



RENAULT
Passion for life

Renault Store - Application guide
Visual identity rules / Asia-Pacific Region

Multibrand sites



The exterior signage for commercial sites is currently being updated.

The new standards will be made available in early 2016.

For new sites or sites obliged to rework their signage during the 2nd half of 2015, the recommendation is to implement a simplified, intermediate signage solution, in order to limit investments.

WORK IN PROGRESS

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Objectives

This document aims to identify the visual identity rules to apply on multibrand sites, when the implementation of separate buildings by brand is not possible.

The goal is to determine:

1. The Renault essentials which must be strictly complied with to guarantee the sound application of the Renault visual identity (available on the <http://dpii.renault.com/en> corporate site).
2. Co-existence rules, which are pre-requisites to intelligently manage co-existence with other brands. For each topic, an illustration will be offered by way of an example of application.

These visual identity rules shall make it possible to deploy multibrand sites that:

- Comply with Renault standards in terms of signage and interior layout;
- Ensure a balanced Renault presence compared to other brands;
- Respect each brand identity present thanks to clear standards of separation.

Scope

- The defined rules shall be applied for all countries of the Asia-Pacific Region.
- Specific cases, which must remain exceptions, shall be communicated to the Region, to allow an exchange with the Corporate Technical Department: the teams of the Brand Stores service.

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Outdoor signage

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Advance signage

Regional recommendation: Renault sign without co-existence with other brands

RENAULT ESSENTIALS

The brand is represented by the logo on a yellow background.

CO-EXISTENCE RULES

• GENERAL CASE

The Renault brand does not co-exist alongside other brands on the advance signage board: the other brands feature on a separate sign.

A balance between the various brands on the signs should be preserved, with regards to their respective dimensions.

• EXCEPTION

When the use of a sign with only the Renault brand is not possible, a multibrand sign may be used, on an exceptional basis.

A balance between the three brands should be preserved, with regards to their respective dimensions.



Example of a RENAULT advance signage board.
(recommended for the Region)



Example of dual-brand advance signage board
(not recommended for the Region)

Vertical flags

Vertical flags separated by brand

RENAULT ESSENTIALS

- Three vertical RENAULT standards flags

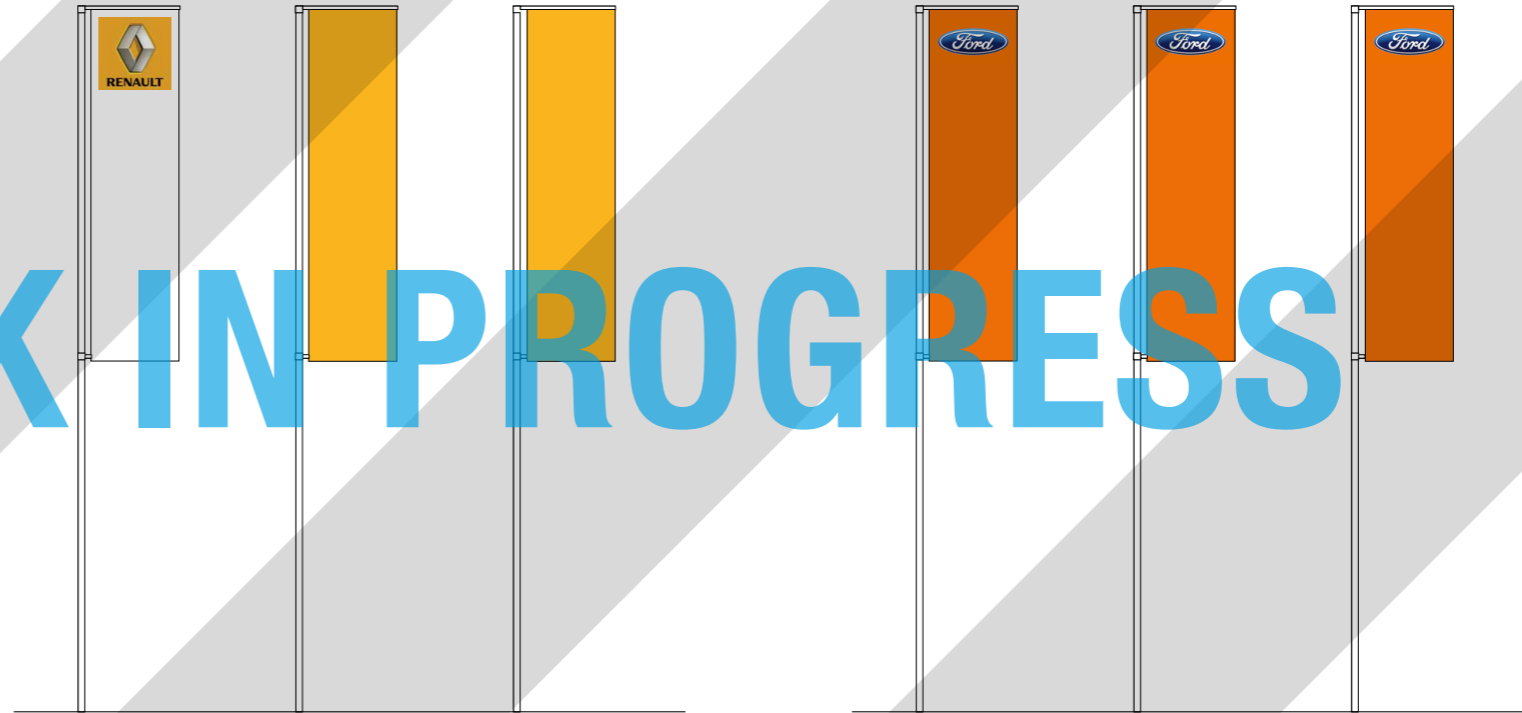
CO-EXISTENCE RULES

Multibrand sites are identified by a series of specific vertical flags for each brand.

This layout ensures a balance is maintained between the brands featured.

The vertical flags are installed at the edge of the premises and on either side of the building.

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Example of series of three vertical flags for a RENAULT and FORD multibrand site.

Totems

Totems separated by brand

RENAULT ESSENTIALS

Totems with brand standards.

CO-EXISTENCE RULES

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

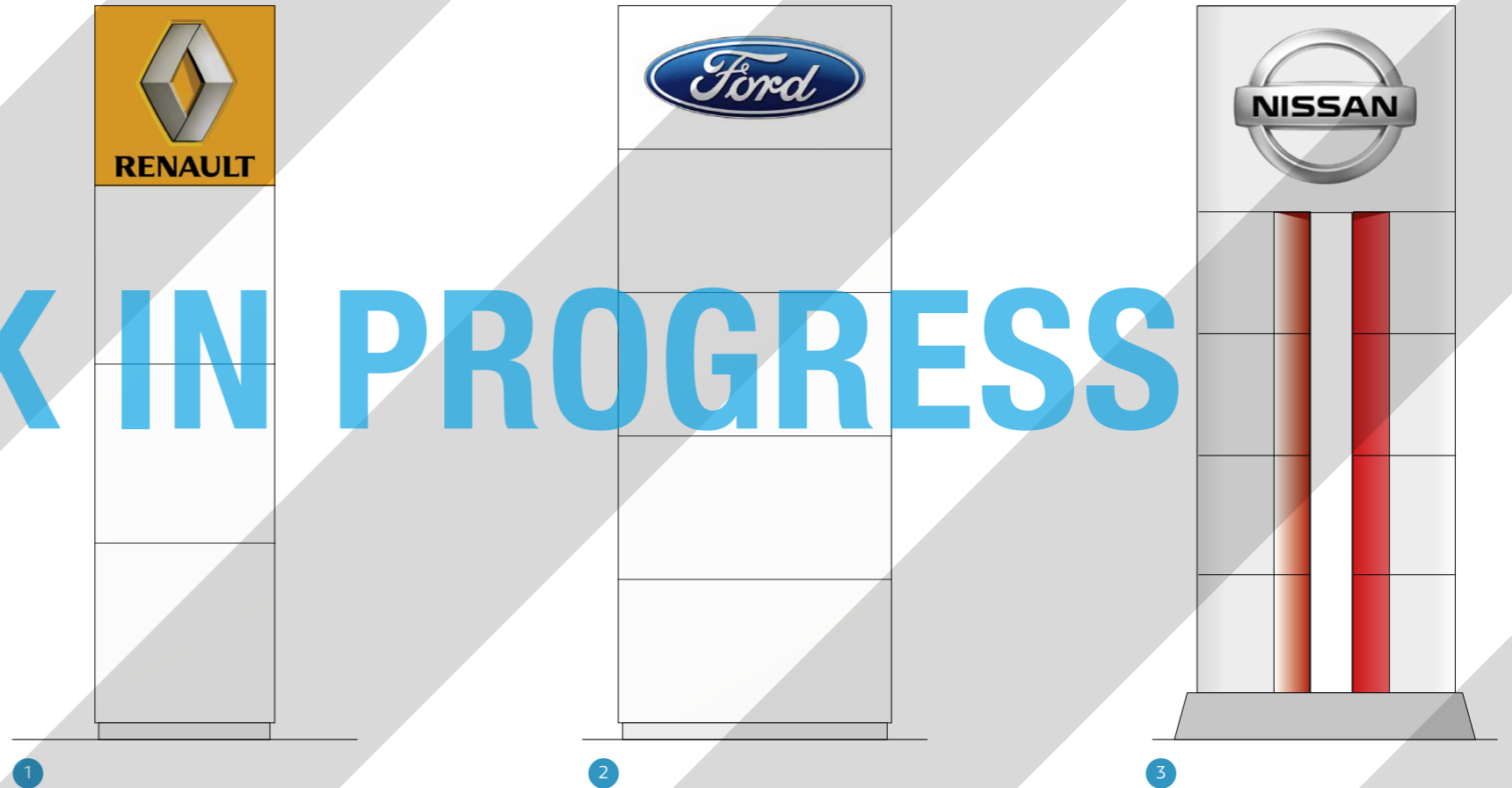
A balance between the totems of each brand should be preserved (identical size).

KEY

Examples for a 6,500 mm totem.

- 1 Renault totem
H. 6,500 x W. 1,400 mm.
- 2 Ford Totem
H. 6,500 x W. 1,850 mm
- 3 Nissan totem
H. 6,500 x W. 1,800 mm

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Example of three Renault, Ford and Nissan totems.

The New Vehicle activity

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Façade signage

Sites with 2 brands - main façade

RENAULT ESSENTIALS

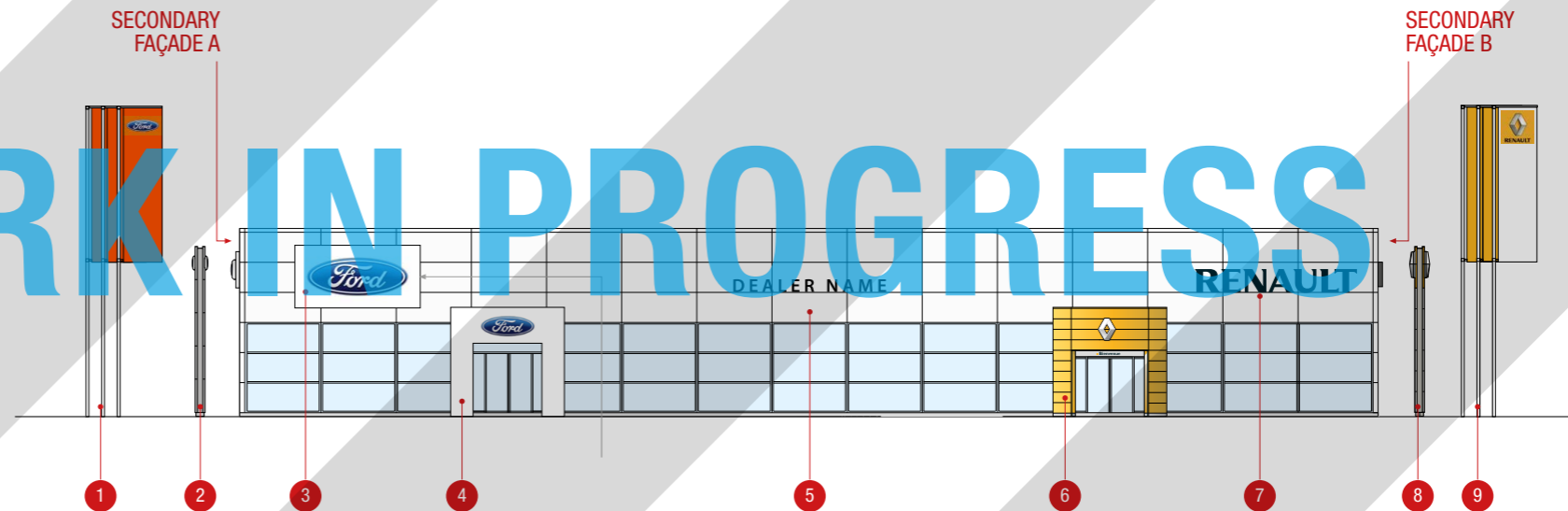
Application of Renault signage standards for the following elements:

- Renault entrance signage;
- Renault sign;
- Renault Totem on the main façade;
- Renault vertical flags.

CO-EXISTENCE RULES

- The size and surface area of each sign shall be of identical proportions.
- Apply a separation between the Renault logotype and the brands on the façade. Renault rule: Minimum separation of 6 m (or 5 times the height of the logotype)

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Example of a RENAULT and FORD multibrand site.

KEY

- | | |
|----------------------------|----------------------------|
| ① Brand 2 vertical flags | ⑥ Renault entrance signage |
| ② Brand 2 Totem | ⑦ Renault sign |
| ③ Brand 2 Sign | ⑧ Renault totem |
| ④ Brand 2 entrance signage | |
| ⑤ Dealer name | |

Façade signage

Sites with 2 brands - secondary façades

RENAULT ESSENTIALS

Application of Renault signage standards for the following elements:

- Renault Totem on the main façade;
- Renault vertical flags;
- Renault entrance signage;
- Renault sign.

CO-EXISTENCE RULES

- The size and surface area of each sign shall be of identical proportions.

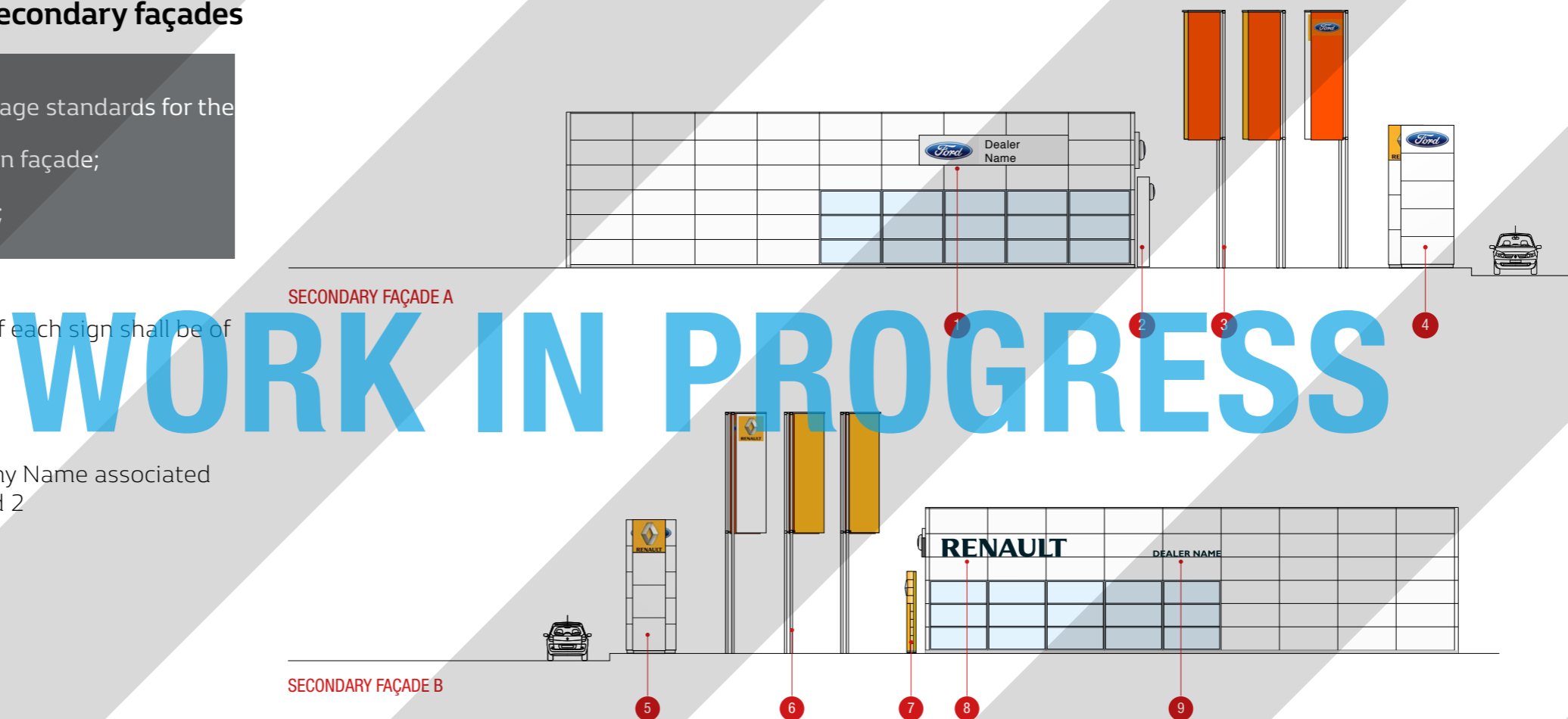
KEY

SECONDARY FAÇADE A

- 1 Brand 2 Sign with Company Name associated with the logotype of Brand 2
- 2 Brand 2 entrance signage
- 3 Brand 2 vertical flags
- 4 Brand 2 totem

SECONDARY FAÇADE B

- 5 Renault totem
- 6 Renault vertical flags
- 7 Renault entrance signage
- 8 Renault sign
- 9 Dealer name combined with the Renault logotype



Example of a RENAULT and FORD multibrand site..

The illustration opposite shows a scenario in which the name of the dealer is combined with each brand.

Façade signage

Sites with 3 brands - main façade

RENAULT ESSENTIALS

Application of Renault signage standards for the following elements:

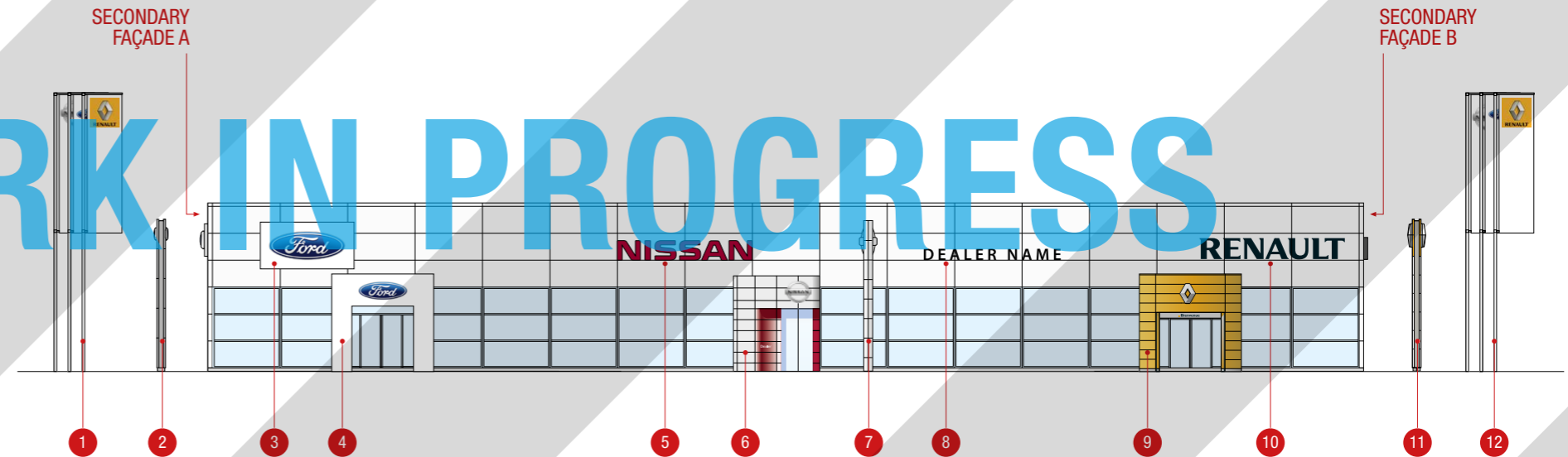
- Renault entrance signage;
- Renault sign;
- Renault totem at the main façade;
- Renault vertical flags.

CO-EXISTENCE RULES

- The size and surface area of each sign shall be of identical proportions.
- Apply a separation between the Renault logotype and the brands on the façade.
Renault rule: Minimum separation of 6 m (or 5 times the height of the logotype).

KEY

- | | |
|--------------------------------|---------------------------------|
| 1 Vertical flags of each brand | 8 Dealer name |
| 2 Brand 3 totem | 9 Renault entrance signage |
| 3 Brand 3 sign | 10 Renault sign |
| 4 Brand 3 entrance signage | 11 Renault totem |
| 5 Brand 2 sign | 12 Vertical flags of each brand |
| 6 Brand 2 entrance signage | |
| 7 Brand 2 totem | |



Example of a RENAULT, NISSAN and FORD multibrand site.

Façade signage

Sites with 3 brands - secondary façades

RENAULT ESSENTIALS

Application of Renault signage standards for the following elements:

- Renault totem on the main façade;
- Renault vertical flags;
- Renault entrance signage;
- Renault sign.

CO-EXISTENCE RULES

- The size and surface area of each sign shall be of identical proportions.

KEY

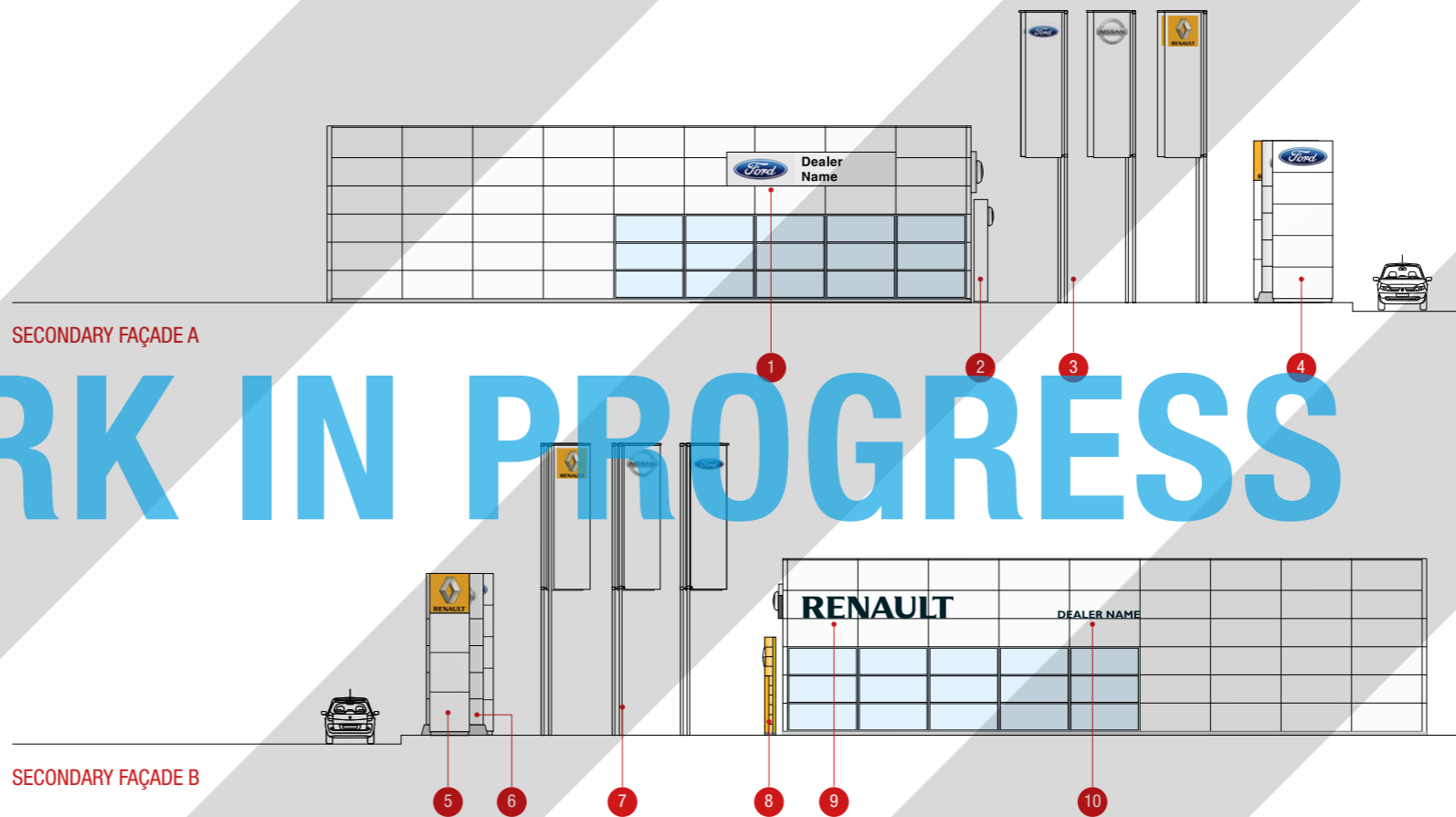
SECONDARY FAÇADE A

- 1 Brand 2 Sign with Company Name associated with the logotype of Brand 2
- 2 Brand 2 entrance signage
- 3 Brand 2 vertical flags
- 4 Brand 2 totem

SECONDARY FAÇADE B

- 5 Renault totem
- 6 Nissan totem
- 7 Vertical flags of each brand
- 8 Renault entrance signage
- 9 Renault sign
- 10 Dealer name combined with the Renault logotype

WORK IN PROGRESS



Example of a RENAULT, NISSAN and FORD multibrand site.

The illustration opposite shows a scenario in which the name of the dealer is combined with each brand (not recommended).

Entrance signage

Separate entrances with 2 brands*

RENAULT ESSENTIALS

Application of Renault signage standards for the following elements:

- Renault entrance signage;
- Renault sign.

CO-EXISTENCE RULES

- Showrooms are accessed by a separate entrance for each brand.
- Signage for brand-specific entrances applies.
- The size of entrance signage must be of identical proportions for each brand.

KEY

- 1 Brand 2 sign (Ford)
- 2 Brand 2 entrance signage (Ford)
- 3 Dealer name
- 4 Renault entrance signage
- 5 Renault sign

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Example of a RENAULT and FORD multibrand site.

* *Separate entrances are obligatory for sites with more than 50 Renault new vehicle sales per year.

Entrance signage

Separate entrances with 3 brands*

RENAULT ESSENTIALS

Application of Renault signage standards for the following elements:

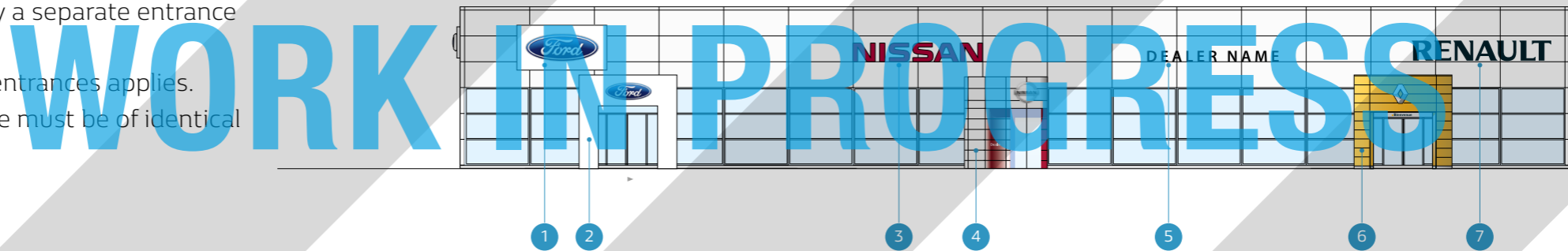
- Renault entrance signage;
- Renault sign.

CO-EXISTENCE RULES

- Showrooms are accessed by a separate entrance for each brand.
- Signage for brand-specific entrances applies.
- The size of entrance signage must be of identical proportions for each brand.

KEY

- 1 Brand 3 sign
- 2 Brand 3 entrance signage
- 3 Brand 2 sign
- 4 Brand 2 entrance signage
- 5 Dealer name
- 6 Renault entrance signage
- 7 Renault sign



Example of a RENAULT, NISSAN and FORD multibrand site.

* Separate entrances are obligatory for sites with more than 50 Renault new vehicle sales per year.

Showrooms

Separation principles between each brand

RENAULT ESSENTIALS

Renault Showroom compliant with Renault Store standards.

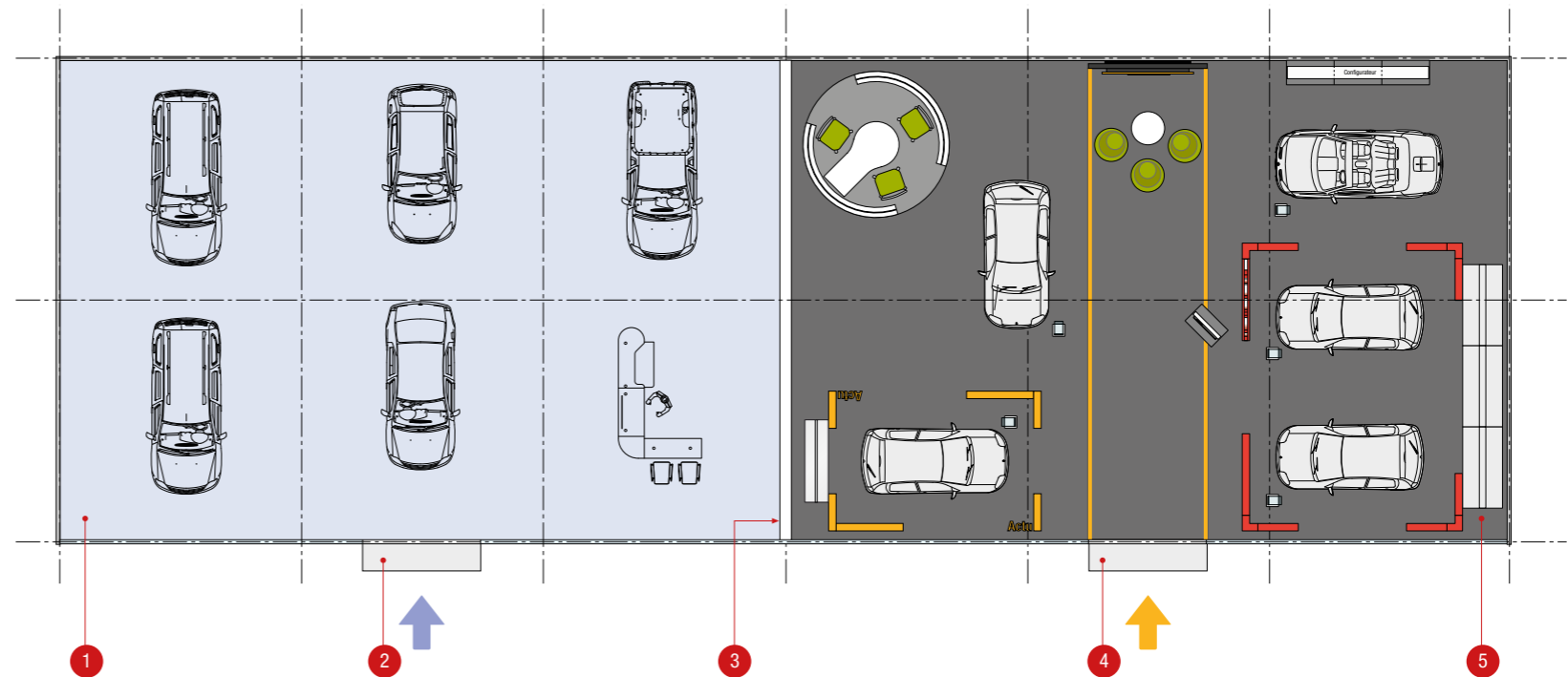
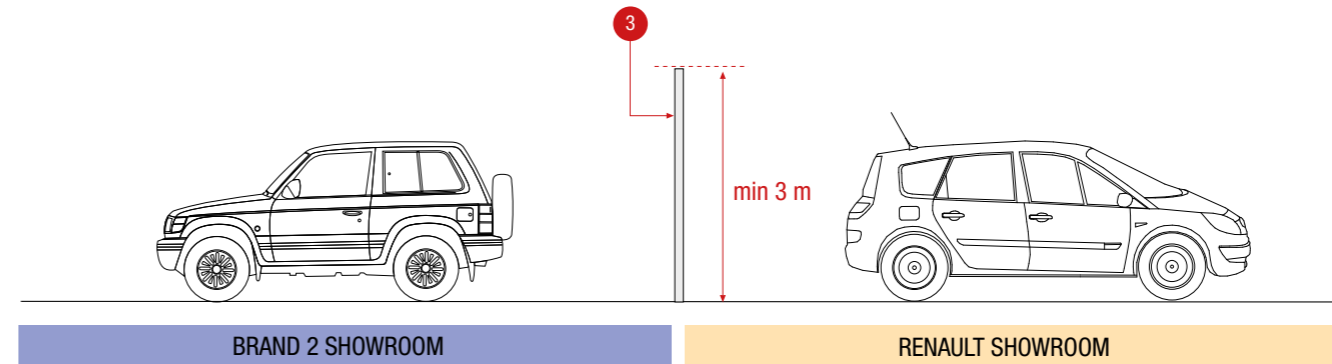
CO-EXISTENCE RULES

La séparation des showrooms doit être totale entre chaque marque :

- Separation over the entire height and width (or 3m high partition). The surface area of showrooms must be consistent with the sales targets of the Brand in the country.
- Balanced proportions for the various showrooms.

KEY

- ① Brand 2 Showroom
- ② Brand 2 specific entrance
- ③ Dividing wall or partition
- ④ Renault-specific entrance
- ⑤ Renault showroom



Showrooms

Site with 3 brands

RENAULT ESSENTIALS

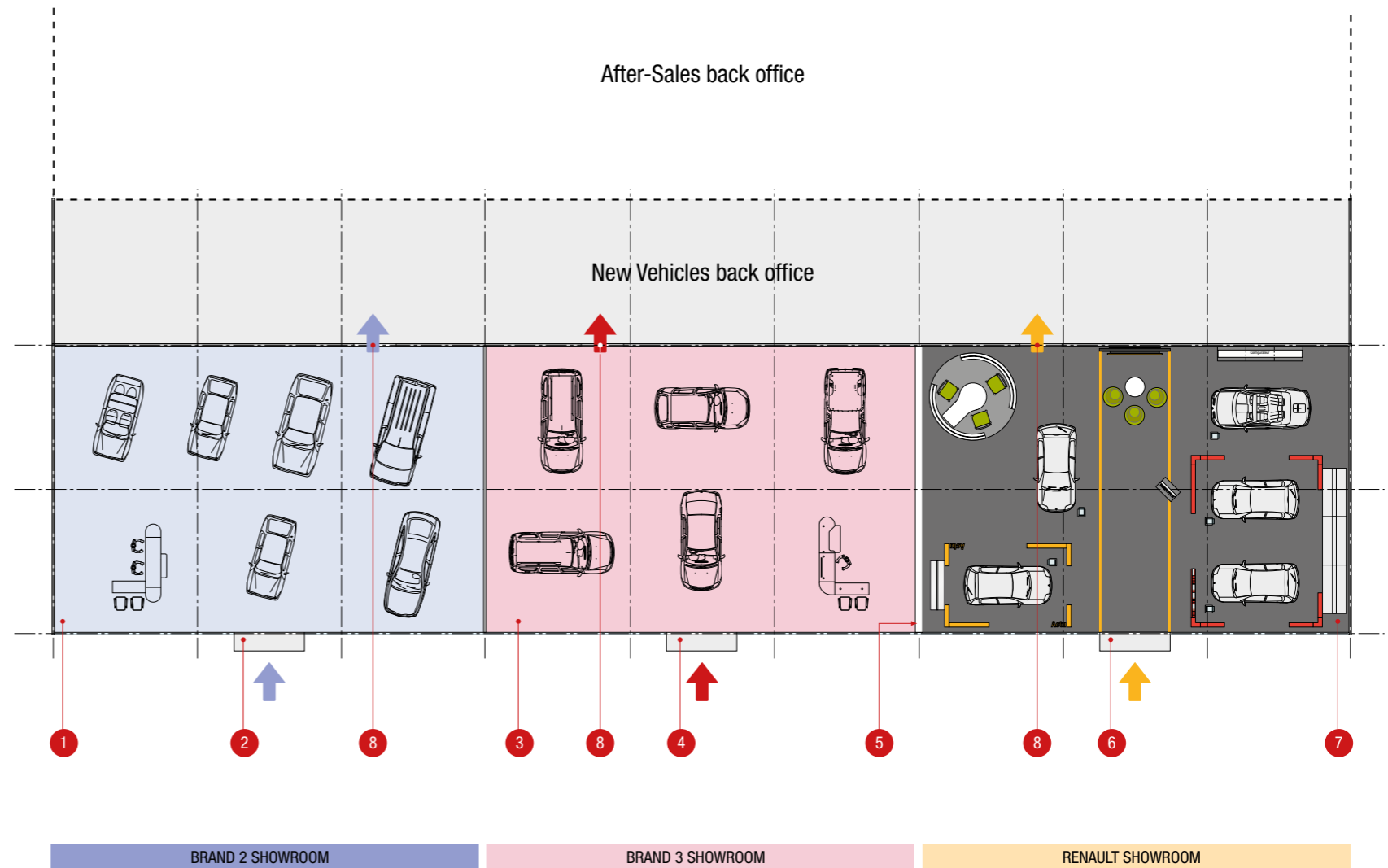
Renault Showroom compliant with Renault Store standards.

CO-EXISTENCE RULES

- The surface area of showrooms must be consistent with the sales targets of the Brand in the country.
- No access to the back office area through the showroom of a single brand.

KEY

- 1 Brand 3 Showroom
- 2 Brand 3 specific entrance
- 3 Brand 2 Showroom
- 4 Brand 2 specific entrance
- 5 Dividing wall or partition
- 6 Renault-specific entrance
- 7 Renault Showroom (format S in the example)
- 8 Access to back office



The After-Sales activity

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After-sales signage

Service bays

RENAULT ESSENTIALS

Presence of signage compliant with the standards of the brand on the After-Sales façade.

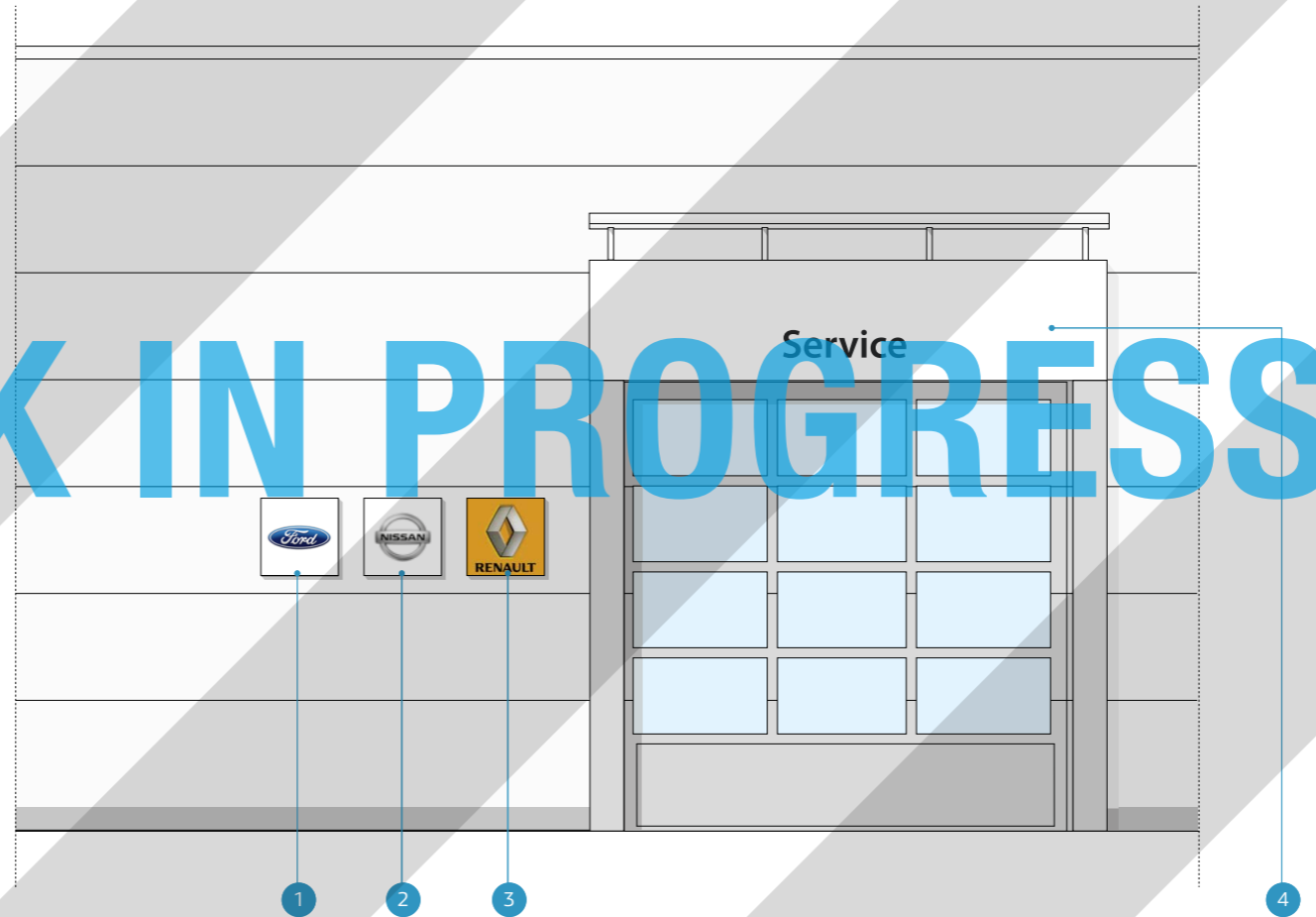
CO-EXISTENCE RULES

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

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

KEY

- 1 Brand 3 sign
- 2 Brand 2 sign
- 3 Renault sign
- 4 Neutral banner



Example of a RENAULT, NISSAN and FORD multibrand site.

After-sales reception

Senario 1. Specific Service Advisors

(for more than 10 entries per day)

RENAULT ESSENTIALS

Renault Services Advisor with Brand uniform.

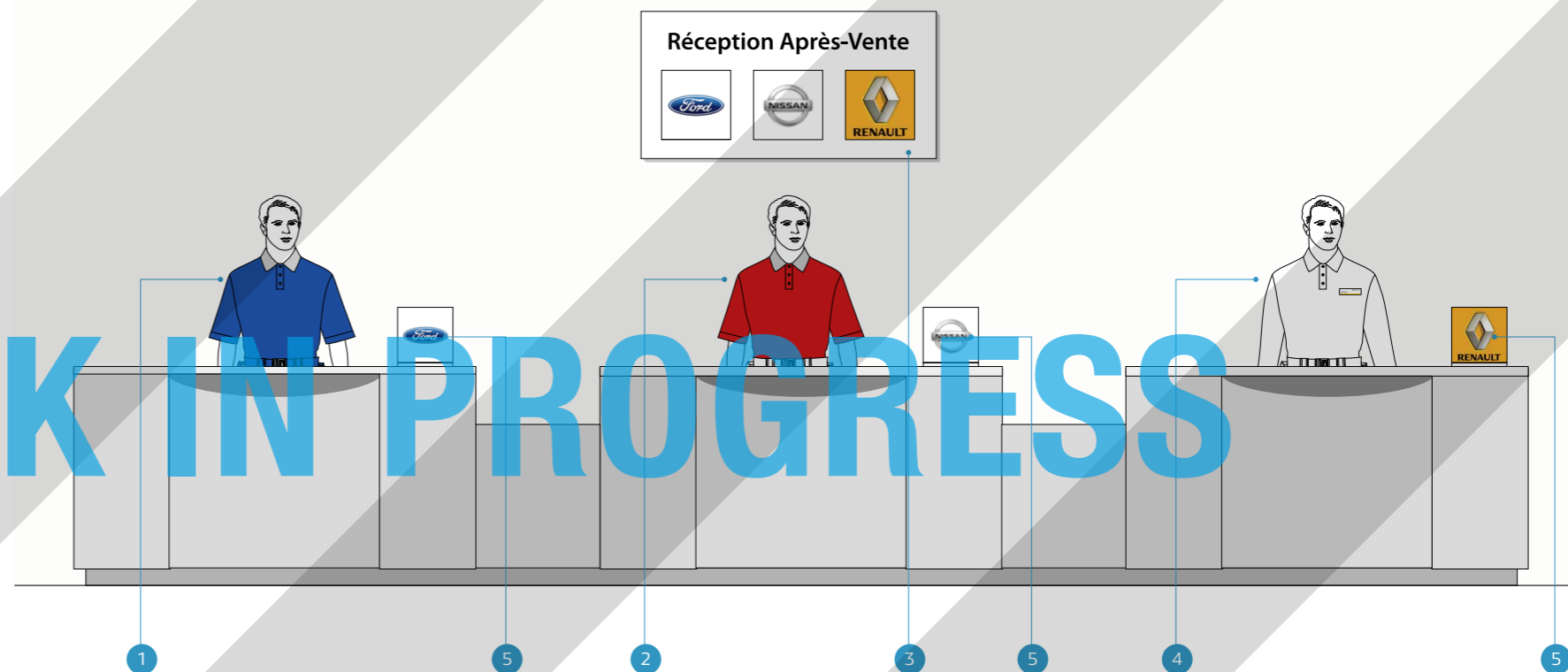
CO-EXISTENCE RULES

LOCATION

- Renault Store site: After-Sales reception located in the Renault showroom depending on possible options. If this is not possible, choose a neutral environment.
- Non-Renault Store site: reception located in a neutral environment.

SEPARATION BETWEEN THE BRANDS

- Recommendation: separate premises.
- If shared premises: Separate reception recommended. If shared reception:
 - Generic name indicating the Service reception.
 - Presence of the logo of each brand in identical proportions.



After-Sales reception with RENAULT, NISSAN and FORD.

KEY

- ① Brand 2 Service Advisor
- ② Brand 3 Service Advisor
- ③ Neutral sign with the logotype of each brand
- ④ Renault Service Advisor
- ⑤ Specific desk stand for each brand

After-sales reception

Scenario 2. Multibrand Service Advisors

(for less than 10 entries per day)

RENAULT ESSENTIALS

Presence of signage compliant with the standards of the Brand.

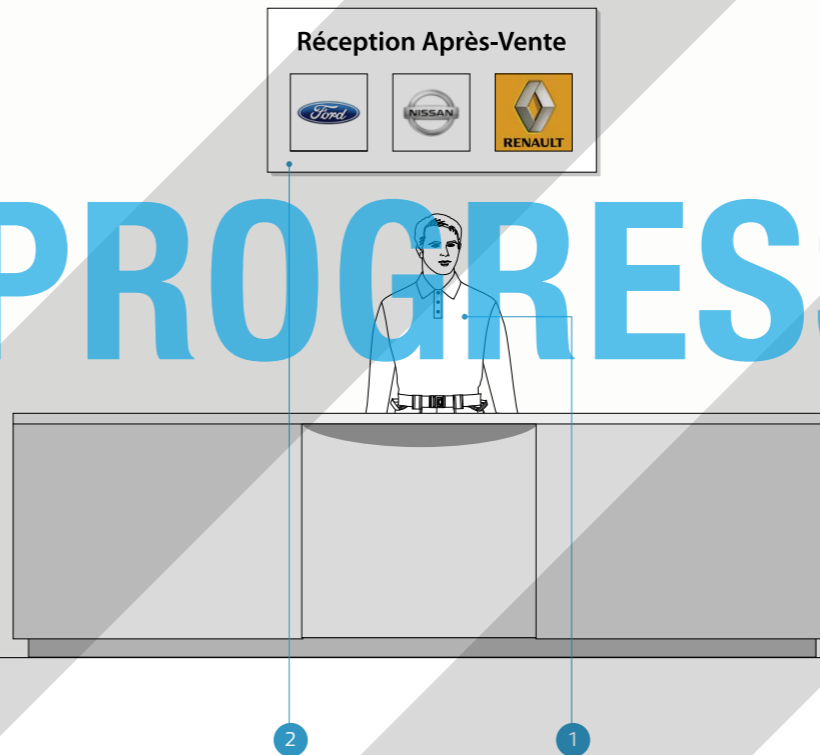
CO-EXISTENCE RULES

- Reception located in a neutral environment.
- Generic name indicating the After-Sales reception.
- Presence of the logo of each brand (background wall), in identical proportions.
- Common Services Advisor with a neutral uniform.

KEY

- 1 Multibrand Service Advisor
- 2 Neutral sign with the logotype of each brand

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Example of a RENAULT, NISSAN and FORD multibrand site.