

The check-out that smashes it

Guide to a top customer experience ;-)



Mondial
Relay



Colours, voices...

At last, a delivery experience to make you smiile :-)

Simple, clear and enjoyable, Mondial Relay's image also needs to come to life through your online retail sites, dear partners.

We are proud to deliver your parcels and do everything we can to make you just as proud of our services! So, thank you for your trust and dedication in telling your customers all about us 😊

An original and novel presentation of your delivery partner and a user-friendly checkout process – the keys to an optimal user experience!



Why incorporate our new image?



Consistency

To ensure the consistency of our entire ecosystem. Your customers will recognise our PUDOs® and Lockers thanks to our specific style guide



Experience & Design

For a flawless, more functional and more enjoyable user experience. Because our style guide is great, and this is now our identity 😊



Ergonomics

For ease of understanding, to boost your checkout visibility. For the partially-sighted, our colours now stand out more ;-)



Green

Because our PUDOs® and Lockers help reduce your environmental impact – let your customers know



Sommaire



Branding

To showcase our new brand

The ideal checkout

For an ideal experience

Icons

For maps and simplified versions



partie 1

Branding



Mondial Relay – the key points



**Mondial
Relay**
UN SOURIRE
À CHAQUE COIN
DE RUE

Branding



A specialist in the away-from-home delivery of parcels for over 25 years, everyone knows Mondial Relay.

Or rather everyone knows their grocer, florist and hairdresser... And it is thanks to each of them and to our 24/7 Lockers that we can be found on every street corner... to serve you and deliver your parcels.

But Mondial Relay is also

- + 12,500 PUDOs® and 1,000 Lockers now in France, and we've not finished yet
- + innovation to simplify all our lives
- + practicality and security at the best price
- + sustainability for responsible e-commerce through the optimisation of deliveries, by collecting your parcels on foot or by bike (40%) without having to make a detour (45%)
- + proximity and social links in everyday life, so more smiles on every street corner.

partie 2

The ideal checkout



The ideal checkout

-  **Mondial Relay**
Points Relais® **Mondial Relay – PUDOs®**
Delivered between 21/07/2022 and 23/07/2022
Reduced CO² impact – the planet will thank you ;)
-  **Mondial Relay**
Lockers 24/7 **Mondial Relay – 24/7 Lockers**
Delivered between 21/07/2022 and 23/07/2022
Reduced CO² impact – the planet will thank you ;)
-  **Mondial Relay**
Express **Mondial Relay Express**
Delivered the next day at a collection point, 20/07/2022
Reduced CO² impact – the planet will thank you ;)

Offering different services to provide your customers with greater choice = **more chance of choosing a simple, affordable and environmentally friendly means of delivery!**






*PUDOs® Checkout image
Locker Checkout image
MR Express Checkout image*

partie 3

Icons



Not much space?

-  **Mondial Relay – PUDOs®**
Delivered between 21/07/2022 and 23/07/2022
-  **Mondial Relay – 24/7 Lockers**
Delivered between 21/07/2022 and 23/07/2022
-  **Mondial Relay Express**
Delivered the next day at a collection point, 20/07/2022



Not much space on your website for our full finery?

Don't worry! We can always find a solution!

It's basic, but really not bad ;-)

Add these icons to your checkout.



*MR PUDOs® icon
MR Locker icon
MR Express icon*

For your maps



For PUDOs®



For Lockers



Use these **icons** on your maps to differentiate between the PUDOs® and Lockers.



PUDO pin image
Locker pin image

Download now

What are you waiting for?

Download the set of elements to incorporate right away!

We know we can count on you ;-)

Click on *RayMond* to access them:





**Mondial
Relay** UN SOURIRE
À CHAQUE COIN
DE RUE



<https://www.mondialrelay.fr/>