

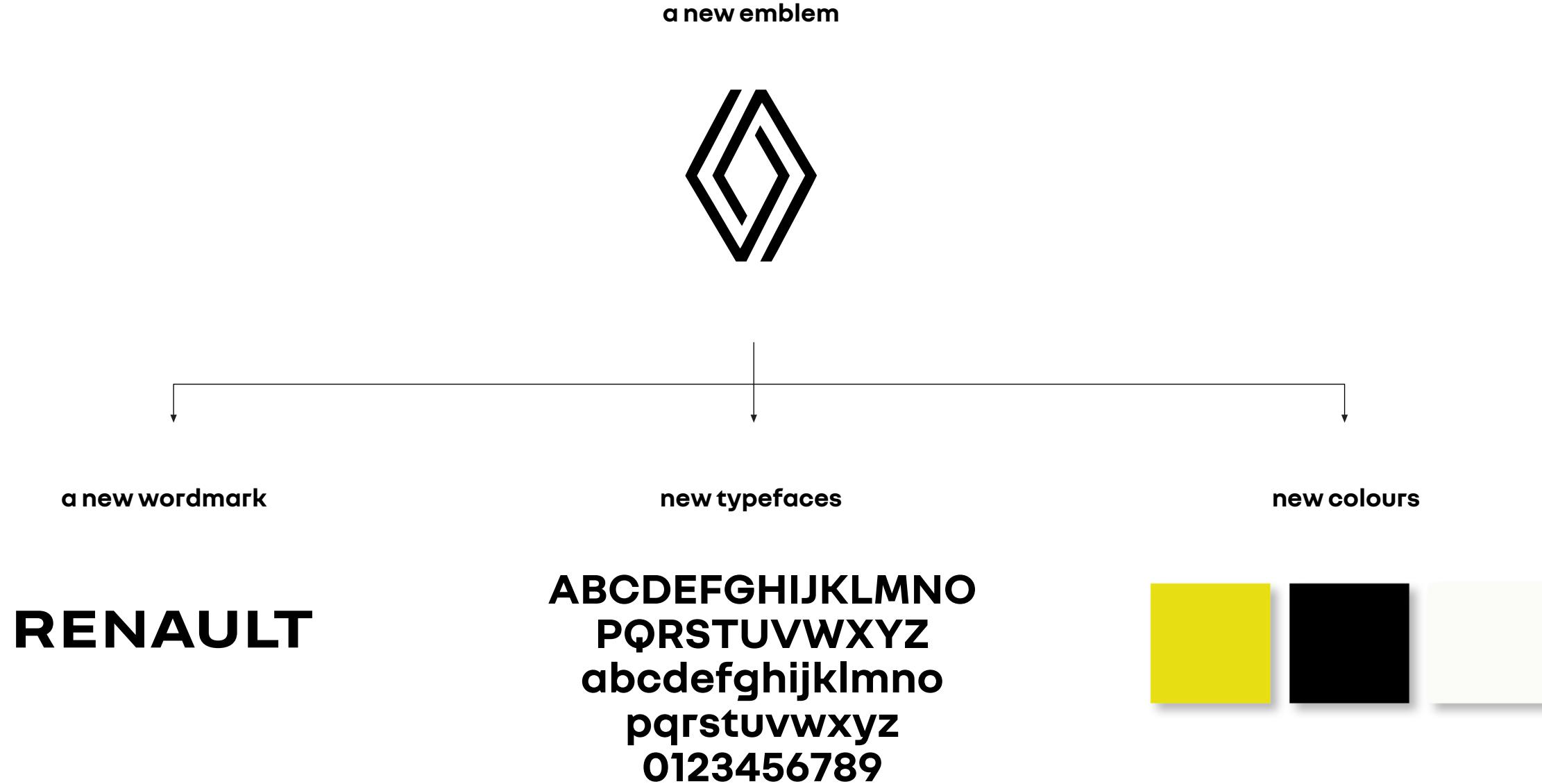
nouvel'R media catalog

edition v2b - april 2022

1

**nouvel'R
why and how**

1.1 a new visual identity system



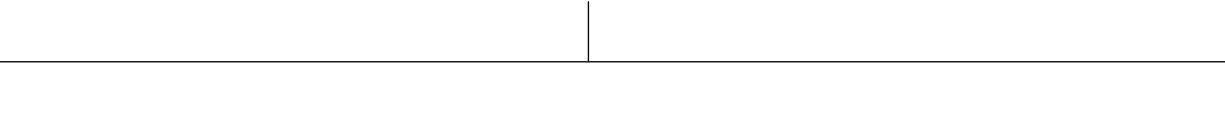
1.2 new signatures

renault sites identification



used vehicles

vehicles for professionals



renew occasions
certifiées

Renault Pro+

1.3 renault sites



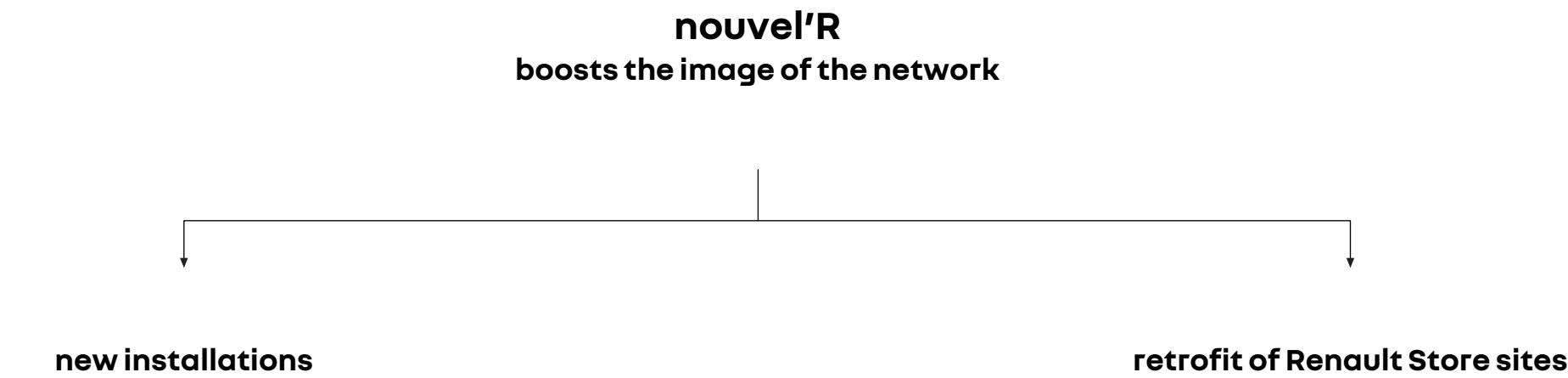
1.4 renew display area



1.5 Renault Pro+ display area



1.6 a pragmatic and efficient approach

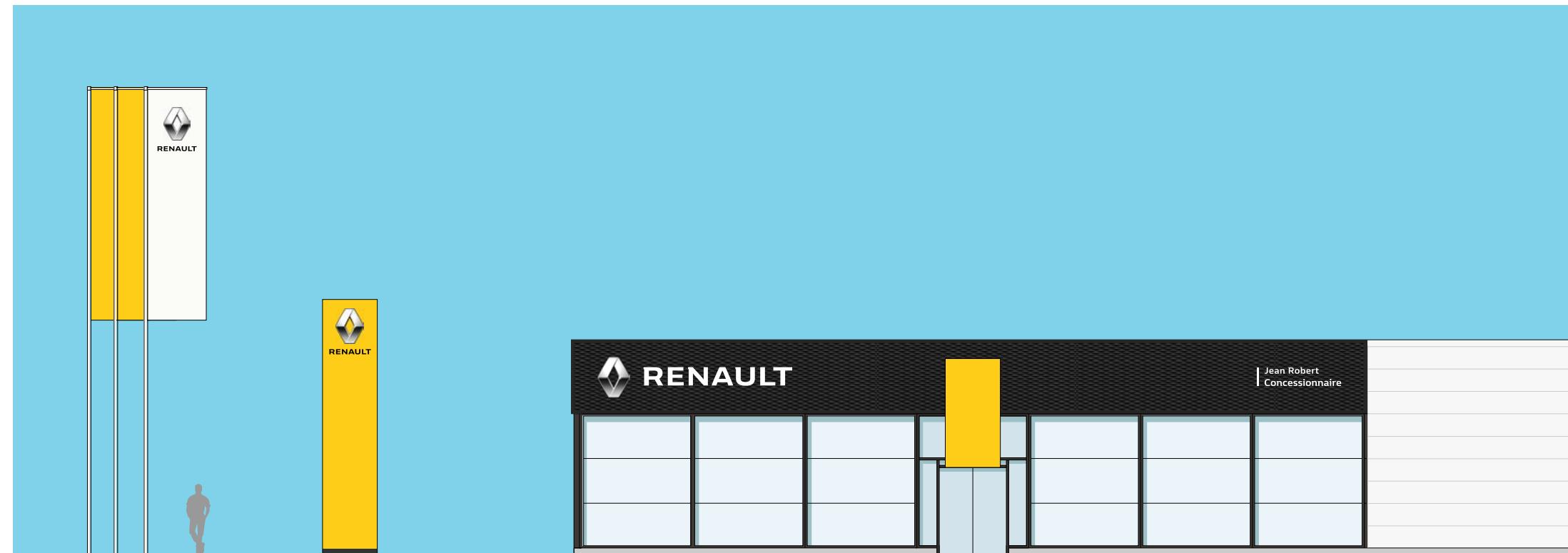


2
new installations

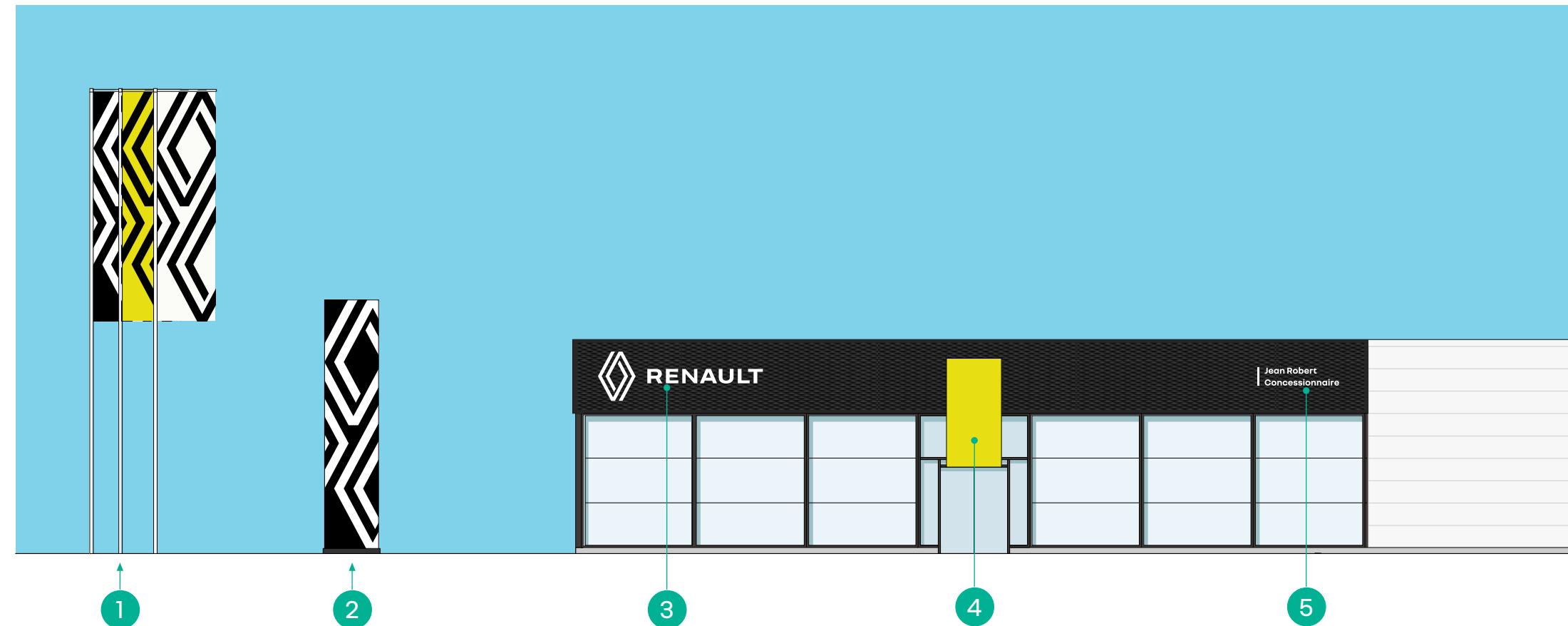
2.1

site identification

2.1.1 current situation



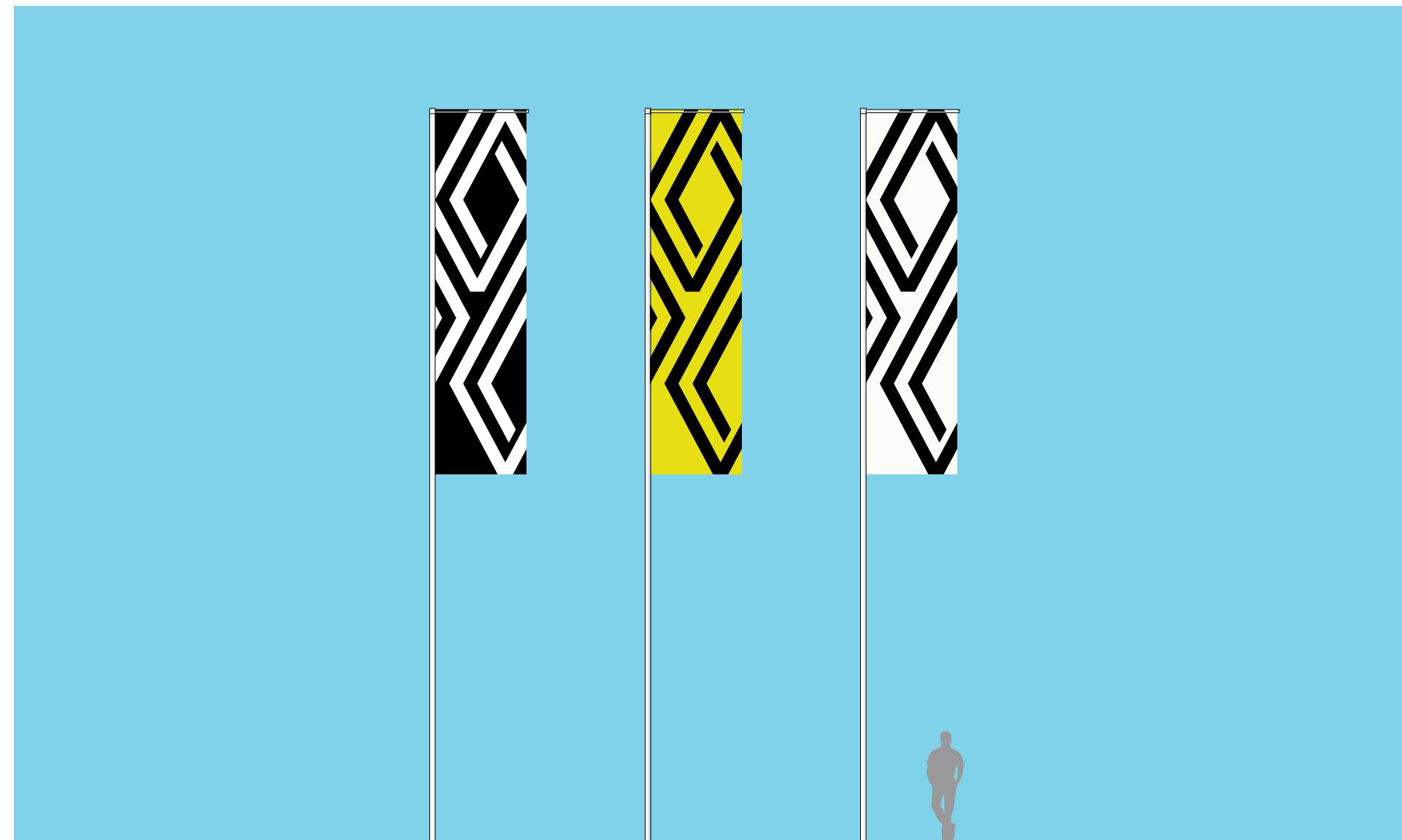
2.1.2 new showroom facade



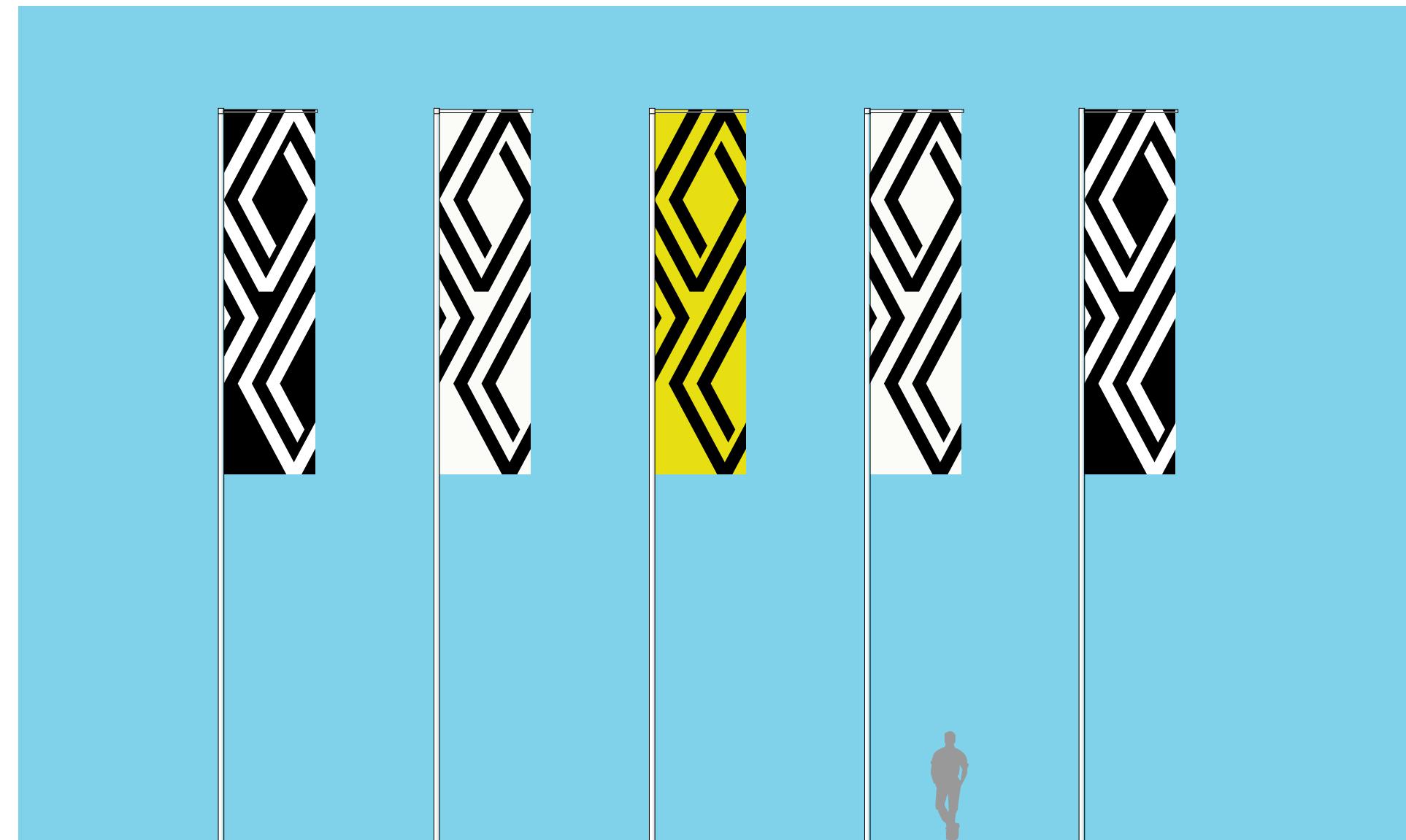
what changes

- 1 flags
- 2 totem
- 3 new signature
- 4 overhead panel
- 5 dealer name

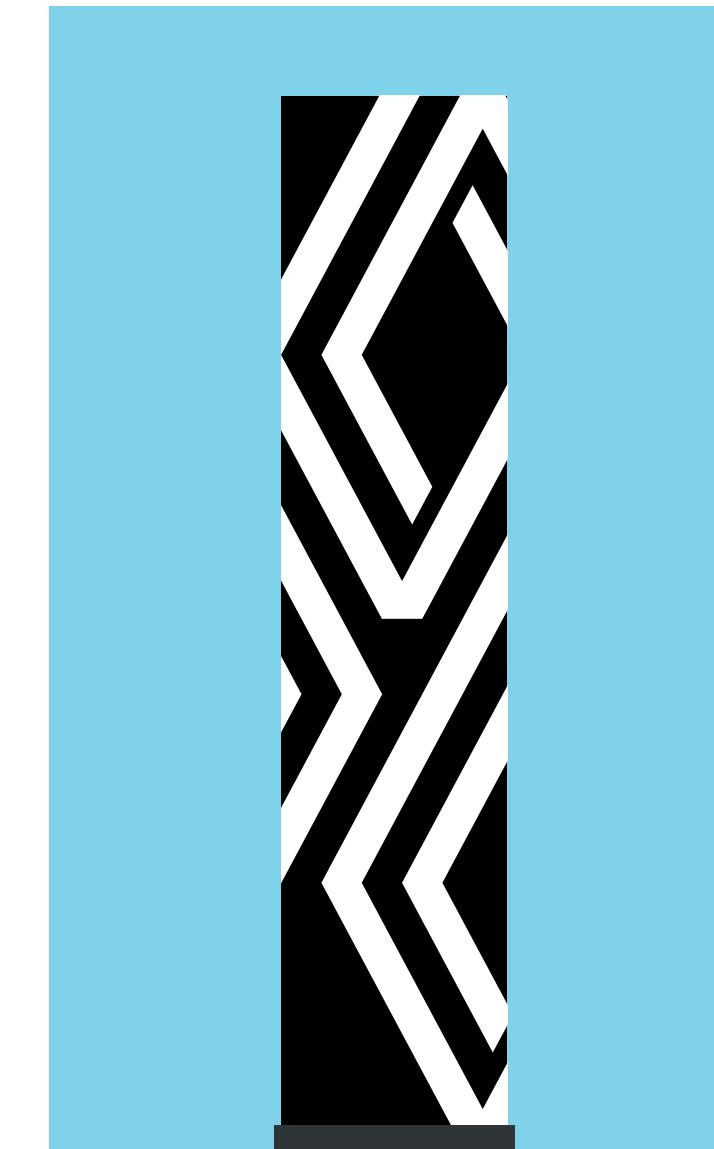
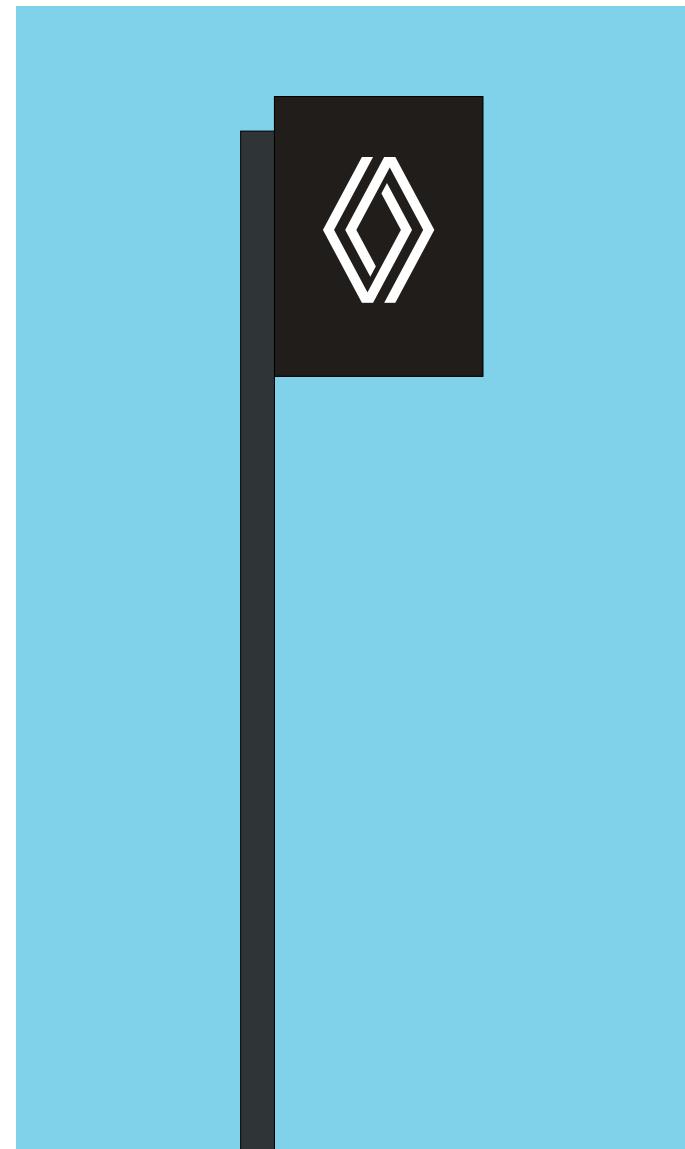
2.1.3 groups of 3 flags



2.1.4 groups of 5 flags



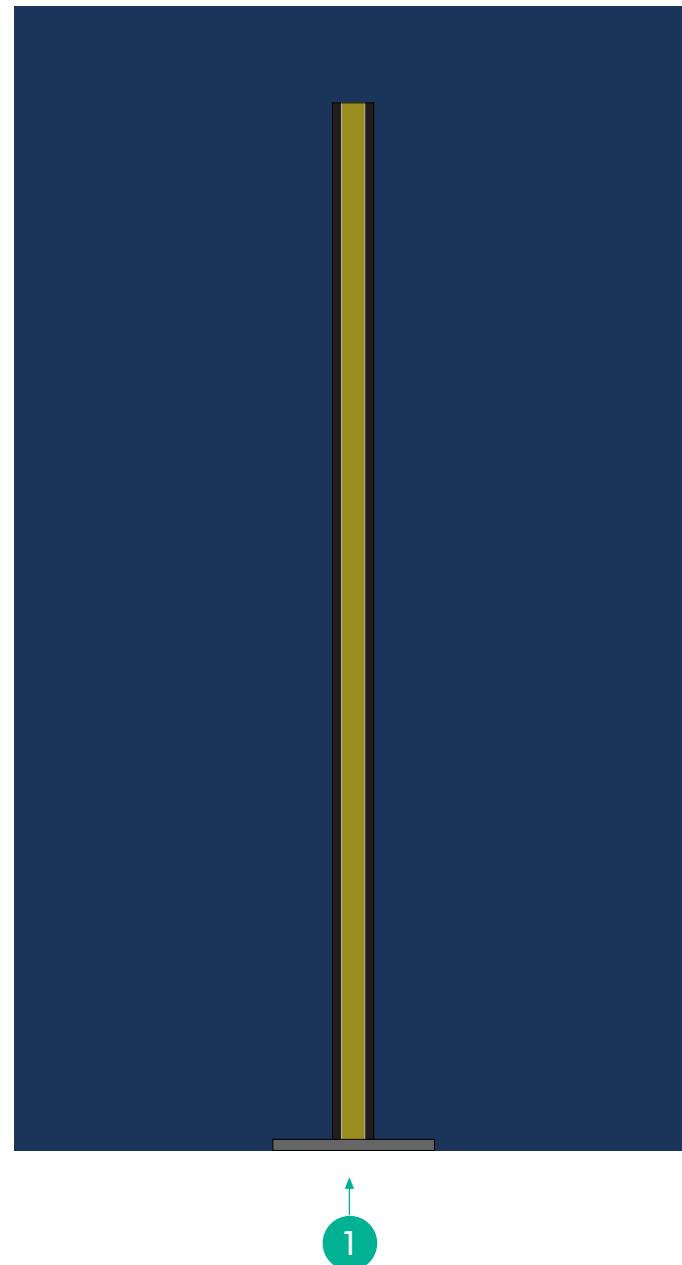
2.1.5 totem and insignia



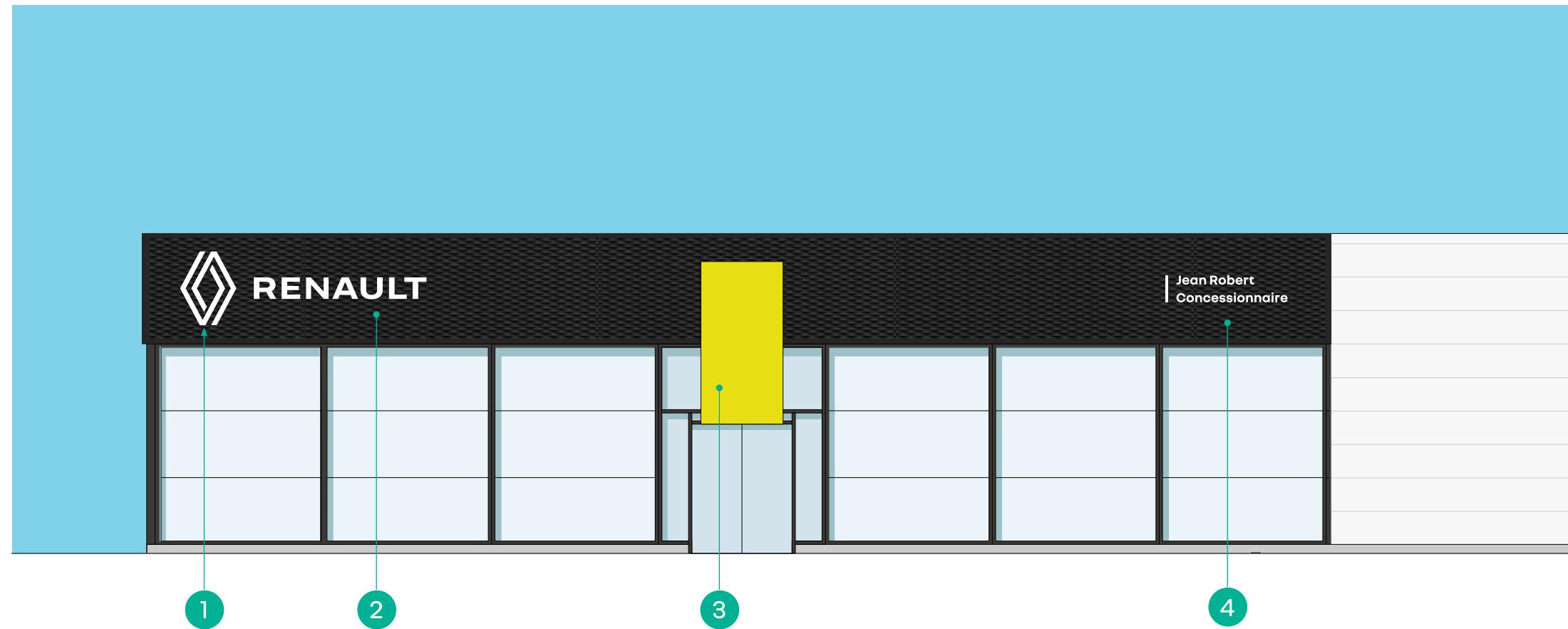
2.1.6 lighting of new totems

what changes

- 1 non-illuminated sides
- 2 fully illuminated face



2.1.6 facade identification



what changes

- 1 new emblem
- 2 new wordmark
- 3 new yellow
- 4 new typeface

2.1.7 evolution of facade markings



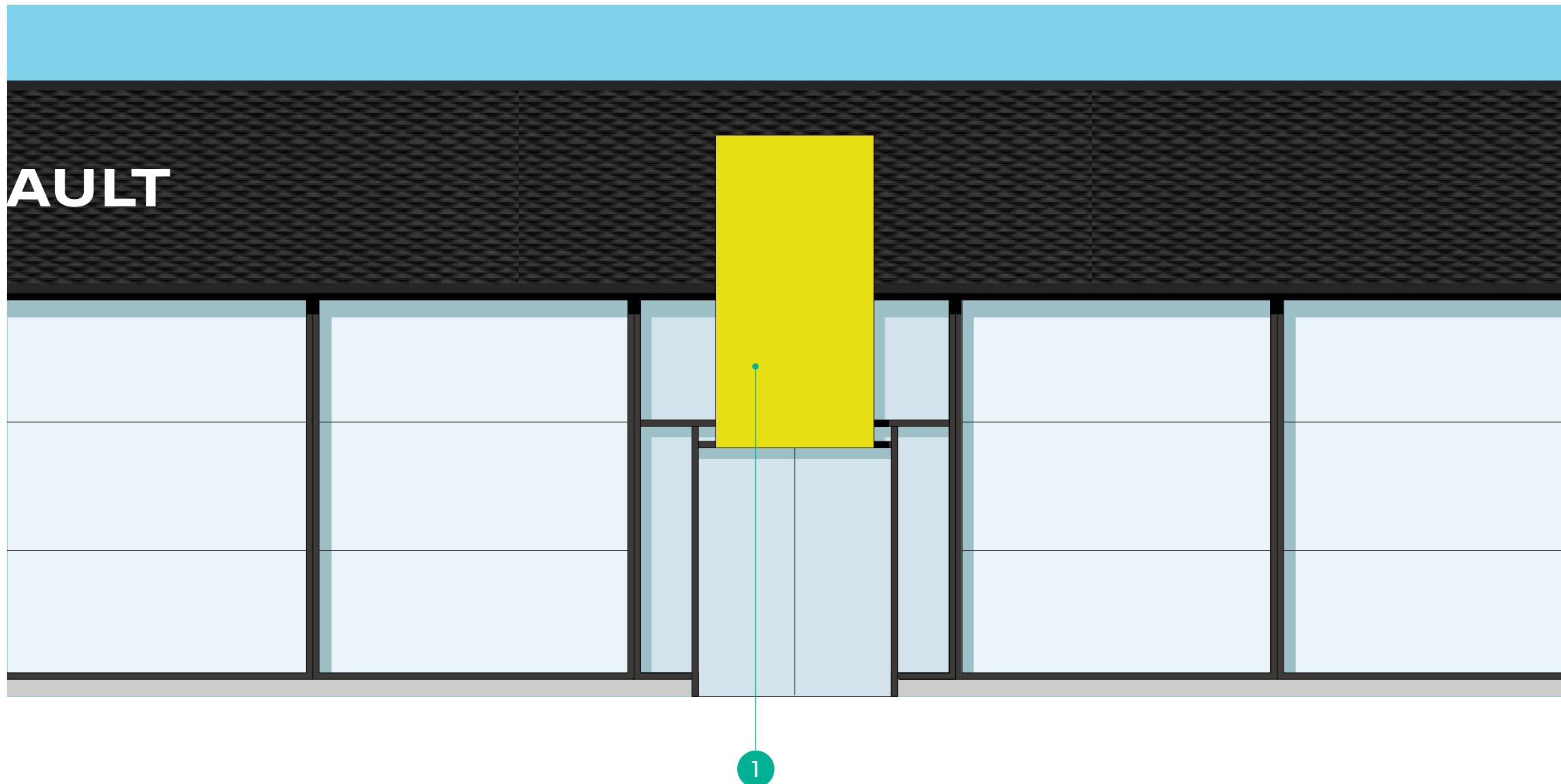
what changes

- 1 new emblem
- 2 new wordmark
- 3 new typeface

what does not change

- 4 metal mesh

2.1.8 overhead panel (high facade)



what changes

- 1 new yellow face

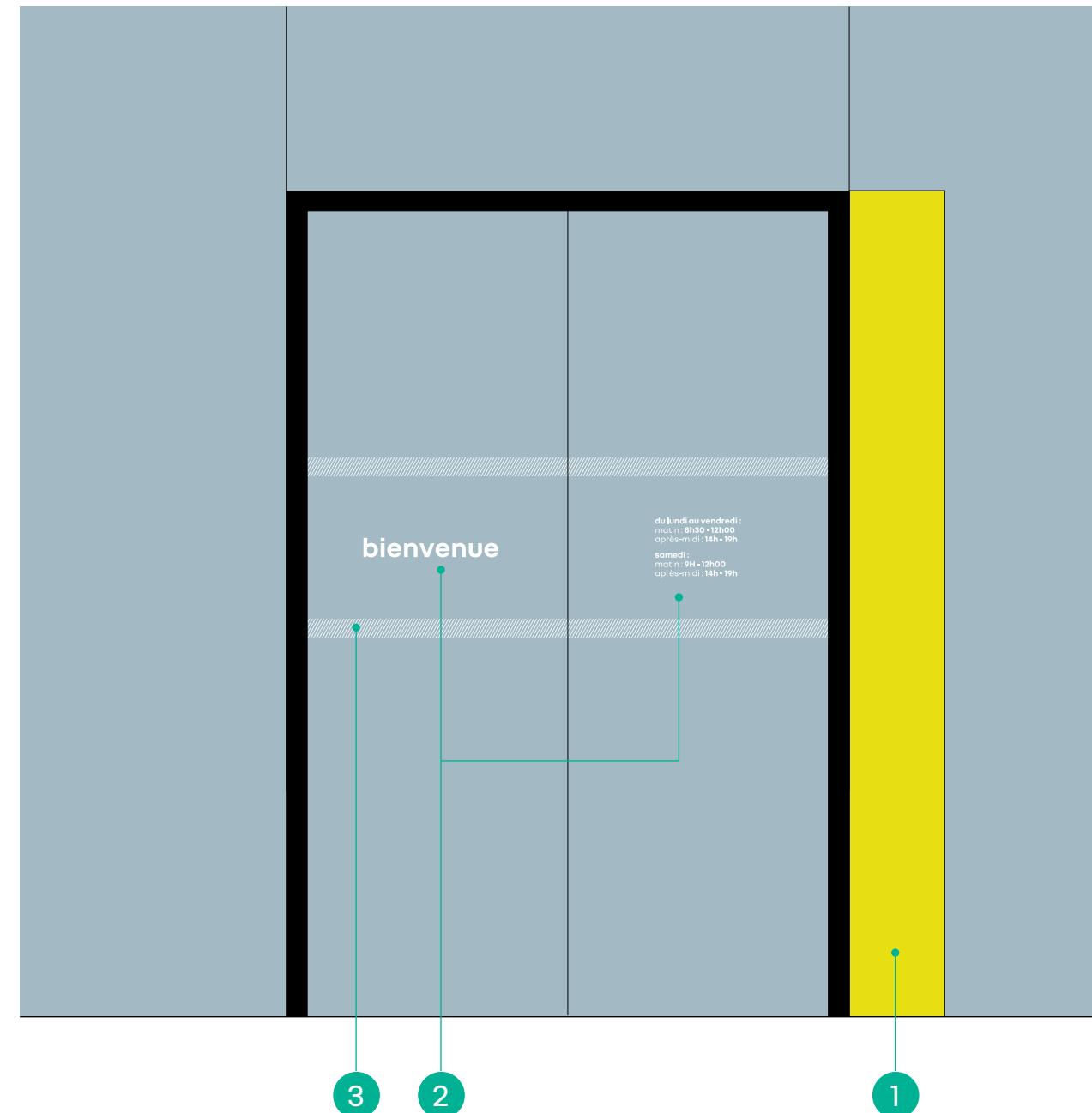
2.1.9 vertical entrance marker (low facades)



what changes

- 1 new yellow colour

2.1.10 entrance markings



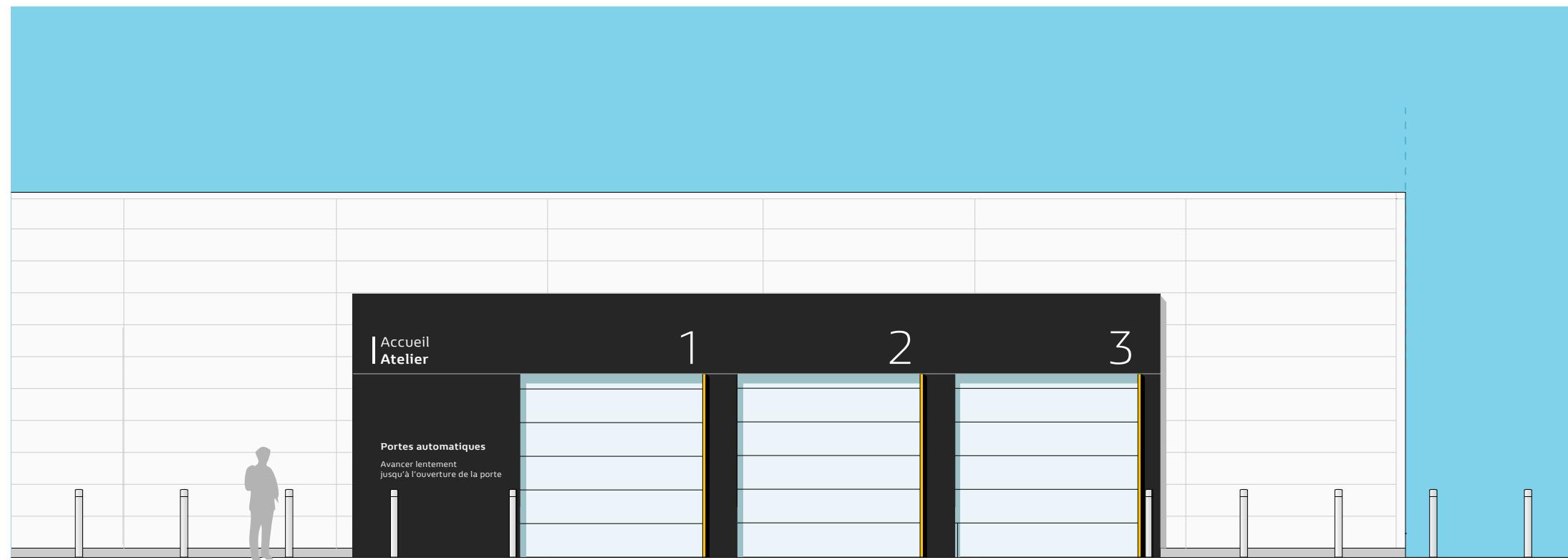
what changes

- 1 new yellow colour
- 2 new typeface
- 3 new pattern

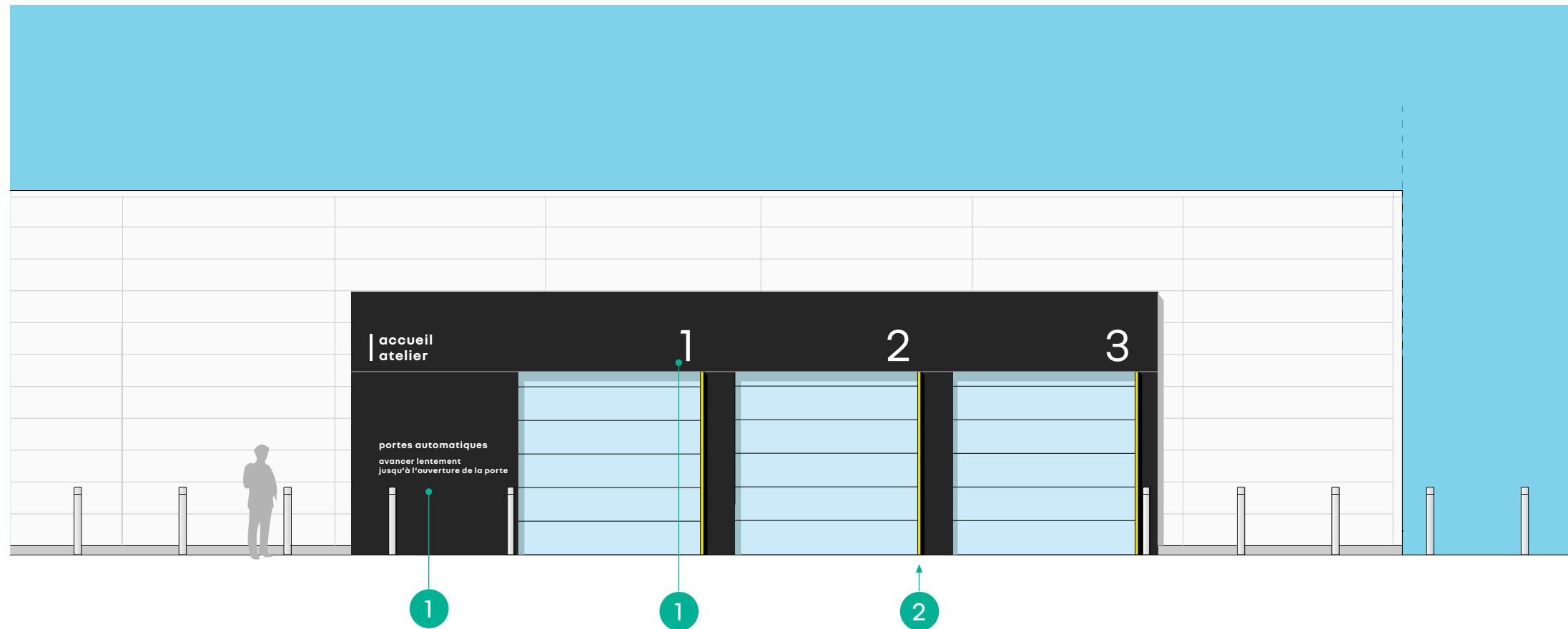
2.2

after-sales facades

2.2.1 current situation



2.2.2 new after-sales facade



what changes

- 1 new typeface
- 2 new yellow colour

2.2.3 secondary after-sales facade



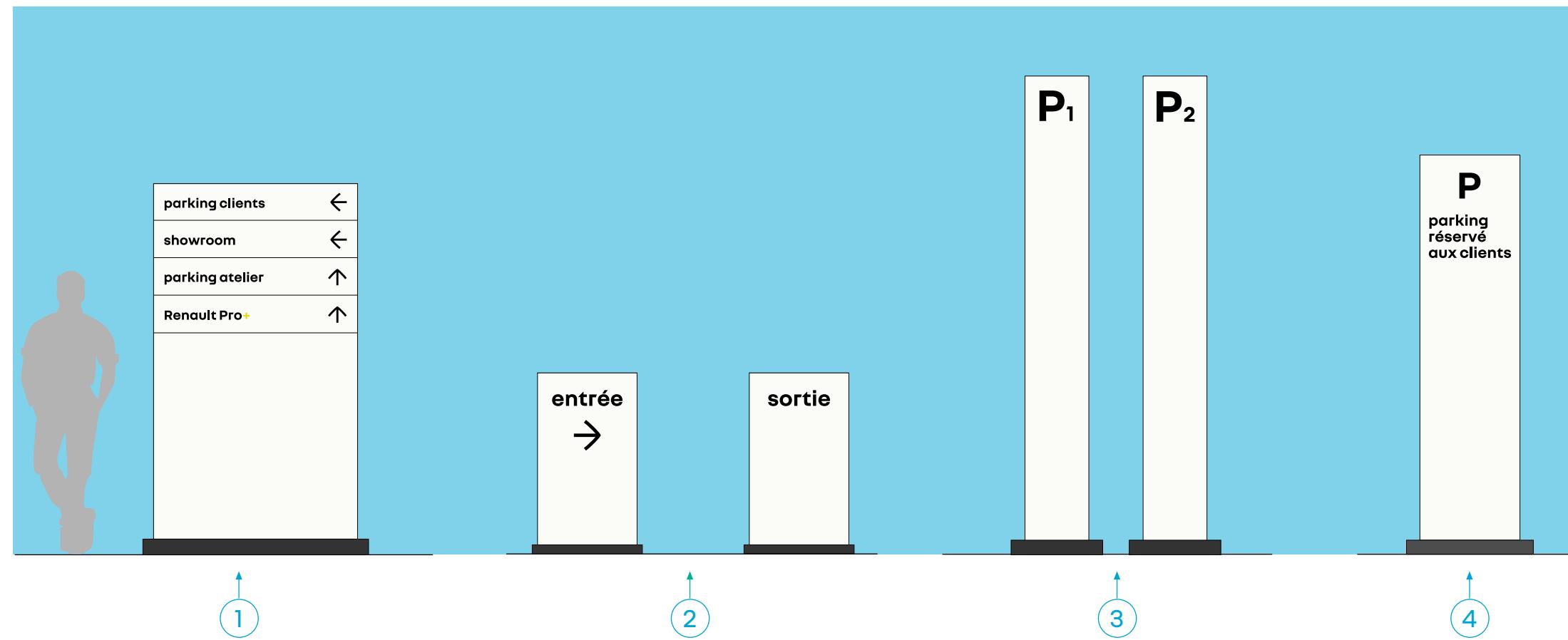
what changes

1 new typeface

2.3

directional signage

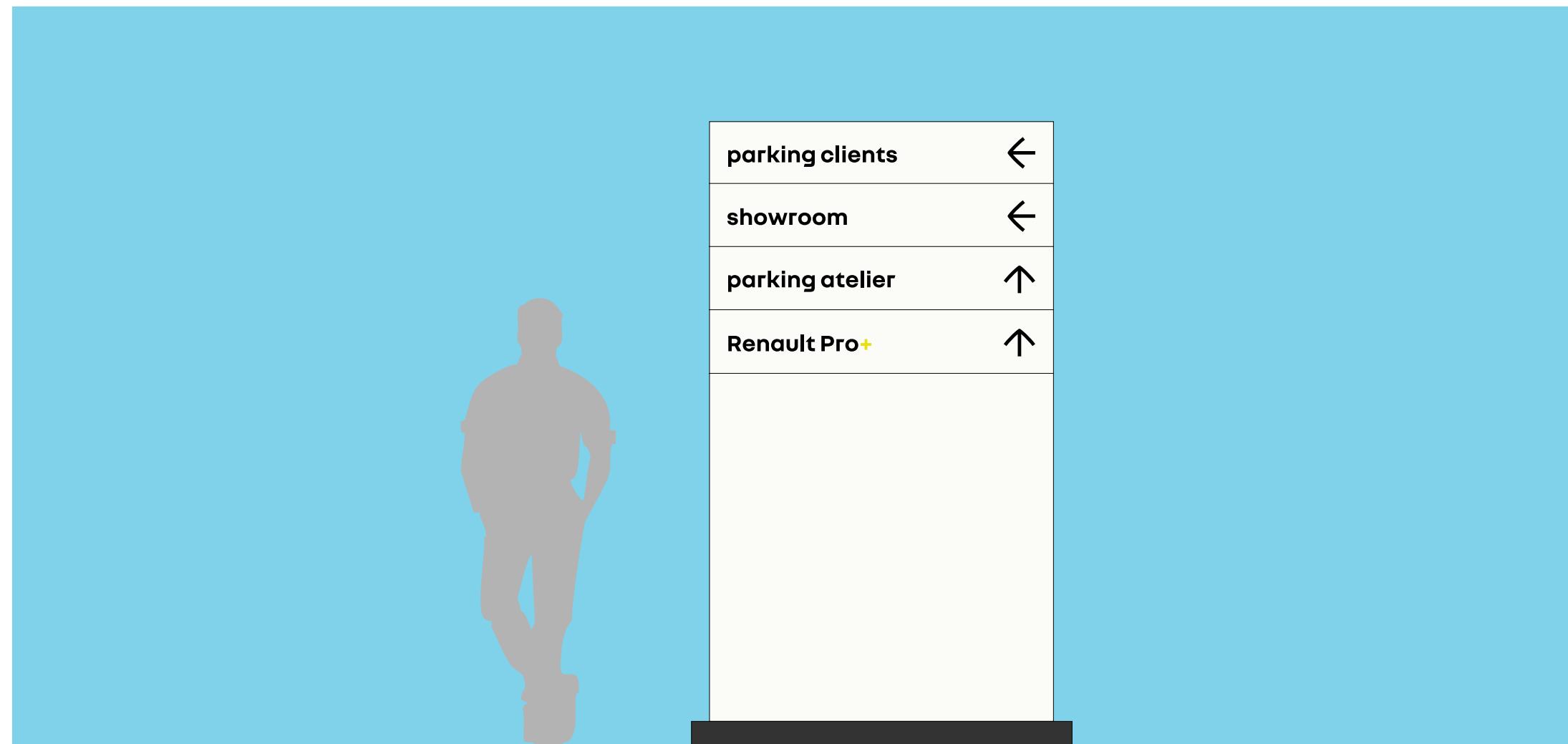
2.3.1 family of elements



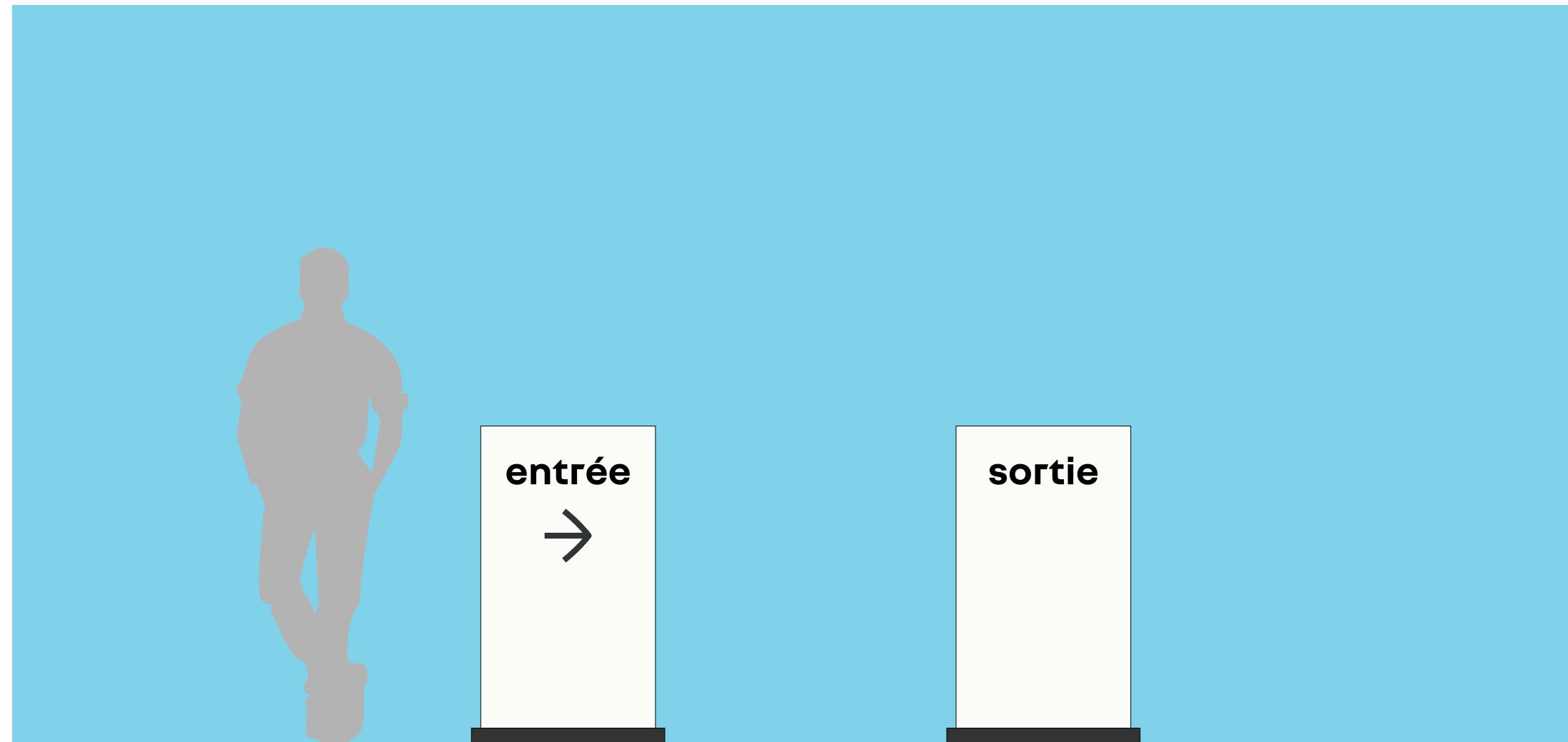
items

- 1 directional sign
- 2 entrance/exit panels (option)
- 3 car park identification panel (option)
- 4 car park sign (option)

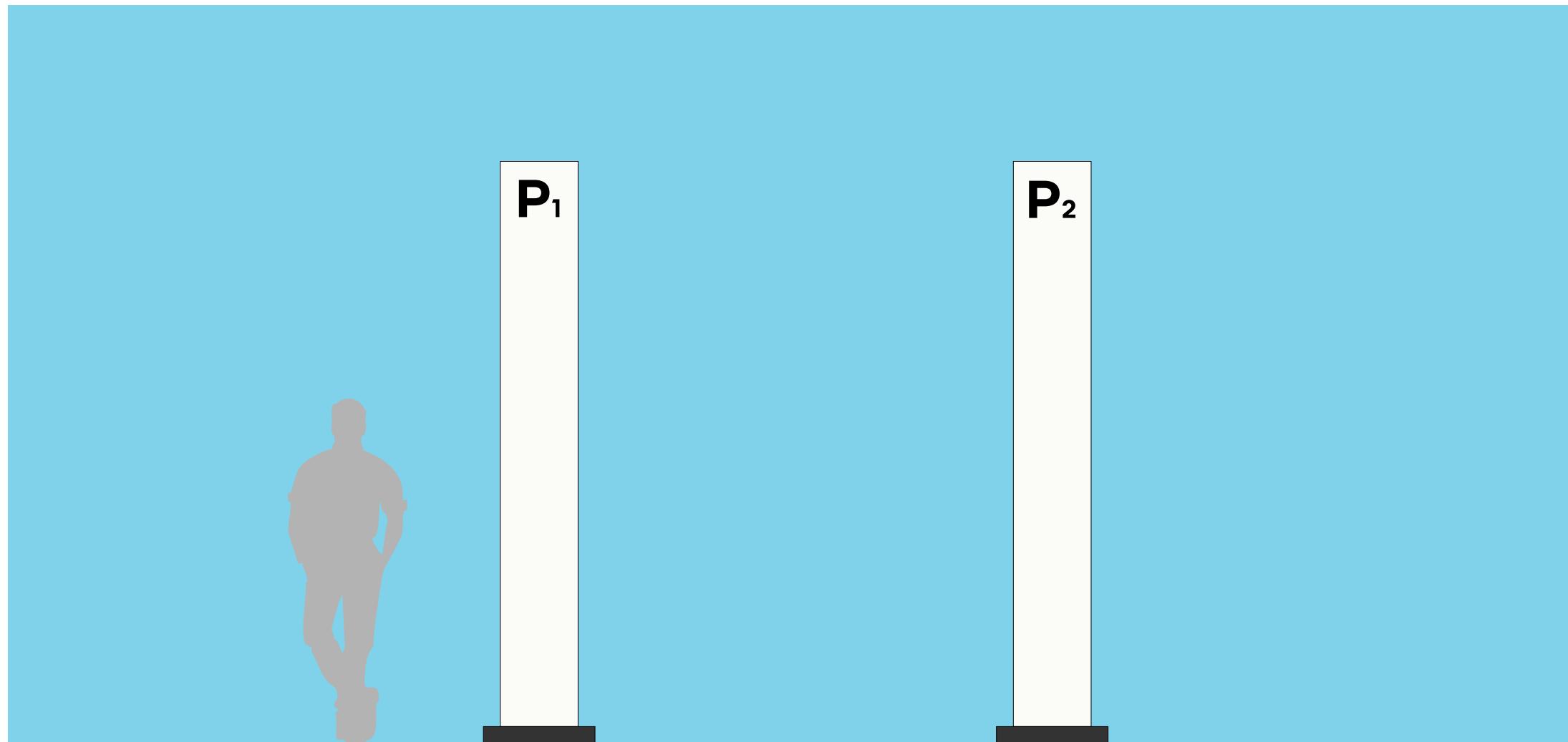
2.3.2 directional sign



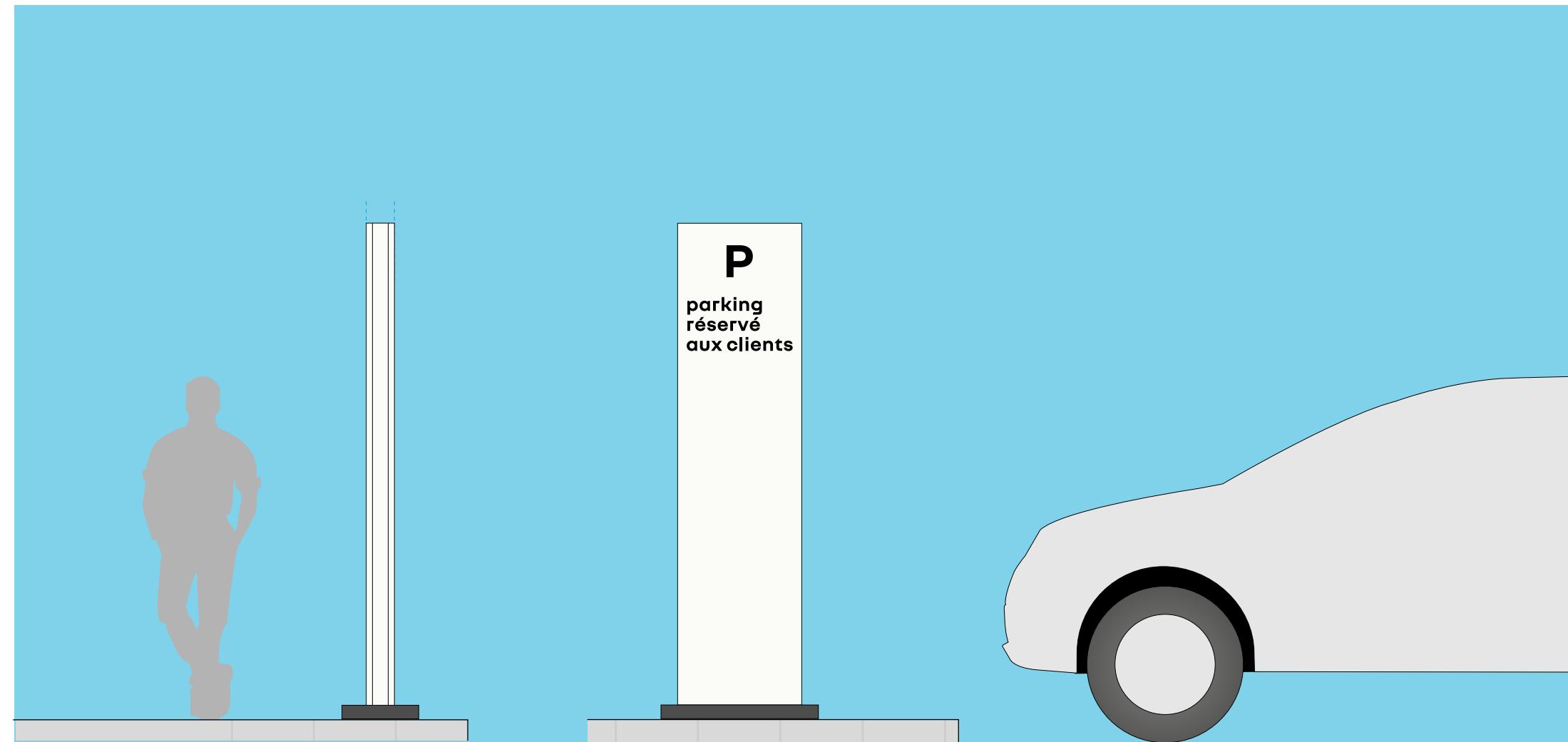
2.3.3 entrance / exit panels (option)



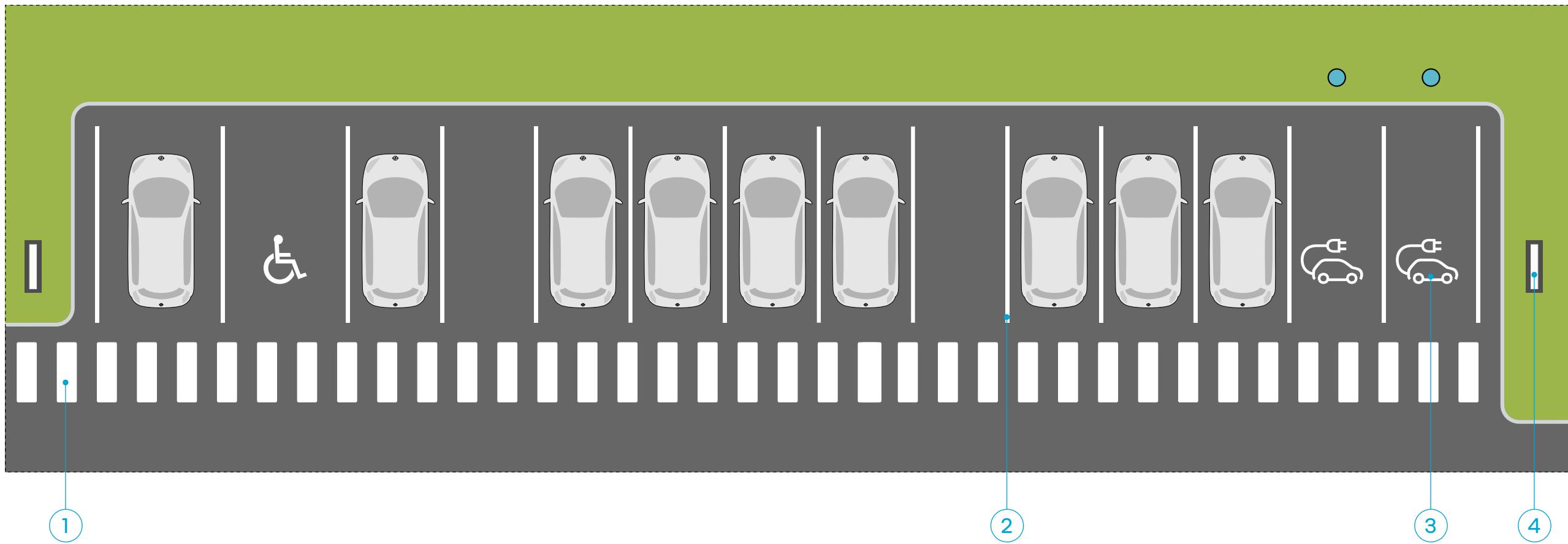
2.3.4 car park identification panel (option)



2.3.5 car park sign (option)



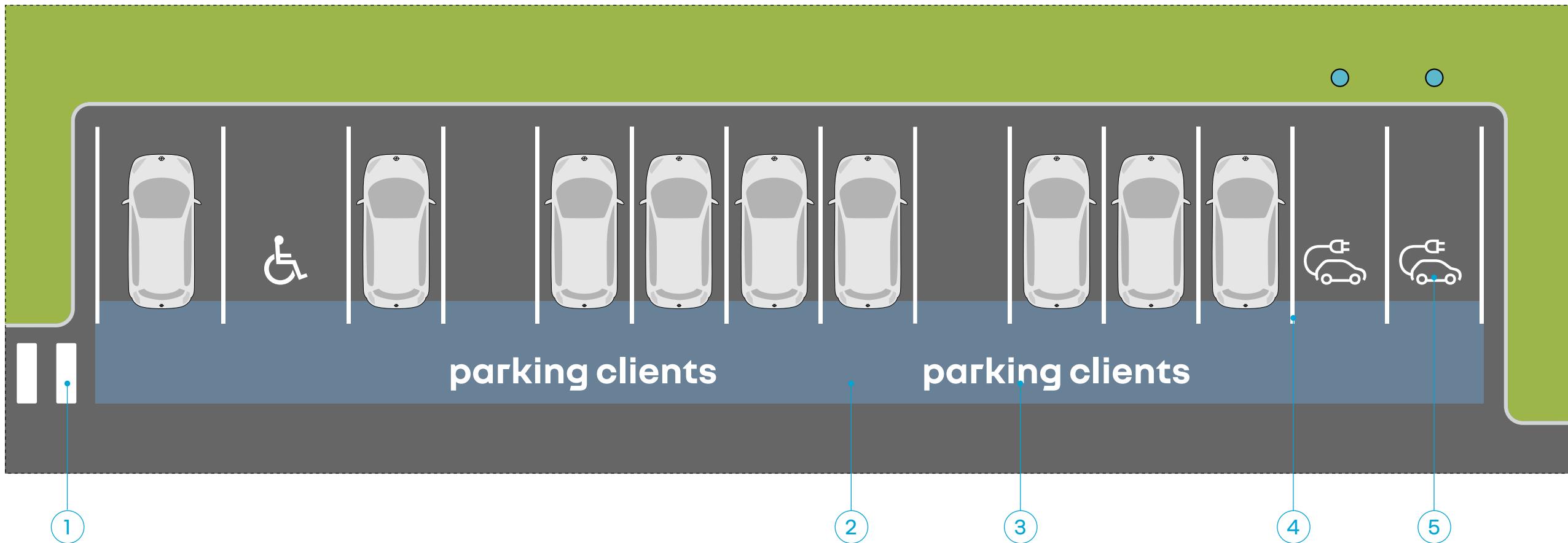
2.3.6 marking of customer car park (basic recommendation)



items

- 1 pedestrian paths
- 2 car park area marking
- 3 E.V. pictogram
- 4 car park signage (option)

2.3.7 marking of customer car park (enhanced visibility)



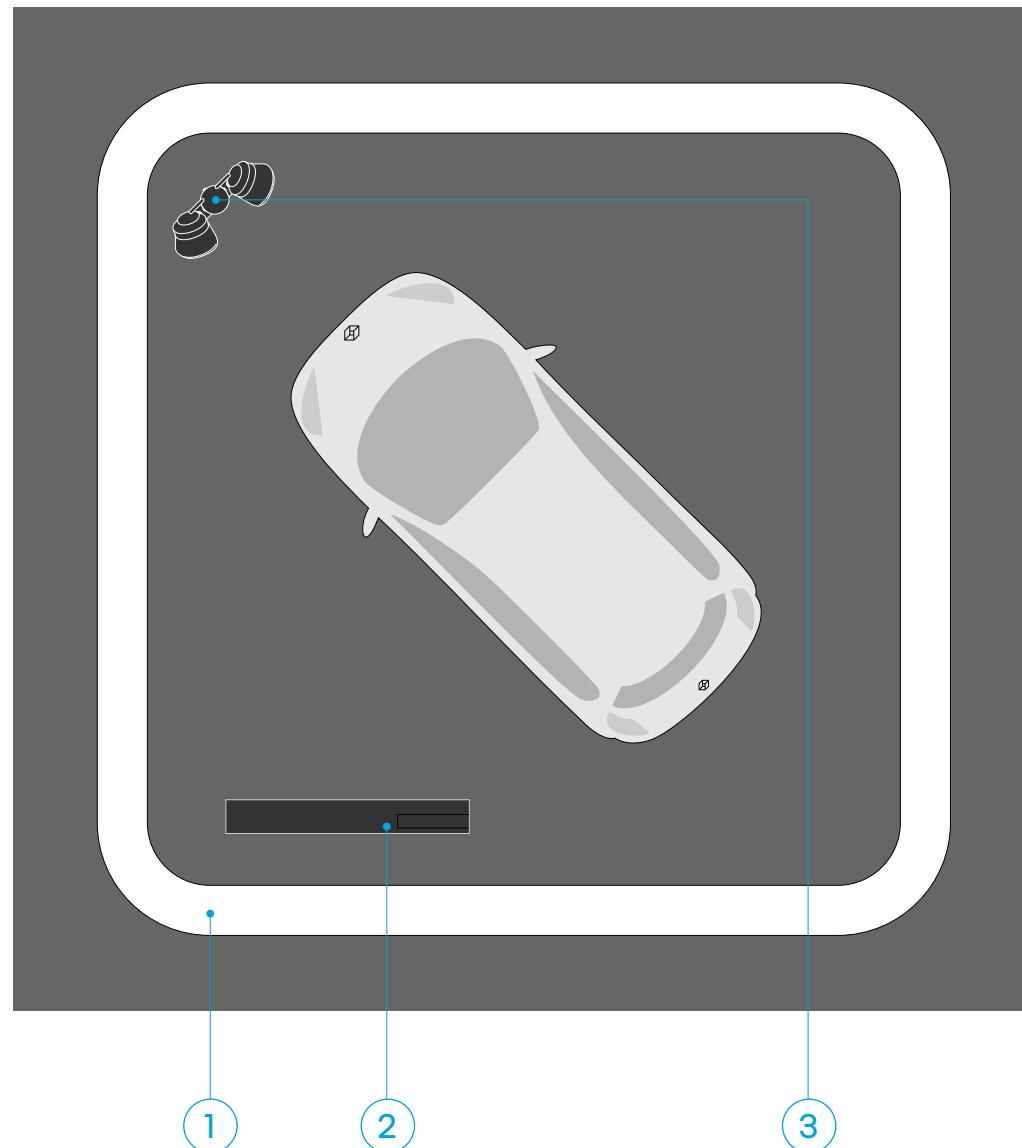
items

- 1 pedestrian paths
- 2 blue strip
- 3 identification marking
- 4 car park area marking
- 5 E.V. pictogram

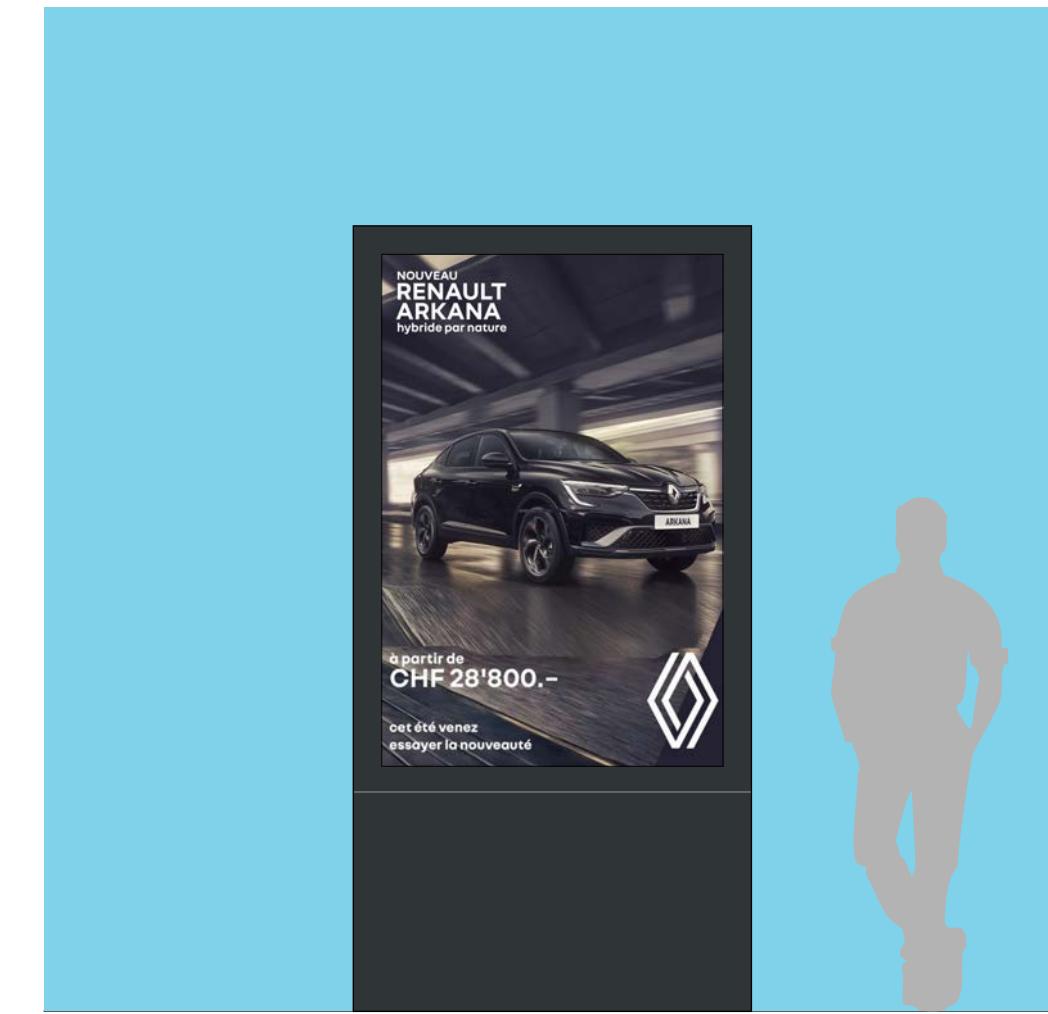
2.4

outdoor car displays

2.4.1 Actu zone

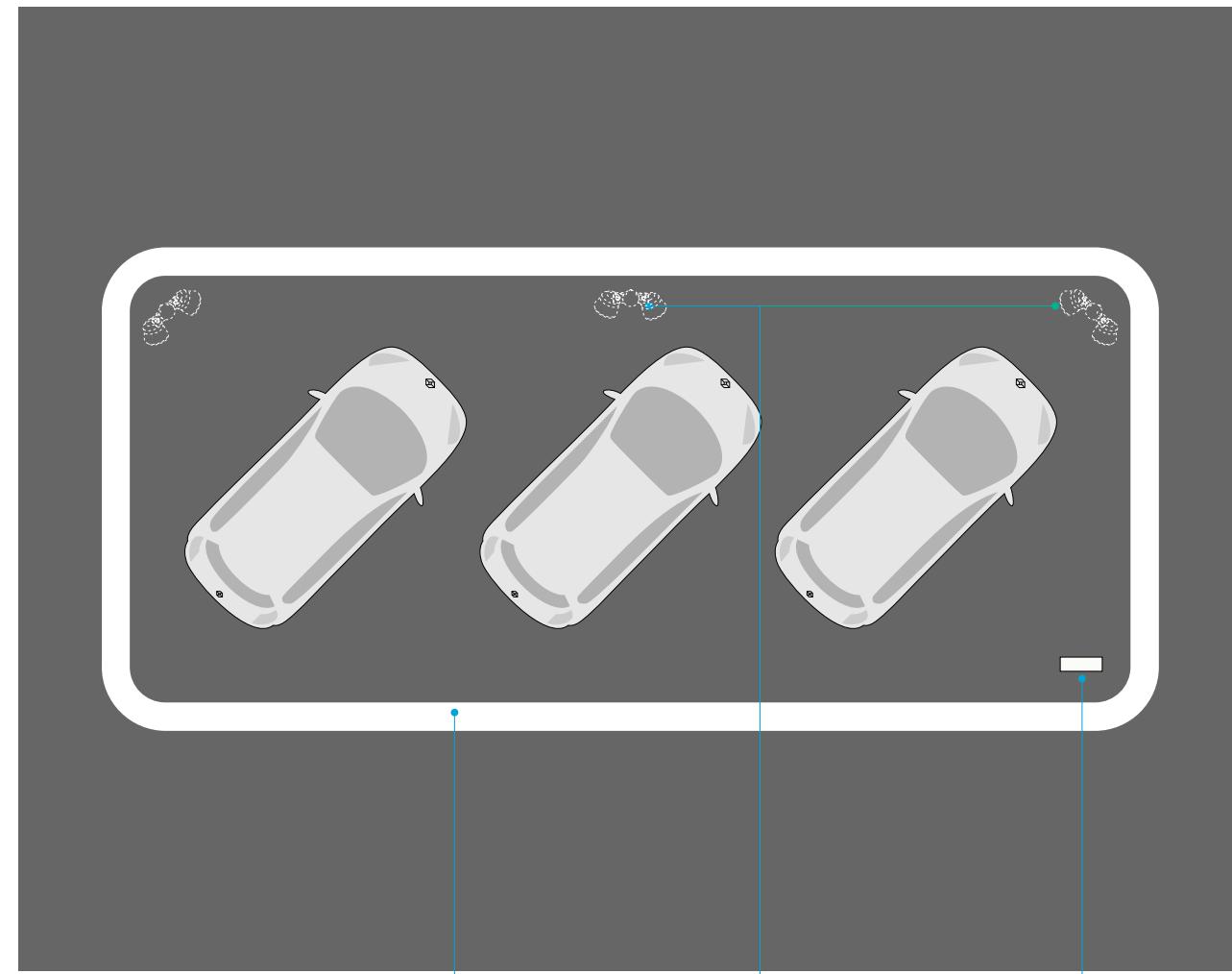
**key**

- 1 ground marking
- 2 mupi (optionl)
- 3 lighting (optionl)



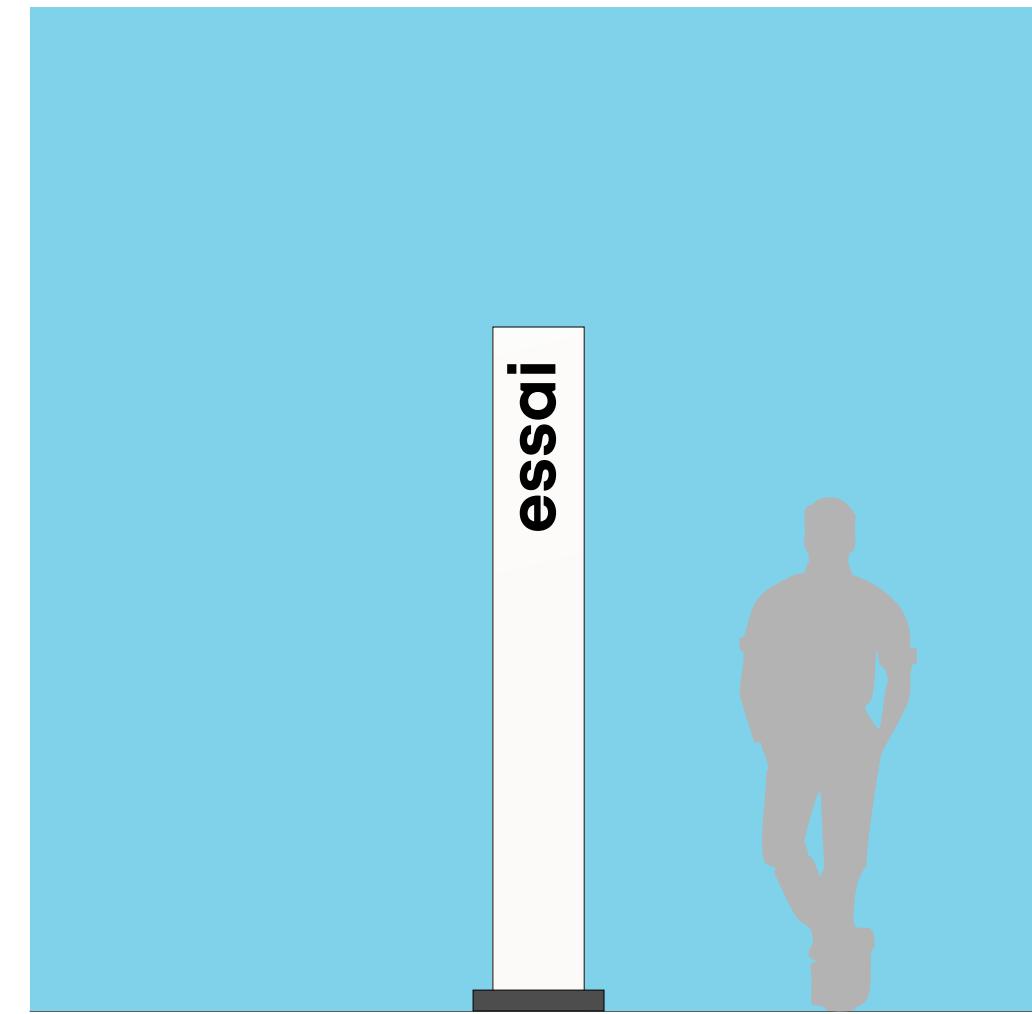
2

2.4.2 test drive area

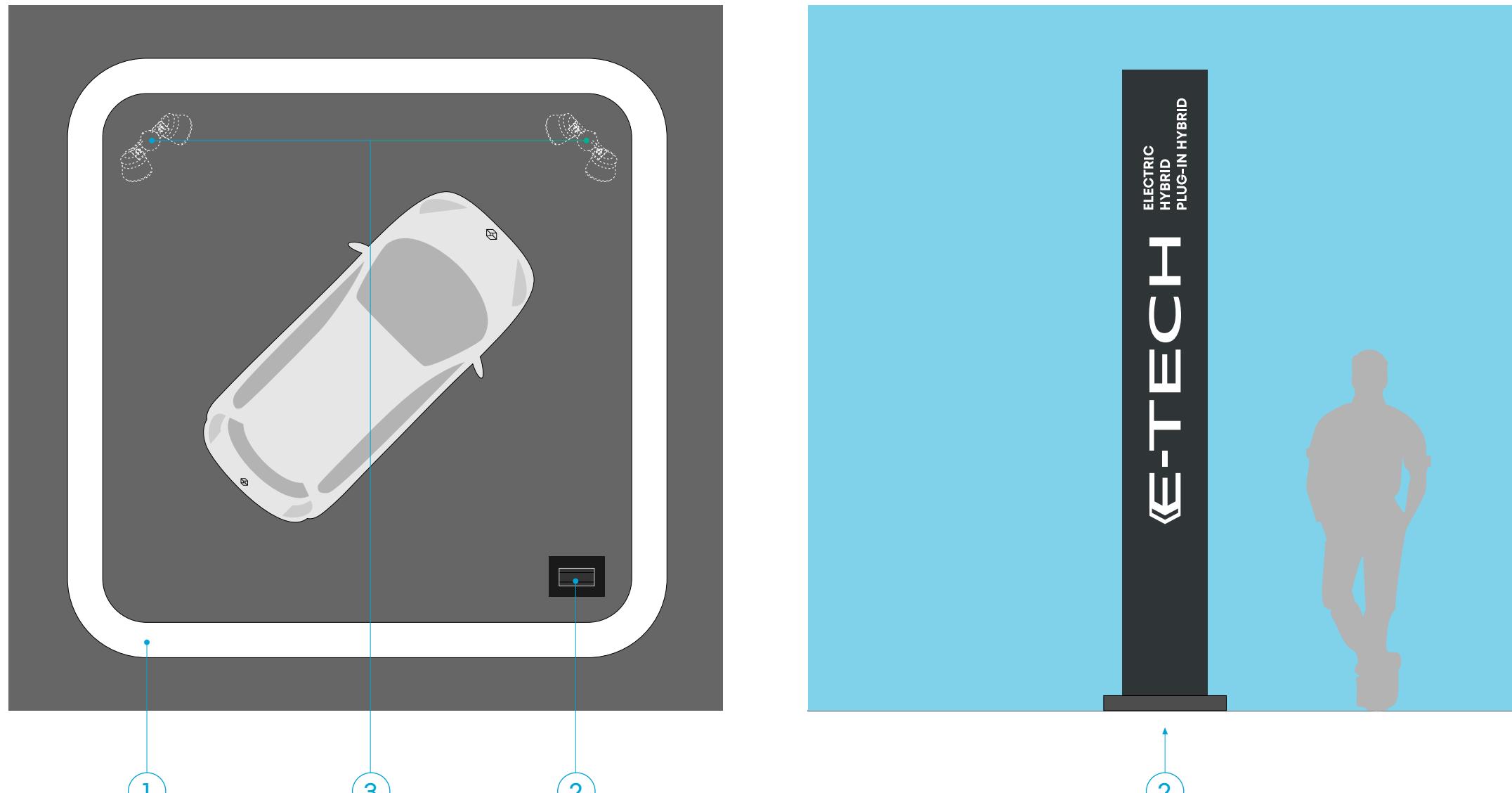


key

- 1 ground marking
- 2 new face of the existing area mast
- 3 lighting (option)



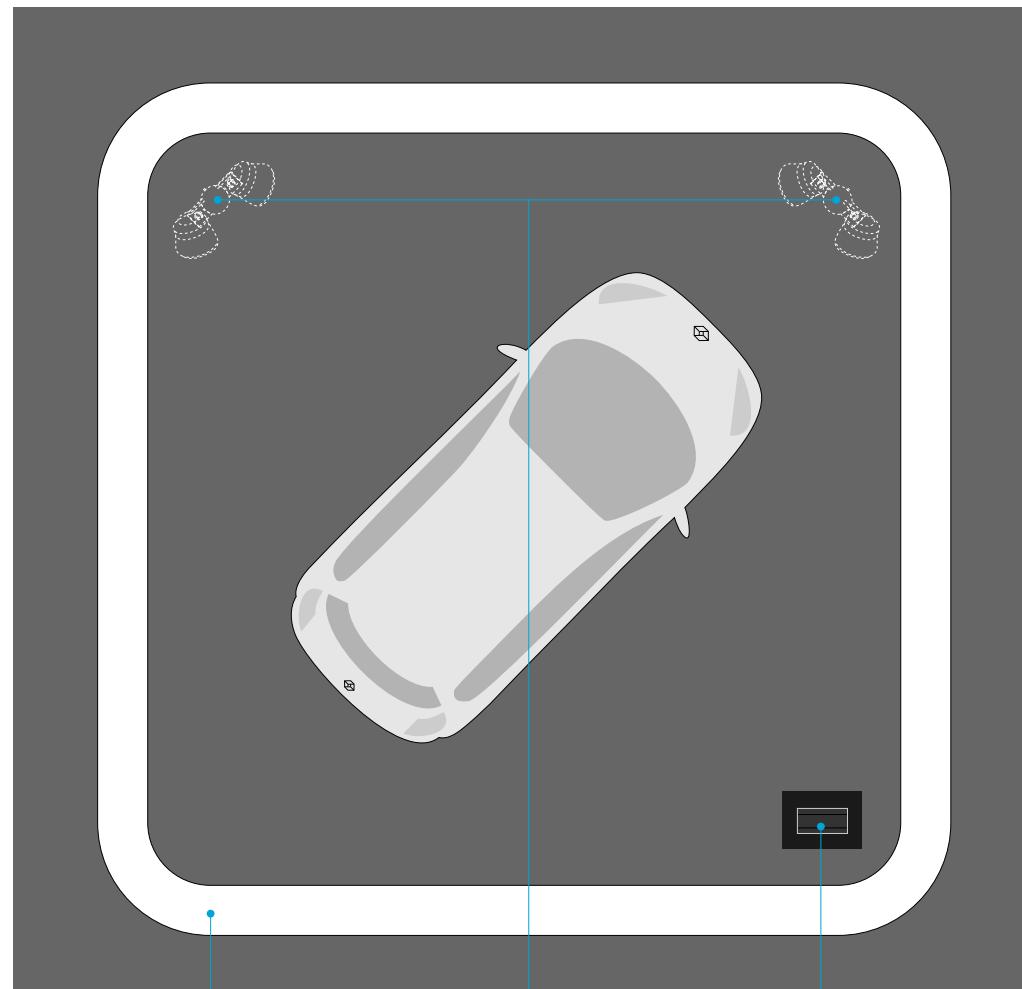
2.4.3 E-Tech area



key

- 1 ground marking
- 2 new face of the E-Tech area mast
- 3 lighting (option)

2.4.4 renew area

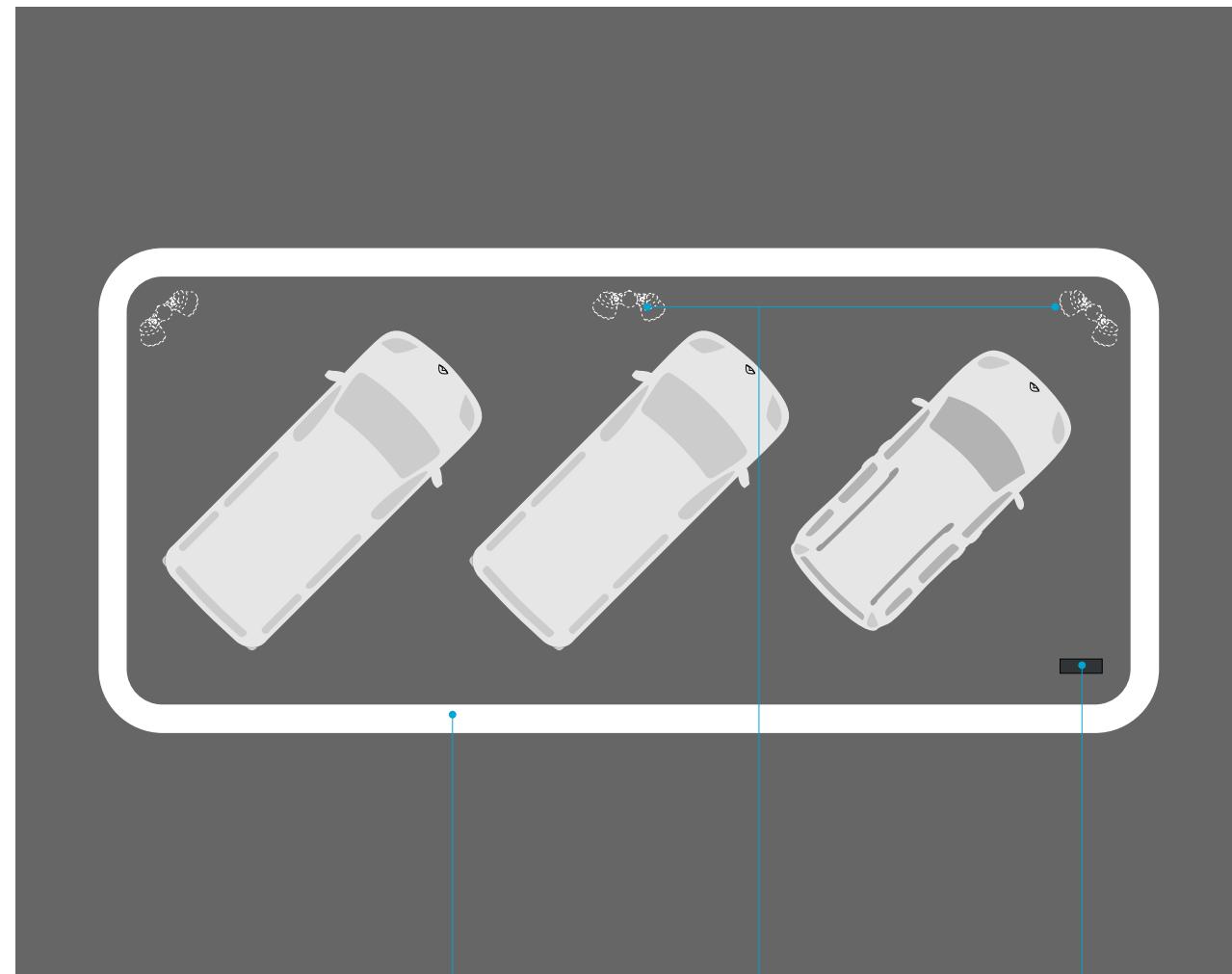


key

- 1 ground marking
- 2 area mast
- 3 lighting (option)



2.4.5 Renault Pro+ area

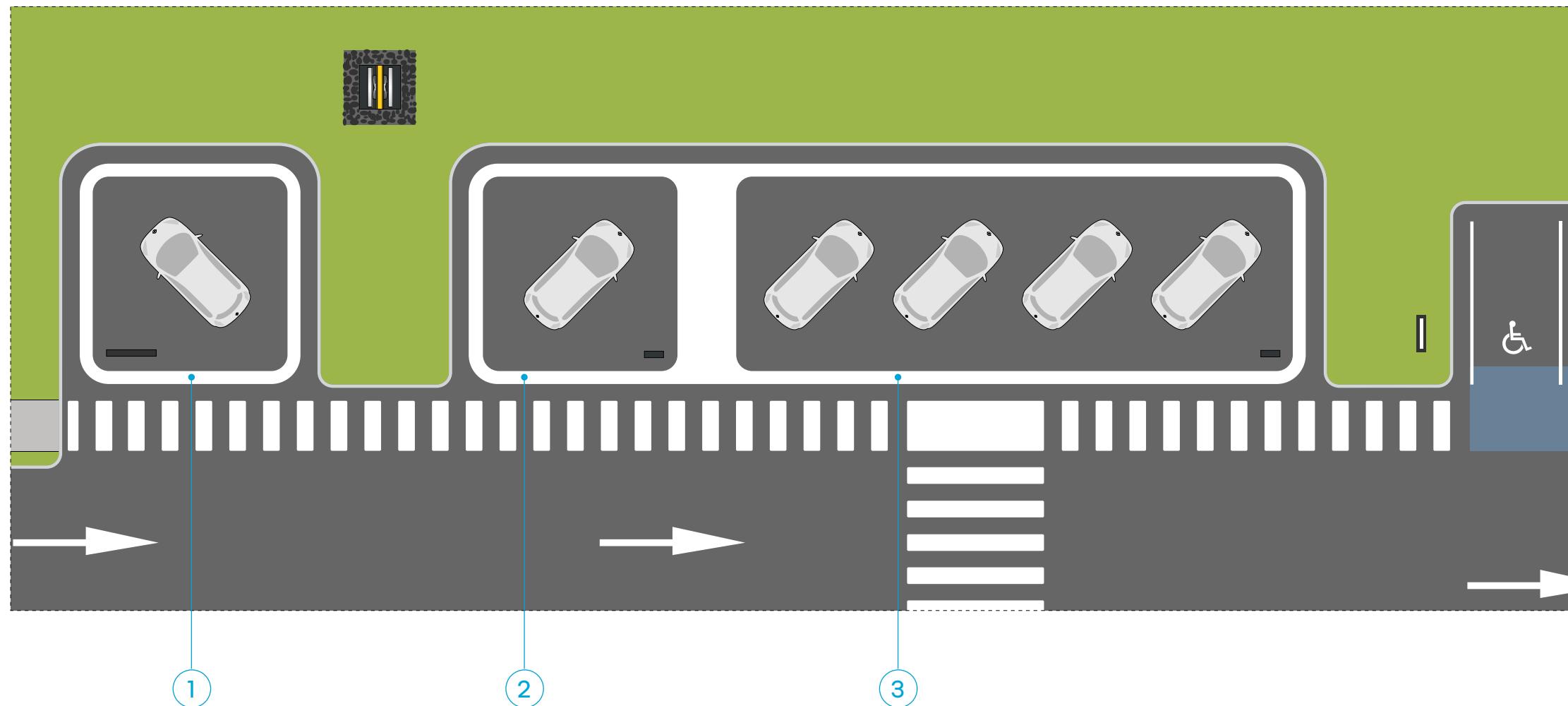


key

- 1 ground marking
- 2 new face of the existing area mast
- 3 lighting (option)



2.4.6 example of implementation



key

- 1 actu zone
- 2 renew area
- 3 test drive area

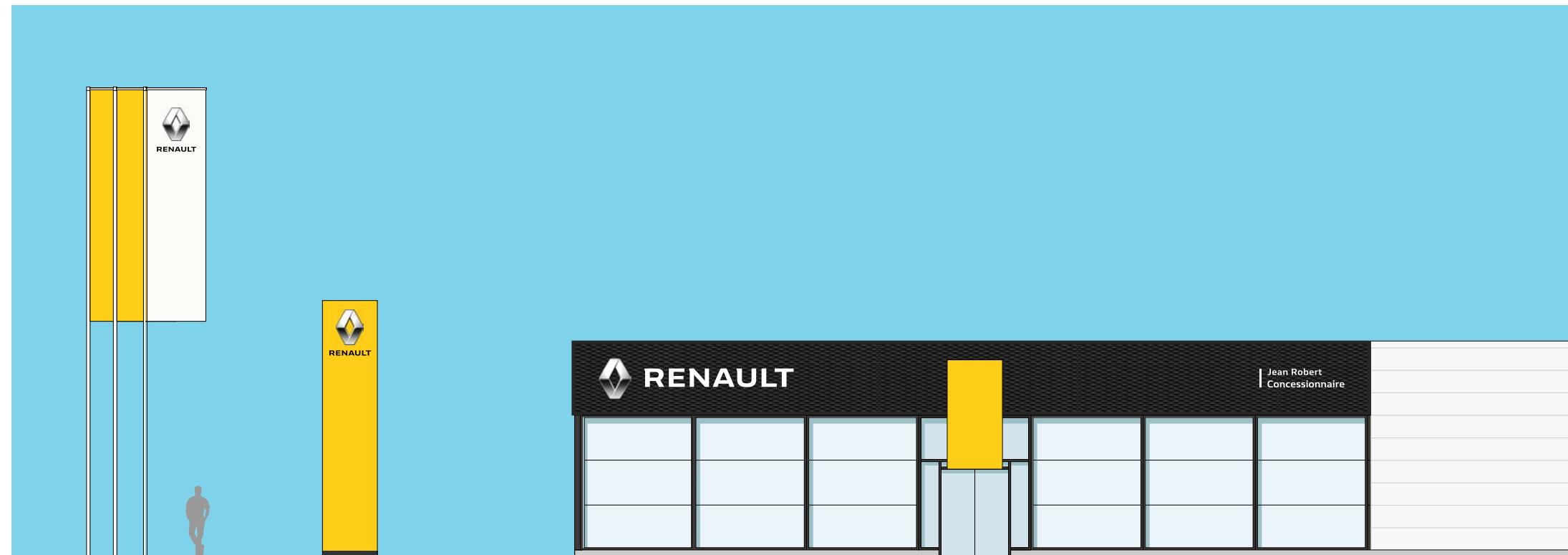
3

retrofit of existing sites

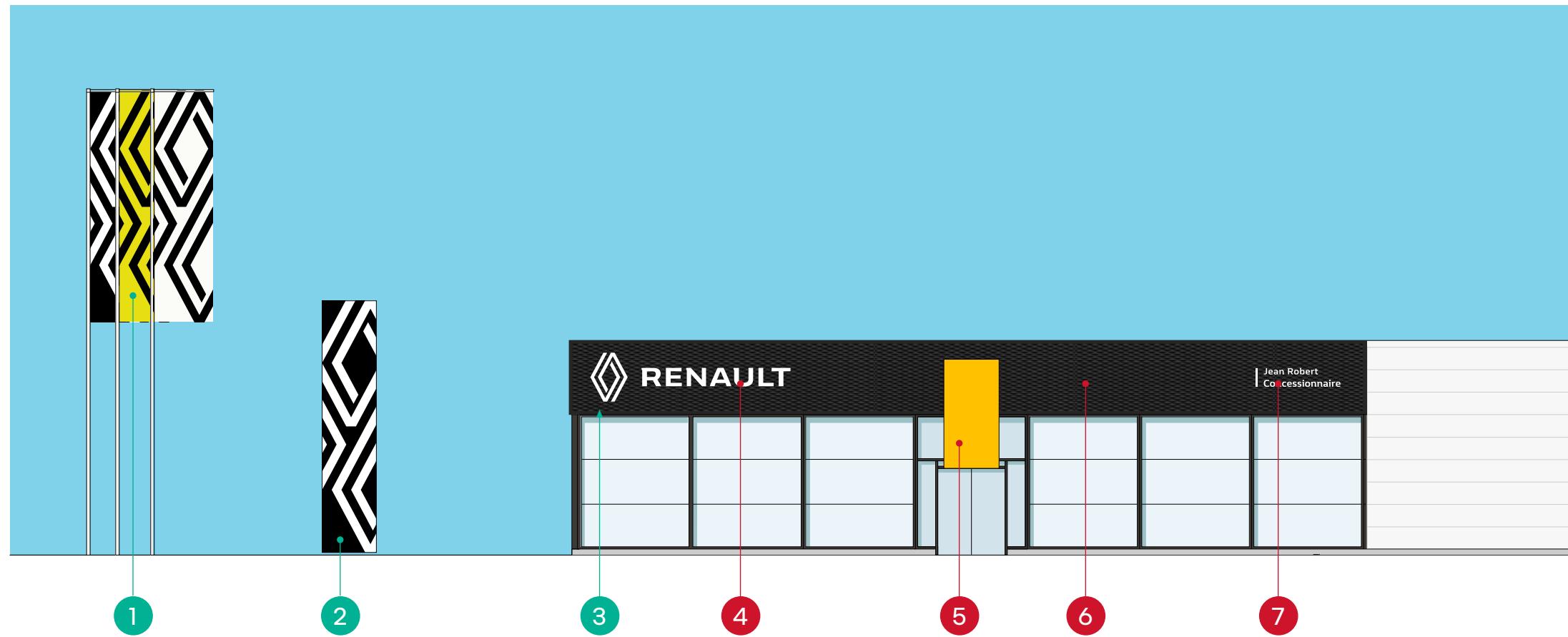
3.1

identification of sites and facades

3.1.1 current situation



3.1.2 retrofit of identification elements



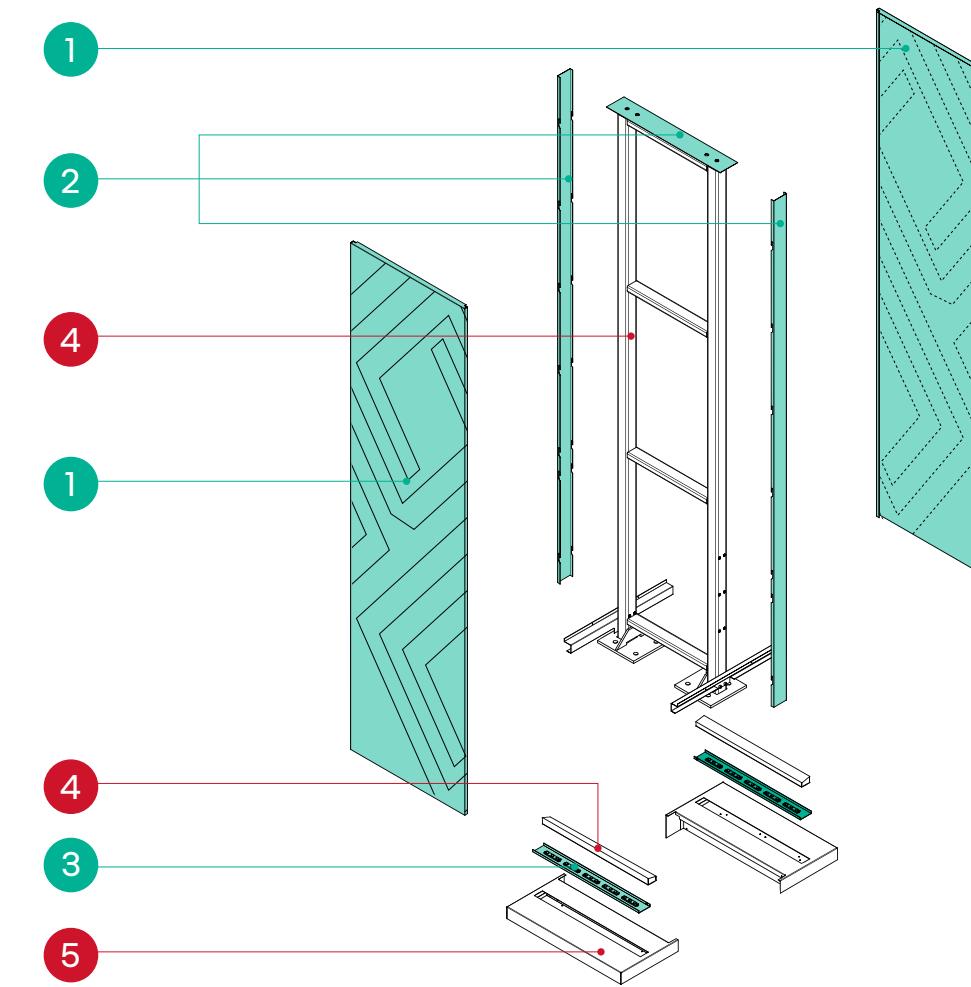
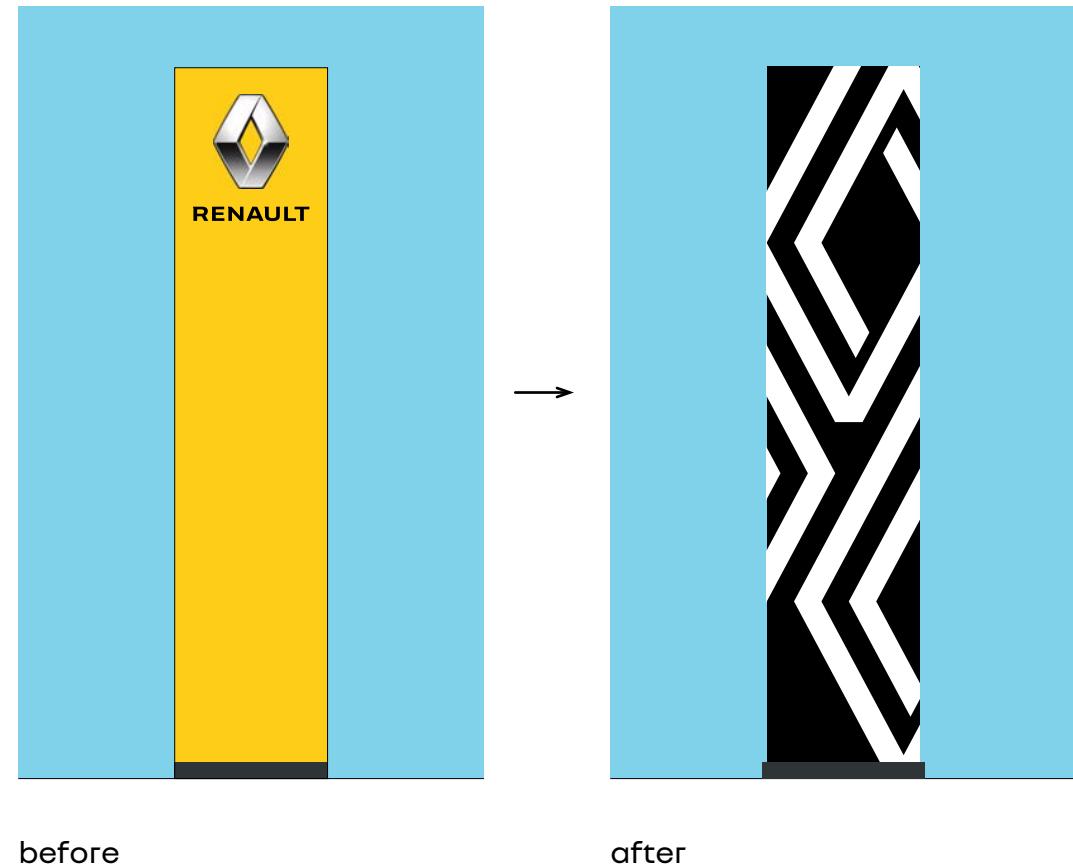
what changes

- 1 new flags
- 2 new totem faces
- 3 new emblem

what does not change

- 4 Renault wordmark
- 5 overhead panel
- 6 metal mesh
- 7 dealer name

3.1.3 retrofit of totems



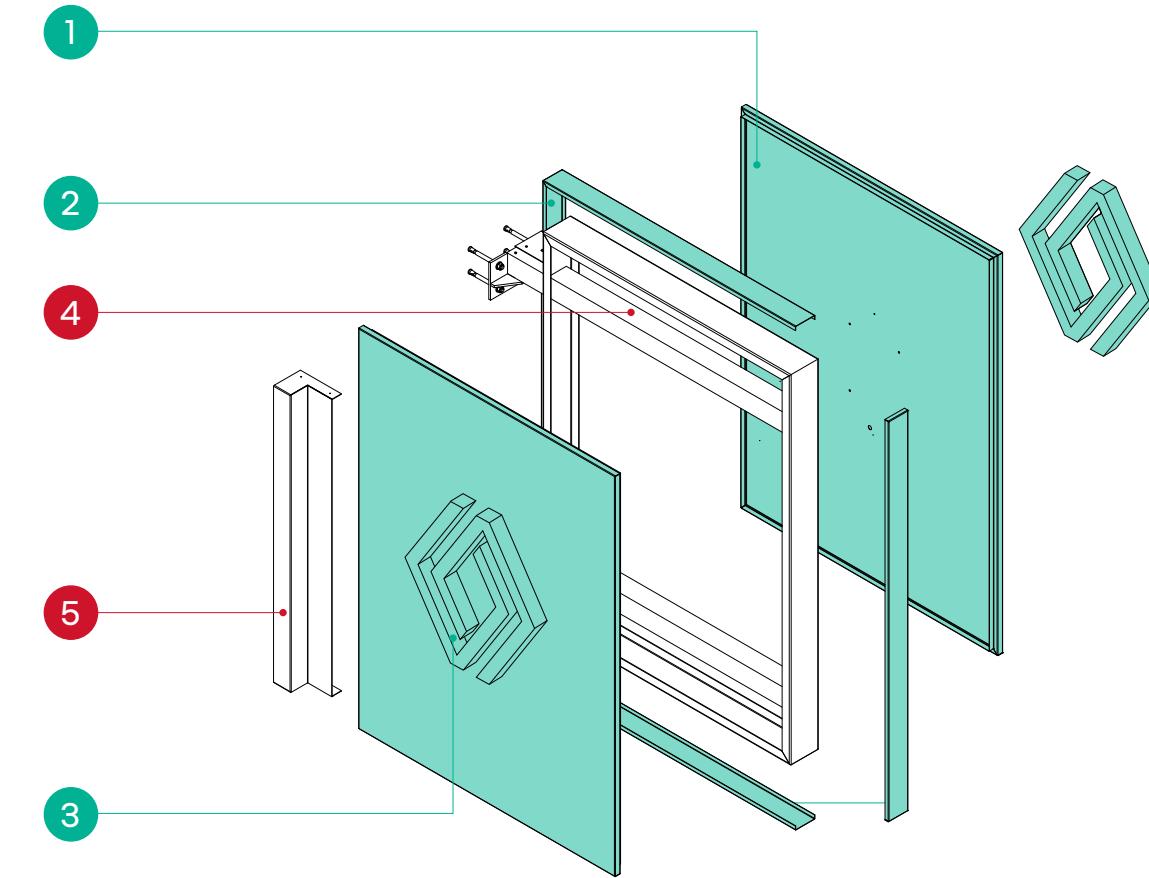
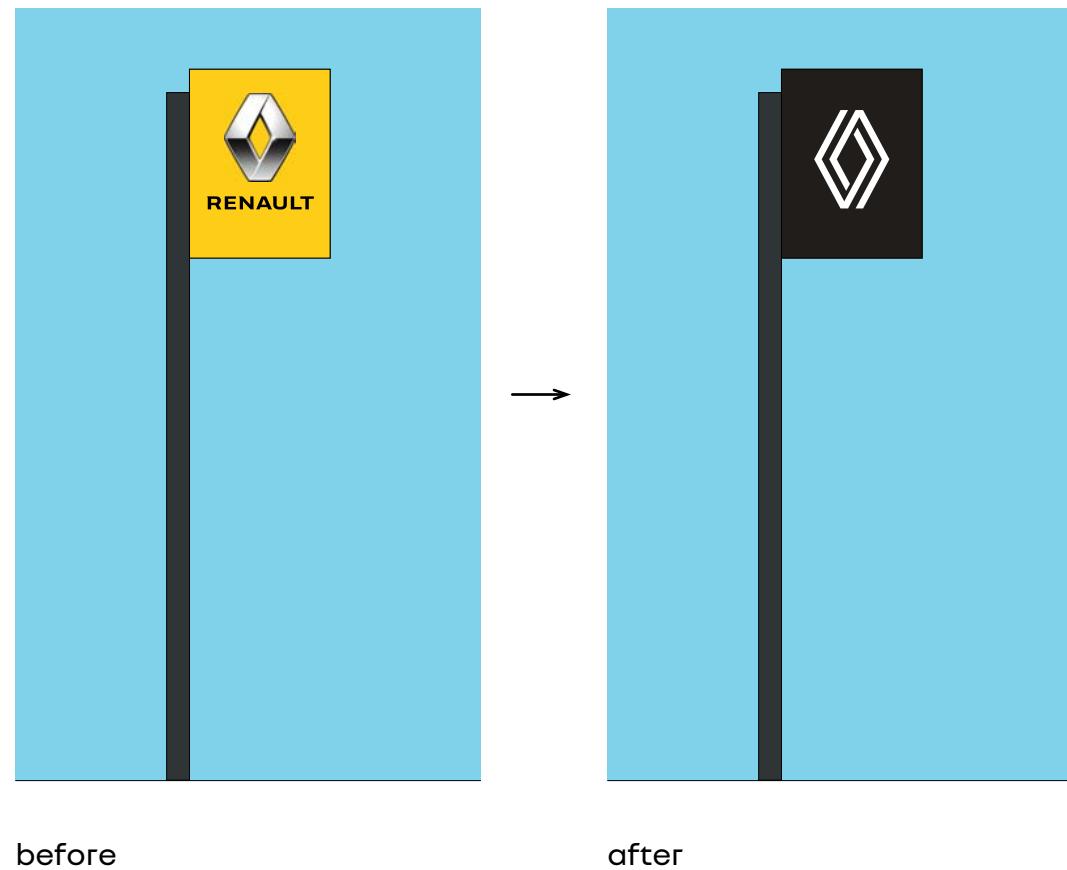
what changes

- 1 new totem faces
- 2 side cladding
- 3 lighting

what does not change

- 4 structure
- 5 plate cladding

3.1.4 retrofit of insignias



what changes

- 1 new insignia faces
- 2 side cladding
- 3 emblems

what does not change

- 4 structure
- 5 plate cladding

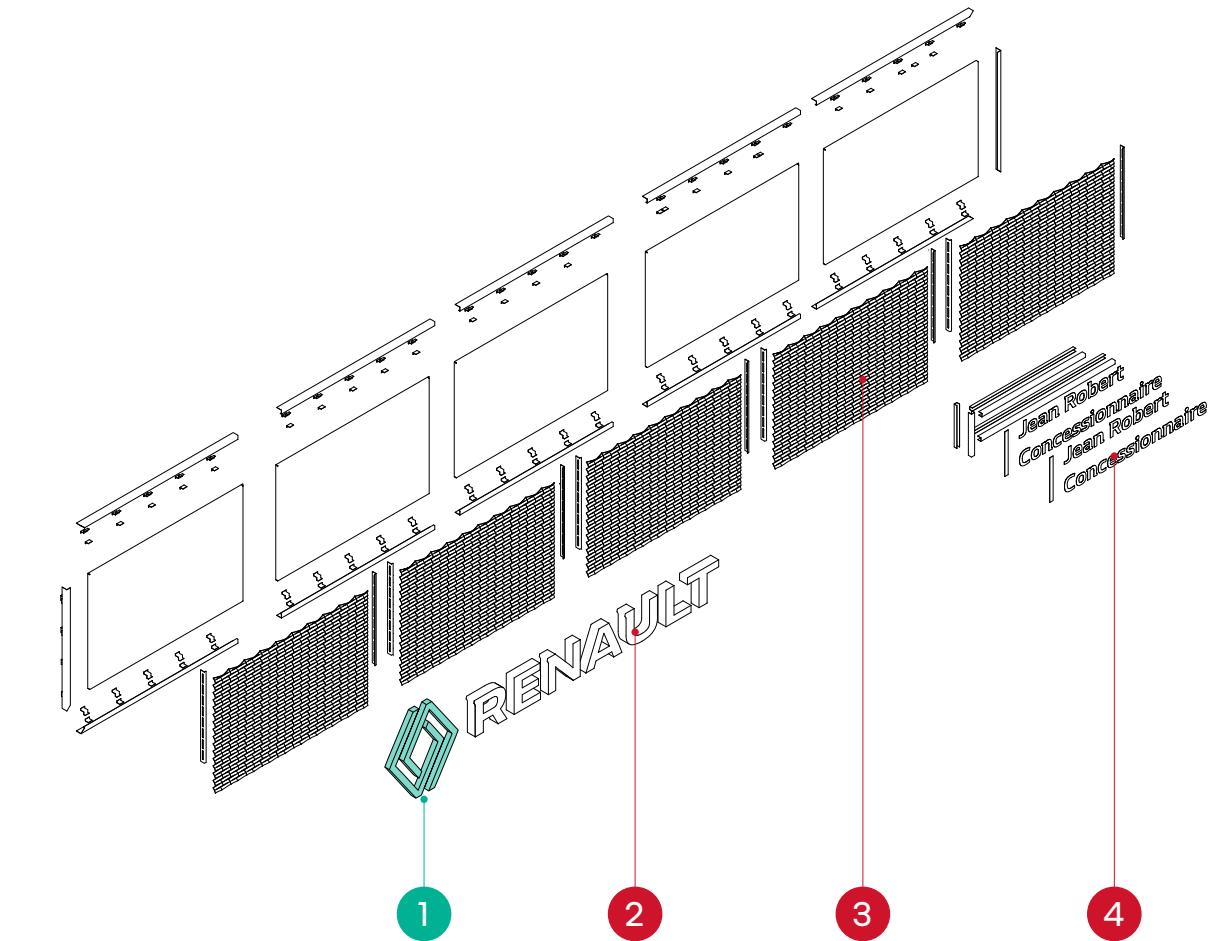
3.1.5 retrofit of facade markings



before



after



what changes

1 emblem

what does not change

2 Renault wordmark

3 metal mesh

4 dealer name

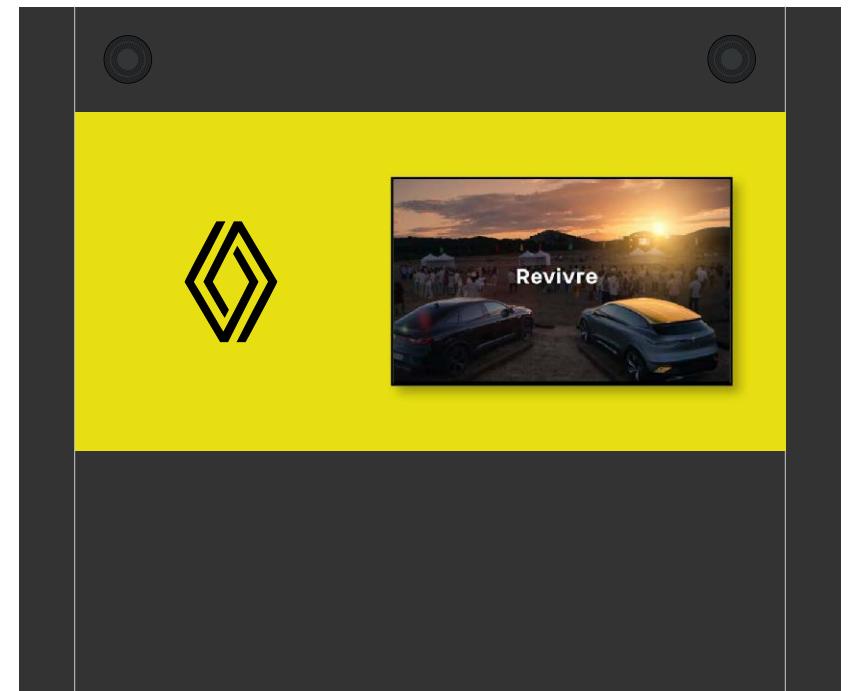
4

items of showroom

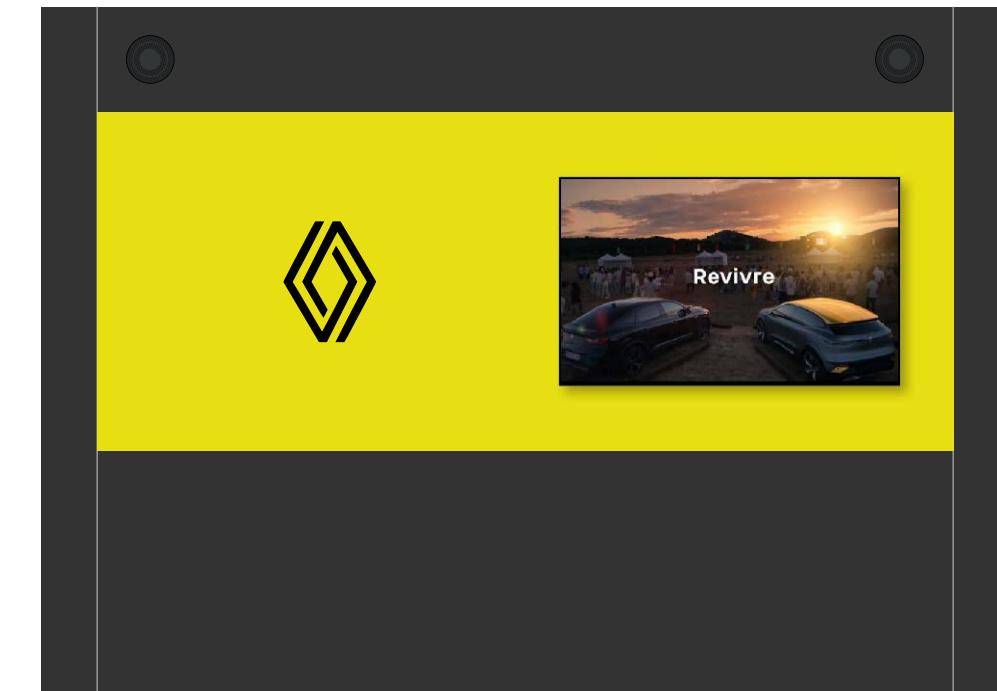
4.1

brand walls

4.1.1 new installations



1

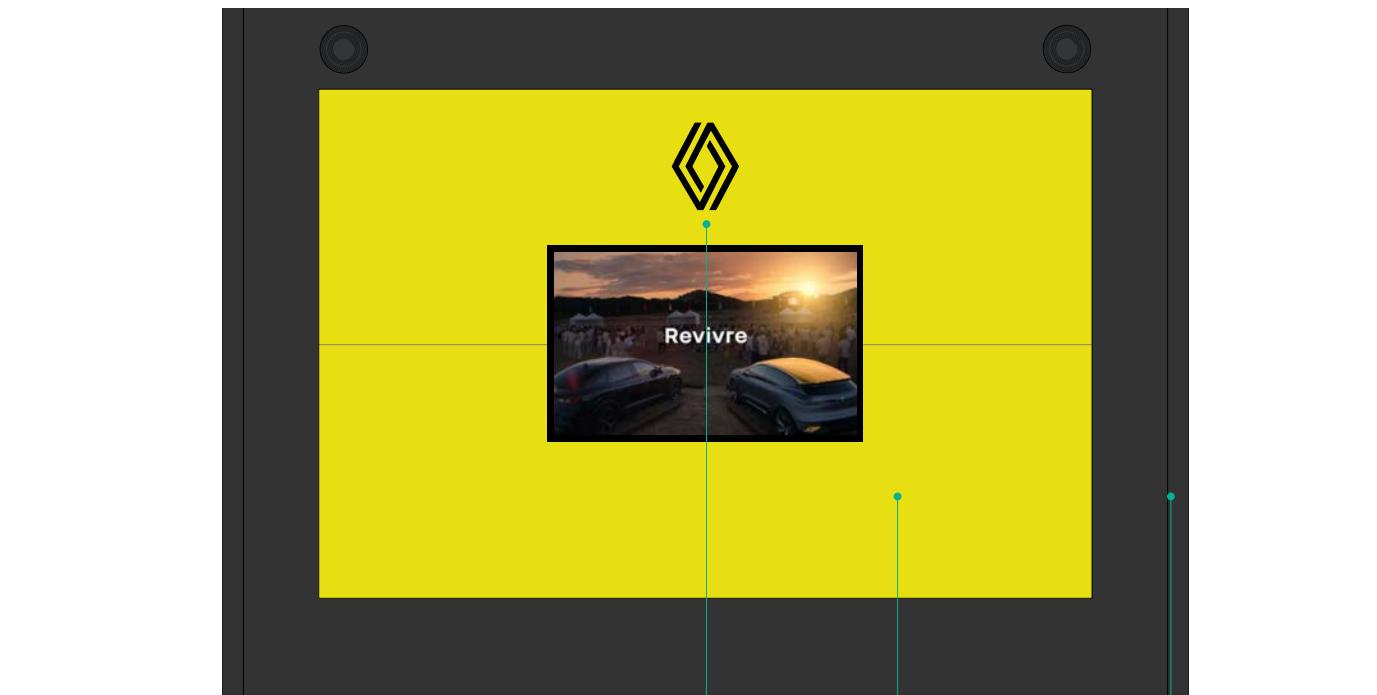
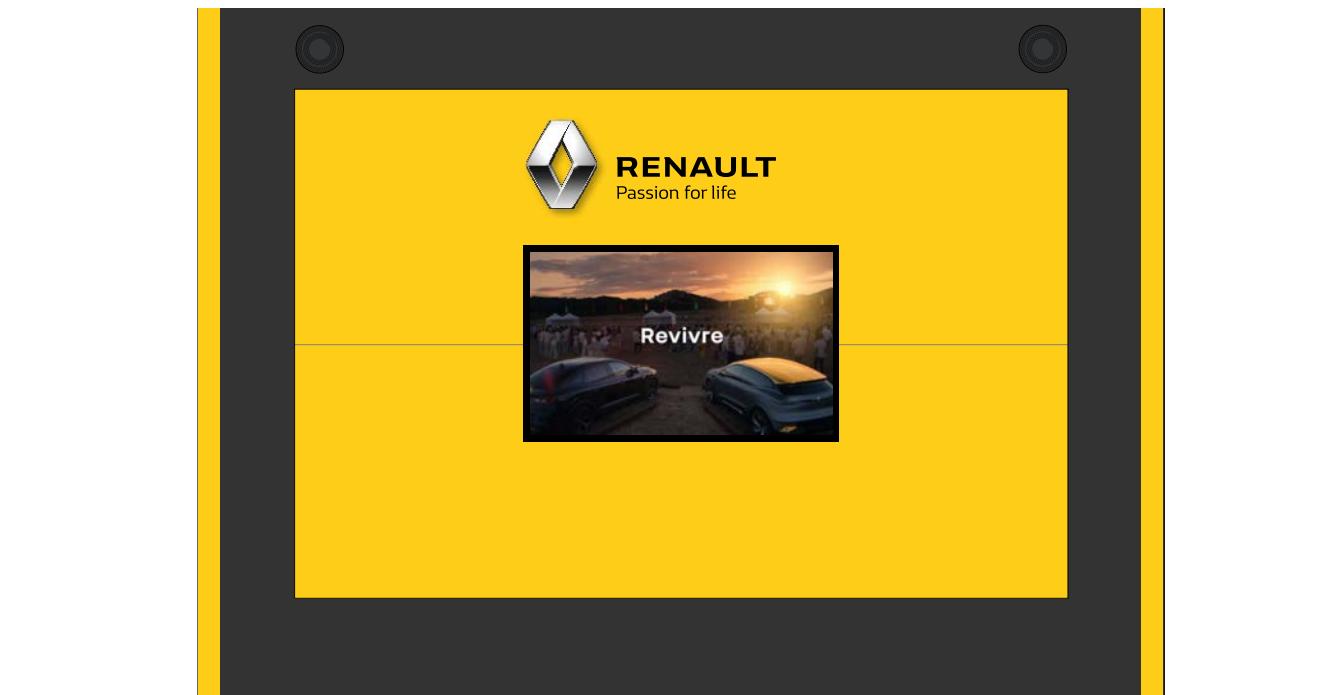


2

key

- 1 3000 mm brand wall
- 2 3500 mm brand wall

4.1.2 brand walls retrofit



key

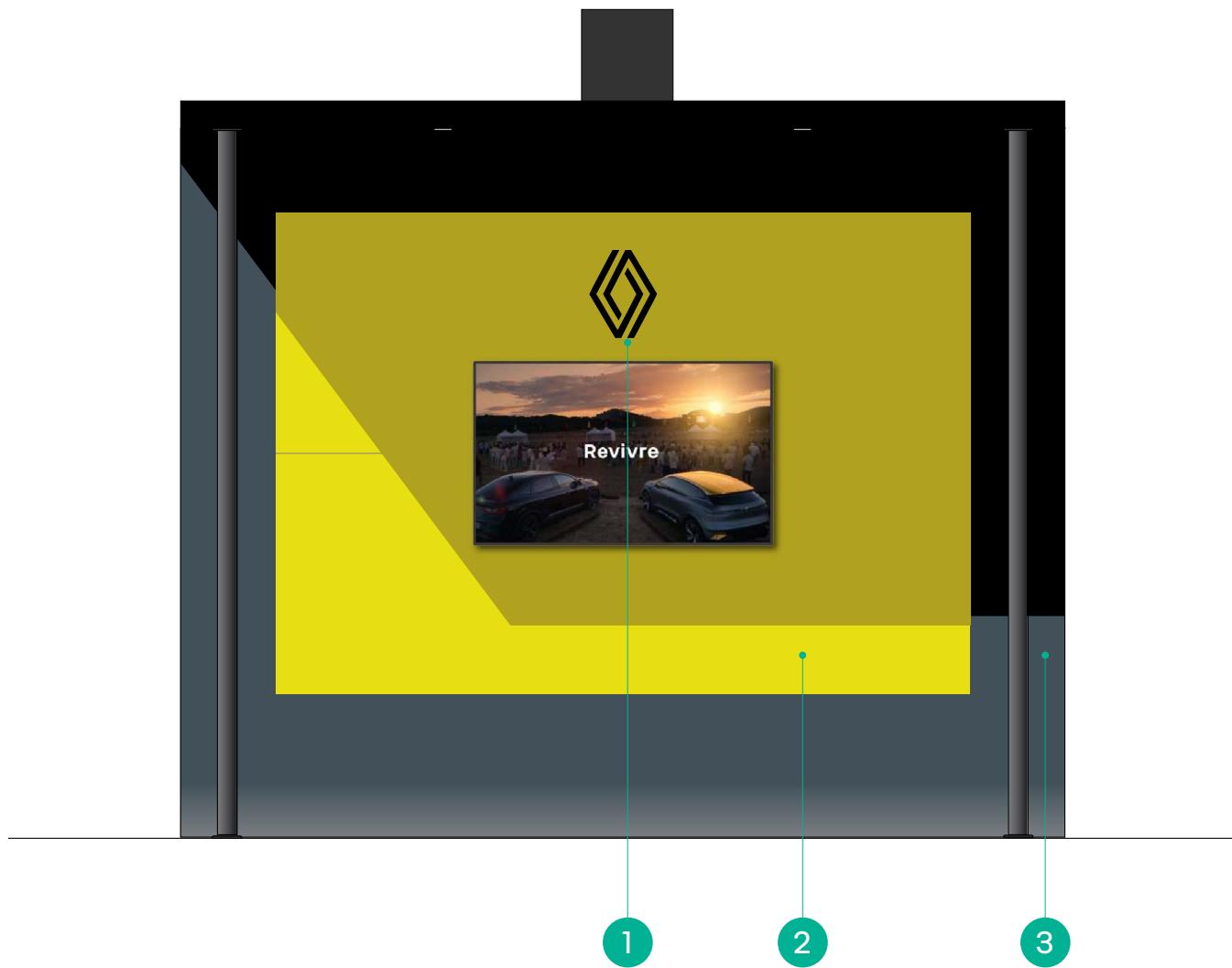
- 1 new emblem
- 2 new yellow
- 3 removal of yellow strips

4.1.3 brand walls retrofit of canopies

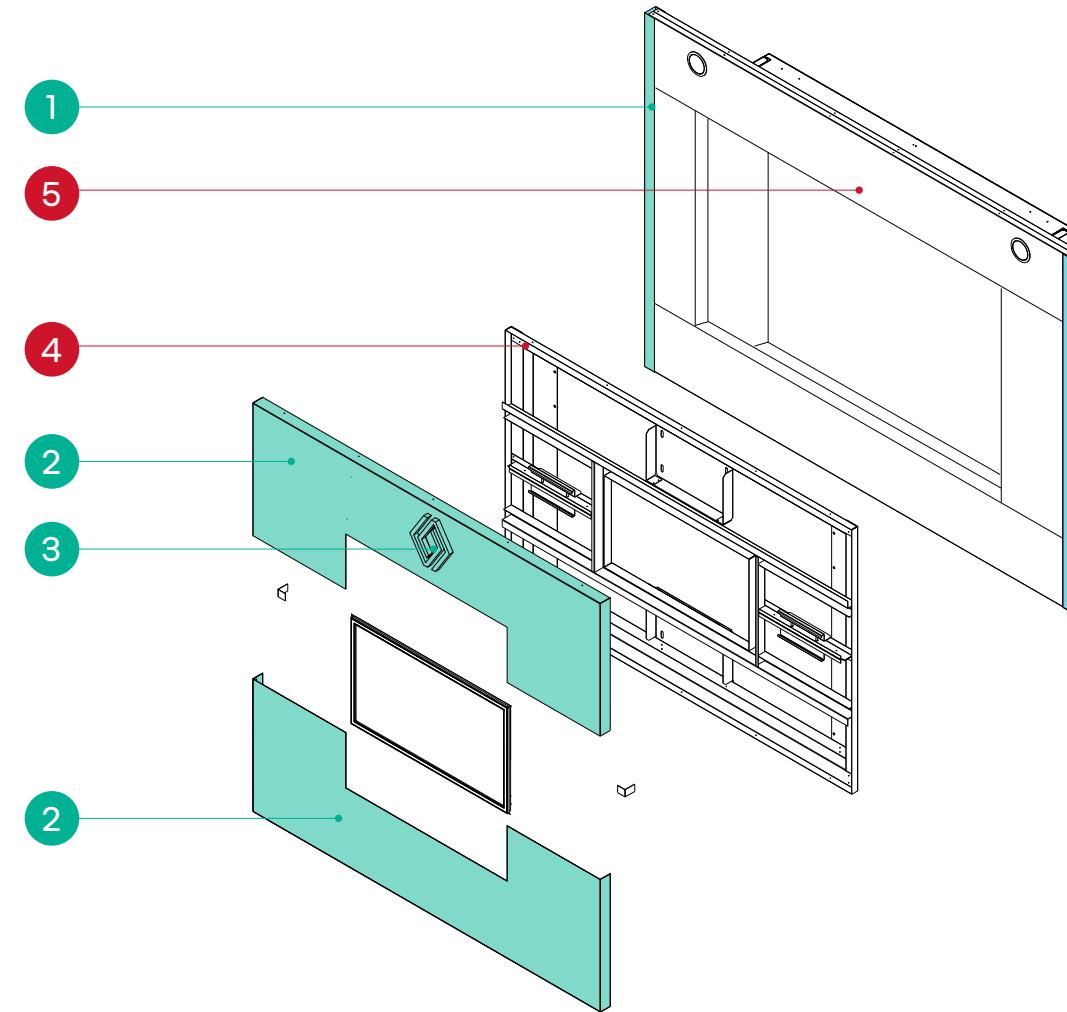
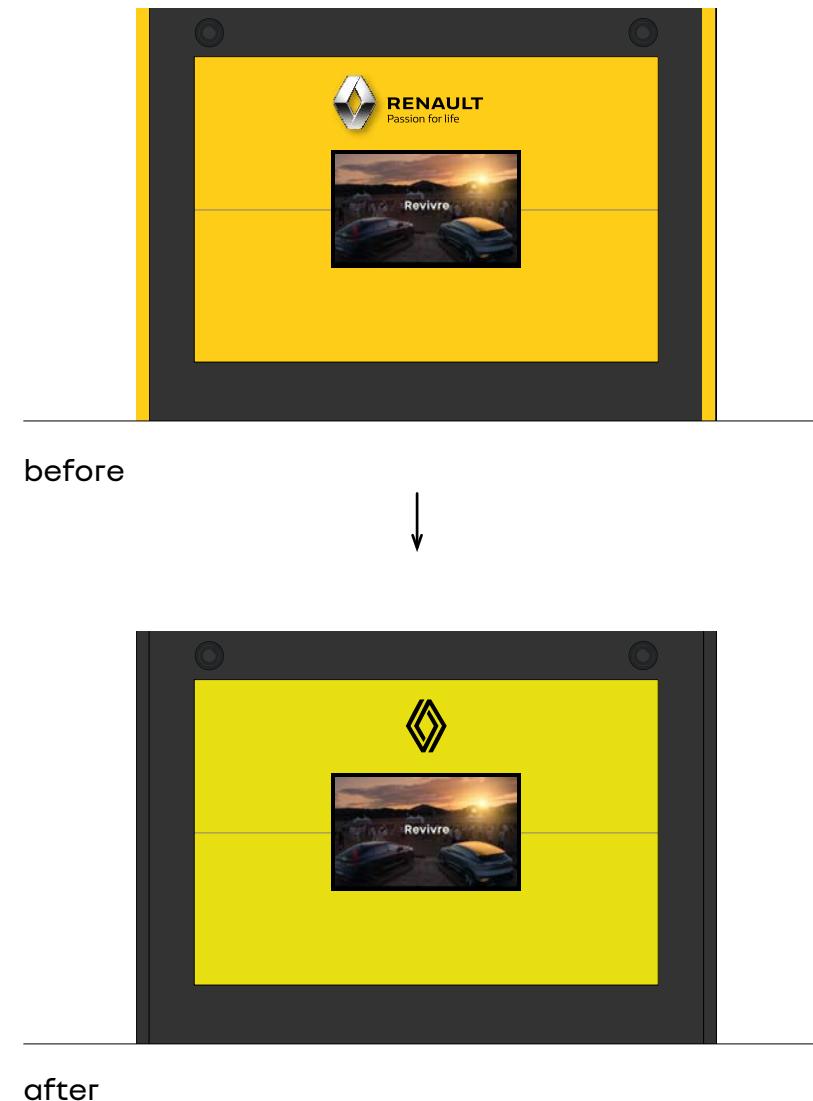


key

- 1 new emblem
- 2 new yellow
- 3 removal of yellow strips



4.1.4 principle of retrofit for brand walls



what changes

- 1 adhesive on sides
- 2 front faces
- 3 emblem

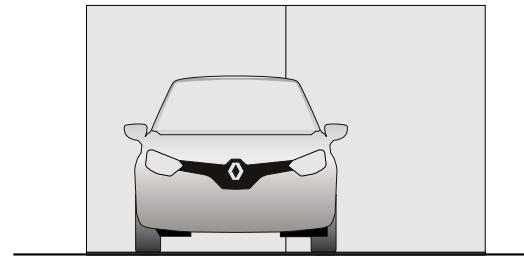
what does not change

- 4 structure
- 5 cladding

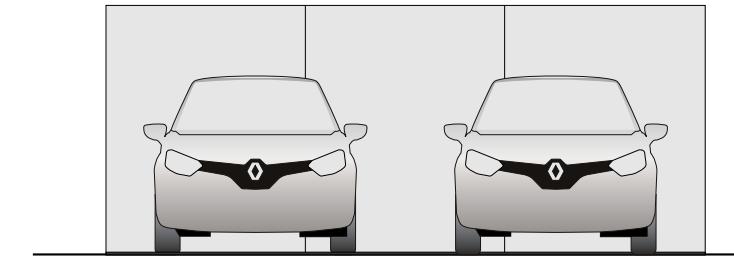
4.2

interior display zones

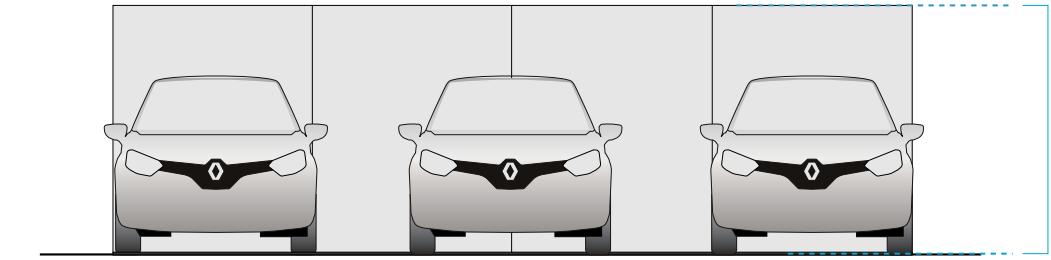
4.2.1 frescoes



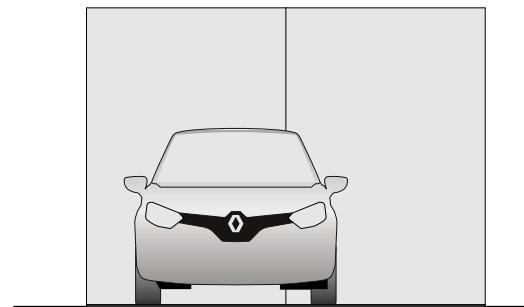
4x2.5 fresco



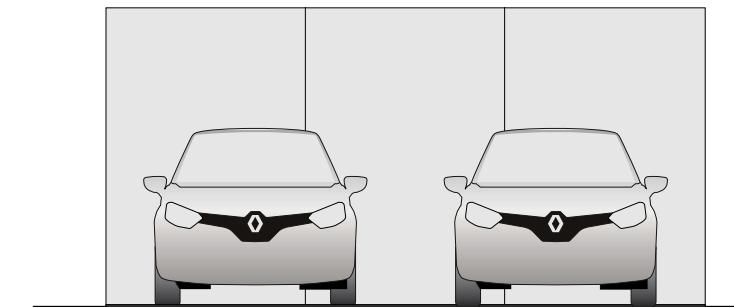
6x2.5 fresco



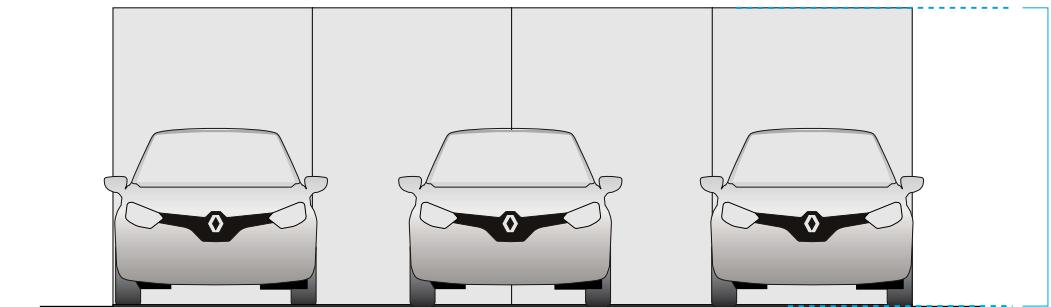
8x2.5 fresco



4x3 fresco

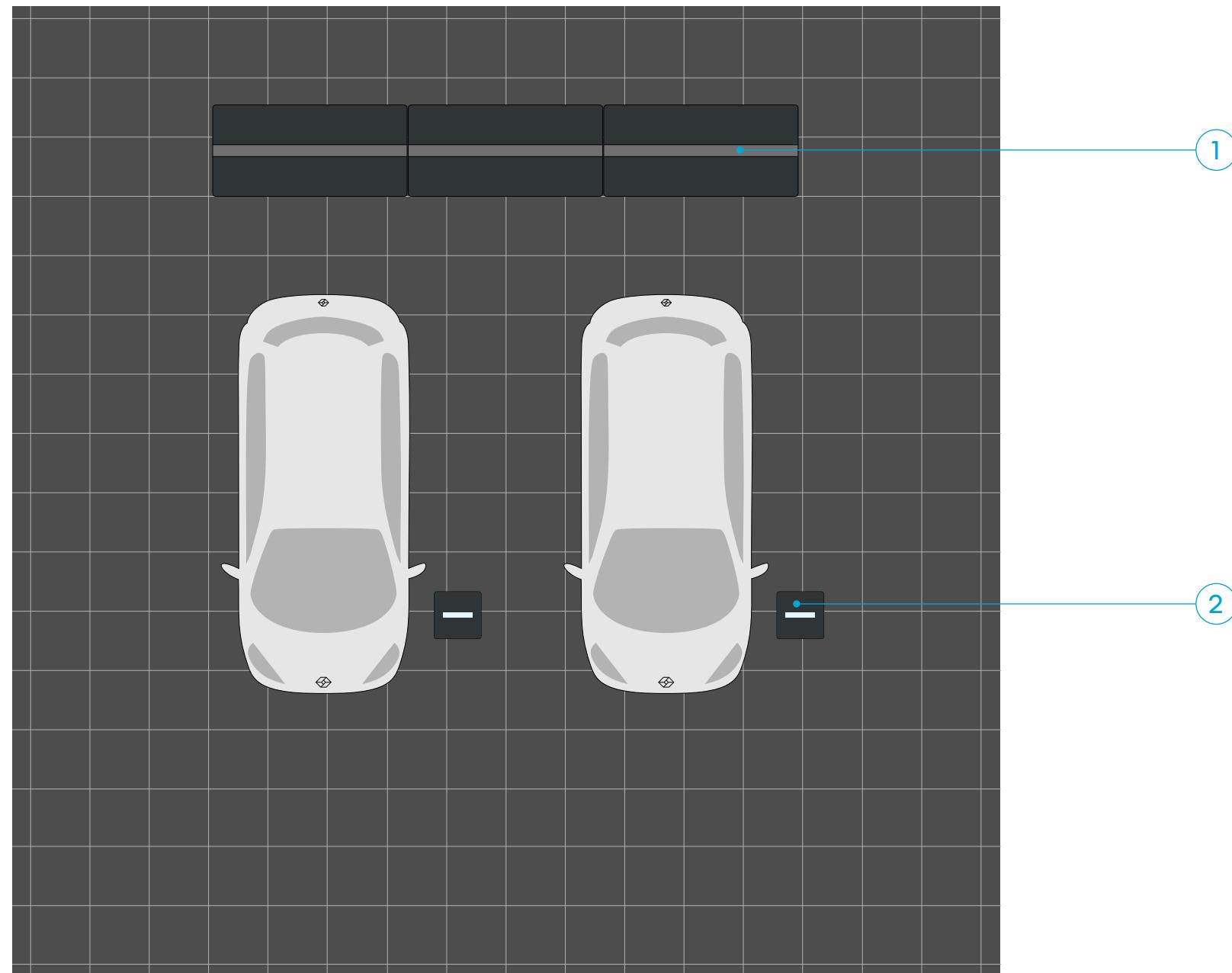


6x3 fresco



8x3 fresco

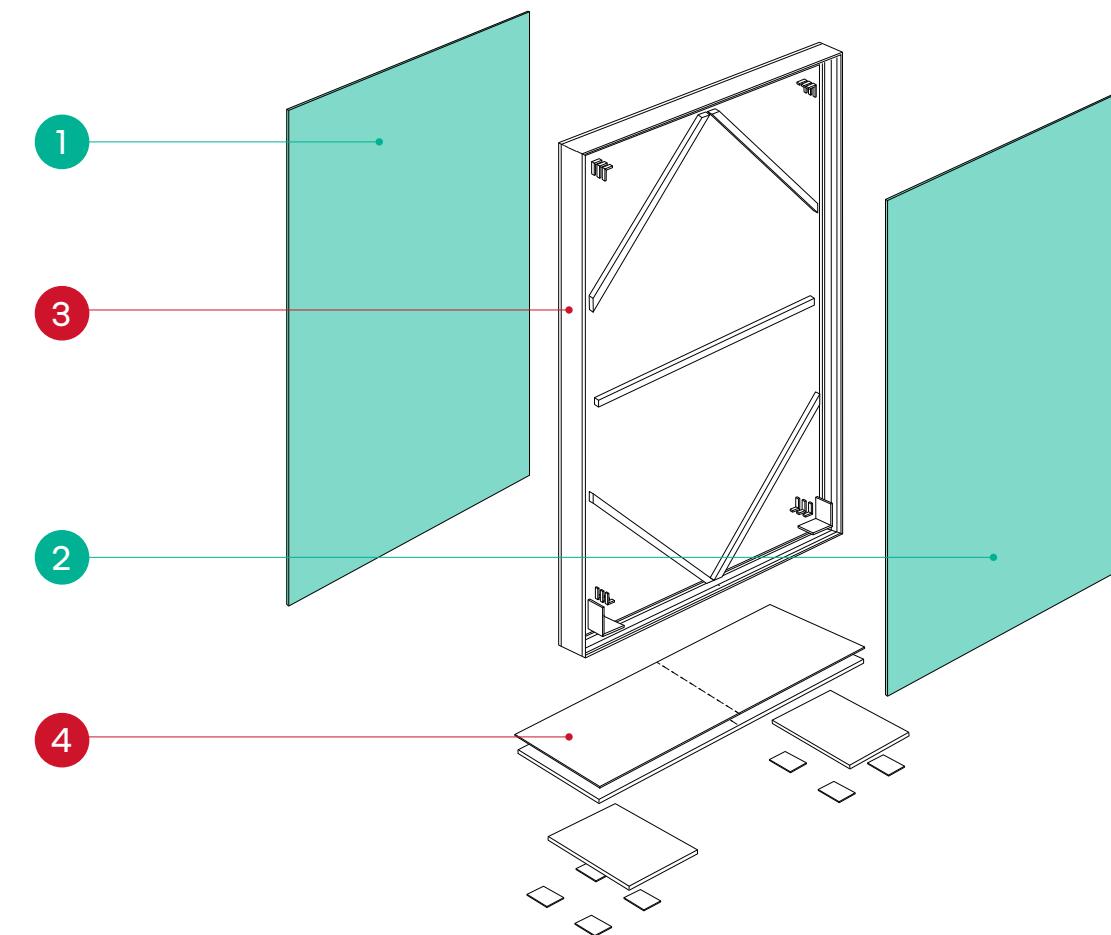
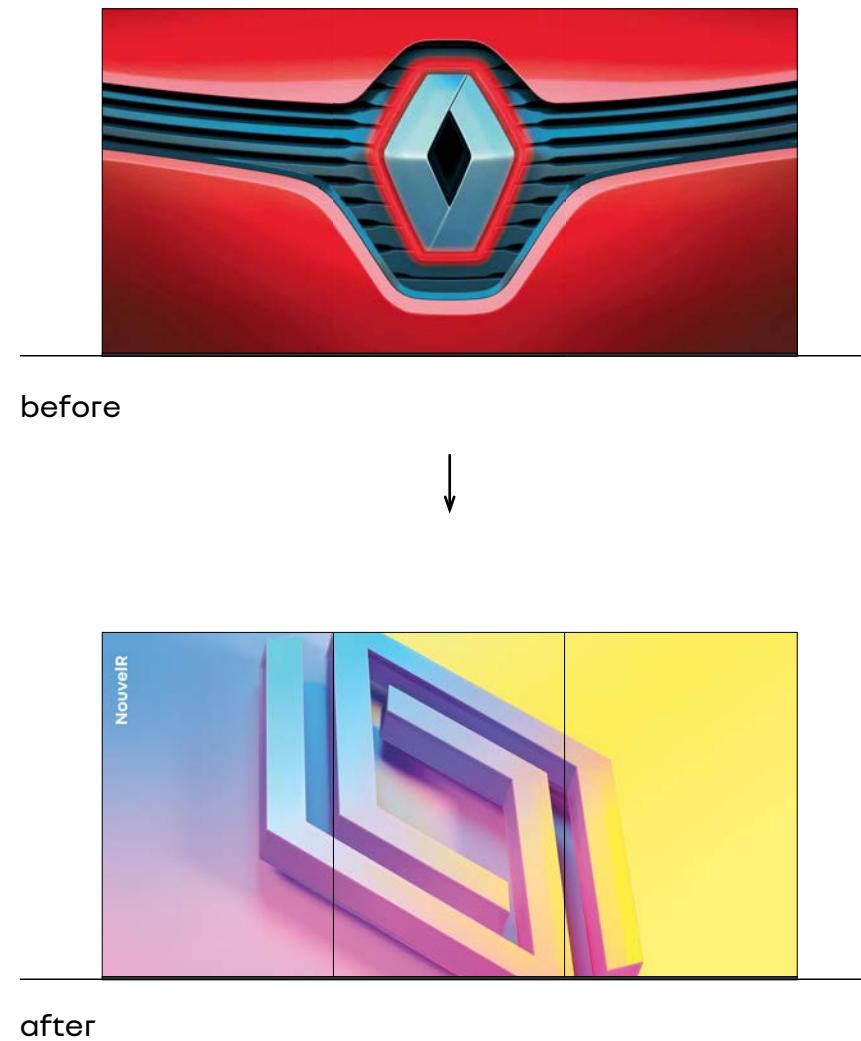
4.2.2 frescoes positioning

**key**

1 6x3 m fresco

2 display price unit

4.2.3 retrofit of the Passion zone to the nouvel'R zone



what changes

- 1 front visual
- 2 rear visual (if necessary)

what does not change

- 3 structure
- 4 plates

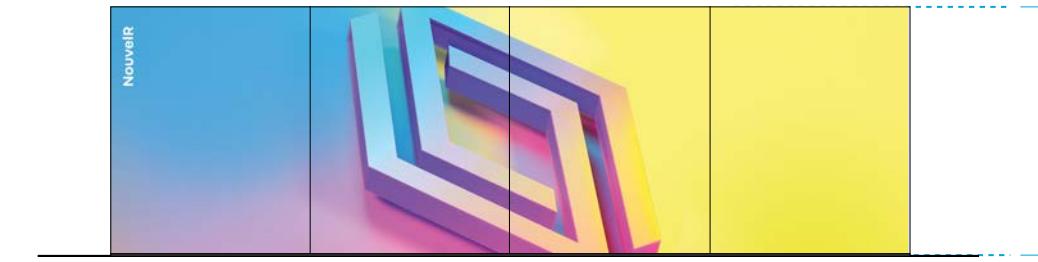
4.2.4 variations of nouvel'R frescoes



4 x 2.5 fresco



6 x 2.5 fresco



8 x 2.5 fresco

2500



4 x 3 fresco



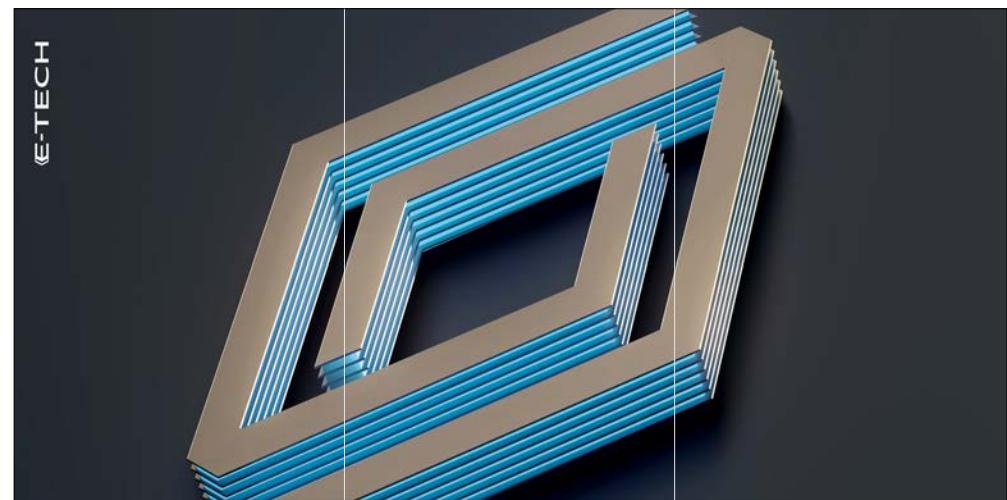
6 x 3 fresco



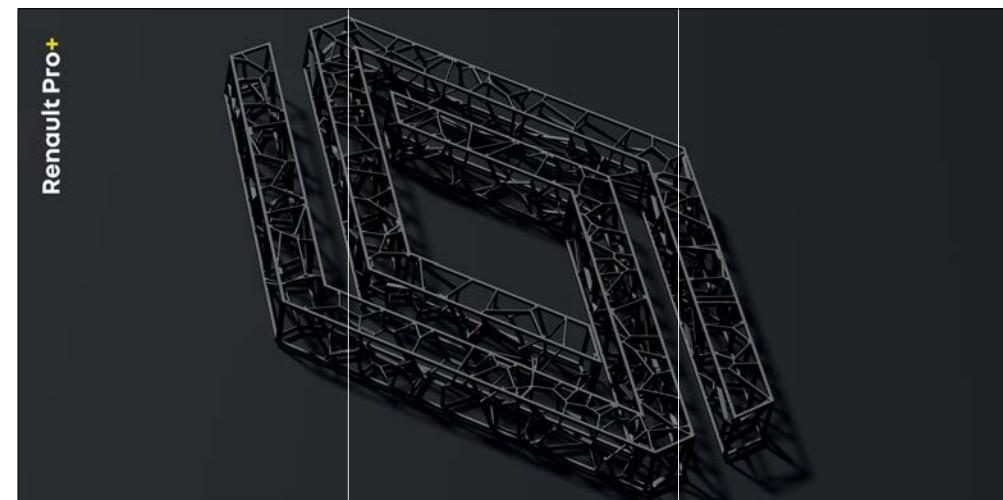
8 x 3 fresco

3000

4.2.5 visuals of other product areas



1



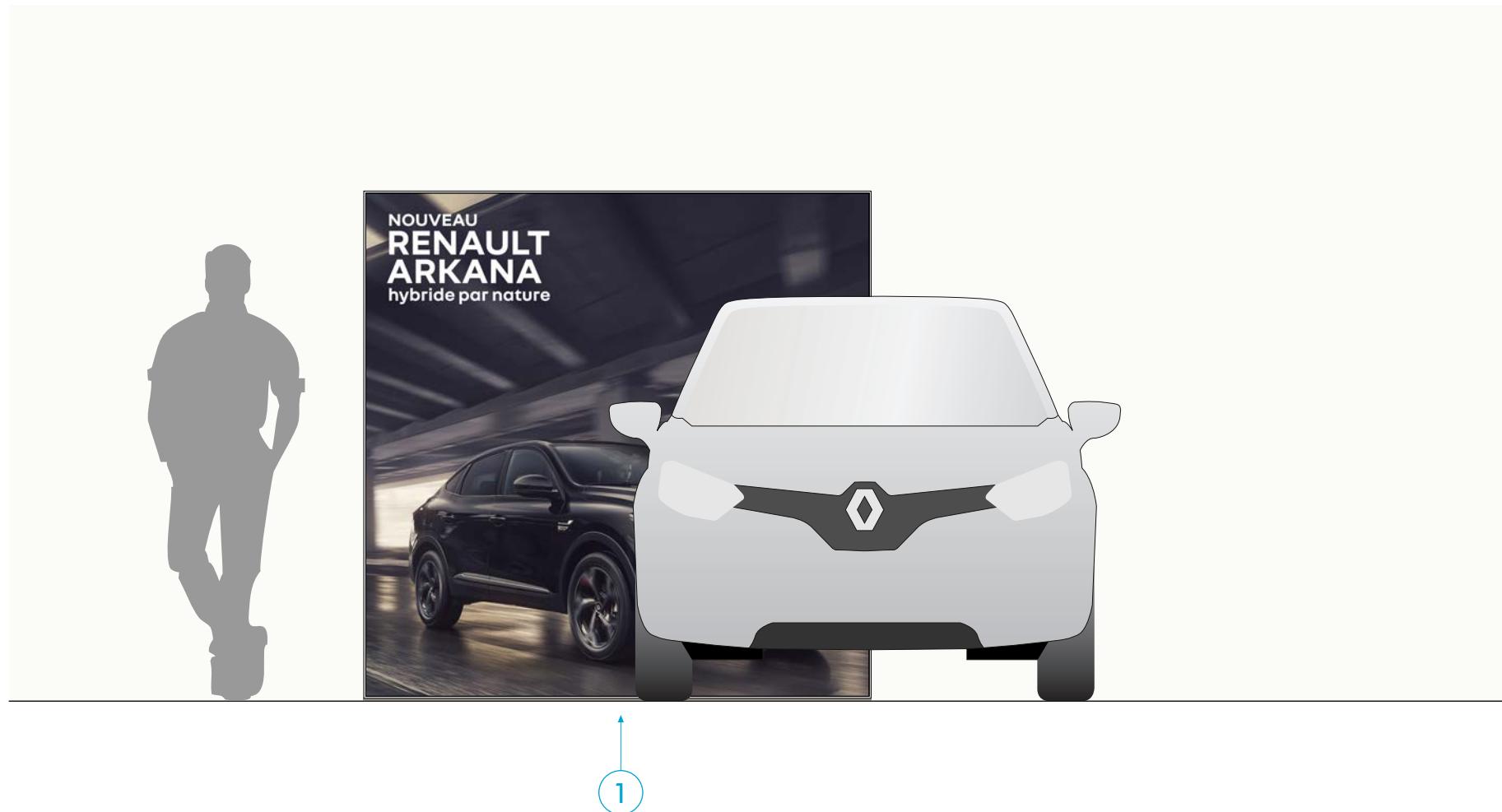
2

key

1 E-Tech

2 Renault Pro+

4.2.5 animation of product areas



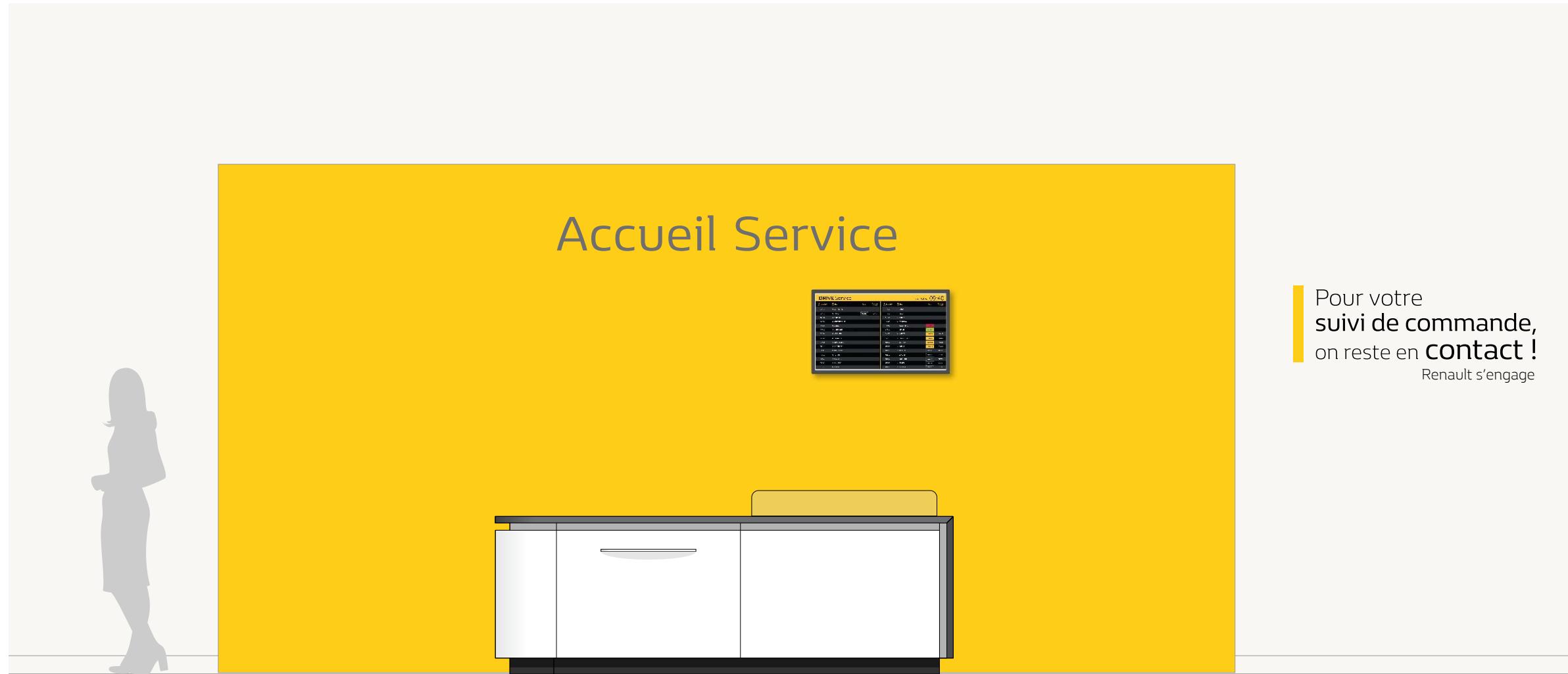
key

1 2x2 POS or fresco

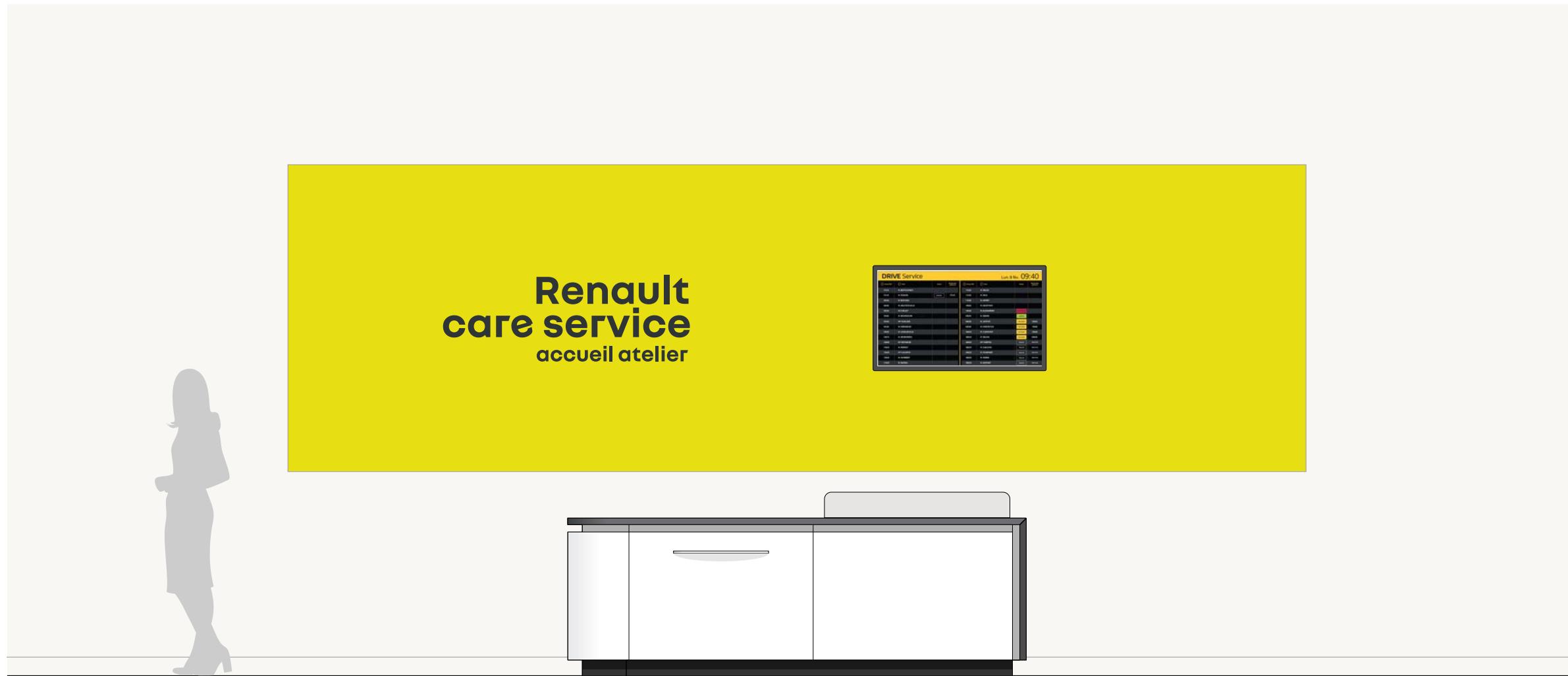
4.3

workshop reception

4.3.1 current situation



4.3.2 wall for new installations



4.4

delivery area

4.4.1 current situation

Espace livraison





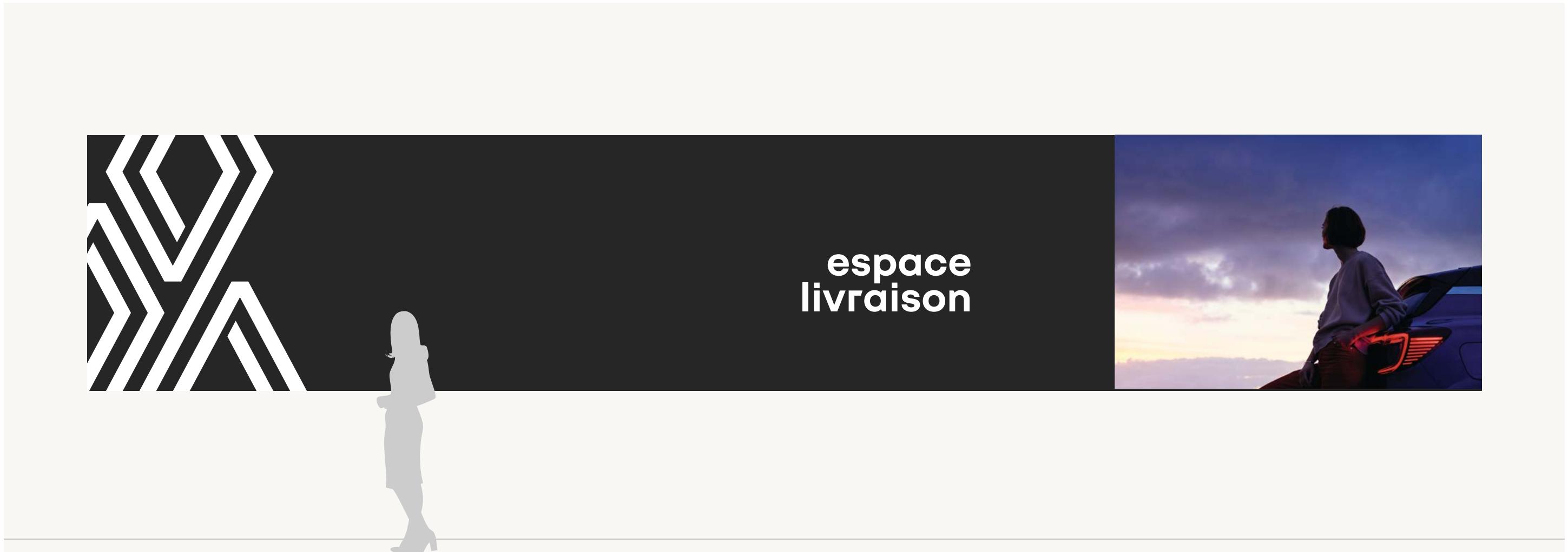
my renault
+ de fidélité
+ d'avantages !
Renault s'engage

4.4.2 wall for new installations (basic version)



* Non-definitive visual

4.4.3 wall for new installations (extended version)



* Non-definitive visual