

8

Renault Minute sites

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Renault Minute sites

general

Renault Minute in the momentum of Renault Store

The Renault Minute offer has been visible on the façades of our outlets for several decades in some countries.

Integrating Renault Minute into the façades of our outlets

It was important to integrate it into our new façades within the After-Sales offer while maintaining its legibility.

Renault Minute takes full advantage of the impact provided by the juxtaposed cladding of the workshop bays, a visual marker traditionally associated with the image of express service.

Setting up independent Renault Minute sites

In some situations, it may be useful to set up Renault Minute sites outside of our outlets to be closer to express service customers.

energize
the **after-sales**
offer

Renault Minute sites the integrated Renault Minute



① After-Sales customer parking area

After-Sales customers are guided to a dedicated parking area as soon as they arrive at the site.

② The Renault Minute façade

The cladding distinguishes the group of bays assigned to Renault Minute.

The Renault Minute reception is identified by markings applied within the bay cladding.

③ After-Sales promotion

After-Sales communication media are presented close to the customer parking and on the main façade.

Specific Renault Minute offers must be presented on these supports.

Renault Minute sites

the independent suburban site



① Customer reception

The customer reception is easily accessible from the customers parking area located on either the main façade or the secondary façade.

It includes a waiting lounge.

② Workshop bays

The workshop bays are clad with metallic dark grey sheet. They are numbered to help guide the customer.

③ Promotion

Promotional media are arranged on the main façade so as to be visible on approach.

Renault Minute sites

the city-centre independent site



① Customer reception

The customer reception is easily accessible from the street.

It includes a waiting lounge.

② Workshop bays

The workshop bays are clad with metallic dark grey sheet. They are numbered to help guide the customer.

③ Promotion

The promotional media is positioned inside the customer reception area in order to be visible from the street.

integrated Renault Minute typical façade

Purpose

The group of workshop bays devoted to Renault Minute is unified by a metallic dark grey cladding built into the white After-Sales façade alongside any other workshop bays.

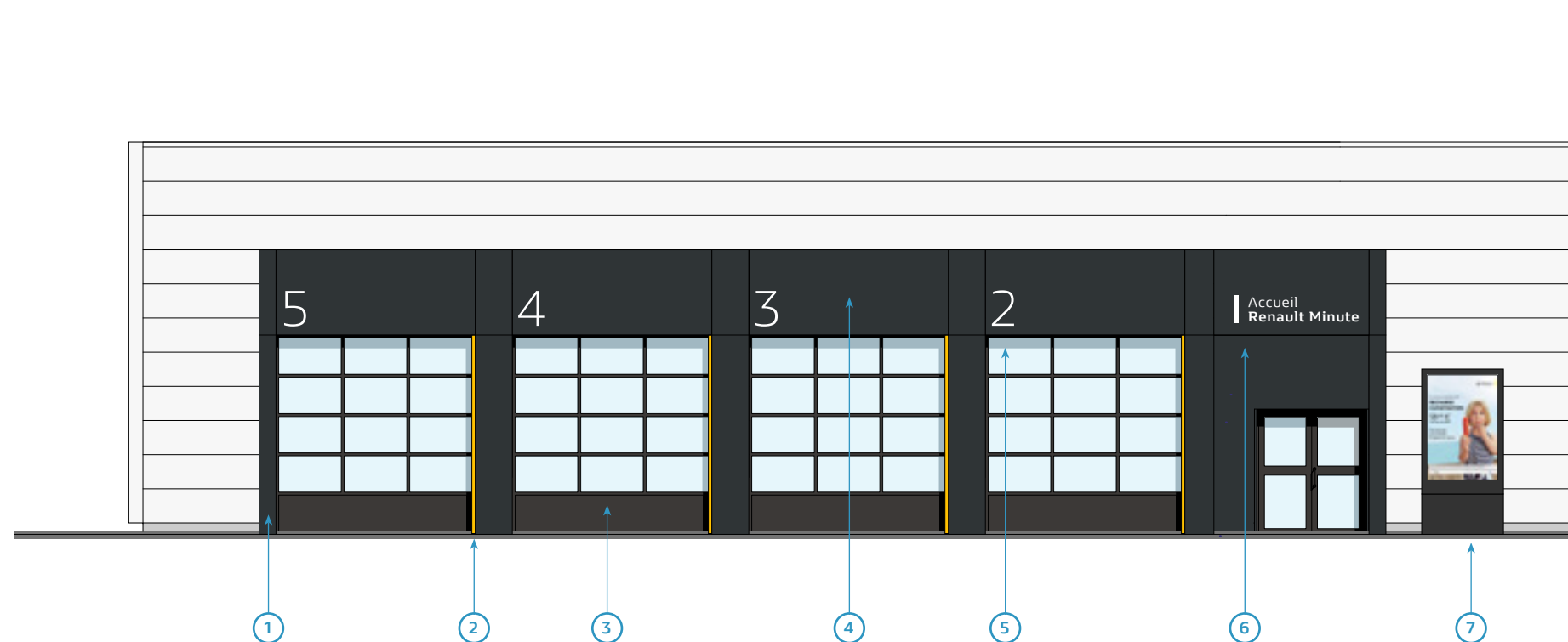
The identification of the reception point and the numbering of the bays guide the customer through their journey on the site.



integrated Renault Minute components

The Renault Minute workshop bays share the same cladding

- ① The cladding consists of metallic dark grey aluminium panels.
- ② On the right side, a yellow vertical strip accentuates the visibility of each of the workshop bays.
- ③ Doors and door frames are painted in dark grey RAL 7021 coordinated with the colour of the cladding.
- ④ The horizontal panels are available in 4 standard heights.
- ⑤ Each bay is identified by a number.
- ⑥ The group of workshop bays is identified by a wording.
- ⑦ Along the main façade, a promotional display presents the current offers.

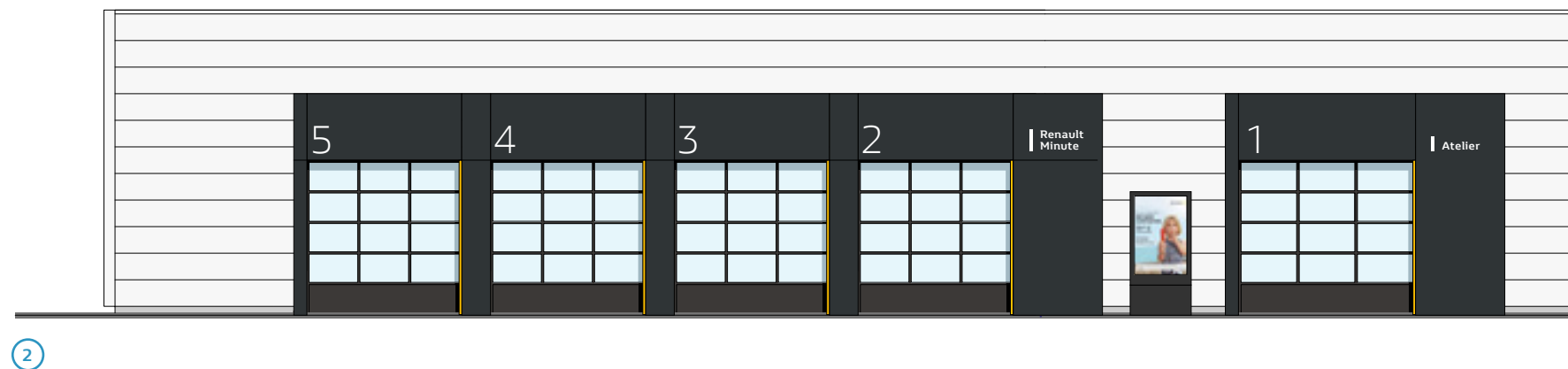
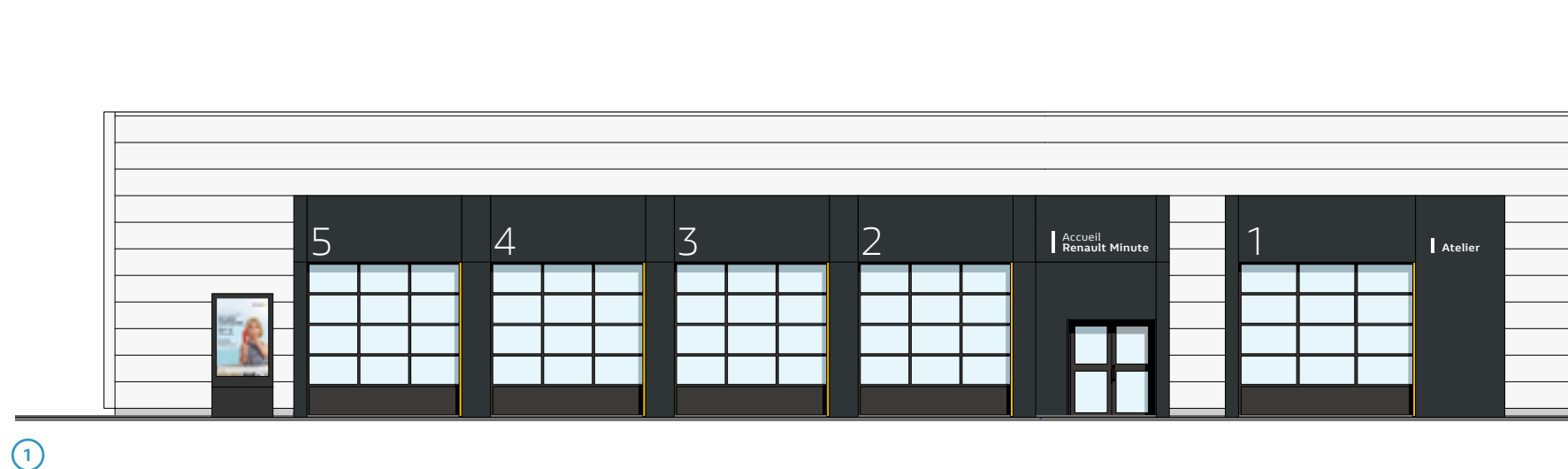


integrated Renault Minute

use of the word Reception

The word Reception is only used if the customer has direct access to a dedicated Reception point

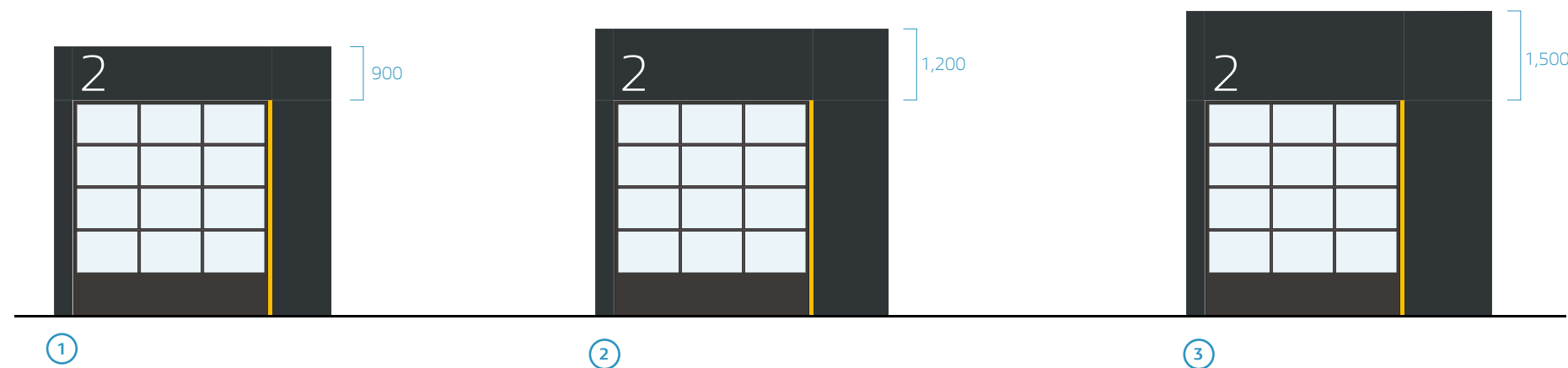
- ① If the Renault Minute reception is directly accessible via the door, the Reception word features in the bay group signage.
- ② If no dedicated Renault Minute reception is directly accessible, in the absence of a door, only the Workshop word features in the bay group signage.



integrated Renault Minute the horizontal panels

3 standard heights covering the different application cases

- ① 900 mm horizontal panel for façades less than 6 m in height,
- ② 1,200 mm horizontal panel for 6 m façade,
- ③ 1,500 mm horizontal panel for façades greater than 6.6 m in height,

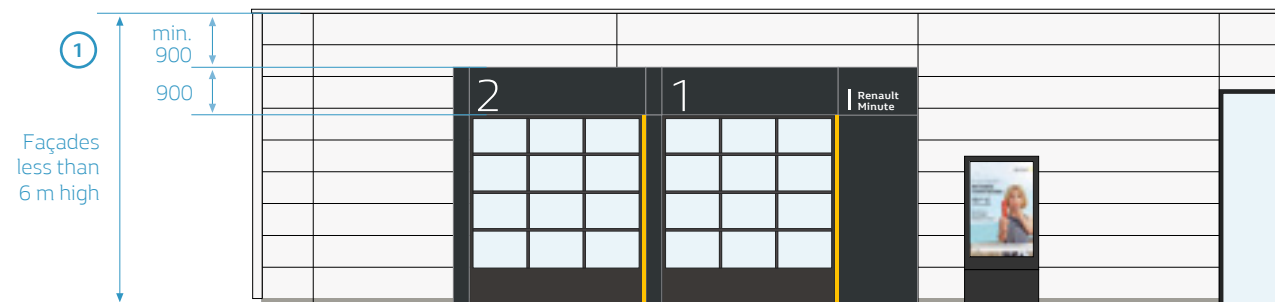
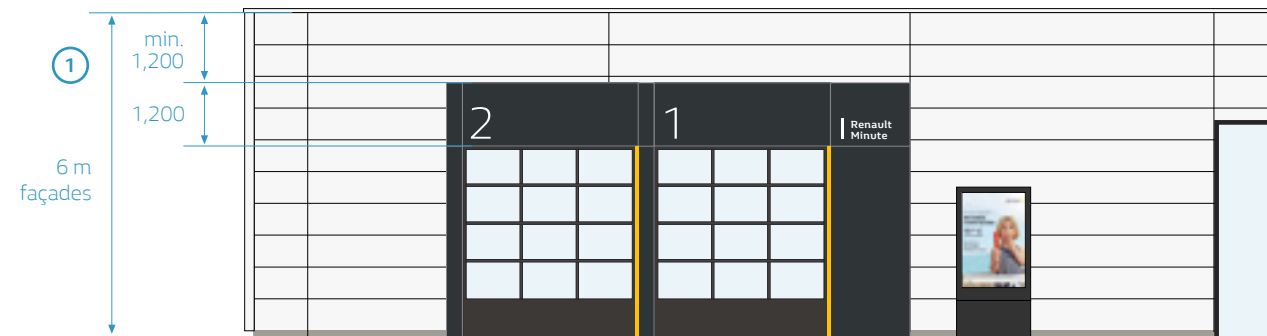
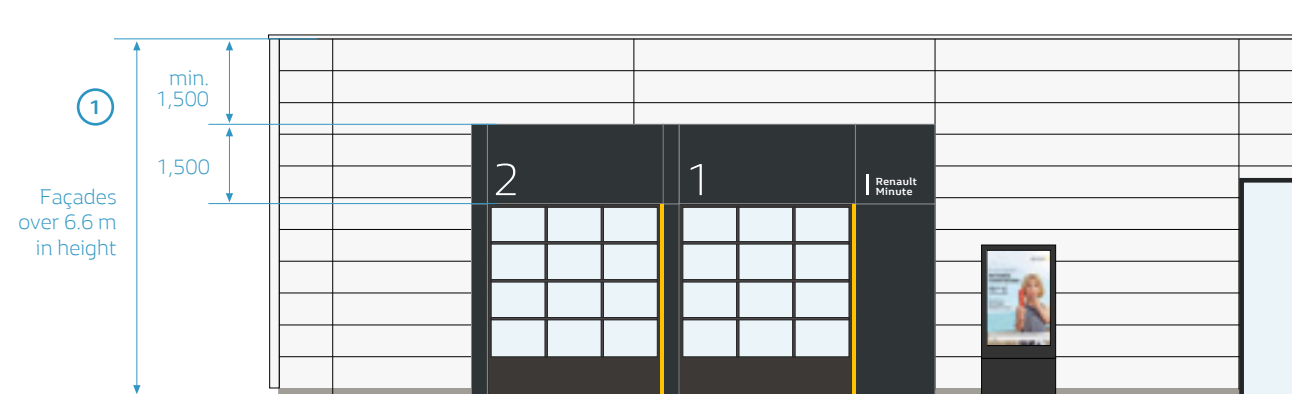


integrated Renault Minute

height of the horizontal panel

The height of the workshop bay horizontal panel shall be adapted according to the height of the façade

- ① The horizontal panel height must be less than the height of the upper part of the white cladding.



integrated Renault Minute the side panels

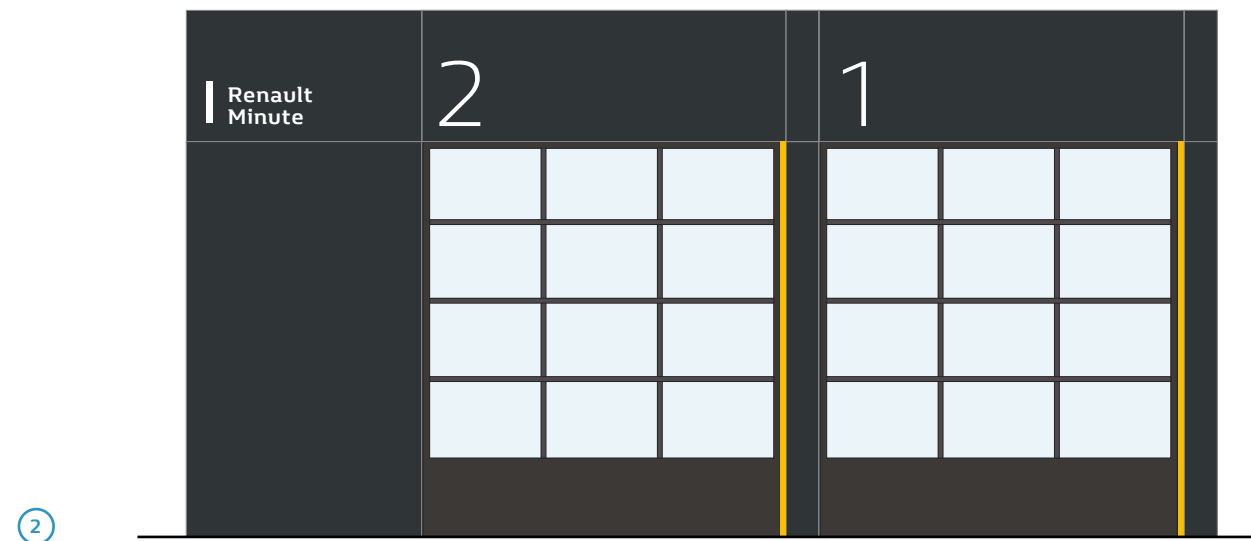
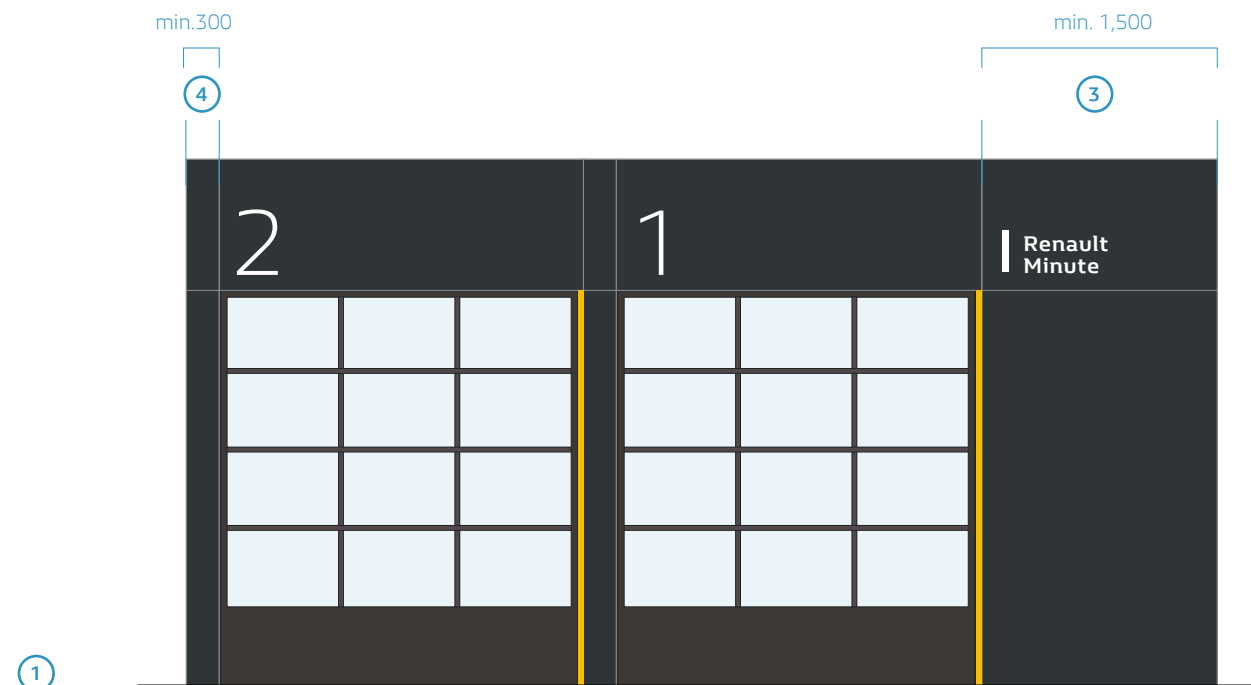
Side panel with marking

The cladding side panel featuring the identification of the bay group can be positioned:

- ① either on the right,
 - ② or on the left,
- of the group of workshop bays.
- ③ Its minimum width is 1,500 mm.

Side panel without marking

- ④ The unmarked cladding side panel shall have a minimum width of 300 mm.



integrated Renault Minute identification of bays

2 names selected

① Renault Minute

identifies Renault Minute bays without a customer reception that can be accessed from an entrance on the façade.

② Accueil Renault Minute

identifies Renault Minute bays featuring a dedicated reception (exceptionally on 3 lines).

These names or designations are to be adapted by each country.

① | Renault Minute

| Renault
Minute

② | Accueil
Renault Minute

| Accueil
Renault
Minute

integrated Renault Minute

positioning of markings

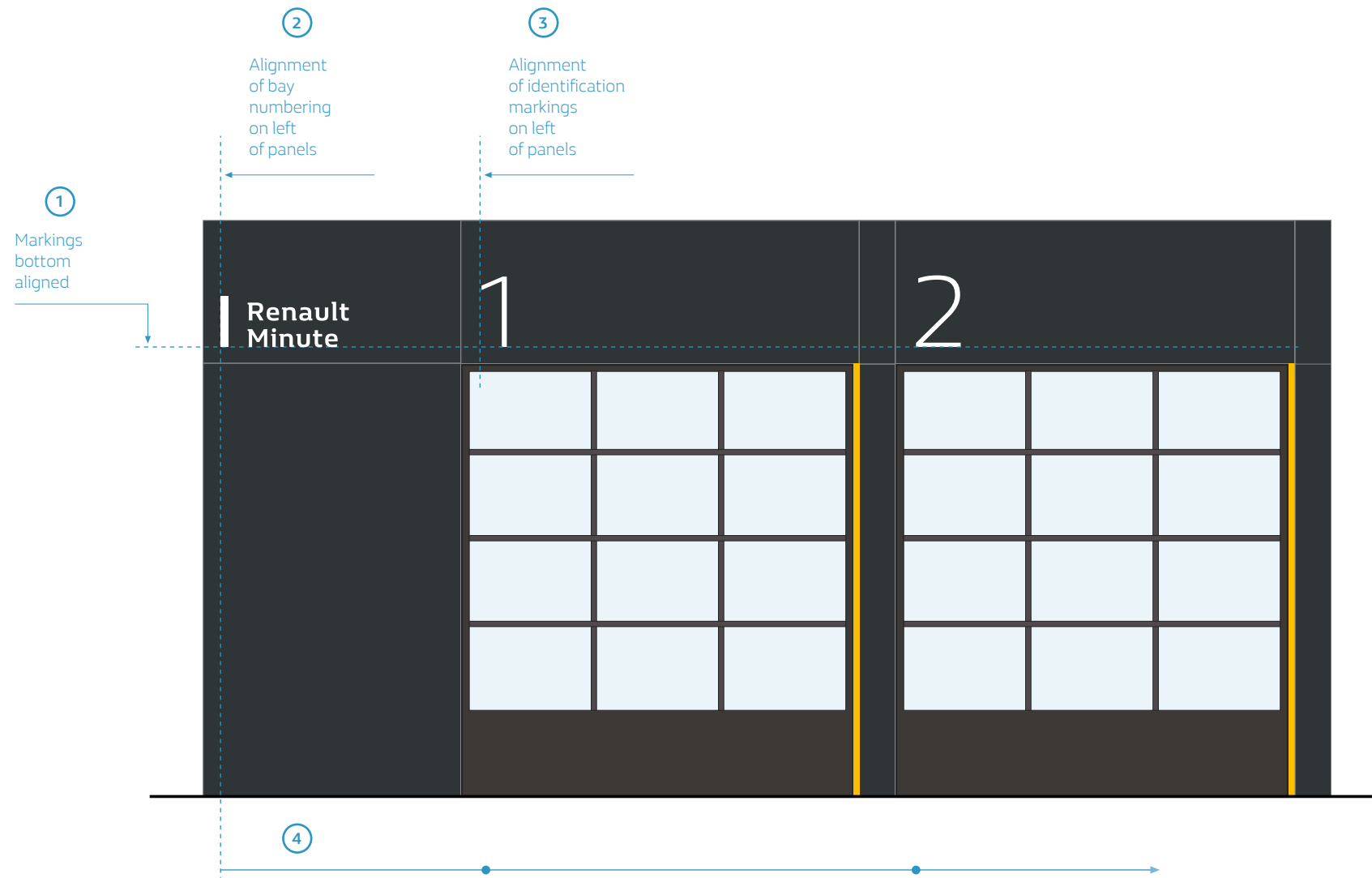
Side and horizontal panels with marking

The markings follow the rules set out below

- ① All the markings are bottom aligned,
- ② Alignment of identification marking on left of panels,
- ③ Alignment of bay numbering on left of panels.

Numbering direction

- ④ The incrementation starts from the Renault Minute identification marking but takes account of the possible presence of other service bays so as never to have two bays on the same site with the same number (see following pages).

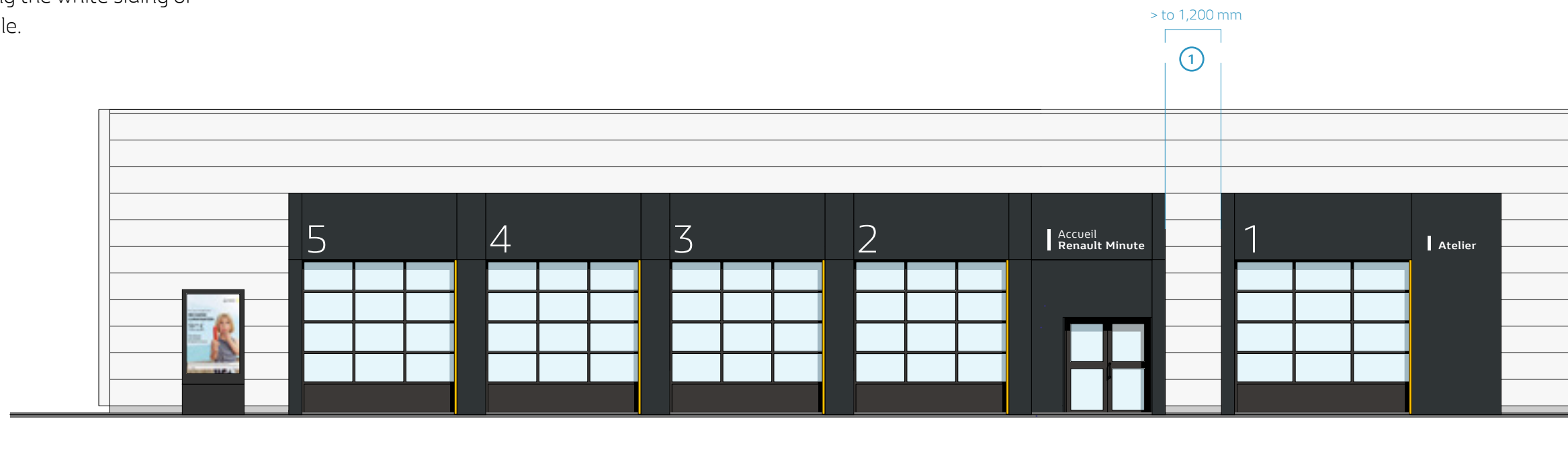


integrated Renault Minute

separation from other bays

Separation of 2 bay groups requires a width of 1,200 mm

- ① To facilitate the perception of each activity, it is necessary to leave a separation of 1,200 mm between the dark grey cladding elements of 2 groups of bays, leaving the white siding or masonry visible.



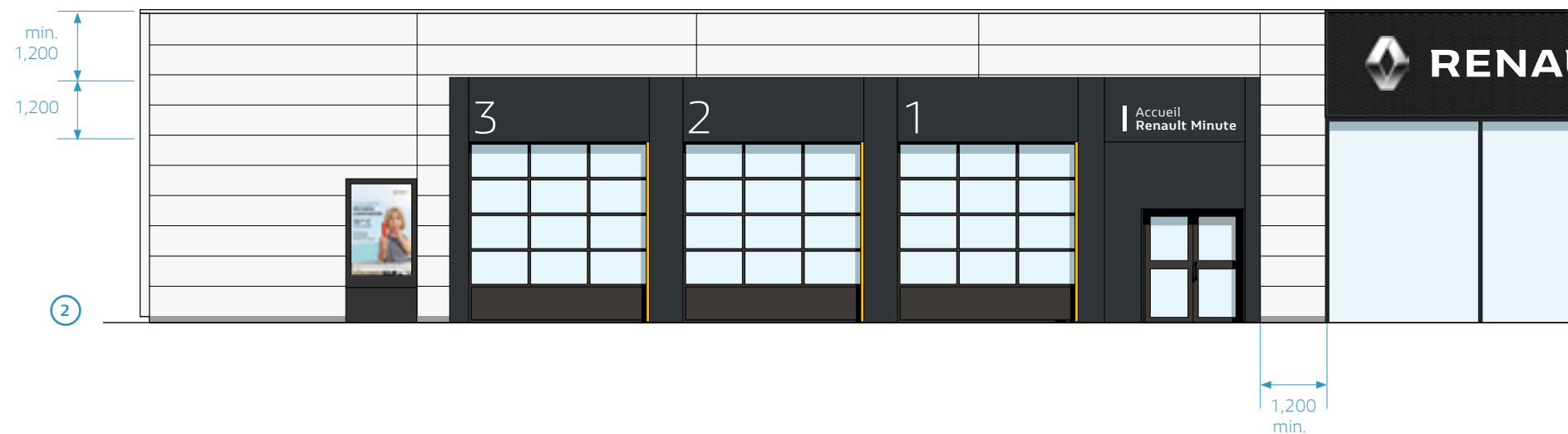
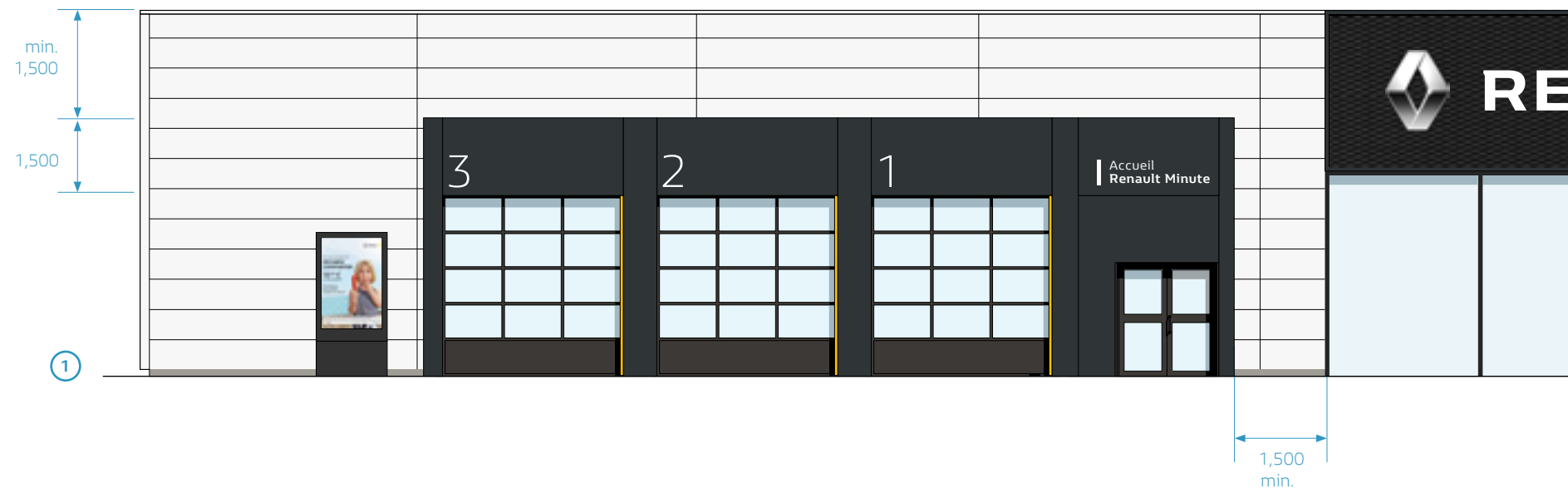
integrated Renault Minute bays close to the showroom

General rule

When the workshop bays are close to the showroom, it is necessary to create a white neutral zone so as not to interfere visually with signage on the showroom façade banner.

This neutral zone depends on the height of the horizontal panel used on workshop bay.

- ① Example of Renault Minute workshop bay with a 1,500 mm horizontal panel,
- ② Example of Renault Minute workshop bay with a 1,200 mm horizontal panel.

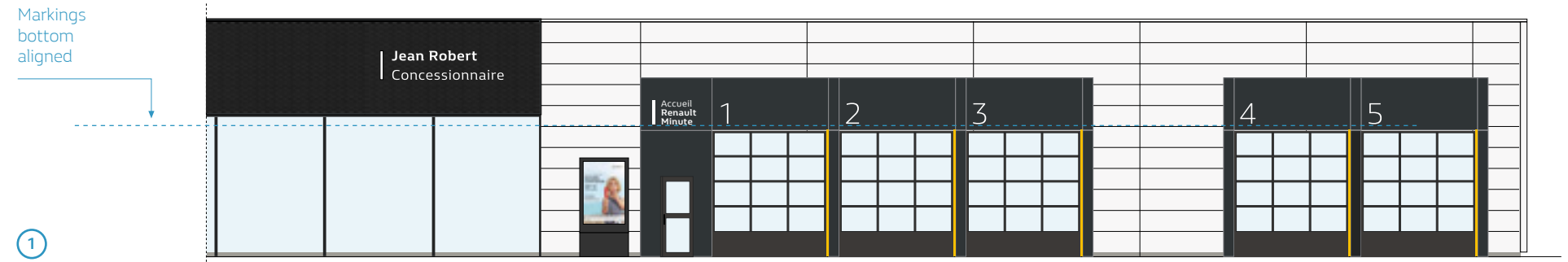


integrated Renault Minute

alignment of markings

Generic case of standard bays

- ① All markings, numbering or identifications are bottom aligned.

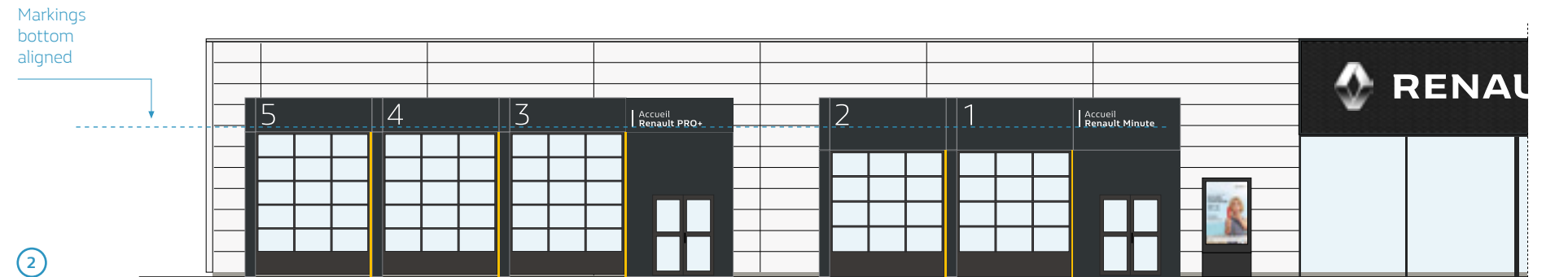


Specific cases with juxtaposition of Renault Minute bays and Renault Pro+ bays

- ② When workshop bays of different heights are juxtaposed on the same façade, the bottom alignment is determined by the highest of the markings.

This rule is applied façade by façade.

Alignments may be variable between main façade and secondary façades, but must be the same along the same façade.



Independent Renault Minute the suburban site

The main rules of identification

- ① The Renault flags, arranged in groups of three, identify the site. They are positioned on either side of the site.
- ② The Renault totem is positioned in line with the main façade in front of the customer parking areas.
- ③ The Renault Minute signature is present on the white façade above the customer reception.

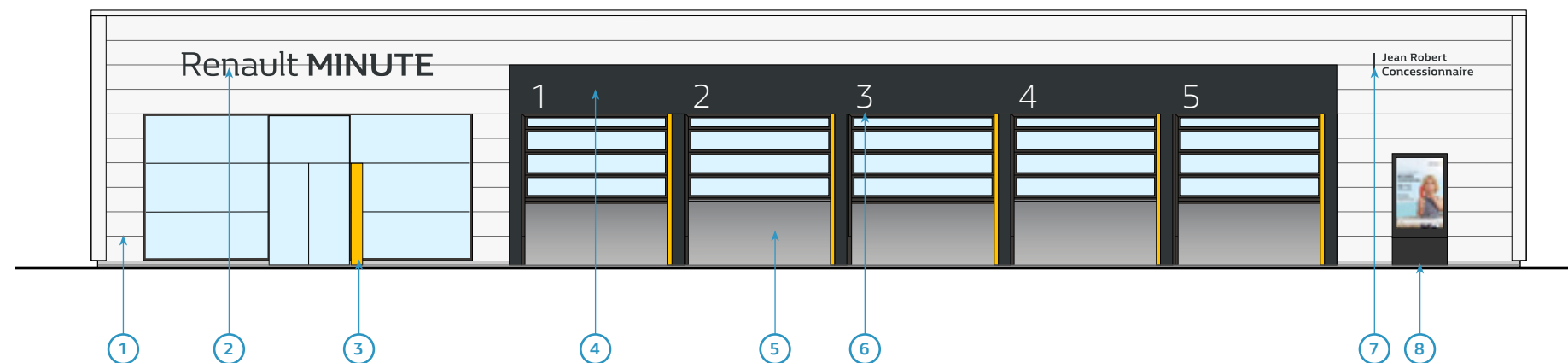


Independent Renault Minute

typical case for suburban sites

Description

- ① Cladding or masonry in RAL 9010 white
- ② Renault Minute signature in box letters
- ③ Vertical entrance marker
- ④ Cladding of workshop bays in metallic dark grey
- ⑤ Doors and door frames painted in RAL 7021 dark grey
- ⑥ Numbering of bays
- ⑦ Site name in adhesive or in LED block letters
- ⑧ Promotional media



Independent Renault Minute the city-centre site

The main rules of identification

- ① The Renault flag insignia is located on the façade, preferably at the opposite end from the customer reception.
- ② The Renault Minute signature is located above the customer reception.



Independent Renault Minute

typical façade for city-centres

Description

- ① Renault Minute signature in box letters
- ② Promotional media
- ③ Vertical entrance marker
- ④ Cladding of workshop bays
- ⑤ Doors and door frames painted in RAL 7021 dark grey
- ⑥ Numbering of bays
- ⑦ Masonry in RAL 9010 white
- ⑧ Site name in adhesive or in LED block letters
- ⑨ Renault flag insignia



Independent Renault Minute the signatures

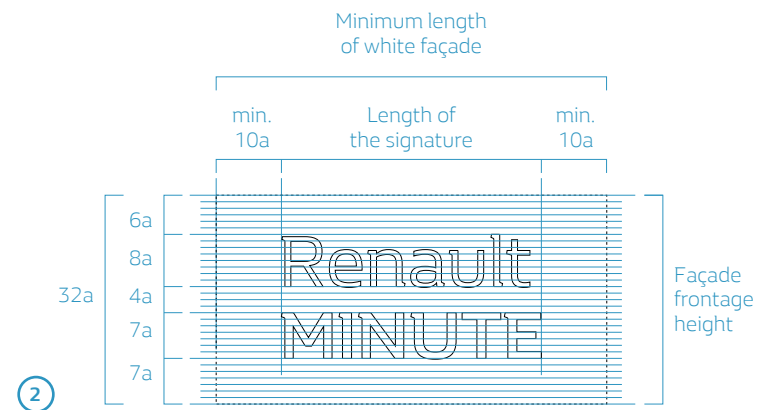
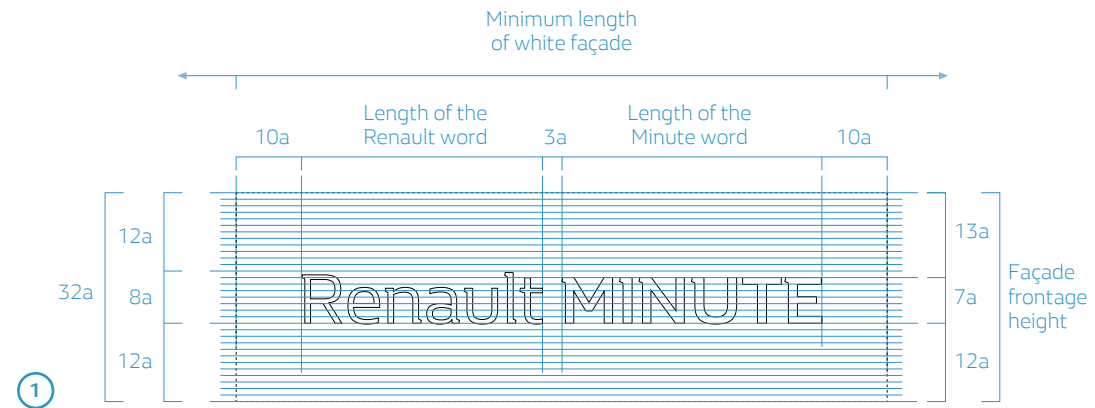
Layout rules

The façades of independent Renault Minute sites are identified by a signage signature located on the white frontage above the customer reception.

This signature shall be combined with the Site Name.

2 signature formats

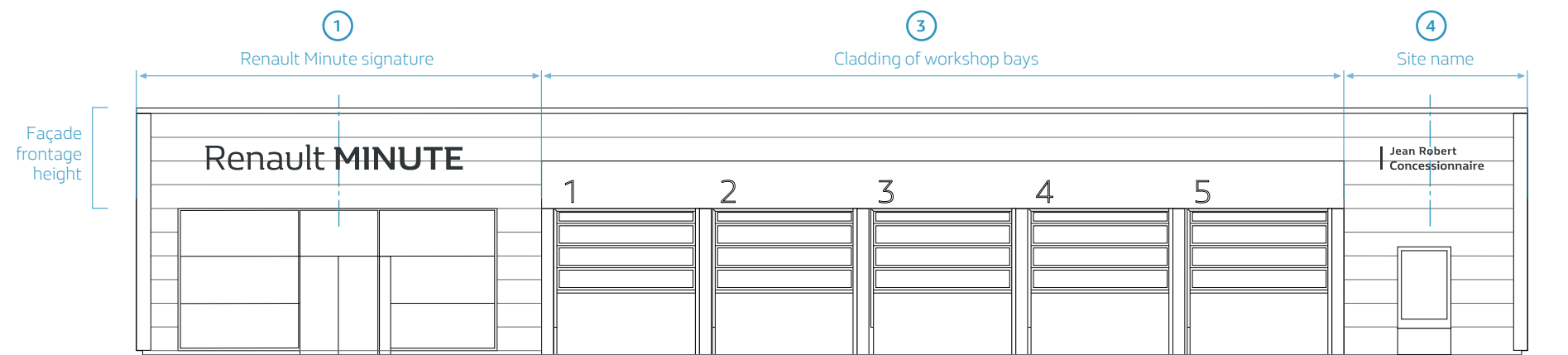
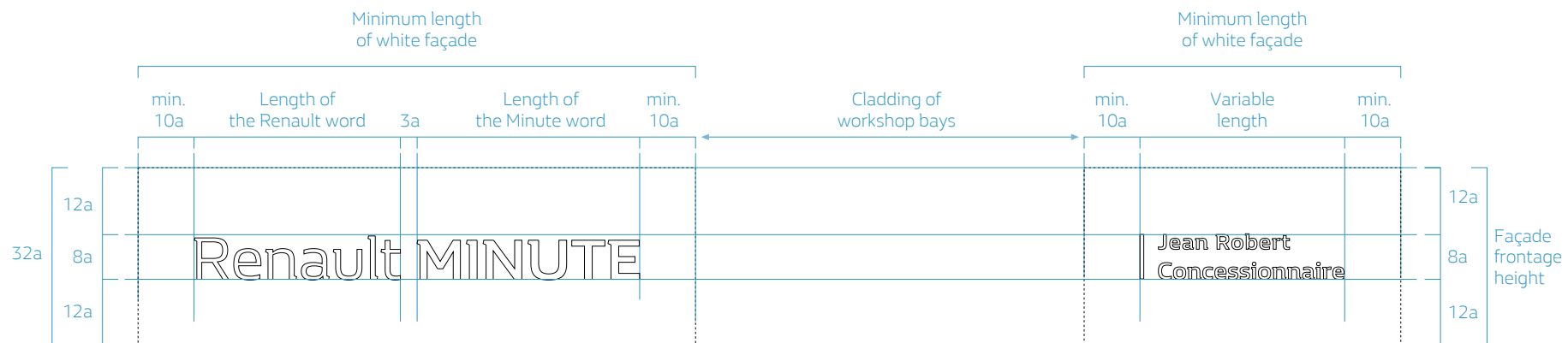
- ① The signature on 1 line is to be preferred on the façades of independent Renault Minute sites.
- ② The signature on 2 lines is to be applied on façades with a reception of limited length where the signature on 1 line cannot be used.



Independent Renault Minute façade markings on 1 line

Rules on positioning

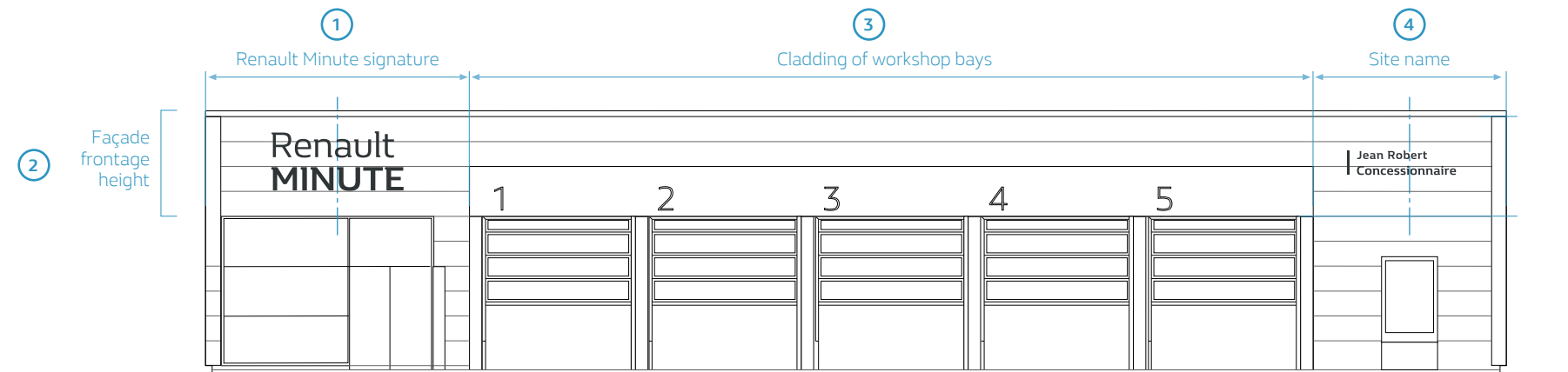
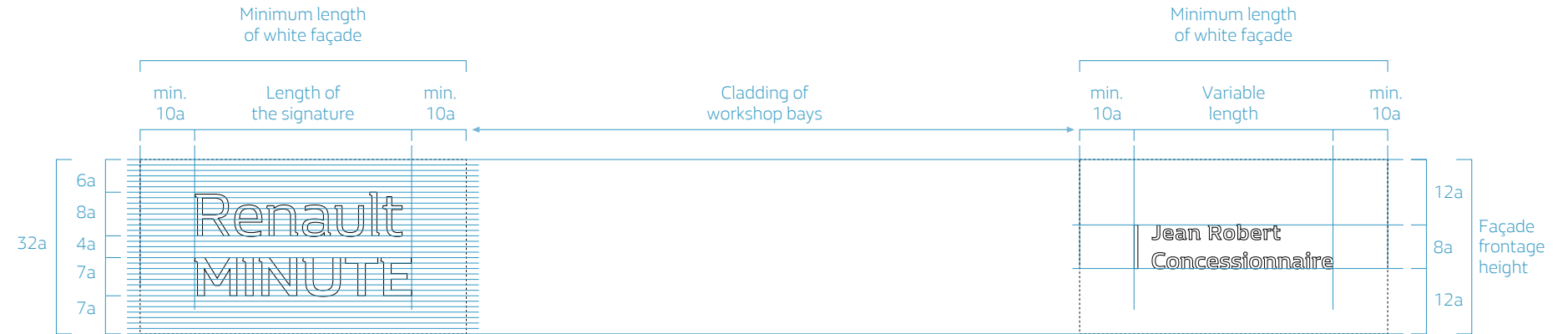
- ① The Renault Minute signature is centred in the white space available above the customer reception.
- ② The signage height is governed by the height of the white façade frontage based on the drawing opposite.
- ③ The Signature and the Site Name are located on either side of the cladding of the workshop bays.
- ④ The Site Name is centred in the white space available in the zone opposite the customer reception.



Independent Renault Minute façade markings on 2 line

Rules on positioning

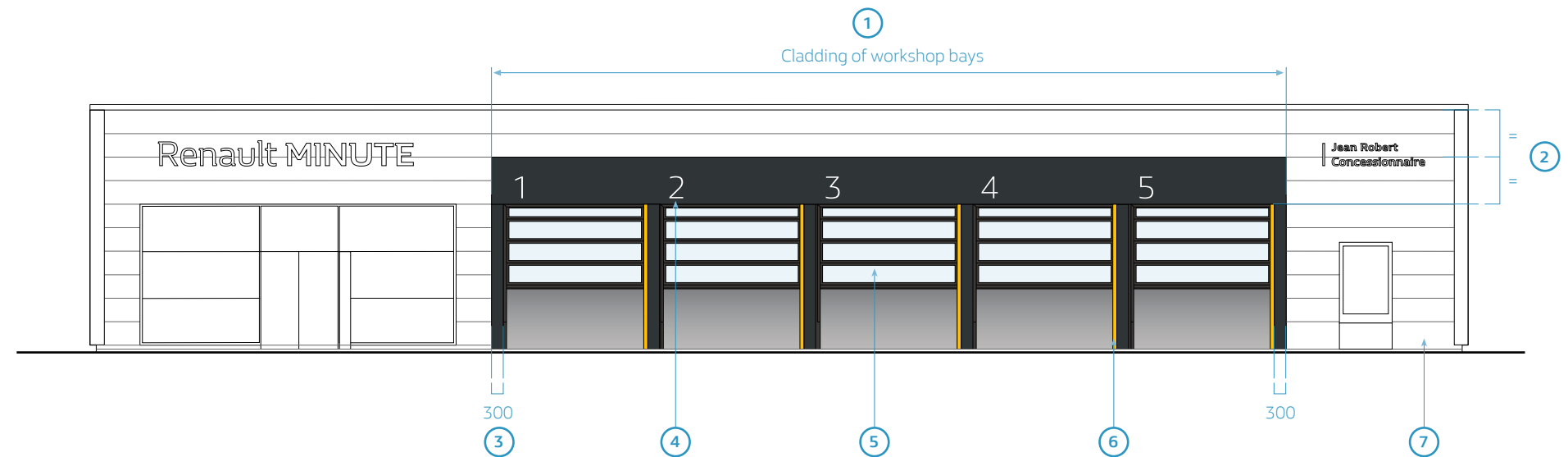
- ① The Renault Minute signature is centred in the white space available above the customer reception.
- ② The signage height is governed by the height of the white façade frontage based on the drawing opposite.
- ③ The Signature and the Site Name are located on either side of the cladding of the workshop bays.
- ④ The Site Name is centred in the white space available in the zone opposite the customer reception.



Independent Renault Minute cladding for the bays

Installation rules

- ① The cladding unifies all the workshop bays to create a homogenous group of bays.
- ② The heights of the horizontal panel and of the white section above the panel are identical.
- ③ The exterior side panels are always 300 mm wide
- ④ The numbering of the bays is always positioned to the left of the panel.
- ⑤ The doors and frames are painted in RAL 7021 dark grey.
- ⑥ The yellow vertical strip accentuates the visibility of each of the workshop bays.
It is always positioned to the right of each door.
- ⑦ The façade is in RAL 9010 white.

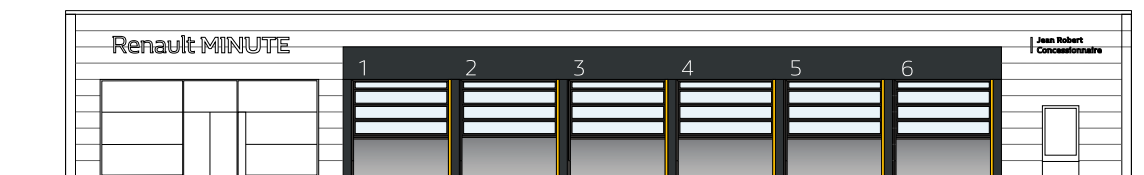
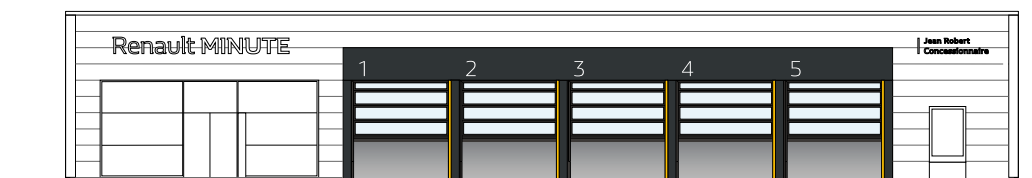
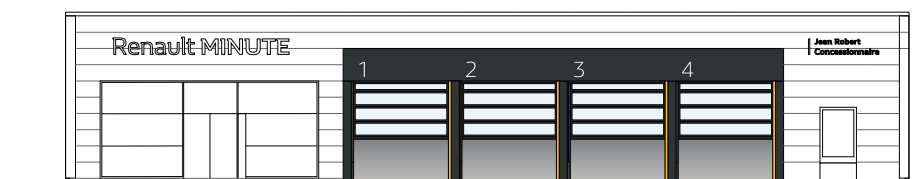
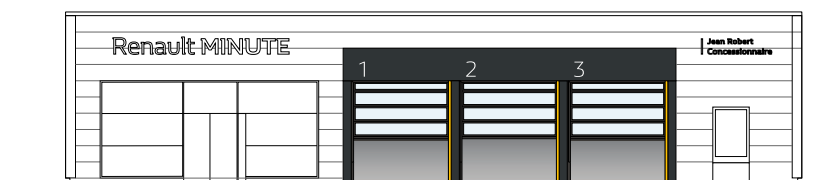


Independent Renault Minute the number of bays

A constant look to the façade

The typical façade for the independent buildings can accommodate between 3 and 6 workshop bays.

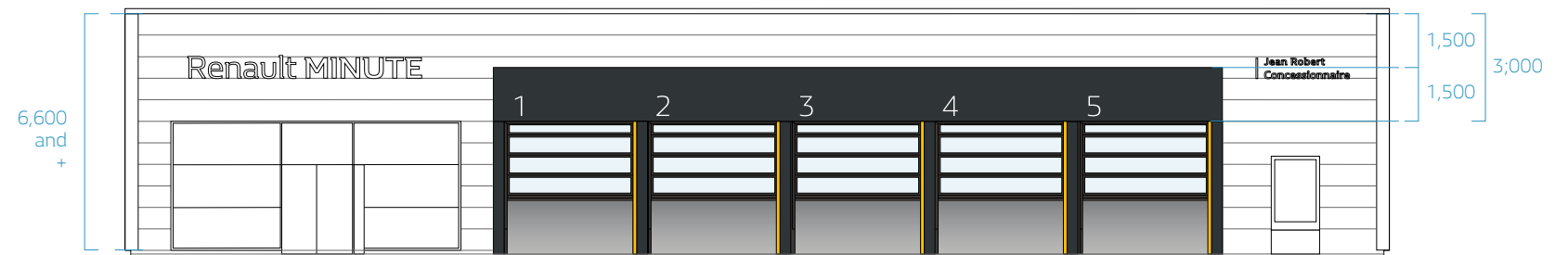
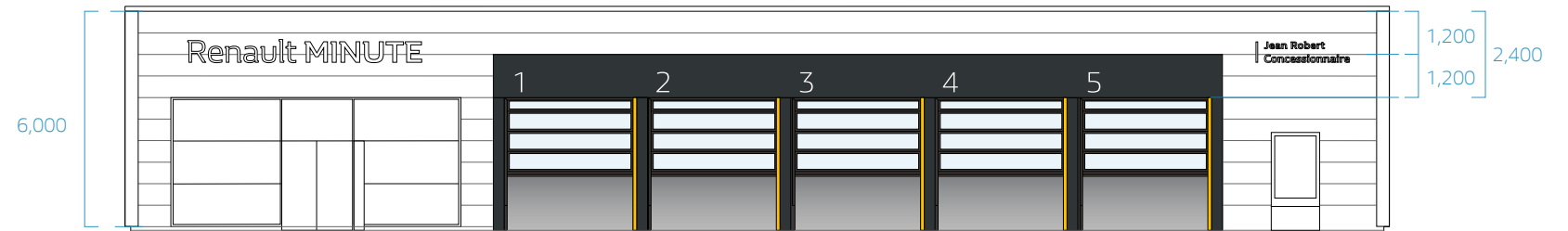
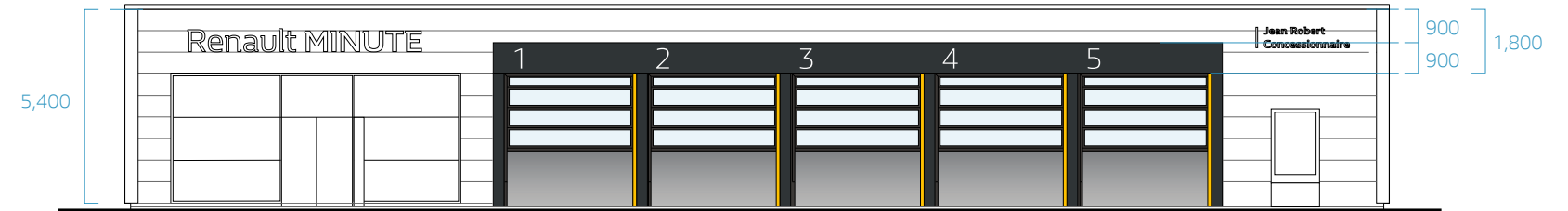
Irrespective of the number of bays, the goal is make a Renault Minute site immediately recognizable.



Independent Renault Minute height of horizontal panels

3 panel heights to cover all requirements

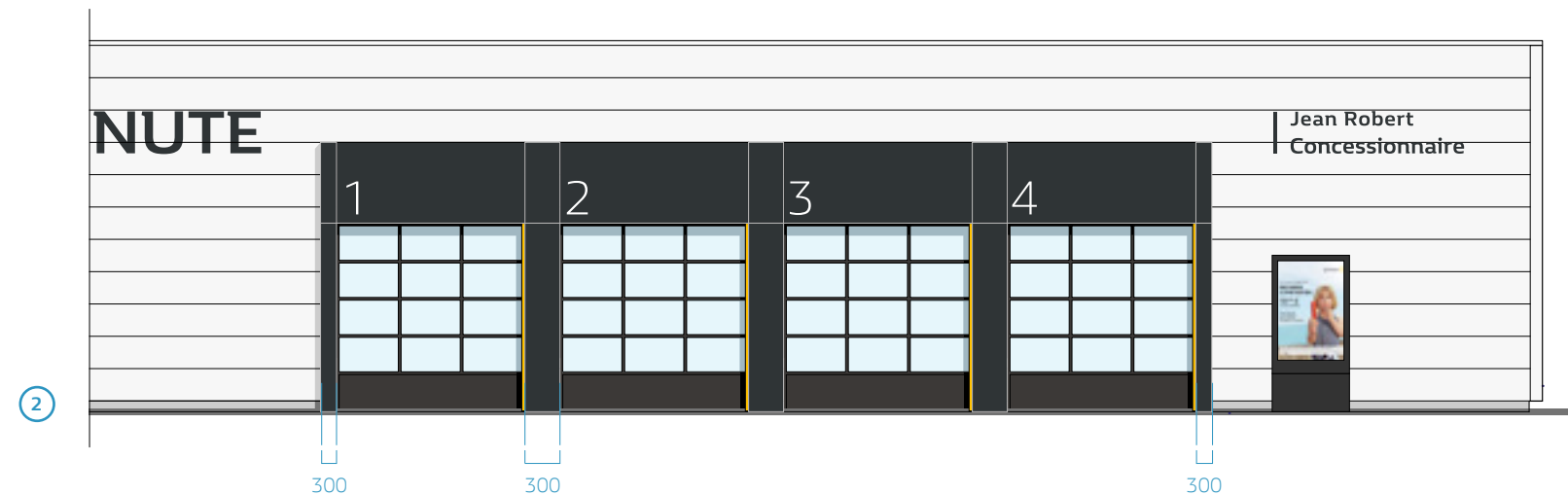
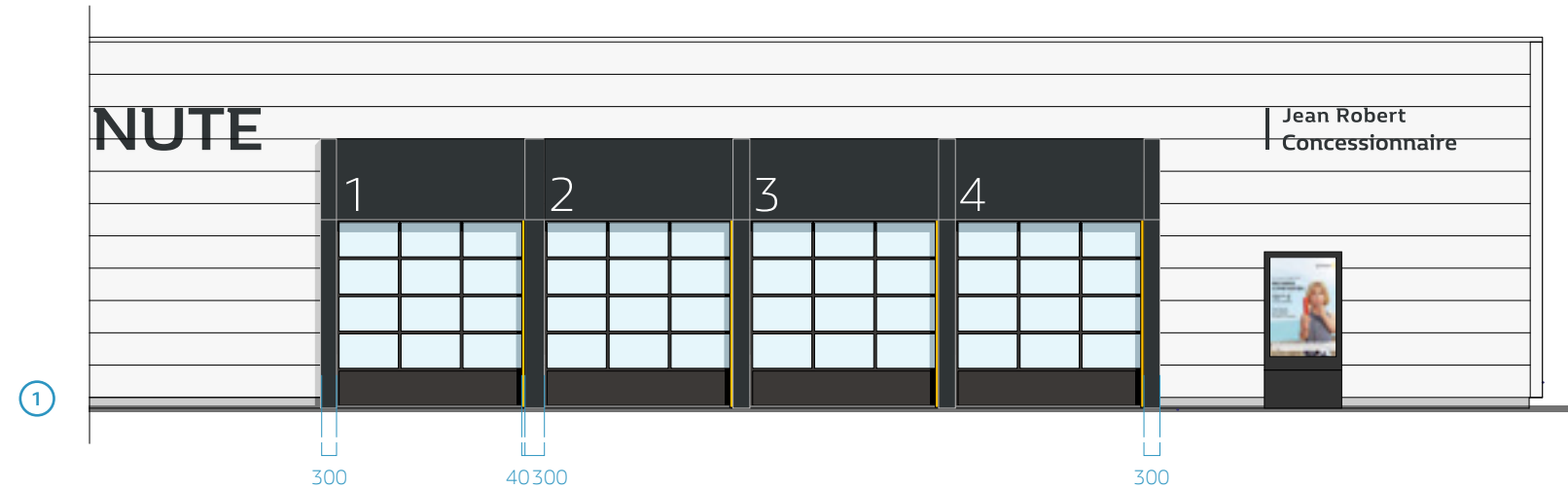
The horizontal panels are available in heights of 900, 1,200 and 1,500 mm for building heights of between 5,400 and over 6,600 mm.



Independent Renault Minute width of the vertical panels

The vertical panels are always a minimum of 300 mm wide

- ① In this example, all the dark grey vertical panels have the same width of 300 mm. The yellow vertical strip is always 40 mm wide.
- ② In this example, the vertical side panels (at each end) are 300 mm wide, whereas the intermediary vertical panels (cladding the pillars between each bay) may be wider than 300 mm.



Independent Renault Minute

positioning of markings

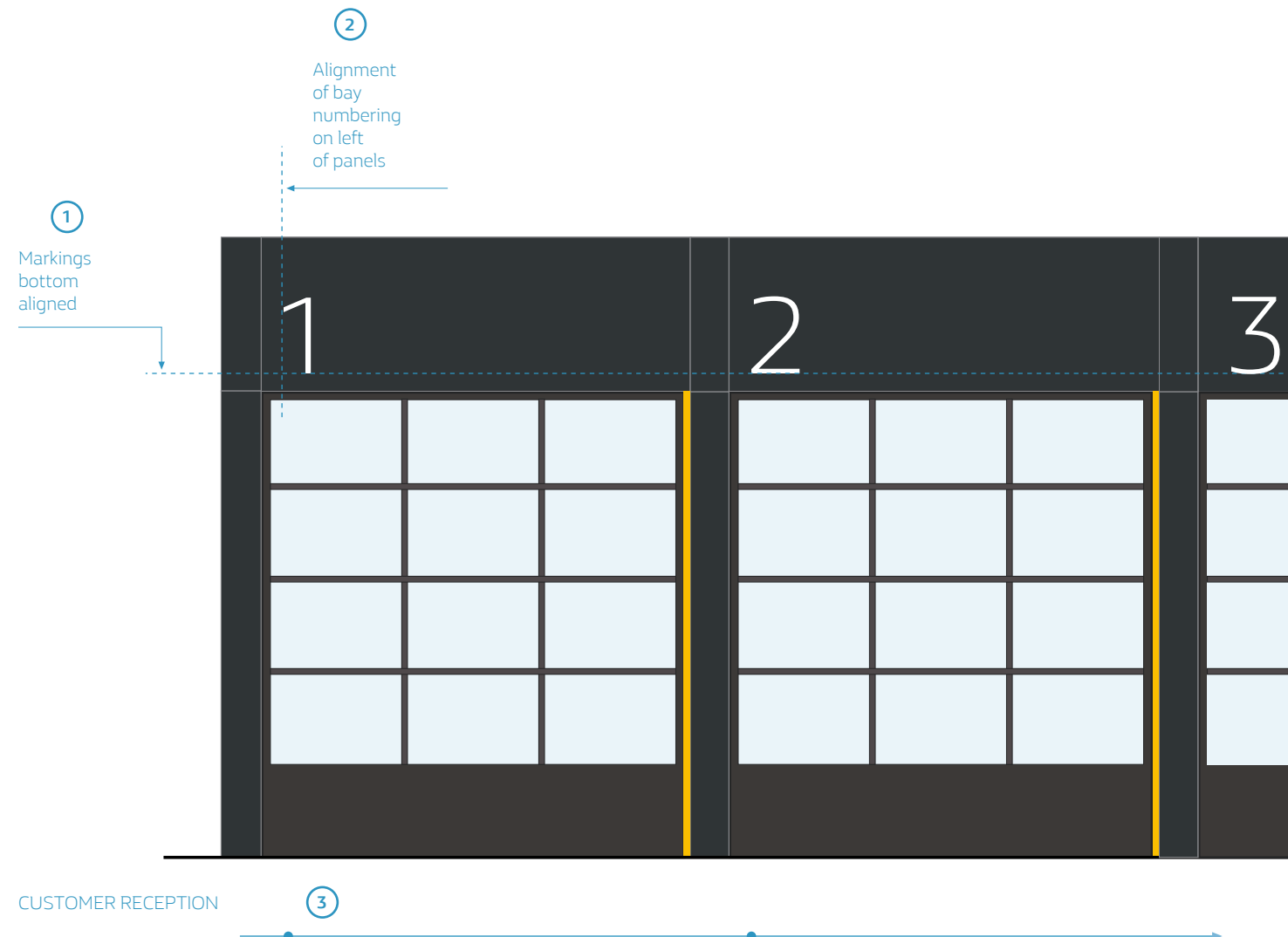
Side and horizontal panels with numbering

The markings follow the rules set out below

- ① Markings bottom aligned,
- ② Alignment of bay numbering on left of panels.

Numbering direction

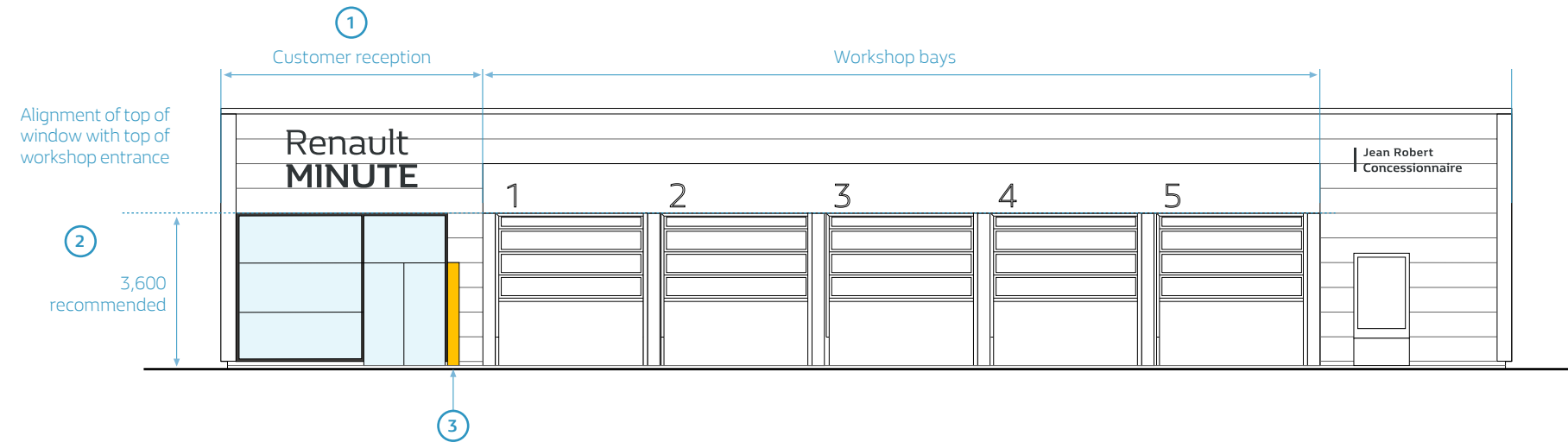
- ③ The numbers are to be incremented in the direction moving away from the Customer Reception (situated on the left in the example opposite).



Independent Renault Minute the customer reception

Installation rules

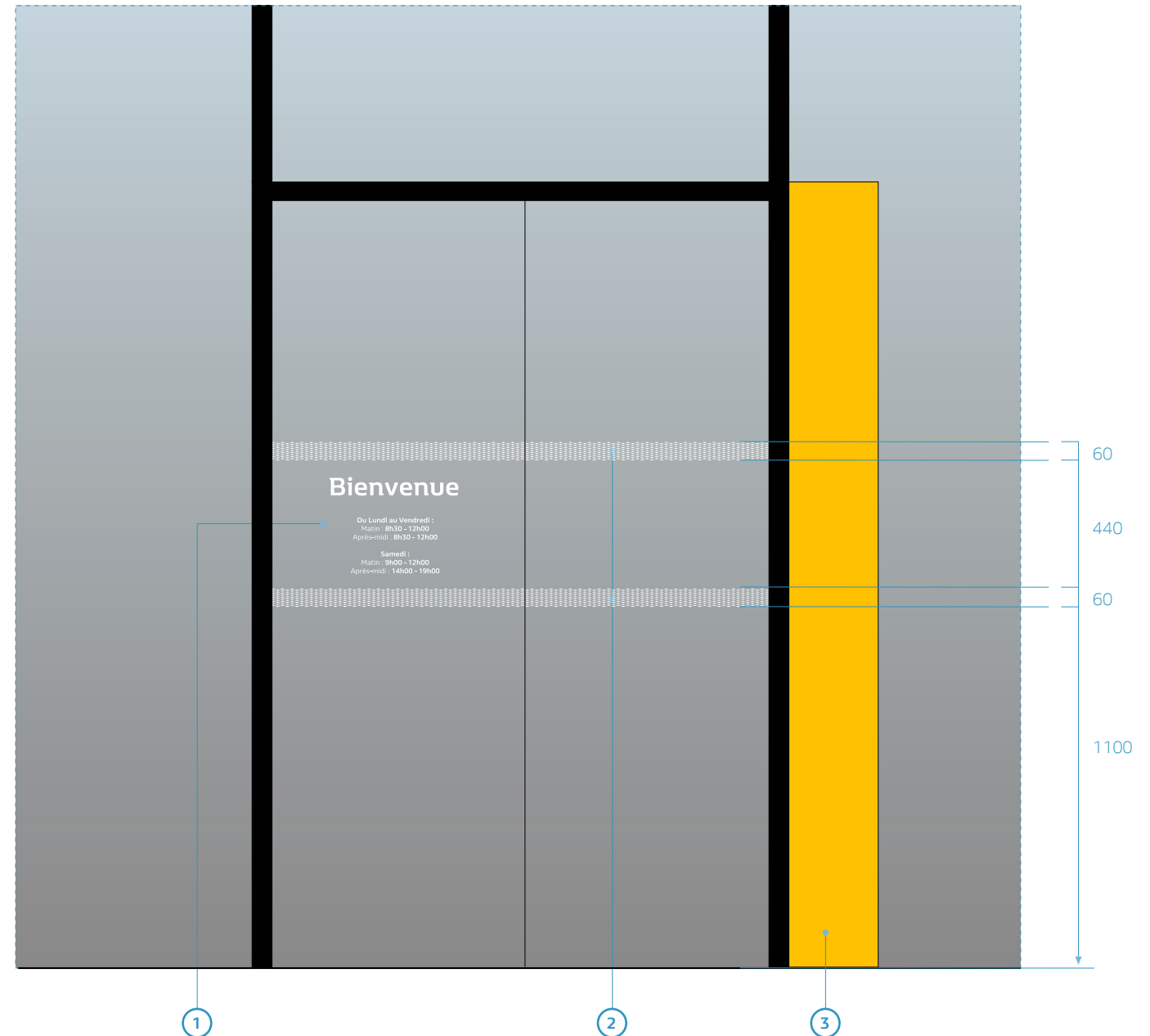
- ① The customer reception is installed to the left of the workshop bays to accommodate the natural left to right reading of the façade markings.
- ② The window featuring in the façade of the customer reception shall have a standard height of about 3,600 mm, corresponding to the height of the workshop bay door.
- ③ The vertical entrance marker is positioned to the right of the entrance door to the customer reception.



Independent Renault Minute entrance signage

Installation rules

- ① The glazed doors feature 2 adhesive strips to make them more easily noticeable in accordance with the regulations for access to public institutions for the visually impaired.
- ② Information about opening hours is provided on the access door to the customer reception area. This information shall be located on the left-hand section of the door. These adhesive elements shall be applied from the interior of the showroom for better protection.
- ③ The vertical entrance marker is positioned to the right of the entrance door to the customer reception.



Independent Renault Minute

adhesive markings for entrances

Installation rules

- ① The opening hours are displayed on the door of the customer reception, accompanied by the word "Welcome".
- ② In the event that it is not possible to install the Site Name on the façade, it is recommended to include the Site Name along with the words Renault Minute in the adhesive entrance markings.

①

Bienvenue

Du Lundi au Vendredi :
Matin : **7h30 - 12h00**
Après-midi : **13h30 - 19h00**

Samedi :
Matin : **9h00 - 12h00**
Après-midi : **14h00 - 19h00**

②

Bienvenue

Renault MINUTE
Concession Jean Robert

Du Lundi au Vendredi :
Matin : **7h30 - 12h00**
Après-midi : **13h30 - 19h00**

Samedi :
Matin : **9h00 - 12h00**
Après-midi : **14h00 - 19h00**

Independent Renault Minute positioning of the Renault sign

Setting

The Renault Minute site is incorporated in a city-centre façade

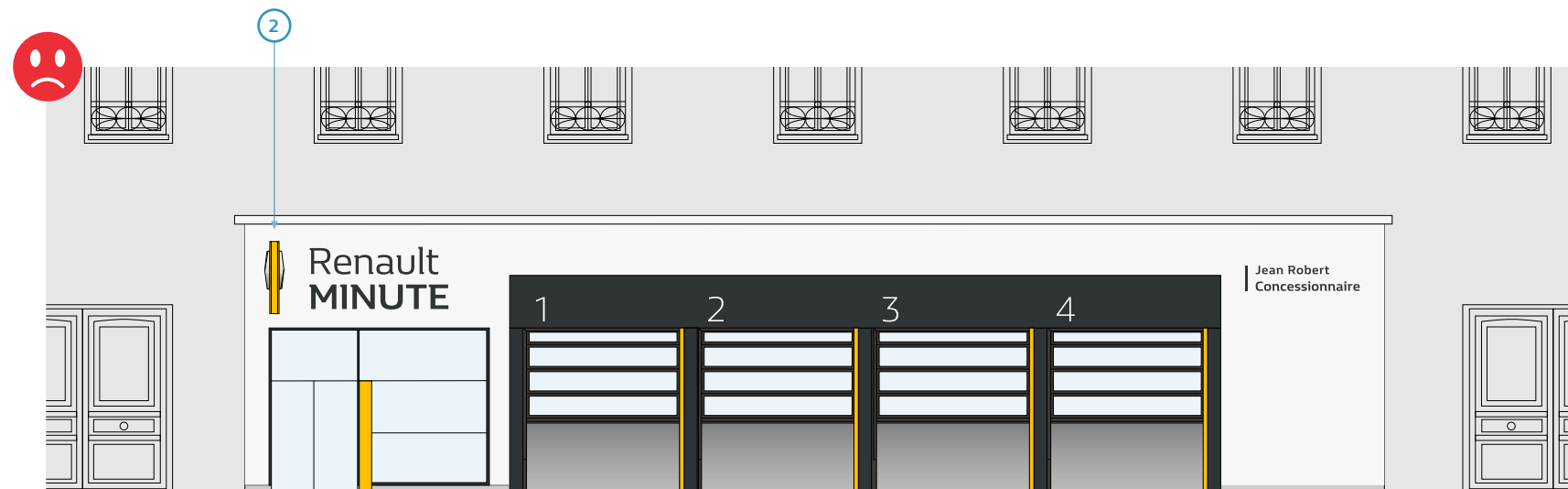
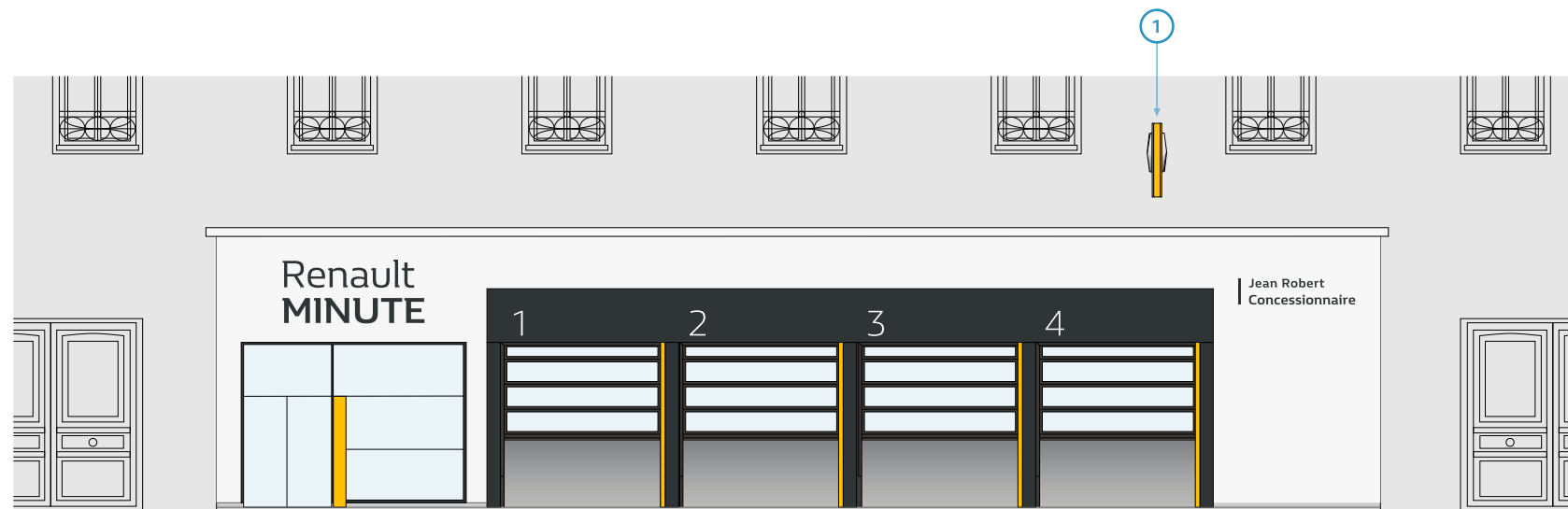
The sign cannot be mounted on a mast and must be installed on the façade.

Layout rules

- 1 The Renault flag insignia is positioned on the opposite side to the Renault Minute signature.

To be avoided

- 2 The sign masks the Renault Minute signature and detracts from the visual balance of the façade.



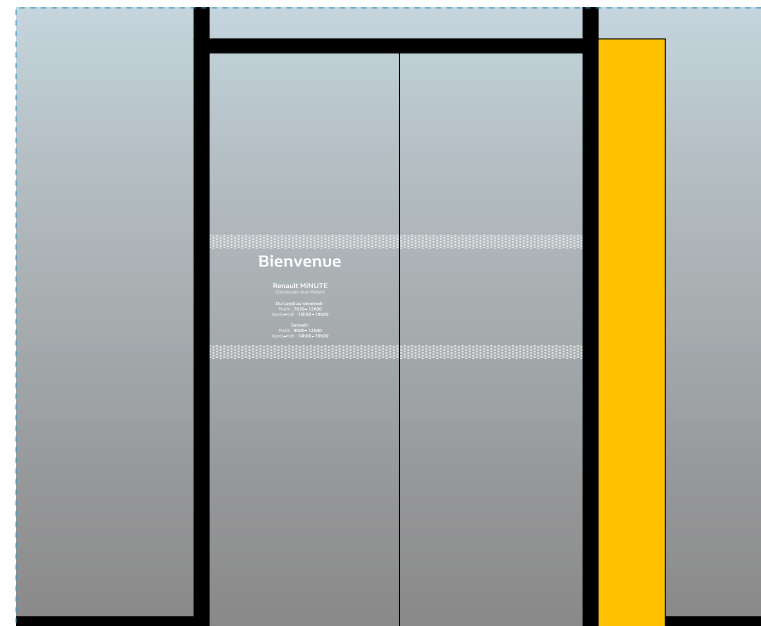
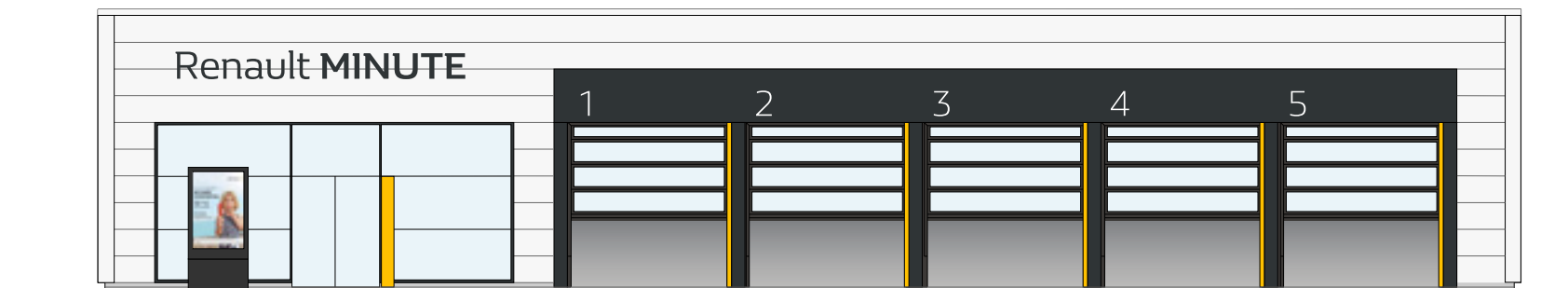
special cases

narrow façades

Principle of adaptation

The Site Name cannot be positioned on the right hand side due to lack of space.

It shall be incorporated into the adhesive entrance markings (cf. page 8.30).

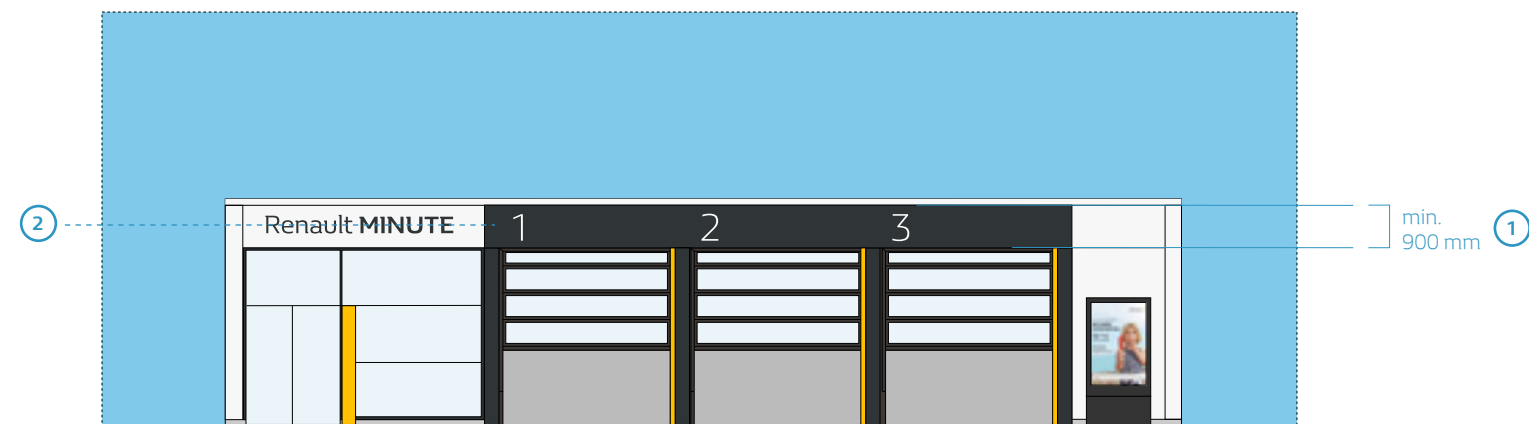
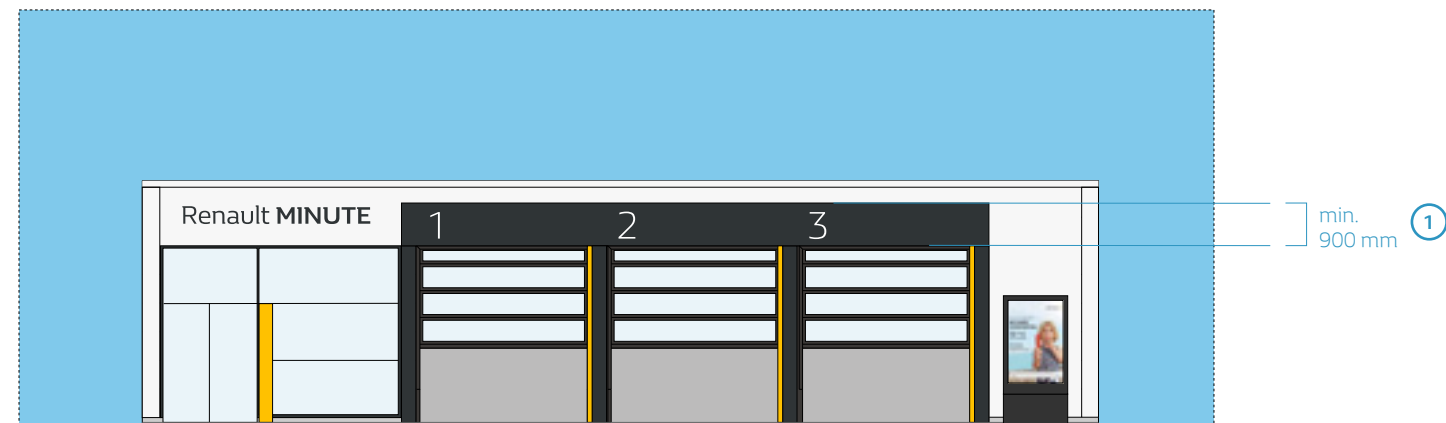


special cases

low façades

Principle of adaptation

- ① The minimum height of the horizontal panel is 900 mm. Exceptionally, the white section above the cladding of the workshop bays may disappear.
- ② The Renault Minute signature may be positioned in line with the horizontal panels of the workshop bay cladding.



special cases

customer reception on the right

Principle of adaptation

- ① Should it be necessary to install the customer reception on the right hand side of the façade, then the position of the Renault Minute signature and the Site Name must be reversed.
- ② The workshop bay numbering shall also be reversed, and the numbers positioned on the left side of the horizontal panels.
- ③ The yellow vertical strips remain on the right hand side of the workshop bays.

