



# Digital Standard Guide

## RENAULT Digital Standard Guide - extended

EN version  
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# RENAULT digital standard guide

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## Notification - Digital Asset Library Access

Follow all the up-to-date corporate guides and trainings on branding related topics provided.

All the required visual elements details, that are defined in this guide hereafter, can be found within the Renault Design System.

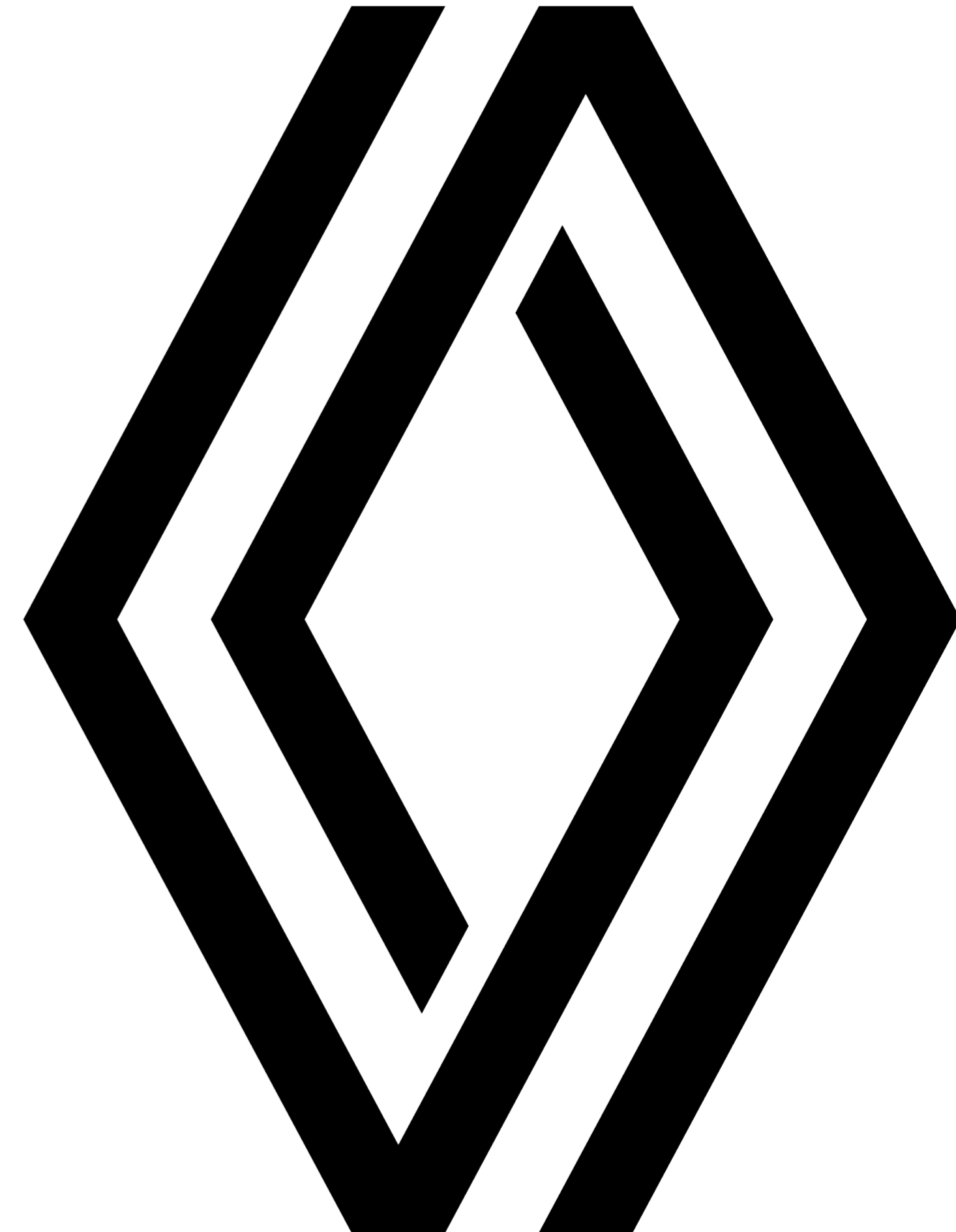
You can request for access to Figma Assets Library by completing the following [form](#) using your business account (it needs to be the same as your Figma log in business email address.)

You will be notified by email when your access is granted.

Your contact on this topic:

diana-oana.bumboiu@renault.com

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# 1

## visual aspects of the brand

- ◇ How to use digital brand elements.
- ◇ Renault digital visual identity implementation on dealers' websites.

# 1.1

## **\_logotype**

- ◇ Rules and examples on how to apply logos/emblems throughout digital environments.

visual aspects of the brand

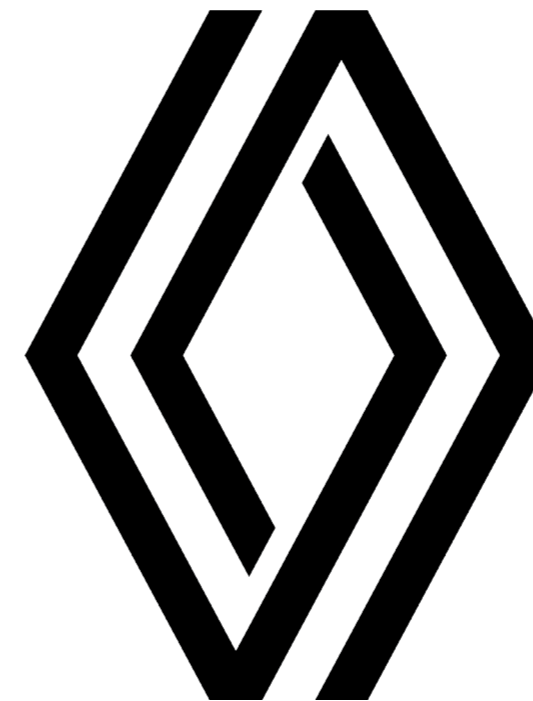
**\_logotype**

The emblem, wordmark and logo-block must be used in two colour versions:

- black on white background
- white on black background

For digital purposes, the emblem, logo-block and wordmark will not be used otherwise but as described in this document.

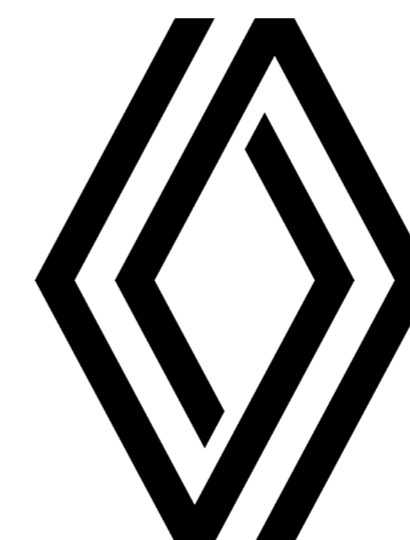
Emblem



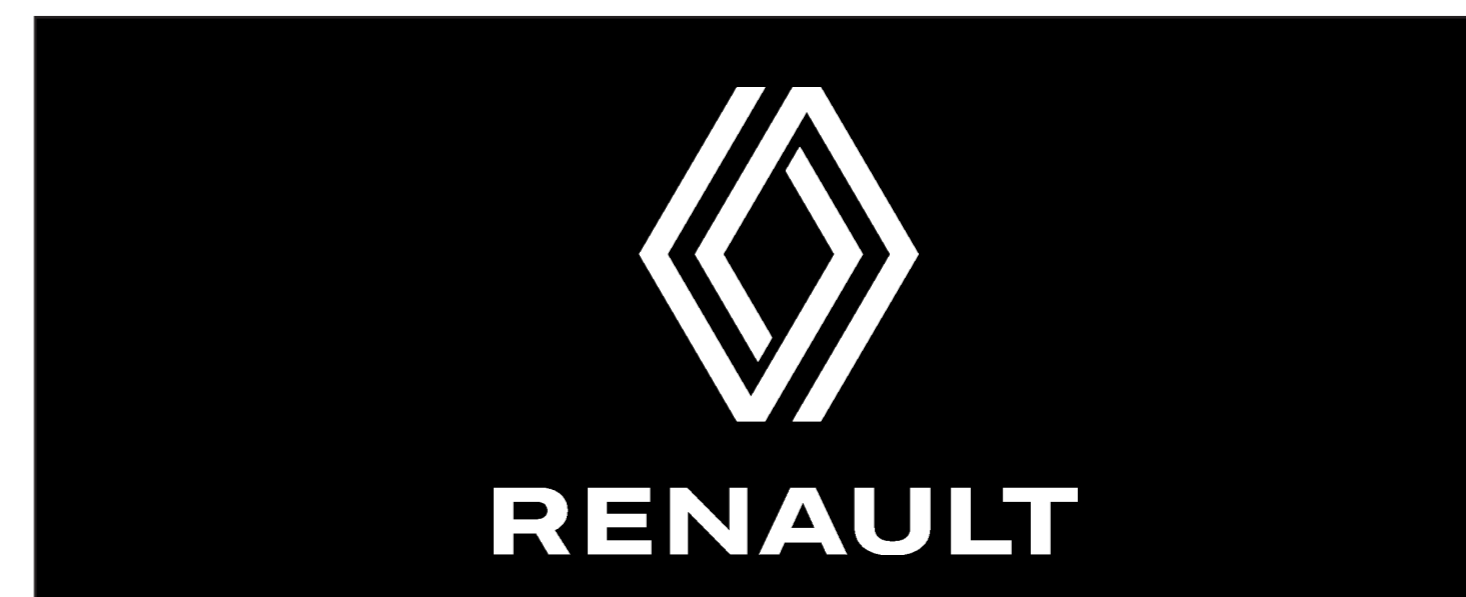
Wordmark

**RENAULT**

Logo-block

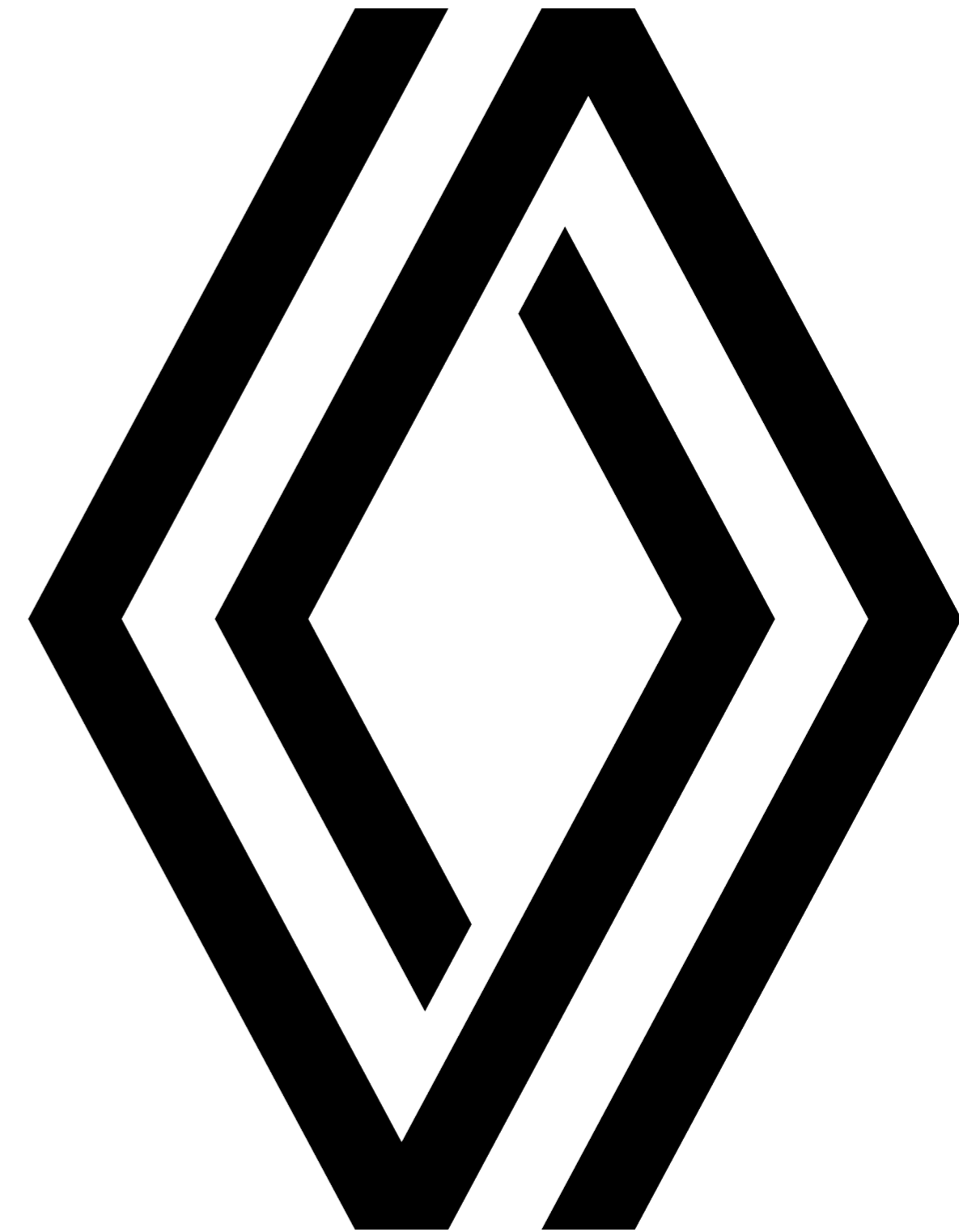
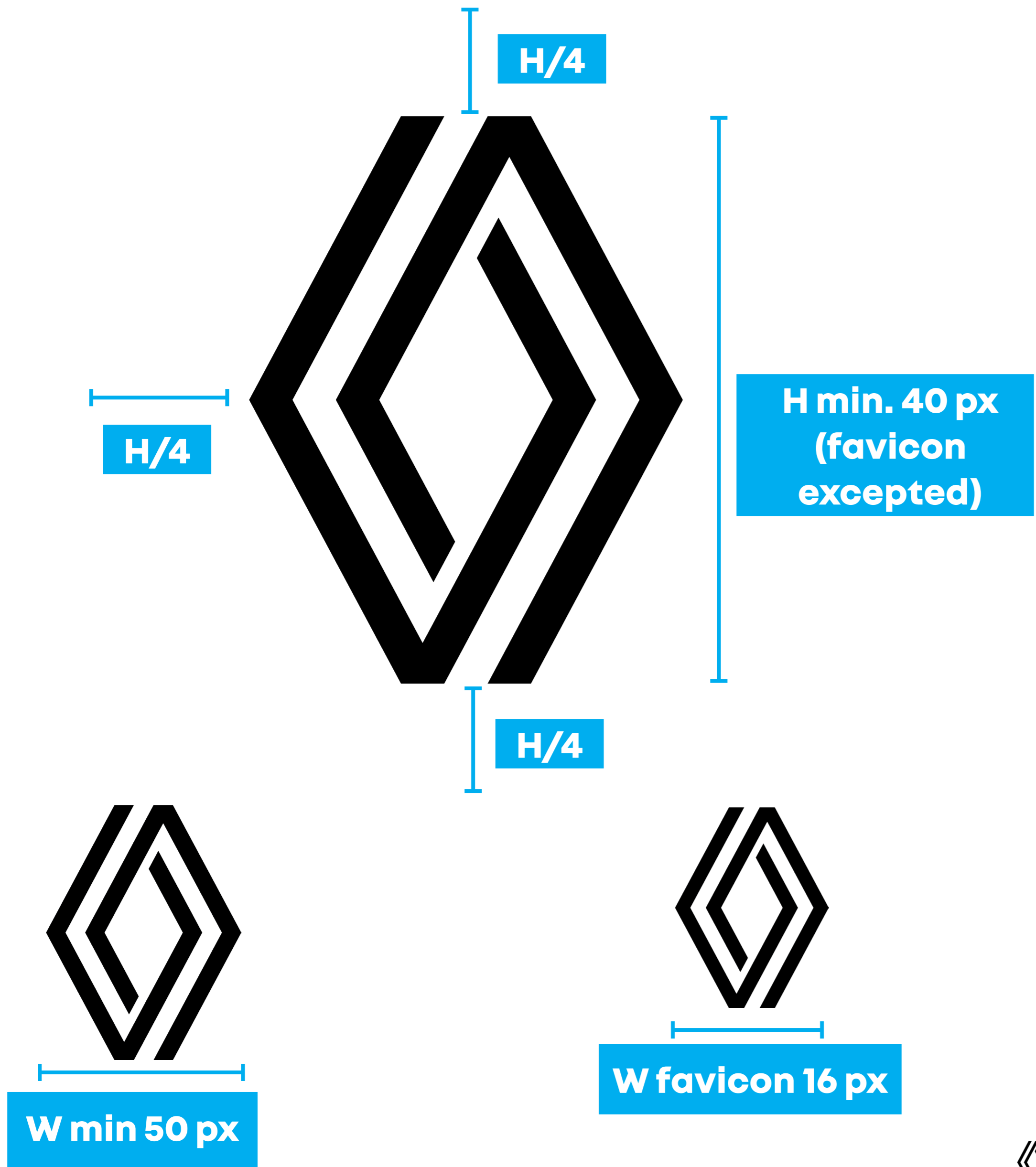


**RENAULT**



visual aspects of the brand

## \_logotype - emblem



To keep the integrity of the emblem it is required a **minimum protection area of 1/4 space round the emblem, a height of min. 40px and min. wide of 50px.**

A **minimum size of 16px** is accepted for the **favicon** to insure legibility.

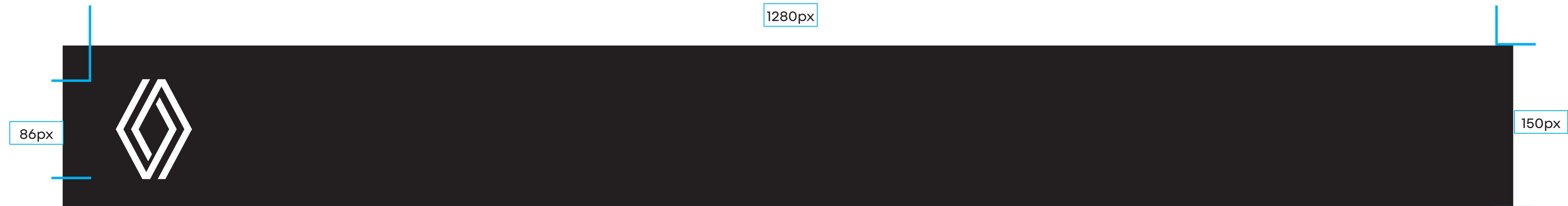
The main usage of the emblem is for the navigation bar and favicon, but it can be used on other areas like various images as well.

For full guidance, see our Core Elements Guide available on Brand Hub.



visual aspects of the brand

**\_logotype - emblem**



Website header: position the white emblem to the left side of the dark background.

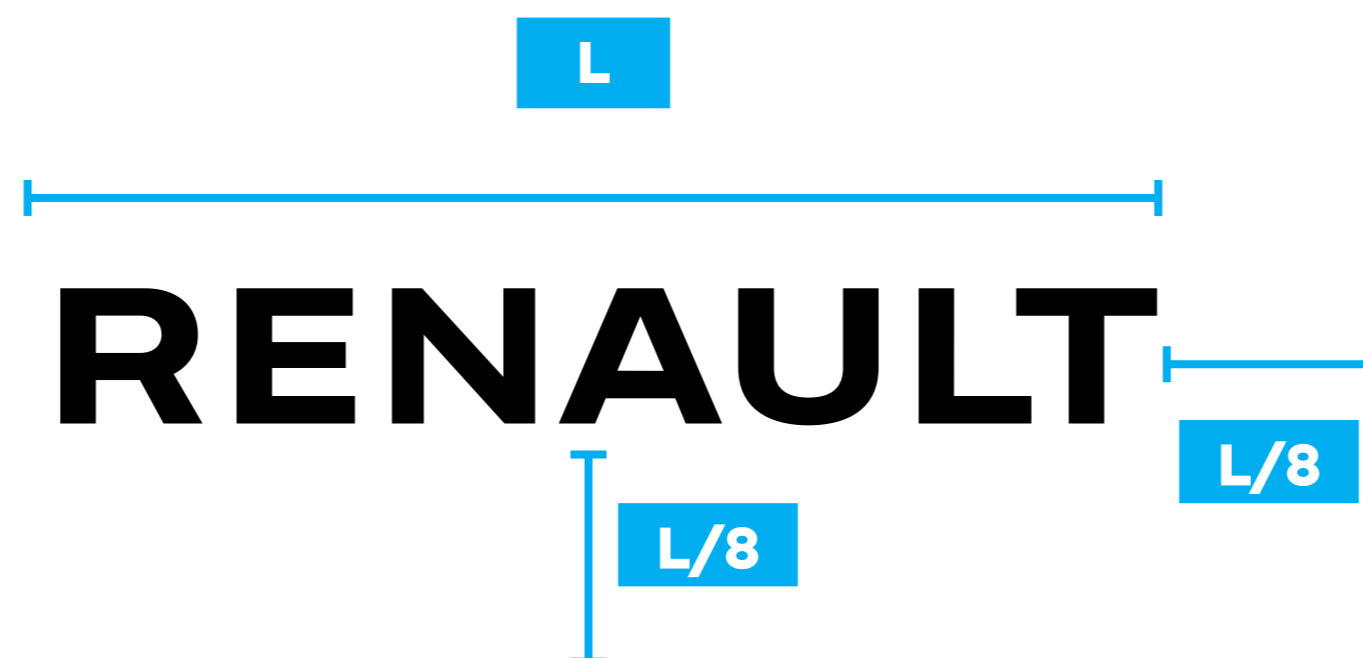
## Requirements

- The emblem will be used only within the Renault user journey.
- Keep the recommended safe zone for the emblem on the header.
- Respect the size and position of the emblem in the navigation bar.
- Do not add any other icons, logos around the emblem. It must be used according to the technical specification given.
- **For Arabic-speaking countries**, the emblem can be added on the right side, to respect the reading style (for both black and white versions).



visual aspects of the brand  
\_logotype - wordmark

RENAULT



The wordmark must be used sparingly, whenever the emblem and/or the logo blocks can't be used for visibility, technical or legal issues for instance.

When implementing, please ensure you respect the rules: make sure you have H/8 protection zone around the wordmark.

In the digital environments it is advisable to use primary the emblem (navigation, favicon, images), secondly logo blocks (images, forms) and **lastly the wordmark (for images)**.

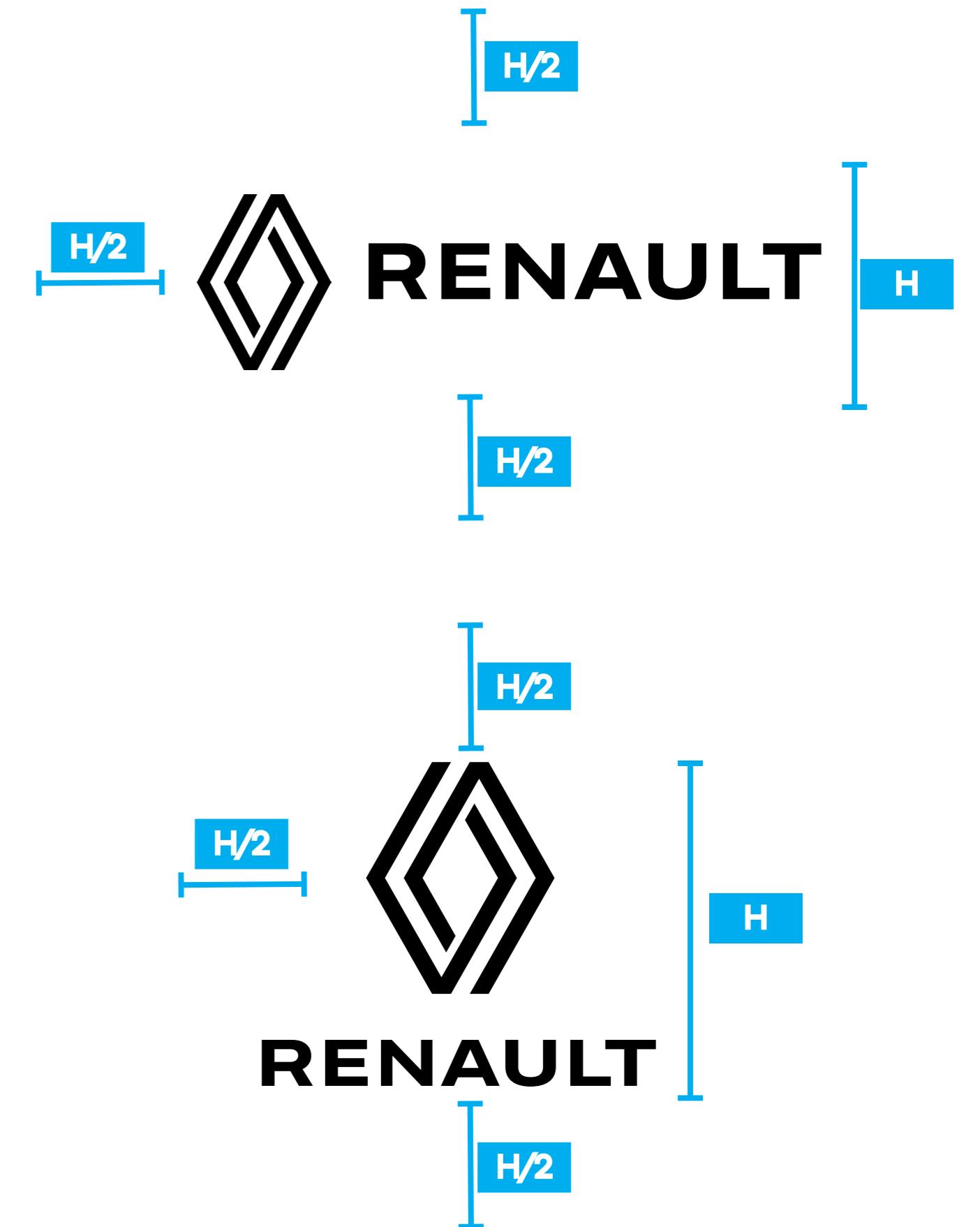
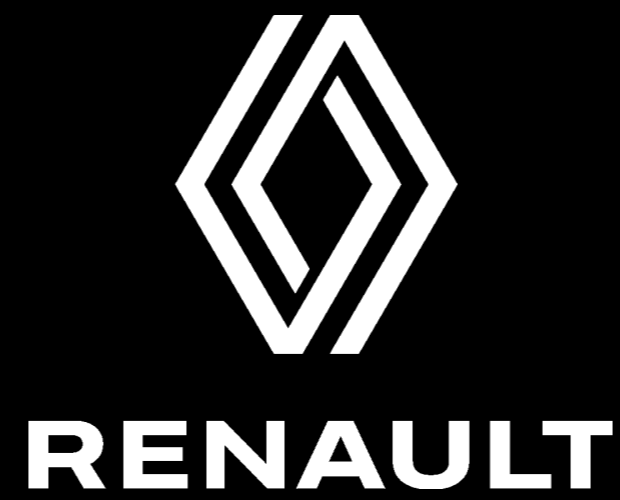
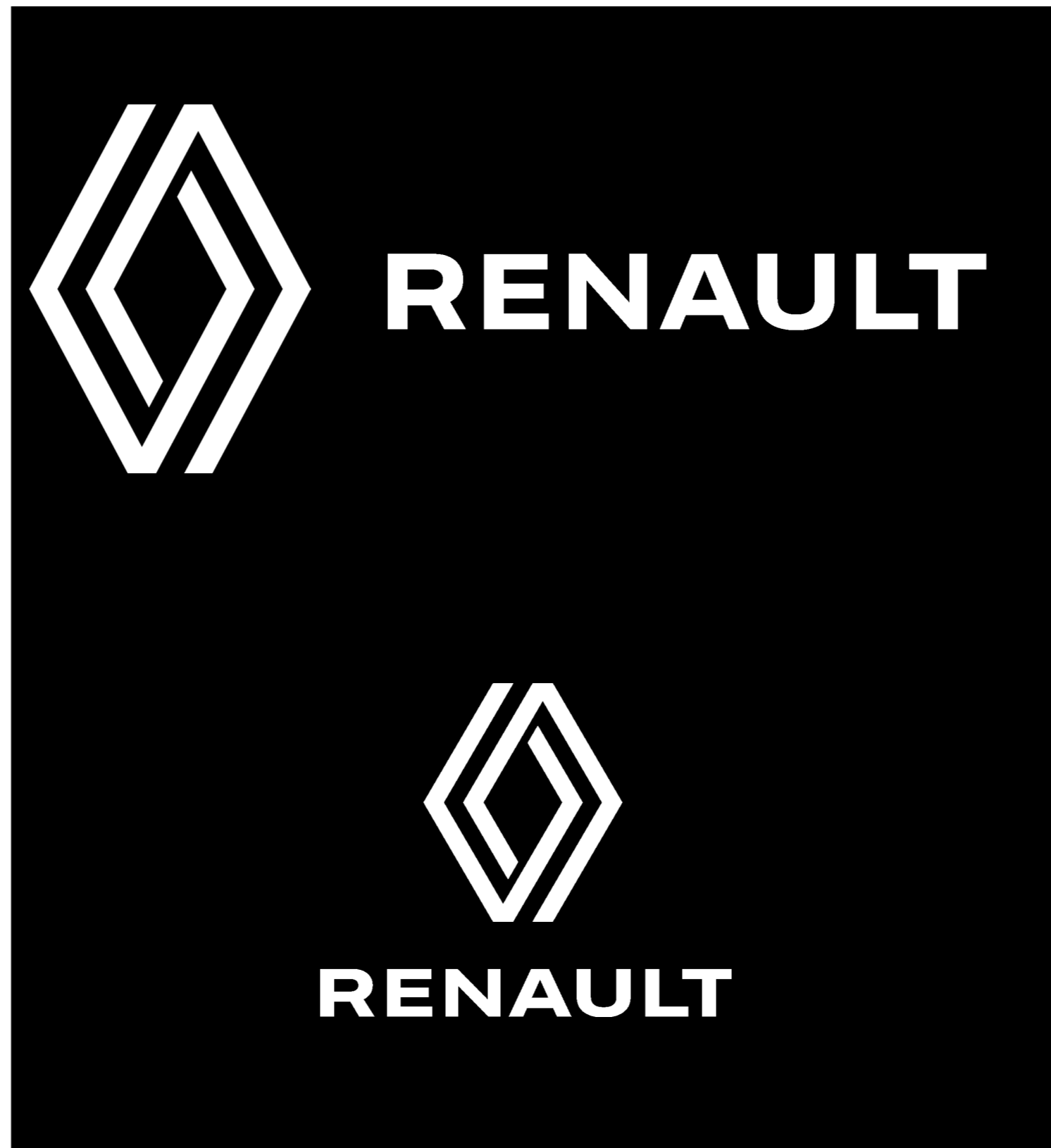
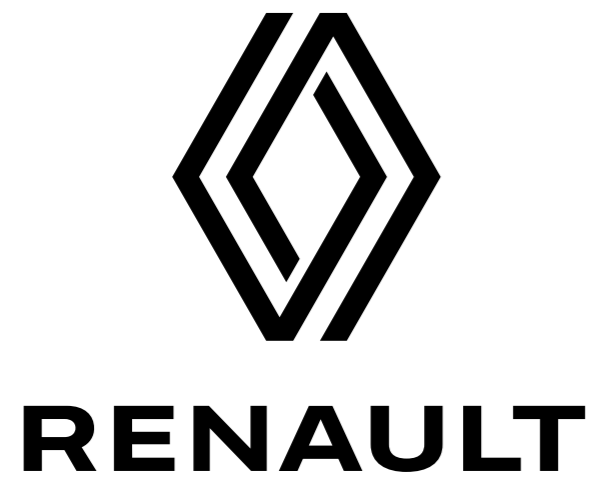
**Cum saepe multa, tum memini domi**

Iamque lituis cladium concrepantibus internarum omne discessit, et causarum legitima silente defe Aegypto, quam necessario aliud reieci ad tempus.

**RENAULT recommends Castrol**



visual aspects of the brand  
\_logotype - logo blocks



The logo blocks must be used rarely, whenever the emblem can not be applied for legal or visibility reasons.

There are two versions available: horizontal (60px) and vertical (70px).





visual aspects of the brand

## **\_logotype**

### **it is required to:**

- ✓ use the emblem as the main logotype - in navigation bar and as a favicon.
- ✓ have the size of Renault logo same as the others present on the website.
- ✓ position the emblem to the correct side on the navigation bar.
- ✓ respect the minimum sizes for:
  - logo block: 60px for the horizontal logo, 70px for the vertical logo.
  - emblem: the min size is H40px/W50px
  - favicon: min. size 16 px.
- ✓ respect an exclusion zone around each logotype.
- ✓ use the white emblem on black background.

### **do not:**

- x add a tagline to the emblem.
- x impair the readability and visibility of the logo.
- x place the logo on an overloaded background.
- x create an accumulation of logos.
- x use old logos or any older version of the logo.
- x create your own version of the emblem, logo or a new lockup.



# 1.2

## **\_typography**

- ◇ Official fonts to be used.
- ◇ Examples and rules for headings, body texts, lists.

**nouvel'R**

**Use this typography on the Renault brand part of your website.**

You can use this font for your main communication purpose: titles, sub-titles, vehicle names or other key messages.



visual aspects of the brand

## **\_typography**

When developing a creative support, make sure to follow the rules illustrated here.

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#&§()!^\$\*€ù£+<>?,:+=

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#&§()!^\$\*€ù£+<>?,:+=

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#&§()!^\$\*€ù£+<>?,:+=

SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#&§()!^\$\*€ù£+<>?,:+=

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#&§()!^\$\*€ù£+<>?,:+=

EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#&§()!^\$\*€ù£+<>?,:+=



visual aspects of the brand

## **\_typography**

### **When developing a creative support:**

Make sure to follow the simple rules illustrated here.

## **ALL H1 TITLES ARE CENTRED ALIGNED WITH ALL UPPERCASE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

## **all H2 titles are centred aligned with all lowercase**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

## **ALL H3 & ABOVE TITLES ARE LEFT ALIGNED WITH ALL UPPERCASE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

## **OVER IMAGES/HERO OVERLAYS - THE TITLE IS WRITTEN IN BOLD ALIGN TO LEFT**

subtitle is written with regular typology and lowercase



visual aspects of the brand

## \_typography

When developing a creative support:

make sure to follow the simple rules illustrated here.

### body

#### for desktop

##### Base

Font size: 16px | Line height: 20px | Font weight: Regular / Bold

base

**base**

##### Mention

Font size: 14px | Line height: 18px | Font weight: Regular / Bold

mention

**mention**

##### Nav

Font size: 13px | Line height: 16px | Font weight: Regular / Bold

nav

**nav**

##### Sous-mention

Font size: 12px | Line height: 15px | Font weight: Regular / Bold

sous-mention

**sous-mention**

##### Legal

Font size: 11px | Line height: 13px | Font weight: Regular / Bold

legal

**legal**

#### for mobile

##### Base

Font size: 16px | Line height: 20px | Font weight: Regular / Bold

base

**base**

##### Mention

Font size: 14px | Line height: 18px | Font weight: Regular / Bold

mention

**mention**

##### Nav

Font size: 13px | Line height: 16px | Font weight: Regular / Bold

nav

**nav**

##### Sous-mention

Font size: 12px | Line height: 15px | Font weight: Regular / Bold

sous-mention

**sous-mention**

##### Legal

Font size: 11px | Line height: 13px | Font weight: Regular / Bold

legal

**legal**

### headings

#### for desktop

**PETA**

Font size: 100px | Line height: 80px | Font weight: Bold

**TERA**

Font size: 50px | Line height: 40px | Font weight: Bold

**GIGA**

Font size: 36px | Line height: 38px | Font weight: Bold

**MEGA**

Font size: 28px | Line height: 32px | Font weight: Bold

**KILO**

Font size: 24px | Line height: 28px | Font weight: Bold

**HECTO**

Font size: 20px | Line height: 18px | Font weight: Regular / Bold

**DECA**

Font size: 18px | Line height: 20px | Font weight: Regular / Bold

**DECA**

Font size: 18px | Line height: 20px | Font weight: Regular / Bold

#### for mobile

**PETA**

Font size: 40px | Line height: 35px | Font weight: Bold

**TERA**

Font size: 36px | Line height: 32px | Font weight: Regular

**GIGA**

Font size: 28px | Line height: 32px | Font weight: Bold

**MEGA**

Font size: 24px | Line height: 28px | Font weight: Bold

**KILO**

Font size: 20px | Line height: 24px | Font weight: Bold

**HECTO**

Font size: 20px | Line height: 18px | Font weight: Regular / Bold

**DECA**

Font size: 18px | Line height: 20px | Font weight: Regular / Bold

**DECA**

Font size: 18px | Line height: 20px | Font weight: Regular / Bold



visual aspects of the brand

## **\_typography**

### **it is required to:**

- ✓ keep consistency in sizes.
- ✓ write Renault with capital R followed by lowercase letters, the model wording in bold and capital letters.
- ✓ use nouvel'R font.
- ✓ always use nouvel'R in its original form.
- ✓ respect the rules for formatting paragraphs, always align the text in long paragraphs to the left & have a comfortable line spacing, exception with subtitles and intro texts (see rules above).

### **do not:**

- x modify the nouvel'R font, change or edit the shape of the nouvel'R font letters (flattened, stretched, slanted, etc.)
- x align text to the right, centre it or justify it in paragraphs & have increased or decreased line spacing in paragraphs.
- x having character spacings that are too tight or too wide.
- x mix Renault Group fonts or other fonts with nouvel'R on Renault branded part of the dealer website or use the nouvel'R in other parts of the dealer website that has no relation to Renault.



# 1.3

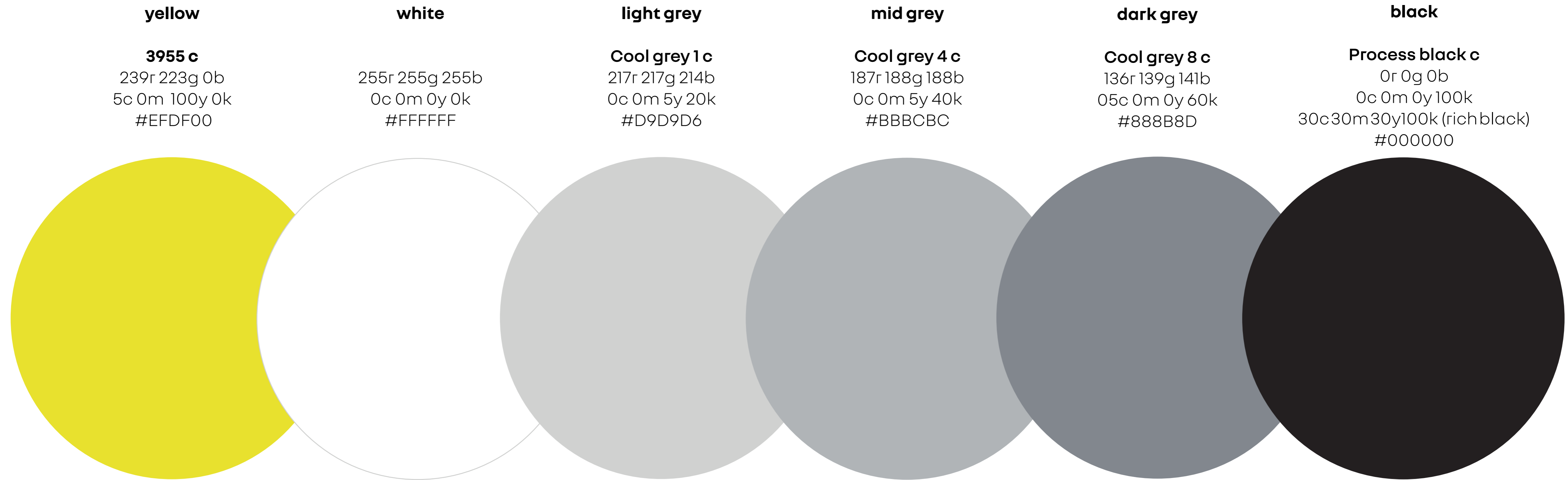
## **\_colours**

- ◇ Official colours to be used.
- ◇ Examples and rules for types of colours.



visual aspects of the brand

**\_colours**



The primary colours palette consists of 3 main values: white, black (and its grey gradients), and our iconic colour yellow.

**Respect the colour proportions:**

- White is the main colour.
- The iconic yellow must be used sparingly, to pace your communications and highlight some features or messages.



visual aspects of the brand

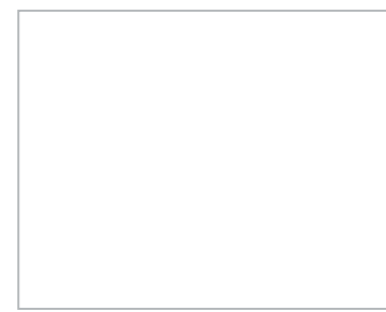
## \_colours

### main colours

---



#EFD000  
primary yellow



#FFFFFF  
white



#D9D9D6  
light grey



#BBCBC  
mid grey



#888B8D  
dark grey



#000000  
black



#F8EB4C  
primary hover

### text colours

---



#000000  
text primary  
background



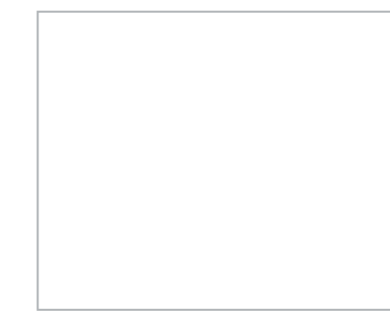
#000000  
text primary



#3E3F40



#656666  
text tertiary



#FFFFFF  
text light  
background

### notification colours

---



#E91630  
alert base



#EE5352  
alert neutral



#F7A84B  
warning base



#50DD6D  
succes light



#40D37C  
success base



#1E8FCE  
information base

### electric colours

---



#2597BE  
electric lighter



#1FA208  
electric light



#1885D1  
electric base



visual aspects of the brand

## **\_colours**

### **it is requested to:**

- ✓ only use colour codes that the Renault Group agrees on.
- ✓ follow the colours scheme for each element (text, buttons etc.).
- ✓ respect the proportion of colour usage on website.
- ✓ use white as the main text colours with a darker background (overlays included) and black for most titles, text blocks.
- ✓ secondary and tertiary text colour may be used in strap-lines, legal mentions, subtitles etc.

### **do not:**

- x adapt the colour code.
- x using black (with no transparency) or any other colour as background (secondary colours) aside from the agreed overlay colour (and transparency).
- x use too many colours (primary and secondary) on the same page .
- x use colours from other brands on the same page (user journey). Do not mix fonts or dealer colours with Renault's image.
- x add new colours.



# 1.4

## **\_visuals & graphic user interface**

- ◇ Official icons, grids and car visuals to be used.
- ◇ Buttons, links, hero zone rules & examples.

visual aspects of the brand

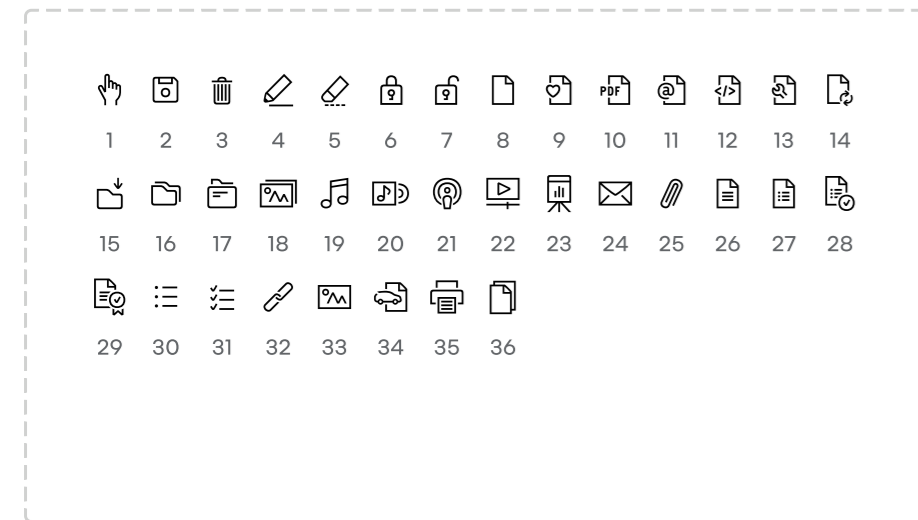
# \_ visuals & GUI - icons & pictos

These are the main icons and pictograms.

The pictogram collection has been specifically developed for Renault Group. It is to be used for various digital, architectural and events materials. Please make sure you always use the appropriate element in your communication.

For a full list and updates, **please refer to the Brandhub**.

1 - Edit, Files, Lists



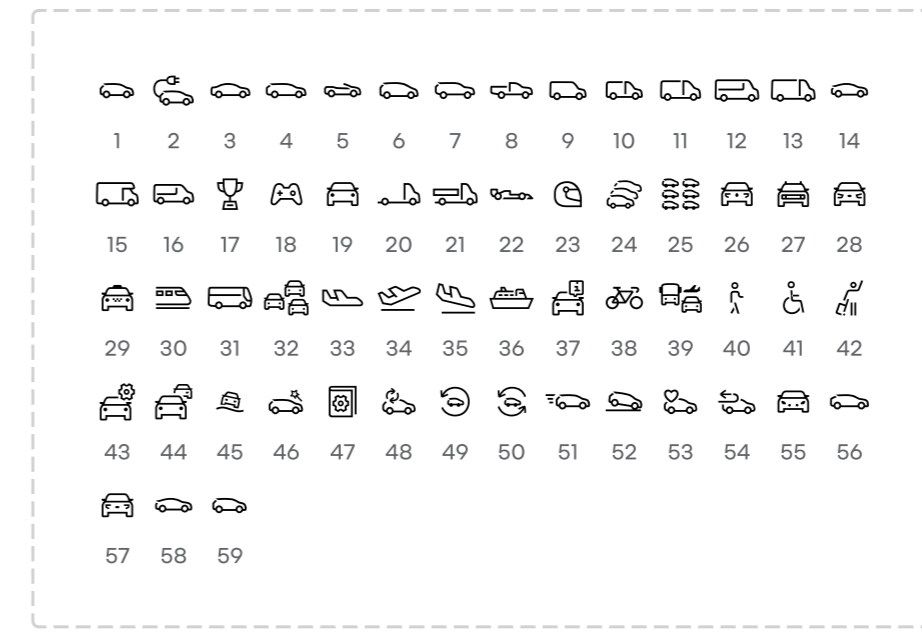
2 - Business



3 - Services



4 - Cars



5 - Equipements



6 - Engines, Energy



7 - Devices, Connectivity



8 - Location, Navigation, POI



9 - Communication, User, Feedbacks



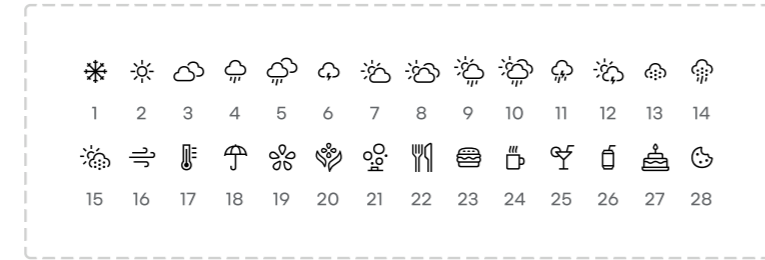
10 - Navigation, Controls, Arrows



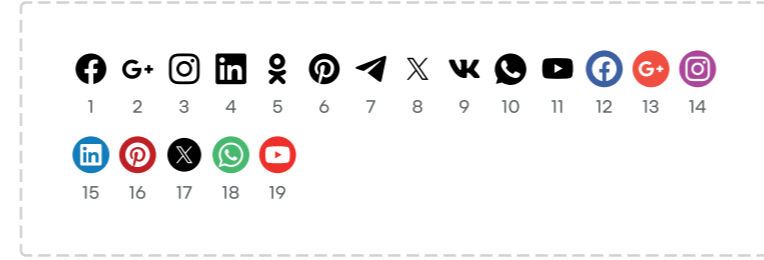
11 - Gestures



12 - Miscellaneous



13 - Social icons



14 - To validate








visual aspects of the brand

## \_ visuals & GUI - icons & pictos






### Icons usage

Depending on the place where an icon is used the size may vary.

#### for desktop

	24px	eg.: Droplist, Slider
	30px	eg.: Footer
	32px	eg.: Slider, Action panel, Horizontal Gallery
	40px	eg.: Animated Cards Images & Text, Prefooter
	57px	eg.: Action panel

#### for mobile

	24px	eg.: Droplist, Slider
	30px	eg.: Footer
	32px	eg.: Slider, Action panel, Horizontal Gallery
	32px 40px	eg.: Animated Cards Images & Text, Prefooter
	48px	eg.: Action panel

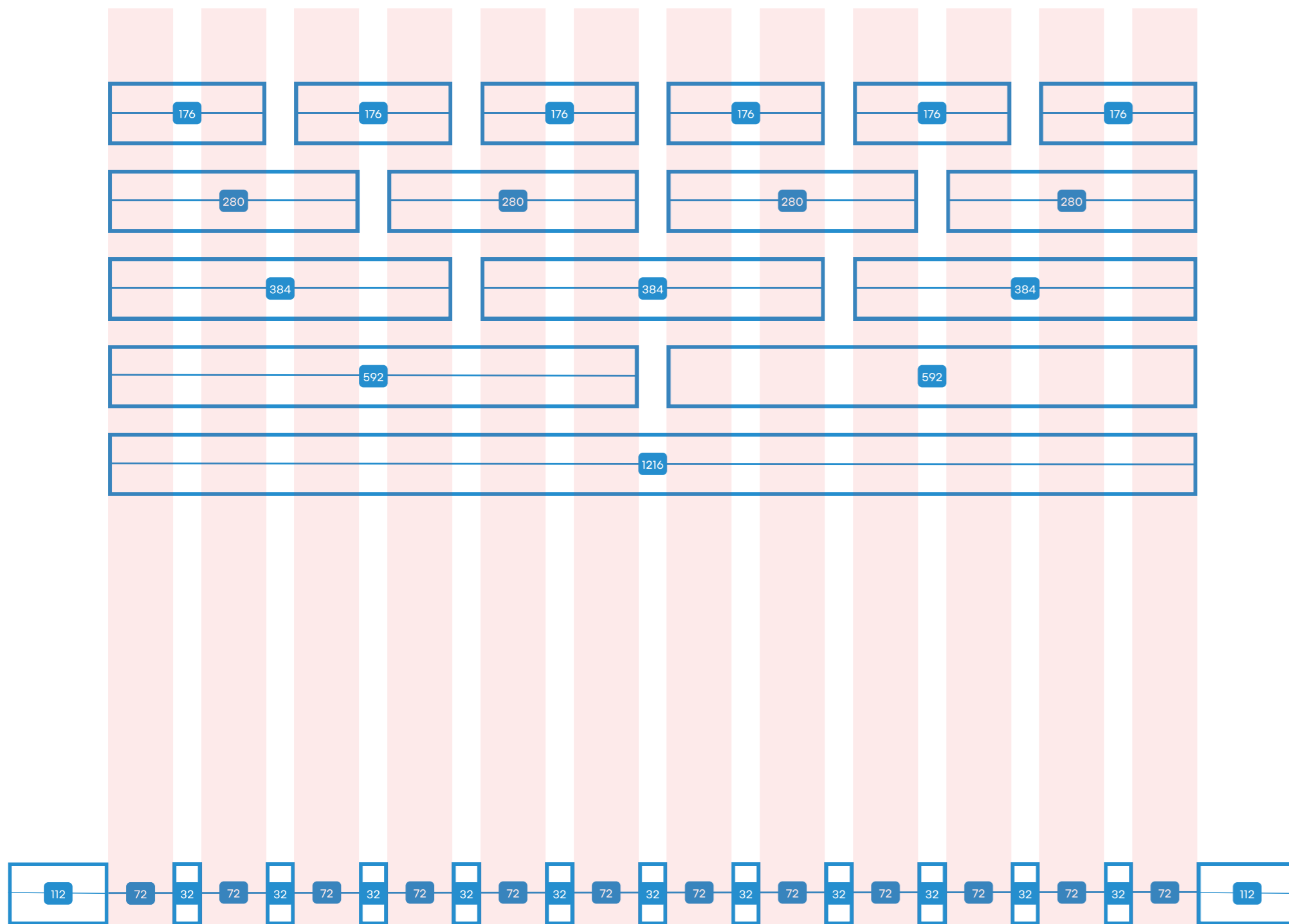


visual aspects of the brand

## \_ visuals & GUI - grid formats

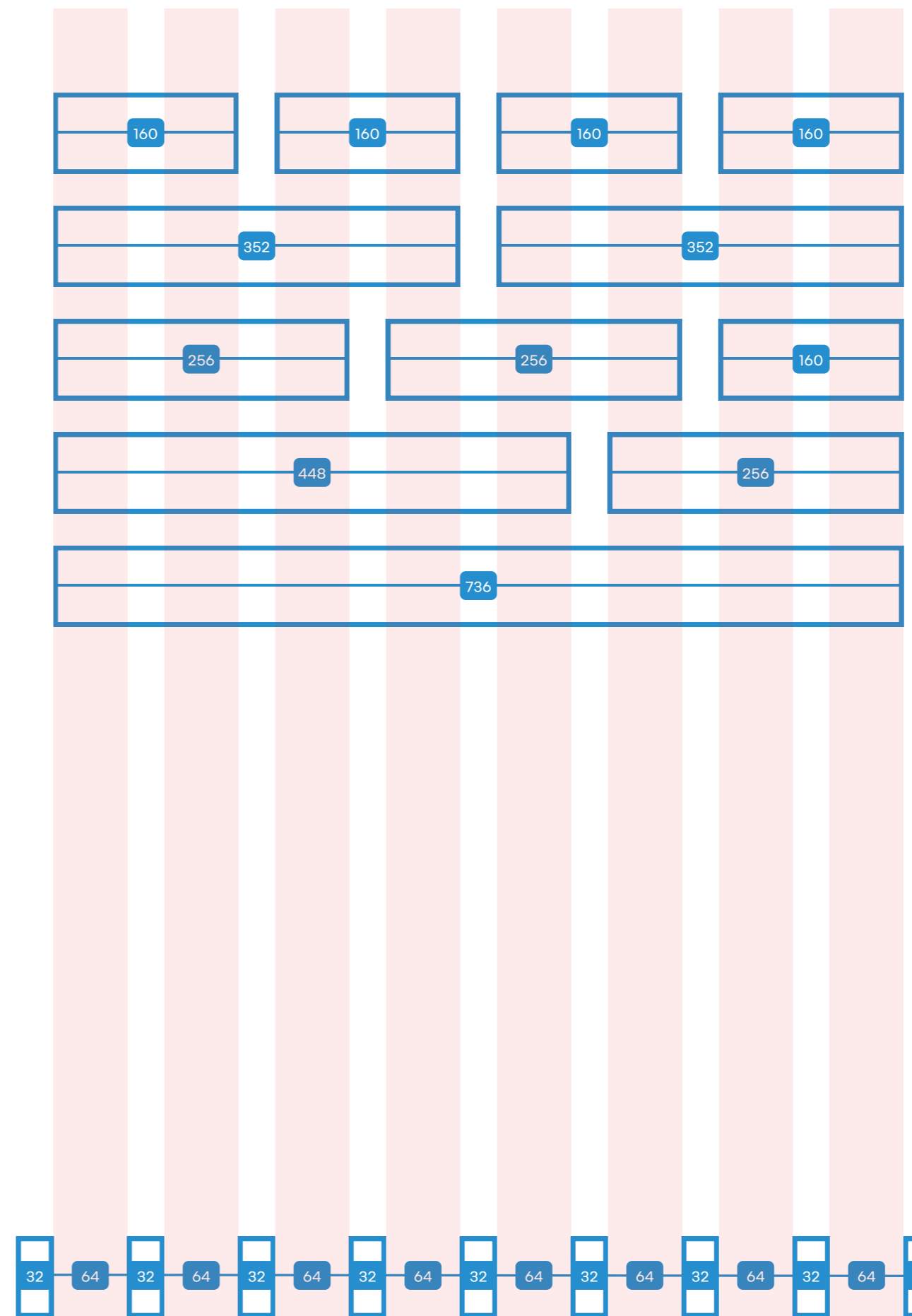
### Desktop grid - no bleed < 1440px

Total width: 1216 px  
Offset: 112 px  
Number of columns: 12  
Gutter Width: 32 px  
Column Width: 72 px



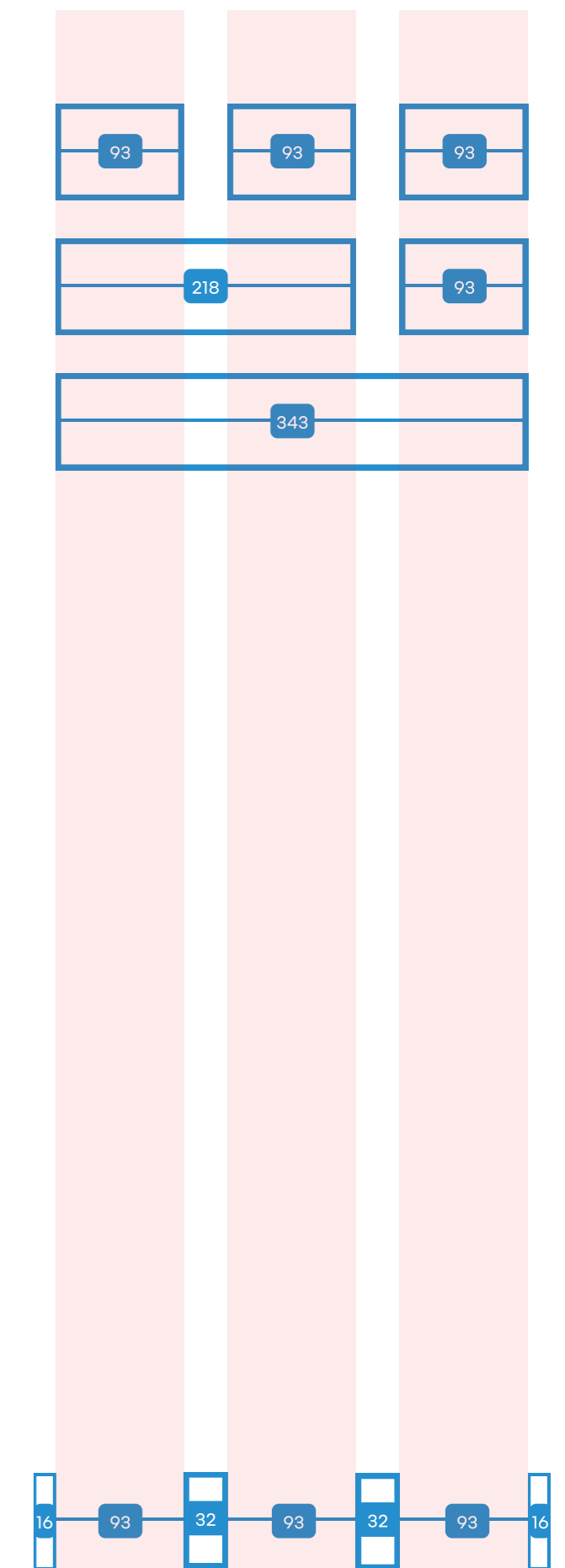
### Tablet grid - no bleed < 800 px

Total width: 736 px  
Offset: 32 px  
Number of columns: 8  
Gutter Width: 32 px  
Column Width: 64 px



### Mobile grid - no bleed < 343 px

Total width: 343 px  
Offset: 16 px  
Number of columns: 3  
Gutter Width: 32 px  
Column Width: 93 px





visual aspect of the brand

## \_visuals & GUI - links & buttons

### Category of links

Links are key elements for navigation. Different colours from our design system can be used to highlight different categories of links and buttons. If the links results to action, then the following should be used.

default	hover
<b>primary link</b> >	<b>primary link</b> >
<u>primary link</u>	<u>primary link</u>

#### Link CTA

Height: 32px  
 Icon size: 24px  
 Auto layout: horizontal centred  
 Space between text & icon: 8px  
 Font size: 16 bold; height: 20; auto width; centred  
 Max length: 280px

Use one single link in a container - for multiple CTAs use buttons.

### Category of buttons

Use the correct shape and format of the following buttons in a coherent and consistent way.

	default	hover		default	hover
#000000 #EFDF00	<b>super-primary button</b>	<b>super-primary button</b>	#000000 #F8EB4C		
#FFFFFF #000000	<b>primary button</b>	<b>primary button</b>	#000000 #EFDF00		
#000000 #FFFFFF	<b>secondary button</b>	<b>secondary button</b>	#FFFFFF #000000		
#3E3F40 #D9D9D6	<b>tertiary button</b>	<b>tertiary button</b>	#FFFFFF #3E3F40		

#### Button CTA

Height: 46px  
 Icon size: 24px  
 Auto layout: horizontal center  
 Space between text & icon: 8px  
 Space between items: 9 px  
 Horizontal padding: 16 px  
 Vertical padding: 11px  
 Font size: 16 bold; height: 20; auto width; centred  
 Horizontal space between two CTAs:24px  
 Vertical spacing between two CTAs:24px  
 Max length: 280px  
 Disable button colours: F2F2F2 or D9D9D6

#### note:

You can find full details on Design System and how to access Figma digital asset library [here](#).





visual aspect of the brand

## \_visuals & GUI - tags & form controls

### Tags/Badges types and variations

Tags are used to filter displayed information. Colour variation depends on the nature of the information.

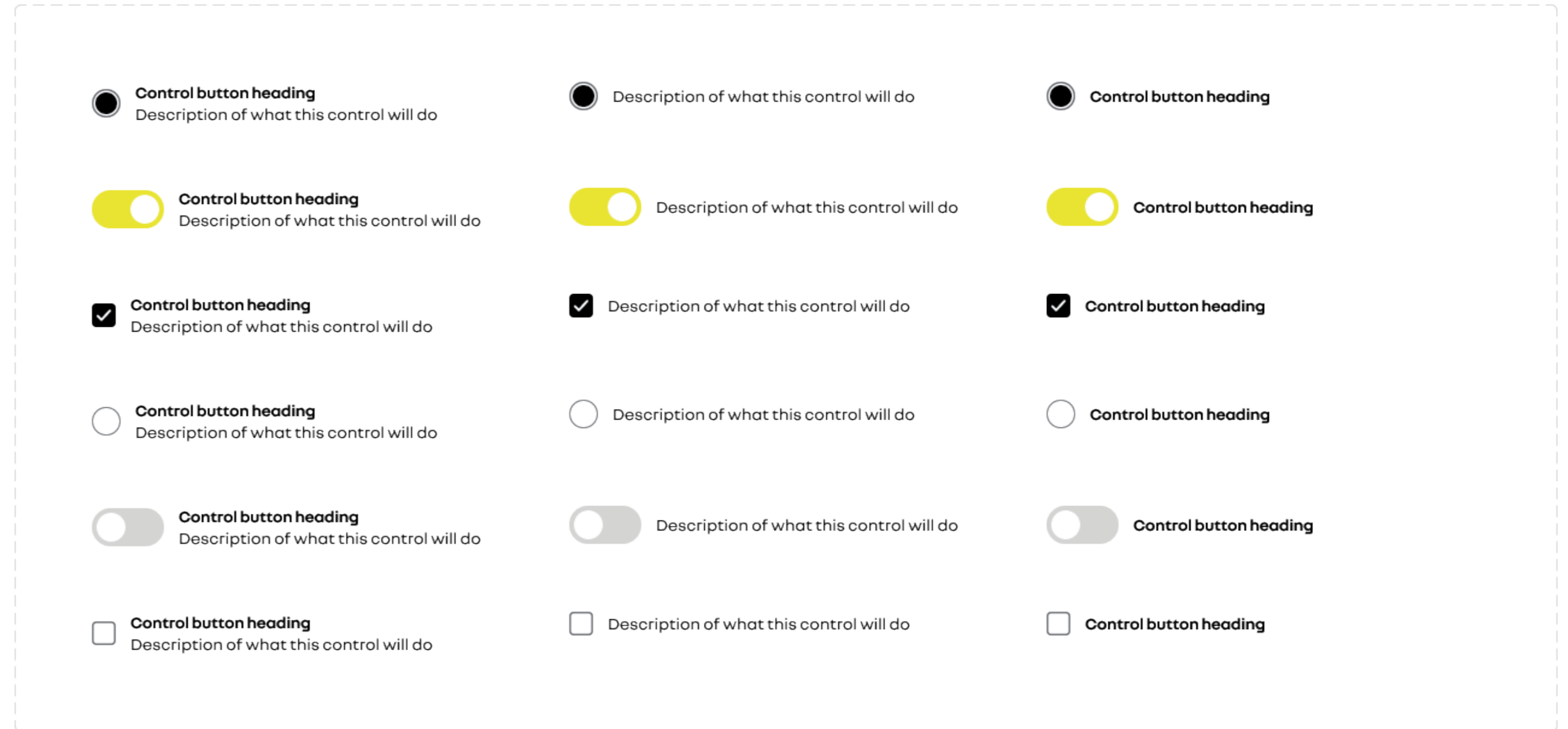


### Tags

- Hight: 24px
- Icon size: 12px
- Radius: 2px
- Auto layout: horizontal center
- Space between text & icon: 2px
- Horizontal padding: 8 px
- Vertical padding: 5px
- Horizontal space between two tags: 8 px
- Font size: 12 bold; height: 15px; auto width; centred
- Max length: 80px
- Colours used all secondary + primary
- Outline stroke: Solid - Inside - 1

### note:

You can find full details on Design System and how to access Figma digital asset library [here](#).



### Form controls types and variations

There are several types of elements that can be used to collect data within a form.

### Form controls

- Font size: 14 regular/ semibold; height» 18; auto height; aligned left
- Elements size: 2px
- Radius: 2px
- Auto layout: horizontal left
- Space between text & element: 12px
- Horizontal space between two elements: 16 px
- Max length: 280px



visual aspects of the brand

## **\_visuals & GUI - range image**

**This is the recommended visual representation of vehicles in new vehicle ranges.**

Request the images (Packshot) from someone on the Renault local marketing/digital team. The examples seen here are Packshot images n°1 and n°19 for SCENIC E-TECH 100% ELECTRIC.






visual aspects of the brand

## \_visuals & GUI - range image

21



21


electric

**TWINGO E-TECH 100% ELECTRIC**  
starting from: xx xxx €

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

215

[discover](#)




91

electric

**RENAULT 5 E-TECH 100% ELECTRIC**  
starting from: xx xxx €

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

[discover](#)




also available:  
full hybrid

**CLIO**  
starting from: xx xxx €

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

[discover](#)




also available:  
full hybrid

**NEW CAPTUR**  
starting from: xx xxx €

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

[discover](#)

49




electric

**MEGANE E-TECH 100% ELECTRIC**  
starting from: xx xxx €

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

[discover](#)



full hybrid

**SYMBIOZ**  
starting from: xx xxx €

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

[discover](#)



also available:  
full hybrid

**ARKANA**  
starting from: xx xxx €

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

[discover](#)



electric

**SCENIC E-TECH 100% ELECTRIC**  
starting from: xx xxx €

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

[discover](#)



also available:  
full hybrid

**AUSTRAL**  
starting from: xx xxx €

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

[discover](#)



electric

**SCENIC E-TECH 100% ELECTRIC**  
starting from: xx xxx €

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

[discover](#)

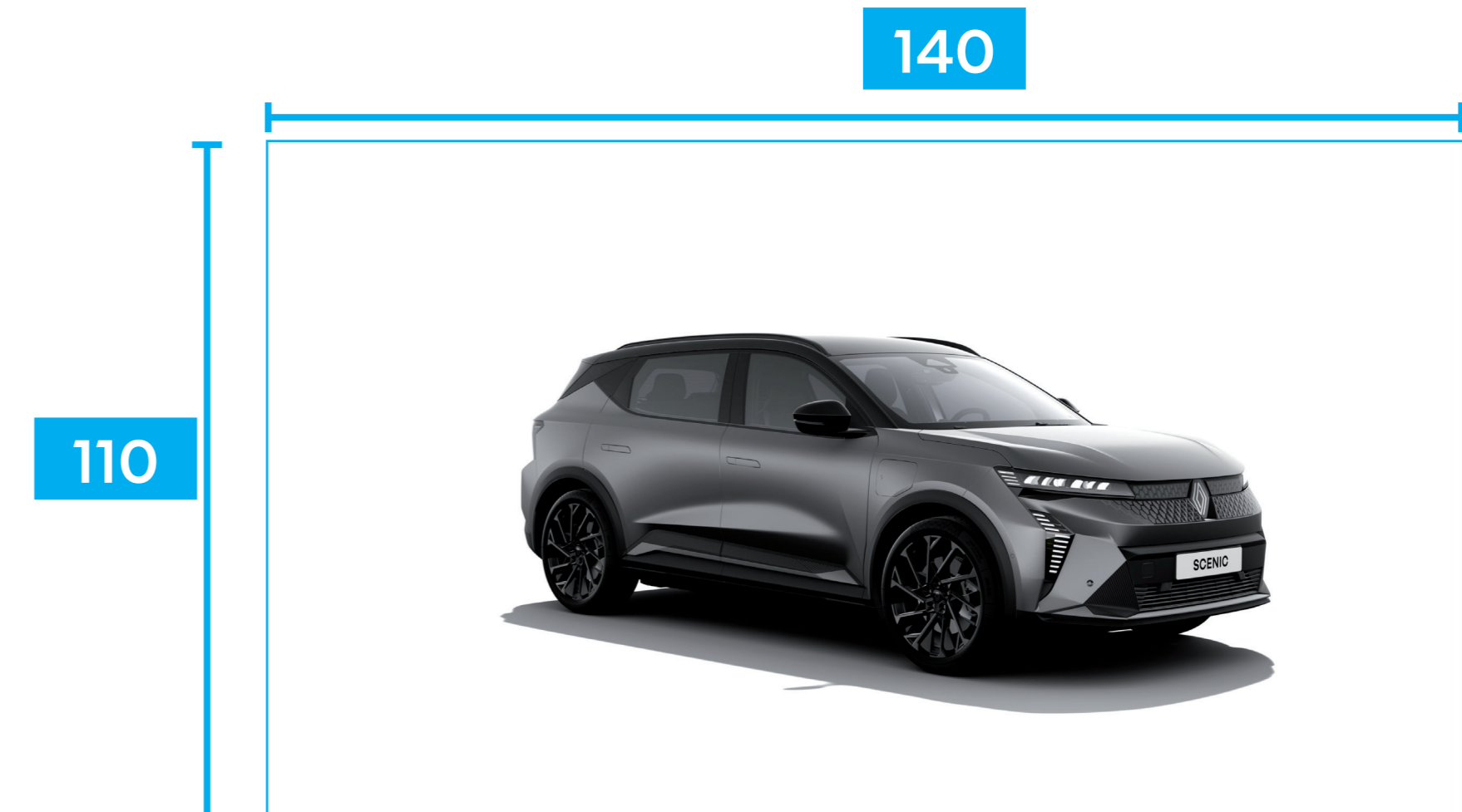
This is the recommended visual representation of vehicles in new vehicle ranges

- Use the recommended size of the container and leave space between car images.
- Make sure to have a full white background for the entire range.
- Ensure consistency when using a car range image - only official images are allowed, **the same angle must be used, and the image must not be edited.**



visual aspects of the brand

## \_visuals & GUI - range image



### This is the recommended visual representation of vehicles in new vehicle ranges

Make sure the images are adaptable and that are the same on all devices and screens orientations.

#### note:

You can find full details on Design System and how to access Figma digital asset library [here](#).





visual aspects of the brand

## **\_visuals & GUI - editing images for hero zone**

### **Asset format general editing rules**

The quality of files used must always be high, clean and crisp.

### **Image rules**

- Maximum of 4MB for good visual quality.
- Saved for web at a minimum of 80% quality (not lower) in .JPG format only.
- Always save in sRGB profile (rather than RGB).

### **Video rules**

- Maximum of 15MB.
- Saved for web at a 16:9 ratio.
- .MP4 format only.

### **Safe zones for hero images**

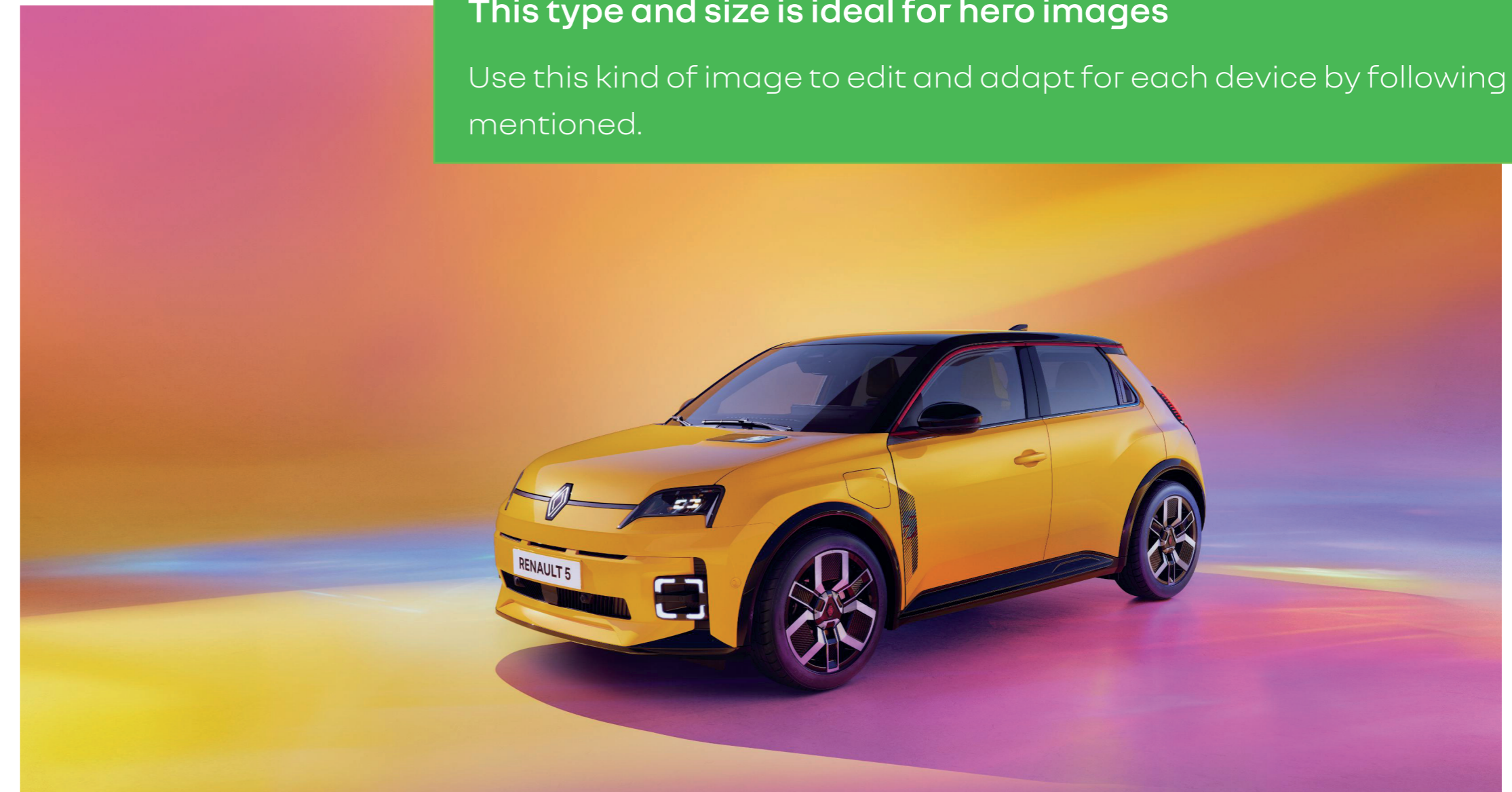
Always choose HD images, approximately 4500px (.EPS or HD, .JPG file format).  
The layout of the hero zone is full-width responsive, so the visual needs to be clear and sharp for bigger screen resolutions.

Choose images where the car is centered to allow enough background to fill the banner areas outside safe car zone (marked by guides).

Do not choose images with not enough background around the car, you will have a difficult time editing the banner to required dimensions outside safe zone.

**This type and size is ideal for hero images**

Use this kind of image to edit and adapt for each device by following the rules mentioned.



**This type and size is not recommended for hero images**

This focus is too close and there is no space around the car to be edited and adaptable on multiple devices.





visual aspects of the brand

## **\_visuals & GUI - editing images for hero zone**

### **Safe zones for hero images**

Do not choose images of 1280px or similar. They are too small for big size banners (example: 2560 x 1440 px) and the quality of resulting visuals will be very low.

### **Safe zones rules:**

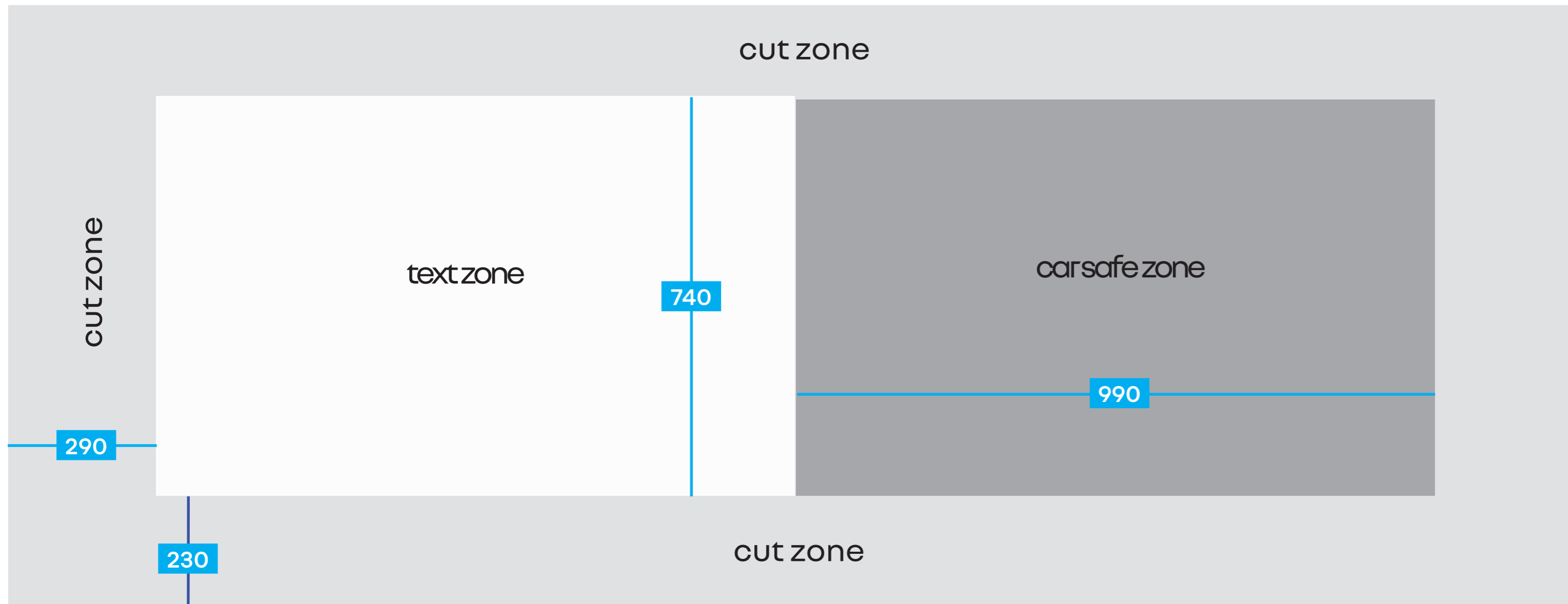
- Keep all cars in the safe area or they may be cut.
- Do not use of extra texts, icons or other visual elements on your banners.
- All texts and mentions should be included in the text box or on the product page itself.





visual aspects of the brand

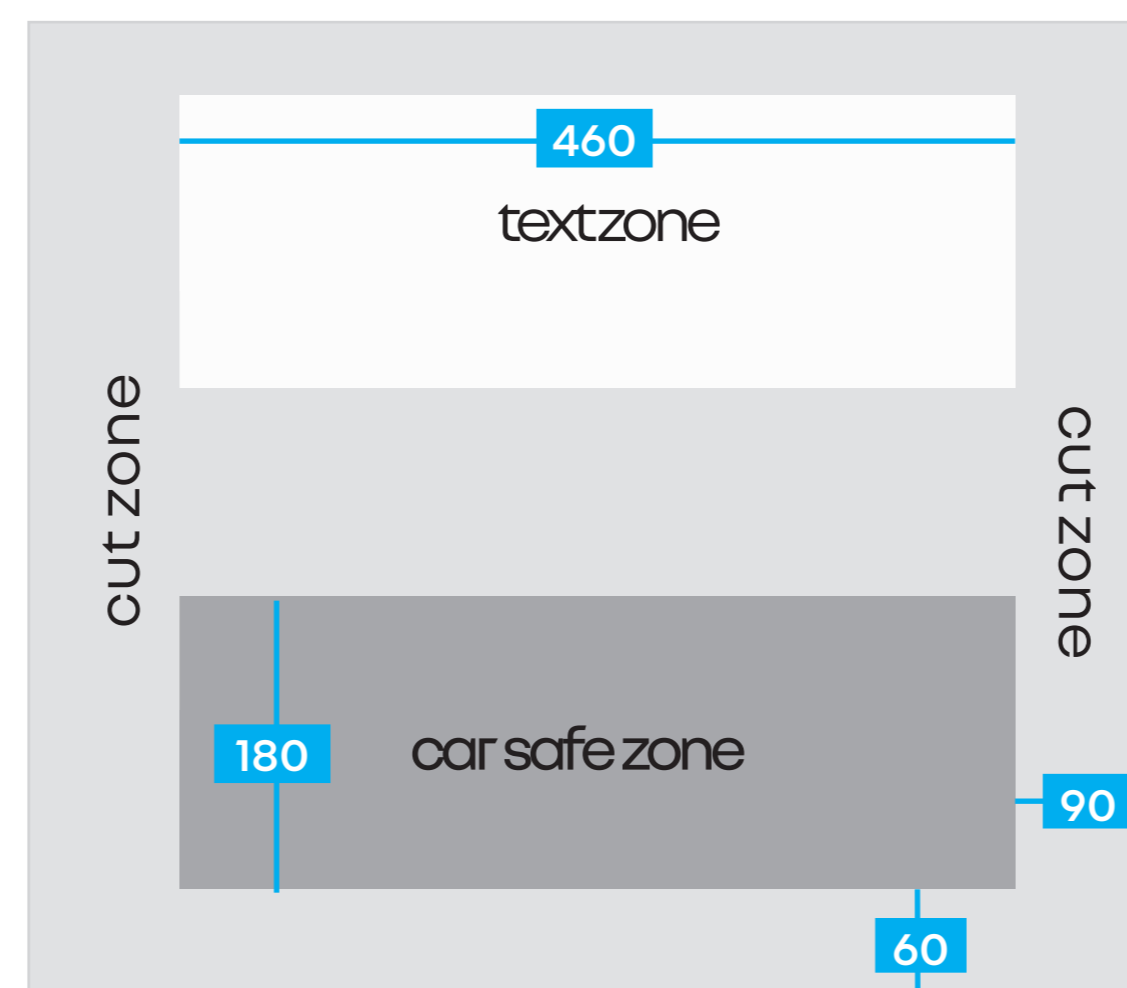
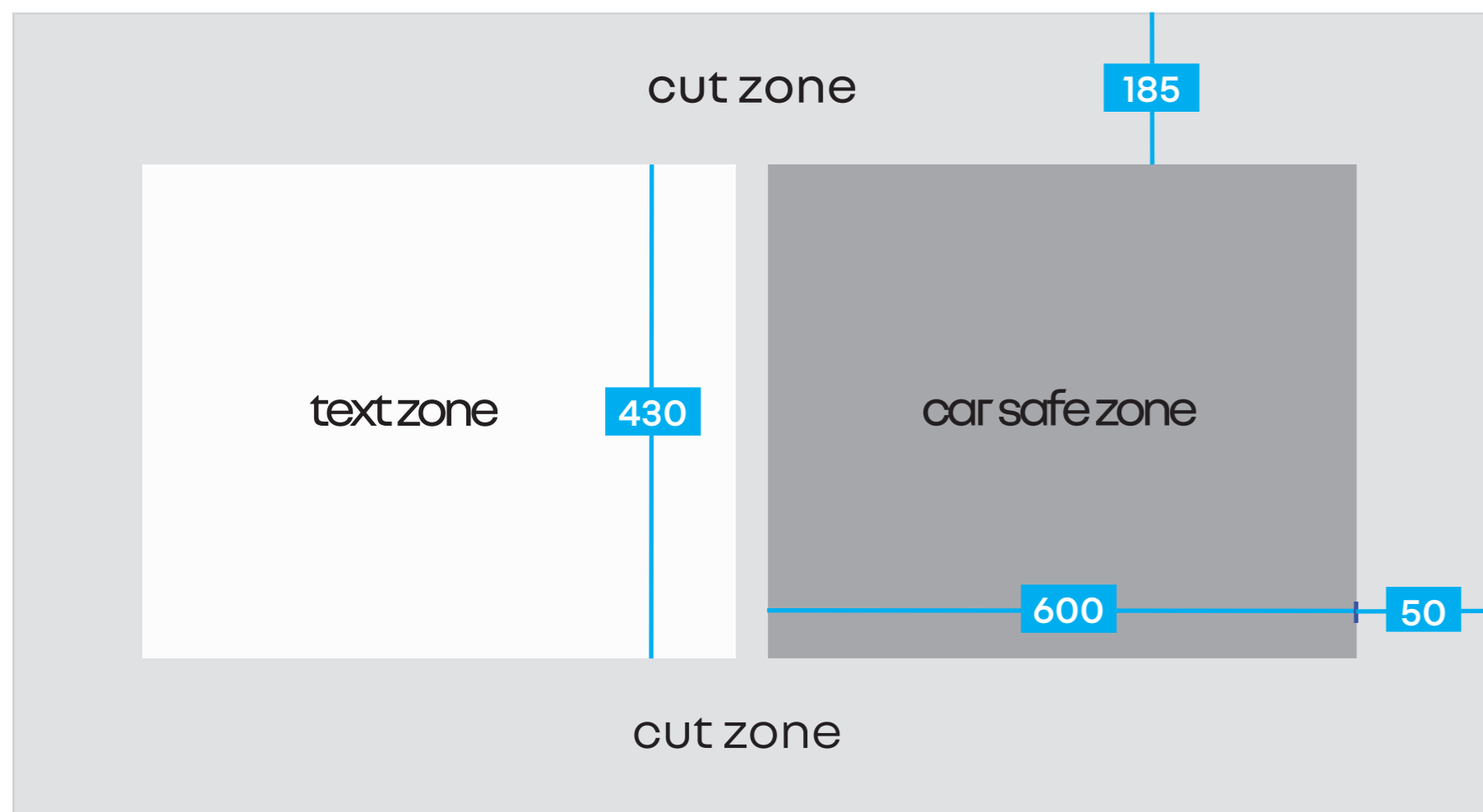
## \_visuals & GUI - editing images for hero zone - safe zone



### Safe zones for hero images

Car safe zone can be reversed with text zone as long as the proportion is kept.

- Desktop 2560 x 1200 px
- Tablet 1340 x 800 px
- Mobile 640 x 600 px



visual aspects of the brand

## **\_visuals & GUI**

### **it si required to:**

- ✓ always use official Renault or Renault approved visuals and follow visual standards when modifying any image (example: Mediateque).
- ✓ use the grid formats as an orientation when building your website.
- ✓ in the range presentation, use consistency in vehicle images (use the same angle shot for all vehicle images).
- ✓ keep the shadow and the reflection on the ground.
- ✓ use the correct colors of backgrounds and maximize the white space available
- ✓ maintain the position of the vehicle in a horizontally aligned manner. Maintain a safe zone around the vehicle.
- ✓ insert the legal notice adapted to the visual used (description of equipment/version, consumption).

### **do not:**

- x add objects, elements, layer, logos or emblems (exceptions can be made with the coordination of the local marketing team) during the editing phase of any image.
- x use icons and visuals that are not part of Renault Group.
- x mix the visuals, emblems, logos in a small area.





# 2

## name & URL

- ◇ Secure dealer's website URL to access Renault Group's brands environment.
- ◇ Name consistency within all digital environments for a dealer online presence.

# 2.1

## `_business name`

- ◇ How to display and ensure consistency with the name.

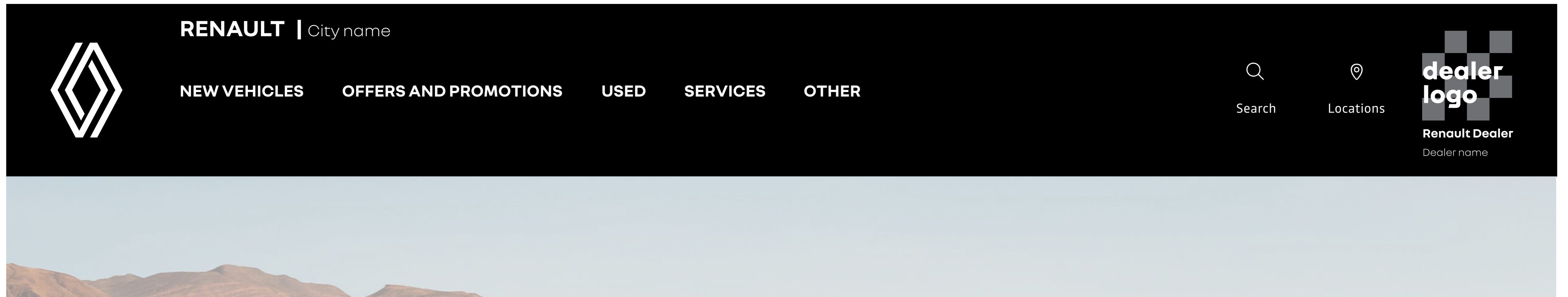
name & URL

## **\_business name**

**Keep the same names in all digital environments (websites, social networks, Google Business Profile, etc...)**

**In the navigation bar use the following rules:**

- Use the white emblem on black background.
- The dealer's logo, dealer name/group, "Brand dealer" stamp or any other distinct branding indicator can be added on the right side of the navigation bar.
- **As a general rule add RENAULT + City name/Geographical area** or in exceptional cases please use **RENAULT + City Name + Dealer group name**.
- Use **nouvel'R** font in the navigation bar on the website.
- Position the naming after the Renault emblem - upper side (ensure an exclusion zone).
- Use variations of the overlay to fit the local requirements and accessibility in terms of visibility.



### **Exception:**

If there are other competitors in the city/area the acceptable naming must be: **RENAULT | City name + Dealer name** in the recommended area (to offer exclusions zone)  
Key is to ensure consistency and to provide a seamless and familiar customer journey by respecting a certain format (Brand + City name+ Dealer Name) or favicon.

### **note:**

You can find full details on Design System and how to access Figma digital asset library [here](#).



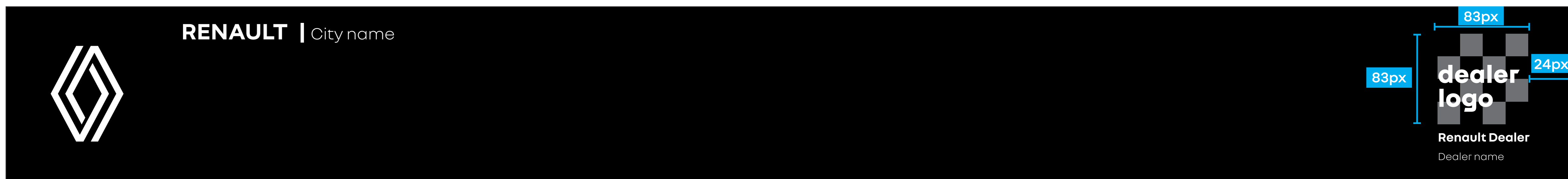
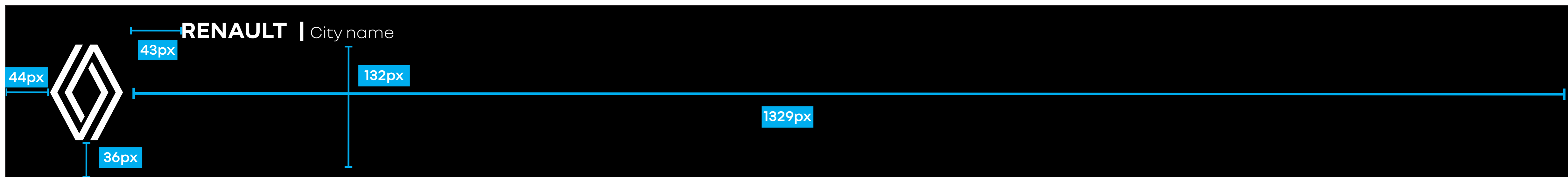
name & URL

## \_business name

Make sure to have enough space between the emblem and the space dedicated for the "Renault + City name". Also, the Dealers' logo must be on the opposite side to the Renault emblem giving it space.

The navigation is split into 3 areas (left, middle, right)

- **Left side** is dedicated for two elements: emblem + City name/location.
  - For accessibility purpose and search engine optimization process aid, "Renault + City" will be added on the left side of the navigation bar- this helps to have a visual symmetry within the area and a clear identifier for the user.
- **Middle area** will contain links/drop-down/icons etc, place for the main navigation.
- **Right side** is dedicated to dealers branding: logo/dealer name/claim. Respect the proportions with other logos and elements on the navigation bar - this dealer logo can also be used as a path to the institutional home page of the dealer group (opening another tab).





name & URL

**\_business name**

### Ensure consistency

The names used in the navigation bar should be the same on all platforms. Split per brand is mandatory for all accounts - to ensure homogeneity.

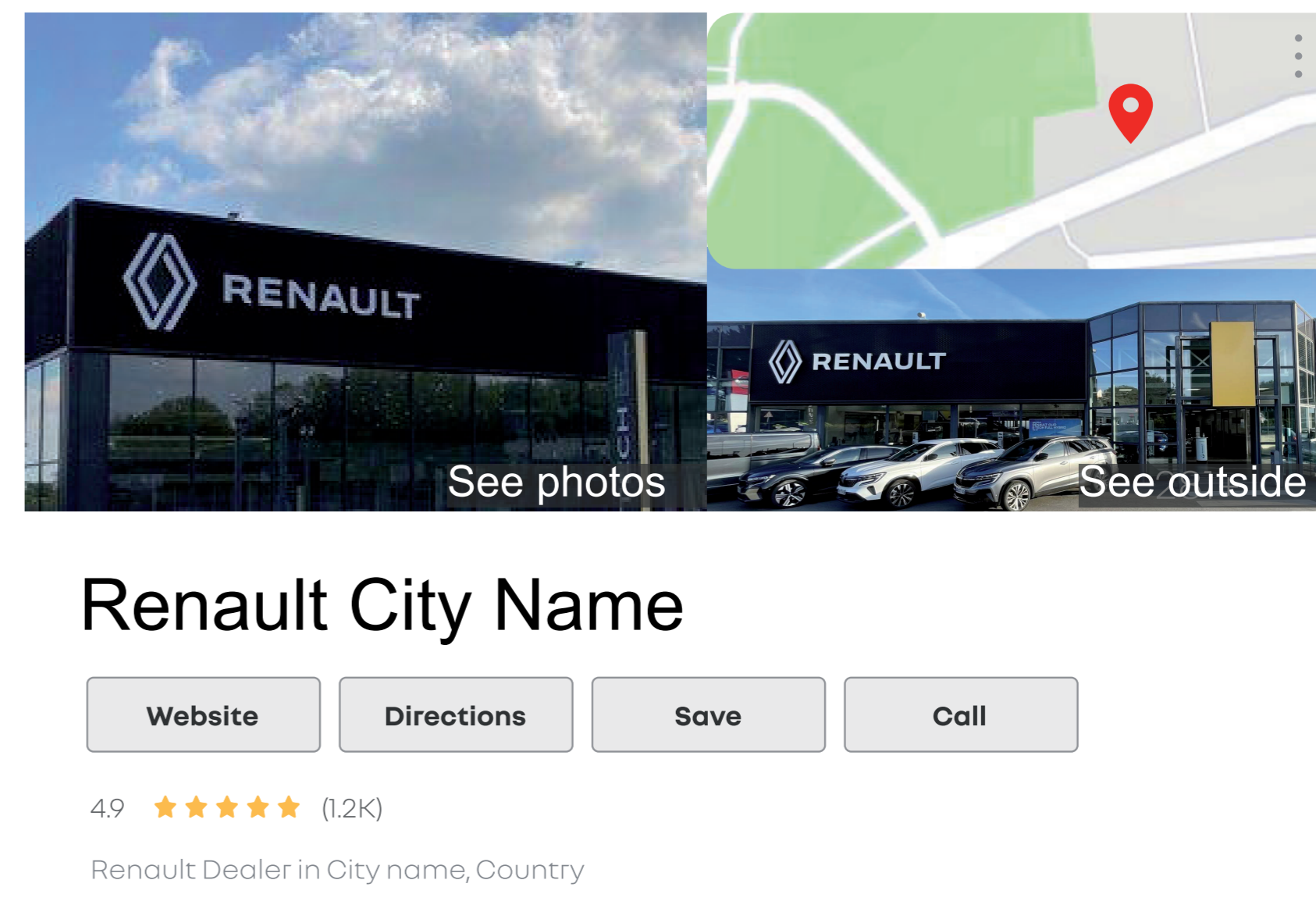
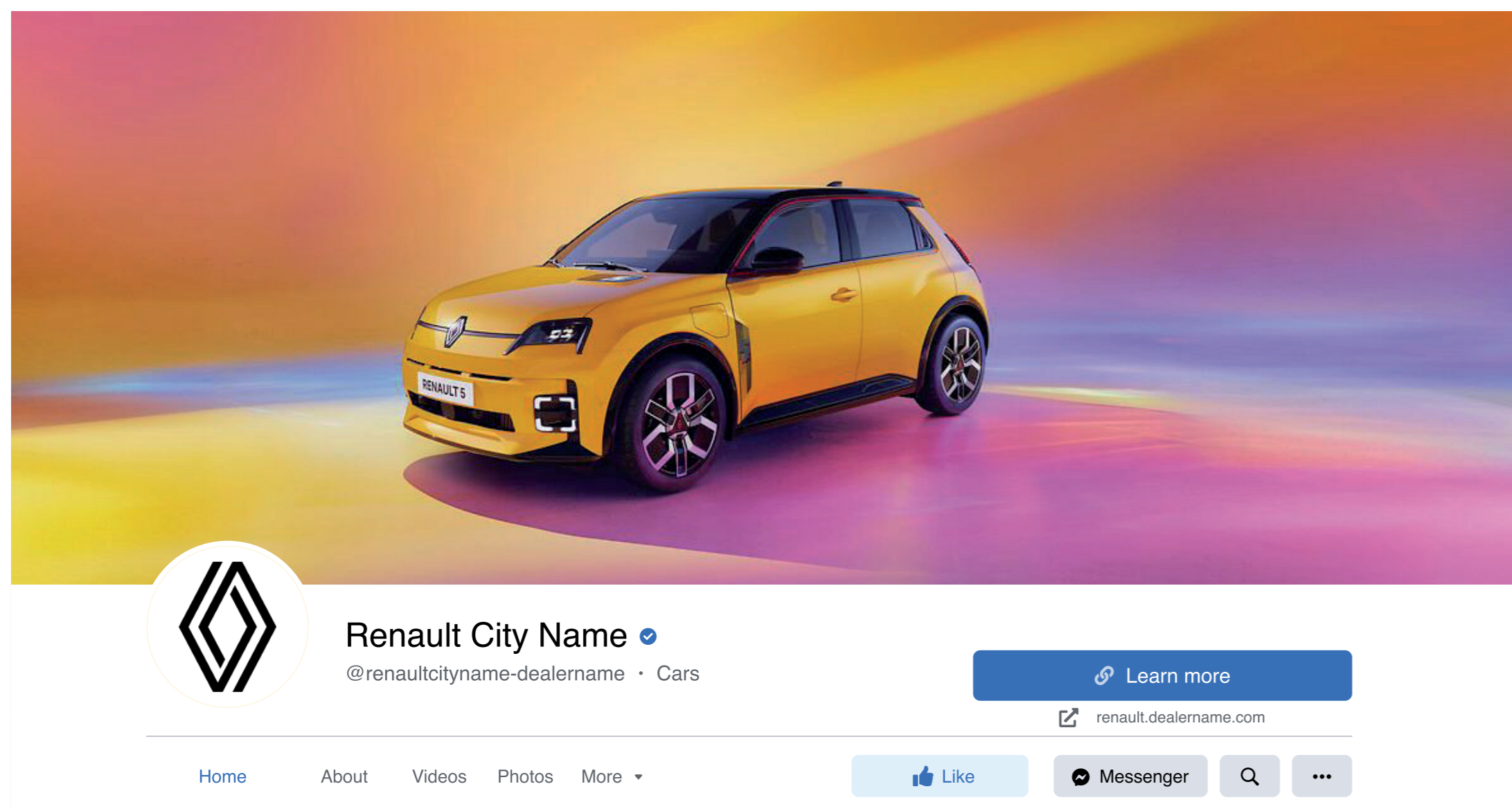
**For social media accounts** the following format is to be used:

- Brand + City name (for dealers that operate only one single location);
- Brand + City name + Dealer name (for dealers that operate multiple locations and have accounts for some/all locations);
- Brand + Dealer name (for dealers that operate multiple locations and have only one account per brand).

**For GBP (Google Business Profile)**, based on the rules and guides provided by the E-reputation corporate team and Google, ensure that there is a split per brand for all brands - to secure homogeneity, the following format is to be used:

- Brand + City name (for dealers that operate only one single location).
- Brand + City name + Dealer name (for dealers that operate multiple locations). For them it is mandatory to have Google accounts if the locations have services registered as “selling new vehicles”. Other locations with services labelled otherwise, shouldn’t have a GBP account.

To create a generic GBP account on top on the ones dedicated for each brand and location, please do not use the name “Renault”. Details on the naming for social media and GBP will be elaborated in [chapter 5](#) and [chapter 6](#).



# 2.2

## \_URL

- ◇ Good practices on how to secure the URL for each user journey.

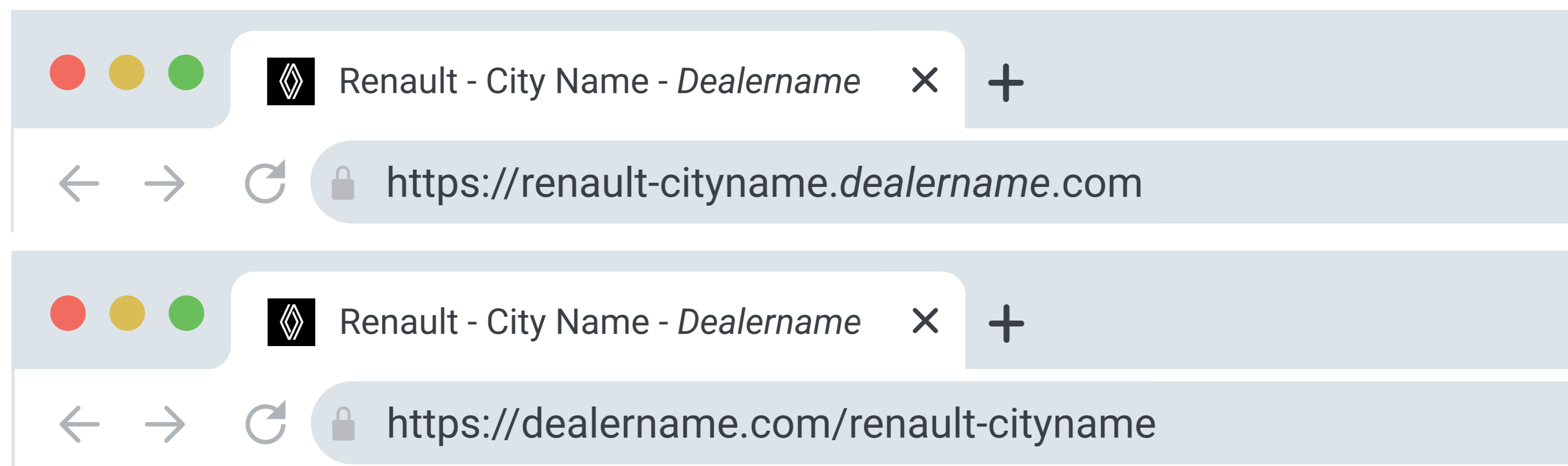
name &amp; URL

**\_URL**

The dealer's website URL is the easiest way to access the Renault Group's brands environment. The domain name must not suggest an official Renault Group's brand website. The aim is to clearly differentiate the dealer's website from the corporate brand's website.

### Website favicon

Use the white favicon with black background (background size 19x20px and emblem:13x16px). You need to have a split between favicon and Renault name, as this is a visual element. The favicon is a branding element, unique to each brand and for the user journey on your website. Its role is to help visitors to identify your website easier when they have multiple tabs opened. It is forbidden to alter/readjust favicons on the user journey - the dealer's favicon is to be added only on a neutral page. Favicon is the entrance door, next to the URL, to the brand's universe. Thus, the favicon must respect the standards presented in this guide.



### Website URLs

In order to ensure a smooth user journey and a clear distinction : **use the name of the brand and the city name as a differentiator**. It is encouraged to create sub-domains as follows: renault-cityname.dealername.com or dealername.com/renault-cityname.

It is not advisable to have a sub-domain consisting only of the name of the dealer (dealername.com). If your domain already contains "Renault" please make sure to have it enrolled on the white-list with the corporate team. The website needs to have its security certifications up to date, as well as other privacy related topics. When choosing a new web domain please have in mind the following principles: keep it simple and avoid using long names; use a "-" to separate words if it is too long. If the dealer's domain has no sub-domains, please use "Renault-cityname" - i.e. renault-cityname.dealername.com (avoid adding the brand's name at the end of the domain).



# 3

## general website presentation

- ◇ Define the Customer Journey, similar to on-site dealerships, aligned with the customer's online patterns.
- ◇ Showcase the required elements on home page.



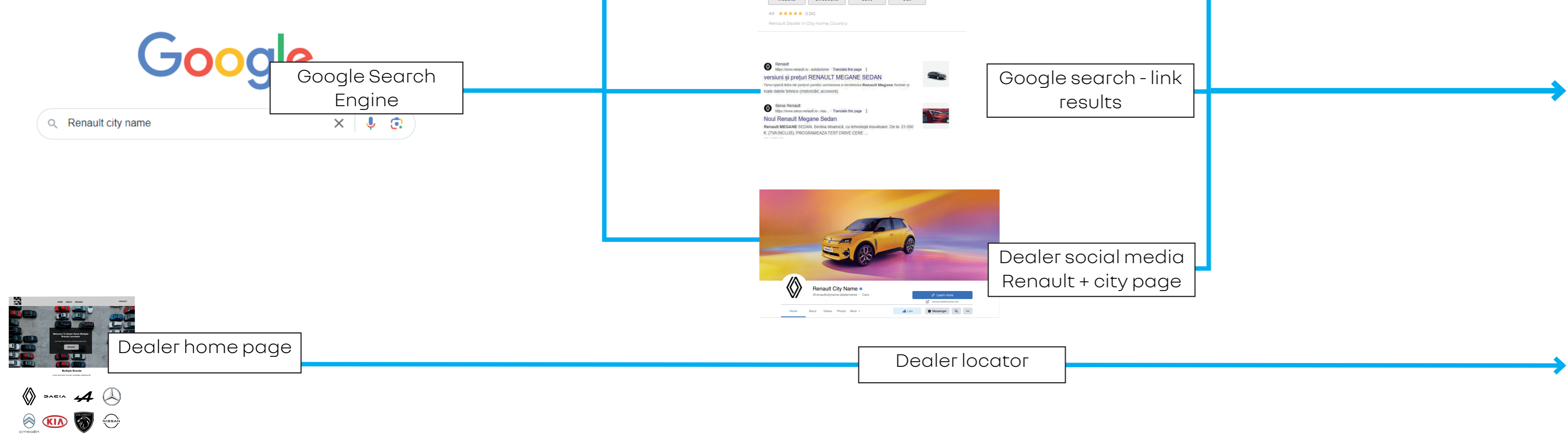
# 3.1

## **\_user journey**

- ◇ The user pathway throughout the Renault environment.

general website presentation

\_user journey



**Dealer social media Renault + city page:** Shows a Renault logo, a yellow car image, and a "Live Now" button.

**Navigation APPs:** Shows a list of Renault dealerships in București:

- Serus - Renault (14 km)
- Renault Auto Cobălcescu... (5.2 km)
- Union Motors - Renault (16 km)
- Renault Di-Bas Bucuresti (6.3 km)

RENAULT | City name

NEW VEHICLES OFFERS AND PROMOTIONS USED RENAULT PRO+ SERVICES OTHER

Search Locations Dealer logo

**THIS IS THE RENAULT RANGE**

which Renault model do you like?

PASSENGER CARS VANS

**dedicated home page to Renault + city**

NEW CAPTUR starting from: xx xxx €

MEGANE E-TECH 100% ELECTRIC starting from: xx xxx €

SYMBIOZ starting from: xx xxx €

ARKANA starting from: xx xxx €

SCENIC E-TECH 100% ELECTRIC starting from: xx xxx €

AUSTRAL starting from: xx xxx €

ESPACE starting from: xx xxx €

RAFALE starting from: xx xxx €

KANGOO starting from: xx xxx €

primary CTA

**ACTIVITIES AND SERVICES**

that you will find at DEALERNAME

- Sales New Vehicles**
- Sales Used Vehicles**
- Body shop**
- Mechanical Workshop**
- Car rental**
- E-TECH**
- Renault Prix**

To ensure a smooth user journey, the customer must land on a specific page dedicated to the city he search for. On this page, he has to find directly, the major information : contact information, new vehicle range, all the services provided by the dealership and the used cars inventory if necessary.

\*GBP = Google Business Profile



# 3.2

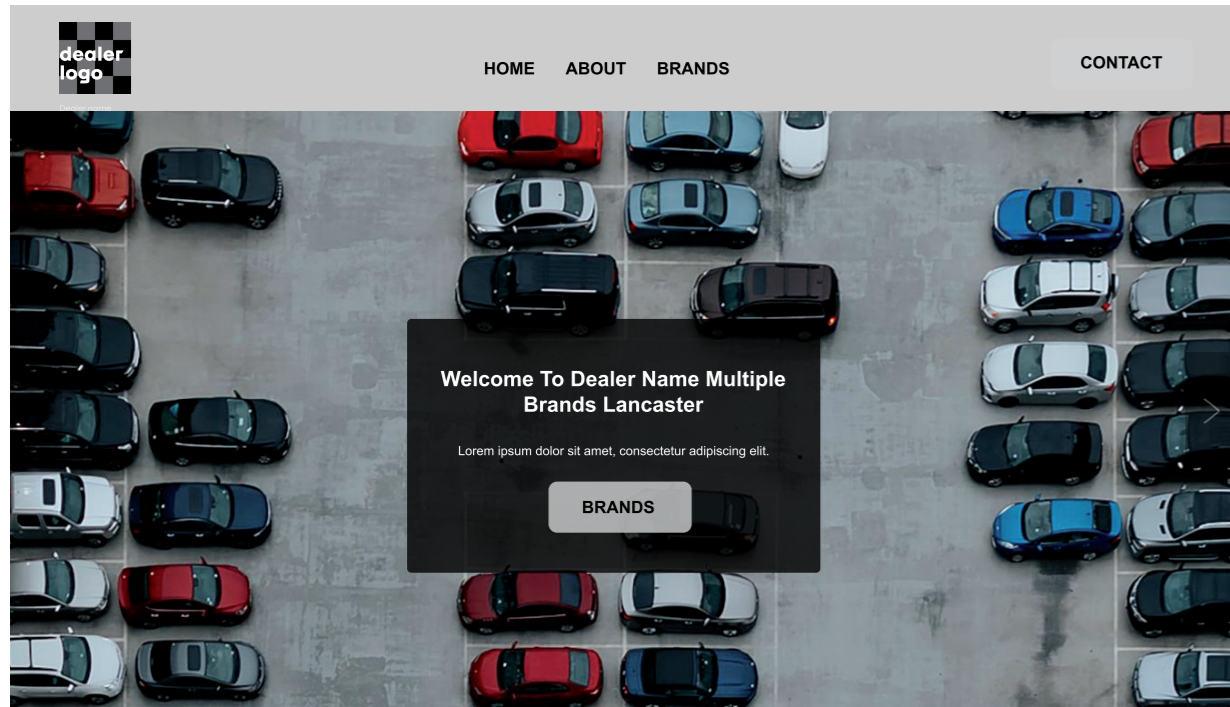
## **\_multibrand / Renault Group environment**

- ◇ UX rules for multiple brands environment.



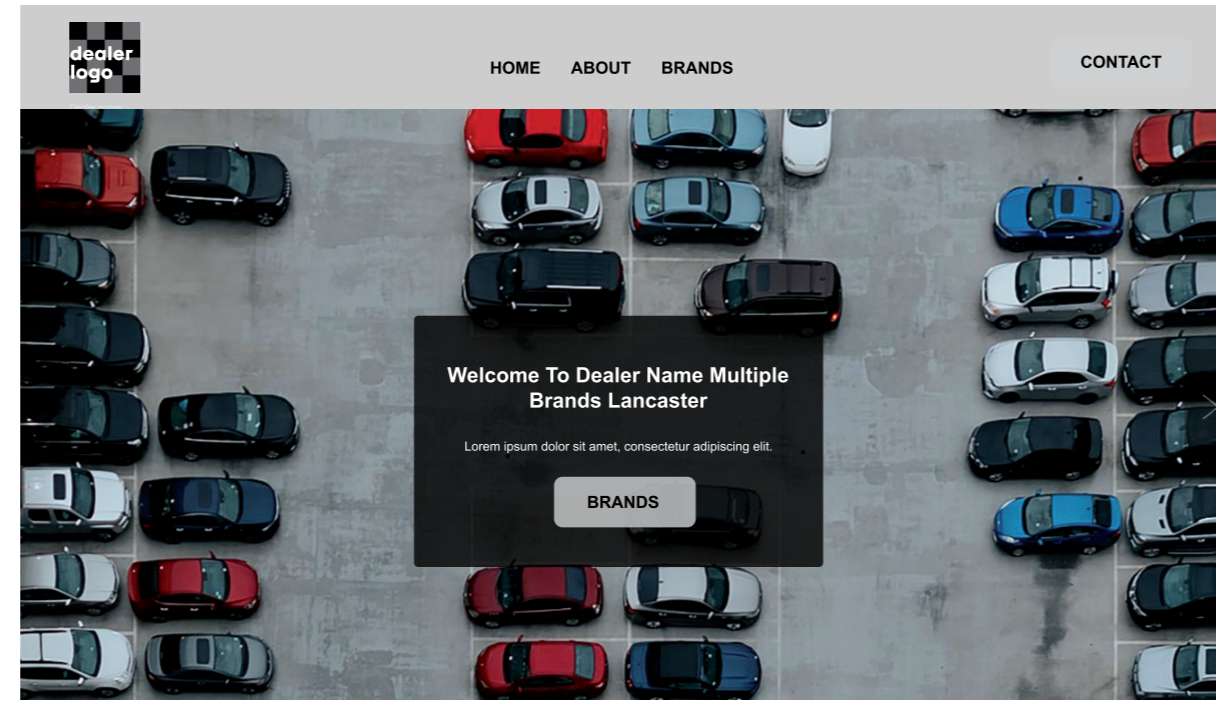
general website presentation

## \_multibrand/ Renault environment



Multiple Brands

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



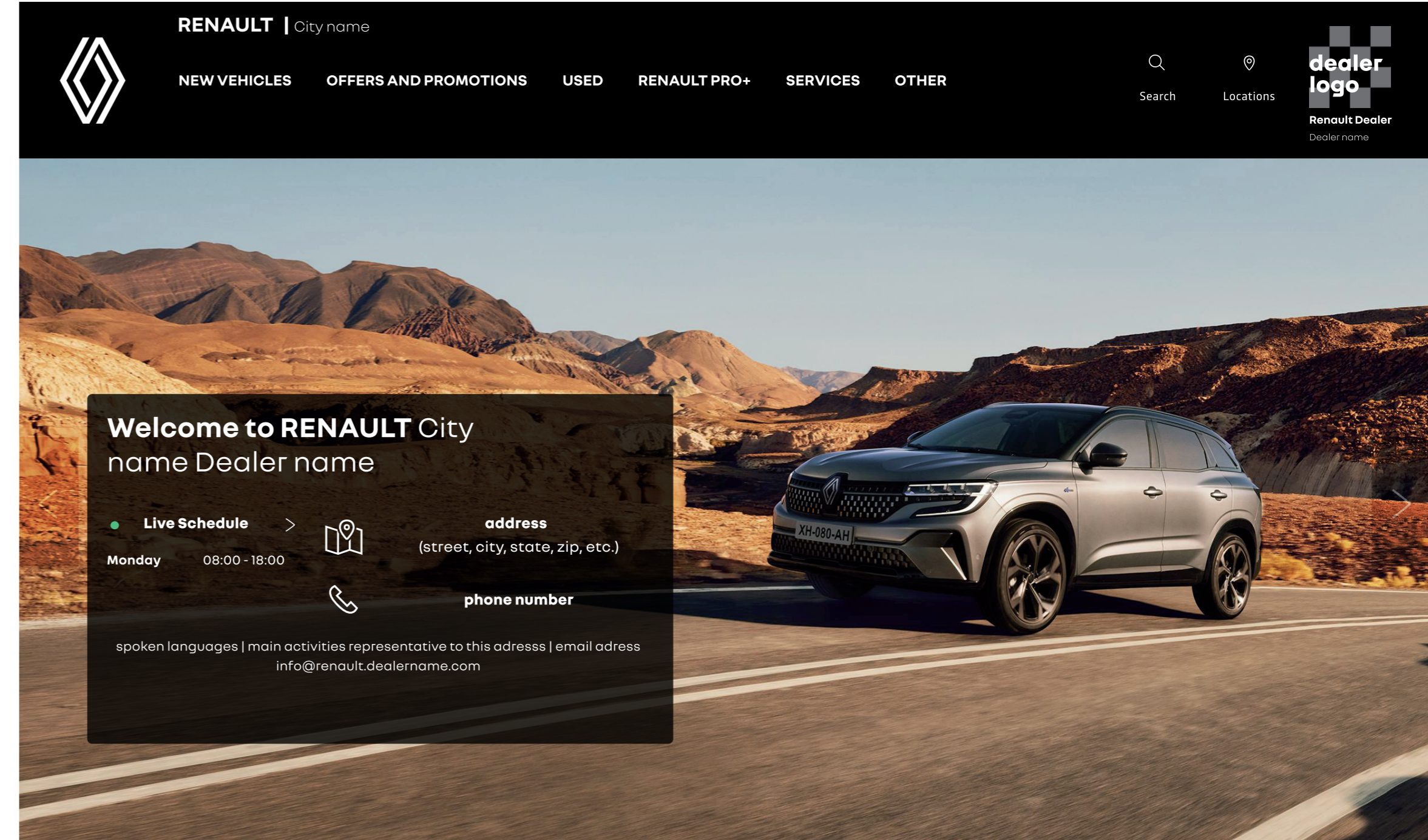
**Multibrand environment :** defined as the user journey on the dealer's website that represents other brands besides Renault Group.

**Renault Group environment :** defined as the user journey on the dealer's website that represents only Renault Group brands.

In both cases, it is best to create a simple "neutral page" which supports all brands logos presentation. Each logo would be the entrance point of their dedicated landing page.

Make sure to display Renault Group brands logos in the correct order (Renault, Dacia, Alpine) whether the dealer deals only Renault Group vehicles or it has multiple other brands shown together.

The Renault Group brands should be displayed together with no interruption in their order.



### Renault home page

Make sure that the user can access the Renault brand page (above) through the Renault logo displayed on your dealer group home page.



general website presentation

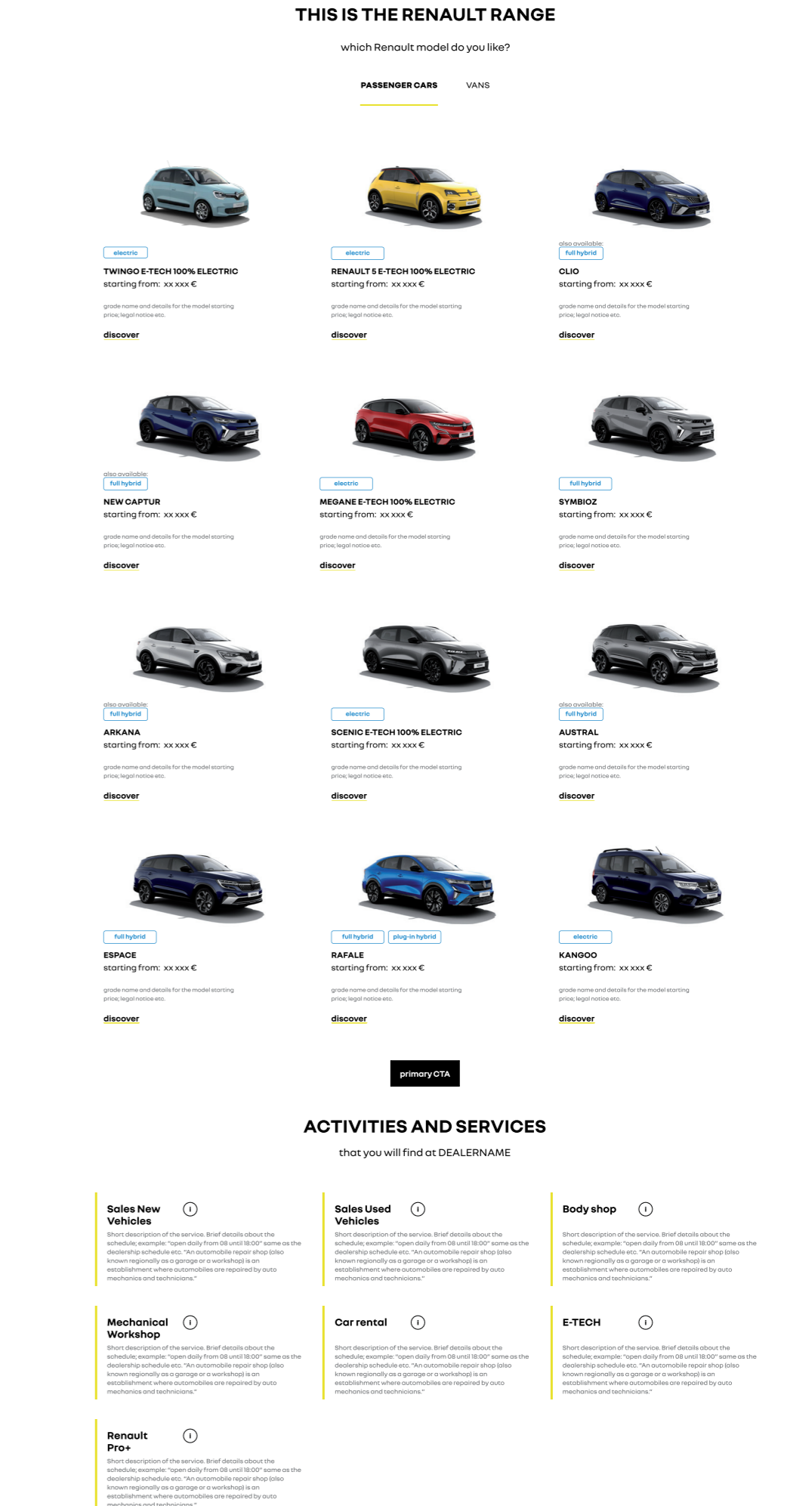
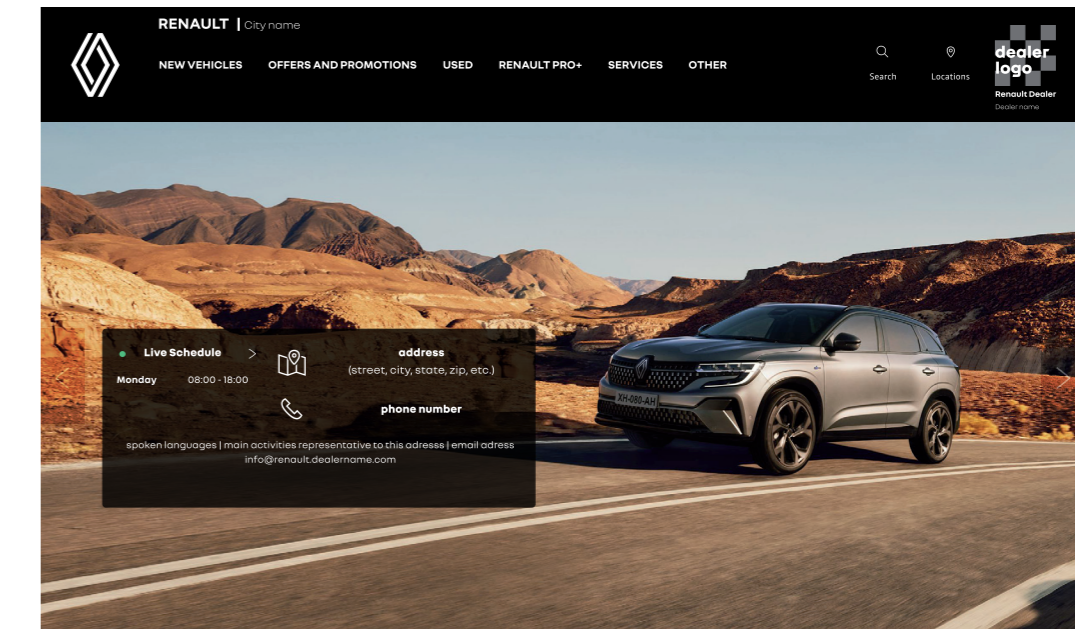
## \_homepage

On a home page, it is important to display at least 4 elements:

- Navigation bar (black background)
- Hero image (slider or static with or without CTA)
- Range of New Vehicles / or a direct link to the NV range (image, car name, price and CTA)
- List of services.

To make the customer experience more seamless you need to have a dedicated Renault brand environment with a specific navigation bar. Customers looking for information about the products and services would have an easier access to them, without being redirected to other brands' pages.

Please be advised that the Renault brand page should not have any gateways for other brands (logo's, CTA, links etc.)



note

You can find more details on rules for New Vehicle (images, car name, price and CTA) in [chapter 4](#)

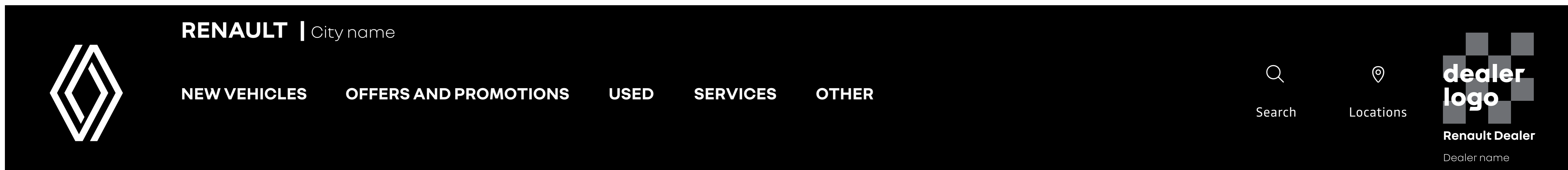
This visual representation is only for demonstration purposes. You can use the visual representation as an example to build your Renault home page. Please make sure that all brand elements are used correctly and in accordance with Renault Group brand strategy.





general website presentation

## \_homepage navigation



### The navigation bar needs to contain:

- Emblem on the left. For Arabic countries it is allowed to be used on the right.
- Black background.
- Naming: Renault + City name or Renault + City name + Location (for dealers with multiple locations in the same city) and the dealer's logo on the opposite side (if case needs it).
- The menu should consist of New Vehicles, Used Vehicles, Services buttons and if it is the case add Renault Pro+ tab (for Renault Pro+ certified dealers).
- Optional to have CTA (to corporate website, 3D Configurator, etc.) contact details and information about offers & promotions highlighted in the main navigation bar as a separate category.

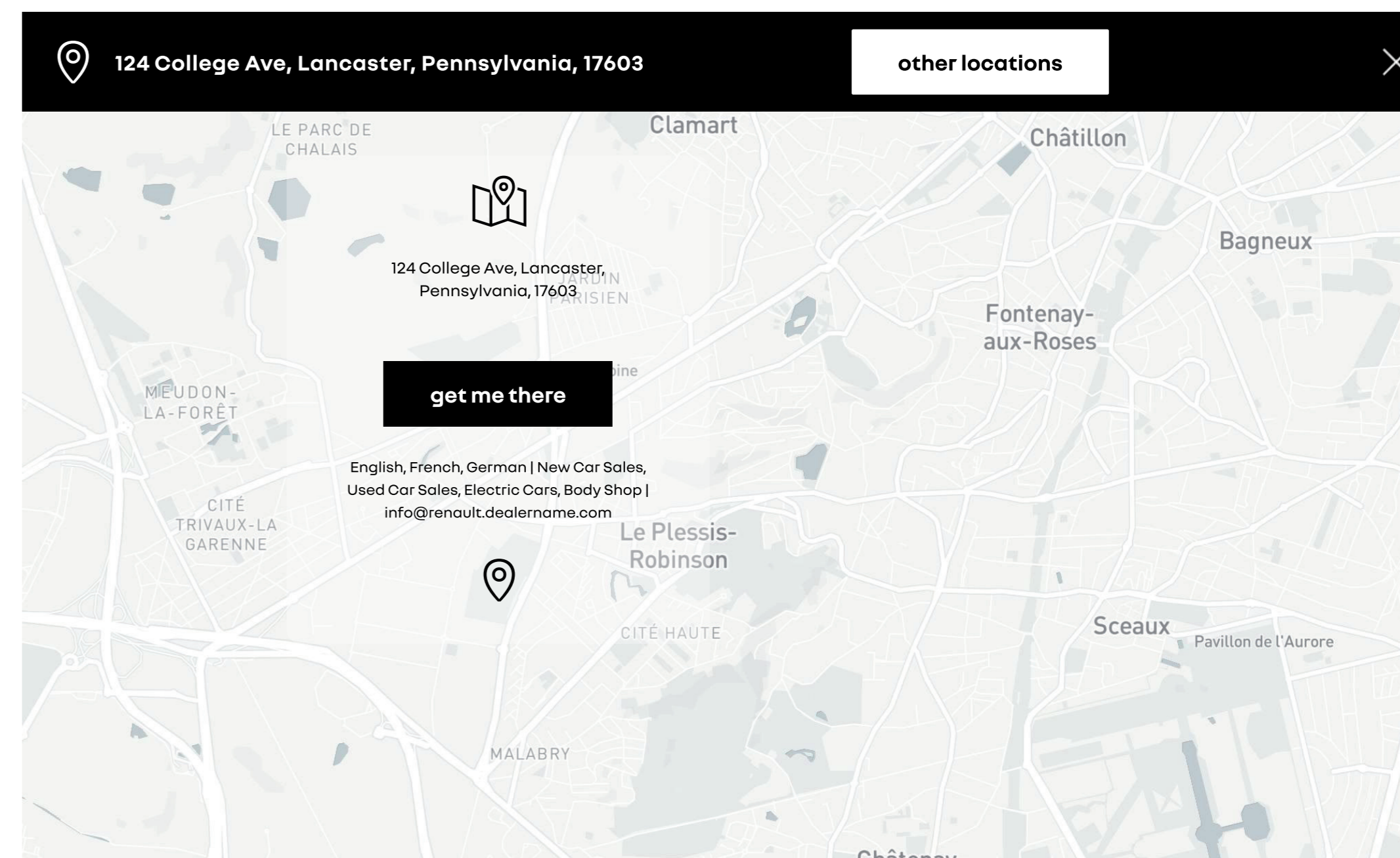
Use the Renault logo in the navigation bar as a redirection link to the Renault + city homepage.

You may have the option to go to the dealer's group global homepage (presenting the group and not other brands) through the dealer's logo by opening a new tab.

As an alternative, when a single dealer has multiple locations then, use the "Locations" icon CTA from the navigation to activate a pop-up showcasing the current location with the details and the list of other locations. If there are multiple locations it is required to create a dedicated page/element for each location. The pin on the map should contain a CTA through which customers/prospects can search for different location sites owned by the dealer **where Renault brand is commercialized**.

If the user lands on the brand's home page through the dealers' locator home page:

- It is technically possible to land on the city near him based on his IP address.



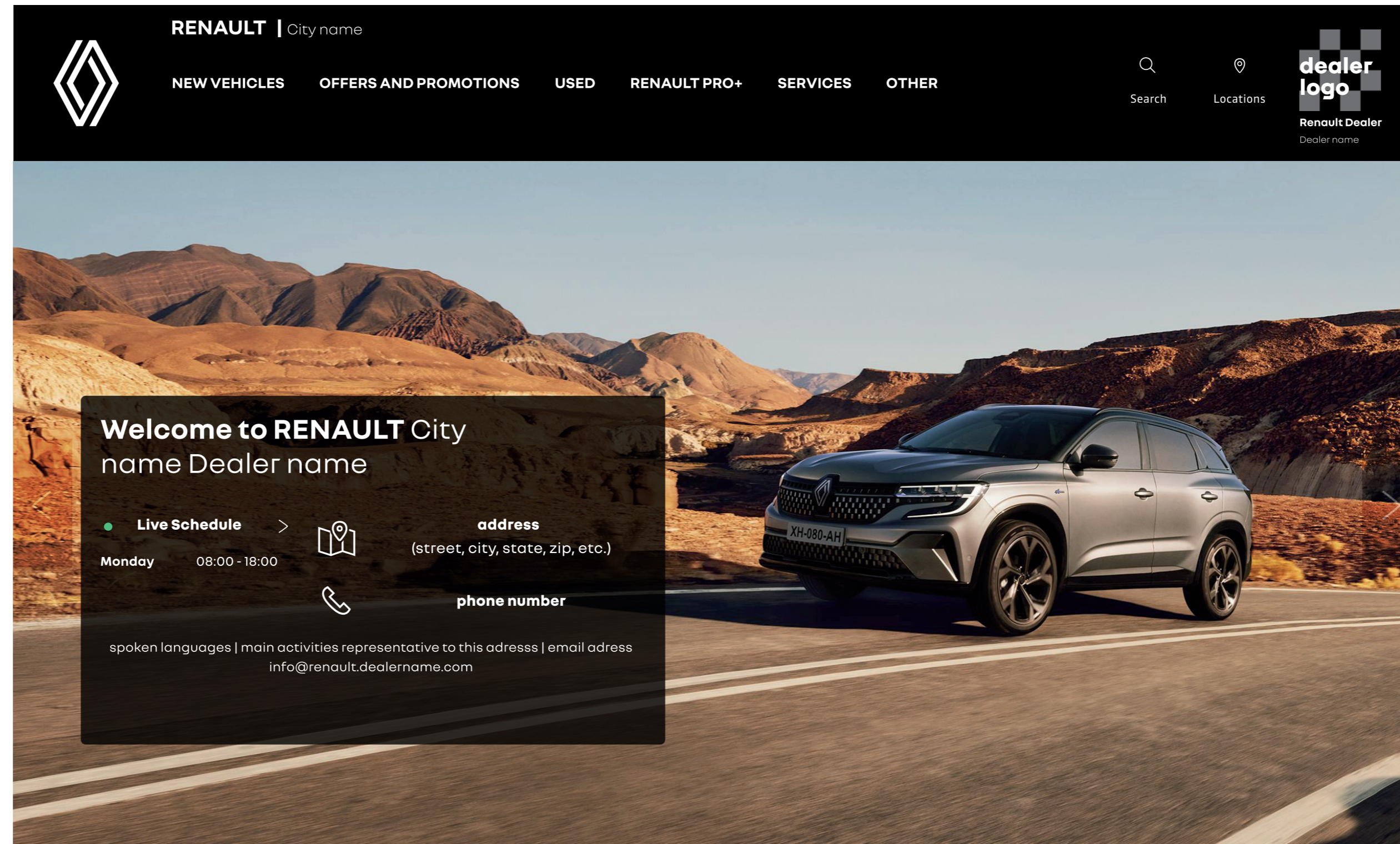
### note

This visual representation is only for demonstration purpose. You can use the visual representation as an example when building your Renault home page. Please make sure all brand elements are used correctly and in accordance with Renault Group brand strategy.





general website presentation  
\_homepage - hero image



## Hero image

Have an overlay text box over the first image as “Welcome” card. If there is a slider for images - the welcome message should be visible only on the first image. It may include details of the dealership (opening hours, address, language, etc.), The format, size, and type of image should be consistent with Renault brand’s guidelines ([chapter 1](#)).

Avoid overcrowding the hero image section with too many elements.

Use images provided by Renault or the ones which respect the visual identity guidelines of Renault Group.

## note

The hero image can be any picture or set of pictures that are relevant for marketing campaigns of the dealer or global marketing campaign of the brand. Make sure that allows you to add a hero image for three different formats (desktop, tablet, mobile).





general website presentation

## \_homepage - new vehicle range

### New vehicle range

The new vehicle range must be only Renault brand cars.

When accessing the range, visitors should be able to choose the brand and then they have to have access only to the vehicle page chosen.

#### For the range, it is important to have:

- Only Renault new vehicles.
  - \* **Disclaimer!**  
If the case, only Mobilize cars (Duo and Bento) are allowed to be added in the Renault cars range. For more information on how to implement them please see the [Mobilize light version](#) - you may find it on Brandstore.
- The image, name, price (minimum "starting price") and CTA to car pages (corporate or locally created).
- Make sure your display respects the car order from the smallest size of the car to the largest one. It is important for the range to be updated.
- Car images have to be spaced out and must have the same size and orientation for consistency purposes.

#### note

You can find more details on rules for New Vehicle page (images, car name, price and CTA) in [chapter 4](#).

Variations and acceptable scenarios models for vehicles details display (name, grade, mentions, CTA) can be found in the Digital Asset Library on Figma. This visual representation is only for demonstration purpose and it is not required to be recreated in an exact high fidelity with all the elements used. Get inspired and use all branding elements provided correctly and in accordance with the branding strategy of Renault Group.

### THIS IS THE RENAULT RANGE

which Renault model do you like?

PASSENGER CARS VANS



electric

**TWINGO E-TECH 100% ELECTRIC**  
starting from: xx xxx €

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

discover



electric

**RENAULT 5 E-TECH 100% ELECTRIC**  
starting from: xx xxx €

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

discover



also available:  
full hybrid

**CLIO**  
starting from: xx xxx €

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

discover



also available:  
full hybrid

**NEW CAPTUR**  
starting from: xx xxx €

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

discover



electric

**MEGANE E-TECH 100% ELECTRIC**  
starting from: xx xxx €

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

discover



full hybrid

**SYMBIOZ**  
starting from: xx xxx €

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

discover



also available:  
full hybrid

**ARKANA**  
starting from: xx xxx €

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

discover



electric

**SCENIC E-TECH 100% ELECTRIC**  
starting from: xx xxx €

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

discover



also available:  
full hybrid

**AUSTRAL**  
starting from: xx xxx €

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

discover



full hybrid

**ESPACE**  
starting from: xx xxx €

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

discover



full hybrid

plug-in hybrid

**RAFALE**  
starting from: xx xxx €

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

discover



electric

**KANGOO**  
starting from: xx xxx €

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

discover





general website presentation

## \_home page - list of services

### List of services

Services need to be presented in detail with a description and the corresponding hourly schedule. Please add only services offered in your dealership.

#### Sales New Vehicles



Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

#### Sales Used Vehicles



Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

#### Body shop



Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

#### Mechanical Workshop



Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

#### Car rental



Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

#### E-TECH



Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

#### Renault Pro+



Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

note:

You can find more details on rules on lists of services in [chapter 4](#).



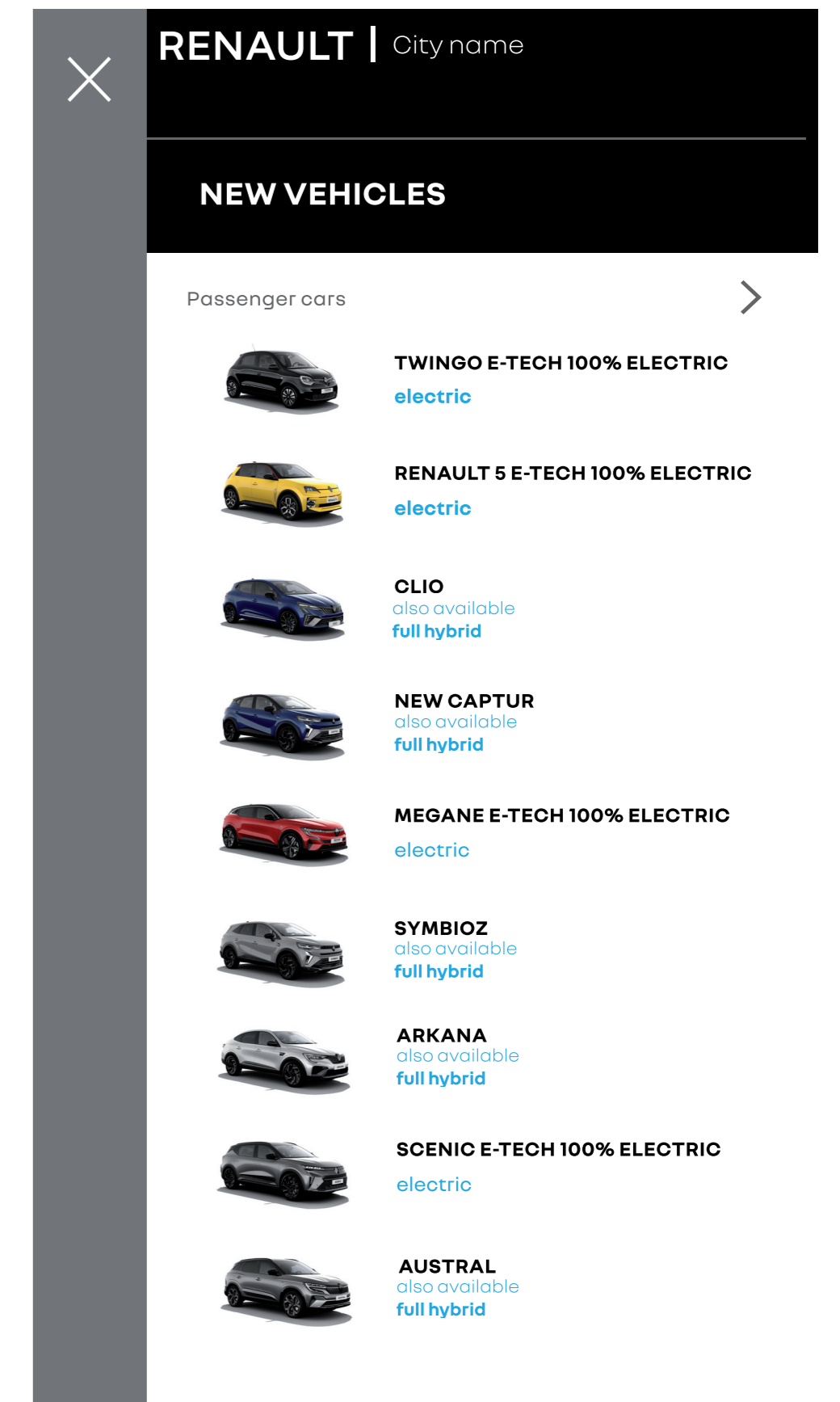
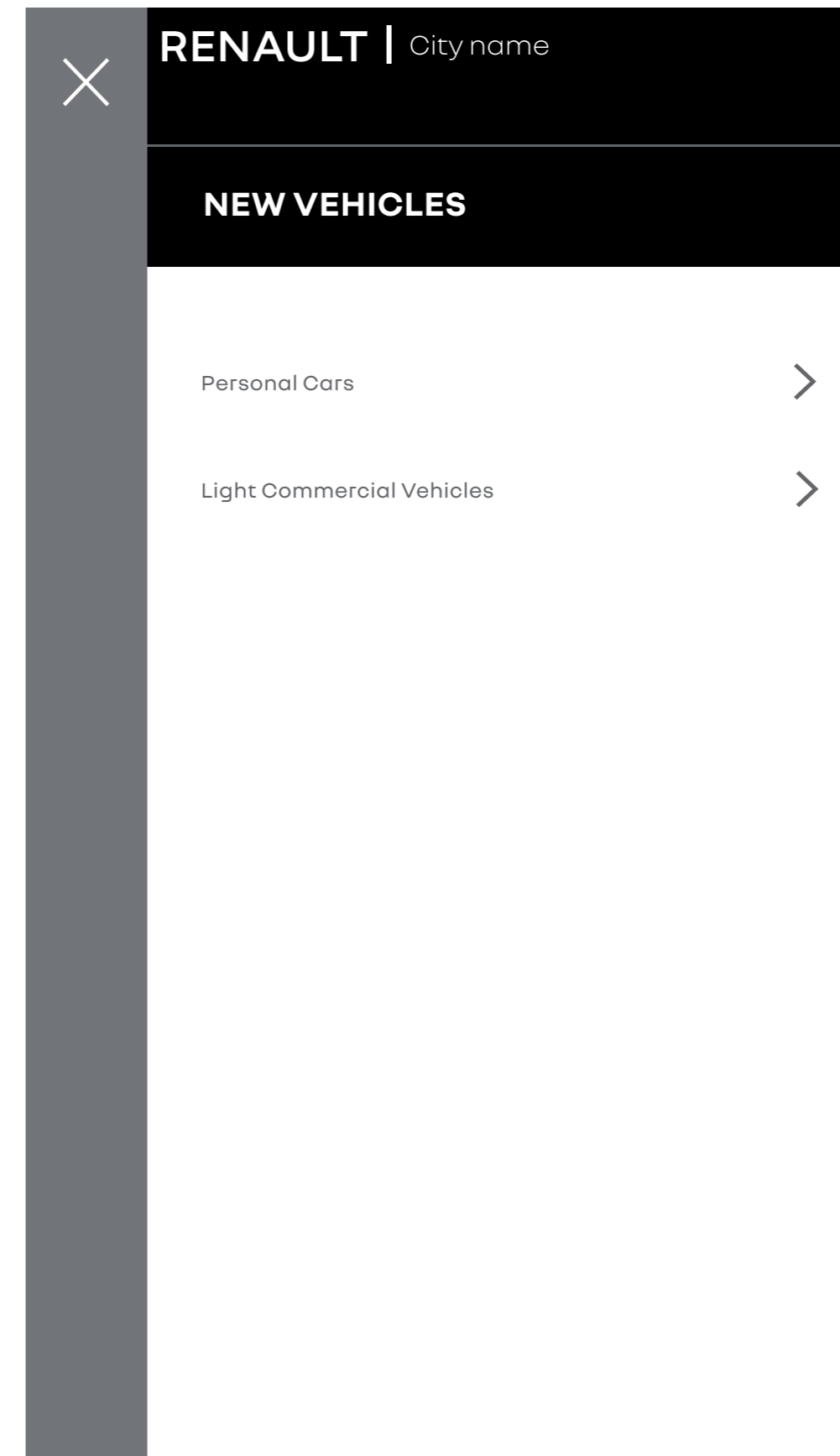
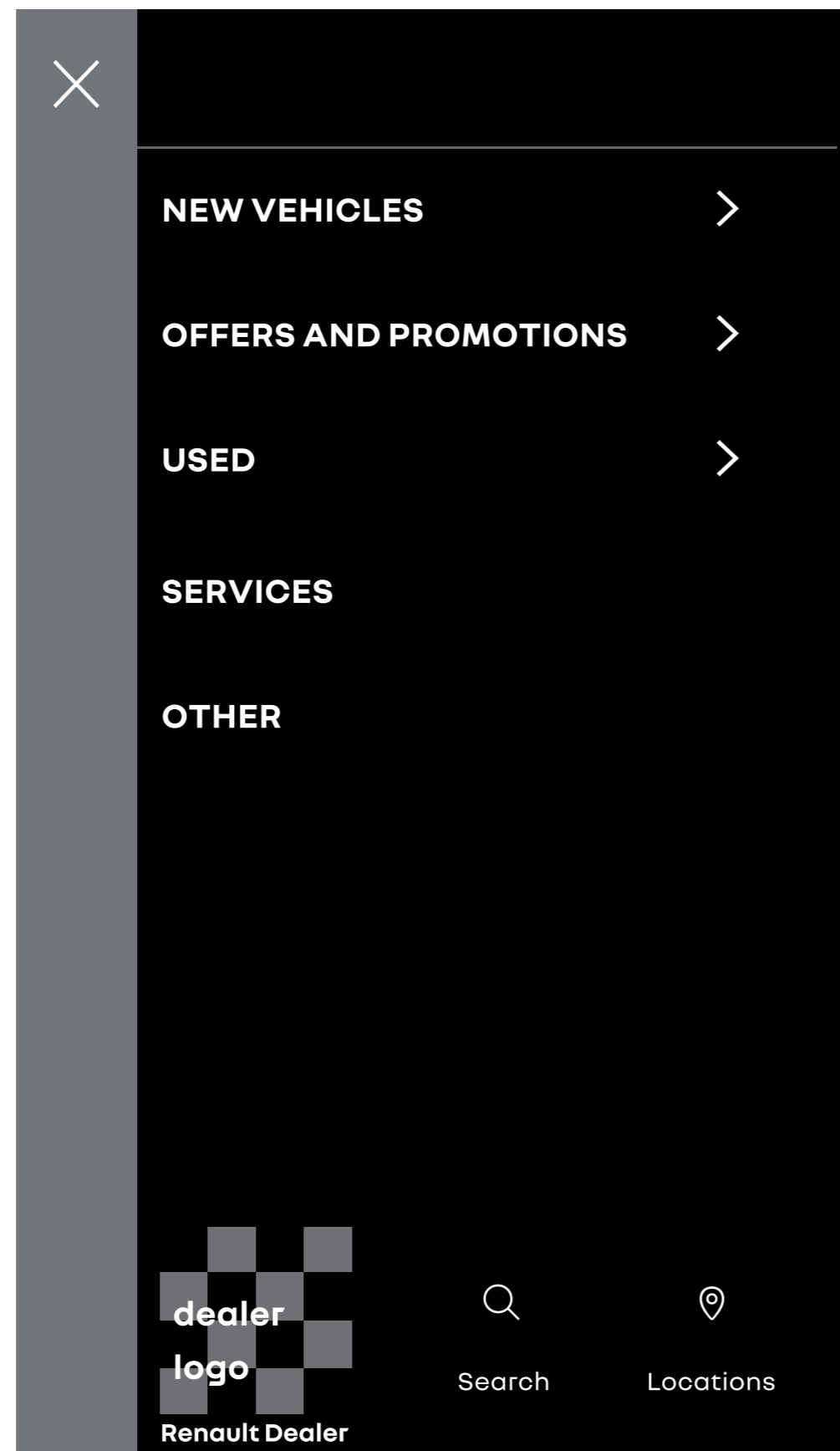
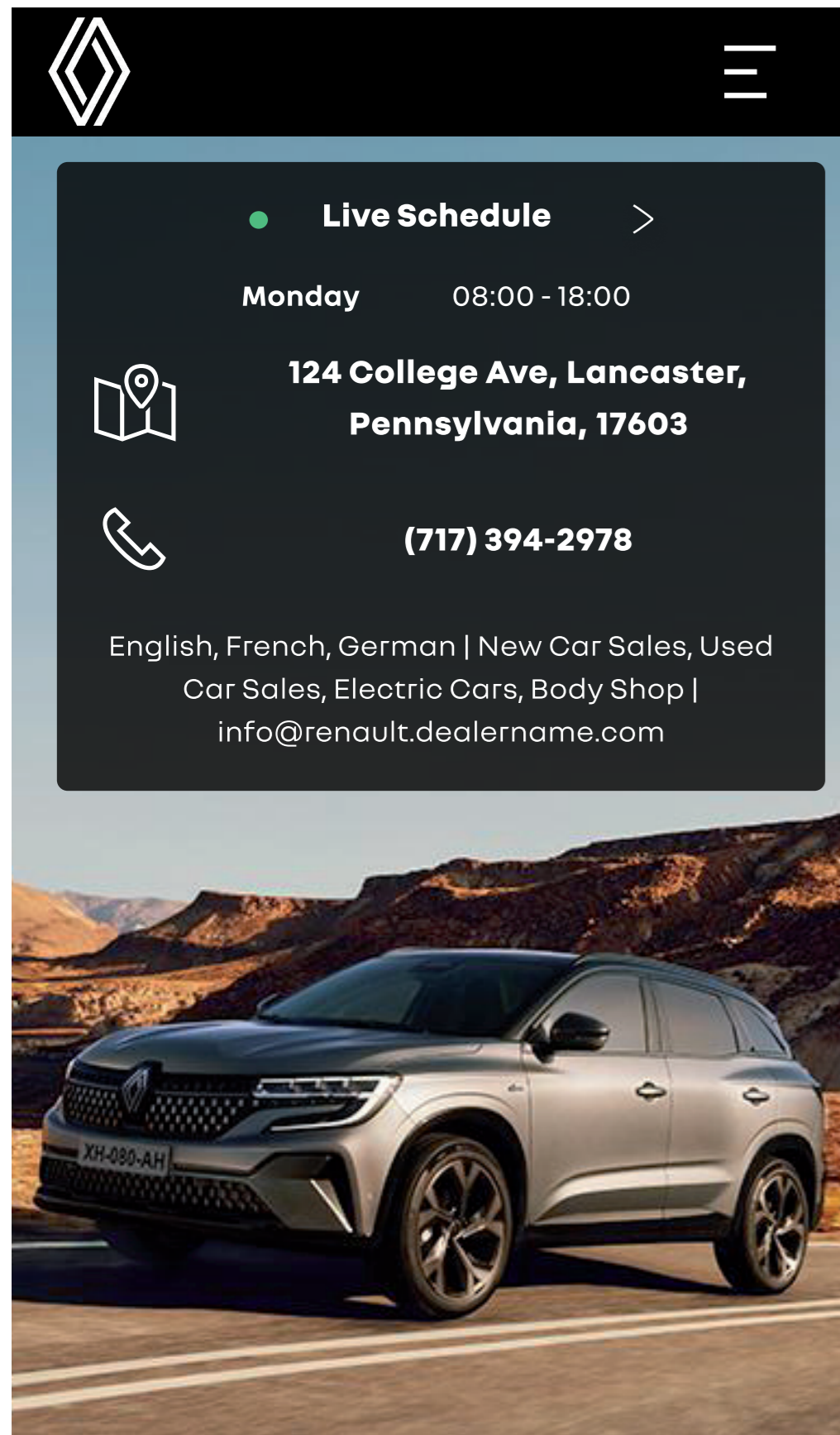
# 3.3

## \_mobile usage

- ◇ Recommendations for mobile and tablet UX/UI.

general website presentation

**\_mobile usage**



**Remember that!**

- Your site's actual traffic sources should be verified! Use a tool like Google Analytics to check and manage the audience type.
- Make sure the website is built using responsive web design, so that you may know if your content adjusts to different screen sizes.
- If you're using a content management system, your design templates are likely to be adaptable on any device (mobile or tablet).
- Make sure that the links and buttons are at least 48 x 48 px. and the important items are easy to reach with a thumb, so scrolling doesn't get stuck on the interactive parts of your website.



# 3.4

## \_data privacy

- ◇ Data privacy reminder.



general website presentation

## **\_data privacy - data protection guidelines**

**According to the EU General Data Protection Regulation, or other local data protection laws, it is mandatory to systematically inform a data subject before collecting his/her information.**

As agreed upon the Partnership Agreement signed with Renault SAS, a Dealer is considered as Data Controller when processing the personal identifying information of the user on its own digital tools (web sites, DMS,..). As such, the Dealer is solely accountable, towards its local data protection authority, for complying with the local data protection law.

Therefore, it is strongly recommended for a Dealer to respect the hereunder prerequisites on every web site managed under its sole responsibility :

- Respect the duty to inform the user on the processing of his/her information
- Respect the obligation to collect a consent for commercial prospecting

### **Duty to inform the user**

The Dealer has the duty to inform the user as soon as his/her personal information is collected. This obligation is the backbone of all data protection laws and implies to respect 3 levels of information on any website processing user's information:

- Short information notices: all digital form meant to collect the user's personal information (request for contact, request for a test-drive, request for information, customer complaint..) must include a short notice :
  - Detailing which entity is processing the data, is the entity processing the data as Data Controller, as Joint Data Controller (in case of joint controllership, obligation to name the entity which Joint Controller), what is the purpose of the data processing.
  - Reminding the user of his/her rights regarding his/her data, informing of the Dealer's Data Protection Officer email address and informing on the possibility to review the Dealer's Data Protection Policy
- Information on cookie policy: a banner must be displayed when a user first arrives on the Dealer's domain name, regardless of which page he/she arrives on.
  - This banner shall be regularly displayed based on recommendations from local authorities (e.g. for France, every 6 months). This banner must include a link to the list of partners wishing to use cookies to measure audience and website performance, to show personalized and/or location-based advertising and content (if needed), and to enable the user to interact with the Dealer's contents through social networks.
  - The "Cookie Policy" must be accessible via a button "Read our Cookie Policy" in the footer of the website. It will redirect the user to a dedicated page that provides information about cookies in accordance with the GDPR, e-Privacy directive (or other local data protection laws), and other applicable transparency requirements and guidelines ("Cookie Policy") and allows them to open the consent management platform to manage their choices.  
The Cookie Policy must detail the different types of cookies use on the website
    - \* Technical cookies
    - \* Social cookies
    - \* Personalised advertising and content cookies
    - \* Analytics cookies, and allow the user to understand which type of cookies are used by the Dealer's partners.



general website presentation

## **\_data privacy**

- Information on the Dealer's Privacy Policy: it is mandatory to give to the web user all information on how his/her personal information is being processed by the Dealer. Therefore, each Dealer must provide access to its own Privacy Policy via a link "Personal data" or "Privacy Policy" located in the footer of the website, which will redirect the user to a dedicated page that provides a clear and unambiguous information about the way the Dealer processes the data subject information.

The Privacy Policy must contain all the necessary information as requested by the GDPR, as the following:

- Which entity is processing the user's information?
- Which information is processed and for which purpose?
- Who has access to the user's data?
- What are the rights of the user regarding his/her collected information?
- How does the Dealer make sure the user's information is secured?

**NOTA:** the Dealer acting as Data Controller on its own website, its Privacy Policy must be specific to its legal entity and cannot be the same as the Privacy Policy displayed by the Renault SAS' subsidiary in the country.

### **Obligation to collect a consent for commercial prospecting**

To be able to perform Commercial Prospecting on its users, a Dealer HAS TO collect a dedicated consent on its website; the Legal Base "Consent" being the only one considered valid by the GDPR for targeting final customers or prospects in marketing campaigns.

Reminder: to be considered valid, the consent collected by the Dealer on its website must respect the following rules:

- The purpose of the data processing must be clearly presented
- The consent can be for only one purpose at a time
- The consent must be given directly by the user on a voluntary basis
- The user must be free to give his/her consent or not.
- The user must also be proposed a way to cancel his/her consent whenever he/she changes his/her mind.

According to the EU ePrivacy regulation, the user must also give his/her specific consent for each digital channel of communication to be used by the dealer (email / sms). Dealers from non-EU countries need to check with their Data Protection Officer for which communication channel a specific consent is required by local data protection law.

**NOTA:** all Dealers have also the obligation to keep a proof of the consent given by user and to present it if requested by their local data protection authority.



general website presentation

## **\_general website presentation**

### **it is required to:**

- ✓ have a digital environment for each brand, highlighting all products/services offered by the brand and/or the dealer and the contact (telephone & email), in compliance with the brand's standards.
- ✓ make ensure to apply the specific rules for each brand (logos, colours, labels, etc.) in the dedicated placeholder.
- ✓ if the manufacturer provides the network with a specific website template (ONE) it is recommended to be used.
- ✓ have your website GDPR compliant.
- ✓ have a homogeneous presentation of the range, with a balanced division between new and used vehicles (some sites are mainly oriented towards used vehicles), a good quality of images (new and used vehicles), a systematic update of offers and update the services provided periodically.
- ✓ prefer redirection to the vehicle configurator on the local Renault Corporate site.

### **do not:**

- x use branding elements on different user journeys aside from the one that they are dedicated to.
- x having a complex user journey.
- x redirect the visitor to other brands pages from the navigation bar, the range area, hero or other CTAs found on the Renault page.



# 4

## activities

- ◇ New Vehicles range and Used Vehicles page setup - type of content.
- ◇ Good practices of offers and promotions, posters, services and contact display.
- ◇ Renault PRO+.



# 4.1

## **\_New Vehicles**

- ◇ New Vehicles page setup.

activities

## \_New Vehicles - car picker

### Rules for general layout of the car picker:

- Use only Renault cars - no multibrand (not even Renault Group brands) are allowed for display.
  - \* Disclaimer!**  
If the case, only Mobilize cars (Duo and Bento) are allowed to be added in the Renault cars range. For more information on how to implement them please see the [Mobilize light version](#). - you can find it on Brandstore.
- Make sure your display respects the car order from the **smallest size of the car to the largest one**. It is important for the range to be updated.
- Split, at least, the range by Passenger Cars and LCV as 1st category
  - A 2nd category is optional - please use the local Renault website for reference (address the local marketing department).

### THIS IS THE RENAULT RANGE

which Renault model do you like?

**PASSENGER CARS** VANS



**electric**  
**TWINGO E-TECH 100% ELECTRIC**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**



**electric**  
**RENAULT 5 E-TECH 100% ELECTRIC**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**



also available:  
**full hybrid**  
**CLIO**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**



also available:  
**full hybrid**  
**NEW CAPTUR**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**



**electric**  
**MEGANE E-TECH 100% ELECTRIC**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**



**full hybrid**  
**SYMBIOZ**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**



also available:  
**full hybrid**  
**ARKANA**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**



**electric**  
**SCENIC E-TECH 100% ELECTRIC**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**



also available:  
**full hybrid**  
**AUSTRAL**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**



**full hybrid**  
**ESPACE**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**



**full hybrid** **plug-in hybrid**  
**RAFALE**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**



**electric**  
**KANGOO**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**

### THIS IS THE RENAULT RANGE

which Renault model do you like?

**LIGHT COMMERCIAL VEHICLES** PASSENGER CARS



also available:  
**electric**  
**NEW KANGOO VAN**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**



also available:  
**electric**  
**NEW TRAFIC VAN**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**



also available:  
**electric**  
**MASTER**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**



also available:  
**electric**  
**NEW MASTER**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**



**NEW MASTER CHASSIS CABS**  
starting from: xx xxx €  
grade name and details for the model starting price; legal notice etc.  
**discover**

**note**  
This visual representation is for demonstration only and is not required to be recreated in an exact high fidelity with all the elements used. Get inspired and use all branding elements provided correctly and in accordance with the branding strategy views of the Renault Group, the purpose is to have similar design as much as possible.



activities

## \_New Vehicles - car naming

### Rules for car naming:

- **Make sure to keep the naming updated with the local Renault website.** (contact local marketing team for any changes/modification of car naming).
- For facelifts: **"NEW + MODEL NAME"** (e.g. NEW CAPTUR)
  - 6 months after Start of Sales; delete the word **"NEW"**
- For new vehicles with new names or icon revivals: only **MODEL NAME** (all cap letter) e.g. RAFALE, RENAULT 5.
- For EV vehicles, specify: E- Tech 100% electric.



electric

**RENAULT 5 E-TECH 100% ELECTRIC**  
starting from: xx xxx €

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

discover



also available:  
full hybrid

**NEW CAPTUR**  
starting from: xx xxx €

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

discover

## THIS IS THE RENAULT RANGE

which Renault model do you like?

PASSENGER CARS

VANS



electric

**TWINGO E-TECH 100% ELECTRIC**  
starting from: xx xxx €

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

discover



electric

**RENAULT 5 E-TECH 100% ELECTRIC**  
starting from: xx xxx €

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

discover



also available:  
full hybrid

**CLIO**  
starting from: xx xxx €

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

discover



also available:  
full hybrid

**NEW CAPTUR**  
starting from: xx xxx €

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

discover



electric

**MEGANE E-TECH 100% ELECTRIC**  
starting from: xx xxx €

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

discover



full hybrid

**SYMBIOZ**  
starting from: xx xxx €

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

discover



also available:  
full hybrid

**ARKANA**  
starting from: xx xxx €

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

discover



electric

**SCENIC E-TECH 100% ELECTRIC**  
starting from: xx xxx €

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

discover



also available:  
full hybrid

**AUSTRAL**  
starting from: xx xxx €

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

discover



full hybrid

**ESPACE**  
starting from: xx xxx €

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

discover



full hybrid plug-in hybrid

**RAFALE**  
starting from: xx xxx €

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

discover



electric

**KANGOO**  
starting from: xx xxx €

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

discover





activities

**\_New Vehicles - NV car picker****For details on the vehicle range:**

- Provide the necessary information for each vehicle (name, price, legal details when necessary).
- Display starting price and optional monthly price payment as per MFS agreement on your local market.
- If you present discounted prices do not cross the old price - highlight the name of the deal, link to discount offered & legal agreement.
- Clearly mention that the dealership is the one authorized by Renault Group's brand to sell the vehicle (the website does not sell cars).
- **Link 1# CTA (Call To Action) "discover"** to:
  1. the local corporate website car page - if there is no Renault car details presentation page on the dealer's website.
  2. the Renault car details page (OPTIONAL) within the dealer's website.
- **OPTIONAL: Link 2# CTA (Call to Action) "details"** to:
  - Use a second CTA to download brochure or Book a test drive.
- **Do not redirect CTAs to other vehicles (Renault Group and non Group brands included)!**



**electric**

**RENAULT 5 E-TECH 100% ELECTRIC**

starting from: xx xxx €

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

**discover**

**note**

Variations and acceptable scenarios for how to display the vehicle details (name, grade, mentions, CTA) can be found in the Digital Asset Library (Figma).- Please complete the **form** for access request.

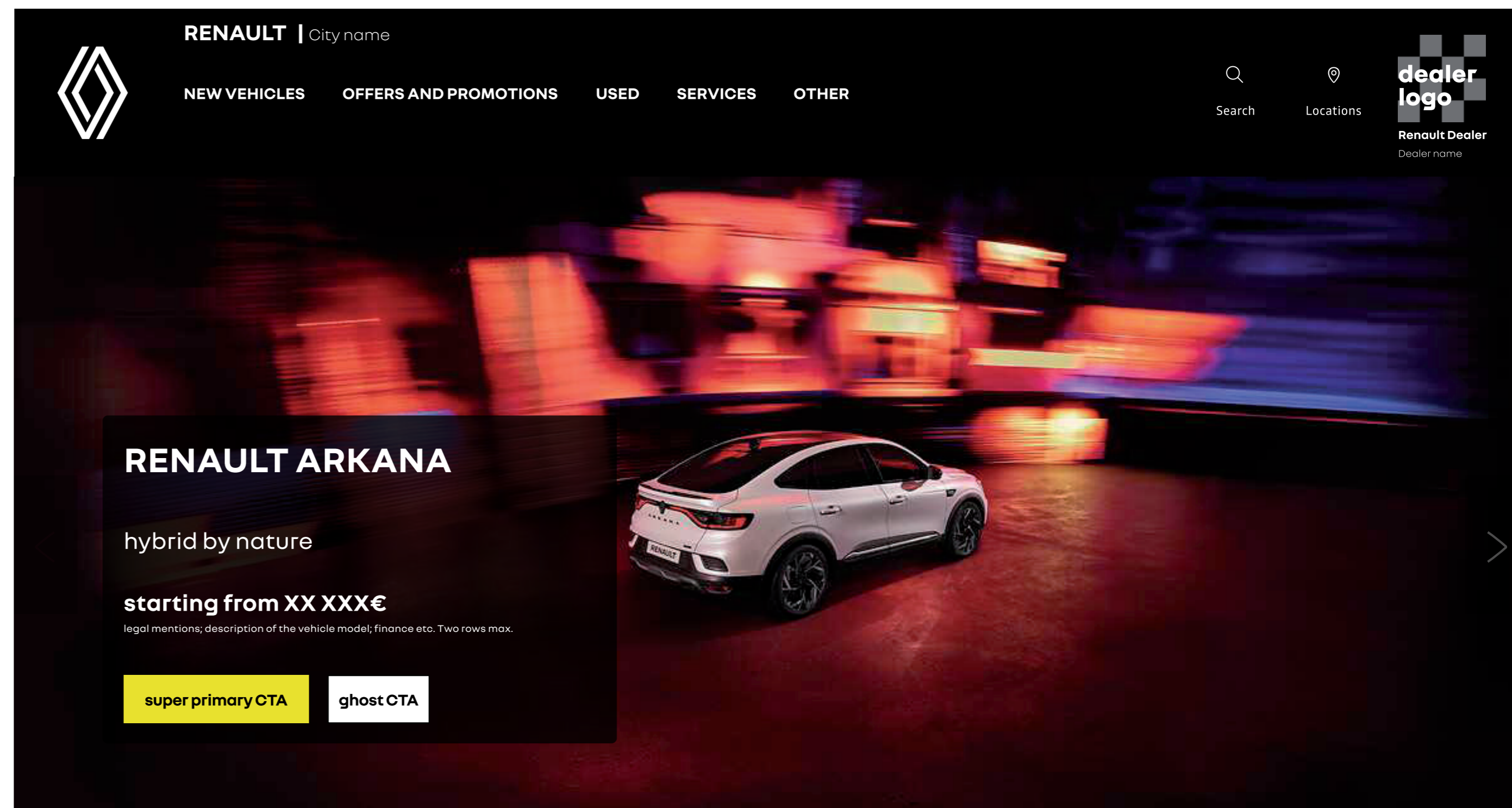
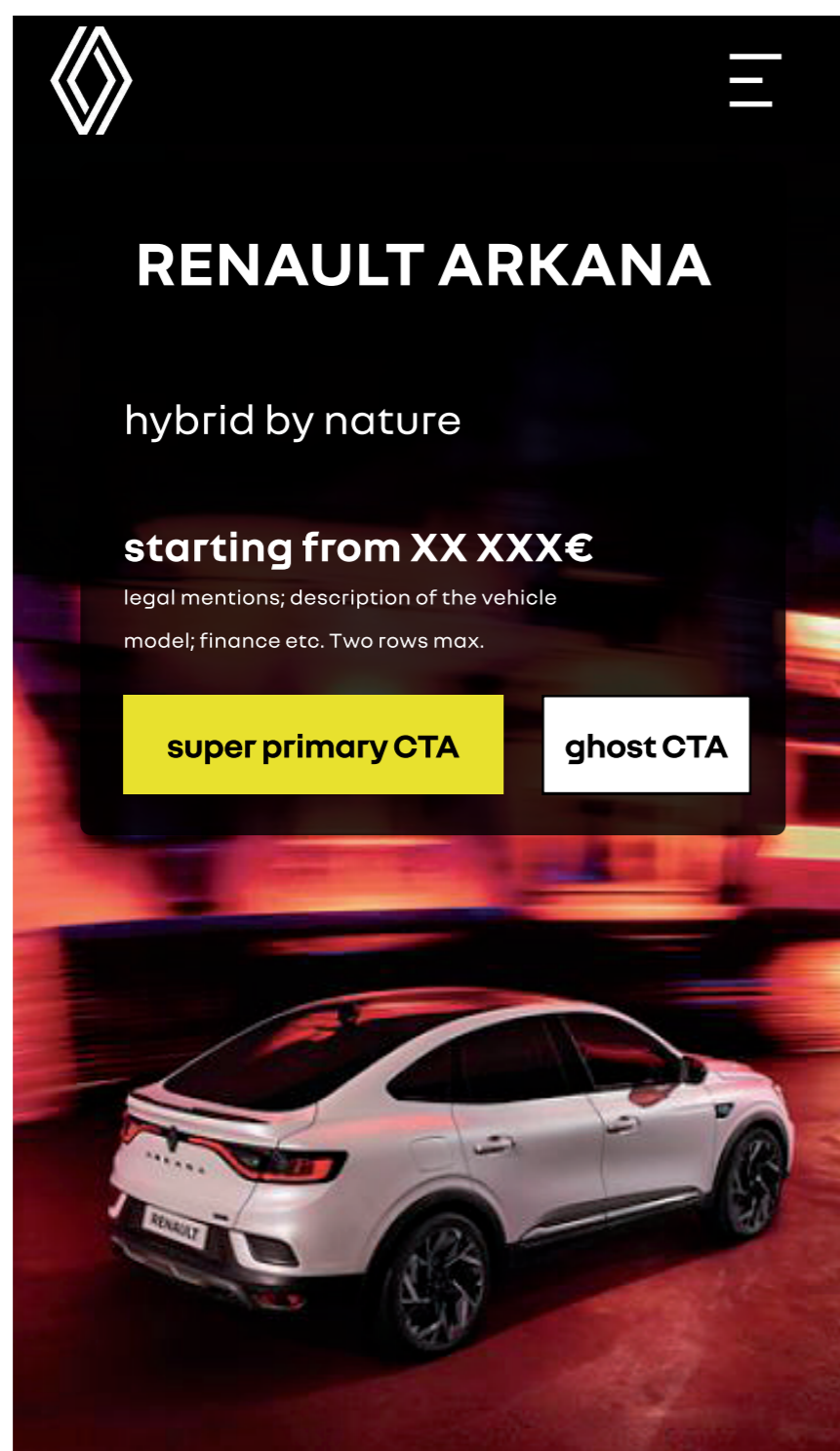
This visual representation is for demonstration only and is not required to be recreated with high fidelity with all the elements used. Get inspired and use all branding elements provided correctly and in accordance with the branding strategy views of the Renault Group, the purpose is to have similar design as much as possible.





activities

## \_New Vehicles - car details page



From the car picker, through CTA, the user should land on a dedicated product details car page.

All vehicles presented in the range should have a dedicated landing pages (either created locally or redirected to the Renault corporate website car page).

It is recommended to redirect visitors to the country Corporate website core functionality (3D Configurator, Car Comparator, and forms) to create a seamless user journey.

For the car details page, please consider the following:

- Hero image (slider static with CTAs) & price, finance information, legal information Details about the model, equipment, technical information, grades etc. The hero image should show the model's name and a marketing claim, as well as a CTA.
- If the price is not displayed here, a separate element must include this information right below.
- A Call To Action to contact by forms, book a test drive, etc. is optional. If possible, pre-filter leadforms by the city of the dealership the user is looking for and by type of demand (private/business customers).
- Add a submenu with all the pages related to the car page.
- Other elements are not required and they are completely up to the dealer's choice.



# 4.2

## **\_Used Vehicles**

- ◇ Presentation of used vehicles and renew label.



activities

## \_Used Vehicles - renew

For the general layout of the used vehicle range, it is important to:

- Separate the used vehicle range from the new vehicle range by having it on a different page and path, redirected from the home page or the navigation.
- Use the labels provided by renew to highlight the category of the vehicle.
- Do not mix used car labels:** labels from other car companies or from the dealer must not appear on used car pages dedicated to Renault.
- Please be advised that the used cars page should not have any gateways for other brands or label (logo's, CTA etc.) - keep the user in the Renault environment.
- For used cars under renew label please make sure you respect the branding elements of renew (for branding elements refer to your local marketing renew team).
- Please provide all necessary information from the range and allow users to sort the results (version, price, finance, mileage, year, equipment, etc.).
- If there are many vehicles, please add a see list button.
- In a default display for used vehicles in a Renault user journey, focus on Renault vehicles first, then the other brands from Renault Group, and then the rest of the brands.
- Use real images of the vehicle (according to renew Used methods guides).
- For consistency, please have the photos taken in the same manner.
- The inventory should be updated as soon as a vehicle is sold.

The image displays eight Renault vehicle cards arranged in a 2x4 grid. Each card follows a consistent layout:

- Header:** 'renew' logo in a black bar.
- Image:** A photograph of the vehicle.
- Category Label:** A small badge indicating the category, such as 'renew GOLD 12 months' or 'renew START 6 months'.
- Model Name:** The name of the vehicle, e.g., 'RENAULT KADJAR'.
- Specifications:** Model details, year, and mileage, e.g., 'Kadjar TCe 140 FAP Business 2020 | 115000 Km | Diesel'.
- Price:** 'XX XXX € TTC'.
- Monthly Payment:** 'xxx €/month'.
- Disclaimer:** 'details about the price/loan finance etc. For a loan of: €xxxxx, i.e. €xxxx over 60 months APR fixed at x%. Total amount due: €xxxxxxx'.
- Location:** 'Renault City name Dealer name location'.
- CTA:** A black button with white text 'primary CTA'.

### note

This visual representation is for demonstration only and is not required to be recreated in an exact high fidelity with all the elements used. Get inspired and use all branding elements provided correctly and in accordance with the branding strategy views of the Renault Group, the purpose is to have similar design as much as possible.





activities

## \_Used Vehicles - renew

### For the used vehicle individual content page, focus on:

- The model's name clear, the grade and a 2 or 3 details seen in the range.
- Positioning the name of the vehicle with minimum essential details (grade, year, millage) on top of the screen - show clearly, in the top part of the screen, price, availability & CTAs (ways of contact).
- Making sure all photos must be real images covering the vehicle inside and outside in a carousel element. Use only quality images in a consistent way for all stock vehicles. (according to renew methods guides)
- Showing all details regarding a vehicle in an organized manner (list, table).
- Splitting the technical specifications from the equipment and options available. Include a description of USP (unique selling points) for each vehicle.
- For financing offers on used vehicles, it is recommended to coordinate with your local usual Used Cars & Financing contact. Make sure it is in accordance with the financial agreement in your local area(not mandatory to have finance displayed if there are no details with MFS).

**renew**

**XX XXX € TTC**

xxx €/month ⓘ

details about the price/loan finance etc.  
For a loan of: €xxxxxx, i.e. €xxxx over 60 months APR fixed at x.x%. Total amount due: €xxxxxxx

**primary CTA**

**Sample offer**  
**XXX,X €/month\***

For a loan of: €xxxxxx, i.e. €xxxx over 60 months APR fixed at x.x%. Total amount due: €xx xxx,xx. A credit commits you and must be repaid. Check your repayment capacity before you commit.

Vehicle price .....€xx xxx,xx  
Bring .....€xx xxx,xx  
Net amount financed.....€xx xxx,xx  
Duration .....60 months  
Total amount due .....€xx xxx,xx  
Fixed APR .....x,xx%  
Fixed borrowing rate.....x,xx%  
Cost of financing.....€xx xxx,xx  
Of which administrative fees.....€xxx,xx  
Monthly payments excluding insurance and optional services .....€xxx,xx  
Monthly payments (total).....€xxx,xx

**Legal Notice.**  
\* Lorem ipsum dolor sit amet.  
\* Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras sodales tortor non neque vestibulum pharetra. Ut quis odio magna. Vestibulum a tempus libero. Sed mauris massa, malesuada ac suscipit non, rutrum nec mauris. Sed ac rhoncus felis. Donec sed nisi sem. Nulla finibus libero id pellentesque laoreet. Nullam ut suscipit dui. Sed eget porta nisi. Vivamus id pulvinar risus, in lobortis urna.

**RENAULT AUSTRAL AUSTRAL E-TECH HYBRID 200**

automatic hybrid

2023 15000 km 5 doors hybrid

6.1 l/100km 141 g/km

**VERSION**

Austral E-Tech 100% Hybrid - Iconic Esprit Alpine xx xxx,xx €

**FEATURES**

Year	2023
Color	Shadow grey
Energy	Hybrid
Version	Austral E-Tech Hybrid 200 Iconic - Esprit Alpine
Number of Doors	5
Gearbox	Automatic
Administrative Power (CV)	7
DIN power (hp/kw)	150/192
CO2 emissions(g/100km)	141

**EQUIPEMENTS**

ABS with emergency brake assist	Mapping Europe
Front and rear parking assistance	Headliner Light Gray
Detachable passenger airbag	Dual-zone automatic climate control
Front driver and front passenger airbags	Android Auto and Apple CarPlay compatible
Curtain airbags	ESC with ASR
Forgotten seat belt alert	Central storage compartment lighting
Overspeed alert with traffic sign recognition	Automatic windscreen wipers and headlights
Lane departure warning	Assisted parking brake
Hands-free Renault badge	Dark Carbon Harmony
1/3 -2/3 folding rear bench seat with "Easy Break" function	Gear shift indicator
Chrome look longitudinal roof bars	Chrome strips on the lower door protections
Reversing camera	Repair kit
Renault "Hands-free" card	Forgotten seatbelt alert update
paint	Driver and passenger sunvisors with illuminated mirrors
AV projectors with integrated light guides	Opaque
Fog lights	Electrically folding exterior mirrors
Connected services pre-equipment	Exterior mirrors in body color
Open R-Link 12" with, navigation, Google services	Dark carbon fabric upholstery
Speed regulator	Height-adjustable driver's seat with lumbar adjustment

**address (street, city, state, zip etc)**

**phone number**

dealershiprenault@dealership.com

**Monday** 08:00 - 18:00  
**Tuesday** 08:00 - 18:00  
**Wednesday** 08:00 - 18:00  
**Thursday** 08:00 - 18:00  
**Friday** 08:00 - 18:00  
**Saturday** 08:00 - 18:00  
**Sunday** closed

### note

This visual representation is for demonstration only and is not required to be recreated in an exact high fidelity with all the elements used. Get inspired and use all branding elements provided correctly and in accordance with the branding strategy views of the Renault Group, the purpose is to have similar design as much as possible.



# 4.3

## \_Renault Pro+

- ◇ How to display Renault Pro+ throughout the dealers website.

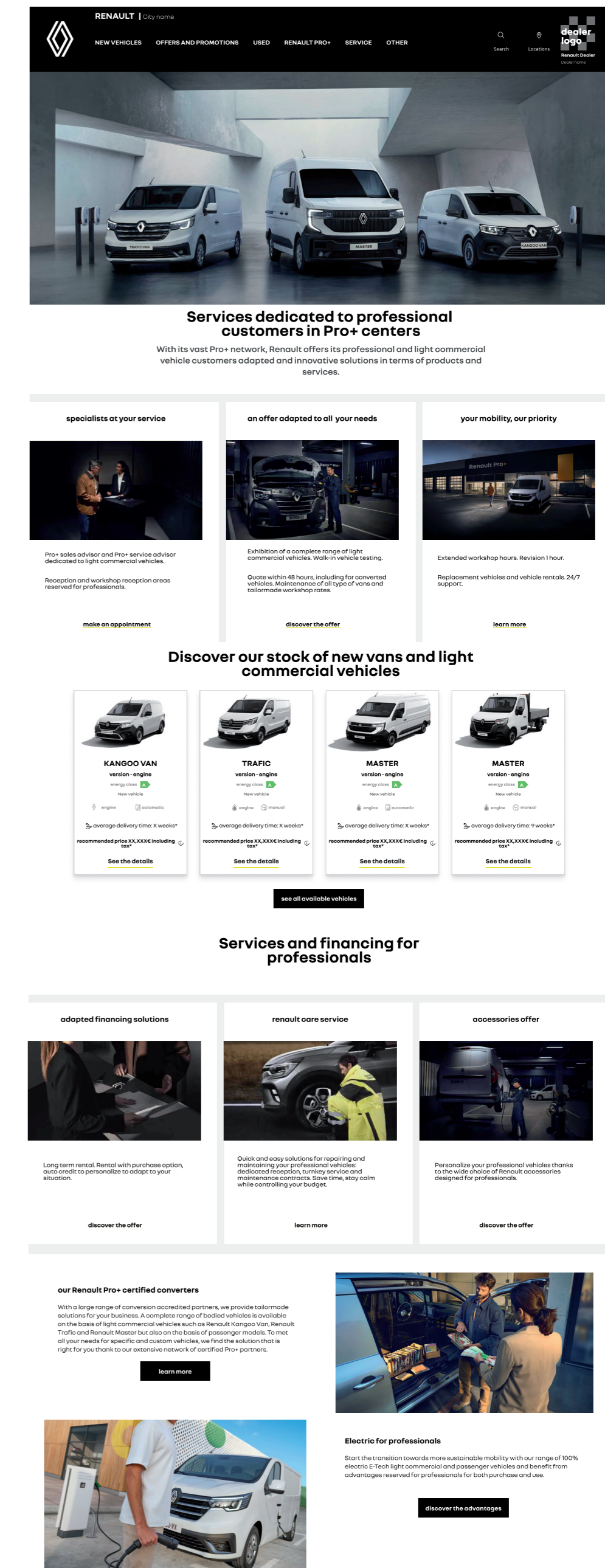
general website presentation

## \_Renault Pro\_ environment

On Renault Pro+ page, it is important to display at least these elements:

- Navigation bar (black background)
- Hero image (slider or static with or without CTA)
- Expertise, services and tools dedicated to professional customers
- Direct preview + access to the LCV new cars available in dealers stock (where possible)
- Services and financing for professionals
- Renault Pro+ certified converters (with CTA)
- Electric for professionals (with CTA)

To make the customer experience more seamless you need to have a dedicated Renault brand environment with a specific navigation bar. Customers looking for information about the products and services would have an easier access to them, without being redirected to other brands' pages.



### note

You can find full details on Design System and how to access Figma digital asset library [here](#).

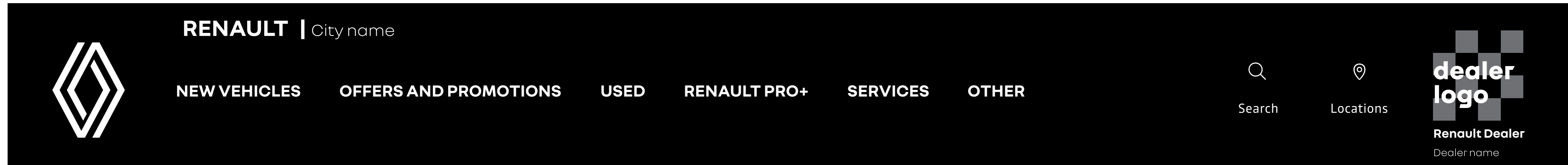
This visual representation is only for demonstration purposes. You can use the visual representation as an example to build your Renault home page. Please make sure that all brand elements are used correctly and in accordance with Renault Group brand strategy.





activities

## \_Renault Pro+ - rules and navigation



The navigation bar will contain all elements described in chapter 3 of this document and will consist as well of the tab dedicated to Renault Pro+ certified in the menu are.

### Rules to follow:

- Renault Pro+ letter mark
  - Use Renault Pro+ letter mark and do not associate it to the Renault logo.
- Typography
  - When Renault Pro+ is used in a text:
    - The "R" and "P" (Renault Pro+) will be written in capital letter and there will not be any space between "Pro" and "+".
    - Renault Pro+ will be in full black colour.

The Renault Pro+ page will always respect the standards defined throughout this guide.



activities

## \_Renault Pro+ - dedicated page

### Hero image:

Hero image should be edited according to the rules mentioned in this guide. Use images provided by Renault or the ones which respect the visual identity guidelines of Renault Group.

A title of the page is necessary instead of "Welcome" card underneath the hero image: "Services dedicated to professional customers on Pro+ centres." . A short description can be added.

### Display the Renault Pro+ promises:

#### Expertise, service and tools

- specialist at your service
- an offer adapted to all your needs
- your mobility, our priority

#### Services and financing for professionals

- adapted financing solutions
- renault care service
- accessories offer

#### Renault Pro+ certified converters and electric for professionals

- Our Renault Pro+ certified converters
- Electric for professionals

### For each sections, it is important to display at least these elements:

- name of the service
- relevant image
- short description of the service
- CTA: i.e, make appointment, discover the offer, learn more

In order to be compliant with the requirements of Renault Pro+ on copy-writing and text, please refer to the corporate agreement for local markets.

#### note

This visual representation is only for demonstration purpose and it is not required to be recreated in an exact high fidelity with all the elements used. Get inspired and use all branding elements provided correctly and in accordance with the branding strategy of Renault Group.



#### Services dedicated to professional customers in Pro+ centers

With its vast Pro+ network, Renault offers its professional and light commercial vehicle customers adapted and innovative solutions in terms of products and services.

<p><b>specialists at your service</b></p> <p>Pro+ sales advisor and Pro+ service advisor dedicated to light commercial vehicles.</p> <p>Reception and workshop reception areas reserved for professionals.</p> <p><a href="#">make an appointment</a></p>	<p><b>an offer adapted to all your needs</b></p> <p>Exhibition of a complete range of light commercial vehicles, 100% in-vehicle testing.</p> <p>Quote within 48 hours, including for converted vehicles. Maintenance of all type of vans and tailor-made workshop rates.</p> <p><a href="#">discover the offer</a></p>	<p><b>your mobility, our priority</b></p> <p>Extended workshop hours. Revision 1hour.</p> <p>Replacement vehicles and vehicle rentals. 24/7 support.</p> <p><a href="#">learn more</a></p>
---	---	--

#### Discover our stock of new vans and light commercial vehicles

<p><b>KANGOO VAN</b> version - engine</p> <p>average delivery time: X weeks*</p> <p>recommended price XX,XXXX including tax†</p> <p><a href="#">See the details</a></p>	<p><b>TRAFIC</b> version - engine</p> <p>average delivery time: X weeks*</p> <p>recommended price XX,XXXX including tax†</p> <p><a href="#">See the details</a></p>	<p><b>MASTER</b> version - engine</p> <p>average delivery time: X weeks*</p> <p>recommended price XX,XXXX including tax†</p> <p><a href="#">See the details</a></p>	<p><b>MASTER</b> version - engine</p> <p>average delivery time: 9 weeks*</p> <p>recommended price XX,XXXX including tax†</p> <p><a href="#">See the details</a></p>
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[see all available vehicles](#)

#### Services and financing for professionals

<p><b>adapted financing solutions</b></p> <p>Long term rental. Rental with purchase option, our credits to personalize to adapt to your situation.</p> <p><a href="#">discover the offer</a></p>	<p><b>renault care service</b></p> <p>Quick and easy solutions for repairing and maintaining your professional vehicles: dedicated helpdesk for relay services and maintenance contracts. Save time, stay calm while controlling your budget.</p> <p><a href="#">learn more</a></p>	<p><b>accessories offer</b></p> <p>Personalize your professional vehicles thanks to the wide choice of Renault accessories designed for professionals.</p> <p><a href="#">discover the offer</a></p>
--	---	--

#### our Renault Pro+ certified converters

With a large range of conversion accredited partners, we provide tailor-made solutions for your business. A complete range of bodied vehicles is available on the basis of light commercial vehicles such as Renault Kangoo Van, Renault Traffic and Renault Master but also on the basis of passenger models. To meet all your needs for specific and custom vehicles, we find the solution that is right for you thanks to our extensive network of certified Pro+ partners.

[learn more](#)



#### Electric for professionals

Start the transition towards more sustainable mobility with our range of 100% electric 6-trax light commercial and passenger vehicles and benefit from advantages reserved for professionals for both purchase and use.

[discover the advantages](#)



activities

## \_Renault Pro+ - LCV new cars

If possible, provide a direct preview + access to the LCV new cars on dealer's stock

For the range, it is important to have:

- Only Renault light commercial vehicles.
- It should include the image, name, type, energy class, price and CTA to car pages (corporate or locally created).
- The display of the cars has to be in accordance with the local corporate website cars presentation.
- Car images have to be spaced out and must have the same size and orientation for consistency purposes.

### Discover our stock of new vans and light commercial vehicles

Model	Version - Engine	Energy Class	Transmission	Average Delivery Time	Recommended Price (including tax)
KANGOO VAN	version - engine	A	automatic	X weeks*	XX,XXX€
TRAFIC	version - engine	A	manual	X weeks*	XX,XXX€
MASTER (van)	version - engine	A	automatic	X weeks*	XX,XXX€
MASTER (truck)	version - engine	A	manual	9 weeks*	XX,XXX€

note

The images represented in this example are only for demonstration purpose and it is not required to be recreated in an exact high fidelity. It is necessary to keep the text and the main elements. The text can be translated and used accordingly.





# 4.4

## **\_local marketing offers and promotions**

- ◇ Good practices for offers and promotions on a dealer website.
- ◇ Posters for website and social media.

activities

## \_local marketing offers and promotions

### For local offers and promotions, remember that:

- A call-to-action to a page dedicated to this offer or a brochure download should be included with the vehicle offer.
- All legal conditions that apply are added to the described eligibility conditions when the promotion is over.
- Make sure to include a method of communication (email form, phone number, etc.)
- Please avoid strike prices and respect the promotions and offers stated by the corporate team. (National offers—always check the offers run by the corporate teams.)

### OUR OFFERS

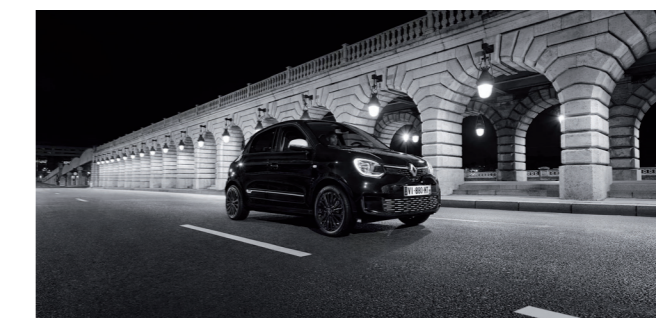


**MEGANE E-TECH 100% ELECTRIC**

Details about the offer - legal mentions and short description

primary CTA

primary link >



**TWINGO E-TECH 100% ELECTRIC**

Details about the offer - legal mentions and short description

primary CTA

primary link >



**ARKANA**

Details about the offer - legal mentions and short description

primary CTA

primary link >



**ESPACE**

Details about the offer - legal mentions and short description

primary CTA

primary link >



**CLIO**

Details about the offer - legal mentions and short description

primary CTA

primary link >



**CAPTUR**

Details about the offer - legal mentions and short description

primary CTA

primary link >

### note

This visual representation is for demonstration only and is not required to be recreated in an exact high fidelity with all the elements used. Get inspired and use all branding elements provided correctly and in accordance with the branding strategy views of the Renault Group, the purpose is to have similar design as much as possible.





activities

## \_local marketing offers and promotions

### For local offers and promotions, it is important to:

- Make sure to include the same cover image in the details page for that specific offer.
- When editing images to be used in social media posts, always use official images from the Renault Group or Renault Group approved and avoid locally taken pictures as the main image.
- The images must have the name of the vehicle in the upper left corner and the emblem in the right bottom. Details / teaser / claim must be in the bottom left and the name of the dealer name—city name and website—must be in the right up corner (avoid other logos or emblems aside from the Renault one)
- Use background overlay to dim the image and use white as the written text to have a better contrast when it is displayed.
- Refer to the DOOH guides and rules provided by Renault.



**CLIO**

from 01/01/2025 - 30/12/2025



**CLIO**

up to €XX,XXX :

- XXXXXX
- XXXXXX
- XXXXXX

[take advantage of the offer](#)

[consult the participating points of sale >](#)

**ALL THE HELP YOU CAN GET**  
RENAULT CLIO

[book a test drive](#)

[download brochure](#) ▾

LEGAL NOTICE

(1)(2)(3) Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
 (1) Donec sed nisi sem. Nulla finibus libero id pellentesque laoreet.  
 (2) Cras sodales tortor non neque vestibulum pharetra. Ut quis odio magna. Vestibulum a tempus libero. Sed mauris massa, malesuada ac suscipit non, rutrum nec mauris. Sed ac rhoncus felis. Donec sed nisi sem. Nulla finibus libero id pellentesque laoreet. Nullam ut suscipit dui. Sed eget porta nisi.  
 (3) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras sodales tortor non neque vestibulum pharetra. Ut quis odio magna. Vestibulum a tempus libero. Sed mauris massa, malesuada ac suscipit non, rutrum nec mauris. Sed ac rhoncus felis. Donec sed nisi sem. Nulla finibus libero id pellentesque laoreet. Nullam ut suscipit dui. Sed eget porta nisi. Vivamus id pulvinar risus, in lobortis urna.





# 4.5

## **\_services, finance & contact**

- ◇ Type of services.
- ◇ How to display finance information and contact information.

activities

**\_services, finance & contact****Sales New Vehicles**

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

**Sales Used Vehicles**

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

**Body shop**

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

**Mechanical Workshop**

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

**Car rental**

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

**E-TECH**

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

**Renault Pro+**

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

**For the activates and services that a dealership offers it is important to have:**

- Naming and presence of any activity should be only on how it is speculated in the contract and agreed with Renault.
- The listing of activities will be done in accordance with the brand specific activities and services in the order most relevant to local customers and use the same naming all around the website. For the DMD countries consult local corporate website.
- The activities and services can be displayed in a grid or list format, with information about each (description and opening hours), in a clear manner over the home page and other pages.
- Avoided multibrand activities presented in a brand dedicated home page or any page.

Each service should be able to be accessed from the navigation and taken to a page that shows all of the services the dealership offers and lets the customer see details about each one and, if possible, contact information and a schedule for all of them. In this section, the dealership should mention the Renault Pro+, Mobilize and other Renault Group services present within a certain dealership.



activities

## \_ services, finance & contact

### For finance it is important to:

- Use the exact monthly price specified for each grade everywhere there is seen the financing condition.
- Have all the information about the financing. It is mandatory to display the details and legal mentions associated with a monthly price (total amount, down payment, duration, etc.)
- Be in accordance with the financial agreement in your local area, have only the latest financing version, updated regularly

### Finance calculator needs to be in accordance with MFS policy

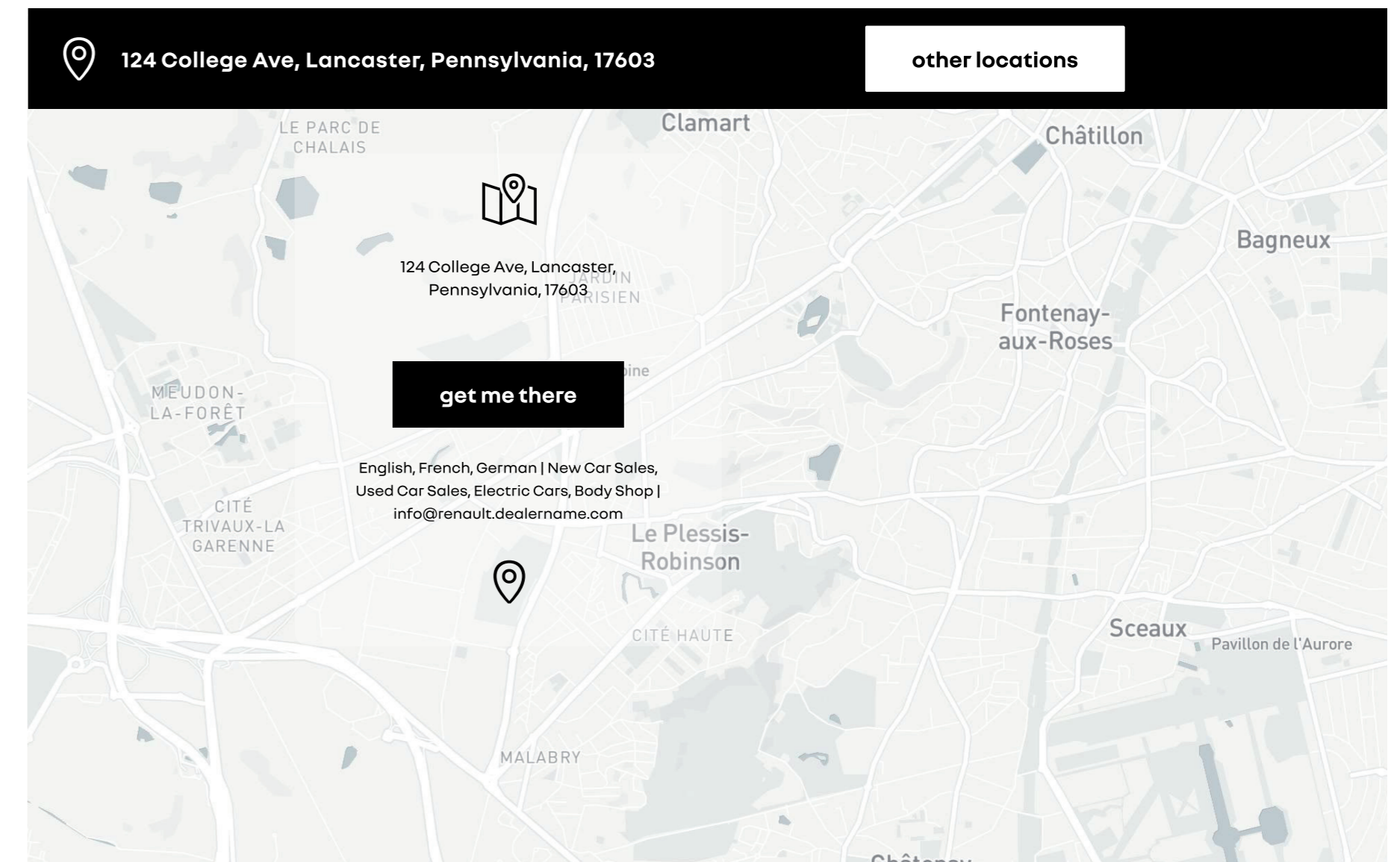
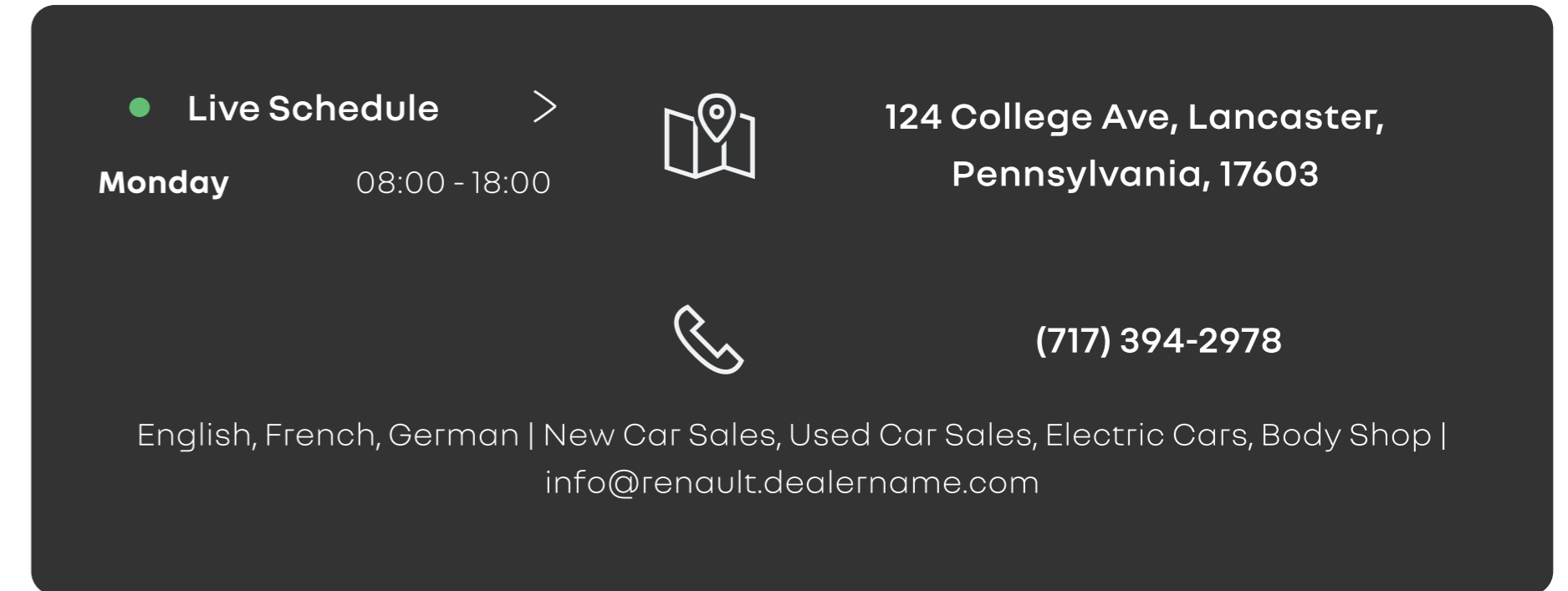
This applies only if you choose to display the finance calculator. Only choose to do so if you've coordinated with the local Renault (MFS) team about the conditions and regulations for how to properly have financing information and calculator on your local website.

### For the ways of contact it is important to:

- Simplify the presentation of contact methods & showcase a simple, visual pathway to easily find and contact a dealership.
- Present right from the beginning on the homepage, the schedule, address and phone number and CTA to email.
- If you opt for local forms coordinate with the local Corporate digital team to build your own so it can be in compliance with the lead management strategy; You can use links for the CTAs with forms from the Corporate website (example for Book a test drive).

### note

This visual representation is for demonstration only and is not required to be recreated in an exact high fidelity with all the elements used. Get inspired and use all branding elements provided correctly and in accordance with the branding strategy views of the Renault Group, the purpose is to have similar design as much as possible.





activities

## **\_presentation of activities**

### **it is required to:**

- ✓ be consistent with the naming on all platforms and places.
- ✓ redirection from CTAs must be applied to the brand-specific page/URL from the same user journey or the corporate website.
- ✓ respect the rules and coordinate with national campaigns.
- ✓ To optimise marketing costs, it is important to coordinate with the subsidiary's marketing teams.

### **do not:**

- x have a multibrand main menu or CTA on the home page of the Dealer website that redirects to other brands of the dealerships.
- x when looking for services and activities, to redirect to multi-brand section.
- x send out Renault newsletters with multibrand content.
- x having other brands in the new vehicle range that are not Renault.
- x display other used car labels (from another manufacturer or dealer group).
- x displaying false information about a vehicle.
- x using strike prices or other labels to showcase a price that is discounted.
- x editing images for social media posts that are not Renault approved or are not professional taken.
- x overcrowding an image with non Renault elements.



# 5

## e-reputation

- ◆ Enforce Google Business Profile (GBP) usage.

# 5.1

## \_ Google Business Profile management

- ◇ Basic rules for Google Business Profile management.



e-reputation

## \_Google Business Profile management

Here are the requirements to manage and fill in the Google Business Profile:

### Healthy GBP management :

- Ensure that the GBP is owned by someone from the dealership (two people are recommended for back-up).
- In case of changes (turnover in the team, site is sold, etc.), it is important to be able to transfer ownership of the GBP accordingly.
- Remove useless GBP; There should be only one page per site for Renault activities. Check and remove undesired GBP that can be created by anyone. Avoid creating more GBP than required and accepted by Google.
- Make sure to follow all guidelines defined by e-reputation program in order to avoid a desired GBP to be wrongly considered by Google as a duplicate. Refer to your e-reputation contact for more detailed guidelines about duplicates.

### BUSINESS NAME

#### Brand organisation:

##### R1 (primary network)

- Clearly separate GBP pages by brand for dealers who sell new vehicles: 1 single GBP per brand / dealer site.
- Ensure consistency naming across all digital environments:
  - Renault+name of the city
  - Renault+name of the city+dealer name

##### R2 (secondary network)

- One page/ site, without brand differentiation - can contain both : Renault and Dacia.
  - Example: "Renault – Dacia" + commercial name of the site without legal status. (Commercial name should be the name on the dealer front).

#### Note:

Please note that a video of the agent site will be requested by Google as evidence to verify the page ( video highlighting the site exteriors, Google expects consistency with the GBP definition: especially business name, brand and category - video can be recorded with a smartphone, will not be published on the public web).

The visual is an exemplification for R1 ( primary network)



## Renault City Name

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

4.9 ★★★★★ (1.2K)

Renault Dealer in City name, 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](http://renault.dealername.com/xxxx)

[Suggest an edit](#)

Questions & answers

[Ask a questions](#)

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

Reviews

[Write a review](#)

[Add a photo](#)

[1,258 Google reviews](#)



e-reputation

## **\_Google Business Profile management**

### **CATEGORIES**

Selecting the right Google Business Profile category can give your local search ranking a boost.

**Main category (associated to your activity) to be selected:**

- R1: Renault with new vehicle sales activity: it must be "Renault dealer"
- R2: choose "vehicle repair"

**Note:** Selecting "vehicle repair" in GBP back office, may appear on the web as "Car repair and maintenance service" depending on Google page (search or maps).

**Additional categories:** choose only those that are most appropriate for your site's activity (maximum 9 additional categories). The list of categories is constantly changing, it needs to be checked frequently. Examples: vehicle repair, used car activity, car service, auto parts store, car finance and loans company, etc.

### **OPENING HOURS**

Please ensure that the opening hours on the GBP are the same as those displayed at the entrance of the showroom and those published on the dealership's website. These times correspond to the opening times of the sales area.

Usual opening hours have to be up to date (named business hours in Google) and for special days, like holidays and commercial events, special opening hours should be set-up (names special hours in Google).

### **PHYSICAL ADDRESS AND PHONE NUMBER**

To help Google Maps locate your business when creating the "itinerary", specify the exact location: number and postcode.

Use a local phone number rather than a call centre assistance number. The number must be under the direct control of the dealer. It must be the same as the one given on all other platforms (website landing page / contact page / social media etc.).

### **PHOTOS**

Only use good quality photos of the interior and exterior of the showroom. Update photos as soon as there is a modification in the showroom: new visual identity etc. Check photos taken by other users - if there are any inappropriate or irrelevant photos, make them less visible by publishing new ones or reporting them to Google.

Only use photos representing Renault, do not include other brands in the photos.

**Cover photo:** Add an exterior photo of the dealership with the new visual identity (old identity tolerated if the new one has not yet been implemented). This must be qualitative and representative of the dealership, highlighting the brand.





e-reputation

## \_Google Business Profile management

### Additional photos:

- **Minimum 1 interior photo of the showroom with the new visual identity** (old identity may be tolerated only if the new one has not been yet implemented)
- **Products photos:** display only vehicles from the brand on sales (list available on renault.net)

### Remember that!:

- All photos must be compliant with the GBP display restrictions and Google's guidelines.
- Do not upload screenshots, GIFs, manually create images, etc.
- Do not use stylistic adjustments (no added elements such as borders, text, pasted images, etc.)
- Do not use text or overlapping graphics that can distract attention.

To improve the consistency of the customer journey and lead management, use CTAs with correct links.

### CTA LEADING TO WEBSITE

The CTA on the website must lead to the Renault specific user path in line with digital standards.

Use a redirect link corresponding to the **Renault + city** page.

The link on the GBP must not redirect to :

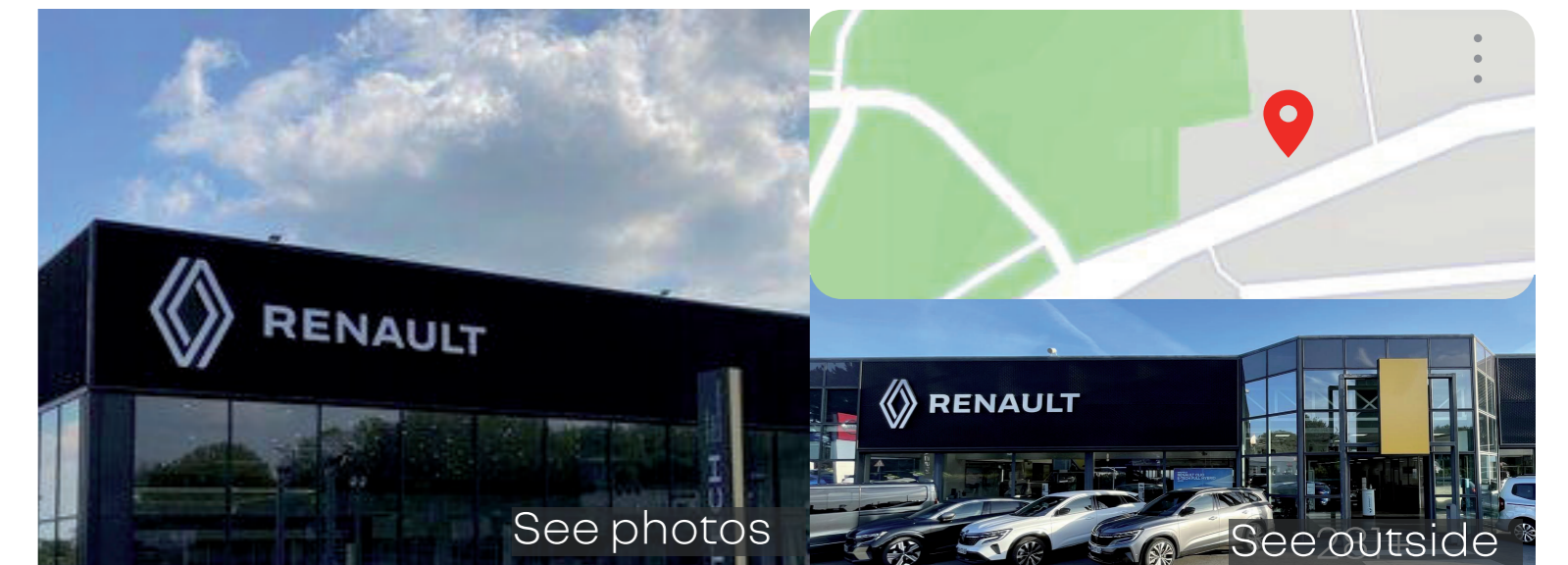
- The Group's multibrand site
- The environment of another city or brand.

### CTA BOOKING/ APPOINTMENT

Using a CTA to book an appointment makes the customer's journey on the GBP page much more efficient.

The appointment booking form in the DWS has to be consistent with services presented in the GBP.

To keep consistency in the user journey, redirect the customer to a form/book a service (test drive, etc.) to the Renault site in the designated city. The page must be consistent with Renault visual standards and be part of the Renault brand environment.



## Renault City Name



4.9 ★★★★★ (1.2K)

Renault Dealer in City name, Country





# 5.2

## **\_Renault Pro+ GBP**

- ◇ How to integrate Renault Pro+ on the Renault Google Business Profile page.
- ◇ Google Business Profile for autonomous Renault Pro+ dealers.

e-reputation

## \_Renault Pro+ GBP - Integrated Renault Pro+ Centre

Here are the requirements to integrate and manage Google Business Profile for Renault Pro+ Centres:

- For Renault dealers, who provide Renault Pro+ services, the recommended way of displaying these services on GBP is to add Renault Pro+ services on the existing Renault GBP, respecting the rules mentioned in chapter 5.1
- To integrate Renault Pro+ Centre on a Renault GBP, it is required to integrate Renault Pro+ details and commercial vehicles content in the existing Renault GBP.
- It is also mandatory to respect the following rules in order to integrate Renault Pro+ Centre on Renault GBP to be in alignment with Google regulations:

**Photos:** Add at least (in addition to the pictures related to the dealership's on their activities)

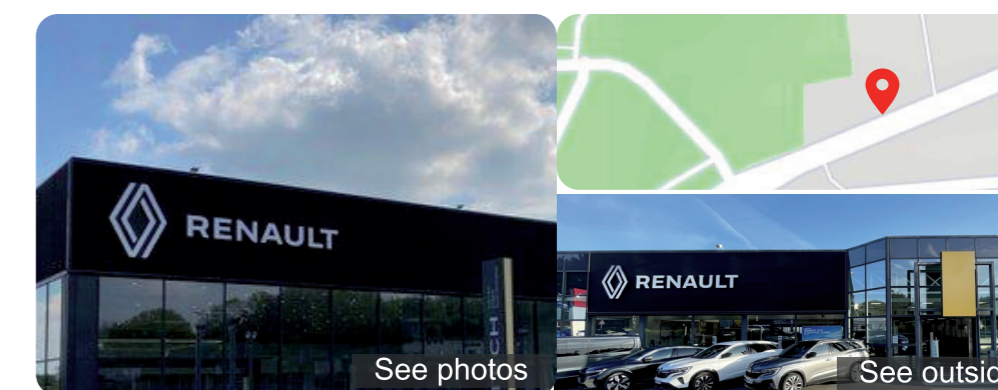
- Outside view with LCV exposure and Renault area mast or Pro+ arch
- Inside view with LCV exhibition and professional customer reception area
- Workshop view with business vehicles on hydraulic ramp
- Several views of converted vehicles
- Renault Pro+ logo

**Key information for:**

**Products:** display of the entire LCV range in addition to the private vehicle range.

**Description:**

- In addition to the description of Renault activities, add a text to specify that the dealership is certified by the Renault Pro+ service.
  - Example: "Our dealership is Renault Pro+ certified. With a team of experts dedicated to professional customers and specialising in light commercial vehicles, it offers all the services to be your trusted partner. Opening hours: xxxxx"
- Add the Renault Pro+ specific service opening hours in the description box.



### Renault City Name

Website Directions Save Call

4.9 ★★★★★ (1.2K)

Service options: In-store shopping · In-store pick-up · Delivery  
 Address: n° + street + City name  
 Hours: Closed · Opens 8:30 AM  
 Phone: +XX XX XX XX XX  
 Appointments: xxxxxxxxxx.fr

[Suggest an edit](#)

#### Questions & answers

Ask a questions

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

#### Reviews

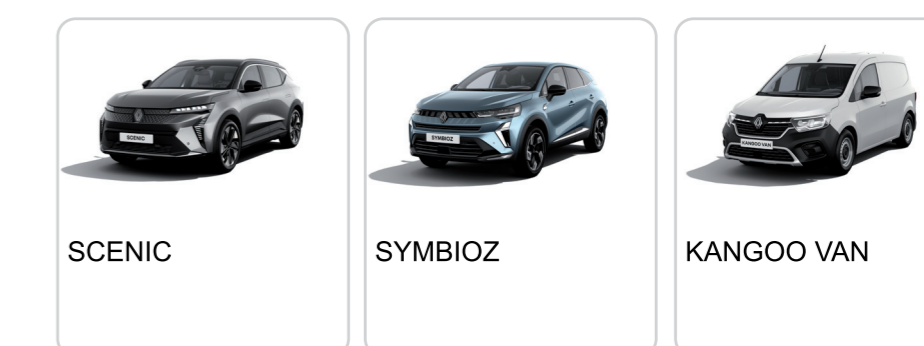
Write a review Add a photo

[1,258 Google reviews](#)

#### Contact

Appointments: [lead form renauld.dealername.com/xxx](#)

#### Products



[Display all](#)

#### From : Renault City name

Welcome to Renault city name, member of Group name.  
 We offer a wide choice of new and used cars and all services to maintain and repair your vehicle.  
 With a team of experts dedicated to professional customers and specialized in light commercial vehicles, we provide all the services to be your trusted partner. Renault Pro+ opening hours: 07.00 - 18.00 - workshop 07.00 - 19.00 (monday to saturday)



e-reputation

## \_Renault Pro+ GBP - Autonomous Renault Pro+ Centre

Here are the requirements to manage and fill in the Google Business Profile for an autonomous Renault Pro+ Centre:

An autonomous Renault Pro+ Centre will have an independent GBP that has to respect the following rules.

### Name:

**Autonomous Pro+ Centre:** Centre name for autonomous Renault Pro+ dealer only:

“Renault Pro+” + “City” (or “Location name”)

“Renault Pro+” + “City” (or “Location name”) + “dealer Name” (optional)

“Renault Pro+ centre” + “City” or “Location name” + “dealer Name” (optional)

### Photos:

- Outside view with LCV exposure and Renault area mast or Pro+ arch
- Inside view with LCV exhibition and professional customer reception area
- Workshop view with business vehicles on hydraulic ramp
- Several views of converted vehicles
- Renault Pro+ logo

**Main category (reminder):** “Renault dealer”

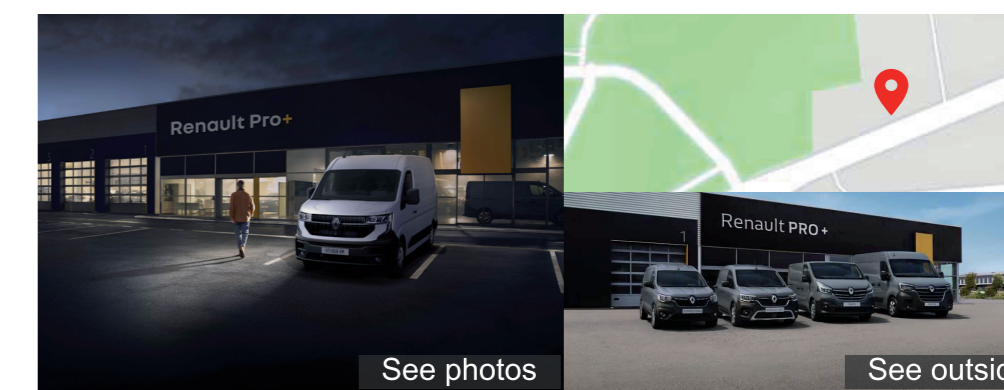
### Key information for:

**Autonomous Pro+ Centre:** official Renault Pro+ dealer website link (just below the Centre Name area) + Opening hours + Phone + Online appointment booking link (if existing)

**Products:** display of the entire LCV range.

### Description:

- Add a text to specify that the dealership is certified by the Pro+ service. Use the description to add your Renault Pro+ specific service opening hours.
  - Example: “Our dealership is Renault Pro+ certified. With a team of experts dedicated to professional customers and specialising in light commercial vehicles, it offers all the services to be your trusted partner. Opening hours: xxxxx”



### Renault Pro+ center City Name

Website Directions Save Call

4.9 ★★★★★ (1.2K)

Service options: In-store shopping · In-store pick-up · Delivery  
 Address: n° + street + City name  
 Hours: Closed · Opens 8:30 AM  
 Phone: +XX XX XX XX XX  
 Appointments: xxxxxxxxxxx.fr

[Suggest an edit](#)

### Questions & answers

Ask a questions

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

### Reviews

Write a review

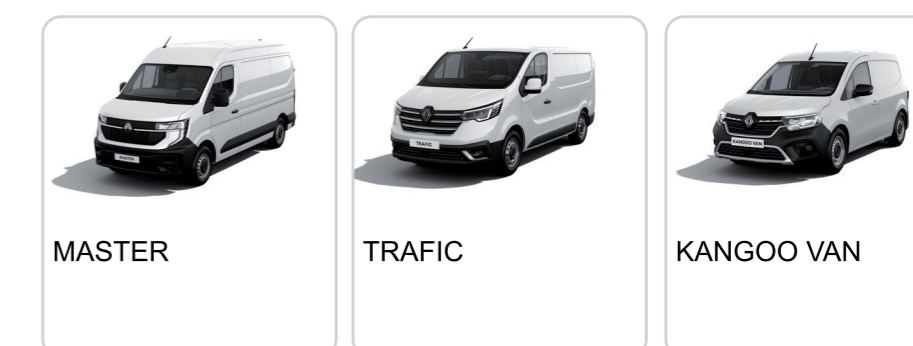
Add a photo

[1,258 Google reviews](#)

### Contact

Appointments: [lead form renaudt.dealername.com/xxx](#)

### Products



[Tout afficher](#)

**From :** Renault Pro+ center City name

Welcome to Renault Pro+ center city name, member of Group name.  
 With a team of experts dedicated to professional customers and specialized in light commercial vehicles, we provide all the services to be your trusted partner.  
 Renault Pro+ opening hours: 07.00 - 18.00 - workshop 07.00 - 19.00 (monday to saturday)





# 5.3

## \_ Reviews and Q&As

- ◇ How to properly secure the Reviews and Q&As of a GBP account.

e-reputation

## \_reviews and Q&As

### For questions & answers it is important to:

- Add only honest and relevant answers as soon as the questions are asked.
- Avoid letting unanswered questions for long period of making the answer irrelevant. Check in on your profile's questions regularly.
- Try not to use short-term answers, better to reply with links or details that might help other users in the future.
- Be polite and refrain from answer rude, offensive or sensitive questions, report the question instead.
- Take note of common questions and use them to improve your website, GBP, and social content.
- It is recommended that dealer post the most frequently asked questions and the related replies.
- Make sure to moderate the questions and answers from the Q&A.

### For Reviews, it is important to:

- Have a dedicated team (person) to analyse a review regularly and identify customers and problems.
- Respond and initiate within 48h, according to the type of case (no. of stars and comments/positive and negative).
  - To reply the reviews, please revise the commercial methods document "How to manage dealer e-reputation".
- Debrief and store solutions if they occur many times.

The image shows two side-by-side screenshots of the Google Business Profile interface. The left screenshot displays the 'Reviews' section, featuring a 4.9 star rating from 1230 reviews. A bar chart shows the distribution of ratings from 1 to 5 stars. Below the chart, there are two review cards. The first card is from Lincoln Phillips (5 stars, 2 days ago) with a 'Reply' button. The second card is from Hanna Stanton (5 stars, 2 days ago) with a 'Your response' section containing the text 'Thanks for your feedback!' and a 'Remove Reply' button. At the bottom of the reviews section is a 'View all reviews' button. The right screenshot displays the 'Questions & answers management' section. It shows two question cards. The first is from Hanna Stanton asking 'When will this visual identity be completed?' with 12 likes and an 'Answer' button. The second is from Lincoln Phillips asking 'Do you have free wi-fi access?' with a 'Response' section containing 'Yes, we have' and 8 likes, and an 'Answer' button. At the bottom of the questions section is a 'View all' button.



# 6

## social media

- ◇ Minimum guidance and rules on social media management.



# 6.1

## \_visuals & communication rules

- ◇ Guidelines and rules for managing social networks.

social media

## \_visuals & communication rules

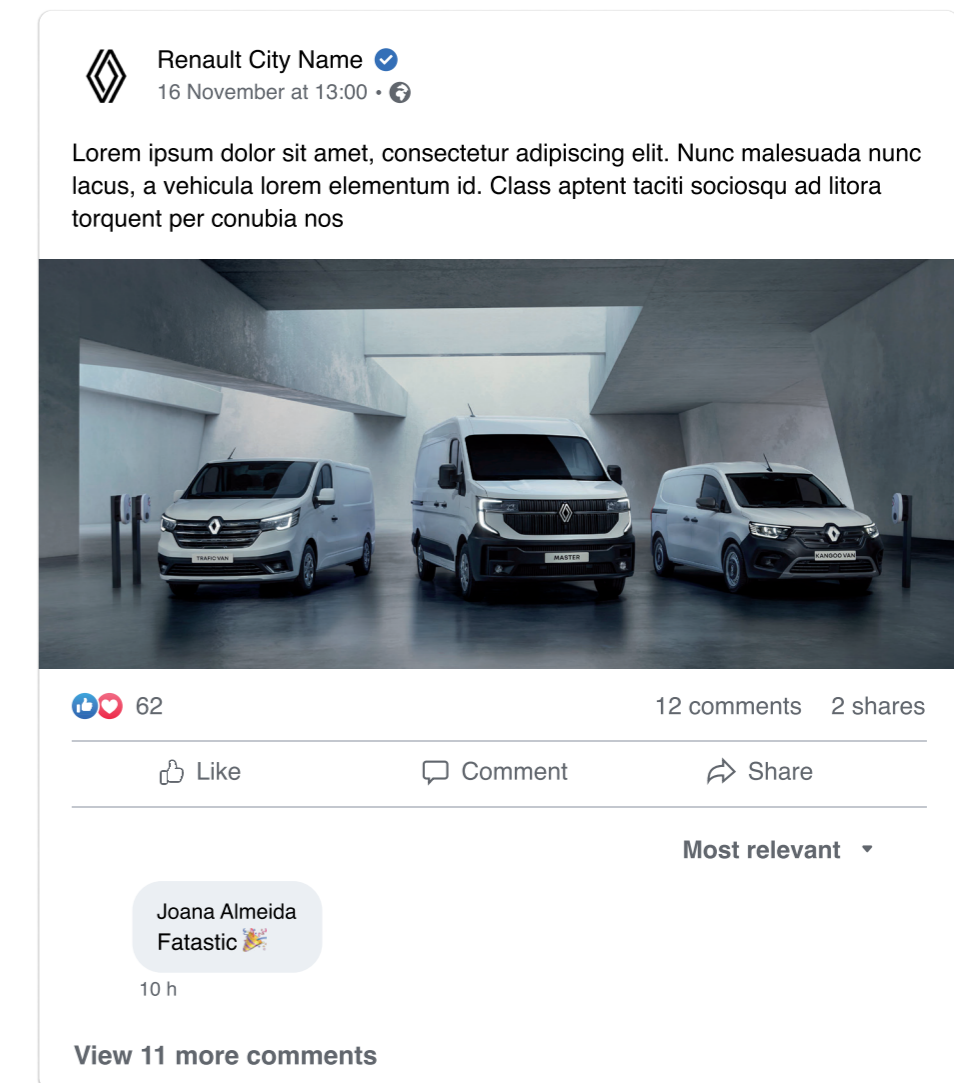
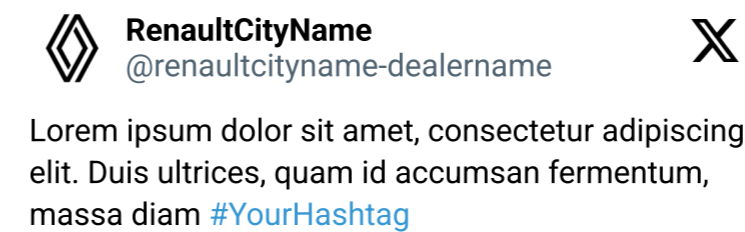
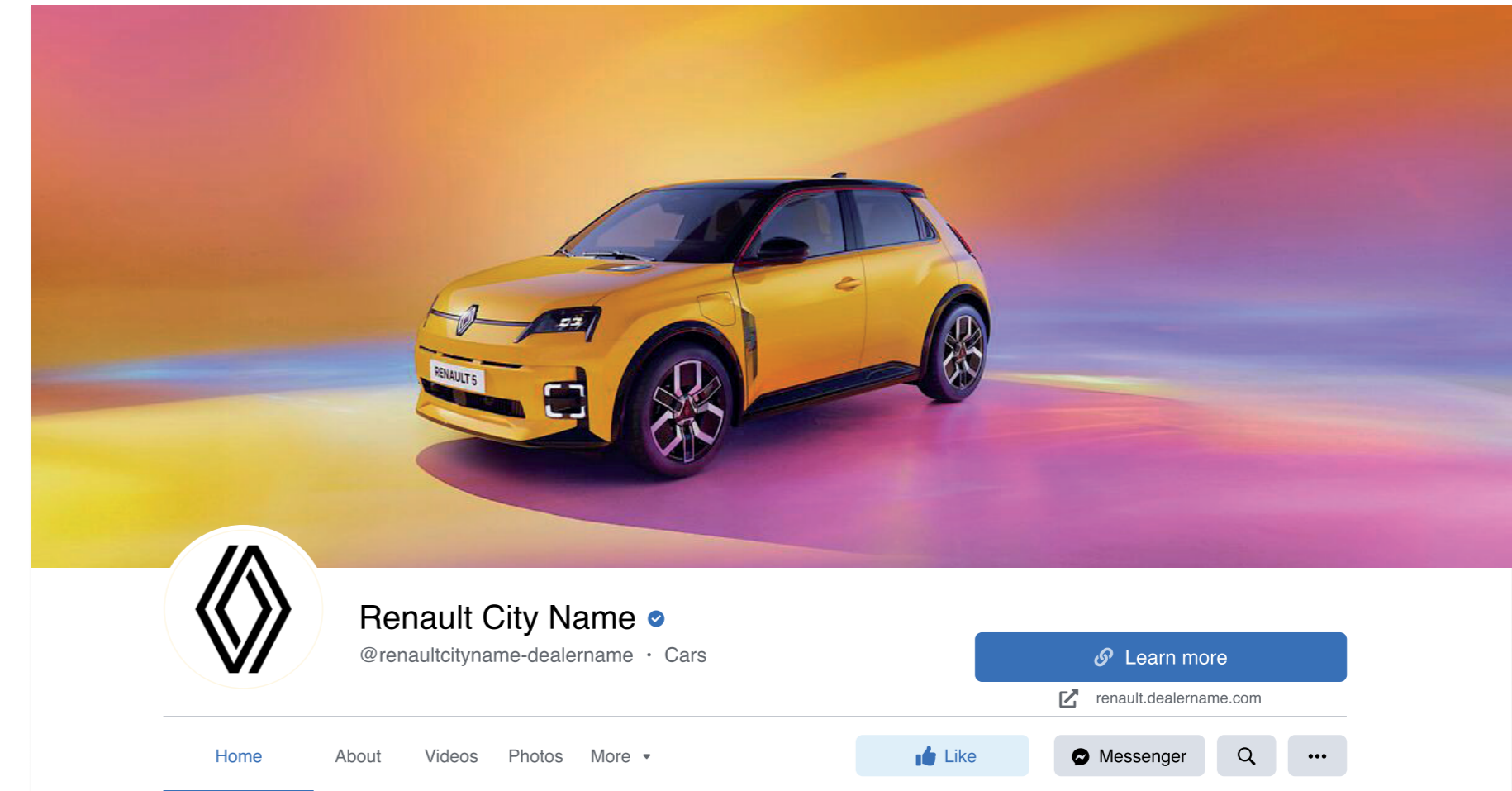
For the communication and interactions rules in social media remember:

### Split per brand is mandatory for all social media accounts.

To ensure consistency and homogeneity, the following name format is to be used:

#### Brand + city name

- Respect all corporate guides on social media. For more details, contact your Renault Group local marketing department.
- Do not mix brands within the same publication. The page is fully dedicated to Renault publications.
- Respect the editing calendar provided by corporate/country.
- Use only Nouvel'R typo and Renault emblem.
- Use images from the Renault Group Mediateque if the post is about vehicles. For other type of post, local pictures/videos can be used
- Use only qualitative and up-to-date visuals. Import them in the best resolution.
- Ask and coordinate with the network manager about offers or campaigns.
- Update your opening hours when it is needed.



# resources & annex



resources & annex

## **\_resources & annex**

### **Links to resources**

- <https://app-eu.reputation.com/>
- <https://www.mediatheque.renault.com/>
- <https://brand.renault.com/fundamental-guidelines/renault/core-elements#logo>
- <https://brand.renault.com/fundamental-guidelines/renault/core-elements#emblem>
- <https://brand.renault.com/fundamental-guidelines/renault/core-elements#font>
- <https://brand.renault.com/fundamental-guidelines/renault/digital>
- <https://brand.renault.com/fundamental-guidelines/renault/advertising#crm>
- <https://brand.renault.com/fundamental-guidelines/renault/core-elements#pictos>

### **Disclaimers and usage**

Tools used: Adobe XD, Figma, Vectornator, MS, PowerPoint

Design resources: Dacia & Renault Figma Design Systems 2022

Most visual representation are only for demonstration; it is not mandatory to replicate it in an exact high fidelity using all the elements presented (except the mandatory or highly important ones). The aim is to have similar design as much as possible, to get inspired and use all branding elements provided correctly and in accordance with branding (UI) strategy views of the Renault Group and in alignment with all international laws and regulations.

It is mandatory to respect and follow all up-to-date Corporate Guides and trainings on branding/marketing related topics provided .

All Design Systems used are Renault Group property and were created by: DCX ONE (2022- Renault and Dacia - adapted for the Digital Standards Guides & Network Strategy Team. All digital core elements are to be used according to the rules described in the Digital Standards Guides and/or other official Renault Group guide or communication.

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### **Links to annex**

Figma: <https://www.figma.com/design/607nSmijfyWozcgYR1OemC/Digital-Asset-Library?node-id=0-1&node-type=canvas&t=CZWUI6pi2YMuMhgzg-0>

Access request form for Figma: [click on link.](#)

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