

***STELLANTIS SBH***  
***EXTERIOR FACADES***



V1 TOTEM & LOGOTYPE

# MANDATORY EXTERIOR IDENTITY

THE FACADE DESIGN IS A STAGE PROMOTING THE STELLANTIS BRANDS. IT ACTS AS AN IMAGE BUILDER, A SPACE TO DISCOVER THE BRANDS AND PROVIDES THE TOOLS FOR THEM TO EXPRESS THEIR IDENTITIES.



This mandatory exterior signage design, composed of a branded vertical totem and logotype, is the ideal expression of the multibrand vision and must be applied whenever possible.

One of the main purposes of the multibrand dealership concept is to limit the number of dealership formats and to provide a harmonious appearance for the Stellantis network.

The brands are grouped into two poles. The premium pole is composed of DS Automobiles, Alfa Romeo and Lancia and they never mix with other brands.

PLEASE REFER TO THE SBH **MULTIBRAND GUIDELINES**

