

renault signage

# **entrance signage**

technical requirements

edition v2 - february 2022

# 1

## technical requirements

## General technical requirements

### 1.1 PREAMBLE

Renault expects all those involved in the "Renault Store" programme to meet their obligations in terms of results as per the requirements of the Technical Specifications. The general rules and specificities set out below are to be considered as the minimum necessary that has to be done to achieve the expected result.

### 1.2 SAFETY OF PERSONS AND PROPERTY

The supplier shall be able to provide proof that it has analysed the risks related to the services it is to provide and that its personnel and any sub-contractors have undergone sufficient training. Strict compliance with legislation in terms of safety and protection of workers is required.

### 1.3 RESPECT FOR THE ENVIRONMENT

Materials and methods which make it possible to reduce harm to the environment shall be used wherever possible (recyclable materials, energy-saving technologies, toxicity of materials and products used, etc.).

The supplier shall be able to provide proof that it has the various administrative permits (operating permit, environmental permit) necessary to manufacture the various items of equipment and that it complies with the operating conditions required by the legislation in force or by the specific operating conditions in the countries concerned.

A global approach such as the ISO 14001 standard is recommended.

### 1.4 QUALITY

The supplier shall be able to provide proof that it works in accordance with ISO 9000 quality assurance standards, formal certification being particularly recommended in this regard. The signmaker shall attach a specific Quality Plan to its offer to assure Renault of its capacity to supply finished products and spare parts that are compliant with the contractual requirements, within the set time periods. It shall request its sub-contractors to do likewise.

The procedures applied must make it possible to:

- Be sure that the parts and products purchased, manufactured and supplied shall neither be used nor delivered before they have been checked and be recognized as compliant.
- Procedures shall be set out for identifying causes of non-compliance, which make it possible to provide sustainable solutions that can be applied more widely to resolve the non-compliance and prevent it reoccurring.

These operations shall be recorded in the appropriate documents and be approved by Renault prior to being applied more widely.

- Track changes in the quality of products and assembly and removal services using inspection and audit indicators (incidents, complaints, etc.).

This tracking shall result in preventive or corrective actions; they shall be approved by Renault before being applied.

### 1.5 COMPLIANCE OF MESSAGES AND COLOURS

Visuals must comply with the official images contained in this document.

All shades have a 40% satin finish unless specified otherwise. Particular attention should be paid to complying with the colour code.

Compliance with the tolerances for the L.a.b. is required.

## general technical requirements

### 2.1.1 STANDARDS

The reference base to be followed for design and manufacturing shall, at the very least, be that required by Eurocode standards.

The regulations relating to the dimensioning of structures in force in each of the countries concerned shall be complied with taking climatic conditions into account.

The following obligations in terms of results must be met:

- Supported under their own weight, the equipment must appear perfectly horizontal and vertical.
- The parallel alignment of separate elements must be observed.
- Under normal wind conditions (Cf. NV65 and NF EN1991-1-4 (Eurocode 1)), the permissible bend between the fastening and the point most distant from the fastening (dimension "d") shall not exceed  $d/100$ .

### 2.1.2 CLIMATIC CONDITIONS

Wind loads to be considered for the design of structures shall be taken from the Eurocode 1 rules (EN 1991-1-3): zones 4 (28 m/s), roughness IIIb, force coefficient equal to 1.80. Any structure situated in an unfavorable geographical area with regard to this load case shall be subject to a special design basis in order to meet the applicable standards.

### 2.1.3 DESIGN RULES

#### 2.1.3.1 ALUMINIUM STRUCTURES

Design rules for aluminum structures - most recent edition of DTU rules (currently, July 1976).

Applicable standard for the execution of structures: NF EN 1090-2 and Eurocode 9.

#### 2.1.3.2 STEEL STRUCTURES

Design rules for steel structures CM 66 » - most recent edition.

Applicable standard for the execution of structures: EN 1093 and Eurocode 3.

#### 2.1.3.3 CONCRETE BLOCKS

Concrete blocks shall be of "weight" type with minimum reinforcement.

The concrete to be used shall have an ordinary Portland cement (OPC) content of 400 kg/m<sup>3</sup> (s'28=300 bars - s28=25 bars).

#### 2.1.3.4 DESIGN CALCULATIONS FOR PLASTIC ELEMENTS

Adapt the CM 66 rules using a safety coefficient of 2 for the stresses.

### 2.1.4 MATERIALS

#### 2.1.4.1 GENERAL REMARKS

The materials used shall all be first-choice materials suitable for their envisaged use and they shall be used in accordance with the rules of best industry practice for the profession and in compliance with the standards and regulations in force in France and in the Countries in which they are intended to be used.

The materials used shall not have any defect that is likely to compromise the durability of the structures. The equipment shall be easy to clean, maintain and service.

The materials shall be capable of withstanding harsh climatic conditions such as rain, snow, hail, condensation, dust and salt spray.

Operation must be guaranteed between - 20 and + 80 ° C.

## general technical requirements

### 2.1.4.2 STEELS

Steels shall be either "hot finished" as per NF EN 10210 or "cold finished" as per NF EN 10219-1 and 2. The quality of the steels shall be stated on the production drawings and it goes without saying that the mechanical properties of the different types of steels must be taken into account for stability calculations.

All elements shall be manufactured in a covered, sheltered location.

After machining, welding, drilling, notching, etc. the elements shall be prepared prior to anti-corrosion treatment: brushing of welds, careful deburring, cleaning, shot peening and sand blasting.

The anti-corrosion treatment shall be performed by hot galvanization of a minimum of 80 µm and shall provide fault-free protection for at least the period of the ten-year guarantee.

No machining may be carried out once the parts have undergone anti-corrosion treatment.

All fasteners and hardware (including hinges) shall be made of 18/10 stainless steel (NFE 25.033).

### 2.1.4.3 ALUMINIUM

The reference standard is NF EN 573-1. Parts used in a supporting structure shall be chosen from the "6000" series. For parts which are not used in a supporting structure, the "1000" series shall be acceptable.

The alloys are to be weldable.

The parts shall be carefully deburred and the welds shall be brushed before any protective treatment.

The visible parts of equipment shall be treated by the application of paintwork performed according to a "Qualicoat"-type procedure.

### 2.1.4.4 PMMA

The PMMA shall meet at least the following characteristics:

	Flat parts machined	Flat parts unmachined
· Opal white (values for a test piece of 3mm thick)	"cast" PMMA	"extruded" PMMA
· Tensile strength	> 75 MPa	> 70 MPa
· Bending strength	> 130 MPa	> 120 MPa
· Bending modulus	> 3,250 MPa	> 3,000 MPa
· Unnotched CHARPY impact test strength	> 12 MPa	>10 MPa
· Expansion	<1 mm/1 m/10°C	<1 mm/1 m/10°C
· Light transmittance	> 50 %	>33 %

The thermoformed panels shall be made of white, light diffusing, extruded PMMA in compliance with the sheet manufacturer's heating parameters.

Where parts made of PMMA are more than 100 cm high, they shall be hung from the top by an adhesive PMMA cleat.

The thickness of the sheets shall be calculated in compliance with the tensile strength standards set out above.

### 2.1.4.5 POLYCARBONATE

The polycarbonate sheet shall meet at least the following characteristics:

- Uncoloured appearance
- Density > 1.2 g/cm<sup>3</sup>

## general technical requirements

- Tensile strength: 60 Mpa
- Expansion < 0.7 mm/1 m/10°C
- Light transmittance > 90%

### 2.1.4.6 EXPANDED FOAM

These following characteristics must be met:

- Material 9010 white PVC
- Density > 50 g/cm<sup>3</sup>
- UV-stabilized: 14 MPa
- Shore hardness D > 75
- Expansion < 1 mm/1 m/10°C

### 2.1.4.7 PAINT

Painted parts must have an even appearance across their entire surface.

Defects such as pores, fissures, grains of dust, runs or waves of paint shall not be tolerated.

Samples of painted rough parts shall be tested and accepted by Renault, after having undergone the following tests performed by a certified body:

- Colour based on a LAB test with a MINOLTA 508 D colorimeter with D65 illuminant and the observer at 10° and specular component included (the tolerances in the CIELAB colour space are L +/- 1, a +/-1.5, b +/- 1.5).
- Gloss at 40 °: based on a test according to NF T 30064 standard.
- Gloss at 60 °: based on a test according to NF T 30064 standard
- Adhesion: resistance to peeling based on grid test.

Class 1, as per P UW150 1. NF T 30038 standard

- Colour fastness:  
QUV as per NF T 30036 after 200 hours of exposure.

Samples of each of the elements shall be supplied, upon request, to Renault for inspection.

### 2.1.5 ELECTRICAL EQUIPMENT

Assemblies with electrical equipment shall comply with the essential safety requirements of the European Union. Within this framework, the supplier shall obtain a certificate (for each type of equipment) which must clearly state the compliance of the assemblies, and thus of the components, with:

- requirements relating to the safety and protection of users and all other persons (directive 73/23/EEC without any lower voltage threshold)
- requirements relating to electromagnetic compatibility (directive 89/336/EEC).

The rating plate on each item of equipment shall display the CE mark indicating compliance with these requirements.

The regulations relating to low-voltage signage in force in each of the countries concerned shall be complied with taking climatic conditions into account.

In addition, the following requirements shall be met:

Electrical equipment shall be compliant with the standards in force from the series NFC 15-100, NFC 20-010 and NFC 20-030, NFC 71, NFC 32 for France and the IEC 60364 international standard.

## general technical requirements

This concerns the following in particular:

- Category one electrical installations and low-voltage illuminated signage installations.
- The fire behaviour of electrical equipment and the degree of protection of enclosures,
- Flexible and rigid low-voltage cables.

In addition, the equipment shall comply regulations relating to the suppression of interference in inhabited areas and shall thus be delivered with interference suppression.

### 2.1.5.1 IP RATING

All the electrical equipment shall have a protection rating of at least IP 44-D.

### 2.1.5.2 PROTECTION AGAINST ELECTRIC SHOCK

All equipment shall be "class 1".

### 2.1.5.3 FASTENERS

The converters shall be placed in areas not subject to standing water.

The cables and sheaths shall be fastened to structures at 50 cm intervals.

### 2.1.5.4 CABLE ROUTING

Every cable or sheath passing through a metal part shall be routed through a cable gland.

Connection boxes.

An IP 44 sealed plastic connection box shall be provided at the inlet to each assembly. This box shall be equipped with a 5-input connection pin for 4 mm wiring.

All the connection boxes shall have the markings P1+P2+P3+T+N.

### 2.1.5.5 LEDs

The white LEDs used shall have the following characteristics:

- Lifetime: 50,000 hours for a loss of initial luminous flux of 50 % at the end of the period
- 5 year guarantee for operation 10 hours per day with a maximum loss of luminous flux of 20 %
- Operating temperature of LEDs: between - 20° C and +50 °C.
- Minimum protection index: IP 67
- The LEDs used must comply with the following international standards: IEC 62504 TS Ed. 1, IEC 61231, IEC 62560 Ed 1, IEC 62031 LED module safety, IEC 61347-2-13 LED control gear.

### 2.1.5.6 CONVERTERS

The power supply converters for the LEDs shall have the following characteristics:

- Wide power supply voltage range (100 to 300 volts)
- Reversible protection against increase in temperature and overload
- Protection against short-circuits with automatic restart
- Minimum protection index: IP 67
- Operation compliant with: EN 55015, EN 61000-3-2, EN 61547, EN 61558-2-17.

## **general technical requirements**

### **2.1.6 FASTENERS AND HARDWARE**

All fasteners and hardware used shall be made of stainless steel (non-magnetizable).

Aluminium "pop" rivets are accepted as long as the steel rods are systematically removed.

For welding, the wires and electrodes are to be compliant with NF 81.830.

### **2.1.7 ANCHORING SYSTEMS AND FASTENINGS**

The plinths for all equipments shall be completely removable without having to remove another element of the assembly. The plinths shall cover the attachment plates or fastenings. The attachment plates shall be easily accessible once the plinths have been removed.

For each of the assemblies which require a foundation block or fastening to a separate structure, the signmaker shall provide the elements necessary, as well as the conditions to be used to make design calculations for these elements (wind conditions and design calculation methods).

### **2.1.8 IDENTIFICATION PLATE**

Each finished product shall be marked with a metal identification plate on the structure which shall show at least the following information:

- Name of the signmaker
- Product code and batch
- Month and year of manufacturing
- The CE Marking if it is illuminated.

### **2.1.9 STORAGE**

The finished products shall be stored in a dry and well-ventilated location.

Renault inspectors shall be able to have access to them at any time.

## **general technical requirements**

### **2.2. GUARANTEES**

The suppliers undertake to offer the guarantee conditions below for their products:

- 2 year guarantee on the installation against defects and faulty workmanship,
- 5 year guarantee on the electrical equipment including the LEDs and converters,
- 5 year guarantee on the adhesive elements,
- 5 year guarantee on digital printing (anti UV treatment),
- 5 year guarantee on workshop-lacquered sheet metal,
- 5 year guarantee on the chrome-plated emblems,
- 7 year guarantee on sheet metal and profiles pre-lacquered by the aluminum manufacturer,
- 10 year guarantee on the internal structures,
- 10 year guarantee on the PMMA acrylic panels.

# 2

## general remarks

## 2.1 general view

### principles

The entrance is marked by an overhead panel above the entrance to the showroom on the main façade.

The overhead panel can be replaced by a vertical entrance marker on urban sites.

Door entrance markings complete the identification.

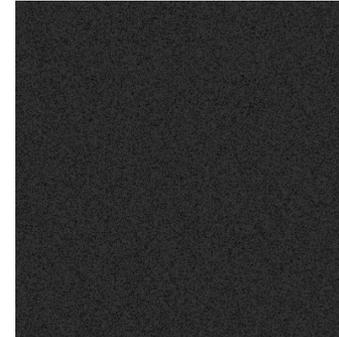


## 2.2 colours & materials



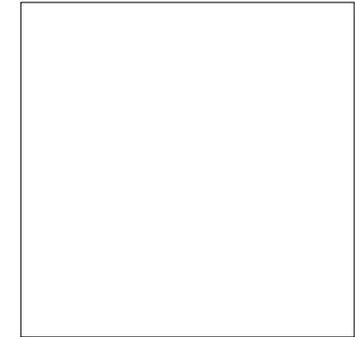
**pantone 3955 c yellow  
equivalent to RAL 1016**

- 450 gr/m<sup>2</sup> PVC-coated fabric, solid colour with matt finish or colour printed
- pre-lacquered aluminium sheeting, 15/10 mm thick, with satin finish with 40% gloss



**dark grey  
equivalent to RAL 7021**

- pre-lacquered aluminum sheeting, 20/10 mm thick
- satin finish with 40% gloss



**RAL 9001 white**

- matt adhesive film

# 3

**technical principles  
for overhead panel**

### 3.1 general presentation

#### principle

The entrance signage highlights the main entrance to the showroom.

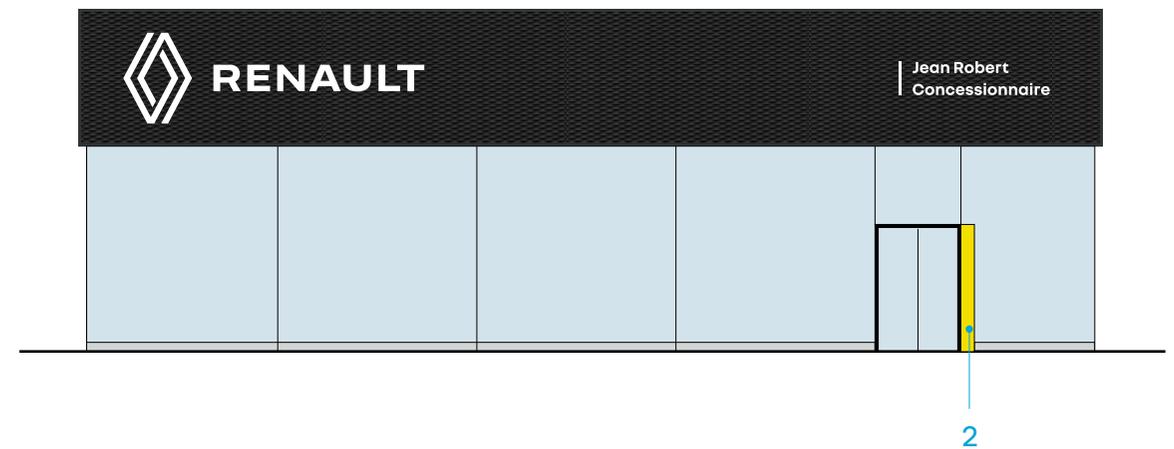
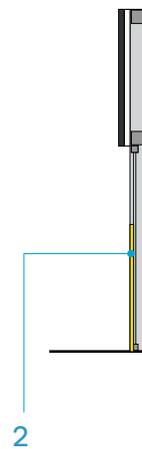
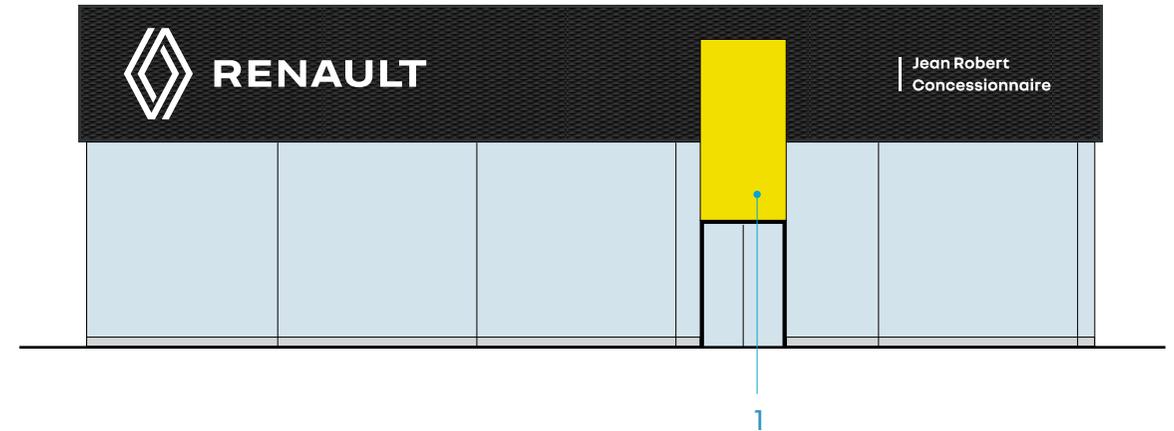
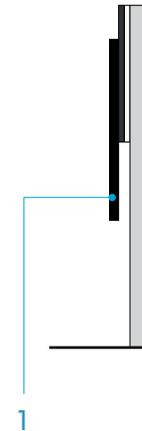
The overhead panel is an element which makes a strong visual impact. It is installed above and in line with the door.

An alternative version is available for use in exceptional cases: the vertical entrance marker.

It is positioned to the righthand side of the entrance door and offers an alternative to the overhead panel, when the latter cannot be installed for technical reasons: position of entrance too off-centre, low height of fishnet strip, etc.

#### key

- 1 Overhead panel
- 2 Vertical entrance marker



### 3.2 description

#### description

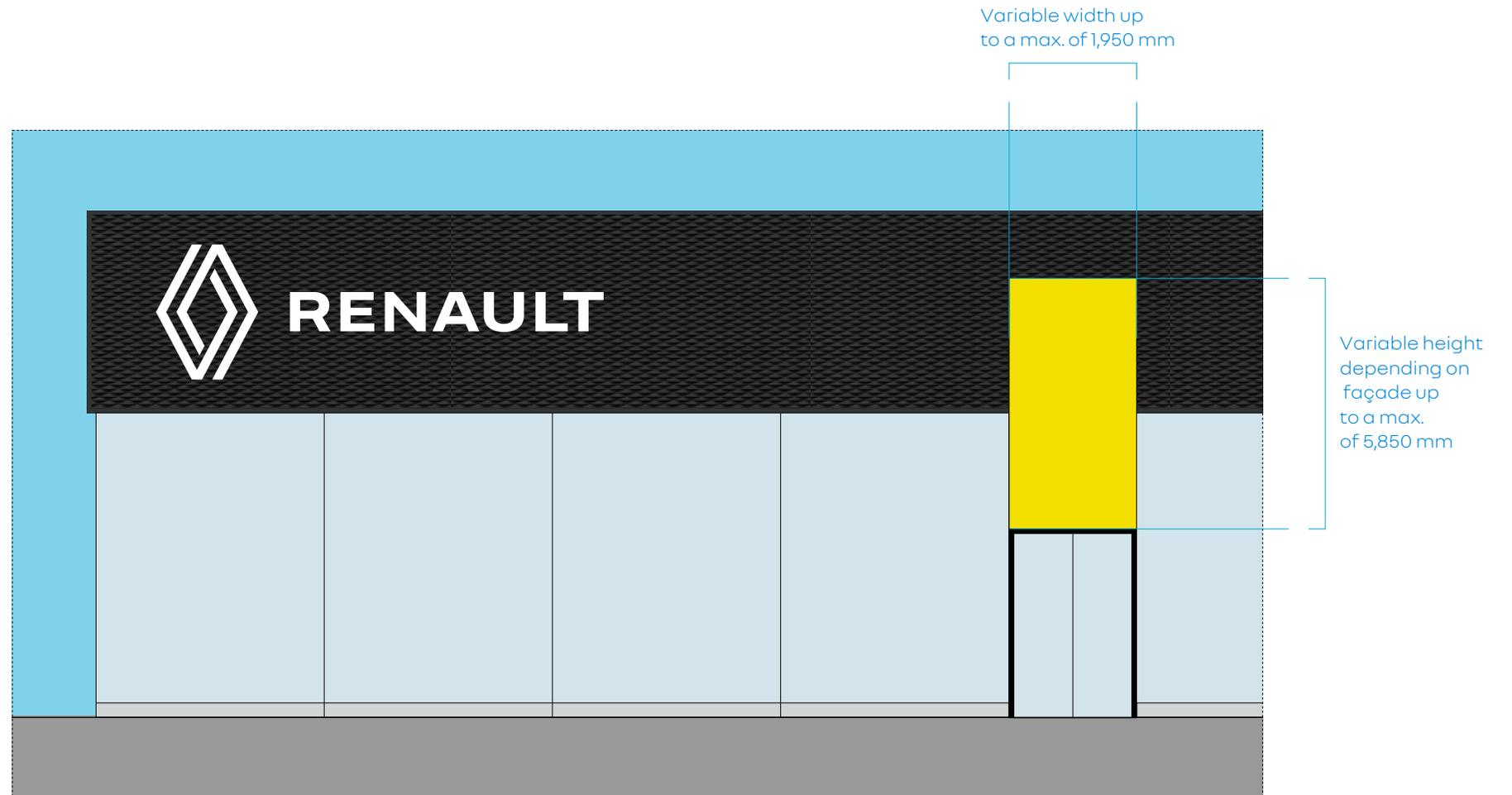
The overhead panel consists of an aluminium frame over which solid-coloured Pantone 3955 C yellow PVC-coated fabric is stretched.

The assembly forms a backlit light box.

The edges are clad with lacquered aluminium sheeting in dark grey equivalent to RAL 7021.

Height and width are variable in order to be able to adapt to all situations. It should however always be a rectangle the height of which is larger than its width by a minimum ratio of 1:3.

Approximate weight: 13 kg/m<sup>2</sup>



### 3.3 visibility of the overhead panel by night

#### principle

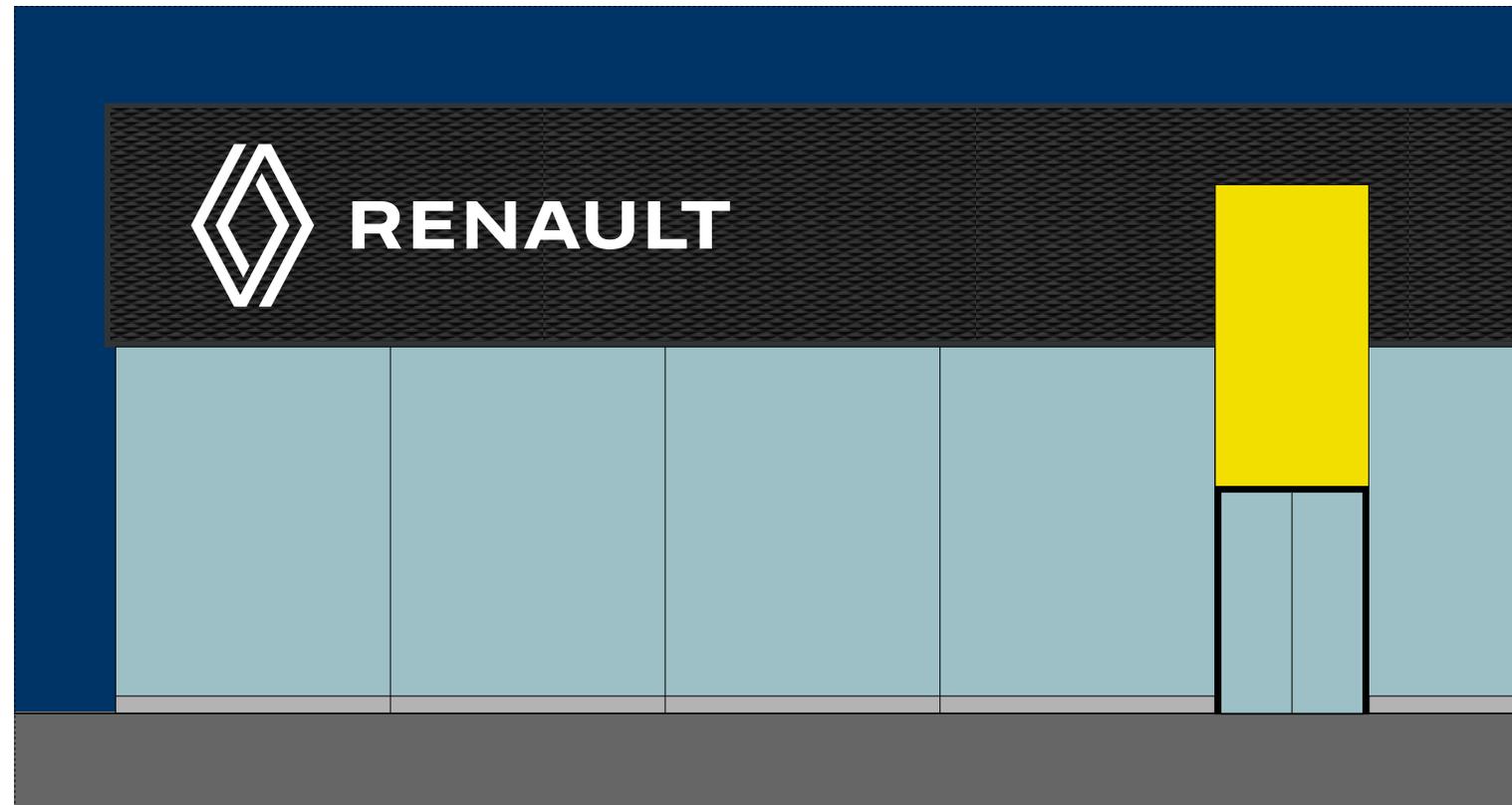
The overhead panel sends out a strong signal enabling Renault Stores to be recognized when looking at the façade, particularly by night.

It is equipped with a backlighting system consisting of LEDs installed at the rear of the box.

The whole surface is evenly backlit. There must be no glazing bead or peripheral shadow.

#### nota

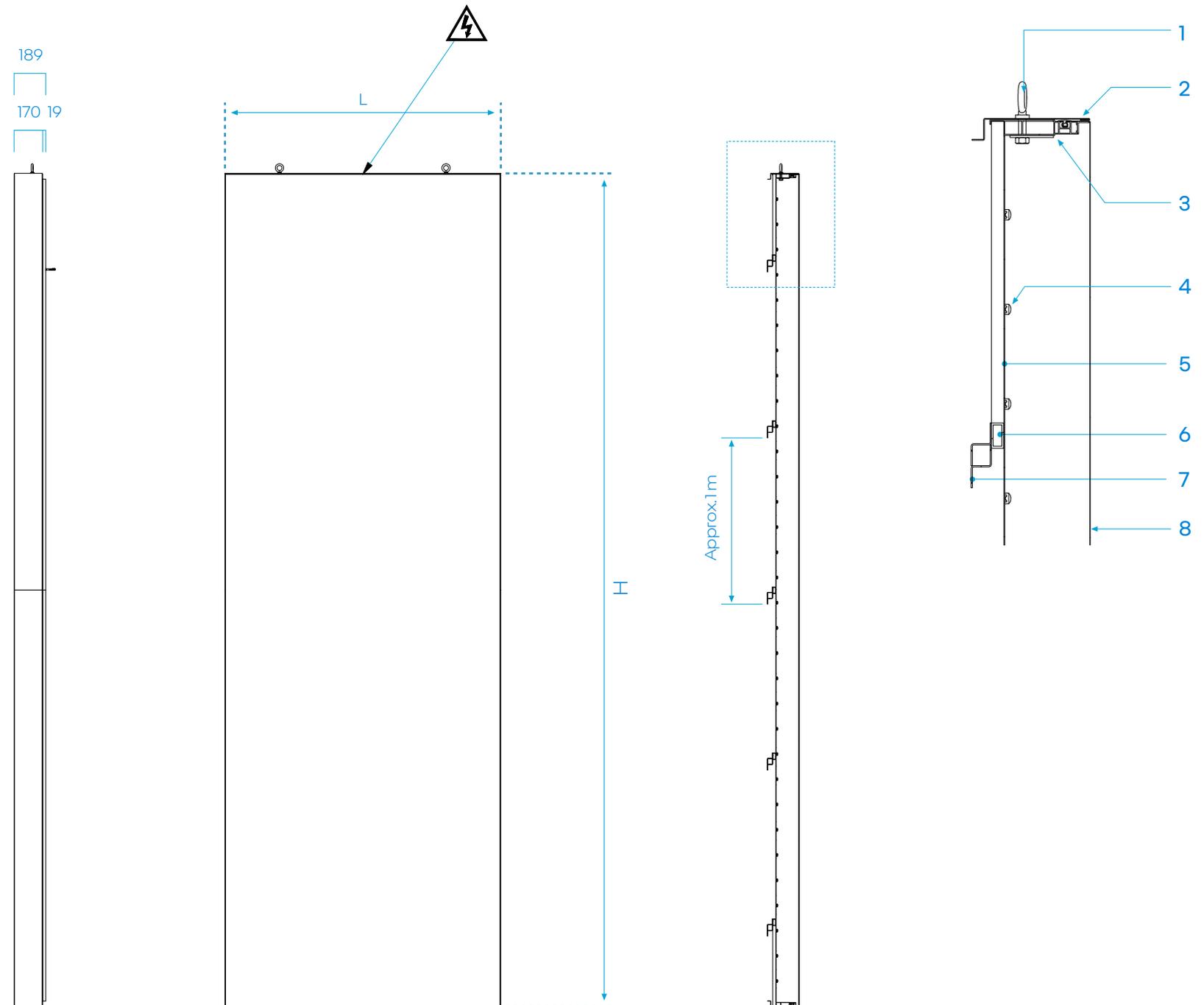
Very close attention should be paid to the matching and compliance of colours both by day and by night (lit and unlit).



### 3.4 description

key

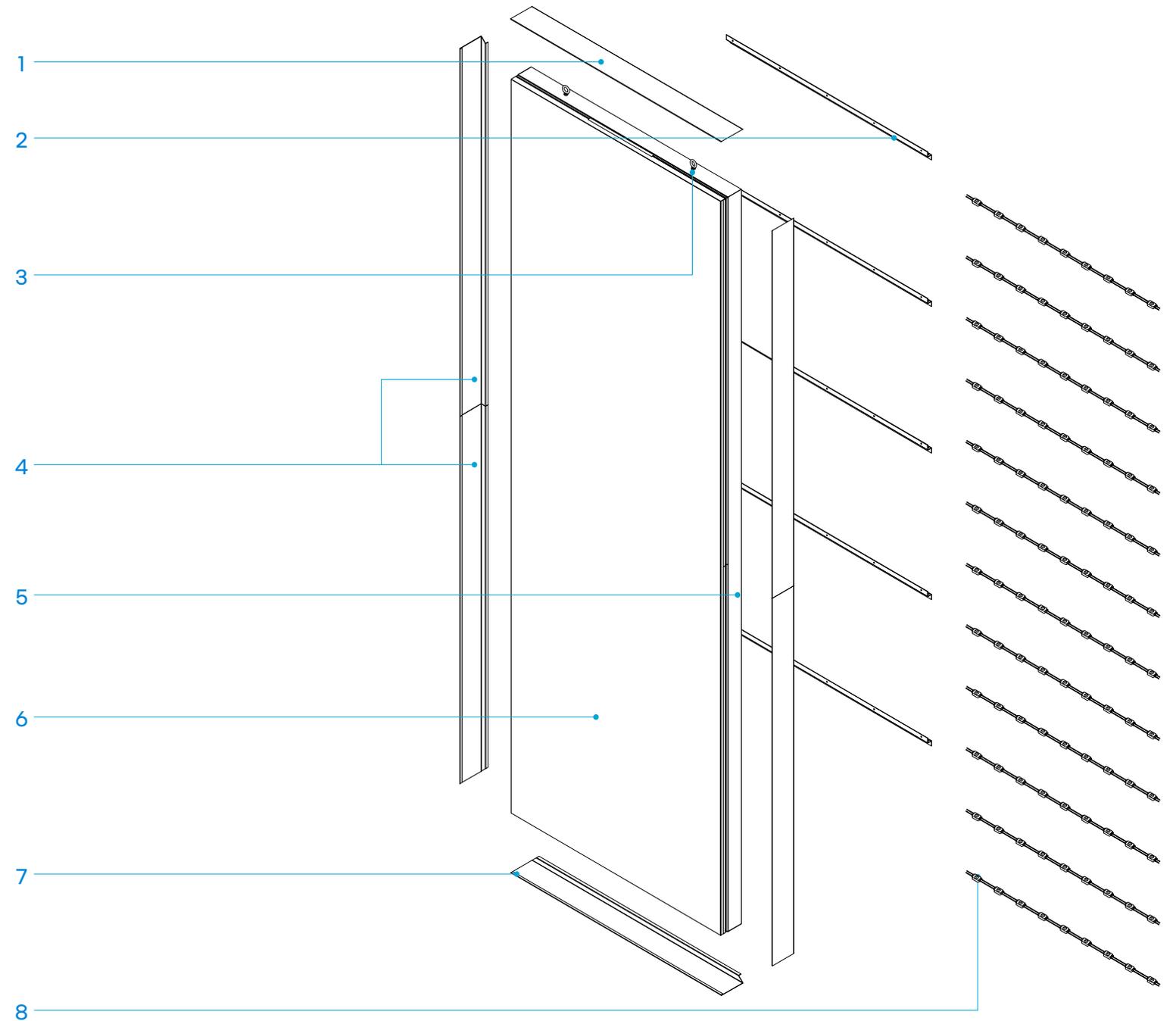
- 1 Removable suspension hooks for use during the installation
- 2 Upper cladding in RAL 7021 grey pre-lacquered aluminium sheeting with the edges flattened to ensure that they are properly even
- 3 Outer frame consisting of tubular aluminium profiles, matt white lacquered interior finish
- 4 Chain LED and converter
- 5 Rear panel in matt white aluminium sheeting
- 6 Tubular aluminium runner for hanging
- 7 Hanging tracks made of natural finish aluminium profiles
- 8 Front panel made of stretched fabric (textile finish on surface over PVC reinforced frame)



### 3.5 schematic exploded view

key

- 1 Upper cladding in RAL 7021 grey pre-lacquered aluminum sheeting
- 2 Hanging tracks on façade made of natural finish aluminum profiles
- 3 Removable suspension hooks for use during the installation
- 4 Side panels in RAL 7021 grey pre-lacquered aluminium sheeting
- 5 Outer frame consisting of tubular aluminum profiles, matt white lacquered interior finish
- 6 Front panel made of stretched fabric (textile finish on surface over PVC reinforced frame)
- 7 Lower cladding in RAL 7021 grey pre-lacquered aluminum sheeting
- 8 Chain LED and converter



### 3.6 lighting

#### description

Illumination of the front panel by chain-LEDs mounted in the back of the sign.

The converter is mounted outside the box to facilitate the maintenance.

#### performances

Chain LED with minimum IP67 protection rating.

Temperature: 6,500° K Cool White.

Minimum luminance: 150 cd/m<sup>2</sup> with a minimum of 100 cd/m<sup>2</sup>.

The warranty for all LED lighting systems and parts is 5 years, subject to compliance with conditions of use and maintenance.

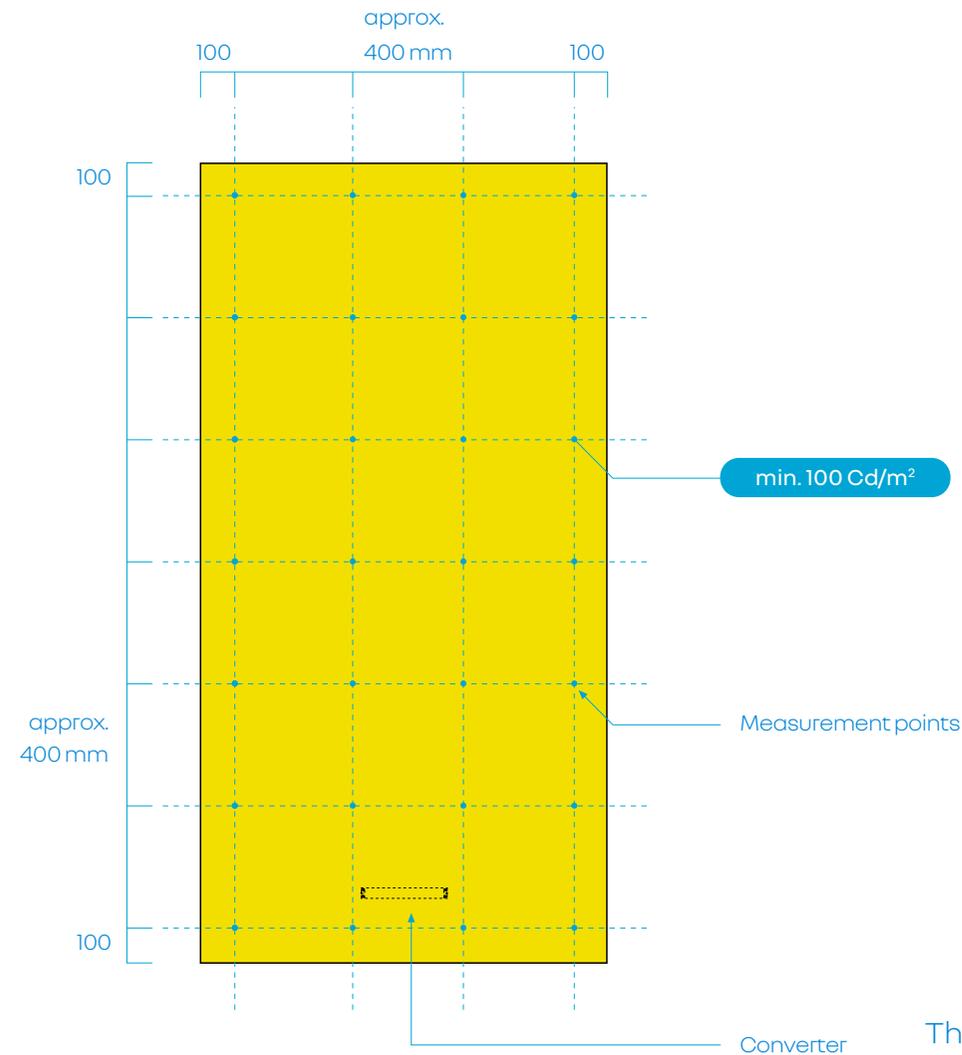
Light output reduced by 70% after 70,000 hours operation.

Minimum guaranteed lifetime: 7 years

Approximate power: 16 watts/m<sup>2</sup>.

Supply: 220 volts

12 volt converter with regulated voltage, IP 68 protection.



The dots are a schematic representation of the measurement points that should present similar light intensity values in order to obtain even lighting across the whole face.

The readings, performed with a calibrated luminance meter, should ideally be performed without light interference and at a distance of between 1 and 2 m from the face.

### 3.7 retrofitting the overhead panel

#### principle

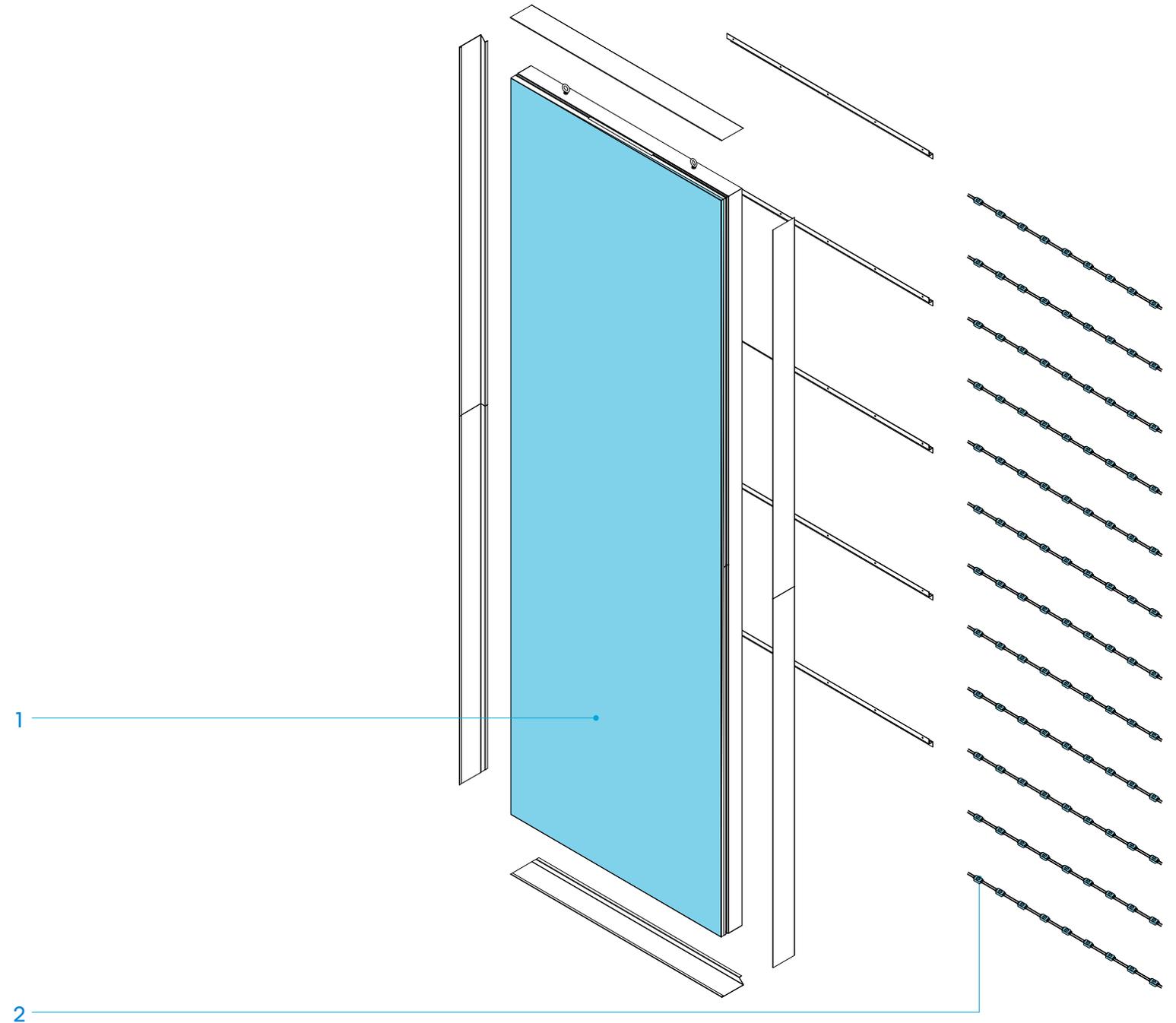
It is recommended to retrofit the existing overhead panel.

For this, it will be necessary to remove the front face after removing the side panels (including lighting) and to replace it on site with a new element.

Existing leds are Warm White colour. They should be replaced by Cool White new ones to acheive a perfect reproduction of yellow colour when the face is illuminated.

#### key

- 1 Front panel made of stretched fabric (textile finish on surface over PVC reinforced frame)
- 2 Chain LED and converter



# 4

**technical principles  
for vertical entrance marker**

## 4.1 presentation

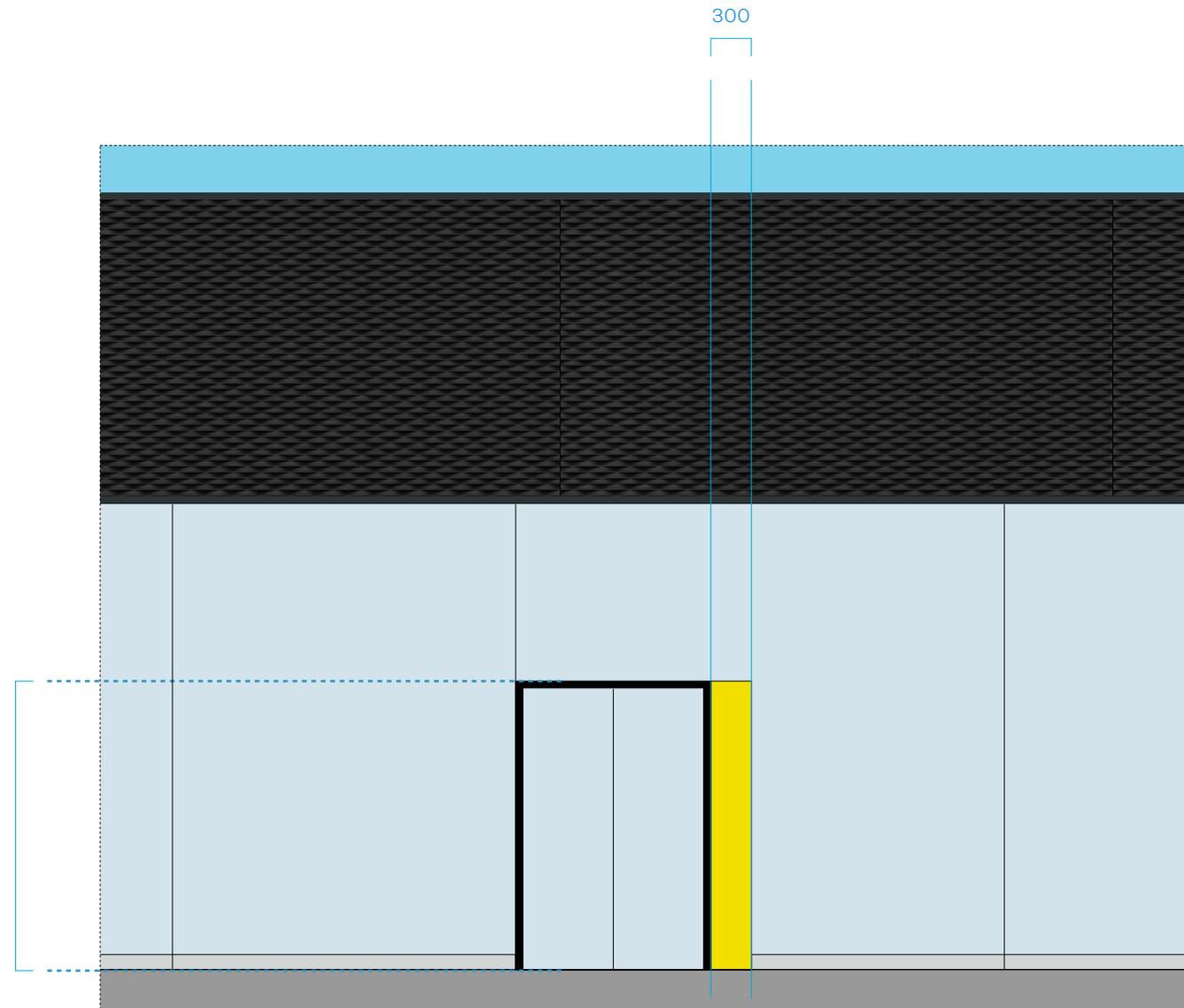
### description

The vertical door marker is an element consisting of a self-supporting aluminium part of a standard height of 3,000 mm, which will be cut to size on site depending on the height of the door frame.

It is supported by aluminium profiles bonded to the glazing frames.

Inside the showroom, the finishing consists of matt black adhesive applied over the entire surface of the vertical marker.

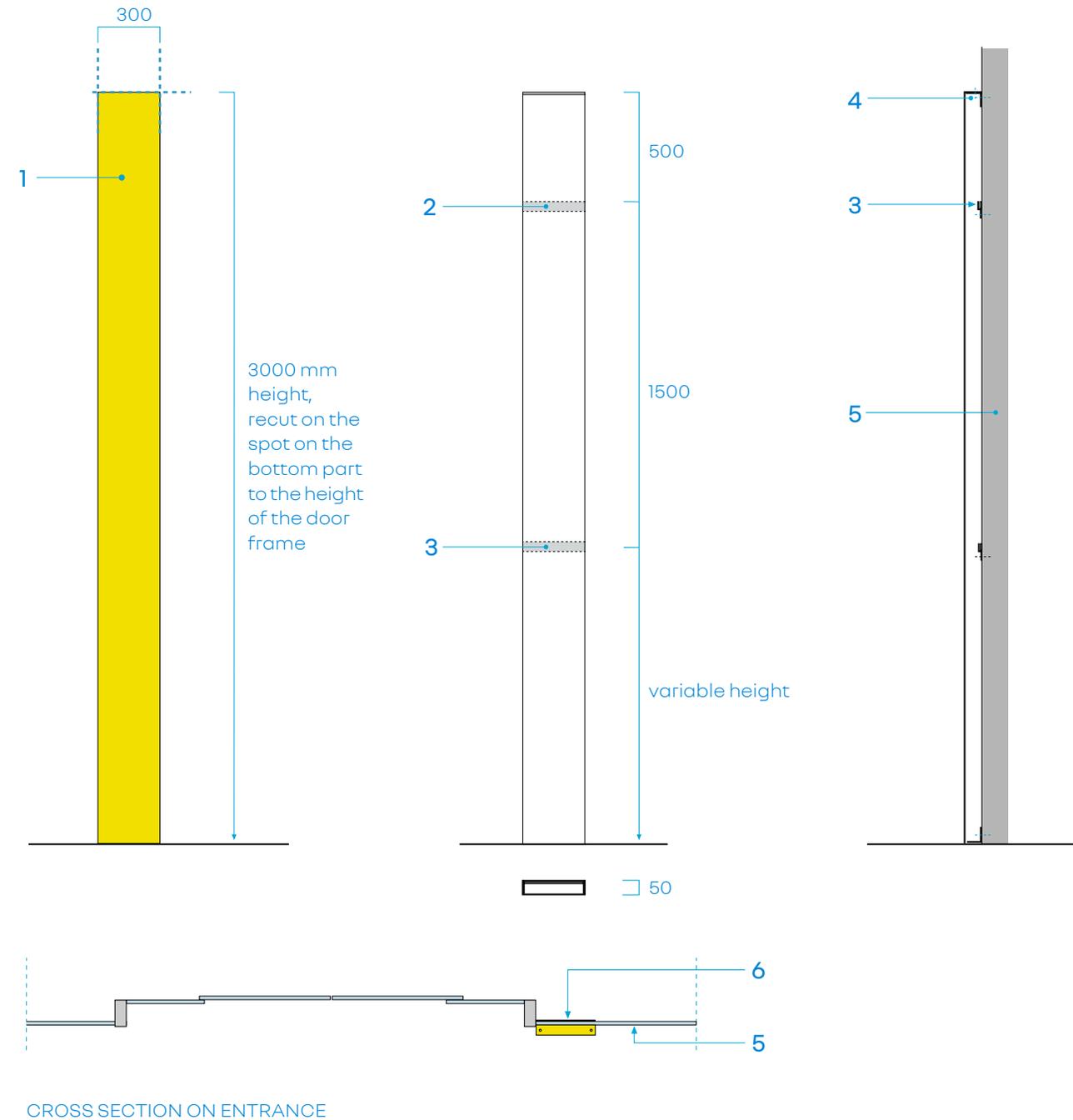
variable height  
depending on  
façade up  
to a max.  
of 3,000 mm



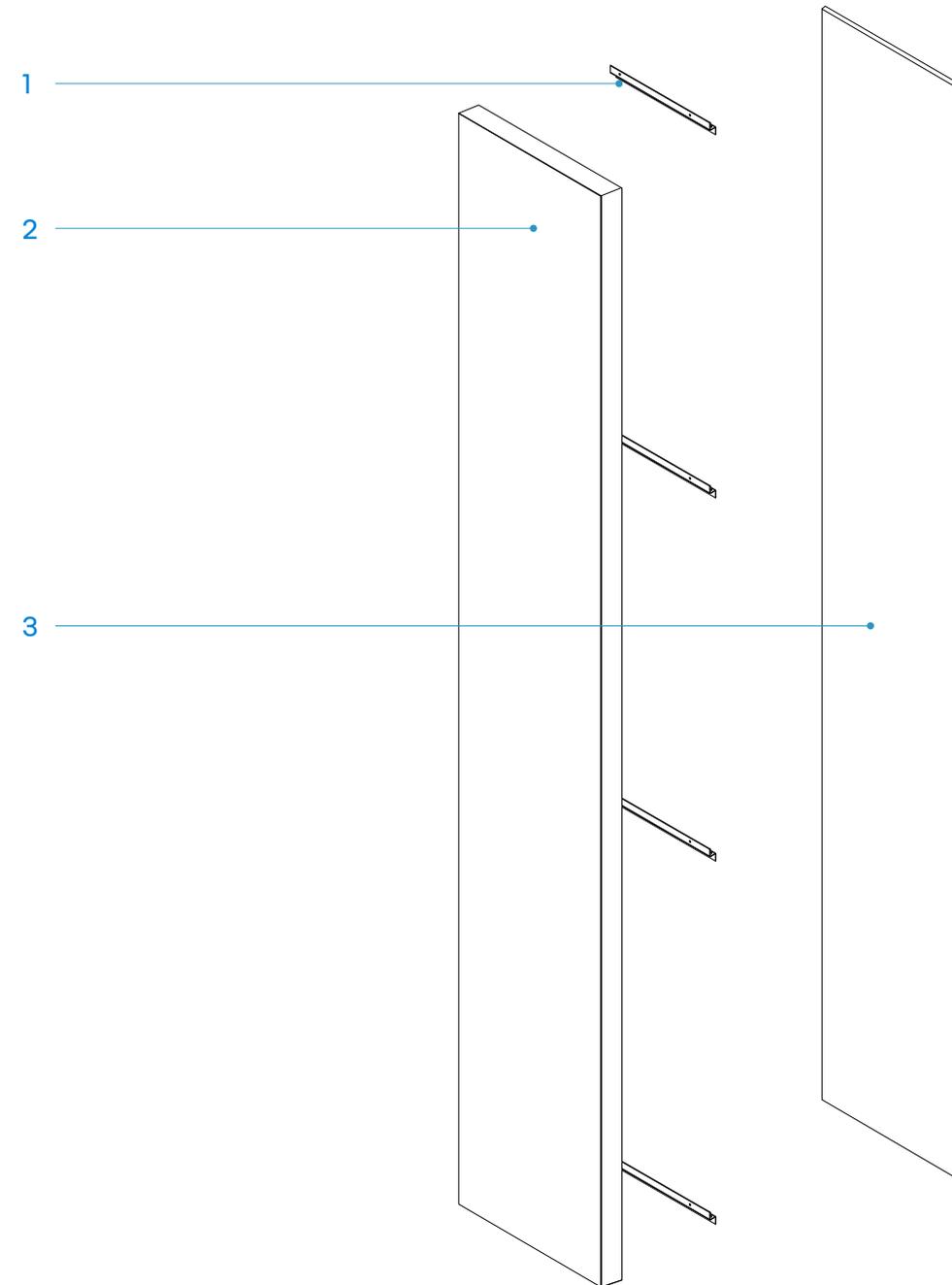
## 4.2 description

### description

- 1 Aluminium sheet with raised edges, pre-lacquered RAL 1016 yellow (one piece)
- 2 Flat natural aluminium strip, 30 x 3 mm
- 3 Z-shaped natural aluminium profile,
- 4 L-shaped natural aluminium profile, 40 x 40 x 2 mm
- 5 Glass façade
- 6 Matt black masking adhesive of maximum surface area of 0.9 m<sup>2</sup>



### 4.3 schematic exploded view



#### key

- 1 Aluminium runners for hanging with natural finish
- 2 Front panel with raised edges (non-welded) in pre-lacquered RAL1016 yellow aluminum sheeting
- 3 Masking adhesive applied to glazing on the interior, matt black

## 4.4 retrofitting the vertical entrance marker

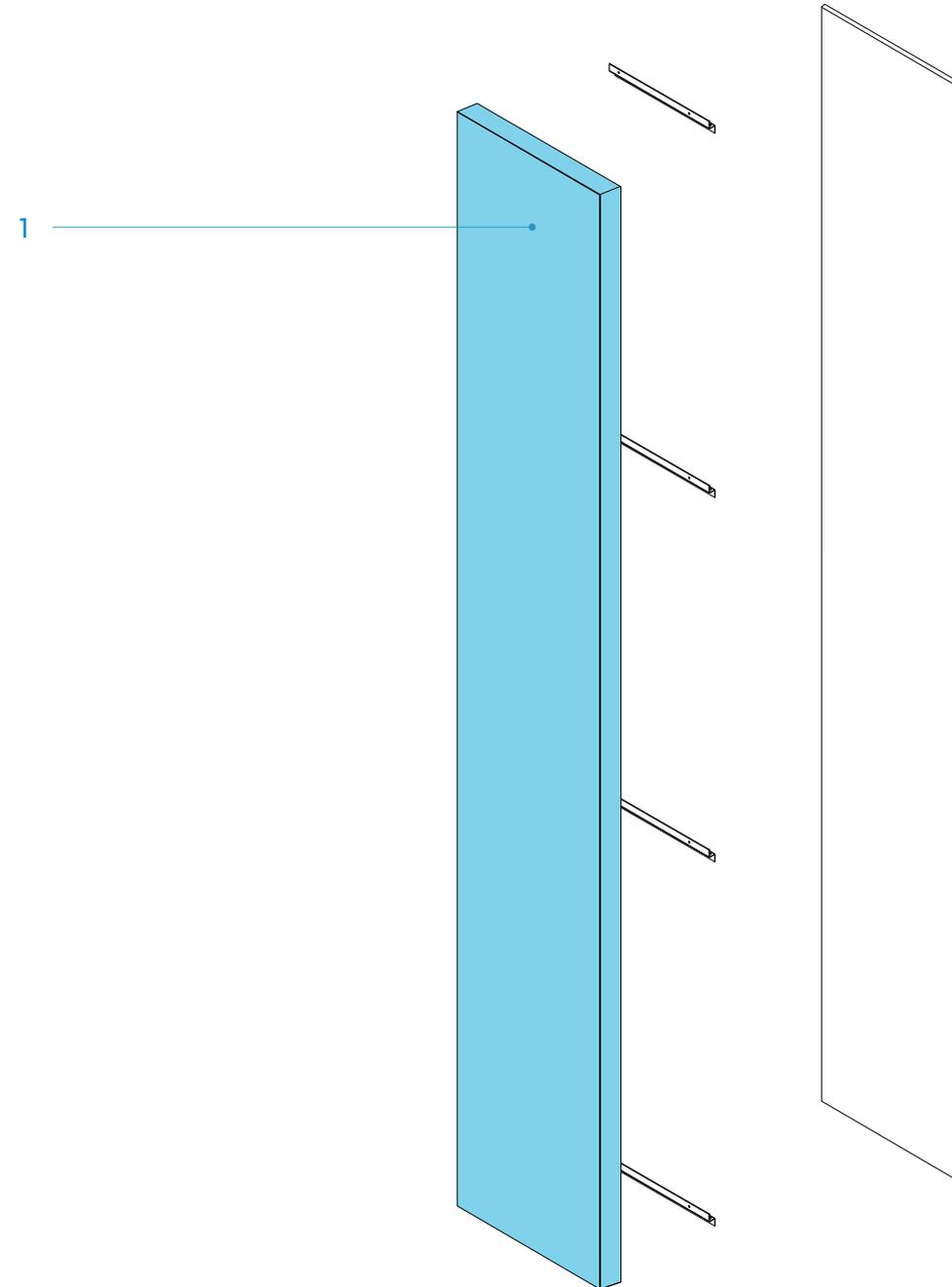
### principle

It is recommended to retrofit the existing vertical entrance marker.

For this, it will be necessary to remove the front face and to replace it on site with a new element.

### key

- 1 Front panel with raised edges (non-welded) in pre-lacquered RAL1016 yellow aluminum sheeting.



# 5

**technical principles  
for adhesive door markings**

## 5.1 presentation

### description

The adhesive markings on the entrance door to the showroom meet two objectives:

- Inform the customer of the opening hours of the point of sale,
- Make the glazed door more easily noticeable in accordance with the regulations for access to public institutions for the visually impaired (to be used if required).

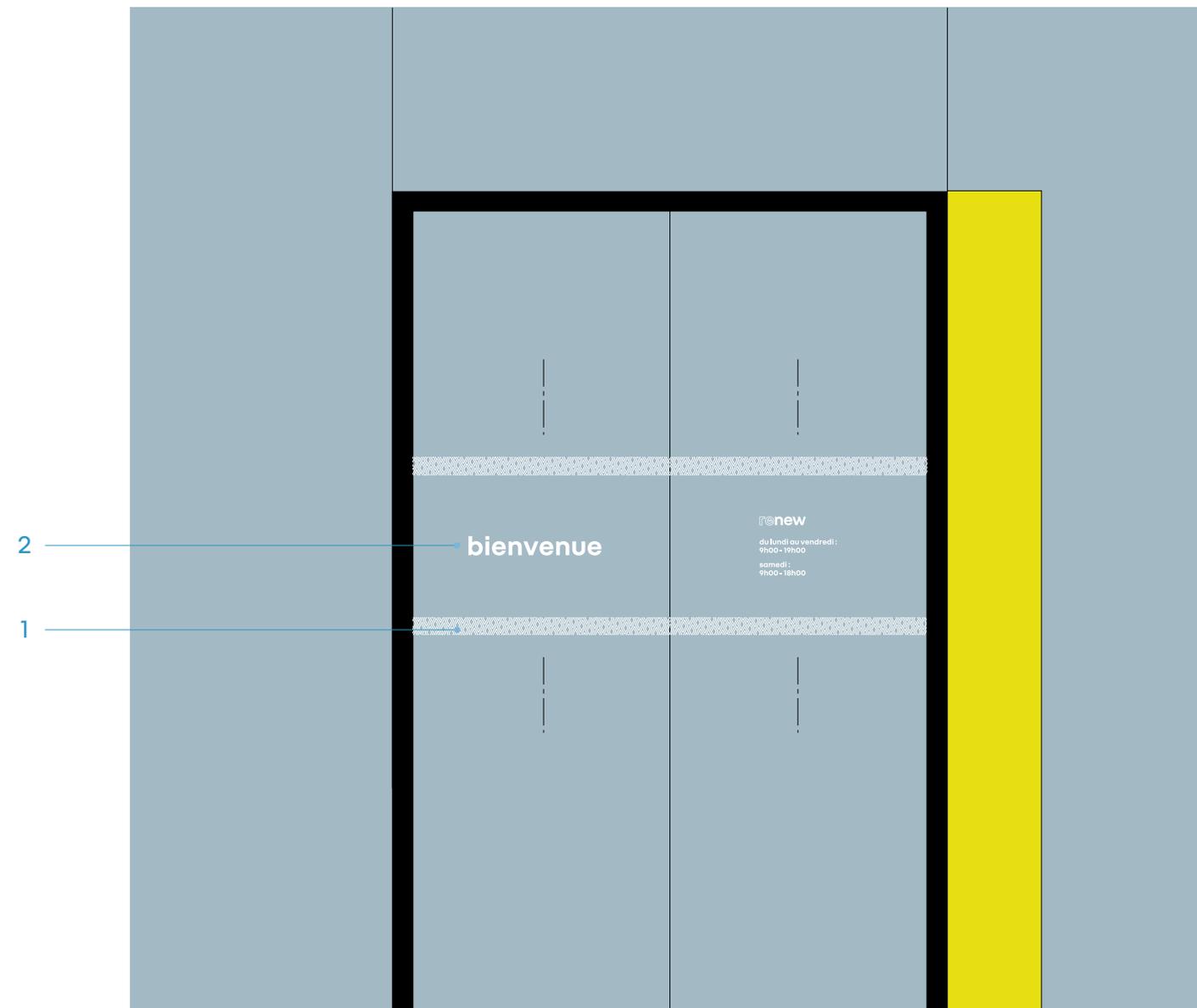
Two horizontal adhesive strips must be present on all glazed doors accessible to customers.

Information on opening hours is shown on the access door to the showroom identified by the overhead panel or the vertical entrance marker. This information shall preferably be located on the lefthand section of the door.

These adhesive elements shall be applied from the interior of the showroom for better protection.

### key

- 1 Information on opening hours
- 2 Horizontal strips



## 5.2 adaptations

### description

The doors which provide access to a customer reception area shall feature customized adhesive markings.

### key

- 1 Left door in all cases
- 2 Showroom reception
- 3 Renew entrance
- 4 Renault Pro+ entrance
- 5 Service reception

# 1 bienvenue

2

du lundi au vendredi :  
matin : **8h30 - 12h00**  
après-midi : **13h30 - 19h00**

samedi :  
matin : **9h00 - 12h00**  
après-midi : **14h00 - 19h00**

4

### Renault Pro+

du lundi au vendredi :  
matin : **7h30 - 12h00**  
après-midi : **13h30 - 19h00**

3

### Renew

du lundi au vendredi :  
matin : **7h45 - 12h00**  
après-midi : **13h30 - 18h00**

samedi :  
matin : **8h30 - 12h30**

5

### accueil atelier

du lundi au vendredi :  
matin : **8h30 - 12h00**  
après-midi : **13h30 - 19h00**

### 5.3 outlines



#### description

- 1 "bienvenue" word in nouvel'R Bold typography, centered, matt white adhesive.
- 2 Renew signature, left-aligned, matt white adhesive.
- 3 Opening hours in nouvel'R Regular typography, left aligned, matt white adhesive.

## 5.4 description of horizontal strips



### description

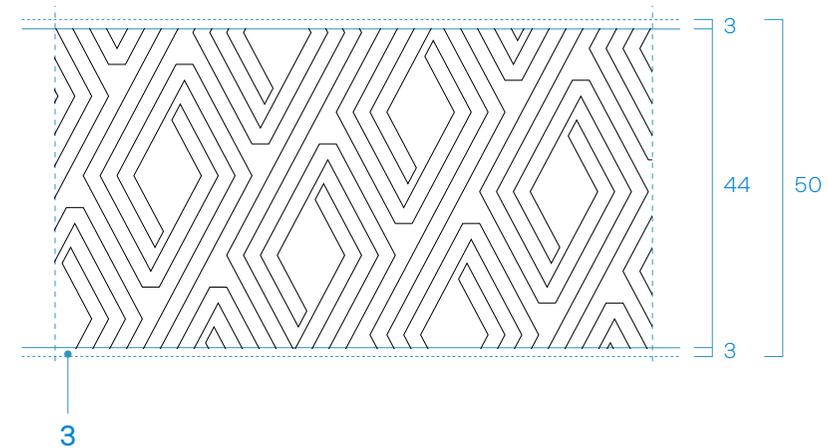
The horizontal strips of a height of 50 mm incorporate a pattern created either :

- by white silkscreen printing directly onto the glass,
- by using a transparent adhesive strip printed in white.

An EPS file, accessible on the Brand Stores website, can be used for reproduction of the strips.

### key

- 1 White pattern
- 2 Glass
- 3 Edge of the transparent adhesive with polished finish (positioned inside the showroom)



## **you are looking for**

- **images, photos or videos:**  
[www.mediatheque.renault.com/](http://www.mediatheque.renault.com/)  
Q/A on the website.
- **advertisements, POSM/POS content, brandwall screen content, brand bar content, etc.**  
[www.act.diadeis.com/](http://www.act.diadeis.com/)  
Q&A on the website and for any question, contact your advertising department Publicis
- **catalogs and technical specifications for the contents/media of the commercial network (POSM, interior and exterior signage, interior and exterior architecture)**  
[www.brandstores.renault.com/](http://www.brandstores.renault.com/)

Note. All PDF files are vectorized: images and plans can be extracted by software mastered by agencies or suppliers (illustrator, inkscape, etc.)

Q&A for Renault & Mobilize Brands  
patrice.baheux@renault.com  
olivier.tonus@renault.com