

DACIA

Dacia **Evolution**

External signage technical guide

BRAND STORES - NETWORKS DIVISION - VERSION 01 - OCTOBER 2018

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0.1 REMINDER ON FORMATS

Versions

THE DIFFERENT APPLICATIONS

According to the version of the sales network site, a number of components are used. These technical specifications complement the application guide by specifying and detailing the realization of each signage element, in order to guarantee quality and conformity with the Brand's visual identity.



Corner Dacia



Dedicated sites



Dacia Box for suburban sites



Dacia Box for city-centre sites



Multi-brand

-
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1.1. FOREWORD

DACIA expects an obligation of results complying with the requirements of the Technical Specifications from all those intervening on the “New Visual Identity” program. The rules and general features given below are to be considered as the minimum to be observed and that are to be implemented to obtain the expected result.

1.2. SAFETY FOR PEOPLE AND PROPERTY

The supplier must demonstrate that he has analysed the risks related to his services, that his personnel and possible subcontractors have followed adequate training. Strict respect for the legislation on safety and worker protection is required.

1.3. RESPECT FOR THE ENVIRONMENT

Materials and facilities for implementation allowing environmental nuisances to be reduced will be privileged (recyclable materials, technologies allowing for energy saving, consideration for toxicity of the materials and products used, etc.). The supplier must demonstrate that he is in possession of the various administrative authorizations (operator’s licence and environmental permit) needed to manufacture the various items of equipment and that he respects the operating conditions imposed by the applicable legislation or specific operating conditions for the countries concerned.

A global approach such as standard ISO 14001 is recommended.

1.4. QUALITY

The supplier must demonstrate that he works in accordance with ISO 9000 quality assurance standards, formal certification being especially recommended. The signmaker will attach a dedicated Quality Plan to his proposal to assure DACIA of his ability to supply finished products and accessories that comply with contractual requirements within the lead times allocated. He shall ask his manufacturing subcontractors to act in the same manner.

The procedures applied must allow it to be ensured that:

- > The parts and products purchased, manufactured and supplied are neither used nor delivered before they have been inspected and recognised to comply.
- > Procedures are provided for to identify causes of non-conformances and allow sustainable solutions that can be applied generally to be provided to remedy such cases and avoid their repetition.

These operations will be recorded on appropriate documents and receive DACIA approval before being applied generally.

- > Changes in the quality of products, and removal and installation procedures are monitored using inspection and audit indicators (incidents, claims, etc.). This should lead to preventive or corrective actions; such actions must have prior DACIA approval before being applied.

1.5. RESPECT FOR MESSAGES AND COLOURS

The visuals must comply with the formal images of the present Technical Specifications. All colours are 40% gloss satin finish.

Special attention shall be devoted to respect for colours. Respect for tolerances in accordance with the CIE L.a.b. system is requested.

2.1. GENERAL TECHNICAL STANDARDS

The regulations relating to the sizing of structures applicable in each of the countries must be respected taking climatic conditions into account. The following obligations of results are required:

- > Under their own weight, the equipment must appear perfectly horizontal and vertical.
- > The parallelism between the separate elements must be respected.
- > Under normal wind conditions (see NV65), the permitted bending between the attachment and the point furthest from the attachment (dimension "d") shall not exceed $d/100$.

2.1.1. CLIMATIC CONDITIONS

The wind to be taken into account for resistance for France is that set forth in N.V.65 rules - latest edition (currently April 2000): zones 4, site exposed, for other countries, the basic dynamic pressure to be taken into account is $q=160.7 \text{ daN/m}$ (i.e. 184.25 km/h)

2.1.2. CONSTRUCTION RULES

2.1.2.1 Aluminium alloy framework:

Design and calculation rules for aluminium alloy frameworks - DTU latest edition (currently July 1976).

2.1.2.2 Steel construction

Calculation rules for steel constructions CM 66 - latest edition.

2.1.2.3 Supporting masses

Supporting masses shall be of the "poise" type with reinforcements. The concrete to be used must be an artificial Portland cement dosed at 400 kg/m^3 ($s' 28=300 \text{ bars}$ - $s28=25 \text{ bars}$)

2.1.2.4 Plastic elements calculations

Adapt rules of CM 66 using a safety ratio of 2 on stresses.

2.1.3. MATERIALS

The materials used shall all be first choice, be suited to the use for which they were designed and shall be implemented taking the rules for the art inherent to the profession into account and to respect standards and regulations applicable in France and in the countries for which they are intended.

The materials implemented shall show no defect likely to compromise the durability of works. The equipment must be easy to clean, maintain and service.

Materials shall be capable of resisting severe climatic conditions such as rain, snow, hail, condensation, dust and salt spray.

Operation must be assured between $- 20$ and $+ 80 \text{ }^\circ \text{C}$.

2.1.3.1 Steels

Steels shall be either "hot finished" in accordance with NF EN 10210 or "cold finished" in accordance with NF EN 10219-1 and 2. The quality of steels shall be mentioned on execution drawings and the mechanical properties of the various types of steels shall obviously be taken into account for stability calculations.

All elements shall be shaped in sheltered premises.

After machining, welding, drilling, slotting, etc., the elements shall be prepared before anticorrosion treatment: brushing of welds, careful deburring, cleaning, shot peening and sand blasting.

Anticorrosion treatment shall be performed by hot galvanisation with minimum $80 \text{ }\mu\text{m}$ to ensure faultless protection for the minimum duration of the decadal warranty.

No machining shall be performed after anticorrosion treatment of the parts.

All screw products and hardware (including hinges) shall be of stainless steel 18/10 (NFE 25.033).

1.3 GENERAL CONDITIONS

General Features 3

2.1.3.2. Aluminium

The reference standard is NF EN 573-1. Parts playing a role in a load bearing structure shall be chosen from the "6000" series. For parts that do not play a role in a load bearing structure, "1000" series is tolerated.

Alloys are to be weldable.

Parts shall be carefully deburred and welds shall be brushed before any protection.

Visible parts of equipment shall be treated by application of paint in accordance with a "Qualicoat" type procedure.

2.1.3.3. PMMA

PMMA shall answer at least to the following characteristics:

	Plane parts with moulded PMMA before machining	Plane parts with extruded PMMA before machining
Colour opal white (values for a test sample of 3mm thickness)		
Tensile strength	75 MPa	70 MPa
Cross-bending strength	≥ 130 MPa	≥ 120 MPa
Section modulus	≥ 3250 MPa	≥ 3000 MPa
CHARPY impact test on smooth specimen	≥ 12 MPa	≥ 10 MPa
Dilatation	≤ 1 mm / 1 m / 10°C	≤ 1 mm / 1 m / 10°C
Light transmission ≥	≥ 40 %	≥ 33 %

Thermoformed facings will be made of light-diffusing white colour "impact" extruded PMMA to respect the heating parameters for the manufacturer's plates.

When PMMA parts are higher than 100 cm, they must be suspended on the top part by a bonded PMMA batten.

The thickness of plates shall be calculated to respect the standards of point 3 above.

2.1.3.4. ABS

The following characteristics must be respected:

- > Tensile strength ≥ 40 MPa
- > Section modulus ≥ 2000 MPa
- > CHARPY V-notch impact test -20°C ≥ 14 MPa
- > Dilatation ≤ 1 mm / 1 m / 10°C

2.1.3.5. Expanded foam

The following characteristics must be respected:

- > White PVC material 9010
- > Density ≥ 50 g/cm³
- > Stabilised to UV: 14 MPa
- > Shore hardness D ≥ 75
- > Dilatation ≤ 1 mm / 1 m / 10°C

2.1.3.6. Paintwork

Painted parts must have a regular appearance over their entire surface. Defects like pores, cracks, grains of dust, paint runs or undulations are not tolerated. Samples of unworked painted parts shall be tested and accepted by DACIA after they have undergone the following tests with a DACIA certified organisation:

- > colour
after a LAB test with MINOLTA 508 D colorimeter, illuminant D65 and observer at 10° and specular component included (tolerances in the CIELAB range are: Δ L +/- 1, Δ a +/-1.5, Δ b +/- 1.5).
- > Gloss 40% in accordance with a test as per standard NF T 30064
- > Gloss 60%: after a test as per standard NF T 30064
- > Adherence: grid resistance test.
Classification 1, in accordance with P UW 150 1. standard NF T 30038

- > Colour solidity:
QUV in accordance with NF T 30036 after 200 hours exposure.
Samples of each of the elements shall be provided, on request, to DACIA for inspection. In addition, a yearly inspection, at the signmaker's cost, of colorimetry and gloss of the metallic samples for each colour is provided for.

2.1.4. ELECTRICAL EQUIPMENT

Assemblies provided with electrical equipment shall comply with European Union "essential requirements" for safety.

Within this framework, the supplier shall draw up a certificate (per type of equipment) that must mention unambiguously conformance of assemblies and thus of components:

- > with requirements in terms of safety, protection of users and all other persons (directive 73/23/CEE without lower voltage threshold)
- > with requirements in terms of electromagnetic compatibility (directive 89/336/CEE).

The display sign plate in each item of equipment must bear the EC lettering stating conformance with such requirements.

The regulation relating to low voltage signs applicable in each of the countries shall be respected.

In addition, the following instructions shall be respected:

Electrical equipment shall comply with applicable standards in series NFC 15, NFC 20, NFC 71, NFC 32 for France, and standard NF E N 60 598 for Europe. This especially concerns:

- > First category electrical installations and low voltage light signs.
- > The fire behaviour of electrical equipment and degree of protection procured by envelopes,
- > Flexible and rigid low voltage cables.

In addition, equipment shall comply with antiparasite regulations in inhabited zones and shall thus be delivered parasite free.

2.1.4.1 IP protection

The degree of protection of all electrical equipment shall be at least minimum IP 44-D.

2.1.4.2 Protection against electric shocks

All the equipment shall be to "class 1".

2.1.4.3 Attachments

The supports of ballasts and condensers shall be positioned away from the sign bases and secured to Omega type rails, hasps or mounting bosses.

Cables and sheaths shall be secured to structures every 50 cm.

2.1.4.4 Cable passages

Each cable passage or sheath through metallic parts shall be ensured by a packing gland. Connecting boxes.

A plastic sealed IP44 connecting box shall be provided at the entrance of each assembly.

This box shall be equipped with a 5 input connecting pin capable of receiving 4 mm.

All connecting boxes will have P1+P2+P3+T+N identifications.

2.1.4.5 Compensation condensers

Each assembly shall have a power factor $\cos. > 93$.

2.1.5. SCREW PRODUCTS AND HARDWARE

All screw products and hardware used are made of stainless steel (non-magnetisable). Aluminium "pop" rivets are accepted in so far as steel rods are systematically removed. For welding, wires and electrodes are to comply with NF 81.830.

2.1.6. ANCHORINGS AND ATTACHMENTS

Plinths for all equipment must be perfectly dismountable without having to remove another element from the assembly. Plinths must hide plates and attachments. Plates must be readily accessible when plinths are removed.

For each of the assemblies requiring a foundation supporting mass or an attachment onto another structure, the signmaker shall provide the elements needed as well as the conditions for calculation thereof (wind conditions and calculation methods).

2.1.7. IDENTIFICATION PLATE

Each finished product shall have a lettering using a metallic identification plate on its structure to include at least the following indications:

- > Name of signmaker
- > Product code and batch
- > Month and year of manufacturing
- > EC lettering if illuminated.

2.1.8. STORAGE

Finished products shall be stored in a dry and ventilated room. Access for DACIA inspectors shall be possible at all times.

1.6 GENERAL CONDITIONS

Warranty

Suppliers undertake to guarantee their products in accordance with the conditions below:

- > 1-year warranty on the installation against defect and faulty work
- > 10-year warranty on electrical equipment including LEDs for logo displays
- > 5-year warranty on coloured adhesives
- > 7-year warranty on white adhesives
- > 5-year warranty on panels lacquered in the workshop
- > 10-year warranty on letters made of PE
- > 7-year warranty on ABS or PMMA chromed parts
- > 10-year warranty on metal panels and sections prelacquered by aluminium specialist
- > 10-year warranty on internal structures
- > 10-year warranty on PMMA acrylic facings

2.1 CORE ELEMENTS / DACIA emblem

2.2 CORE ELEMENTS / Shape signature

2.4 CORE ELEMENTS / 3D DACIA emblem

2.5 CORE ELEMENTS / Colours and matches

2.6 CORE ELEMENTS / Type faces

2.7 CORE ELEMENTS / GROUPE RENAULT mention

2.1 CORE ELEMENTS

DACIA emblem

PRINCIPLE

DACIA emblem used with the blue colour is a major mean to identify the DACIA brand on signage elements.

For each kind of brand's media, the DACIA emblem will be reproduced en 2D or 3D, either by digital print process or by silk-screen printing.

REPRODUCTION

A computer file (EPS image) allows to ensure identical reproduction (four-colour version). For the latter technique, special care needs to be taken as to the choice of frame used so as to avoid any visual degradation in relation to the visibility of the sign.

KEY

1. DACIA emblem
2. DACIA emblem on blue background



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2.2 CORE ELEMENTS

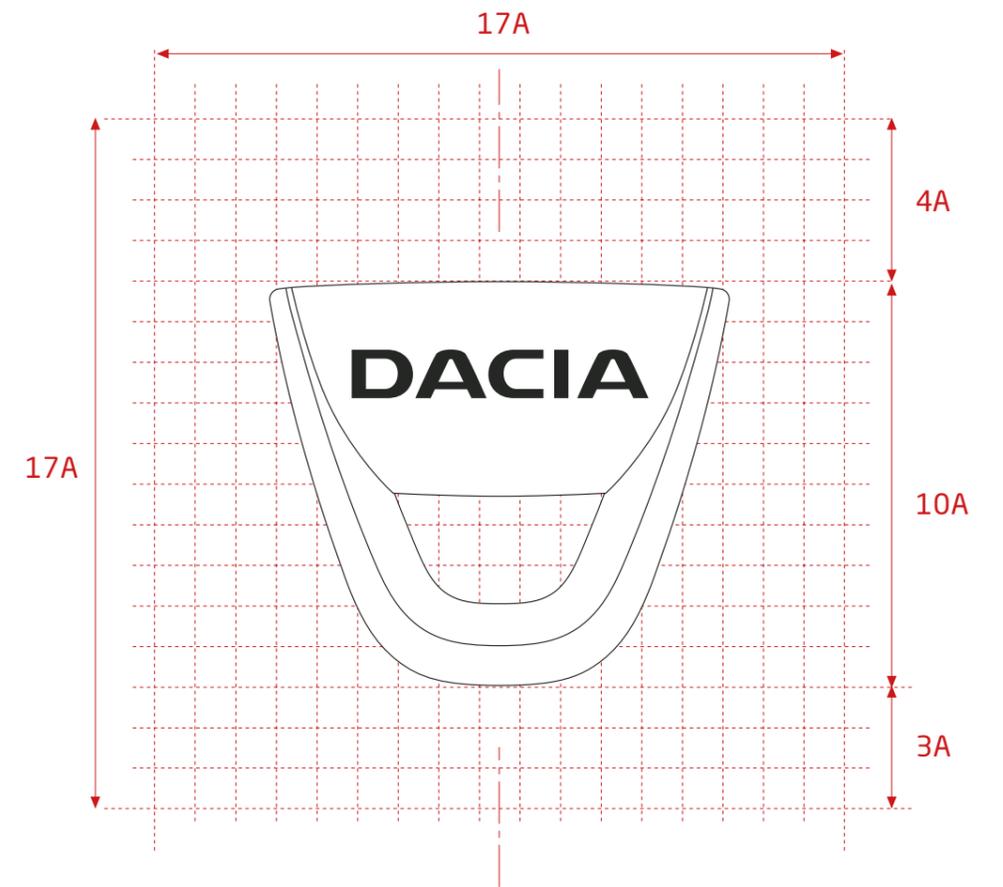
Square shape signature

PRINCIPLE

A square shape signature is used on totem masts, flags and entrance sign.

KEY

- 1. RAL 5002 Blue
- 2. 3D DACIA emblem



2.3 CORE ELEMENTS

Signature

PRINCIPLE

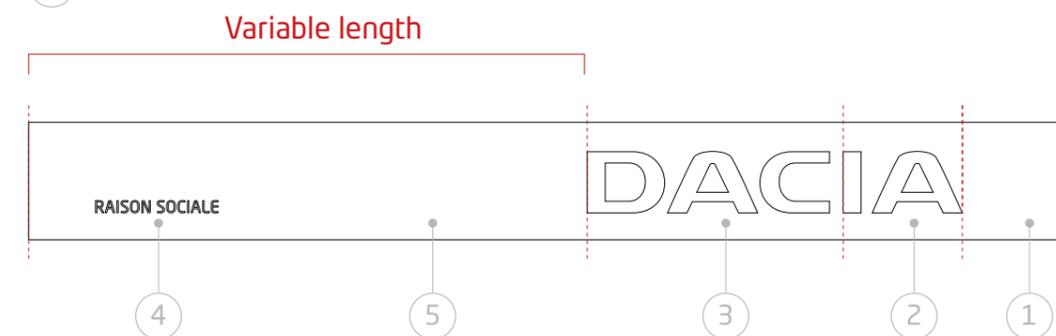
This signature is used on the frontage of dealer points. To meet the needs, this signature can be placed on the right or on the left side of the fascia.

KEY

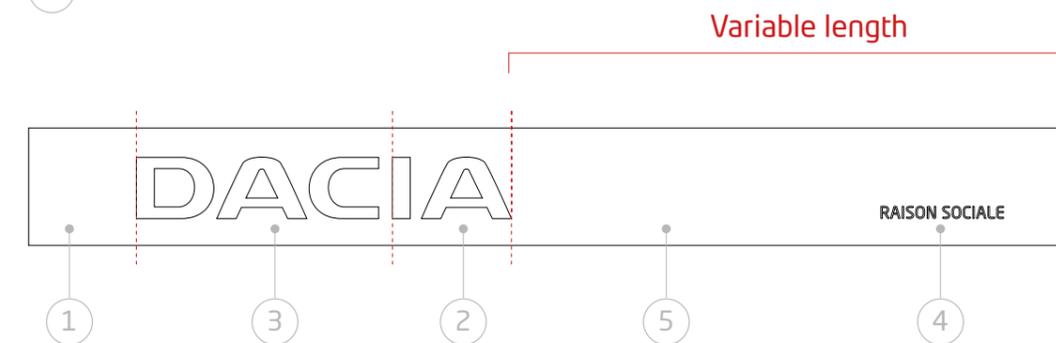
- A. Right-hand banner
- B. Left-hand banner
- 1. First banner element
- 2. Element containing letters I and A of the DACIA logotype
- 3. Element containing letters D, A and C of the DACIA logotype
- 4. Site name
- 5. Element dimensioned according to length of façade min. L = 3,946 mm and max. L = 7,892 mm



A



B



2.4 CORE ELEMENTS

3D DACIA emblem

PRINCIPLE

To meet all needs of signage, a 3D version of DACIA emblem is available in three different sizes:

- T1: 400 mm emblem
- T2: 675 mm emblem
- T3: 950 mm emblem.

KEY

1. Diffusing blue letters
Pantone 281 C
2. One colour face
· RAL 9006 Grey
· non diffusing
3. Front of the emblem
· glossy chrome finishing

LIGHTING

The electrical equipment consists of LED.
The power supply is placed in the back of the emblem with an easy access from the exterior allowing a direct connection without opening the emblem.



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2.5 CORE ELEMENTS

Colours and matches

PRINCIPLE

Basic colours of DACIA signage shall be strictly respected.

A special care shall be needed in the quality calibration between a various range of materials and ways of reproduction (ex: post-lacquered Vs prelacquered).

SATIN FINISH

All colours in 40 % glossy satin finish excepted the emblem with a glossy chrome finishing.

RECOMMENDED SAMPLES

> PMMA WHITE DIFFUSER for LED
réf. Altuglass n° 121.27012

> PMMA WHITE OPAQUE
réf. Altuglass n° 100.47010



Cyan : 100%
Magenta : 85%
Yellow : 0%
Black : 0%
RAL 5002



Cyan : 0
Magenta : 0%
Yellow : 0
Black : 80%
RAL 7011



Cyan : 0
Magenta : 0%
Yellow : 0
Black : 40%
RAL 7011



Cyan : 0
Magenta : 0%
Yellow : 0
Black : 0%
RAL 9010



A SPECIFIC TYPOGRAPHY

To ensure greater brand consistency and a genuine brand personality, a specific accompanying typeface has been created:

Neo Tech Dacia, available in different weights to cover the full range of typographic requirements. The signage mainly uses Neo Tech Dacia Medium for an optimum response to legibility requirements.

HOW TO OBTAIN THIS FONT

If the service provider does not have a user licence for the Neo Tech Dacia font, it is available from «Graphic Obsession».

The licence is valid for 5 workstations.

CONTACT DETAILS FOR GRAPHIC OBSESSION

www.graphicobsession.fr

Telephone: +33 1 49 29 69 69

Cost: One font weight costs 64 euros.

There are 6 weights in the Dacia Neo Tech typography, each weight can be purchased separately as required.

Neo Tech Dacia Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
012356789

Neo Tech Dacia Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
012356789*

Neo Tech Dacia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
012356789

Neo Tech Dacia Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
012356789*

Neo Tech Dacia Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
012356789**

Neo Tech Dacia Medium Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
012356789***

- 3.1.1 THE DACIA CORNER IN A RENAULT DEALERSHIP / Typical façade
- 3.2.1 DEDICATED DEALERSHIP / Standard Façade
- 3.3.1 THE DACIA BOX / Typical façade / low building
- 3.3.2 THE DACIA BOX / Typical façade / high building
- 3.4.1 MULTI BRAND Dealership / Typical façade

3.1 THE DACIA CORNER IN A RENAULT DEALERSHIP

Typical façade



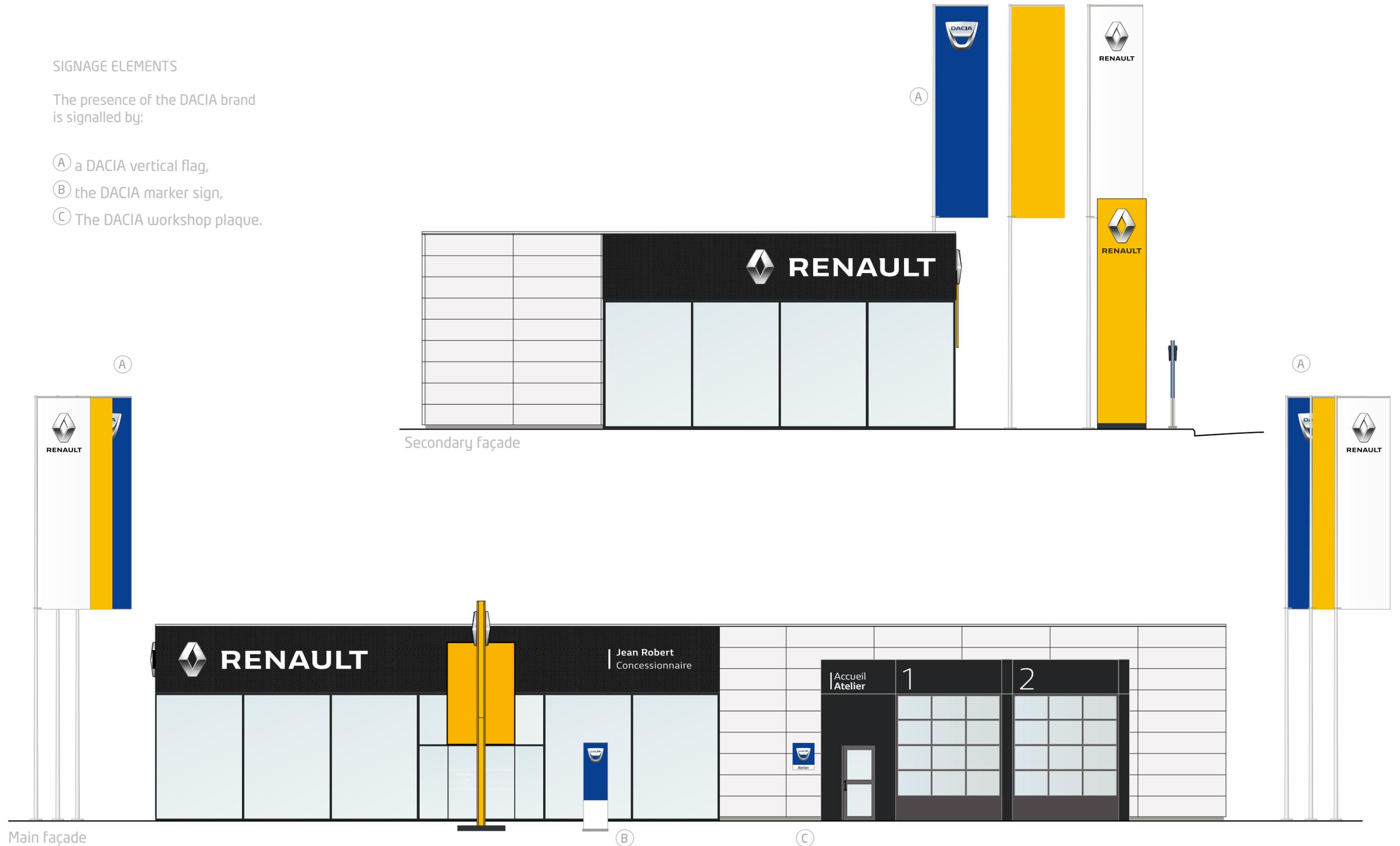
3.1 THE DACIA CORNER IN A RENAULT DEALERSHIP

Typical façade

SIGNAGE ELEMENTS

The presence of the DACIA brand is signalled by:

- Ⓐ a DACIA vertical flag,
- Ⓑ the DACIA marker sign,
- Ⓒ The DACIA workshop plaque.



3.2 THE DEDICATED DEALERSHIP

Typical façade



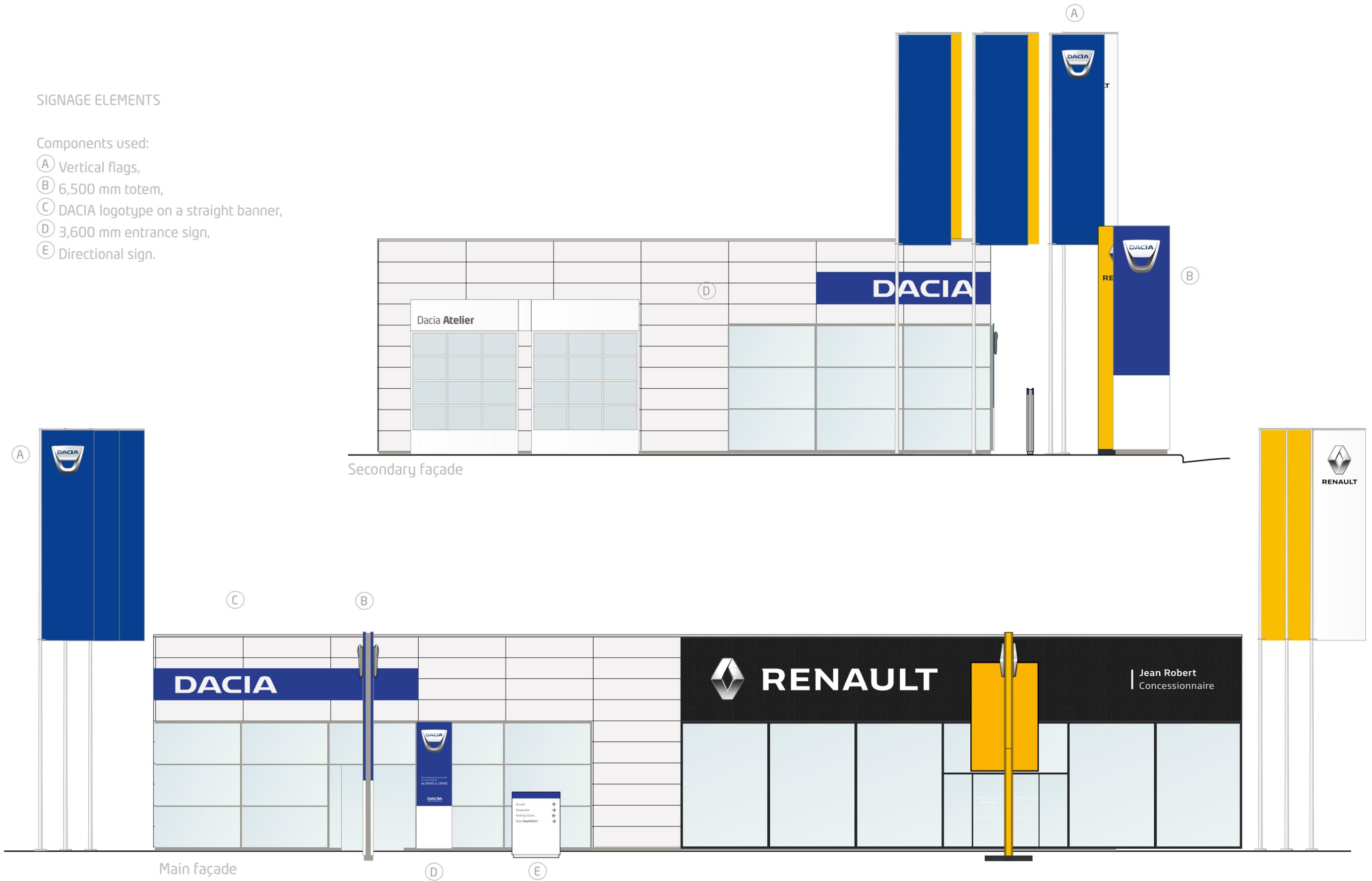
3.2.1 THE DEDICATED DEALERSHIP

Typical façade

SIGNAGE ELEMENTS

Components used:

- (A) Vertical flags,
- (B) 6,500 mm totem,
- (C) DACIA logotype on a straight banner,
- (D) 3,600 mm entrance sign,
- (E) Directional sign.



3.1 THE DACIA BOX

Typical façade



3.3.1 THE DACIA BOX

Typical façade / low building

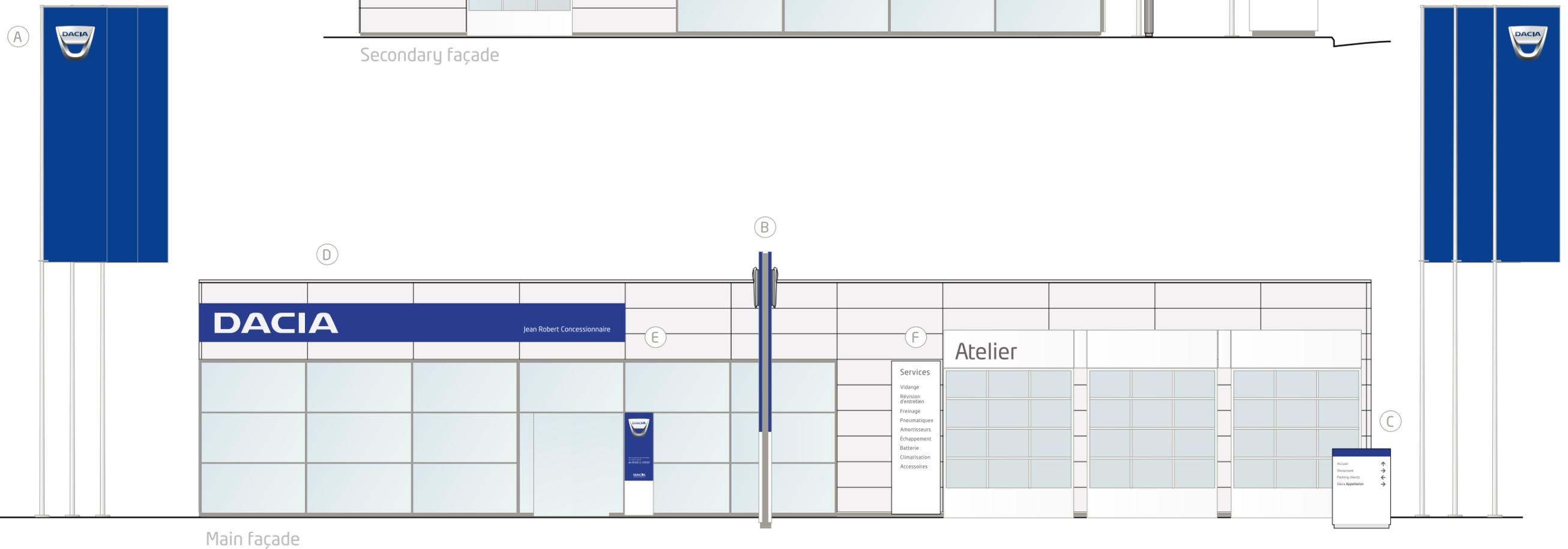
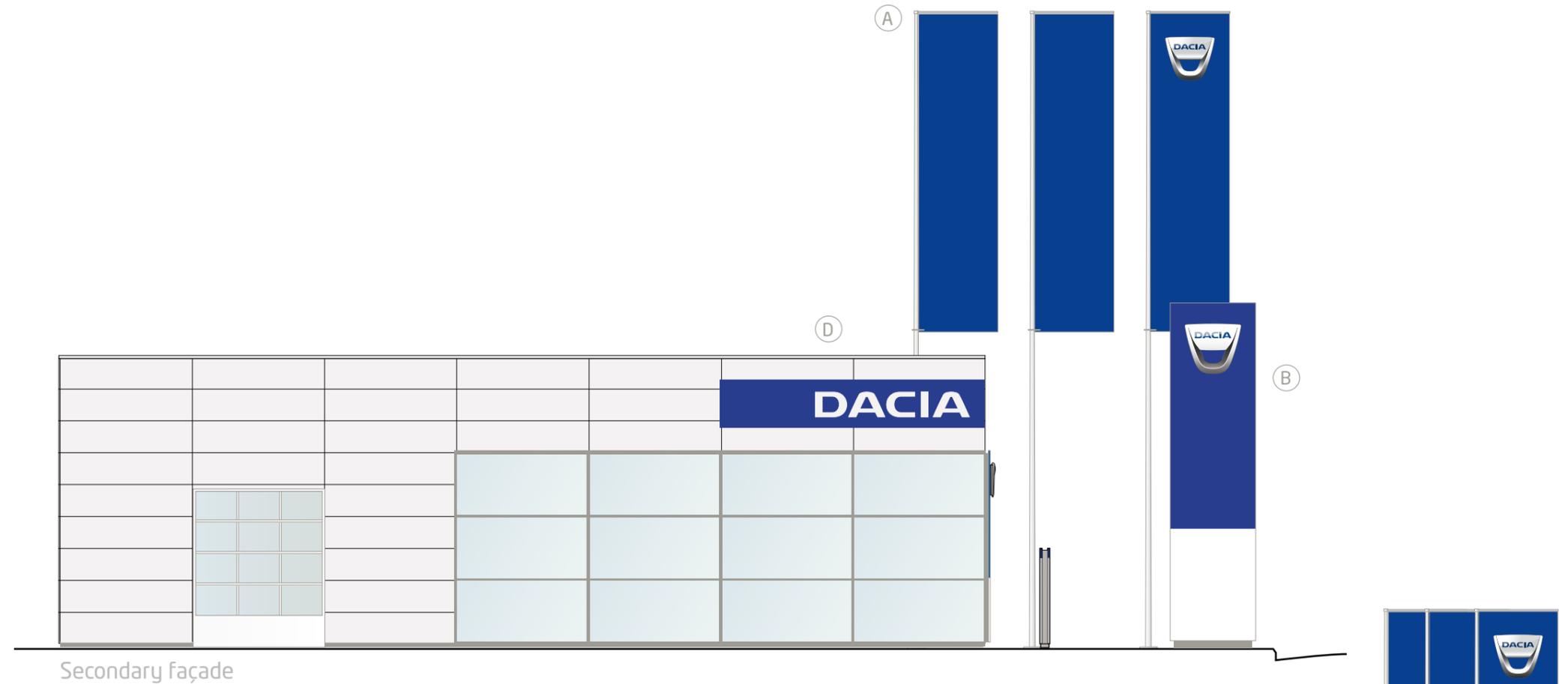
SIGNAGE ELEMENTS

Components used:

- (A) Vertical flags,
- (B) 6,500 mm totem,
- (C) Directional sign,
- (D) DACIA logotype on a straight banner,
- (E) 2,400 mm entrance sign,
- (F) Activities sign.

CHARACTERISTICS:

- Height of blue banner: 900 mm
- Height of horizontal workshop panels: 900 mm
- Height of building: < 6 m



3.3.2 THE DACIA BOX

Typical façade / high building

SIGNAGE ELEMENTS

Components used:

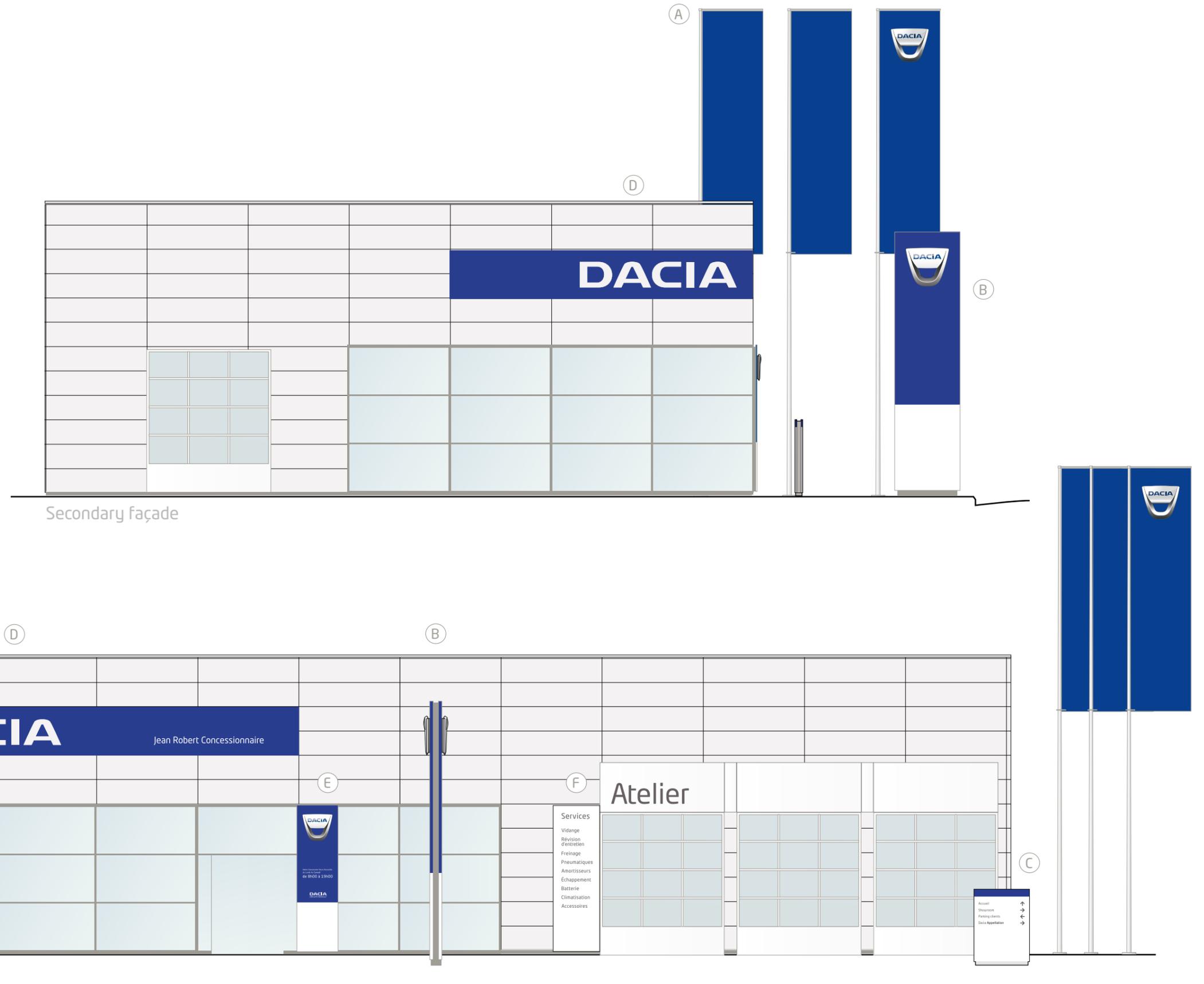
- (A) Vertical flags,
- (B) 6,500 mm totem,
- (C) Directional sign,
- (D) DACIA logotype on a straight banner,
- (E) 3,600 mm entrance sign,
- (F) Activities sign on the service façade.

CHARACTERISTICS

Height of blue banner: 1,200 mm

Height of horizontal workshop panels: 1,200 mm

Height of building: > 6 m



3.4 THE MULTI-BRAND DEALERSHIP

Typical façade



3.4.1 THE MULTI-BRAND DEALERSHIP

Typical façade

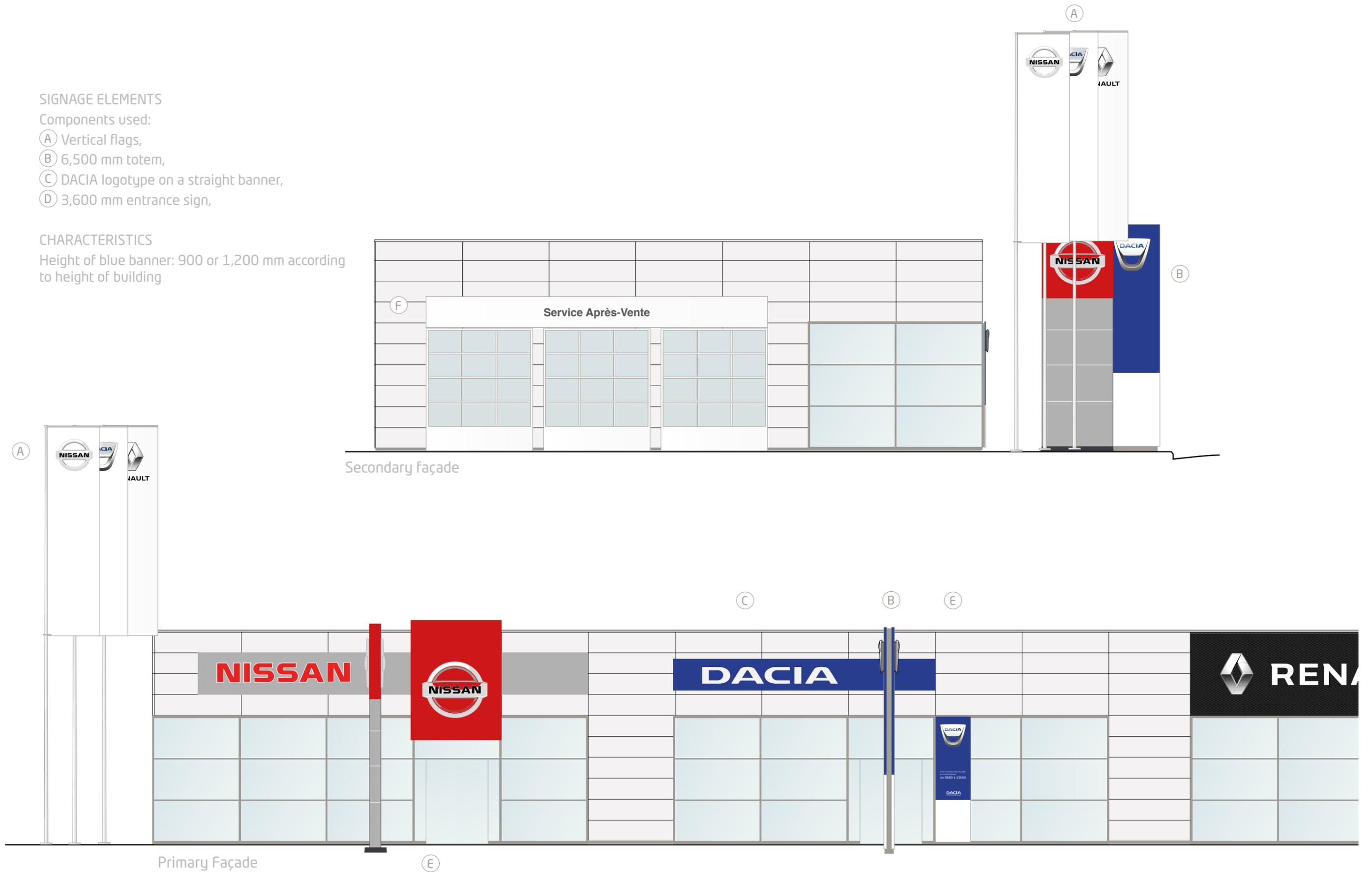
SIGNAGE ELEMENTS

Components used:

- (A) Vertical flags,
- (B) 6,500 mm totem,
- (C) DACIA logotype on a straight banner,
- (D) 3,600 mm entrance sign,

CHARACTERISTICS

Height of blue banner: 900 or 1,200 mm according to height of building



- 4.1 PRE-SIGNAGE / Presentation
- 4.2 FLAGS / Presentation

CAUTION
Elements of pre-signage and flags are not included in this document but are described in a specific document.

1	CORPORATE PRE-SIGNAGE / Presentation
2	CORPORATE PRE-SIGNAGE / Roadside - examples 1
3	CORPORATE PRE-SIGNAGE / Roadside - examples 2
4	CORPORATE PRE-SIGNAGE / Bus shelter - examples 1
5	CORPORATE PRE-SIGNAGE / Bus shelter - examples 2
6	CORPORATE PRE-SIGNAGE / Format 4x3 - examples 1
7	SERVICE PRE-SIGNAGE / Roadside - short Service name (1)
8	SERVICE PRE-SIGNAGE / Roadside - short name (2)
9	SERVICE PRE-SIGNAGE / Roadside - long Service name (1)
10	SERVICE PRE-SIGNAGE / Roadside - long Service name (2)
11	SERVICE PRE-SIGNAGE / Bus shelter - short Service name (1)
12	SERVICE PRE-SIGNAGE / Bus shelter - short Service name (2)
13	SERVICE PRE-SIGNAGE / Bus shelter - long Service name (1)
14	SERVICE PRE-SIGNAGE / Bus shelter - long Service name (2)
15	SERVICE PRE-SIGNAGE / Format 4x3 - short Service name (1)
16	SERVICE PRE-SIGNAGE / Format 4x3 - short Service name (2)
17	SERVICE PRE-SIGNAGE / Format 4x3 - long Service name (1)
18	SERVICE PRE-SIGNAGE / Format 4x3 - long Service name (2)

4.1.1 CORPORATE PRE-SIGNAGE

Presentation

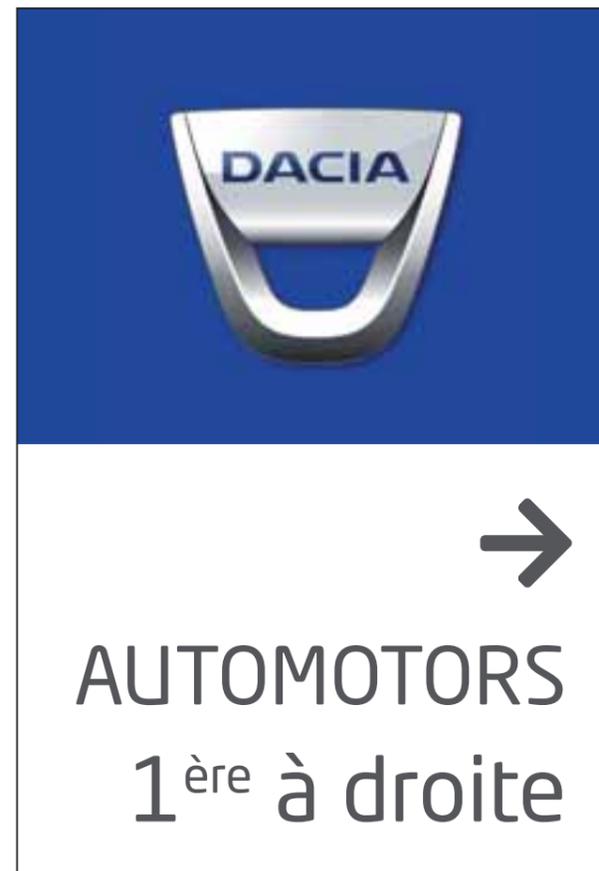
PRINCIPLE

Corporate pre-signage signs will be adapted in accordance with the new graphic standards:

- > new emblem,
- > new colours,
- > new type face.

KEY

1. Vertical formats
2. Horizontal formats



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4.1.2 CORPORATE PRE-SIGNAGE

Roadside - Examples (1)

PRINCIPLE

The content of the pre-signage panels can use various references:

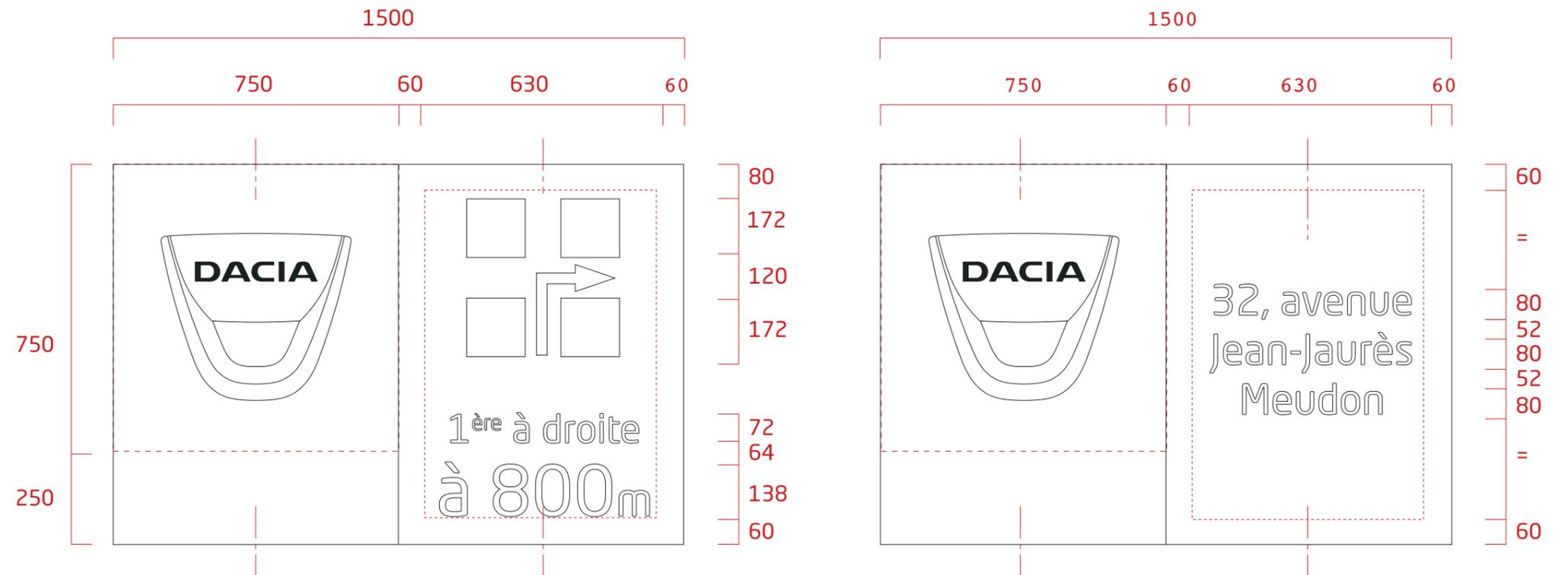
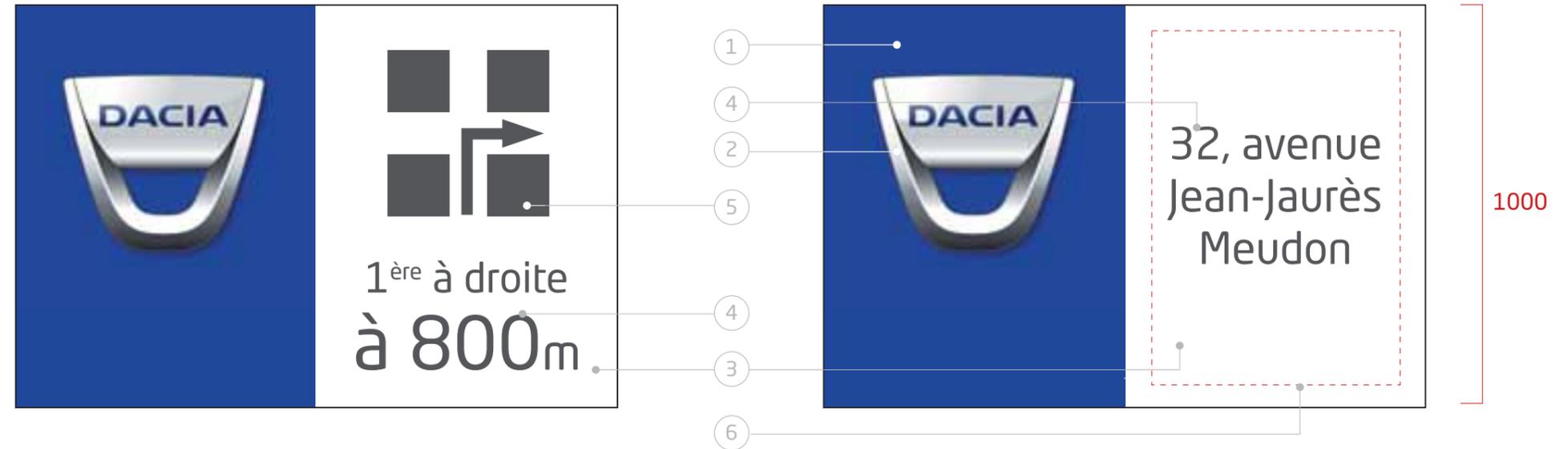
- > sales point name
- > distance
- > road intersection map
- > address, etc.

KEY

1. Blue background
 - RAL 5002 blue
 - adhesive or silk-screen printing
2. 2D Dacia emblem
 - 4-colour silk-screen printing
3. White Forex (PVC foam)
 - thickness 10 mm
 - or aluminium panel with raised edges thickness 2 mm
4. Lettering
 - Adhesive letters
 - Neo Tech Dacia Regular type face in Caps
 - Pantone Cool Gray 11 C
5. Directional information
 - Pantone Cool Gray 11 C adhesive
6. Area of text or drawing

NOTE

The panel is made of a single part.



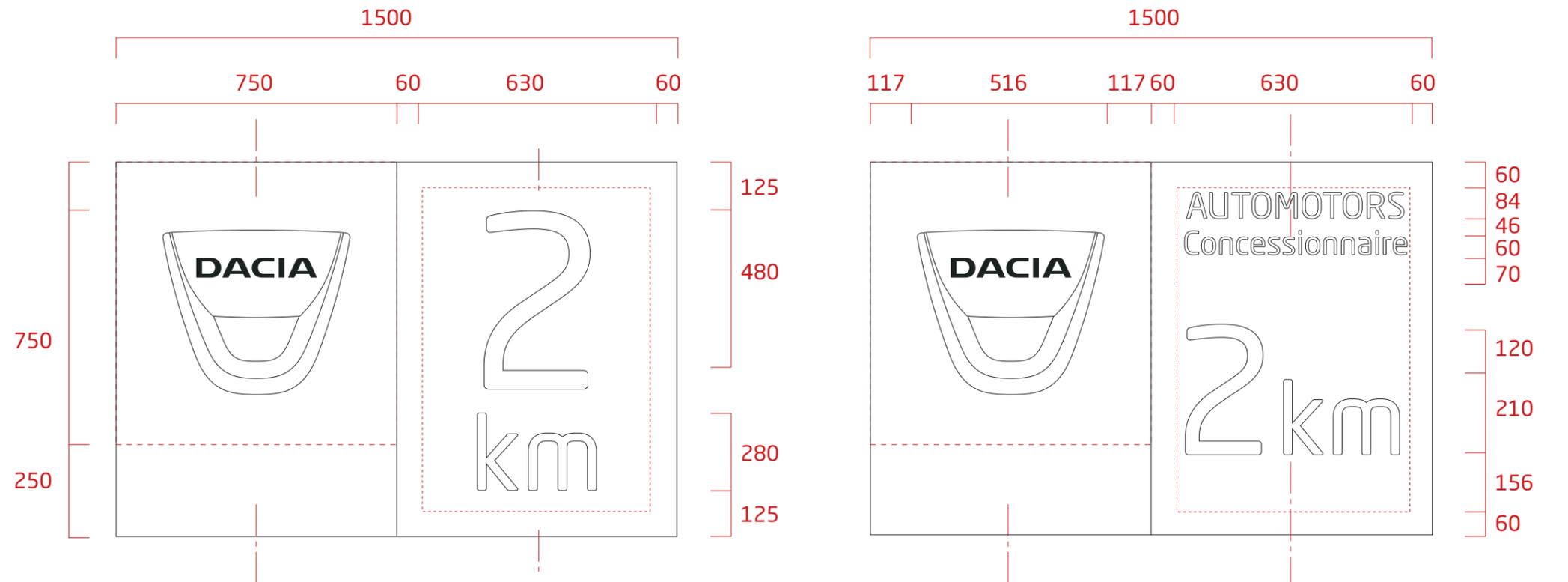
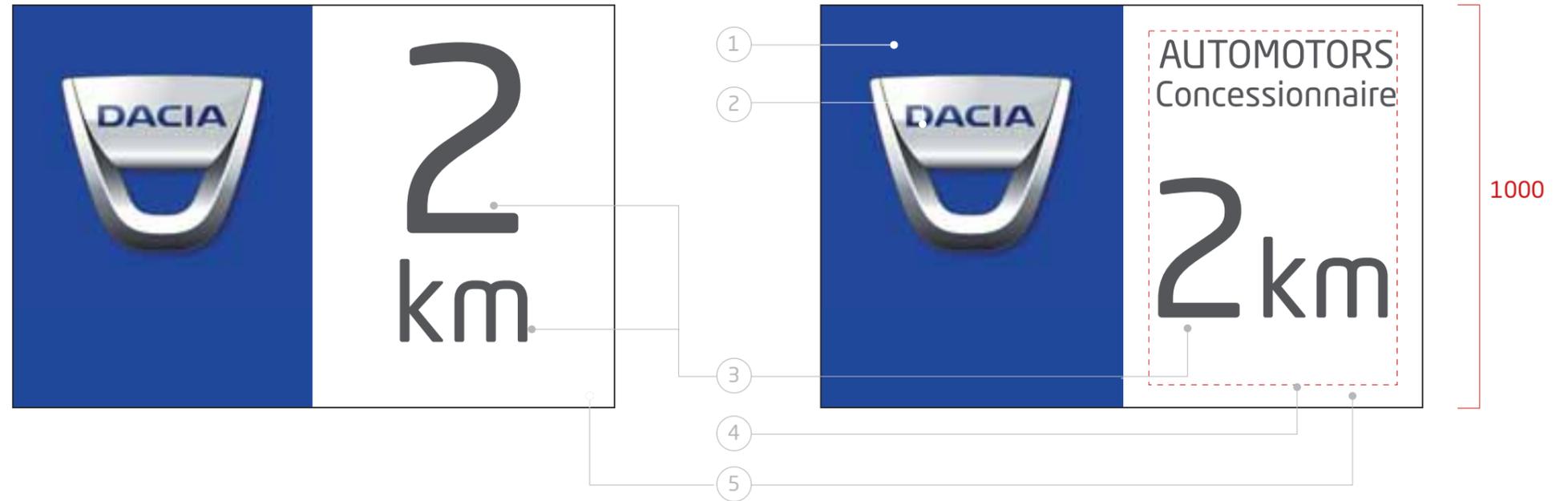
4.1.3 CORPORATE PRE-SIGNAGE

Roadside - Examples (2)

KEY

- 1. Blue background
 - RAL 5002 blue
 - adhesive or silk-screen printing
- 2. 2D Dacia emblem
 - 4-colour silk-screen printing
- 3. Lettering
 - Adhesive letters
 - Neo Tech Dacia Regular type face
 - in Caps
 - Pantone Cool Gray 11 C
- 4. Area of text or drawing

NOTE
The panel is made of a single part.



4.1.4 CORPORATE PRE-SIGNAGE

Bus shelter - Example 1

PRINCIPLE

The content of the pre-signage panels can use various references:

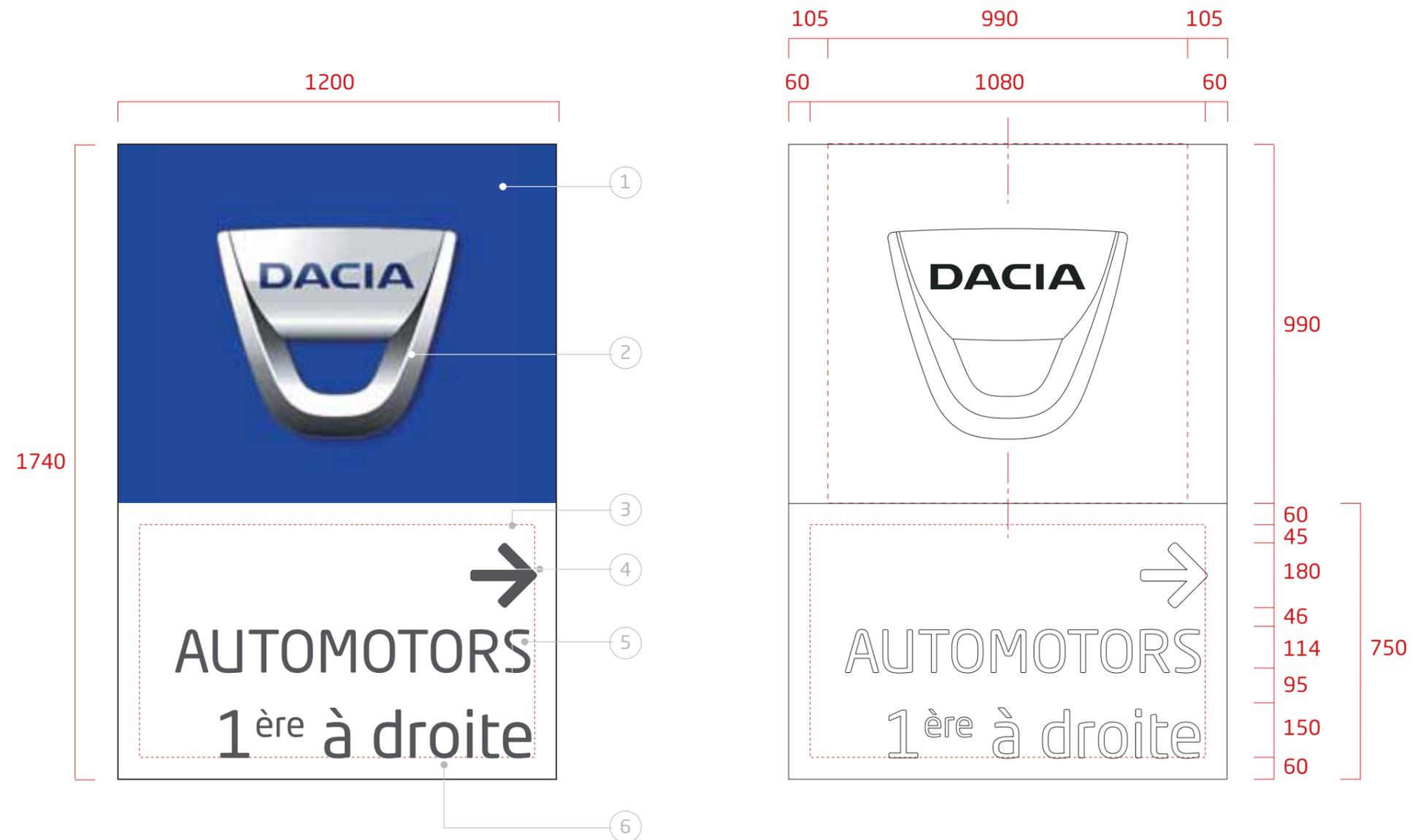
- > sales point name
- > distance
- > road intersection map
- > address, etc.

KEY

1. Blue background
 - RAL 5002 blue
 - adhesive or silk-screen printing
2. 2D Dacia emblem
 - 4-colour silk-screen printing
3. Area of text or drawing
4. Arrow
 - Pantone Cool Gray 11 C adhesive
5. Lettering
 - Adhesive letters
 - Neo Tech Dacia Regular type face in Caps
 - Pantone Cool Gray 11 C
5. Directional information
 - Pantone Cool Gray 11 C adhesive
6. White Forex (PVC foam)
 - thickness 10 mm
 - or aluminium panel with raised edges thickness 2 mm
 - or digital print on paper

NOTE

The panel is made of a single part.



4.1.5 CORPORATE PRE-SIGNAGE

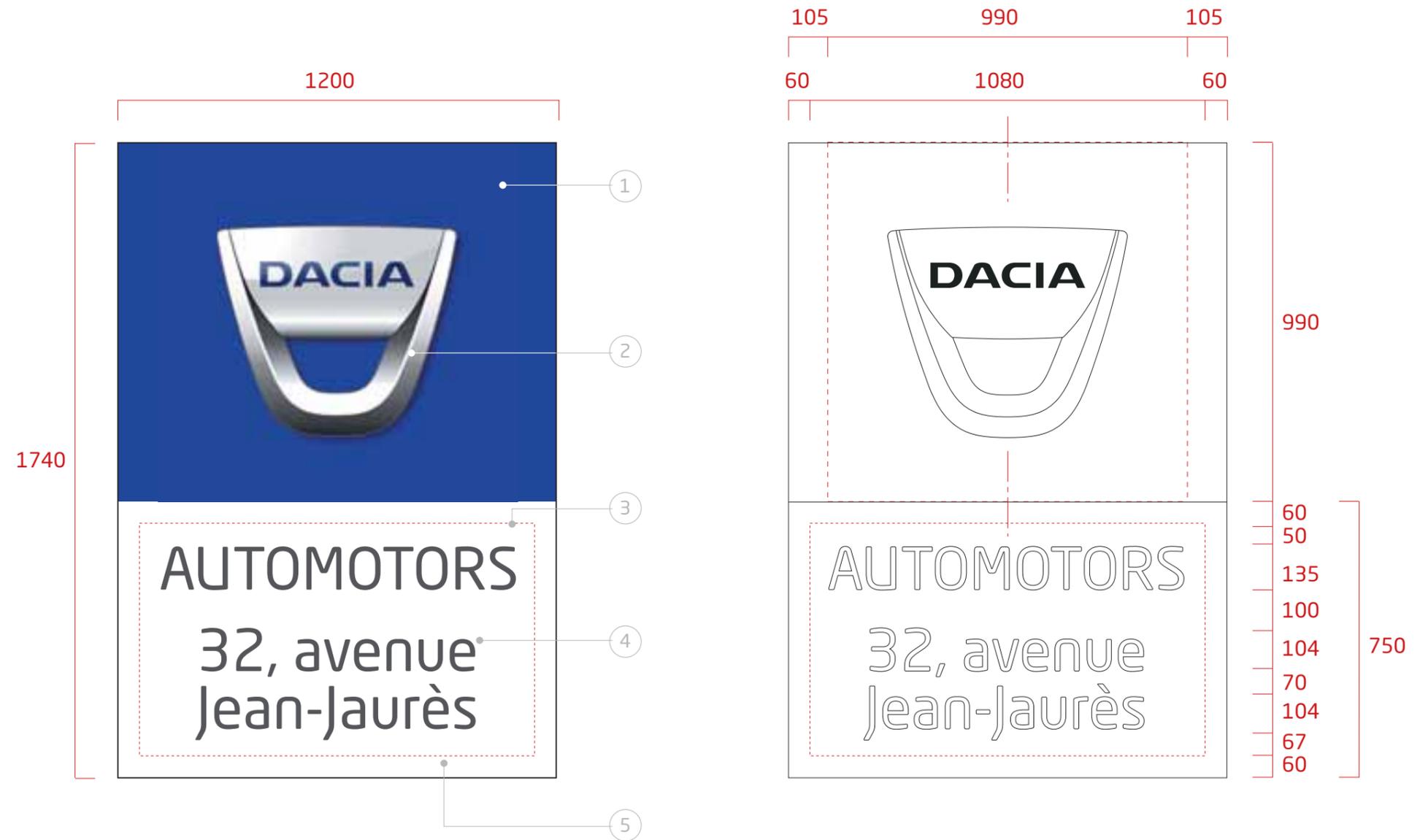
Bus shelter - Example 2

KEY

- 1. Blue background
 - RAL 5002 blue
 - adhesive or silk-screen printing
- 2. 2D Dacia emblem
 - 4-colour silk-screen printing
- 3. Area of text or drawing
- 4. Lettering
 - Adhesive letters
 - Neo Tech Dacia Regular type face
 - in Caps
 - Pantone Cool Gray 11 C
- 5. White Forex (PVC foam)
 - thickness 10 mm
 - or aluminium panel with raised edges
 - thickness 2 mm
 - or digital print on paper

NOTE

The panel is made of a single part.



4.1.6 CORPORATE PRE-SIGNAGE

4 x 3 format - Example 1

PRINCIPLE

Pre-signage panels can use various standardised horizontal formats including the 4 x 3 format shown opposite.

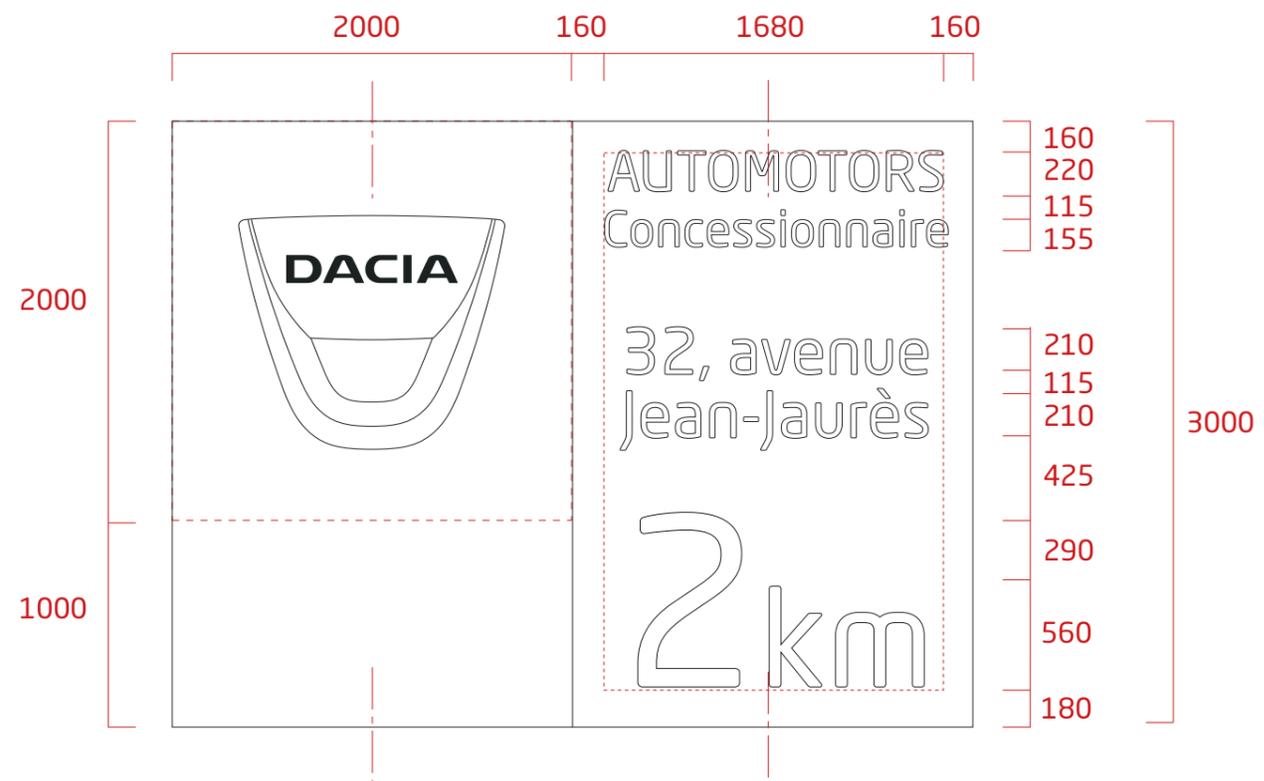
The panel used will be a standard off-the-shelf product.

The content of the pre-signage panels can use various references:

- > sales point name
- > distance
- > road intersection map
- > address, etc.

KEY

1. Blue background
 - RAL 5002 blue
 - adhesive or silk-screen printing
2. 2D Dacia emblem
 - 4-colour silk-screen printing
3. Area of text or drawing
4. White background
5. Lettering
 - Adhesive letters
 - Neo Tech Dacia Regular type face in Caps
 - Pantone Cool Gray 11 C



4.1.7 SERVICE PRE-SIGNAGE

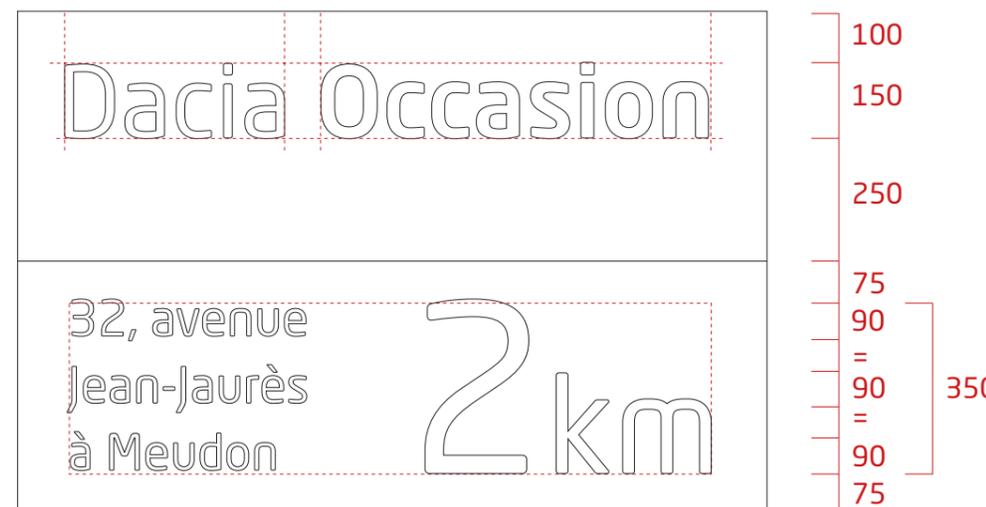
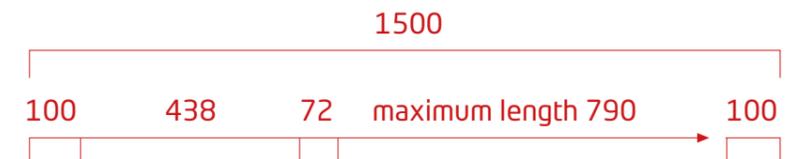
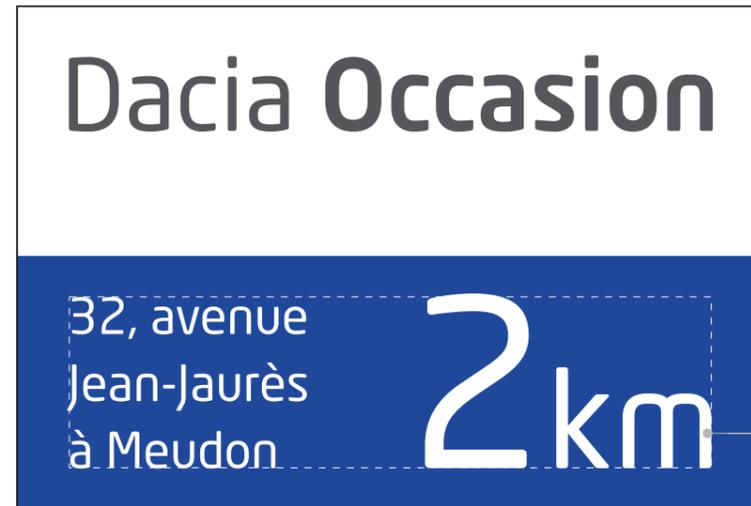
Roadside - Short Service name (1)

KEY

1. White Forex (PVC foam)
 - thickness 10 mm
 - or aluminium panel with raised edges thickness 2 mm
2. "DACIA" mention
 - left-aligned
 - Adhesive or silk-screen printing
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia regular type face
3. Service name
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia medium type face
4. Blue background
 - RAL 5002 blue
 - Adhesive or silk-screen printing
5. Lettering
 - White adhesive
 - Neo Tech Dacia regular type face
6. Area of text or drawing
7. Arrow
 - White adhesive

NOTE

The panel is made of a single part.



4.1.8 SERVICE PRE-SIGNAGE

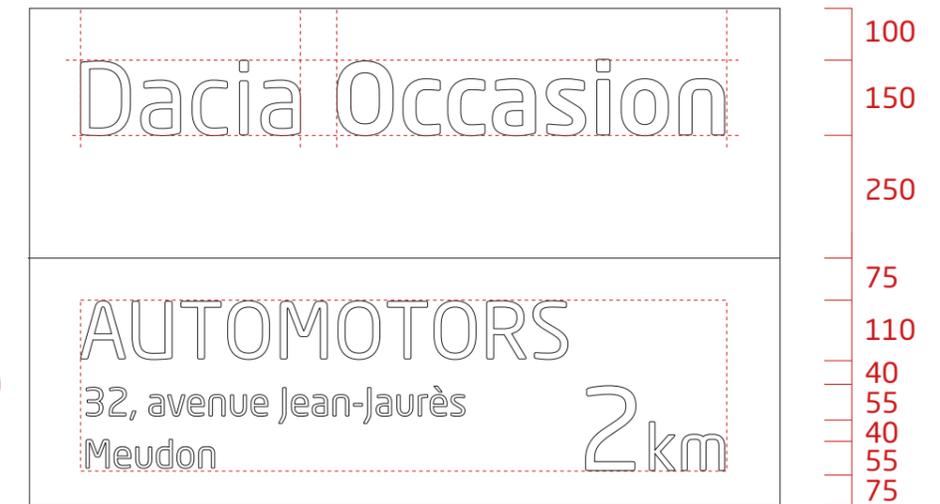
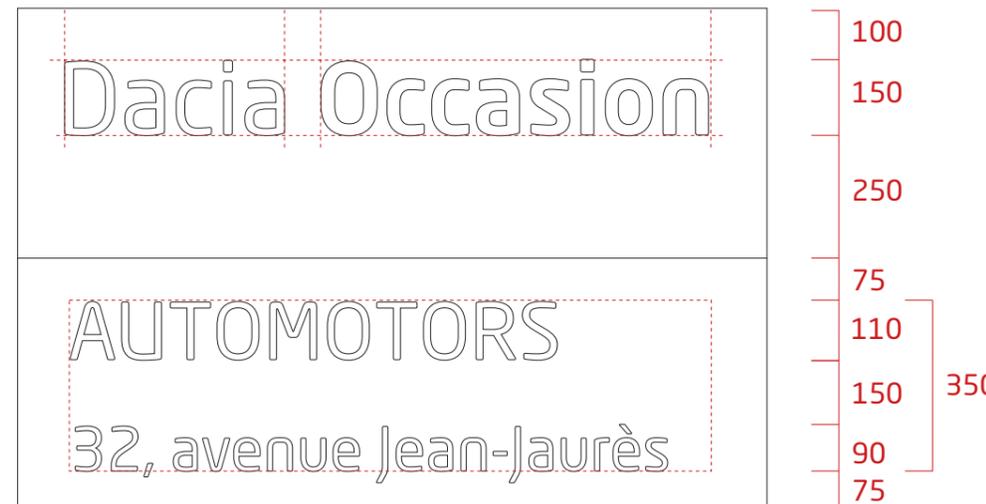
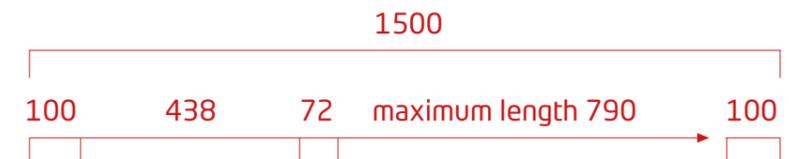
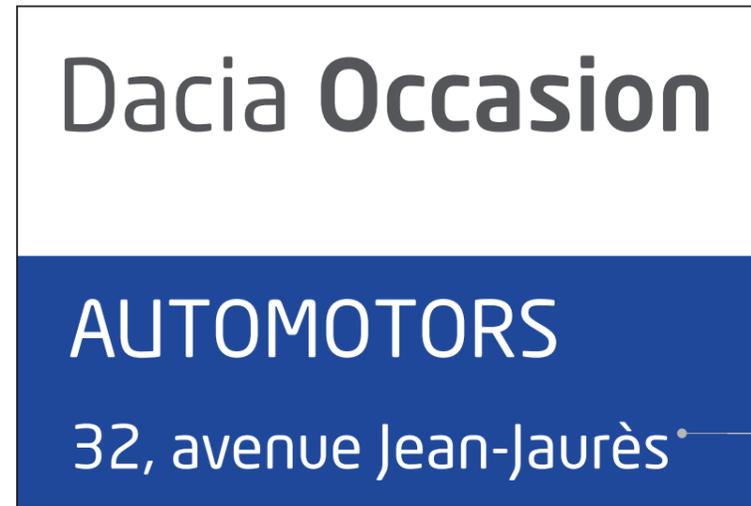
Roadside - Short Service name (2)

KEY

1. White Forex (PVC foam)
 - thickness 10 mm
 - or aluminium panel with raised edges thickness 2 mm
2. "DACIA" mention
 - left-aligned
 - Adhesive or silk-screen printing
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia regular type face
3. Service name
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia medium type face
4. Blue background
 - RAL 5002 blue
 - Adhesive or silk-screen printing
5. Lettering
 - White adhesive
 - Neo Tech Dacia regular type face
6. Area of text or drawing
7. Arrow
 - White adhesive

NOTE

The panel is made of a single part.



4.1.9 SERVICE PRE-SIGNAGE

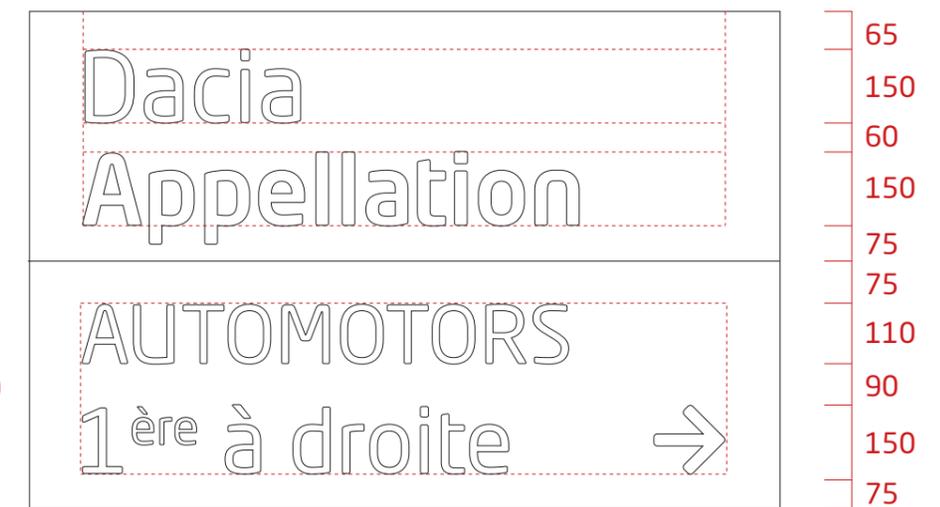
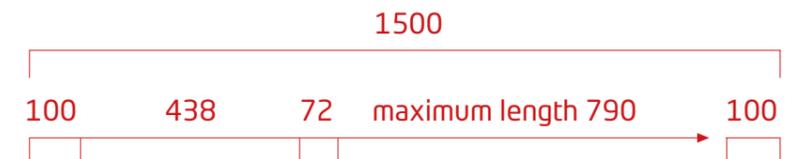
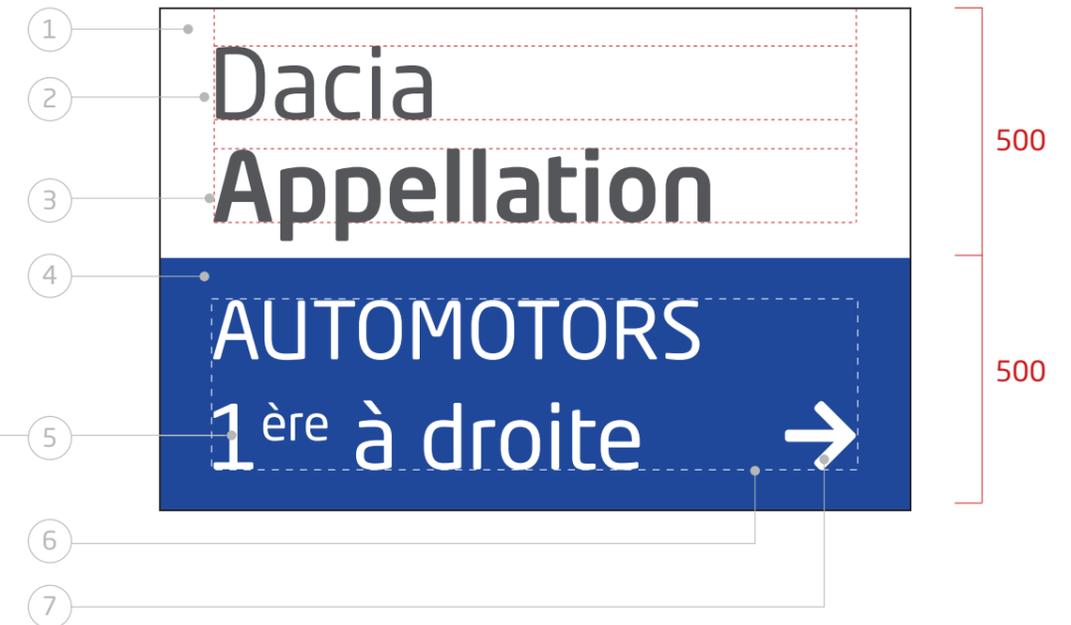
Roadside - Long Service name (1)

KEY

1. White Forex (PVC foam)
 - thickness 10 mm
 - or aluminium panel with raised edges thickness 2 mm
2. "DACIA" mention
 - left-aligned
 - Adhesive or silk-screen printing
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia regular type face
3. Service name
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia medium type face
4. Blue background
 - RAL 5002 blue
 - Adhesive or silk-screen printing
5. Lettering
 - White adhesive
 - Neo Tech Dacia regular type face
6. Area of text or drawing
7. Arrow
 - White adhesive

NOTE

The panel is made of a single part.



4.1.10 SERVICE PRE-SIGNAGE

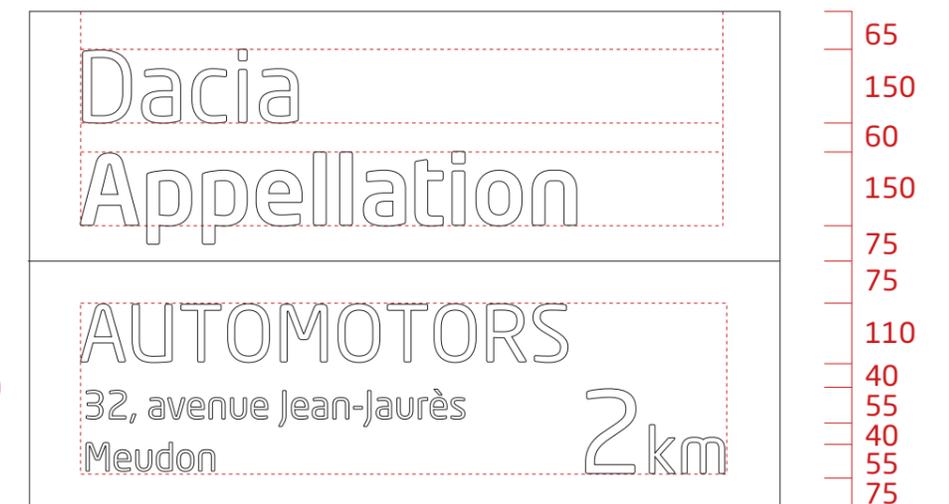
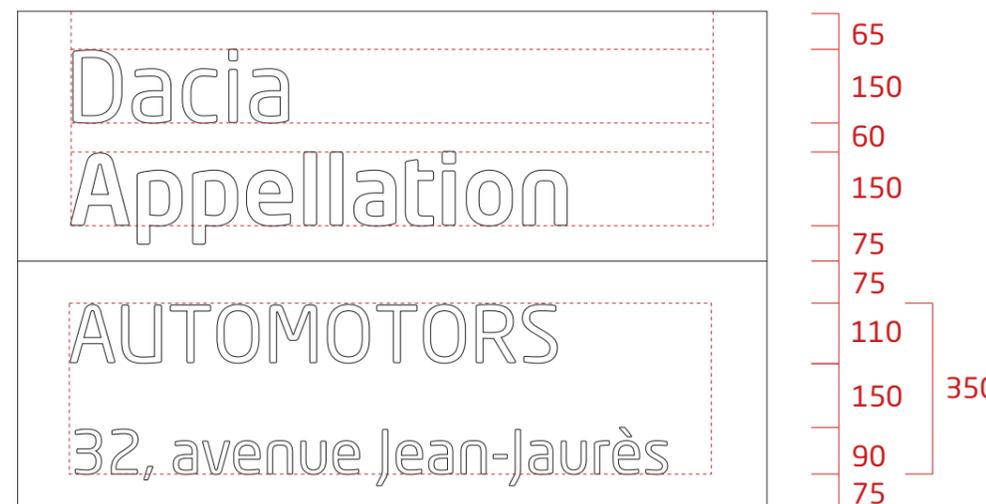
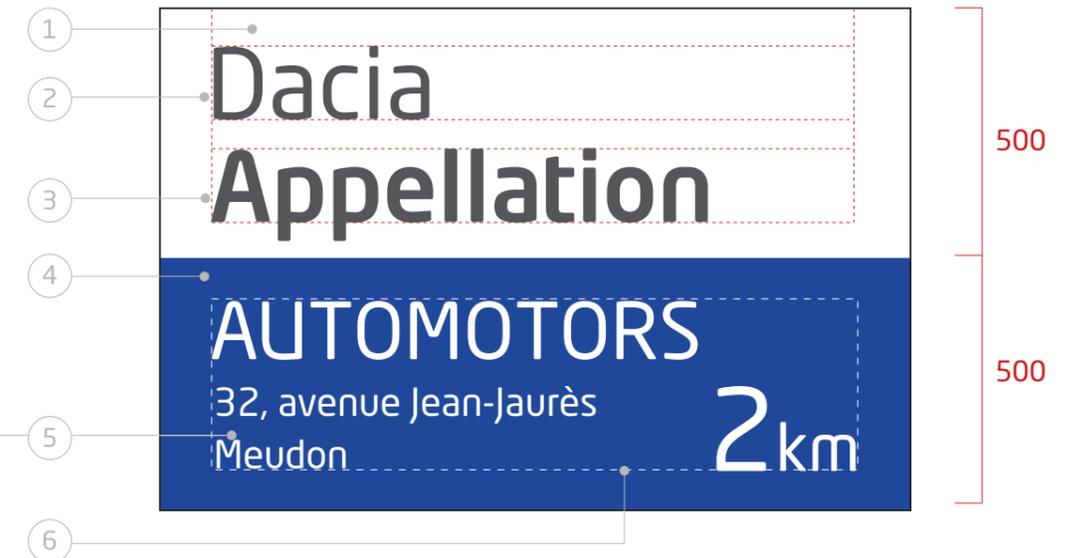
Roadside - Long Service name (2)

KEY

1. White Forex (PVC foam)
 - thickness 10 mm
 - or aluminium panel with raised edges thickness 2 mm
2. "DACIA" mention
 - left-aligned
 - Adhesive or silk-screen printing
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia regular type face
3. Service name
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia medium type face
4. Blue background
 - RAL 5002 blue
 - Adhesive or silk-screen printing
5. Lettering
 - White adhesive
 - Neo Tech Dacia regular type face
6. Area of text or drawing

NOTE

The panel is made of a single part.

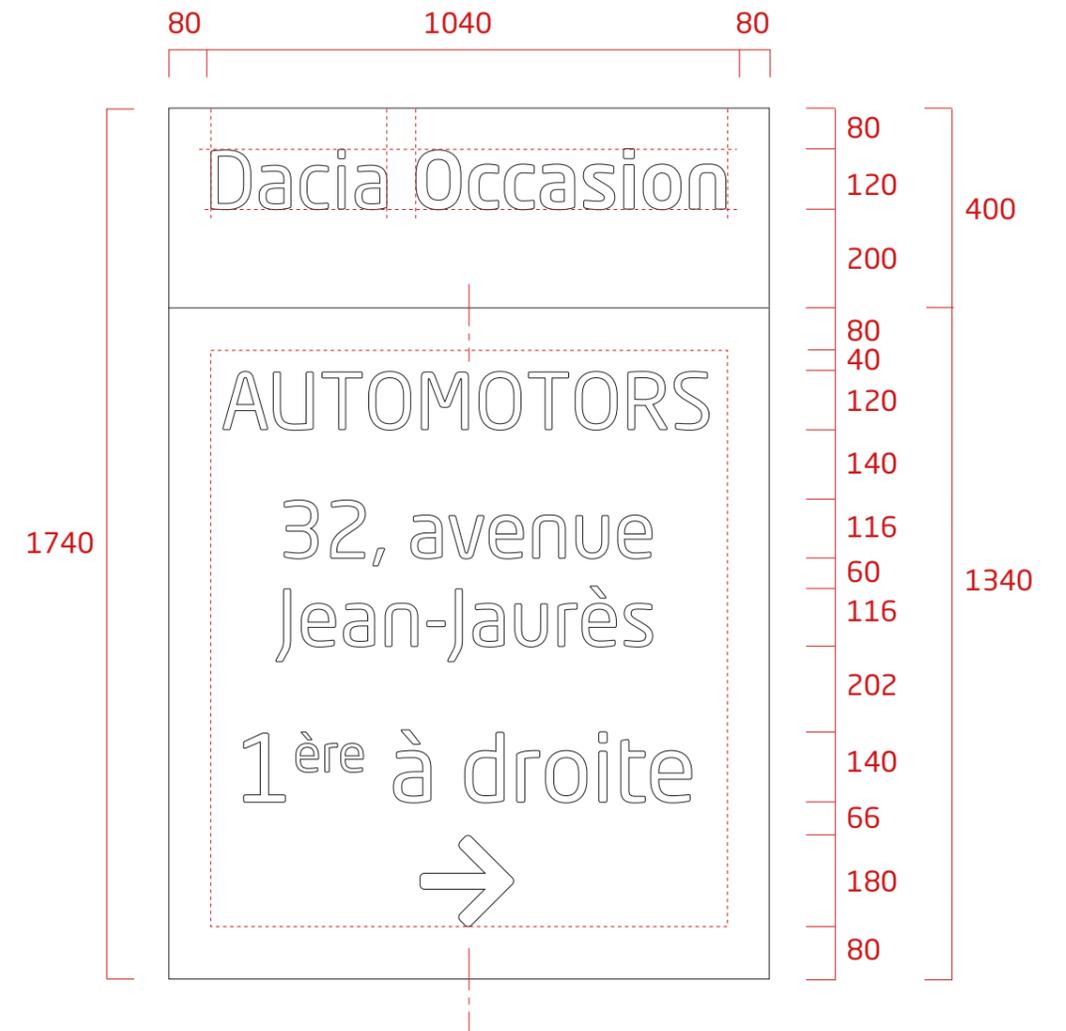


4.1.11 SERVICE PRE-SIGNAGE

Bus shelter - Short Service name (1)

KEY

1. White Forex (PVC foam)
 - thickness 10 mm
 - or aluminium panel with raised edges
 - thickness 2 mm
2. "DACIA" mention
 - left-aligned
 - Adhesive or silk-screen printing
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia regular type face
3. Service name
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia medium type face
4. Blue background
 - RAL 5002 blue
 - Adhesive or silk-screen printing
5. Lettering
 - White adhesive
 - Neo Tech Dacia regular type face
6. Area of text or drawing
7. Arrow
 - White adhesive



NOTE

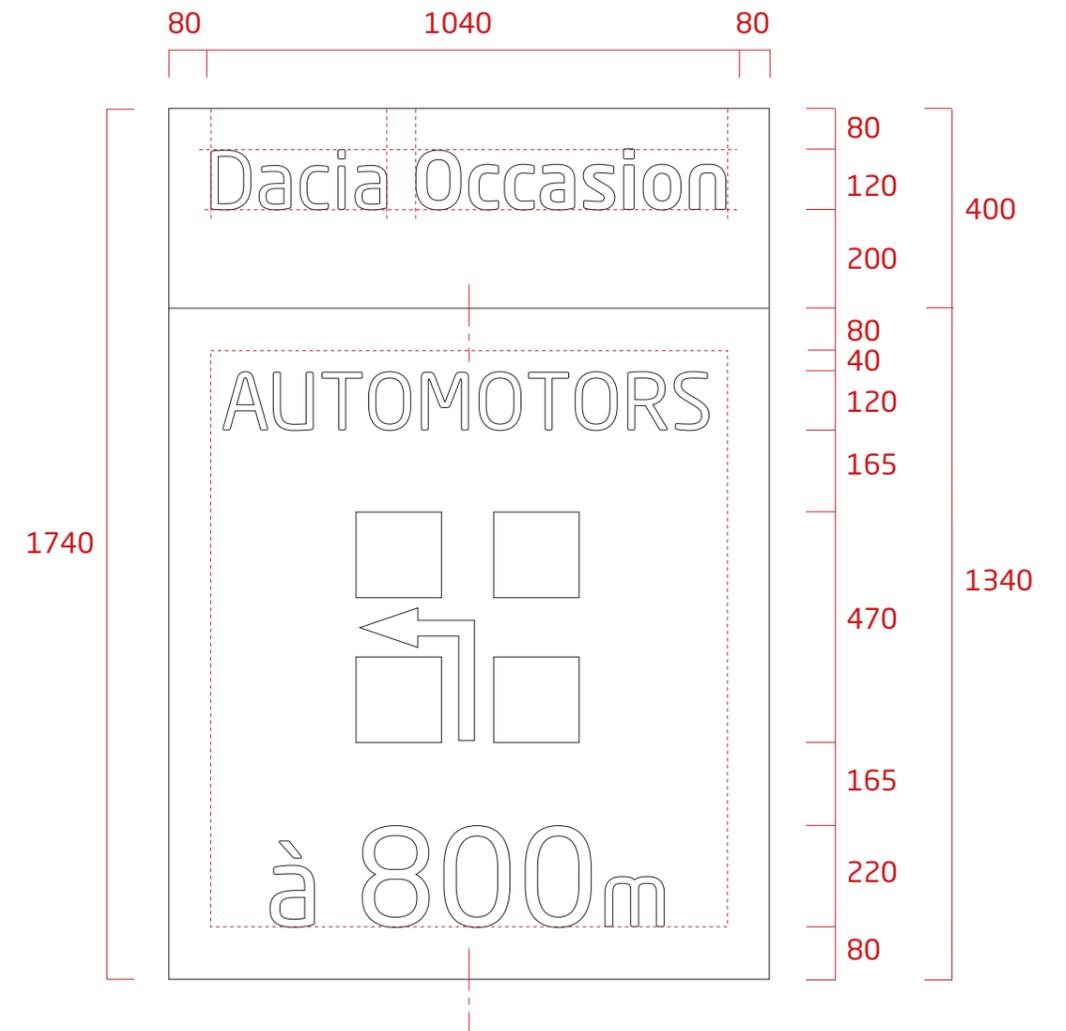
The panel is made of a single part.

4.1.12 SERVICE PRE-SIGNAGE

Bus shelter - Short Service name (2)

KEY

1. White Forex (PVC foam)
 - thickness 10 mm
 - or aluminium panel with raised edges
 - thickness 2 mm
2. "DACIA" mention
 - left-aligned
 - Adhesive or silk-screen printing
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia regular type face
3. Service name
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia medium type face
4. Blue background
 - RAL 5002 blue
 - Adhesive or silk-screen printing
5. Lettering
 - White adhesive
 - Neo Tech Dacia regular type face
6. Area of text or drawing
 - White adhesive
7. Arrow
 - White adhesive



NOTE

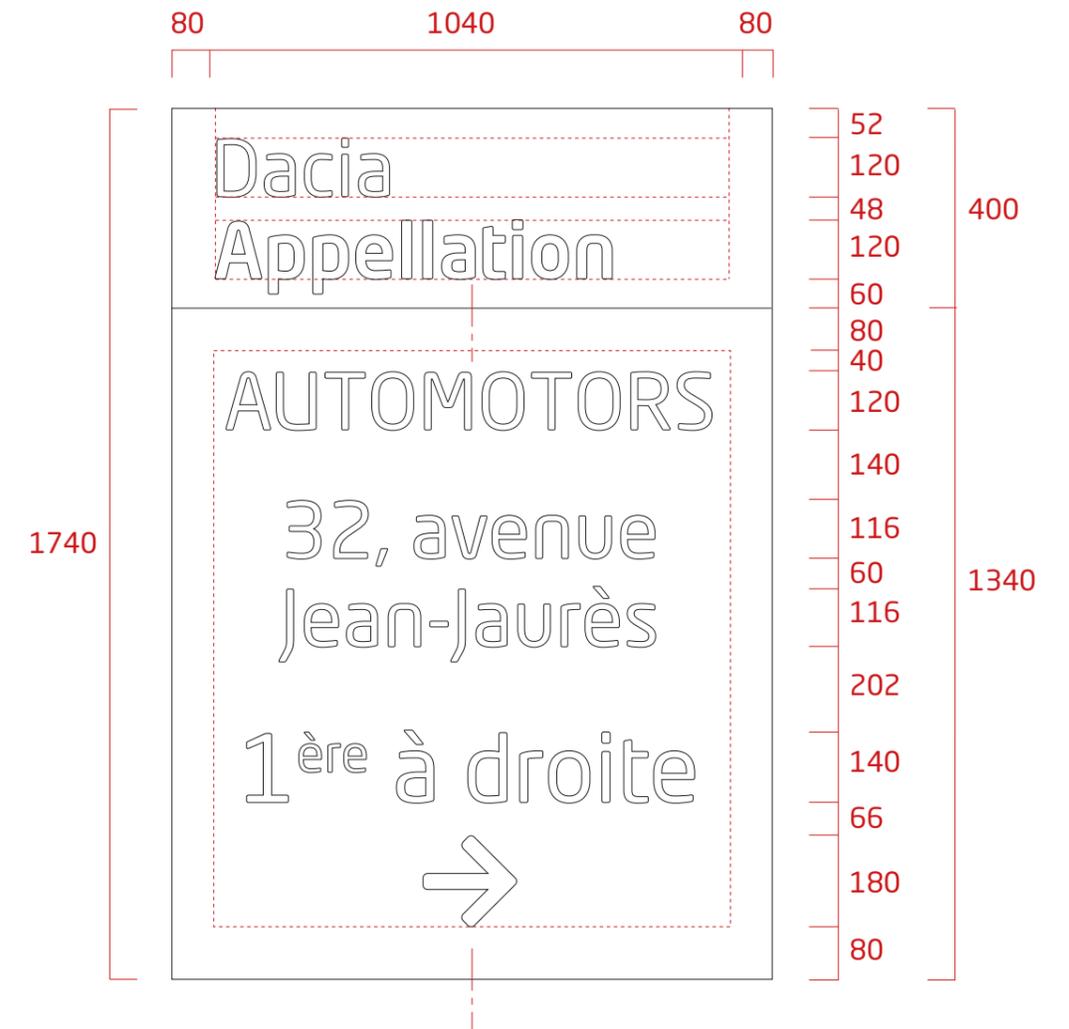
The panel is made of a single part.

4.1.13 SERVICE PRE-SIGNAGE

Bus shelter - Long Service name (1)

KEY

1. White Forex (PVC foam)
 - thickness 10 mm
 - or aluminium panel with raised edges
 - thickness 2 mm
2. "DACIA" mention
 - left-aligned
 - Adhesive or silk-screen printing
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia regular type face
3. Service name
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia medium type face
4. Blue background
 - RAL 5002 blue
 - Adhesive or silk-screen printing
5. Lettering
 - White adhesive
 - Neo Tech Dacia regular type face
6. Area of text or drawing
7. Arrow
 - White adhesive



NOTE

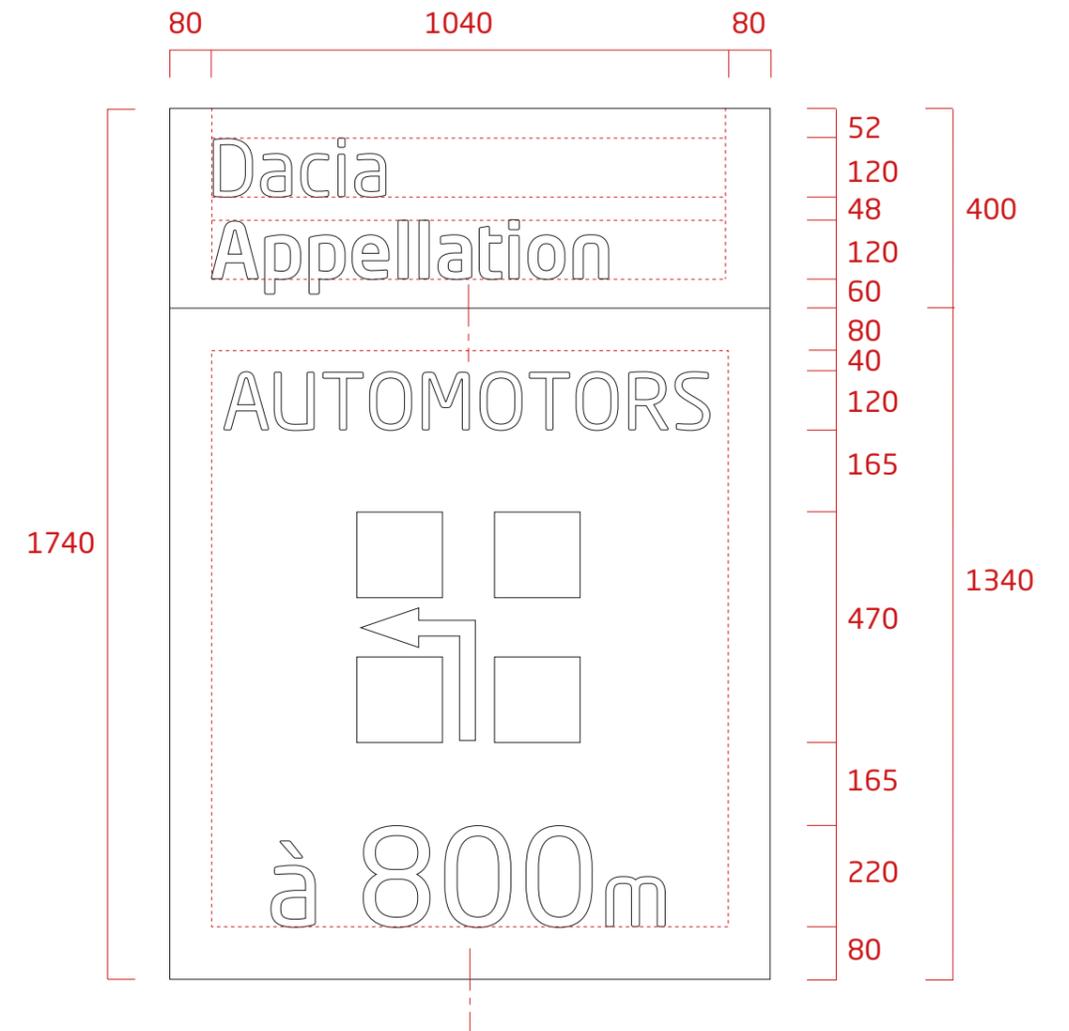
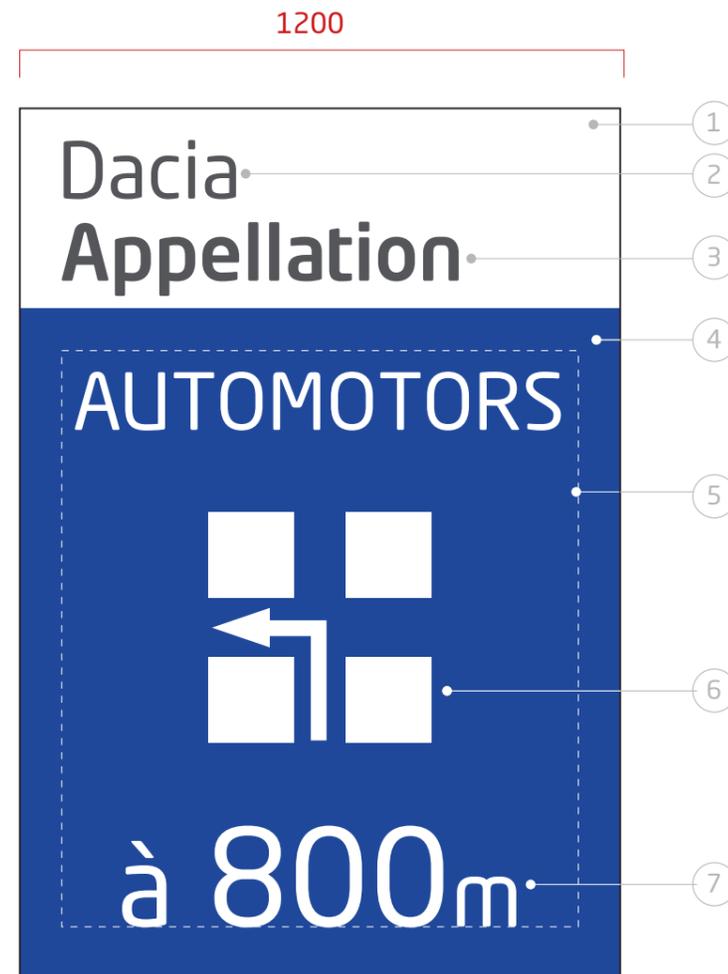
The panel is made of a single part.

4.1.14 SERVICE PRE-SIGNAGE

Bus shelter - Long Service name (2)

KEY

1. White Forex (PVC foam)
 - thickness 10 mm
 - or aluminium panel with raised edges
 - thickness 2 mm
2. "DACIA" mention
 - left-aligned
 - Adhesive or silk-screen printing
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia regular type face
3. Service name
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia medium type face
4. Blue background
 - RAL 5002 blue
 - Adhesive or silk-screen printing
5. Lettering
 - White adhesive
 - Neo Tech Dacia regular type face
6. Area of text or drawing
7. Arrow
 - White adhesive



NOTE

The panel is made of a single part.

4.1.15 SERVICE PRE-SIGNAGE

4 x 3 format - Short Service name (1)

PRINCIPLE

Pre-signage panels can use various standardised horizontal formats including the 4 x 3 format shown opposite.

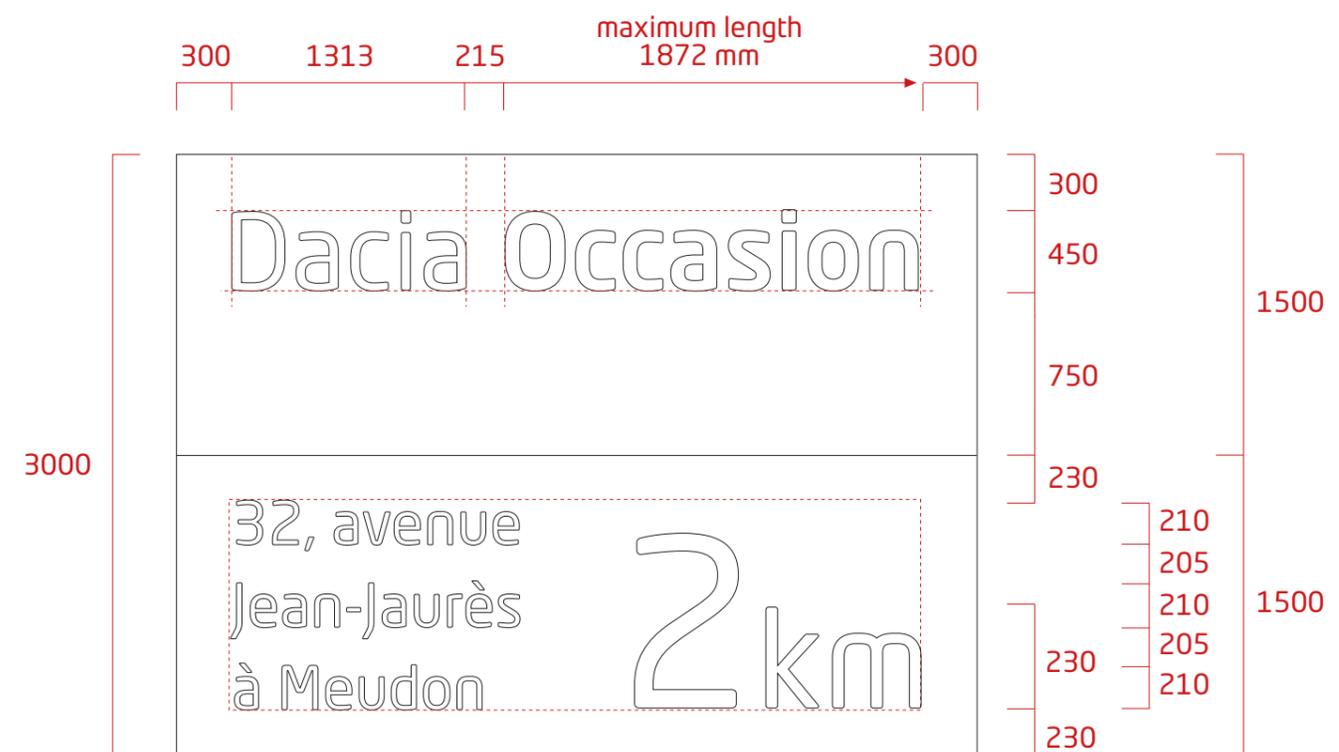
The panel used will be a standard off-the-shelf product.

The content of the pre-signage panels can use various references:

- > sales point name
- > distance
- > road intersection map
- > address, etc.

KEY

1. White background
 - Adhesive or silk-screen printing
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia regular type face
2. "DACIA" mention
 - left-aligned
 - Adhesive or silk-screen printing
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia regular type face
3. Service name
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia medium type face
4. Blue background
 - RAL 5002 blue
 - Adhesive or silk-screen printing
5. Area of text or drawing
6. Lettering
 - White adhesive
 - Neo Tech Dacia regular type face

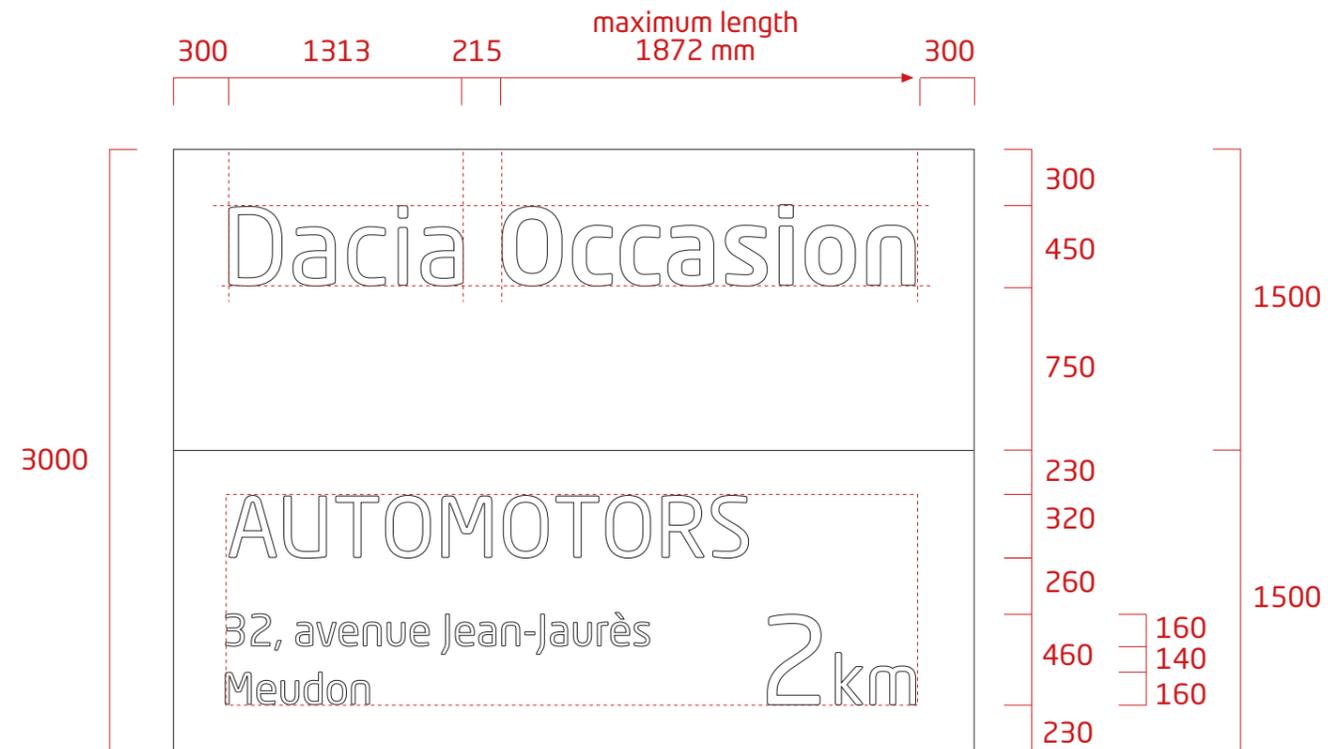
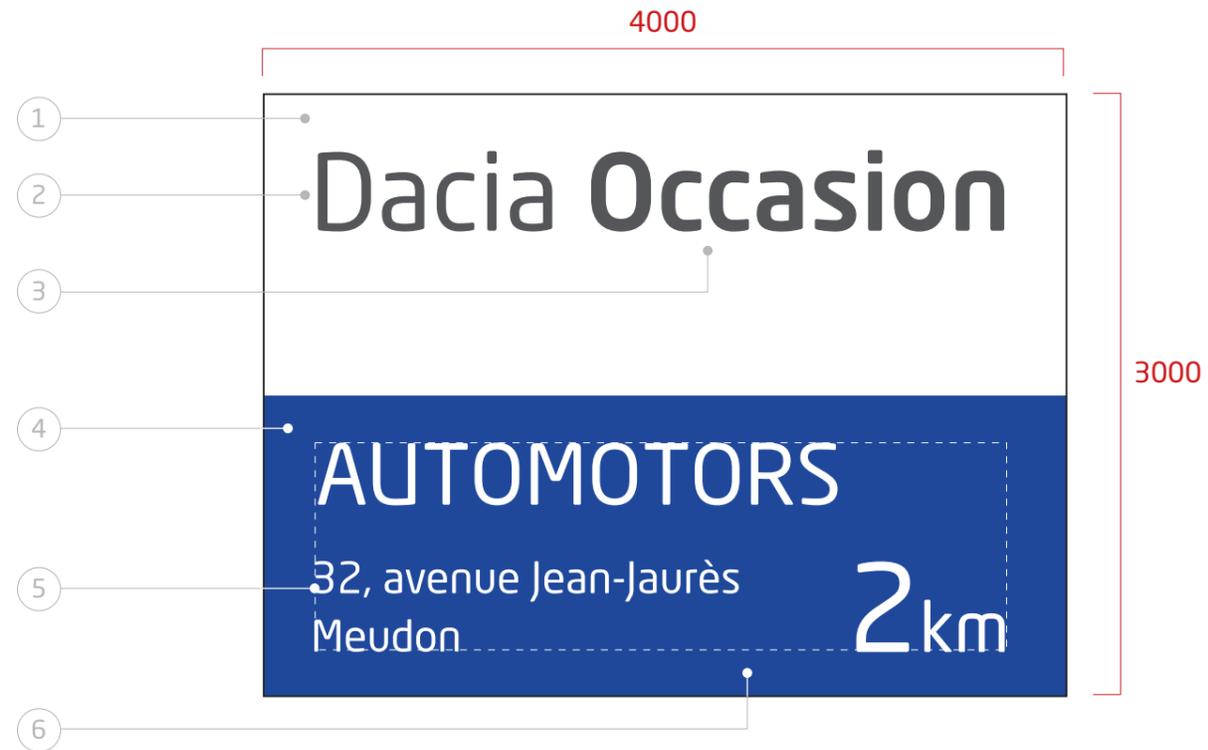


4.1.16 SERVICE PRE-SIGNAGE

4 x 3 format - Short Service name (2)

KEY

- 1. White background
 - left-aligned
 - Adhesive or silk-screen printing
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia regular type face
- 2. "DACIA" mention
 - left-aligned
 - Adhesive or silk-screen printing
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia regular type face
- 3. Service name
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia medium type face
- 4. Blue background
 - RAL 5002 blue
 - Adhesive or silk-screen printing
- 5. Area of text or drawing
- 6. Lettering
 - White adhesive
 - Neo Tech Dacia regular type face



4.1.17 SERVICE PRE-SIGNAGE

4 x 3 format - Long Service name (1)

PRINCIPLE

Pre-signage panels can use various standardised horizontal formats including the 4 x 3 format shown opposite.

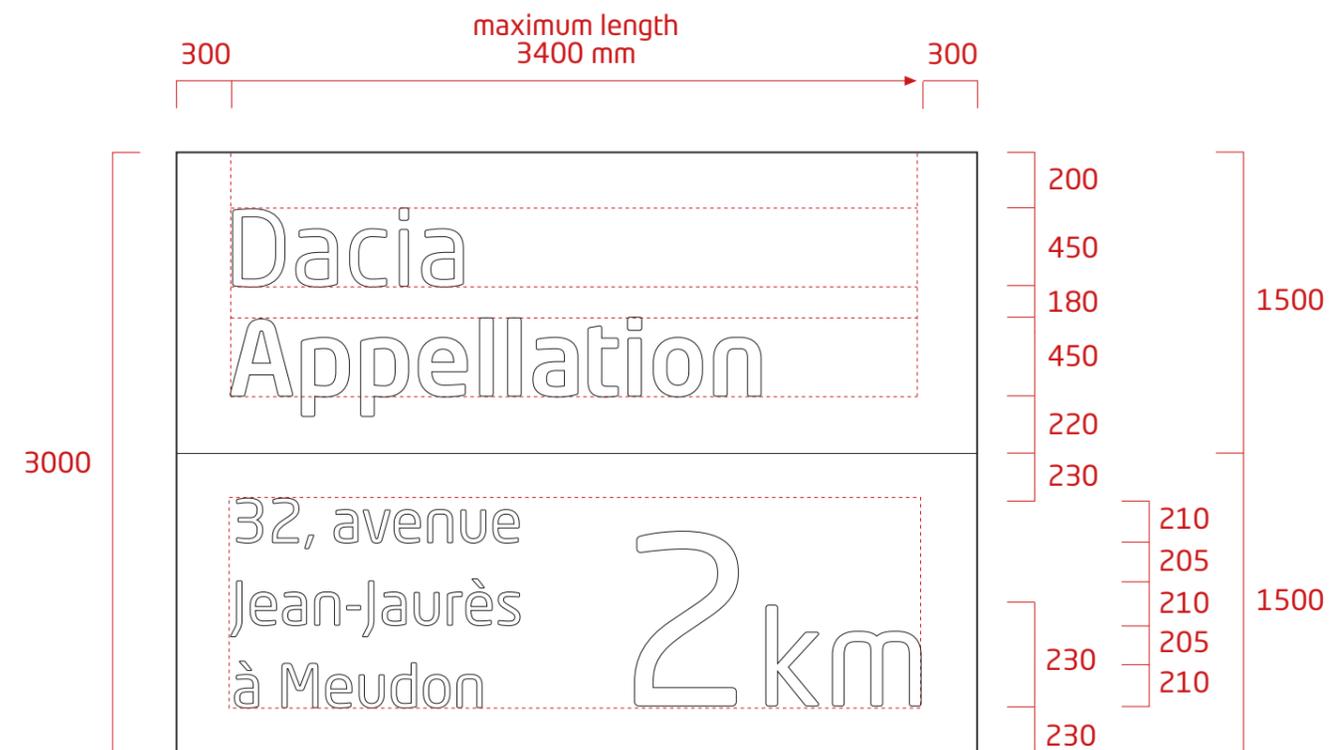
The panel used will be a standard off-the-shelf product.

The content of the pre-signage panels can use various references:

- > sales point name
- > distance
- > road intersection map
- > address, etc.

KEY

1. White background
 - Adhesive or silk-screen printing
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia regular type face
2. "DACIA" mention
 - left-aligned
 - Adhesive or silk-screen printing
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia regular type face
3. Service name
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia medium type face
4. Blue background
 - RAL 5002 blue
 - Adhesive or silk-screen printing
5. Area of text or drawing
6. Lettering
 - White adhesive
 - Neo Tech Dacia regular type face

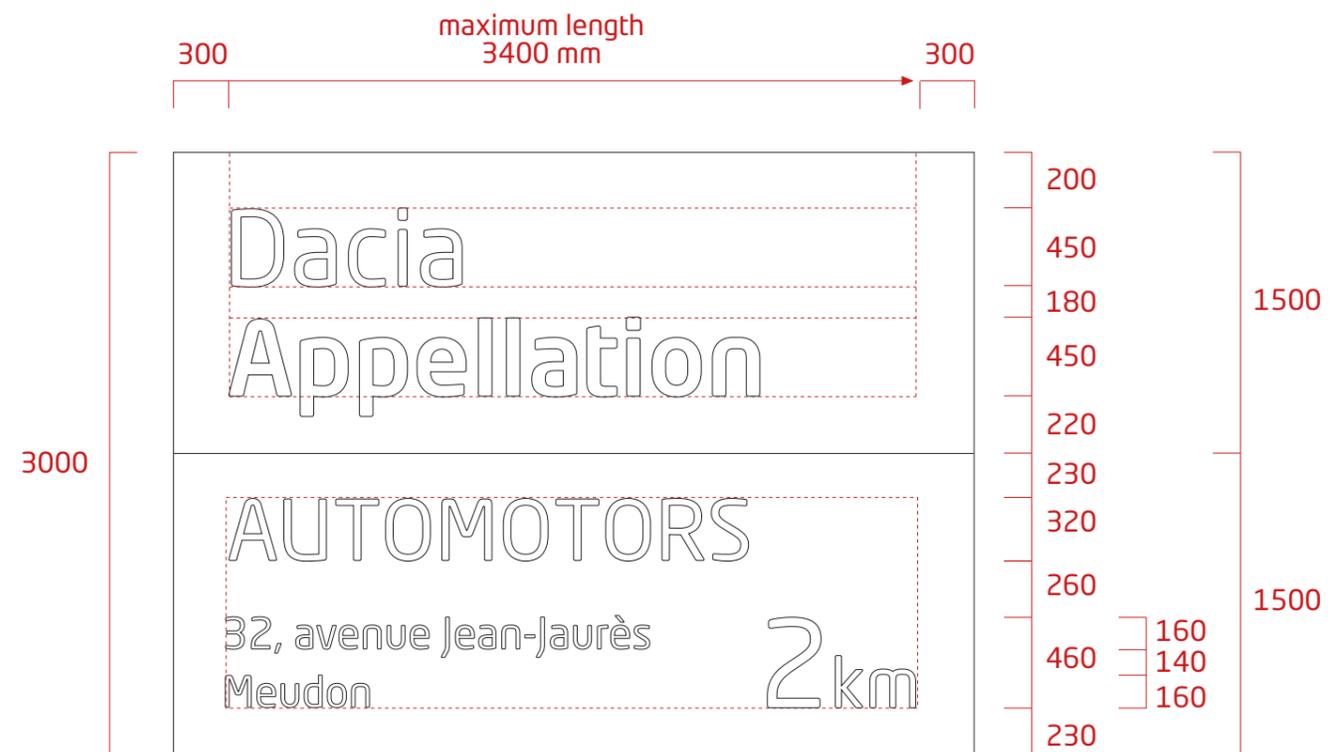
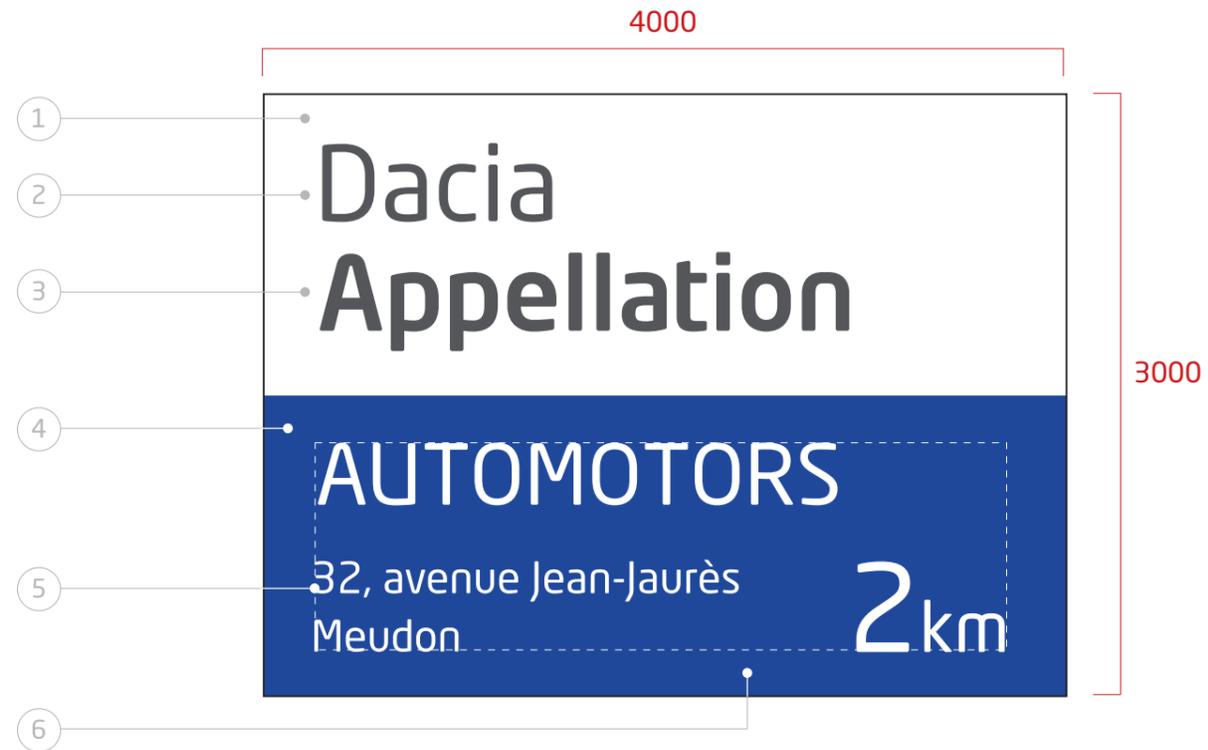


4.1.18 SERVICE PRE-SIGNAGE

4 x 3 format - Long Service name (2)

KEY

- 1. White background
 - Adhesive or silk-screen printing
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia regular type face
- 2. "DACIA" mention
 - left-aligned
 - Adhesive or silk-screen printing
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia regular type face
- 3. Service name
 - Pantone Cool Gray 11 C
 - Neo Tech Dacia medium type face
- 4. Blue background
 - RAL 5002 blue
 - Adhesive or silk-screen printing
- 5. Area of text or drawing
 - White adhesive
 - Neo Tech Dacia regular type face
- 6. Lettering
 - White adhesive
 - Neo Tech Dacia regular type face



4.2 VERTICAL FLAGS AND BANNERS

Contents

PART 1	CORPORATE FLAGS AND BANNERS
PART 2	SERVICE FLAGS AND BANNERS

4.2.1 CORPORATE FLAGS AND BANNERS

Contents

4.2.2 CORPORATE FLAGS / Presentation

4.2.3 CORPORATE FLAGS / Installation

4.2.4 CORPORATE FLAGS / 6 m flags

4.2.5 CORPORATE FLAGS / 5 m flags

4.2.6 CORPORATE BANNERS / Presentation & description

4.2.2 CORPORATE FLAGS

Presentation

PRINCIPLE

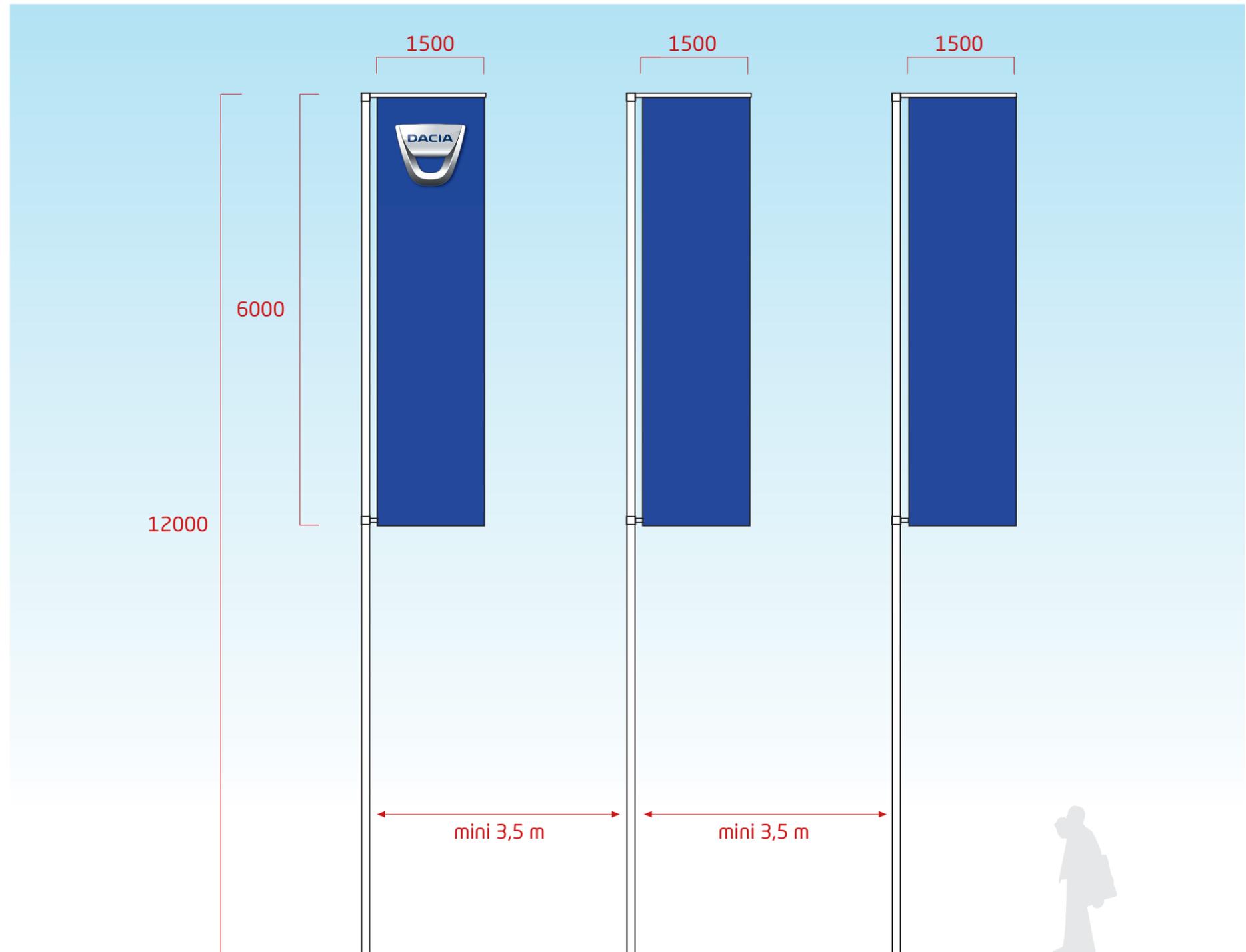
Corporate flags are implanted on white polyester mast with rotating jibs to obtain maximum impact even without wind.

IMPLANTATION

A 3.5 m minimum distance between mast must be observed to avoid any damage in windy condition.

NOTE

Blue flags can be replaced by service flags (DACIA + name of the service) when needed.



4.2.3 CORPORATE FLAGS

Implantation

PRINCIPLE

Dacia corporate flags are available in 2 sizes:

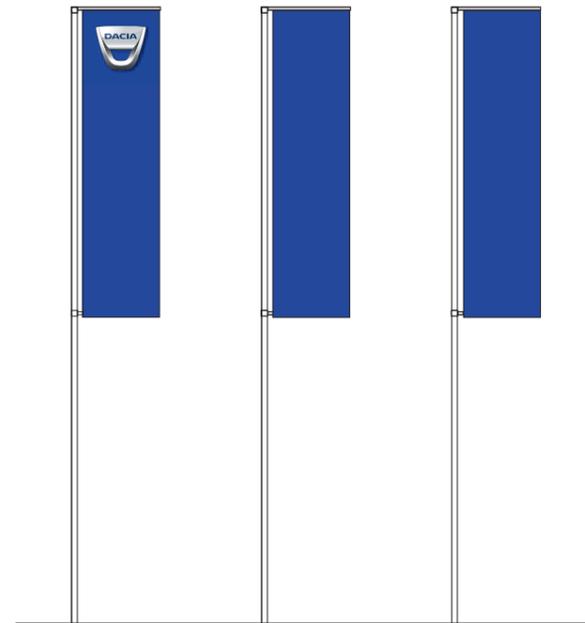
- > 6 x 1.5 m flags for 12 m masts
- > 5 x 1.5 m flags for 10 m masts.

They can be implanted :

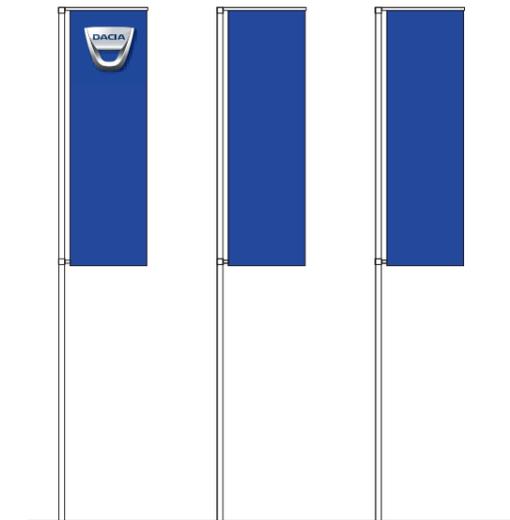
- > either by groups of 3 masts
- > either by groups of 5 masts

KEY

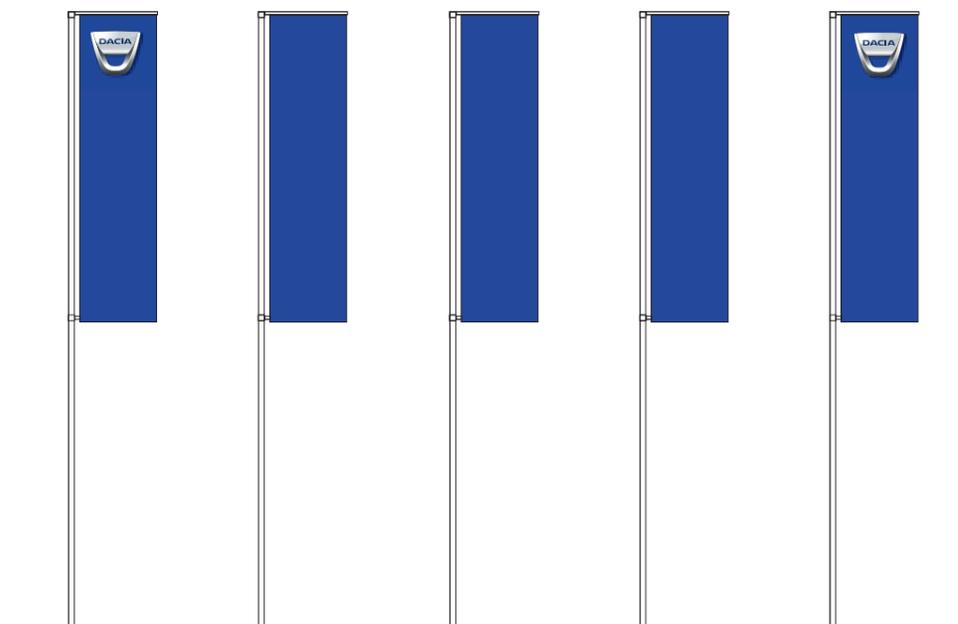
1. 12 m masts with 6 m flags implanted by groups of 3
2. 10 m masts with 5 m flags implanted by groups of 3
3. 12 m masts with 6 m flags implanted by groups of 5
4. 10 m masts with 5 m flags implanted by groups of 5



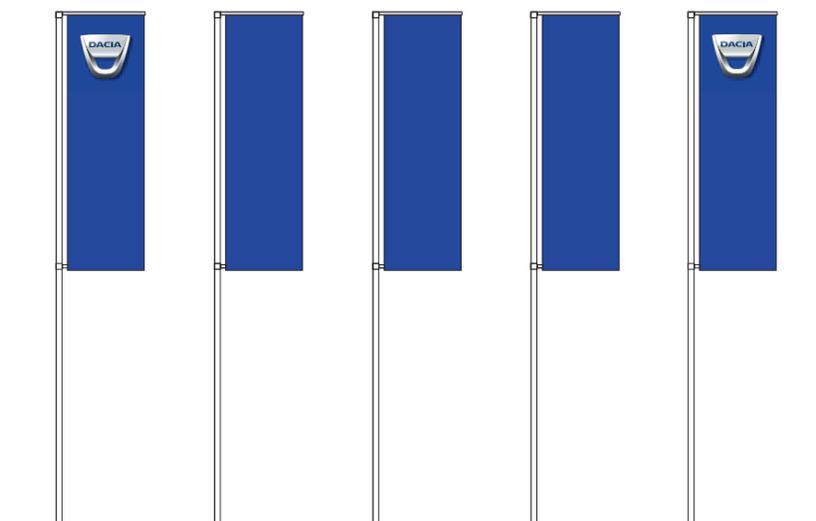
1



2



3



4

4.2.4 CORPORATE FLAGS

6 m flags

PRINCIPLE

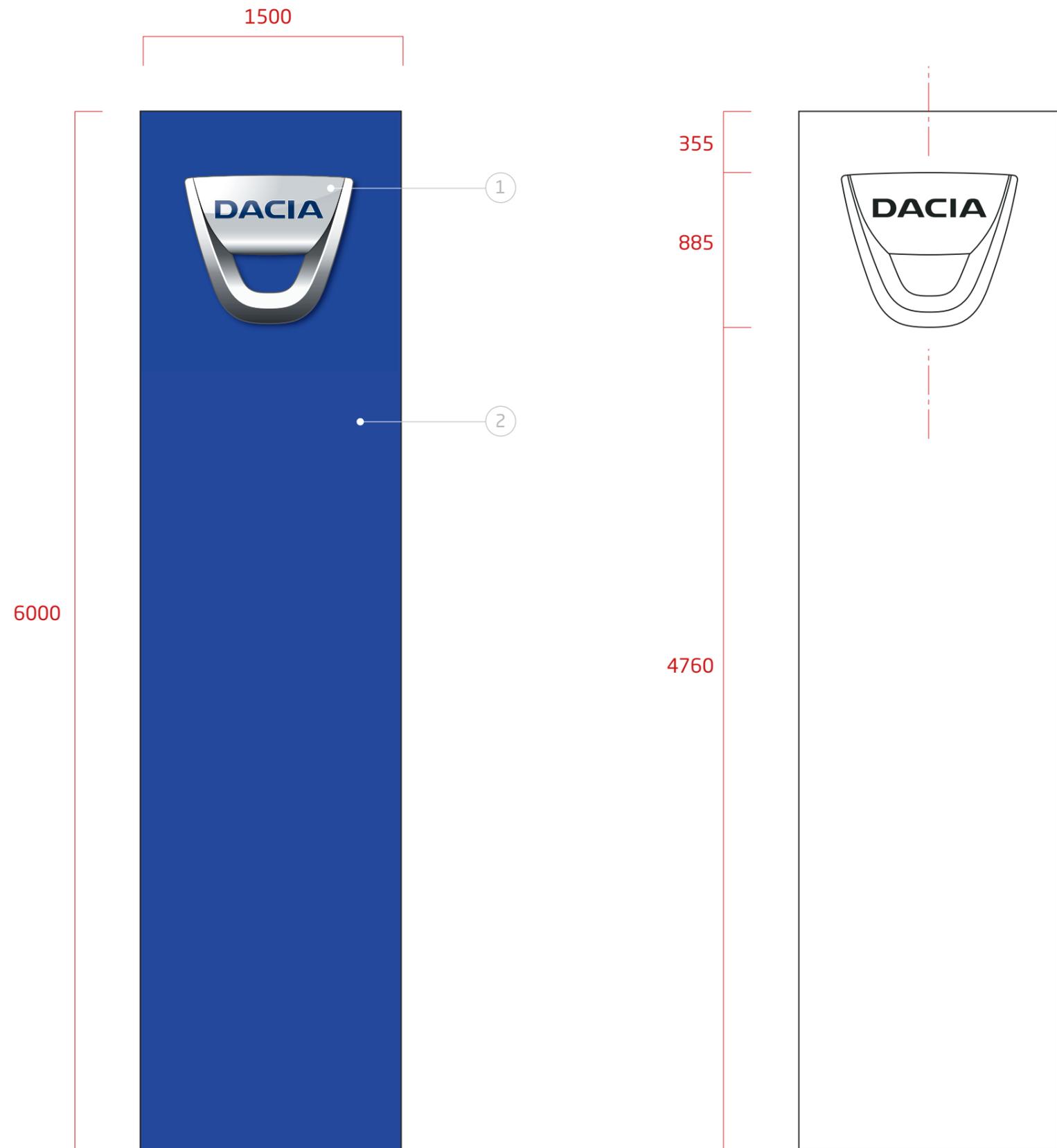
Top of the flag includes DACIA emblem reproduced by silk-screen printing (4-colours) from a digital file (Illustrator® EPS).

REPRODUCTION

A computer file (EPS image) allows to ensure identical reproduction (four-colour version). For the latter technique, special care needs to be taken as to the choice of frame used so as to avoid any visual degradation in relation to the visibility of the sign.

KEY

1. 2D DACIA emblem
3-colour reproduction
2. DACIA blue colour
3-colour reproduction
- Pantone 662 C
- C.100 - M.88 - Y.0 - B.20



4.2.5 CORPORATE FLAGS

5 m flags

PRINCIPLE

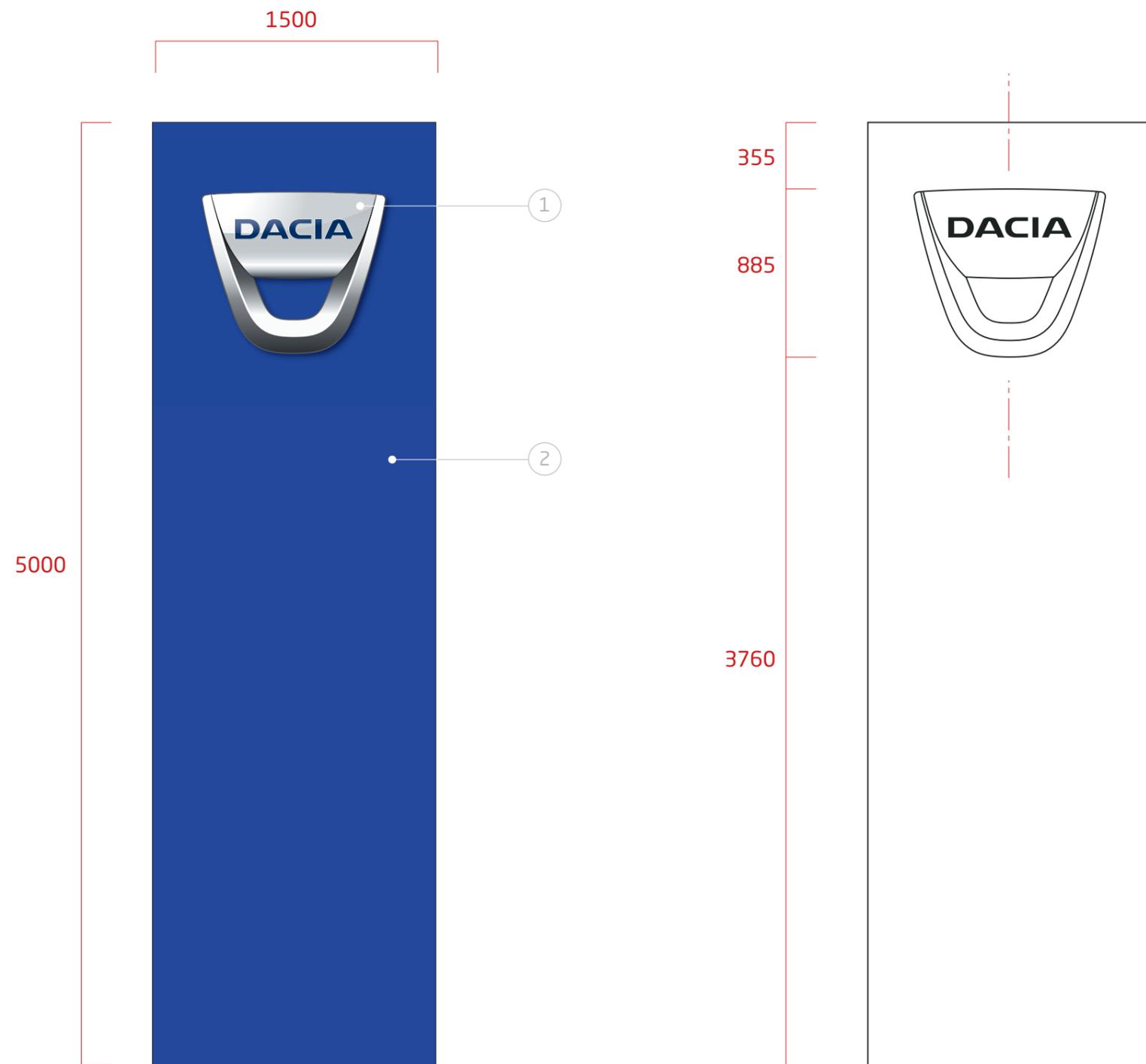
Top of the flag includes DACIA emblem reproduced by silk-screen printing (4-colours) from a digital file (Illustrator® EPS).

REPRODUCTION

A computer file (EPS image) allows to ensure identical reproduction (four-colour version). For the latter technique, special care needs to be taken as to the choice of frame used so as to avoid any visual degradation in relation to the visibility of the sign.

KEY

1. 2D DACIA emblem
3-colour reproduction
2. DACIA blue colour
3-colour reproduction
- Pantone 662 C
- C.100 - M.88 - Y.0 - B.20



4.2.6 CORPORATE BANNERS

Presentation & description

DESCRIPTION

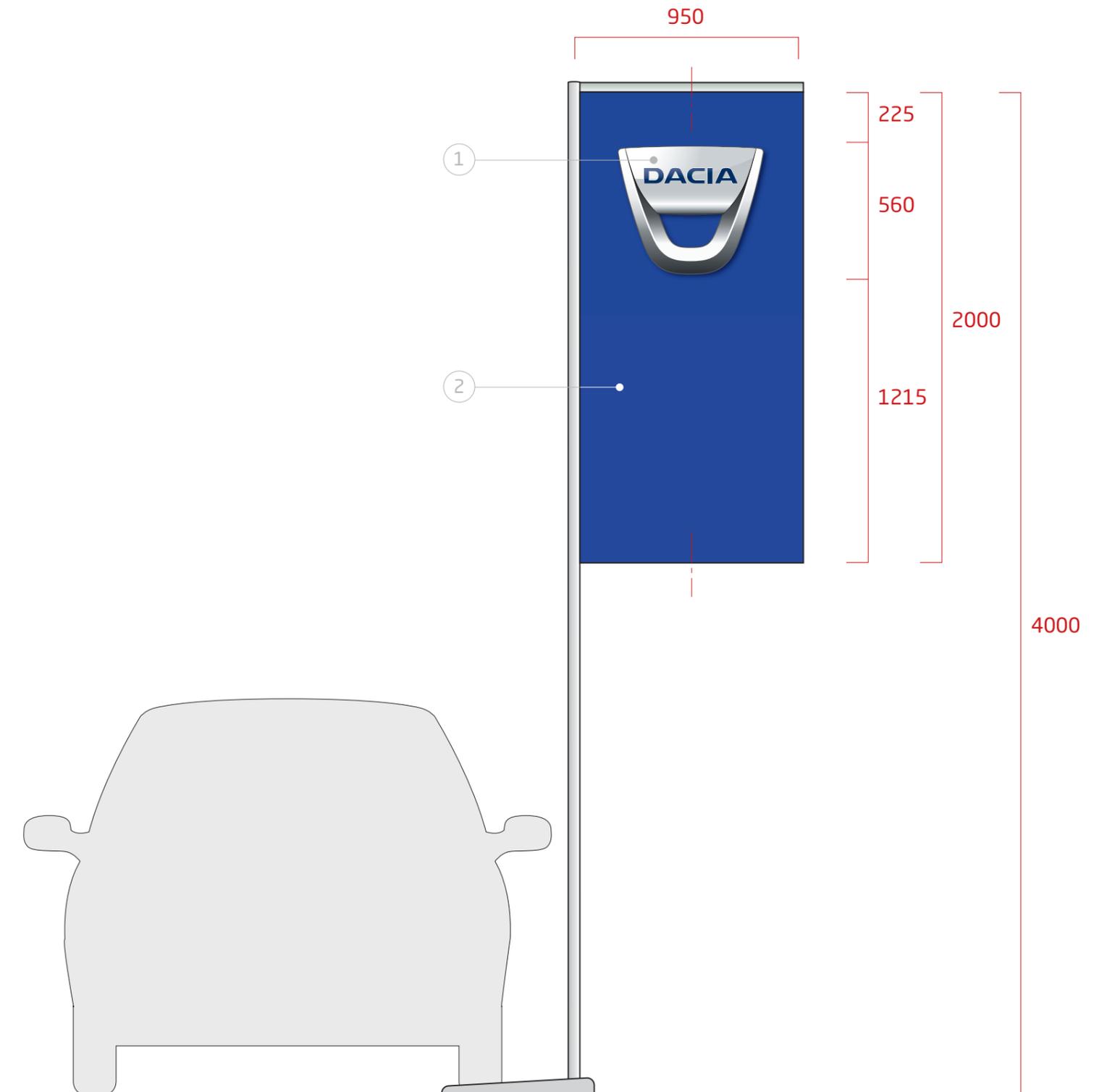
Format: 950 x 2000 mm
Metallic mast with 4 m high pivoting jib secured to removable support.
130 g polyester flag.
Silk-screen printed recto.
3-colour reproduction

REPRODUCTION

A computer file (EPS image) allows to ensure identical reproduction (four-colour version).
For the latter technique, special care needs to be taken as to the choice of frame used so as to avoid any visual degradation in relation to the visibility of the sign.

KEY

1. 2D DACIA emblem
3-colour reproduction
2. DACIA blue colour
3-colour reproduction
- Pantone 662 C
- C.100 - M.88 - Y.0 - B.20



4.2.8 SERVICE FLAGS / Presentation

4.2.9 SERVICE FLAGS / Installation

4.2.10 SERVICE FLAGS / 6 m flags

4.2.11 SERVICE FLAGS / 5 m flags

4.2.12 SERVICE FLAGS / 6 m flags with long Service name

4.2.13 SERVICE FLAGS / 5 m flags with long Service name

4.2.8 SERVICE FLAGS

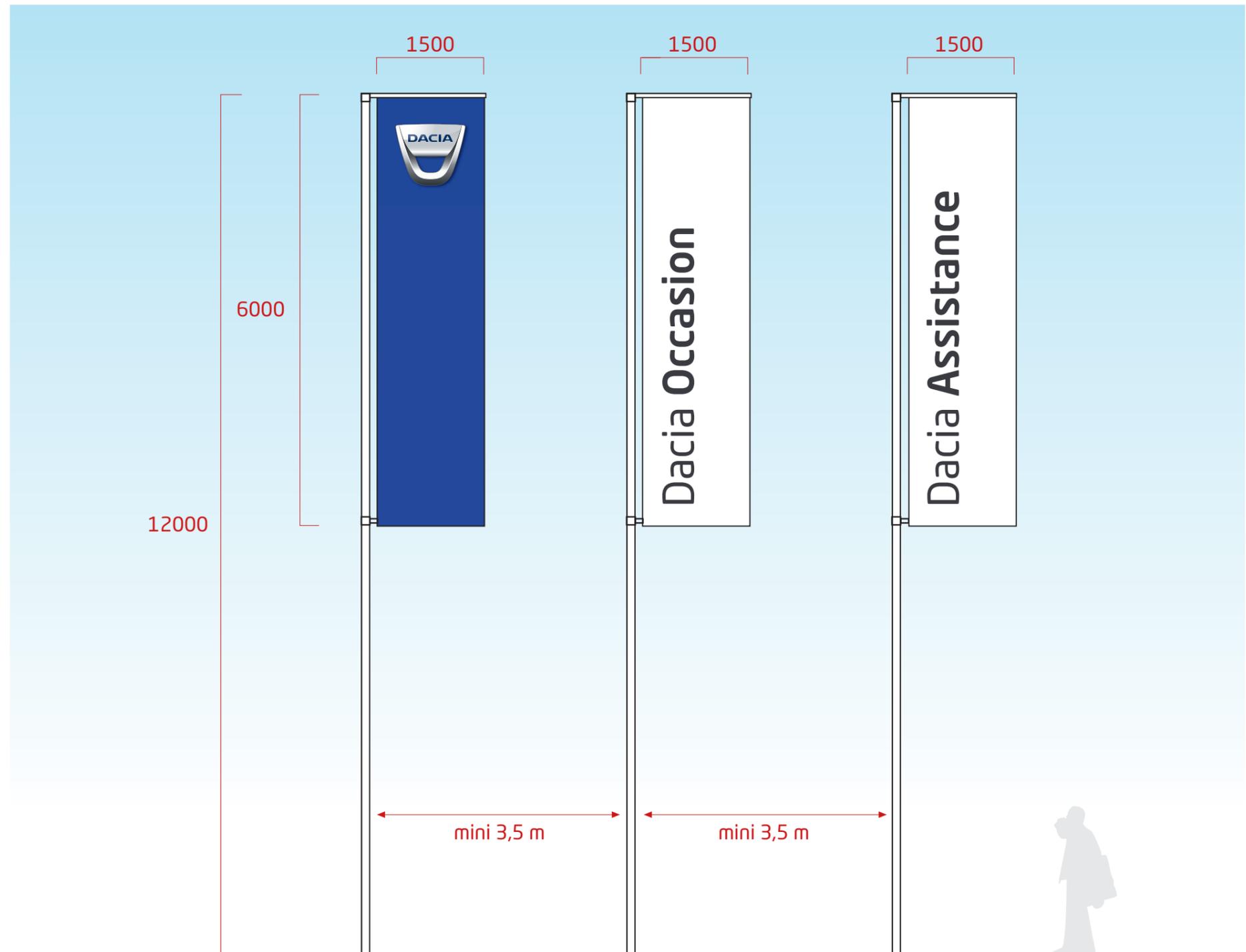
Presentation

PRINCIPLE

Service flags are implanted on white polyester mast with rotating jibs to obtain maximum impact even without wind.

IMPLANTATION

A 3.5 m minimum distance between mast must be observed to avoid any damage in windy condition.



4.2.9 SERVICE FLAGS

Installation

PRINCIPLE

Service flags are available in 2 sizes:

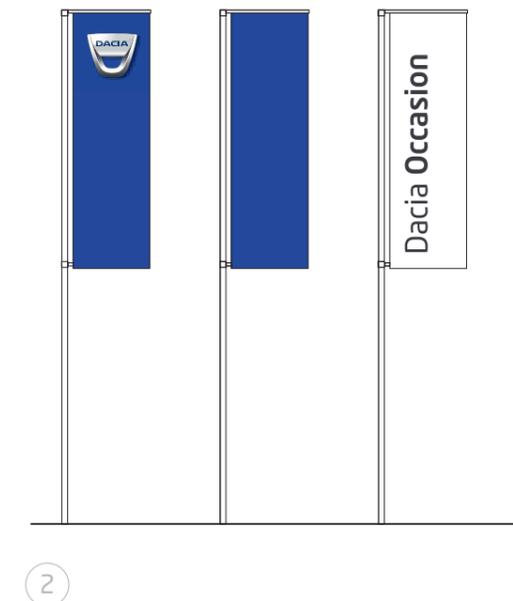
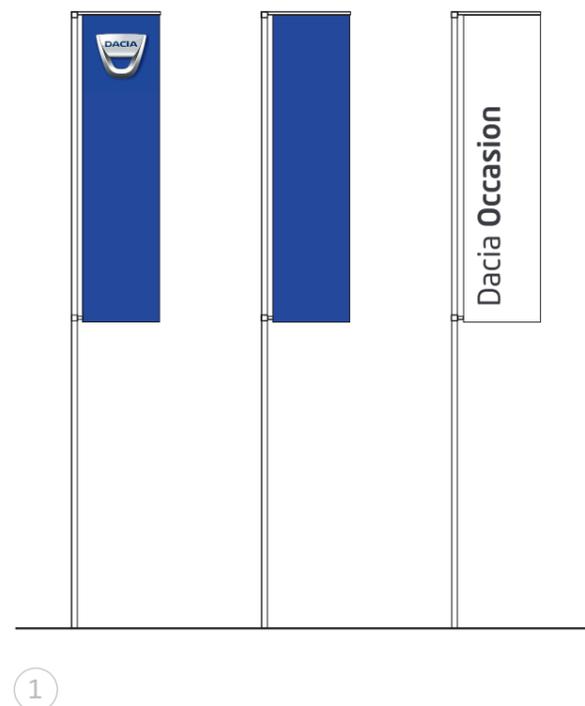
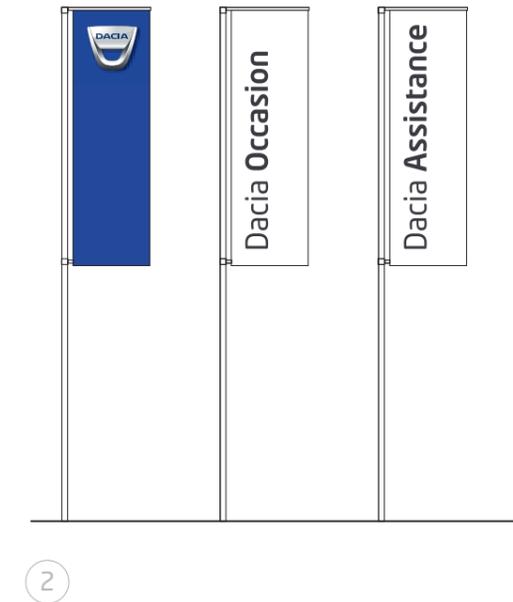
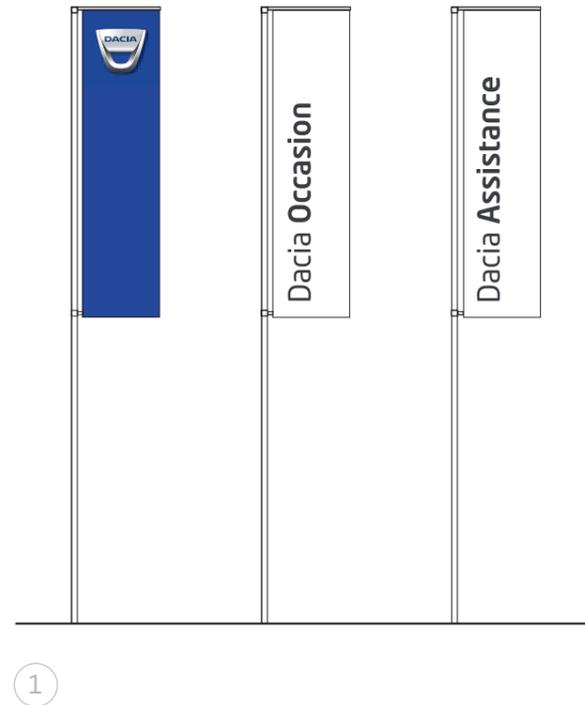
- > 6 x 1.5 m flags for 12 m masts
- > 5 x 1.5 m flags for 10 m masts.

They can be implanted :

- > either by groups of 3 masts
- > either by groups of 5 masts

KEY

1. 12 m masts with 6 m flags with 2 Service flags
2. 10 m masts with 5 m flags with 2 Service flags
3. 12 m masts with 6 m flags with 1 Service flag
4. 10 m masts with 5 m flags with 1 Service flag



4.2.10 SERVICE FLAGS

6 m flags

PRINCIPLE

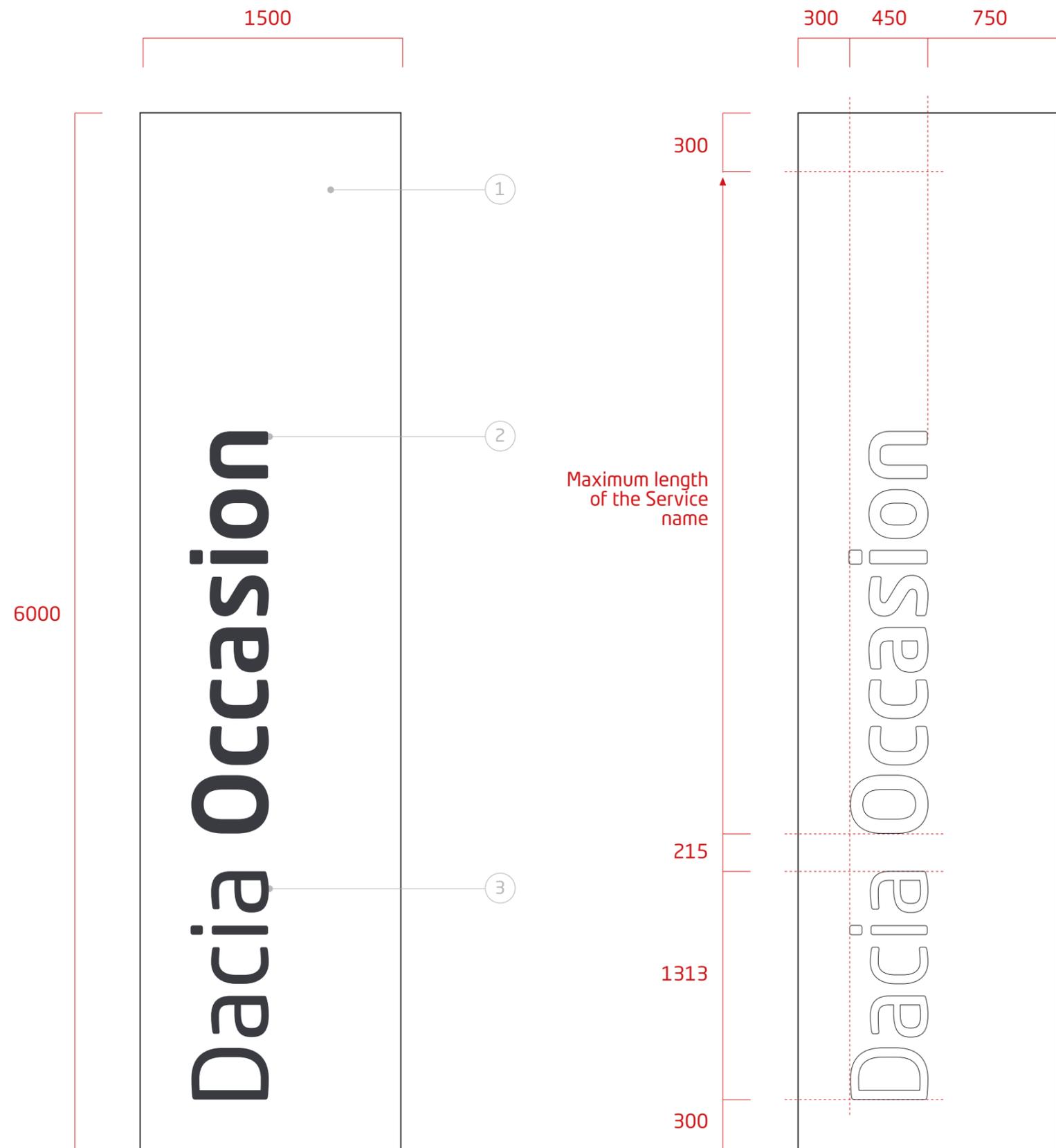
A white flag includes the Service name reproduced by silk-screen printing (one-colour).

REPRODUCTION

Service name is obtained with the NeoTech Dacia medium type-face.

KEY

1. Background
 - Pure white
2. Name of the Service
 - Neo Tech Dacia Medium type face
 - Pantone Cool Gray 11C
3. "Dacia" mention
 - Neo Tech Dacia Regular type face
 - Pantone Cool Gray 11C



4.2.11 SERVICE FLAGS

5 m flags

PRINCIPLE

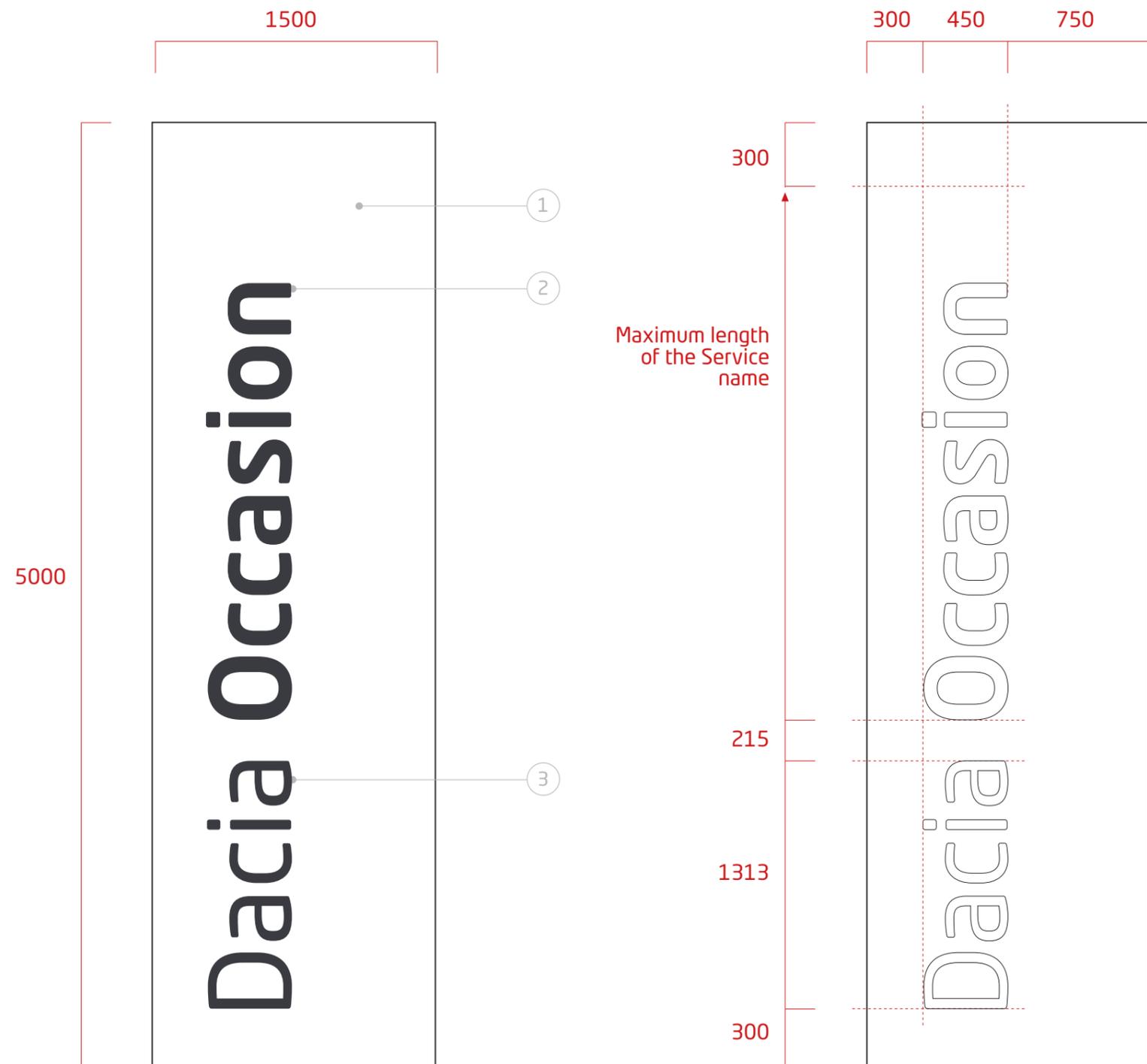
A white flag includes the Service name reproduced by silk-screen printing (one-colour).

REPRODUCTION

Service name is obtained with the NeoTech Dacia medium type-face.

KEY

1. Background
 - Pure white
2. Name of the Service
 - Neo Tech Dacia Medium type face
 - Pantone Cool Gray 11C
3. "Dacia" mention
 - Neo Tech Dacia Regular type face
 - Pantone Cool Gray 11C



4.2.12 SERVICE FLAGS

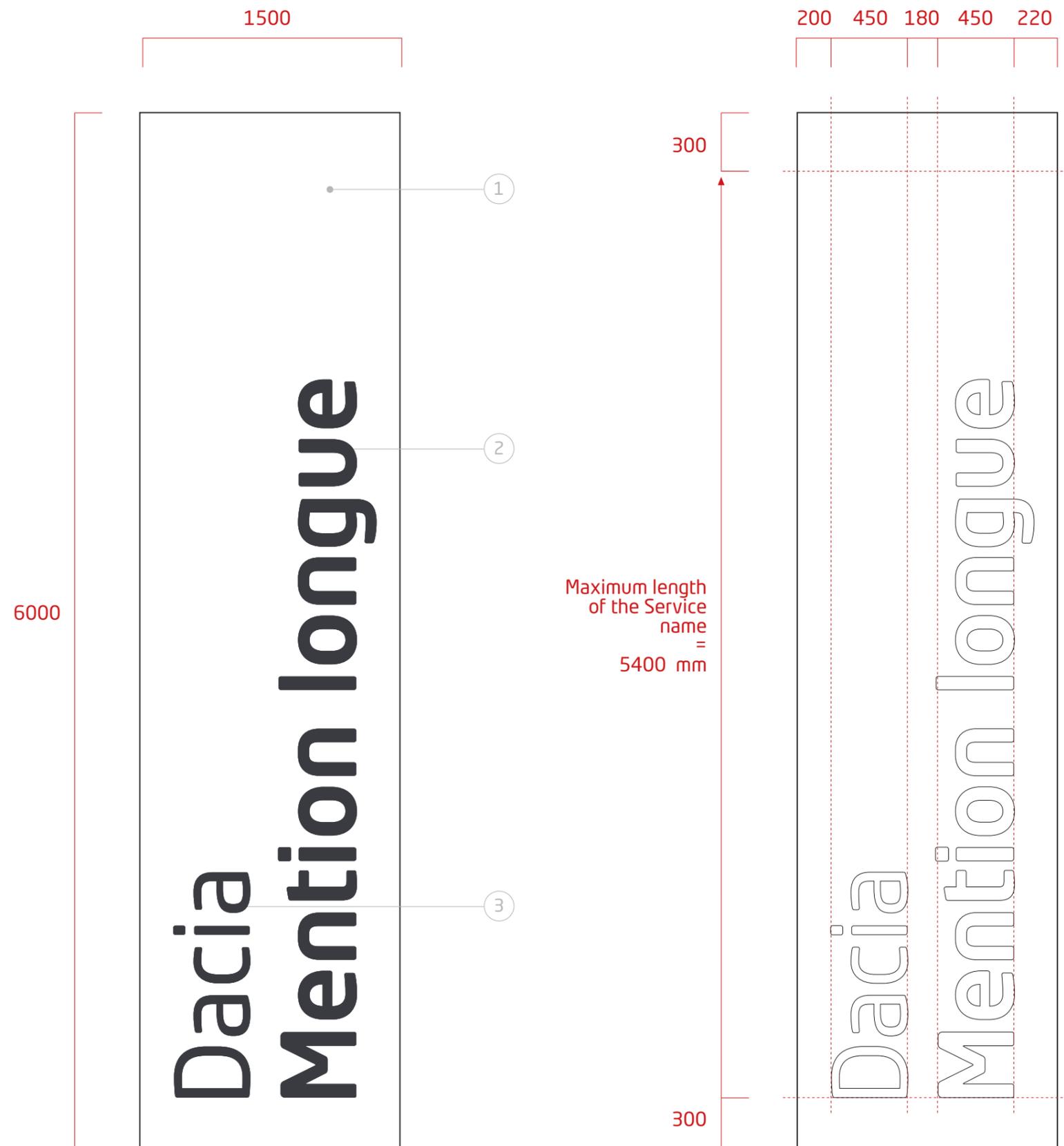
6 m flags with long Service name

PRINCIPLE

This outline is reserved to the long Service name which do not allow the use of standard outline (see page 2.3).

KEY

1. Background
 - Pure white
2. Name of the Service
 - Neo Tech Dacia Medium type face
 - Pantone Cool Gray 11C
3. "Dacia" mention
 - Neo Tech Dacia Regular type face
 - Pantone Cool Gray 11C



4.2.13 SERVICE FLAGS

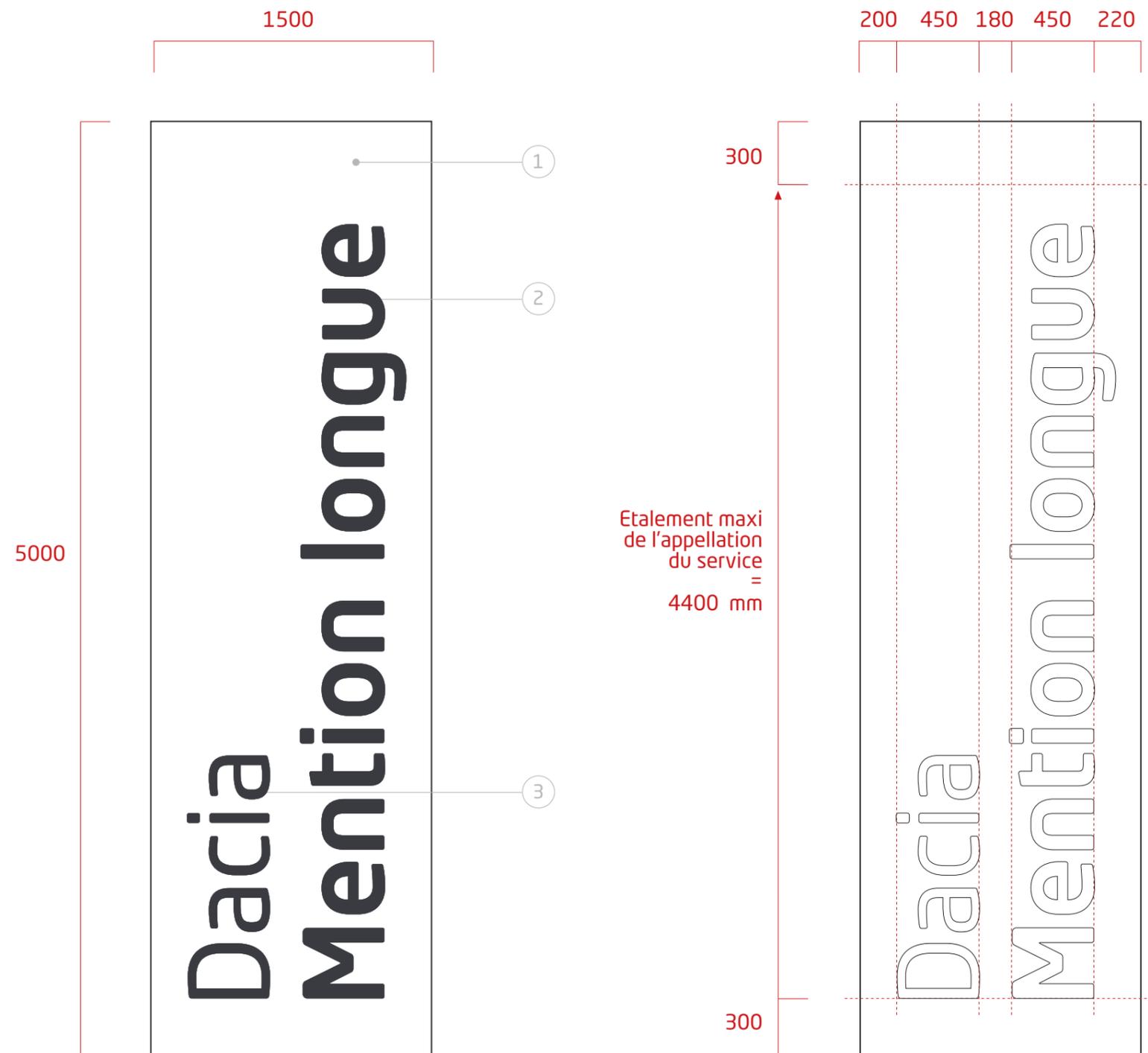
5 m flags with long Service name

PRINCIPLE

This outline is reserved to the long Service name which do not allow the use of standard outline (see page 2.4).

KEY

1. Background
 - Pure white
2. Name of the Service
 - Neo Tech Dacia Medium type face
 - Pantone Cool Gray 11C
3. "Dacia" mention
 - Neo Tech Dacia Regular type face
 - Pantone Cool Gray 11C



- 5.1 MARKER SIGN / Presentation
 - 5.1.1 MARKER SIGN / Dimensions
 - 5.1.2 MARKER SIGN / Sides
 - 5.1.3 MARKER SIGN / Ground Recovery
 - 5.1.4 MARKER SIGN / Exploded view

- 5.2 CORPORATE TOTEM MAST / Presentation
 - 5.2.1 CORPORATE TOTEM MAST / Dimensions of totems of 4500 and 6500 mm
 - 5.2.2 CORPORATE TOTEM MAST / Ground take-over of totems of 4500 and 6500 mm
 - 5.2.3 CORPORATE TOTEM MAST / Exploded totems of 4500 and 6500 mm

- 5.3 CORPORATE FLAG INSIGNIA / Presentation
 - 5.3.1 CORPORATE FLAG INSIGNIA / The flag sign of 1650 mm
 - 5.3.2 CORPORATE FLAG INSIGNIA / The flag sign of 1150 mm
 - 5.3.3 CORPORATE FLAG INSIGNIA / The flag sign of 680 mm
 - 5.3.4 CORPORATE FLAG INSIGNIA / Interface between emblem and faces

CAUTION
Emblems shown in this chapter SHALL BE
PRODUCED by a supplier agreed by DACIA
for these elements.

5.1. MARKER SIGN

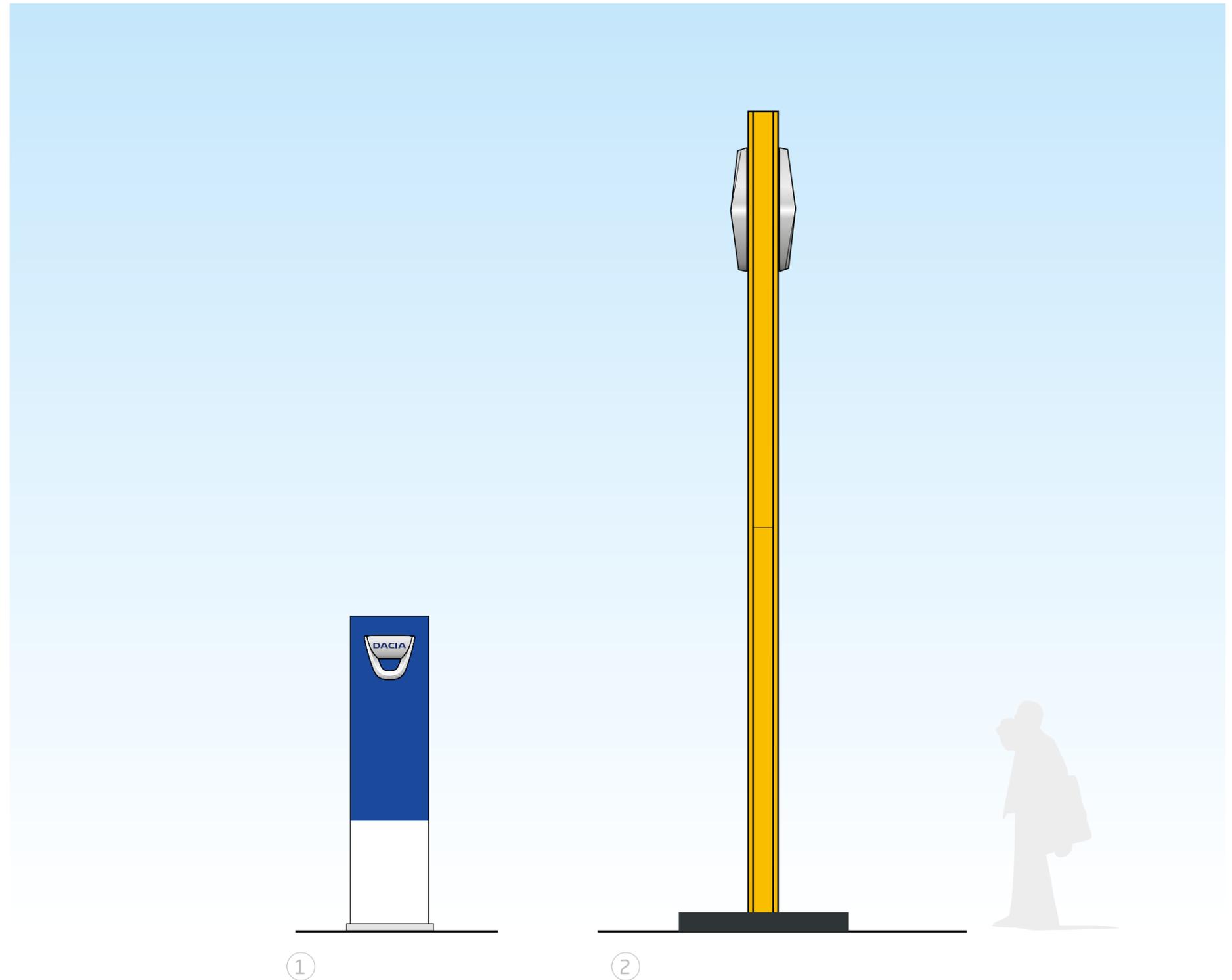
Presentation

DESCRIPTION

The Marker sign is used only in the case of the Dacia Corner. No other use is permitted. The marker sign features the Dacia emblem used on the 2,500 mm entrance sign.

LEGEND

- 1. BS: 2,500 mm marker sign
- 2. Ti 2: 6,500 mm Renault totem



NOTE:
The use of this Marker Sign is reserved for the Corner Dacia.

5.1.1 MARKER SIGN

Dimensions

DESCRIPTION

Front panel upper, RAL 5002 Blue, Pre-lacquered aluminium sheeting, 15/10 mm thick.

② Vacuum chrome-metallized ABS thermoformed 3D emblem, integral LED lighting

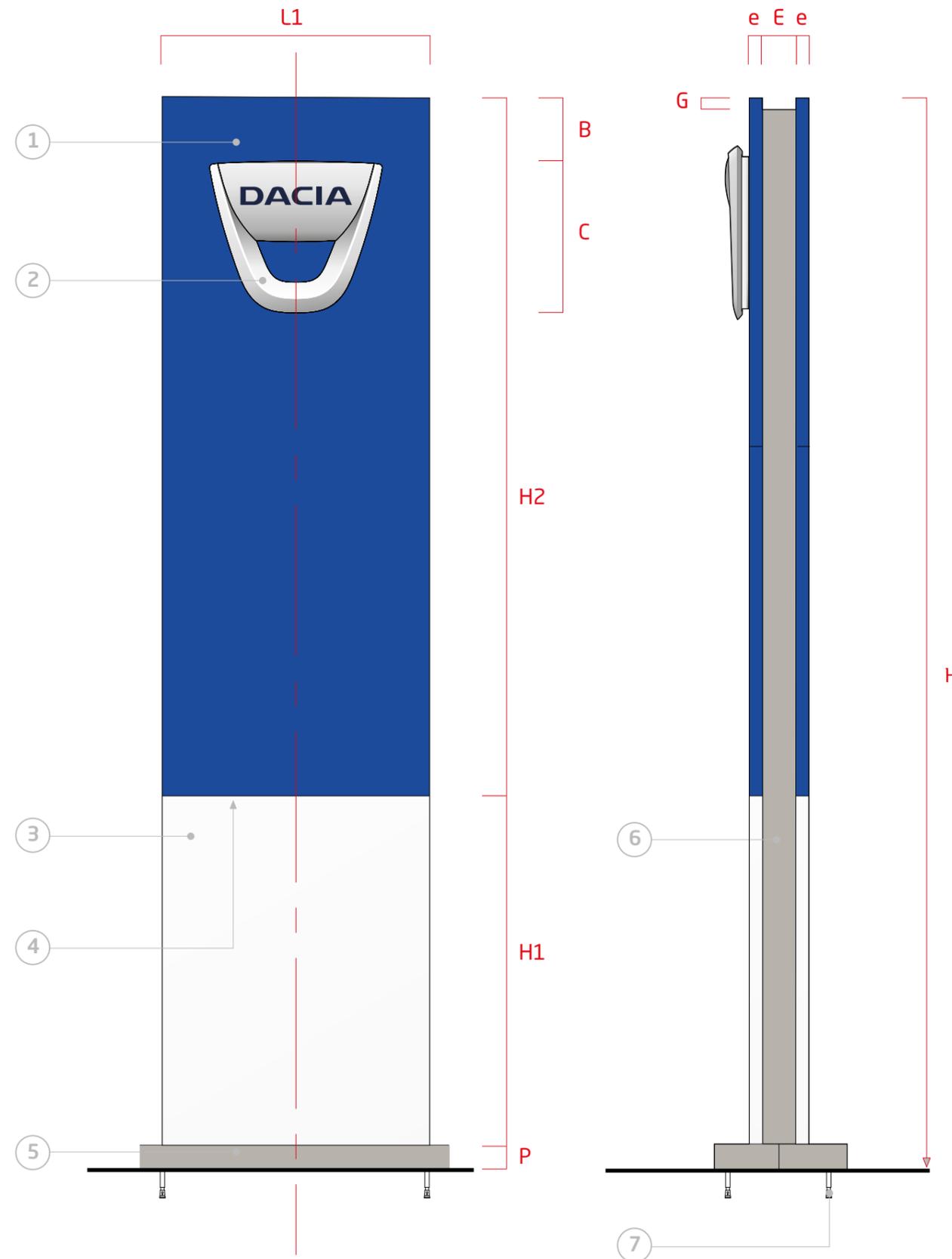
③ Front panel lower in pre-lacquered aluminium sheeting, 15/10 mm thick, RAL 9010 White

④ Edge-to-edge joint seams between upper/lower panels, without hollow

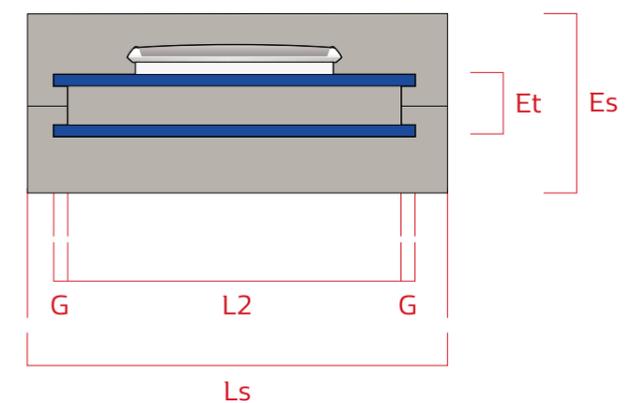
⑤ Attachment plate concealer in post-lacquered aluminium sheeting, 20/10 mm thick, RAL 9007

⑥ Trim over recess, RAL 9007

⑦ Fixing plates and reinforcements for fixing to ground in unfinished aluminium.



cote	Borne signal 2500
L	682
B	160
C	400
H	2470
H1	800
H2	1600
P	70
e	28
E	64
Et	120
G	16
L2	650
Ls	762
Es	31



5.1.2 MARKER SIGN

Linework on surfaces

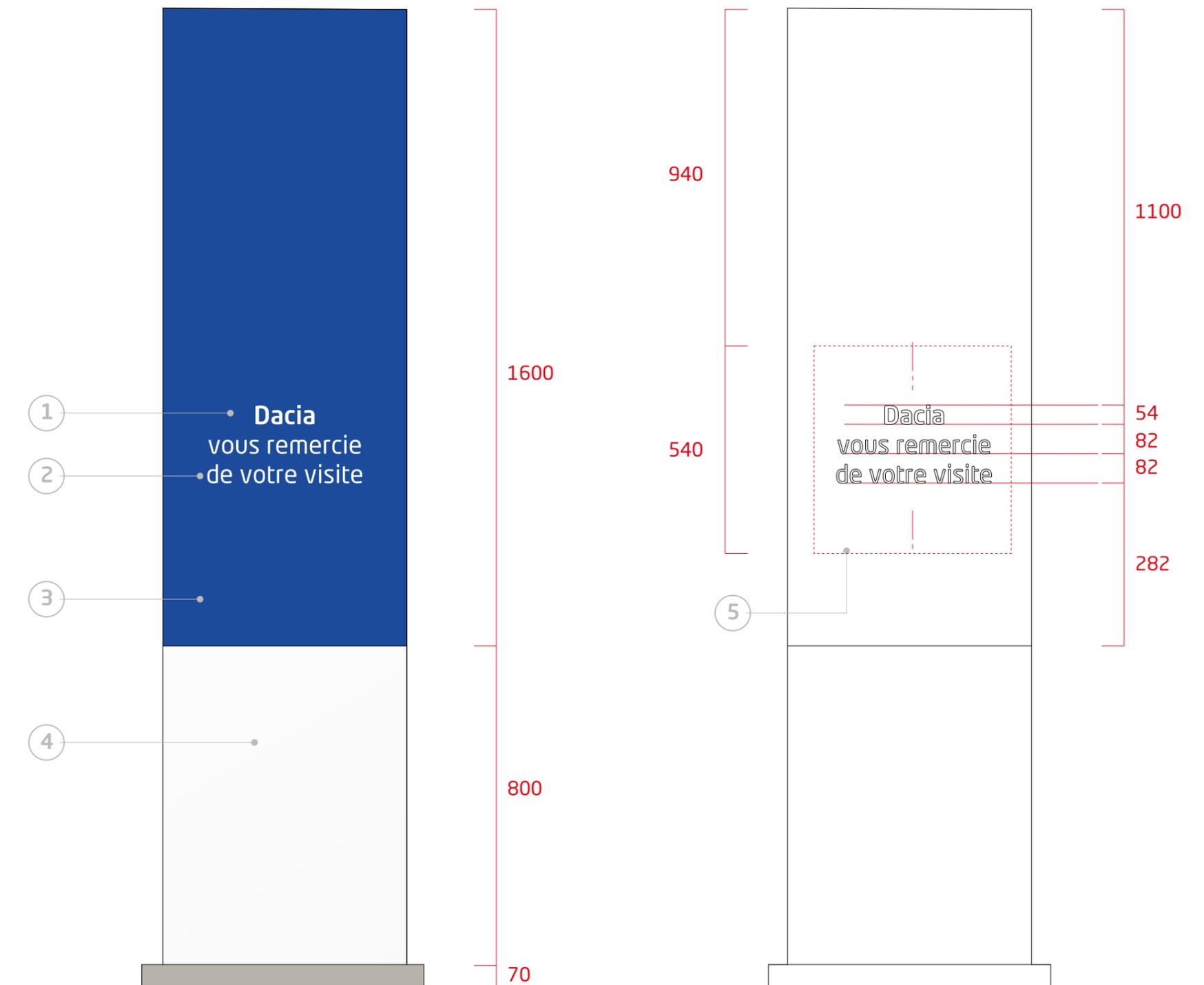
DESCRIPTION

In the standard version, the reverse side of the Dacia marker sign has an adhesive marking with the message «Dacia thank you for your visit».

However, when located near the façade of the Dacia corner, the reverse side is devoid of any message.

LEGEND

- ① «Dacia» Word, Typeface NeoTech Dacia Medium, text centred, white adhesive
- ② «thank you for your visit» message, Typeface NeoTech Dacia Regular, text centred, white adhesive
- ③ Front panel upper in pre-lacquered aluminium sheeting, 15/10 mm thick, RAL 5002 blue
- ④ Front panel lower in pre-lacquered aluminium sheeting, 15/10 mm thick, RAL 9010 White
- ⑤ Boundary of text zone (translation)



5.1.3 MARKER SIGN

Ground attachment

PRINCIPLE OF INSTALLATION ON FLUSH BLOCK

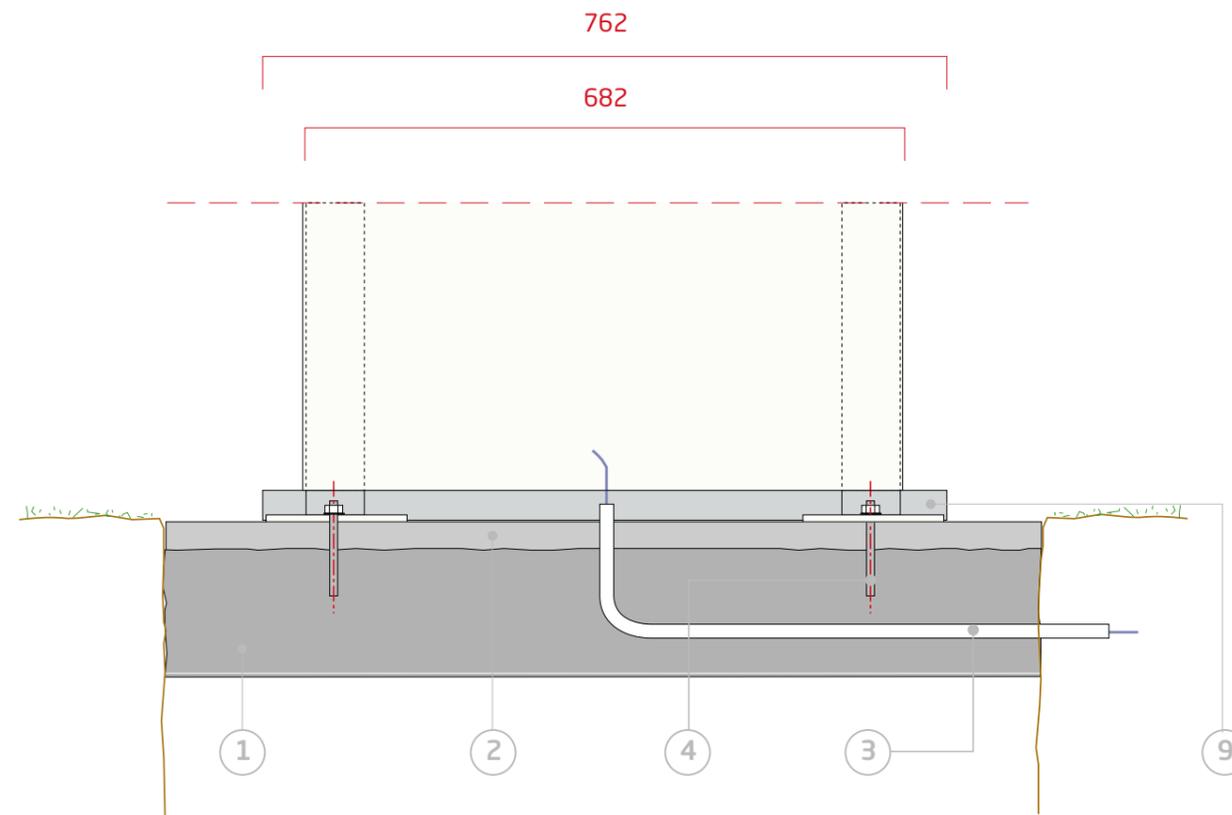
The recommended installation is on concrete block flush with ground surface to facilitate maintenance operations in case of damage to the marker sign.

Approximate weight of the marker sign: 50 kg.

ANCHORING SYSTEM

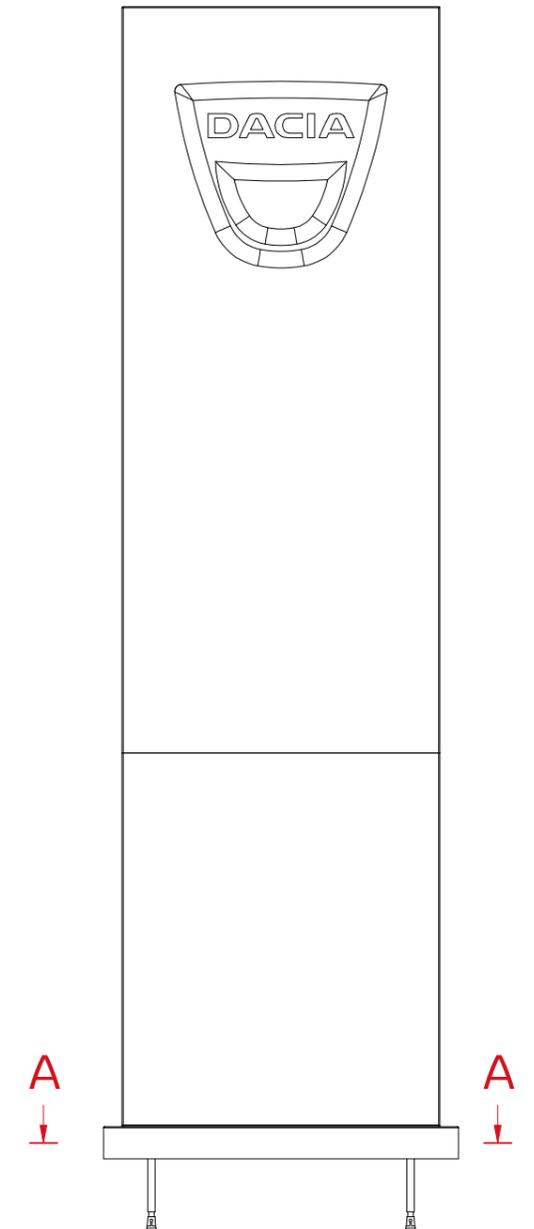
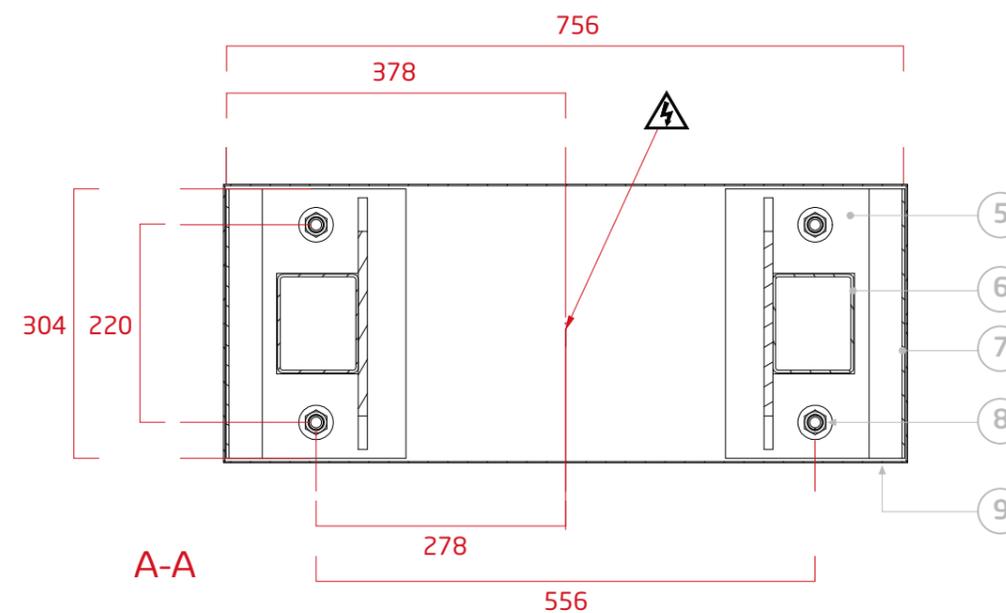
The sign is anchored to the ground via two plates fitted with 4 x M16 anchors.

The assembly is covered with an attachment plate concealer allowing access to fastenings in order to facilitate replacement in case of damage.



LEGEND

- ① Concrete block
- ② Concrete screed
- ③ Power supply in
- ④ Anchoring system
- ⑤ Aluminium plate
- ⑥ Central structure in unfinished aluminium
- ⑦ Unfinished aluminium bracket for attachment of concealer
- ⑧ Steel anchor M16
- ⑨ Attachment plate concealer

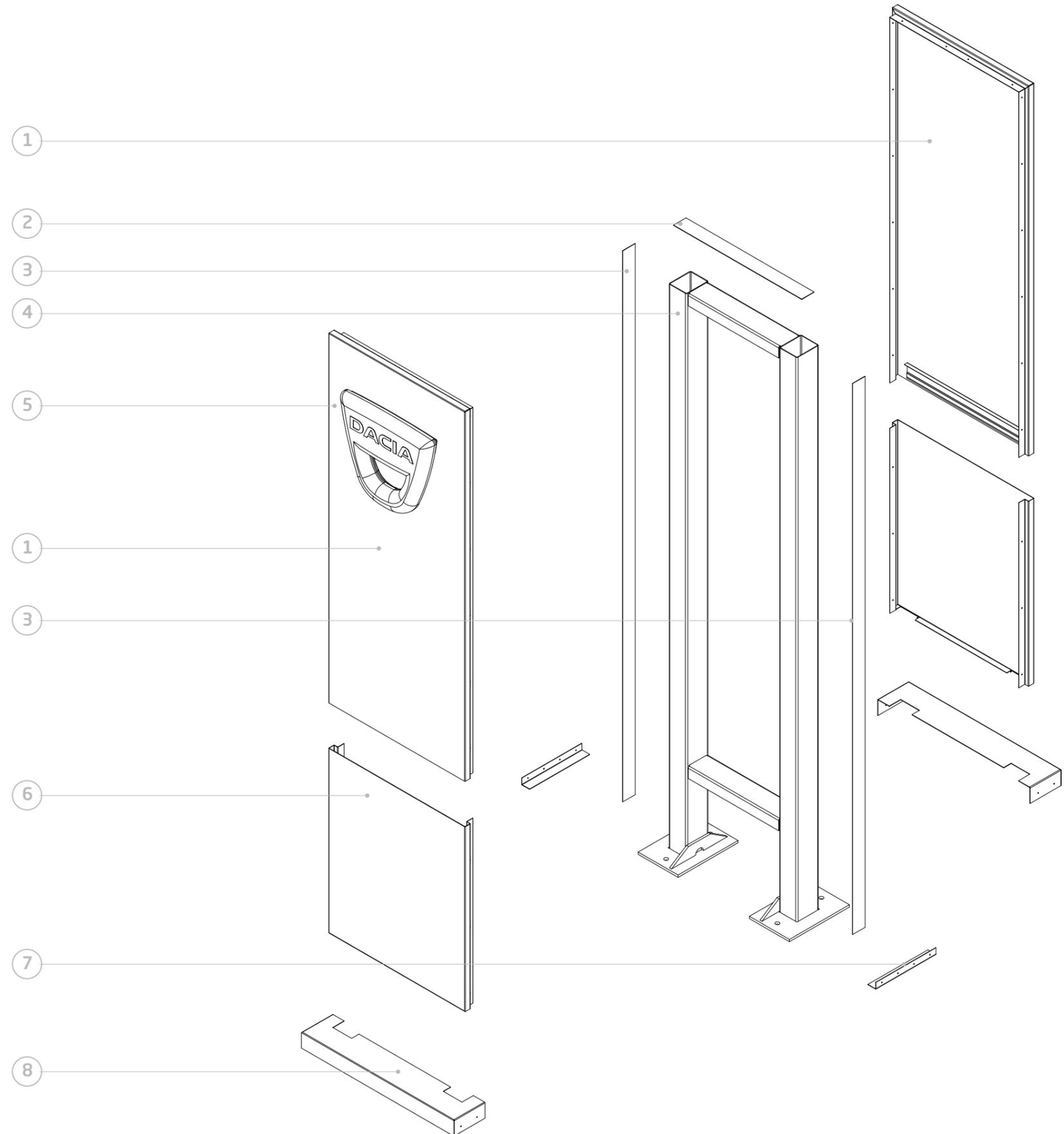


5.1.4 MARKER SIGN

Exploded view

SCHEMATIC EXPLODED VIEW

- ① Pre-lacquered aluminium sheet upper panel with raised edges comprising internal cutaways
- ② Cover in pre-lacquered aluminium sheeting, RAL 9007
- ③ Edging in pre-lacquered aluminium sheet, RAL 9007
- ④ Unfinished aluminium sheet structure
- ⑤ Dacia emblem with integrated, sealed lighting
- ⑥ Pre-lacquered aluminium sheet lower panel with raised edges comprising internal cutaways
- ⑦ Unfinished aluminium angle bracket for attachment of concealer
- ⑧ Attachment plate concealer in RAL 9007 grey pre-lacquered aluminium sheet, comprising 2 half-cowlings secured laterally with stainless steel fixing elements



5.2 CORPORATE TOTEMS

Presentation

DESCRIPTION

The family of Dacia corporate totems is comprised of two components:

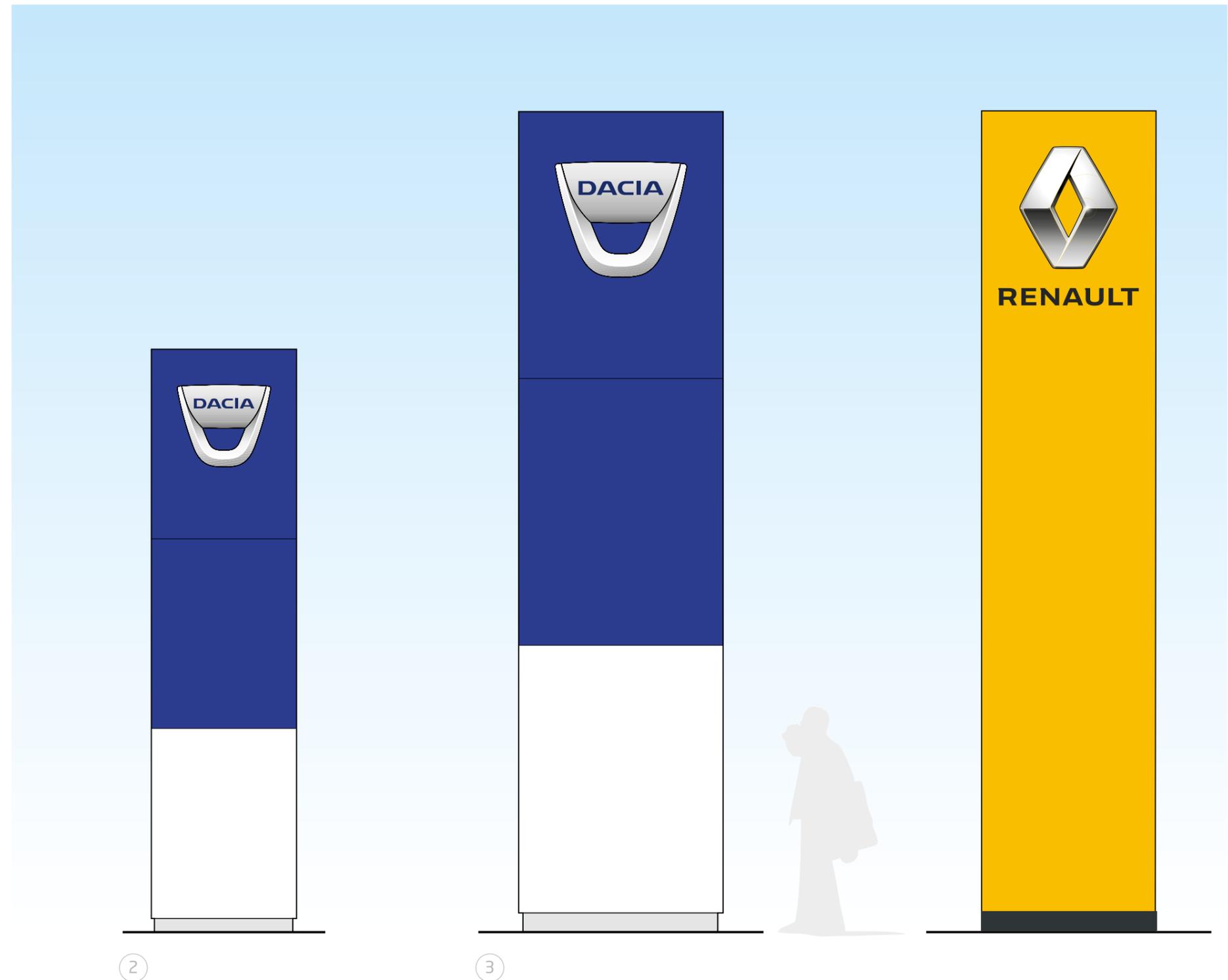
- > Ti 1: 4,500 mm totem
- > Ti 2: 6,500 mm totem

These elements are designed according to similar principles.

The 4,500 and 6,500 mm totems display the emblems also used on corporate signs.

LEGEND

1. Ti 1: 4,500 mm totem
2. Ti 2: 6,500 mm totem
3. Associated Renault totem on a multi-brand site illustrated by way of comparison

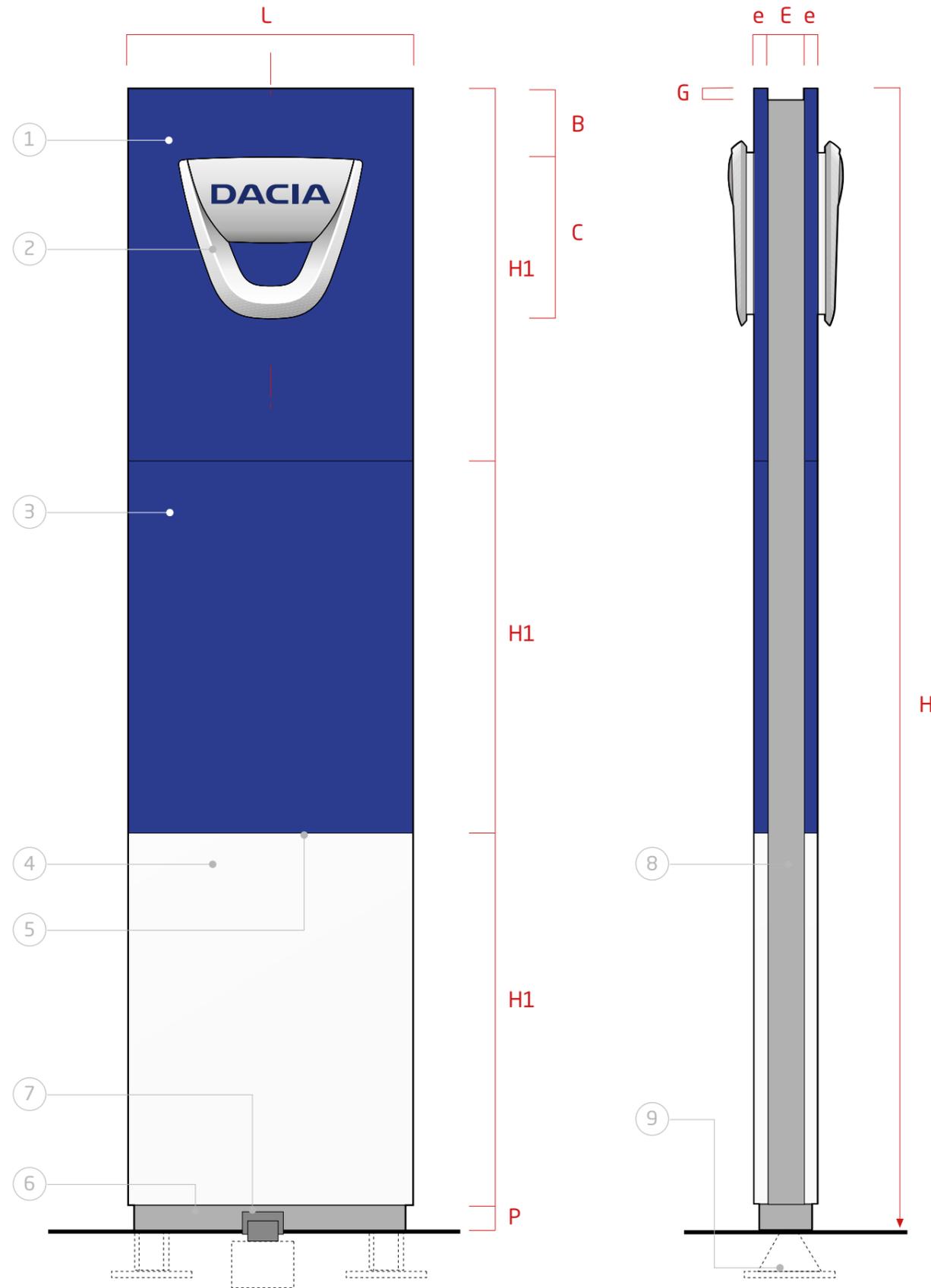


5.2.1 CORPORATE TOTEM MASTS

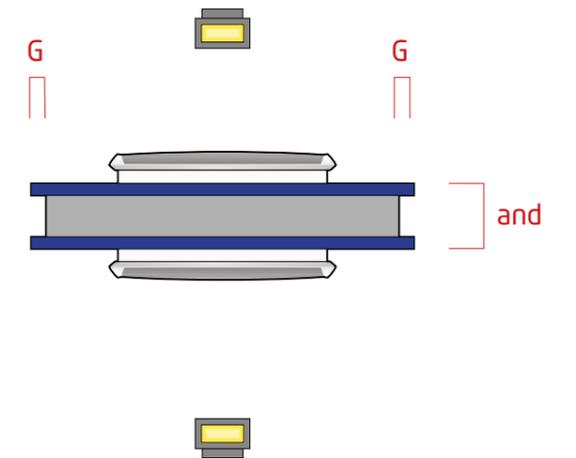
Dimensions

KEY

1. Upper face
 - RAL 5002 blue
 - Aluminium prelacquered th. 15/10
2. Thermoformed 3D emblem in ABS chroming by electroplating
 - backlighted with integrated LED
3. Medium face
 - RAL 5002 blue
 - Aluminium prelacquered th. 15/10
4. Lower face
 - Aluminium prelacquered th. 15/10
 - RAL 9010 white
5. Edge to edge joint
6. Plinth
 - Aluminium prelacquered th. 20/10
 - Pantone Cool Gray 5C
7. 500 watt metallic iodide spot
8. Hollow base decoration
 - Pantone Cool Gray 5C
9. Plates and reinforcements for ground attachment (embedded)
 - Protected by galvanization



	4500 totem mast	6500 totem mast
L	1150	1620
B	270	380
C	675	950
H	4515	6515
H1	1465	2120
P	120	155
e	28	40
E	112	160
and	168	240
G	28	40



5.2.2 CORPORATE TOTEM MASTS

Ground attachment

PRINCIPLE

These paragraphs describe the main principles that should be used for the installation in the dealership network.

SIZING OF THE ANCHORINGS

Studies of the terrains and their concrete foundations are to be conducted for each site. The concrete foundations can only be made once the anchoring kits including templates and plates have been received.

Sizing of the anchorings and of the concrete foundation must be established to stand up to the climatic stresses described in the general specifications.

Anchorings must allow totem masts to be locked in place in the vertical position.

EXTRA CLEARANCE

Allow for an extra space of about 125 mm to mask the plates in the ground, to be filled in after installation.

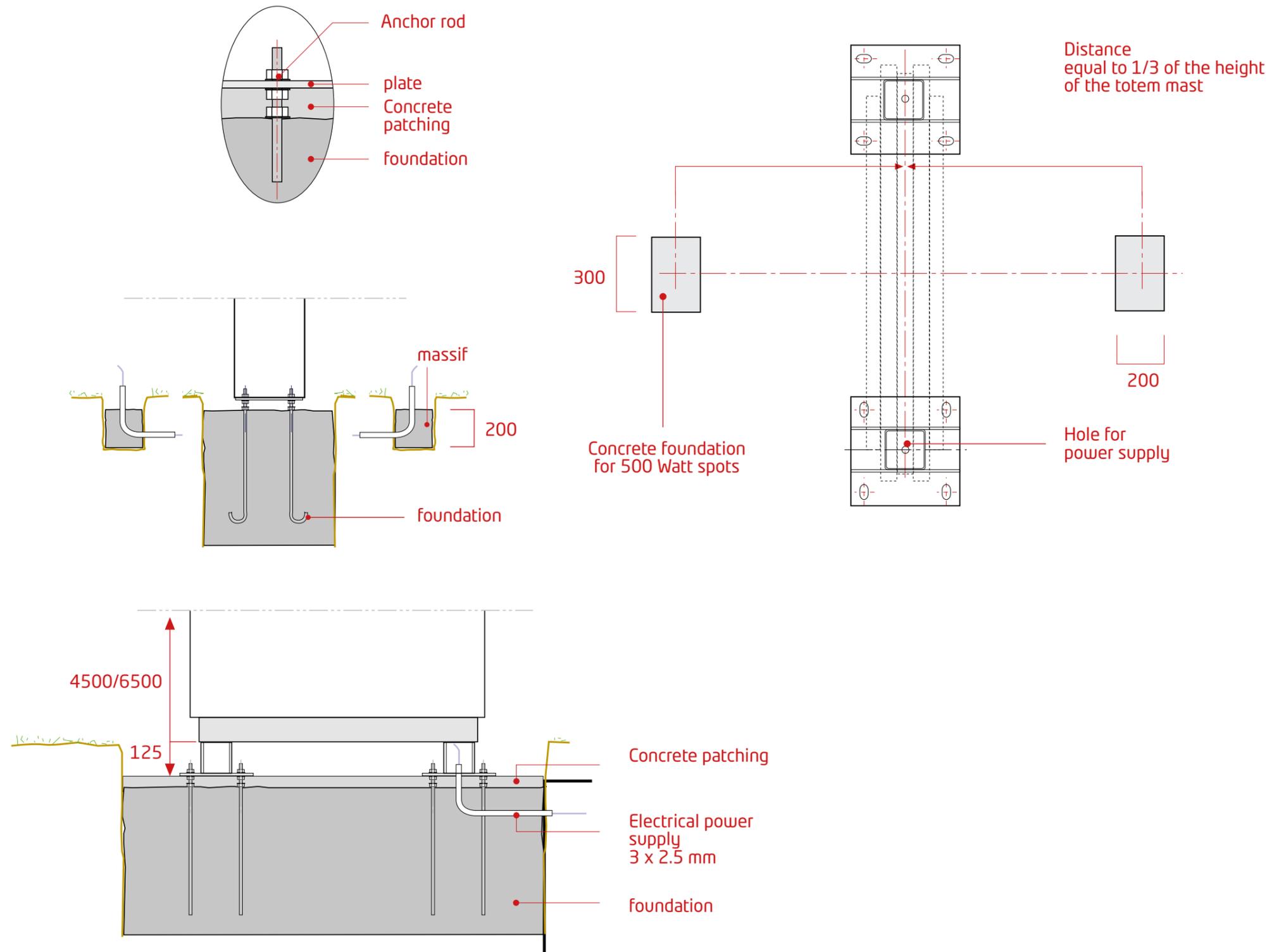
LIGHTING

2 metallic iodide spots are settled on each side of the totem whenever it's possible.

KEY

1. Foundation
2. Concrete foundation for 500 Watt spots
3. Electrical power supply 3 x 2.5 mm in plexo sheath, dia. 40 mm
4. Concrete patching
5. Steel plate
6. Anchor
7. Spots power supply

Attachment to concrete foundation on non-smooth surface

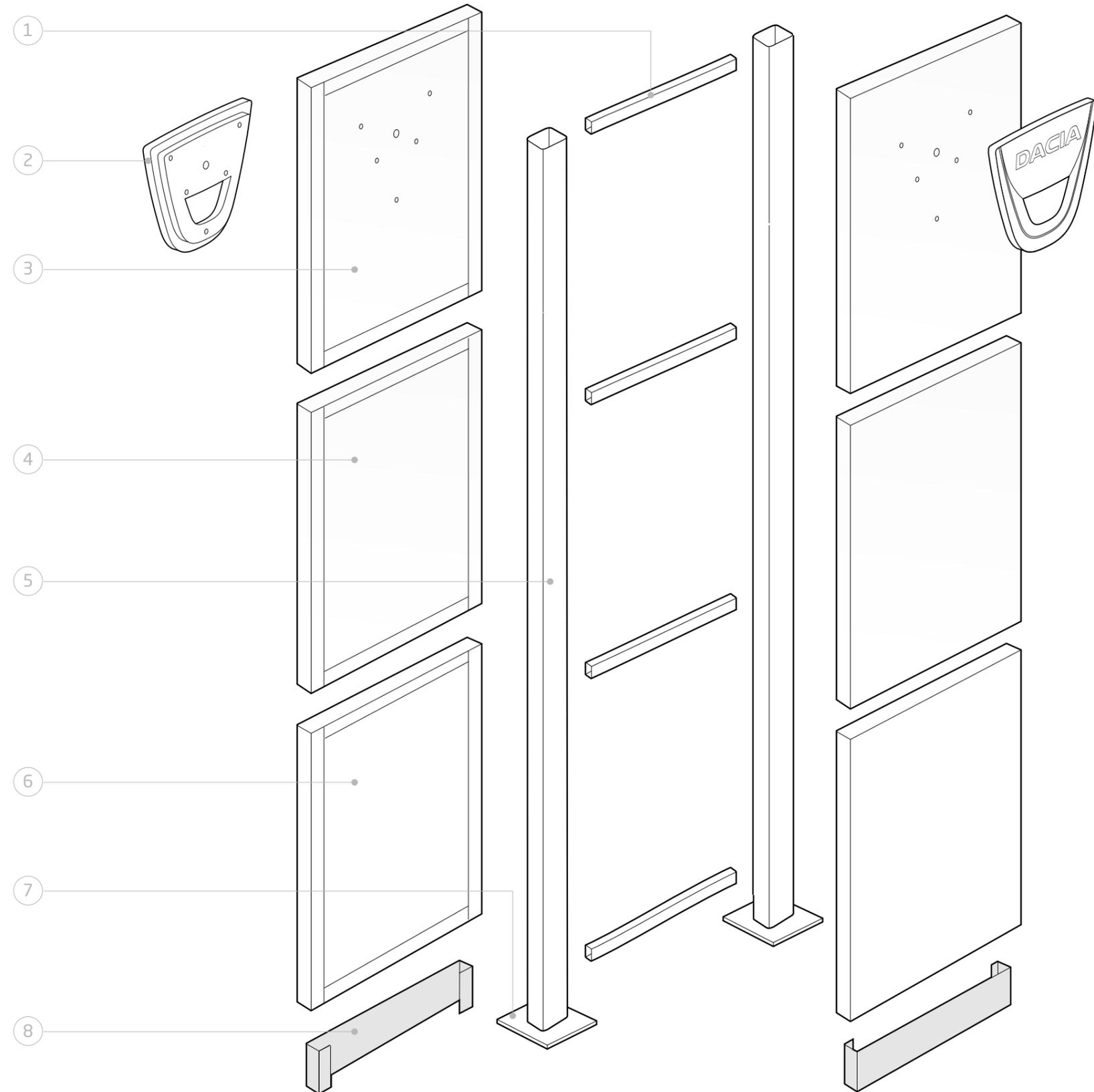


5.2.3 CORPORATE TOTEM MASTS

Exploded view

KEY

1. Horizontal linking structure
2. Thermoformed 3D emblem in ABS chroming by electroplating
backlighted with integrated LED
3. Upper face
RAL 5002 blue
Aluminium prelacquered th. 15/10
4. Medium face
RAL 5002 blue
Aluminium prelacquered th. 15/10
5. Steel structure
Protected by galvanization
6. Lower face
Aluminium prelacquered th. 15/10
RAL 9010 white
7. Plates and reinforcements for ground attachment (embedded)
Protected by galvanization
8. Plinth
Aluminium prelacquered th. 20/10
Pantone Cool Gray 5C



5.3 CORPORATE FLAG INSIGNIA

Presentation

DESCRIPTION

The DACIA corporate flag insignia family consists of 3 elements :

1. 680 mm flag insignia
2. 1150 mm flag insignia
3. 1650 mm flag insignia.

These 3 elements shared the same design principles.

They can be settled:

- > directly onto the brickwork,
- > on masts.

FLAG INSIGNIA ON MASTS

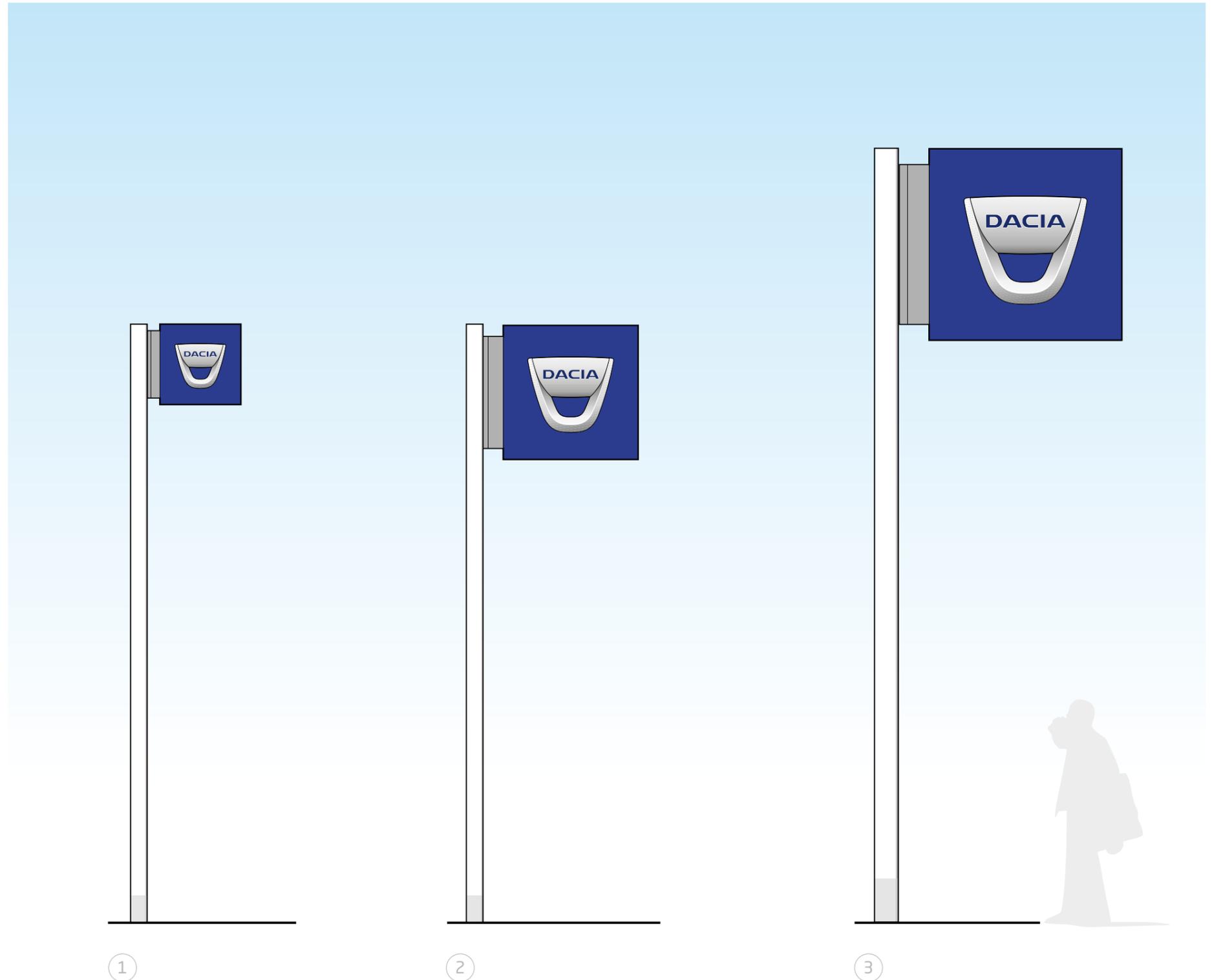
The DACIA flag insignia can be mounted on 6500 or 4500 mm masts according to these specifications:

- > 1650 mm flag insignia on a 6500 mm mast
- > 1150 mm flag insignia on a 6500 mm mast
- > 1150 mm flag insignia on a 4500 mm mast
- > 680 mm flag insignia on a 4500 mm mast.

SPECIFIC POINT

The 1150 mm flag insignia can be mounted:

- > either on a 6500 mm pole,
- > or on a 4500 mm pole,



5.3.1 CORPORATE FLAG INSIGNIA

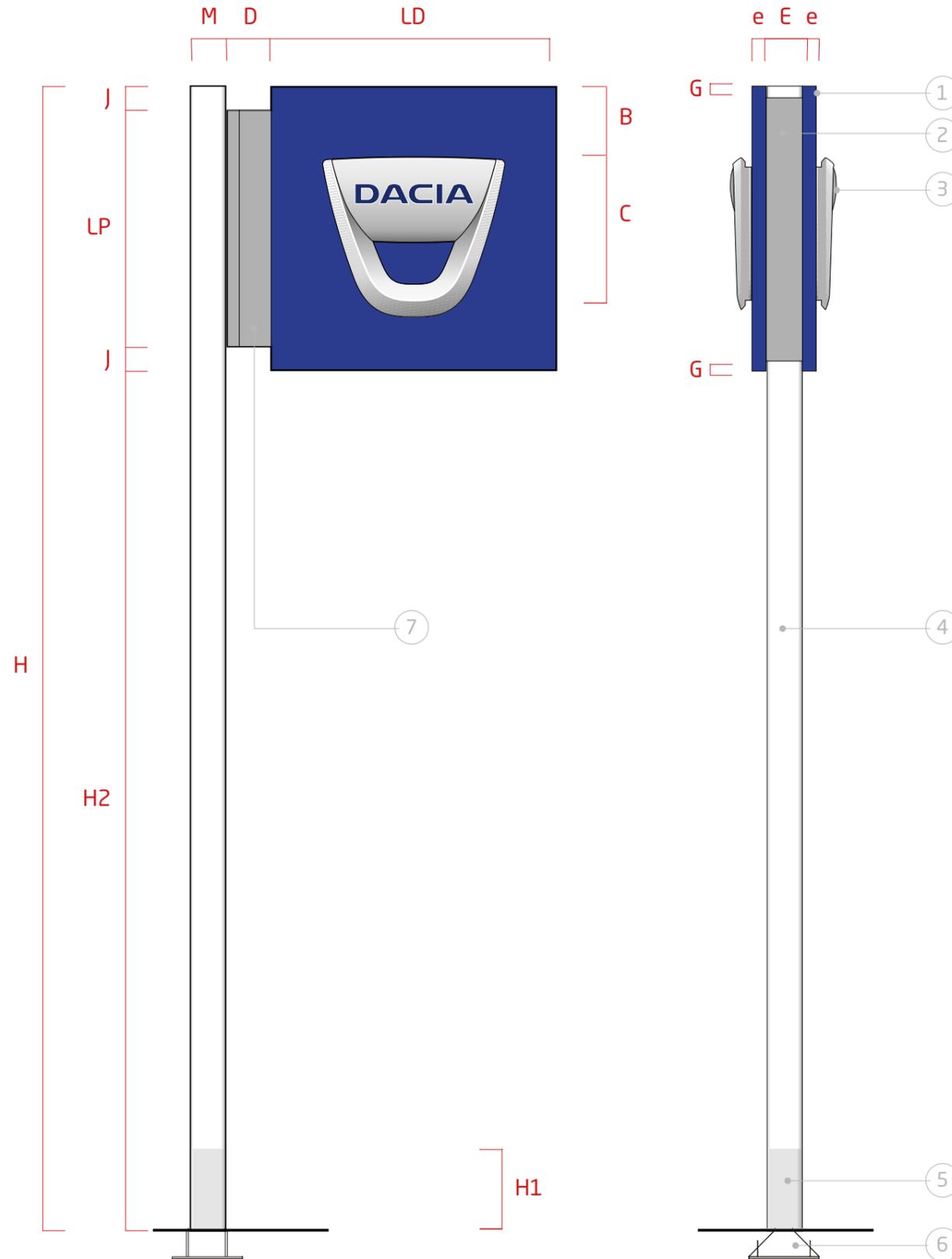
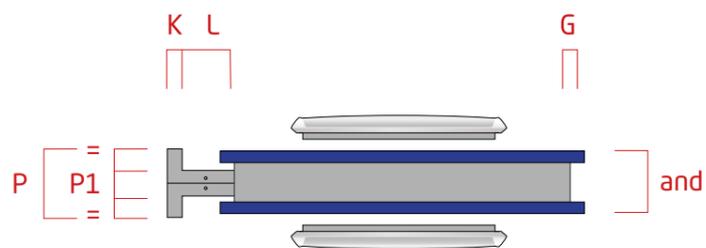
1650 mm flag insignia

DESCRIPTION

- Aluminium lacquered face
- 3D Dacia emblem with integrated lighting
- 40 % glossy satin finish
- 200 x 200 mm steel mast

KEY

- Front face
 - RAL 5002 blue
 - Aluminium prelacquered th. 15/10
- Hollow base decoration (structure)
 - Pantone Cool Gray 5C
- Thermoformed 3D emblem in ABS chroming by electroplating
 - backlighted with integrated LED
- 200 x 200 mm steel mast
 - lacquered RAL 9010 white
- Adhesive plinth
 - Pantone Cool Gray 5C
- Plates and reinforcements for ground attachment (embedded)
 - Protected by galvanization
- Bracket covers
 - Bended aluminium
 - lacquered Pantone Cool Gray 5C



1650 flag insignia	
LD	1650
B	380
C	950
H	6500
H1	300
P	170
e	40
E	160
and	240
G	40
J	150
LP	1350
K	66
L	134
D	200
P1	90
P	190
M	200
H2	4850

5.3.2 CORPORATE FLAG INSIGNIA

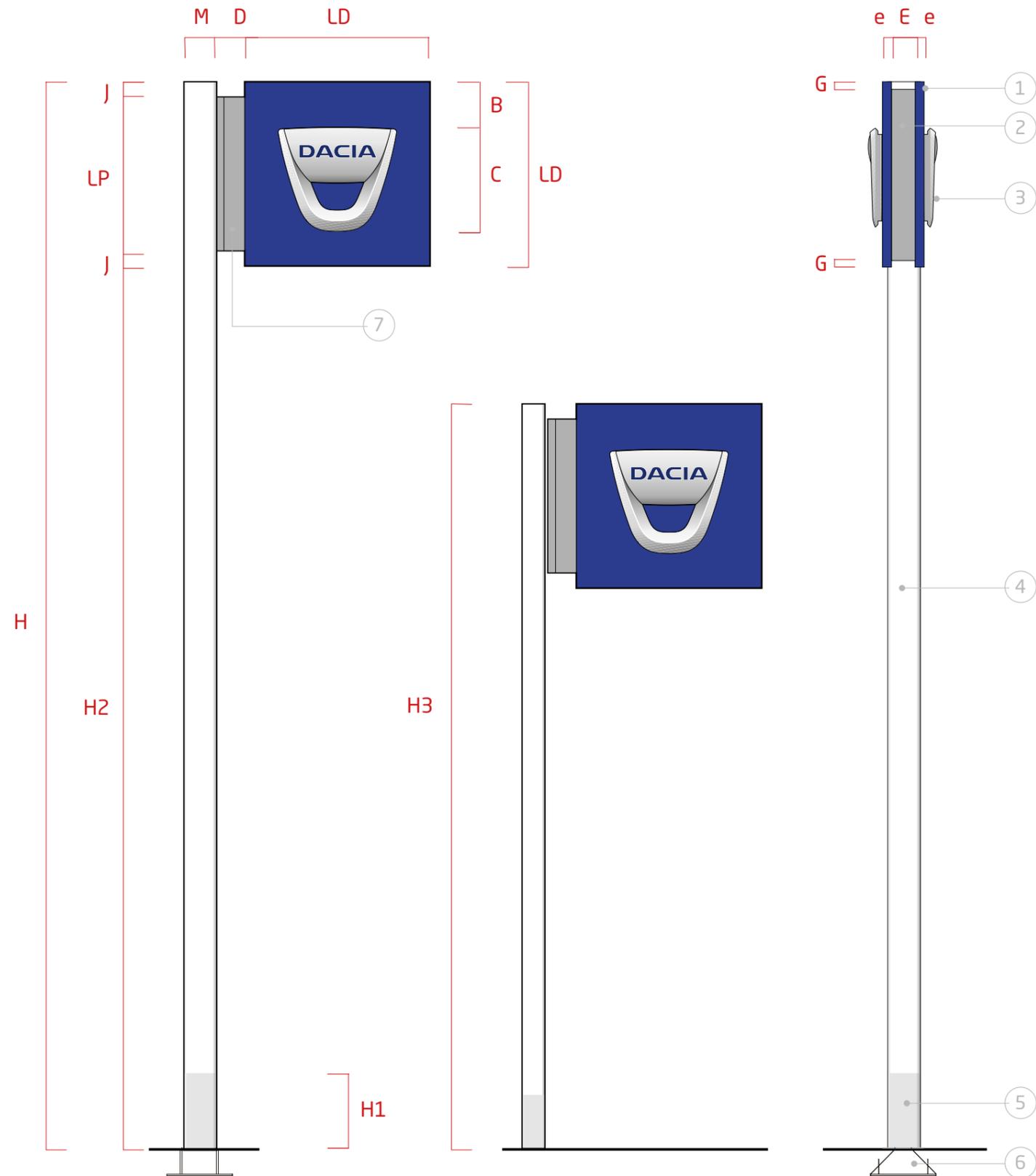
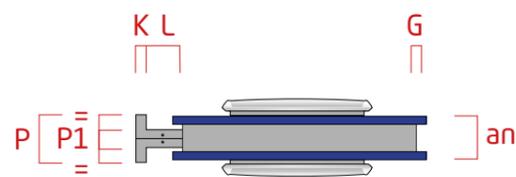
1150 mm flag insignia

DESCRIPTION

- Aluminium lacquered face
- 3D Dacia emblem with integrated lighting
- 40 % glossy satin finish
- 200 x 200 x 6500 mm steel mast or 120 x 120 x 4500 mm

KEY

- Front face
 - RAL 5002 blue
 - Aluminium pre lacquered th. 15/10
- Hollow base decoration (structure)
 - Pantone Cool Gray 5C
- Thermoformed 3D emblem in ABS chroming by electroplating
 - backlighted with integrated LED
- Steel mast
 - Lacquered RAL 9010 white
- Adhesive plinth
 - Pantone Cool Gray 5C
- Plates and reinforcements for ground attachment (embedded)
 - Protected by galvanization
- Bracket covers
 - Bended aluminium
 - Lacquered Pantone Cool Gray 5C



1150 flag insignia	
LD	1150
B	270
C	675
H	6500
H1	300
P	170
e	28
E	112
and	168
G	28
J	105
LP	940
K	48
L	94
D	142
P1	63
P	115
M	200
H2	5350
H3	4500

5.3.3 CORPORATE FLAG INSIGNIA

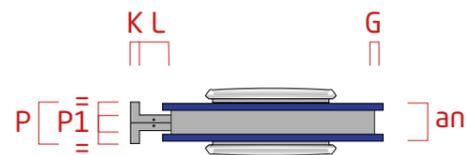
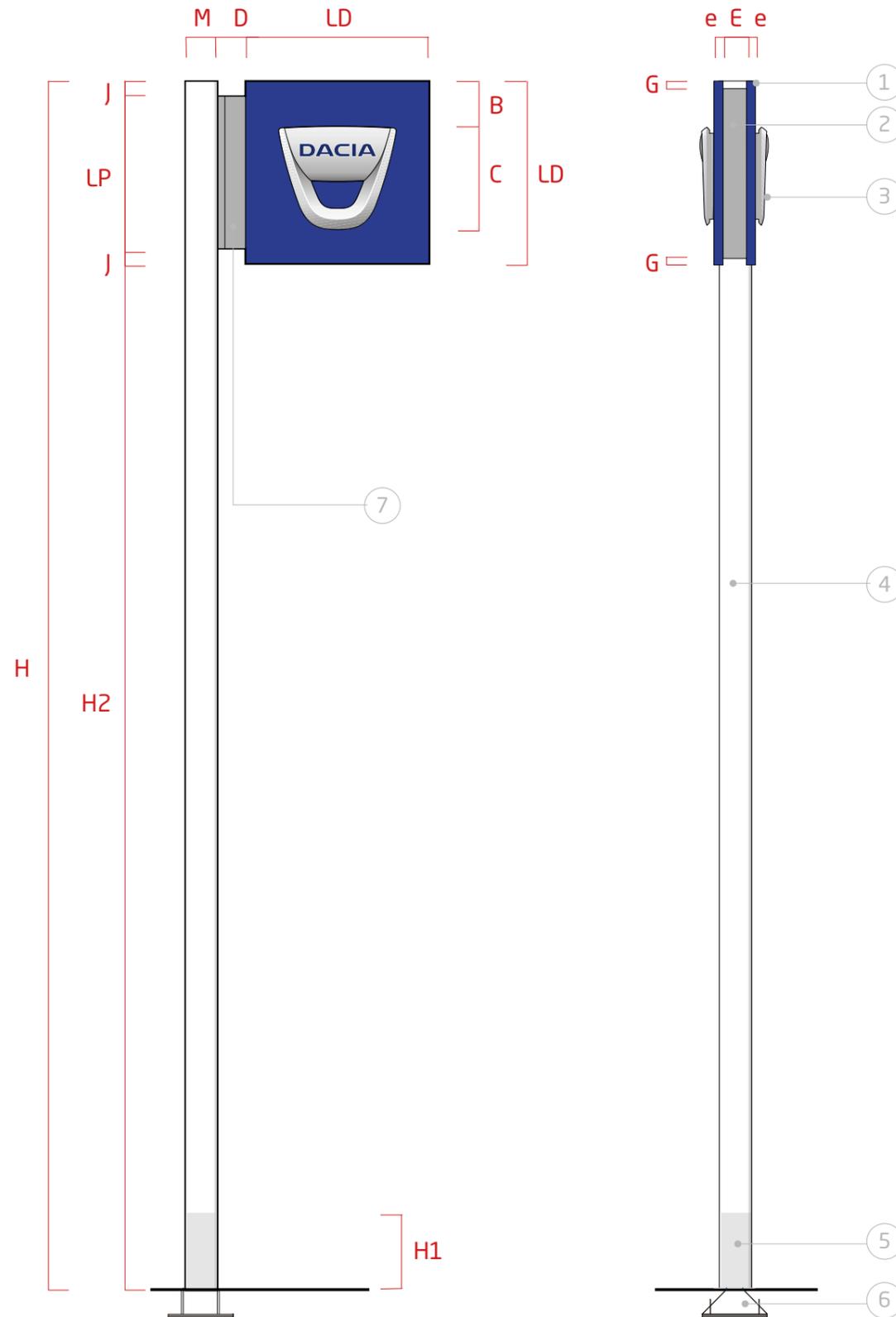
680 mm flag insignia

DESCRIPTION

- Aluminium lacquered face
- 3D Dacia emblem with integrated lighting
- 40 % glossy satin finish
- 120 x 120 x 4500 mm steel mast

KEY

- Front face
 - RAL 5002 blue
 - Aluminium prelacquered th. 15/10
- Hollow base decoration (structure)
 - Pantone Cool Gray 5C
- Thermoformed 3D emblem in ABS chroming by electroplating
 - backlighted with integrated LED
- Steel mast
 - Lacquered RAL 9010 white
- Adhesive plinth
 - Pantone Cool Gray 5C
- Plates and reinforcements for ground attachment (embedded)
 - Protected by galvanization
- Bracket covers
 - Bended aluminium
 - lacquered Pantone Cool Gray 5C



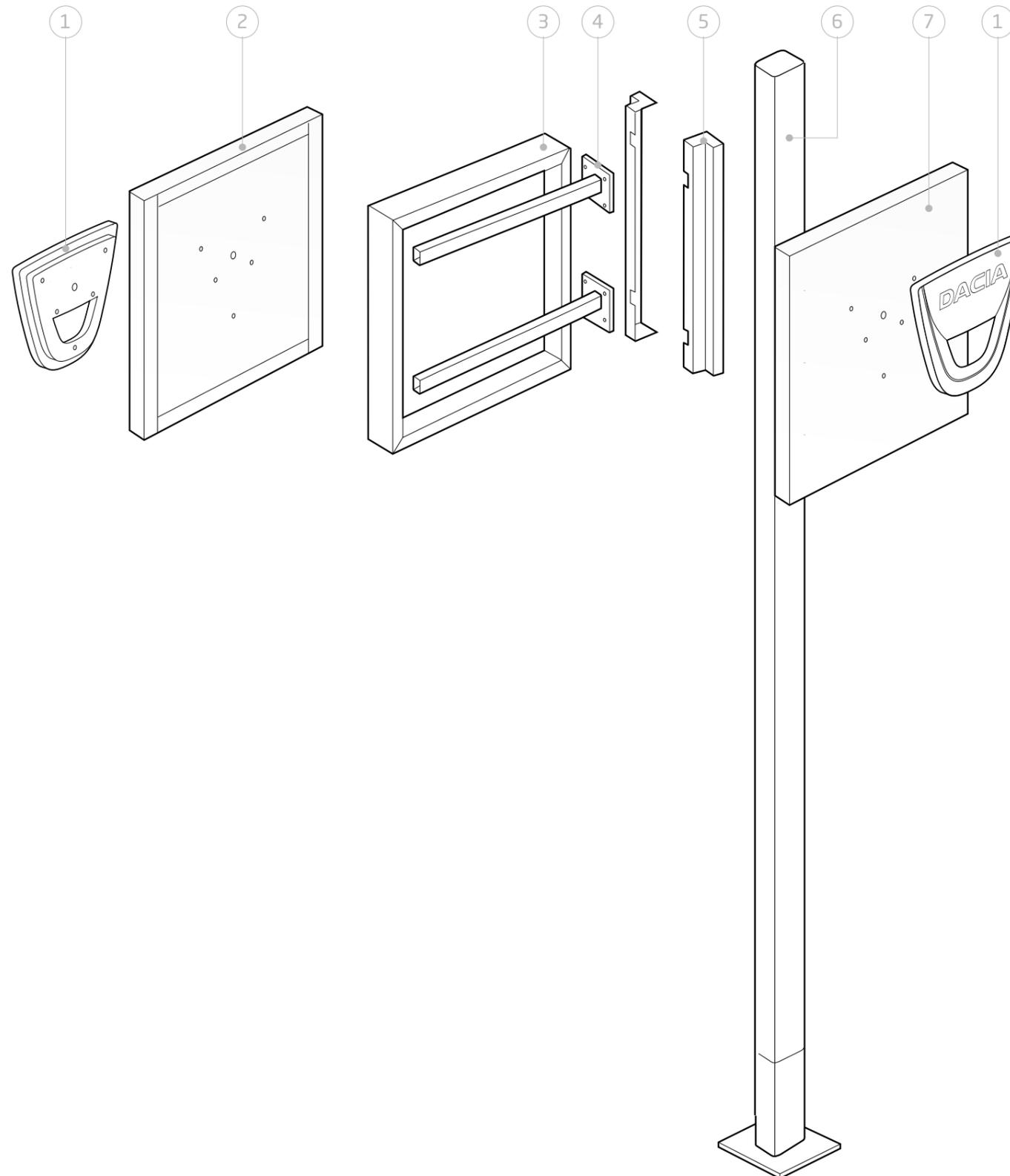
680 flag insignia	
LD	680
B	160
C	400
H	4500
H1	210
P	170
e	17
E	68
and	102
G	17
J	63
LP	554
K	28
L	56
D	84
P1	37
P	100
M	120
H2	3820

5.3.4 CORPORATE FLAG INSIGNIA

Exploded view

KEY

- 1. Thermoformed 3D emblem in ABS
chroming by electroplating
backlighted with integrated LED
- 2. Rear face
RAL 5002 blue
Aluminium prelacquered th. 15/10
- 3. Internal structure
Aluminium or steel protected by galvanization
- 4. Plates and tubular brackets
Protected by galvanization
- 5. Bracket covers
Bended aluminium
lacquered Pantone Cool Gray 5C
- 6. Steel mast
- 7. Front face
RAL 5002 blue
Aluminium prelacquered th. 15/10



5.3.5 CORPORATE FLAG INSIGNIA

Assembly attachment of the emblem on faces

PRINCIPLE

In order to assure the versatility between emblems coming from various suppliers, assembly attachment will follow these exposed specifications.

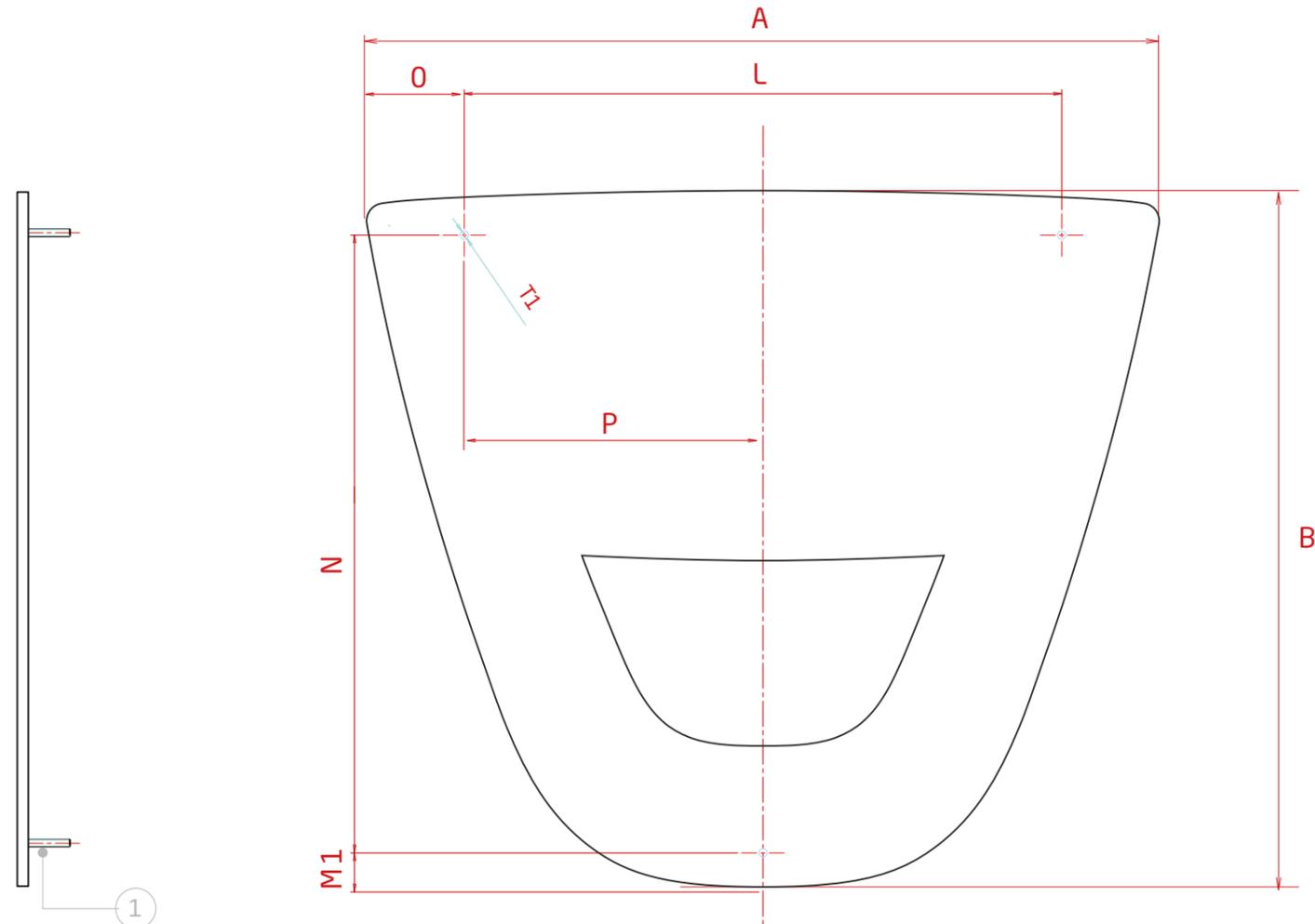
Five fitting points are designed plus a hole for the power supply wire.

NOTA.

Technical principles should be developed according to the know-how of each signmaker.

KEY

1. Fitting point



SIZE (in mm)	T1 DACIA EMBLEM	T2 DACIA EMBLEM	T3 DACIA EMBLEM
A	455,2	768,2	1 081,2
B	400,0	675,0	950,0
C	3	4	5
L	335,8	566,7	797,6
M1	22,0	37,1	52,3
N	191,9	323,9	455,9
O	155,2	261,9	368,7
P	186,6	314,8	443,1
T1	Ø 6,5	Ø 6,5	Ø 6,5

-
- 6.1 DIRECTIONAL SIGN / Presentation
 - 6.2 DIRECTIONAL SIGN / General view
 - 6.3 DIRECTIONAL SIGN / Outline
 - 6.4 DIRECTIONAL SIGN / Exploded view
 - 6.5 DIRECTIONAL SIGN / Ground attachment

6.1 DIRECTIONAL SIGN

Presentation

DESCRIPTION

The current directional signs will be adapted in accordance with the new graphic standards:

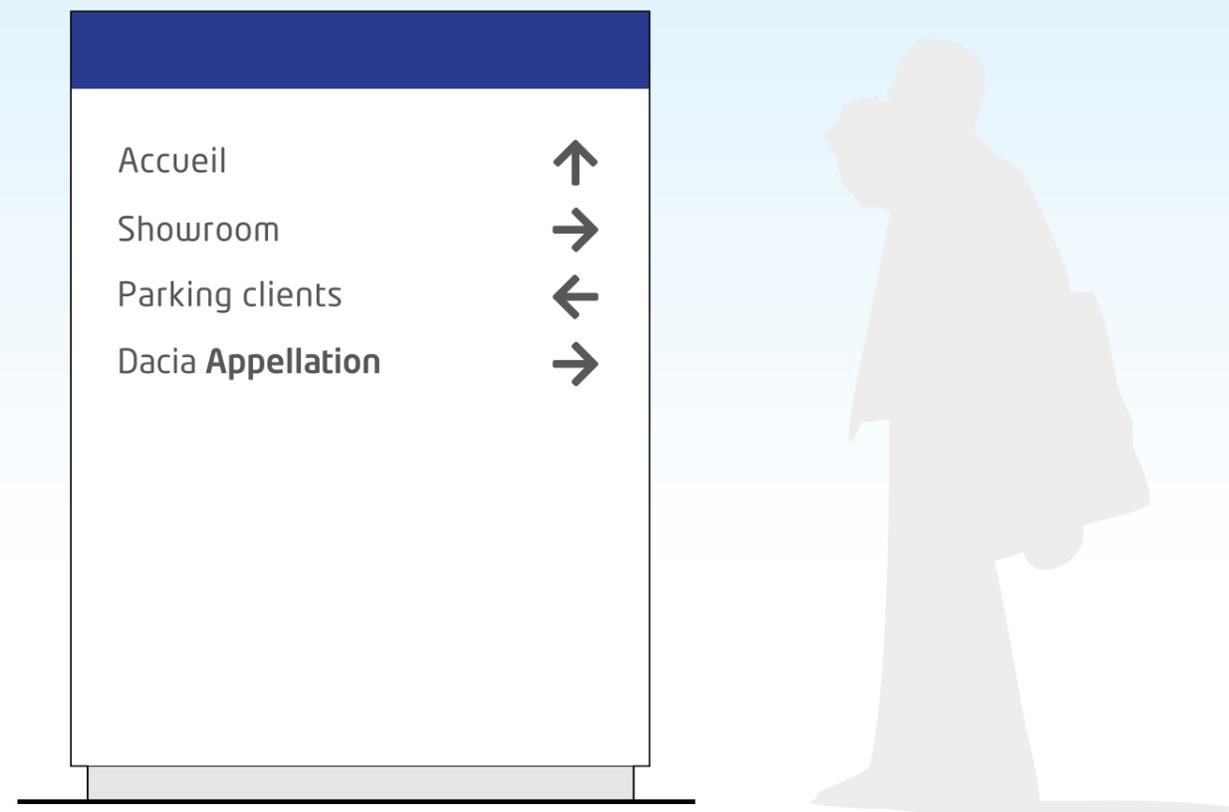
- > colours,
- > type face,
- > new arrow design.

Short Service mentions can be written on a single line.

One single element with a 1800 mm height meets all the needs.

The flat aluminium faces are fitted on a galvanized steel frame.

Decoration is made by strip on non-illuminated panels.



6.2 DIRECTIONAL SIGN

General view

DESCRIPTION

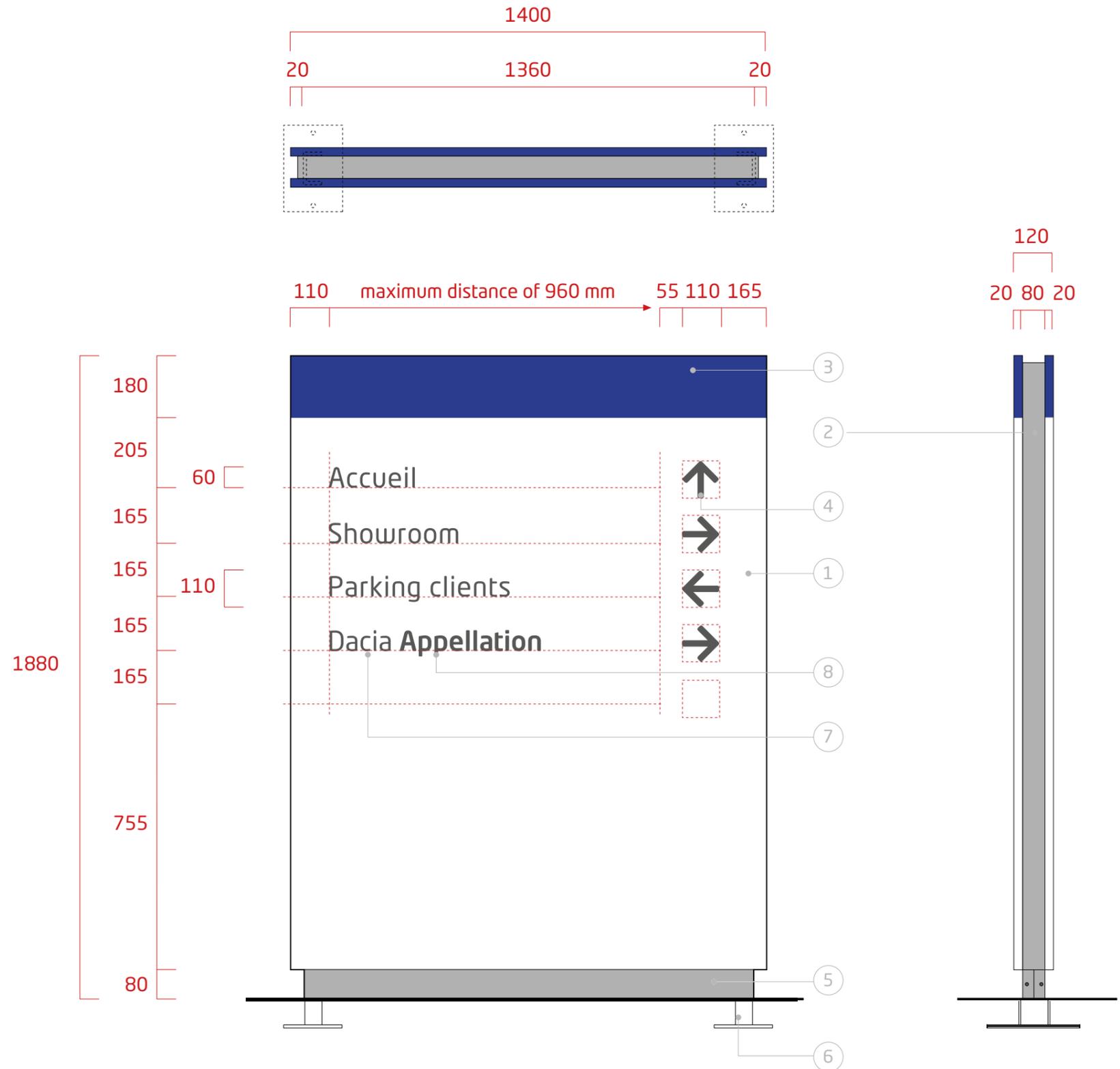
- Lacquered aluminium sheet
- Adhesive decoration
- 40 % glossy satin finish
- Format: h. 1880 x l. 1400 x th. 120 mm

KEY

1. Front face
 - Lacquered aluminium sheet
 - Tablet panel
 - RAL 9010 white
2. Hollow base decoration (structure)
 - Pantone Cool Gray 5C
3. Upper part
 - Adhesive decoration
 - RAL 5002 blue
4. Adhesive arrow
 - Pantone Cool Gray 5C
5. Plinth
 - Bended aluminium sheet
 - Lacquered Cool Gray 5C
6. Plates and reinforcements for ground attachment (embedded)
 - Protected by galvanization
7. "Dacia" mention
 - Neo Tech Dacia Regular type face
 - Left-aligned
 - Pantone Cool Gray 11 C adhesive
8. Name of the Service
 - Neo Tech Dacia Medium type face
 - Pantone Cool Gray 11 C adhesive

NOTE

Recto and verso are identical.



6.3 DIRECTIONAL SIGN

Outline of the faces

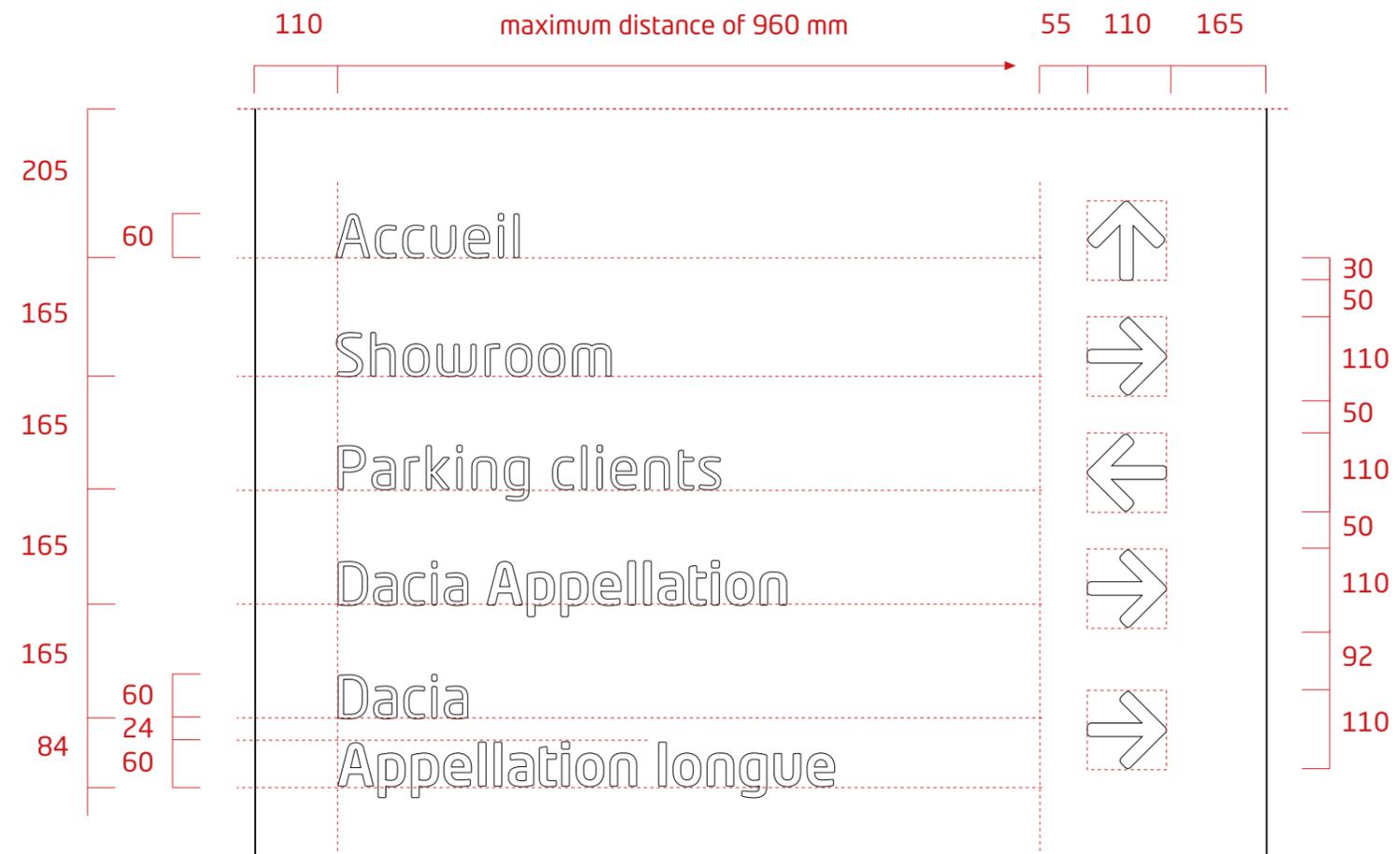
DESCRIPTION

The arrows are adapted to the weight of the new type face used. They adopt a new design available in the form of an EPS vector file.

They can be pivoted through a 1/8th turn over a range of 180 °.

They are always positioned on the right of the panel.

To keep a good visibility of this element, the maximum number of lines is set to 5.

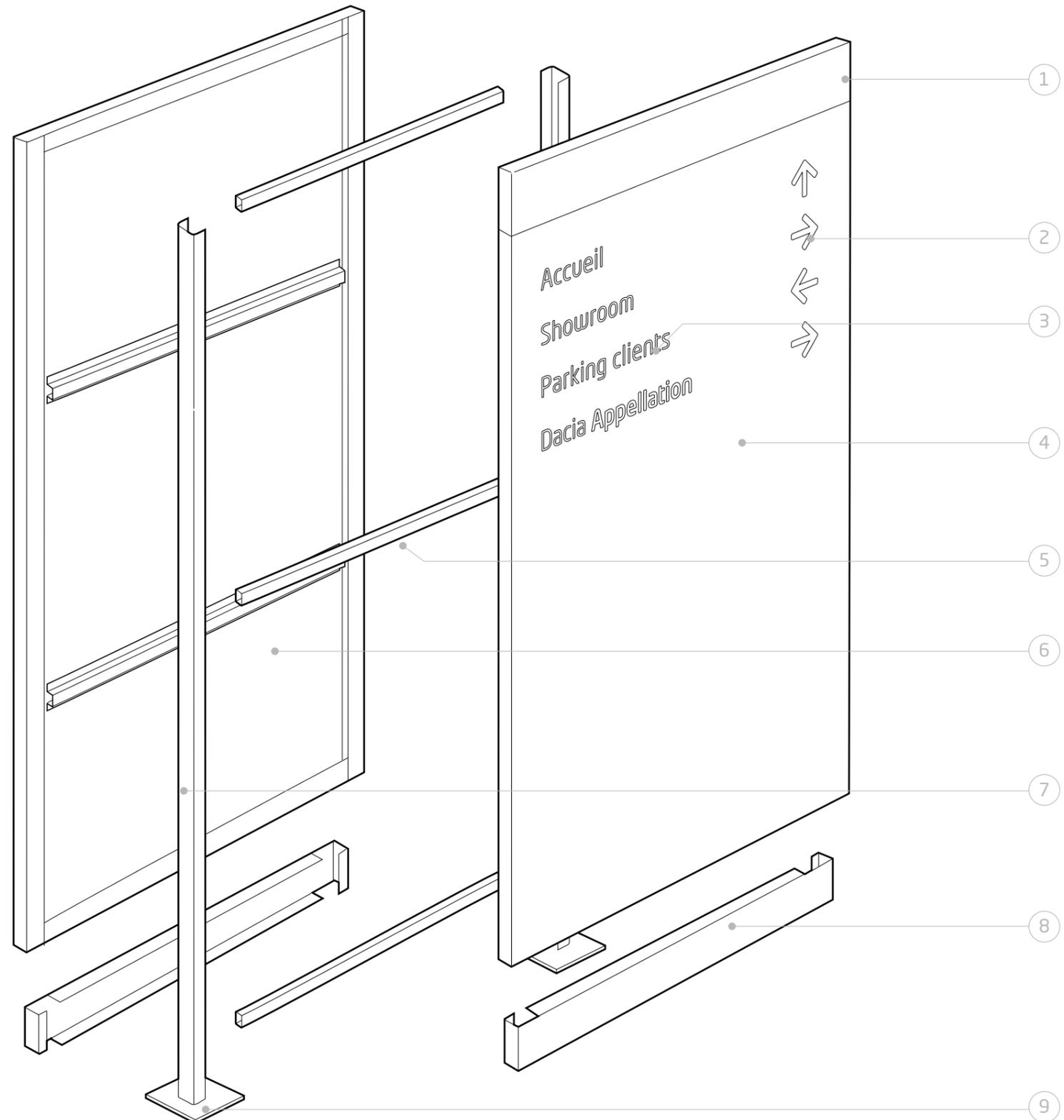


6.4 DIRECTIONAL SIGN

Exploded view

KEY

1. Adhesive decoration
 - . RAL 5002 blue
2. Adhesive arrow
 - . Pantone Cool Gray 11C
3. Variable adhesive mentions
 - . Pantone Cool Gray 11 C
4. Front face
 - . Lacquered aluminium sheet 15/10th
 - . Tablet panel
 - . RAL 9010 white
5. Horizontal steel frame
 - . Protected by galvanization
6. Omega reinforcement
 - . bended aluminium sheet
 - . cemented on the back of the panel
7. Steel frame
 - . Protected by galvanization
8. Plinth
 - . Aluminium sheet 20/10th
 - . Pantone Cool Gray 5C
9. Steel plates
 - . Protected by galvanization



6.5 DIRECTIONAL SIGN

Ground attachment

DESCRIPTION

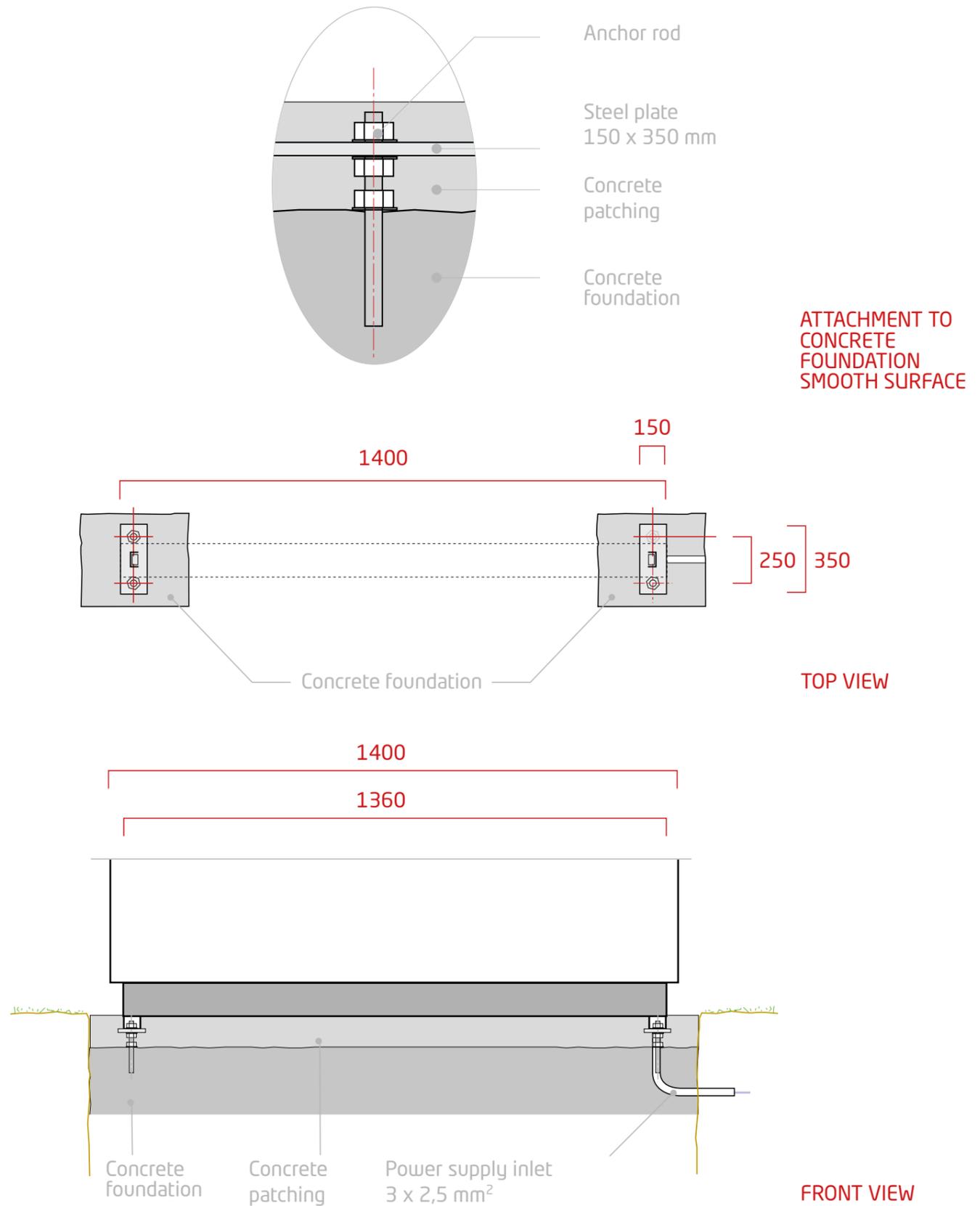
The concrete foundations can only be made once the anchoring kits including templates et plates have been received.

Sizing of the anchorings and of the concrete foundation must be established to stand up to the climatic stresses described in the general specifications.

Anchorings must allow the element to be locked in place in the vertical position.

NOTE

- > Leave an outlet with minimum length of 1 m
- > Provide for a dia. 40 mm plexo sheath to feed the cable through



- 7.1 SIGNATURE ON STRAIGHT BANNER / Presentation
 - 7.1.1 SIGNATURE ON STRAIGHT BANNER / Dimensions and plots of the 1200 mm bands
 - 7.1.2 SIGNATURE ON STRAIGHT BANNER / Dimensions and plots of the 900 mm bands
 - 7.1.3 SIGNATURE ON STRAIGHT BANNER / Exploded view



7.1 SIGNATURE BANNER

Presentation

PRINCIPLE

The elements used on the façades

There are two dimensions of banner:

- > Banner for low façades < 6 m
h. 900 x W. 9,753 mm
- > Banner for high façades > 6 m
h. 1200 x W. 13,005 mm

The maximum length of these signature banners is standardized.

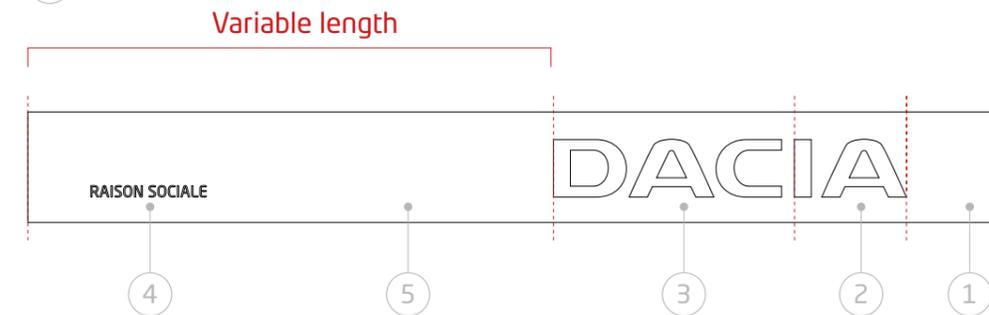
On a case-by-case basis, their length may be reduced to suit the specific configuration of each façade.

LEGEND

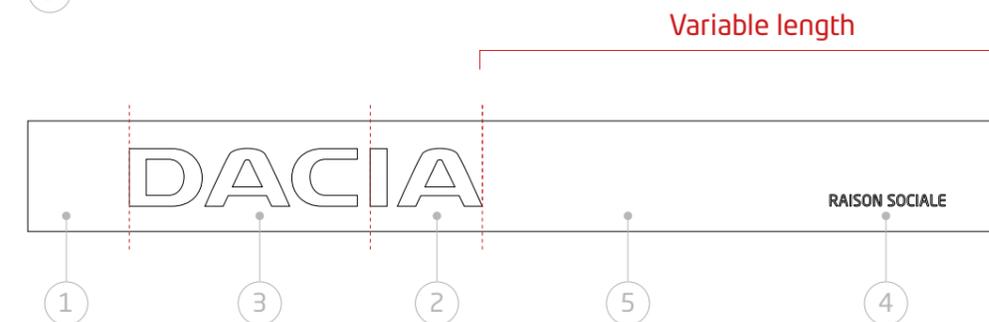
- A. Right-hand banner
- B. Left-hand banner
- 1. First banner element
- 2. Element containing letters I and A of the DACIA logotype
- 3. Element containing letters D, A and C of the DACIA logotype
- 4. Site name
- 5. Element dimensioned according to length of façade min. L = 3,946 mm and max. L = 7,892 mm



A

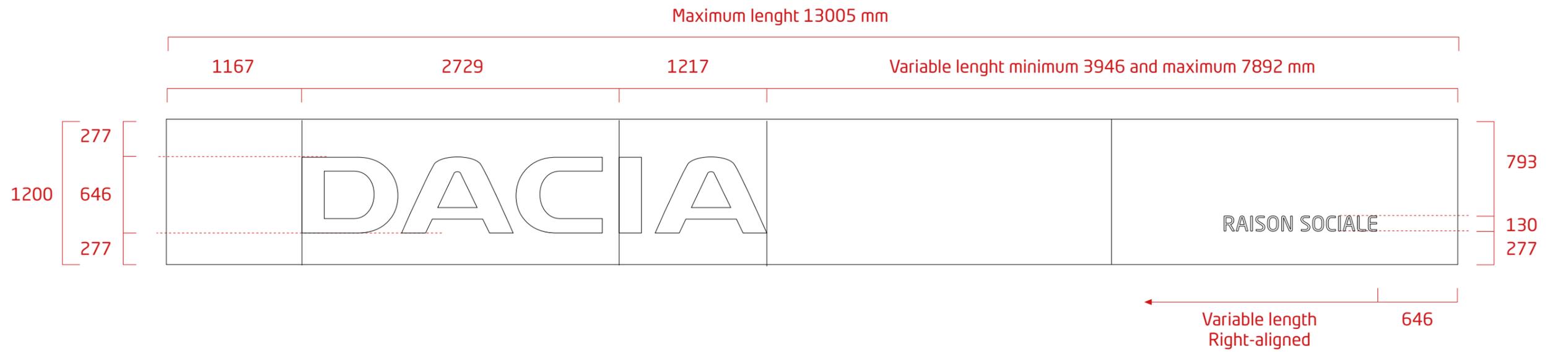
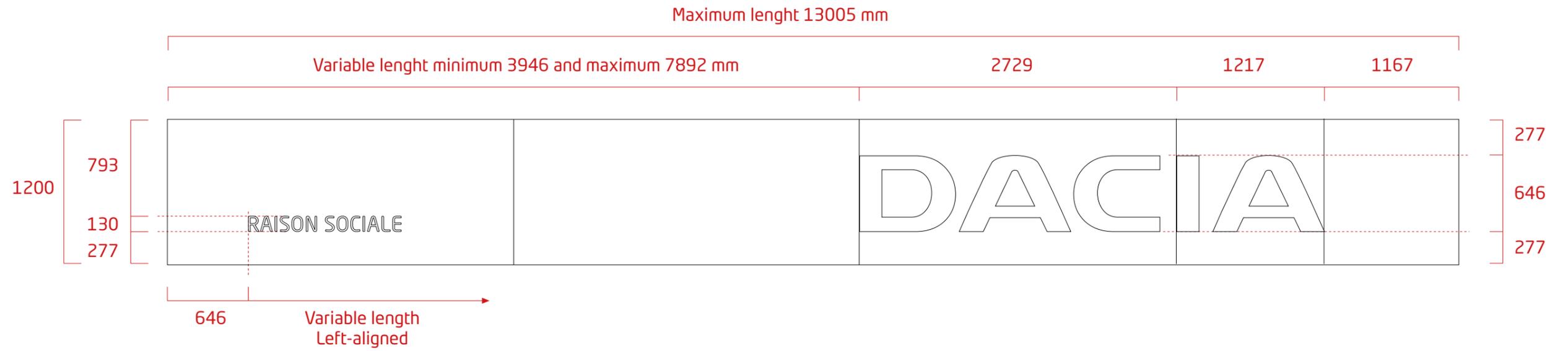


B



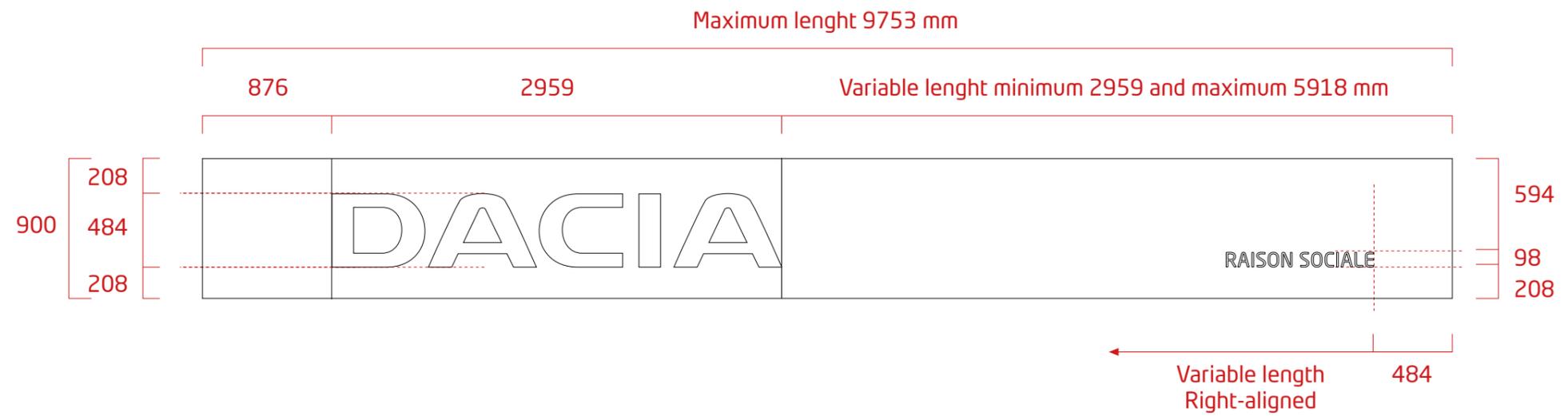
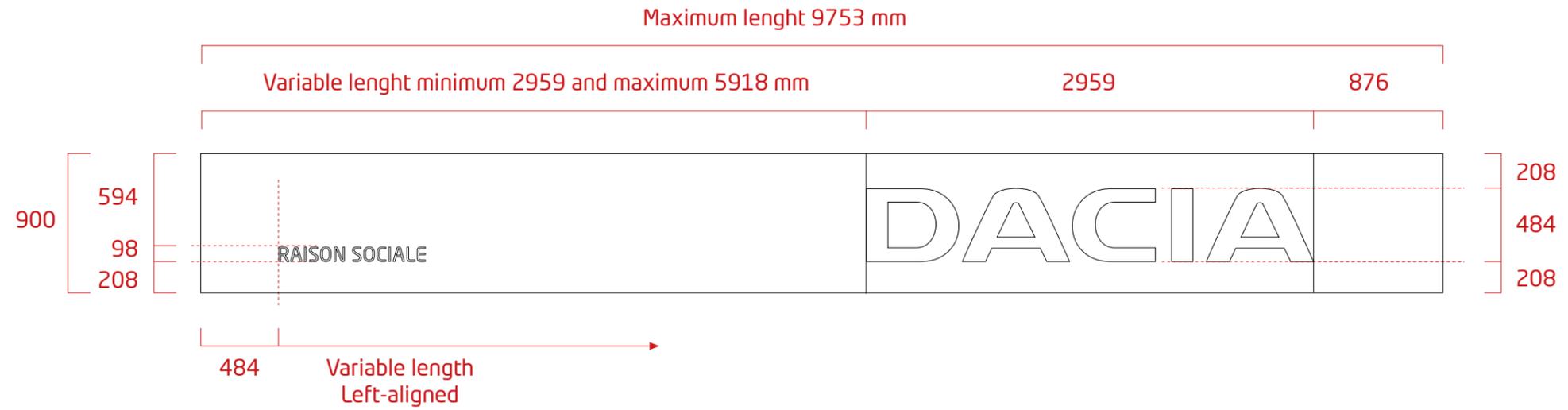
7.1.1 SIGNATURE BANNER

Dimensions and plots of the 1200 mm bands



7.1.2 SIGNATURE BANNER

Dimensions and plots of the 900 mm bands



7.1.3 SIGNATURE BANNER

Exploded view

PRINCIPLE

The fascia is fitted to a ladder type rear structure so that any defects in smoothness of the brickwork can be remedied.

This structure includes a cleat in the upper part from which the fascia is suspended.

This cleat includes a cut out to help ensure smoothness of the metal panel during dilatation. The fascia comprises a tablet metal panel including vertical returns. A return measuring 60 mm on each end of the fascia ensures perfect masking of the structure.

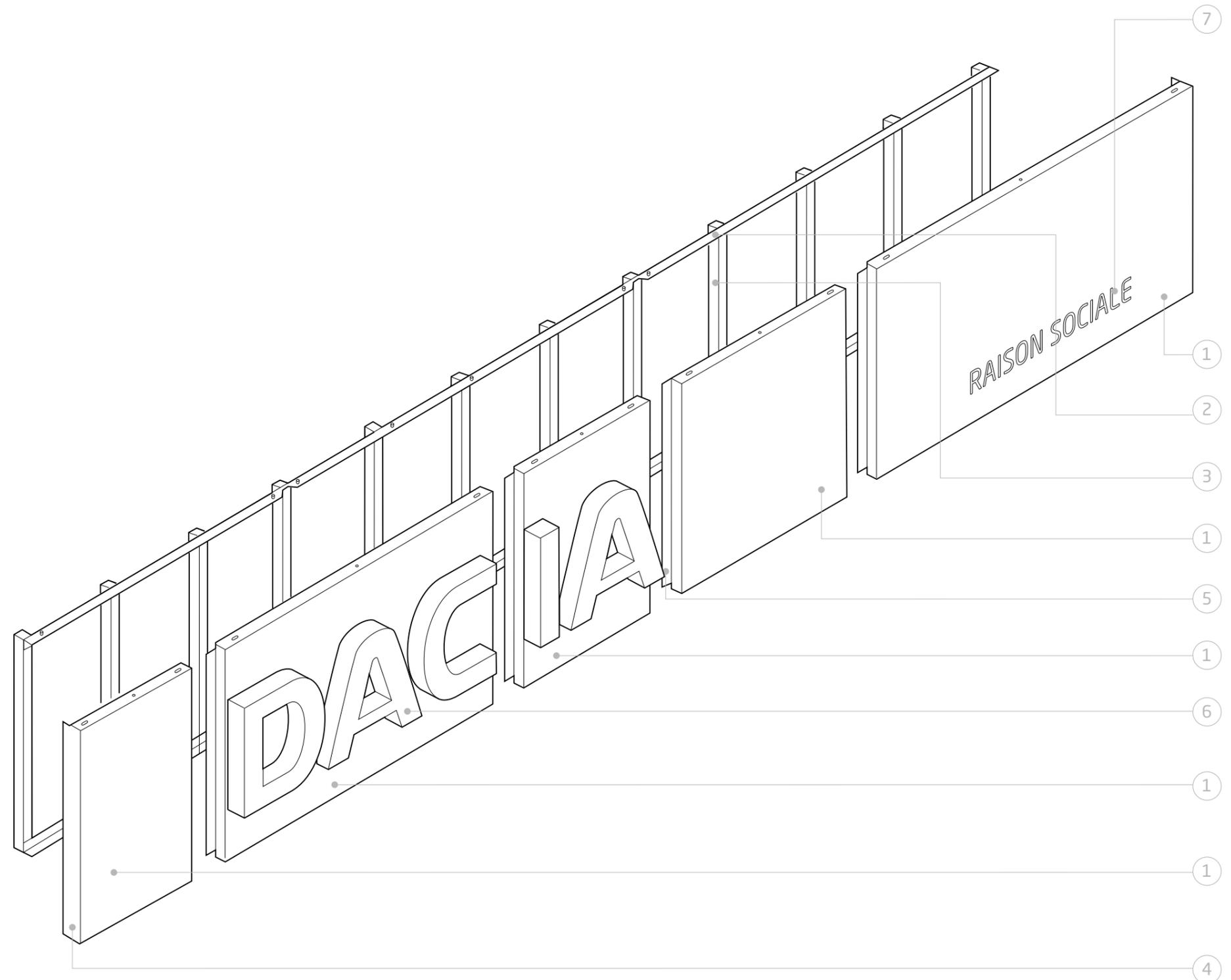
DACIA letters are illuminated and made of PMMA with integrated lighting by LEDs.

KEY

1. Aluminium panel 15/10 th
RAL 5002 blue
2. Aluminium cleat 30 x 20 x 2 mm welded onto the vertical square tubes
3. Aluminium tube 30 x 30 x 2 mm welded onto the structure with unworked finish
4. Return of 60 mm on the vertical and lower edges of the fascia
5. Return measuring 20 mm min.
6. DACIA lettering
Illuminated by LED's
7. Dealer name in white adhesive

NOTE

The first parts of this fascia are identical to that for the new dealer points.



- 8.1 ENTRANCE DOOR SIGN / Presentation
- 8.2 ENTRANCE DOOR SIGN / Dimensions and outline of the 2400 mm element
- 8.3 ENTRANCE DOOR SIGN / Dimensions and outline of the 3600 mm element
- 8.4 ENTRANCE DOOR SIGN / Exploded view

CAUTION
Emblems shown in this chapter SHALL BE
PRODUCED by a supplier agreed by DACIA
for these elements.

8.1 ENTRANCE SIGNS

Presentation

DESCRIPTION

The entrance door to the DACIA point of sale showroom is identified by an entrance sign preferably located to the right of the door.

This sign is set up with its back to the display window.

The display window shall receive a treatment to mask the back of the signs, preferably using adhesive or black metal sheeting.

Lighting is integrated to highlight the DACIA emblem.

For existing concessions and new concessions, this element is provided in 2 dimensions:

- > 2,400 mm entrance sign
- > 3,600 mm entrance sign

LEGEND

1. Example of installation of a 3,600 mm entrance sign on a DACIA BOX façade



8.2 ENTRANCE DOOR SIGN

Dimensions and outline of the 2400 mm element

DESCRIPTION

- Lacquered aluminium
- 3D DACIA emblem
- 40 % glossy satin finish

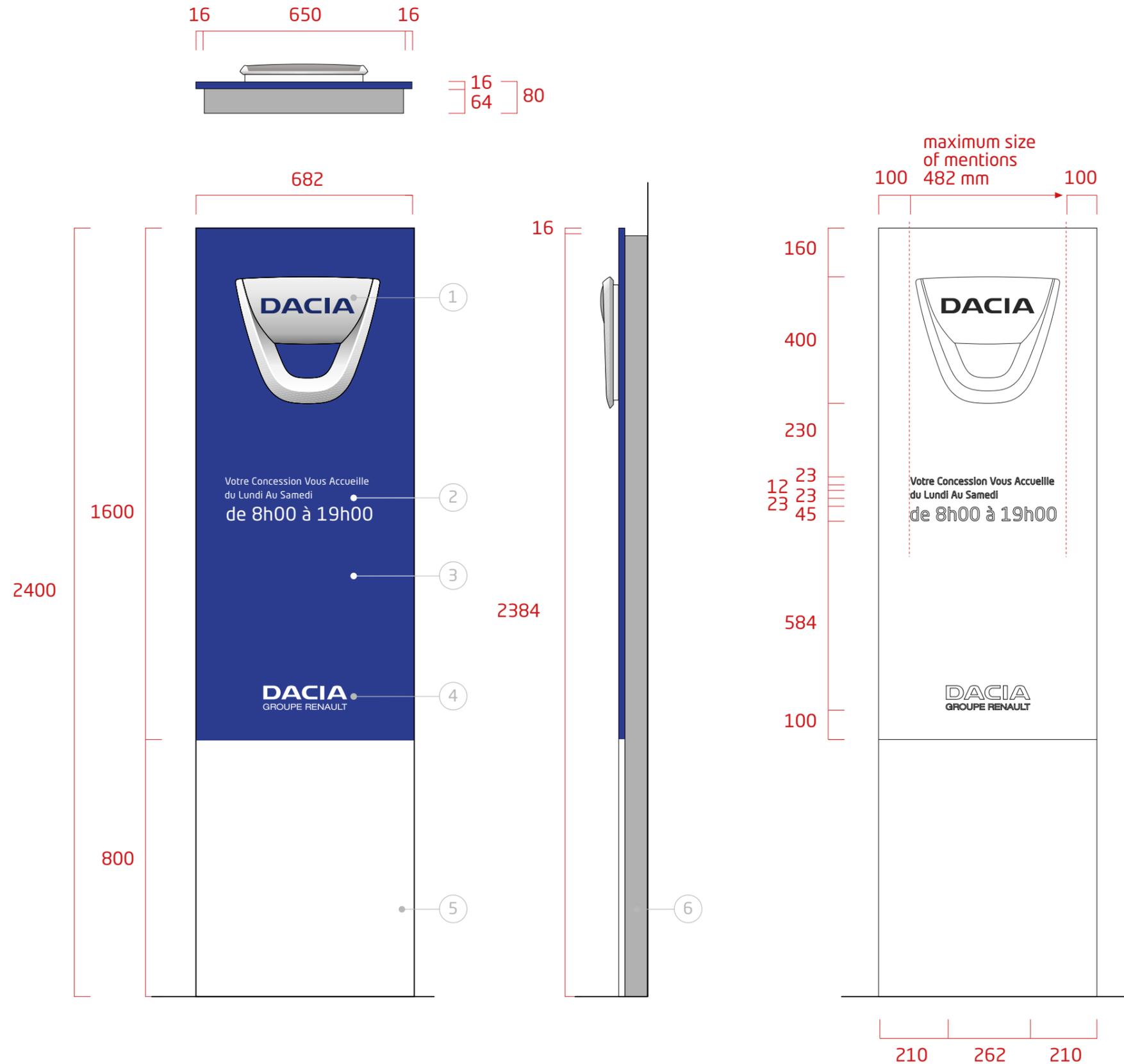
KEY

1. 3D DACIA emblem with integrated lighting
2. Variable mentions
 - White adhesive decoration
 - Neo Tech Dacia Regular type face
 - Left-aligned
3. Prelacquered aluminium th. 15/10
 - RAL 5002 blue
4. "Groupe RENAULT" mention
 - White adhesive decoration
 - Centered in the face
5. Prelacquered aluminium th. 15/10
 - RAL 9010 white
6. Rear side of the sign
 - Prelacquered aluminium th. 15/10
 - lacquered Pantone Cool Gray 5C

NOTE.

The used emblem is identical to that for the 680 mm flag insignia.

CAUTION
The 2400 mm entrance door sign can ONLY be used on low buildings (height of the frontage under 6 m).

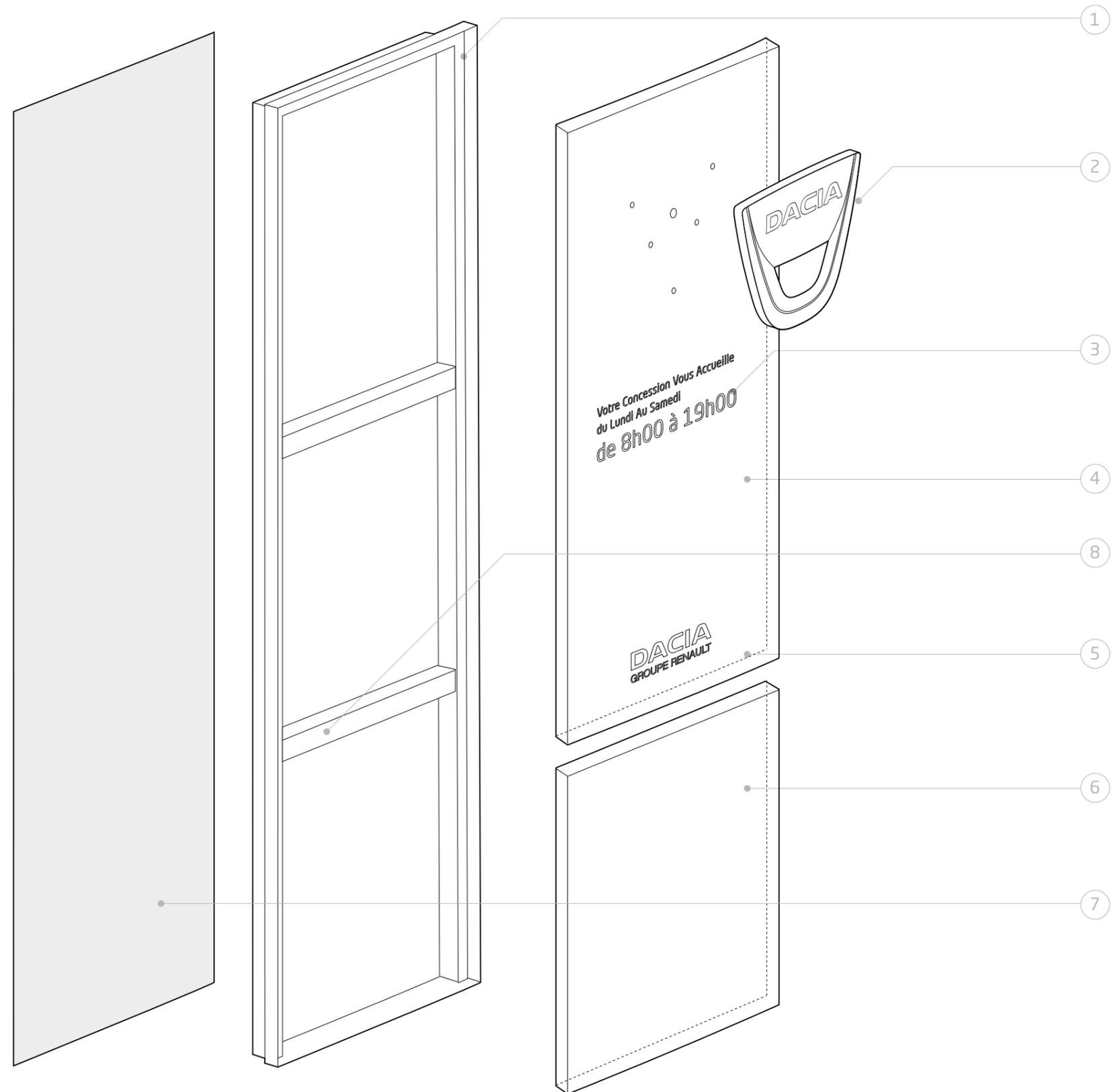


8.4 ENTRANCE DOOR SIGN

Exploded view

KEY

1. Rear side of the sign
 - . Prelacquered aluminium th. 15/10
 - . lacquered Pantone Cool Gray 5C
2. 3D DACIA emblem with integrated lighting
3. Variable mentions
 - . White adhesive decoration
 - . Neo Tech Dacia Regular type face
 - . Left-aligned
4. Upper face
 - . Prelacquered aluminium th. 15/10
 - . RAL 5002 blue
5. "Groupe RENAULT" mention
 - . White adhesive decoration
 - . Centered in the face
6. Lower face
 - . Prelacquered aluminium th. 15/10
 - . RAL 9010 white
7. Rear side masked of glazed surface (option)
 - . Dark gray adhesive or aluminium sheet
8. Horizontal structure



- 9.1 ACTIVITY DISPLAY SIGN ON THE DACIA BOX FASCIA / Presentation
- 9.2 ACTIVITY DISPLAY SIGN ON THE DACIA BOX FASCIA / Outline
- 9.3 ACTIVITY DISPLAY SIGN ON THE DACIA BOX FASCIA / Exploded view
- 9.4 ACTIVITY DISPLAY SIGN / After-sales fascia
- 9.5 ACTIVITY DISPLAY SIGN / Outline of activity fascias on a single door
- 9.6 ACTIVITY DISPLAY SIGN / Cross-section of the fascia
- 9.7 ACTIVITY DISPLAY SIGN / Principle of sizing to fit door
- 9.8 ACTIVITY DISPLAY SIGN / Exploded view of activity fascias on a single door
- 9.9 ACTIVITY DISPLAY SIGN / Activity fascias on frontage
- 9.10 ACTIVITY DISPLAY SIGN / Outline of activity fascias on frontage
- 9.11 ACTIVITY DISPLAY SIGN / Exploded view of activity fascias on frontage
- 9.12 ACTIVITY DISPLAY SIGN / Insurance company approval signs

CAUTION
Emblems shown in this chapter SHALL BE
PRODUCED by a supplier agreed by DACIA
for these elements.

9.1 ACTIVITY DISPLAY SIGN ON THE DACIA BOX FASCIA

Presentation

DESCRIPTION

On the main façade of the DACIA BOX, a sign indicating the service activities is to be installed to the left of the first door.

Format: L. 1,150 x H. 3,600 x thk. 108 mm

LEGEND

1. Activities sign on the DACIA BOX façade



9.2 ACTIVITY DISPLAY SIGN ON THE DACIA BOX FASCIA

Outline

DESCRIPTION

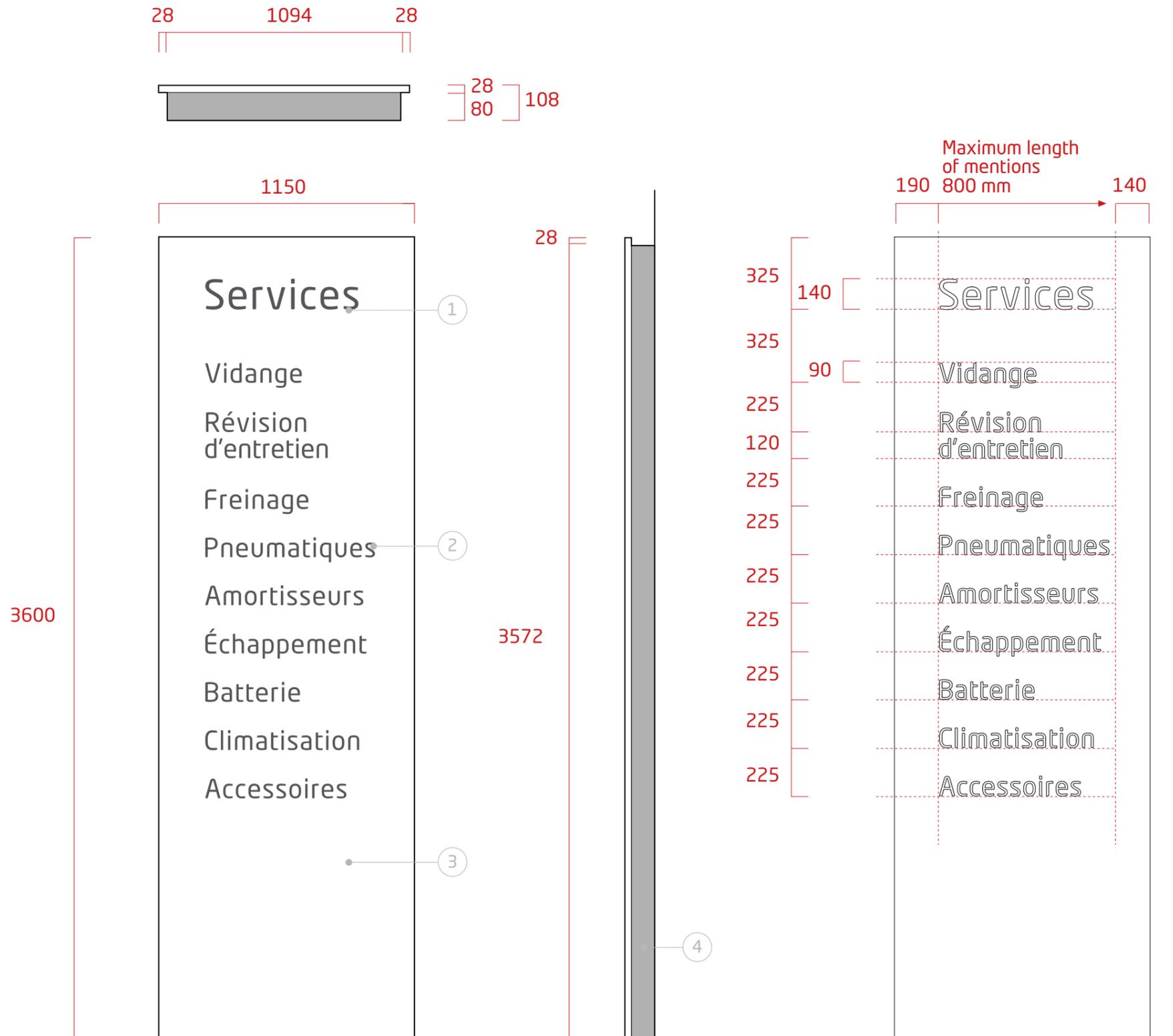
- Lacquered aluminium
- Adhesive mentions
- 40 % gloss satin finish

KEY

1. "Services" mention
 - Adhesive decoration
 - Pantone Cool Gray 5C
 - Neo Tech Dacia Regular type face
 - Left-aligned
2. Activity mentions
 - Adhesive decoration
 - Pantone Cool Gray 5C
 - Neo Tech Dacia Regular type face
 - Left-aligned
3. Prelacquered aluminium th. 15/10
 - RAL 9010 white
4. Rear of the panel
 - Prelacquered aluminium th. 15/10
 - Pantone Cool Gray 5C

NOTE

The structure is the same as for the 3600 mm entrance door sign.
Mentions must not be changed.

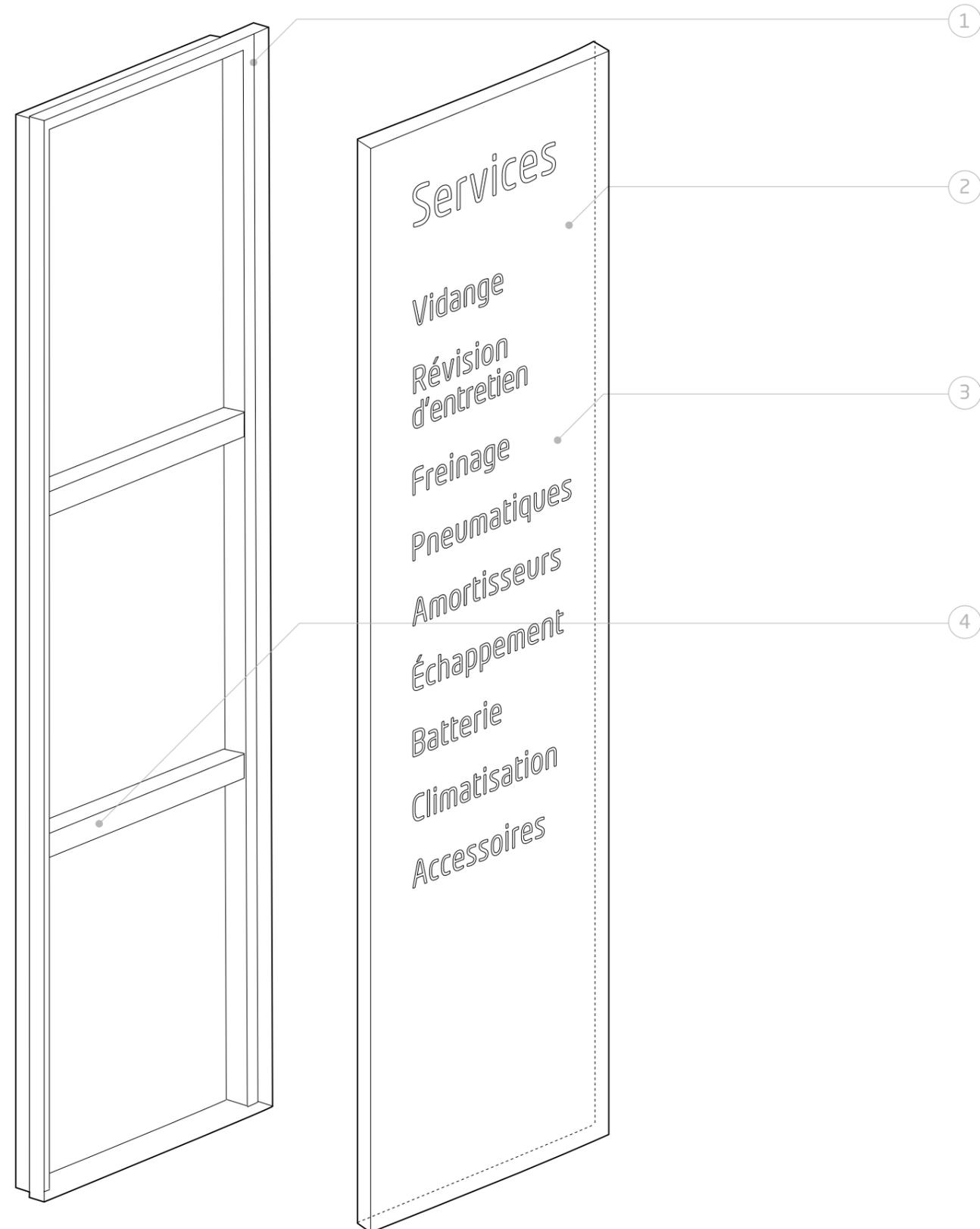


9.3 ACTIVITY DISPLAY SIGN ON THE DACIA BOX FASCIA

Exploded view

KEY

1. Rear of the panel
 - . Prelacquered aluminium th. 15/10
 - . Pantone Cool Gray 5C
2. Front face
 - . Prelacquered aluminium th. 15/10
 - . RAL 9010 white
3. Mentions
 - . Adhesive decoration
 - . Pantone Cool Gray 5C
 - . Neo Tech Dacia Regular type face
 - . Left-aligned
4. Horizontal structure



9.4 SIGNAGE FOR ACTIVITIES

Typical after-sales façade

PRINCIPLE

On after-sales façades, activities are identified by a banner displaying the name of the activity on one or two lines.

The banner is available in two heights:

- > Low-profile façade (< 6 m) 900 mm activities banner.
- > High-profile façade (> 6 m) 1,200 mm activities banner.

The banner of a standard length of 4,000 mm shall be cut to the width of the door on which it is placed.

LEGEND

- 1 - Activities banner on grouped bays
- 2 - Activities banner on isolated bay



9.5 SIGNAGE FOR ACTIVITIES

Outlines of Services banners on single door

PRINCIPLE

Banner heights of 900 and 1,200 mm may be used on after-sales façades.

LEGEND

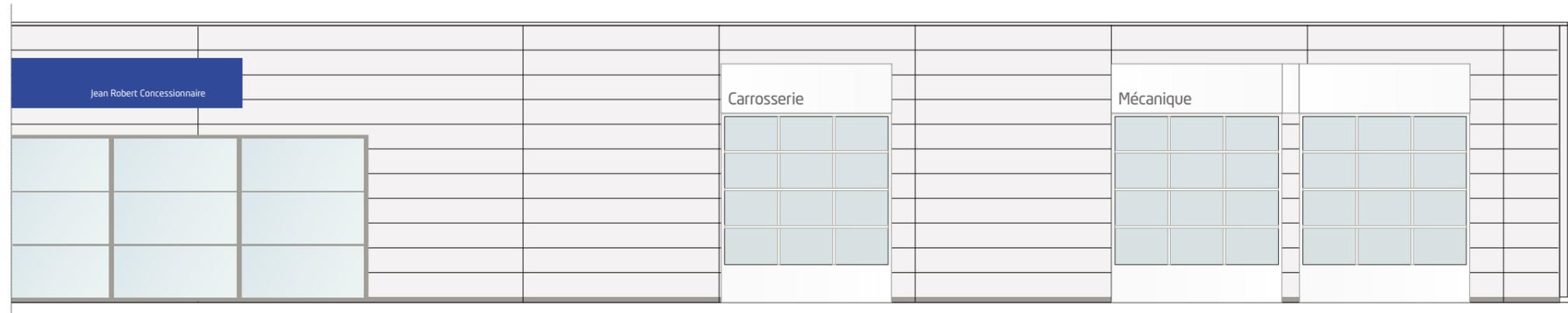
- 1. RAL 9010 white background
- 2. Lettering in «Black & White» backlit PMMA
Typeface Neo Tech Dacia Regular, Cool Gray 11

MARKING

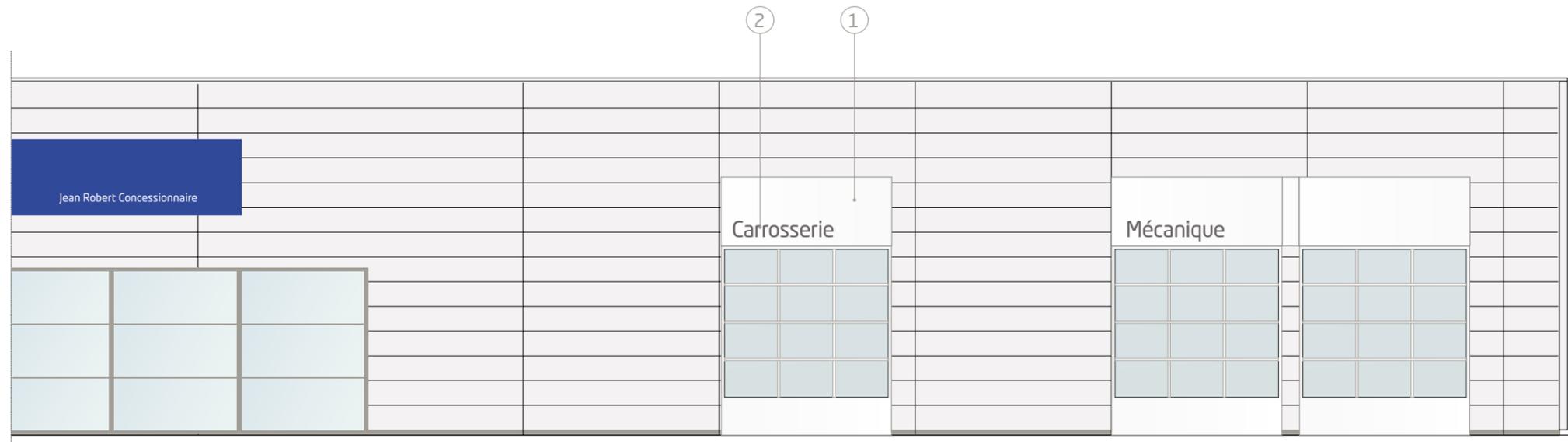
When grouped service bays coexist on the same façade with an isolated bay, it is preferable to use the marking principle for isolated bays for both types.

Note

Dimensions are in mm. All colours have a 40% gloss satin finish.



Activities bay - 900 mm banners for façade heights < 6m



Activities bay - 1,200 mm banners for façade heights > 6m

9.6 SIGNAGE FOR ACTIVITIES

Cross-section of activities banners

PROFILE

The banners consist of a 60 mm deep enclosure projecting from the façade above the service bays.

LIGHTING

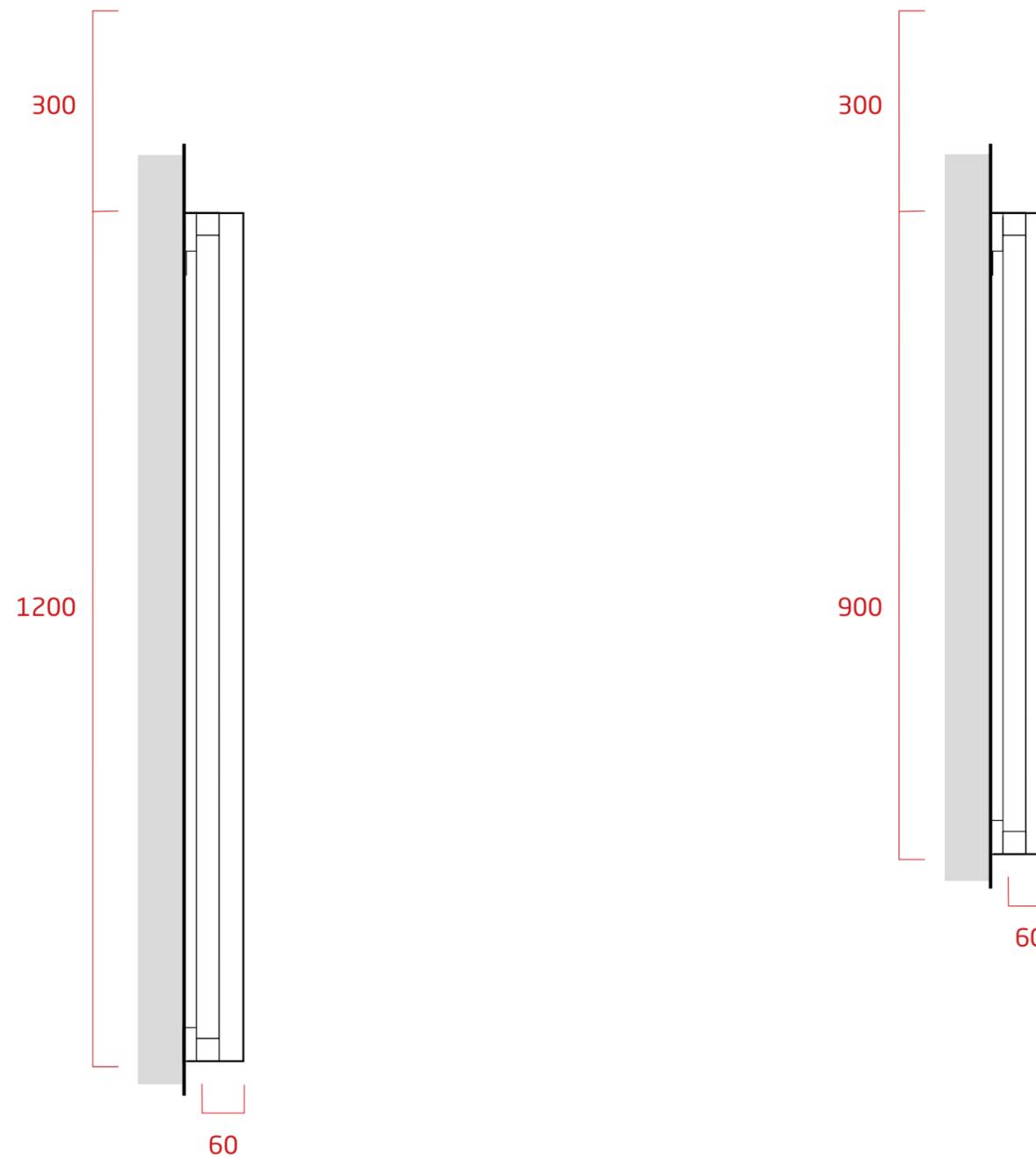
The letters are in 3mm «Black & White» PMMA, i.e. they are black when unlit and become white by contrast when illuminated.

They are pasted onto the back of the panel.

The lettering is lit by chain-LEDs mounted in the back of the banner.

The converter, which is common for all the letters, is mounted inside the banner.

They receive a RAL 9010 white lacquered finish.



9.7 ACTIVITY DISPLAY SIGN

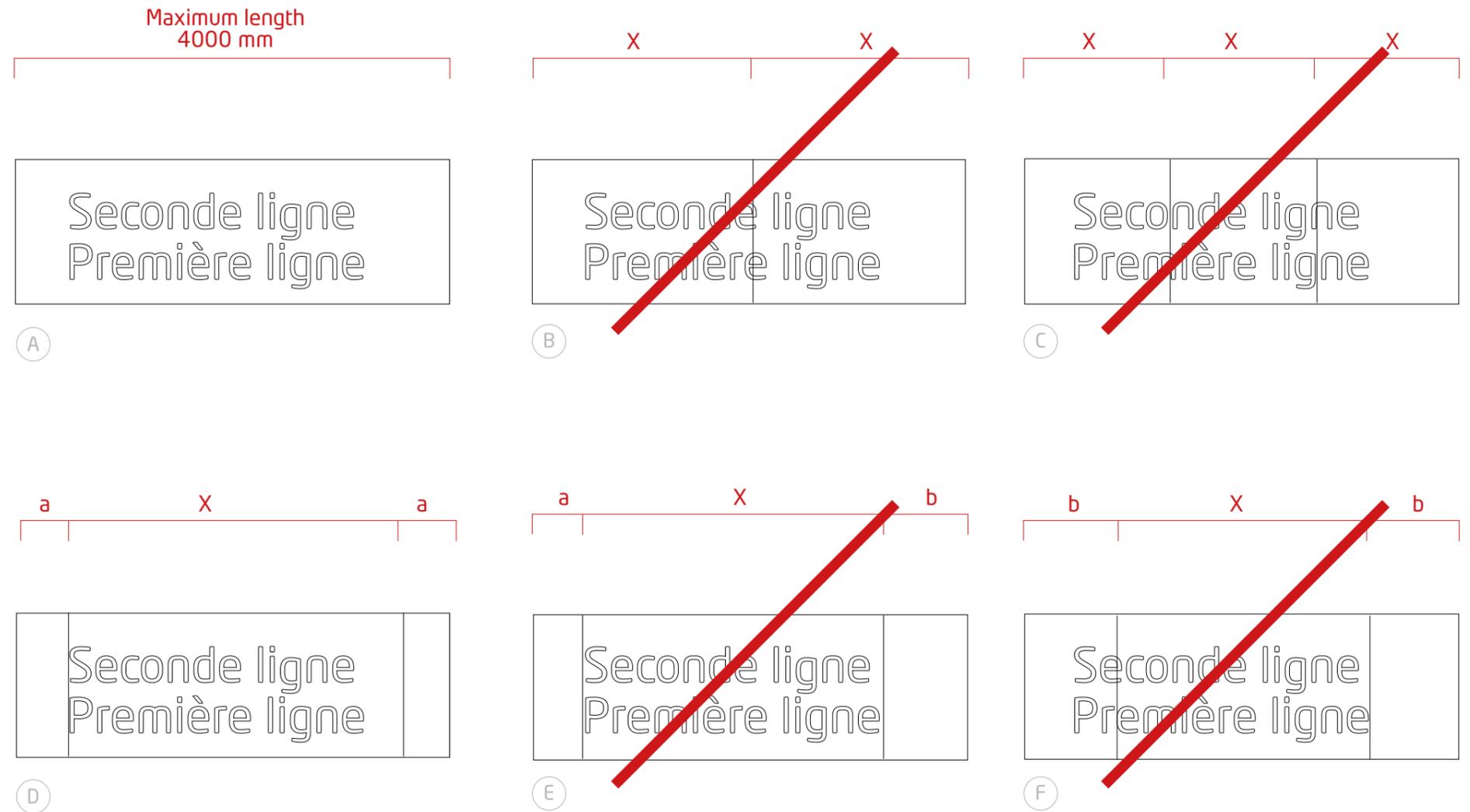
Principle of sizing to fit door

FRONT FACE

Activity fascia implanted on the after-sales frontage should be made in one single part. The 4000 mm standard length is reduced to the width of the door it is fitted to. Nevertheless, it will be possible to make the fascia in different parts with a central module. Sizing will be obtained with 2 identical modules positioned on the each side of the fascia

KEY

- A. Face made in one single part
- B. Fascia cut out into 2 parts
- C. Fascia cut out into 3 parts
- D. Increased length from the central module of the fascia
- E. Cut out into 2 different parts
- F. Wrong layout (central module too short)



9.8 ACTIVITY DISPLAY SIGN

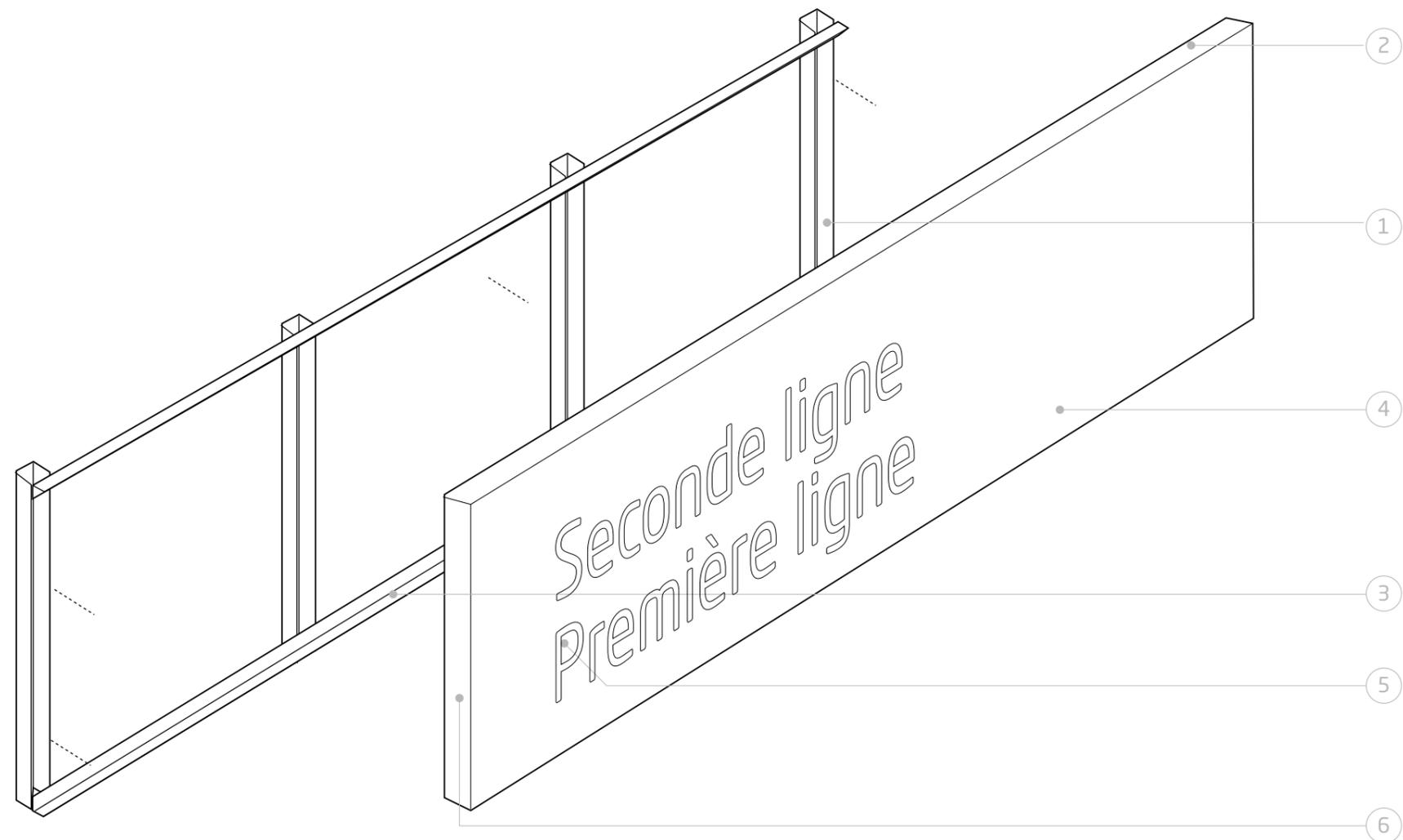
Exploded view of activity fascias on a single door

LEGEND

1. Structural upright in 30 x 30 mm aluminium profile (natural finish aluminium), assembly by welding
2. Upper flanged edge
 - . 60 mm edge, RAL 9010 white lacquered
 - . The face is suspended by its upper part and fixed by pinning at the bottom
3. Structural 30 x 30 mm aluminium L profile (natural finish aluminium)
4. Banner face
 - . Aluminium sheeting (15/10ths of mm thick)
 - . RAL 9010 white finish
5. Lettering in 3 mm «Black & White» PMMA pasted to the back of the face
6. Lateral flanged edge
 - . 60 mm turned out edge, RAL 9010 white lacquered
7. Aluminum profile closure sheet
 - . Ovoid shape, fixed by screws in channels
 - . RAL 9010 white lacquered

LIGHTING

The lettering is lit by chain-LEDs mounted in the back of the banner



9.9 SIGNAGE FOR ACTIVITIES

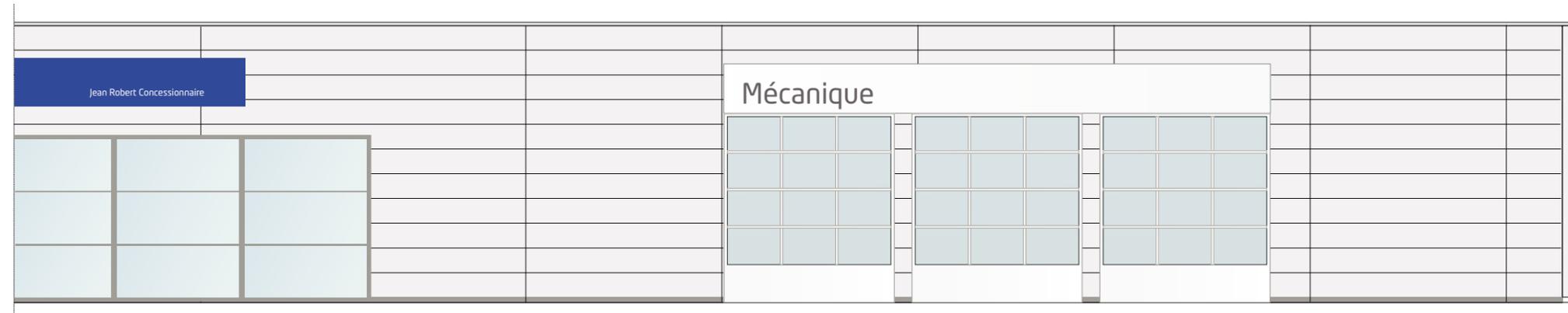
Activities banner - wide format

PRINCIPLE

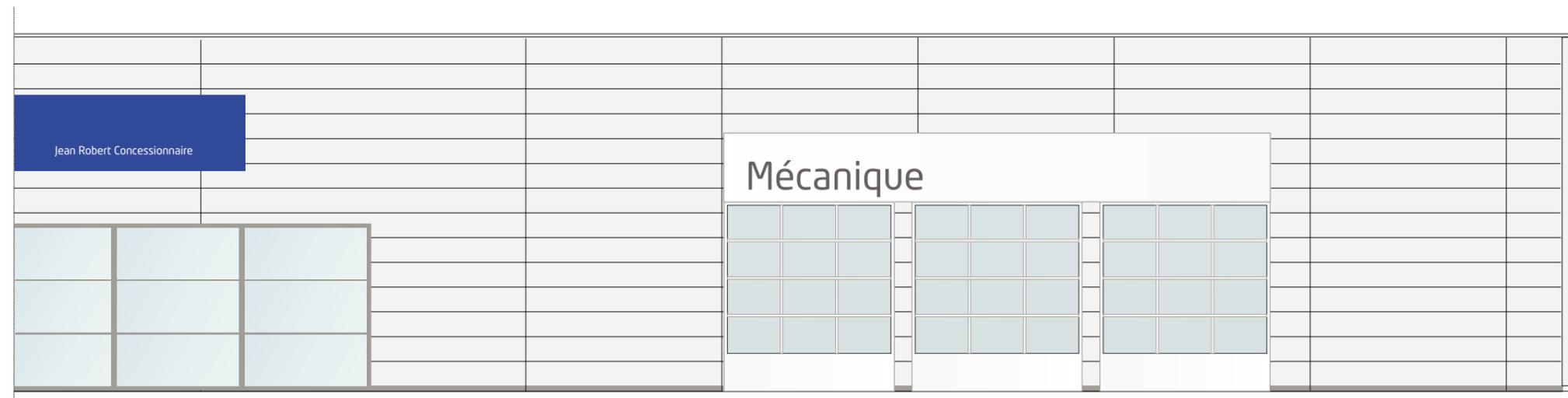
On after-sales façades, activities are identified by a banner displaying the name of the activity on one or two lines.

- > Low-profile façade (< 6 m) 900 mm activities banner.
- > High-profile façade (> 6 m) 1,200 mm activities banner.

The banner shall be cut to the width of each of the activity doors above which it is placed.



Activities bay - 900 mm banner for façade heights < 6m



Activities bay - 1,200 mm banner for façade heights > 6m

PRINCIPLE

Banner heights of 900 and 1,200 mm may be used on after-sales façades.

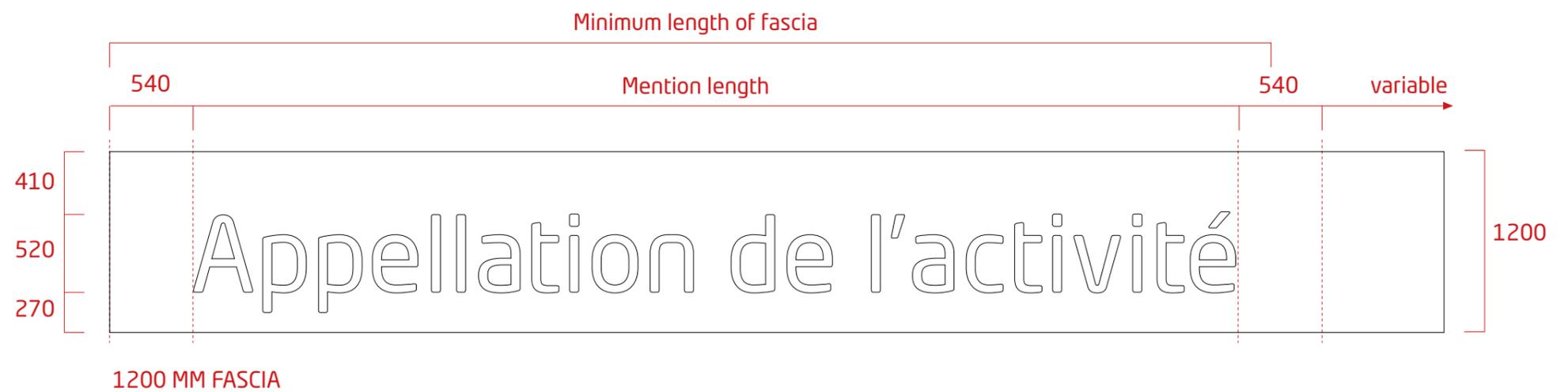
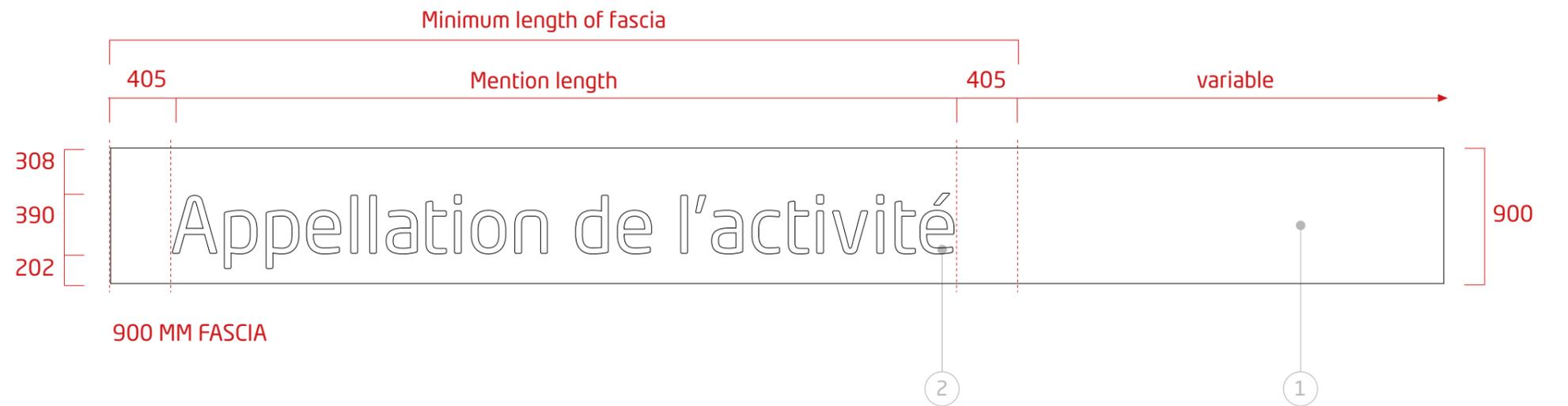
The banner width is set to the dimension of the doors above which it is mounted.

LEGEND

1. RAL 9010 white background
2. Letter «night and day» PMMA
 - . Typeface Neo Tech Dacia Regular.
 - . Left-aligned

NOTE

The dimensions are specified in millimetres (mm).
All colours have a 40% gloss satin finish.



9.11 SIGNAGE FOR ACTIVITIES

Exploded view of wide format activities banner

PRINCIPLE

The banner is mounted on a ladder-type rear structure in order to be able to adjust for any flatness defects in the masonry.

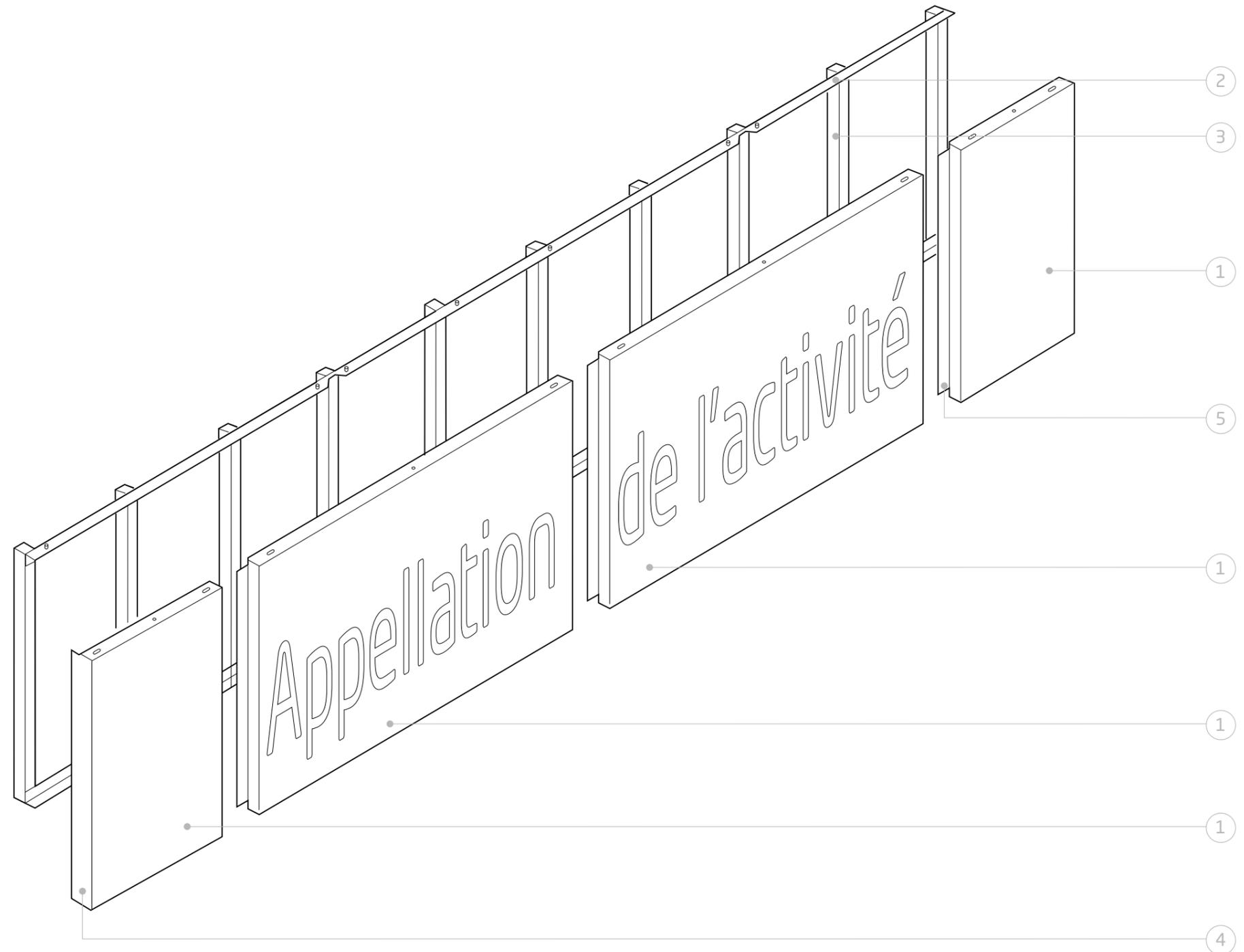
This structure comprises an upper bracket on which the banner is suspended.

The bracket comprises a cut-out to allow for expansion of the aluminum sheets and promote flatness.

The banner consists of a sheet metal panel comprising turned out upright returns. A 60 mm return at each end of the banner serves to perfectly mask the structure.

LEGEND

1. Aluminium sheet (15/10ths of mm thick)
 - . RAL 9010 white
 - . lettering in 3 mm PMMA, Black & White, pasted to the panel
2. Aluminum bracket 30 x 20 x 2 mm welded to the upright square tubes
3. 30 x 30 x 2 mm aluminium profile welded to the structure, natural finish
4. 60 mm return on the vertical and bottom edges of the banner
5. Return, 20 mm minimum



9.12 ACTIVITY DISPLAY SIGN

Insurance company approval signs

DESCRIPTION

There are two identical models:

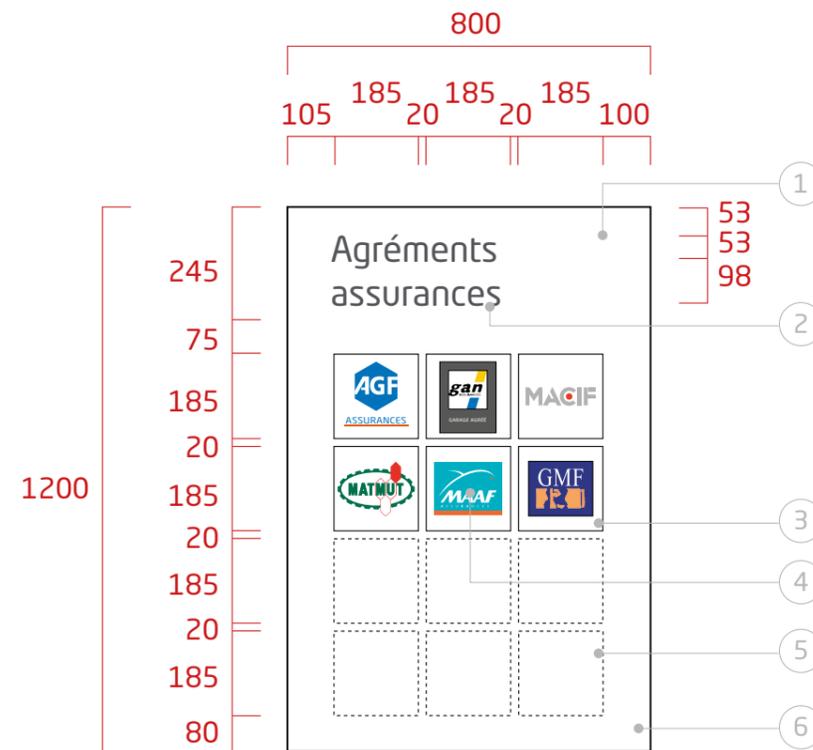
- > The wall model, made in the form of a digital print pasted on white PVC
Format: 80 x 120 cm
- > The model on stand, made in the form of a digital print placed in a standard support and protected by a panel of PMMA (rectoverso)
Format: bus shelter 120 x 170 cm

KEY

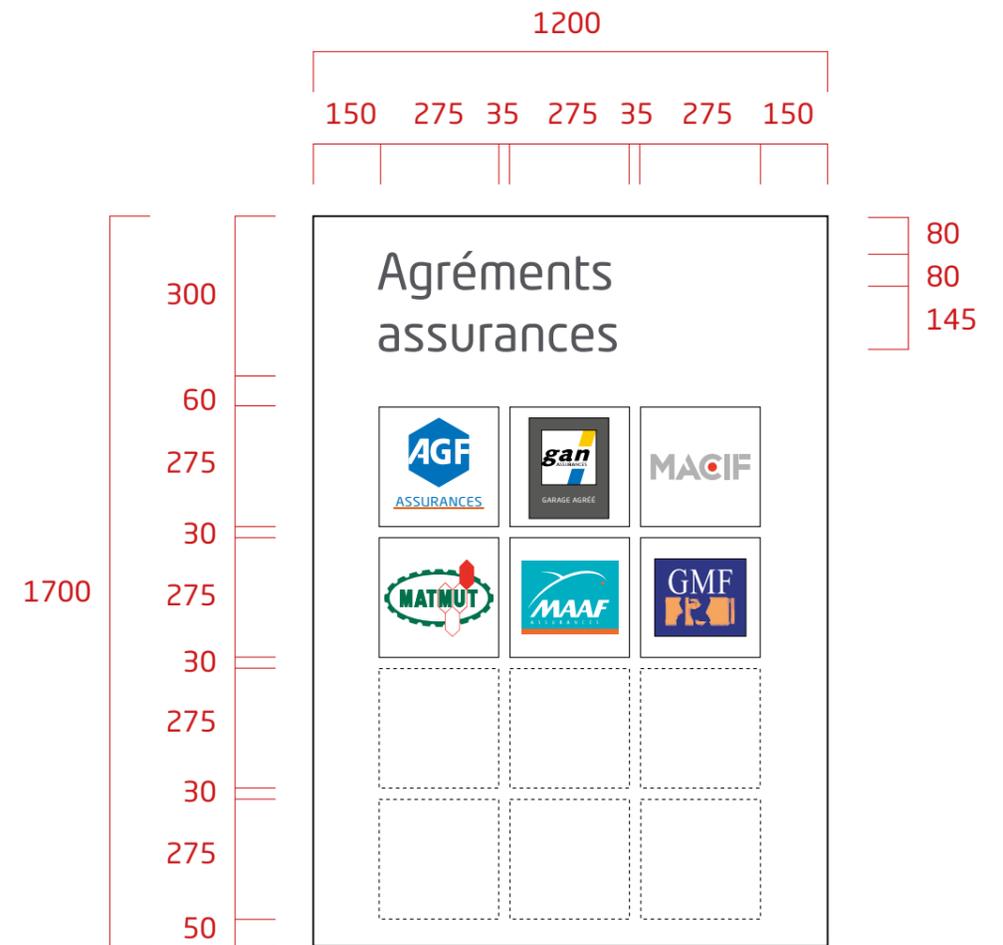
1. RAL 9010 white
2. Mentions
 - . Pantone Cool Gray 11C
 - . Neo tech Dacia Regular type face
 - . Left-aligned
3. Black line, th. 1 mm
4. Insurance company logo display
5. Area reserved for other approval
6. White background

NOTA

These panels will be adapted to each site (number of agreement specific to each sale point).



WALL SIGN 80 X 120 CM



STAND ON SIGN 120 X 170 CM



- 10.1 SERVICE DISPLAY SIGN / Service fascias
- 10.2 SERVICE DISPLAY SIGN / Outline of service fascias
- 10.3 SERVICE DISPLAY SIGN / Exploded view of service fascias
- 10.4 SERVICE DISPLAY SIGN / Cut-out principle of service fascias
- 10.5 SERVICE DISPLAY SIGN / Service fascia on a single door
- 10.6 SERVICE DISPLAY SIGN / Outline of service fascias on a single door
- 10.7 SERVICE DISPLAY SIGN / Principle of sizing to fit door
- 10.8 SERVICE DISPLAY SIGN / Exploded view of service fascias on a single door
- 10.9 SERVICE DISPLAY SIGN / Service flag insignia
- 10.10 SERVICE DISPLAY SIGN / Outline of service flag insignia
- 10.11 SERVICE DISPLAY SIGN / Outline of service flag insignia - Long mention
- 10.12 SERVICE DISPLAY SIGN / Service flag insignia on masts
- 10.13 SERVICE DISPLAY SIGN / Service stand alone signs
- 10.14 SERVICE DISPLAY SIGN / Outline of 2615 mm service stand alone display sign
- 10.15 SERVICE DISPLAY SIGN / Outline of 2845 mm service stand alone display sign
- 10.16 SERVICE DISPLAY SIGN / Exploded view of service stand alone display signs
- 10.17 SERVICE DISPLAY SIGN / Ground attachment of service stand alone display signs
- 10.18 SERVICE DISPLAY SIGN / Presentation of service entrance plaque
- 10.19 SERVICE DISPLAY SIGN / Description of service entrance plaque
- 10.20 TEST DRIVE MARKING / Principle and dimensions

10.1 SIGNAGE FOR SERVICES

The services banners

PRINCIPE

On after-sales façades, activities are identified by a banner displaying the name of the activity. The banner features an offset illuminated duct and is available in two heights:

- > Low-profile façade (< 6 m)
900 mm services banner.
- > High-profile façade (> 6 m)
1,200 mm services banner.

The banner shall be cut to the width of each of the activity doors above which it is placed.

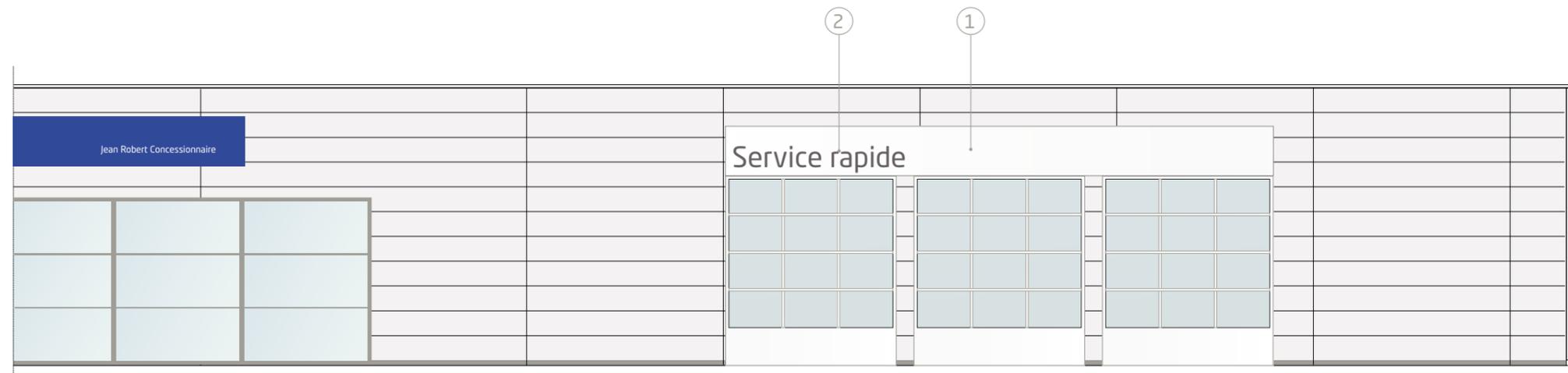
In addition, an activities sign may be installed displaying «Dacia» and the service wording.

LEGEND

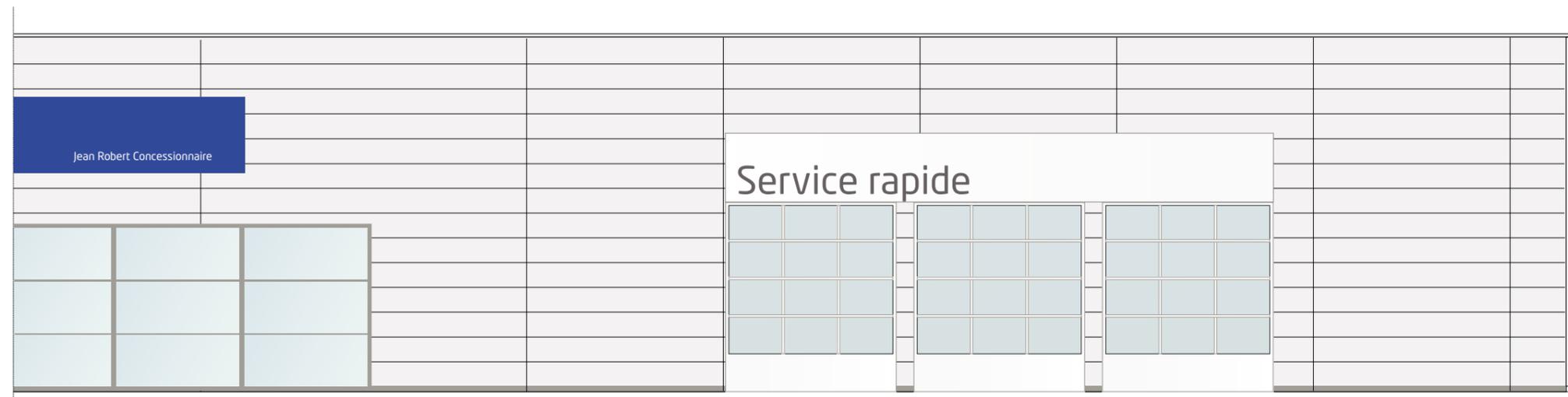
1. RAL 9010 white background
2. Lettering in «Black & White» backlit PMMA
Typeface Neo Tech Dacia Regular
3. Service wording in «Black & White» backlit PMMA
Typeface Neo Tech Dacia Medium

Note

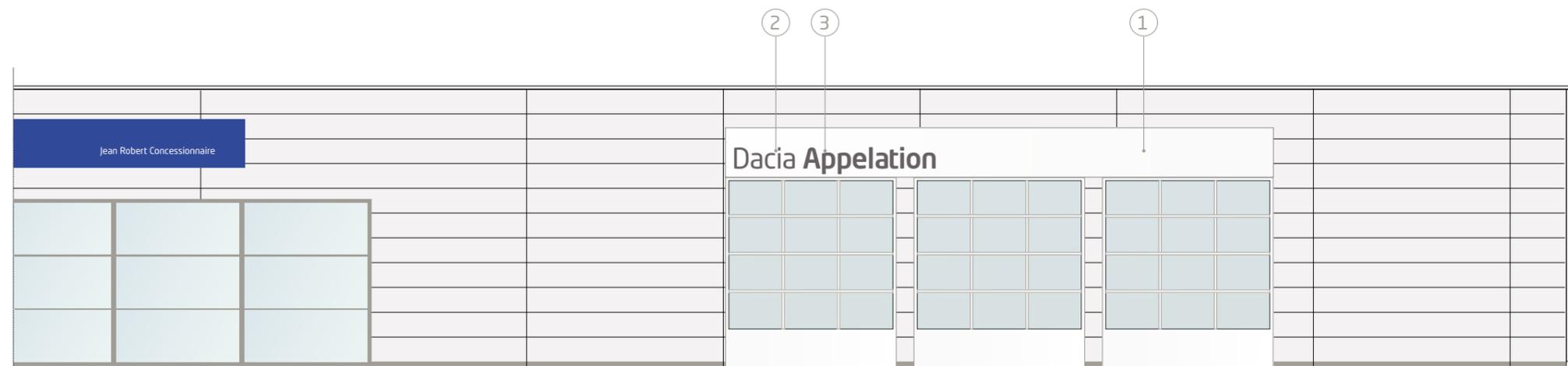
Dimensions are in mm. All colours have a 40% gloss satin finish.



Activities bay - 900 mm banner for façade heights < 6m



Activities bay - 1,200 mm banner for façade heights > 6m



Activities bay - Dacia service

10.2 SERVICE DISPLAY SIGN

Outline of service fascias

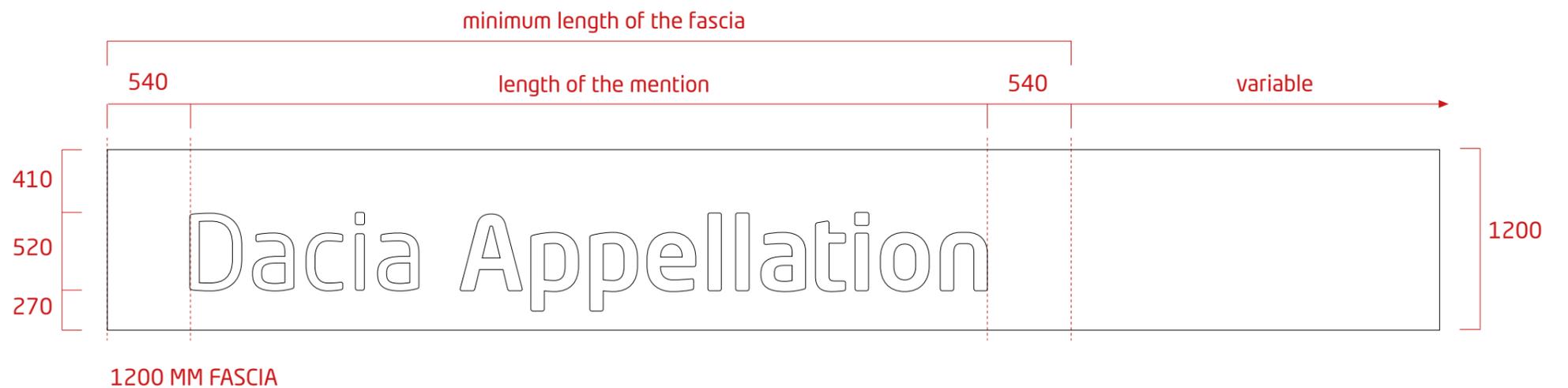
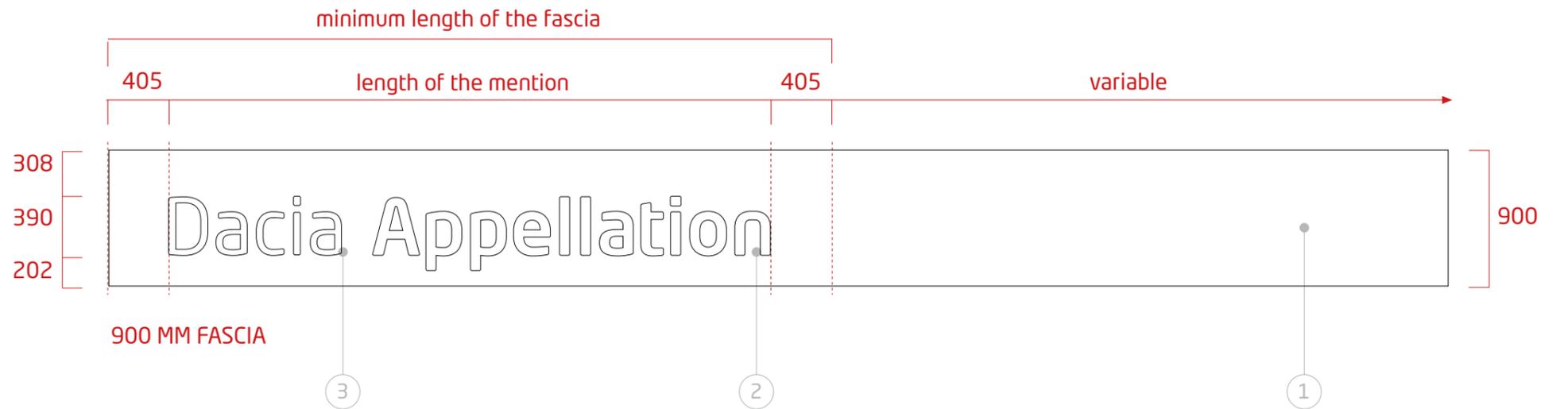
PRINCIPLE

Heights 900 mm or 1200 mm can be used on frontages dedicated to service.

The length of the fascia is trimmed to the specific frontage width.

KEY

- 1. RAL 9010 white face
- 2. Adhesive mentions
 - Neo Tech Dacia medium type face
 - Pantone Cool Gray 11 C
 - Left-aligned
- 3. "Dacia" logotype
 - Neo Tech Dacia regular type face
 - Pantone Cool Gray 11 C
 - Left-aligned



10.3 SERVICE DISPLAY SIGN

Exploded view of service fascias

PRINCIPLE

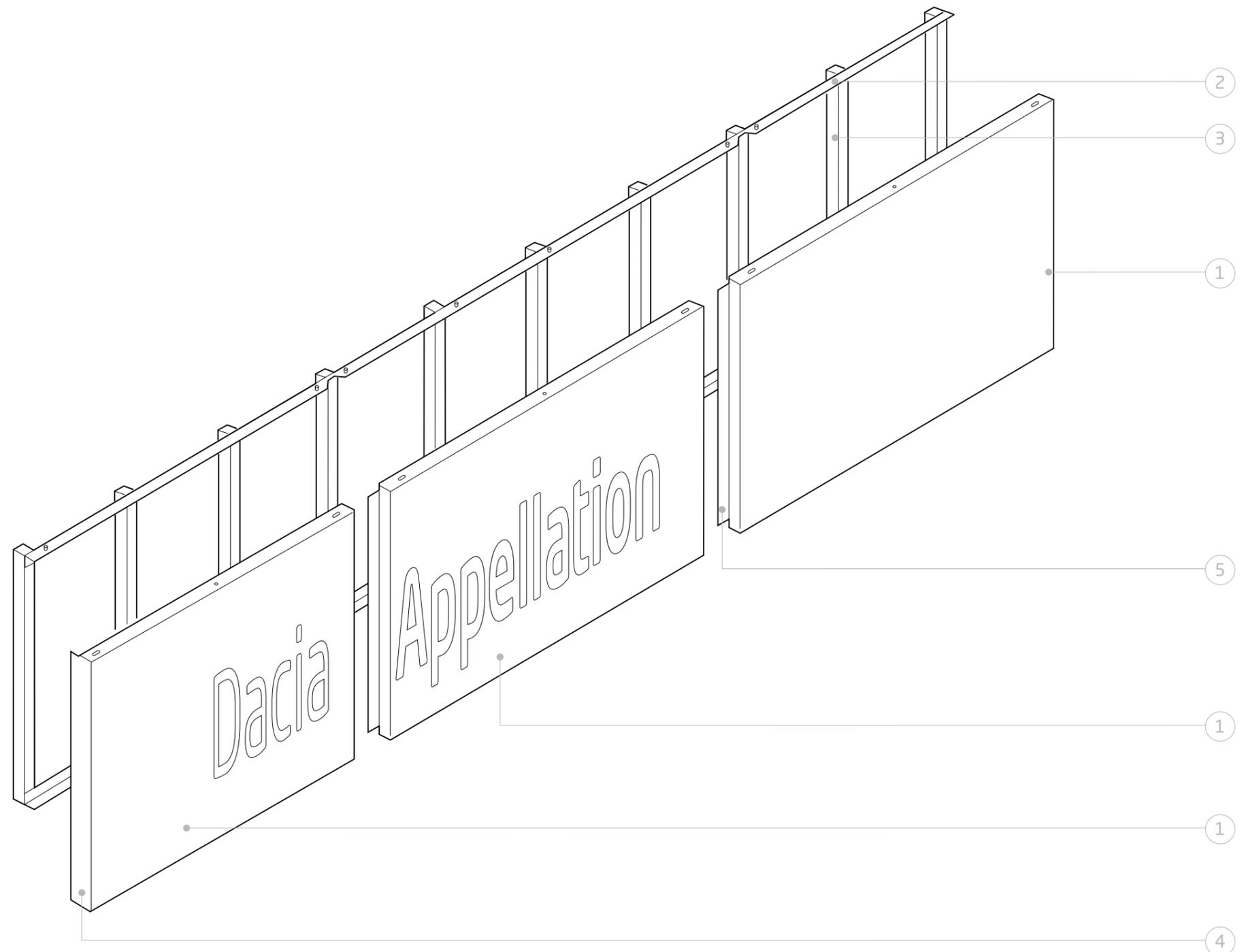
The fascia is fitted to a ladder type rear structure so that any defects in smoothness of the brickwork can be remedied.

This structure includes a cleat in the upper part from which the fascia is suspended. This cleat includes a cut out to help ensure smoothness of the metal panel during dilatation.

The fascia comprises a tablet metal panel including vertical returns. A return measuring 60 mm on each end of the fascia ensures perfect masking of the structure.

KEY

1. Aluminium panel th. 15/10
RAL 5002 blue
2. Aluminium cleat 30 x 20 x 2 mm welded onto the vertical square tubes
3. Aluminium tube 30 x 30 x 2 mm welded onto the structure with unworked finish
4. Return of 60 mm on the vertical and lower edges of the fascia
5. Return measuring 20 mm min.



10.4 SERVICE DISPLAY SIGN

Cut-out principle of service fascias

FACE AVANT

Service fascias implanted on bay or glazed parts are trimmed to the specific frontage width.

They are necessarily made in various parts from an initial module including the Service mention (Dacia appellation) then trimmed out with identical modules.

Lay-out of the fascia must respect letters. **Cutting out is necessary positioned between letters of the Service mention** avoiding to reduce visibility.

BRACKET ARMS LAY OUT

Bracket arms must be implanted on the length of the fascia respecting a regular distance from 1000 to 1250 mm, according to the industrial solutions used by the signmaker in making the structure of the fascia.

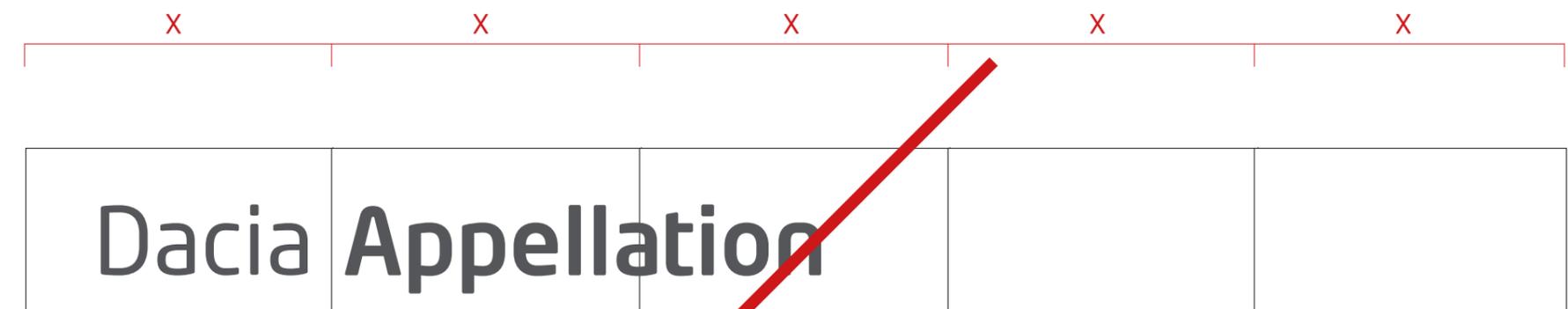
Bracket arms are always positioned at 50 mm from the edges of the fascia.

KEY

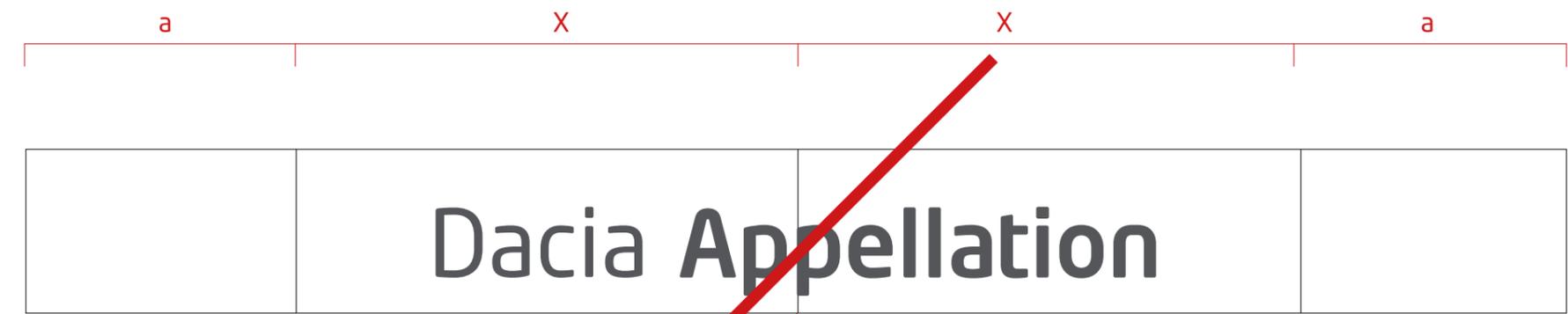
- A. Correct lay-out
- B. Wrong layout with different length
- C. Centered service mention



A



B



C

10.5 SIGNAGE FOR SERVICES

Services banners on single door

PRINCIPLE

On after-sales façades, services banners and activities banners may co-exist. Each banner designating the activity or service is mounted above a workshop access door.

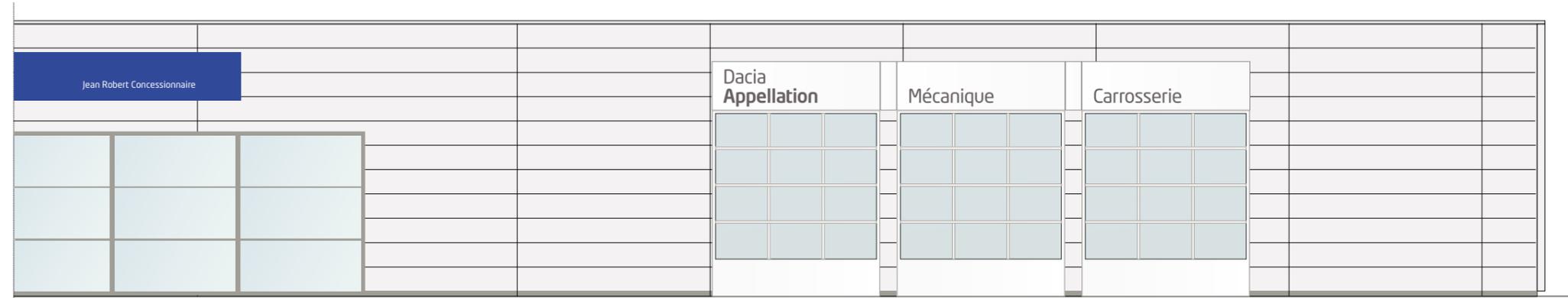
The services banner on single door is available in two heights:

- > Low-profile façade (< 6 m)
900 mm activities banner.
- > High-profile façade (> 6 m)
1,200 mm activities banner.

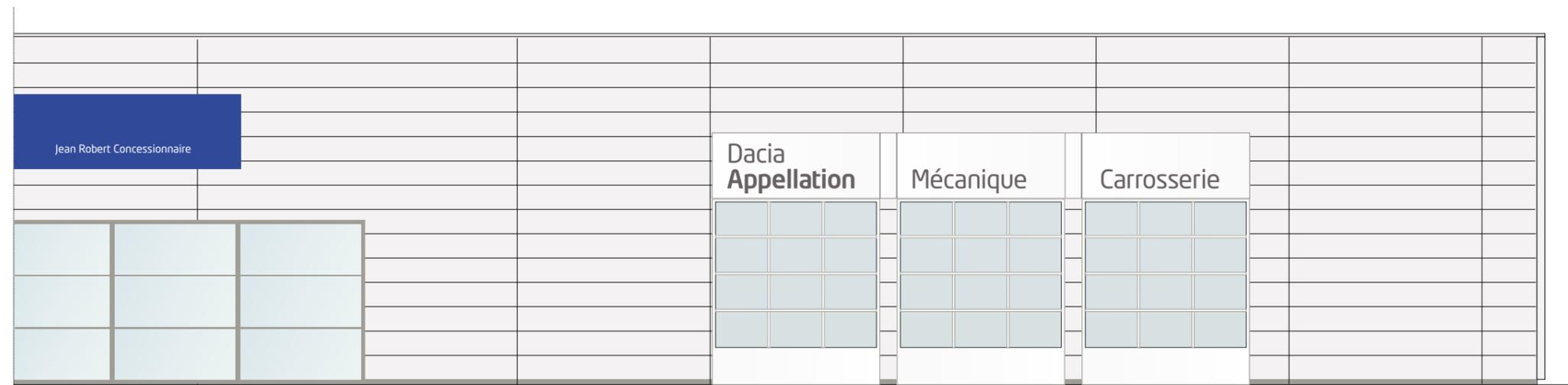
This banner shall be cut to the width of the door over which it is placed. In order to create a visual division, an intermediate spacer shall be placed between each door.

LEGEND

- 1 - Services banners on single doors
- 4 - Activities banner



Activities and service bay - 900 mm banner for façade heights < 6m



Activities and service bay - 1,200 mm banner for façade heights > 6m

10.6 SERVICE DISPLAY SIGN

Outline of service fascias on a single door

PRINCIPLE

Banner heights of 900 and 1,200 mm may be used on after-sales façades.

The banner of a standard length of 4,000 mm shall be re-cut to the width of the door,

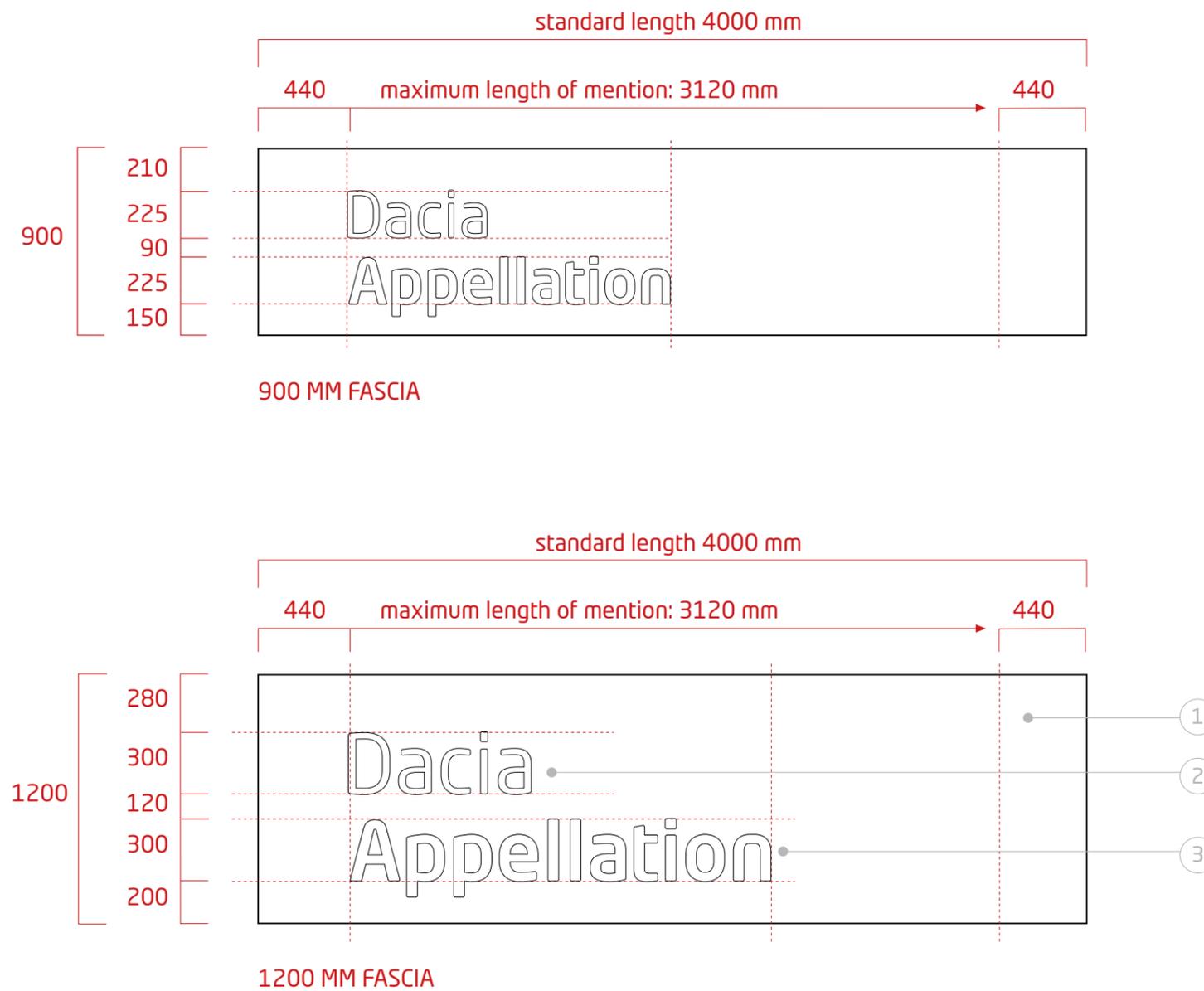
LEGEND

1. RAL 9010 white background
2. «Dacia» word
 - . 3 mm «Black & White» PMMA - pasted to the panel
 - . Typeface Neo Tech Dacia Regular
 - . Cool Gray 11 C
 - . Left-aligned
3. «Service name» wording
 - . 3 mm «Black & White» PMMA - pasted to the panel
 - . Typeface Neo Tech Dacia Medium.
 - . Cool Gray 11 C
 - . Left-aligned

Note

The dimensions are specified in millimetres (mm).

All colours have a 40% gloss satin finish.

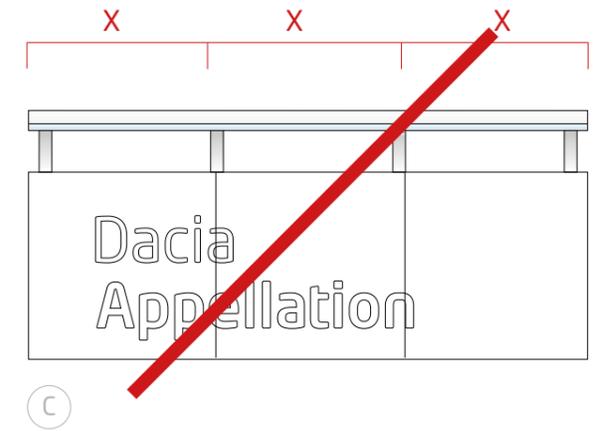
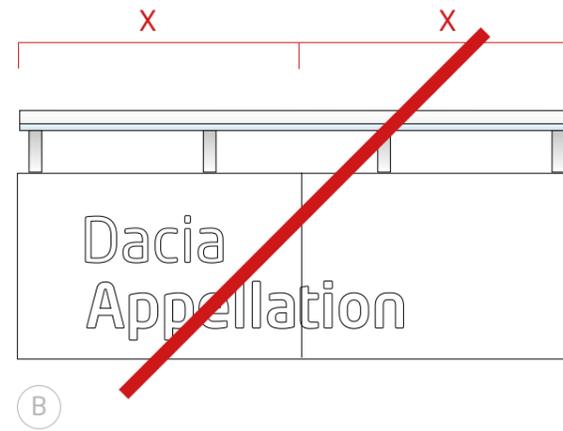
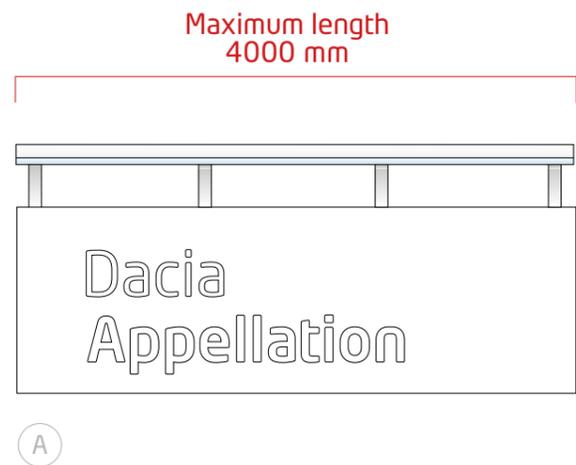


10.7 SERVICE DISPLAY SIGN

Principle of sizing to fit door

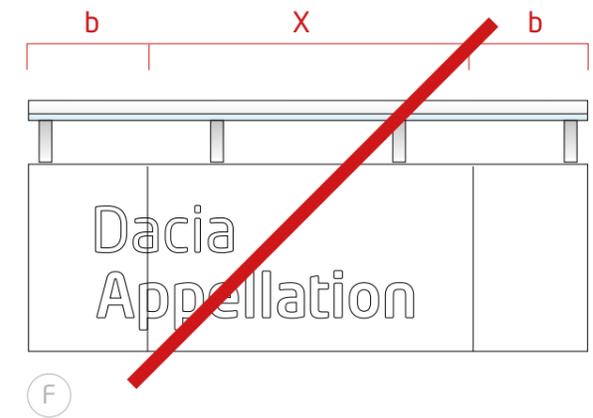
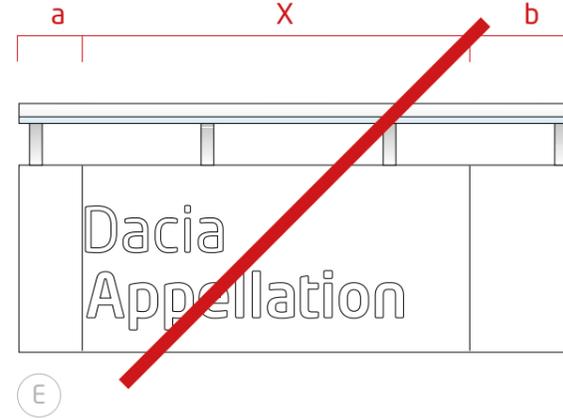
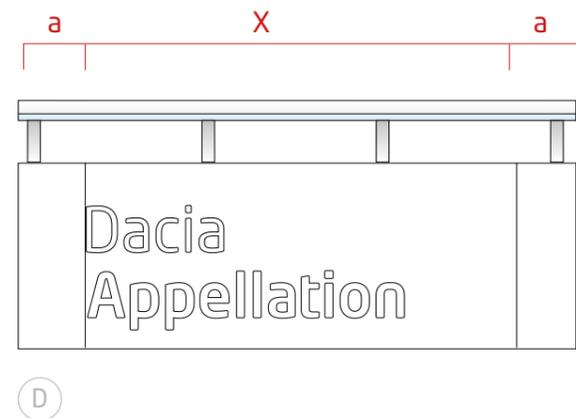
FRONT FACE

Activity fascia implanted on the after-sales frontage should be made in one single part. The 4000 mm standard length is reduced to the width of the door it is fitted to. Nevertheless, it will be possible to make the fascia in different parts with a central module. Sizing will be obtained with 2 identical modules positioned on the each side of the fascia



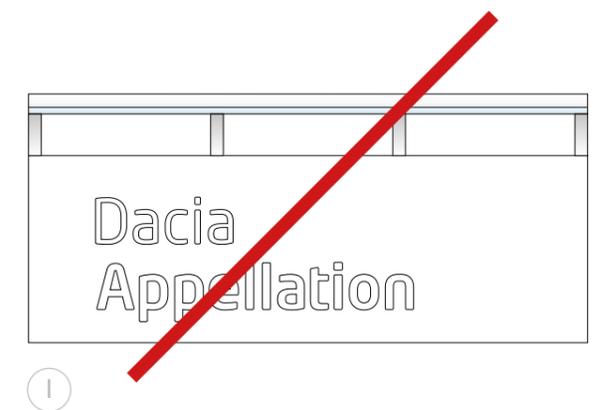
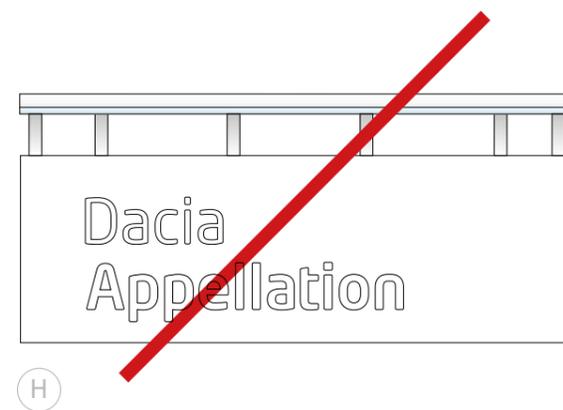
BRACKET ARMS LAY OUT

Bracket arms must be implanted on the length of the fascia respecting a regular distance from 1000 to 1250 mm, according to the industrial solutions used by the signmaker in making the structure of the fascia. Bracket arms are always positioned at 50 mm from the edges of the fascia.



KEY

- A. Face made in one single part
- B. Fascia cut out into 2 parts
- C. Fascia cut out into 3 parts
- D. Increased length from the central module of the fascia
- E. Cut out into 2 different parts
- F. Wrong layout (central module too short)
- G. Good distance between bracket arms
- H. Wrong distance between bracket arms
- I. Bracket arms positioned on the edges of the fascia

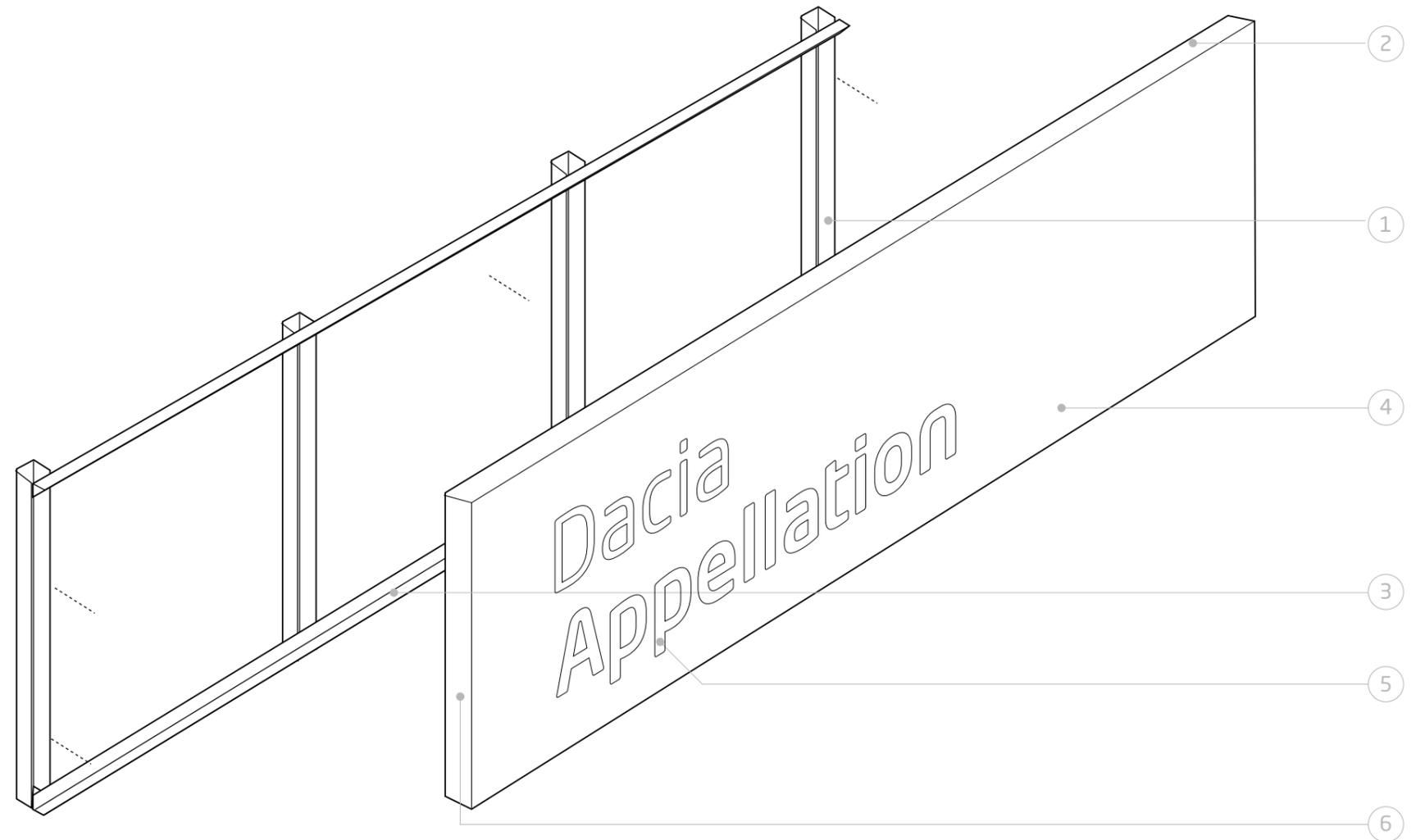


10.8 SIGNAGE FOR ACTIVITIES

Exploded view of services banners on single door

LEGEND

1. Structural upright in 30 x 30 mm aluminium profile (natural finish aluminium), assembly by welding
2. Upper flanged edge
 - . 60 mm edge, RAL 9010 white lacquered
 - . The face is suspended by its upper part and fixed by pinning at the bottom
3. Structural 30 x 30 mm aluminium L profile (natural finish aluminium)
4. Banner face
 - . Aluminium sheeting (15/10^{ths} of mm thick)
 - . RAL 9010 white finish
5. Adhesive lettering
 - . Cool Gray 11 C
6. Lateral flanged edge
 - . 60 mm turned out edge, RAL 9010 white lacquered



10.9 SIGNAGE FOR SERVICES

The services signs

DESCRIPTION

Services signs complement the banners in helping to identify the after-sales activity.

The faces of the signs have raised turned-out edges.

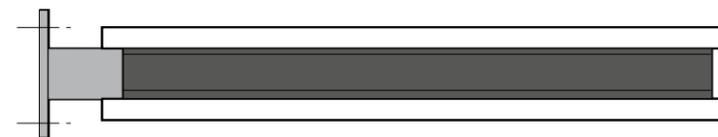
The contour is made of aluminium folded sheet metal cut at à 45° angles.

LIGHTING

The lettering is lit by chain-LEDs installed at the rear of the box

LEGEND

1. Aluminium front panel (15/10^{ths} of mm thick)
RAL 9010 white
2. Lettering in 3 mm «Black & White» PMMA
pasted behind the face panel
Typeface Neo Tech Dacia Medium
Left-aligned
3. Lettering in 3 mm «Black & White» PMMA
pasted behind the face panel
Typeface Neo Tech Dacia Regular
Left-aligned
4. Lacquer finish brackets and base plates
Cool Gray 5C
5. Lacquer finish contour
Cool Gray 5C



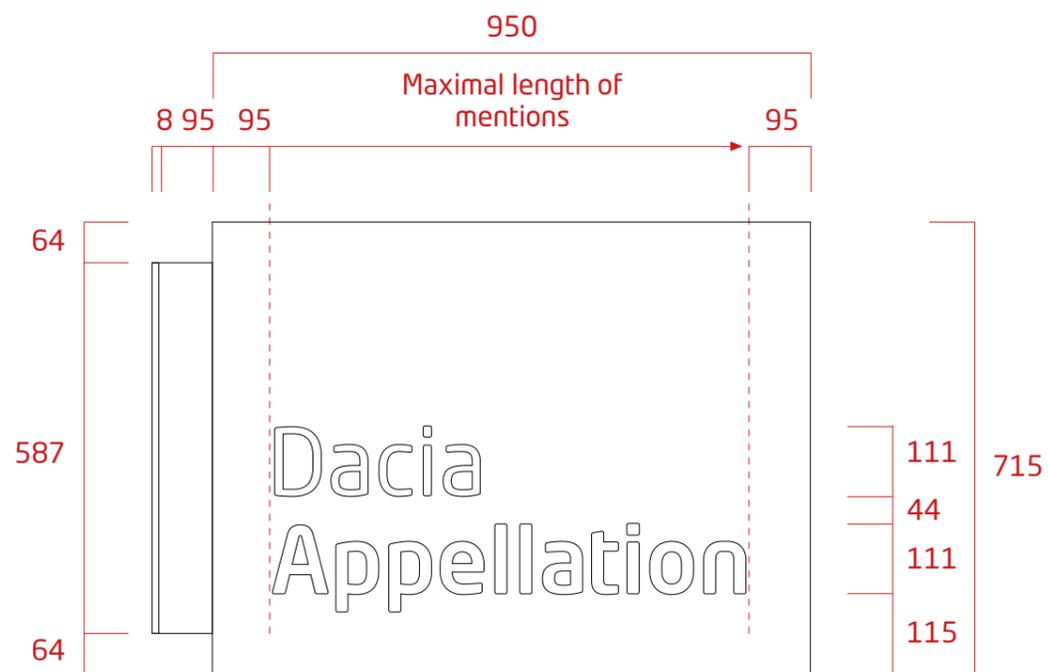
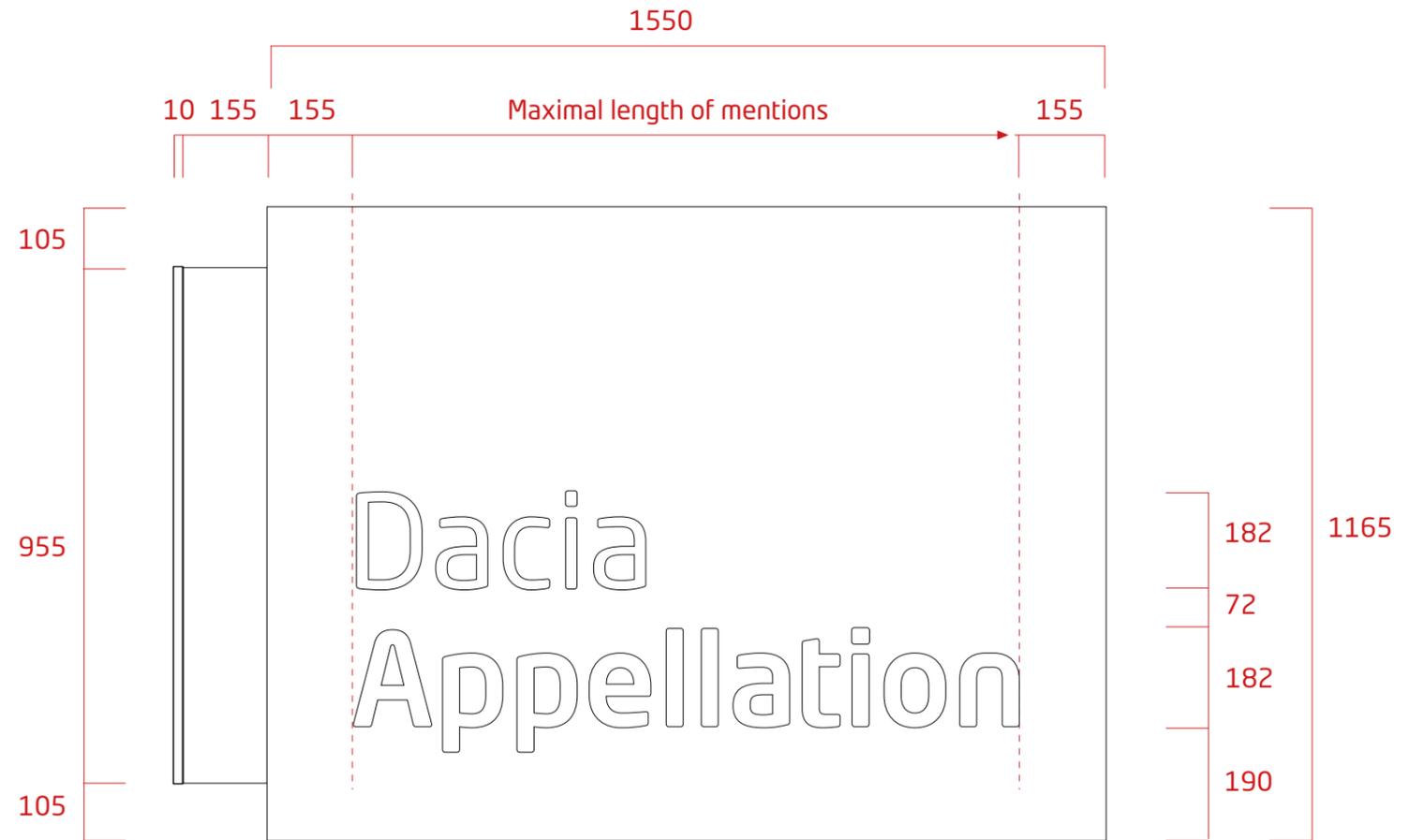
10.10 SERVICE DISPLAY SIGN

Outline of service flag insignias

DESCRIPTION

Two variants of the projecting sign are planned:

- > L. 1550 x H. 1145 x th. 105 mm
- > L. 950 x H. 675 x th. 105 mm.

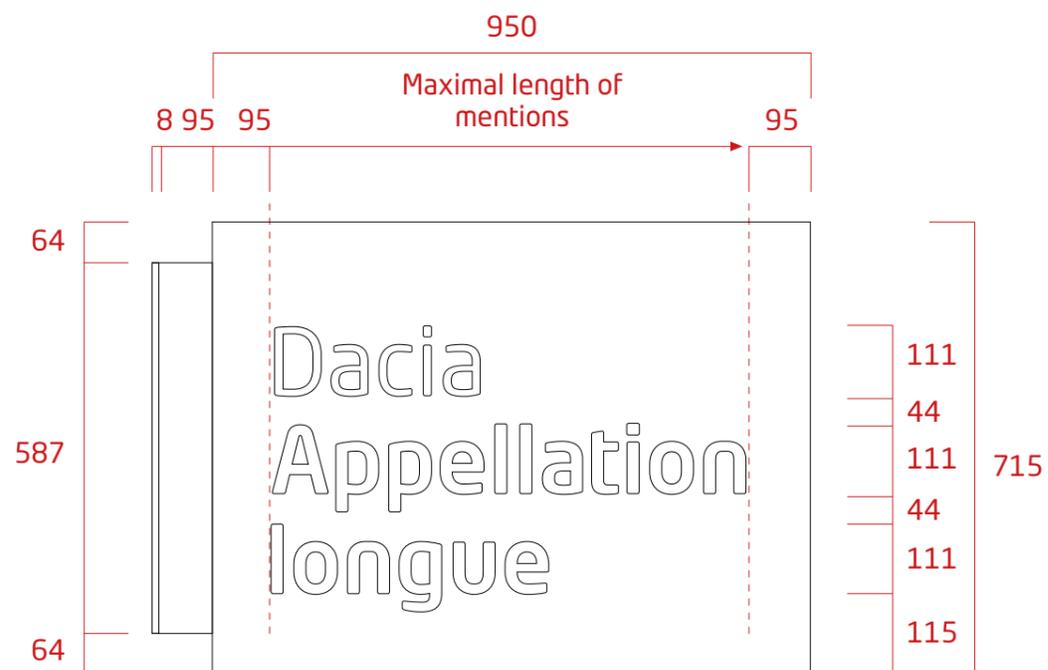
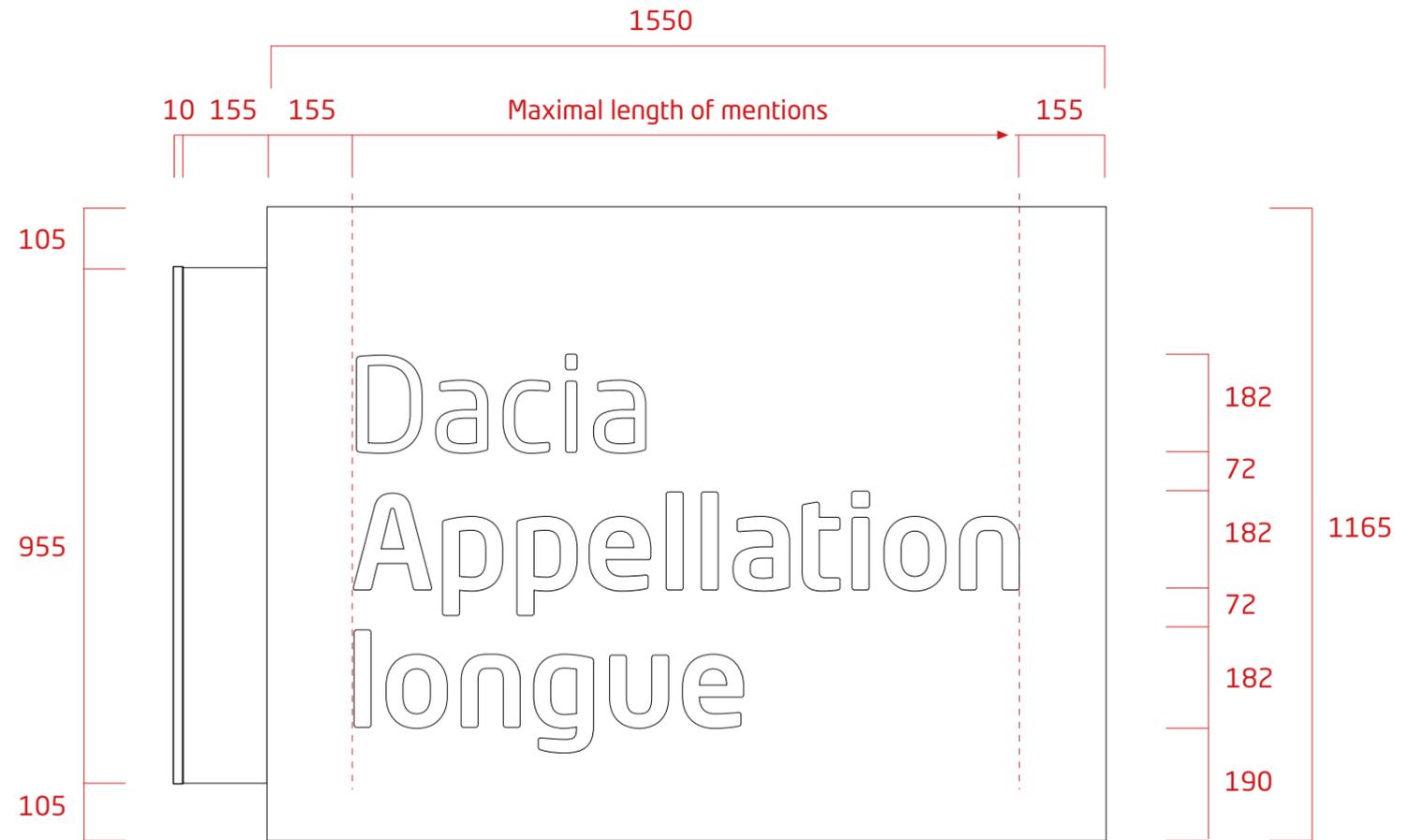


10.11 SERVICE DISPLAY SIGN

Outline of service flag insignias - Long mention

DESCRIPTION

This outline is adapted to long service mention needing 2 lines.



10.12 SERVICE DISPLAY SIGN

Service flag insignia on masts

DESCRIPTION

Service flag insignia are identical to activity sign insignia with the exception of the mentions written on the faces.

Two variants of the service sign insignias are planned:

- > 1550 mm service flag sign,
- > 950 mm service flag sign.

ADAPTATION ON MASTS

DACIA service sign insignias can be mounted on 6500 or 4500 mm masts according the following solutions:

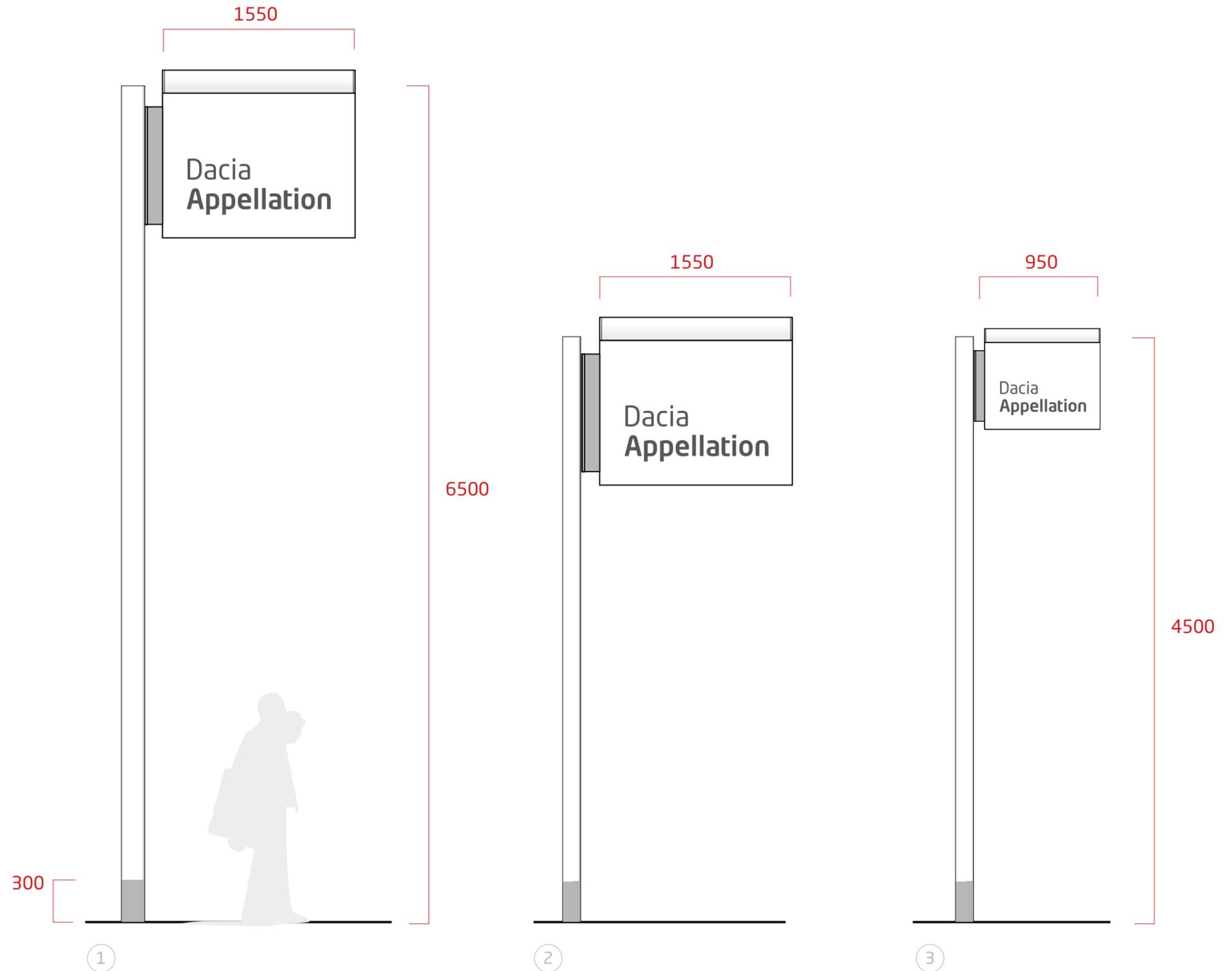
1. 1550 mm service sign on 6500 mm mast
2. 1550 mm service sign on 4500 mm mast
3. 950 mm service sign on 4500 mm mast.

Cross-section of these masts are as following:

- > 6500 mm mast: 150 x 150 mm
- > 4500 mm mast: 100 x 100 mm.

PARTICULARITY

The 900 mm service sign insignia must not be mounted upon a 6500 mm mast.



10.13 SERVICE DISPLAY SIGN

Service stand alone display signs

DESCRIPTION

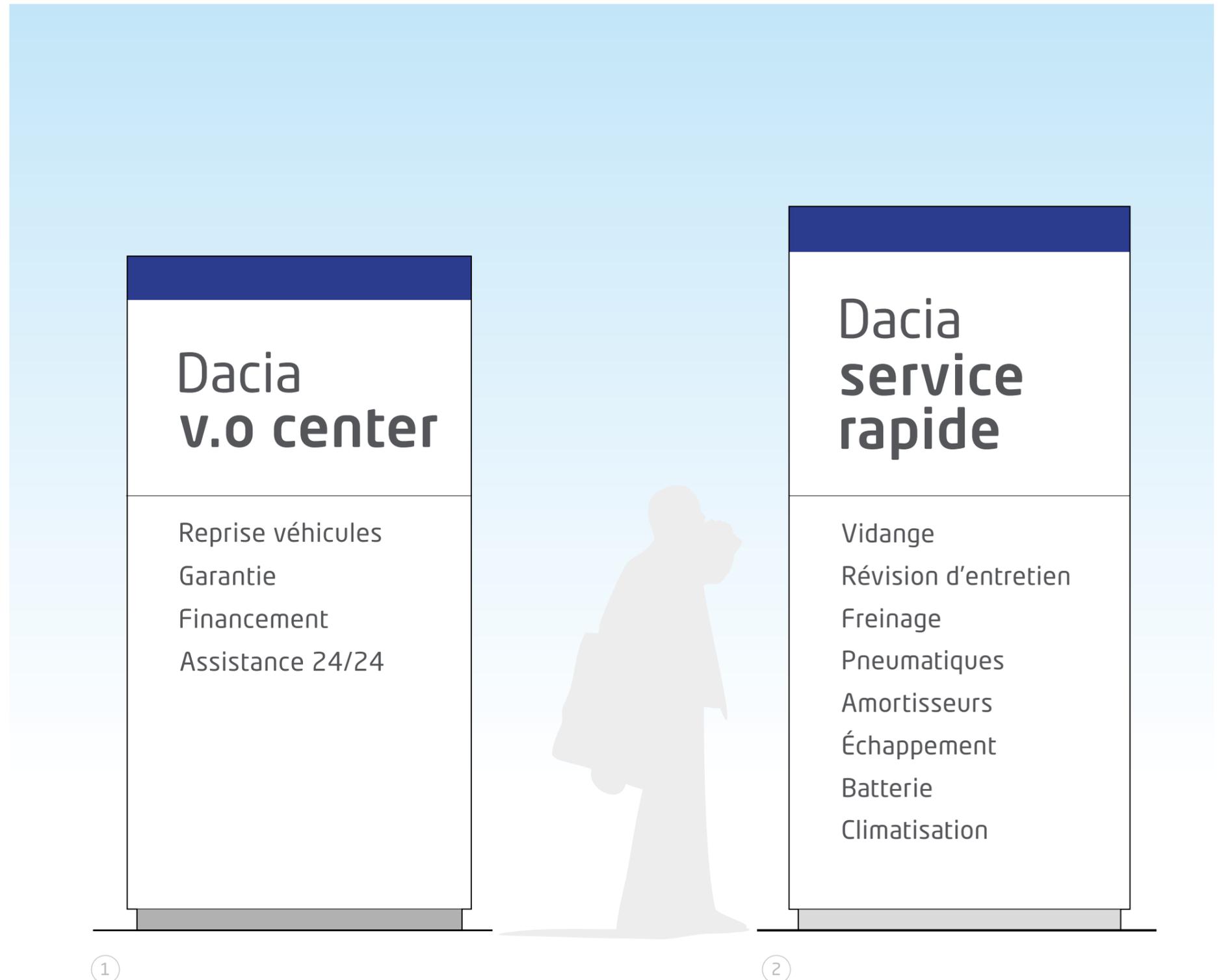
Service stand alone signs are similar to directional signs using the same tooling and structure.

These signs are made with flat aluminium panels fitted on a galvanized steel frame.

Decoration is made by strip on non-illuminated panels.

KEY

1. Service stand alone sign for short Service mention on one line
h. 2615 x l. 1400 x th. 120 mm.
2. Service stand alone sign for long Service mention on two lines
h. 2845 x l. 1400 x th. 120 mm.



10.14 SERVICE DISPLAY SIGN

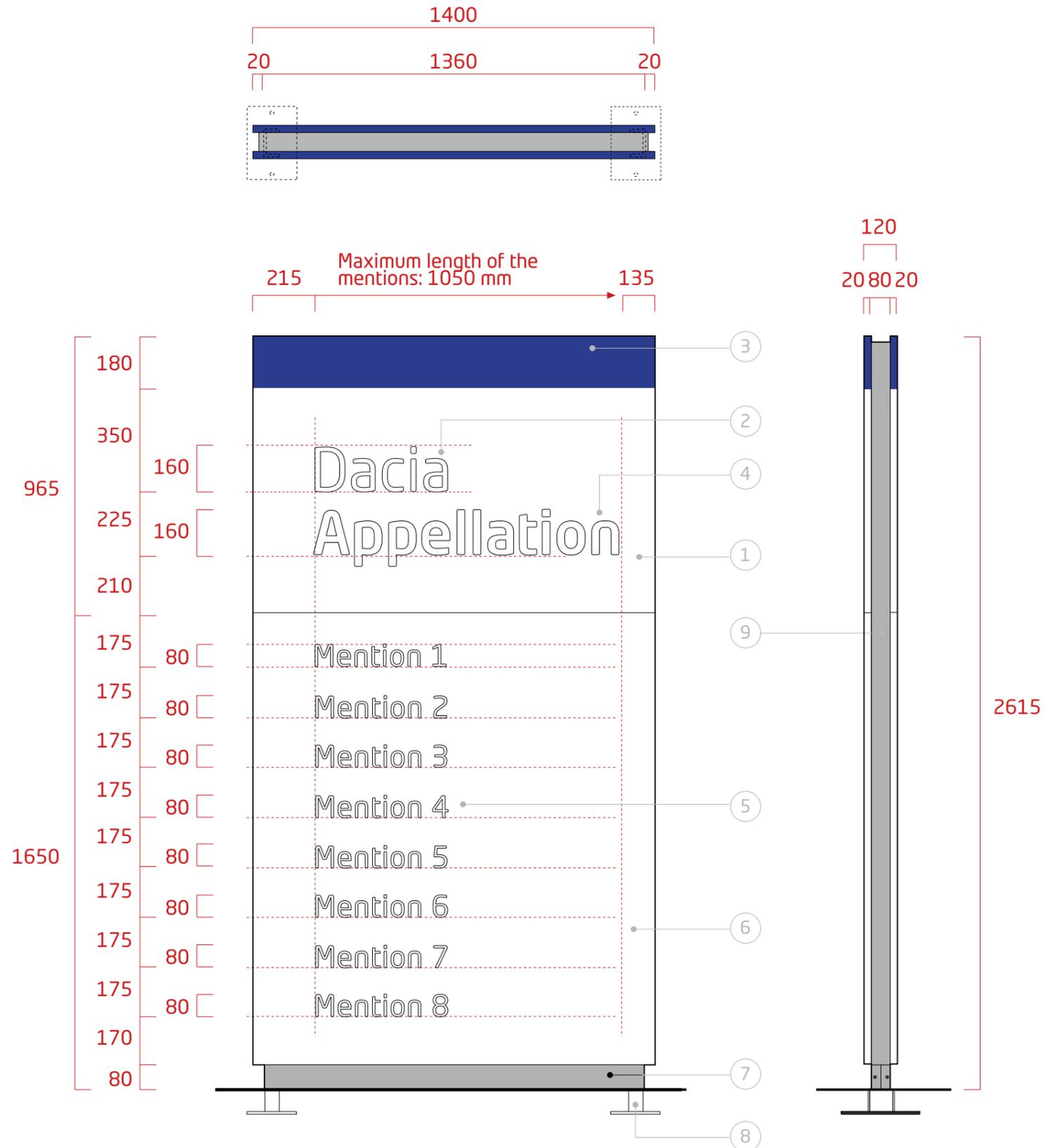
Outline of 2615 mm service stand alone display sign

DESCRIPTION

- Lacquered aluminium sheet
- Adhesive decoration
- 40 % glossy satin finish
- Format: h. 2615 x l. 1400 x th. 120 mm

KEY

1. Front face
 - Lacquered aluminium sheet
 - RAL 9010 white
2. "DACIA" mention
 - Neo Tech Dacia regular type face
 - left-aligned
 - Pantone Cool Gray 11C adhesive
3. Upper part
 - Adhesive decoration
 - RAL 5002 blue
4. Name of the "Service"
 - Neo Tech Dacia medium type face
 - Left-aligned
 - Pantone Cool Gray 11C adhesive
5. Mentions
 - Neo Tech Dacia Regular type face
 - Left-aligned
 - Pantone Cool Gray 11C adhesive
6. Lower face
 - prelacquered aluminium
 - RAL 9010 white
7. Plinth
 - bended aluminium sheet
 - lacquered Pantone Cool Gray 5C
8. Plates and reinforcements for ground attachment (embedded)
 - Protected by galvanization
9. Hollow base decoration (structure)
 - Pantone Cool Gray 5C



10.15 SERVICE DISPLAY SIGN

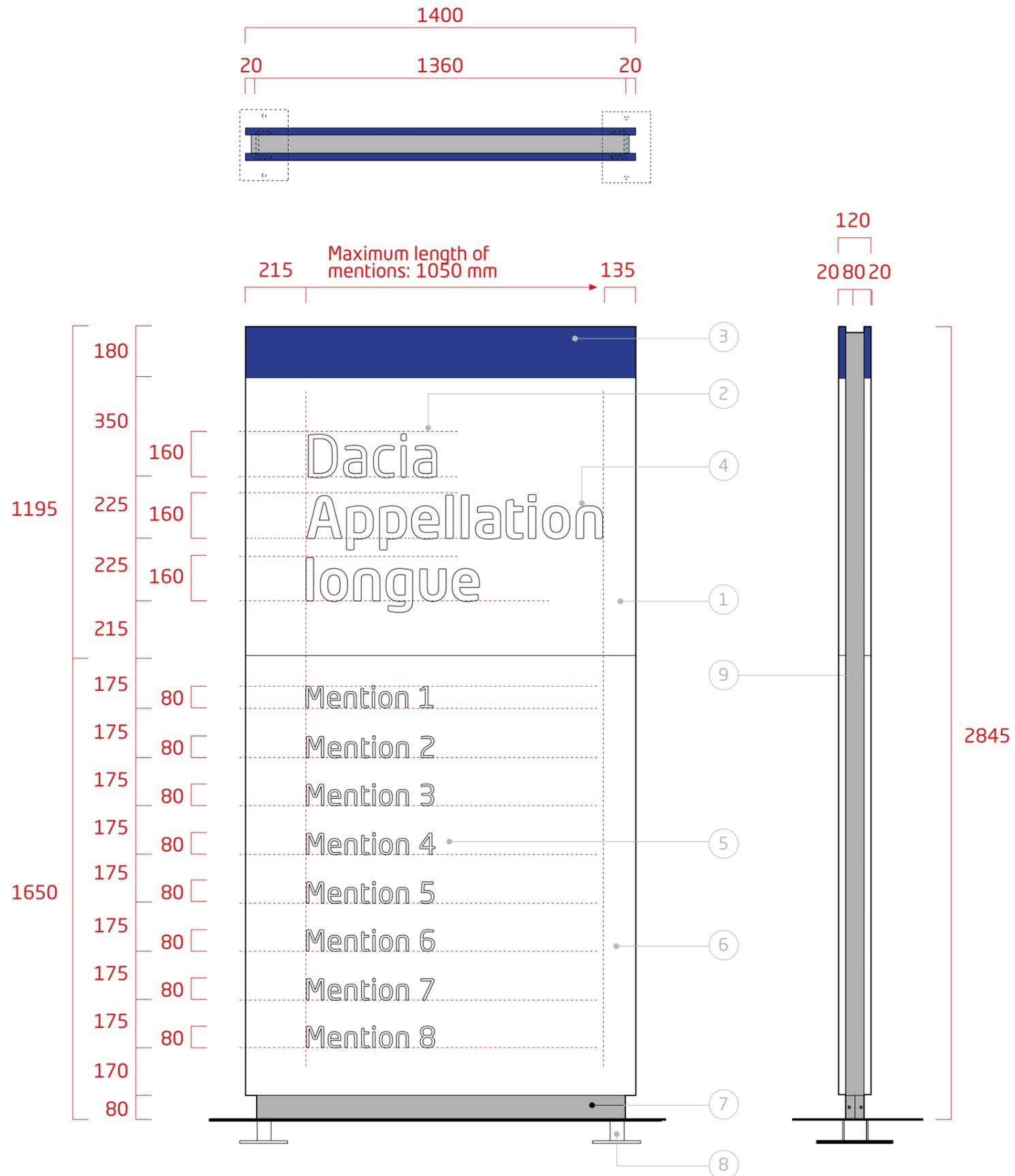
Outline of 2845 mm service stand alone display sign

DESCRIPTION

- Lacquered aluminium sheet
- Adhesive decoration
- 40 % glossy satin finish
- Format: h. 2845 x l. 1400 x th. 120 mm

KEY

1. Front face
 - Lacquered aluminium sheet
 - RAL 9010 white
2. "DACIA" mention
 - Neo Tech Dacia regular type face
 - left-aligned
 - Pantone Cool Gray 11C adhesive
3. Upper part
 - Adhesive decoration
 - RAL 5002 blue
4. Name of the "Service"
 - Neo Tech Dacia medium type face
 - Left-aligned
 - Pantone Cool Gray 11C adhesive
5. Mentions
 - Neo Tech Dacia Regular type face
 - Left-aligned
 - Pantone Cool Gray 11C adhesive
6. Lower face
 - prelacquered aluminium
 - RAL 9010 white
7. Plinth
 - bended aluminium sheet
 - lacquered Pantone Cool Gray 5C
8. Plates and reinforcements for ground attachment (embedded)
 - Protected by galvanization
9. Hollow base decoration (structure)
 - Pantone Cool Gray 5C

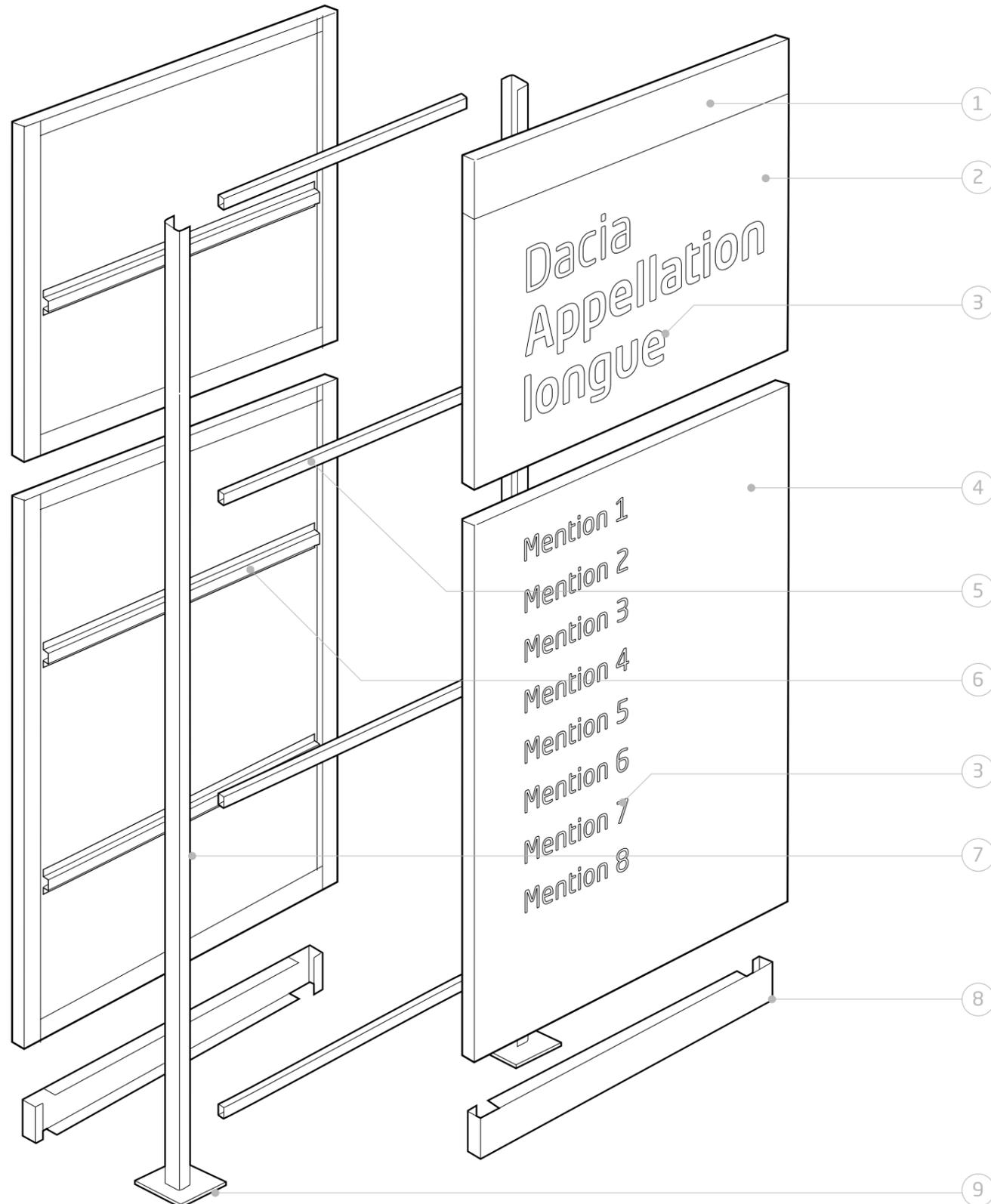


10.16 SERVICE DISPLAY SIGN

Exploded view of service stand alone display sign

KEY

- 1. Adhesive decoration
 - . RAL 5002 blue
- 2. Front face
 - . Lacquered aluminium sheet 15/10th
 - . Tablet panel
 - . RAL 9010 white
- 3. Variable adhesive mentions
 - . Pantone Cool Gray 11 C
- 4. Lower face
 - . Lacquered aluminium sheet 15/10th
 - . Tablet panel
 - . RAL 9010 white
- 5. Horizontal steel frame
 - . Protected by galvanization
- 6. Omega reinforcement
 - . bended aluminium sheet
 - . cemented on the back of the panel
- 7. Steel frame
 - . Protected by galvanization
- 8. Plinth
 - . Aluminium sheet 20/10th
 - . Cool Gray 5C
- 9. Steel plates
 - . Protected by galvanization



10.17 SERVICE DISPLAY SIGN

Ground attachment of service stand alone display signs

DESCRIPTION

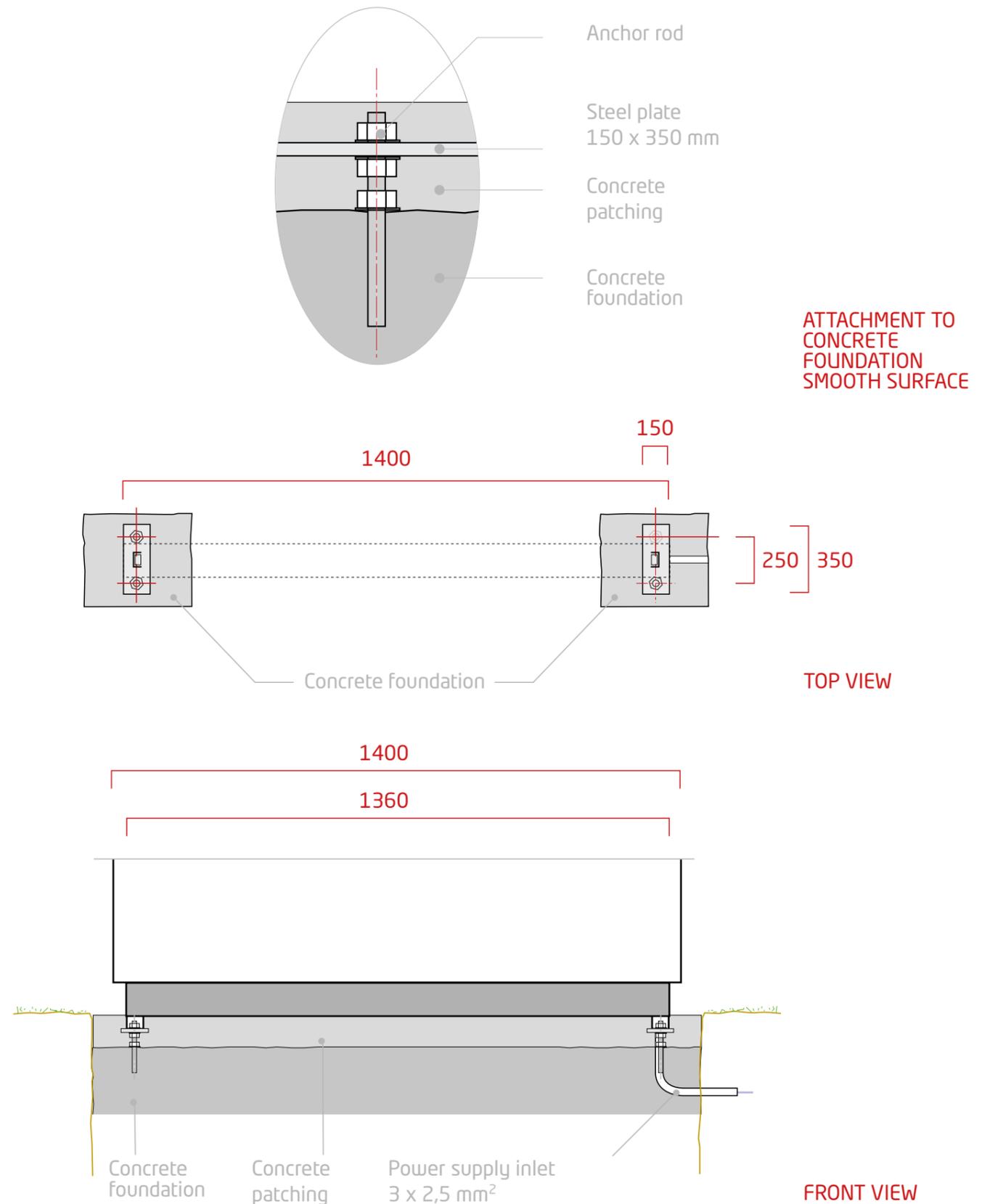
The concrete foundations can only be made once the anchoring kits including templates et plates have been received.

Sizing of the anchorings and of the concrete foundation must be established to stand up to the climatic stresses described in the general specifications.

Anchorings must allow the element to be locked in place in the vertical position.

NOTE

- > Leave an outlet with minimum length of 1 m
- > Provide for a dia. 40 mm plex sheath to feed the cable through



10.18 SERVICE DISPLAY SIGN

Presentation of service entrance plaque

PRINCIPLE

Access to service reception includes a panel giving opening hours and contact details for the sales point.

This element is produced using digital printing and secured on a Komacel panel th. 6 mm protected by semi-matt plasticising. The assembly is secured to the fascia (siding or glazing) using double sided adhesive on the recto face.

REPRODUCTION

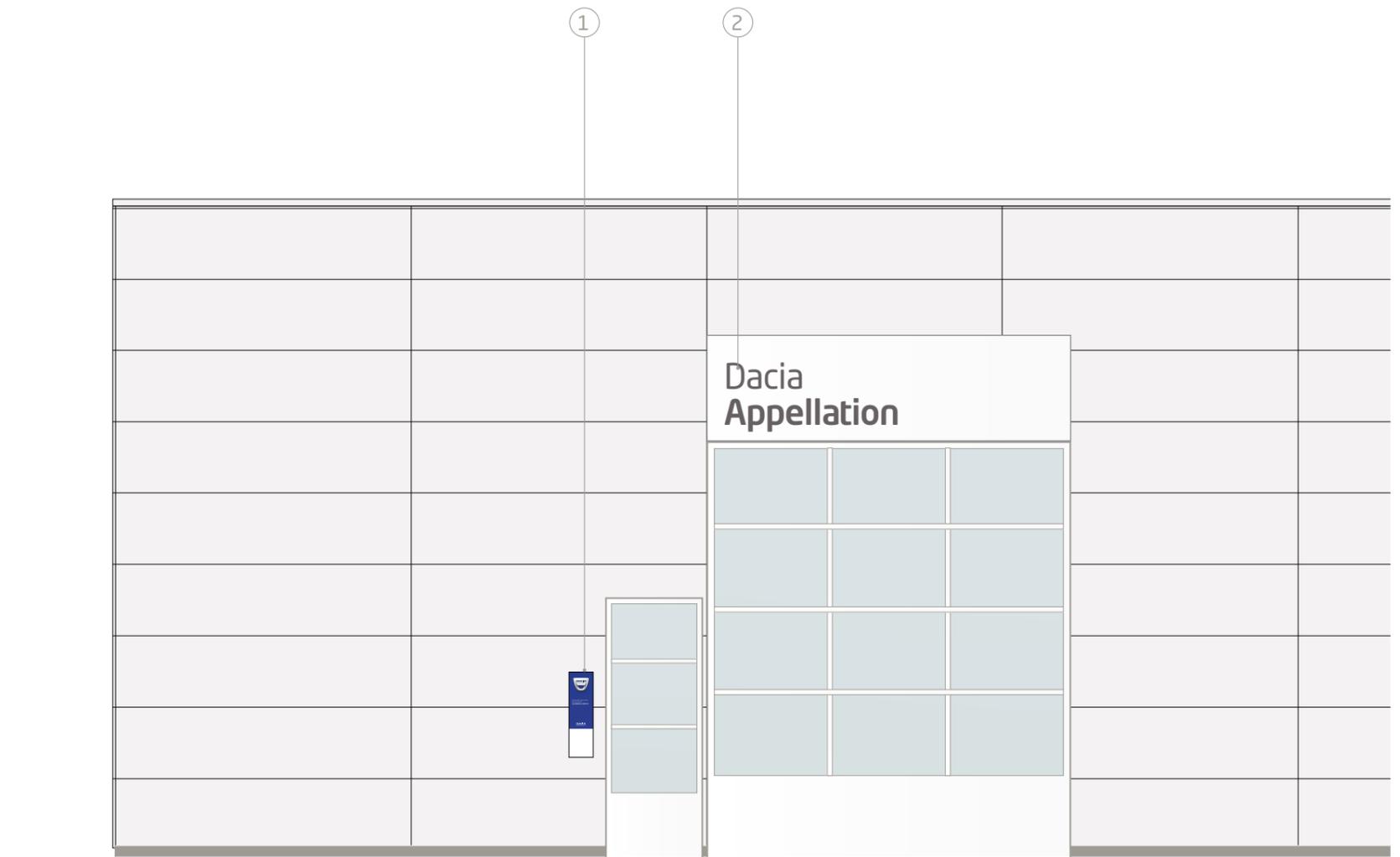
A computer file (EPS vector format) allows to ensure identical reproduction.

Special attention should be devoted in reproduction:

- good matching colours,
- good continuing in tones,
- accuracy in printing (smooth screening)

KEY

1. Service entrance plaque
2. Service fascia on a single door



CAUTION

This service entrance plaque can ONLY be used to identify the access to workshops and cannot be for showrooms.

10.19 SERVICE DISPLAY SIGN

Description of service entrance plaque

DESCRIPTION

Format: L. 255 x h. 900 mm

KEY

- 1.. DACIA emblem
 - . 3 colours silk-screen printing on adhesive or digital printing
- 2. Variable mentions
 - . White adhesive
 - . Neo Tech Dacia Regular type face
 - . Left-aligned
- 3. Background in RAL 5002 blue
- 4. "Groupe RENAULT" mention
 - . White adhesive
 - . Centered on the face
- 5. White PVC foam
 - th. 6 mm
- 6. Cladding or glazing



CAUTION

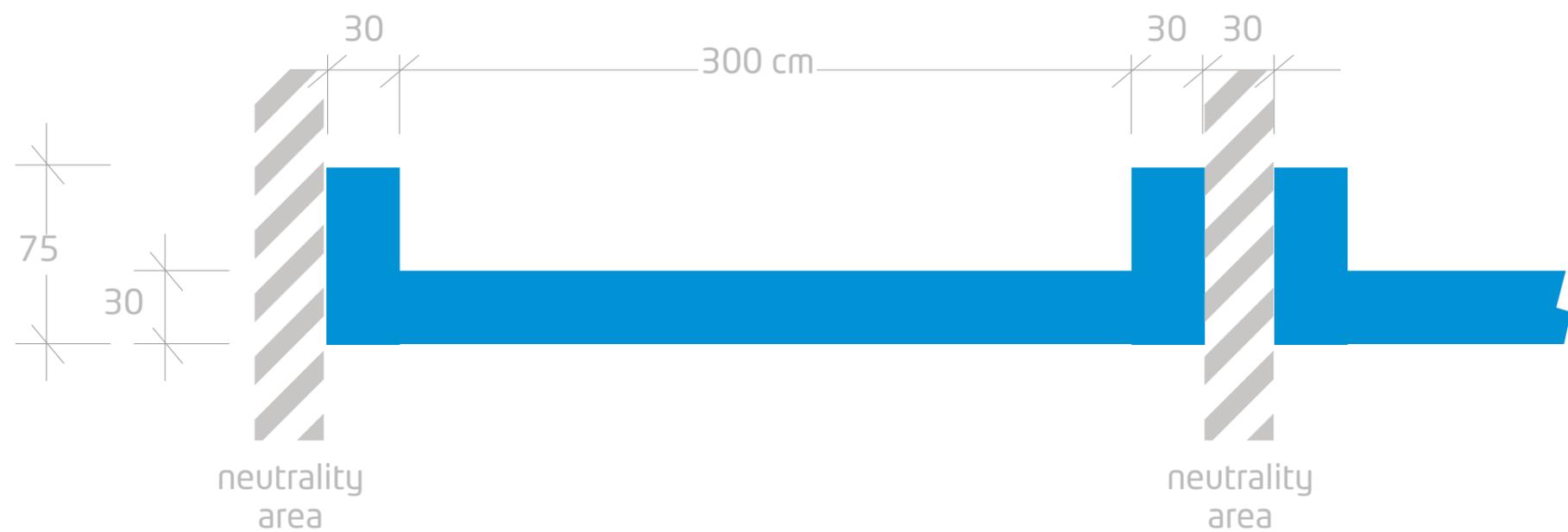
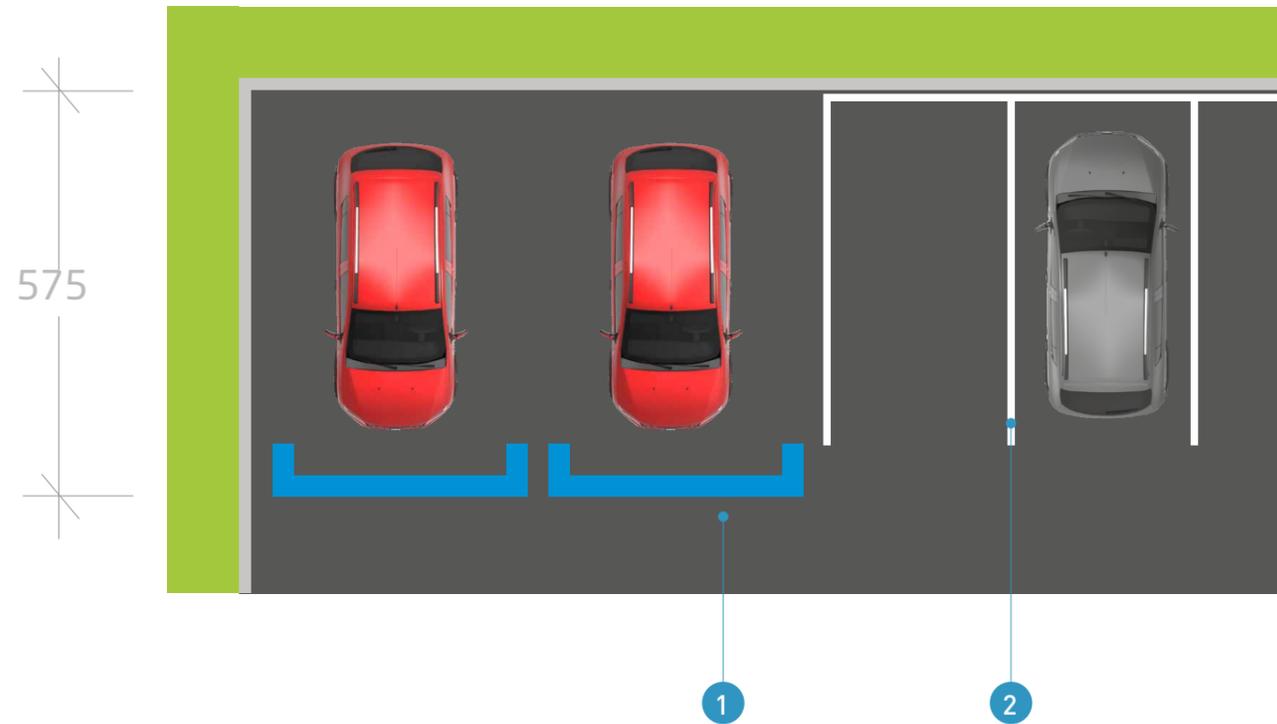
This service entrance plaque can ONLY be used to identify the access to workshops and cannot be for showrooms.

10.20 TEST DRIVE MARKING

Principle and dimensions

1 Test Drive marking
Internal area : 5.45 x 3.00 m
Blue Pantone 2925 U

2 Standard parking
5.00 x 2.50 m
White



- 11.1 INTERIOR DIRECTIONAL SIGNAGE / Presentation
- 11.2 INTERIOR DIRECTIONAL SIGNAGE / Outline of faces
- 11.3 INTERIOR DIRECTIONAL SIGNAGE / Outline of faces with service mentions
- 11.4 INTERIOR DIRECTIONAL SIGNAGE / Outline of arrows
- 11.5 INTERIOR DIRECTIONAL SIGNAGE / Suspended panels
- 11.6 INTERIOR DIRECTIONAL SIGNAGE / Exploded view of suspended panels
- 11.7 INTERIOR DIRECTIONAL SIGNAGE / Sign as flag
- 11.8 INTERIOR DIRECTIONAL SIGNAGE / Exploded view of sign as flag
- 11.9 INTERIOR DIRECTIONAL SIGNAGE / Sign as wall bracket
- 11.10 INTERIOR DIRECTIONAL SIGNAGE / Exploded view of sign as wall bracket
- 11.11 PICTOGRAMS / Presentation
- 11.12 PICTOGRAMS / Sign as flag
- 11.13 PICTOGRAMS / Exploded view of sign as flag
- 11.14 PICTOGRAMS / Sign as wall bracket
- 11.15 PICTOGRAMS / Exploded view of sign as wall bracket
- 11.16 PICTOGRAMS / Outline of faces
- 11.17 PICTOGRAMS / Drawings
- 11.18 DOOR PLAQUE / Presentation & outline

PRINCIPLE

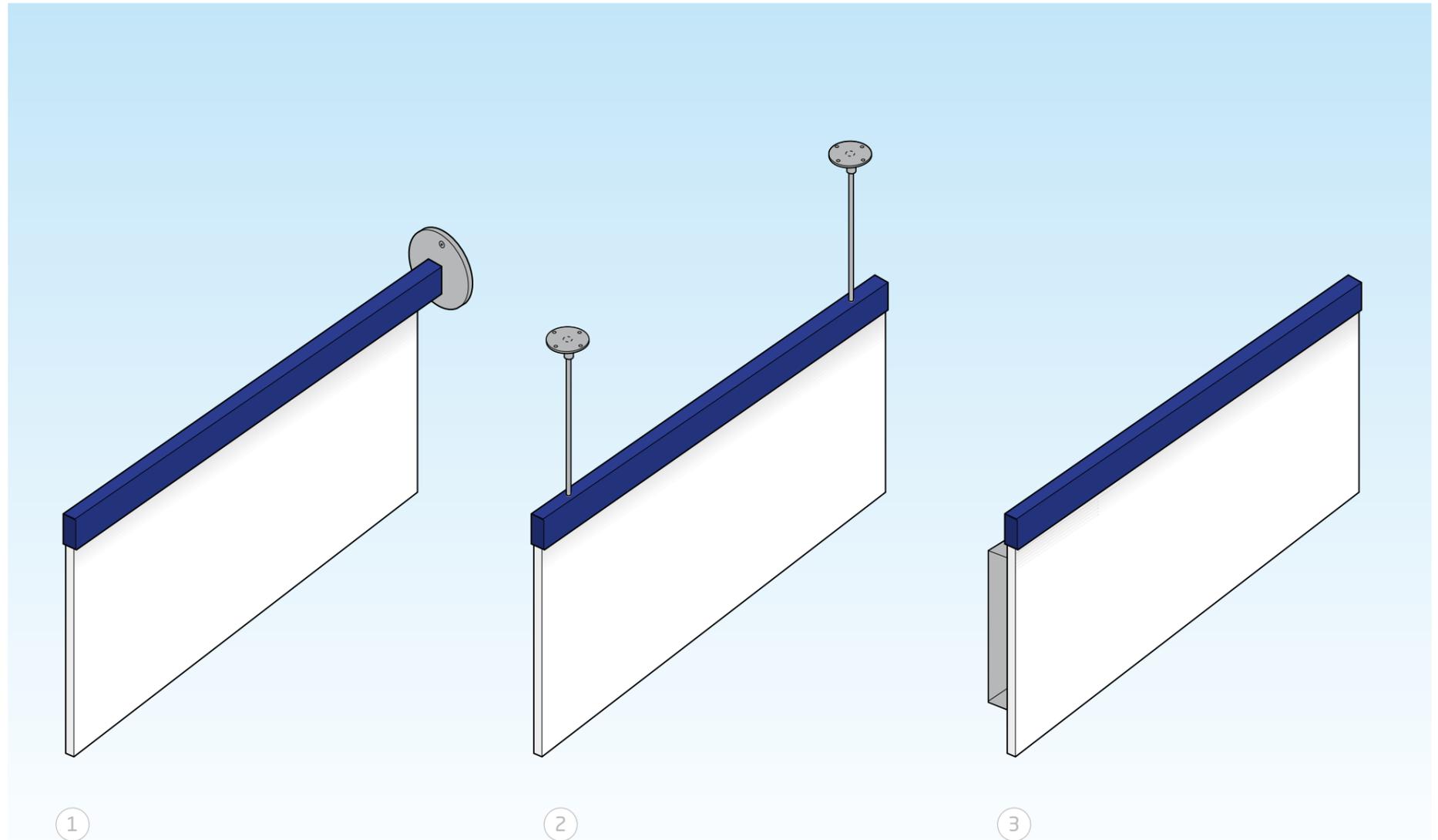
Directional signs use several types of panels as required to suit layout conditions:

- > single or double sided
- > suspended, as flag or bracket

In all cases, panels have the same dimensions:
h. 500 x L. 1000 mm.

KEY

1. Sign as a flag
2. Suspended sign
3. Wall mounted sign



11.2 INTERIOR DIRECTIONAL SIGNAGE

Outline of faces

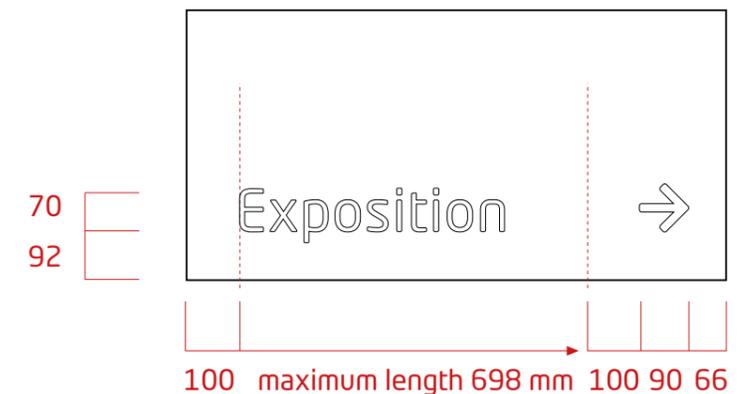
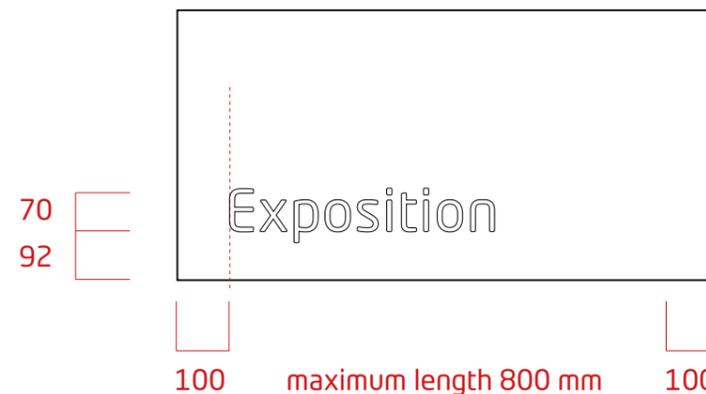
PRINCIPLE

Two different pieces of information appear on the faces with a special treatment:

- > Directional information, comprising an arrow associated to a mention of the accessible place when following the direction,
- > Identification information, comprising a mention of the place where we are situated.

KEY

- 1. Face in medium wood th. 19 mm
· lacquered RAL 9010 white
- 3. Adhesive arrow
· Pantone Cool Gray 11C
- 3. Information
· Left-aligned on 1 or 2 lines
· Neo Tech Dacia Regular type face
· Pantone Cool Gray 11C



IDENTIFICATION INFORMATION

DIRECTIONAL INFORMATION

11.3 INTERIOR DIRECTIONAL SIGNAGE

Outline of faces with service mentions

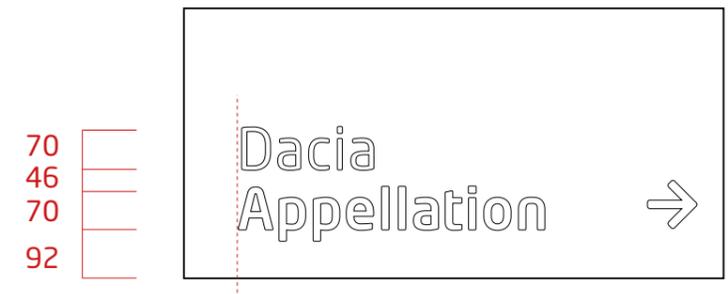
PRINCIPLE

Two different pieces of information appear on the faces with a special treatment:

- > Directional information, comprising an arrow associated to a mention of the accessible place when following the direction,
- > Identification information, comprising a mention of the place where we are situated.

KEY

1. Face in medium wood th. 19 mm
 . lacquered RAL 9010 white
3. Adhesive arrow
 . Pantone Cool Gray 11C
3. Information
 . Left-aligned on 2 or 3 lines
 . "Dacia" mention
 . Neo Tech Dacia Regular type face
 . Pantone Cool Gray 11C
- . Service mention
 . Neo Tech Dacia Medium type face
 . Pantone Cool Gray 11C



IDENTIFICATION INFORMATION

DIRECTIONAL INFORMATION

11.4 INTERIOR DIRECTIONAL SIGNAGE

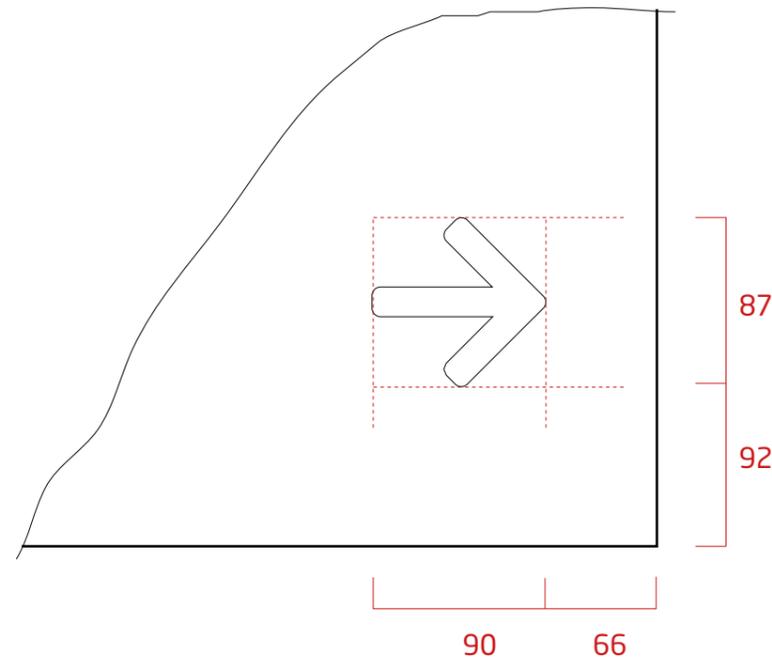
Outline of arrows

PRINCIPLE

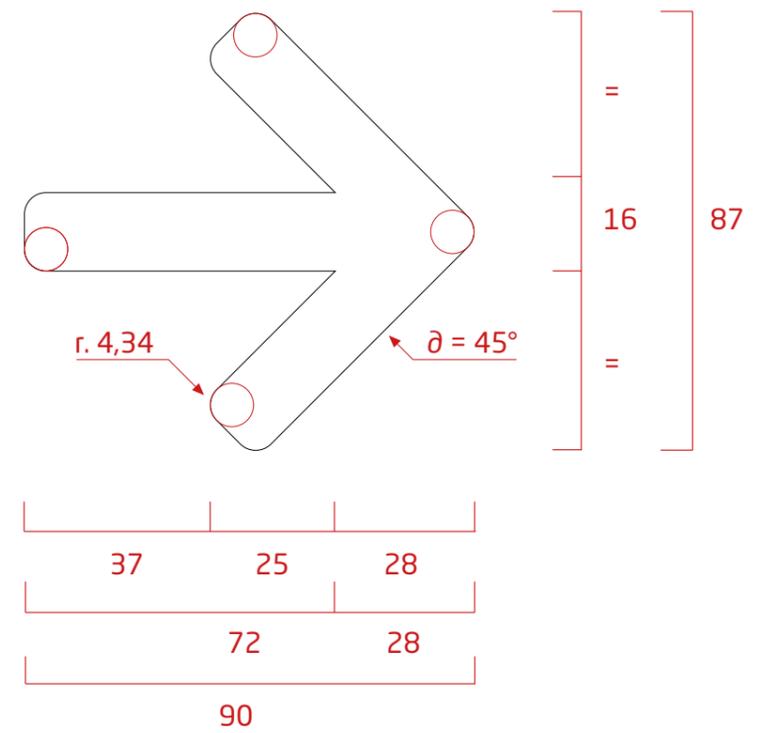
The arrow used on panels has a specific shape as shown hereby.

This arrow is the same as for the exterior directional signs (see chapter 6).

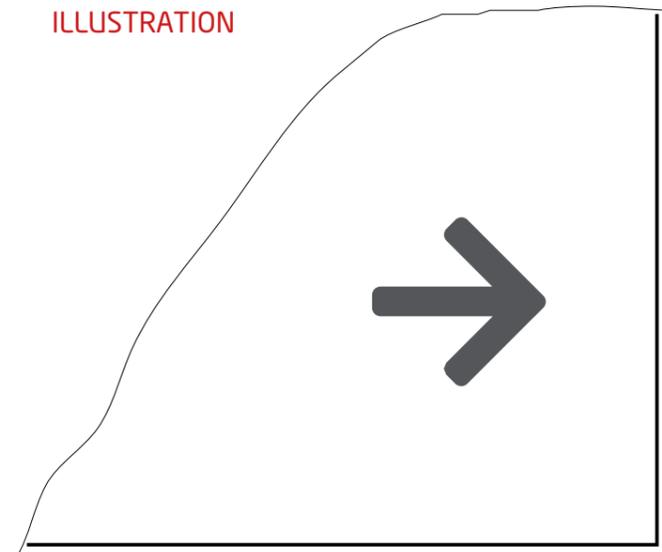
POSITIONING OF ARROW



OUTLINE OF ARROW



ILLUSTRATION

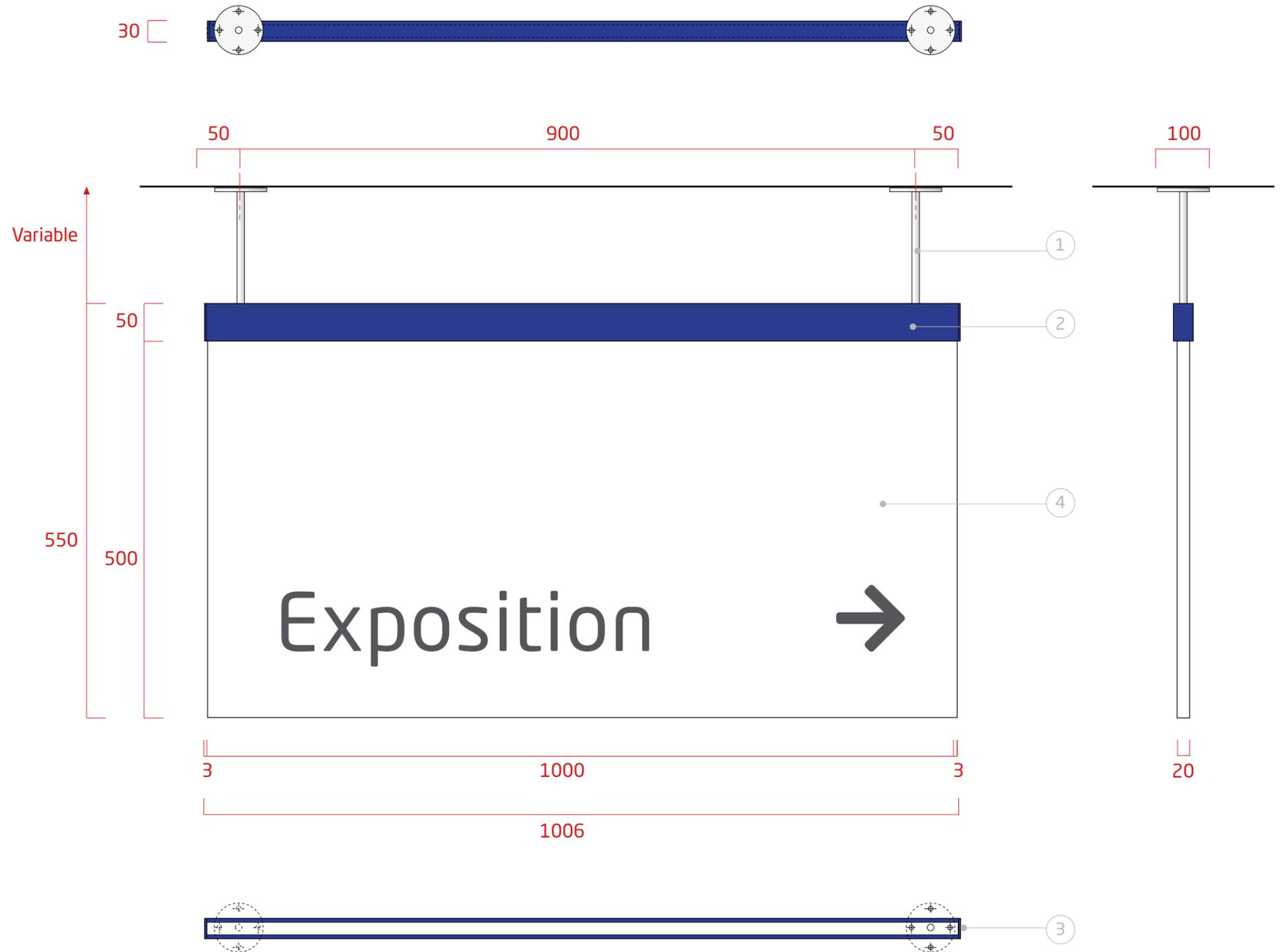


11.5 INTERIOR DIRECTIONAL SIGNAGE

Suspended panels

KEY

- 1. Plate for attachment to ceiling
 - . Aluminium sheet th. 5 mm comprising 4 holes for screws with chamfered heads
 - . lacquered Pantone Cool Gray 5C
 - . Dia. 70 mm
- 2. Profile or aluminium sheet
 - . RAL 5002 blue
- 3. Closure or the tube
 - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
 - . RAL 5002 blue
- 4. Panel medium wood th. 19 mm, lacquered RAL 9010 white
 - . Satin finish
 - . Polished edges
 - . Adhesive mentions
 - . Pantone Cool Gray 11C

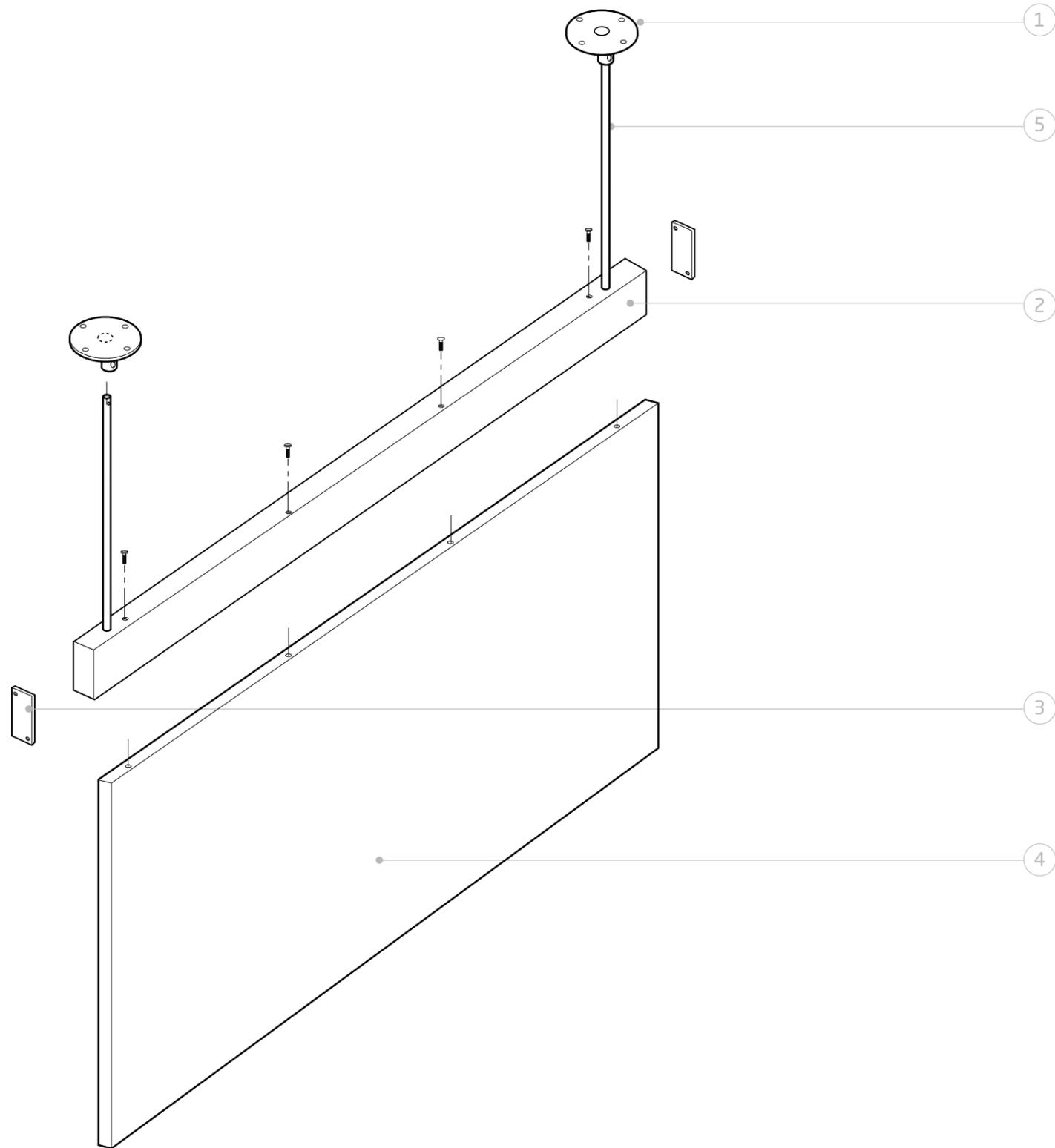


11.6 INTERIOR DIRECTIONAL SIGNAGE

Exploded view of suspended panels

KEY

- 1. Plate for attachment to ceiling
 - . Aluminium sheet th. 8 mm comprising 4 holes for screws with chamfered heads
 - . lacquered Pantone Cool Gray 5C
 - . Dia. 70 mm
- 2. Profile or aluminium sheet
 - . RAL 5002 blue
- 3. Closure or the tube
 - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
 - . RAL 5002 blue
- 4. Panel medium wood th. 19 mm, lacquered RAL 9010 white
 - . Satin finish
 - . Polished edges
- 5. Attachment for suspension
 - . Welded on plate
 - . Aluminium tube dia. 8 mm
 - . lacquered Cool Gray 5C

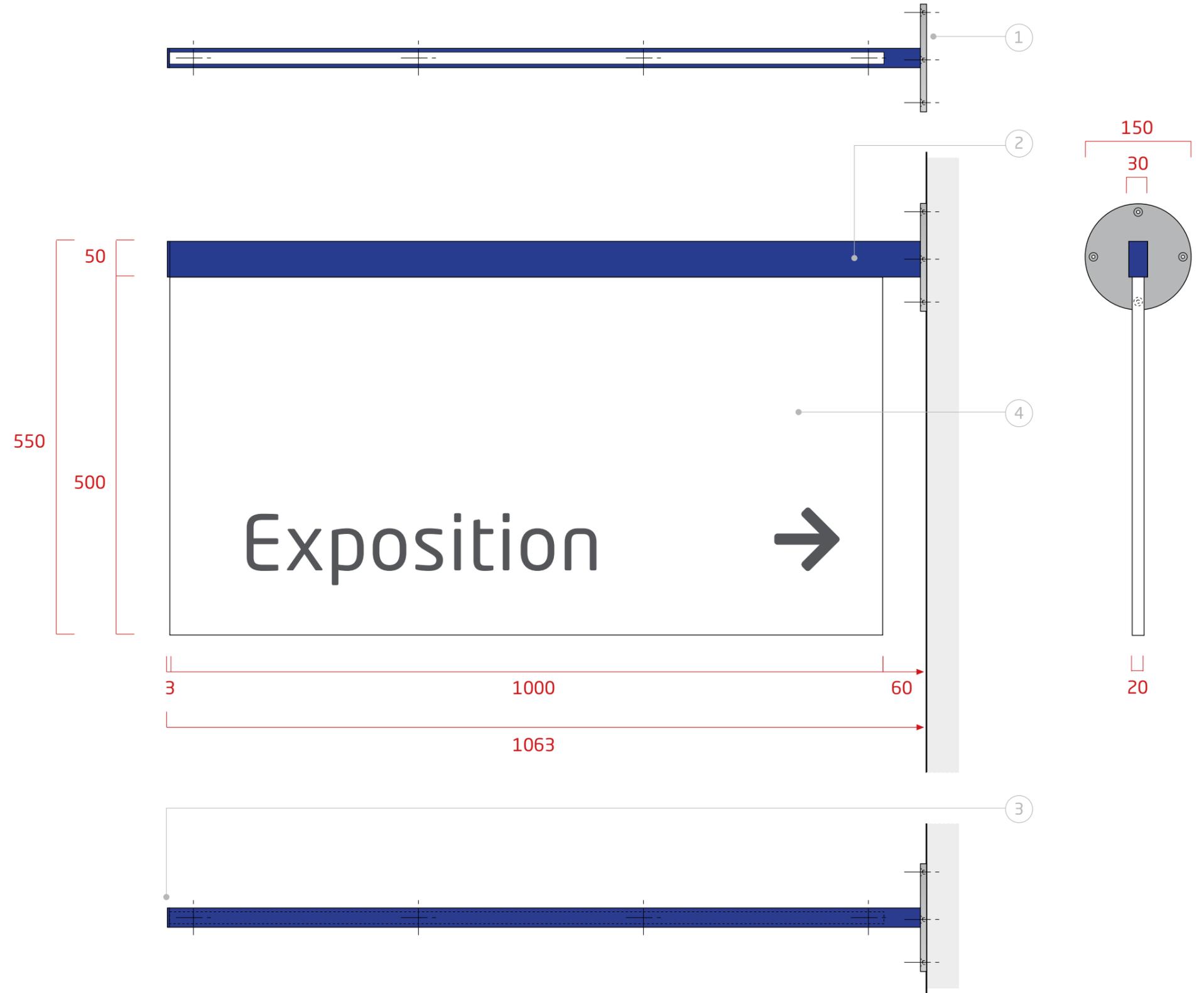


11.7 INTERIOR DIRECTIONAL SIGNAGE

Sign as flag

KEY

- 1. Plate for wall attachment
 - . Aluminium sheet th. 8 mm comprising 4 holes for screws with chamfered heads
 - . lacquered Pantone Cool Gray 5C
 - . Dia. 150 mm
- 2. Profile or aluminium sheet
 - . RAL 5002 blue
- 3. Closure or the tube
 - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
 - . RAL 5002 blue
- 4. Panel medium wood th. 19 mm, lacquered RAL 9010 white
 - . Satin finish
 - . Polished edges
 - . Adhesive mentions
 - . Pantone Cool Gray 11C

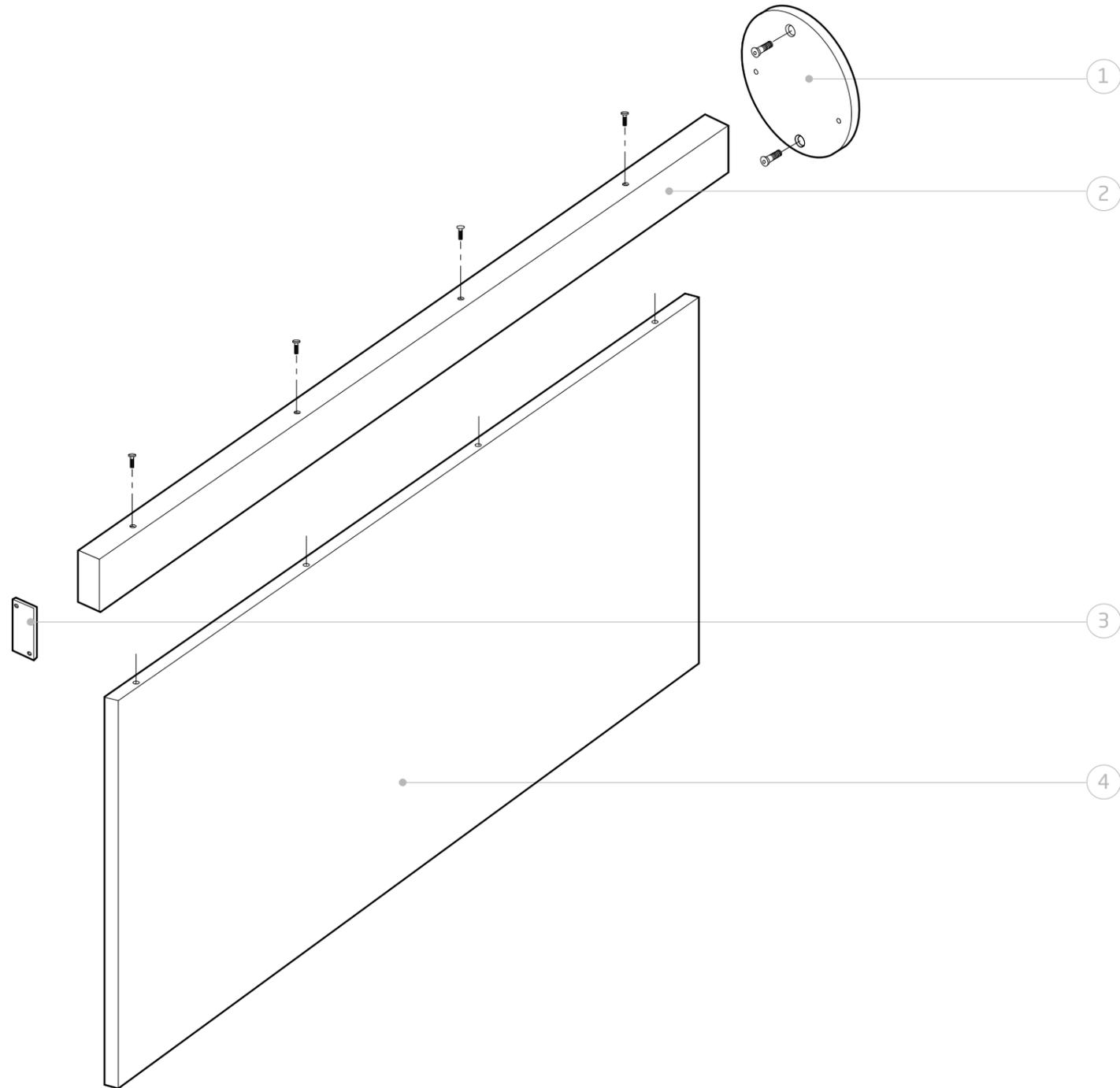


11.8 INTERIOR DIRECTIONAL SIGNAGE

Exploded view of sign as flag

KEY

- 1. Plate for wall attachment
 - . Aluminium sheet th. 8 mm comprising 4 holes for screws with chamfered heads
 - . lacquered Pantone Cool Gray 5C
 - . Dia. 150 mm
- 2. Profile or aluminium sheet
 - . RAL 5002 blue
- 3. Closure or the tube
 - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
 - . RAL 5002 blue
- 4. Panel medium wood th. 19 mm,
 - lacquered RAL 9010 white
 - . Satin finish
 - . Polished edges

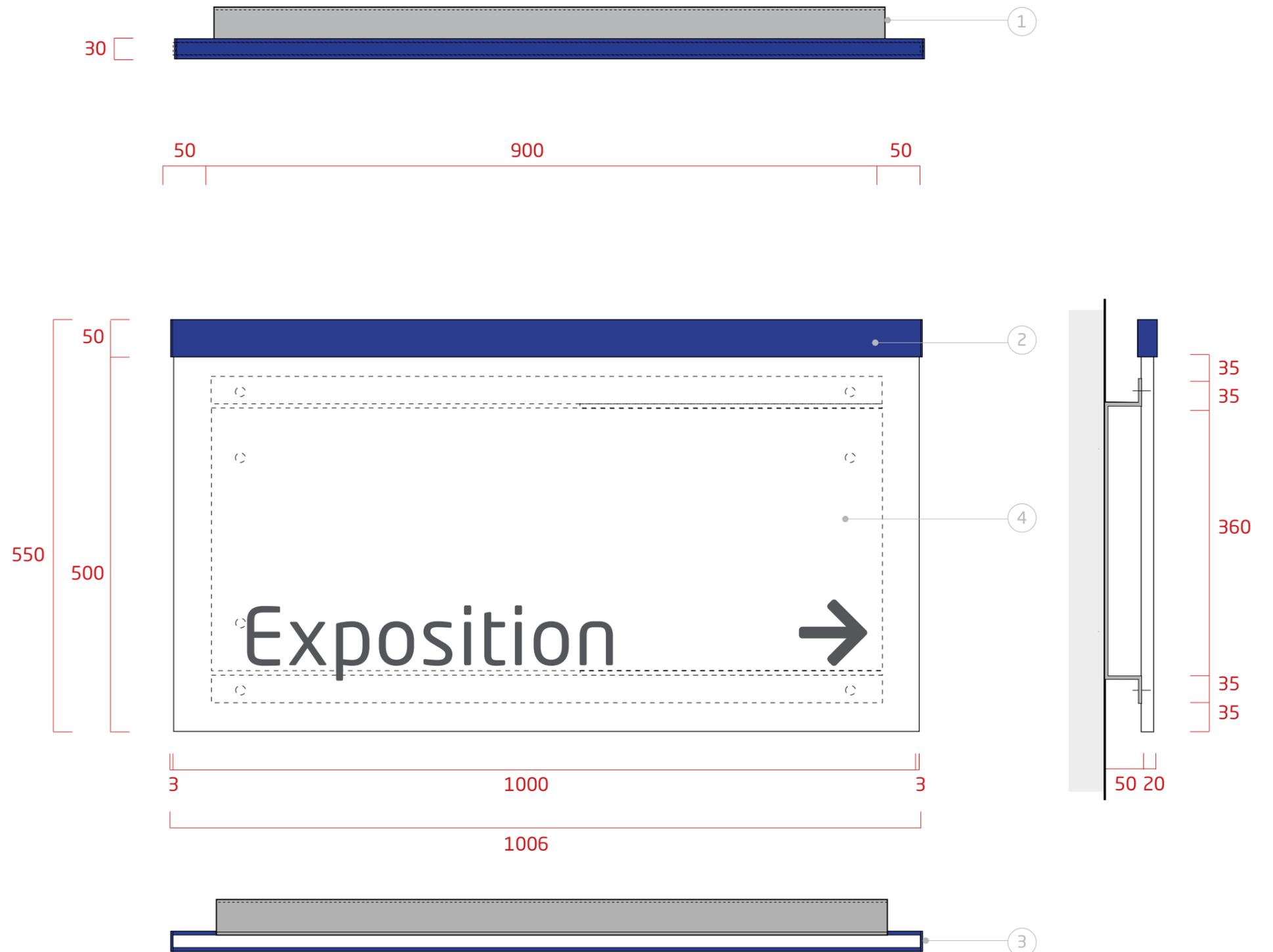


11.9 INTERIOR DIRECTIONAL SIGNAGE

Sign as wall bracket

KEY

- 1. Bent aluminium sheet th. 20/10 including 4 holes for wall attachment and 4 buttonhole type holes on returns for attachment of plaque on its support
 - . Lacquered Pantone Cool Gray 5C
- 2. Profile or aluminium sheet
 - . RAL 5002 blue
- 3. Closure or the tube
 - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
 - . RAL 5002 blue
- 4. Panel medium wood th. 19 mm, lacquered RAL 9010 white
 - . Satin finish
 - . Polished edges
 - . Adhesive mentions
 - . Pantone Cool Gray 11C

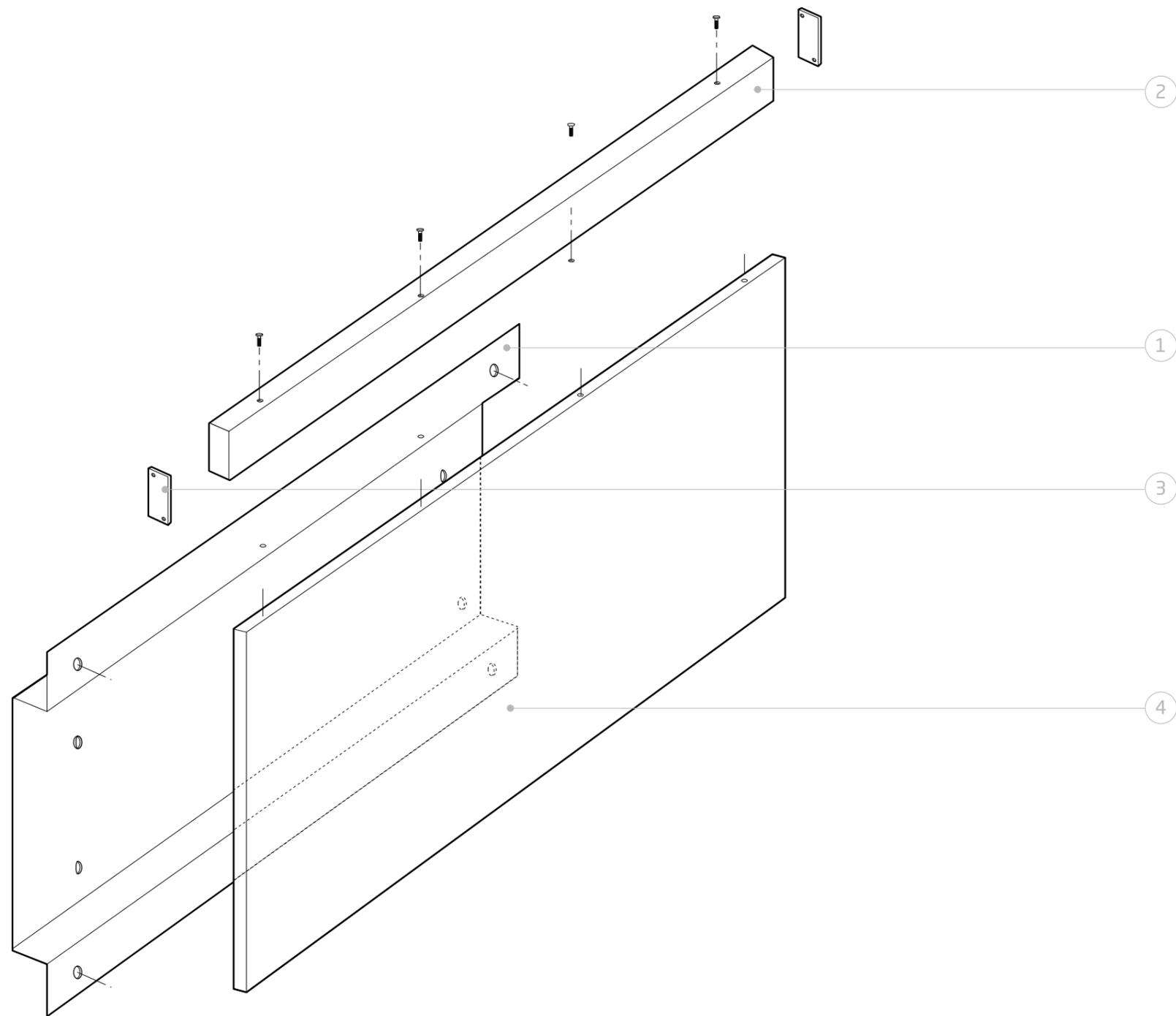


11.10 INTERIOR DIRECTIONAL SIGNAGE

Exploded view of sign as wall bracket

KEY

1. Bent aluminium sheet th. 20/10
including 4 holes for wall attachment and
4 buttonhole type holes on returns for
attachment of plaque on its support
· Lacquered Pantone Cool Gray 5C
2. Profile or aluminium sheet
· RAL 5002 blue
3. Closure or the tube
· Aluminium th. 3 mm comprising 2 holes
for screws with chamfered heads
· RAL 5002 blue
4. Panel medium wood th. 19 mm,
lacquered RAL 9010 white
· Satin finish
· Polished edges
· Adhesive mentions
Pantone Cool Gray 11C



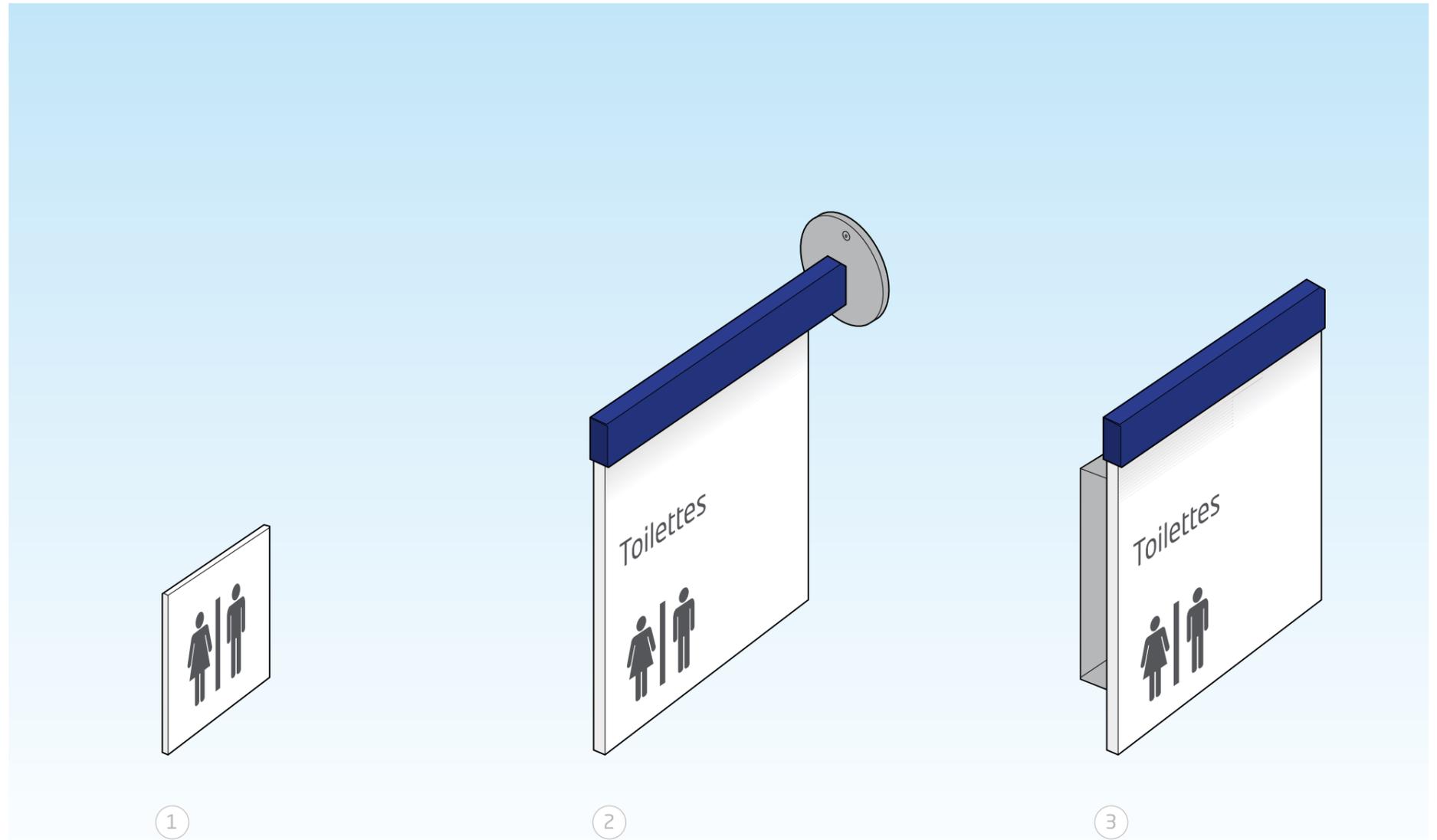
PRINCIPLE

Family of pictograms includes 3 variants to meet needs in implantation conditions:

- > on door
- > as flag
- > as wall bracket

KEY

1. Pictogram on door
2. Pictogram as flag
3. Pictogram as wall bracket

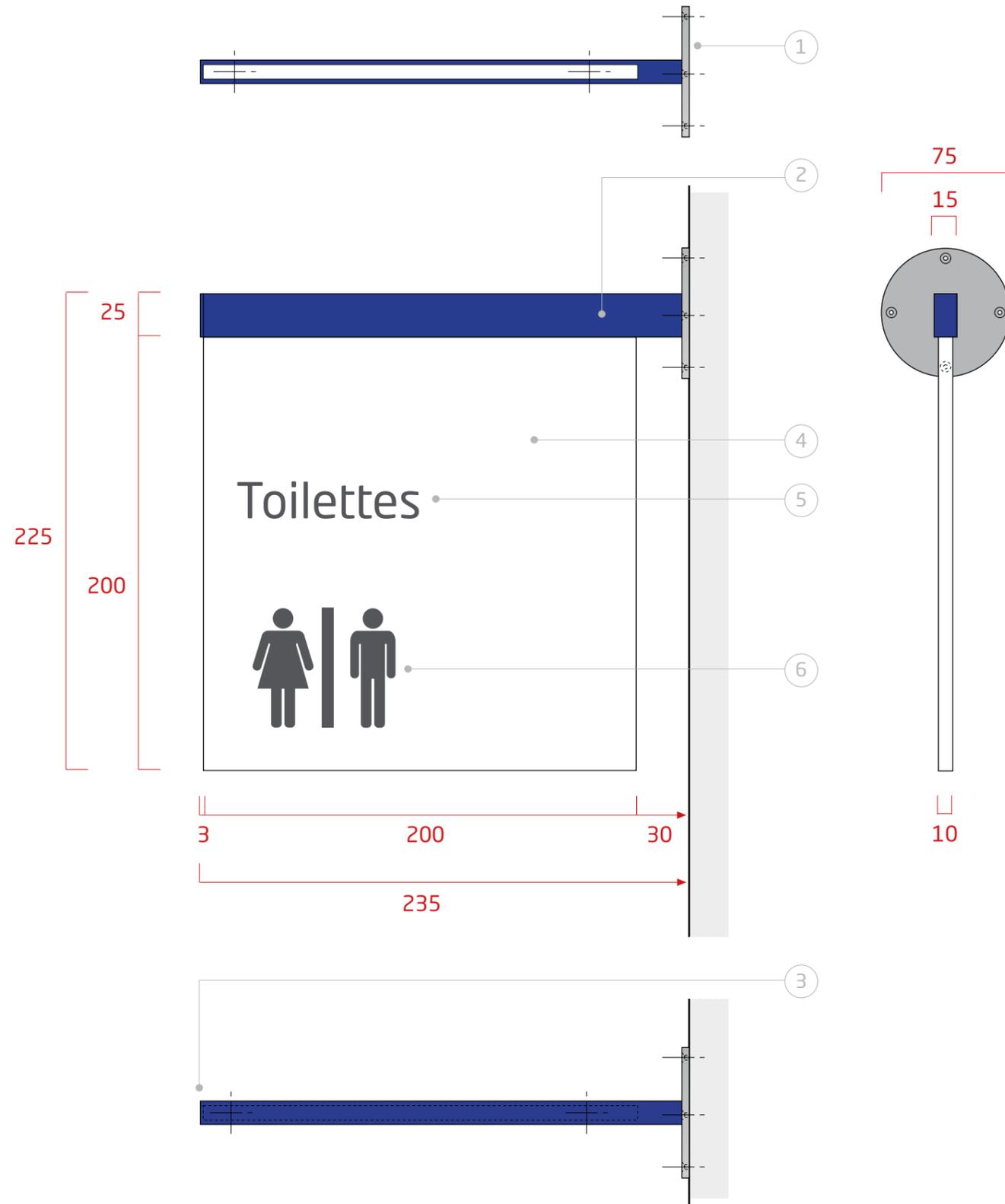


11.12 PICTOGRAMS

Sign as flag

KEY

- 1. Plate for wall attachment
 - . Aluminium sheet th. 4 mm comprising 4 holes for screws with chamfered heads
 - . lacquered Pantone Cool Gray 5C
 - . Dia. 75 mm
- 2. Profile or aluminium sheet
 - . RAL 5002 blue
- 3. Closure or the tube
 - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
 - . RAL 5002 blue
- 4. Panel medium wood th. 10 mm, lacquered RAL 9010 white
 - . Satin finish
 - . Polished edges
- 5. Adhesive mentions
 - . Neo Tech Dacia Regular type face
 - . Pantone Cool Gray 11C
 - . left-aligned
- 6. Pictogram
 - . Pantone Cool Gray 11C

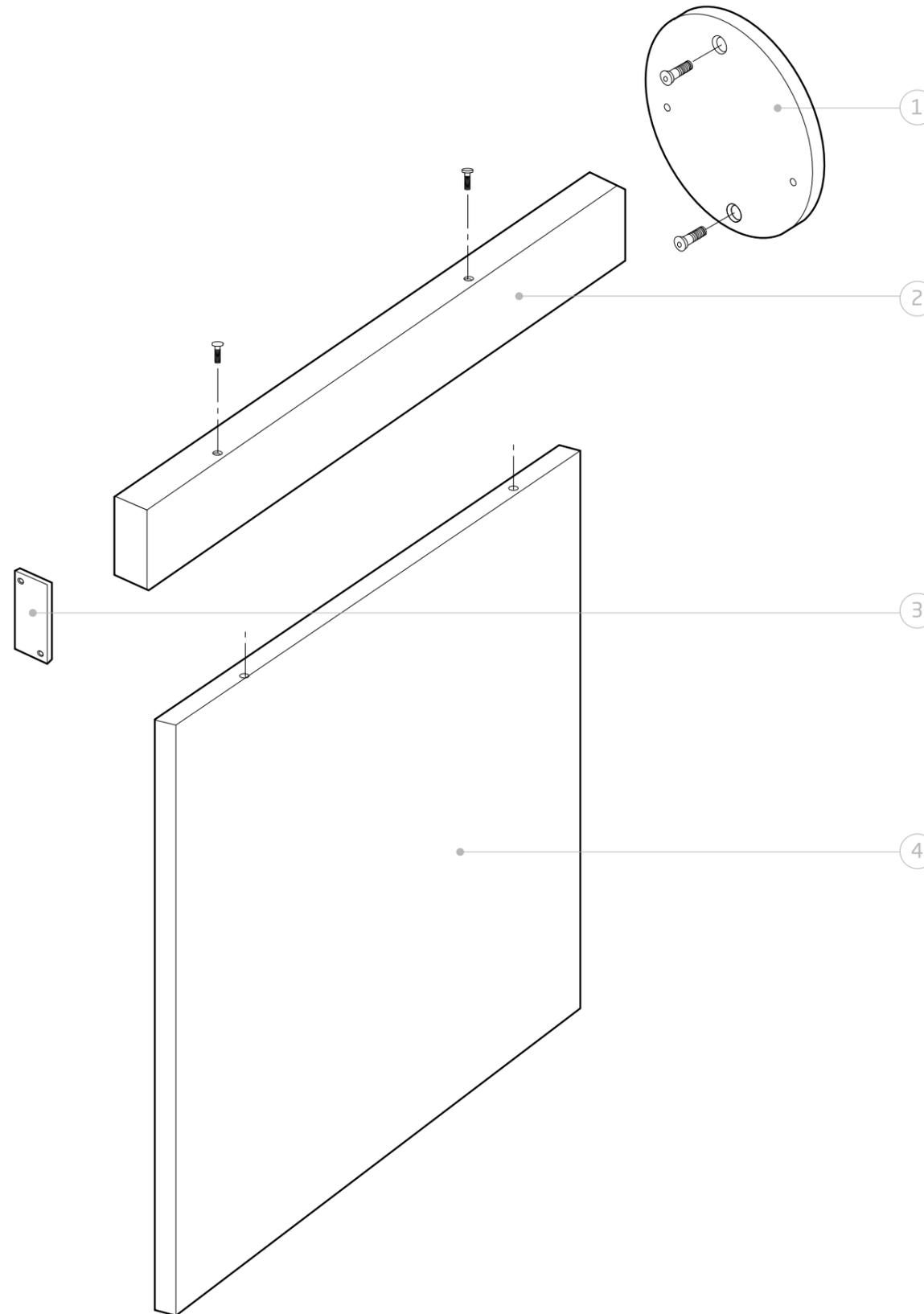


11.13 PICTOGRAMS

Exploded view of sign as flag

KEY

- 1. Plate for wall attachment
 - . Aluminium sheet th. 4 mm comprising 4 holes for screws with chamfered heads
 - . lacquered Pantone Cool Gray 5C
 - . Dia. 75 mm
- 2. Profile or aluminium sheet
 - . RAL 5002 blue
- 3. Closure or the tube
 - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
 - . RAL 5002 blue
- 4. Panel medium wood th. 10 mm,
 - . lacquered RAL 9010 white
 - . Satin finish
 - . Polished edges

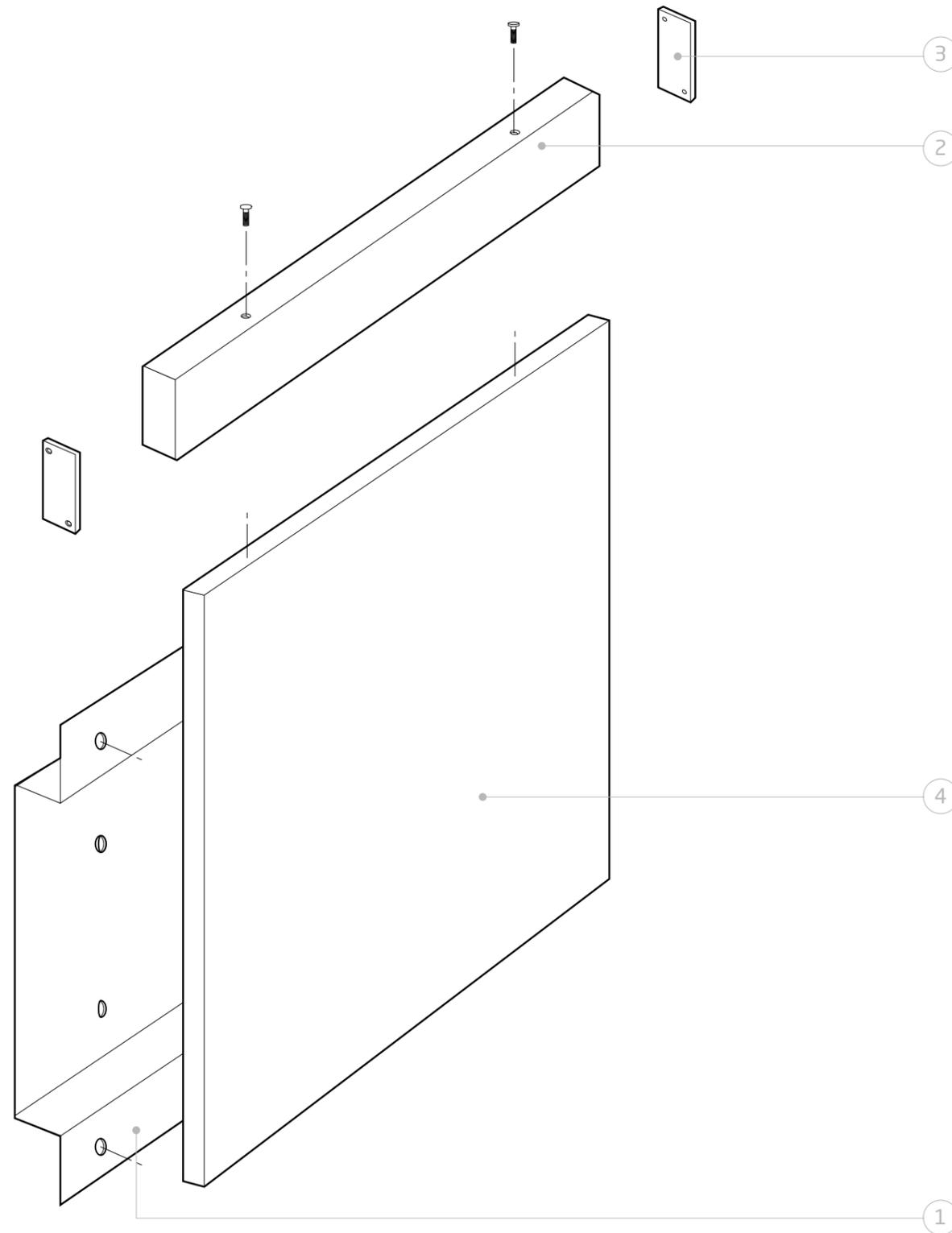


11.15 PICTOGRAMS

Exploded view of sign as wall bracket

KEY

- 1. Bent aluminium sheet th. 20/10 including 4 holes for wall attachment and 4 buttonhole type holes on returns for attachment of plaque on its support
 - . Lacquered Pantone Cool Gray 5C
- 2. Profile or aluminium sheet
 - . RAL 5002 blue
- 3. Closure or the tube
 - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
 - . RAL 5002 blue
- 4. Panel medium wood th. 10 mm, lacquered RAL 9010 white
 - . Satin finish
 - . Polished edges

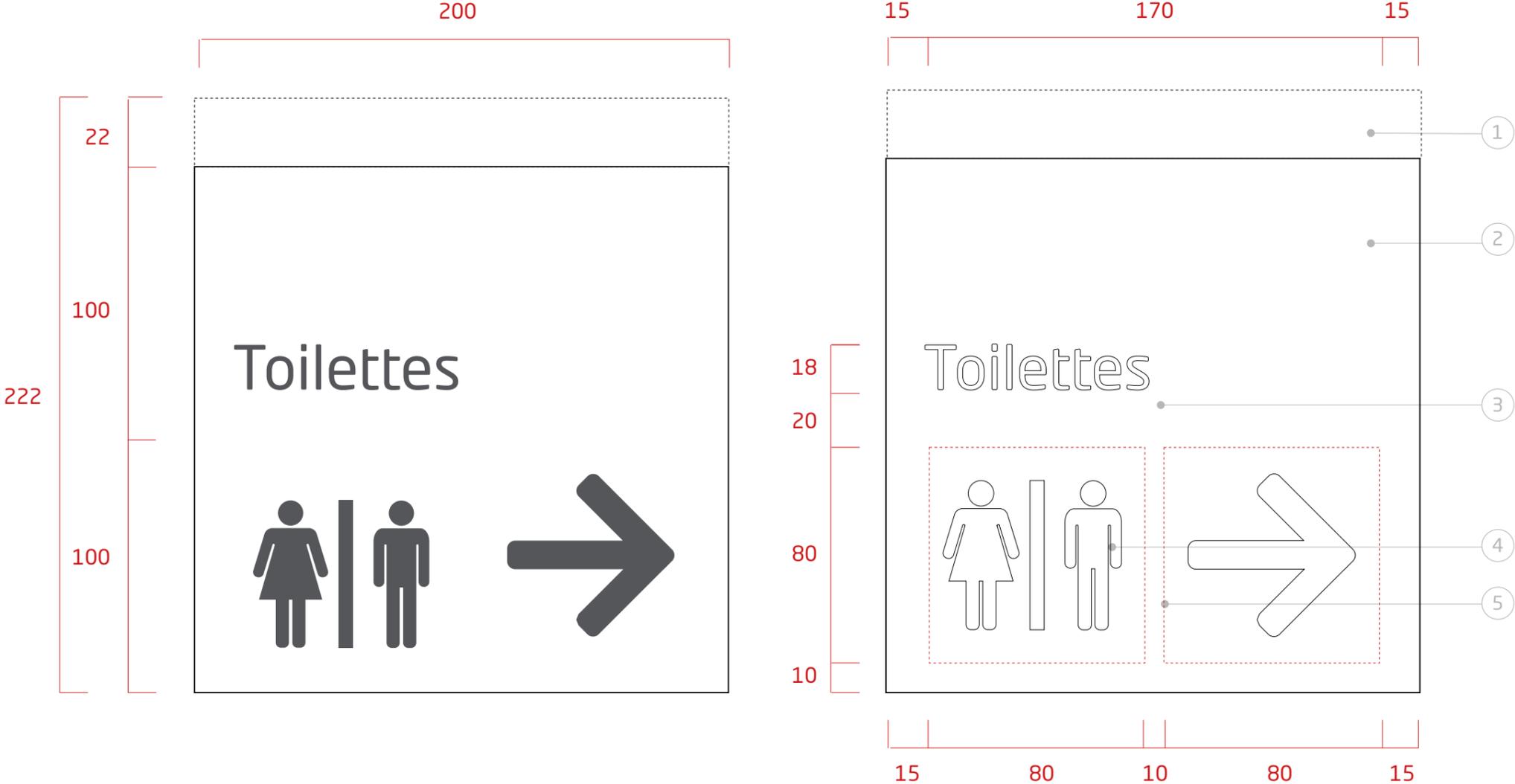


11.16 PICTOGRAMS

Outline of faces

KEY

- 1. Invisible area (covered by profile)
- 2. Panel medium wood th. 10 mm, lacquered RAL 9010 white
 - . Satin finish
 - . Polished edges
- 3. Adhesive mentions
 - . Pantone Cool Gray 11C
 - . Neo Tech Dacia Regular type face
 - . Pantone Cool Gray 11C
 - . left-aligned
- 4. Pictogram
 - . Pantone Cool Gray 11C
- 5. Imaginary contour of pictogram



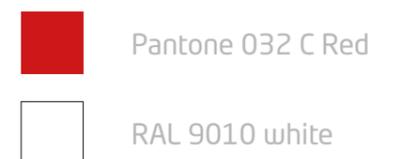
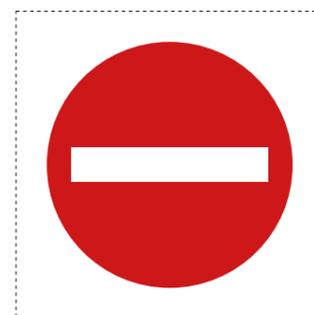
11.17 PICTOGRAMS

Drawings

DESCRIPTION

Pictograms are produced using adhesive cut outs or silk-screen printing on a white Komacel type medium th. 6 mm.
The rear surface includes a double sided adhesive allowing for attachment to doors and other furnishings in showrooms.

Format: 100 x 100 mm



11.18 DOOR PLAQUES

Presentation and outline

DESCRIPTION

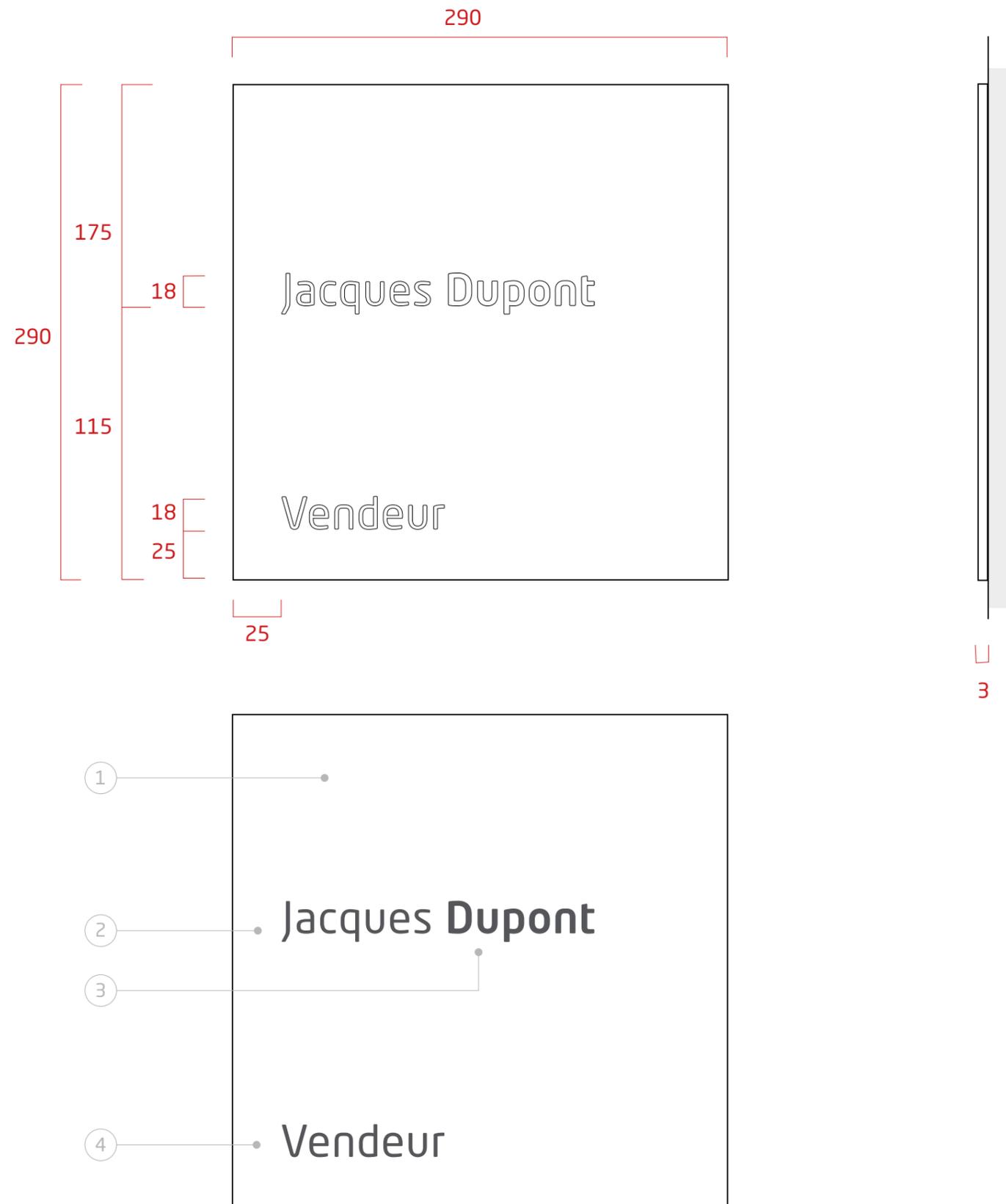
Door plaques are produced using adhesive cut outs or silk-screen printing on a white PMMA th. 3 mm.

The rear surface includes a double sided adhesive allowing for attachment to wall and other furnishings (siding or glazing).

Format: 290 x 290 mm

KEY

1. White PMMA plaque,
 - . polished edges
 - . satin UV varnish finish
2. Christian name
 - . Adhesive letters
 - . Pantone Cool Gray 11C
 - . Left-aligned
 - . Neo Tech Dacia Regular type face
3. Name
 - . Adhesive letters
 - . Pantone Cool Gray 11C
 - . Left-aligned
 - . Neo Tech Dacia Medium type face
4. Position
 - . Adhesive letters
 - . Pantone Cool Gray 11C
 - . Left-aligned
 - . Neo Tech Dacia Regular type face



- 12.1 SERVICE PLAQUE / Presentation
- 12.2 SERVICE PLAQUE / Description
- 12.3 SERVICE PLAQUE / Exploded view
- 12.4 DACIA SECONDARY NETWORK FASCIA / Presentation
- 12.5 DACIA SECONDARY NETWORK FASCIA / Dimensions and outline
- 12.6 DACIA SECONDARY NETWORK FASCIA / Cross section on fascia
- 12.7 DACIA SECONDARY NETWORK FASCIA / Exploded view of logotype area
- 12.8 DACIA SECONDARY NETWORK FASCIA / Exploded view of dealer name area
- 12.9 DACIA SECONDARY NETWORK FLAG SIGN / Presentation
- 12.10 DACIA SECONDARY NETWORK FLAG SIGN / 1150 mm flag sign insignia
- 12.11 DACIA SECONDARY NETWORK FLAG SIGN / Exploded view

12.1 THE SERVICE PLAQUE

Presentation

PRINCIPLE

The service plaque is to be installed close to the workshop entrance bays in the following cases:

- service bays for DACIA secondary network sites
- service bays for Dacia Corners
- Dedicated Dacia format service bays where Dacia after-sales flow represents less than 50% of total after-sales flow at the site.

It consists of the DACIA emblem combined with the «Workshop» lettering.

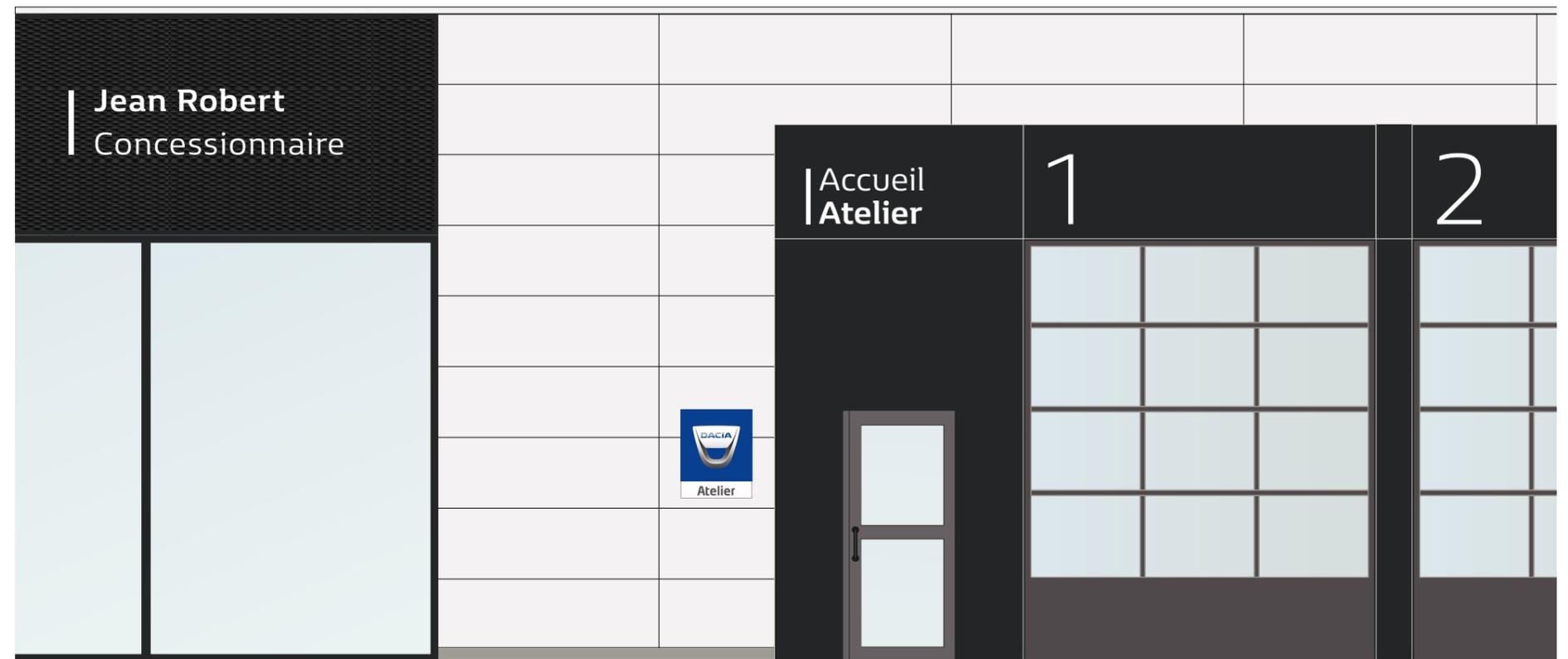
The emblem is placed flush against an aluminium sheet, either by screen printing or direct printing.

REPRODUCTION

A vector file (.eps) is available for reproduction.

Great attention will be required in the reproduction:

- fidelity of reproduced colours,
- colour gradient continuity,
- sharpness/definition of printing (and screen, etc.).



NOTE

The use of this Service plaque is restricted to the DACIA secondary network (agents), RENAULT Corners and dedicated formats (< 50% Dacia after-sales customer flows).

12.2 SERVICE PLAQUE

Description

PRINCIPLE

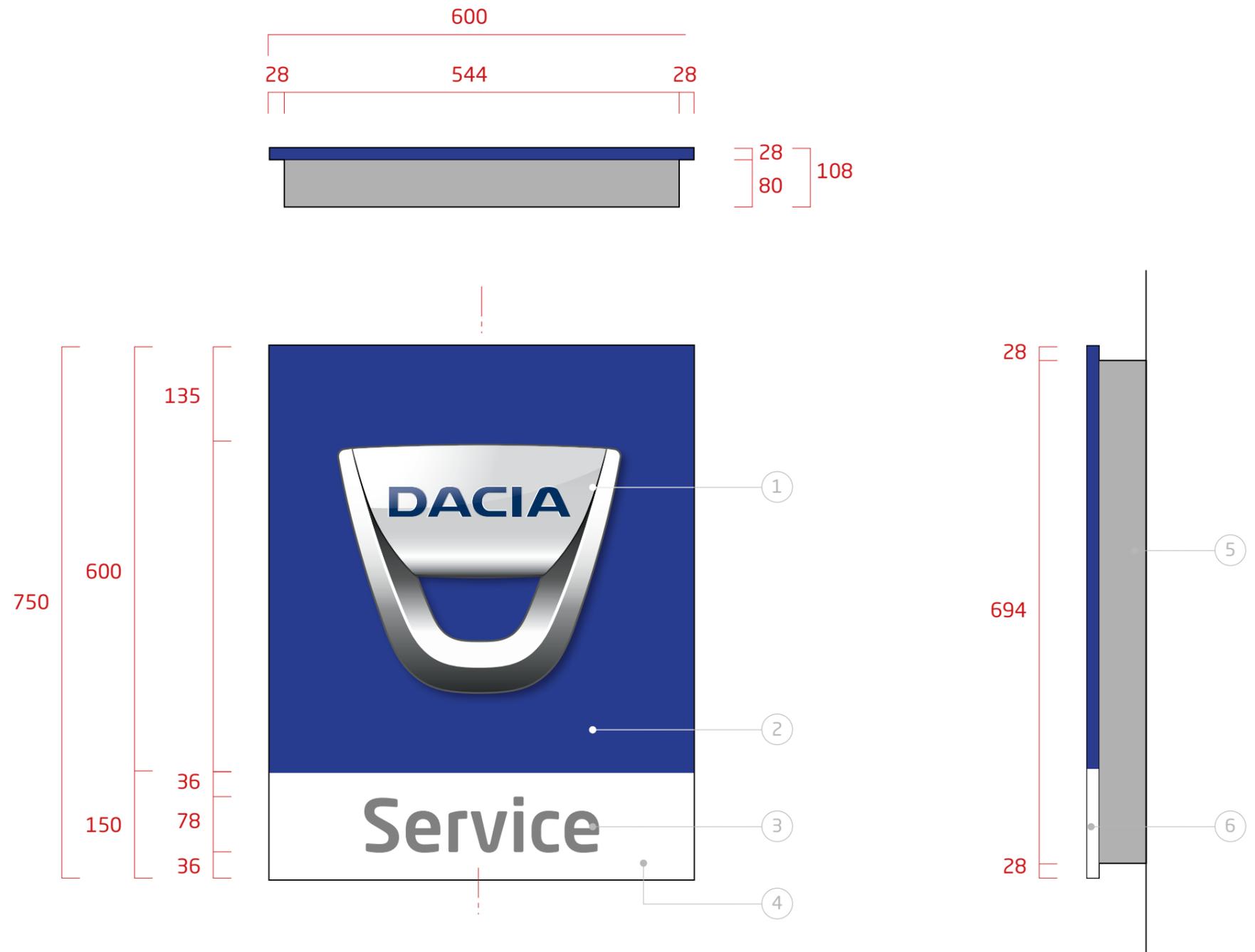
Service plaque is made with aluminium panel including raised edges. This panel is fitted to a frame using the same profiles as for the activity panels.

DACIA emblem is silk-screen printed (or direct printed) on an aluminium sheet, glued on the sign face.

“Service” mention is produced with adhesive or silk-screen printed on a white vinyl recovering the bottom part and the sides of the front face.

KEY

1. 2D DACIA emblem
 - . 3 colours silk-screen printing on adhesive
 - . lacquered RAL 9010 white
 - . double side adhesive
2. Front face
 - . Aluminium sheet th. 15/10
 - . lacquered RAL 5002 blue
3. “Service” mention
 - . Adhesive decoration
 - . Pantone Cool Gray 11 C
 - . Neo Tech Dacia Medium type face
 - . Centered
4. White adhesive decoration
5. Frame
 - . Aluminium sheet th. 15/10
 - . lacquered Pantone Cool Gray 5C
6. Decorated sides of the front face
 - . White adhesive

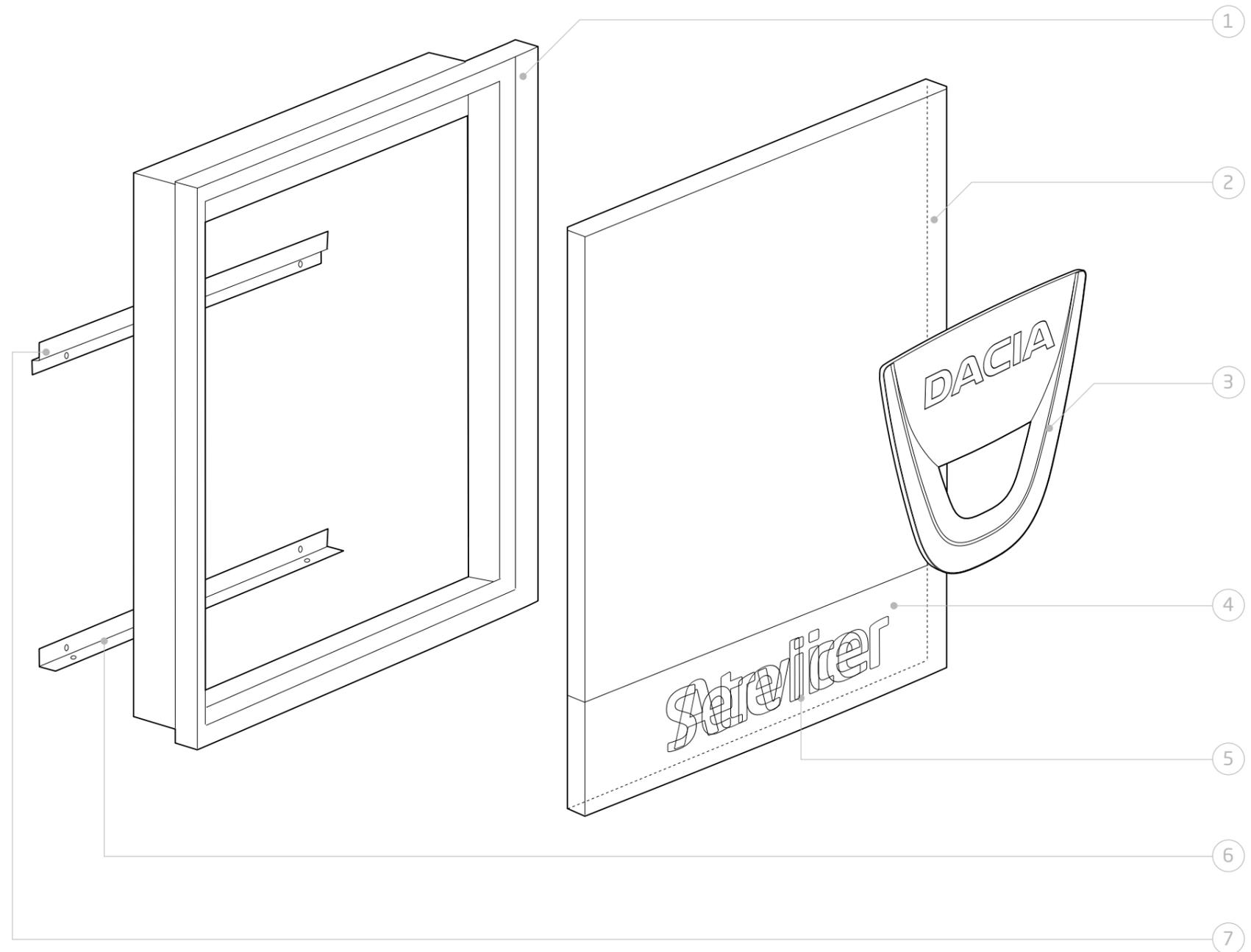


12.3 SERVICE PLAQUE

Exploded view

KEY

1. Frame
 - . Aluminium pre-lacquered th. 15/10
 - . Pantone Cool Gray 5C
2. Front face
 - . Aluminium pre-lacquered th. 15/10
 - . RAL 5002 blue
3. 2D DACIA emblem
 - . 3 colours silk-screen printing on adhesive
 - . or digital printing
 - . lacquered RAL 9010 white
 - . double sided adhesive
4. White adhesive decoration
 - . "Service" mention
 - . Adhesive decoration
 - . Pantone Cool Gray 11 C
 - . Neo Tech Dacia Medium type face
 - . Centered
6. Cleat
 - . Aluminium with unworked finish
7. Suspension profile
 - . Aluminium with unworked finish



PRINCIPLE

DACIA flag insignia for secondary network is identical to the 1150 mm corporate flag insignia with the exception of the non-illuminated 2D DACIA emblem.

This 1150 mm flag insignia can be mounted directly onto the brickwork or on mast:

- > 1150 mm flag insignia on a 6500 mm mast
- > 1150 mm flag insignia on a 4500 mm mast

PARTICULARITY

The 2D DACIA emblem is printed on an aluminium sheet by silk-screening or direct printing on the face.

The face is cut following the exterior contours of the DACIA emblem. The centre of the emblem is cut out too.

REPRODUCTION

A computer file (EPS vector format) allows to ensure identical reproduction.

Special attention should be devoted in reproduction:

- good matching colours,
- good continuing in tones,
- accuracy in printing (smooth screening)

CAUTION

This insignia can ONLY be USED on frontages of DACIA secondary network.



12.10 DACIA SECONDARY NETWORK FLAG SIGN

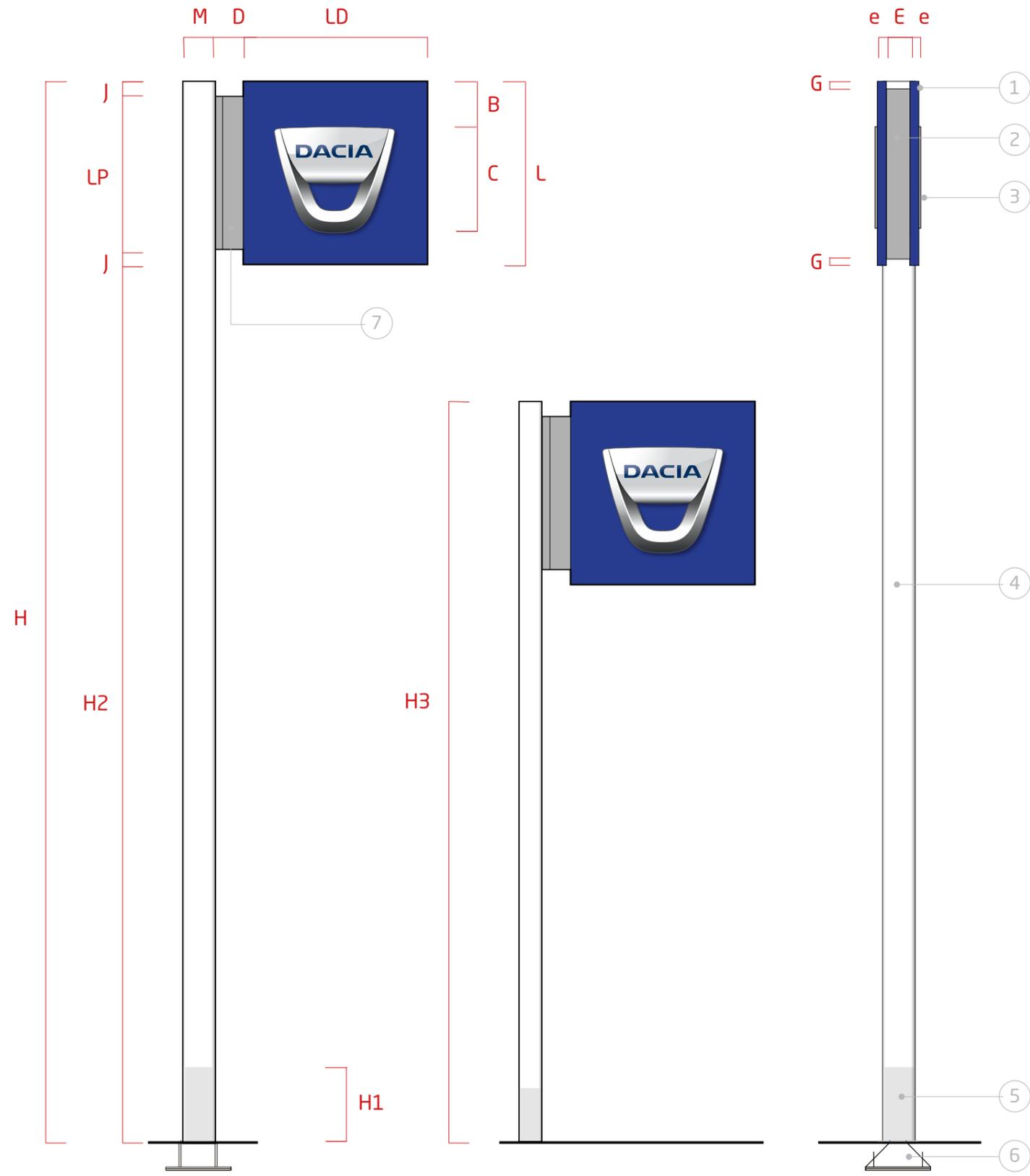
1150 mm flag insignia

DESCRIPTION

- Aluminium lacquered face
- 3D Dacia emblem with integrated lighting
- 40 % glossy satin finish
- 200 x 200 x 6500 mm steel mast or 120 x 120 x 4500 mm

KEY

- Front face
 - RAL 5002 blue
 - Aluminium pre lacquered th. 15/10
- Hollow base decoration (structure)
 - Pantone Cool Gray 5C
- 2D DACIA emblem
 - 3 colours silk-screen printing on adhesive or digital printing
 - lacquered RAL 9010 white
 - double side adhesive
- Steel mast
 - Lacquered RAL 9010 white
- Adhesive plinth
 - Pantone Cool Gray 5C
- Plates and reinforcements for ground attachment (embedded)
 - Protected by galvanization
- Bracket covers
 - Bended aluminium
 - Lacquered Pantone Cool Gray 5C



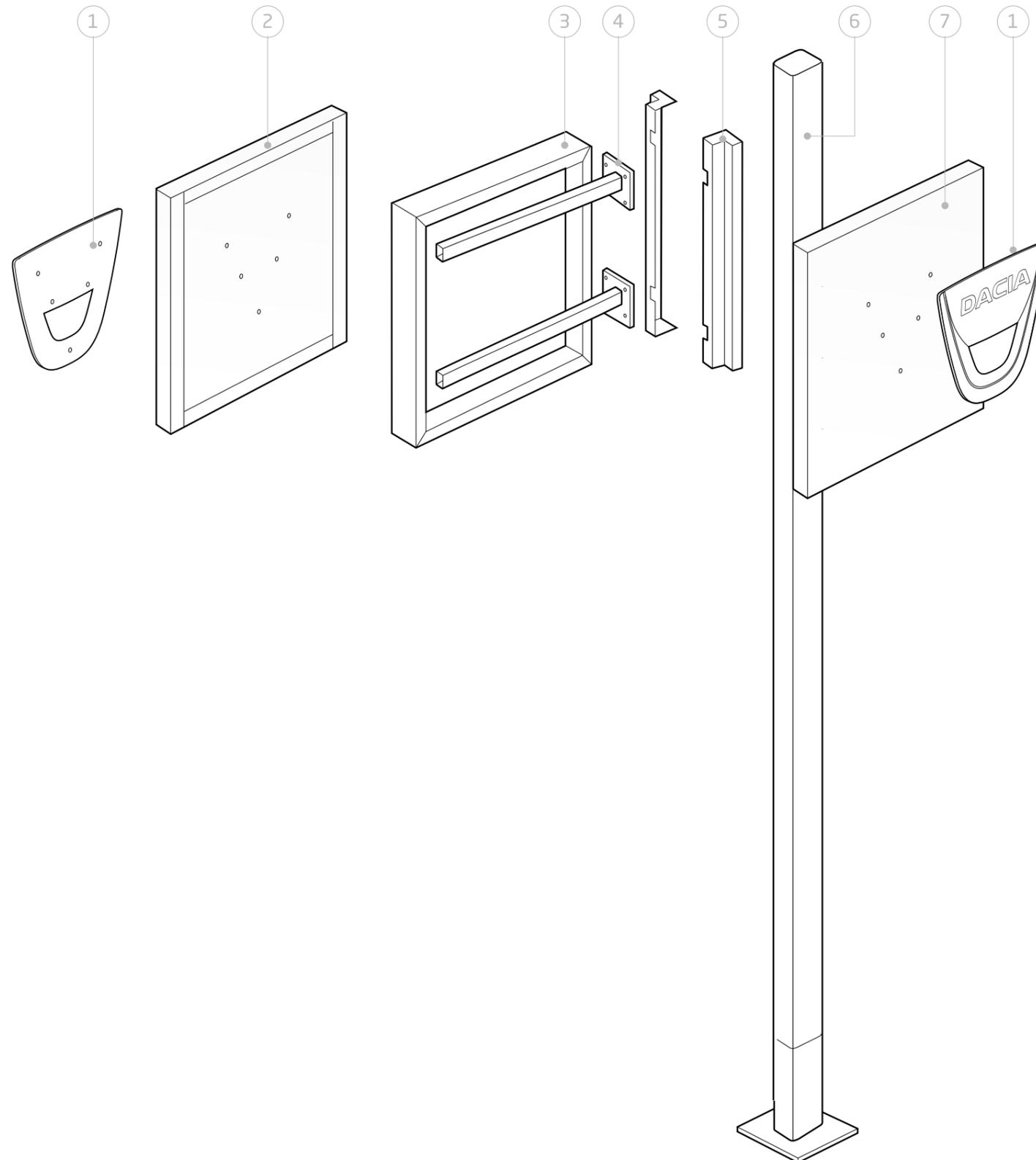
cote	Insignia 1150
LD	1150
B	270
C	675
H	6500
H1	300
P	115
e	28
E	112
and	168
G	28
J	105
LP	940
K	48
L	94
D	142
P1	63
P	115
M	200
H2	5350
H3	4500

12.11 DACIA SECONDARY NETWORK FLAG SIGN

Exploded view

KEY

- 1. 2D DACIA emblem
 - . 3 colours silk-screen printing on adhesive or digital printing
 - . lacquered RAL 9010 white
 - . double side adhesive
- 2. Rear face
 - . RAL 5002 blue
 - . Aluminium prelacquered th. 15/10
- 3. Internal structure
 - . Aluminium or steel protected by galvanization
- 4. Plates and tubular brackets
 - . Protected by galvanization
- 5. Bracket covers
 - . Bended aluminium
 - . lacquered Pantone Cool Gray 5C
- 6. Steel mast
- 7. Front face
 - . RAL 5002 blue
 - . Aluminium prelacquered th. 15/10



For more details to use components of this guide, please refer to the Application Guide for Exterior Signage

Thank you