

GRAPHIC GUIDELINES

2007

VERSION V1 - SEPTEMBER



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(TO HELP YOU FIND YOUR WAY AROUND!)

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NEW VALUES, A STRONG BRAND AND A SPECIFIC GRAPHIC SYSTEM.

TO SUPPORT THE RENEWAL OF THE BRAND, TO EXPRESS RENAULT'S QUALITY AND MODERNITY AND TO REPRESENT ITS ENTHUSIASM, A NEW GRAPHIC UNIVERSE HAS BEEN CREATED.

A STRONG BRAND SPEAKS WITH A UNITED VOICE.

WHATEVER THE FORMAT, THE GRAPHIC GUIDELINES GOVERN ALL THE IDENTIFYING SIGNS AND UNIFY THEM ACCORDING TO THE SAME VISION, TO ENSURE CONSISTENCY ACROSS ALL COMMUNICATIONS.

**TOGETHER, EACH PLAYING OUR OWN ROLE,
WE OWE IT TO OURSELVES TO COMPLY WITH THESE PRINCIPLES.**



01

CORE ELEMENTS

New Renault graphic conventions

The Renault logotype

Block logo

Proportions of the block logo according to format

Typefaces

White border

Colour palette

Identification pattern

Packshot policy

Partner logotypes and signatures



01

CORE ELEMENTS

NEW RENAULT GRAPHIC CONVENTIONS

Basic principles

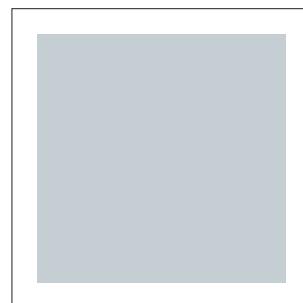
The Renault logotype is the element recognized by the public throughout the world. In order to support the new brand identity and to promote its values, specific graphic conventions are associated with it to create an exclusive visual system which is consistent across all communication formats.



A NEW LOGOTYPE
TO REINFORCE BRAND
STATUS



ABCDEF
HIJKLM
OPQRSTU
VWXYZ



A TAB
TO SIGNIFY THE RENEWAL
OF THE BRAND AND ITS
CONTINUED DYNAMISM

A SINGLE FONT
FOR MORE PERSONALITY
AND RIGOUR

WHITE BORDERS
TO SHOWCASE PHOTOS AND
ACCENTUATE THE QUALITY OF THE
GRAPHIC LANGUAGE EMPLOYED

COLOUR PALETTES
TO SHOWCASE OUR
PRODUCT RANGES

A PACKSHOT POLICY
TO COMBINE STRONG GRAPHICS
WITH AN ENTHUSIASTIC FEEL

THE RENAULT LOGOTYPE

Presentation

A COMPACT LOGOTYPE FOR A MORE CONCENTRATED IMPACT

The Logotype, which is the combination of the Emblem and the Renault Typography, is a fixed graphic element. Its shape, balanced and prestigious, is the central element of Renault's visual identity.



PROHIBITED

In order to establish total and sustained consistency in the application of the new visual identity system, any usage of former versions of the logotype is forbidden.



01

CORE ELEMENTS

THE RENAULT LOGOTYPE Use in colour / two colours / black and white

The logotype is defined using the four-colour process and this constitutes the reference version. Two-colour and outline (black and white) versions of the logotype are also available. However, they must only be used in response to technical or budgetary constraints.



FOUR-COLOUR PRINTING



TWO-COLOUR PRINTING



BLACK / WHITE



INFORMATION

The logotype files are available in Illustrator and jpeg formats from the Visual Image department. You can also download the visual identity standards from the Visual Identity section of the Renault Intracom and Community Intranets (see page 108).

01

CORE ELEMENTS

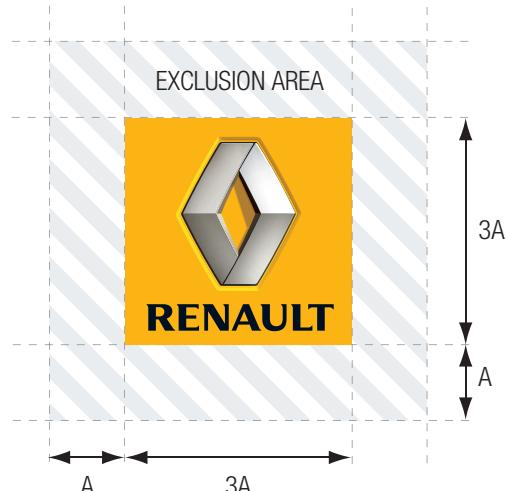
THE RENAULT LOGOTYPE

Exclusion area / Background colour

EXCLUSION AREA

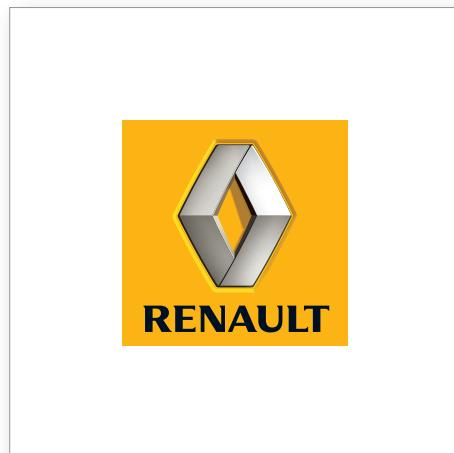
The exclusion area is the area around the logotype in which no element (graphic or textual) may appear.

The dimensions to be observed are specified opposite.



BACKGROUND COLOUR

The logotype can only be placed on a white background.



Ce CD-Rom et les éléments qui le composent sont strictement réservés à un usage presse, à des fins d'information.

Tout autre usage est interdit et les éléments à un usage publicitaire, notamment à des fins d'in

publicitaires ou commerciales est interdit et constitue un délit de contrefaçon.



01

CORE ELEMENTS

THE RENAULT LOGOTYPE

Restrictions

Regardless of the usage, the logotype may not be modified or adapted. Several examples of prohibited types of use are shown opposite.



DO NOT DEFORM
THE LOGOTYPE.



DO NOT CHANGE
THE COLOURS.



DO NOT SEPARATE THE LOGO
AND THE TYPOGRAPHY.



DO NOT ADAPT
TO LOCAL MARKETS.



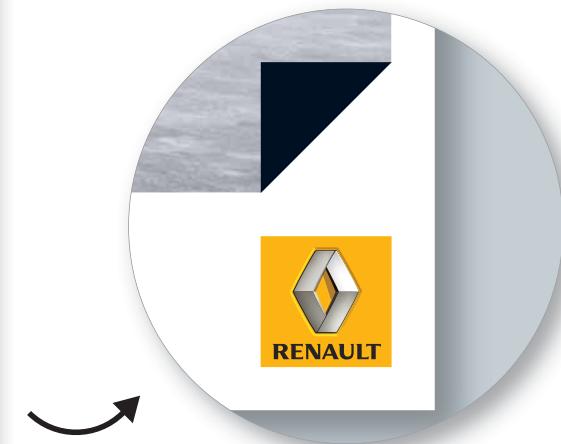
REMINDER

The logotype against backgrounds of any colour other than white.



WE'RE TURNING OVER A NEW LEAF

The Renault logotype is used together with a sign loaded with meaning: the tab, which is used to symbolize innovation at Renault. The tab represents the idea of turning over a new leaf.

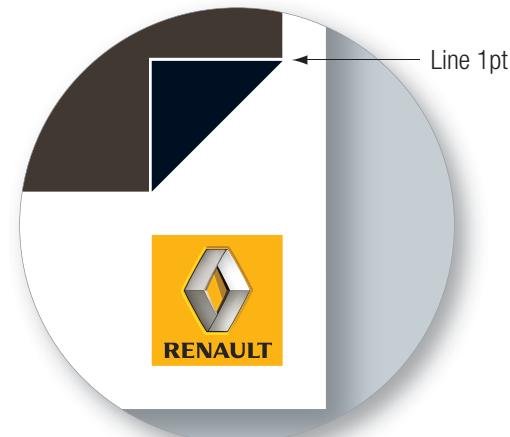


TAB COLOUR

The tab will always be used in PANTONE® 426 C or in the four-colour printing equivalent C75 M0 J0 N100.

If the tab is located in a dark-coloured area, it will be outlined in white to make it more easily visible.

Proportions: for a tab of 15mm (standard publishing size), the line will be 1pt thick. If the tab is larger, the thickness of the line will increase proportionally.



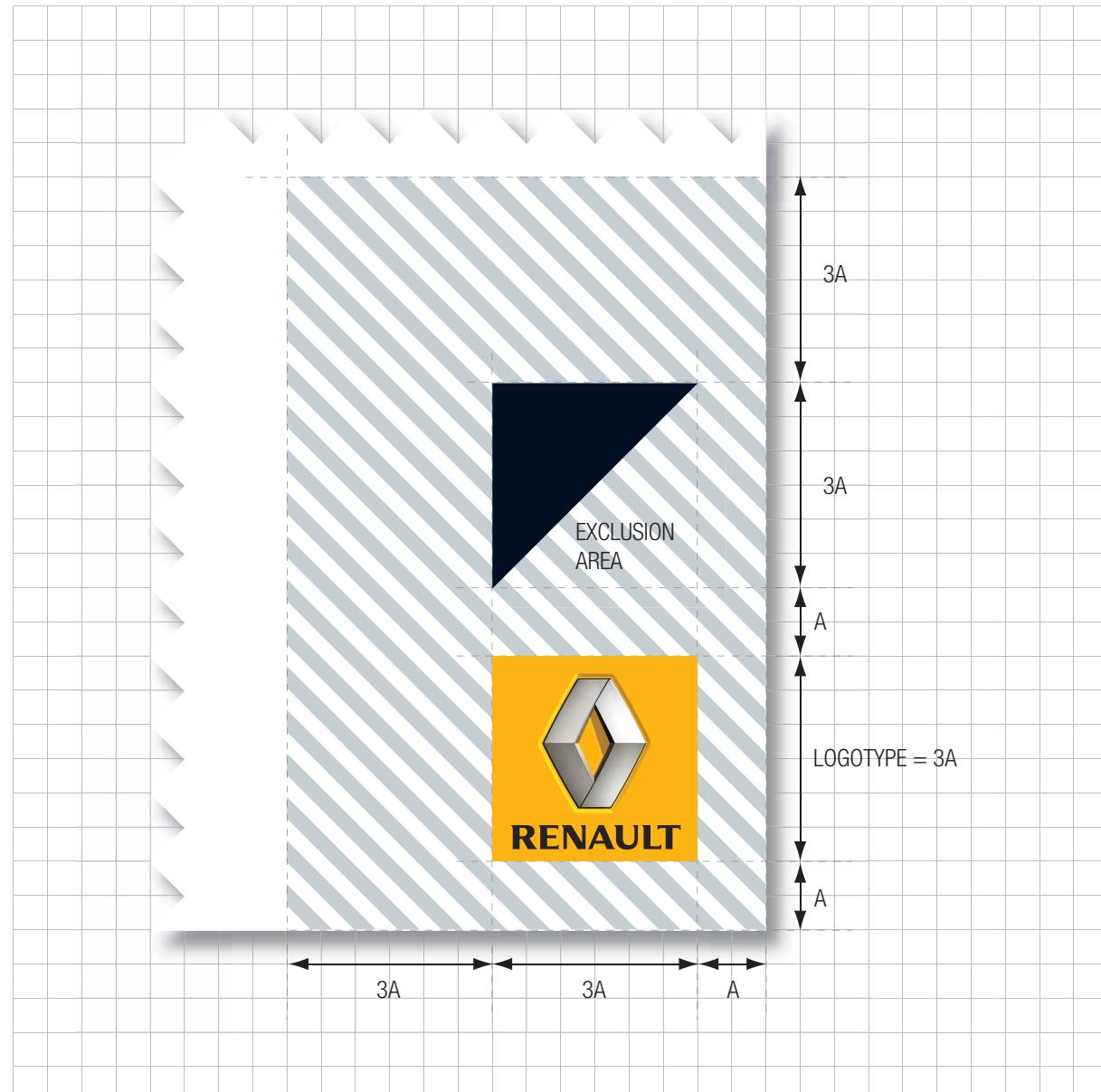
BLOCK LOGO

Design and proportions

The block logo consists of the Renault logotype combined with the tab.

It is located in the bottom righthand corner of printed documents.

Care must be taken to keep the logotype in proportion and to ensure that the exclusion area is observed.



PROPORTIONS OF BLOCK LOGO DEPENDING ON FORMAT

Size

TABLE OF LOGOTYPE SIZES ACCORDING TO FORMAT

Depending on the size of the logotype, there are standard requirements for the block logo (logotype + tab) and the proportions of the white border.



CAUTION!

In order to guarantee legibility, the logotype must be of the required minimum size. Any use of a logotype that is any smaller in size is prohibited.

MINIMUM PUBLISHING SIZE



1 cm

MINIMUM SCREEN SIZE



30 pixels

FORMATS	LOGOTYPE SIZE
23 x 23 cm	1.5 cm
13 x 13 cm	1.5 cm
13 x 18.5 cm	1.5 cm
46 x 30 cm	2 cm
A3 / 42 x 29.7 cm	2 cm
A4 / 21 x 29.7 cm	1.5 cm
CAUTION: Letterhead and printed forms	1.8 cm
11.5 x 30 cm	1.5 cm
A5 / 14.85 x 21 cm	1.5 cm
10 x 21 cm	1.5 cm
10.5 x 15 cm	1.5 cm
40 x 60 cm	3 cm
50 x 70 cm	4.5 cm
60 x 80 cm	4.5 cm
80 x 120 cm	6 cm
50 x 240 cm	12 cm
80 x 200 cm	12 cm
118.5 x 175 cm	12 cm
4 x 3 / 400 x 300 cm	30 cm
553 x 215 / MORE'O FERRAL	idem 4 x 3 + 10%
12 x 3 / 1200 x 300 cm	idem 4 x 3 + 10%

TYPEFACE

A single typeface

HELVETICA NEUE CONDENSED

To ensure greater brand consistency, a single typeface with a simple but powerful personality is used: Helvetica Neue Condensed.

The bold versions of this typeface range from "Ultra Light" to "Extra Bold".

It is used as the accompanying font for all Renault communications texts.

EXAMPLES OF RESTRICTIONS



DEFORMED

DEFORMED



TEXT INCLUDING THE WORD RENAULT

The Renault brand typography may not be reproduced in a text. Helvetica Neue Condensed must be used.

A RENAULT DESIGN

Helvetica Neue Bold Condensed in capital letters

A RENAULT DESIGN

PRODUCT NAMES

“Product” typogrammes may be used on the vehicles but from now on they must not be used on printed supports.

The “product” name is to be typeset in the unique brand typeface: Helvetica Neue Condensed.

Exception: apart from being used on the vehicle itself, the “product” typogramme may also be used on merchandising directly relating to the product.

LAGUNA

↑
Helvetica Neue Bold Condensed in capital letters

LAGUNA



01

CORE ELEMENTS

TYPEFACE Accompanying typefaces

In certain very specific cases, two accompanying typefaces may be used.

OFFICE USE

The Arial typeface can be used for template-based documents printed on office printers (memo, fax, etc.).

WEB

The Verdana typeface is permitted for use on various Web media: email, headers (in certain cases), etc.



INFORMATION

Use of these accompanying typefaces shall be kept to a strict minimum.

AaBCDEFGHJJJKLM NOPQRS	Arial Bold
abcdefghijklmnopqrstuvwxyz	Arial Regular
0123456789#*&%?.?"	
Feugait, quisit vendre eumsan ullandignit utet, sendit iustin vel doleseq uiscidu issendrem ipit lum ipisl dolor se consequis auguercil dolore modolore te del ipis num volobor sequamc onsequam il ut la commod.	
AaBCDEFGHJJJKLM NOPQRS	Verdana Bold
abcdefghijklmnopqrstuvwxyz	Verdana Regular
0123456789#*&%?.?"	
Feugait, quisit vendre eumsan ullandignit utet, sendit iustin vel doleseq uiscidu issendrem ipit lum ipisl dolor se consequis auguercil dolore modolore te del ipis num volobor sequamc onsequam il ut la commod.	

WHITE BORDER

Presentation and proportions

A WHITE FRAME TO ENHANCE THE BRAND

The white border helps to make the brand's visual identity more easily recognizable.

PROPORTIONS

The proportions of the white border will be defined according to the size of the Renault logotype.

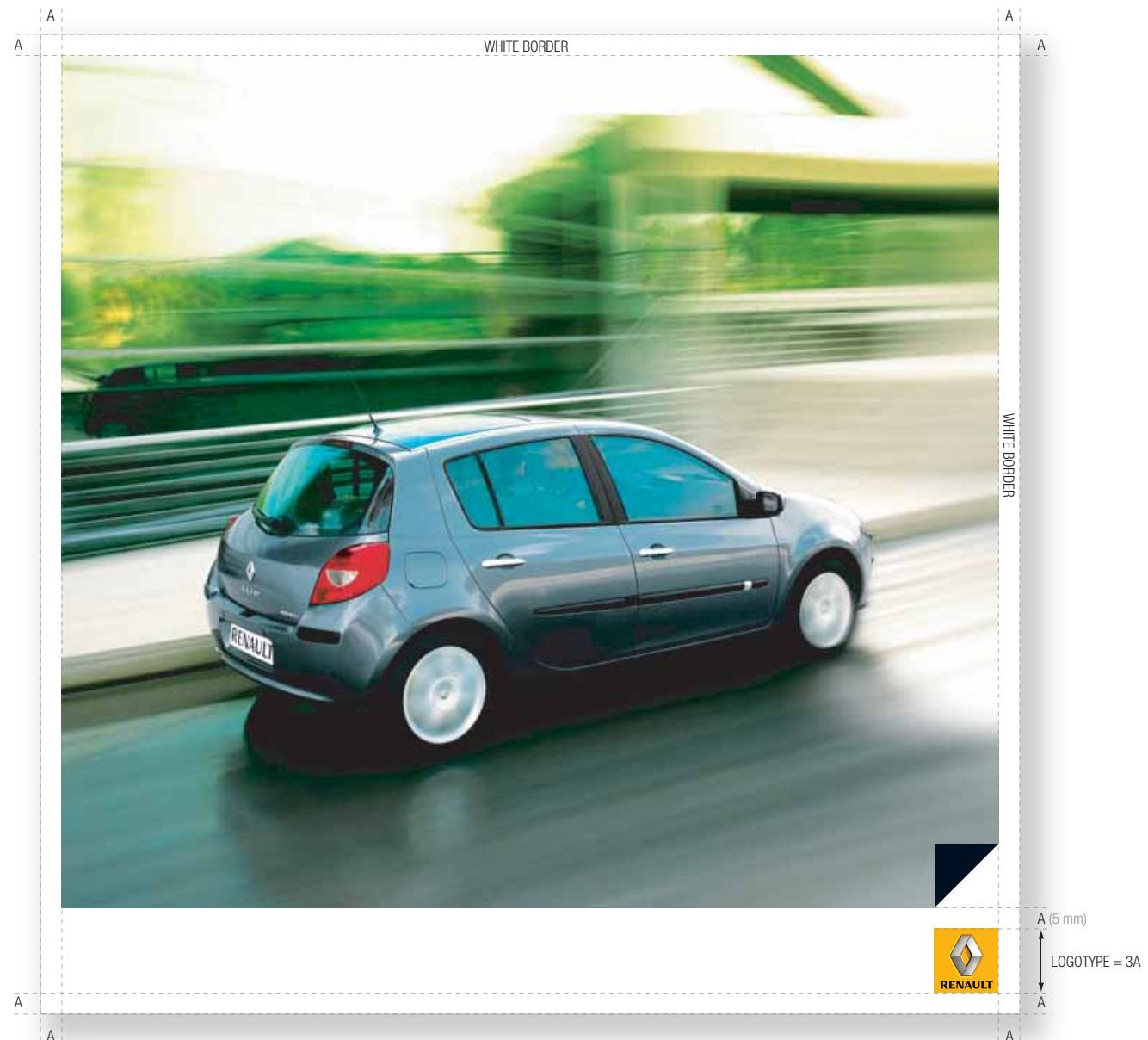
White border = 1/3 of logotype size.

To determine the size of the logotype for your format, please refer to the table on page 12.



CAUTION!

The proportions of the white border may be increased to meet certain technical restrictions related to printing.



WHITE BORDER

Exception: Technical printing restrictions

PRINTING EXCLUSION AREA

The proportions of the white border may vary slightly due to **printing restrictions**.

However, use of this alternative does result in a less clear page layout. It must therefore only be used when required due to genuine technical printing restrictions.

Example:

For a brochure of 23 x 23cm, the white border must be at least 8mm thick, an increase of 3mm in thickness over that specified in the standards.

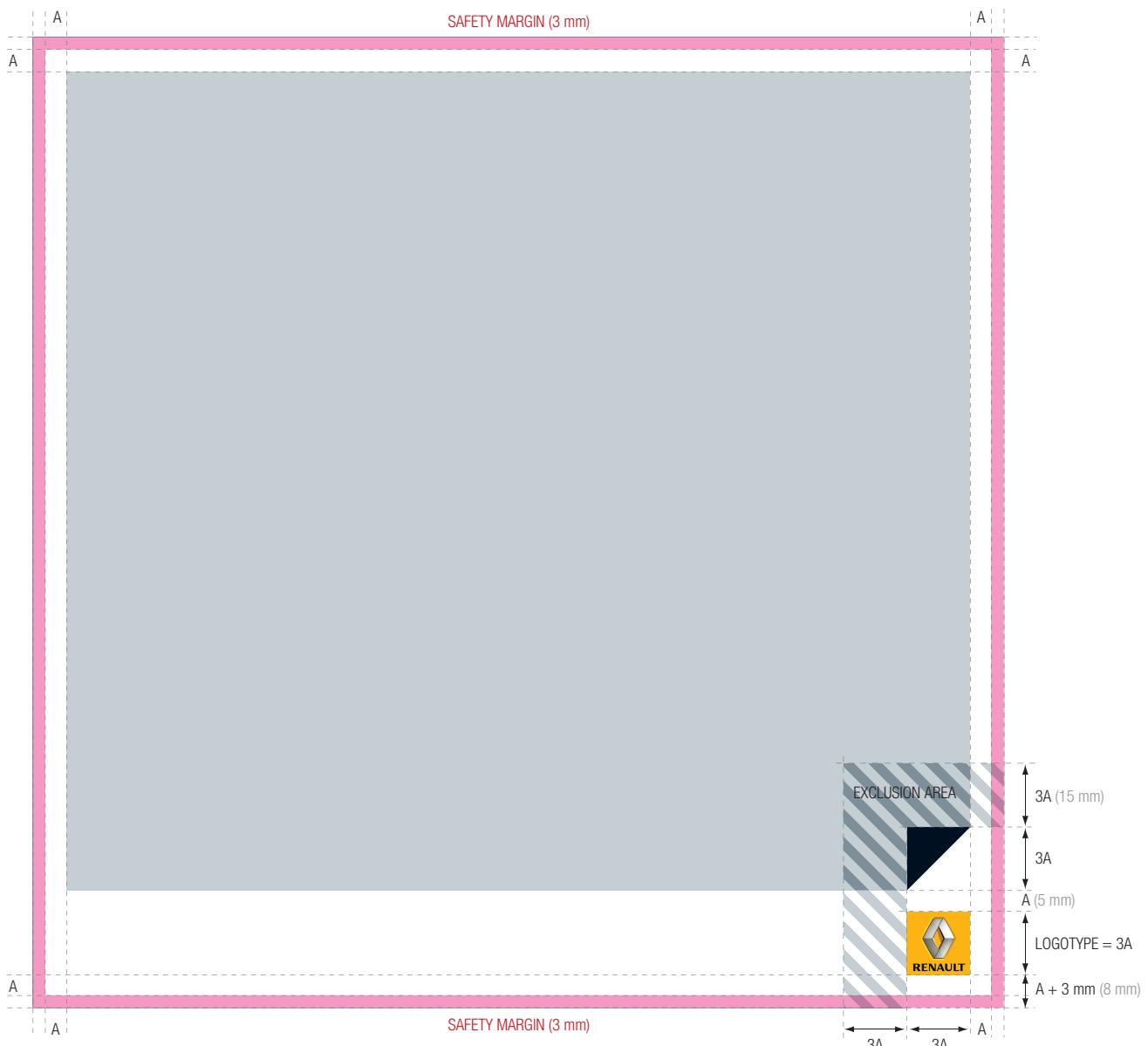
In this format, allowance is made for a safety margin on all four sides before the page itself is created in compliance with the instructions in the graphic guidelines.



CAUTION!

Safety margins for the white border on the most common formats:

- **Brochure** = 8mm ($A = 5 + 3\text{mm}$ safety margin)
- **Press** = 10mm ($A = 5 + 5\text{mm}$ safety margin)
- **Stationery** created using office laser printer = 10mm ($A = 6 + 4\text{mm}$ safety margin)



COLOUR PALETTE

Corporate colours

RENAULT COLOUR SYSTEM

The colour system consists of the colours shown opposite.

As with the logotype, these colours are essential characteristics of the company's visual identity and must not be changed.

When combined, they enable the Renault brand to be recognized immediately.



R 247 V 177 B 000
HTML #F7B100
RAL 1003
C M Y K
0 32 100 0



R 33 V 36 B 36
HTML #3D464B
RAL 9005
C M Y K
75 0 0 100
NOIR 100 %



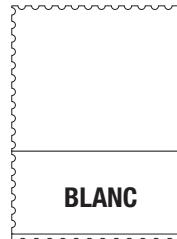
R 118 V 122 B 125
HTML #767A7D
RAL 7046
C M Y K
7 0 0 65
NOIR 65 %



R 169 V 170 B 171
HTML #AEAEAC
RAL 7040
C M Y K
0 0 5 40
NOIR 40 %



R 204 V 204 B 204
HTML #CCCCCC
RAL 7047
C M Y K
0 0 5 21
NOIR 20 %



R 255 V 255 B 255
HTML #FFFFFF
RAL 9003
C M Y K
0 0 0 0



FOR YOUR INFORMATION

RAL: Reference for painting on buildings.

PANTONE®: Spot colour printing reference.

CMYK: Reference for four-colour printing.

RGB: Reference for computer screen colours.

HTML: Web reference.

01

CORE ELEMENTS

COLOUR PALETTE

Product / range colours with an example

Renault's strength is in the richness and variety of its products on offer, and therefore each range has a different palette to clearly express its own specific personality.

A / B SEGMENT

Consists of vivid, sharp, slightly "gritty" colours, to showcase our compact city cars.



C SEGMENT

Muted, elegant colours. Natural, interior design shades, for this core-importance, high-quality, yet accessible range of vehicles.



D / E SEGMENT

Muted, very deep colours. Tinted and metallic greys for these top-of-the range cars.



LCV RANGE

A pale, slightly tinted shade of grey for a more technical, more professional appearance.



RENAULT SPORT

A metallic, silver grey, for a more technical, more masculine appearance.



CAUTION!

These colours are provided for information only. Each colour will be allocated to a particular model of car. To find out which colour goes with which product, please contact the Visual Image department

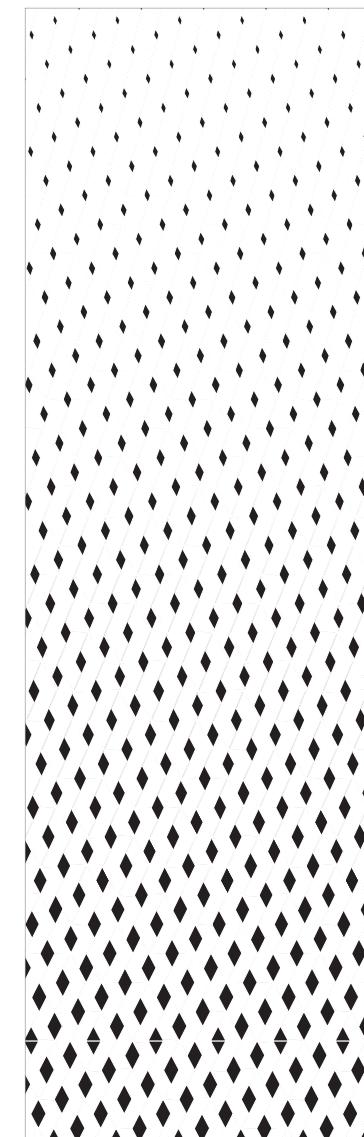
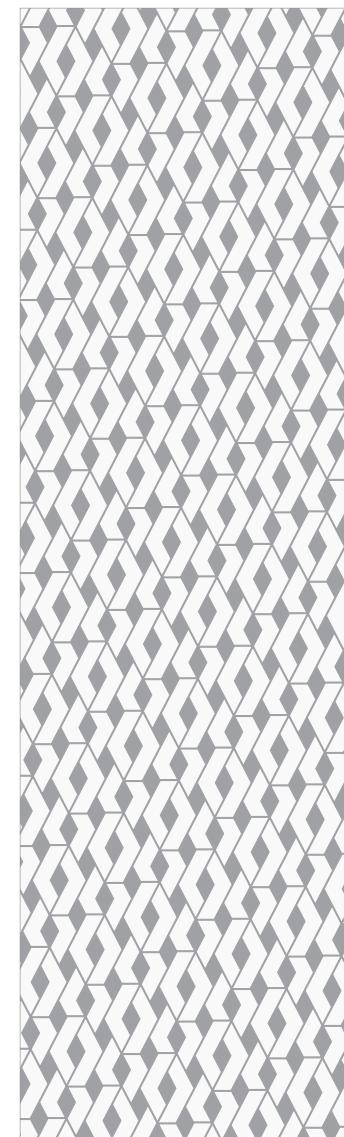
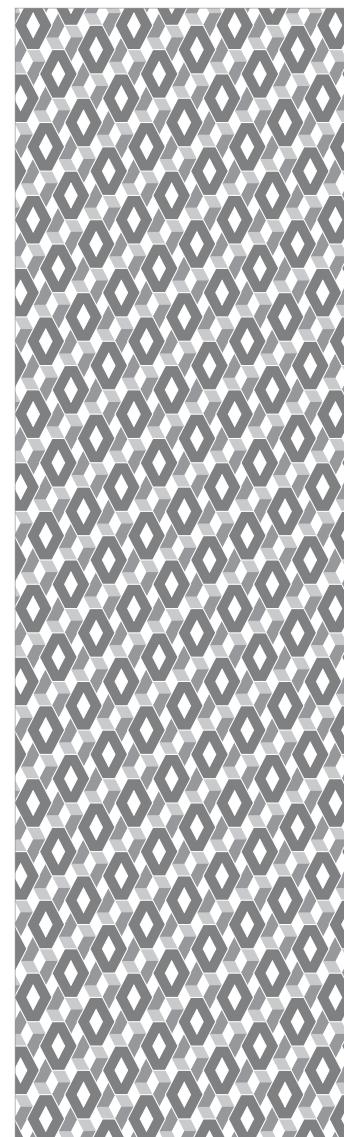
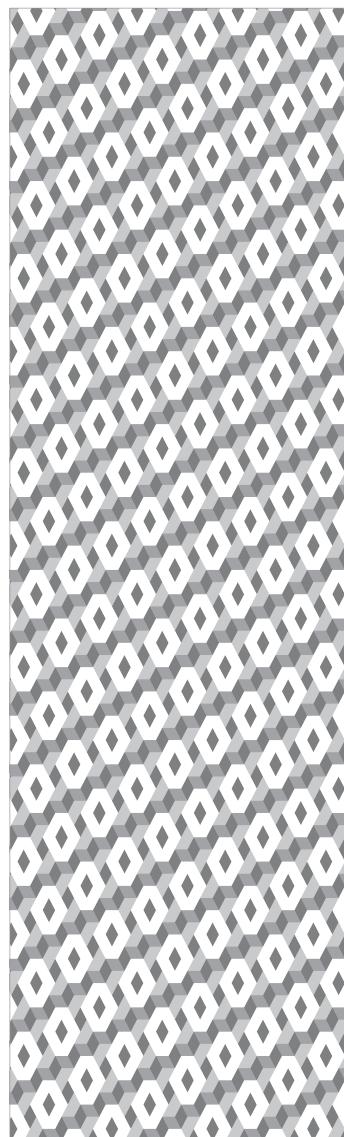
01

CORE ELEMENTS

IDENTIFICATION PATTERN

Presentation

A pattern designed using the Renault diamond has been developed to decorate and enliven certain Corporate Communications media. It may be rendered in several different shades of grey and levels of intensity.



FOR YOUR INFORMATION

To ensure control over deployment and ensure that it is used to best effect, anyone wishing to use this pattern must obtain approval from the Visual Image department.

01

CORE ELEMENTS

PACKSHOT POLICY

Staggered 1%

Packshots are available for use when wishing to communicate the brand's vitality and relevance (an image associating a vehicle profile and characters). They can be used to illustrate an activity, an event or a theme and may even represent a customer target group. Although presented in different ways depending on the media, they are always to be used as the "little additional touch" and to be employed in the correct proportions (e.g. they should never take up a whole page).

DESIGN PRINCIPLE

The grid opposite shows the design of a packshot image.

Angle of shot: vehicle always shown in profile (from righthand side) / characters may be shown from any angle.

Composition: characters in everyday situations organized around the vehicle. Accessories and animals may be included in the image.

Reflection: this is created on the basis of a shadow in bright four-colour printing (transparency: 15% product mode).

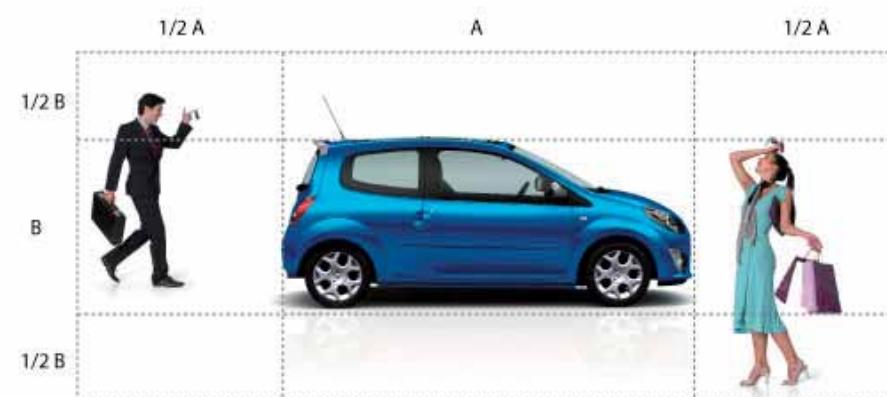
Backgrounds: they appear on a background derived from the corporate colours or the colours related to each vehicle.



INFORMATION

Cut-out images of vehicles and characters are available from the "Photonet" Single Image Database ([HYPERLINK http://photonet.intra.renault.fr/biu/Index.jsp](http://photonet.intra.renault.fr/biu/Index.jsp)).

In addition to the "ready-to-use" packshot images, each department can create its own packshots. These must be submitted to the Visual Image department for validation.



01

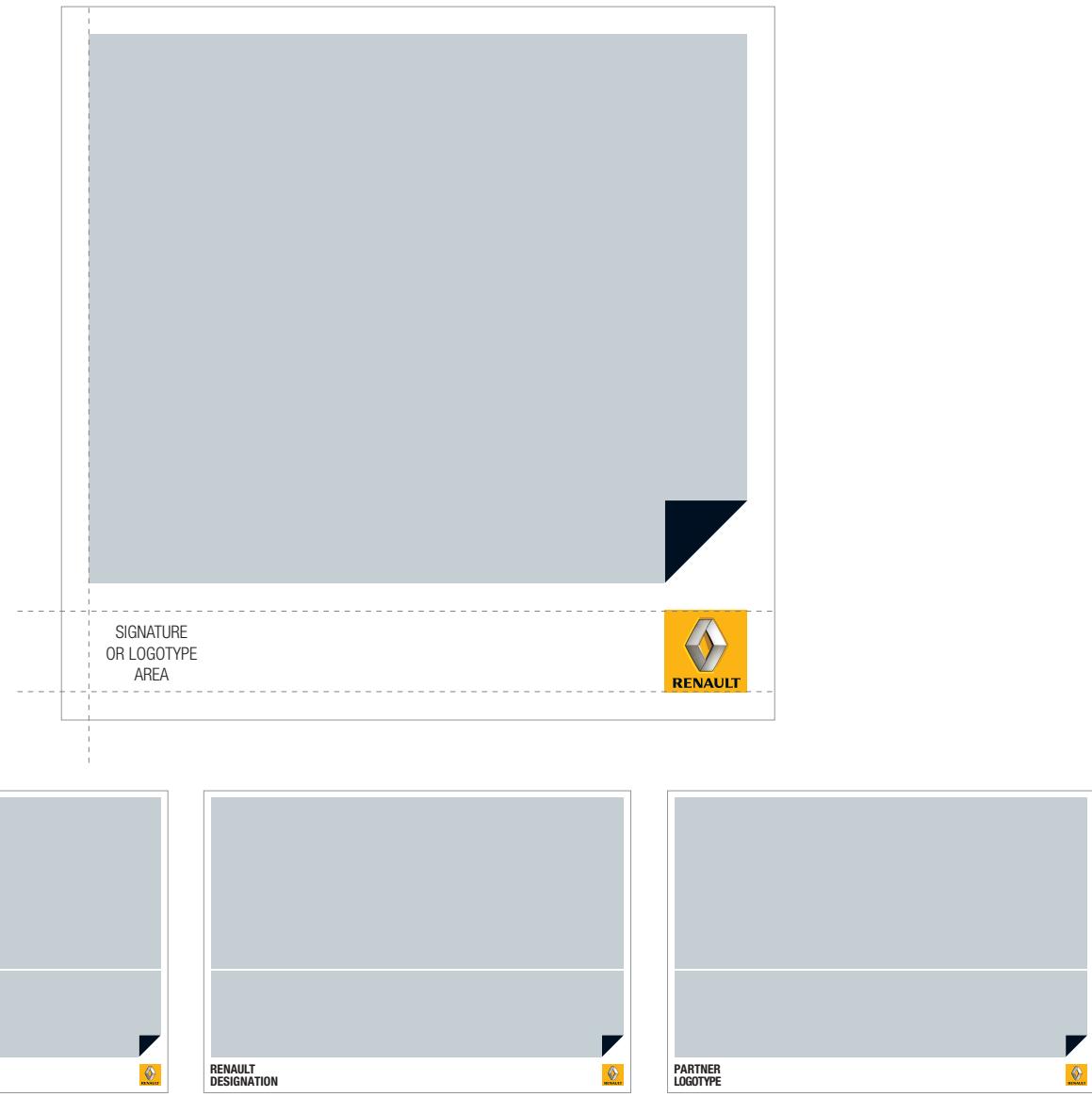
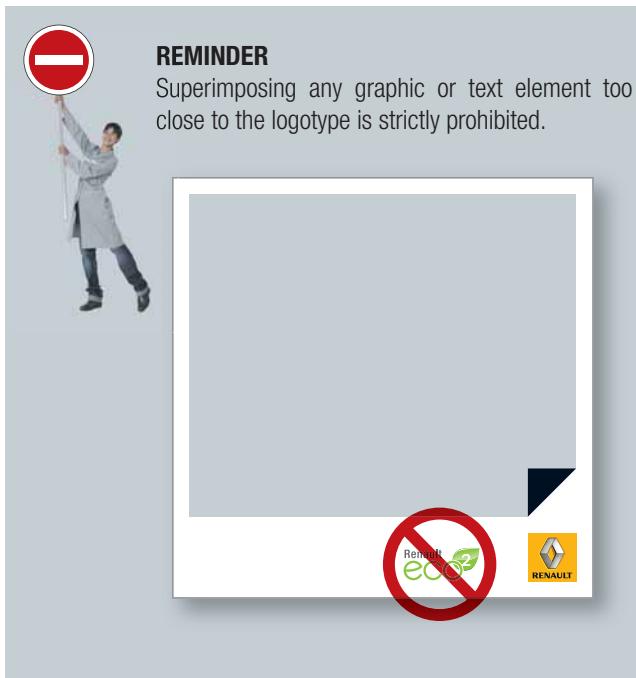
CORE ELEMENTS

PARTNER LOGOTYPES AND SIGNATURES

Principles

To ensure optimum visibility for signatures specific to certain activities or when including subsidiary or partner logotypes, these graphic elements may be combined with the Renault logotype. These must be left-aligned with the text/image block and the base of the Renault logotype.

The proportions of the signature or logotype must be adjusted in relation to the Renault logotype on a case-by-case basis, to ensure that these two elements are balanced and in the right proportions to each other. By default, the graphic element to be included must be aligned with the top of the logotype.



02

ADVERTISING

Posters

Press advertisements



DESIGN OF THE 4X3 POSTER WITH TAGLINE

+ MODEL SIGNATURE

TAGLINE ①:

- Helvetica Neue Black Condensed
- Body 375 pt* in capitals*, colour black or white

WEB ADDRESS ②:

- Helvetica Neue Black Condensed
- Body 135 pt* in lower case*, colour grey
Pantone 424C or equivalent

MODEL SIGNATURE ③:

- Helvetica Neue Black Condensed
- Body 275 pt* in capitals*, colour black

Caution: to make the logo visible on a poster, its proportions must change to 4A (see table of logotype sizes, page 12)

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



THE EXCLUSION AREA is the area hatched in grey in which no graphic or textual element may appear (apart from the web address)

The dimensions of this area may not be reduced, and are defined opposite.



DESIGN OF THE 4X3 POSTER WITH TAGLINE + MODEL SIGNATURE + OVERPRINTING WITH DEALERSHIP DETAILS

Where dealership details are to be printed into the body copy area, **the model signature must be placed under the tagline**.



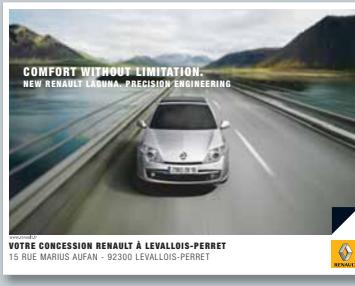
**POSTER SUMMARY,
MESSAGES ON THREE LEVELS**



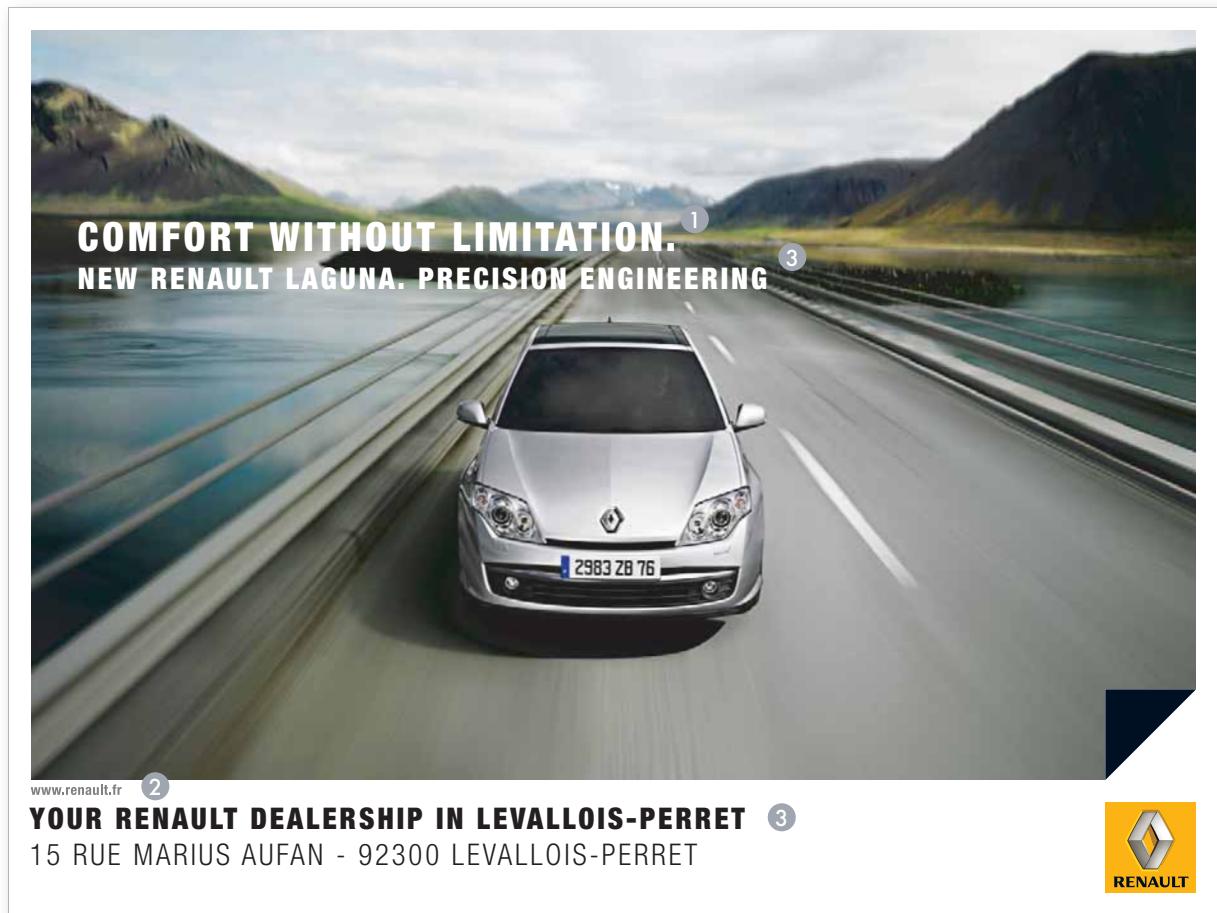
CASE1 :
Just tagline



CASE2 :
Just model signature



CASE3 :
Tagline
+ Model signature
+ Overprinting of
dealership details



1200 X 300CM FORMAT

TAGLINE ①:

- Helvetica Neue Black Condensed
- Body 357 pt* in capitals*, colour black or white

WEB ADDRESS ②:

- Helvetica Neue Black Condensed
- Body 135 pt* in lower case*, colour grey
Pantone 424C or equivalent

MODEL SIGNATURE ③:

- Helvetica Neue Black Condensed
- Body 357 pt* in capitals*, colour black

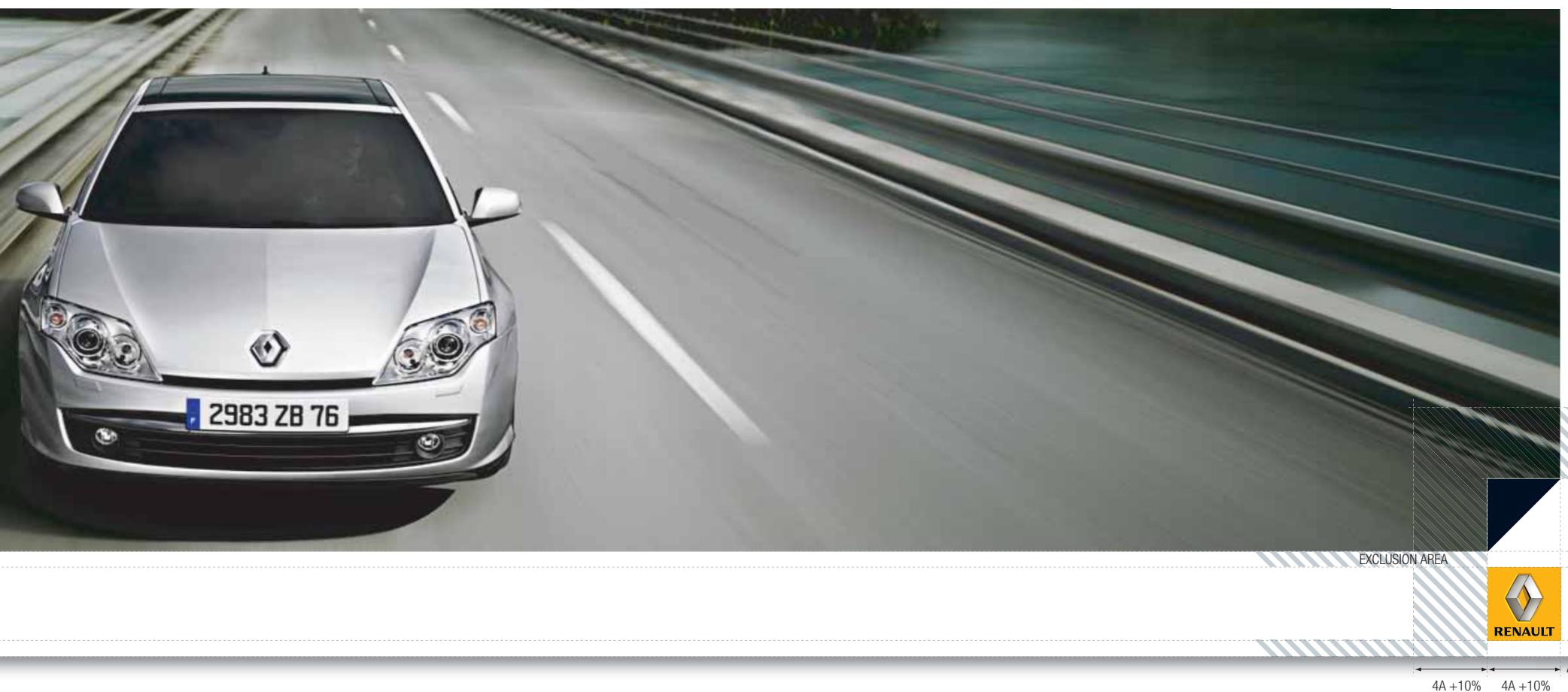
* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



GENERAL RULE FOR SPECIAL EXTRA-WIDE FORMATS

When the **width of the format is more than twice its height**, the size of the logotype is **increased by 10%** and the body of the **text by around 30%** in relation to the 4 x 3 standards.





DESIGN OF THE SINGLE PAGE FORMAT WITH TAGLINE + PACKSHOT + BODY COPY

230 x 300mm format

White border = A + 5mm printing safety margin.

TAGLINE ①:

- Helvetica Neue Black Condensed
- Body 18 pt* & 12 pt in capitals*, colour black or white

WEB ADDRESS ②:

- Helvetica Neue Black Condensed
- Body 6.5 pt* in lower case*, colour grey Pantone 424C or equivalent

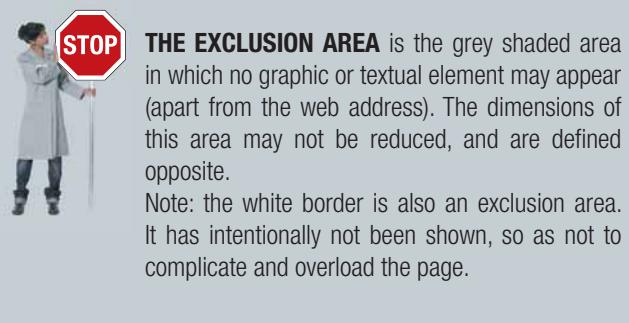
BLACK BODY COPY TEXT ③:

- Helvetica Neue Black Condensed
- Body 12 pt* in capitals*, colour black

GREY BODY COPY TEXT ④:

- Helvetica Neue Bold Condensed
- Body 7.5 pt* in lower case*, colour grey Pantone 422C, 242C or equivalent

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



DESIGN OF THE SINGLE PAGE FORMAT WITH TAGLINE + PACKSHOT + BODY COPY + OVERPRINTING OF DEALERSHIP DETAILS

230 x 300mm format

White border = A + 5mm printing safety margin.

TAGLINE ① WEB ADDRESS ② BLACK BODY COPY

TEXT ③ GREY BODY COPY TEXT ④:

- As on page 31.

OVERPRINTING OF DEALERSHIP DETAILS ⑤:

- Helvetica Neue Black Condensed & Helvetica Neue Light Condensed
- Body 12 pt* in capitals*, colour black or white

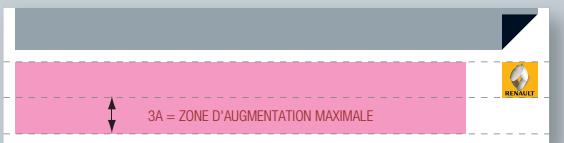
* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



PRINCIPLE OF MOVING BLOCK LOGO (TAB + RENAULT LOGOTYPE) ACROSS HEIGHT OF PAGE

Depending on the importance of the information conveyed, the body copy area may vary in height up to a maximum of 3A.

For this reason, the block logo (logotype + tab) may be moved up the page without its elements ever being separated. This configuration should be only ever be used where strictly necessary.



DESIGN OF THE SINGLE PAGE FORMAT WITH TAGLINE + PACKSHOT + BODY COPY + LEGAL INFORMATION

Example of an increase of 1A in the body copy area.

TAGLINE ① WEB ADDRESS ② BLACK BODY COPY

TEXT ③ GREY BODY COPY TEXT ④:

- As on previous page.

LEGAL INFORMATION ⑤:

- Helvetica Neue Bold Condensed & Helvetica Neue Light Condensed
- Body 5.5 pt* in lower case*, colour black

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.

DO NOT EXCEED THE MAXIMUM CONFIGURATION

The body copy area may be increased in size and at most doubled for a more elegant page layout. Other solutions may be envisaged however: such as including less text, reducing the size of the typeface for the body text, etc.



DESIGN OF THE DOUBLE PAGE FORMAT WITH TAGLINE + PACKSHOT + BODY COPY

460 x 300mm format
Safety zone: 10mm

TAGLINE ①

WEB ADDRESS ②

BLACK BODY
COPY TEXT ③

GREY BODY
COPY TEXT ④



03

DIRECT MARKETING

Mailshots
Envelopes



MAILSHOT FORMAT 210 X 297MM

PRINTED AREA

TAGLINES ① & ②:

- Helvetica Neue Bold Condensed
- Body 12 pt* & 8 pt* in capitals*

TITLES ③ & ④:

- Helvetica Neue Bold Condensed
- Body 15 pt* & 10 pt* in capitals*

Use of touches of the Product colour in the texts.

OVERPRINTING AREA

Helvetica Neue Condensed typeface used Regular or Arial Regular by default (if overprinted on office printer).

TEXT ⑤:

- Body 10 pt* in lower case*

DEALERSHIP ADDRESS ⑥:

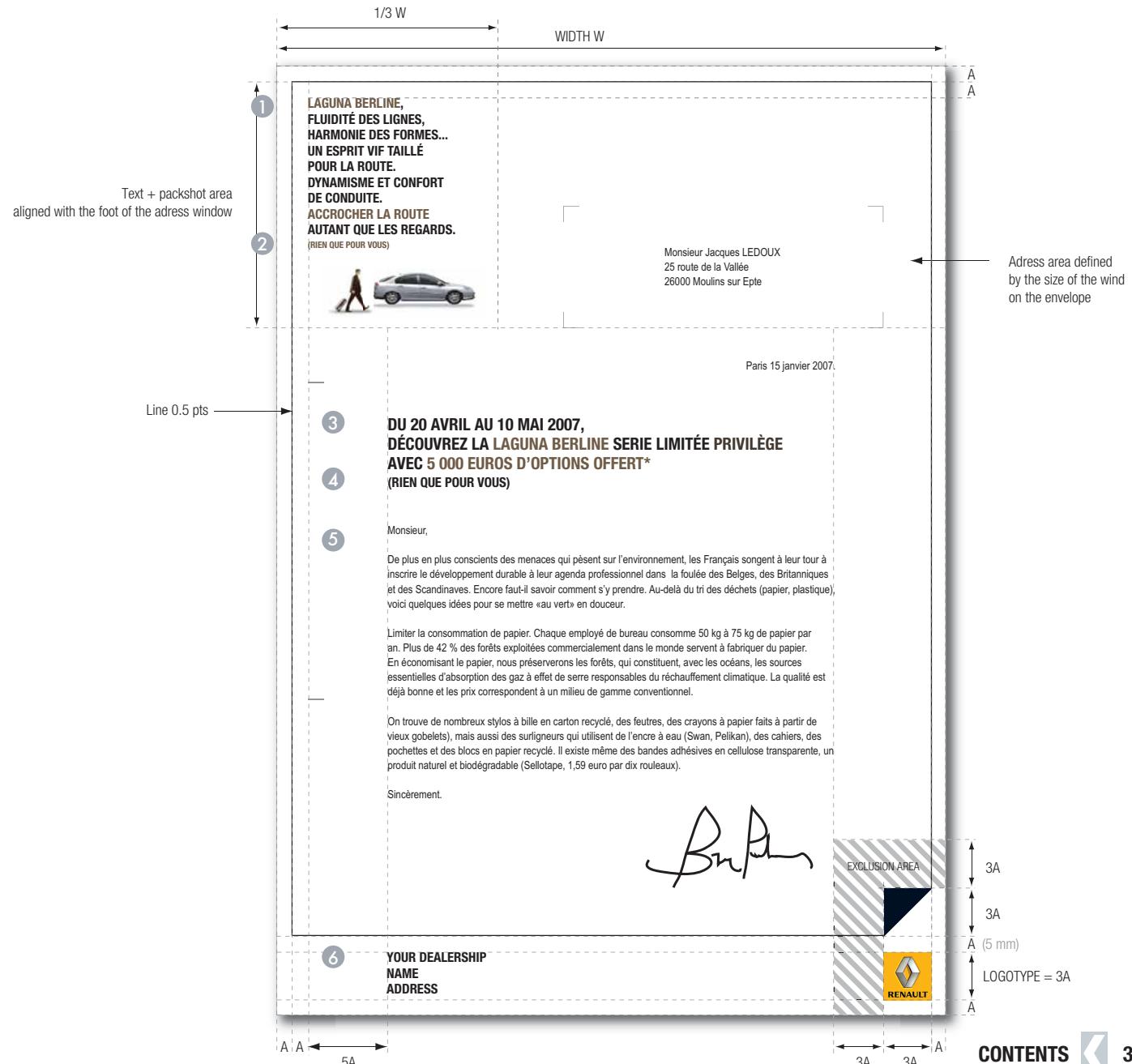
- Body 12 pt* in capitals*

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



IMPORTANT

If there are several addresses to be included, the whole block logo must be moved upwards (see principle governing movement of block logo on page 29).



ENVELOPES

Specially-designed envelope

229 X 162MM FORMAT

TYPEFACES USED

SENDER ①:

- Helvetica Neue Bold Condensed
- Body 12 pt* in capitals*

ADDRESS ②:

- Helvetica Neue Bold Condensed
- Body 8 pt* in capitals*

TITLE ③:

- Helvetica Neue Bold Condensed
- Body 54 pt* in capitals*, colour white and “product” colour (shade 50%)

TAGLINE & SUB-TAGLINE ④ & ⑤:

- Helvetica Neue Bold Condensed
- Body 12 pt* & 7 pt* in capitals*

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



ENVELOPES

Design of envelope for overprinting based on advertising stock

229 X 162MM FORMAT

TYPEFACES USED

SENDER ①:

- Helvetica Neue Bold Condensed
- Body 12 pt* in capitals*

ADDRESS ②:

- Helvetica Neue Bold Condensed
- Body 8 pt* in capitals*

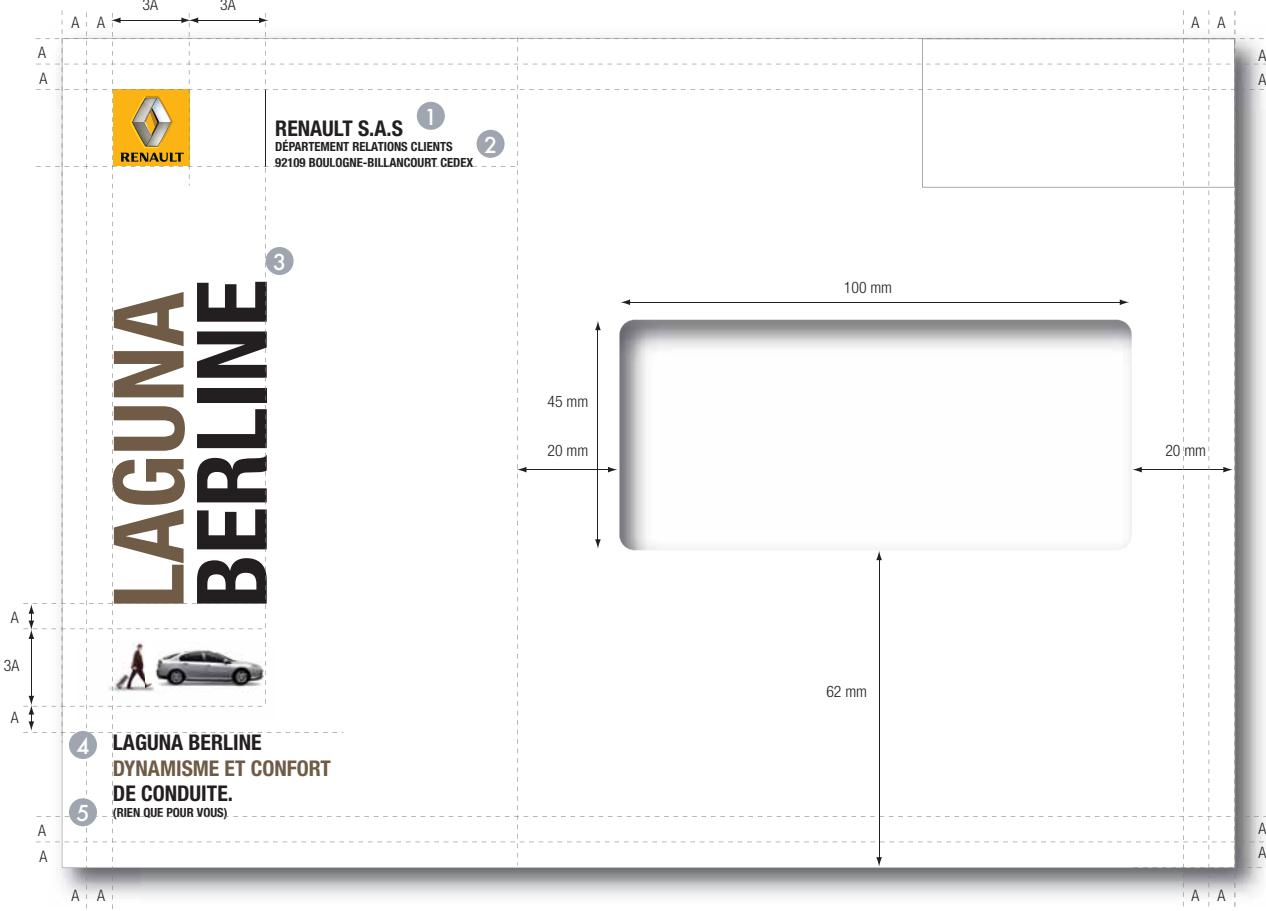
TITLE ③:

- Helvetica Neue Bold Condensed
- Body 54 pt* in capitals*, colour white and "product" colour

TAGLINE & SUB-TAGLINE ④ & ⑤:

- Helvetica Neue Bold Condensed
- Body 12 pt* & 7 pt* in capitals*

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



INFORMATION

A 5mm printing safety margin is required to meet technical constraints related to printing (10mm grip area for printing).

04

PUBLISHING

Presentation

Creation of a cover with a double block

Inner pages of brochures

Creation of a rear cover

Creation of posters, kakemonos leaflets with a single block

Magazine covers

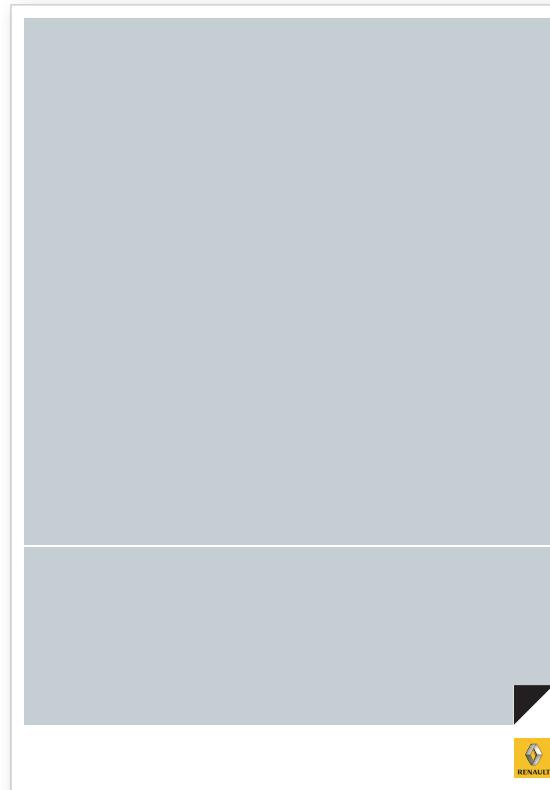


Depending on the media and format, the design of front covers may vary.

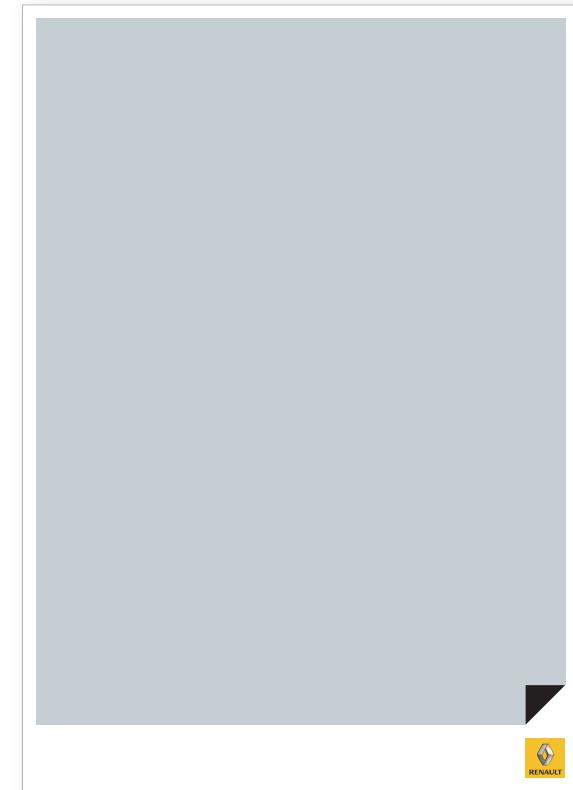
Double-sided documents use a cover design with a structure consisting of two blocks. The design standards for this page layout are presented on the following pages.

Single-sided documents use a single block structure (see p50). This principle also applies to double-sided documents if it is not possible to observe the exclusion area around the “block logo” given the format of the document (usually smaller than A5 format).

This layout applies to front covers, front sides of flyers, postcards, posters, etc.



DOUBLE BLOCK FOR TEXT / IMAGE



SINGLE BLOCK FOR TEXT / IMAGE



INFORMATION

Care must be taken to comply with the core graphic elements set out in chapter 1 (typeface, block logo, white border).

DESIGN OF A COVER WITH A DOUBLE BLOCK

Proportions of block depending on format

WHEN SHOULD THE DOUBLE BLOCK BE USED?

This layout is to be preferred whenever the printed document has a reverse side or inner pages (brochure).

PROPORTIONS

2/3 - 1/3:

This ratio is used for landscape (or square) formats.

3/4 - 1/4:

This ratio is used for portrait formats.

Space or white line between the two blocks:

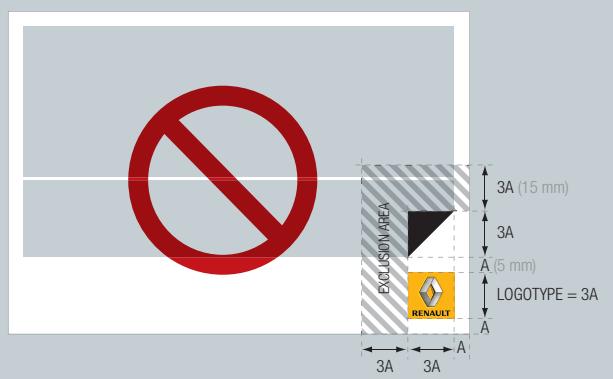
1/5 of A.



INFORMATION

No double text / image block when the height of the lower block is less than the height of the block logo exclusion area.

In this case, the single block design should be used (see page 50).



DESIGN OF A COVER WITH A DOUBLE BLOCK

Text / image / colour combinations

SOLUTIONS USING TEXT / IMAGE / SOLID COLOUR COMBINATIONS

The different solutions for filling the two blocks allow various combinations of images, texts and solid colours to be used to enhance brand messages.

1

- Upper block: vertical or horizontal text + packshot image + colour associated with the vehicle (either white or corporate colours).
- Lower block: solid black only (neither image nor text).

2

- Upper block: image only (no text).
- Lower block: solid colour (colour associated with the vehicle or company colours) + text.

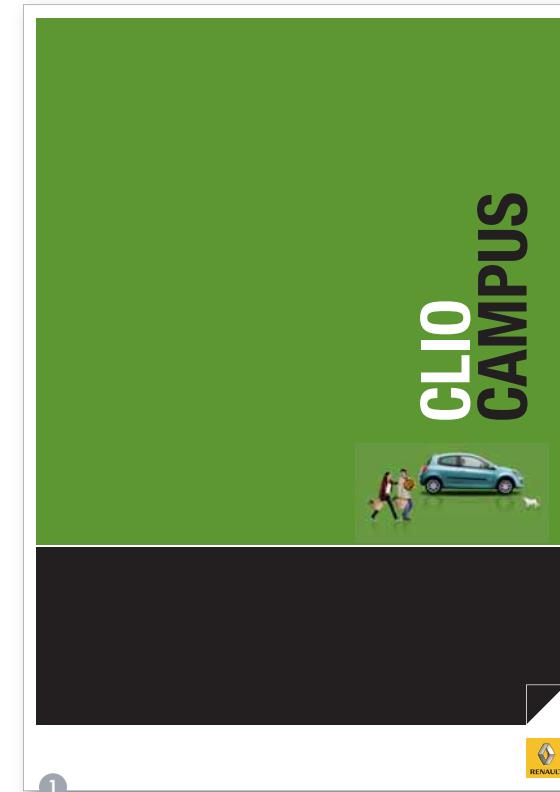
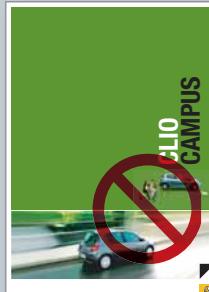
3

- Upper block: vertical or horizontal text + colour associated with the vehicle (either white or corporate colours).
- Lower block: image only (no text).

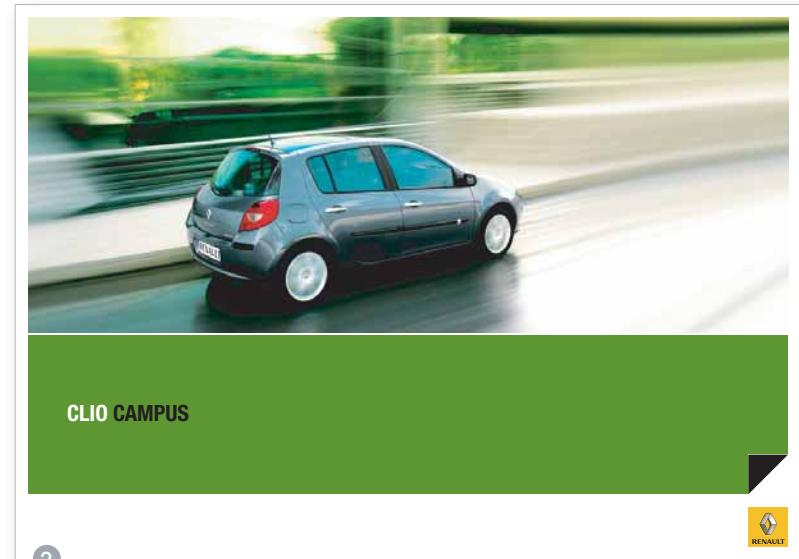


RESTRICTIONS

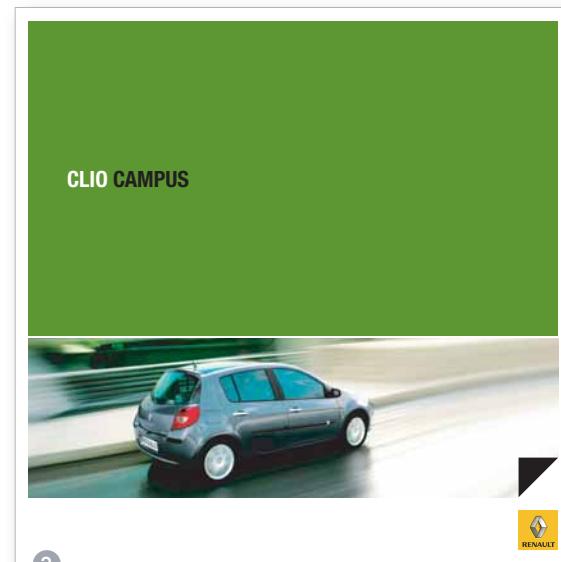
Never use packshots and images together.



COVER PACKSHOT



DOMINATING IMAGE



SMALLER IMAGE IN PANORAMIC VIEW

DESIGN OF A COVER WITH A DOUBLE BLOCK

Front cover of a sales brochure

Example of a sales brochure cover in 23 x 23cm format.

TYPEFACES USED

TAGLINE ①:

- Helvetica Neue Bold Condensed
- Body 25 pt* in capitals*, colour black and white

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.

This design also applies to CD-Rom covers. The size of the typeface is then adjusted to the format.



CAUTION

For brochures, the proportions of the 3mm white border are increased to meet printing-related technical restrictions.



DESIGN OF A COVER WITH A DOUBLE BLOCK

Front cover of a sales brochure in portrait format

Example of a sales brochure front cover in A4 format (210 x 297mm).

TYPEFACES USED

TAGLINE ①:

- Helvetica Neue Bold Condensed
- Body 25 pt* in capitals*, colour black and white

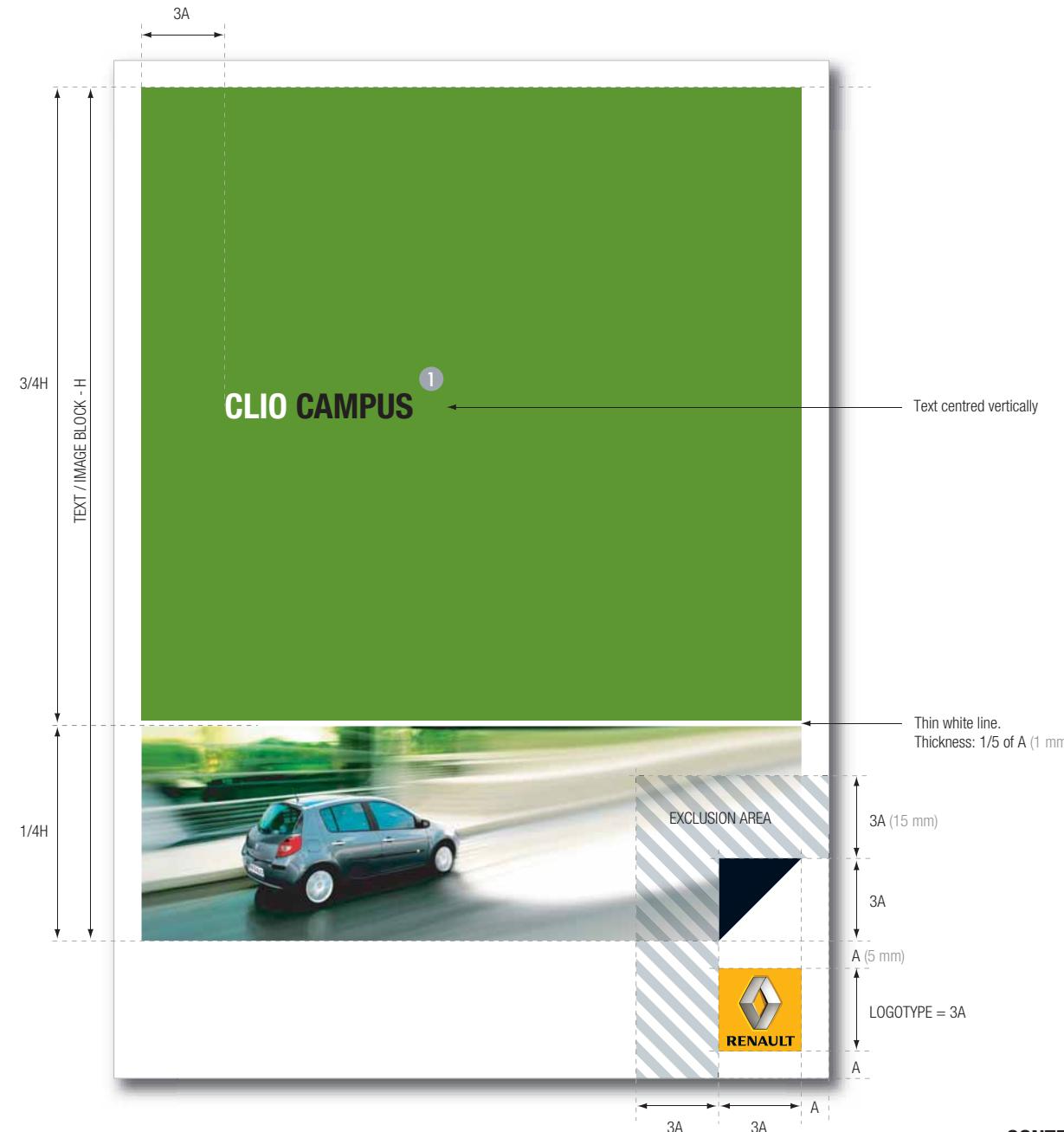
* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.

This example applies to brochure covers or leaflets (including DVD case inserts) from A5 to A4 format. The size of the typeface is then adjusted to the format.



REMINDER

If the tab is located in a dark-coloured area, it will be outlined in white to make it more easily visible. Proportions: for a tab of 15mm (standard publishing size), the line will be 1pt thick. If the tab is larger, the thickness of the line will increase proportionally.



DESIGN OF A COVER WITH A DOUBLE BLOCK

Front cover of a sales brochure in landscape format

Example of a sales brochure front cover in landscape A4 format (210 x 297mm).

TYPEFACES USED

TAGLINE ①:

- Helvetica Neue Bold Condensed
- Body 25 pt* in capitals*, colour black and white

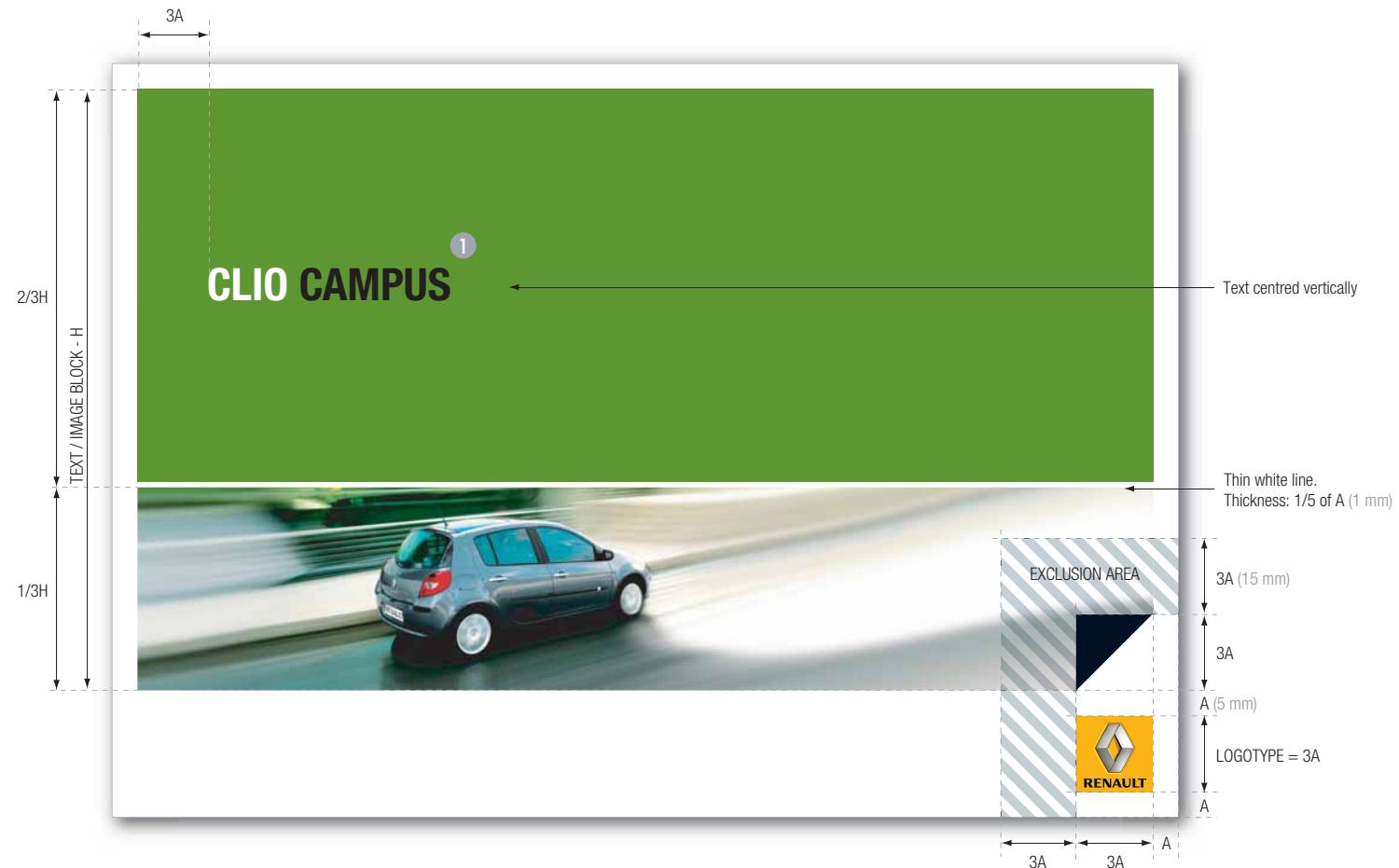
* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.

This example applies to brochure or leaflet covers from A5 to A4 format. The size of the typeface is then adjusted to the format.



INFORMATION

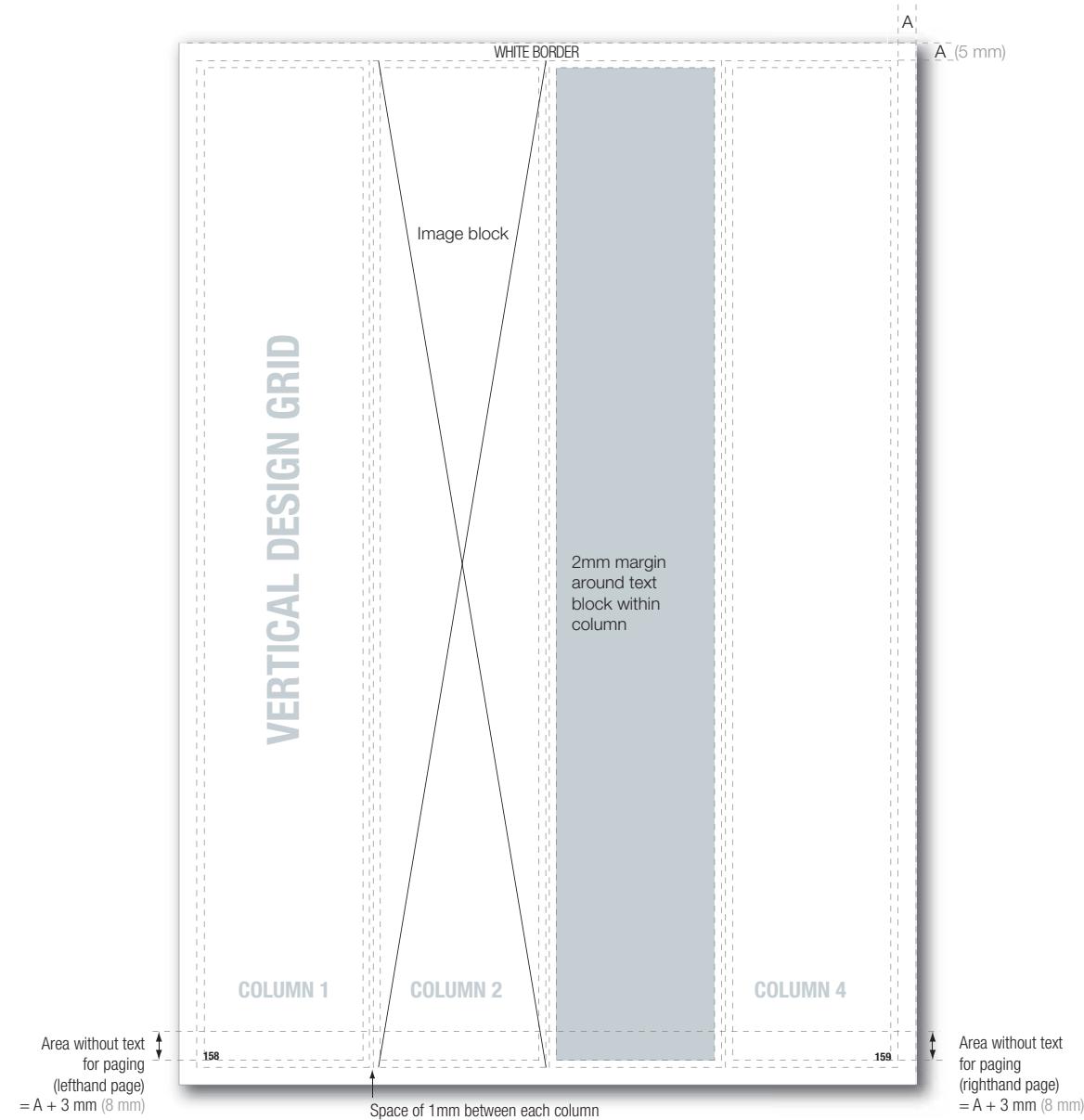
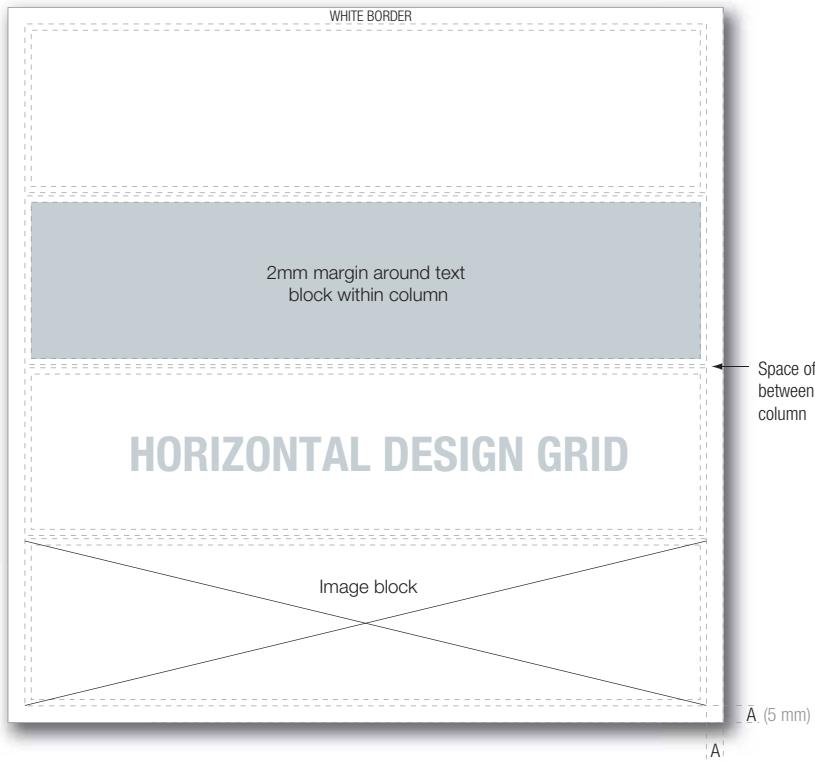
To define the size of the logotype according to your format, please refer to the table on page 12.



The page is separated into four equal parts to form four columns. These columns may be horizontal or vertical. The layout is set out on this grid. The columns may contain text, solid blocks of colour (with or without text), images, etc.

Each column is separated by **a space of 1mm**.

The selected configuration (horizontal or vertical) shall be used on all the pages of the brochure.



INNER PAGES OF BROCHURES

The white border

On **every page**, use a white border of the same thickness as the one on the cover.

It is generally 1/3 of the size of the Renault logotype present on the front cover.

WHITE BORDER

RENAULT INNOVE

POUR OFFRIR À SES CLIENTS
LE MEILLEUR DE L'AUTOMOBILE.

RENAULT CONTRAT 2009 / LES 3 ENGAGEMENTS

01 LA FUTURE LAGUNA, LANCÉE EN 2007, SERA CLASSÉE PARMI LES TROIS MEILLEURES DE SON SEGMENT EN QUALITÉ DE PRODUIT DE SERVICES.

02 UNE MARGE OPÉRATIONNELLE DE 6% EN 2009.

03 UNE CROISSANCE DES VENTES DE 80 000 VÉHICULES ENTRE 2007 ET 2009.

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WHITE BORDER

QUALITÉ PREMIUM
(NOUS PENSONS À VOUS)

We're smitten with the elegant single-line of Agata Jaworski's Ryerson chair. Agata Jaworski, Jaworski's Ryerson chair.

Touchez les matières nobles, installez-vous, fluidité des lignes, harmonie des formes, un design raffiné et dynamique.

Accrochez la route autant que les regards, nouvelle pour ceux et celles qui exigent la perfection. We're smitten with the elegant single-line of agata jaworski's ryerson chair. Agata jaworski, still a student at ryerson department of interior design.

158

SQUARE FORMAT (SALES BROCHURE)

Space of 1mm
between
each column



REMINDER

The proportions of the white border may vary slightly due to printing restrictions (see page 17).

EXAMPLE

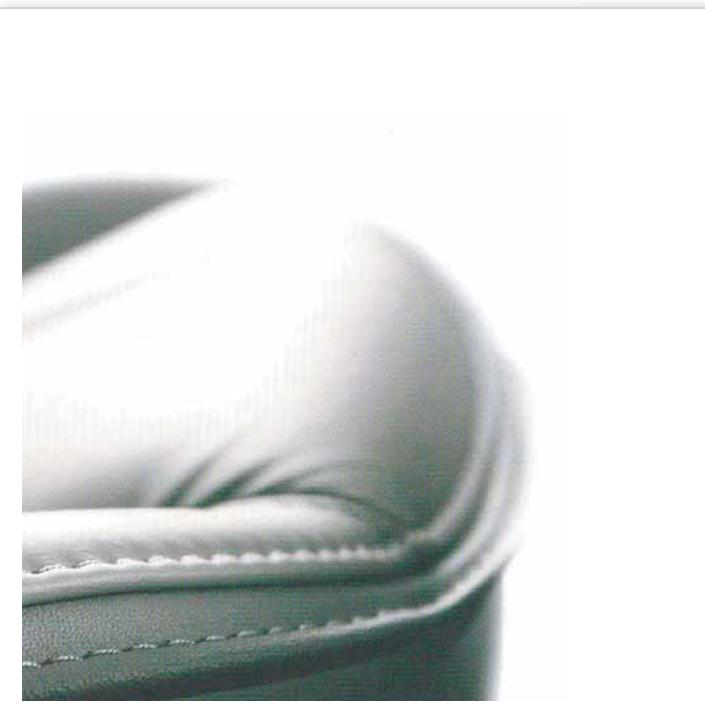
For a brochure of more than eight pages, the white border must be at least 8mm thick (i.e. 5mm + 3mm printing safety margin).

ALTERNATE MORE COMPLEX PAGES WITH SIMPLER ONES

For greater elegance, allow the layout to “breathe” by alternating simple pages (a full page photograph, not forgetting the white border or a single text, a tagline, etc.) with more complex ones (more text, various captions, several photographs, etc.).

LIGHTEN THE PAGE LAYOUT

Feel free to lighten up your page layout by leaving plenty of “white space”.



LAGUNA BERLINE
TOUCHEZ LES MATIÈRES
NOBLES, INSTALLEZ-VOUS,
FLUIDITÉ DES LIGNES,
HARMONIE DES FORMES
UN DESIGN RAFFINÉ
ET DYNAMIQUE.
ACCROCHER LA ROUTE
AUTANT QUE LES REGARDS.
NOUVELLE POUR CEUX
ET CELLES QUI EXIGENT
LA PERFECTION.



We're smitten with the elegant single-line of Agata Jaworski's Ryerson chair. Agata Jaworski, still a student at Ryerson department of interior design.

INNER PAGES OF BROCHURES

The text

THE TEXT

A single typeface: The “**Helvetica Neue Condensed**” font.

Text is always in black (restrictions on overprinting) unless the first line of the title is a name which is invariable for all countries (e.g.: no translation for Laguna). In this case, it can be typeset in the colour allocated to the model.

Typeface sizes should be adjusted according to the format of the brochure and the space taken up by the text. To keep a good balance, only four different typeface sizes should be used. These may be used throughout the brochure:

- ① Title
- ② Sub-heading
- ③ Text body
- ④ Caption



DO NOT OVERMIX BOLD STYLES

Favour a minimum of two bold styles (preferably distinct styles like Bold and Light) all through the text layout. Too many different bold styles will simply complicate things and not make it any easier for the reader!

The “bold” typeface weight is to be preferred.

1 LAGUNA BERLINE
FLUIDITÉ DES LIGNES,
HARMONIE DES FORMES
UN DESIGN RAFFINÉ
ET DYNAMIQUE.
ACCROCHER LA ROUTE
AUTANT QUE LES REGARDS.
NOUVELLE POUR CEUX
ET CELLES QUI EXIGENT
LA PERFECTION.

(LAISSEZ VOUS GUIDER !)

2
3
QUALITÉ PREMIUM
(NOUS PENSONS À VOUS)

4
We're smitten with the elegant single-line
of Agata Jaworski's Ryerson chair.
Agata Jaworski, Jaworski's Ryerson chair.



3
Touchez les matières nobles,
installez-vous, fluidité des lignes,
harmonie des formes un design
raffiné et dynamique.

4
Accrocher la route autant que les
regards. nouvelle pour ceux et
celles qui exigent la perfection.

We're smitten with the elegant
single-line of agata jaworski's
ryerson chair. Agata jaworski, still
a student at ryerson department of
interior design.

INNER PAGES OF BROCHURES

Colours

COLOURS

The colours used in the inner pages must maintain a certain degree of consistency. They will be chosen from a palette of colours based on the associated images (e.g. opposite: the solid beige is the same shade as the adjacent image).

Essentially, the colours are as follows:

- Natural light tones (beige, tinted greys, etc) which allow optimum readability of the black text (restrictions on overprinting).
 - The colour allocated to the model in the case of a “product” communication.
 - Corporate colours for a “corporate” communication.

LE 9 MAI A LIEU UN BILAN QUALITÉ POUR ANALYSER LES TRAJECTOIRES PPM.

LE PLAN RENAULT CONTRAT 2009
A POUR AMBITION DE POSITIONNER
DURABLEMENT RENAULT
COMME LE CONSTRUCTEUR
AUTOMOBILE GÉNÉRALISTE
EUROPEEN LE PLUS RENTABLE.
IL S'APPUI SUR 3 ENGAGEMENTS
MAJEURS.

QUALITÉ

TOUS LES MOTEURS K9K SONT
FABRIQUÉS SANS CHROME 6
DEPUIS LE 10 MAI.

Le 9 mai a lieu à Douai un bilan Qualité pour analyser les trajectoires PPM. L'usine sera pilote sur le déploiement des MQA fournisseurs avec l'intégration des modes de défaillance logistique.

SÉCURITÉ

TOUS LES MOTEURS K9K SONT
FABRIQUÉS SANS CHROME 6
DEPUIS LE 10 MAI.

Le 9 mai a lieu à Douai un bilan Qualité pour analyser les trajectoires PPM. L'usine sera pilote sur le déploiement des MQA avec l'intégration logistique.

Le responsable Sof a participé à la réunion Tasj Force Bruts, avec la DODA et la DA, à Rueil. Jacques Lejamtel / Assurance Qualité Projet X91 DFM, a permis de monter sur le terrain un bon niveau de maîtrise de la Qualité.

REPÈRES KEY FIGURES

6 000

salariés
workforce

470 000

record annuel de production
record annual production output

2

véhicules/ minute
vehicles/ minute

1 500

embauché entre 2000 et 2005
staff recruited from 2000 to 2005

150 000

heures de formations
hours of training

ENVIRONNEMENT

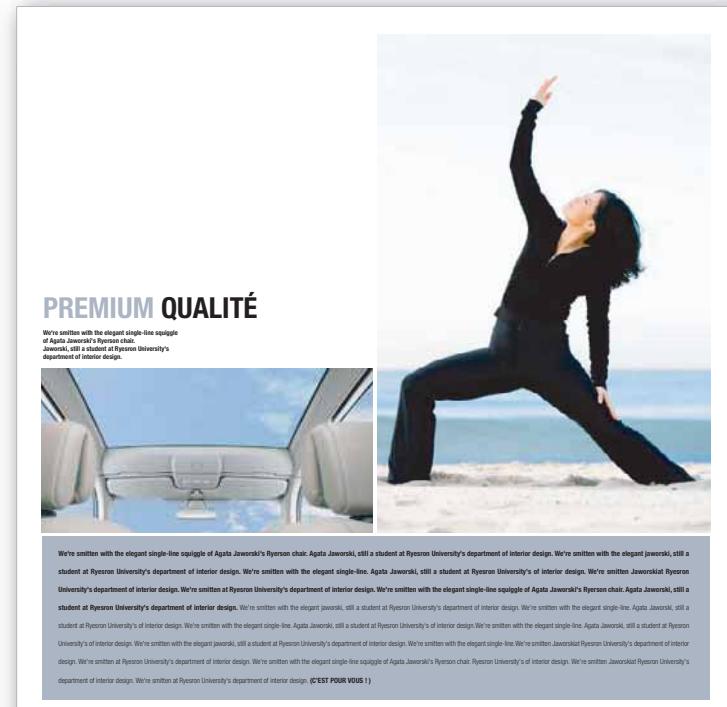
TOUS LES MOTEURS K9K SONT
FABRIQUÉS SANS CHROME 6
DEPUIS LE 10 MAI.

Le 9 mai a lieu à Douai un bilan Qualité pour analyser les trajectoires PPM. L'usine sera pilote sur le déploiement des MQA fournisseurs avec l'intégration des modes de défaillance logistique. Le responsable Sof a participé à la réunion Tasj Force Bruts, avec la DODA et la DA, à Rueil. Jacques Lejamtel / Assurance Qualité Projet X91 DFM, a permis de monter sur le terrain un bon niveau de maîtrise de la Qualité.

Le responsable Sof a participé à la réunion Tasj Force Bruts, avec la DODA et la DA, à Rueil. Jacques Lejamtel / Assurance Qualité Projet X91 DFM, a permis de monter sur le terrain un bon niveau de maîtrise de la Qualité.

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A4 FORMAT (EXAMPLE OF 'CORPORATE' PAGE)



SQUARE FORMAT (SALES BROCHURE)

CREATION OF A REAR COVER

Packshot version

WHEN SHOULD IT BE USED?

For “product” communications, and where a packshot is available, rear covers should be designed as follows.

The packshot must be centred across both the height and width of the page. The vehicle alone takes up 1/4 of the width of the page, and the characters may be placed outside this area.

TITLE ①:

- Helvetica Neue Bold Condensed
- Body: 25 pt* in capitals*, colour black and «product» colour

LEGAL INFORMATION ②:

- Helvetica Neue Bold Condensed
- Body: 6.5 pt* in lower case*, colour black

ISSUER INFORMATION ③:

- Helvetica Neue Light Condensed
- Body: 4.5 pt* in capitals*, colour black

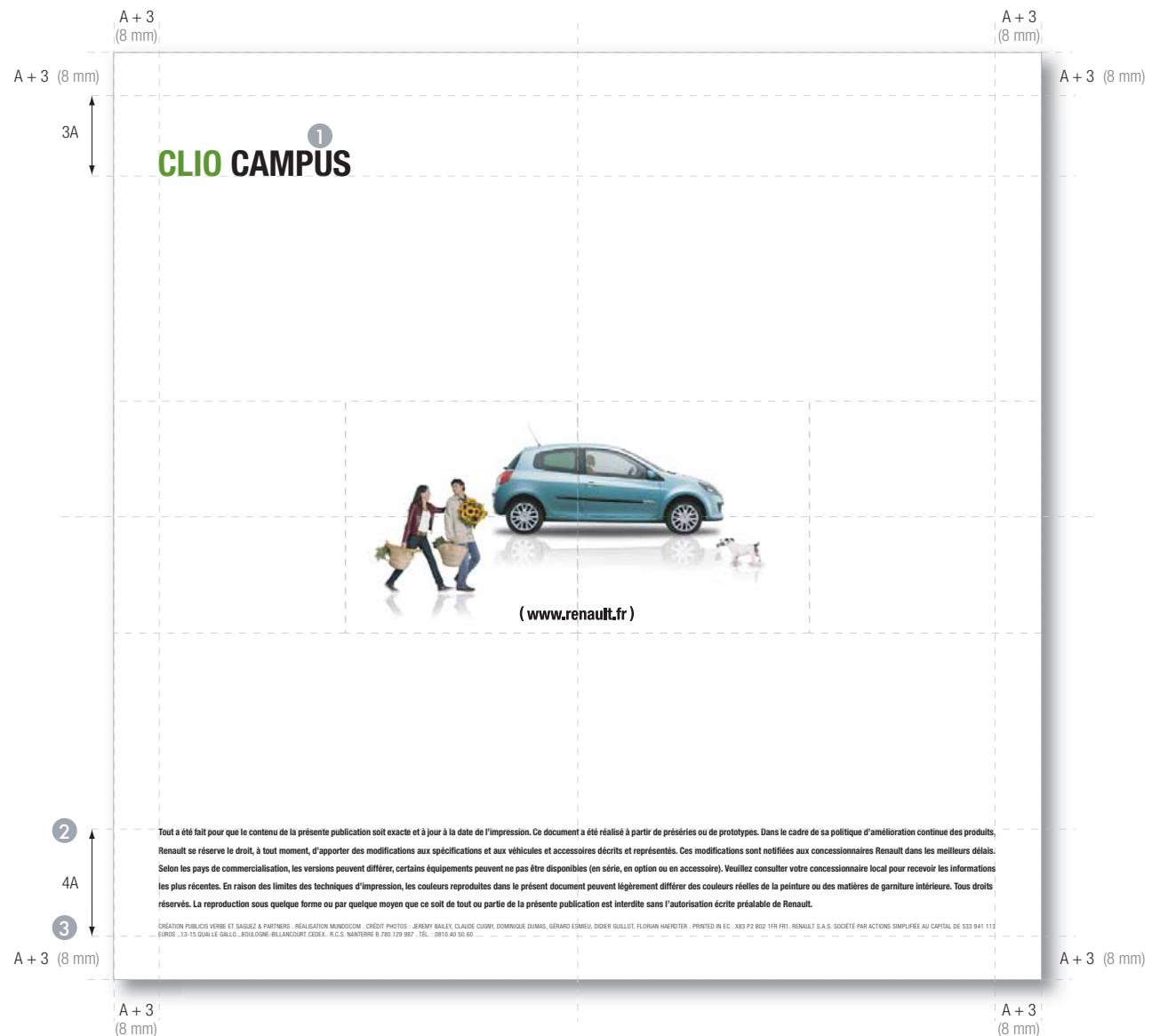
* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



FOR YOUR INFORMATION

A source file where the web address can be entered is available from the Visual Image department.

Packshots can be downloaded from the Single Images Database (Photonet): photonet.intra.renault.fr.



CREATION OF A REAR COVER

Double block version

WHEN SHOULD IT BE USED?

- If the packshot has already been used on the front cover
- If there are no packshots
- For Corporate communications

TYPEFACES USED

LEGAL INFORMATION ①:

- Helvetica Neue Bold Condensed
- Body: 6.5 pt* in lower case*, colour black

ISSUER INFORMATION ②:

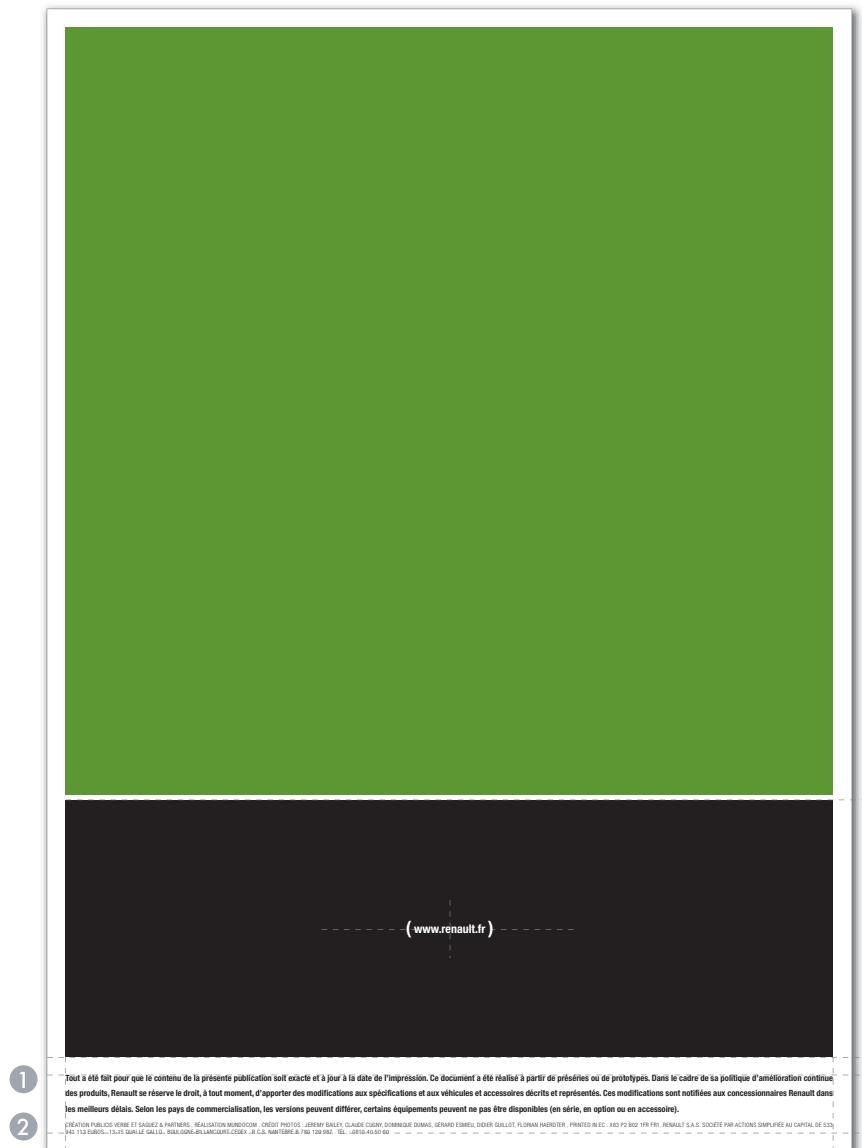
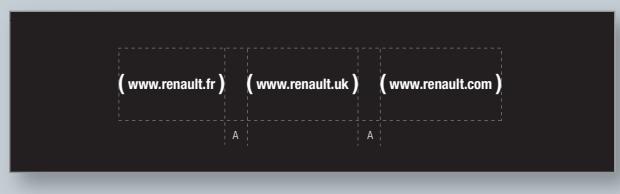
- Helvetica Neue Light Condensed
- Body: 4.5 pt* in capitals*, colour black

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



FOR YOUR INFORMATION

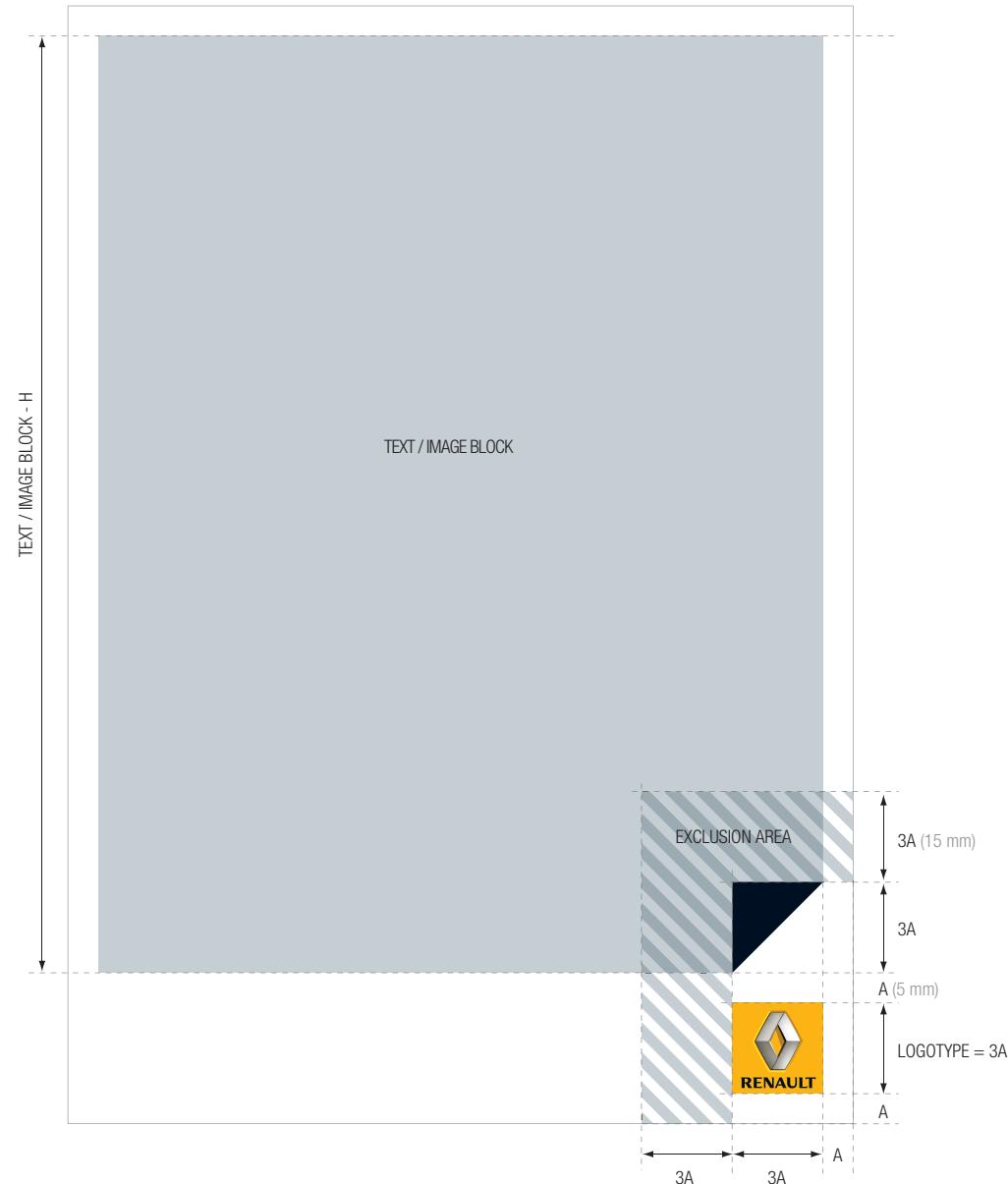
If several internet sites need to be shown, each address should be separated by a space equivalent to A. The address block, constructed in this way, should be centred across both the height and the width of the block. Readability is adversely affected if more than three address are included.



WHEN SHOULD THE SINGLE BLOCK BE USED?

The single text/image block should be used in the following two cases:

- For a single-sided sheet = if the document produced is printed on one side only (poster, kakemono, flyer).
- If the safety margin around the block logo rules out the possibility of using a double block given the format of the document (e.g. invitation, postcard).



SINGLE BLOCK DESIGN FOR POSTERS, KAKEMONOS AND LEAFLETS

Text / image / colour combinations

SOLUTIONS USING TEXT / IMAGE / SOLID COLOUR COMBINATIONS

The two possible solutions for filling the block are shown opposite.

1

Solid colour ("product" colour, corporate colour or white)

+ Vertical or horizontal text

+ Packshot image.

2

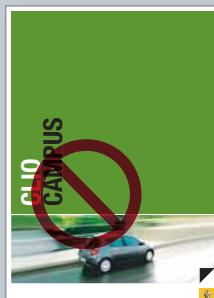
Full-frame image

+ Vertical or horizontal text.

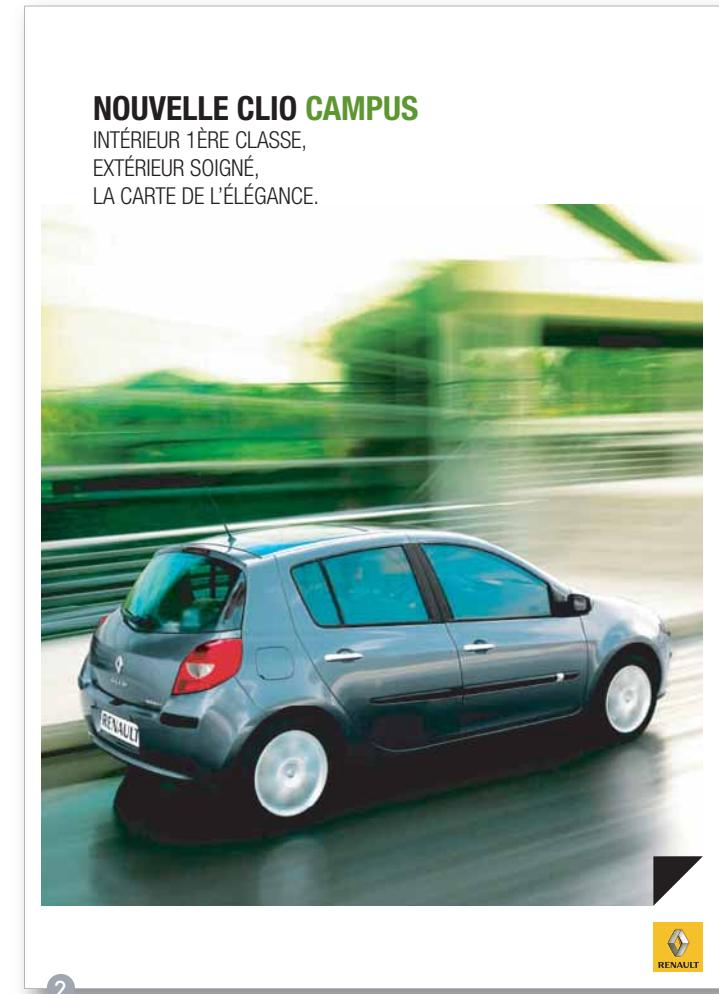


PROHIBITED

Double block not to be used for posters (single-sided only).



1



2

SINGLE BLOCK DESIGN FOR POSTERS, KAKEMONOS AND LEAFLETS

Kakemonos

200 X 80CM KAKEMONO FORMAT

TITLE ①:

- Helvetica Neue Bold Condensed
- Body 500 pt* in capitals*, colour black and white blanc

TAGLINE & SUB-TAGLINE ②:

- Helvetica Neue Light Condensed & Bold Condensed
- Body 120 pt* in capitals*, colour black and white

TEXT ③:

- Helvetica Neue Light Condensed & Bold Condensed
- Body 60 pt* in capitals*, colour black or white

240 X 80CM KAKEMONO FORMAT

TITLE ④:

- Helvetica Neue Bold Condensed
- Body 600 pt* in capitals*, colour black and "product" colour

TAGLINE ⑤:

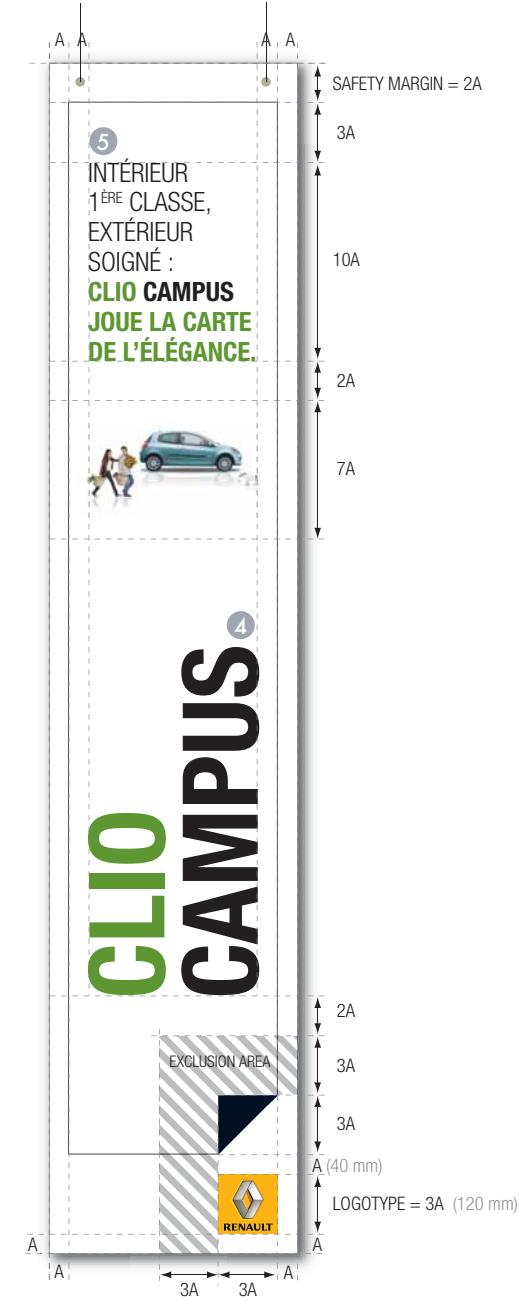
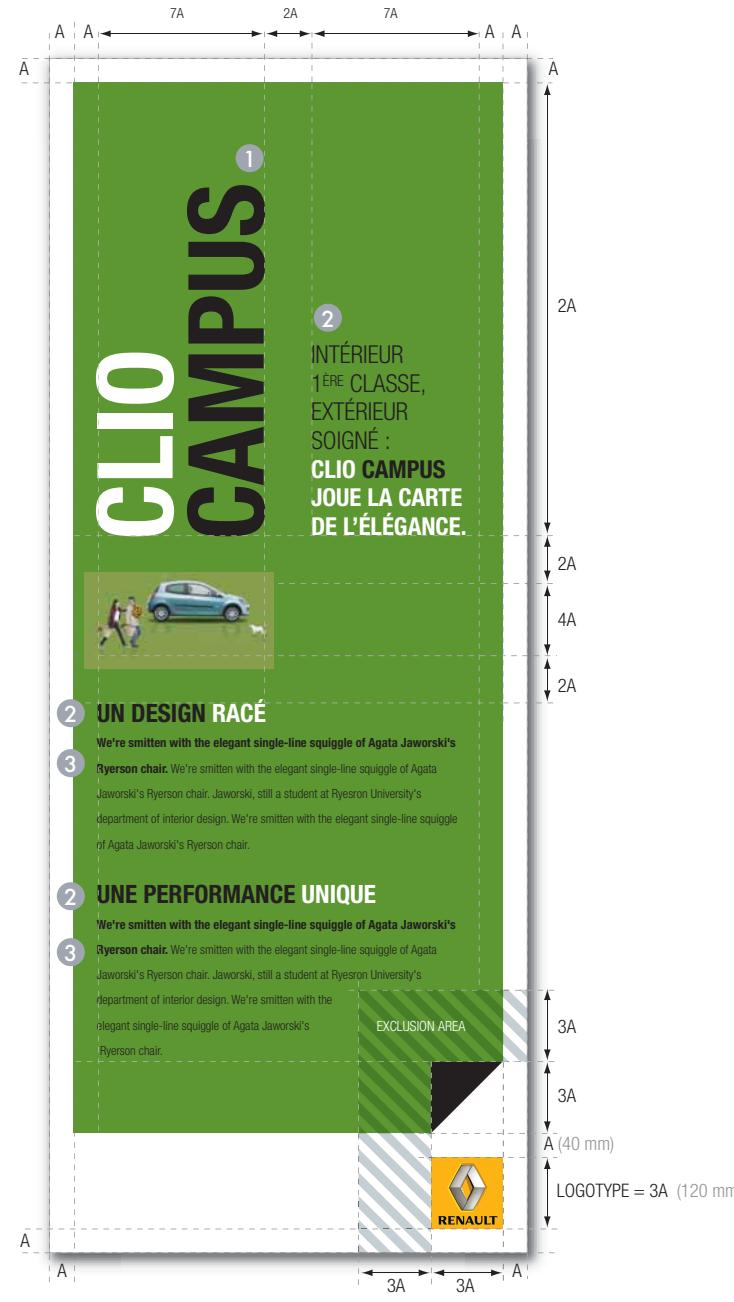
- Helvetica Neue Bold Condensed & Light Condensed
- Body 152 pt* in capitals*, colour black and "product" colour

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



CAUTION

If the vehicle's allocated colour is not present in the background, it must be made visible by integrating touches of the colour into the text and / or images (see example shown of 240 x 50cm kakemono).



TYPEFACES USED

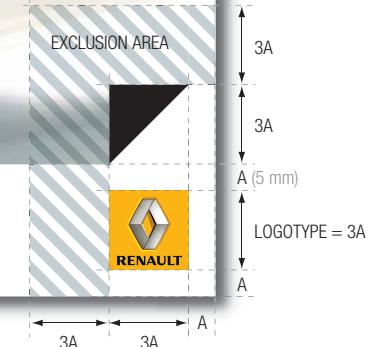
TITLE ①:

- Helvetica Neue Bold Condensed
- Body 89 pt* in capitals*, colour black or white

NEW CLIO CAMPUS

①

15 X 10.5cm POSTCARD



50 X 70CM POSTER



INFORMATION

To define the size of the logotype according to your format, please refer to the table on page 12.

SINGLE BLOC DESIGN FOR POSTERS, KAKEMONOS AND LEAFLETS

CD-Rom overlay

TYPEFACES USED

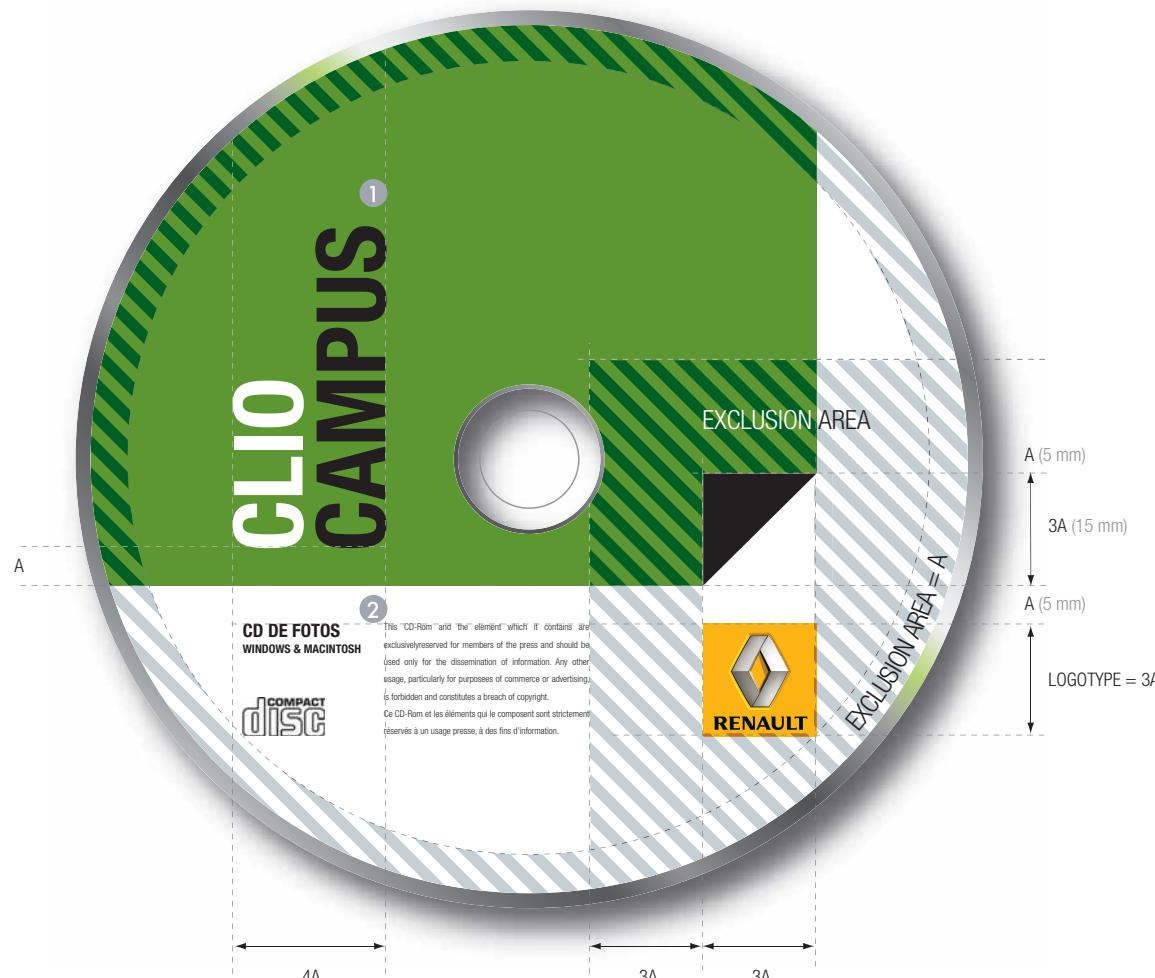
TITLE ①:

- Helvetica Neue Bold Condensed
- Body 36 pt* in capitals*, colour black and white

LEGAL INFORMATION ②:

- Helvetica Neue Light Condensed
- Body 3,5 pt* in capitals*, colour black

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



INFORMATION

To define the size of the logotype according to your format, please refer to the table on page 12.

MAGAZINE COVERS

Design

You may opt to create a distinctive header or to omit it, as you see fit.

Layout:

- The area within the white border is where you can give free reign to your expression.
- Give it a real “magazine” feel by placing the title at the top of the page, adding an imitation barcode form and a high issue number (for example), etc.

Typefaces used: Helvetica Neue Condensed (preferably in capital letters).

Authorized colours: The “corporate” colours (black, white, grey, yellow) or a colour which matches the cover image. As a general rule, use either black or white + a colour which matches the image.

Images: Use images of high-quality or which are graphically interesting to emphasize the quality of the brand and its products.



PROHIBITED

- Changing the layout of the headlines from one issue to another: only the colours may be changed. The title, chapters and information must remain the same (positioning, body of typeface, etc.).
- Putting several images on the same cover.
- Use of a typeface other than Helvetica Neue Condensed.
- Use of more than two colours for titles and headings.

① FRONT COVER WITH HEADER + IMAGE



② FRONT COVER WITH FULL-PAGE IMAGE



05

PRESS RELATIONS/EVENTS

Press kits

Press release

Invitations

Press conference

Sponsorship



PRESS KITS

Different press kit typefaces

"Product" and "Corporate" press kits may be printed in different ways depending on requirements and budgets:

- Press kit printed on both sides
- Press kit printed on one side only (limited budget)
- Unfolding three-sided press kit for communications about several products or themes.



INFORMATION

Source files for "Product" press kits are available from the Product Communications department (Strategy & Marketing). Source files for Corporate press kits are also available, from the Internal and Communications Media department (Corporate Communications).



PRESS KITS

Double-sided printing

EXTERIOR

The exterior (front and back covers) of the press kit is shown opposite.

The size of the spine should be adjusted according to the thickness of the content.

TITLE ①:

- Helvetica Neue Bold Condensed
- Body 72 pt* in capitals*

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.

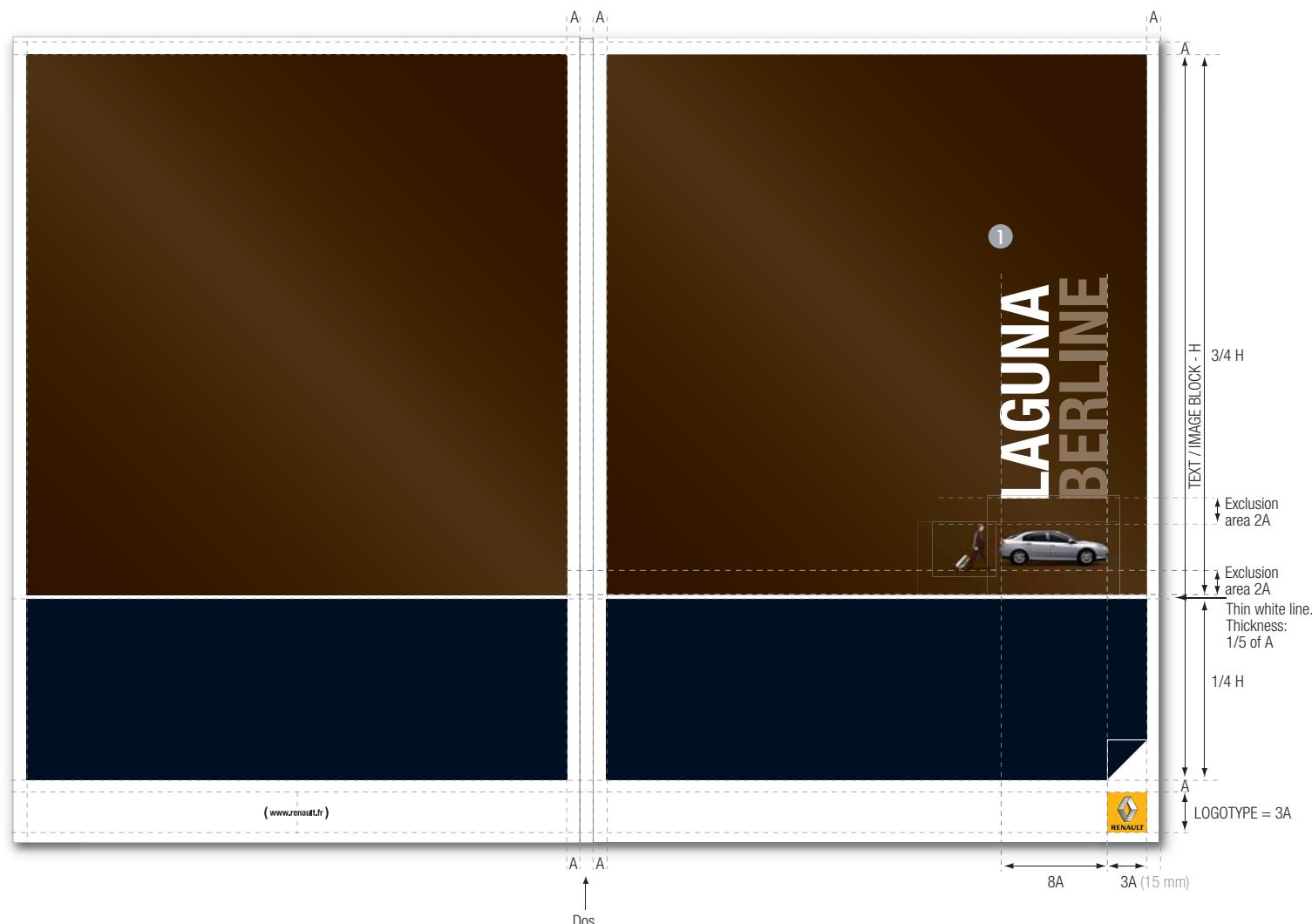


INFORMATION

When the tab is positioned on a dark block of solid colour, it must be surrounded by a white outline of 1pt in thickness.

The file containing the web address in brackets is available from the Visual Image department.

(www.renault.fr)



PRESS KITS

Double-sided printing

INTERIOR

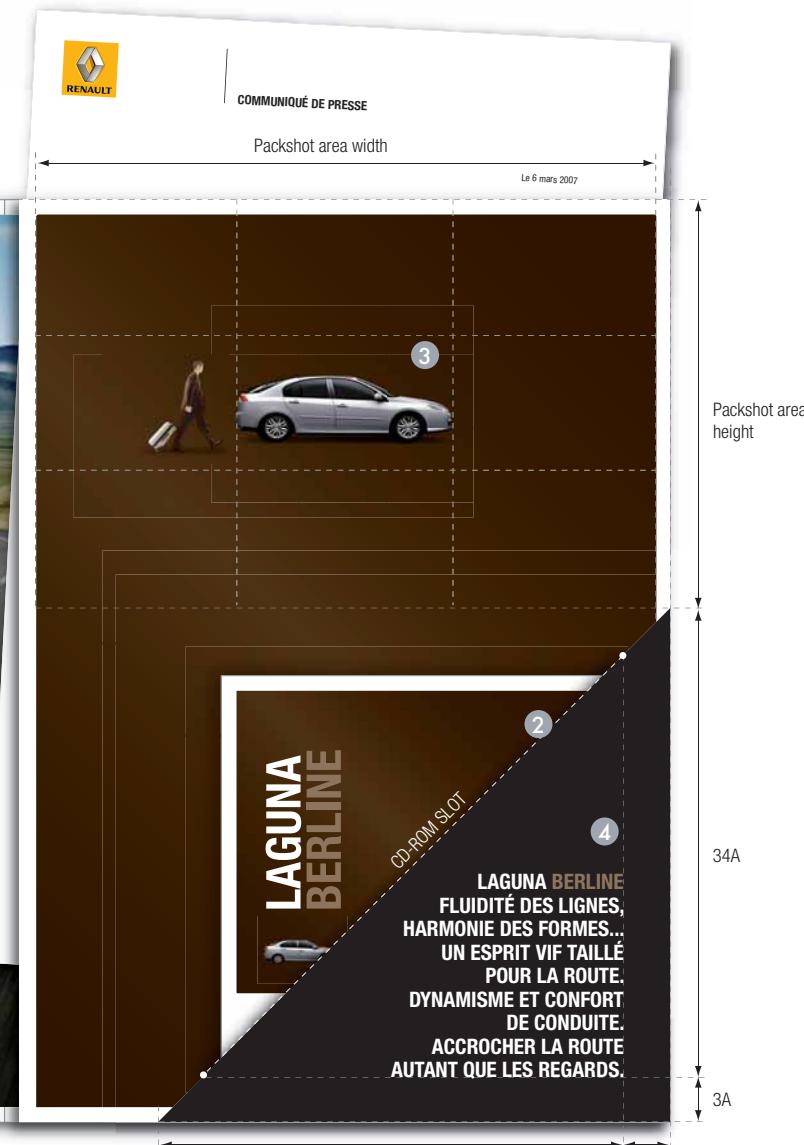
The interior of the press kit consists of an image ① which extends across the whole width of the format. The flap takes up the full height of the press kit and a slot ② is provided for insertion of a CD-Rom.

The packshot image is centred across the height and width of a third of the area ③.

FLAP TEXT ④

- Helvetica Neue Bold Condensed
- Body 20 pt* in capitals*
- Right-aligned

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



EXTERIOR

The exterior of the single-sided press kit will be identical to that of the double-sided kit (design described on page 58).

INTERIOR

Only the flap will be printed in order to limit budgetary costs.

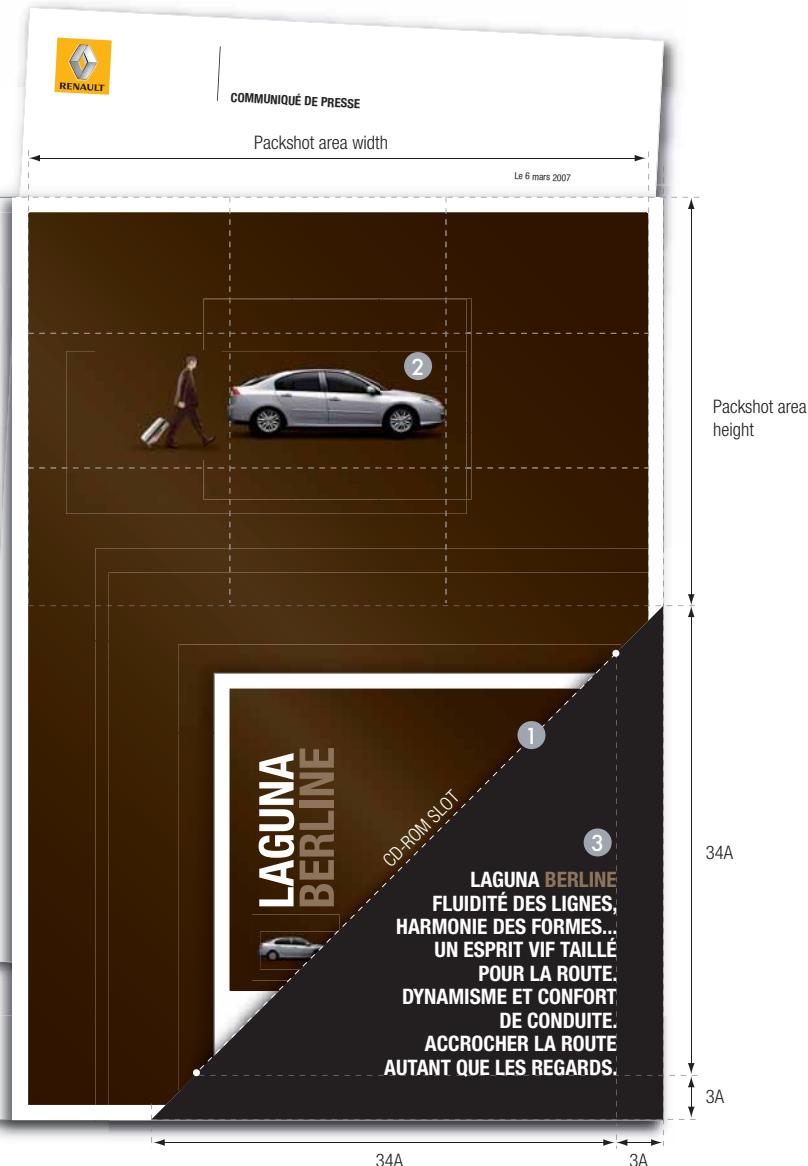
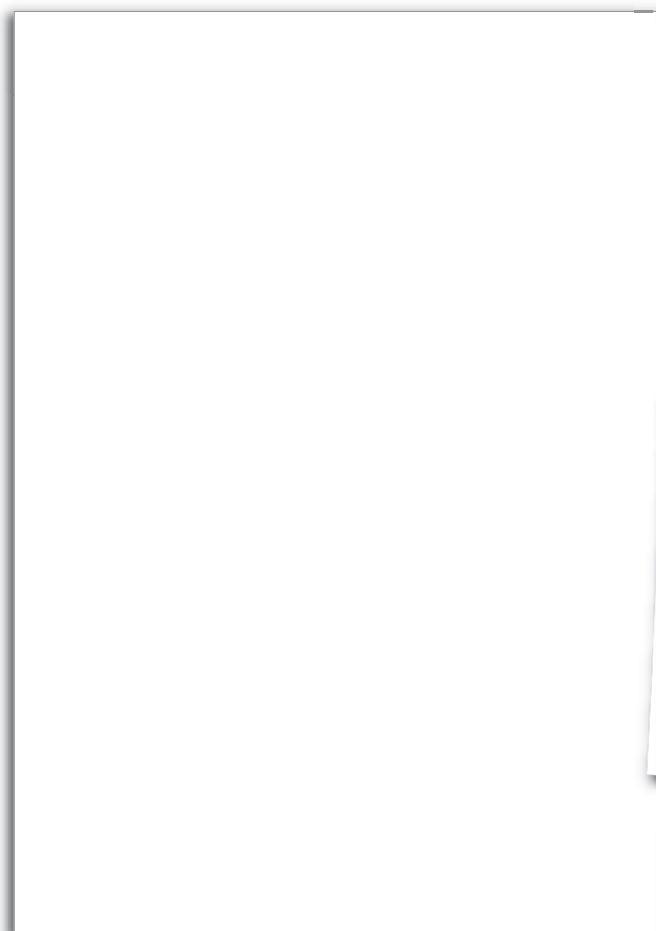
The flap takes up the whole height of the press kit and a slot ① is provided for insertion of a CD-Rom.

The packshot image is centred on the height and width of a third of the area ②.

TAB TEXT ③:

- Helvetica Neue Bold Condensed
- Body 20 pt* in capitals*
- Right-aligned

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



PRESS KITS

Press kit with three fold-out sections

A press kit with three fold-out sections is recommended for communications about several products or themes. The example below was created for corporate communications and therefore uses the brand colour code (see page 18).

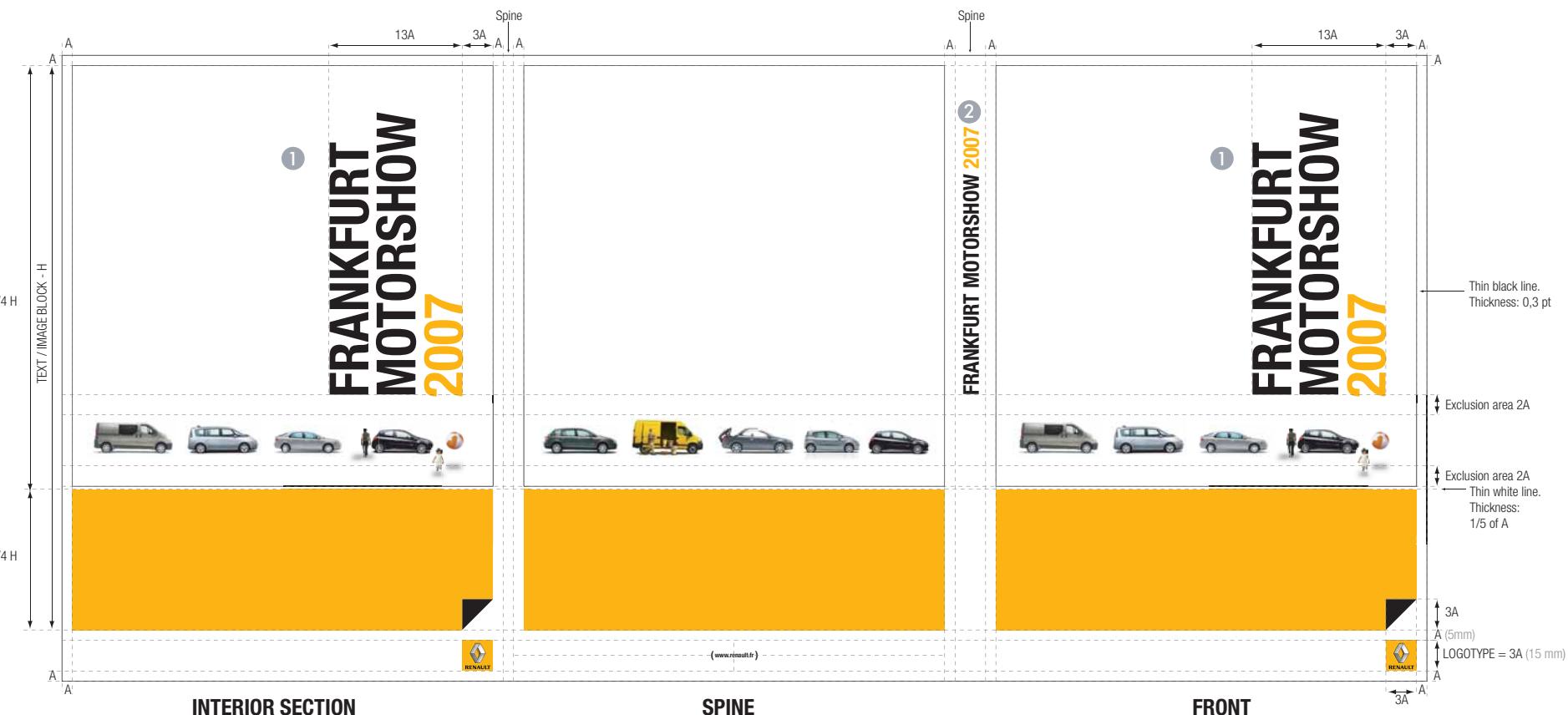
EXTERIOR**TITLE ①:**

- H- Helvetica Neue Bold Condensed
- Body 75 pt* in capitals*

SPINE TITLE ②:

- Helvetica Neue Bold Condensed
- Body 30 pt* in capitals*

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



05

PRESS RELATIONS/EVENTS

PRESS KITS

Press kit with three fold-out sections

L'INTÉRIEUR

The packshot image is centred across the height and width of a third of the area ③.

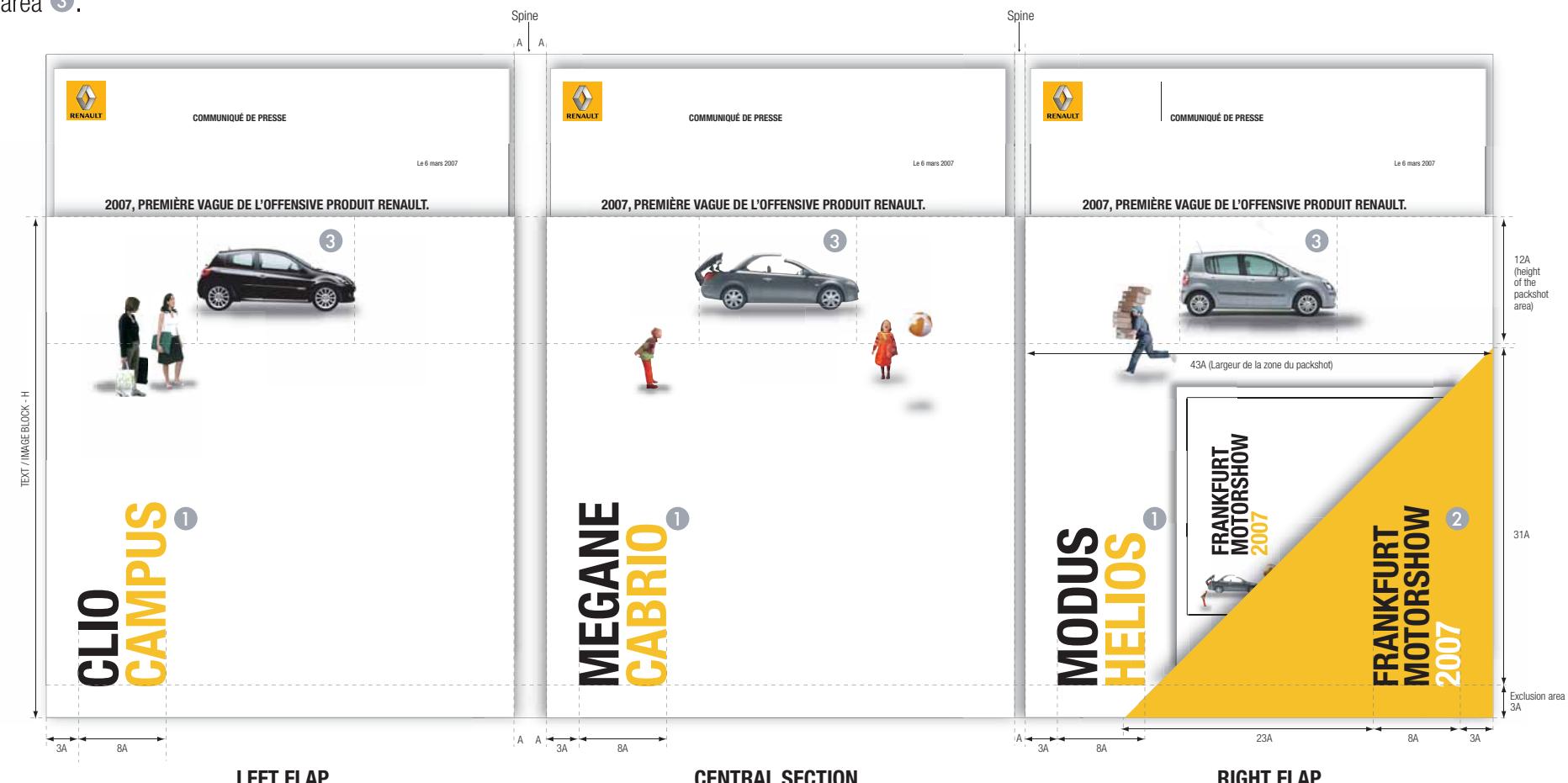
TITLE ①

- Helvetica Neue Bold Condensed
- Body 72 pt* in capitals*

TAB TEXT ②

- Helvetica Neue Bold Condensed
- Body 45 pt* in capitals*

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



05

PRESS RELATIONS/EVENTS

PRESS KITS Accompanying CD-ROM

CD-ROM INSERT 13 X 13CM FORMAT

TITLE ①:

- Helvetica Neue Bold Condensed
- Body 45 pt* in capitals*

INDEX

TITLE ②:

- Helvetica Neue Bold Condensed
- Body 7 pt* in capitals*

TEXT ③:

- Helvetica Neue Bold Condensed and Helvetica Neue Light Condensed
- Body 7 pt* in capitals*

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



INFORMATION

The design to be used for a CD-Rom overlay is shown on page 54.



PRESS RELEASE

Principle

NAME OF DOCUMENT ①:

- Helvetica Neue Bold Condensed
- Body 12 pt* in capitals*
- Text 2mm away from line

TITLE ②:

- Helvetica Neue Bold Condensed
- Body 18 pt* in capitals*

DATE, TEXTS ③:

- Helvetica Neue Light Condensed
- Body 12 pt*
- line spacing 15 pt*

CONTACT ④:

- Helvetica Neue Bold Condensed
- Body 9 pt*

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.

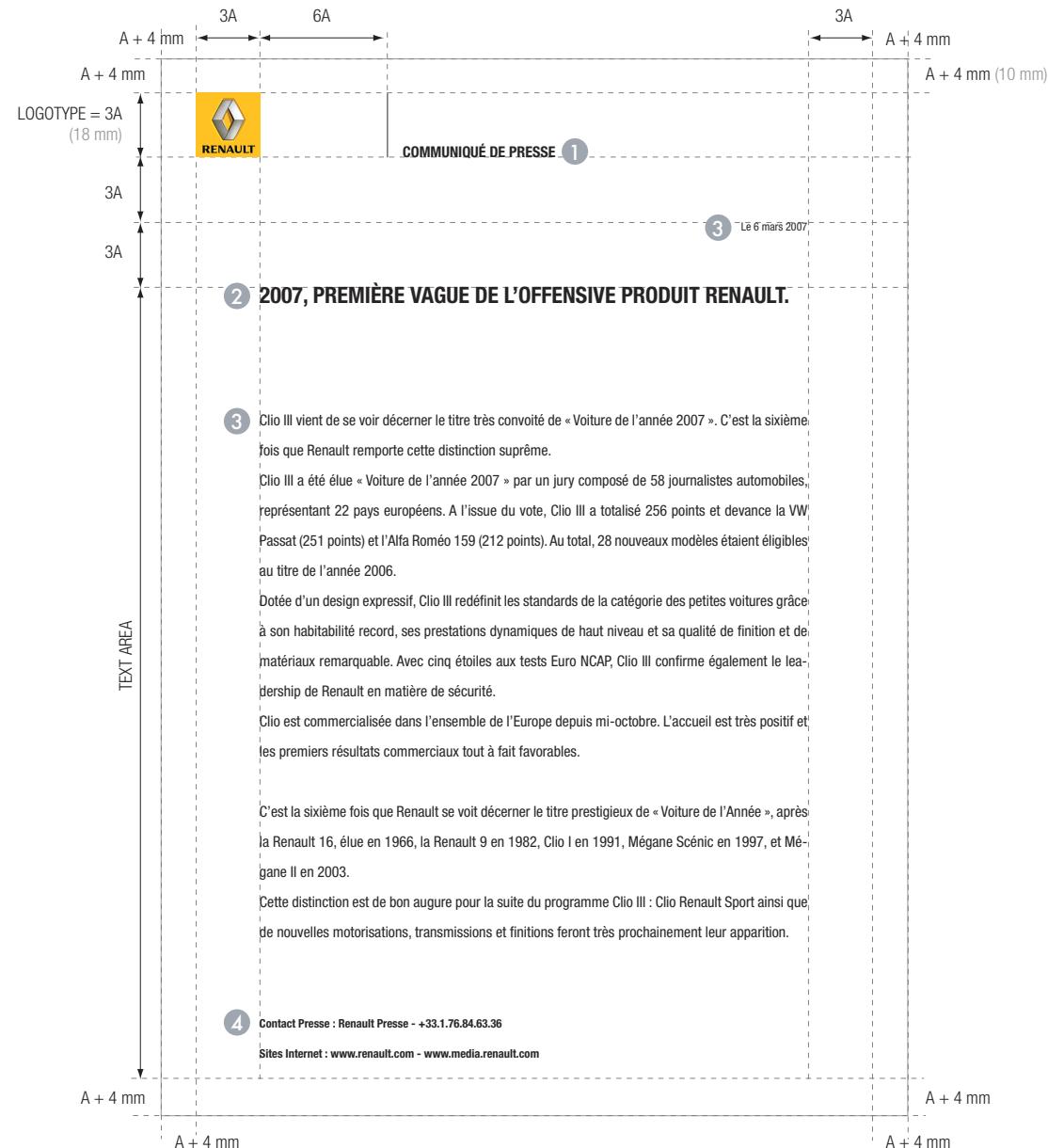


INFORMATION

To produce this document you can use Arial as a replacement font. The standards are as above, except

Date + header = body 11 pt
line spacing = lines

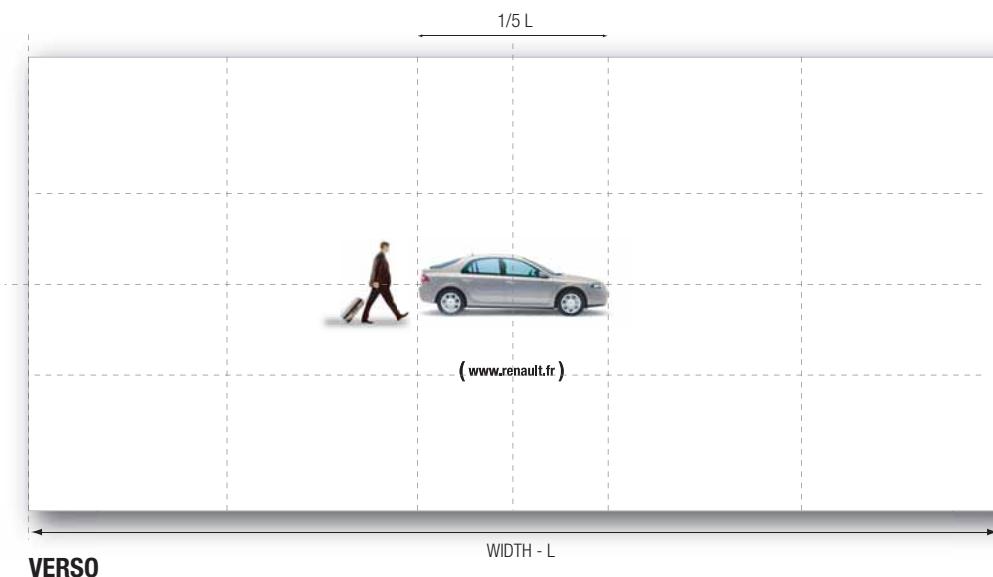
To meet printing restrictions for an office printer the white border must be at least 10mm, equivalent to A + 4mm



Format 210 x 100mm closed, 420 x 100mm open
for standard 220 x 110 mm envelopes.

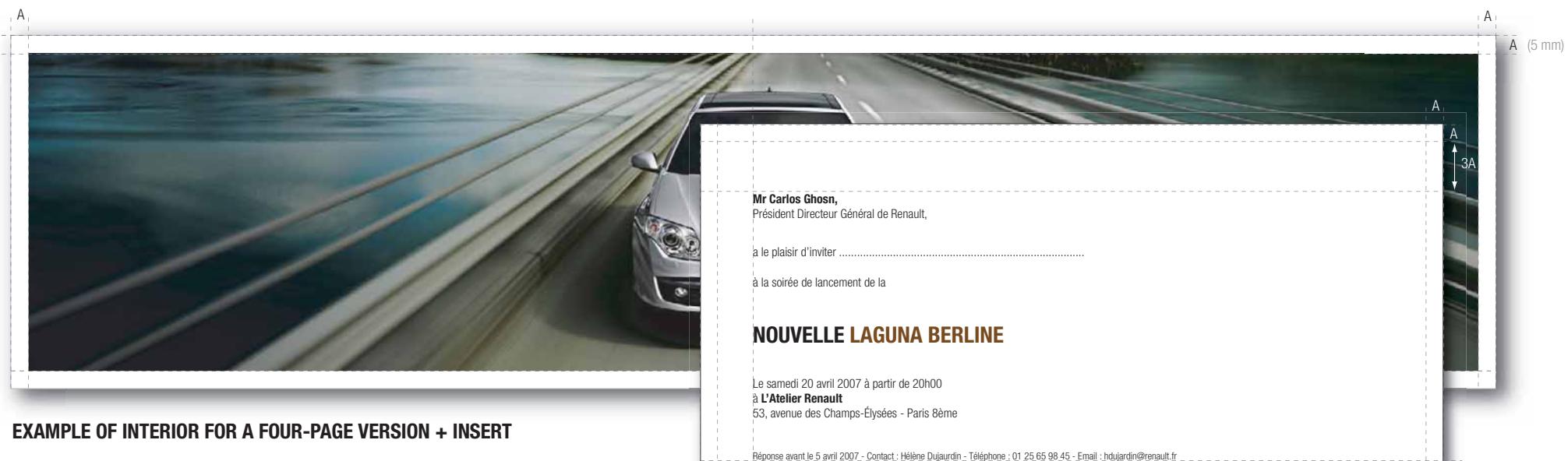
The car in the packshot measures 1/5 of the width of
the reverse side of the invitation.

The car is centred on the document.





EXAMPLE OF INTERIOR FOR A FOUR-PAGE VERSION



EXAMPLE OF INTERIOR FOR A FOUR-PAGE VERSION + INSERT

05

PRESS RELATIONS/EVENTS

PRESS CONFERENCE

Image wall / Lectern

THE IMAGE WALL

The distance between each logo is one and a half times the size of the logo.



THE LECTERN

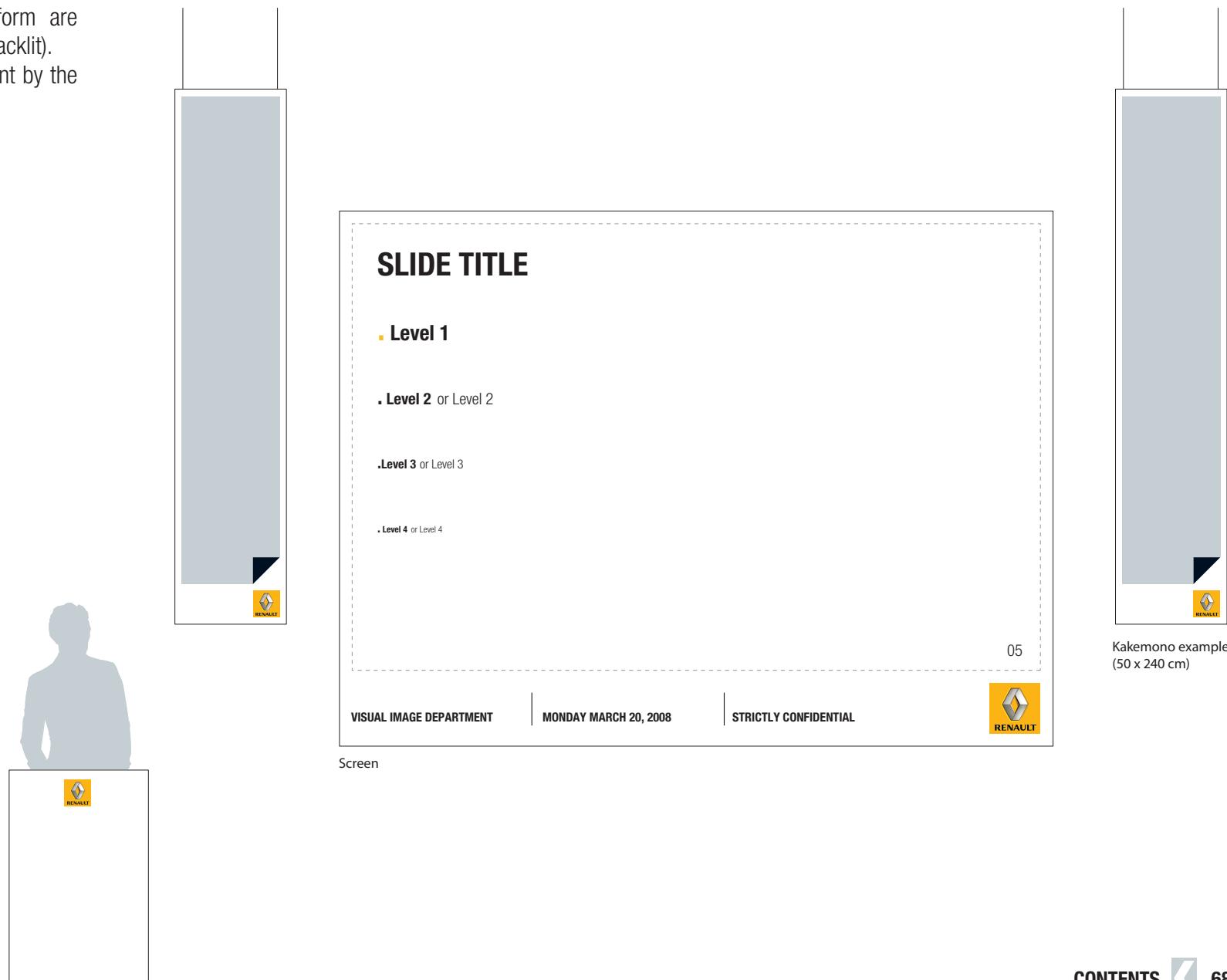
Features the logo only.
The site or event name
may also be specified on
the lectern, using the brand
typeface: Helvetica Neue
Condensed.



PRESS CONFERENCE/CONVENTION

Overall view

The elements used for a speaker's platform are generally a lectern and a projector screen (backlit). Visual identity can be reinforced for the event by the use of kakemonos (see illustration opposite).



PRESS CONFERENCE

Badges for events

EXAMPLES OF BADGES IN 85 X 55CM FORMAT

Yellow is to be used wherever possible for internal or institutional communications. For events, the colour associated with the product or event may be used.

CONFERENCE TITLE

AND NAME OF PERSON ①:

- Helvetica Neue Bold Condensed
- Body 12 pt*

TITLE OF CONFERENCE, DATE AND FUNCTION ②:

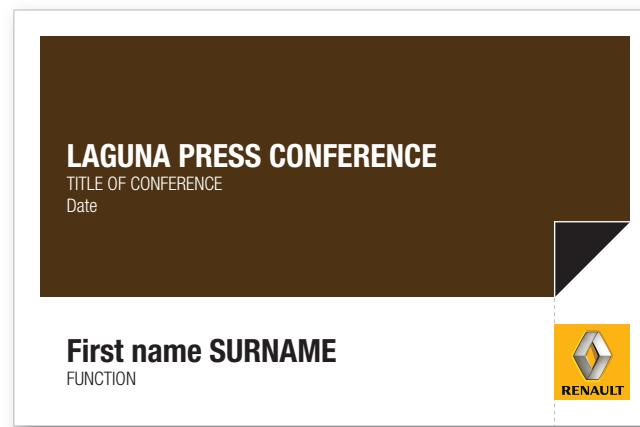
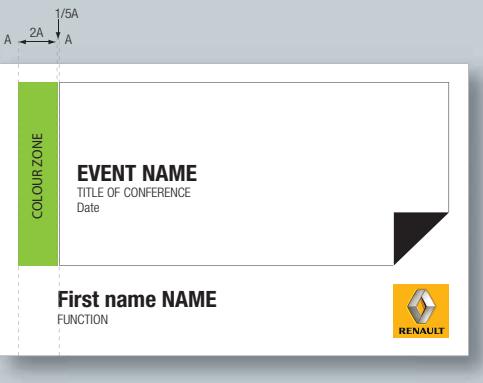
- Helvetica Neue Light Condensed
- Body 7 pt*

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.

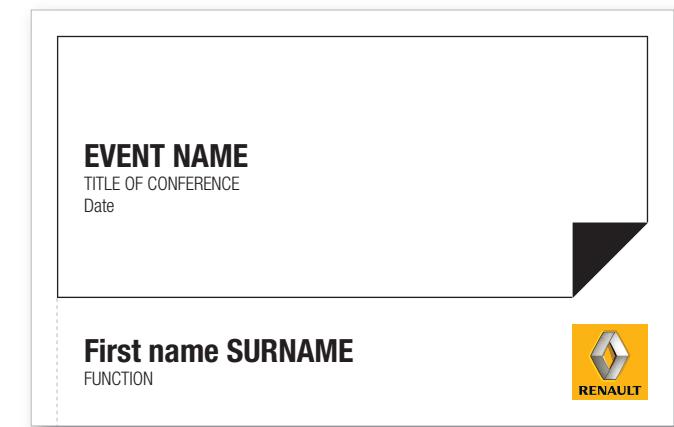


INFORMATION

For certain operations which require several colours, use the design shown below.



BADGES FOR PRODUCT EVENTS



BADGES FOR STANDARD EVENTS

EXAMPLE

Long banners



Design of a long banner section

**LOCAL COMMUNICATIONS**

The example below shows a banner displaying the address of the dealership. Use the Helvetica Neue Bold Condensed typeface in capitals.

**DEALERSHIP NAME
AND CONTACT
DETAILS**

06

MULTIMEDIA CONVENTIONS

Header

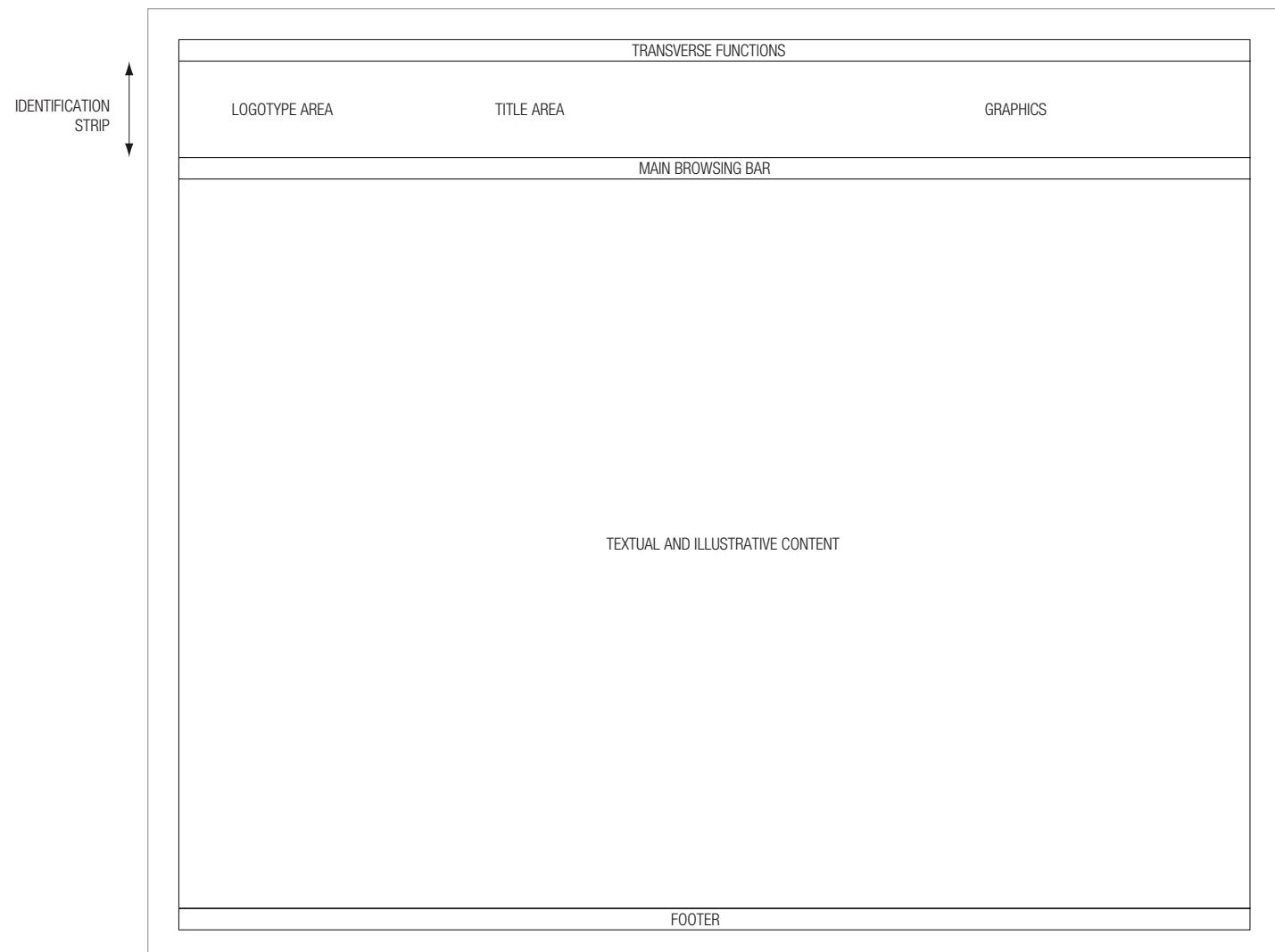
Newsletter

Email signature



The graphic construction of the web pages is organized according to various functions.

- Logotype area
- Title area
- Area for graphic use
- Transverse function bar
- Main browsing bar
- Content/activity area
- Footer



INFORMATION

Template design grids, as well as various versions of the Renault logotype (vectorial and bitmap) can be downloaded from the Renault intranets.

- ① - Positioning of Renault logotype
- ② - Banner and tab
- ③ - Browsing and transverse function bar
- ④ - Website name/title
- ⑤ - Banner is white by default
- ⑥ - Packshot
- ⑦ - White border



HEADER

Logotype / strip / tab

THE RENAULT LOGOTYPE

It is always located in the upper left corner of the screen according to the selected design grid.

The standard size for the Renault logotype is 81 x 81 pixels.

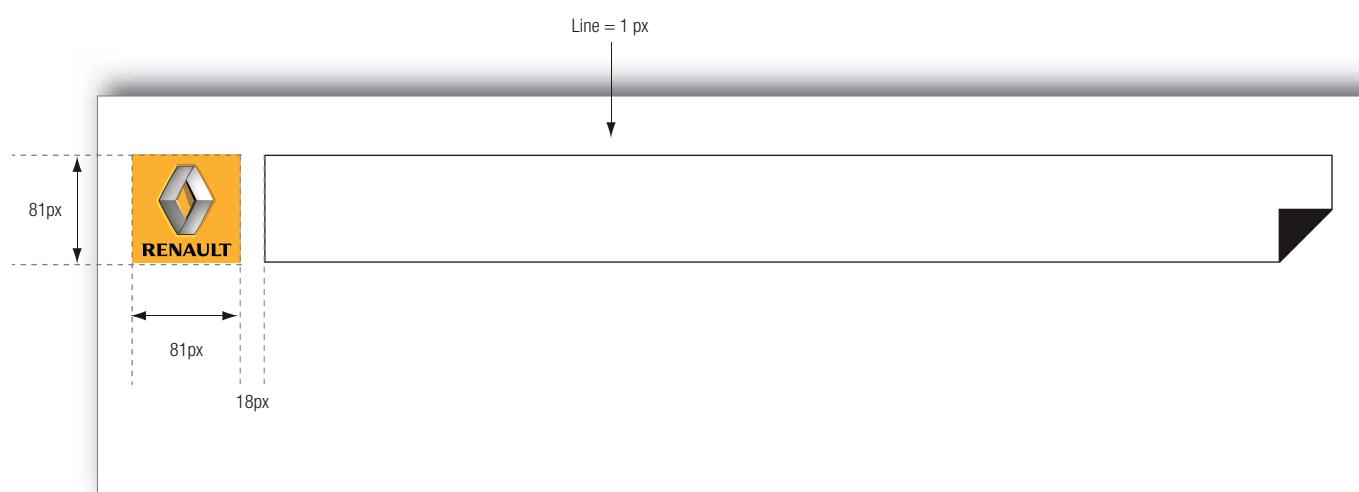
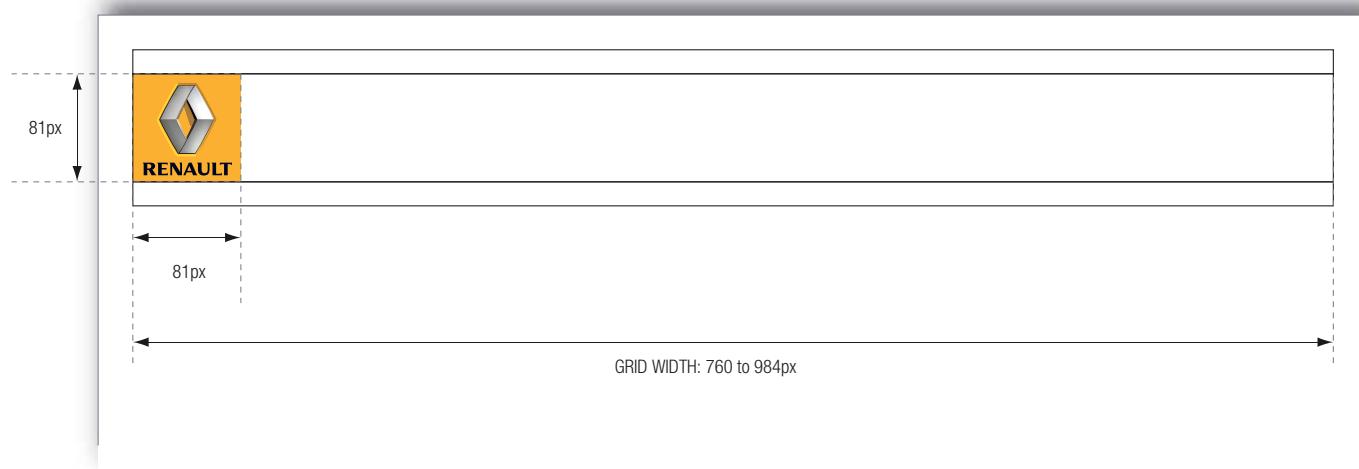
BANNER

The banner extends from the margin (18 pixels) on the right of the logotype to the right edge of the grid.

THE TAB

The tab is always positioned in the lower righthand corner of the banner.

It is half the height of the logotype.
Its width is equal to its height.



06

MULTIMEDIA CONVENTIONS

HEADER

Browsing and transverse function bar / Title format

BROWSING AND TRANSVERSE FUNCTION BAR

The areas of text for browsing and functions are defined above and below the tab.

If text-images are used for the browsing bar, use the font Helvetica Neue Bold condensed in capitals (body 11pt by default).

If text-images are not used for the browsing bar, use the HTML (system) font Arial Narrow Bold in capitals.

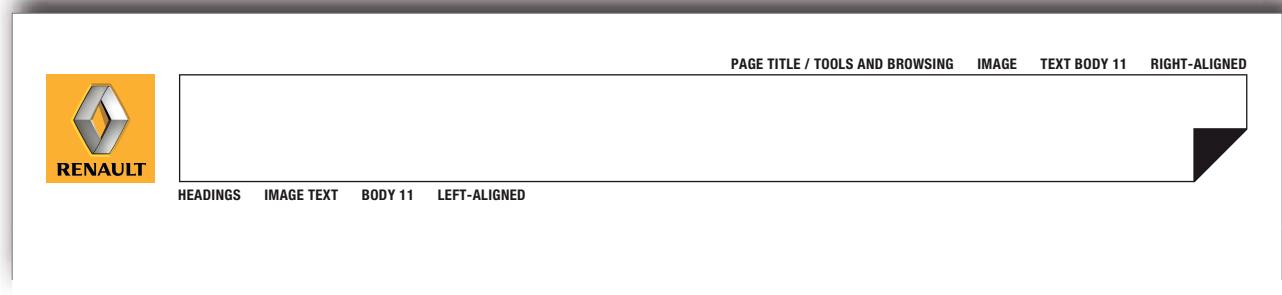
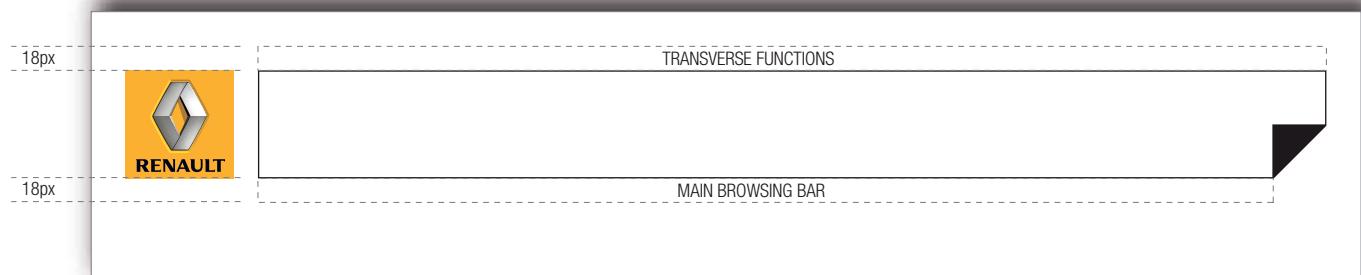
If neither of the solutions above are possible, use the HTML (system) font Verdana in capitals.

TITLE FORMAT

If text-images are used for the title, the font will be Helvetica Neue Bold condensed, body 35pt, in capitals.

When it extends onto two lines, it is centred vertically, with 33pt line spacing.

For an title in HTML, use Arial Narrow Bold body 40pt.



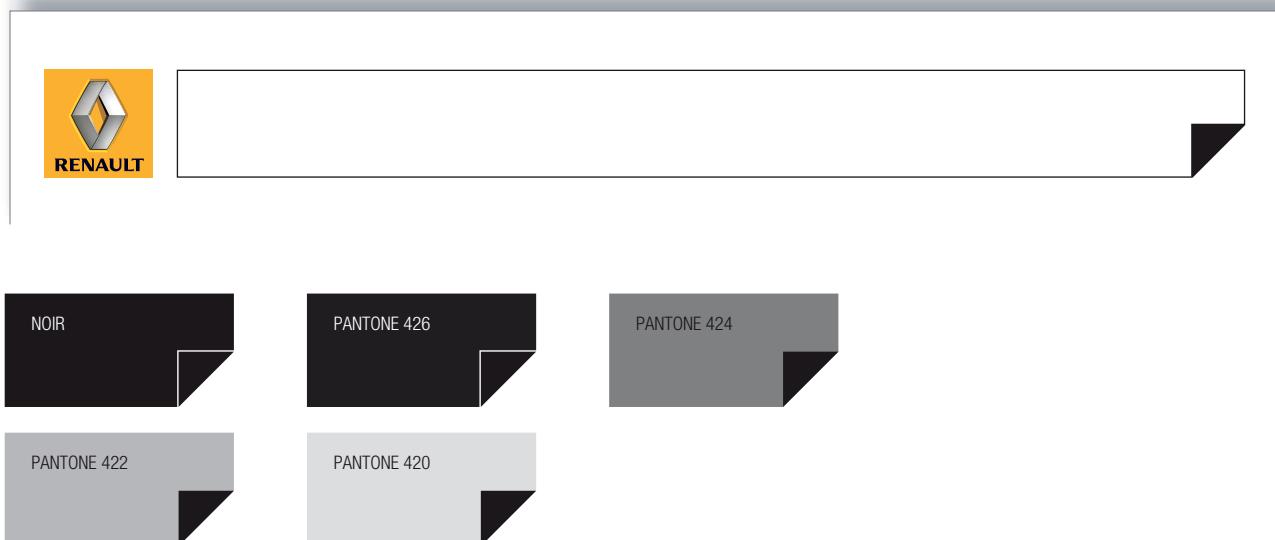
INFORMATION

By default, the titles are black on a white background. These may be tempered with different shades of grey (see opposite). Other colours may also be used to create harmony between the title and the general style of the page or the colour of the banner.

HEADER**Banner colours / Packshot****BANNER COLOURS**

The banner colour is solid white, with a black outline of 1 pixel thick.

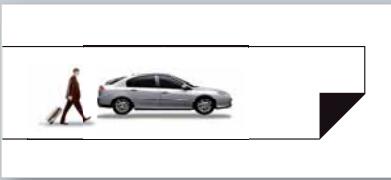
A corporate colour may also be used.

**PACKSHOT**

The packshot is positioned in the centre of an area located to the right of the banner and separated from the tab by a margin of 18 pixels. This area is 275 pixels wide. A margin of at least 18 pixels separates the packshot area from the title area.

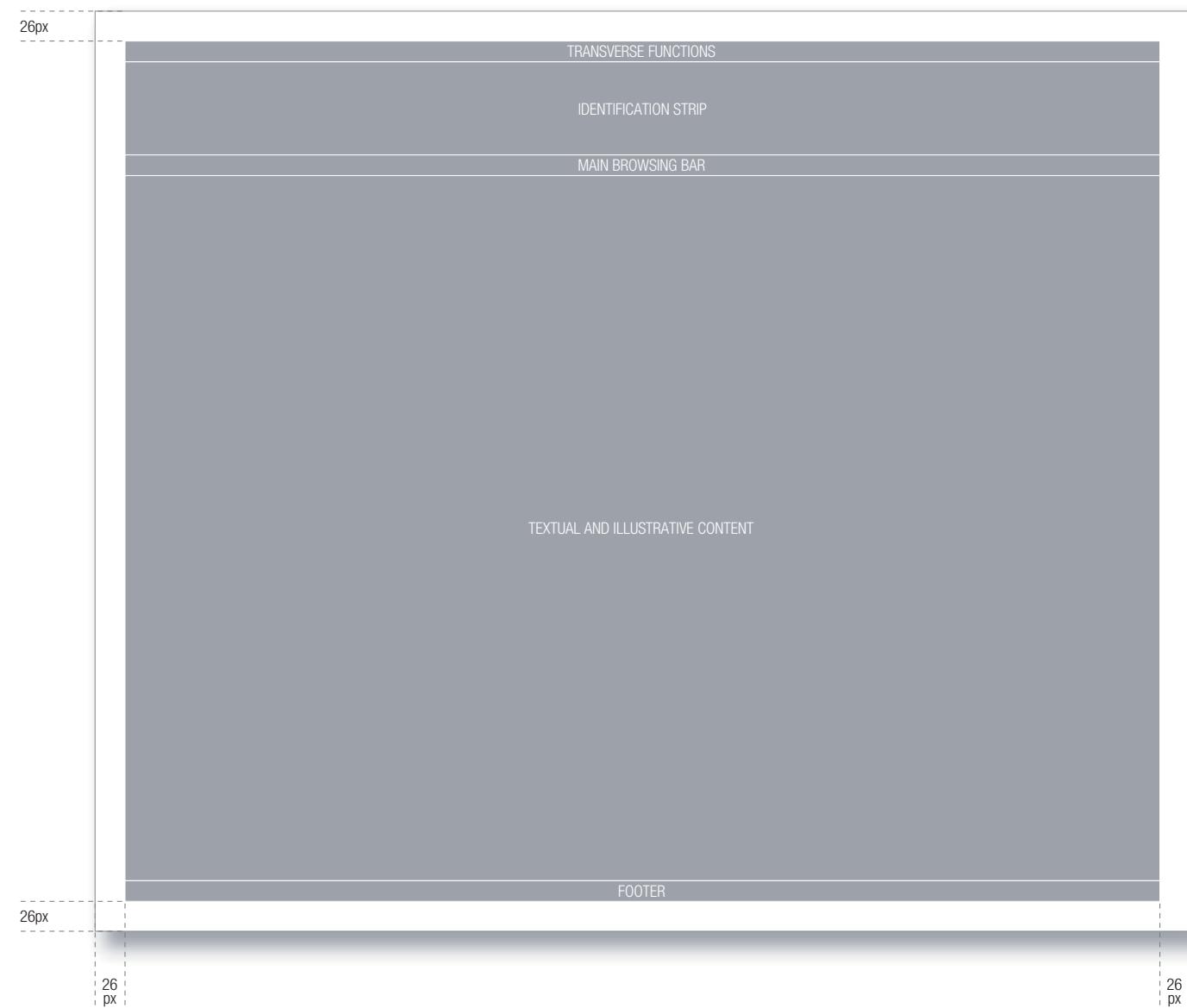
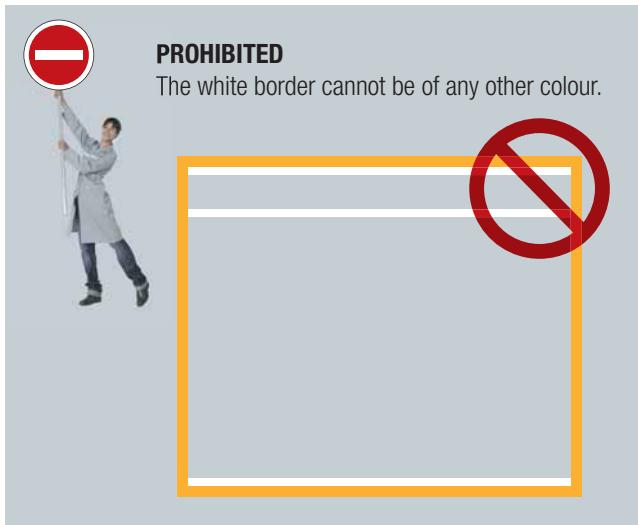
**FRAMING INFORMATION**

Always leave an even 'breathing space' above and below the packshot.



The white border is a 26 pixel margin extending around the outline of the whole grid (banner, browsing bar, content area).

It only occurs once on the page and is never used to frame a block, module or exclusion area.



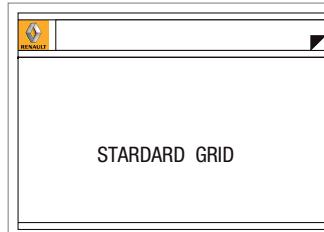
HEADER

Types of grid

The Renault Web consists of a multitude of websites. They cannot be universally categorized because each site may contain diverging content and be aimed at different audiences.

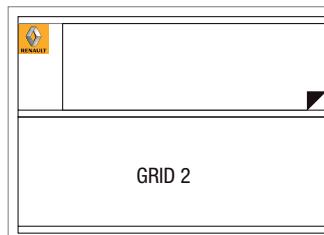
A group of five grids has been developed offering solutions to suit all circumstances.

These layout grids may be used to design either home pages or inner site pages, with the exception of grids 2 and 3, which are to be used for home pages only.



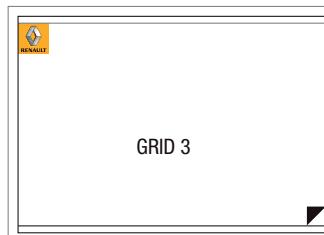
- Grid 1 (standard grid)

Meets most requirements.
Height of logotype: 81 pixels.



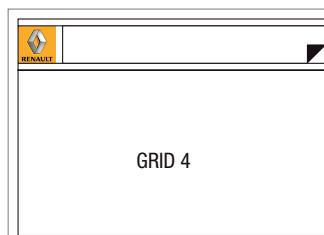
- Grid 2

For designing home pages only.
For pages with extensive graphic requirements.
Height of logotype: 81 pixels



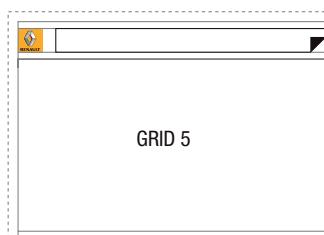
- Grid 3

Identification banner is removed. The logotype positioned in the upper lefthand corner of the grid remains, as do the tab in the lower righthand corner and the browsing bar. Height of logotype: 81 pixels.



- Grid 4

Height of logotype and banner: 99 pixels.
The tab is half the height of the logotype.



- Grid 5

Height of logotype and banner: 63 pixels.
The tab is half the height of the logotype.

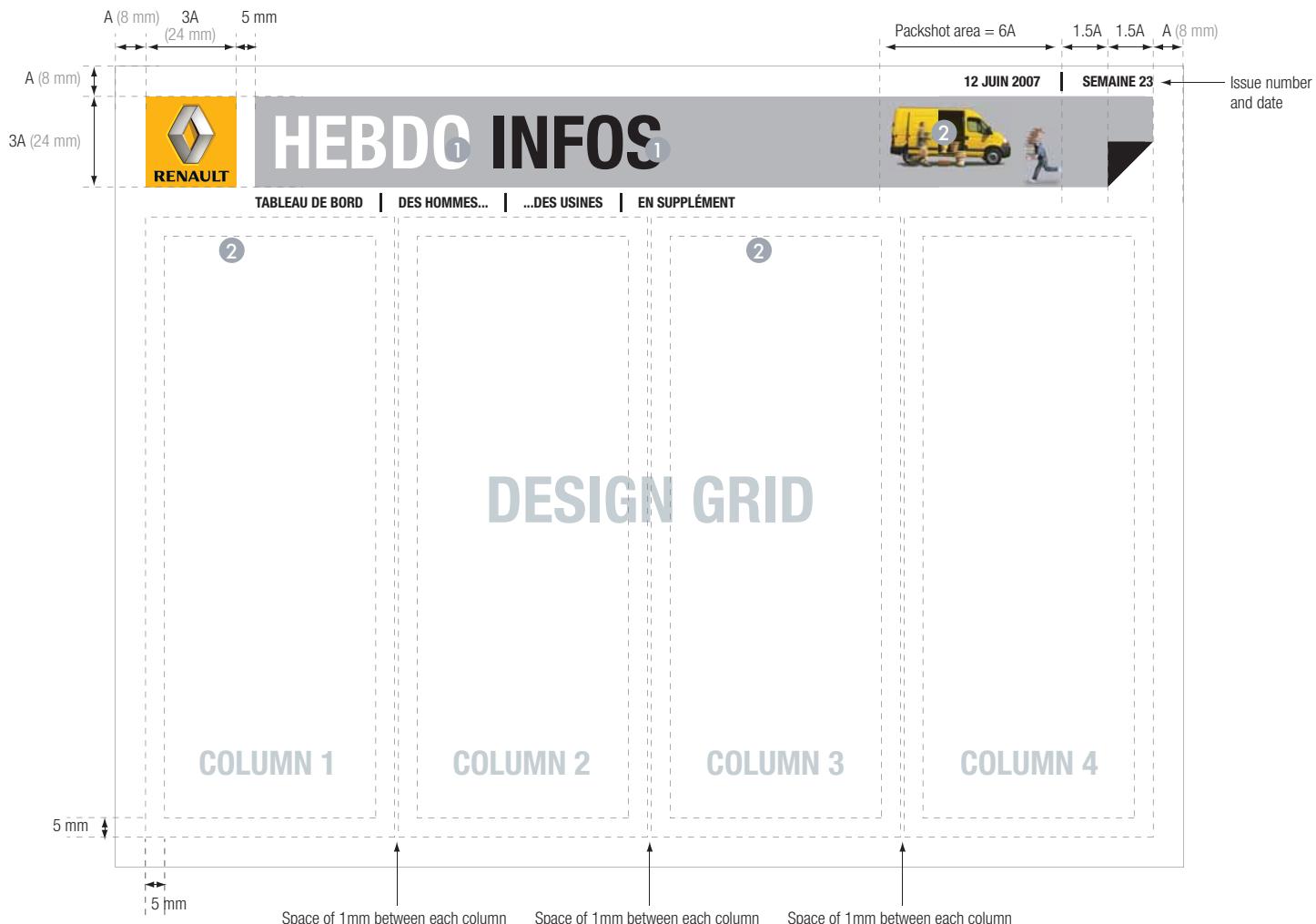
TYPEFACES USED**TITLE OF NEWSLETTER ①:**

- Helvetica Neue Bold Condensed
- Body 55 pt* in capitals*

CONTENTS / HEADING /DATE / ISSUE NO ②:

- Helvetica Neue Bold Condensed
- Body 11 pt* in capitals*

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.

**EXCEPTION**

The logotype and tab may only be separated when used on the newsletter and website header.

It is strictly prohibited to separate them for any other use.

AUTHORIZED COLOURS

The only authorized colours are shown in the corporate colour range on page 18 of the guidelines. For online applications, use the RGB equivalents of these colours, which are as follows:

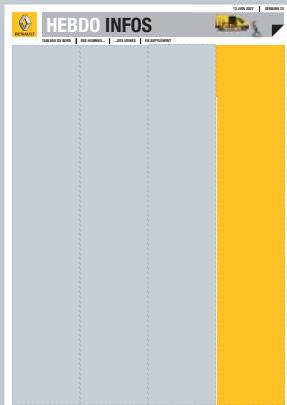
- Pantone 7408: R247 - V177 - B0
- Pantone 426: R33 - V36 - B36
- Pantone 424: R118 - V122 - B125
- Pantone 422: R169 - V170 - B171
- Pantone 420: R204 - V204 - B204
- White: R255 - V255 - B255

In addition, a theme-specific colour may be used: e.g. the Renault Eco2 green.



ADAPTING TO A4 FORMAT

The format of the newsletter shown opposite can be easily transposed into A4 format: the same design values apply.



HEBDO INFOS

CAP... SUR LA CROISSANCE

	PROGRAMMÉ	RÉALISÉ	ÉCART
MOTEURS	15 485	15 485	+ 2
BOÎTES DE VITESSE	15 485	15 485	+ 2
TRAINS	15 485	15 485	+ 2
ÉCHANGE STANDARD MOTEURS	15 485	15 485	+ 2
ÉCHANGE STANDARD BOÎTES	15 485	15 485	+ 2

PRINCIPAUX ÉVÉNEMENTS EN PRODUCTION

Tous les moteurs K9K sont fabriqués sans Chrome 6 depuis le 10 mai. Le 9 mai a lieu à Douai un bilan Qualité pour analyser les trajectoires PPM. DIC - Le Mans : l'usine sera pilote sur le déploiement des MOA fournisseurs avec l'intégration des modes de défaillance logistique. Le responsable SQF a participé à la réunion Tasj Force Bruts, avec la DDDA et la DA, à Rueil.

PROFITABILITÉ... EN LIGNE

	RO USINAGE OBJECTIF RÉALISÉ	RO ASSEMBLAGE OBJECTIF RÉALISÉ
CLEON	15 485 15 485 :-)	15 485 15 485 :-)
CHOISY	15 485 15 485 :-)	15 485 15 485 :-)
VAL. MOT	15 485 15 485 :-)	15 485 15 485 :-)
FM	15 485 15 485 :-)	15 485 15 485 :-)
SEVILLE	15 485 15 485 :-)	15 485 15 485 :-)
CACIA	15 485 15 485 :-)	15 485 15 485 :-)
CMO	15 485 15 485 :-)	15 485 15 485 :-)
DI. CHASSIS	15 485 15 485 :-)	15 485 15 485 :-)
CMC	15 485 15 485 :-)	15 485 15 485 :-)
STA	15 485 15 485 :-)	15 485 15 485 :-)
BURSA	15 485 15 485 :-)	15 485 15 485 :-)
DACIA	15 485 15 485 :-)	15 485 15 485 :-)

LES PROBLÈMES FOURNISSEURS

Les tensions fournisseurs se généralisent, avec pour principaux risques :

- Tous les moteurs K9K sont fabriqués sans Chrome 6 depuis le 10 mai.
- Le 9 mai a lieu à Douai un bilan Qualité pour analyser les trajectoires PPM.

DIC - Le Mans : l'usine sera pilote sur le déploiement des MOA fournisseurs avec l'intégration des modes de défaillance logistique.

Cacia :

- Le responsable SQF a participé à la réunion Tasj Force Bruts, avec la DDDA et la DA, à Rueil.
- X91 : visite du 10 mai de Jacques Lejamtel / Assurance Qualité Projet X91 DFM, a permis de montrer sur le terrain un bon niveau de maîtrise de la Qualité.

STA : Le TNC Niveau 1 se situe à 389 ppm avec 2,2% de caractéristiques ayant un TNC supérieur à 2700 ppm. X91 : visite du 10 mai de Jacques Lejamtel / Assurance Qualité Projet X91 DFM, a permis de montrer sur le terrain un bon niveau de maîtrise de la Qualité.

FAITS MARQUANTS QUALITÉ

Valadolid Motors :

- Tous les moteurs K9K sont fabriqués sans Chrome 6 depuis le 10 mai.
- Le 9 mai a lieu à Douai un bilan Qualité pour analyser les trajectoires PPM.

DIC - Le Mans : l'usine sera pilote sur le déploiement des MOA fournisseurs avec l'intégration des modes de défaillance logistique.

Cacia :

- Le responsable SQF a participé à la réunion Tasj Force Bruts, avec la DDDA et la DA, à Rueil.
- X91 : visite du 10 mai de Jacques Lejamtel / Assurance Qualité Projet X91 DFM, a permis de montrer sur le terrain un bon niveau de maîtrise de la Qualité.

STA : Le TNC Niveau 1 se situe à 389 ppm avec 2,2% de caractéristiques ayant un TNC supérieur à 2700 ppm.

Seville :

- Une visite de l'Institut Renault a eu lieu afin de proposer une assistance aux fournisseurs dans la maîtrise des outils qualité. Elle s'intègre dans la stratégie de soutien aux usines dans le cadre du RC09.
- Un premier contact avec l'"Instituto de Ciencia de Materiales" de Seville a eu lieu afin d'analyser les modalités de collaboration dans le domaine de l'analyse métallurgique et du traitement thermique.

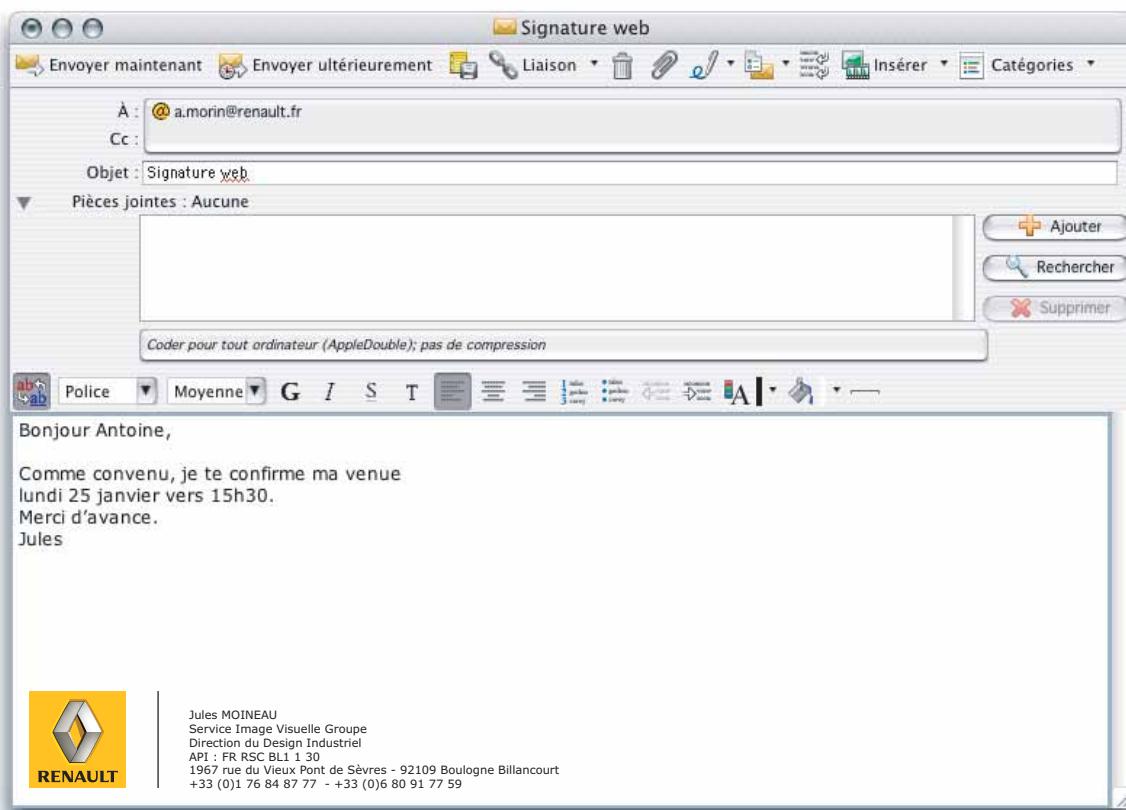
QDFM :

La QDFM a participé aux visites SPR de l'usine Mécanique Dacia et de l'usine d'ACI-Roumanie.

EMAIL SIGNATURE

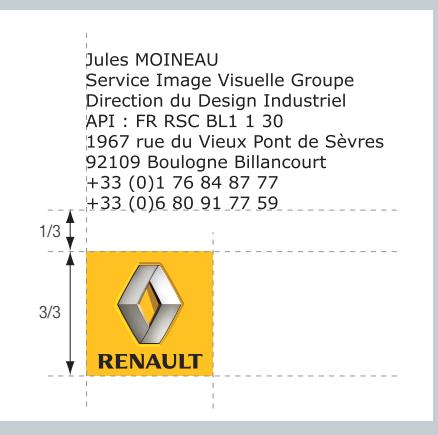
Principle

The typeface used is **Verdana Regular**.



DEPENDING ON THE EMAIL SOFTWARE USED, THE LAYOUT MAY BE SIMPLIFIED.

The information is then positioned above the RENAULT logotype and the thin black line is removed.



07

PRESENTATION TOOLS

Power Point



PROPORTIONS

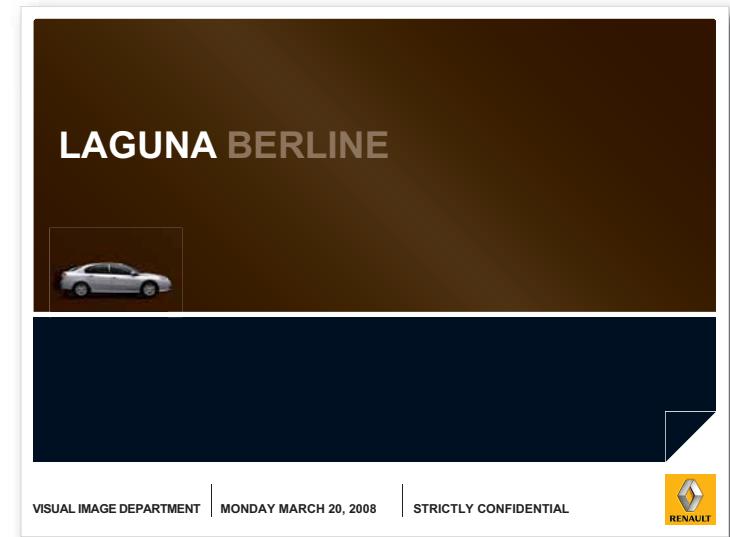
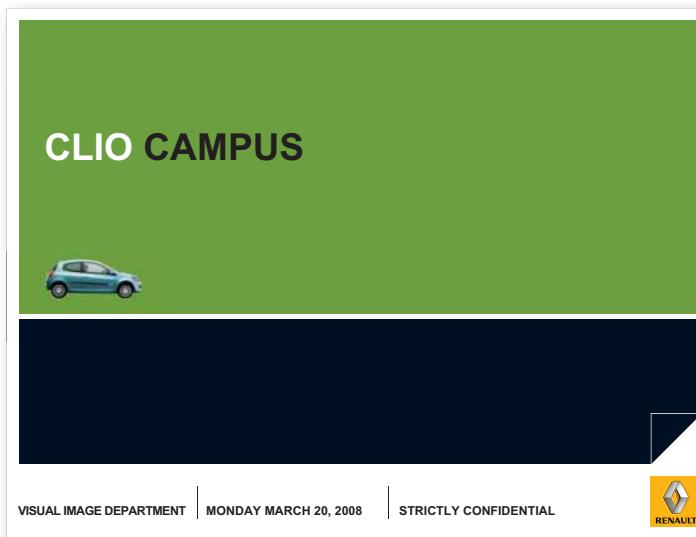
On the cover page, the Power Point presentation employs the double block principle described in the publishing section.

The proportions of these two blocks are 1/3 - 2/3.

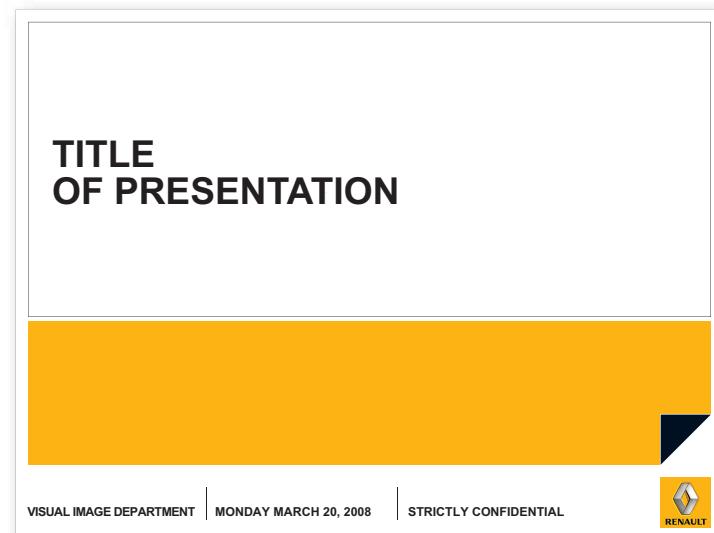
COLOUR CODES

- Corporate Communications: Brand colour codes
- Product communications: colour codes associated with the "product"
- Events/themed communications: colours associated with the event.

A packshot may be integrated into the upper block of a product communication.



EXAMPLE OF PRODUCT PPT



EXAMPLE OF STANDARD PPT



REMINDER

To determine the right colour code to be used for the product or event, please contact the Visual Image department.

The accompanying typeface Arial is used on this template for office use.

The upper block the colour code specific to the theme.

The second block is always black.

The issuer / date / confidentiality / logotype block may not be altered.

TYPEFACES USED

LEVEL ①

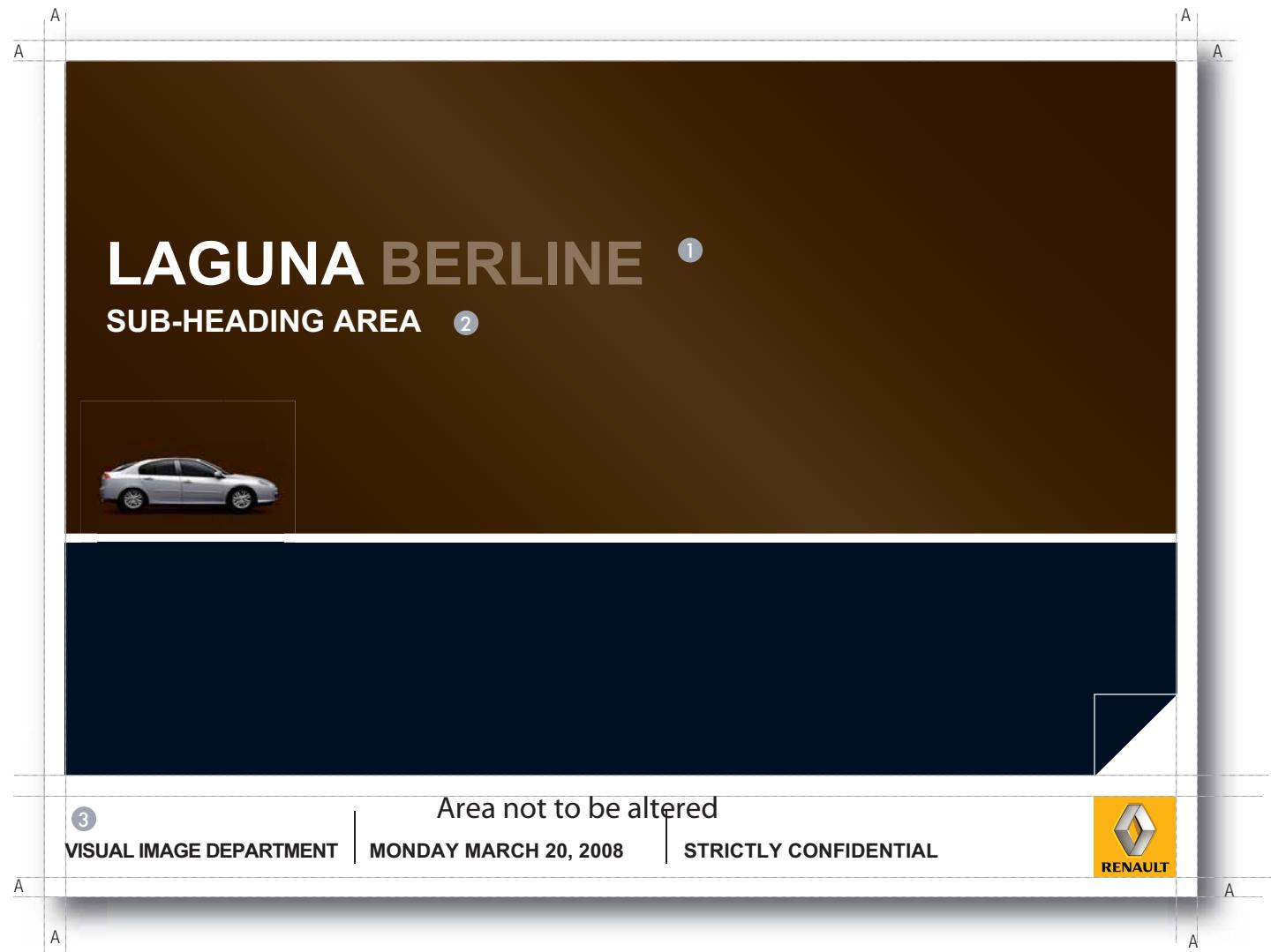
- Arial Bold
- Body 24 pt* in capitals*

LEVEL ②

- Arial Bold
- Body 18 pt* in capitals*

LEVEL ③

- Arial Bold
- Body 9 pt* in capitals*



GRAPHIC AREA

Depending on requirements, this area will be filled with solid colour blocks, texts, images or graphics.

Corporate colours (see page 21) are to be used wherever possible for texts and graphics. In a product communication, the product's allocated colour may be used in addition to these colours.

TYPEFACES USED

TITLE

- Arial Bold
- Body 24 pt* in capitals*

LEVEL ①

- Arial Bold
- Body 20 pt* in capitals*

LEVEL ②

- Arial
- Body 16 pt* in capitals*

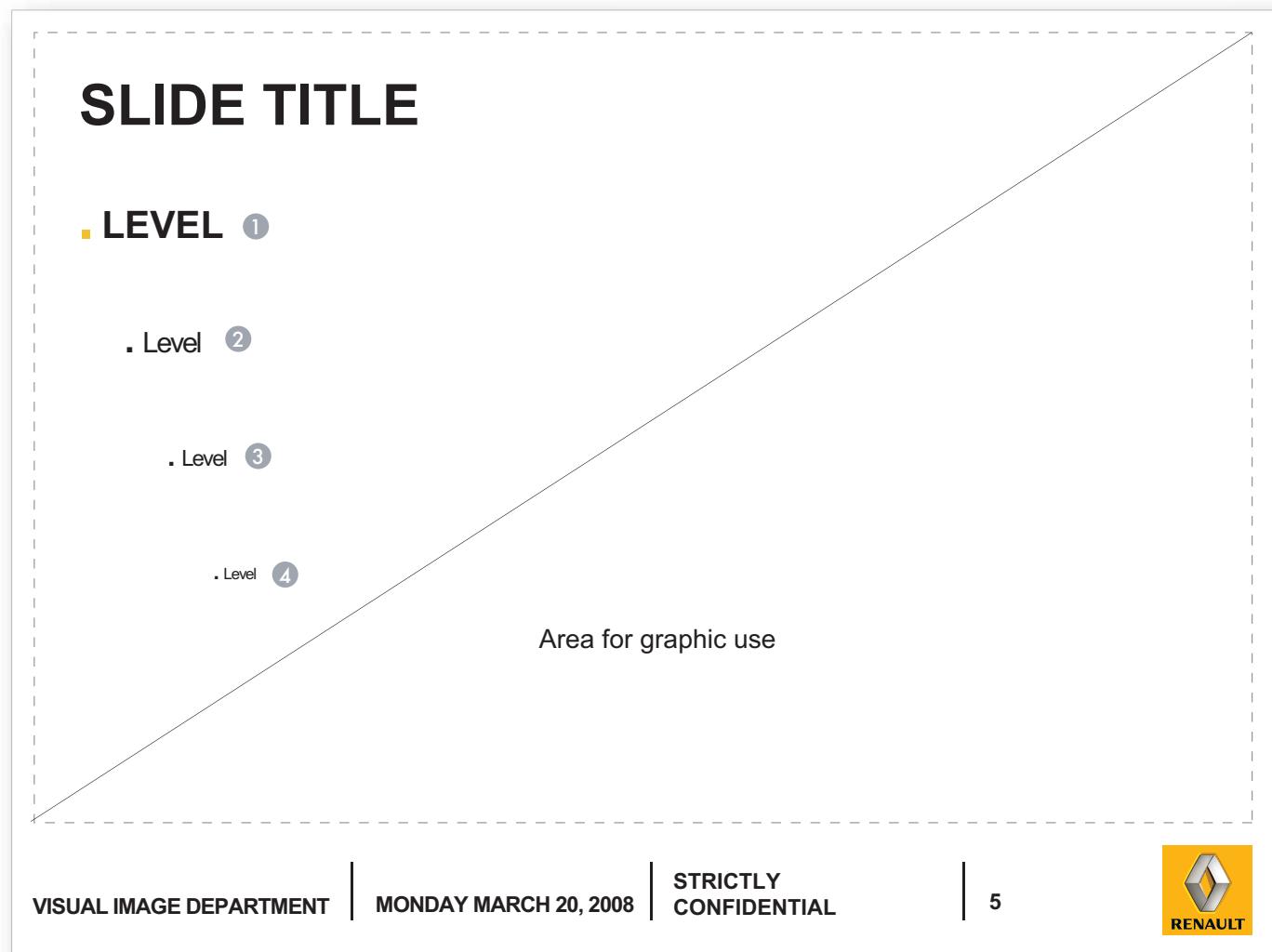
LEVEL ③

- Arial
- Body 14 pt* in capitals*

LEVEL ④

- Arial
- Body 11 pt* in capitals*

Text is Arial Bold or Regular. Any font size may be used.



08

STATIONERY

The various elements

Letterhead

Correspondence card

Business card

Envelopes

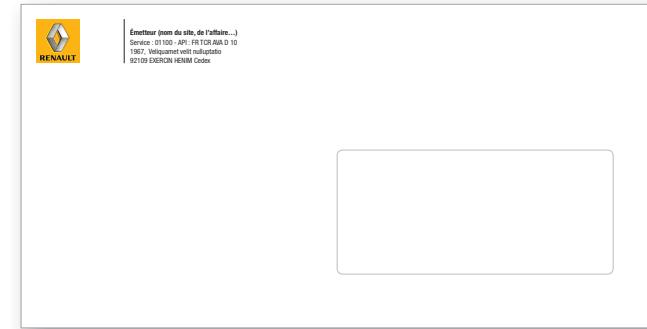
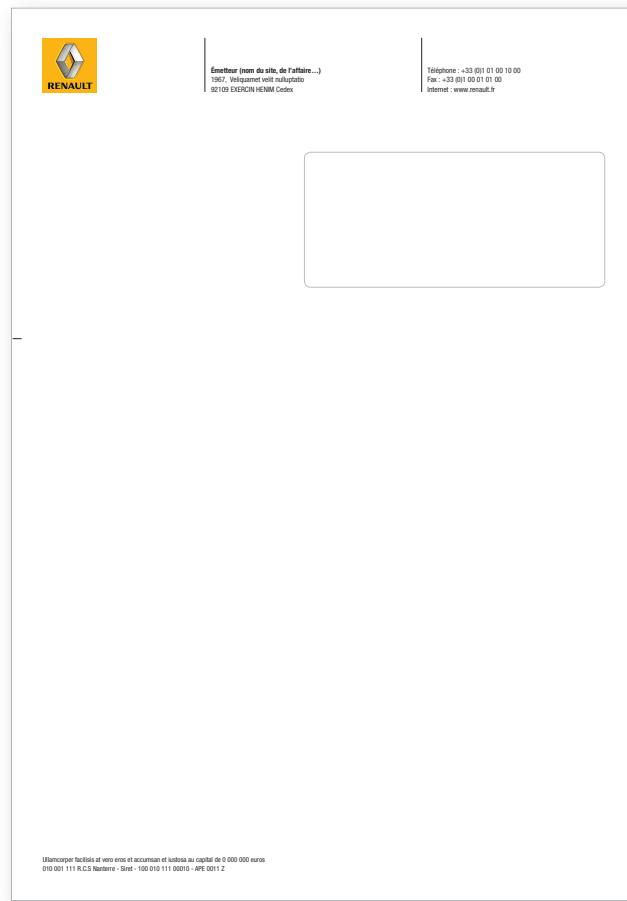
Memo

Fax



This page provides a general overview of Renault stationery elements.

These documents are usually printed in two colours.
The accompanying typeface, Arial, is to be used when printing on an office printer.



INFORMATION

Files of Renault stationery elements (letterheads, business cards, envelopes) can be downloaded from Visual Image tools pages on the Renault intranet (see page 108).

LETTERHEAD

Design

LETTERHEAD A4 FORMAT

SENDER (SITE AND DEALERSHIP NAME, ETC.) ① :

- Helvetica Neue Bold Condensed
- Body 7 pt* in lower case*
- Text 2mm away from line

CONTACT DETAILS ② :

- Helvetica Neue Condensed
- Body 7 pt* in lower case*
- Text 2mm away from line

LEGAL INFORMATION ③ :

- Helvetica Neue Condensed
- Body 6.5 pt* in lower case*

LOCATION, DATE, SUBJECT, REF., RECIPIENT ADDRESS ④ :

- Arial Bold & Arial Regular
- Body 10 pt* in lower case*

RECIPIENT ⑤ :

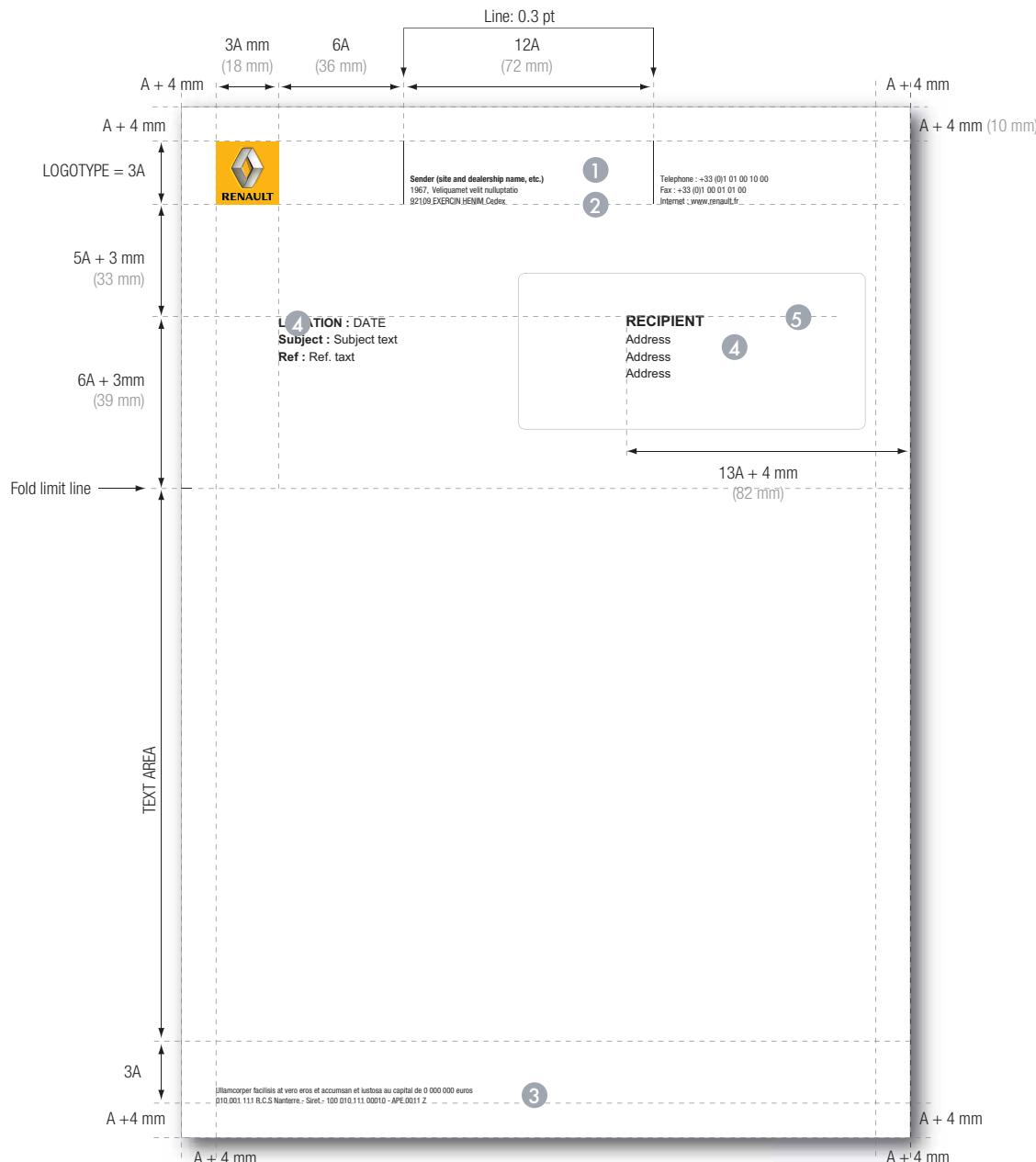
- Arial Bold
- Body 12 pt* in capitals*

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



INFORMATION

In order to cut production costs related to stationery and avoid the need for colour printing on each page, please do not use the Renault logotype on any subsequent pages of the letter.



CORRESPONDENCE CARD

Design

CORRESPONDENCE CARD

210 x 100 mm FORMAT

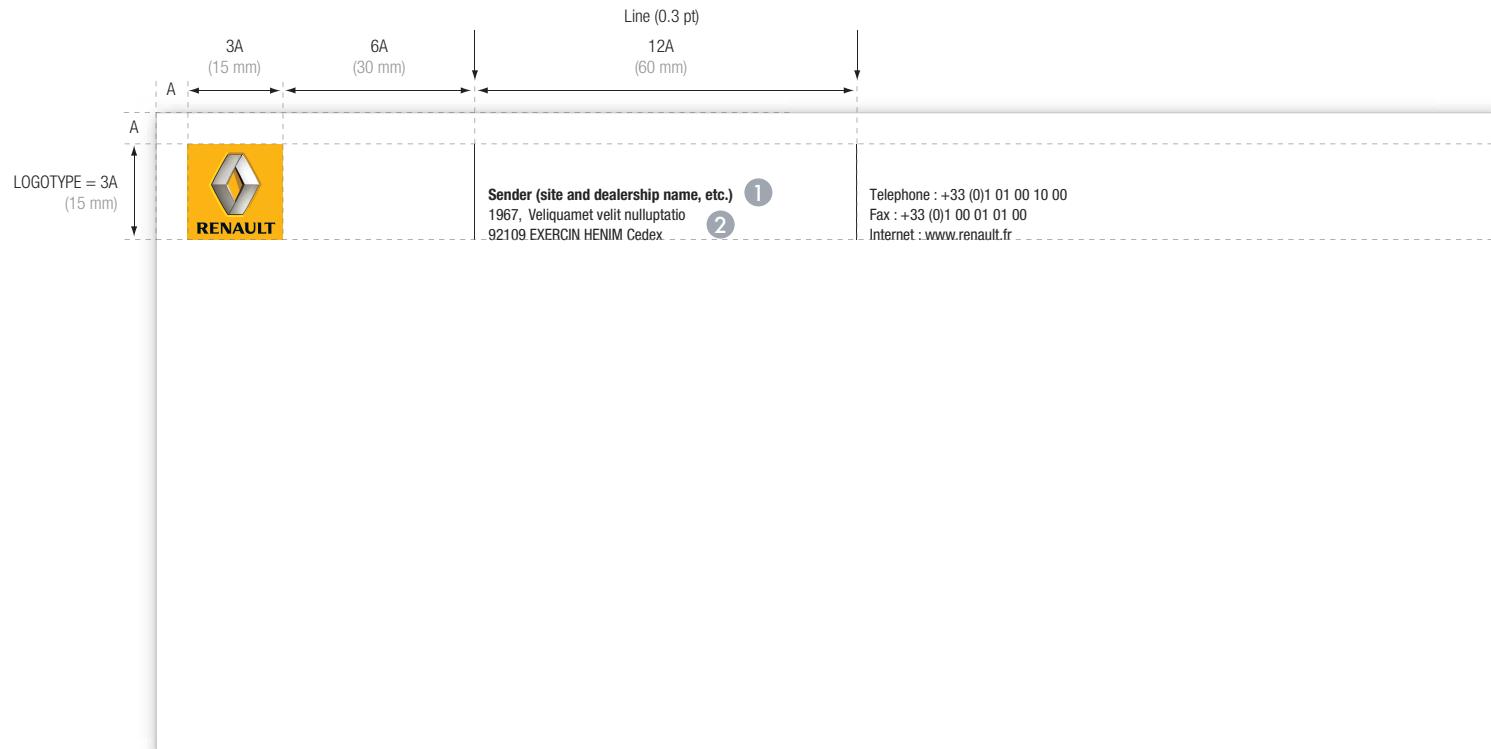
SENDER (SITE AND DEALERSHIP NAME, ETC.) ①:

- Helvetica Neue Bold Condensed
- Body 7 pt* in lower case*
- Text 2mm away from line

CONTACT DETAILS ②:

- Helvetica Neue Condensed
- Body 7 pt* in lower case*
- Text 2mm away from line

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



BUSINESS CARD

Design

BUSINESS CARD FORMAT 90 X 55 mm

NAME ①:

- Helvetica Neue Bold Condensed
- Body 8pt* in capitals*
- Text 2mm away from line

FUNCTION ②:

- Helvetica Neue Condensed
- Body 7pt* in capitals*
- Text 2mm away from line

SENDER (SITE AND DEALERSHIP NAME, ETC.) ③:

- Helvetica Neue Bold Condensed
- Body 7 pt* in lower case*
- Text 2mm away from line

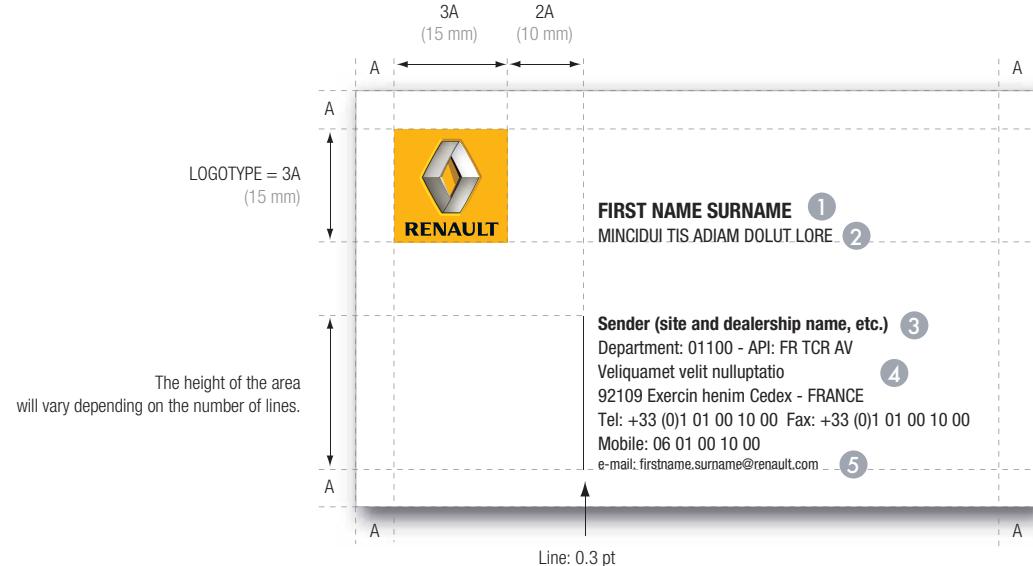
CONTACT DETAILS ④:

- Helvetica Neue Condensed
- Body 7 pt* in lower case*
- Text 2mm away from line

EMAIL ⑤:

- Helvetica Neue Condensed
- Body 5,5 pt* in lower case*
- Text 2mm away from line

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



If the bearer has a dual function the “name + function” block will be shifted upwards so that its base stays in line with the foot of the logotype.

There are three standard formats for envelopes:

- 220 x 110 mm
- 162 x 114 mm
- 324 x 229 mm

They may be printed in two colours or in black and white. Example of a typical design.

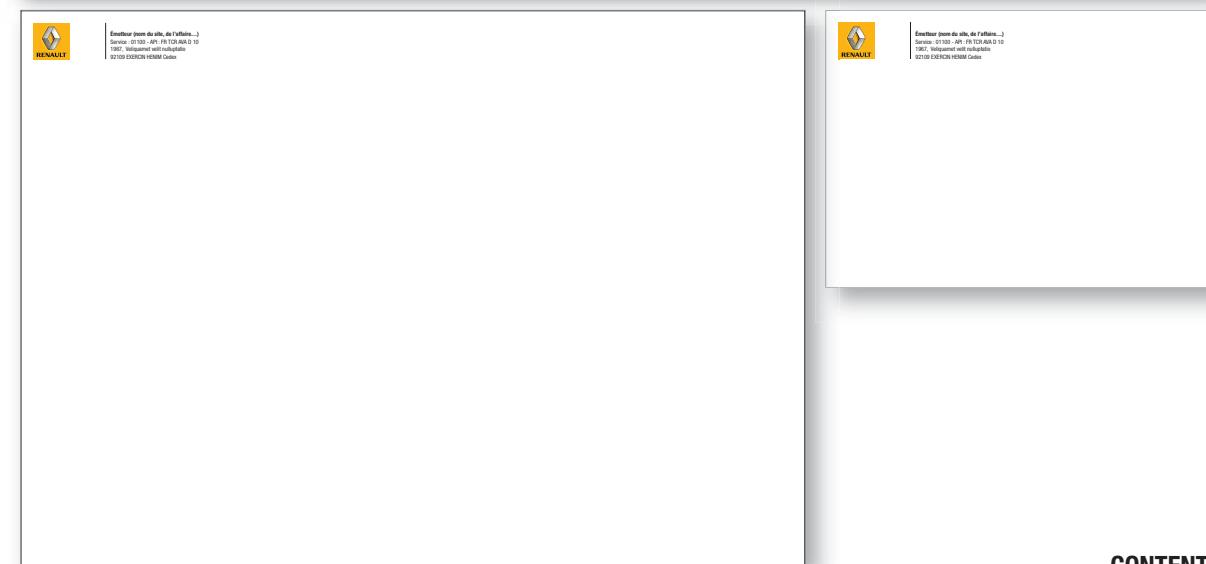
SENDER (SITE AND DEALERSHIP NAME, ETC.) ①:

- Helvetica Neue Bold Condensed
- Body 7 pt* in lower case*
- Text 2mm away from line

CONTACT DETAILS ②:

- Helvetica Neue Condensed
- Body 7 pt* in lower case*
- Text 2mm away from line

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



210 x 297 mm (A4) FORMAT

SENDER (SITE AND DEALERSHIP NAME, ETC.) ①:

- Arial Bold
- Body 7 pt* in lower case*
- Text 2mm away from line

CONTACT DETAILS ②:

- Arial Regular
- Body 7 pt* in lower case*
- Text 2mm away from line

TITLE OF DOCUMENT ③:

- Arial Bold
- Body 12 pt* in capitals*

INFORMATION ④:

- Arial Bold & Arial Regular
- Body 10 pt* in capitals*

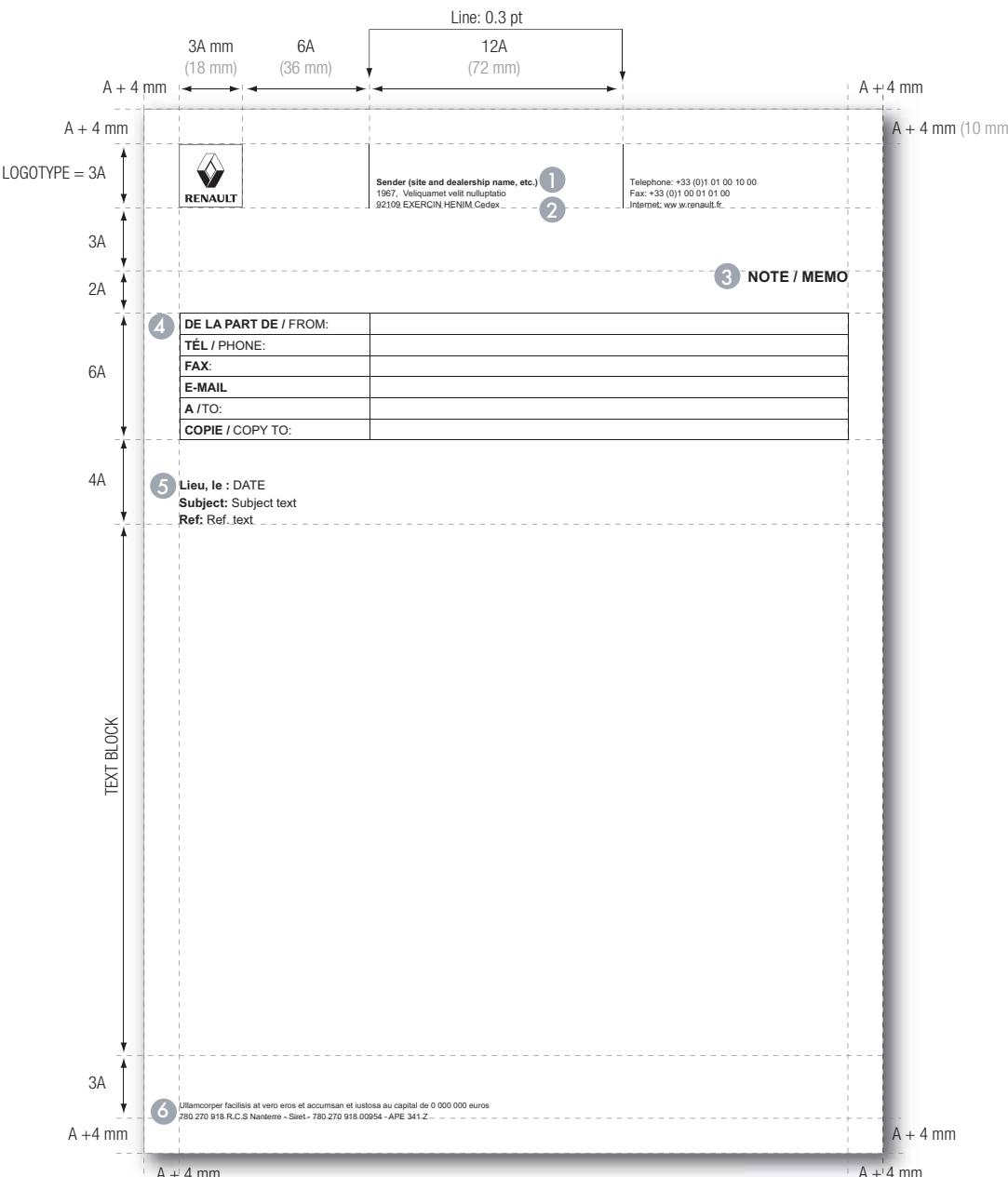
LOCATION, DATE, SUBJECT, REFERENCES ⑤:

- Arial Bold & Arial Regular
- Body 10 pt* in lower case*

LEGAL INFORMATION ⑥:

- Arial Regular
- Body 6.5 pt* in lower case*

* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.



210 x 297 mm (A4) FORMAT

SENDER (SITE AND DEALERSHIP NAME, ETC.) ①:

- Arial Bold
- Body 7 pt* in lower case*
- Text 2mm away from line

CONTACT DETAILS ②:

- Arial Regular
- Body 7 pt* in lower case*
- Text 2mm away from line

TITLE OF DOCUMENT ③:

- Arial Bold
- Body 12 pt* in capitals*

INFORMATION ④:

- Arial Bold & Arial Regular
- Body 10 pt* in capitals*

LEGAL INFORMATION ⑤:

- Arial Regular
- Body 6.5 pt* in lower case*

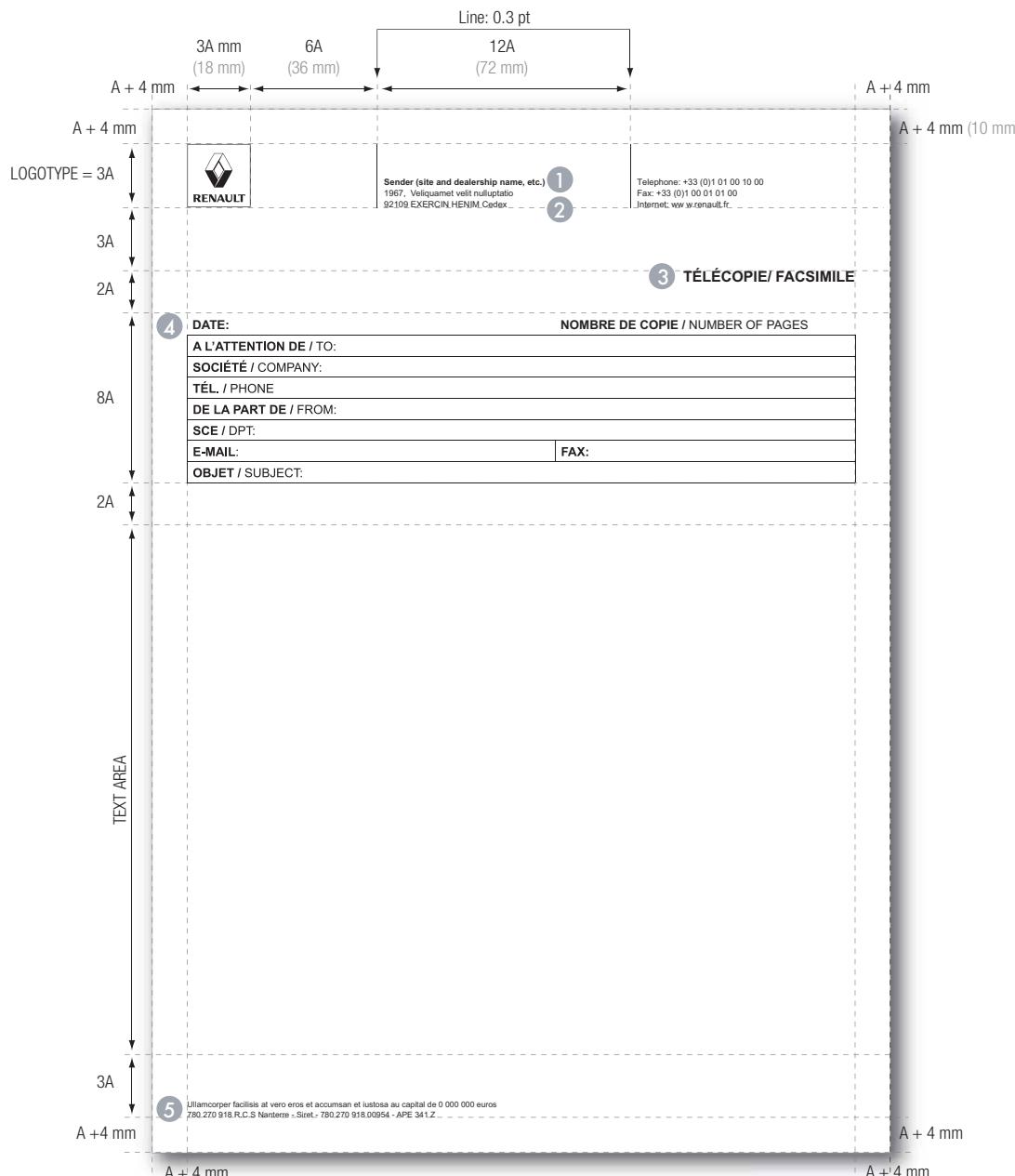
* The bodies of the typefaces and the letter spacing are given as an example. They may be adjusted depending on the size of your text.

**CAUTION**

The proportions of the white border may vary slightly due to printing restrictions.

EXAMPLE

For a letterhead or a printed form, the white border must be at least 10mm thick (A, i.e. 6mm + 4mm printing safety margin).



09

PRINTED FORMS

Examples of forms

An example of application

Administrative stamp



EXAMPLES OF FORMS

Presentation

Some examples of printed forms are shown opposite.

They may be printed in four colours, two colours or in black and white.

BON DE COMMANDE ATLAS 2007
ORDER FORM ATLAS 2007

Madame, Monsieur,
Nous avons le plaisir de vous adresser le bon de commande
de l'ATLAS édition septembre 2007 POUR FAIRE VOTRE

COMMANDA AUPRÈS DE PUBLIPOLE

> Pour les sites de Douai, Flins,
Sandouville, Cergy, Choisy, f
et Export, concessionnaires
uniquement par télécopie au 0
ou 01 76 89 05 25.

Recevez, Madame, Monsieur, nos si
PUBLIPOLE

LIEU GÉOGRAPHIQUE DE LA COMMANDE

NOM DU DEMANDEUR / NAME _____
(en lettres capitales / in capitals)

N° DE COMPTE CLIENT / CLIENT N° _____
(REGROUP. filiales françaises et étrangères)

N° DE CENTRE DE FRAIS / COST NO. _____

API _____

RUE / ADDRESS _____

CODE POSTAL / POSTAL CODE _____

▼ RÉFÉRENCE ▼ DESIGNATION

4939 213 601	ATLAS SEPTEMBER 2007
4939 213 602	ATLAS SEPTEMBER 2007

> PRIX HORS TAXE, FRAIS D'EXPÉDITION ET D'ACHAT
PRICE HT, EXCLUDING SHIPPING COSTS

DATE _____

TÉL. / PHONE No. _____

DIRECTION DES SERVICES À L'ÉTRANGER
DIRECTION DES SERVICES GÉNÉRAUX
PRODUITS ET SERVICES PUBLIPOLE

Signature

**FICHE D'ÉVALUATION VN
RESPECT DU CONTRAT**

Partie _____

- Défaillances ou similitudes
- Disponibilité
- Bon de commande
- Bon de réparation

Signature

**ORDRE DE RÉPARATION
RENAULT MINUTE CARROSSERIE**

Exemplaire CLIENT Entrée n° _____

Date d'entrée du véhicule dans l'atelier Nom _____
Date de mise à disposition du véhicule _____ à _____ Livraison le _____

N° _____ Type _____

Date de 1^{re} mise en circulation : _____ / _____ / _____ VN _____

Nbre places : _____ Energie/Charge utile : _____ Puissance : _____ Couleur : _____

Modèle : _____ Vs avant travaux : _____ Genre : _____ Organisme payeur : _____

NOM & NUMÉRO OPÉRATION DÉSIGNATION	GAUCHE			DROITE			
	Réparation	Changer	Peindre	Code	Temps	Code	Temps
Cloignotant AV / AR							
Optique							
Allie AV							
Allie AV							
Porte AV							
Rétroviseur							
Porte AR							
Bas de caisse							
Allie AR							
Vitre latérale							
Barillet							
Temps préparation peinture							
Bouclier AV / AR							
Capot AV							
Parabrisa							
Hayon / coffre							
Bouclier AR							
Autres travaux							
Temps préparation peinture							
DÉTAIL CLIENTS							

Le client souhaite-t-il un véhicule de remplacement aux conditions affichées par le réparateur ?
OUI NON

Le véhicule est-il concerné par le contrôle technique ?
OUI NON

Le client souhaite-t-il (à l'exception des pièces sous garantie et des échanges standard) conserver les pièces remplacées ?
OUI NON

En signant cette ordre de réparation, le client reconnaît avoir pris connaissance des conditions générales de réparation qui figurent au dos du présent document et des préconisations de son centre d'entretien.

Via le chef d'atelier Via du client

www.renault.fr

GRIFFE **COUP**

Le client souhaite-t-il un véhicule de remplacement aux conditions affichées par le réparateur ?
OUI NON

RÉFÉRENCE EXPERT : _____

RÉFÉRENCE SINISTRE : _____

AUTRES DOMMAGES : _____

ROUE DE SECOURS PRÉSENTE : OUI NON

ACCESSOIRES PRÉSENTS : _____

RENAULT SIGNATURE DU GUIDE DE LA RÉPARATION

FOUR-COLOUR EXAMPLE

TWO-COLOUR EXAMPLE

EXAMPLE IN BLACK

AN EXAMPLE OF APPLICATION

Design

Use the Helvetica Neue Condensed typeface wherever possible for printed forms. If it cannot be used, use the accompanying typeface: Arial

TITLE OF PRINTED FORM ①:

- Helvetica Neue Bold Condensed
- Body 12 pt* in capitals*
- Text 2mm away from line

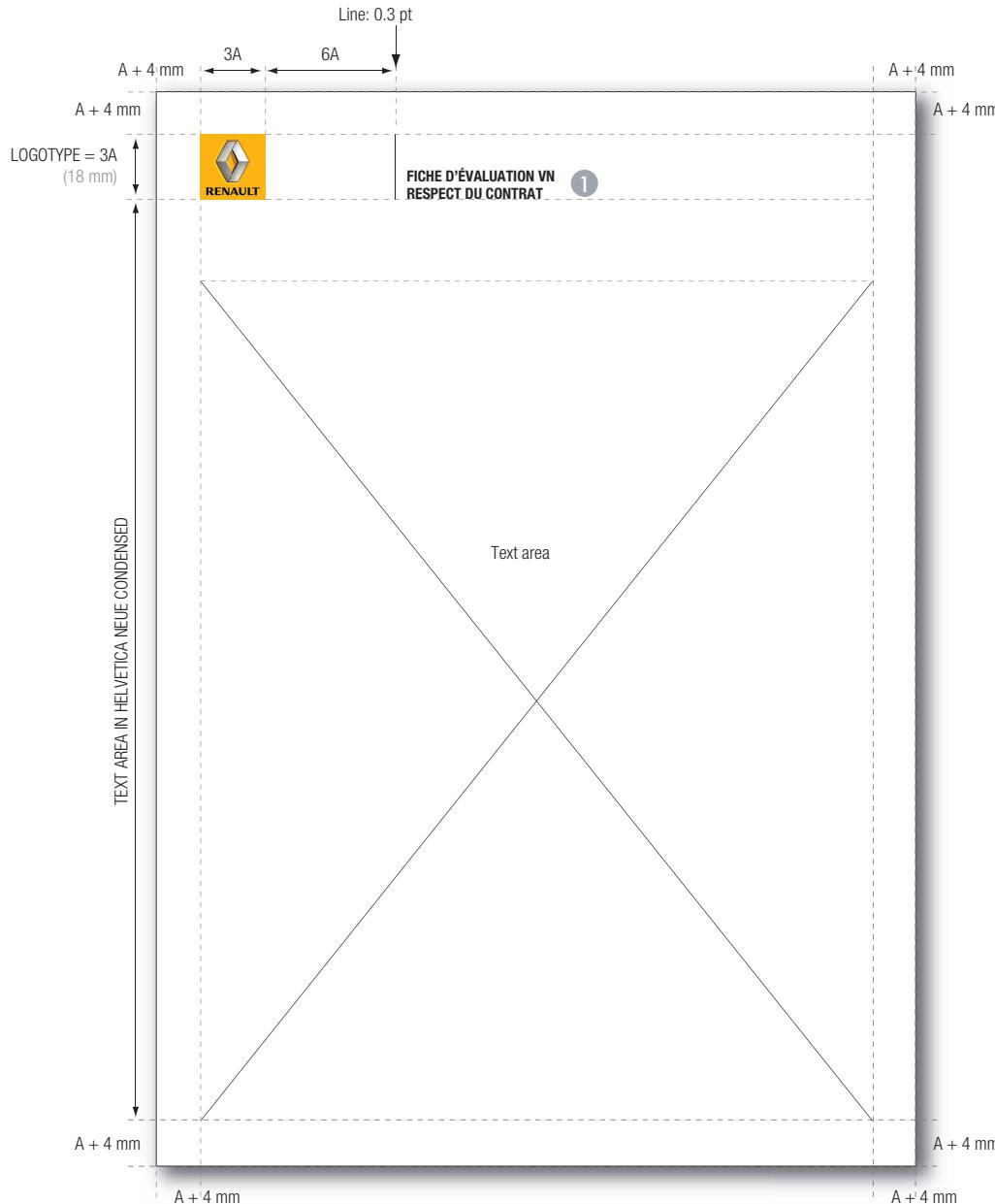
* Font sizes and letter spacing are simply specified by way of example. They may be adjusted to fit the amount of text used.

CAUTION

The proportions of the white border may vary slightly due to printing restrictions.

EXAMPLE

For a letterhead or a printed form, the white border must be at least 10mm thick (i.e. 6mm + 4mm printing safety margin).



ADMINISTRATIVE STAMP

Design

The Renault logo is included in the black-and-white version on the administrative stamp. The typeface used is Helvetica Neue Condensed.

BON DE COMMANDE ATLAS 2007
ORDER FORM ATLAS 2007

Madame, Monsieur,
Nous avons le plaisir de vous adresser le bon de commande de l'ATLAS édition septembre 2007 POUR FAIRE VOTRE COMMANDE AUPRÈS DE PUBLIPOLE.

> Pour les sites de Douai, Flins, Grand-Couronne, Sandouville, Cergy, Choisy, filiales France et Export, concessionnaires, la commande se fait uniquement par télécopie au 01 76 83 47 28 ou 01 76 89 05 25.

Recevez, Madame, Monsieur, nos sincères salutations,
PUBLIPOLE

Madam, Sir.
We are pleased to send you the Atlas September 2007 order form.
YOU CAN DIRECTLY ORDER TO PUBLIPOLE.

> For the sites of Douai, Flins, Grand-Couronne, Sandouville, Cergy, Choisy, filiales France and Export, dealers, the orders are only made by fax in +33 1 76 83 47 28 or +33 1 76 89 05 25.

Sincerely yours,

LIEU GÉOGRAPHIQUE DE LIVRAISON / DELIVERY ADDRESS

NOM DU DEMANDEUR / NAME
(en lettres capitales / in capitals)

N° DE COMPTE CLIENT / CLIENT NUMBER
(REAGROUP, filiales françaises et étrangères / REAGROUP, french and other)

N° DE CENTRE DE FRAIS / COST NUMBER

API

RUE / ADDRESS

CODE POSTAL / POSTAL CODE

VILLE / CITY

► RÉFÉRENCE	► DÉSIGNATION	UNITÉ DE VENTE	PRIX INDICATIF HT EN €	QUANTITÉ COMMANDEE
4939 213 601	ATLAS SEPTEMBRE 2007 FR	1	2,34	
4939 213 602	ATLAS SEPTEMBER 2007 GB	1	2,34	

> PRIX HORS TAXE, FRAIS DE TRANSPORT EN SUS
PRICE HT, EXCLUDING SHIPPING COSTS

DATE

TÉL. / PHONE N°

DIRECTION DES SERVICES A L'ENTREPRISE
DIRECTION DES SERVICES GÉNÉRAUX
PRODUITS ET SERVICES PUBLIPOLE

TAMPON ET SIGNATURE DU RESPONSABLE DÉBITÉ / STAMP AND MANAGER SIGNATURE

DÉNOMINATION SOCIALE
MINCIDUI TIS ADIAM

92109 Exercice henim Cedex - FRANCE
Tél: +33 (0)1 01 00 10 00
Lorem: 780 129 987 03591 - INI 341 Z



INFORMATION

The black-and-white logotype is available from the Visual Image Department.

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PACKAGING





**UNDER
CONSTRUCTION**

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SIGNAGE



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SIGNAGE



**UNDER
CONSTRUCTION**

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BRANDING

Clothing branding

Vehicle branding

Branding of merchandising products

Access badges



RENAULT clothing (mixed) is branded in accordance with the standards shown opposite.

1

The RENAULT logotype is positioned on the front of the garment at chest level.

2

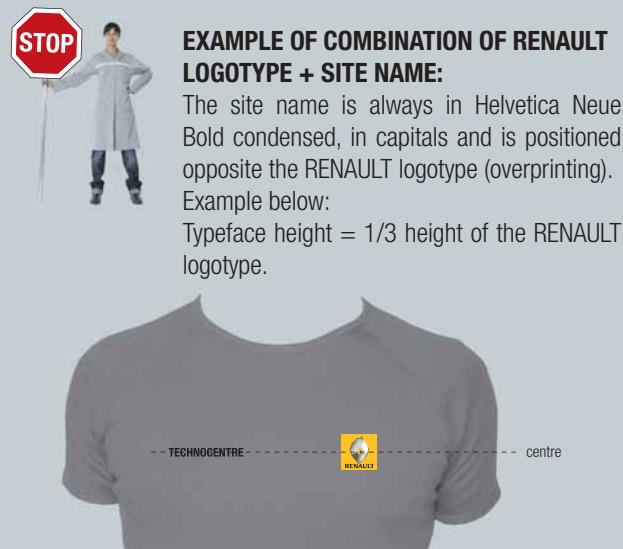
The RENAULT typeface is placed on the back of the garment.

Possible configurations:

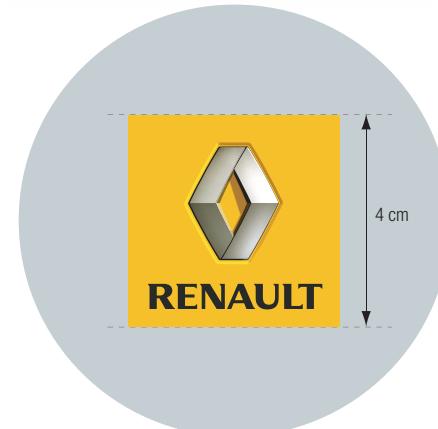
- ① only
- ① + ②

Use of configuration ② (branding on the back only) alone is prohibited.

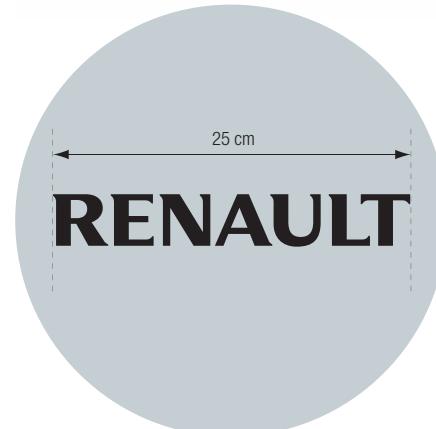
The jacket seen here is shown for illustrative purposes only.



① FRONT "CHEST" MARKING



② BACK MARKING





**UNDER
CONSTRUCTION**

For the branding of merchandising products, we want to keep the rules strict:

- The RENAULT logotype is to be used by default.
- For “top-of-the-range” product lines, or to meet certain technical or budgetary constraints, the typeface may be used alone.

The branding may also have a “chrome” finish.





EXAMPLE OF COMBINATION OF RENAULT LOGOTYPE + SITE NAME:

The site or event name is always in Helvetica Neue Condensed Bold, in capitals.

TECHNOPOLE CONVENTION 2008 DOUAI PLANT



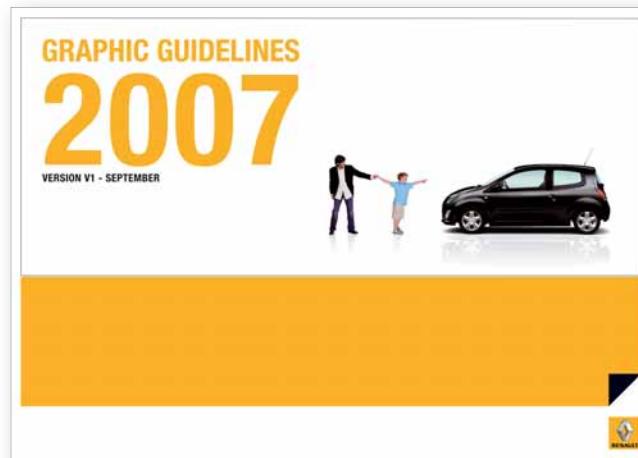
**UNDER
CONSTRUCTION**

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PRACTICAL INFORMATION

Other sources of practical information





You can find the information contained in these guidelines, as well as production files for the core elements, on the Community and Intracom intranet sites (Visual Identity section).

INTRACOM WEBSITE: (website accessible to all employees)

<http://www.intra.renault.fr/corp/dcom/fr>

COMMUNITY WEBSITE: (site available to communications personnel only)

http://www.intra.renault.fr/corp/dcom_metier/

If you require further details about the standards applicable to certain communications media, please contact the central departments responsible for deployment.

In particular, you can contact:

- the Advertising department (Strategy and Marketing) for standards concerning communications media for advertising use (TV, posters, press).
- the Product Communications department (Strategy & Marketing), for standards relating to Product communications (brochures, CLV, etc.).
- the E-commerce department (Services and Sales & Marketing Quality) concerning graphic and ergonomic standards for "Renault.country" commercial websites.
- the International Motorshows department (Corporate Communications) for signage standards and developments in graphics for Renault stands.
- the Internal and Communications Media department (Corporate Communications) for internal and Corporate communications standards.
- the Corporate Internet department (Corporate Communications) for standards governing the "renault.com" and «media.renault.com» sites.
- the Events department (Corporate Communications) for details of standards to be deployed at Renault events.
- the Dealer Network Architecture and Layout department (Services) for standards relating to dealership network signage.



(www.intra.renault.fr/corp.dcom/fr/)