



NEW DACIA SIGNAGE

Generic identification principles
mostly for primary network Dacia sites

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Generic objectives

introduction

The challenge of this signage program is to increase visibility and strengthen the notoriety of the Dacia brand.

The Dacia brand may be distributed on a site dedicated to the Brand or on a multi-brand site including the Renault brand.

Given the history of construction of distribution networks, the latter case is the most frequent.

Dacia showrooms can be integrated into Renault showrooms in the form of corners (without physical separation), with or without a dedicated entrance.

The Dacia brand can also be integrated into a multi-brand site with 3 or more brands.

Around the sites, the challenge is to identify the presence of the Dacia brand in the environment.

Flags, totems or flag signs correspond to this objective.

On large peri-urban sites, directional signage helps direct customers to the reception points and/or the services offered:

Showroom, After-Sales Service are accessible from the customer car park available to visitors.

On the facades of the showrooms, the challenge of Dacia signage is to identify the showroom (or the part of the showroom) devoted to the presentation of Dacia vehicles.

The signage is mainly placed on the parts of the facades equipped with windows.

Optionally, markings of “blind” facades can be envisaged to compensate for a lack of visibility of the main facade.

On the After-Sales façade, signage confirms the presence of an After-Sales activity on the site.

formats

| Format | MINI | CORE | MAXI |
|--------------------------|----------------------|--------------------------|-------------------------|
| Number of vehicles | 2 vehicles | 3 - 4 vehicles | from 5 vehicles |
| Surface | < 100 m ² | 100 - 200 m ² | from 200 m ² |
| Sales desk | Optional | 1 | 1 |
| Showroom separation | No | Optional | Optional |
| Separated Dacia entrance | No | Optional | Yes |
| Test Drive | Yes | Yes | Yes |
| Headline zone | Optional | Optional | Yes |

GENERIC OBJECTIVES

components for each format

| | Mini format | Core format | Maxi format | Comments |
|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|---|
| Flags | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Different implementation in single-brand site and multi-brand site |
| Totems | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | The totem is recommended in first intention for the Core and Maxi formats. |
| Flag insignias | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | The flag insignia is used when the installation of the totem is not possible. |
| Directional signage | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Possible option according to the specific needs of each site. |
| Dacia lettering | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 3 heights chosen according to the height of the pediments. |
| Khaki frame | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 2 heights chosen according to the height of the pediments. |
| White panels | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Necessary depending on the condition, colour and nature of the existing pediment. |
| Entrance totems | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 2 heights chosen according to the visibility of the entrance door. |
| Adhesive markings for entrance | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Regulatory elements. |
| Dacia Service khaki plate | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Can only be used in multi-brand sites. |
| Dacia Atelier wooden plate | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Can only be used in a single-brand site or dedicated entrance to a multi-brand site |
| Dacia Atelier wall totem | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Replaces the wall panel in case of poor visibility of the workshop bay. |
| Workshop window dressing | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Can only be used in dedicated workshops to Dacia. |
| Ground marking of the test area | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Exists in 2 versions depending on whether the site is single-brand or multi-brand. |
| Ground marking of the Headline zone | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Exists in 2 versions depending on whether the site is single-brand or multi-brand. |

Mandatory
 Optional

01 Flags

principles

1.1 GENERIC PRINCIPLE

The distant identification of a Dacia site is done thanks to the flags.

1.2. IDENTIFICATION OF A DACIA SINGLE-BRAND SITE

At a minimum, a set of 3 flags implanted on one of the edges of the field, set up according to the visibility specific to each site.

Several configurations can exist:

- 2 groups of 3 flags located on either side of the building,
- 2 groups of 5 flags located on either side of the building.

The order and choice of each flag within each group must be respected (cf. Flag installation guide on the Brand Stores website).

1.3. IDENTIFICATION OF A DACIA MULTI-BRAND SITE

Several configurations are possible depending on the location:

- 2 groups of 3 flags, one of which is dedicated to Dacia
- 2 groups of 5 flags, 2 of which are dedicated to Dacia.

The order and choice of each flag within each group must be respected (cf. Flag installation guide on the Brand Stores website).

principles

1.4 SPECIAL CASE OF SITES THAT CAN ONLY HOST ONE GROUP OF FLAGS

In this case, it will be possible to mix the flags of the 2 brands

- for a group of 3 flags, 1 Dacia flag with the logotype is required,
- for a group of 5 flags, 2 Dacia flags with the logotype are required,

The order and choice of each flag within each group must be respected (cf. Flag installation guide on the Brand Stores website).

1.5 SPECIAL CASE OF URBAN SITES

These sites are not identified by flags which are generally prohibited in urban areas.

02

Directional signage

principles

2.1 GENERIC PRINCIPLE

The purpose of the directional signage is to guide customers in their movements on the sites. It should only be used in rare cases where the complexity of traffic makes this guidance to the Dacia site necessary. Directional signage is optional and does not depend on the format of the Dacia site.

2.2 DIRECTIONAL PANEL

This element is the basic component of the directional system. This element is common with Renault signage. Only the typography used (Renault Group) differs. Refer to the Technical Specifications for Renault directional signage.

Located near the main access, it is intended for customers on board their vehicle, informing them:

- the position of the customer car park adjoining the showroom,
- the position of the customer car park adjoining the Service reception, when this is not integrated into the showroom.

The existing directional signs (white and blue) will be replaced by new Renault elements using Renault Group typography.

03

Totems & flag insignias

principles

3.1 GENERIC PRINCIPLE

These elements contribute to the distant identification of the Dacia site in addition to the flags.

There can only be one element per site, totem or flag insignia.

For dealership networks, we will favour, as far as possible, the installation of a totem, failing that of a flag insignia.

These elements are implemented:

- perpendicular to the main facade,
- with the khaki part oriented towards the road axis (and not towards the facade).

3.2 TOTEM

Available in 2 sizes, 4500 and 6500mm, the totems are the major elements of the recognition of the Dacia brand.

They are located in front of the showroom:

- in line with the access door to the showroom,
- or in line with the dedicated part to Dacia in the case of a site with no specific entrance.

In the case of a previous generation Dacia totem, it is possible to:

- to carry out a retrofit of the faces while preserving the structure,
- install a new totem while retaining the existing anchors and concrete block, when the retrofit is not economically attractive.

principles

3.3 FLAG INSIGNIA

Available in 3 sizes (680, 1150 and 1620 mm), the signs are the major elements of the recognition of the Dacia brand. They should be used when totems cannot be implanted. They have the same function as the totems. The 680mm sign is recommended for urban sites.

In peri-urban sites, the flag insignia will always be offset from the facade and fixed to a mast to provide more visibility.

In single-brand urban sites, it will be installed on the facade above the strip and positioned on one side of the showroom facade opposite the Dacia lettering.

3.4 SPECIFIC CASES OF MULTI-BRAND SITES

In multi-brand sites, the height of Dacia and Renault totems and signs must be similar. The same site cannot include a totem of one brand associated with a flag insignia of the other brand. Under no circumstances should a hierarchy between the 2 brands be visible.

On peri-urban multi-brand sites, the totems (or signs) of the 2 brands are located in front of the main facade at a distance of 12 m from each other.

In the case of a Renault Dacia multi-brand urban site, the Dacia insignia and the Dacia lettering will be located close to each other. Under no circumstances should a Dacia insignia be positioned next to Renault lettering (and vice versa).

04 showroom identification

principles

4.1 GENERIC PRINCIPLE

The facade of the showroom is identified by the letters Dacia positioned on a white background framed by a khaki net (the outline) in the shape of an arch. The outline is positioned at the limits of the facade of the showroom (or the Dacia building) as well as at the top of the facade.

4.2 WHITE PANELS

It is necessary to install (or replace existing panels) with new white panels when:

- the cladding or the white masonry is in poor condition (holes, dents),
- the rhythm of the cladding panels is vertical
- the surface of the cladding panels is strongly ribbed.

It is possible to envisage a direct installation on the existing cladding (or the wall) on the condition of proposing an individual supply of the letters. Additional structures visible between the façade and the letters of the word Dacia are prohibited.

4.3 DACIA LETTERING

The letters of the word Dacia are available in 3 heights:

- 297mm whose height of the pediment is less than 1800mm,
- 450mm whose height of the pediment is between 1800mm and 2800mm,
- 600mm where the height of the pediment is greater than 2800mm.

principles

On a multi-brand site, the choice of the height of the Dacia lettering is not linked to that of the Renault lettering.

The Dacia lettering is centered vertically in the white part of the pediment.

- On the main facade of a single-brand Dacia, the Dacia lettering is located close to the corner offering the most visibility of the main traffic road.
- On a secondary facade, the Dacia lettering is located as close as possible to the connection angle with the main facade.
- On a common facade with Renault, the Dacia lettering is located opposite the existing Renault lettering.

4.4 DEALERNAME

In single-brand Dacia sites, the Dealername is optional and can be used according to the Dealer's wishes.

The proportions between the height of the Dealername and that of the Dacia lettering are defined and immutable: the Dealername is aligned at the bottom, the letters have a height equal to 30% of the height of the Dacia lettering.

The letters of the Dealername (not retro-illuminated) are cut out of a khaki-coloured aluminium sheet assembled on a horizontal rail for simple and elegant fixing on the facade.

In Renault Dacia multi-brand sites, the Dealername does not apply to the Dacia facade.

principles

4.5 THE KHAKE FRAME

- The khaki frame is positioned under the acroterion.
- The top of the khaki frame is aligned with the top of the Renault mesh when it exists on the facade.
- The vertical upright of the frame is installed against the frame of the Renault mesh in edge-to-edge mode (maximum distance: 10mm).
- The thickness of the khaki frame is 80mm in the form of a U-shaped profile taken up on the facade by continuous or not continuous riders.

4.6 CHOICE OF GREEN FRAME WIDTH

- For facades with a pediment height of less than 1800mm, the khaki frame is 250mm wide.
- For facades where the height of the pediment is greater than 1800mm, the khaki frame is 300mm wide.

4.7 TREATMENT OF GLAZED PARTS

As far as possible, the objective is to ensure visual continuity between the upper part (frontage) and the lower part (window frame). The front faces of the khaki frame present on the same facade are aligned with each other.

Depending on the relief of the glazed facade, different solutions must be implemented:

- Up to 250mm projection, the khaki frame will be taken up on the window via brackets fixed to the frame or glued to the glazing.
- Beyond 250mm, optionally and on a case-by-car basis, it will be possible to use a vertical structure taken up on the ground by a plate and chemical screws on the slab or concrete block to be created. This structure will be covered in the front part by the 80mm deep khaki frame. In the rear part, a U-shaped sheet in satin black color RAL 9005 (120mm deep) provides the finish.

principles

In the case of the presence of a masonry part in front of the windows, it will be necessary to ensure the conditions for the recovery of the plates taking into account the presence of the footings of the building.

4.9 FIXING THE KHAKI FRAME ON THE GLAZED PARTS

As a general rule, fixing is done by screws in the vertical uprights of the windows. When the use of recovery screws is not possible, fixing is done by double-sided adhesive. Inside the showroom, a matte black masking tape is applied, covering the entire visible surface of the green frame.

The 80mm thick khaki frame is completed by elements in satin black RAL 9005 lacquered sheet metal ensuring recovery on the windows.

These elements can be made either in L-shaped sheet metal to allow attachment on either side of the vertical window upright, or as a U-shaped element, fixed to the right or left of the window upright. If necessary, the khaki frame can be placed on the cladding at the edge of the glazing.

The khaki frame is still supported on a vertical upright. Any installation in the middle of a glass panel should be avoided.

4.10 CUTTING AND CONNECTION BETWEEN THE HORIZONTAL AND VERTICAL PARTS OF THE GREEN FRAME

- The connection between the vertical upright and the horizontal part of the khaki frame is made using a 45° angled cut.
- As far as possible, the cutting of the horizontal parts corresponds to the rhythm of the frame of the window, the cutting of the vertical parts follows that of the cladding (and/or the white background sheets when present).

principles

4.11 ANGLE TREATMENT

When the window returns to the secondary facade, it will be necessary to make a corner junction between the 2 facades according to the following methods:

- In front view, the 2 fronts are identical: the khaki frame has 2 vertical parts connected by a horizontal khaki part.
- In corner, the junction between the 2 frontages is carried out by a vertical part presenting an L section with raised edges of 80mm.
- This corner element is connected at 45° on the 2 horizontal parts, its general dimensions are 300 x 300mm with 80mm depth.

The recovery on the facade is done either by screwing into the window frame, or by gluing on the corner material (generally an aluminium sheet covering).

4.12 PARTICULAR CASE OF FRONT SQUARED FACADES

As far as possible, the Dacia facade must not be integrated between 2 parts of Renault metal mesh.
However, this provision is possible in certain specific cases.

It implies not having a repetition of the Renault logotype on the same facade.

4.13 SPECIFIC CASE OF FACADES OF URBAN SITES

Exceptionally, when the regulations prohibit the presence of supports projecting from the glass facade, the khaki frame will be interrupted at the level of the facade pediment and will not go down to the foot of the window. For this type of facade, a variant of the signature on the facade with complete framing will be used (definition in progress).

principles

4.14 SHOWROOM ENTRANCE MARKING

The entrance totem identifies the front door of the Dacia showroom.

- The base element has a height of 2400mm usable on windows whose height is between 2400 and 3600mm.
- As an option, a 3600mm element can be used for very high facades with a glazing height greater than 3600mm.

The element is glued to the facade. It is located on the opposite side to Dacia lettering.

Inside the showroom, the back side is masked with matt black adhesive (or optionally an adhesive printed with a wooden pattern).

If it is impossible to install projecting elements (especially in urban sites) or when the standard elements cannot be installed (case of low windows), it will be possible to use an adhesive marking showing the visual of the totem of entrance instead of elements made of aluminium sheet.

In the case of entry totems of the previous generation, the retrofit of the faces is possible while retaining the rear structure.

4.15 ADHESIVE MARKINGS ON ENTRANCE DOORS

Adhesive markings are mandatory regulatory elements aimed at user safety.

2 horizontal patterns (h. 50mm) in white color are installed at 1100mm from the ground on the entrance doors of the showrooms. These elements are installed inside the showroom for better weather protection.

05

After-Sales signage

principles

5.1 GENERIC PRINCIPLE

On the After-Sales facade, the signage confirms the presence of the After-Sales activity on the site.

5.2 AFTER-SALES SIGNAGE OF SINGLE-BRAND SITES

At the very least, a Dacia Atelier wall panel is installed next to the workshop window closest to the Service reception. (see T.S. of Dacia signage). The panel is located 2400mm from the ground and 300mm from the edge of the frame. As an option, to increase visibility, the wall panel can be replaced by a 2400mm high totem.

5.3 AFTER-SALES SIGNAGE OF MULTI-BRAND SITES

The brands (Renault and Dacia) are identified by square wall panels whose height is that of the existing fascias (600, 900, 1200 or 1500mm). These panels are placed 300mm from the right or left of the workshop bay cladding, depending on the flow of customers (i.e. closest to the general entrance). These panels are generally non-illuminated but can optionally be backlit.

5.4 SPECIFIC CASE OF WORKSHOP DOORS DEDICATED TO DACIA

When a workshop bay is dedicated to the maintenance of Dacia vehicles, this workshop bay is fitted with a white frame 300 x 50mm wide. Above the workshop door, a white banner bears the words Atelier in Dacia Block extended Bold typography.

06

Dacia Test Drive area

principles

6.1 GENERIC PRINCIPLE

The dedicated places to the presentation of test vehicles are identified by painted markings on the ground.

6.2 REALIZATION

The ground markings are made of two-component epoxy paint in beige, reference RAL 040 80 05.

The standard format is 2400 x 600mm, in the form of a U with a thickness of 180mm.

6.3 SPECIAL CASE OF MULTI-BRAND SITES

In Renault Dacia multi-brand sites, it will be possible to define a common Test Drive area for the 2 brands in order to optimize the occupied areas.

In this case, the identification methods differ, using a rectangle with rounded corners with the ground marking of the Dacia logo to identify the dedicated places to the Brand's vehicles.

07

Dacia Headline zone

principles

6.1 GENERIC PRINCIPLE

The Dacia Headline zone allows the presentation of the new model being launched in front of the Dacia showroom. This area is materialized on the ground by a painted marking. It can be used both in a single-brand and multi-brand context and remains optional for the Mini and Core formats.

6.2 REALIZATION

The ground markings are made of two-component epoxy paint in beige, reference RAL 040 80 05. The standard format is 5000 x 3600mm, in the form of a frame with a thickness of 180mm.