

DIGITAL IDENTITY STANDARDS

2010



DRIVE THE CHANGE



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(SO THAT IT ALL BECOMES CLEAR)

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INTRODUCTION

General comments about the media
User guide



- Avoid overloading pages (texts, visuals etc.), rank and structure content as far as possible.
- Always use the same names and navigation techniques.
- Choose words and symbols carefully and use concise, exact and standard vocabulary.
- Help and direct the net user by providing intuitive navigation and provide explicit help where needed.
- Take into account the fact that net users may make mistakes in complex situations, such when filling out forms.
- Think “user” and take into account their needs; make interaction easy and avoid unwarranted actions so as not make users waste time.
- Make access easy for everyone while respecting web access restrictions (Accessiweb, WAI etc.).
- Ensure net users are satisfied with regard to usefulness, service quality, aesthetics and user experience issues.



These Digital Standards are part of a global project to ensure maximum consistency between all communication environments: web, print, publications, TV, etc.

This document primarily targets Renault Group departments, and their digital service provider agencies.

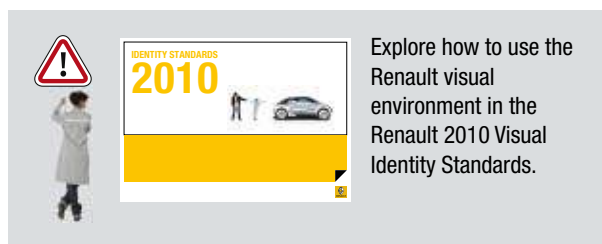
HOW TO USE THIS DOCUMENT

The Digital Standards sets out the main visual identity principles applicable to all Renault sites, whether for internal or external communication.

Rolled out at each site, these visual identity standards will contribute to a consistent Renault image on the web.

The common visual and structural bases for all Renault web sites (commercial sites, corporate sites, press site, and event, thematic, sports, internal, etc. sites) are available in sections 02 and 03. It is essential to use these components as they are presented; no changes may be made to these templates.

The visual identity standards specific to each site typology are presented in sections 08, 09 and 10.



DOWNLOADING SOURCE FILES

Some pages in this document include source file downloads. They must be used as the basis from which to work on all new graphic design projects.

Each component must be used as is and may not be modified.



Download all PSD templates



Download all AI templates



02

RENAULT FUNDAMENTALS

Introduction
Logotype
Rule & Tab
Packshot
White space
Typefaces
Colours



FUNDAMENTALS

The main principles

The Renault image on the web is illustrated by the association of several graphic constants that form the Renault visual environment.

The following pages provide details of the fundamentals applicable to all Renault sites



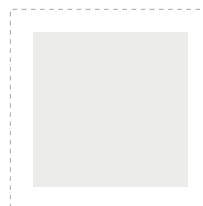
LOGOTYPE
to reinforce the brand status



RULE & TAB
to indicate the brand's renewal
and constant dynamism



PACKSHOT
to combine enthusiasm
with visual rigour



WHITE SPACE
to highlight photos and establish
a more qualitative visual language



ABCDEFGH
IJKLMNOP
QRSTUVWXYZ...

TYPEFACES
for greater personality and rigour



COLOURS
to promote our product ranges



NORMES ICONOGRAPHIQUES
pour une parfaite maîtrise
de notre langage visuel.

LOGOTYPE

Presentation & use

The logotype, the association of the emblem and the Renault typeface, is an invariable graphic component. Its balanced and statutory form is the central component in Renault's visual identity. The clearspace corresponds to the area around the logotype into which no other component may intrude.

DOWNLOAD



Download the PSD template



Download the AI template

LAYOUT

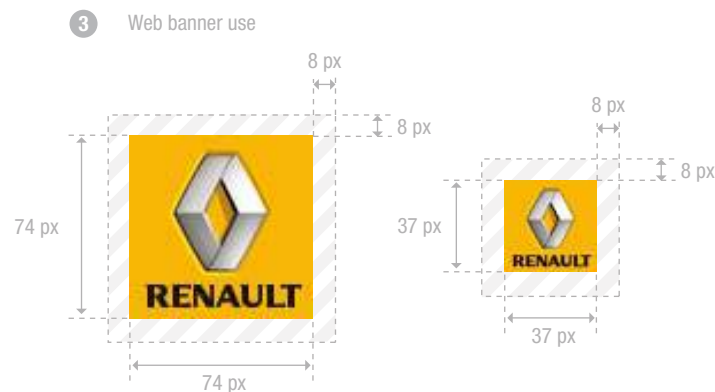
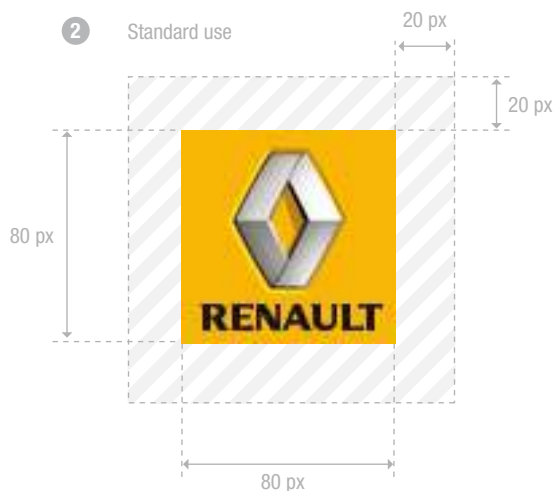
1 The logotype is an invariable graphic component. It is always surrounded by a clearspace equal to 1/4 of its width.

USE

2 The standard size for using the logotype is 80 px / 80 px. Its clearspace is 20 px minimum.

3 The sizes for using the logotype in web banners are 37 px / 37 px and 74 px / 74 px. In web banners, the logotype clearspace is always 8 px minimum.

4 The logotype is always used on a white background.



RULE & TAB

Presentation

The rule is used with the tab, and personifies Renault innovation. It's a new page turning over. The rule and the tab are always used with the Renault logotype. They form the first visual component used to engage dialogue with the user.

LAYOUT

The rule forms a rectangle.

Rule thickness: 1 px

Rule and tab colour: #000000

The tab is always placed in the bottom right hand corner of the frame.

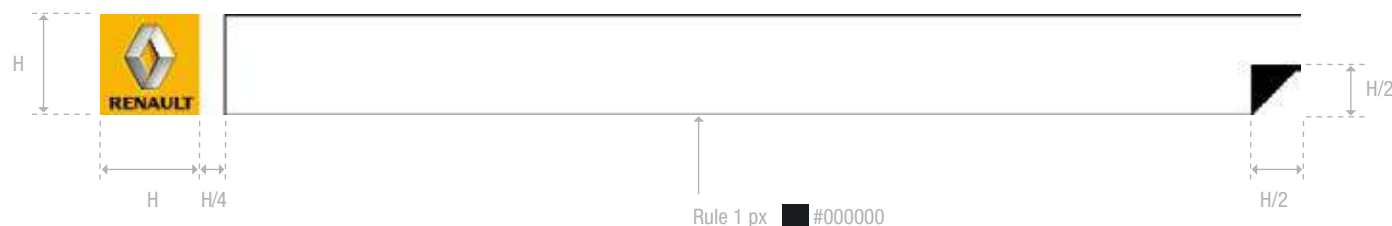
The logotype+rule+tab group can be used in two different ways:

- 1 For a site header, the size of the logotype is twice the size of the tab.
- 2 For a web banner, the size of the logotype is the same as the size of the tab.

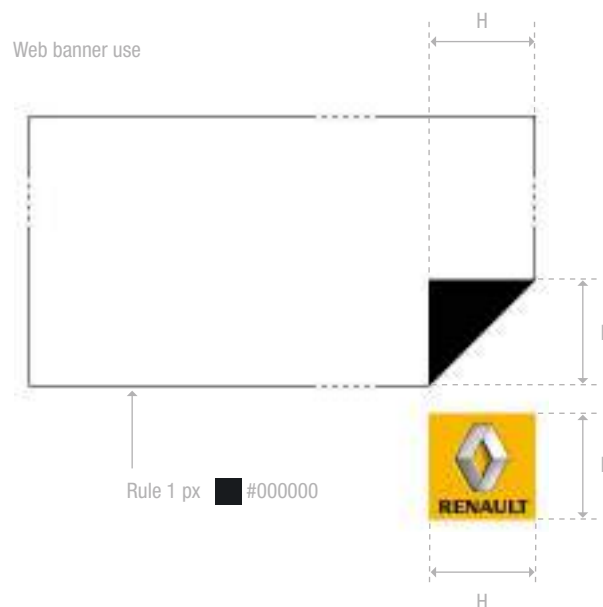
USE

The rule and the tab are always used with the Renault logotype. They are always on a white background and are only used once on each page.

1 Use in a header



2 Web banner use



PACKSHOT

Composition

To communicate the brand's enthusiasm and proximity, the packshots combine a vehicle profile with people. They are used to illustrate an activity, an event or a topic, or even to represent "target customers".

DOWNLOAD

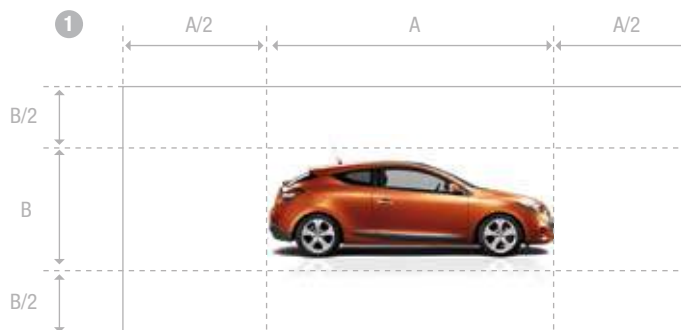


Download the PSD template

LAYOUT

① The vehicle visual is always centred on the grid height. It can be moved anywhere across the width of the grid. The vehicle angle is always a right hand profile cutout studio photograph. The projected drop shadow simulates a shiny floor. This reflection is obtained by creating a shading "mirror" image of the vehicle, with 15% opacity in product mode. The visible part of the reflection stops at about halfway along the vehicle rim. The background can be either white or coloured.

② The person or people are positioned anywhere within the grid, alongside, in front of or behind the vehicle.



②



The packshot visuals are available from the Phototheque (www.intra.renault.fr/mediatheque/). Retrouvez. More information to be found in the Intracom Visual Identity Rubric (<http://www.intra.renault.fr/corp/dcom/>).

PACKSHOT

Examples of use

3 The people are always centred vertically within the spaces around the car. Make sure the montage is realistic, focusing on a coherent and realistic composition.

4 The vehicle always displays its right hand profile.

USE

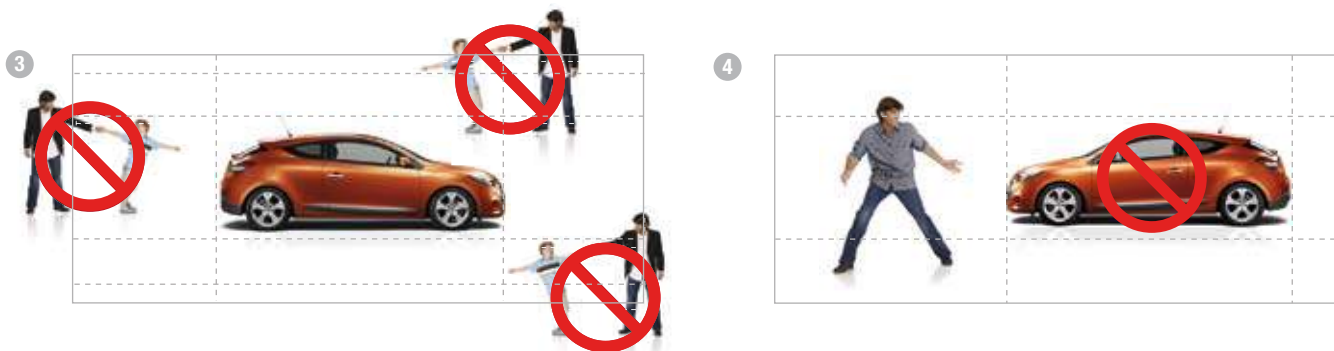
The packshot can be used as a site header or as a content thumbnail. It is used for illustrative purposes.

5 The packshot width does not exceed 200 px.

EXAMPLES

6 Use as a site header with a white background.

7 Use as a content thumbnail with vehicle colour background.



WHITE SPACE

Presentation and proportions

The white space is a mandatory white area framing content. It is used to structure the layout and enhance the brand.

LAYOUT

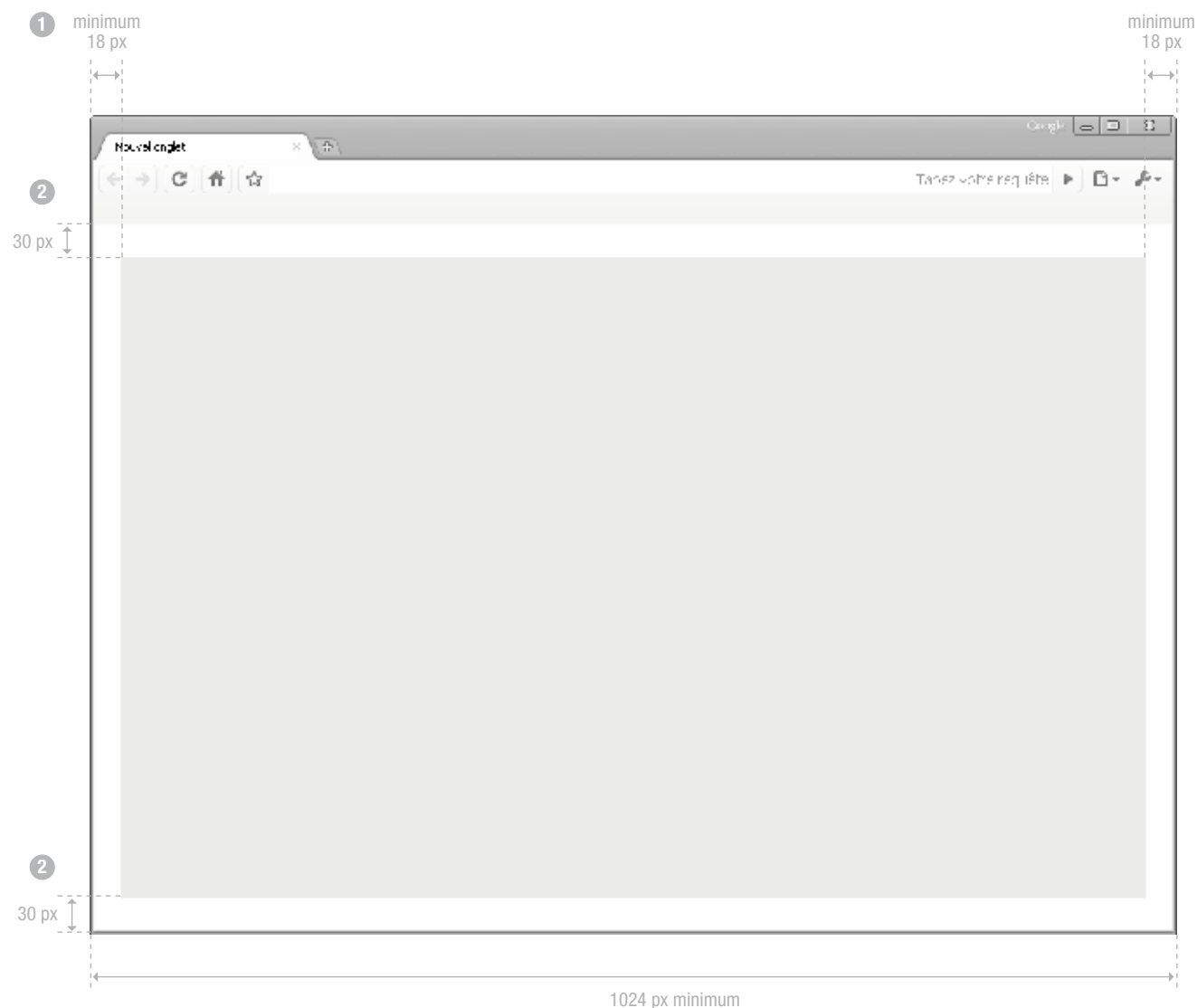
Because of the specific nature of a screen, the proportionality rules used for printing are not applied in this case.

① The side margins are obtained by positioning the site in the centre of the browser window, forming columns of a minimum of 18 px.

② The 30 px top and bottom margins sit above the header and below the footer and position the site vertically on the screen.

USE

The white space is a mandatory white area. It is present on all pages. White spaces are used depending on the layout requirements for each template.



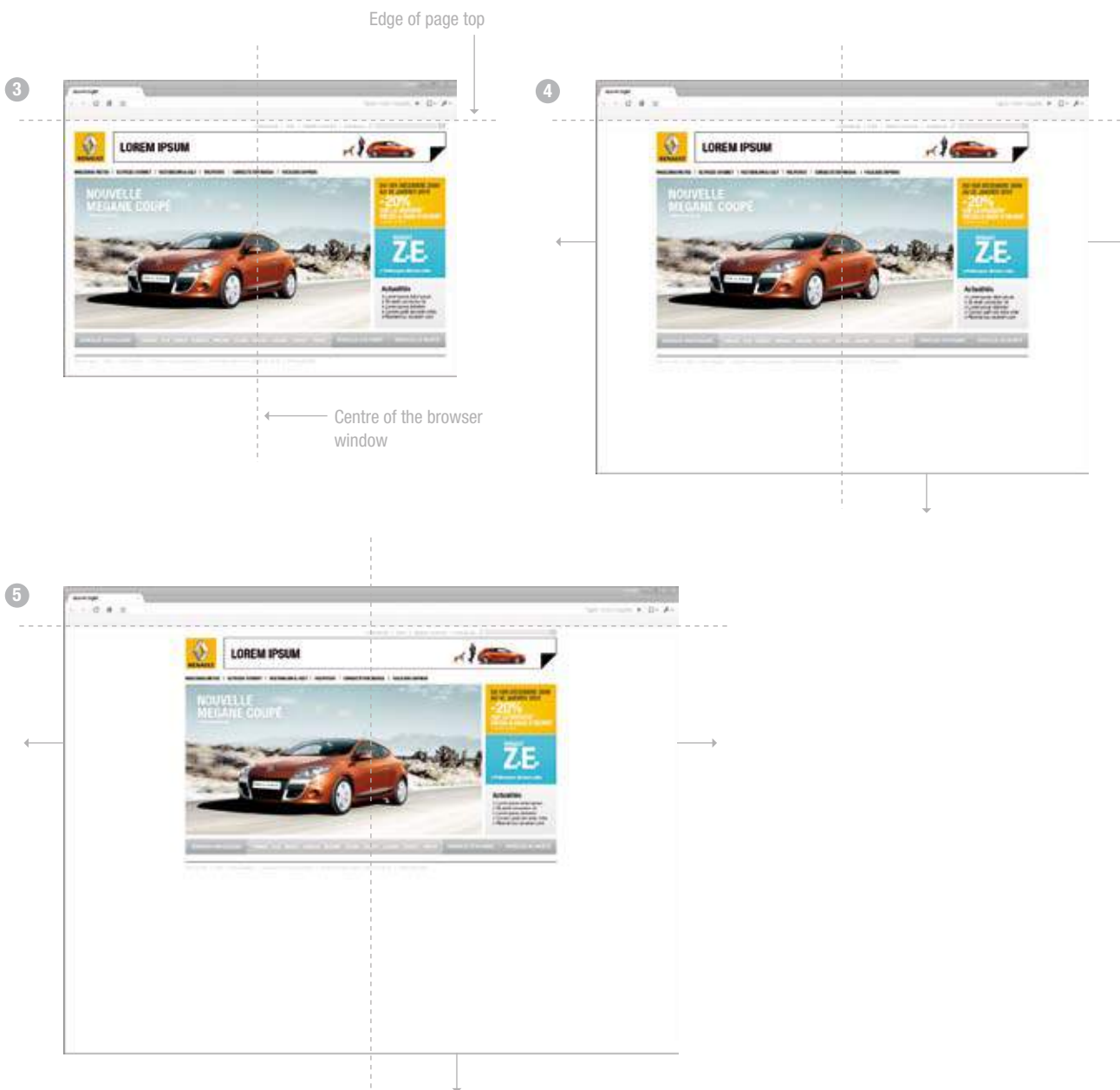
WHITE SPACE

Page resizing

The site is not resized when the browser window size changes. The site is centred horizontally in the display area, and always aligned vertically in the top of this area.

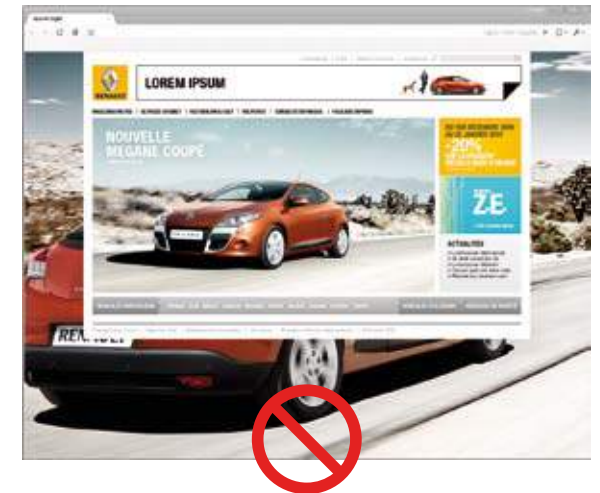
EXAMPLES

- 3 Screen resolution 1024x768
- 4 Screen resolution 1280x1024
- 5 Screen resolution 1600x1200



6 The space displayed around the site window is always white.

6



Helvetica Neue Condensed Bold is the main Renault typeface. The Arial system typeface is used as an alternative for HTML content.

LAYOUT

1 The main typeface used for text-images is Helvetica Neue Condensed Bold. For secondary uses, it can be used in various weights, from Helvetica Neue Condensed Light to Helvetica Neue Condensed Black. Minimum text size: 12 px. Text line spacing is equal to the text size. Text is always left-aligned. Anti-Alias Sharp should be applied. Text colours are Black #000000, White #FFFFFF or any other colour from the Renault palette depending on specific requirements.

2 The typeface for HTML content is Arial and Arial Bold. Minimum text size: 11 px. Minimum line spacing: 13 px. Text is always left-aligned. Text colours are Black #000000, White #FFFFFF or the greys from the Renault palette.

Capitals are used to emphasise text content, a short heading, a range or vehicle name, a hookline, event or a content thumbnail.

1

Helvetica Neue
Bold Condensed

Aa BbCcDdEe
FGHJJKLMNOPQRS

Helvetica Neue
Light Condensed

TUVWXYZabcdefghijklmnopqrstuvwxyz012

Helvetica Neue
Black Condensed

123456789#&?"

Helvetica Neue
Condensed

Feugait, quisit vendre eumsan ullandignit utet,
dolesseq uiscidu issendrem ipit lum ipisl dol
auguercil dolore modolore te del ipis num volob.

2

Arial Bold

Aa BCDEFGHJJKL12345
abcdefghijklmnopqrstuvwxyz

Arial Regular

Feugait, quisit vendre eumsan ullandignit utet, sendit
se consequis auguercil dolore modolore te del ipis.

TYPEFACES

Use

3 Titles and paragraphs of text are always left-aligned.

4 Titles and paragraphs of text are never right-aligned or centred.

UTILISATION

Helvetica Neue is used in capitals for hooklines, page headings, thumbnail headings and any other highlighting needs in specific layouts.

Arial is used in running text zones, certain navigation components, links, lists, etc. (cf. 03 Architecture)

EXAMPLES

5 Helvetica Neue Bold image text

6 Arial Regular and bold html text

3

ETIAM FELISQUAM

Nam libero nulla, posuere in mattis ut, potentiisque sit amet lacus. Maecenas potentiisque porta ligula. Quisque molestie acule velit et, conetisque. Ut ut odio ut quam lectis finclit quis non ika. Ut erat dolor, conetisque ut elabland ac, elementum sed lacus. Nunc elabland nisi quis magna ultrices sit amet portitor urna curus. Nam sed lobortis metus dignitatem imperdiet in sit amet risus. Quisque ut ullamcorper magna. Duis lacus lobortis est, eu ullamcorper massa finclit non. In metus odio, conetisque in sollicitudin eget, pulvinar eu odio. Potentiisque sodales tellus et quam gravida sagittis et sit amet justo.

Aliquam in metus nisi, sit amet curus quam. Nam eu dolor magna, nec vestibulum sem. Proin a eros urna, ac mattis purus. Curabitur nunc leo, lobortis aliquam sollicitudin ac, luctus eu justo. Maecenas ut est et libero pretium interdum non et est. Nunc lacus libero eget odio egestas quis varius lorem lobortis. Curabitur volutpat commodo leo et potentiisque. Proin quis duis sit amet ultrices conetisque eu a nibh.

NULLAM RUTRUM EHNSAGITIS



DOLOR SIT AMET

Nam libero nulla, posuere in mattis ut, potentiisque sit amet lacus. Maecenas potentiisque porta ligula. Quisque molestie acule velit et, conetisque. Ut ut odio ut quam lectis finclit quis non ika. Ut erat dolor, conetisque ut elabland ac, elementum sed lacus. Nunc elabland nisi quis magna ultrices sit amet portitor urna curus. Nam sed lobortis metus dignitatem imperdiet in sit amet risus. Quisque ut ullamcorper magna. Duis lacus lobortis est, eu ullamcorper massa finclit non. In metus odio, conetisque in sollicitudin eget, pulvinar eu odio.

4

LOREM IPSUM DOLOR SIT

Quisque nunc tortor, consectetur vitae pulvinar egestas, aliquet sit amet ante. Integer auctor lacus in felis congue ultricies. Aliquam erat volutpat in hac abtasse platea dictumst. Phasellus lobortis vestibulum lacinia. Duis in magna felis, quis aliquet enim. Maecenas eu tempus leo. Integer eu lectus a metus consectetur posuere vitae et metus. Phasellus nec ipsum eget magna venenatis.

LOREM IPSUM DOLOR SIT

Quisque nunc tortor, consectetur vitae pulvinar egestas, aliquet sit amet ante. Integer auctor lacus in felis congue ultricies. Aliquam erat volutpat in hac abtasse platea dictumst. Phasellus lobortis vestibulum lacinia. Duis in magna felis, quis aliquet enim. Maecenas eu tempus leo. Integer eu lectus a metus consectetur posuere vitae et metus. Phasellus nec ipsum eget magna venenatis.

5

NOUVELLE RENAULT CLIO

Lorem ipsum dolor sit amet

6

LOREM IPSUM DOLOR SIT

Quisque nunc tortor, consectetur vitae pulvinar egestas, aliquet sit amet ante. Integer auctor lacus in felis congue ultricies. Aliquam erat volutpat in hac abtasse platea dictumst. Phasellus lobortis vestibulum lacinia. Duis in magna felis, quis aliquet enim. Maecenas eu tempus leo. Integer eu lectus a metus consectetur posuere vitae et metus. Phasellus nec ipsum eget magna venenatis tempor nec eget magna. Aliquam adipiscing leo quis sapien viverra tempus. Aenean ultricies, felis vitae aliquet mattis.

COLORS

Institutional and communication colours

The Renault colour environment is comprised of institutional, thematic and product colours. These colours form the fundamental characteristics of Renault's visual identity. Their combination contributes to immediate brand recognition. The references are given here in hexadecimal code and directly in Pantone® used for all traditional media.

DOWNLOAD



Télécharger le gabarit PSD



Télécharger le gabarit AI

LAYOUT

There are three ranges of colours available for use:

- 1 The institutional colours can be used freely combined with the specific or thematic colours.
- 2 The thematic colours can only be used in compositions related to the relevant theme.
- 3 The product communication colours are reserved for products in the Renault range.

1

INSTITUTIONAL COLOURS



YELLOW
#F7B100



BLACK
#000000



GREY 01
#6C6F70



GREY 02
#A2A5A4



GREY 03
#D0CFCB



GREY 04
#EAE9E8



WHITE
#FFFFFF

2

THEMATIC COLOURS



ENVIRONMENT
#58A618



SAFETY
#0083BE



QUALITY
#BD3632



RENAULT Z.E.
#3CB6CE

3

PRODUCT COMMUNICATION COLOURS, RESERVED EXCLUSIVELY FOR PRODUCTS IN THE RENAULT RANGE



44 TWINGO
#B71234



JR77 MODUS
#D4BA00



BCK85 CLIO
#5B8F22



E33 WIND
#0098DB



L35 THALIA
#8D3C1E



B65 CLIO CAMPUS
#006983



K61VP
NOUVEAU KANGOO
#0073B0



K61BUP
KANGOO BE BOP
#D95E00



K76VP KANGOO
#009B76



L90 RENAULT
LOGAN
#9E3039



R90 RENAULT
LOGAN MCV
#53682B



B90 RENAULT
SANDERO
#00549F



H79 DUSTER
#C84E00



B90 SANDERO
STEPWAY
#CF2F44



B95 MÉGANE
#21578A



B32 MÉGANE
GÉNÉRATION
#898F4B



D95 MÉGANE
COUPÉ
#983222



JR95 SCÉNIC
#981E32



K95 MÉGANE
ESTATE
#AEA400



H45 KOLÉOS
#51626F



L38 FLUENCE
#836344



E95 MÉGANE
COUPÉ CABRIOLET
#644459



BK91 LAGUNA &
LAGUNA ESTATE
#4C3327



D91 LAGUNA
COUPÉ
#003C69



JR81 ESPACE
#4B452C



L43 NOUVEAU
#5E172D



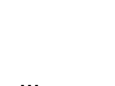
L43 GORDINI
#2A6EBB



VU
#8E908F



X83 TRAFIC VP
#00505C



...



For more details about the Renault colour ranges, consult the relevant document.
(www.intra.renault.fr/corp/dcom/)

COLORS

Colour shading

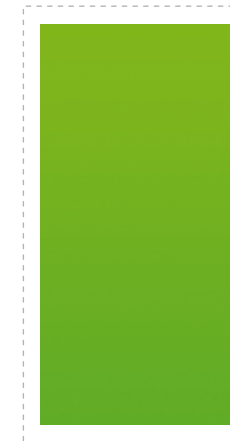
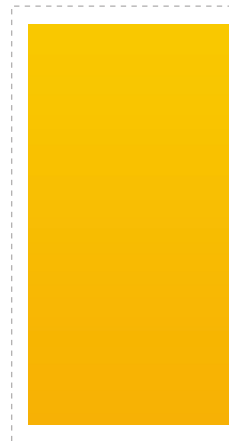
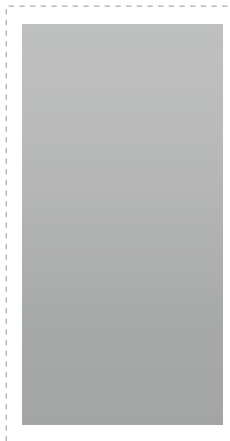
④ A moderate linear shading may be used to light up or vary certain zones: shading overlay with a maximum opacity of 30%, white for greys, and white in overlay fusion effect for colours.

⑤ Each shading must be subtle; avoid any overly visible or multicoloured effects.

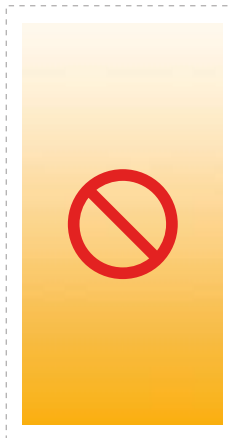
USE

Colours are used as solids or shading, depending on the layout requirements. Colours are used to structure content, rank information and establish coloured environments reflecting creative needs.

④



⑤



03

ARCHITECTURE

Overall structure

Header

Main navigation

Secondary navigation

Breadcrumb trail

Content zone

Footer



OVERALL STRUCTURE

Homepage

The overall structure is the common base for all Renault web pages. It is used to define the main content zones and the navigation systems.

Each component in the structure is mandatory and may not be removed or altered.

DOWNLOAD

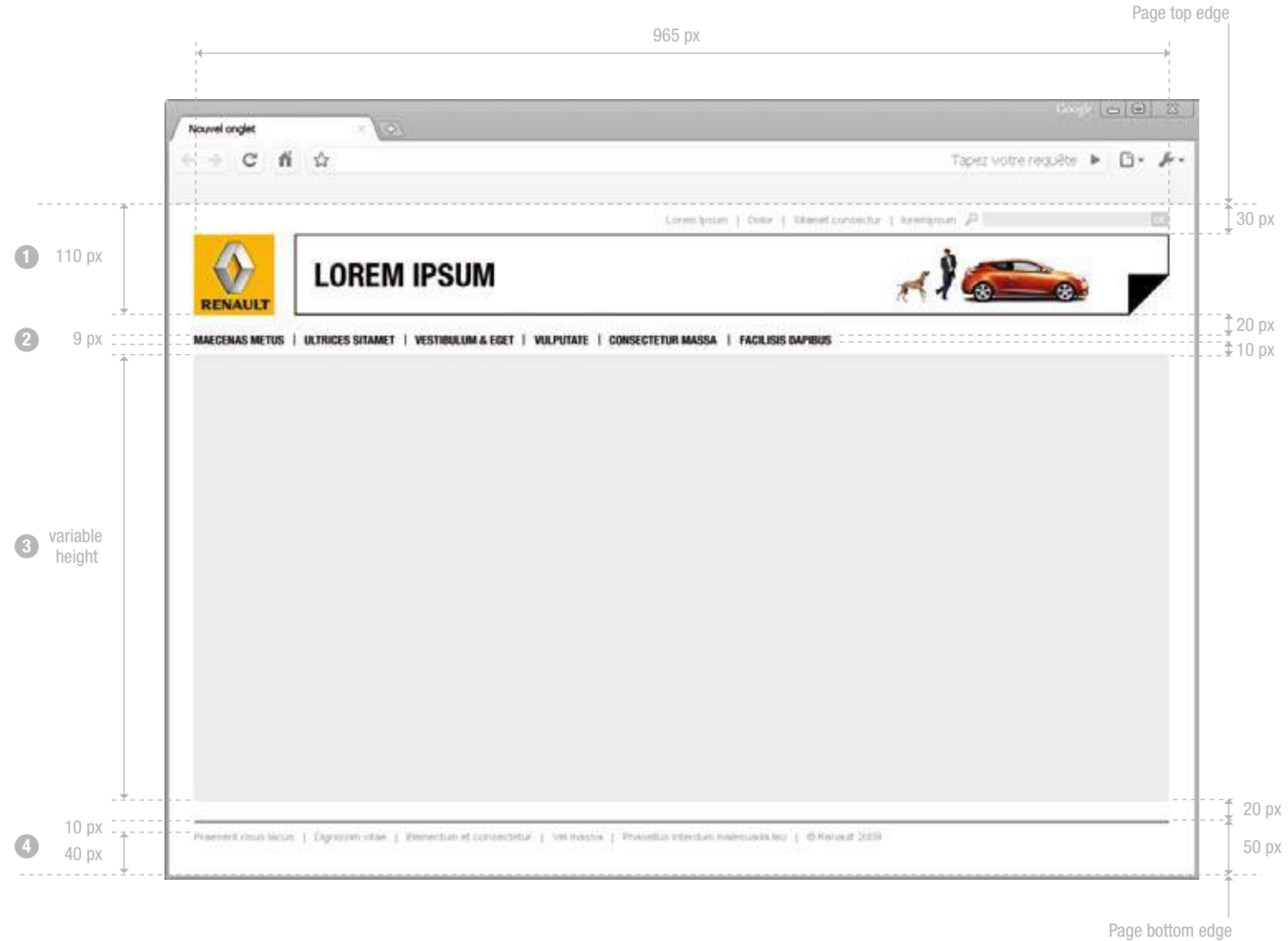


Download the PSD template

HOMEPAGE STRUCTURE

- 1 HEADER
965 px / 110 px
- 2 MAIN NAVIGATION (N1)
965 px / 9 px
- 3 CONTENT ZONE
965 px / variable height
- 4 FOOTER
965 px / 50 px

Horizontal white spaces are left between each component in the page. It is used to structure the content and open up the page. Their size is variable, but always multiples of 10 px (10 px, 20 px, 30 px, etc.).



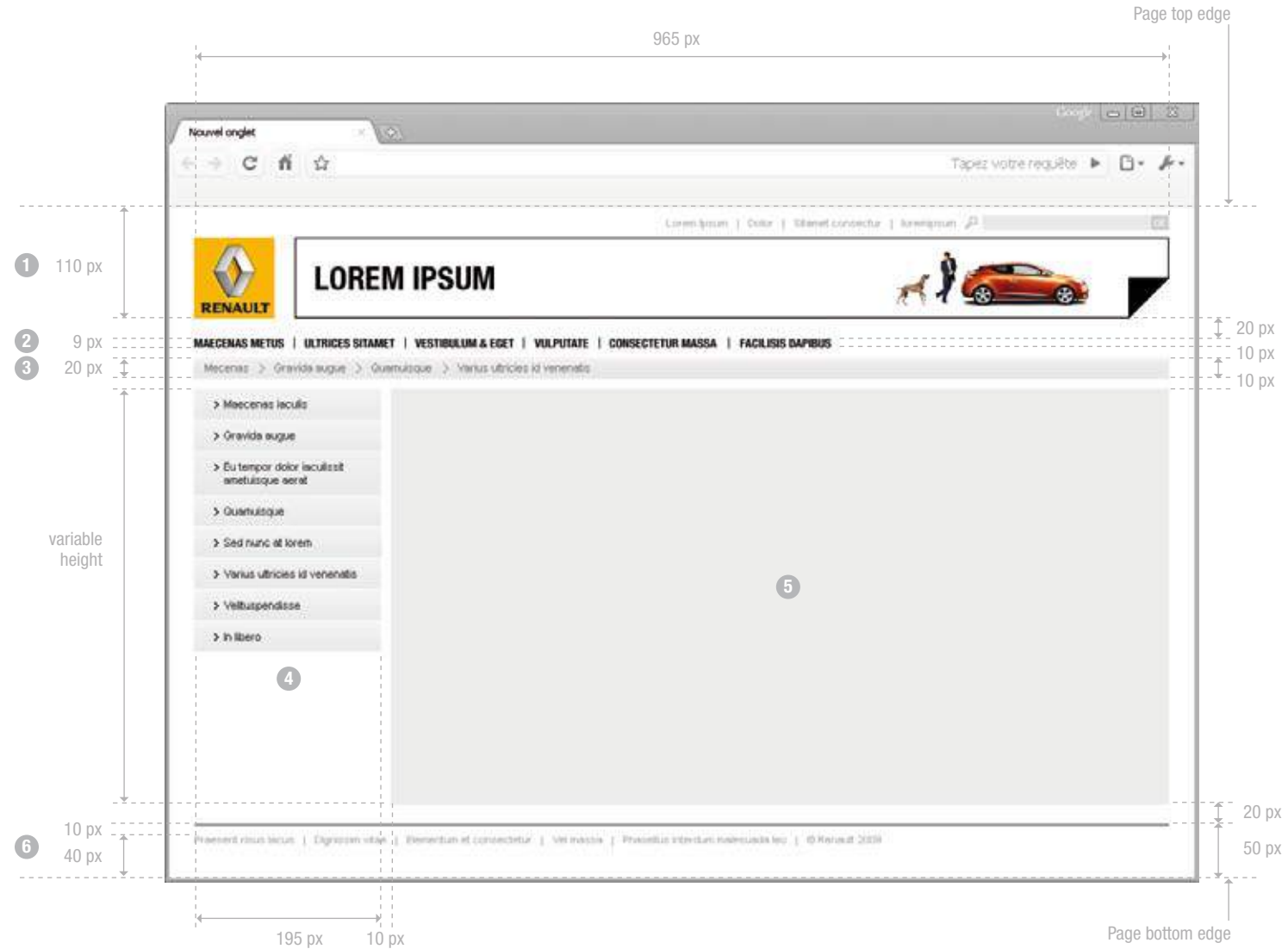
OVERALL STRUCTURE

Inside pages

The inside pages use the same structure as the homepage, except that a secondary navigation and a breadcrumb trail can also be included.

STRUCTURE OF INSIDE PAGES

- 1 HEADER
965 px / 110 px
- 2 MAIN NAVIGATION (N1)
965 px / 9 px
- 3 BREADCRUMB TRAIL
965 px / 20 px
- 4 SECONDARY NAVIGATION (N2)
Largeur 195 px
- 5 CONTENT ZONE
965 px / Hauteur variable
- 6 FOOTER
965 px / 50 px



The header is the upper area of a web page and expresses the brand identity. It includes the banner and the horizontal navigation and the search engine.

DOWNLOAD

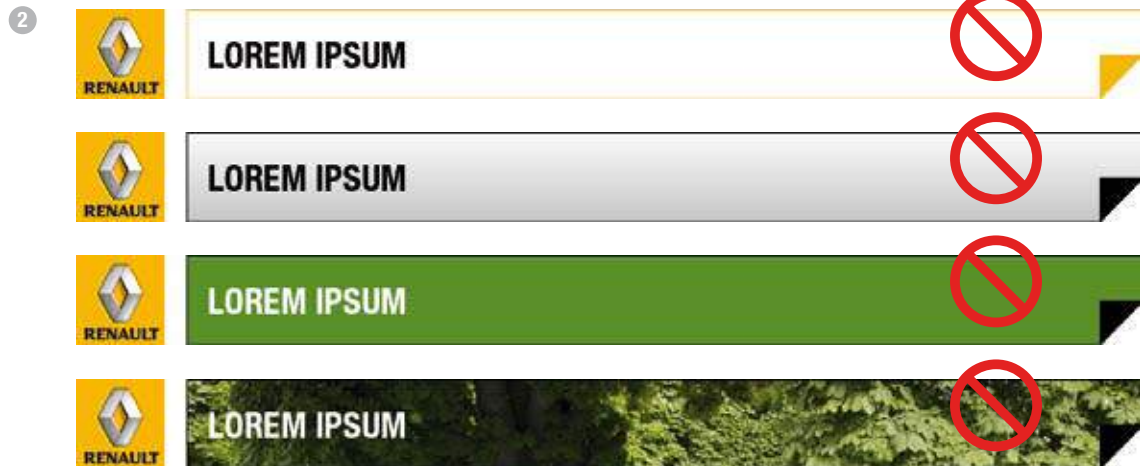
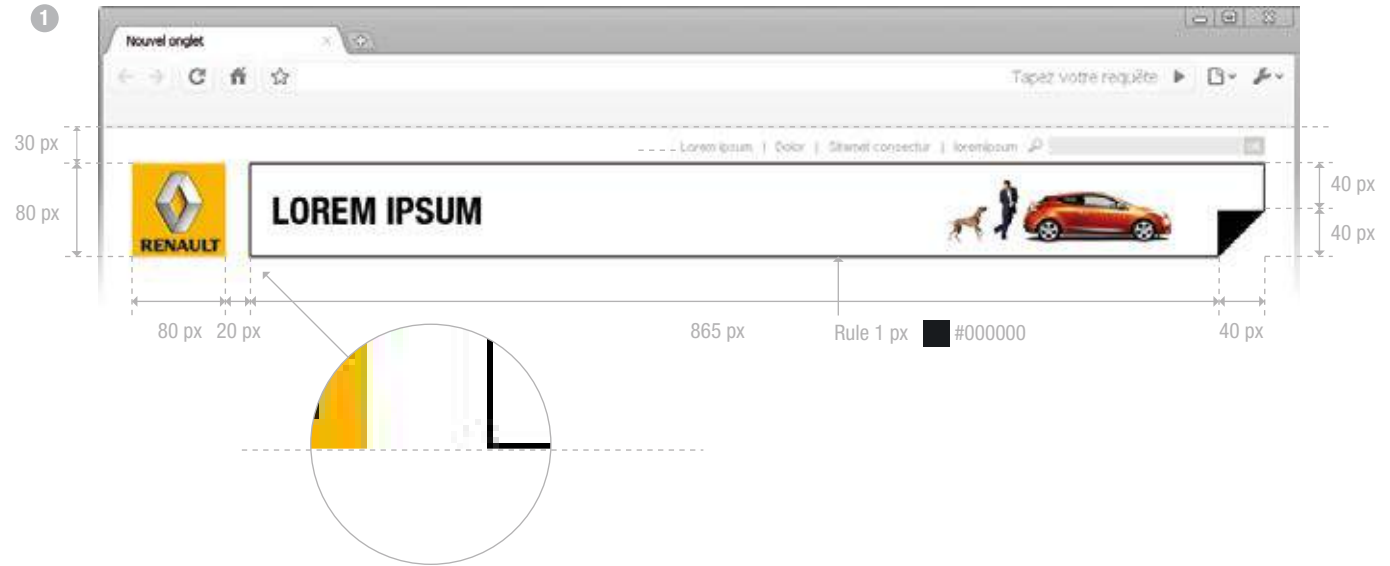
 Download the PSD template

LAYOUT

1 THE BANNER

The banner includes the logotype, rule and tab, heading and packshot.

2 The colour of each component is fixed. The central zone is always white. It cannot be replaced with a colour, shading or a photo.



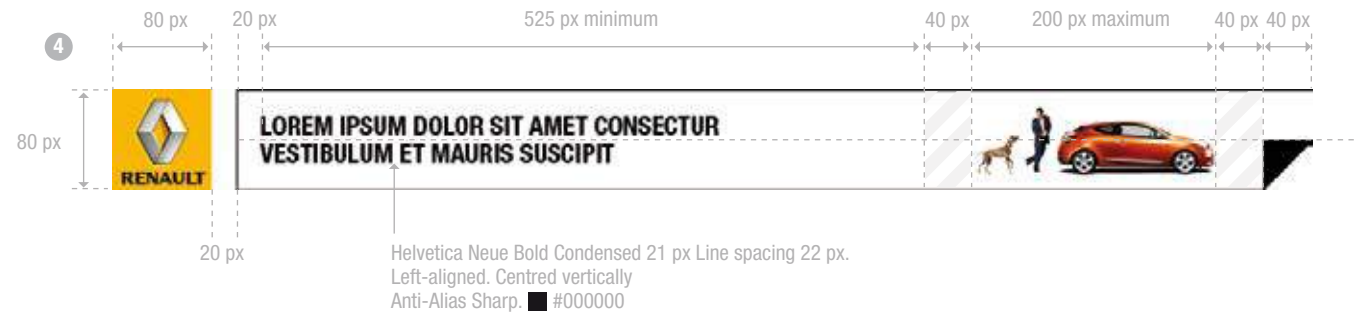
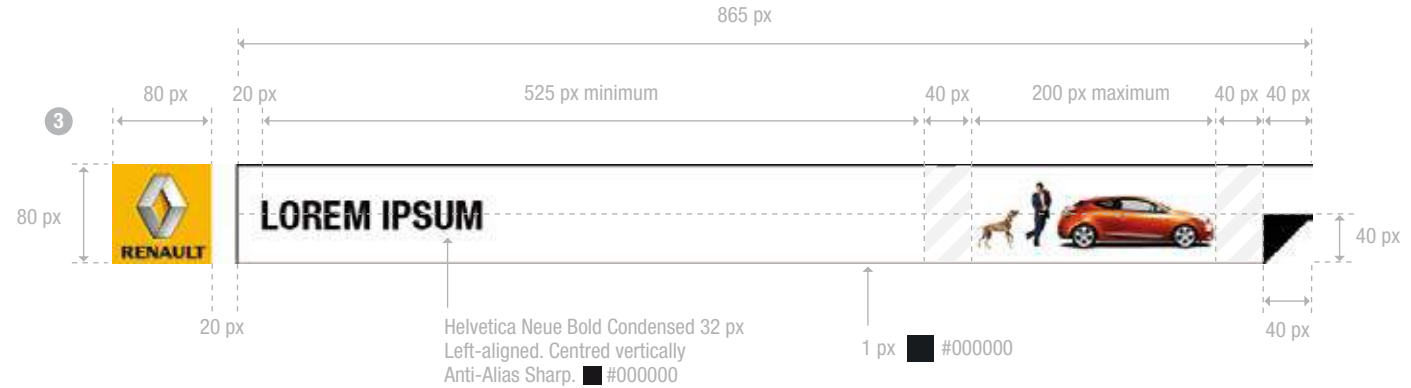
3 STANDARD BANNER

Logotype + Rule + Tab + Title on 1 line + packshot

4 ALTERNATIVE BANNER

Logotype + Rule + Tab + Title on 2 lines + packshot

It is possible to have a different packshot for each site section. However, the proportions of the constituent components must adopt the same scale in each section.



4 HORIZONTAL NAVIGATION

Typeface: Arial regular 11 px #A2A5A4

The text is right-aligned.

Separator dimensions: 1 px / 10 px

Separator colour: #A2A5A4

The text must not exceed the length of the rule + tab zone (865 px) .

5 THE SEARCH ENGINE

Typeface of the data entry field: Arial regular 11 px #000000

The text is left-aligned.

Colour of the data entry field: Gris #EAE9E8

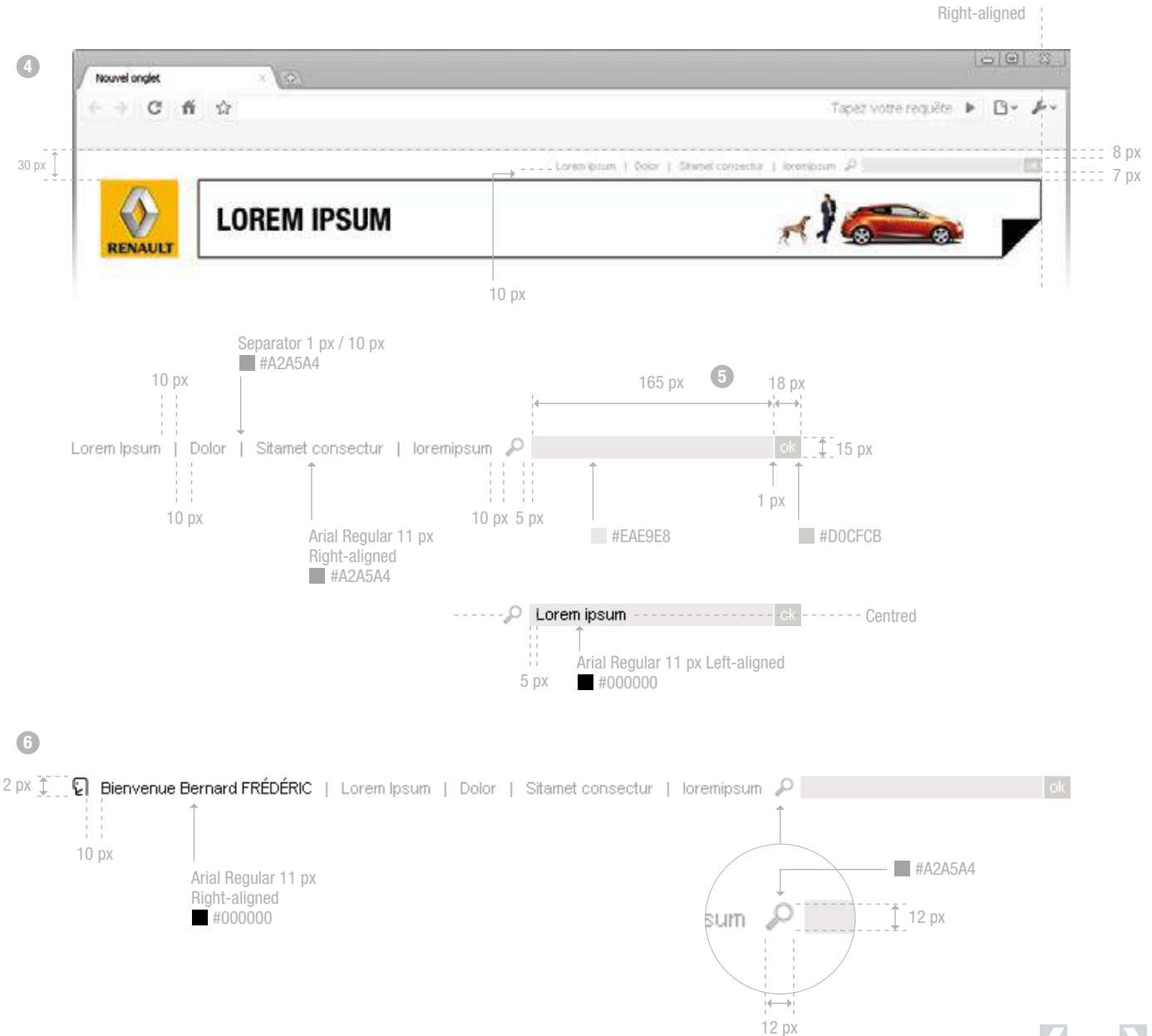
Colour of the "OK" button: Grey #D0CFCB

Colour of the "OK" text: White #FFFFFF

6 HORIZONTAL NAVIGATION WITH IDENTIFICATION

Used to display a direct access zone to the user's account, comprised of a pictogram and a login.

Typeface: Arial regular 11 px #000000



BRAND SIGNATURE

Signature and site heading

On some sites, and to ensure maximum impact, the signature may be included in the banner to the right of the logotype and takes the place of the heading. It is centred on the banner height.

In this case, the site heading may be placed to the left of the packshot visual, on one or two lines. It is centred on the banner height.

1 FRENCH SIGNATURE

Helvetica Neue Bold Condensed 21 px, line spacing 22 px, left-aligned #000000

2 ENGLISH SIGNATURE

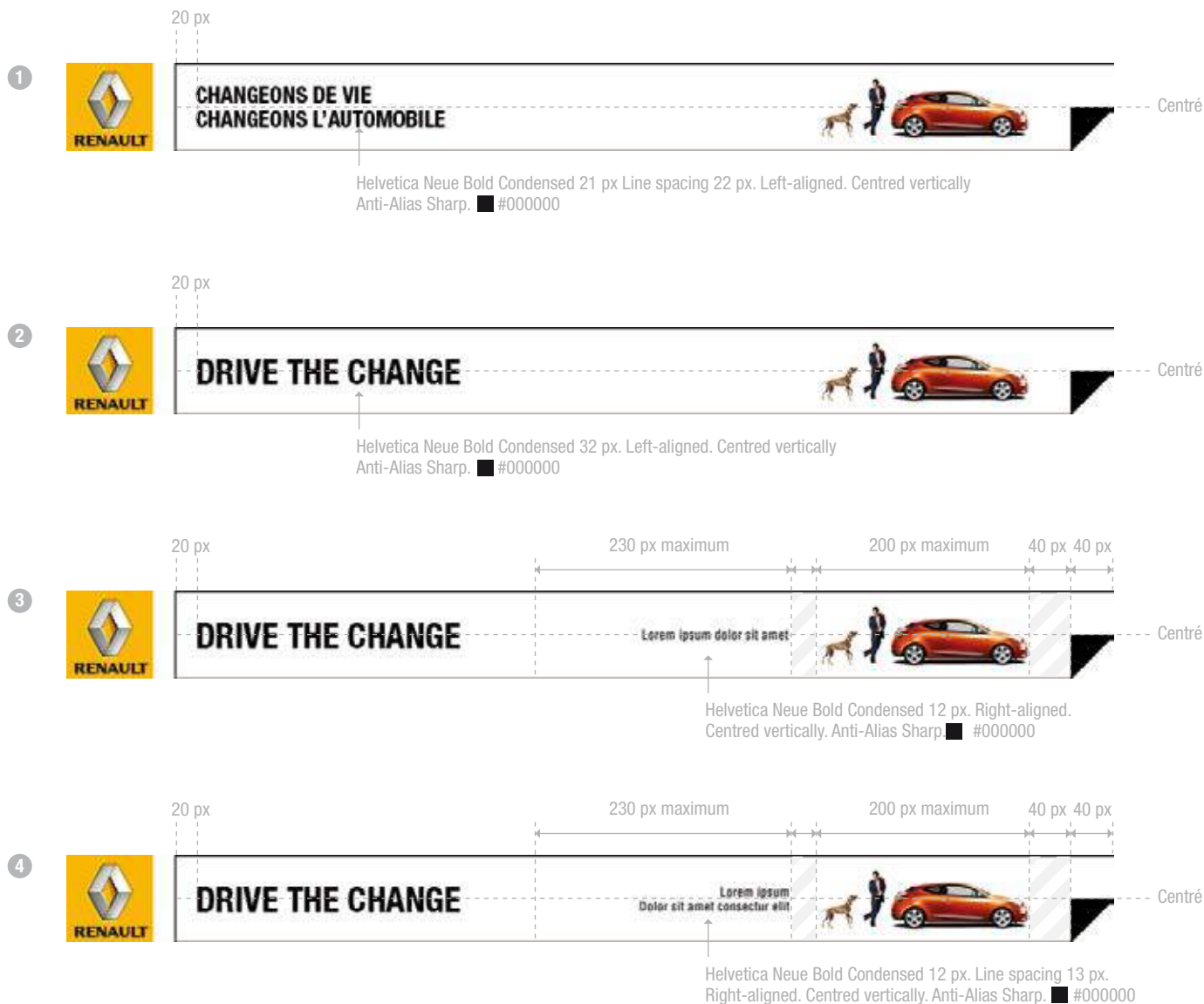
Helvetica Neue Bold Condensed 32 px, left-aligned #000000

3 OPTIONAL SITE TITLE ON ONE LINE

Helvetica Neue Bold Condensed 12 px, right-aligned #000000

4 OPTIONAL SITE TITLE ON TWO LINES

Helvetica Neue Bold Condensed 12 px, line spacing 13 px, right-aligned #000000



Generally, the corporate and commercial sites use the international version of the brand signature: "Drive the change".

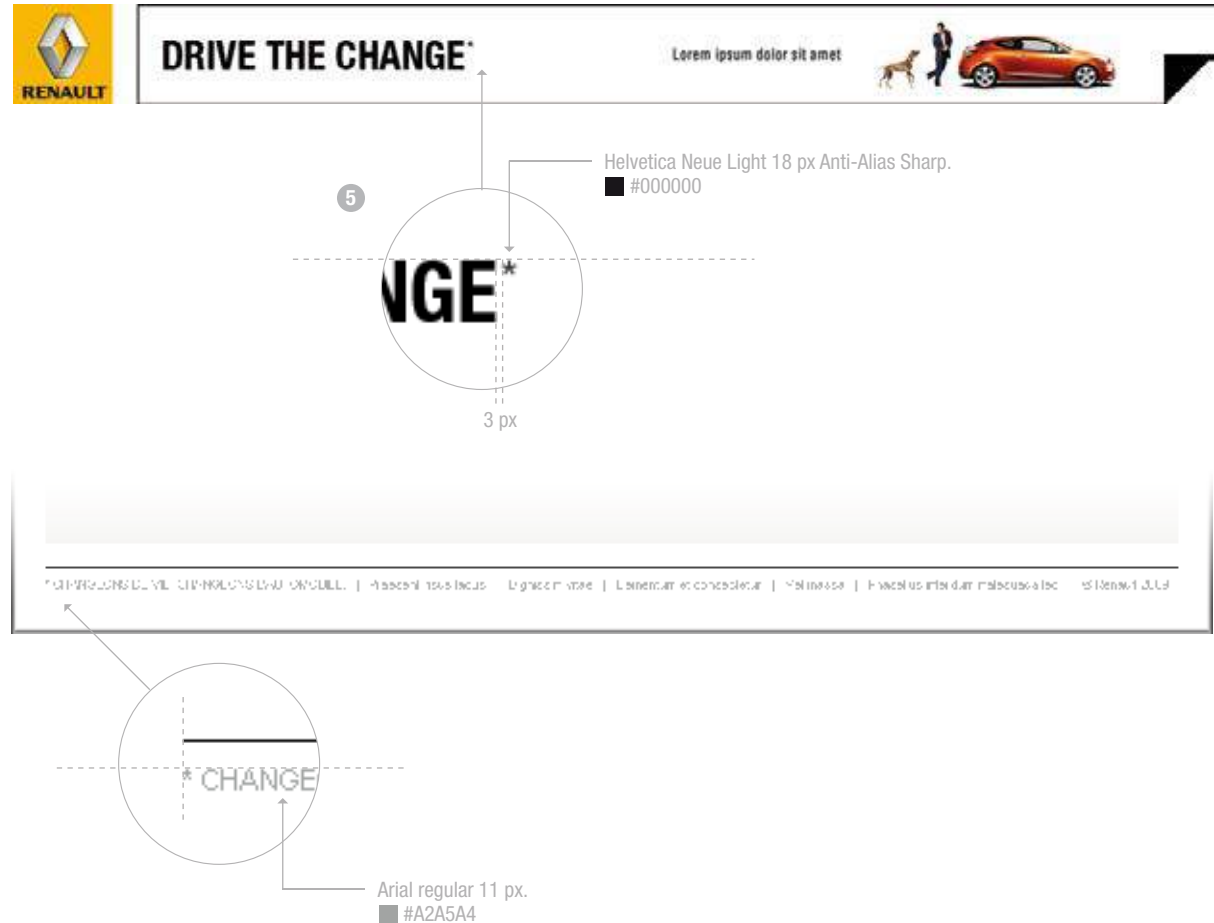
When required by law, an asterisk indicates a footnote with the French translation of the brand signature.

1 ASTERISK

Helvetica Neue Light 18 px #000000

2 FOOTNOTE TEXT

Arial Regular 11 px #A2A5A4
(cf. 03 Footer)



The Level 1 (L1) main navigation includes access to the site's main sections.

DOWNLOAD



Download the PSD template

LAYOUT

The zone comprises two main ensembles: horizontal navigation (L1) and the vertical dropdown menus displaying the level 2 (L2) navigation. These are activated by mouse rollover.

1 HORIZONTAL NAVIGATION L1 – NON-SELECTED STATE

Typeface : Helvetica Neue Bold 12 px #000000

Anti-Alias Sharp to be applied.

The text is left-aligned.

Separator dimensions: 1 px / 11 px

Separator colour: #000000

The total length of the navigation : 925px maximum.

2 HORIZONTAL NAVIGATION L1 – ROLLOVER AND SELECTED STATE

Typeface : Helvetica Neue Bold 12 px #F7B100

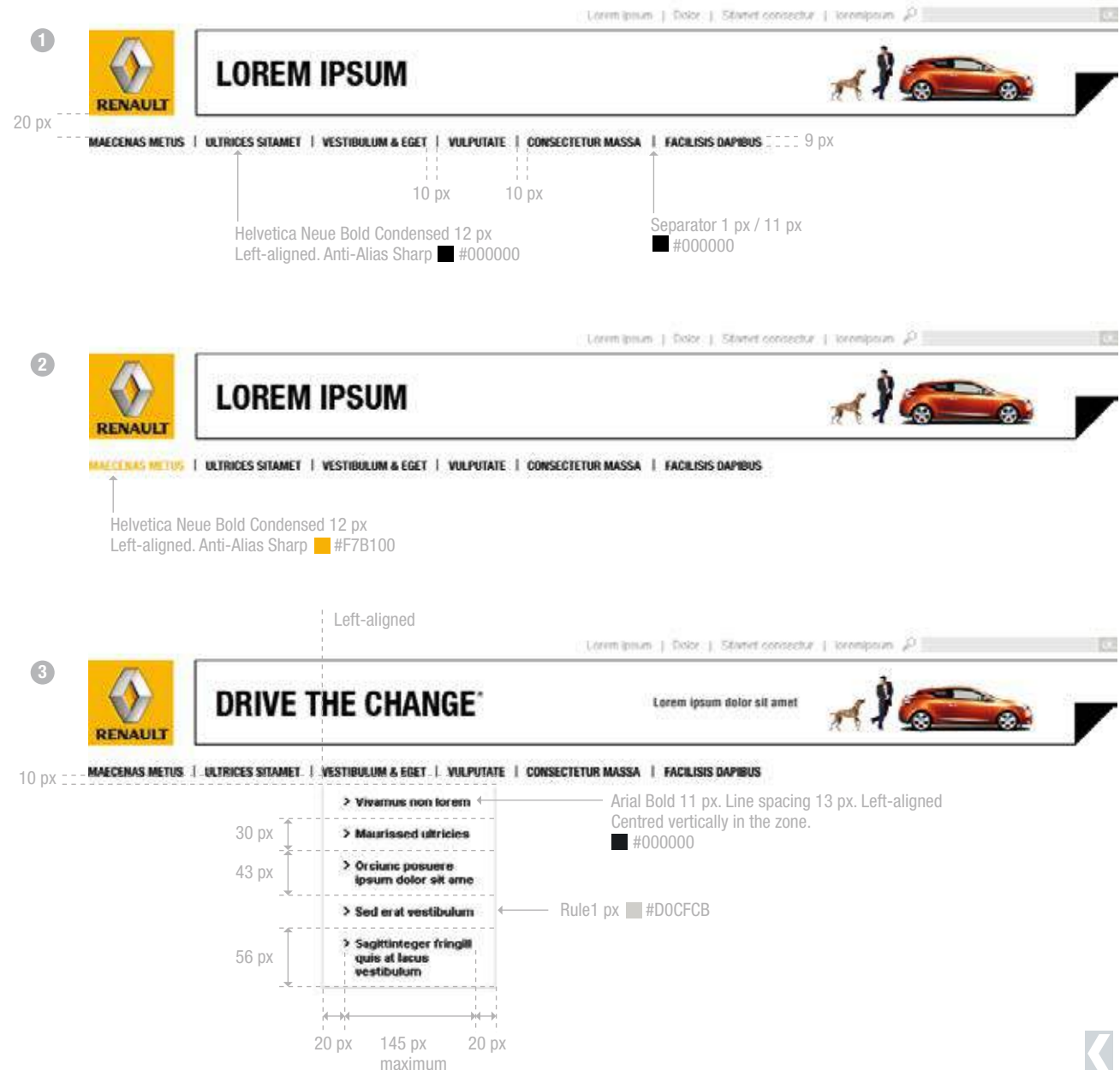
3 DROPDOWN MENU L2 – NON-SELECTED STATE

Typeface: Arial Bold 11 px #000000

Line spacing 13 px is the link is on 2 or 3 lines.

Each cell is 30 px high for a link on 1 line, 43 px for 2 lines and 56 px for 3 lines. A link is never more than 3 lines.

The width of the dropdown menu zone is defined by the longest link displayed in the zone, with its maximum being 185 px.



4 DROPDOWN MENU L2 - ROLLOVER AND SELECTED STATE

Colour Grey #F4F4F3 placed under the rollover and selected heading.

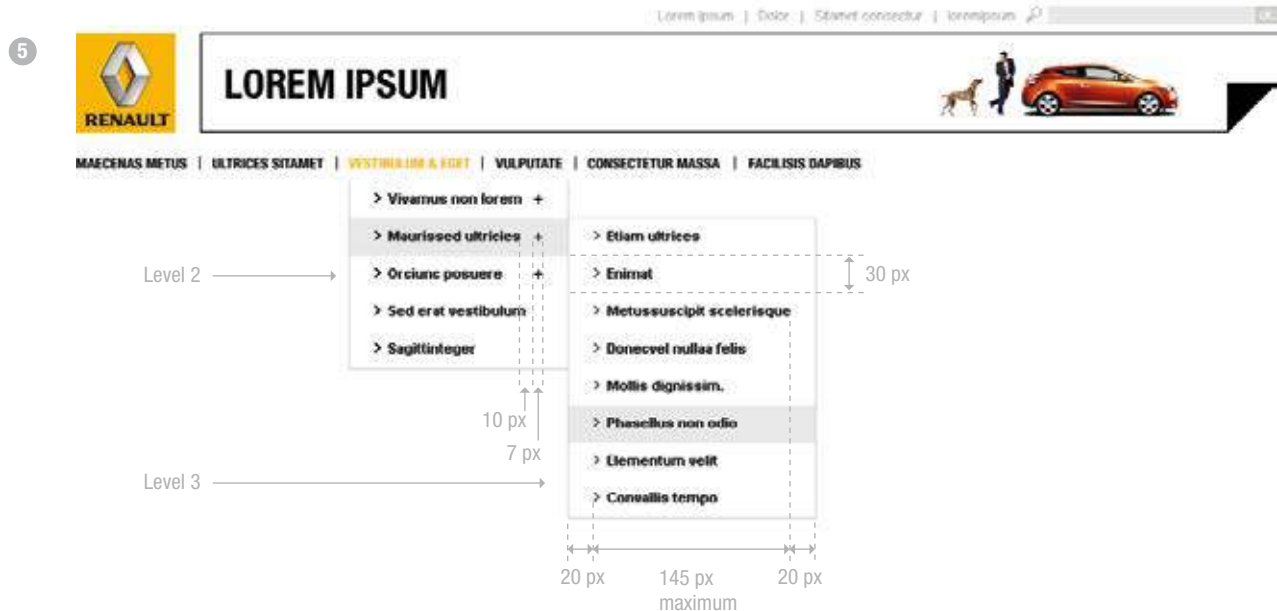
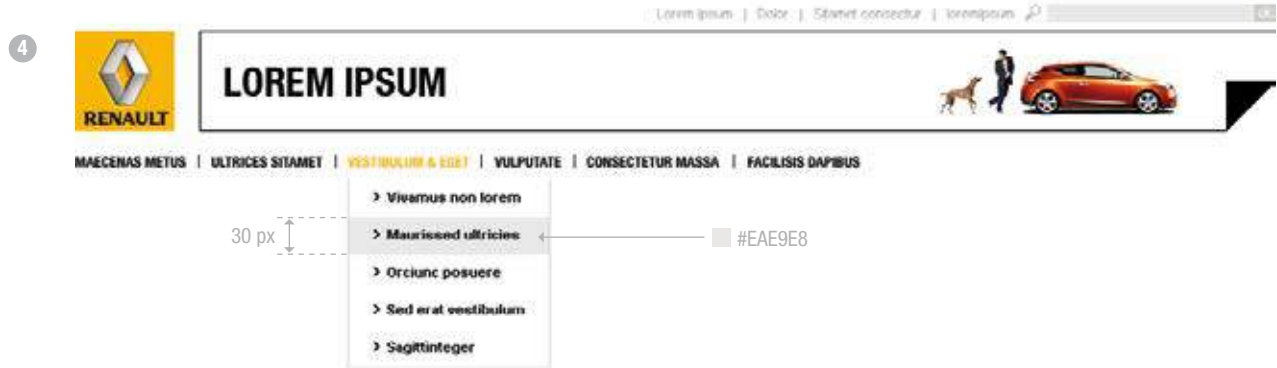
The presence of a level L3 is indicated by a “+” at the end of the L2 link.

5 DROPDOWN MENU L3 - NON-SELECTED, ROLLOVER AND SELECTED STATES

Identical composition to L2. The L3 dropdown menu is aligned with the top of the L2 level selected.

Each dropdown menu opens when a link is rolled over.

If the space available to the right is insufficient to display level 3, it is displayed to the right of level 2.



The secondary level navigation (L2) includes access to the sub-content of each of the site's main sections.

DOWNLOAD



Download the PSD template

LAYOUT

1 L2 NAVIGATION - NON-SELECTED STATE

Typeface: Arial Regular 11 px #000000

The text is left-aligned and centred vertically in the cell.

Line spacing: 13 px if the link is on 2 or 3 lines.

Each cell is 30 px de high for a link on 1 line, 43 px for 2 lines et 56 px for 3 lines.

A link is never more than 3 lines.

Separator size: 185 px / 1 px

The cell background is grey #EAE9E8 and shaded (cf. 02 Colours).

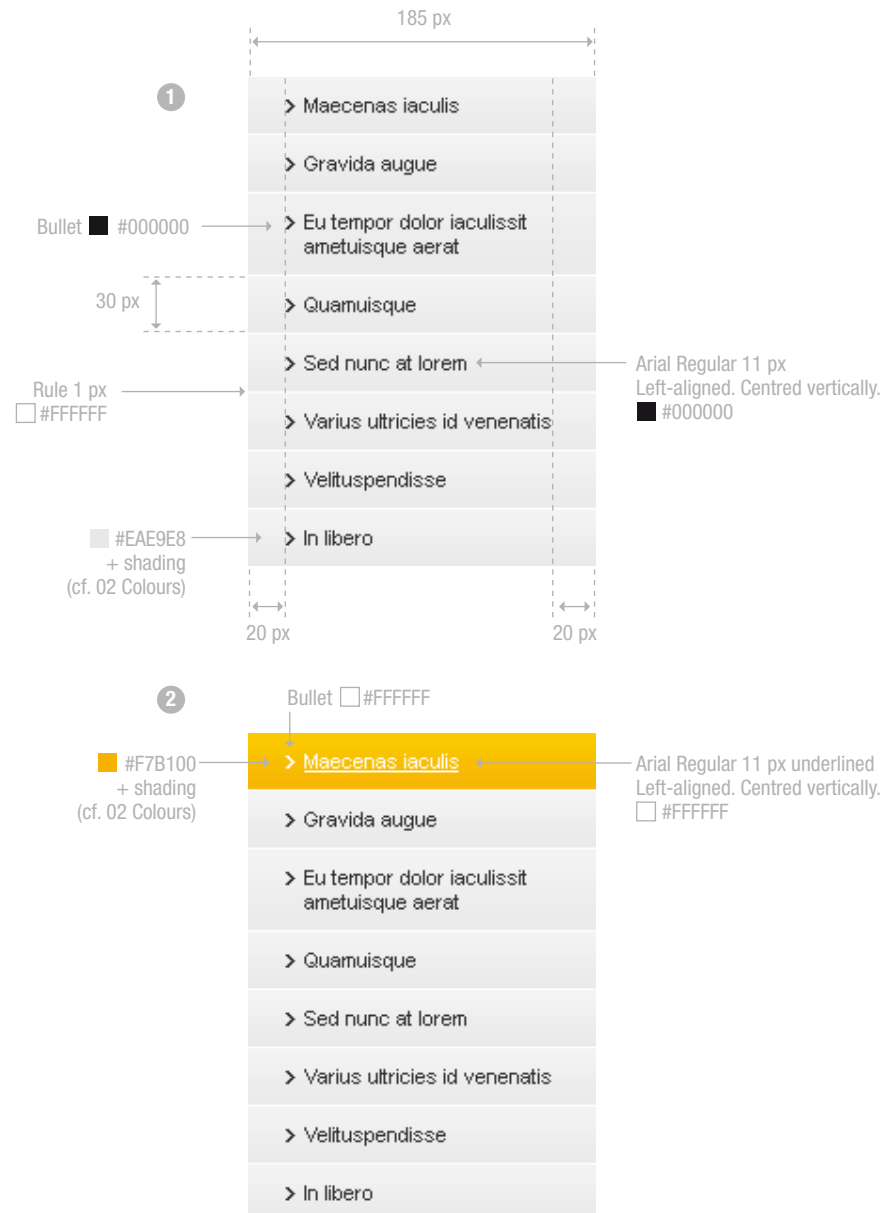
2 L2 NAVIGATION - ROLLOVER STATE

Typeface: Arial Regular 11 px #FFFFFF.

The text is left-aligned.

The colour of the cell background is the same as the relevant section and shaded (by default Yellow #F7B100).

The heading is underlined.



SECONDARY NAVIGATION

2nd level

3 NAVIGATION L2- SELECTED STATE

Identical to rollover state, but the heading is not underlined.

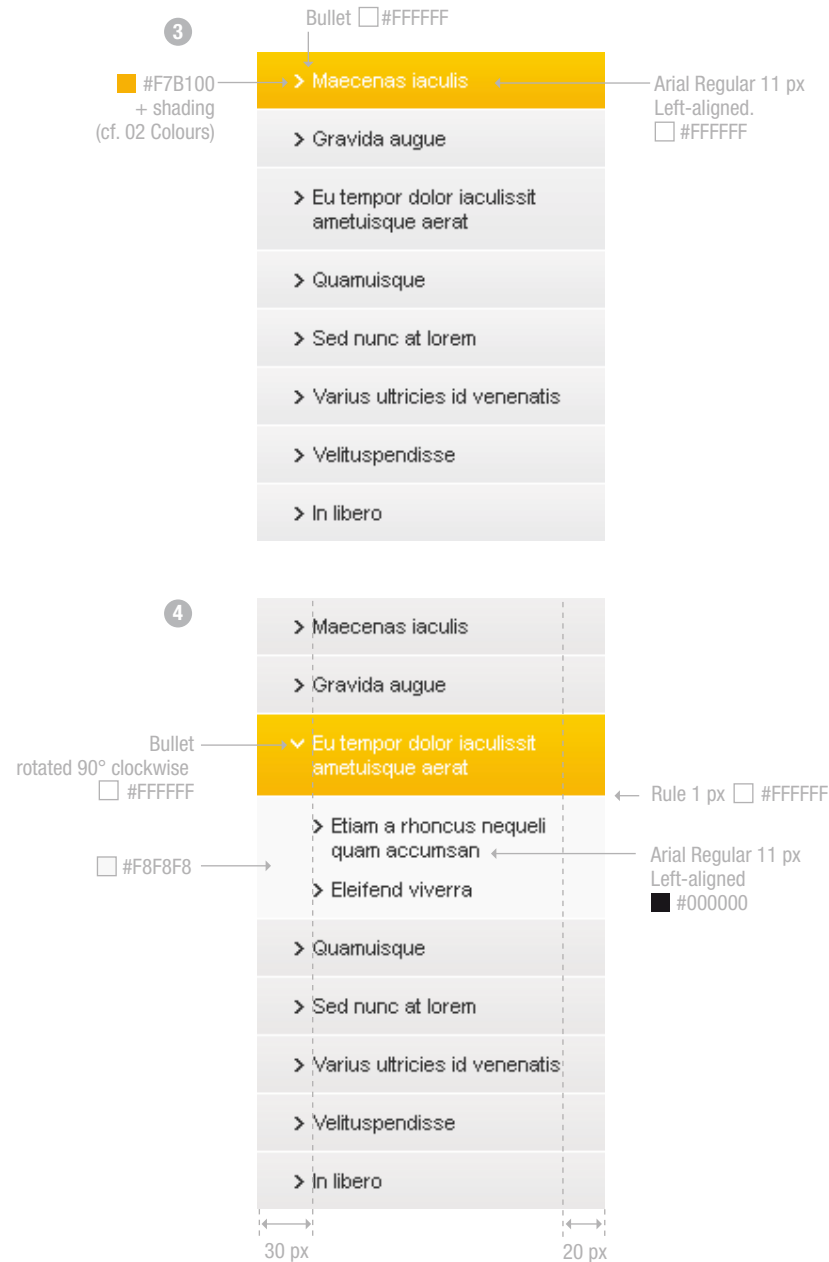
The presence of a level L3 is indicated by a 90° rotation of the bullet.

4 NAVIGATION L3 - NON-SELECTED STATE

Typeface: Arial Regular 11 px #000000

The text is left-aligned, indented by 30 px to the right.

Colour Grey #F8F8F8 placed under the headings.



5 NAVIGATION L3 - ROLLOVER STATE

Identical to non-selected state, but heading underlined.

The presence of a level L4 is indicated by a 90° rotation of the bullet.



The presence of a level L4 is indicated by a 90° rotation of the bullet.

6 NAVIGATION L4 - NON-SELECTED, ROLLOVER AND SELECTED STATE
Composition identical to L3



BREADCRUMB TRAIL

Presentation & construction

The breadcrumb trail is a block with two complementary functions:

It shows users where they are situated within the depth of the site's content and can also be used to navigate back to the sections previously visited. The breadcrumb trail is not mandatory.

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LAYOUT

The breadcrumb trail breaks down horizontally as follows:

L1 > L2 > L3 > content displayed

1 BREADCRUMB TRAIL - NON-SELECTED STATE

The cell background is grey #EAE9E8 and shaded (cf. 02 Colours).

Typeface: Arial regular 11 px #6C6F70

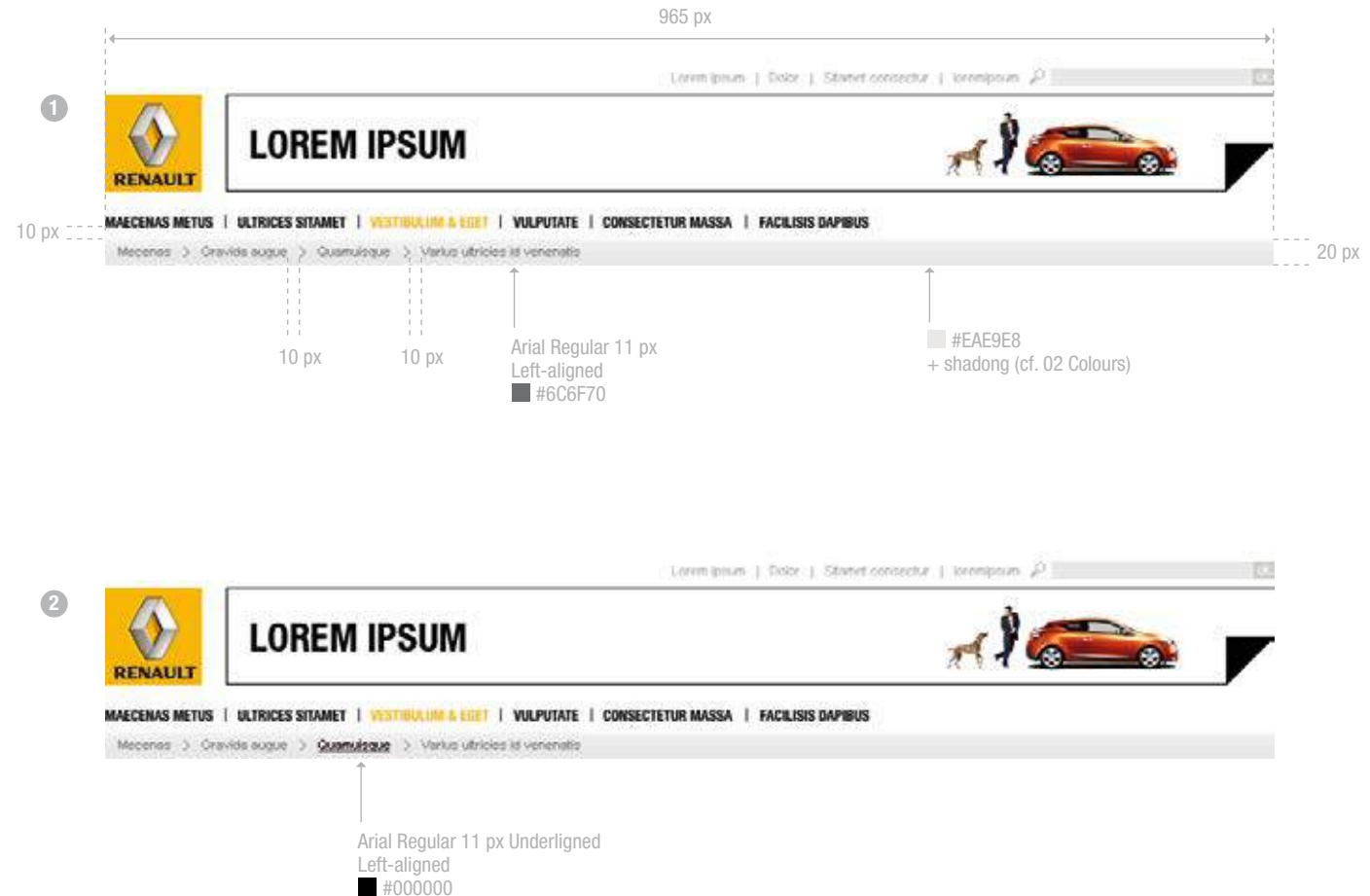
The text is left-aligned.

2 BREADCRUMB TRAIL - ROLLOVER STATE

Typeface: Arial regular 11 px #000000

The text is left-aligned.

The heading is underlined.



The content zone is used to present any type of content whatever the layout. This zone can also contain the level 2 navigation.

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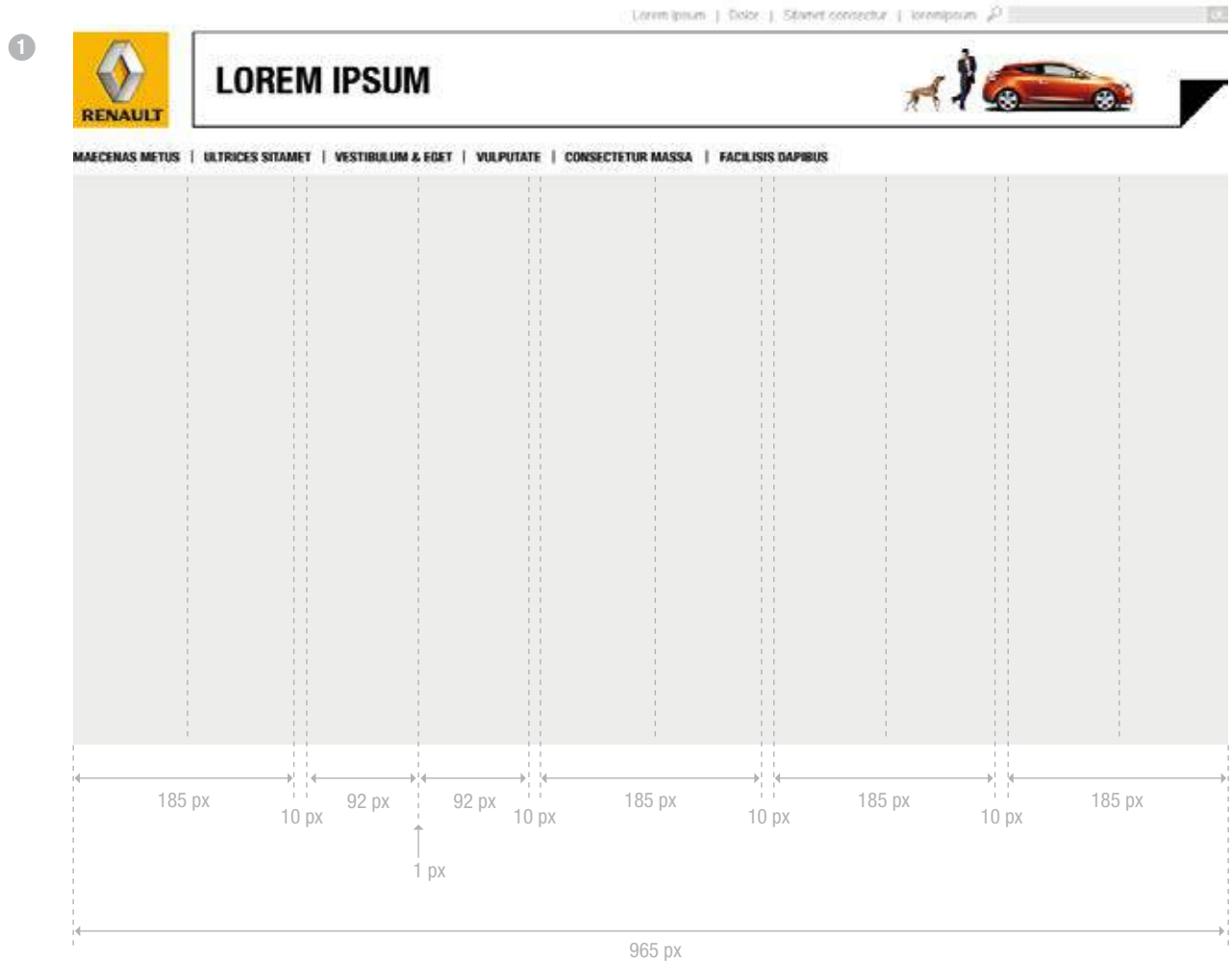
LAYOUT

A layout grid comprised of several vertical columns is used to organise the content. Their proportions may not be altered.

1 LAYOUT GRID

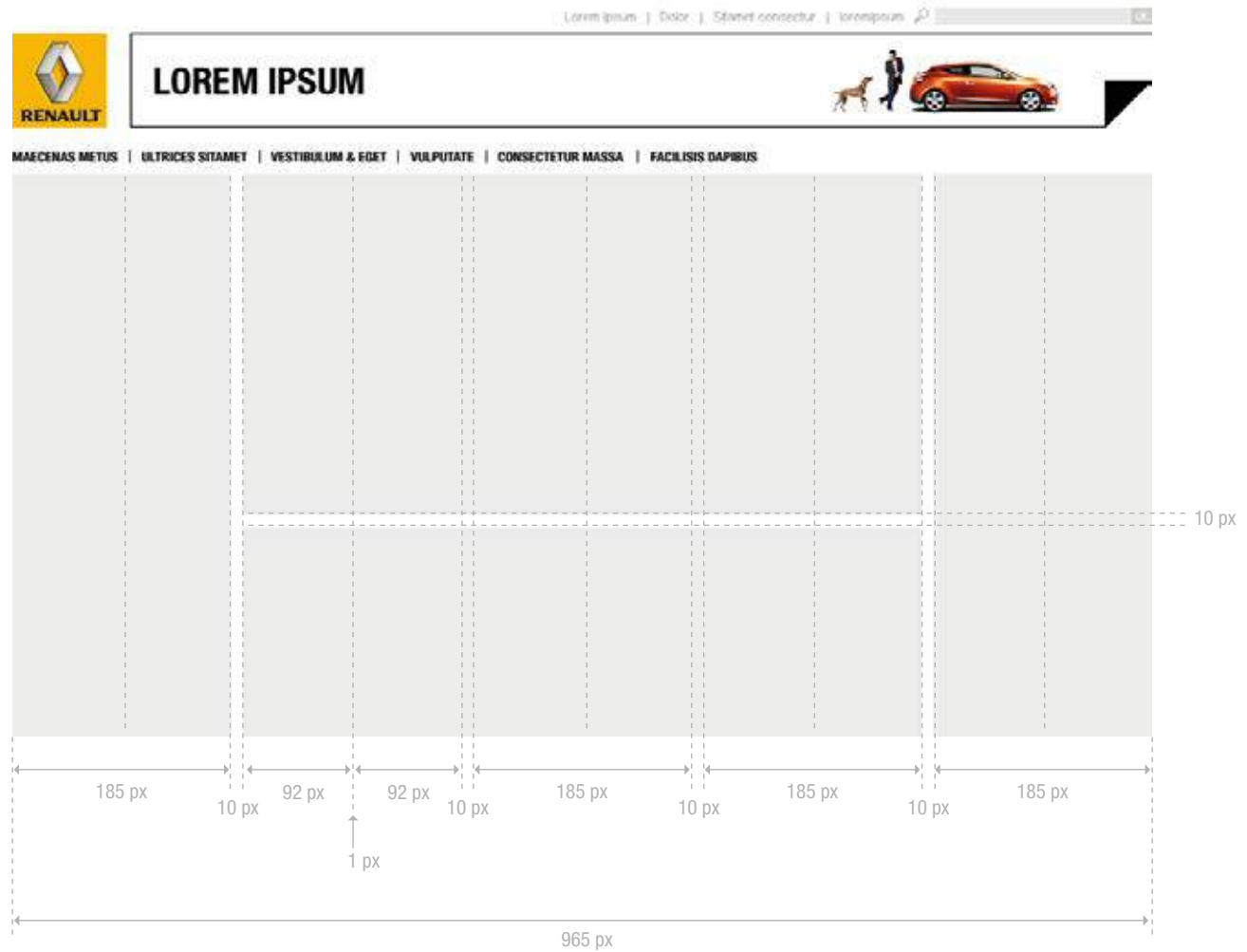
Five main columns 185 px wide divisible into 2 secondary columns 92 px wide, with a 1 px gutter margin.

The main columns are separated by a 10 px vertical gutter margin.



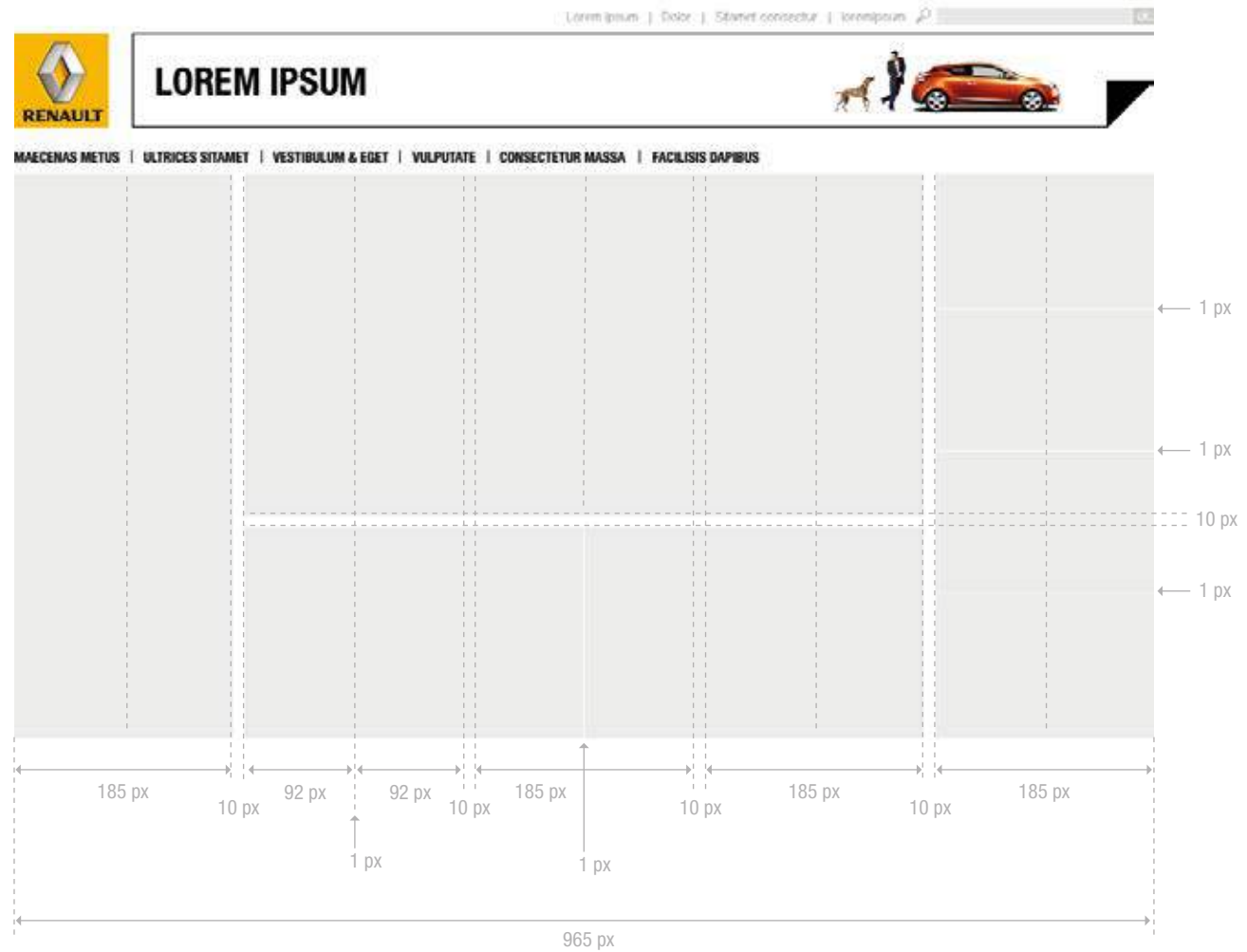
2 The 10 px main gutter margins (vertical and horizontal) are used to distinguish between separate content within the same page.

2



3 Vertical or horizontal, 1 px separators can also be used to separate content with the same theme in the same zone or to maintain the visual cohesion of a column.

3



CONTENT ZONE

Examples of structures

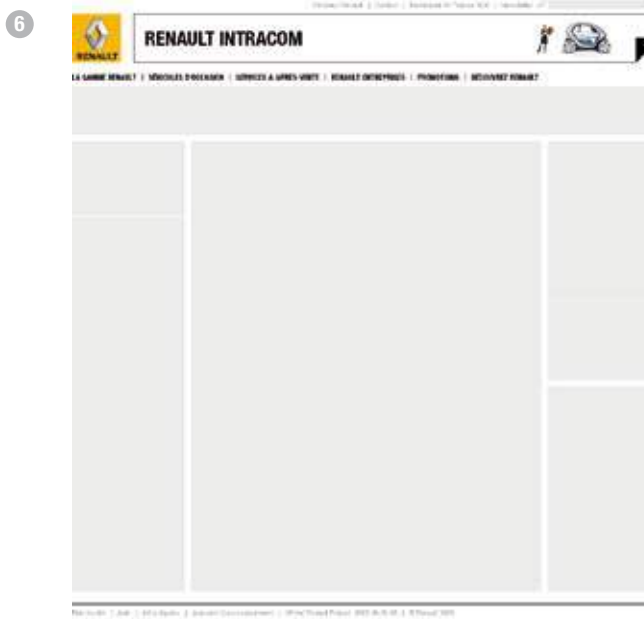
Columns can be merged to suit the layout requirements of each project, but must respect the separation rules set out above (10 px or 1 px). The layout must be based on these rules to ensure overall consistency and balance to facilitate reading the various content sections (navigation column, thumbnail, tab, contextual column, etc.)

EXAMPLES OF STRUCTURES

- 4 Template for commercial site homepage
- 5 Template institutional site homepage



- 6 Template for intranet interior page
- 7 Template of thematic homepage



The footer is a mandatory zone at the bottom of the page. It closes the page composition and contains links to other horizontal sections, generally institutional.

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LAYOUT

1 THE FOOTER

Is comprised of a black rule and the horizontal navigation bar.

2 THE HORIZONTAL NAVIGATION BAR

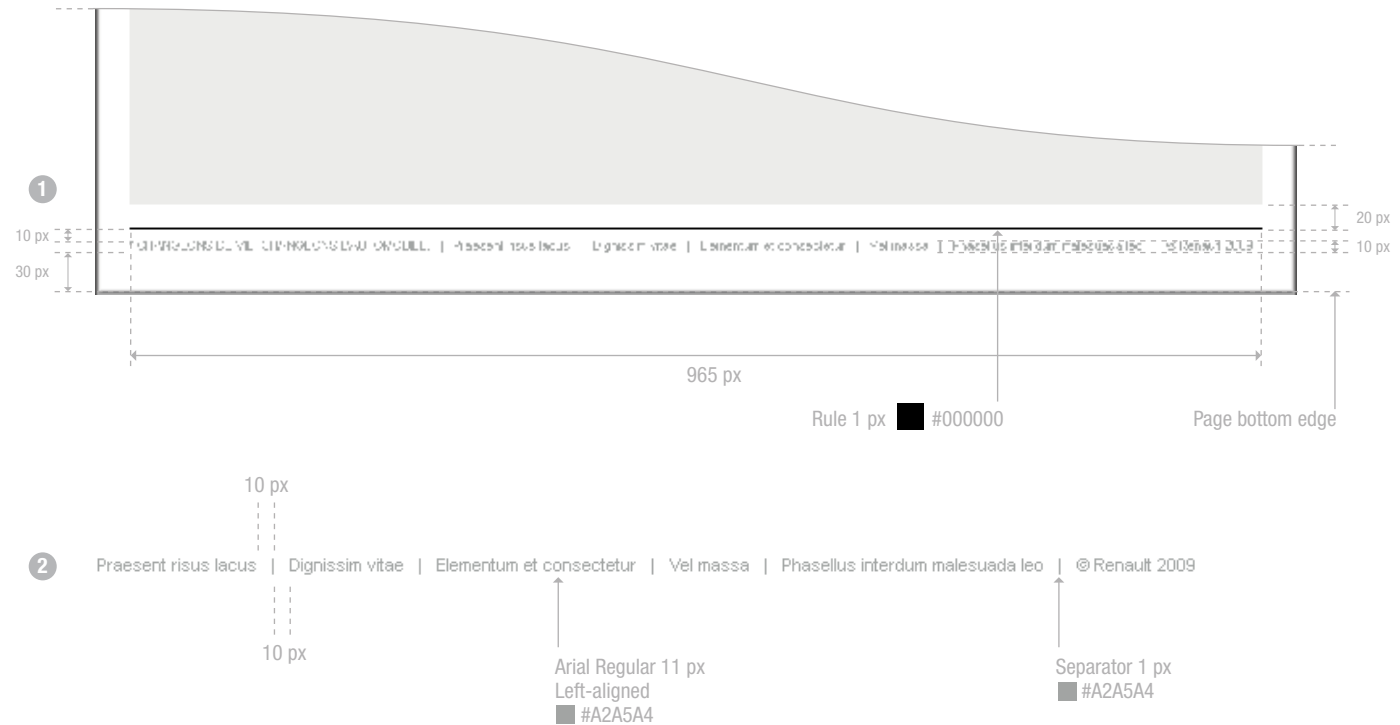
Typeface: Arial Regular 11 px #D0CFCB

The text is left-aligned

Separator sizes: 1 px / 10 px

Separator colour: #D0CFCB

There is no visual effect on field rollover.



04

VISUAL COMPONENTS

Iconography

Graphs

Maps

Motion design (animated images)



Iconography is used to illustrate the homepages and site content.

GENERAL RULES

- 1 When using cutout vehicles on a white or coloured background, a shadow and/or floor reflection effect is systematically applied.
- 2 Visuals are never surrounded by a rule.
- 3 Never enlarge a visual beyond its original dimensions otherwise its clarity may be compromised.
- 4 Maintain an acceptable image quality when compressing visuals; 70% jpeg sampling is the minimum.
- 5 Never let a web browser automatically resize an image displayed. Each visual must be displayed in its original dimensions.

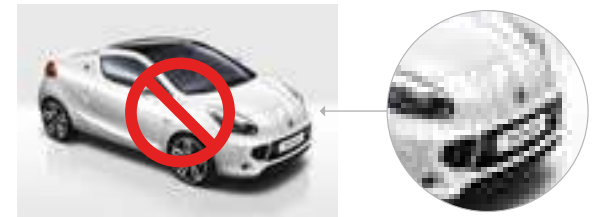
1



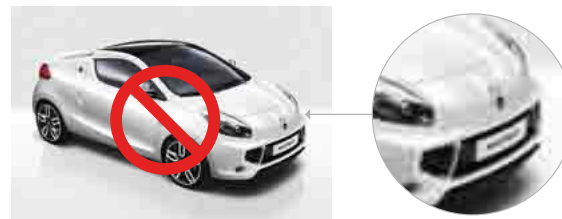
2



3



4



5



ICONOGRAPHY

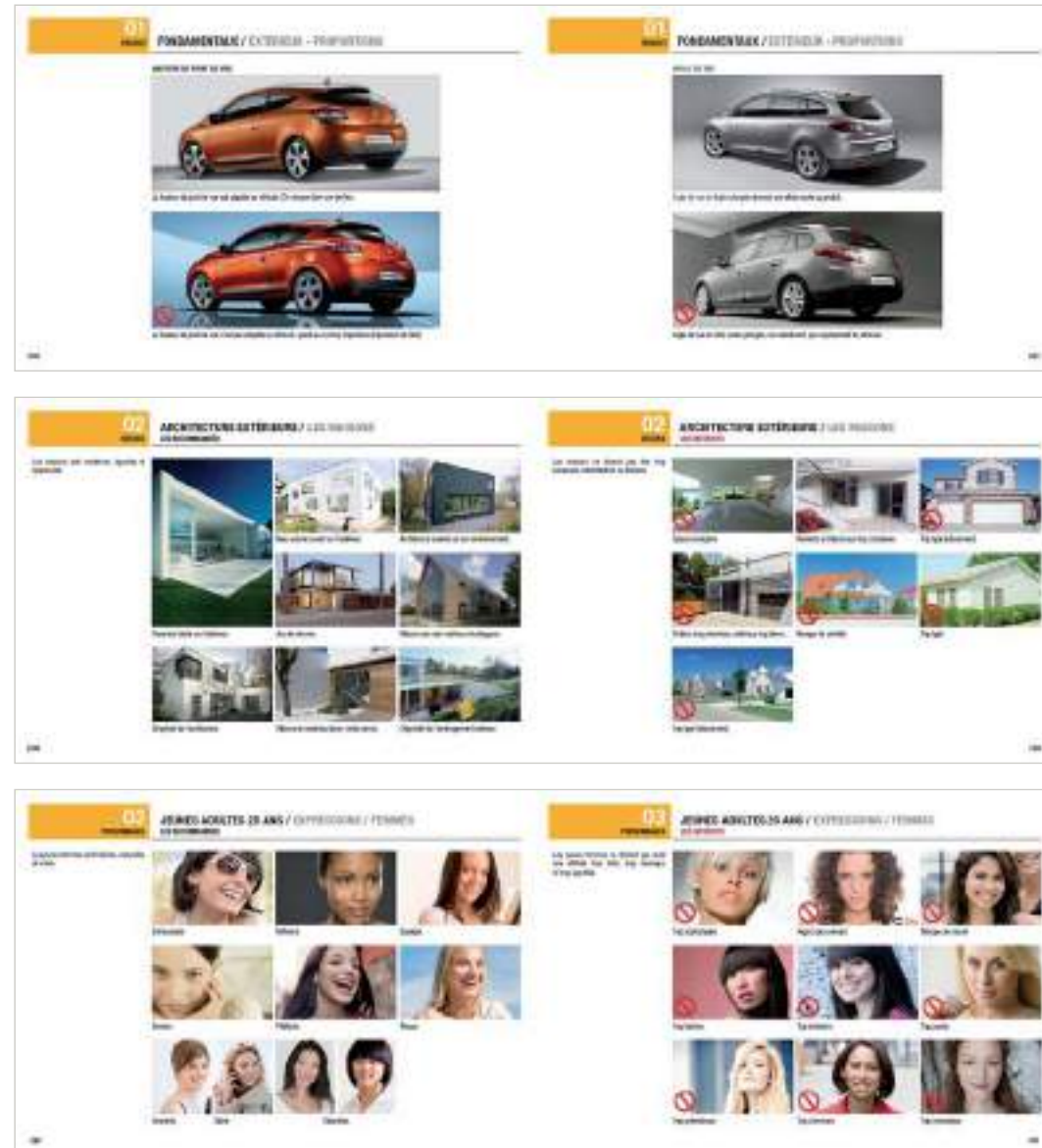
Iconography guidelines

The Iconography Guidelines define the rules to assert the brand's image territory. The aim is to control the iconographic expression of Renault's values. The challenge is to develop more effective communication, that is, more recognisable, more legible and more impactful.

The fundamentals of the brand's representation are stated very clearly. They apply to all components that may form a Renault visual:

- Vehicles in a studio
- Vehicles outdoors
- Urban and rural backdrops
- Architecture
- Furniture
- Accessories styling
- People

...



See all the rules applicable to creating Renault visuals by consulting the 2009 Iconography Guidelines.

Graphs should be based on the models used in print media to ensure consistency and make them easier to understand.

DOWNLOADS



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Download the AI template

GENERAL RULES

Use the vectorised models supplied and adapt them according to the data and values.

Use Arial regular 11 px minimum.

Use the institutional colours whenever possible to create graphs.

The thematic or product communication colours can also be used as required (cf. 02 Colours).

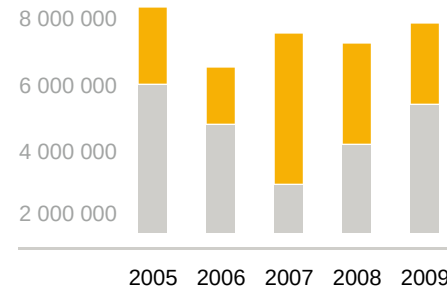
LIST OF GRAPHS

- 1 HISTOGRAMS
- 2 RING GRAPHS
- 2 DATA TABLES

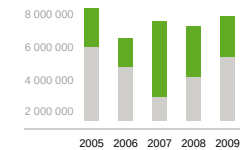


Find the ways to decline the Renault graphic universe in the 2010 Renault guidelines.

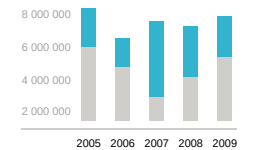
1 LO R E M I P S U M D O L O R S I T



LO R E M I P S U M D O L O R S I T



LO R E M I P S U M D O L O R S I T



3 LO R E M I P S U M D O L O R S I T

	2007	2008	2009
ALIQUAM A PORTA	4758	7584	847
PELLENTESQUE HABITANT	986	5164	1478
UT EST NULLA ULTRICIES ID URBIEST	8562	849	47485
SED NEC AUGUE	15742	15748	1489
UT EST NULLA ULTRICIES	8952	4865	255
FU S CEIN R U T R U M N U N C	8 9 52	48 6 5	255

(en millions d'euros)

MAPS

Presentation & construction

Maps are used to indicate geographic location or suggest itineraries.

DOWNLOAD



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Download the AI template

GENERAL RULES

Ensure a good level of display contrast when using proprietary maps.

EXAMPLES

1 MARKER

2 ALTERNATIVE MARKER

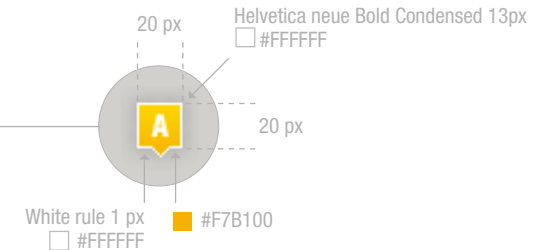
Used on a light coloured background on light coloured maps.

3 MARKER - INFORMATION POPUP

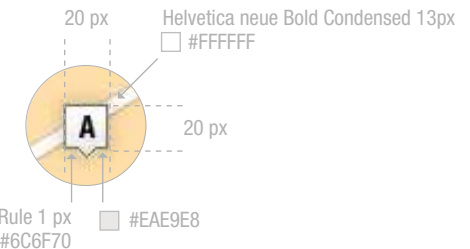
Additional information displayed in a popup window.
The window dimensions are variable.

4 There are two types of markers, standard markers and indexed markers identified by a letter to make them easier to locate and combine with a caption.

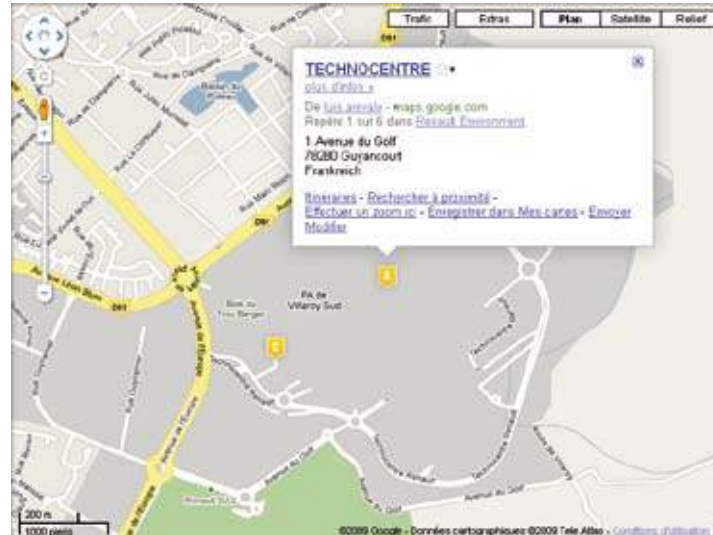
1



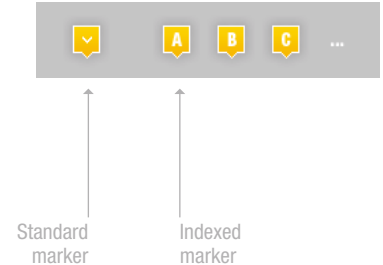
2



3



4



MOTION DESIGN (ANIMATED IMAGES)

Examples

Motion design is animated graphic design. The term covers typography, graphics, video, 3D and sound.

GENERAL RULES

Animation should be simple, dynamic and modern. Use fast and dynamic animation in preference to slow and contemplative animation.

Animation should serve the site's objectives and remain true to the principles of simplicity and lightness, avoiding overly complex effects. If needed, it should evoke simple and intuitive navigation.

Animation should use Renault graphic codes whenever possible (cf. 02).

GENERAL RULES

① Typographic animation

①



05

INTERFACE COMPONENTS

Action buttons
Video player
Media gallery
Forms
Pictograms



ACTION BUTTONS

Buttons

The design of each action button should be identical to maintain visual consistency and ensure maximum visibility.

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Télécharger le gabarit PSD

GENERAL RULES

Relief effects, using the shadow rules (cf. 02 Colours), are applied to the action buttons to identify them quickly within an interface. Use the institutional colours wherever possible. The thematic and product communication colours may also be used if needed (cf. 02 Colours).

LIST OF BUTTONS

- 1 STANDARD BUTTON - NON-SELECTED STATE
- 2 STANDARD BUTTON - ROLLOVER STATE

- 3 ALTERNATIVE BUTTON - NON-SELECTED STATE
- 4 ALTERNATIVE BUTTON - ROLLOVER STATE

The alternative button is more visible than the standard button. Its can be used to rank actions within the one page, or simply to highlight an action. The colour of the button's rollover state is obtained by superimposing the same colour in a "product" layer mode at 50% opacity.

5 PREVIOUS / NEXT BUTTON

When these two buttons are used together, the "previous" button bullet is rotated by 180°.

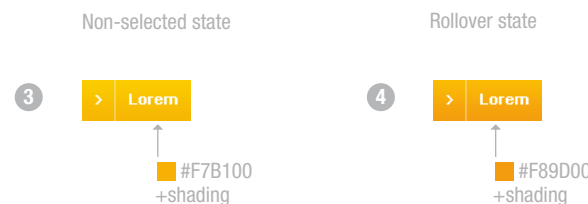
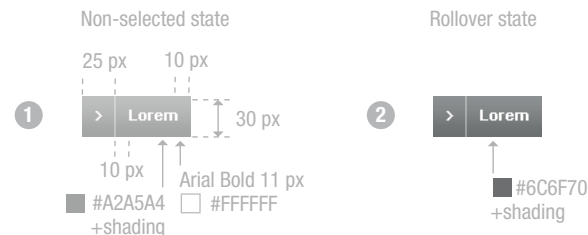
ALIQAM EGESTAS IMPERDIET PELLENTESQUE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vel turpis arcu, in condimentum nulla. Vivamus tempus rhoncus elit vitae venenatis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vel turpis arcu, in condimentum nulla. Vivamus tempus rhoncus elit vitae venenatis. Aliquam egestas imperdiet pellentesque.



MAURIS SEMPER SODALES ACCUMSAN

Suspendisse egestas, sem vitae rutrum vehicula, justo ante sagittis ipsum, iaculis pharetra eros libero sed turpis. Maecenas nulla dolor, tristique in cursus ut, ullamcorper dictum magna. Proin ultrices pulvinar metus, et tristique nunc pellentesque eget.



Examples



ACTION BUTTONS

Tabs

2 types of tab are used, depending on the layout requirements, and ranking in the same template.

6 STANDARD TAB - NON-SELECTED STATE

The cell background is grey #D0CFCB and shaded (cf. 02 Colours).

Typeface: Arial Bold 11 px #000000

The tab content is set 20 px in from the tab border

7 STANDARD TAB - ROLLOVER AND SELECTED STATE

The cell background is the same colour as the section and shaded (default: Yellow #F7B100).

Typeface: Arial Bold 11 px #FFFFFF

8 ALTERNATIVE TAB WITH CONTOUR - NON-SELECTED STATE

The cell background is grey #D0FCB or #EAE9E8 and shaded (cf. 02 Colours).

A grey #A2A5A4 rule frames the structure.

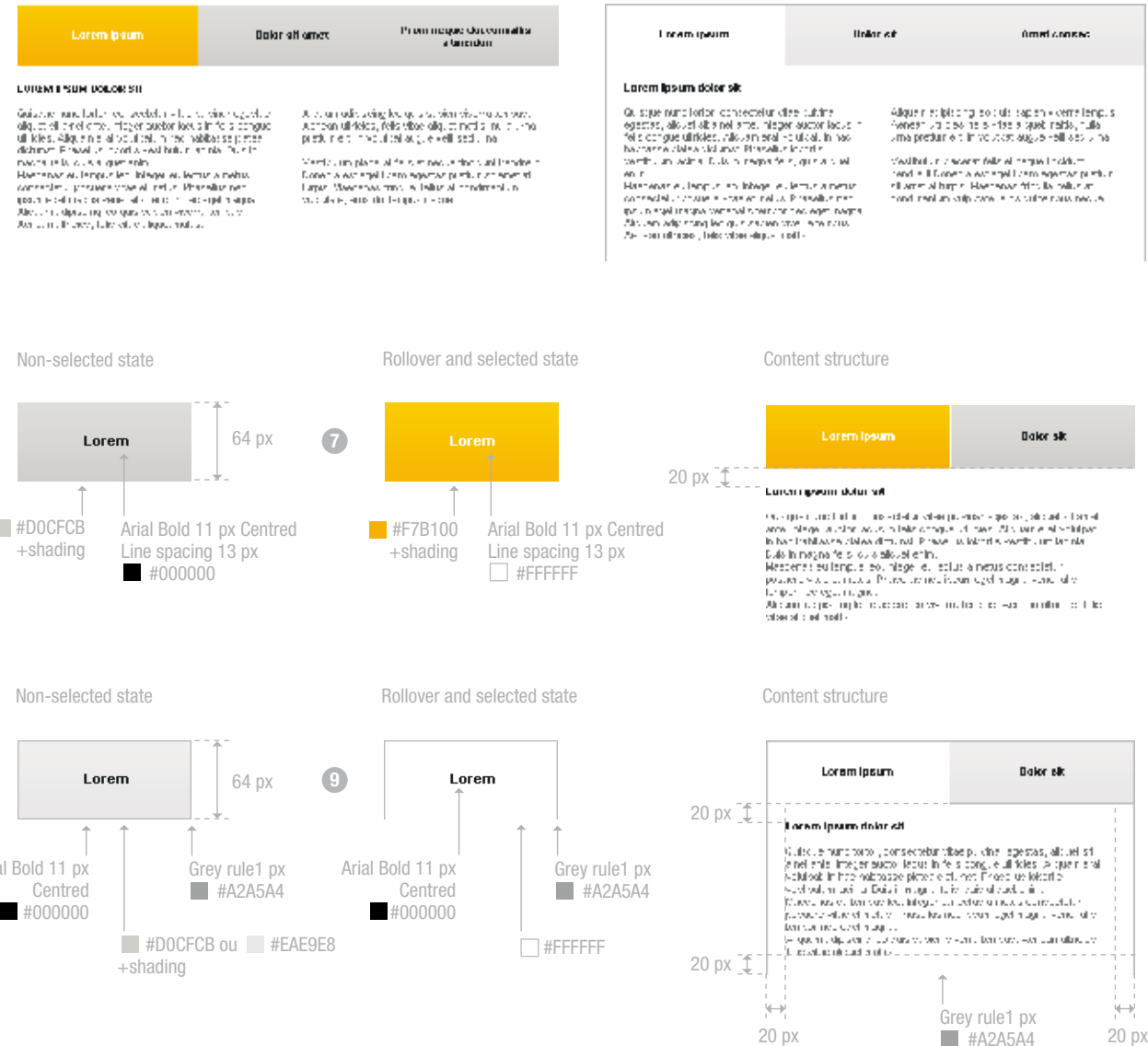
Typeface: Arial Bold 11 px #000000

A grey rule frames the tab content. A clearspace of 20 px separated the content from the rule.

9 ALTERNATIVE TAB WITH CONTOUR - ROLLOVER AND SELECTED STATE

The cell background is white #FFFFFF.

Typeface: Arial Bold 11 px #000000



ACTION BUTTONS

Dropdown content menus

Dropdown content menus are used to display or hide content in a page. They operate using the same principles as secondary navigation (cf. 03 Secondary navigation).

10 DROPDOWN CONTENT MENU - NON-SELECTED STATE

The cell background is grey #EAE9E8 and shaded (cf. 02 Colours).

Typeface: Arial Regular 11 px #000000

11 DROPDOWN CONTENT MENU - ROLLOVER STATE

The cell background is the same colour as the section and shaded (default: Yellow #F7B100).

Typeface: Arial Regular 11 px #FFFFFF

12 DROPDOWN CONTENT MENU – SELECTED STATE

The cell background is the same colour as the section and shaded (default: Yellow #F7B100).

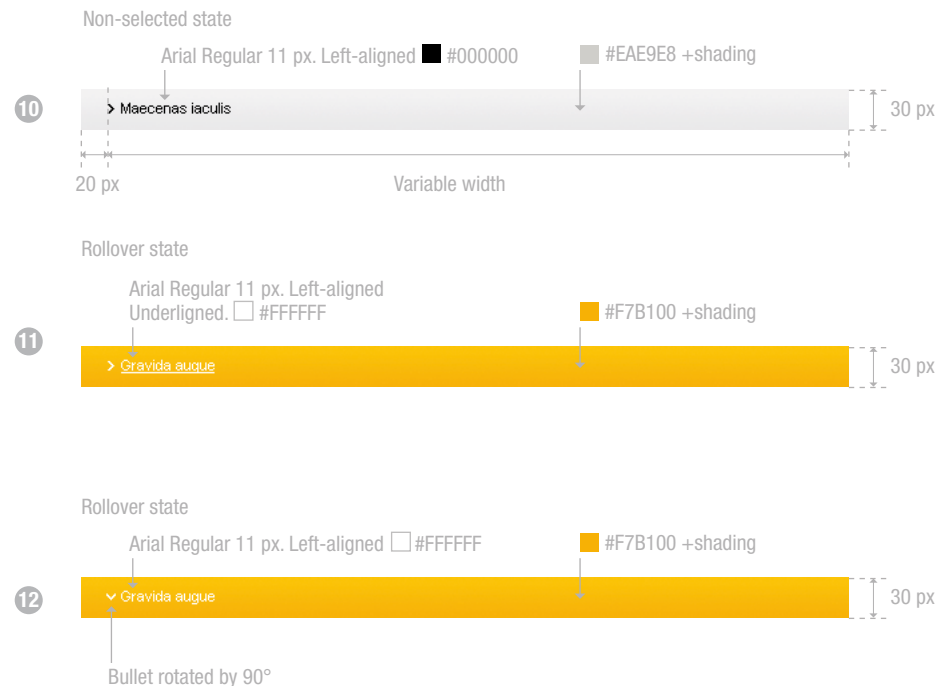
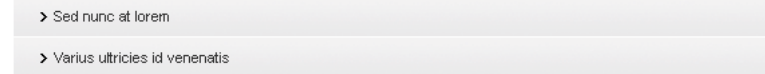
Typeface: Arial Regular 11 px #FFFFFF

The bullet is rotated by 90°.



LOREM IPSUM DOLOR SIT

Quisque nunc tortor, consectetur vitae pulvinar egestas, aliquet sit amet ante. Integer auctor lacus in felis congue ultricies. Aliquam erat volutpat. In hac habitasse platea dictumst. Phasellus lobortis vestibulum lacinia. Duis in magna felis, quis aliquet enim. Maecenas eu tempus leo. Integer eu lectus a metus consectetur posuere vitae et metus. Phasellus nec ipsum eget magna venenatis tempor nec eget magna. Aliquam adipiscing leo quis sapien viverra tempus. Aenean ultricies, felis vitae aliquet mattis.



ACTION BUTTONS

Arrows

13 LEFT-RIGHT ARROWS - NON-SELECTED STATE

Colour: grey #A2A5A4

14 LEFT-RIGHT ARROWS - ROLLOVER STATE

Section or product colour and shaded (default: Yellow #F7B100).

The dimensions are variable.

They are only used for navigation and not as a graphic component.

15 180° AND 360° ROTATION ARROWS - NON-SELECTED STATE

Colour: grey #A2A5A4

16 180° AND 360° ROTATION ARROWS - ROLLOVER STATE

Section colour and shading (default: Yellow #F7B100).

Dimensions are variable.



Non-selected state

Rollover state

13



■ #A2A5A4 + dégradé
Fixed shape and proportions.
Variable dimensions

14



■ #F7B100 + shading



Non-selected state

Rollover state

Alternatives

15



■ #A2A5A4 + shading
Fixed shape and proportions.
Variable dimensions

16

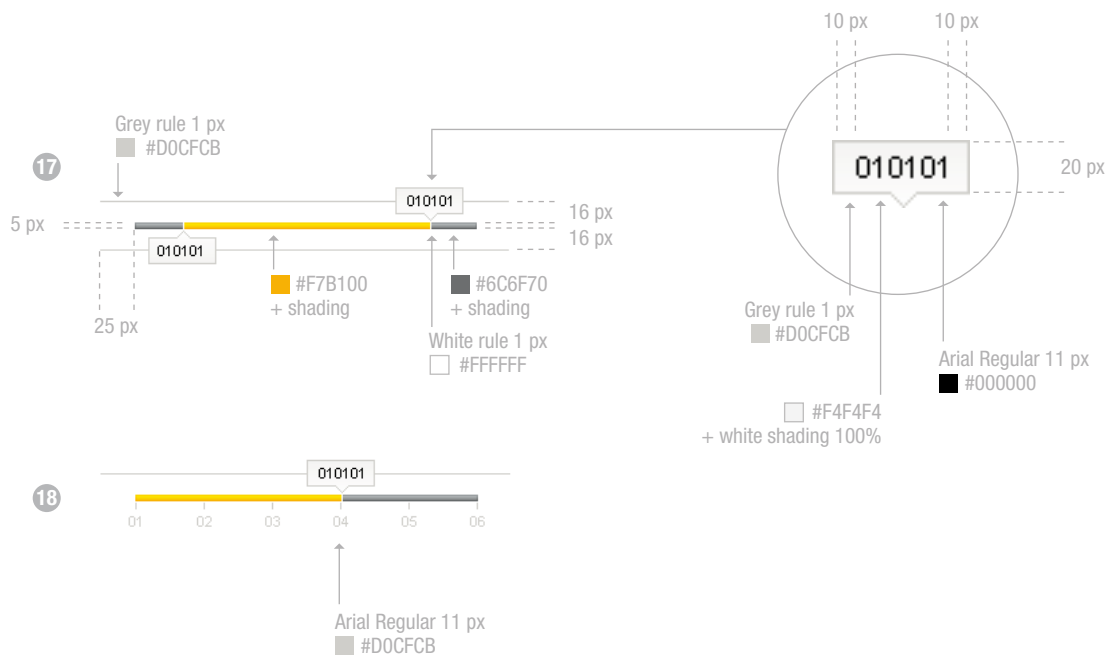
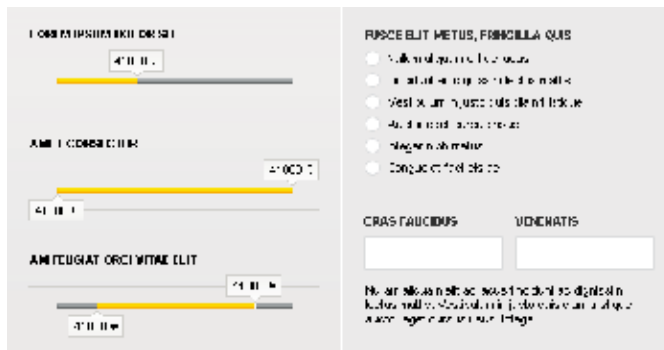


■ #F7B100 + shading



Section or product colour and shading (default: Yellow #F7B100).

The item width is variable depending on the layout requirements.



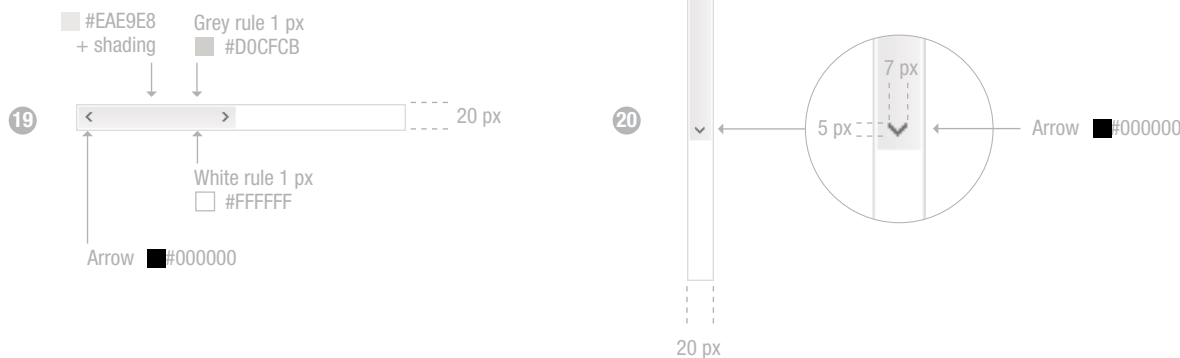
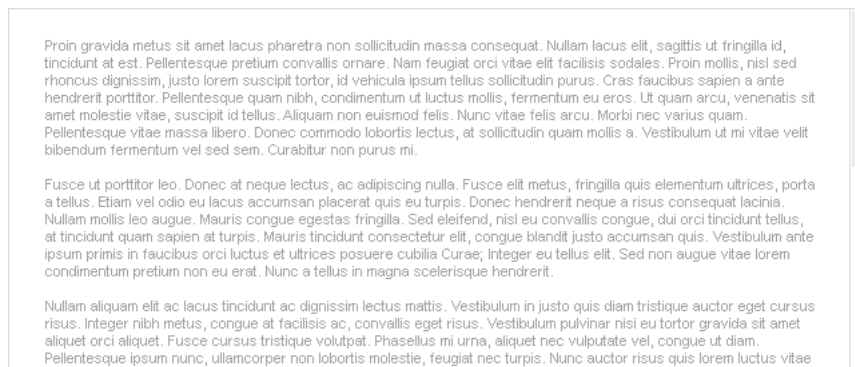
ACTION BUTTONS

Cursors

19 HORIZONTAL SCROLL BAR

20 VERTICAL SCROLL BAR

The item length varies depending on the layout requirements. Scroll bars are reserved for situations requiring management of the display area. Avoid excessively frequent use



ACTION BUTTONS

Interactive buttons

Interactive buttons in a module or a visual. There are 3 versions of the interactive button. Only one type is used in each visual.

21 WHITE CONTOUR BUTTON - NON-SELECTED STATE

This button is used for visuals that are predominantly dark in order to create a sufficient contrast. It is the preferred button for USP modules. A black drop shadow under the button improves its legibility, whatever the visual's level of contrast and luminosity.

22 WHITE CONTOUR BUTTON - ROLLOVER STATE

23 BLACK CONTOUR BUTTON - NON-SELECTED STATE

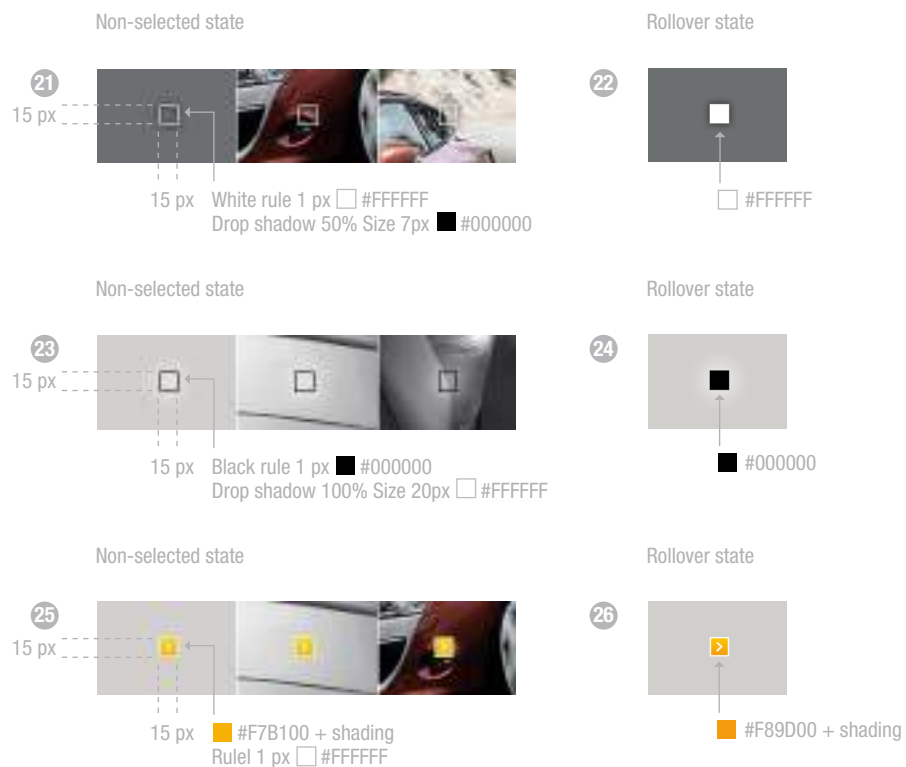
This button is used for visuals that are predominantly light in order to create a sufficient contrast. A white drop shadow under the button improves its legibility, whatever the visual's level of contrast and luminosity.

24 BLACK CONTOUR BUTTON - ROLLOVER STATE

25 ALTERNATIVE BUTTON - NON-SELECTED STATE

This button is used for modules other than USP modules. Section colour and shading (default: Yellow #F7B100).

26 ALTERNATIVE BUTTON - ROLLOVER STATE



ACTION BUTTONS

Text links

27 BLACK TEXT LINK - NON-SELECTED STATE

28 BLACK TEXT LINK - ROLLOVER STATE

Link used on white or light backgrounds

29 WHITE TEXT LINK - NON-SELECTED STATE

30 WHITE TEXT LINK - ROLLOVER STATE

Link used on black or dark backgrounds

31 BLACK BOLD LINK - NON-SELECTED STATE

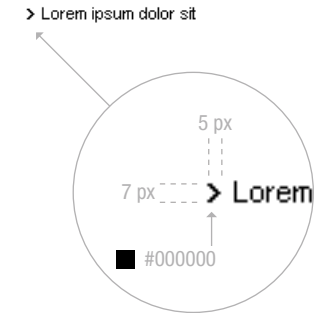
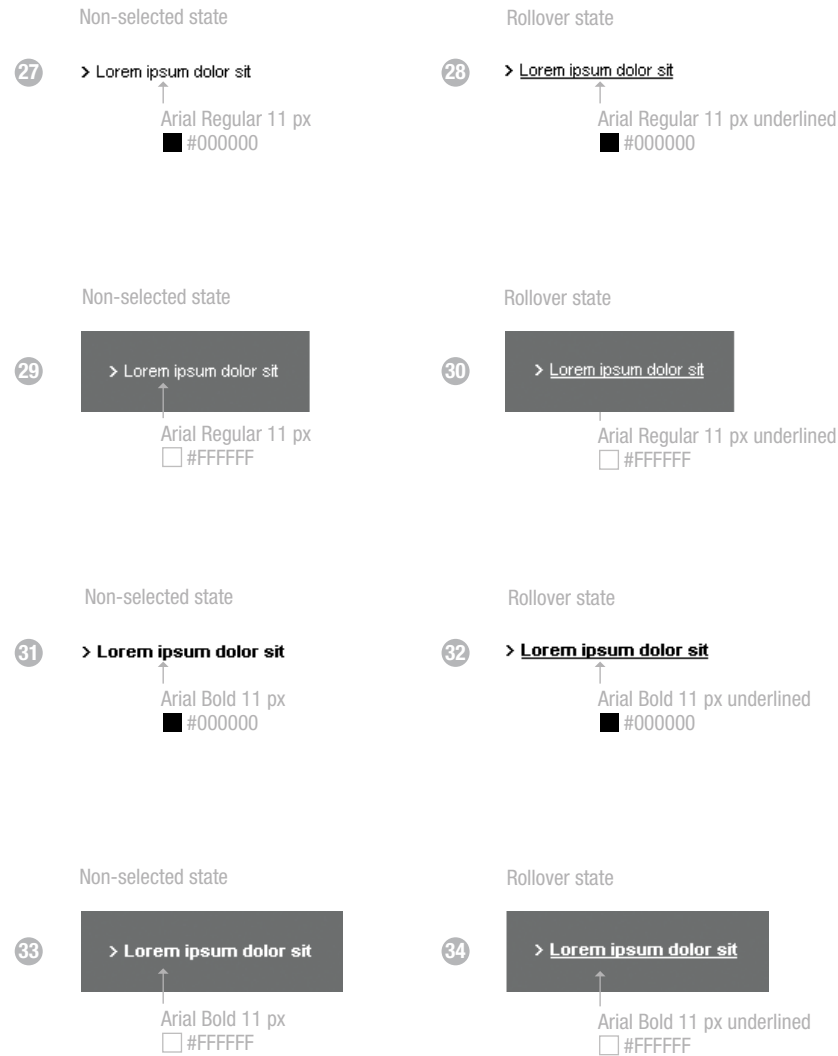
32 BLACK BOLD LINK - ROLLOVER STATE

Link used on white or light backgrounds

33 WHITE BOLD LINK - NON-SELECTED STATE

34 WHITE BOLD LINK - ROLLOVER STATE

Link used on black or dark backgrounds



ACTION BUTTONS

Loading icon

The loading icon displays when introducing a multimedia component requiring preload (Flash animation, video, downloads, etc.). It shows the percentage download completed, from 0% to 100%.

DOWNLOAD



Download the PSD template

LAYOUT

1 LOADING ICON

Displays in the centre of the relevant preload zone.

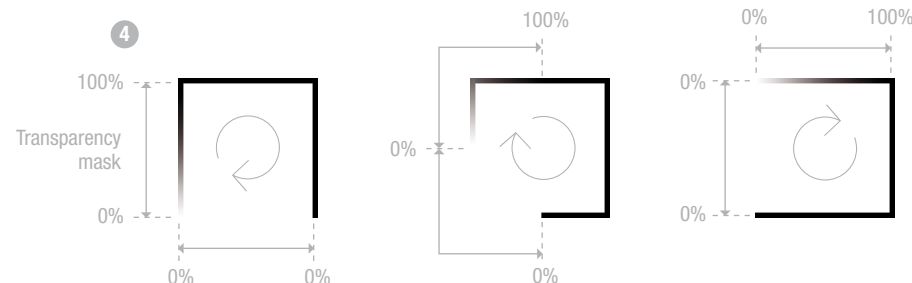
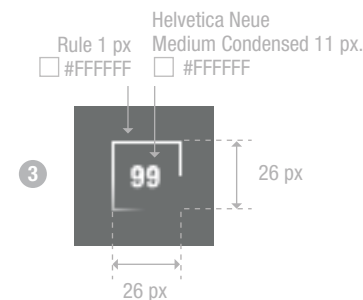
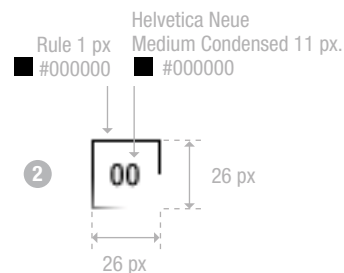
2 LOADING ICON – LIGHT BACKGROUND

The text displays digits 00 to 99.

3 LOADING ICON – DARK BACKGROUND

4 EXTERNAL ANIMATION

The rule surrounding the digits describes a circular movement during its animation. This effect is achieved by applying a mask. A length of the frame equal to the length of one of its sides is always masked. The side following the mask is shaded from 0% to 100%.



INFO BALLOON

Presentation & construction

An info balloon is a window used to display a short piece of additional information when scrolling over a page. It can display text and images in thumbnail format (cf. 05 Media gallery).

DOWNLOAD



Download the PSD template

LAYOUT

1 INFO BALLOON

The window opens 10 px above the trigger item.

2 INFO BALLOON WITH TEXT AND THUMBNAIL

10 px white clearspace

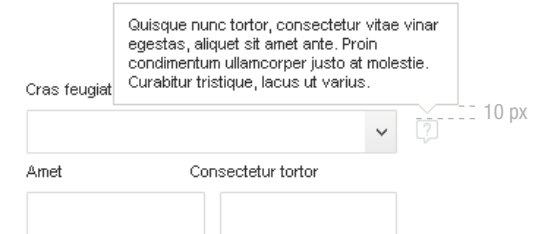
3 INFO BALLOON WITH TEXT

10 px white clearspace

4 ARROW

To be positioned on the lower edge of the window. Its horizontal position varies depending on the position of the info balloon and the general layout.

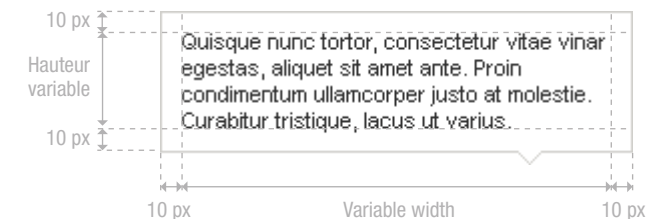
1



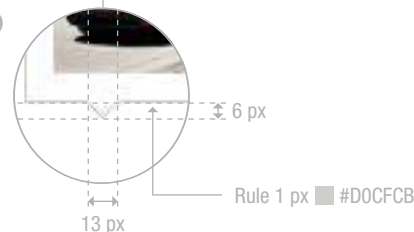
2



3



4



POP-IN WINDOW

Presentation & construction

A pop-in is a window used to display content over the web page web consulted. It can display text and multimedia (video, animation, etc.).

DOWNLOAD



Download the PSD template

LAYOUT

1 POP-IN

The window opens in the centre of the browser window.

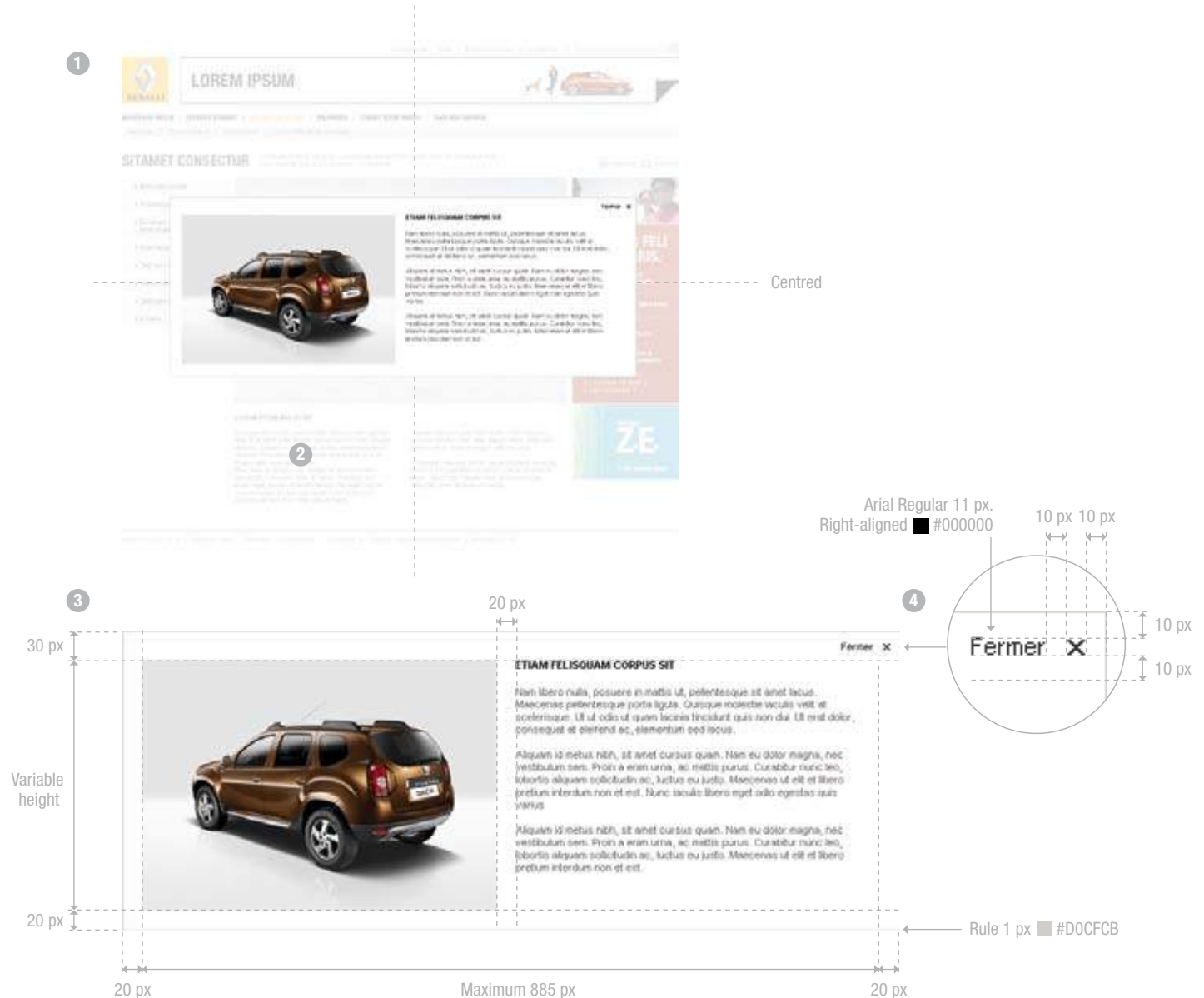
2 WHITE MASK

The white mask covers the content of the current page. #FFFFFF 80% opacity.

3 WHITE CLEARSPACE.

Used to isolate the window content from the background page.

4 CLOSE BUTTON



VIDEO CONTROLS

Video standards

The video controls are used to control play of all video media.

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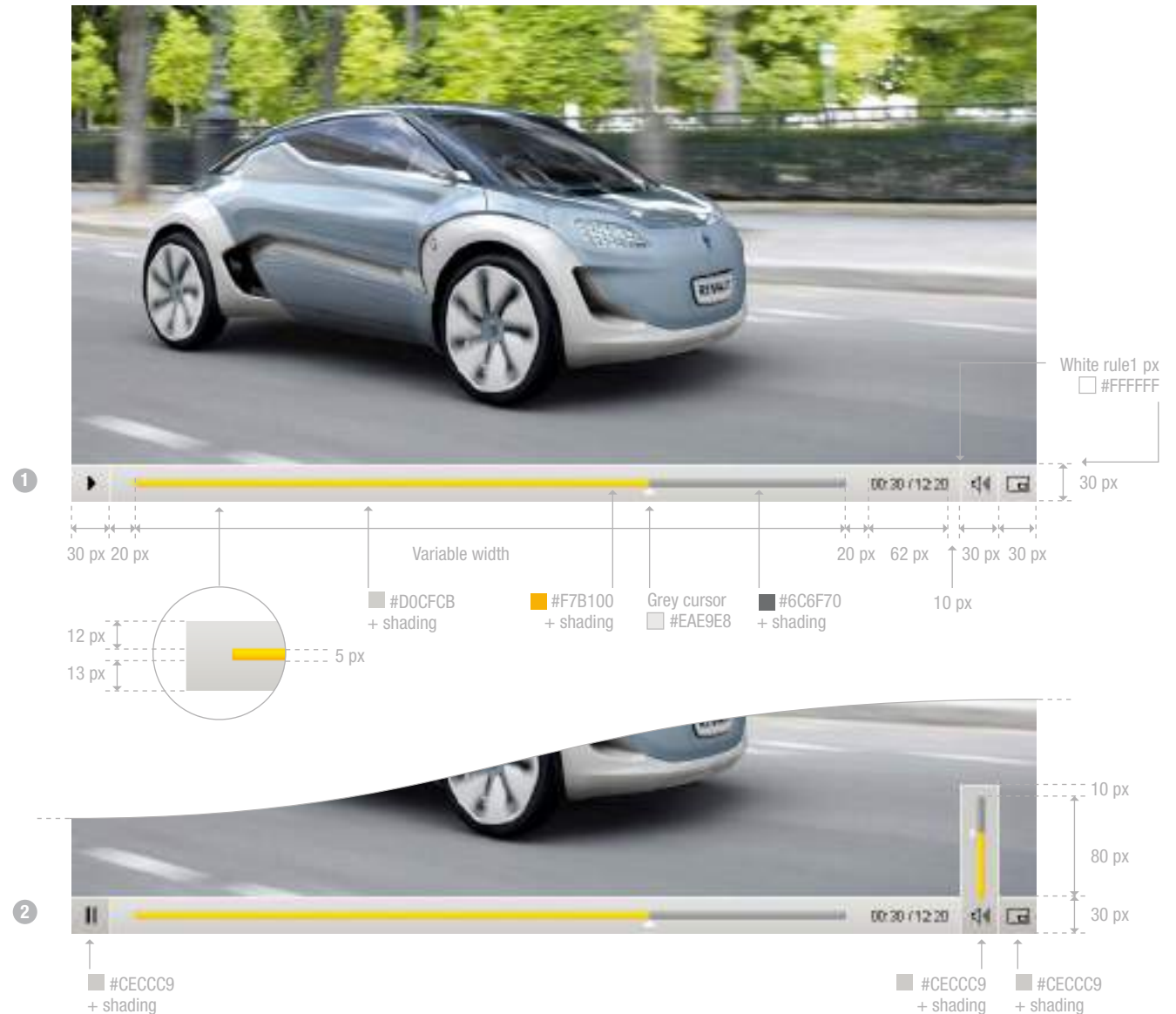
LAYOUT

1 PLAYER - NON-SELECTED STATE

2 PLAYER - ROLLOVER STATE

Play/Pause, Volume and Full-screen button all change colour on rollover.

In full-screen play mode, the appearance of the video player remains the same. The timeline stretches to adapt to the width of the video window.



VIDEO CONTROLS

Indexed videos

The player can also play indexed videos to accommodate interactive videos. The content displays over the video currently being played.

3 INDEXED PLAYER

4 INDEXED PLAYER

5 INDEXED PLAYER

6 INDEXED PLAYER

The content window can display text and an image. Its width is defined by the dimensions of the background video.

Close button : Arial Regular 11 px #000000
(cf . 05 «Pop-in»).

7 ILLUSTRATION VISUAL

Dimensions 287 px / 196 px

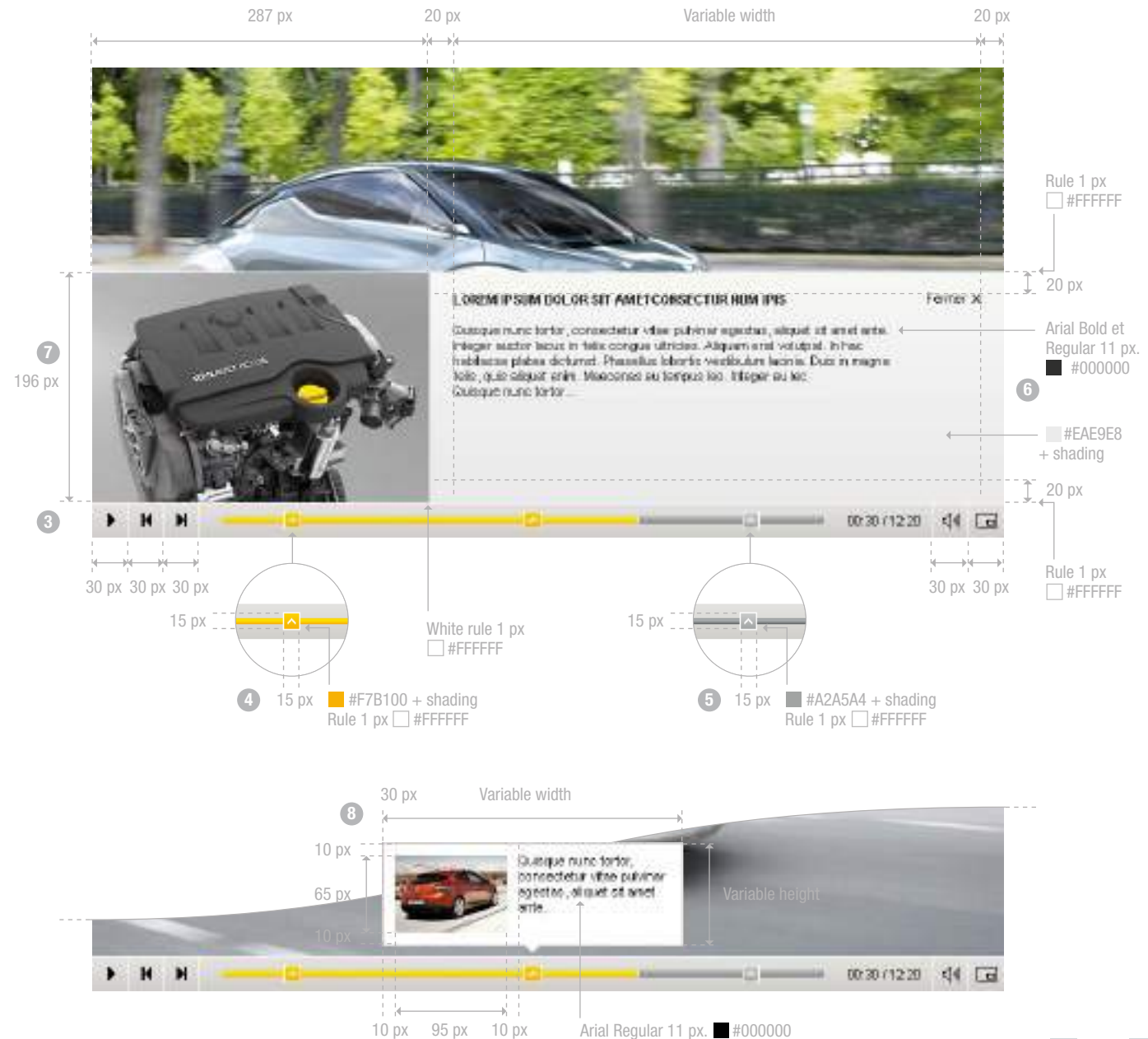
8 INFO BALLOON

Displays when rolling over each marker.

Dimensions: 287 px / 196 px.

Clearspace: 10 px.

(cf. 05 Info balloon)



MEDIA GALLERY

Construction

The media gallery is a module used to display visuals in thumbnail and enlarged format in a single page.

DOWNLOAD



Download the PSD template

LAYOUT

1 IMAGE IN ENLARGED FORMAT

Dimensions: 575 px / 392 px

2 THUMBNAILS – NON-ROLLED OVER STATE

Dimensions: 95 px/65 px

To ensure structural consistency, unused thumbnail positions are represented by a solid grey #EAE9E8.

3 VIDEO THUMBNAILS - NON ROLLED OVER STATE

Dimensions: 95 px/65 px

The video pictogram (cf. 05 Pictograms) displays in the centre of the thumbnail, at 150% is original size (30 px / 30 px zone), in white #FFFFFF and with a black drop shadow.

4 360° THUMBNAILS - NON ROLLED OVER STATE

Same as video thumbnails.

5 3D THUMBNAILS - NON ROLLED OVER STATE

Same as video thumbnails.



MEDIA GALLERY

Contact sheet

⑥ When the number of thumbnails exceeds 6, the following thumbnails are displayed in an additional line.

⑦ Examples of contact sheet structures.



⑦



MEDIA GALLERY

Thumbnail focus

8 THUMBNAILS - ROLLOVER AND SELECTED STATE

Dimensions: 95 px / 65 px

A 9 px thick white frame surrounds the thumbnail.



POP-IN MEDIA GALLERY

Clearspace and background

The media gallery window displays the visuals in thumbnail and enlarged format. It opens over the previous page consulted, which it masks with a white layer.

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Download the PSD template

LAYOUT

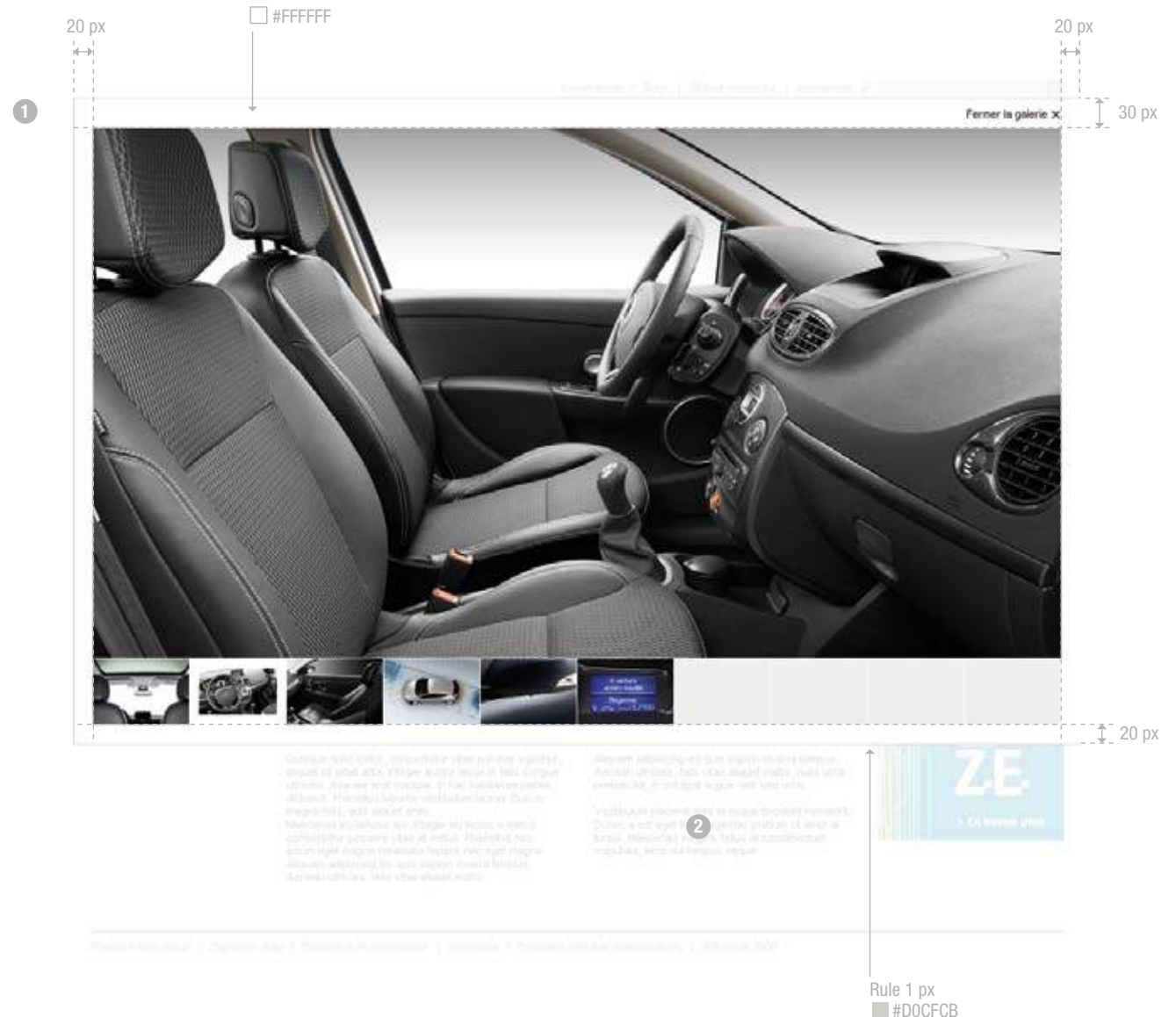
The composition adopts the same construction rule as the media gallery (cf. 05 Media gallery) and the pop-in window (cf. 05 Pop-in window).

1 WHITE CLEARSPACE

Is used to isolate the window content from the background page.

2 WHITE LAYER

The white layer is placed over the content of the current page #FFFFFF 80% opacity



POP-IN MEDIA GALLERY

Construction

③ ENLARGED FORMAT IMAGE

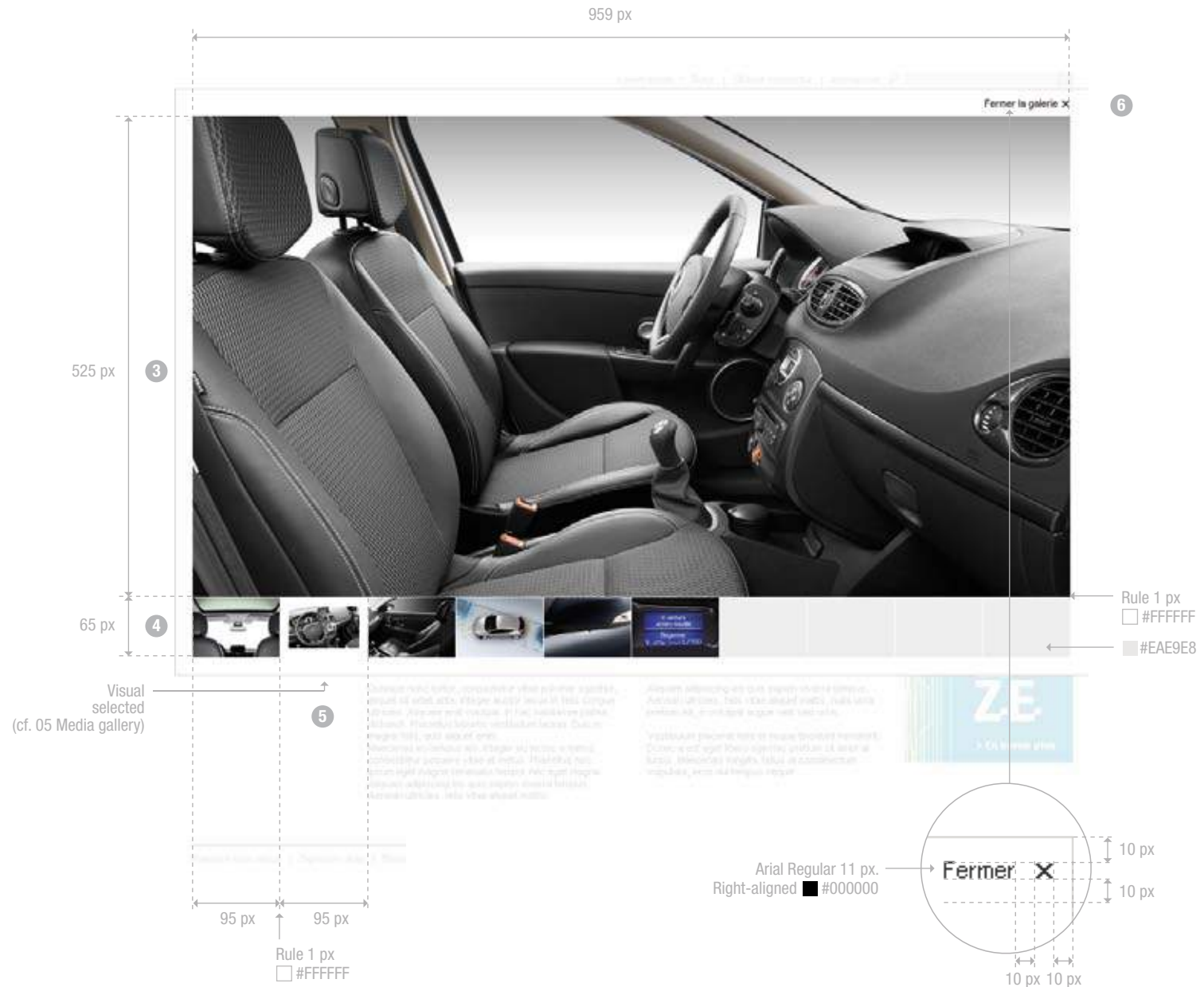
Dimensions : 959 px / 525 px

④ THUMBNAILS – NON-ROLLED OVER STATE

⑤ THUMBNAILS - ROLLOVER AND SELECTED STATE

⑥ CLOSE BUTTON

Typeface: Arial Regular 11 px #000000 (cf. 05 “Pop-In”)

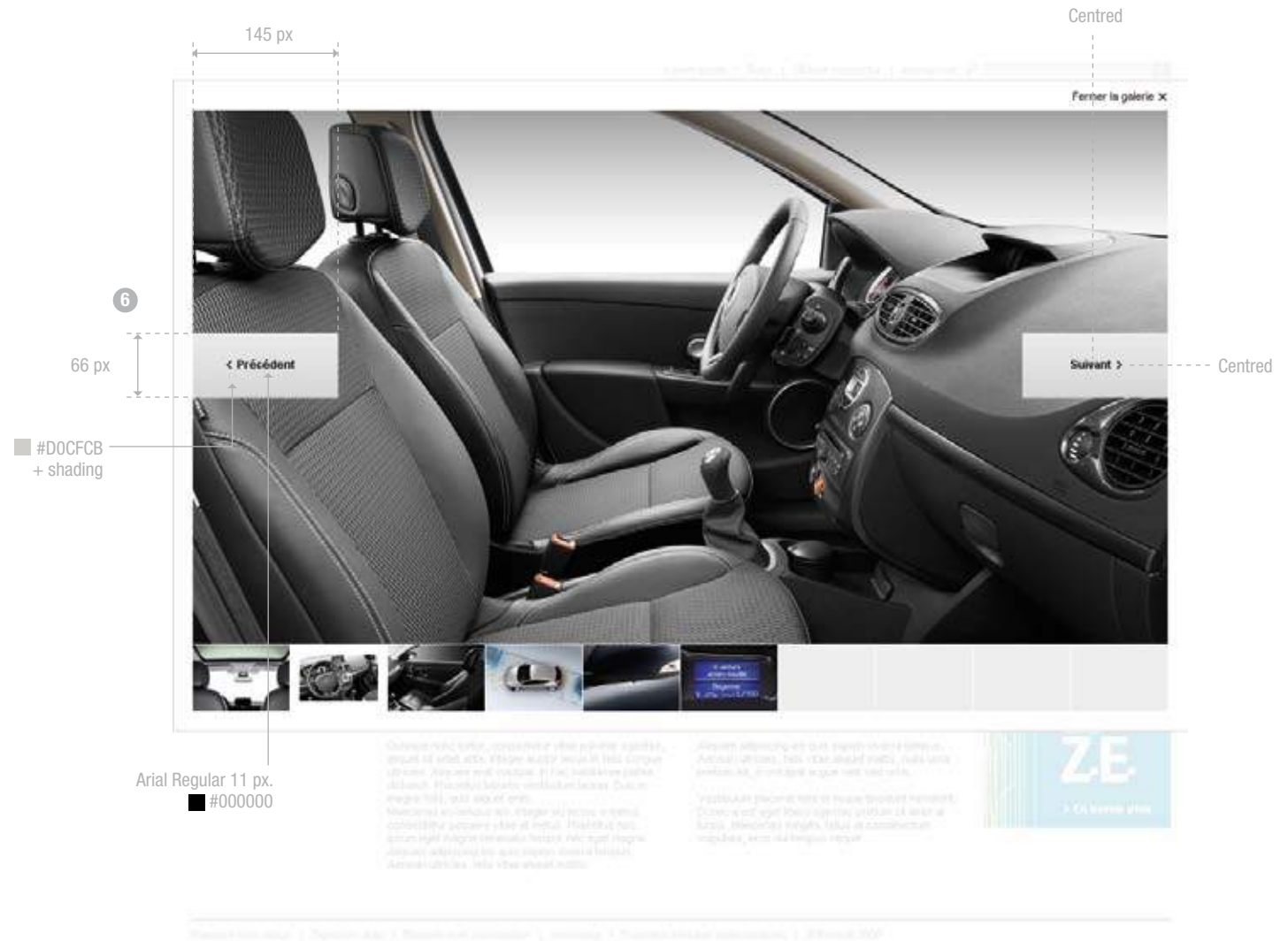


POP-IN MEDIA GALLERY

Next/previous buttons

6 NEXT/PREVIOUS BUTTONS

When rolling over an image in enlarged format, navigation buttons appear. They follow the same construction rules as the [?action] buttons (cf. 05 Action buttons).



All forms and their component parts must use the same graphic codes.

DOWNLOAD



Download the PSD template

GENERAL RULES

Forms must be simple and legible with a focus on ergonomic design.

Leave a minimum space of 10 px between each form component.

DONEC DUI IPSUM

Quisque turpis leo, euismod ac ultricies sit amet, dictum non nisl. Sed vitae eleifend purus. Nam porta metus eget nisi ultrices.

	> Rechercher
RENAULT Levallois Perret / RRG 67 R Victor-Hugo 92300 Levallois Perret	> Choisir
RENAULT Levallois Perret / RRG 67 R Victor-Hugo 92300 Levallois Perret	> Choisir
RENAULT Levallois Perret / RRG 67 R Victor-Hugo 92300 Levallois Perret	> Choisir
RENAULT Levallois Perret / RRG 67 R Victor-Hugo 92300 Levallois Perret	> Choisir

Cras feugiat mauris vulputate diam commodo *

Nam sit	Amet	Consectetur tortor
Vel vulputate risus euismod		
☒ In id urna non elit faucibus tincidunt		
Curabitur	Semper	Tristique faucibus
☒ Nam convallis fermentum sapien sit amet ornare		
Nunc vestibulum	Libero mattis	
Velit dictum sed varius diam		
☐ Donec dui ipsum, luctus vel lacinia quis, adipiscing sit amet enim. Suspendisse at elit sem, at pretium quam. Aenean tincidunt turpis vel nunc tincidunt non commodo leo venenatis. Morbi imperdiet nisi ut nibh sagittis vestibulum. Maecenas pellentesque, dolor in vulputate.		
☐ placerat, ipsum libero vehicula turpis, in suscipit nisl nunc vel leo. Pellentesque urna odio, suscipit vitae egestas sed.		
> Valider		

FORMS

DATE ENTRY FIELDS

LIST OF COMPONENTS

1 LIST OF COMPONENTS

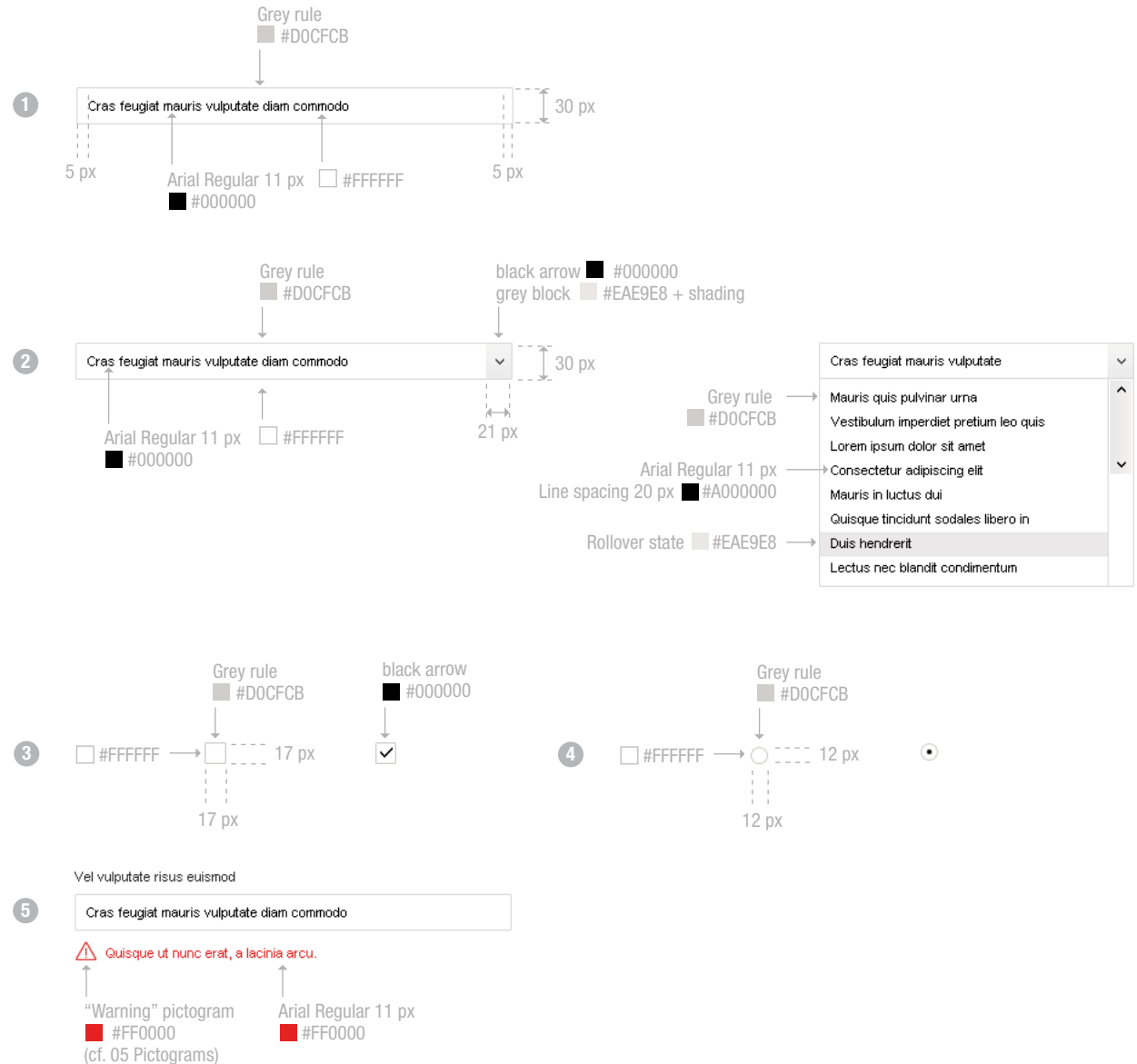
Text are centred vertically inside the field

2 DROPDOWN MENU

3 CHECK BOX

4 OPTION BUTTON

5 WARNING MESSAGE



PICTOGRAMS

Presentation

The pictograms are used to visually represent various functions within the sites.

DOWNLOAD



Download the PSD template



Download the AI template

GENERAL RULES

The line-drawing pictograms represent simplified figurative symbols designed to be immediately recognisable.

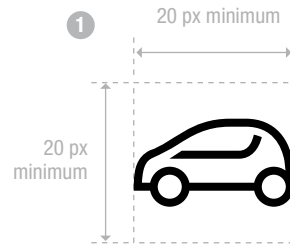
① The pictogram is centred in a zone measuring a minimum 20 px / 20 px. This is their default dimension. They can be used in proportionally larger sizes (150%, 200%, 300% etc.) depending on the requirements of specific layouts.

② The available colours are white #000000, black #FFFFFF and the institutional greys.

They may be accompanied by a descriptive text.

LIST OF PICTOGRAMS

- ③ Print
- ④ Send/ Share (email)
- ⑤ Share (réseaux sociaux)
- ⑥ User profile / My account
- ⑦ Download
- ⑧ Favourites
- ⑨ Select
- ⑩ Close
- ⑪ Enlarge text size ⑫ reduce text size
- ⑬ Zoom in ⑭ Zoom out



②



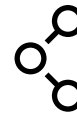
Tools



③



④



⑤



⑥



⑦



⑧

Navigation help



⑨



⑩



⑪



⑫



⑬



⑭



⑮



⑯



⑰

PICTOGRAMS

Presentation

- 15 Help
- 16 Warning
- 17 Home
- 18 External internet link
- 19 Image / Photo
- 20 Video / animation
- 21 TV
- 22 File
- 23 Document / Article
- 24 360°
- 25 3D
- 26 Play 27 Pause
- 28 Stop
- 29 Fast forward
- 30 Full screen
- 31 Volume on 32 Volume off
- 33 Receive a brochure
- 34 Calendar
- 35 Contact a customer representative / Contact
- 36 Request a call / Contact
- 37 Basket / Product selection
- 38 Configure a vehicle
- 39 Compare vehicles
- 40 Test drive a vehicle
- 41 Finance / Credit / Budget estimate
- 42 Search / Find a dealership
- 43 Service centre / Repairs
- 44 Parameters / Settings
- 45 Renault minute / Chronometer
- 46 Location
- 47 Activity / Plant

Data / Media



18



19



20



21



22



23



24



25

Play controls



26



27



28



29



30



31



32

Commercial actions



33



34



35



36



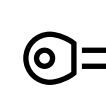
37



38



39



40



41

Services



42



43



44



45



46



47

06

EDITORIAL & SOUND STANDARDS

Introduction

Editorial structure

Text volume and semantic fields

Sound standards



The aim is not to impose a tone. Each country must be free to use its own specific language reflecting its culture.

However, the Web requires a specific structure and content distribution.

It's the natural referencing strategy that guides the editorial strategy.

3 editorial rules to follow:

- **Editorial structure**
- **Text volume**
- **Semantic fields**



Indexing

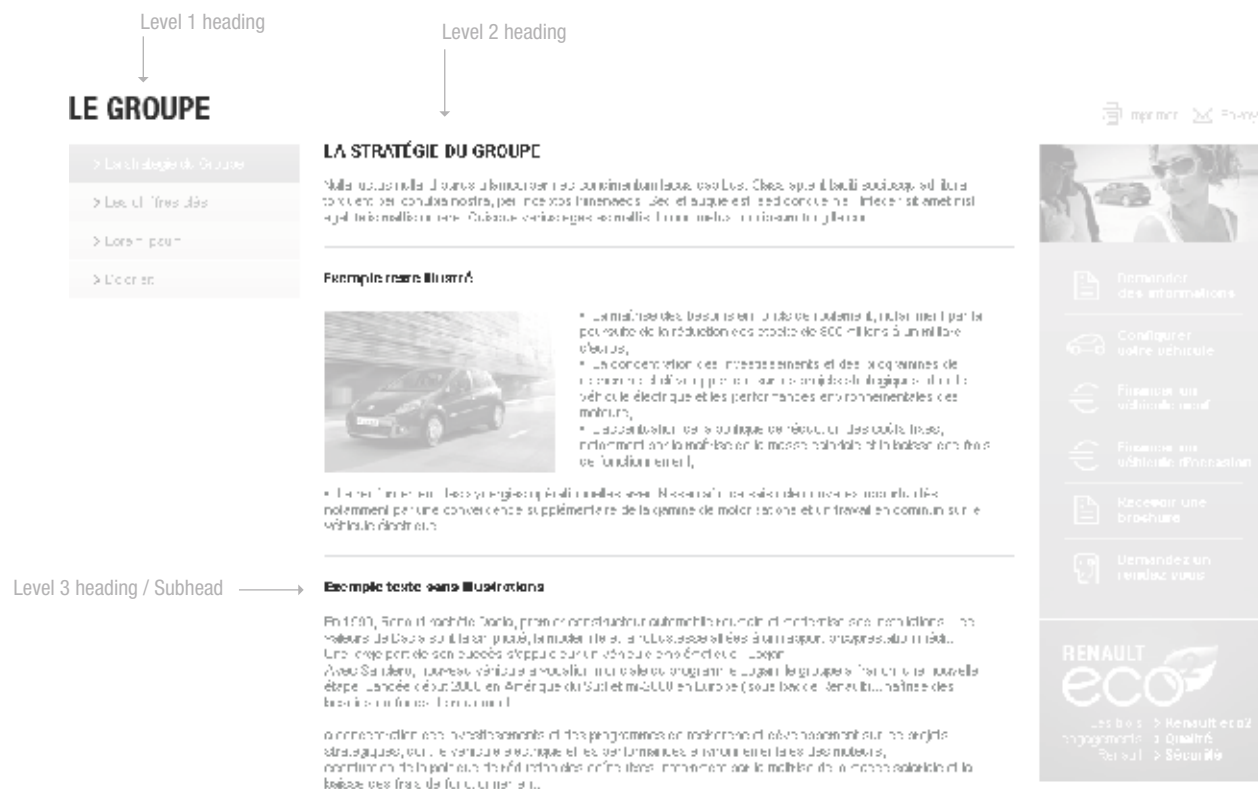
Editorial content must be structured by a level 1 heading and level 2 headings to highlight the key words that identify the topic in search engines.

level 1 heading + level 2 heading + text + + level 3 heading + text, etc.

On the other pages, this tag must be assigned to the level 1 heading or the main heading on the page.

Level 2 headings must be tagged “h2”, level 3 headings “h3”, etc.

Level 1 and 2 headings are always displayed in capitals.



Each visual presented must have an alt tag describing its content to facilitate its referencing on the site.

TEXT VOLUME AND SEMANTIC FIELDS

General rules

- **Be concise and precise.**

To make text easier to read and increase the number of pages to maximise referencing.

- **Use short texts.**

Articulate the content into several paragraphs to provide several pages based on the same theme and so increase its relevance.

- **A page must contain sufficiently rich content.**

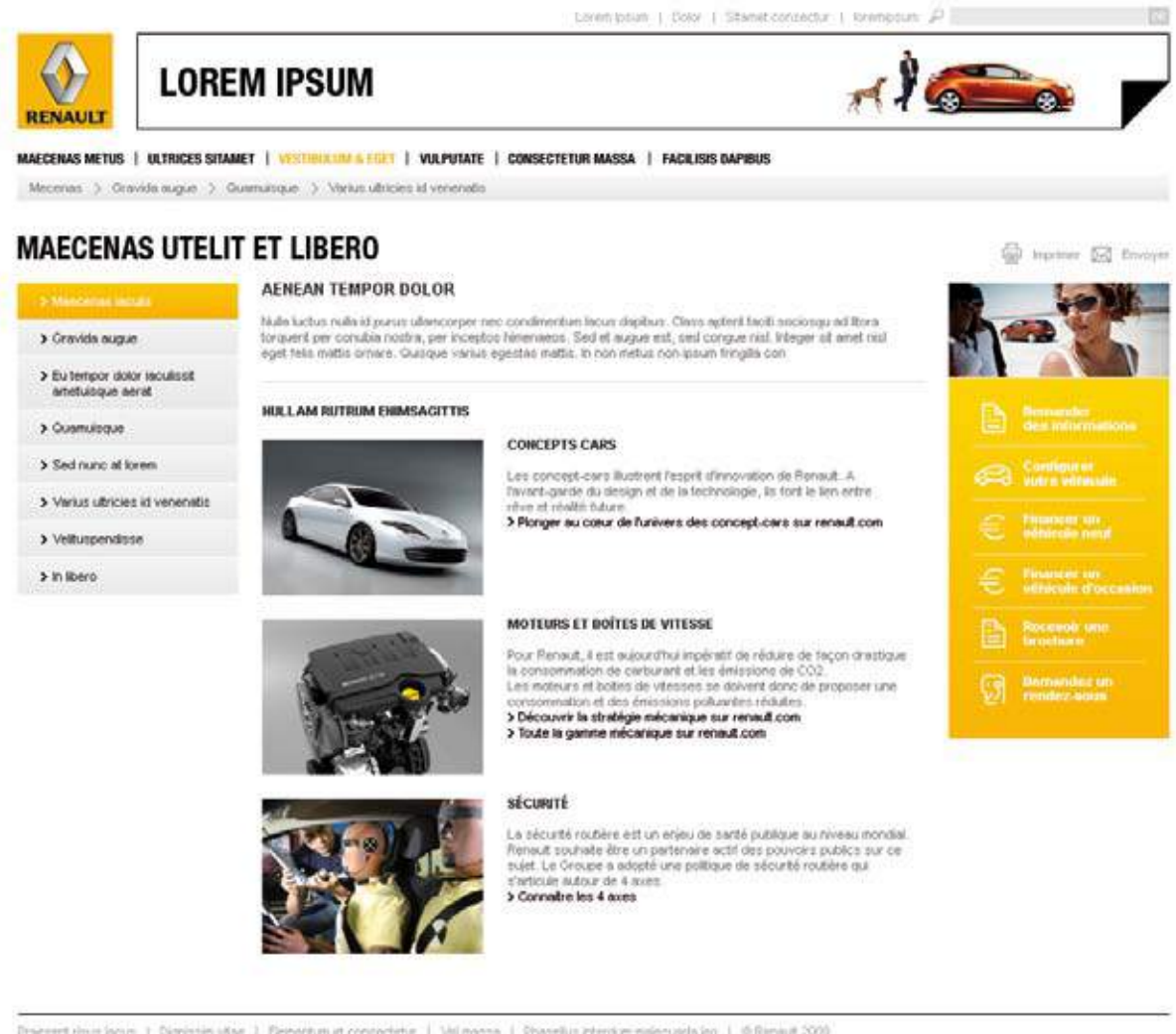
Cover the semantic field corresponding to the field and provide information that is relevant to net users.

- **Be concise, but extend the semantic field.**

To be relevant to a search, the editorial content of a page must have a sufficient density of key words. Use derivatives and synonyms of the semantic field.

- **Include in the main headings “key words” linked to the page’s theme.**

The key words must be placed in the various heading levels as the content of the “heading” tag has a very high impact on the positioning of a page.



SOUND STANDARDS

General rules

The sound standards define the sound and musical atmosphere of an interface. There are two types of audio media: ambient music and interface sounds.

AMBIANCE MUSIC

Ambiance music must match the theme, the concept or the vehicle presented to form a coherent visual and auditory experience. Using this principle, all types of music may be considered.

The sound should fade in and fade out so as not to cause any sudden event during navigation. It must be possible to mute it immediately using an easily identifiable button.

INTERFACE SOUNDS

Interface sounds are generally used during rollover or when activating an interactive component. They should be kept simple, subtle and consistent. It is important to limit their use so as not to overload the interface.

For reasons of access, when a sound provides content or navigation information, a visual equivalent must be displayed simultaneously.



07

COMMERCIAL SITES

Country sites



The country sites present the Renault range, services available, and corporate information available for each of these countries. The following pages set out the construction rules and the behaviour of these templates.

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Download all the PSD templates



COUNTRY SITES

Standard homepage

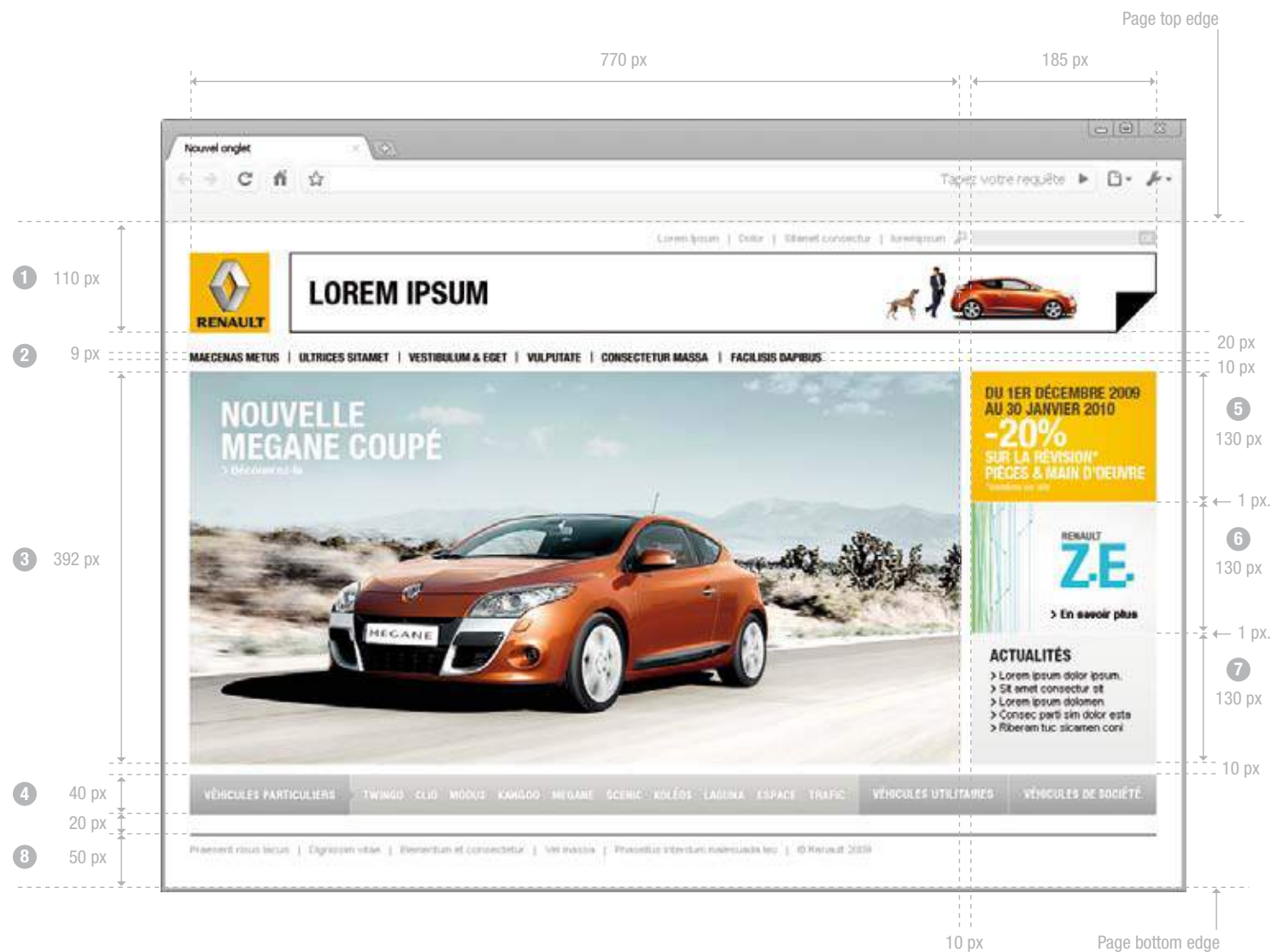
The homepage is the entry point for the country site. Its role is to present the site news. Its structure is simple and legible.

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LAYOUT

- 1 HEADER
965 px / 110 px
- 2 MAIN NAVIGATION (N1)
965 px / 9 px
- 3 CONTENT ZONE
770 px / 392 px
- 4 VEHICLE SELECTION MODULE
965 px / 40 px
- 5 COMMERCIAL THUMBNAIL SPACE
185 px / 130 px
- 6 THEMATIC THUMBNAIL SPACE
185 px / 130 px
- 7 NEWS THUMBNAIL SPACE
185 px / 130 px
- 8 FOOTER
965 px / 50 px



COUNTRY SITES

Alternative homepage

The central content zone may simply have a visual, masking the column of thumbnails. This is an alternative used only in the event of a major news item, such as, the launch of a new vehicle. The vehicle selection module must remain present on this page.

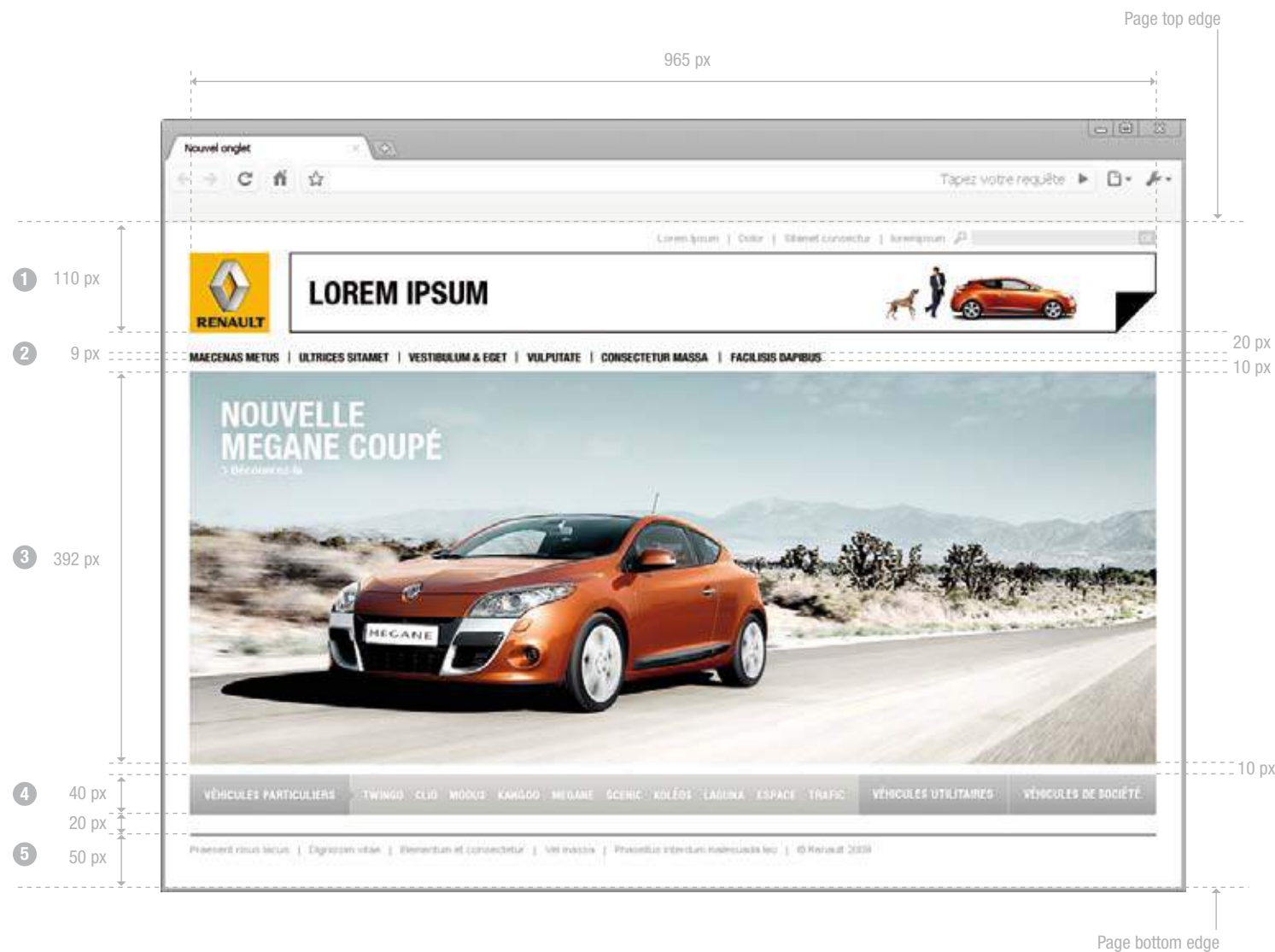
TÉLÉCHARGEMENT



Download the PSD template

LAYOUTS

- ① HEADER
965 px / 110 px
- ② MAIN NAVIGATION (N1)
965 px / 9 px
- ③ CONTENT ZONE
965 px / 392 px
- ④ VEHICLE SELECTION MODULE
965 px / 40 px
- ⑤ FOOTER
965 px / 50 px



COUNTRY SITES

Homepage main visual

The central zone can be used for visuals, animation and videos depending on the latest news. When using an image + typeface, a 30 px clearspace applies to the visual.

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LAYOUTS

① IMAGE TEXT ZONE

Typeface: Helvetica Neue Bold Condensed,
Variable colours and sizes, left-aligned
(cf. 02 Typeface).

② HTML TEXT AND TEXT LINK ZONE

Typeface: Arial Regular 11 px, variable colours (cf. 02
Typeface and 05 Action buttons).



The main navigation uses the generic construction principles (cf. 03 Architecture). On the country sites, the level 4 navigation from the “The Renault range” section differs in that it displays vehicle packshots.

DOWNLOAD

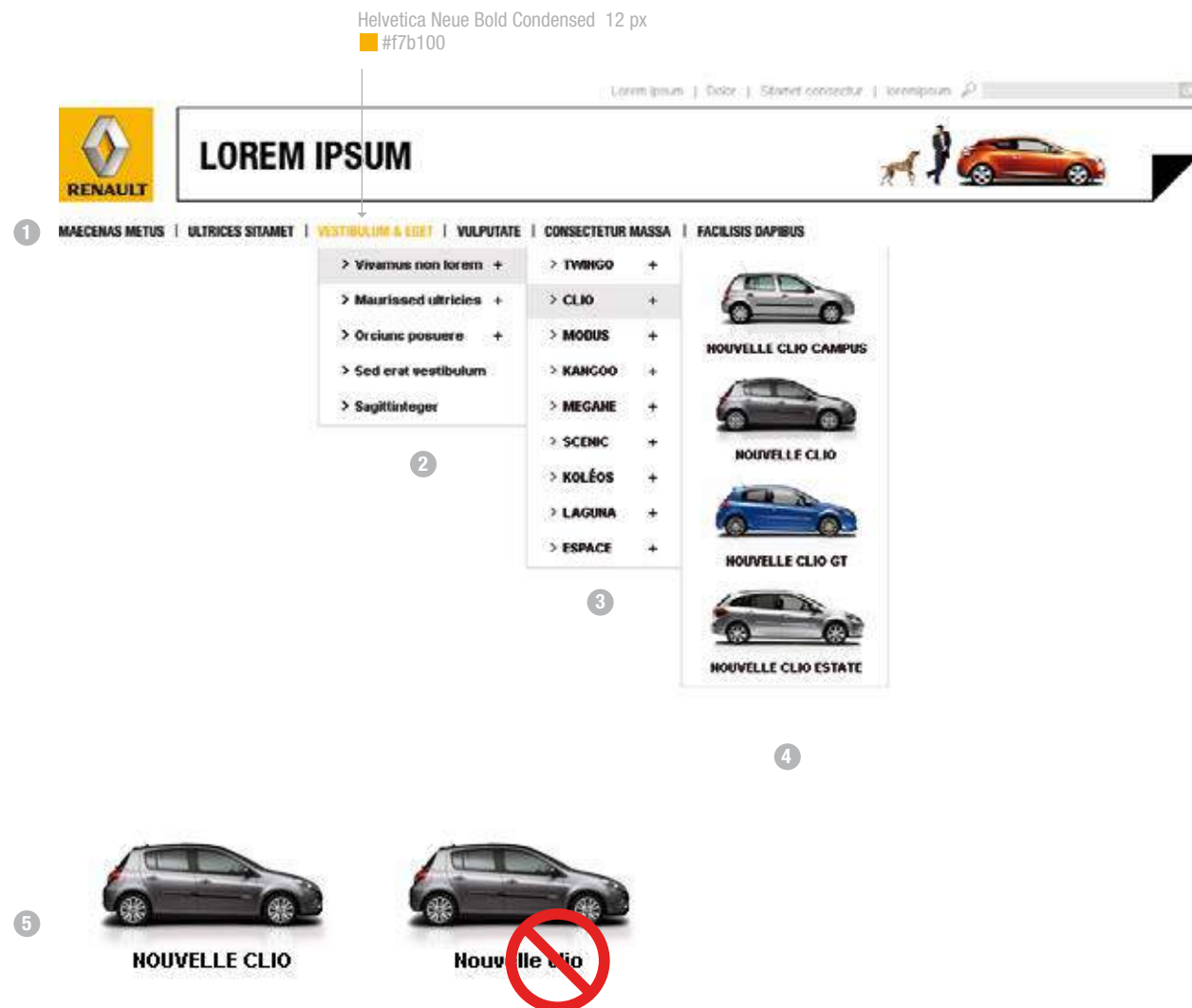
 Download the PSD template

LAYOUT

- 1 LEVEL 1
- 2 LEVEL 2
- 3 LEVEL 3
- 4 LEVEL 4

The vehicles are presented in image form. Their display follows the packshot rules (cf. 02 Packshot).

- 5 The vehicle names and vehicle families are always written in capitals.

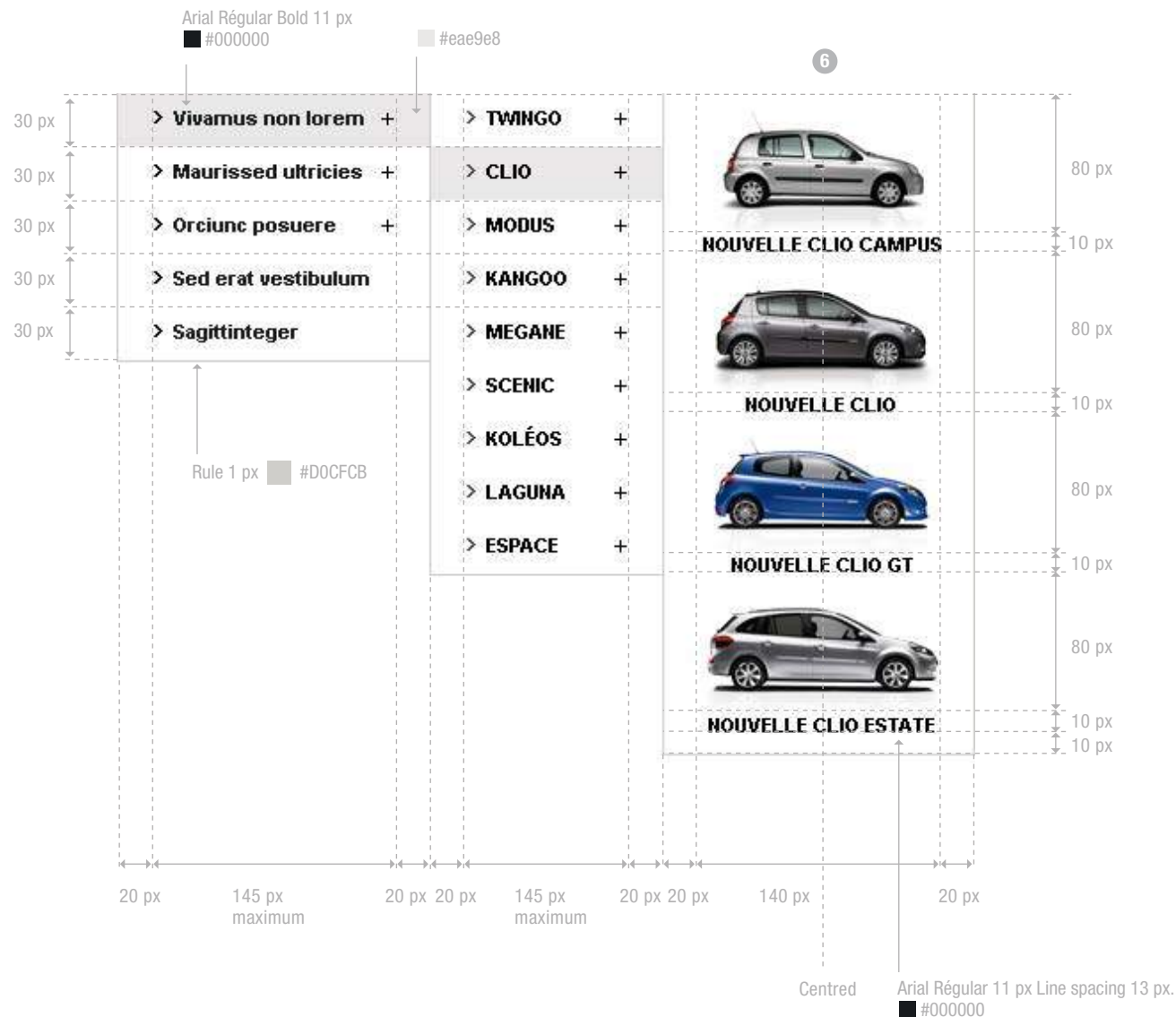


COUNTRY SITES

Main navigation

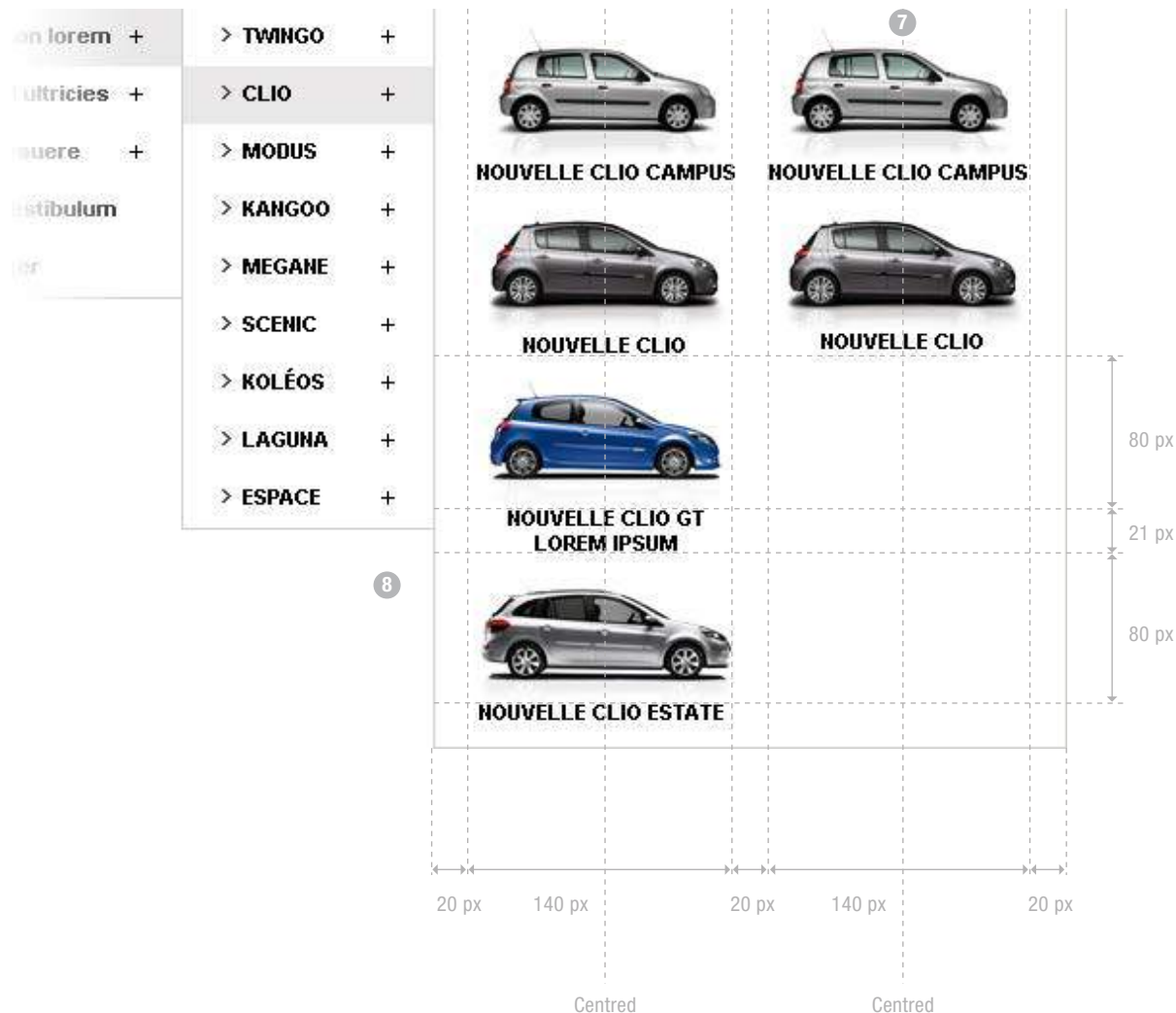
6 The L4 dropdown menu is always aligned against the top of the navigation module whatever the item selected in level L3. To make rollover navigation of these components easier, the height of the L4 dropdown menu is always at least equal to that of the L3 dropdown menu.

The vehicles are displayed vertically starting from the top of the column, and centred horizontally in the column. The vehicle name is also centred horizontally. Each zone with a vehicle is 90 px high.



7 If a family has more than 4 vehicles, the following vehicles are displayed in an additional column.

8 If a vehicle name requires two lines, the text zone is raised from 10 px to 21 px.



DOWNLOAD



1 VEHICLE SELECTOR

5 The text content of the sections may exceed two lines when there is insufficient space.



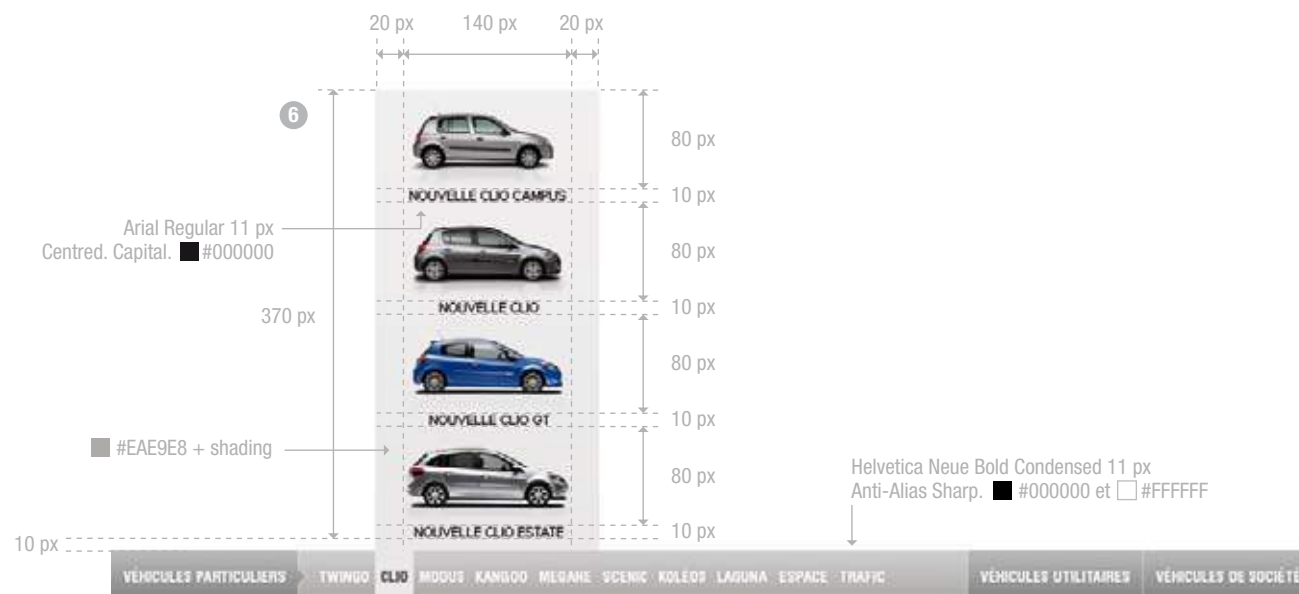
COUNTRY SITES

Vehicle selector

6 When clicking on a range name, a zone is displayed presenting the vehicles in the relevant FAMILY. The height of this zone is defined by the number of vehicles it contains. A maximum of 4 vehicles are displayed BY COLUMN. They are displayed in accordance with the Packshot rules (cf. 02 Le Packshot). The vehicles are displayed vertically, starting from the bottom of the column, and centred horizontally. Each zone with a vehicle measures 80 px high.

7 If more than 4 vehicles need to be presented, a second column is displayed to the right of the first. The vehicles are displayed starting from the top of the column.

8 If a vehicle name requires two lines, the text zone is raised from 10 px to 21 px.



COUNTRY SITES

Thematic thumbnails

The thematic thumbnails are constructed in the same 185 px / 130 px zone. Each theme uses its own colour (cf. 03 Colour range). Their role is to highlight the country site thematic and corporate content. They are displayed on the homepage and on inside pages. On the homepage, scrolling display may be used in order to vary the information.

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LAYOUT

ÉCO2 THEMATIC THUMBNAIL

1 5 px / 130 px.

ÉCO2 ALTERNATIVE THEMATIC THUMBNAIL

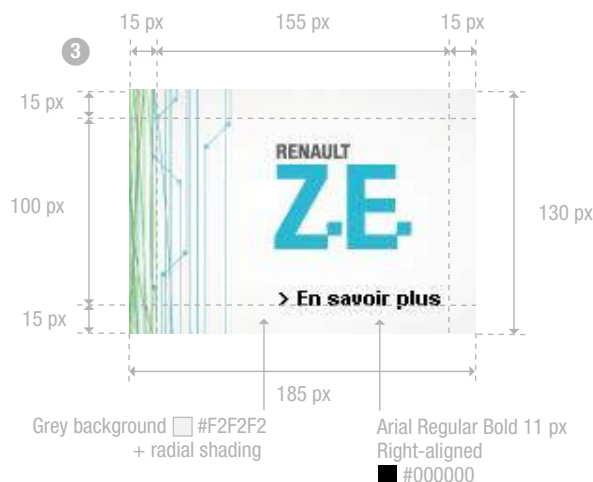
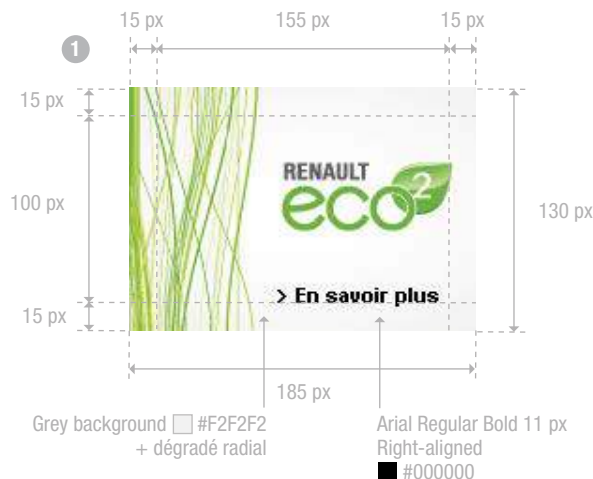
2 5 px / 130 px.

RENAULT Z.E THEMATIC THUMBNAIL

3 5 px / 130 px.

RENAULT Z.E ALTERNATIVE THEMATIC THUMBNAIL

4 5 px / 130 px.



COUNTRY SITES

Thematic thumbnails

5 RENAULT QUALITY THEMATIC THUMBNAIL

185 px / 130 px.

6 RENAULT QUALITY THEMATIC THUMBNAIL

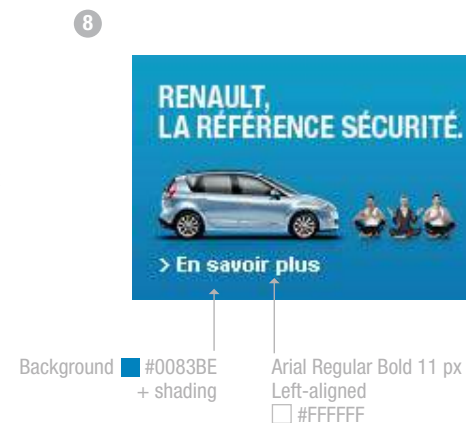
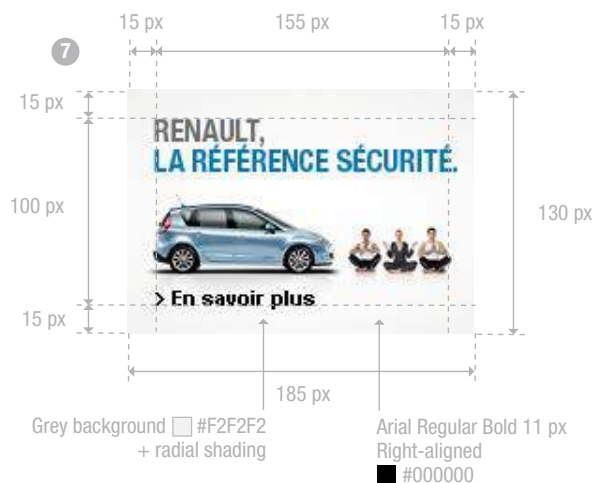
185 px / 130 px.

7 RENAULT SAFETY THEMATIC THUMBNAIL

185 px / 130 px.

8 RENAULT SAFETY ALTERNATIVE THEMATIC THUMBNAIL

185 px / 130 px.



COUNTRY SITES

Commercial thumbnails

The commercial thumbnails are constructed in the same 185 px / 130 px zone. Their role is to promote commercial content or relay an advertising campaign. They are displayed on the homepage and on inside pages. Their content is free, however a 15 px contour clearspace is mandatory. The graphic codes, such as the typeface, colours and Renault iconography (cf. 02, 04 and 05) must be used. These thumbnails can be static or animated (cf. 04 Motion Design).

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LAYOUT

1 STANDARD COMMERCIAL THUMBNAİL

The vehicle visual is based on the same rules as the packshot (cf. 02 Packshot). A grey or colour is always used as the background; it is never white. If using a grey, it must be in radial shading form (cf. 02 Colours).

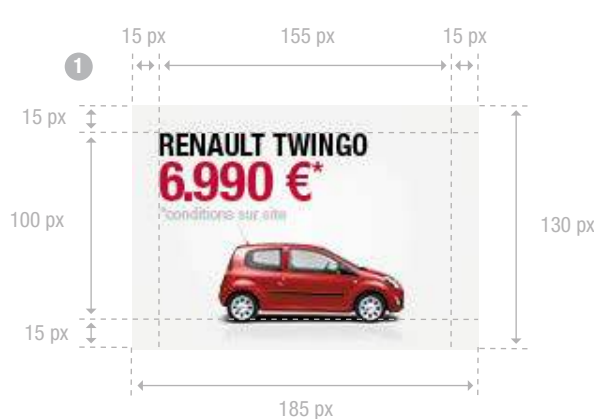
EXAMPLES

2 ALTERNATIVE COMMERCIAL THUMBNAİL TYPE

A solid colour + shading (cf. 02 Colours) is used.

3 FREE COMMERCIAL THUMBNAİL

Adopts the graphic codes of an advertising campaign. The fundamentals (typefaces, colours, etc.) are retained.



Helvetica Neue Bold Condensed 16 px
Left-aligned. Anti-Alias Sharp.



Helvetica Neue Condensed 9 px
Left-aligned.

2



3



COUNTRY SITES

Commercial thumbnails

4 PARTS & ACCESSORIES COMMERCIAL THUMBNAIL

The corporate colour #F9B700 is used. High contrasts in text size are used, to enliven reading.

5 Z.E RANGE COMMERCIAL THUMBNAIL

A grey background is used.

6 NEW RELEASE COMMERCIAL THUMBNAIL

Thumbnail to present the new Gordini range.

7 When using a full-frame image (not cut out), it must cover the clearspace and use the entire frame.

8 This is the only exception to this rule. Promotional thumbnails are not commercial banners within the Renault site.

4

QUI MIEUX QUE RENAULT
PEUT ENTREtenir
VOTRE RENAULT ?

DU 1ER DÉCEMBRE 2009
AU 30 JANVIER 2010
-20%
SUR LA RÉVISION*
PIÈCES & MAIN D'OEUVRE
*mentionné sur site

5



QUEL SERA VOTRE
VÉHICULE ÉLECTRIQUE ?
LOREM IPSUM DOLOR
SIT AMET CONSECT
DLOREM AMET !



6

ALIQUAM IN
PELLENTESQUE
HABIT MORBI
TRISTI ?



7



8



The “Renault range” section presents all the vehicles in the range. Each family is shown on one line.

DOWNLOAD

 Download the PSD template

LAYOUT

1 BREADCRUMB TRAIL

965px / 20px.

2 PAGE HEADING

3 SECONDARY NAVIGATION (L2)

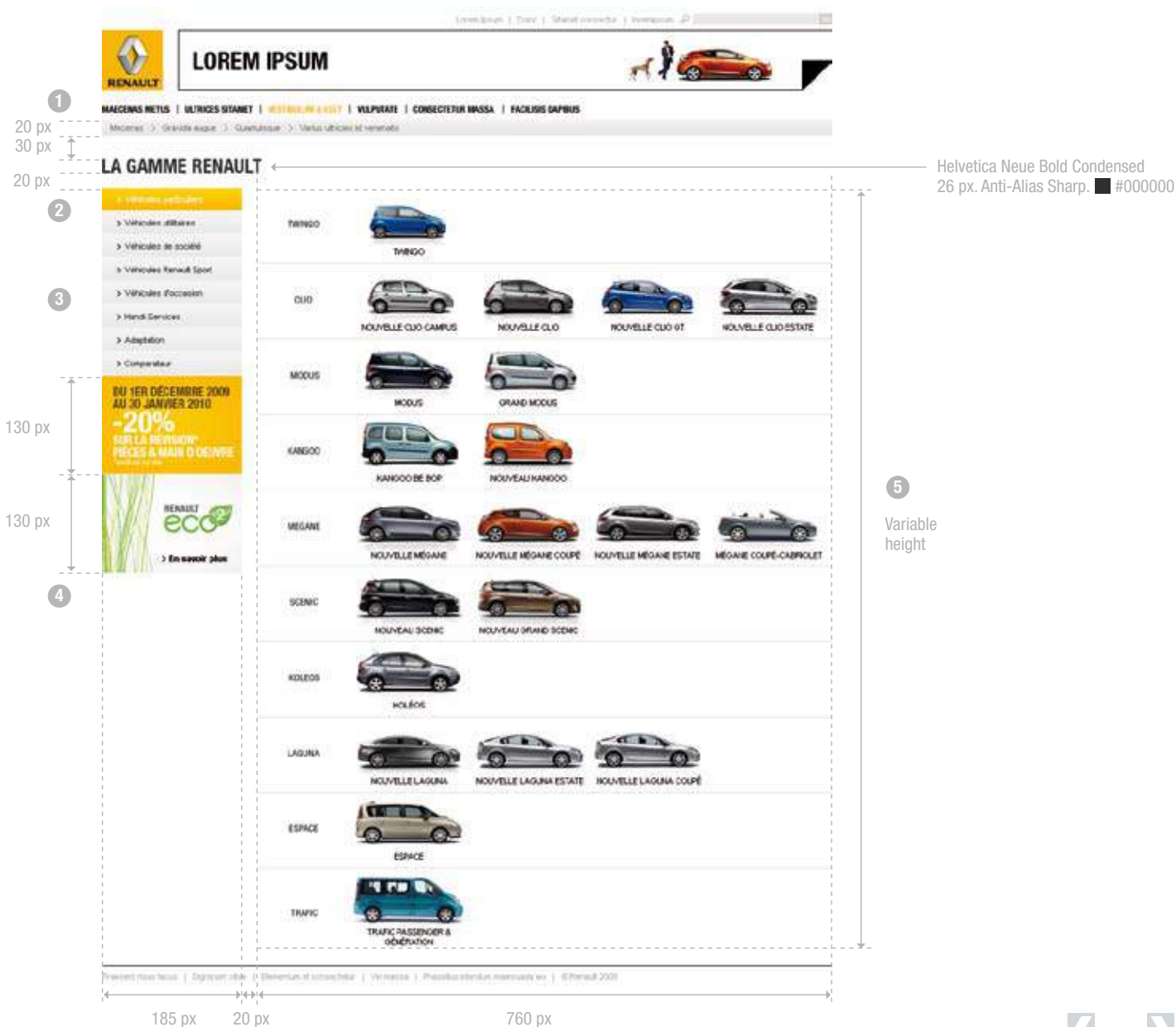
Each section is 30 px high and separated by 1 px of white (cf. 03 Secondary navigation).

4 THUMBNAIL ZONE

Various types of thumbnails can be added to the level 2 navigation menu. They are separated by 1 px in height (cf. 09 Thumbnails).

5 CONTENT ZONE

Presentation of the entire range of Renault vehicles using visuals. They are displayed using the packshot rule (cf. 02 Packshot).



COUNTRY SITES

Product overview page

6 A separator is placed between each family of vehicles.

Separator dimensions: 760 px / 1 px

Separator colour: #D0CFCB

7 If more than 4 vehicles must be presented, a second line is added below the first.

8 If a vehicle name requires two lines, the text zone is raised from 10 px to 21 px.



COUNTRY SITES

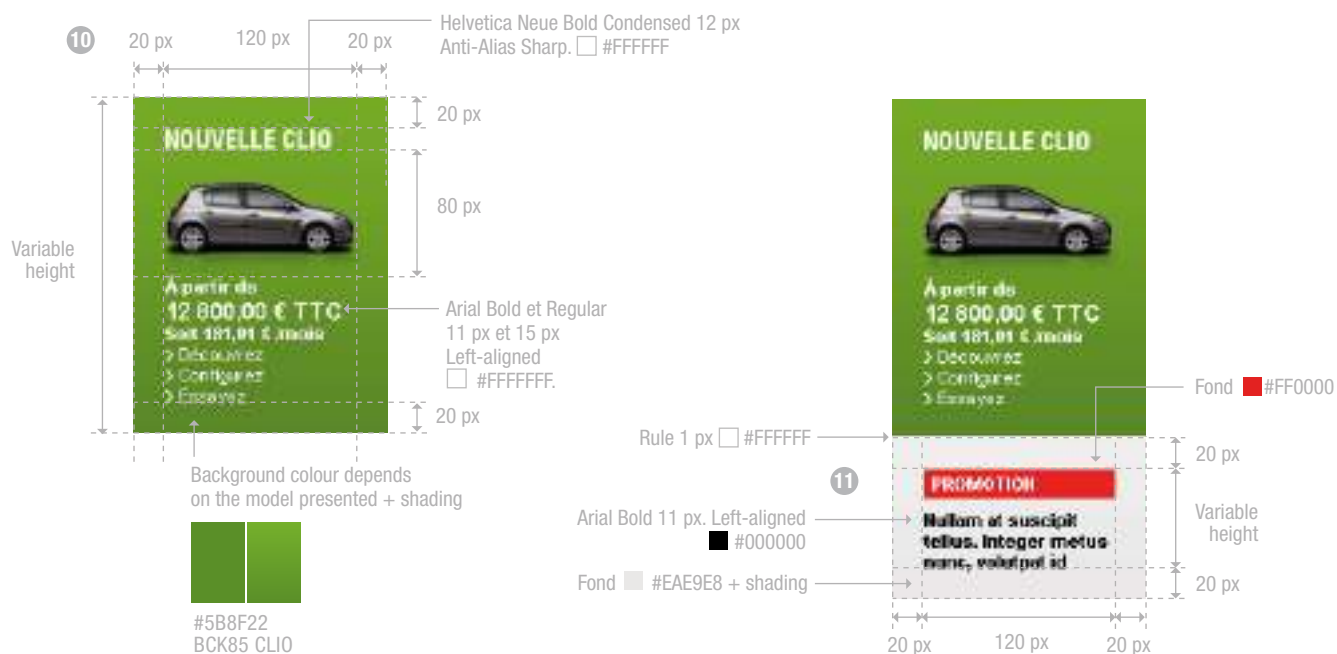
Product overview page

9 INFORMATION WINDOW

When rolling over a vehicle, a window opens; it displays the relevant information about the vehicle.

10 The standard window displays the vehicle name and packshot, its price, and direct access links. The window background adopts the colour of the model selected.

11 A free text zone may be associated with the standard window. It is used to display additional promotional information.



COUNTRY SITES

Product introduction page

The introduction page has a video or a slide show of the model selected. Commercial links are displayed in the last column.

DOWNLOAD



Download the PSD template

LAYOUT

1 BREADCRUMB TRAIL

965 px / 20 px.

2 INTRODUCTION TEXT

(optional) Typeface: Arial regular 11 px #A2A5A4
Left-aligned. Maximum of 2 lines.

3 VEHICLE PRESENTATION ZONE

770 px / 392 px. Video or images. A 30 px clearspace is applied inside this zone if an image is displayed.

4 ZONE FOR PRODUCT HOOKLINE AND COMMERCIAL LINKS

The background colour for this zone is the colour of the model presented (cf. 02 Colours).

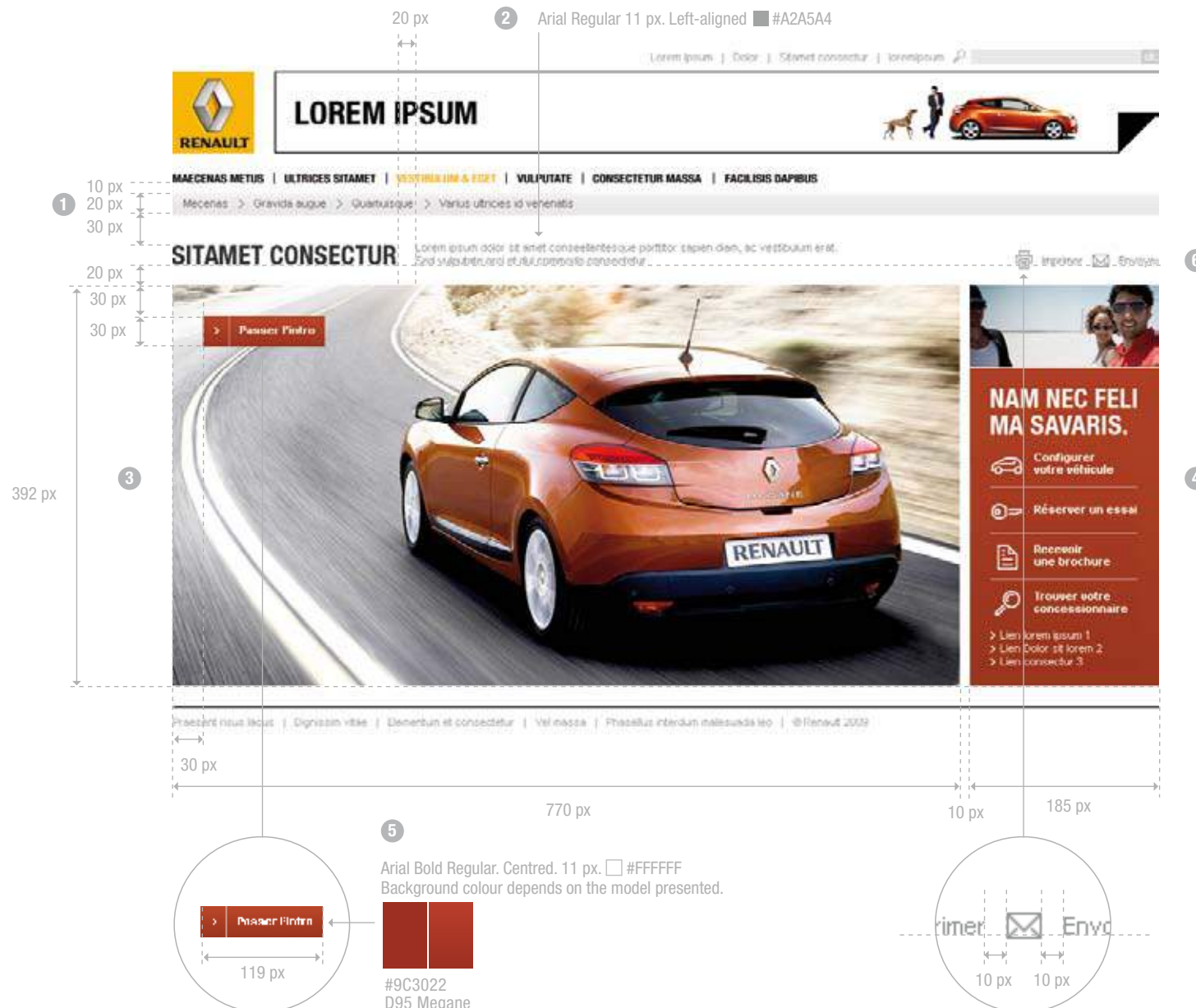
5 "SKIP INTRO" BUTTON

(cf. 05 Action buttons).

This button is displayed in the colour of the model presented (cf. 02 Colours).

6 FUNCTIONS

Typeface: Arial Regular 11 px #A2A5A4



COUNTRY SITES

Zone for product hookline and commercial links

5 HUMAN VISUAL

185 px / 80 px

6 PRODUCT SIGNATURE

Typeface: Helvetica Neue Bold Condensed 26 px

maximum #FFFFFF

Apply Anti-Alias Sharp.

The text is left-aligned.

7 COMMERCIAL LINKS

Each link must appear with its associated pictogram (cf. 05 Pictograms).

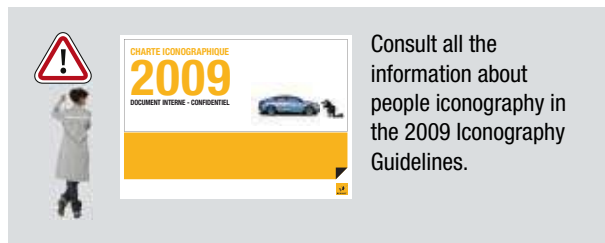
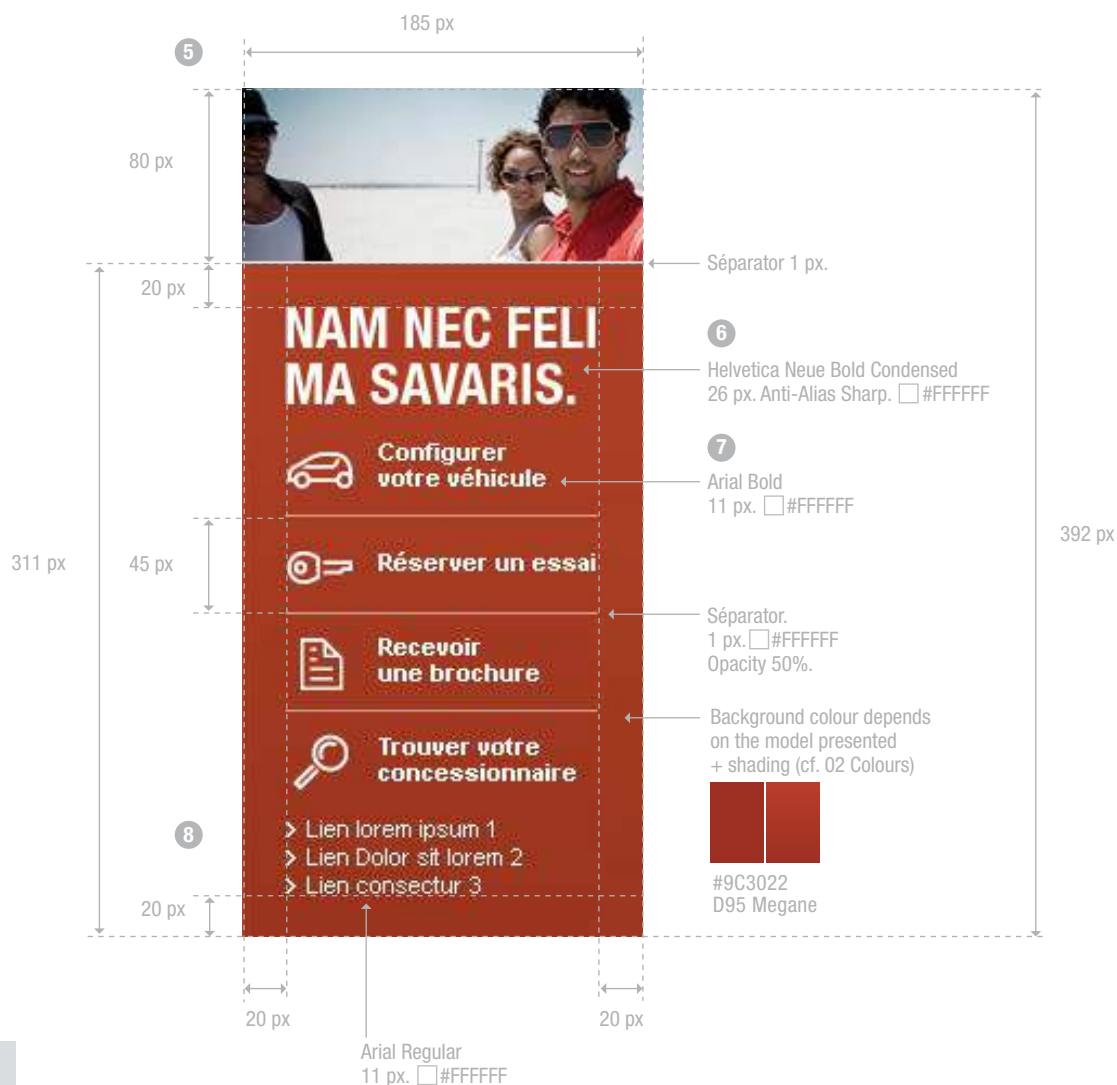
Typeface: Arial Bold 11 px #FFFFFF

The text is left-aligned.

8 LIENS ANNEXES

Typeface: Arial Regular 11 px #FFFFFF

The text is left-aligned.



The product inside page displays a general presentation of the vehicle and a series of links to more detailed information about the vehicle.

DOWNLOAD

 Download the PSD template

LAYOUT

1 BREADCRUMB TRAIL

965 px / 22 px

2 SECONDARY NAVIGATION L2

(cf. 03 Secondary navigation)

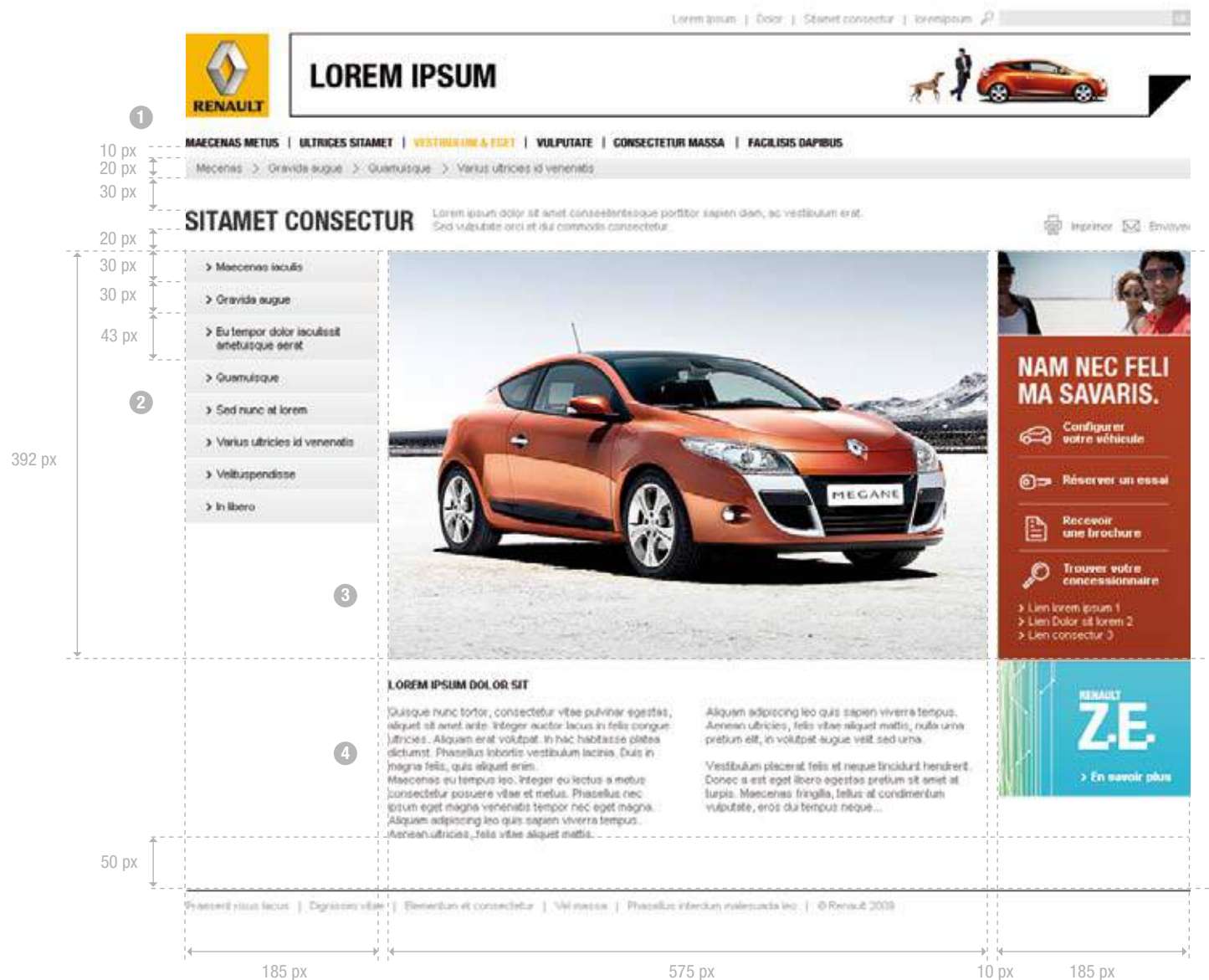
3 PRESENTATION VISUAL

575 px / 392 px

4 PRESENTATION TEXT

5 COMMERCIAL LINKS ZONE

6 THUMBNAILS ZONE

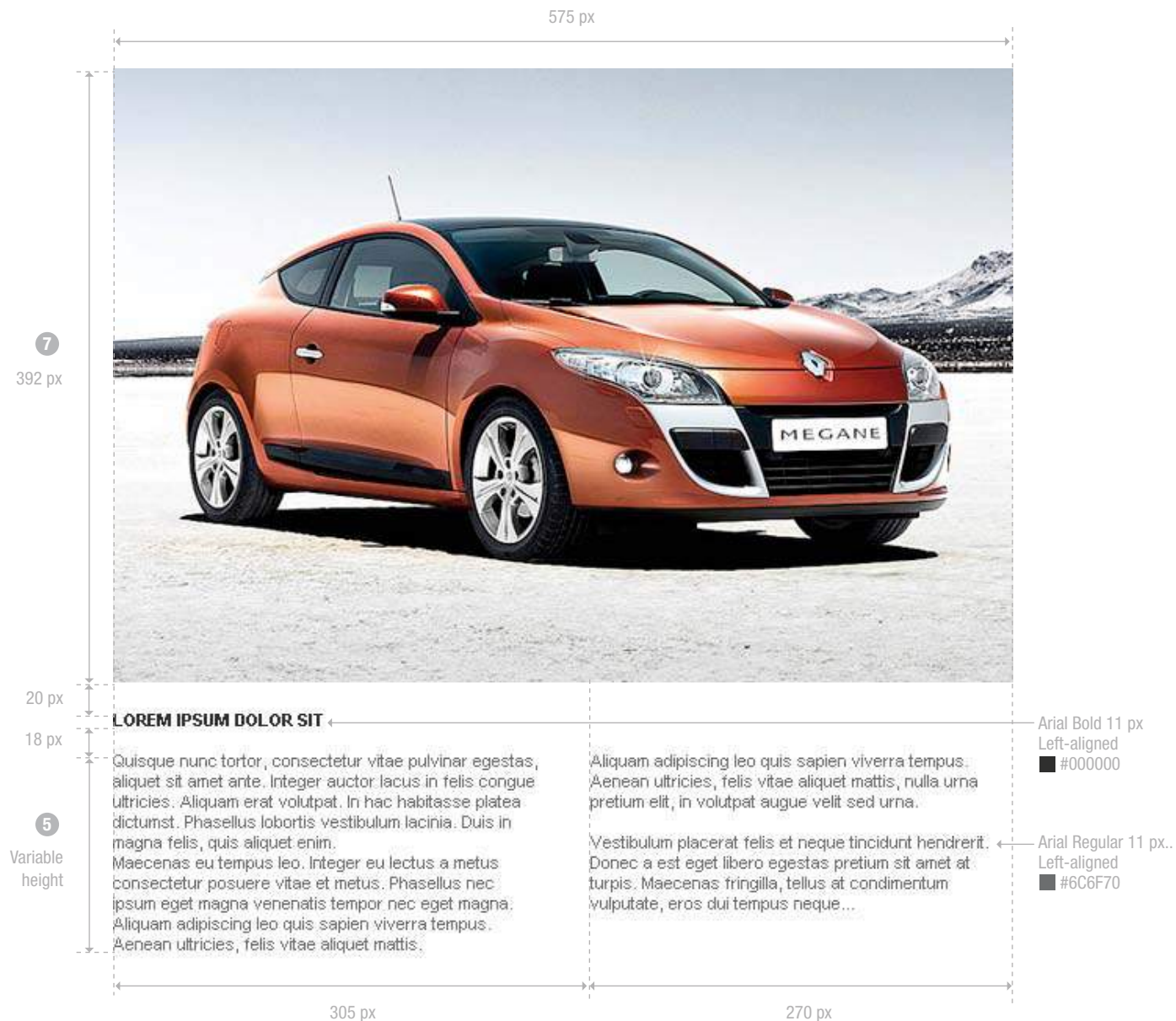


7 PRESENTATION VISUAL

575 px / 392 px.

8 PRESENTATION TEXT

To make the text more pleasant to read, it is printed in two columns. The 2 columns are left-aligned.



The product general presentation page displays the vehicle USPs, presented in several categories. The details of each are displayed in a window superimposed on the visual.

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LAYOUT

1 NAVIGATION 2 MENU

The rollover and selected state adopts the colour of the vehicle elected (cf. 02 Colour range and 03 Secondary navigation).

2 PRESENTATION VISUAL

The visual has several interactive buttons (cf. 05 Action buttons).

3 SELECTION TABS

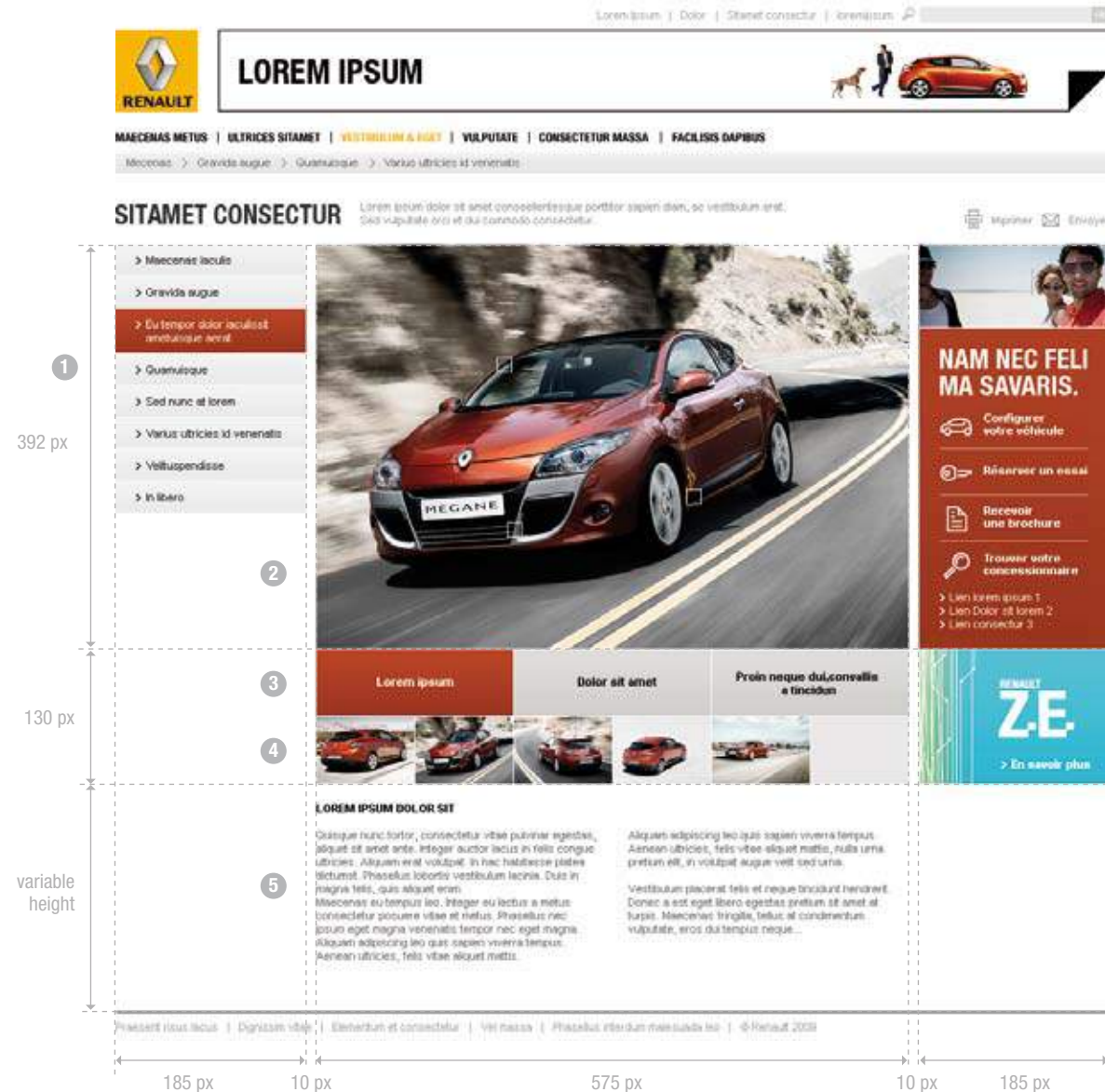
(cf. 05 Action buttons). The rollover and selected state adopts the colour of the vehicle selected.

4 THUMBNAILS VIEWS

(cf. 05 Media gallery). Optional. These thumbnails correspond to the tab selected if there are several associated views.

5 PRESENTATION TEXT

Varies depending on the navigation choices made in the sub-section selection tabs.



COUNTRY SITES

Product general presentation page with USP zoom display

10 INFORMATION WINDOW

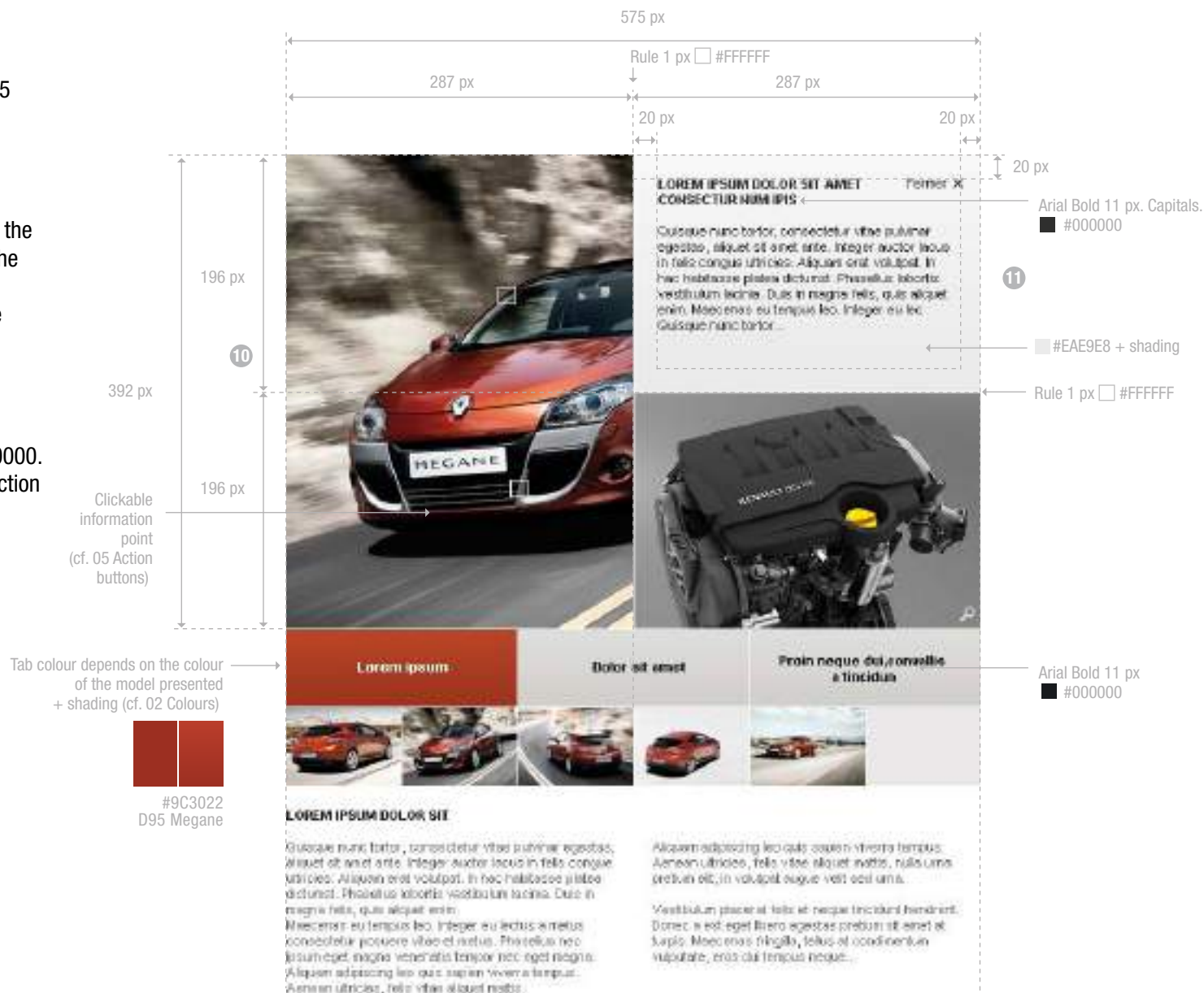
When clicking on an interactive button (cf. 05 Action buttons) in the visual, an information window opens on the part of the vehicle selected, superimposed on the presentation visual.

The window opens on the right hand side of the visual if the interactive button is located in the left hand section, and vice versa. The visual displayed in the information window may be enlarged (cf. 05 Pop-in media gallery).

11 DETAILED INFORMATION ZONE

287 px / 392 px.

Typeface: Arial Bold and Regular 11 px #000000.
The text is always displayed in the upper section and the visual in the lower section.



The product finish level page displays a media gallery and associated text for each of the vehicle's specifics.

DOWNLOAD



Download the PSD template

LAYOUT

1 PRESENTATION VISUAL

2 SELECTION TABS

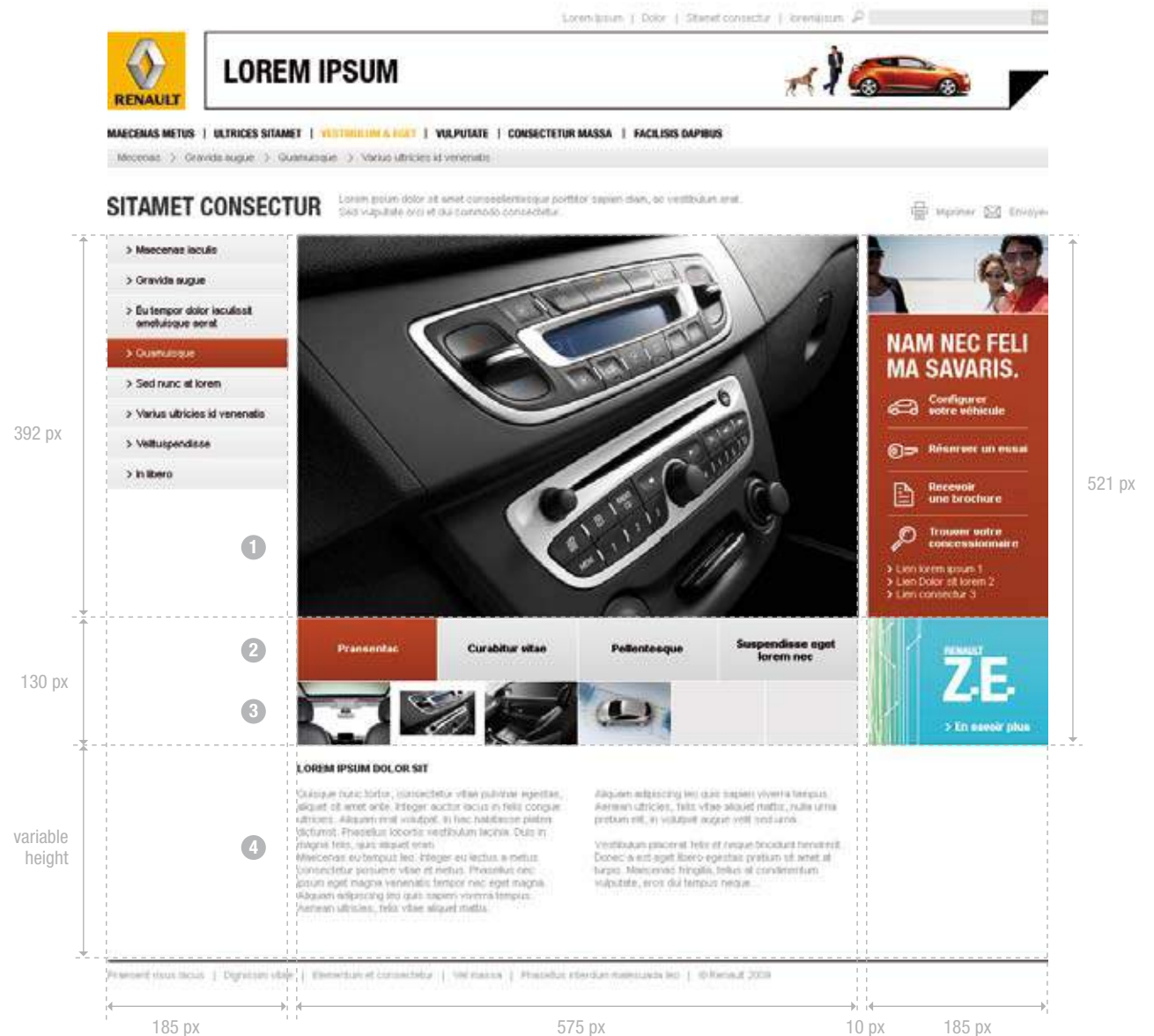
(cf. 05 Action buttons). The rollover and selected state adopts the colour of the vehicle selected.

3 THUMBNAIL VIEWS

(cf. 05 Media gallery)

4 PRESENTATION TEXT

Varies depending on the navigation choices made in the sub-section selection tabs.



5 VISUAL

575 px / 392 px

6 SELECTION TABS

(cf. 05 Action buttons). The rollover and selected state adopts the colour of the model presented.

7 THUMBNAIL VIEWS

(cf. 05 Media gallery).

8 PRESENTATION TEXT



COUNTRY SITES

Limited series product page / Technology close-up page

The limited series product page displays the options and accessories available for this vehicle.

DOWNLOAD

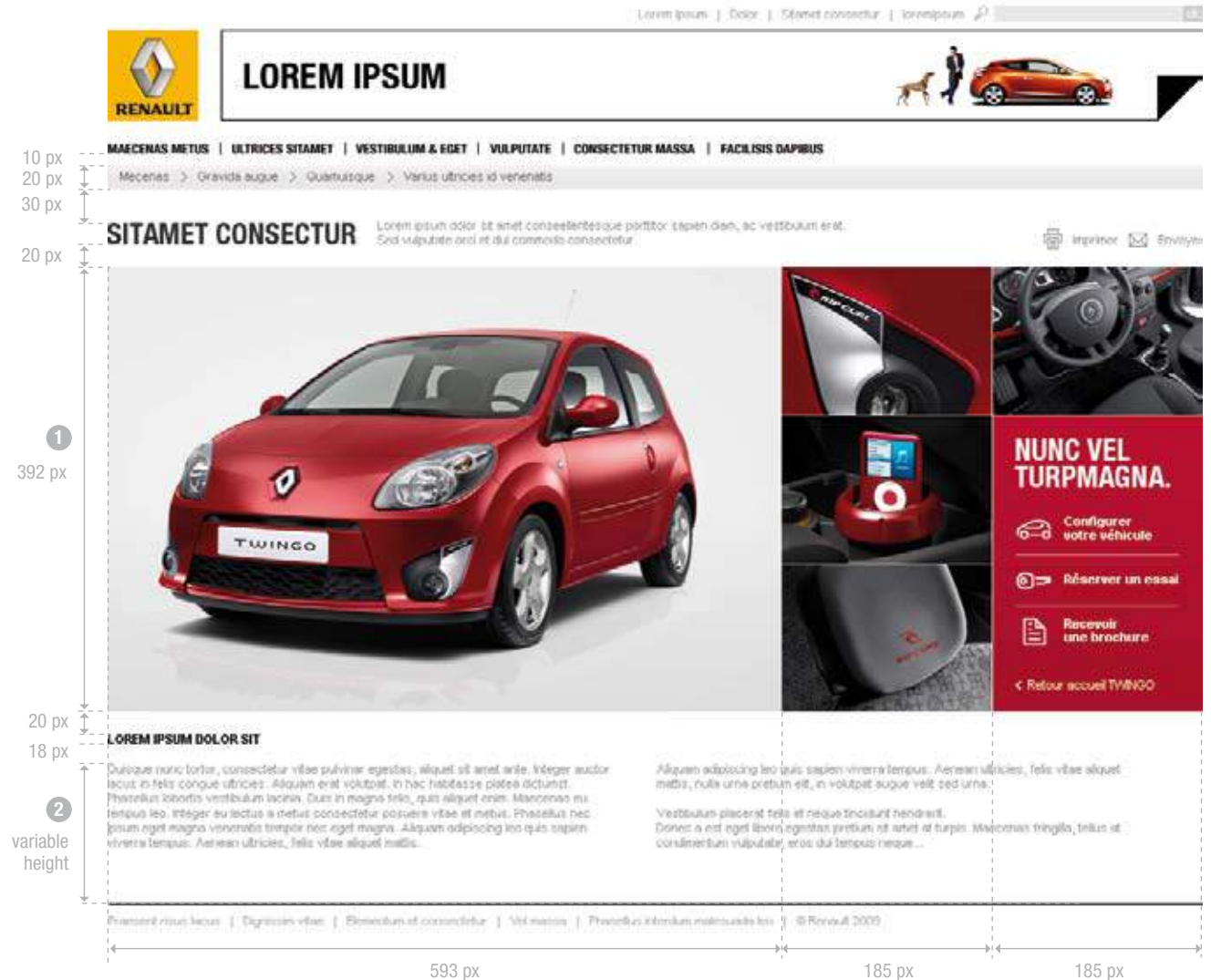


Download the PSD template

LAYOUT

1 CONTENT, VISUAL AND NAVIGATION ZONE

2 PRESENTATION TEXT



COUNTRY SITES

Limited series product page / Technology close-up page

3 THUMBNAIL VIEWS

Present the specifics of the limited series. They are clickable, and the close-up image displays in the left hand section of the zone. The presentation text 2 associated with this link is displayed in the text zone. Each thumbnail can include a pictogram indicating the nature of the media presented (Video, 360°, etc. Cf. 05 Media gallery)

4 ENLARGED VISUAL DISPLAY ZONE

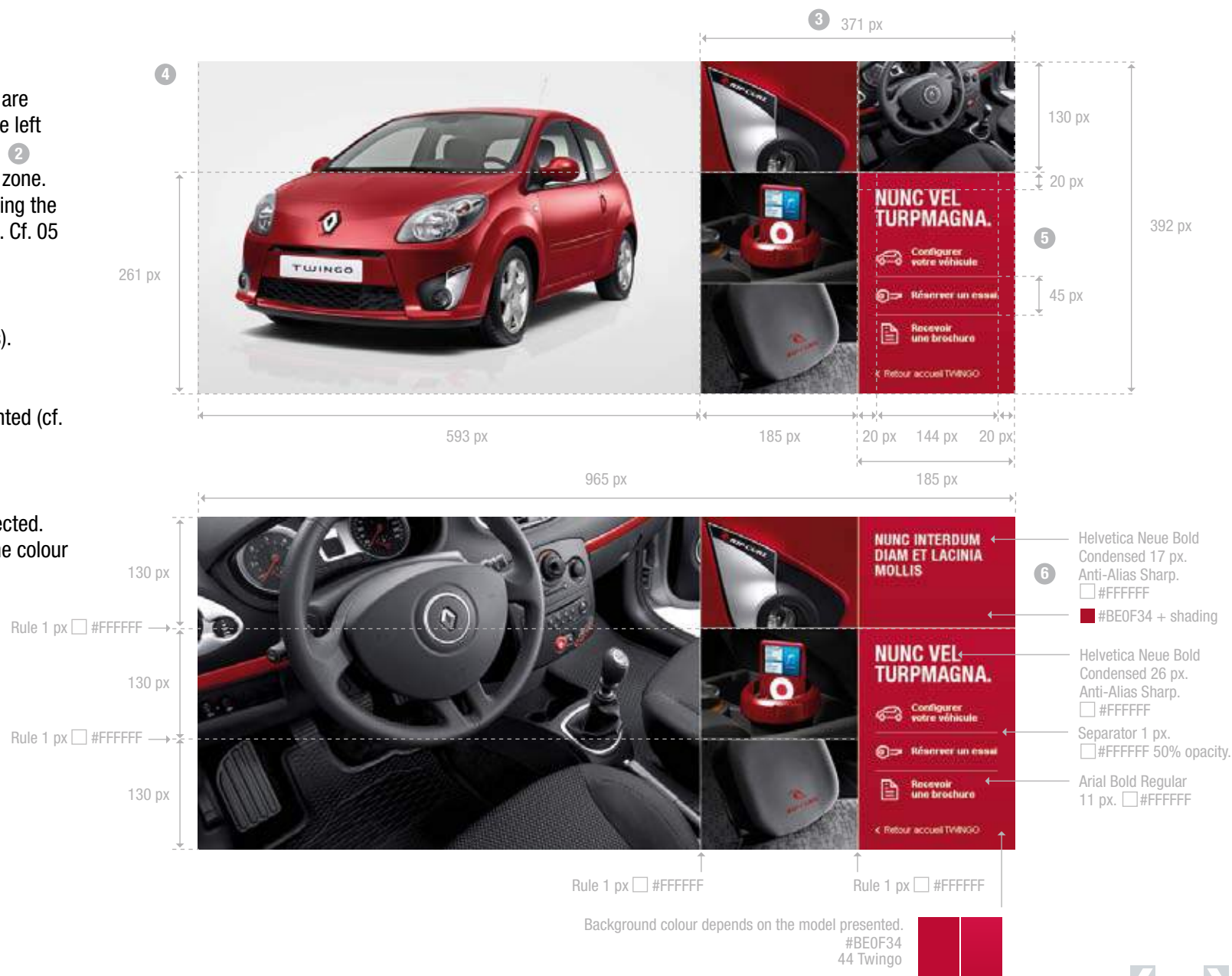
The zone can host a video (cf. 05 Video controls).

COMMERCIAL LINKS ZONE

5 is zone adopts the colour of the model presented (cf. 02 Colours).

THUMBNAIL IN ROLLOVER STATE

6 displays the description text for the detail selected. The text is left-aligned. This zone also adopts the colour of the model presented.



07

COMMERCIAL SITES

COUNTRY SITES

Event page

The event page displays a space for specific communication that does not use the predefined templates. Its creation does, however, use all the Renault web visual standards.

DOWNLOAD

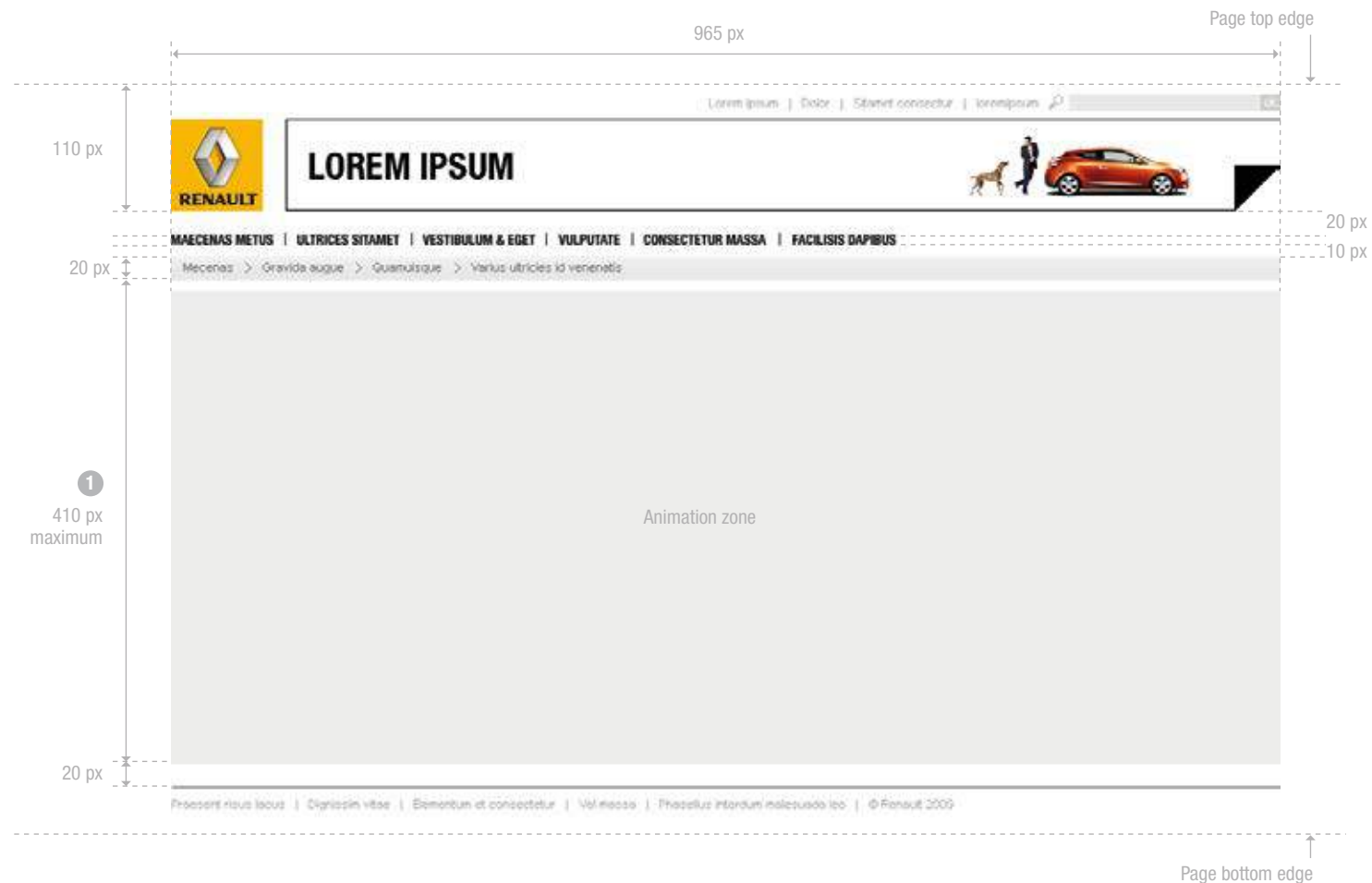
 Download the PSD template

LAYOUT

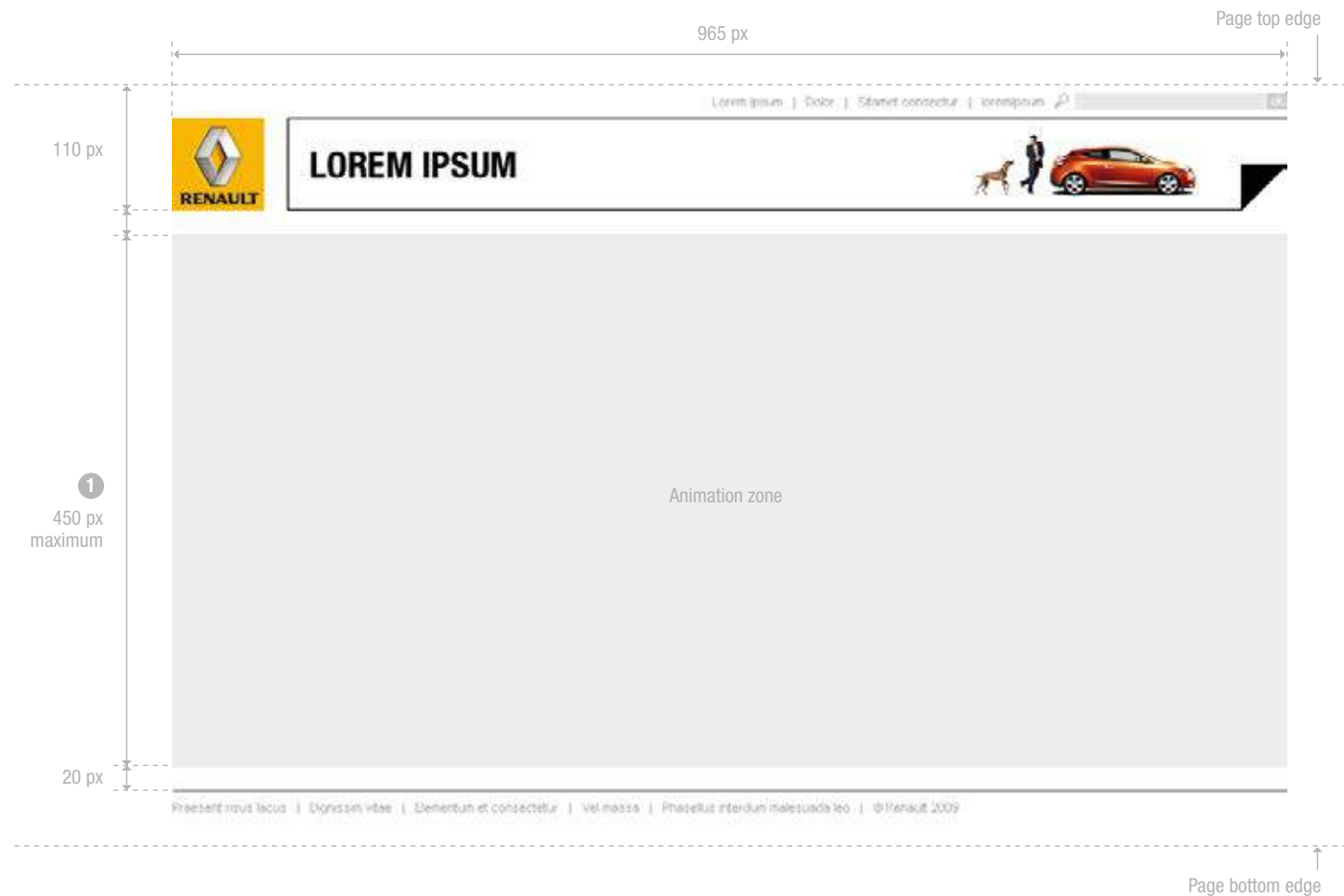
1 MAIN ANIMATION ZONE

This zone may contain visuals, animation or a video. Its structure complies with the main grid structure (cf. 03 Content zone). The fundamentals (cf. 02 Renault Fundamentals), the visual components (cf. 04 Visual Components) and the interface components (cf. 05 Interface Components) are used when creating this page.

The breadcrumb trail is not mandatory.



① In the event of an external event page, the page structure is different.



EXAMPLES OF EVENT PAGES

- 3 RENAULT WIND
- 4 NEW MÉGANE COUPÉ CABRIOLET
- 5 RENAULT ECO2



COUNTRY SITES

Service & After-sales page

The Service and After-sales page displays various entry options depending on customers' needs. Navigation uses the secondary navigation menu or direct access via the central visual.

DOWNLOAD

 Download the PSD template

LAYOUT

1 PRESENTATION VISUAL

This is the starting point for image navigation. It displays the secondary navigation links.

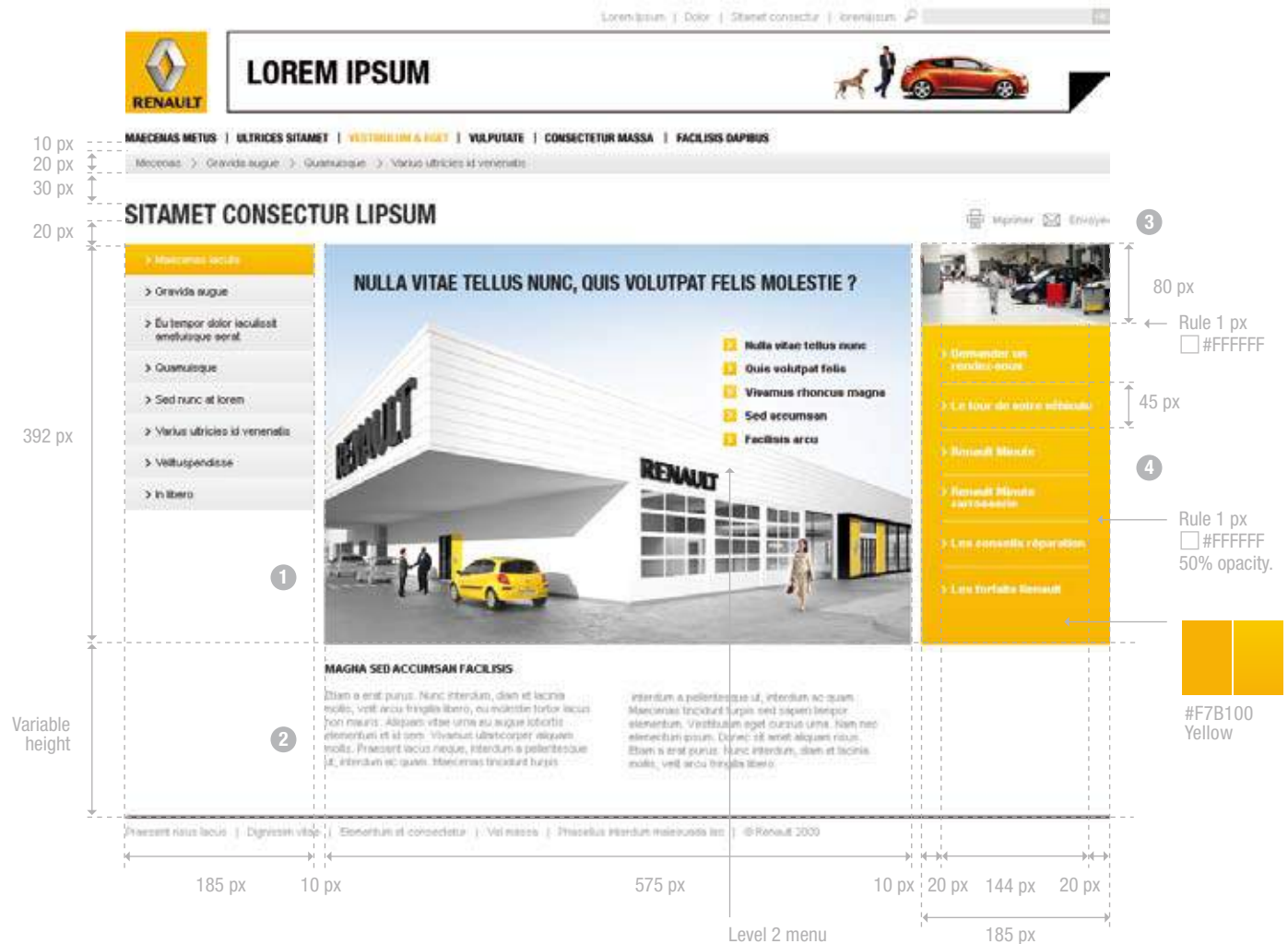
2 PRESENTATION TEXT

3 HUMAN VISUAL

Its presence is mandatory (cf. 04 People iconography).

4 CONTEXTUAL LINKS ZONE

This provides quick access to the content most frequently visited by users. Its background colour is yellow #F7B100.



INTRODUCTION SCREEN:

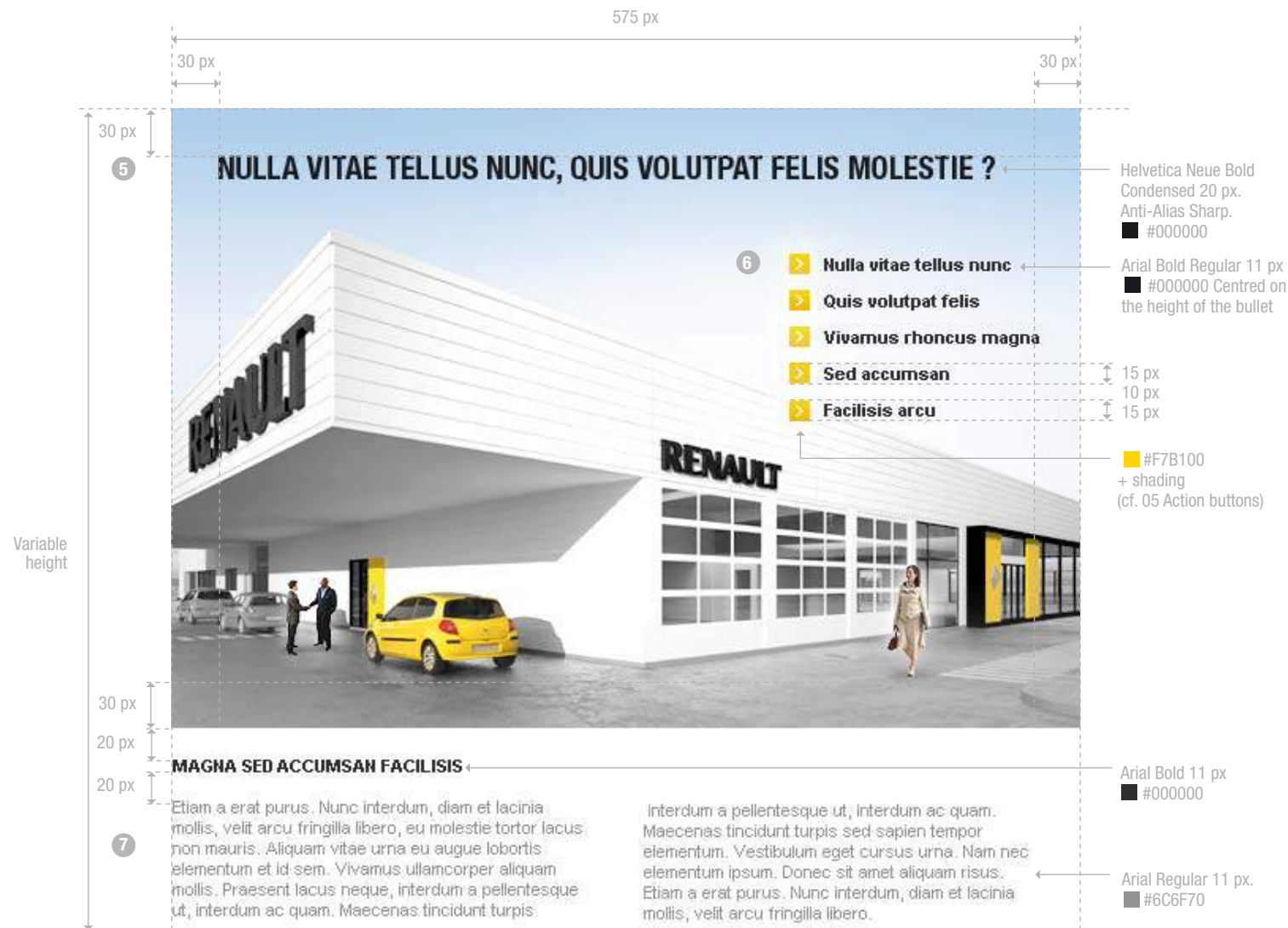
5 VISUAL TITLE / NAME OF NAVIGATION STEP

6 NAVIGATION MENU

Provides access to level 3 navigation. Its display complies with the rule for interactive buttons in a module and the text link (cf. 05 Action buttons).

7 PRESENTATION TEXT

Varies depending on the navigation choices made in the navigation menu.



COUNTRY SITES

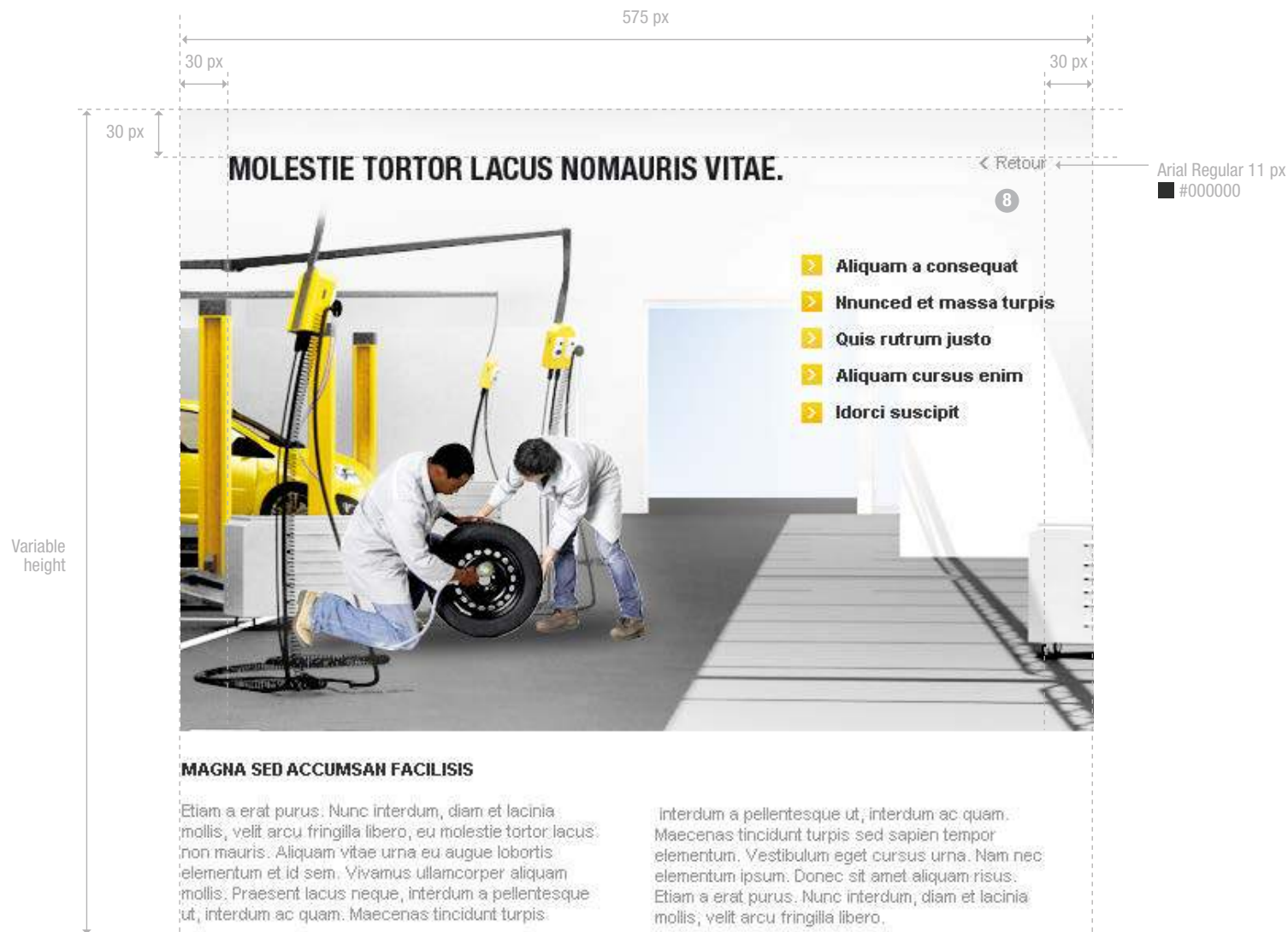
Service & After-sales page

LEVEL 2 SCREEN:

8 BACK BUTTON

Used to return to the introduction step.

Typeface: Arial Regular 11 px #6C6f70



COUNTRY SITES

Redirection page with secondary navigation

The redirection page presents an overview of the next level content.

DOWNLOAD



Download the PSD template

LAYOUT

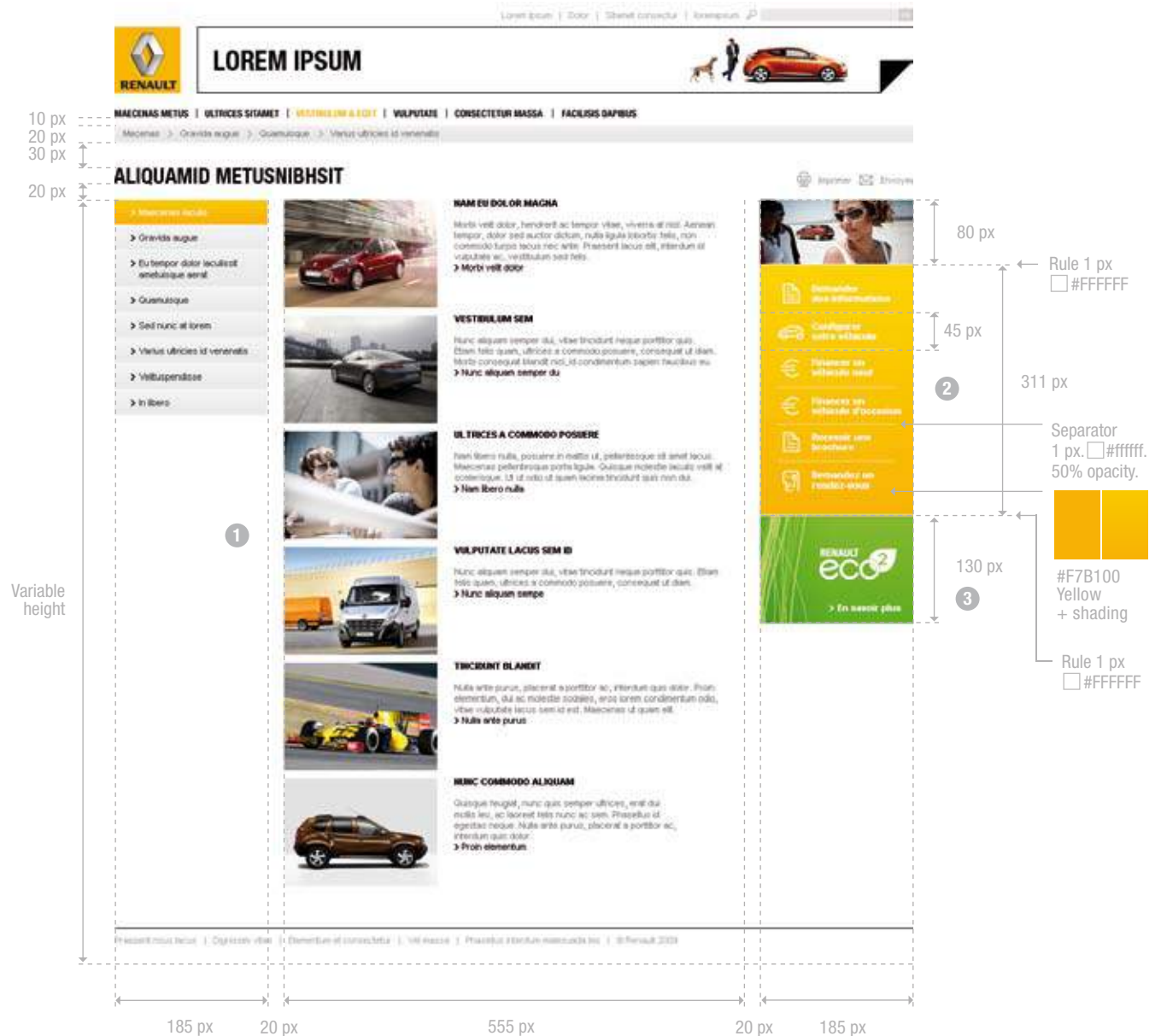
1 CONTENT ZONE

Displays all the available sub-sections. They are presented using a visual and an accompanying text.

2 COMMERCIAL LINKS ZONE

By default, the Renault yellow #F7B100 is used for the content pages.

3 THUMBNAILS ZONE



COUNTRY SITES

Redirection page with illustration

Redirection page with presentation visual. An accompanying visual is opened alongside the secondary navigation menu.

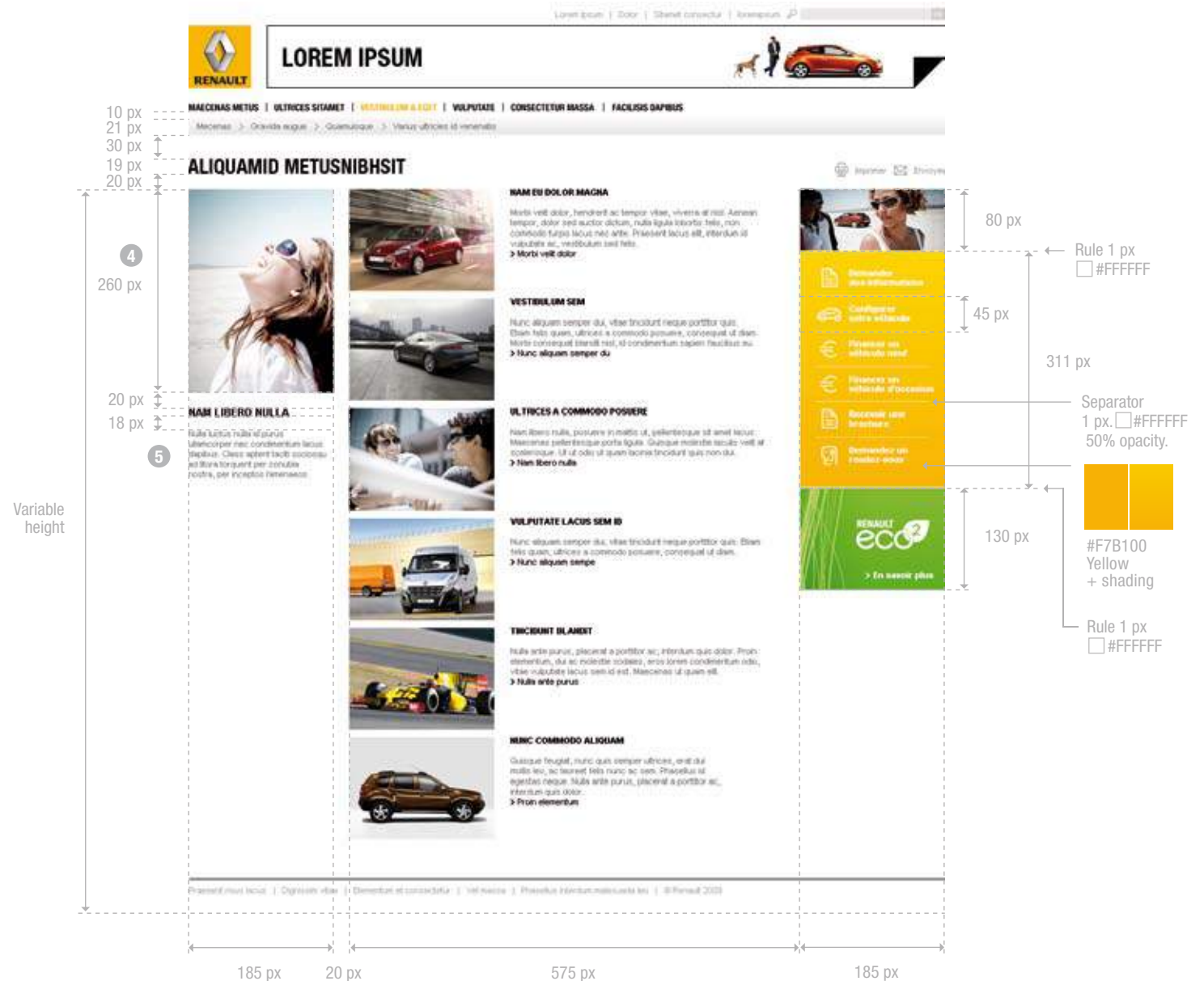
4 ACCOMPANYING VISUAL

185 px / 260 px

5 ACCOMPANYING TEXT

Heading: Arial Bold 11 px #000000

Text: Arial Regular 11 px #6C6F70



Each content module is comprised of a visual and accompanying text.

6 VISUAL
185 px / 130 px

7 TEXT
Typeface: Arial Regular and Bold 11 px.
#000000

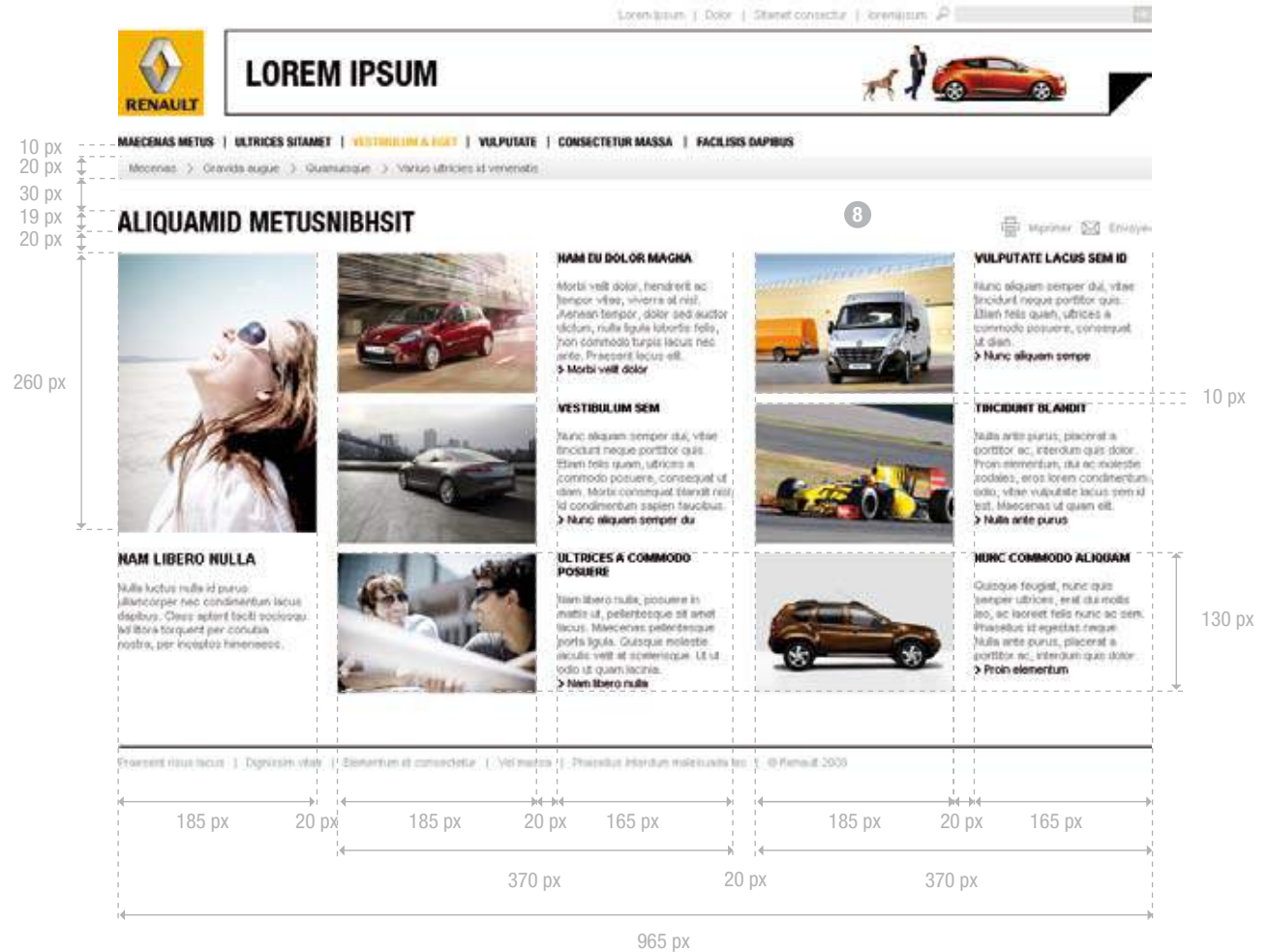


COUNTRY SITES

Redirection page with 2 columns

Redirection page with two columns. A second content column is inserted in the commercial links zone.

8 SECOND CONTENT COLUMN



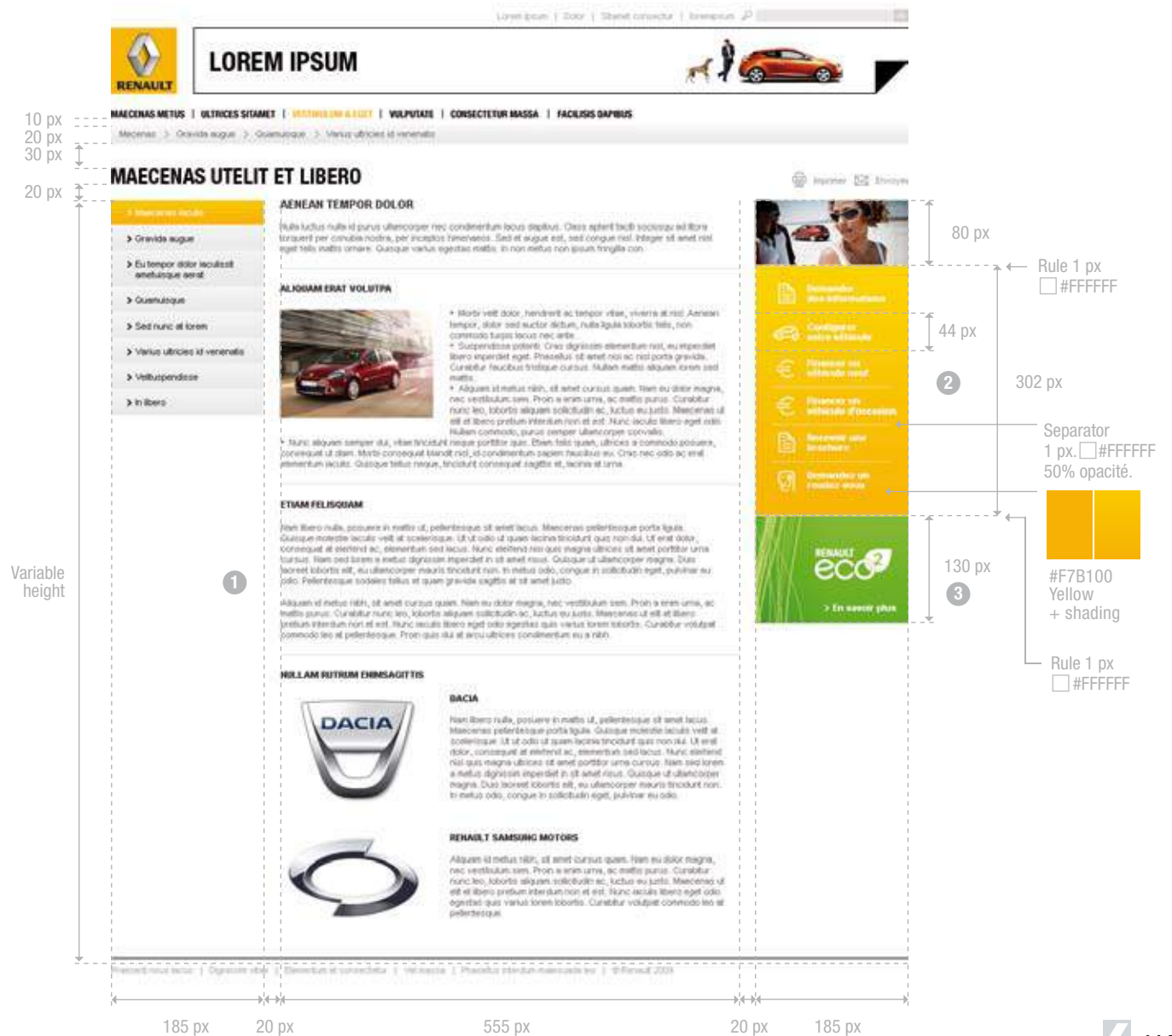
The content page includes various components, such as text, visuals or any other media. Its layout is simple and open. Its construction is based on the content displayed, depending on the presentation requirements. There is no “one-size-fits-all” model.

DOWNLOAD

 Download the PSD template

THUMBNAILS ZONE

- 1 CONTENT ZONE
- 2 COMMERCIAL LINKS ZONE
- 3 THUMBNAILS ZONE



COUNTRY SITES

Redirection page with secondary navigation

4 PARAGRAPH WITH ILLUSTRATION VISUAL

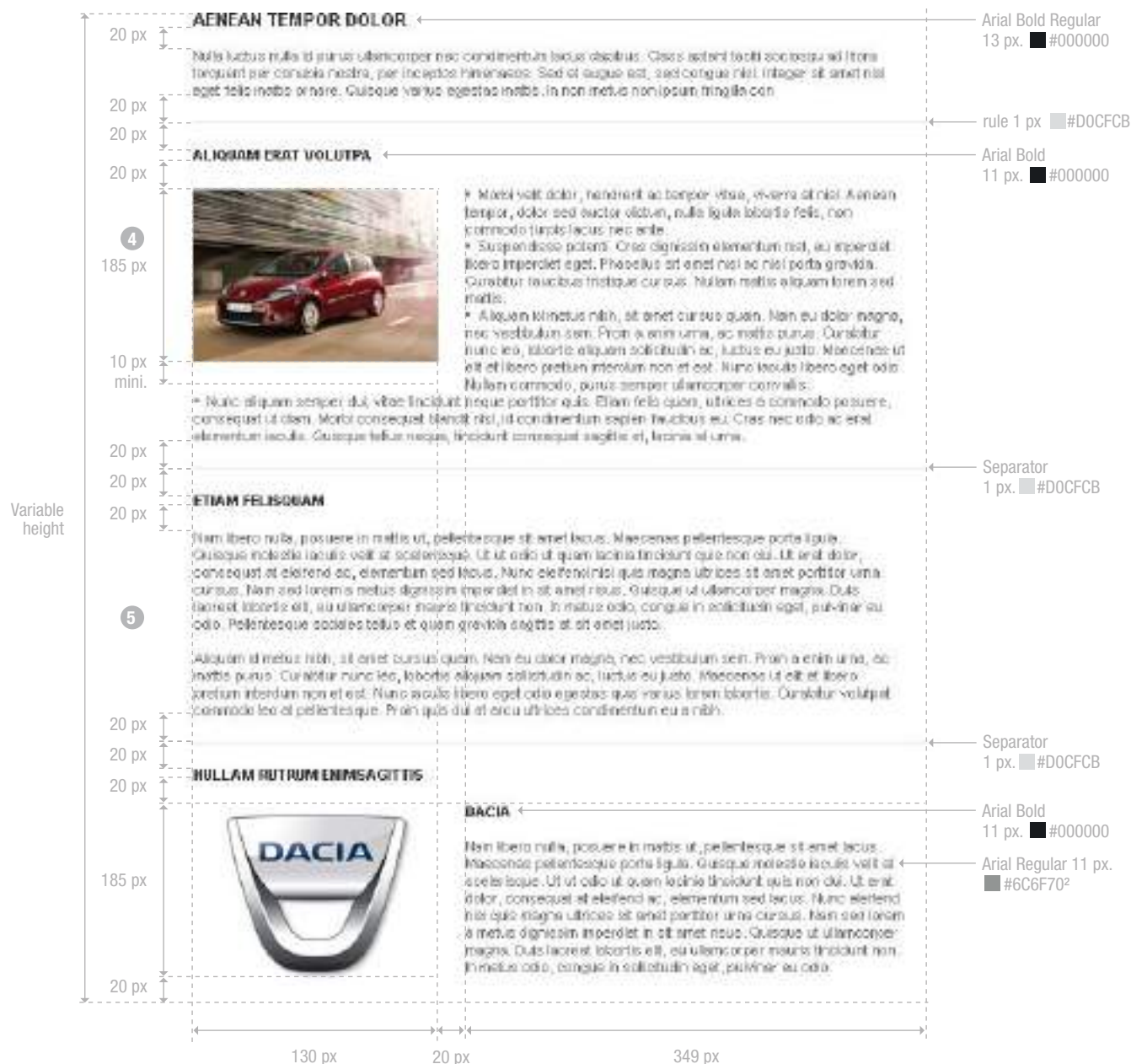
Heading: Arial Bold 11 px #000000

Bodytext: Arial Regular 11 px #6C6F70

5 STANDARD PARAGRAPH

Heading: Arial Bold 11 px #000000

Bodytext: Arial Regular 11 px #6C6F70



08

BANNERS & MAILINGS

IAB banners
Newsletters



IAB BANNERS

introduction

IAB banners are the current standards for online advertising. It is essential to use the formats supplied for every piece of creative work for online campaigns. The following pages set out the construction rules and how these formats behave.

DOWNLOAD



Download all the PSD templates

The IAB standards:

1 728 PX / 90 PX
Recommended weight 50 ko.

2 1000 PX / 90 PX
Recommended weight 50 ko.

3 300 PX / 250 PX
Recommended weight 50 ko.

4 120 PX / 600 PX
Recommended weight 50 ko.

5 160 PX / 600 PX
Recommended weight 50 ko.

6 INTERSTITIAL ADVERTISING (FREE FORMAT)
Variable dimensions from 400px / 400px to 900px / 500px. Recommended weight 100ko.
Duration maximum 12 seconds.

1



2



3



4



5



6



IAB BANNERS

728 X 90 PIXEL BANNERS

DOWNLOAD



Download the PSD template

LAYOUT

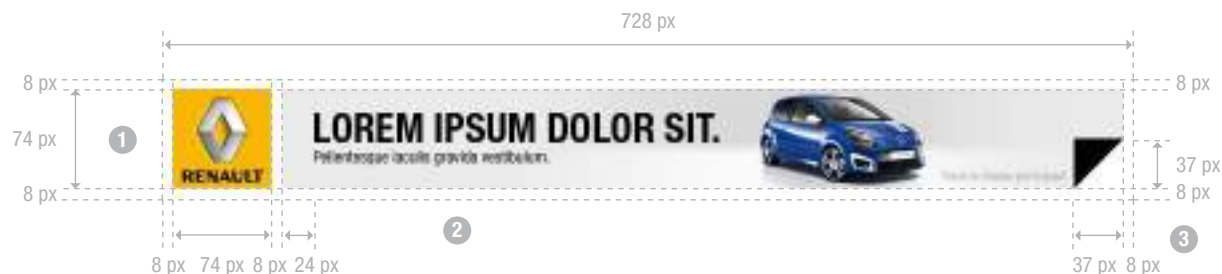
The banner has 3 non-variable component parts:

- 1 LOGOTYPE
- 2 WHITE SPACE
- 3 TAB

Its content is free and is defined by the campaign and message. The fundamentals (cf. 02) are nonetheless used as the preferred creative basis.

4 The banner can roll out. The content zone expands to make room for the message. The logotype remains in a fixed position, while the tab descends to the bottom of the rollout zone.

5 One version is available for the use of a visual on a white background. In this case the rule (cf. 02 Rule & Tab) is displayed to retain the visual identity and recreate the shape of the white space. The dimensions are the same as for solid colour version.



IAB BANNERS

1000 X 90 PIXEL BANNERS

DOWNLOAD



Download the PSD template

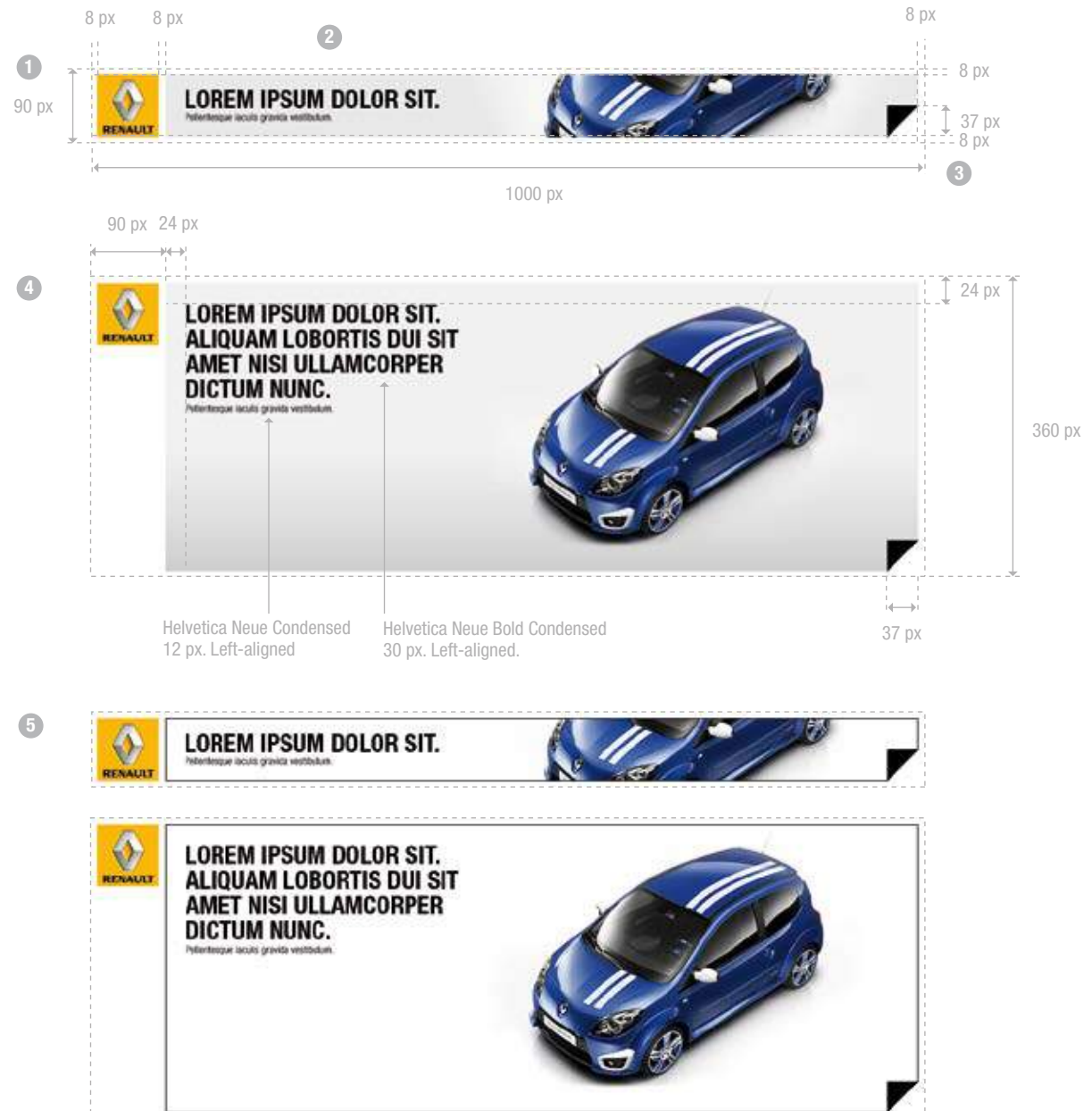
LAYOUT

The banner has 3 non-variable component parts:

- 1 LOGOTYPE
- 2 WHITE SPACE
- 3 TAB

Its content is free and is defined by the campaign and message. The fundamentals (cf. 02) are nonetheless used as the preferred creative basis.

- 4 The banner can roll out. The content zone expands to make room for the message. The logotype remains in a fixed position, while the tab descends to the bottom of the rollout zone.
- 5 One version is available for the use of a visual on a white background. In this case the rule (cf. 02 Rule & Tab) is displayed to retain the visual identity and recreate the shape of the white space. The dimensions are the same as for solid colour version.



IAB BANNERS

300 X 250 PIXEL BANNERS

DOWNLOAD



Download the PSD template

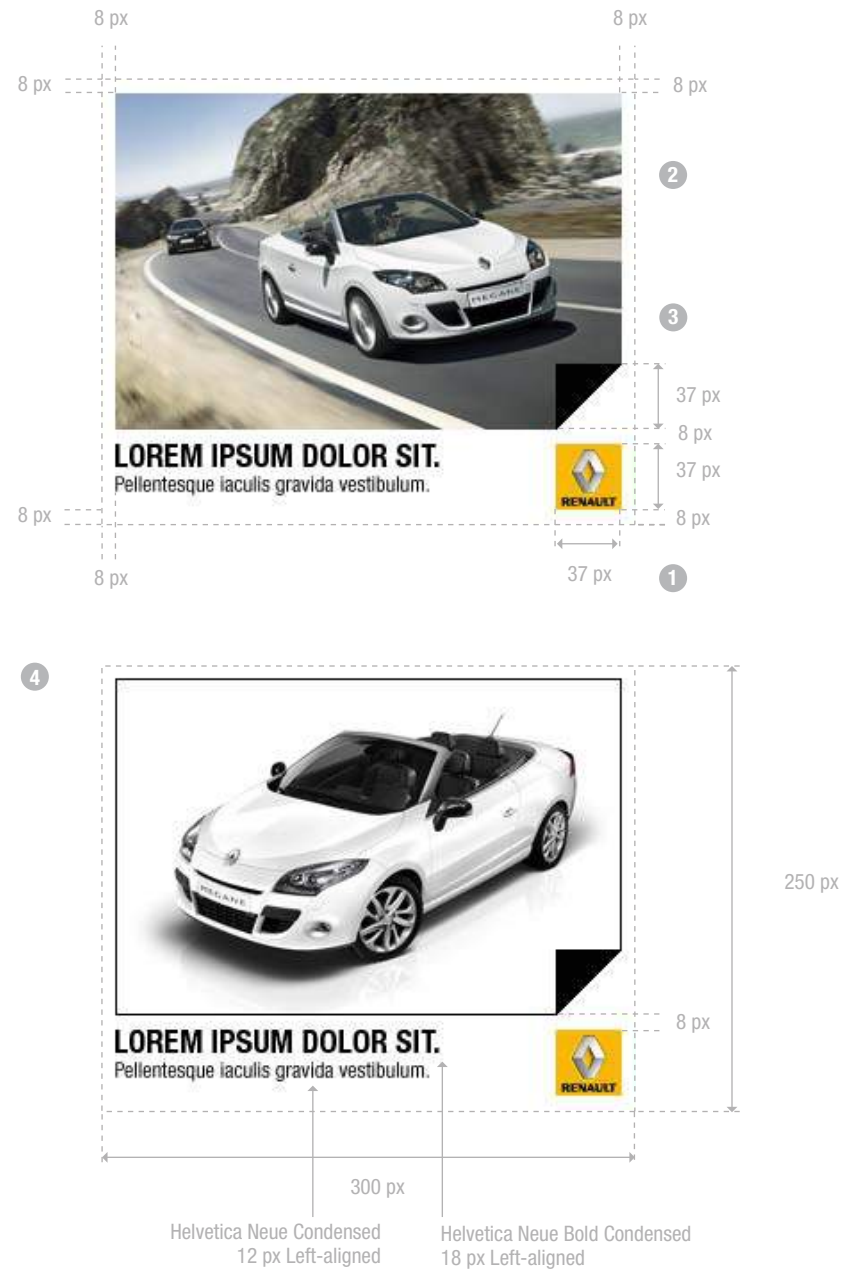
LAYOUT

The banner has 3 non-variable component parts:

- 1 LOGOTYPE
- 2 WHITE SPACE
- 3 TAB

Its content is free and is defined by the campaign and message. The fundamentals (cf. 02) are nonetheless used as the preferred creative basis.

4 One version is available for the use of a visual on a white background. In this case the rule (cf. 02 Rule & Tab) is displayed to retain the visual identity and recreate the shape of the white space. The dimensions are the same as for solid colour version.



IAB BANNERS

160 X 600 PIXEL & 120 X 600 PIXEL BANNERS

DOWNLOAD



[Download the PSD template](#)

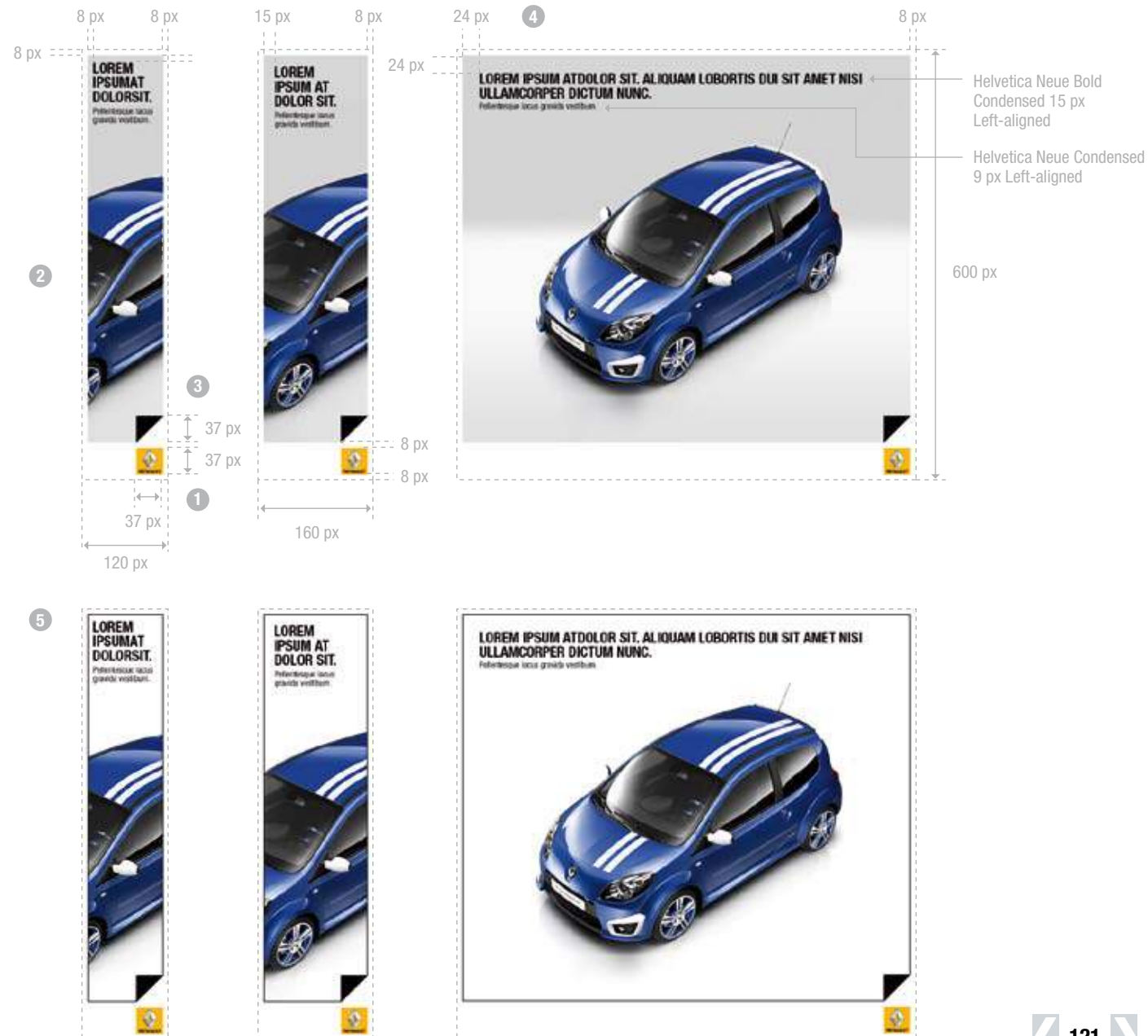
LAYOUT

The banner has 3 non-variable component parts:

- 1 LOGOTYPE
- 2 WHITE SPACE
- 3 TAB

Its content is free and is defined by the campaign and message. The fundamentals (cf. 02) are nonetheless used as the preferred creative basis.

- 4 The banner can roll out. The content zone expands to make room for the message.
- 5 One version is available for the use of a visual on a white background. In this case the rule (cf. 02 Rule & Tab) is displayed to retain the visual identity and recreate the shape of the white space. The dimensions are the same as for solid colour version.



IAB BANNERS

INTERSTITIAL ADVERTISING

DOWNLOAD



Download the PSD template

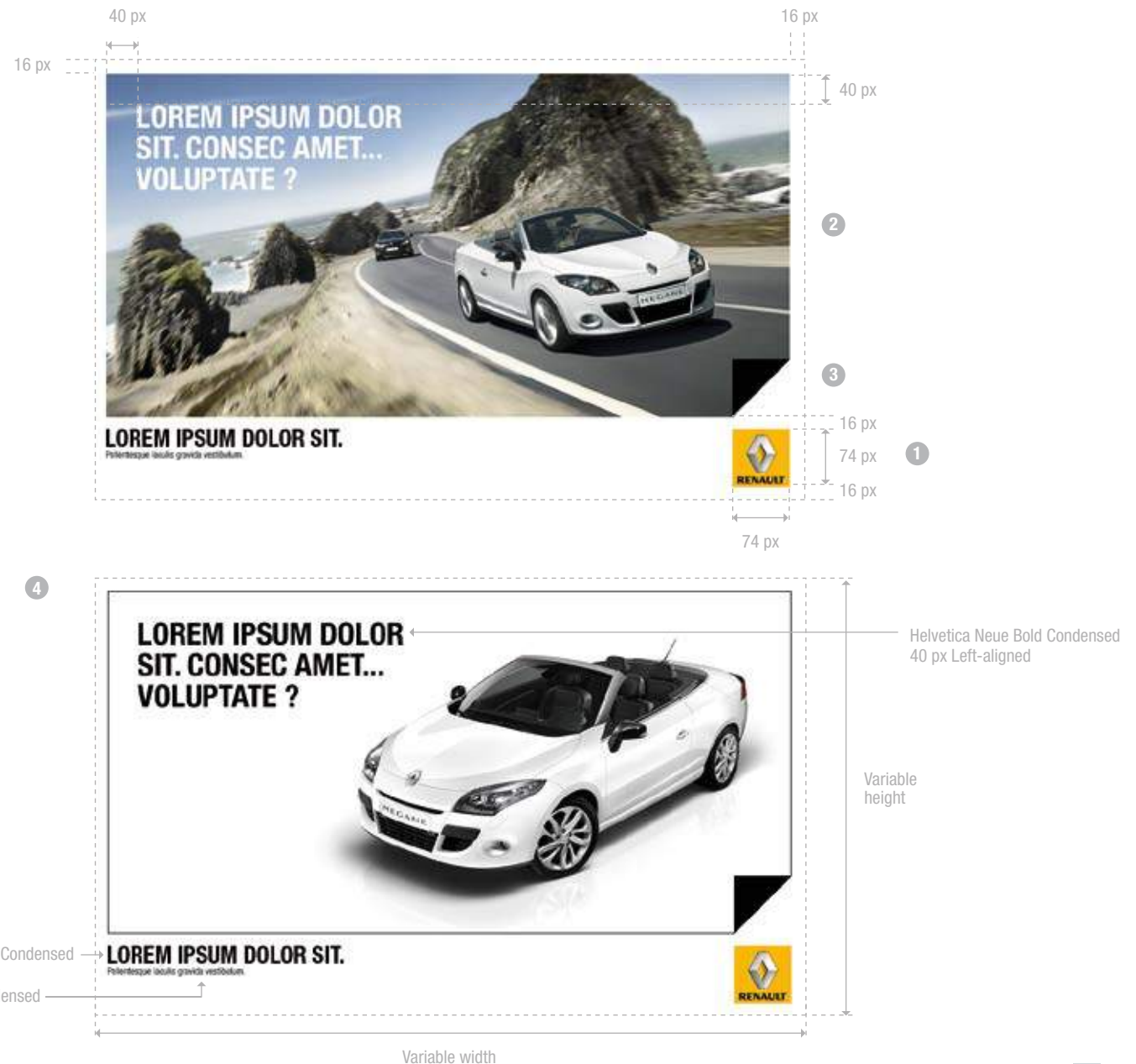
LAYOUT

The banner has 3 non-variable component parts:

- 1 LOGOTYPE
- 2 WHITE SPACE
- 3 TAB

Its content is free and is defined by the campaign and message. The fundamentals (cf. 02) are nonetheless used as the preferred creative basis. The banner dimensions are free, only the dimensions of the logotype, the white space and tab are fixed.

4 One version is available for the use of a visual on a white background. In this case the rule (cf. 02 Rule & Tab) is displayed to retain the visual identity and recreate the shape of the white space. The dimensions are the same as for solid colour version.



DOWNLOAD



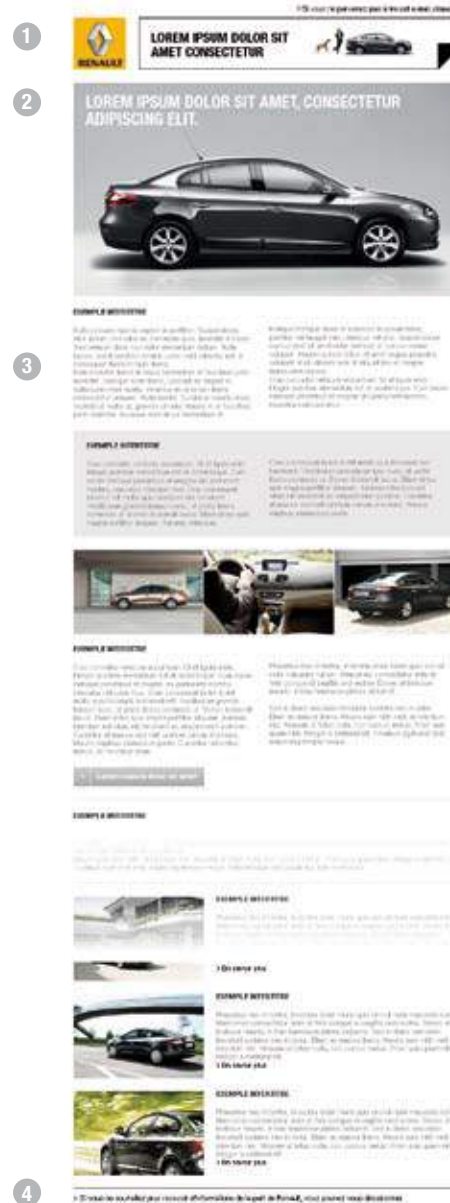
Download the PSD template

LAYOUT

The newsletter has 3 [there appear to be 4] non-variable components:

- 1 HEADER
- 2 INTRODUCTION VISUAL
- 3 PAGE
- 4 FOOTER

Its content is structured according to the messages included. The page content is optional; it is arranged in the order required and according to the available content.



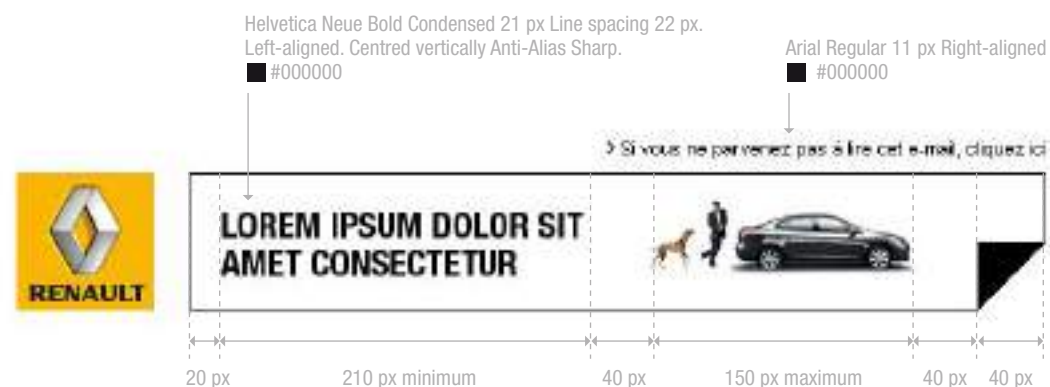
LAYOUT

① HEADER

The header includes the logotype, rule and tab, title and packshot and a link to alternative reading material. It uses the same construction rules as the standard banner (cf. 03 Header), but its dimensions are adapted to the newsletter format.

The packshot uses the same standard construction rules (cf. 02 Packshot).

The colour of each component is fixed. The central zone is always white. It may not be replaced by another colour, shading or a photo.



LAYOUT

1 INTRODUCTION VISUAL

This zone presents the newsletter's main message. It may include a visual selected from the Renault iconography (cf. 04 Iconography) or a specific creation. When using an image + text, a 20 px clearspace is applied to the visual.



Helvetica Neue Bold Condensed variable size
 Left-aligned. Anti-Alias Sharp.
 Colour from the Renault palette (cf. 02 Colours)

LAYOUT

Each of the page components can be used freely for the newsletter layout. The different appearance of each can be used to create movement in the page.

1 STANDARD PARAGRAPH

Heading: Arial Bold 11 px #000000

Bodytext: Arial Regular 11 px #6C6F70

2 PARAGRAPH ON SOLID GREY

Heading: Arial Bold 11 px #000000

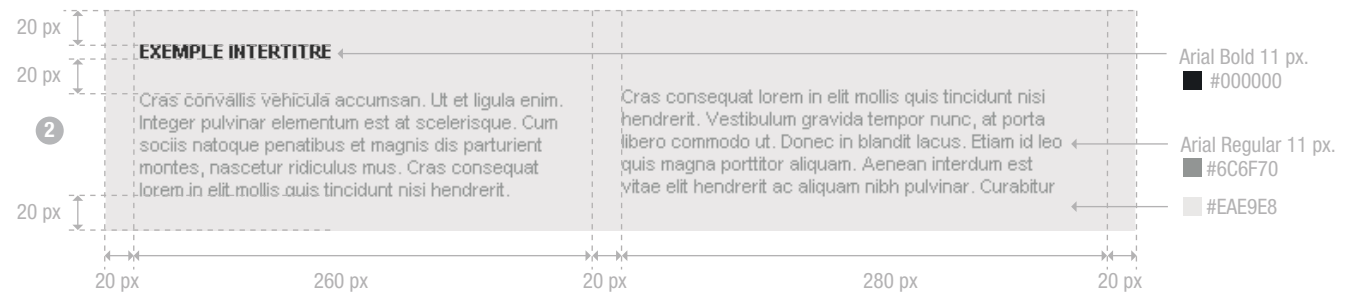
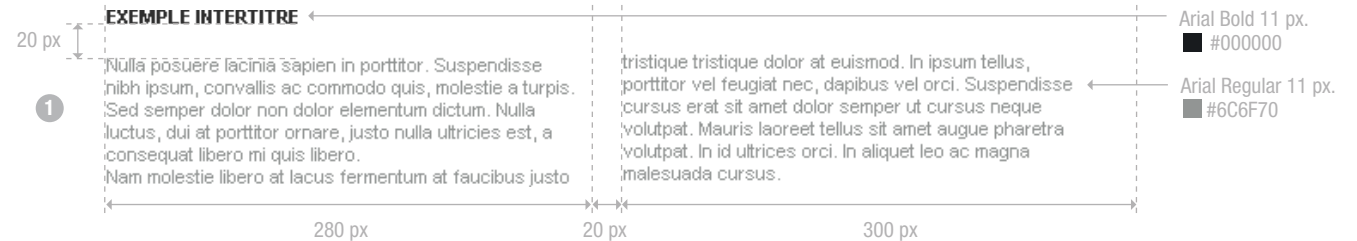
Bodytext: Arial Regular 11 px #6C6F70

Grey background #EAE9E8

3 PARAGRAPH WITH ILLUSTRATION VISUAL

Heading: Arial Bold 11 px #000000

Bodytext: Arial Regular 11 px #6C6F70



4 BANNERS & MAILINGS

199 px / 130 px for each visual.

5 During assembly, each page component is separated from its surrounding components by 20 pixels. A grey separator is used to structure the entire content.

6 FOOTER

Typeface: Arial Regular 11 px #000000



EXEMPLE INTERTITRE

5

Phasellus nec mi tortor, in laetitia dolor. Nunc quis orci ut nulla vulputate rutrum. Maecenas consectetur ante ut fells congue ut sagittis orci lacrima. Donec at tristique mauris, in hac habitasse platea dictumst. Sed in libero sed dolor tincidunt isodeles nec in dolor. Etiam ac massa libero. Mauris quis nibh velit, ut interdum nisl. Aliquam ut tellus nulla, non cursus metus. Proin quis quam nibh. Integer a eleifend elit. Vivamus eget erat eros, adipiscing tempor neque. Pellentesque non ipsum dui, non viverra leo.

20 px
20 px



EXEMPLE INTERTITRE

Phasellus nec mi tortor, in laetitia dolor. Nunc quis orci ut nulla vulputate rutrum. Maecenas consectetur ante ut fells congue ut sagittis orci lacrima. Donec at tristique mauris, in hac habitasse platea dictumst. Sed in libero sed dolor tincidunt isodeles nec in dolor. Etiam ac massa libero. Mauris quis nibh velit, ut interdum nisl. Aliquam ut tellus nulla, non cursus metus. Proin quis quam nibh. Integer a eleifend elit.

> En savoir plus

6

10 px
20 px

Arial Regular 11 px Left-aligned.
■ #000000

> Si vous ne souhaitez plus recevoir d'informations de la part de Renault, vous pouvez vous désabonner.

Separator 1 px.
■ #D0CFCB

Rule 1 px.
■ #000000

600 px

09

PRACTICAL INFORMATION

Where to find this information



WHERE TO FIND THIS INFORMATION

Find the web guidelines in the PDF file as well as in the Renault guidelines on the intracom intranet site (Renault visual identity Rubric)

Intracom site (site accessible to all employees of the Renault group).

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

To have access to the 'subject' guidelines and to get to know animation norms and correct content in line with main site types, contact Services:

- **The Digital Strategy Services** (Worldwide Marketing Management) are responsible for graphic standards and correct ergonomies on 'Renault countries' retail sites, concerning events pages, page themes and advertisement banners.
- **The Corporate Internet Service** (Communications Management) for getting to know the norms for animating the sites «renault.com» and «media.renault.com».
- **The internal media and communications support services** (Communications Management) for getting to know the graphic standards of the Renault intranet sites.



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