

Renault
Group

RENAULT DACIA MULTI-BRAND SITES

Cohabitation rules

Edition v1s • October 2023

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Introduction

OBJECTIVES

This document defines the installation rules to be complied within Renault Dacia multi-brand sites, when setting up separate buildings by brand is not feasible.

The Renault & Dacia network's identity standards must be applied in all situations.

APPLICATION RULES

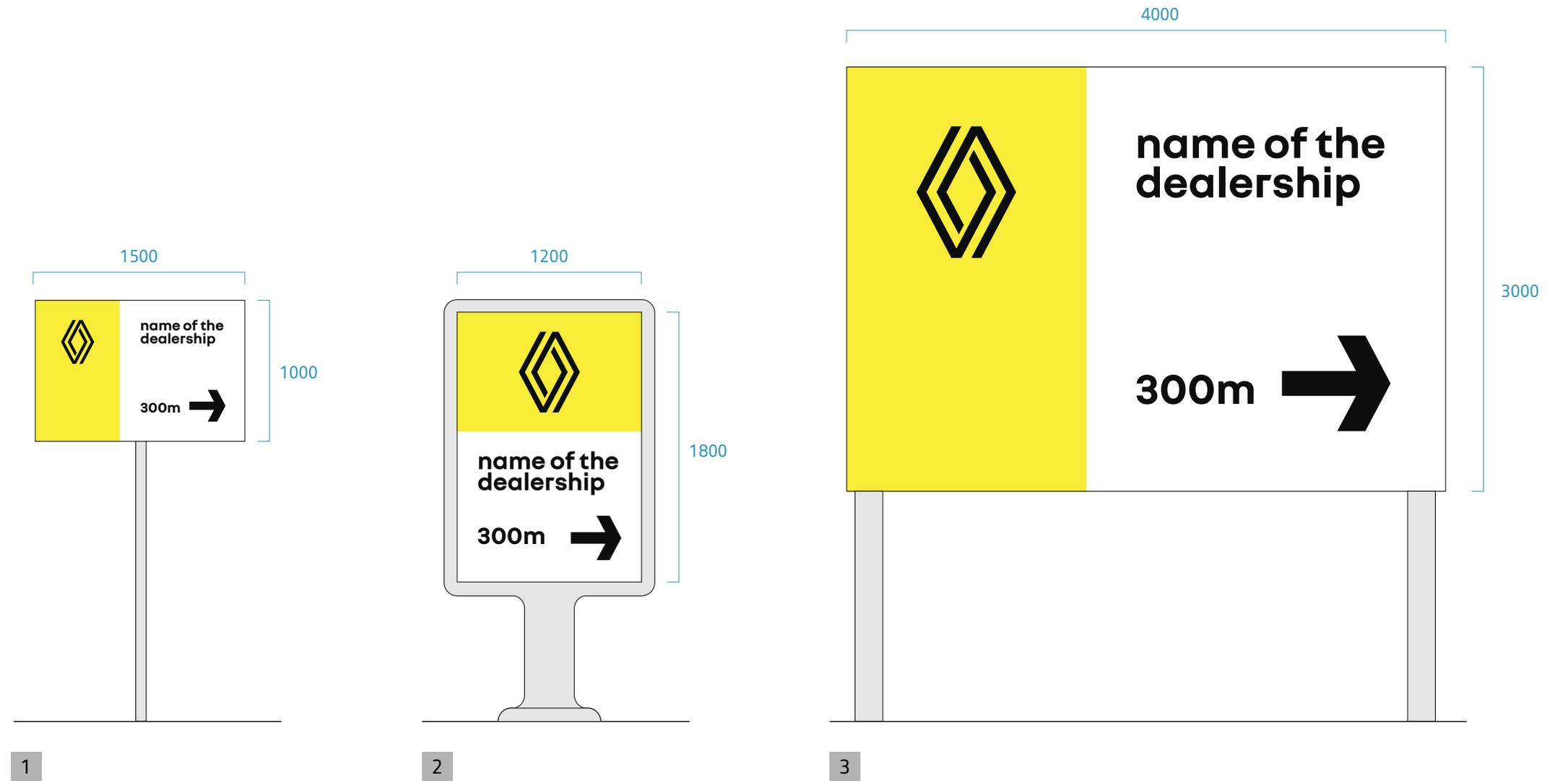
The application rules must allow the deployment of multi-brand sites:

- offering our customers the most readable paths for a consistent customer experience regardless of the nature of the site,
- ensuring a balanced presence of the 2 brands,
- allowing respect for the identity of the brands thanks to clear separation rules and the strict organization of cases of cohabitation within common areas.

1

ADVANCE SIGNAGE

Renault advance signage



DESCRIPTION

- 1 Roadside panel
- 2 Bus shelter panel
- 3 4x3 panel

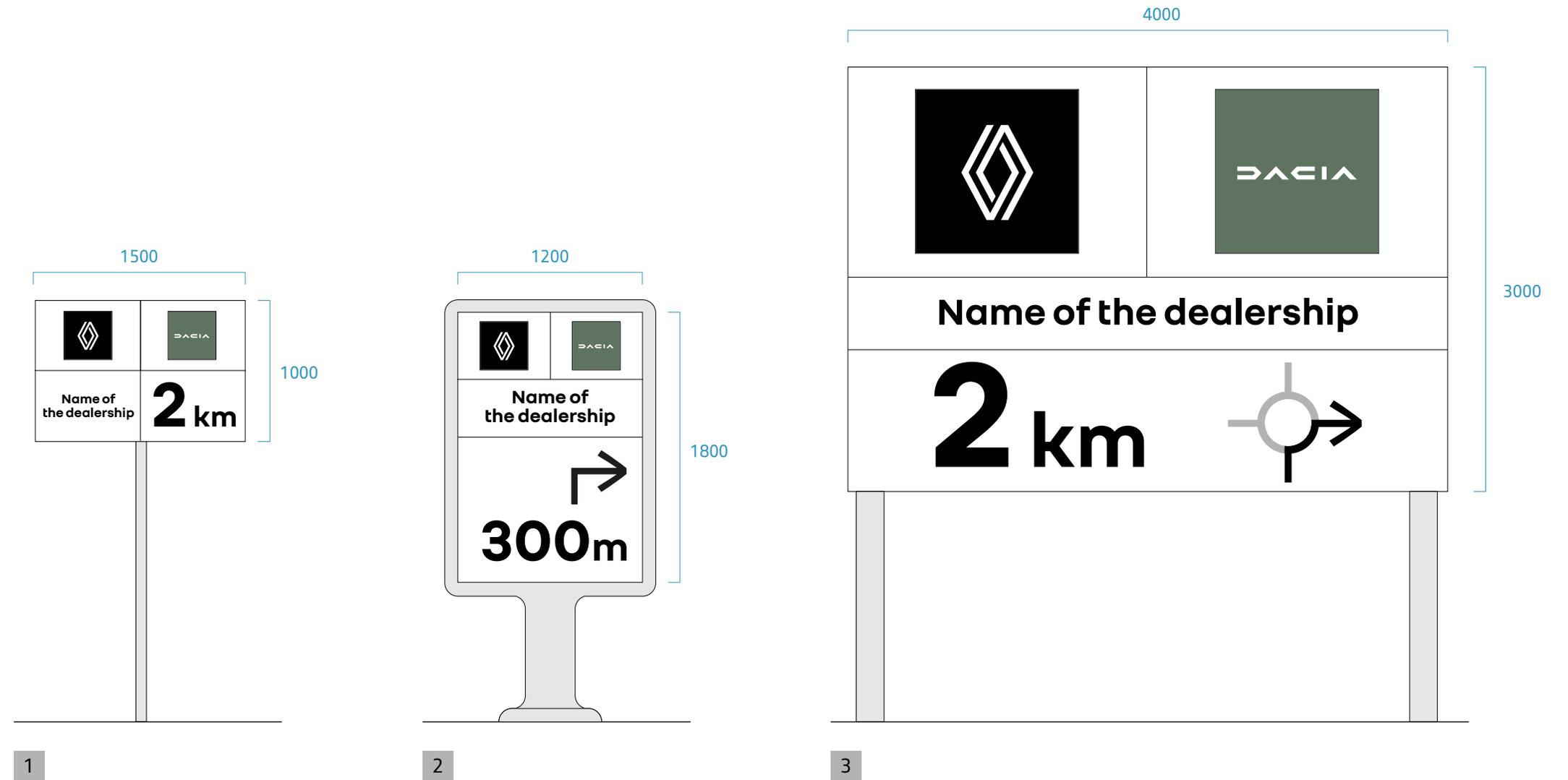
Dacia advance signage



DESCRIPTION

- 1 Roadside panel
- 2 Bus shelter panel
- 3 4x3 panel

Multi-brand advance signage



DESCRIPTION

- 1 Roadside panel
- 2 Bus shelter panel
- 3 4x3 panel

2

FLAGS

What to remember?

On a multibrand site, the flags of the 2 brands are arranged separately in groups of 3 or 5 on either side of the site.

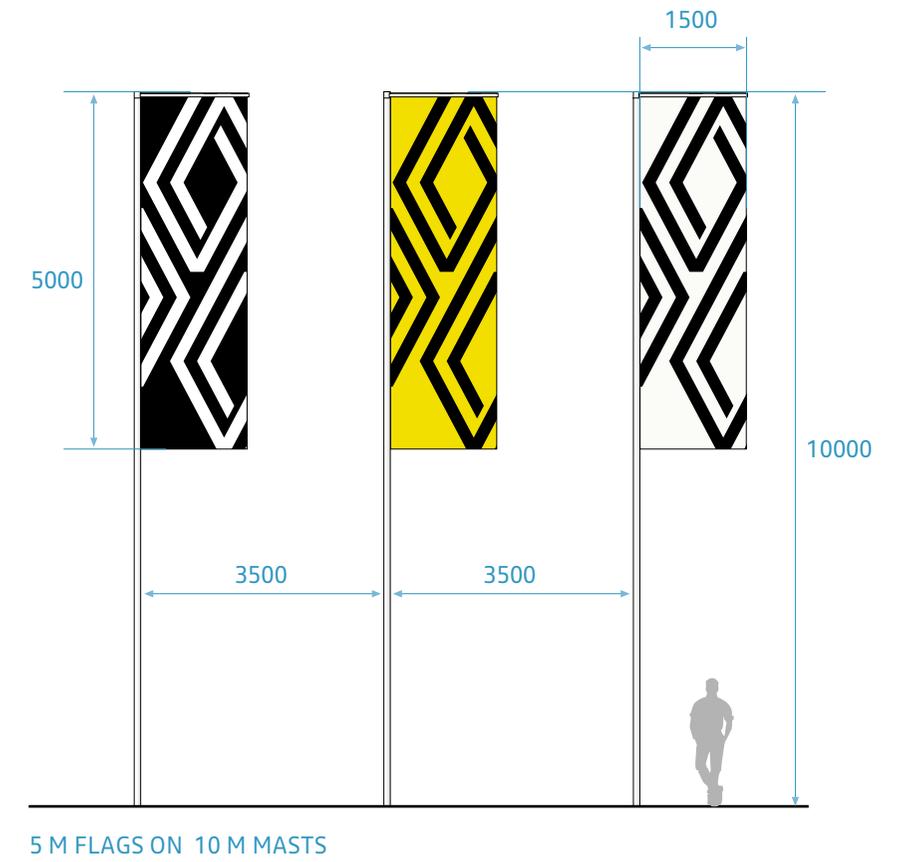
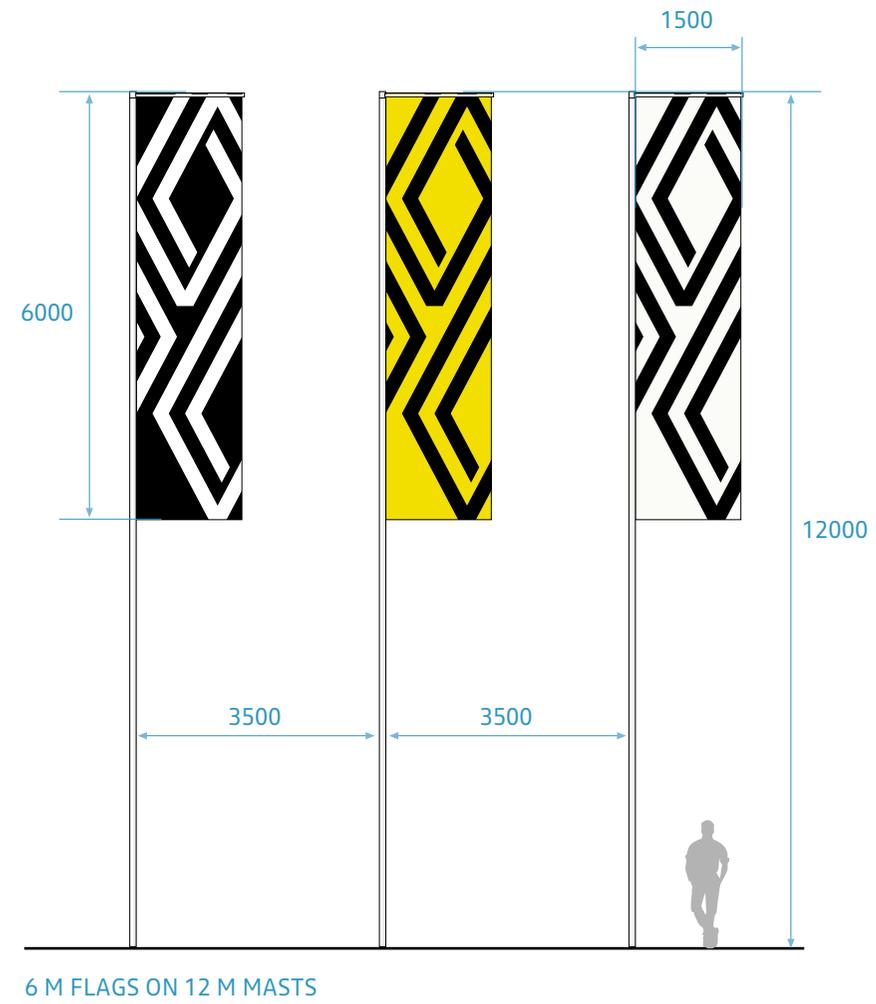
In some special cases, it is possible to mix branded flags according to a specific order.

Renault flags

DESCRIPTION

There are 2 mast heights in the dealership network:
10 m and 12 m.

The 12 m dimension is recommended for any new
location.

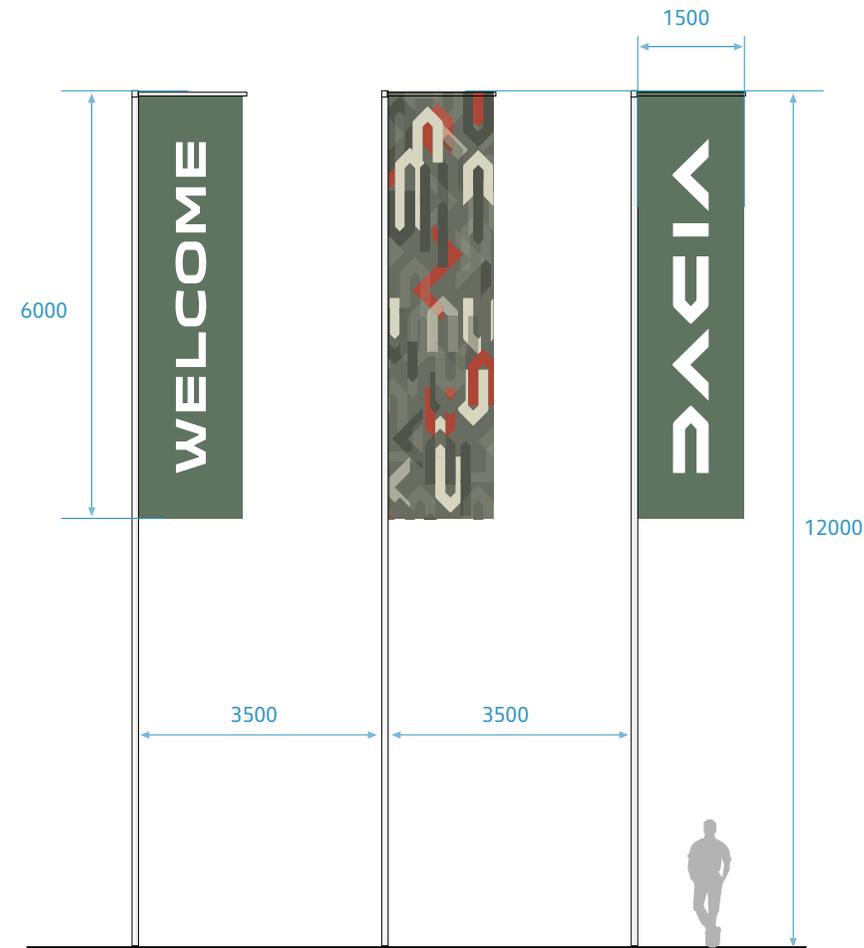


Dacia flags

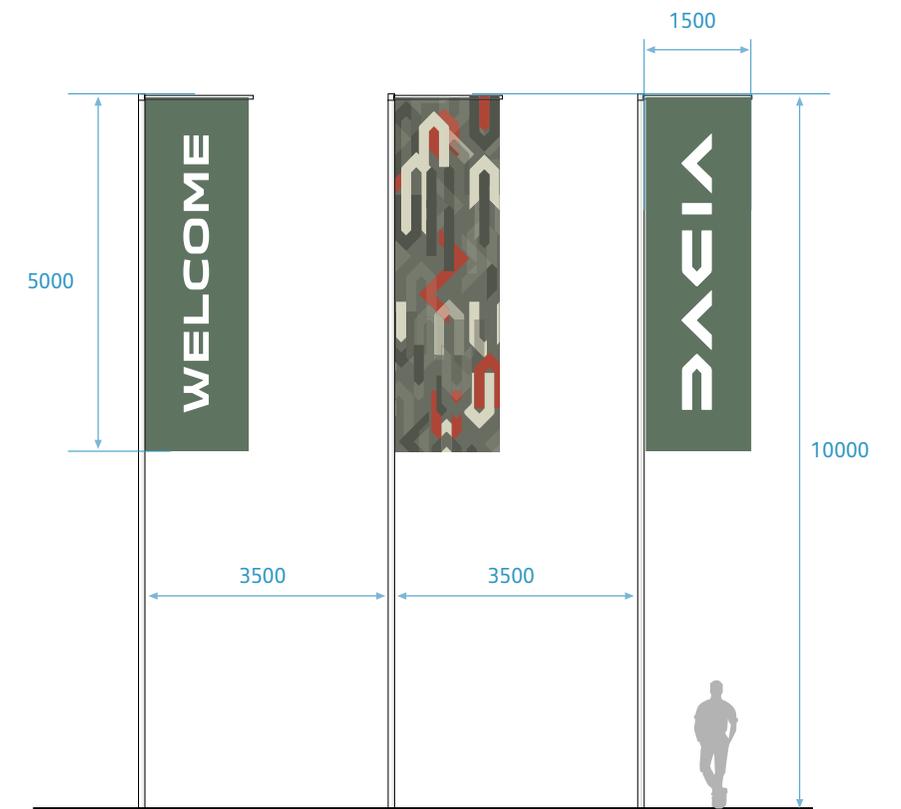
DESCRIPTION

There are 2 mast heights in the dealership network: 10 m and 12 m.

The 12 m dimension is recommended for any new location.

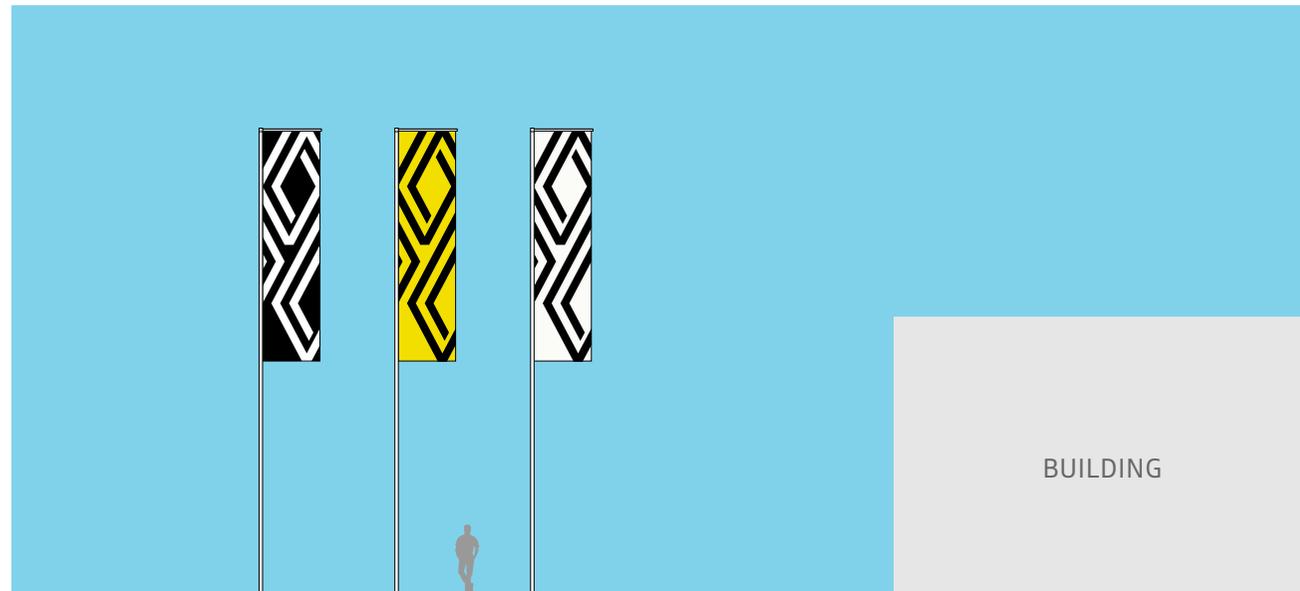


6 M FLAGS ON A 12 M MASTS

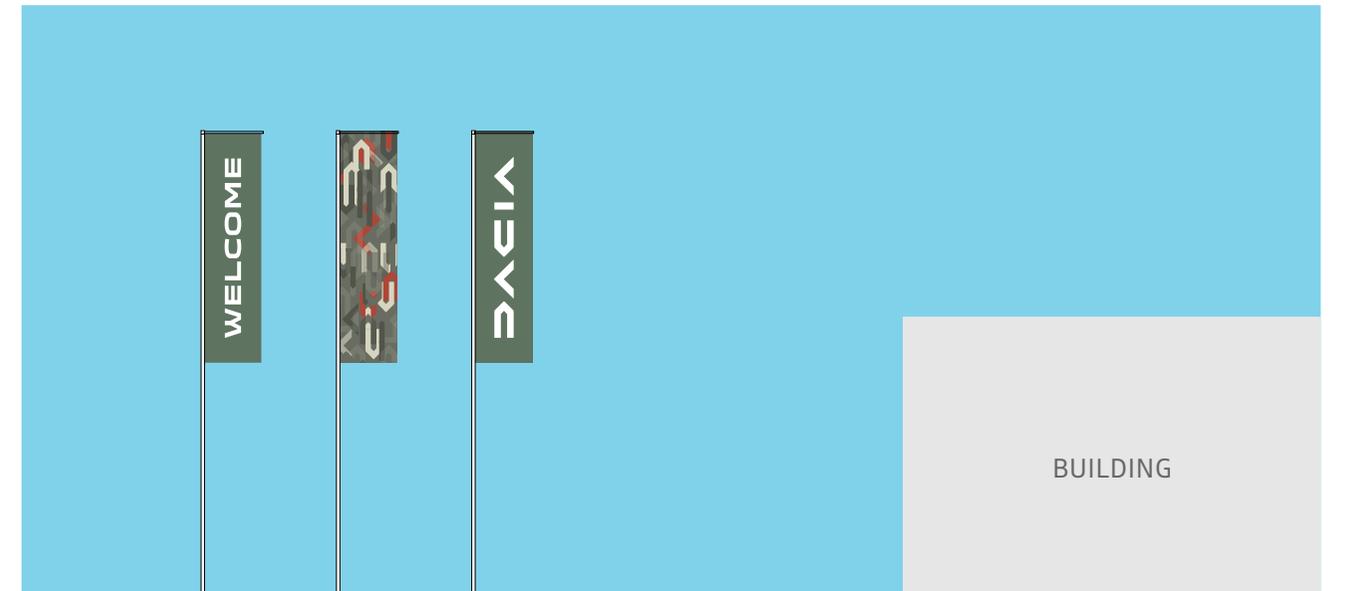


5 M FLAGS ON 10 M MASTS

Separated groups of 3 flags



1



2

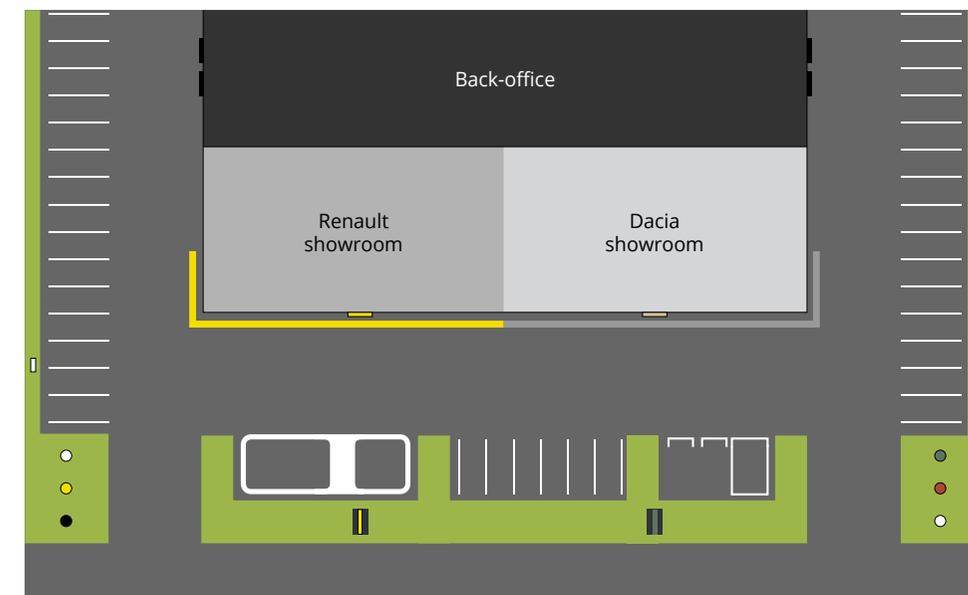
PRINCIPLES

- Separate groups of 3 flags are used on the sides of the site.
- Precise order must be respected.

1 Renault flags

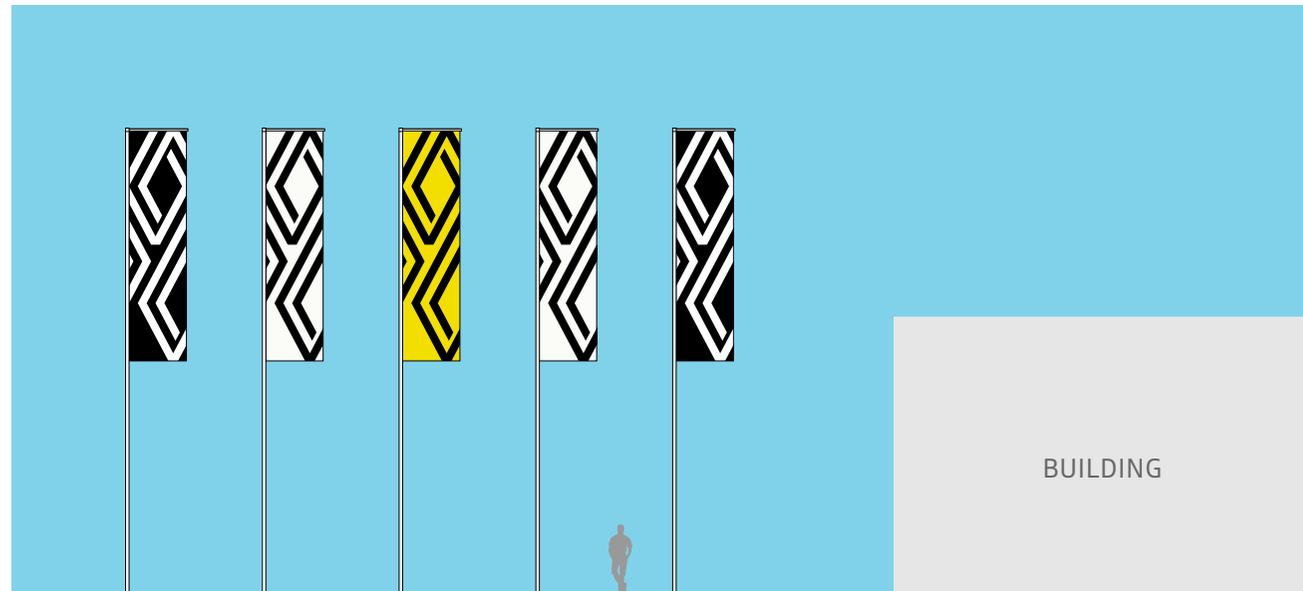
2 Dacia flags

3 General organization of site

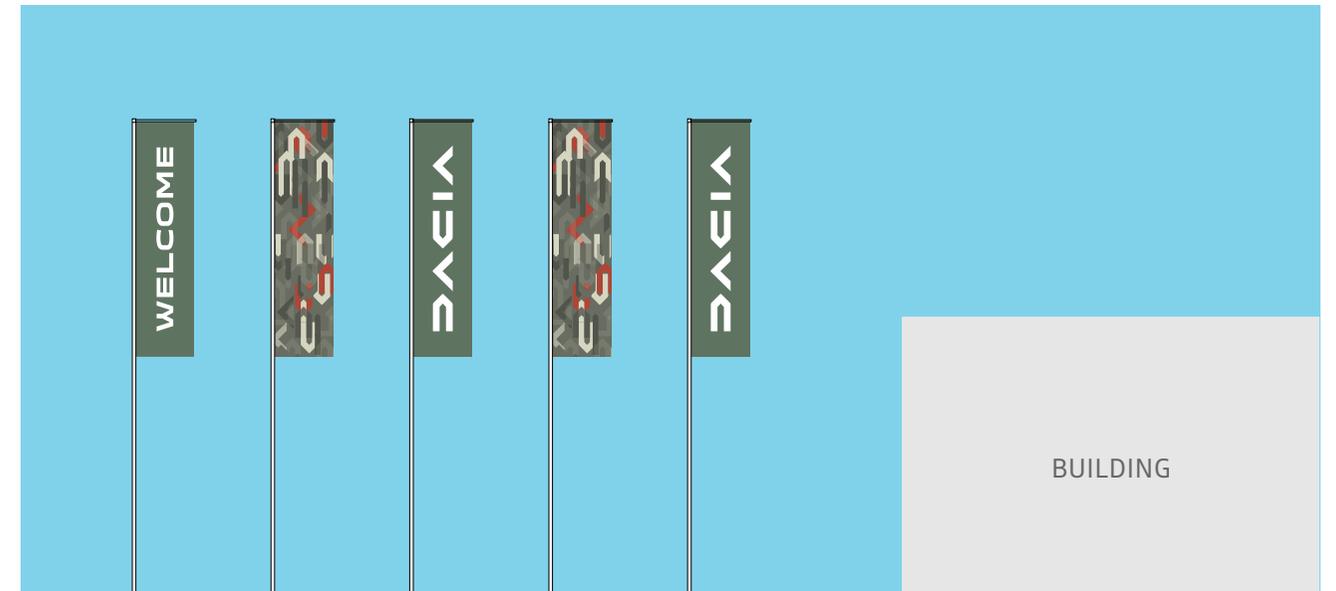


3

Separated groups of 5 flags



1



2

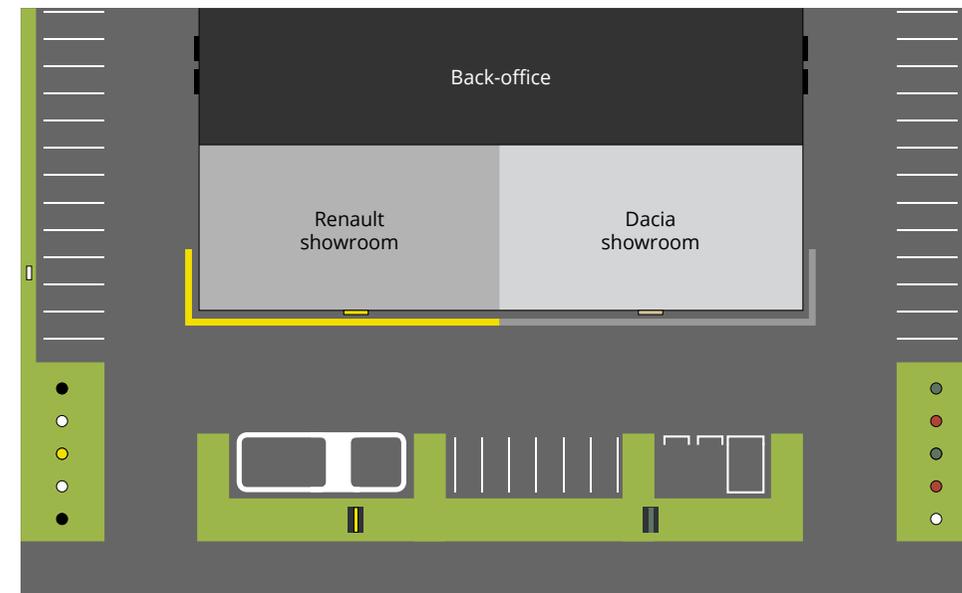
PRINCIPLES

- Separate groups of 5 flags are used on the sides of the site.
- Precise order must be respected.

1 Renault flags

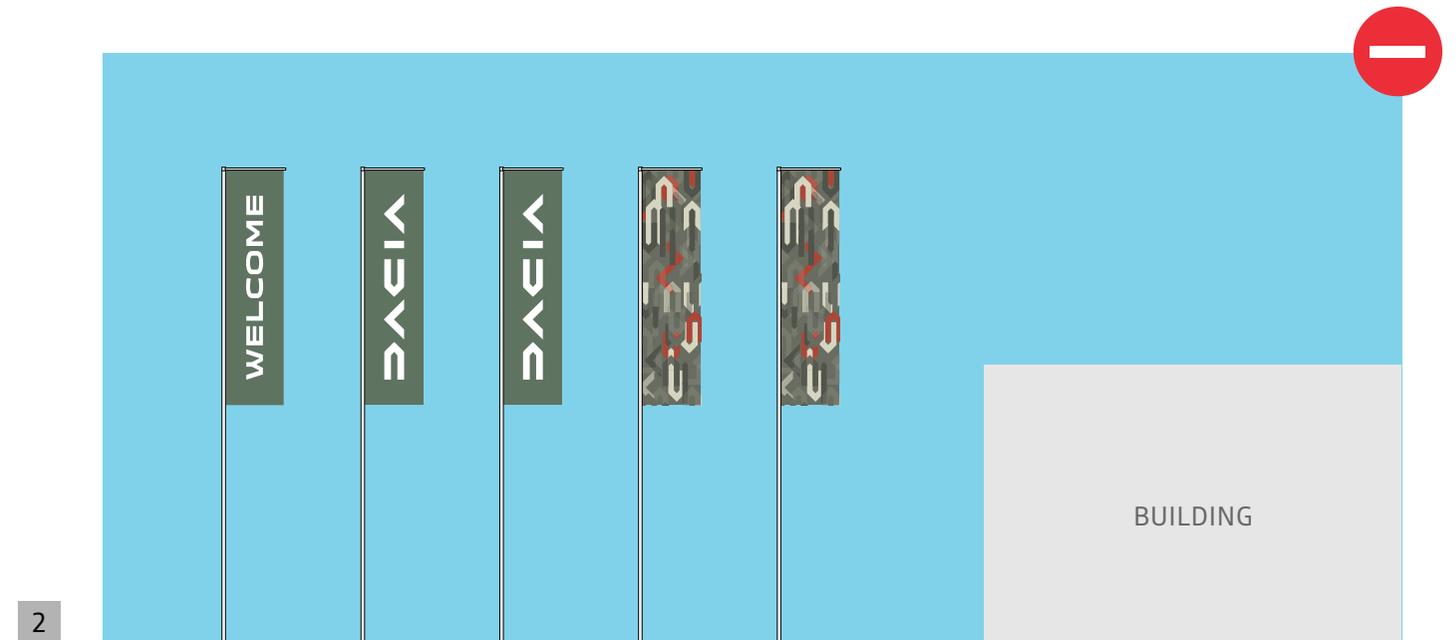
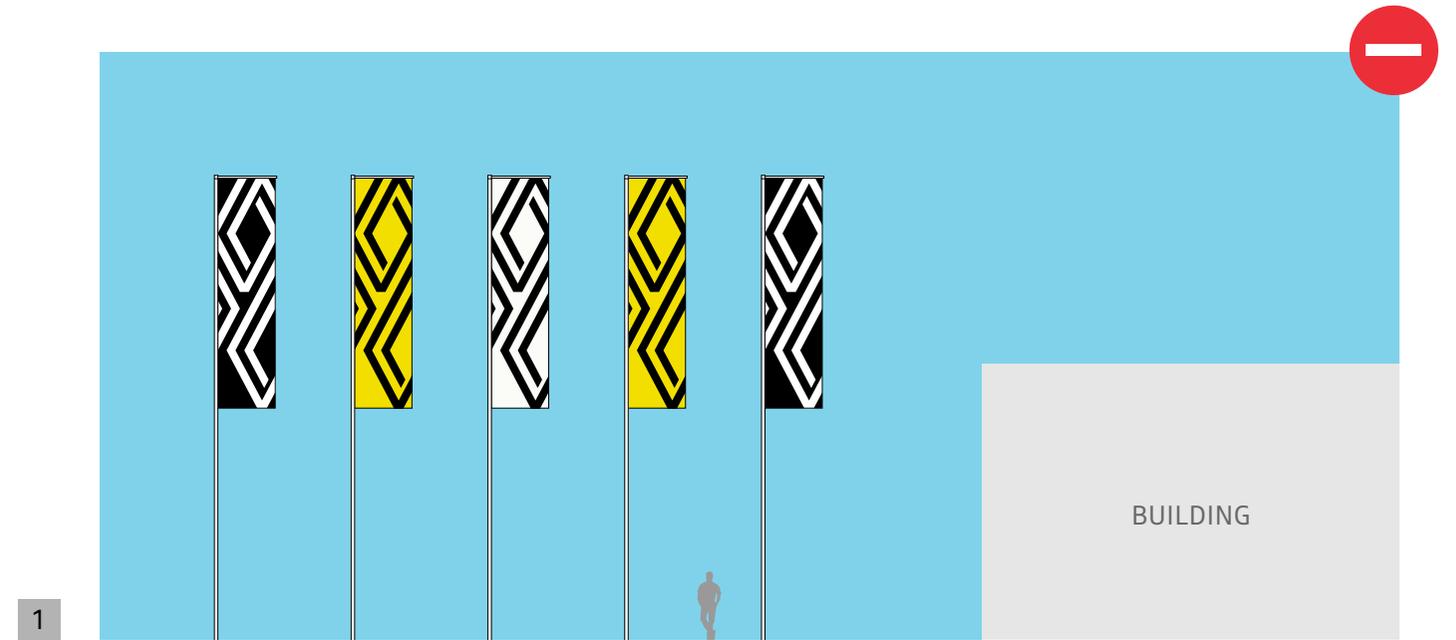
2 Dacia flags

3 General organization of site



3

Separate groups of flags • don't

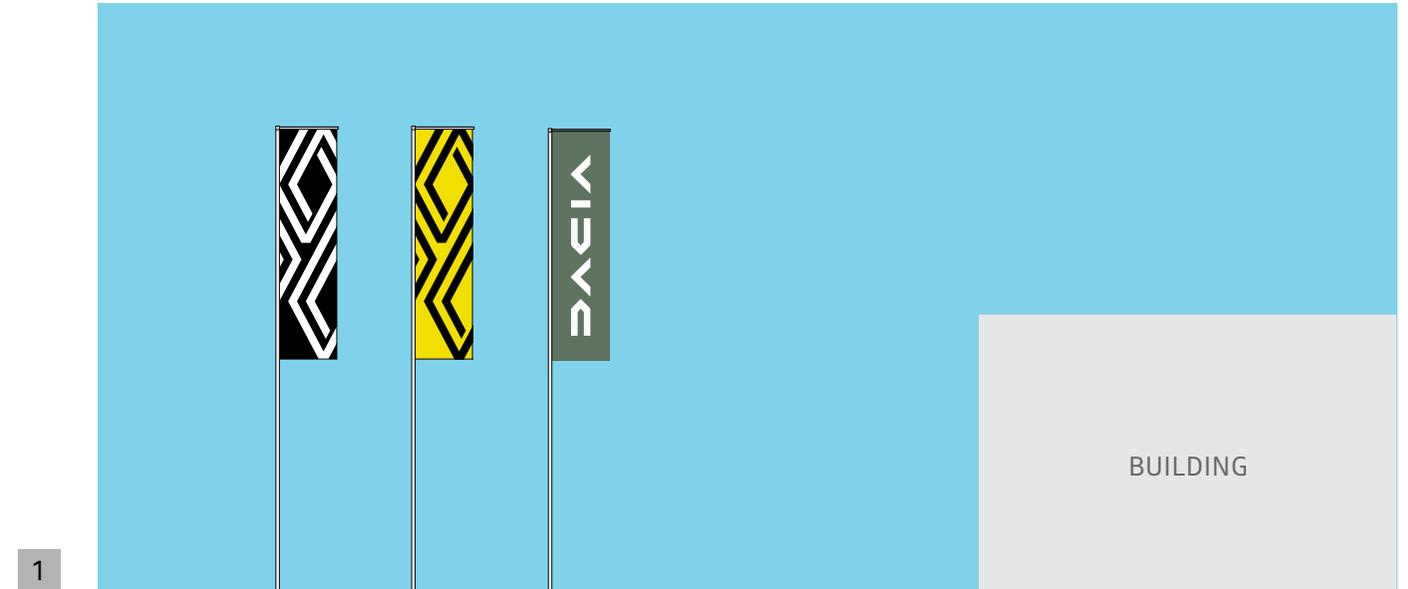


PRINCIPLE

It is not recommended to change the order of each group of flags.

- 1 Order change in a Renault group of flags
- 2 Order change in a Dacia group of flags

Special case • mixed groups of 3 flags

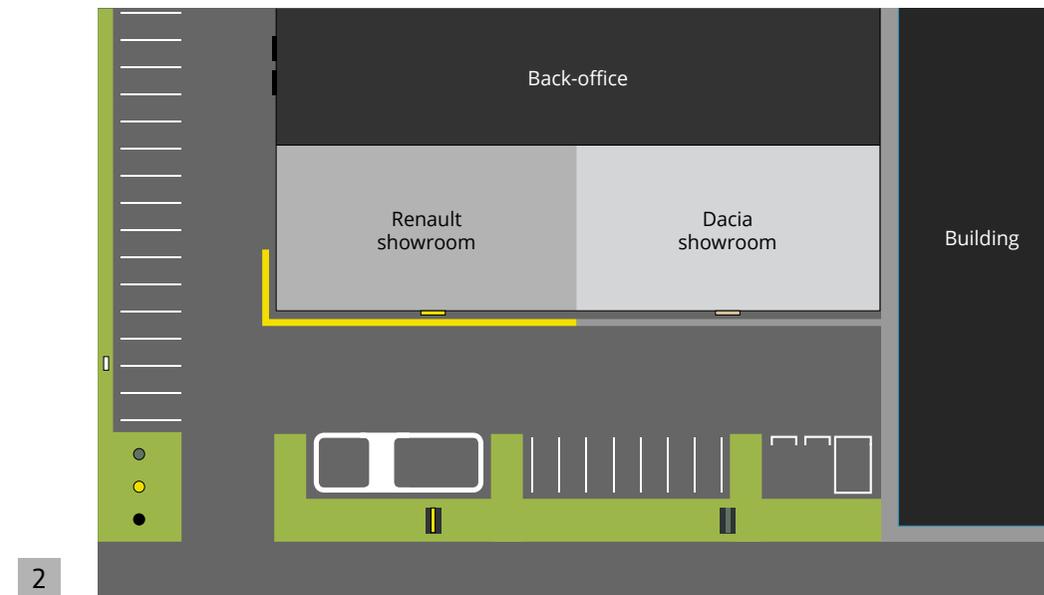


PRINCIPLES

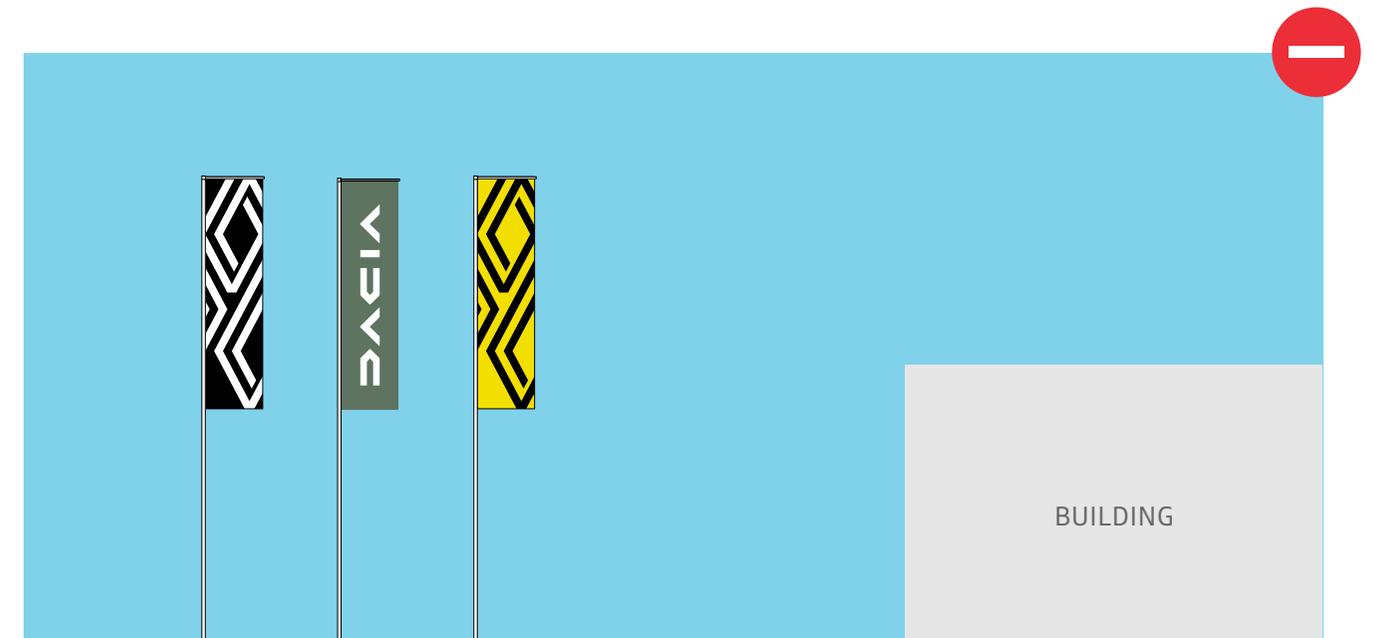
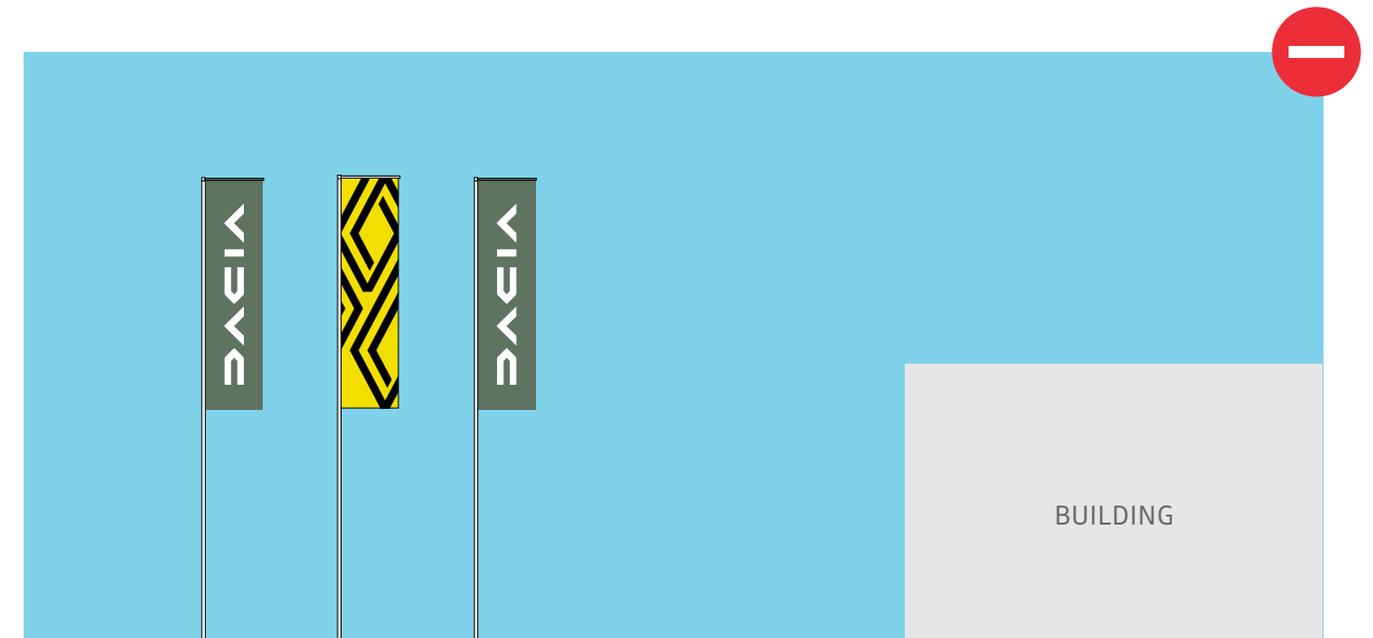
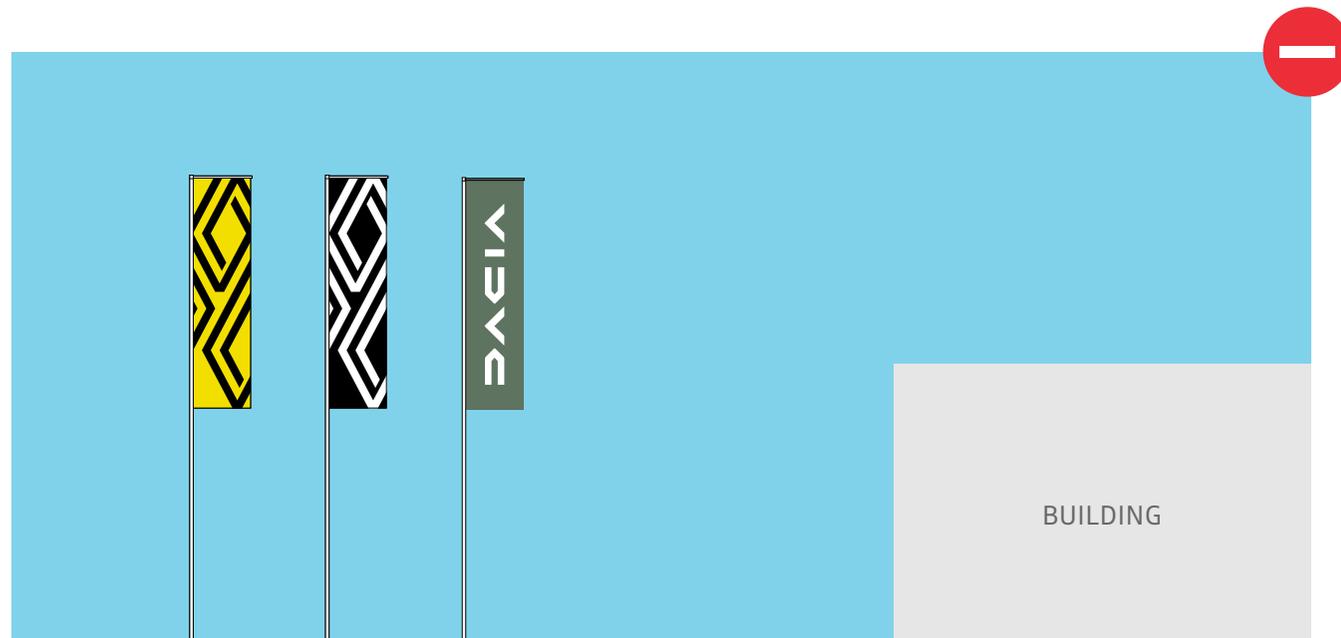
When it is not possible to use separate groups of flags, it will be possible to mix flags of the two brands.

- Mixed group of 3 flags is used on one side of the site.
- Precise order must be respected.

- 1 Mixed group of flags
- 2 General organization of site



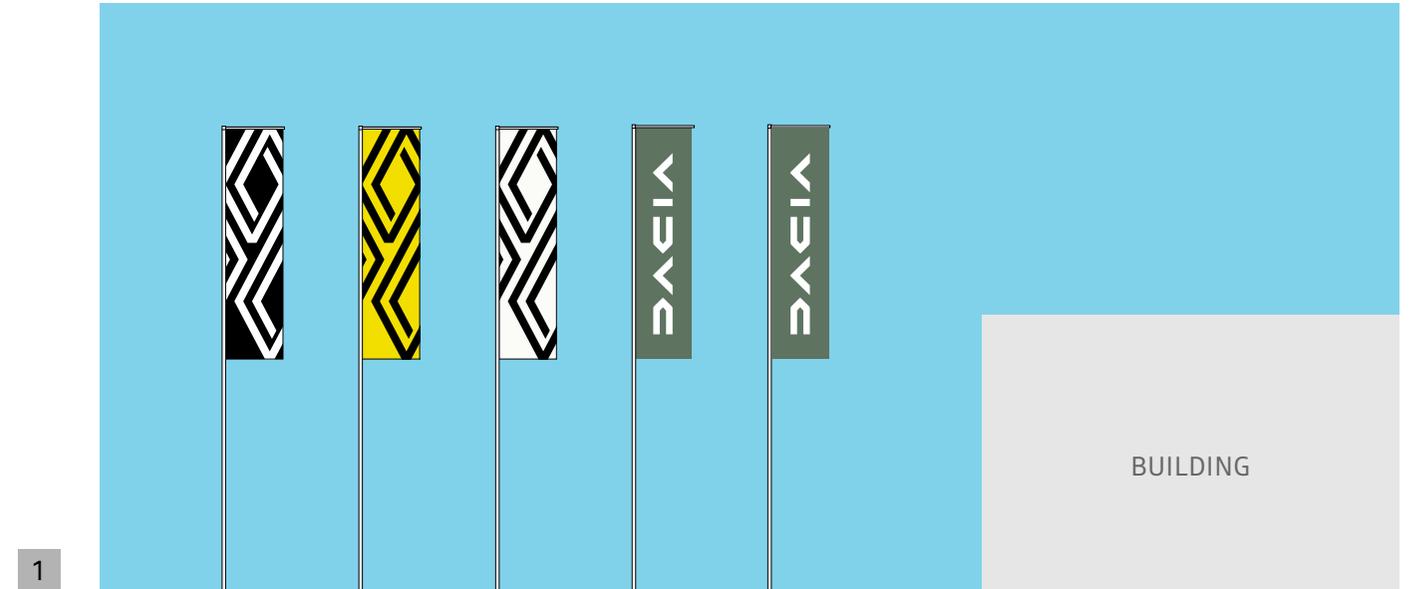
Special case • mixed groups of 3 flags • don't



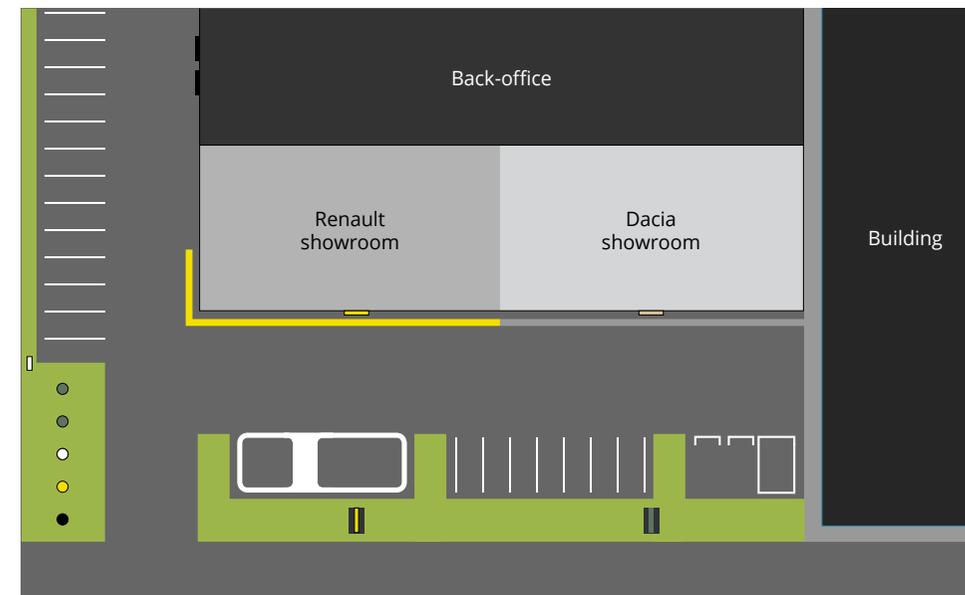
KEY

- 1 Change in order of Renault flags
- 2 One Renault flag in a Dacia group of flags
- 3 One Dacia flag in a Renault group of flags

Special case • mixed groups of 5 flags



1



2

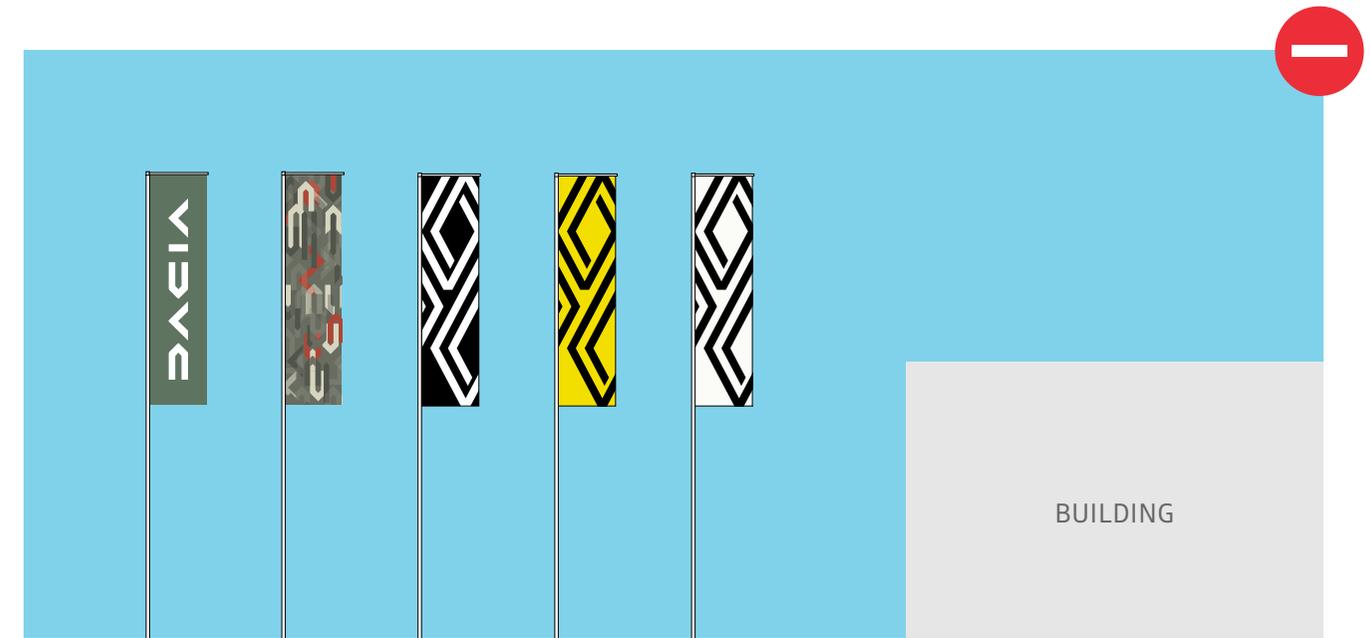
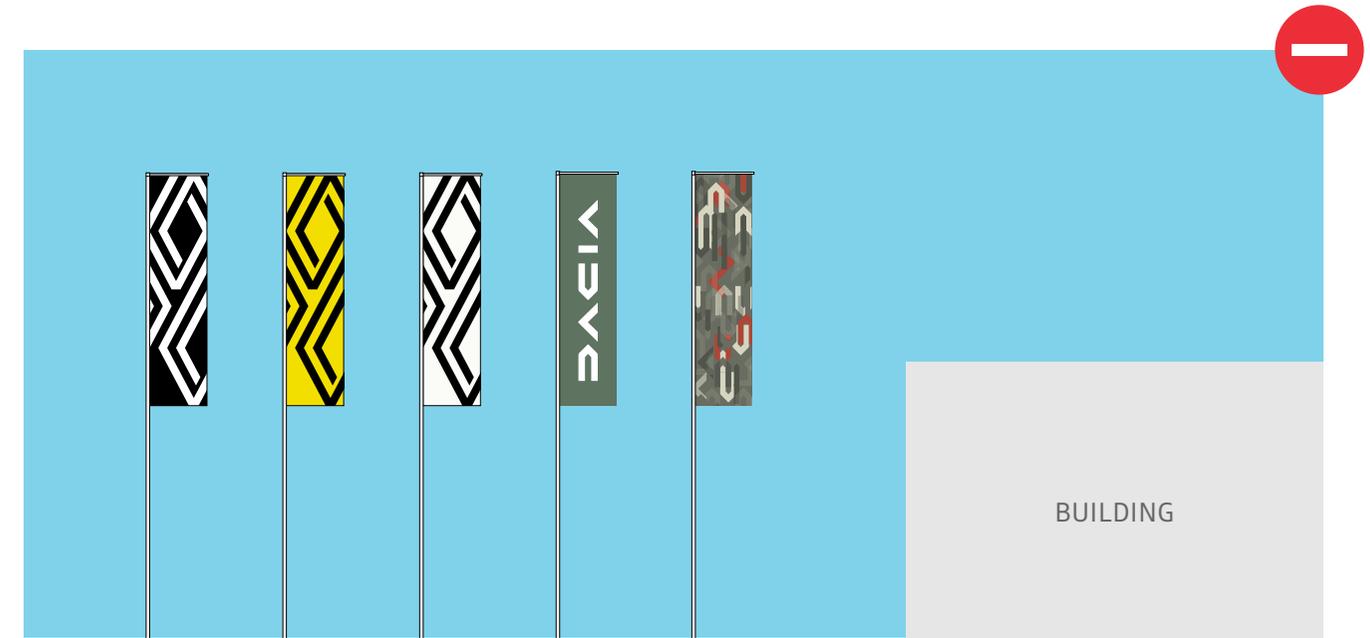
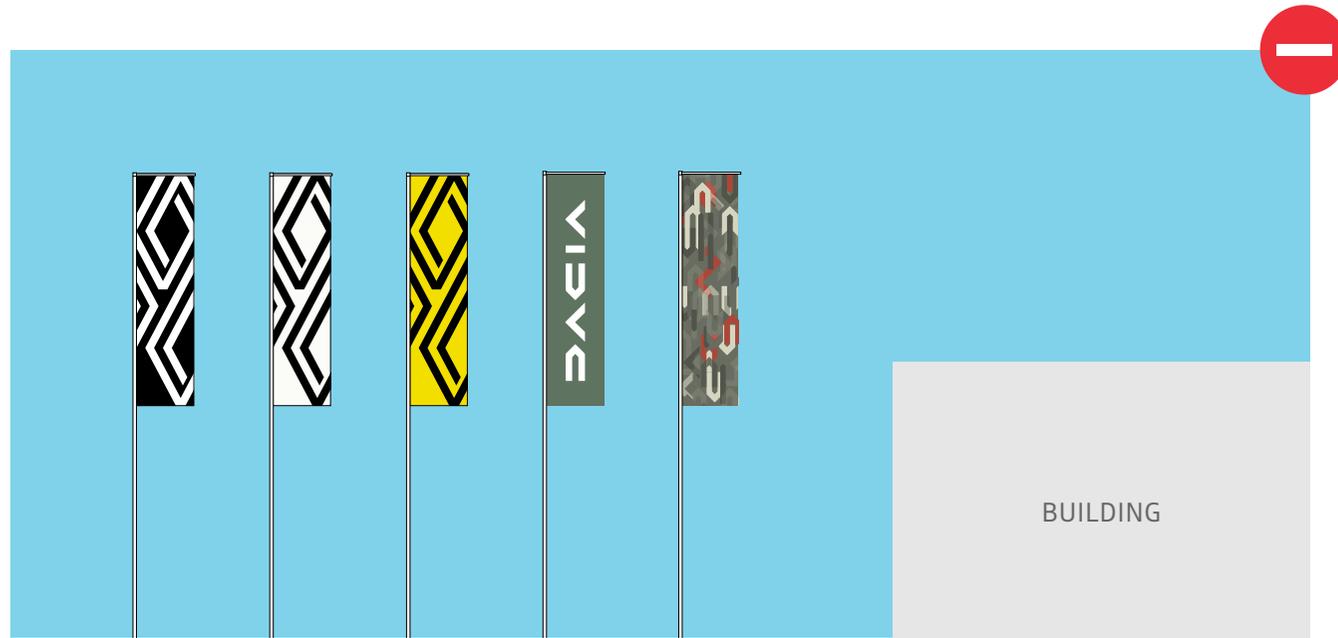
PRINCIPLES

When it is not possible to use separate groups of flags, it will be possible to mix flags of the two brands.

- Mixed group of 5 flags is used on one side of the site.
- Precise order must be respected.

- 1 Mixed group of flags
- 2 General organization of site

Special case • mixed groups of 5 flags • don't



KEY

- 1 Change in order of Renault flags
- 2 Two different flags for Dacia in a mixed group of 5
- 3 Change in order of flags for each brand

3

DIRECTIONAL SIGNAGE

What to remember?

The directional signage is arranged so as to signpost the customer journey from the approaches to the site to the customer reception areas.

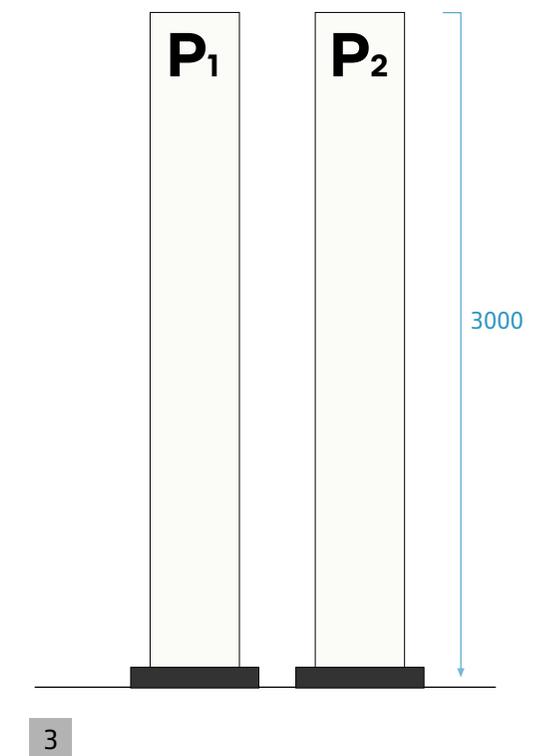
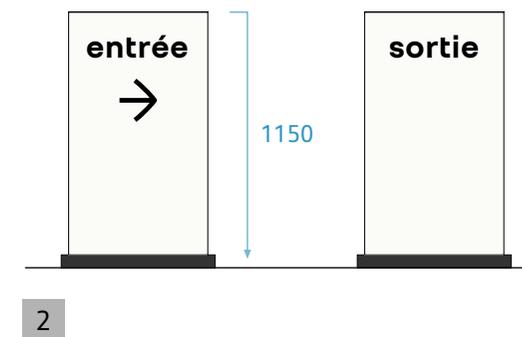
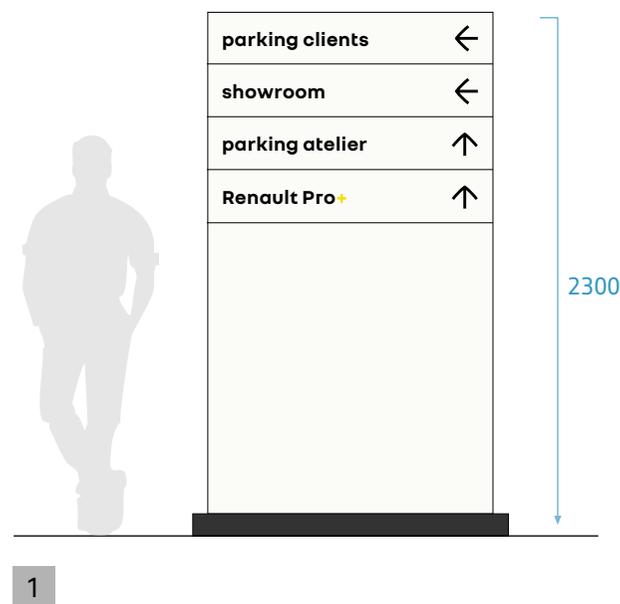
On a multibrand site, the Renault directional signage items are used with the slight modification: the typeface is Renault Group instead of Nouvel'R.

Family of elements

THE DIRECTIONAL SIGNAGE

It uses the following items:

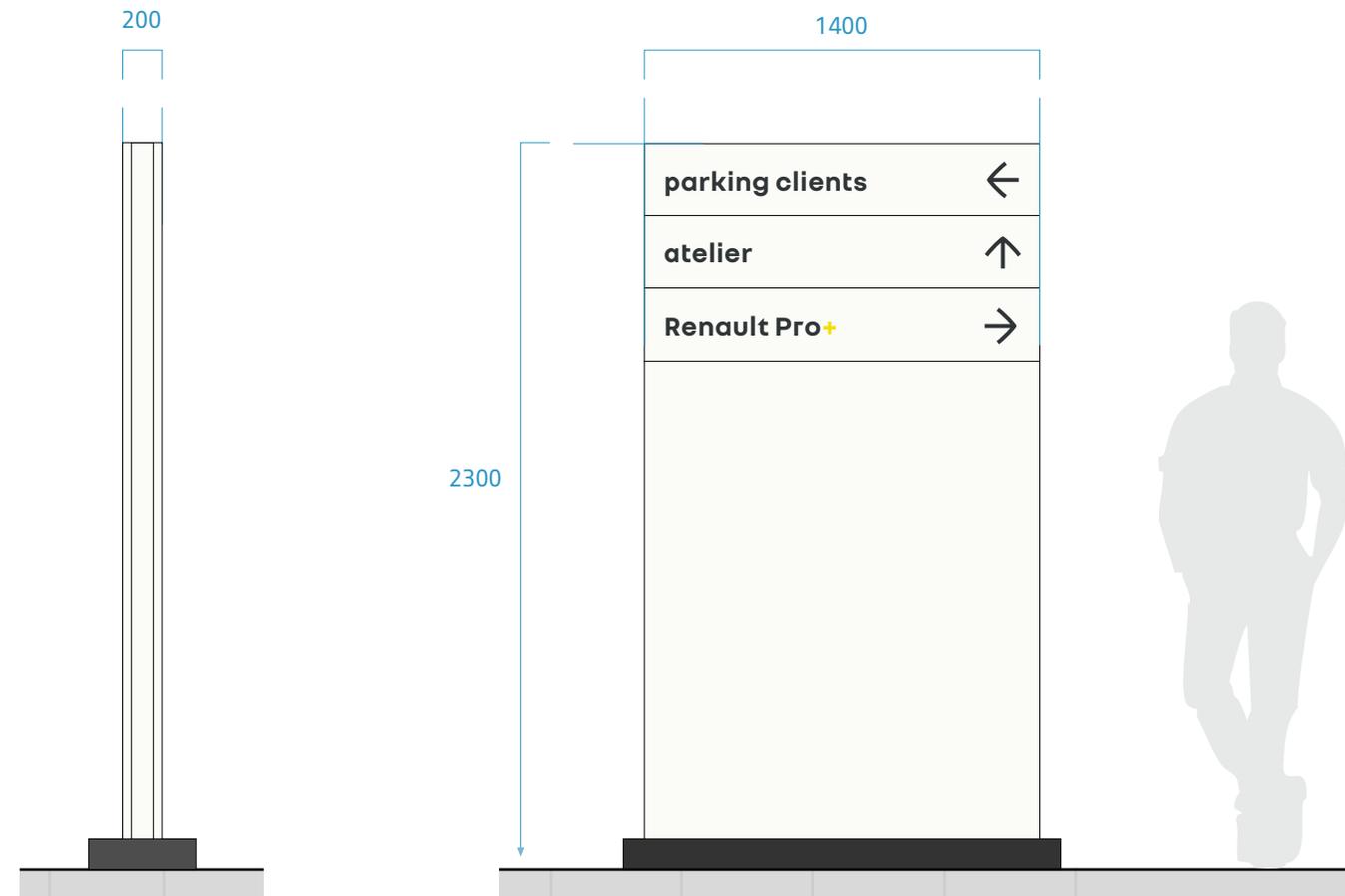
- 1 Directional signs,
- 2 Entrance-exit signs,
- 3 Parking signs.



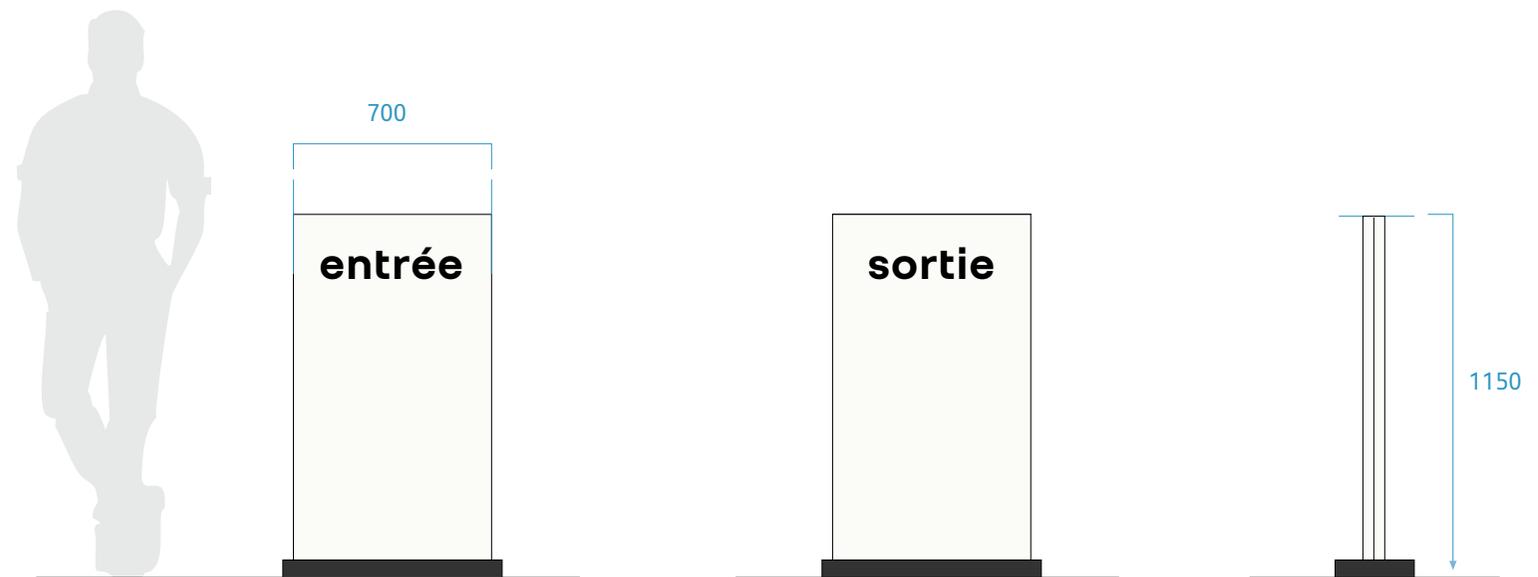
Directional signs

PRESENTATION

- The dimensions of the directional signs are: H. 2,300 x W. 1,400 x Th. 200 mm.
- The directional sign is located at the site entrance.
- The simplicity of the site organization is expressed by the limited number of text headings.
- By exception, the Renault Pro+ name is written with the Nouvel'R typeface.



Entrance signage



PRESENTATION

These are complementary to the directional sign.

They are positioned perpendicular to the traffic when the entrance and exit are distinct.

1. The "entrance" sign welcomes the customer onto the site.
2. The "exit" sign concludes the journey punctuated by the directional signs.

Parking signs

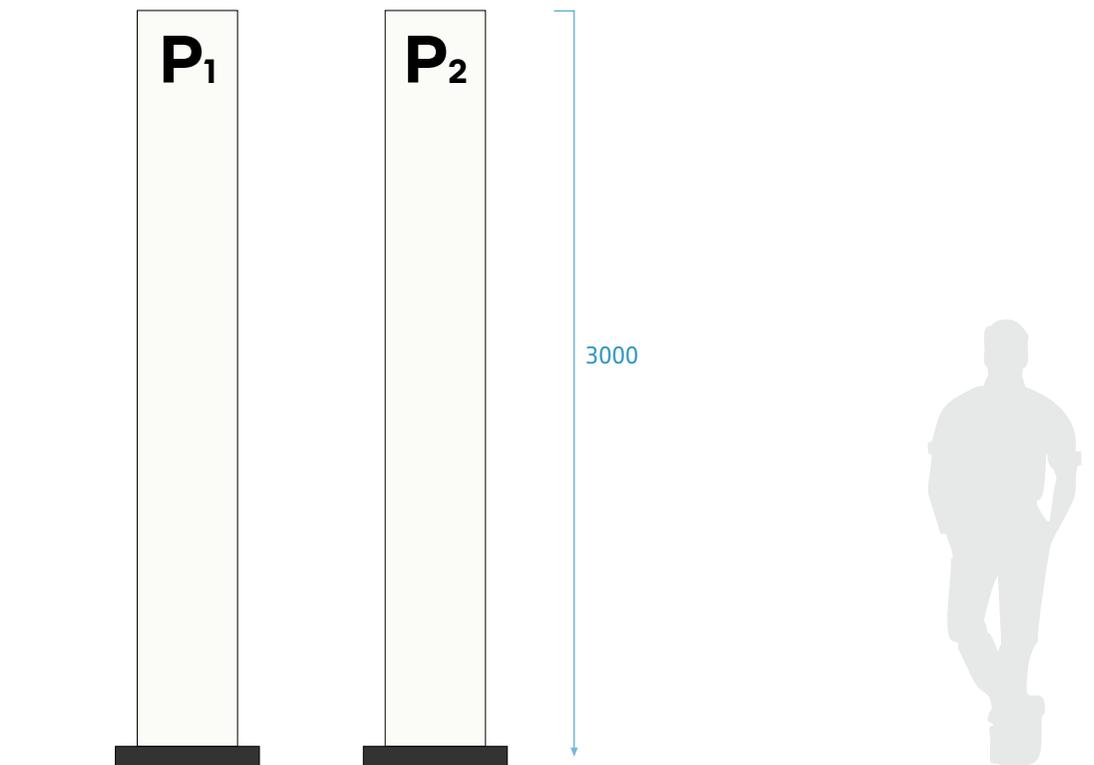
PRESENTATION

A component derived from the Test drive area mast

The parking sign bears the indication "P1" or "P2" (in some cases "P3", etc.) at the top, used to distinguish the customer parking area for the showroom from the area for the workshop.

The parking sign has a white background and is 3 m in height.

- 1 Panel in pre-lacquered RAL 9010 satin white aluminium sheeting
- 2 Matt black adhesive markings, Renault Group Bold typeface, bottom-aligned



4

TOTEMS AND FLAG INSIGNIAS

What to remember?

Multibrand sites are identified by totems or, failing that, by flag insignias.

These elements bear the brand signatures, and are essential contributors to brand recognition present in the dealerships.

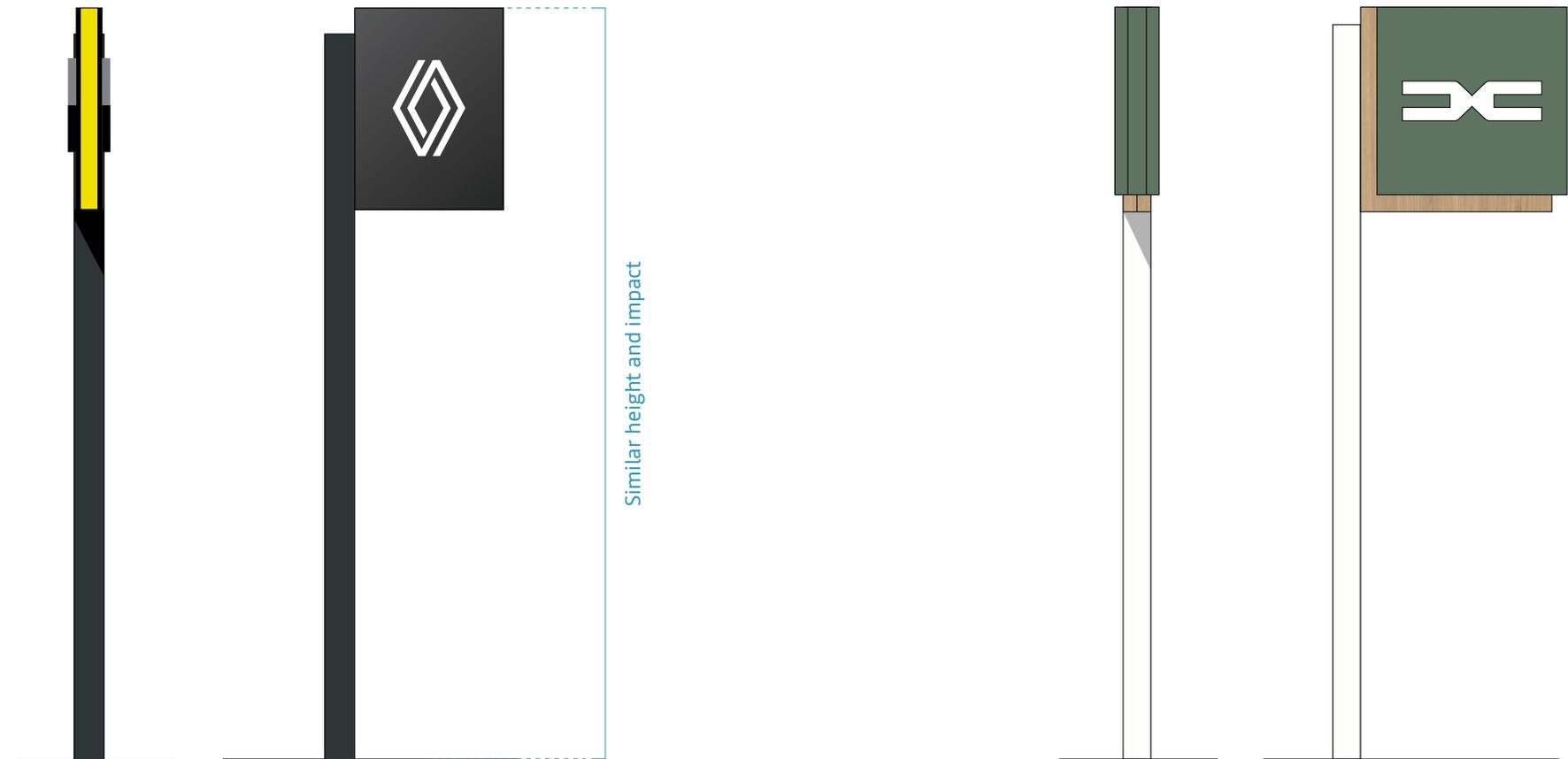
Totems



IMPLEMENTATION RULES

- It is recommended, as far as possible, to have a totem for each brand, located in the axis of the entrance to showroom.
- Totems shall have the same size (4.5 or 6.5 m) and be separated with a 12 m distance.

Flag insignias

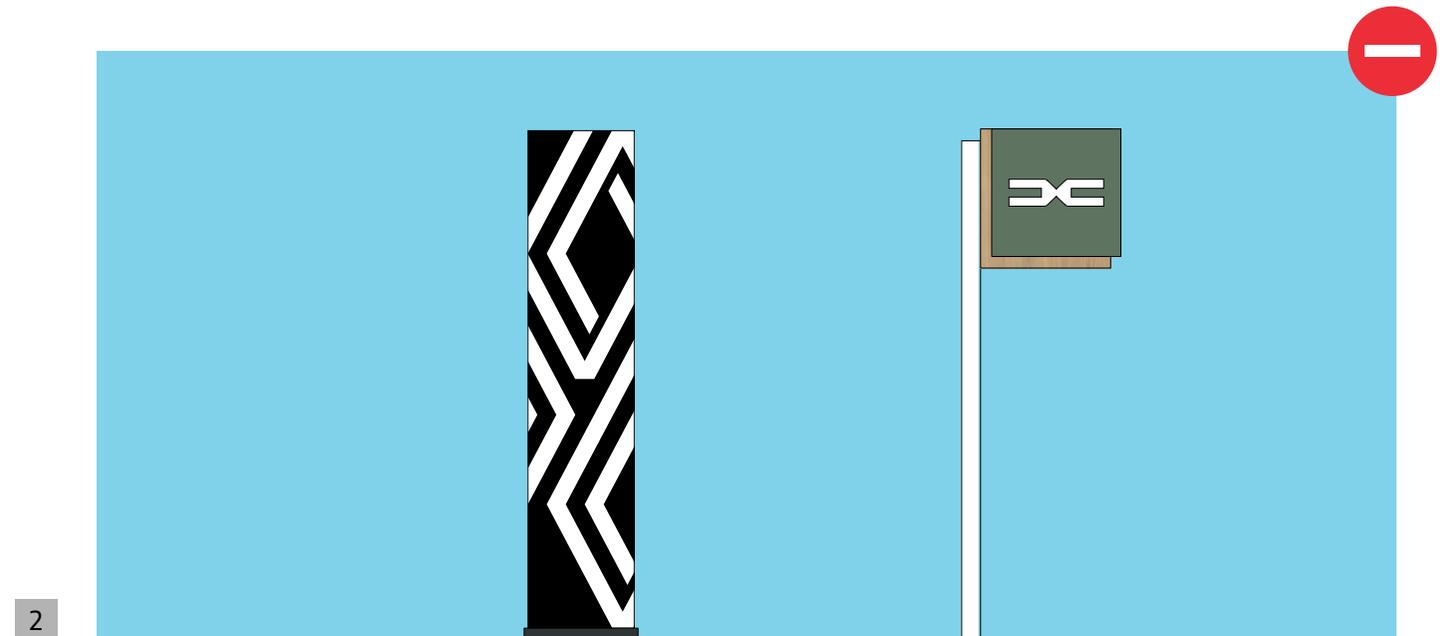
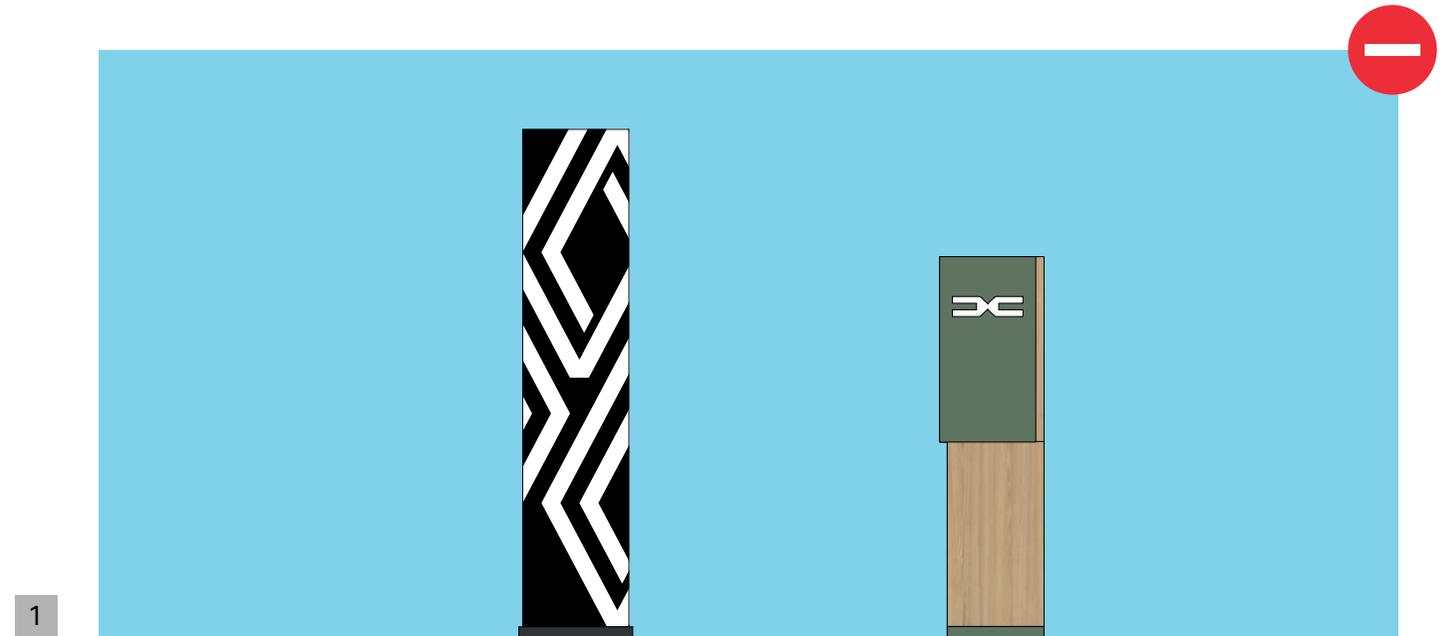


IMPLEMENTATION RULES

- Insignias are used in urban sites or when totems can't be installed.
- Rules are the same as for totems.
- Flag insignias are located in the axis of the entrance to showroom.
- Masts of insignia shall have the same size (4.5 or 6.5 m) and be separated with a 12 m distance.
- Dacia flag insignia is optional in Mini format.



Totems & Flag insignias • don't



KEY

- 1 No hierarchy allowed between signage of the 2 brands on new installations.
- 2 Use of a totem with a flag insignia on a same site.

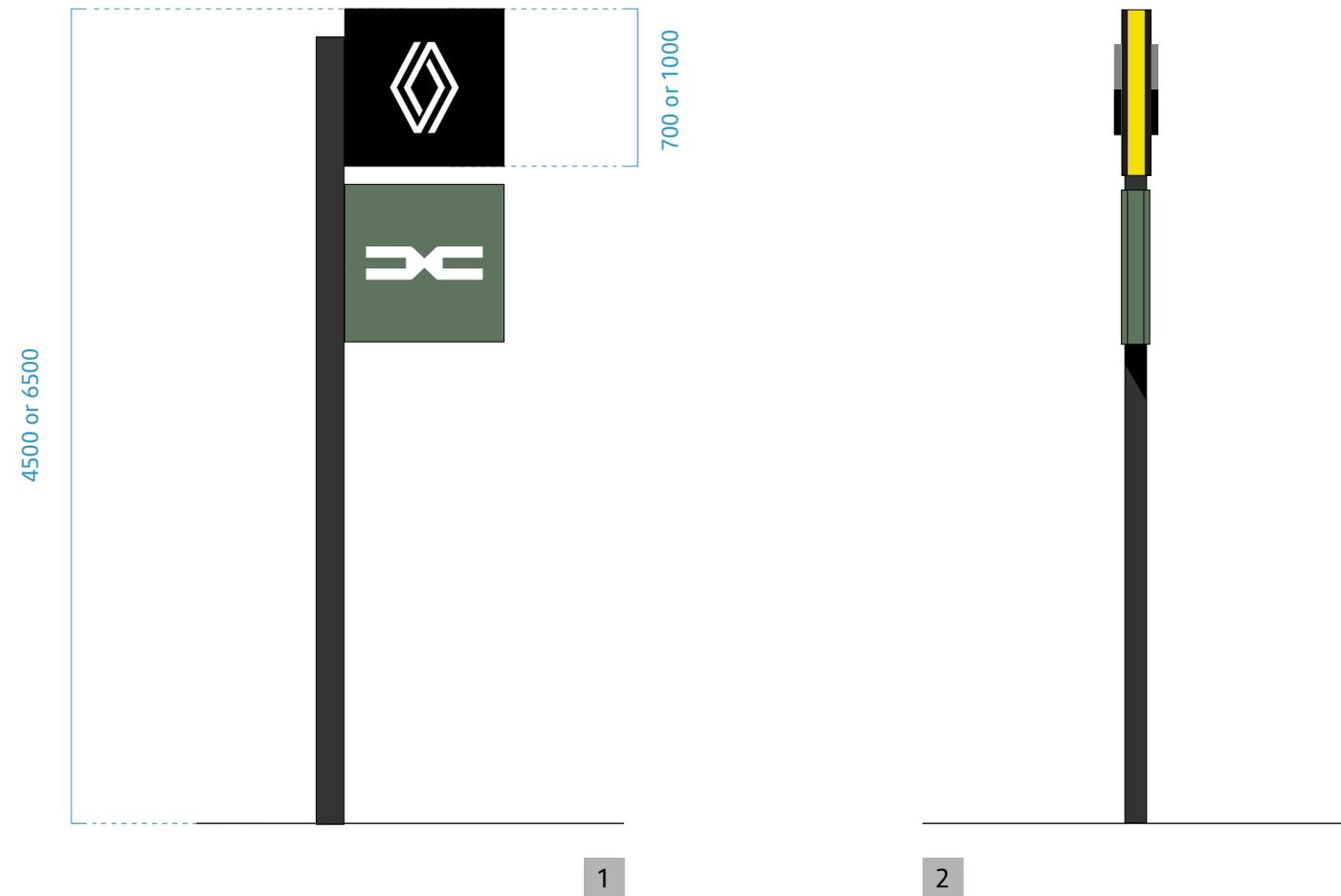
Note. In case of an existing 4500 mm Dacia totem, it is possible to keep this size mixed with a 6500 mm Renault totem.

Multibrand flag insignias on mast

IMPLEMENTATION RULES

- **Only for R2 network.**
Separated flag insignias remain the rule.
- Multi-brand flag insignias are the exception when it is not possible to use single brand flag insignias.
- Multi-brand flag insignias are specifically designed with a square format.
- 2 dimensions are defined:
700 x 700 flag insignias on 4500 mm mast,
1000 x 1000 flag insignias on 6500 mm mast.

- 1 Front view.
- 2 Side view.



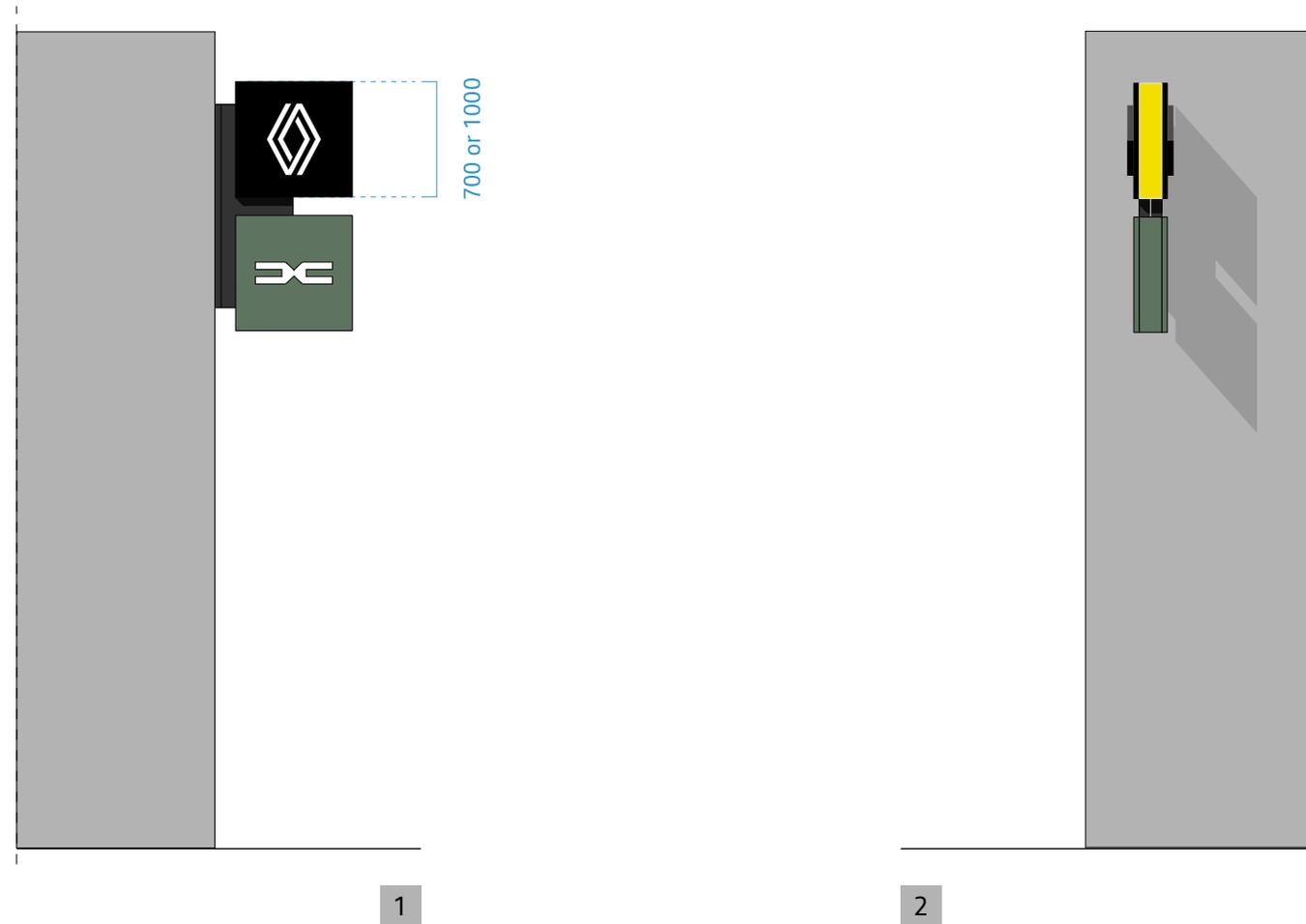
Multibrand flag insignias on wall

IMPLEMENTATION RULES

- **Only for R2 network.**
Separated flag insignias remain the rule.
- Wall mounted multi-brand flag insignias are the exception when it is not possible to use single brand flag insignias (on mast or wall-mounted).
- They should be mainly used on urban sites.
- 2 dimensions are defined:
700 x 700 flag insignias,
1000 x 1000 flag insignias.

1 Front view.

2 Side view.



5

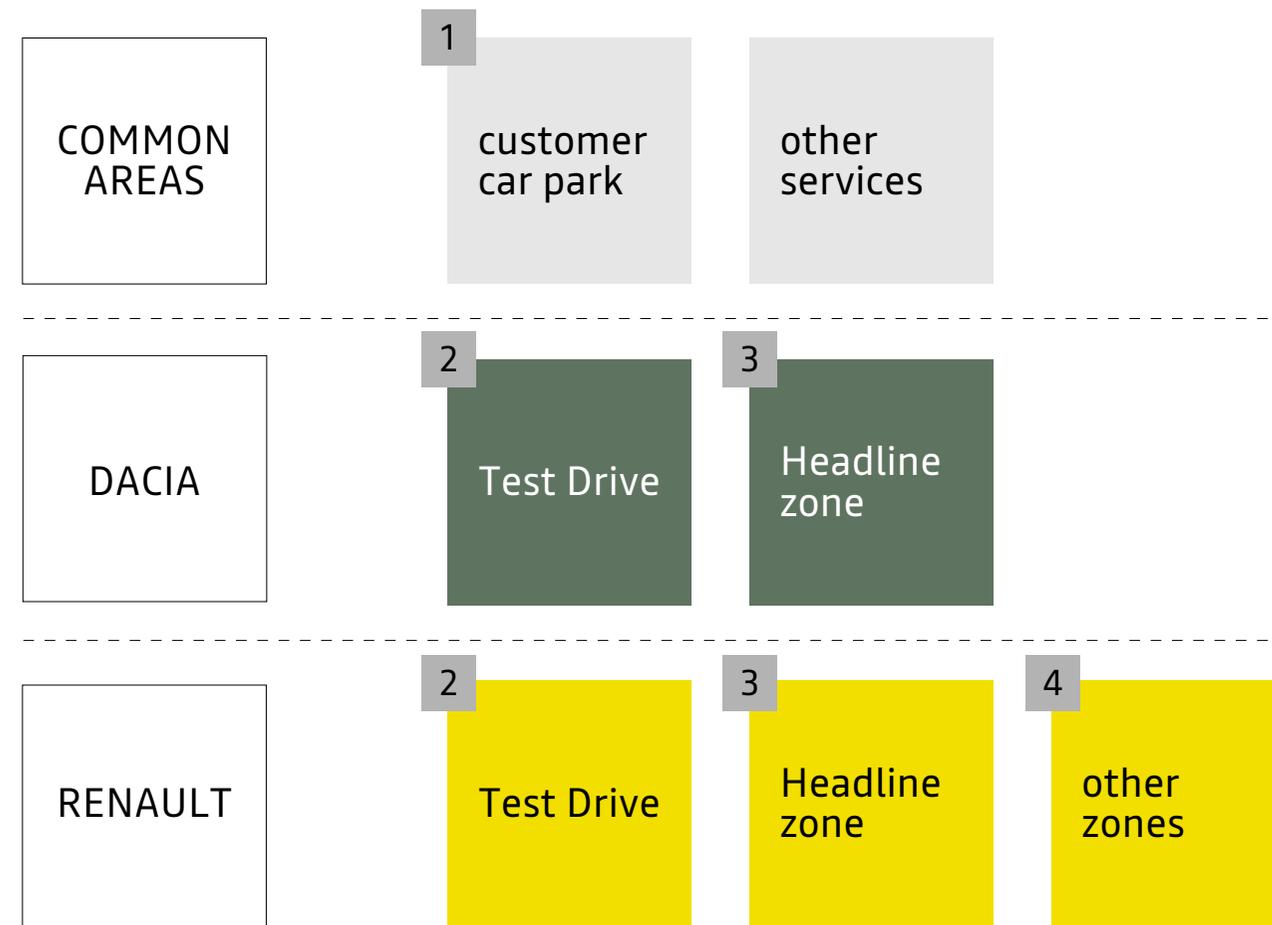
EXTERIOR AREAS

What to remember?

The organization of the outskirts of the site makes it possible to present in front of the showroom(s) the vehicles making the News of the brands and the vehicles being tested.

The customer car park common to the 2 brands is easily accessible and connected to the entrance of the showroom(s). Preferably, it is located in front of the showroom or on one of the sides when space is scarce.

Components

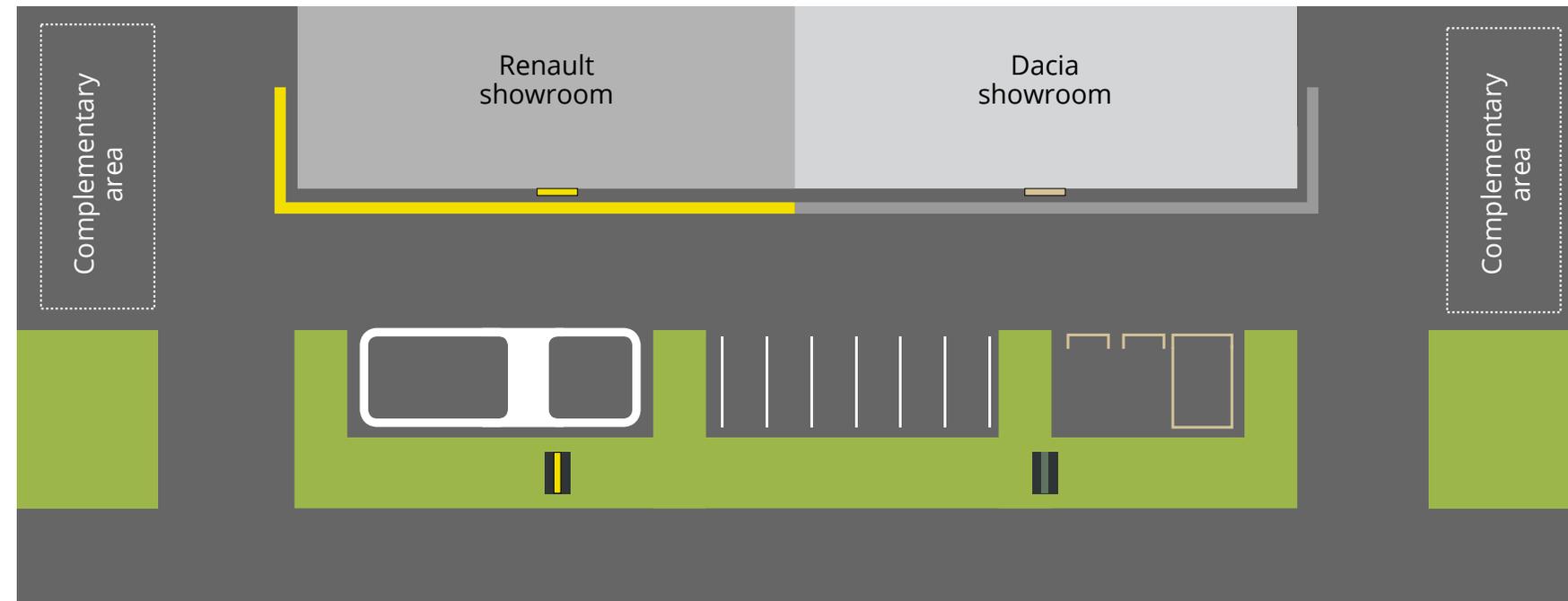


HIERARCHY OF COMPONENTS

The table opposite shows the priority between the components of the surroundings which must be respected during a new installation.

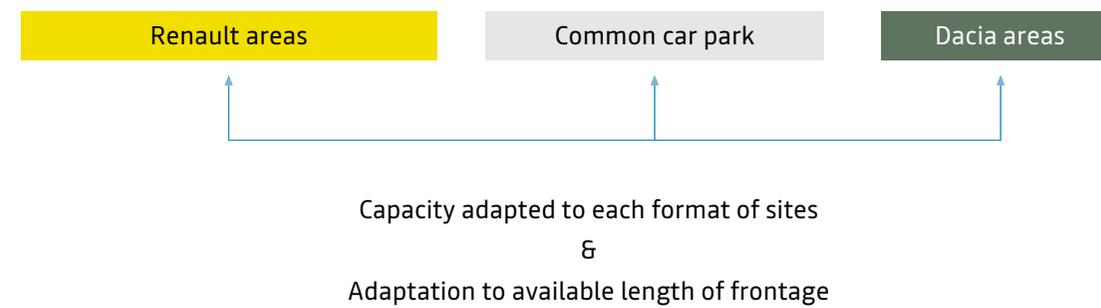
In the case of the transformation of a site, the priorities can be modified according to the economic data induced and sorted on a case-by-case basis.

Generic layout

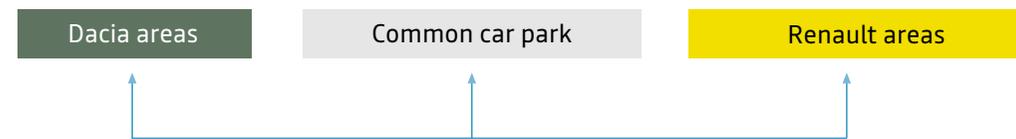
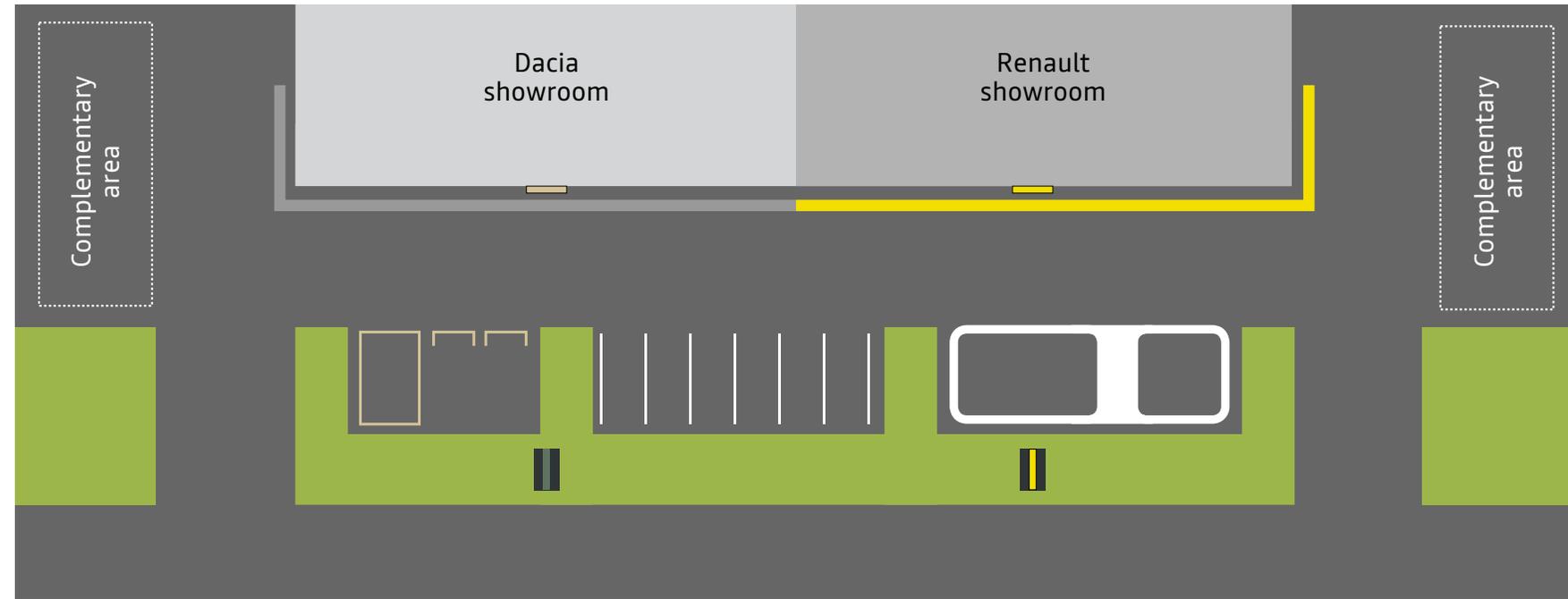


LAY-OUT PRINCIPLES

- The areas specific to each brand are set up in front of the dedicated showroom (or part) to the brand.
- As far as possible, the common customer car park is positioned between the exhibition areas of the 2 brands.
- The areas that cannot be set up in front of the showroom are arranged facing the side facades.



Inverted configuration

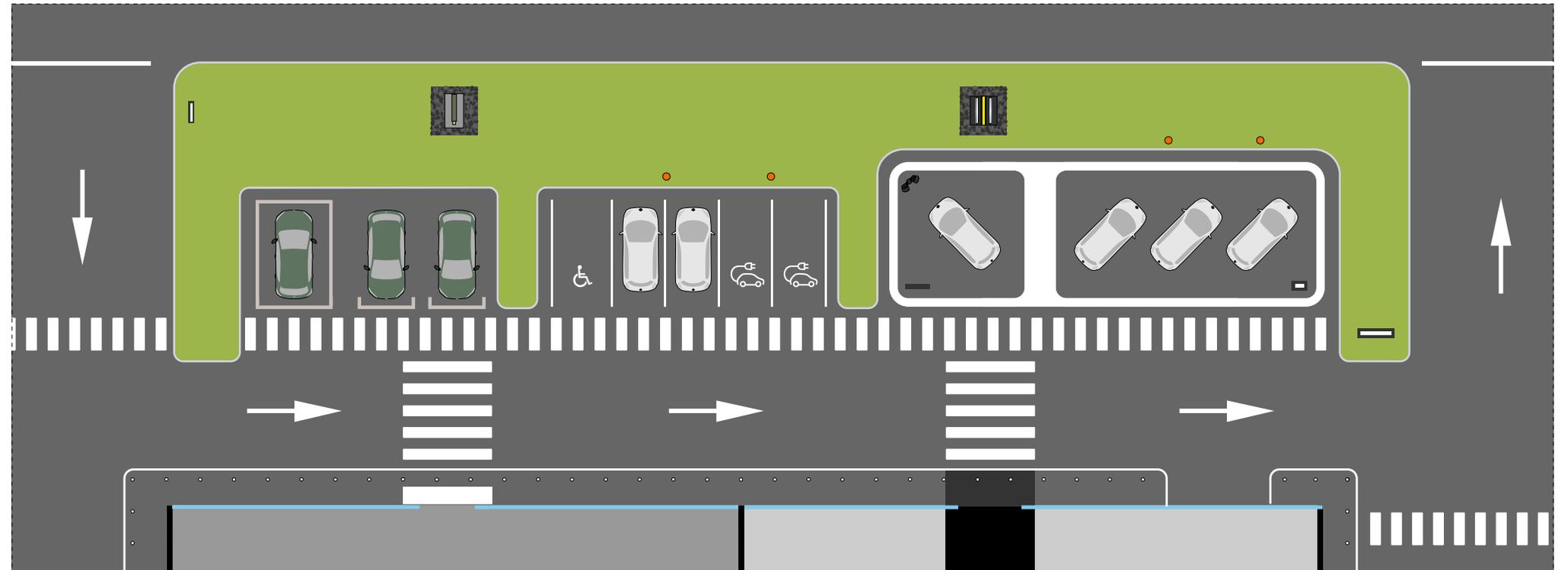


Capacity adapted to each format of sites
&
Adaptation to available length of frontage

LAY-OUT PRINCIPLES

The implementation is done according to the position of the dedicate showroom to the brands.

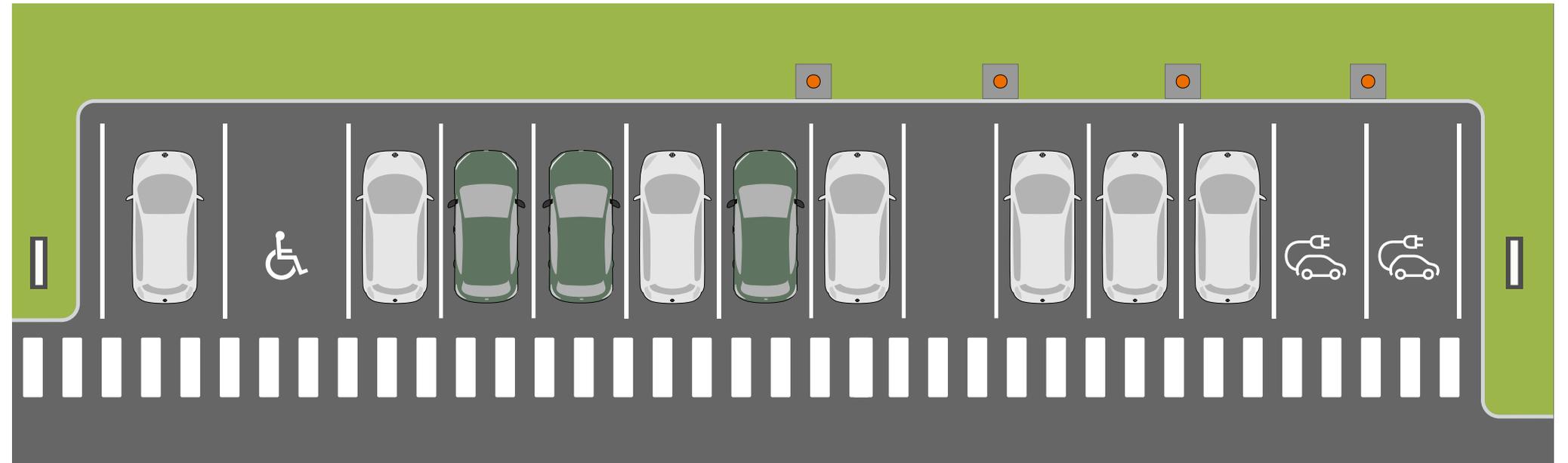
Typical layout of exterior areas



LAYOUT PRINCIPLES

- Exterior area of each brand is implanted in front of the part of building occupied by the brands.
- Customer car park is common to the 2 brands. It is implanted between the dedicated exterior areas.
- Totems are implanted in the axis of the entrance of each showroom.

Customer car park



PRINCIPLE

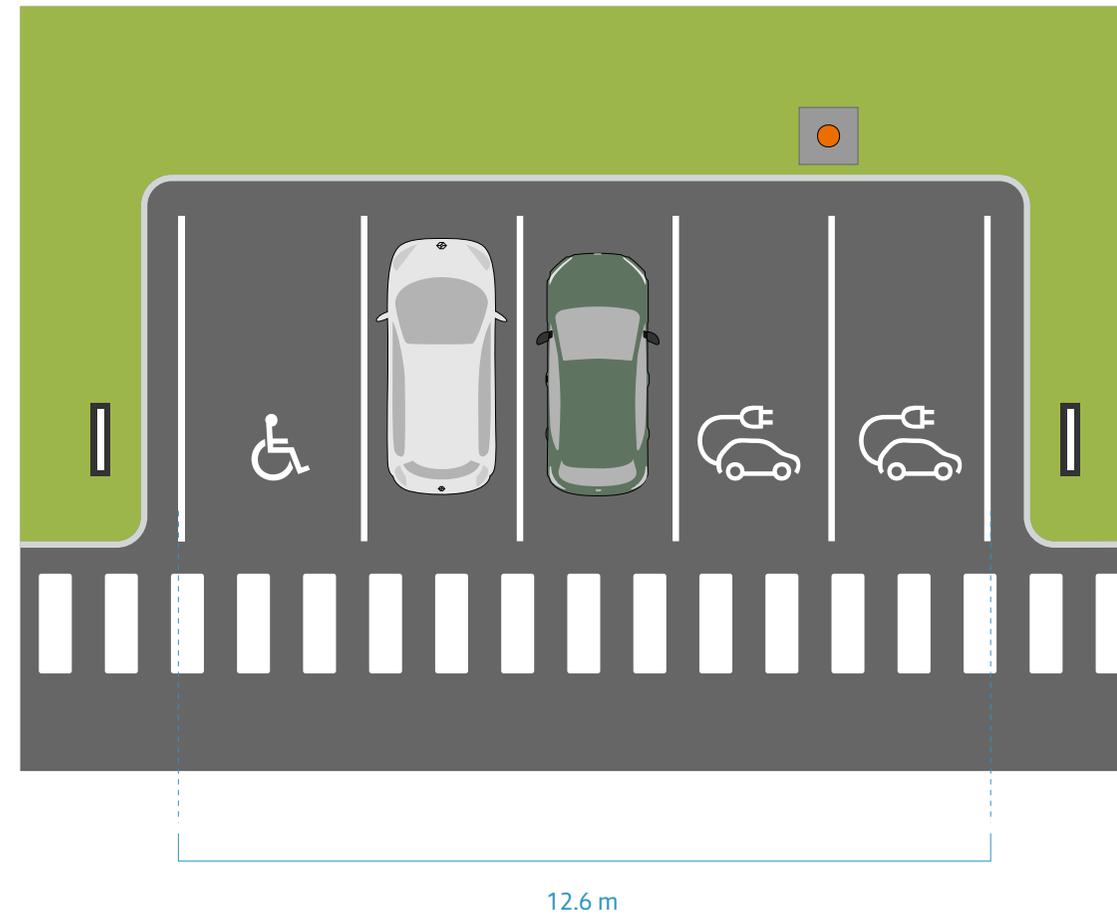
- Customer car park is common to the 2 brands.
- Recommendation used in the context of Renault standards is applied to multi-brand sites.

Customer car park • minimum configuration

PRINCIPLE

Depending of the available surface in front of the showroom, a minimum configuration comprises :

- 1 PMR slot,
- 2 E.V. slots,
- 2 standard slots.



Dacia Headline zone

DESCRIPTION

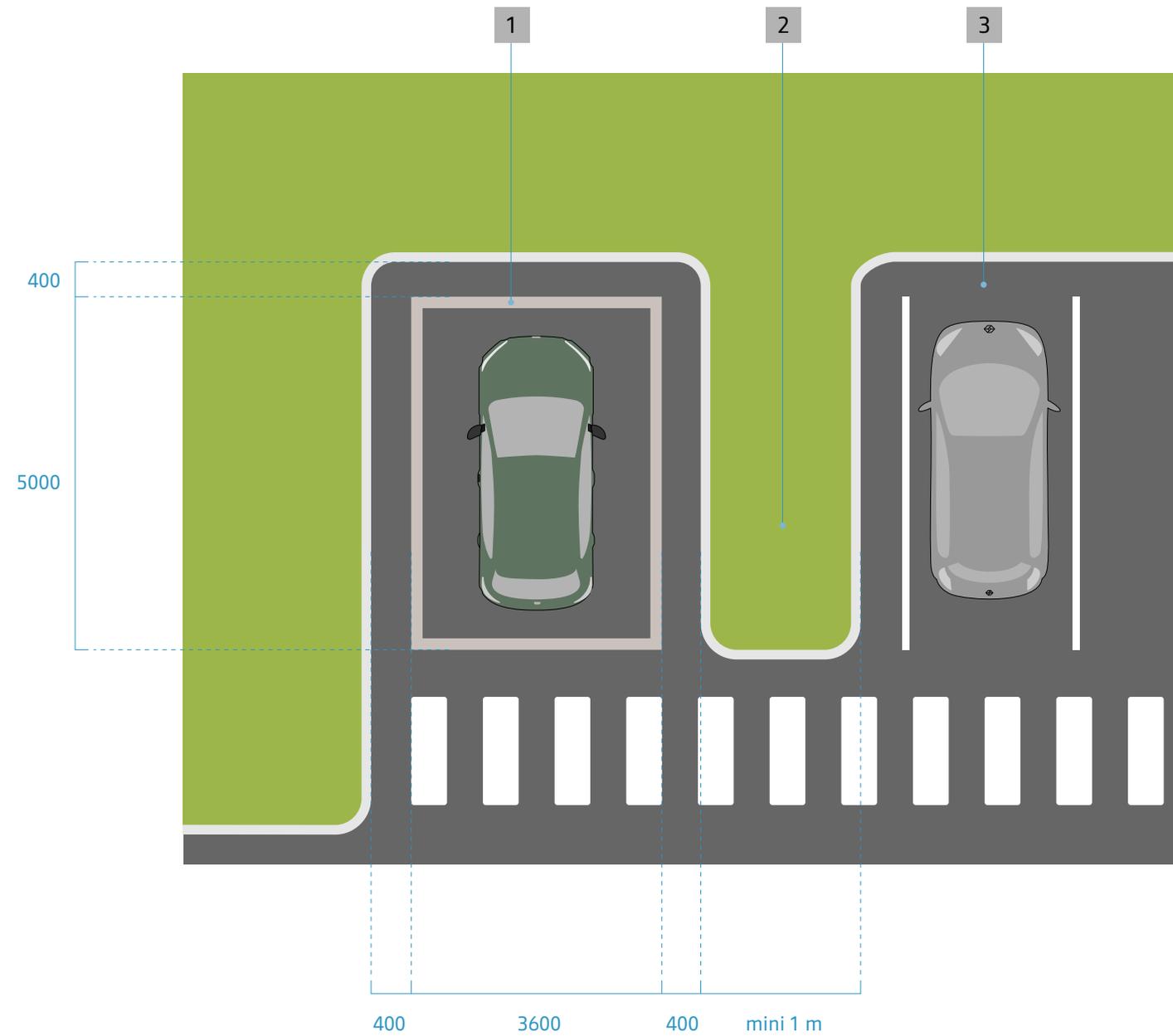
The Headline zone presents the latest vehicle produced by Dacia.

A beige ground marking delimits the exhibition area which is located at a minimum distance of 0.40 m from the curbs.

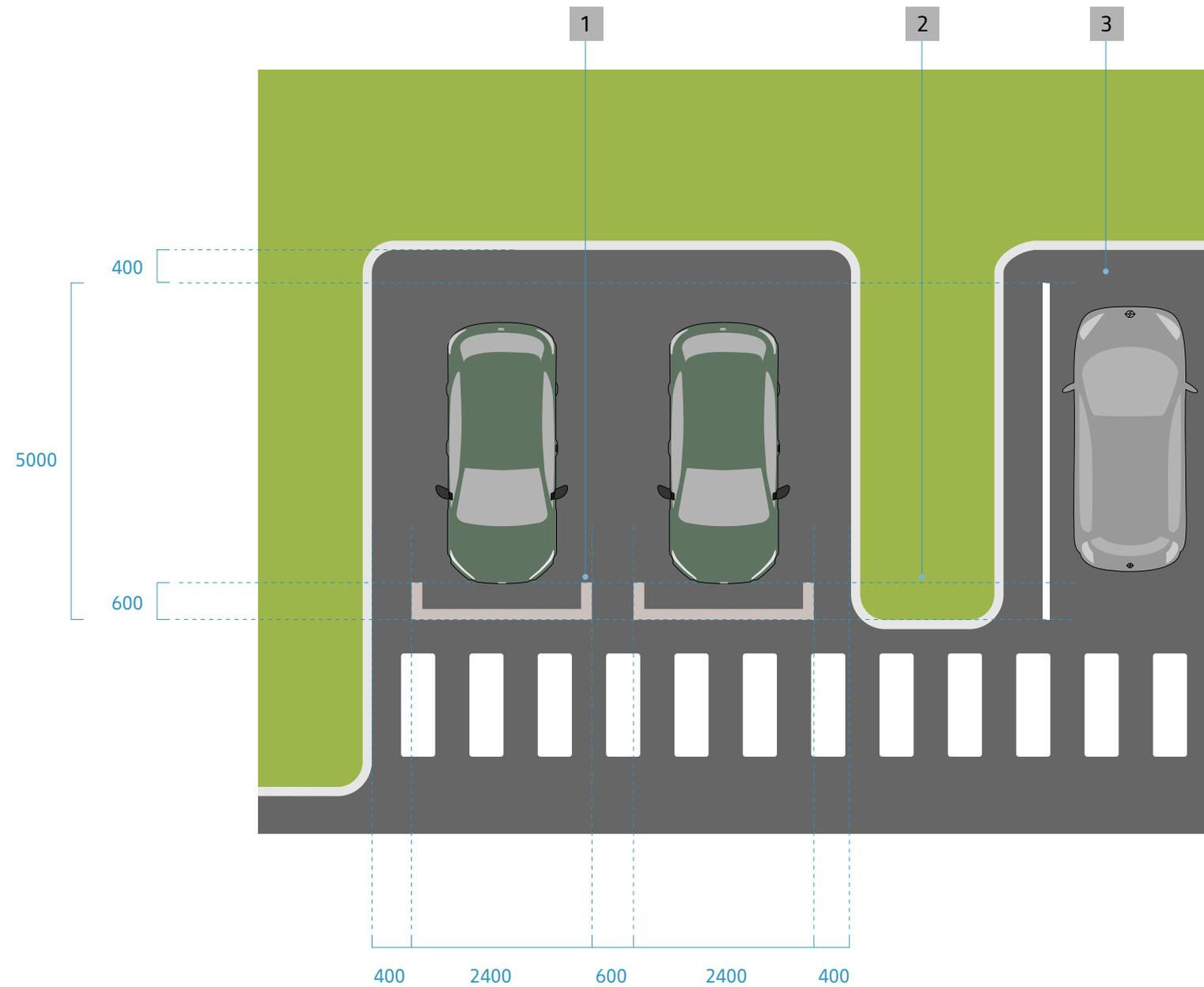
As far as possible, a separation of 1 m from the customer car park makes it possible to highlight the vehicle on display.

Dimension of the Headline area is 5.00 x 3.60 m.

- 1 Ground markings,
- 2 1m minimal separation,
- 3 Customer car park.



Dacia Test Drive area



IDENTIFICATION PRINCIPLES

In order to offer the customer the opportunity to try out a vehicle, an area is set in the outdoor car parks, near the entrance to the showroom.

In front of each vehicle, a marking on the ground identifies the area reserved for this purpose.

Dimension of 1-vehicle Test Drive area is 5.00 x 3.00 m.

- 1 Ground markings,
- 2 1m minimal separation,
- 3 Customer car park.

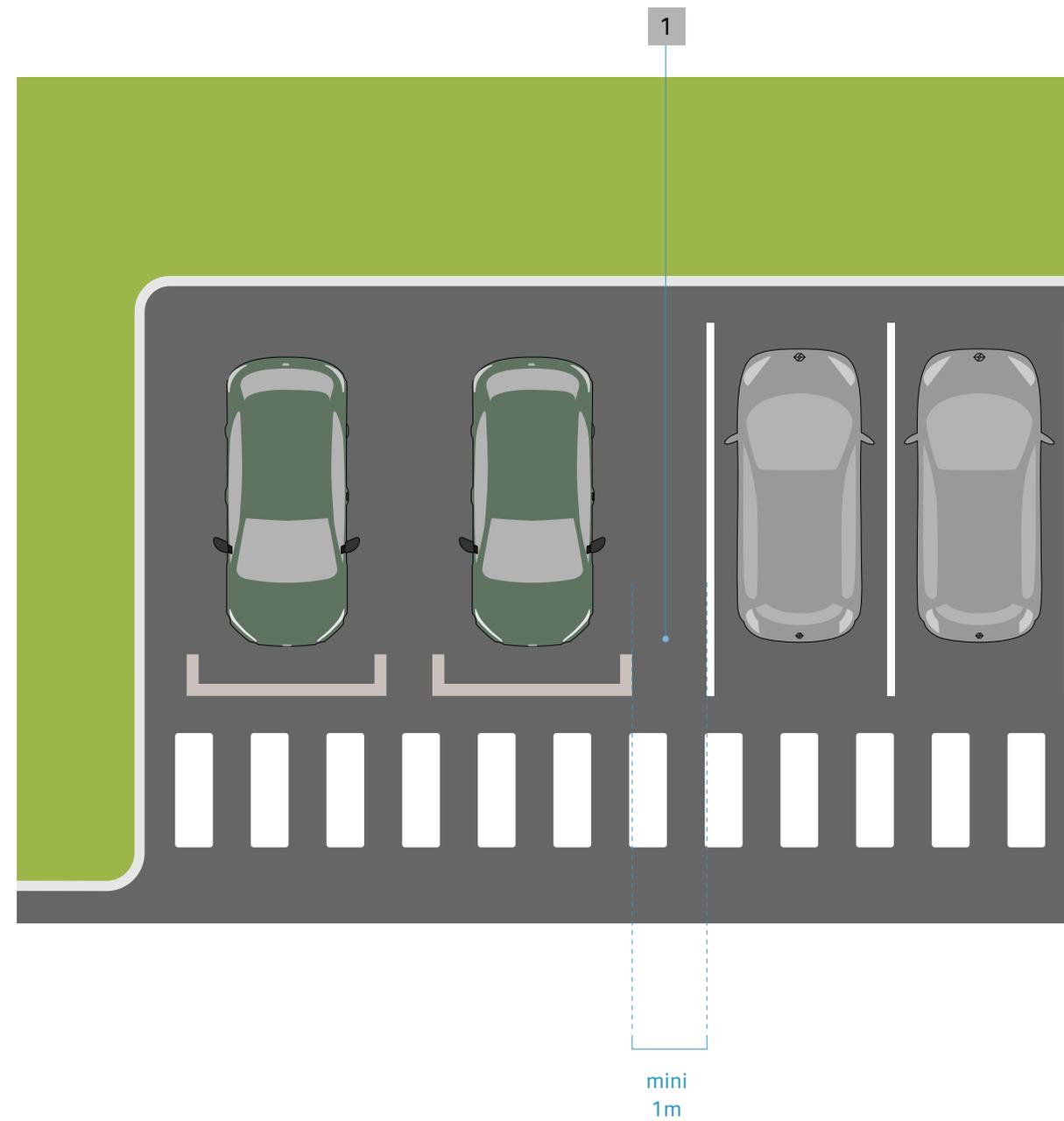
Optimized layout of Dacia Test Drive area

LAYOUT PRINCIPLES

It is possible to integrate the Test Drive area into the customer car park.

However, it is recommended to observe a minimum separation of 1 m between the edges of these 2 zones in order to highlight the vehicles present in the Test Drive area.

1. Ground markings,
2. 1m minimal distance,
3. Customer car park.



Layout of Dacia Headline zone and Test Drive area

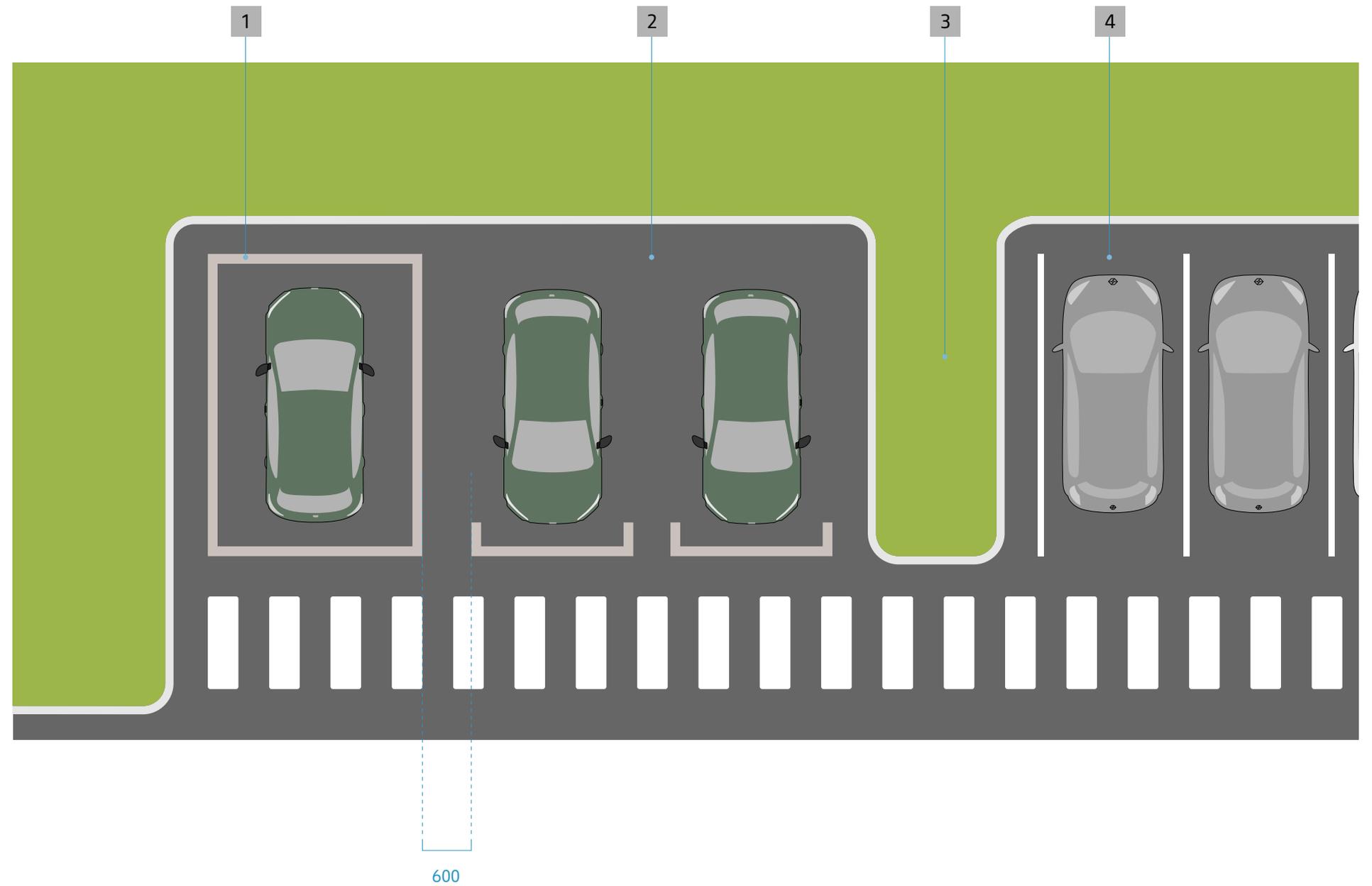
LAYOUT PRINCIPLES

The Dacia Test Drive area and Headline zone can be installed side by side.

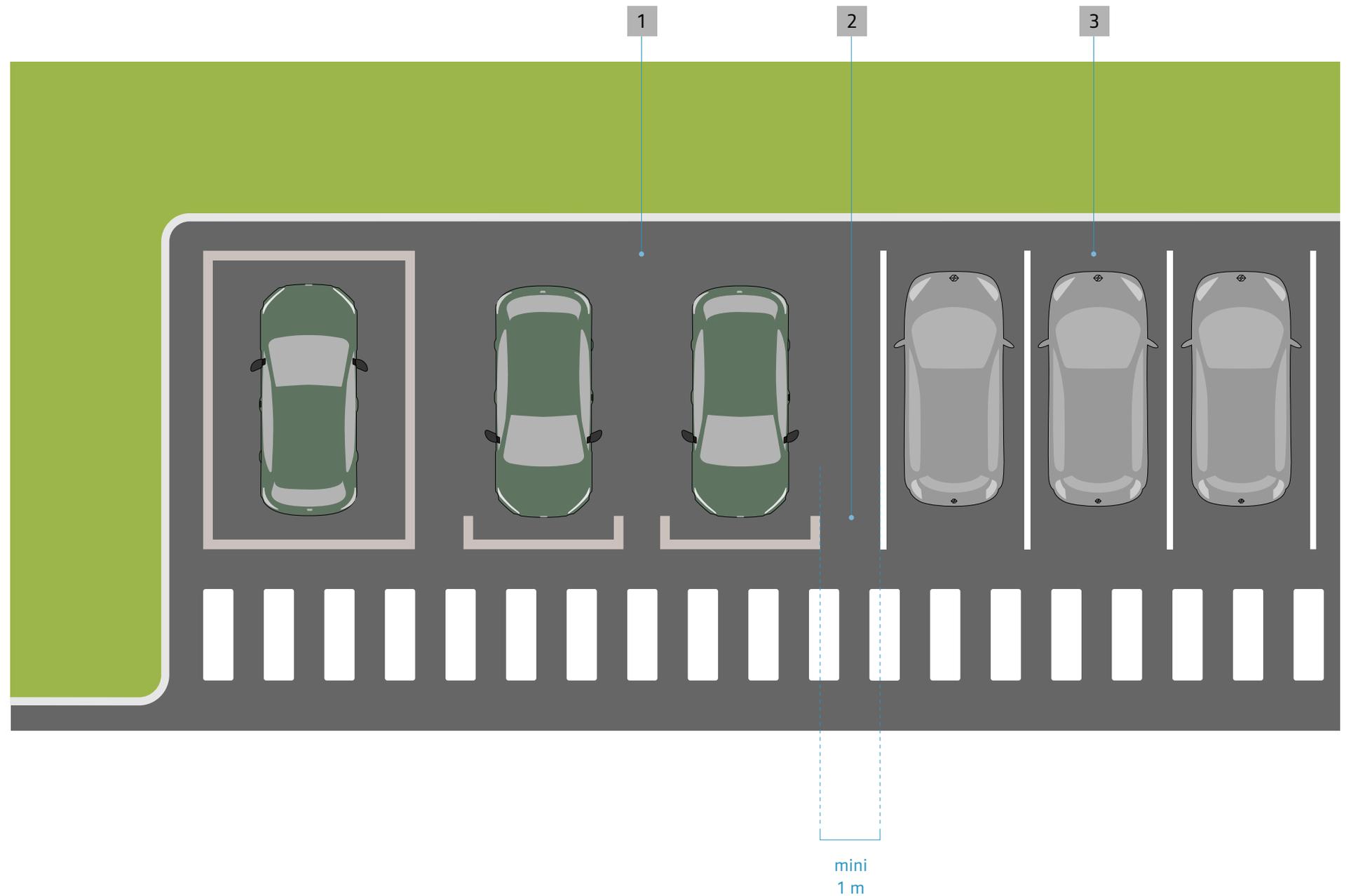
A distance of 0.6 m is observed between these 2 areas.

A dividing strip with a minimum width of 1 m can be used to accentuate the visibility of the exhibition areas.

1. Ground markings of the Headline zone.
2. Test Drive area.
3. Dividing strip.
4. Customer car park.



integration of Test Drive area close to the customer car park



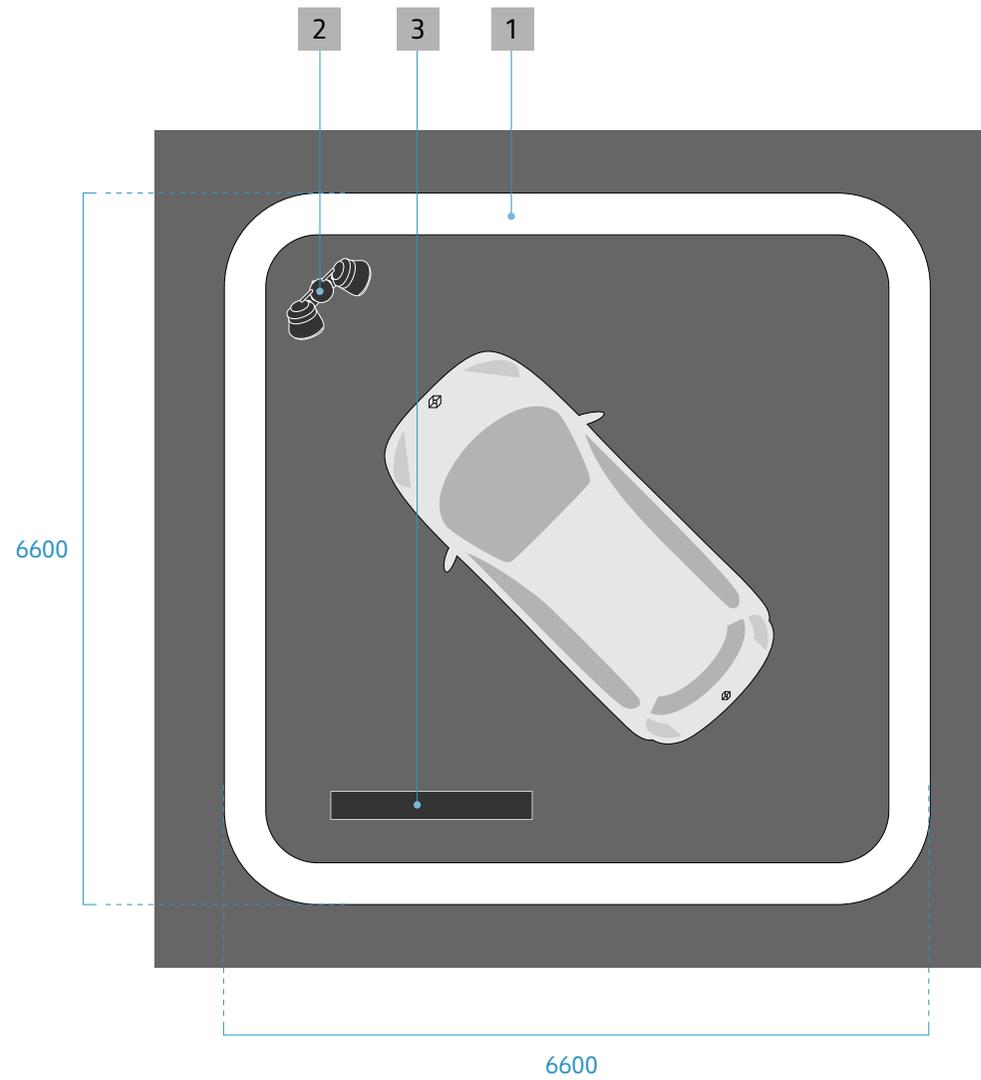
LAYOUT VARIANT

The Dacia Test Drive area can be implanted à proximité du parking clients sans nécessité la création d'une séparation physique.

A distance of 1.0m is observed between these 2 areas.

- 1. Test Drive area.
- 2. 1 m separation.
- 3. Customer car park.

Renault Headline zone



DESCRIPTION

The Headline zone presents the latest vehicle produced by the Brand.

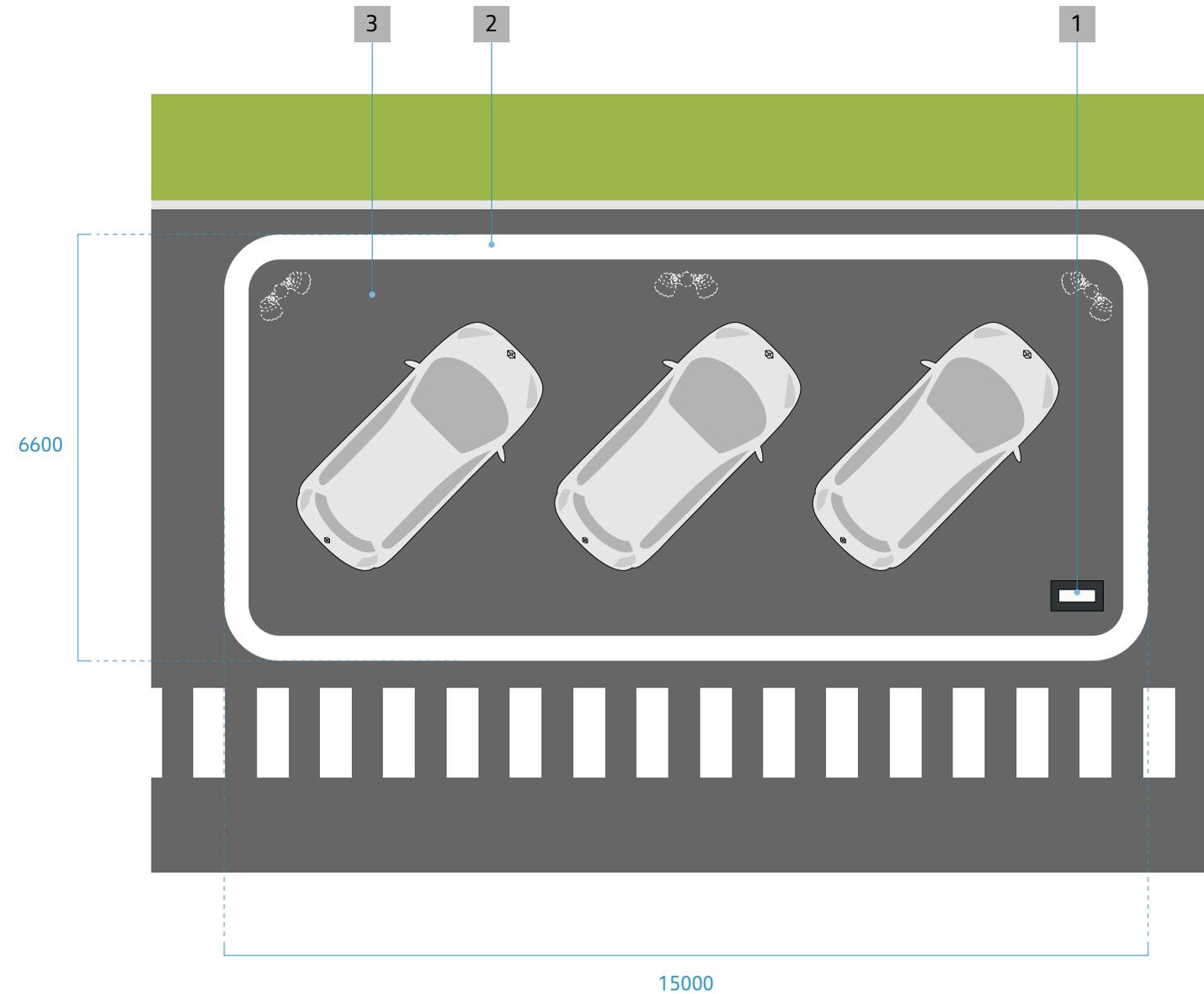
It includes:

- 1 Ground markings, to mark out the space,
- 2 Optional spotlights to showcase the vehicle on display in night vision,
- 3 An advertising display panel with the campaign poster for the vehicle on display.

Dimension of the Headline zone is 6.60 x 6.60 m.



Renault Test Drive zone



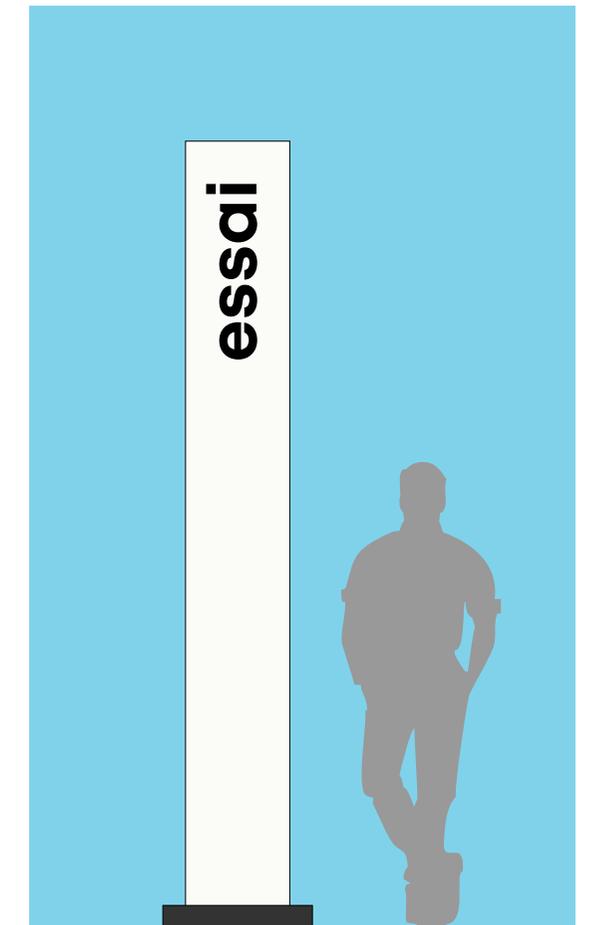
DESCRIPTION

The Test Drive area presents the vehicles being tested.

It includes:

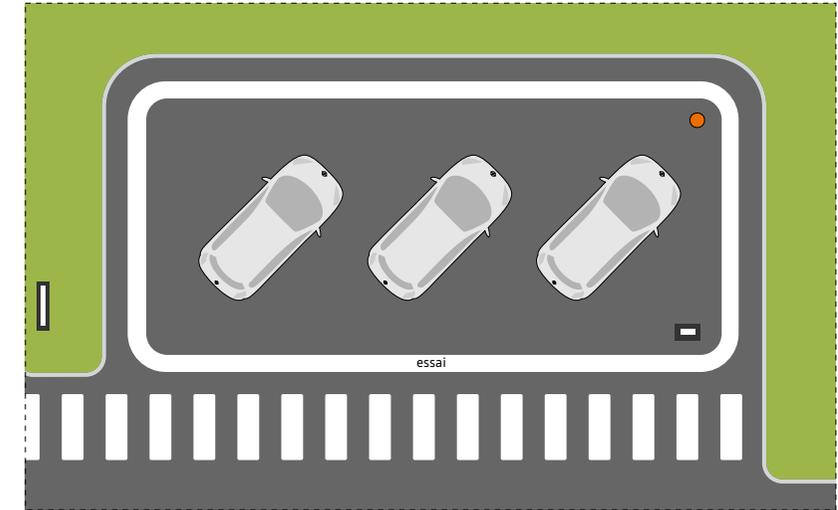
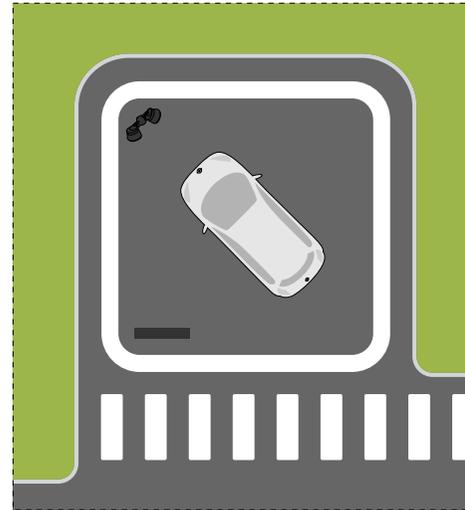
- 1 Ground markings, to mark out the space,
- 2 Optional spotlights to showcase the vehicle on display in night vision,
- 3 An area mast to identify the zone.

Dimension of the Test Drive zone for 3 vehicles is 6.60 x 15.0 m.

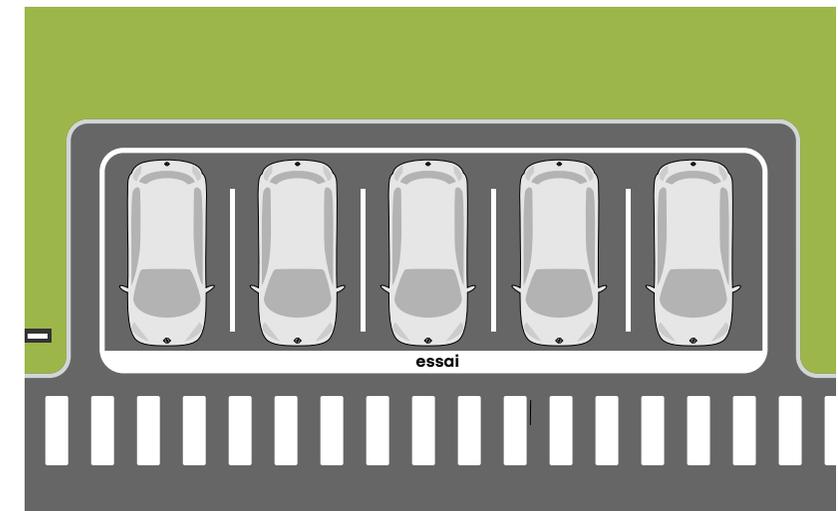
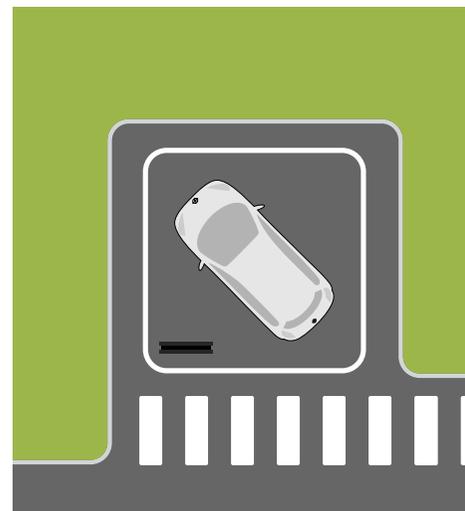


Optimized dimensions for Renault exterior areas

EXISTING
AREAS



NEW
INSTALLATIONS



1

2

PRINCIPLES

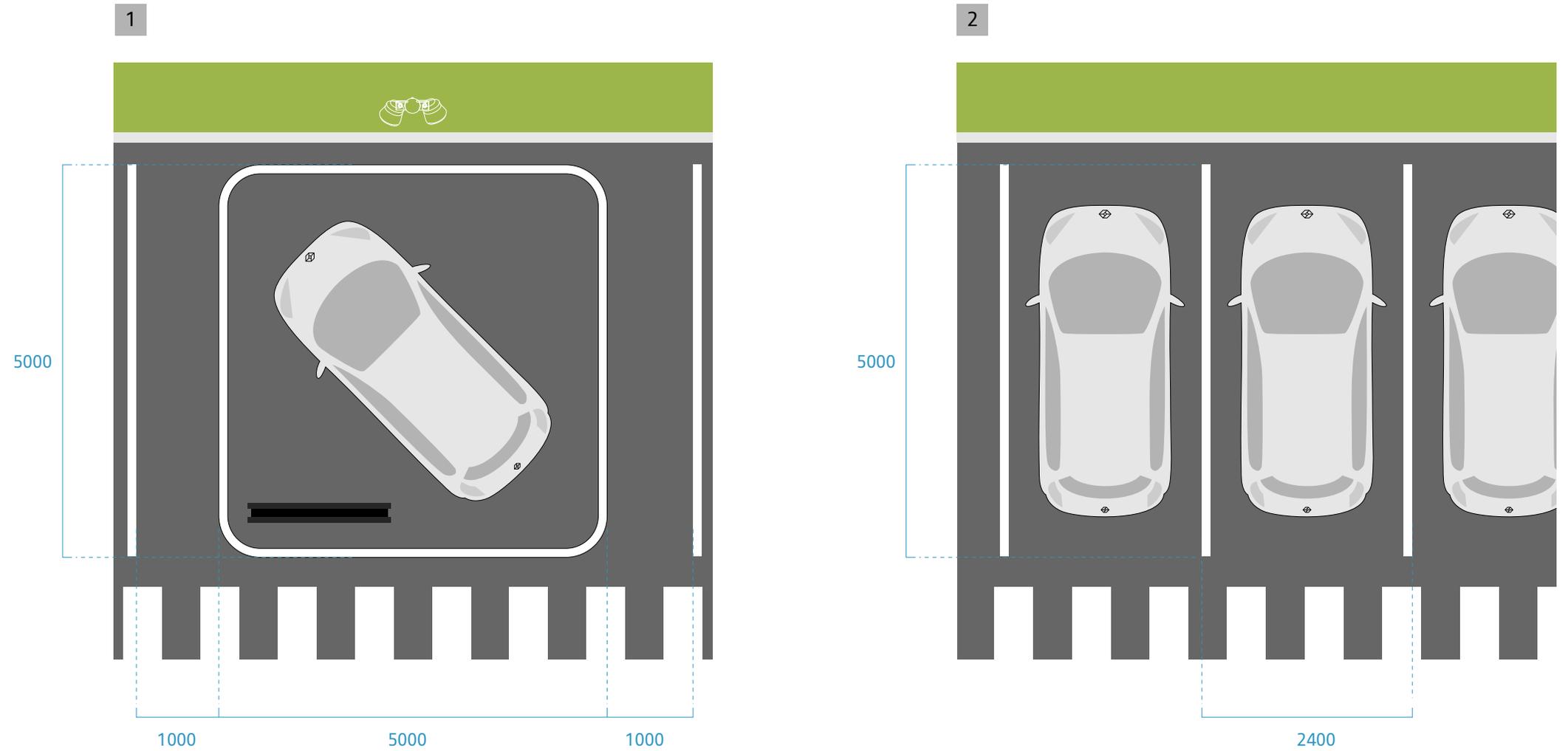
To accommodate Renault and Dacia priority areas in front of the main facade, an optimization is proposed for the Renault Headline zone and the Test Drive area.

The new format uses the 5 m depth of the car park instead of the 6.6 m of the present exterior areas.

This recommendation is only applicable for new installations. Retrofit of existing exterior areas is optional.

- 1 Optimized Renault Headline zone
- 2 Optimized Renault Test Drive area.

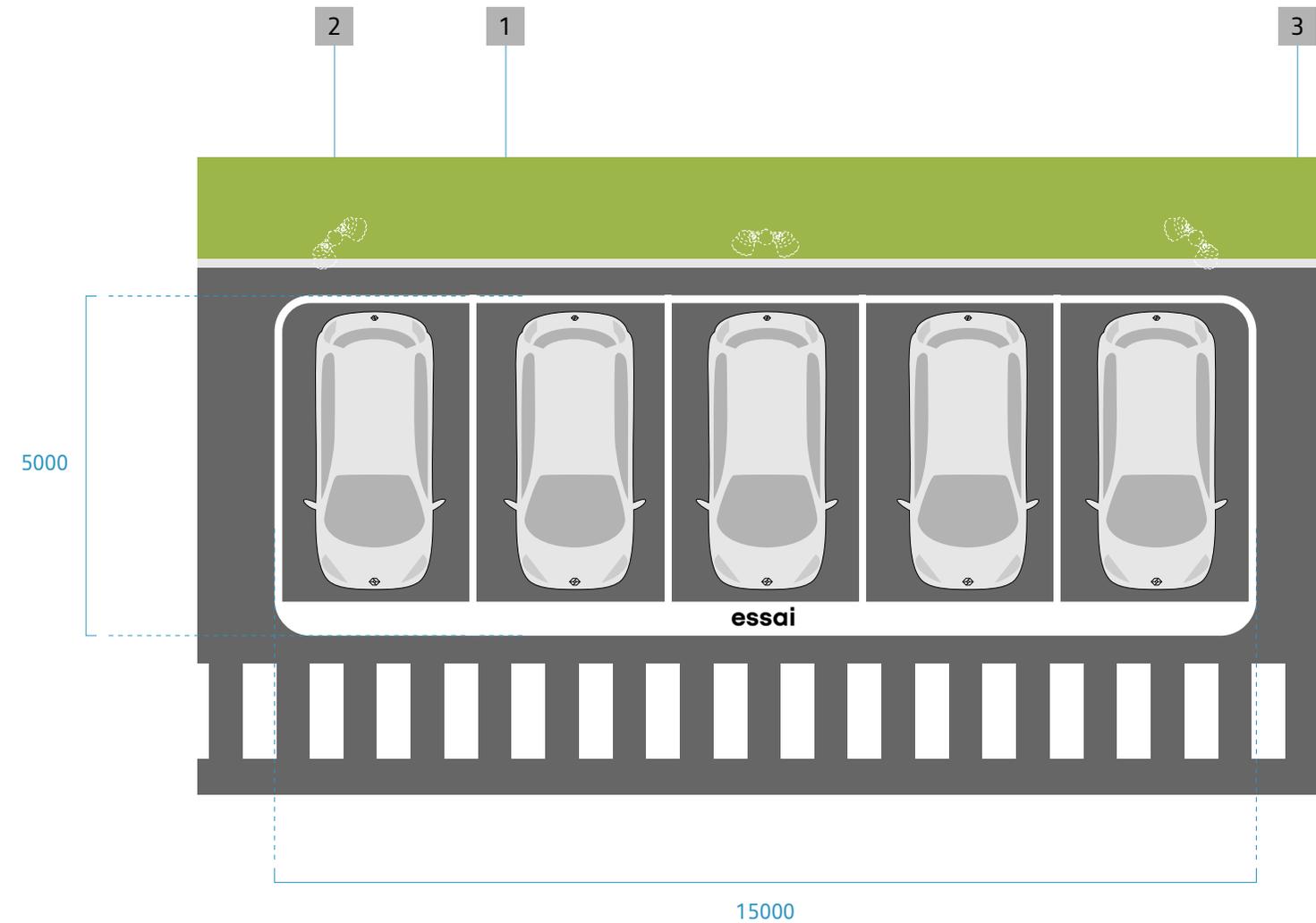
Optimized Renault Headline zone



KEY

- 1 Optimized Headline zone.
- 2 Customer car park.

Optimized Renault Test Drive area



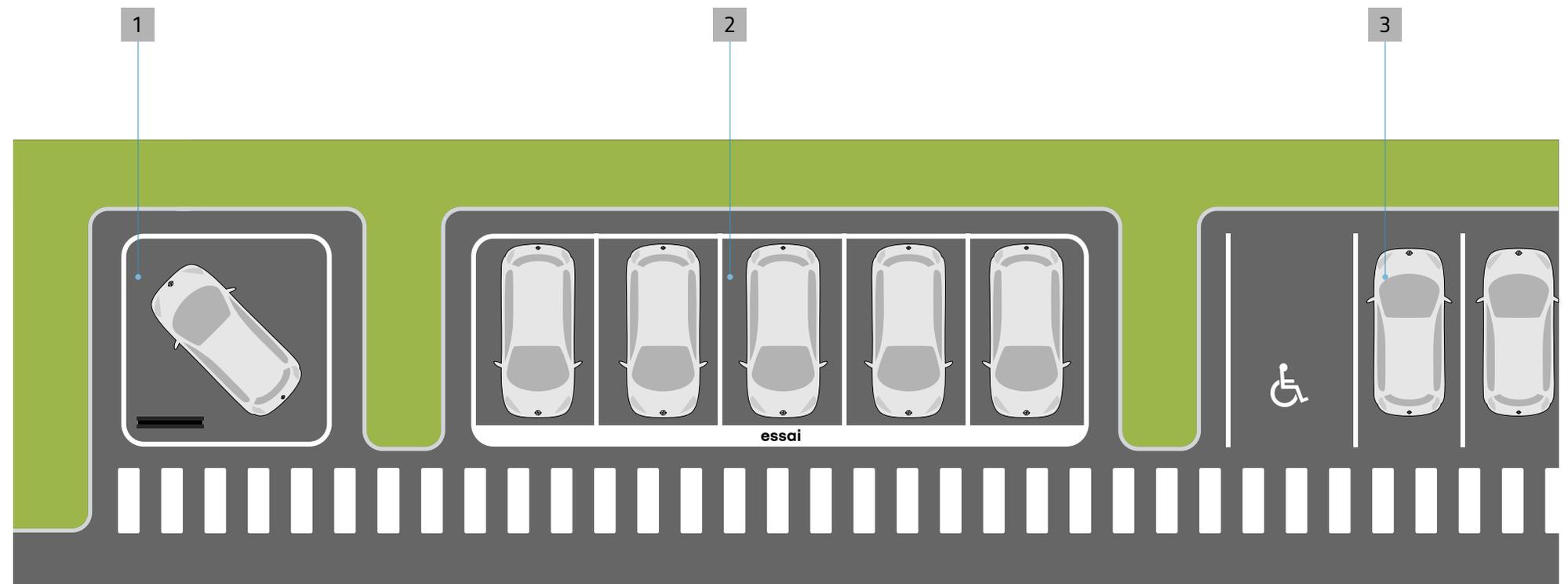
DESCRIPTION

The optimized Test Drive area includes:

- 1 Ground markings, to mark out the space,
- 2 Optional spotlights to showcase the vehicle on display in night vision,
- 3 An area mast to identify the zone.

Dimension of the optimized Test Drive area for 5 vehicles is 5.0 x 15.0 m.

Generic layout for optimized Renault exterior areas

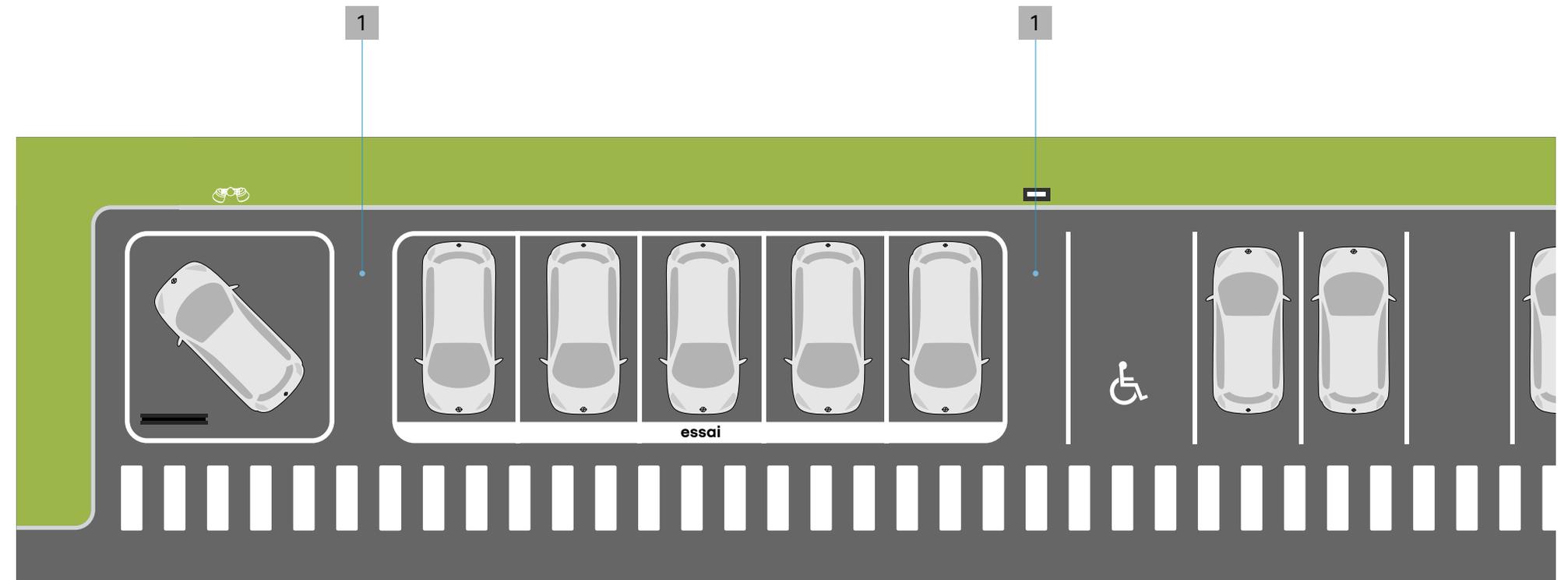


PRINCIPLES

In the event of a limited surface area available in front of the showroom, it will be possible to envisage a reduced layout for the Headline zone and the Test Drive area using the general layout grid for car park of 5 m.

- 1 Optimized Headline zone.
- 2 Optimized Test Drive area.
- 3 Customer car park.

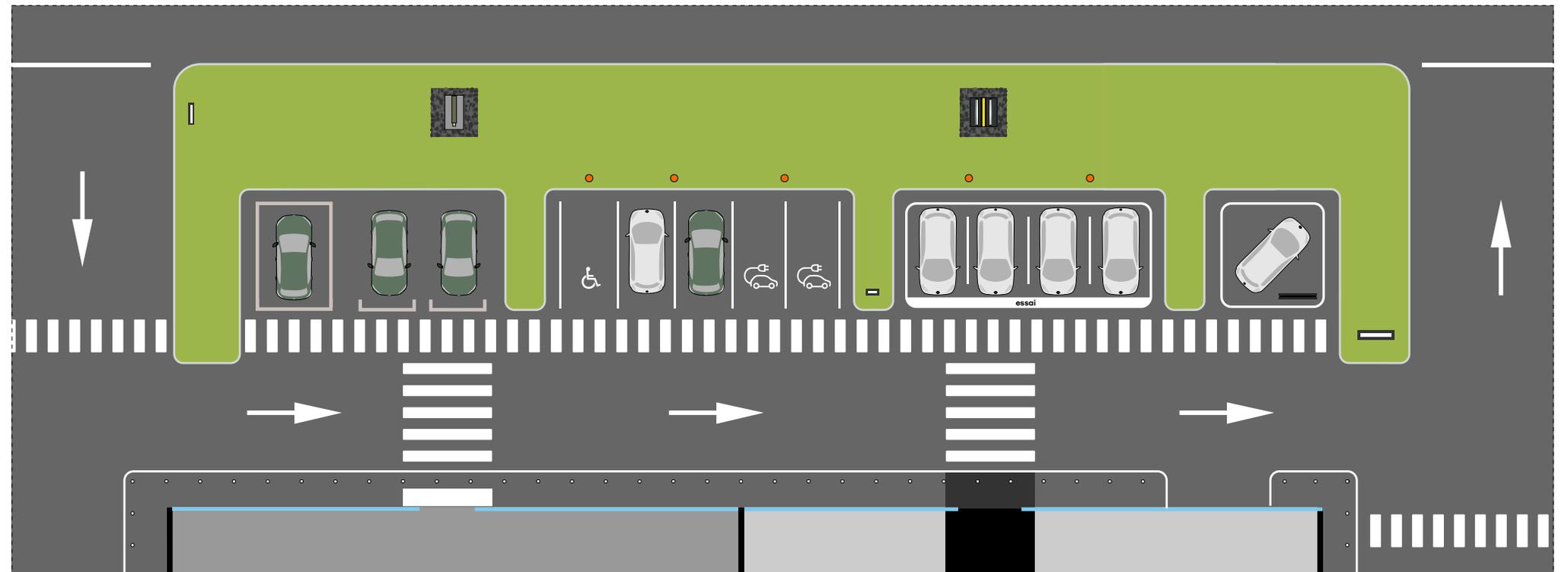
Optimized Renault exterior areas without separation



PRINCIPLE

A 1 m minimal distance between areas must be respected during implementation.

Optimized layout of Renault exterior areas

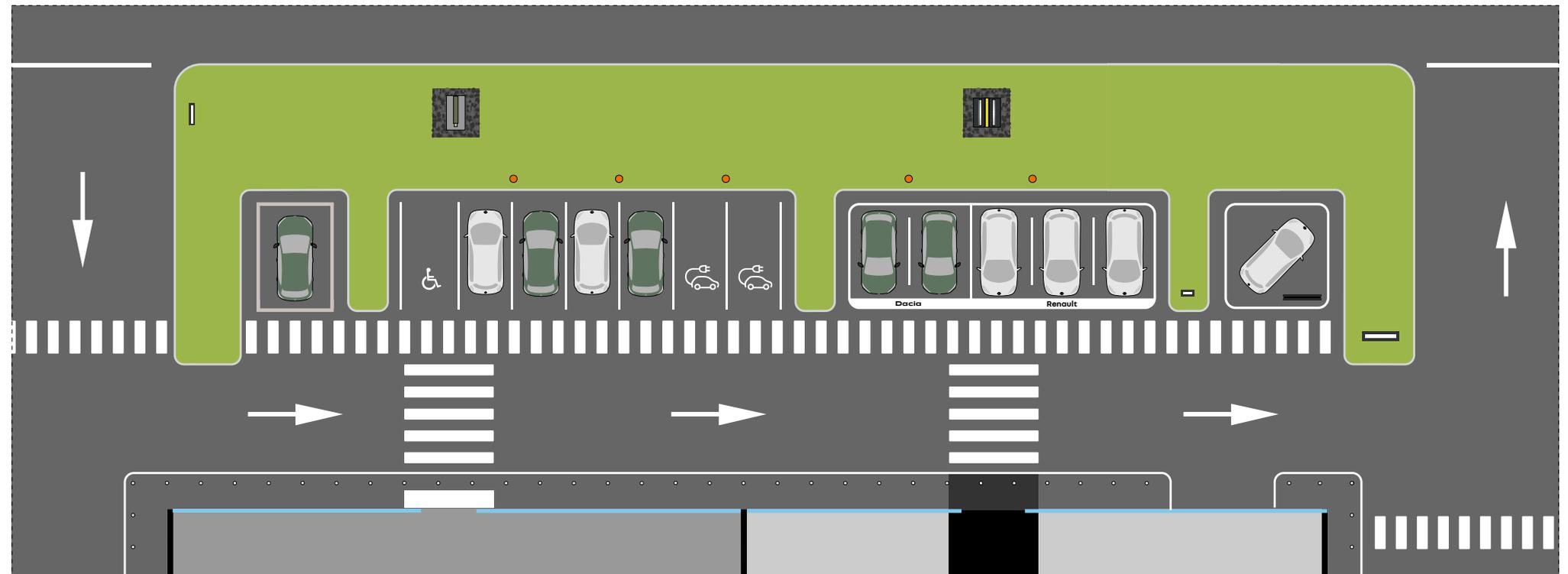


LAYOUT PRINCIPLES

Dimensions of Renault exterior areas are optimized by:

- The reduction of depth (5m instead of 6.6 m) of Headline zone and Test Drive area,
- The change of car orientation in test Drive area.

Optimized layout with common Test Drive

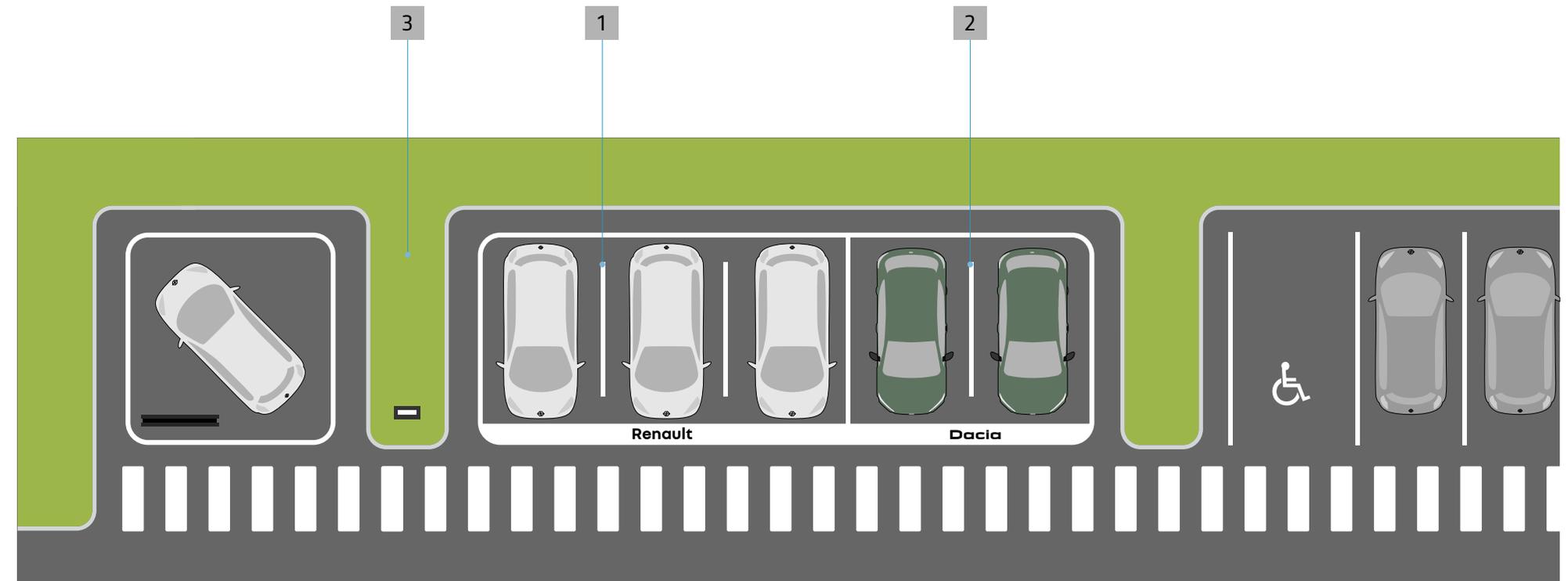


LAYOUT PRINCIPLES

Last step of optimization, it is possible to create a common Test Drive area for Renault and Dacia vehicles.

- Common Test Drive is implanted between the dedicated Headline zones.
- Vehicles of each brand have dedicated slots inside the test Drive. There must not have a mix between vehicles of each brand.
- It is recommended to respect the same orientation for all cars, "ready to go".
- Customer car park is implanted close to the Test drive area, on the left or on the right part of a exterior area.

Common Test Drive area



DESCRIPTION

When the available space for setting up outdoor areas is small, it is possible to set up a common Test Drive area.

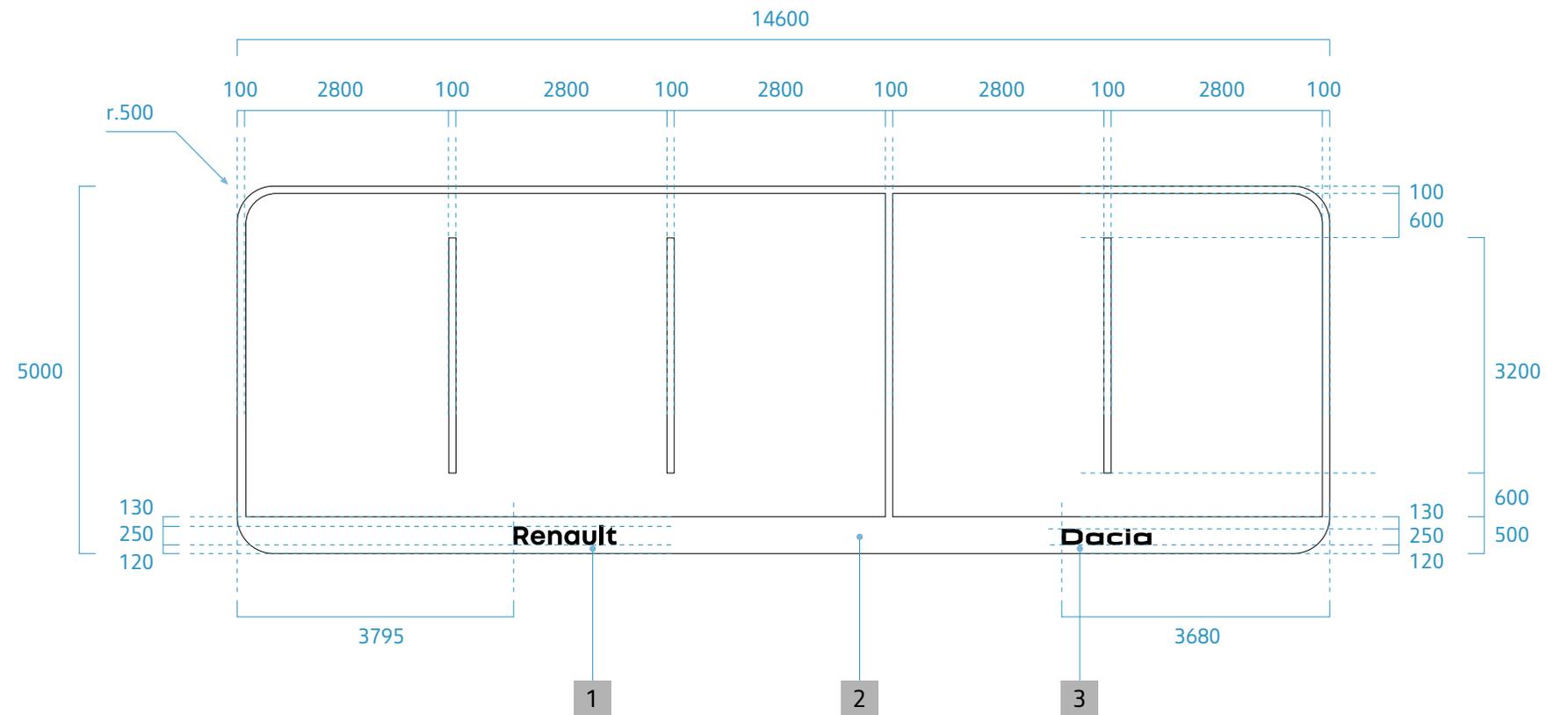
In this common area, presented vehicles of the 2 brands are oriented toward the showroom.

This area includes:

- 1 Ground markings, to mark out the dedicated space to Renault vehicles,
- 2 Ground markings, to mark out the dedicated space to Dacia vehicles,
- 3 A Renault area mast to identify the area.

Dimension of the common Test Drive area for 5 vehicles is 5.0 x 15.0 m.

Common Test Drive area - outlines



DESCRIPTION

Number of vehicles can be adapted to each situation.

Ground markings is made with painting. Lettering can be made with foil or painting.

- 1 Renault lettering, black painting of black foil, Nouvel'R bold typeface, centered in the dedicate slots to Renault vehicles.
- 2 Ground markings in bi-component white RAL 9003 epoxy with matt finish.
- 3 Dacia logotype, black painting of black foil, Dacia Block Extended bold typeface, centered in the dedicate slots to Dacia vehicles.

6

SHOWROOM FACADES

What to remember?

The facades of the Renault Dacia multi-brand sites carry the identification elements of the 2 brands juxtaposed and perfectly managed.

In the case of a Dacia corner integrated into a Renault showroom, the common entrance door is identified by Renault elements, the part of the showroom dedicated to Dacia is identified by the khaki frame and the Dacia signature on the facade.

In the case of separate showrooms, the signage systems are developed harmoniously and perfectly separated (without neutral zone).

Main rules to identify the Dacia part

RULES

- 1 Length of Dacia frame follows the cut-out of the glazed part.
- 2 Length of Dacia facade corresponds to dedicated part of showroom to Dacia brand.
- 3 Aluminium parts of the glazed facade have the same colour on the whole facade (preferably RAL 9005 black).
- 4 Dacia frame is implemented close to the metal mesh without separation.
- 5 Top part of the facade is not covered by the khaki frame but aligned with the top of the metal mesh structure.
- 6 Horizontal junctions on khaki frame is aligned with the bottom of white panels.
- 7 The entire façade pediment is white RAL 9003. Cladding in aluminum sheets with raised edges may be necessary when the facade is damaged or the existing cladding has a vertical rythm.
- 8 The Dacia letters are located opposite the Renault signature present on the same facade. Lettering is centered vertically in relation to the white panels and are directly fixed to the facade with no visible intermediate structure.

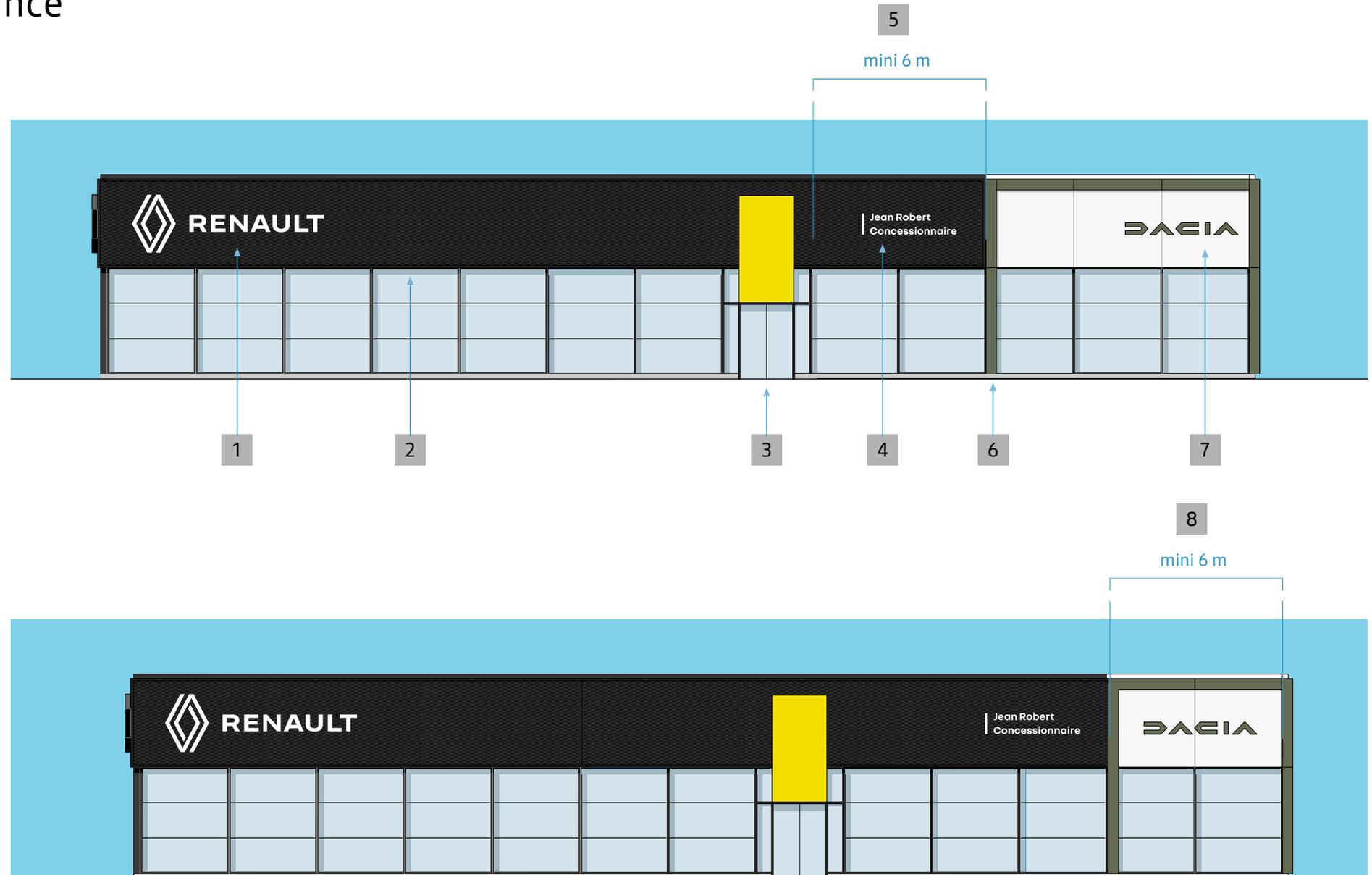


Typical facades with common entrance

IDENTIFICATION PRINCIPLES

The facades opposite show the application of signage systems on 2 facades with different proportions between Renault Dacia showrooms.

- 1 The pediment of the Renault facade is entirely covered by the metal mesh. The Renault signature is located opposite to the Dacia signature.
- 3 The entrance to the Renault showroom is best identified by the yellow overhead panel or when it is not possible by a vertical yellow marker.
- 4 The Dealername is located next to the façade dedicated to Dacia. The Renault standard is always used for this item.
- 5 The minimum width of the glazed part between the Renault entrance and the Dacia facade is 6m.
- 6 The vertical uprights of the khaki frame are positioned at the limits of the Dacia showroom facade.
- 7 The Dacia letters are located opposite to the Renault signature, vertically centered in the white pediment.
- 8 The minimum width of the Dacia facade is 6 m.



Typical facades with separate entrances

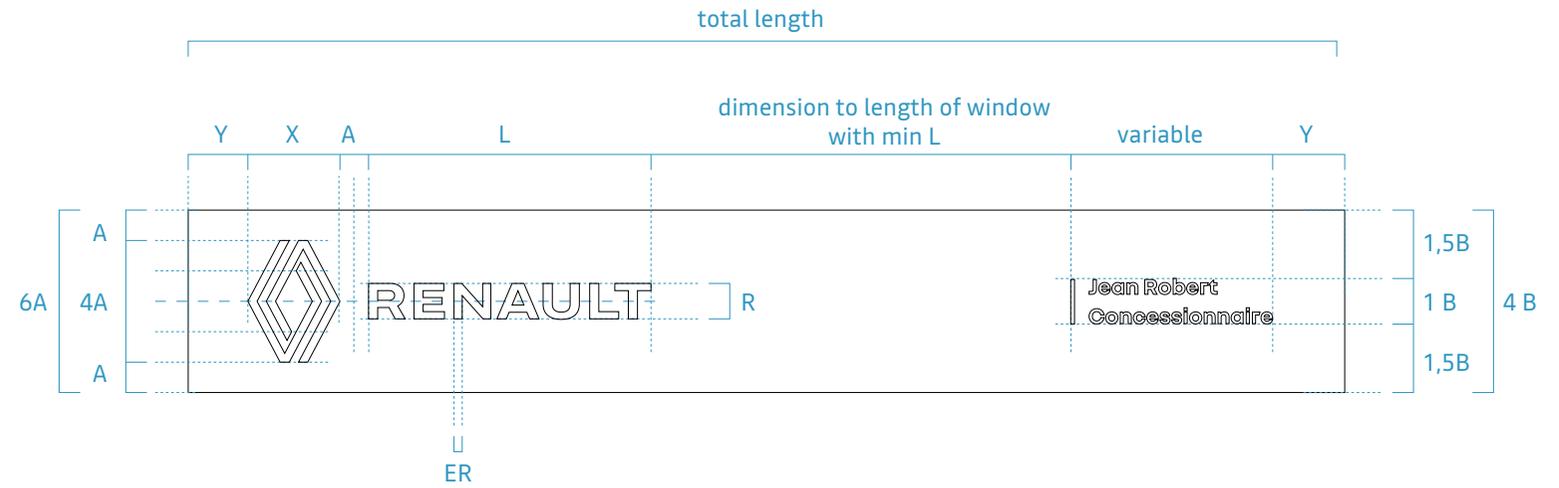
IDENTIFICATION PRINCIPLES

The facades opposite show the application of signage systems on 2 facades with different proportions between Renault Dacia showrooms.

- 1 The pediment of the Renault facade is entirely covered by the metal mesh. The Renault signature is located opposite to the Dacia signature.
- 2 The entrance to the Renault showroom is best identified by the yellow overhead panel or when it is not possible by a vertical yellow marker.
- 3 The Dealersname is located next to the façade dedicated to Dacia. The Renault standard is always used for this item.
- 4 The entrance to the Dacia showroom is identified by an entrance totem opposite to the Dacia signature.
- 5 The Dacia letters are located opposite to the Renault signature, vertically centered in the white pediment.
- 6 The vertical uprights of the khaki frame are positioned at the limits of the Dacia showroom facade.



New installations - layout



PRINCIPLES

This layout gives the proportions between the different components appearing on the high pediments (more than 1500 mm).

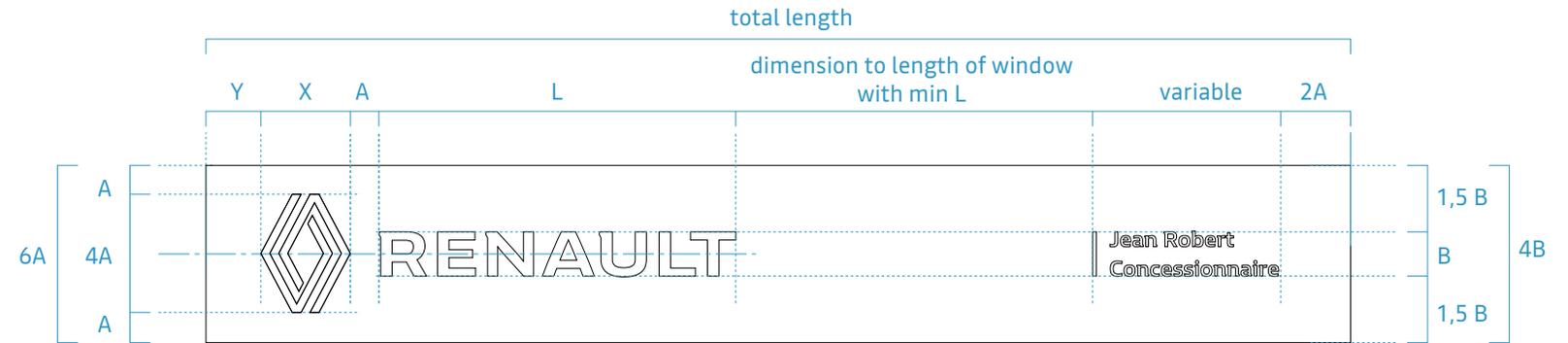
- 1 Dark grey background in woven-metal mesh
- 2 Emblem, LED-backlit, with light-diffusing face, edges made with aluminum sheeting black painted
- 3 Existing Renault wordmark in backlit box letters
- 4 Existing backlit vertical strip
- 5 Existing backlit dealername

R is the height of the Renault wordmark calculated on the "E" letter

ER is the width of the vertical parts of the letters

dim.	500 emblem	900 emblem	1100 emblem	1300 emblem	1600 emblem	2000 emblem	2400 emblem
A	127	223	287	320	400	500	600
Y	247	434	558	663	778	973	1168
4A	508	892	1148	1280	1600	2000	2400
6A	762	1338	1722	1920	2400	3000	3600
X	387	680	875	975	1219	1524	1828
R	150	264	339	378	473	591	710
L	1207	2125	2728	3042	3806	4756	5714
Ep	72	72	72	72	72	100	100
B	191	335	431	480	600	750	900
1,5B	286	502	646	720	900	1125	1350
ER	35	62	79	88	111	138	166

Existing sites - layout v1



PRINCIPLES

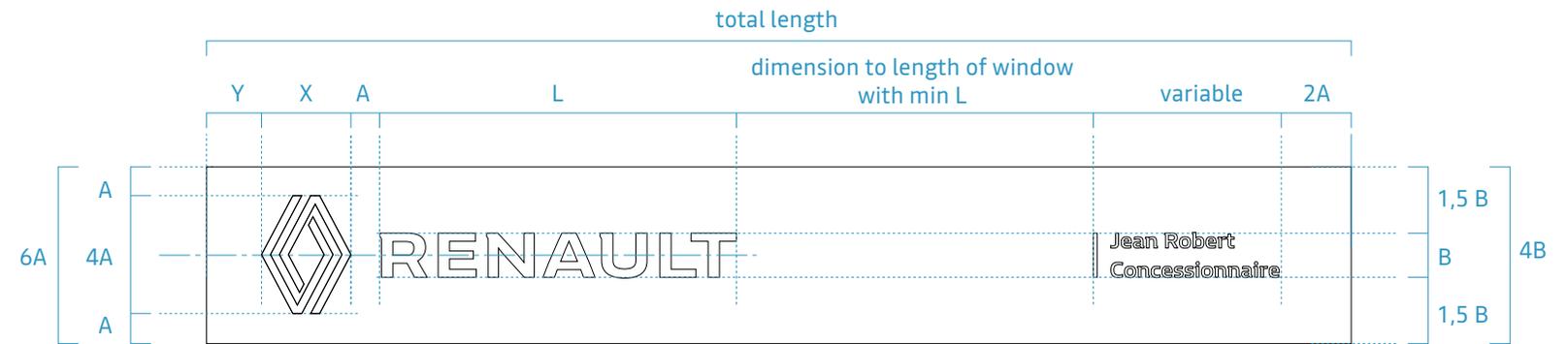
This layout gives the proportions between the different components appearing on the high pediments (more than 1500 mm).

- 1 Dark grey background in woven-metal mesh.
- 2 Emblem, LED-backlit, with light-diffusing face, edges made with aluminum sheeting black painted.
- 3 Existing Renault wordmark in backlit box letters.
- 4 Existing backlit vertical strip.
- 5 Existing backlit dealername.

dim	1100 emblem	1300 emblem	1600 emblem	2400 emblem
A	287	320	400	600
2A	574	640	800	1200
4A	1146	1280	1600	2400
6A	1720	1920	2400	3600
X	875	977	1222	1832
Y	558	663	778	1168
L	3442	3842	4803	7204
Ep	72	72	72	100
B	430	480	600	900
1,5B	645	720	900	1350

B is the height of the Renault wordmark calculated on the "E" letter

Existing sites - layout v2



PRINCIPLES

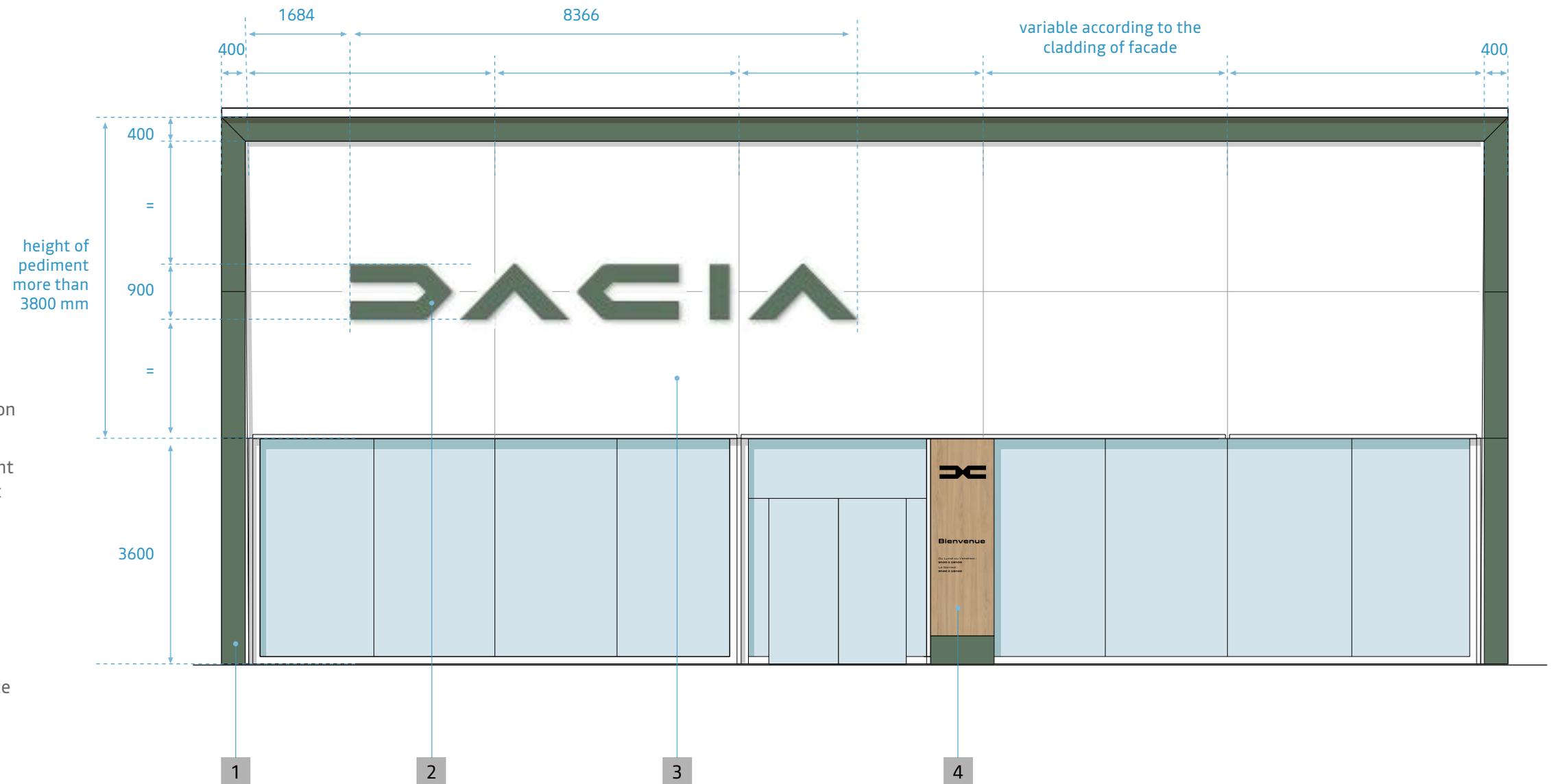
This lay-out is used on the main facade with low pediments (less than 1.5 m of frontage).

- 1 Dark grey background in woven-metal mesh.
- 2 Emblem, LED-backlit, with light-diffusing face, edges made with aluminum sheeting black painted.
- 3 Existing Renault wordmark in backlit box letters.
- 4 Existing backlit vertical strip.
- 5 Existing backlit dealername.

dim.	500 emblem	900 emblem
A	127	223
2A	254	446
Y	247	434
4A	508	892
6A	762	1338
X	387	680
R	150	264
L	1207	2125
Ep	72	72
B	191	335
1,5B	286	502

B is the height of the Renault wordmark calculated on the "E" letter

Dacia facade - height of pediment more than 3800 mm



IDENTIFICATION PRINCIPLES

- A 400 mm Khaki frame is placed under the acroterion and covers the overall facade of the showroom.
- The 900 mm Dacia logotype is present on the right or left of the facade. It is installed on white sheet metal parts covering the pediment.
- The Dacia logotype is illuminated.

- 1 400 mm frame.
- 2 Dacia logotype h. 900 mm.
- 3 White panels (if needed in case of damage surface or existing vertical cladding).
- 4 Entrance sign (when a dedicated door entrance exists).

Dacia facade - height of pediment from 2800 to 3800 mm

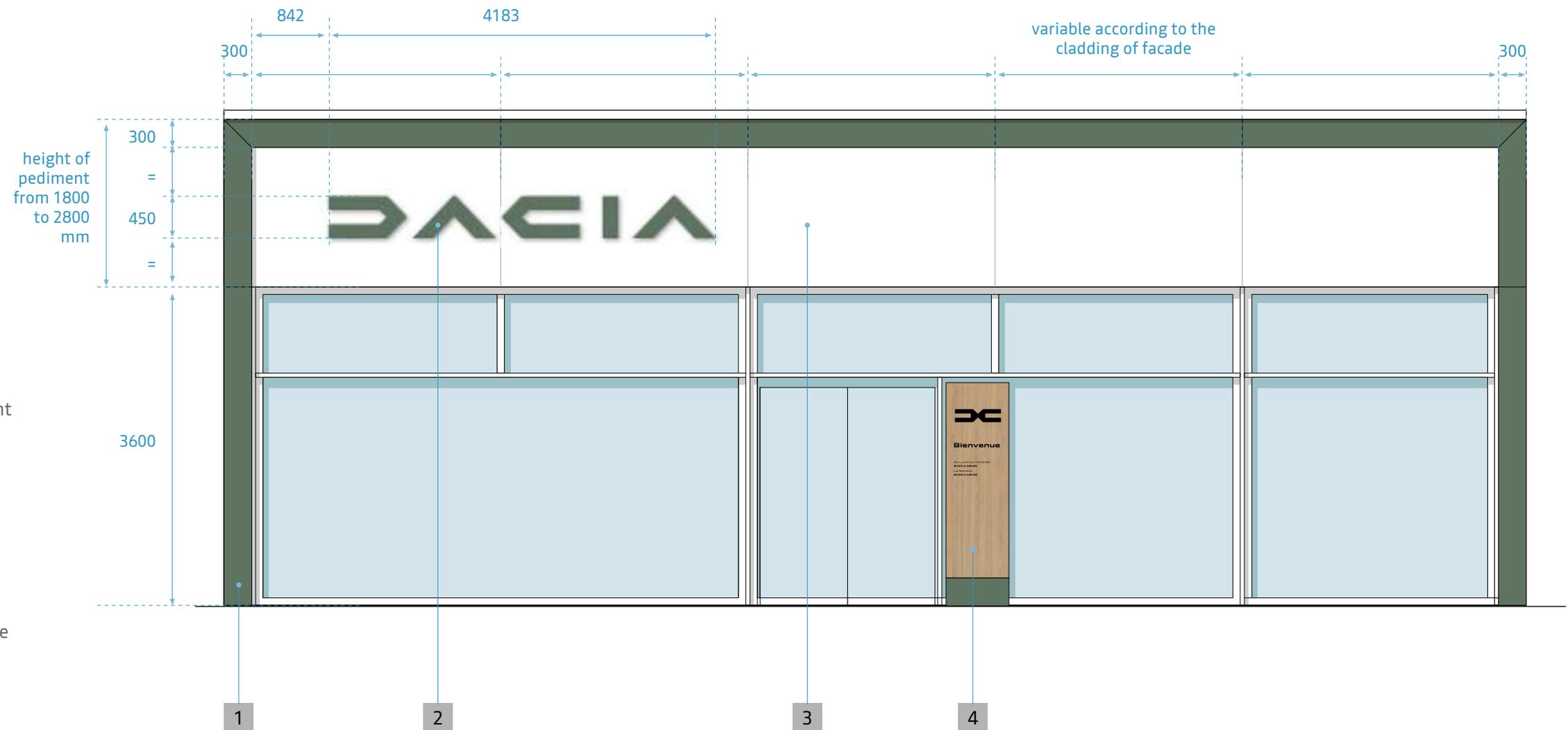


IDENTIFICATION PRINCIPLES

- A Khaki frame is placed under the acroterion and covers the overall facade of the showroom.
- The 600 mm Dacia logotype is present on the right or left of the facade. It is installed on white sheet metal parts covering the pediment.
- The Dacia logotype is illuminated.

- 1 300 mm frame.
- 2 Dacia logotype h. 600 mm.
- 3 White panels (if needed in case of damage surface or existing vertical cladding).
- 4 Entrance sign (when a dedicated door entrance exists).

Dacia facade - height of pediment from 1800 to 2800 mm



IDENTIFICATION PRINCIPLES

- A Khaki frame is placed under the acroterion and covers the overall facade of the showroom.
- The 450 mm Dacia logotype is present on the right or left of the facade. It is installed on white sheet metal parts covering the pediment.
- The Dacia logotype is illuminated.

- 1 300 mm frame.
- 2 Dacia logotype h. 450 mm.
- 3 White panels (if needed in case of damage surface or existing vertical cladding).
- 4 Entrance sign (when a dedicated door entrance exists).

Dacia facade - height of pediment from 1000 to 1800 mm

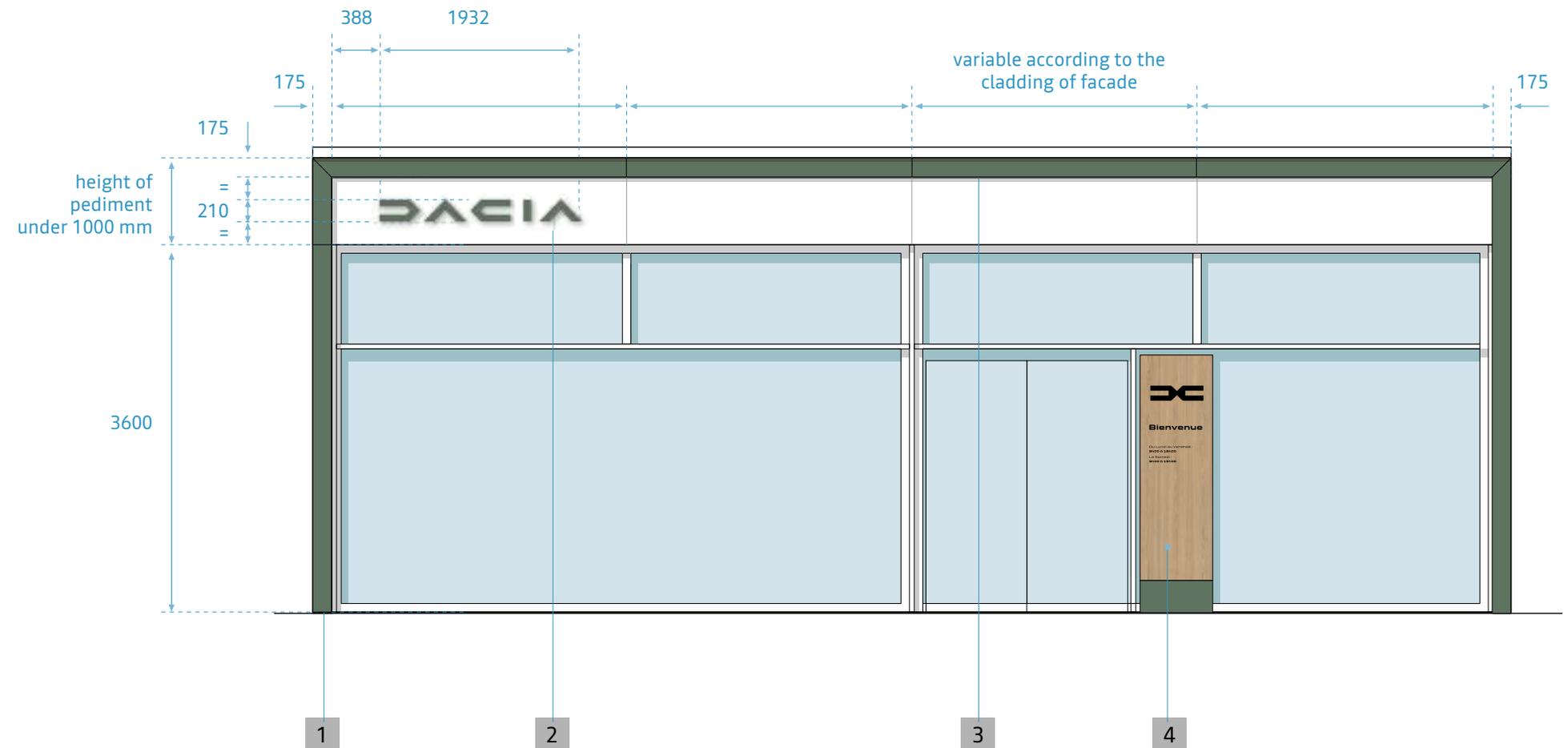


IDENTIFICATION PRINCIPLES

- A Khaki frame is placed under the acroterion and covers the overall facade of the showroom.
- The 297 mm Dacia logotype is present on the right or left of the facade. It is installed on white sheet metal parts covering the pediment.
- The Dacia logotype is illuminated.

- 1 250 mm frame.
- 2 Dacia logotype h. 297 mm.
- 3 White panels (if needed in case of damage surface or existing vertical cladding).
- 4 Entrance sign (when a dedicated door entrance exists).

Dacia facade - height of pediment under 1000 mm



IDENTIFICATION PRINCIPLES

- A Khaki frame is placed under the acroterion and covers the overall facade of the showroom.
- The 210 mm Dacia logotype is present on the right or left of the facade. It is installed on white sheet metal parts covering the pediment.
- The Dacia logotype is illuminated.

- 1 175 mm frame.
- 2 Dacia logotype h. 210 mm.
- 3 White panels (if needed in case of damage surface or existing vertical cladding).
- 4 Entrance sign (when a dedicated door entrance exists).

Special case - Dacia Box facade

PRINCIPLES OF IDENTIFICATION

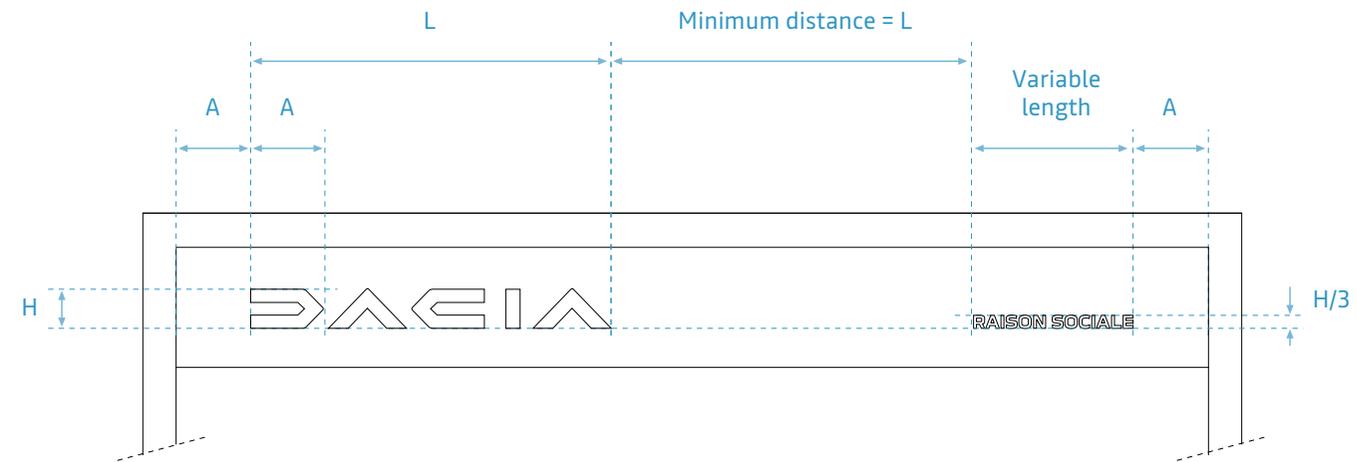
- Dealername can only be used on the facade of Dacia Boxes.
- Dealername is located on the opposite side of the Dacia logotype.
- It is made of khaki adhesive marking.
- Used typography is the Dacia Block Extended Bold in capitals.
- A white space identical to that which separates the Dacia logotype from the edge of the outline separates the Dealername from the outline (555 mm in the presented example) corresponding to the width of the letter D of the Dacia logotype.

1 Dacia logotype h. 297mm.

2 Dealername .



Special case - outlines of Dacia Box facade

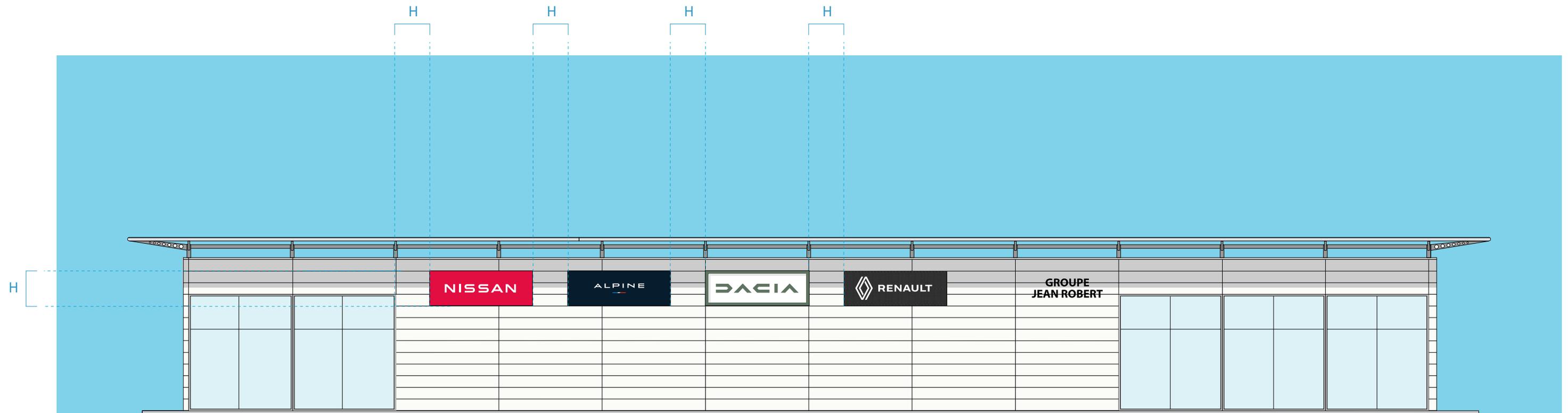


Dim.	210 mm logotype	297 mm logotype	450 mm logotype	600 mm logotype	900 mm logotype
L	1952	2761	4183	5577	8366
H	210	297	450	600	900
A	393	555	842	1123	1684
H/3	63	89	135	180	270

NOTA

- La Raison Sociale est toujours implantée à une distance minimale du logotype Dacia égale à la longueur du logotype Dacia.

Special case - when the facade does not convey the position of the showrooms



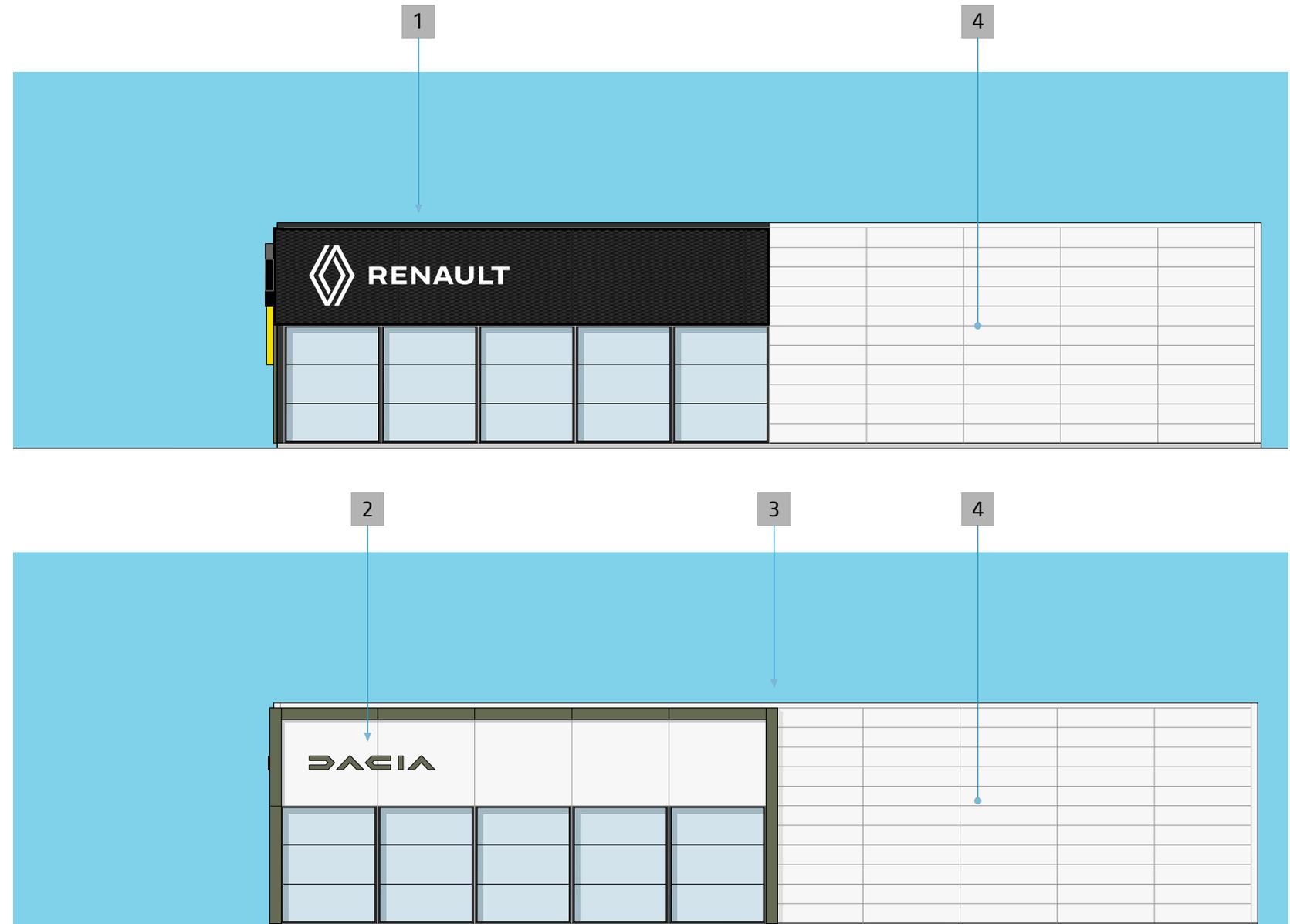
IDENTIFICATION PRINCIPLES

This situation does not allow the position of the showrooms to be identified directly.

The signage of each brands offers a good balance between branded items. They are implanted at common distance equal to the height of the fascias (H).

A neutral Site Name is displayed on the façade identifying the name of the location.

Secondary facades



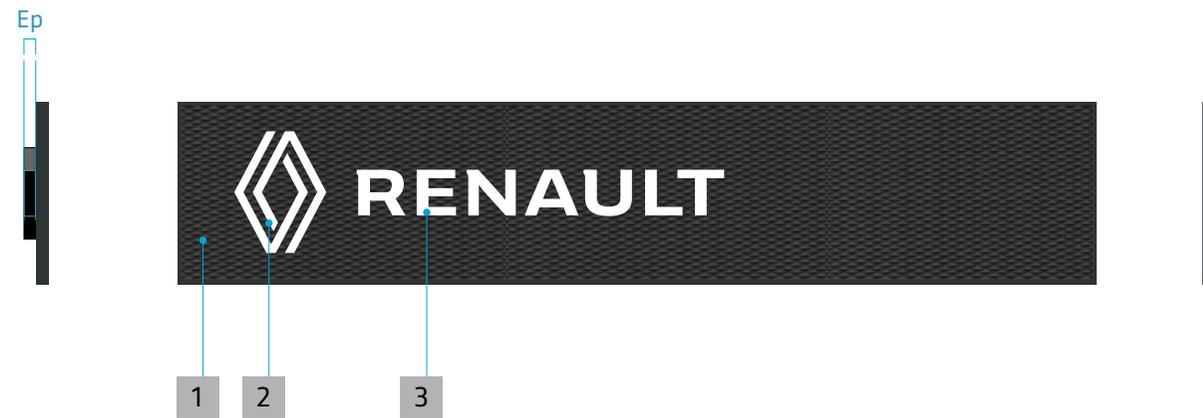
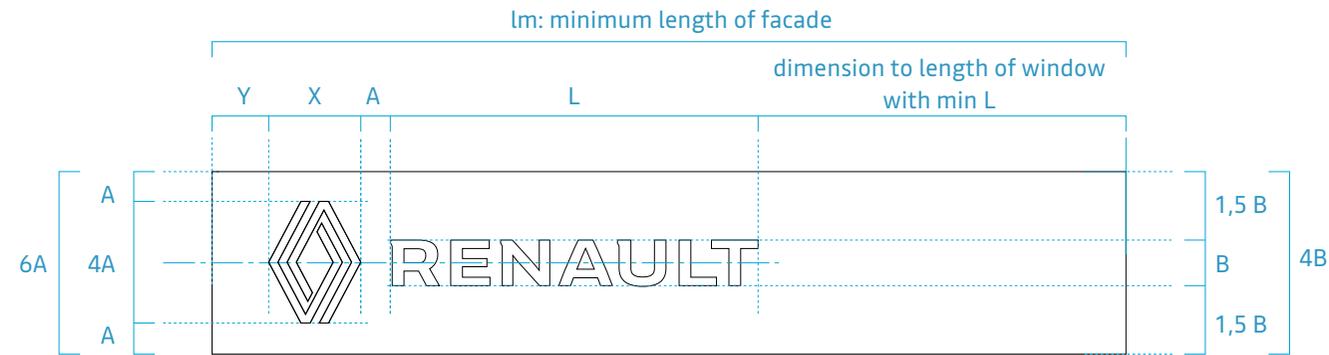
IDENTIFICATION PRINCIPLES

The secondary facades are identified according to similar methods to the main facades.

- 1 The pediment of the Renault facade is entirely covered by the metal mesh. The Renault signature is located close to the angle of facade.
- 2 The pediment of the Dacia facade is white. The Dacia logotype is located close to the angle of facade.
- 3 The vertical uprights of the khaki frame are positioned at the limits of the Dacia showroom facade. The horizontal part of the khaki frame is aligned on the same level as for the main facade.
- 4 The part of the facade without windows is painted white RAL 9010, generally made of metal cladding with a horizontal rhythm.

Renault secondary facade markings v1

Retrofit of existing signage



IDENTIFICATION PRINCIPLES

This lay-out is used on the secondary facade of high buildings (more than 1.5 m of frontage).

The existing emblem must be replaced by the new one without deplating the existing wordmark.

Dimension Lm represents the minimum length of the facade compatible with the use of this signature on a secondary facade.

The height of the Renault wordmark is calculated based on the letter "E".

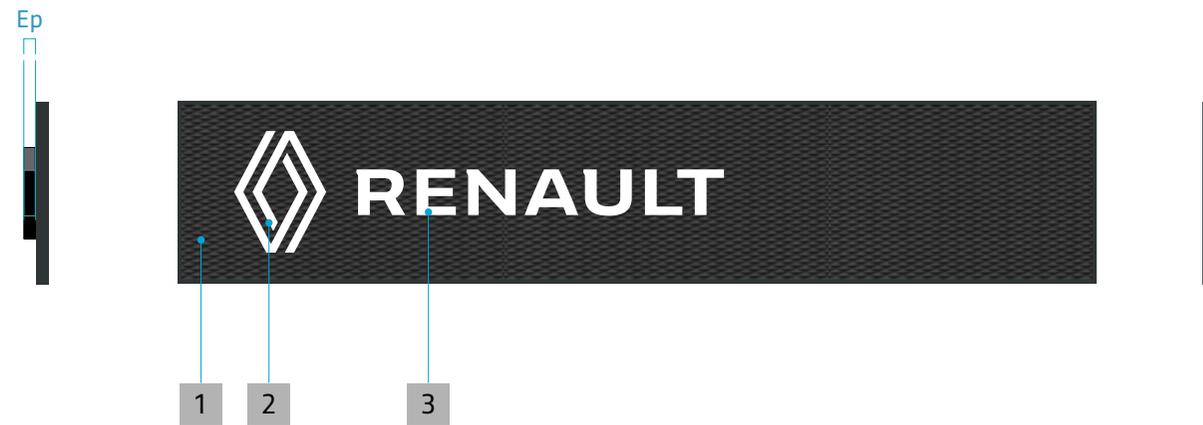
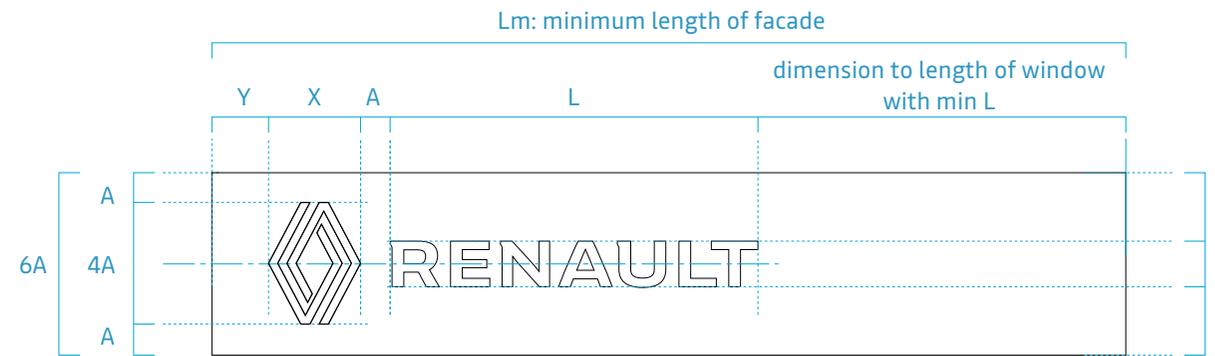
- 1 Dark grey background in woven-metal mesh.
- 2 Emblem, LED-backlit, with light-diffusing face, edges made with aluminum sheeting black painted.
- 3 Existing Renault wordmark in backlit box letters.

B is the height of the Renault wordmark calculated on the "E" letter

dim	1100 emblem	1300 emblem	1600 emblem	2400 emblem
A	287	320	400	600
2A	574	640	800	1200
4A	1146	1280	1600	2400
6A	1720	1920	2400	3600
X	875	977	1222	1832
Y	558	663	778	1168
L	3442	3842	4803	7204
Ep	72	72	72	100
B	430	480	600	900
1,5B	645	720	900	1350
Lm	81714	9930	12158	18236

Renault secondary facade markings v2

Retrofit of existing signage



IDENTIFICATION PRINCIPLES

This lay-out is used on the secondary facade of low buildings (less than 1.5 m of frontage).

The existing emblem must be replaced by the new one without deplating the existing wordmark.

Dimension Lm represents the minimum length of the facade compatible with the use of this signature on a secondary facade.

The height of the Renault wordmark is calculated based on the letter "E".

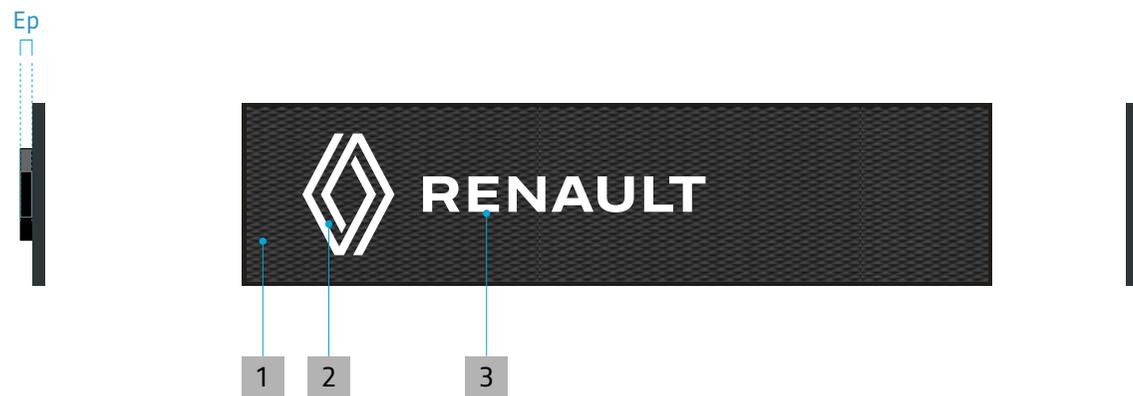
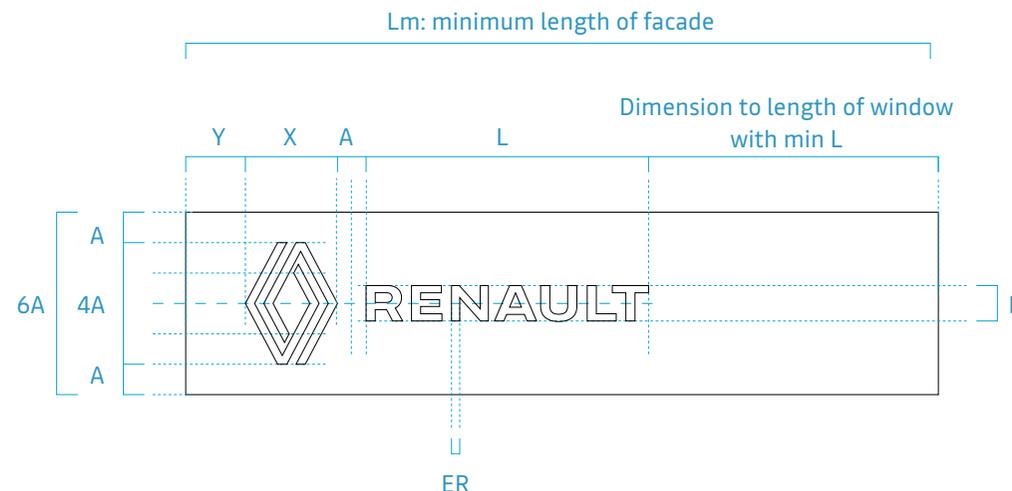
- 1 Dark grey background in woven-metal mesh.
- 2 Emblem, LED-backlit, with light-diffusing face, edges made with aluminum sheeting black painted.
- 3 Existing Renault wordmark in backlit box letters.

dim.	500 emblem	900 emblem
A	127	223
Y	247	434
4A	508	892
6A	760	1340
X	387	680
R	228	402
L	1650	2909
Ep	72	72
B	266	469
Lm	4061	7155

B is the height of the Renault wordmark calculated on the "E" letter

Renault secondary facade markings

New installations



IDENTIFICATION PRINCIPLES

This layout gives a minimum dimension for the signature on a secondary facade.

The secondary facade does not display the Site name.

Dimension Lm represents the minimum length of the facade compatible with the use of this signature on a secondary facade.

The height of the Renault wordmark is calculated based on the letter "E".

- 1 Dark grey background in woven-metal mesh.
- 2 Emblem, LED-backlit, with light-diffusing face, edges made with aluminum sheeting black painted.
- 3 Existing Renault wordmark in backlit box letters.

R is the height of the Renault wordmark calculated on the "E" letter

ER is the width of the vertical parts of the letters

dim.	500 emblem	900 emblem	1100 emblem	1300 emblem	1600 emblem	2000 emblem	2400 emblem
A	127	223	287	320	400	500	600
Y	254	446	574	640	800	1000	1200
4A	508	892	1148	1280	1600	2000	2400
6A	762	1338	1722	1920	2400	3000	3600
X	387	680	875	975	1219	1524	1828
R	150	264	339	378	473	591	710
L	1207	2125	2728	3042	3806	4756	5714
Ep	72	72	72	72	72	100	100
Lm	3182	5598	7192	8019	10032	12536	15056
ER	35	62	79	88	111	138	166

Blind secondary facades



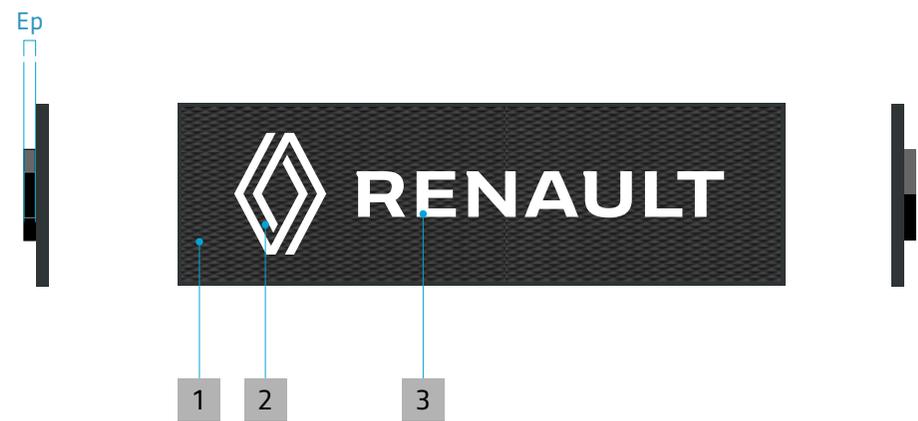
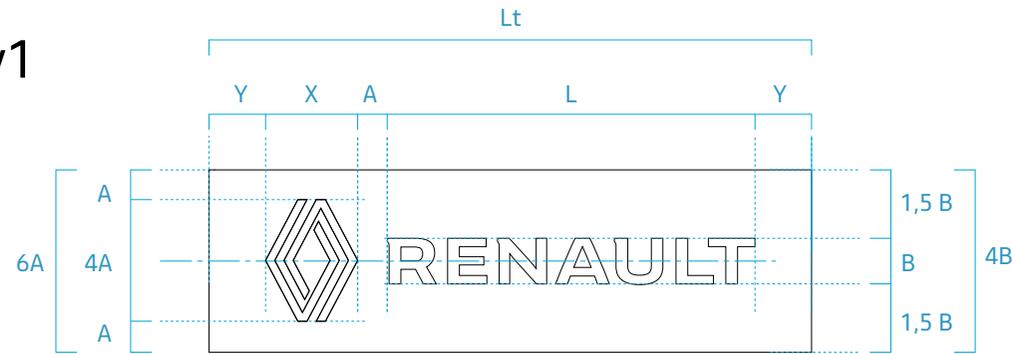
IDENTIFICATION PRINCIPLES

In case of a blind secondary facade (without glazed parts specific to a showroom) with high visibility, it is possible to identify this kind of facade with a specific standard fascia.

- 1 Renault signage for blind facade.
- 2 Dacia signage for blind facade.
- 3 The part of the facade without windows is painted white RAL 9010, generally made of metal cladding with a horizontal rhythm.

Renault blind secondary facade markings v1

Retrofit of existing signage



IDENTIFICATION PRINCIPLES

This layout gives the standard dimensions of the signature on a highly visible blind facade (facade without the glazed sections of a showroom).

The existing emblem must be replaced by the new one without displacing the existing wordmark.

The height of the Renault wordmark is calculated based on the letter "E".

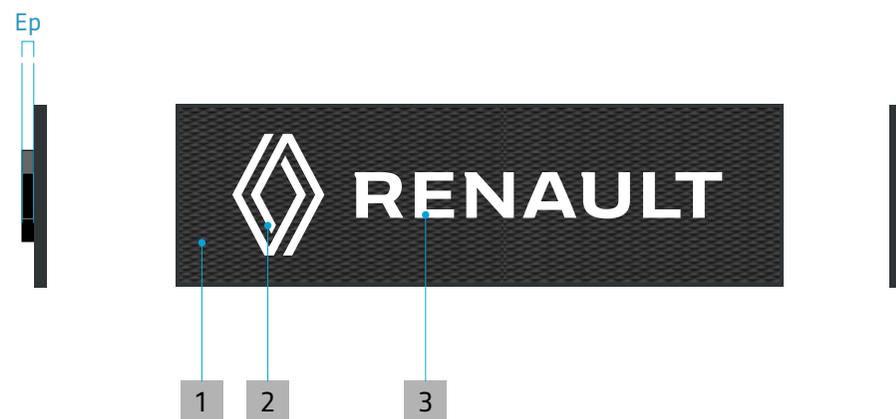
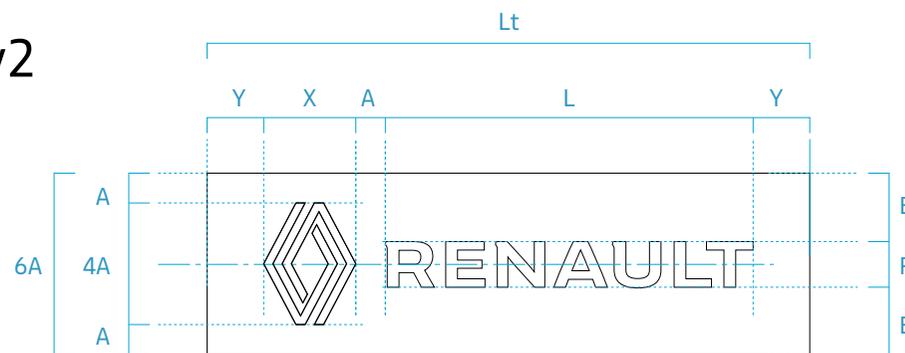
- 1 Dark grey background in woven-metal mesh.
- 2 Emblem, LED-backlit, with light-diffusing face, edges made with aluminum sheeting black painted.
- 3 Existing Renault wordmark in backlit box letters.

B is the height of the Renault wordmark calculated on the "E" letter

dim	1100 emblem	1300 emblem	1600 emblem	2400 emblem
A	287	320	400	600
Y	574	640	800	1200
4A	1146	1280	1600	2400
6A	1720	1920	2400	3600
X	875	977	1222	1832
Y	558	663	778	1168
L	3442	3842	4803	7204
Ep	72	72	72	100
B	430	480	600	900
1,5B	645	720	900	1350
Lt	5905	6729	8239	12358

Renault blind secondary facade markings v2

Retrofit of existing signage



IDENTIFICATION PRINCIPLES

This layout gives the standard dimensions of the signature on a highly visible blind facade (facade without the glazed sections of a showroom).

The existing emblem must be replaced by the new one without displacing the existing wordmark.

The height of the Renault wordmark is calculated based on the letter "E".

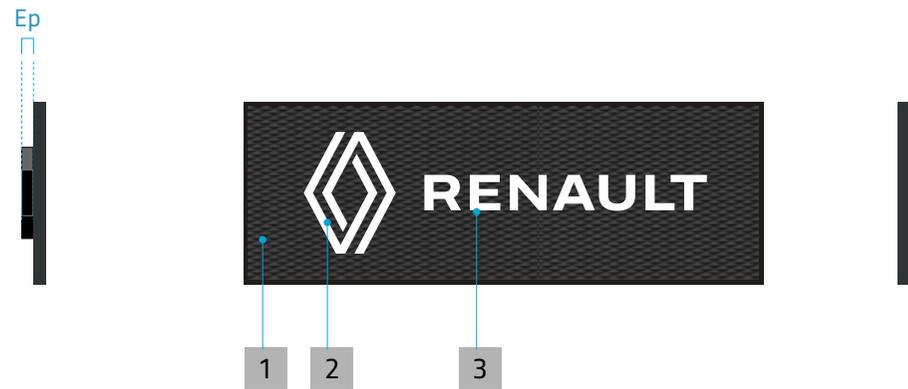
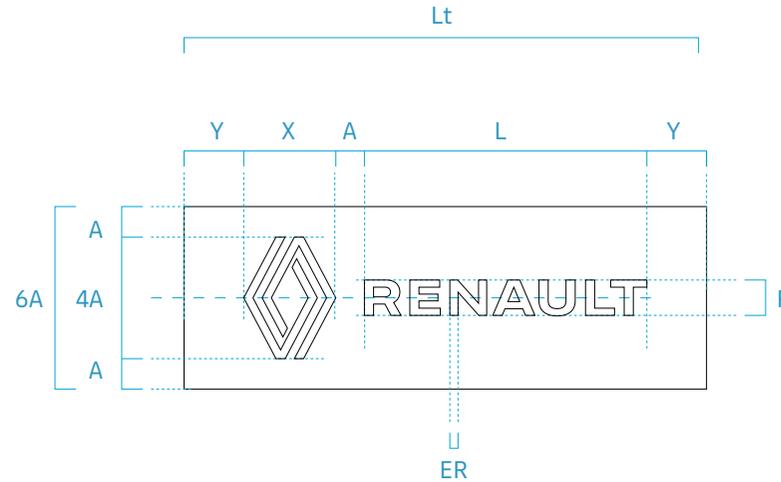
- 1 Dark grey background in woven-metal mesh.
- 2 Emblem, LED-backlit, with light-diffusing face, edges made with aluminum sheeting black painted.
- 3 Existing Renault wordmark in backlit box letters.

dim.	500 emblem	900 emblem
A	127	223
Y	247	434
4A	508	892
6A	760	1340
X	387	680
R	228	402
L	1650	2909
Ep	72	72
B	266	469
Lt	2658	4680

B is the height of the Renault wordmark calculated on the "E" letter

Renault blind secondary facade markings

New installations



IDENTIFICATION PRINCIPLES

This layout gives the standard dimensions of the signature on a highly visible blind facade (facade without the glazed sections of a showroom).

The height of the Renault wordmark is calculated based on the letter "E".

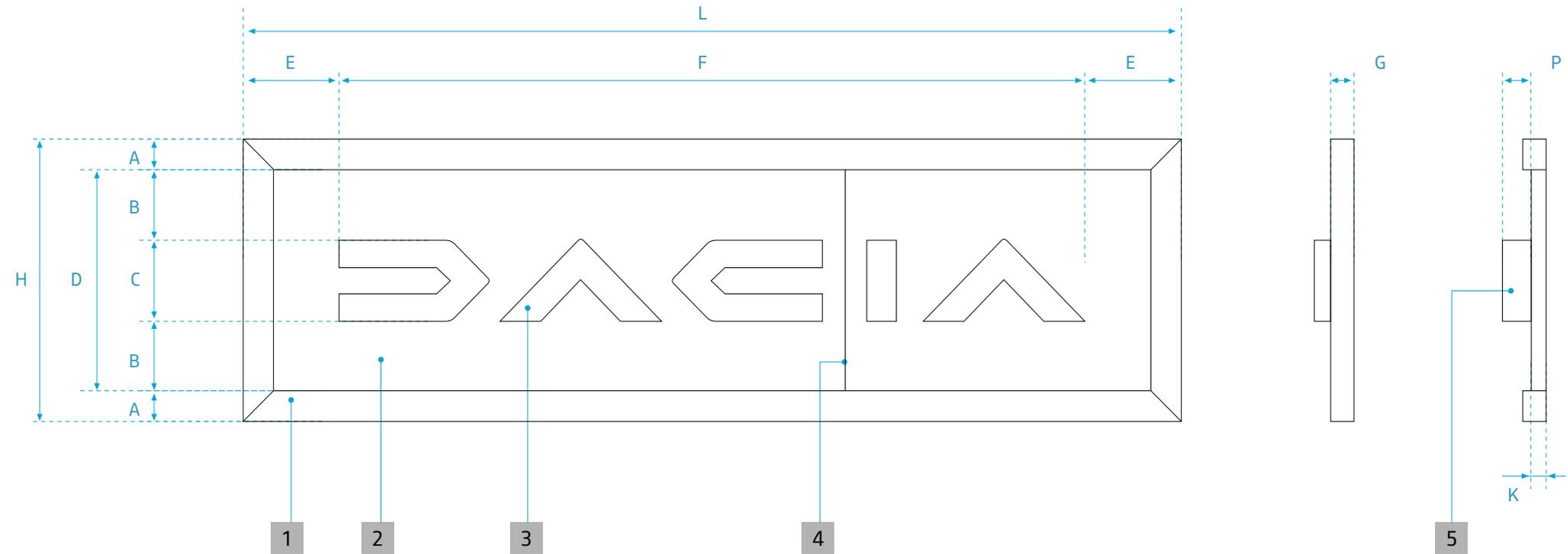
- 1 Dark grey background in woven-metal mesh
- 2 Emblem, LED-backlit, with light-diffusing face, edges made with aluminum sheeting black painted
- 3 Renault wordmark in backlit box letters, with white PMMA face, 30/10th mm thick aluminum edges matt black finish

R is the height of the Renault wordmark calculated on the "E" letter

ER is the width of the vertical parts of the letters

dim.	500 emblem	900 emblem	1100 emblem	1300 emblem	1600 emblem	2000 emblem	2400 emblem
A	127	223	287	320	400	500	600
Y	254	446	574	640	800	1000	1200
4A	508	892	1148	1280	1600	2000	2400
6A	762	1338	1722	1920	2400	3000	3600
X	387	680	875	975	1219	1524	1828
R	150	264	339	378	473	591	710
L	1207	2125	2728	3042	3806	4756	5714
Ep	72	72	72	72	72	100	100
Lt	2229	3919	5038	5617	7025	8780	10542
ER	35	62	79	88	111	138	166

Dacia blind secondary facade markings



MANUFACTURING PRINCIPLES

- > Standard dimensions of signs.
- > Same letterboxes as for primary facade.
- > Same relief as for primary facade.
- > Same manufacturing principles as for primary facade.

- 1 Khaki frame.
- 2 White panels.
- 3 Dacia logotype made with letterboxes.
- 4 Junction between panels between letters if necessary.
- 5 Matt black PMMA edge.

Dim.	210mm logotype	297mm logotype	450mm logotype	600mm logotype	900mm logotype
L	2351	3325	5038	6717	10076
H	735	1039	1575	2100	3150
P	100	100	100	100	100
A	79	112	170	227	340
B	183	259	392	523	785
C	210	297	450	600	900
D	576	815	1235	1647	2470
E	200	282	428	570	855
F	1952	2761	4183	5577	8366
G	84	84	84	84	84
K	50	50	50	50	50

7

AFTER-SALES FACADES

What to remember?

The after-sales facades of the multi-brand sites are identified according to different configurations:

- dedicated workshops for each brands,
- common workshops,
- common workshop with integrated reception.

In some cases, it may be necessary to use wall-mounted Service plate to increase visibility of workshops when they are implanted in a secondary facade and do not offer a good visibility from the outskirts.

Separate Renault workshop

IDENTIFICATION PRINCIPLES

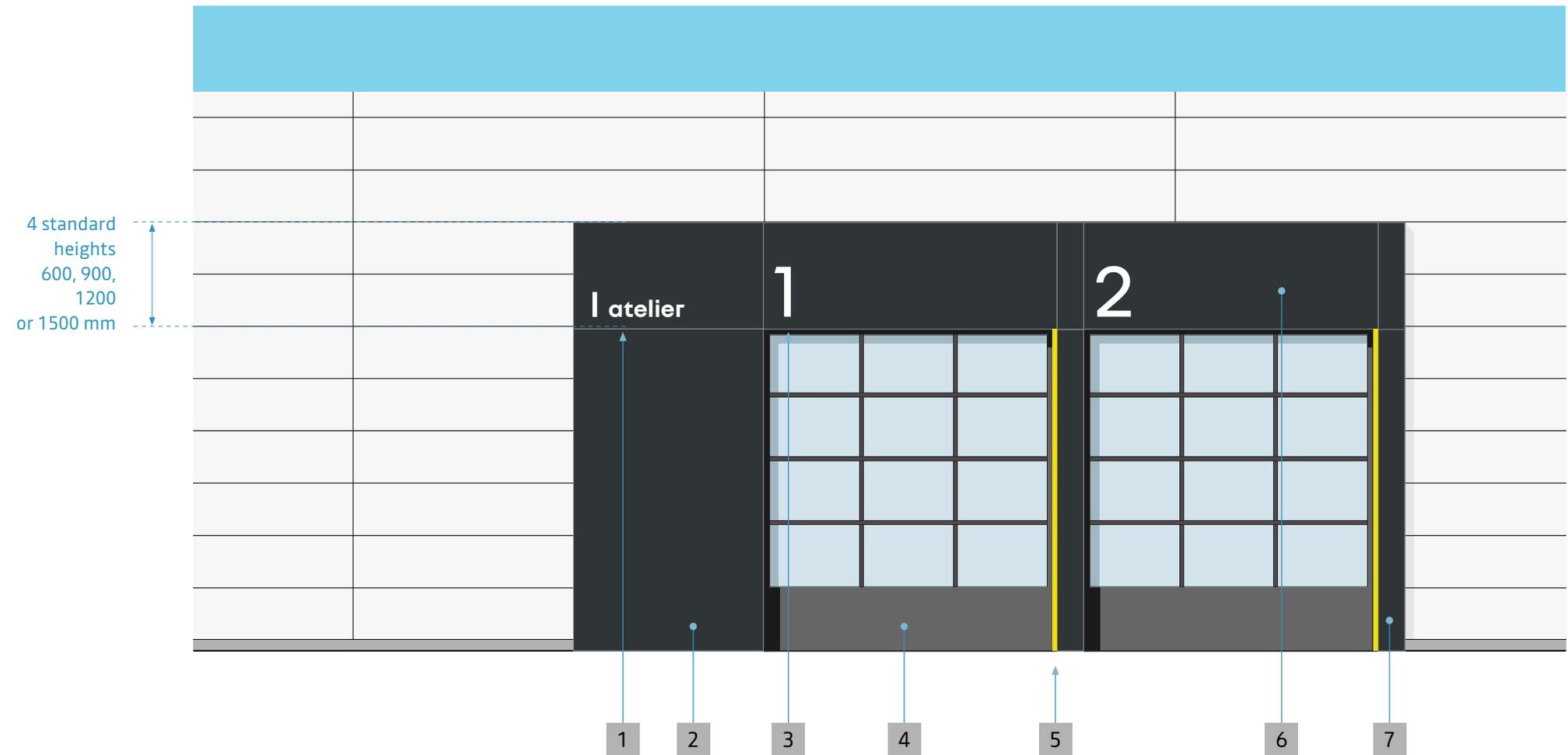
The workshop bays are clad by door group (doors having the same function).

The cladding consists of panels with raised edges in metallic grey aluminium sheet.

On the right side, a yellow vertical strip accentuates the visibility of each of the workshop bays.

The identification of the workshop bays is completed with a text.

- 1 Text identifying the group of workshop bays, Nouvel'R Bold typeface.
- 2 Workshop bay cladding side panel.
- 3 Workshop bay door painted with dark grey RAL 7021 with 40% gloss lacquer.
- 4 Workshop bay numbering, Nouvel'R regular typeface.
- 5 Vertical strip, Pantone yellow 3955 C with 40% gloss.
- 6 Workshop bay cladding upper banner.
- 7 Workshop bay cladding side panel with minimum width of 300 mm.



Separate Dacia workshop

IDENTIFICATION PRINCIPLES

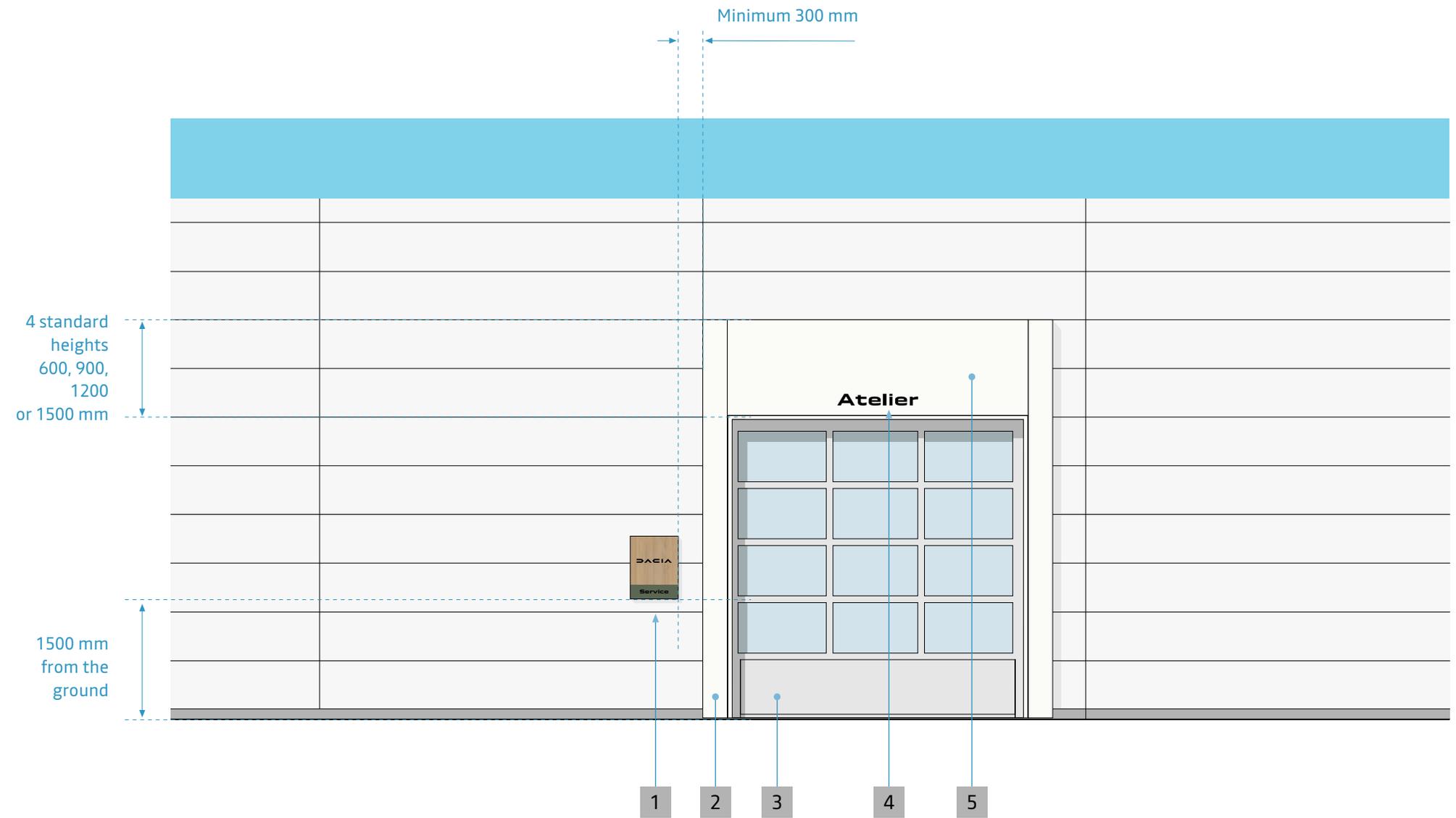
The workshop bay is cladded with white raised edges aluminium panels.

On the central panel above the door, the text "Workshop" identifies the After-Sales activity.

Preferably, to the left of the workshop window, a "Dacia Service" wall panel completes the identification.

4 different heights of upper banner are available following Renault upper banner located on another facade.

- 1 Wall mounted panel Dacia Service
- 2 Workshop bay cladding white side panel
- 3 Workshop bay door painted with dark grey RAL 7035 with 40% gloss lacquer.
- 4 Workshop word in Dacia Block extended, Black & White PMMA, vertically centered in the face.
- 5 Workshop bay white cladding upper banner



Separate Dacia workshop - High visibility variant



IDENTIFICATION PRINCIPLES

In order to increase the visibility of the After-Sales activity, a Dacia Service totem can be installed as an alternative to the wall plate.

This totem can only be used in the case of a dedicated workshop bay to Dacia.

- 1. Dacia Service totem.

After-sales facade - common workshop

IDENTIFICATION PRINCIPLES

The workshop bays of the common workshops in a multi-brand site are identified by plates showing the identifiers of each of the brands.

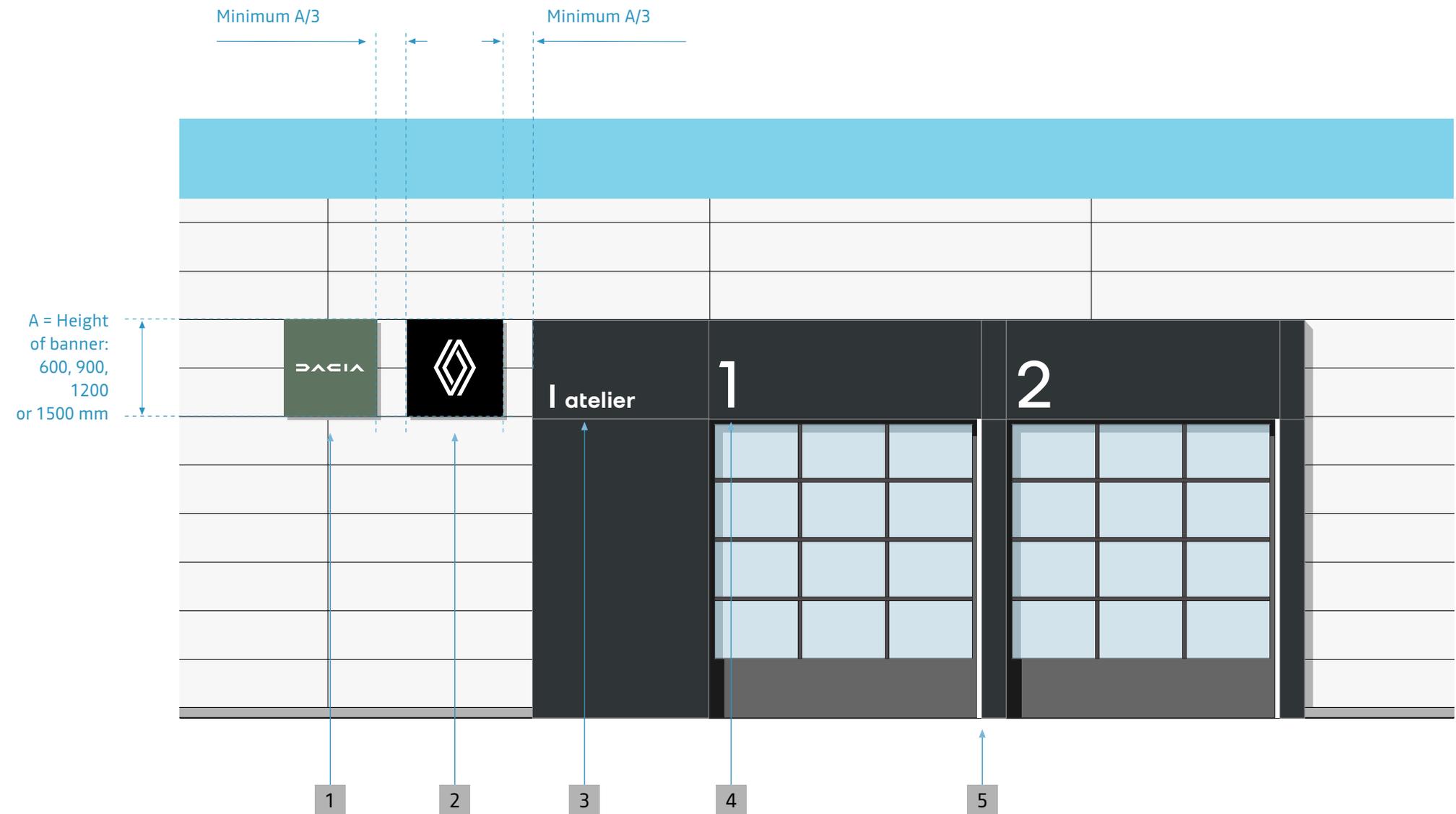
The group of workshop bays is cladded according to the same principles as for Renault bays with the exception of:

- texts that use Renault Group Bold typography,
- the numbering of bays which uses Renault Group regular typography,
- vertical strips painted in RAL 9003 white instead of yellow.

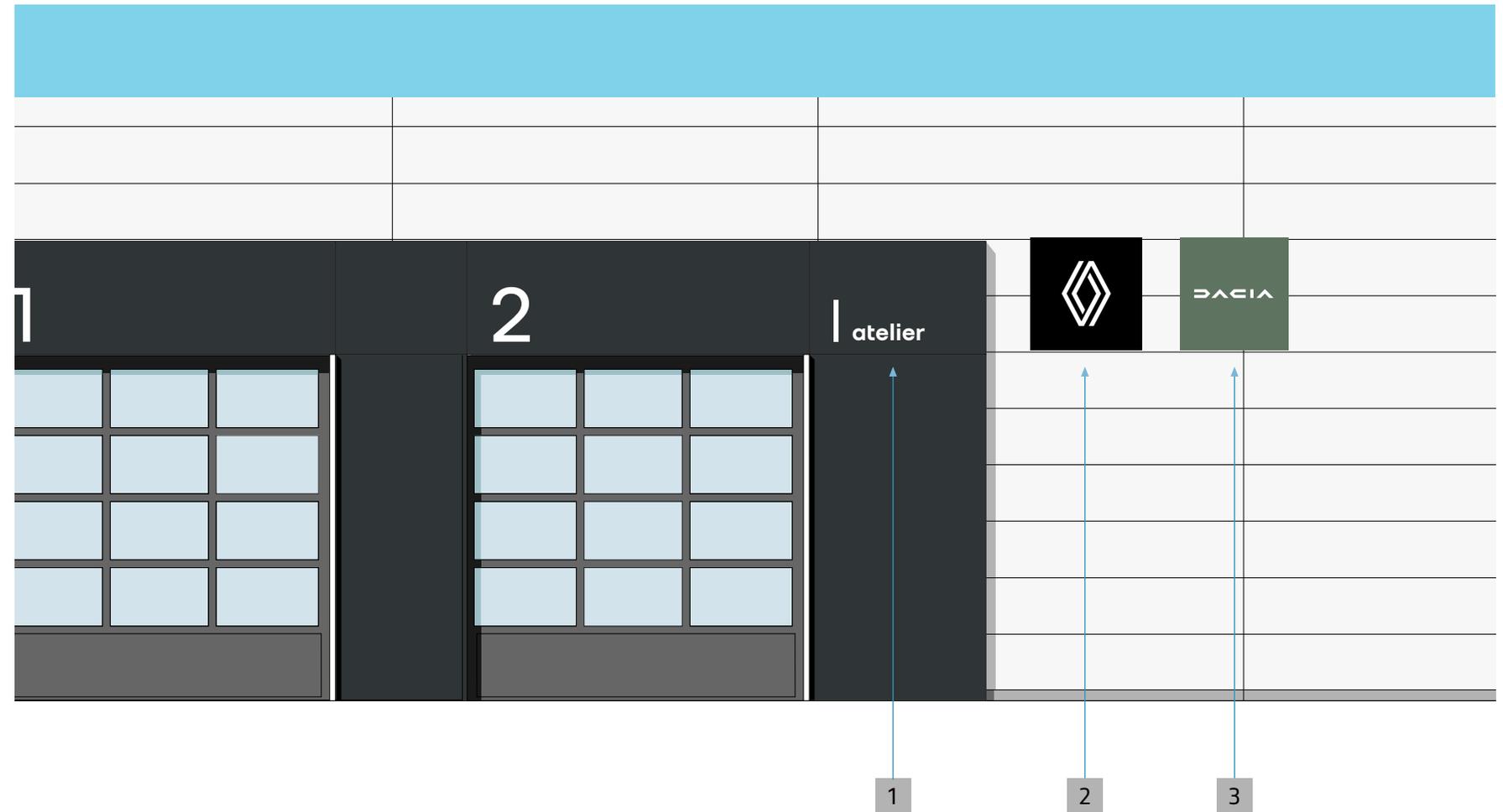
Branded plates are mplantated beside the panel with the Workshop name.

Renault plate is always the closest from the workshop bay.

- 1 Dacia wall mounted plate.
- 2 Renault wall mounted plate.
- 3 Text identifying the group of workshop bays, Renault Group Bold typeface.
- 4 Workshop bay numbering, Renault Group regular typeface.
- 5 Vertical strip, RAL 9003 White with 40% gloss.



After-sales facade - common workshop

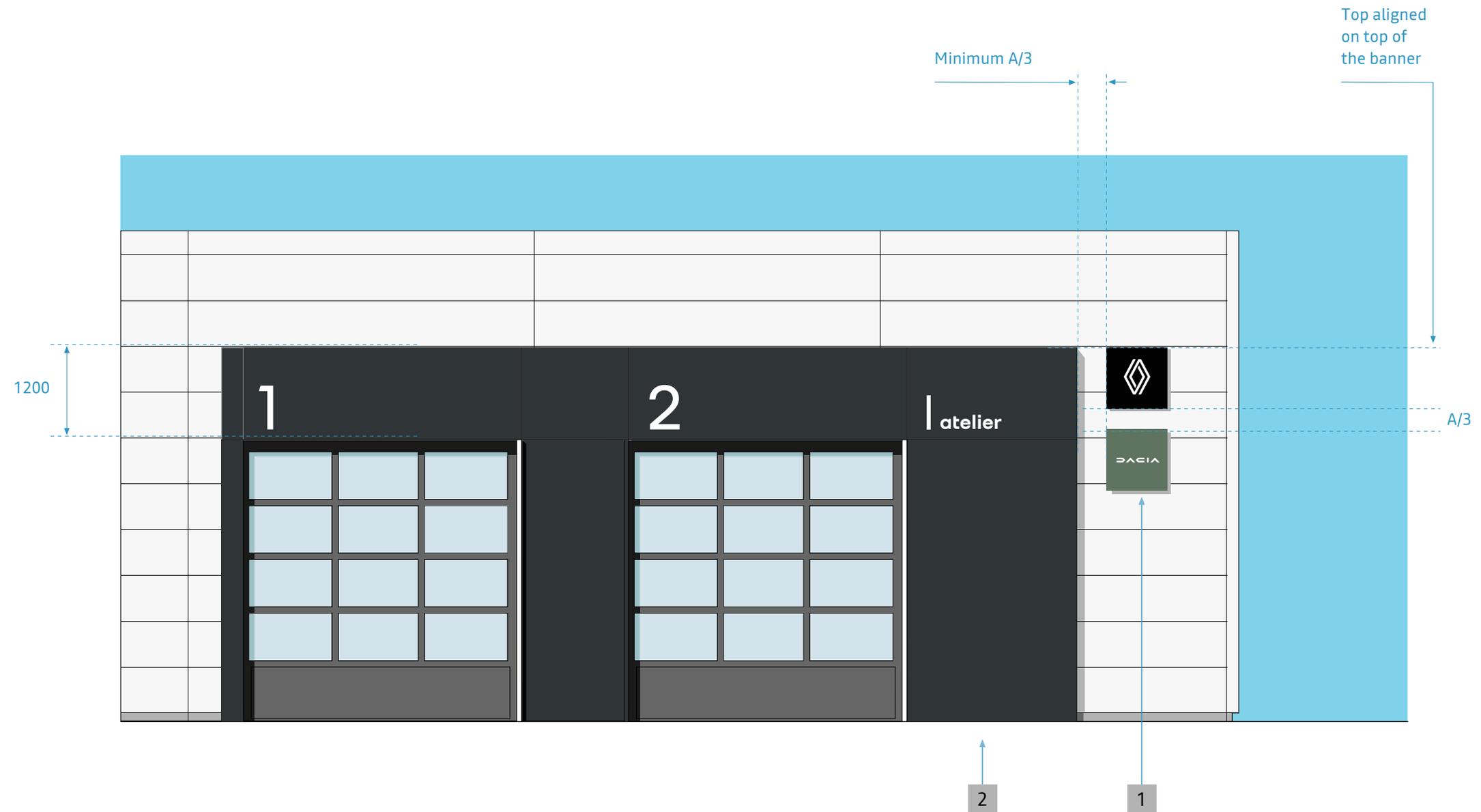


IDENTIFICATION PRINCIPLES

In this reverse configuration compared to the previous page, the Renault wall plate is always installed as close as possible to the workshop bay.

- 1 Workshop bay.
- 2 Renault wall mounted plate.
- 3 Dacia wall mounted plate.

Adaptation principle



IDENTIFICATION PRINCIPLES

When the available space to install the wall plates of the 2 brands is too small, it is possible to use a vertical layout and reduced plate formats.

In the opposite case, plates have a format of 600 x 600mm while the strip of the workshop bay is 1200mm high.

An installation distance equal to "A/3" of the workshop bay cladding must be respected, "A" being the height of the wall plates.

Note that the Renault plate is always positioned at the top, aligned with the top of the workshop bay panel.

1 After-Sales wall mounted plates.

Low visibility of workshops on secondary facade

IDENTIFICATION PRINCIPLES

On multibrand sites with neutral workshop bays, the Renault and Dacia After-Sales service is identified by a wall plate located near the bay.

This implementation must correspond to the need for proximity identification of after-sales when the customer is invited to go there.

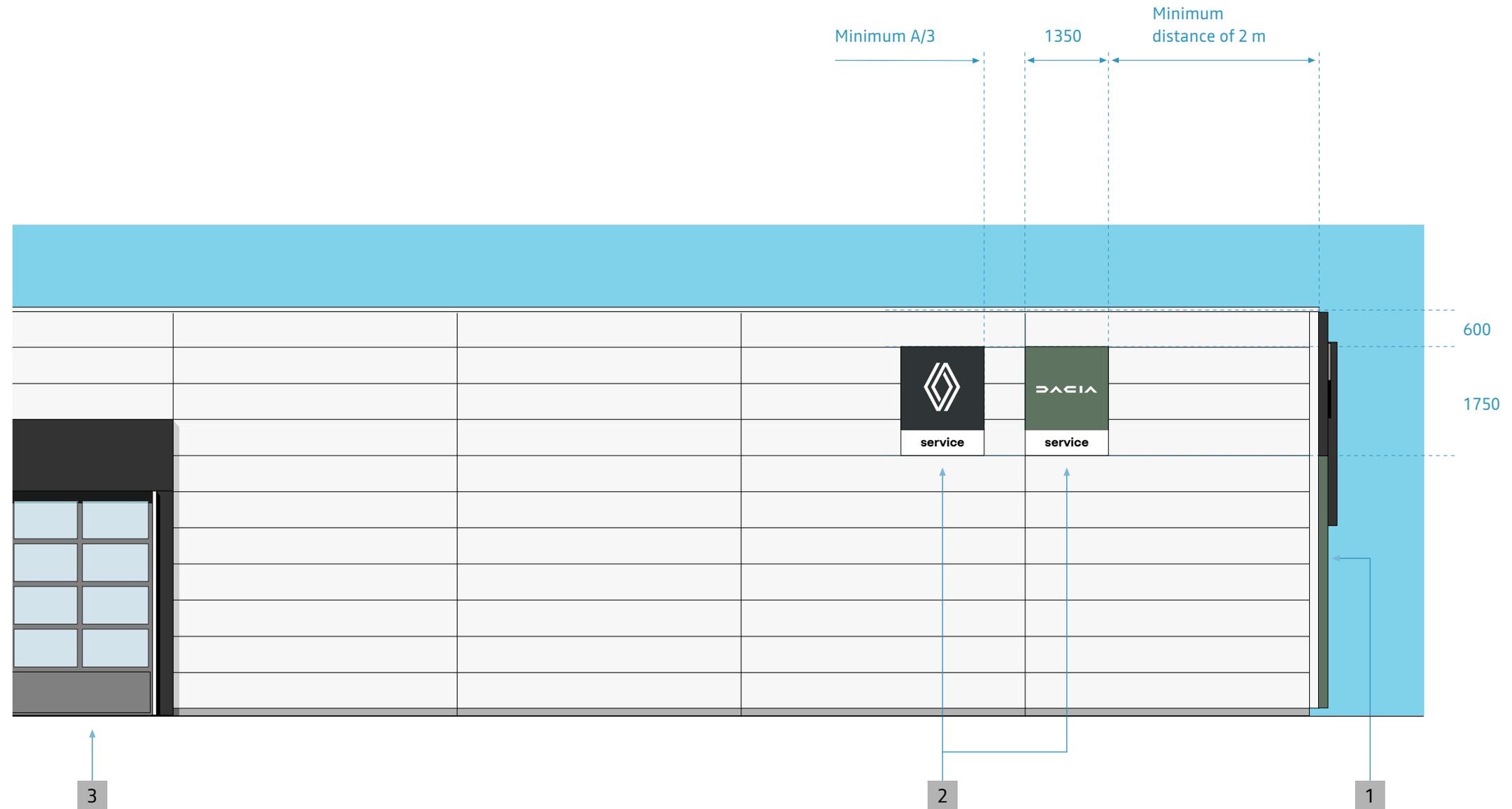
The plates of the different brands are implanted at a minimum distance of "A/3" from each other, "A" being the height of the plates.

They are aligned from above and positioned at a 600mm minimum distance from the top of the pediment.

The first plate is located at a minimum distance of 2m from the angle of facade. The Renault plate is always the closest to the workshop bay.

Standard dimensions : 1350 x 1750 mm.

1. Main facade.
2. Branded wall plates.
3. Common workshop bays.



8

SERVICE RECEPTION

What to remember?

Service reception of the multi-brand sites is identified according to different configurations:

- dedicated service reception to each brand,
- common service reception.

For common service reception, brands are present on the wall in a similar manner to that used for the identification of common workshop bays.

In any case, Renault furniture, composed of reception modules and storage units, is used allowing different configurations adapted to the number of advisors.

Renault Service reception

IDENTIFICATION PRINCIPLES

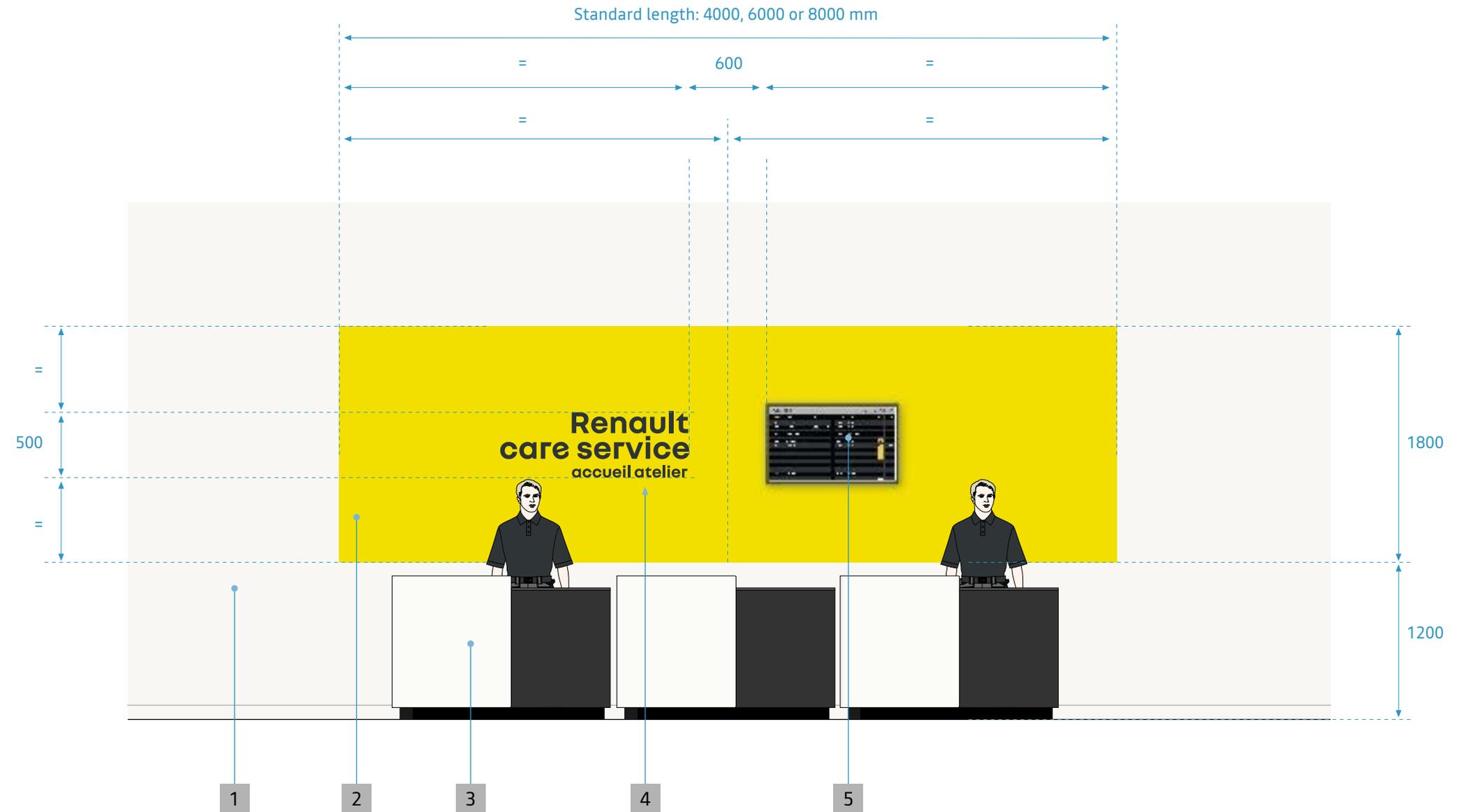
Service reception is identified by a yellow rectangular wall.

A text "Renault care service" associated to the mention "accueil atelier" confirms the activity of this area.

A TV set presents to the customers the schedule of after-sales operations.

Reception furniture modules (with storage unit) allows to create adapted configurations to the number of Service advisors.

- 1 RAL 9010 white wall matt finish.
- 2 Pantone yellow 3955 C matt finish, (silk or fine textured to easy cleaning).
- 3 After-Sales reception furniture.
- 4 Texts in Nouvel'R Bold typeface, black adhesive, right-aligned, matt finish
- 5 43" TV Set.



Renault Service reception with 3m wall

IDENTIFICATION PRINCIPLES

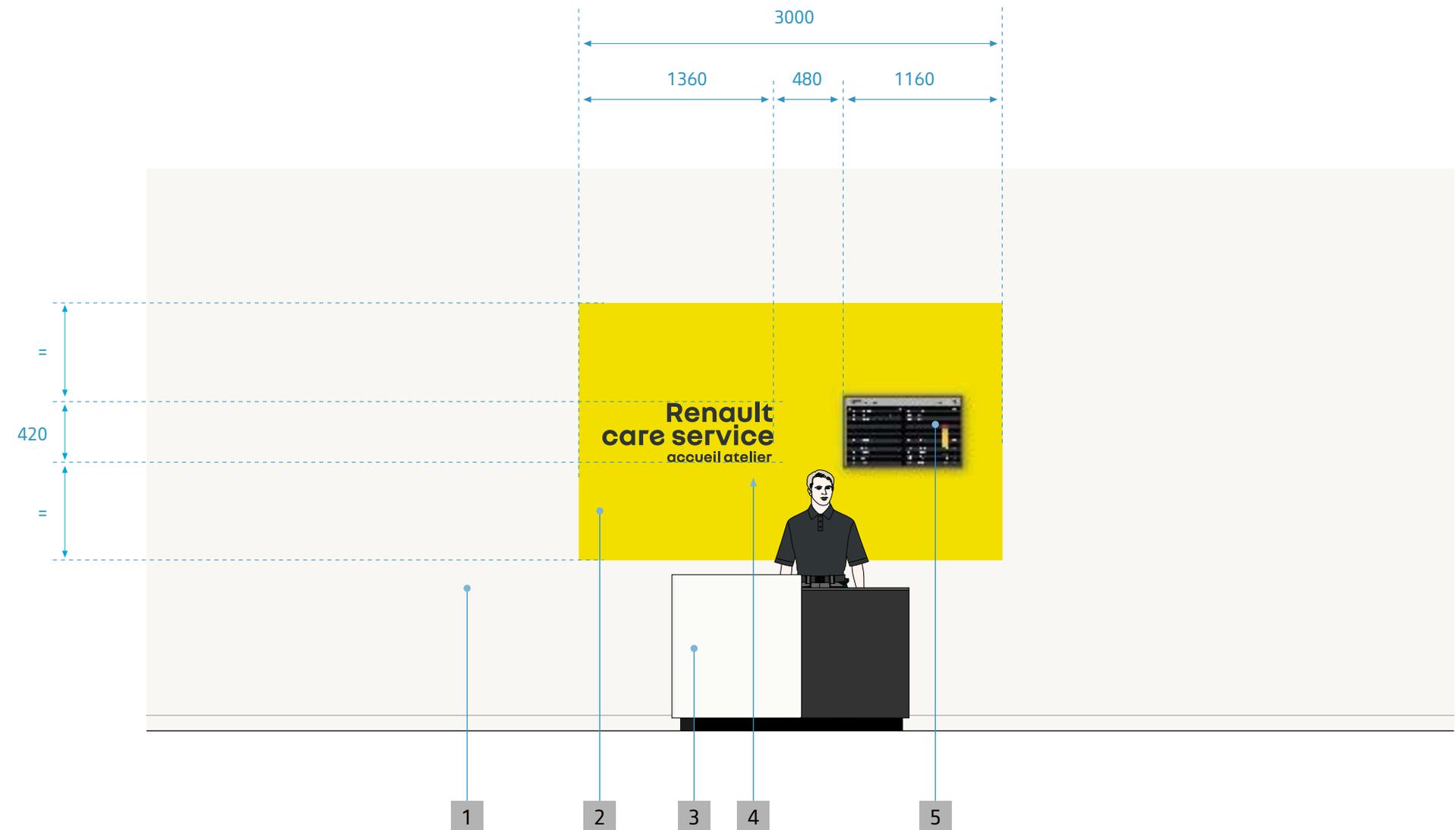
Service reception is identified by a yellow rectangular wall.

A text "Renault care service" associated to the mention "accueil atelier" confirms the activity of this area.

A TV set presents to the customers the schedule of after-sales operations.

Reception furniture modules (with storage unit) allows to create adapted configurations to the number of Service advisors.

- 1 RAL 9010 white wall matt finish.
- 2 Pantone yellow 3955 C matt finish, (silk or fine textured to easy cleaning).
- 3 After-Sales reception furniture.
- 4 Texts in Nouvel'R Bold typeface, black adhesive, right-aligned, matt finish
- 5 43" TV Set.



Dacia Service reception

IDENTIFICATION PRINCIPLES

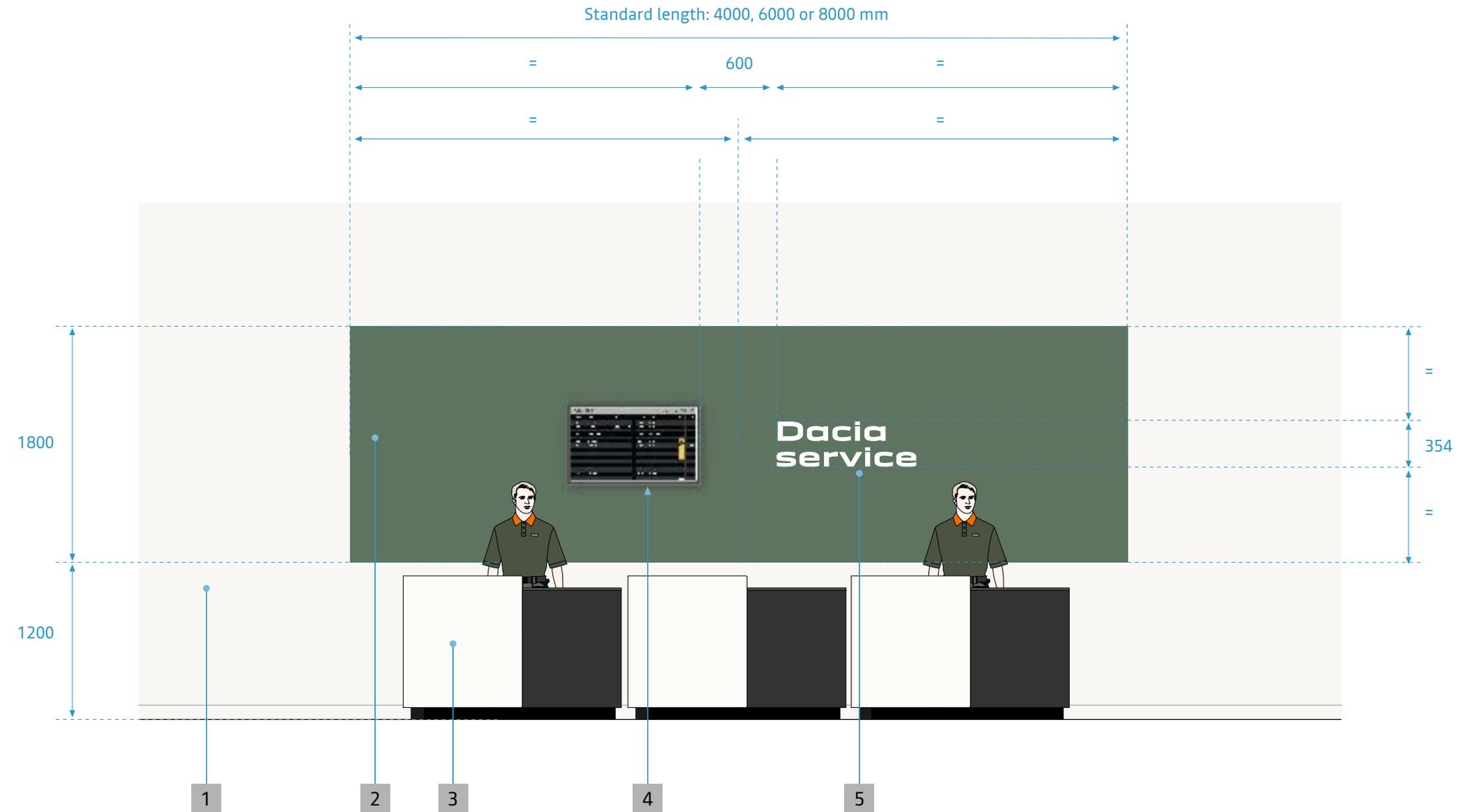
Dacia service reception is identified by a khaki rectangular wall with text "Dacia service".

A TV set presents to the customers the schedule of after-sales operations.

Reception furniture modules (with storage unit) allows to create adapted configurations to the number of Service advisors.

Design of Dacia Area may vary subject to Dacia design final validations.

- 1 RAL 9010 white wall matt finish.
- 2 Painted wall in Pantone Khaki 5615 C matt finish (silk or fine textured to easy cleaning).
- 3 After-Sales reception furniture.
- 4 43" TV set.
- 5 Texts in Dacia Block Extended Bold typeface, white adhesive, left-aligned.



Dacia Service reception with 3m wall

IDENTIFICATION PRINCIPLES

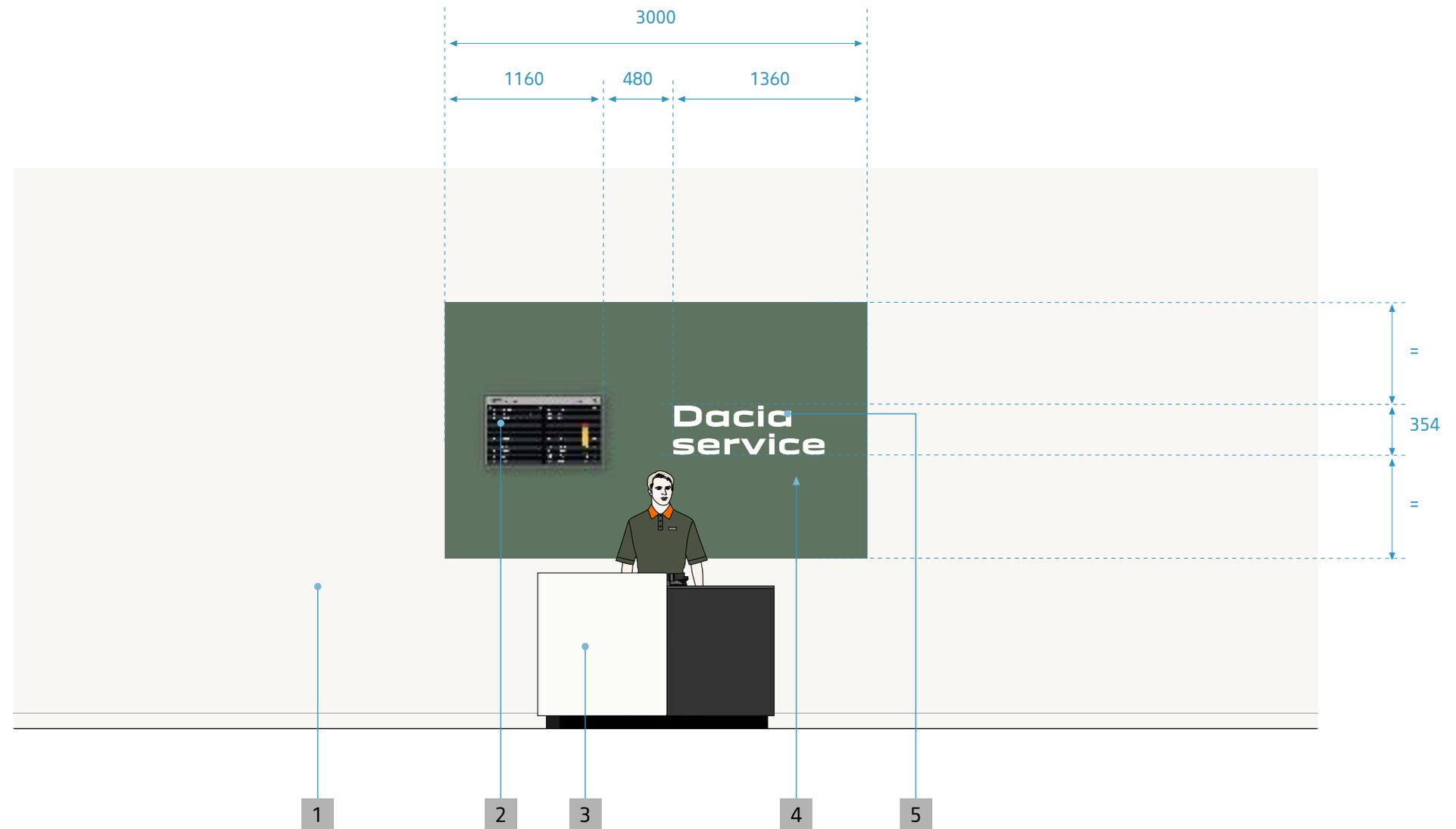
Dacia service reception is identified by a khaki rectangular wall with text "Dacia service".

A TV set presents to the customers the schedule of after-sales operations.

Reception furniture modules (with storage unit) allows to create adapted configurations to the number of Service advisors.

Design of Dacia Area may vary subject to Dacia design final validations.

- 1 RAL 9010 white wall matt finish.
- 2 43" TV set.
- 3 After-Sales reception furniture.
- 4 Painted wall in Pantone Khaki 5615 C matt finish (silk or fine textured to easy cleaning).
- 5 Texts in Dacia Block Extended Bold typeface, white adhesive, left-aligned.



Service reception with dedicate advisors

IDENTIFICATION PRINCIPLES

Renault service reception is identified by a yellow rectangular wall with text "Renault care service" associated to the mention "accueil atelier".

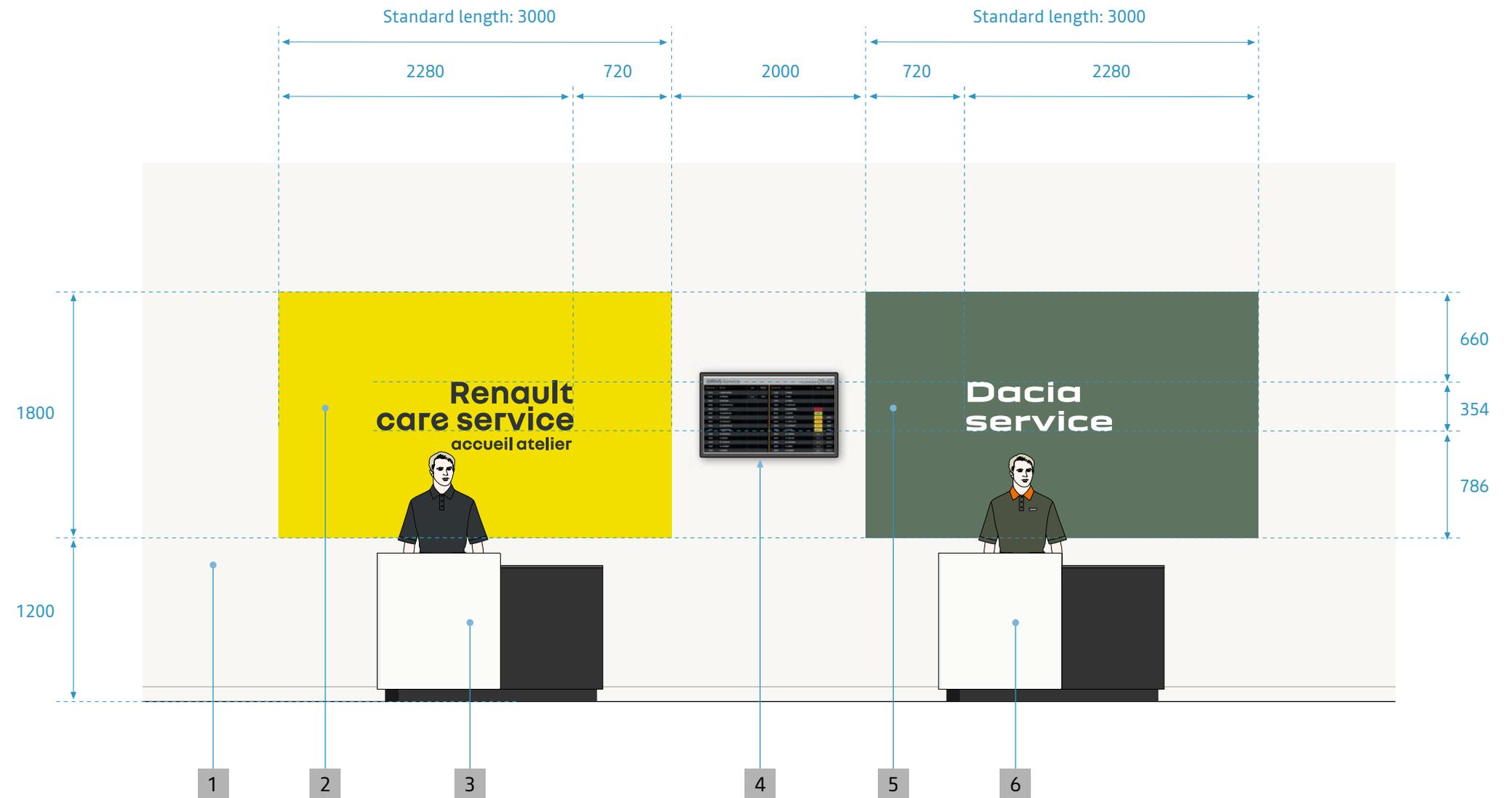
Dacia service reception is identified by a khaki rectangular wall with text "Dacia service".

Coloured walls are separated with a 2m neutral space where the TV set is implanted as it gives common information about after-sales schedule.

Reception furniture modules (with storage unit) are the same for both brands.

Design of Dacia Area may vary subject to Dacia design final validations.

- 1 RAL 9010 white wall matt finish.
- 2 Pantone yellow 3955 C matt finish with texts in Nouvel'R Bold typeface, black matt adhesive, right-aligned.
- 3 After-Sales reception furniture.
- 4 43" TV set on a neutral white matt wall.
- 5 Painted wall in Pantone Khaki 5615 C matt finish (silk or fine textured to easy cleaning). Texts in Dacia Block Extended Bold typeface, white adhesive, left-aligned.



Common multi-brand reception

IDENTIFICATION PRINCIPLES

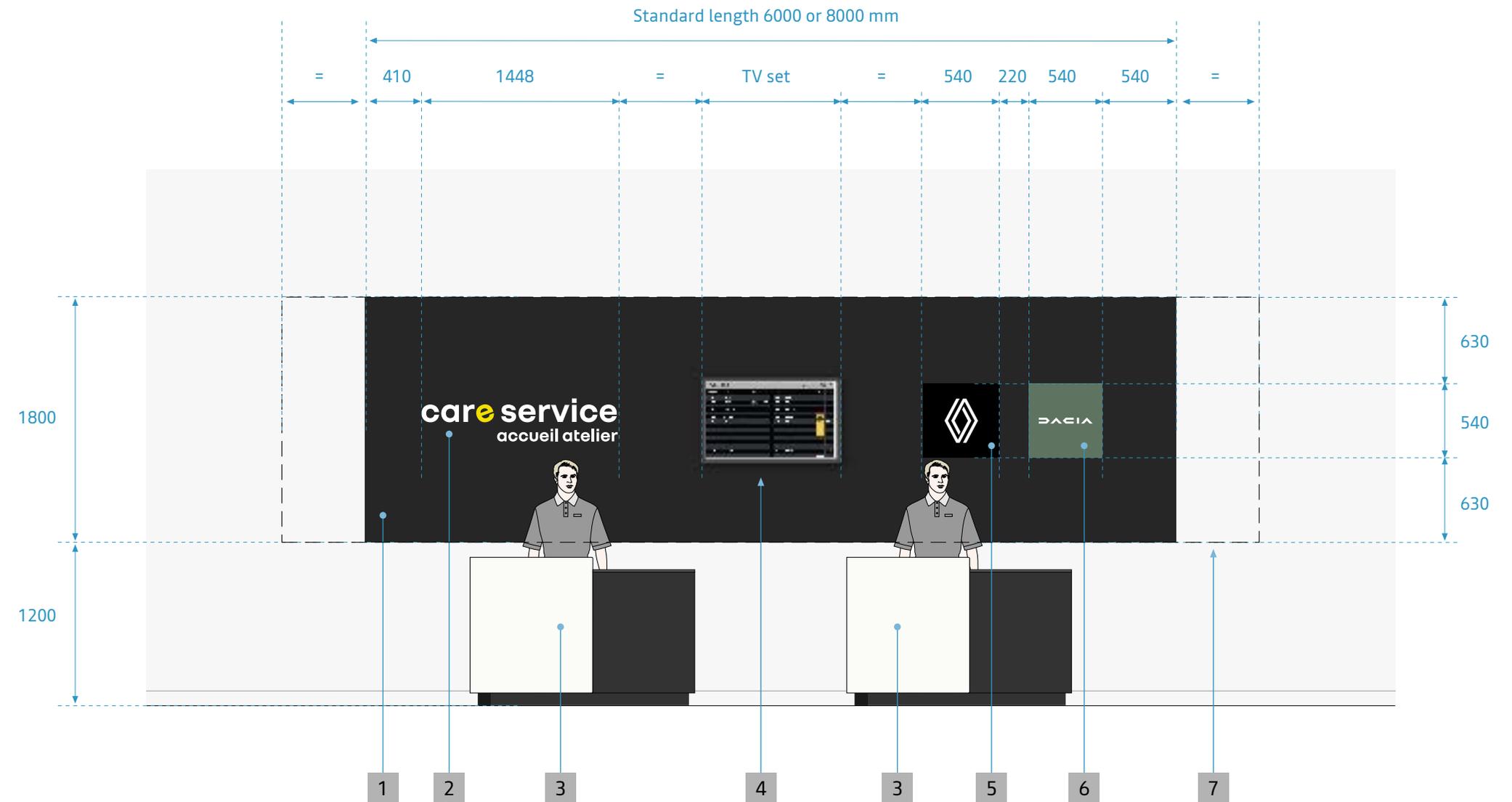
Common service reception is identified by a dark grey rectangular wall with text "Renault care service" associated to the mention "accueil atelier".

A TV set presents to the customers the schedule of after-sales operations.

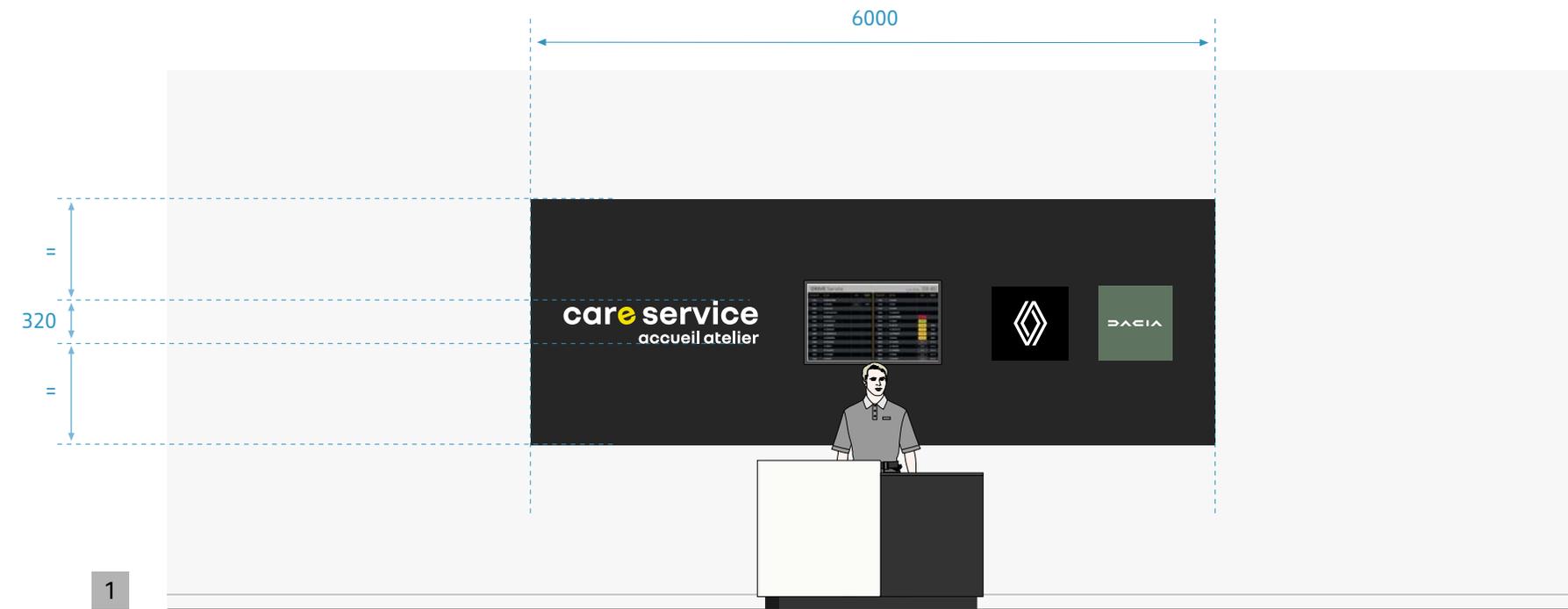
On the right part of the wall, brands are identified by a signature similar to those on the after-sales facade implanted close to the bays.

Reception furniture modules (with storage unit) are the same for both brands.

- 1 RAL 7021 dark grey wall matt finish (silk or fine textured to easy cleaning).
- 2 Texts "care service" and "accueil atelier" in Renault Group Bold typeface, white and yellow matt adhesive, right-aligned.
- 3 After-Sales reception furniture.
- 4 43" TV set implanted in the central part of the wall.
- 5 RAL 9005 black matt square with Renault emblem in white, adhesive matt finish.
- 6 Khaki 5615 C square with Dacia logotype in white, adhesive matt finish.
- 7 Possible extension of the length of the dark grey wall.



Variations



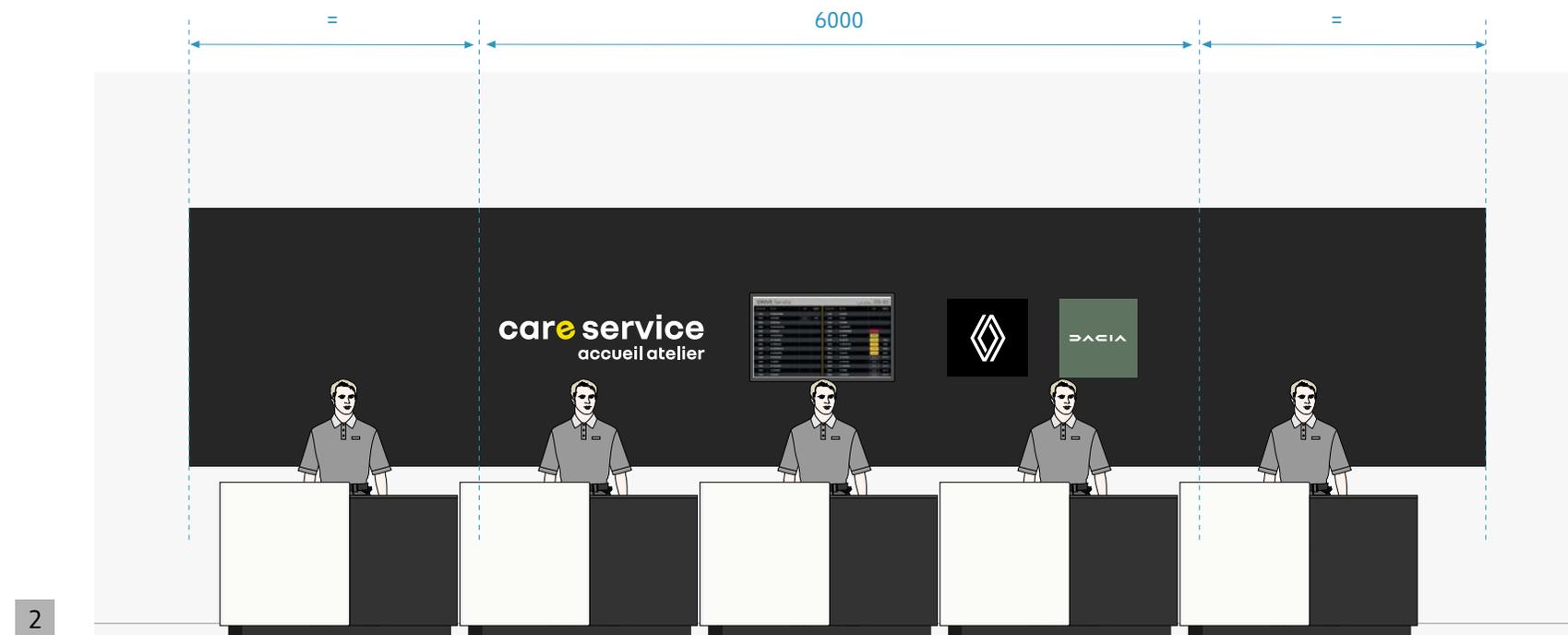
PRINCIPLES

Adaptation to the number of advisors is done by:

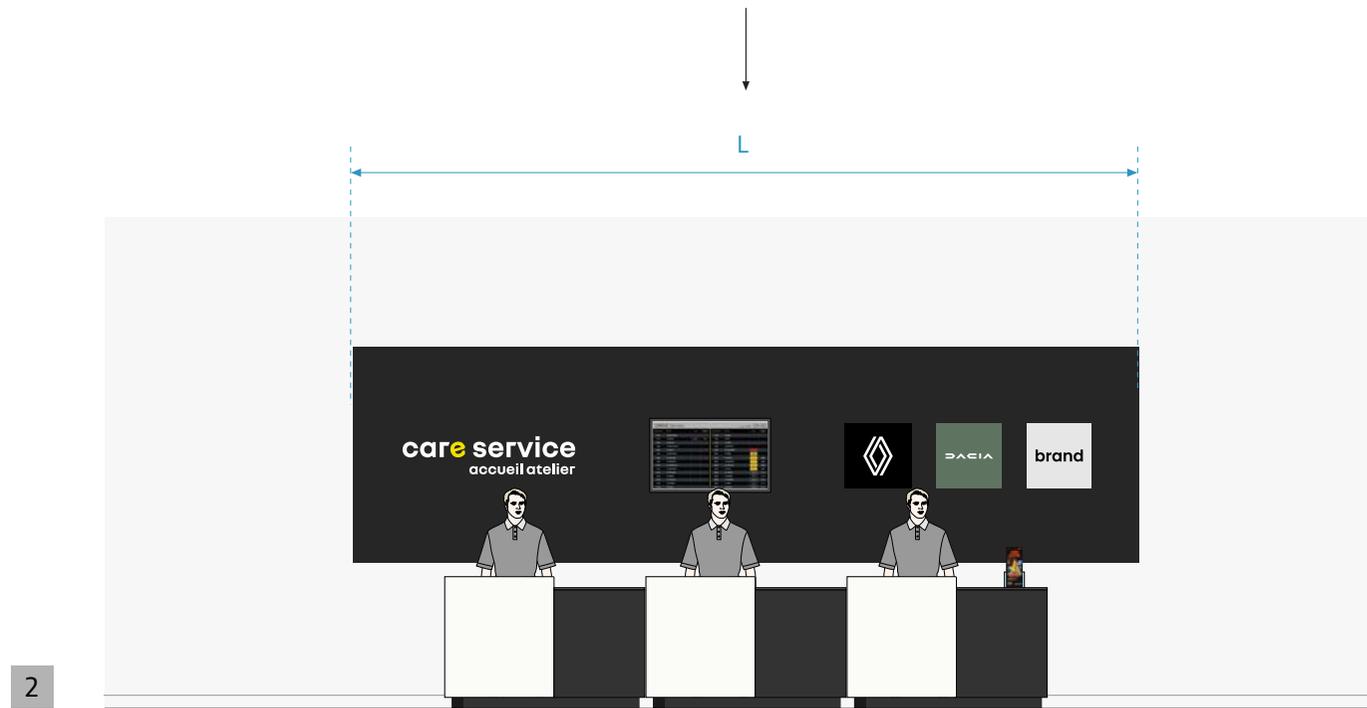
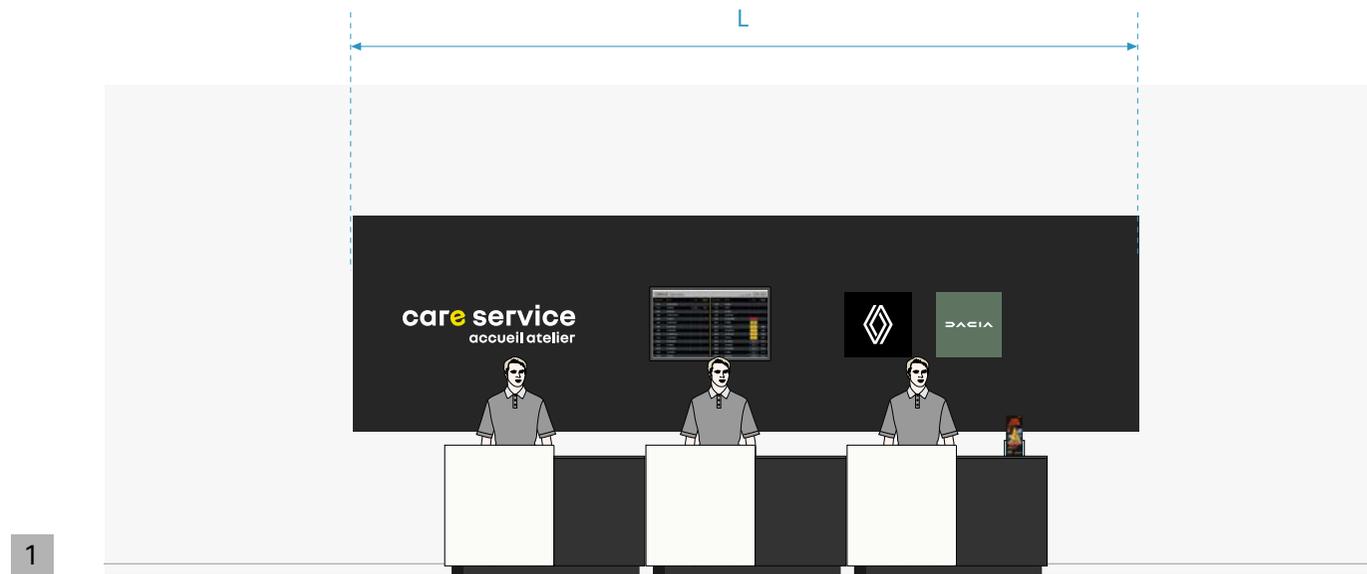
- The extension of the length of the dark grey wall.
- The number of furniture modules.
- Distances between components on the dark grey wall are always the same whatever is the total length of the wall.
- The dimensioning of the dark grey wall is done equally on both sides of the central part of 4000 mm.

1 Single advisor configuration.

2 Extended configuration.



How to prepare the integration of a third brand?



RECOMMENDATION

It is possible to get ready for the integration of another brand by reserving the necessary space to install a new square sign on the wall of the reception service.

- 1 Before integration.
- 2 After integration.

Example of integration of Mobilize brand at the service reception

IDENTIFICATION PRINCIPLES

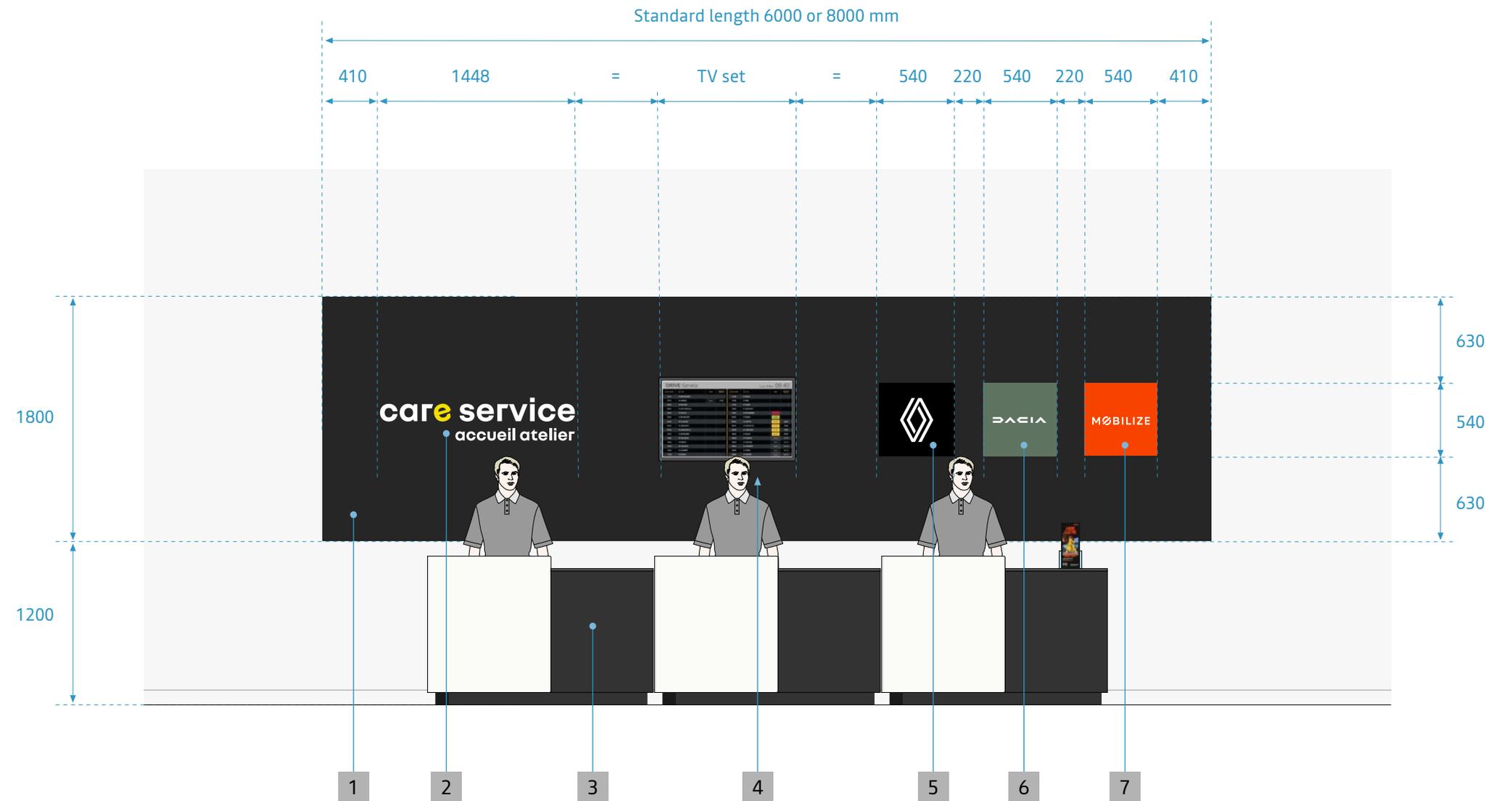
The Mobilize brand can be integrated at the service reception wall using the same principles as for other brand (subject to a specific contractual agreement).

The Mobilize sign shall be implanted on the right side of the wall.

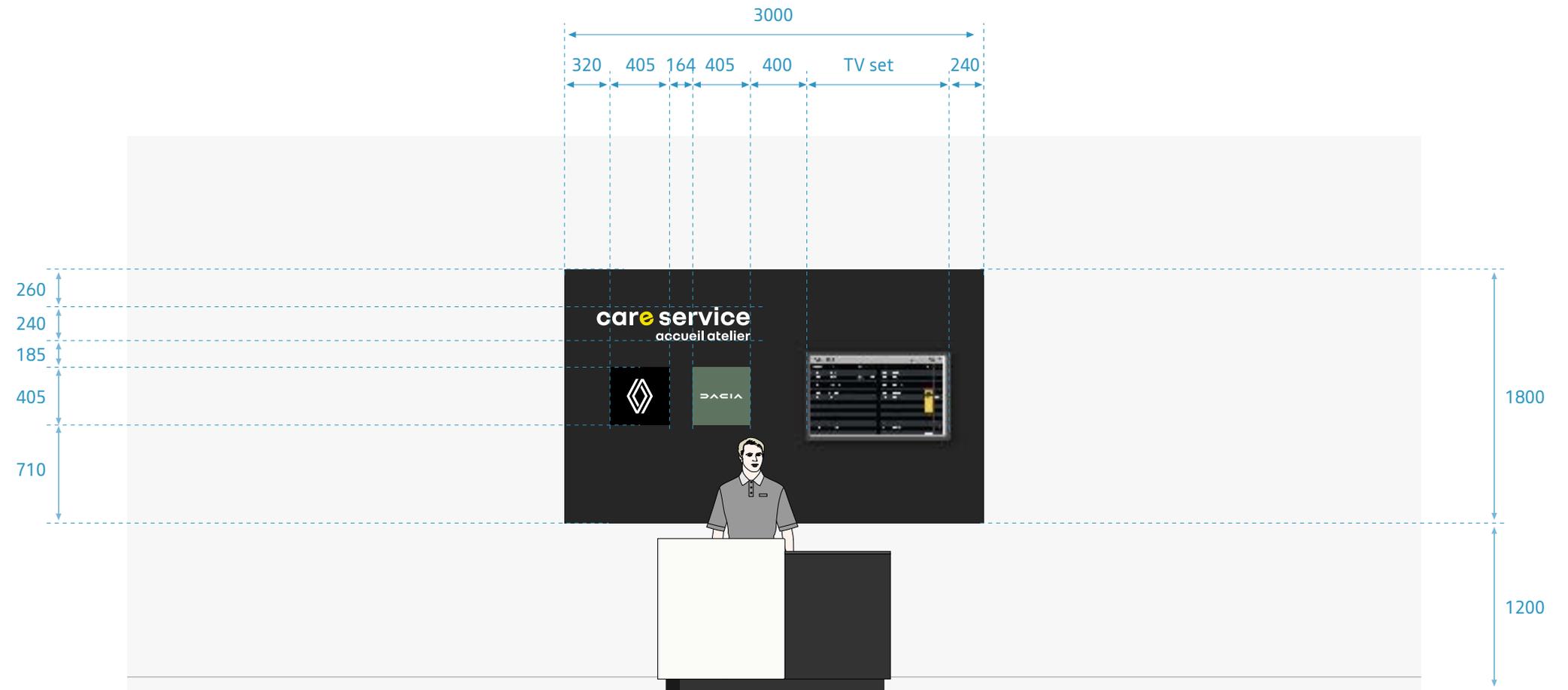
- 1 RAL 7021 dark grey wall matt finish (silk or fine textured to easy cleaning).
- 2 Texts "care service" and "accueil atelier" in Renault Group Bold typeface, white and yellow matt adhesive, right-aligned.
- 3 After-Sales reception furniture.
- 4 43" TV set implanted in the central part of the wall.
- 5 RAL 9005 black matt square with Renault emblem in white, adhesive matt finish.
- 6 Khaki 5615 C square with Dacia logotype in white, adhesive matt finish.
- 7 Orange 021 C square with Mobilize logotype in white, adhesive matt finish.

NOTE

The Mobilize signature is subject to change.



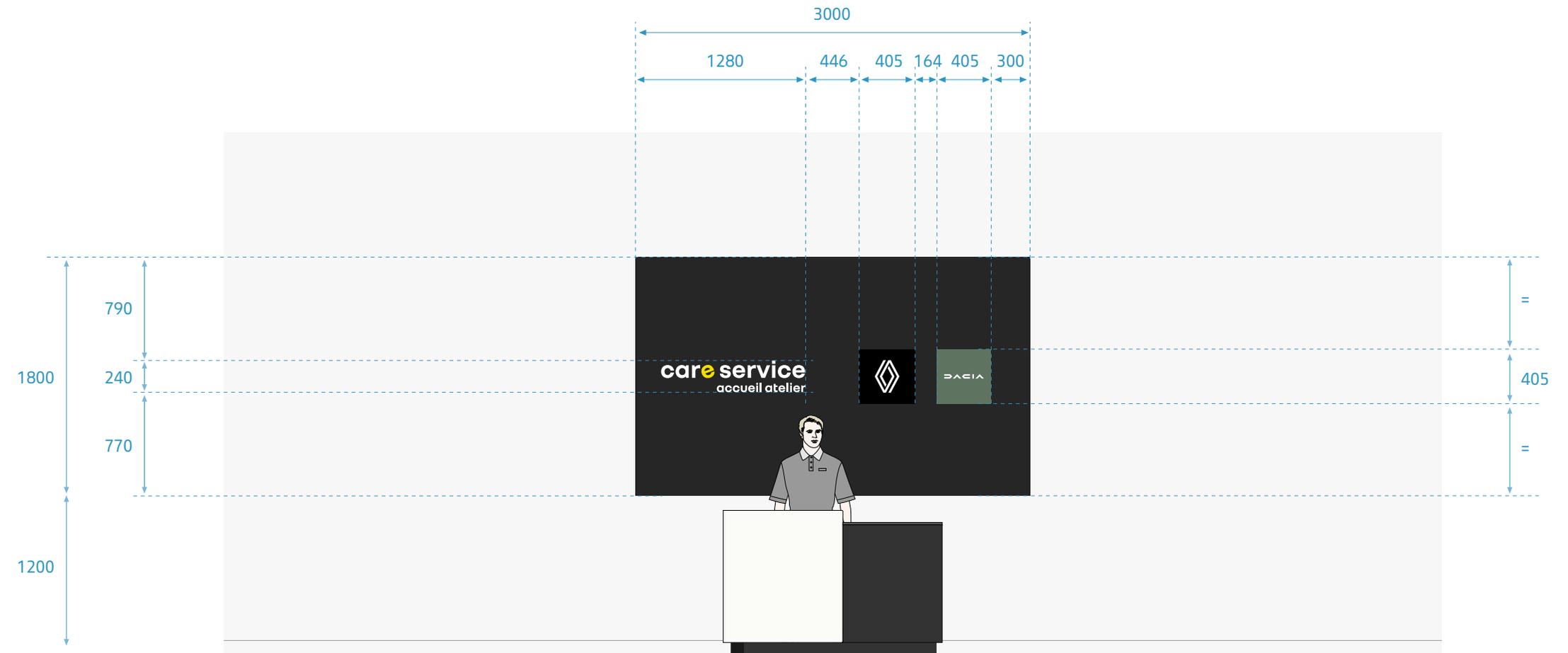
3m multi-brand reception wall



PRINCIPLES

- Dimensions of lettering and plates are the same as for 4m wall.
- Constant proportions between graphic items.
- 43" TV set standard size.

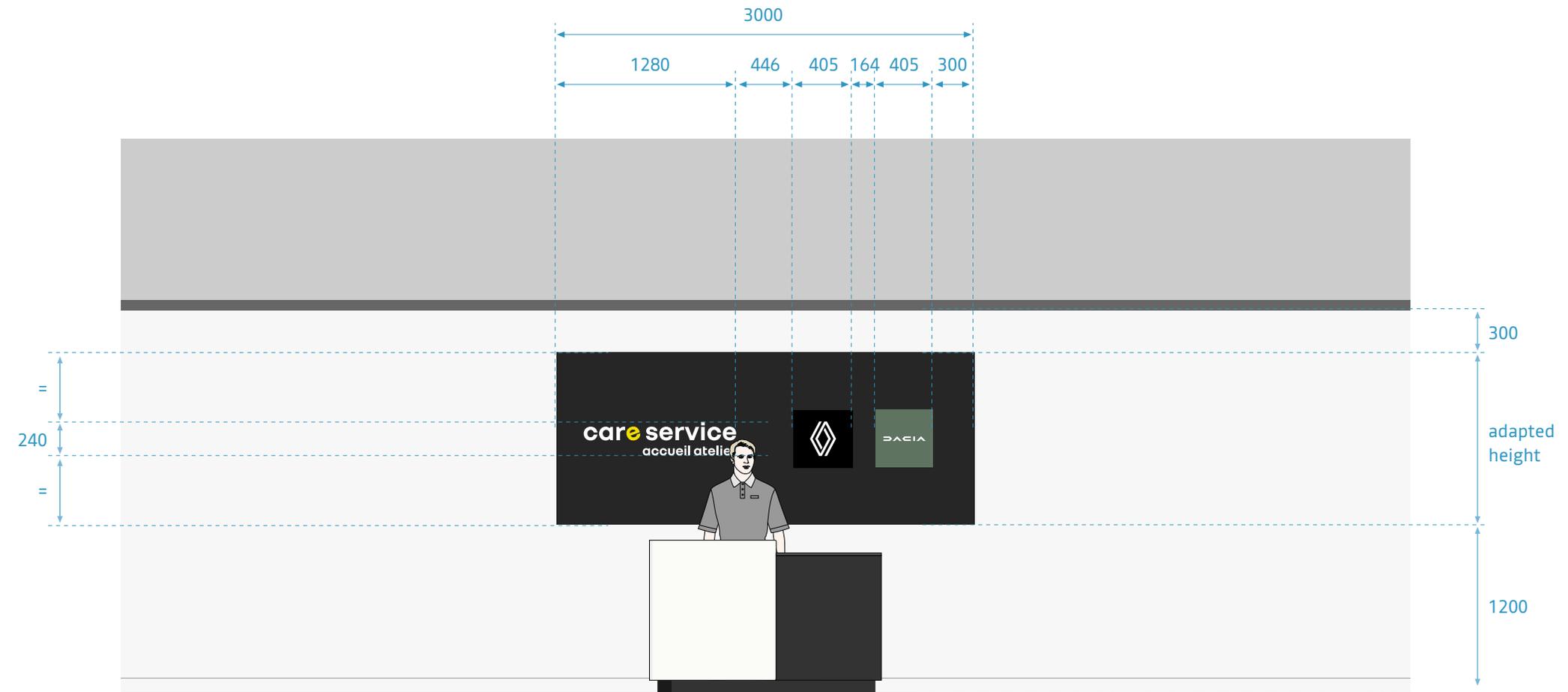
R2 multi-brand reception



PRINCIPLES

- **Only for R2 network.**
- No TV set.
- Dimensions of lettering and plates are the same as for 4m wall.
- Constant proportions between graphic items.

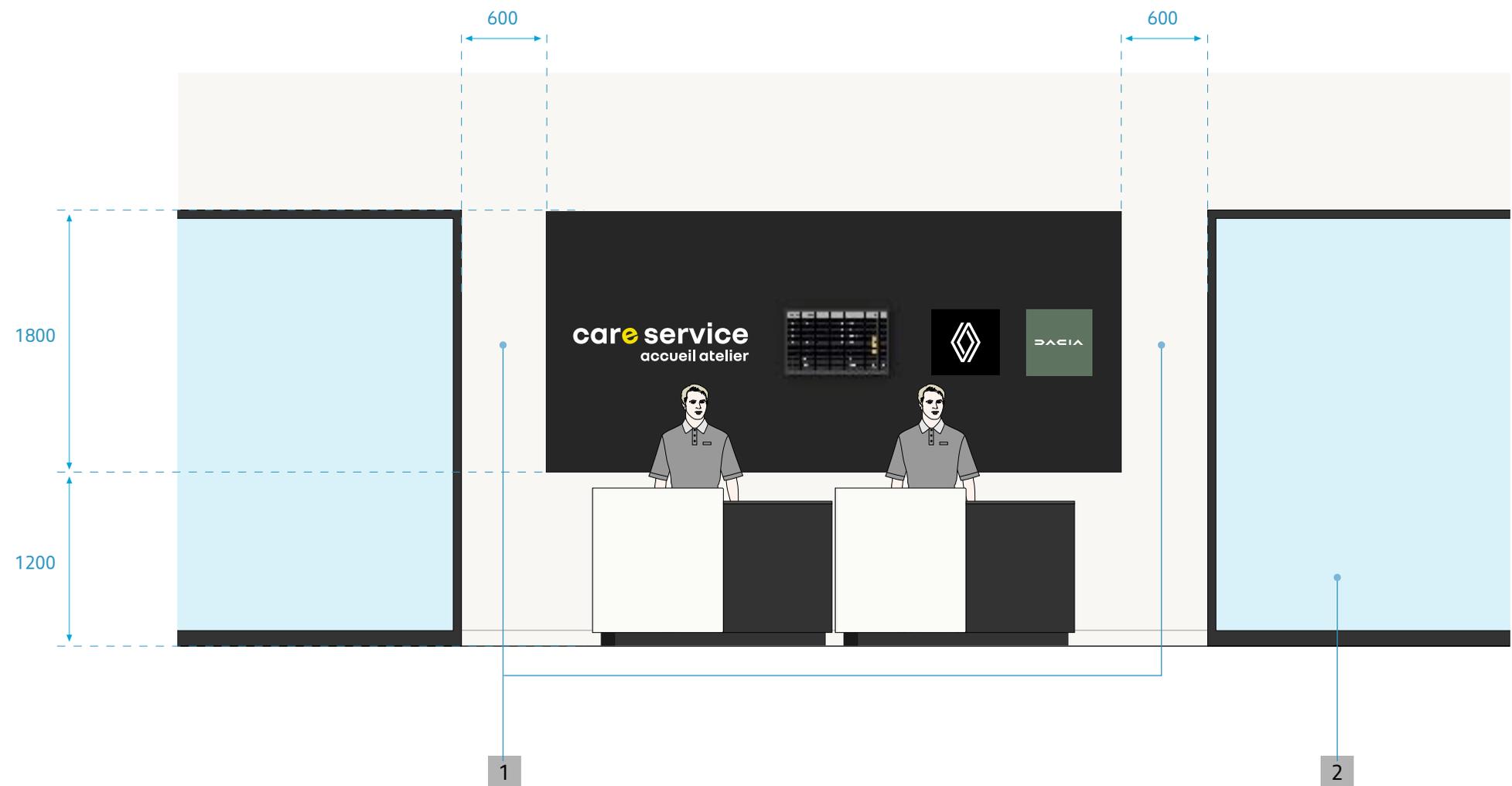
In case of false ceiling



PRINCIPLES

- Adaptation to limited height of wall is done with a reduction of dark grey rectangle height.
- 300 mm between top of dark grey rectangle and ceiling.
- Dimensions of lettering and plates are the same as for 4m wall.
- Constant proportions between graphic items.

Multi-brand Service reception minimal area (1)

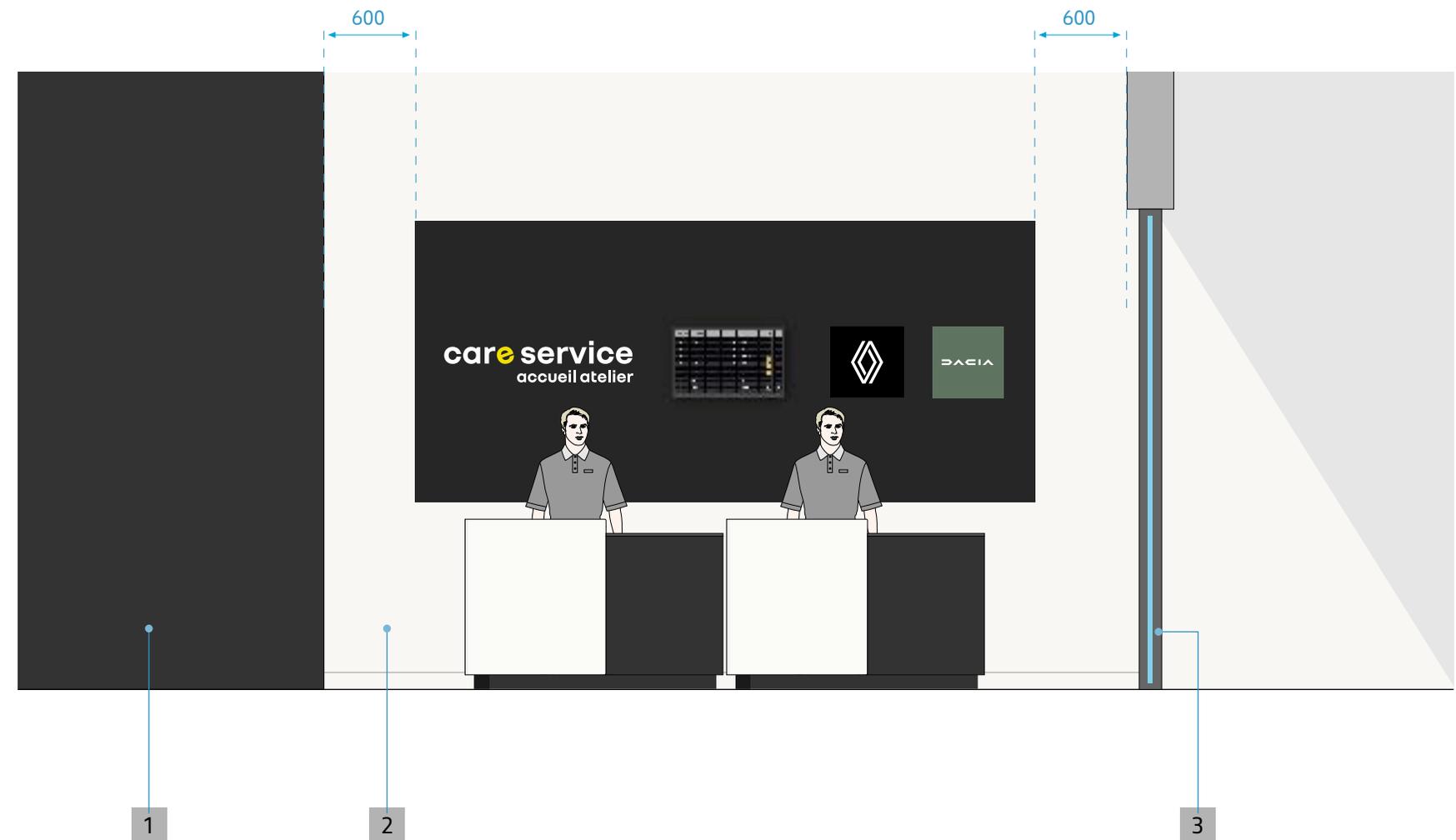


PRINCIPLE

A minimum 600mm white zone on each side of the reception wall is used.

- 1 RAL 9010 white wall matt finish.
- 2 Glazed part to after-sales area.

Multi-brand Service reception minimal area (2)

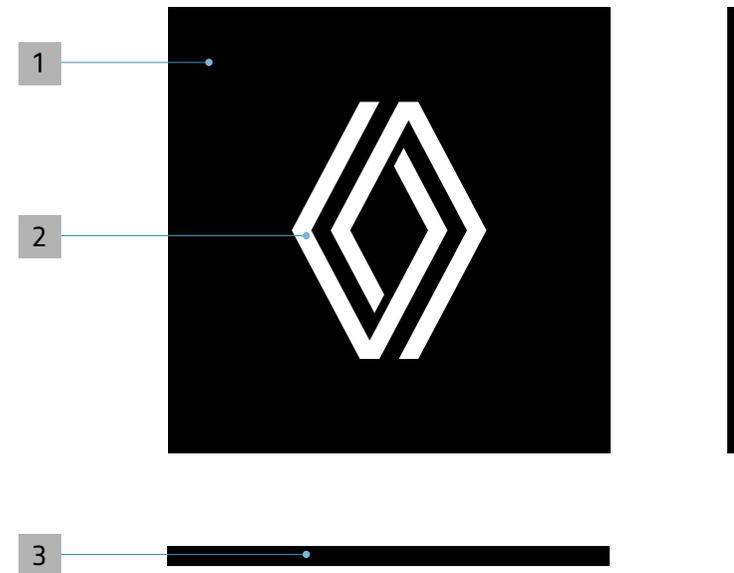


PRINCIPLE

In case of a black wall, a 600mm white zone is needed between the dark grey wall and the black area.

- 1 Black wall matt finish.
- 2 RAL 9010 white wall matt finish.
- 3 Glazed partition to after-sales area.

Description of Renault plates



DESCRIPTION

2 sizes are proposed following the length of the dark grey rectangle.

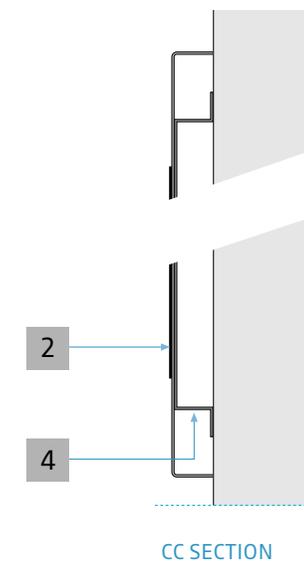
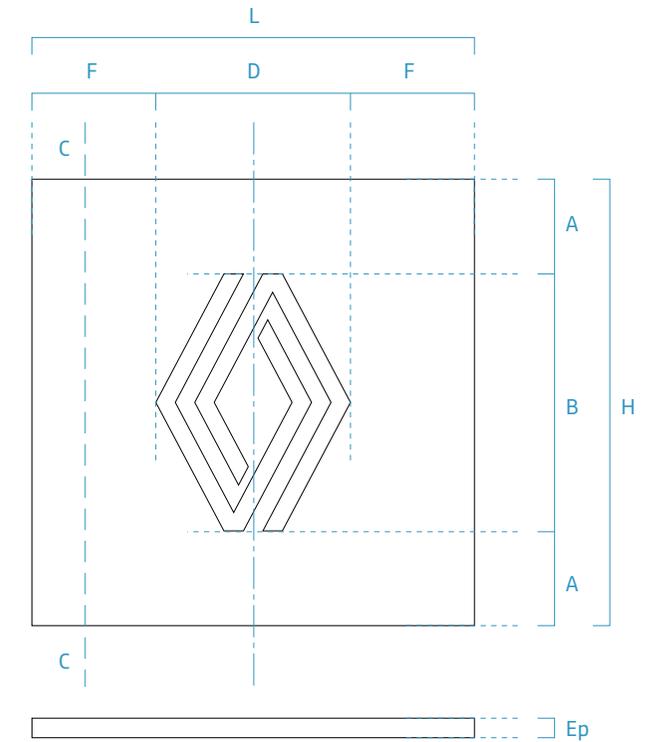
Plates are made with pre-laquered aluminium sheet with raised edges.

Emblem is made with RAL 9001 matt white foil.

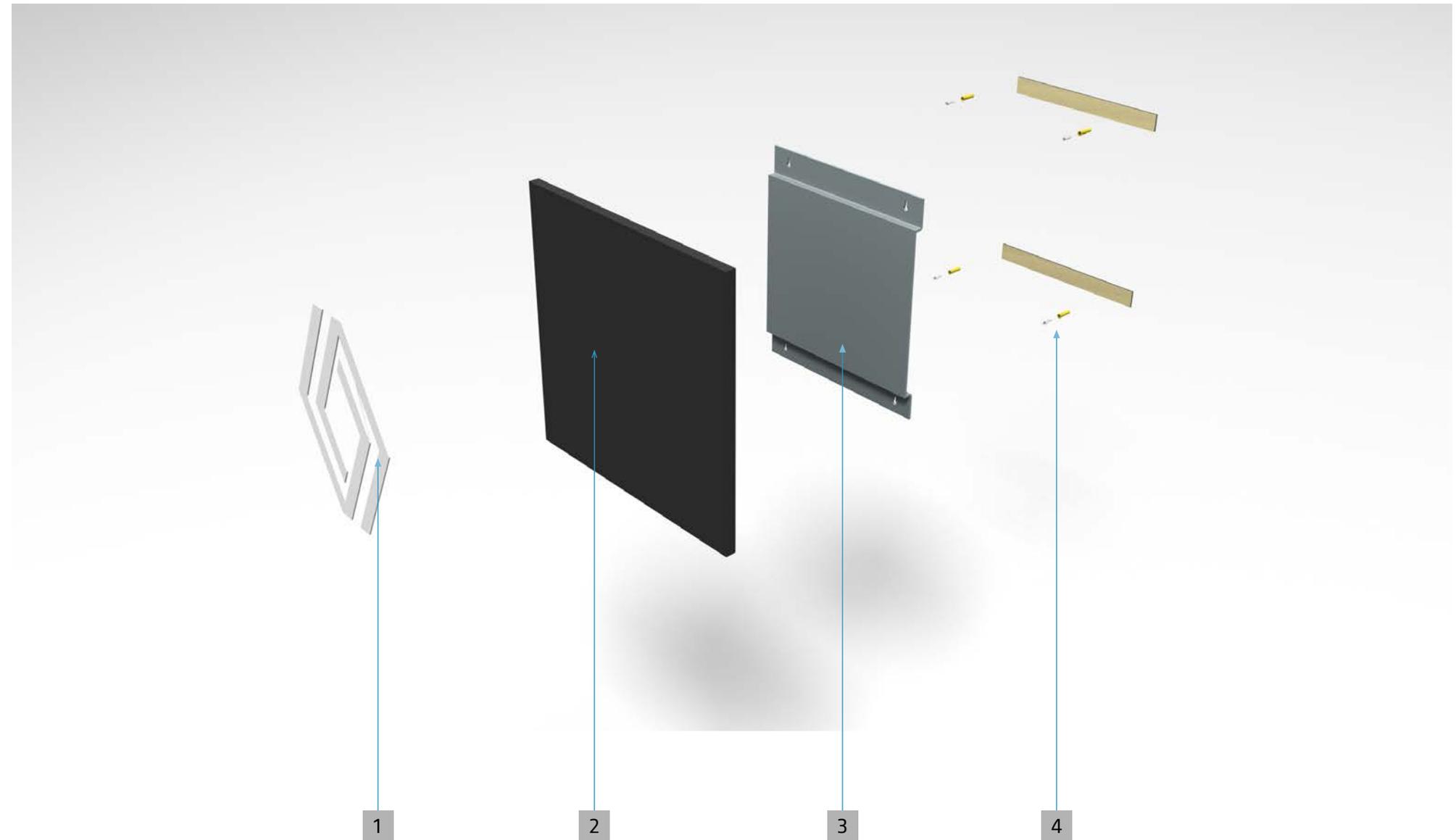
No visible screws on plate (including siding).

- 1 Front face in pre-laquered aluminium sheet, 15/10th thickness, RAL 9005 black with 40% gloss finish.
- 2 Emblem in matt white adhesive foil.
- 3 Raised edges with holes for fittings on frame.
- 4 Bracket made of bended natural aluminium sheet.

dim.	405 plate	540 plate
A	85	114
B	235	312
D	179	238
F	113	151
H	405	540
L	405	540
Ep	20	20



Exploded view of Renault plates



KEY

- 1 Emblem in matt white adhesive foil.
- 2 Front face in pre-laquered aluminium sheet, 15/10th thickness, RAL 9005 black with 40% gloss finish.
- 3 Bracket made of bended natural aluminium sheet.
- 4 Fittings to masonry (may be replaced by double side adhesive).

Description of Dacia plates



DESCRIPTION

2 sizes are proposed following the dimensions of dark grey wall of service reception.

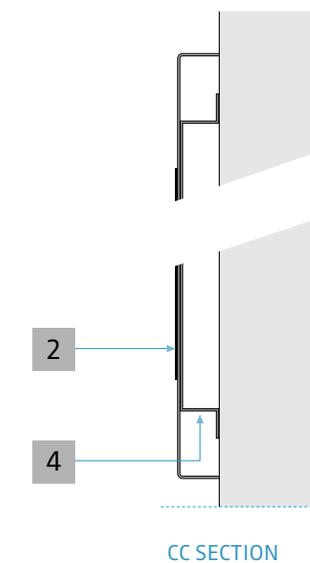
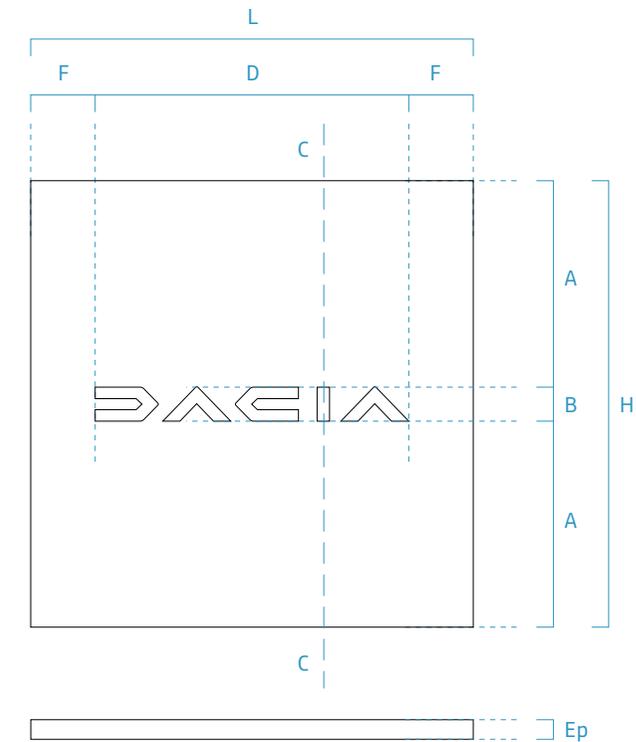
Plates are made with pre-laquered aluminium sheet with raised edges.

Emblem is made with RAL 9001 matt white foil.

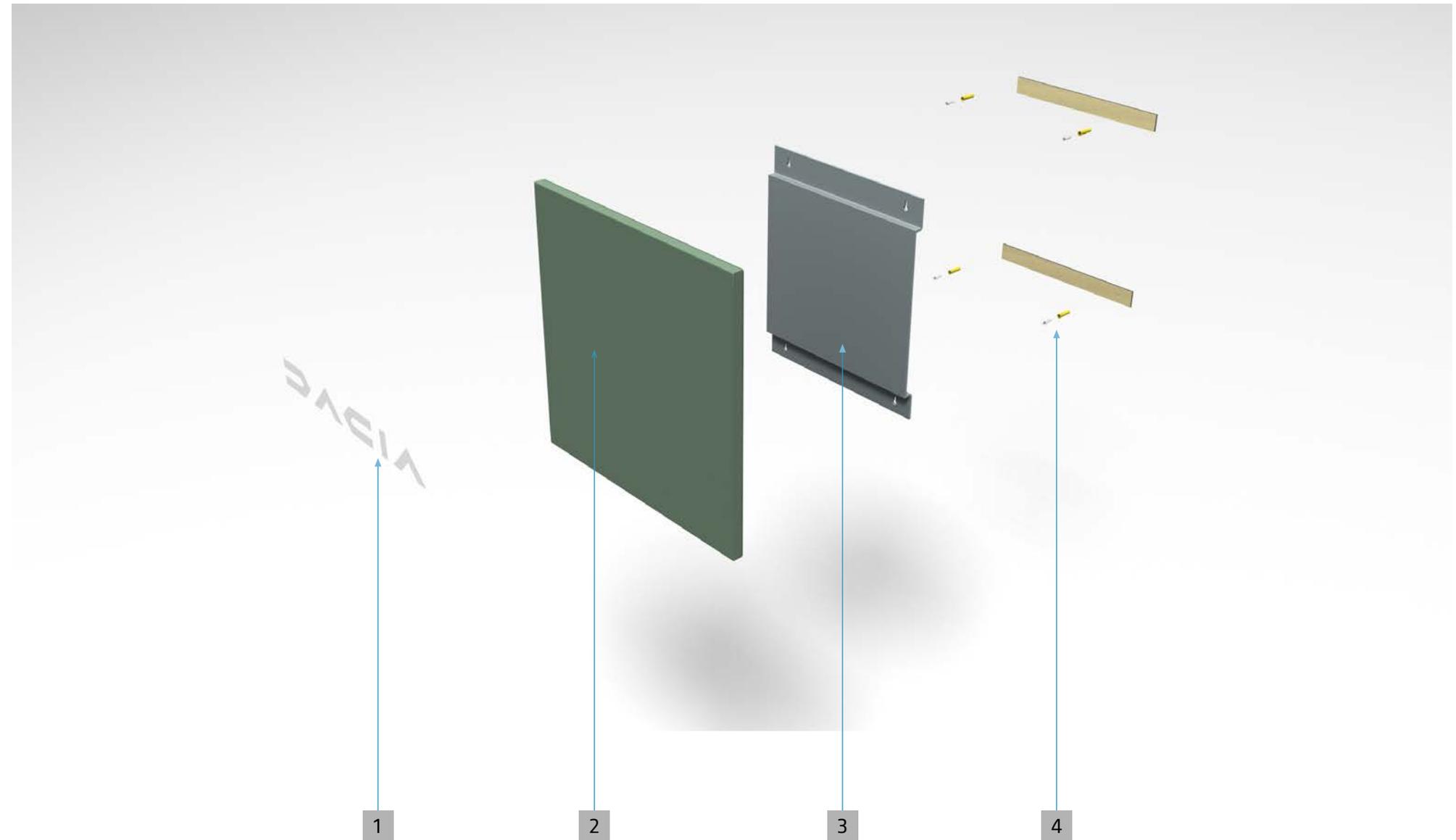
No visible screws on plate (including siding).

- 1 Front face in pre-laquered aluminium sheet, 15/10th thickness, Dacia khaki Pantone 5615 C with 40% gloss finish.
- 2 Emblem in matt white adhesive foil.
- 3 Raised edges with holes for fittings on frame.
- 4 Bracket made of bended natural aluminium sheet.

dim.	405 plate	540 plate
A	187	249
B	31	42
D	295	400
F	55	70
H	405	540
L	405	540
Ep	20	20



Exploded view of Dacia plates



KEY

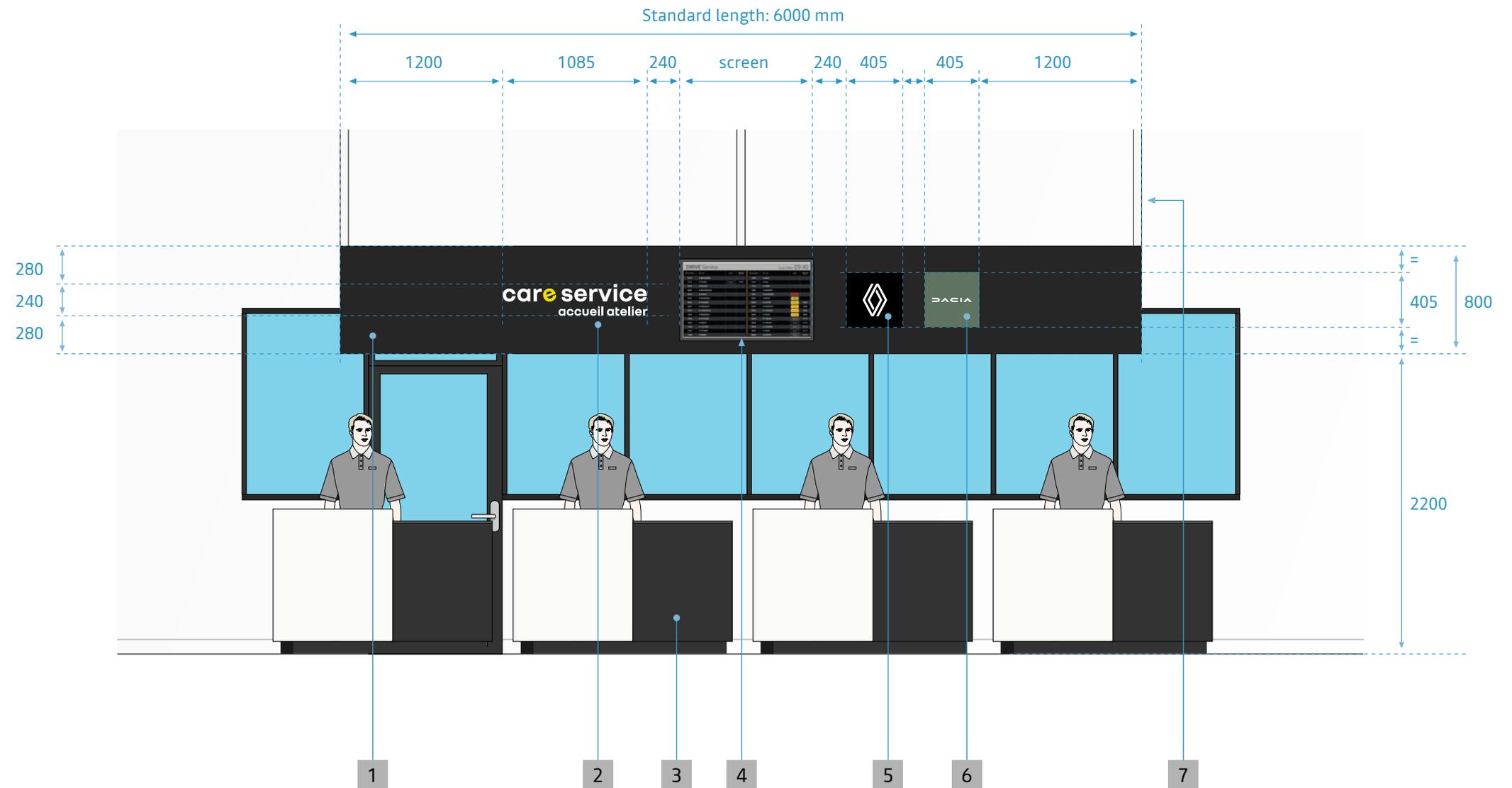
- 1 Emblem in matt white adhesive foil.
- 2 Front face in pre-laquered aluminium sheet, 15/10th thickness, Dacia khaki Pantone 5615 C with 40% gloss finish.
- 3 Bracket made of bended natural aluminium sheet.
- 4 Fittings to masonry (may be replaced by double side adhesive).

Treatment of glass walls • 6000 mm suspended fascia

PRINCIPLES

- Fascia is suspended from the ceiling.
- Proportions between graphic elements are maintained.
- The standard format is H. 800 x W. 6000 mm. It corresponds to a configuration comprising at least 3 reception modules.

- 1 Front panel in dark grey aluminum RAL 7021 in satin finish.
- 2 "care service" and "accueil atelier" texts in Renault Group Bold typography, matt white and yellow adhesive, aligned on the right.
- 3 After-sales reception furniture.
- 4 Video screen (maximum size 40").
- 5 RAL 9005 matt black square with white Renault emblem, matt adhesive.
- 6 Pantone 5615 C khaki square with Dacia logotype in white, matt adhesive.
- 7 Tubular hanger in white lacquered aluminum RAL 9010 in satin finish.

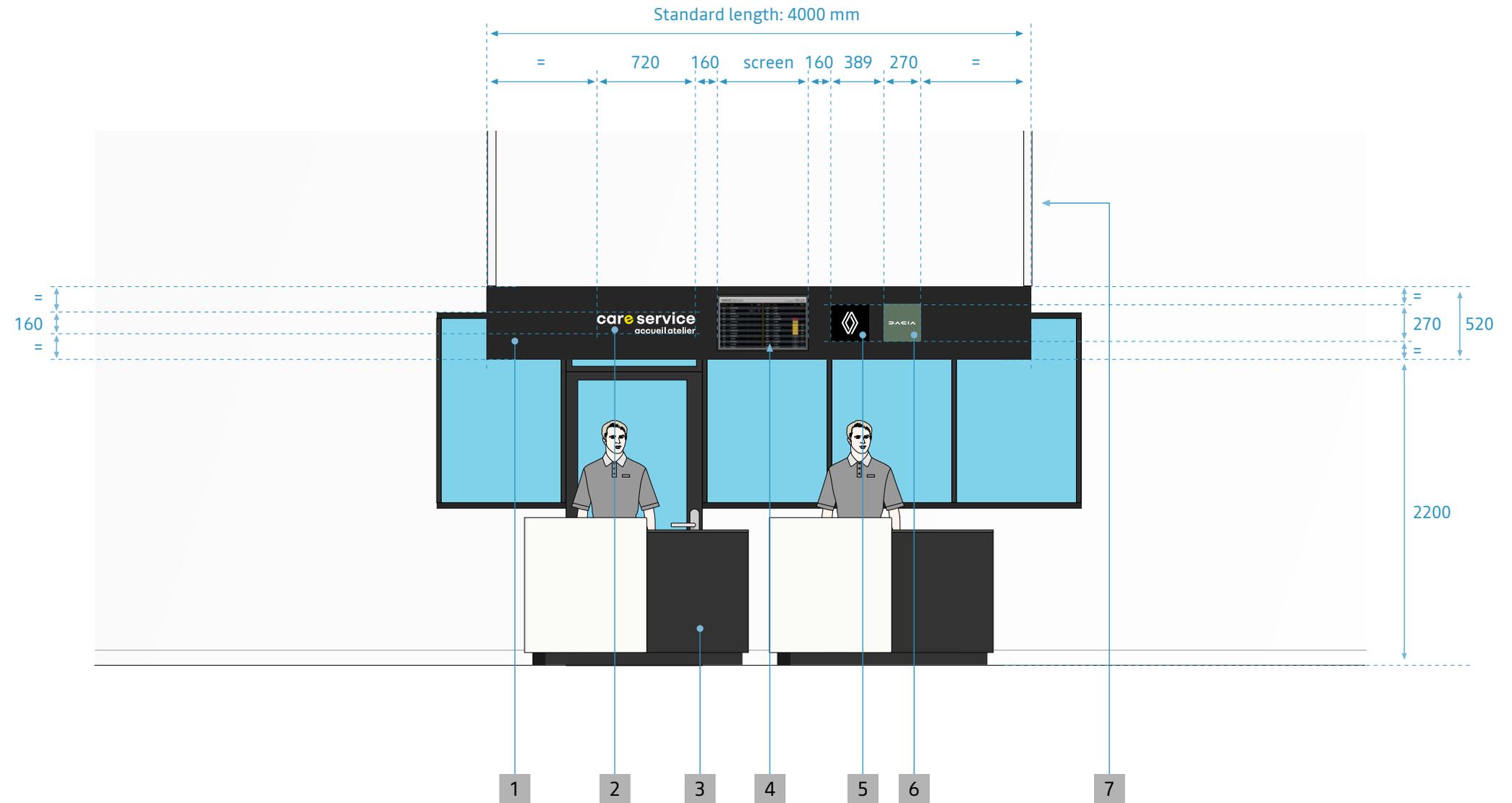


Treatment of glass walls • 4000 mm suspended fascia

PRINCIPLES

- Fascia is suspended from the ceiling.
- Proportions between graphic elements are maintained.
- The standard format is H. 520 x W. 4000 mm. It corresponds to a configuration comprising at least 2 reception modules.

- 1 Front panel in dark grey aluminum RAL 7021 in satin finish.
- 2 "care service" and "accueil atelier" texts in Renault Group Bold typography, matt white and yellow adhesive, aligned on the right.
- 3 After-sales reception furniture.
- 4 Video screen (maximum size 32").
- 5 RAL 9005 matt black square with white Renault emblem, matt adhesive.
- 6 Pantone 5615 C khaki square with Dacia logotype in white, matt adhesive.
- 7 Tubular hanger in white lacquered aluminum RAL 9010 in satin finish.

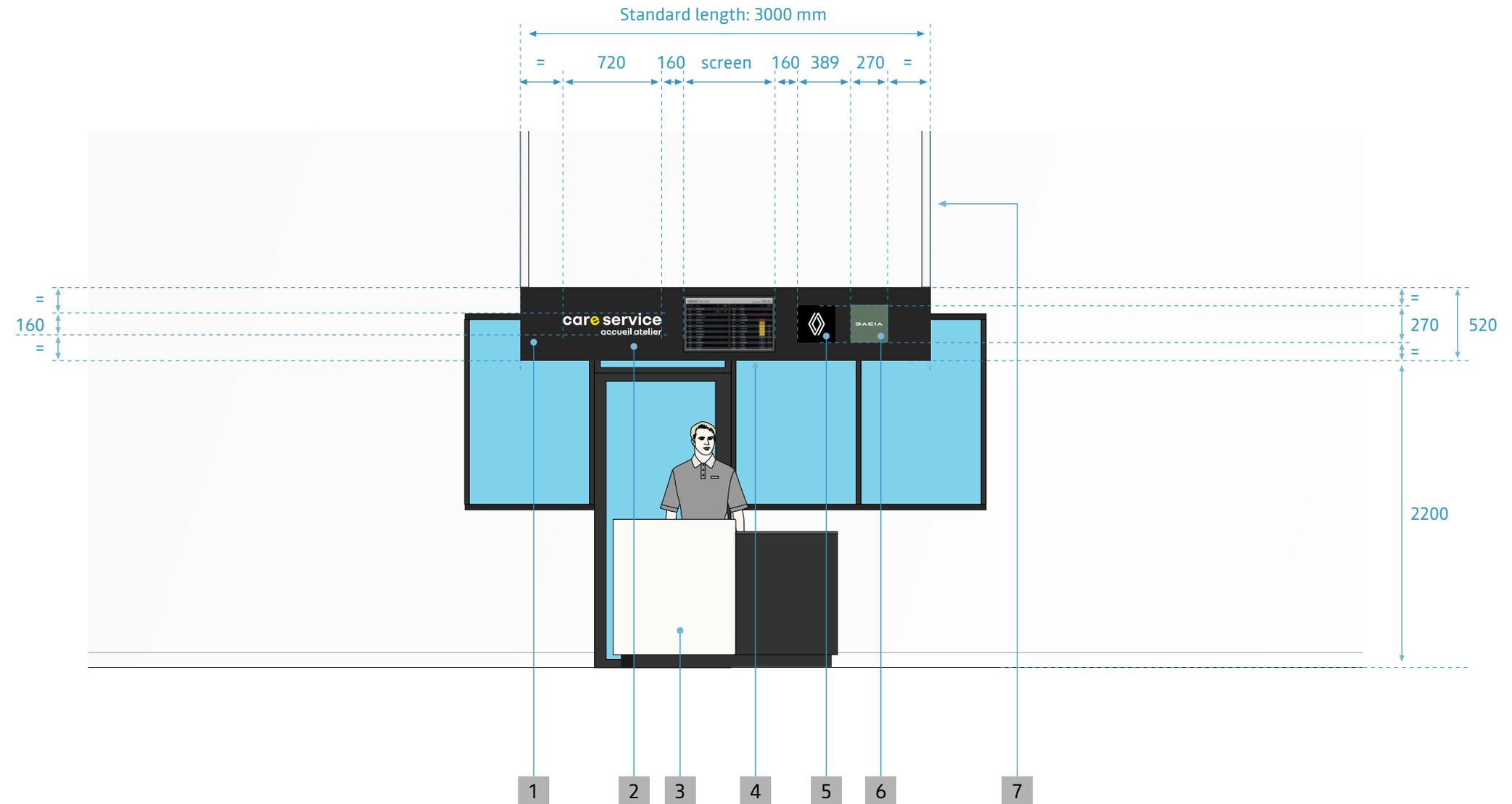


Treatment of glass walls • 3000 mm suspended fascia

PRINCIPLES

- Fascia is suspended from the ceiling.
- Proportions between graphic elements are maintained.
- The standard format is H. 520 x W. 3000 mm. It corresponds to a configuration comprising at least 1 reception module.

- 1 Front panel in dark grey aluminum RAL 7021 in satin finish.
- 2 "care service" and "accueil atelier" texts in Renault Group Bold typography, matt white and yellow adhesive, aligned on the right.
- 3 After-sales reception furniture.
- 4 Video screen (maximum size 32").
- 5 RAL 9005 matt black square with white Renault emblem, matt adhesive.
- 6 Pantone 5615 C khaki square with Dacia logotype in white, matt adhesive.
- 7 Tubular hanger in white lacquered aluminum RAL 9010 in satin finish.



Treatment of glass walls • 2000 mm suspended fascia

PRINCIPLES

- Fascia is suspended from the ceiling.
- Proportions between graphic elements are maintained. The TV is moved to a side wall due to the lack of available space.
- The standard format is H. 520 x W. 2000 mm. It corresponds to a configuration comprising at least 1 reception module.

- 1 Front panel in dark grey aluminum RAL 7021 in satin finish.
- 2 "care service" and "accueil atelier" texts in Renault Group Bold typography, matt white and yellow adhesive, aligned on the right.
- 3 After-sales reception furniture.
- 4 RAL 9005 matt black square with white Renault emblem, matt adhesive.
- 5 Pantone 5615 C khaki square with Dacia logotype in white, matt adhesive.
- 6 Tubular hanger in white lacquered aluminum RAL 9010 in satin finish.



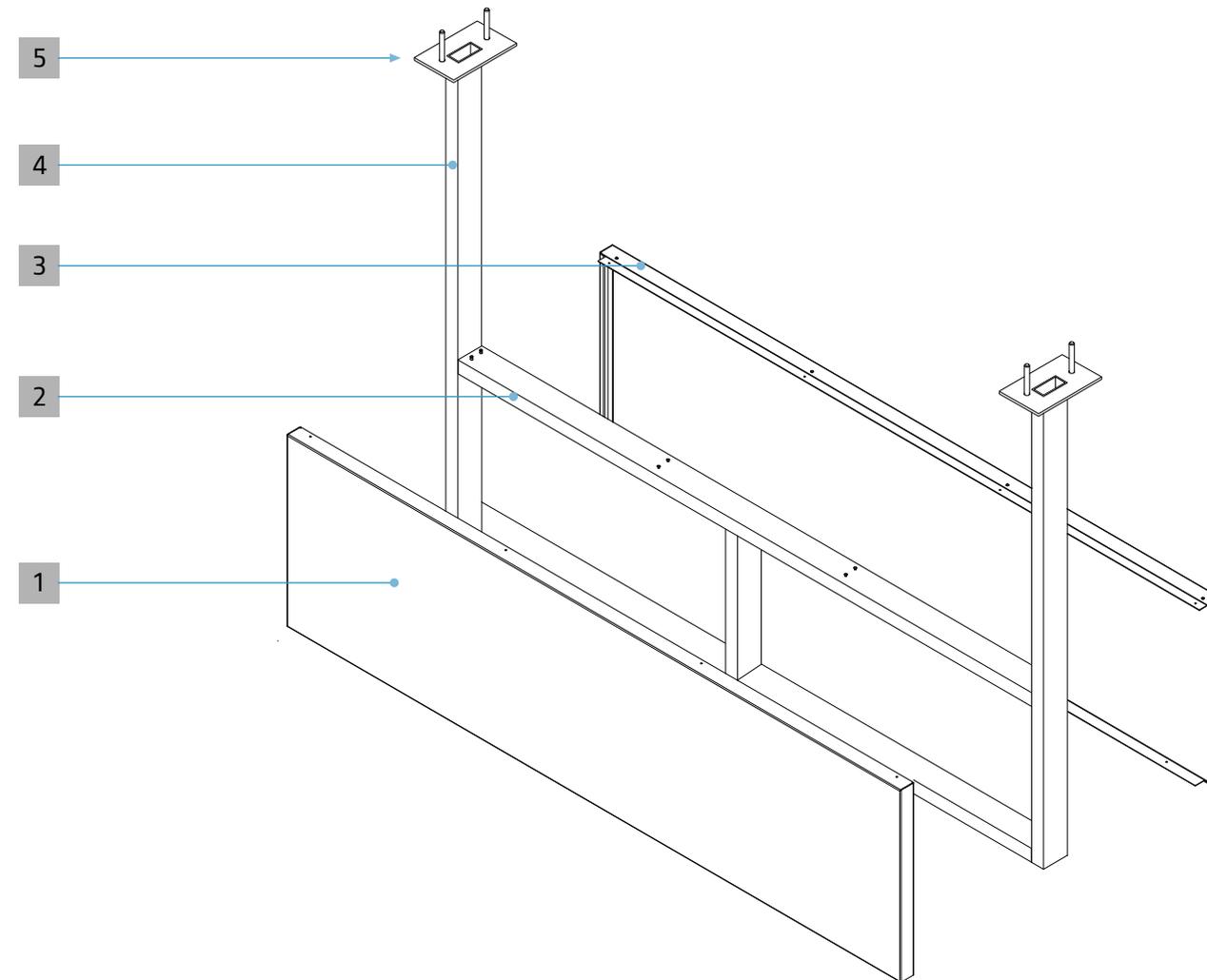
Exploded view of the suspended fascia

DESCRIPTION

- 1 Front panel in dark grey aluminum RAL 7021 in satin finish with matt adhesive decoration.
- 2 Tubular structure in white lacquered aluminum RAL 9010 in satin finish.
- 3 Rear face in dark grey aluminum RAL 7021 in satin finish with matt adhesive decoration.
- 4 Tubular hanger in white lacquered aluminum RAL 9010 in satin finish. Standard height of 2000 mm, adapted according to the height under the ceiling.
- 5 Ceiling or sub-ceiling connection plate in RAL 9010 white lacquered aluminum in satin finish, welded to the tubular hanger.

Note.

Beyond the general principle, the structure can be adapted to each situation depending on the mode of recovery on the building frames and the weight of the screen retained when it is integrated into the panel.

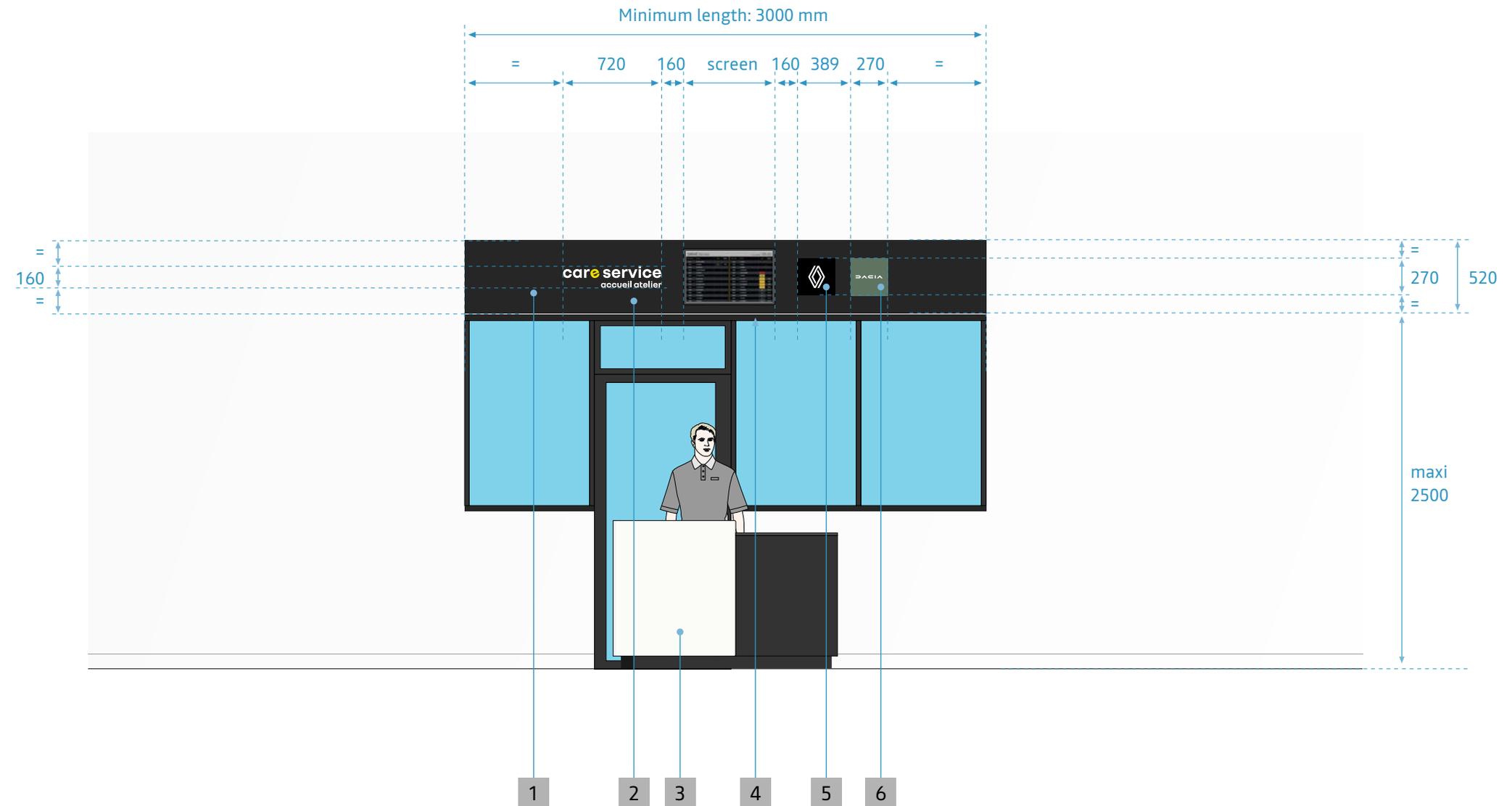


4m multi-brand reception wall

PRINCIPLES OF USE

- Suspended fascias cannot be used due to technical difficulties of fitting on the building (eg excessive ceiling height, complex structure, etc.).
- Wall panel is attached to the wall above the glazed elements.
- It covers the entire part of the dedicated after-sales reception.
- Standard format element H. 520 x L. 3000 mm is adjusted to the length of each case.
- A maximum height of 2500 mm from the ground must be observed in order to avoid installation out of sight of customers.

- 1 Wall painted in dark grey RAL 7021 in satin finish or one-part lacquered ACM panel with fixing by double-sided adhesive.
- 2 "care service" and "accueil atelier" texts in Renault Group Bold typography, matt white and yellow adhesive, aligned on the right.
- 3 After-sales reception furniture.
- 4 Video screen.
- 5 RAL 9005 matt black square with white Renault emblem, matt adhesive.
- 6 Pantone 5615 C khaki square with Dacia logotype in white, matt adhesive.



9

TOUR OF VEHICLE AREA

What to remember?

Customers with an appointment have direct access to the After-Sales Area with their vehicle to be greeted there by the Service Advisor.

The Tour of vehicle zone materialized by a white ground marking is a common area dedicated either to Renault customers or Dacia customers.

Generic configuration

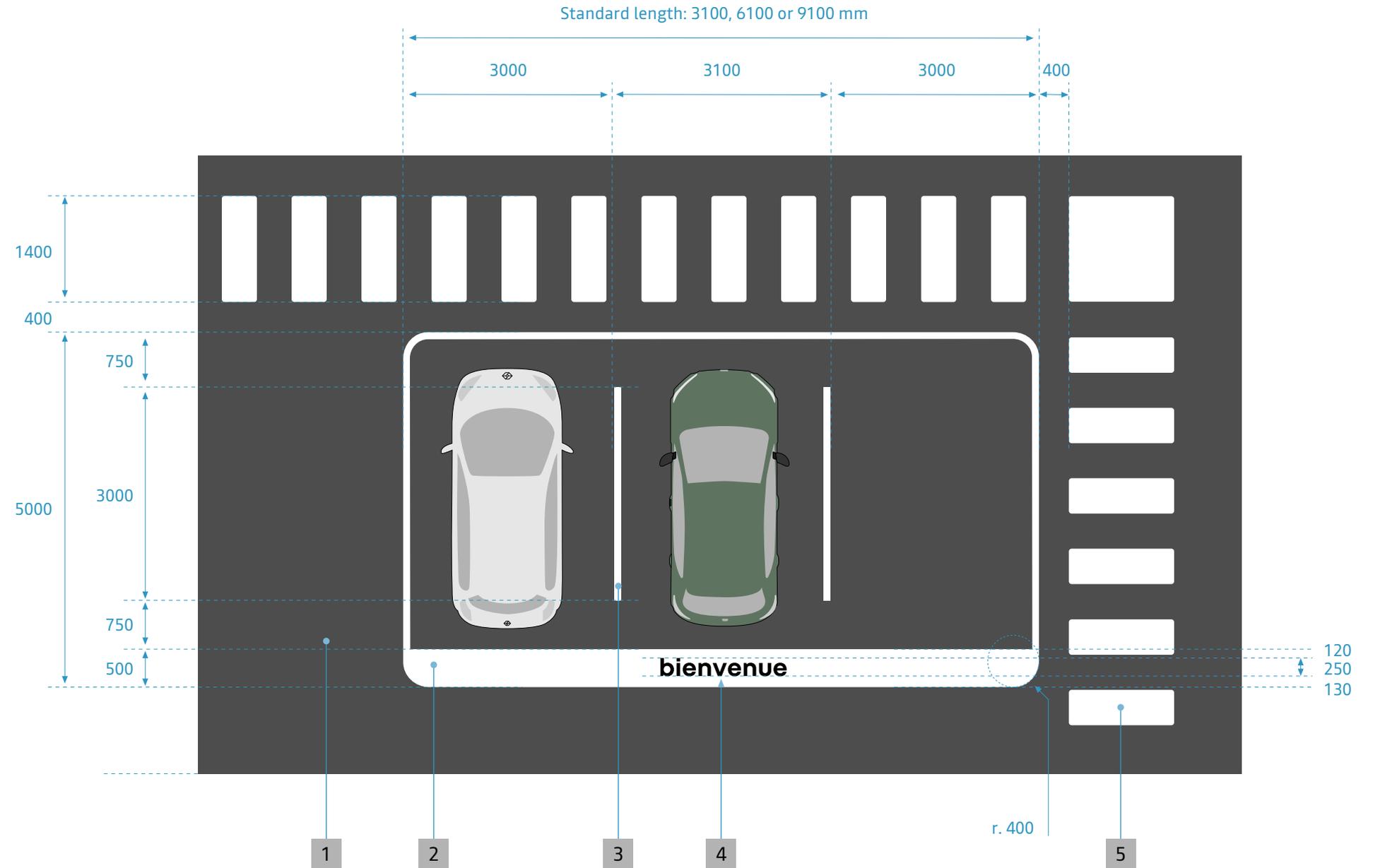
IDENTIFICATION PRINCIPLES

The Tour of vehicle zone is materialized by a white ground marking assigning an area of 3,000 x 5,000 per vehicle.

The separation of the different positions is by means of a white strip 3,000 mm in length.

The protected walkways painted on the ground secure the pathways for customers and staff.

- 1 Dark grey ground made of painting on cement or tiling.
- 2 RAL 9003 white strip, 400 mm width.
- 3 RAL 9003 white strip, 100 mm width.
- 4 Text "bienvenue" in Renault Group Bold typeface, black adhesive, centered in the white strip.
- 5 RAL 9003 white markings made with 2-component epoxy painting.



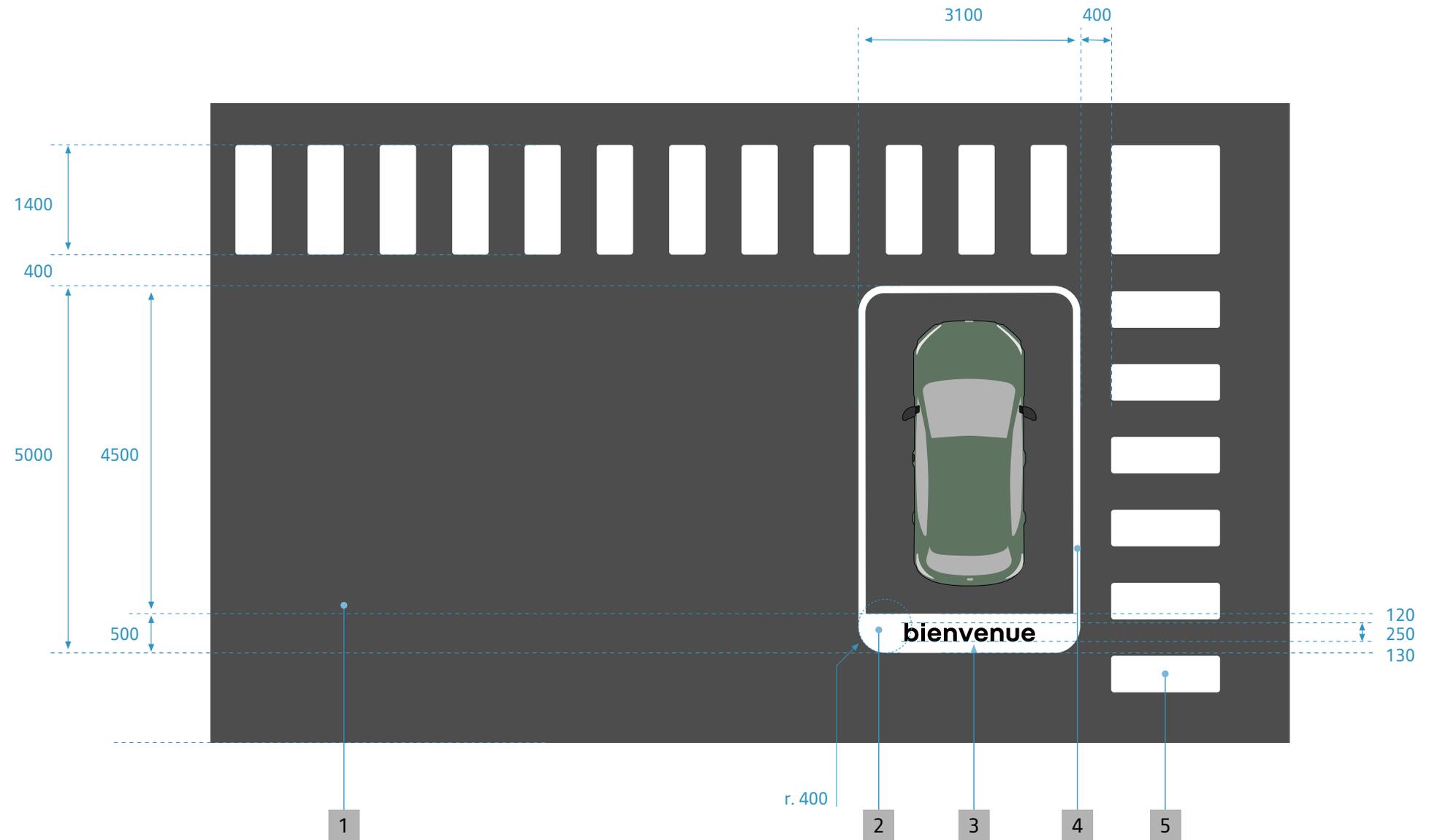
1-vehicle configuration

IDENTIFICATION PRINCIPLES

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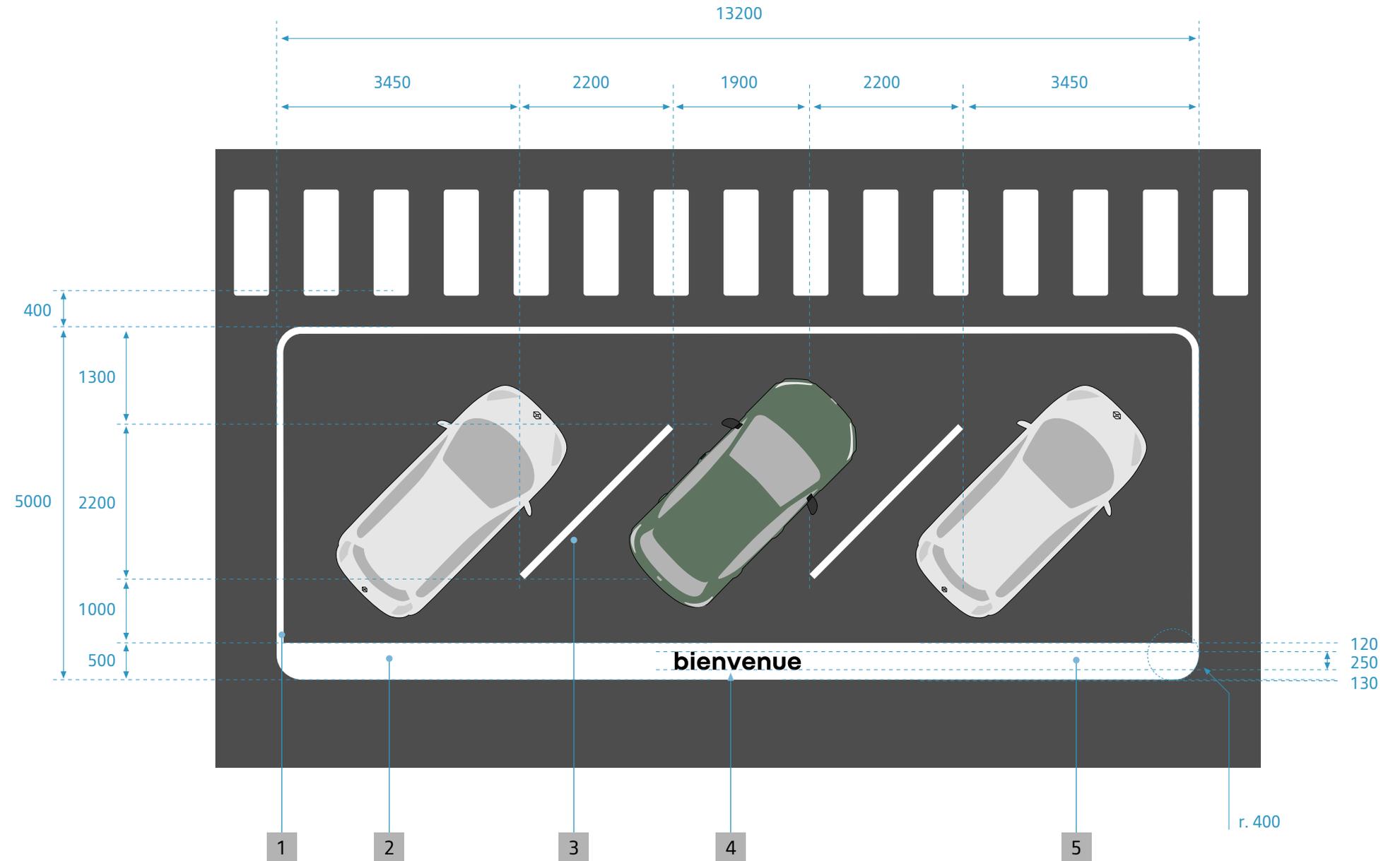
Diagonal layout

IDENTIFICATION PRINCIPLES

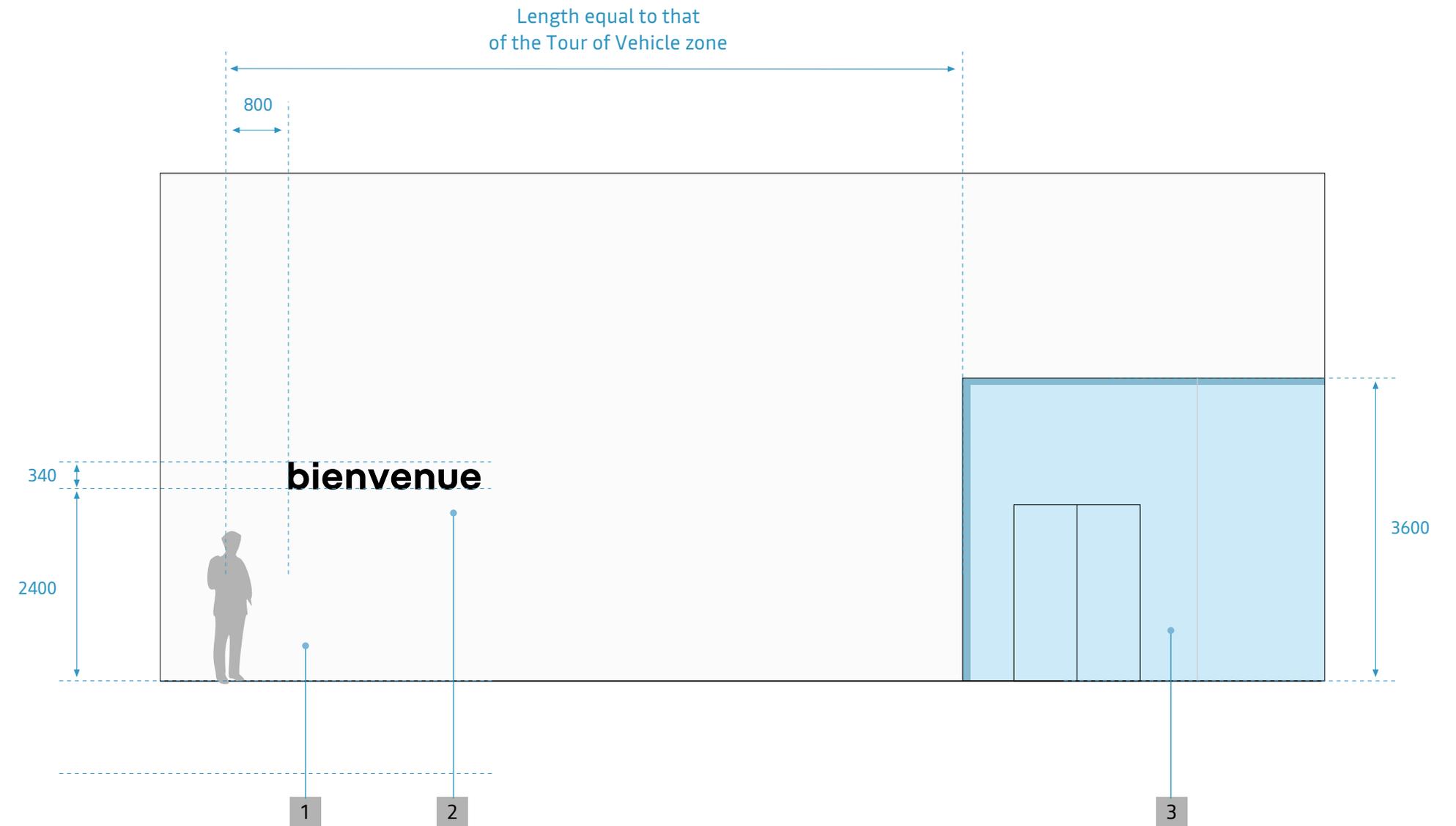
When the Tour of vehicle zone is located against a wall, vehicles can be parked in diagonal configuration at 45° for easier manoeuvring.

The principle for marking the zone is identical to that for vehicles managed in perpendicular configuration. The separation lines are angled at 45°.

- 1 Dark grey ground made of painting on cement or tiling.
- 2 RAL 9003 white strip, 400 mm width.
- 3 RAL 9003 white strip, 100 mm width.
- 4 Text "bienvenue" in Renault Group Bold typeface, black adhesive, centered in the white strip.
- 5 RAL 9003 white markings made with 2-component epoxy painting.



Optional wall marking



IMPLEMENTATION PRINCIPLES

1. The wall background is uniformly painted in matt finish RAL 9010 white.
2. A message is displayed in Pantone Black C adhesive in matt finish. Typeface is Renault Group Bold, lowercases.
3. A clear glass partition ensures the visibility of the showroom from the After-Sales Area.

10

DELIVERY AREA

What to remember?

The delivery area of a multi-brand site adopts a specific marking and visuals allowing Renault and Dacia vehicles to be presented and picked up in a same space.

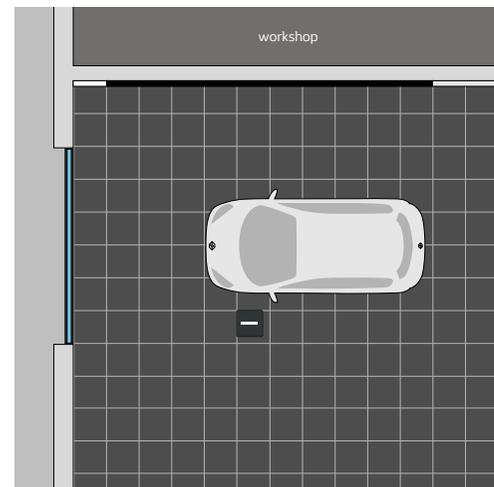
Different configurations are possible depending on the desired capacity and the shape of the delivery space.

Main configurations

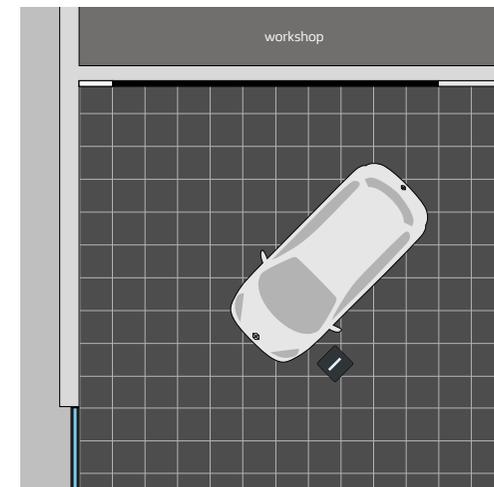
IMPLEMENTATION PRINCIPLES

In order to optimize the layouts, 3 configurations are defined. To facilitate the customer's manoeuvres, the vehicle is directed towards the way out.

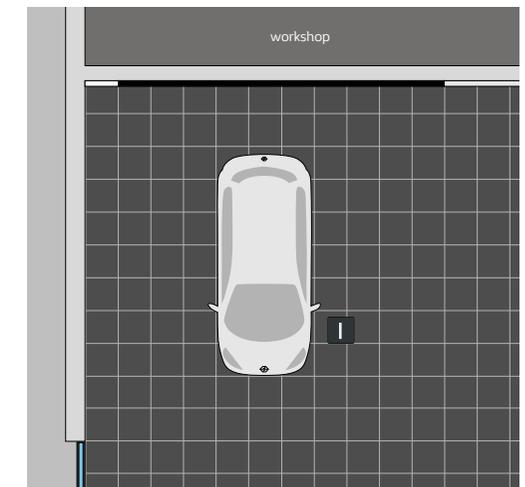
- 1 The in-line configuration aligns vehicles being delivered one behind the other in front of the exit door. It is particularly applicable for narrow delivery areas (corridor type).
- 2 In the diagonal configuration, the vehicles are presented at an angle of 45° to the exit. This requires a broader - but also shorter - delivery space than the in-line configuration.
- 3 The perpendicular configuration presents the vehicles side by side perpendicular to the back wall of the delivery area. This configuration requires more depth than the other 2 configurations.



1



2



3

Renault sites

IDENTIFICATION PRINCIPLES

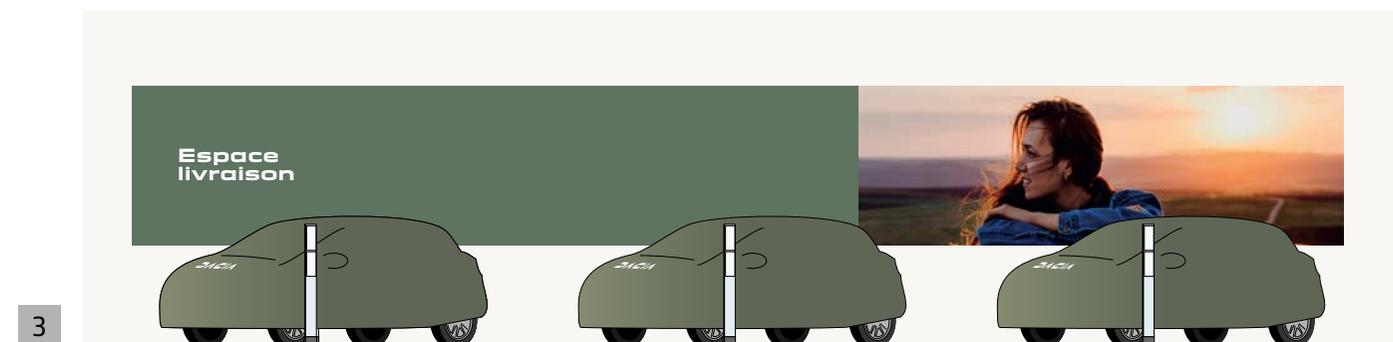
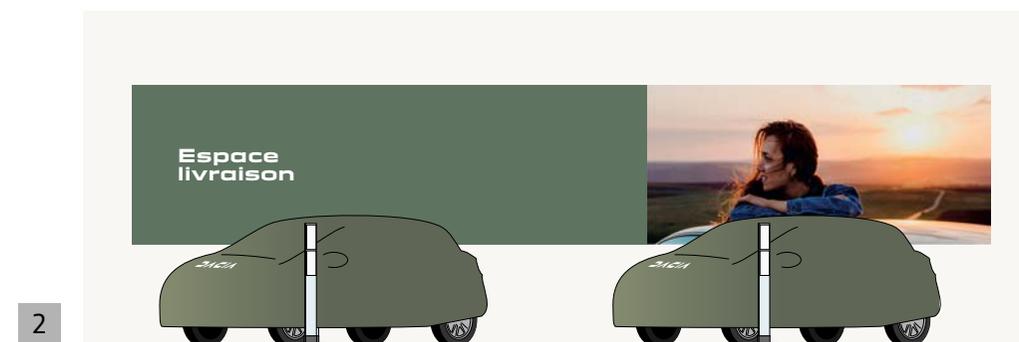
Proportion between dark grey rectangle and visual are different according to wall length.

Maximum length of visual limited to 6 m.

Typeface: Nouvel'R Bold.

- 1 Length of wall < 10 m
- 2 Length of wall from 10 to 20 m
- 3 Length of wall > 20 m





IDENTIFICATION PRINCIPLES

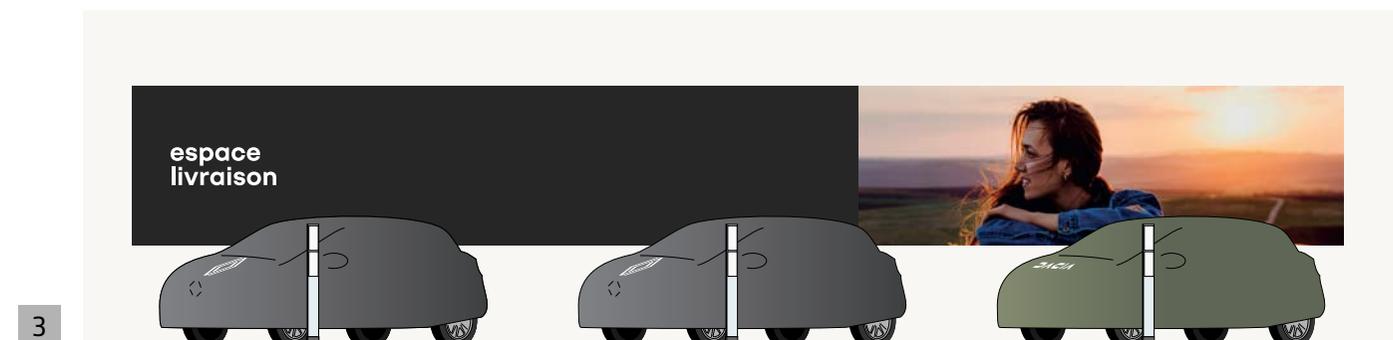
Proportion between khaki rectangle and visual are different according to wall length.

Maximum length of visual limited to 6 m.

Typeface: Dacia Block Extended Bold.

- 1 Length of wall < 10 m
- 2 Length of wall from 10 to 20 m
- 3 Length of wall > 20 m

Multi-brand sites



IDENTIFICATION PRINCIPLES

Proportion between dark grey rectangle and visual are different according to wall length.

Maximum length of visual limited to 6 m.

Typeface: Renault Group Bold.

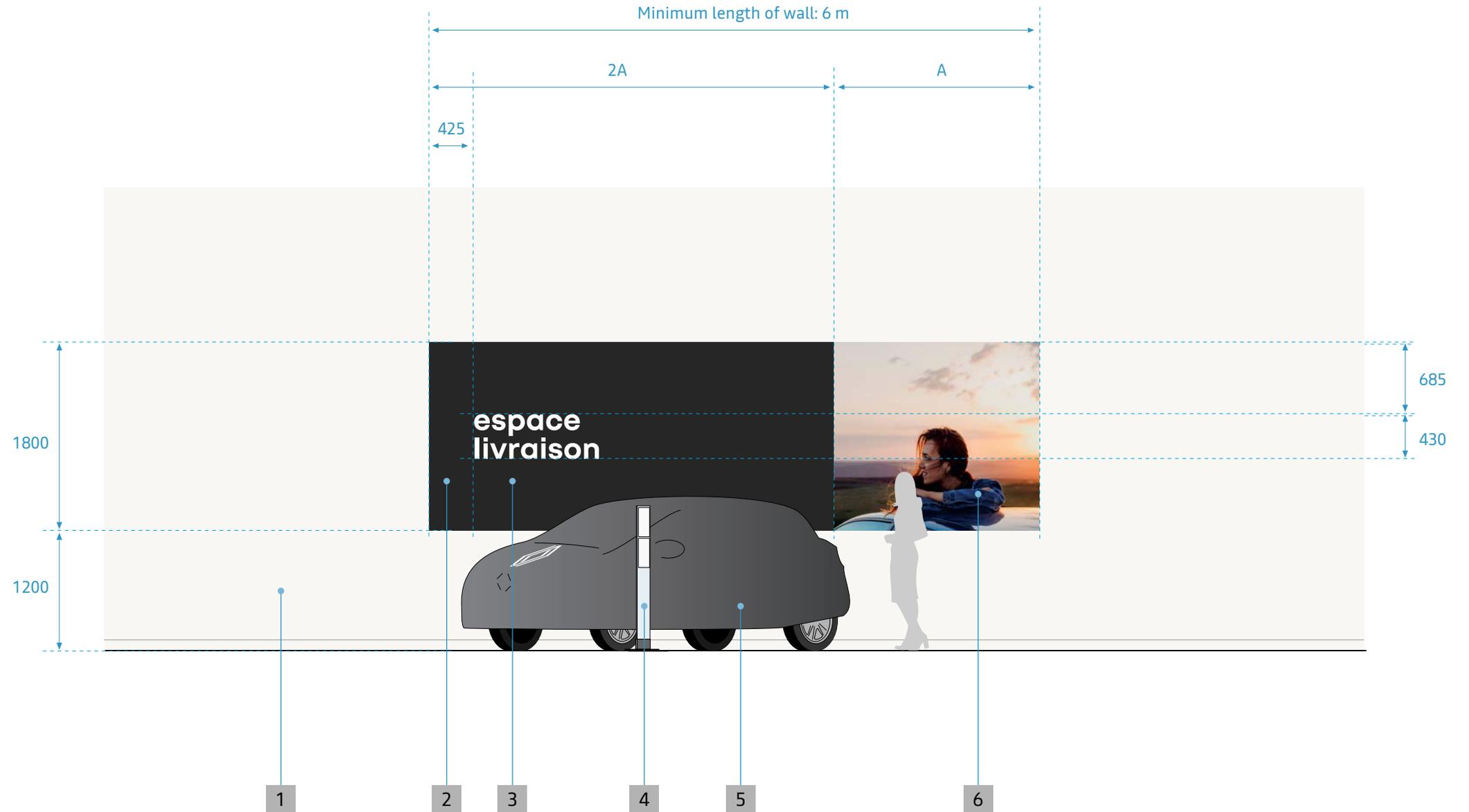
- 1 Length of wall < 10 m
- 2 Length of wall from 10 to 20 m
- 3 Length of wall > 20 m

Outlines for wall under 10m

IDENTIFICATION PRINCIPLES

- RAL 7021 dark grey rectangle painted on the wall, matt finish.
- "delivery area" marking in reverse identifies the space in the showroom.
- The wall comprises a visual in matt or satin finish printed on fabric stretched on a frame or on adhesive when the wall is completely flat.
- Proportion between visual and black wall is 1/3 : 2/3.

- 1 RAL 9010 white wall.
- 2 RAL 7021 dark grey rectangle, (silk or fine textured to easy cleaning).
- 3 "delivery area" marking in reverse white, Renault Group Bold typeface on 2 lines, left aligned.
- 4 Price display.
- 5 Branded car covers.
- 6 Renault Group visual. An HD file is available on Brand Stores site for reproduction.

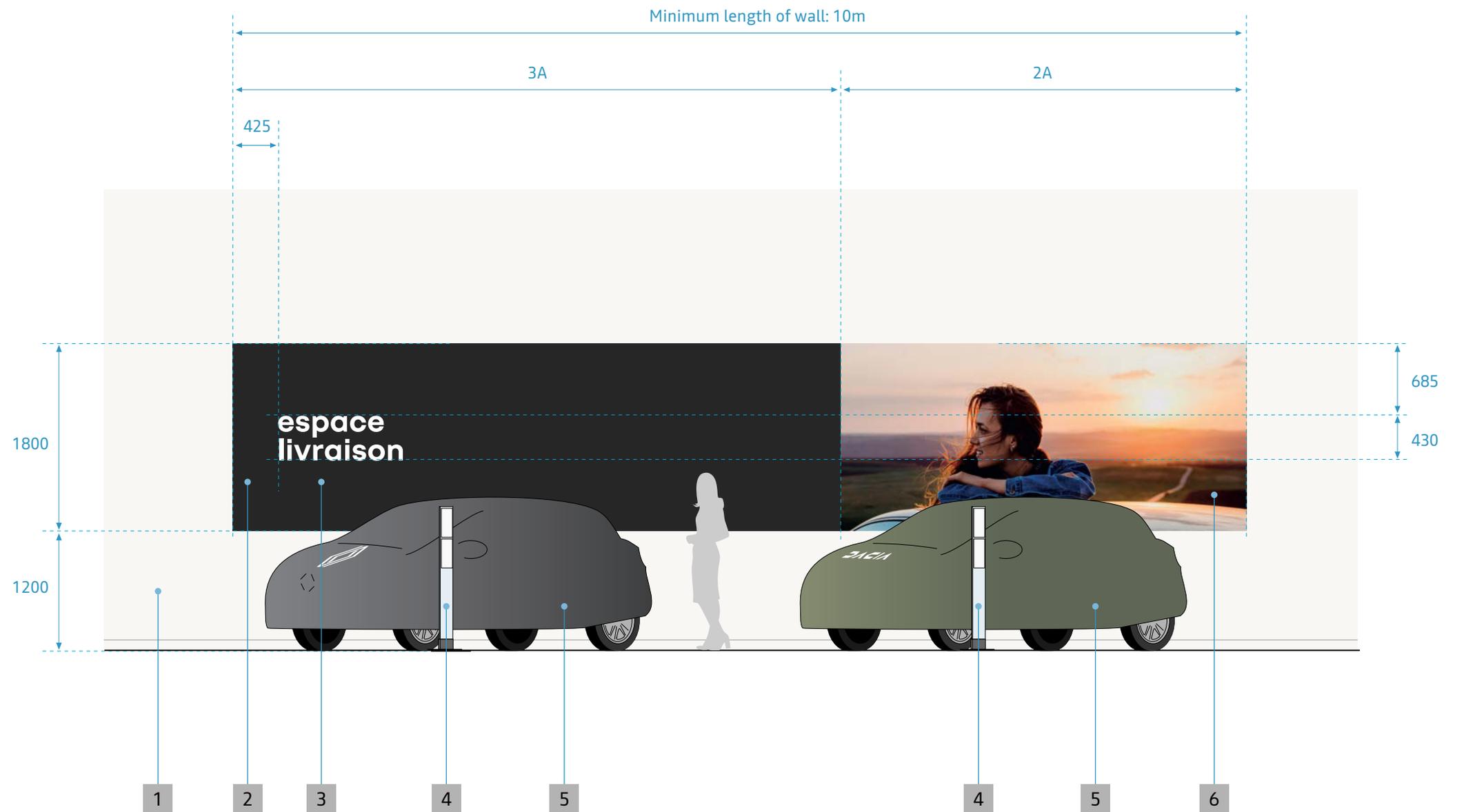


Outlines for wall from 10m to 20m

IDENTIFICATION PRINCIPLES

- RAL 7021 dark grey rectangle painted on the wall, matt finish.
- "delivery area" marking in reverse identifies the space in the showroom.
- The wall comprises a visual in matt or satin finish printed on fabric stretched on a frame or on adhesive when the wall is completely flat.
- Proportion between visual and black wall is 2/5 : 3/5.

- 1 RAL 9010 white wall.
- 2 RAL 7021 dark grey rectangle, (silk or fine textured to easy cleaning).
- 3 "delivery area" marking in reverse white, Renault Group Bold typeface on 2 lines, left aligned.
- 4 Price display.
- 5 Branded car covers.
- 6 Renault Group visual. An HD file is available on Brand Stores site for reproduction.

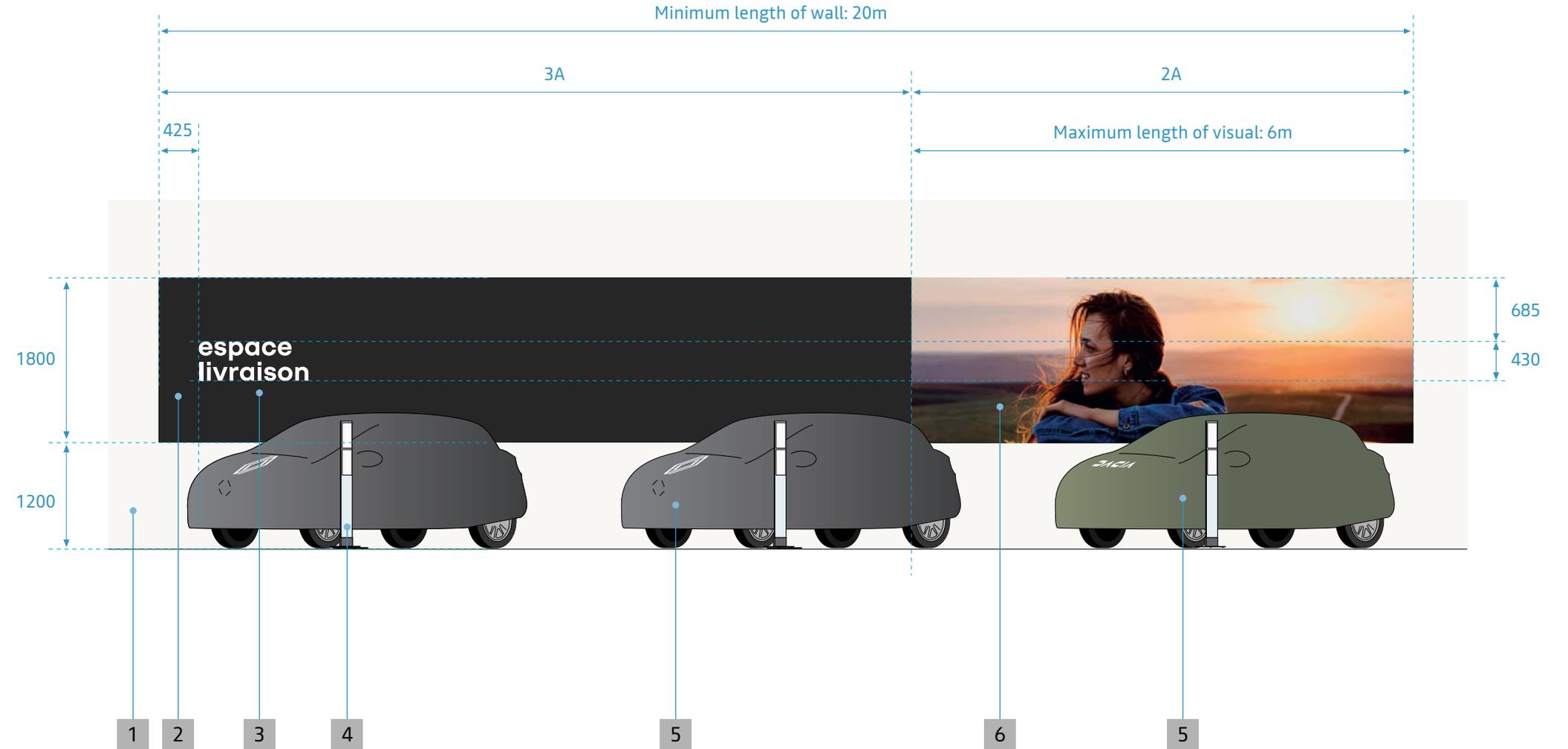


Outlines for wall more than 20m

IDENTIFICATION PRINCIPLES

- RAL 7021 dark grey rectangle painted on the wall, matt finish.
- "delivery area" marking in reverse identifies the space in the showroom.
- The wall comprises a visual in matt or satin finish printed on fabric stretched on a frame or on adhesive when the wall is completely flat.
- Proportion between visual and black wall is 2/5 : 3/5. Maximum length of visual limited to 6 m.

- 1 RAL 9010 white wall.
- 2 RAL 7021 dark grey rectangle, (silk or fine textured to easy cleaning).
- 3 "delivery area" marking in reverse white, Renault Group Bold typeface on 2 lines, left aligned.
- 4 Price display.
- 5 Branded car covers.
- 6 Renault Group visual. An HD file is available on Brand Stores site for reproduction.

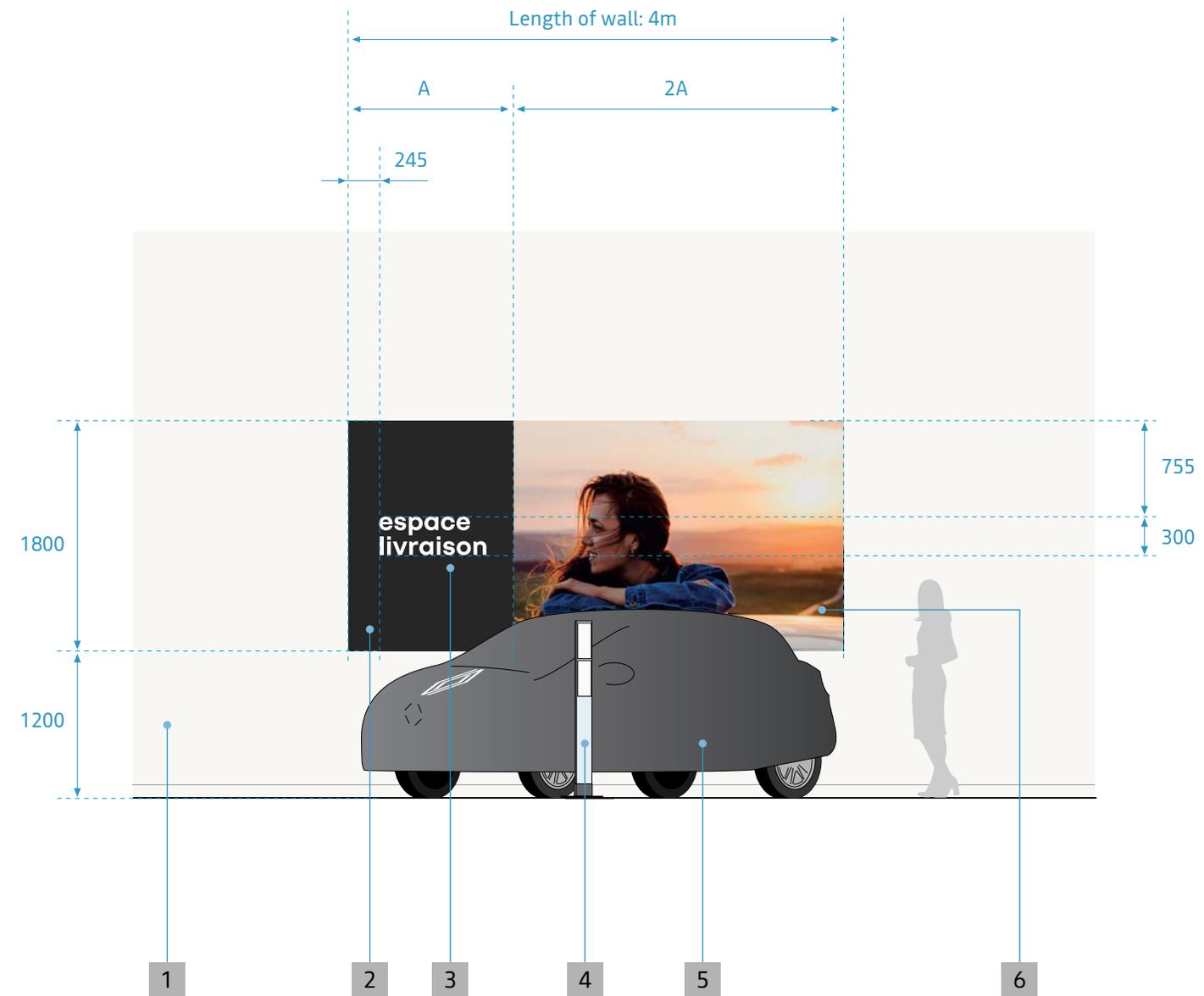


Special case • outlines for 4m wall

IDENTIFICATION PRINCIPLES

- RAL 7021 dark grey rectangle painted on the wall, matt finish.
- "delivery area" marking in reverse identifies the area in the showroom.
- The wall comprises a visual in matt or satin finish printed on fabric stretched on a frame or on adhesive when the wall is completely flat.
- Proportion between visual and dark grey wall is 1/3 : 2/3.

- 1 RAL 9010 white wall.
- 2 RAL 7021 dark grey rectangle
- 3 "delivery area" marking in reverse white, Renault Group Bold typeface on 2 lines, left aligned.
- 4 Price display.
- 5 Branded car covers.
- 6 Renault Group visual. An HD file is available on Brand Stores site for reproduction.



Special case • use of multi-brand frescoe

PRINCIPLES

- **It is recommended that the delivery area be always separated from the showroom and visible through a glass wall.**
- As an exception, in small sites, it is possible to integrate the delivery area into the showroom near one of the side walls.
- When the delivery is not implanted against a wall in the showroom, it will be possible to use the back of either a 2x2 POS or a 3x4 fresco to identify this area depending of the dimensions of the showroom.

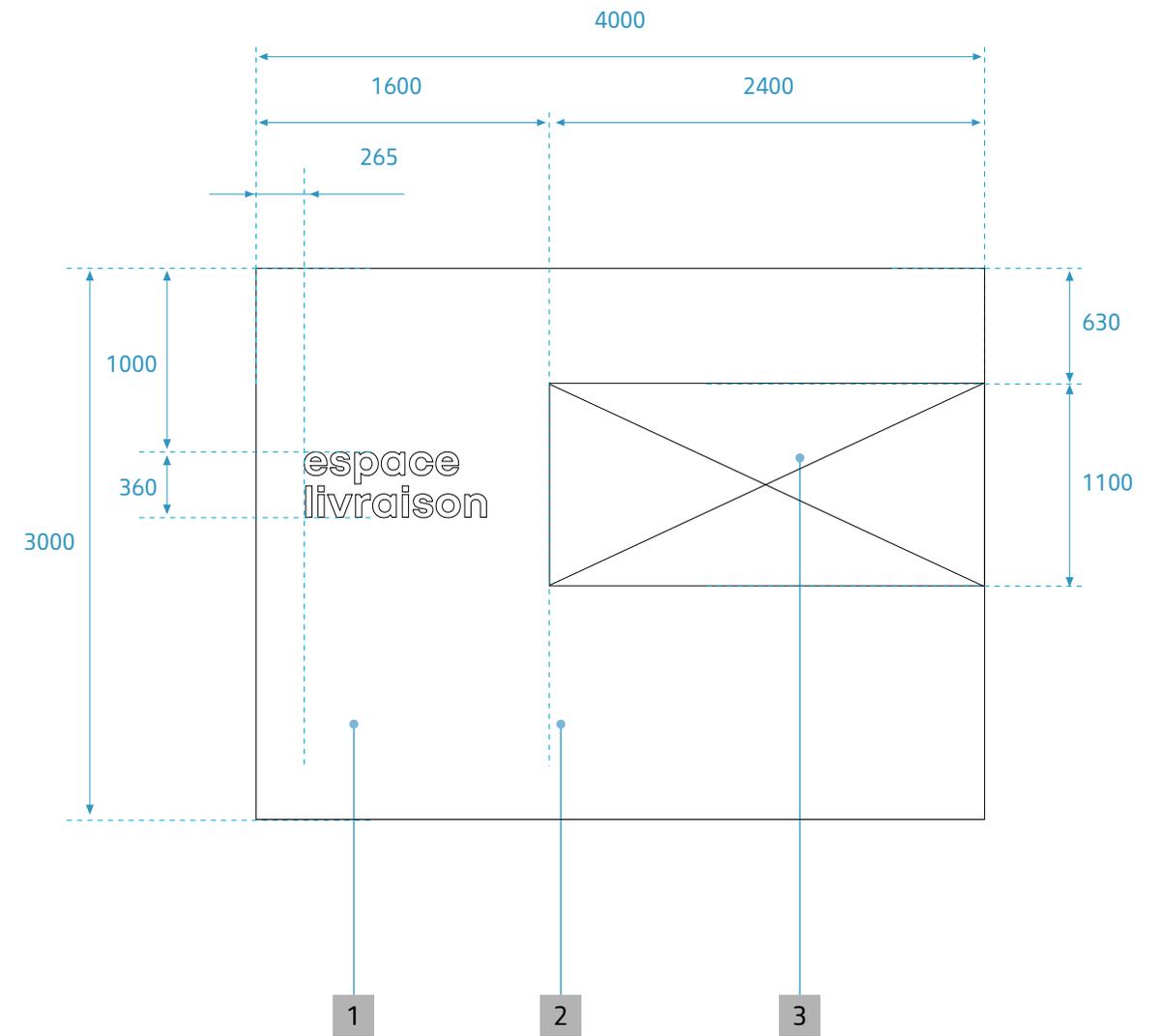
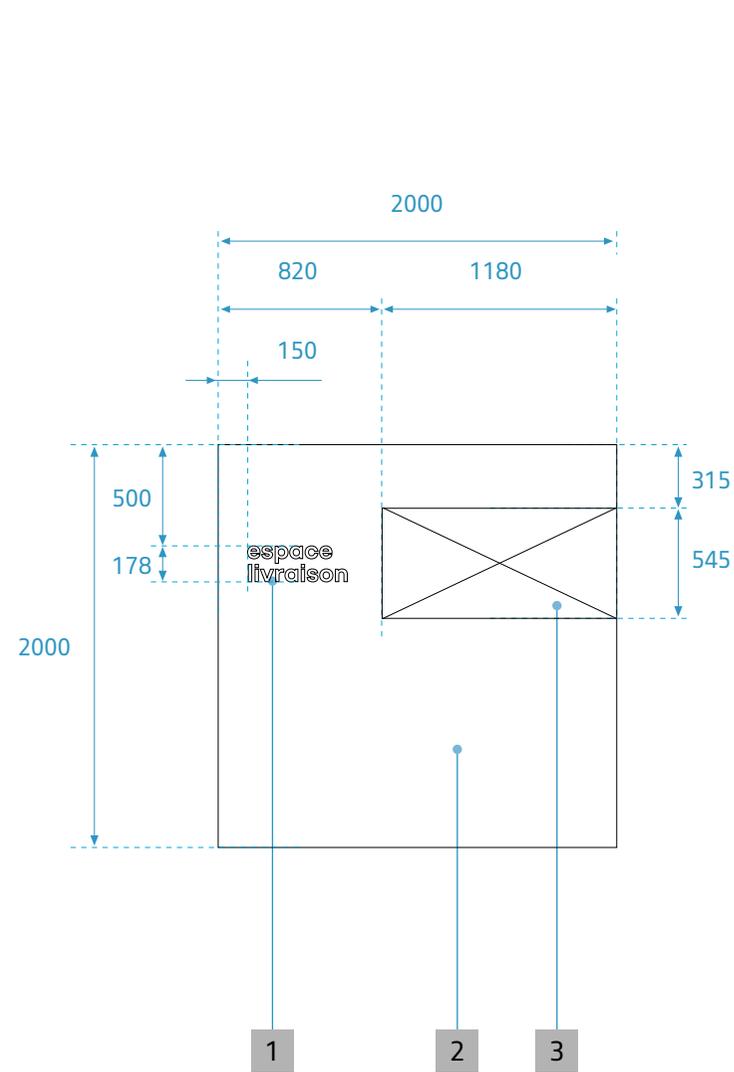
Typeface: Renault Group AH Bold.

1 2x2 POS for small showroom

2 3x4 fresco for big showroom



Special case • outlines of multi-brand frescoe



DESCRIPTION

The back face of a standard 2x2 m POS or a 3 x 4 fresco is used (same finish as for Renault product zones).

Faces are printed with matt finish on stretched fabric.

Front faces shows a visual of a product area.

- 1 "delivery area" marking in white reverse, Renault Group Bold typeface on 2 lines, left aligned.
- 2 RAL 7021 background.
- 3 Picture.

For more information

You are looking for...

Catalogs and technical specifications for the contents/media of Renault and Dacia commercial network (interior and exterior signage, interior and exterior architecture) are available on Brand Stores site.

www.brandstores.renault.com/