



EXTERIOR SIGNAGE FOR PRIMARY NETWORK

# Application Guideline

Edition V1c - January 2024

# CONTENTS

<b>01</b>	<b>General</b> .....p.3	<b>03</b>	<b>The Mini Format</b> ..... p.36
	General principles		The implementation rules
	The signage program	<b>04</b>	<b>The Core Format</b> ..... p.42
	Typical site view		The implementation rules
	The components	<b>05</b>	<b>The Maxi Format</b> ..... p.49
	The components by format		The implementation rules
	Format variations	<b>06</b>	<b>The particular facades</b> ..... p.57
<b>02</b>	<b>The components</b> ..... p.11		Facades with particular pediments
	The pre-signaling		Facades with projecting pediments
	The logotype		Facades with offset pediments
	The outline		Secondary facades or without window
	The totem		Blind facades
	The flag insigna		The prohibited solutions
	The flags		
	The showroom entrance totem		
	The dealer name		
	The workshop plate or totem		
	The service bay		
	The Test drive area		
	The display area		
	The directional panel		

# 01 General

## GENERAL

### 1.1 General principles

#### **An effective customer journey**

An organization and a hierarchy of signage elements whatever the configuration or format.

#### **A simple and obvious graphic treatment**

Readable and impactful, it makes the point of sale attractive, highlights the showroom and arouses the desire to enter it.

#### **An identifiable color universe**

The khaki color and the Dacia emblem mark out the customer journey. These codes allow brand recognition regardless of its environment.



## 1.1 The signage program

The challenge of this signage program is to increase visibility and strengthen the reputation of the Dacia brand in the primary network.

The Dacia brand can be distributed on a site dedicated to the brand or on a multi-brand site.

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

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

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

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

Flags, totems or flag signs correspond to this objective.

On large peri-urban sites, directional signage helps direct customers to the reception points and/or the services offered: Showroom, After-Sales Service are accessible from the customer car park available to visitors.

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

The signage is placed on the parts of the facades equipped with windows. Optionally, markings of blind facades can be envisaged to compensate for a lack of visibility of the main facade.

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



GENERAL

# 1.2 Typical site view



**1. THE LOGOTYPE**  
the Dacia brand,  
asserts itself on the  
facade

**2. THE OUTLINE**  
animate and customize  
the facade

**6. THE PLATE  
OR SERVICE TOTEM**  
to signal after-sales  
activity

**9. THE  
DIRECTIONAL PANEL**  
to guide the customer  
on the site

**4. THE FLAGS**  
The customer discovers  
the Dacia universe by the  
presence of flags  
from the borders

**8. THE DISPLAY  
AREA**  
an area that  
promotes new  
products

**3. THE TOTEM**  
The totem with the Dacia  
emblem creates an easily  
identifiable signal

**7. LES TEST AREA**  
a vehicle test area is  
highlighted by a marking

**5. THE ENTRANCE TOTEM**  
The showroom entrance  
is indicated by a welcome  
marking



# 1.3 The components



THE PRE-SIGNALING



THE LOGOTYPE



THE OUTLINE



THE TOTEM



THE FLAG INSIGNA



THE FLAGS



THE ENTRANCE TOTEM



THE SERVICE MARKING



THE MULTIBRAND SERVICE MARKING



THE TEST AREA





THE DISPLAY AREA



THE DIRECTIONAL PANEL

### 1.3 Components by format

	Mini	Core	Maxi	
THE PRE-SIGNAGE	Optional	Optional	Optional	3 possible formats depending on the location of the showroom.
THE LOGOTYPE	Mandatory	Mandatory	Mandatory	5 heights chosen according to the height of the pediments..
WHITE SHEETS UNDER THE LOGO	Optional	Optional	Optional	Necessary depending on the condition, color and nature of the existing pediment.
THE OUTLINE	Mandatory	Mandatory	Mandatory	3 widths chosen according to the height of the pediments.
THE TOTEM		Mandatory	Mandatory	The totem is recommended as the first choice for the Core and Maxi formats.
THE FLAG INSIGNA	Mandatory	Optional	Optional	The flag insigna is used when the installation of the totem is not possible.
THE FLAG		Mandatory	Mandatory	Different location in single-brand site and multi-brand site.
THE ENTRANCE TOTEM	Optional	Mandatory	Mandatory	2 heights chosen according to the visibility of the entrance door.
THE WORKSHOP WOOD PLATE	Mandatory	Mandatory	Mandatory	Can be used in Dacia single-brand sites or if dedicated Dacia bay.
THE WORKSHOP WOOD TOTEM	Optional	Optional	Optional	Replaces the wall plaque in the event of poor visibility of the workshop bay.
THE SHEET METAL WORKSHOP PLATE (DACIA LOGO)	Mandatory	Mandatory	Mandatory	Can only be used in multi-brand sites.
THE WORKSHOP BAY	Mandatory	Mandatory	Mandatory	Can only be used in the context of a workshop dedicated to Dacia.
THE TEST AREA	Mandatory	Mandatory	Mandatory	Exists in 2 versions depending on whether the site is single-brand or multi-brand.
THE DISPLAY AREA	Optional	Optional	Mandatory	Exists in 2 versions depending on whether the site is single-brand or multi-brand.
THE DIRECTIONAL PANEL	Optional	Optional	Optional	Option possible according to the specific needs of each site.

 Optional component or to be adapted according to the configuration of the site  
 Mandatory component



# 1.4 Format variations



Mini format



Core format



Maxi format

## 1.5 Colors & materials



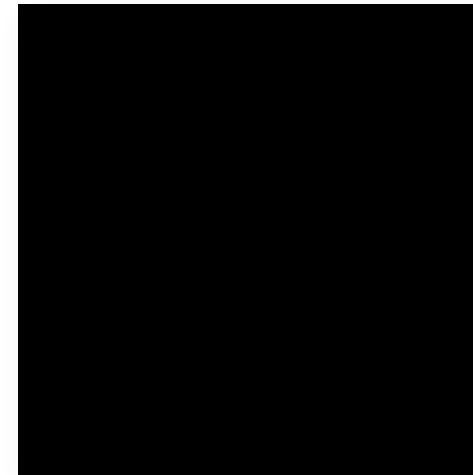
**KHAKI**  
equivalent to RAL 140 50 10

- PMMA Khaki & White, < 20% transmissive factor, matt finish outside, ref. Altuglas 126-24161.
- Pre-lacquered or post-lacquered aluminium or ACM sheet with a 30% gloss satin finish.
- Khaki adhesive in satin finish.



**WHITE**  
equivalent to RAL 9003

- White PMMA 30% diffusion, glossy finish, ref. Altuglas 100-27000.
- White adhesive in matt finish.



**BLACK**  
equivalent to RAL 9005

- PMMA Black & White 30% diffusion, matt finish outside, ref. Altuglas 126-28000.
- Black adhesive in matt finish.
- Pre-lacquered or post-lacquered aluminium sheet with matt finish.



**WOODEN PATTERN**

- Printed aluminium sheet or ACM with anti U.V varnish in satin finish.

# 02 The components

The components

## 2.0 The pre-signaling

### PRINCIPLE

In order to indicate the presence as well as the direction of the dealership, supports are installed around it.

There are 3 formats :

- 4000 x 3000 mm
- 1500 x 1000 mm
- 1200 x 1800 mm





## The components

### 2.1.1 The logotype

#### PRINCIPLE

The facade of the showroom is identified by the letters Dacia positioned on a white background framed by a khaki net (the outline).

It is necessary to install (or replace the existing white panels) with new white panels when the siding or the white masonry is in poor condition, the wave rhythm of the siding is vertical, the surface of the siding blades is strongly ribbed. It is possible to envisage a direct installation on the existing cladding on the condition of proposing a power supply.

The letters of the word Dacia are available in 5 heights:

- 210 mm: for a pediment height of less than 1200 mm,
- 297 mm: for a pediment height between 1200 and 1800 mm,
- 450 mm: for a pediment height between 1800 and 2800 mm,
- 600 mm: for a pediment height between 2800 and 3800 mm.
- 900 mm: for a pediment height greater than 3800 mm.

#### IMPLEMENTATION RULES

Except in special cases, the letters of the word Dacia are always placed to the left of the pediment of the main façade.

In the event of cohabitation with another brand on the same facade, the word Dacia will be placed opposite the other brand and therefore possibly to the right of the pediment.



The components

## 2.1.2 The logotype by night

### PRINCIPLE

In order to maintain brand recognition at night, the case letters of the logotype are backlit.

The khaki side changes to white under the effect of backlighting.



## The components

### 2.1.3 The logotype

#### PRINCIPLE

The letters of the word Dacia are available in 5 heights:

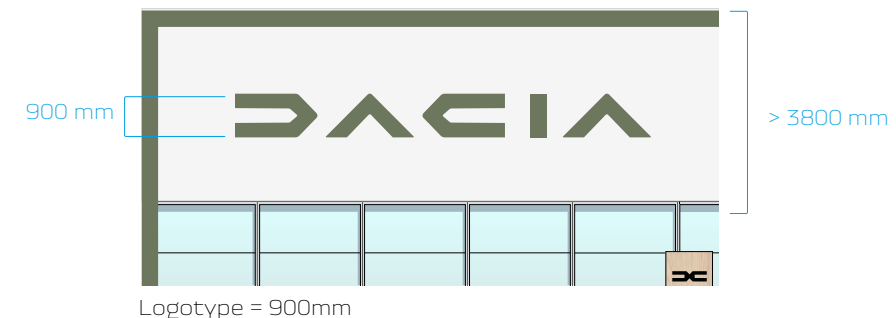
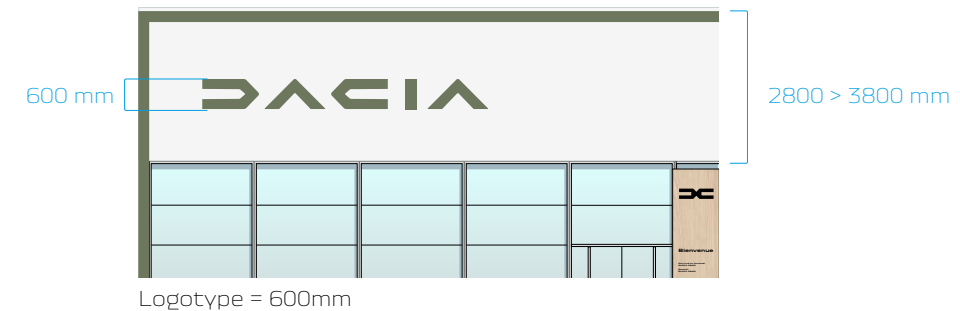
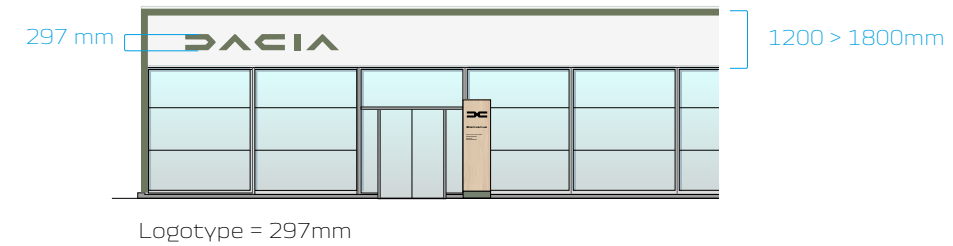
- 210 mm for a pediment height lower than 1200mm,
- 297 mm for a pediment height between 1200 and 1800mm,
- 450 mm for a pediment height between 1800 and 2800mm,
- 600 mm for a pediment height between 2800 and 3800mm.
- 900 mm for a pediment height greater than 3800mm.

#### IMPLEMENTATION RULES

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

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

The distance - left or right - of the Dacia lettering in relation to the outline is defined in the technical specifications.



## 2.1.4 The logotype of the secondary facade

### PRINCIPLE

The logotype on a secondary facade is optional.

As with the main facade, the letters of the word Dacia are available in 5 heights:

- 210mm suitable for a pediment height less than 1200mm,
- 297mm suitable for a pediment height between 1200 and 1800mm,
- 450mm suitable for a pediment height between 1800 and 2800mm,
- 600mm suitable for a pediment height between 2800 and 3800mm.
- 900mm suitable for a pediment height greater than 3800mm.

### IMPLEMENTATION RULES

On the secondary facade, the Dacia lettering is located as close as possible to the connection angle with the main facade.





## The components

### 2.2.1 The outline

#### PRINCIPLE

The outline is positioned under the acroterion.

- The top of the green frame is aligned with the top of the Renault mesh when it exists on the facade.
- The vertical upright of the frame is installed against the frame of the Renault mesh in edge-to-edge mode
- The thickness of the green frame is 80 mm.

#### IMPLEMENTATION RULES

The width of the net is governed by the following rule:

- For facades where the height of the pediment is less than 1800 mm, the green frame is 250 mm wide.
- For facades where the height of the pediment is between 1800 mm and 3800 mm, the green frame is 300 mm wide.
- For facades where the height of the pediment is greater than 3800 mm, the green frame is 400 mm wide.



## The components

### 2.2.2 The outline

#### PRINCIPLE

3 widths:

- 250 mm suitable for pediment  $\leq 1800$  mm
- 300 mm suitable for pediment  $1800 > 3800$  mm
- 400 mm suitable for pediment  $> 3800$  mm

As far as possible, the objective is to ensure visual continuity between the upper part (frontage) and the lower part (window frame).

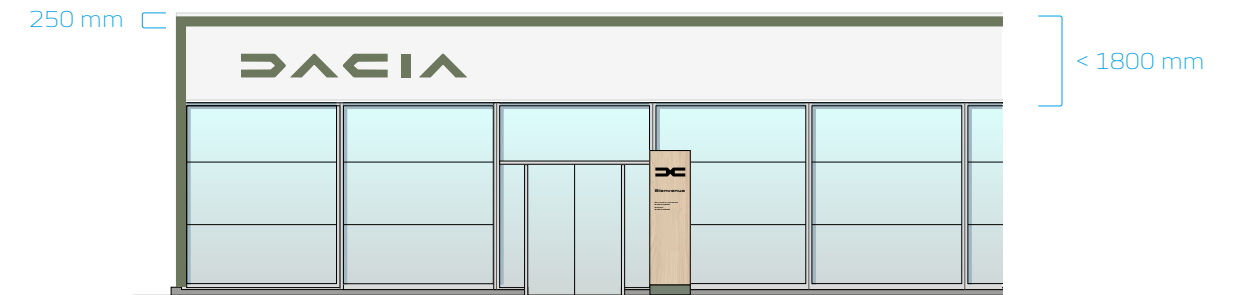
The front faces of the green frame present on the same facade are aligned with each other.

#### SPECIAL CASES

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

- Up to a projection of 250 mm, the green frame will be attached to the window or glued to the glazing.
- Beyond 250 mm, optionally and on a case-by-case basis, it will be possible to use a vertical structure taken from the ground.

Exceptionally, when the regulations prohibit the presence of supports projecting from the glass facade, the green frame will be interrupted at the level of the facade pediment and will not go down to the foot of the window.





## The components

### 2.3.1 The totem

#### PRINCIPLE

The Dacia site is identified by its institutional totem or, failing that, by a flag sign.

Bearing the Dacia emblem, it is an essential element for brand recognition in the network.

2 totem formats are available depending on the environment in which it is integrated, particularly in multi-brand sites or cohabitation with a Renault showroom:

4.5m pole

6.5m pole

The Dacia emblem is backlit to maintain its recognition at night.

#### IMPLEMENTATION RULES

The totem is placed on a concrete block.

It is always installed perpendicular to the traffic lane.

It is placed in line with the entrance to the showroom when it is present.

The totem must always be at least 12m away from the totem of another brand.

#### FOR USE IN FORMATS:

- Core
- Maxi





The components

## 2.3.2 The totem by night

### PRINCIPLE

In order to maintain brand recognition at night, the Dacia emblem is backlit.





## 2.3.3 The totem

### 2 SIZES

- 4.5m pole
- 6.5m pole

### LAYOUT DETAIL

The totem is always perpendicular to the path.

The Dacia emblem on a khaki background is always on the side of the track.

In case of cohabitation with another brand, a distance of 12m between each totem must be respected.



## 2.4 The flag insigna

### PRINCIPLE

The sign must be used when the totem cannot be installed. It has the same function as the totem.

3 sizes:

680mm

1150mm

1620mm

### Implementation rules

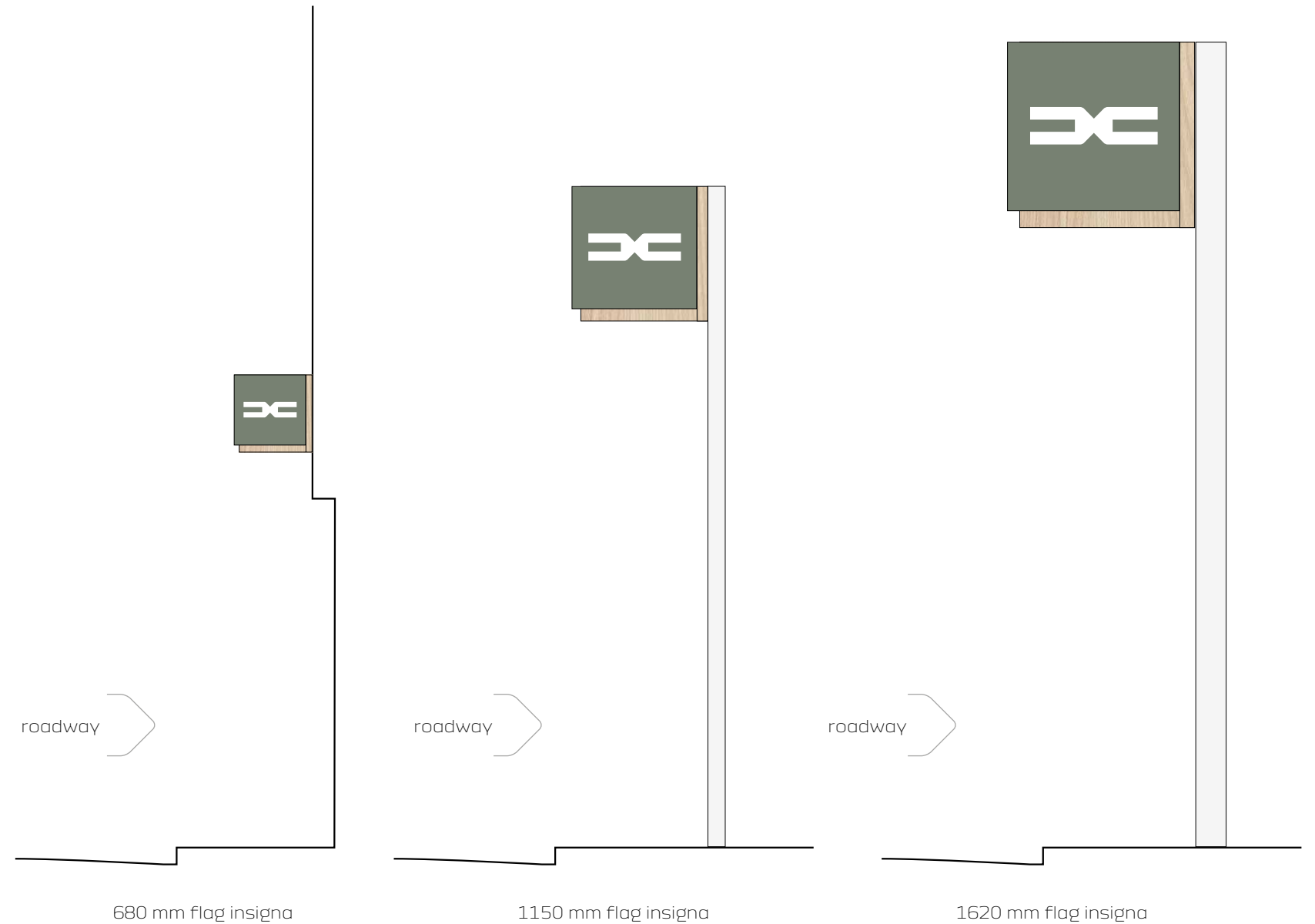
The 680 mm sign is recommended for the facades of urban sites.

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

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

### FOR USE IN FORMATS:

- Mini
- Core
- Maxi



## The components

### 2.5.1 The flags

#### PRINCIPLE

The flags aim to structure the outdoor space and improve the visibility of the dealership.

They are the identifying elements of the Dacia brand when approaching the site.

The flags are available in 2 types of formats:

- 6 x 1.5 m flags for 12 m masts
- 5 x 1.5 m flags intended for 10 m masts.

#### IMPLEMENTATION RULES

They are always installed, at the property boundary in groups of 3, perpendicular to the road axis and according to a precise rhythm, starting from the traffic lane:

- WELCOME
- Pattern
- DACIA

A minimum distance of 3.5 m should be observed between each pole in order to highlight the elements and avoid any deterioration during strong winds.

#### FOR USE IN FORMATS:

- Core
- Maxi





## The components

### 2.5.2 The flags x3

#### 2 SIZES:

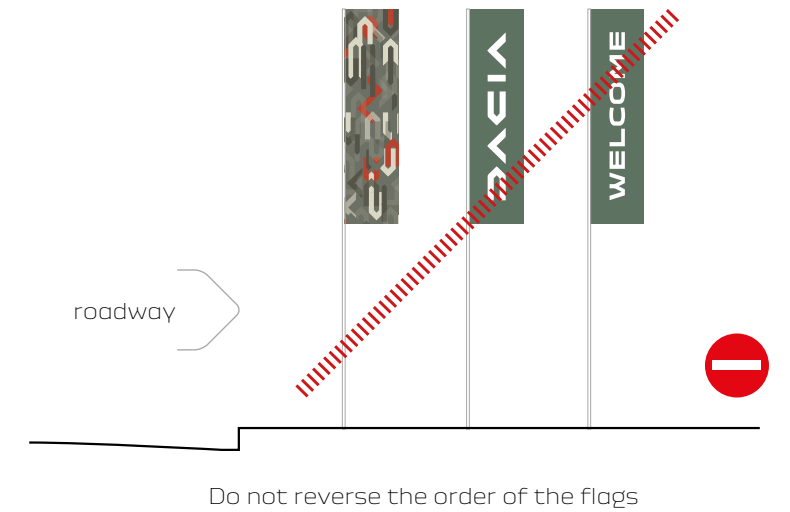
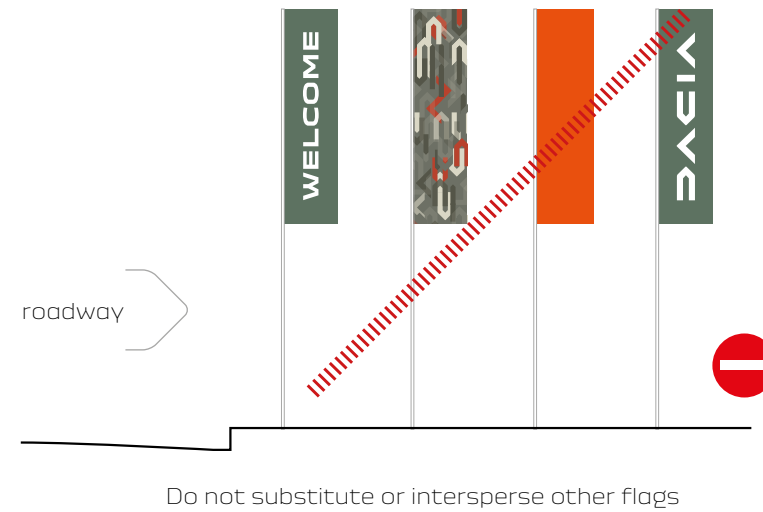
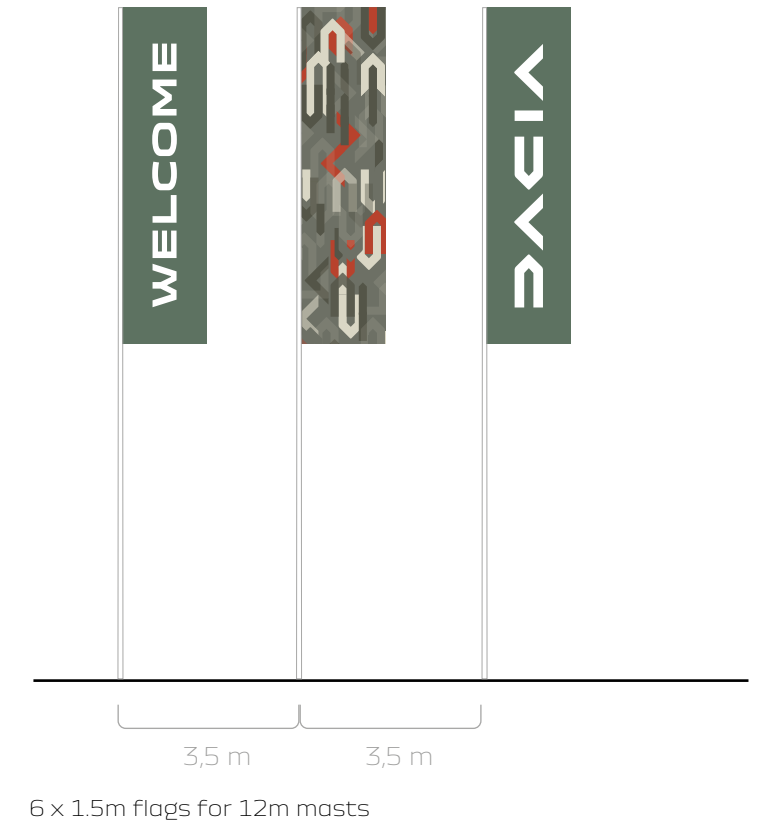
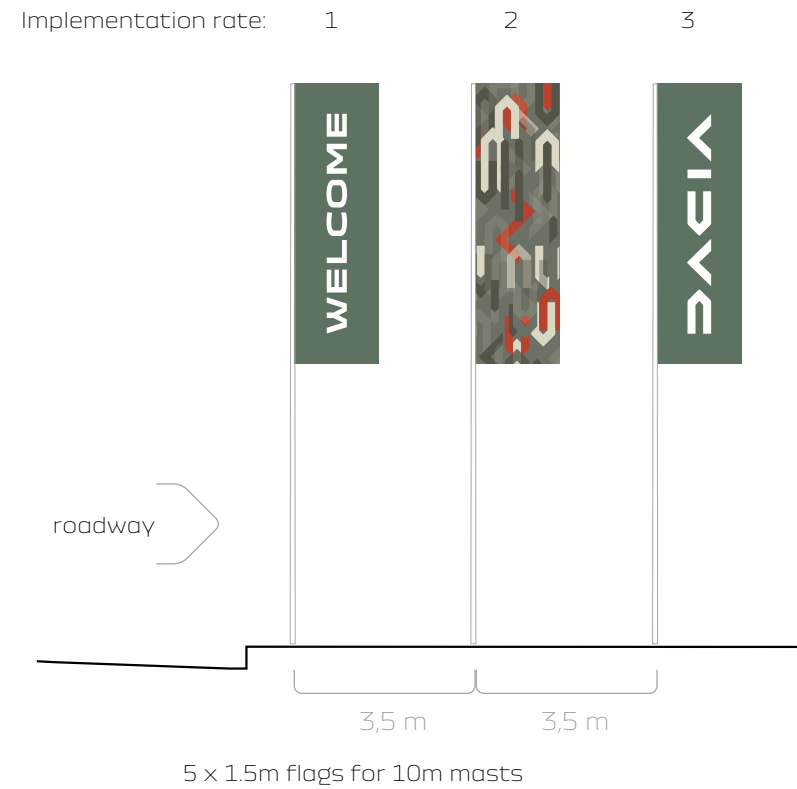
- 5 x 1.5 m flags intended for 10 m masts
- 6 x 1.5 m flags for 12 m masts

#### LAYOUT DETAIL

The layout of the flags is defined according to the following order starting from the taxiway:

- WELCOME
- Pattern
- DACIA

Cohabitation: no other flag may be interposed or substituted in this group.



## The components

### 2.5.3 The flags x5

#### FORMAT

2 sizes:

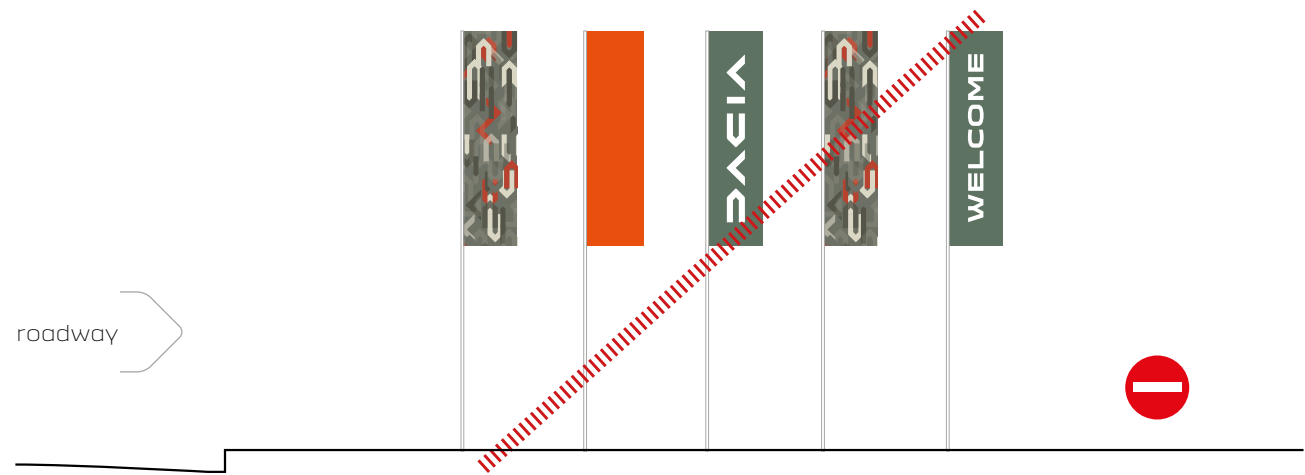
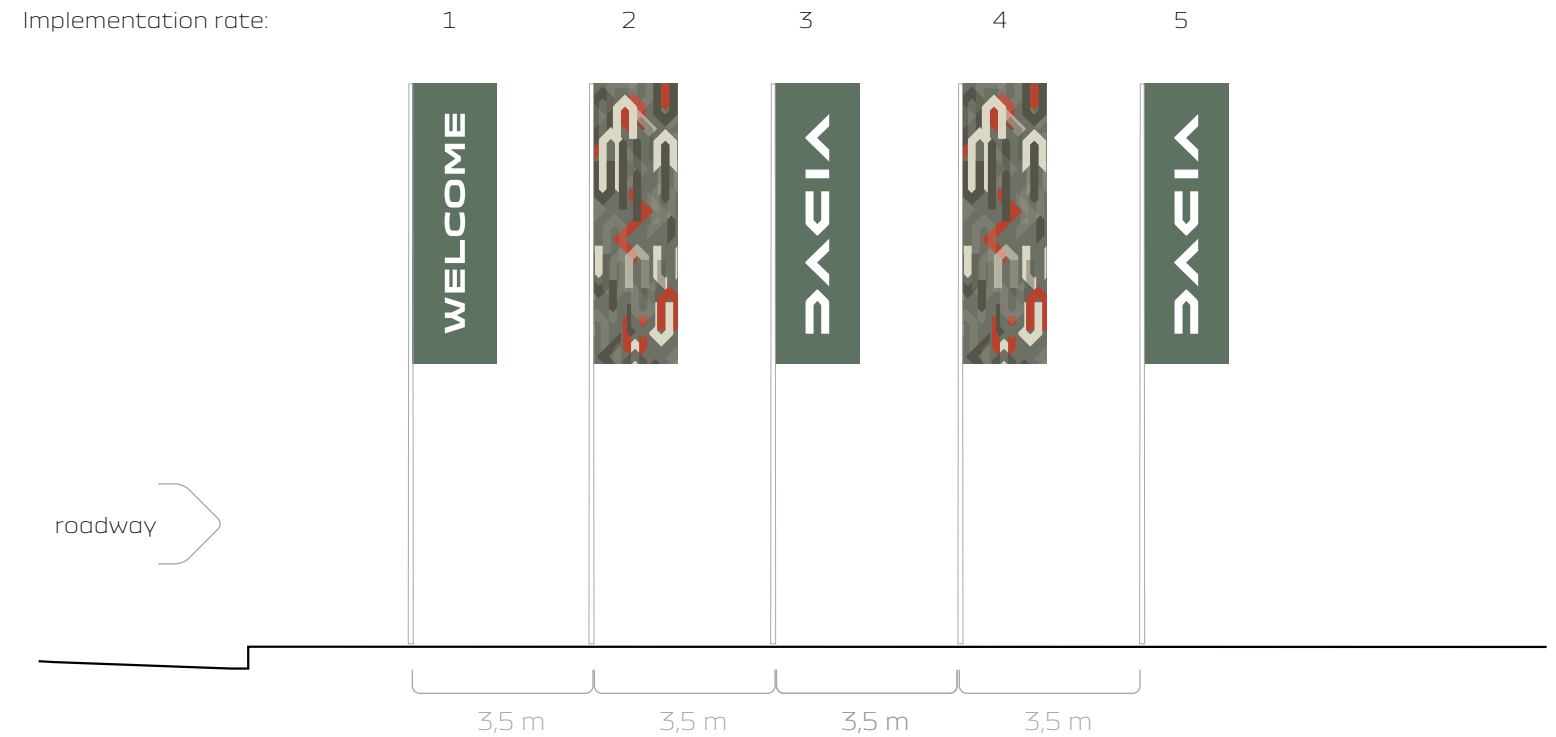
- 5 x 1.5 m flags intended for 10 m masts
- 6 x 1.5 m flags for 12 m masts

#### LAYOUT DETAIL

The layout of the flags is defined according to the following order starting from the taxiway:

- WELCOME
- Pattern
- DACIA
- Pattern
- DACIA

Cohabitation: no other flag may be interposed or substituted in this group.



## 2.6.1 The showroom entrance totem

### PRINCIPLE

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

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

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

### IMPLEMENTATION RULES

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

NOTE: Adhesive markings are present on the entrance doors. These are mandatory regulatory elements aimed at user safety.

2 strips of motifs are placed on the entrance doors of the showrooms.





## 2.6.2 The showroom entrance totem

### PRINCIPLE

- The basic element has a height of 2400 mm usable on showcases whose height is between 2400 and 3600 mm.
- As an option, a 3600 mm element can be used for very high facades with a glazing height greater than 4000 mm.



The entrance totem from 2400 mm



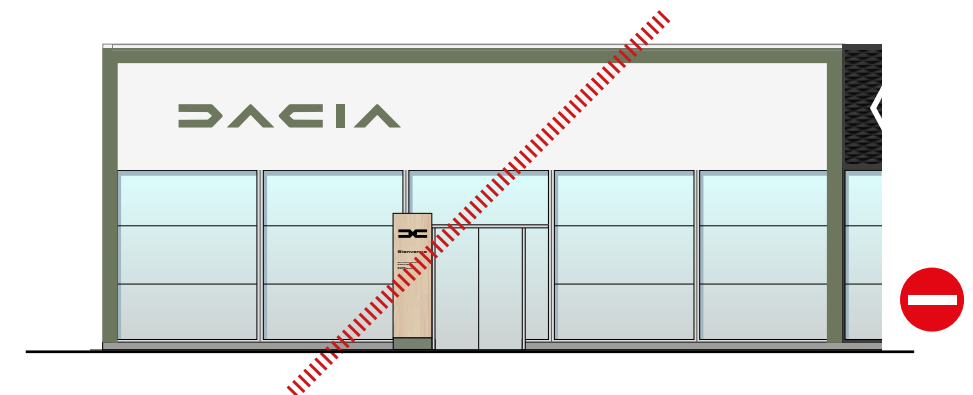
The entrance totem from 3600 mm

### IMPLEMENTATION RULES

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



The entrance totem is not adapted to the height of the facade



The entrance totem must not be under the logotype

The components

## 2.7 The dealer name

### PRINCIPLE

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

### IMPLEMENTATION RULES

The proportions between the height of the Dealer Name and that of the Dacia logotype are defined and immutable: the Dealer Name is centered vertically in relation to the logotype, the letters have a height equal to 30% of the height of the Dacia logotype.



The components

## 2.8.1 The workshop plate

### PRINCIPLE

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

### IMPLEMENTATION RULES

The Dacia Service plate is located next to the workshop bay closest to the Service reception.





## 2.8.2 The workshop totem

### PRINCIPLE

To increase the visibility of Dacia after-sales activity, the wall plate can be replaced by a 2400 mm high totem.

### IMPLEMENTATION RULES

The Dacia Service totem is located next to the workshop window closest to the Service reception.



## 2.8.3 The multibrand workshop plate

### PRINCIPLE

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

### IMPLEMENTATION RULES

The Dacia Service plate is located next to the Renault's workshop bay.



## 2.9 The service bay

### PRINCIPLE

When a workshop bay is dedicated to the maintenance of Dacia vehicles, this workshop bay is fitted with a white frame.

Above the workshop door, a white banner bears the words Service in Dacia typography

### IMPLEMENTATION RULE

The Workshop marking is always centered above the openings.





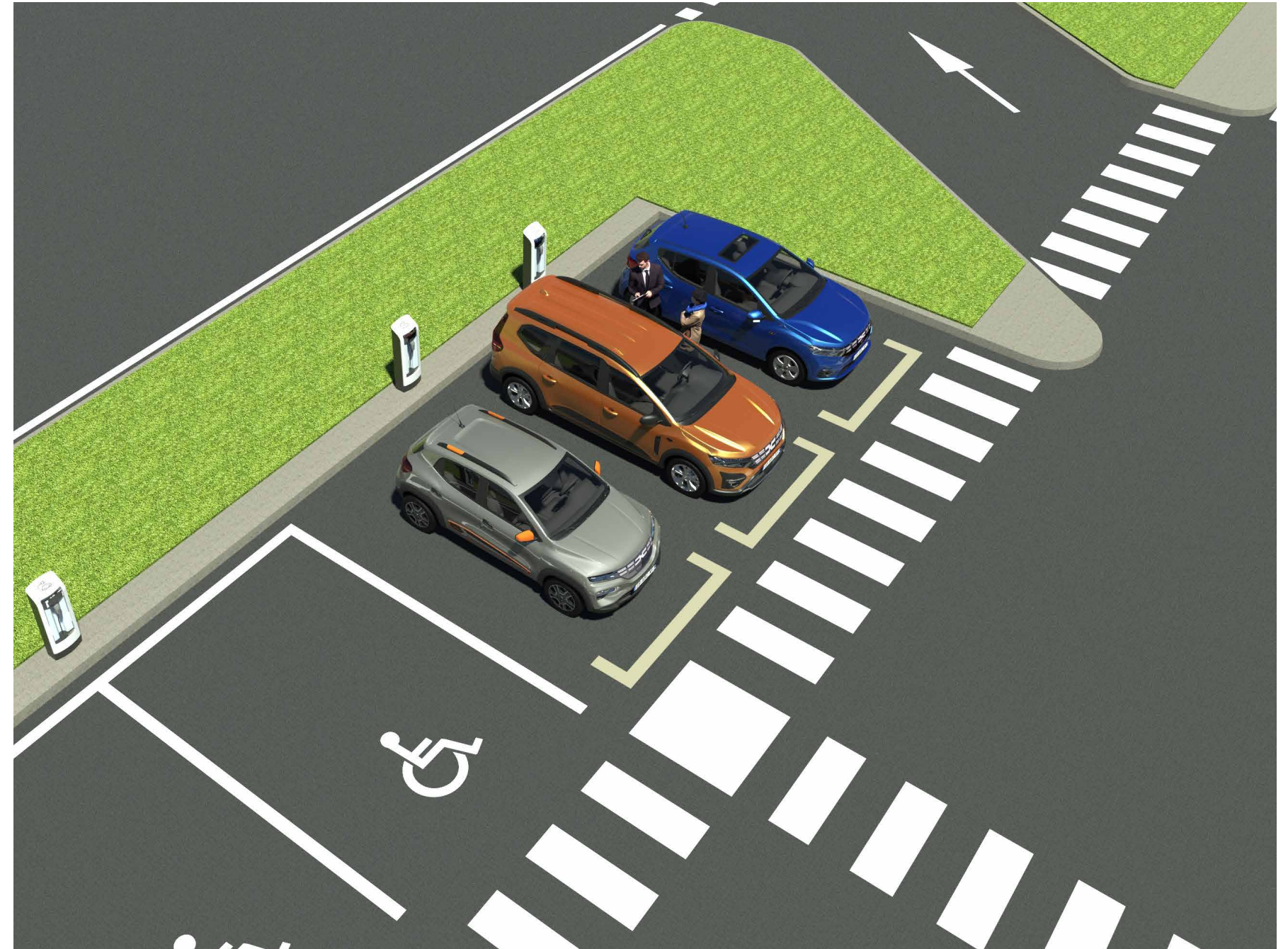
## 2.10 The test area

### PRINCIPLE

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

### IMPLEMENTATION RULES

Markings are placed in front of visitors.  
Vehicles are always parked forward.





The components

## 2.11 The display area

### PRINCIPLE

The vehicle making the news of the brand is highlighted by a distinct marking of the test and parking area

This area is isolated from the car parks by a solid ground or by sufficient space, from the other car parks.

### IMPLEMENTATION RULES

This area is preferably placed at the entrance to the site. The vehicle is parked in forward gear, perpendicular to the traffic axis.





## 2.12 The directional panel

### PRINCIPLE

The purpose of the directional signage is to guide customers in their movements on the sites.

It should only be used in rare cases where the complexity of traffic makes this guidance necessary.

Directional signage is optional and does not depend on the format of the Dacia site.

This element is common with Renault signage. Only the typography used (Renault Group) differs.

### IMPLEMENTATION RULES

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

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














# 03 The Mini format



### 3.0 The components

**FORMAT DEFINITION**

The Mini format is the first formalization of a Dacia showroom in principle less than 100 m<sup>2</sup> and presenting 2 vehicles.

The signage of the Mini format is adapted to the configuration of the site in which it is integrated (multi-brand cohabitation or stand alone site).

<b>THE LOGOTYPE</b>		5 heights chosen according to the height of the pediments.
<b>WHITE SHEETS UNDER THE LOGO</b>		Necessary depending on the condition, color and nature of the existing pediment.
<b>THE OUTLINE</b>		3 widths chosen according to the height of the pediments.
<b>THE FLAG INSIGNA</b>		The flag sign suitable for urban sites.
<b>THE ENTRANCE TOTEM</b>		Usable if independent entrance door or Dacia monobrand site.
<b>THE WORKSHOP WOOD PLATE</b>		Can be used in Dacia single-brand sites or if dedicated Dacia bay.
<b>THE WORKSHOP WOOD TOTEM</b>		Replaces the wall plaque in the event of poor visibility of the workshop bay.
<b>THE SHEET METAL WORKSHOP PLATE (DACIA LOGO)</b>		Can only be used in multi-brand sites.
<b>THE WORKSHOP BAY</b>		Can only be used in the context of a workshop dedicated to Dacia.
<b>THE TEST AREA</b>		Exists in 2 versions depending on whether the site is single-brand or multi-brand.
<b>THE DIRECTIONAL PANEL</b>		Option possible according to the specific needs of each site.

-  Optional component or to be adapted according to the configuration of the site
-  Mandatory component



### 3.1 General view

**PRINCIPLE**

The Mini Format is the first formalization of the Dacia showroom. Its format is restricted. It contains between 2 and 3 vehicles.

Except in exceptional cases or for functional reasons, the facade does not have an independent entrance.



## 3.2 The facade

### PRINCIPLE

The Dacia front of the Mini format is proportional to the surface available in the showroom.

The Dacia facade is between 6 and 14 linear meters depending on the configuration.



### 3.3 The after-sales

**PRINCIPLE**

The Mini Format is often associated with a Renault dealership.

When there is no bay specially dedicated to Dacia after-sales activity, a Dacia sheet metal plate is placed next to the Renault service bay.





### 3.4 The test area

**PRINCIPLE**

2 outdoor spaces are reserved for testing certain vehicles in the Dacia range.

The area identified by floor markings is placed near the window of the Dacia showroom.



















# 04 The Core Format

## 4.0 The components

### FORMAT DEFINITION

The Core Format is a Dacia showroom between 100 and 200 m<sup>2</sup> and presenting 3 to 4 vehicle vehicles.

The Core format signage is adapted to the configuration of the site in which it is integrated (multi-brand cohabitation or autonomous site).

THE LOGOTYPE		5 heights chosen according to the height of the pediments..
WHITE SHEETS UNDER THE LOGO		Necessary depending on the condition, color and nature of the existing pediment.
THE OUTLINE		3 widths chosen according to the height of the pediments.
THE TOTEM		The totem is recommended as the first choice for the Core and Maxi formats.
THE FLAG INSIGNA		The flag insigna is used when the installation of the totem is not possible.
THE FLAG		Different location in single-brand site and multi-brand site.
THE ENTRANCE TOTEM		2 heights chosen according to the visibility of the entrance door.
THE WORKSHOP WOOD PLATE		Can be used in Dacia single-brand sites or if dedicated Dacia bay.
THE WORKSHOP WOOD TOTEM		Replaces the wall plaque in the event of poor visibility of the workshop bay.
THE SHEET METAL WORKSHOP PLATE (DACIA LOGO)		Can only be used in multi-brand sites.
THE WORKSHOP BAY		Can only be used in the context of a workshop dedicated to Dacia.
THE TEST AREA		Exists in 2 versions depending on whether the site is single-brand or multi-brand.
THE DISPLAY AREA		Exists in 2 versions depending on whether the site is single-brand or multi-brand.
THE DIRECTIONAL PANEL		Option possible according to the specific needs of each site.

 Optional component or to be adapted according to the configuration of the site

 Mandatory component

The Core Format  
4.1 General view





## 4.2 The facade

### PRINCIPLE

The Core Format is suitable for Dacia showrooms of between 100 and 200 m<sup>2</sup> which accommodate 3 to 4 vehicles.

The Dacia facade is between 10 and 20 linear meters depending on the configuration.

The entrance to the showroom, which can be independent, is indicated by an entrance marking. It is formalized by a totem or an adhesive marking.





## 4.3 The flags, the totem

### PRINCIPLE

The Dacia site is identified by a group of 3 or 5 institutional flags.

The Totem is placed in the axis of the Dacia window or the entrance to the Dacia showroom if it is present.



## 4.4 The after-sales

### PRINCIPLE

When there is no bay specifically dedicated to Dacia after-sales activity, a workshop plate is placed next to the Renault service bay.





## 4.5 The test area

### PRINCIPLE

At least 3 outdoor spaces are reserved for testing certain vehicles in the Dacia range.

The area is identified by markings on the ground.





# 05 The Maxi Format















## 5.0 The components

### FORMAT DEFINITION

The Maxi Format is a Dacia showroom of more than 200 m<sup>2</sup> and presenting more than 5 vehicles.

The Maxi format signage is adapted to the configuration of the site in which it is integrated (multi-brand cohabitation or autonomous site).

It can under certain conditions be independent, its signage will be treated in an optimal way.

THE LOGOTYPE		5 heights chosen according to the height of the pediments..
WHITE SHEETS UNDER THE LOGO		Necessary depending on the condition, color and nature of the existing pediment.
THE OUTLINE		3 widths chosen according to the height of the pediments.
THE TOTEM		The totem is recommended as the first choice for the Core and Maxi formats.
THE FLAG INSIGNA		The flag insigna is used when the installation of the totem is not possible.
THE FLAG		Different location in single-brand site and multi-brand site.
THE ENTRANCE TOTEM		2 heights chosen according to the visibility of the entrance door.
THE WORKSHOP WOOD PLATE		Can be used in Dacia single-brand sites or if dedicated Dacia bay.
THE WORKSHOP WOOD TOTEM		Replaces the wall plaque in the event of poor visibility of the workshop bay.
THE SHEET METAL WORKSHOP PLATE (DACIA LOGO)		Can only be used in multi-brand sites.
THE WORKSHOP BAY		Can only be used in the context of a workshop dedicated to Dacia.
THE TEST AREA		Exists in 2 versions depending on whether the site is single-brand or multi-brand.
THE DISPLAY AREA		Exists in 2 versions depending on whether the site is single-brand or multi-brand.
THE DIRECTIONAL PANEL		Option possible according to the specific needs of each site.

 Optional component or to be adapted according to the configuration of the site

 Mandatory component

## 5.1 General view





## 5.2 The facade

### PRINCIPLE

The Maxi Format is suitable for Dacia showrooms larger than 200 m<sup>2</sup> which accommodate more than 5 vehicles.

The Dacia facade is between 15 and 25 linear meters depending on the configuration.

The independent entrance to the showroom is indicated by an entrance marking. It is formalized by a totem or an adhesive marking.



## 5.3 The flags, the totem

### PRINCIPLE

The Dacia site is identified by institutional flags. They are composed in 1 group of 5 or 2 groups of 3 flags.

The Totem is placed in line with the entrance to the Dacia showroom.



## 5.4 The after-sales

### PRINCIPLE

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

To increase the visibility of Dacia after-sales activity, the wall plate can be replaced by a 2400 mm high totem.





## 5.5 The test area

### PRINCIPLE

At least 3 outdoor spaces are reserved for testing certain vehicles in the Dacia range.

The area is identified by markings on the ground.





## 5.6 The display area

### PRINCIPLE

The vehicle making the news of the brand is highlighted by a distinct marking of the test and parking area

This area is isolated from the car parks by a solid ground or by sufficient space, from the other car parks.



# 06 The particular facades



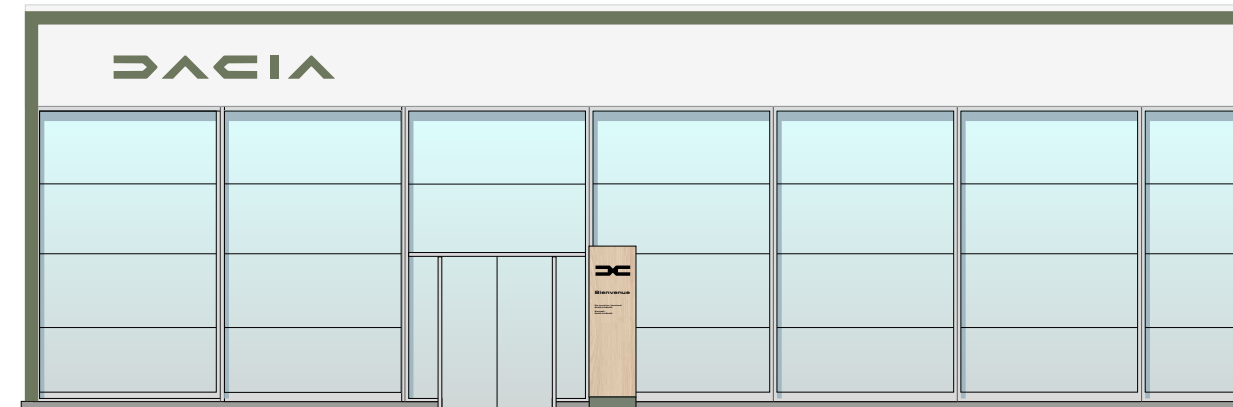
## 6.1 Facades with non-standard pediment

### PRINCIPLE

Whatever the morphology of the building, the outline must define the pediment and the window.



High pediment



Thin pediment

## 6.2 Facades with canopy



### PRINCIPLE

In some cases, the outline is interrupted by a discontinuity of the window and the pediment.

When the projection is less than 250 mm the outline can be taken up under the canopy.



## 6.3 Facades with offset pediment



Pediment interrupted by a canopy

### PRINCIPLE

When a canopy is present on the facade, the outline must be adapted. An additional structure may be necessary to extend the outline.



Fronton sur auvent - un potelet maintient l'outline



## 6.4 Facades without windows

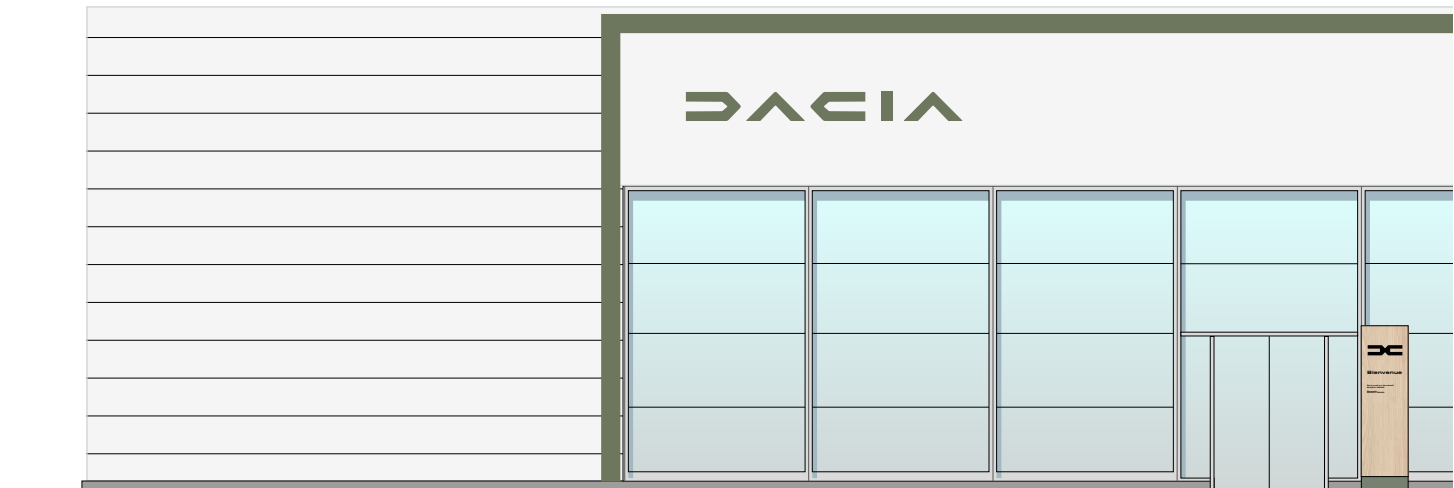
### PRINCIPLE

When the window is non-existent or reduced, the outline is applied to the facade according to the same rules.

It is necessary to ensure the quality of the back of the cladding where the logotype is placed. Provide white sheets, if necessary.



Facade without continuous window or secondary facade



The outline only applies to the right of the window

## The particular facades

### 6.1 The blind facades

#### PRINCIPLE

The letters of the word Dacia are available in 5 heights:

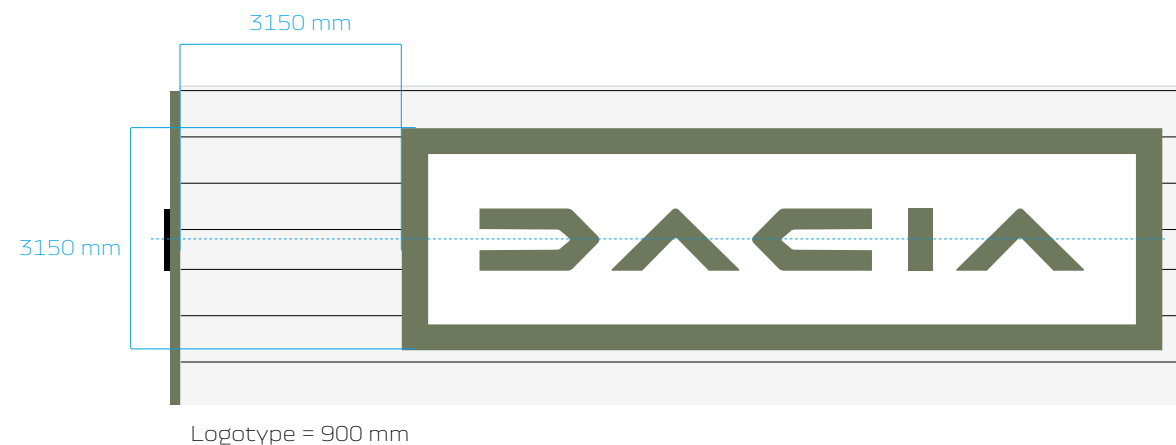
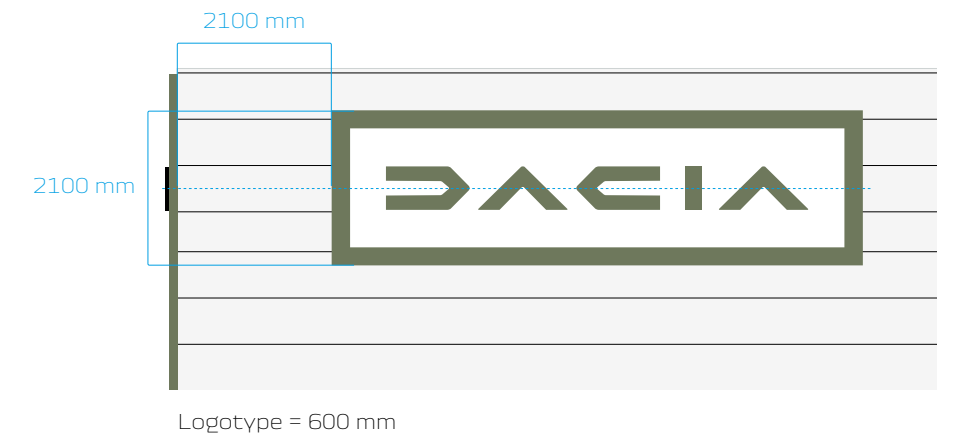
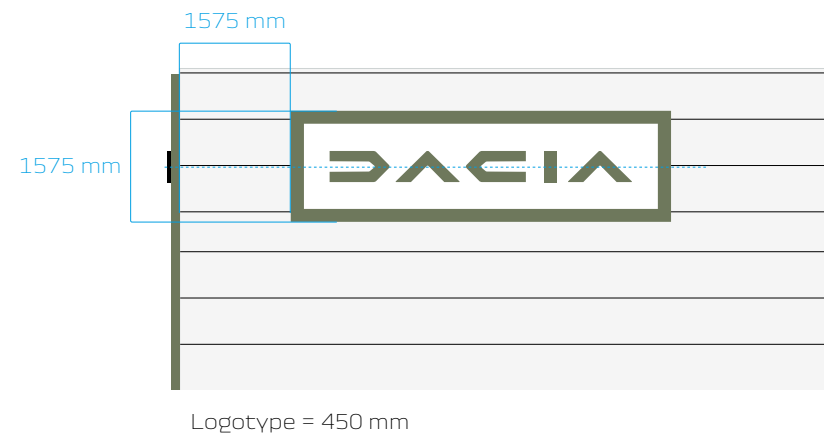
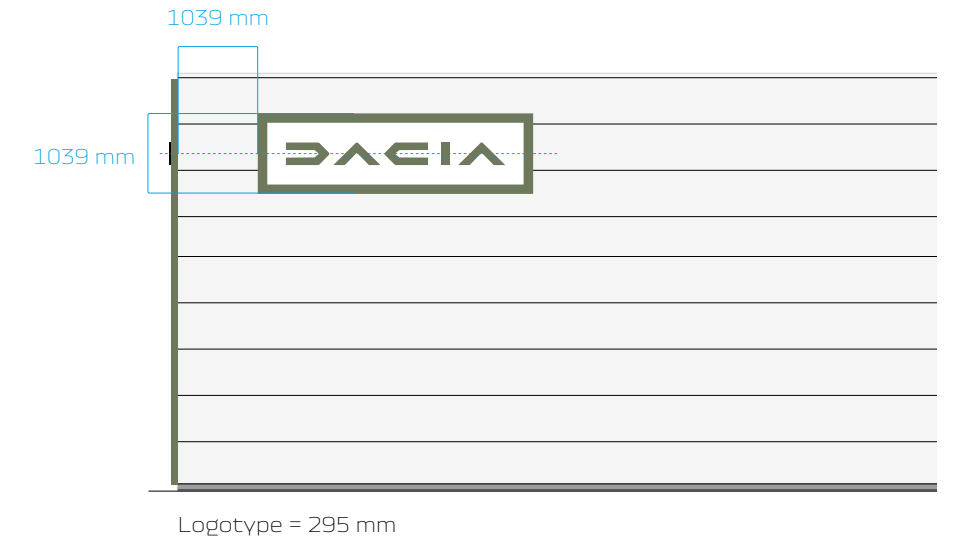
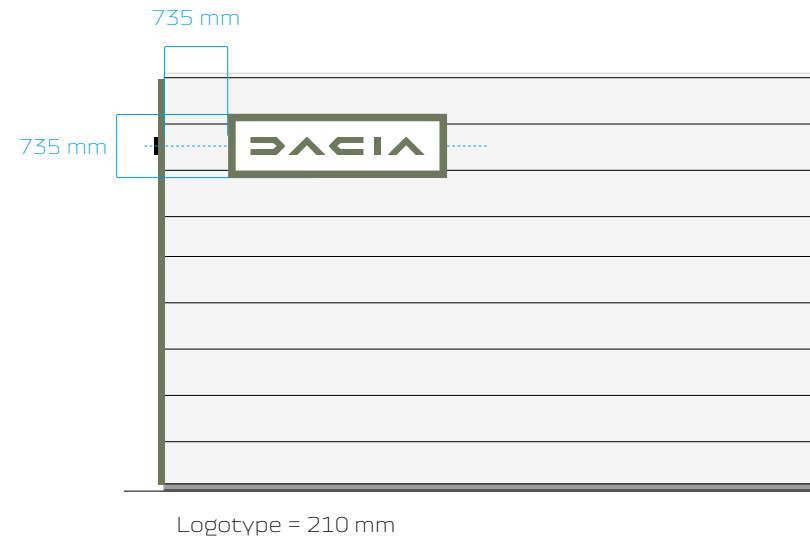
- 210 mm for a pediment height lower than 1200mm,
- 297 mm for a pediment height between 1200 and 1800mm,
- 450 mm for a pediment height between 1800 and 2800mm,
- 600 mm for a pediment height between 2800 and 3800mm.
- 900 mm for a pediment height greater than 3800mm.

#### IMPLEMENTATION RULES

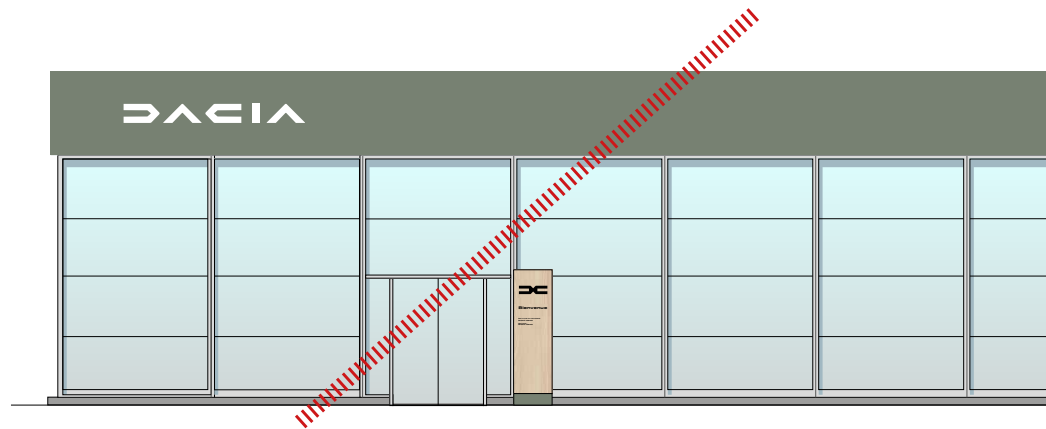
The Dacia lettering is centered vertically with the fronton logo.

- On a blind facade, the Dacia sign is installed as close as possible to the connection angle with the main facade, at a distance equal to the height of the sign.
- On a facade shared with another brand, the Dacia lettering must be vertically aligned with the other existing brand.

The distance - left or right - of the Dacia lettering in relation to the outline is defined in the technical specifications.



## 6.5 The prohibited solutions



The logotype is not on a white background



The outline is destructured



The outline does not cover the pediment - and is not extended onto the window



The logotype must not be centered on the pediment





# Thanks

## Additional informations

Technical informations are available in the **Dacia Signage Specifications** and the **Application Principles document** for primary network signage.