



**Renault
Group**

Digital standards guide – DO'S & DON'TS

APRIL 2024 – VERSION 1

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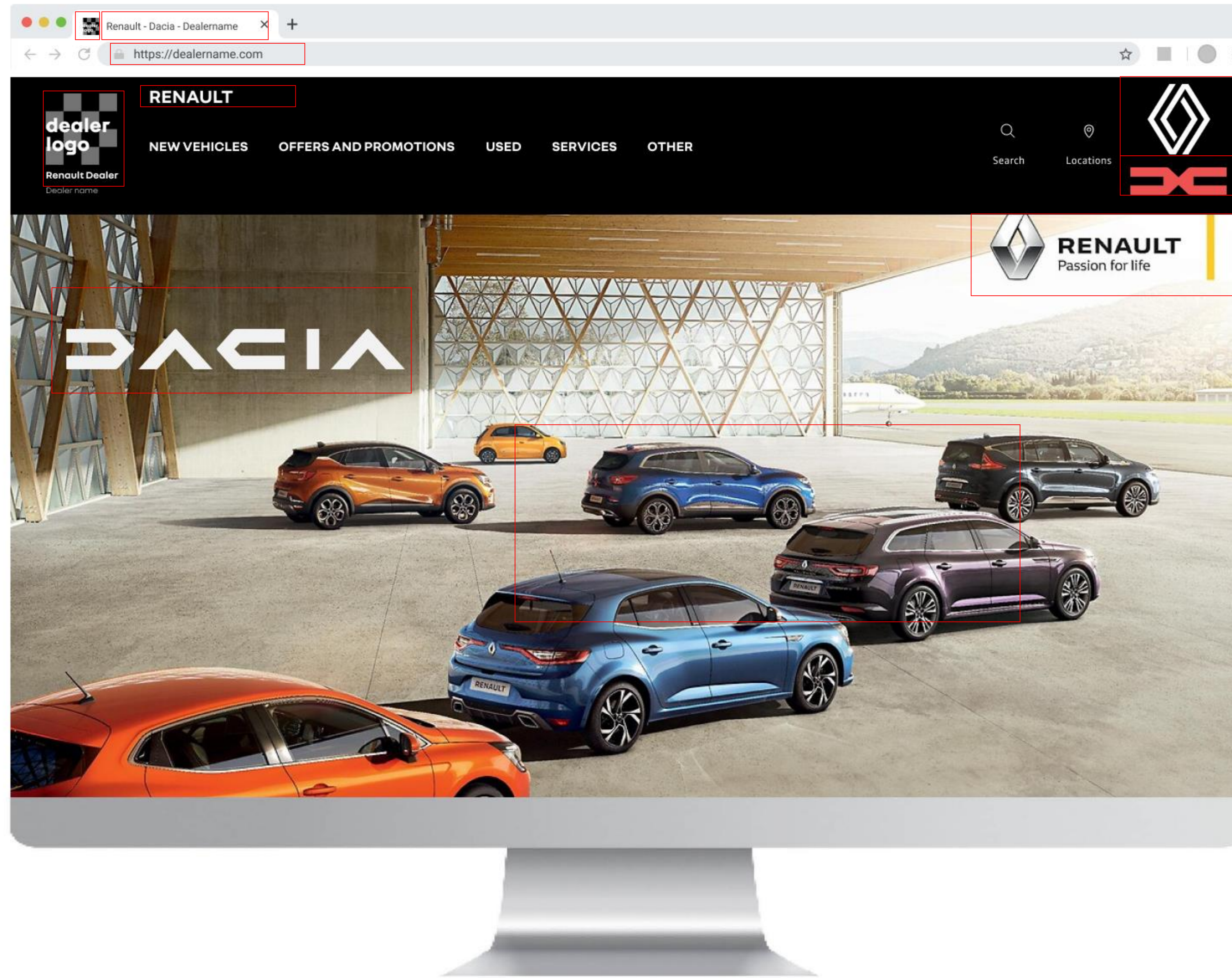
How to use

The following page illustrates a selection of situations not to be reproduced, known as « don'ts ».

- Click on the red areas to go to the relevant part and its explanation.
- Then click on « back to chapter » to return on the interactive page.

Click on the icons  to go to the contents page.

DON'TS



01 – visual aspect of the brand

DO'S

LOGOTYPE

- **maintain logotype integrity:** use the approved logotype consistently.
- **ensure size consistency:** keep logotype proportions intact.
- **use clear space:** respect the recommended clear space around the logo to ensure its visibility.
- **contextual use:** tailor logotype colors to suit different digital backgrounds while adhering to brand guidelines.

01 – visual aspect of the brand

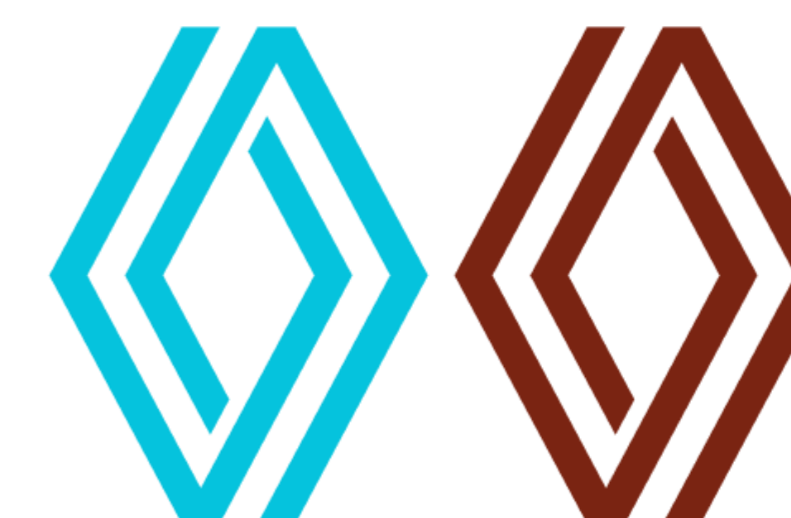
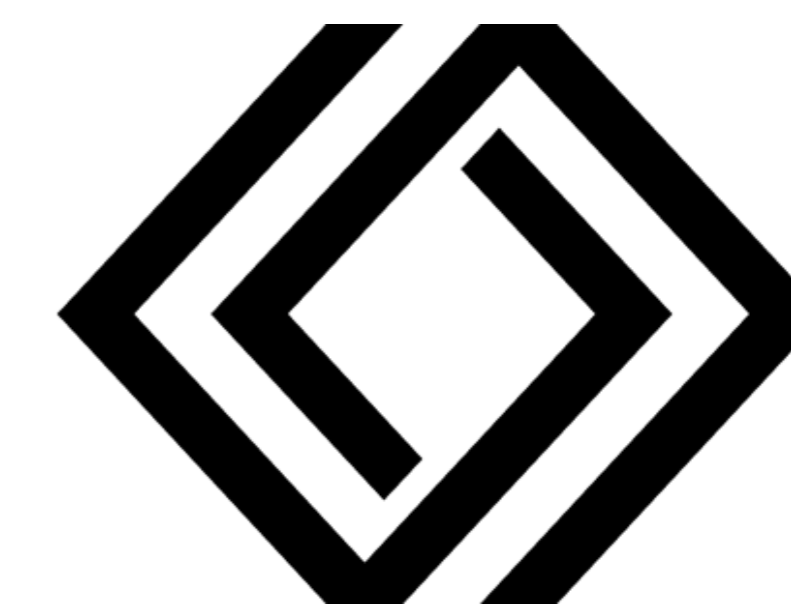
DONT'S

LOGOTYPE

alter logotype: do not modify, alter or style the logotype.

inconsistent sizing: do not resize the logotype disproportionately.

color modifications: do not change logotype colors without proper authorization.



01 – visual aspect of the brand

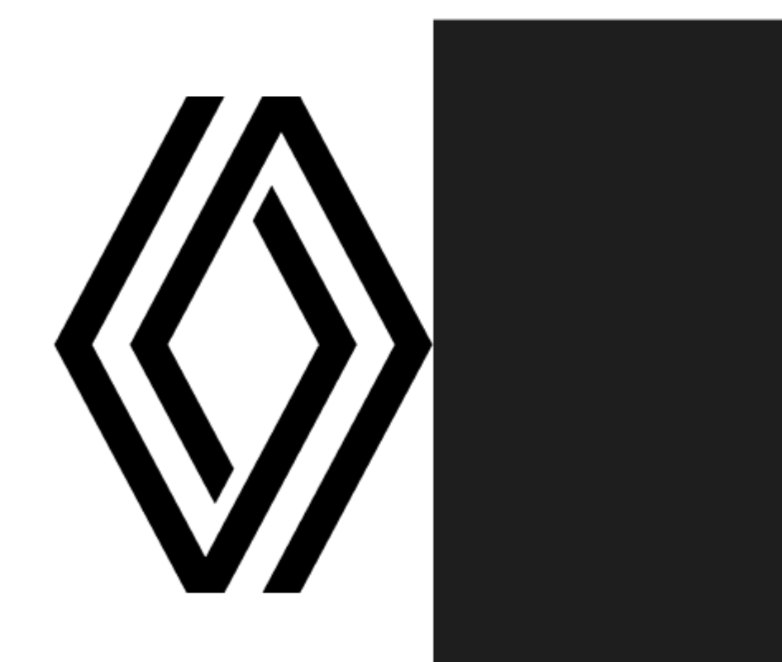
DONT'S

LOGOTYPE

overcrowding: do not place elements too close to the logotype and create an accumulation of logos.

unauthorized usage: do not use the logotype in non-approved contexts.

outdated elements: do not use older versions of the logotype.



Text or other names of brands

Text or other names of brands

Text or other names of brands



RENAULT



01 – visual aspect of the brand

DO'S

TYPOGRAPHY & COLORS

- **typography:** use the correct typography corresponding to the brand.
- **respect the formatting:** respect the formatting rules for paragraphs, headings and sub-headings.
- **use appropriate colors:** use only the colors accepted by Renault Group on the pages dedicated to the brand.
- **color consistency:** follow the color guidelines for each element (text, buttons, etc...).

01 – visual aspect of the brand

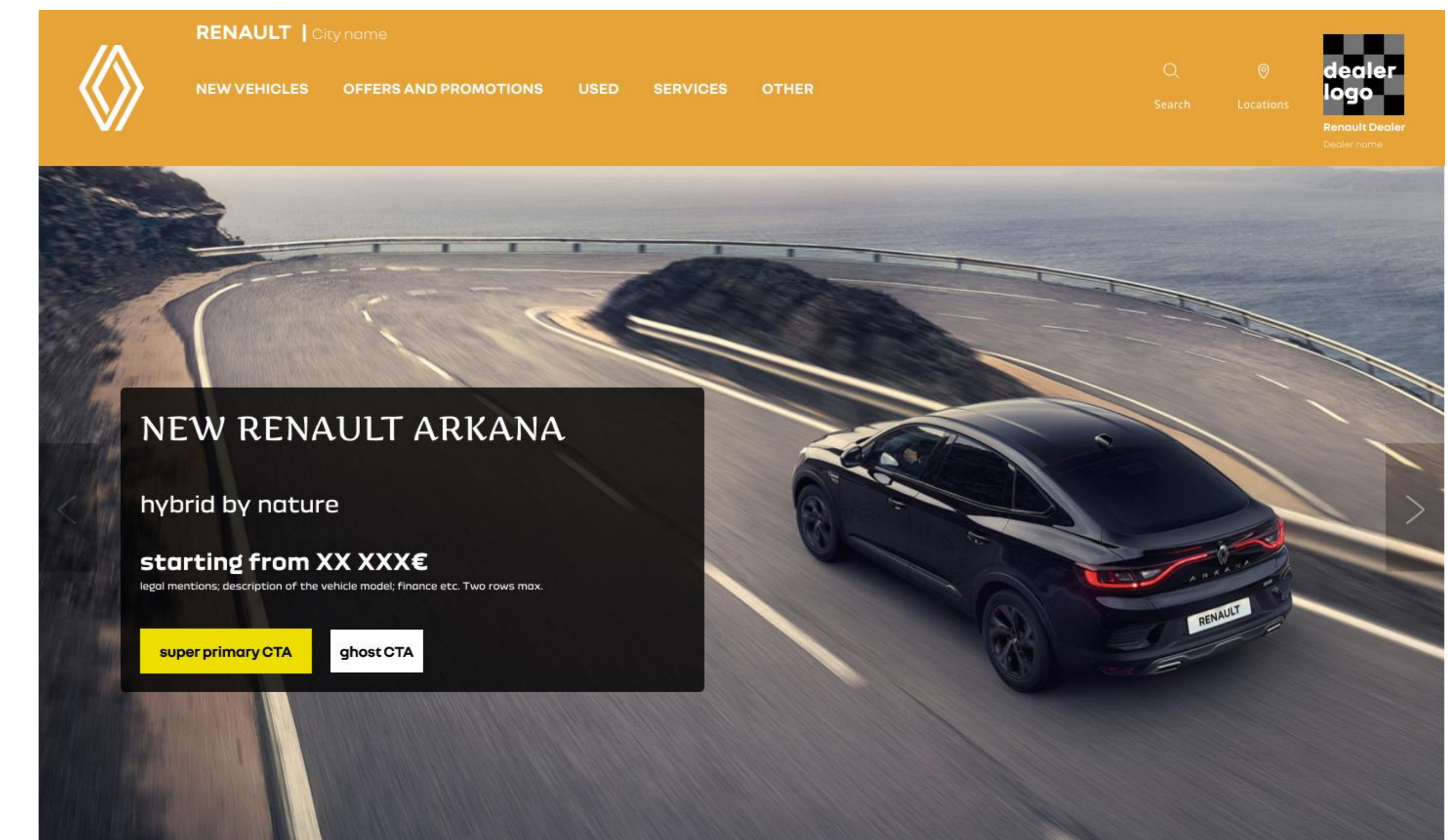
DONT'S

TYPOGRAPHY & COLORS

inconsistent typography: do not modify the fonts, change or modify the shape of the letters.

unauthorised use: do not mix other fonts with Renault Group fonts. Do not use Renault Group fonts in other parts of the dealer's website that are not related to Renault/Dacia.

inappropriate colors: do not use different colors other than those approved by the brand.



01 – visual aspect of the brand

DO'S

VISUALS & GUI (GRAPHIC USER INTERFACE)

- **clear navigation:** design an easy-to-navigate interface for a seamless user experience.
- **consistent visual language:** maintain a cohesive visual language throughout the digital user interface. Use the icons provided by the brand.
- **regular updates:** keep visuals and GUIs elements updated to align with current trends – approved by Renault.

01 – visual aspect of the brand

DONT'S

VISUALS & GUI (GRAPHIC USER INTERFACE)

neglect user experience: do not neglect the user experience in graphic design.

overcomplication: do not use complex visuals that may confuse the user.

outdated elements: do not use outdated elements for GUI components.



01 – visual aspect of the brand

DONT'S

VISUALS & GUI (GRAPHIC USER INTERFACE)

cross-brand confusion: do not use elements that might create confusion in a multi-brand environment.

inconsistent navigation: do not confuse the user with inconsistent branding elements and incoherent navigation.



02 – name, URL & favicon

DO'S

BUSINESS NAME

- **accurate representation:** represent the business name accurately and consistently across all digital platforms.
- **brand alignment:** ensure the business name aligns with the brand's overall identity and values.
- **cross-brand separation:** clearly distinguish business names for dealerships with multiple brands.
- **regular review:** regularly review and update the representation of the business name.
- **seek approval:** obtain approval before using variations or abbreviations of the business name.

02 – name, URL & favicon

DONT'S BUSINESS NAME

unauthorized variations: do not use unauthorized variations or abbreviations of the business name without approval.

inconsistent representation: prohibit inconsistencies in the representation of the business name.



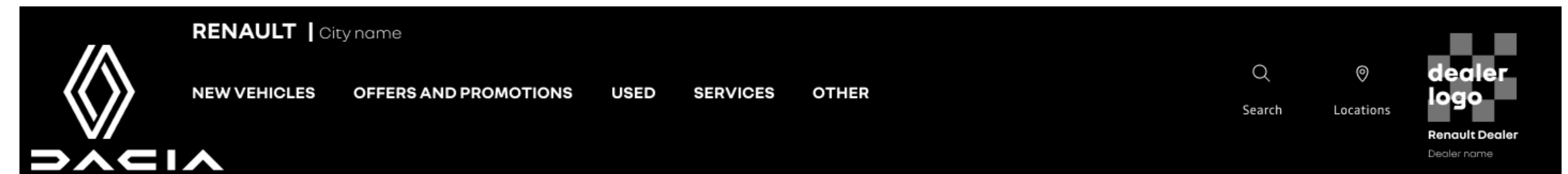
02 – name, URL & favicon

DONT'S

BUSINESS NAME

neglect updates: do not neglect to update the representation of the business name regularly.

cross-brand confusion: don't mix business names in showrooms with multiple brands.



02 – name, URL & favicon

DO'S

URL & FAVICON

- **relevant and clear URL:** choose a clear and relevant URL that reflects the brand and dealership.
- **conciseness:** keep URLs concise and easy to remember.
- **cross-brand separation:** ensure distinct URLs for dealerships with multiple brands - mention the brand name in the URL.
- **ownership maintenance:** regularly update and maintain ownership of the domain.
- **favicon:** use the brand favicon when we are in the brand environment.

02 – name, URL & favicon

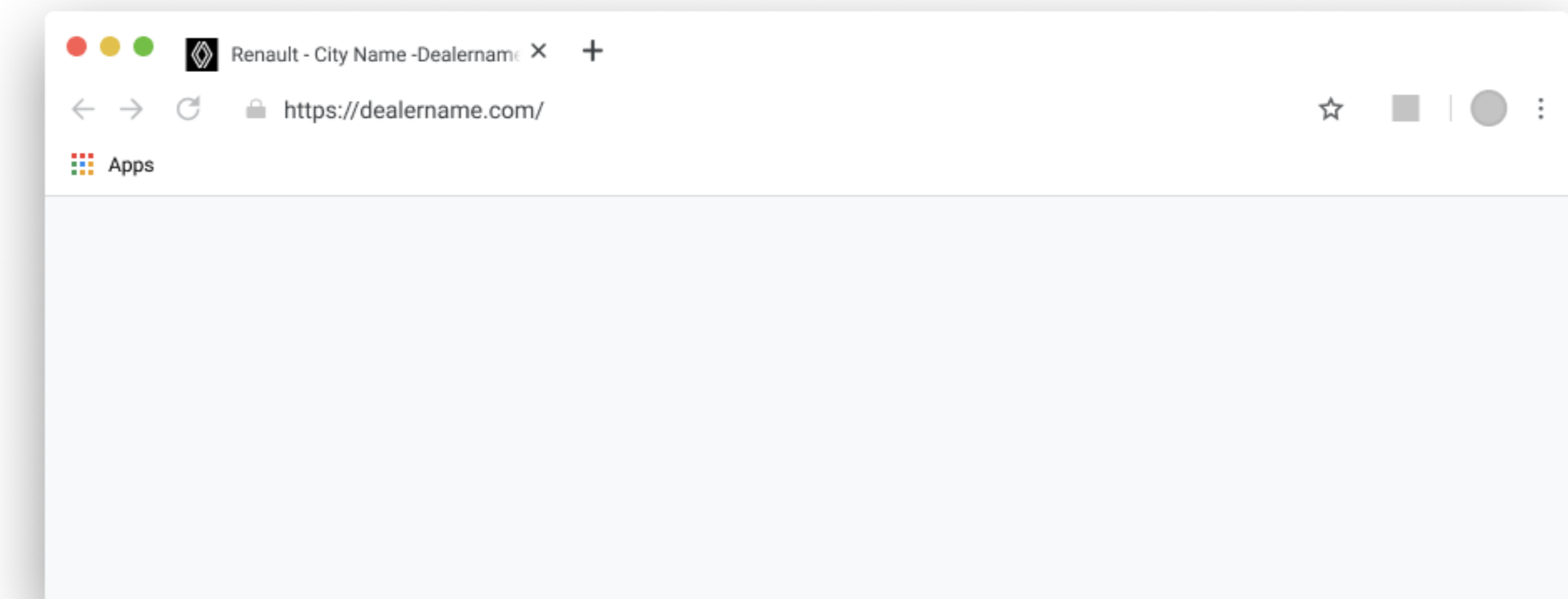
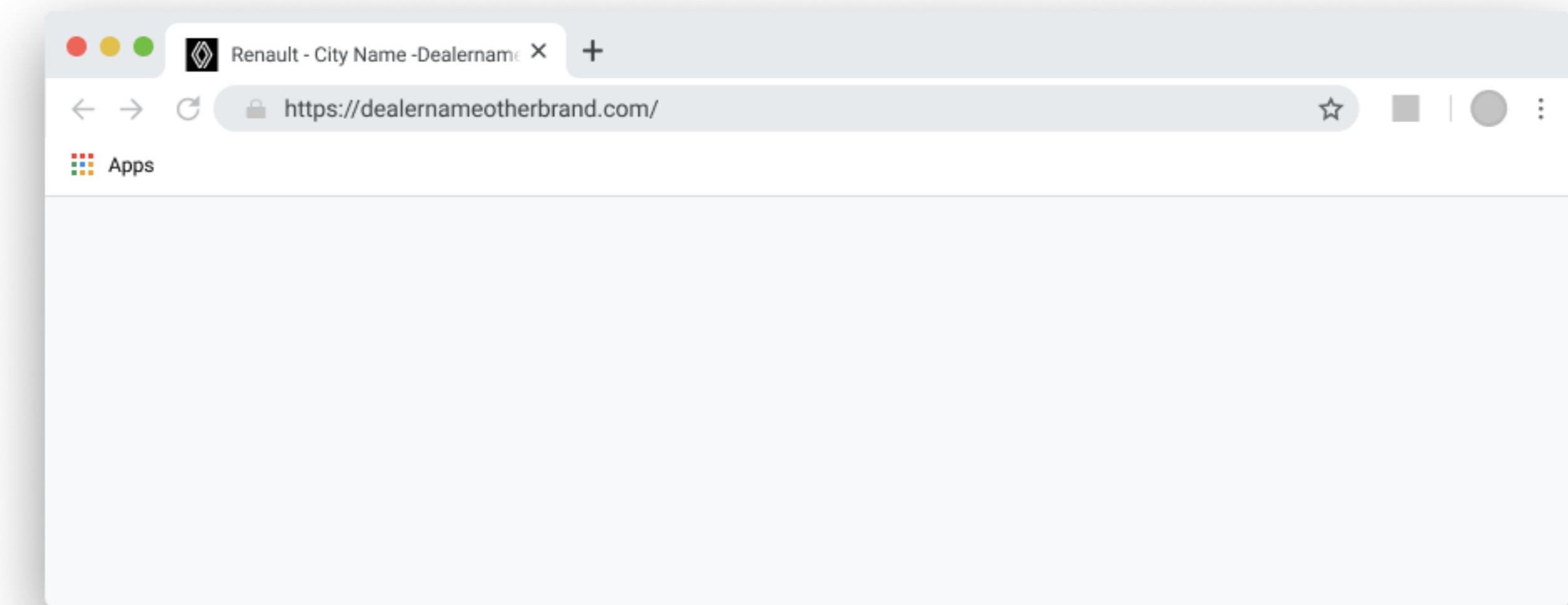
DONT'S

URL & FAVICON

complex and unaligned URLs: do not use complex URLs that are unrelated or not aligned with the brand's overall identity.

generic URLs: do not use generic or non-professional URLs.

cross-brand confusion: do not use URLs that might cause confusion in a multi-brand environment.



02 – name, URL & favicon

DONT'S


URL & FAVICON

ownership maintenance: do not neglect regular renewal and maintenance of domain ownership.

favicon: do not use the dealer favicon on pages dedicated to the Renault & Dacia brands. Do not alter/readapt the favicon.



DON'TS




full hybrid

ARKANA
starting from: xx xxx €

grade name and details for the model starting price; legal notice etc.

discover




full hybrid

AUSTRAL
starting from: ~~xx xxx~~ €

grade name and details for the model starting price; legal notice etc.

discover



NEW DUSTER
starting from: xx xxx € *

Bonus éco de x xxx €

New Sandero Stepway Essential

Energetic class **B**

DISCOVER



03 – presentation of activities

DO'S

USER JOURNEY

- **brand separation and fluid paths:** clearly define and separate the user journey for each brand on a multi-brand website.
- **clarity in navigation:** ensure clear navigation paths to improve the overall user experience.
- **regular optimisation:** regularly optimize the user journey based on analytics and user behavior.

03 – presentation of activities

DONT'S

USER JOURNEY

intricated paths: do not create a confusing or too complex user path.

inconsistent navigation: do not create inconsistency when navigating different user journey. Ensure consistency by mixing the brand with elements specific to the dealers.

neglecting feedback: do not ignore valuable feedback regarding user experience.

cross-brand confusion: prohibit overlap or confusion in user journeys for multiple brands.

03 – presentation of activities

DO'S

PRESENTING NEW VEHICLES RANGE AND USED VEHICLES

- **high quality visuals:** showcase new and used vehicles with high-quality visuals.
- **complete information:** provide complete and accurate information on each vehicle.
- **transparency:** be transparent about vehicle details, features, and conditions.
- **regular updates:** keep vehicle information and visuals up to date and according to standards – present the range of products for the relevant country.
- **brand and activity separation:** clearly distinguish the presentation of new and used vehicles of each brand.

03 – presentation of activities

DONT'S

PRESENTING NEW VEHICLES RANGE AND USED VEHICLES

outdated information: do not use outdated information or visuals for vehicles.

inconsistent updates: do not create inconsistencies when updating vehicle information on all platforms.



NEW DUSTER

starting from: xx xxx € *

Bonus éco de x xxx €

New Duster Essential

Energetic class

B

DISCOVER

03 – presentation of activities

DONT'S

PRESENTING NEW VEHICLES RANGE AND USED VEHICLES

misrepresentation: do not misrepresent vehicle details or features. Use the redirection to the corporate website as a safe way to present each vehicle page.

incomplete information: not to provide incomplete or misleading information on vehicles and not to use strike prices for new vehicles.

cross-brand confusion: prevent confusion by clearly separating presentations for different brands.

NEW JOGGER
starting from: ~~xx xxx €*~~ xx xxx €*

DISCOVER

TWINGO%
starting from: xx xxx €*

discover



full hybrid

ARKANA
starting from: xx xxx €

grade name and details for the model starting price; legal notice etc.



full hybrid

AUSTRAL
starting from: xx xxx €

grade name and details for the model starting price; legal notice etc.



NEW DUSTER
starting from: xx xxx €*

Bonus éco de x xxx €
New Sandero Stepway Essential
Energetic class **B**

DISCOVER

03 – presentation of activities

DO'S

MARKETING OFFERS AND PROMOTIONS

- **brand-aligned messaging:** promote marketing offers in alignment with brand messaging.
- **clarity in communication:** clearly communicate terms and conditions of offers and promotions.
- **transparency:** be transparent about the duration and limitations of promotional deals.
- **cross-brand separation:** ensure a clear distinction in the promotion of offers for each brand.
- **timely updates:** regularly update and refresh marketing offers in a timely manner.

DON'TS

MARKETING OFFERS AND PROMOTIONS

inconsistent messaging: do not communicate messages that are inconsistent between different offers and promotions.

cross-brand confusion: prevent confusion by clearly separating promotions for different brands.

OUR OFFERS



100% ELECTRIC MEGANE E-TECH

Details about the offer - legal mentions and short description

primary CTA

primary link >



NEW DACIA SPRING

Details about the offer - legal mentions and short description

primary CTA

primary link >



NEW DACIA JOGGER

Details about the offer - legal mentions and short description

primary CTA

primary link >



ARKANA E-TECH FULL HYBRID

Details about the offer - legal mentions and short description

primary CTA

primary link >

DON'TS

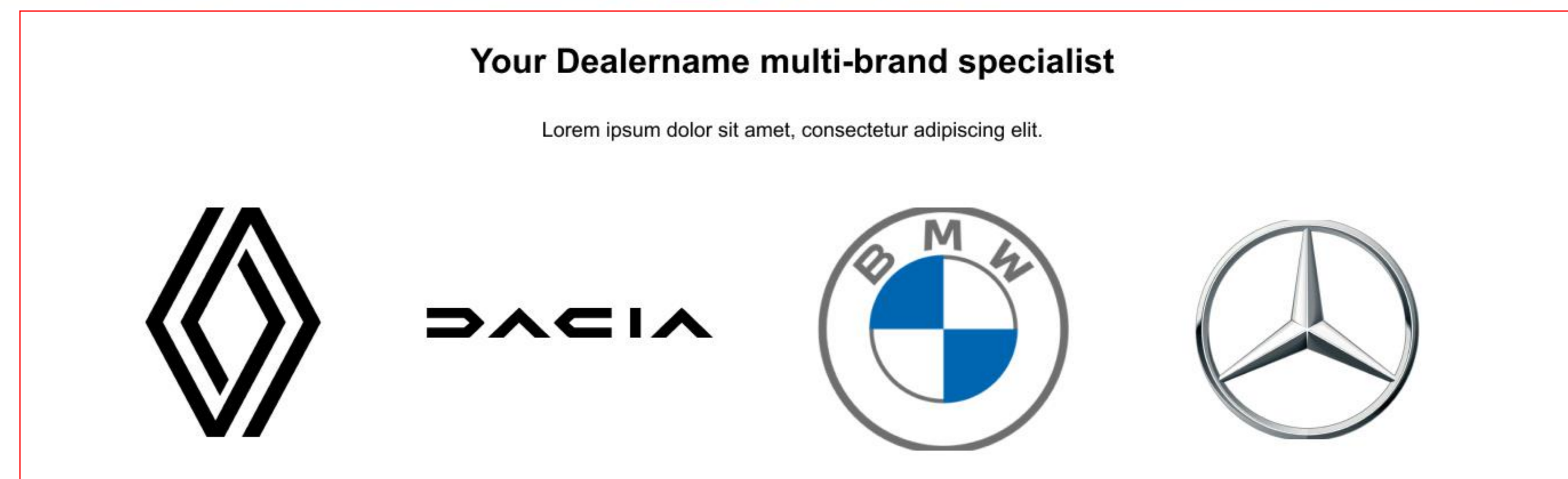
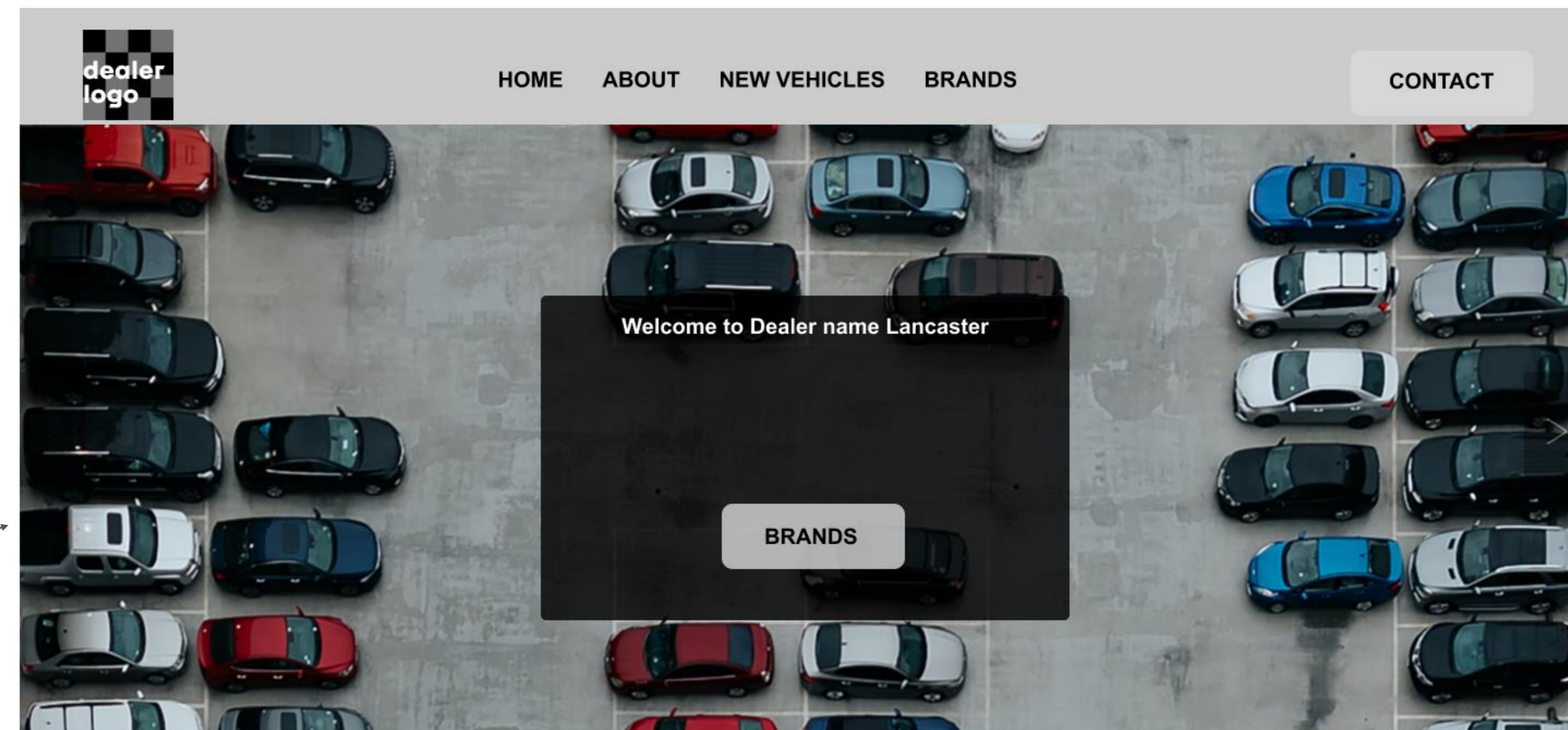
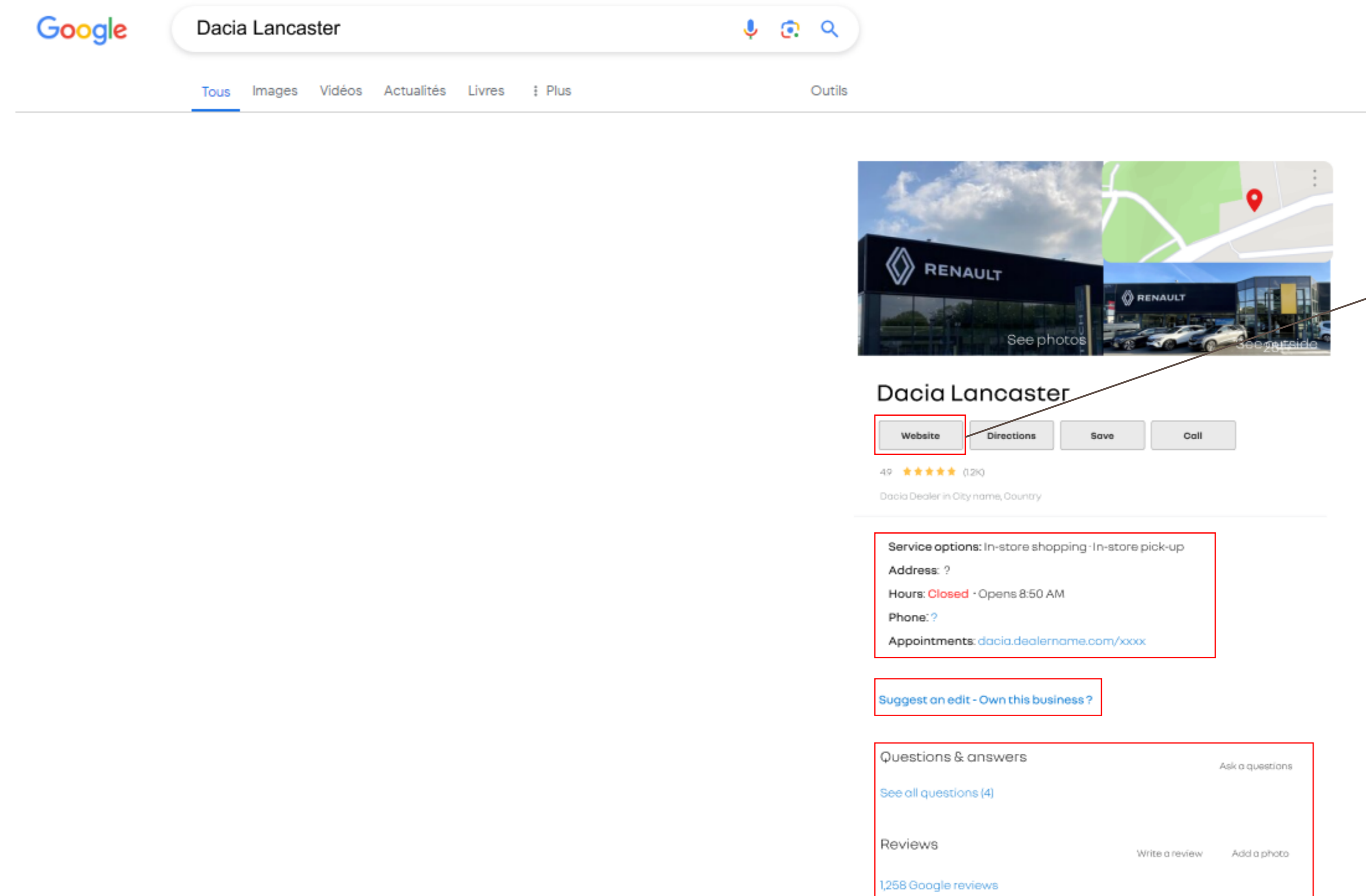
MARKETING OFFERS AND PROMOTIONS

deceptive practices: do not engage in deceptive commercial practices.

ambiguous terms: prohibit ambiguity in the communication of terms and conditions.

neglect updates: do not neglect to update promotions in a timely manner.

DON'TS



04 – E-reputation

DO'S

GOOGLE BUSINESS PROFILE (GBP) MANAGEMENT

- **cross-brand separation:** clearly distinguish GBP pages and responses for each brand, for sites with new car sales activity. Make sure to follow preventively all guidelines from e-reputation team in order to avoid Google issues (duplicates), using all relevant fields : visible ones (including the cover picture) on the web and GBP back-office fields.
- **customer journey consistency:** ensure customer journey consistency between Google and dealer website landing page. Website CTA should lead to the specific brand user journey from the dealer's brand website.
- **naming:** ensure a homogeneous naming in all digital environment : « brand + location » or « brand + location + dealer name ».
- **provide all the information:** name, category, pictures, website, physical address, opening time (same as in the showroom), phone number, description, available services.
- **regular GBP updates:** weekly check and update if needed the GBP.



Renault Lancaster

Website Directions Save Call

4.9 ★★★★★ (12K)

Renault Dealer in Cityname, Country

Service options: In-store shopping · In-store pick-up · Repair services

Address: 124 College Ave, Lancaster, Pennsylvania, 17603

Hours: Closed · Opens 8:50 AM

Phone: 717 394 - 2978

Appointments: [renault.dealername.com/xxxx](#)

[Suggest an edit](#)

Questions & answers

[Ask a question](#)

[See all questions \(5\)](#)

Reviews

[Write a review](#)

[Add a photo](#)

[1,258 Google reviews](#)

Use the documents provided by E-reputation Corporate team about Google page management.

In case of question, reach your e-reputation contact.

04 – E-reputation

DO'S

GBP – REVIEWS AND Q&A

- **reviews:** make sure customers can easily access to the right GBP page to post a review. A process to include a QR code in commercial documents was shared by each brand. If the GBP URL has been changed by Google, you need to update the QR code (or move to a dynamic QR code).
- **timely and professional responses:** reply to 100% reviews in a personalized, professional and timely manner (within 48h). If a customer updates a review, it is important to check and update the reply.
- **Q&A:** reply timely to questions from web users, thinking about the ongoing need of the person who made the inquiry and of the other web users', more globally and in a longer term. Post questions and answers that are most relevant for your clients and your dealer site.



Renault Lancaster

[Website](#) [Directions](#) [Save](#) [Call](#)

4.9 ★★★★★ (12K)

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04 – E-reputation

DON'TS

GOOGLE BUSINESS PROFILE (GBP) MANAGEMENT, REVIEWS AND Q&A

cross-brand confusion: do not mix brands on the same GBP page.

neglect information: do not neglect GBP information, leading to inaccuracies.

negatives responses: do not answer negatively to customer reviews.

fake reviews: do not encourage fake reviews. Google conduct random actions on fraud detection and might decide to suspend a GBP. It is then very difficult to restore the page and takes longer.

delayed responses: do not delay responses to customer inquiries on GBP.

owner-less account: do not leave the GBP owner-less within the dealership. At least 2 people to be in charge with reactivity and availability.



Dacia Lancaster

[Website](#) [Directions](#) [Save](#) [Call](#)

4.9 ★★★★★ (1.2K)

Dacia Dealer in Cityname, Country

Service options: In-store shopping · In-store pick-up

Address: ?

Hours: Closed · Opens 8:50 AM

Phone: ?

Appointments: dacia.dealername.com/xxxx

[Suggest an edit](#) · [Own this business?](#)

Questions & answers

[Ask a question](#)

[See all questions \(4\)](#)

Reviews

[Write a review](#)

[Add a photo](#)

[1,258 Google reviews](#)

resources & annex

Find full digital standards guides on **Brand Store**.

- **Renault digital standards guides**
- **Dacia digital standards guides**

Aside from these digital standards guides, it is mandatory to respect and follow all up-to-date Corporate Guides and trainings on branding / marketing / e-reputation / commercial methods related topics that are provided to you.

E-reputation: here is the Reputation platform link: **<https://app-eu.reputation.com>**

FIGMA library: All Brands specific elements have been reproduced and webpage templates have been created to ease the deployment in accordance with the Digital Standards Guides.

Access request form FIGMA: **<https://forms.office.com/e/rT52JUMHuu>**