



A RENAULTION FOR THE DIAMOND



This site uses cookies

Our site and its partners use cookies to measure audience and site performance, to show you personalised and/or location-based advertising and content, and to enable you to interact with our content through social networks. You can reconsider your choices at any time by accessing the "Cookies" section of our website.

I ACCEPT

[Manage my options >](#)



Who doesn't immediately think of Renault when they see a diamond? And with good reason! This geometric shape has embodied the brand through its logo since 1925. And it's not about to change! Proof of this is the new variation unveiled last January and deployed a few days ago. Gilles Vidal, Renault Design Director, reveals why and how this new logo came into being.

BY MAEVA PICHOT



It hasn't escaped anyone's attention. When the Renaulution plan was announced, a new **Renault diamond** was proudly displayed behind Luca de Meo, CEO of Renault, as well as on the grille of the Renault 5 Prototype. Since then, this new symbol has been unfolding gradually, without any fanfare. First with the new ZOE advertising campaign, then on the brand's social networks. A launch that is meant to be frugal but effective.



This site uses cookies

Our site and its partners use cookies to measure audience and site performance, to show you personalised and/or location-based advertising and content, and to enable you to interact with our content through social networks. You can reconsider your choices at any time by accessing the "Cookies" section of our website.

I ACCEPT

[Manage my options >](#)



This site uses cookies

Our site and its partners use cookies to measure audience and site performance, to show you personalised and/or location-based advertising and content, and to enable you to interact with our content through social networks. You can reconsider your choices at any time by accessing the "Cookies" section of our website.

I ACCEPT

[Manage my options >](#)



GROUPE RENAULT

The diamond is one of the most recognized shapes in the world and in the world of the automobile. It is a simple geometric shape, with a strong, powerful identity; the challenge was to renew this shape by giving it meaning, new, contemporary values to project the brand into the future.



GILLES VIDAL

Renault Design Director.



This site uses cookies

Our site and its partners use cookies to measure audience and site performance, to show you personalised and/or location-based advertising and content, and to enable you to interact with our content through social networks. You can reconsider your choices at any time by accessing the "Cookies" section of our website.

I ACCEPT

[Manage my options >](#)

Over the course of time, there has been one thing that hasn't changed: the Renault logo. Immediate recognition, thanks to the angled border. Then, the Renault logo was renewed. This shows how

there is one basis for the Renault logo, which adapted to the latest version.



This site uses cookies

Our site and its partners use cookies to measure audience and site performance, to show you personalised and/or location-based advertising and content, and to enable you to interact with our content through social networks. You can reconsider your choices at any time by accessing the "Cookies" section of our website.

I ACCEPT

[Manage my options >](#)

Created in 1992, to date. To meet expression, notably *between recognition* revealed logo, must accompany the values.

was beginning y of its fields of al. "A balance re", the recently . The goal? "To : creates human

This site uses cookies

Our site and its partners use cookies to measure audience and site performance, to show you personalised and/or location-based advertising and content, and to enable you to interact with our content through social networks. You can reconsider your choices at any time by accessing the "Cookies" section of our website.

I ACCEPT

[Manage my options >](#)

“

*In tune with the
Wave' era that R*

the 'New

”

Gilles Vidal

It was therefore naturally unveiled during the presentation of the **Renaulution** strategic plan and integrated on the grille of the Renault 5 Prototype. The glowing reception it received convinced the brand's management to officially launch it as the **new logo**. *"We have integrated it on the Renault 5 Prototype for the first time. It was for us a formidable testing ground. In view of the enthusiasm and the very positive feedback we received about the logo, we decided to launch it,"* said Gilles Vidal.

AN EVEN MORE ICONIC DIAMOND



For Gilles Vidal, the diamond fundamentally embodies Renault. To preserve this universal geometric shape was an obvious choice. *"We have rethought it to become more iconic, simple and meaningful, a true timeless signature, without superfluous effects or colors, with a contemporary takeover of the lines, an essential part of our graphic heritage,"* he explains. **Renault has already used the line to iconize its logo.** In 1946, 1959 and 1972. But, far from giving into any fashion, Gilles Vidal explains that *"with the line, it is a question of telling a story, that of a symbiosis, a cycle, a path between two lozenges which are intertwined by an optical effect, creating a complementarity and the impression of continuous movement."* **More than the treatment, it is the drawing, which is highly characterized, that is remarkable.**



This site uses cookies

Our site and its partners use cookies to measure audience and site performance, to show you personalised and/or location-based advertising and content, and to enable you to interact with our content through social networks. You can reconsider your choices at any time by accessing the "Cookies" section of our website.

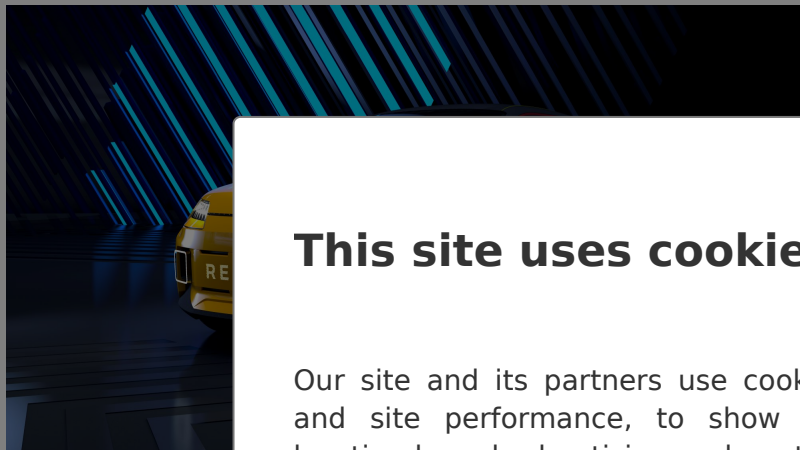
I ACCEPT

[Manage my options >](#)



Uncluttered, with no signature or typography, this new logo has been designed to live in movement.
The flat treatment facilitates its animation, for example on video or digital media, but also on vehicles, for their welcome sequence. This new logo will be gradually applied to Renault vehicles. It will proudly appear on those to be launched next year. *"By 2024, the entire Renault range will carry this new emblem,"* concludes Gilles Vidal.

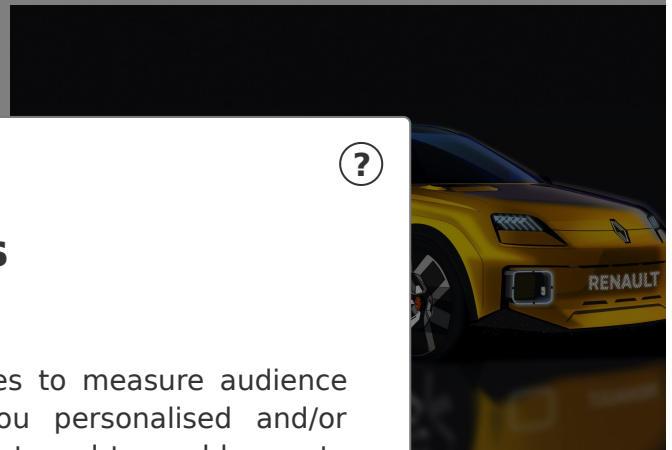
OTHER STORIES



RENAULT

THE RENAULT WINK IS IN EPISODE 1

11 February 2021



PROTOTYPE, THE HEADLIGHTS,

This site uses cookies

Our site and its partners use cookies to measure audience and site performance, to show you personalised and/or location-based advertising and content, and to enable you to interact with our content through social networks. You can reconsider your choices at any time by accessing the "Cookies" section of our website.

I ACCEPT

[Manage my options >](#)

NEWSLETTER

To keep up with Groupe Renault in real time

PRESS





© Groupe Renault 2021

[Cookies](#) [Personal data](#) [Legal information](#) [Credits](#) [Sitemap](#)



This site uses cookies

Our site and its partners use cookies to measure audience and site performance, to show you personalised and/or location-based advertising and content, and to enable you to interact with our content through social networks. You can reconsider your choices at any time by accessing the "Cookies" section of our website.

I ACCEPT

[Manage my options >](#)