



IMPLEMENTATION GUIDE
RETAIL CONCEPT WITHIN THE PRIMARY NETWORK
BRAND SIGNAGE | BRAND WALL

Version V1.0 November 2022

DACIA



DACIA & MOI

1	2	3
Je choisis à l'essai	Je définis mon financement & mes services	Je commande ma voiture

JE ROULE EN DACIA !

BRAND SIGNAGE

DESCRIPTION

This is a vital feature of all Dacia dealerships. There are 2 installation options, depending on the layout of the premises.



1 - DACIA BRAND WALL

The brand wall is the main element of the Dacia area.

This is the preferred option, provided you have a wall which is big enough, flat and in a suitable position.



2 - DACIA PANEL

This option meets the needs of showrooms which have no flat wall bigger than 4 m wide and 2,5 m high.



COMPONENTS

BRAND WALL

THIS IS THE FIRST DACIA SIGNAGE INSIDE THE DEALERSHIP

AIM

To make Dacia visible! The wall must be impactful and visible to everyone who passes by or enters the showroom. It is ideally located in front of the main entrance.

DESCRIPTION

The brand wall consists of 2 elements:

1. a rectangular wall painting in satin khaki
2. the large Dacia logo in volume

CHOICE OF THE WALL

The wall should be chosen according to :

- > its position in relation to the entrance, so it is clearly visible from outside
- > the flat surface area available (curved walls and surfaces which are too small or split by columns, doors or windows are not suitable)

If there is no wall that meets these criteria, go straight to option 2: Dacia panel.

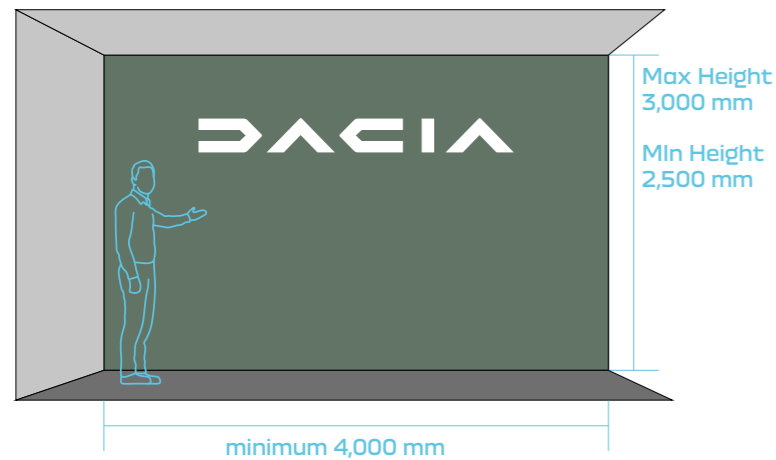


COMPONENTS

BRAND WALL

MURAL AREA

Whatever the shape of the building, the mural is painted on a flat, rectangular area, to ensure that it is easy to see. **The rectangle covers the whole width of the wall** (providing it has no openings). **The height varies depending on the width of the wall.**



For any height less than 3,000 mm the entire wall is painted.

For example: For a 2,900 mm wall, paint the whole wall khaki.

1. For a wall between 4,000 mm and 7,000 mm wide, the maximum height to be painted is 3,000 mm, whatever the height of the wall.

The rules of proportion below relate to the height of the rectangle to be painted and allow for a consistent and clear view of the brand wall, whatever the layout of the dealership.



If the height is above 3,000 mm, a white margin of at least 300 mm should be left.

For example:

- > For a 3,200 mm wall: paint 2,900 mm in khaki and leave a 300 mm white margin
- > For a 5,000 mm wall: paint 3,000 mm in khaki and leave the rest white.

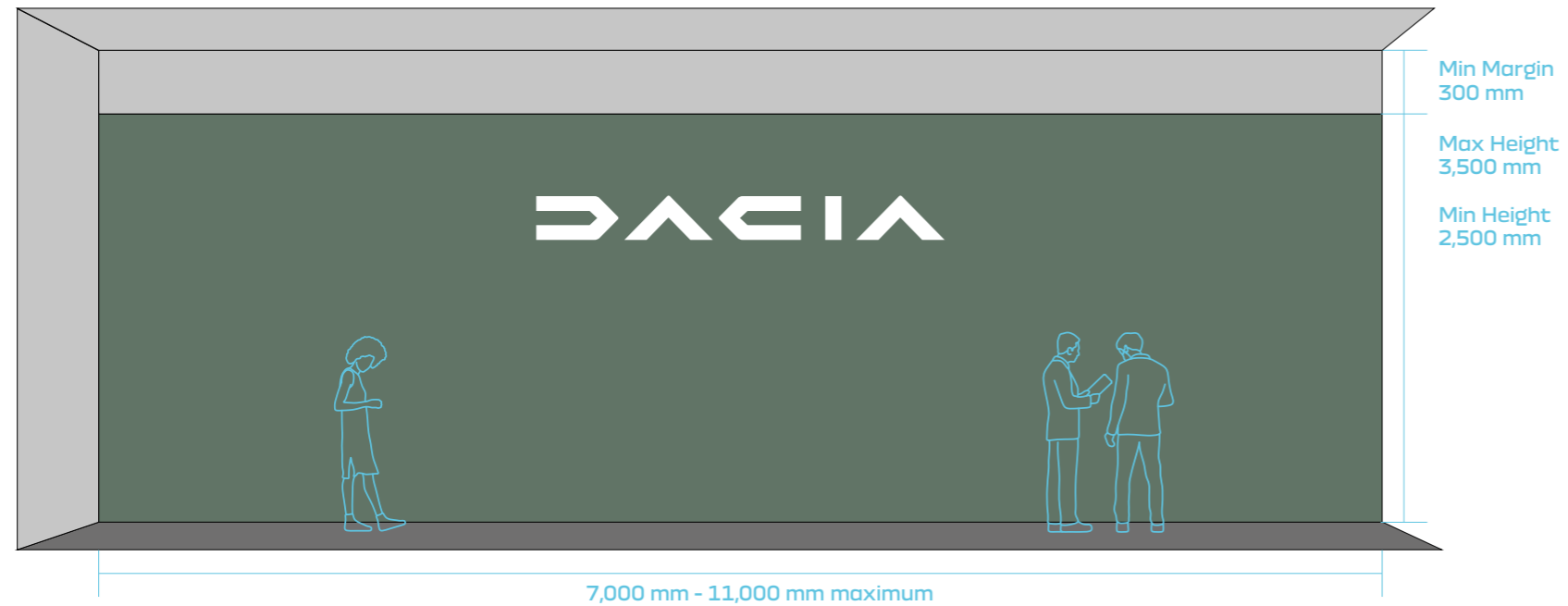
BRAND WALL

MURAL AREA

2. If the wall is larger than 7,000 mm, the maximum height to be painted is 3,500 mm, whatever the height of the wall.

SPECIAL CASE

For any wall larger than 11,000 mm please consult the Visual Identity Team (all countries except France) or Brandstore France (France).



If the height is below 3,500 mm, the whole wall will be painted khaki.

If the height is above 3,500 mm, a 300 mm white margin should be left.

For example:

- > For a 3,600 mm wall: paint 3,300 mm in khaki and leave a 300 mm white margin.
- > For an 8,000 mm wall: paint 3,500 mm in khaki, and leave the rest white.

COMPONENTS

BRAND WALL

IMPORTANT !

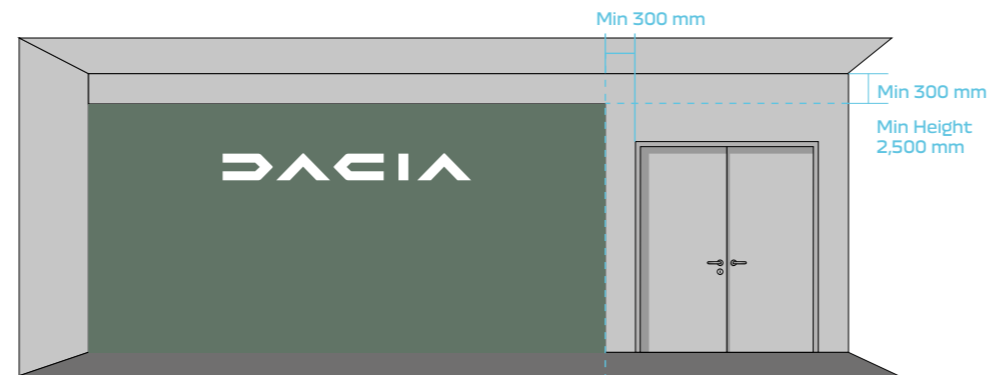
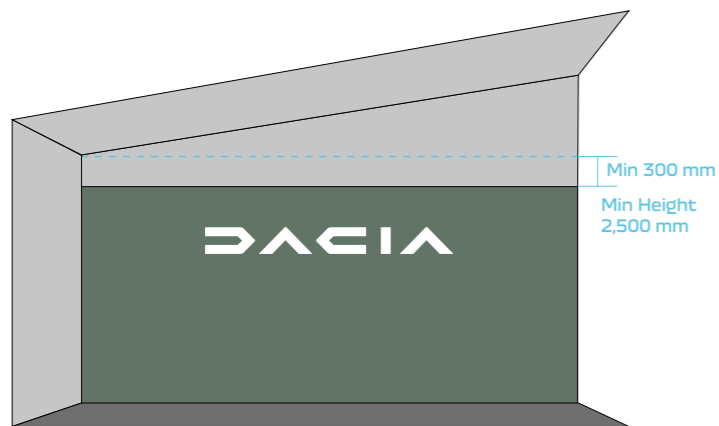
If an obstacle or slope conflicts with the surface to be painted, consider leaving a 300 mm margin right across the top starting from this feature.

If a door, passage, or window forms part of the supporting wall, the width to be painted must stop short of it, leaving a 300 mm white margin.

SPECIAL CASE

In dealerships where a landscape panel forms part of the wall, the logo is positioned midway between the wall edge and the edge of the panel.

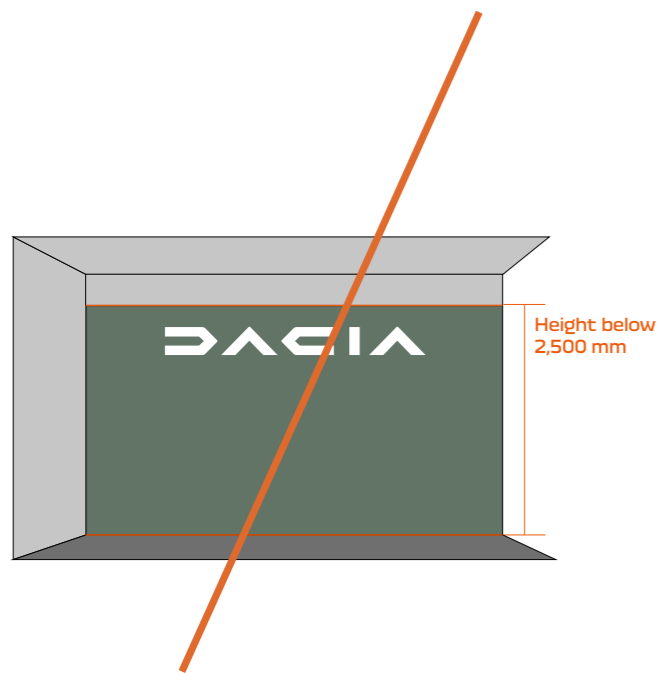
A configuration of this type must be approved by the Visual Identity Team (all countries except France) or the Brandstore France (France).



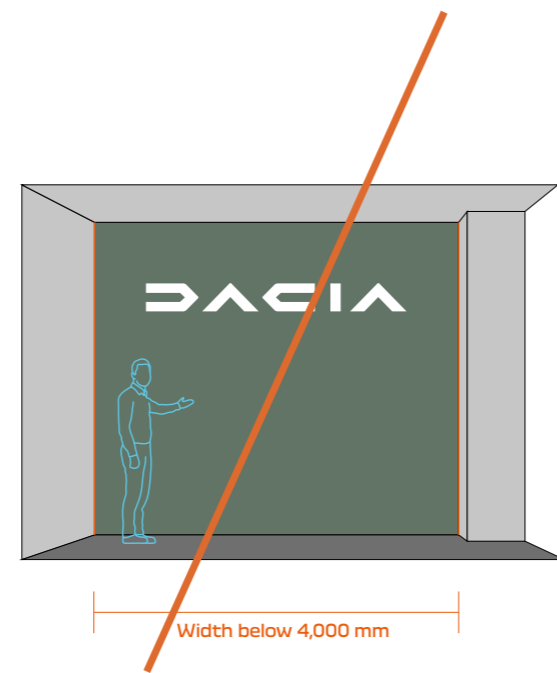
COMPONENTS
BRAND WALL

DON'T

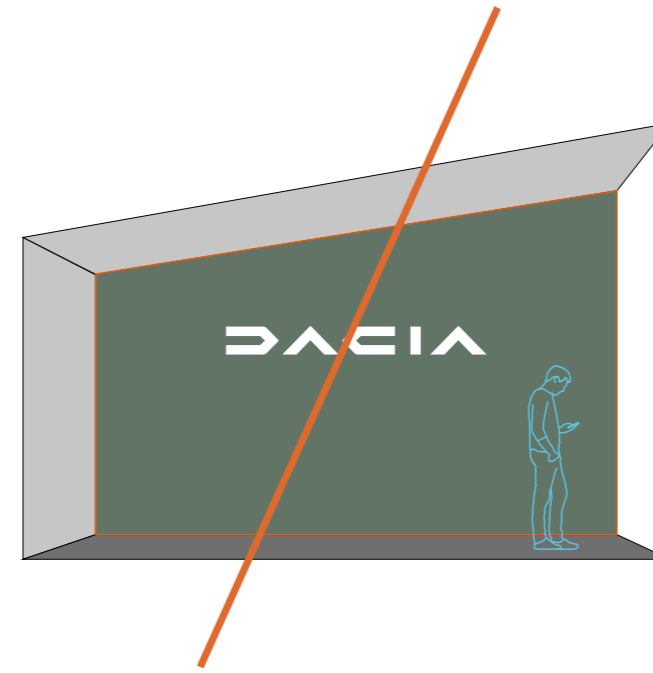
The height of the wall cannot be less than 2,500 mm.



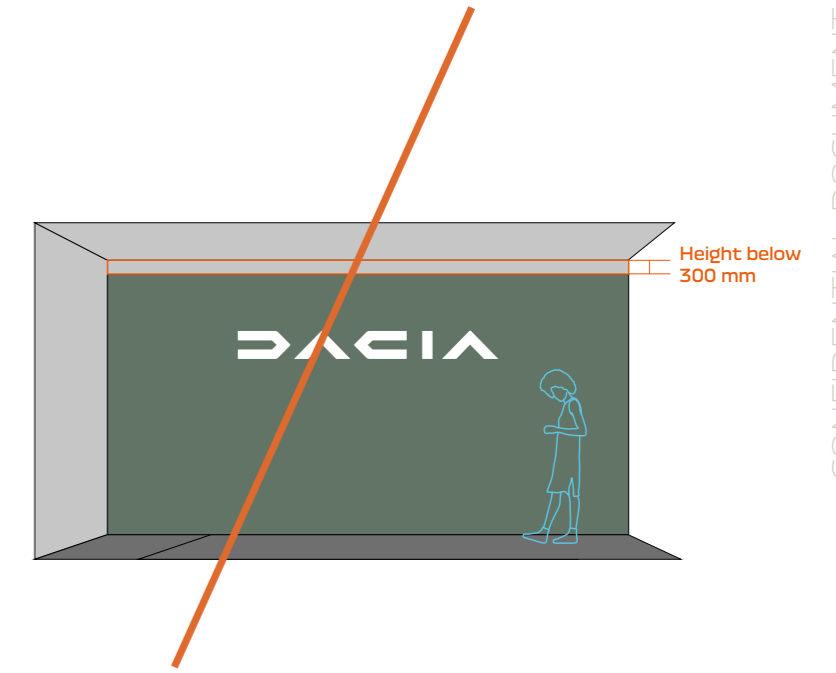
The width of the wall cannot be less than 4,000 mm.



The rectangular shape has to be respected.



A white margin between the top of the wall and the coloured rectangle cannot be less than 300 mm.



COMPONENTS

BRAND WALL

COLOUR OF THE WALL

WALL PREPARATION

Prime the wall to cover imperfections and prepare it for the paint. Apply one or two coats of white paint before painting the wall the appropriate colour.

PAINT QUALITY

We have chosen the following paints because they meet the environmental criteria we want to incorporate in our concept:

Supplier: **Little Greene (UK)**

Ref: **Ambleside 304 - Satin Acrylic**

Supplier : **Algo (FR)**

Ref : **Séquoia - Satin**

Any other paint may be used provided:

- it complies with the **RAL DESIGN 140 50 10 specification** and has a **satin finish, with a gloss level of 30% to be confirmed**
- is **eco-friendly**

Other surfaces will be painted in **RAL 9016 Satin** with a **gloss level of 30%**.



COMPONENTS

BRAND WALL

DACIA LOGO

PRINCIPLE

New Dacia logo affixed with glue or double-sided tape, to the previously painted brand wall.

Letters cut out from untreated Forex or MDF and then painted matte white **RAL 9016**.

Thickness: 30 mm.

The size varies depending on the height of the previously painted wall.

See following pages for installation specifications



COMPONENTS

BRAND WALL

IMPLEMENTATION RULES

There are 3 different sizes of Dacia logos for the brand wall depending on the height of the khaki wall paint area.

Size 1 (272 x 2,500 mm)
for a height of painted wall between 2,500 mm and 2,750 mm

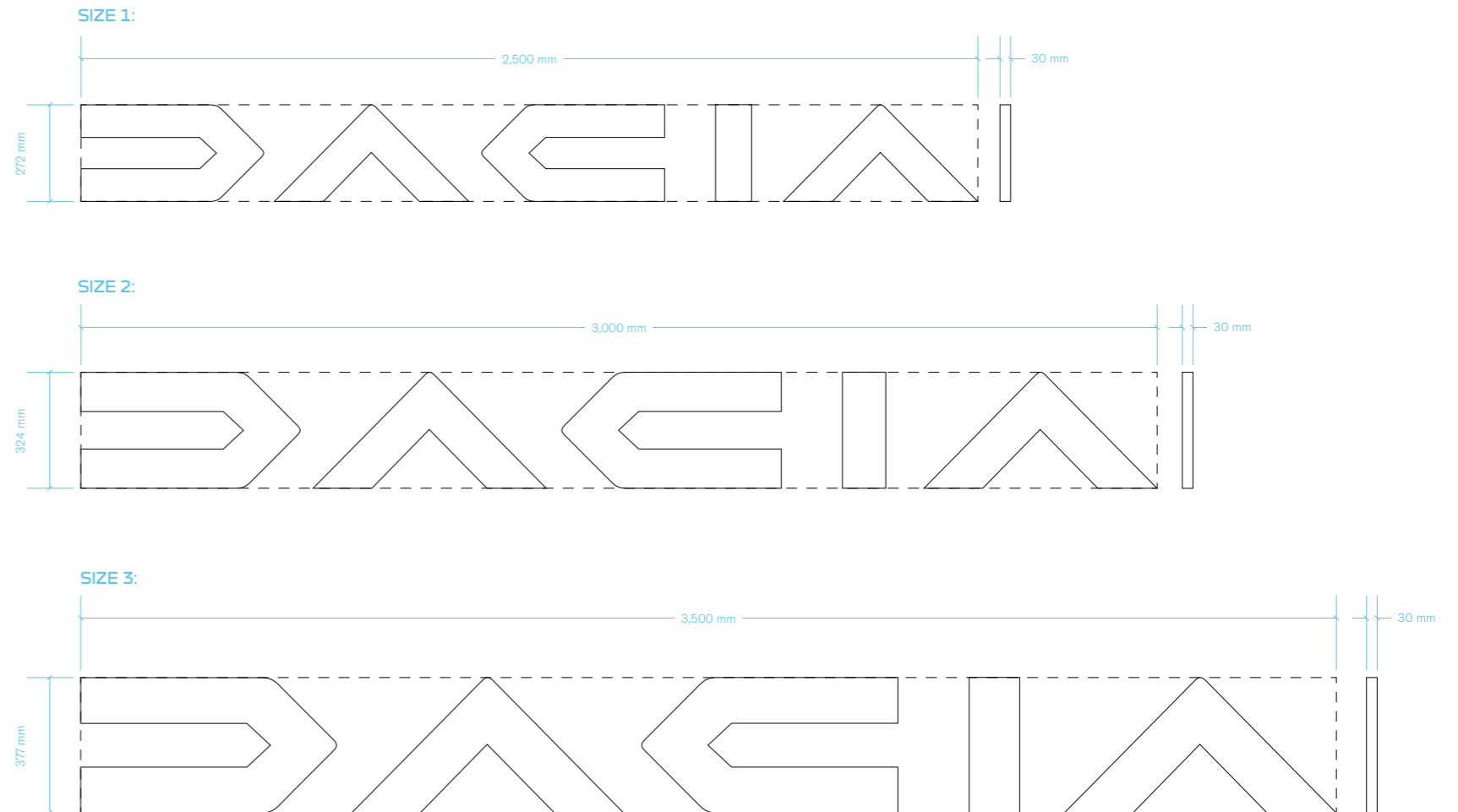
Size 2 (324 x 3,000 mm)
for a wall height between 2,750 mm and 3,250 mm

Size 3 (377 x 3,500 mm)
for a wall height between 3,250 mm and 3,500 mm

DON'T

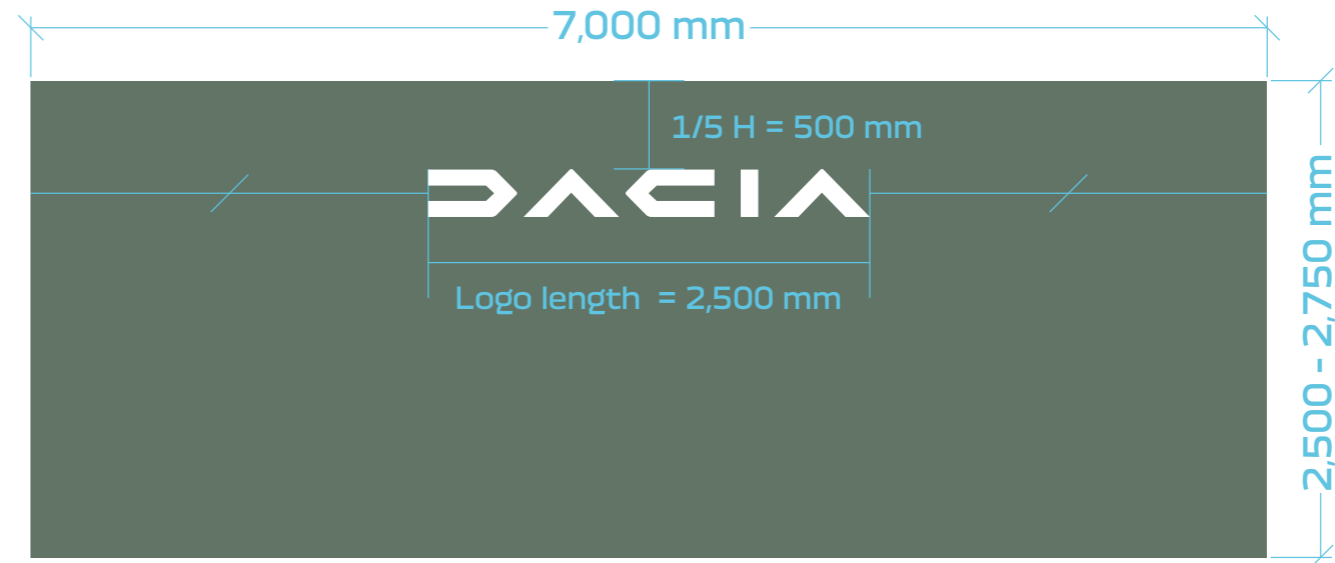
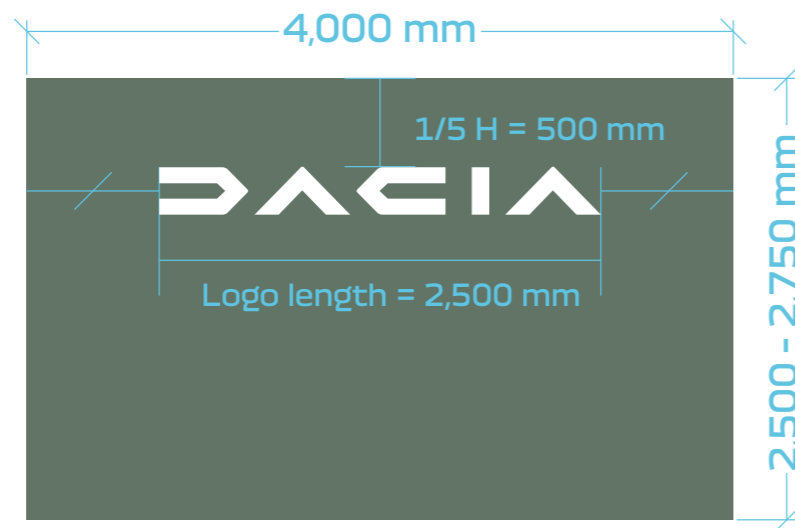
Use a smaller or larger thickness for the letter.

Leave the edges of the letters rough.



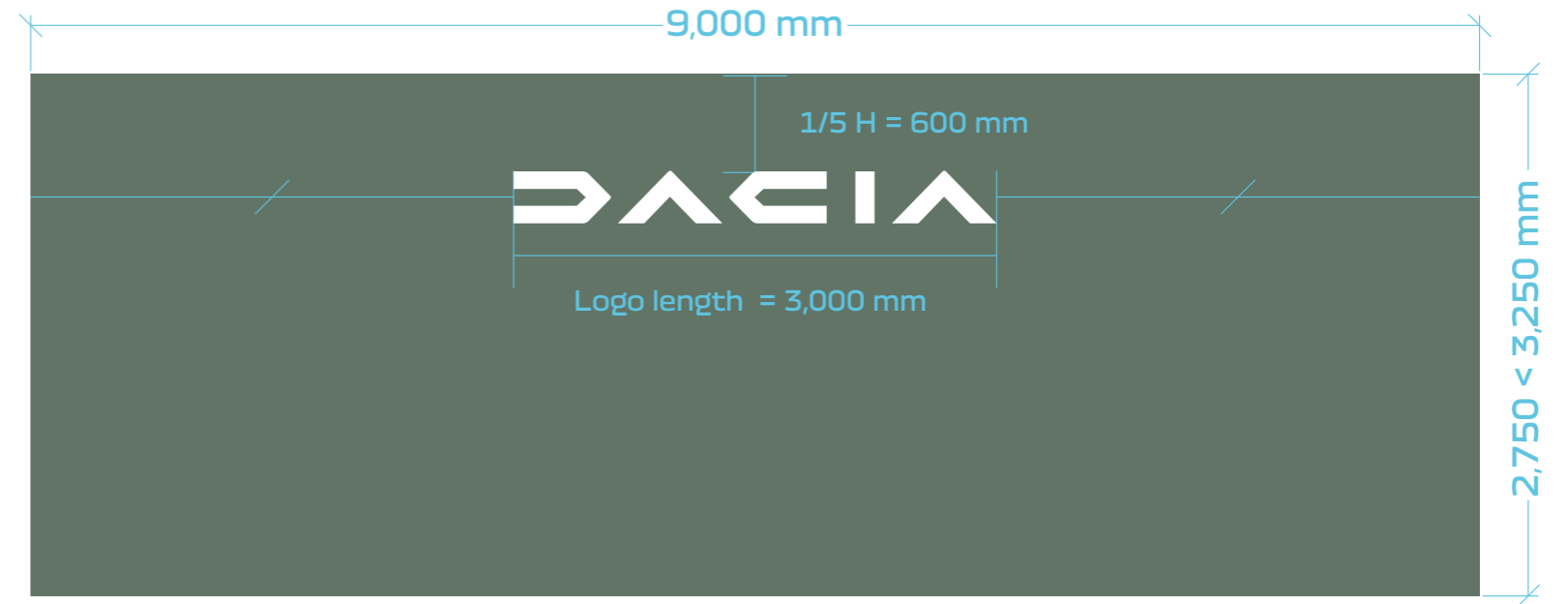
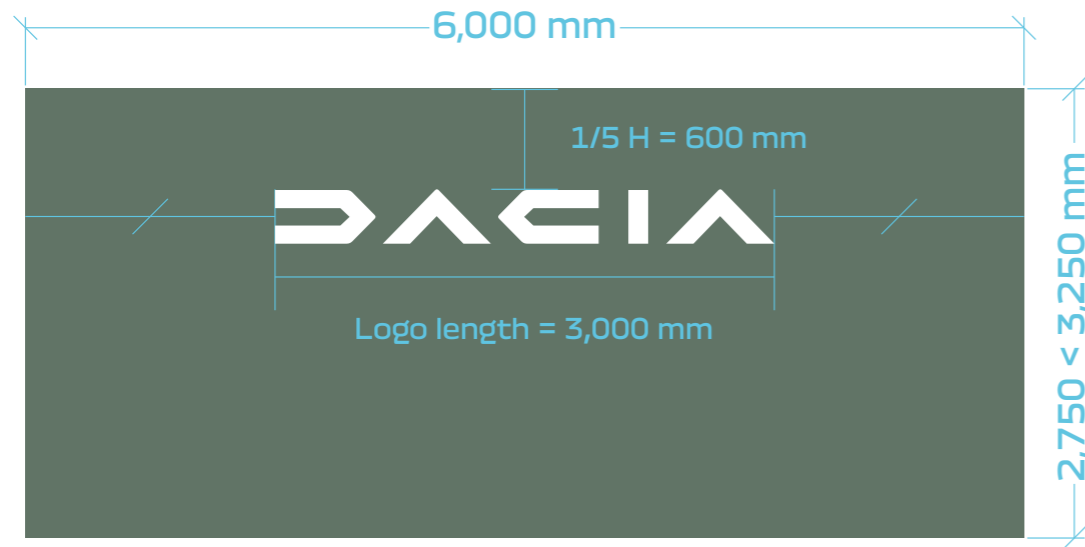
COMPONENTS
BRAND WALL

SIZE 1: 272 X 2,500 mm



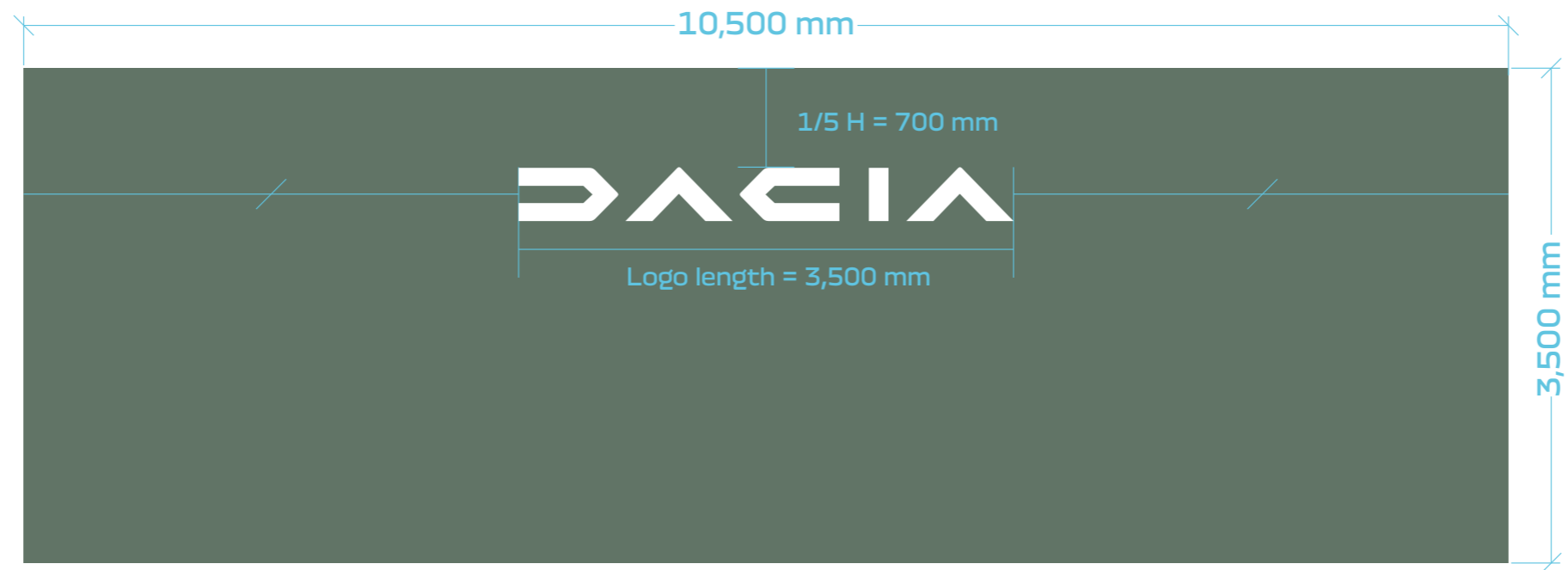
COMPONENTS
BRAND WALL

SIZE 2: 324 X 3,000 mm



COMPONENTS
BRAND WALL

SIZE 3: 377 X 3,500 mm



ADDITIONAL INFORMATIONS

Technical information is available in
the **Dacia retail interior technical specifications**

The source files can be downloaded
on the Brand Stores Platform
<https://brandstores.renault.com>