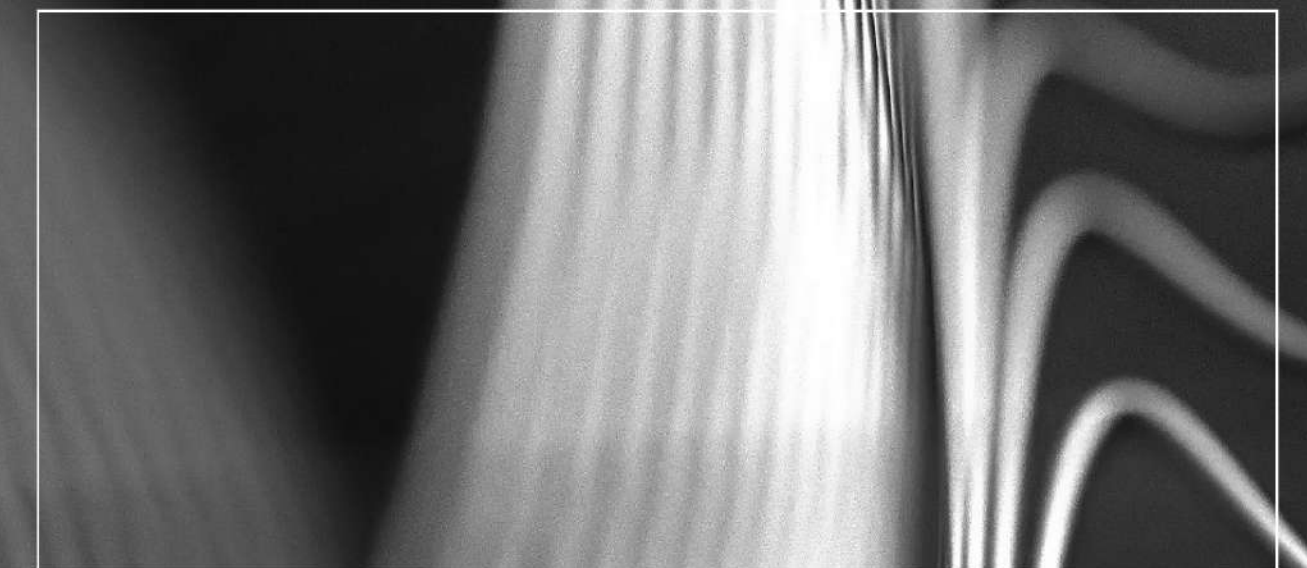
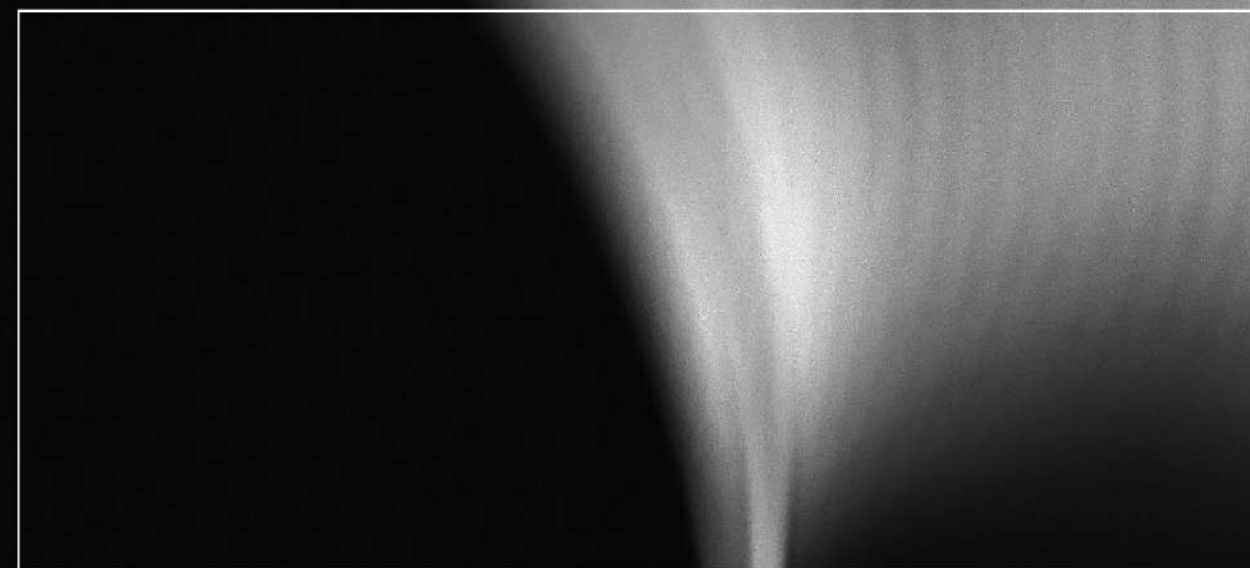


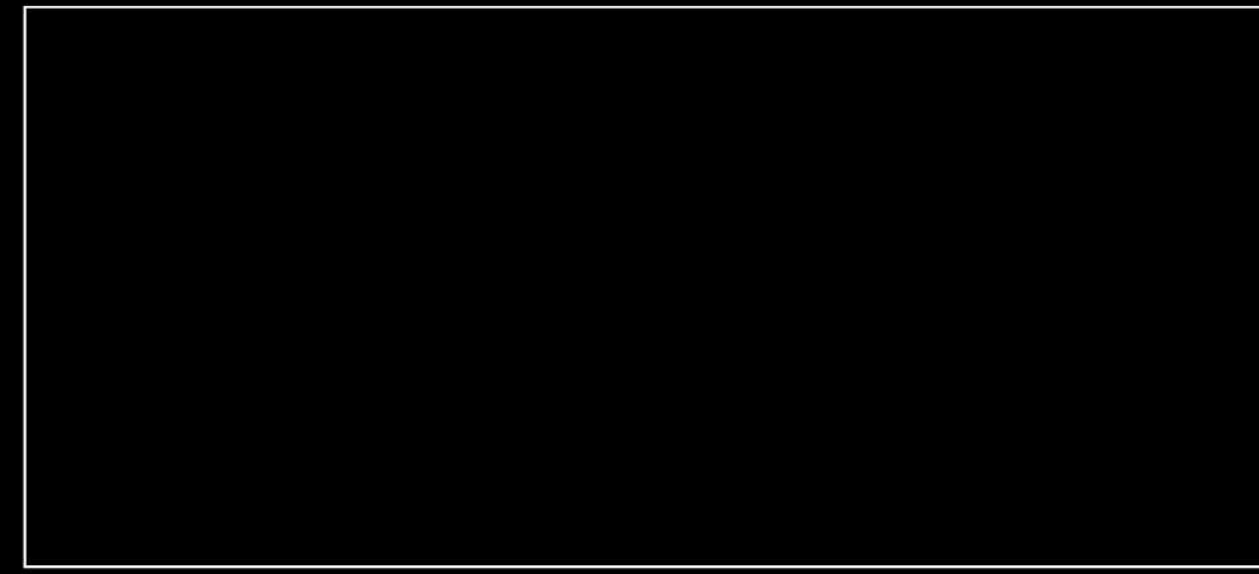


# BRAND SHORTBOOK



# CONTENTS

01	<b>INTRODUCTION</b>	03	<b>GRAPHICS SYSTEM</b>
02	<b>CORE ELEMENTS</b>	04	<b>APPLICATIONS</b>



# 01 INTRODUCTION





# MANIFESTO

## HORSE IS ENERGY WELL SPENT

A lot has been said about the future of mobility, but very little about transitioning to it.

The reality is that it's not just one solution that will take us on the journey to better mobility.

New forms of transport as well as EVs will certainly play their role but the road to decarbonisation can never be an either-or scenario, it's a side by side one.

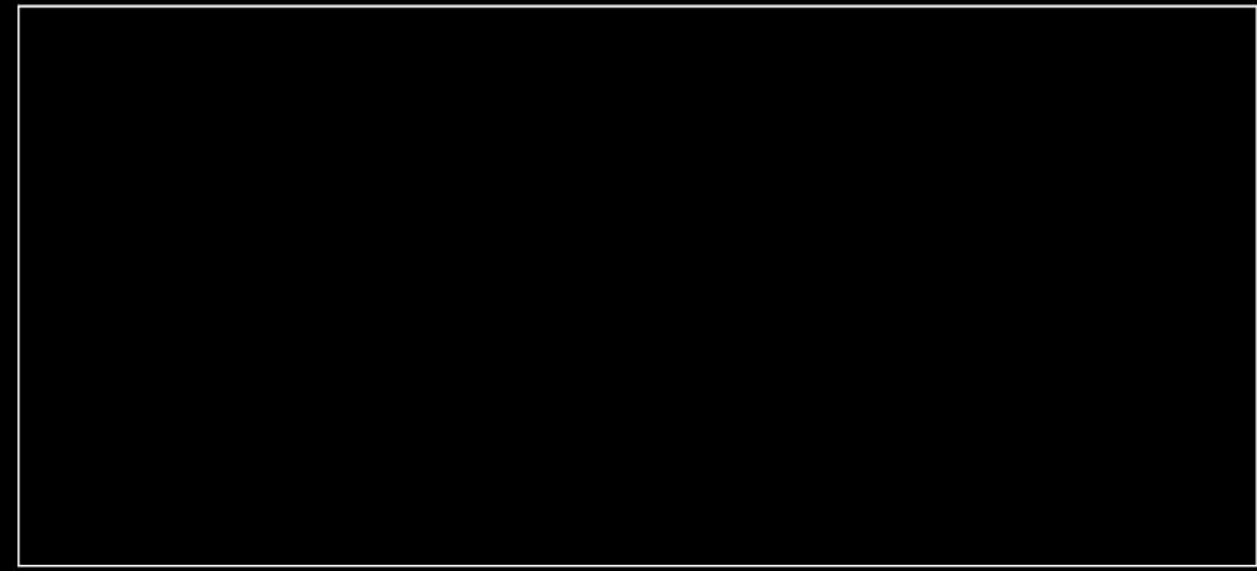
A shared road to low emissions and efficiency for all.

With hybrid and new fuel solutions, existing motorisation can combine with new technology so that everyone everywhere can benefit.

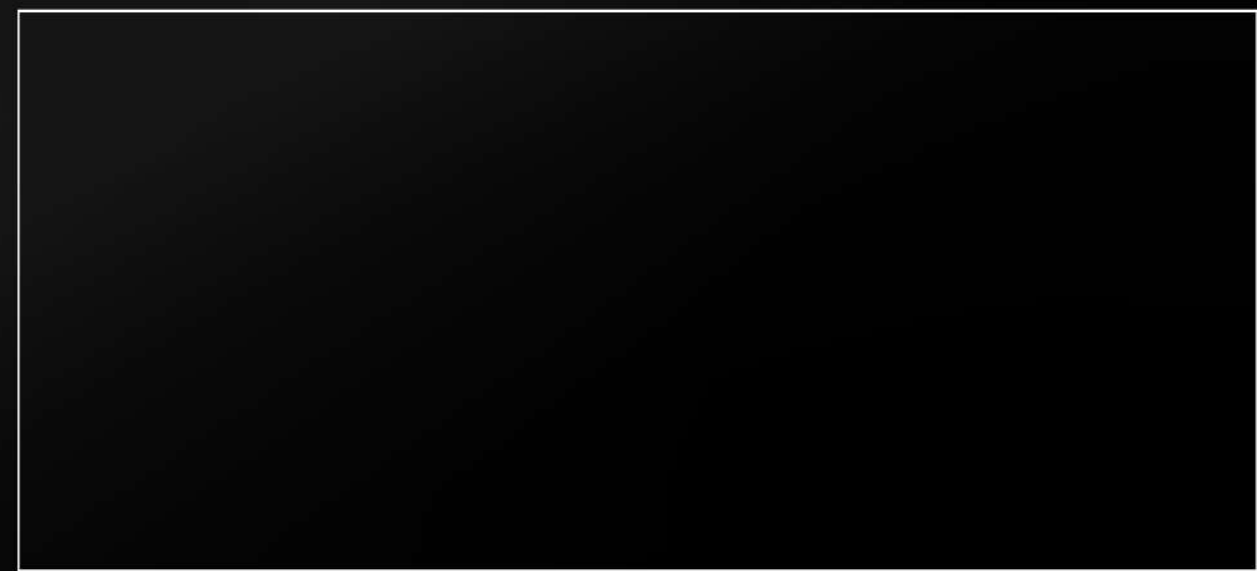
We can transform what has powered human dreams since the dawn of industrial history, and to meet this challenge Renault Group is launching a company like no other: **HORSE**.

**HORSE** is born to unlock the potential of combustion technology to be a motor for transition, a unique and international expert capable of setting the pace in future powertrains solutions.

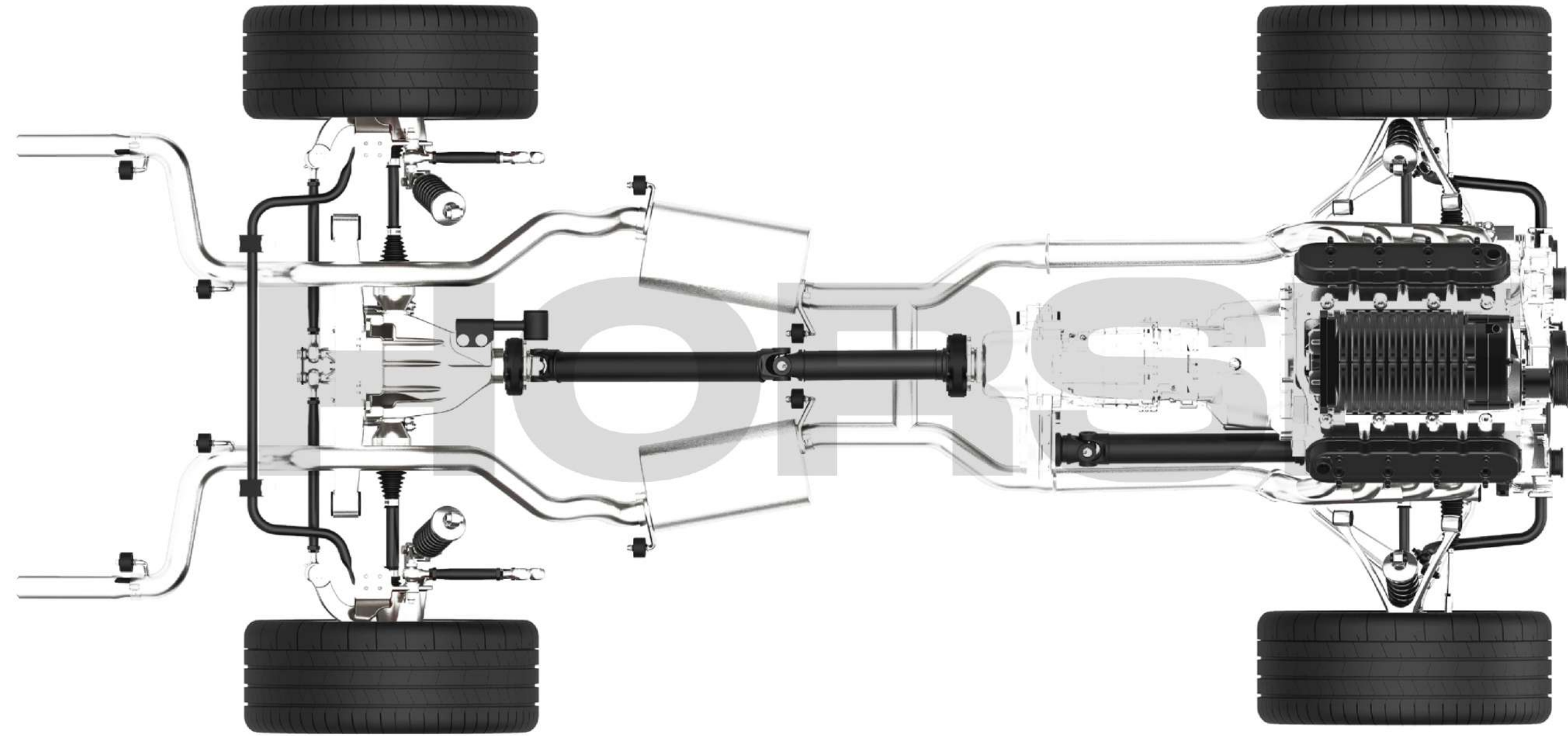
**HORSE** can drive real change for the whole automotive sector by building an ecosystem with industrial and technological partnerships, by re-engineering engines and fuels for more efficiency and less pollution, by considering the hundreds of millions of vehicles already on the road.



# 02 CORE ELEMENTS



# LOGOTYPE



## OUR LOGOTYPE

FINDING ITS INSPIRATION IN OUR CORE BUSINESS, HORSE'S LOGOTYPE HAS BEEN DESIGNED TO RECREATE THE CAR'S POWERTRAIN.

**IT EMBODIES BOTH OUR UNIQUE SAVOIR-FAIRE,  
AND OUR INNOVATIVE SPIRIT.**

**LOGOTYPE**

**HORSE**



# LOGOTYPE

#000000



HORSE

WHITE

BLACK



HORSE

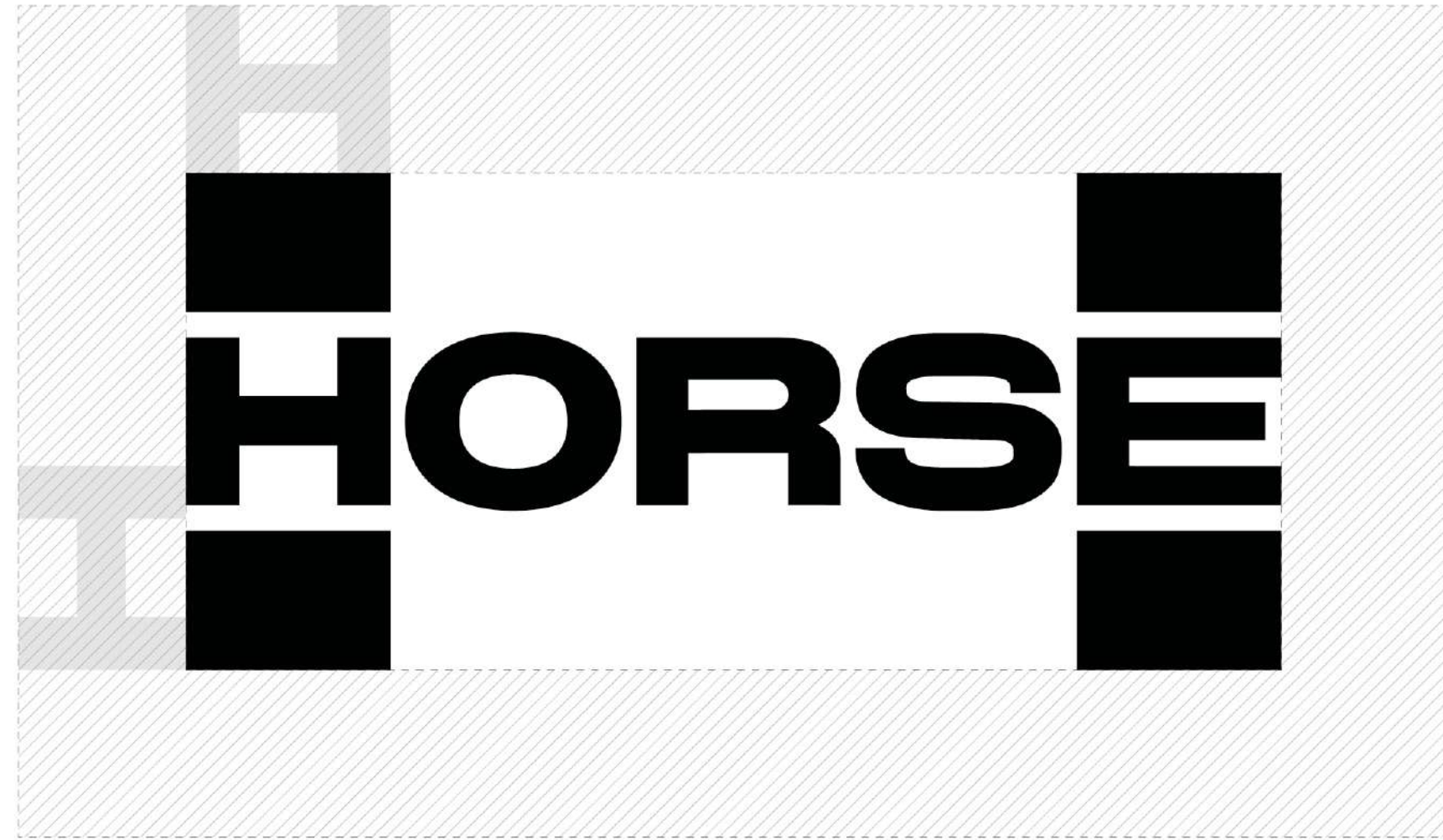
#FFFFFF

## VERSIONS

- OUR LOGOTYPE IS ONLY AVAILABLE IN **TWO VERSIONS**:
- WHITE ON A BLACK BACKGROUND
  - BLACK ON A WHITE BACKGROUND.



# LOGOTYPE



## PROTECTION ZONE & MINIMAL SIZE

**A PROTECTION ZONE HAS BEEN ESTABLISHED:** WHEN USING IT WITH OTHER TEXT OR GRAPHICAL ELEMENTS, GIVE IT THE SPACE IT DESERVES.

**LIKewise, TO ENSURE ITS VISIBILITY,** MAKE SURE OUR LOGOTYPE FOLLOWS THE MINIMUM SIZE RULE EXPOSED ABOVE.

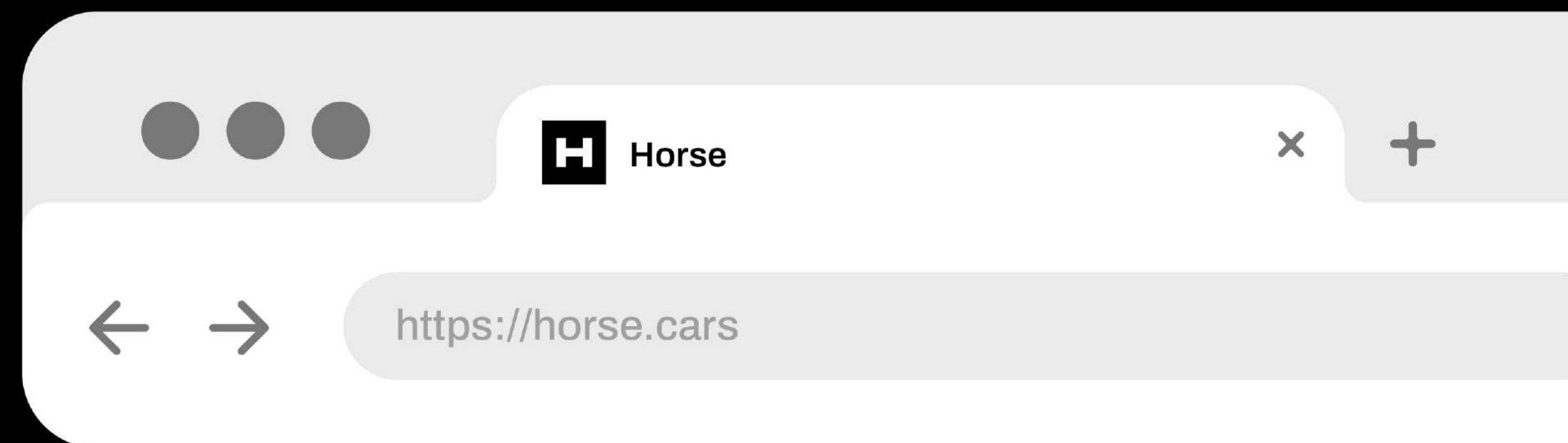
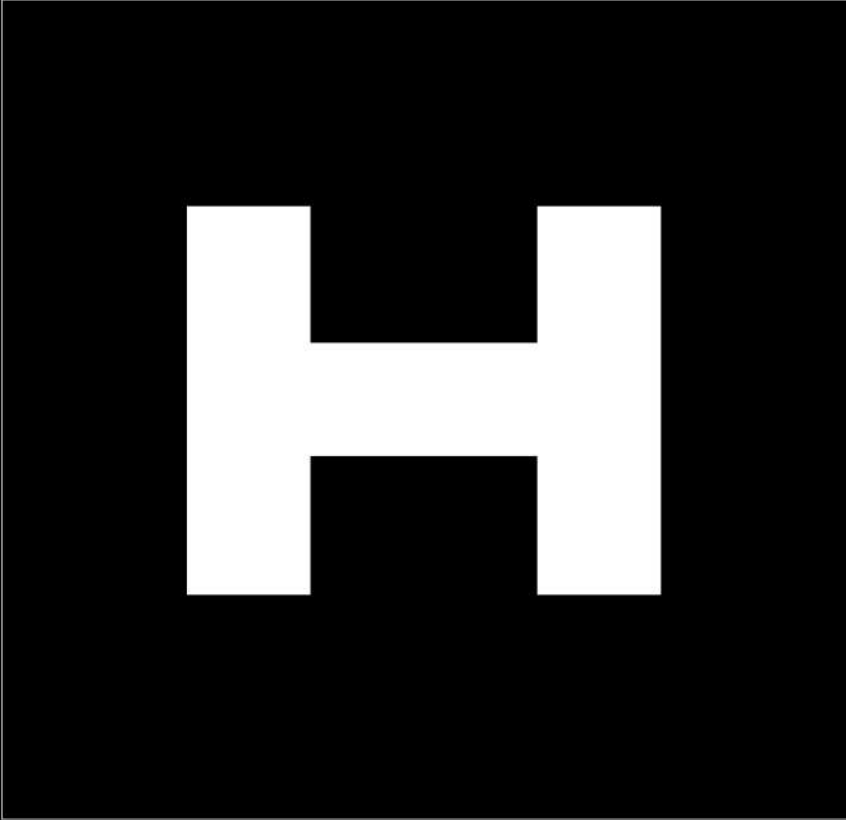


# LOGOTYPE





# LOGOTYPE



## ICOTYPE

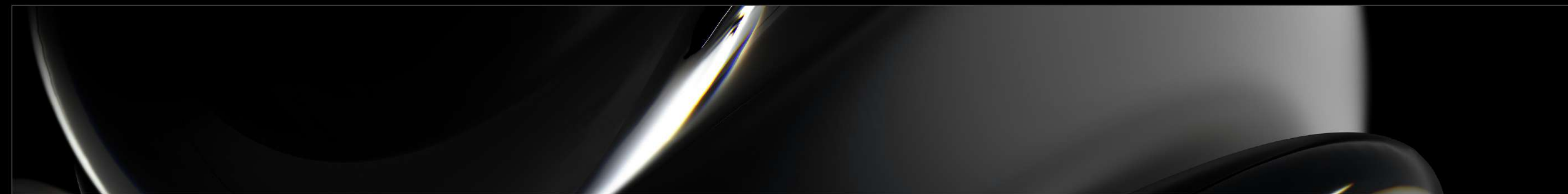
A SPECIFIC VERSION OF OUR LOGOTYPE, CALLED ICOTYPE HAS BEEN DESIGNED TO MEET SOME DIGITAL AND SOCIAL MEDIA REQUIREMENTS, SUCH AS THE FAVICON OR THE PROFILE PICTURE.

**DO NOT USE IT FOR OTHER MEANS.**

# COLORS

## INTENSE BLACK

R0 V0 B0  
C90 M90 J90 N90  
PANTONE BLACK C  
#000000



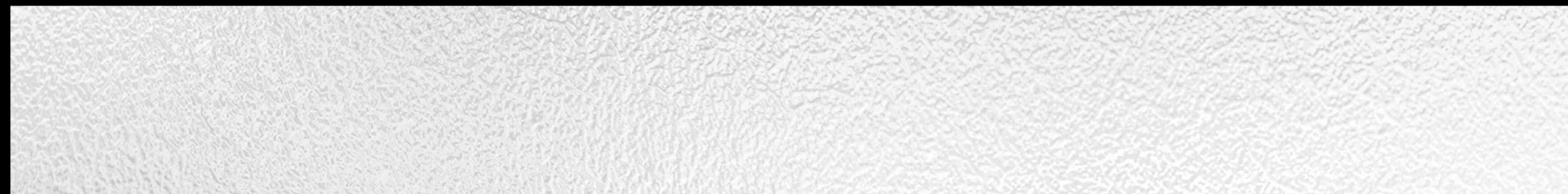
## SILVER

R178 V178 B178  
C0 M0 J0 N40  
PANTONE COOL GRAY 6C  
#B2B2B2



## CLEAR WHITE

R255 V255 B255  
C0 M0 J0 N0  
#FFFFFF



### PRIMARY COLOR PALETTE

OUR PRIMARY PALETTE CONSISTS OF THREE PRIMARY COLORS – **CLEAR WHITE, INTENSE BLACK AND SILVER, TO SHOWCASE OUR BUSINESS: RAW YET TECHNICAL MATERIALS, INNOVATION, AND CUTTING-EDGE INDUSTRY.**



# COLORS

## INTENSE RED

R255 V49 B39  
C0 M95 J95 N0

PANTONE 485 C  
#FF3127

## VIBRANT BLUE

R78 V33 B255  
C75 M60 J0 N0

PANTONE 2132 C  
#4F21FF

## LIGHT YELLOW

R255 V243 B159  
C0 M0 J50 N0

PANTONE 600 C  
#FFF39F

### SECONDARY COLOR PALETTE

INSPIRED BY OUR PRODUCTS IRIDESCENCE, THREE SECONDARY COLORS HAVE BEEN DEVELOPED: **INTENSE RED**, FOR HIGHLIGHTING TEXTS AND OBJECTS, **VIBRANT BLUE** AND **LIGHT YELLOW** FOR SPECIFIC DATA AND OFFICE NEEDS (SEE FOLLOWING PAGES).

# TYPEFACE

# ARCHIVO

## TITLES — ARCHIVO EXPANDED

ABCDEFGH  
IJKLMNOP  
PQRSTU  
VWXYZ

ARCHIVO EXPANDED  
— THIN

ABCDEFGH  
IJKLMNOP  
PQRSTU  
VWXYZ

ARCHIVO EXPANDED  
— REGULAR

ABCDEFGH  
IJKLMNOP  
PQRSTU  
VWXYZ

ARCHIVO EXPANDED  
— EXTRABOLD

## TEXTS — ARCHIVO

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

ARCHIVO — THIN

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

ARCHIVO — MEDIUM

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

ARCHIVO — LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

ARCHIVO — EXTRABOLD

## FONT

A SPECIFIC FONT HAS BEEN SELECTED TO SUPPORT OUR COMMUNICATION: THE ARCHIVO FONT FAMILY.

SIMPLE AND ROBUST, YET DISTINGUISHABLE AND SOPHISTICATED, IT IS PERFECTLY SUITED TO OUR IDENTITY AND NEEDS.

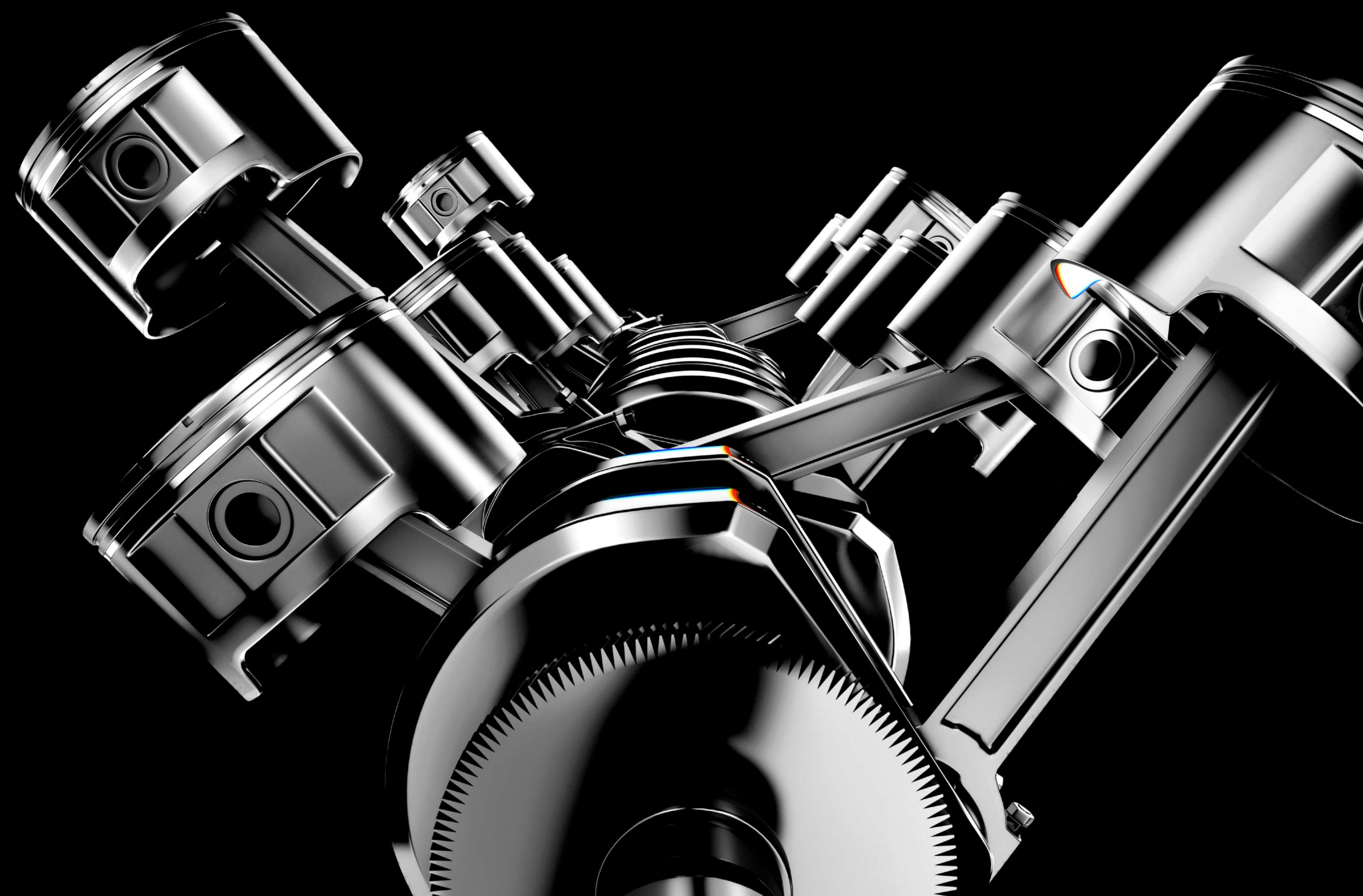
FOR TITLES AND KEY MESSAGES, USE THE ARCHIVO EXPANDED VERSION. FOR BODYCOPY, PREFER THE ARCHIVO.







# IMAGERY

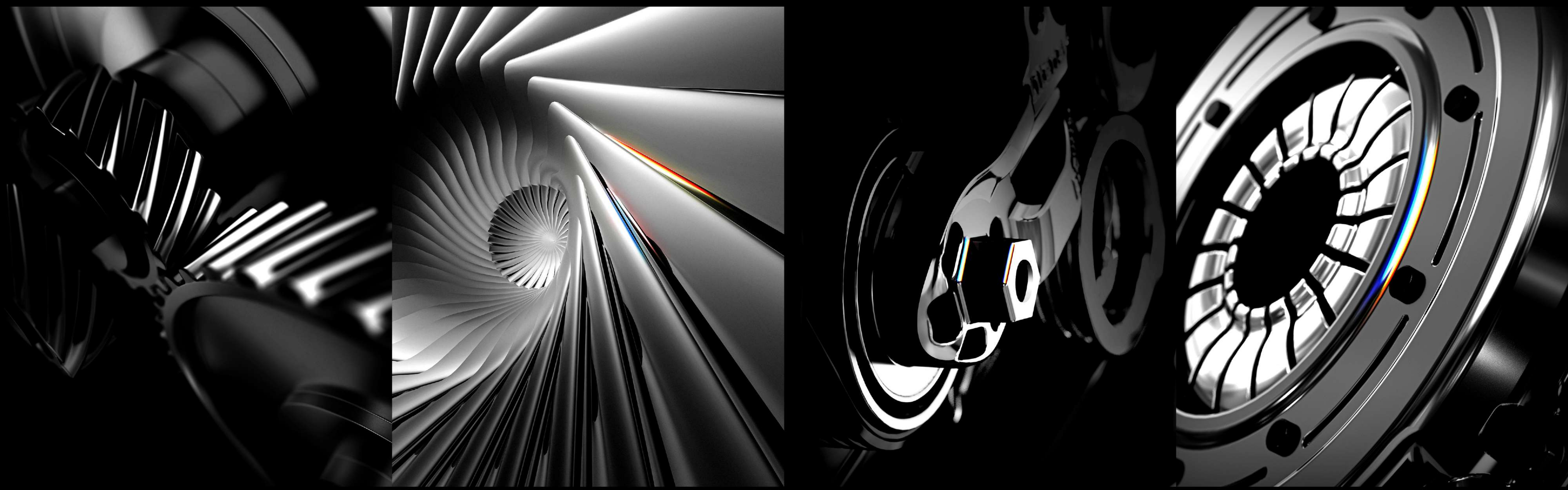


## ENGINE UNITS

PURE, BEAUTY SHOTS OF OUR ENGINES  
— BOTH COMBUSTION AND HYBRID.



# IMAGERY

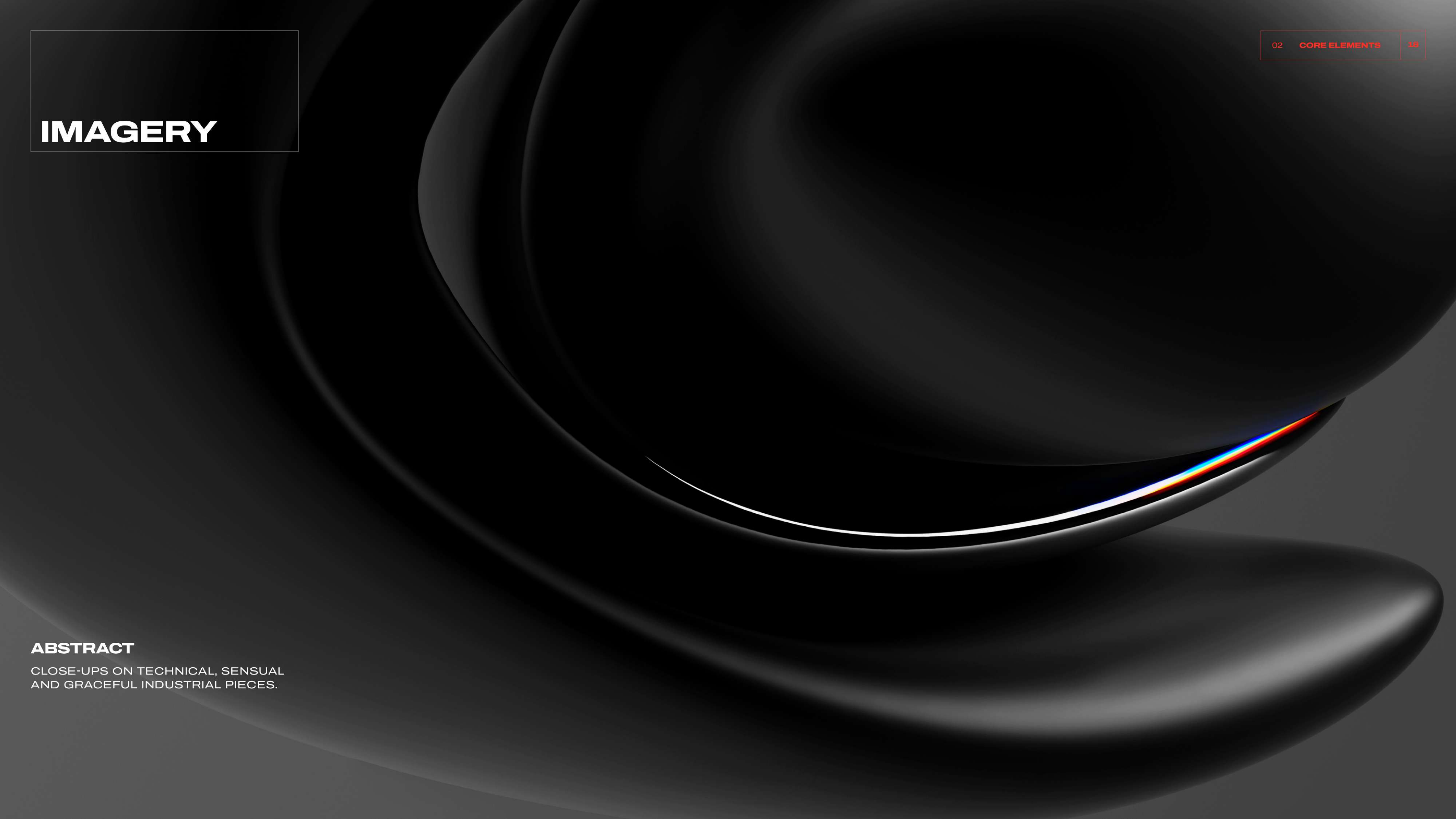


**ENGINE UNITS**  
PURE, BEAUTY SHOTS OF OUR ENGINES  
— BOTH COMBUSTION AND HYBRID.



# IMAGERY

**ABSTRACT**  
CLOSE-UPS ON TECHNICAL, SENSUAL  
AND GRACEFUL INDUSTRIAL PIECES.



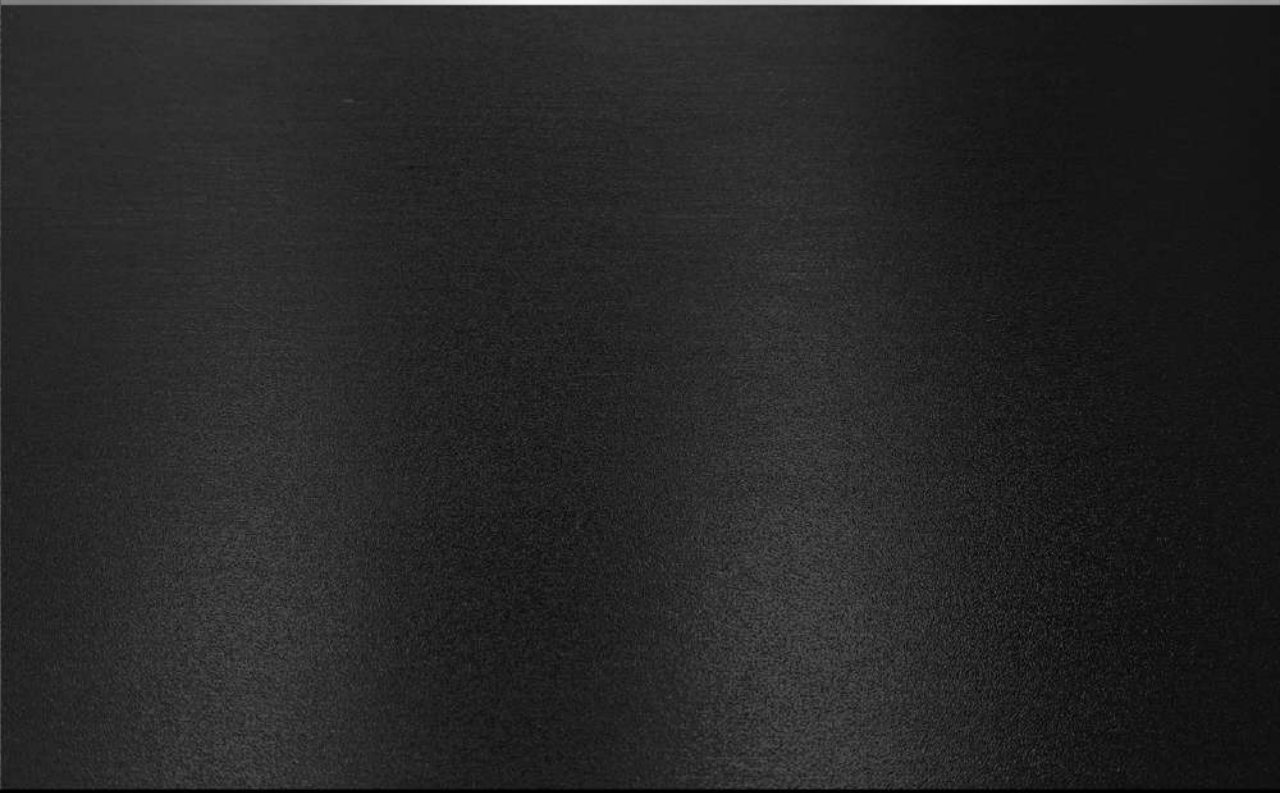
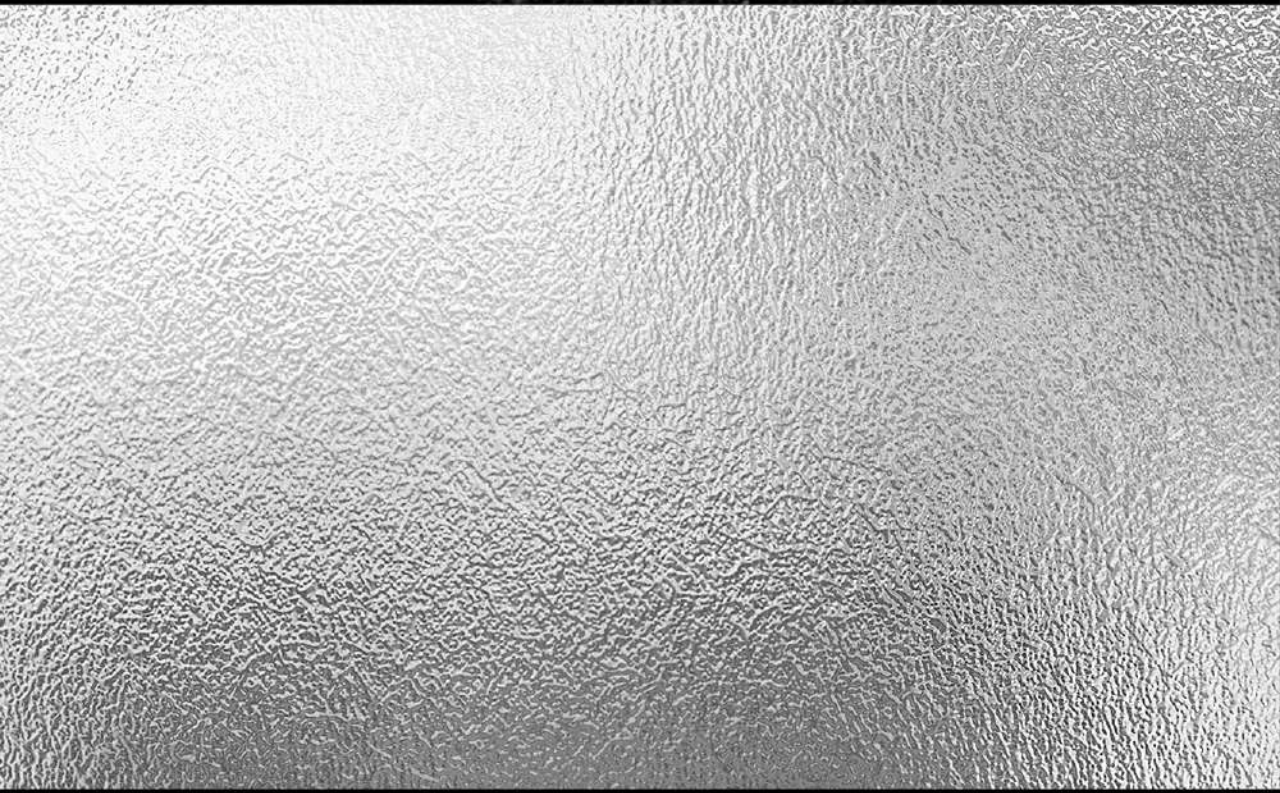
# IMAGERY



**ABSTRACT**  
CLOSE-UPS ON TECHNICAL, SENSUAL  
AND GRACEFUL INDUSTRIAL PIECES.



# IMAGERY



# TEXTURES & CARS



# PATTERNS



**HORSE**



**H**



**H**

## CLOCKWORK PATTERNS

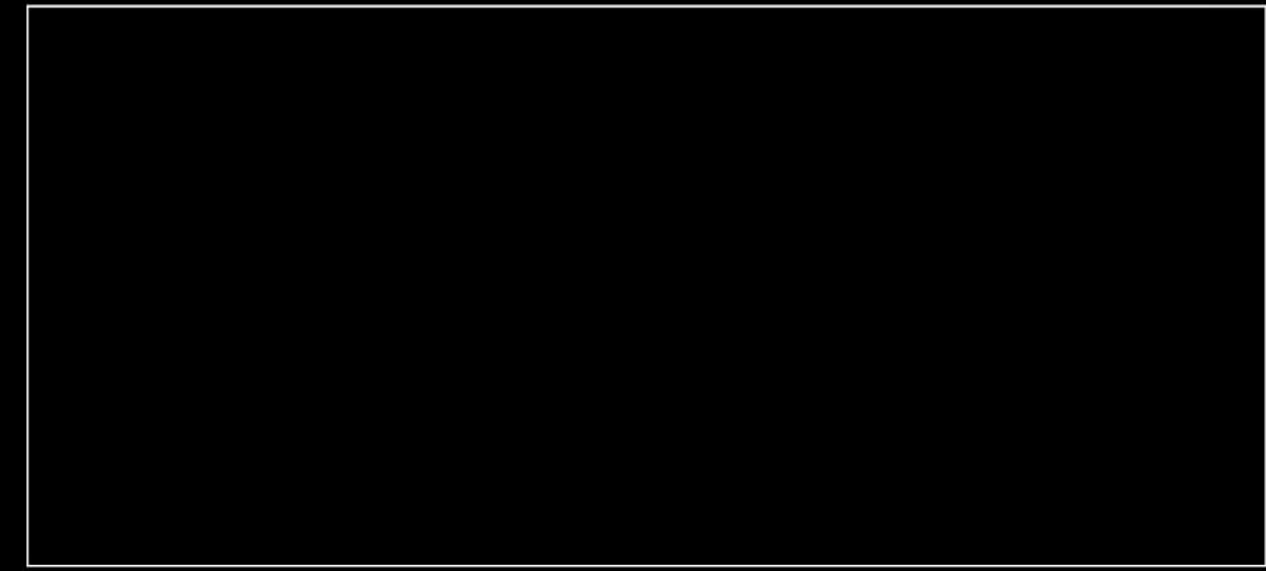
FINDING THEIR INSPIRATION IN OUR GEARING SYSTEMS, THE PATTERNS ARE MAINLY MEANT FOR A USAGE IN MOTION, ALTHOUGH THEY COULD ALSO BE DISPLAYED ON SPECIFIC STATIC SUPPORTS.



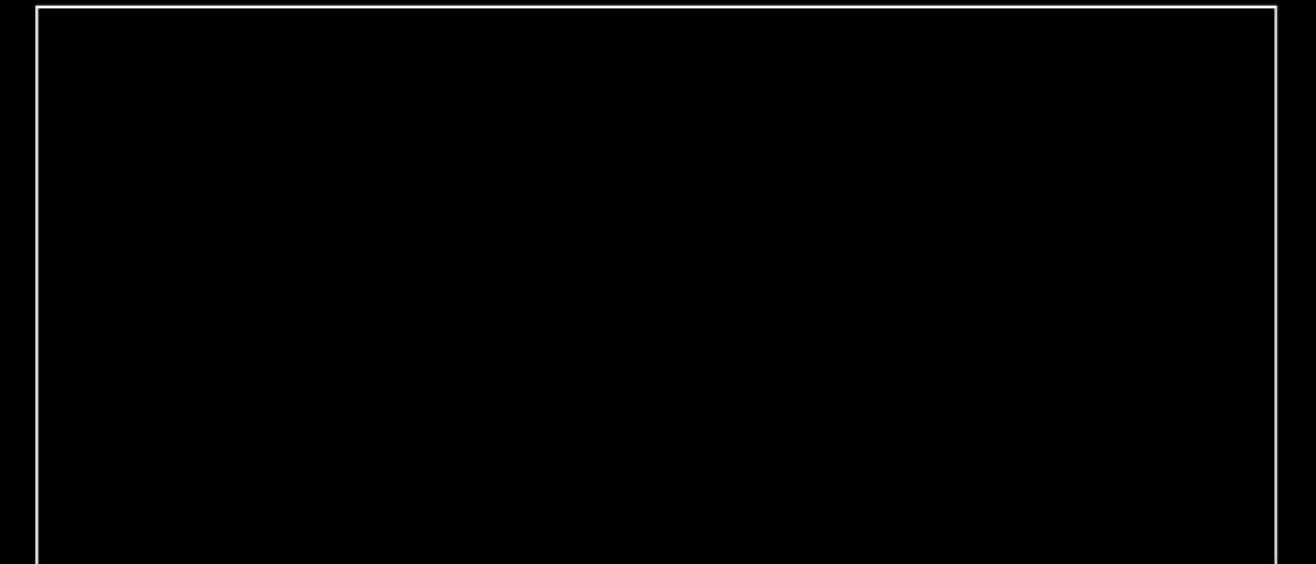
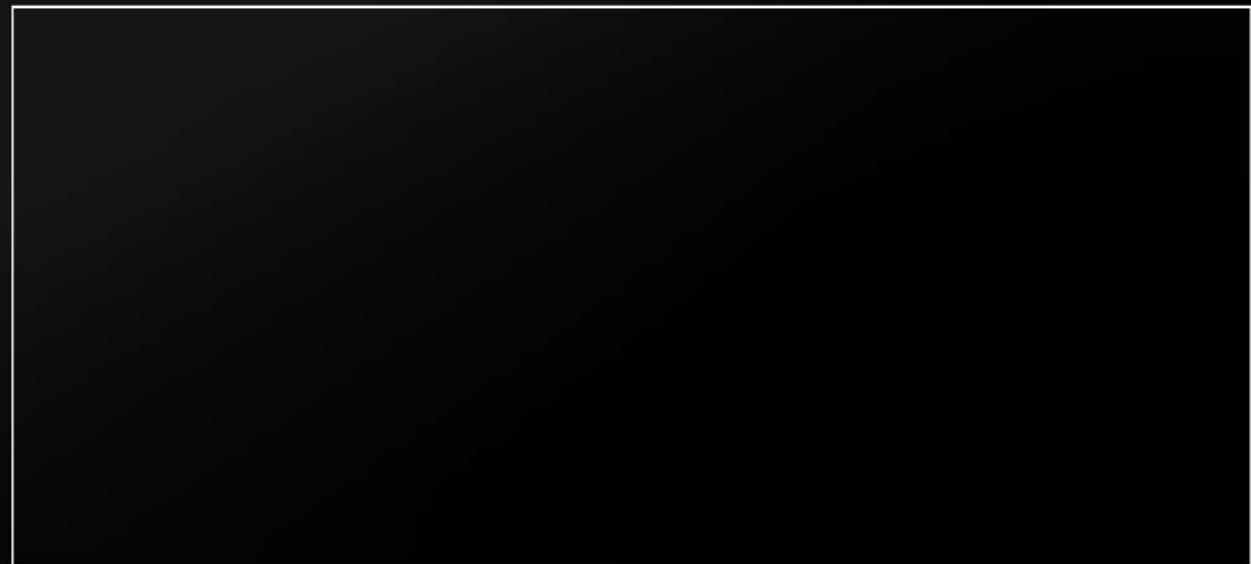
# PATTERNS



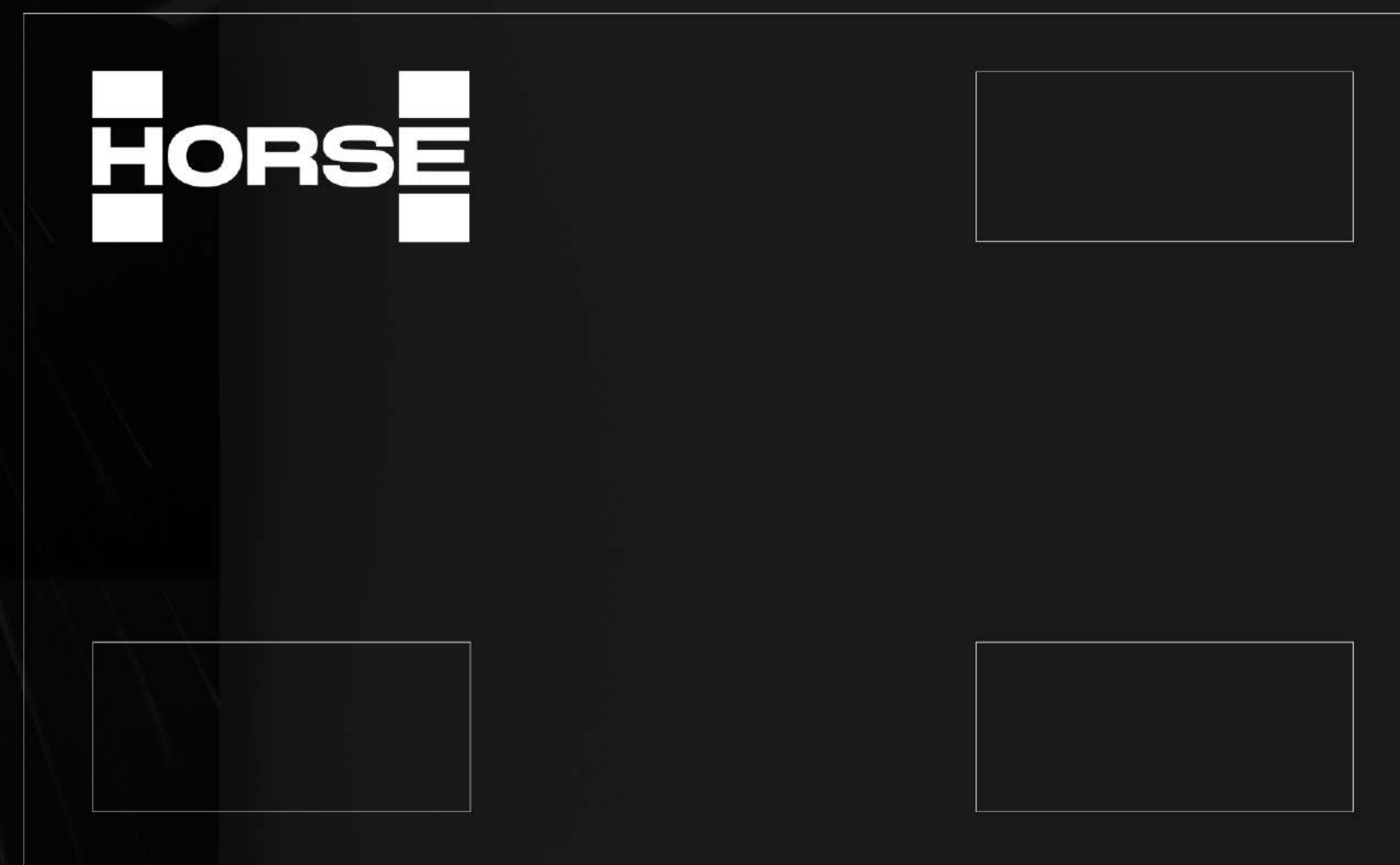
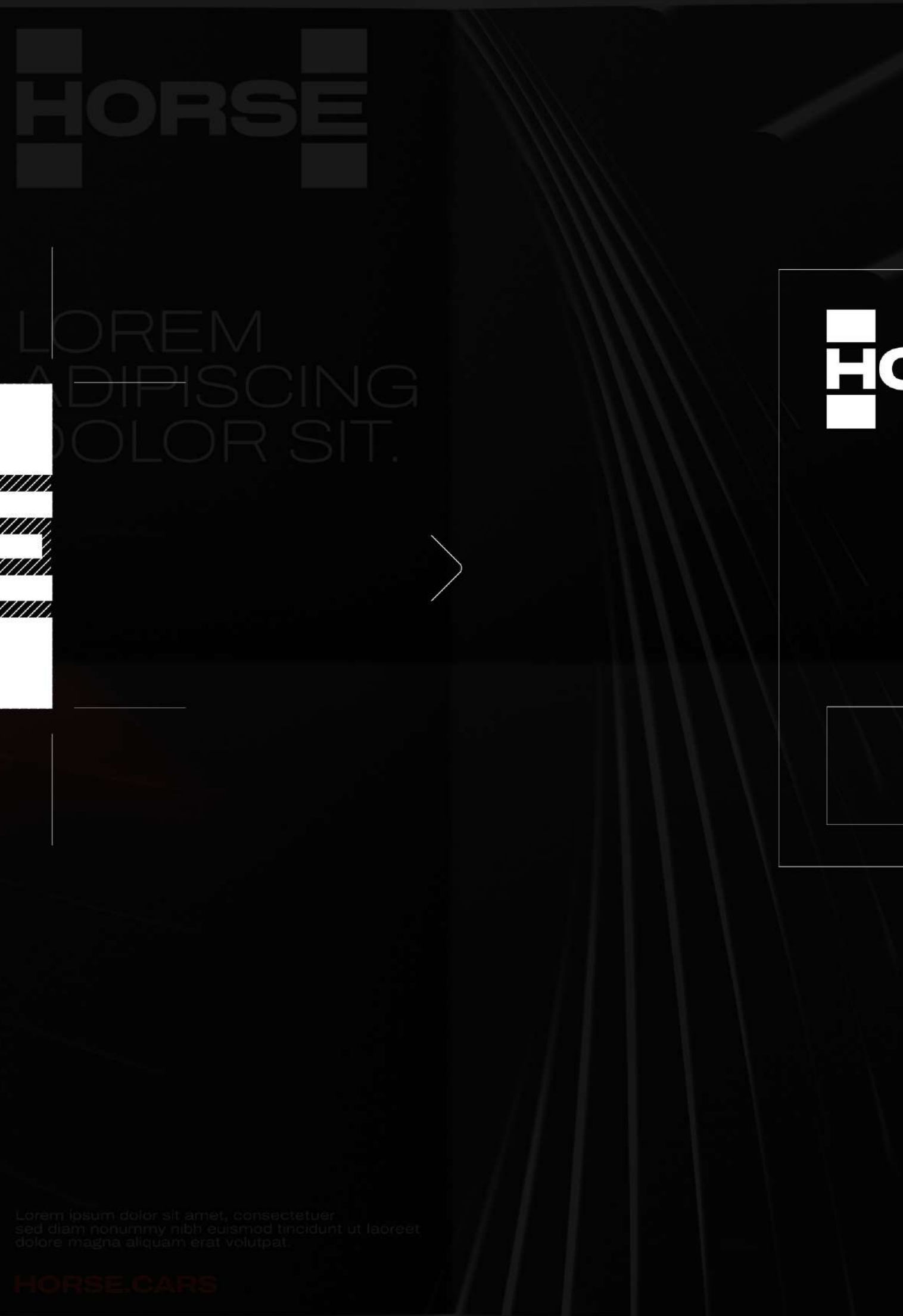




# 03 GRAPHICS SYSTEM



# GRAPHICS SYSTEM



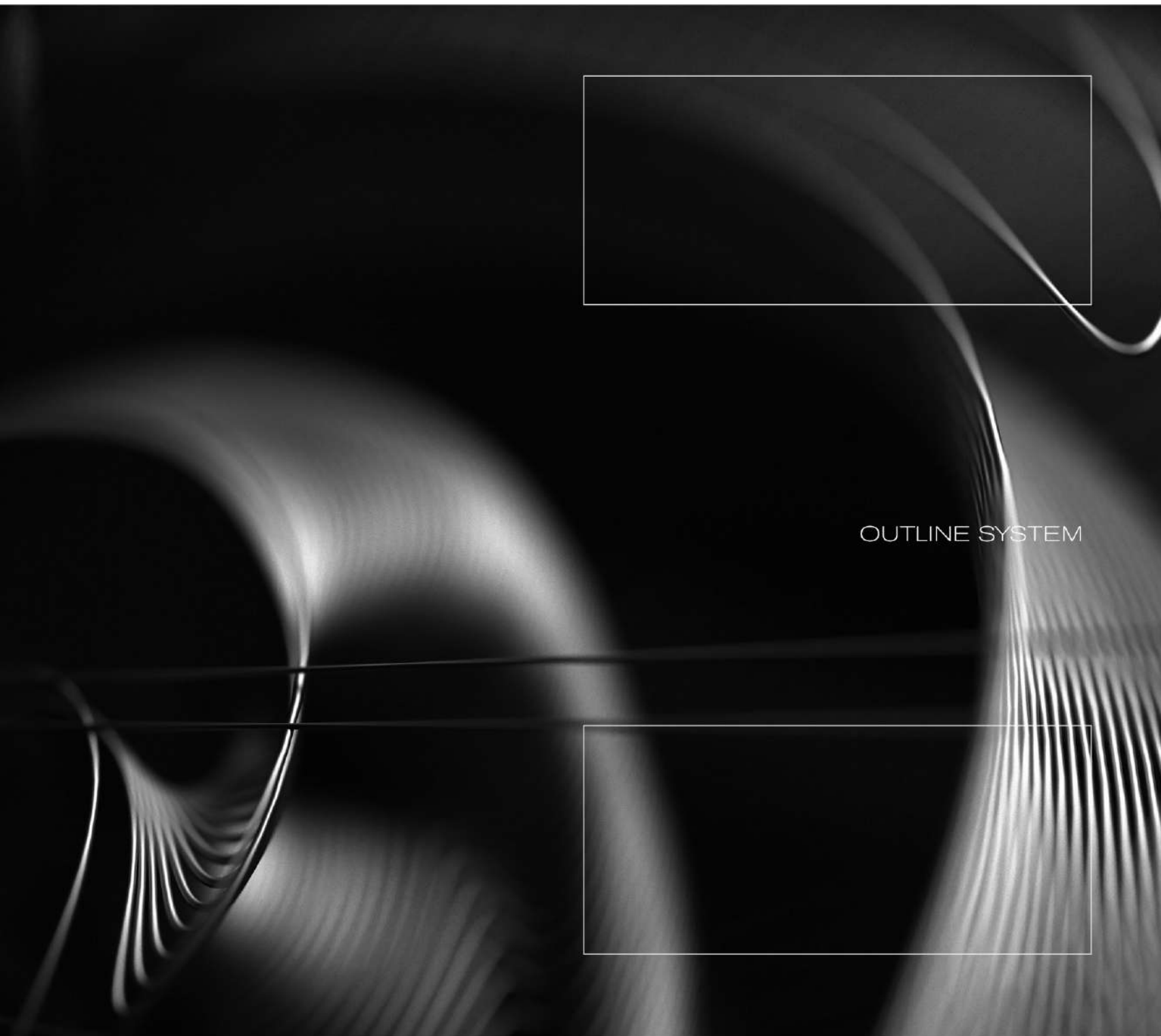
## GENERAL SPIRIT

BASED ON A POWERTRAIN'S 4-WHEEL SYSTEM, OUR SYSTEM AIMS TO DISPLAY 4 DEDICATED AREAS IN EACH CORNER OF A DOCUMENT.

**HORSE'S LOGOTYPE MUST ALWAYS BE PLACED IN THE TOP LEFT CORNER.**



# GRAPHICS SYSTEM



BACKGROUND WITH IMAGERY

## USES

**DEPENDING ON THE BACKGROUND OF THE DOCUMENT, YOU CAN USE THREE DIFFERENT TYPES OF FILLING, SEE ABOVE:**

— ON A DISTURBED AND/OR DARK IMAGE BACKGROUND, PREFER A SIMPLE OUTLINE SYSTEM.



GRADIENT SYSTEM



CLEAR OR WHITE BACKGROUND

— ON A CLEAR OR WHITE BACKGROUND, YOU CAN USE AN OUTLINE, A GRADIENT OR A VISUAL SYSTEM.

— ON A DARK OR BLACK BACKGROUND, YOU CAN USE AN OUTLINE OR A VISUAL SYSTEM.



IMAGERY

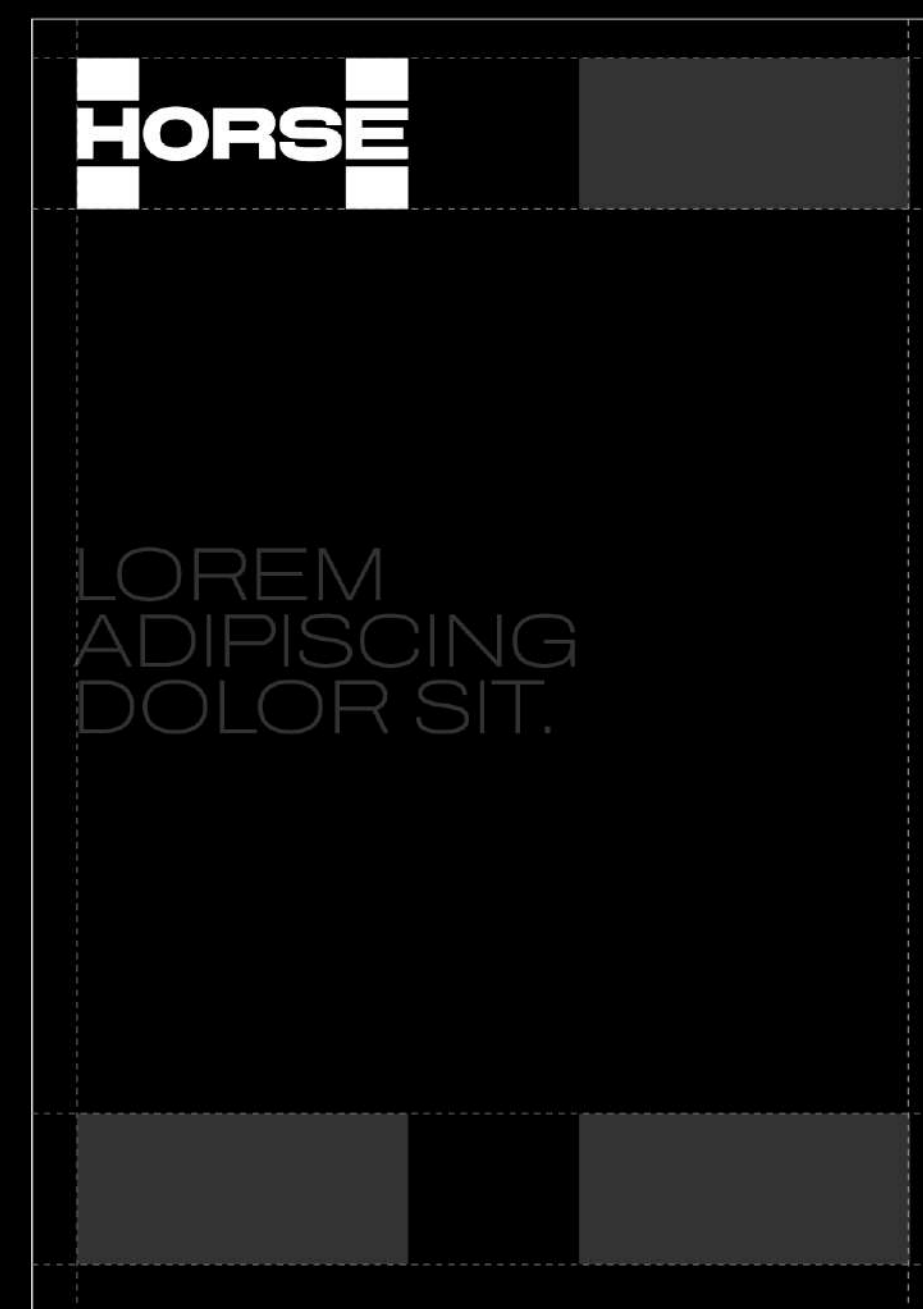


DARK OR BLACK BACKGROUND

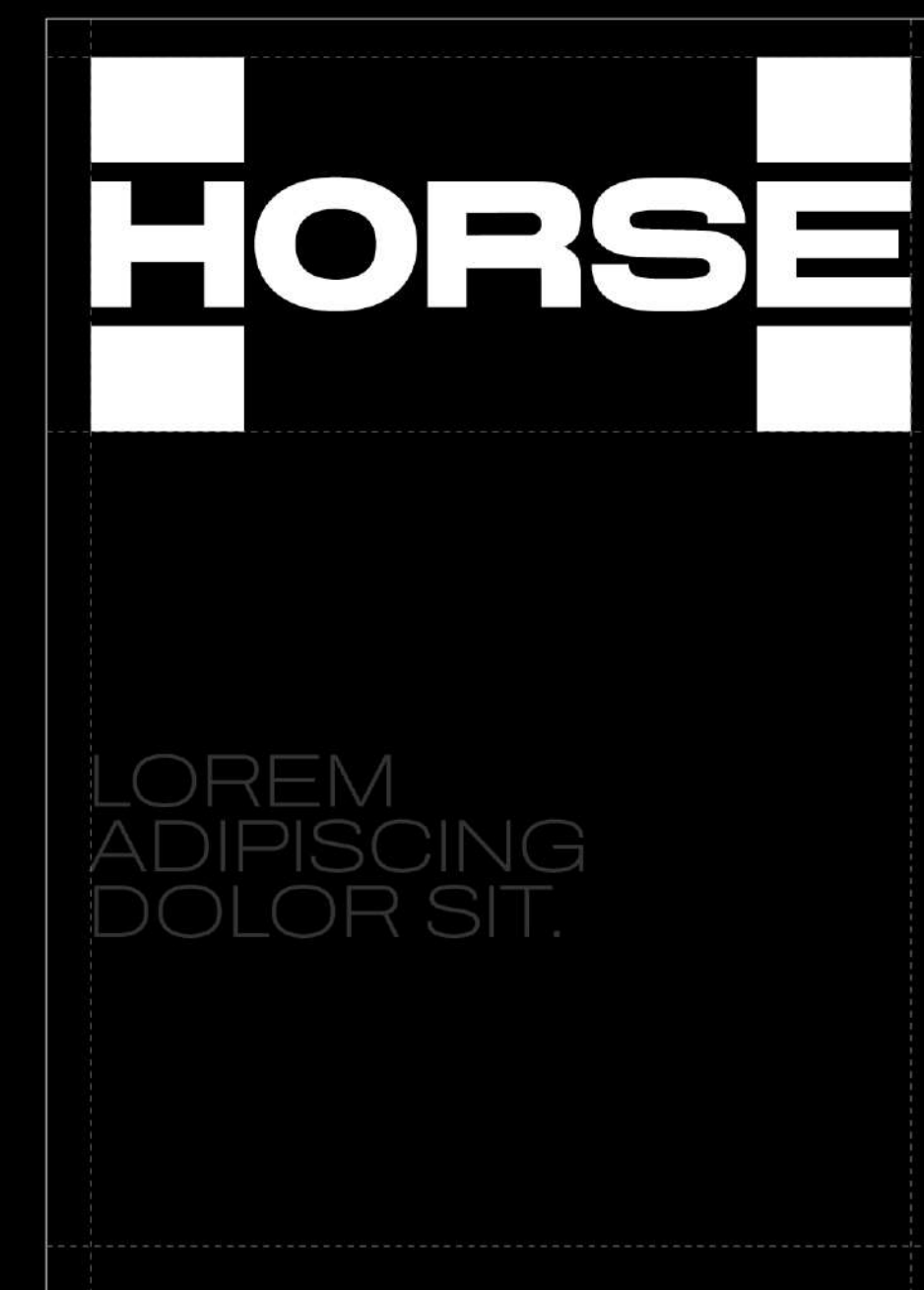
# GRAPHICS SYSTEM



SYSTEM 01



SYSTEM 02



SYSTEM 03

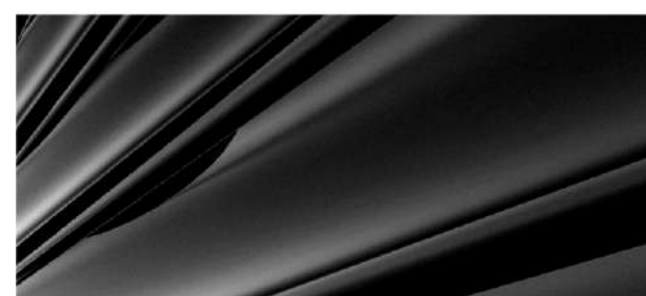
## EXAMPLES OF USE

TO ENSURE CONSISTENCY, FOLLOW THE BASIC LAYOUTS EXPOSED ABOVE, AND ALWAYS **MAKE SURE THE LOGOTYPE IS PLACED ON TOP LEFT OR TOP OF THE SUPPORT.**

# GRAPHICS SYSTEM



LOREM  
ADIPISCING  
DOLOR SIT.

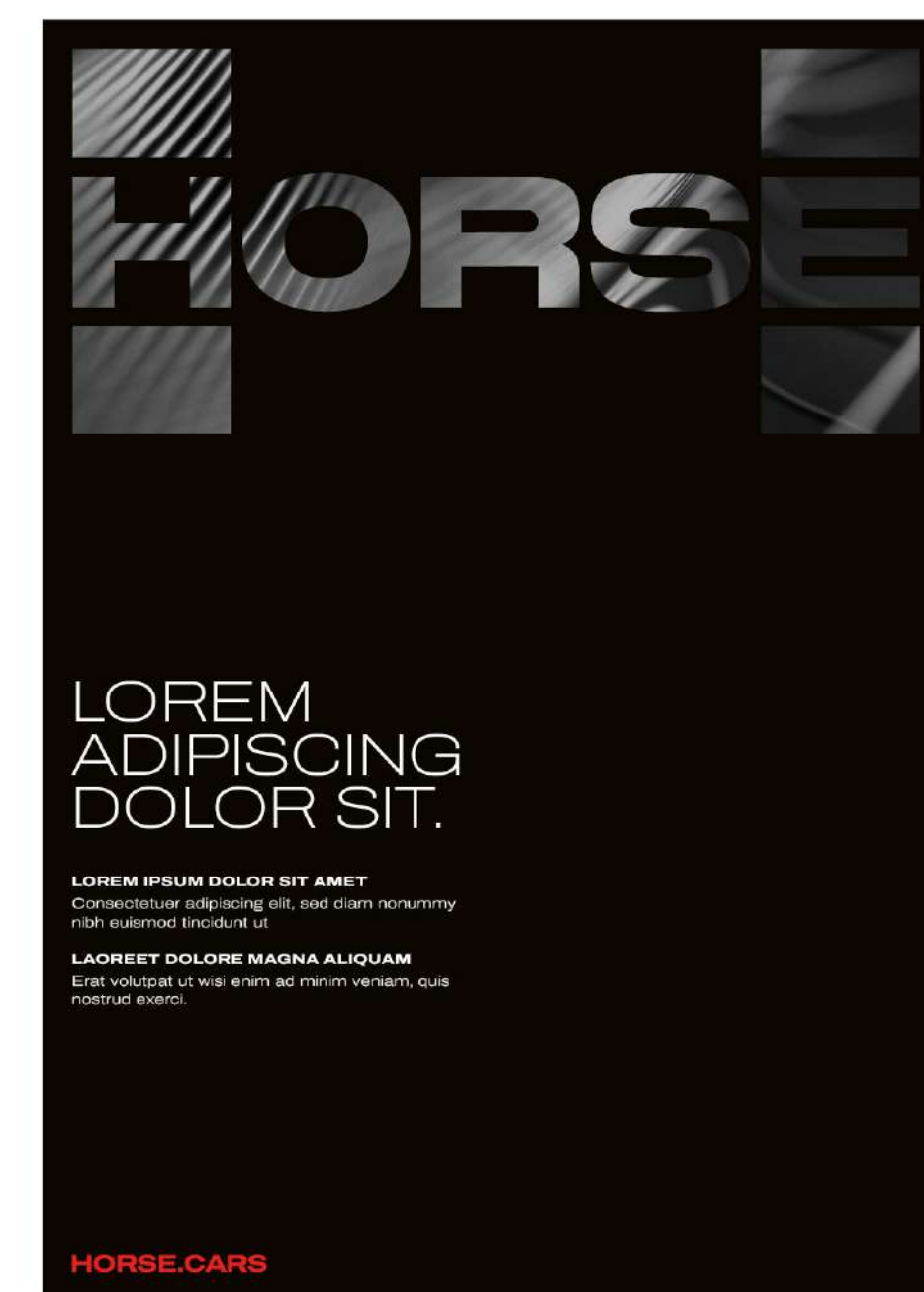


SYSTEM 01

## EXAMPLES OF USE



SYSTEM 02

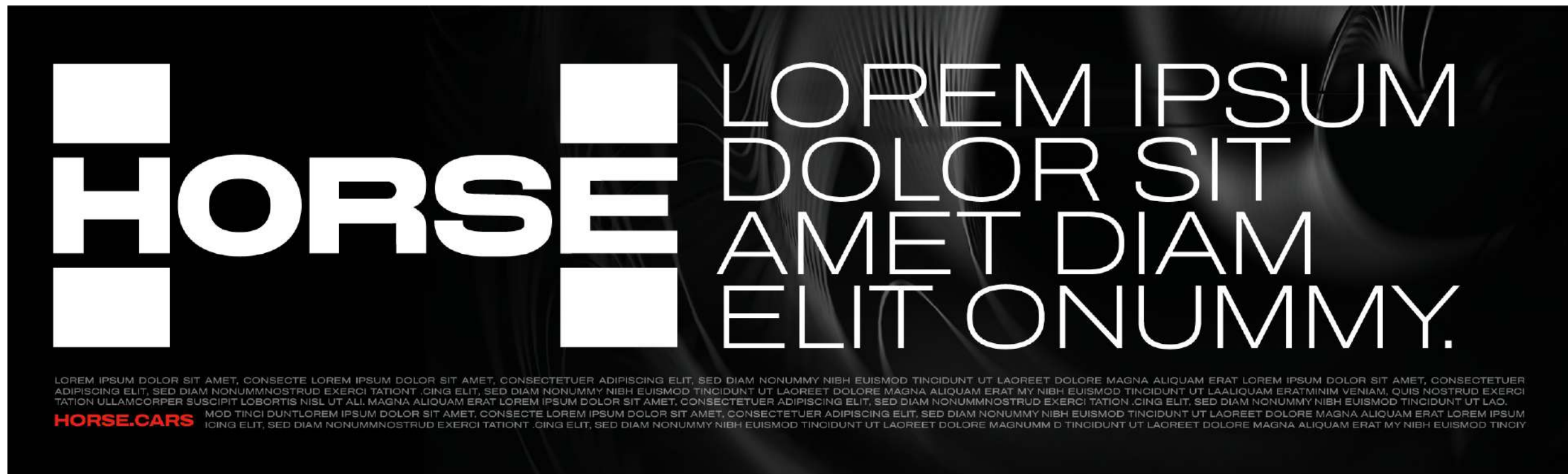


SYSTEM 03





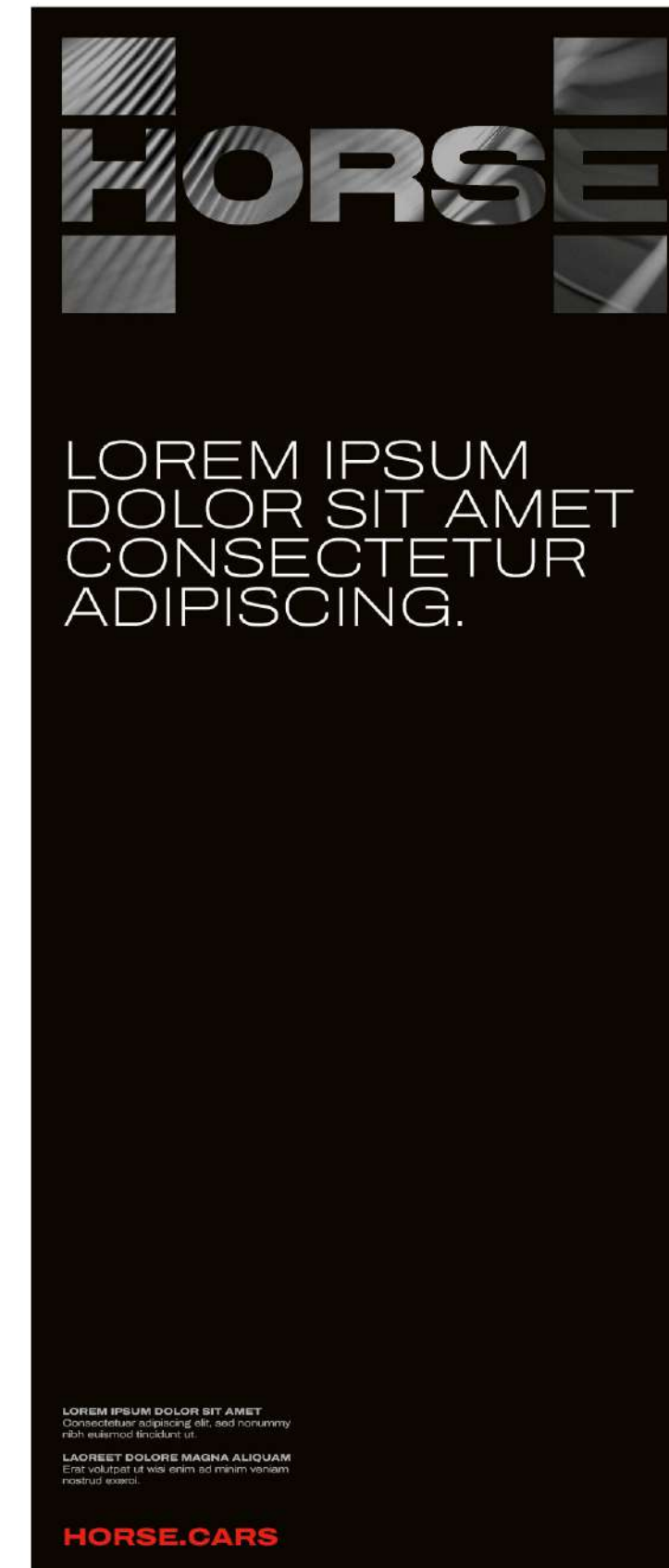
# GRAPHICS SYSTEM



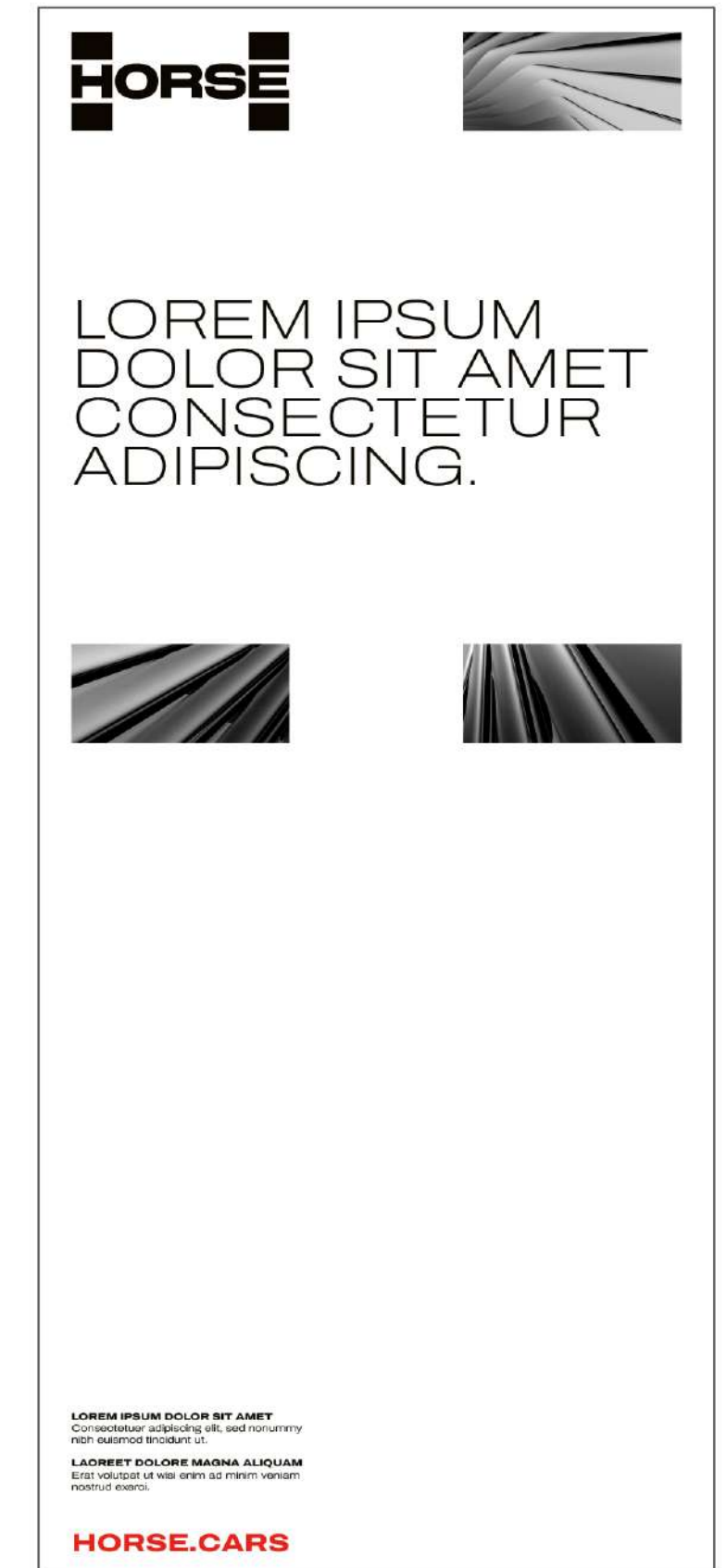
SYSTEM 01

## EXAMPLES OF USE

PLEASE NOTE THAT, WHENEVER POSSIBLE, THE HORSE.CARS URL SHALL BE DISPLAYED IN INTENSE RED.

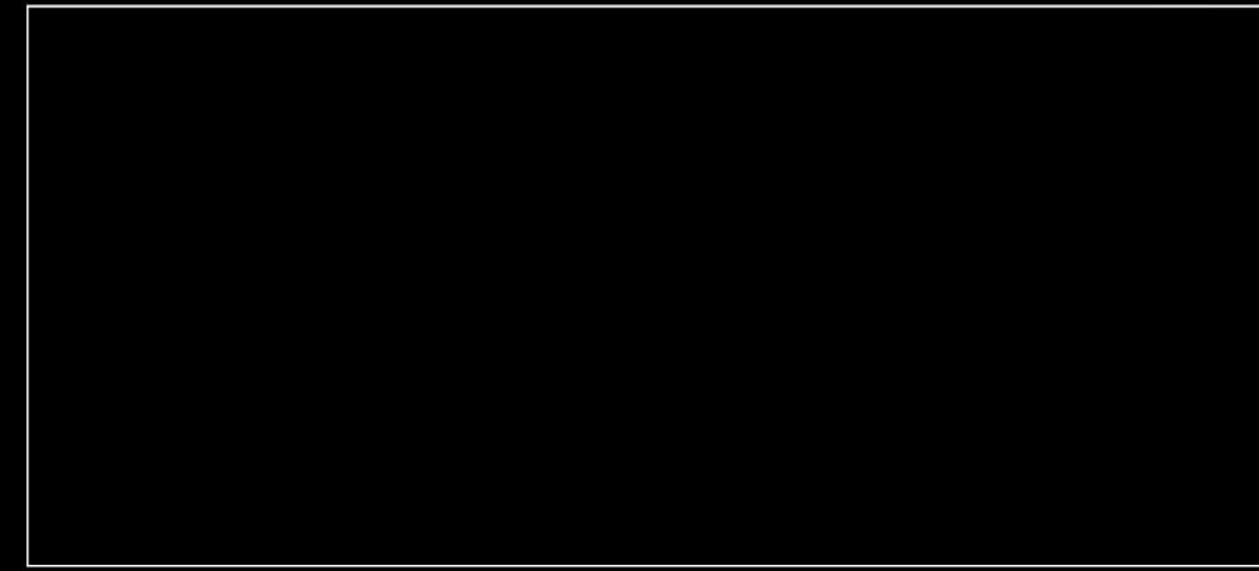


SYSTEM 02

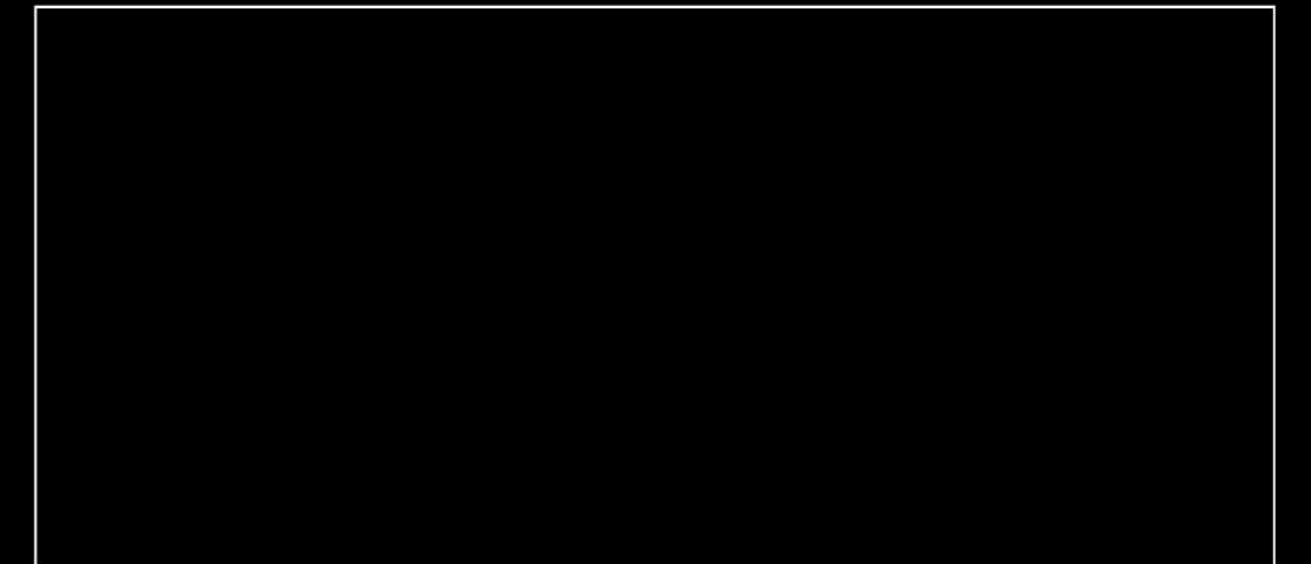
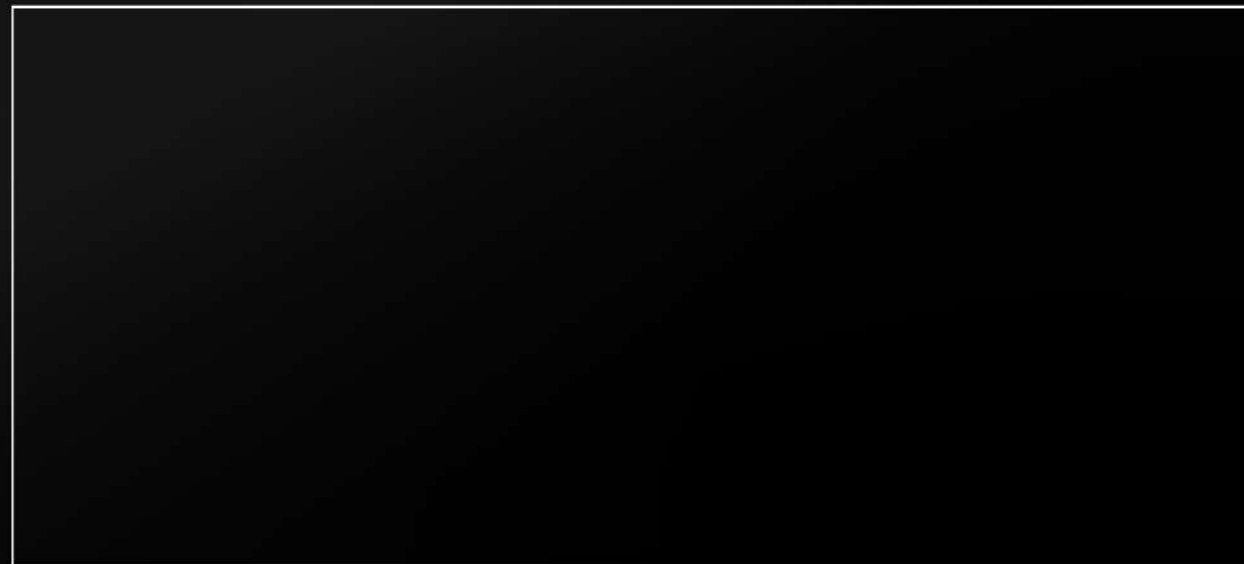


SYSTEM 03





# 04 APPLICATIONS







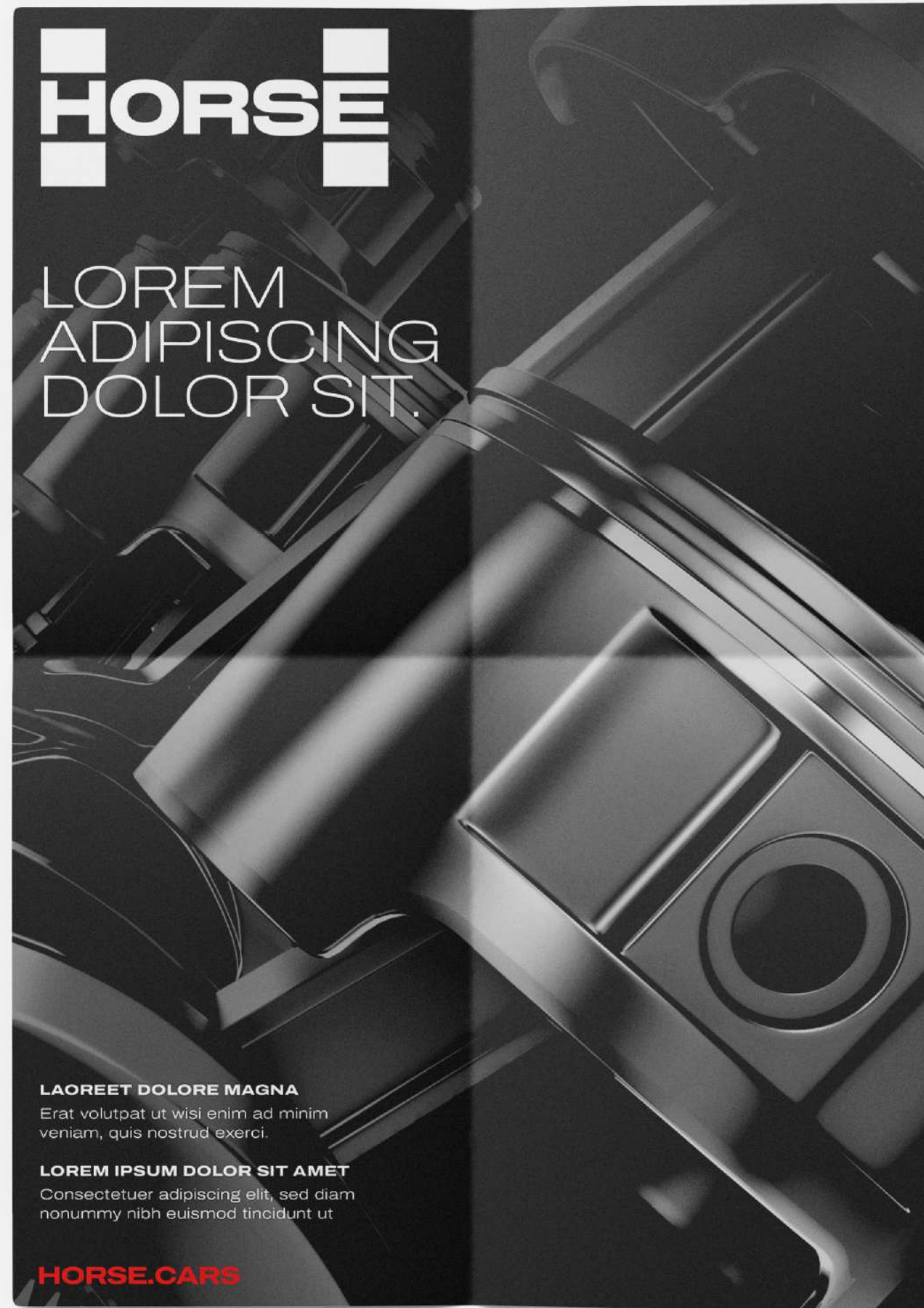


PPT



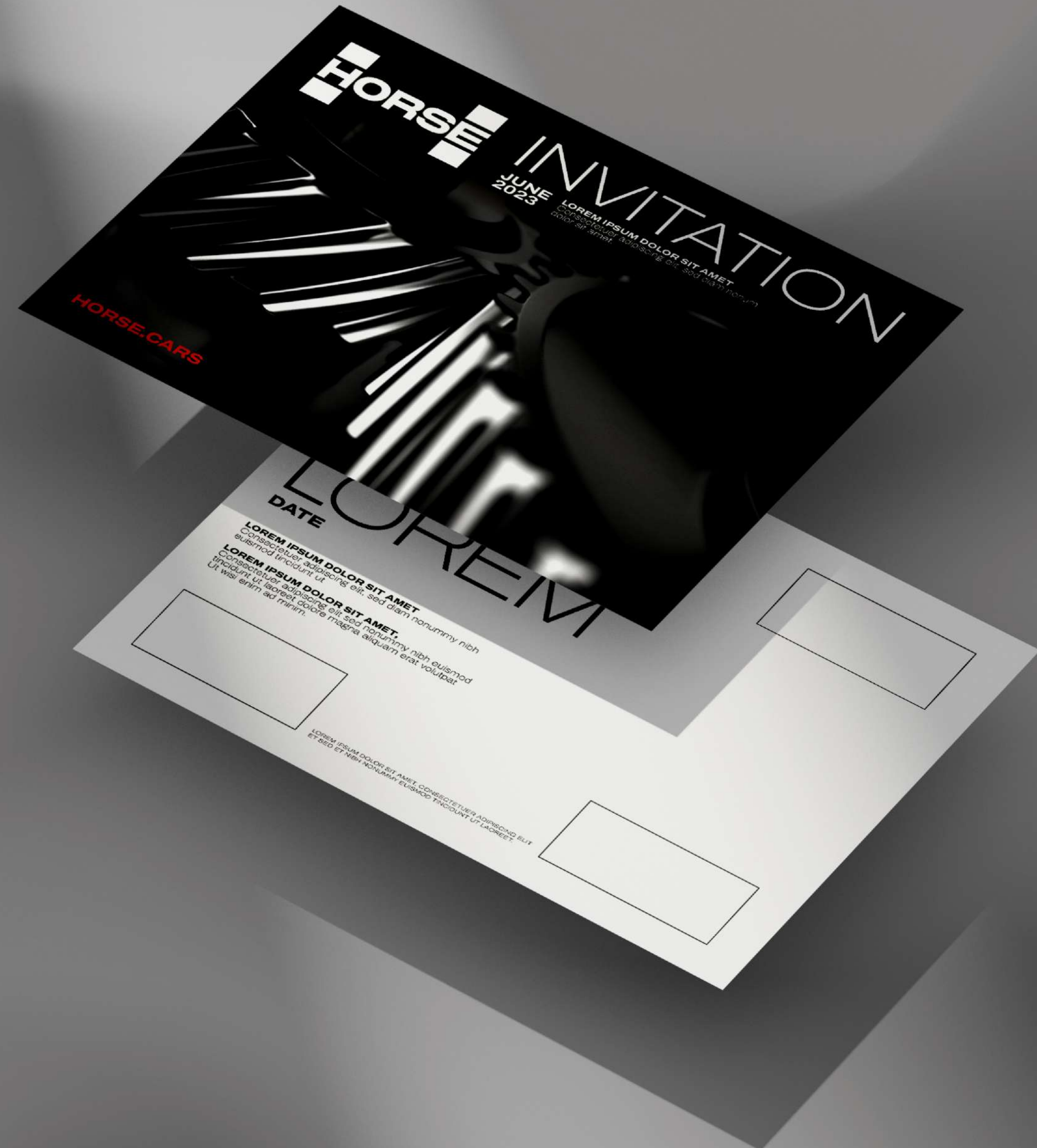


**PRINT**





# PRINT



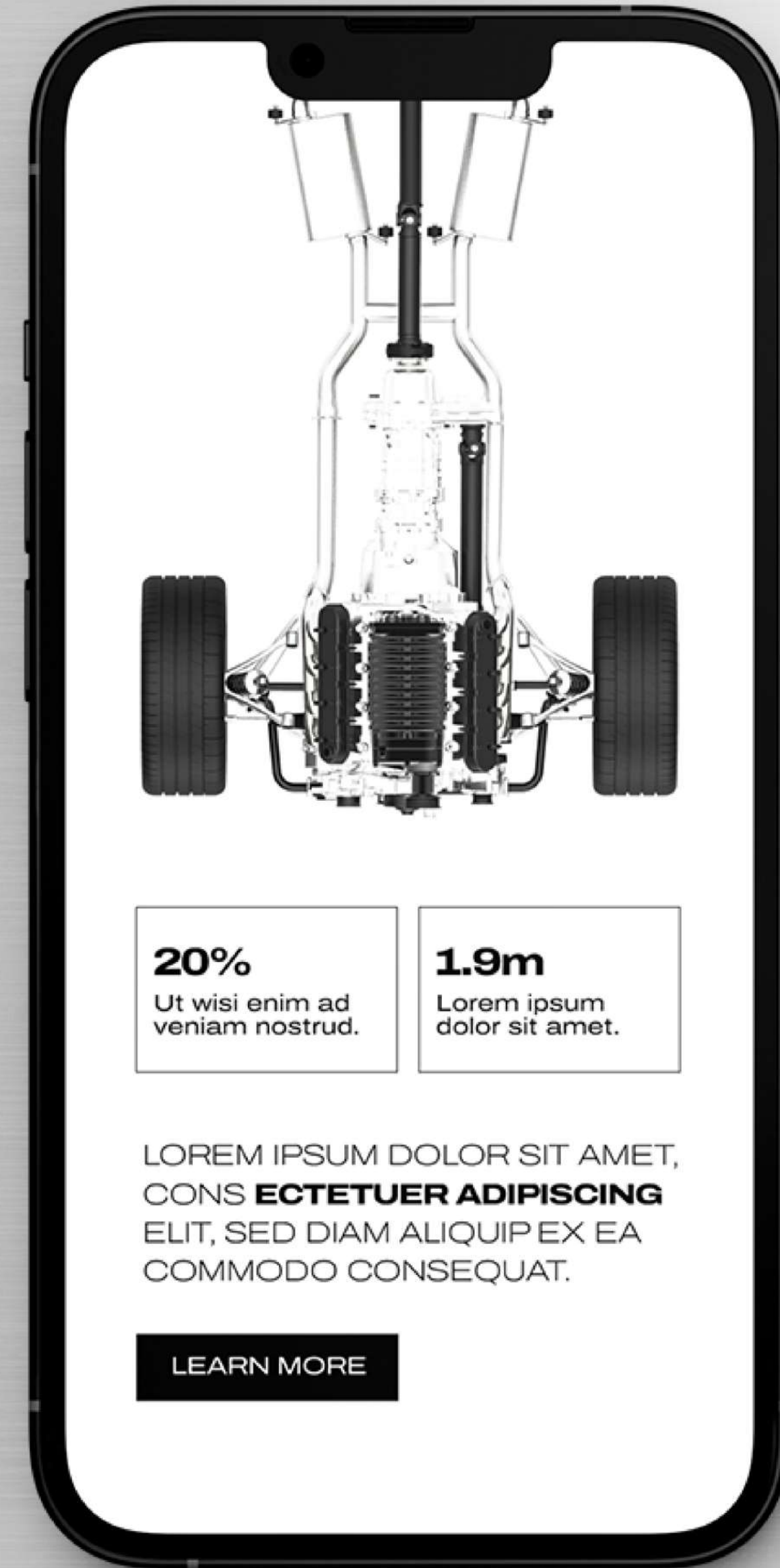
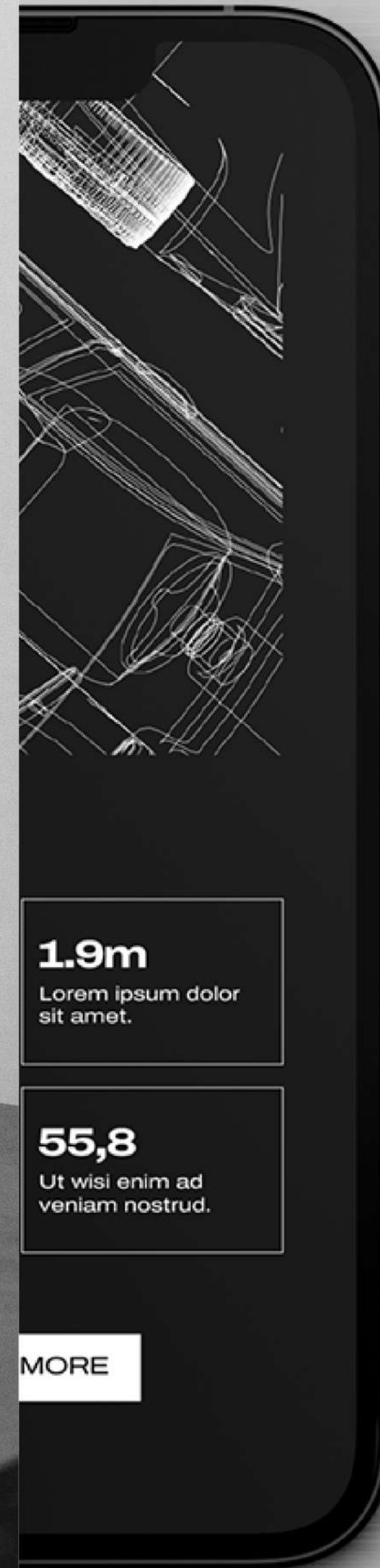


PRINT





# DIGITAL





**HORSE**

THANK YOU