

## Renault reveals a new badge design

Renault is the latest car company to undergo a change in corporate identity. The French brand has confirmed that it will soon standardise a new logo, the ninth in its history.



With graphic designers and product managers negotiating and refining the new logo since 2019, seeking to deliver an uncluttered identity with no signature or typography.

Renault design director, Gilles, has guaranteed that all Renaults will wear this new logo by 2024. "A true timeless signature, without superfluous effects or colours, with a contemporary takeover of the lines, an essential part of our graphic heritage," said Vidal.

Renault has been quite conservative with its brand logos. A single design carried the company from 1992 to 2015, yet the rapid deployment of this logo was deemed a task of great urgency.



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As Renault embraces electrification, like most of its rivals, it has two issues to deal with. The first is a vehicle design future where products won't have conventional radiator grilles at the front.

In this brave new world of battery-powered vehicles, Renault is planning seven new electric models by 2025; the traditional badge doesn't work that cleanly on a flat body panel. With its new interlaced diamond design, Renault thinks that its corporate identity will be more fittingly displayed on the front of its vehicles.

The other issue is broader awareness and an attempt to signal transformation. As Renault attempts to move

to an electric vehicle drivetrain offering, it wishes to distance itself from the company's petrol and diesel heritage, this new badge being curial in that regard.

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