

# ALPINE

## NETWORK DIGITAL STANDARD GUIDE

### ALPINE DIGITAL STANDARD GUIDE

EN VERSION  
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ALPINE DIGITAL STANDARD GUIDE

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## NOTIFICATION!

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 [ALPINE BRANDHUB](#).

For all CRM topics, please refer to the CRM guidelines available on the [ALPINE BRANDHUB - CRM](#).

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# 1

## VISUAL ASPECT OF THE BRAND

- HOW TO USE DIGITAL BRAND ELEMENTS
- ALPINE DIGITAL VISUAL IDENTITY IMPLEMENTATION ON DEALER'S WEBSITES



# 1.1

## LOGOTYPE

- RULES AND EXAMPLES ON HOW TO APPLY LOGO / EMBLEM THROUGHOUT DIGITAL ENVIRONMENTS

## VISUAL ASPECT OF THE BRAND

### \_LOGOTYPE

#### LOGOTYPE

**THE LOGOTYPE** is built with a sharp font, and one solid colour, simple and assertive.

It is tight, slender curves connote agility and sinuous roads.

LOGOTYPE LIGHT BACKGROUND

ALPINE

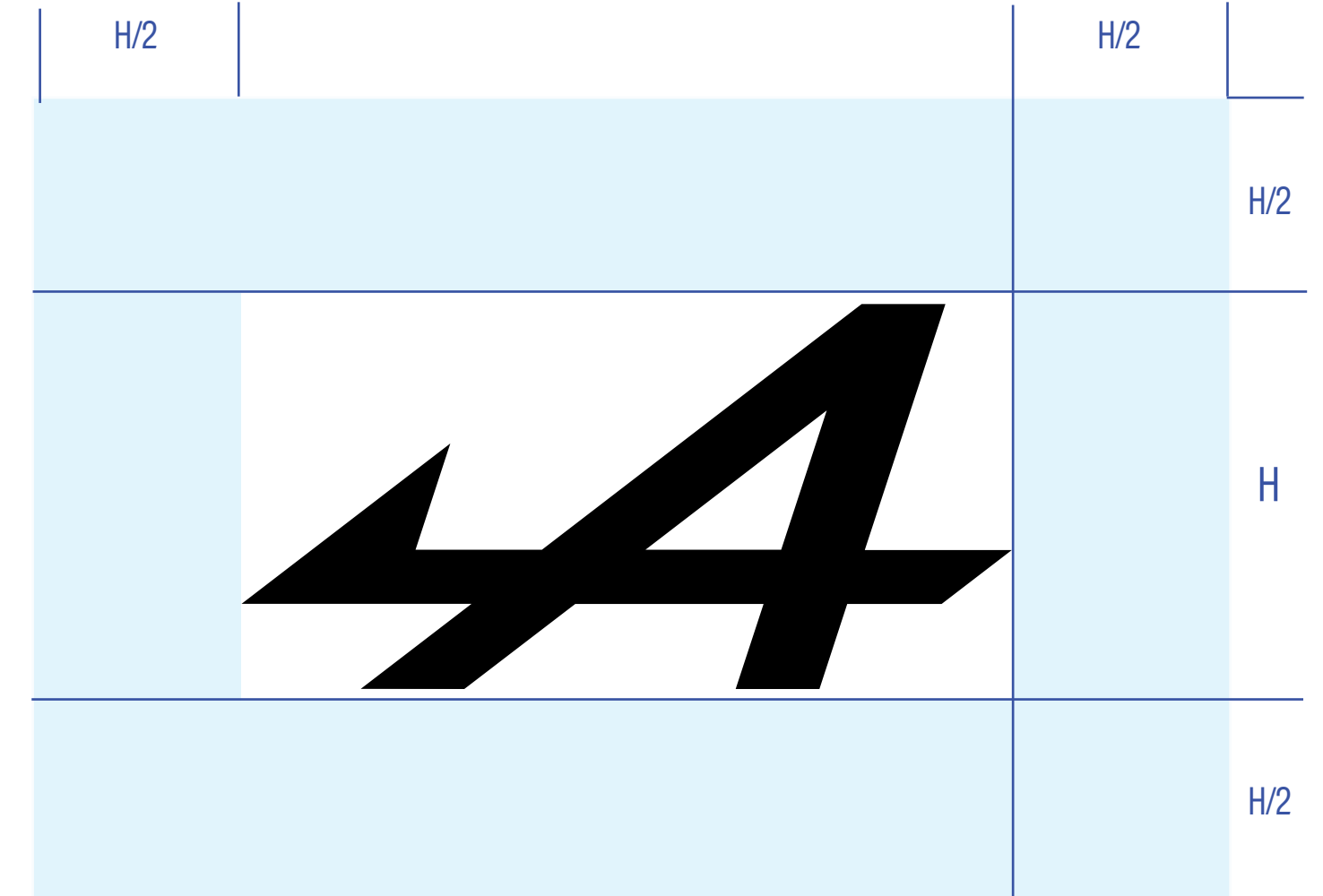
ALPINE

LOGOTYPE DARK BACKGROUND



## VISUAL ASPECT OF THE BRAND

### \_LOGOTYPE - EMBLEM



**THE EMBLEM** is drawn from the logotype, in one solid colour.

The emblem is recommended to be used for the navigation bar and favicon, but it can also be used on other elements, such as various images.



#### Note:

The emblem and logotype must not coexist on one side of a format or object.

The emblem is also used for e-mail signatures. For more information on this topic, please refer to the dedicated document on [Alpine Brandhub](#).

## VISUAL ASPECT OF THE BRAND

**\_LOGOTYPE - EMBLEM ON HEADER**

The emblem needs to be used for the navigation bar and favicon:

**WEBSITE HEADER:** Position the white emblem to the left side of the dark background.

**FAVICON USE:** The emblem in white with black background. Favicon will be used only on the Alpine user journey.

**REQUIREMENTS**

- The emblem will be used only within the Alpine 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.

VISUAL ASPECT OF THE BRAND

**\_LOGOTYPE**

**IT IS REQUESTED TO:**

- ✓ Use the emblem as the main logotype - in navigation bar and as a favicon.
- ✓ Use the white emblem on dark background.
- ✓ Position the emblem to the correct side on the navigation bar.
- ✓ Have the size of Alpine emblem same as the others present on the website.
- ✓ Respect an exclusion zone around each logotype.

**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 FONT TO BE USED
- RULES AND EXAMPLES FOR HEADERS, BODY TEXTS, LISTS

VISUAL ASPECT OF THE BRAND  
**\_TYPOGRAPHY**

**Aa ALPINE PROTO-TYPE**

USE THIS TYPOGRAPHY FOR THE ALPINE BRAND AS PART OF YOUR WEBSITE.

**MAKE SURE YOU USE UPPERCASE MAINLY**

**NOTE:** SOME EXCEPTIONS [ LOWERCASES ] CAN BE DONE ONLY FOR LEGAL TEXTS, BODY TEXTS IN LEAD FORMS OR SIMULATOR / COMPARATOR TOOLS FOR MORE READABILITY.

VISUAL ASPECT OF THE BRAND  
\_TYPOGRAPHY

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#&\*[]!-\$\*€ù£+?,:;+=

*LIGHT ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#&\*[]!-\$\*€ù£+?,:;+=

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#&\*[]!-\$\*€ù£+?,:;+=

*BOLD ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@#&\*[]!-\$\*€ù£+?,:;+=*



## VISUAL ASPECT 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**

**ALL H2 TITLES ARE CENTRE 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 H3 & ABOVE TITLES ARE LEFT ALIGNED WITH ALL UPPERCASE**

OREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT. AENEAN COMMODO LIGULA EGET DOLOR. AENEAN MASSA. CUM SOCIIS NATOQUE PENATIBUS ET MAGNIS DIS PARTURIENT MONTES, NASCETUR RIDICULUS MUS. DONEC QUAM FELIS, ULTRICIES NEC, PELLENTESQUE EU, PRETIUM QUIS, SEM. NULLA CONSEQUAT MASSA QUIS ENIM. DONEC PEDE JUSTO, FRINGILLA VEL, ALIQUET NEC, VULPUTATE EGET, ARCU. IN ENIM JUSTO, RHONCUS UT, IMPERDIET A, VENENATIS VITAE, JUSTO. NULLAM DICTUM FELIS EU PEDE MOLLIS PRETIUM. INTEGER TINCIDUNT. CRAS DAPIBUS. VIVAMUS ELEMENTUM SEMPER NISI. AENEAN VULPUTATE ELEIFEND TELLUS. AENEAN LEO LIGULA, PORTTITOR EU, CONSEQUAT VITAE, ELEIFEND AC, ENIM. ALIQUAM LOREM ANTE, DAPIBUS IN, VIVERRA QUIS, FEUGIAT A, TELLUS. PHASELLUS VIVERRA NULLA UT METUS VARIUS LAOREET. QUISQUE RUTRUM. AENEAN IMPERDIET. ETIAM ULTRICIES NISI VEL AUGUE. CURABITUR ULLAMCORPER ULTRICIES NISI.

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

SUBTITLE IS WRITTEN WITH LIGHT TYPOLOGY AND UPPERCASE

## VISUAL ASPECT OF THE BRAND

**\_TYPOGRAPHY****IT IS REQUESTED TO:**

- ✓ Comply with labeling rules and keep consistency with font size.
- ✓ **Use capital letters mainly.**
- ✓ For capital letters, exception can be made for legal texts, body texts in lead forms or simulator / comparator tools.
- ✓ Always use the typography in its original form.
- ✓ Respect the rules for formatting paragraphs.

**DO NOT:**

- x Modify the ALPINE PRO-TYPE font & change or edit the shape for letters [flatten, stretched, slander, etc].
- x Align text to the right, centre, or justify it in the paragraphs & have increased line spacing in paragraphs.
- x Have character spacing that are too tight or too wide.
- x Mix Renault Group or other fonts with Alpine typography on the Alpine branded page.
- x Use the Alpine Typo on the dealer's website pages that are not related to the brand Alpine.

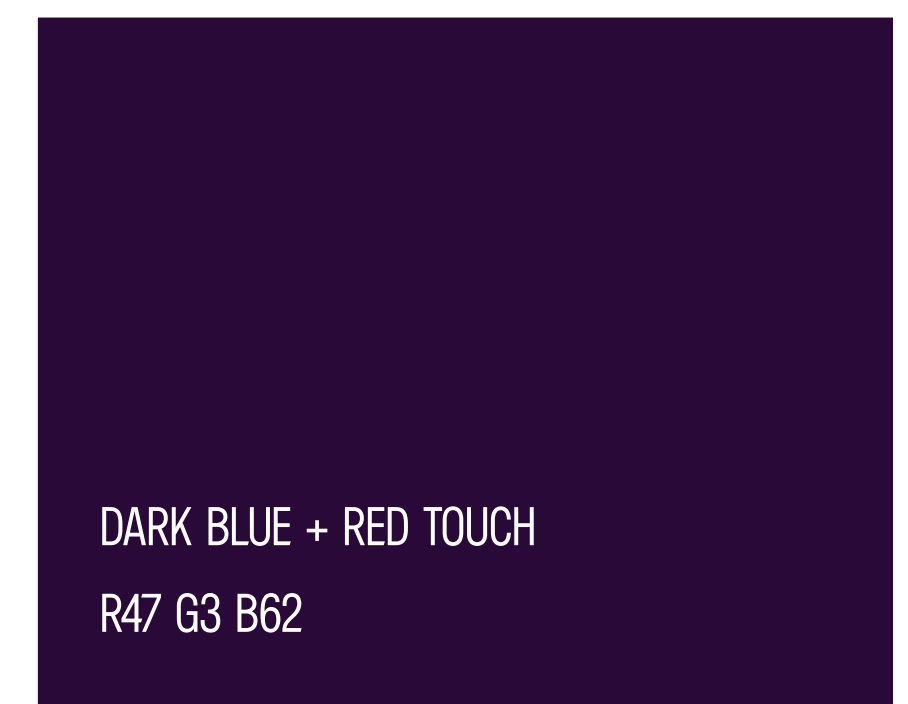
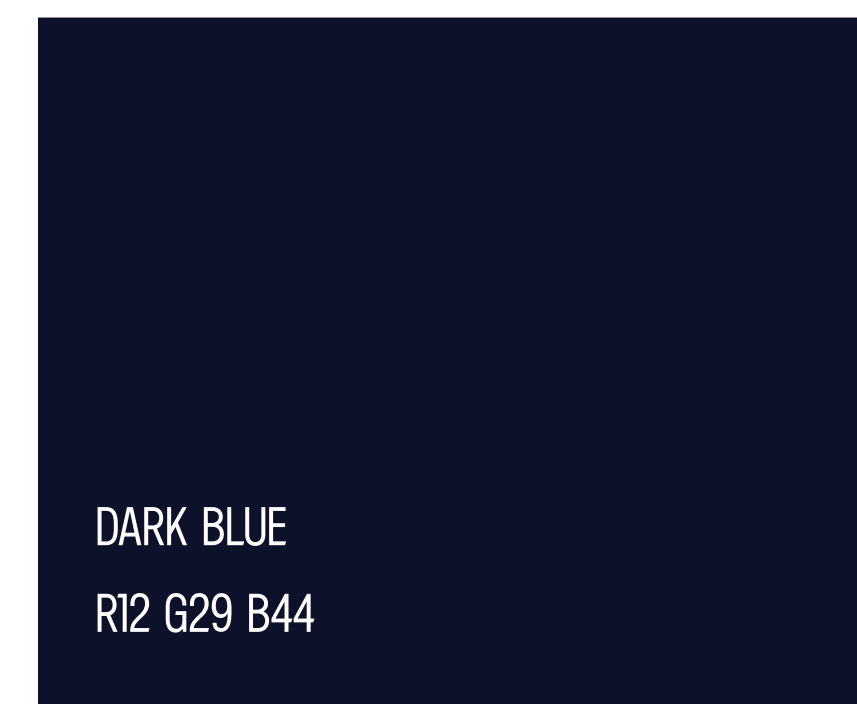
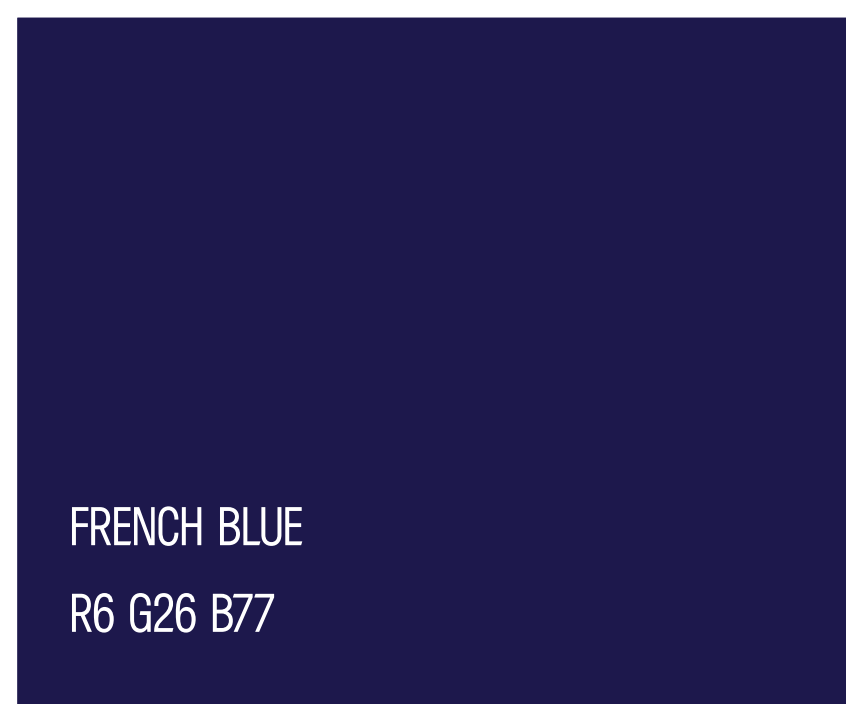
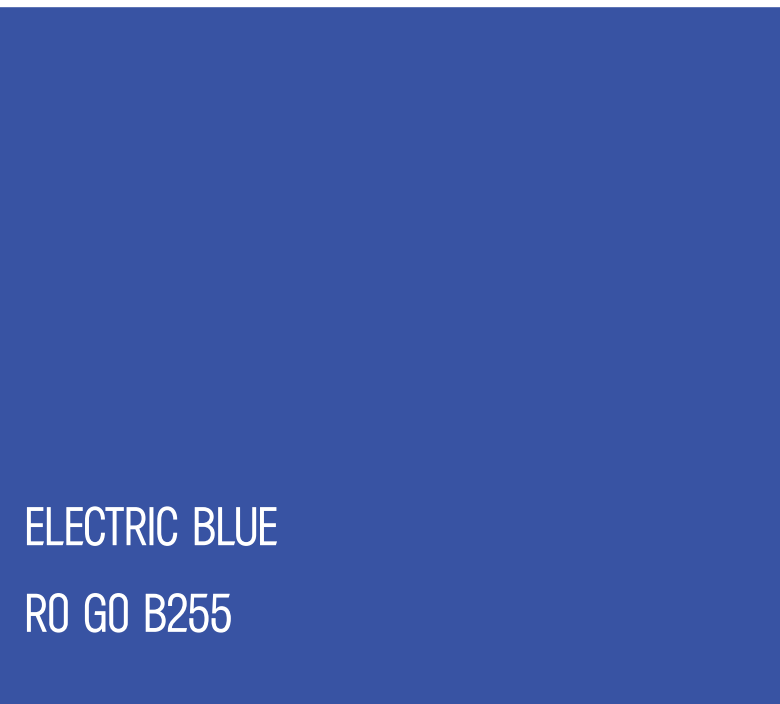
# 1.3

## COLOURS

- OFFICIAL COLOURS TO BE USED
- EXAMPLES AND RULES FOR TYPES OF COLOURS

## VISUAL ASPECT OF THE BRAND \_COLOURS

THESE ARE THE COLOURS USED FOR DIGITAL.



Just a touch of  
red.

FRENCH RED  
R237 G41 B57

IN GENERAL  
**80% BLUE**  
**10% WHITE**  
**10% RED**

### Note:

For more information on colour codes please refer to the dedicated document on [Alpine Brandhub](#).

VISUAL ASPECT OF THE BRAND  
\_COLOURS

THESE ARE THE **SEMANTIC COLOURS**

USE TO CREATE A VISUALLY CONSISTENT AND MEANINGFUL EXPERIENCE.

- Red** is employed to indicate errors or critical alerts.
- Green** signifies positive actions and success.
- Yellow** represents warnings or cautionary messages.

By reiterating these colours consistently, we ensure clear communication.

MAIN MODE

ERROR#F59287





ERROR

ON ERROR

ERROR CONTAINER

ON ERROR CONTAINER

ERROR40#F59287

ERROR10#2B0400

ERROR20#F5C0C04

ERROR95#FACFCA

MAIN MODE

WARNING#F5C987





WARNING

ON WARNING

WARNING CONTAINER

ON WARNING CONTAINER

WARNING80#F5C987

WARNING10#2B1A00

WARNING20#5C3904

WARNING95#FAE7CA

MAIN MODE

SUCCESS#9EF7A7





SUCCESS

ON SUCCESS

SUCCESS CONTAINER

ON SUCCESS CONTAINER

SUCCESS90#F9EF7A7

SUCCESS10#002B04

SUCCESS20#045C0C

SUCCESS95#BEFAC4

MAIN MODE

ELECTRIC#0000FF





ELECTRIC

ON ELECTRIC

ELECTRIC CONTAINER

ON ELECTRIC CONTAINER

ELECTRIC50#0000FF

ELECTRIC100#0000FF

ELECTRIC10#000030

ELECTRIC50#0000FF

**Note:**  
For more information on colour codes please refer to the dedicated document on [Alpine Brandhub](#).

## VISUAL ASPECT OF THE BRAND

### \_COLOURS

#### IT IS REQUESTED TO:

- ✓ Only use colour codes agreed by Alpine - for more information go to [Alpine BrandHub](#).
- ✓ Follow the colour scheme for each element.
- ✓ Respect the proportion of colour usage on a website.

#### DO NOT:

- x Adapt the colour code.
- x Use other colours from other brands on the same page [user journey].
- x Add new colours.
- x Use too many colours [primary and secondary on the same page].

# 1.4

## VISUALS & GRAPHIC USER INTERFACE

- OFFICIAL ICONS AND CAR VISUALS TO BE USED
- BUTTONS, LINKS, HERO ZONE RULES & EXAMPLES

# VISUAL ASPECT OF THE BRAND

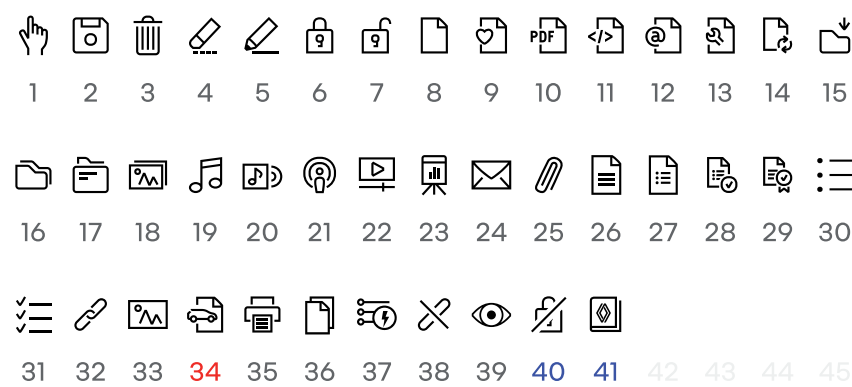
## \_VISUALS & GUI - ICONS & PICTOS

### 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](#).

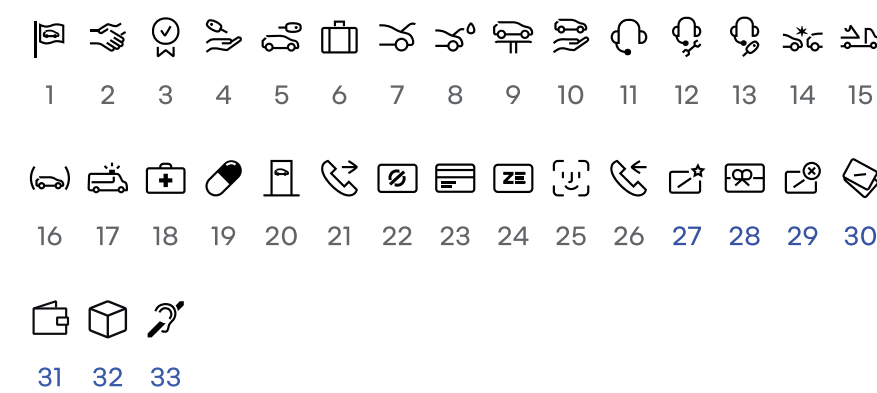
#### 1 - Edit, Files, Lists



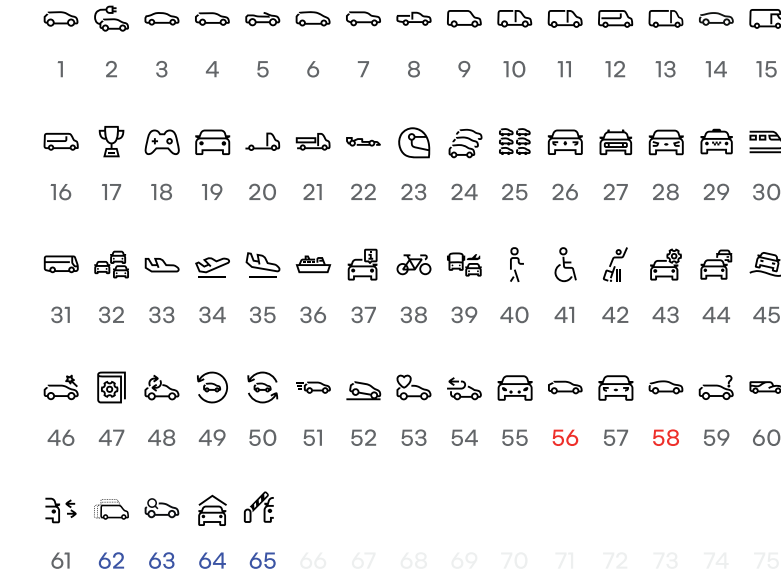
#### 2 - Business



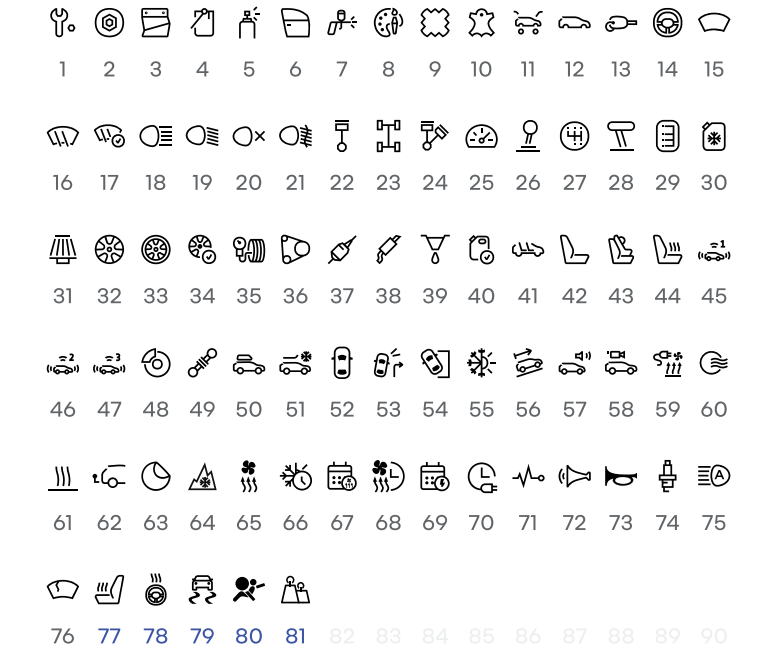
#### 3 - Services



#### 4 - Cars



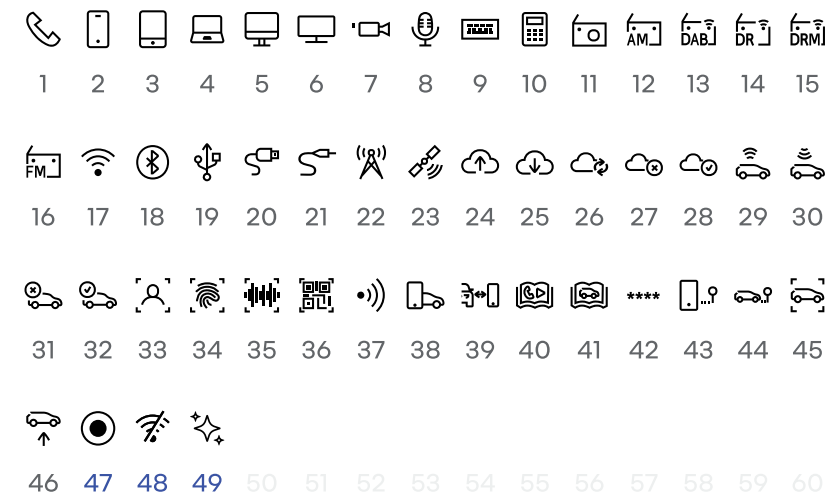
#### 5 - Equipments



#### 6 - Engines, Energy



#### 7 - Devices, Connectivity



#### 8 - Location, Navigation, POI



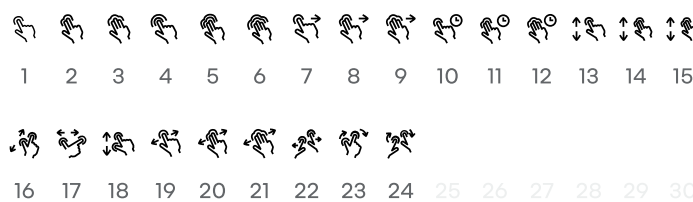
#### 9 - Communication, User, Feedbacks



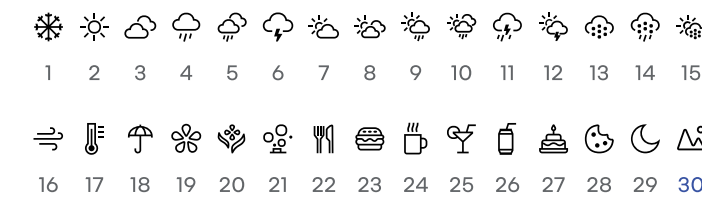
#### 10 - Navigation, Controls, Arrows



#### 11 - Gestures



#### 12 - Miscellaneous



#### 13 - Social icons



#### 14 - To validate















VISUAL ASPECT OF THE BRAND

**\_VISUALS & GUI - ICONS & PICTOS**

ICONS USAGE

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

FOR DESKTOP			FOR MOBILE		
	24px	EG.: DROPLIST, SLIDER		24px	EG.: DROPLIST, SLIDER
	30px	EG.: FOOTER		30px	EG.: FOOTER
	32px	EG.: SLIDER, ACTION PANNEL, HORIZONTAL GALLERY		32px	EG.: SLIDER, ACTION PANNEL, HORIZONTAL GALLERY
	40px	EG.: ANIMATED CARDS IMAGES & TEXT, PREFooter		40px	EG.: ANIMATED CARDS IMAGES & TEXT, PREFooter
	52px	EG.: ACTION PANNEL		48px	EG.: ACTION PANNEL

VISUAL ASPECT OF THE BRAND

**\_VISUALS & GUI - LINKS & BUTTONS**

CATEGORY OF LINKS

Links are key elements for navigation. If the links results into action, then the following should be used.

DEFAULT

HOVER

PRIMARY LINK >

PRIMARY LINK >

PRIMARY LINK

PRIMARY LINK

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

SUPER PRIMARY →

SUPER PRIMARY →

SUPER PRIMARY

SUPER PRIMARY

PRIMARY

PRIMARY

TERTIARY

TERTIARY

#FFFFFF  
#000000

#000000  
#0000FF

#FFFFFF  
#000000

#000000  
#0000FF

#FFFFFF  
#000000

#000000  
#0000FF

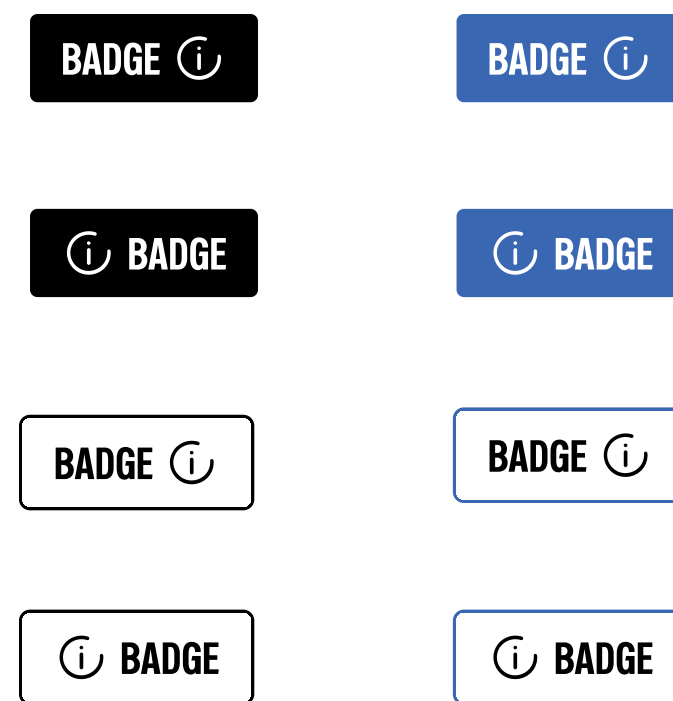
#000000  
#FFFFFF

#000000  
#0000FF

BUTTON CTA

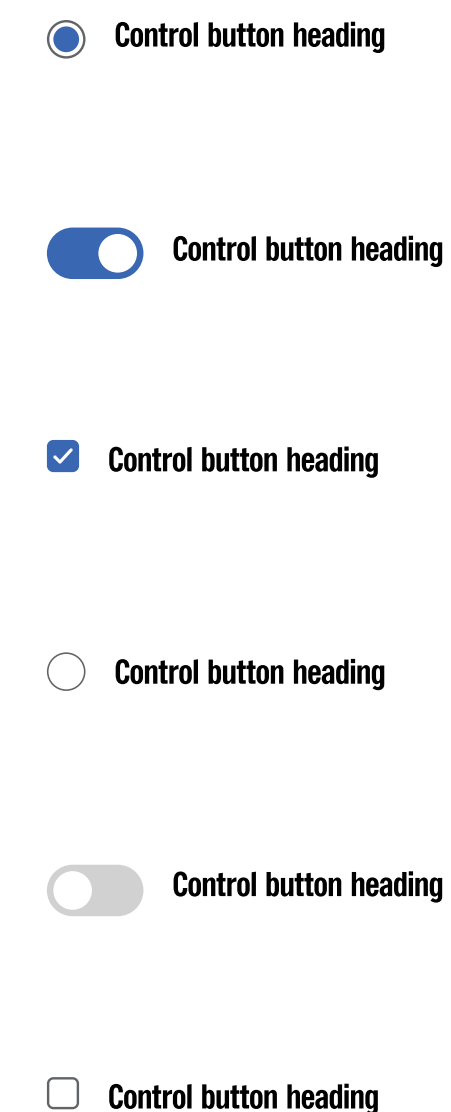
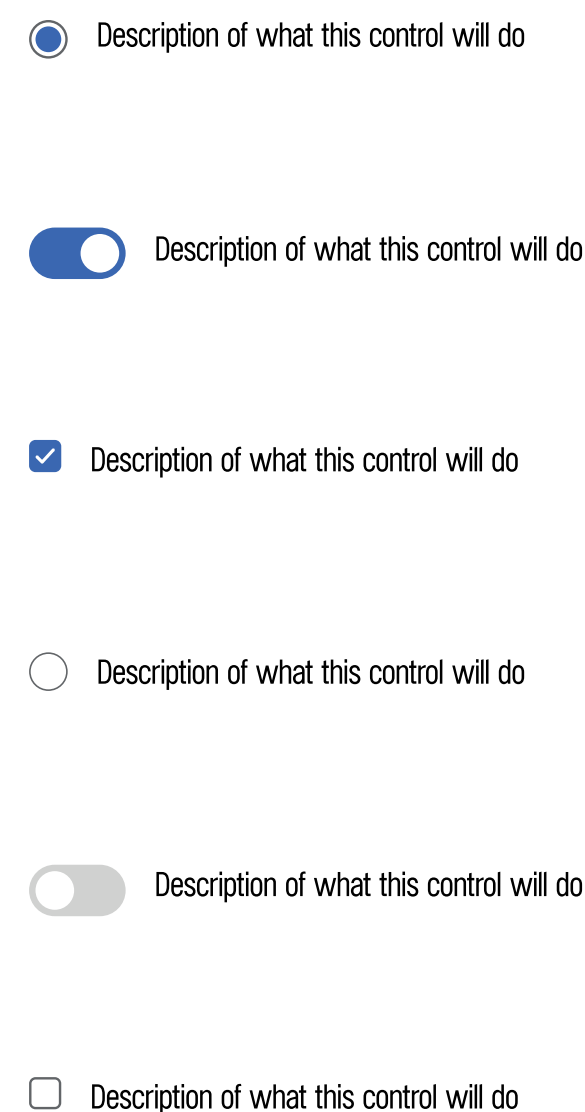
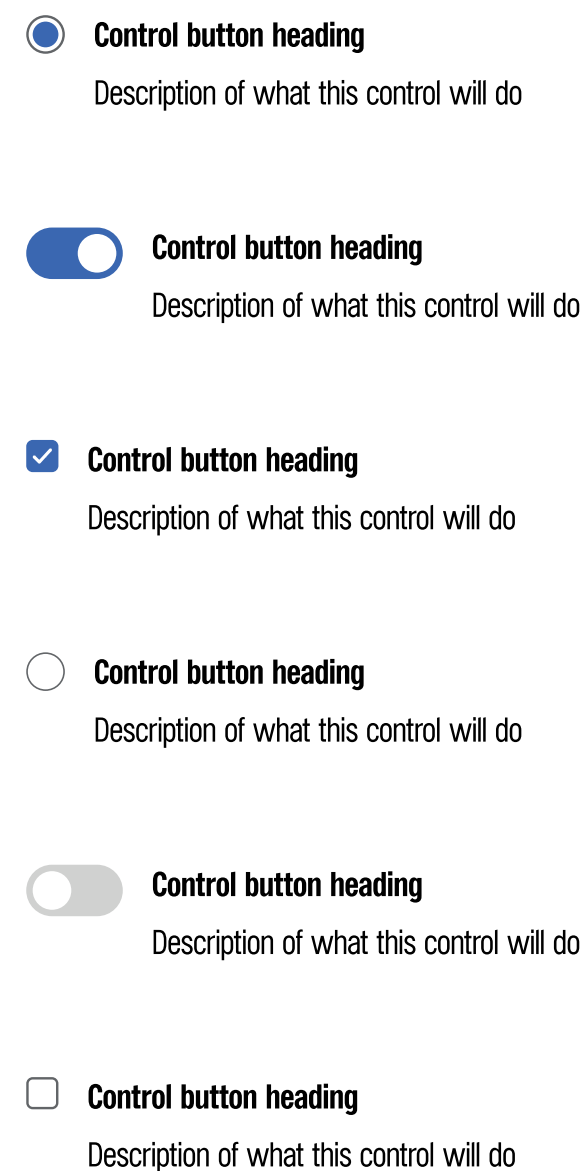
Height: 46px  
Icon size: 24px  
Auto layout: horizontal center  
Space between text & icon: 8px  
Space between items: 9 px  
Horizontal padding: 16 px  
Vertical padding: 11px  
Font size: 16 bold; height: 20; auto width; centred  
Horizontal space between two CTAs:24px  
Vertical spacing between two CTAs:24px  
Max length: 280px  
Disable button colours: #FFFFFF #000000  
Disable button size: 46px

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



High: 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

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



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 ASPECT OF THE BRAND

### \_VISUALS & GUI - RANGE IMAGE

THIS IS OUR RECOMMENDED VISUAL REPRESENTATION OF VEHICLES IN NEW VEHICLE RANGES.

- Request the images [pack shots] from someone on the local marketing [digital] team or network strategy.
- 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 ASPECT OF THE BRAND

### \_VISUALS & GUI - EDITABLE IMAGES FOR HERO ZONE

#### ASSET FORMAT GENERAL EDITING RULES

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

#### IMAGE RULES:

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

#### VIDEO RULES

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

#### SAFE ZONE FOR HERO IMAGES

Always choose HD images, around or above 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. It is recommended to choose images where the car is cantered to allow enough back-ground to fill the banner areas outside safe care zone [marked by guides].

Avoid choosing images with not enough background around the car. You will have difficulties in editing the banner to required dimensions outside the safe zone.

THIS TYPE AND SIZE IS IDEAL FOR A 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 ASPECT OF THE BRAND

### \_VISUALS & GUI - EDITABLE IMAGES FOR HERO ZONE

#### SAFE ZONES FOR HERO IMAGES

Avoid choosing images of 1280px or similar. They are too small for big size banners [example: 2560x 1440px] and the quality of resulting visuals will be very low.

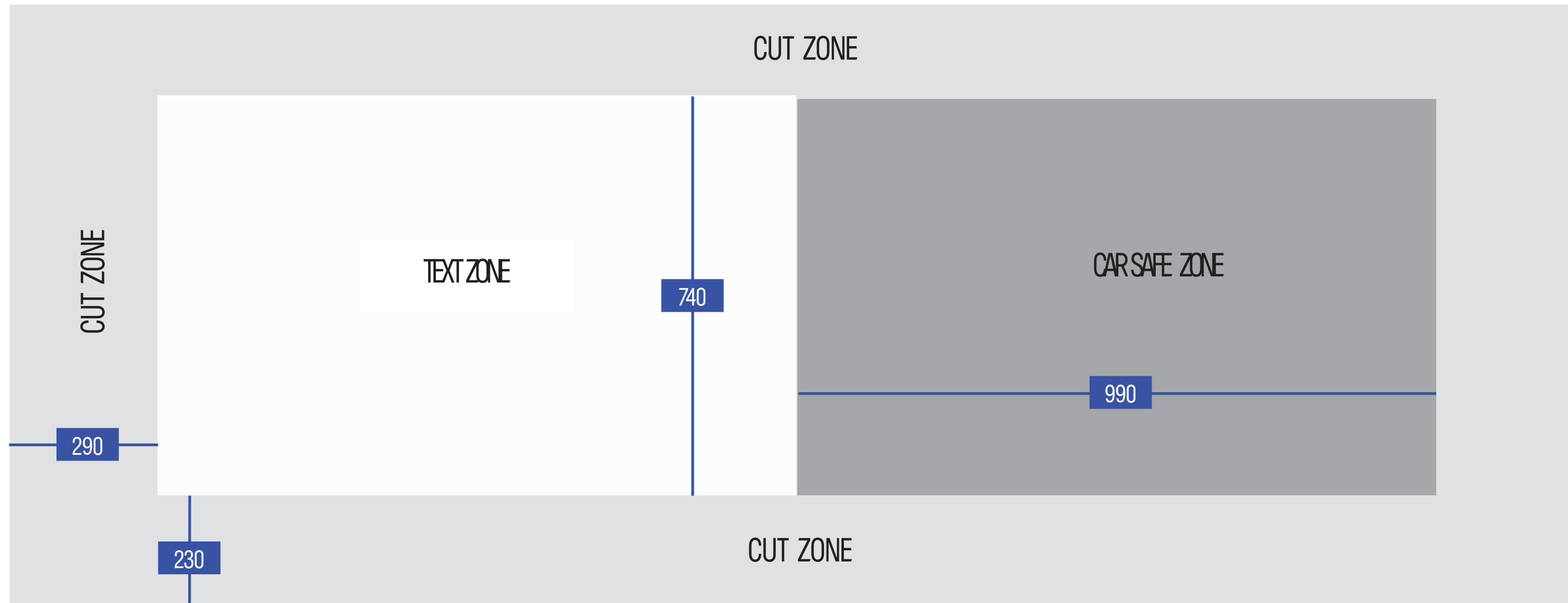
#### IMAGE RULES:

- Keep all cars in the safe area or they may be out
- Avoid the 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 ASPECT OF THE BRAND

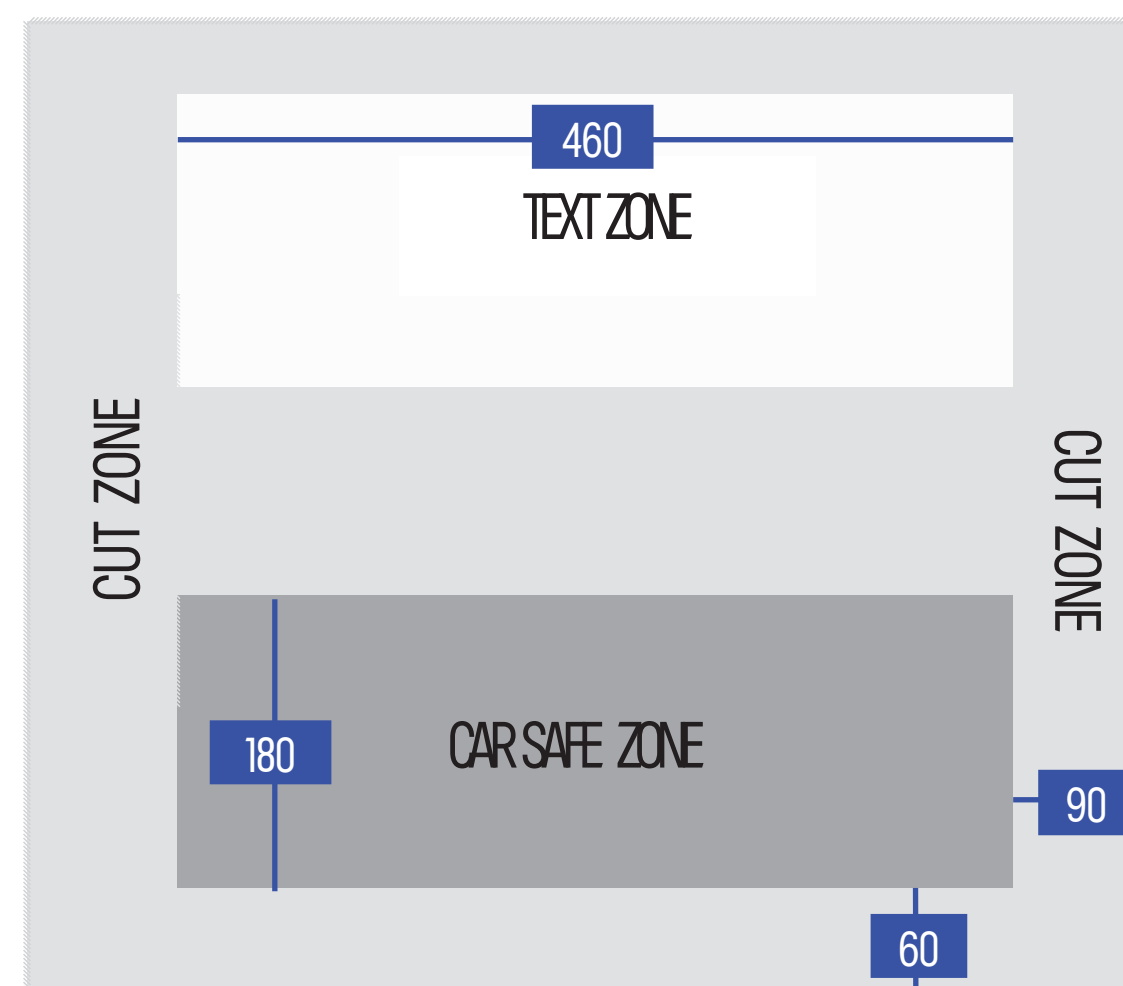
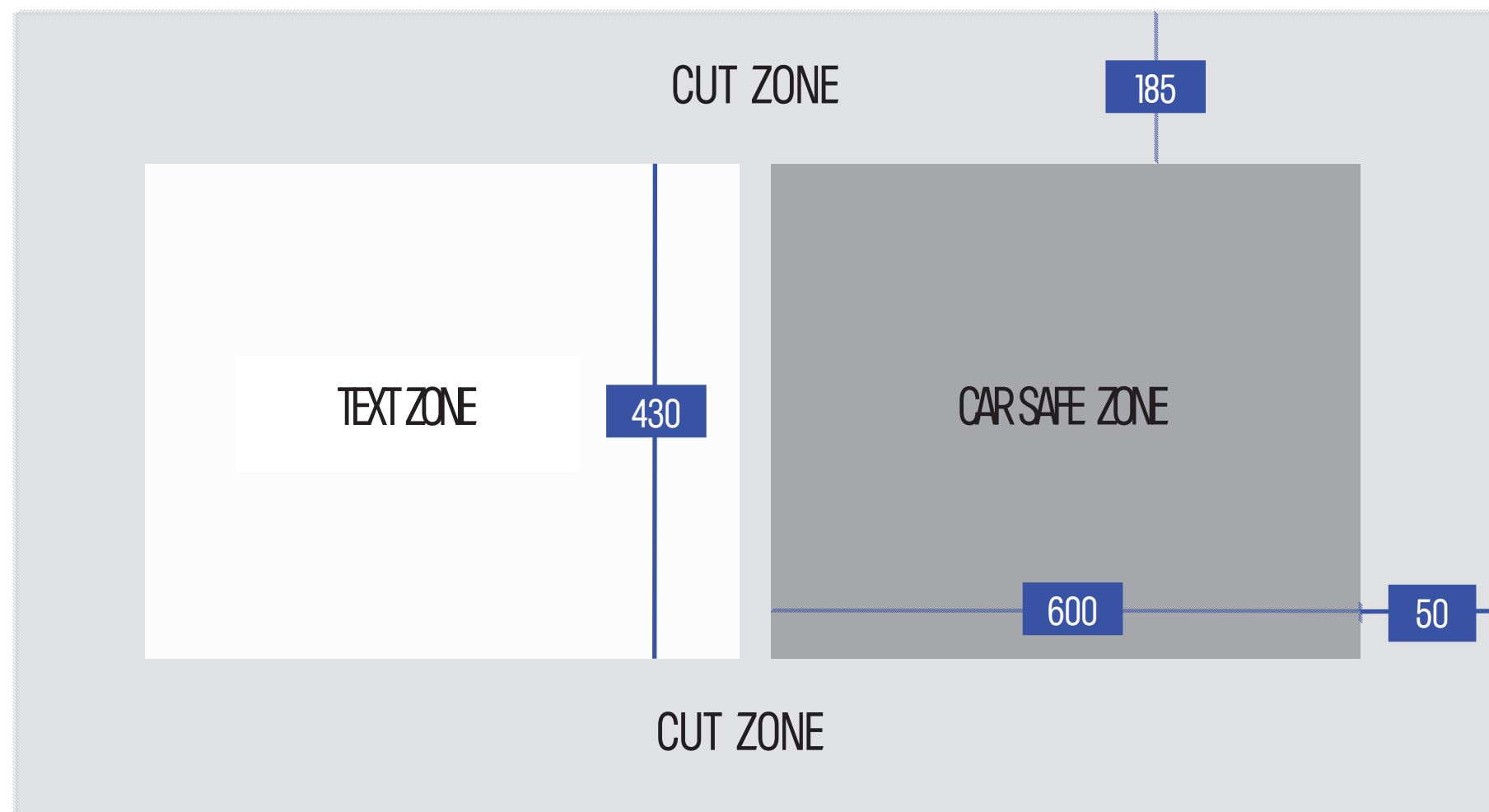
### \_VISUALS & GUI - EDITABLE IMAGES FOR HERO ZONE



#### SAFE ZONES FOR HERO IMAGES

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

- Desktop 2560 x1200 px.
- Tablet 1340 x 800 px.
- Mobile 640 x600 px.





VISUAL ASPECT OF THE BRAND

**\_VISUALS & GUI**

**IT IS REQUESTED TO:**

- ✓ Always use the official Alpine or Alpine approved visuals and follow visual standards when modifying any image [example: mediateque].
- ✓ In the range presentation, use consistency with vehicle images [use the same angle shot for all car images].
- ✓ Make sure the windows are transparent so that the background can be visible.
- ✓ 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, layers, logos or emblems [exception can be made with the coordination of the local marketing team] during the editing phase on any image.
- x Use icons and visuals that are not part of Renault Group.
- x Mix the visuals emblems logos in a small area.
- x Use other colours outside Alpine's official colours while editing - don't mix fonts, colours of the dealers with Alpine image.



# 2

## NAME & URL

- SECURE DEALER'S WEBSITE URL TO ACCESS THE RENAULT GROUP'S BRANDS ENVIRONMENT
- HOMOGENEITY ON NAMING ON ALL DIGITAL ENVIRONMENTS FOR A DEALER ONLINE PRESENCE

# 2.1

## BUSINESS NAME

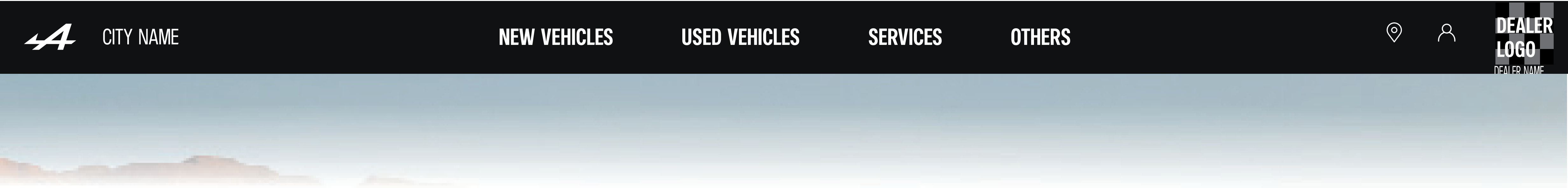
- EXAMPLES ON HOW TO DISPLAY AND ENSURE CONSISTENCY WITH THE NAME

NAME & URL  
**\_BUSINESS NAME**

**KEEP THE SAME NAMES IN ALL DIGITAL ENVIRONMENTS [WEBSITES, SOCIAL MEDIA, GOOGLE BUSINESS PROFILE, ETC.].**

On the navigation bar use the following rules:

- Use the white emblem on dark 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 general rule of thumb add the **City name / Geographical area**.
- Position the naming next to the Alpine Emblem [ensure an exclusion zone].
- Use Alpine font in the navigation bar:
  - Make sure you are using the uppercase.



NAME & URL  
 \_BUSINESS NAME

MAKE SURE TO HAVE ENOUGH SPACE BETWEEN THE EMBLEM AND THE DEDICATED SPACE FOR “CITY NAME” INSERTION. ALSO, THE DEALER’S LOGO SHOULD BE OPPOSITE TO THE ALPINE EMBLEM, GIVING IT SPACE.

THE NAVIGATION IS SPLIT INTO 3 AREAS [LEFT, MIDDLE AND RIGHT]

- **Left side** is dedicated for two elements: emblem + city name/ location.
  - For accessibility purpose and search engine optimization process aid, the city name will be added on the left side of the navigation bar. This helps to have a clear identifier.
- **Middle area** will consist of links/ dropdown/ icons etc., place for the main navigation
- **Right side** is dedicated to dealers branding [logo / dealer’s name / claim]. Respect the proportions with other logos and elements on the navigation bar - this dealer logo can be used as a path to the institutional homepage of the dealer group. [opening another tab]





NAME & URL  
**\_BUSINESS NAME**

**ENSURE CONSISTENCY ON ALL PLATFORMS**

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

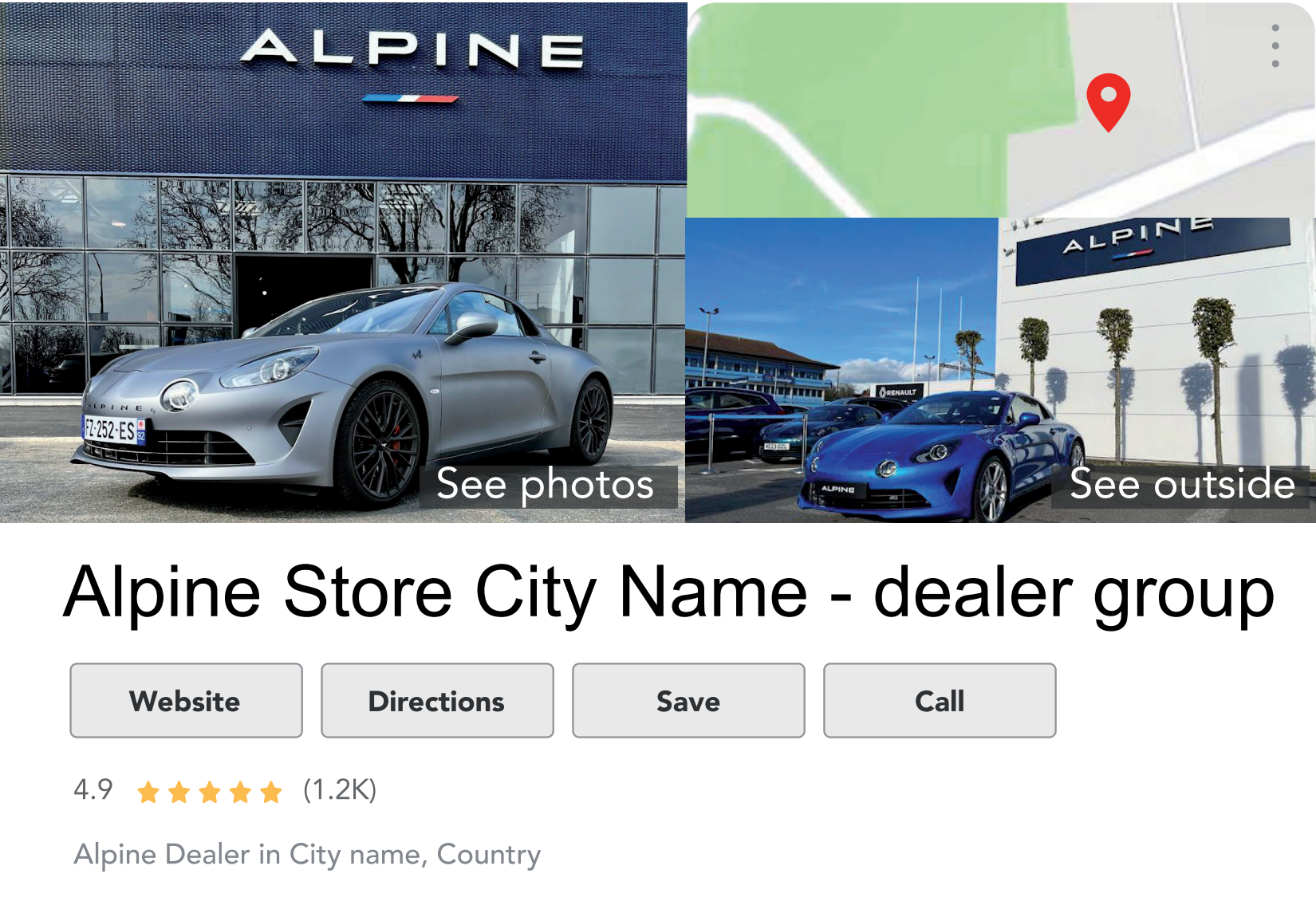
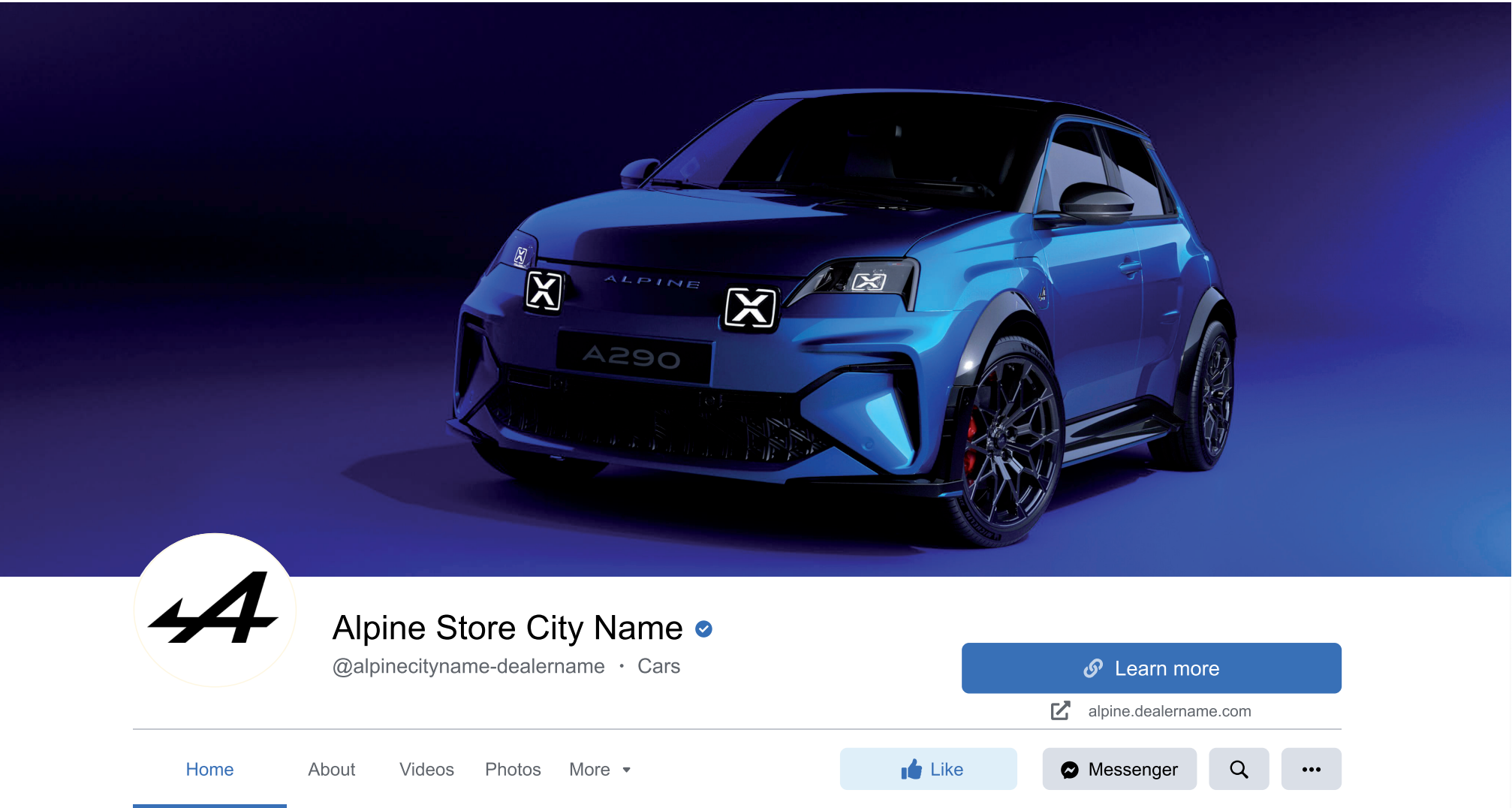
**FOR SOCIAL MEDIA ACCOUNTS, THE FOLLOWING IS TO BE USED:**

- **ALPINE STORE + CITY NAME** [for dealers that operate on single location];
- **ALPINE STORE + CITY NAME** [for dealers that operate multiple locations and have accounts for some/ all locations];
- **ALPINE STORE + DEALER GROUP NAME** [for dealers that operate multiple locations and have only one account per brand];

**FOR GOOGLE BUSINESS PROFILE [GBP]**, 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:

- **ALPINE STORE + CITY NAME + DEALER GROUP NAME [FOR DEALERS THAT OPERATE ONLY ONE LOCATION];**

To create a generic GBP account, on top on the ones dedicated for each brand and location, please do not use the name “Alpine”. 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

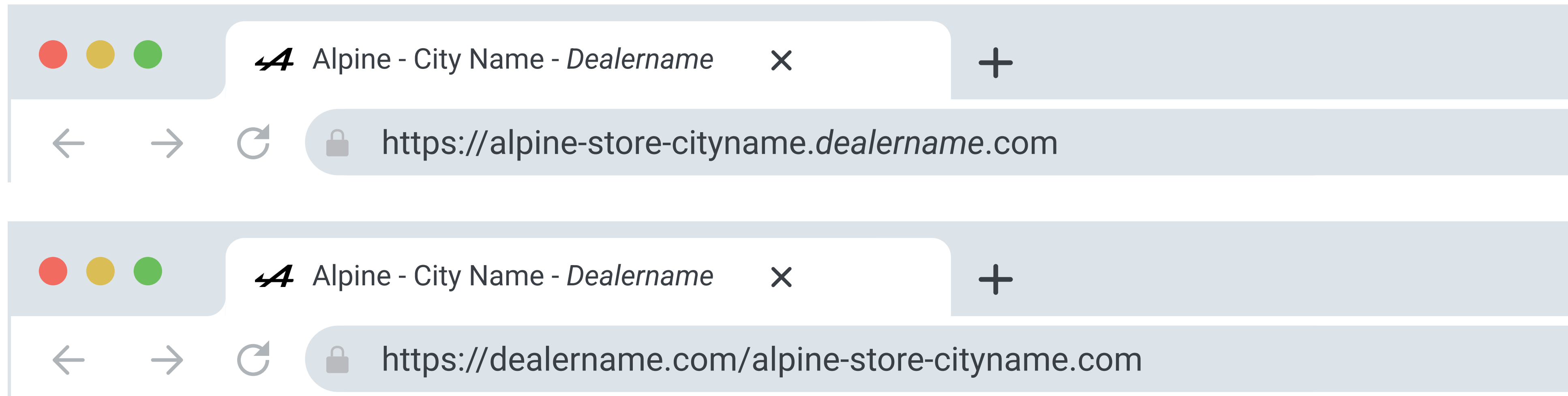
## NAME & URL

### \_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 Alpine's brand website. The aim is to clearly differentiate the dealer's website from the corporate brand's website.

### WEBSITE FAVICON

Use the black emblem as favicon with white background [size: 13x16px]. You need to have a split between favicon and Alpine 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 **Alpine Store and the city name** as a differentiator. It is encouraged to create sub-domains as follows: **alpine-store-cityname.dealername.com** or **dealername.com/alpine-store-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 "Alpine" 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 "Alpine-store-cityname"- i.e. alpine-store-cityname.dealername.com [avoid adding the brand's name at the end of the domain].



# 3

## GENERAL WEBSITE PRESENTATION

- DEFINE THE CUSTOMER JOURNEY, AS IN THE ON SITE DEALERSHIPS, ALIGNED WITH THE CUSTOMER'S ONLINE PATTERNS
- SHOWCASE THE REQUIRED ELEMENTS ON HOMEPAGE



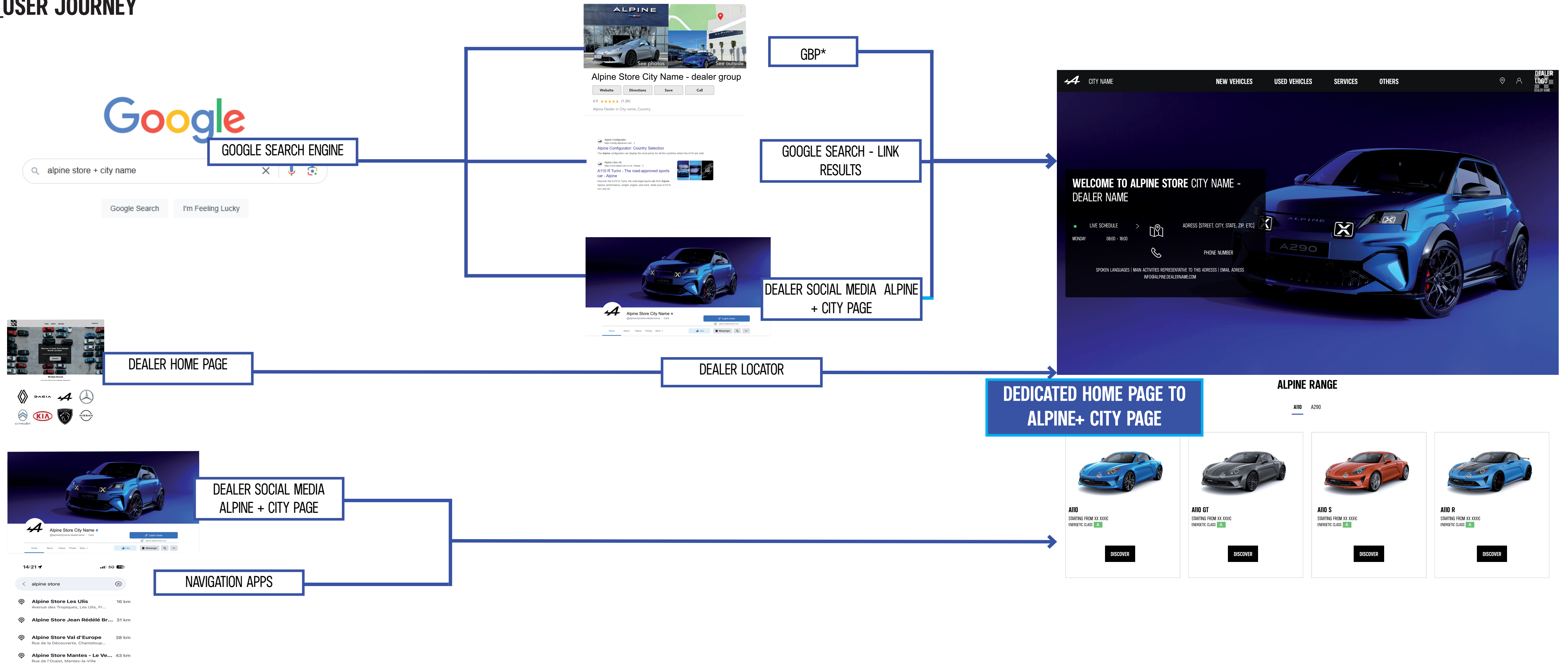
# 3.1

## USER JOURNEY

- THE USER PATHWAY THROUGHOUT THE ALPINE ENVIRONMENT

# GENERAL WEBSITE PRESENTATION

## \_USER JOURNEY



To ensure a smooth user journey, the customer must land on a specific page dedicated to the city he searches. On the page, he has to easily find the main information: new vehicle range, all available services in the dealership and the used cars inventory if necessary.

# 3.2

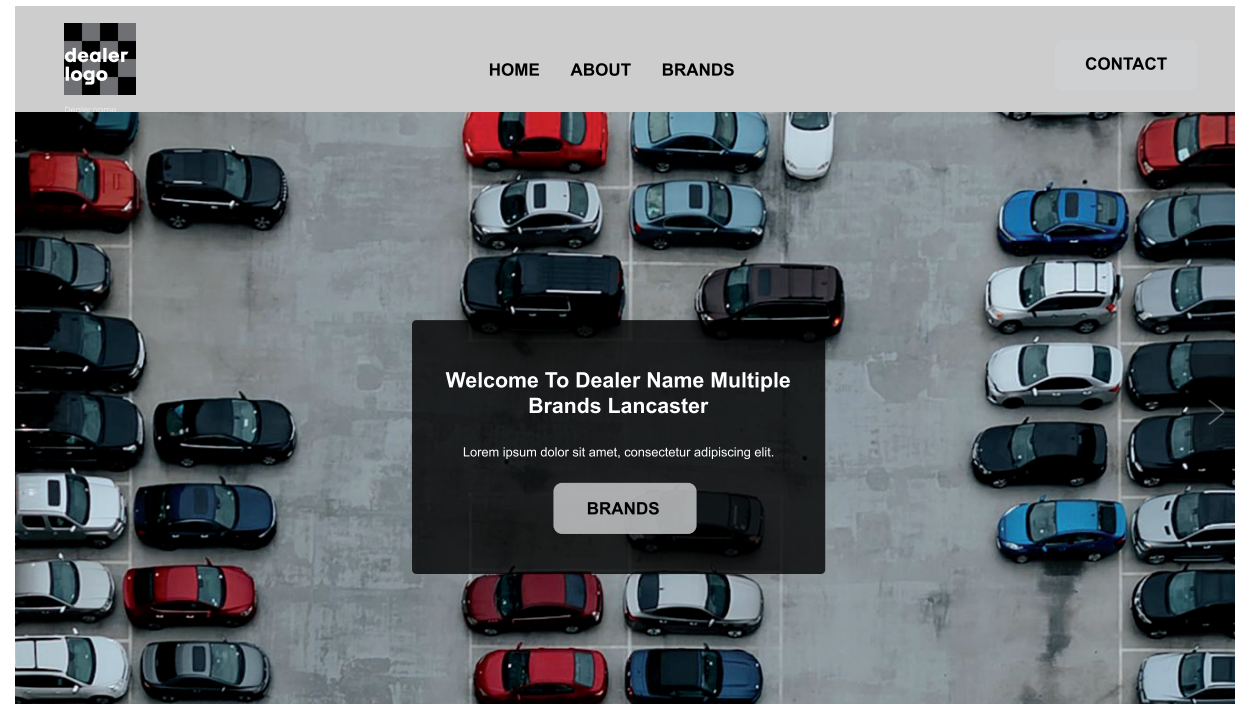
## ALPINE ENVIRONMENT

- UX RULES FOR ALPINE BRAND IN RENAULT GROUP AND MULTIBRAND ENVIRONMENTS



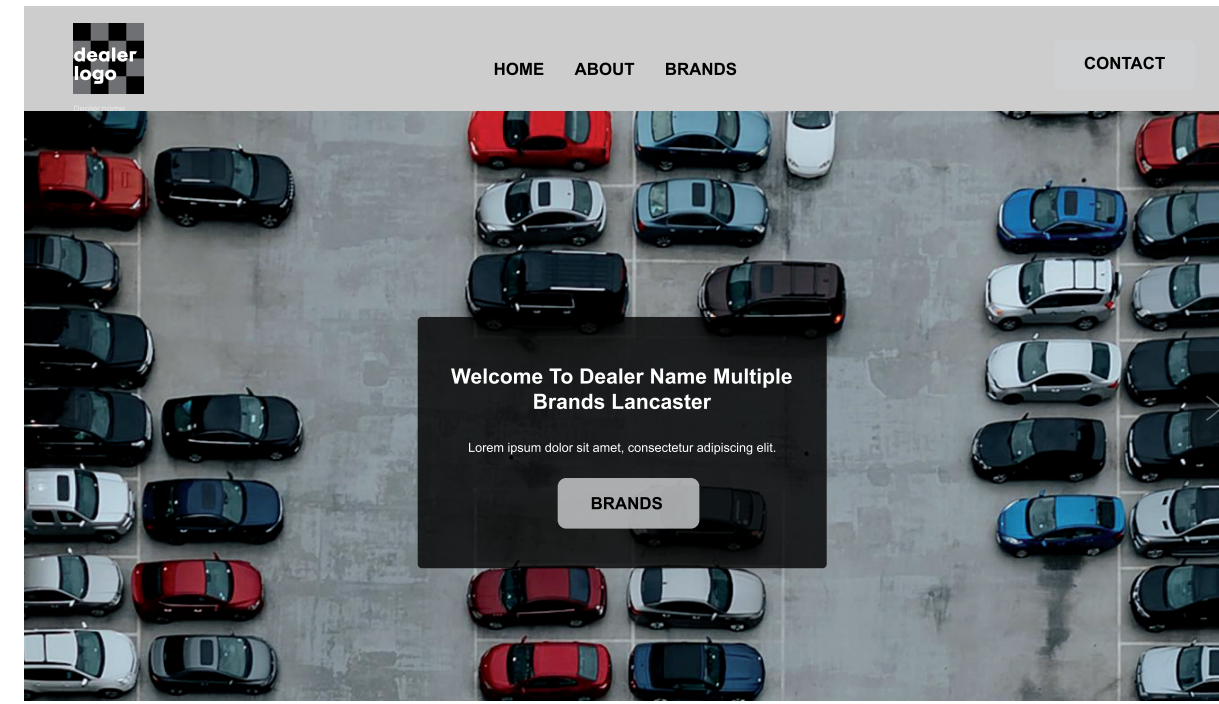
## GENERAL WEBSITE PRESENTATION

### \_ALPINE ENVIRONMENT - MULTIBRAND / RENAULT GROUP USER JOURNEY



Multiple Brands

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Multiple Brands

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

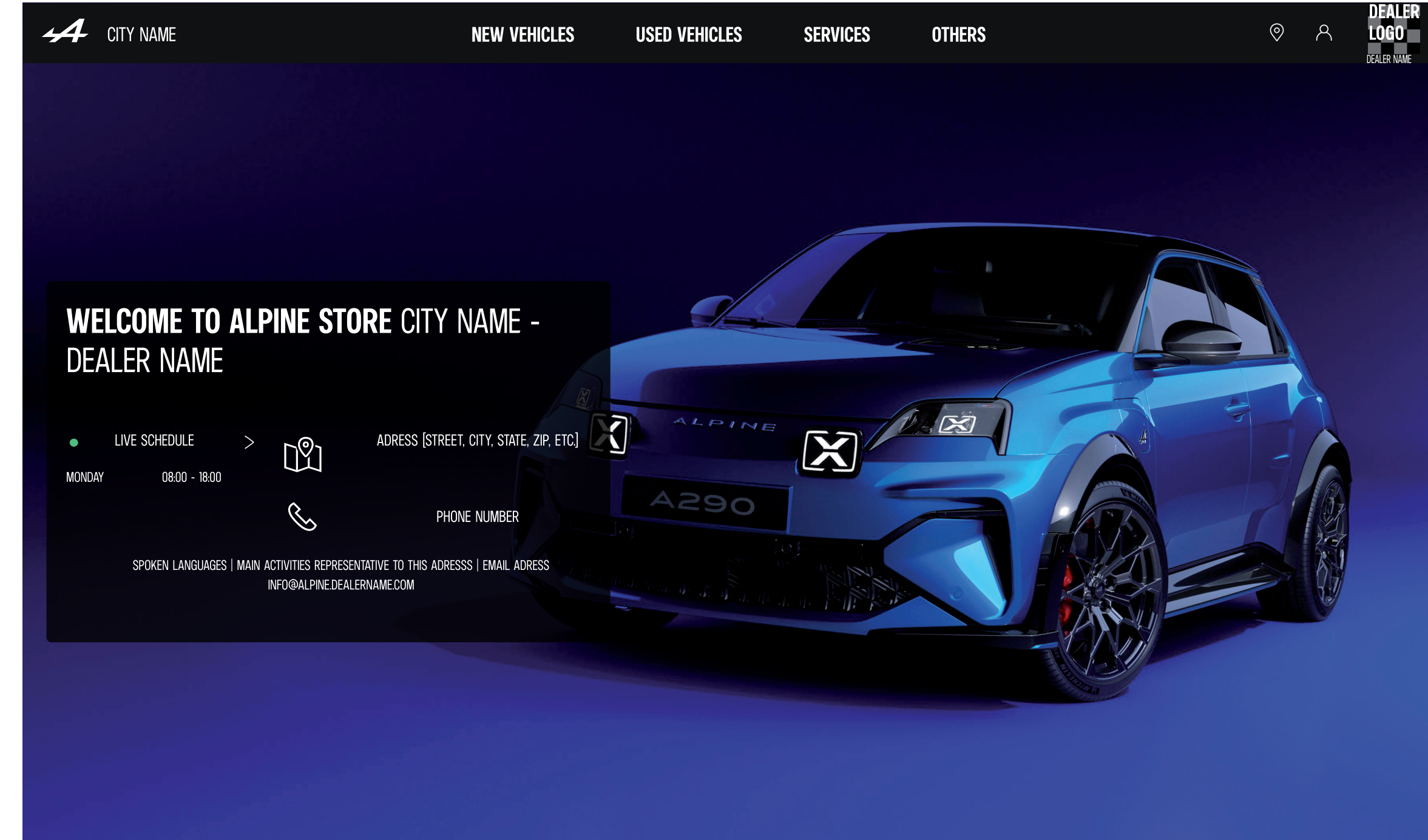


**ALPINE IN MULTIBRAND ENVIRONMENT:** defined as the user journey on the dealer's website that represents other brands besides Renault Group.

**ALPINE IN 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 logo in the correct order [Renault, Dacia, Alpine] weather 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.



### ALPINE HOME PAGE

Make sure that the user can access the Alpine brand page [above] through the Alpine logo displayed on your dealer group home page.



## GENERAL WEBSITE PRESENTATION

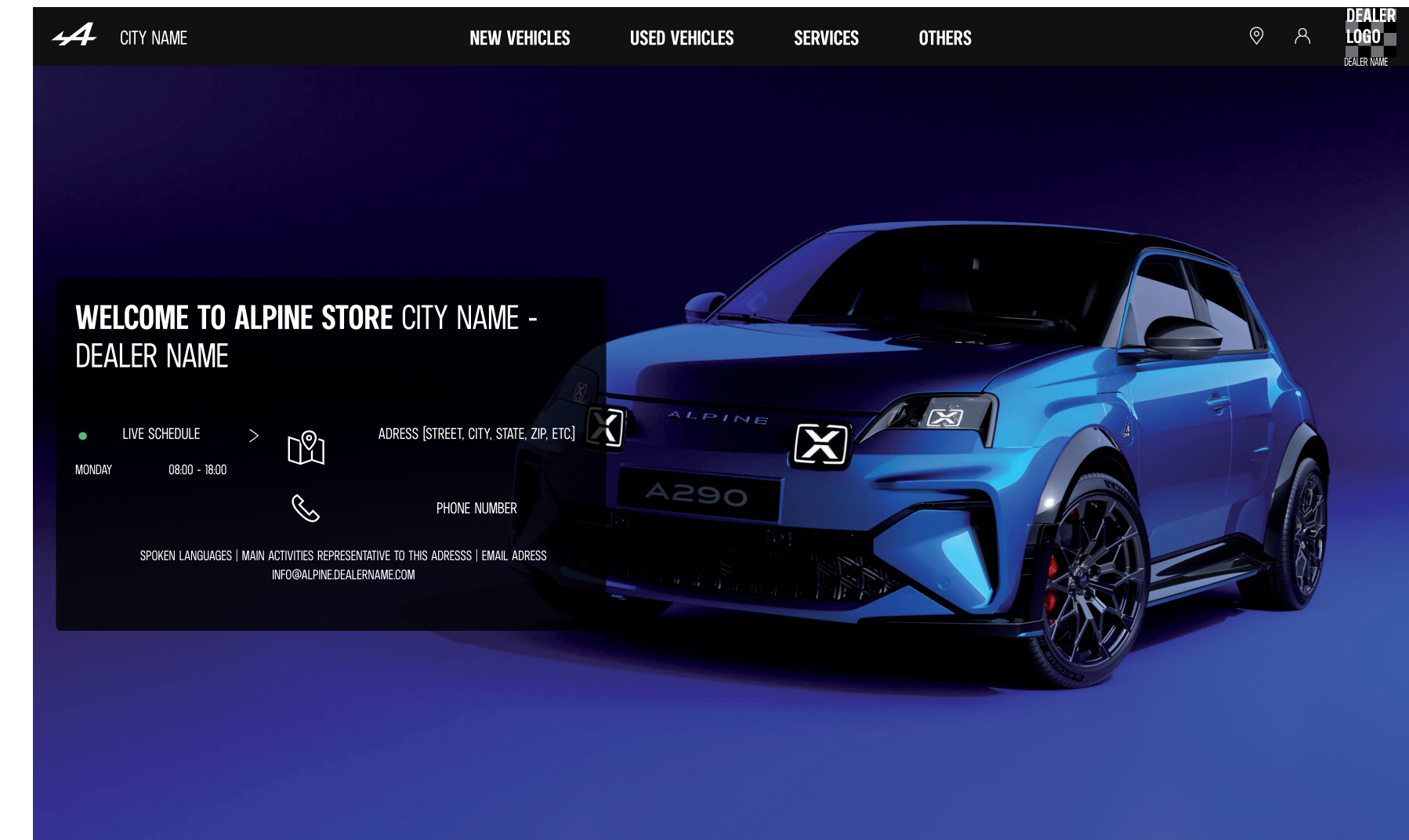
### \_ALPINE ENVIRONMENT - HOMEPAGE

ON A HOME PAGE, IT IS MANDATORY TO DISPLAY AT LEAST THE FOLLOWING FIRST 3 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 - Optional

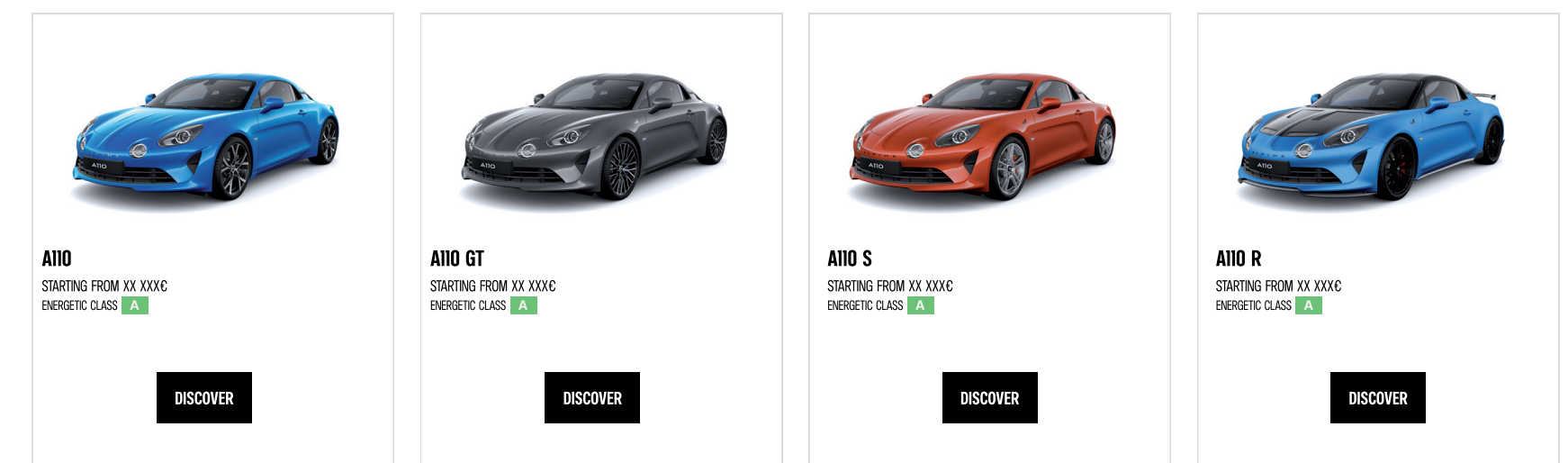
To make the customer experience more seamless you need to have a dedicated Alpine brand environment with a specific navigation bar. Customers looking for information about the products and services would have an easier access to them, without being redirected to other brands' pages.

Please be advised that the Alpine brand page should not have any gateways for other brands [logo's, CTA, links etc.]



#### ALPINE RANGE

A110 A290



#### 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 Alpine home page. Please make sure that all brand elements are used correctly and in accordance with Renault Group brand strategy.

GENERAL WEBSITE PRESENTATION

**\_ALPINE ENVIRONMENT - HOMEPAGE: NAVIGATION**



**THE NAVIGATION BAR NEEDS TO CONTAIN:**

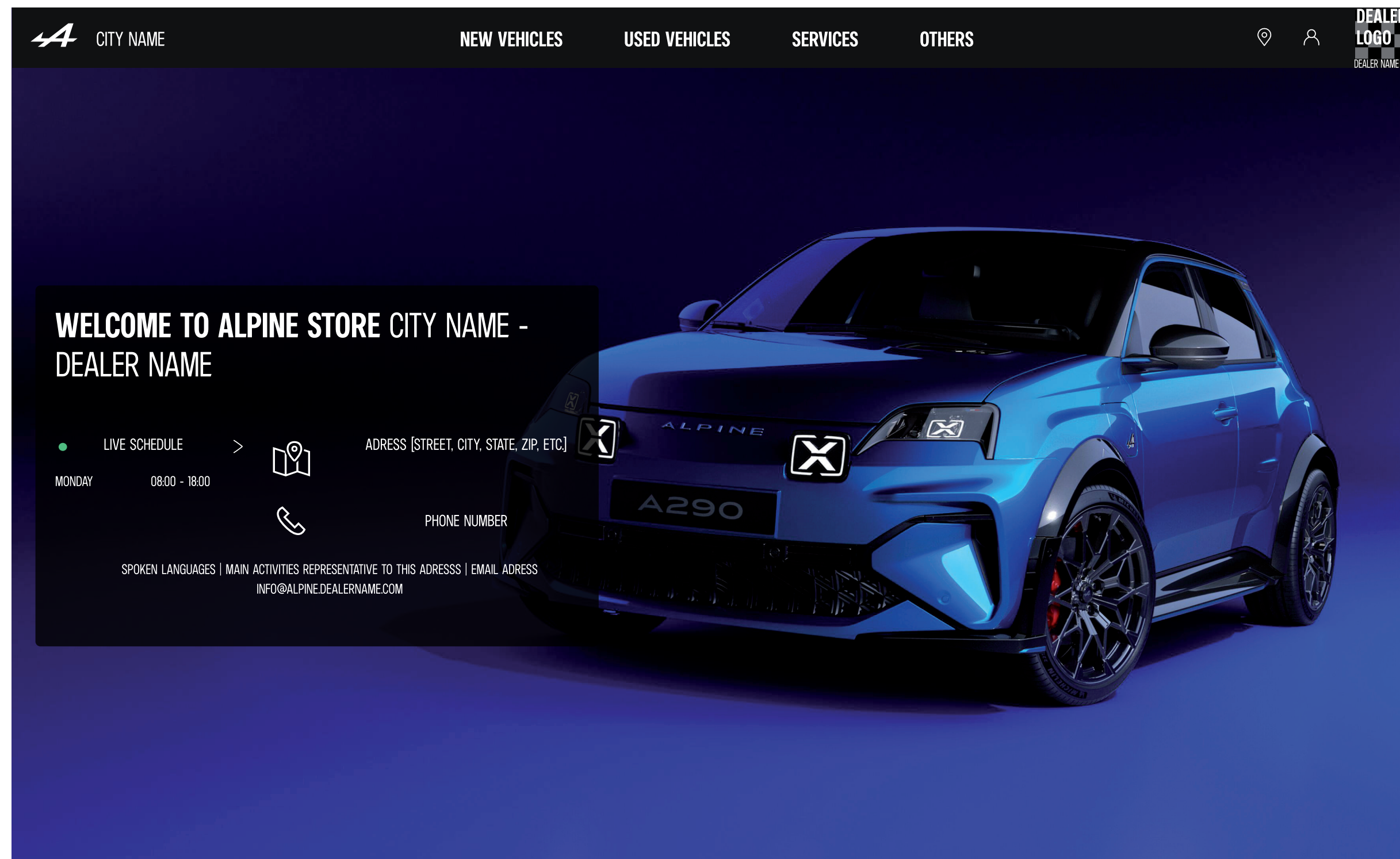
- Black background
- Emblem on the left. For Arabic countries it is allowed to be used on the right.
- City name or city name + location [for dealers with multiple locations in the same city] and the dealer's logo in the opposite side [if case needs it].
- The menu should consist of new vehicles and used vehicles buttons [minimum requirement].
- Optional to have CTA [to corporate website, 3D configurator, etc], contact details highlighted in the main navigation bar as a separate category.

Use the Alpine emblem in the navigation bar as a redirection link to the Alpine + 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.

## GENERAL WEBSITE PRESENTATION

### \_ALPINE ENVIRONMENT - HOMEPAGE: HERO IMAGE



#### HERO IMAGE

Have an overlay text box over the first image as «Welcome» card. If there is a slider of images - the welcome message should be visible only on the first image. It may include details of the dealership [schedule, address, language, etc.] The format, size, and type of image should be consistent with Alpine's guidelines. [\[Chapter 1\]](#)

Avoid overcrowding the hero image section with too many elements.

Use images provided by Alpine or that 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

\_ALPINE ENVIRONMENT - HOMEPAGE: NEW VEHICLES RANGE

NEW VEHICLE RANGE

The new vehicle range must be only Alpine brand cars.  
When accessing the range, visitors should be able to choose the model and then they have to have access only to the vehicle chose.


FOR THE RANGE, IT IS IMPORTANT TO HAVE:

- Only Alpine new vehicles.
- Image, name, 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 spaced out and must have the same size and orientation for consistency purposes.

ALPINE RANGE

A110

A290



ELECTRIC

A290

STARTING FROM XX XXX€


ENERGETIC CLASS A

DISCOVER

ALPINE RANGE

A110

A290




A110

STARTING FROM XX XXX€

ENERGETIC CLASS A

DISCOVER




A110 GT

STARTING FROM XX XXX€

ENERGETIC CLASS A

DISCOVER




A110 S

STARTING FROM XX XXX€

ENERGETIC CLASS A

DISCOVER



A110 R

STARTING FROM XX XXX€

ENERGETIC CLASS A

DISCOVER

note:

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



GENERAL WEBSITE PRESENTATION

\_ALPINE ENVIRONMENT - HOMEPAGE: LIST OF SERVICES - OPTIONAL!

LIST OF SERVICES

If the dealer chooses to display the services offered on the home page.

In this case it is recommended to add the description and details of the services offered within their dealerships, as well as to specify the hourly schedules. Other elements are up to the dealer's choice.

NEW VEHICLES SALES

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."

USED VEHICLES SALES

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."

CUSTOMISATION 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."

FINANCING

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."

# 3.3

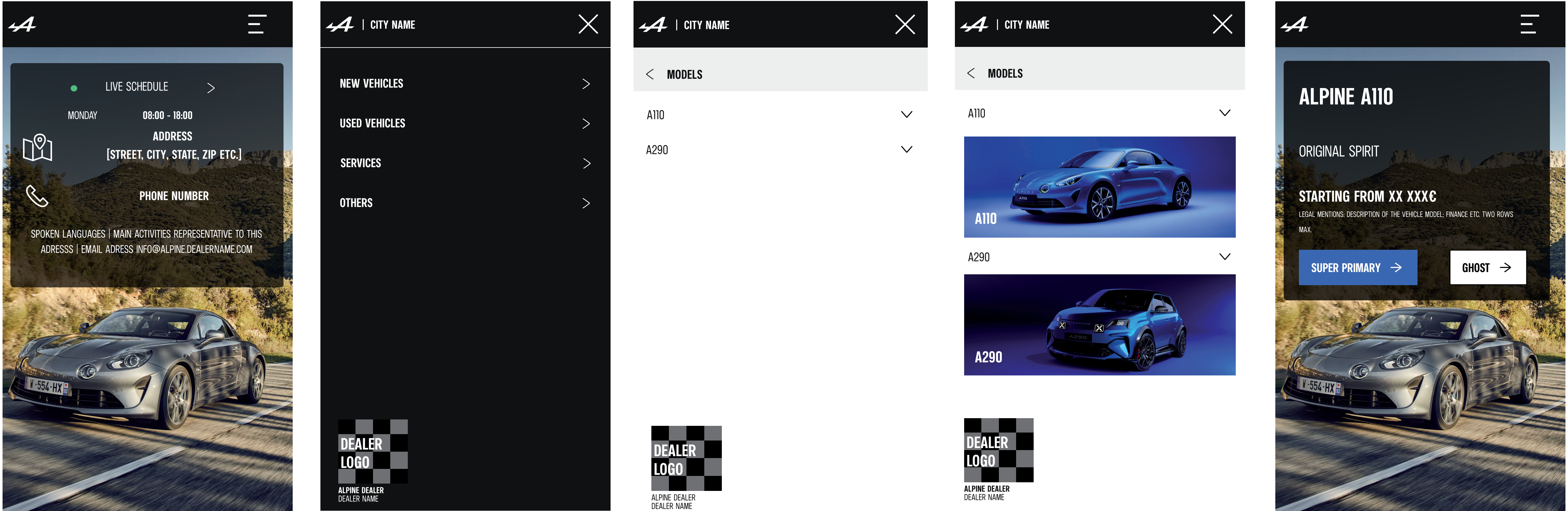
## MOBILE USAGE

- 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**

**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, 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 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 e-Privacy 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 REQUESTED TO:**

- ✓ Have a digital environment for each brand, highlighting all products/services offered by the brand and/or the dealer and the contact [phone number & email], in compliance with the brand's standards.
- ✓ Ensure to apply the specific rules for Alpine [logos, colours, labels, etc.] in the dedicated placeholder.
- ✓ 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 Alpine Corporate site.

**DO NOT:**

- x Use branding elements in 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 Alpine page.

# 4

## ACTIVITIES

- NEW VEHICLES RANGE AND USED VEHICLES PAGE SETUP - TYPE OF CONTENT
- GOOD PRACTICES FOR SERVICES AND CONTACT DISPLAY



# 4.1

## NEW VEHICLES

- NEW VEHICLES PAGE SETUP

ACTIVITIES

**\_NEW VEHICLES**


**RULES FOR GENERAL LAYOUT OF THE NEW VEHICLES RANGE:**

- Display only Alpine cars in the range. No multibrand [not even Renault Group brands] are allowed for display.
- Split the range by cars/models.
- Respect the range car order of vehicles form your local corporate website [alpinecars.country]. The range needs to be updated when cars are changing or new one are launched.
  - For A110: the correct order is the display from entry-level to top-of-the-range.
- Display at least: image, name, price and CTA to car pages [corporate or locally created].
- Car image have to be spaced out and must have the same size and orientation for consultancy purposes.

**ALPINE RANGE**


A110A290

A110




**A110**  
STARTING FROM XX XXX€  
ENERGETIC CLASS A

DISCOVER




**A110 GT**  
STARTING FROM XX XXX€  
ENERGETIC CLASS A

DISCOVER



**A110 S**  
STARTING FROM XX XXX€  
ENERGETIC CLASS A

DISCOVER




**A110 R**  
STARTING FROM XX XXX€  
ENERGETIC CLASS A

DISCOVER

**ALPINE RANGE**

A110A290

A290



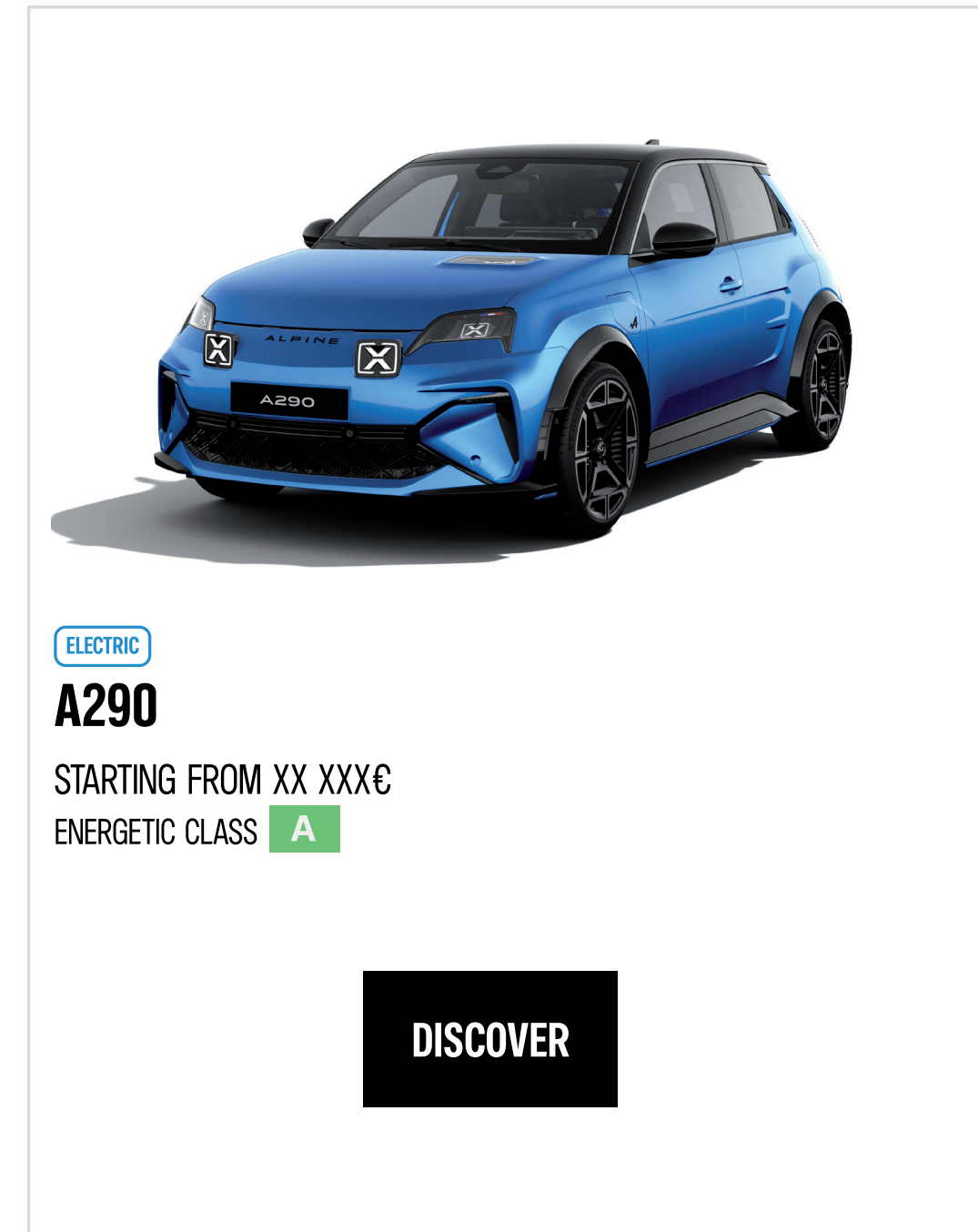
ELECTRIC  
**A290**  
STARTING FROM XX XXX€  
ENERGETIC CLASS A

DISCOVER

## ACTIVITIES

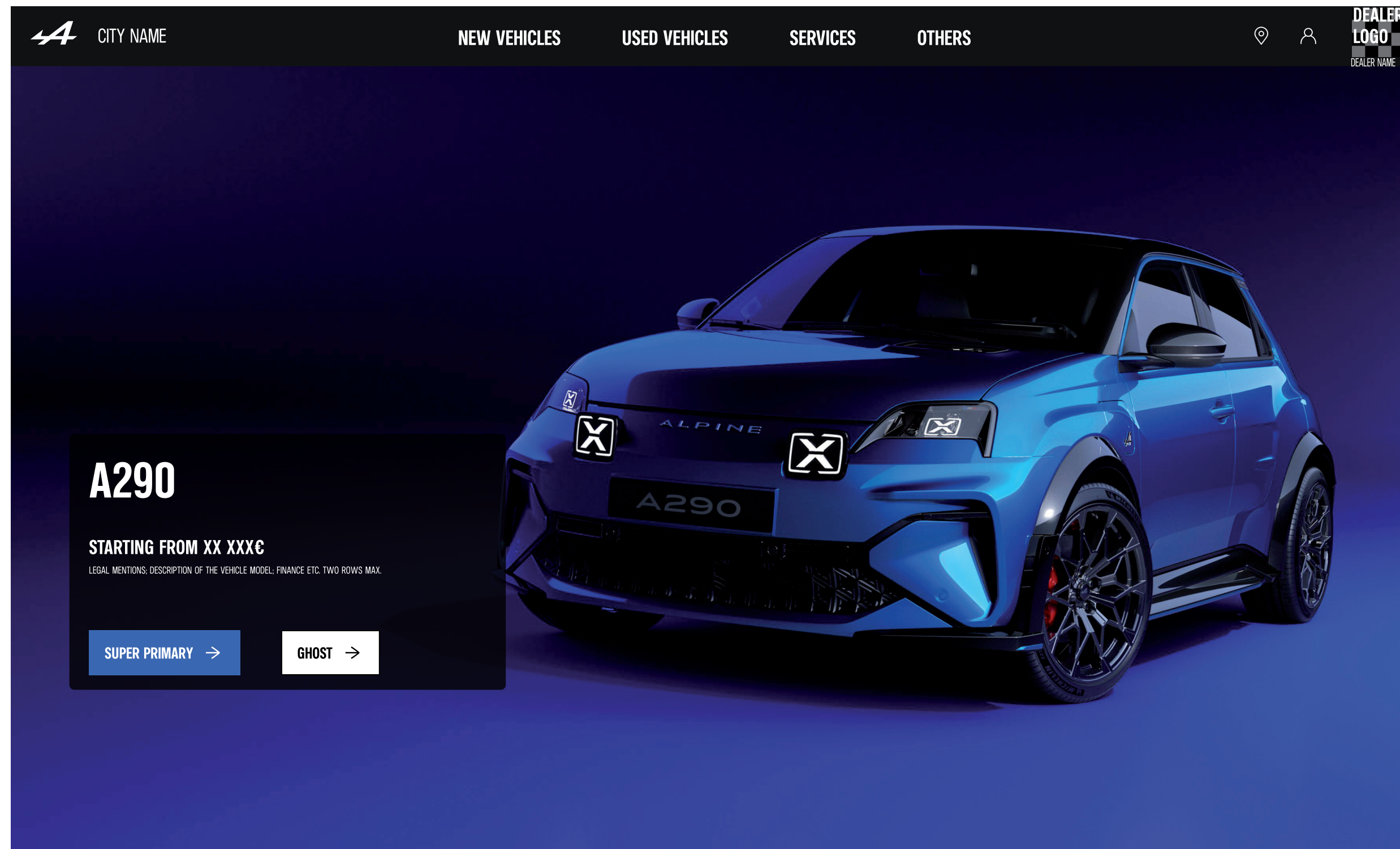
**\_NEW VEHICLES****FOR DETAILS ON THE VEHICLE RANGE:**

- Provide the necessary information for each vehicle [name, price, tags, legal details when necessary].
- Display a starting price and optionally a monthly price payment as per MFS agreement in your local market.
- If you present discount prices, do not cross the old price.
- Clearly mention that the dealership is authorized by Renault Group's brand to sell the vehicle [the website does not sell cars].
- Use CTAs [call to action] to:
  - The local Alpine Corporate website car page - if there is no Alpine car details presentation page on the dealer's website.
  - The Alpine car details page [OPTIONAL] within the dealer's website.
- Do not use redirection CTA to other vehicles [Renault Group and non group brands included].



## 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 Alpine 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.
- Add a submenu with all the pages related to the car page.

# 4.2

## USED VEHICLES

- USED VEHICLES PAGE SETUP
- TYPE OF CONTENT FOR USED VEHICLES INDIVIDUAL PAGE



ACTIVITIES

**\_USED VEHICLES**

FOR THE GENERAL LAYOUT OF THE USED VEHICLES RANGE, IT IS IMPORTANT TO:

- Separate the used vehicles range from the new vehicles range by having it on a different page and path, redirected from the home page or the navigation.
- Use the label provided by the brand: **Alpine Certified**. Do not mix used cars labels: labels from other car companies or from the dealer must not appear on used car pages dedicated to Alpine. If **Alpine Certified** not available in the country, Alpine vehicles could be resold using the renew [and only renew] label.
- 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 Alpine environment.
- For used cars under Alpine certified label please make sure you respect the branding elements [for branding elements refer to your local marketing 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.
- Use real images of the vehicle.
- For consistency, please have the photos taken in the same manner.
- UC plates should be Certified / renew [if Certified not available] only.
- The inventory should be updated as soon as a vehicle is sold.



ALPINE - A110  
1.8T 252 CH  
03/2022 | 4 000 KM

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%. TOTAL AMOUNT DUE: €XXXXXXX

ALPINE STORE LOCATION

PRIMARY LINK



ALPINE - A110  
1.8T 252 CH  
03/2022 | 4 000 KM

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%. TOTAL AMOUNT DUE: €XXXXXXX

ALPINE STORE LOCATION

PRIMARY LINK



ALPINE - A110  
S - A110 1.8T 300 CH  
05/2024 | 5 999 KM

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%. TOTAL AMOUNT DUE: €XXXXXXX

ALPINE STORE LOCATION

PRIMARY LINK



ALPINE - A110  
GT - A110 1.8T 300 CH  
06/2024 | 4 000 KM

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%. TOTAL AMOUNT DUE: €XXXXXXX

ALPINE STORE LOCATION

PRIMARY LINK



ALPINE - A110  
R - A110 1.8T 300 CH  
12/2022 | 6 400 KM

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%. TOTAL AMOUNT DUE: €XXXXXXX

ALPINE STORE LOCATION

PRIMARY LINK

ACTIVITIES

**\_USED VEHICLES**

FOR THE GENERAL LAYOUT OF THE USED VEHICLES RANGE, IT IS IMPORTANT TO:

- Display the model's name, 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].
- Make sure all photos must be real images covering the vehicle inside and outside in a carousel element. Use only quality and professional images in a consistent way for all stock vehicles: No other vehicles around, people, feet, hands or shadow from photo taker. Exterior and interior should be displayed. All vehicles should be completely clean outside and inside.
- Showing all details regarding a vehicle in a 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 sur it is in accordance with the financial agreement in your local area [only financing offers from MFS should be displayed].
- All offer / information on a UC should be matching the UCI [Used Car Inventory] available on official Alpinecars website [when available].



**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.

**ALPINE A110**  
18 252 CH

CERTIFIED GARANTIE 24 MOIS

4000 KM 03/2022 ESSENCE AUTOMATIQUE

**XX XXX € TTC**  
**XXX € /MONTH**

DETAILS ABOUT THE PRICE/LOAN FINANCE ETC.  
FOR A LOAN OF: €XXXXXX, I.E. €XXXXX OVER 60 MONTHS APR FIXED AT X%  
TOTAL AMOUNT DUE: €XXXXXXX

**ALPINE STORE + CITY/LOCATION**  
PHONE NUMBER/CONTACT CTA

PRIMARY CTA

CARACTÉRISTIQUES

- |  |                                  |
|--|----------------------------------|
| ① ANNÉE: 2022                            | ① PUISSANCE FISCALE [CV]: 15     |
| ① COULEUR: GRIS                          | ① PUISSANCE DIN [CH/KW]: 252/185 |
| ① TYPE DE CARROSSERIE: COUPÉ - CABRIOLET | ① ÉMISSION DE CO2: 153           |
| ① KILOMÉTRAGE: 4 000                     | ① CAPACITÉ DU COFFRE [L]: 1798   |
| ① ENERGIE: ESSENCE                       | ① N° ANNONCE: XXXXXXXXXXXXX      |
| ① MODÈLE: 1.8T 252 CH                    |                                  |
| ① NOMBRE DE PORTES: 2                    |                                  |
| ① NOMBRE DE PLACES: 2                    |                                  |
| ① TRANSMISSION: AUTOMATIQUE              |                                  |

EQUIPEMENTS

- |                           |  |
|---------------------------|--|
| 4 PROJECTEURS AV A LED    | ETRIERS DE FREIN COULEUR ANTHRACITE    |
| CHASSIS NORMAL            | SPORT CUIR/DINAMICA SURPIQUE GRISE     |
| KIT ANTI-CREVAISON        | SIÈGES BACQUETS SABELT                 |
| SYSTÈME DE FREINAGE 296MM | CUIR / DINAMICA AVEC SURPIQÛRES GRISES |

OPTIONS

- |   |                                      |
|---|--------------------------------------|
| ROUES 18"                                   | ETRIERS DE FREIN COULEUR BLEU ALPINE |
| LOGO ALPINE SUR LES AILES AV                | SYSTÈME AUDIO FOCAL                  |
| PACK ÉCHAPPEMENT SPORT                      | LOGO AU CENTRE DU VOLANT BLEU ALPINE |
| SYSTÈME DE FREINAGE HAUTE-PERFORMANCE 320MM | SURPIQÛRES CONTRASTANTES BLEU ALPINE |
| SYSTÈME ALPINE TÉLÉMETRICS                  | JANTES SÉRAC 18"                     |
| AIDE AU STATIONNEMENT AV AR                 | TAPIS DE SOL AVEC LOGO ALPINE        |
| CAMÉRA DE RECUL                             |                                      |



# 4.3

## SERVICES, FINANCE & CONTACT

- TYPE OF SERVICES
- HOW TO DISPLAY FINANCE INFORMATION AND CONTACT INFORMATION

ACTIVITIES

**\_SERVICES, FINANCE & CONTACT**

<p><b>NEW VEHICLES SALES</b> ⓘ</p> <p>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."</p>	<p><b>USED VEHICLES SALES</b> ⓘ</p> <p>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."</p>	<p><b>CUSTOMISATION WORKSHOP</b> ⓘ</p> <p>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."</p>
	<p><b>FINANCING</b> ⓘ</p> <p>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."</p>	

**FOR THE ACTIVITIES 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 Alpine.
- 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 in a clear manner over the homepage and other pages.
- To avoid multibrand activities presented in a brand dedicated homepage 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 : Contact information and opening hours for all of them.

## ACTIVITIES

### **\_ACTIVITIES**

#### **IT IS REQUESTED 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.
- ✓ To optimise marketing costs, it is important to coordinate with the subsidiary's marketing teams.

#### **DO NOT:**

- × Have a multibrand main menu or CTA on the home page of the Dealer website that redirects to other brands of the dealerships.
- × When looking for services and activities, to redirect to multi-brand section.
- × Send out Alpine newsletters with multibrand content.
- × Having other brands in the new vehicles range that are not Alpine.
- × Display other used car labels [from another manufacturer or dealer group].
- × Displaying false information about a vehicle.
- × Using strike prices or other labels to showcase a price that is discounted.
- × Editing images for social media posts that are not Alpine approved or are not professional taken.
- × Overcrowding an image with non Alpine 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

### 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 Alpine 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:

- 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: **ALPINE STORE + CITY**

#### 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: Alpine dealer.

ADDITIONAL CATEGORIES: Choose only those that are the most appropriate for your site's activity [max. 9 additional categories]. the list of categories is constantly changing. It needs to be checked frequently.

- Examples: Vehicle repairs, used car activity, car service, car finance and loans company, etc.

#### OPENING HOURS

Please ensure that the opening hours on the GBP are the same as those published on the dealership's website. These times must 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 [named "Special Hours" in Google]



### Alpine Store City name - Dealer group

Website

Directions

Save

Call

4.9 ★★★★★ (1.2K)  
Alpine Dealer in City name, Country

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

**Address:** address

**Hours:** Closed · Opens 8:50 AM

**Phone:** phone number

**Appointments:** alpine.dealername.com

[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**

**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 ne 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.

If there are photos showing a poor image of the dealer site, make them less visible by publishing new photos.

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

- **COVER PHOTO:** add an exterior photo of the dealership. This must be qualitative and representative of the dealership, highlighting the brand.
- **ADDITIONAL PHOTOS:**
  - Minimum 1 interior photo of the showroom.
  - Product photo: display only vehicles from the brand on sales.

**REMEMBER THAT:**

- All photos must be compliant with the GBP display restrictions and Google’s guidelines.
- Do not upload screenshots, GIF., manually create image 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.

Check photos taken by other users - if there are any inappropriate or irrelevant photos, make them less visible by publishing new ones or by reporting them to Google.

**TO IMPROVE THE CONSISTENCY OF THE CUSTOMER JOURNEY AND LEAD MANAGEMENT, USE CTAs WITH CORRECT LINKS:**

- CTAs leading to website:
  - It must lead to the Alpine specific user path in line with digital standards.
  - Use a redirecting link corresponding to the Alpine + city page. [Not to the group’s multibrand website or environment of another city / brand].

**Note:**

Please note that a video of the 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].



Alpine Store City name - Dealer group

Website

Directions

Save

Call

4.9 ★★★★★ (1.2K)

Alpine Dealer in City name, Country

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

**Address:** address

**Hours:** Closed · Opens 8:50 AM

**Phone:** phone number

**Appointments:** alpine.dealername.com

[Suggest an edit](#)

Questions & answers

Ask a questions

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

Reviews

Write a review

Add a photo

[1,258 Google reviews](#)

# 5.2

## REVIEWS AND Q&As


- HOW TO PROPERLY SECURE THE REVIEWS AND Q&A OF A GBP ACCOUNT

E-REPUTATION

# \_REVIEWS AND Q&As


Reviews

Reviews aren't verified ⓘ

 Google

4.6/5

30 reviews

 Create your FR...


5/5

4 reviews

+ Add a review

S

Stuart Dickens


Review from 

5/5 · 4 weeks ago

Collected our awesome Fire Orange Alpine A110 S today from Robert at Alpine London. Robert delivered an outstanding customer experience from enquiry through to...[More](#)

F

F ano

Review from 


5/5 · 2 weeks ago

NEW

Robert goes above and beyond to ensure the client is happy. Robert was the second colleague from Alpine that I engaged with and the level of confidence and...[More](#)

C

Create your FREE Business Listing Today reviewer

Review from 

5/5

The team were great to deal with, no pressure selling and I feel like a partner rather than a client.

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 to reviews, please revise the commercial methods document “How to manage dealer e-reputation”.
- Debrief and store solutions if they occur many times.

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.

note

The rules and regulation for Reviews and Q&As are applicable for social media as well.

4

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# 6

## SOCIAL MEDIA

- MINIMUM GUIDANCE AND RULES ON SOCIAL MEDIA MANAGEMENT AND USEFUL TIPS ON COMMUNICATION



# 6.1

## COMMUNICATION RULES

- INFORMATION AND GUIDANCE ON HOW TO COMMUNICATE ON DIFFERENT PLATFORMS

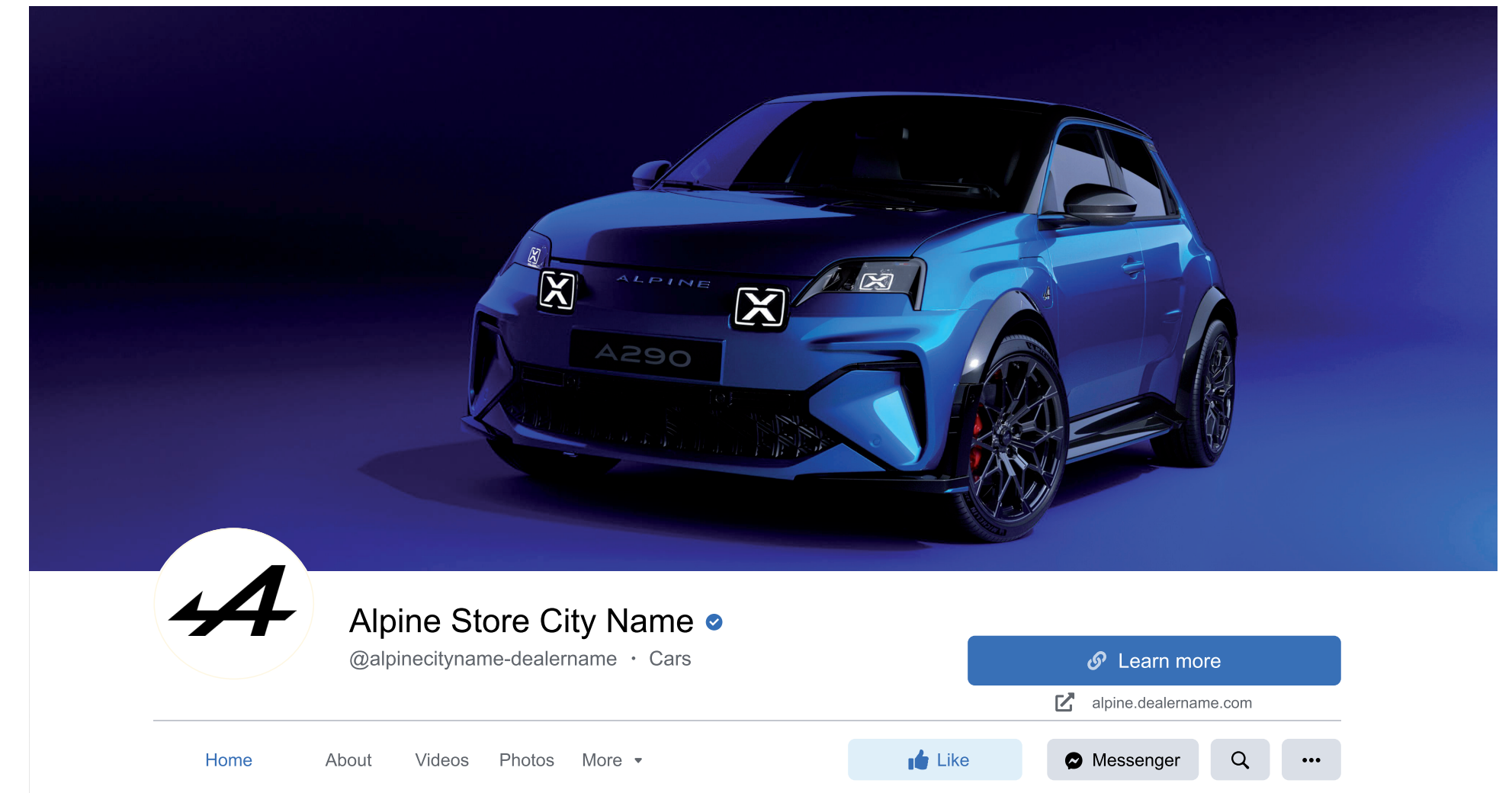
## SOCIAL MEDIA

**\_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:

**ALPINE STORE + city name**

- Respect all corporate guides on social media. For more details, contact the alpine social media team.
- Do not mix brands within the same publication. The page is fully dedicated to alpine publications.
- Respect the editing calendar provided by corporate - do not publish before car reveals etc.
- Use only Alpine emblem, Alpine proto-type and colors provided by the brand.
- Use images provided by the social media team when the post is about vehicles. For other type of post, local pictures/videos can be used – do not use car pictures in random places, respect the philosophy of the brand.
- Do not edit, modify official assets, except for legal issues.
- Use only qualitative and up-to-date visuals. Import them in the best resolution.
- Update your opening hours when it is needed
- For reviews and Q&As please refer to [chapter 5.2](#).





# RESOURCES & ANNEX

## RESOURCES & ANNEX

# \_RESOURCES & ANNEX

## LINKS AND RESOURCES

**TYPOGRAPHY:** <https://brandhub.alpinecars.com/document/19#/alpine-cars/core-elements/typefaces-1>

**COLOURS:** <https://brandhub.alpinecars.com/document/19#/alpine-cars/core-elements/colors>

**LOGOS :** <https://brandhub.alpinecars.com/document/19#/alpine-cars/core-elements/logotype>

**EMBLEM:** <https://brandhub.alpinecars.com/document/19#/alpine-cars/core-elements/emblem>

**ICONS:** <https://brandhub.alpinecars.com/document/19#/digital/icons>

### STATIONERY AND OFFICE TOOLS:

**MAIL SIGNATURE:** <https://brandhub.alpinecars.com/document/19#/stationery-office-tools/office-tools/mail-signature>

**CRM:** <https://brandhub.alpinecars.com/document/19#/digital/crm>

## DISCLAIMERS AND USAGE

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

Design resources: Alpine BrandHub

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. 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.