

12

multibrand sites

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multibrand sites

a special approach

The right balance between brands in a multibrand context

The challenge for each of the brands present on the façades is to develop its visual identity system in a coherent manner without dominating the other brands.

The difficulty thus lies in the capacity to have symbols which are by their very nature different coexisting in the same place and on the same façade.

Renault's choices for such multibrand sites

The site will be identified by the same components as single-brand sites: the totem, façade markings, the woven-metal mesh and entrance markings.

The After-Sales activity will be handled differently depending on whether it will be available to Renault customers as a separate or a joint activity: identification of the workshop bays and of the After-Sales reception.

Sites with two and with three brands

Renault Dacia sites, dealt with in chapter 11, are a specific case of sites with two brands to the extent that the two identification systems have been developed with a view to the two brands coexisting in harmony.

Nevertheless, sites with two brands will use similar identification principles, whatever the second brand may be.

Sites with three brands may require greater flexibility in the application of components, particularly due to shorter lengths of façade.

use the components
from
single-brand sites

sites with two brands
overview



sites with three brands
overview



sites with two brands

identification of the site



① Totems

The totems of the two brands are positioned in front of the main façade. Their size is matched in order to have a similar impact.

② Flags

The flags of each of the brands are located at the boundaries of the property, close to the respective showrooms.

③ Façade markings

The façades of the respective showrooms are identified by each brand's own signage.

sites with two brands
typical façade



① **The showroom for brand 2**

The showroom is identified by the signage of brand 2 (Ford in the example here).

② **The Renault showroom**

The elements used are identical to those used on single-brand sites.

Use of the overhead panel for marking of the entrance is to be preferred.

③ **The exterior display areas**

The exterior display areas are present in front of the Renault showroom.

sites with two brands

the after-sales façade



① Identification of the secondary façade

The secondary façade of the showroom features façade markings without the Site Name, if it is displayed on the main façade.

② Cladding for the workshop bays

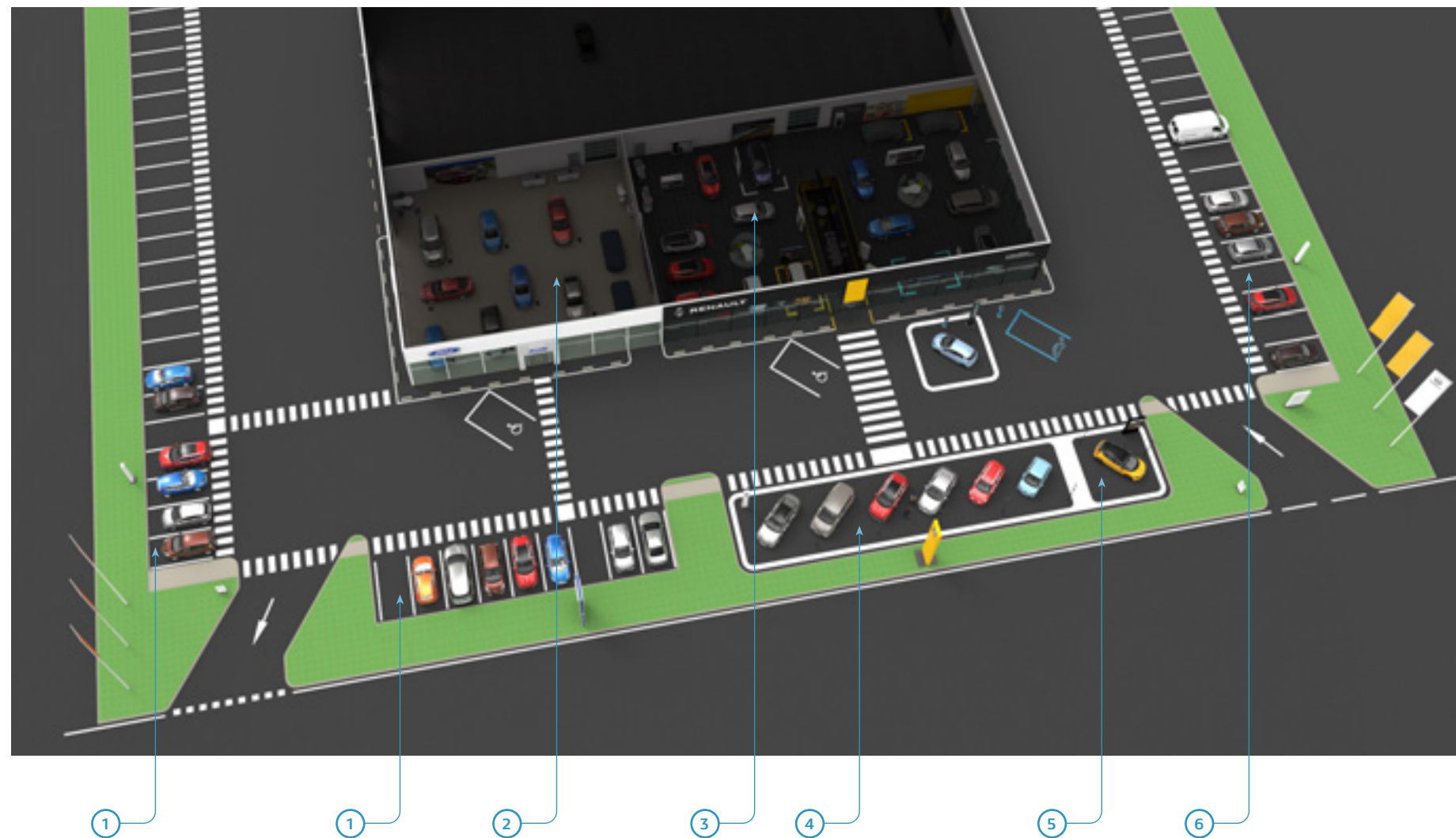
When the Renault workshop is devoted specifically to the brand, the Renault workshop bays are clad and identified according to the same rules as for single-brand sites.

sites with two brands

general organization

Components

- ① Customer parking for brand 2
- ② The showroom for brand 2
- ③ The Renault showroom
- ④ The Test drive zone
- ⑤ The Headline zone
- ⑥ Customer parking for Renault

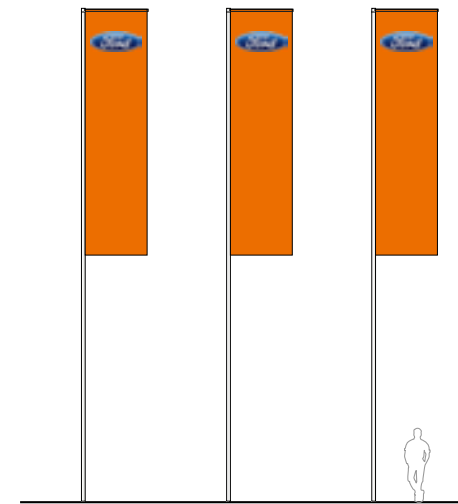
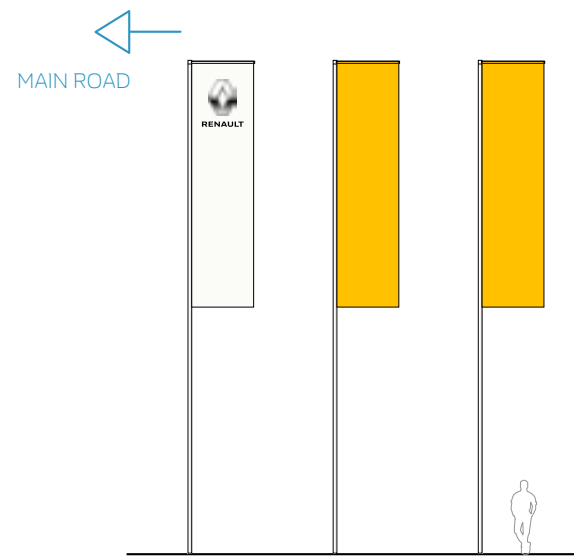


sites with two brands

flags

Layout rules

On a multibrand site, the flags of the brands are arranged separately in groups on either side of the site.



EXAMPLE

Note

The Renault flag is, wherever possible, to be located closest to the main road.

sites with two brands

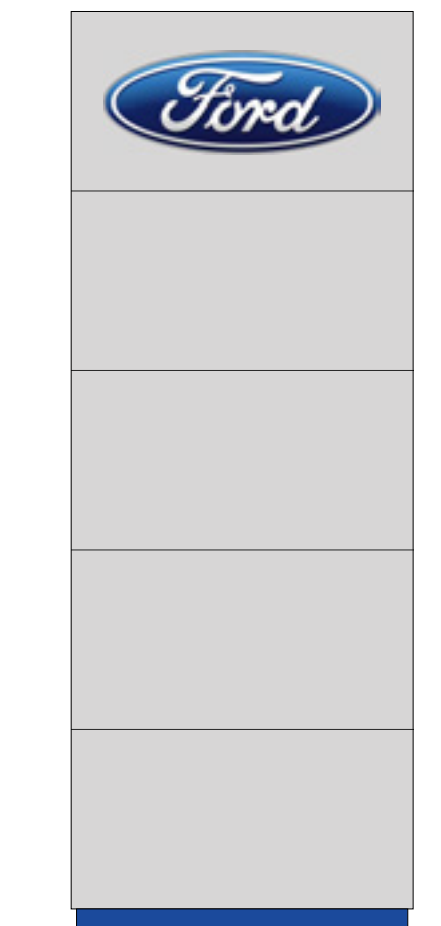
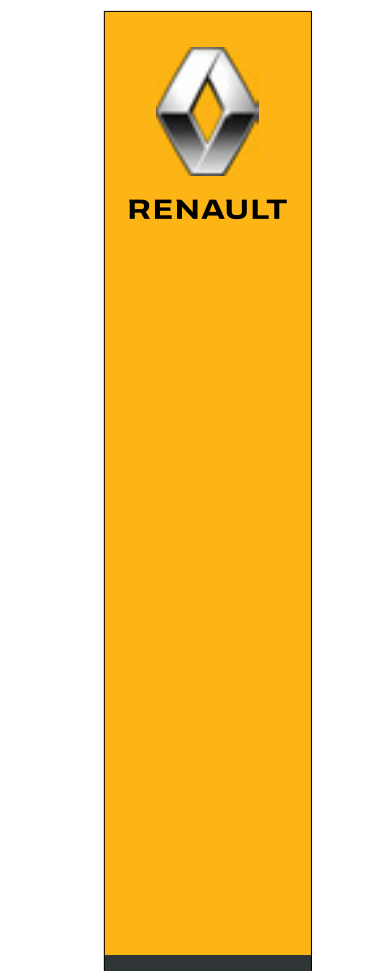
totems

Layout rules

The totems of the two brands present on the site are positioned in front of the main façade in line with the entrance to each brand's own showroom.

Note

In the case of a single entrance leading to both showrooms, the totems are positioned in line with each of the showrooms.



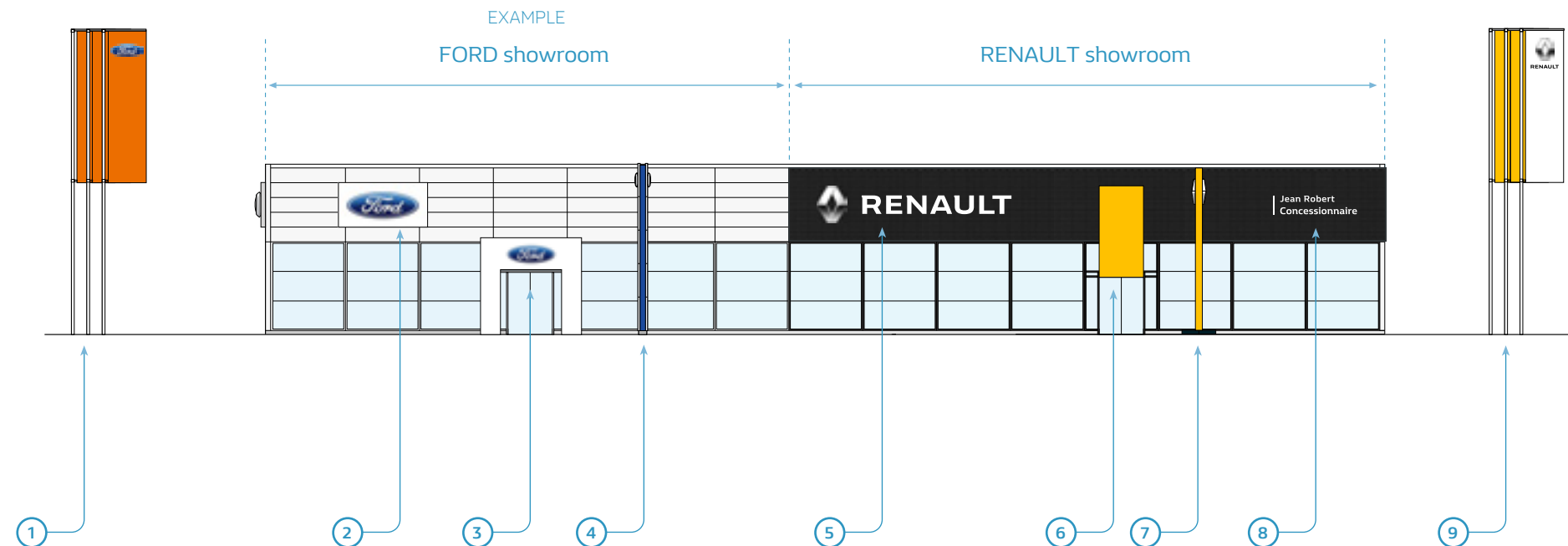
EXAMPLE

sites with two brands

typical façade

Components

- ① The Ford flags
- ② The Ford signature
- ③ The Ford entrance marker
- ④ The Ford totem
- ⑤ Renault façade markings on the woven-metal mesh
- ⑥ The overhead panel and adhesive door markings
- ⑦ The Renault totem
- ⑧ The Site Name
- ⑨ The Renault flags

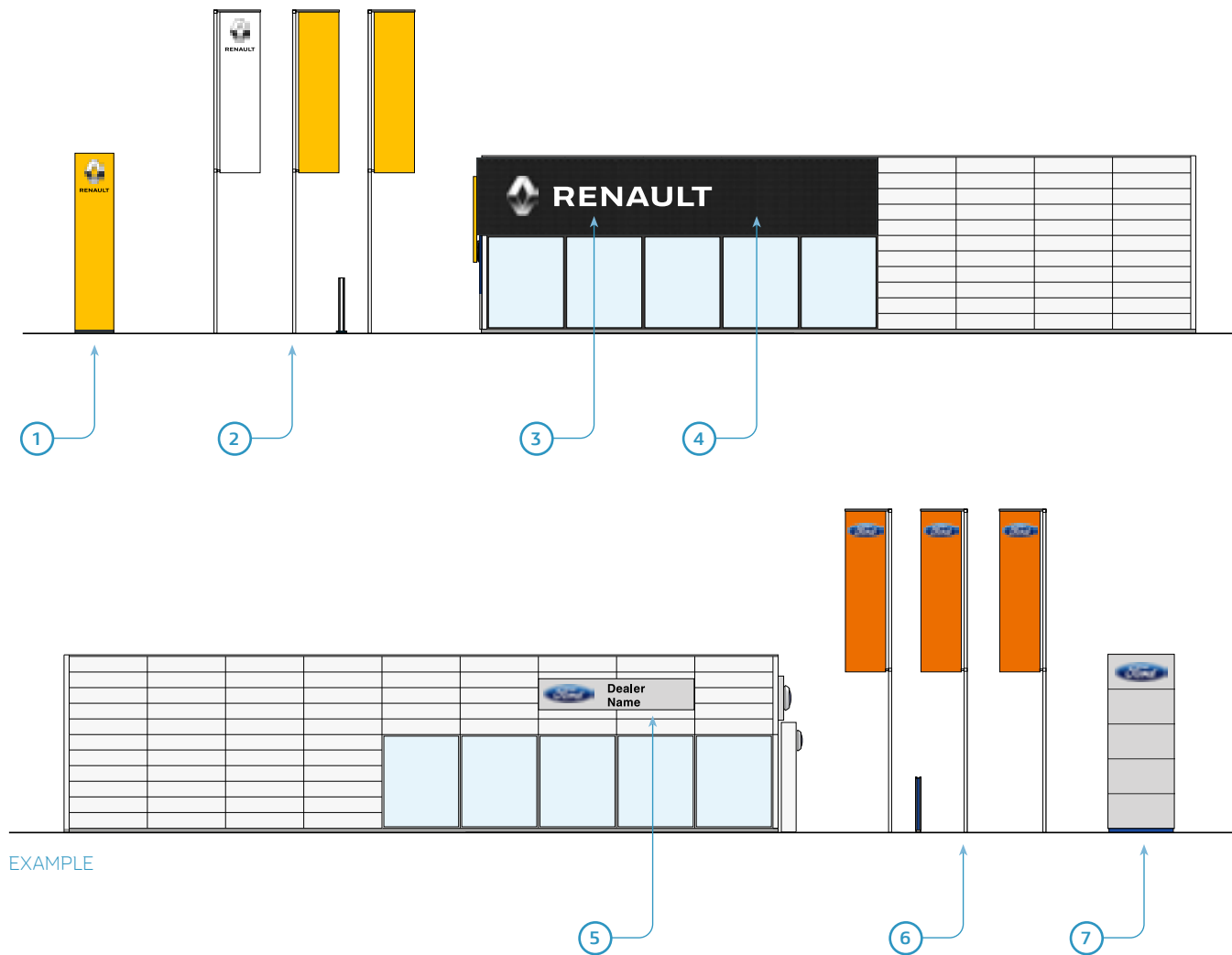


sites with two brands

secondary façades

Components

- ① The Renault totem
- ② The Renault flags
- ③ The façade markings
- ④ The woven-metal mesh
- ⑤ The Ford strip
- ⑥ The Ford flags
- ⑦ The Ford totem

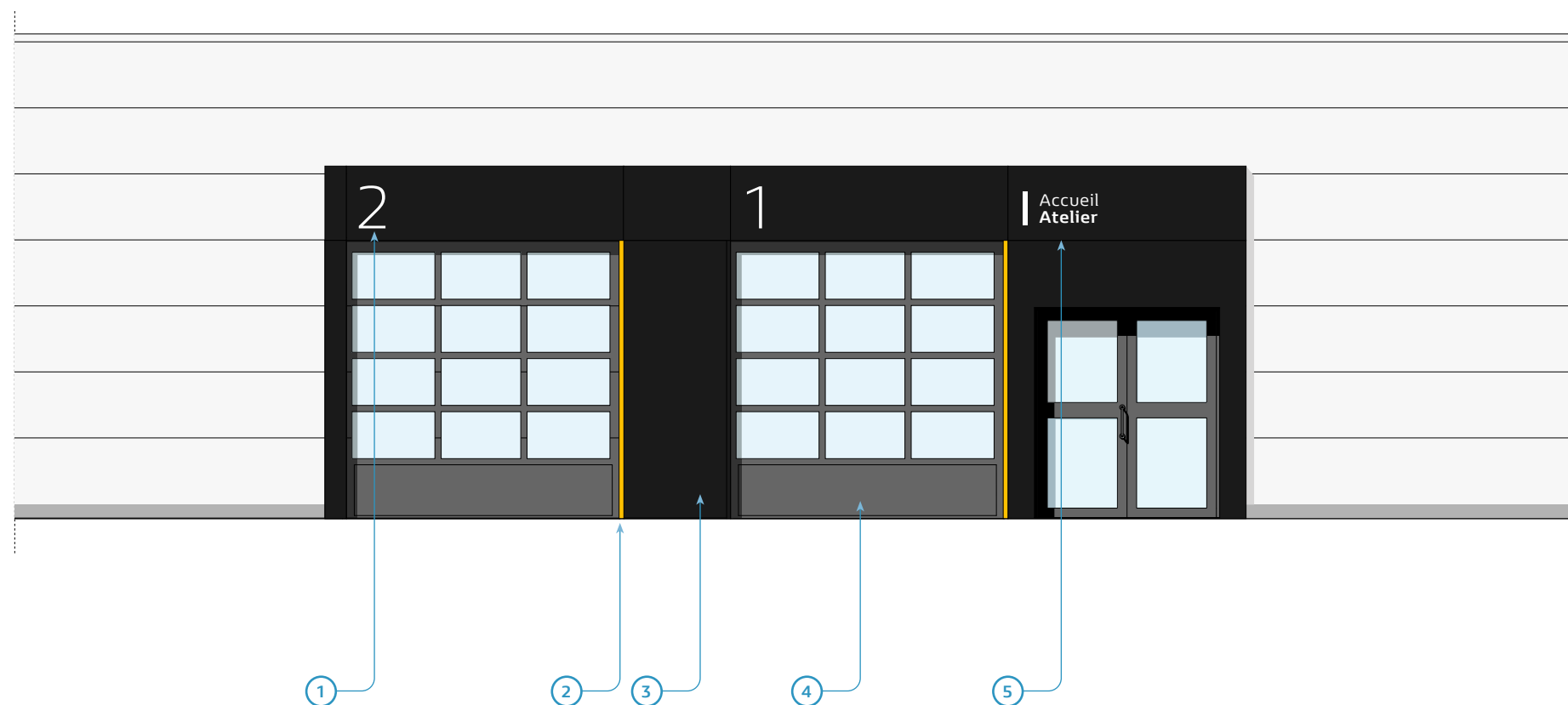


sites with two brands

the after-sales façade separate workshops

Components

- ① Numbering
- ② The vertical yellow strip
- ③ Cladding of bays in metallic dark grey
- ④ The workshop door in RAL 7021 Grey
- ⑤ Identification markings



Note

See the section of the Installation guide devoted to workshop bays to find out more about all the possible configurations.

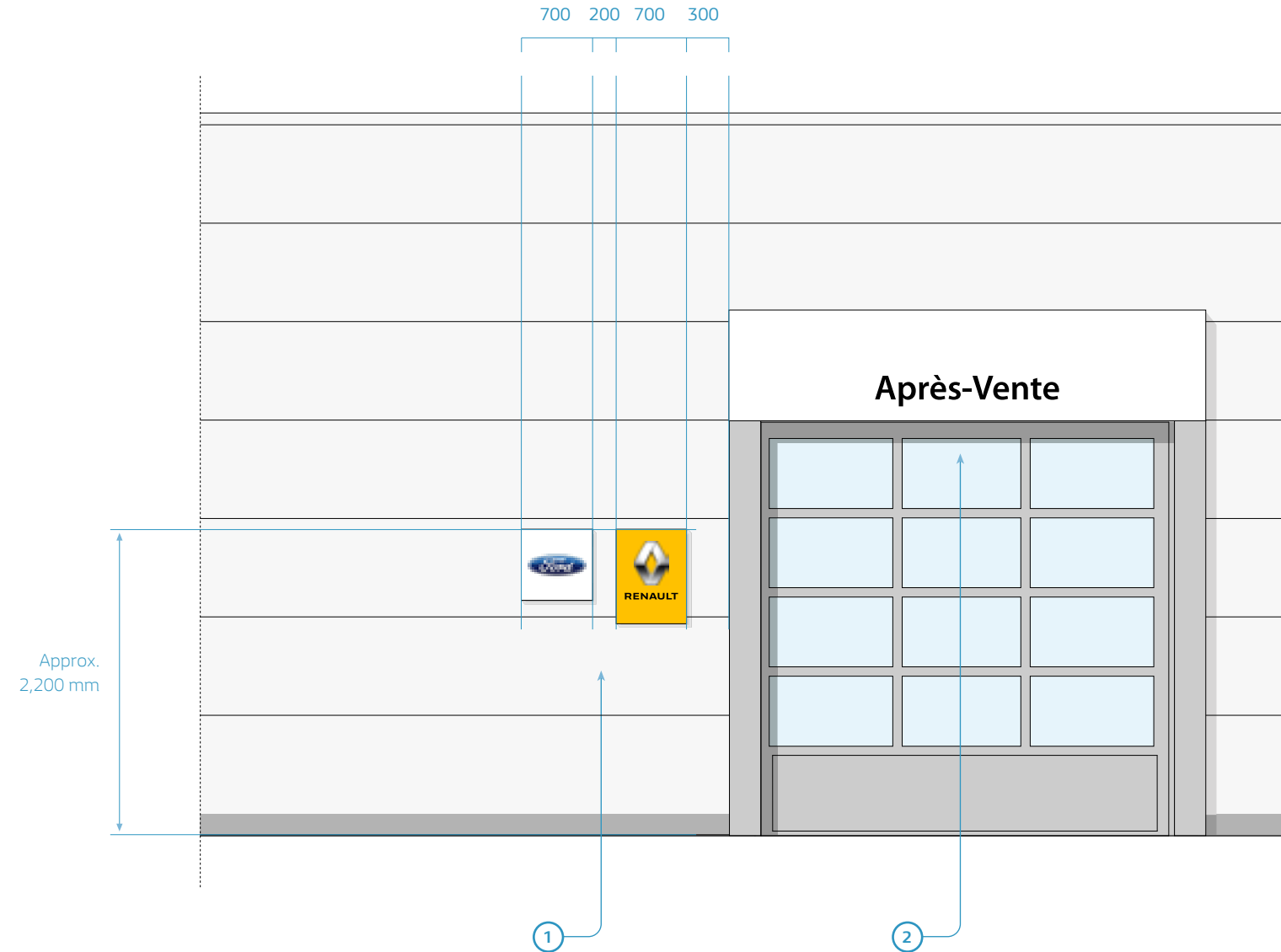
sites with two brands

the after-sales façade shared entrance

Layout rules

The After-Sales area is identified by workshop bay signage comprising the following elements:

- ① Identification signs for each brand, of identical dimensions, positioned on the same side and at the same height.
- ② Neutral identification banner on the workshop door with the generic activity name.



sites with three brands

identification of the site



① Totems

The totems of the two brands are positioned in front of the main façade. Their size is matched in order to have a similar impact.

② Flags

The flags of each of the brands are located at the boundaries of the property.

③ Façade markings

The façades of the respective showrooms are identified by each brand's own signage.

sites with three brands
typical façade



① **The showrooms for other brands**

The showrooms are identified by the respective signage for each of the brands.

② **The Renault showroom**

The elements used are identical to those used on single-brand sites.

Use of the overhead panel for marking of the entrance is to be preferred.

③ **The exterior display areas**

The exterior display areas are present in front of the Renault showroom.

sites with three brands

the after-sales façade



① Identification of the secondary façade

The secondary façade of the showroom features façade markings without the Site Name, if it is displayed on the main façade.

② Cladding for the workshop bays

When the Renault workshop is devoted specifically to the brand, the Renault workshop bays are clad and identified according to the same rules as for single-brand sites.

sites with three brands

general organization

Components

- ① Customer parking for brand 2
- ② The showroom for brand 2
- ③ Customer parking for brand 3
- ④ The showroom for brand 3
- ⑤ The Renault showroom
- ⑥ The Test drive zone
- ⑦ The Headline zone
- ⑧ Customer parking for Renault



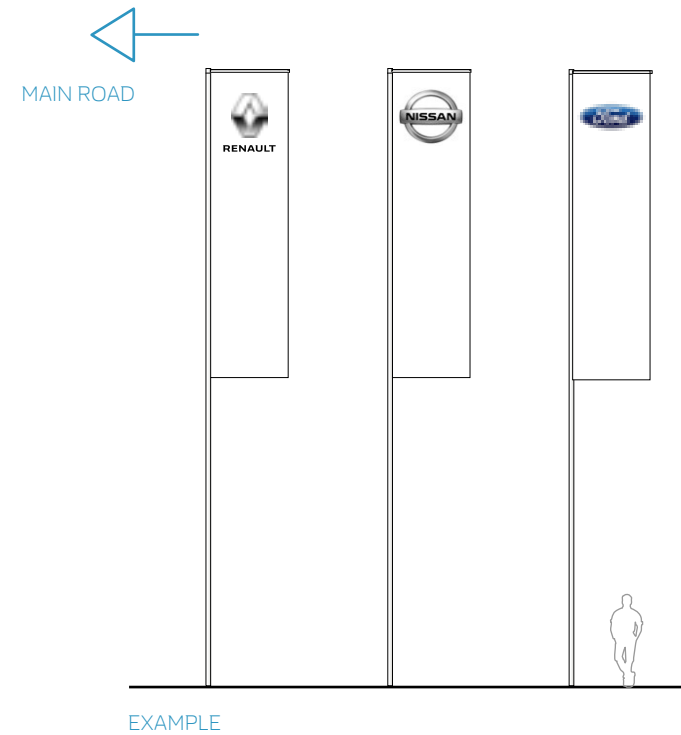
sites with three brands flags

Rule

On a site with three brands, the flags are arranged in groups of three, with one flag for each of the brands.

In order to achieve a harmonious effect, it is recommended to display the brands against a neutral white background.

This configuration must highlight the balance between the three brands represented.



sites with three brands

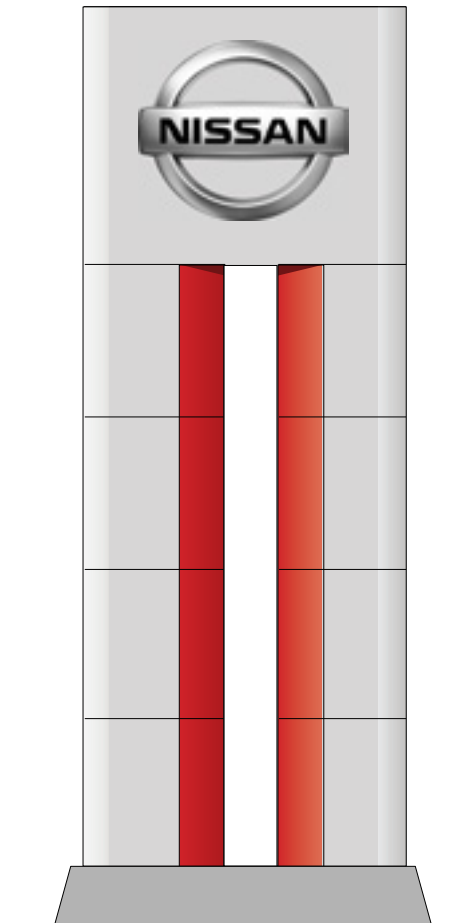
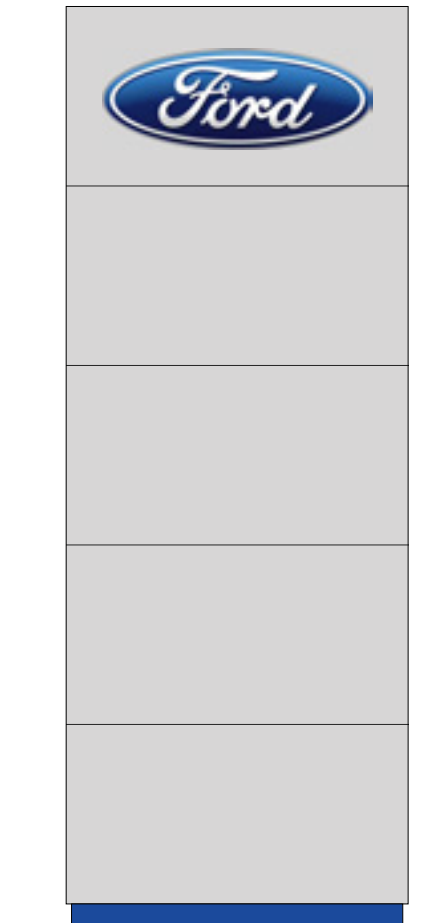
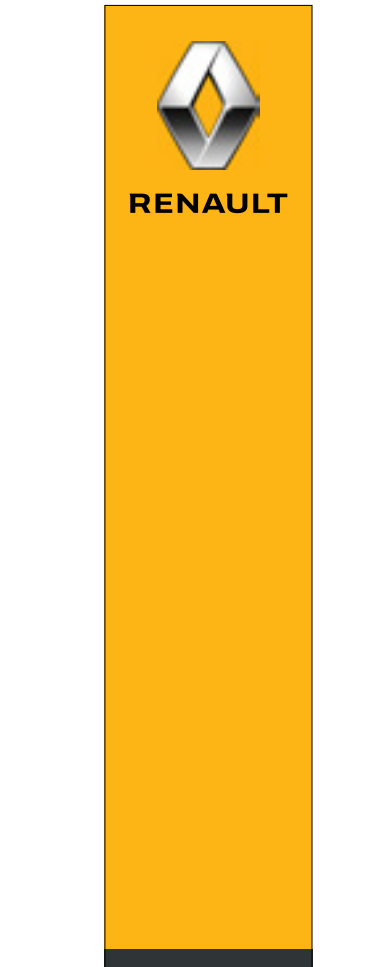
totems

Layout rules

Multibrand sites can be identified by the individual totems of each brand.

A balance between the totems of each brand should be preserved.

Each totem is located in front of the entrance to the showroom of the brand which it identifies.



EXAMPLE

sites with three brands

totems don'ts

① Coexistence of totems

Use of a multibrand totem is incompatible with the presence of a totem specific to one of the brands.

② Improper use of the Renault totem

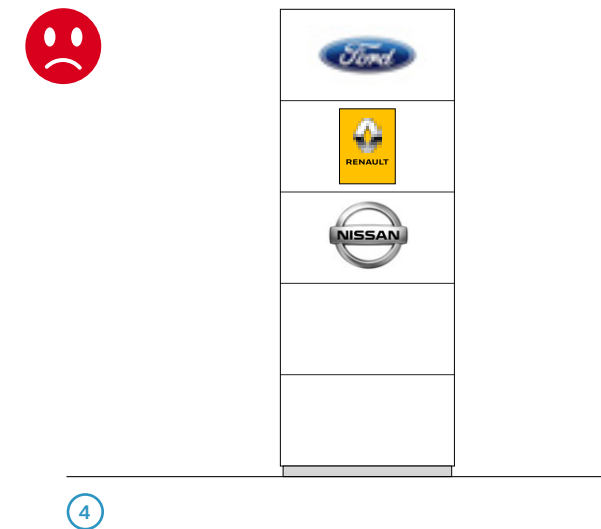
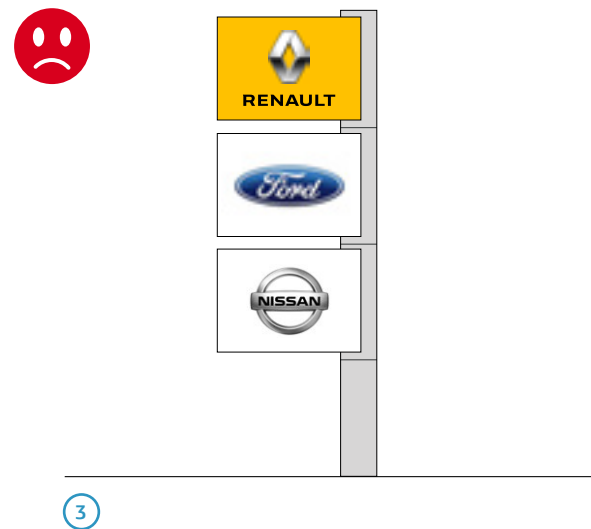
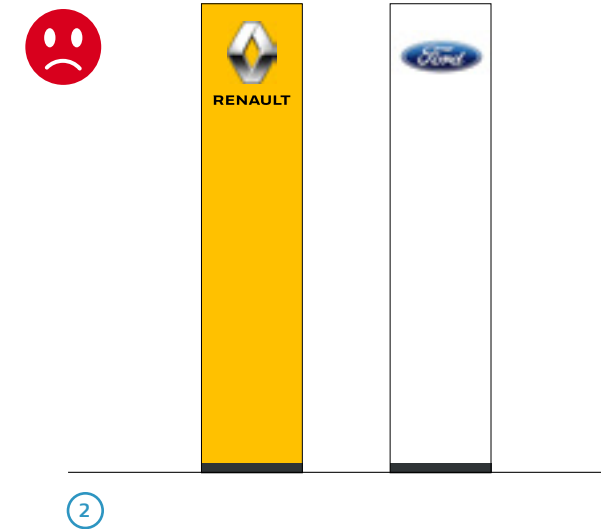
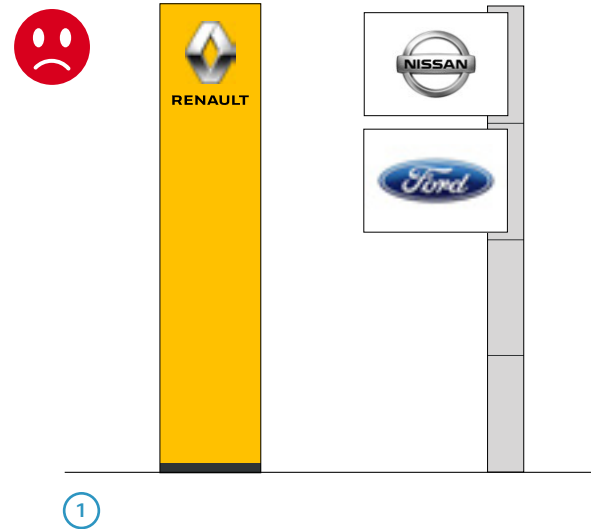
Elements of Renault signage may not be used to support another brand.

③ Modification de la signature

The proportions between the diamond and the Renault logotype may not be altered.

④ Totem multimarque

Brands may not be grouped together on a single multibrand totem.



sites with three brands

main façade

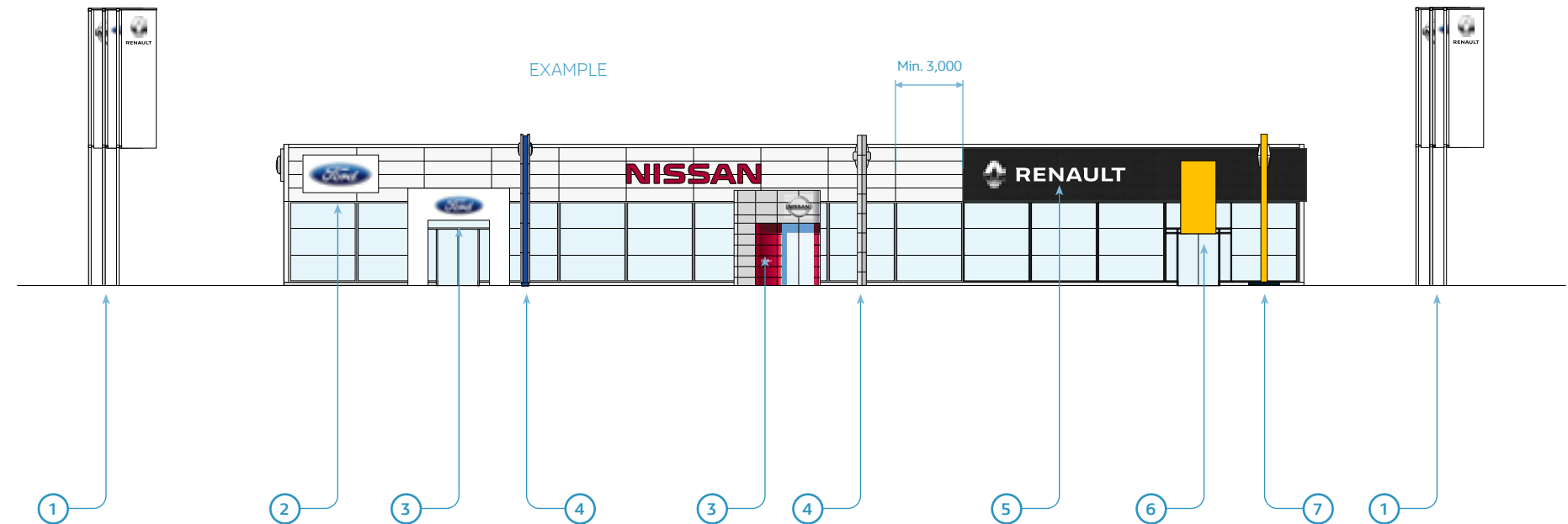
low façades

Installation rules

- The façade of the Renault showroom is identified in the same way as for a single-brand site.
- The size and surface area of each sign shall be of identical proportions.
- Signage for brand-specific entrances applies.

Components

- ① Flags of the 3 brands
- ② Façade markings for other brands
- ③ Entrance markings for other brands
- ④ Totem for other brands
- ⑤ Façade markings on woven-metal mesh
- ⑥ Vertical entrance marker
- ⑦ Renault totem



sites with three brands

secondary façades

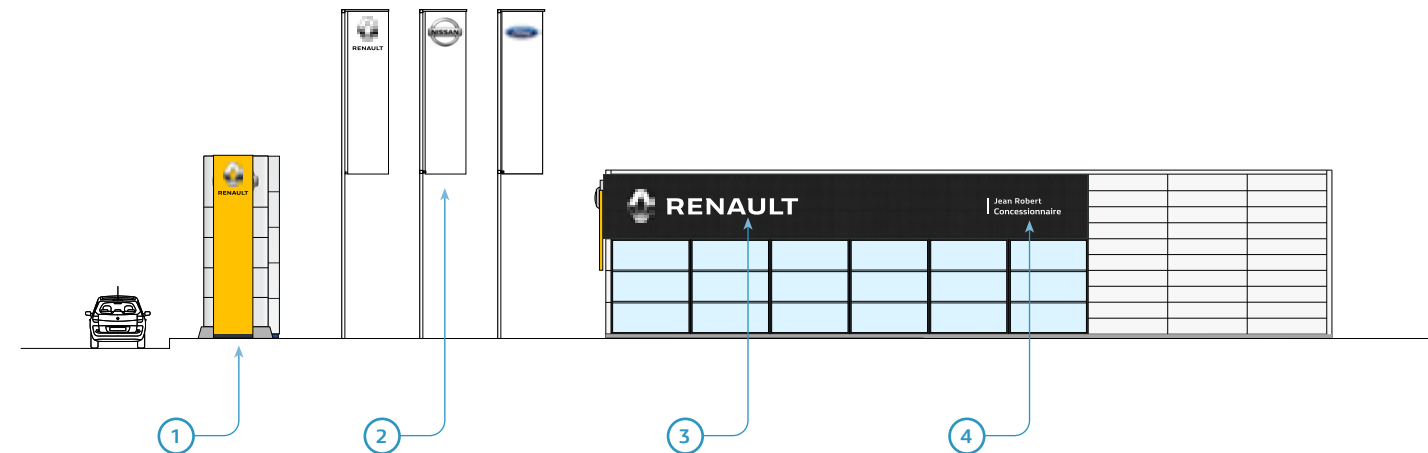
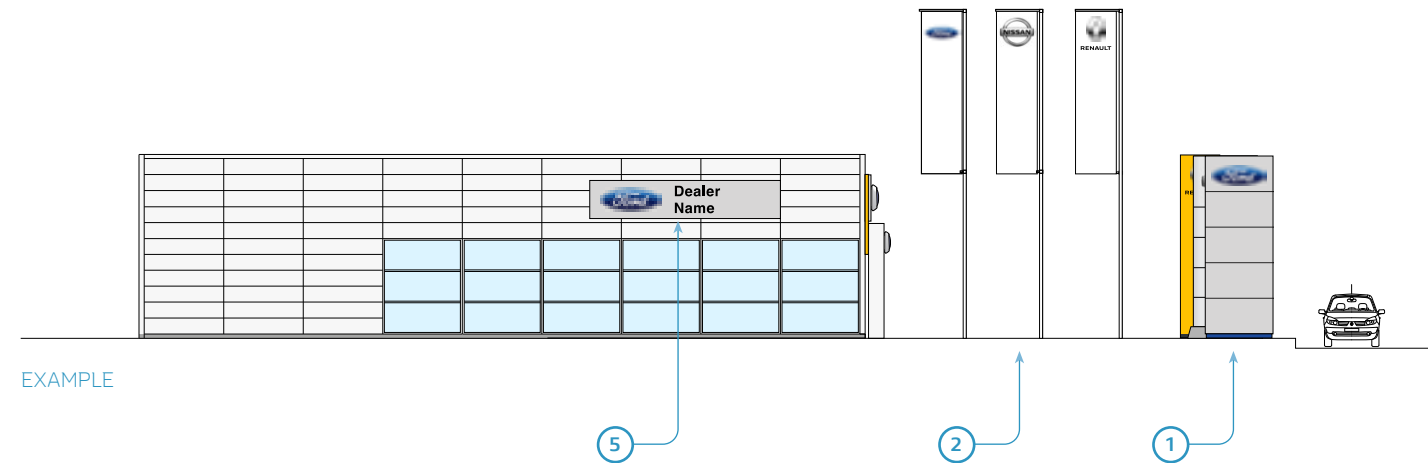
low façades

Installation rules

- The secondary façade of the Renault showroom is identified in the same way as the main façade.
- The Site Name is included on the secondary façade when it is not featured on the main façade.

Components

- 1 The totems of the three brands
- 2 The flags of the 3 brands
- 3 Renault façade markings on the woven-metal mesh
- 4 The Site Name
- 5 The façade markings for other brands



sites with three brands

main façade

high façades

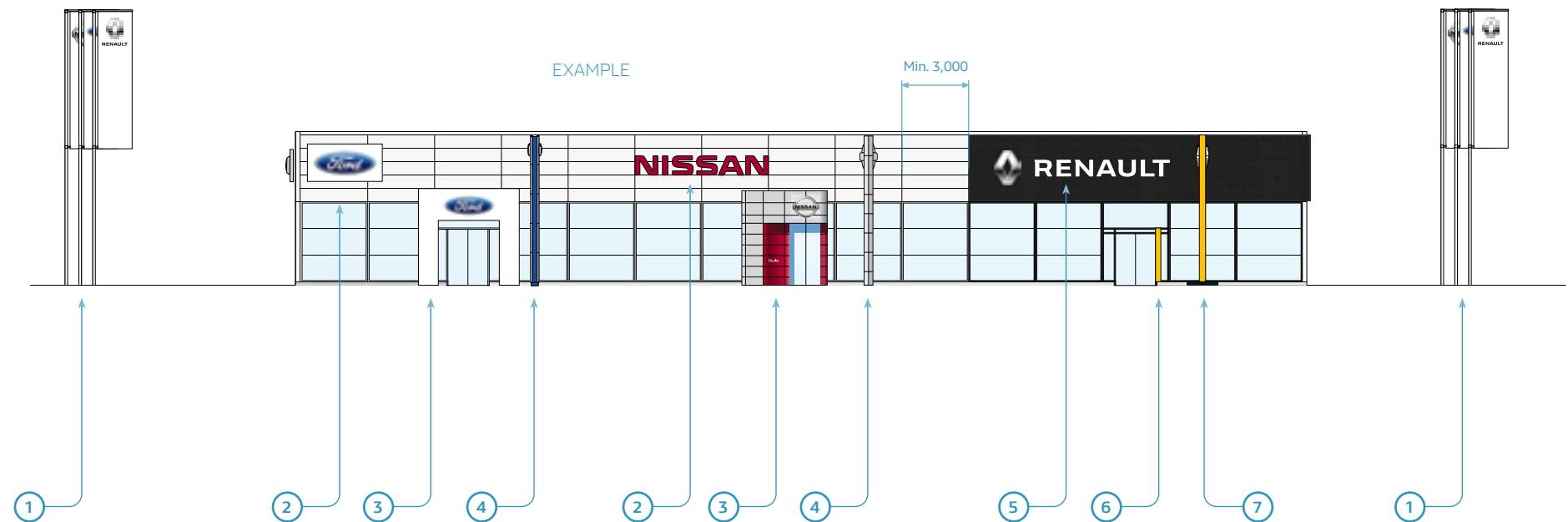
Particular features of installation

High façades generally do not allow for the installation of an overhead panel due to lack of space.

The entrance to the showroom is identified by a vertical entrance marker.

Components

- ① Flags of the 3 brands
- ② Façade markings for other brands
- ③ Entrance markings for other brands
- ④ Totem for other brands
- ⑤ Façade markings on woven-metal mesh
- ⑥ Vertical entrance marker
- ⑦ Renault totem



sites with three brands

secondary façades

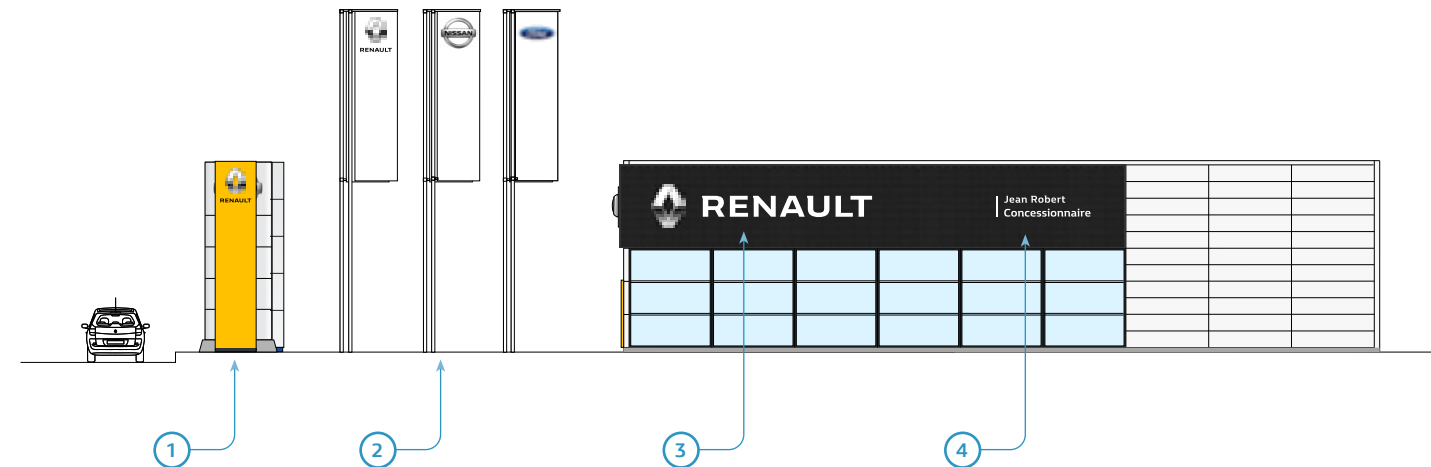
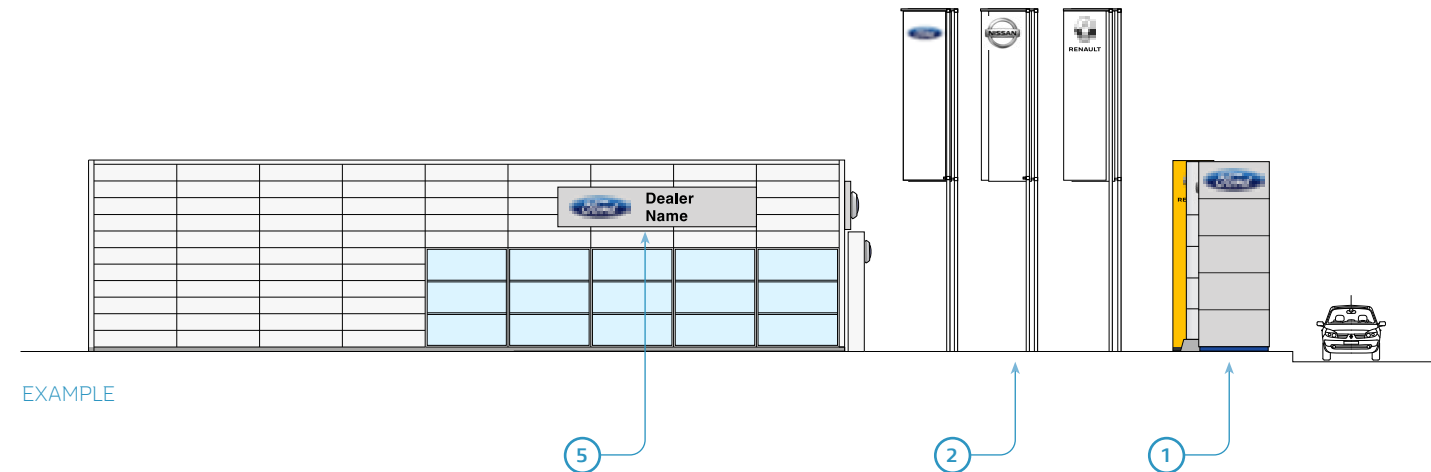
high façades

Installation rules

- The secondary façade of the Renault showroom is identified in the same way as the main façade.
- The Site Name is included on the secondary façade when it is not featured on the main façade.

Components

- 1 The totems of the three brands
- 2 The flags of the 3 brands
- 3 Renault façade markings on the woven-metal mesh
- 4 The Site Name
- 5 The façade markings for other brands



sites with three brands

specific case of a shared entrance

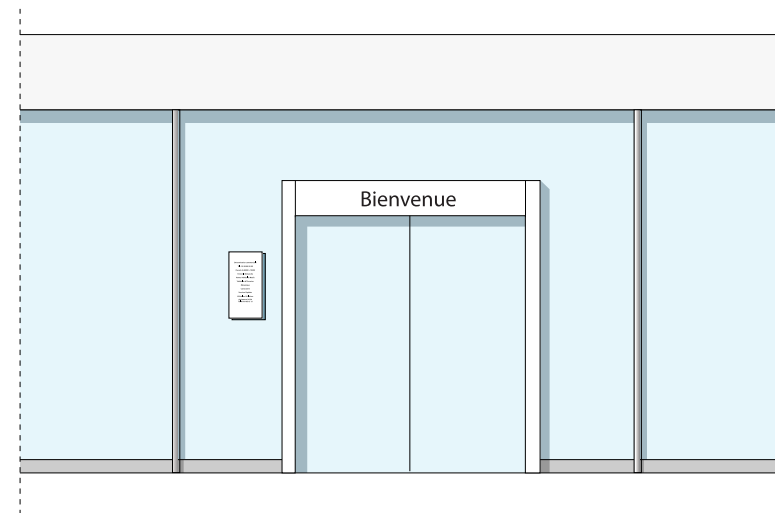
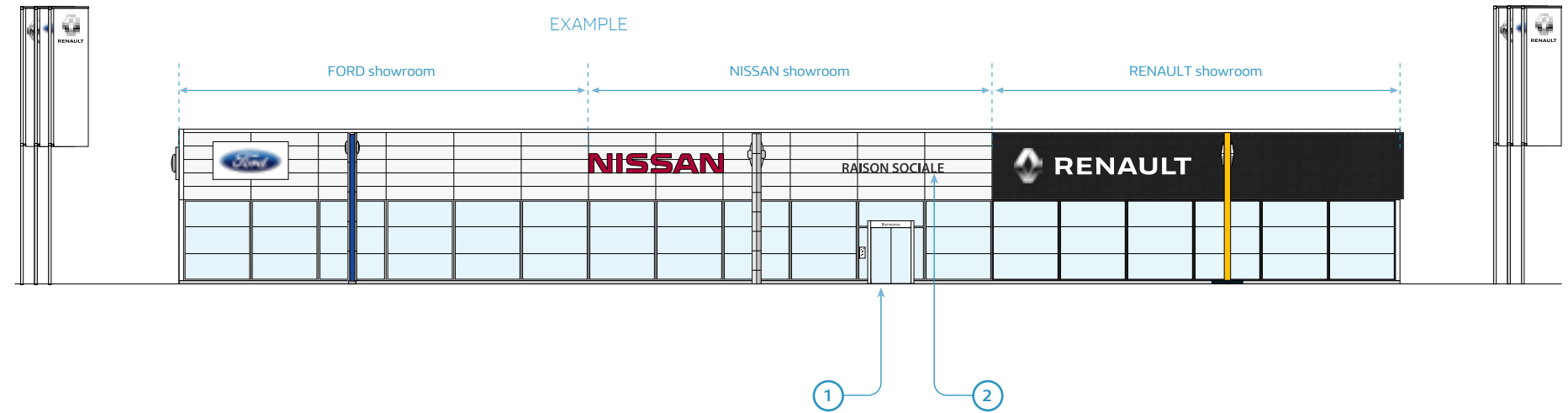
Installation rules

When the showrooms of each of the brands are accessed by a shared entrance, it is recommended to:

- identify the door with neutral entrance markings,
- position the Site Name above this entrance (neutral typeface).

Components

- ① Neutral entrance
- ② Neutral Site Name



sites with three brands

the after-sales façade shared entrance

Rule

The After-Sales area is identified by workshop bay signage comprising the following elements:

- ① Identification signs for each brand, of identical dimensions, positioned on the same side and at the same height.
- ② Neutral identification banner on the workshop door with the generic activity name.

