



Network Digital Standard Guide

# **DACIA Digital Standard Guide - extended**

EN version  
Published: November 2024  
Effective: January 2025

digital standard guide for DACIA  
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## Notification - Digital Asset Library Access

Follow all the up-to-date corporate guides and trainings on branding related topics provided.

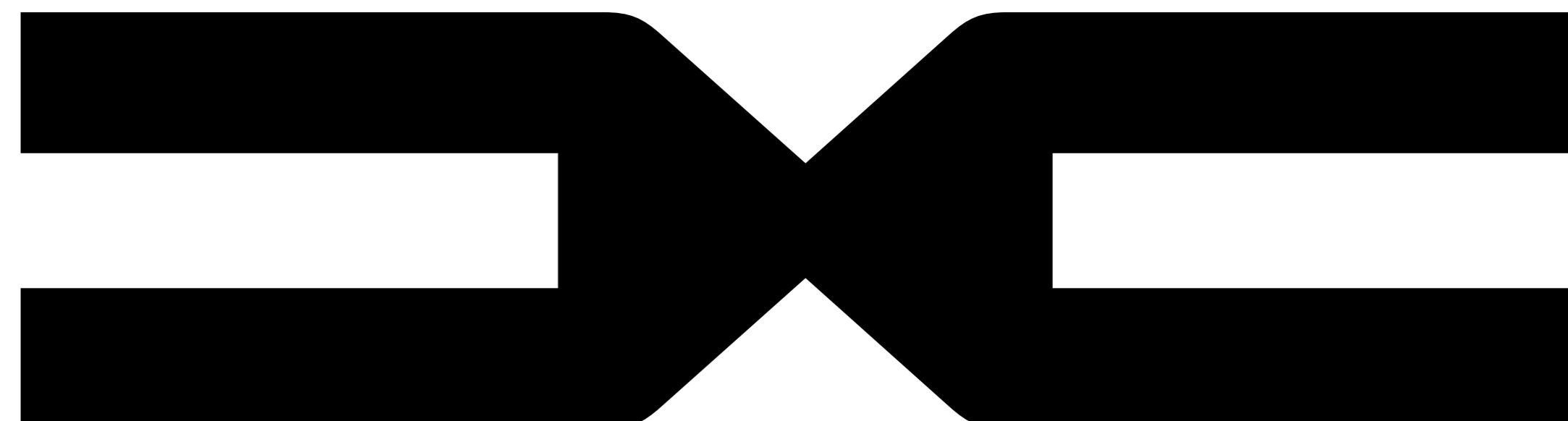
All the required visual elements details, that are defined in this guide hereafter, can be found within the Renault Design System.

You can request for access to Figma Assets Library by completing the following [form](#) using your business account (it needs to be the same as your Figma log in business email address.)

You will be notified by email when your access is granted.

Your contact on this topic:

diana-oana.bumboiu@renault.com  
marie.bouchart@renault.com



# 1

## visual aspect of the brand

- How to use digital brand elements.
- Dacia digital visual identity implementation on dealers' websites.

# 1.1

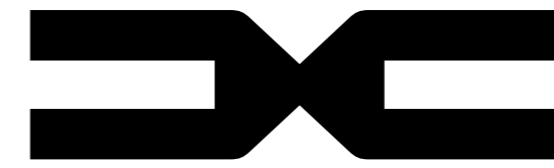
## **\_logotype**

- Rules and examples on how to apply the logos/emblems throughout the digital environment.

visual aspects of the brand

## **\_logotype**

Emblem



**The emblem and logotype** must be used in two colour versions:

- black on white background
- white on kaki background

Logotype



For digital purposes, the emblem and logotype will not be used otherwise but as described in this document.



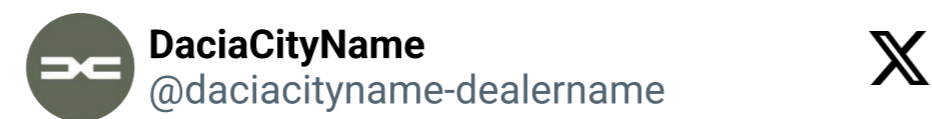
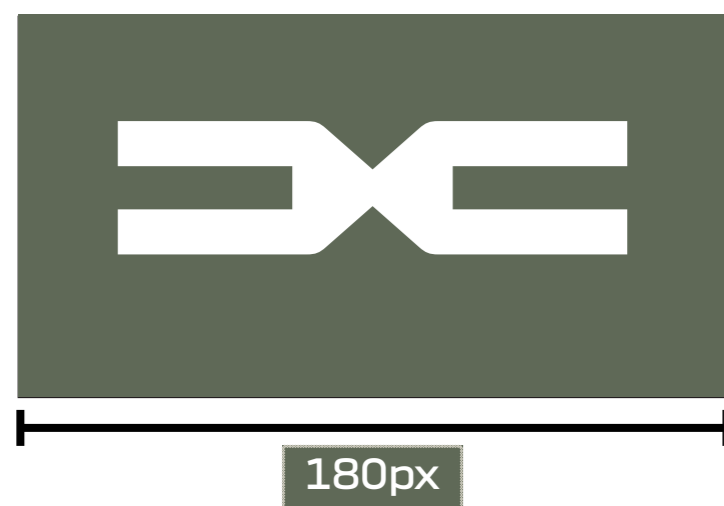
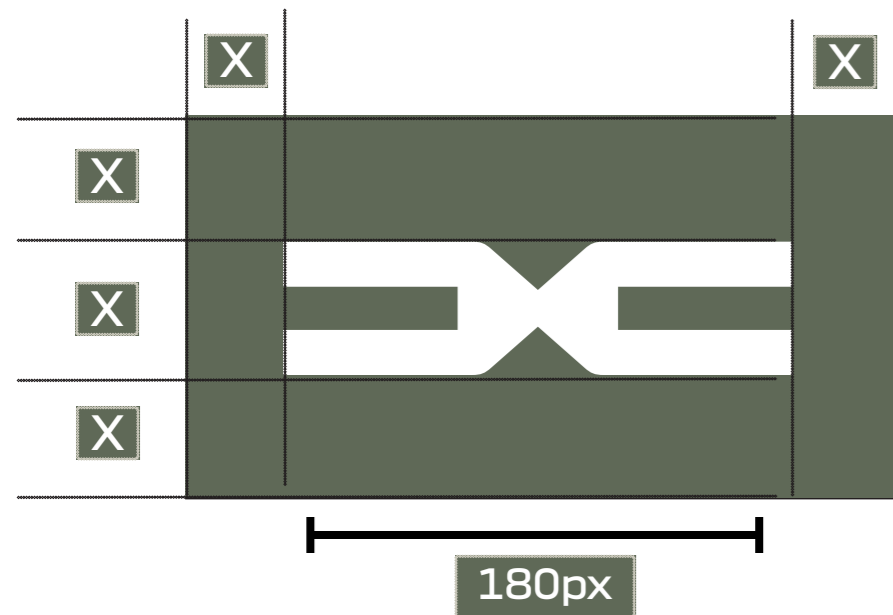
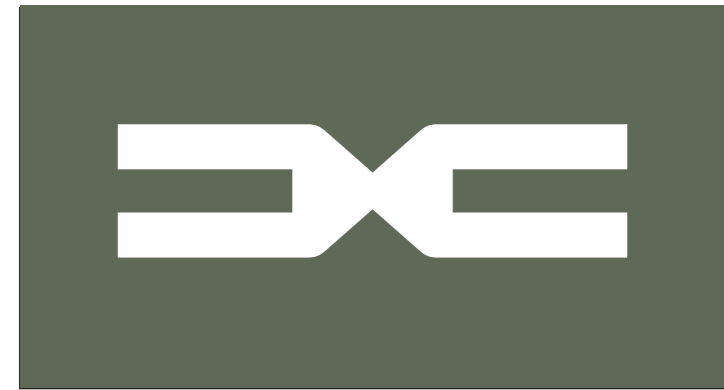
## visual aspects of the brand \_logotype - emblem

### Usage:

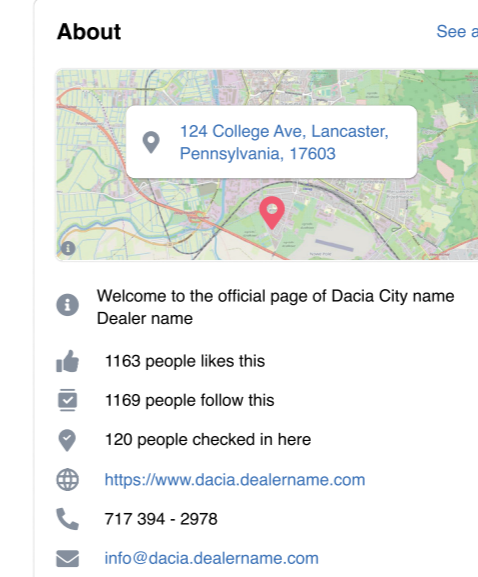
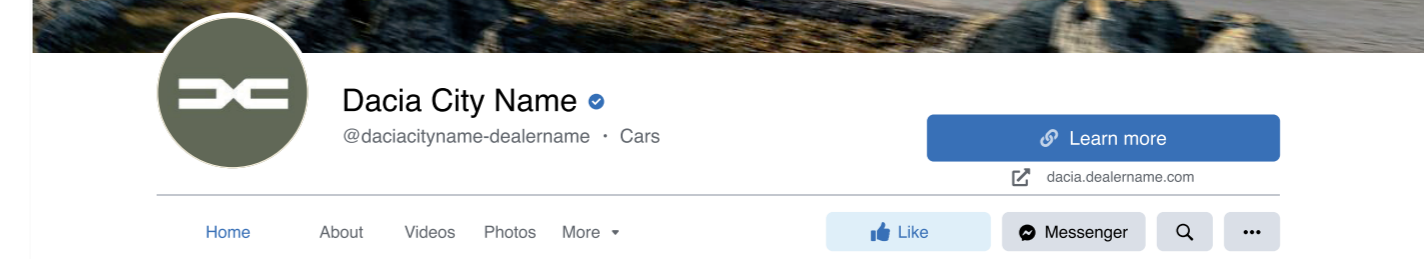
- On vehicle images, retail, marking certain products, motion (e.g. TV tags)
- Digital applications: avatar, favicon - white link on kaki background

### Rules:

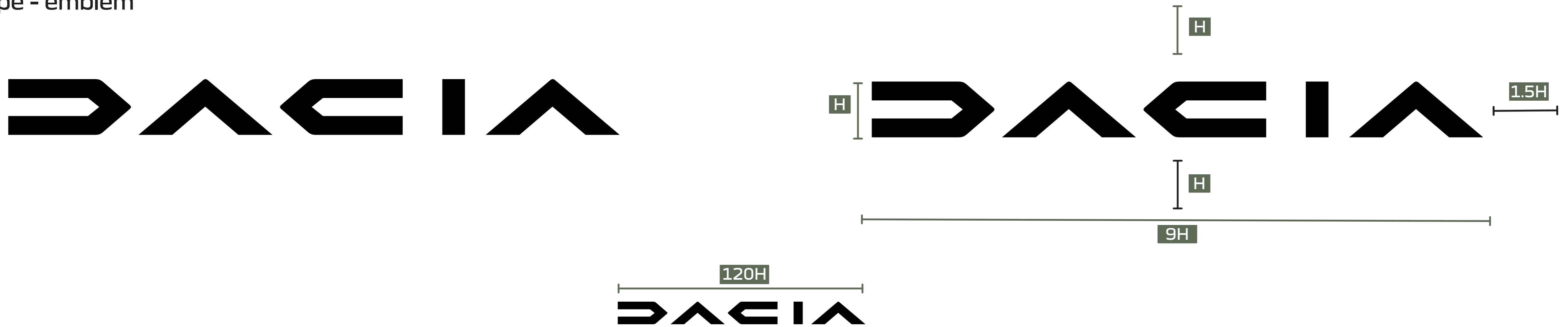
- The emblem and logotype shall not be used on the same element but they can be used together in the same space.
- The emblem will be used for digital purpose only on social media. Only the white emblem on kaki background is accepted.
- The favicon (white emblem on kaki background) shall be used only for Dacia user journey.
- To keep the integrity of the emblem it is required a minimum protection area of "X" around the emblem.
- **A minimum size of 16px is accepted for the favicon to insure legibility.**



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ultrices, quam id accumsan fermentum, massa diam [#YourHashtag](#)



visual aspects of the brand  
**\_logotype - emblem**



**General usage and rules:**

- Logotype must be black on white background (official logo validated by the brand).
- It is not allowed for the logo and the emblem to be used together on the same element.
- There must have a clear space around the logo equal to one H and a half height on the right and left of the logo, and equal to one H above and under the logotype.
- The logotype is designed to be scaled to small size (minimum size of 120px). For full guidance, please see the Core element guide available on BrandHub.

**Rules on how to use the logotype on the header:**

- It must be positioned on the left side on a white background.
- Keep the same size and position and do not add any other icons or logos next to it.
- It can be used on the right side of the header only for Arabic speaking countries.
- Have the dealer's logo on the opposite side.
- Specify the City Name or City name + Dealer name in the mid-area section.





visual aspects of the brand

## **\_logotype**

### **It is required to:**

- ✓ Have the size of Dacia logo same as the others present on the website.
- ✓ Respect the minimum sizes, for both logotype and the link.
- ✓ Respect an exclusion zone around the logotype when it used in the navigation.
- ✓ For digital, the emblem is used in black only or white if the background is darker.

### **Do not:**

- x Add a tag-line to the logotype or to the emblem.
- x Impair the readability and visibility of the logotype in the navigation.
- x Place the logo on an overloaded background.
- x Create an accumulation of logos and emblems.
- x Use old logos or any older version of the logo.
- x Create your own version of the emblem, logo or a new lockup.

# 1.2

## **\_typography**

- Official fonts to be used.
- Examples and rules for headings, body text and lists.

# Dacia Block

**this is the main typeface**

**Use this typography on the Dacia brand page**

- Dacia Block is a proprietary typeface designed specifically to personify the brand world and inspire strength.
- Use Dacia Block on websites, when you can upload only one typeface.
- **DACIA BLOCK EXTENDED** can be used occasionally, for vehicle names for example.
- For greater impact of headlines, taglines and main messages, it is used in **DACIA BLOCK BOLD** format.

**DACIA BLOCK BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0 1 2 3 4 5 6 7 8 9**

**DACIA BLOCK BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0 1 2 3 4 5 6 7 8 9**

**DACIA BLOCK BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0 1 2 3 4 5 6 7 8 9**

**DACIA BLOCK EXTENDED REGULAR**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0 1 2 3 4 5 6 7 8 9**



# READ

this is the **jobbing typeface**

Use this typography on the Dacia brand part of your website.

- The jobbing typology is used for the other contents: headers, arguments, body copy, legal mentions, etc. Read is Renault Group's proprietary typeface.

**READ Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**

**READ Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**

**READ Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**

**READ Light**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789**

## visual aspects of the brand \_typography

When developing on creative support make sure to follow the simple rules illustrated here.

### **ALL H1 TITLES ARE CENTRED ALIGNED WITH ALL UPPERCASE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.

### **all H2 titles are centred aligned with all lowercase**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.

### **ALL H3 & ABOVE TITLES ARE LEFT ALIGNED WITH ALL UPPERCASE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.

### **OVER IMAGES/HERO OVERLAYS - THE TITLE IS WRITTEN IN BOLD ALIGN TO LEFT**

subtitle is written with regular typology and lowercase

Use this typography on the Dacia brand part of your website instance.

Depending on the "H" level, titles level 1 and 2 are written with capital letters and the model name or the last word can be written using Dacia Kaki colour. Text in the CTAs will also be with capital letters. H1 and H2 in any page needs to be centred, while H3 and above will be aligned to left. The same will be applied to body text.

# visual aspects of the brand \_typography

When developing on creative support make sure to follow the simple rules illustrated here.

## BODY

### for desktop

### for mobile

base  
Font size: 16px | Line height: 22px | Font weight: Light / Medium

base  
Font size: 16px | Line height: 20px | Font weight: Light / Medium

mention  
Font size: 14px | Line height: 20px | Font weight: Light / Medium

mention  
Font size: 14px | Line height: 20px | Font weight: Light / Medium

nav  
Font size: 13px | Line height: 19px | Font weight: Light / Medium

nav  
Font size: 13px | Line height: 19px | Font weight: Light / Medium

sous-mention  
Font size: 12px | Line height: 17px | Font weight: Light / Medium

sous-mention  
Font size: 12px | Line height: 17px | Font weight: Light / Medium

legal  
Font size: 11px | Line height: 13px | Font weight: Light / Medium

legal  
Font size: 11px | Line height: 13px | Font weight: Light / Medium

### for desktop

### for mobile

# ULTRA

Font size: 80px | Line height: 80px | Font weight: Bold

# ULTRA

Font size: 32px | Line height: 43px | Font weight: Bold

# PETA #1

Font size: 54px | Line height: 58px | Font weight: Bold

# PETA #1

Font size: 32px | Line height: 40px | Font weight: Bold

# PETA #2

Font size: 54px | Line height: 58px | Font weight: Medium

# PETA #2

Font size: 32px | Line height: 40px | Font weight: Medium

# TERA #1

Font size: 32px | Line height: 40px | Font weight: Bold

# TERA #1

Font size: 26px | Line height: 34px | Font weight: Bold

# TERA #2

Font size: 32px | Line height: 36px | Font weight: Medium

# TERA #2

Font size: 26px | Line height: 34px | Font weight: Medium

# GIGA

Font size: 28px | Line height: 36px | Font weight: Bold

# GIGA

Font size: 24px | Line height: 32px | Font weight: Bold

# MEGA #1

Font size: 24px | Line height: 32px | Font weight: Bold

# MEGA #1

Font size: 20px | Line height: 28px | Font weight: Bold

# MEGA #2

Font size: 24px | Line height: 28px | Font weight: Medium

# MEGA #2

Font size: 20px | Line height: 28px | Font weight: Medium

# KILO #1

Font size: 22px | Line height: 30px | Font weight: Bold

# KILO #1

Font size: 20px | Line height: 28px | Font weight: Bold

# KILO #2

Font size: 22px | Line height: 30px | Font weight: Medium

# KILO #2

Font size: 20px | Line height: 28px | Font weight: Medium

# HECTO

Font size: 16px | Line height: 24px | Font weight: Regular / Bold

# HECTO

Font size: 16px | Line height: 22px | Font weight: Regular / E

# DECA DECA

Font size: 14px | Line height: 20px | Font weight: Regular / Bold

# DECA DECA

Font size: 14px | Line height: 20px | Font weight: Regular / E



visual aspects of the brand  
**\_typography**

When developing on creative support make sure to follow the simple rules illustrated here.

SUBTITLE

**TITLE HERE**

Introduction

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo

**CTA #1 LABEL**

CTA #2 label

**DACIA**



SUBTITLE

**TITLE LOREM IPSUM DOLOR  
CONSECTETUR ADIPISCING**

visual aspects of the brand

## **\_typography**

### **It is required to:**

- ✓ Keep consistency in sizes.
- ✓ Use Dacia BLOCK font for titles, vehicle names etc.
- ✓ Use the Read font for paragraphs and paragraph titles, as well as for secondary texts (headers, footers, etc.).
- ✓ Always use Dacia BLOCK in its original form.
- ✓ Respect the rules for formatting paragraphs.
- ✓ Always align text to the left & have a comfortable line spacing.

### **Do not:**

- x Modify the Dacia BLOCK or READ font & change or edit the shape of the Dacia BLOCK font letters (flattened, stretched, slanted, etc.).
- x Align text to the right, center it or justify it in paragraphs & have increased or decreased line spacing in paragraphs.
- x Having character spacings that are too tight or too wide.
- x Mixing fonts from Renault Group or from other user journey.



# 1.3

## **\_colours**

- Official colors to be used.
- Examples and rules for types of colors.

visual aspects of the brand

## **\_colours**

### **WHITE**

**C0 M0 Y0 K0**  
**R255 G255 B255**  
**#ffffff**

### **DACIA KAKI**

**C59 M45 Y55 K21**  
**R100 G107 B82**  
**#646b52**

**PANTONE 5615 C**

**The brand's main colour identity is principally Dacia Kaki.**

It is used in combination with white, which must always be used freely in communication material to ensure clear and open harmony.


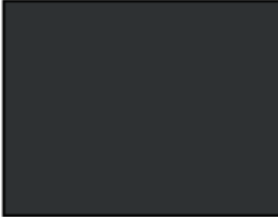
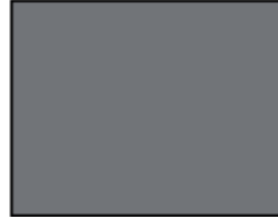
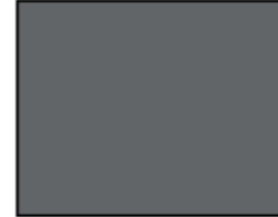

visual aspects of the brand  
\_colours

**Secondary colours**





Five secondary colours are also available to enrich the brand's chromatic palette and to add colourful notes to communication material (pull quotes, boxes, solid backgrounds. etc.)

<p><b>DARK GREEN</b> C80 M70 Y80 K0 R78 G88 B68 #4e5844 PANTONE 417 C</p>	<p><b>TERRA COTA</b> C30 M85 Y90 K0 R185 G65 B45 #b9412d PANTONE 7599 C</p>	<p><b>ORANGE</b> C0 M71 Y88 K0 R236 G101 B40 #ec6528 PANTONE 7578 C</p>	<p><b>SAND</b> C0 M0 Y15 K20 R214 V210 B196 #d6d2c4 PANTONE 7527 C</p>	<p><b>BRIGHT GREEN</b> C38 M0 Y95 K0 R179 G204 B35 #b3cc23 PANTONE 2300 C</p>
---	---	---	--	---






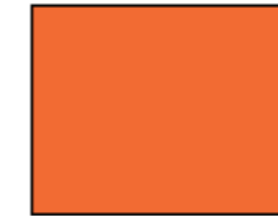
**text colours**

				
#646b52 text primary	#333333 text secondary	#777777 text tertiary	#ffffff light background	#FFFFFF text light background

**overlay colours**

			
#FFFFFF overlay base	#000000 alpha 30% overlay dark	#000000 alpha 70% overlay dark	#000000 alpha 80% overlay dark

**notification colours**

					
#E91630 alert base	#EE5352 alert neutral	#F7A84B warning base	#50DD6D success light	#40D37C success base	#ec6528 information base

visual aspects of the brand

## **\_colours**

### **It is required to:**

- ✓ Only use colour codes that Renault Group agrees on.
- ✓ Follow the colour scheme for each element (text, buttons etc...).
- ✓ Respect the proportion of colour usage on website.
- ✓ Secondary and tertiary text colour may be used in strap-lines, legal mentions, subtitles etc.

### **Do not:**

- x Adapt the colour code.
- x Use #000000 black or any other colour as background.
- x Use colours from other brands on the same page (user journey). Do not mix fonts or dealer colours with Dacia's image.
- x Add new colours.
- x Use too many colours (primary and secondary) on the same page.

# 1.4

## **\_ visuals & graphic user interface (GUI)**

- Official icons, grids and car visuals to be used.
- Buttons and links examples & hero zone safe zone rules.

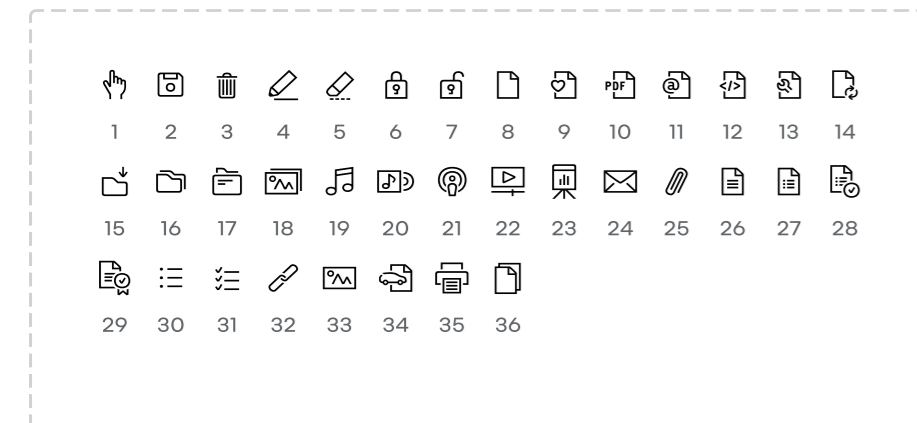
# visual aspects of the brand \_visuals & GUI - icons & pictos

## These are our main icons and pictograms.

The pictogram collection has been specifically developed for Renault Group. It is to be used for various digital as well as for architectural and events materials. Please make sure you always use the appropriate element in your communication.

For full details and updates **please refer to the Brandhub.**

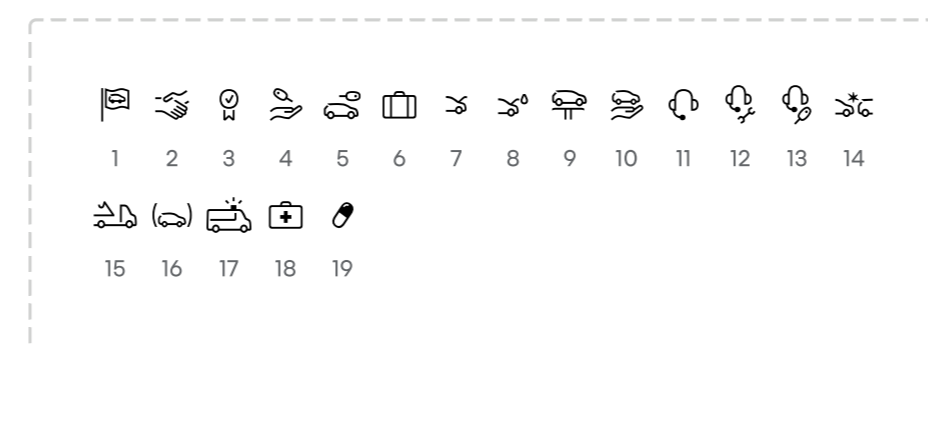
### 1 - Edit, Files, Lists



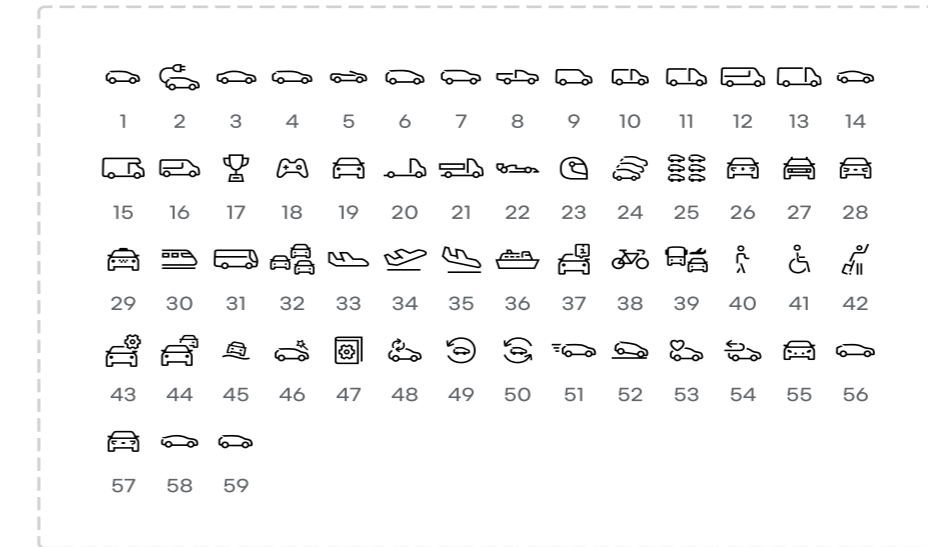
### 2 - Business



### 3 - Services



### 4 - Cars



### 5 - Equipements



### 6 - Engines, Energy



### 7 - Devices, Connectivity



### 8 - Location, Navigation, POI



### 8 - Location, Navigation, POI



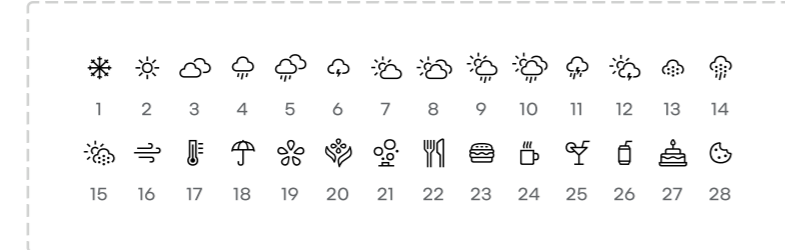
### 10 - Navigation, Controls, Arrows



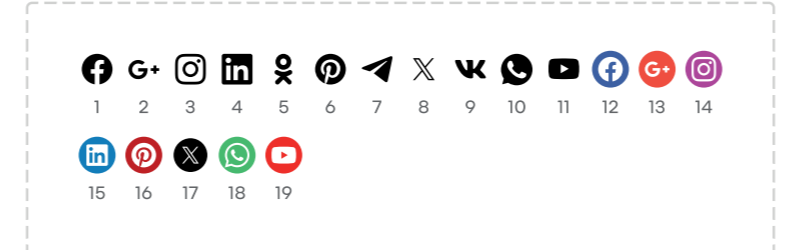
### 11 - Gestures



### 12 - Miscellaneous



### 13 - Social icons








visual aspects of the brand






**\_visuals & GUI - icons & pictos****Icons usage**

Depending on the place where an icon is used the size may vary.

**for desktop**

	24px	eg.: Droplist, Slider
	30px	eg.: Footer
	32px	eg.: Slider, Action pannel, Horizontal gallery
	40px	eg.: Animated Cards Images & Text, Prefooter
	52px	eg.: Action pannel

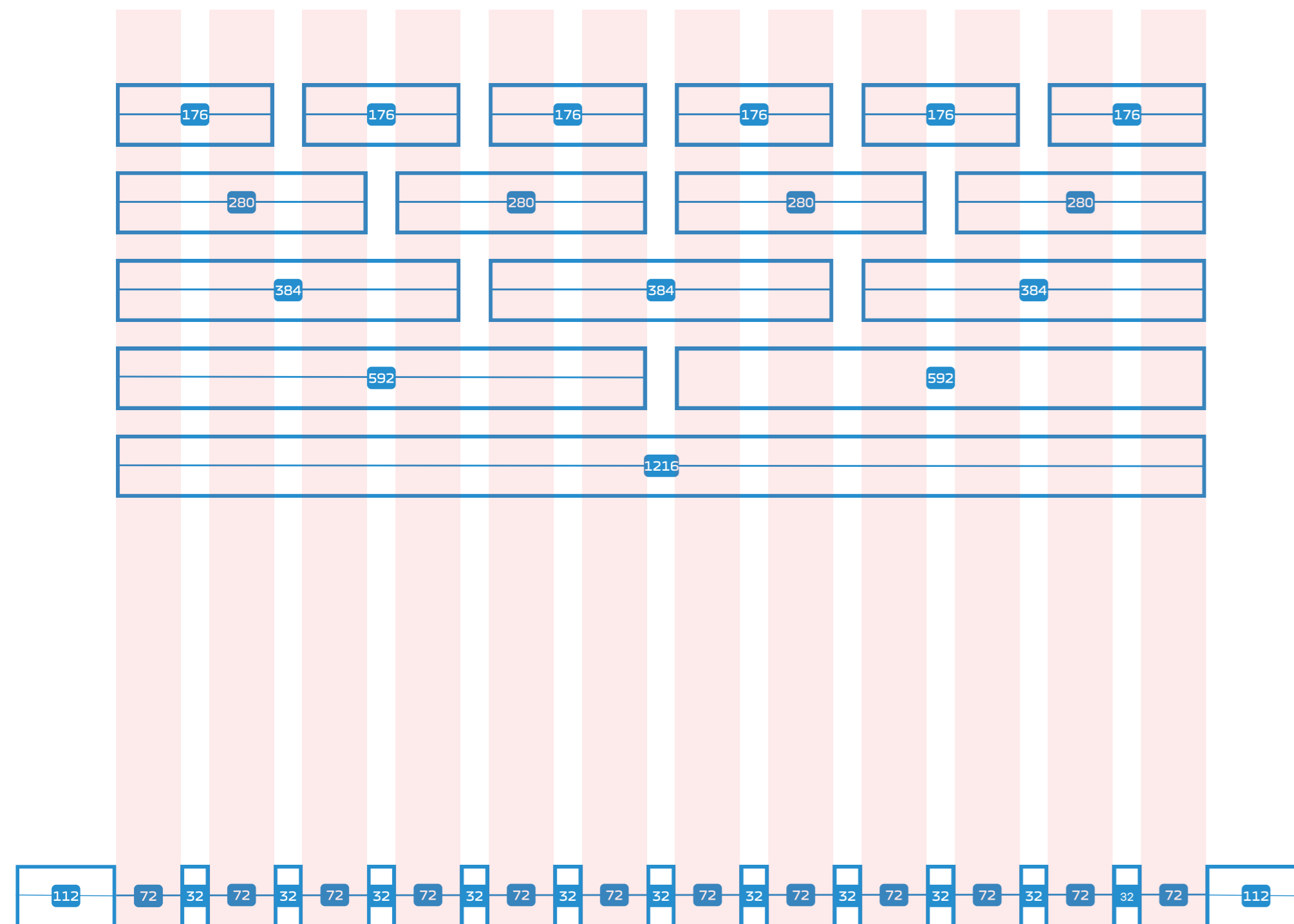
**for mobile**

	24px	eg.: Droplist, Slider
	30px	eg.: Footer
	32px	eg.: Slider, Action pannel, Horizontal gallery
	40px	eg.: Animated Cards Images & Text, Prefooter
	48px	eg.: Action pannel

# visual aspects of the brand \_visuals & GUI - grid formats

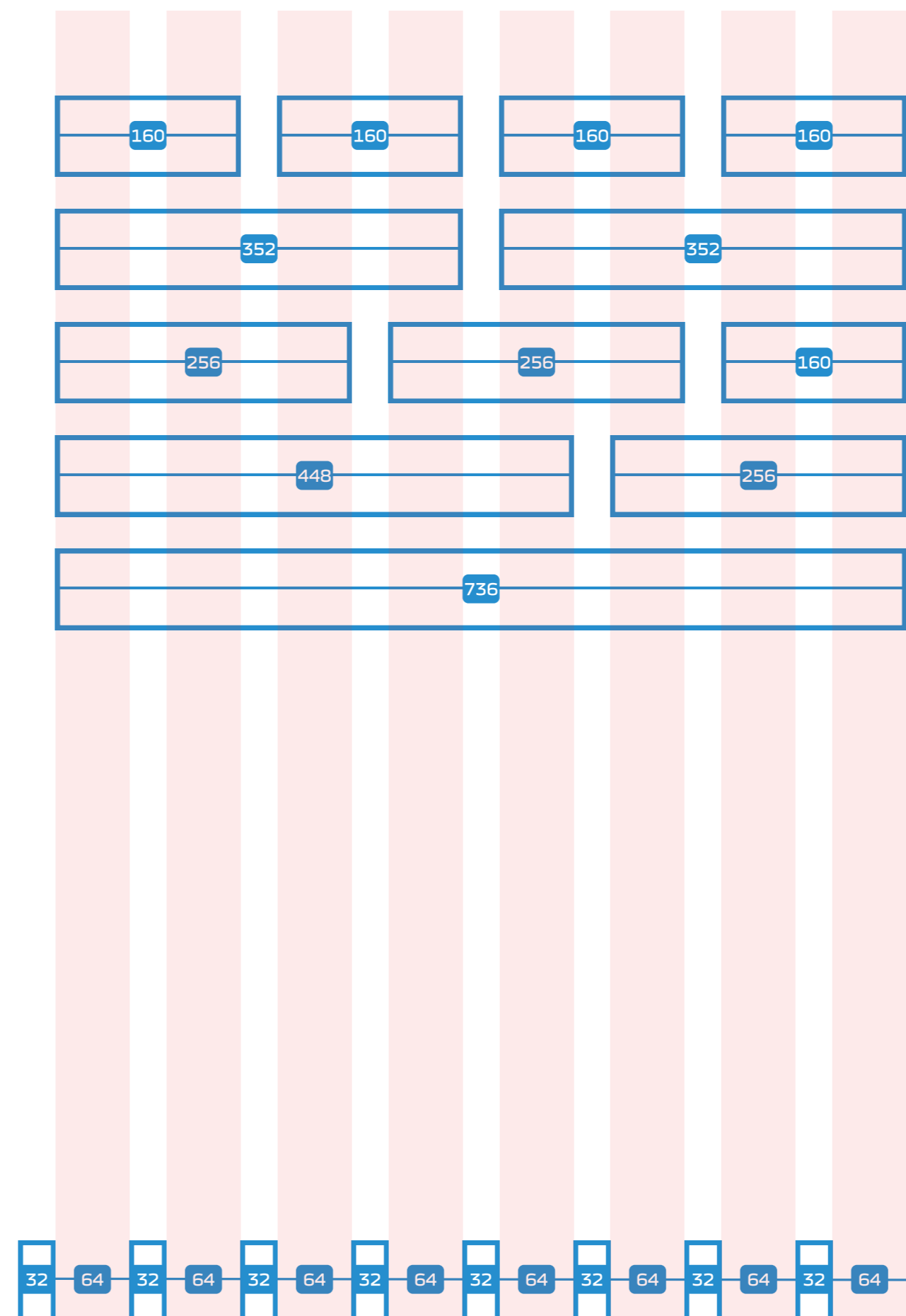
## Desktop grid - non bleed < 1440px

Total width: 1216 px  
Offset: 112 px  
Number of columns: 12  
Gutter Width: 32 px  
Column Width: 72 px



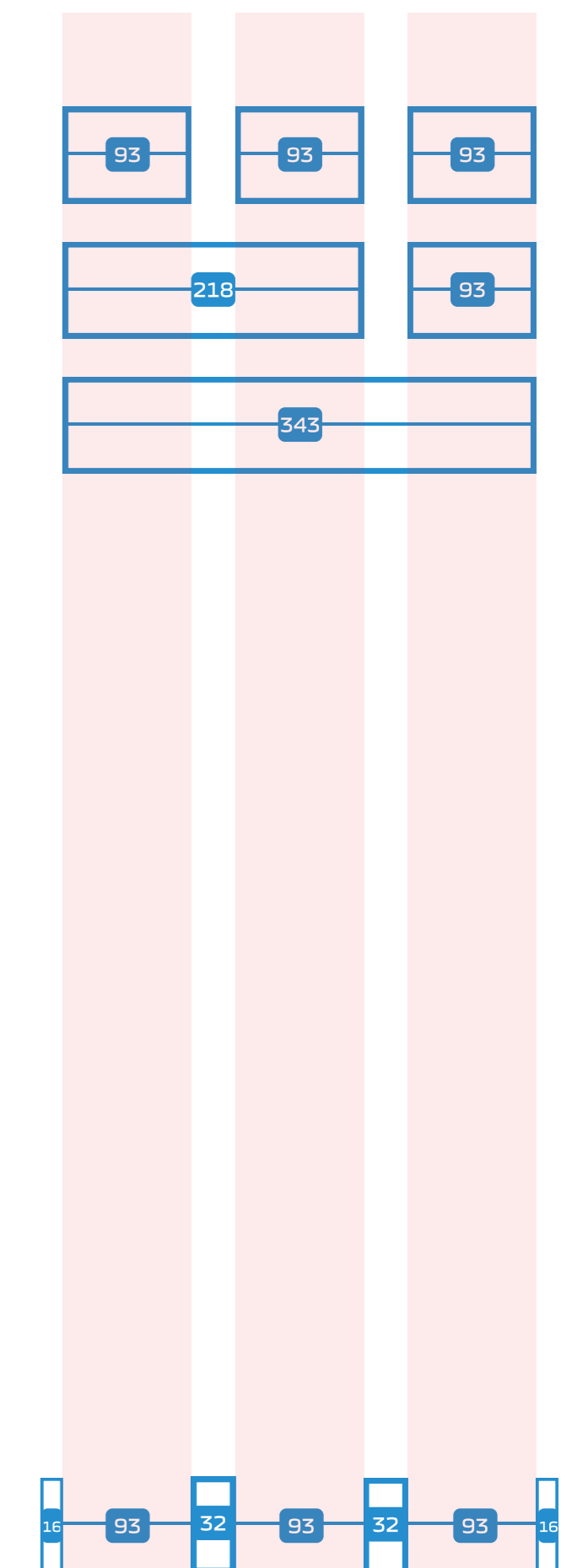
## Tablet grid - non bleed < 800 px

Total width: 736 px  
Offset: 32 px  
Number of columns: 8  
Gutter Width: 32 px  
Column Width: 64 px



## Mobile grid - non bleed < 343 px

Total width: 343 px  
Offset: 16 px  
Number of columns: 3  
Gutter Width: 32 px  
Column Width: 93 px





visual aspects of the brand

## **\_visuals & GUI - links & buttons**

### Category of links

Links are key elements for navigation. Different colours from our design system can be used to highlight different categories of links and buttons. If the links results to action, then the following should be used.

#### normal

**PRIMARY LINK** →

**PRIMARY LINK**

---

#### Link CTA

Height: 32px  
 Icon size: 24px  
 Auto layout: horizontal center  
 Space between text & icon: 8px  
 Font size: 16 bold; height: 20; auto width; centred  
 Max length: 280px

Use one single link in a container - for multiple CTAs use buttons.

#### hover

**PRIMARY LINK** →

**PRIMARY LINK**

---

### Category of buttons

Use the correct shape and format of the following buttons in a coherent and consistent way.

#### normal

**PRIMARY**

**GHOST**

**SUPER PRIMARY**

**SUPER PRIMARY** →

#### hover

**PRIMARY**

**GHOST**

**SUPER PRIMARY**

**SUPER PRIMARY** →

#### Button CTA

Height: 46px  
 Icon size: 24px  
 Auto layout: horizontal center  
 Space between text & icon: 8px  
 Space between items: 9 px  
 Horizontal padding: 16 px  
 Vertical padding: 11px  
 Font size: 16 bold; height: 20; auto width; centred  
 Hover colours: 000000 - all  
 Horizontal space between two CTAs:24px  
 Vertical spacing between two CTAs:24px  
 Max length: 280px  
 Disable button colours: CCCCCC

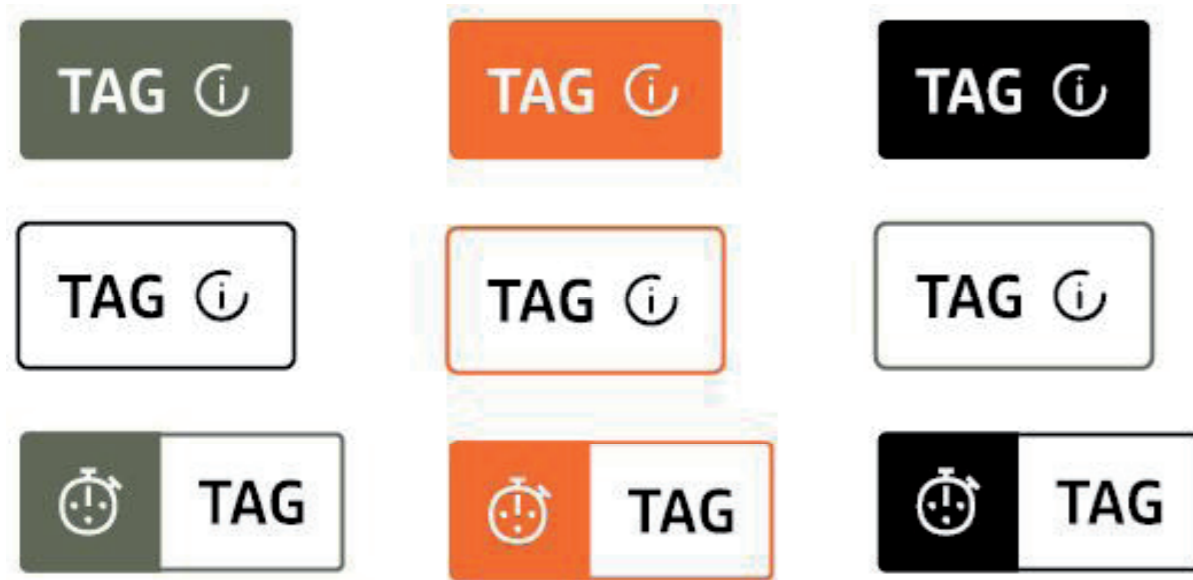
note:

You can find full details on Design System and how to access Figma digital asset library [here](#).

## visual aspects of the brand \_visuals & GUI - tags & form controls

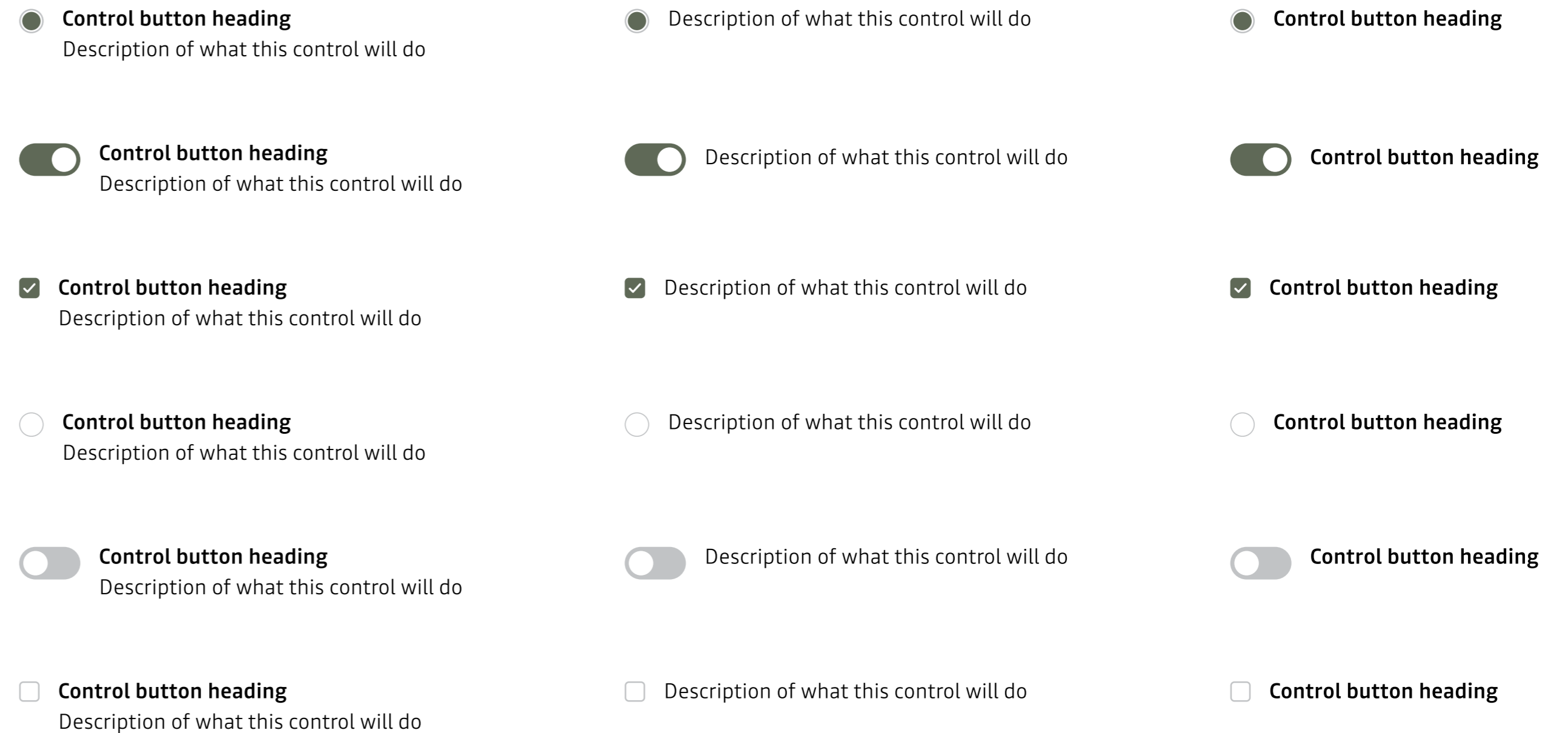
### Tags/Badges types and variations

Tagas are used to filter displayed information. Colour variation depends on the nature of the information.



### Tags

- High: 24px
- Icon size: 12px
- Radius: 2px
- Auto layout: horizontal centre
- Space between text & icon: 2px
- Horizontal padding: 8 px
- Vertical padding: 5px
- Horizontal space between two tags: 8 px
- Font size: 12 semibold; height: 15px; auto width; centred
- Max length: 80px
- Colours used all secondary + primary
- Outline stroke: Solid - Inside - 1



### Form controls types and variations

There are several types of elements that can be used to collect data within a form.

### Form controls

- Font size: 14 regular/ semibold; height > 18; auto height; aligned left
- Elements size: 2px
- Radius: 2px
- Auto layout: horizontal left
- Space between text & element: 12px
- Horizontal space between two elements: 16 px
- Max length: 80px

visual aspects of the brand

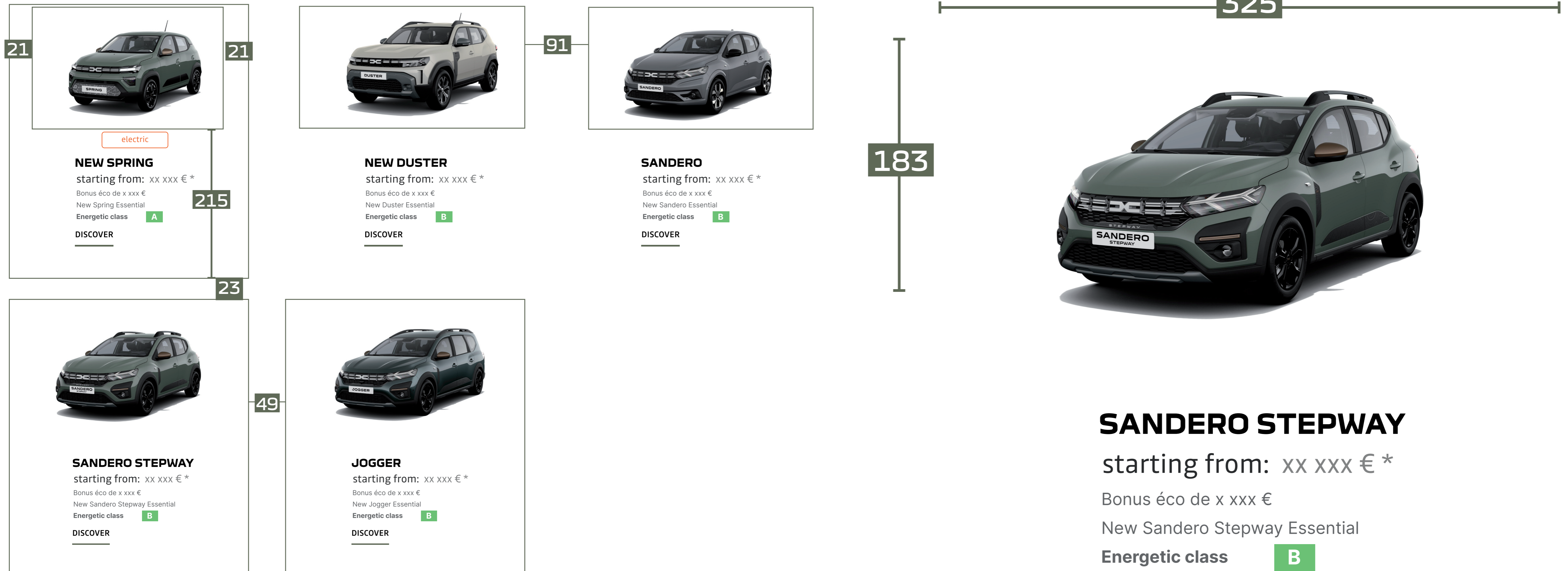
## **\_visuals & GUI - range image**

This is our recommended visual representation of vehicles in new vehicle range.

Request the images (PackShot) from someone on the local marketing/digital team or network. The examples seen here are packshot images SANDERO STEPWAY.



visual aspects of the brand  
**\_visuals & GUI - range image**



This is the recommended visual representation of vehicles in new vehicle ranges

- Use the recommended size of the container and leave space between car images.
- Make sure to have a full white background for the entire range.
- Ensure consistency when using a car range image - only official images are allowed, **the same angle must be used, and the image must not be edited.**

visual aspects of the brand

## **\_visuals & GUI - editing images for hero zone**

### **Asset format general editing rules**

The quality of files used must always be high, clean and crisp.

### **Image rules**

- Maximum of 4MB for good visual quality.
- Saved for web at a minimum of 80% quality (not lower) in .JPG format only.
- Always save in sRGB profile (rather than RGB).

### **Video rules**

- Maximum of 15MB.
- Saved for web at a 16:9 ratio.
- .MP4 format only.

### **Safe zones for hero images**

Always choose HD images, approximately 4500px (.EPS or HD, .JPG file format).

The layout of the hero zone is full-width responsive, so the visual needs to be clear and sharp for bigger screen resolutions.

Choose images where the car is centered to allow enough background to fill the banner areas outside safe car zone.

Do not choose images with not enough background around the car, you will have a difficult time editing the banner to required dimensions outside safe zone.

This type and size is ideal for hero images

Use this kind of image to edit and adapt for each device by following the rules mentioned.



This type and size is not recommended for hero images

This focus is too close and there is no space around the car to be edited and adaptable on multiple devices.



visual aspects of the brand

## **\_visuals & GUI - editing images for hero zone**

### **Safe zones for hero images**

Do not choose images of 1280px or similar. They are too small for big size banners (example: 2560 x 1440 px). The quality of resulting visuals will be very low.

### **Safe zones rules:**

- Keep all cars in the safe area or they may be cut.
- Do not use of extra texts, icons or other visual elements on your banners.
- All texts and mentions should be included in the text box or on the product page itself.



visual aspects of the brand

## **\_visuals & GUI**

### **It is required to:**

- ✓ Always use official Dacia or Dacia approved visuals and follow visual standards when modifying any image (example: Mediateque).
- ✓ Use the grid formats as an orientation when building your website.
- ✓ In the range presentation, use consistency in vehicle images (use the same angle shot for all vehicle images).
- ✓ Keep the shadow and the reflection on the ground.
- ✓ Use the correct colors of backgrounds and maximize the white space available.
- ✓ Maintain the position of the vehicle in a horizontally aligned manner. Maintain a safe zone around the vehicle.
- ✓ Insert the legal notice adapted to the visual used (description of equipment/version, consumption).

### **Do not:**

- x Add objects, elements, layer, logos or emblems (exceptions can be made with the coordination of the local marketing team) during the editing phase of any image.
- x Use icons and visuals that are not part of Renault Group.
- x Mix the visuals, emblems, logos in a small area.

# 2

## name & URL

- Secure dealer's website URL to access Renault Group's brands environment.
- Name consistency within all digital environments for a dealer online presence.



# 2.1

## **\_business name**

- How to display and ensure consistency with the name.

name &amp; URL

**\_business name****Keep the same names in all digital environments (websites, social networks, Google Business Profile, etc...)**

In the navigation bar use the following rules:

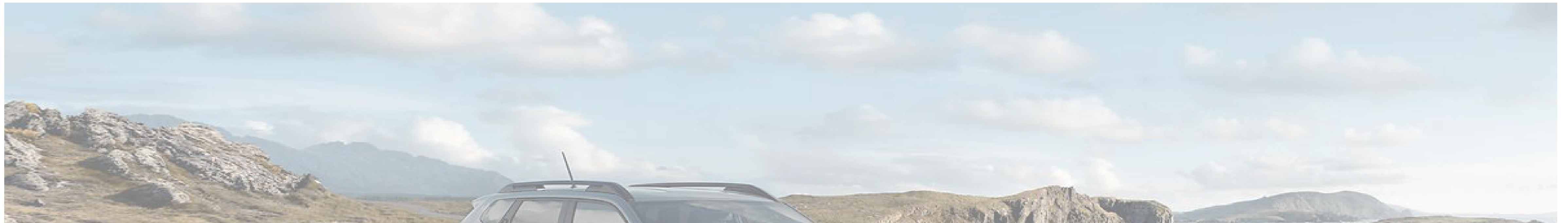
- Use the black Dacia logotype (ensure an exclusion zone for good visibility).
- The dealer's logo, dealer name/group, "Brand dealer" stamp or any other distinct branding indicator can be added on the right side of the navigation bar.
- As a general rule add City name/Geographical area or in exceptional cases please use City Name + Dealer group name.
- Use Read font in the navigation bar on the website. (Menu tab must be written with Dacia Block font)
- Use variations of the overlay to fit the local requirements and accessibility in terms of visibility.

**DACIA** | CITY NAME**NEW VEHICLES OFFERS AND PROMOTIONS USED SERVICES OTHER**

Search



Locations

**Dacia Dealer**  
Dealer name

note:

You can find full details on Design System and how to access Figma digital asset library [here](#).

name & URL

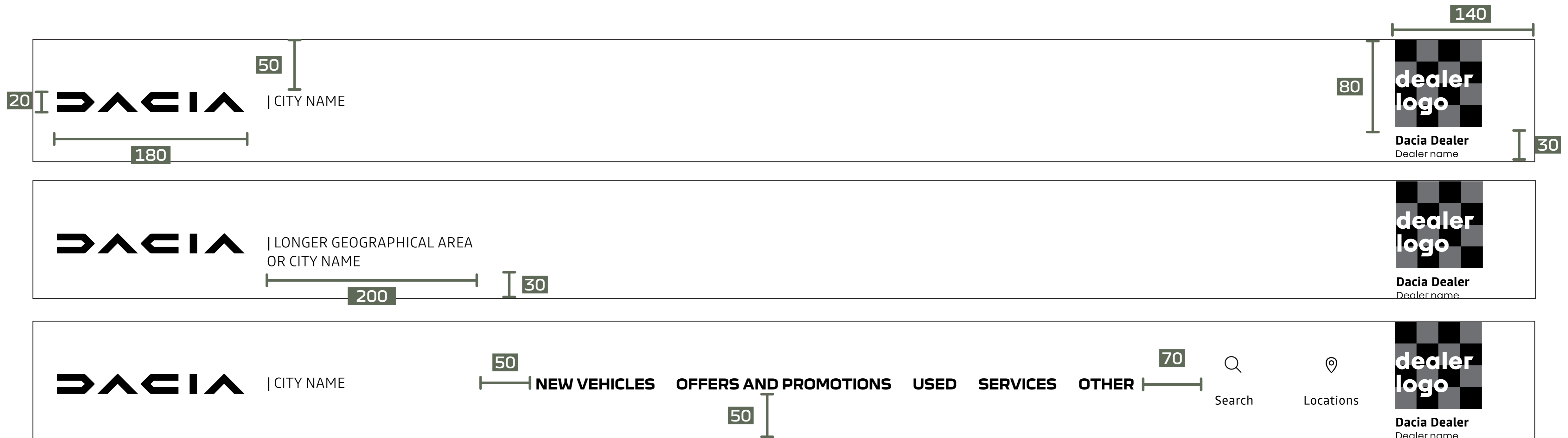
## **\_business name**

Make sure to have enough space between the logotype and the space dedicated to add the "City name".

If the city name is long, split the text in two rows and make sure to have good framing regarding space between City name and navigation tabs.

The navigation is split into 3 areas (left, middle, right)

- **Left side** is dedicated for two elements : logotype + City name/location
  - For accessibility and search engine optimization purposes, the City name will be added to the left side of the navigation. This will help with visual symmetry within that area and provide a clear identifier for the user on his path.
- **Middle area** will be with links/dropdown/icons etc, place for to the main navigation
- **Right side** is dedicate to dealers branding : logo/dealer name/claim. Respect the proportions with other logos and elements on the navigation - this dealer logo can also be used as a path to the institutional home page of the dealer group (opening another tab).



name &amp; URL

**\_business name**

## Ensure consistency

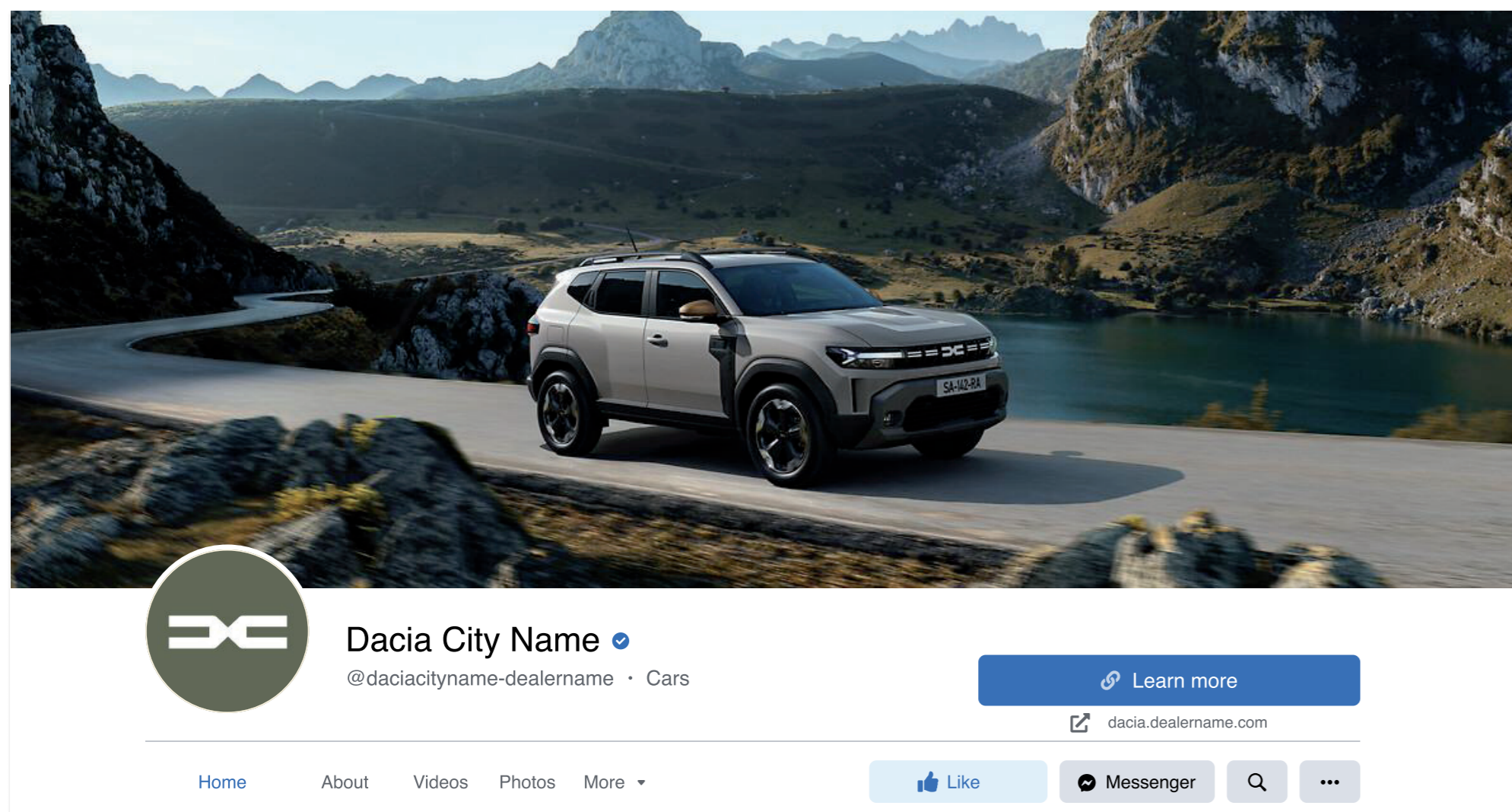
The names used in the navigation bar should be the same on all platforms. **Split per brand is mandatory for all accounts** - to ensure homogeneity. For social media accounts the following format is to be used:

- Brand + City name (for dealers that operate only one single location);
- Brand + City name + Dealer name (for dealers that operate multiple locations and have accounts for some/all locations);
- Brand + Dealer name (for dealers that operate multiple locations and have only one account per brand).

For GBP (Google Business Profile), based on the rules and guides provided by the E-reputation corporate team and Google, ensure that there is a split per brand for all brands - to secure homogeneity, the following format is to be used:

- Brand + City name (for dealers that operate only one single location);
- Brand + City name + Dealer name (for dealers that operate multiple locations). For them it is mandatory to have Google accounts if the locations have services registered as "selling new vehicles". Other locations with services labelled otherwise, shouldn't have a GBP account.

To create a generic GBP account on top on the ones dedicated for each brand and location, please do not use the name "Dacia". **Details on the naming for social media and GBP will be elaborated in chapter 5 and chapter 6.**



## Dacia City Name



4.9 ★★★★★ (1.2K)

Dacia Dealer in City name, Country

# 2.2

## **\_URL**

- Good practices on how to secure the URL for each user journey.

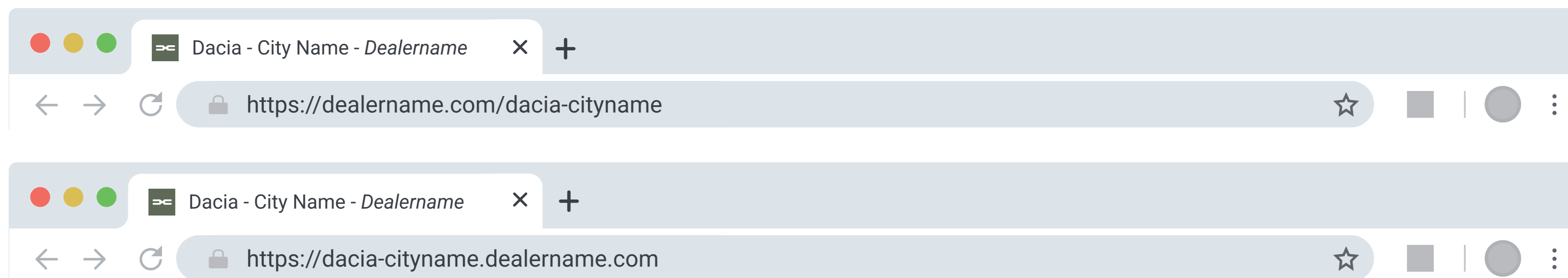
name &amp; URL

**\_URL**

The dealer's website URL is the easiest way to access the Renault Group's brands environment. The domain name must not suggest an official Renault Group's brand website. The aim is to clearly differentiate the dealer's website from the corporate brand's website.

**Website favicon**

**Use the white favicon on kaki background (background size 19x20px and emblem:13x16px).** You need to have a split between favicon and Dacia name, as this is a visual element. The favicon is a branding element, unique to each brand and for the user journey on your website. Its role is to help visitors to identify your website easier when they have multiple tabs opened. It is forbidden to alter/readjust favicons on the user journey - the dealer's favicon is to be added only on a neutral page. Favicon is the entrance door, next to the URL, to the brand's universe. Thus, the favicon must respect the standards presented in this guide.

**Website URLs & sub-domain**

In order to ensure a smooth user journey and a clear distinction use **the name of the brand and the city name as a differentiator**. It is encouraged to create sub-domains as follows: `dacia-cityname.dealername.com` or `dealername.com/dacia-cityname`.

It is not advisable to have a sub-domain consisting only with the name of the dealer (`dealername.com`). If your domain already contains "Dacia" please make sure to have it enrolled on the white-list with the corporate team. The website needs to have its security certifications up to date, as well as other privacy related topics. When choosing a new web domain please have in mind the following principles: keep it simple and avoid using long names; use a "-" to separate words if it is too long. If the dealer's domain has no sub-domains, please use 'Dacia-cityname' - i.e. `dacia-cityname.dealername.com` (avoid adding the brand's name at the end of the domain).

# 3

## general website presentation

- Define the Customer Journey, similar to on-site dealerships, aligned with the customer's online patterns.
- Showcase the required elements on home page.

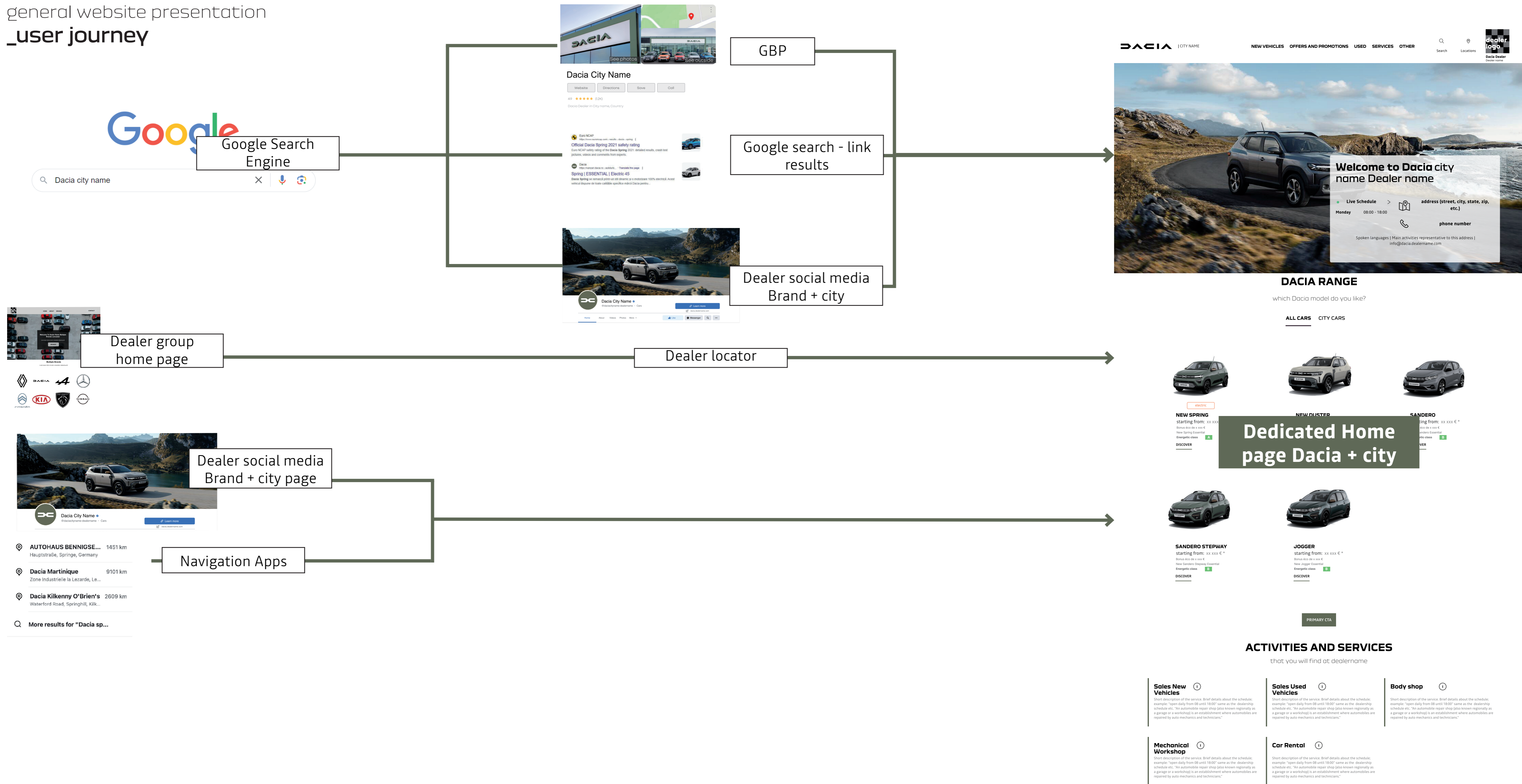
# 3.1

## **\_user journey**

- The user pathway throughout the Dacia environment.



# general website presentation \_user journey



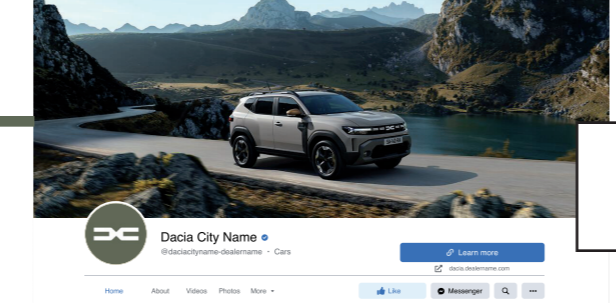
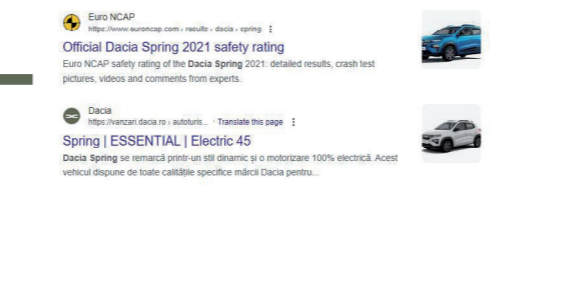
Google Search Engine



GBP

Dacia City Name  
Website Directions Save Call  
4.9 (50 reviews) 0290  
Dacia Dealer in City name, County

Google search - link results



Dealer social media Brand + city



Dealer group home page

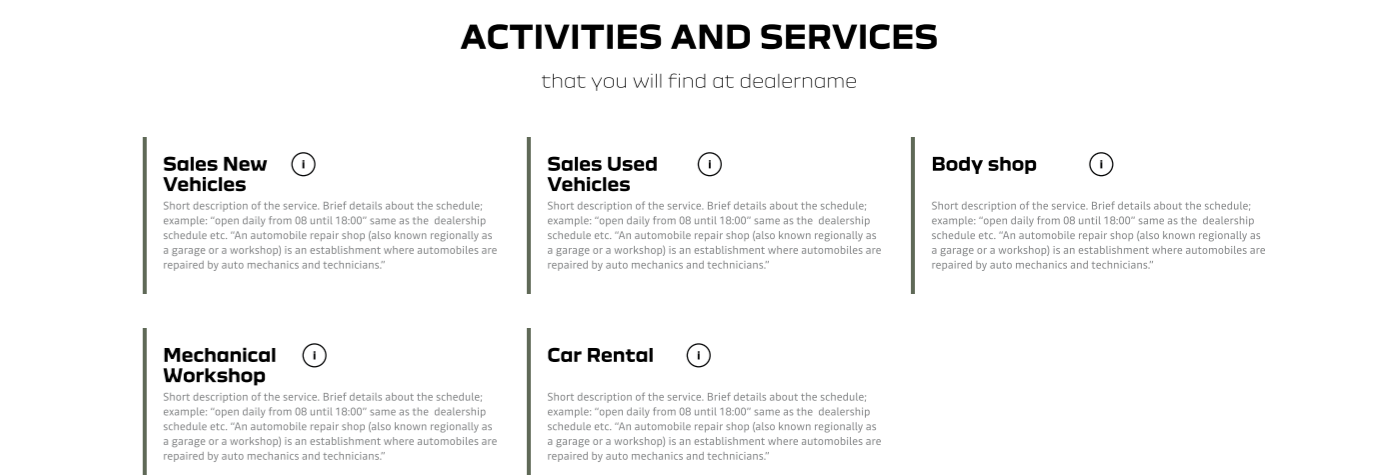
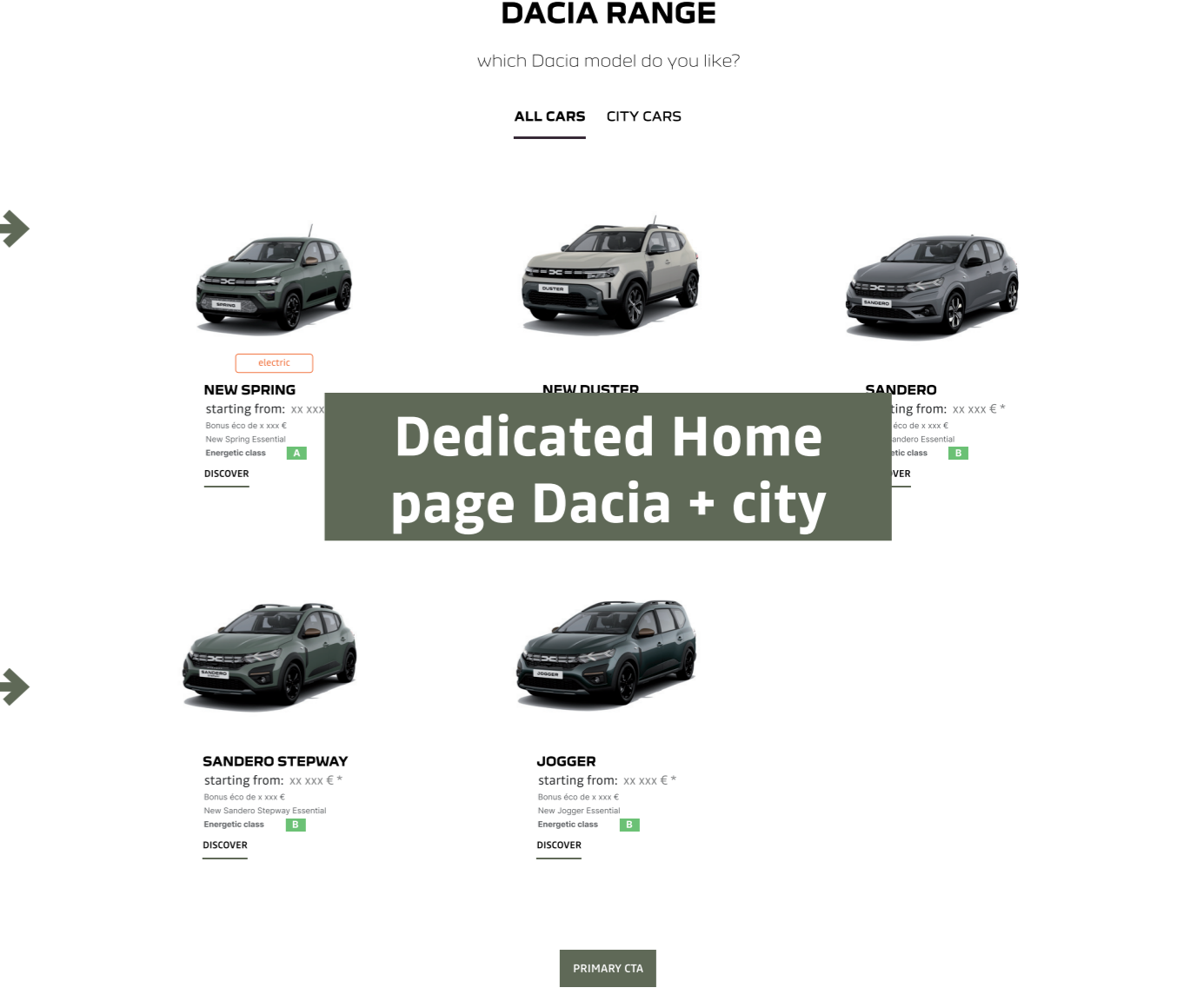
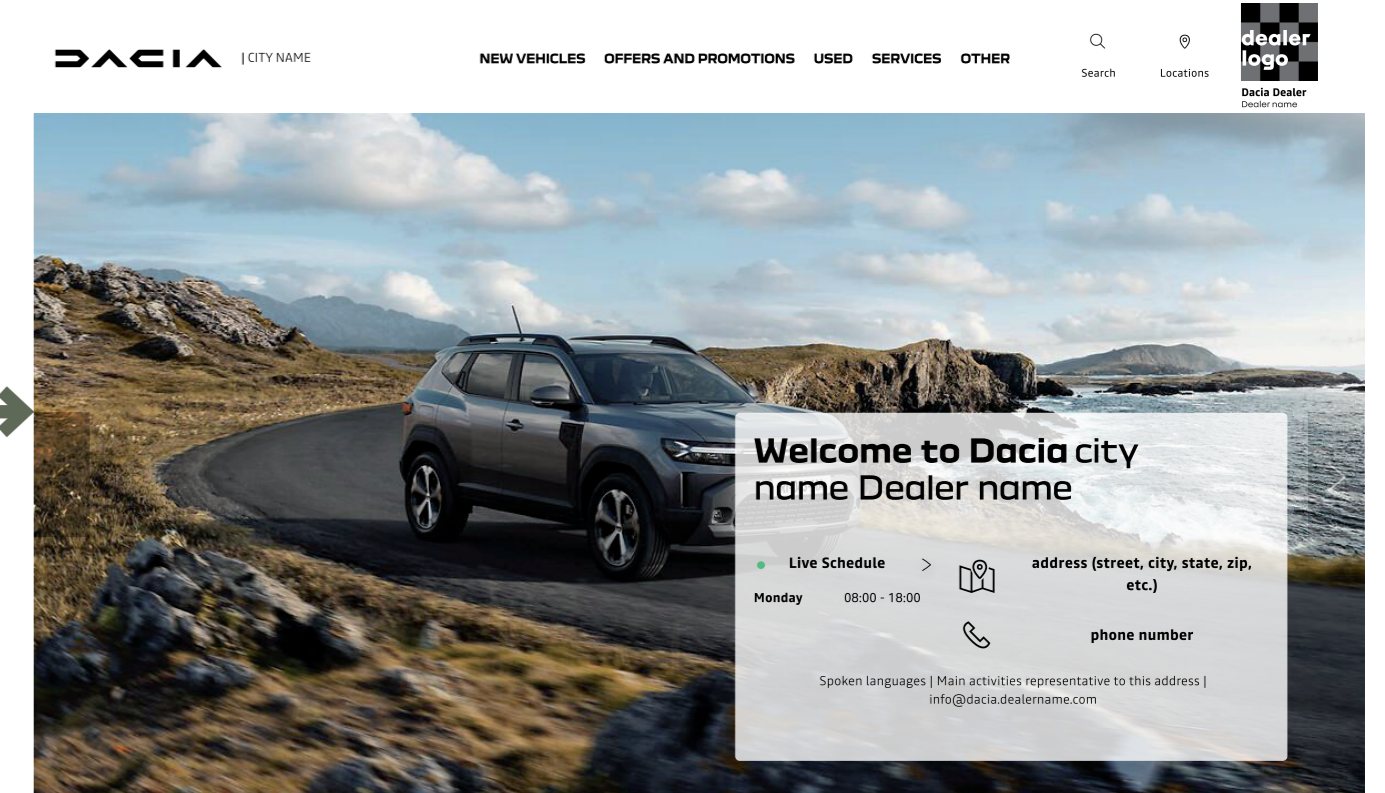
Dealer locator



Dealer social media Brand + city page



Navigation Apps

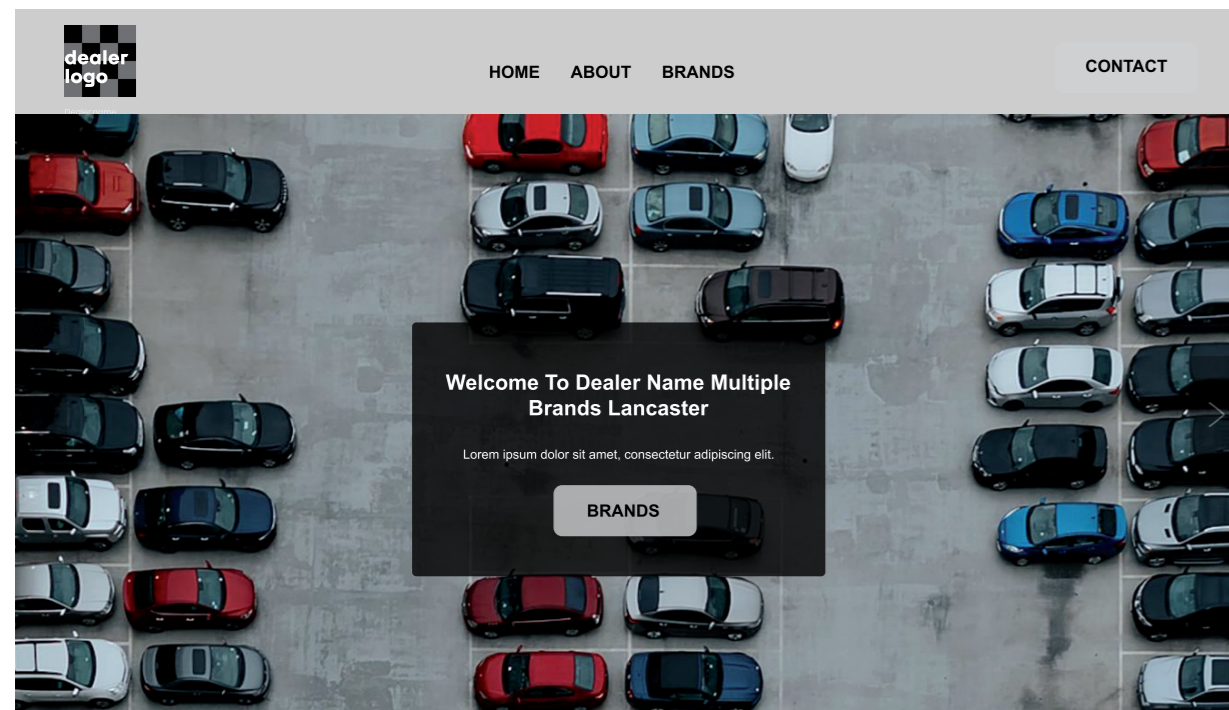


# 3.2

## **\_multibrand / Renault Group environment**

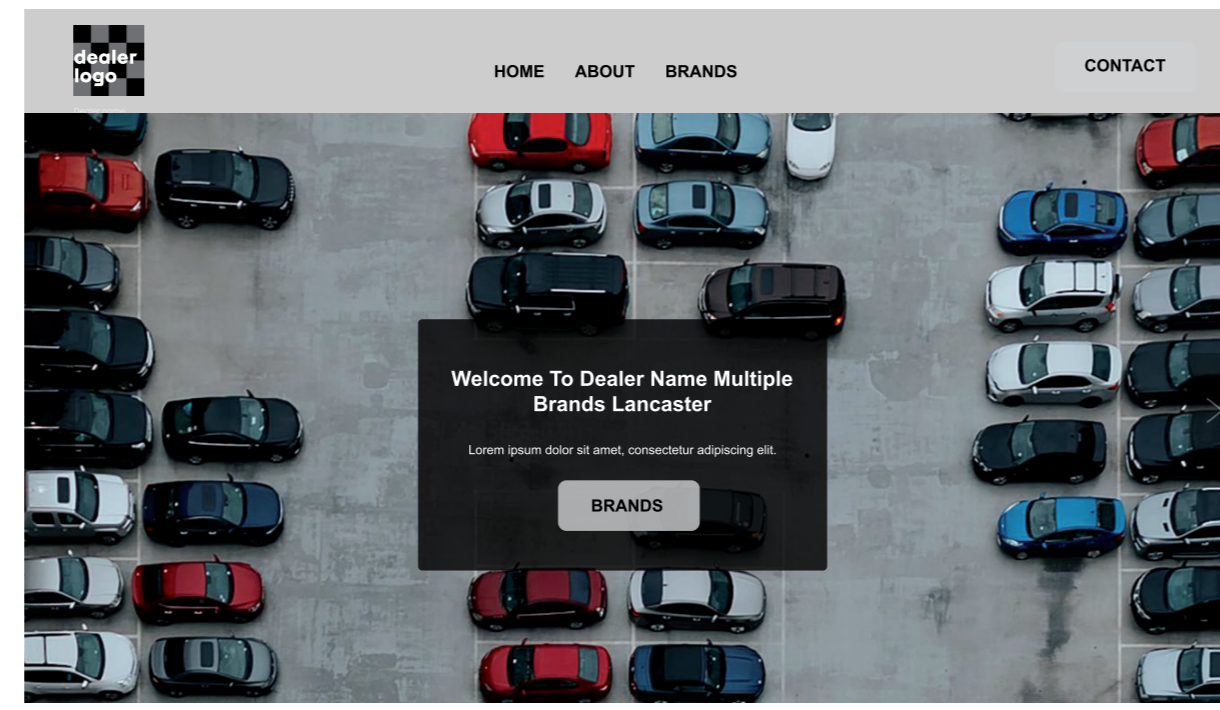
- UX rules for multiple brands environment.

## general website presentation \_multibrand / Renault Group environment



### Multiple Brands

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



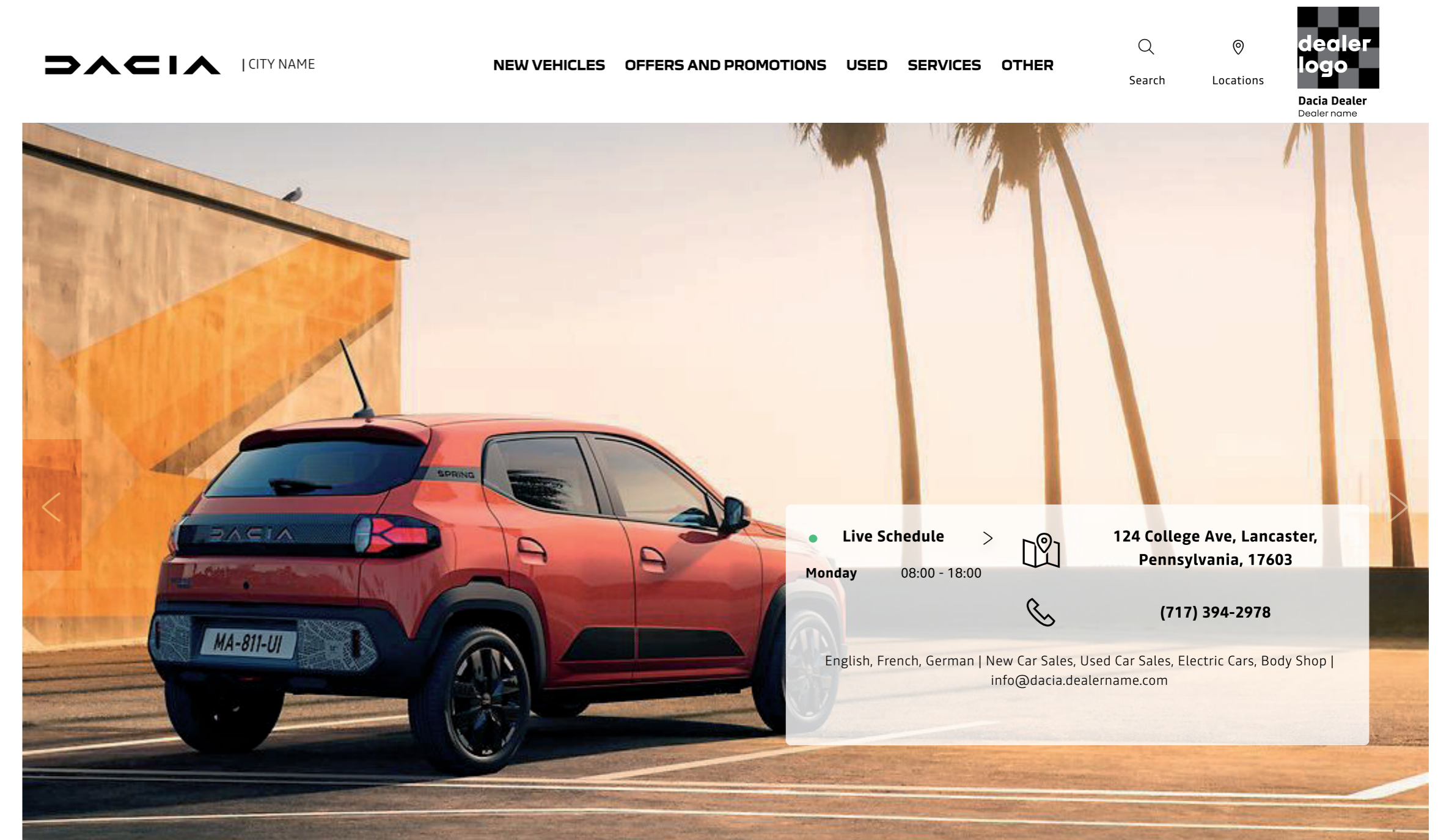
**Multibrand environment**: defined as the user journey on the dealer's website that represents other brands besides Renault Group.

**Renault Group environment**: defined as the user journey on the dealer's website that represents only Renault Group brands.

In both cases, it is best to create a simple "neutral page" which supports all brands logos presentation. Each logo would be the entrance point of their dedicated landing page.

Make sure to display Renault Group brands logos in the correct order (Renault, Dacia, Alpine) whether the dealer deals only Renault Group vehicles or it has multiple other brands shown together.

The Renault Group brands should be displayed together in a row with no interruption in their order.



### Dacia home page

Make sure that the user can access the Dacia brand page (above) through the Dacia logo displayed on your dealer group home page.

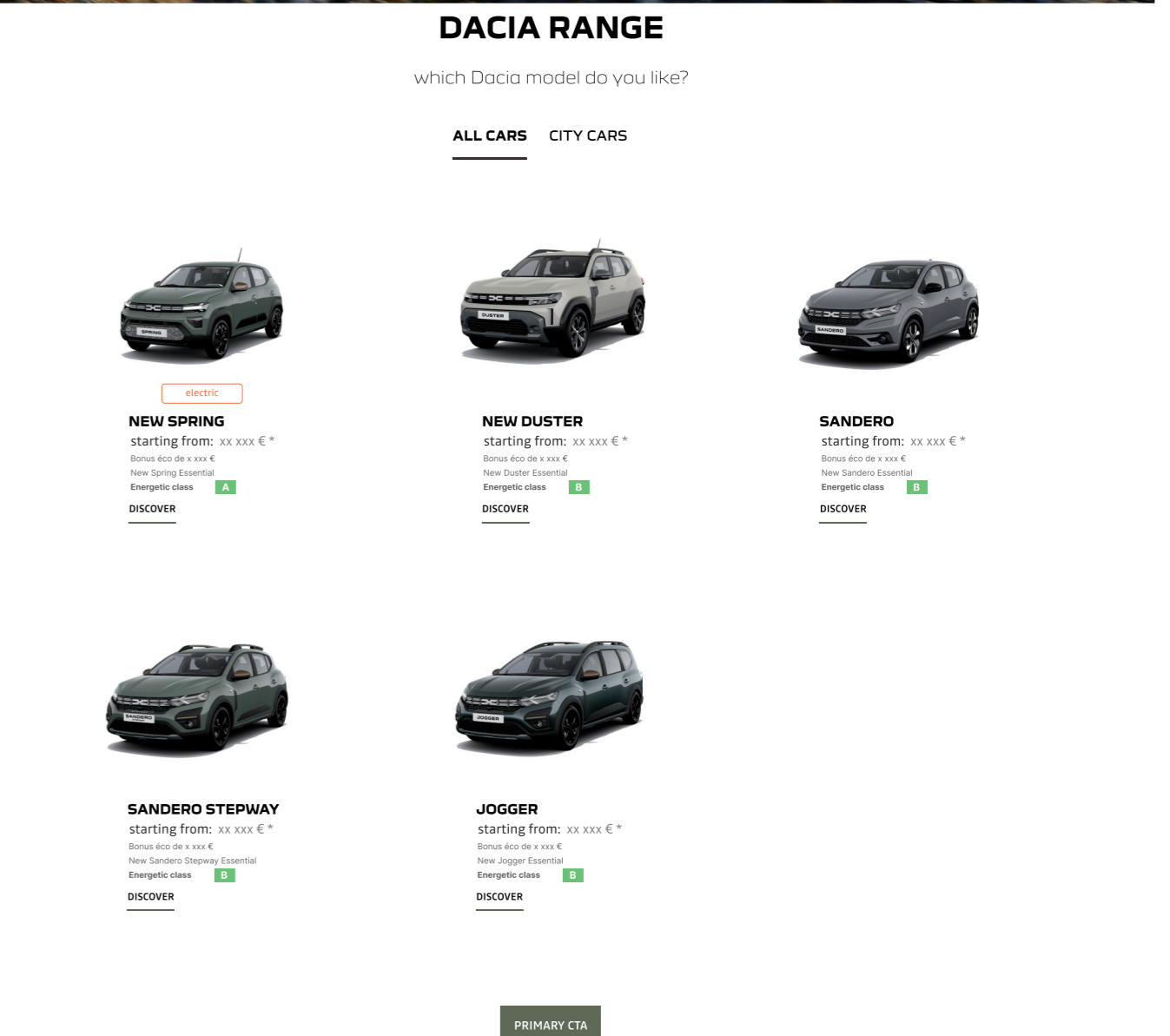
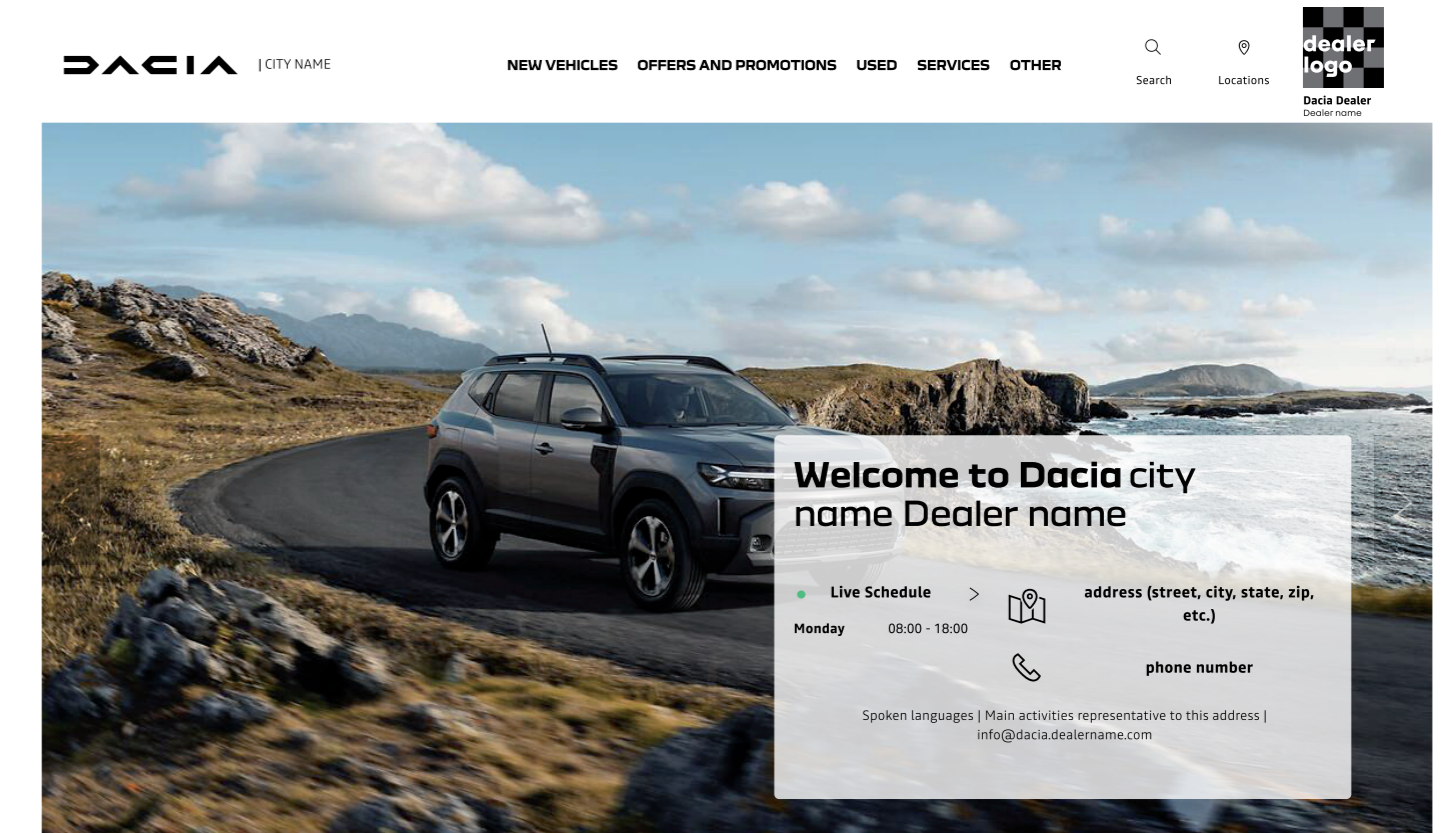
## general website presentation \_homepage

### On a home page, it is important to display at least 4 elements:

- Navigation bar (white background)
- Hero image (slider or static with or without CTA)
- Range of New Vehicles / or a direct link to the new range in 1 click (image, car name, price and CTA)
- List of services available.

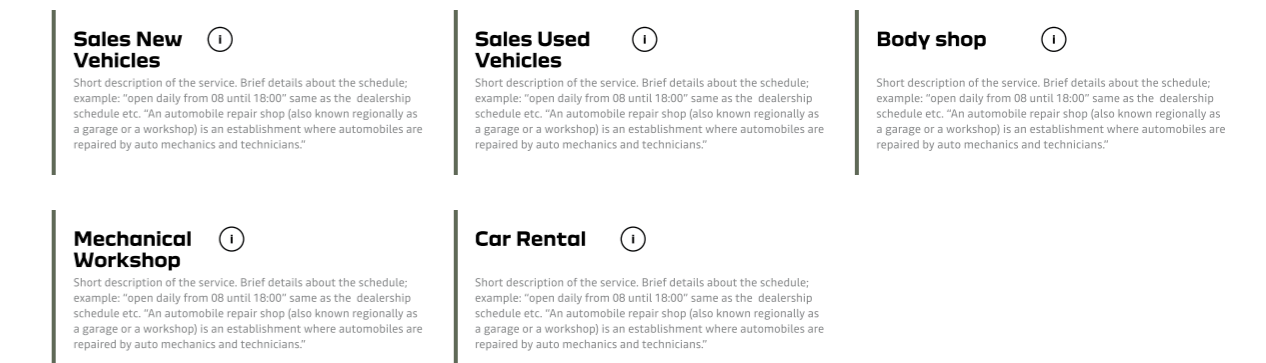
To make the customer experience more seamless you need to have a dedicated Dacia brand environment with a specific navigation bar. Customers looking for information about the products and services would have an easier access to them, without being redirected to other brands' pages.

### Please be advised that the Dacia brand page should not have any gateways for other brands (other logos, CTA etc.)



### ACTIVITIES AND SERVICES

that you will find at dealername

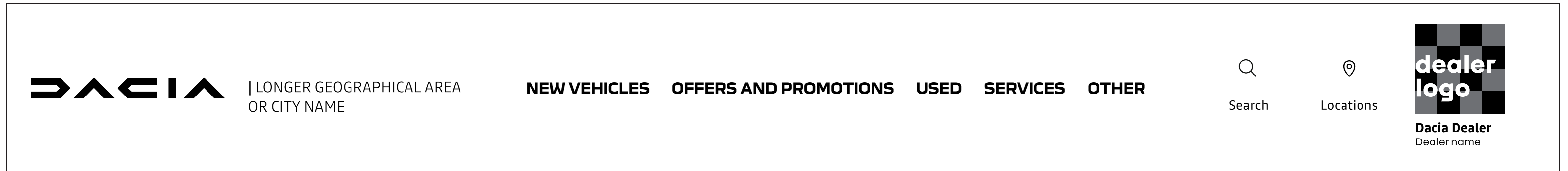


### note

You can find more details on rules for New Vehicle (images, car name, price and CTA) in [chapter 4](#).

This visual representation is only for demonstration purposes. You can use the visual representation as an example to build your Dacia home page. Please make sure that all brand elements are used correctly and in accordance with Renault Group brand strategy.

## general website presentation \_homepage navigation



### The navigation bar needs to contain:

- Emblem on the left. For Arabic countries it is allowed to be used on the right.
- White background.
- Naming: City name or City name + Location (for dealers with multiple locations in the same city) and the dealer's logo on the opposite side (if case needs it).
- The menu should consist of New Vehicles, Used Vehicles and Services buttons.
- Optional to have CTA (to corporate website, 3D Configurator, etc.) contact details and information about offers & promotions highlighted in the main navigation bar as a separate category.

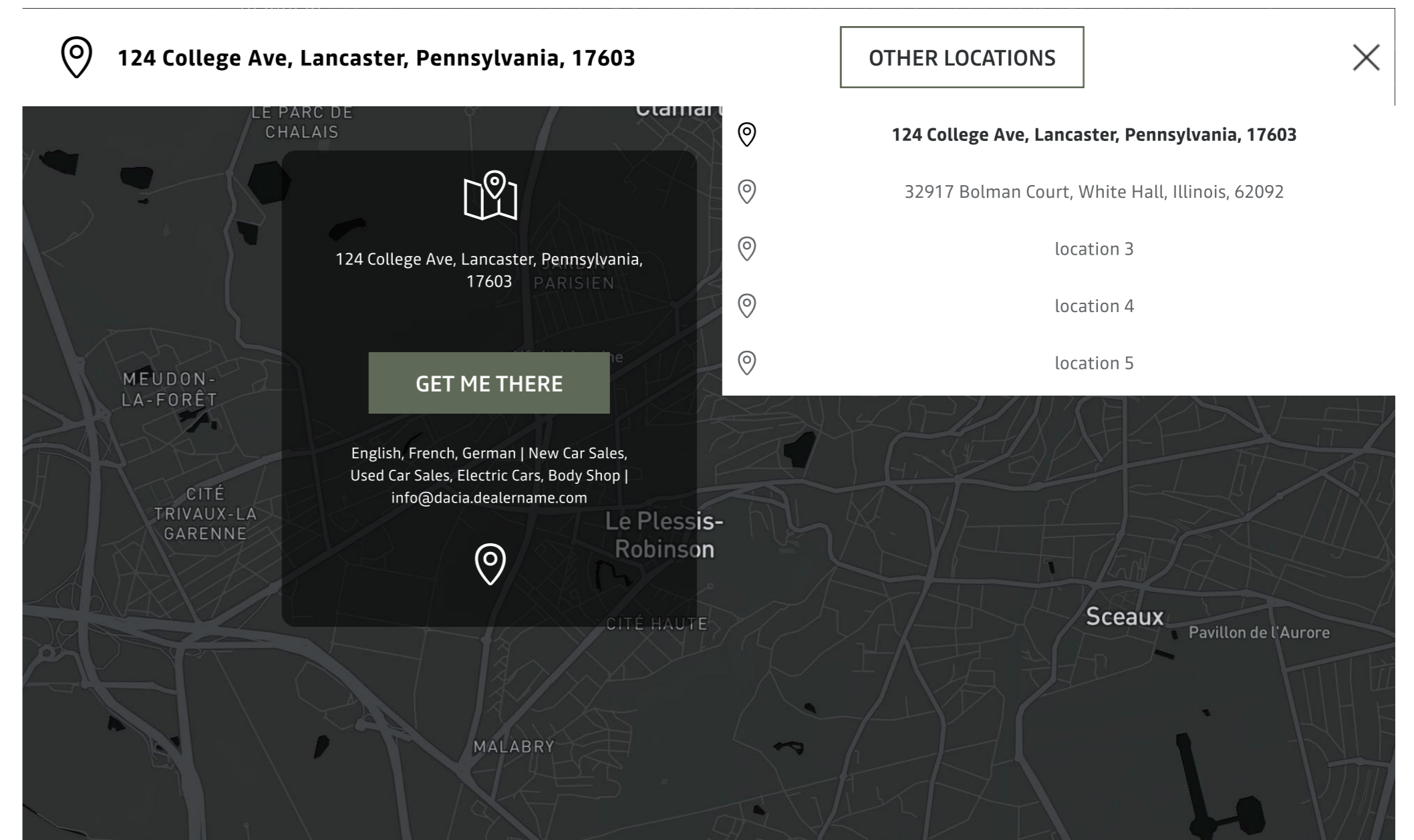
Use the Dacia logo in the navigation bar as a redirection link to the Dacia + city homepage.

You may have the option to go to the dealer's group global homepage (presenting the group and not other brands) through the dealer's logo by opening a new tab.

As an alternative, when a single dealer has multiple locations then, use the "Locations" icon CTA from the navigation to activate a pop-up showcasing the current location with the details and the list of other locations. If there are multiple locations it is required to create a dedicated page/element for each location. The pin on the map should contain a CTA through which customers/prospects can search for different location sites owned by the dealer **where Dacia brand is commercialized**.

If the user lands on the brand's home page through the dealers' locator home page:

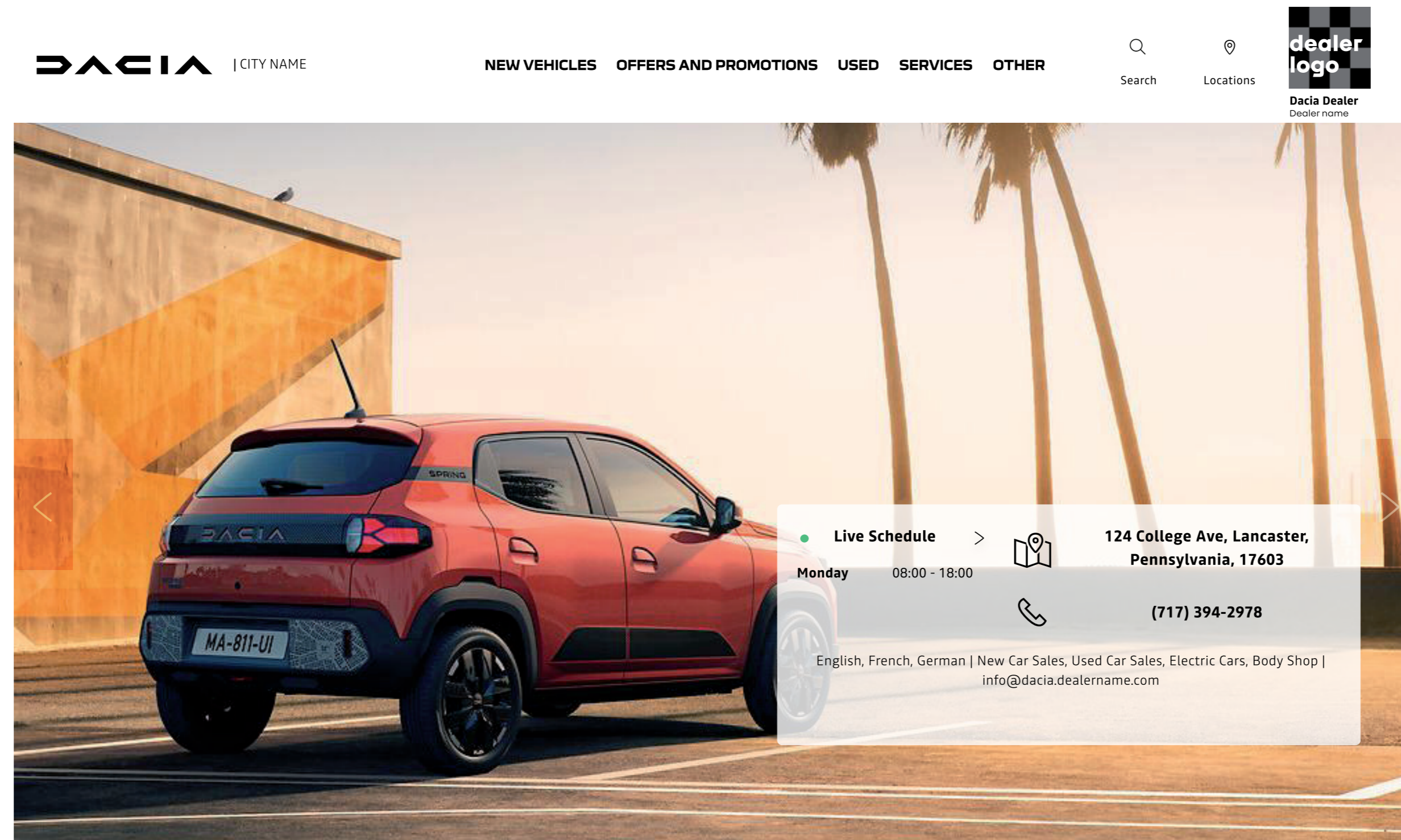
- It is technically possible to land on the city near him based on his IP address.



### note

This visual representation is only for demonstration purpose. You can use the visual representation as an example when building your Dacia home page. Please make sure all brand elements are used correctly and in accordance with Renault Group brand strategy.

## general website presentation \_homepage - hero image



### Hero image

Have an overlay text box over the first image as “Welcome” card. If there is a slider for images - the welcome message should be visible only on the first image. It may include details of the dealership (opening hours, address, language, etc.), The format, size, and type of image should be consistent with Dacia brand’s guidelines ([chapter 1](#)).

Avoid overcrowding the hero image section with too many elements.

Hero image should be edited according to the rules mentioned in this guide. Use images provided by Dacia or the ones which respect the visual identity guidelines of Renault Group.

#### note

The hero image can be any picture or set of pictures that are relevant for marketing campaigns of the dealer or global marketing campaign of the brand. Make sure that allows you to add a hero image for three different formats (desktop, tablet, mobile).

## general website presentation \_homepage - new vehicle range

### New vehicle range

The new vehicle range must be only Dacia brand cars.  
When accessing the range, visitors should be able to choose the brand and then they have to have access only to the vehicle page chosen.

### For the range, it is important to have:

- The image, name, price (minimum the "starting price" and CTA to car pages (corporate or locally created)).
- Make sure that the display of the cars respects the correct order of the vehicles, from the most recent to the oldest model.
- Car images have to be spaced out and must have the same size and orientation for consistency purposes.

### DACIA RANGE

which Dacia model do you like?

**ALL CARS** CITY CARS



electric

**NEW SPRING**  
starting from: xx xxx € \*  
Bonus éco de x xxx €  
New Spring Essential  
Energetic class **A**  
**DISCOVER**



**NEW DUSTER**  
starting from: xx xxx € \*  
Bonus éco de x xxx €  
New Duster Essential  
Energetic class **B**  
**DISCOVER**



**SANDERO**  
starting from: xx xxx € \*  
Bonus éco de x xxx €  
New Sandero Essential  
Energetic class **B**  
**DISCOVER**



**SANDERO STEPWAY**  
starting from: xx xxx € \*  
Bonus éco de x xxx €  
New Sandero Stepway Essential  
Energetic class **B**  
**DISCOVER**



**JOGGER**  
starting from: xx xxx € \*  
Bonus éco de x xxx €  
New Jogger Essential  
Energetic class **B**  
**DISCOVER**

note

You can find more details on rules for New Vehicle page (images, car name, price and CTA) in [chapter 4](#).  
Variations and acceptable scenarios models for vehicles details display (name, grade, mentions, CTA) can be found in the Digital Asset Library on Figma.

This visual representation is only for demonstration purpose and it is not required to be recreated in an exact high fidelity with all the elements used. Get inspired and use all branding elements provided correctly and in accordance with the branding strategy of Renault Group.

## general website presentation

### \_homepage - list of services

#### List of services

It is important to have a list of services described and detailed with their different hourly schedules. Please add only services listed in your dealership. Other elements are not required and are up to the dealer's decision.

#### Sales New Vehicles (i)

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

#### Sales Used Vehicles (i)

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

#### Body shop (i)

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

#### Mechanical Workshop (i)

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

#### Car Rental (i)

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

#### note

You can find more details on rules on lists of services in [chapter 4](#).

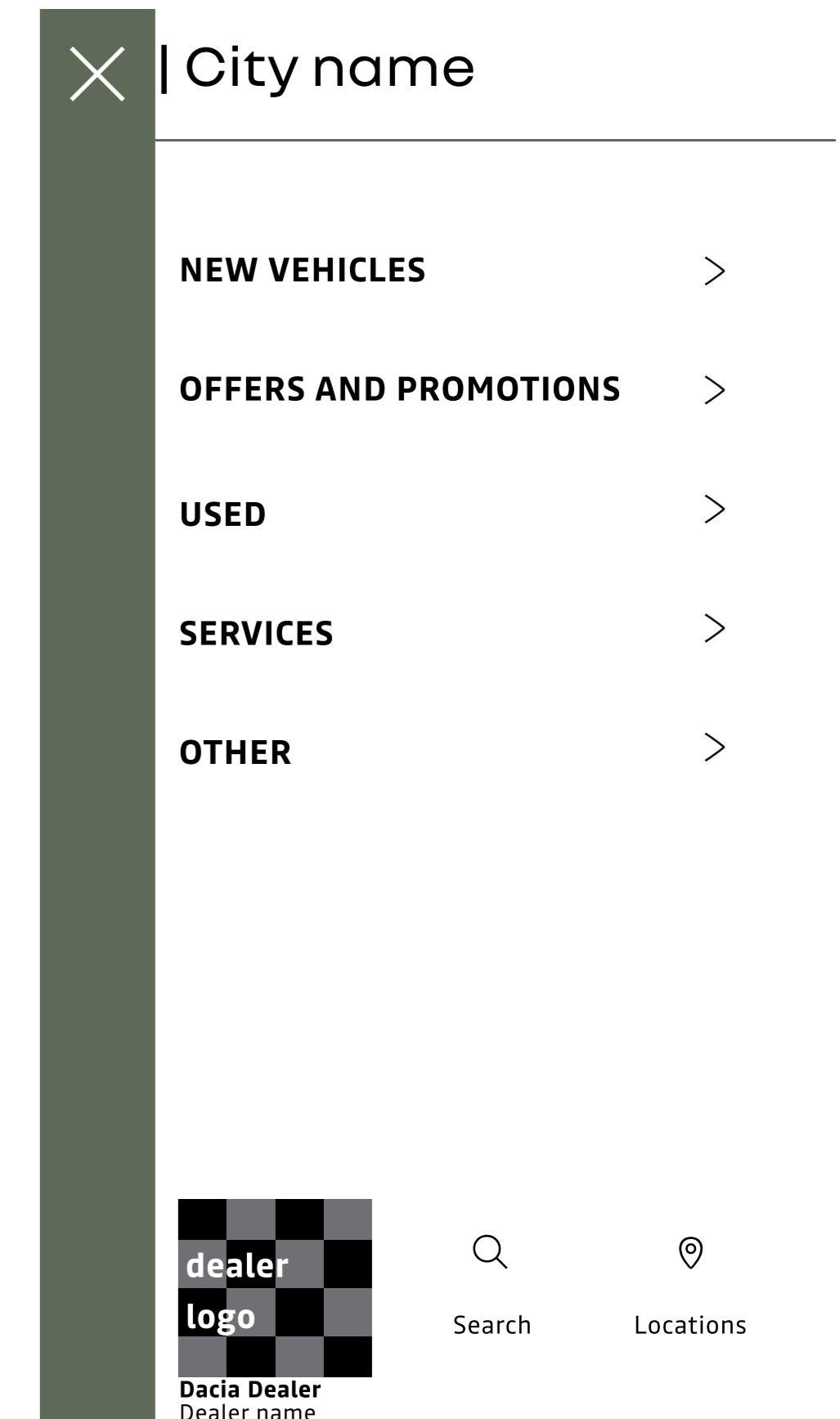
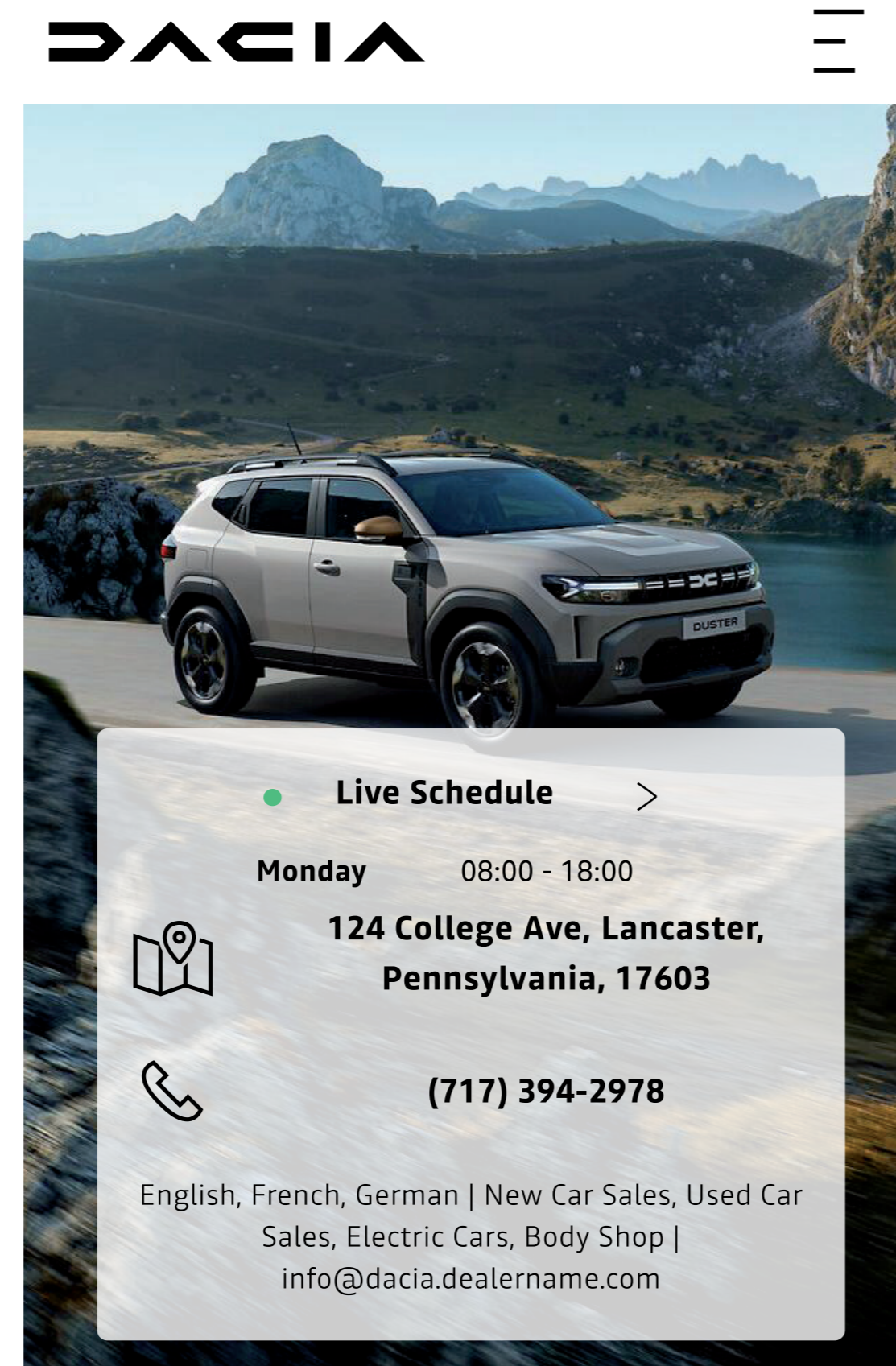
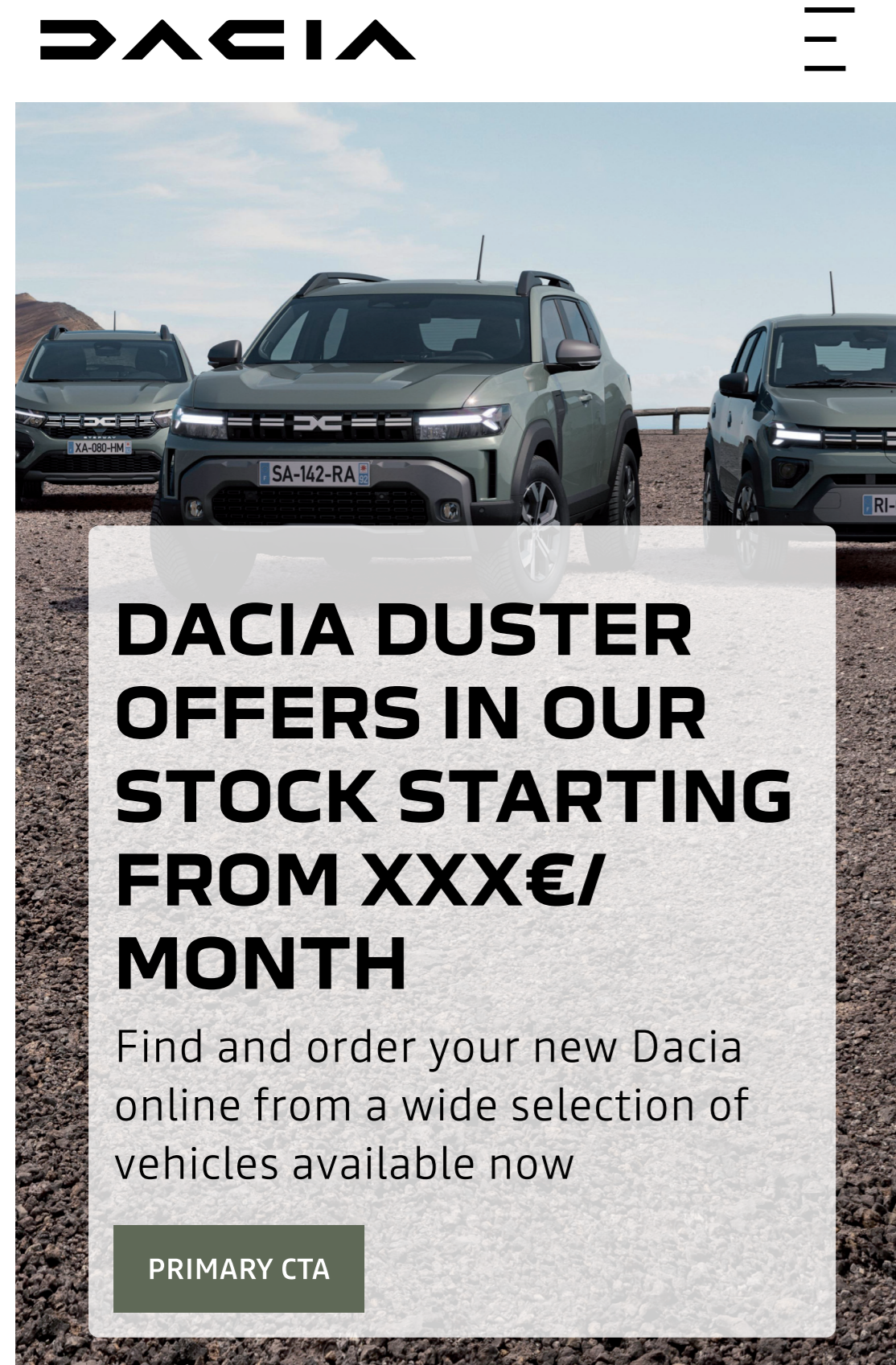


# 3.3

## **\_mobile usage**

- Recommendations for mobile and tablet UX/UI.

general website presentation  
\_mobile usage



Remember that!

- Your site's actual traffic sources should be verified! Use a tool like Google Analytics to check and manage the audience type.
- Make sure the website is built using responsive web design, so that you may know if your content adjusts to different screen sizes.
- If you're using a content management system, your design templates are likely to be adaptable on any device (mobile or tablet).
- Make sure that the links and buttons are at least 48 x 48 px. and the important items are easy to reach with a thumb, so scrolling doesn't get stuck on the interactive parts of your website.

# 3.4

## **\_ data privacy**

- Data privacy good practices

general website presentation

## **\_data privacy**

**According to the EU General Data Protection Regulation, or other local data protection laws, it is mandatory to systematically inform a data subject before collecting his/her information.**

As agreed upon the Partnership Agreement signed with Renault sas, a Dealer is considered as Data Controller when processing the personal identifying information of the user on its own digital tools (web sites, DMS,..). As such, the Dealer is solely accountable, towards its local data protection authority, for complying with the local data protection law.

Therefore, it is strongly recommended for a Dealer to respect the hereunder prerequisites on every web site managed under its sole responsibility:

- Respect the duty to inform the user on the processing of his/her information
- Respect the obligation to collect a consent for commercial prospecting

### **Duty to inform the user**

The Dealer has the duty to inform the user as soon as his/her personal information is collected. This obligation is the backbone of all data protection laws and implies to respect 3 levels of information on any website processing user's information:

- Short information notices: all digital form meant to collect the user's personal information (request for contact, request for a test-drive, request for information, customer complaint...) must include a short notice:
  - Detailing which entity is processing the data, is the entity processing the data as Data Controller, as Joint Data Controller (in case of joint controllership, obligation to name the entity which Joint Controller), what is the purpose of the data processing.
  - Reminding the user of his/her rights regarding his/her data, informing of the Dealer's Data Protection Officer email address and informing on the possibility to review the Dealer's Data Protection Policy.
- Information on cookie policy: a banner must be displayed when a user first arrives on the Dealer's domain name, regardless of which page he/she arrives on.
  - This banner shall be regularly displayed based on recommendations from local authorities (e.g. for France, every 6 months). This banner must include a link to the list of partners wishing to use cookies to measure audience and website performance, to show personalized and/or location-based advertising and content (if needed), and to enable the user to interact with the Dealer's contents through social networks.
  - The "Cookie Policy" must be accessible via a button "Read our Cookie Policy" in the footer of the website. It will redirect the user to a dedicated page that provides information about cookies in accordance with the GDPR, e-Privacy directive (or other local data protection laws), and other applicable transparency requirements and guidelines ("Cookie Policy") and allows them to open the consent management platform to manage their choices.
 

The Cookie Policy must detail the different types of cookies use on the website

    - \* Technical cookies
    - \* Social cookies
    - \* Personalised advertising and content cookies
    - \* Analytics cookies, and allow the user to understand which type of cookies are used by the Dealer's partners.

general website presentation

## **\_data privacy**

- Information on the Dealer's Privacy Policy: it is mandatory to give to the web user all information on how his/her personal information is being processed by the Dealer. Therefore, each Dealer must provide access to its own Privacy Policy via a link "Personal data" or "Privacy Policy" located in the footer of the website, which will redirect the user to a dedicated page that provides a clear and unambiguous information about the way the Dealer processes the data subject information.

The Privacy Policy must contain all the necessary information as requested by the GDPR, as the following:

- Which entity is processing the user's information?
- Which information is processed and for which purpose?
- Who has access to the user's data?
- What are the rights of the user regarding his/her collected information?
- How does the Dealer make sure the user's information is secured?

**NOTA:** the Dealer acting as Data Controller on its own website, its Privacy Policy must be specific to its legal entity and cannot be the same as the Privacy Policy displayed by the Renault sas' subsidiary in the country.

### **Obligation to collect a consent for commercial prospecting**

To be able to perform Commercial Prospecting on its users, a Dealer HAS TO collect a dedicated consent on its website; the Legal Base "Consent" being the only one considered valid by the GDPR for targeting final customers or prospects in marketing campaigns.

Reminder: to be considered valid, the consent collected by the Dealer on its website must respect the following rules:

- The purpose of the data processing must be clearly presented
- The consent can be for only one purpose at a time
- The consent must be given directly by the user on a voluntary basis
- The user must be free to give his/her consent or not.
- The user must also be proposed a way to cancel his/her consent whenever he/she changes his/her mind.

According to the EU ePrivacy regulation, the user must also give his/her specific consent for each digital channel of communication to be used by the dealer (email / sms). Dealers from non-EU countries need to check with their Data Protection Officer for which communication channel a specific consent is required by local data protection law.

**NOTA:** all Dealers have also the obligation to keep a proof of the consent given by user and to present it if requested by their local data protection authority.

general website presentation

## **\_general website presentation**

### **It is required to:**

- ✓ Have a digital environment for each brand, highlighting all products/services offered by the brand and/or the dealer and the contact (telephone & email), in compliance with the brand's standards.
- ✓ Make sure to apply the specific rules for each brand (logos, colours, labels, etc.) in the dedicated placeholder.
- ✓ If the manufacturer provides the network with a specific website template (ONE) it is recommended to be used.
- ✓ Have your website GDPR compliant.
- ✓ Prefer redirection to the vehicle configurator on the local Dacia Corporate site.
- ✓ Have a homogeneous presentation of the range, with a balanced division between new and used vehicles (some sites are mainly oriented towards used vehicles), a good quality of images (new and used vehicles), a systematic update of offers and update the services provided periodically.

### **Do not:**

- × Use branding elements on different user journeys aside from the one that they are dedicated to.
- × Having a complex user journey.
- × Redirect the visitor to other brands pages from the navigation bar, the range area, hero or other CTAs found on the Dacia page.

# 4

## activities

- New Vehicles range and Used Vehicles page setup - type of content.
- Good practices of offers and promotions, posters, services and contact display.

# 4.1

## **\_new vehicles**

- New Vehicles page setup.



activities

## \_new vehicles - range

### Rules for general layout of the car picker:

- Use only Dacia cars - no multibrand (not even Renault Group brands) are allowed to be displayed.
- It is important for the range to be updated from the newest to the oldest model of the car. Split the range by vehicle type if there are more than 12 cars.
- For facelifts: **“NEW + MODEL NAME”** (e.g. **NEW SPRING**)
  - **1 year after Start of Sales; delete the word “NEW”**

Have the electric or hybrid vehicles displayed on top the range except if local market or corporate agreement specifies otherwise.



electric

### NEW SPRING

starting from: xx xxx € \*

Bonus éco de x xxx €

New Spring Essential

Energetic class **A**

DISCOVER

## DACIA RANGE

which Dacia model do you like?

ALL CARS CITY CARS



electric

### NEW SPRING

starting from: xx xxx € \*

Bonus éco de x xxx €

New Spring Essential

Energetic class **A**

DISCOVER



### NEW DUSTER

starting from: xx xxx € \*

Bonus éco de x xxx €

New Duster Essential

Energetic class **B**

DISCOVER



### SANDERO

starting from: xx xxx € \*

Bonus éco de x xxx €

New Sandero Essential

Energetic class **B**

DISCOVER



### SANDERO STEPWAY

starting from: xx xxx € \*

Bonus éco de x xxx €

New Sandero Stepway Essential

Energetic class **B**

DISCOVER



### JOGGER

starting from: xx xxx € \*

Bonus éco de x xxx €

New Jogger Essential

Energetic class **B**

DISCOVER

activities

**\_new vehicles - range****For details on the vehicle range:**

- Provide the necessary information for each vehicle (name, price, legal details when necessary).
- Display starting price and optional monthly price payment as per MFS agreement on your local market.
- If you present discounted prices do not cross the old price - highlight the name of the deal, link and discount offered & legal agreement.
- Clearly mention that the dealership is the one authorized by Renault Group's brand to sell the vehicle (the website does not sell cars).
- Use CTAs (Call To Action) towards a local dedicated car page or towards the corporate website car page (consistent approach to be applied over the range). Optional - use a second CTA to download brochure/book a test drive etc.
- **Do not redirect CTAs to other vehicles (Renault Group and non Group brands included)!**

**NEW DUSTER**

starting from: xx xxx € \*

Bonus éco de x xxx €

New Duster Essential

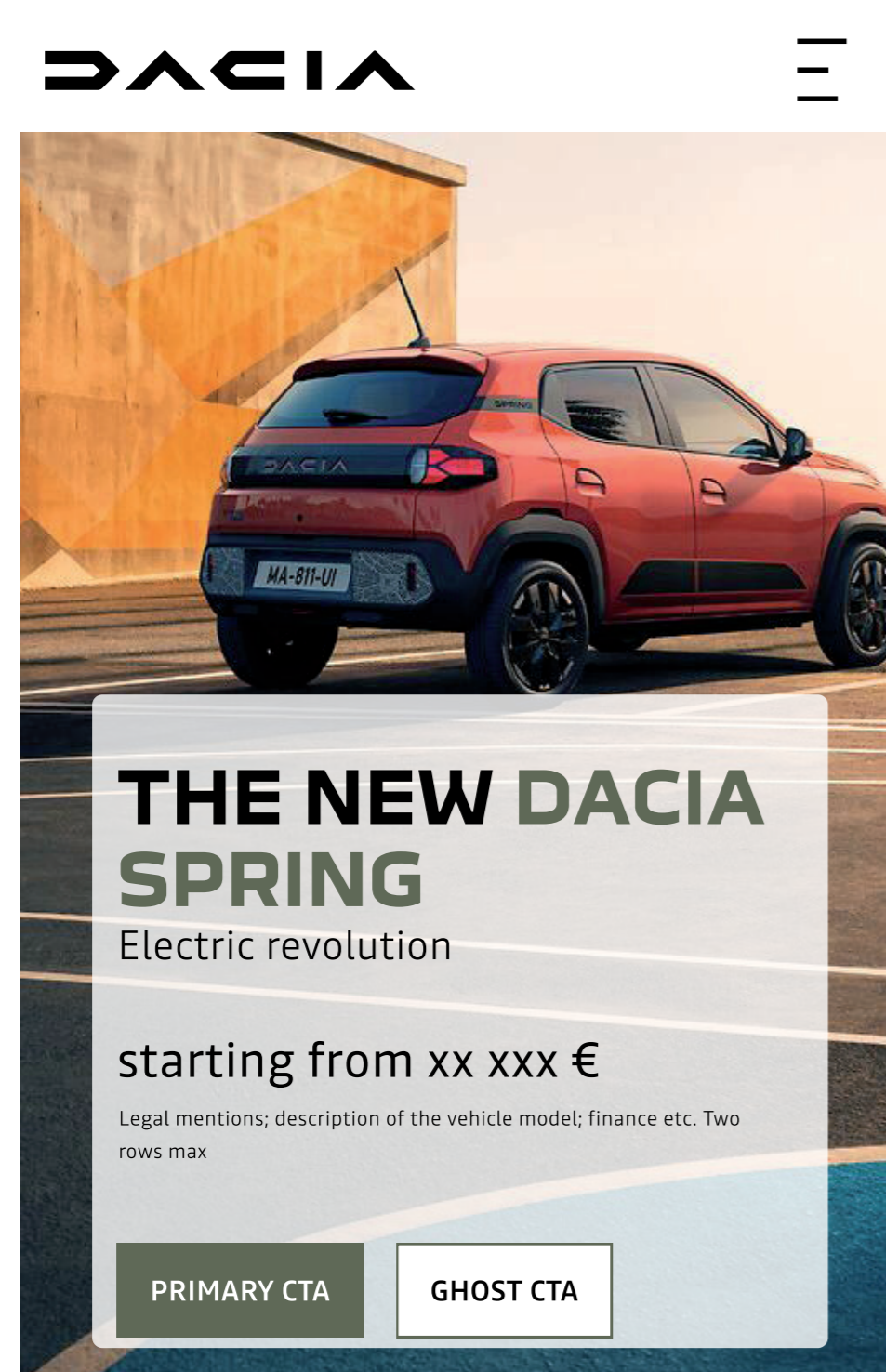
Energetic class

**B****DISCOVER****note**

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activities

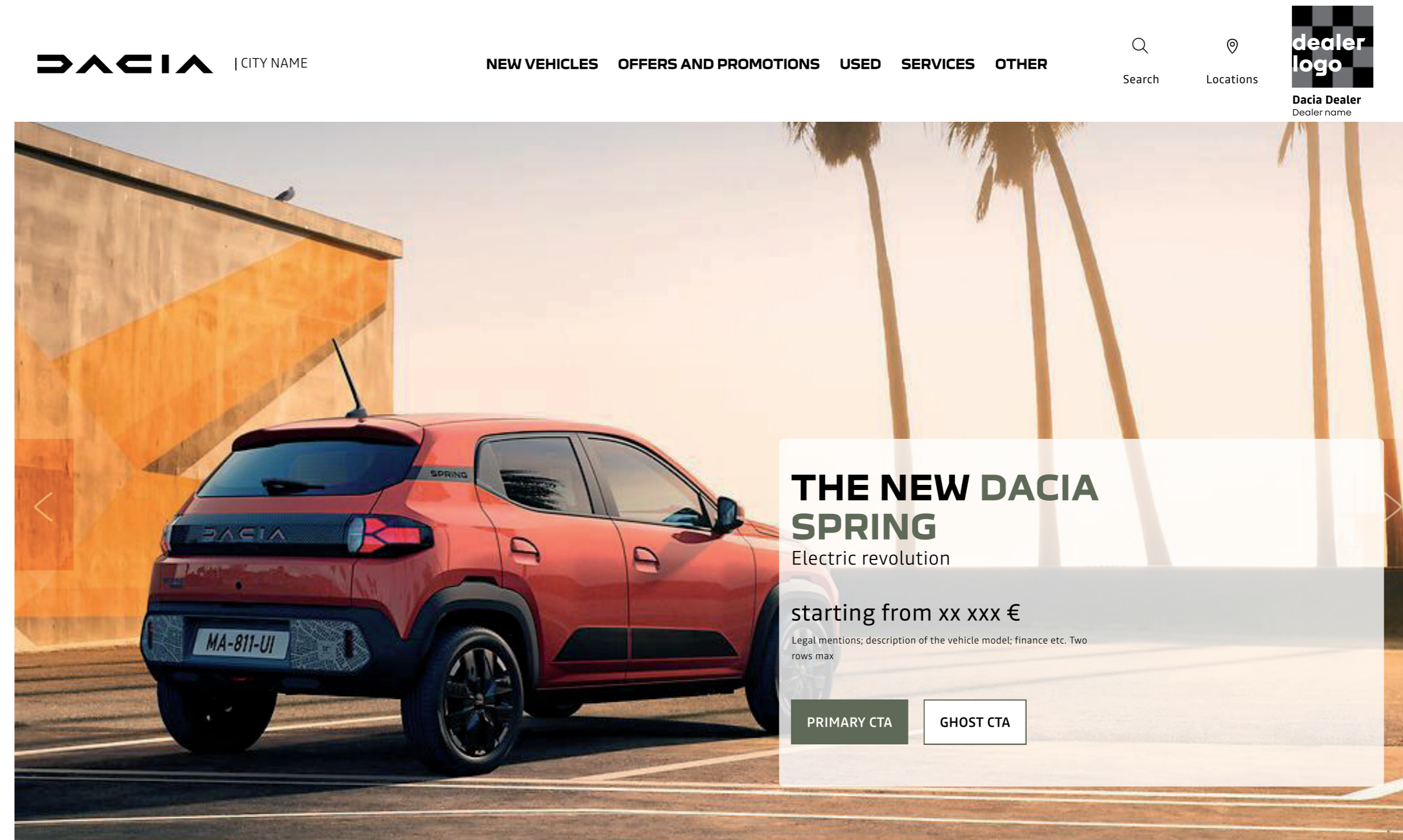
## \_new vehicles - car details page



From the car picker, through CTA, the user should land on a dedicated product details car page.

All vehicles presented in the range should have a dedicated landing pages (either created locally or redirected to the Dacia corporate website car page)

**It is recommended to redirect visitors to the country Corporate website core functionality (3D Configurator, Car Comparator, and forms) to create a seamless user journey.**



For the car details page, please consider the following:

- Hero image (slider static with CTAs) & price, finance information, legal information Details about the model, equipment, technical information, grades etc. The hero image should show the model's name and a marketing claim, as well as a CTA.
- If the price is not displayed here, a separate element must include this information right below
- A Call To Action to contact by forms, book a test drive, etc. is optional. If possible, pre-filter leadforms by the city of the dealership the user is looking for.
- Add a submenu with all the pages related to the car page.
- Other elements are not required and they are completely up to the dealer's choice.

# 4.2

## **\_used vehicles**









- Used Vehicles page setup and renew label.

activities

## \_used vehicles - renew

For the general layout of the used vehicle range, it is important to:

- Separate the used vehicle range from the new vehicle range by having it on a different page and path, redirected from the home page or the navigation.
- Use the labels provided by renew to highlight the category of the vehicle.
- **Do not mix used car labels:** labels from other car companies or from the dealer must not appear on used car pages dedicated to Dacia.
- Please be advised that the used cars page should not have any gateways for other brands or label (logo's, CTA etc.) - keep the user in the Dacia environment.
- For used cars under renew label please make sure you respect the branding elements of renew (for branding elements refer to your local marketing renew team).
- Please provide all necessary information from the range and allow users to sort the results (version, price, finance, mileage, year, equipment, etc.).
- If there are many vehicles, please add a see list button.
- In a default display for used vehicles in a Dacia user journey, focus on Dacia vehicles first, then the other brands from Renault Group, and then the rest of the brands.
- Use real images of the vehicle (according to renew Used methods guides).
- For consistency, please have the photos taken in the same manner.
- The inventory should be updated as soon as a vehicle is sold.

 <p><b>renew</b></p> <p><b>renew GOLD</b> 12 months</p> <p><b>DACIA DUSTER</b> Duster Blue dCi 115 Prestige 2022   38000 Km   Diesel</p> <p><b>XX XXX € TTC</b></p> <p><b>xxx €/month</b> details about the price/loan finance etc. For a loan of: €xxxxxx, i.e. €xxxx over 60 months APR fixed at x%. Total amount due: €xxxxxxx</p> <p>Renault City name Dealer name location</p> <p><b>primary CTA</b></p>	 <p><b>renew</b></p> <p><b>renew START</b> 6 months</p> <p><b>DACIA SANDERO</b> Sandero Stepway ECO-G Expression 2023   16712 Km   LPG</p> <p><b>XX XXX € TTC</b></p> <p><b>xxx €/month</b> details about the price/loan finance etc. For a loan of: €xxxxxx, i.e. €xxxx over 60 months APR fixed at x%. Total amount due: €xxxxxxx</p> <p>Renault City name Dealer name location</p> <p><b>primary CTA</b></p>	 <p><b>renew</b></p> <p><b>renew START</b> 6 months</p> <p><b>DACIA JOGGER</b> Jogger Tce 110 7 Places Extreme + 2023   6714 Km   Petrol</p> <p><b>XX XXX € TTC</b></p> <p><b>xxx €/month</b> details about the price/loan finance etc. For a loan of: €xxxxxx, i.e. €xxxx over 60 months APR fixed at x%. Total amount due: €xxxxxxx</p> <p>Renault City name Dealer name location</p> <p><b>primary CTA</b></p>	 <p><b>renew</b></p> <p><b>renew GOLD</b> 12 months</p> <p><b>DACIA DUSTER</b> Duster Blue dCi 115 4x2 Journey 2023   13096 Km   Diesel</p> <p><b>XX XXX € TTC</b></p> <p><b>xxx €/month</b> details about the price/loan finance etc. For a loan of: €xxxxxx, i.e. €xxxx over 60 months APR fixed at x%. Total amount due: €xxxxxxx</p> <p>Renault City name Dealer name location</p> <p><b>primary CTA</b></p>
 <p><b>renew</b></p> <p><b>renew GOLD</b> 12 months</p> <p><b>DACIA JOGGER</b> Jogger Tce 110 Extreme + 2019   32111 Km   Petrol</p> <p><b>XX XXX € TTC</b></p> <p><b>xxx €/month</b> details about the price/loan finance etc. For a loan of: €xxxxxx, i.e. €xxxx over 60 months APR fixed at x%. Total amount due: €xxxxxxx</p> <p>Renault City name Dealer name location</p> <p><b>primary CTA</b></p>	 <p><b>renew</b></p> <p><b>renew GOLD</b> 12 months</p> <p><b>DACIA SANDERO STEPWAY</b> Sandero Tce 90 Stepway Expression 2022   14534 Km   Petrol</p> <p><b>XX XXX € TTC</b></p> <p><b>xxx €/month</b> details about the price/loan finance etc. For a loan of: €xxxxxx, i.e. €xxxx over 60 months APR fixed at x%. Total amount due: €xxxxxxx</p> <p>Renault City name Dealer name location</p> <p><b>primary CTA</b></p>	 <p><b>renew</b></p> <p><b>renew START</b> 6 months</p> <p><b>DACIA SANDERO</b> Sandero Tce 90 - Confort 2020   43998 Km   Petrol</p> <p><b>XX XXX € TTC</b></p> <p><b>xxx €/month</b> details about the price/loan finance etc. For a loan of: €xxxxxx, i.e. €xxxx over 60 months APR fixed at x%. Total amount due: €xxxxxxx</p> <p>Renault City name Dealer name location</p> <p><b>primary CTA</b></p>	 <p><b>renew</b></p> <p><b>renew START</b> 6 months</p> <p><b>DACIA LODGY</b> Lodgy Blue DCi 115 7 Places Techroad 2019   33623 Km   Diesel</p> <p><b>XX XXX € TTC</b></p> <p><b>xxx €/month</b> details about the price/loan finance etc. For a loan of: €xxxxxx, i.e. €xxxx over 60 months APR fixed at x%. Total amount due: €xxxxxxx</p> <p>Renault City name Dealer name location</p> <p><b>primary CTA</b></p>

note

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## activities \_used vehicles - renew

### For the used vehicle individual content page, focus on:

- The model's name clear, the grade and a 2 or 3 details seen in the range.
- Positioning the name of the vehicle with minimum essential details (grade, year, millage) on top of the screen - show clearly, in the top part of the screen, price, availability & CTAs (ways of contact).
- Making sure all photos must be real images covering the vehicle inside and outside in a carousel element. Use only quality images in a consistent way for all stock vehicles (according to renew methods guides).
- Showing all details regarding a vehicle in an organized manner (list, table).
- Splitting the technical specifications from the equipment and options available. Include a description of USP (unique selling points) for each vehicle.
- For financing offers on used vehicles, it is recommended to coordinate with your local usual Used Cars & Financing contact. Make sure it is in accordance with the financial agreement in your local area(not mandatory to have finance displayed if there are no details with MFS).

### note

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# 4.2

## **\_marketing offers and promotions**

- Good practices for offers and promotions on a dealer website.
- Posters for website and social media.

activities

## \_marketing offers and promotions

### In the offers and promotions, remember that:

- A call-to-action to a page dedicated to this offer or a brochure download should be included with the vehicle offer.
- All legal conditions that apply are added to the described eligibility conditions when the promotion is over.
- Make sure to include a method of communication (email form, phone number, etc.).
- Please avoid strike prices and respect the promotions and offers stated by the corporate team. (National offers—always check the offers run by the corporate teams.)

### OUR OFFERS



#### NEW DACIA SPRING

Details about the offer - legal mentions and short description

PRIMARY CTA

PRIMARY LINK →



#### NEW DACIA DUSTER

Details about the offer - legal mentions and short description

PRIMARY CTA

PRIMARY LINK →



#### NEW DACIA JOGGER

Details about the offer - legal mentions and short description

PRIMARY CTA

PRIMARY LINK →



#### NEW DACIA SANDERO

Details about the offer - legal mentions and short description

PRIMARY CTA

PRIMARY LINK →

#### note

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activities

## \_marketing offers and promotions

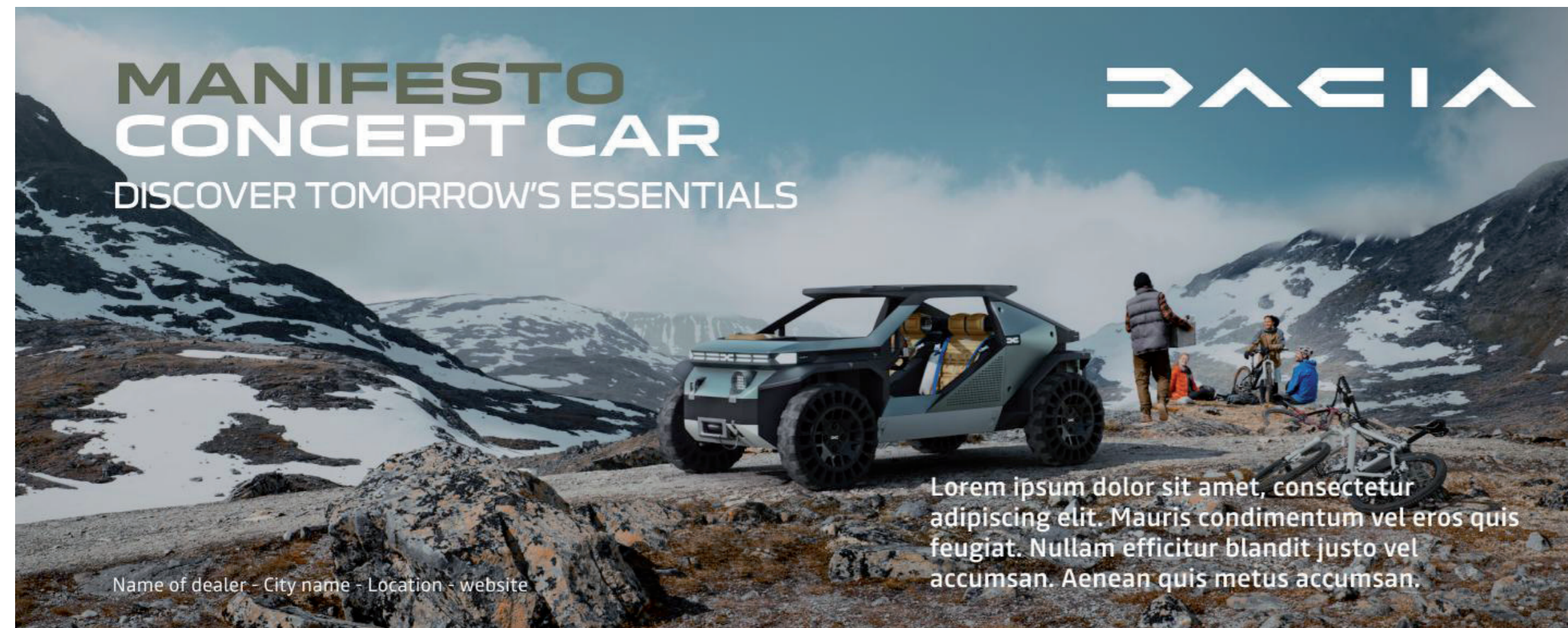
### For the offers and promotions, it is important to:

- Make sure to include the same cover image in the details page for that specific offer.
- When editing images to be used in social media posts, always use official images from the Renault Group or Renault Group approved and avoid locally taken pictures as the main image.
- The images must have the name of the vehicle in the upper left corner and the logo in the upper right corner. Details / teaser / claim must be in the bottom right and the name of the dealer name—city name and website—must be in the left bottom corner (avoid other logos or emblems aside from Dacia).
- Use background overlay to dim the image and use white as the written text to have a better contrast when it is displayed.
- Refer to the DOOH guides and rules provided by Dacia.



### NEW DACIA SPRING

from 01/01/2024 - 30/12/2024



### New Dacia Spring ecological boost

up to €XX,XXX in aid:

- up to €XX,XXX ecological bonus (1)
- €X,XXX Conversion Bonus (2)
- up to €X,XXX in aid from the City (3)

[TAKE ADVANTAGE OF THE OFFER](#)

[CONSULT THE PARTICIPANTS LIST](#) →

### ALL THE HELP YOU CAN GET

New Dacia Spring

[BOOK A TEST DRIVE](#)

[DOWNLOAD BROCHURE](#) ▾

LEGAL NOTICE

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# 4.3

## **\_services, finance & contact**

- Type of services.
- How to display finance information and contact information.

activities

**\_services, finance & contact****Sales New Vehicles**

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

**Sales Used Vehicles**

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

**Body shop**

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

**Mechanical Workshop**

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

**Car Rental**

Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."

**For the activates and services that a dealership offers it is important to have:**

- Naming and presence of any activity should be only on how it is speculated in the contract and agreed with Dacia.
- The listing of activities will be done in accordance with the brand specific activities and services in the order most relevant to local customers and use the same naming all around the website. For the DMD countries consult local corporate website.
- The activities and services can be displayed in a grid or list format, with optional information about each if needed, in a clear manner over the home page and other pages.
- Avoided multibrand activities presented in a brand dedicated home page or any page.

Each service should be able to be accessed from the navigation and taken to a page that shows all of the services the dealership offers and lets the customer see details about each one and contact information and a schedule for all of them. In this section, the dealership should mention Renault Group services present within a certain dealership.

activities

## \_services, finance & contact

### For finance it is important to:

- Use the exact monthly price specified for each grade everywhere there is seen the financing condition.
- Have all the information about the financing. It is mandatory to display the details and legal mentions associated with a monthly price (total amount, down payment, duration, etc.).
- Be in accordance with the financial agreement in your local area, have only the latest financing version, updated regularly.

### Finance calculator needs to be in accordance with MFS policy

This applies only if you choose to display the finance calculator. Only choose to do so if you've coordinated with the local Dacia (MFS) team about the conditions and regulations for how to properly have financing information and calculator on your local website.

### For the ways of contact it is important to:

- Simplify the presentation of contact methods & showcase a simple, visual pathway to easily find and contact a dealership.
- Present right from the beginning on the homepage, the schedule, address, phone number and CTA to email.
- If you opt for local forms coordinate with the local Corporate digital team to build your own so it can be in compliance with the lead management strategy; You can use links for the CTAs with forms from the Corporate website (example for Book a test drive).

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● **Live Schedule** >


**Monday** 08:00 - 18:00


**124 College Ave, Lancaster,  
Pennsylvania, 17603**

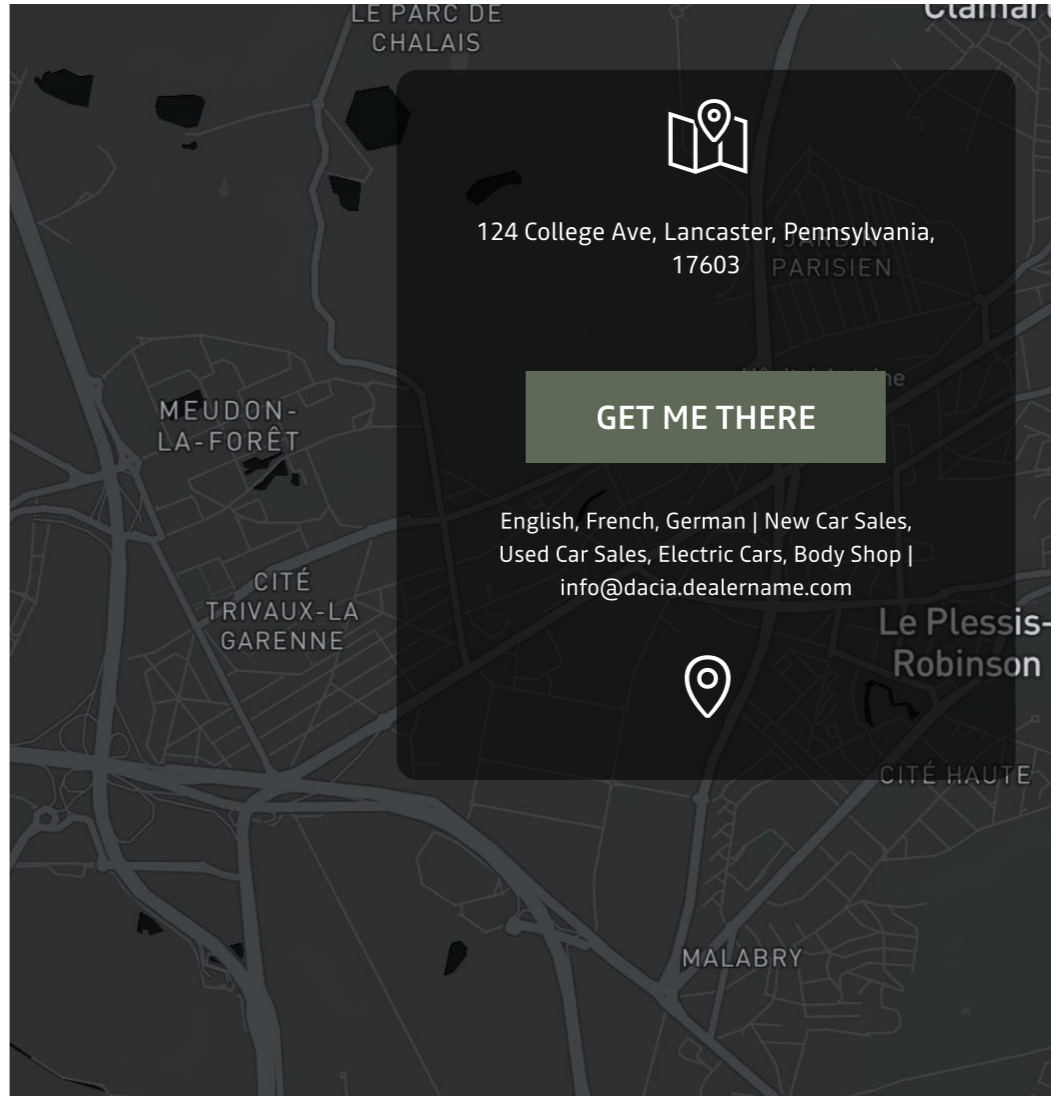
**(717) 394-2978**


English, French, German | New Car Sales, Used Car Sales, Electric Cars, Body Shop |  
info@dacia.dealername.com


 **124 College Ave, Lancaster, Pennsylvania, 17603**


OTHER LOCATIONS


✕




 **124 College Ave, Lancaster, Pennsylvania, 17603**

 32917 Bolman Court, White Hall, Illinois, 62092

 location 3

 location 4

 location 5

**It is required to:**

- ✓ Be consistent with the naming on all platforms and places.
- ✓ Redirection from CTAs must be applied to the brand-specific page/URL from the same user journey or the corporate website.
- ✓ Respect the rules and coordinate with national campaigns.
- ✓ To optimise marketing costs, it is important to coordinate with the subsidiary's marketing teams.

**Do not:**

- × Have a multibrand main menu or CTA on the home page of the Dealer website that redirects to other brands of the dealerships.
- × When looking for services and activities, to redirect to the multi-brand section of the Renault Group.
- × Send out Dacia newsletters with multibrand content.
- × Having other brands in the new vehicle range that are not Dacia.
- × Display false information about a vehicle.
- × Use strike prices or other labels to showcase a price that is discounted.
- × Edit images for social media posts that are not Dacia approved or are not professional taken.
- × Overcrowding an image with non Dacia elements.

# 5

## e-reputation

- Enforce Google Business Profile (GBP) usage.

# 5.1

## **\_ Google Business Profile (GBP) management**

- Basic rules for Google Business Profile management.

e-reputation

## \_Google Business Profile (GBP) management

Here are the requirements to manage and fill in the Google Business Profile:

Healthy GBP management :

- Ensure that the GBP is owned by someone from the dealership (two people are recommended for back-up).
- In case of changes (turnover in the team, site os sold, etc.), it is important to be able to transfer ownership of the GBP accordingly.
- Remove useless GBP; There should be only one page per site for Dacia activities. Check and remove undesired GBP that can be created by anyone. Avoid creating GBP than required and accepted by Google.
- Make sure to follow all guidelines defined by e-reputation program in order to avoid a desired GBP to be wrongly considered by Google as a duplicate.
- Refer to your e-reputation contact for more detailed guidelines about duplicates.

### BUSINESS NAME

**Brand separation:**

**In case the site has 2 primary network contracts (R1-D1)**

Clearly separate GBP pages by brand for dealers who sell new vehicles:

**1 single GBP per brand / dealer site.**

Ensure consistency naming across all digital environments:

- Dacia+name of the city
- Dacia+name of the city+dealer name

**In case the site has 2 secondary network contracts (R2-D2)**

**One page/ site, without brand differentiation between brands** - can contain both : Renault and Dacia.

- Example: "Renault – Dacia" + commercial name of the site without legal status. (Commercial name should be the name on the dealer front).

note:

Please note that a video of the agent site will be requested by Google as evidence to verify the page ( video highlighting the site exteriors, Google expects consistency with the GBP definition: especially business name, brand and category - video can be recorded with a smartphone, will not be published on the public web).

The visual is an illustration for R1 - primary network.



## Dacia City Name

[Website](#)[Directions](#)[Save](#)[Call](#)

4.9 ★★★★★ (1.2K)

Dacia Dealer in City name, Country

Service options: In-store shopping · In-store pick-up

Located in: Renault Lancaster

Address: 124 College Ave, Lancaster, Pennsylvania, 17603

Hours: **Closed** · Opens 8:50 AM

Phone: [717 394 - 2978](tel:7173942978)

Appointments: [dacia.dealername.com/xxxx](https://dacia.dealername.com/xxxx)

[Suggest an edit](#)

Questions & answers

[Ask a questions](#)

[See all questions \(5\)](#)

Reviews

[Write a review](#)

[Add a photo](#)

[1,258 Google reviews](#)



e-reputation

## **\_Google Business Profile (GBP) management**

### **CATEGORIES**

Selecting the right Google Business Profile category can give your local search ranking a boost.

Main category (associated to your activity) to be selected:

- D1 : Dacia with new vehicle sales activity: it must be “Dacia dealer”
- D2 : choose “vehicle repair”

**Note:** Selecting “vehicle repair” in GBP back office, may appear on the web as “Car repair and maintenance service” depending on Google page (search or maps).

**Additional categories:** choose only those that are most appropriate for your site’s activity (maximum 9 additional categories) . The list of categories is constantly changing , it needs to be checked frequently. Examples: vehicle repair, used car activity, car service, auto parts store , car finance and loans company , etc.

### **OPENING HOURS**

Please ensure that the opening hours on the GBP are the same as those displayed at the entrance of the showroom and those published on the dealership’s website. These times correspond to the opening times of the sales area.

Usual opening hours have to be up to date (named business hours in Google) and for special days, like holidays and commercial events, special opening hours should be set-up (names special hours in Google).

### **PHYSICAL ADDRESS AND PHONE NUMBER**

To help Google Maps locate your business when creating the “itinerary”, specify the exact location: number and postcode.

Use a local phone number rather than a call centre assistance number. The number must be under the direct control of the dealer. It must be the same as the one given on all other platforms (website landing page / contact page / social media etc.).

### **PHOTOS**

Only use good quality photos of the interior and exterior of the showroom. Update photos as soon as there is a modification in the showroom : new visual identity etc. Check photos taken by other users - if there are any inappropriate or irrelevant photos, make them less visible by publishing new ones or reporting them to Google.

Only use photos representing Dacia, do not include other brands in the photos.

**Cover photo :** Add an exterior photo of the dealership with the new visual identity (old identity tolerated if the new one has not yet been implemented). This must be qualitative and representative of the dealership, highlighting the brand.

e-reputation

## Google Business Profile (GBP) management

### Additional photos:

- Minimum 1 interior photo of the showroom with the new visual identity (old identity may be tolerated only if the new one has not been yet implemented)
- Products photos: display only vehicles from the brand on sales (list available on [dacia.net](https://dacia.net)).

### Remember that!:

- All photos must be compliant with the GBP display restrictions and Google's guidelines.
- Do not upload screenshots, GIFs, manually create images, etc.
- Do not use stylistic adjustments (no added elements such as borders, text, pasted images, etc.).
- Do not use text or overlapping graphics that can distract attention.

To improve the consistency of the customer journey and lead management, use CTAs with correct links.

### CTA LEADING TO WEBSITE

The CTA on the website must lead to the Renault specific user path in line with digital standards.

Use a redirect link corresponding to the **Dacia + city** page.

The link on the GBP must not redirect to :

- The Group's multibrand site
- The environment of another city or brand.

### CTA BOOKING/ APPOINTMENT

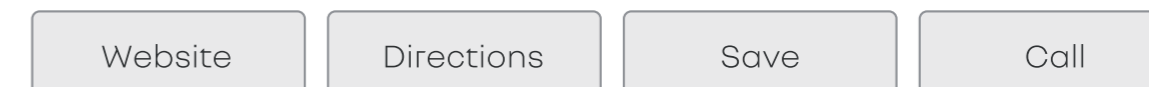
Using a CTA to book an appointment makes the customer's journey on the GBP page much more efficient.

The appointment booking form in the DWS has to be consistent with services presented in the GBP.

To keep consistency in the user journey, redirect the customer to a form/book a service (test drive, etc.) to the Dacia site in the designated city. The page must be consistent with Dacia visual standards and be part of the Dacia brand environment.



## Dacia City Name



4.9 ★★★★★ (1.2K)

Dacia Dealer in City name, Country

# 5.2

## **\_reviews and Q&As**

- How to properly secure the Reviews and Q&As of a GBP account

## e-reputation \_Reviews & Q&As

The screenshot displays two main sections: 'Reviews' and 'Questions & answers management'. Both sections include a 'This Month' filter dropdown.

**Reviews Section:**

- Overall rating: 4.9 (5 stars)
- 1230 Reviews
- Filter tabs: All, Replied, Haven't replied
- Review 1: Lincoln Phillips (5 stars, 2 days ago). Text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra curabitur et nulla sollicitudin. Condimentum porttitor enim rhonc'. Action: Reply.
- Review 2: Hanna Stanton (5 stars, 2 days ago). Text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra curabitur et nulla sollicitudin. Condimentum porttitor enim rhonc'. Response: 'Your response: Thanks for your feedback!'. Action: Remove Reply.
- Bottom button: View all reviews

**Questions & answers management Section:**

- Filter tabs: All, Replied, Haven't replied
- Question 1: Hanna Stanton (1585 3rd Ave #2, New York, NY). Question: 'When will this visual identity be completed?'. Likes: 12. Action: Answer.
- Question 2: Lincoln Phillips (1585 3rd Ave #2, New York, NY). Question: 'Do you have free wi-fi access?'. Response: 'Response: Yes, we have'. Likes: 8. Action: Answer.
- Bottom button: View all

### For questions & answers it is important to:

- Add only honest and relevant answers as soon as the questions are asked.
- Avoid letting unanswered questions for long period of making the answer irrelevant. Check in on your profile's questions regularly.
- Try not to use short-term answers, better to reply with links or details that might help other users in the future.
- Be polite and refrain from answer rude, offensive or sensitive questions, report the question instead.
- Take note of common questions and use them to improve your website, GBP, and social content.
- It is recommended that dealer post the most frequently asked questions and the related replies.
- Make sure to moderate the questions and answers from the Q&A.

### For Reviews, it is important to:

- Have a dedicated team (person) to analyse a review regularly and identify customers and problems.
- Respond and initiate within 48h, according to the type of case (no. of stars and comments/positive and negative).
  - To reply the reviews, please revise the commercial methods document "How to manage dealer e-reputation".
- Debrief and store solutions if they occur many times.

# 6

## social media

- Minimum guidance and rules on social media management and useful tips on communication.

# 6.1

## **\_visual & communication rules**

- Information and guidance on how to communicate on different platform.

## social media \_visual & communication rules

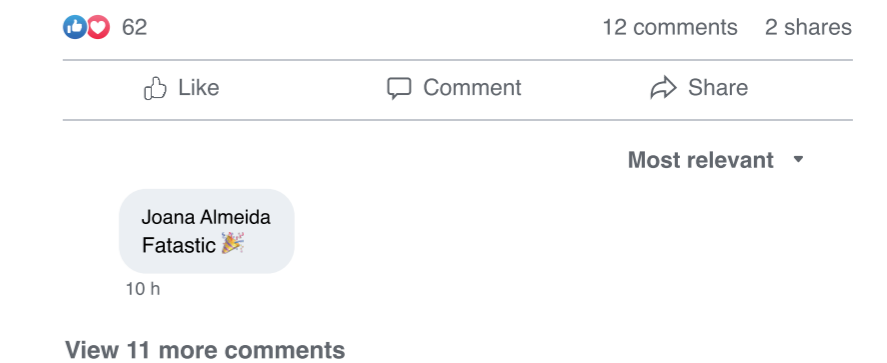
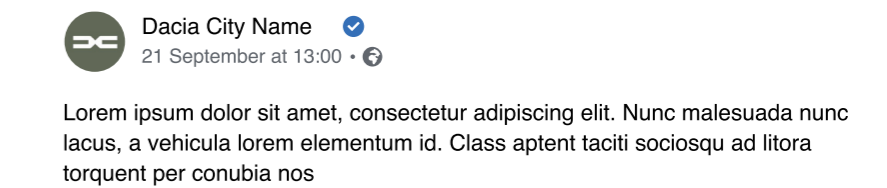
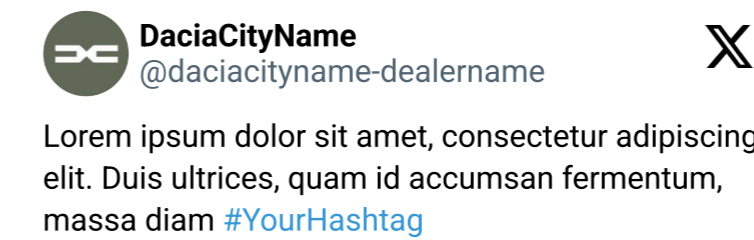
### Rules for communication and interaction on social media:

#### Split per brand is mandatory for all social media accounts.

To ensure consistency and homogeneity, the following name format is to be used:

#### Brand + city name

- Respect all corporate guides on social media. For more details, contact your Renault Group local marketing department.
- Do not mix brands within the same publication. The page is fully dedicated to Dacia publications.
- Respect the editing calendar provided by corporate/country.
- Use only Dacia emblem.
- Use images from the Renault Group Mediateque if the post is about vehicles. For other type of post, local pictures/videos can be used.
- Use only qualitative and up-to-date visuals. Import them in the best resolution.
- Ask and coordinate with the network manager about offers or campaigns.



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# resources & annex



## resources & annex

### \_resources & annex

#### Links to resources

- <https://app-eu.reputation.com/>
- <https://www.mediatheque.renault.com/>
- <https://www.brandhub.groupe.renault.com/brands/dacia/core-elements/logotype-system>
- <https://www.brandhub.groupe.renault.com/brands/dacia/core-elements/emblem-3>
- <https://www.brandhub.groupe.renault.com/brands/dacia/core-elements/typefaces-1>
- <https://www.brandhub.groupe.renault.com/brands/dacia/digital/website>
- <https://www.brandhub.groupe.renault.com/brands/dacia/digital/social-media>
- <https://brand.renault.com/fundamental-guidelines/renault/core-elements#pictos>
- <https://www.brandhub.groupe.renault.com/brands/dacia/digital/crm>

#### Disclaimers and usage

Tools used: Adobe XD, Figma, Vectornator, MS, PowerPoint

Design resources: Dacia & Renault Figma Design Systems 2022

Most visual representation are only for demonstration; it is not mandatory to replicate it in an exact high fidelity using all the elements presented (except the mandatory or highly important ones). The aim is to have similar design as much as possible, to get inspired and use all branding elements provided correctly and in accordance with branding (UI) strategy views of the Renault Group and in alignment with all international laws and regulations.

It is mandatory to respect and follow all up-to-date Corporate Guides and trainings on branding/ marketing related topics provided .

All Design Systems used are Renault Group property and were created by: DCX ONE (2022- Renault and Dacia - adapted for the Digital Standards Guides & Network Strategy Team. All digital core elements are to be used according to the rules described in the Digital Standards Guides and/or other official Renault Group guide or communication.

The access to: Digital Asset Library Figma. Guides and Other materials is provided only for the Partners and / or their Dealers. The Partners and / or their Dealers shall ensure the sharing of the information with caution and be responsible for supervising the proper usage of the contents by any local agencies companies that will develop the dealers' website, making sure the utilization and application doesn't impact negatively Renault Group brands. All Rights Reserved 2023 - 2024

#### Links to annex

Figma: <https://www.figma.com/design/607nSmijfyWozcgYR10emC/Digital-Asset-Library?node-id=0-1&node-type=canvas&t=CZWUl6pi2YMuMhgzg-0>

Access request form for Figma: [click on link.](#)

For first time connection, you will be requested to register your account via this form.

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