

Renault retail architectural guidelines

the exterior and the Renault Store facades

Renault retail architectural guidelines

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general information

1.1 architectural guidelines

why?

Help each user to find or discover the rules and standards to be applied at a Renault point of sale.

how?

- the architectural guidelines brings together in a single document the various components present outside or on the facades of a Renault site.
- the specifications present all the technical and aesthetic requirements useful for the manufacture of each of the components.
- renew and Renault Pro+ sites have a specific architectural guidelines.

All these documents are available at: https://brandstores.renault.com

vigilant points

Despite all the care taken in the design of this document, errors or omissions may have been made. If in doubt, contact your Network Development correspondent in the country or Renault Global Marketing.

The visuals are given for information only, technical specifications remain the reference documents (available in French and English).

When the site is multi-brand, the rules of cohabitation apply.



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1.2 exterior standards at a glance

signage components

- **1** flags
- 2 totem
- 3 facade markings
- 4 entrance markings
- 5 metal mesh
- 6 actuzone
- 7 exhibition areas

- The signage system has been designed to be consistent with the customer journey, from arrival on site until departure, while enhancing the brand and its services.
- Its strict application is essential to create a homogeneous and identifiable benchmark system for the customer.
- The visuals are given as an indication, the technical specifications remain the reference documents.



general information 6

1.3 outdoor rules to be respected

- maintain the cleanliness of the building and all signage
- 2 maintain and restore the building and the signage elements
- 3 ensure the cleanliness and alignment of vehicles on display or for testing
- 4 ensure the cleanliness and maintenance of floor
- 5 maintain green spaces and surroundings
- 6 **get** rid of:
 - obsolete or non-standard commercial and promotional materials
 - non-standard, obsolete or redundant signage supports
- 7 maintain and restore site lighting
- 8 **always put yourself in the customer's shoes,** for what he sees, understands, feels, with an objective of quality and efficiency

advance signage

2.1.1 advance signage

why?

This is the customer's first contact with the site.

Advance signage informs customers of the location of the site and directs them to find it easily.

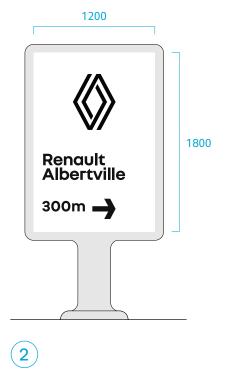
Through the visibility it offers to a site, it can become a lever for additional flows for passing customers who are looking for a Renault sales or after-sales point of sale while on the move.

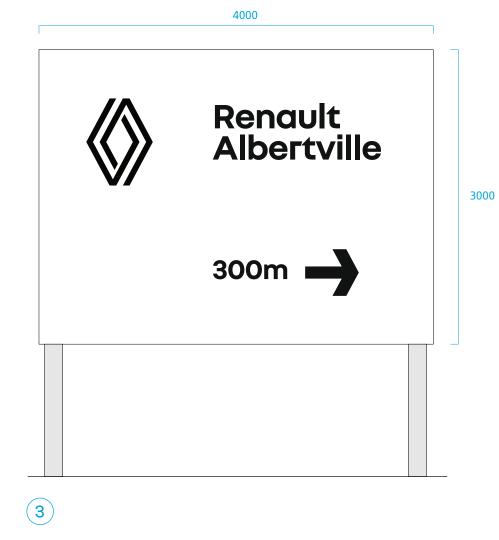
how?

Advance signage combines several types of equipment to be positioned around and in the immediate vicinity of the site:

- 1 advance signs, 1000 x 1500 mm.
- 2 advance signs, bus shelter type, 1200 x 1800 mm.
- 3 advance signs,4000 x 3000mm.

Renault Albertville 300m 1000





vigilant points

Periodically check the cleanliness and good condition of the various signs as well as the relevance of the information.

directional signage

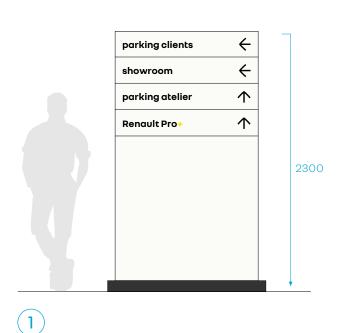
2.2.1 directional signage

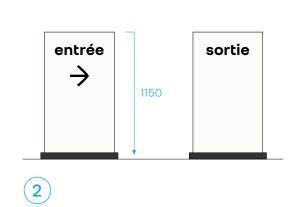
why?

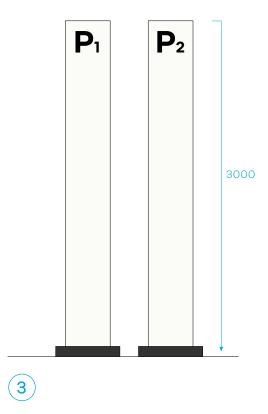
These panels welcome and guide customers as soon as they arrive at the site and to accompany them to the desired point.

how?

- 1 the "entrance" and "exit" signs indicate the route to be taken when entering and leaving the site.
- 2 the directional panel, which can display up to 4 pieces of information, directs the customer at each possible change of direction.
- 3 customer parking sign confirms reserved parking area. They allow, by the numbering (P1, P2,...) to distinguish the dedicated car park for the "showroom customer" from that reserved for the "workshop customer".







vigilant point

- Periodically check the cleanliness of the panels, the operation of the lighting and the updating of information.

2.3

identification signage

2.3.1 flags

why?

Flags have a strong visual impact from afar and allow quick identification of the site.

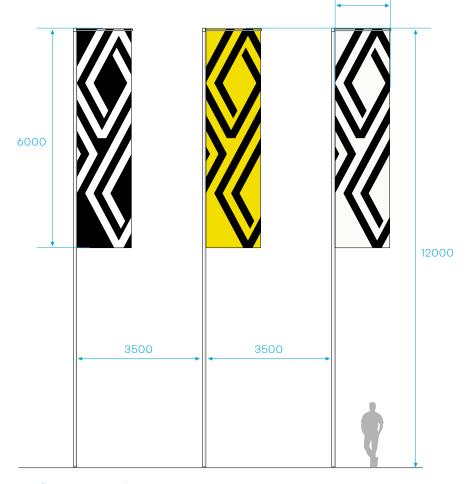
They also define the geographical boundaries of the site.

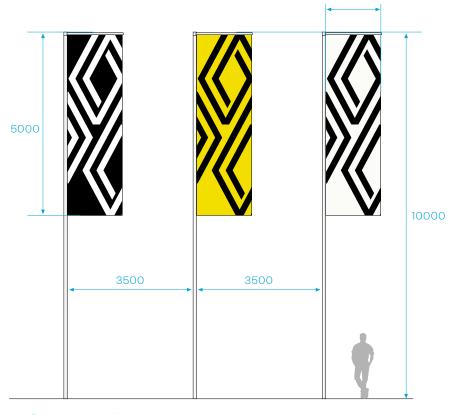
how?

These are sets of 3 or 5 flags mounted on masts.

The size of the mast (12 or 10 m) is always twice the height of the flags (6 or 5 m).

They are set up at the limits of the site, perpendicular to the axis of the main road.





1500

6m flags on 12m poles

5m flags on 10m poles

- Renault Group multi-brand sites are subject to specific recommendations.
- Check the maintenance and state of wear of the flags and change them when necessary.

2.3.2 totems

why?

Totem is a major component of outdoor signage.

It makes it possible to identify the brand, day and night, from the main road passing in front of the site.

how?

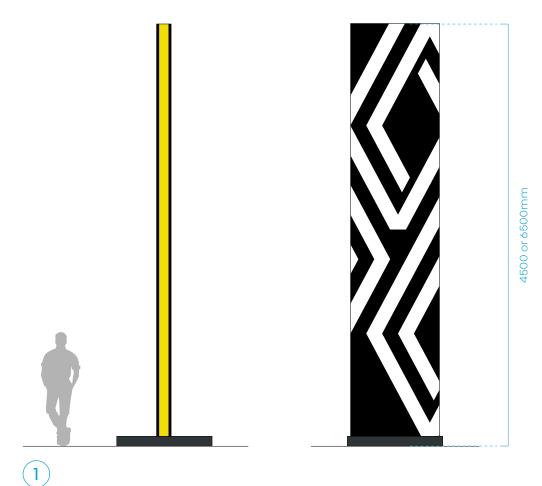
The totem is always positioned perpendicular to the road and centered opposite the entrance to the showroom, it is visible from the main road passing in front of the site.

The totem is available in 2 standard sizes: 4.5 m or 6.5 m.

When the totem cannot be installed, it will be exceptionally replaced by a flag insignia.

1 backlit graphic totem

- Check the proper maintenance and operation of the lighting.
- On the same site, there can only be one brand totem
- Under certain conditions, non-standard 9m and 13.5m versions can be used.



2.3.3 flaginsignias

why?

This sign is used exclusively in the city or on peri-urban sites, when the totem cannot be installed.

It makes it possible to identify the brand, day and night, from the main road passing in front of the site.

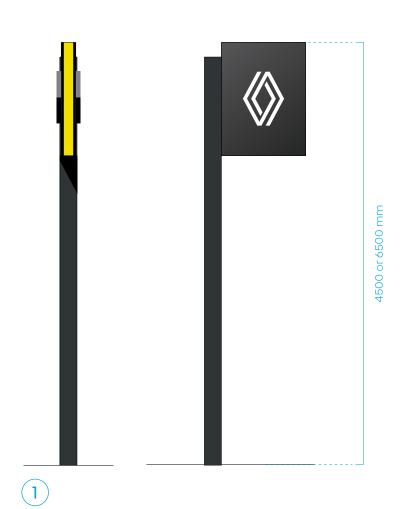
how?

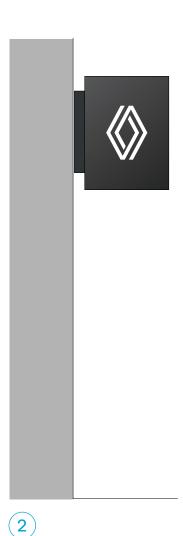
The flag insignia can be positioned either on the main facade or on a pole installed according to the same recommendations as the totem.

It is declined according to the rules of proportionality of the facade of the building or the rlocal regulation:

- > 4.5 m mast: sign width 700 mm
- > 6 m mast: sign width 1100 or 1400 mm.
- 1 flag insignia on mast
- 2 flag insignia on masonry

- Check the proper maintenance and operation of the lighting.
- On the same site, there can only be one flag insignia of the brand.





carparks

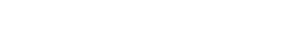
2.4.1 customer car park

why?

Customer parking is preferably located in front of the main facade of the site. It is identified by the signage and separated from the other parking slots.

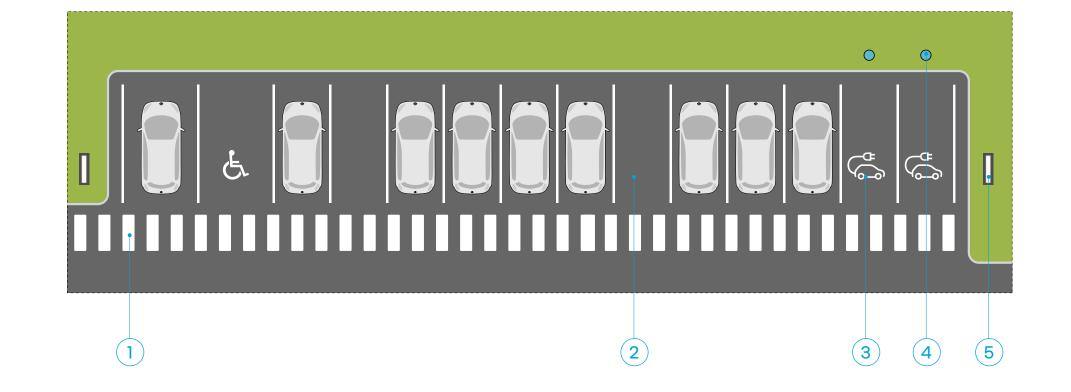
how?

- 1 the parking slots are delimited by white strips RAL 9003 with a width of 100 mm.
- the recommended dimensions of 2300 x 5000 mm are identical to those of the other slots.
- each space reserved for electric vehicles is identified by a pictogram. The pictogram is located in the center of the parking slot.
- 4 the charging station can either be shared between 2 slots or installed individually.
- 5 the parking signs (optional) are located on either side of the customer car park participating in its identification.



vigilant point

Persons with Reduced Mobility slots have dimensions and color codes defined by local regulation.



2.4.2 pedestrian paths

why?

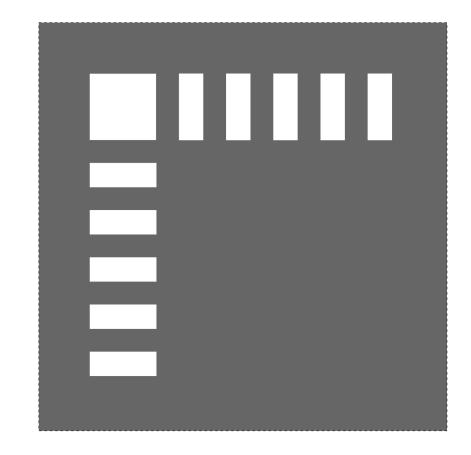
They guide customers to the showroom entrance and exhibition areas in complete safety.

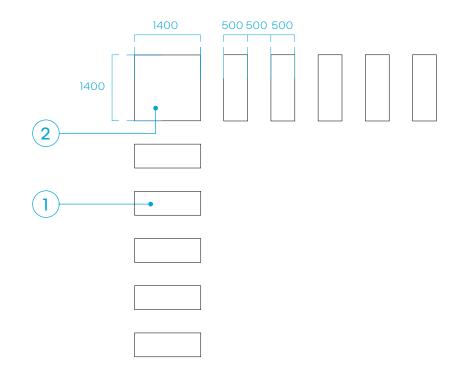
These circulations make the link between customer car parks, the entrance to the showroom and the various outdoor exhibition areas.

The protected passage is materialized by RAL 9003 matt white markings.

how?

- rectangular strips in the format of 500 x 1400 mm are spaced 500 mm apart.
- 2 a square of 1400 x 1400 mm makes it possible the change of direction at 90°.





2.4.3 posts and fenders

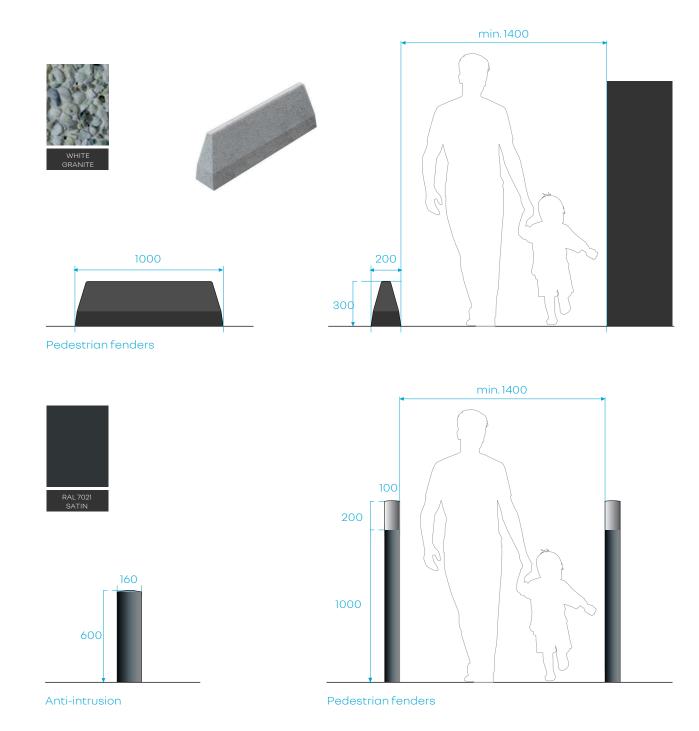
why?

In order to protect glazed parts of showrooms and customers in traffic areas, it is necessary to set up protective devices in risk areas.

how?

- anti-intrusion concrete curbs are inexpensive elements. Anchored to the ground, they protect pedestrians and buildings while remaining discreet.
- 2 2 types of posts are recommended:
 - anti-intrusion low round posts used to protect traffic and the building.
 - high round posts intended for the protection of pedestrians, reserved for the junctions between circulations and paths.

These posts, which are not very visible to drivers, must be placed in places that do not require maneuvers.



2.4.4 storage zones

why?

Outdoor storage areas provide storage for new vehicles that arrive in the site and will soon be ready for delivery.

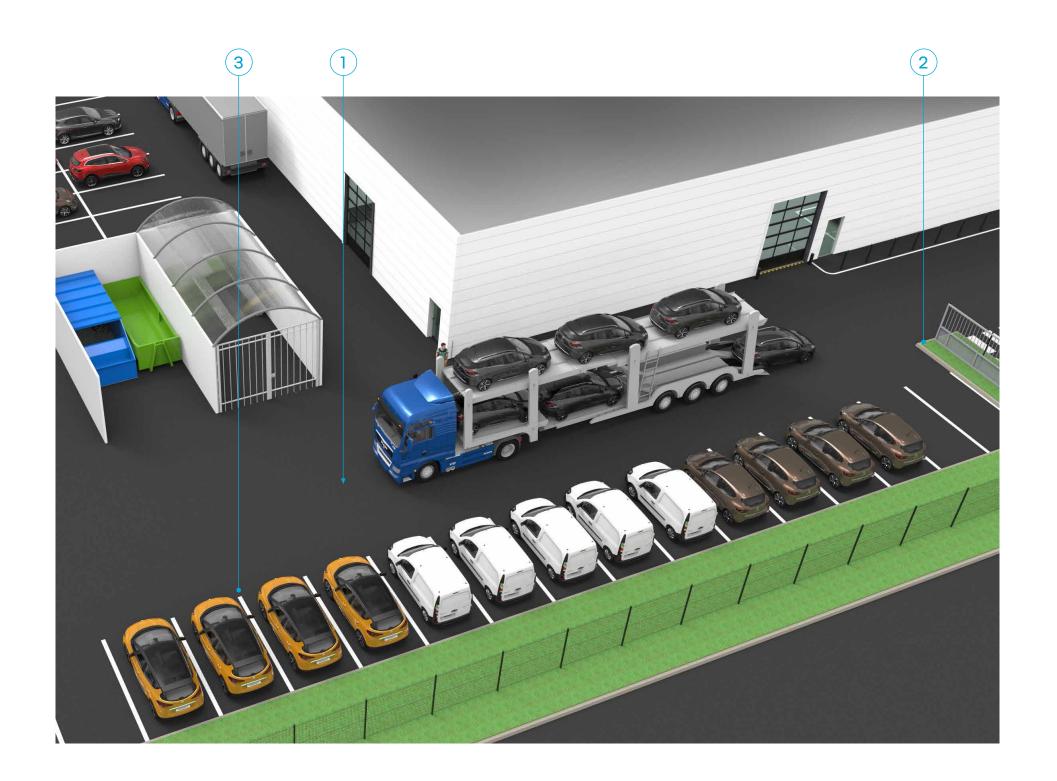
This area must be clean and isolated from the rest of the back office vehicles.

how?

The storage area must be:

- 1 asphalt or paved, drained, kept clean and free of debris.
- 2 separated from the visitor parking area, staff and vehicle being repaired.
- 3 the places must be materialized by lines on the ground.

- Ensure the maintenance, cleanliness and availability of spaces for the concerned vehicles.
- Quadricycles (Twizy type) must be stored in covered areas.
- Every 7 days, check the bodywork to check for the presence of aggressive substances.



2.5

outdoor exhibition areas

2.5.1 actuzone

why?

The actu zone presents the vehicle making the news for the brand, echoing the communication campaigns and the interior product zones.

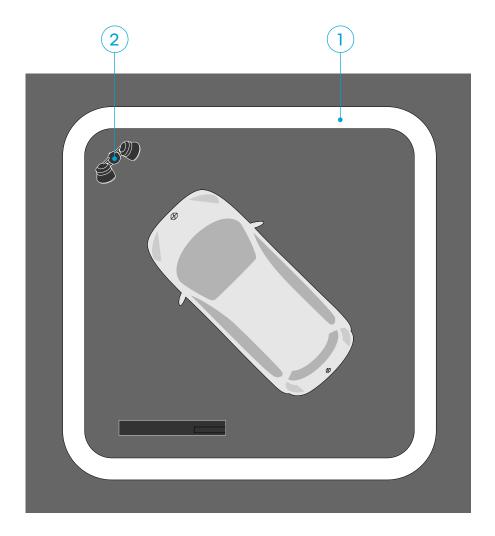
how?

It is the essential element of the outdoor exhibition.

The zone is placed at the entrance in the most visible part of the case.

It consists of the following elements:

- 1 markings on the ground, aimed at delimiting the space.
- 2 I spotlight illuminating the vehicle on display at night.
- the optional communication panel, showing the campaign poster for the vehicle on display, is always located on the showroom side.





Visuals of promotional medias evolve according to the renewal campaigns.

Contact Renault Global Marketing to obtain the latest versions.

2.5.2 test drive zone

why?

It highlights the range and invites you to test drive by presenting the vehicles in a permanent and visible way.

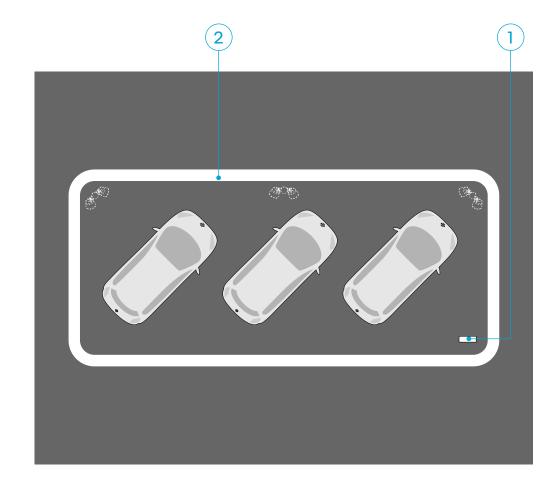
how?

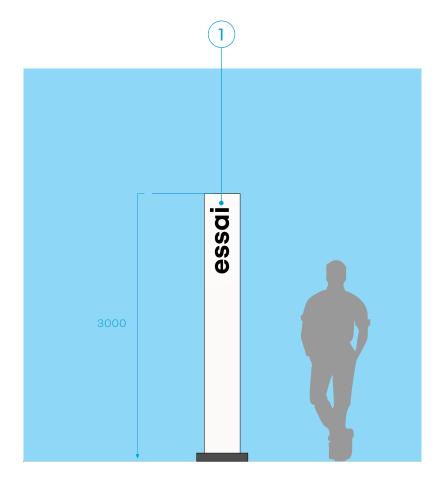
The zone is made up of at least 3 vehicles on display, located on a site near the entrance to the showroom.

The area is identified by:

- 1 a 3 m "test dive" area mast, intended to identify the test park, located near the vehicles.
- 2 a marking on the ground delimiting the space reserved for the display of vehicles ready for testing.

The test drive zone must be visible from the main customer flows, in order to encourage the customer to request a trial.





2.5.3 E-Tech zone

why?

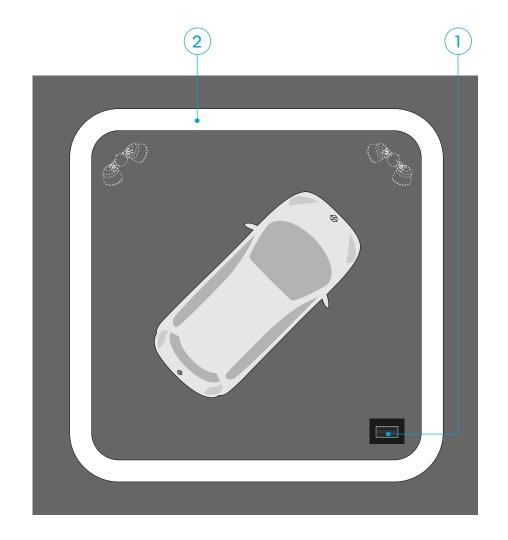
Signage gives visibility to E-Tech vehicles outside the site.

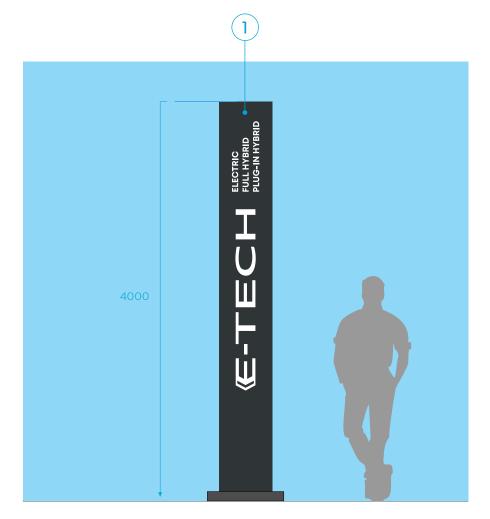
how?

This area is implanted next to the showroom entrance, mirroring the E-tech area located inside.

The device consists of the following elements (which may vary depending on the configuration):

- 1 an "E-Tech" area mast.
- 2 markings on the ground to delimit the outdoor space reserved for displaying the E-Tech vehicle.





vigilant point

- In order to allow the customer to identify the various services under the best conditions, ensure that a balance is maintained in the communication of the various activities on the site.

2.5.4 renew zone

why?

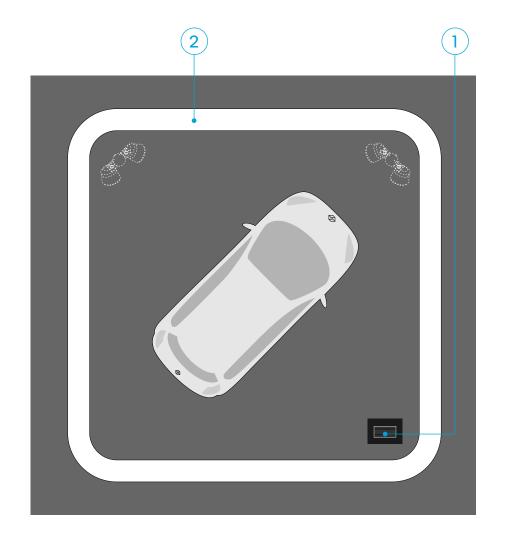
Signage gives visibility to used vehicles outside the site.

how?

This optional area is located in front of the showroom within the outdoor exhibitions, opposite the news area.

The device consists of the following elements:

- 1 a "renew" area mast.
- 2 markings on the ground to delimit the outdoor space reserved for displaying the used vehicle.





vigilant point

- The renew outdoor area cannot be set up when there is a remote exhibition area dedicated to Used Vehicles on the site (see 2.4.2).

2.5.5 Renault Pro+zone

why?

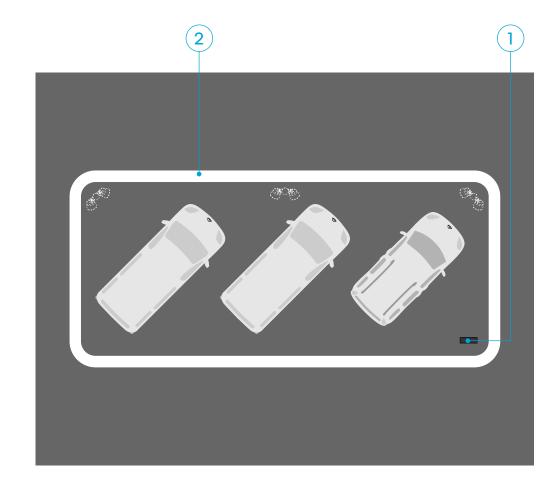
Signage makes it possible to give visibility to commercial vehicles outside the site.

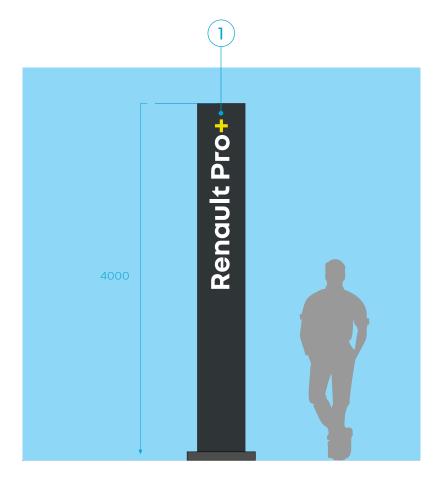
how?

This optional area is located in front of the showroom within the outdoor exhibitions in the continuity of the other exhibition areas.

The device consists of the following elements:

- 1 a "Renault Pro+" area mast.
- 2 markings on the ground to delimit the outdoor space reserved for the display of commercial vehicles.





to note

- This outdoor area can be replaced by a larger exhibition area bringing together a test drive area, an exhibition area for the commercial vehicle range and used vehicles.

2.5.6 layout example

why?

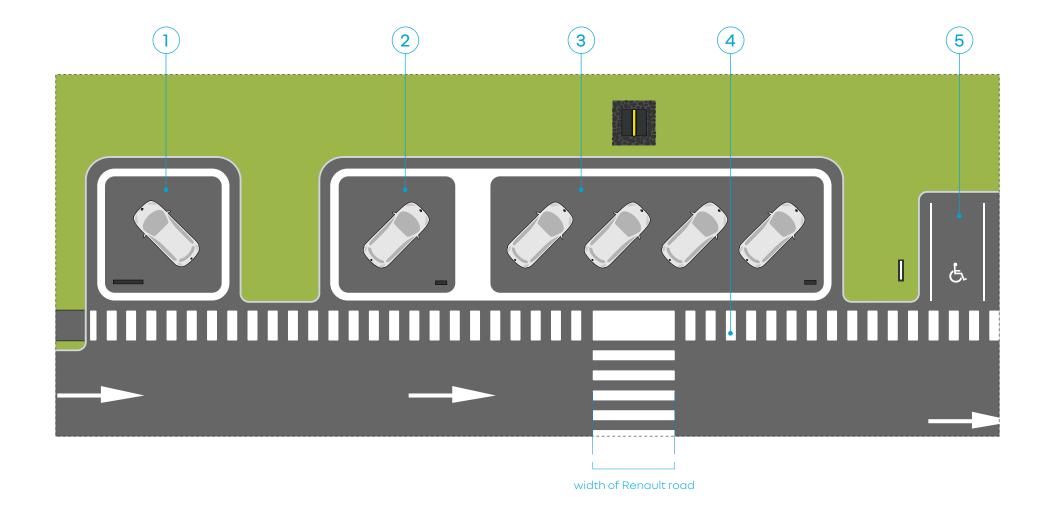
The layout of the outdoor exhibition areas in front of the main facade must be done harmoniously so as to make it possible to distinguish the different areas.

how?

As far as possible, the markings of the different zones are aligned.

The separation between the news zone and the other zones aims to increase the visibility of the vehicle making the news.

- 1 Actuzone.
- 2 E-Tech zone.
- 3 Test drive zone.
- 4 a pedestrian walkway connects the customer car park to the showroom passing in front of the exhibition areas.
- 5 the customer car park is located in the continuity of the zones.



communication media

2.6.1 the various communication media

why?

Communication media enliven the surroundings of the sites without harming the readability of the point of sale.

how?

- the 2 m² product communication panel, present in the actu zone, is optional.
 - Visual format: 1200 x 1740 mm.
- 2 the 2 m² tarpaulin is installed along the main road and/or in front of customer car parks (optional).
 - visual format: 3000 x 740 mm.
- 3 the 8 m² communication panel or 12 m² is located close to the road axis and perpendicular to the road axis.
 - visual format: 2400 x 3200 mm or 3000 x 4000 mm.

vigilant points

Each communication media are reserved for a particular use.

They are placed on the site so as not to interfere with the visibility of the showroom.

Their number is limited.

Each media must be used according to the standards recommended according to the size of the site and the configuration of the surroundings.



Visuals of promotional medias evolve according to the renewal campaigns.
Contact Renault Global Marketing to obtain the latest versions.

3

facades

3.1

facade markings

3.1.1 markings of the showroom facade

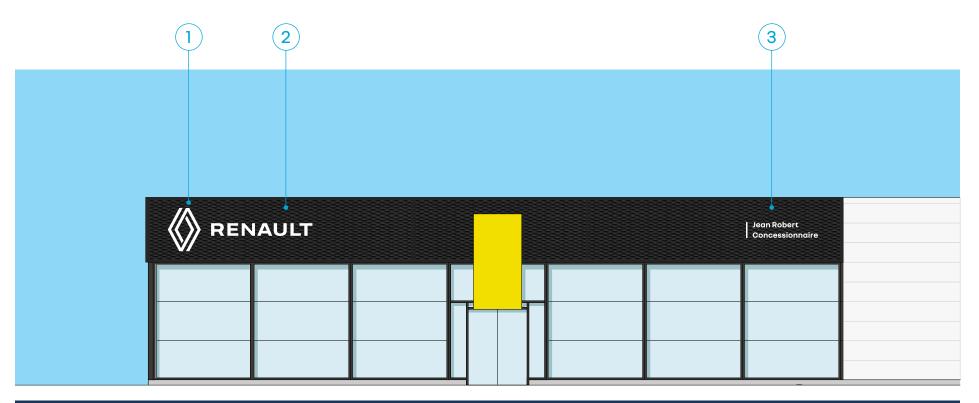
why?

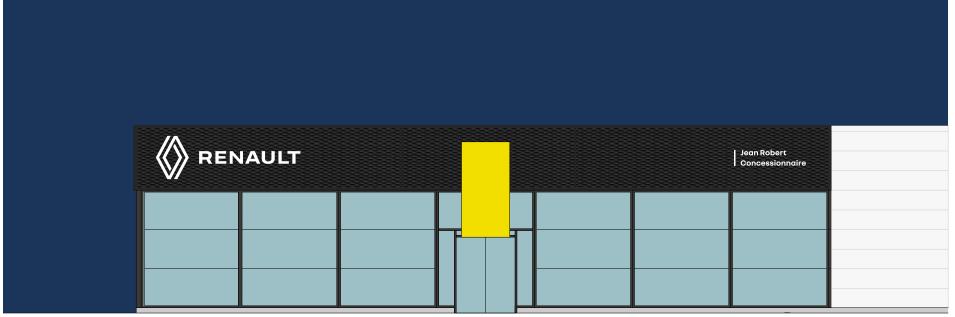
On the facade of the showroom, markings affirm the presence of the brand through the application of its signature and make it possible to identify the site with its corporate name.

how?

- 1 the luminous emblem, white day and night.
- the Renault wordmark, in luminous box letters, white day and night.
- the dealername, associated with a vertical bar, is entirely white. The letters and the vertical bar are bright.

- Ensure that brand locations and company name comply with standards and offer the best visibility.
- Check the proper maintenance and operation of the lighting.





facades 33

3.1.2 entrance markings

why?

The entrance marking must allow immediate identification of the accesses intended for customers.

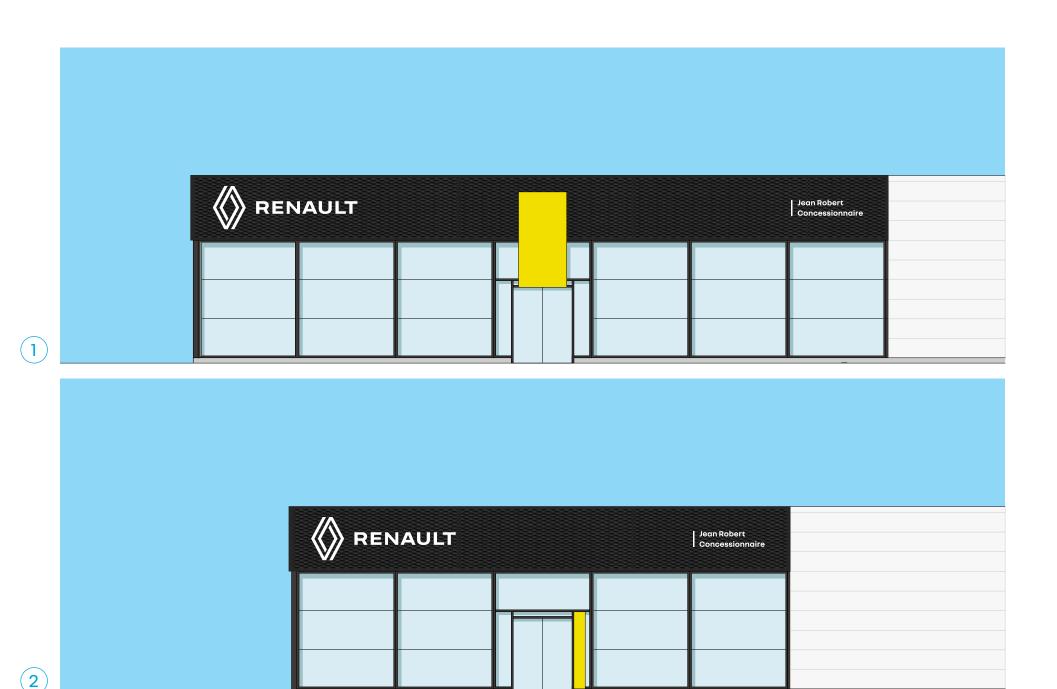
how?

There are 2 types of entrance markings:

- 1 a luminous overhead panel, to be preferred.
 Visible from afar, the overhead panel creates a strong appeal that is inseparable from the brand and allows identification of the entrance to the new vehicle showroom.
- a vertical marker to indicate the entrance dedicated to renew or Renault Pro+ showrooms or as an alternative to the overhead panel when its installation is not possible.

These two types of entrance marking have been designed to adapt to all types of sites.

- The overhead panel must be exclusively installed at the level of the entrance to the new vehicle showroom. All other entries are indicated by the vertical marker.
- On the same site, there can only be one overhead panel.



3.1.3 entrance door markings

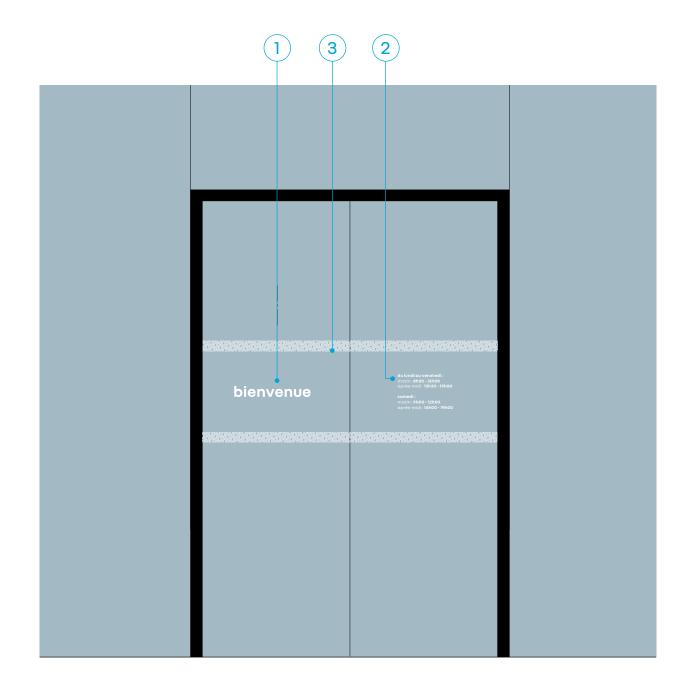
why?

Function of door markings is to welcome, inform and protect.

how?

- the word "bienvenue" is a friendly attention to the customer.
- 2 the information on the activities and schedules of the site inform the customer.
- 3 2 horizontal strips materialize the glass door in order to avoid any unfortunate impact.

- the markings are translated into the language of the country.
- the information is adapted to the particularities of each site.



3.2

different facades

3.2.1 new vehicle facade showroom

why?

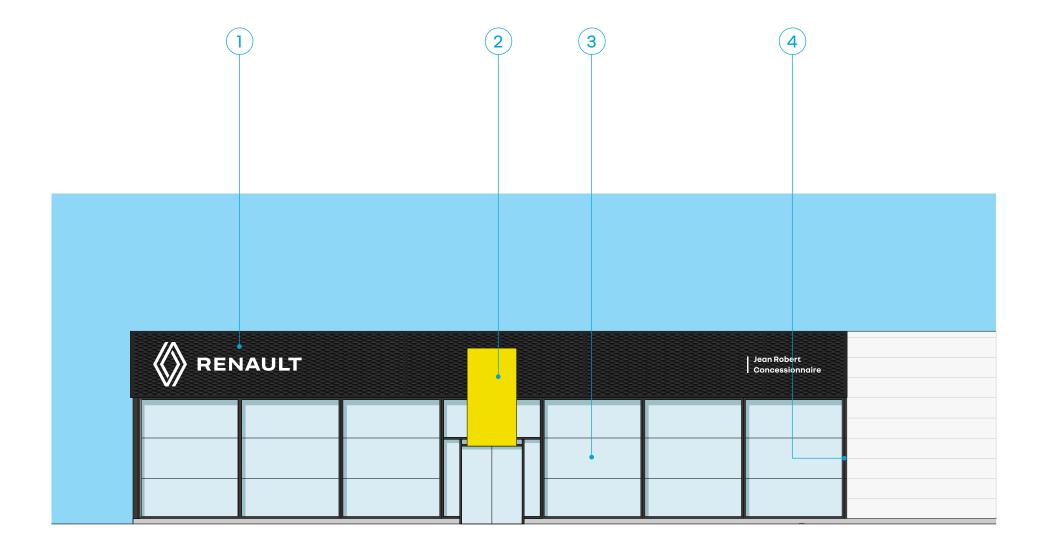
The facade helps to identify the brand thanks to the combination of colors specific to Renault (white, dark grey, yellow).

The showroom becomes the central element of the Renault system.

how?

- 1 amesh fascia that runs above the entire showroom pediment and bears the signature and the dealername.
- 2 a yellow overhead panel above the door which is centered on the main facade of the showroom.
- 3 clear glazing.
- 4 exterior joinery consisting of a dark grey vertical frame.

The mesh fascia distinguishes the main facade from the workshop areas.



facades 37

3.2.2 secondary facades

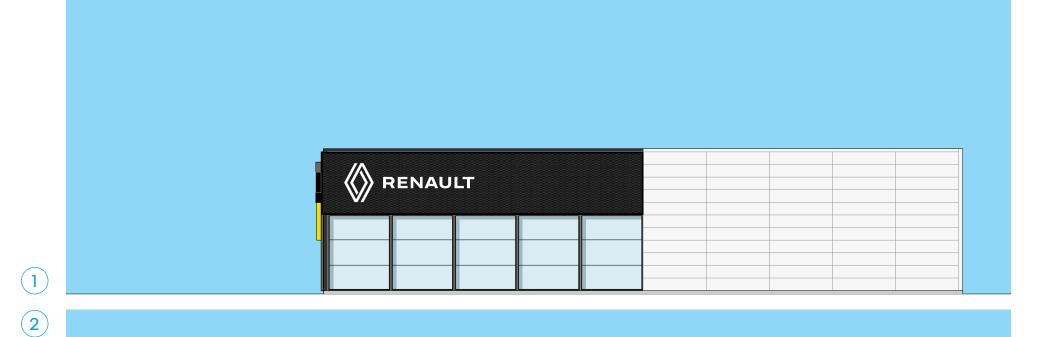
why?

When a high-visibility secondary facade makes it possible to identify the site, additional marking is installed above the window or on a blind facade.

how?

- 1 if there is a window on the secondary facade, the metal mesh covers the entire pediment of the showroom window.
 - the Renault signature (without the dealername) can be placed on the mesh, its dimensions being identical to those appearing on the main façade.
- 2 in the case of secondary facades without a window but with high visibility, the blind facade marking with standardized dimensions will be used.

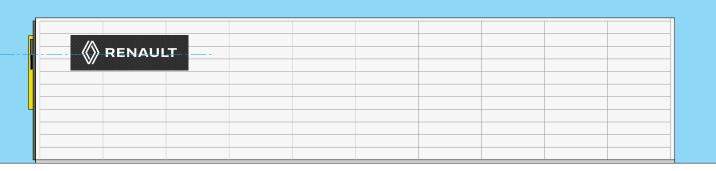
It is located at the axis of the marking appearing on the pediment of the main facade.





vigilant point

- Dealername is exclusively present on the main facade.



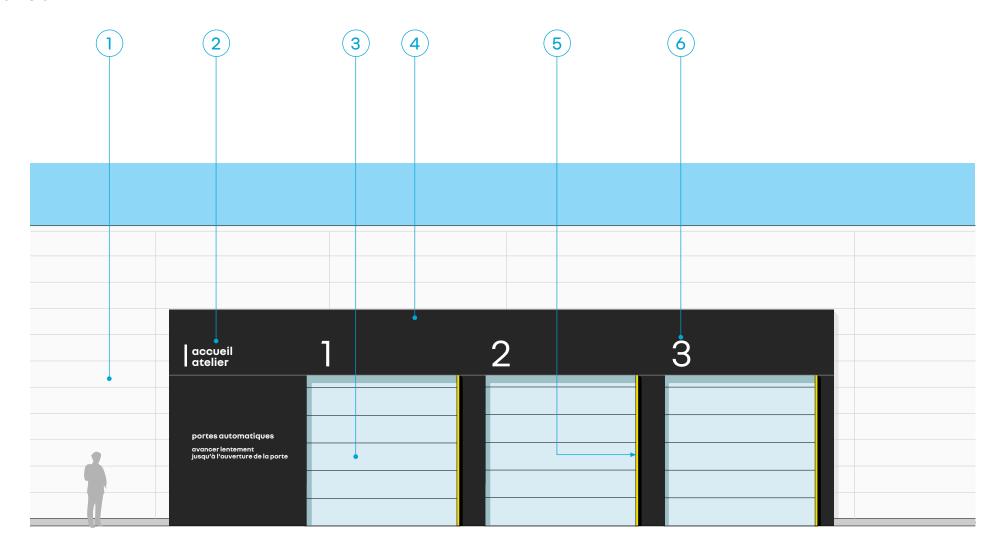
3.2.3 after-sales facade with after-sales area

why?

The facade of the after-sales building makes it possible to enhance the presence of the after-sales activities of the site.

The case opposite shows the access doors to an after-sales area allowing the customer to enter his vehicle in order to be greeted by a service advisor in a tour area of the vehicle.

- 1 white horizontal cladding with a grid of at least 60 cm covers the entire building.
- the block of workshop bays is identified by the words "service reception" accompanied by a message inviting the customer to come to the automatic access doors.
- 3 sectional access doors to dark grey workstations are fully glazed.
- 4 the bays are identified by a complete covering.
- 5 a yellow vertical strip creates visual appeal.
- 6 bays are numbered according to a strict rule, in order to facilitate the aftersales customer journey.



3.2.4 after-sales facade with integrated reception

why?

The facade of the after-sales building makes it possible to enhance the presence of the after-sales activities of the site.

The case opposite corresponds to the presence of a dedicated reception to this group of workshop bays. The customer enters through the access door on the side of the workshop bays to be welcomed by a service advisor.

- 1 white horizontal cladding with a grid of at least 60 cm covers the entire building.
- 2 the block of workshop bays is identified by the words "service reception" located above the pedestrian gates.
- 3 sectional access doors to dark grey workstations are mostly glazed.
- 4 the bays are identified by a complete covering.
- 5 a yellow vertical strip creates visual appeal.
- 6 bays are numbered according to a strict rule, in order to facilitate the aftersales customer journey.



3.2.5 after-sales facade with centralized reception

why?

The facade of the after-sales building makes it possible to enhance the presence of the after-sales activities of the site.

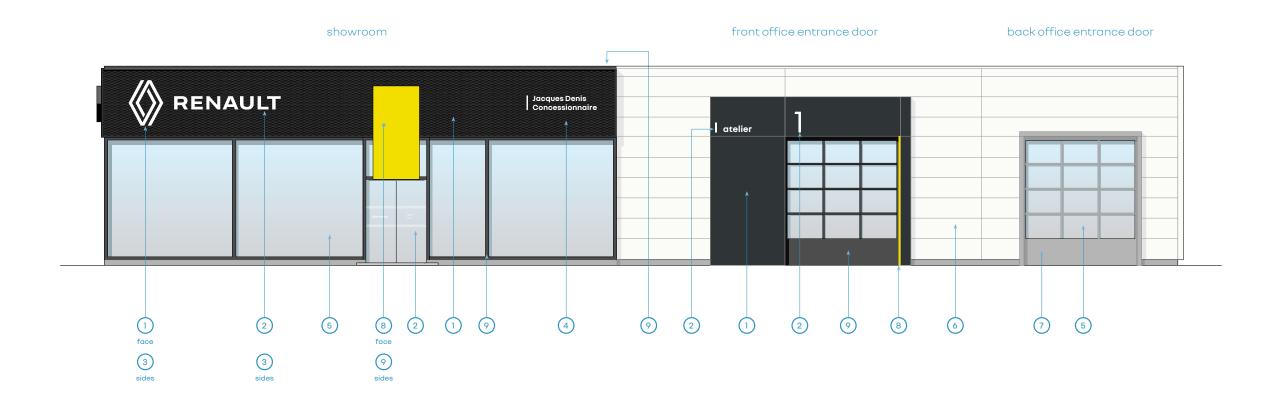
The case opposite corresponds to the identification of a group of workshop bays that do not have a dedicated reception.

The customer enters the showroom to go to the service reception to be welcomed by a service advisor.

- 1 white horizontal cladding with grids of at least 60 cm covers the entire building.
- 2 the block of workshop bays is identified by the word "service" located in one of the upper strips (or optionally in a side strip).
- 3 sectional access doors to dark grey workstations are mostly glazed.
- 4 the bays are identified by a complete covering.
- 5 a yellow vertical strip creates visual appeal.
- 6 bays are numbered according to a strict rule, in order to facilitate the after-sales customer journey.



3.2.6 colours and materials at a glance





metallic dark grey

- Post-lacquered aluminium sheet 20/10th
- Satin metallic finish at 40% gloss Ref. AXALTA - Alesta IP Anthracite Grey X930500089



pure white

- Diffusing PMMA th. 3mm at 50% light transmission
 Matt white adhesive
 - Opaque black PMMA
 th. 3 mm in satin or matt
 finish

black eq. RAL9005

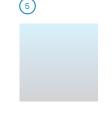
· Post-lacquered aluminum

sheet in satin finish at 40%



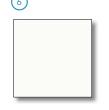
pure white

 Diffusing PMMA th. 30mm at 30% light transmission with adhesive edges in matt black



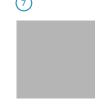
clear glass

 Showroom facade
 Glazed part of the workshop doors



RAL 9010 white

- Metal cladding with 600 mm horizontal blades in satin finish
- Masonry in matt or satin finish



RAL 7040 light grey

· Lacquered steel satin finish 40% gloss



RAL 1016 yellow

- · 650g/m² stretched canvas in PVC reinforced with polyester
- Lacquered aluminium satin finish 40% gloss



RAL 7021 dark grey

 Aluminium or sheet steel post-lacquered dark grey in satin finish 40% gloss

specialsignage

Renault Pro+ signage

special signage 44

4.1.1 Renault Pro+ integrated showroom

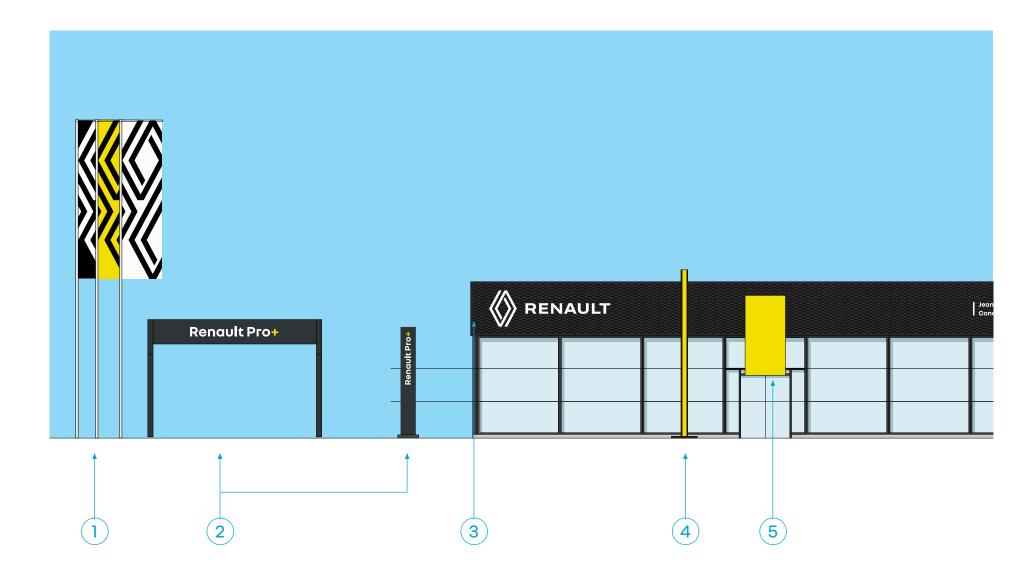
why?

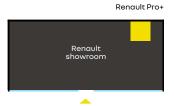
The activity of the site can be supplemented by the presence of a Renault Pro+ corner within the Renault showroom.

how?

Exterior signage gives visibility to the Renault Pro+ activity:

- 1 Renault flags and directional signage are Renault elements.
- 2 Exterior displays are identified either by the area mast or by the Renault Pro+ arch.
- 3 the Renault signature and dealername are located on the pediment of the new vehicle showroom, clad in metallic mesh.
- 4 the Renault totem identifies the site.
- the new vehicle showroom entrance is identified by the overhead panel.





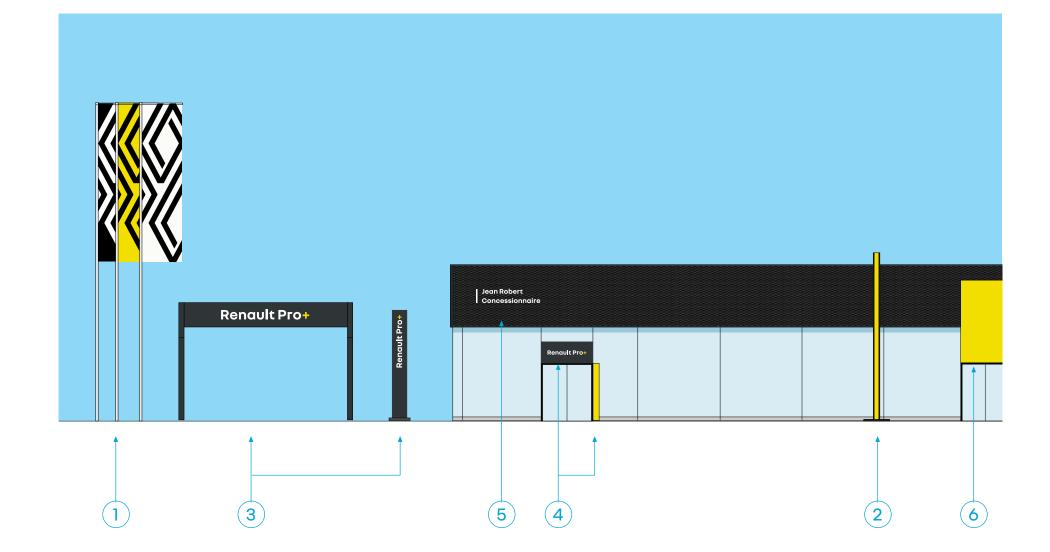
4.1.2 Renault Pro+integrated sites

why?

The commercial vehicles business can justify setting up an independent Renault Pro+ showroom on a Renault site.

how?

- 1 Renault flags and directional signage are Renault elements.
- 2 the Renault totem identifies the site.
- 3 Exterior displays are identified either by the area mast or by the Renault Pro+ arch.
- 4 the Renault Pro+ signature appears on a box located above the entrance door to the Renault Pro+ showroom, supplemented by the vertical entrance marking.
- 5 the Renault signature and dealername are located on the pediment of the new vehicle showroom, clad in metallic mesh.
- the new vehicle showroom entrance is identified by the overhead panel.



note

- The overhead panel cannot be used to identify the entrance to the Renault Pro+ showroom.



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4.1.3 Renault Pro+ independent sites

why?

The commercial vehicles activity or the configuration of the site may justify the establishment of a stand-alone Renault Pro+site.

- 1 a Renault Pro+ flag is integrated alongside the Renault flags in each series of 3 elements.
- 2 the Renault totem identifies the site.
- 3 exterior exhibitions are identified by the area mast and the Renault Pro+ banners
- 4 the Renault Pro+ signature and the dealername are placed on the metal mesh or a grey band adorning the facade of the showroom
- 5 the entrance is identified by the overhead panel or, failing that, the vertical entrance marker.
- 6 the service bays are identical to those of a Renault site.



agent signage

for the 100% Renault network and if multi-brand refer to the cohabitation rules

4.2.1 the city center agency

why?

The Renault agency in the city center must be treated as closely as possible to the brand's standards. The identification elements make it possible to promote the activity of the point of contact.

how?

The front panel incorporates the characteristics of a Renault front panel:

- 1 a Renault flag insignia.
- the Renault signature and dealername are placed on the metallic grey mesh fascia that runs along the front.
- 3 the entrance is identified by the vertical entrance marker.
- 4 a cladding of the service bay adapted to the dimensions of the access doors.



4.2.2 the peri-urban agency

why?

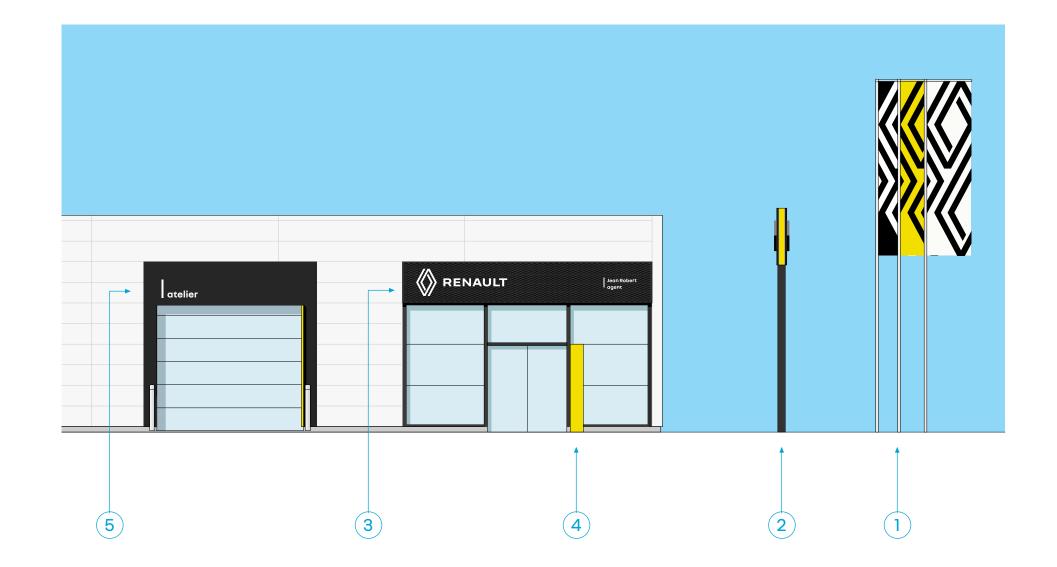
The Renault agency, just like the dealership, contributes to the presence of the brand in a territory

An economical version of the mesh strips with standardized heights is offered as part of the identification of the agents' showroom facades, the mesh covering only part of the facade pediment.

how?

The facade of the agency takes up the characteristics of a Renault facade.

- one or two groups of 3 Renault flags on either side of the case.
- 2 a totem or flag insignia, if applicable.
- 3 a metallic grey mesh fascia intalled above the window bears the Renault signature and dealername.
- 4 the entrance is identified by the overhead panel (or the vertical entrance marker, depending on the constraints).
- 5 cladding of service bays identical to workshop bays in dealerships.



4.2.3 the high-visibility peri-urban agency

why?

When the Renault agency has high visibility, it will be possible to identify it according to the same principles as those used for dealerships.

how?

The facade of the agency takes up the characteristics of a Renault facade.

- 1 one or two groups of 3 Renault flags on either side of the site.
- 2 a totem or flag insignia, if applicable.
- 3 a metallic grey mesh fascia fitted above the window displaying the Renault signature and company name.
- the entrance is identified by the overhead panel (or the vertical entrance marker (depending on the constraints).
- 5 cladding of service bays identical to workshop bays in dealerships.



4.3

authorised repairer signage

for the 100% Renault network and if multi-brand refer to the cohabitation rules

4.3.1 the authorised repairer (basic identification)

why?

The repair network is treated as closely as possible to the brand's codes and standards.

The signage must make it possible to enhance the site and give the customer confidence.

how?

The Renault service facade uses specific standardized elements.

- 1 a Renault flag insignia on a mast.
- 2 the Renault Service signature (name to be defined depending on the country) and the dealername located on a dark grey fascia in standardized heights.
- 3 a reception area identified by a yellow vertical marker.
- 4 a workshop door painted in RAL 7035 light grey.
- 5 a promise sign located near the workshop bay.
- 6 a front painted in RAL 9010 white.

Renault service

note

- The dark grey sheet metal fascia is set to the length of the front. It is available in 2 standardized heights: 600 and 900 mm.

4.3.2 the authorised repairer (high visibility site)

why?

When the Renault authorised repairer has high visibility, it will be possible to reinforce the identification and the perceived quality of the site.

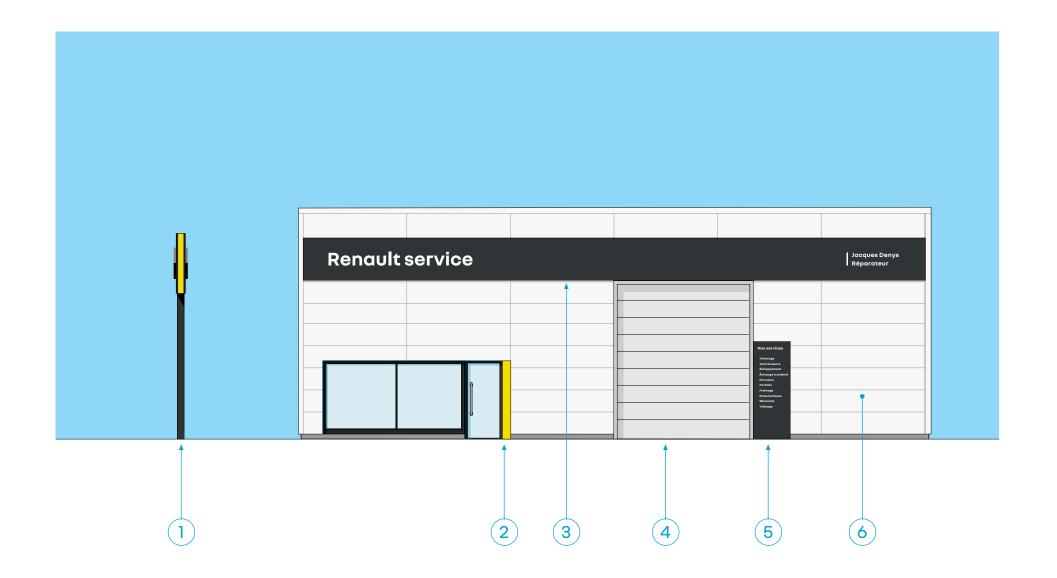
how?

The Renault service facade uses standardized color codes and materials.

- 1 a Renault flag insignia on a mast.
- the Renault Service signature (name to be defined depending on the country) and the dealername located on a dark grey fascia in standardized heights.
- 3 a reception area identified by a yellow vertical marker.
- 4 a workshop door painted in RAL 7035 light grey.
- 5 a promise sign located near the workshop bay.
- 6 a facade in horizontal cladding with 60cm pitch, RAL 9010 white.

vigilant points

- The signature and the dealername must be installed on a standardized cladding in perfect condition.



Renault minute signage

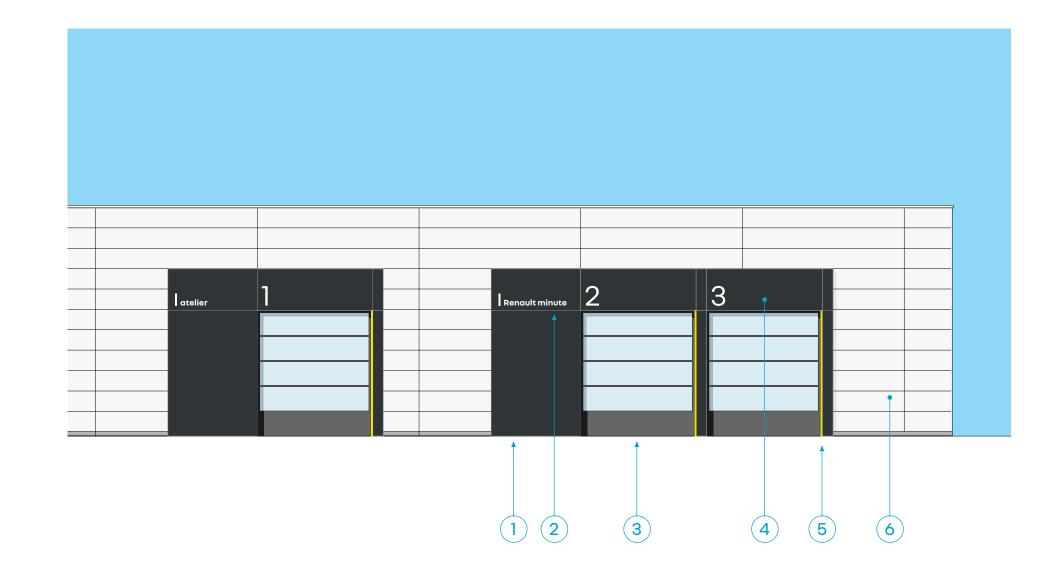
4.4.1 the facade of an integrated Renault minute

why?

Signage present on the after-sales facade gives visibility to the workshop bays dedicated to the quick service of the Renault brand when they are integrated into a Renault Store site.

how?

- the group of workshop bays dedicated to quick service is clad in dark grey sheet metal.
- 2 the Renault minute label identifies this group of bays.
- 3 the workshop doors are painted in RAL 7021 dark grey.
- 4 each workshop bay is identified by a luminous numbering marking.
- 5 a vertical element painted yellow associated with each door gives rhythm to the façade.
- 6 the rest of the after-sales facade is painted in RAL 9010 white.



note

- The Renault minute naming is only applicable in certain countries.

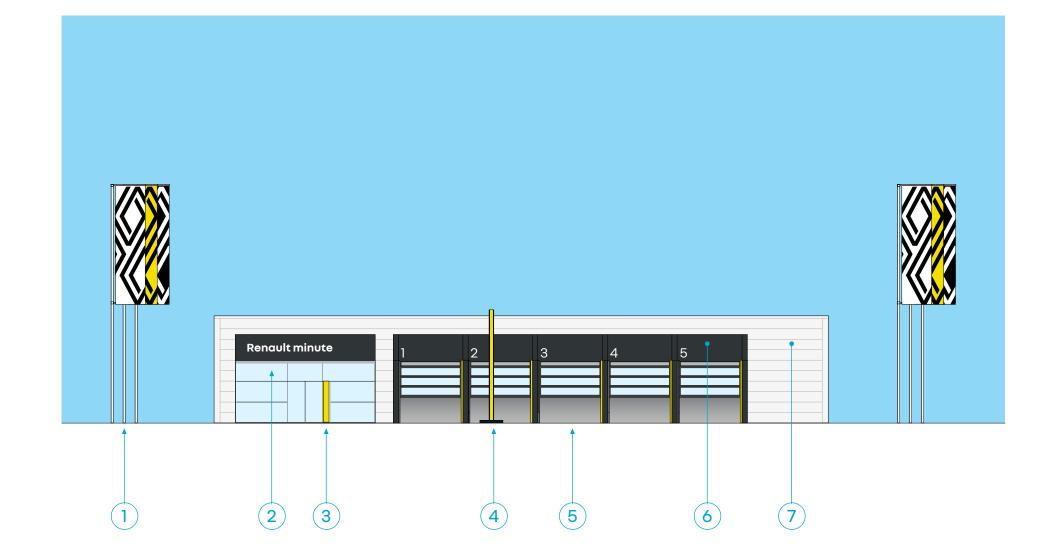
4.4.2 Renault minute independent site

why?

The Renault minute signage identifies the site with the Renault brand and testifies to its activity through the use of elements present on the after-sales facades of Renault Store sites.

how?

- one or two groups of 3 Renault flags on either side of the site.
- the Renault minute signature (name to be defined depending on the country) is located on a dark grey fascia implanted above the customer reception.
- the entrance is identified by a yellow vertical marker.
- 4 a Renault totem.
- 5 the workshop doors are painted in RAL 7021 dark grey.
- 6 the workshop bays are clad in dark grey and have luminous numbering markings.
- 7 the front is painted in white RAL 9010.



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note

- The Renault minute naming is only applicable in certain countries.

4.5

renew signage

special signage 58

4.5.1 renew exterior exhibition

why?

It gives visibility to the used vehicle activity, when there is no dedicated showroom.

It makes the place of presentation more attractive.

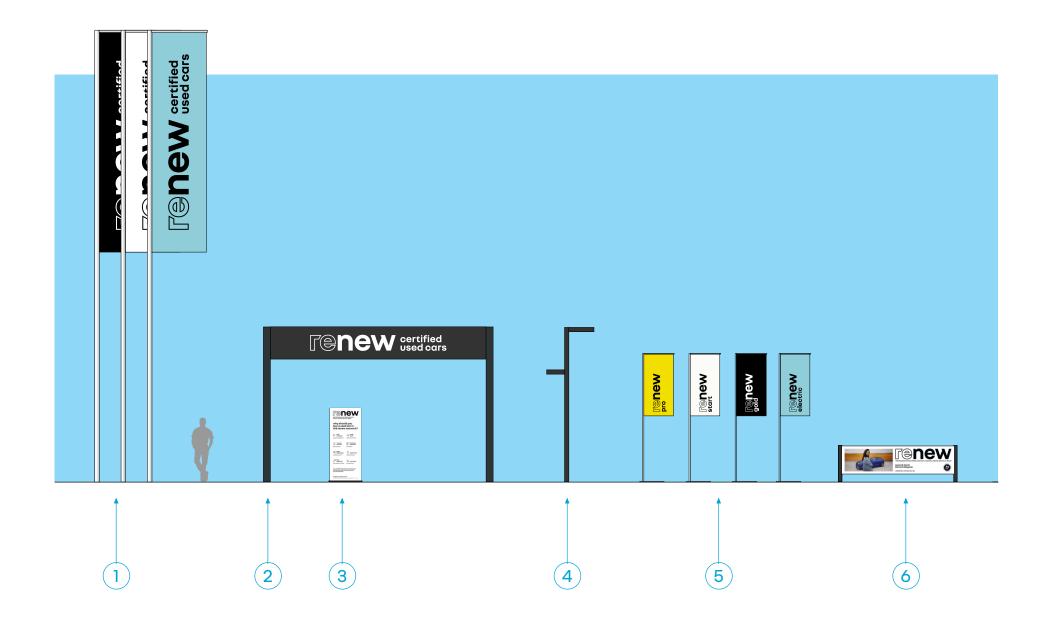
how?

The device consists of the following elements:

- 1 renew flags.
- 2 renew arch.
- 3 customer promise panel.
- 4 lighting masts (optional).
- 5 generic banners identifying the different exhibition bays.
- 6 a tarpaulin (optional).

vigilant points

- renew flags should not be mixed with institutional flags.
- In order to allow the customer to identify the different activities in the best conditions, ensure that there is a balance in the communication of the different activities present on the site.



Visuals of promotional medias evolve according to the renewal campaigns.
Contact Renault Global Marketing to obtain the latest versions.

for more information 59

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