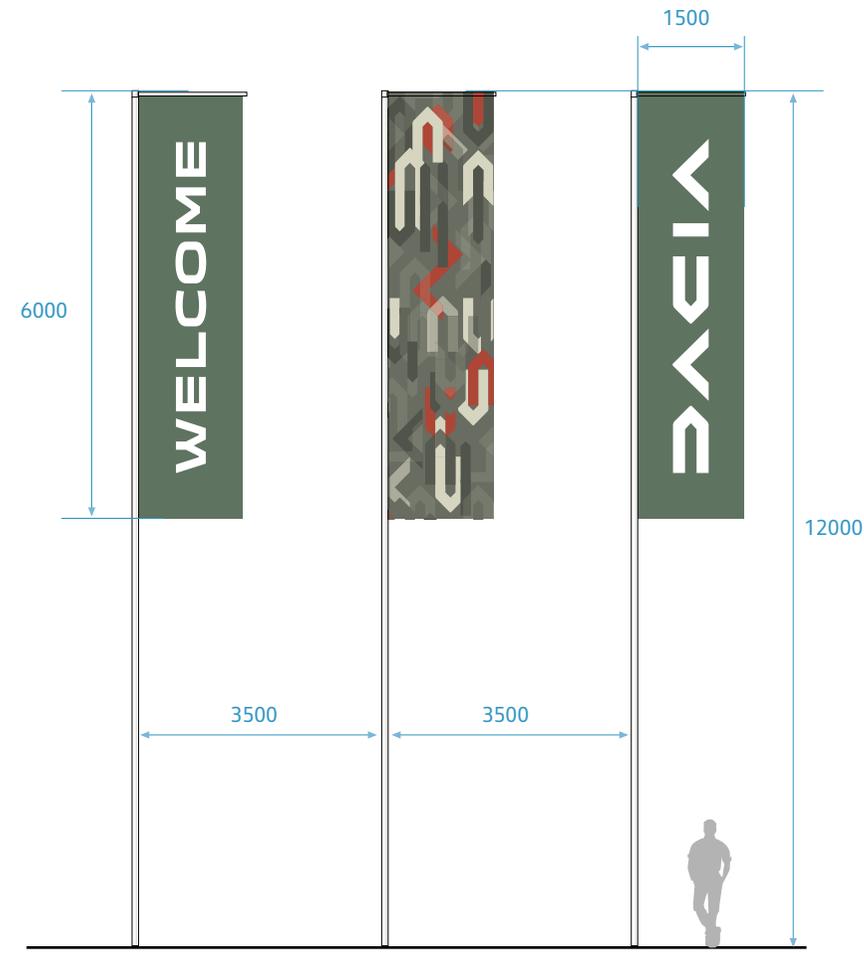


6 M FLAGS ON A 12 M MASTS

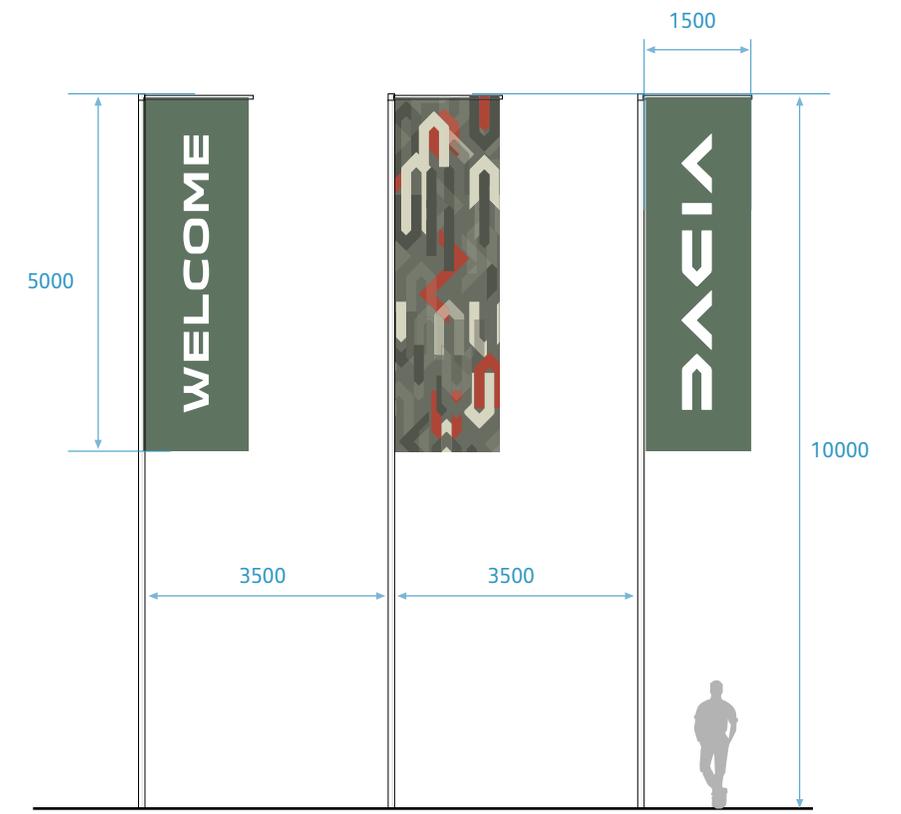


5 M FLAGS ON 10 M MASTS

Dacia flags



6 M FLAGS ON A 12 M MASTS



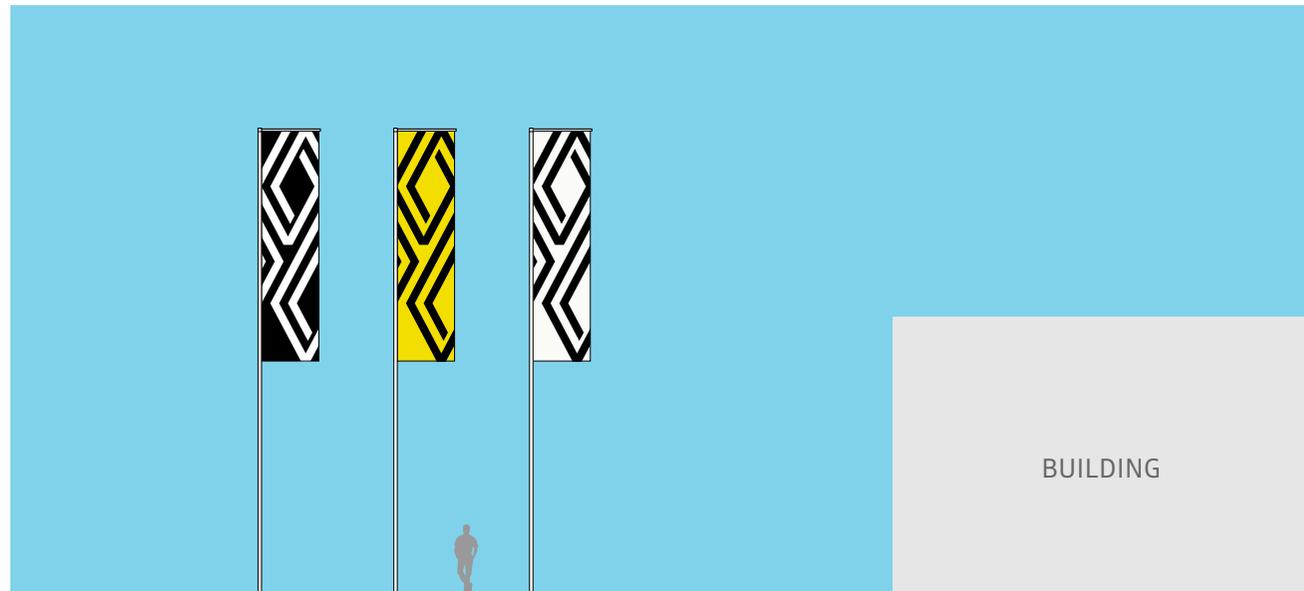
5 M FLAGS ON 10 M MASTS

DESCRIPTION

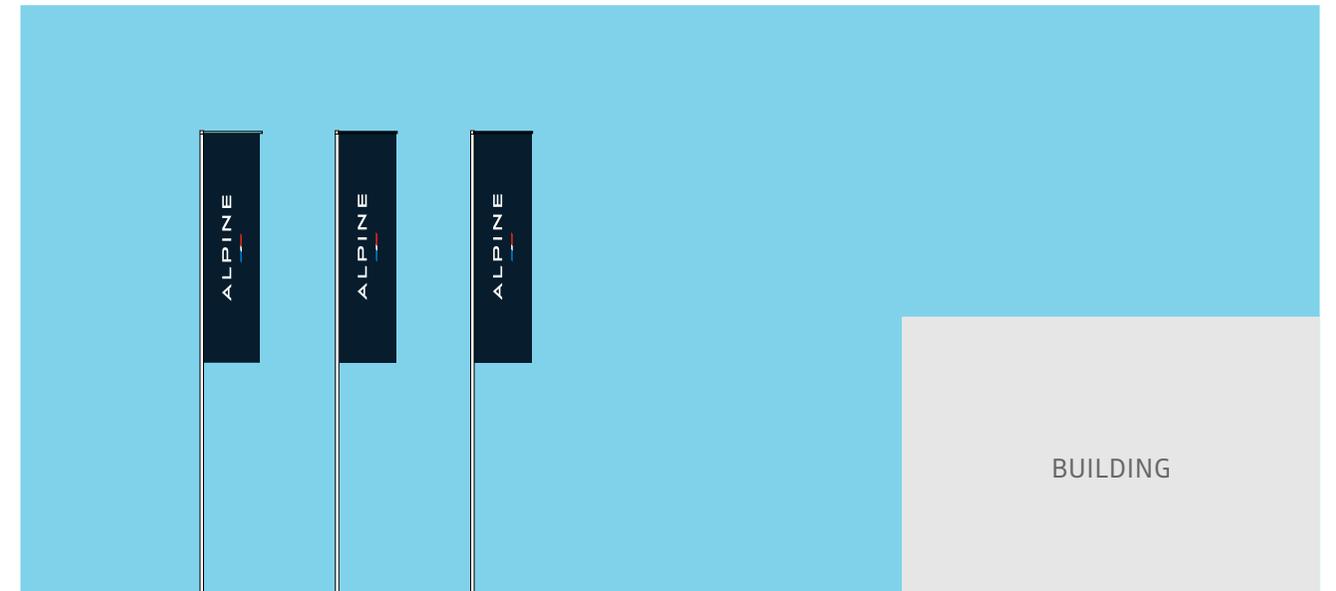
There are 2 mast heights in the dealership network:
10 m and 12 m.

The 12 m dimension is recommended for any new location.

Separated groups of 3 flags • Renault Alpine sites



1

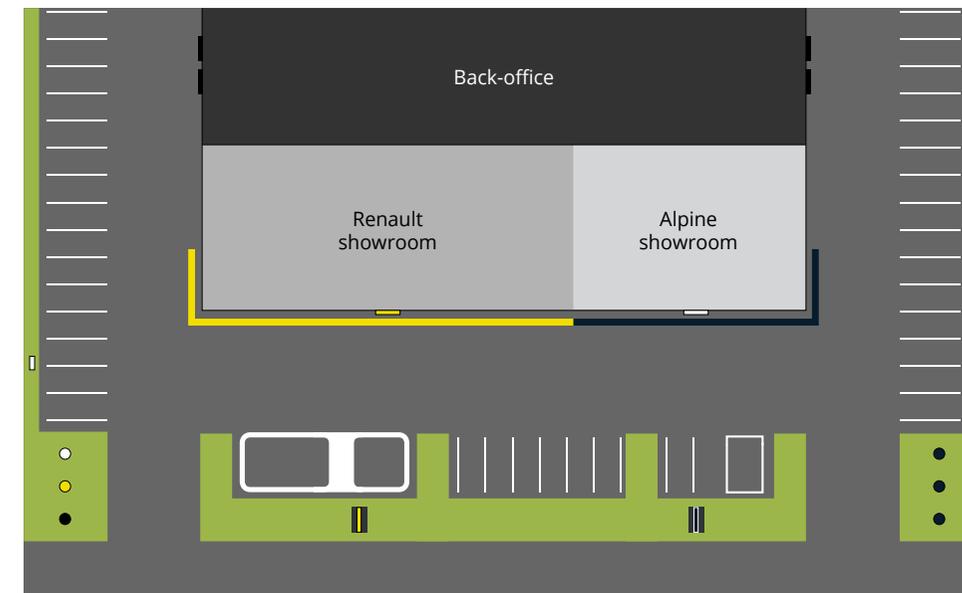


2

PRINCIPLES

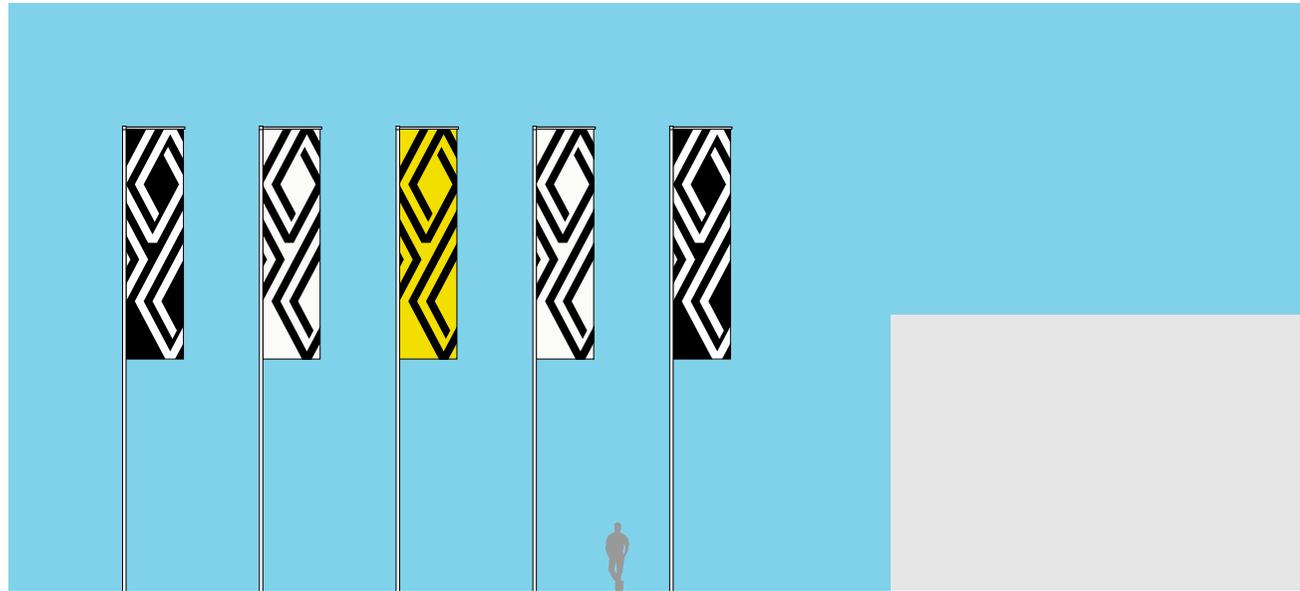
- Separate groups of 3 flags are used on the sides of the site.
- Precise order must be respected.

- 1 Renault flags
- 2 Alpine flags
- 3 General organization of site

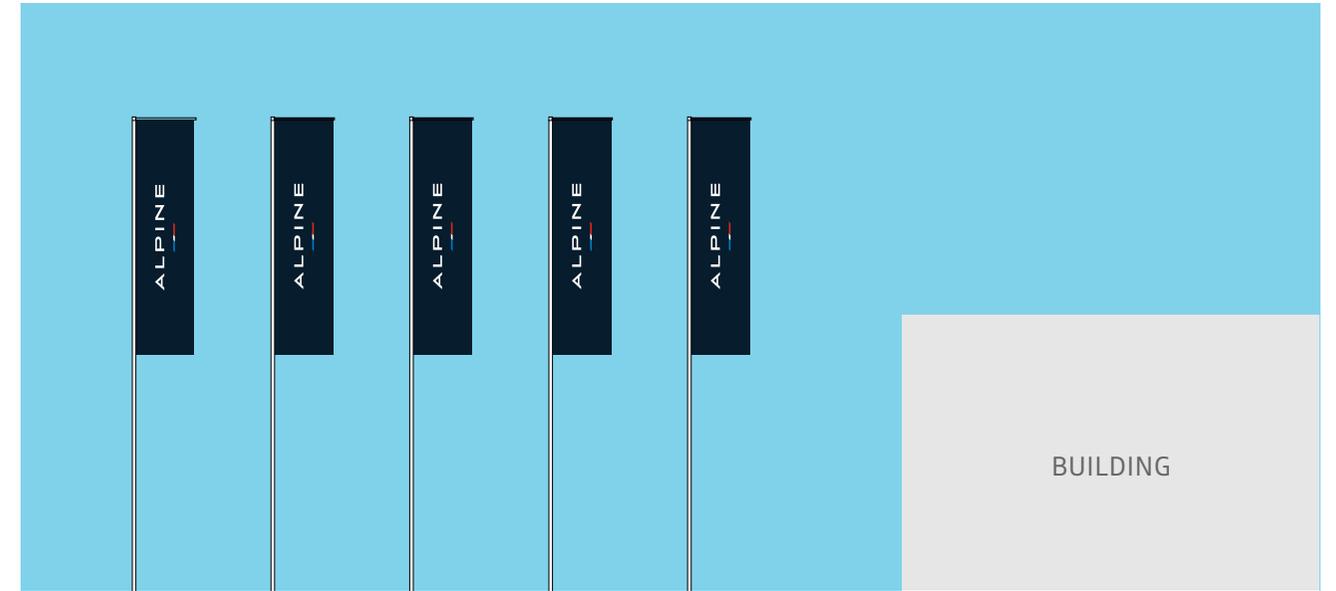


3

Separated groups of 5 flags • Renault Alpine sites



1

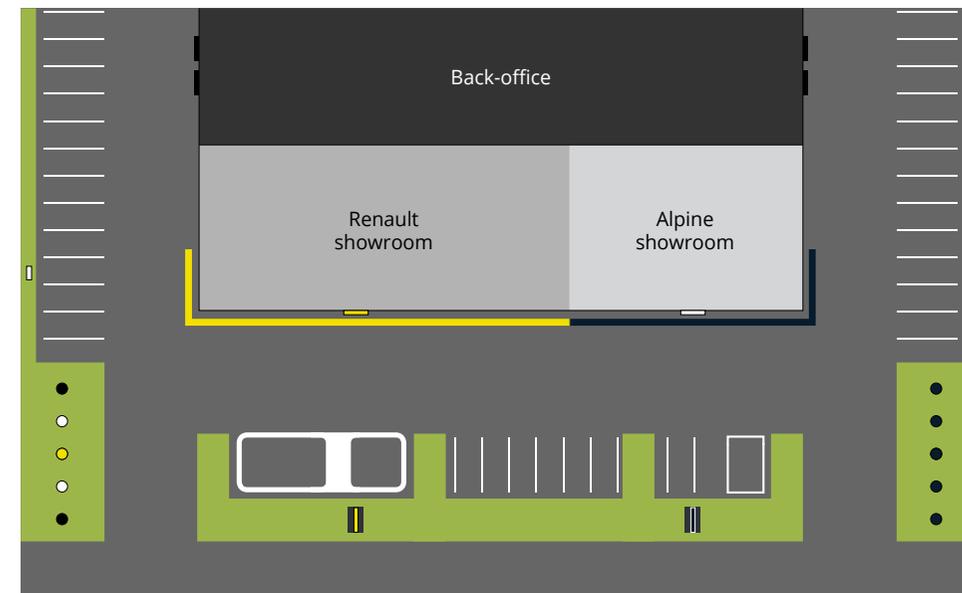


2

PRINCIPLES

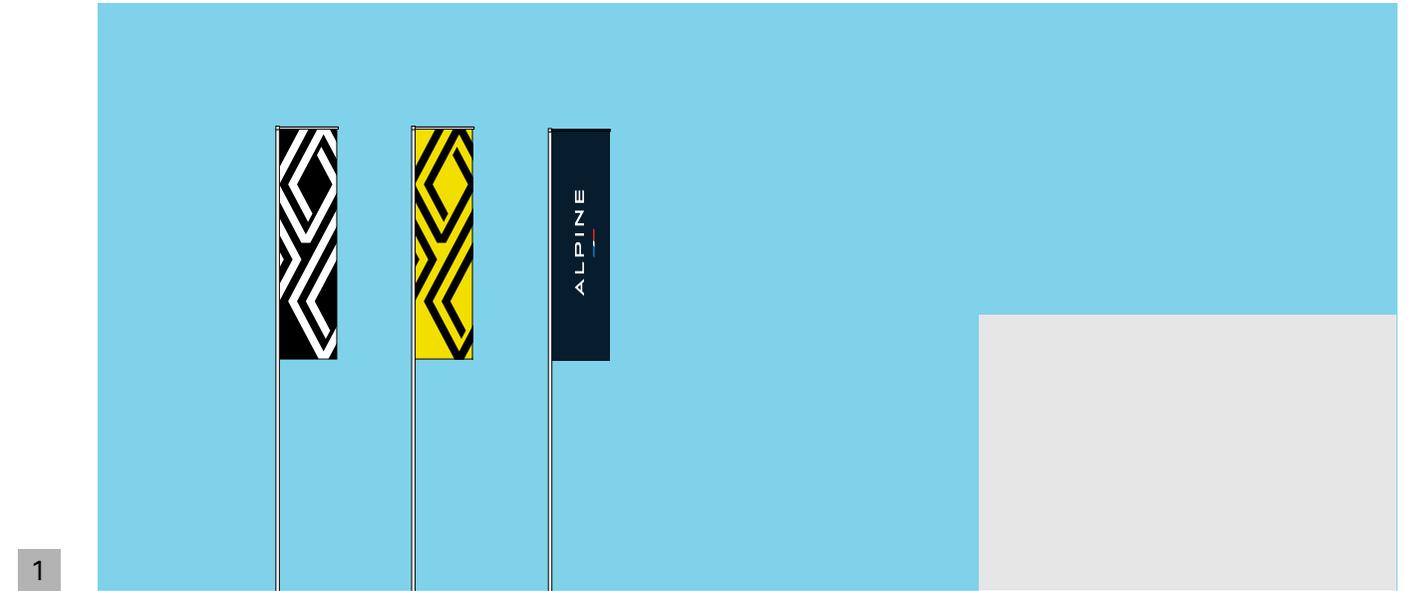
- Separate groups of 5 flags are used on the sides of the site.
- Precise order must be respected.

- 1 Renault flags
- 2 Alpine flags
- 3 General organization of site

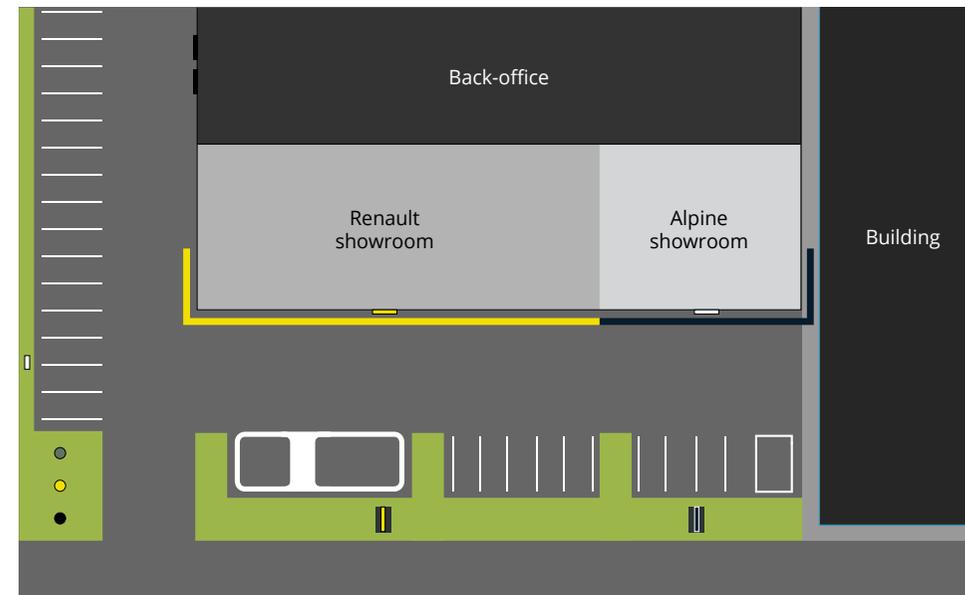


3

Mixed groups of 3 flags • Renault Alpine sites



1



2

PRINCIPLES

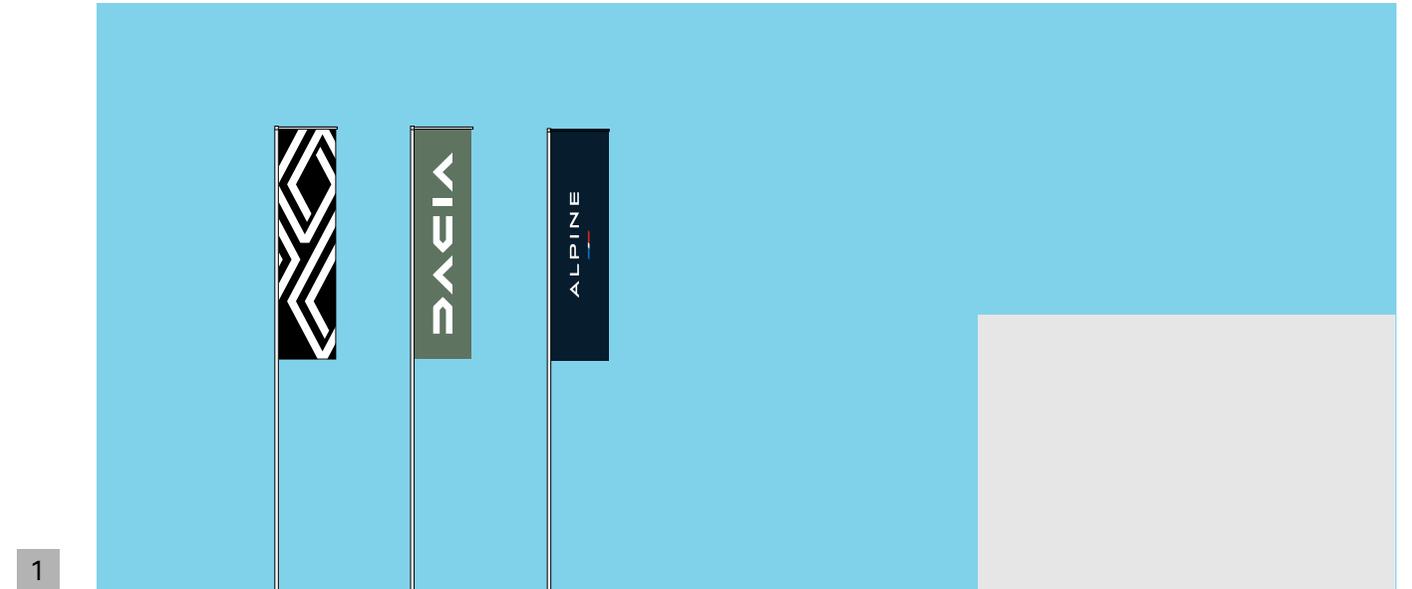
When it is not possible to use separate groups of flags, it will be possible to mix flags of the two brands.

- Mixed group of 3 flags is used on one side of the site.
- Precise order must be respected.

1 Mixed group of flags

2 General organization of site

Mixed groups of 3 flags • Renault Dacia Alpine sites

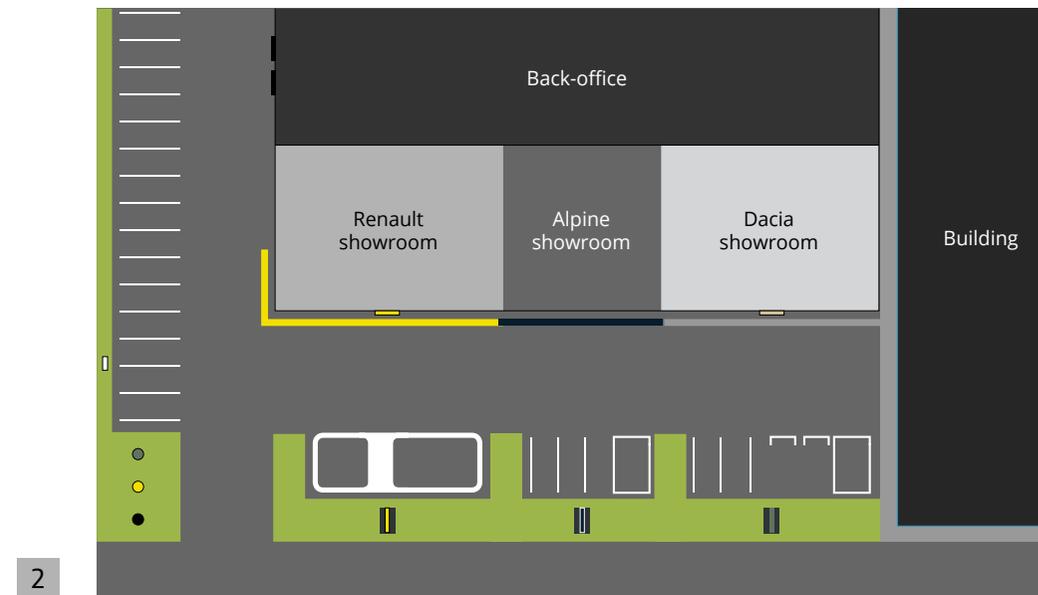


PRINCIPLES

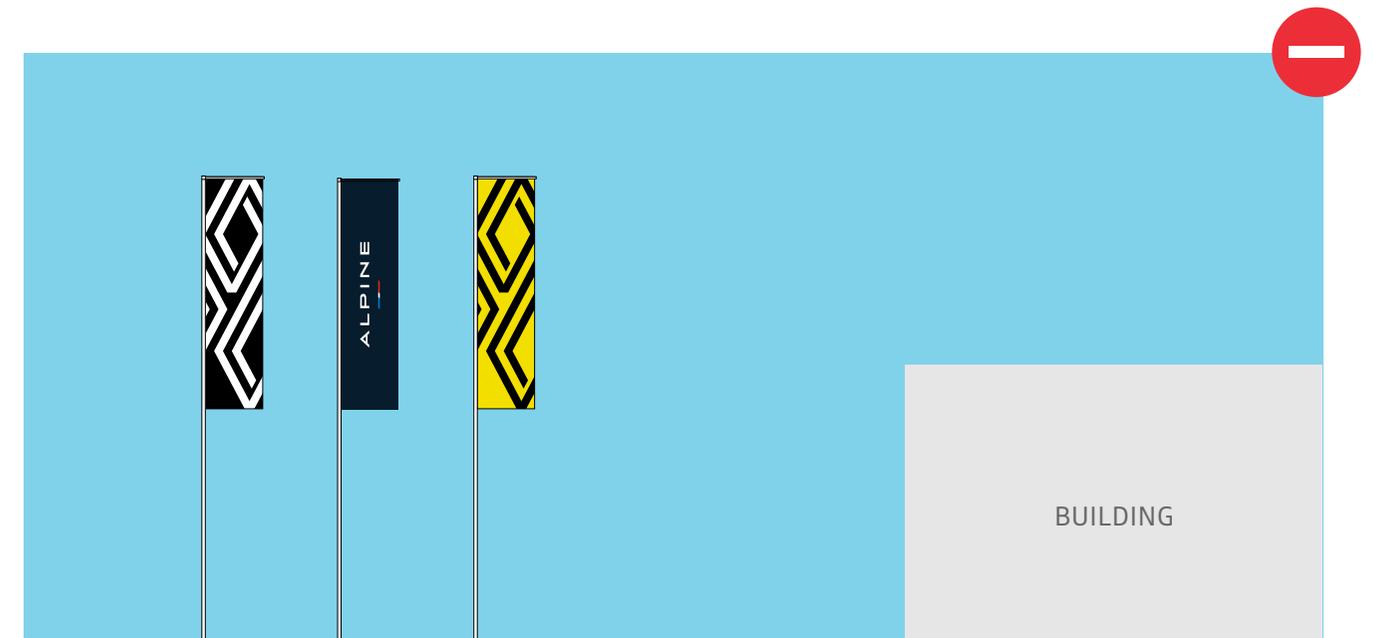
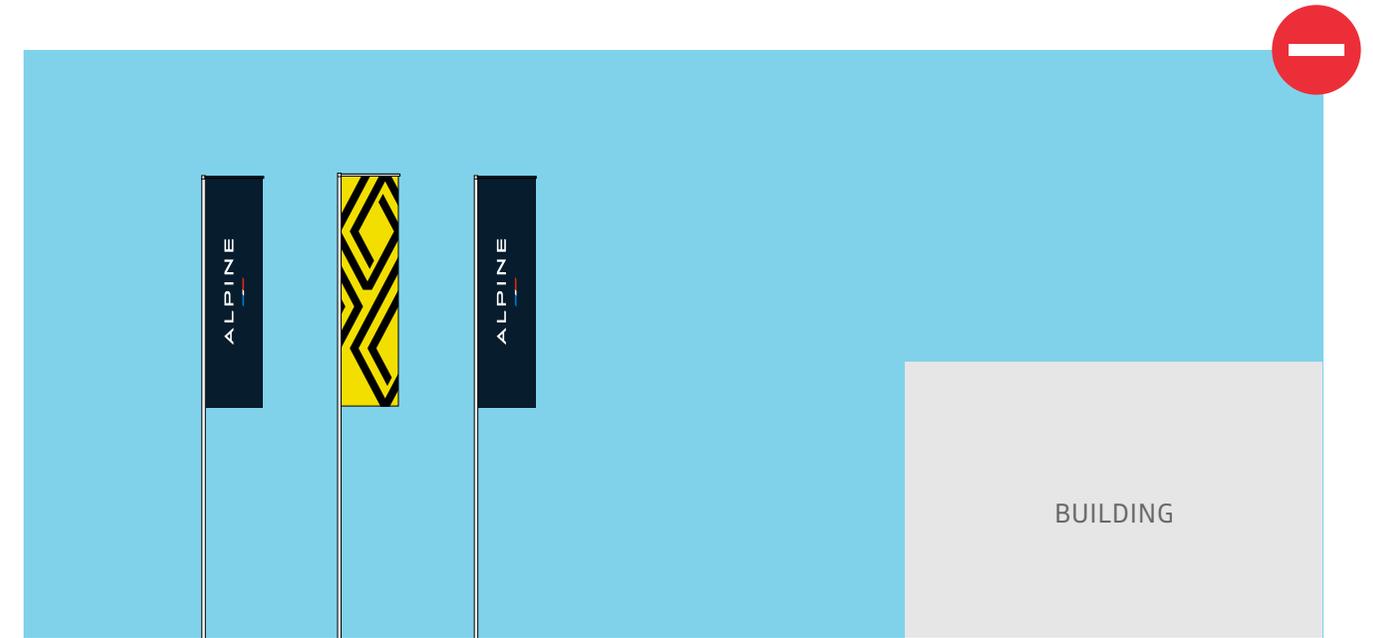
When it is not possible to use separate groups of flags, it will be possible to mix flags of the two brands.

- Mixed group of 3 flags is used on one side of the site.
- Precise order must be respected.

- 1 Mixed group of flags
- 2 General organization of site



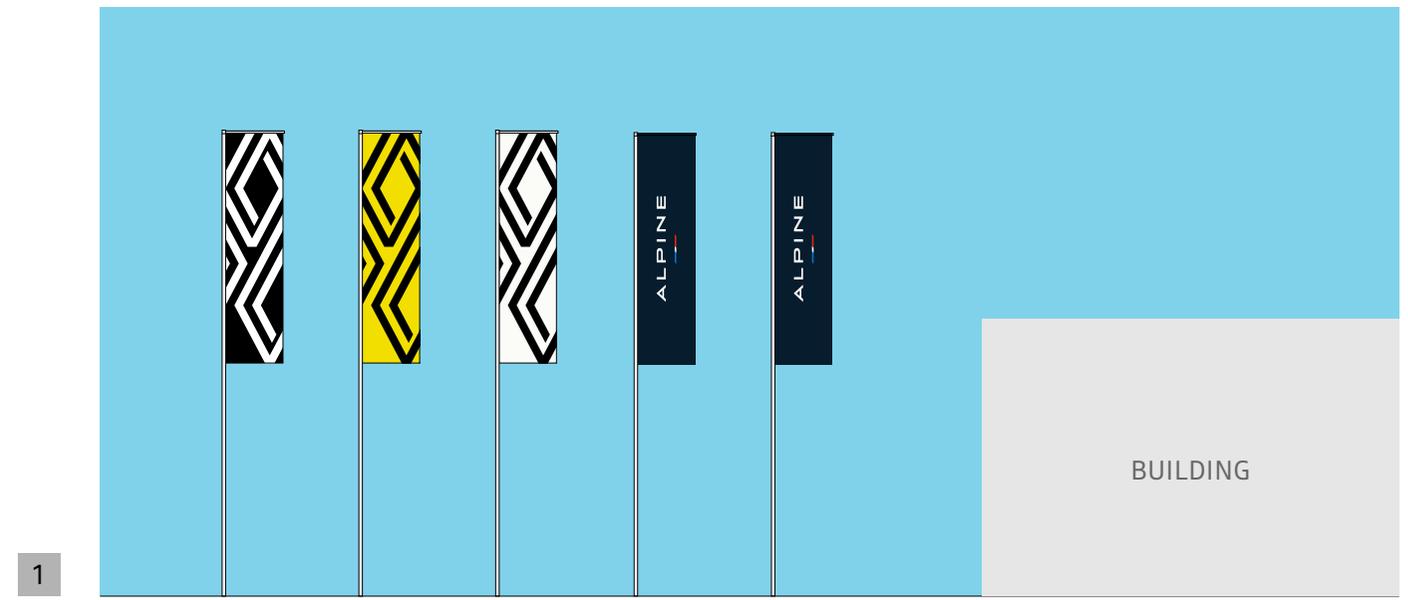
Special case • mixed groups of 3 flags • don't



KEY

- 1 Change in order of Renault flags
- 2 One Renault flag in a Alpine group of flags
- 3 One Alpine flag in a Renault group of flags

Mixed groups of 5 flags • Renault Alpine sites



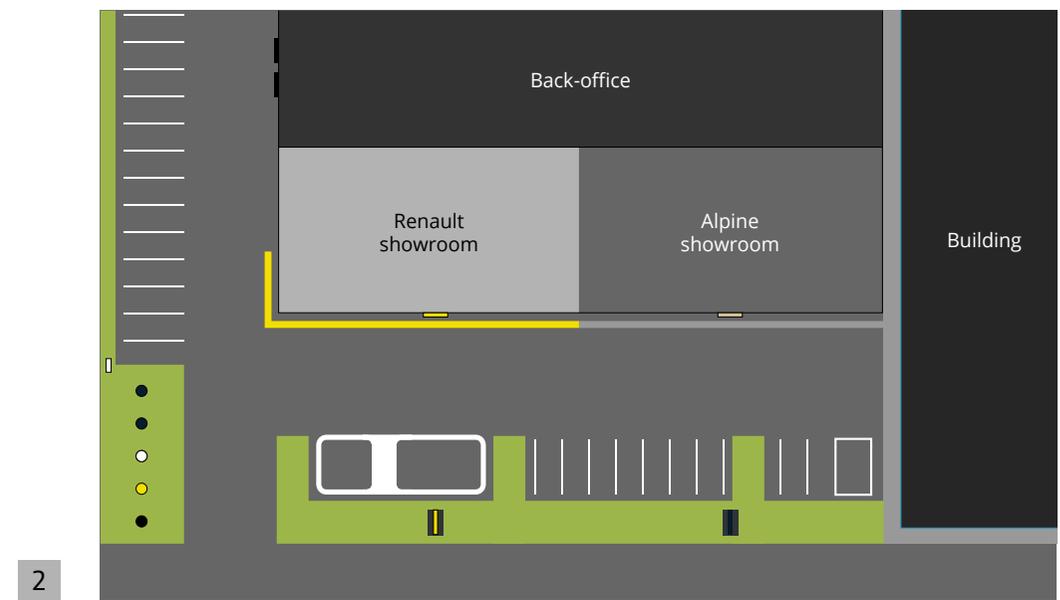
1

PRINCIPLES

When it is not possible to use separate groups of flags, it will be possible to mix flags of the two brands.

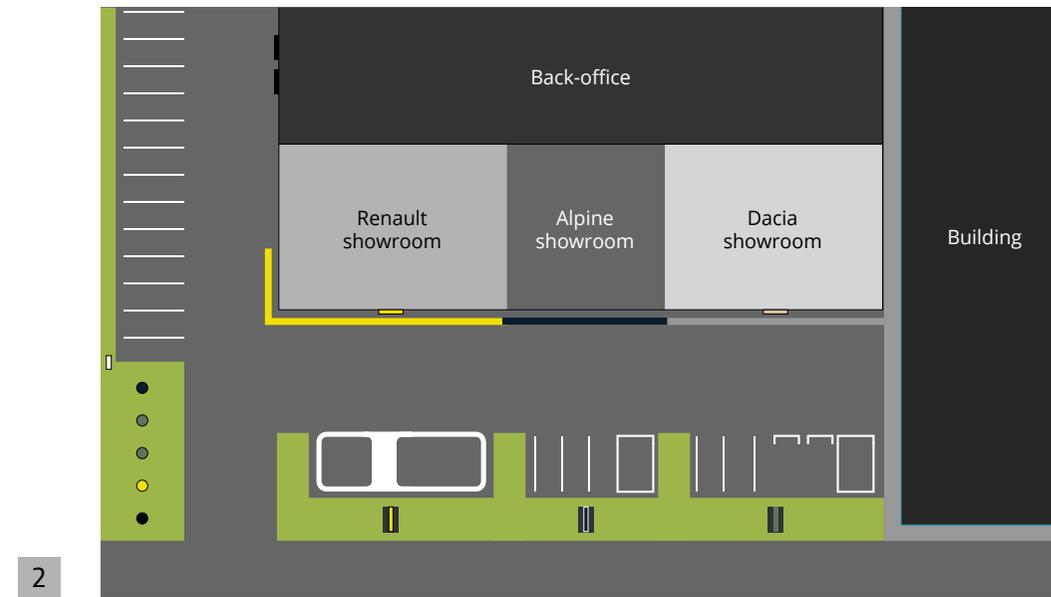
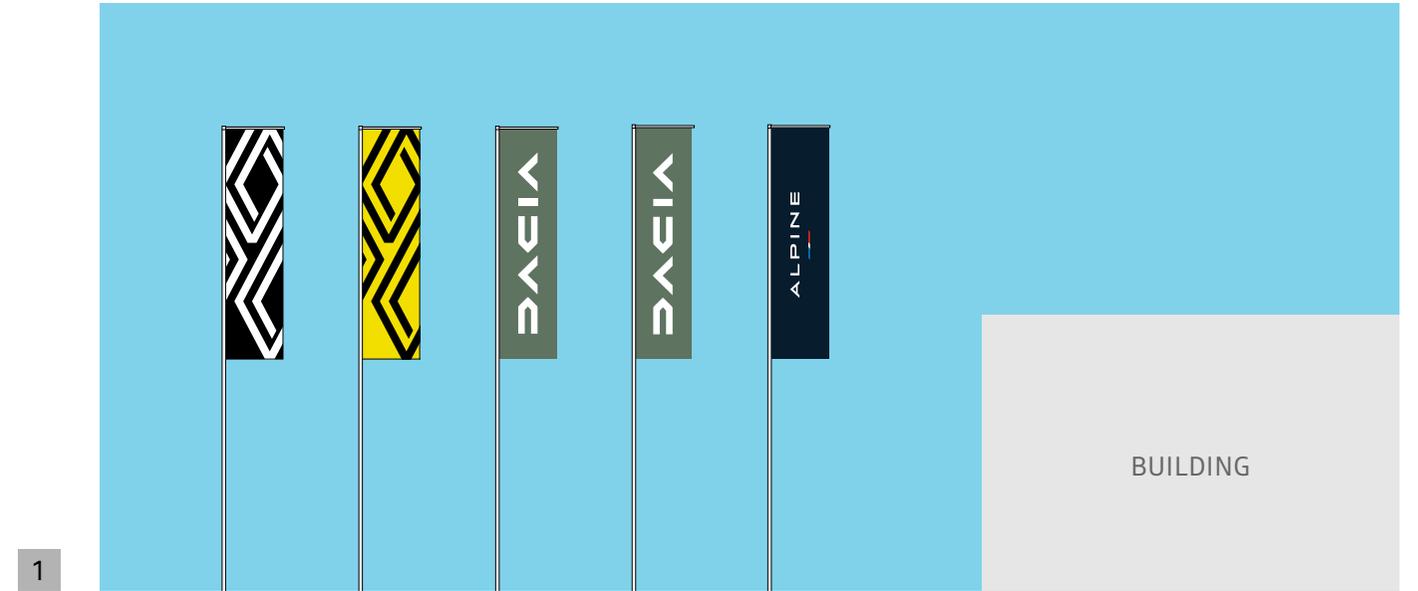
- Mixed group of 5 flags is used on one side of the site.
- Precise order must be respected.

- 1 Mixed group of flags
- 2 General organization of site



2

Mixed groups of 5 flags • Renault Dacia Alpine sites



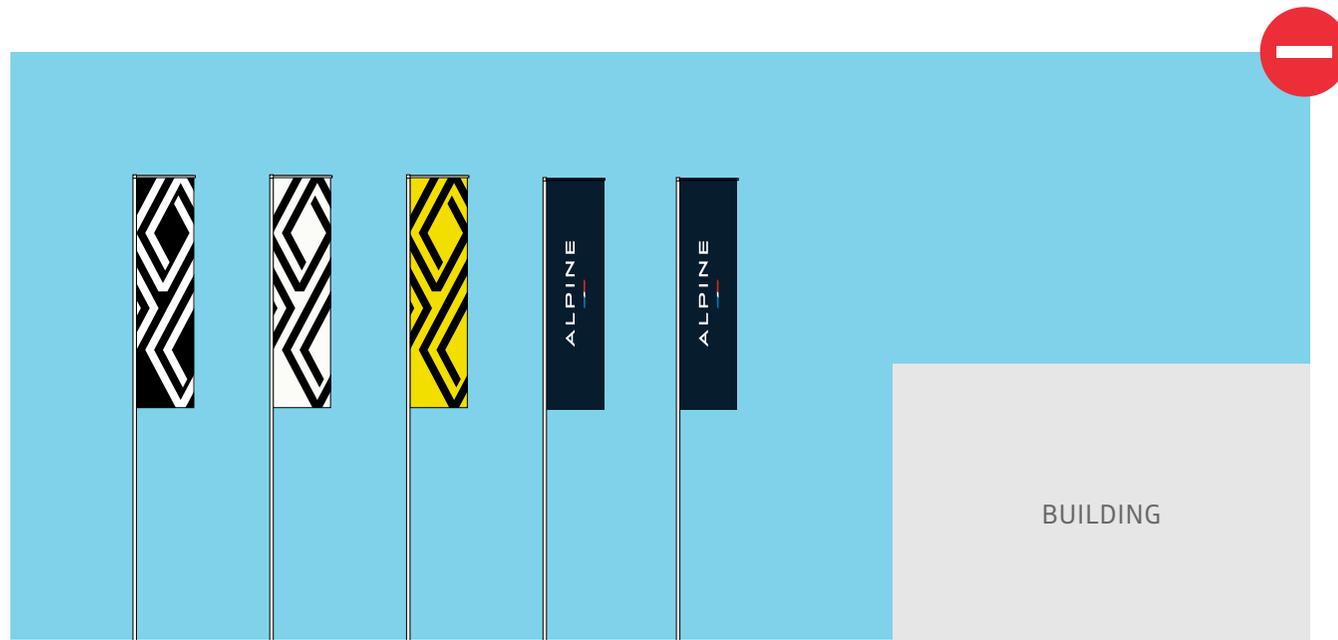
PRINCIPLES

When it is not possible to use separate groups of flags, it will be possible to mix flags of the three brands.

- Mixed group of 5 flags is used on one side of the site.
- Precise order must be respected.

- 1 Mixed group of flags
- 2 General organization of site

Special case • mixed groups of 5 flags • don't



KEY

- 1 Change in order of Renault flags
- 2 Change in order in a mixed group of 5
- 3 Change in order in a mixed group of 5

2

DIRECTIONAL SIGNAGE

What to remember?

The directional signage is arranged so as to signpost the customer journey from the approaches to the site to the customer reception areas.

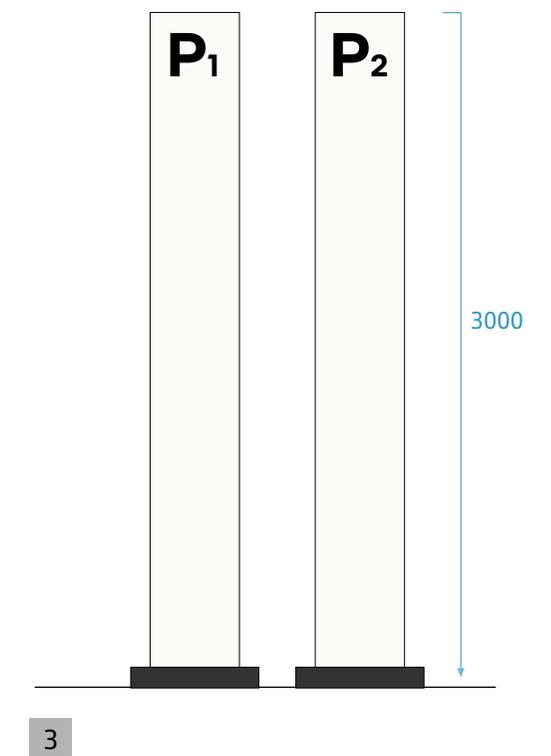
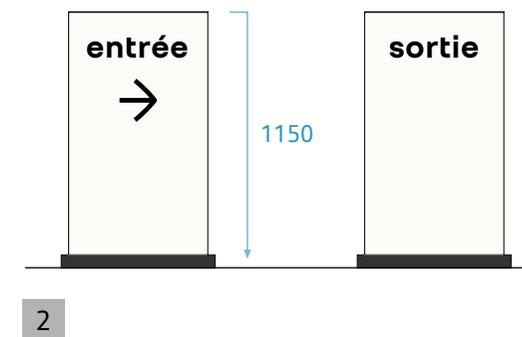
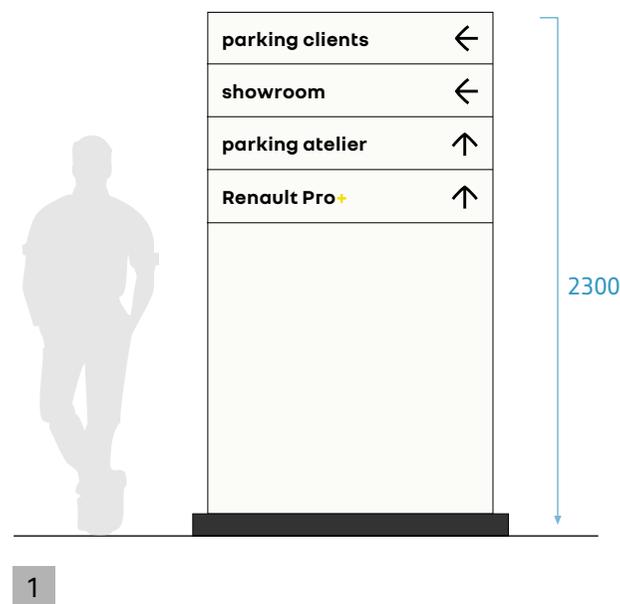
On a multibrand site, the Renault directional signage items are used with the slight modification: the typeface is Renault Group instead of Nouvel'R.

Family of elements

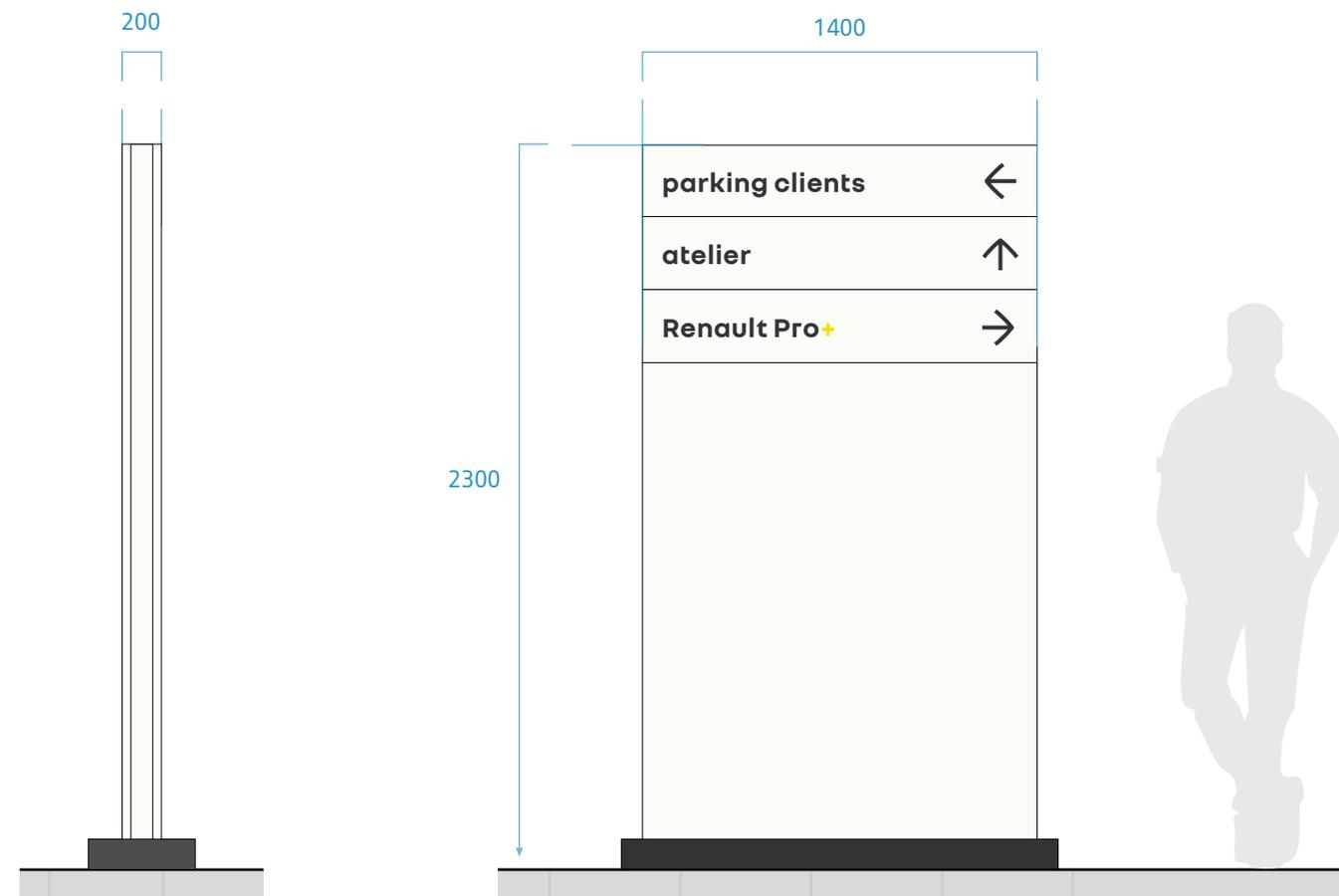
THE DIRECTIONAL SIGNAGE

It uses the following items:

- 1 Directional signs,
- 2 Entrance-exit signs,
- 3 Parking signs.



Directional signs



PRESENTATION

- The dimensions of the directional signs are: H. 2,300 x W. 1,400 x Th. 200 mm.
- The directional sign is located at the site entrance.
- The simplicity of the site organization is expressed by the limited number of text headings.
- By exception, the Renault Pro+ name is written with the Nouvel'R typeface.

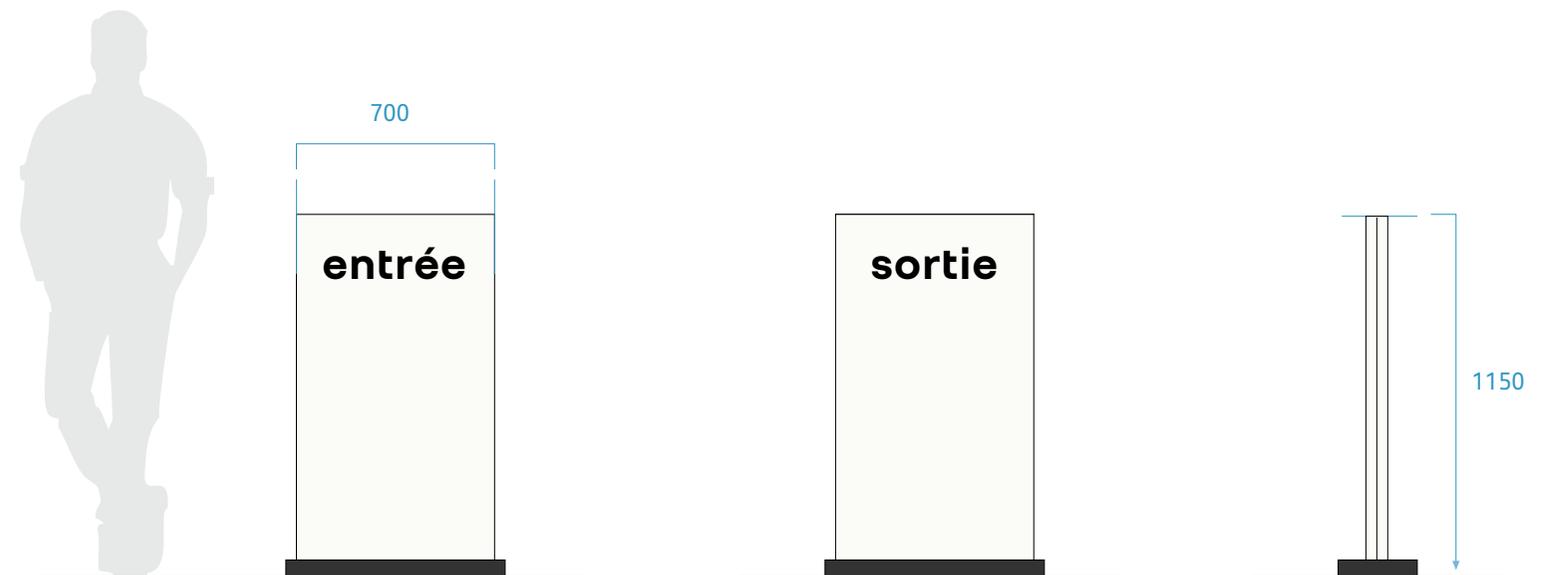
Entrance signage

PRESENTATION

These are complementary to the directional sign.

They are positioned perpendicular to the traffic when the entrance and exit are distinct.

1. The "entrance" sign welcomes the customer onto the site.
2. The "exit" sign concludes the journey punctuated by the directional signs.



Parking signs

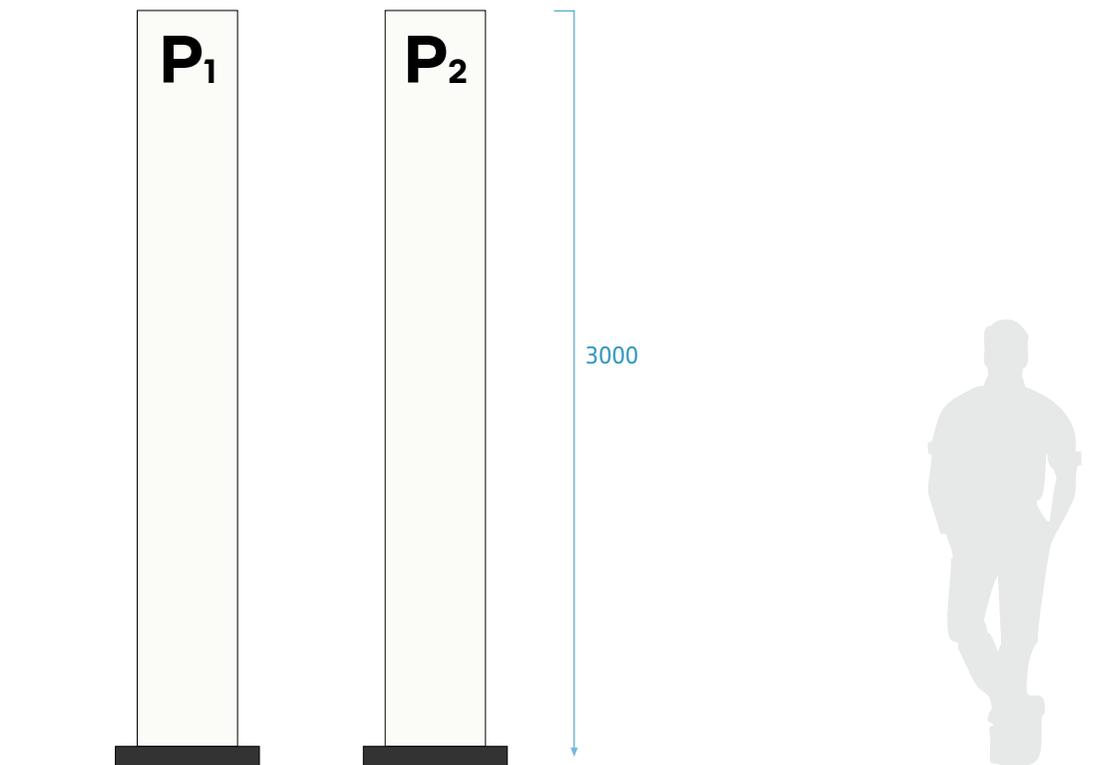
PRESENTATION

A component derived from the Test drive area mast

The parking sign bears the indication "P1" or "P2" (in some cases "P3", etc.) at the top, used to distinguish the customer parking area for the showroom from the area for the workshop.

The parking sign has a white background and is 3 m in height.

- 1 Panel in pre-lacquered RAL 9010 satin white aluminium sheeting
- 2 Matt black adhesive markings, Renault Group Bold typeface, bottom-aligned



3

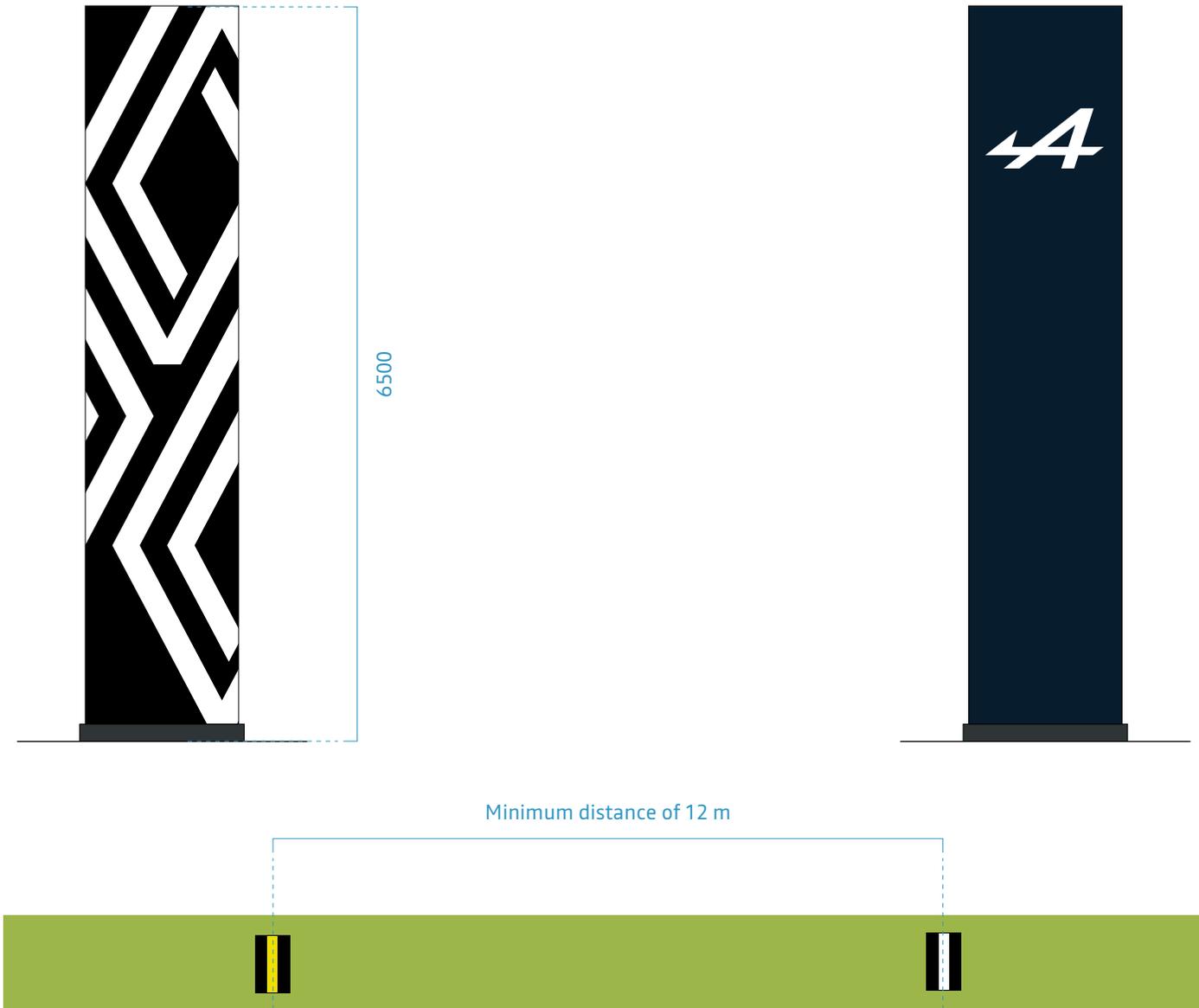
TOTEMS AND FLAG INSIGNIAS

What to remember?

Multi-brand sites are identified by totems or, failing that, by flag insignias.

These elements bear the brand signatures, and are essential contributors to brand recognition present in the dealerships.

Totems • Renault Alpine sites



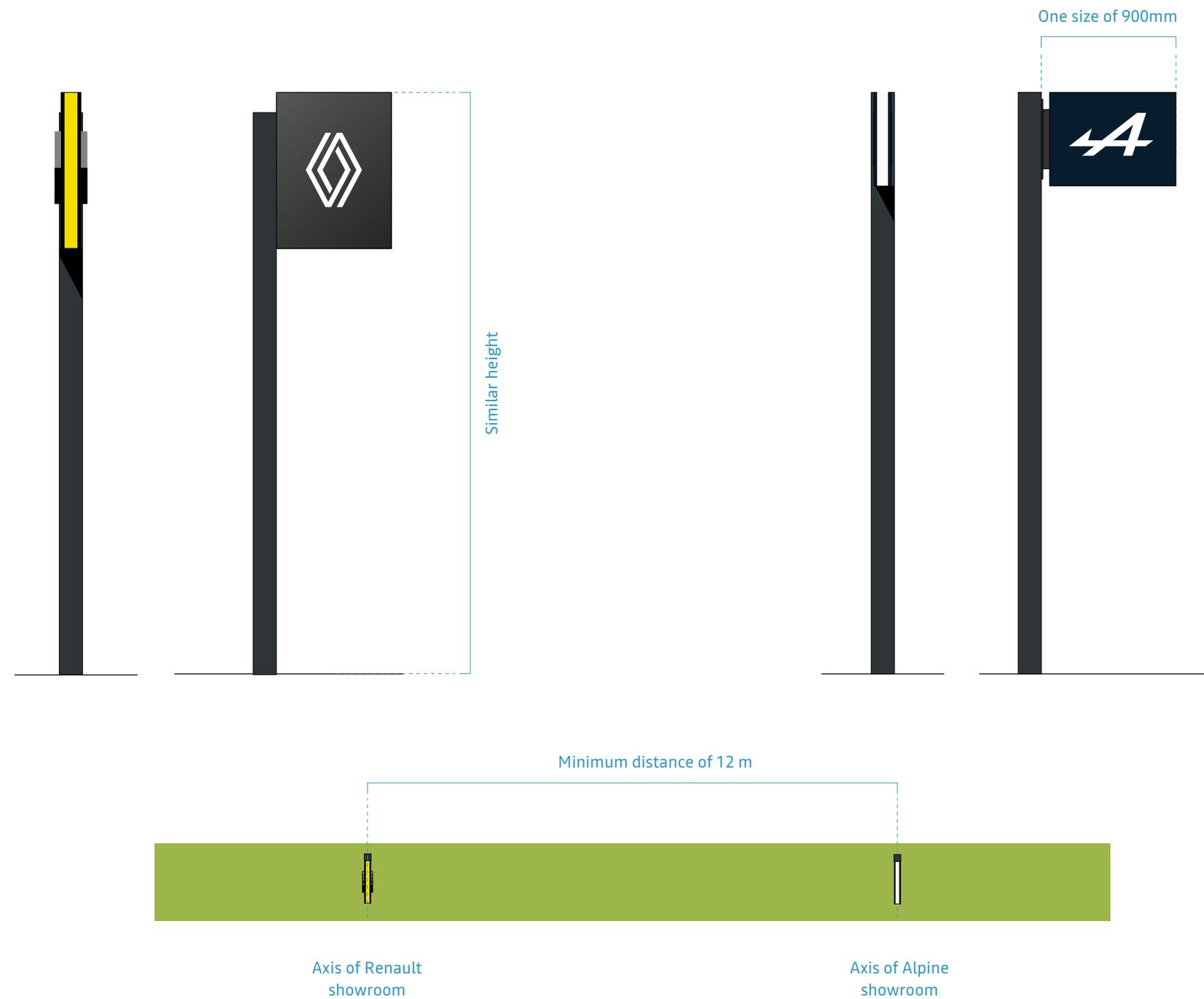
IMPLEMENTATION RULES

- It is recommended, as far as possible, to have a totem for each brand, located in the axis of the entrance to showroom.
- Totems shall have the same size and be separated with a 12 m distance. Only 6500 mm totem is available in Alpine signage.

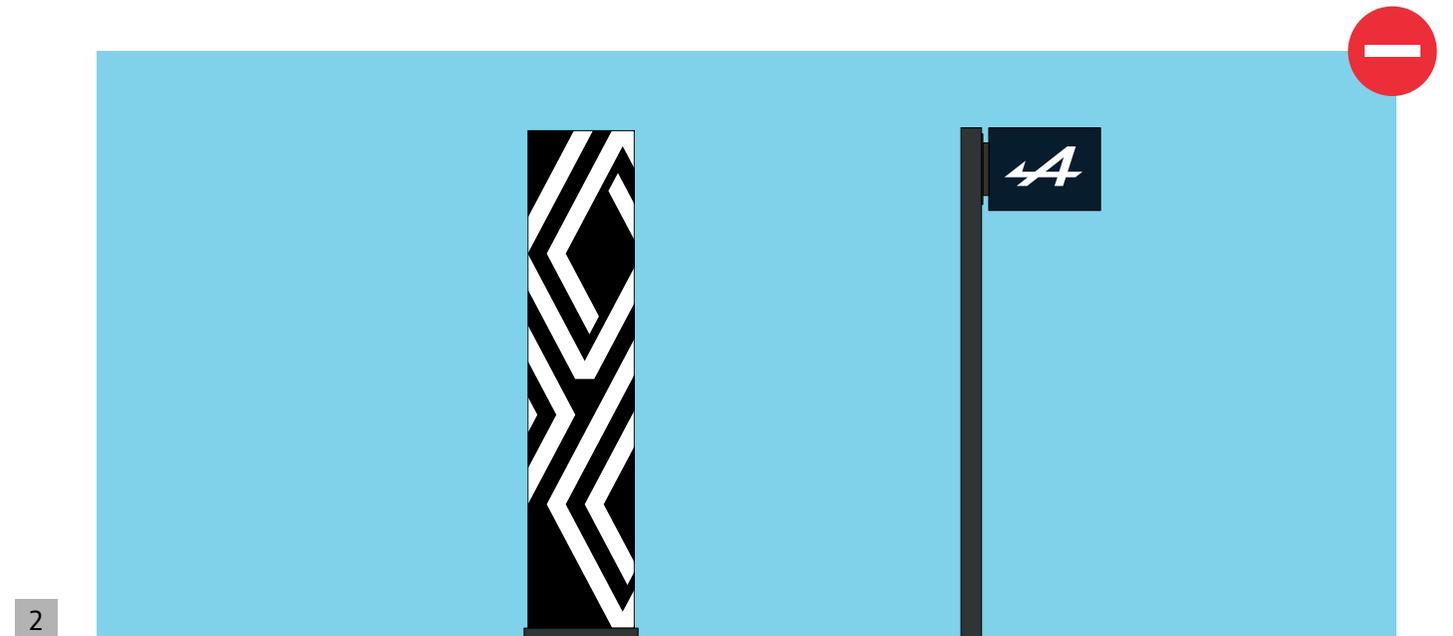
Flag insignias • Renault Alpine sites

IMPLEMENTATION RULES

- Insignias are used in urban sites or when totems can't be installed.
- Rules are the same as for totems.
- Flag insignias are located in the axis of the entrance to showroom.
- Masts of insignia shall have the same size (4.5 or 6.5 m) and be separated with a 12 m distance.
- Only one size of flag insignia is available in Alpine signage.



Totems & Flag insignias • don't



KEY

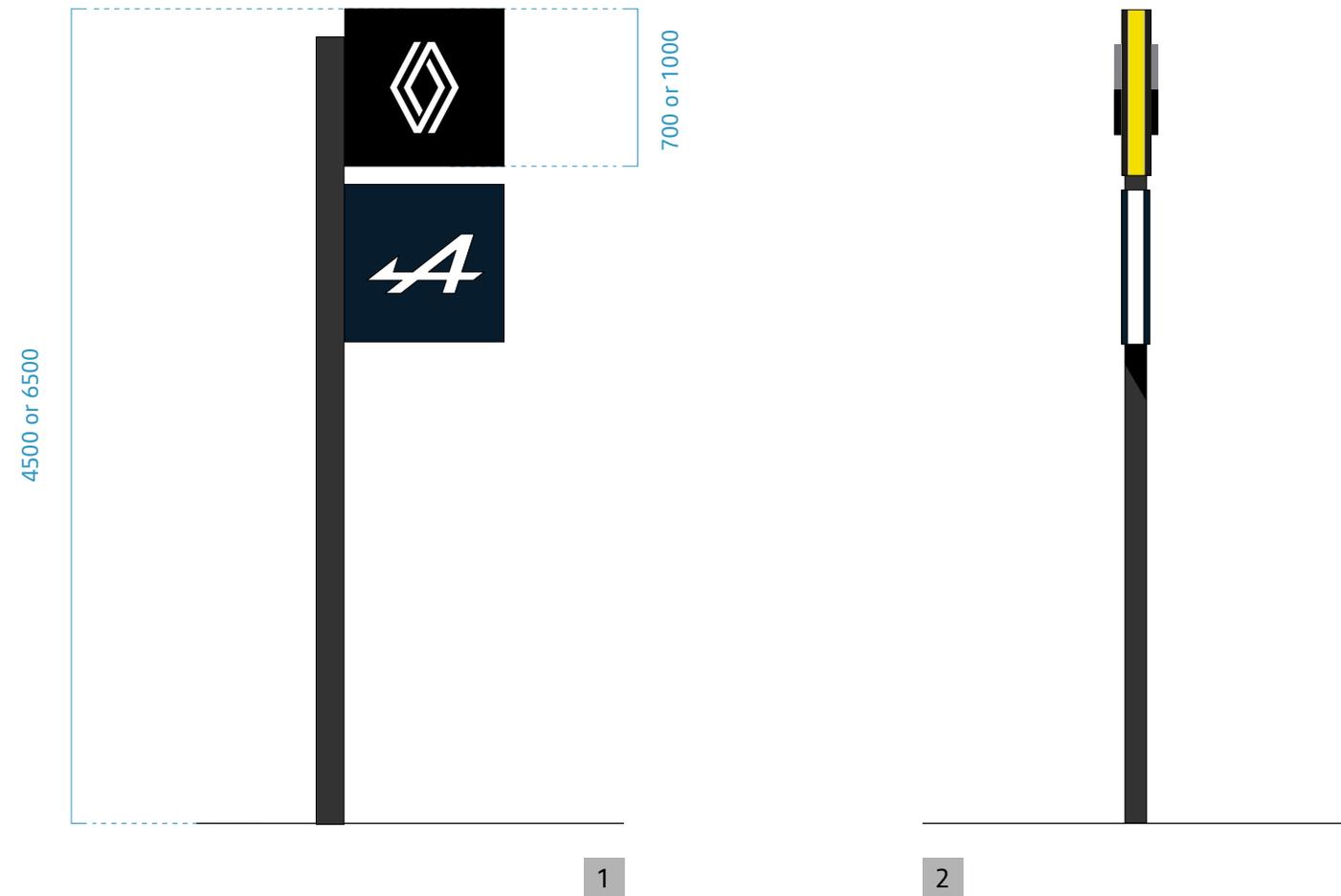
- 1 No hierarchy allowed between signage of the 2 brands on new installations.
- 2 Use of a totem with a flag insignia on a same site.

Note. In case of an existing 4500 mm Dacia totem, it is possible to keep this size mixed with a 6500 mm Renault totem.

Multi-brand flag insignias on mast • Renault Alpine sites

IMPLEMENTATION RULES

- **Separated flag insignias remain the rule.**
Possible option for R1 sites that do not have totems due to local restrictions.
- Multi-brand flag insignias are the exception when it is not possible to use single brand flag insignias.
- Multi-brand flag insignias are specifically designed with a square format.
- 2 dimensions are defined:
700 x 700 flag insignias on 4500 mm mast,
1000 x 1000 flag insignias on 6500 mm mast.



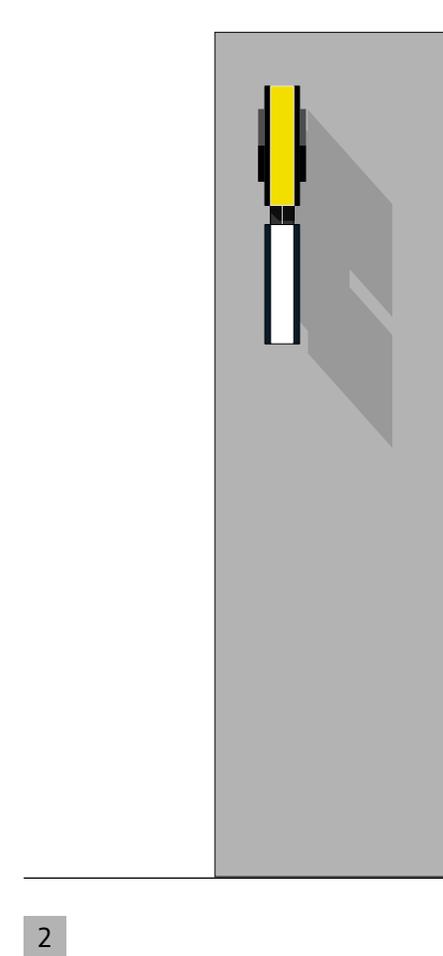
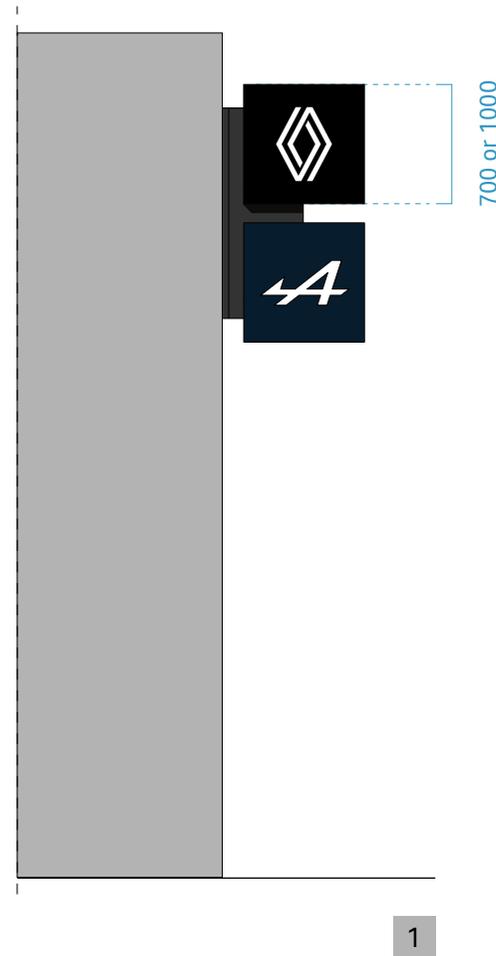
1 Front view.

2 Side view.

Multi-brand flag insignias on wall • Renault Alpine sites

IMPLEMENTATION RULES

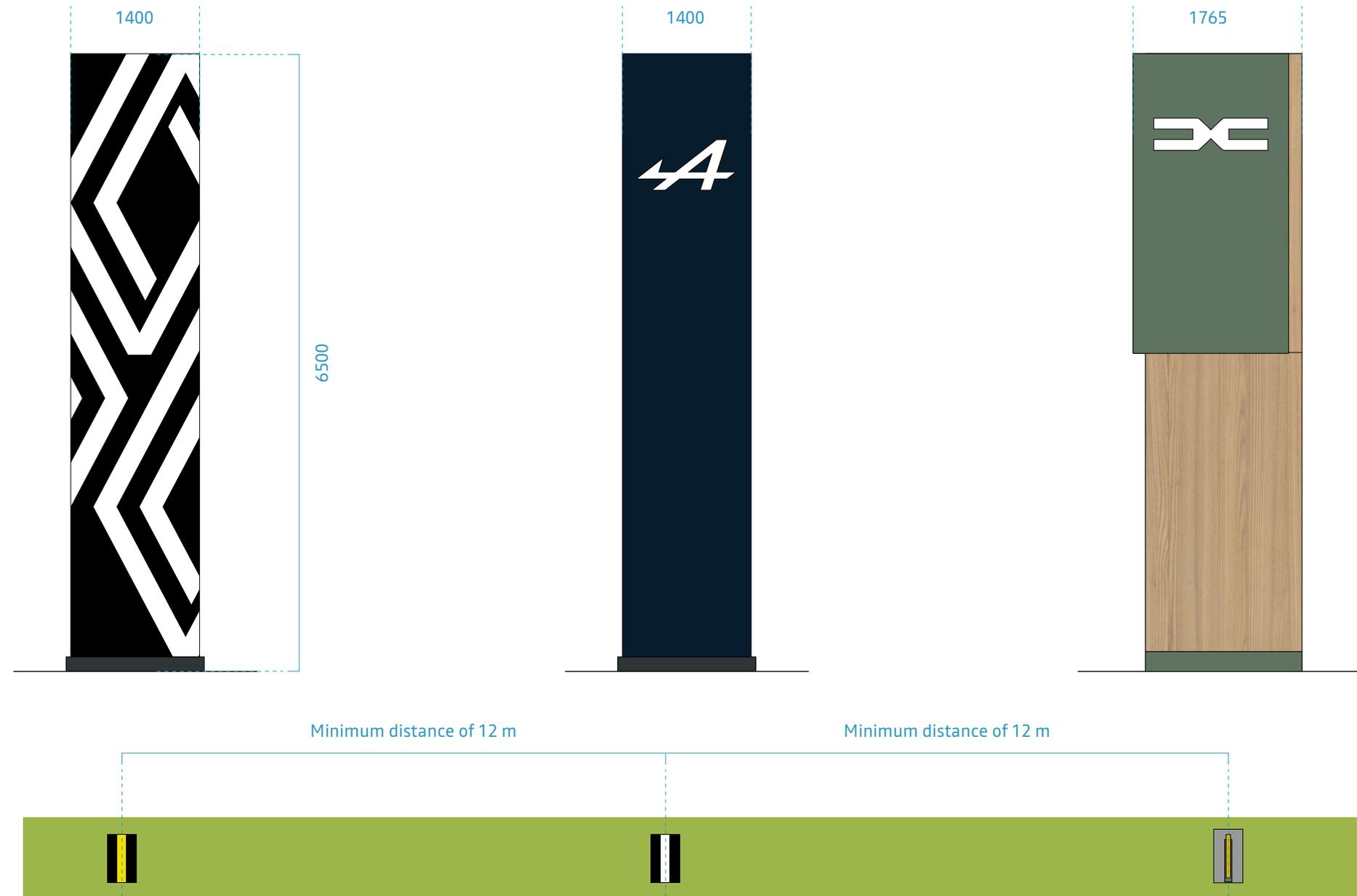
- **Only for R2 network.**
Separated flag insignias remain the rule.
- Wall mounted multi-brand flag insignias are the exception when it is not possible to use single brand flag insignias (on mast or wall-mounted).
- They should be mainly used on urban sites.
- 2 dimensions are defined:
700 x 700 flag insignias,
1000 x 1000 flag insignias.



1 Front view.

2 Side view.

Totems • Renault Dacia Alpine sites



IMPLEMENTATION RULES

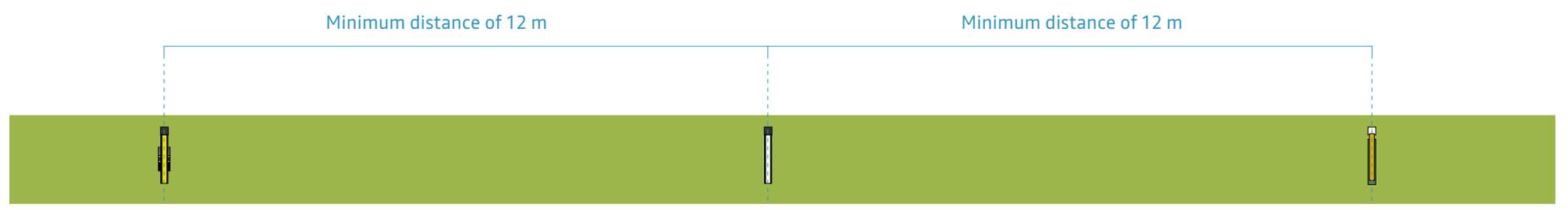
- It is recommended, as far as possible, to have a totem for each brand, located in the axis of the entrance to showroom.
- Totems shall have the same size and be separated with a 12 m distance. Only 6500 mm totem is available in Alpine signage.

Flag insignias • Renault Dacia Alpine sites



IMPLEMENTATION RULES

- Insignias are used in urban sites or when totems can't be installed.
- Rules are the same as for totems.
- Flag insignias are located in the axis of the entrance to showroom.
- Masts of insignia shall have the same size (4.5 or 6.5 m) and be separated with a 12 m distance.
- Only one size of flag insignia is available in Alpine signage.



4

AFTER-SALES FACADES

What to remember?

The after-sales facades of the multi-brand sites are identified according to different configurations:

- dedicated workshops for Renault brand,
- common workshops,
- common workshop with integrated reception.

In some cases, it may be necessary to use wall-mounted Service plate to increase visibility of workshops when they are implanted in a secondary facade and do not offer a good visibility from the outskirts.

Separated Renault workshop

IDENTIFICATION PRINCIPLES

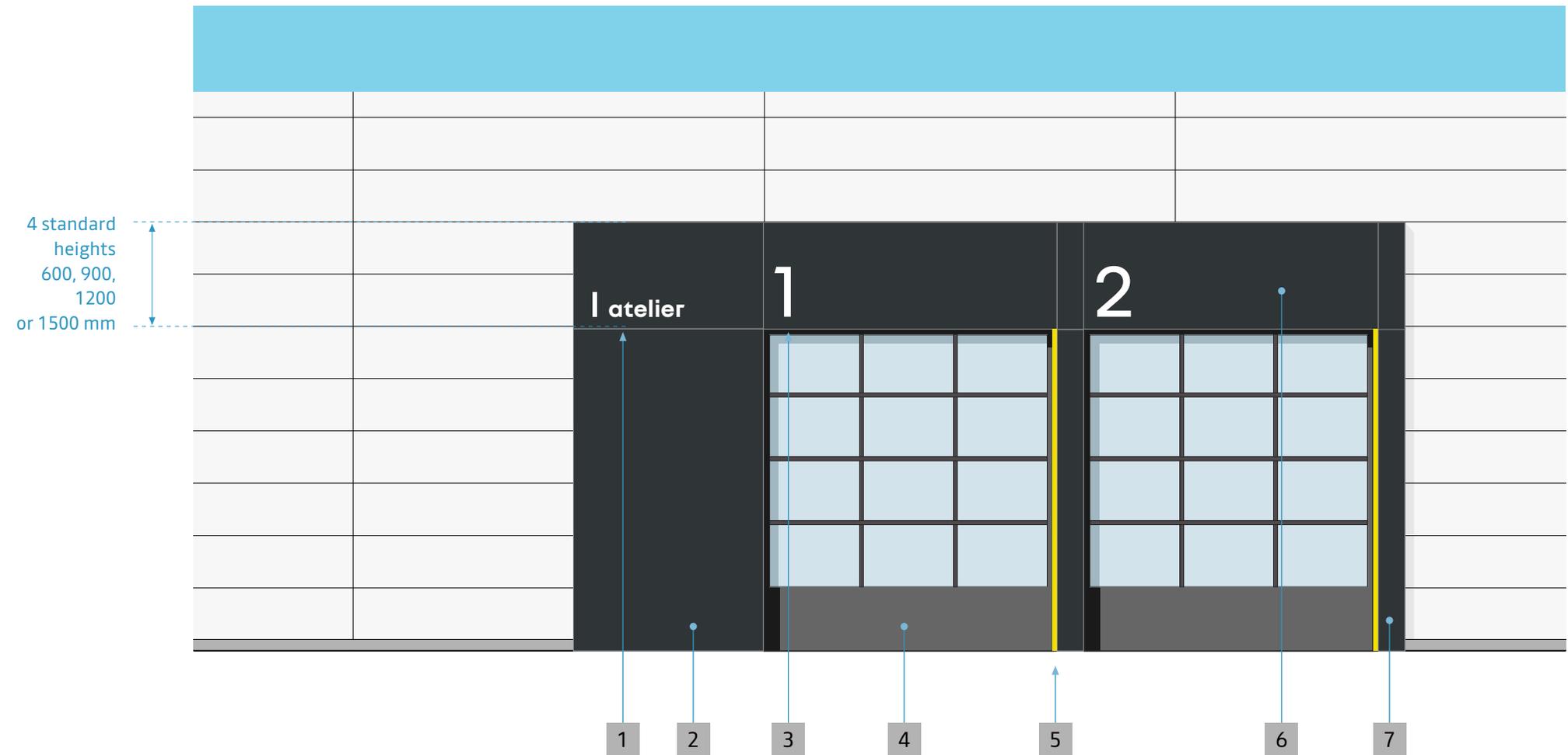
The workshop bays are clad by door group (doors having the same function).

The cladding consists of panels with raised edges in metallic grey aluminium sheet.

On the right side, a yellow vertical strip accentuates the visibility of each of the workshop bays.

The identification of the workshop bays is completed with a text.

- 1 Text identifying the group of workshop bays, Nouvel'R Bold typeface.
- 2 Workshop bay cladding side panel.
- 3 Workshop bay door painted with dark grey RAL 7021 with 40% gloss lacquer.
- 4 Workshop bay numbering, Nouvel'R regular typeface.
- 5 Vertical strip, Pantone yellow 3955 C with 40% gloss.
- 6 Workshop bay cladding upper banner.
- 7 Workshop bay cladding side panel with minimum width of 300 mm.



Common workshop • Renault Alpine sites

IDENTIFICATION PRINCIPLES

The workshop bays of the common workshops in a multi-brand site are identified by plates showing the identifiers of each of the brands.

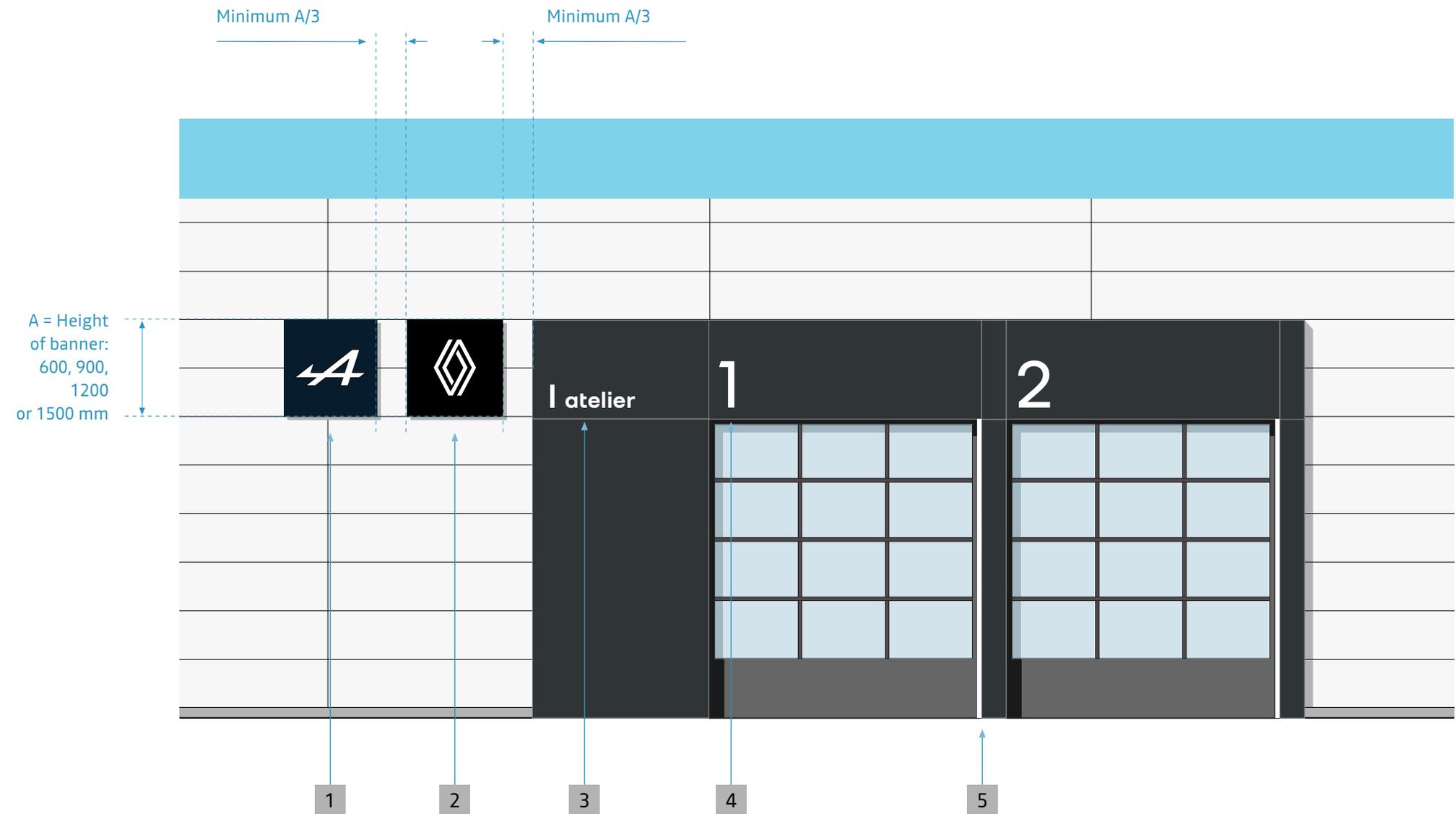
The group of workshop bays is clad according to the same principles as for Renault bays with the exception of:

- texts that use Renault Group Bold typography,
- the numbering of bays which uses Renault Group regular typography,
- vertical strips painted in RAL 9003 white instead of yellow.

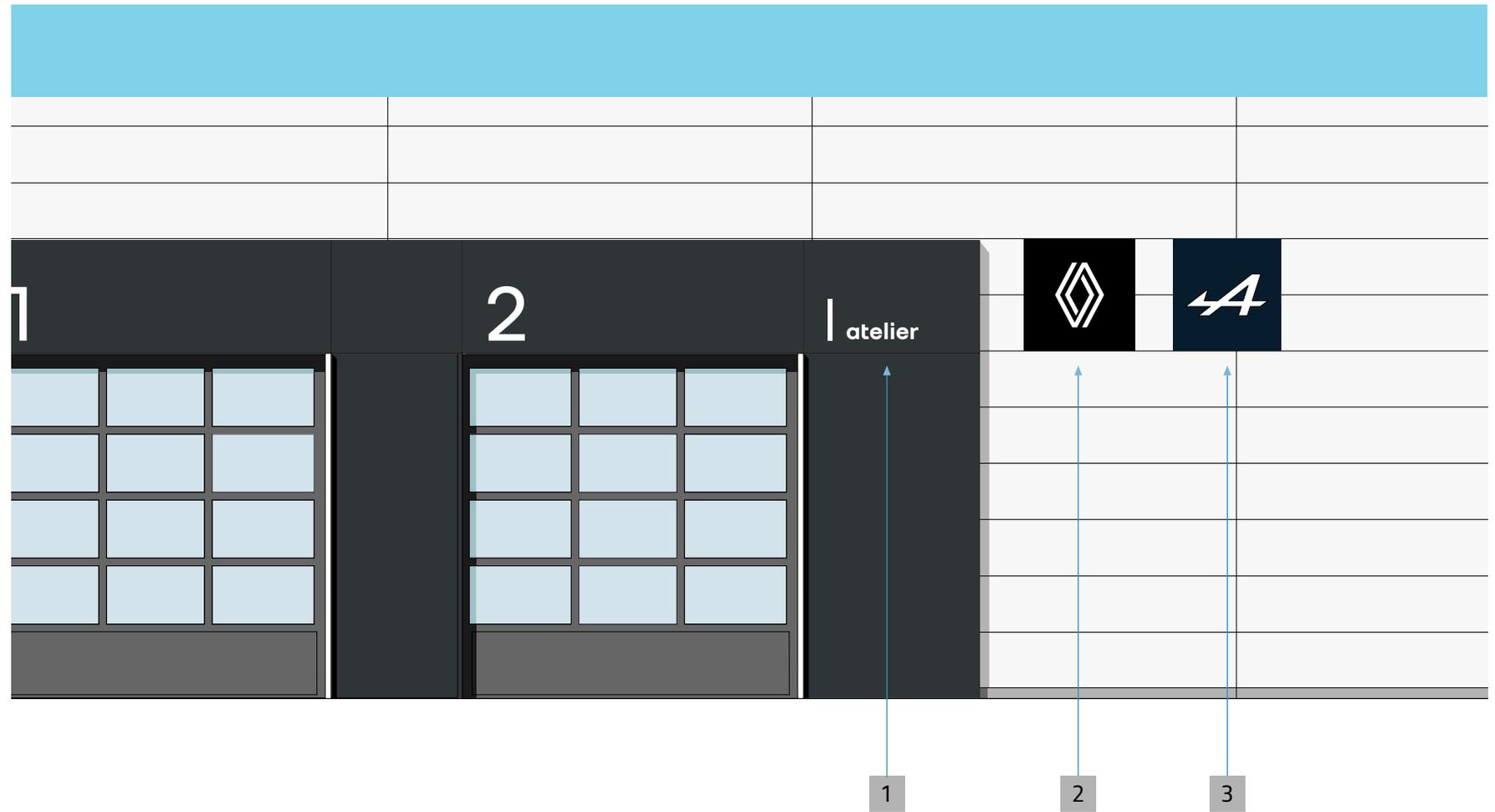
Branded plates are implanted beside the panel with the Workshop name.

Renault plate is always the closest from the workshop bay.

- 1 Alpine wall mounted plate.
- 2 Renault wall mounted plate.
- 3 Text identifying the group of workshop bays, Renault Group Bold typeface.
- 4 Workshop bay numbering, Renault Group regular typeface.
- 5 Vertical strip, RAL 9003 White with 40% gloss.



Common workshop • Renault Alpine sites

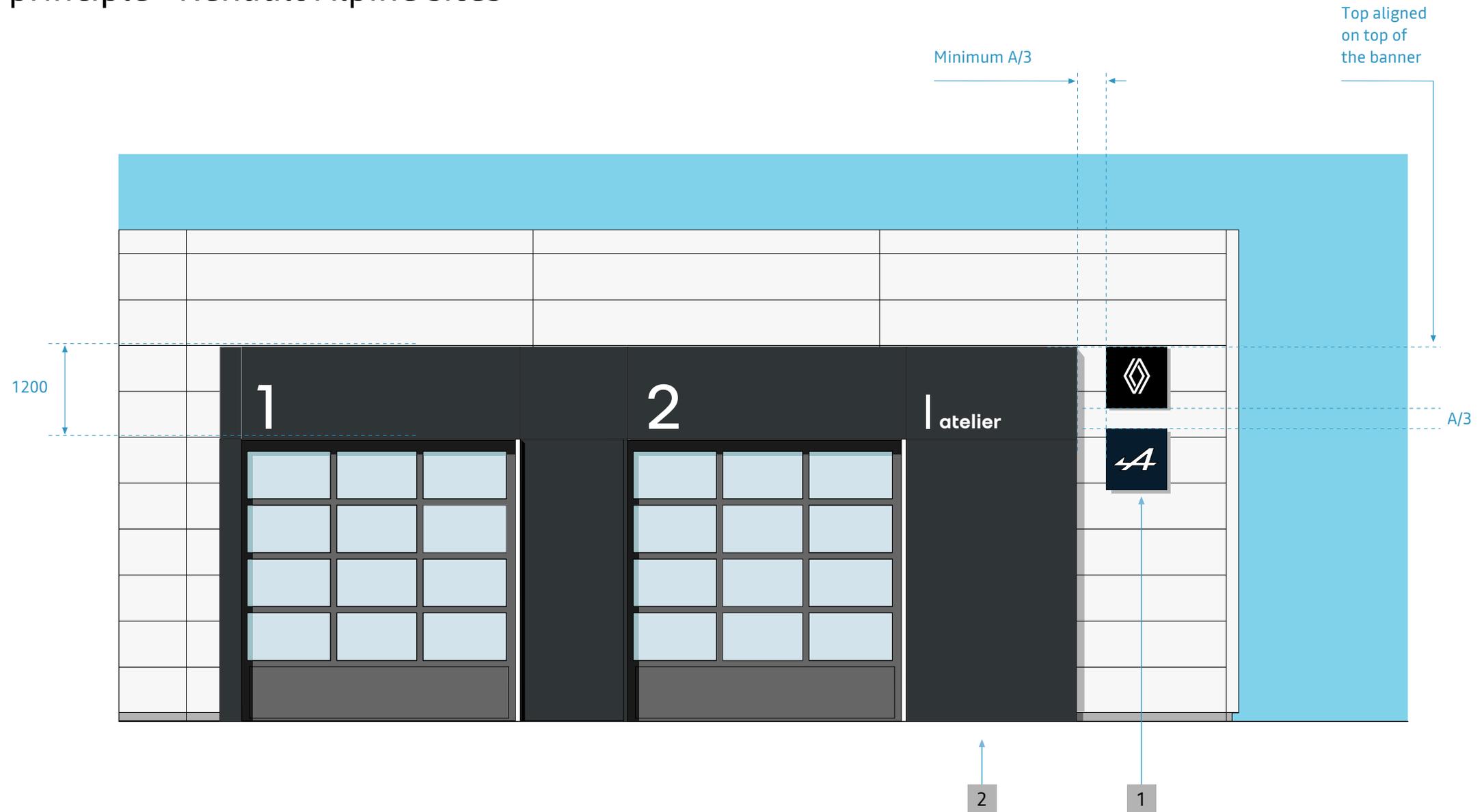


IDENTIFICATION PRINCIPLES

In this reverse configuration compared to the previous page, the Renault wall plate is always installed as close as possible to the workshop bay.

- 1 Workshop bay.
- 2 Renault wall mounted plate.
- 3 Alpine wall mounted plate.

Common workshop • Adaptation principle • Renault Alpine sites



IDENTIFICATION PRINCIPLES

When the available space to install the wall plates of the 2 brands is too small, it is possible to use a vertical layout and reduced plate formats.

In the opposite case, plates have a format of 600 x 600mm while the strip of the workshop bay is 1200mm high.

An installation distance equal to "A/3" of the workshop bay cladding must be respected, "A" being the height of the wall plates.

Note that the Renault plate is always positioned at the top, aligned with the top of the workshop bay panel.

1 After-Sales wall mounted plates.

Low visibility of workshops on secondary facade • Renault Alpine sites

IDENTIFICATION PRINCIPLES

On multibrand sites with neutral workshop bays, the After-Sales service is identified by wall plates located near the bay.

This implementation must correspond to the need for proximity identification of after-sales when the customer is invited to go there.

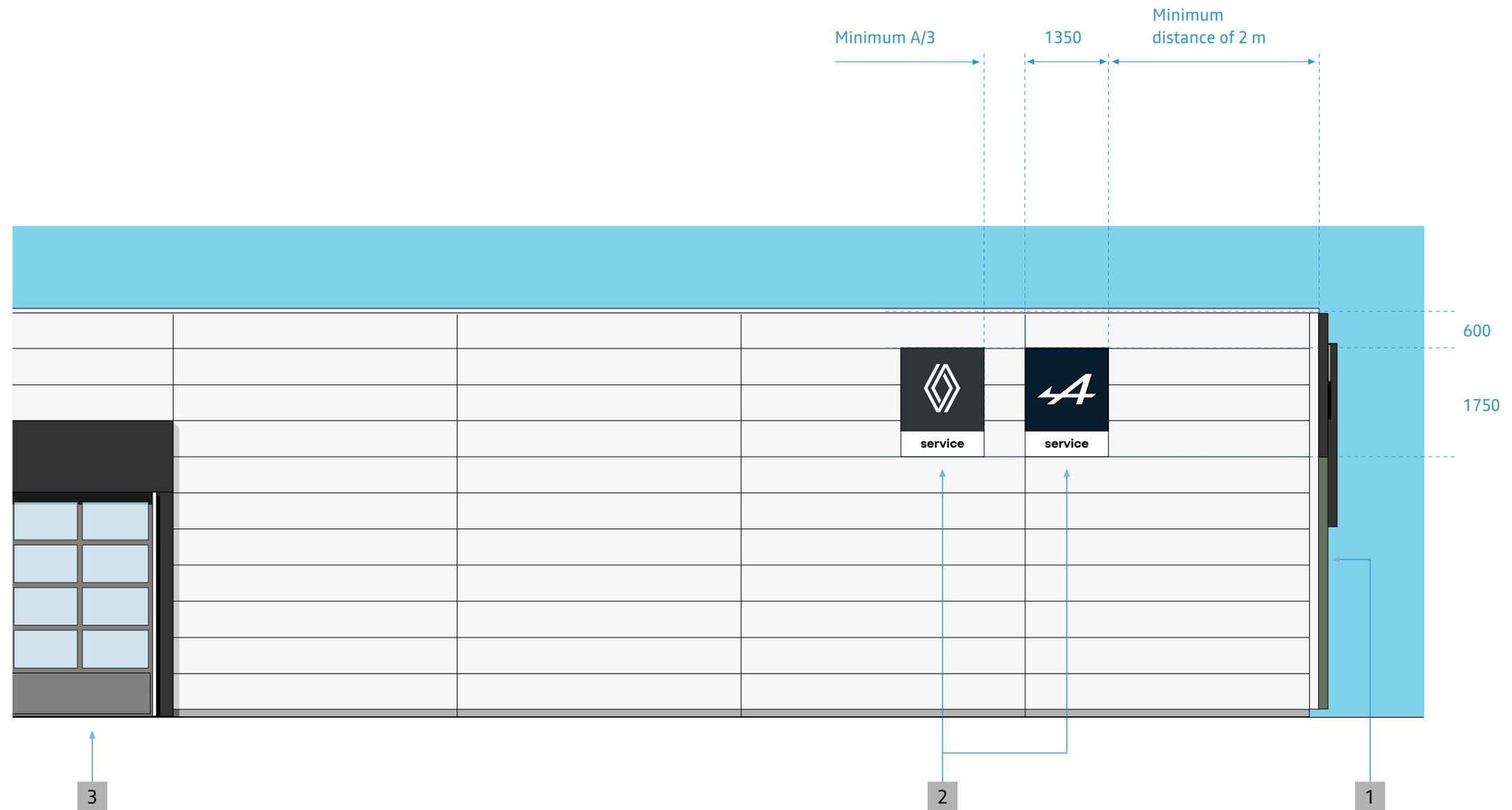
The plates of the different brands are implanted at a minimum distance of "A/3" from each other, "A" being the height of the plates.

They are aligned from above and positioned at a 600mm minimum distance from the top of the pediment.

The first plate is located at a minimum distance of 2m from the angle of facade. The Renault plate is always the closest to the workshop bay.

Standard dimensions : 1350 x 1750 mm.

1. Main facade.
2. Branded wall plates.
3. Common workshop bays.



Low visibility of workshops on secondary facade • Renault Dacia Alpine sites

IDENTIFICATION PRINCIPLES

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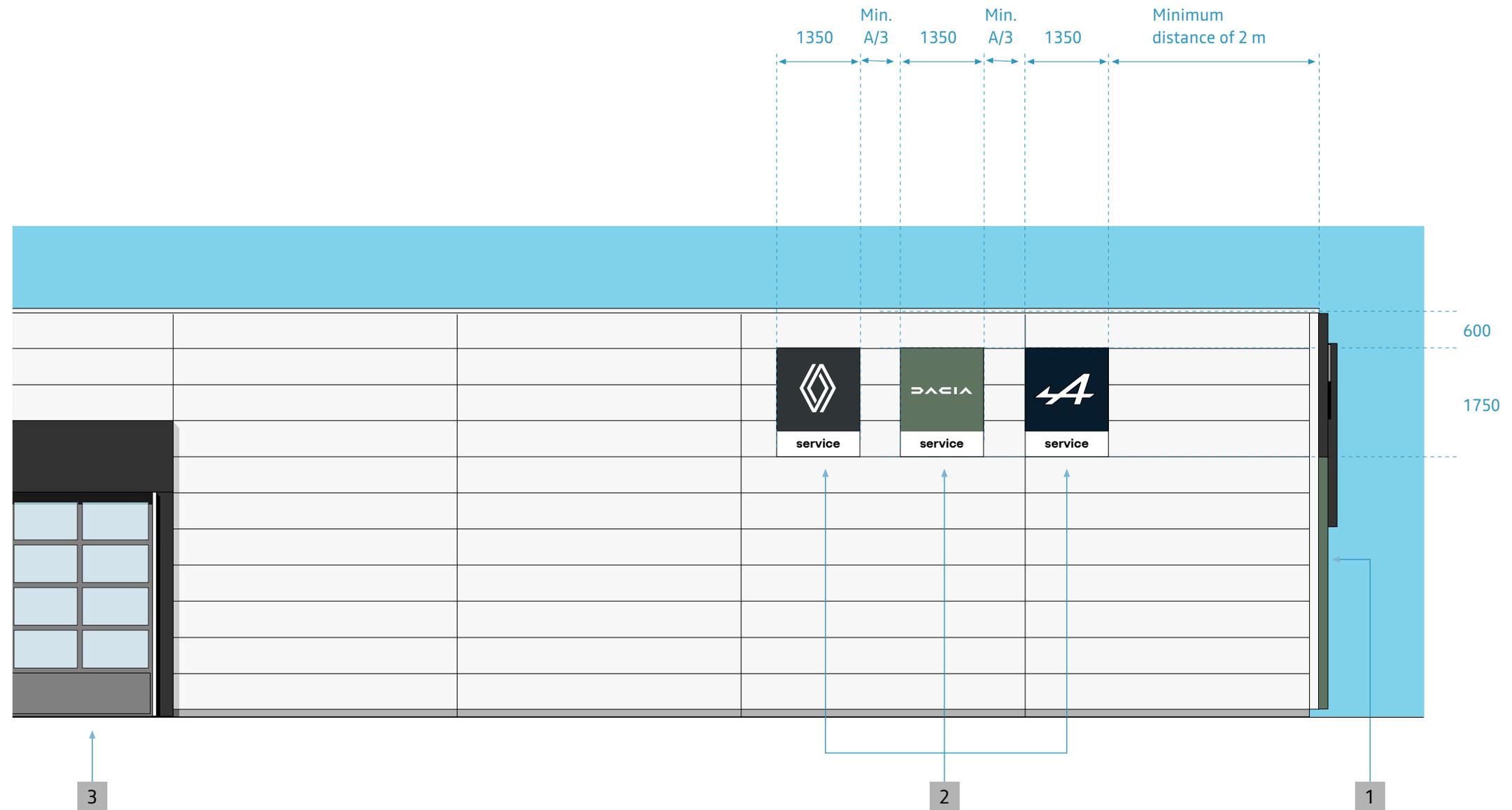
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Standard dimensions : 1350 x 1750 mm.

1. Main facade.
2. Branded wall plates.
3. Common workshop bays.



5

DELIVERY AREA

What to remember?

The delivery area of a multi-brand site adopts a specific marking and visuals allowing the vehicles of each brand to be presented and picked up in a same space.

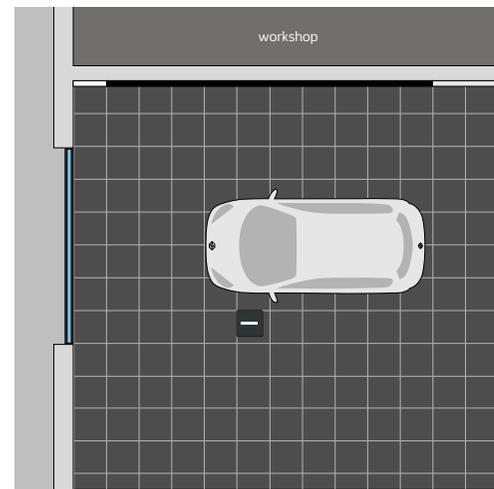
Different configurations are possible depending on the desired capacity and the shape of the delivery space.

Main configurations

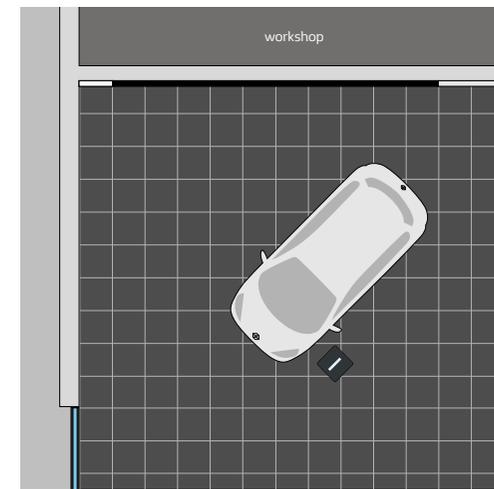
IMPLEMENTATION PRINCIPLES

In order to optimize the layouts, 3 configurations are defined. To facilitate the customer's manoeuvres, the vehicle is directed towards the way out.

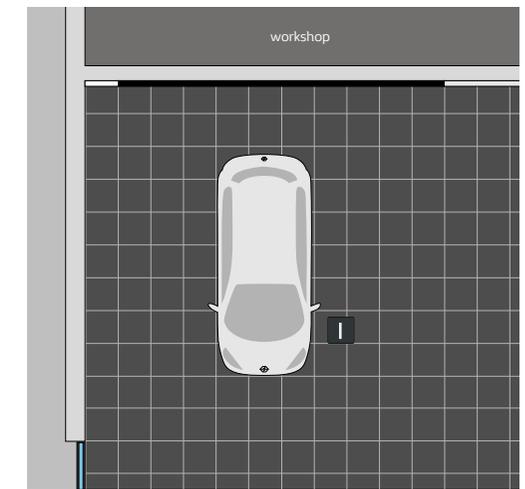
- 1 The in-line configuration aligns vehicles being delivered one behind the other in front of the exit door. It is particularly applicable for narrow delivery areas (corridor type).
- 2 In the diagonal configuration, the vehicles are presented at an angle of 45° to the exit. This requires a broader - but also shorter - delivery space than the in-line configuration.
- 3 The perpendicular configuration presents the vehicles side by side perpendicular to the back wall of the delivery area. This configuration requires more depth than the other 2 configurations.



1



2



3

IDENTIFICATION PRINCIPLES

Proportion between dark grey rectangle and visual are different according to wall length.

Maximum length of visual limited to 6 m.

Typeface: Nouvel'R Bold.

- 1 Length of wall < 10 m
- 2 Length of wall from 10 to 20 m
- 3 Length of wall > 20 m



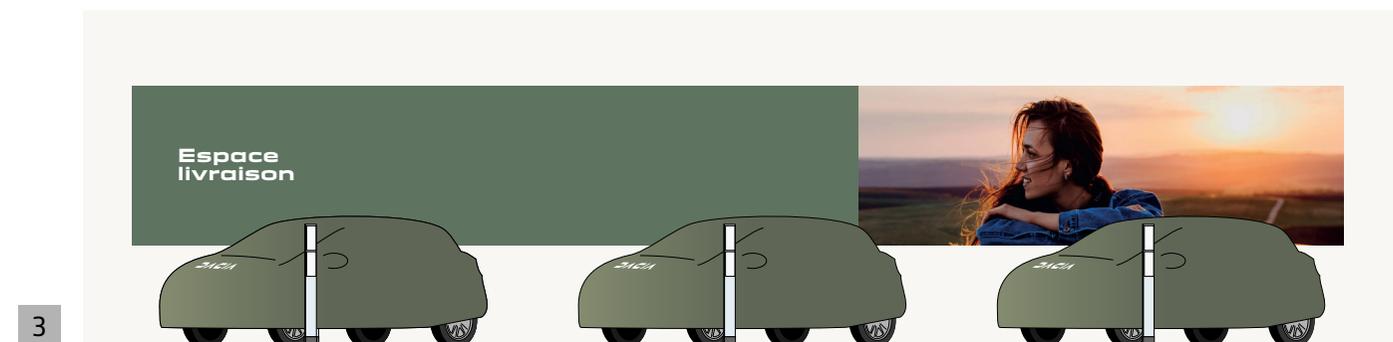
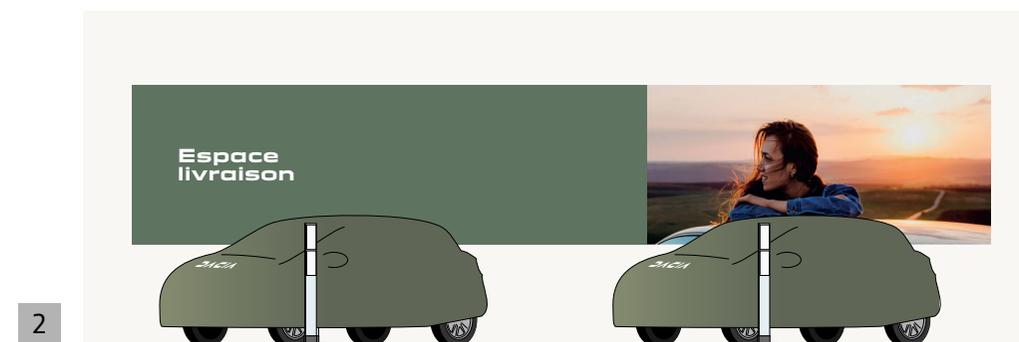
IDENTIFICATION PRINCIPLES

Proportion between khaki rectangle and visual are different according to wall length.

Maximum length of visual limited to 6 m.

Typeface: Dacia Block Extended Bold.

- 1 Length of wall < 10 m
- 2 Length of wall from 10 to 20 m
- 3 Length of wall > 20 m



Multi-brand sites

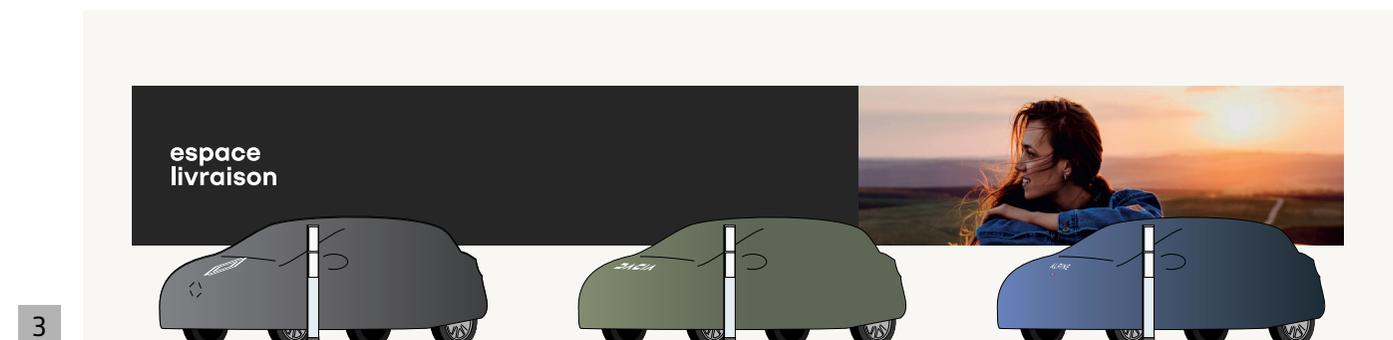
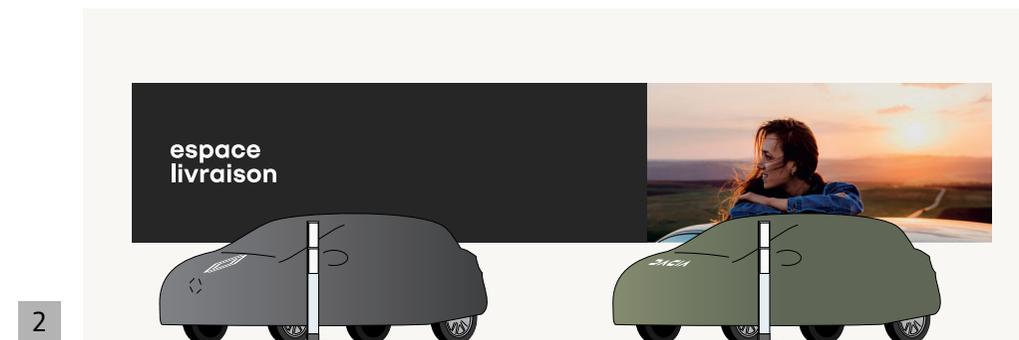
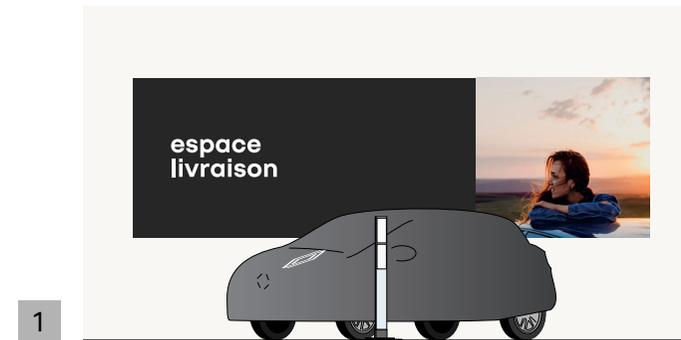
IDENTIFICATION PRINCIPLES

Proportion between dark grey rectangle and visual are different according to wall length.

Maximum length of visual limited to 6 m.

Typeface: Renault Group Bold.

- 1 Length of wall < 10 m
- 2 Length of wall from 10 to 20 m
- 3 Length of wall > 20 m

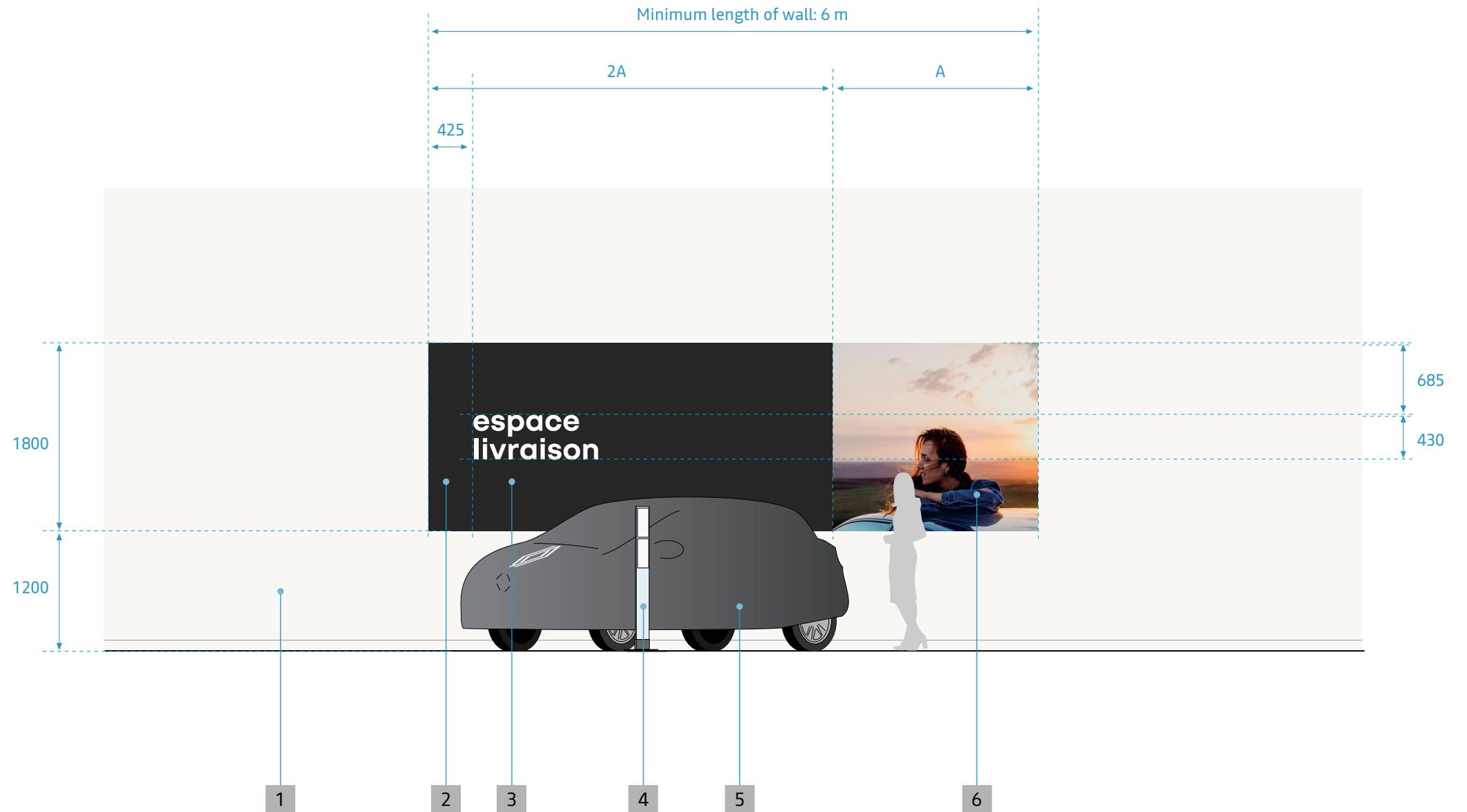


Outlines for wall under 10m

IDENTIFICATION PRINCIPLES

- RAL 7021 dark grey rectangle painted on the wall, matt finish.
- "delivery area" marking in reverse identifies the space in the showroom.
- The wall comprises a visual in matt or satin finish printed on fabric stretched on a frame or on adhesive when the wall is completely flat.
- Proportion between visual and black wall is 1/3 : 2/3.

- 1 RAL 9010 white wall.
- 2 RAL 7021 dark grey rectangle, (silk or fine textured to easy cleaning).
- 3 "delivery area" marking in reverse white, Renault Group Bold typeface on 2 lines, left aligned.
- 4 Price display.
- 5 Branded car covers.
- 6 Renault Group visual. An HD file is available on Brand Stores site for reproduction.

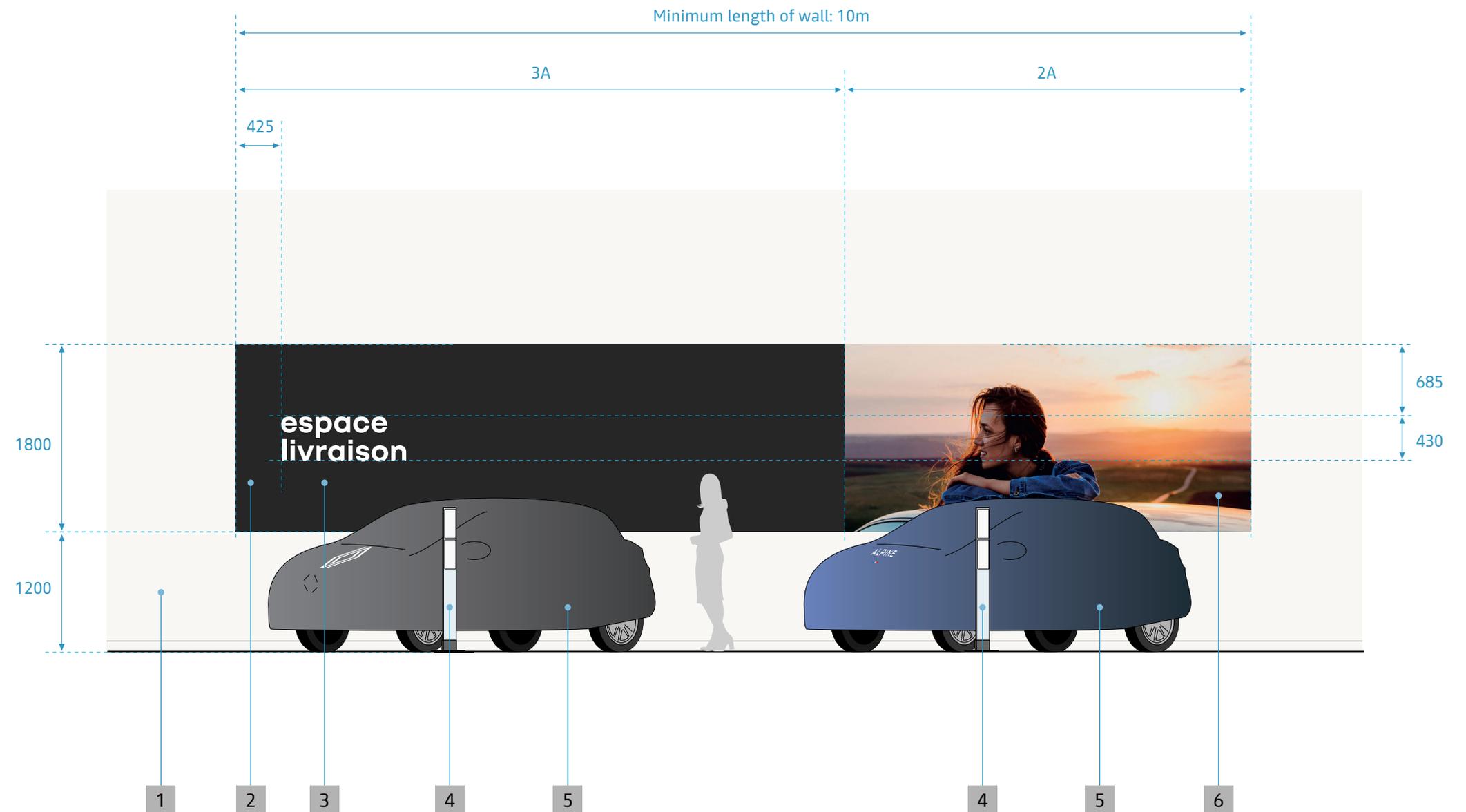


Outlines for wall from 10m to 20m

IDENTIFICATION PRINCIPLES

- RAL 7021 dark grey rectangle painted on the wall, matt finish.
- "delivery area" marking in reverse identifies the space in the showroom.
- The wall comprises a visual in matt or satin finish printed on fabric stretched on a frame or on adhesive when the wall is completely flat.
- Proportion between visual and black wall is 2/5 : 3/5.

- 1 RAL 9010 white wall.
- 2 RAL 7021 dark grey rectangle, (silk or fine textured to easy cleaning).
- 3 "delivery area" marking in reverse white, Renault Group Bold typeface on 2 lines, left aligned.
- 4 Price display.
- 5 Branded car covers.
- 6 Renault Group visual. An HD file is available on Brand Stores site for reproduction.



Multi-brand sites • special cases

PRINCIPLES

- **It is recommended that the delivery area be always separated from the showroom and visible through a glass wall.**
- As an exception, in small sites, it is possible to integrate the delivery area into the showroom near one of the side walls.
- When the delivery is not implanted against a wall in the showroom, it will be possible to use the back of either a 2x2 POS or a 3x4 fresco to identify this area depending of the dimensions of the showroom.

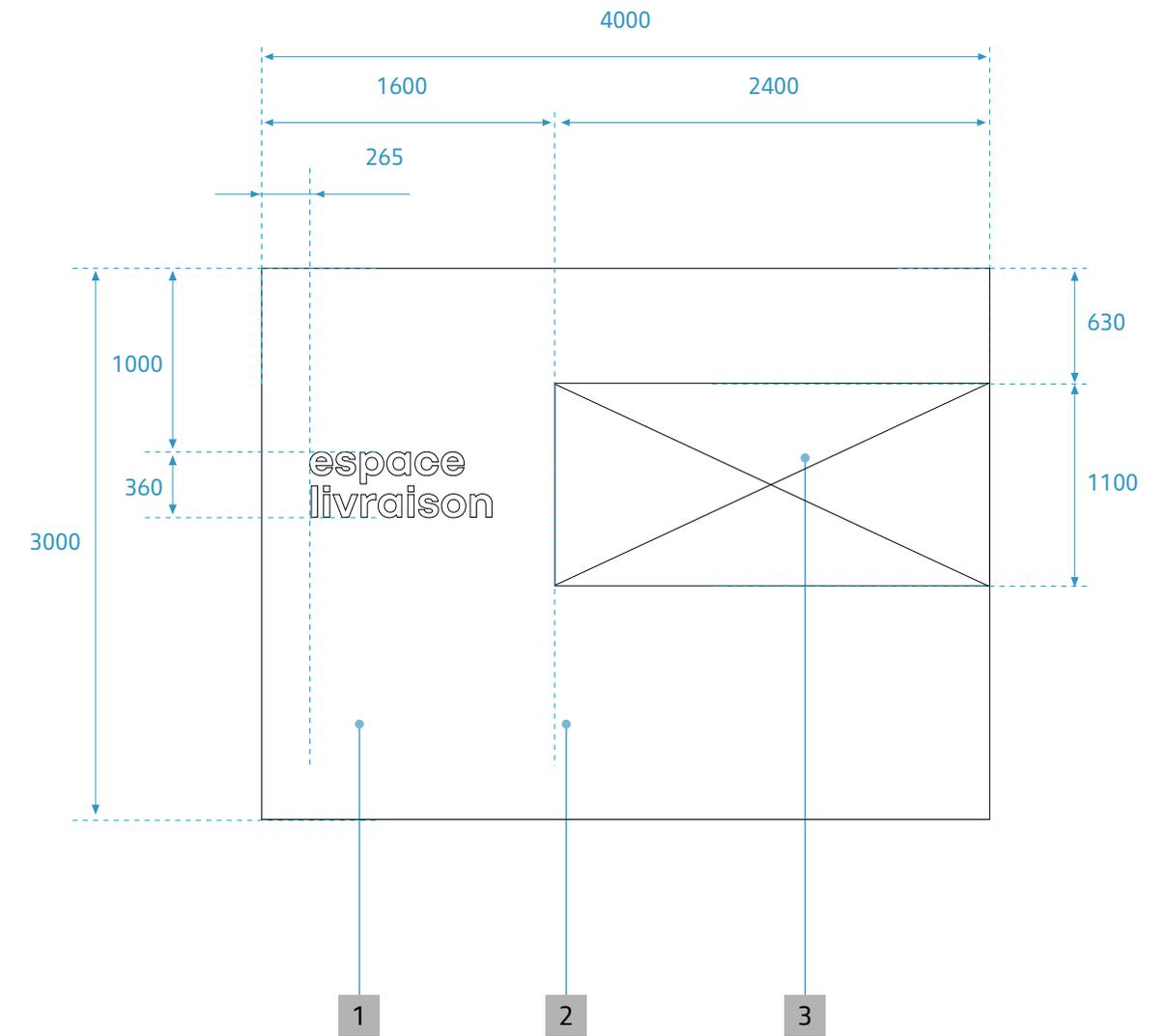
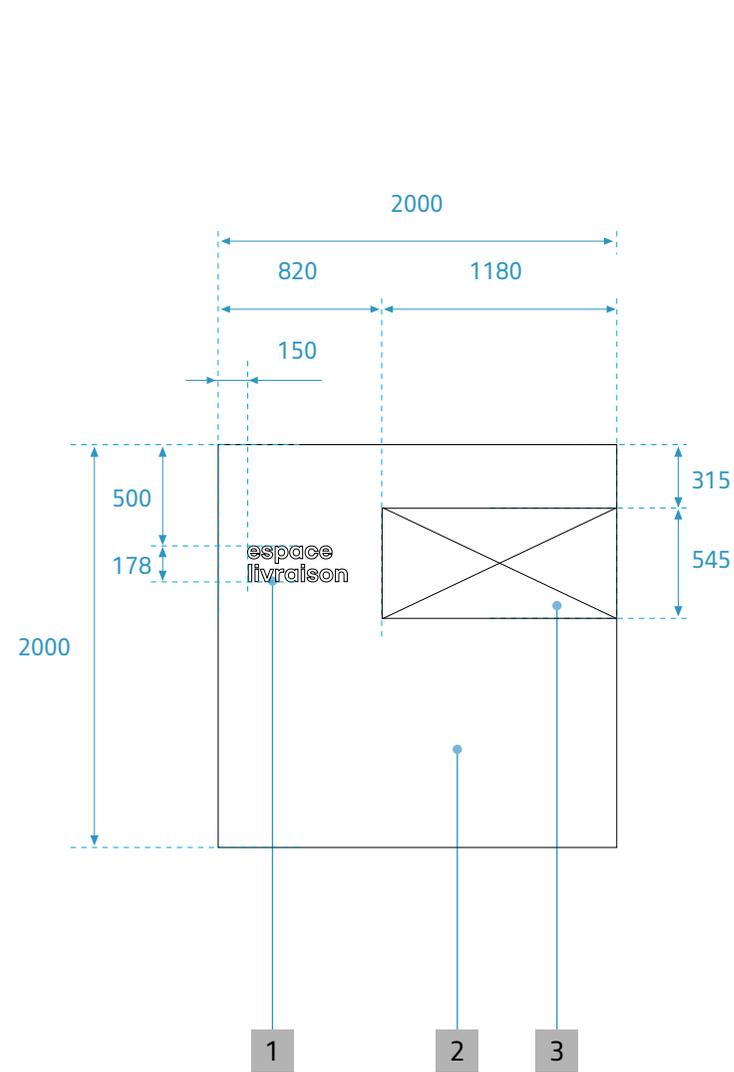
Typeface: Renault Group AH Bold.

1 2x2 POS for small showroom

2 3x4 fresco for big showroom



Multi-brand sites • special cases • outlines



DESCRIPTION

The back face of a standard 2x2 m POS or a 3 x 4 fresco is used (same finish as for Renault product zones).

Faces are printed with matt finish on stretched fabric.

Front faces shows a visual of a product area.

- 1 "delivery area" marking in white reverse, Renault Group Bold typeface on 2 lines, left aligned.
- 2 RAL 7021 background.
- 3 Picture.

For more information

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Catalogs and technical specifications for the contents/media of Renault and Dacia commercial network (interior and exterior signage, interior and exterior architecture) are available on Brand Stores site.

www.brandstores.renault.com/