

Renault Store - Technical specifications

Pre-signage



RENAULT
Passion for life



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Services Pre-signage

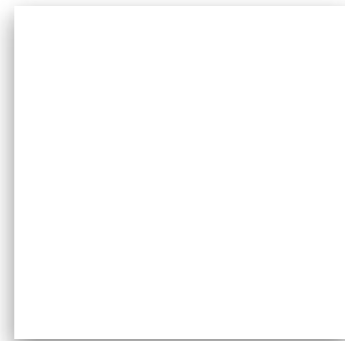
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Corporate pre-signage

Colours & materials



RAL 9003 satin white
- Lacquered aluminium



Pantone 7408 EC yellow
- Marking satin or matt



Pantone 426 EC grey
- Marking satin or matt

Typeface
Renault Life

Roadside

Principe

Pre-signage has been updated:

- change of type face
- introduction of the 2D brand logo

The signs opposite can be used by all types of sales points:

- Subsidiaries and Dealerships
- Agencies and Relays.

Reproduction

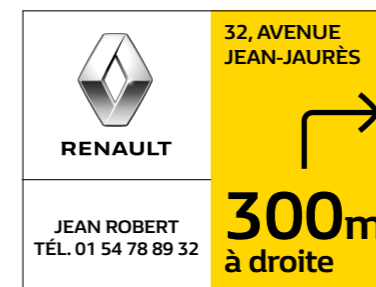
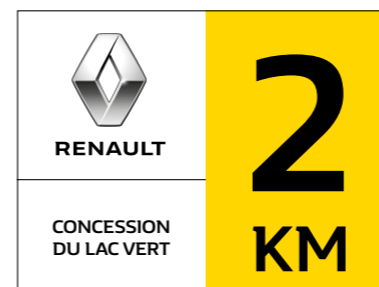
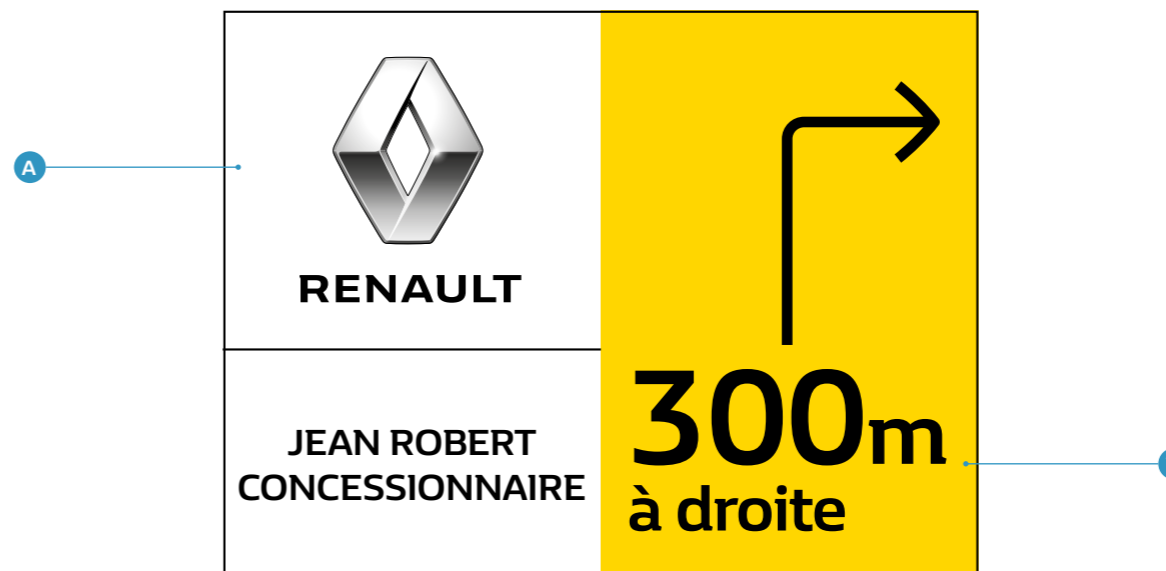
An EPS format computer file is available and the vectors can be read with adapted software like Ai. Special attention should be devoted to respect for colours (four colour reproduction of Pantone 7408 C yellow and 426 C grey shades).

Key

- A** Invariant common part
- B** Variable part
- C** Examples of customisation for the variable part

Note

Dimensions are expressed in mm.
All colours are 40% gloss satin finish.
The panel is made of a single part.



Roadside 1,5 x 1 m - Example 1

Principle

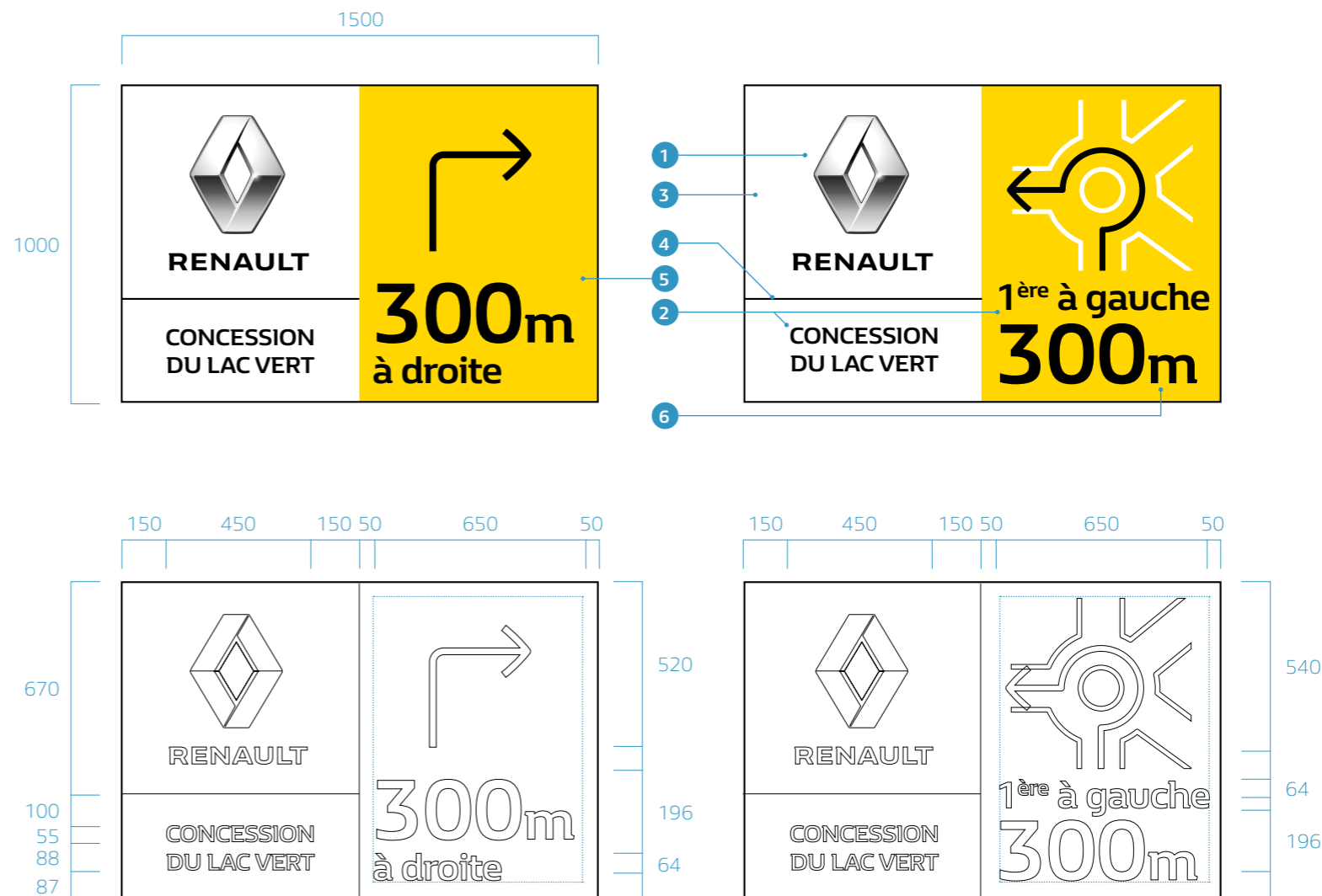
The content of the pre-signage panels can use various references:

- sales point name
- distance
- road intersection map
- address, etc.

Key

- 2D brand logo
- Lettering
Pantone 426 EC grey
Type face Renault Life Bold,
- White Alucobon panel thickness 4 mm
- Pantone 426 EC grey
width 6 mm
- Area of text or drawing
- Directional information

Note
The panel is made of a single part.



Roadside 1,5 x 1 m - Example 2

Principle

The content of the pre-signage panels can use

various references:

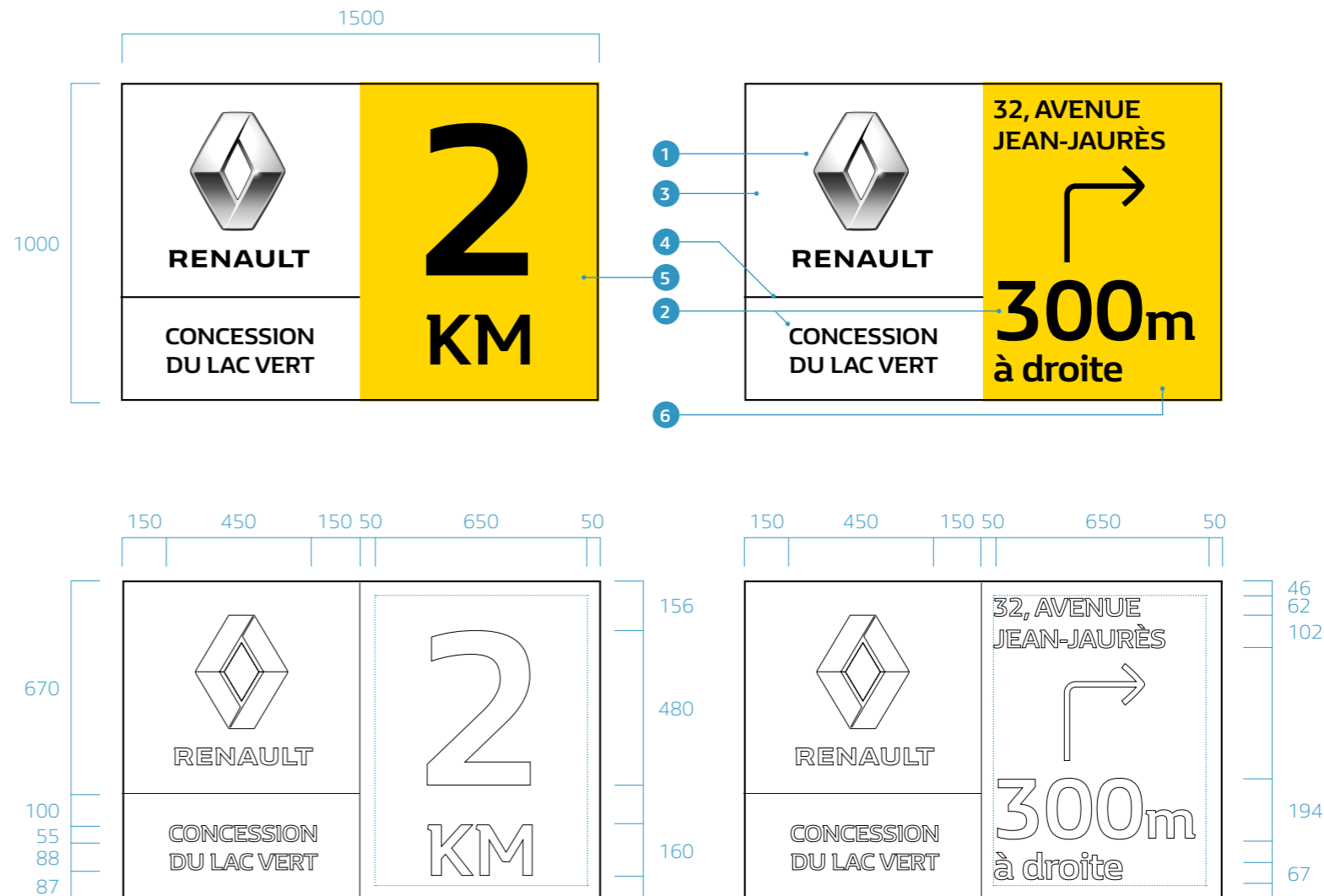
- sales point name
- distance
- road intersection map > address, etc.

Key

- 2D brand logo
- Lettering
Pantone 426 EC grey
Type face Renault Life Bold,
- White Alucobon panel thickness 4 mm
- Background in Pantone 7408 EC yellow
- Area of text or drawing
- Directional information Pantone 427 C grey adhesive

Note

The panel is made of a single part.



Bus shelter

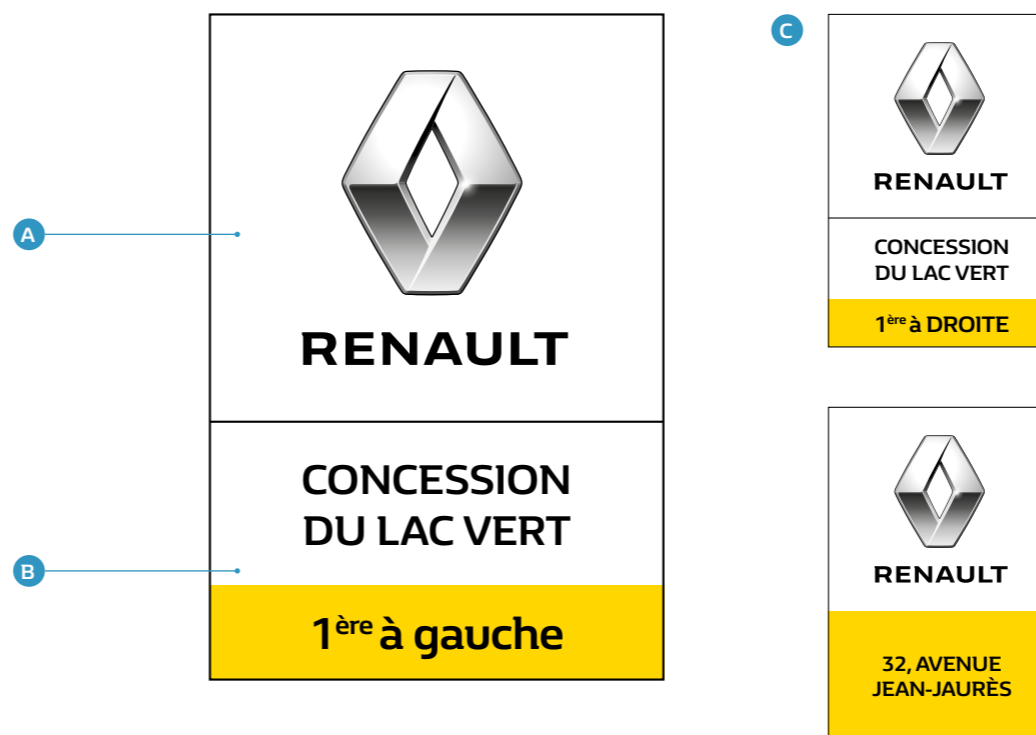
Principle

Pre-signage panels can use various standardised vertical formats including the bus shelter format shown opposite.

Key

- A** Invariable common part
- B** Variable part
- C** Examples

Note
The panel is made of a single part.



Bus shelter 1,8 x 1,2 M - Examples

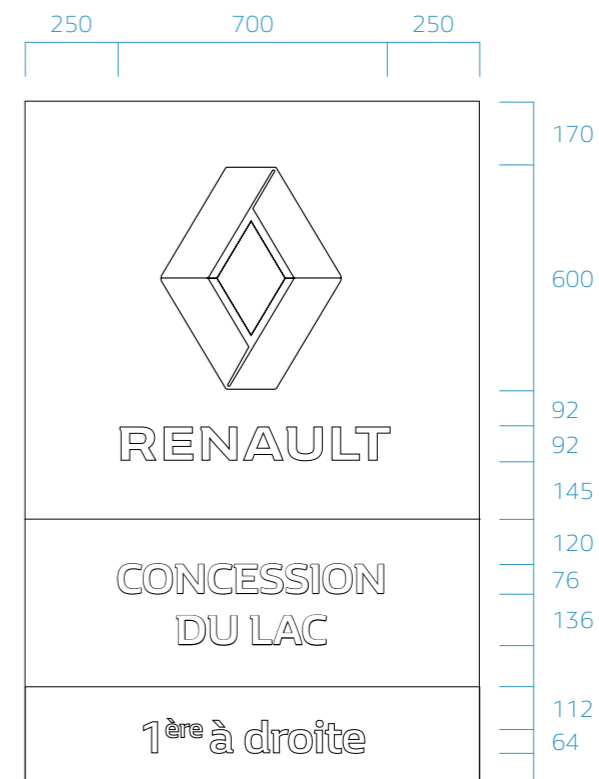
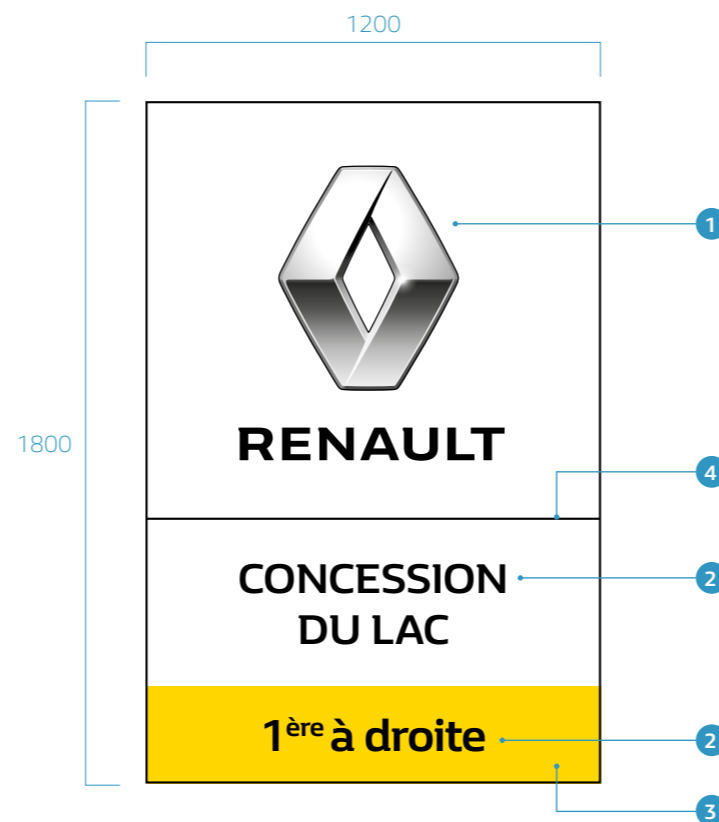
Principle

The content of the pre-signage panels can use various references:

- sales point name
- distance
- road intersection map
- address, etc.

Key

- ① 2D brand logo
- ② Lettering
Pantone 426 EC grey
Type face Renault Life Bold,
- ③ White Alucobon panel thickness 4 mm
- ④ Pantone 426 EC grey width 6 mm
- ⑤ Area of text or drawing



Nota

Le panneau est réalisé en une seule pièce.

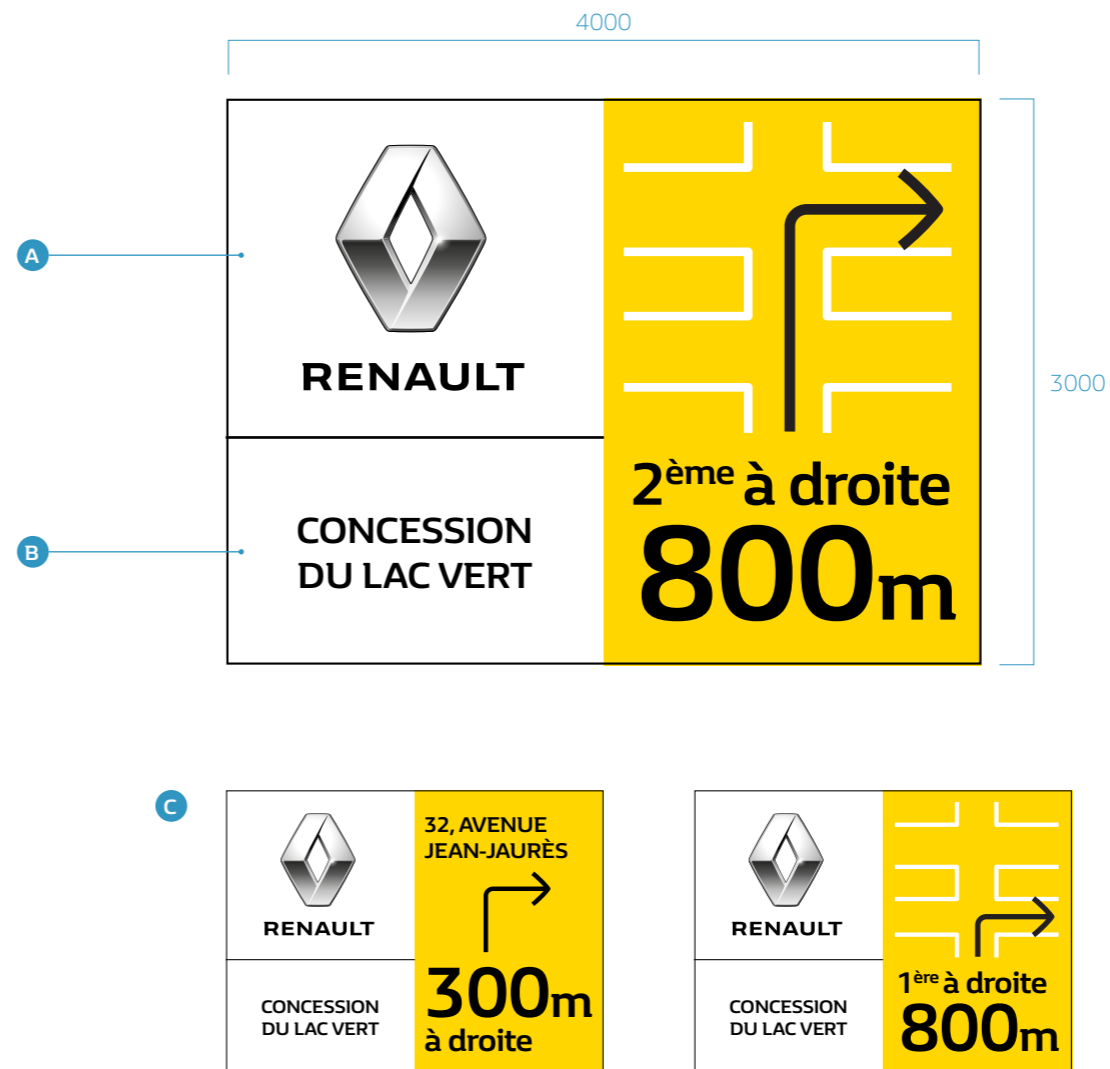
Panel

Principle

Pre-signage panels can use various standardised horizontal formats including the 4 x 3 format shown opposite. The panel used will be a standard off-the-shelf product.

Key

- A** Invariable common part
- B** Variable part
- C** Examples



Panel 4 x 3 M - Example

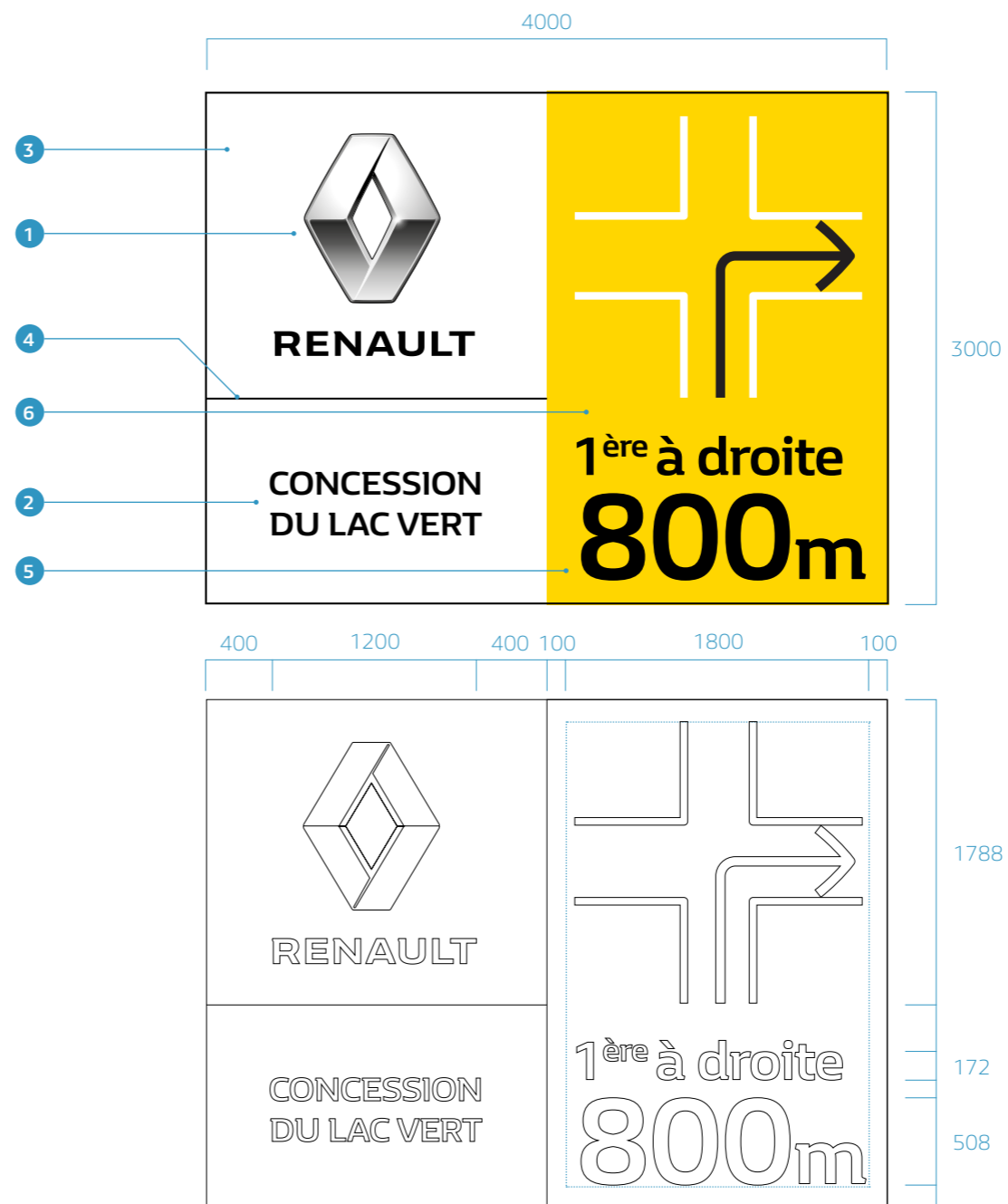
Principle

The content of the pre-signage panels can use various references:

- sales point name
- distance
- road intersection map
- address, etc.

Key

- 1 2D brand logo
- 2 Lettering Pantone 426 EC grey
Type face Renault Life Bold
- 3 White Alucobon panel thickness 4 mm
- 4 Line Pantone 426 EC grey width 10 mm
- 5 Area of text or drawing
- 6 Directional information Pantone 426 EC grey



Panel 4 x 3 M - Example

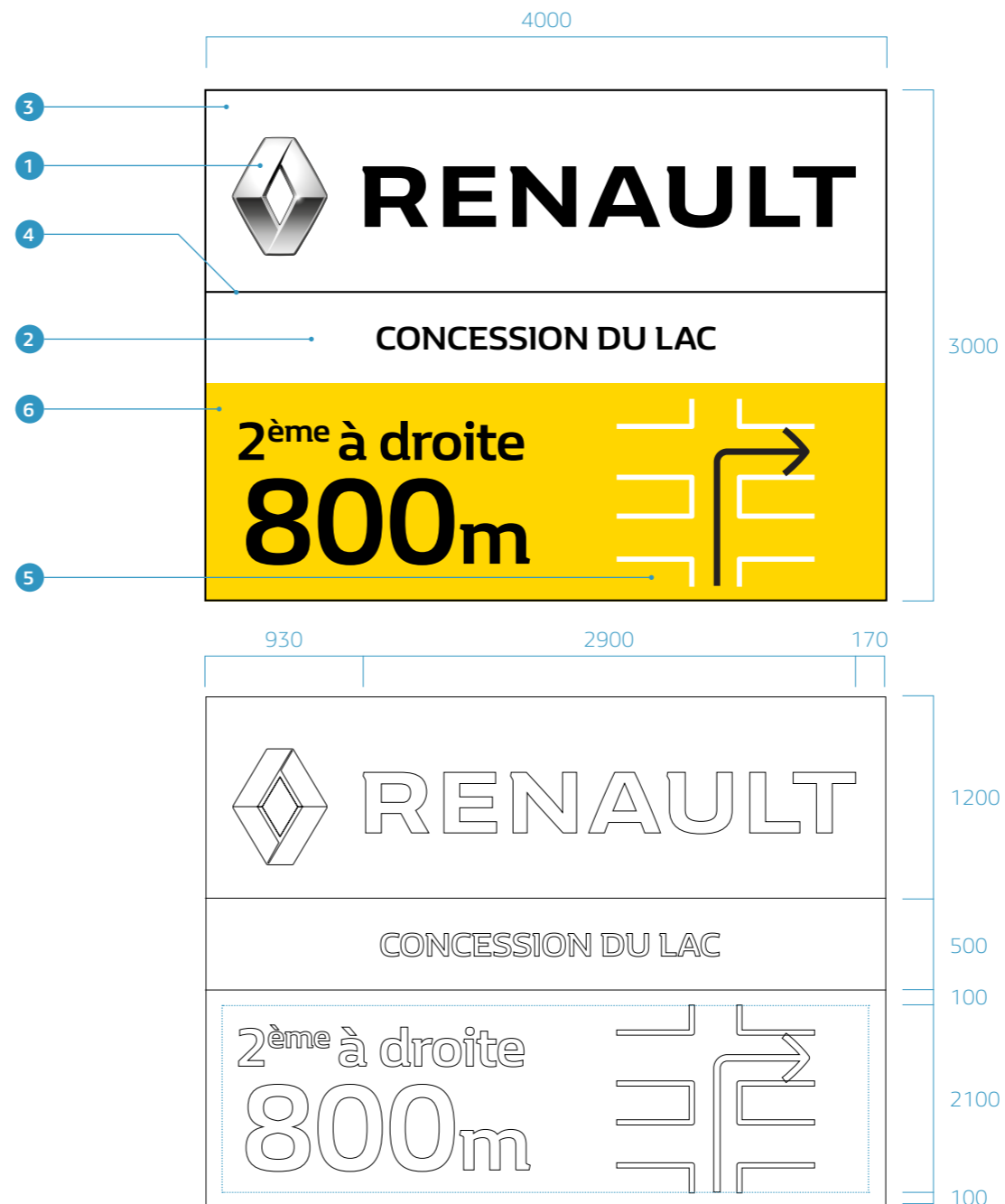
Principle

The content of the pre-signage panels can use various references:

- sales point name
- distance
- road intersection map
- address, etc.

Key

- ① 2D brand logo
- ② Lettering Pantone 426 EC grey
Type face Renault Life Bold,
- ③ White Alucobon panel thickness 4 mm
- ④ Line Pantone 426 EC grey width 10 mm
- ⑤ Area of text or drawing
- ⑥ Directional information Pantone 426 EC grey



Services Pre-signage

Roadside

Principle

Format 1500 x 1000 mm.

The panel opposite shows the generic case of service pre-signage.

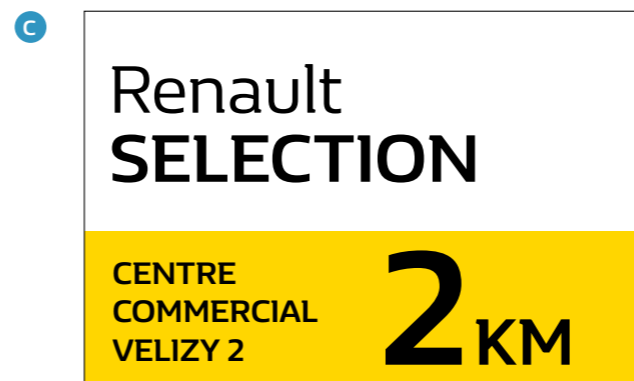
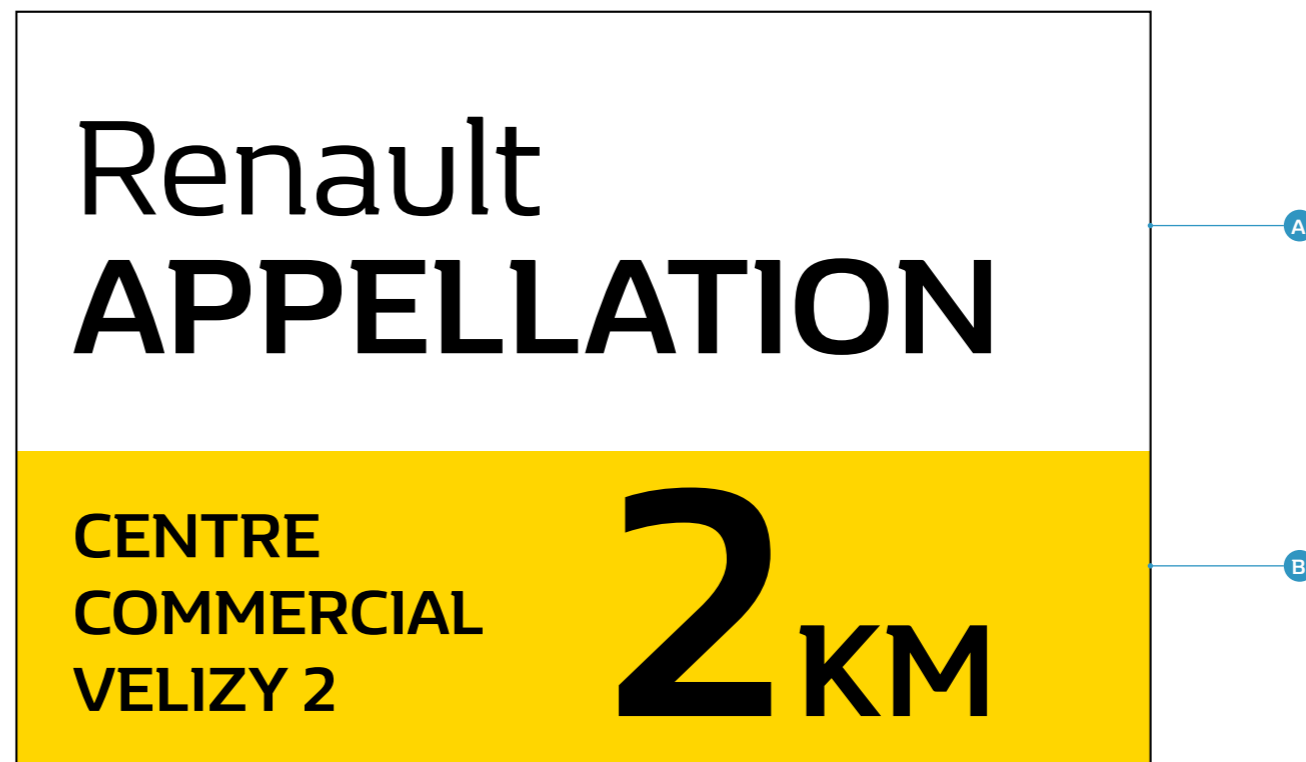
The Renault + name is to be replaced by the service name: Renault Selection, Renault Rent, etc.

Key

- A** Invariable common part
- B** Variable part
- C** Examples

Note

Dimensions are expressed in mm.
All colours are 40% gloss satin finish.
The panel is made of a single part.



Roadside 1,5 x 1 m - Example

Principle

The signs opposite are components specific to:

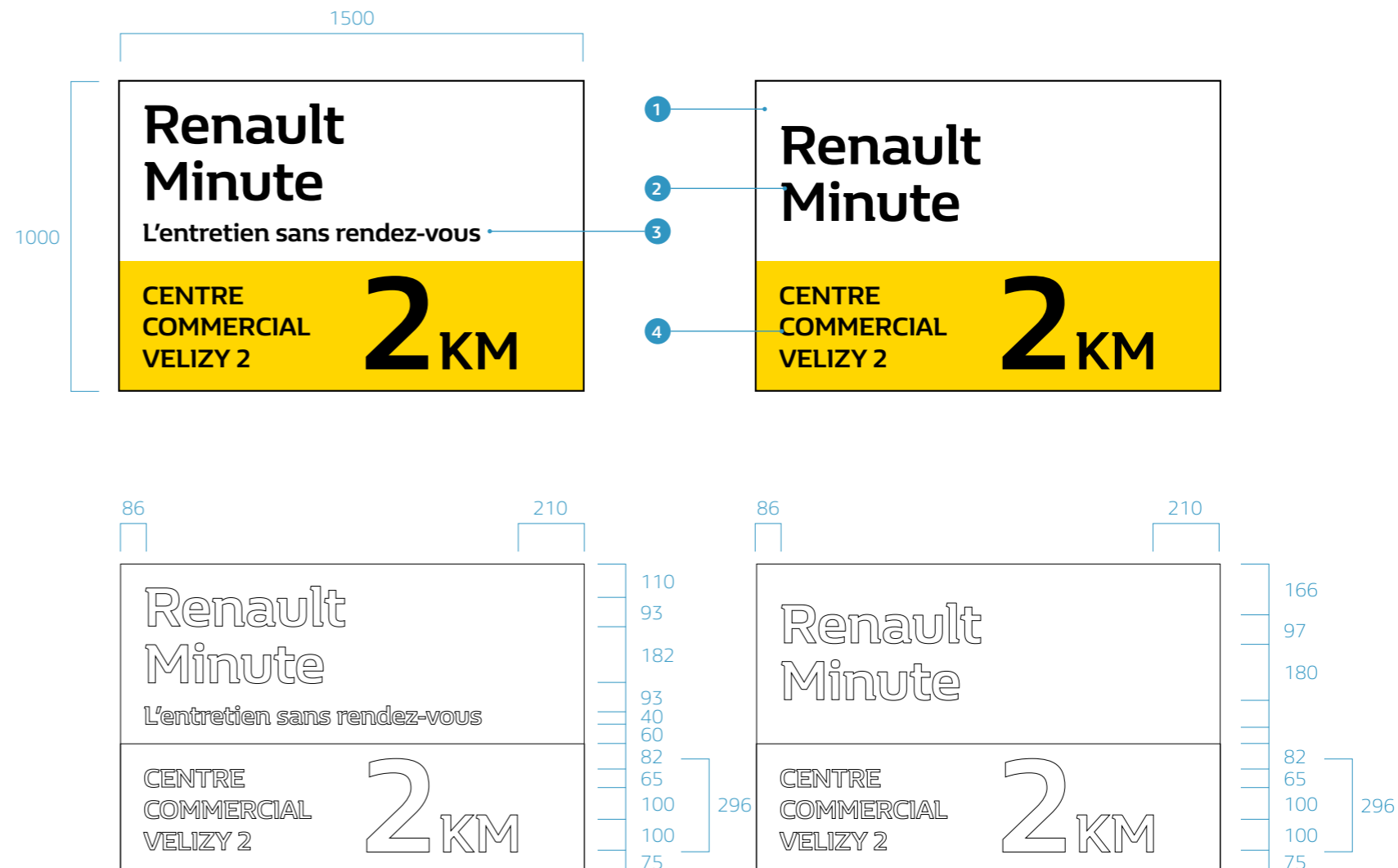
- Renault Minute, due to presence of promise of service

The content of pre-signage panels can use various references:

- name of sales point
- distance
- road intersection

Key

- ① White Alucobon panel thickness 4 mm
- ② Name Pantone 426 EC grey
- ③ Promise of service
Pantone 426 EC grey
Type face Renault Life Bold, left-aligned
- ④ Address and distance
Pantone 426 EC grey
on Pantone 7408 EC yellow Background
Type face Renault Life Bold, left-aligned



Roadside 1,5 x 1 m - Example 2

Principle

The signs opposite are items specific to:

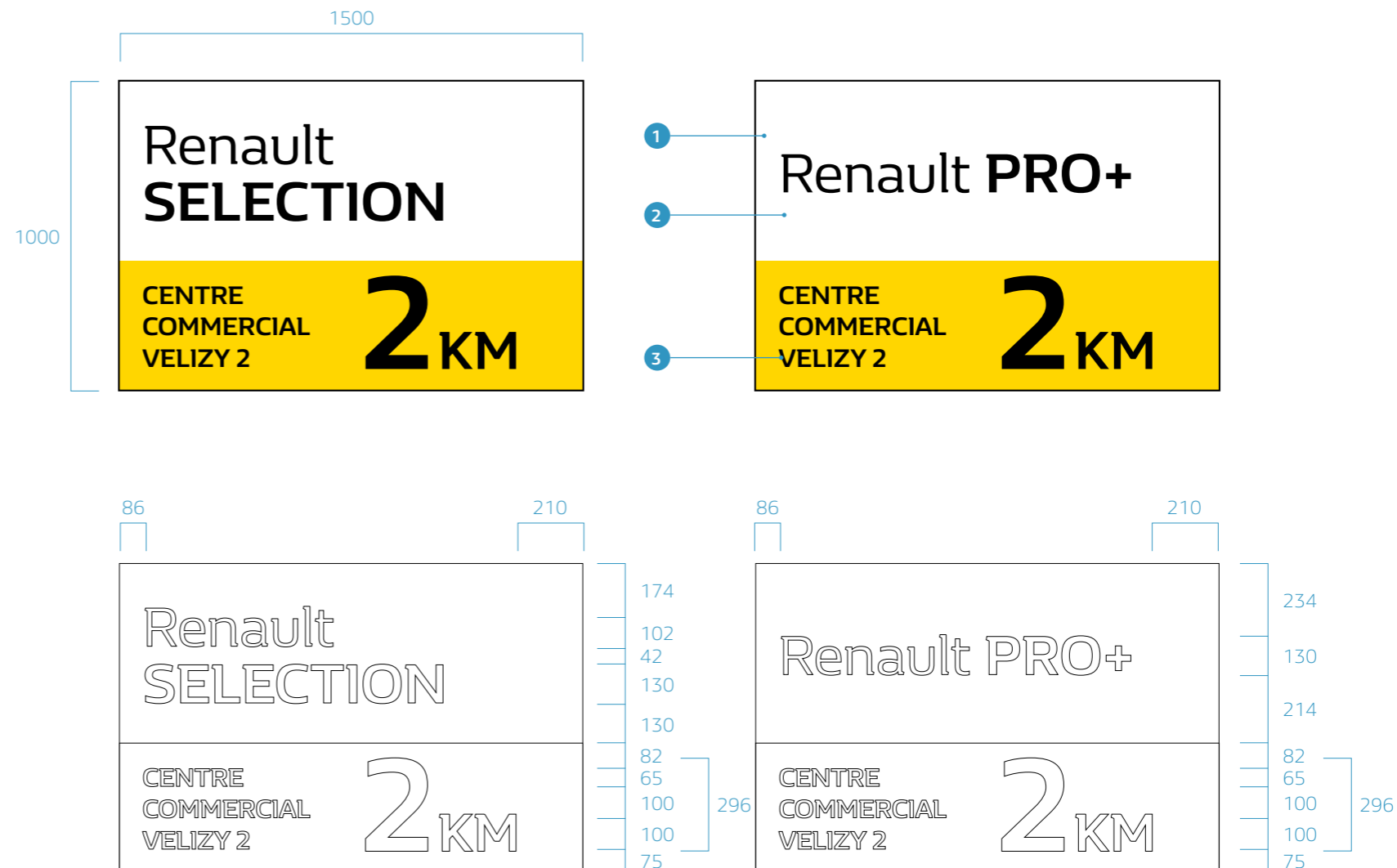
- Renault Second-hand Vehicles,
- Renault PRO+.

The content of pre-signage panels can use various references:

- name of sales point
- distance
- road intersection map
- address, etc.

Key

- 1 White Alucobon panel thickness 4 mm
- 2 Name Pantone 426 EC grey
- 3 Address and distance
Pantone 426 EC grey
on Pantone 7408 EC yellow Background
Type face Renault Life Bold, left-aligned



Roadside 1,5 x 1 m - Example 3

Principle

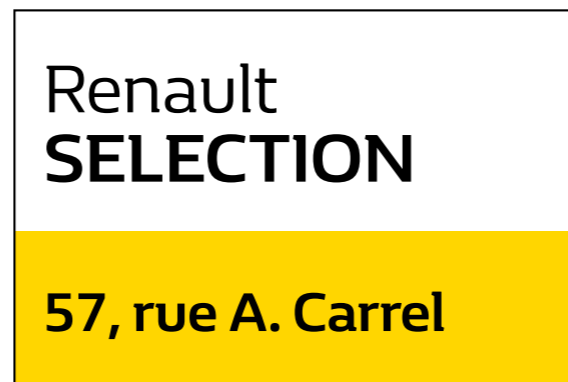
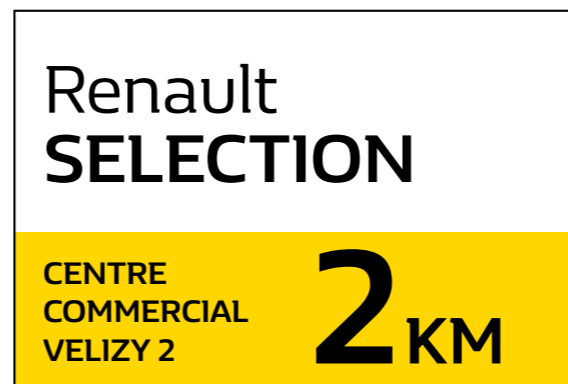
Format 1500 x 1000 mm.

The content of pre-signage panels can use various references:

- name of sales point
- distance
- road intersection map
- address, etc.

Key

- 1 White Alucobon panel thickness 4 mm
- 2 Name Pantone 426 EC grey
- 3 Address and distance
Pantone 426 EC grey
on Pantone 7408 EC yellow Background
Type face Renault Life Bold, left-aligned



Bus shelter

Principle

Format 1200 x 1800 mm

Digital print on the existing support

- Pantone 426 EC grey

- Pantone 7408 EC yellow

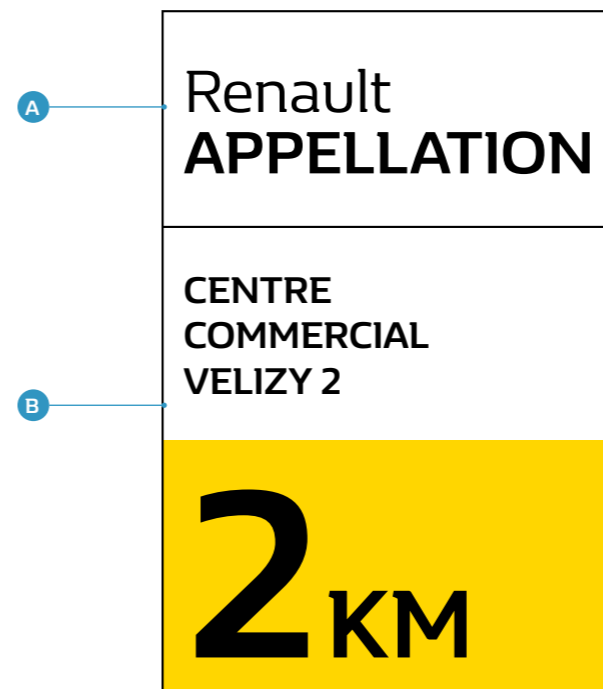
The content of the panel can be adapted to requirements.

Key

A Invariant common part

B Variable part

C Examples

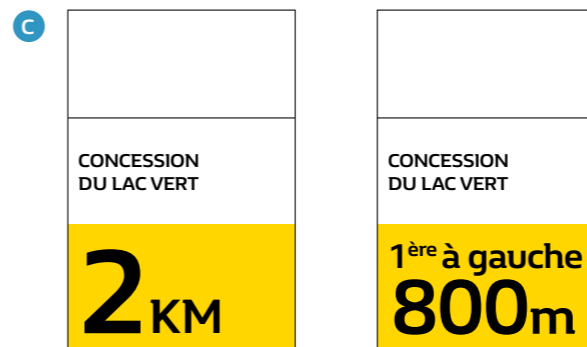


Note:

Dimensions are expressed in mm.

All colours are 40% gloss satin finish.

The panel is made of a single part.



Abribus 1,8 x 1,2 M - Exemple 1

Principle

Format 1200 x 1800 mm

Digital print on the existing support

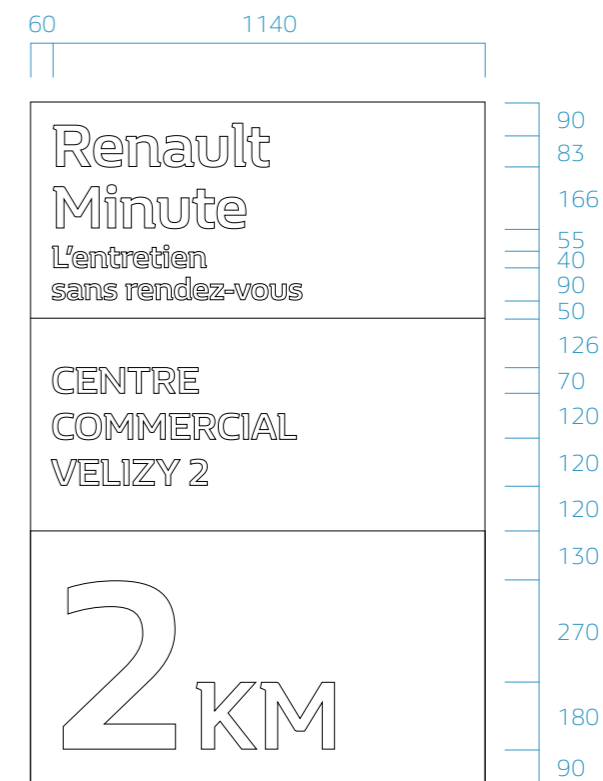
- Pantone 426 EC grey

- Pantone 7408 EC yellow

The content of the panel can be adapted to requirements (size of characters, map of location, etc.).

Key

- 1 Digital print
- 2 Renault corporate branding on 2 lines
Pantone 426 EC grey
Pantone 7408 EC yellow
- 3 Promise of service, Pantone 426 EC grey
Type face Renault Life Bold, left-aligned
- 4 Line Pantone 426 EC grey width 10 mm
- 5 Address block
Pantone 426 EC grey
Type face Renault Life Bold, left-aligned
- 6 Mileage indication
Pantone 426 EC grey
Type face Renault Life Bold, left-aligned



Bus shelter 1,8 x 1,2 M - Example 2

Principle

Format 1200 x 1800 mm

Digital print on the existing support

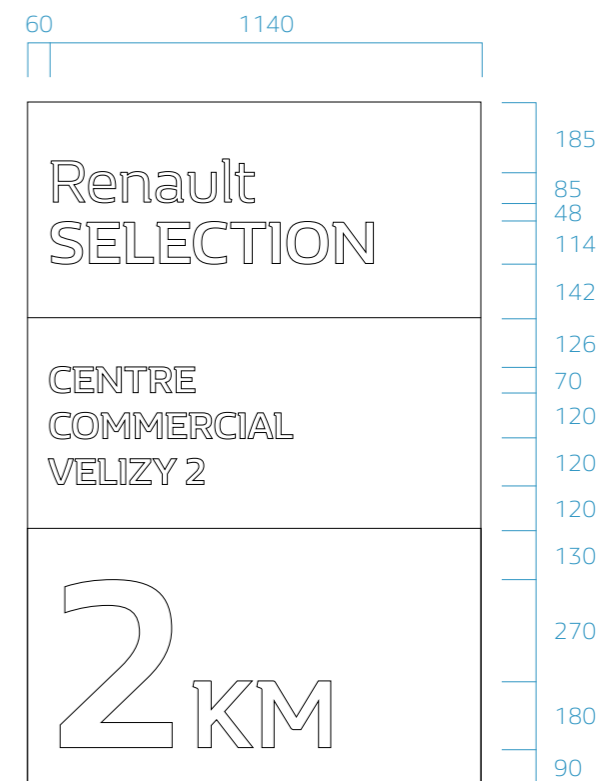
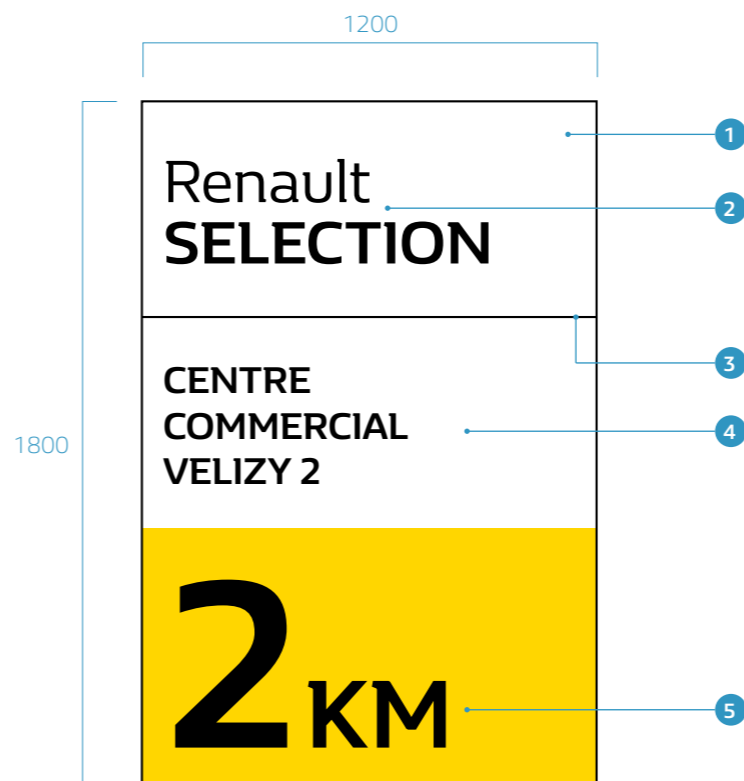
- Pantone 426 EC grey

- Pantone 7408 EC yellow

The content of the panel can be adapted to requirements

Key

- ① Digital print
- ② Renault corporate branding on 2 lines
Pantone 426 EC grey
Pantone 7408 EC yellow
- ③ Line Pantone 426 EC grey width 10 mm
- ④ Address block
Pantone 426 EC grey
Type face Renault Life Bold, left-aligned
- ⑤ Mileage indication
Pantone 426 EC grey
Type face Renault Life Bold, left-aligned



Bus shelter 1,8 x 1,2 M - Example 4

Principle

Format 1200 x 1800 mm

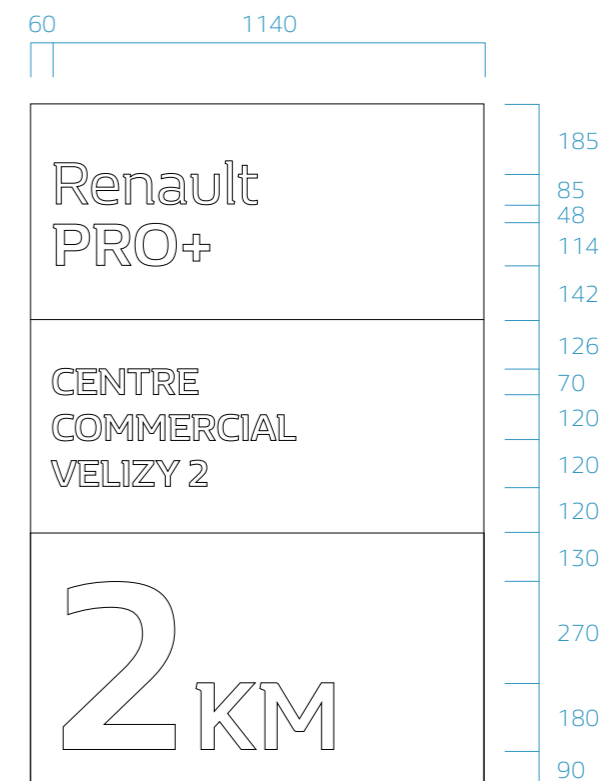
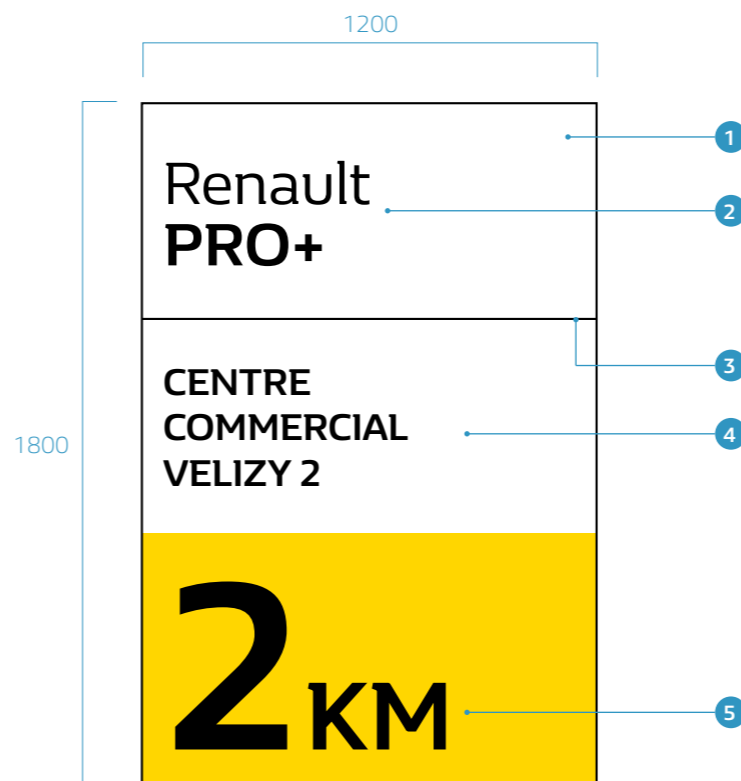
Digital print on the existing support

- Pantone 426 EC grey
- Pantone 7408 EC yellow

The content of the panel can be adapted to requirements (size of characters, map of location, etc.).

Key

- 1 Digital print
- 2 Renault corporate branding on 2 lines
Pantone 426 EC grey
Pantone 7408 EC yellow
- 3 Line Pantone 426 EC grey width 10 mm
- 4 Address block
Pantone 426 EC grey
Type face Renault Life Bold, left-aligned
- 5 Mileage indication
Pantone 426 EC grey
Type face Renault Life Bold, left-aligned



Panel 4 x 3 m

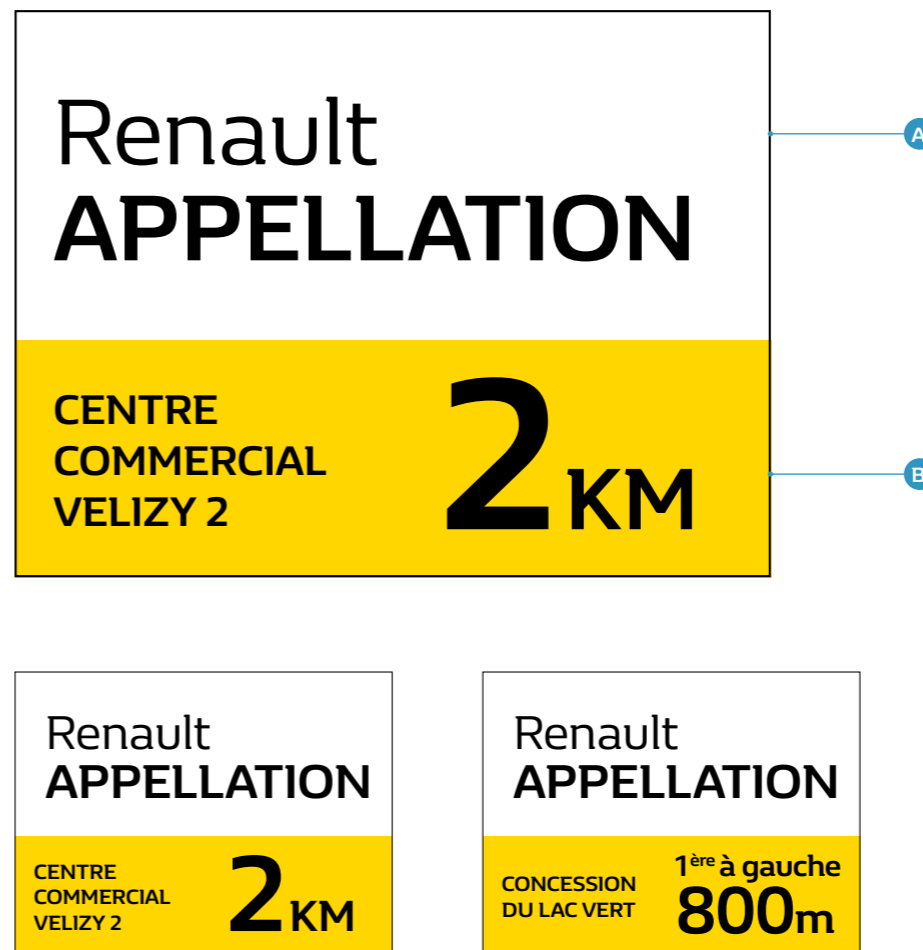
Principle

Format: 3000 x 4000 mm

The panel used will be a standard off-the-shelf product.

Key

- A** Invariant common part
- B** Variable part
- C** Examples



Format 4 x 3 m - Example 1

Description

Format: 3000 x 4000 mm.

The panel used will be a standard off-the-shelf product.

Key

- 1 White Alucobon panel thickness 4 mm
- 2 Name Pantone 426 EC grey
- 3 Address and distance
Pantone 426 EC grey
on Pantone 7408 EC yellow Background
Type face Renault Life Bold, left-aligned

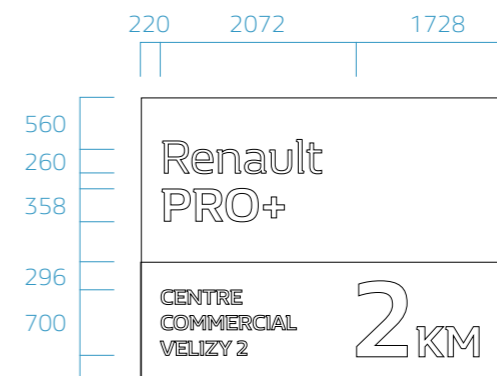
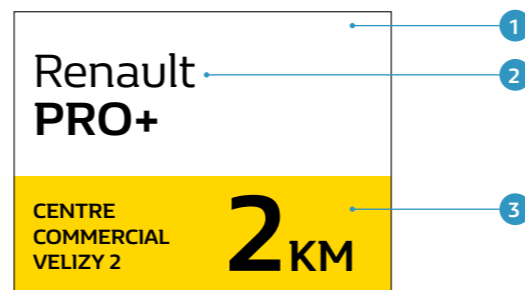
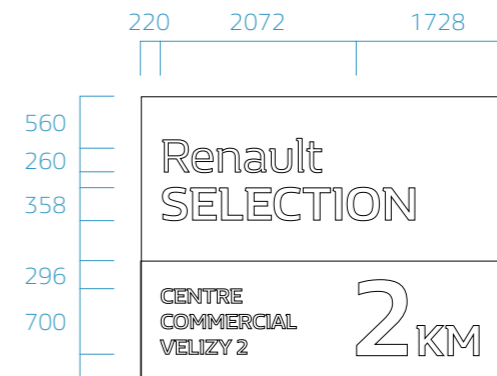
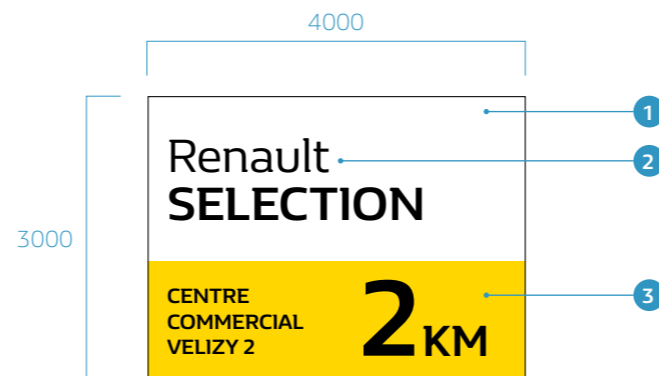
Nota

Dimensions are expressed in mm.

The panel is made of a single part.

All colours are 40% gloss satin finish.

RENAULT PRO+ signature has a peripheral strip to increase lisibility on white and light grey backgrounds.



Format 4 x 3 m - Example 2

Description

Format: 3000 x 4000 mm

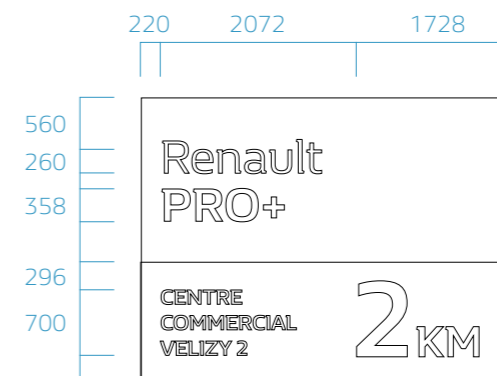
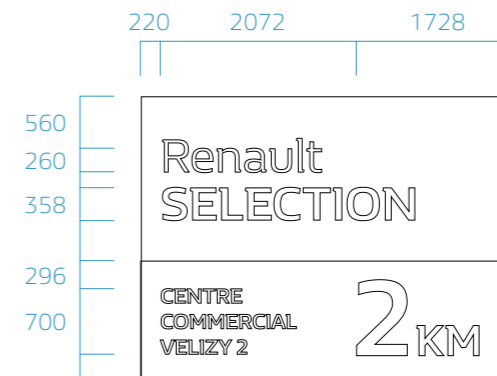
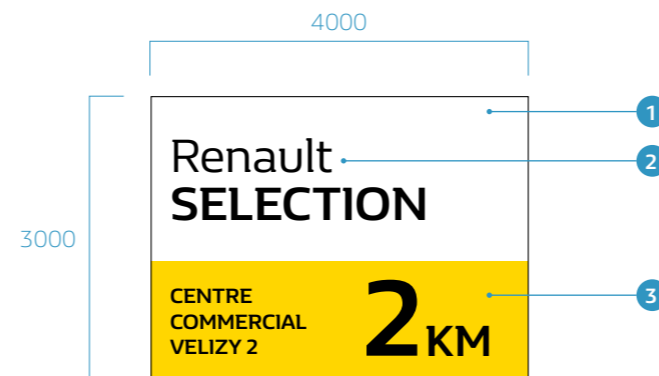
The panel used will be a standard off-the-shelf product.

Key

- 1 White Alucobon panel thickness 4 mm
- 2 Name Pantone 426 EC grey
- 3 Address and distance
Pantone 426 EC grey
on Pantone 7408 EC yellow Background
Type face Renault Life Bold, left-aligned

Note

All colours are 40% gloss satin finish.



Format 4 x 3 m - Example 3

Description

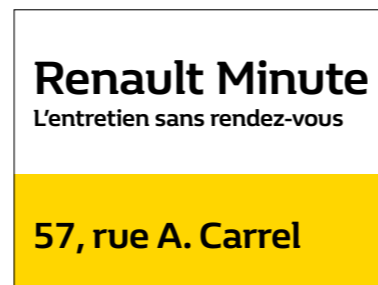
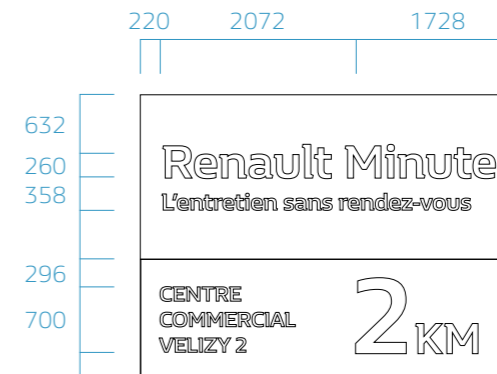
Format: 3000 x 4000 mm

The panel used will be a standard off-the-shelf product.

Key

- 1 White Alucobon panel thickness 4 mm
- 2 Name Pantone 426 EC grey
- 3 Promise of service, Pantone 426 EC grey
Type face Renault Life Bold, left-aligned
- 4 Address and distance
Pantone 426 EC grey
on Pantone 7408 EC yellow Background
Type face Renault Life Bold, left-aligned

Note
All colours are 40% gloss satin finish.



Multibrand pre-signage

Roadside

Principle

The content of the pre-signage panels can use various references:

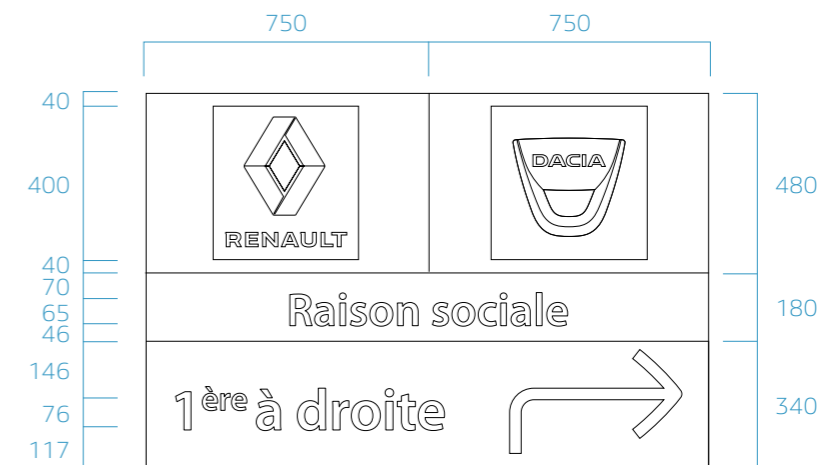
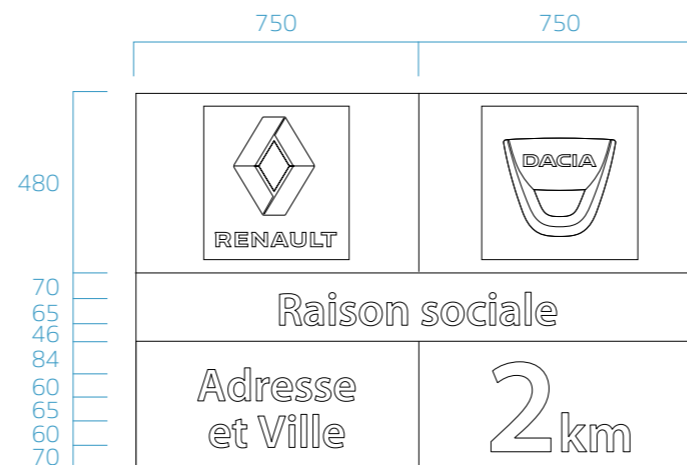
- sales point name
- distance
- road intersection map
- address, etc.

Key

- 1 2D RENAULT logo
- 2 2D DACIA logo
- 3 Dealer name
Pantone 426 EC grey
Type face Myriad MM 565 Centred
- 4 Alucobon white th. 4 mm
- 5 Line th. 6 mm
Pantone 426 EC grey
- 6 Lettering
Pantone 426 EC grey
Type face Myriad MM 565

Note

The panel is made of a single part.



Bus shelter

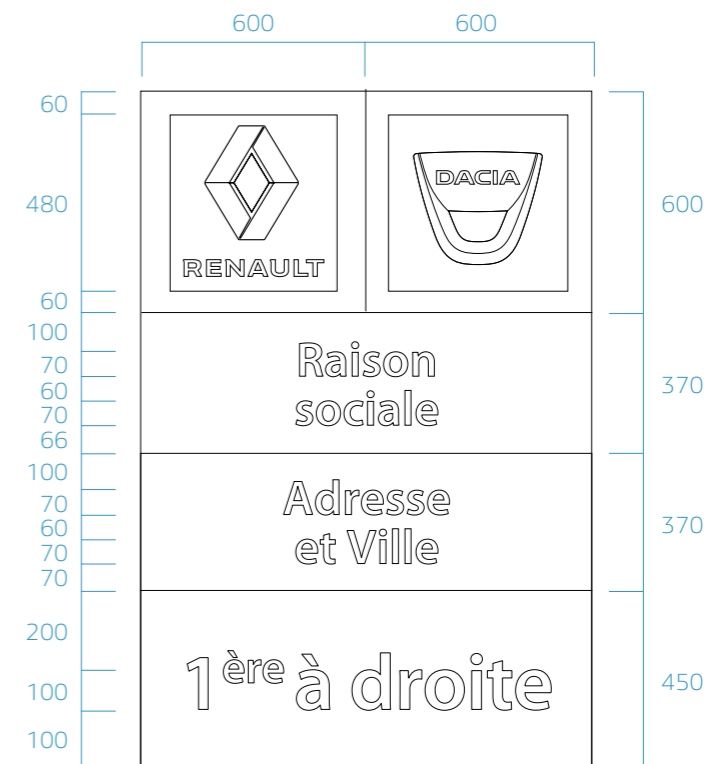
Principle

The content of the pre-signage panels can use various references:

- sales point name
- distance
- road intersection map
- address, etc.

Key

- ① 2D RENAULT logo
- ② 2D DACIA logo
- ③ Dealer name
Pantone 426 EC grey
Type face Myriad MM 565 Centred
- ④ Alucobon white th. 4 mm
- ⑤ Line th. 6 mm
- ⑥ Lettering
Pantone 426 EC grey
Type face Myriad MM 565



Note

The panel is made of a single part.

Panel 4 x 3 m

Principle

The content of the pre-signage panels can use various references:

- sales point name
- distance
- road intersection map
- address, etc.

Key

- ① 2D RENAULT logo
Pantone 426 EC grey
Type face Myriad MM 565 Centred
- ② 2D DACIA logo
- ③ Dealer name
Pantone 426 EC grey
Type face Myriad MM 565 Centred
- ④ Alucobon white th. 4 mm
- ⑤ Line th. 6 mm
Pantone 426 EC grey
- ⑥ Lettering
Pantone 426 EC grey
Type face Myriad MM 565

