

DACIA

Dacia Evolution

Application guide for exterior signage

BRAND STORES - NETWORKS DIVISION - VERSION 01 - OCTOBRE 2018

Application guide for exterior signage

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Enjoy the guide!

General

An efficient customer journey

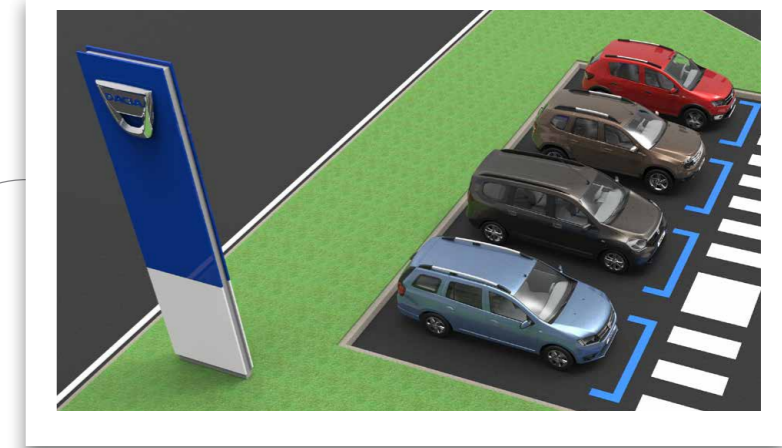
Carefully organized and ordered signage elements, whatever the configuration or format in question.

Simple and clear graphics

Graphic treatment for clarity and impact, to make the outlet attractive, highlight the showroom and draw visitors inside.

An identifiable colour universe

The institutional blue of the Brand and the Dacia logo punctuate the customer's journey. These codes make the Brand recognizable whatever the setting.



Welcome
to the world of Dacia

General principles

Simple and identifiable components



The 3 applications of the showroom and multibrands site

The Corner



The Dedicated Showroom



The Dacia Box



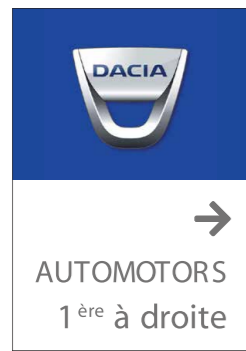
The Multi-brand Format



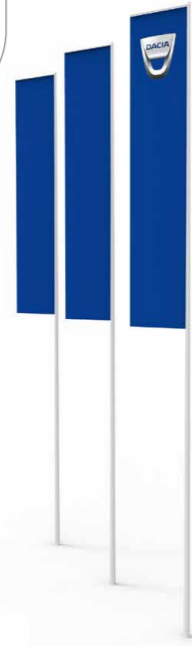
Components

The concept is comprised of distinct visual codes and simple, visible components.

Advance signage covered in a separate document



Vertical flags



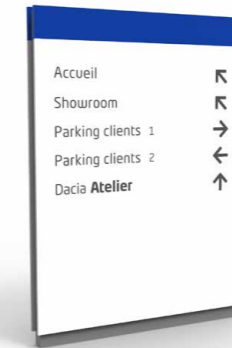
The marker sign for the Dacia Corner



Totem



Directional sign



Test Drive marking and vehicle sign



DACIA

Banner signature



Entrance sign
2,400 and 3,600 mm



The Dacia workshop plaque
(Dacia Corner, Dedicated and Multi-Brand showroom)

Dacia
Atelier

Service bays



Activities sign

The Corner

For maximum visibility within the Renault universe

This solution enables one or two vehicles from the Dacia range to be displayed in a specific space within Renault showroom.

Outside, the presence of the Brand is materialized by a vertical flag or by the marker sign.

The bays hosting the Dacia after-sales service are identified by a plaque adjacent to one of the Renault bays.

The characteristics of the format:

- > Shared Renault / Dacia entrance
- > Absence of Dacia signage on the façade

Components:

- > ① One Dacia flag (if three flags in total)
Deux pavillons Dacia si cinq pavillons
- > ② A Dacia marker sign
- > ③ A shared Renault / Dacia entrance
- > ④ A communications media for Test Drive vehicle
- > ⑤ The Dacia workshop plaque



The Corner

Vertical flags

Purpose

The flags are the first marker identifying the Brand when approaching the dealership. They serve to structure the outdoor space and make the dealerships visible. They come in 2 formats:

Rule 1

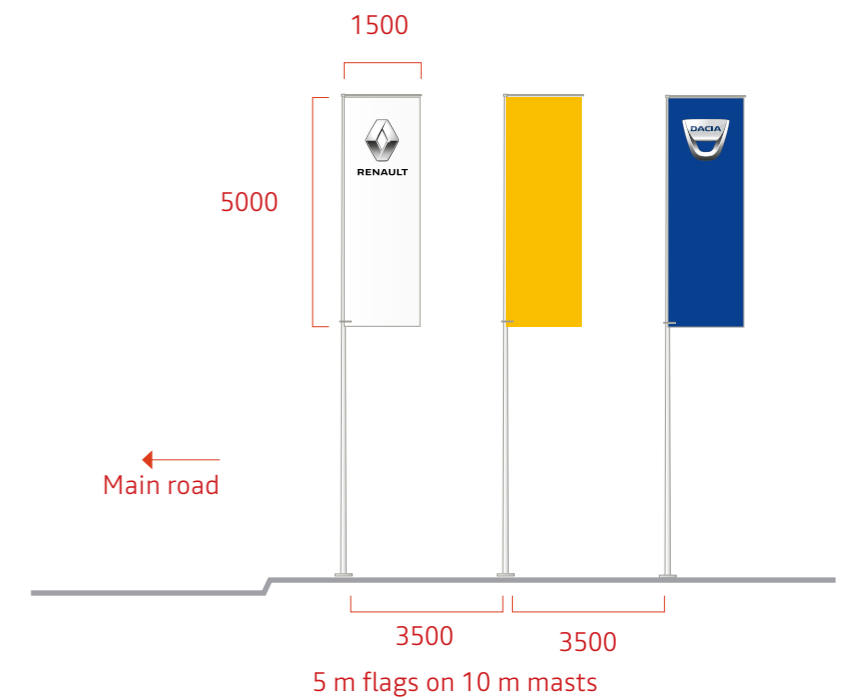
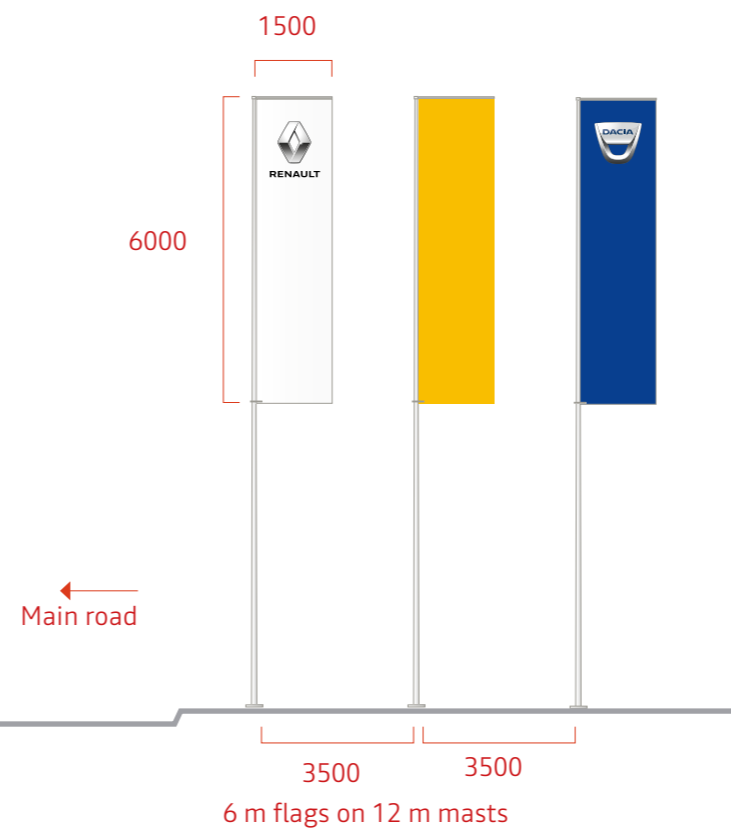
In a Corner, the Dacia flag is associated with the Renault flags.

Rule 2

The flags are always arranged at right-angles to the traffic flow, along the perimeter of the dealership.

Rule 3

The flags are arranged in groups of 3, strictly in the sequence shown opposite. The Renault flag is always located closest to the traffic flow.



The Corner

Marker sign

Purpose

The marker sign indicates the presence of the Dacia Brand in the Renault showroom.

Rule 1.

The Dacia marker sign is positioned close to the main road.
As far as possible, the Dacia marker sign shall be located near the site entrance.

Rule 2.

The Dacia marker sign shall be arranged parallel to the main façade. This layout avoids weakening the impact of the totem and expresses the hierarchy between the brands.

Rule 3.

When installation close to the main road is not possible, the Dacia marker sign should be positioned near the showroom façade.



Marker sign located by the road



Marker sign located by the façade of the dealership

The Corner

Workshop plaque

Purpose

The workshop plaque indicates the presence of the Dacia Brand in the Renault after-sales.

Rule 1.

When Dacia after-sales flow represents less than 50% of total after-sales flow at the site, the workshop bays are identified using the Renault signage system and a Dacia workshop plaque is placed on the wall adjacent to the service bay.

Rule 2.

When the Dacia after-sales flow represents more than 50% of total after-sales flow at the site, at least one of the workshop bays is identified using the Dacia signage system.



Dacia after-sales flow less than 50%



Dacia after-sales flow more than 50%

The Dedicated Showroom

Asserting the Brand alongside Renault

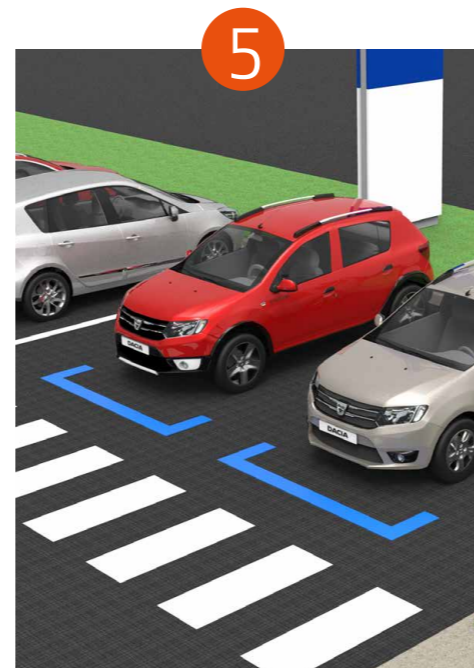
The challenge for the Brand is to develop its visual identity system in a coherent and independent manner by having different signs coexist at the same location and on the same façade. Identification of workshop bays is treated differently according to the relative customer traffic flows (either with a Dacia workshop plaque adjacent to a Renault bay, or with a dedicated Dacia bay).

The characteristics of the format:

> Separate Renault/Dacia entrances

Components:

- > ① Three Dacia vertical flags
- > ② A Dacia totem
- > ③ A Dacia banner signature
- > ④ An independent entrance with a sign
- > ⑤ A dedicated Test Drive area
- > ⑥ Workshop bays (either dedicated or identified by a Dacia workshop plaque).



The Dedicated Showroom

Vertical flags

Purpose

The flags are the first marker identifying the Brand when approaching the dealership. They serve to structure the outdoor space and make the dealerships visible.

Rule 1.

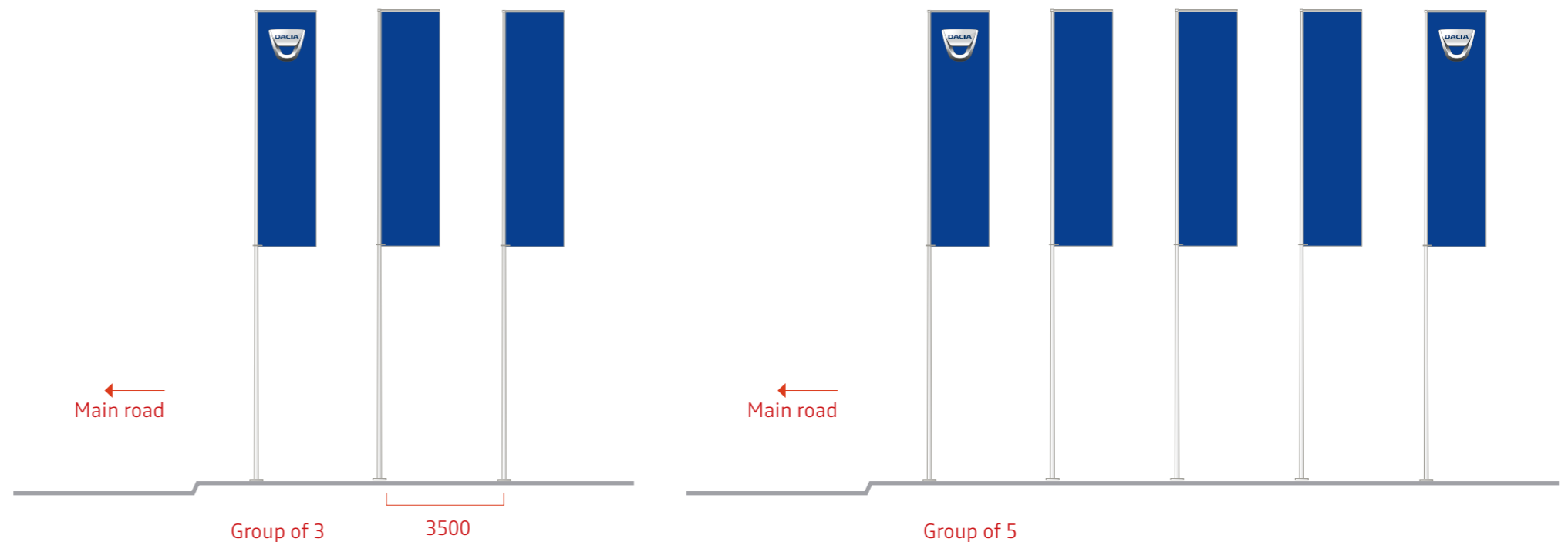
Here, the number of Dacia flags is equal to the number of Renault flags. Each group is arranged on either side of the site, close to the respective showrooms they identify.

Rule 2.

The flags are always arranged at right-angles to the traffic flow, along the perimeter of the dealership.

Rule 3.

The flags are arranged in groups of 3 or 5, strictly in the sequence shown opposite. The flag with the Dacia logo is always located closest to the traffic flow.



The Dedicated Showroom

Totem

Purpose

Renault Dacia sites are identified by totems for each brand, of equivalent size.
The totems are positioned on the main façade in front of each of the showrooms. The totem comes in 2 heights (4,500 and 6,500 mm).

Rule 1.

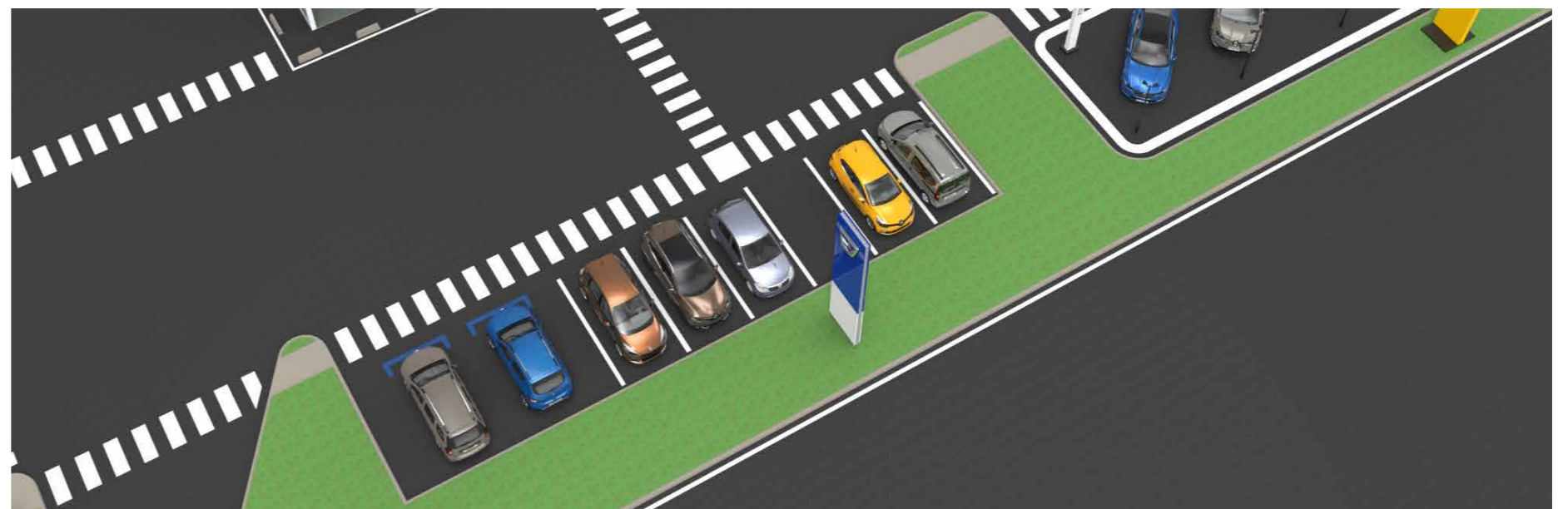
Arrange the totems perpendicular to the main road.

Rule 2.

The totems are positioned on the main façade in front of the showrooms.

Rule 3.

It is recommended to leave a minimum distance of 15 m between the two totems.



The Dedicated Showroom

Test Drive signage

Purpose

In order to give customers the opportunity to test drive a vehicle, a zone is reserved on the outdoor parking area, close to the entrance of the Dacia showroom.

Rule 1.

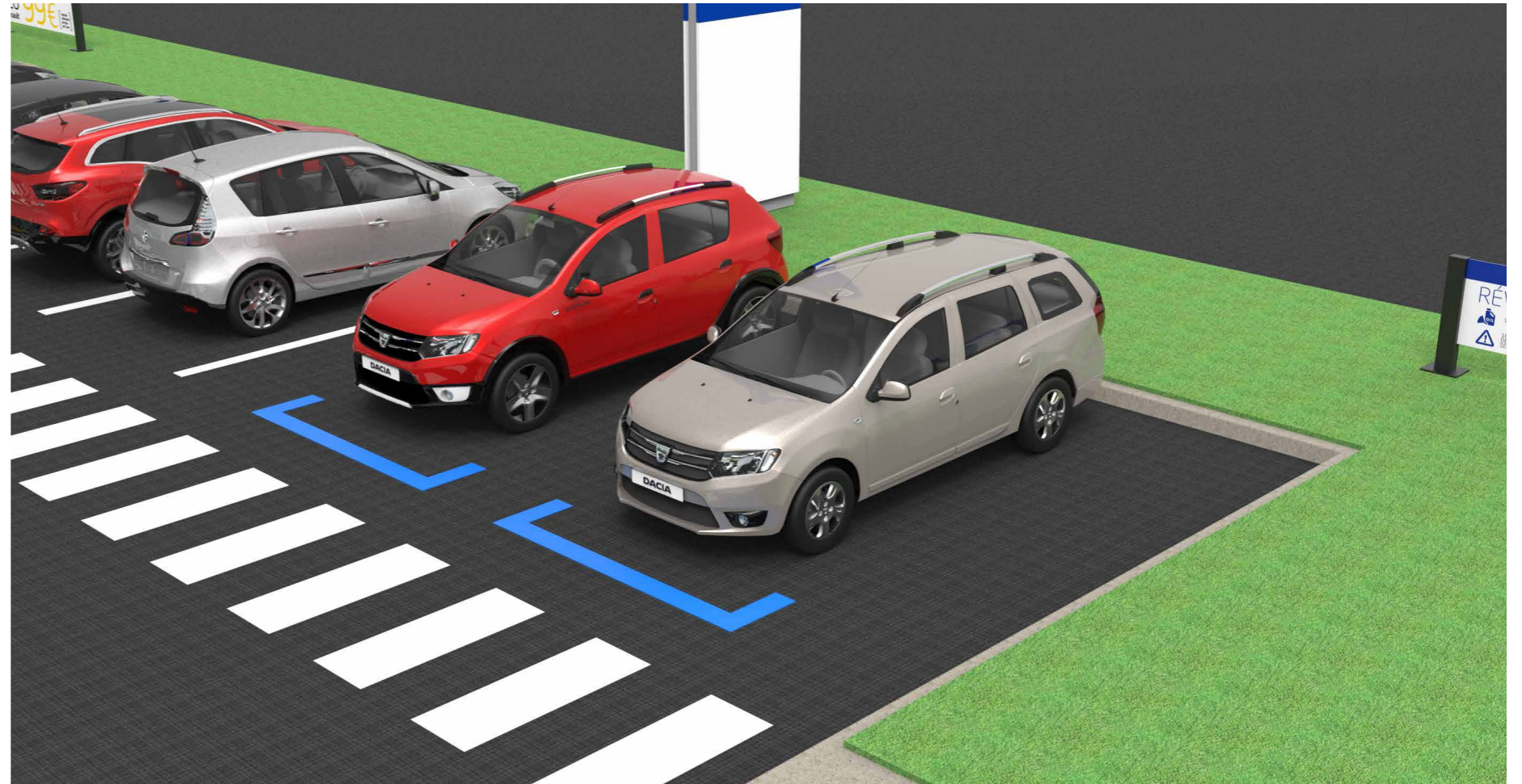
The Test Drive zone should ideally be located on a parking area along the road perimeter, away from the Renault display areas.

Rule 2.

The Test Drive zone should be easily accessible from the showroom entrance.

Rule 3.

In a Dedicated dealership, a minimum of 2 test drive vehicles is recommended.



A clearly visible Test Drive card shall be hung on the rearview mirror inside the vehicle.



The Dedicated Showroom

Banner signature

Purpose

The façades of the respective showrooms are identified by each of the brand's own signage.

Rule 1.

The Dacia banner is centered and must overhang the entrance. The end of the banner is ideally justified on an existing frame / vertical marking.

Rule 2.

Observe a minimum distance of 3 m between the Dacia banner and the Renault banner.

Rule 3.

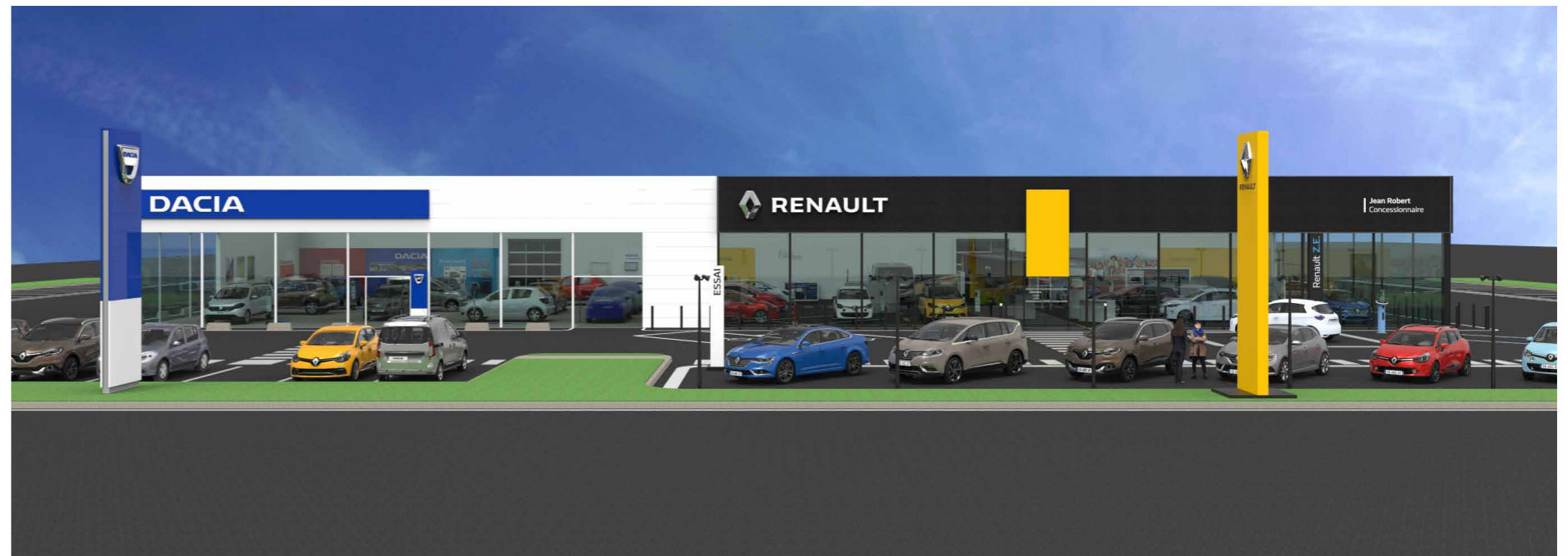
The Dacia lettering shall not be taller in height than the Renault word. The height of the banner (900 or 1200 mm) is chosen according to the height of the Renault word.

Rule 4.

The Site Name shall feature on the Renault façade. The dealer name may only feature once on the façade. It is always associated with Renault.

Rule 5.

The secondary façades are identified by each of the brand's own signage systems.



Installation with straight banner
Dacia banner is aligned with the Renault word

The Dedicated Showroom

Entrance sign

Purpose

This marker sign allows to locate the entry of the Dacia showroom from the arrival on the site.

Rule 1.

The entrance sign is located to the right of the showroom door on the main façade.

Rule 2.

There are two heights of sign adapted to different façade heights:

2,400 mm for façades less than 6m in height
3,500 mm for façades more than 6m in height

Rule 3.

The entrance sign displays the showroom opening times and bears the Dacia Renault Group signature. No other information is permitted.



Opening times and signature



Installation on a façade with straight banner

The Dedicated Showroom

Service bays

Purpose

There are two modes of signage for the service bays:

- A Dacia workshop plaque which indicates the presence of the Brand within the Renault after-sales area.
- A Dacia Workshop banner which indicated the entrance to a specific Dacia after-sales service.

Rule 1.

When Dacia after-sales flow represents less than 50% of total after-sales flow at the site, the workshop bays are identified using the Renault signage system and a Dacia workshop plaque is placed on the wall adjacent to the Workshop bay.

Rule 2.

When the Dacia after-sales flow represents more than 50% of total after-sales flow at the site, at least one of the workshop bays is identified using the Dacia signage system.



Dacia after-sales flow less than 50%



Dacia after-sales flow more than 50%

The Dedicated Showroom

Activities sign

Purpose

This sign informs the customer ahead of his/her visit to the service reception. It lists the principal service activities offered by the dealership.

Rule 1.

The sign shall always be located adjacent to a Dacia service bay.

Rule 2.

The sign shall generally be placed in the customer flow, ideally between the showroom window and the first service bay.

Rule 3.

The list of information text items is standardized. No other wordings are permitted.



The Dacia Box

The independent format

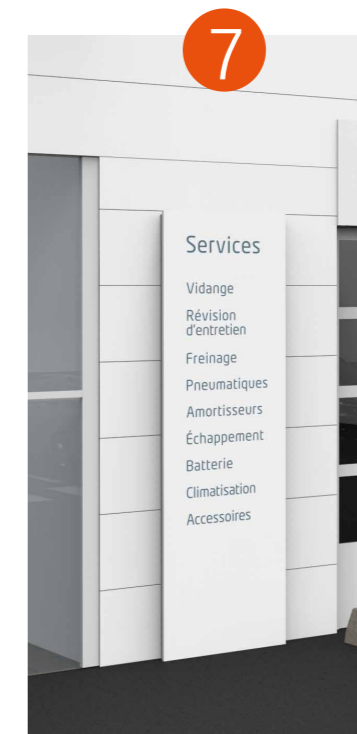
In this configuration, the Brand benefits from optimum deployment. All the components are present to promote the Dacia products and Brand universe.

The characteristics of the format:

- > Fully independent site, therefore able to deploy the complete Dacia signage system.

Components:

- > ① Six Dacia vertical flags
- > ② A Dacia totem
- > ③ A directional sign
- > ④ A Dacia banner signature
- > ⑤ A showroom entrance sign
- > ⑥ A dedicated Test Drive area
- > ⑦ An activities sign
- > ⑧ Identified service bays



The Dacia Box

Vertical flags

Purpose

Les pavillons sont les premiers éléments d'identification de la Marque à l'approche de la concession. Ils permettent de structurer l'espace extérieur et d'assurer la visibilité des concessions.

Rule 1.

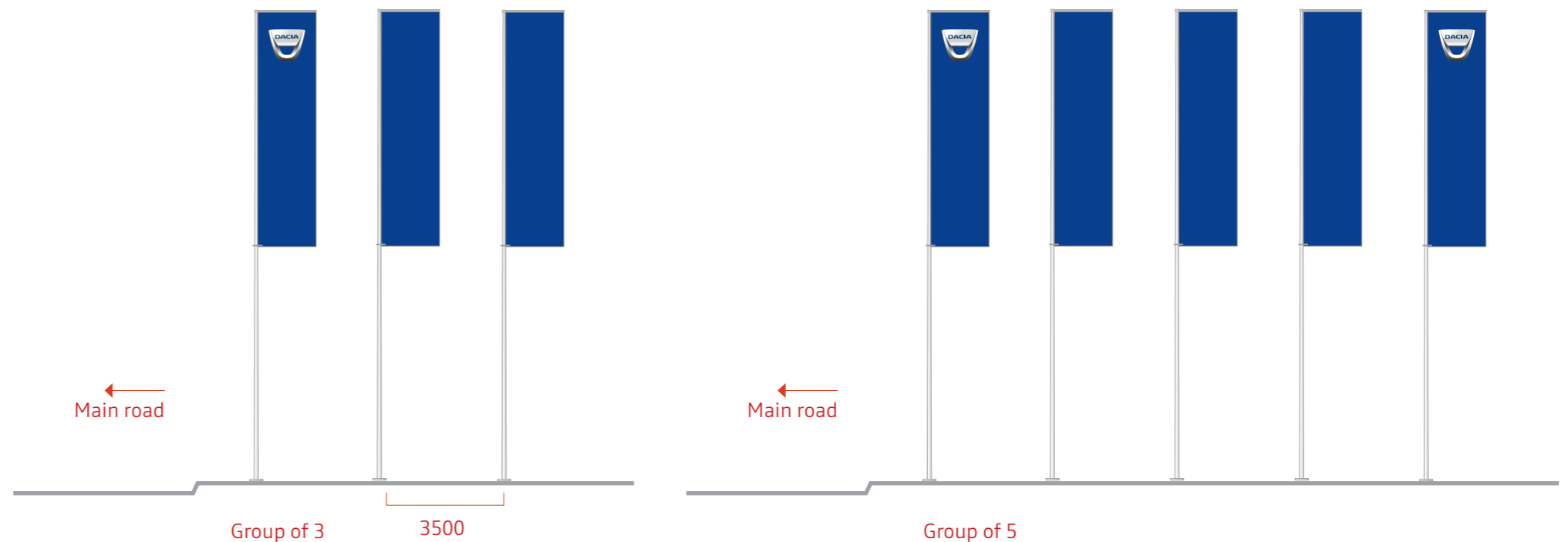
Each group of flags is installed at either side of the site.

Rule 2.

The flags are always arranged at right-angles to the traffic flow, along the perimeter of the dealership.

Rule 3.

The flags are arranged in groups of 3 or 5, strictly in the sequence shown opposite. The flag with the Dacia logo is always located closest to the traffic flow.



The Dacia Box

Totem

Purpose

The totem identifies the Dacia site. It is prominently positioned in the central clear border space. It is available in 2 heights to be chosen in accordance with the general height of the building and/or constructions in the immediate vicinity. (4,500 and 6,500 mm).

Rule 1.

It is arranged perpendicular to the main road.

Rule 2.

The totem is positioned half-way along the main façade in front of the showroom.



The Dacia Box

Directional sign

Purpose

The directional sign helps visitors find their bearings as soon as they arrive at the dealership so they can find their way either by car or on foot to the desired service.

Rule 1.

The sign is located at the site entrance before the parking areas.

Rule 2.

The sign is arranged perpendicular to the entrance road.

Rule 3.

It displays a maximum of 5 information items.



The Dacia Box

Test Drive signage

Purpose

In order to give customers the opportunity to test drive a vehicle, a zone is reserved on the outdoor parking area, close to the entrance of the showroom.

Rule 1.

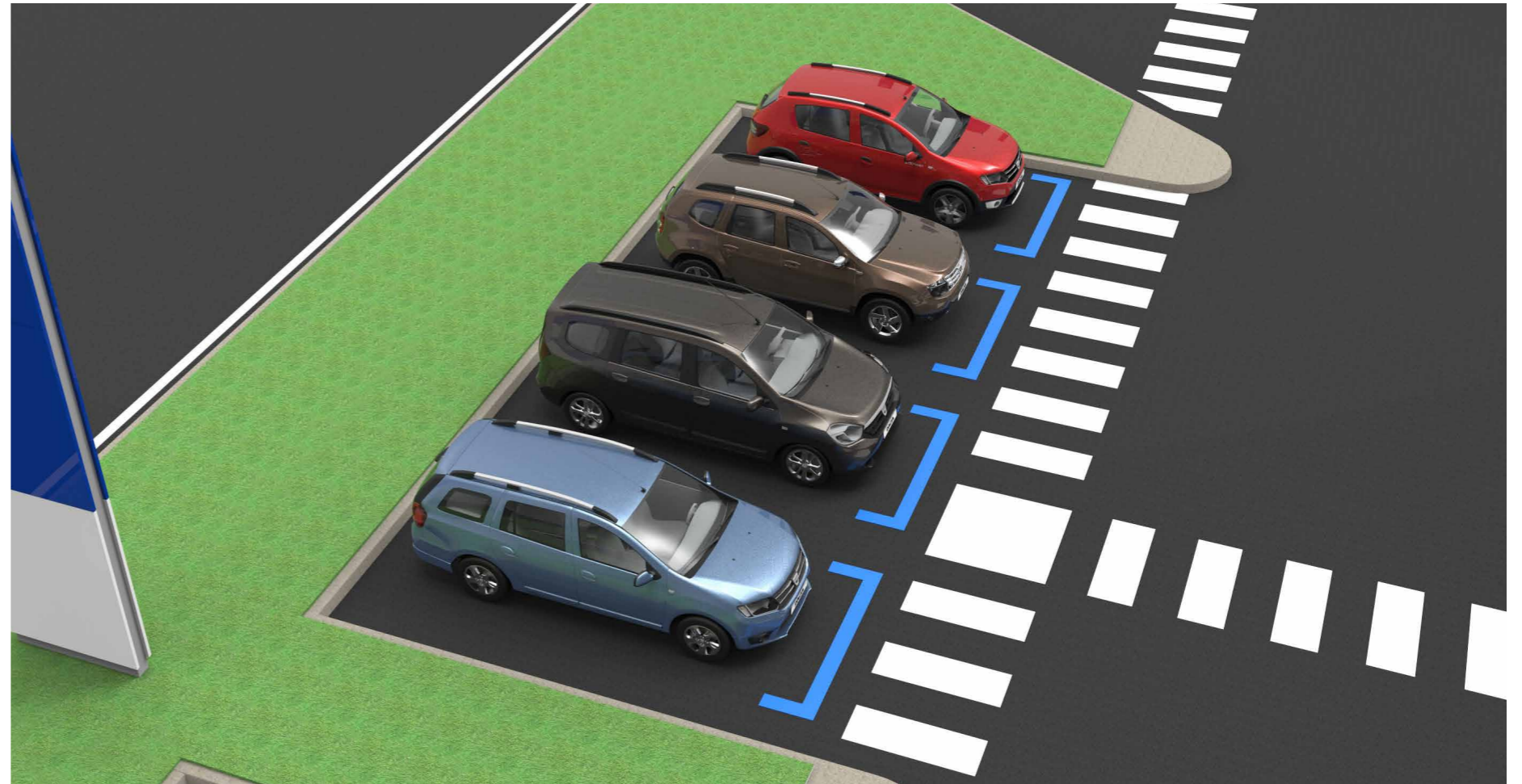
The Test Drive zone should ideally be located on a parking area along the road perimeter.

Rule 2.

The Test Drive zone is easily accessible from the showroom entrance, ideally in the direction of flow toward the customer parking area and opposite the showroom.

Rule 3.

In a Dacia Box, a minimum of 4 test drive vehicles is recommended.



A clearly visible Test Drive card shall be hung on the rearview mirror inside the vehicle.



The Dacia Box

Banner signature

Purpose

The signature clearly signals the showroom façade.

Rule 1.

The height of the banner (900 or 1,200 mm) is chosen according to the height of the façade.

Façades less than 6 m in height: 900 mm banner

Façades greater than 6 m in height: 1,200 mm banner

Rule 2.

The Site Name shall feature on the banner.

The dealer name may only feature once on the façade.

Rule 3.

The banner length shall be measured according to the length of the showroom window. The banner shall stop in perfect alignment above the showroom window.

Rule 4.

The secondary façades are identified by the same type of banner signature.



Showroom with a corner

The Dacia Box

Entrance sign

Purpose

This sign serves to locate the entrance of the Dacia showroom as soon as the customer enters the site.

Rule 1.

The entrance sign is located to the right of the showroom door on the main façade.

Rule 2.

There are two heights of sign adapted to different façade heights:

2,400 mm for façades less than 6m in height
3,500 mm for façades more than 6m in height

Rule 3.

The entrance sign displays the showroom opening times and bears the Dacia Renault Group signature. No other information is permitted.



The Dacia Box

Service bays

Purpose

The signage of the service bays identifies the workshop entrances reserved for customers. Banners come in 2 heights.

Rule 1.

The banners are always placed above the bays and their length shall correspond to the width of the service bay.

Rule 2.

The height of the banner is chosen according to the general height of the façade.
Façades less than 6 m in height: 900 mm banner
Façades greater than 6 m in height: 1,200 mm banner

Rule 3.

In case of grouped bays (see illustration), the banners are grouped to form a single banner.



The Dacia Box

Activities sign

Purpose

This sign informs the customer ahead of his/her visit to the service reception. It lists the principal service activities offered by the dealership.

Rule 1.

The sign shall always be located adjacent to a Dacia service bay.

Rule 2.

The sign shall generally be placed in the customer flow, ideally between the showroom window and the first service bay.

Rule 3.

The list of information text items is standardized. No other wordings are permitted.



The Dacia Box for city-centres

Dacia in urban areas

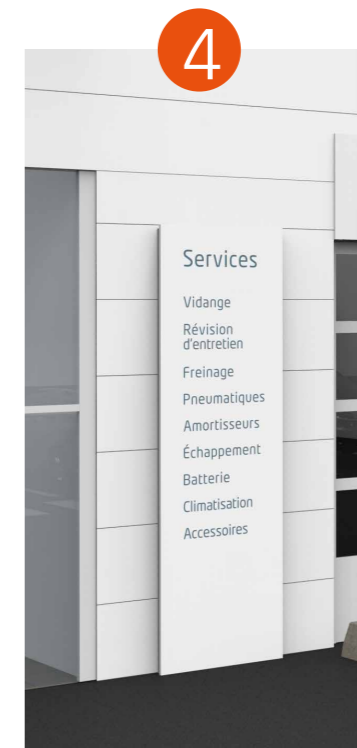
The brand shall be deployed taking into account the immediate environment, sometimes with restrictions owing to standards and available space. All the principal components are present in order to promote the Dacia products and Brand universe.

The characteristics of the format:

> Outlet in an independent environment but presenting constraints

Components

- > ① A Dacia banner signature
- > ② A «flag» insignia
- > ③ A showroom entrance sign
- > ④ An activities sign
- > ⑤ Identified service bays



The Dacia Box for city-centres

Banner signature

Purpose

The signature clearly signals the showroom façades.

Rule 1.

The height of the banner is generally 900 mm.

Rule 2.

The Site Name shall feature on the banner.
The dealer or agent name may only feature once on the façade.

Rule 3.

The banner length shall be measured according to the length of the showroom window. The banner shall stop in perfect alignment above the showroom window.



The Dacia Box for city-centres

Flag insignia

Purpose

The flag insignia serves to identify the Dacia Box in a sometimes confusing urban setting.

Rule 1.

Its dimensions and the height at which it is positioned must be adapted according to the immediate environment and local regulations.

Rule 2.

The flag insignia should be positioned perpendicular to the façade.

Rule 3.

The flag insignia should ideally be positioned between the showroom and the service bays or in the centre of the façade.



The Dacia Box for city-centres

Entrance sign

Purpose

This sign serves to locate the entrance of the Dacia showroom as soon as the customer enters the site.

Rule 1.

The entrance sign is located to the right of the showroom door on the main façade.

Rule 2.

In an urban setting, the 2,400 mm entrance sign is recommended.

Rule 3.

The entrance sign displays the showroom opening times and bears the Dacia Renault Group signature. No other information is permitted.



The Dacia Box for city-centres

Activities sign

Purpose

This sign informs the customer ahead of his/her visit to the service reception. It lists the principal service activities offered by the dealership.

Rule 1.

The sign shall always be located adjacent to a Dacia service bay.

Rule 2.

The sign shall generally be placed in the customer flow, ideally between the showroom window and the first service bay.

Rule 3.

The list of information text items is standardized. No other wordings are permitted.



The Dacia Box for city-centres

Service bays

Purpose

The signage of the service bays identifies the workshop entrances reserved for customers.

Rule 1.

The banners are always placed above the bays and their length shall correspond to the width of the service bay.

Rule 2.

The height of the banner is chosen according to the general height of the façade. In city-centre locations the height of the banner is generally 900 mm.

Rule 3.

In case of grouped bays (see illustration), the banner shall be in one piece.



Multi-brand Showroom

Integration

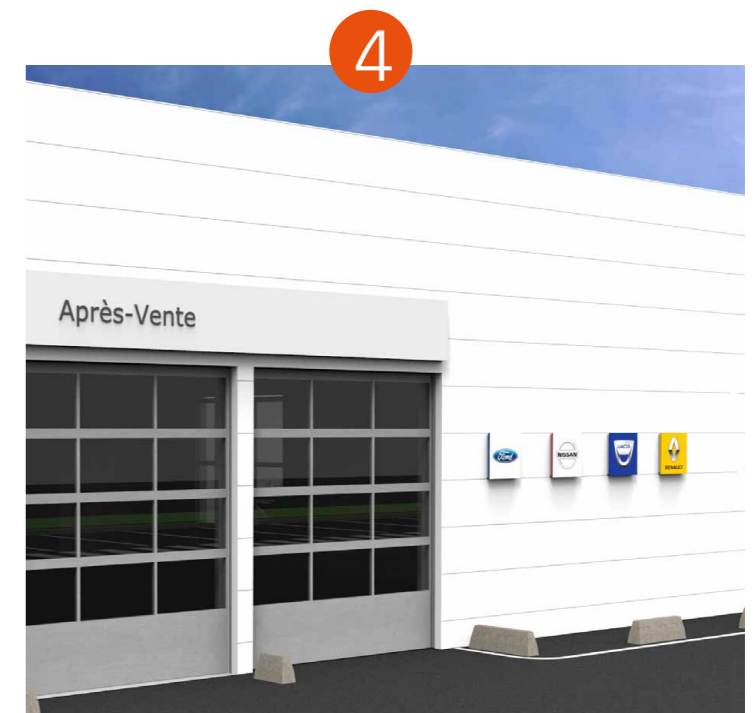
A configuration in which each brand has its own space to express itself. The totems for each brand are positioned in front of the main façade. The vertical flags of each of the brands are located at the boundaries of the property. The façades of the respective showrooms are identified by each of the brand's own signage.

The characteristics of the format:

- › Preserving the brand codes of Dacia in a Multi-brand universe.

Components:

- › ① At least one Dacia flag
- › ② A Dacia totem
- › ③ A Dacia banner signature and an entrance sign
- › ④ A Dacia workshop plaque



Multi-brand Showroom

Vertical flags

Purpose

The flag(s) must be the first visible markers identifying the brand when approaching the site.

Rule 1.

The flags are installed at either side of the site.

Rule 2.

The flags are always arranged at right-angles to the traffic flow, along the perimeter of the site.

Rule 3.

On a Multi-brand site there must be a minimum of one flag representing each Brand.



Multi-brand Showroom

Totem

Purpose

The Multi-brand sites are identified by totems for each brand, of similar size where possible. The totems are positioned in the order of the showrooms.

Rule 1.

Arrange the totems perpendicular to the main road.

Rule 2.

The totems are positioned on the main façade in front of each of the showrooms. The totems come in 2 heights to be harmonized with the other totems: 4,500 and 6,500 mm.

Rule 3.

It is recommended to leave a minimum distance of 15 m between totems.



Multi-brand Showroom

Straight banner signature

Purpose

The straight banner signature serves to identify the façade of the Dacia showroom in a multi-brand environment.

Rule 1.

The height of the banner (900 or 1,200 mm) is chosen according to the height of the façade.

Rule 2.

The Site Name shall be treated neutrally.

Rule 3.

The banner length shall be measured according to the length of the showroom window. The banner shall stop in perfect alignment above the showroom window.

Rule 4.

The secondary façades are identified using the same signage system.



Multi-brand Showroom

Entrance sign

Purpose

This sign serves to locate the entrance of the Dacia showroom, among the other brands present, as soon as the customer enters the site.

Rule 1.

The entrance sign is located to the right of the showroom door on the main façade.

Rule 2.

There are two heights of sign adapted to different façade heights:

2,400 mm for façades less than 6 m in height

3,500 mm for façades more than 6 m in height

Rule 3.

The entrance sign displays the showroom opening times and bears the Dacia Renault Group signature. No other information is permitted.



Multi-brand Showroom

The Dacia workshop plaque

Purpose

The plaque with the colours of the Brand indicates Dacia's presence in after-sales.

Rule 1.

Placed on a shared workshop entrance, the plaque is in the same format as the other brands.

Rule 2.

When the Dacia after-sales flow represents more after-sales flow at the site than the other brands, at least one of the workshop bays is identified using the Dacia signage system.



Shared after-sales service entrance



Substantial Dacia after-sales flow

For more details on the components covered in this guide, please refer to the **Technical Specifications for Exterior Signage**

Thank you