

renault Clio area

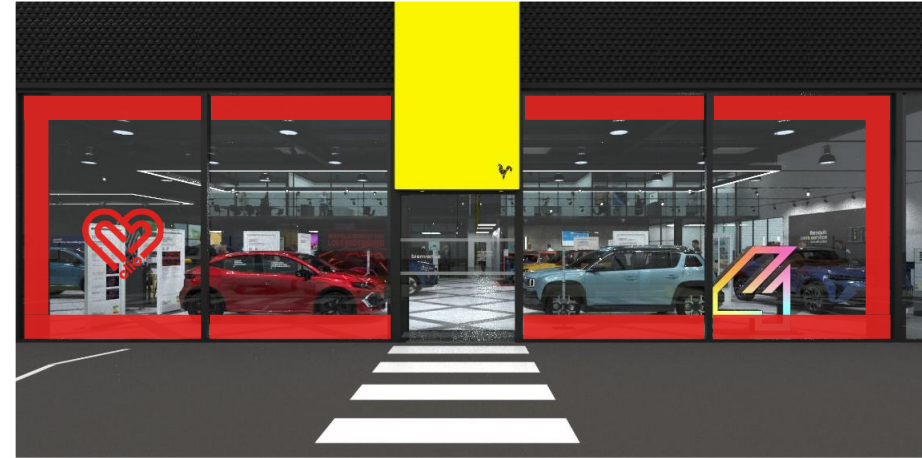
renault retail architecture

V3e

renault clio launch area

window graphics

- clio heart
- "cliorama" or "new clio" wordmark
- decorative border
- ⊕ mandatory for all site featuring the Renault Clio



POSM on the event area

- 3 kakemonos (or 2 for small dealers)
- 2x2 frame
- price product display
- *no accessorie showcase*
- *no emblem totem*
- ⊕ mandatory for main R1



renault clio – window graphics

window graphics

- mandatory for all sites featuring the Renault Clio

stickers elements

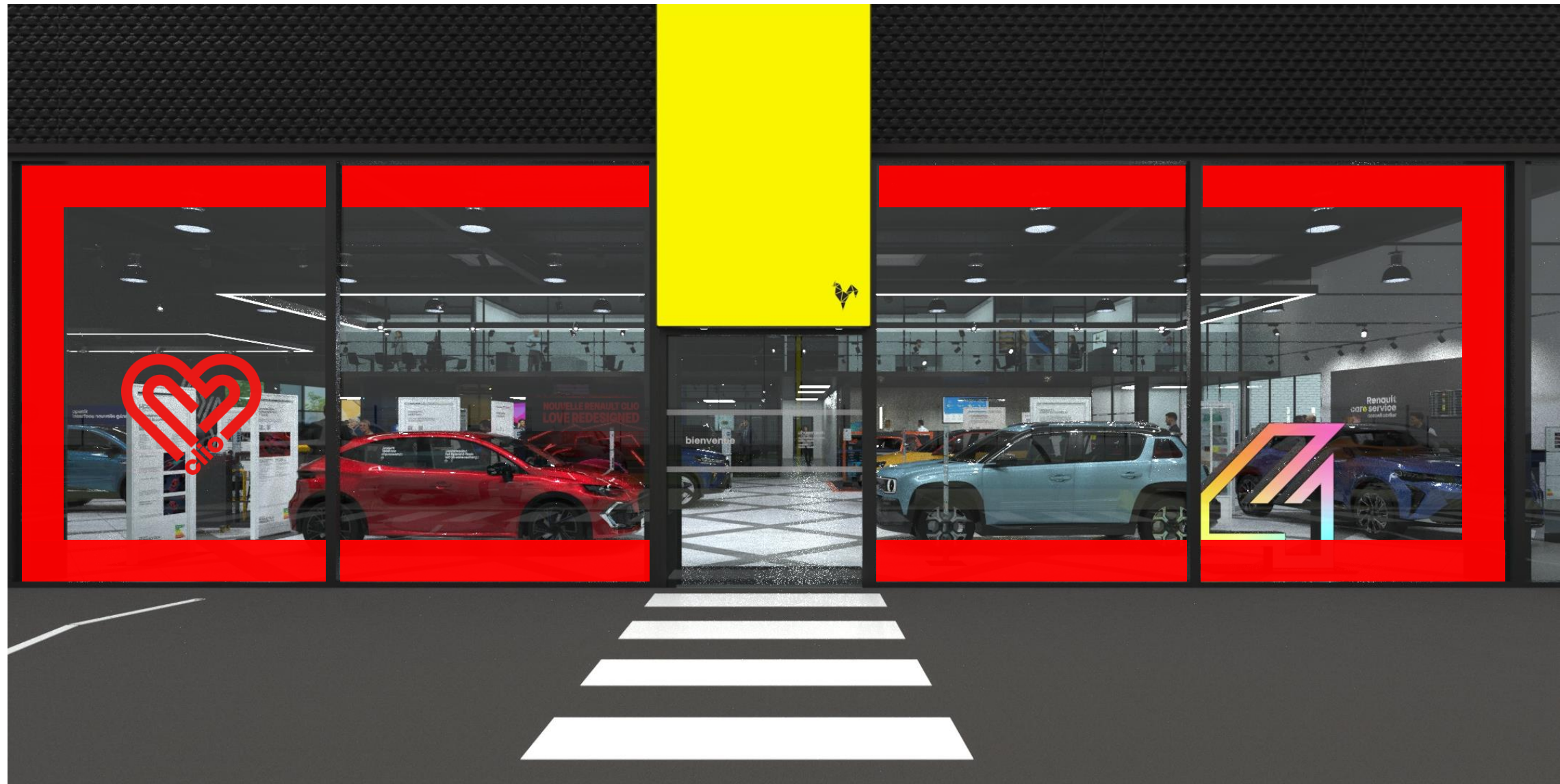
- clio heart
- decorative border

materials & recommendations

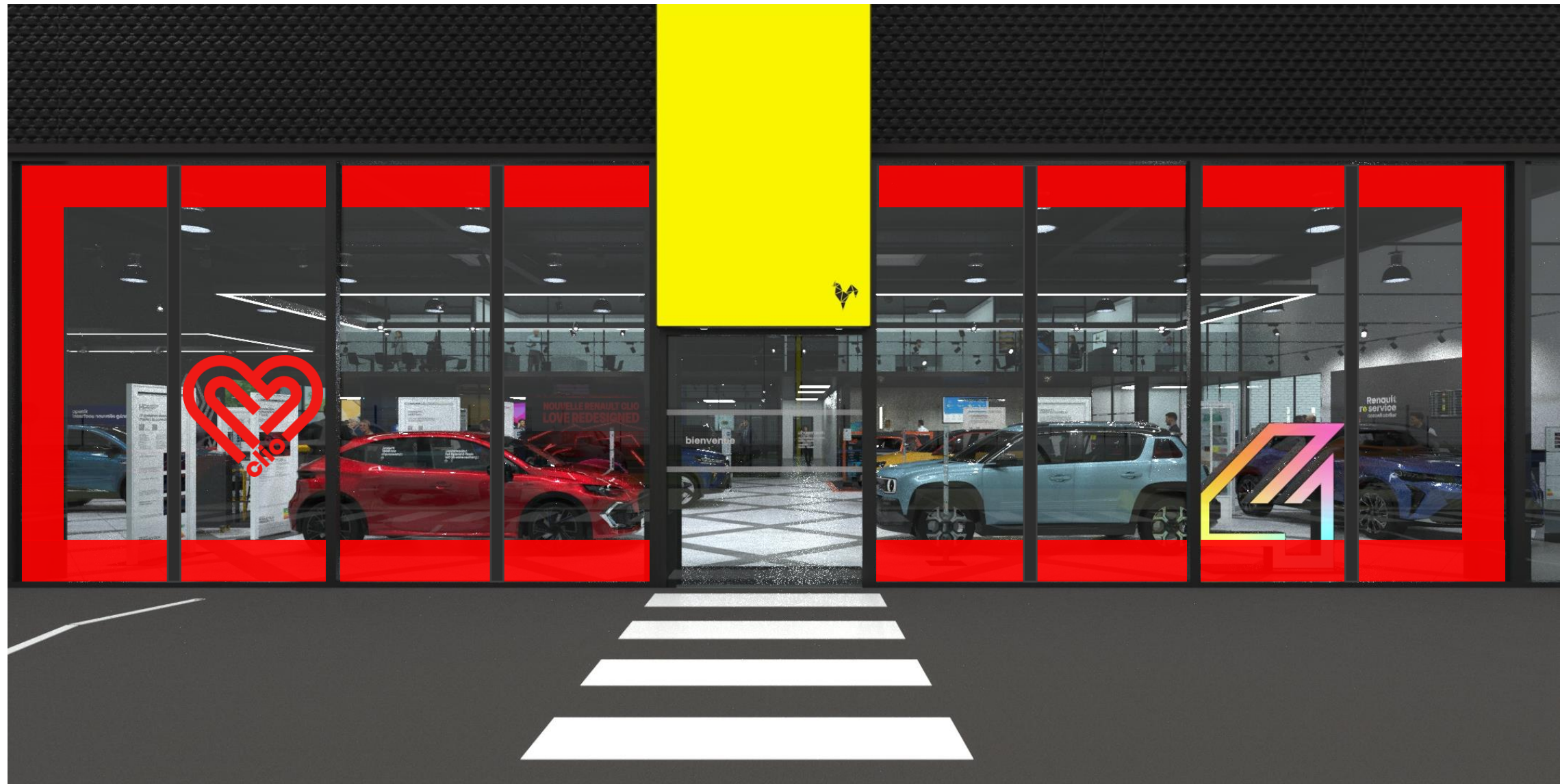
- artwork exe file available (.ai format)
- recommended printing: print-then-cut on removable monomeric vinyl with matte lamination (using application tape)
- recommended kit contents: Clio heart stickers + 32 meters of red border fillet



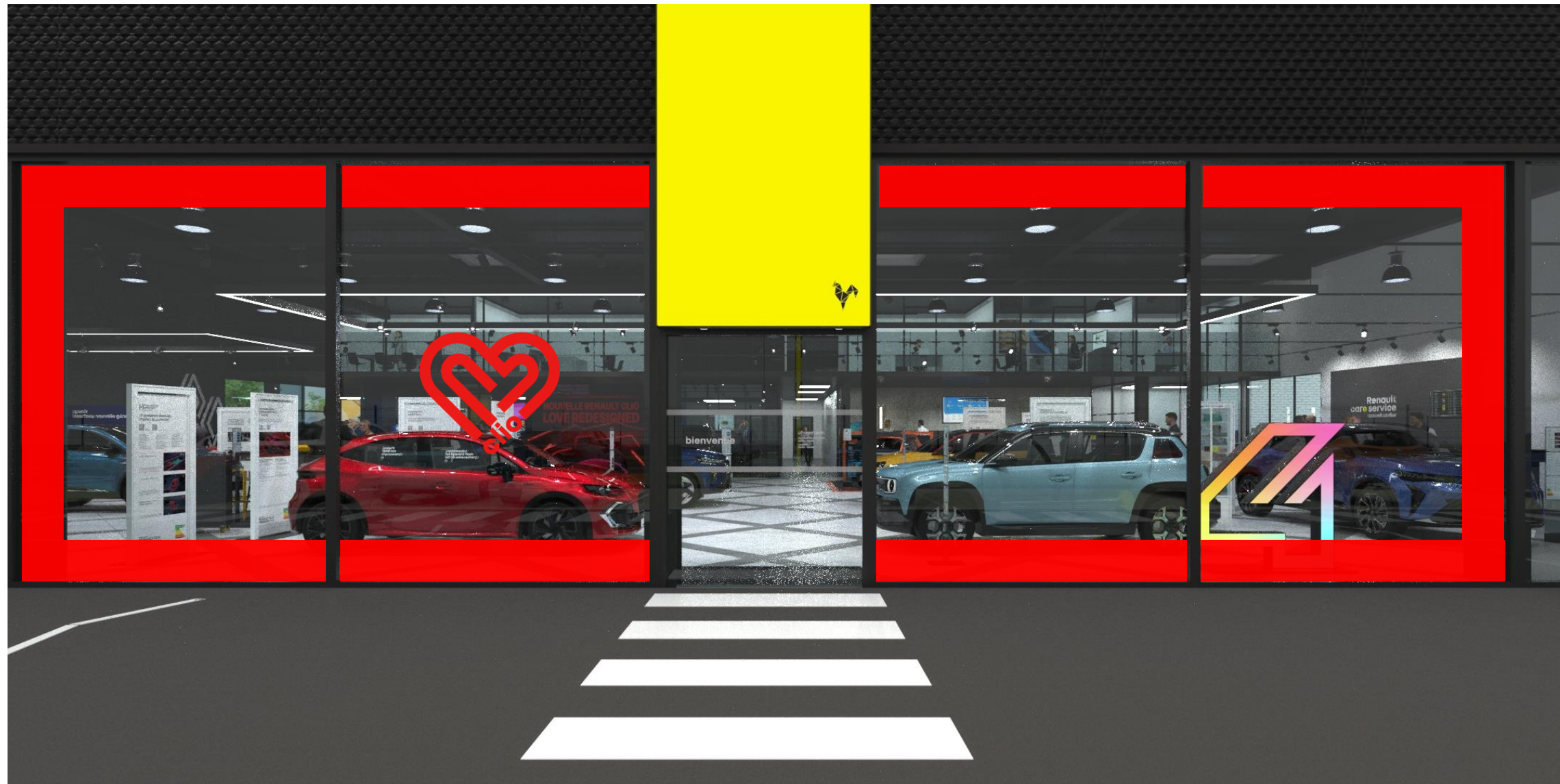
renault clio – window graphics



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positioning:

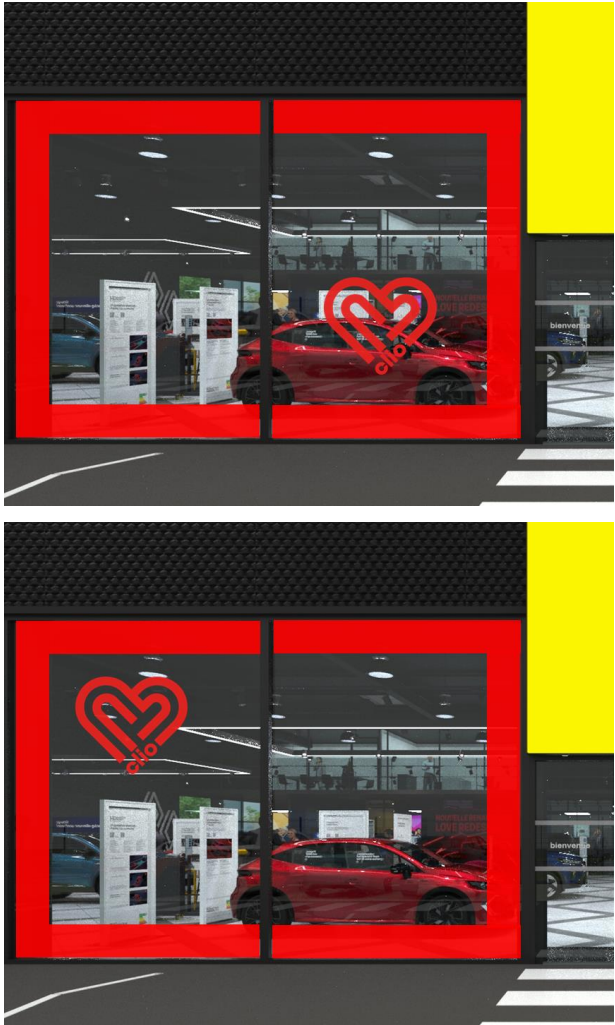
- heart should be with the centre at ~1,56 m from the ground. (so the bottom of the heart is at 1 m from the ground)
- heart is centred horizontally on the windows

renault clio – window graphics

possibility to put the heart on the center of the vehicle, but should be level up



don't:



renault clio - area elements

Renault Clio POSM on the event area

- 3 kakemonos (or 2 for small dealers)
- 2x2 frame
- price product display
- *no accessories showcase*
- *no emblem totem*

Renault 4, posm to keep:

- 4 emblem totem or 2x2
- 1 kakemono
- accessories display

Renault 5, posm to keep:

- 5 emblem totem or 2x2
- 1 kakemono
- accessories display (if no Renault 4)



renault clio – area implementation

Renault Clio should be on the event area

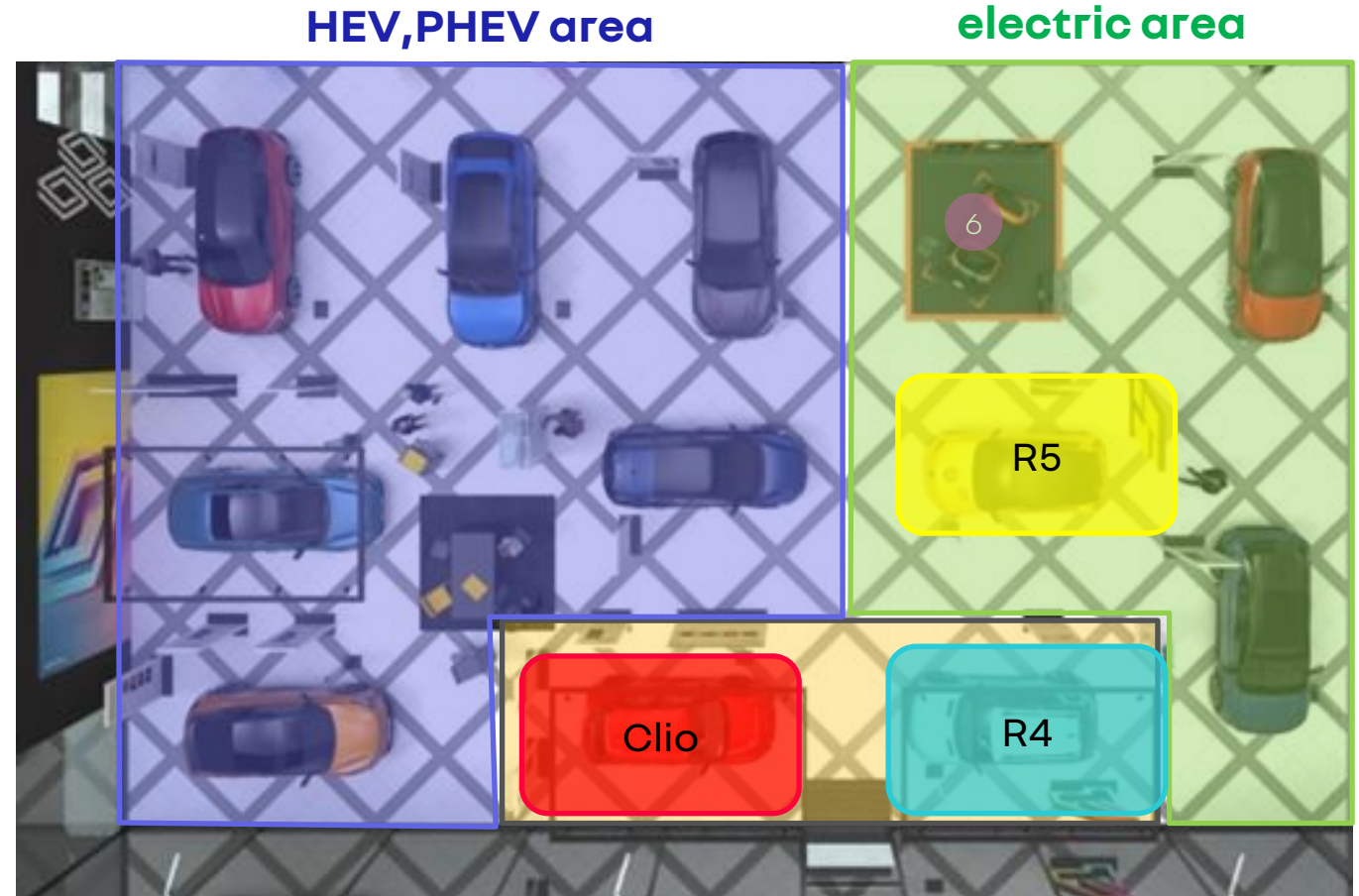
- vehicle visible near the entrance
- visible from the exterior, next to the windows

event area priority (depending vehicle launch plan)

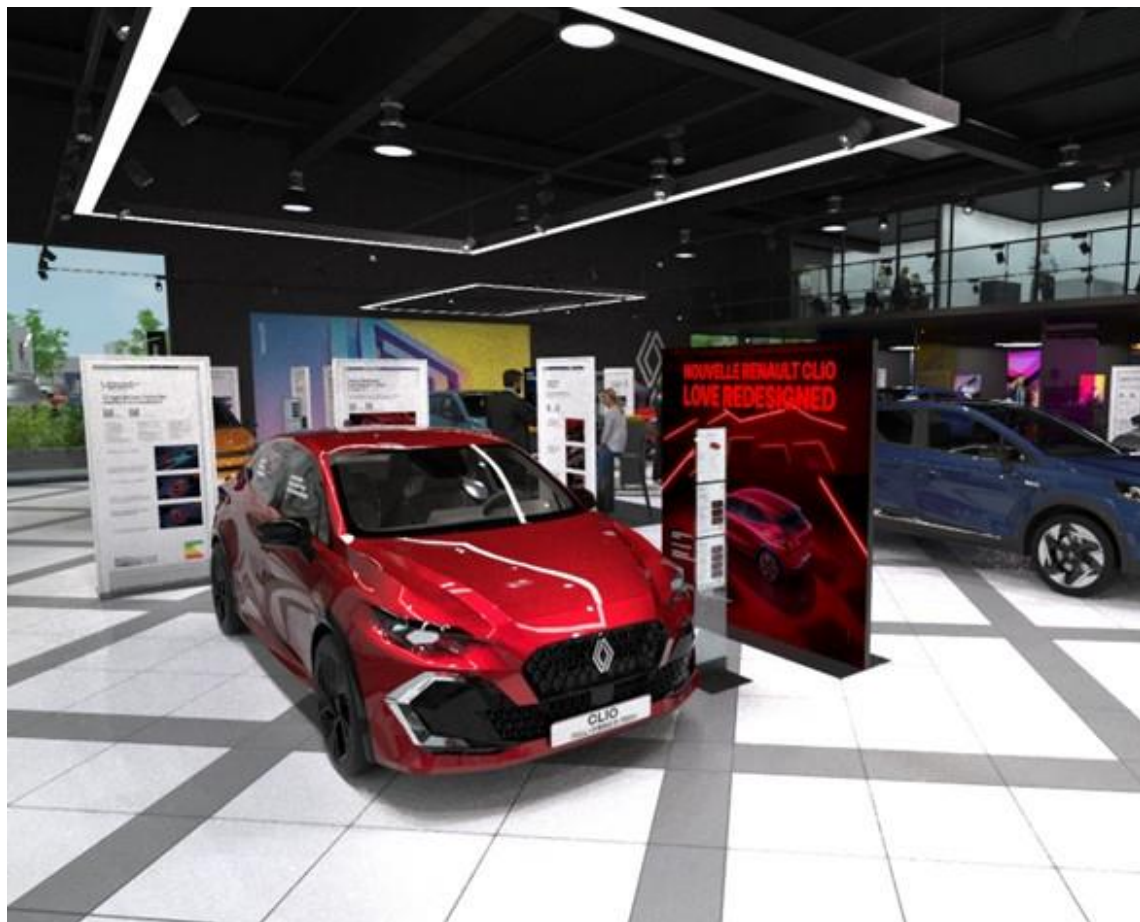
1. Clio
2. Renault 4
3. Renault 5

please, respect the zoning:

- Clio: in the EV,PHEV or ICE side
- Renault 4 and Renault 5: in the e-tech electric side



renault clio – area implementation



renault clio – area implementation

variant depending from the infrastructure



renault clio – area implementation

