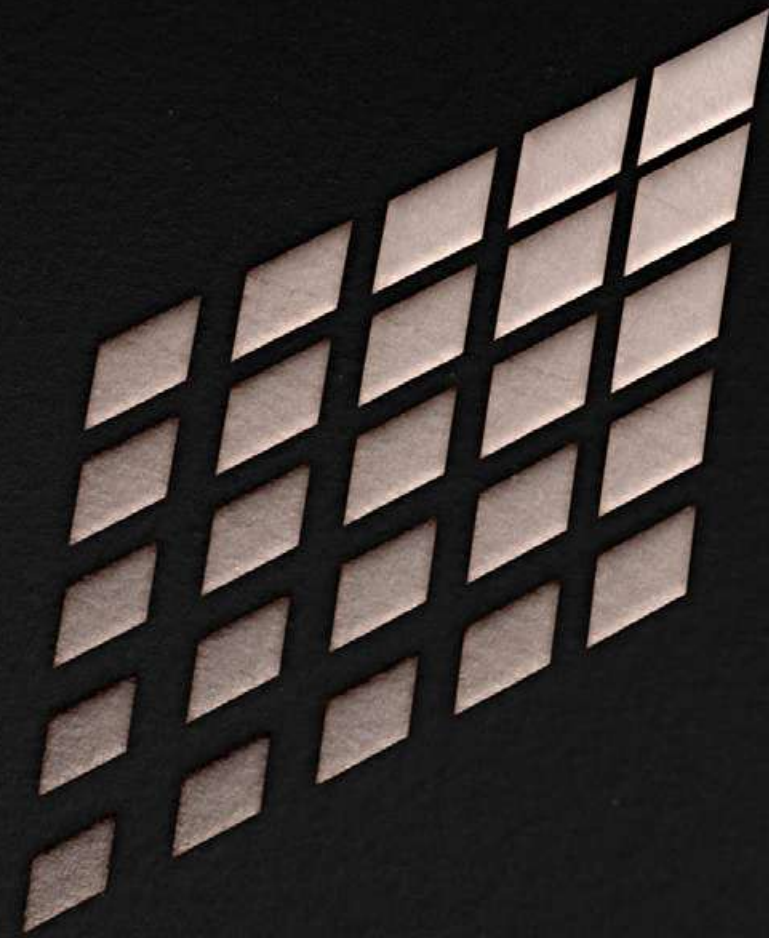




AMPERE

BRAND SHORTBOOK



AMPERE

01

— MANIFESTO



MANIFESTO

**The latest innovation coming from Renault is not a car
it is a new model of car company.**

A model that will open a new chapter in our industry.

Of course, it's driven by tech with electric vehicles at its heart.

But electric vehicles are not only about energy, power and traction.
They are about a complete new experience.

Not only connected to the grid, but connected to life.

Not only recycled materials, but building a circular
economy that better serves people and planet.

A complete eco-system, sustainable by nature,
with software and AI driving new customer journeys,
personalized to the full.

A new model of car company is born today,
with the spirit of "the voiture à vivre
and the French heritage of creativity in design and engineering.

With Ampere, Renault Group integrates R&D, software, car and service design in one.

Ampere is born today.

Agile and young by nature with a century of know-how,
ready to take the lead as a European champion.

ELECTRIFYING THE AUTOMOBILE

02

CORE ELEMENTS





AMPERE

LOGOTYPE

THE DIAMOND — Our logo combines a pure and elegant Ampere typogram with a diamond - a nod to our heritage, which breaks down into 25 diamonds to embody the many human and technological forces that will drive our brand.



AMPERE

SCANDIUM DIAMOND, SILICON GRAY TYPOGRAM

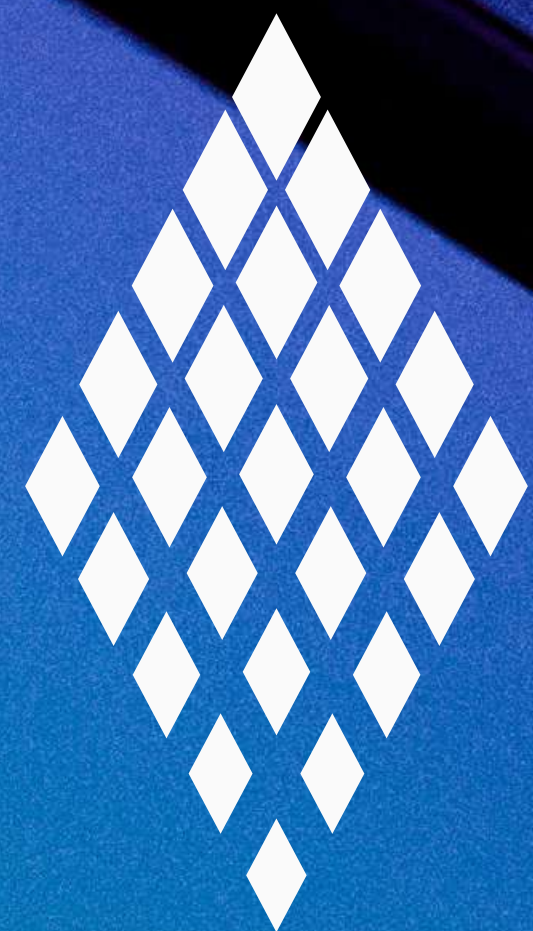


AMPERE

SCANDIUM DIAMOND, EIGENGRAU TYPOGRAM

LOGOTYPE

SCANDIUM LOGOTYPE — This is the main version of our logo: the diamond is in scandium (see the colors part), and the typogram in either eigengrau or silicon gray, depending on the background on which the mark is displayed.



AMPERE

SILICON GRAY MONOCHROME LOGOTYPE

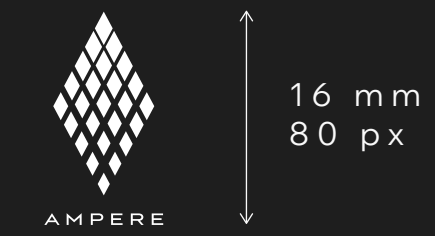
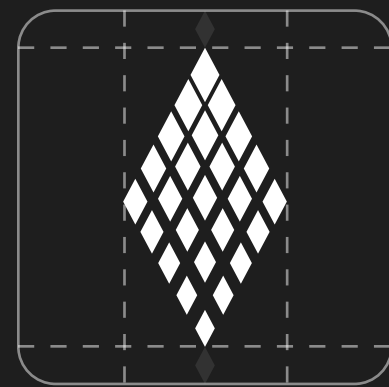


AMPERE

EIGENGRAU MONOCHROME LOGOTYPE

LOGOTYPE

MONOCHROME LOGOTYPE — On some disturbed backgrounds and/or whenever the readability of the scandium logo is threatened, the monochrome logotype should be preferred: in its silicon gray version on dark backgrounds, or eigengrau on clear backgrounds.



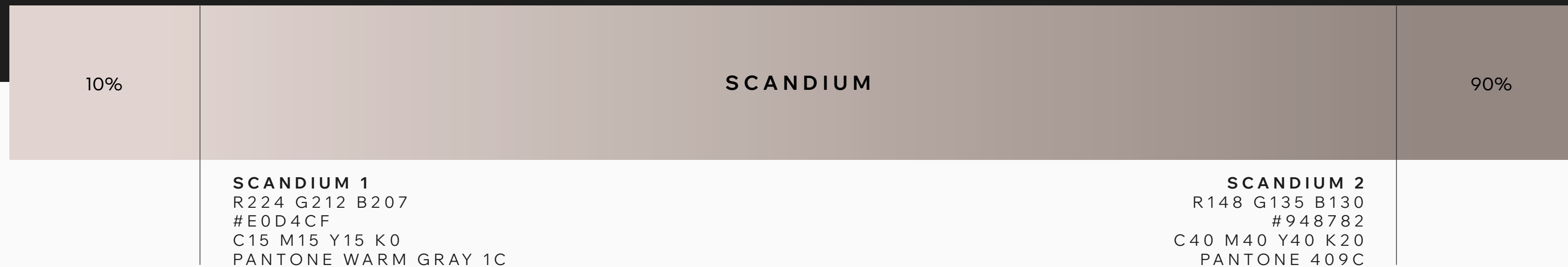
LOGOTYPE

MINIMUM SIZE & PROTECTION ZONE — A protection zone for our logo has been established: when using it with other text or graphic elements, give it the space it deserves.

Also, to ensure its visibility, make sure to respect the rule of the minimum size shown above.

EIGEN GRAU

R30 G30 B30
#1E1E1E
C0 M0 Y0 K95
PANTONE 246C



R250 G250 B250
#FAFAFA
C0 M0 Y0 K5

SILICON GRAY

COLORS

PRIMARY RANGE — Ampere has 3 main colors:

- The **Scandium**, a rare and precious metal used in advanced industries: it consists of a gradient between two values, Scandium 1 and Scandium 2
- The **Silicon Gray**, a soft, energy-efficient white
- The **Eigengrau**, or intimate gray, the color you see when you close your eyes

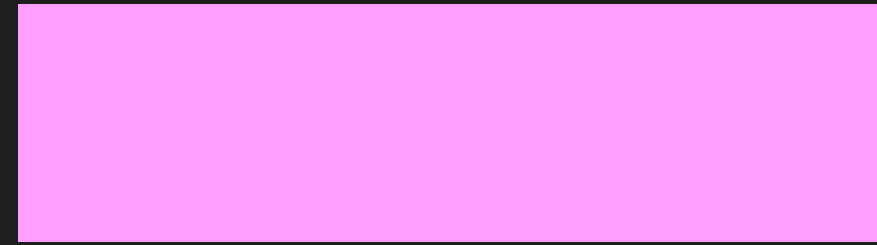
GRADIENTS COLORS



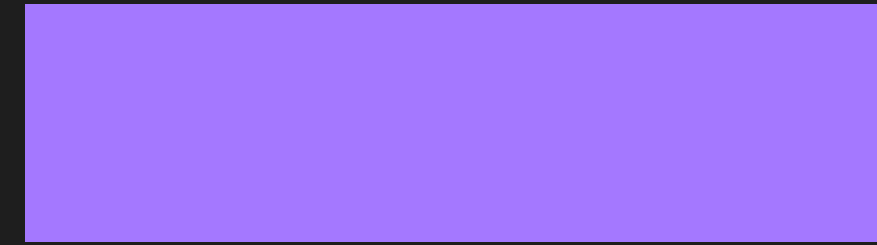
DIGITAL GOLD
R237 G219 B219
#EDDBDB
C10 M15 Y15 K0



ELECTRIC BLUE
R121 G235 B255
#79EBFF
C50 M0 Y7 K0
PANTONE 310 U



VIVID PINK
R255 G159 B255
#FF9FFF
C5 M50 Y0 K0
PANTONE 244 U

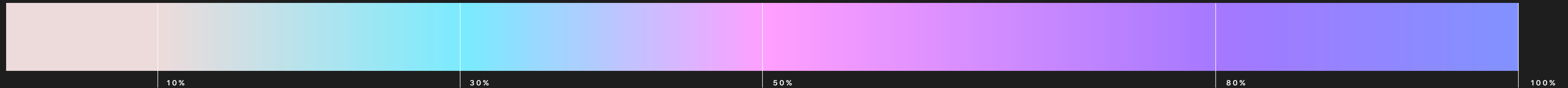


TECH PURPLE
R164 G120 B255
#A478FF
C45 M50 Y0 K0
PANTONE 2725 U



METALLIC BLUE
R128 G147 B255
#8093FF
C55 M40 Y0 K0
PANTONE 2129 U

LINEAR GRADIENT



ORGANIC GRADIENT



COLORS

SECONDARY RANGE — 5 colors have been established, from our digital and hi-tech universe. These colors can be used sparingly to rhythm your speeches or highlight certain elements, alone, or in gradient.

2 gradient versions are possible:

- A linear gradient
- An organic gradient

WIX MADEFOR DISPLAY

TITLES — LETTER-SPACING : 250PT

REGULAR

A a B b C c D d E e

FfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

BOLD

A a B b C c D d E e

FfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

MEDIUM

A a B b C c D d E e

FfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

SEMIBOLD

A a B b C c D d E e

FfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

EXTRABOLD

A a B b C c D d E e

FfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

NouvelR

Subtitles & paragraph — Letter-spacing : 0 pt

Light

AaBbCcDdEe

FfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Regular

AaBbCcDdEe

FfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold

AaBbCcDdEe

FfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Aa Aa

WIX FOR THE TITLES
FIRST LINE IN REGULAR
LAST LINE IN BOLD
LETTER-SPACING : 250 PT

X'S HEIGHT : 1.23
LINE-SPACING

AMPERE DESIGNED
TO BE A LEADER

As a fully independent offshoot of Renault Group, Ampere is ideally positioned to develop, manufacture and sell the Battery Electric Vehicles (BEV) of the future, featuring the most cutting-edge software-defined vehicle (SDV) technology.

Nouvel R
For regular text

TYPEFACES

TYPEFACES — Two specific fonts are available to dress our speeches:

- The Wix Madefor Display, for titles and key messages
- The Nouvel R for bodycopy

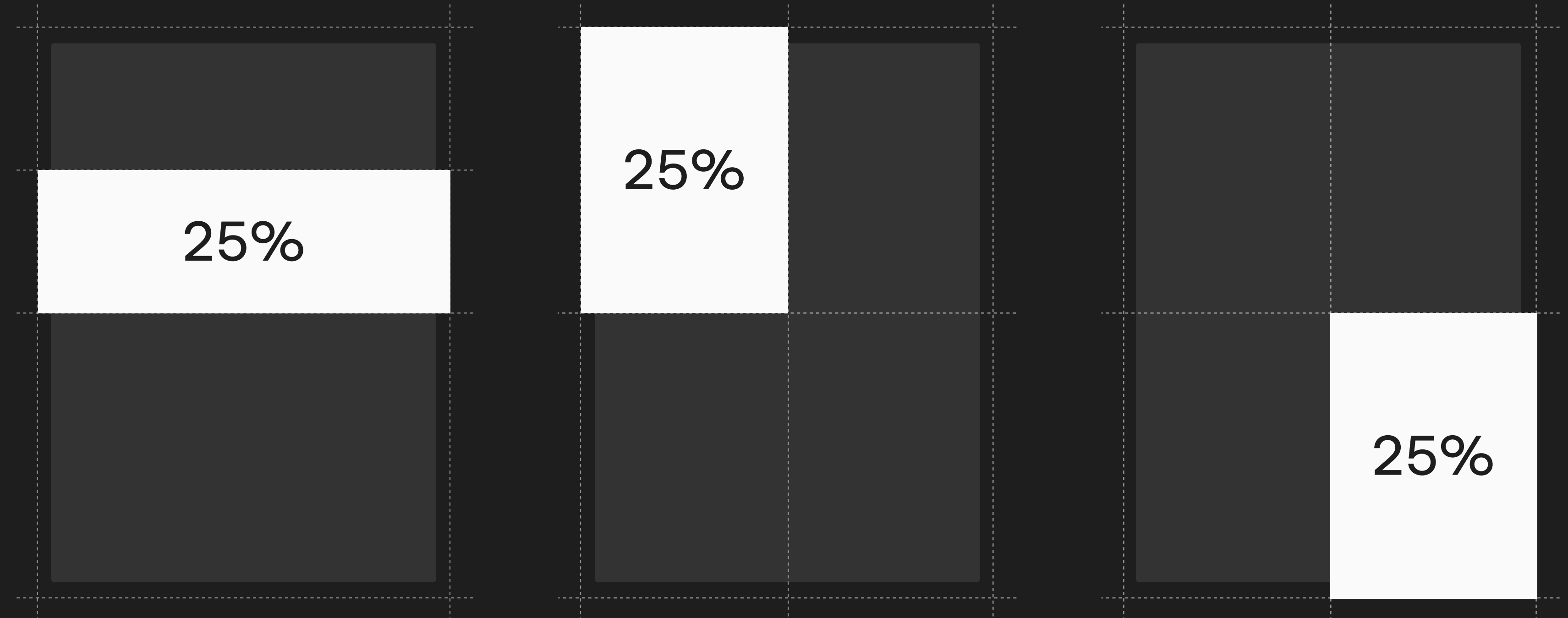
25%

SILICON
GRAY
BACKGROUND

75%

EIGENGRAU
BACKGROUND

EXAMPLES ON A SAME SUPPORT
EIGENGRAU/SILICON GRAY RATIO

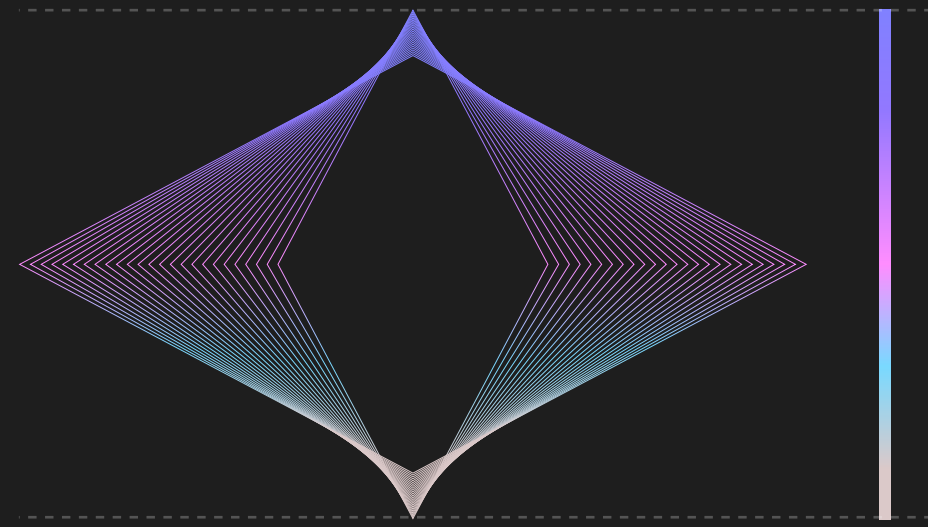


INGREDIENTS

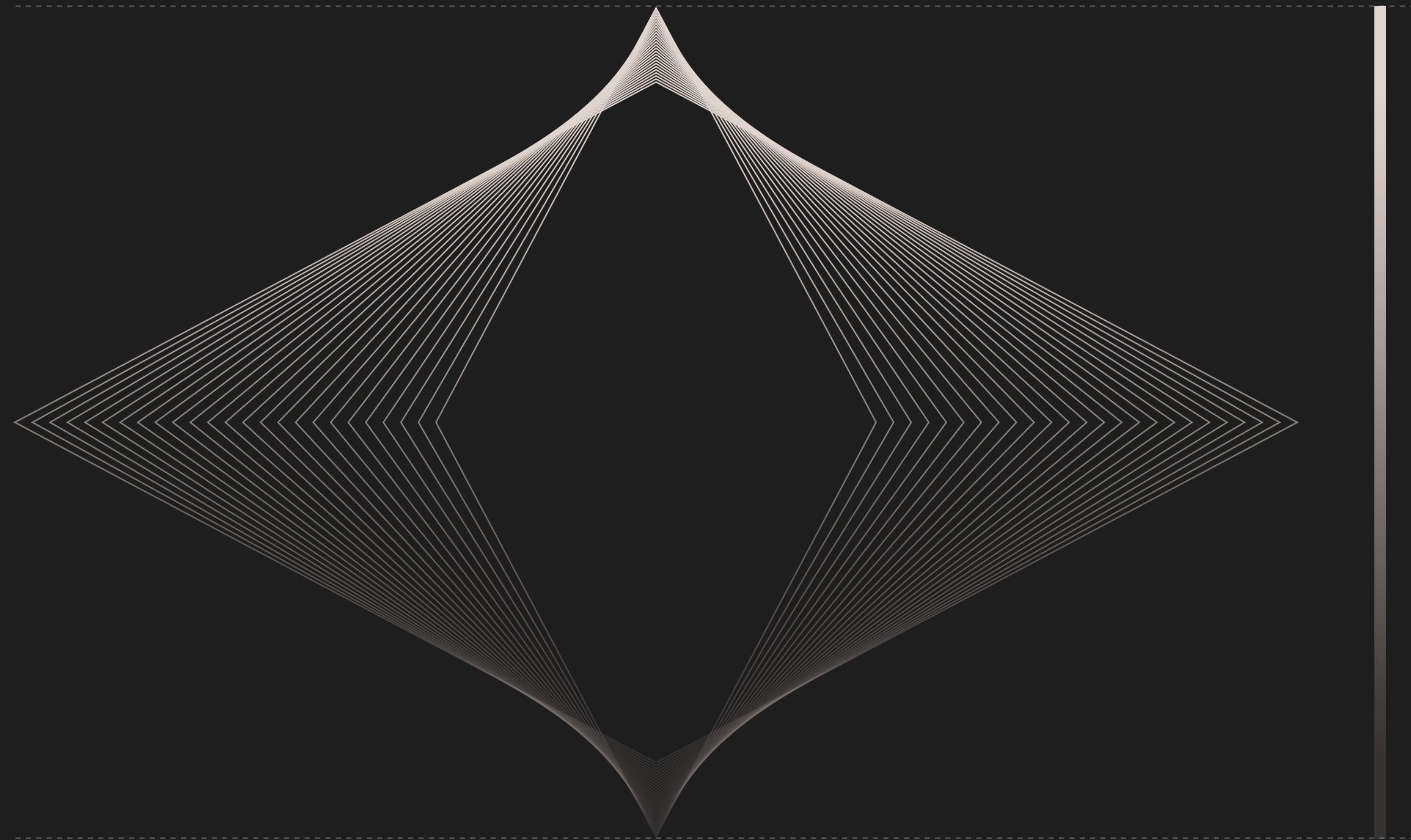
PLAIN BACKGROUND — Our identity can live on light and dark backgrounds. By default, eigengrau backgrounds, more elegant and less energy consuming in digital are preferred, alternating with silicon gray backgrounds to rhythm the speeches.

For certain media or uses (especially print), silicon gray backgrounds may be preferred.

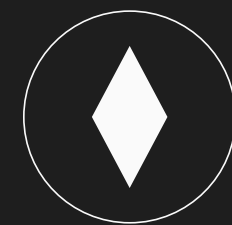
GRADIENT
SECONDARY VERSION - 25%



SCANDIUM
PRIMARY VERSION - 75%

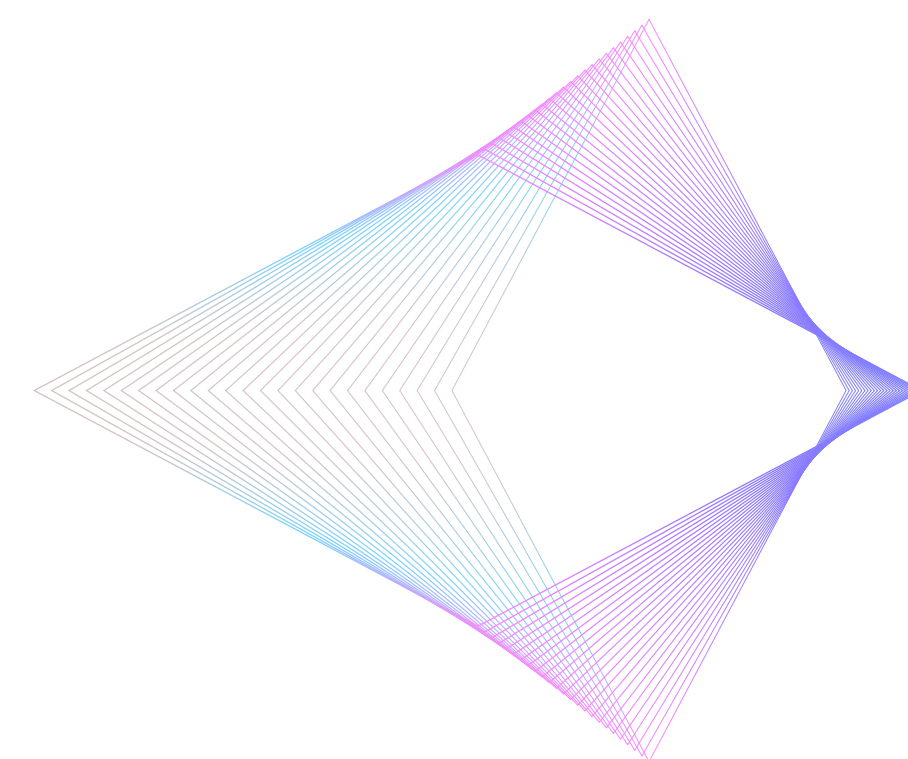
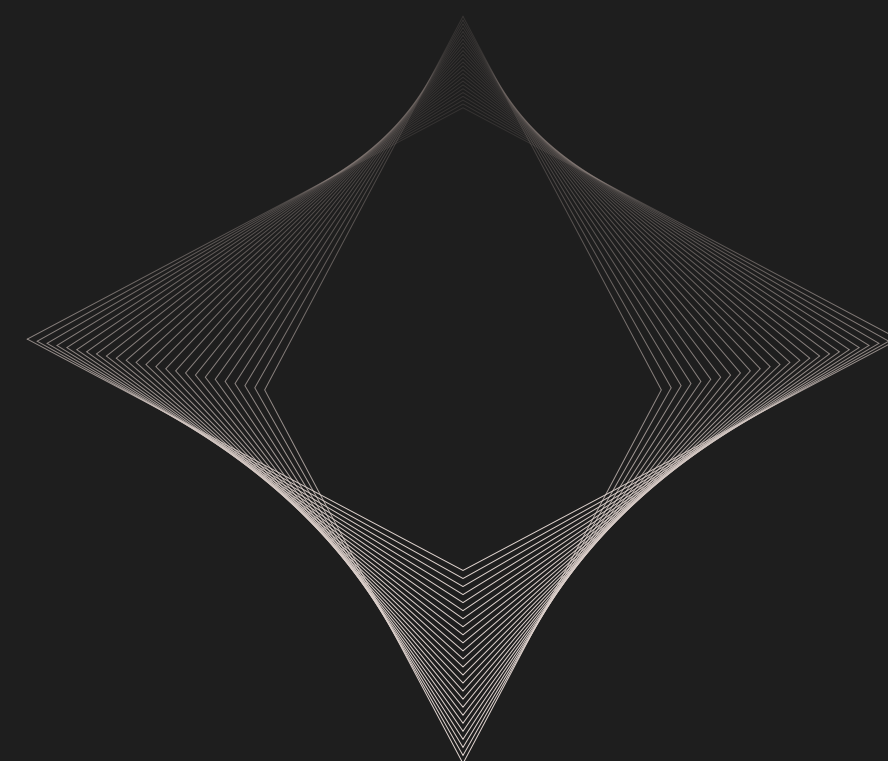
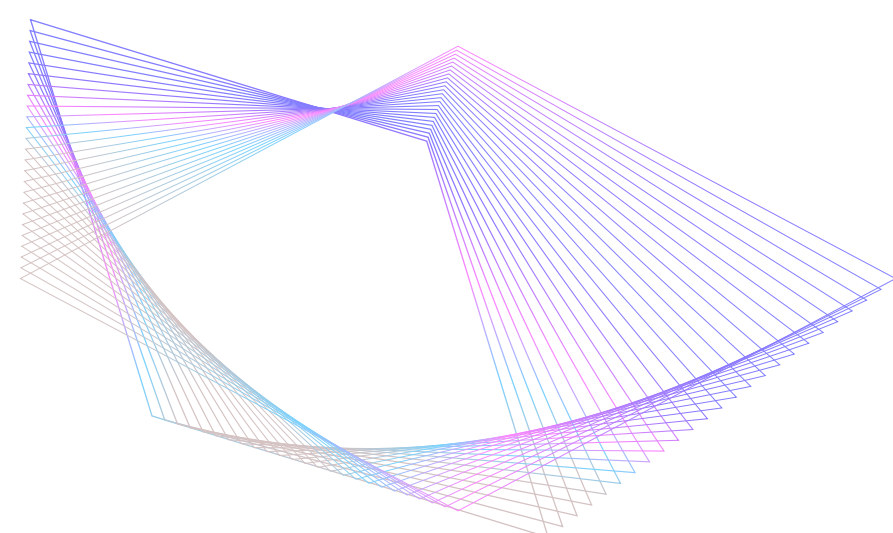
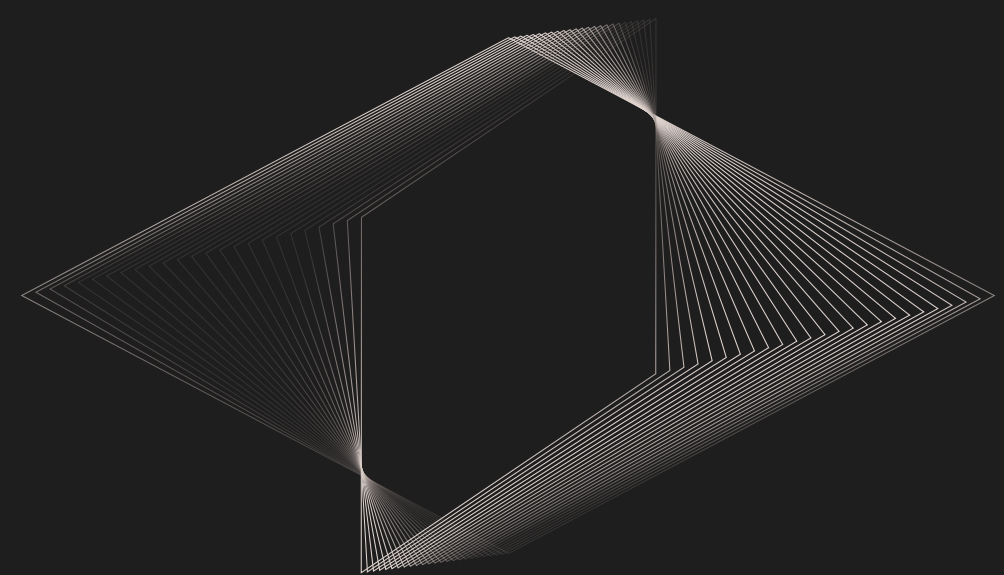
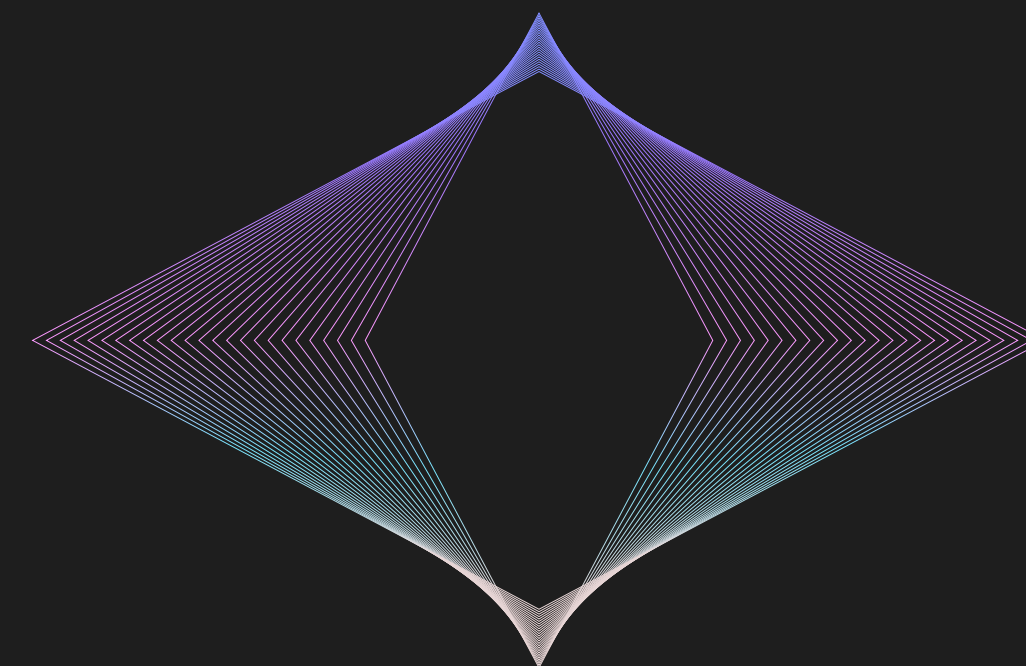
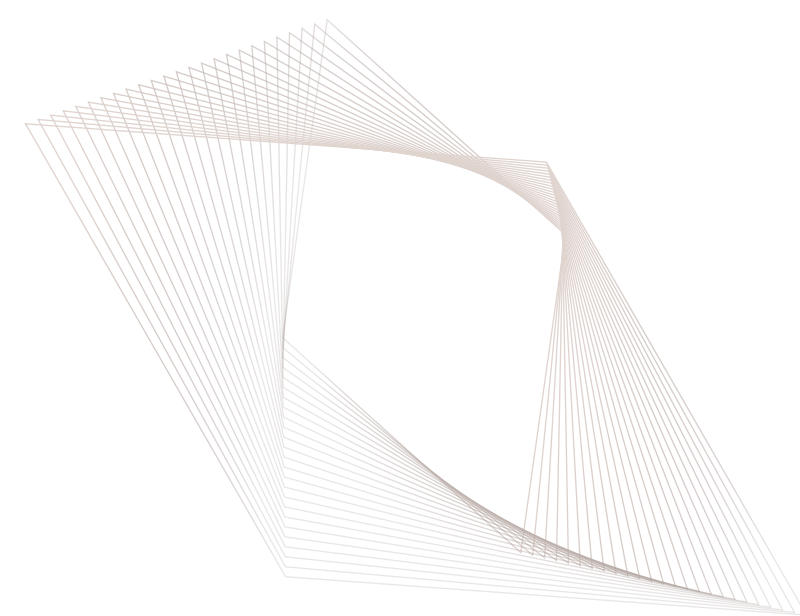
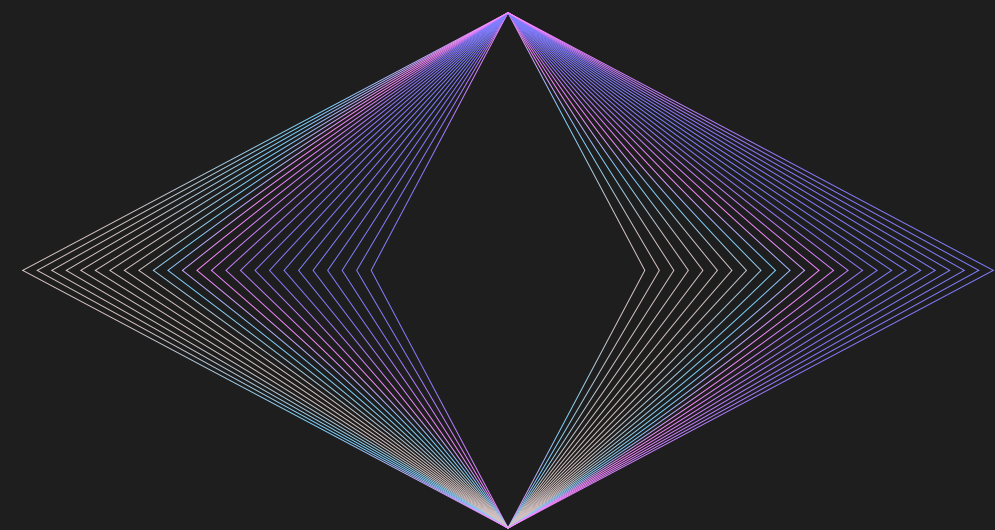
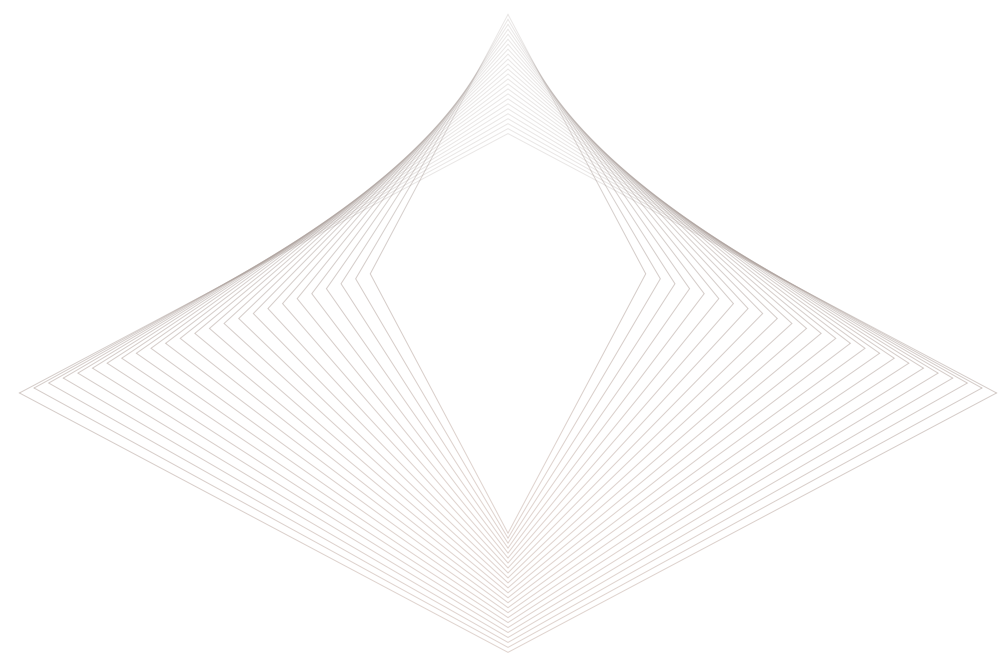


INGREDIENTS



DIAMOND STRINGS — This dynamic yet light shape, inspired by the 25 facets of the diamond, is an essential ingredient of Ampere's identity. It can be used in still or in motion.

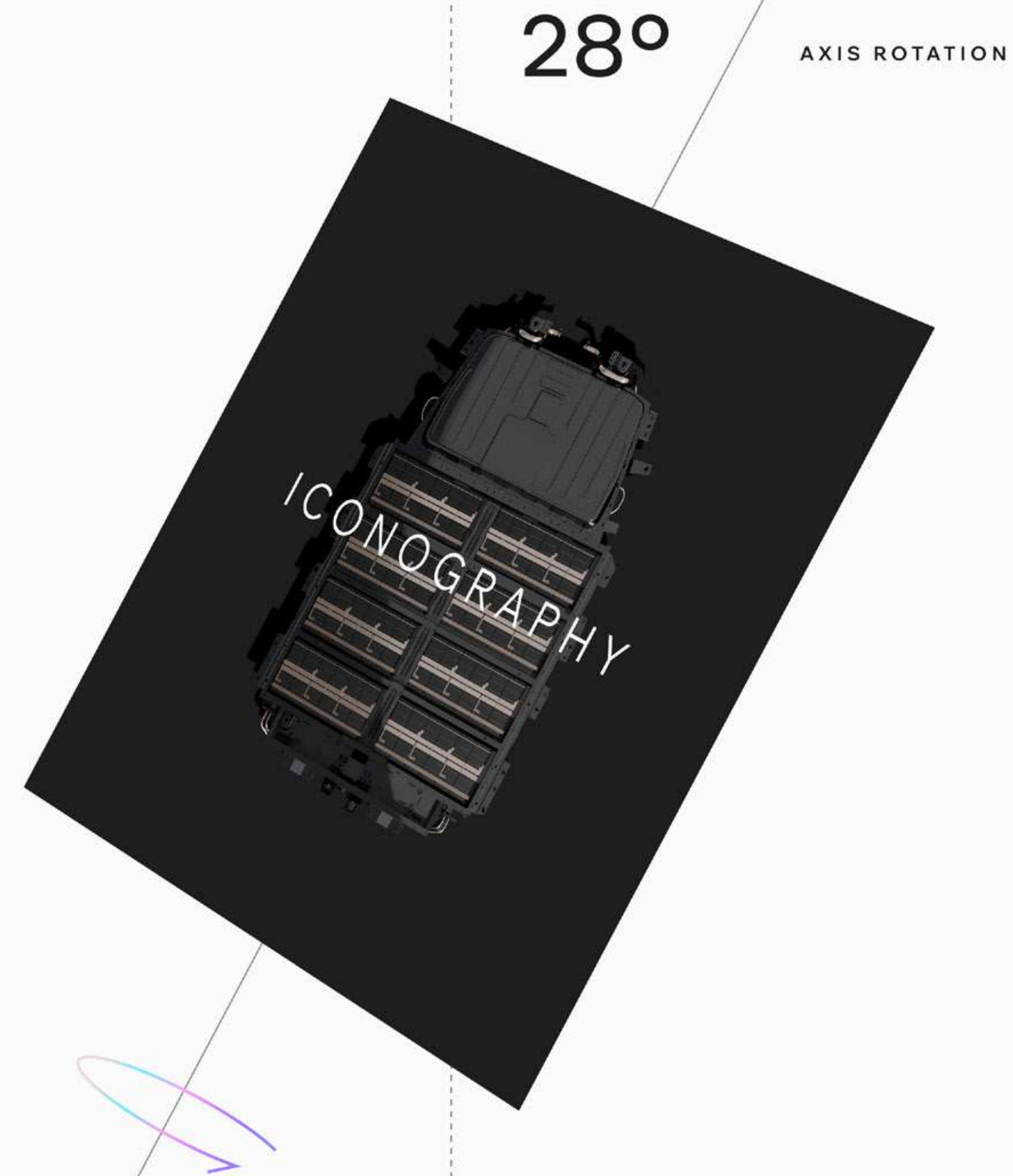
- Two versions are available:
- Scandium, to be preferred,
 - Color gradient (see usage ratio above).



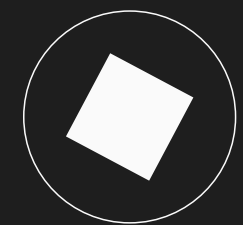
INGREDIENTS



DIAMOND STRINGS — 9 shapes have been developed. They can be expressed on both eigengrau and silicon gray backgrounds. These expressions are available in still and motion versions.



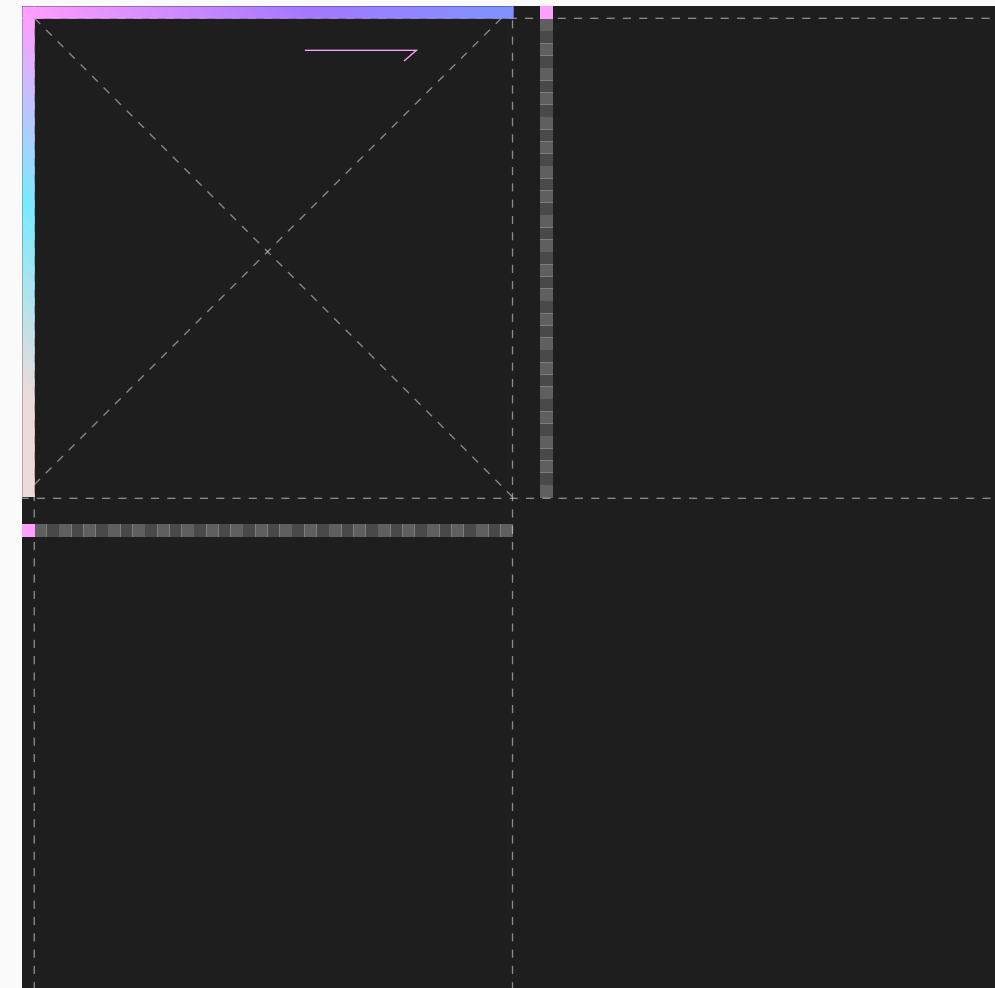
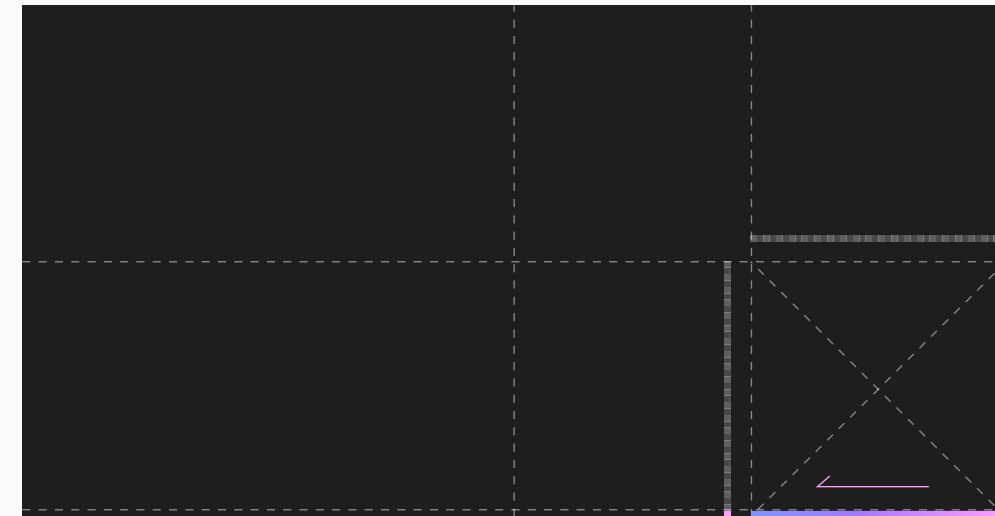
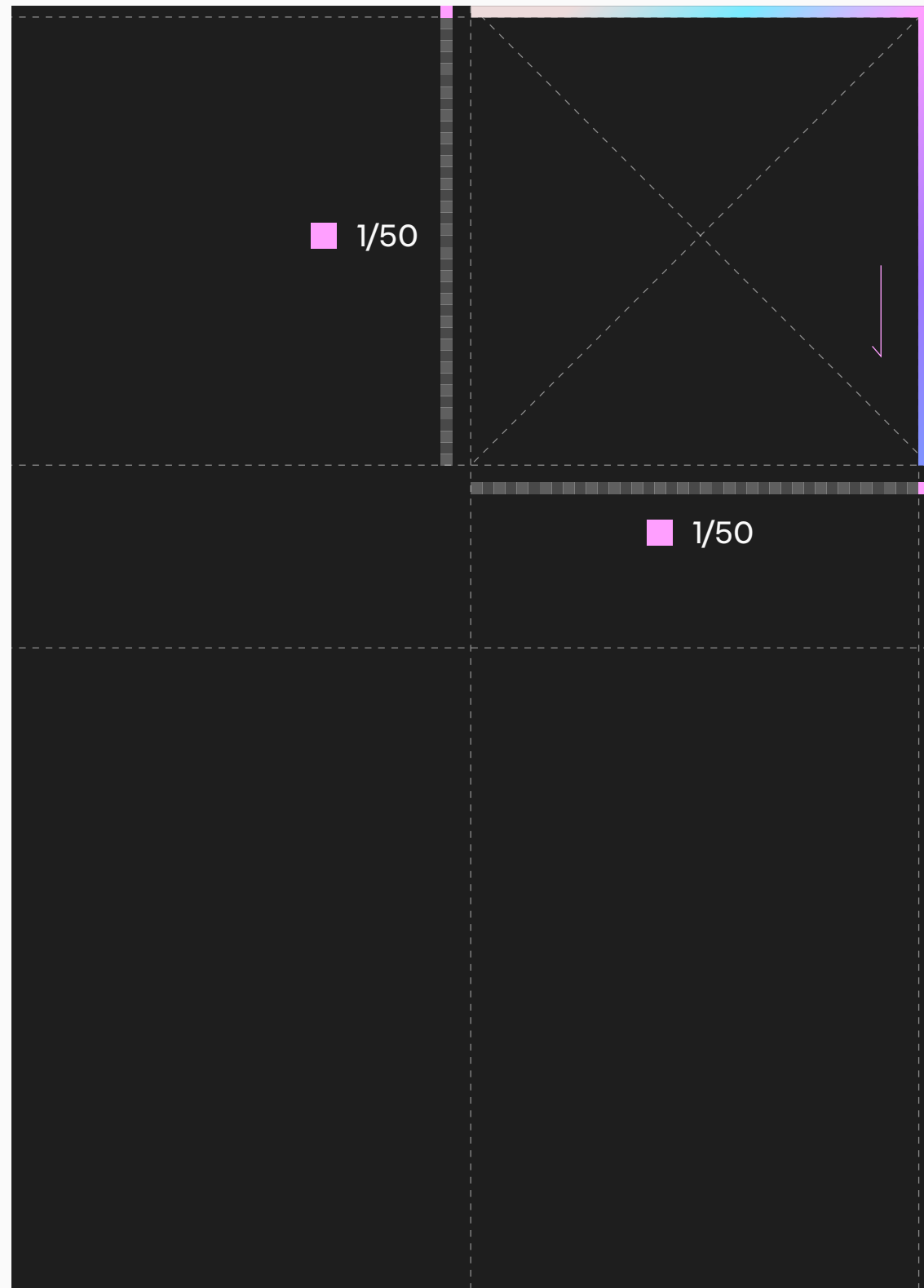
INGREDIENTS



28° AXIS — These are windows, animated on a 28° axis of rotation and intended to accommodate certain iconographic elements that we wish to highlight.

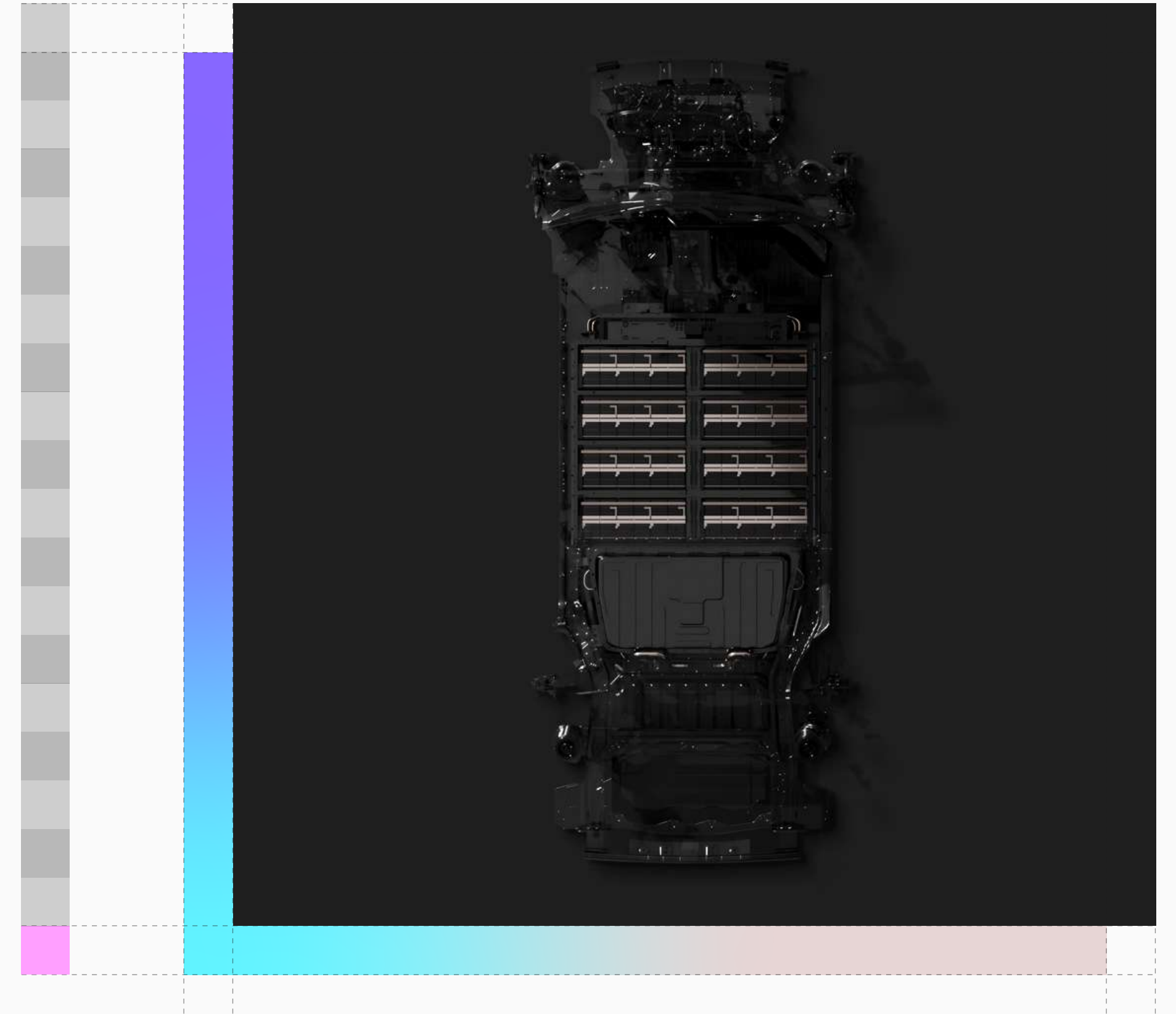
This ingredient exists in still and motion version.

LINEAR GRADIENT

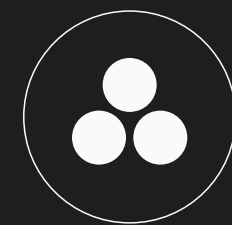


1/20

ORGANIC GRADIENT



INGREDIENTS



SUPPORT GRADIENTS — To highlight certain elements, a gradient can be applied in support (see above). The gradient can be used in its linear or organic version:

— The length of the linear gradient should be equal to the side of the shortest support. Its width is calculated according to the rule above.

— The organic gradient is positioned in the background and in slight shift of the iconography. Its position is calculated according to the above rule.

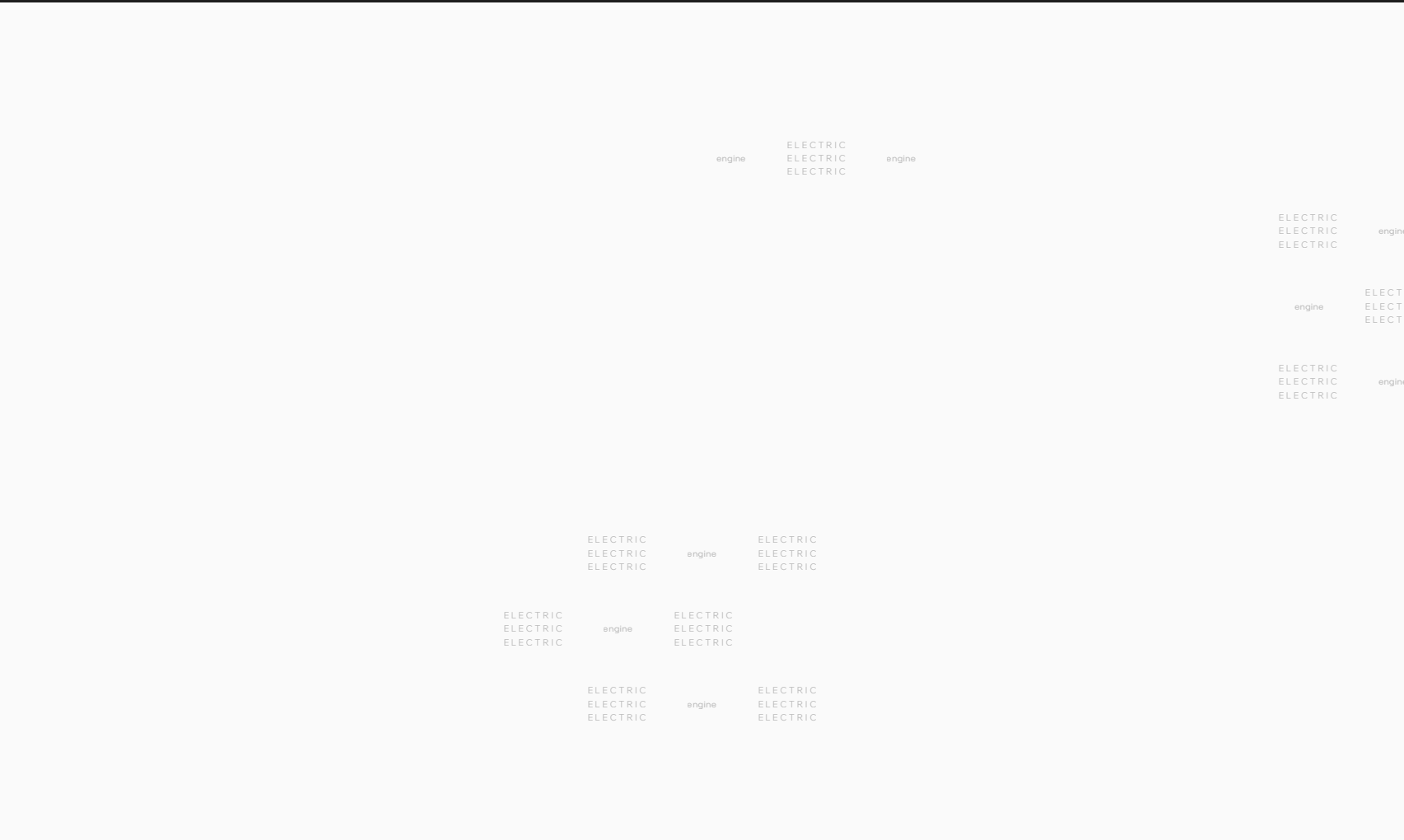
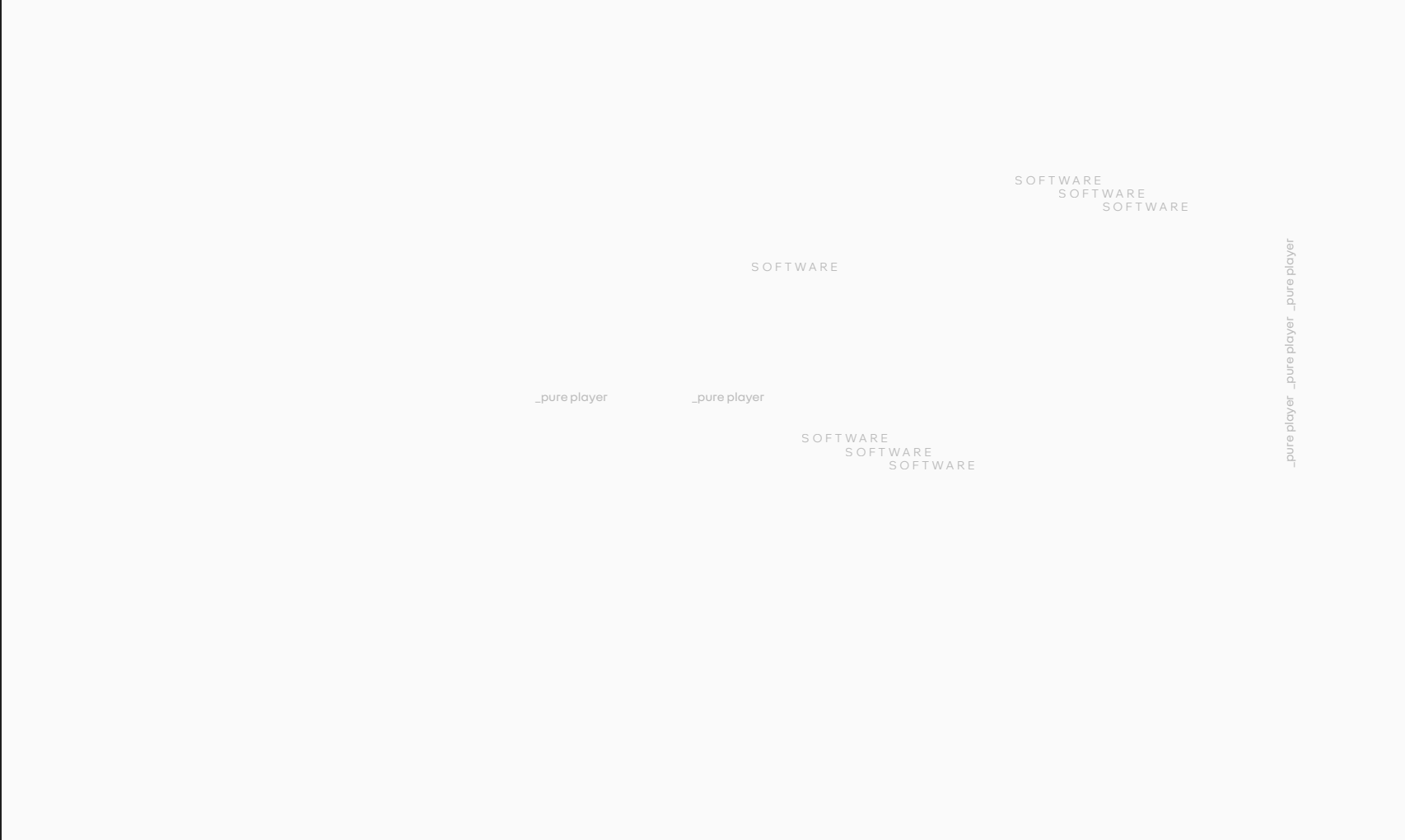
This ingredient exists in still and motion version.

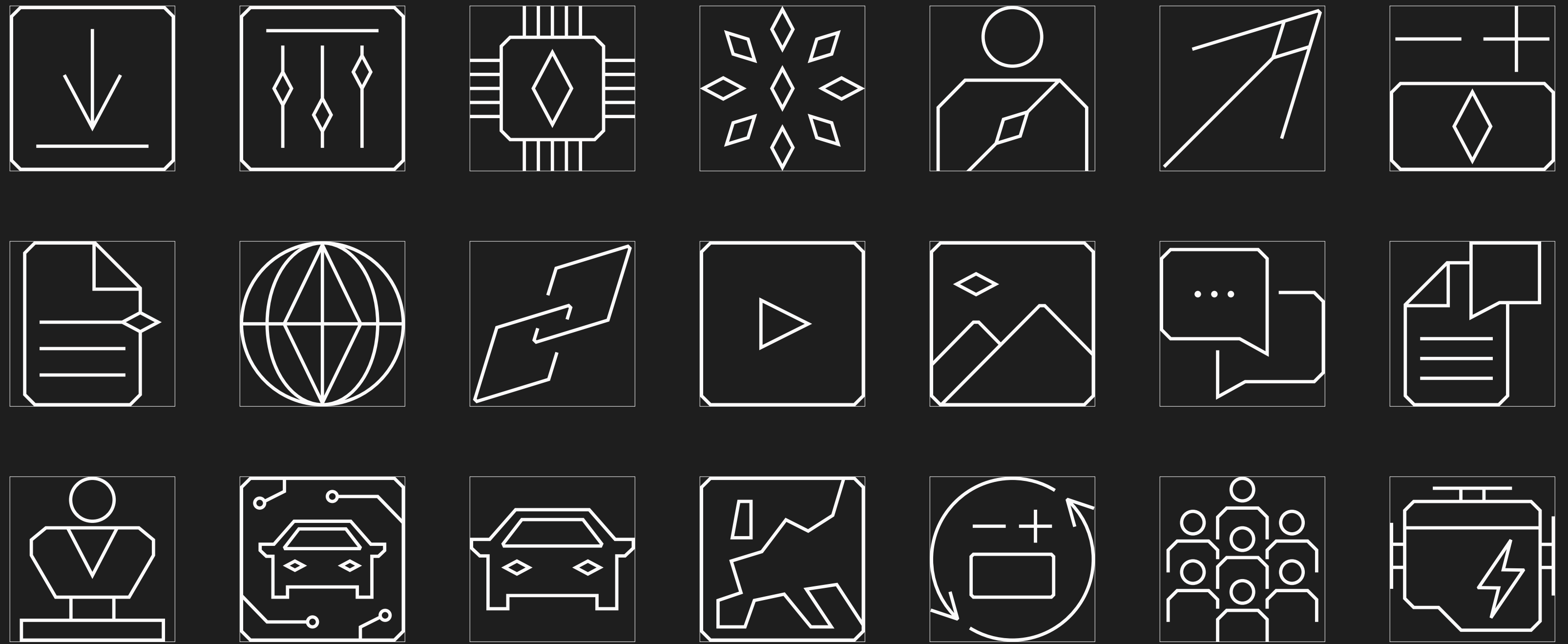
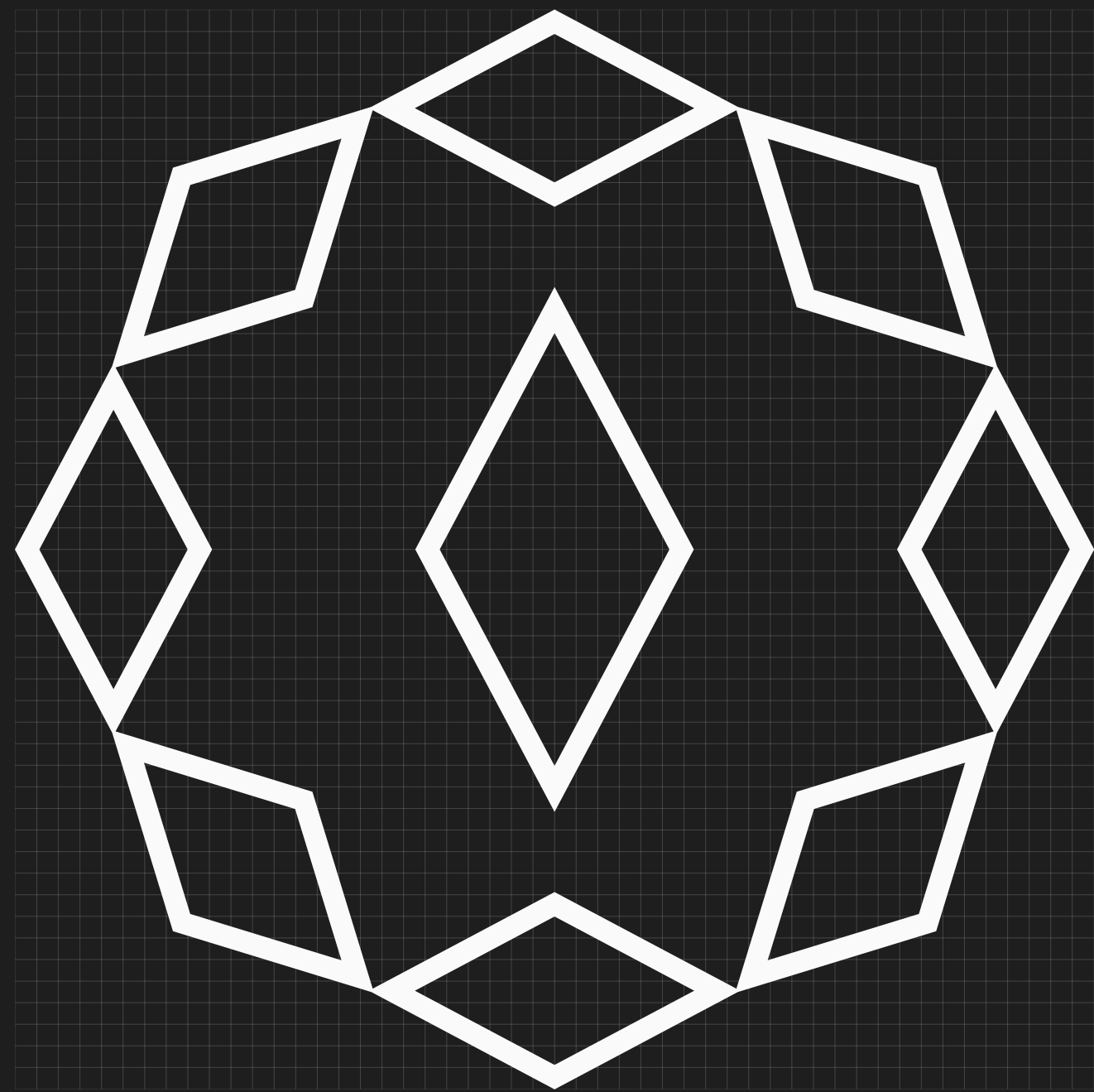
INGREDIENTS



CODE LINES — Symbols of our digital native spirit and software know-how, lines of code are a simple yet meaningful ingredient, to be used sparingly and on relevant media - digital in particular.

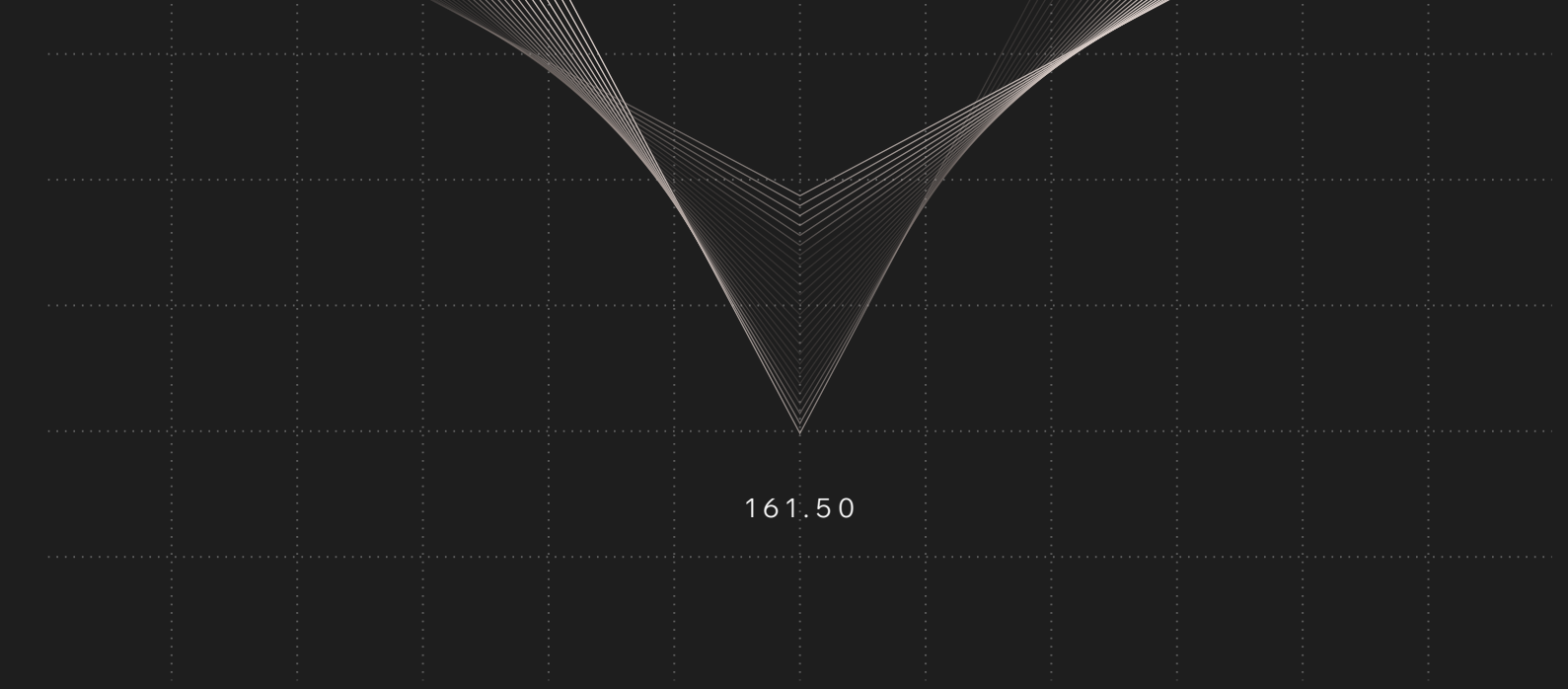
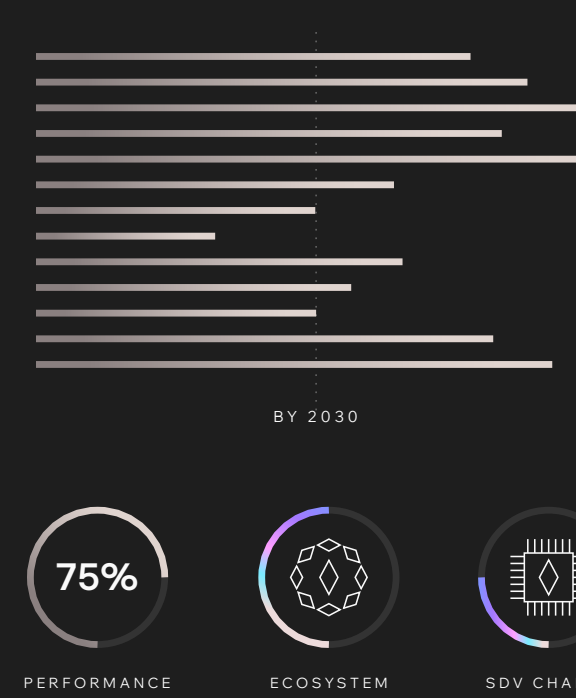
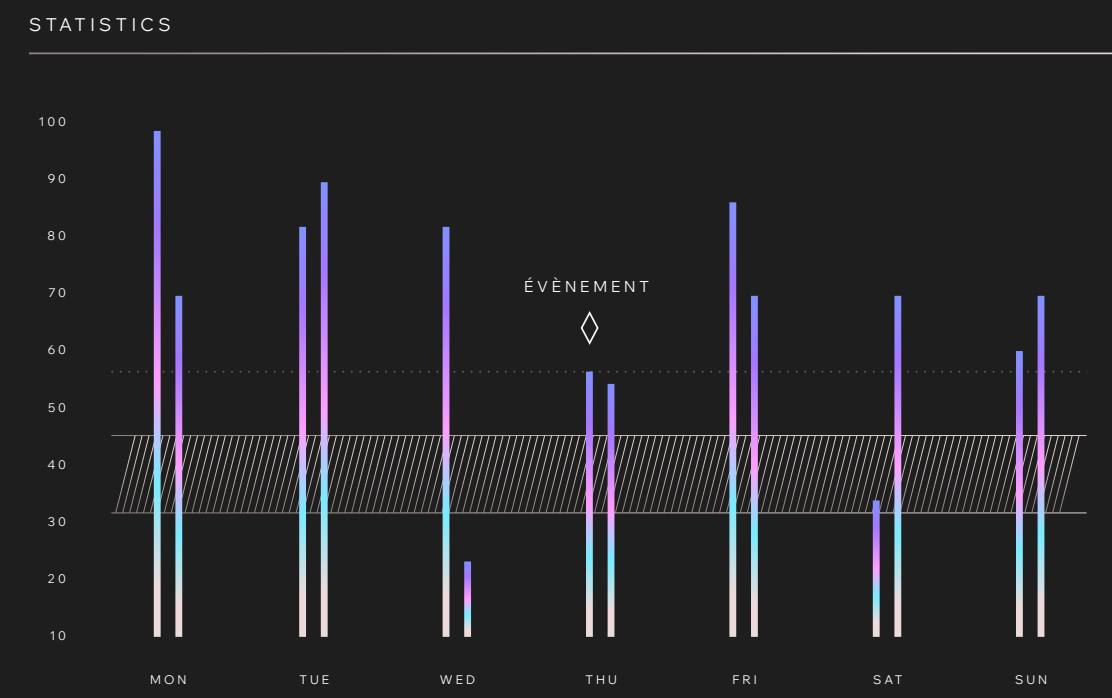
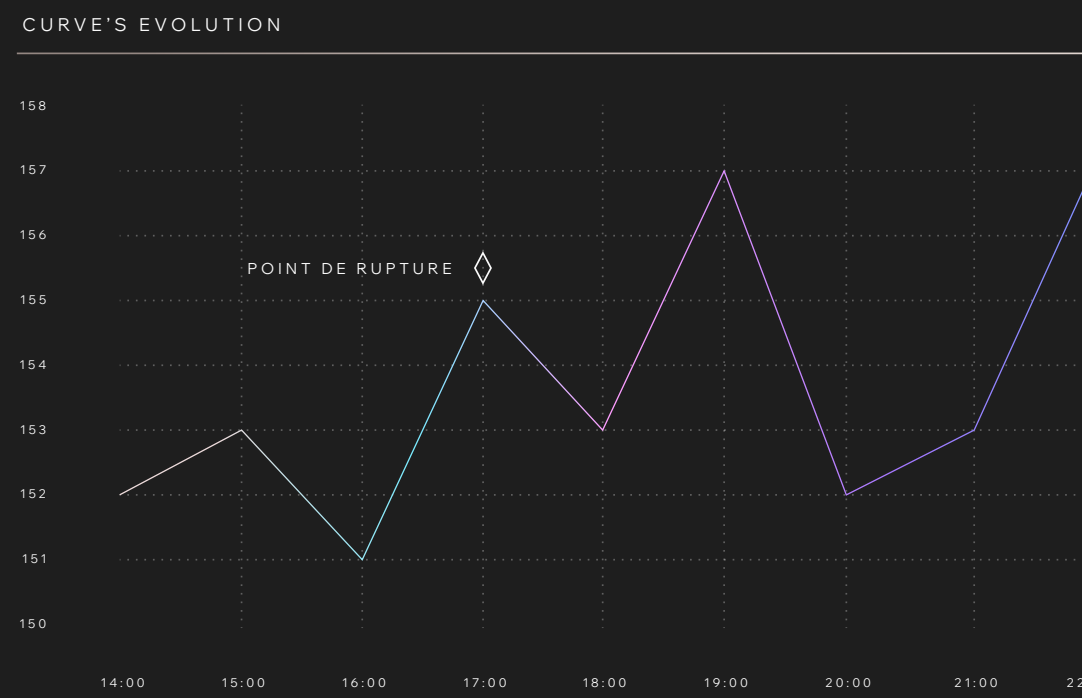
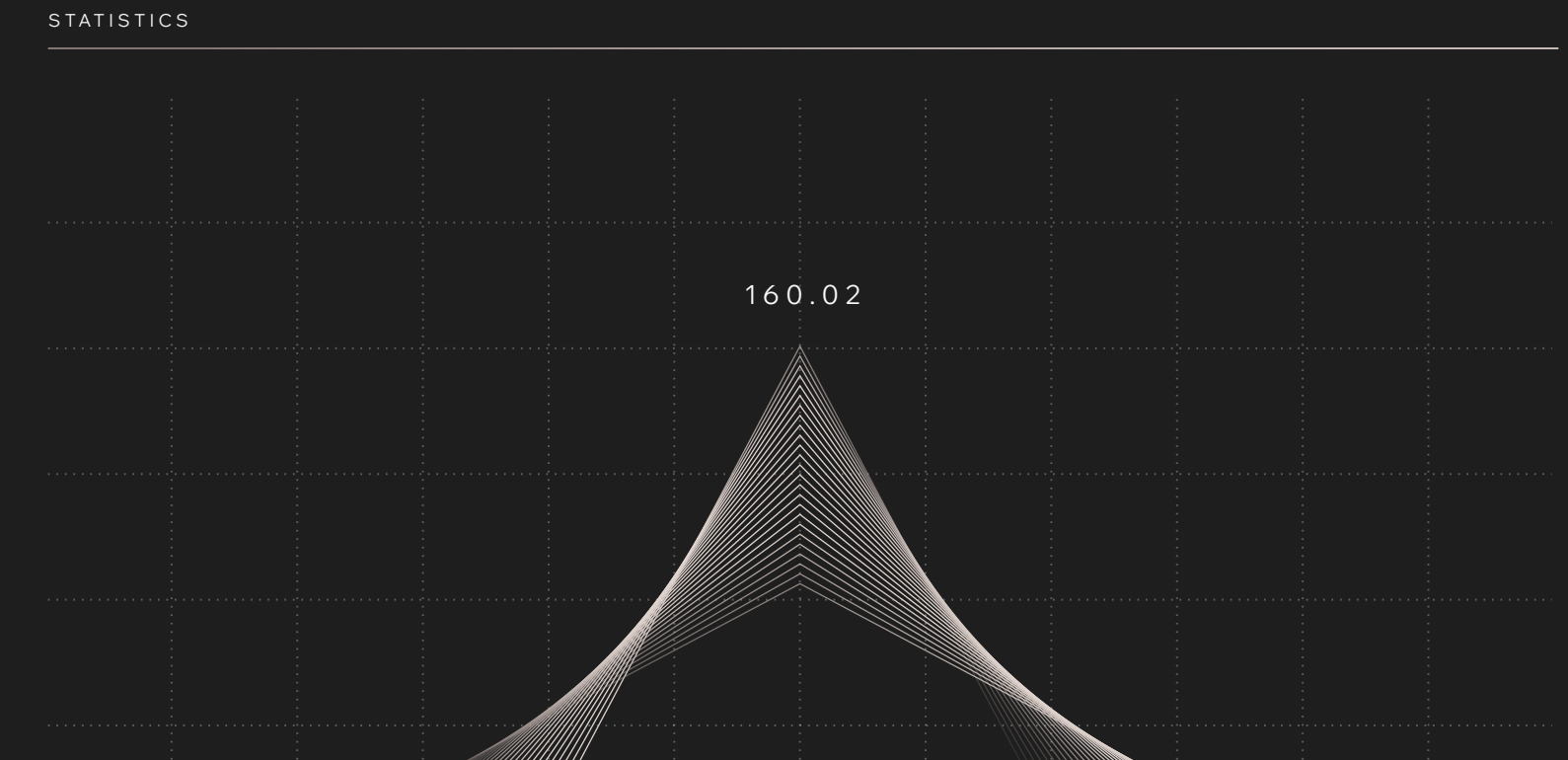
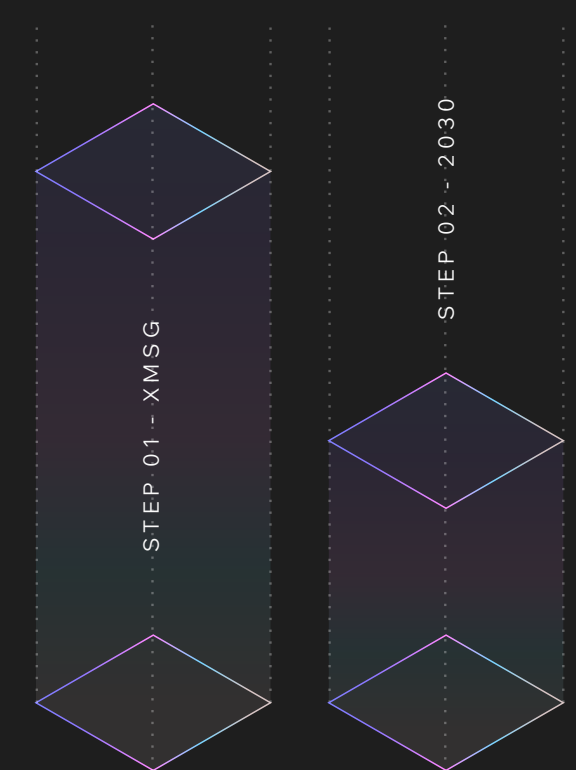
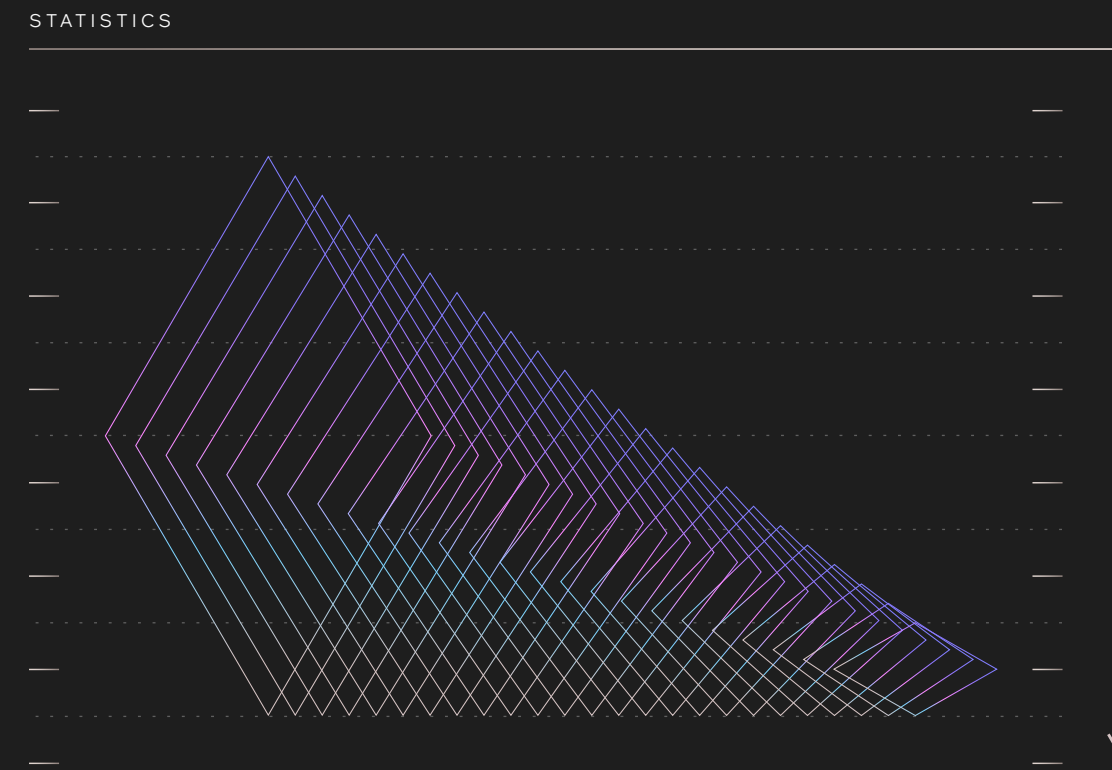
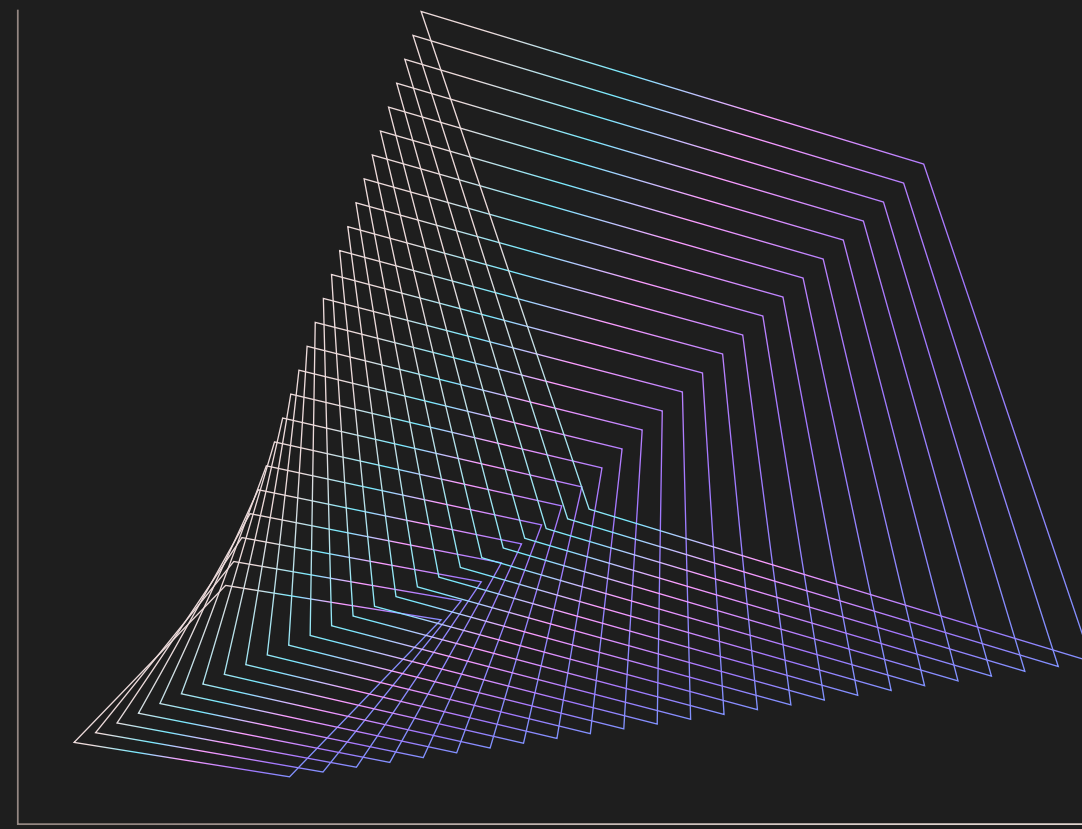
This asset exists in still and motion version.





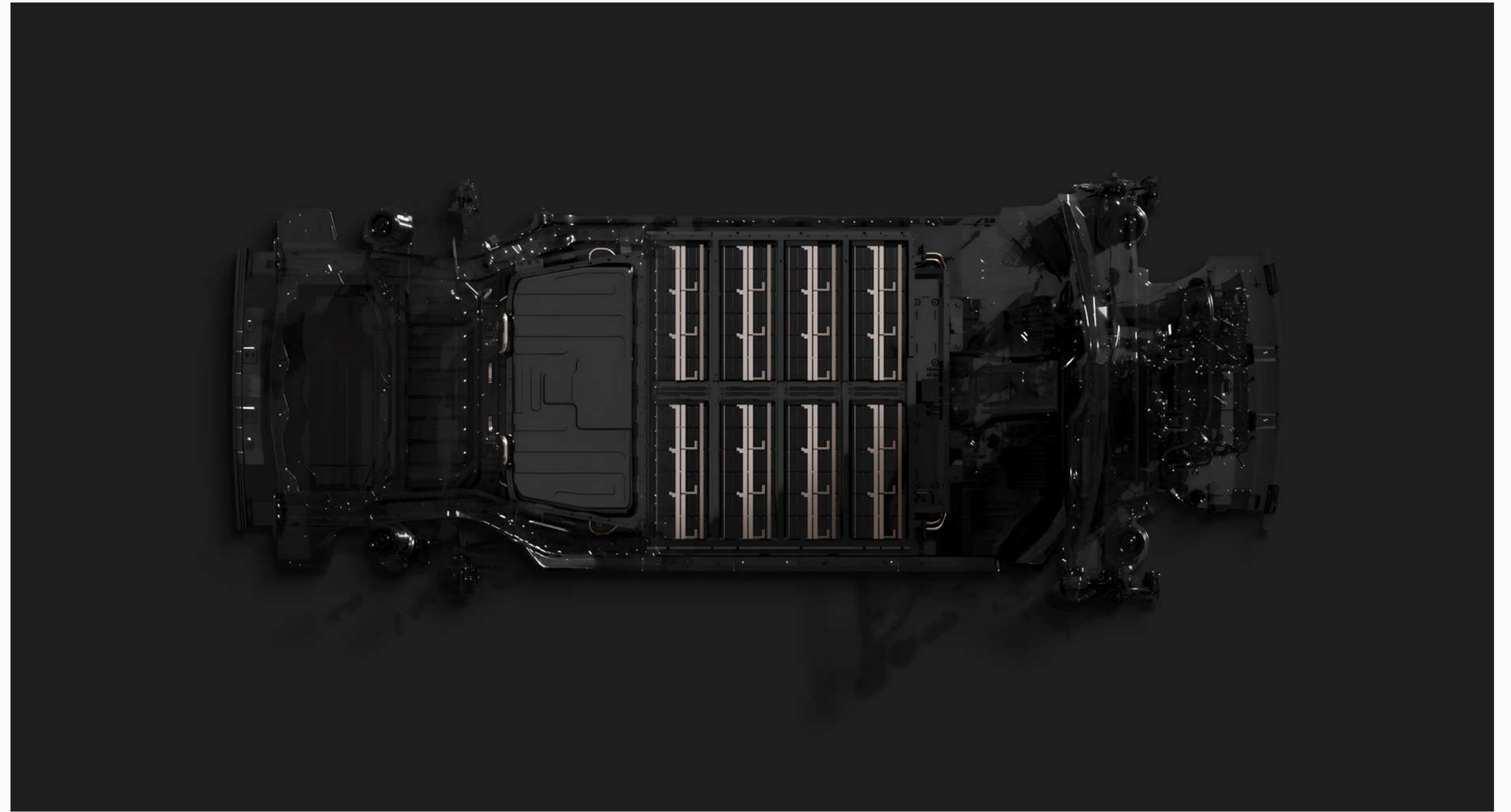
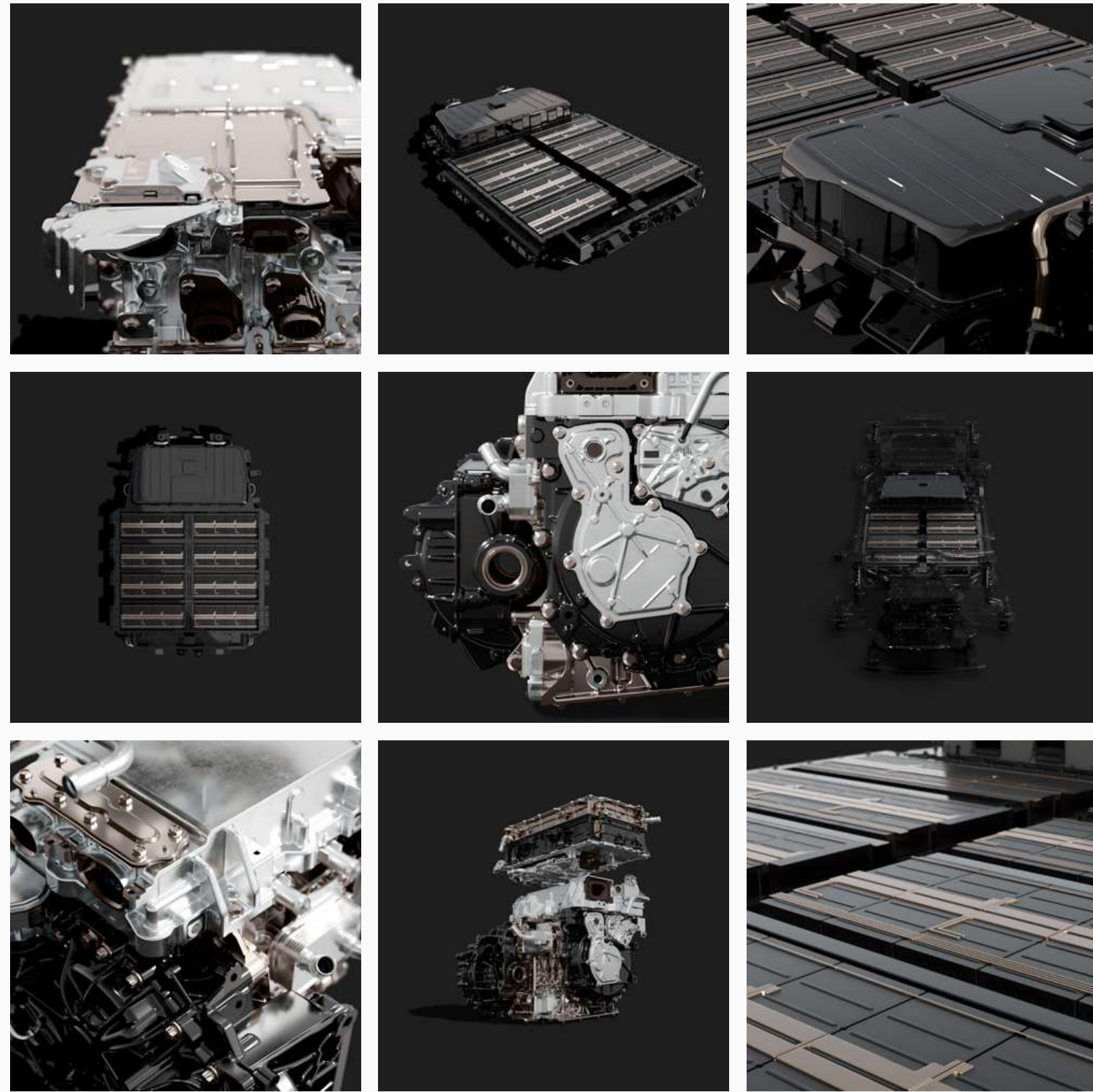
PICTOS & DATA

PICTOS — A set of pictograms, inspired by our diamond, has been developed. They are applicable in silicon gray version for dark backgrounds, and eigengrau for light backgrounds.



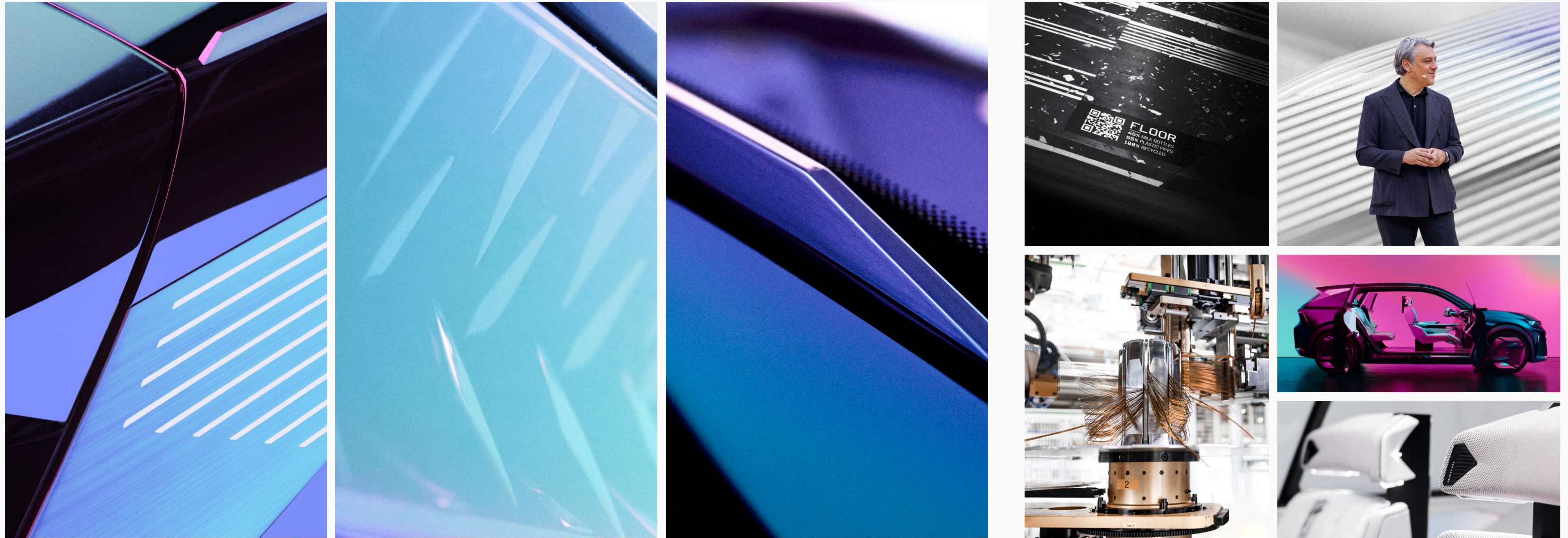
PICTOS & DATA

DATA — A *dataviz* toolkit has been developed, to illustrate our publications with figures, tables and statistics.



IMAGERY

TECHNICAL — To illustrate our technical know-how, an imagery has been specifically developed. Sober and elegant, it presents our technical pieces in the tones of our 3 main colors.



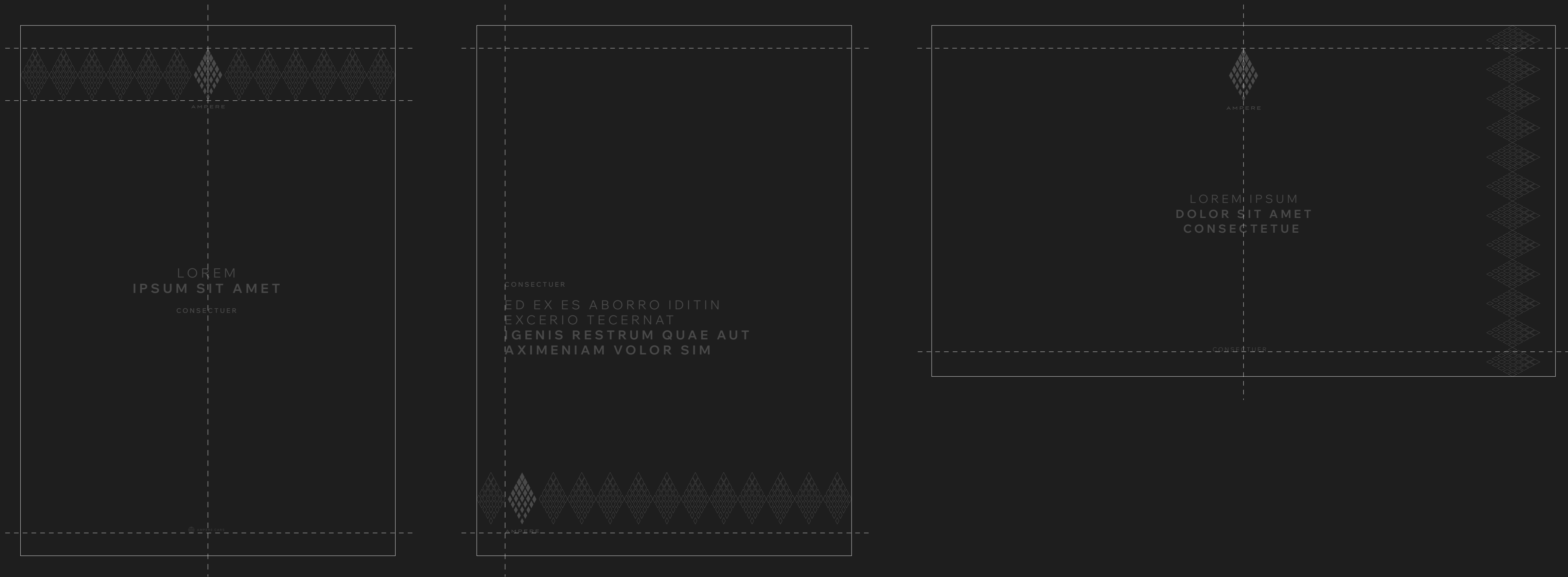
IMAGERY

SOFTWARE & TECH — To illustrate technology and software, the imagery is tinted with more contrasting and vivid colors, from our secondary palette. In essence more abstract than technical iconography, it nevertheless keeps the same spirit of sobriety and purity.

03

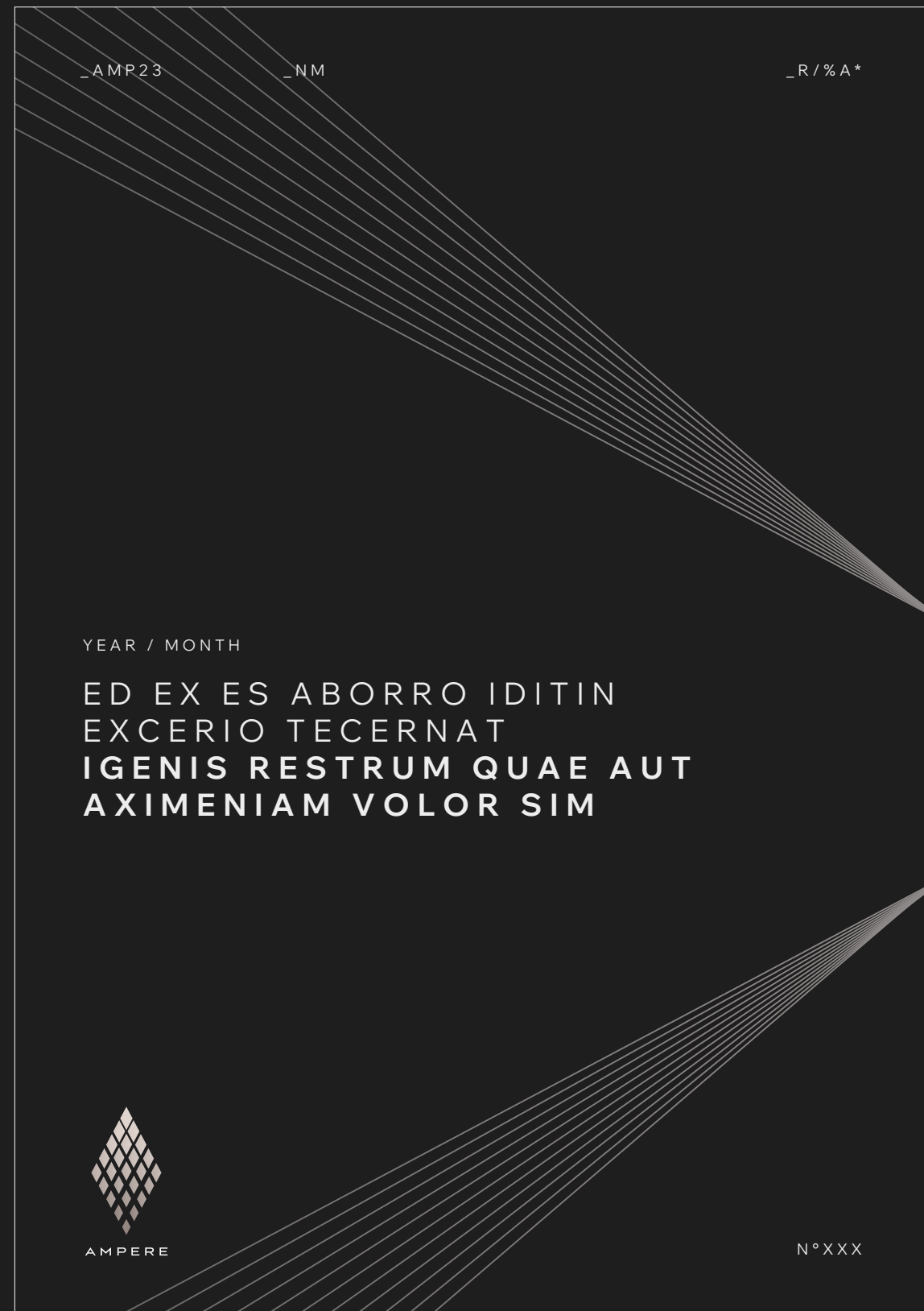
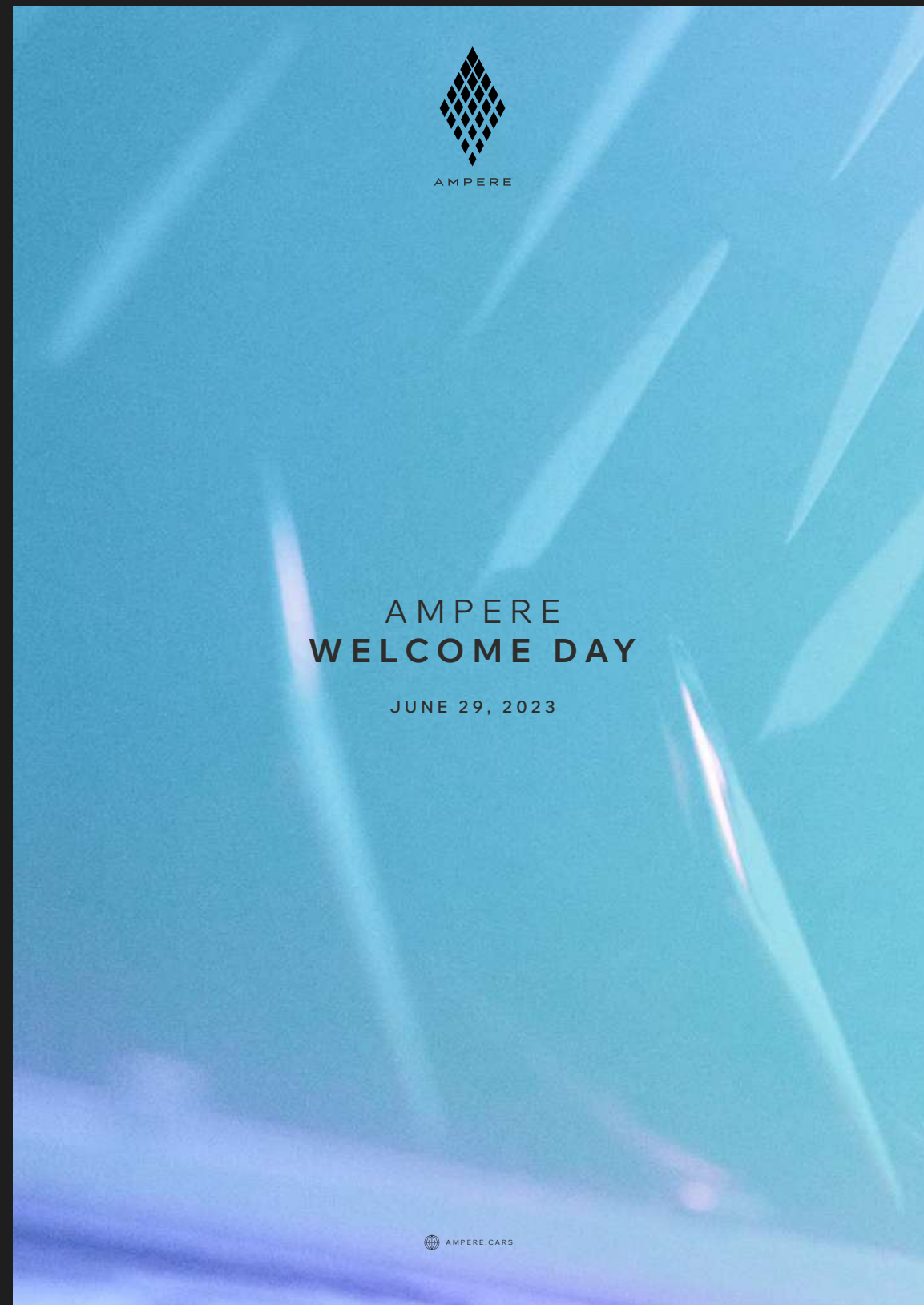
GRAPHIC
SYSTEM





LAYOUT

LOGO POSITION — Whenever possible, the logo should be placed at the centre of our medias. For some supports, however, it can also live at the bottom left, following the rule illustrated above.



LAYOUT

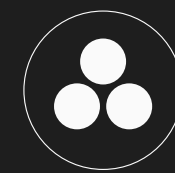
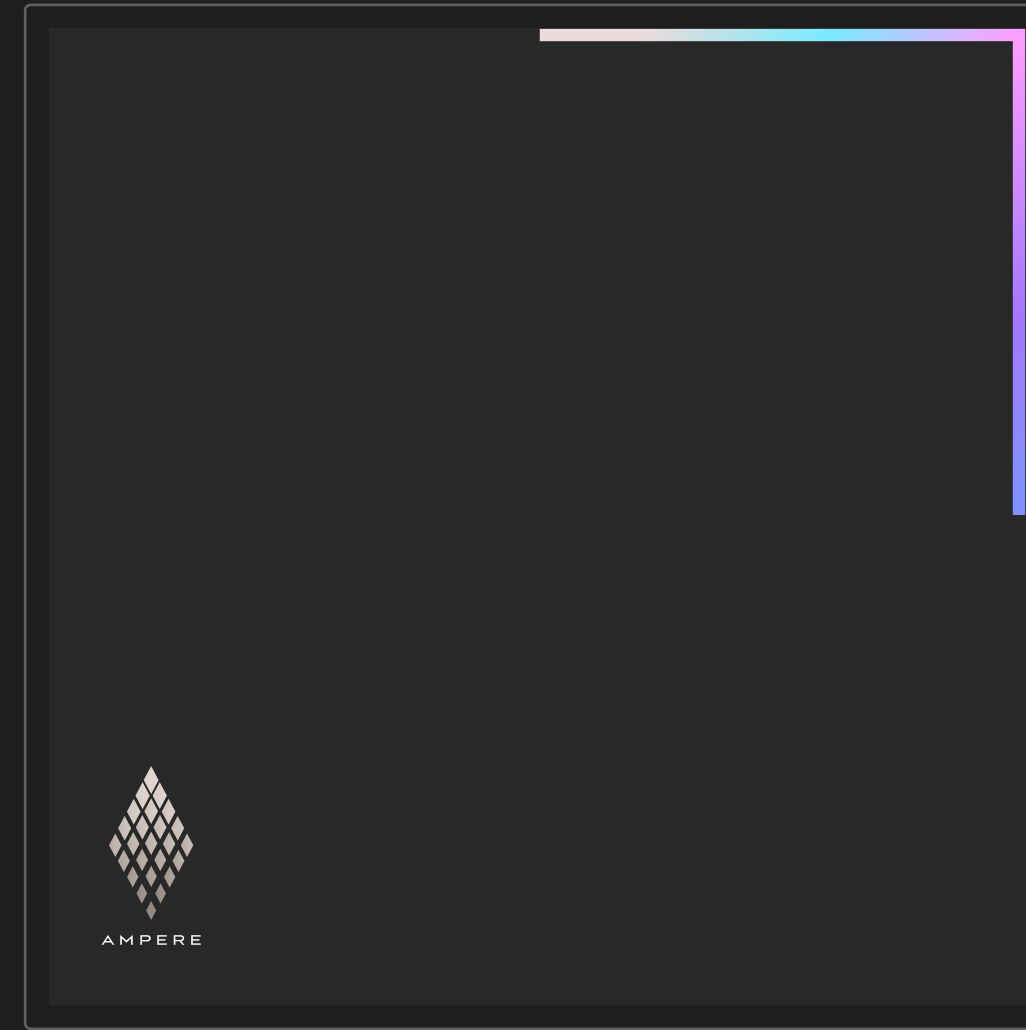
USE CASES



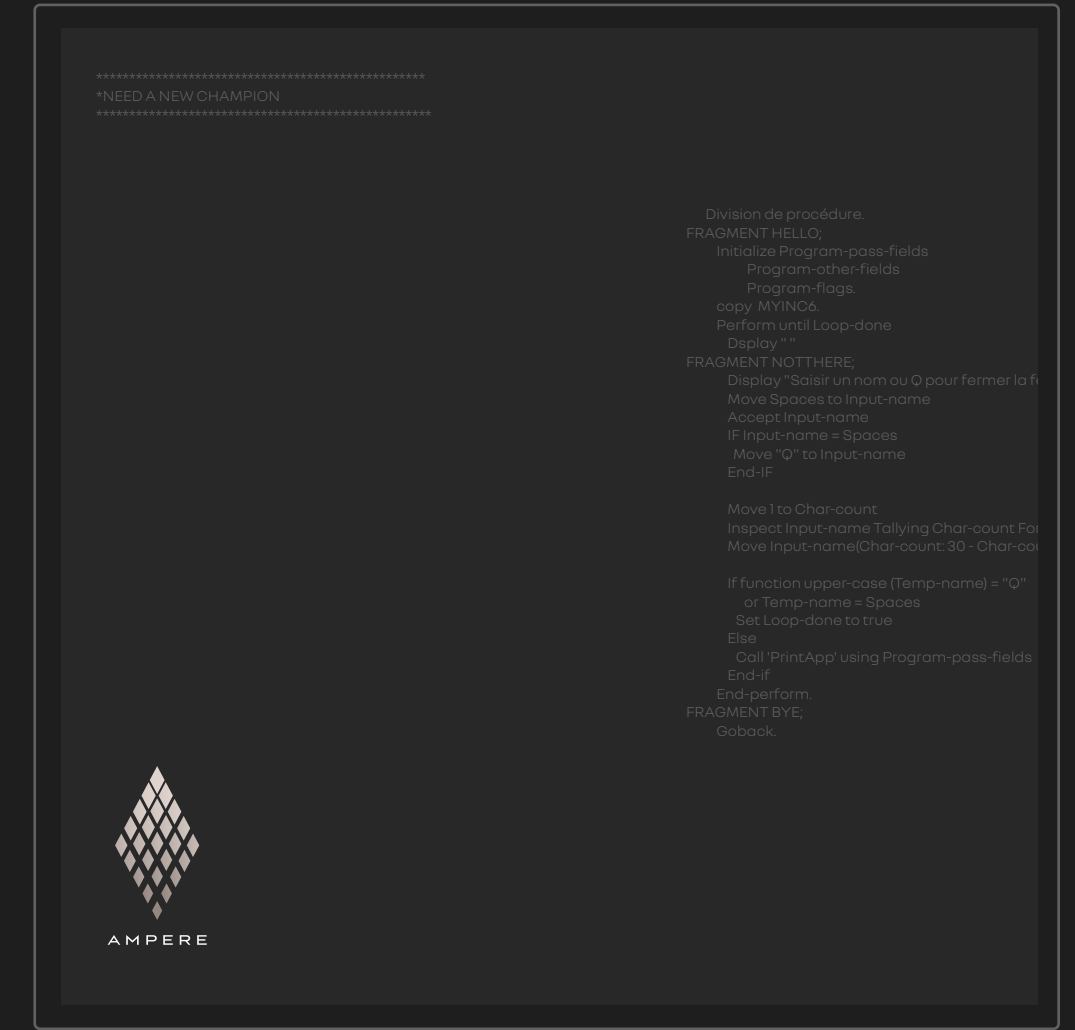
DIAMOND STRINGS



28° AXIS



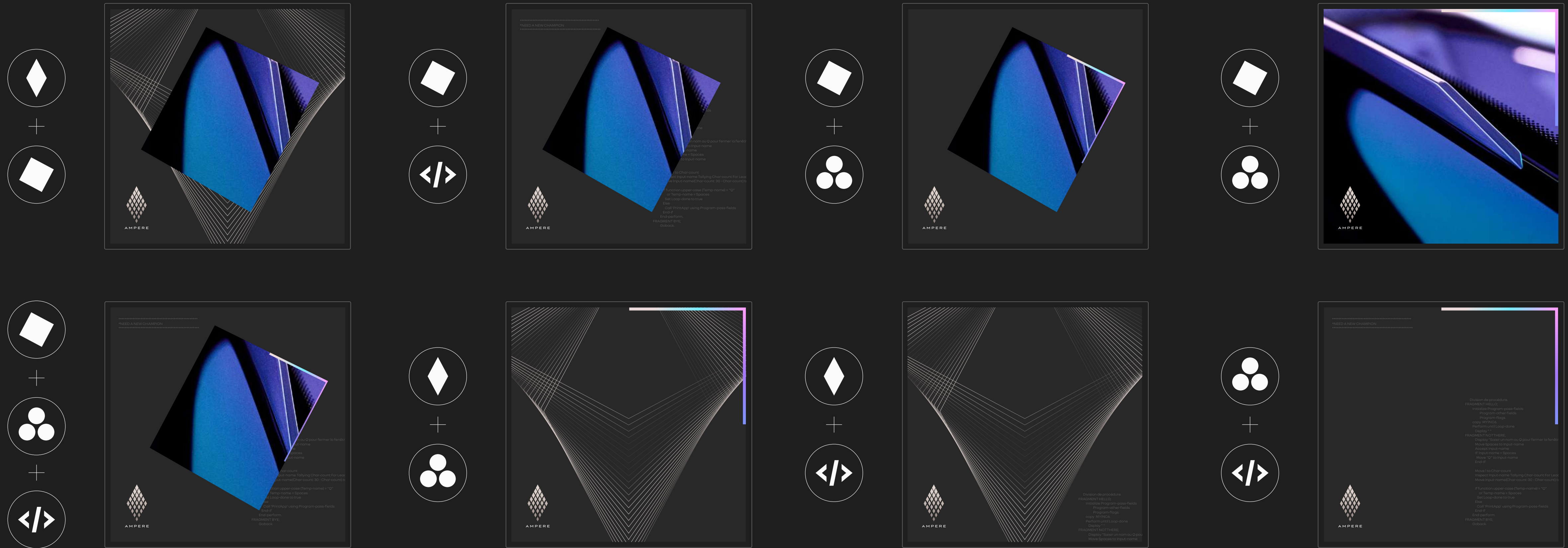
GRADIENTS



CODE LINES

DESIGN

INGREDIENTS — The graphic system is based on its main ingredients, previously presented.



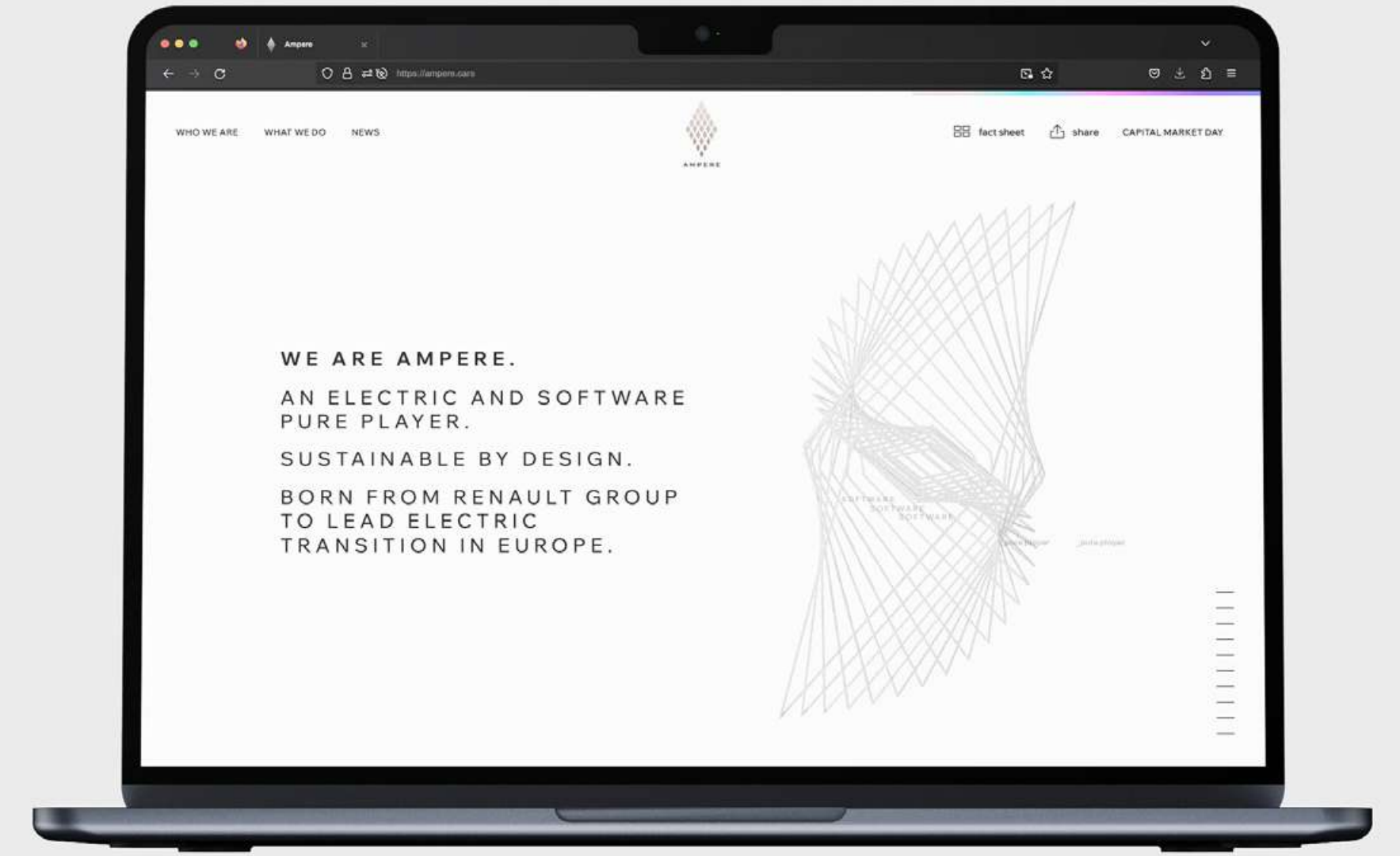
DESIGN

COMBINATION — If they can be used in a stand-alone mode, ingredients may also sometimes be associated, following the only combination proposals presented above.

04

— APPLICATIONS





WEB

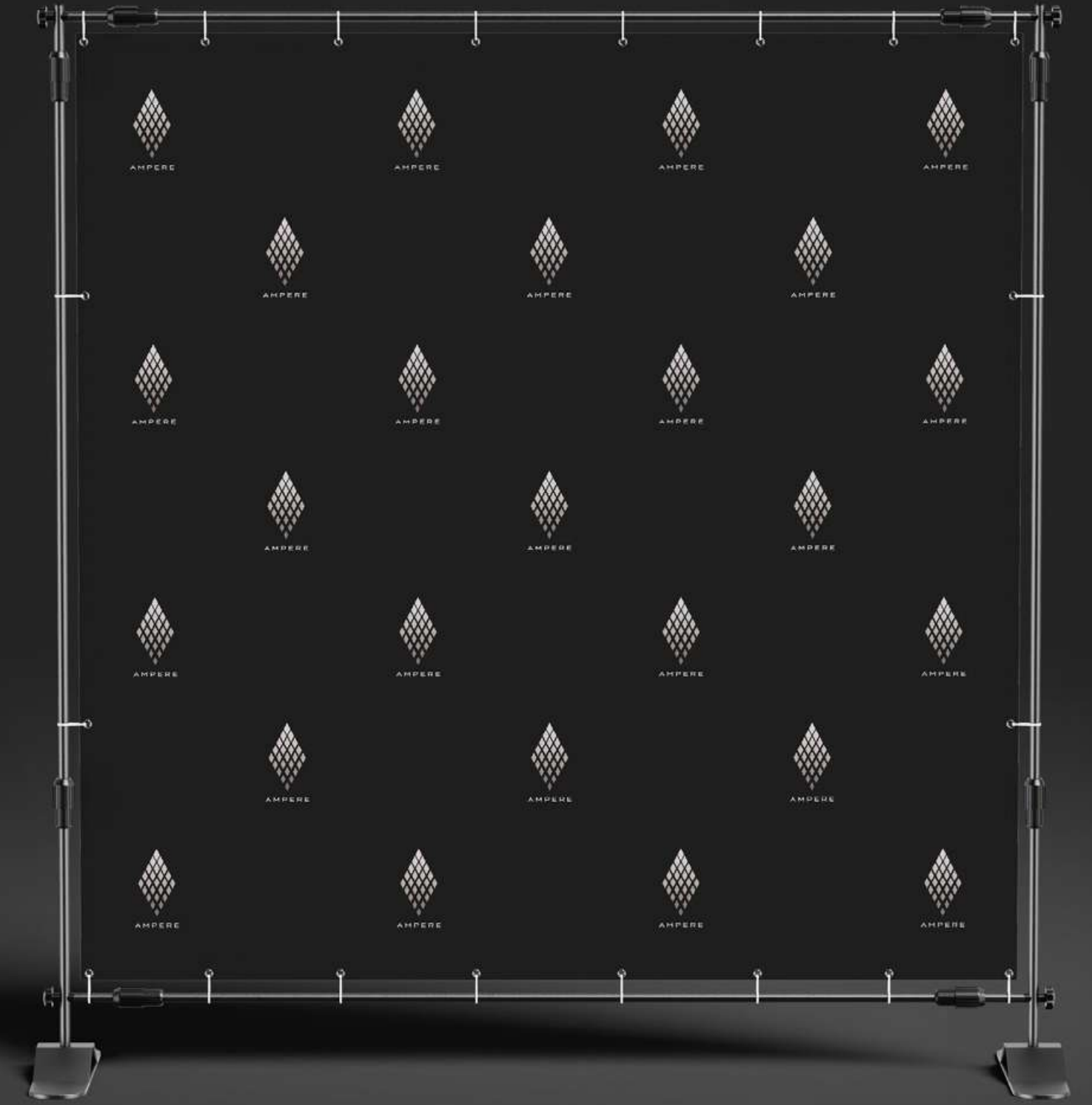


SUMMARY

| | | | | | |
|----|----------------------------|------|-----|----------------------------|------|
| 01 | LOREM IPSUM | .000 | 07 | LOREM IPSUM | .000 |
| 11 | Lorem ipsum dolor sit | .000 | 71 | Lorem ipsum dolor sit | .000 |
| 12 | Amet consetetur edipiscing | .000 | 72 | Amet consetetur edipiscing | .000 |
| 13 | Elit sed diam nonummy | .000 | 73 | Elit sed diam nonummy | .000 |
| 14 | Dolor edipiscing ipsum | .000 | 74 | Dolor edipiscing ipsum | .000 |
| 02 | LOREM IPSUM | .000 | 08 | LOREM IPSUM | .000 |
| 21 | Lorem ipsum dolor sit | .000 | 81 | Lorem ipsum dolor sit | .000 |
| 22 | Amet consetetur edipiscing | .000 | 82 | Amet consetetur edipiscing | .000 |
| 23 | Elit sed diam nonummy | .000 | 83 | Elit sed diam nonummy | .000 |
| 24 | Dolor edipiscing ipsum | .000 | 84 | Dolor edipiscing ipsum | .000 |
| 03 | LOREM IPSUM | .000 | 09 | LOREM IPSUM | .000 |
| 31 | Lorem ipsum dolor sit | .000 | 91 | Lorem ipsum dolor sit | .000 |
| 32 | Amet consetetur edipiscing | .000 | 92 | Amet consetetur edipiscing | .000 |
| 33 | Elit sed diam nonummy | .000 | 93 | Elit sed diam nonummy | .000 |
| 34 | Dolor edipiscing ipsum | .000 | 94 | Dolor edipiscing ipsum | .000 |
| 04 | LOREM IPSUM | .000 | 10 | LOREM IPSUM | .000 |
| 41 | Lorem ipsum dolor sit | .000 | 101 | Lorem ipsum dolor sit | .000 |
| 42 | Amet consetetur edipiscing | .000 | 102 | Amet consetetur edipiscing | .000 |
| 43 | Elit sed diam nonummy | .000 | 103 | Elit sed diam nonummy | .000 |
| 44 | Dolor edipiscing ipsum | .000 | 104 | Dolor edipiscing ipsum | .000 |
| 05 | LOREM IPSUM | .000 | | | |
| 51 | Lorem ipsum dolor sit | .000 | | | |



PRINT/PRESS



SIGNAGE



AMPERE

THANK YOU