# DACIA
# EVOLUTION

**INTERIOR TECHNICAL GUIDE -** January 2017
Brand Stores - Network Department

# Technical Guide

## Content

This technical implementation guide is not a substitute for effective project planning which should involve an audit of each site.

The dimensions shown in the design drawings in this guide are given as indications. Fitters / contractors / tradesmen in workshops or on site must verify that they are fit for purpose on the actual site. Fitters / contractors / tradesmen must produce their own working drawings.

All instructions and references to furniture, materials and finishes listed here are indicative of general principles. They can be used as a basis for selecting local products and materials of equivalent quality, appearance and design.

Generous
Simple
Honest
Free-spirit
Reassuring
More for Less

Welcome
to the world of Dacia

**Three core colours:**

**Corporate blue:**
> Brand status and market awareness, coherent signifiers
> Link to exterior signage

**Orange-red:**
> Dynamic, visible

**Light blue:**
> Adds value to product, highlights accessories
> Contrasts with the two darker colours

**Typeface:**

Exclusive use of **Neo Tech Dacia** to ensure consistency of brand signifiers. This is a modern, simple, high-impact typeface.

**Iconography:**

Expresses and represents **the Dacia community**.

## Light
## Regular
## Medium
## Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Generous, Simple, Reliable, Smart

The principles applied in the Dacia Evolution Showroom
are as follows:

## Media:

> The walls should be painted in the reference colour for the space.
The chosen reference is Pantone. Where possible, the corresponding
RAL colour will be chosen. The paintwork is to have a satin finish with 30%
brilliance.

## Visual identification:

> Stickers are printed in accent colour on a matt white adhesive
base*,  itself mounted with adhesive on extruded PVC
(or equivalent) cut to size and with a thickness of 3mm.
They will be attached to the substrate using repositionable double-
sided  tape.

> The cut-out letters will be printed in accent colour on a matt
white adhesive base. They will be attached letter by letter directly to
the substrate using adhesive.

> The visuals frieze is to be printed in process colour on a matt
white adhesive base and attached directly to the substrate.

## Special furniture:

> The accessories stand placed against the wall is a freestanding
item in light-blue painted steel with rack-type shelf supports.
Accessories will be secured using customized fittings.

> The coffee corner is a freestanding customized item of future
in matt white painted particle board. It is placed against
the wall.

If an alternative is chosen, this must be submitted for validation
to the Network Identity Project Directorate (DPIR).

NB: The dimensions indicated in all plan and elevation drawings
are in centimetres. The dimensions indicated in all working drawings
for Showroom visual identification are in mm.

* All adhesive media are covered by a 5-year warranty for colourfastness.

**Brand:**
RAL 5002
Satin finish

**Services:**
RAL 2002
Satin finish

**Finance:**
RAL 9016
Satin finish

**Accessories:**
RAL 5012
Satin finish

Pantone
661U

Pantone
301U

Pantone
2925U

**Process colour**

1 DACIA PACK MALIN

POUR CHANGER SA DACIA
TOUS LES 4 ANS,
SANS SOUCIS DE REVENTE.

Offres et tarifs soumis à conditions.
Suivant acceptation des dossiers
par l'organisme de financements.
Données non contractuelles.

DACIA

**Matt white adhesive medium**

**Pantone 179U**

Servez-vous
un café

**RAL 9016**
Matt finish

**RAL 5012** Satin finish

All of the planes and elevations are dimensioned in
cm; all of the execution documents for the signage
are dimensioned in mm.

The following sequence of murals is recommended.
The widths of each theme are to be determined according to the configuration of the dealership / or the available space.

These murals shall be implemented directly on the walls providing these are perfectly smooth and white. Where appropriate, other solutions may be envisaged (see technical variants).

**Financing:**
The financing offer display features near the sales desk.
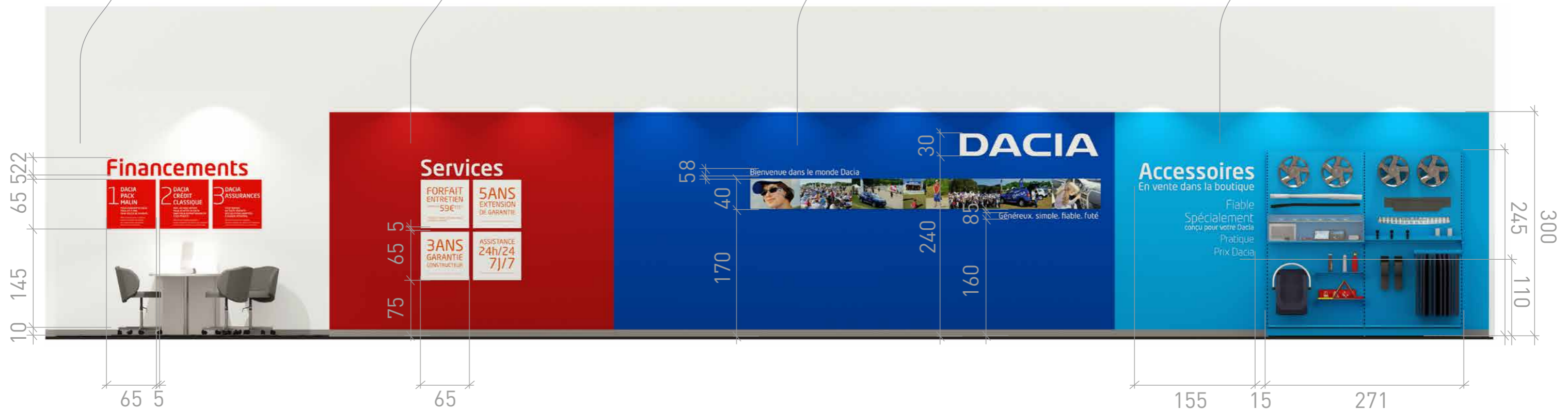
**Services:**
To highlight the services offer, 4 flagship services proposed by the Brand are presented on an orange-red background.

**The Brand:**
To introduce the Dacia Brand universe, a mural featuring using the colour codes of the Brand promotes the Dacia community and the Brand content.

**Accessories:**
To sell more, a light blue mural presents the Accessories message and the Dacia Accessories range.

*N.B. All of the planes and elevations are dimensioned in cm; all of the execution documents for the signage are dimensioned in mm.* ▭ *Indicates cropping area; do not print.*
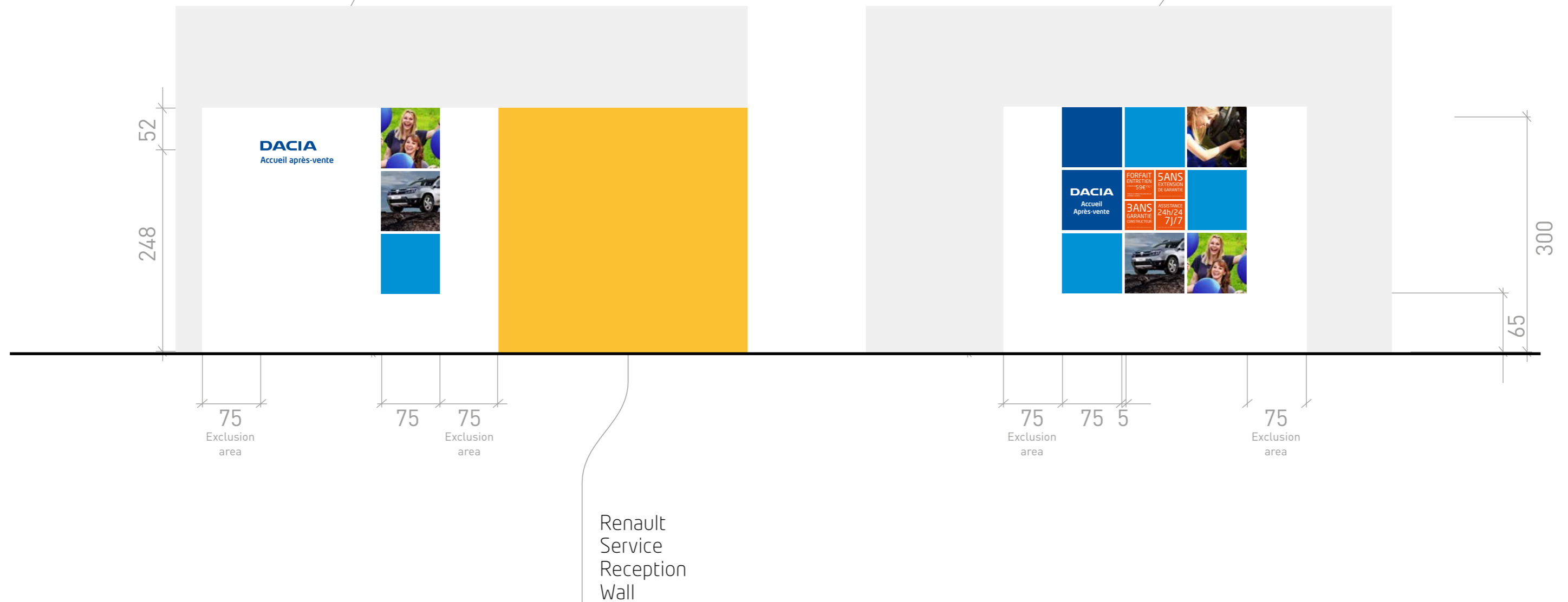
# The murals

When the walls of the dealership are not absolutely white (RAL 9016), it is necessary to maintain exclusion areas on both sides of the visuals.

**After-sales reception shared** with Renault:
To introduce the Dacia Brand universe, a mural featuring using the colour codes of the Brand promotes the Dacia community and the Brand content.

**After-sales:**
To highlight the services offer, 4 flagship services proposed by the Brand are presented on an orange-red background.
The mural applies the Brand colour codes.

DACIA
Accueil après-vente

52

248

75
Exclusion area

75

75
Exclusion area

Renault
Service
Reception
Wall

DACIA
Accueil
Après-vente

FORFAIT ENTRETIEN
59€
5 ANS EXTENSION DE GARANTIE
3 ANS GARANTIE CONSTRUCTEUR
ASSISTANCE 24h/24 7J/7

300

65

75
Exclusion area

75

5

75
Exclusion area

# The murals

When the walls of the dealership are not absolutely white (RAL 9016), it is necessary
to maintain exclusion areas on both sides of the visuals.

**Delivery shared** with Renault:
Un mural reprend les codes
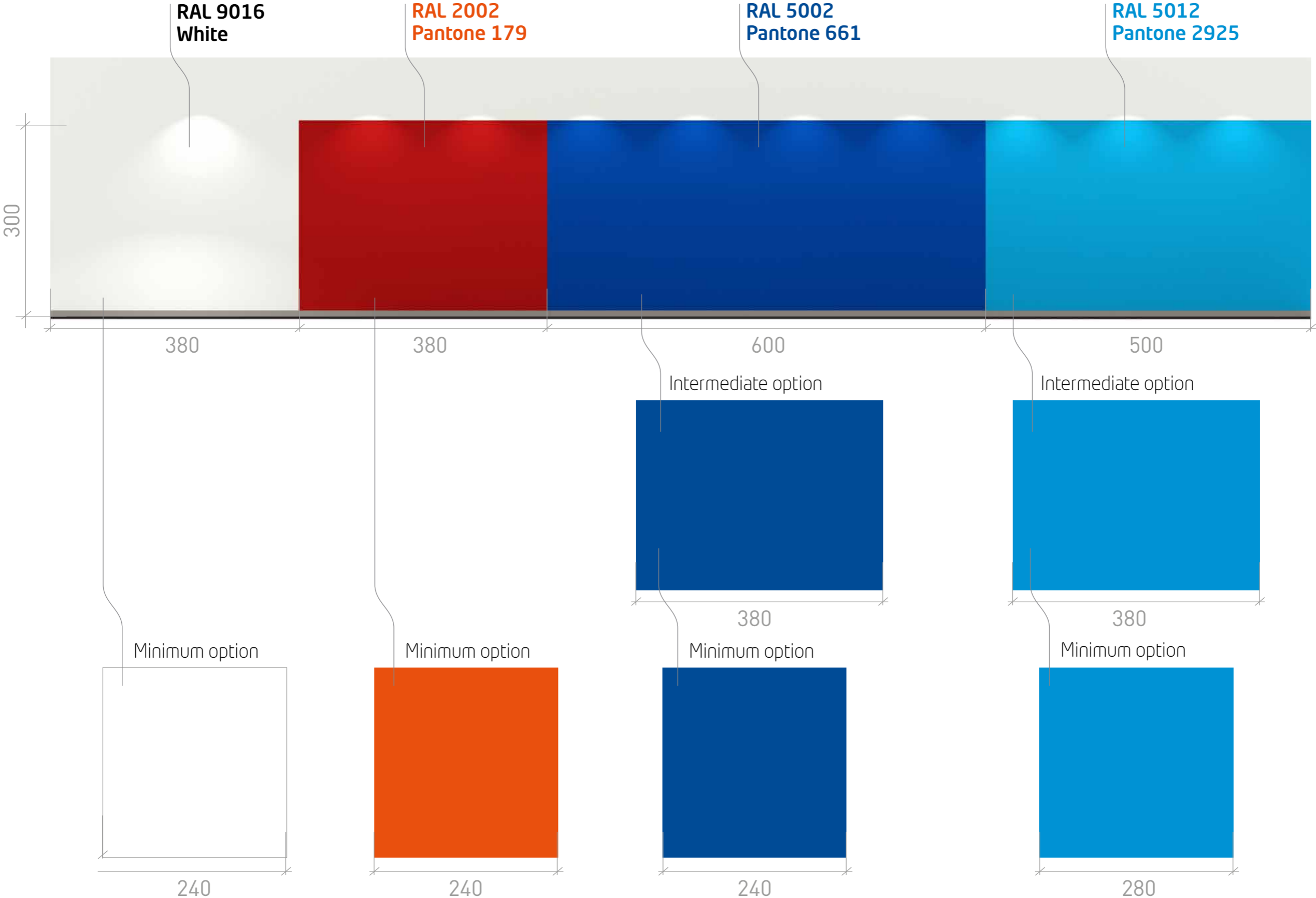couleurs de la Marque et met en
valeur la communauté Dacia.

**Delivery Area:**
The dynamic qualities of the
brand are highlighted right until
the moment of delivery. The
mural applies the Brand's colour
codes.

**DACIA**

**Espace Livraison**

95
5
95
5
95
5

95
Exclusion
area

95

30
Exclusion
area

95

95

300

100
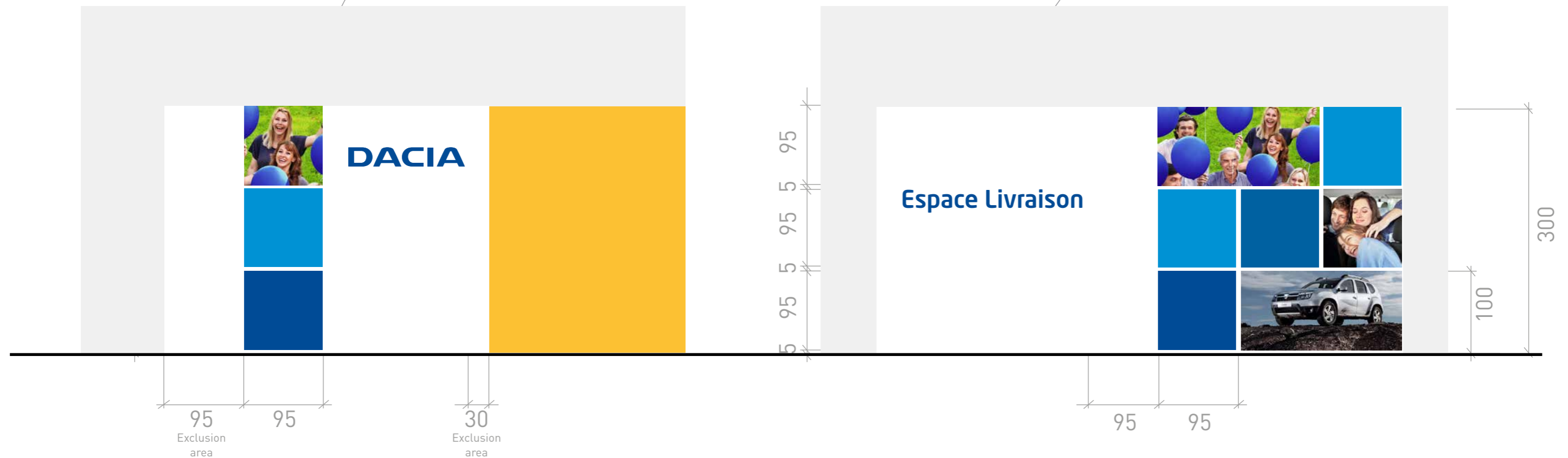
# The murals

> **Implementation :**

Painting of the 4 murals according to the dimensions (cm) and color references (Pantone or RAL if possible) specified below..

**RAL 9016 White**

**RAL 2002 Pantone 179**

**RAL 5002 Pantone 661**

**RAL 5012 Pantone 2925**

300

380

380

600

500

Intermediate option

380

Intermediate option

380

Minimum option

240

Minimum option

240

Minimum option

240

Minimum option

280

**Title Finance:**

> **Name of source file:**
  FINANCEMENTS.ai

> **Scale:** 1
> **File size:** 1856x227 mm

> **Implementation:**
**Medium:**
Cut matt white adhesive material screen printed
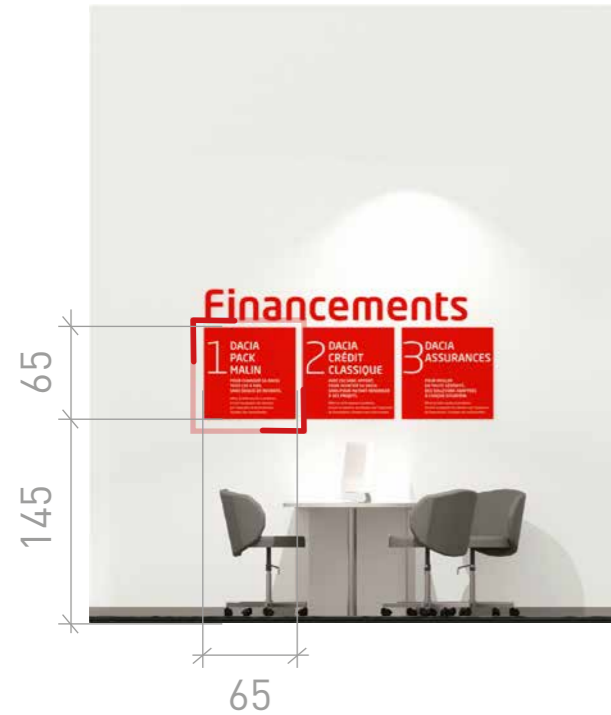in Pantone 179U. Attached letter by letter to substrate
with adhesive.

**Positioning:**
Text baseline 215cm from floor.



185,6

FINANCEMENTS.ai

**Finance stickers:**

> **Name of source file:**
  PASTILLE-FINANCEMENT1.ai

> **Scale:** 1

> **File size:** 650x650 mm

> **Implementation:**

**Support:**
Extruded PVC (or equivalent) thickness 3mm cut out + matt white adhesive material screen printed in Pantone 179U. Attached to substrate using double-sided, repositionable adhesive tape.

**Positioning:**
Text baseline 145cm from floor.
Spacing of 5cm between any two stickers.

NB: The content shown here is indicative only. Final choice of content is to be made by the country marketing directorate.



# 1 DACIA PACK MALIN

## POUR CHANGER SA DACIA TOUS LES 4 ANS, SANS SOUCIS DE REVENTE.

Offres et tarifs soumis à conditions.
Suivant acceptation des dossiers par l'organisme de financements.
Données non contractuelles.

PASTILLE-FINANCEMENTS1.ai

**Finance stickers:**

> **Name of source file:**
  PASTILLE-FINANCEMENT2.ai

> **Scale:** 1
> **File size:** 650x650 mm

> **Implementation:**
**Medium:**
Extruded PVC (or equivalent) thickness 3mm cut
out + matt white adhesive material screen printed
in Pantone 179U. Attached to substrate using
double-sided, repositionable adhesive tape.

**Positioning:**
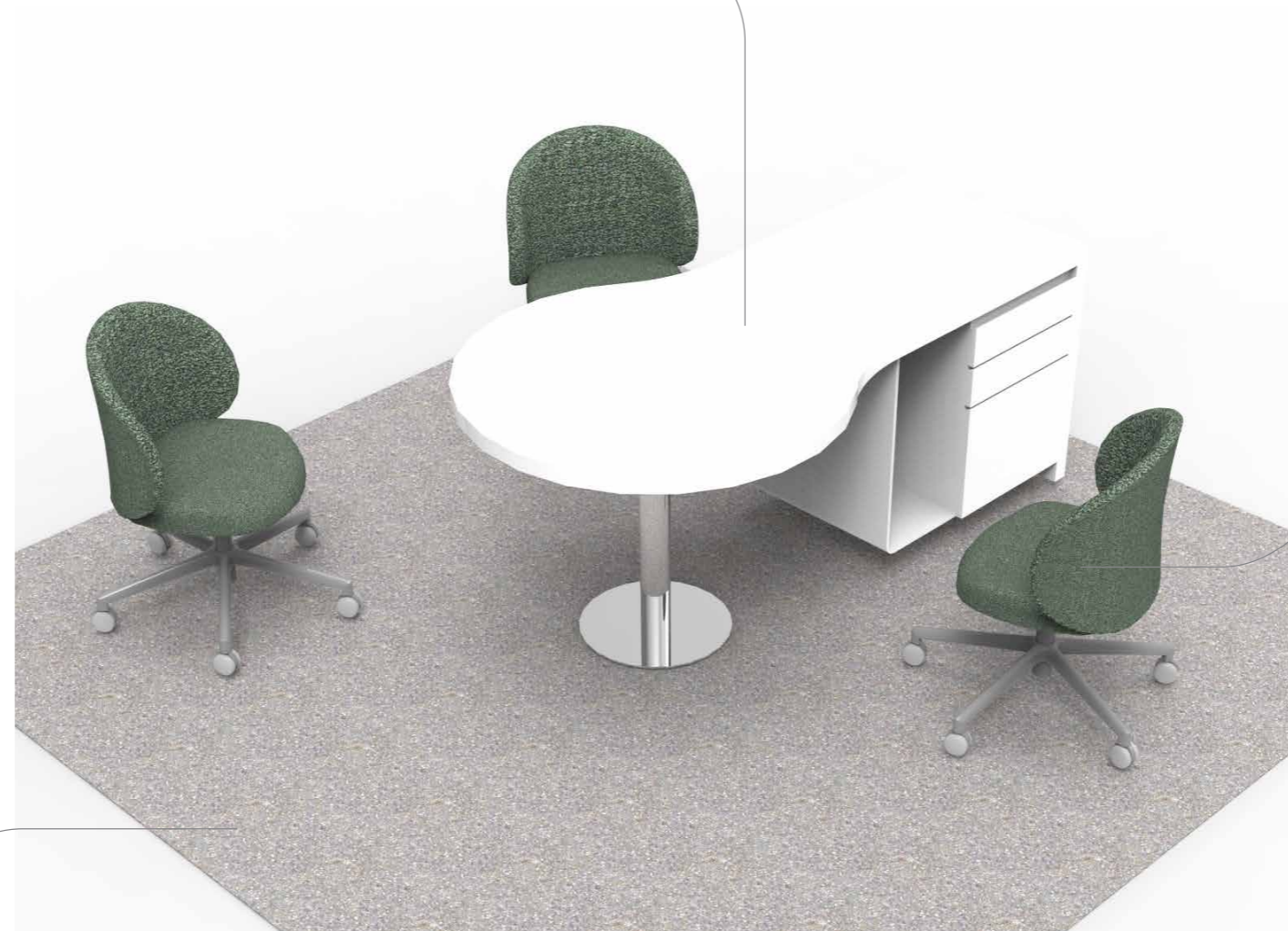Text baseline 145cm from floor.
Spacing of 5cm between any two stickers.

NB: Content is provided as an indication only. Final
content to be defined by marketing management
in the country concerned.

## 2 DACIA CRÉDIT CLASSIQUE

**AVEC OU SANS APPORT,
POUR ACHETER SA DACIA
SANS POUR AUTANT RENONCER
À SES PROJETS.**

Offres et tarifs soumis à conditions.
Suivant acceptation des dossiers par l'organisme
de financements. Données non contractuelles.

PASTILLE-FINANCEMENTS2.ai

65

145

5  65

## Finance stickers:

> **Name of source file:**
  PASTILLE-FINANCEMENT3.ai

> **Scale:** 1

> **File size:** 650x650 mm

> **Implementation:**

**Medium:**
Extruded PVC (or equivalent) thickness 3mm
cut out + matt white adhesive material screen
printed in Pantone 179U. Attached to substrate
using double-sided, repositionable adhesive tape.

**Positioning :**
Text baseline 145cm from floor.
Spacing of 5cm between any two stickers.

NB: Content is provided as an indication only. Final
content to be defined by marketing management
in the country concerned.

3 **DACIA
ASSURANCES**

650

650

**POUR ROULER
EN TOUTE SÉRÉNITÉ,
DES SOLUTIONS ADAPTÉES
À CHAQUE SITUATION.**

Offres et tarifs soumis à conditions.
Suivant acceptation des dossiers par l'organisme
de financements. Données non contractuelles.

PASTILLE-FINANCEMENTS3.ai

**Wall sales office:**

> **Renault reference:** 5.3.3.R BVM D

**Sales office seating:**

> **3 seats :** 1 seat for salesperson + 2 customer seats.

Rounded design with integrated armrests.

Finished in Camira Xtreme fabric.

> **Ref.** D&C grey

**Sales office fitted carpet:**

Velvet tufted frieze carpet with marbled finish, 100% polyamide.
Thickness 7mm.
Colour: medium grey **Réf.** 5C62

**Title Services :**

> **Name of source file:**
  SERVICES.ai

> **Scale:** 1
> **File size:** 1087x225 mm

**> Implementation:**

**Medium:**

Matt white adhesive material cut out and attached letter by letter directly to substrate with adhesive.

**Positioning :**

Text baseline 215cm from floor.

22

215

LINES INDICATE CUT-OUT
(DO NOT PRINT)

220

1087

SERVICES.ai

NB: The dimensions indicated in all plan and elevation drawings are in centimetres. The dimensions indicated in all working drawings for Showroom visual identification are in mm. *indicates cropping area; do not print*

65

145

65
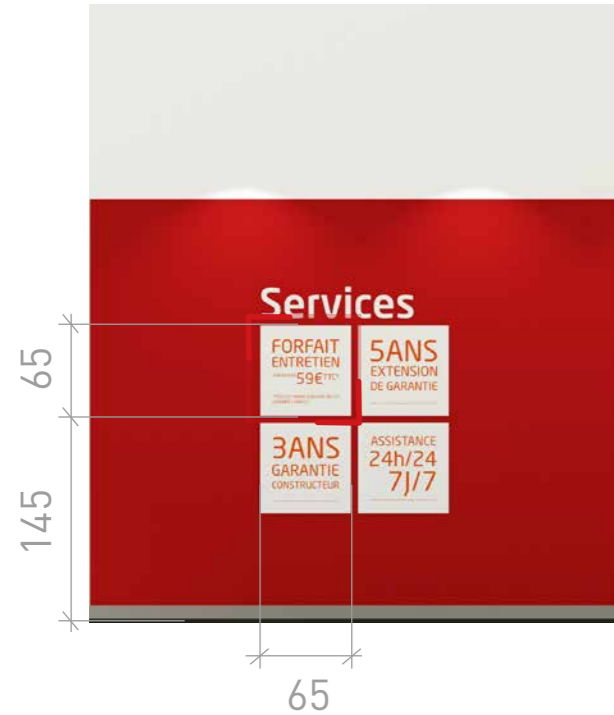
**Services stickers:**

> **Name of source file:**
  PASTILLE-FORFAIT.ai

> **Scale:** 1
> **File size:** 650x650 mm

> **Implementation:**
**Medium:**
Extruded PVC (or equivalent) thickness 3mm cut out + matt white adhesive material screen printed in Pantone 179U. Attached to substrate using double-sided, repositionable adhesive tape.

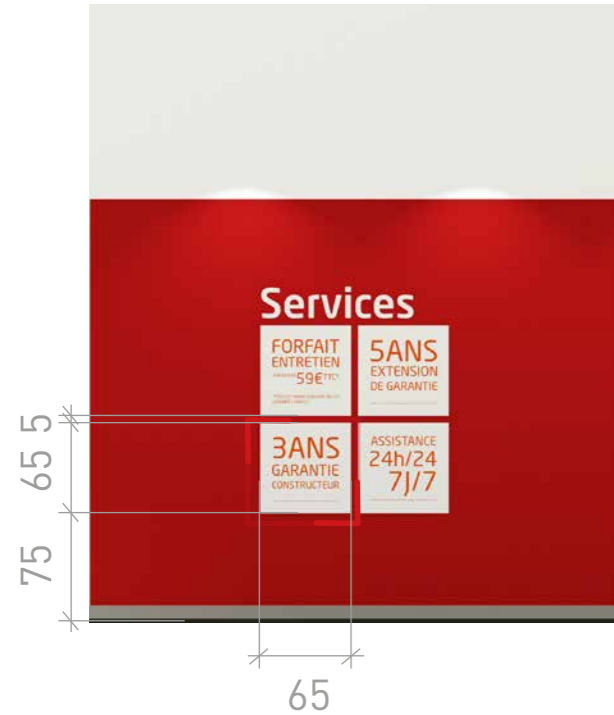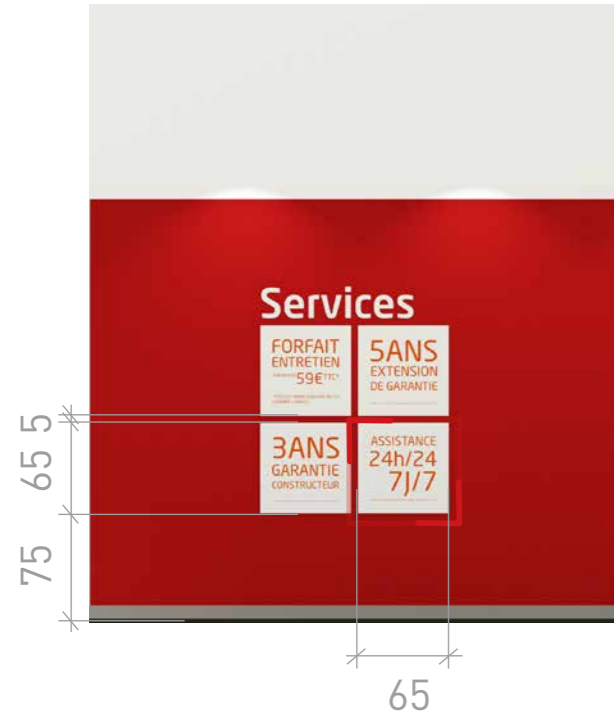**Positioning:**
Text baseline 145cm from floor.
Spacing of 5cm between any two stickers.

NB: Content is provided as an indication only. Final content to be defined by marketing management in the country concerned.

LINES INDICATE CUT-OUT
(DO NOT PRINT)

650

650

# FORFAIT ENTRETIEN

À PARTIR DE **59€**TTC*

*PIÈCES ET MAINS D'OEUVRE INCLUS (VIDANGE 15W401)

PASTILLE-FORFAIT.ai

LINES INDICATE CUT-OUT
(DO NOT PRINT)

65

145

5  65
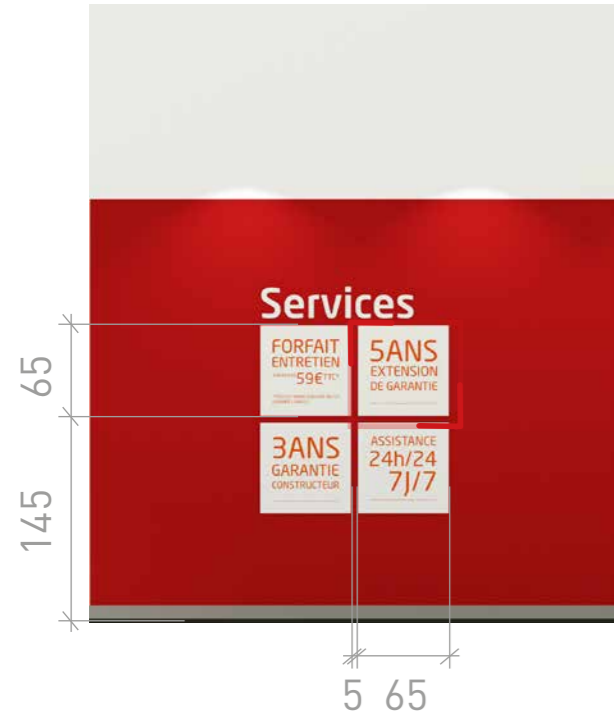
## Services stickers:

> **Name of source file:**
  PASTILLE-EXTENSION.ai

> **Scale:** 1

> **File size:** 650x650 mm

> **Implementation:**
**Medium:**
Extruded PVC (or equivalent) thickness 3mm cut out + matt white adhesive material screen printed in Pantone 179U. Attached to substrate using double-sided, repositionable adhesive tape.

**Positioning:**
Text baseline 145cm from floor.
Spacing of 5cm between any two stickers.

NB: Content is provided as an indication only. Final content to be defined by marketing management in the country concerned.

# 5ANS
# EXTENSION
# DE GARANTIE

OFFRES ET TARIFS SOUMIS À CONDITIONS. DONNÉES NON CONTRACTUELLES.

650

650

PASTILLE-EXTENSION.ai

65 5

75 65

65

## Services stickers:

> **Name of source file:**
  PASTILLE-GARANTIE.ai

> **Scale:** 1

> **File size:** 650x650 mm

> **Implementation:**
**Medium:**
Extruded PVC (or equivalent) thickness 3mm cut out + matt white adhesive material screen printed in Pantone 179U. Attached to substrate using double-sided, repositionable adhesive tape.

**Positioning:**
Text baseline 75cm from floor.
Spacing of 5cm between any two stickers.

NB: Content is provided as an indication only. Final content to be defined by marketing management in the country concerned.

LINES INDICATE CUT-OUT
(DO NOT PRINT)

650

650

# 3ANS
## GARANTIE
## CONSTRUCTEUR

OFFRES ET TARIFS SOUMIS À CONDITIONS. DONNÉES NON CONTRACTUELLES.

PASTILLE-GARANTIE.ai

## Services stickers:

> **Name of source file:**
  PASTILLE-GARANTIE.ai

> **Scale:** 1
> **File size:** 650x650 mm

> **Implementation:**

**Medium:**

Extruded PVC (or equivalent) thickness 3mm cut out + matt white adhesive material screen printed in Pantone 179U. Attached to substrate using double-sided, repositionable adhesive tape.

**Positioning:**

Text baseline 75cm from floor.
Spacing of 5cm between any two stickers.

NB: Content is provided as an indication only. Final content to be defined by marketing management in the country concerned.

LINES INDICATE CUT-OUT
(DO NOT PRINT)

# ASSISTANCE 24h/24 7J/7

OFFRES ET TARIFS SOUMIS À CONDITIONS. DONNÉES NON CONTRACTUELLES.

650
650

PASTILLE-GARANTIE.ai

## Title Dacia:

> **Name of source file:**
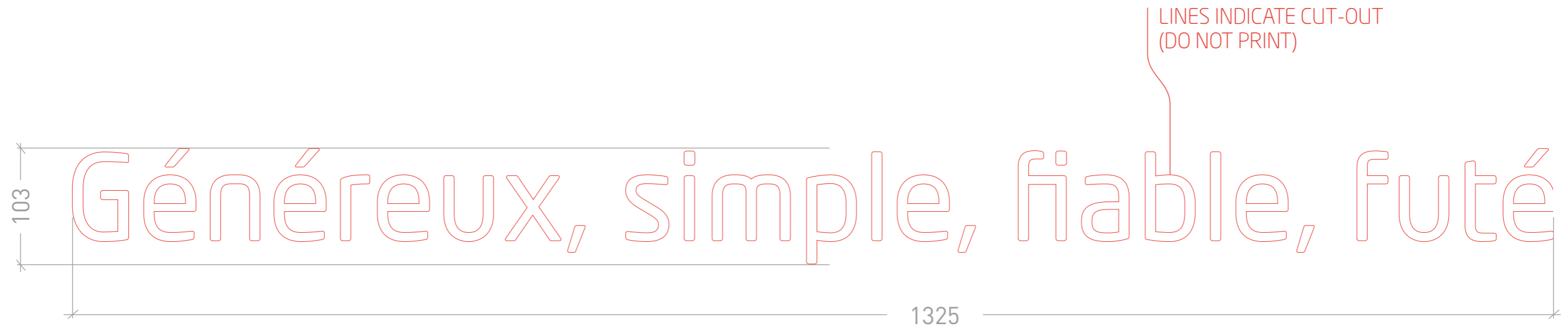  DACIA.ai

> **Scale:** 1
> **File size:** 1740x300 mm

> **Implementation:**
**Medium:**
Matt white adhesive material cut out
and attached letter by letter directly
to substrate with adhesive.

**Positioning:**
Text baseline 240cm from floor.
Flush right 25cm from edge of painted mural.

240
30
174   25

LINES INDICATE CUT-OUT
(DO NOT PRINT)

300

1740

DACIA.ai

**215**

**8**

1455

## Title Welcome:

> **Name of source file:**
  BIENVENUE.ai

> **Scale:** 1
> **File size:** 1455x81 mm

> **Implementation:**
Sentence not modifiable.

**Medium:**

Matt white adhesive material cut out
and attached letter by letter directly
to substrate with adhesive.

## Positioning :

Flush left on visuals frieze at 215cm
from floor.

LINES INDICATE CUT-OUT
(DO NOT PRINT)

81

1455

BIENVENUE.ai

## Title Generous... :

> **Name of source file:**
  GENEREUX.ai

> **Scale:** 1
> **File size:** 1325x103 mm

> **Implementation:**

**Medium:**
Matt white adhesive material cut out and attached letter by letter directly to substrate with adhesive.

**Positioning:**
Flush right on visuals frieze at 160cm from floor.

LINES INDICATE CUT-OUT
(DO NOT PRINT)



1325

GENEREUX.ai

## Visuals frieze:

> **Name of source file:**
FRISE-DACIA.psd

> **Scale:** 1/10$^e$
> **File size:** 4600x400 mm

> **Implementation:**
**Medium:**
Matt white adhesive material cut out and process printed. Attached directly to substrate with adhesive.

**Positioning:**

Flush right on Dacia 170cm from floor.

NB: Individual countries have the option of selecting their own visuals. Choice to be validated by the Network Identity Project Directorate and Dacia Brand Development Directorate.



FRISE-DACIA.psd

**Visuals frize,
Intermediate option:**

> **Name of source file:**
  FRISE-DACIA-INTER.psd

> **Scale:** 1/10ᵉ

> **File size:** 3300x400 mm

> **Implementation:**

**Medium:**

Matt white adhesive material cut out and process printed. Attached directly to substrate with adhesive.

**Positioning:**

Flush right on Dacia 170cm from floor.

NB: Individual countries have the option of selecting their own visuals. Choice to be validated by the Network Identity Project Directorate and Dacia Brand Development Directorate.



FRISE-DACIA-INTER.psd

405

170

190    25

## Visuals frieze, Minimum option:

> **Name of source file:**
  FRISE-DACIA-MINI.psd

> **Scale:** 1/10ᵉ

> **File size:** 1900x400 mm

> **Implementation:**
**Medium:**

Matt white adhesive material cut out and process printed. Attached directly to substrate with adhesive.

**Positioning:**

Flush right on Dacia 170cm from floor.

NB: Individual countries have the option of selecting their own visuals. Choice to be validated by the Network Identity Project Directorate and Dacia Brand Development Directorate.



40

190

FRISE-DACIA-MINI.psd

**Visuals strip,**
**Self-standing wall:**

> **Source file name:**
  FRISE-DACIA-2x2.psd

> **Scale:** 1/10$^{th}$
> **File size:** 1600 x 340 mm

> **Implementation:**
**Support:**
Four-colour printed cut-out matt white adhesive.
Bonded directly onto the support.

**Layout:**
Right-aligned with Dacia 96 cm from the
ground.

N.B. Each region / country will be able to
make its selection of visuals, to be validated
by the Networks Identity Division and the
Dacia Brand Development Department.
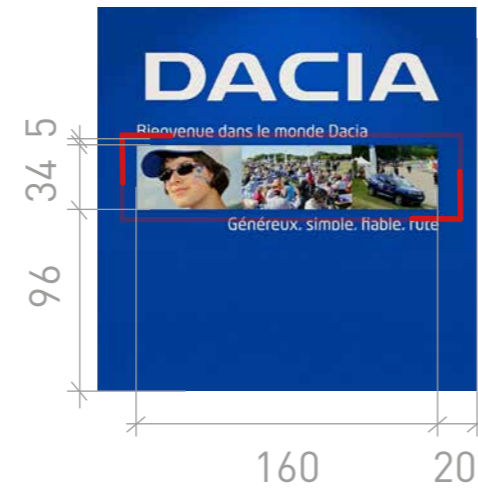
FRISE-DACIA-2x2.psd

# 2x2 - The Brand Signage

> **Implementation:**

This component is made using an outer aluminium profile, which forms a frame to which stretched fabric is fastened at the front and back.

The fabric is fixed in place using a strip which clips into the grooves of the aluminium profile.

The assembly is fastened to the floor with steel plates that serve as ballast. These plates are clad with sheet steel with an RAL 9007 grey lacquer finish (in one or two sections).

8,5 à 16

200

200

200

Side view

Front view

Stretched fabric panel

Cladding of plate

Angle bracket

Steel ballast

RAL 9007 grey lacquered steel sheet (50/10ths of mm thick)

Stretched fabric panel

Aluminium profile comprising attachment grooves, RAL 9007 grey lacquer finish

Overhead view

Outer aluminium profile comprising attachment grooves in RAL 9007 grey lacquer

Internal bracing structure

Digitally printed stretched fabric panel with sewn-in strip

Steel angle bracket for attachment of the frame onto the base plates

Cladding of base plate. RAL 9007 grey lacquered steel sheet (50/10ths of mm thick)

Steel ballast (min. 2 cm thick)

Connecting angle for profiles

Digitally printed stretched fabric panel with sewn-in strip

Ballast alignment structure

Pads to protect tiling and for shimming of base plates

# 2x2 - The Brand Signage

## > Implementation:

The design of the profile may be adapted, but the following conditions must be complied with:

> The beading strip must be installed from the front with very low visibility of the profile on the front (without a cross-member overlap)

> The visible surface of the side profile should be smooth (no visible grooves).

de 8,5 à 16

Silicone strip sewn into the fabric

Angle bracket set screw

Fabric surface

Angle reinforcements for the fastening of the profiles to the plates

Profile joining bracket fitting into the grooves
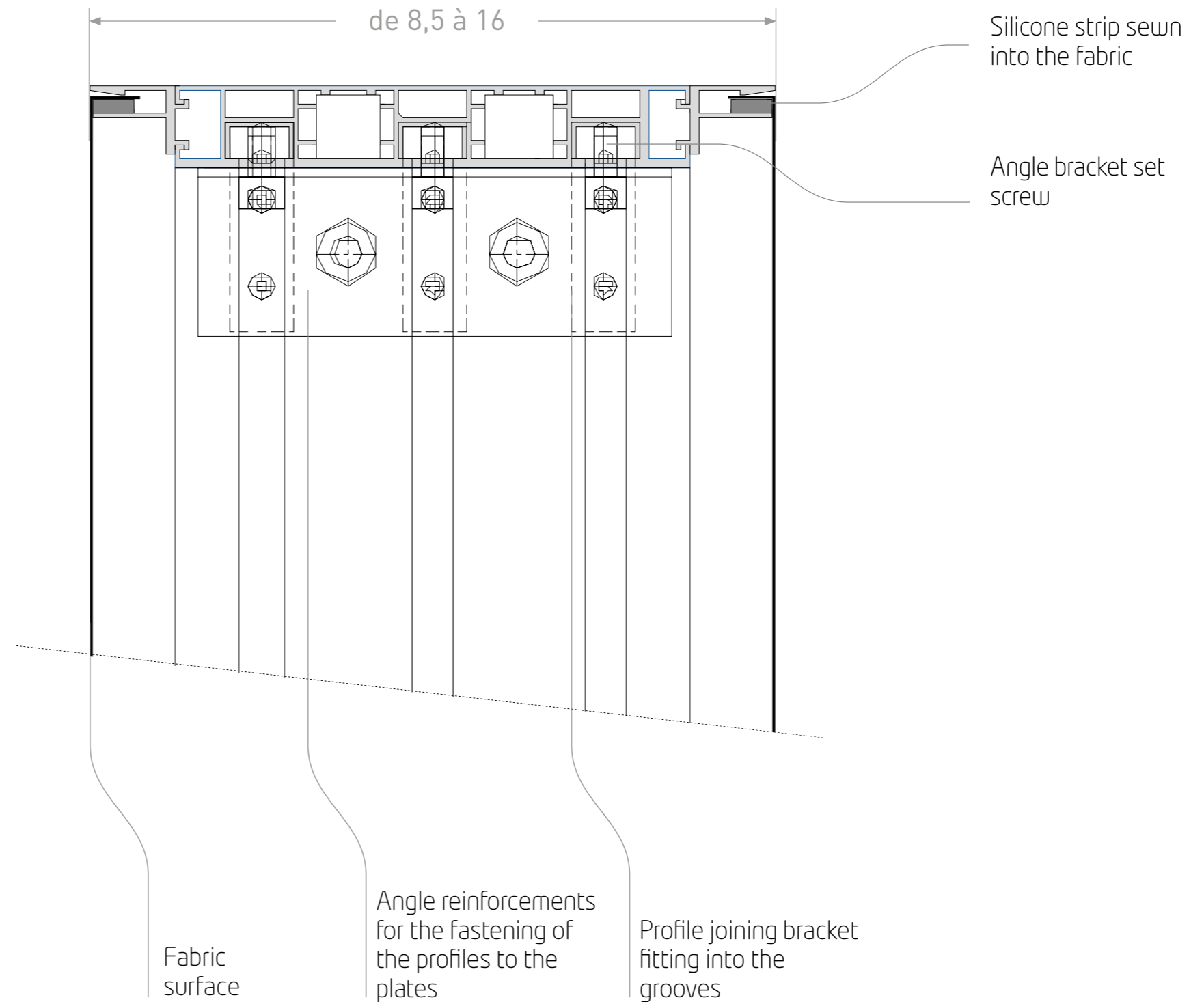
# Visual identification for Accessories



**155**    **15**

**125**
**22**
**110**

## Accessories text block:

> **Name of source file:**
ACCESSOIRES.ai

> **Scale:** 1

> **File size:** 1550x1253 mm

> **Implementation:**

**Medium:**

Matt white adhesive material cut out and attached letter by letter directly to substrate with adhesive.

**Positioning:**

Text baseline 110cm from floor.
Flush right 15cm from accessories stand.

LINES INDICATE CUT-OUT
(DO NOT PRINT)

## Accessoires
### En vente dans la boutique

### Fiable
### Spécialement
conçu pour votre Dacia

### Pratique

### Prix Dacia

**1253**

**1550**

ACCESSOIRES.ai

NB: The dimensions indicated in all plan and elevation drawings are in centimetres. The dimensions indicated in all working drawings for Showroom visual identification are in mm. ⬚ *indicates cropping area; do not print*

125
22
110
155    15

**Accessories text block:**

> **Name of source file:**
  ACCESSOIRES.ai

> **Scale:** 1

> **File size:** 1550x1253 mm

> **Implementation:**

**Medium:**
Matt white adhesive material cut out
and attached letter by letter directly
to substrate with adhesive.

**Positioning:**
Text baseline 110cm from floor.
Flush right 15cm from visuals.

LINES INDICATE CUT-OUT
(DO NOT PRINT)

## Accessoires
### En vente dans la boutique

#### Fiable
#### Spécialement
##### conçu pour votre Dacia
#### Pratique
#### Prix Dacia

1253

1550

ACCESSOIRES.ai

LINES INDICATE CUT-OUT
(DO NOT PRINT)

125

22

110

155    15

## Accessories text block:

> **Name of source file:**
  ACCESSOIRES.ai

> **Scale:** 1

> **File size:** 1550x1253 mm

> **Implementation:**

**Medium:**

Matt white adhesive material cut out
and attached letter by letter directly
to substrate with adhesive.

**Positioning:**

Text baseline 110cm from floor.
Flush right 15cm from visuals.

Accessoires
En vente dans la boutique

Fiable
Spécialement
conçu pour votre Dacia
Pratique
Prix Dacia

1253

1550

ACCESSOIRES.ai

**Accessories text block,
Intermediate option:**

> **Name of source file:**
ACCESSOIRES2.ai

> **Scale:** 1
> **File size:** 1550x400 mm

> **Implementation:**
**Medium:**

Matt white adhesive material cut out and attached letter by letter directly to substrate with adhesive.

**Positioning:**
Text baseline 200cm from floor.
Flush right on visuals 15cm from accessories stand.

LINES INDICATE CUT-OUT
(DO NOT PRINT)
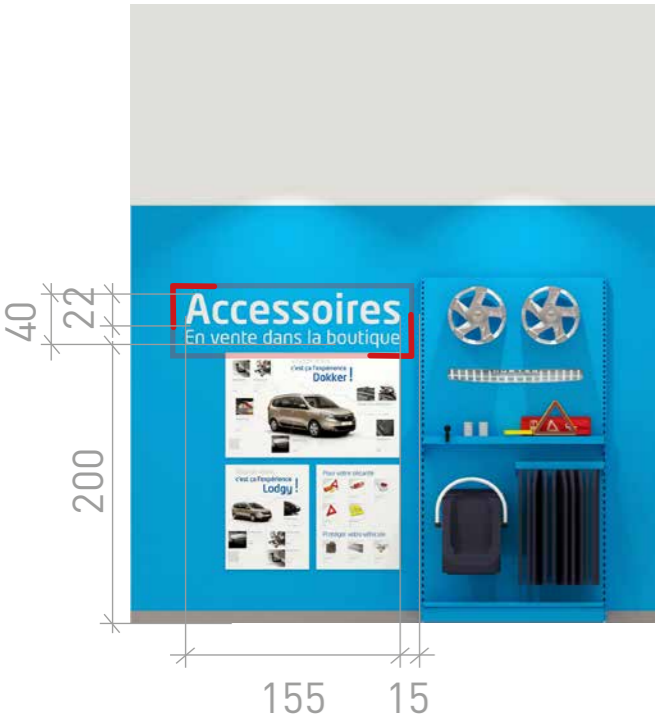
ACCESSOIRES2.ai

**Accessories text block,**
**Minimum option:**

> **Name of source file:**
  ACCESSOIRES2.ai

> **Scale:** 1
> **Taille du fichier :** 1550x400 mm

> **Implementation:**
**Medium:**

Matt white adhesive material cut out and attached letter by letter directly to substrate with adhesive.

**Positioning:**

Text baseline 200cm from floor.
Flush left on visuals 10cm from edge of painted mural.

LINES INDICATE CUT-OUT
(DO NOT PRINT)

ACCESSOIRES2.ai

## > Implementation:

Presentation of a model page layout with content provided as an indication only. Final content to be defined by marketing management in the country concerned.



Configuration 1

75 75 75 5 60

60 5 60

125



Configuration 2

75 75 5 60

125 75 60 75 60

260

## > Basic principle: 3 formats /2 configurations



75

60

125

260

5



Configuration 1                    Configuration 2
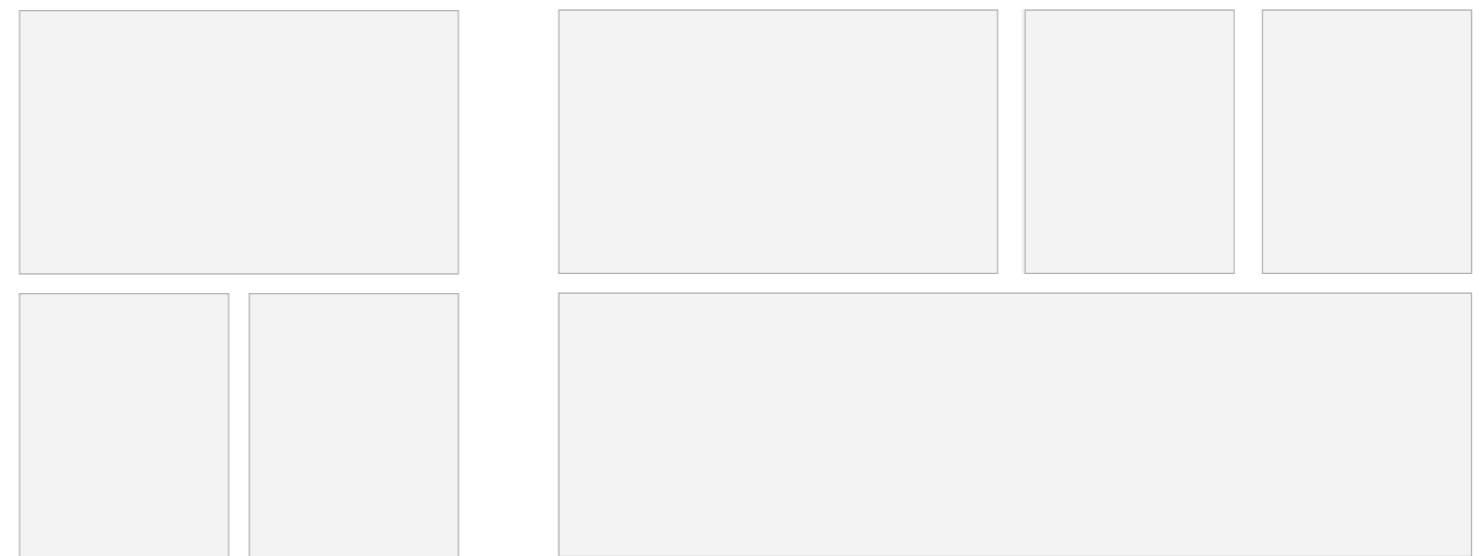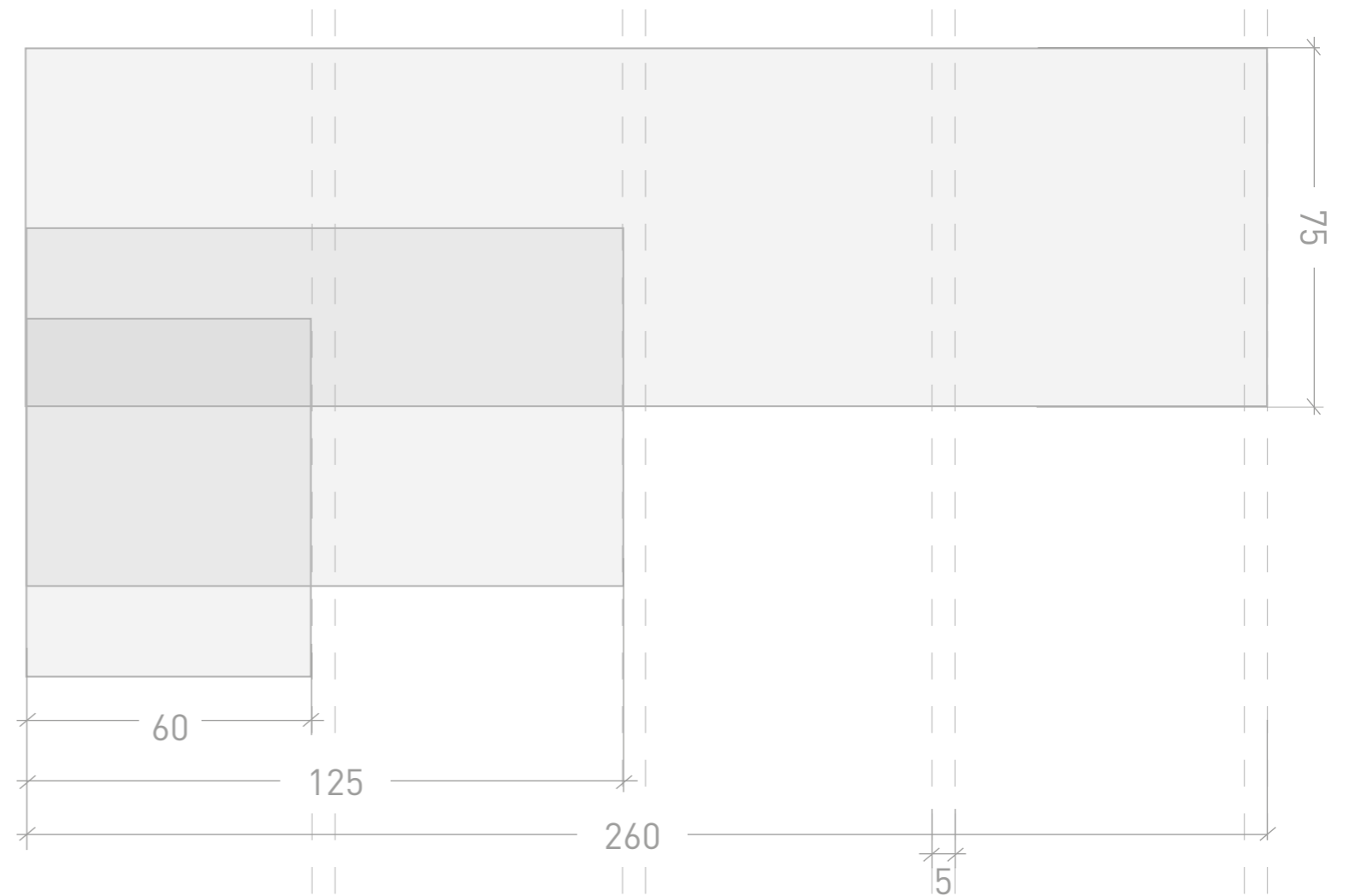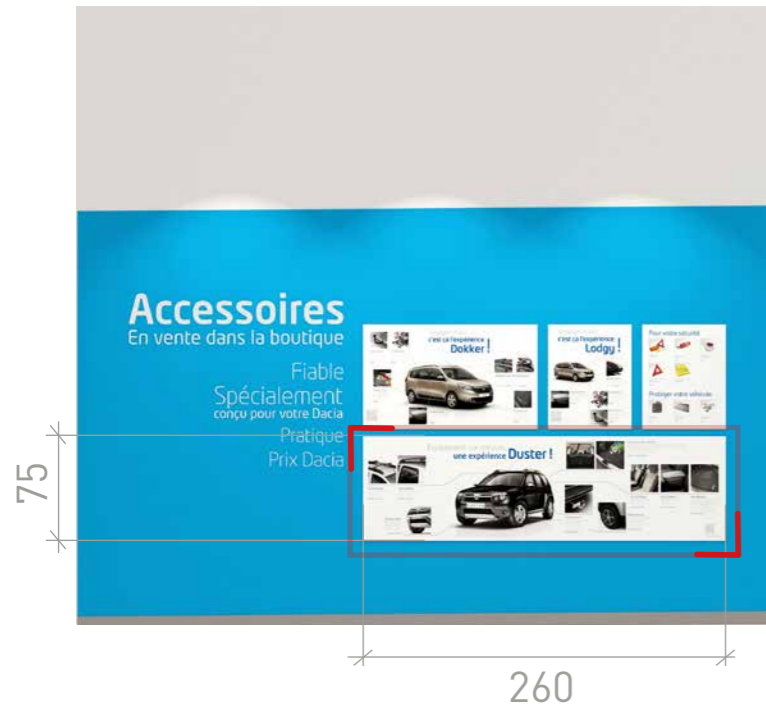
**Large visual (sizing):**

> **Name of source file:**
  GABARIT-PANNEAU-DUSTER-260X75.ai

> **Scale:** $1/10^e$
> **File size:** 2600x750 mm

> **Implementation:**

**Medium:**
Extruded PVC (or equivalent) thickness 3mm cut out + matt white adhesive material process printed. Attached to substrate using double-sided, repositionable adhesive tape.

**Positioning:**
According to configuration.

*NB: This document is a mock-up – text to be added; DB images not for printing.*



GABARIT-PANNEAU-DUSTER-260X75.ai

## Intermediate visual (sizing):

> **Name of source file:**
GABARIT-PANNEAU-DOKKER-125X75.ai

> **Scale:** 1
> **File size:** 1250x750 mm

> **Implementation:**

**Medium:**
Extruded PVC (or equivalent) thickness 3mm cut out + matt white adhesive material process printed. Attached to substrate using double-sided, repositionable adhesive tape.

**Positioning:**
According to configuration.

*NB: This document is a mock-up – text to be added; DB images not for printing.*



GABARIT-PANNEAU-DOKKER-125X75.ai

75

60



*NB: This document is a mock-up – text to be added; DB images not for printing.*

## Minimum visual (sizing):

> **Name of source file:**
  GABARIT-PANNEAU-LODGY-60X75.ai

> **Scale:** 1

> **File sie:** 600x750 mm

> **Implementation:**

**Medium:**
Extruded PVC (or equivalent) thickness 3mm cut out + matt white adhesive material process printed. Attached to substrate using double-sided, repositionable adhesive tape.

**Positioning:**
According to configuration.

75

60

GABARIT-PANNEAU-LODGY-60X75.ai

# Showroom stand for Accessories



**Stand:**

> **File size:** 271x245 cm
>           49 cm deep

> **Implementation:**
Rack-type shelving with a solid
back and supports for mounting
automotive accessories. Secured
using steel cable.

**Positioning:**
Flush right at a minimum distance
of 30cm from edge of painted mural.
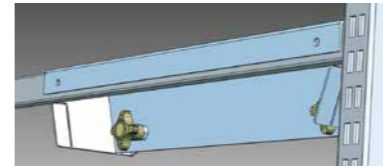

Display stand for wheel
rims and hubcaps


Loading bars


Shelves
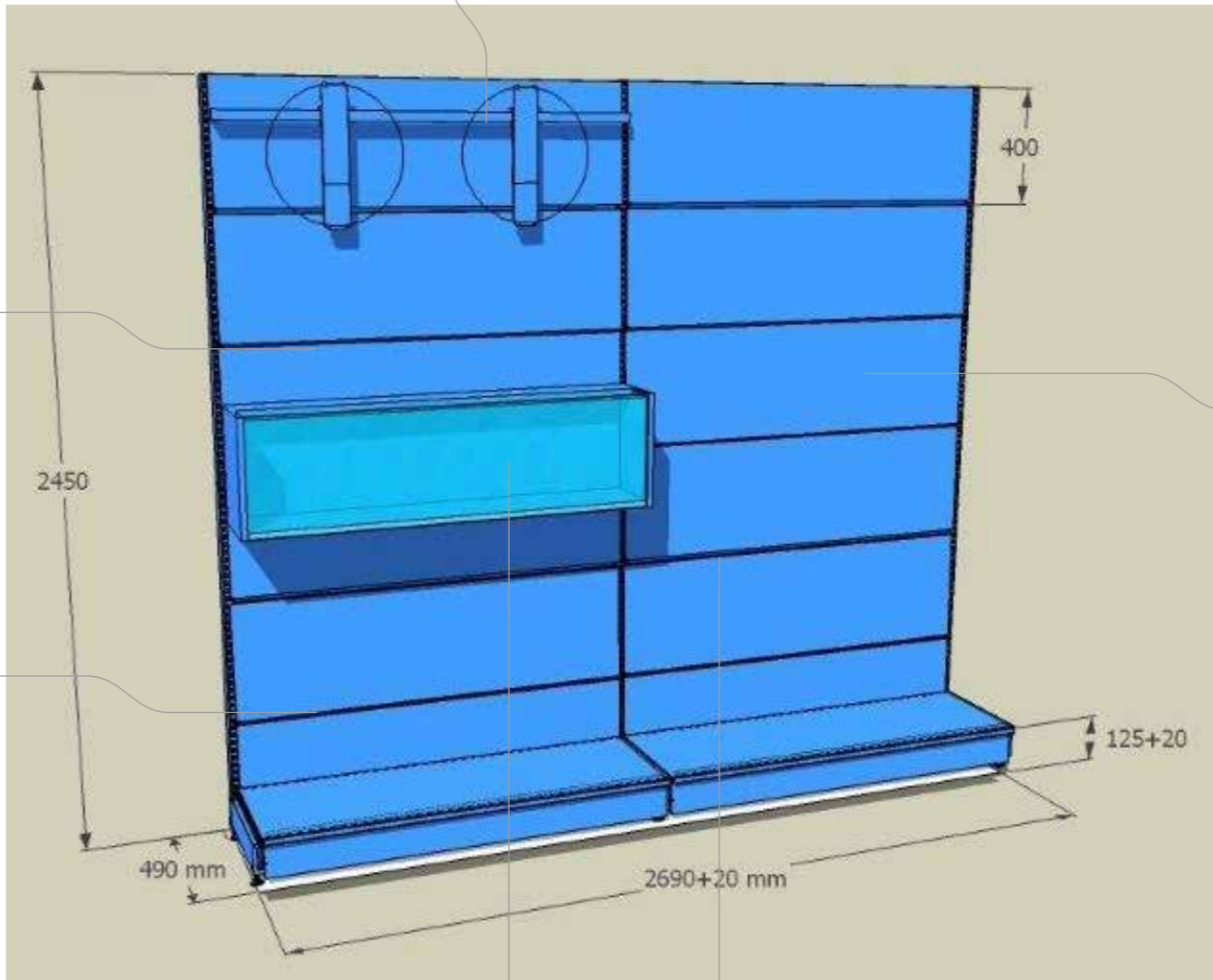


Exhaust pipe
mounting


Showcase


Mat display

# Showroom stand for Accessories



## Stand detail:

> **File size:** 1323,5x370 cm

> **Implementation:**

Sheet metal painted in RAL 5012.



Polycarbonate
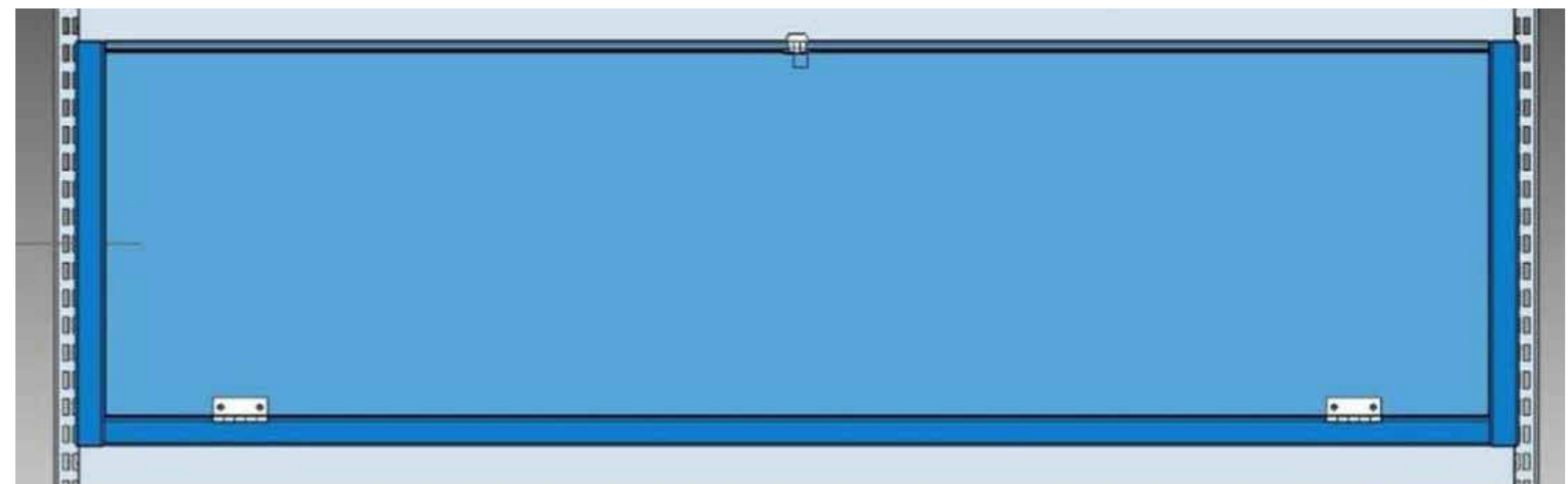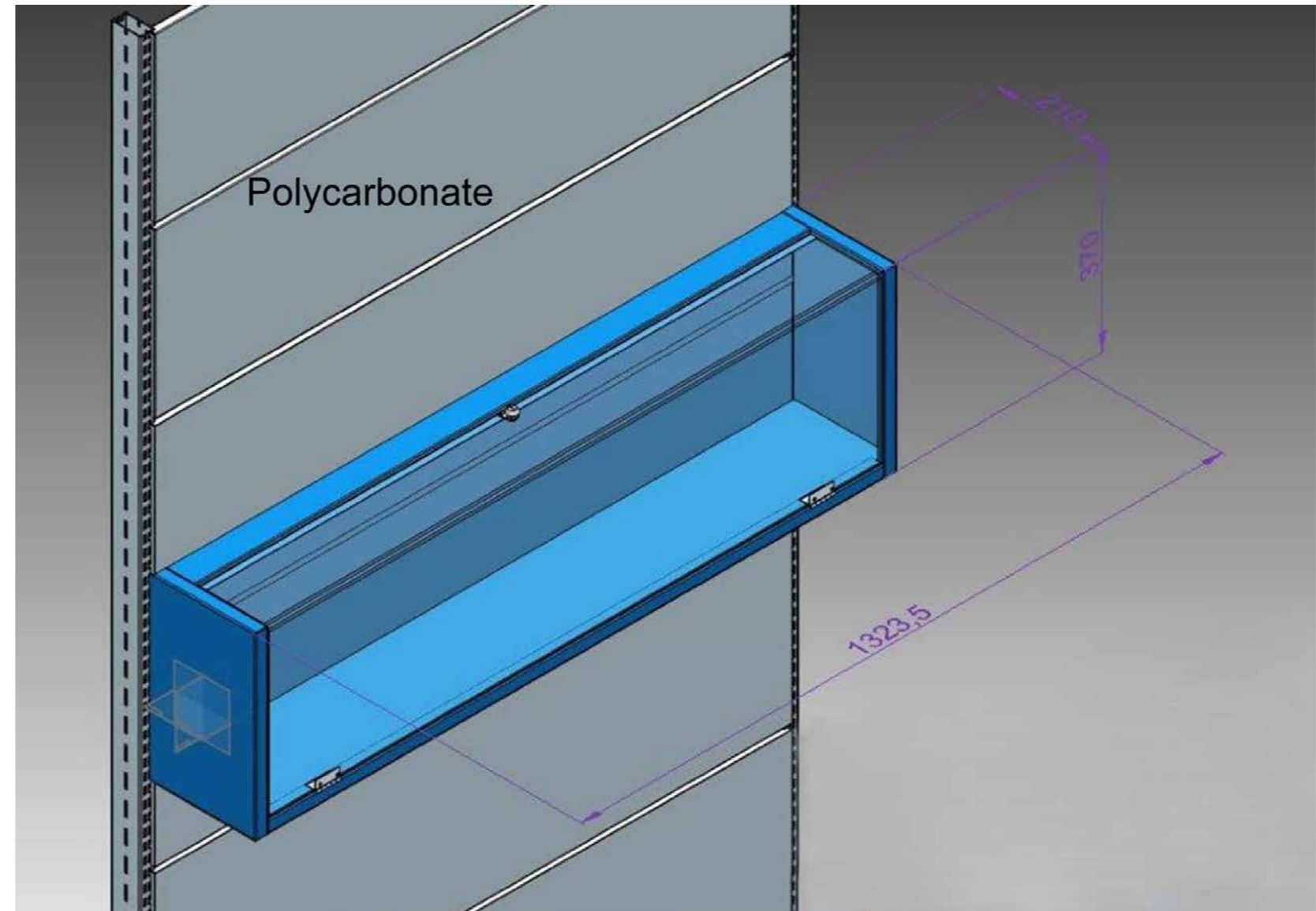
**Mat display detail:**

> **File size:** 909x300 cm

> **Implementation:**

Sheet metal painted in RAL 5012.

**Accessoires**
En vente dans la boutique

Fiable
Spécialement
conçu pour votre Dacia
Pratique
Prix Dacia

245

271
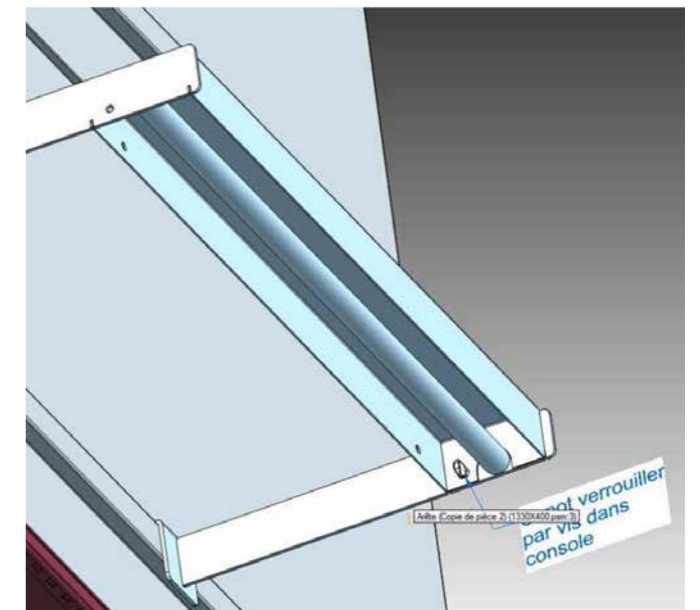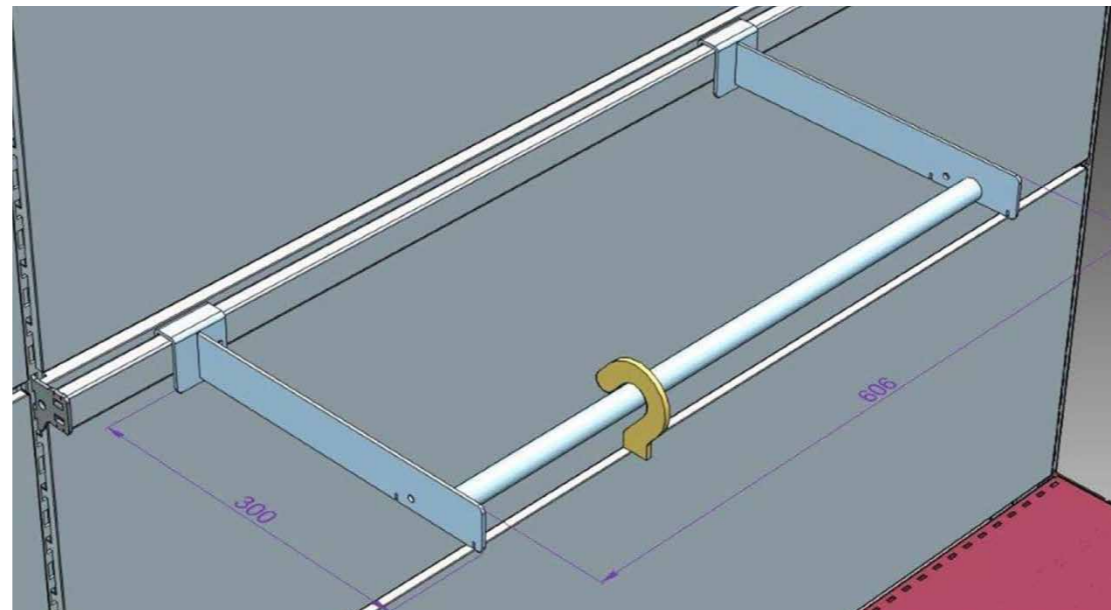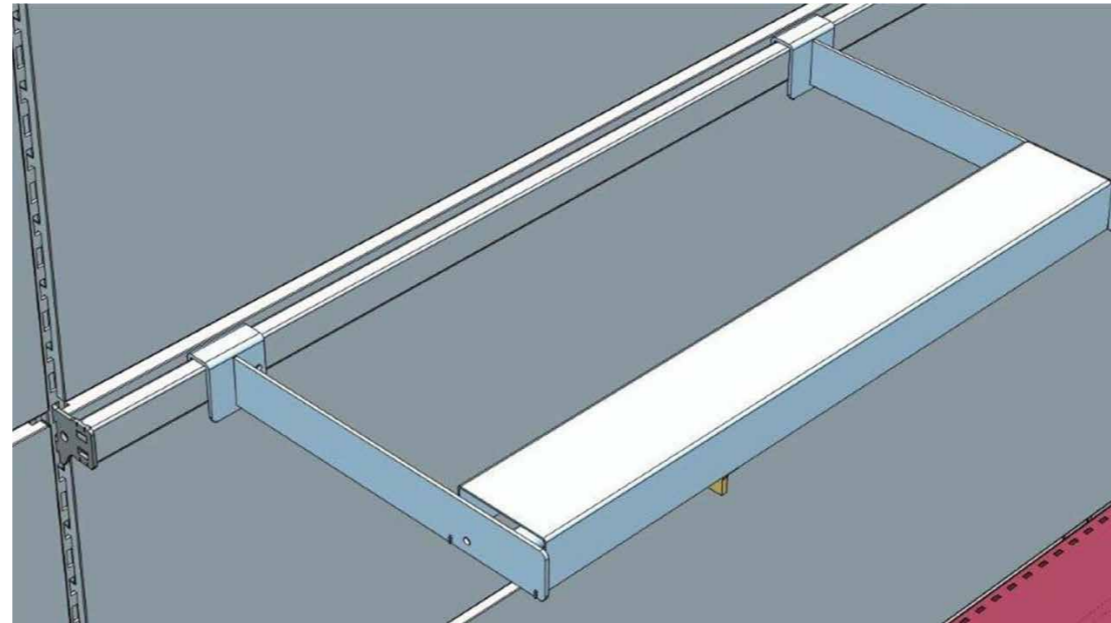
## Wheel rim / hubcap display detail:

> **Implementation:**

Sheet metal painted in RAL 5012.







Support jante
avec vis molete
M8x30 de verrouillage



Vis de verrouillage
de la jante
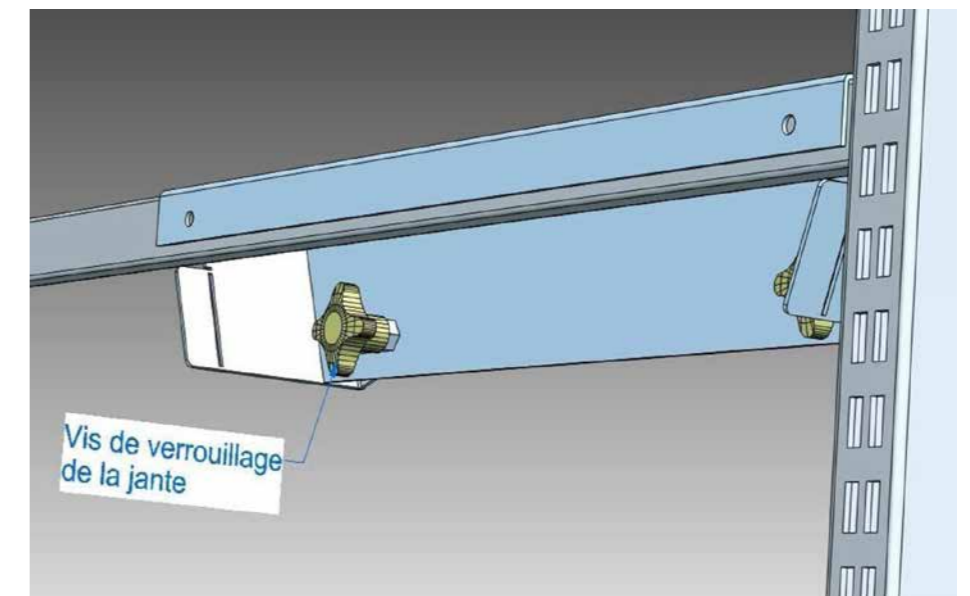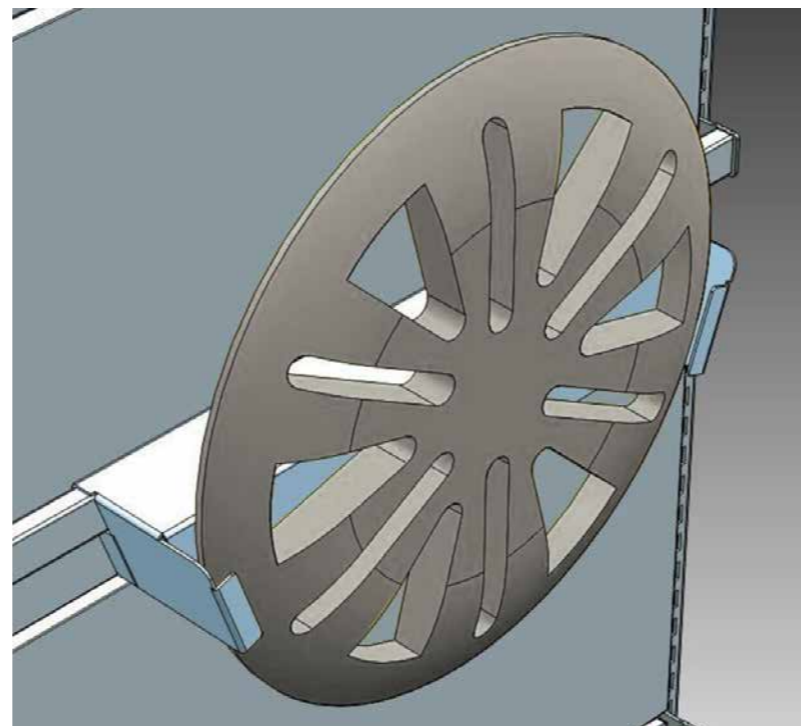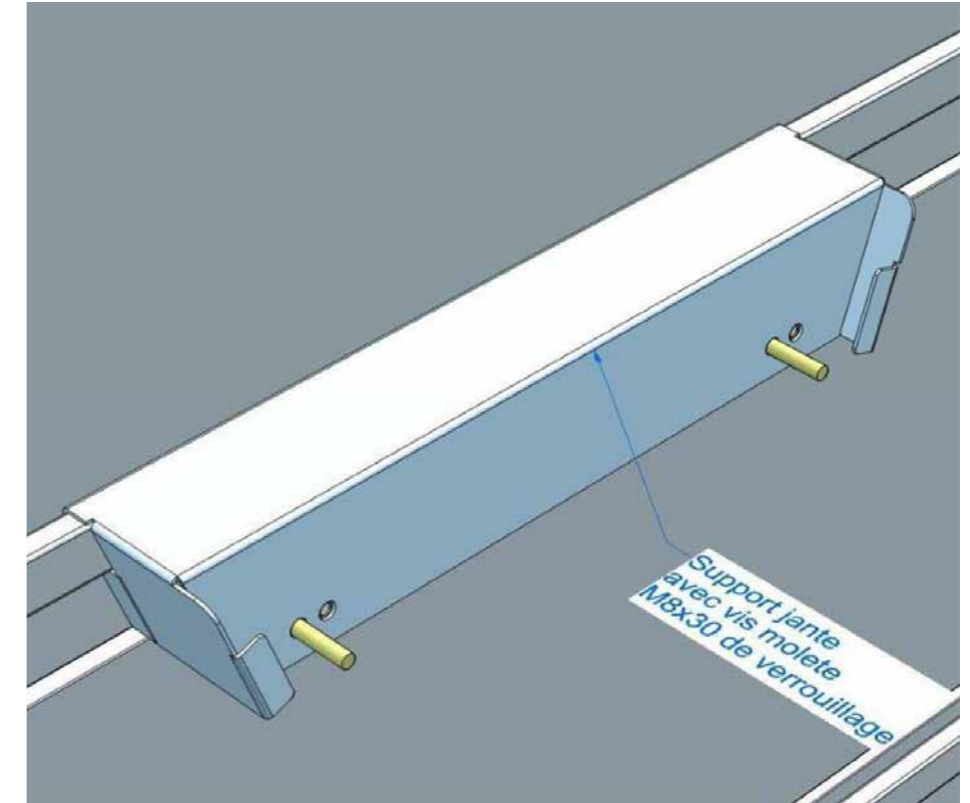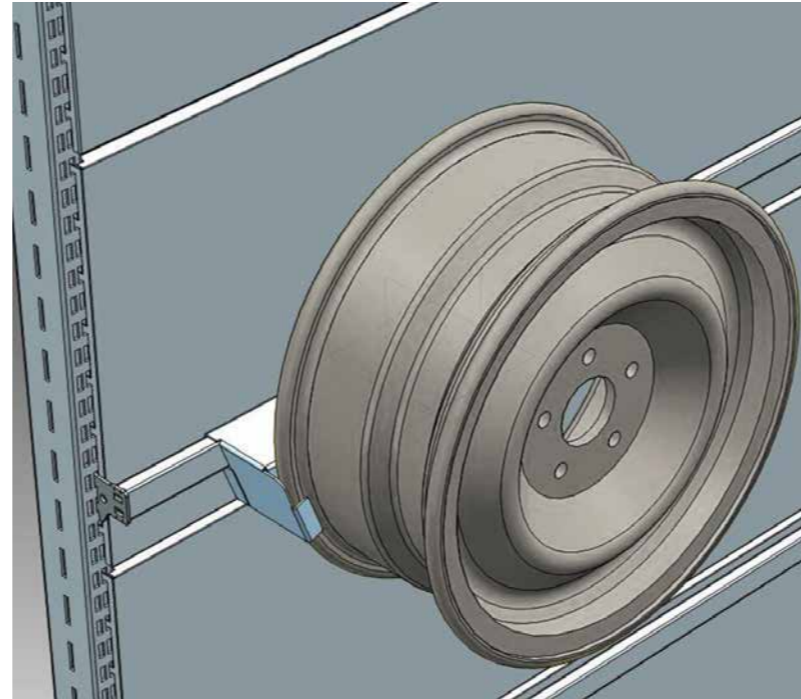
# Accessories merchandising

**Twin module stand:**

> **File size:** 271x245 cm

NB: Accessories shown indicative only.

1 Nextbase video

2 Wheel rims

1 Shelf support

5 – 6 Cars

1 Radio

1 Set of side protections

1 Satnav

1 Daytime driving light

2 Hubcaps

1 Trunk edge strip

2 Roof bars

1 Umbrella

1 Power supply kit

Exhaust pipes

1 Umbrella

1 thermos

2 Fire extinguishers

Key ring

1 Towing hitch

1 Baby seat

2 Armrests

1 Road safety kit

1 Breathalyser

1 Banti-theft bolt kit

10 Floor mats

**Single-module stand:**

> **File size:** 135x245 cm

NB: Accessories shown indicative only.

2 Wheel rims

Exhaust pipes

1 Towing hitch

1 Baby seat

1 Trunk edge strip

1 Road safety kit

10 Floor mats
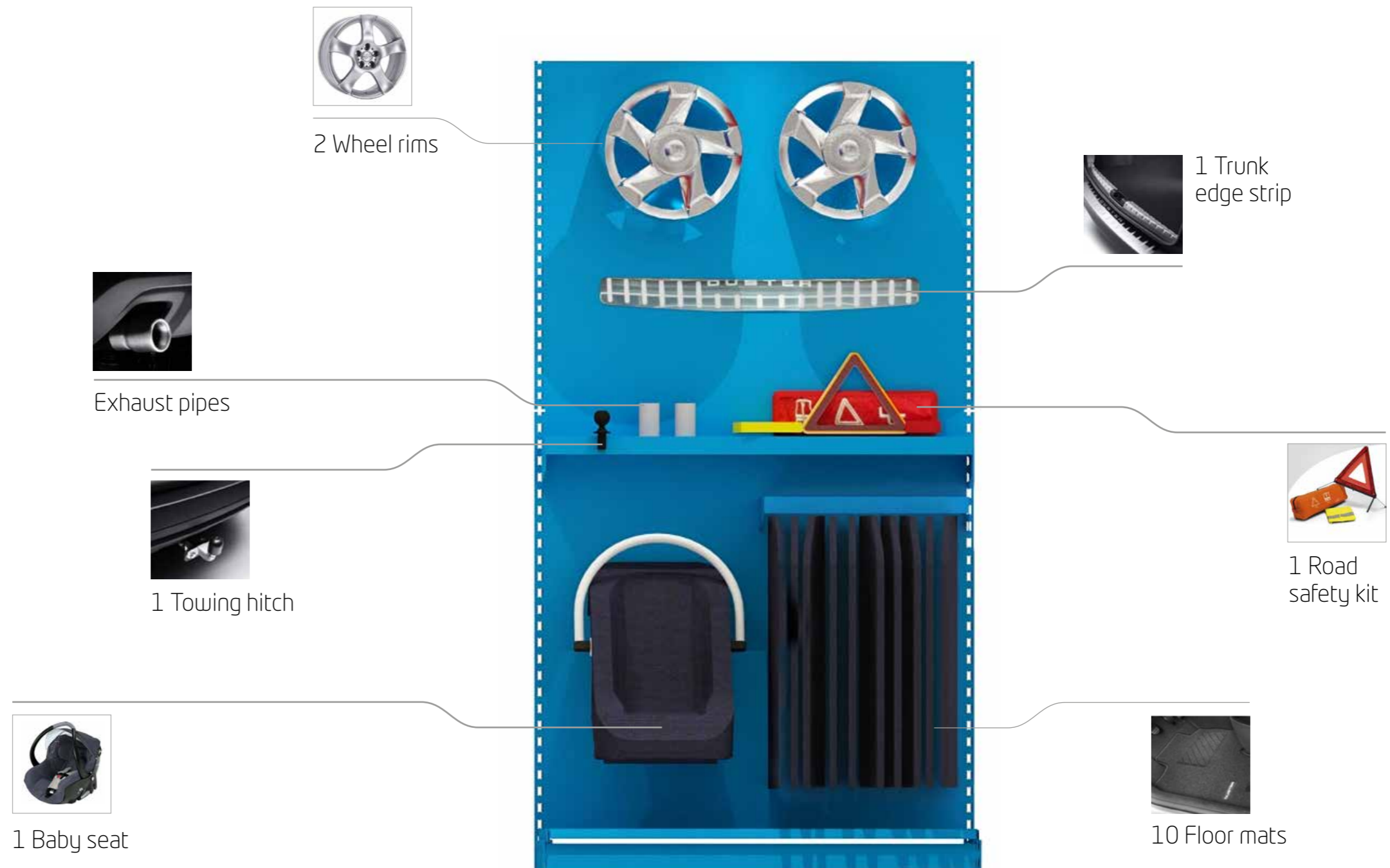
**The Range:**

To raise the profile of the range and organise the display effectively, floor markings are provided near each vehicle to structure showroom space. The price display card is placed 45cm in front of this floor marking.

43

43

45

43

43
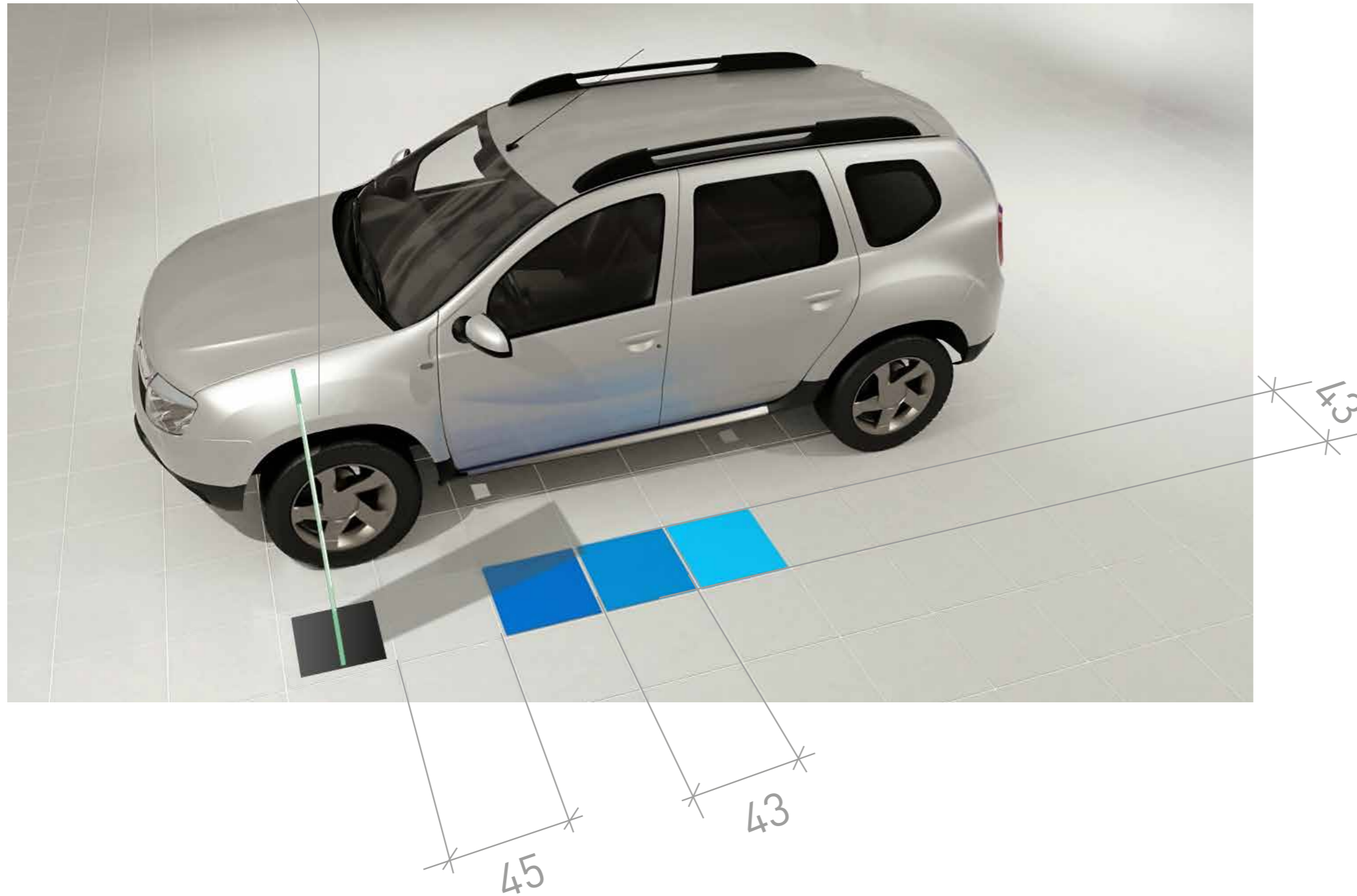
**Range stickers:**

> **Name of source file:**
  PASTILLE-SOL1.ai

> **Scale:** 1
> **File size:** 430x430 mm

> **Implementation:**
**Medium:**

Adhesive material for floor use; scuff and wash resistant, printed in the mass with reference colour Pantone 661U. Subject to validation by Network Identity Project Directorate.

**Positioning:**

On showroom floor, 3 stickers per vehicle located relative to the 3 tiles on driver's door side. One sticker centred on each tile moving from the darkest to the lightest colour from the exterior rear-view mirror.



430

430

PASTILLE-SOL1.ai

43

43
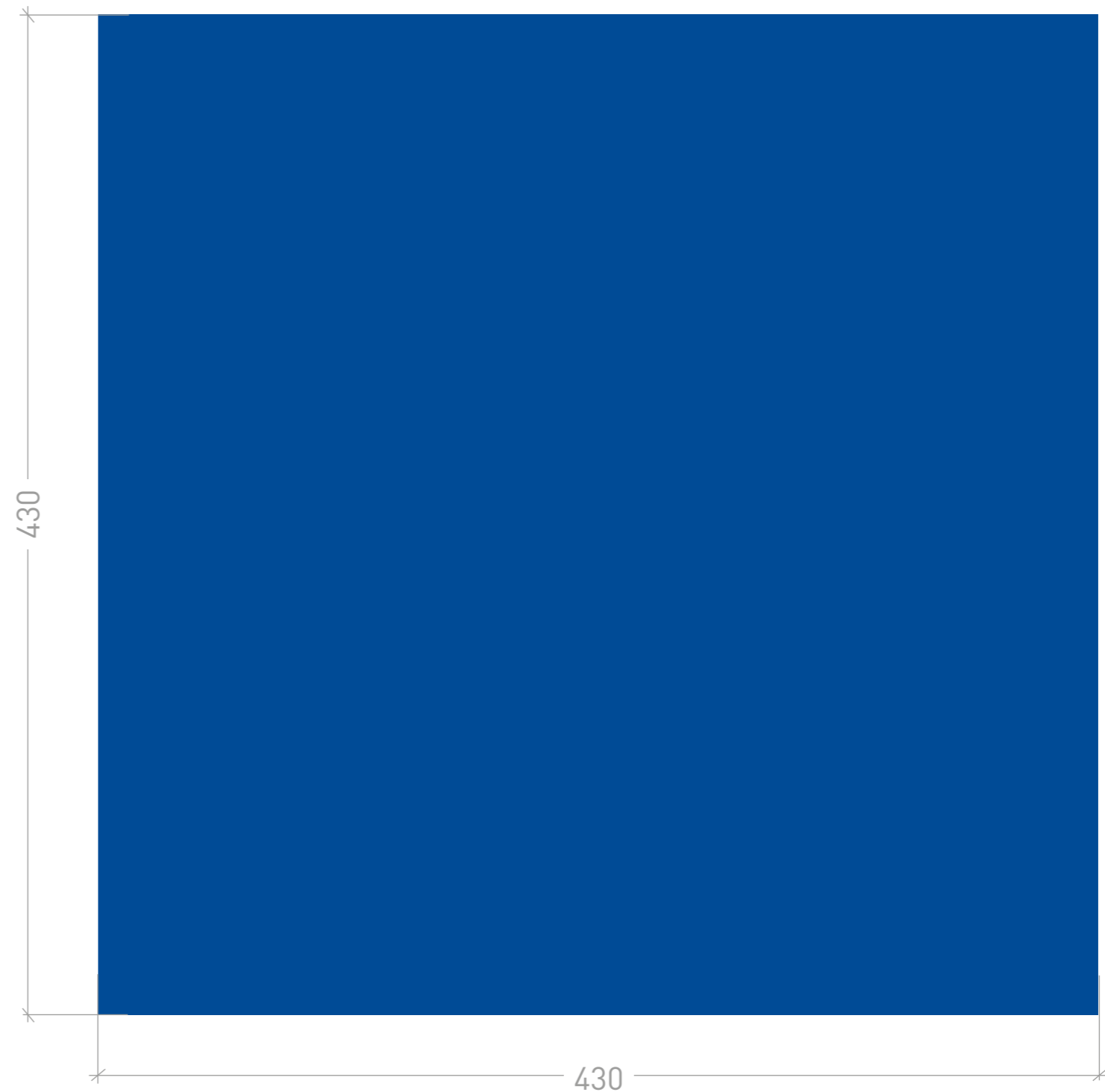
## Range stickers:

> **Name of source file:**
  PASTILLE-SOL2.ai

> **Scale:** 1
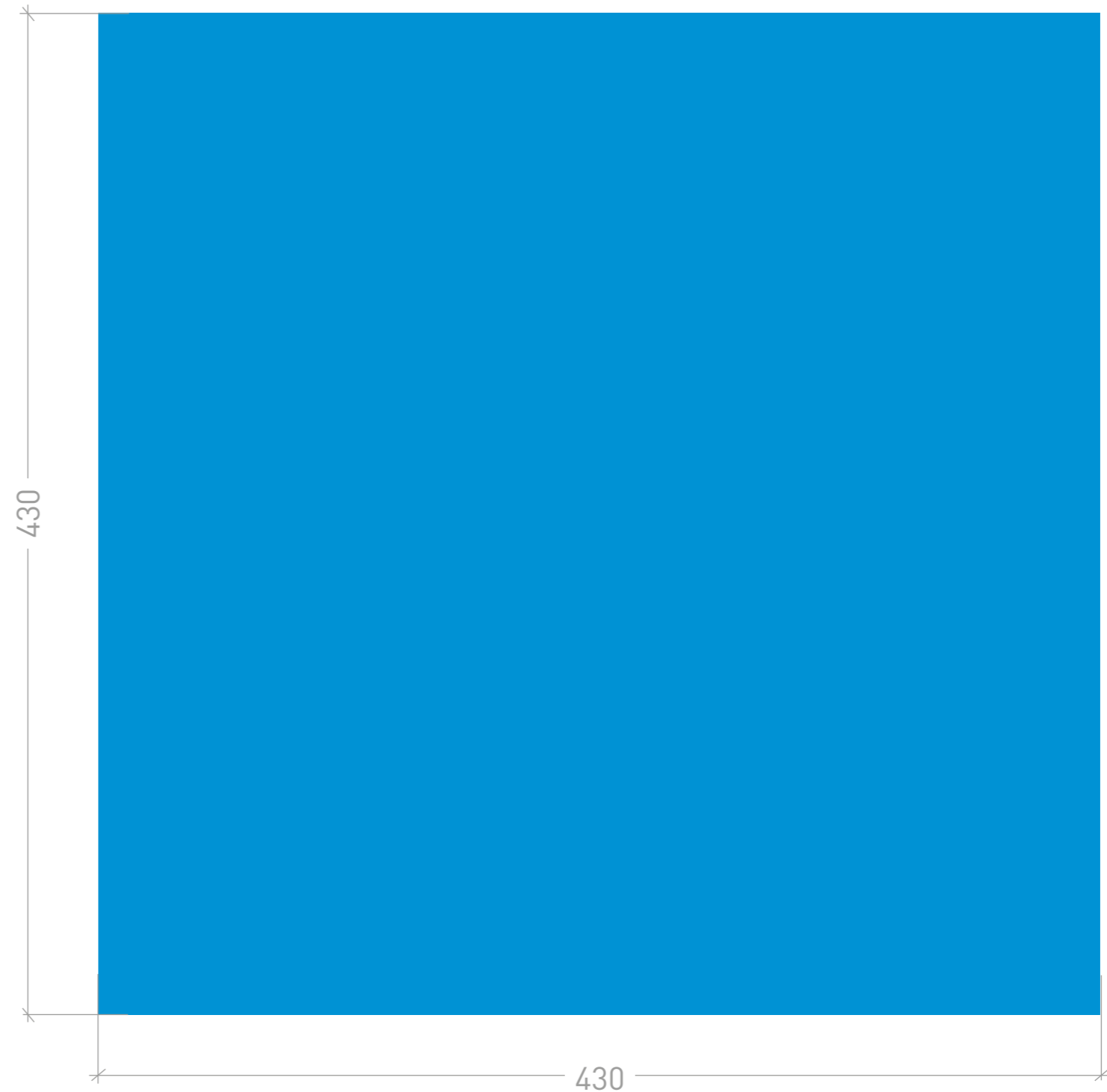
> **File size:** 430x430 mm

> **Implementation:**

**Medium:**

Floor adhesive material, scuff and wash resistant, printed in the mass with reference colour Pantone 301U. Subject to validation by Network Identity Project Directorate.
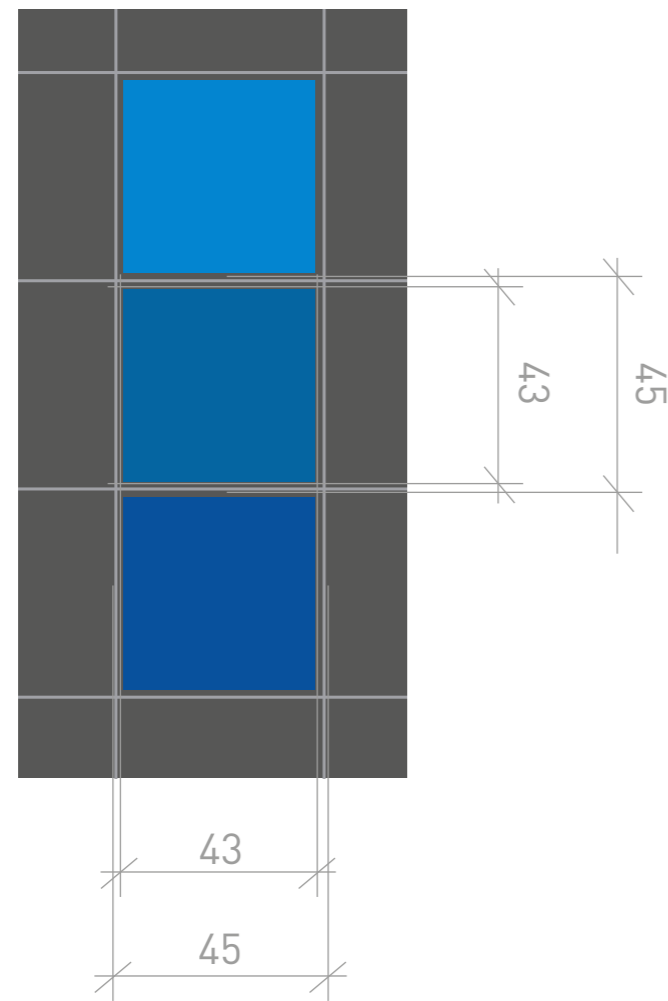
**Positioning:**

On showroom floor, 3 stickers per vehicle located relative to the 3 tiles on driver's door side. One sticker centred on each tile moving from the darkest to the lightest colour from the exterior rear-view mirror.



430

430

PASTILLE-SOL2.ai

43

43
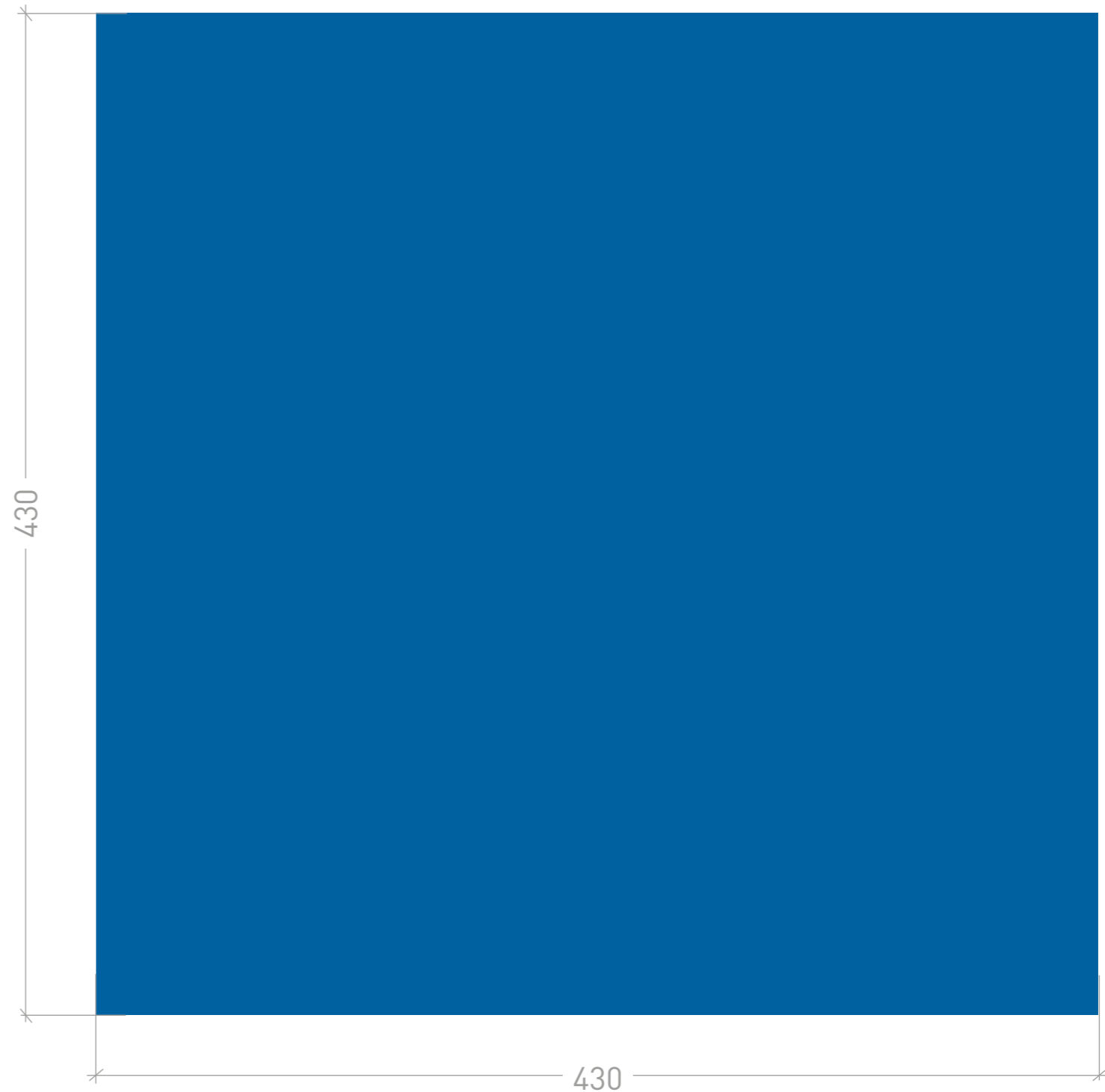
## Range stickers:

> **Name of source file:**
   PASTILLE-SOL3.ai

> **Scale:** 1

> **File size:** 430x430 mm

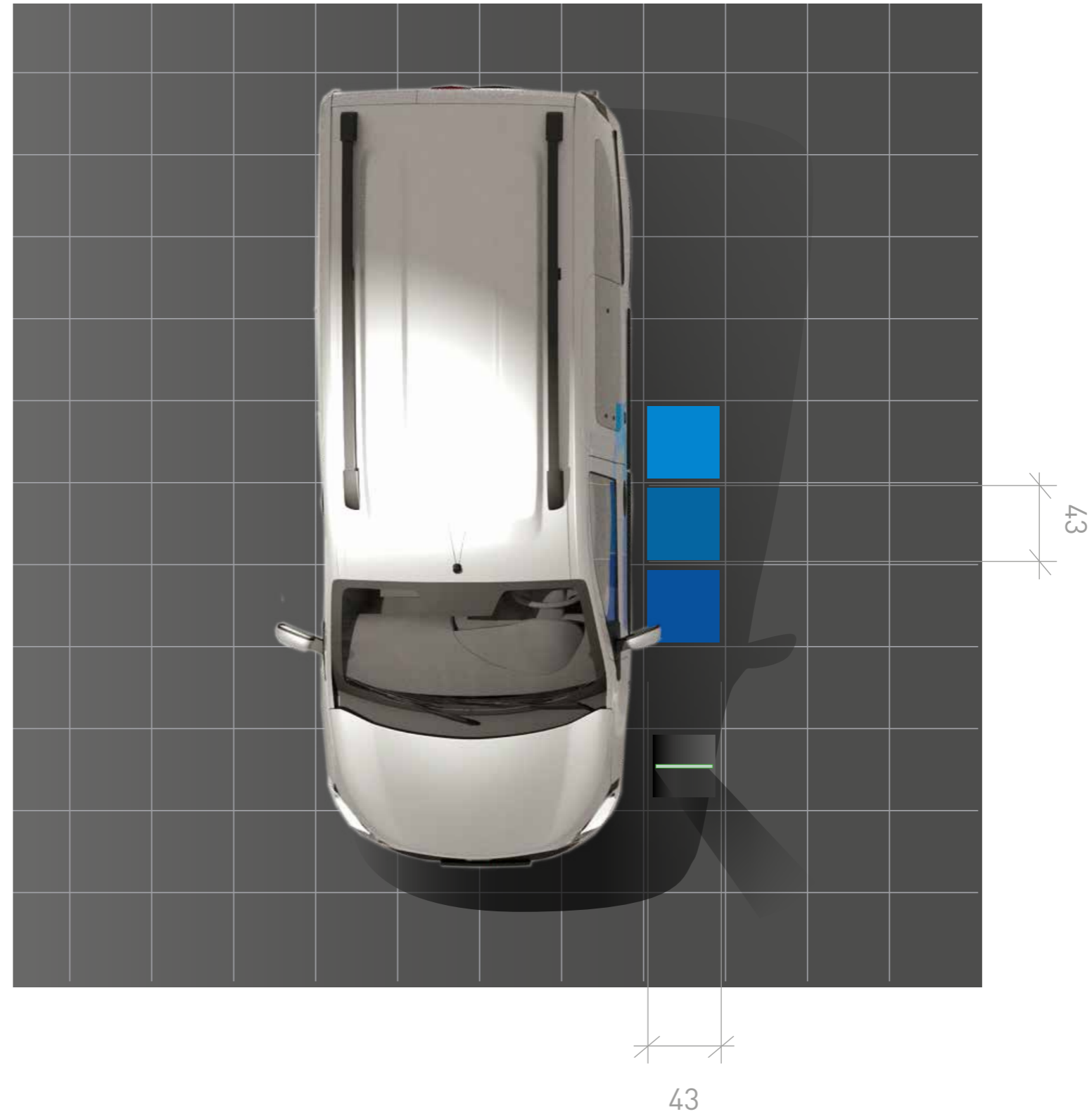> **Implementation:**

**Medium:**

Floor adhesive material, scuff and wash resistant, printed in the mass with reference colour Pantone 2925U. Subject to validation by Network Identity Project Directorate.

**Positioning:**

On showroom floor, 3 stickers per vehicle located relative to the 3 tiles on driver's door side. One sticker centred on each tile moving from the darkest to the lightest colour from the exterior rear-view mirror.



430

430

PASTILLE-SOL3.ai

45

43

43

45

**Using on a Renault showroom floor :**

> **On Renault tiles :** 450x450 mm

> **Stickers size :** 430x430 mm
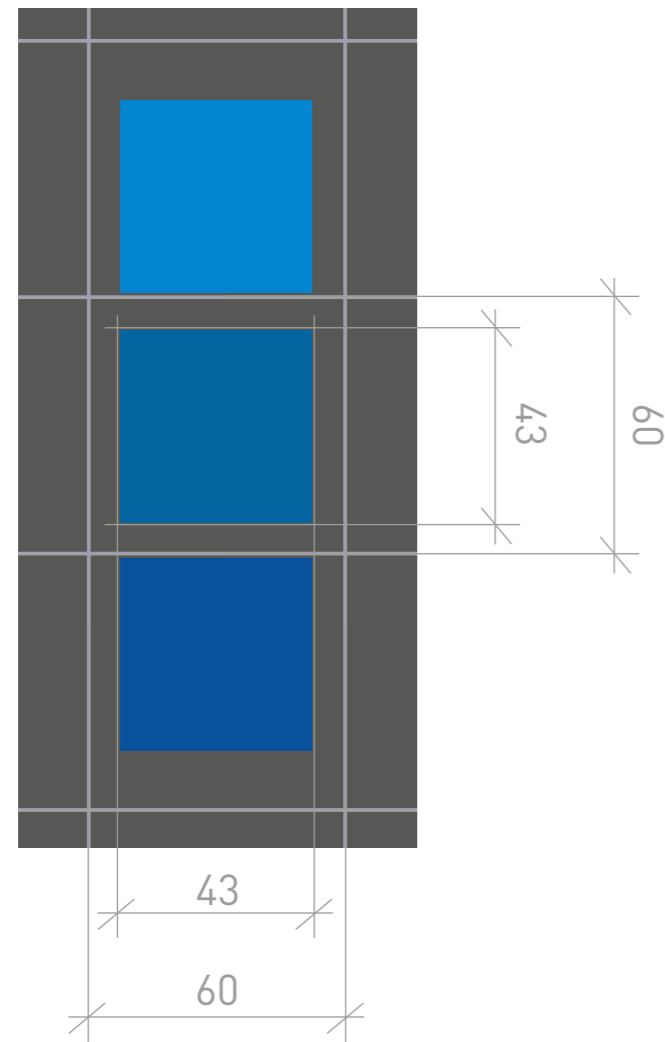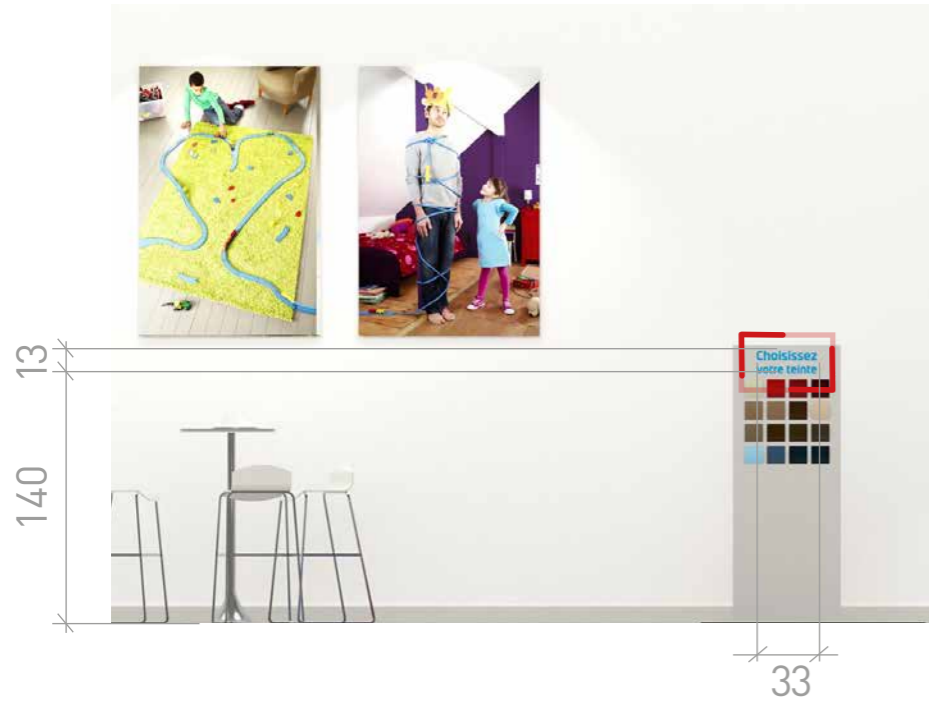
> **Implementation:**

**Medium:**

Floor adhesive material, scuff and wash resistant, printed in the mass with reference colour Pantone.

**Positioning:**

On showroom floor, 3 stickers per vehicle located relative to the 3 tiles on driver's door side. One sticker centred on each tile moving from the darkest to the lightest colour from the exterior rear-view mirror.



43

43

60

43

43

60

**Using on a Renault showroom floor :**

> **On Renault tiles :** 600x600 mm
> **Stickers size :** 430x430 mm

> **Implementation:**

**Medium:**

Floor adhesive material, scuff and wash resistant, printed in the mass with reference colour Pantone.

**Positioning:**

On showroom floor, 3 stickers per vehicle located relative to the 3 tiles on driver's door side. The middle sticker centred on the central tile, external sticker glued to the edge of the seal. Positionning from the darkest to the lightest colour from the exterior rear-view mirror.



43

43

### Title Choose:

> **Name of source file:**
  CHOISISSEZ-TEINTE.ai
> **Scale:** 1
> **File size:** 336x130 mm

> **Implementation:**
**Medium:**
Cut matt white adhesive material screen printed in Pantone 2925U. Attached letter by letter to substrate with adhesive.

**Positioning:**
Centred on module 140cm from floor.
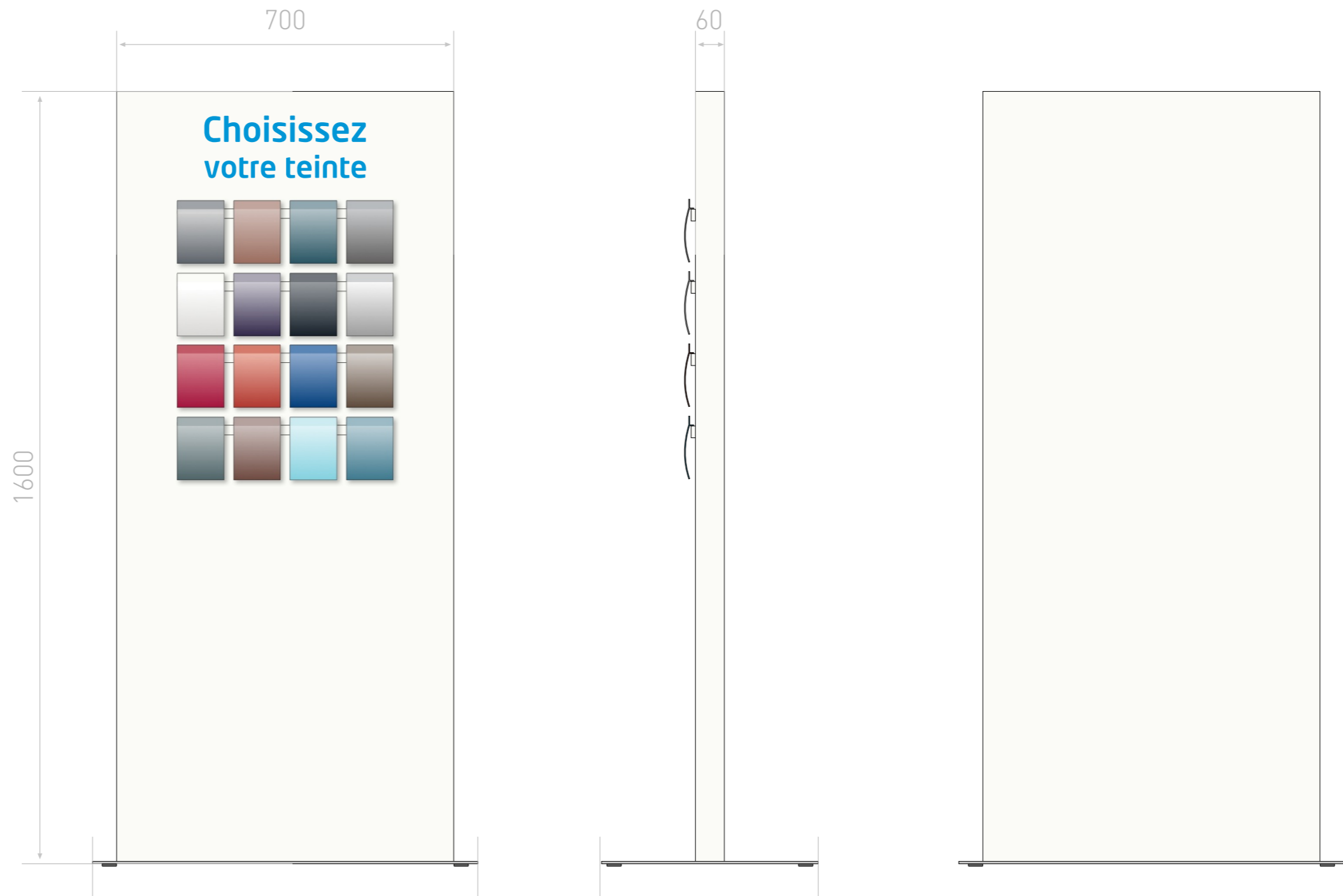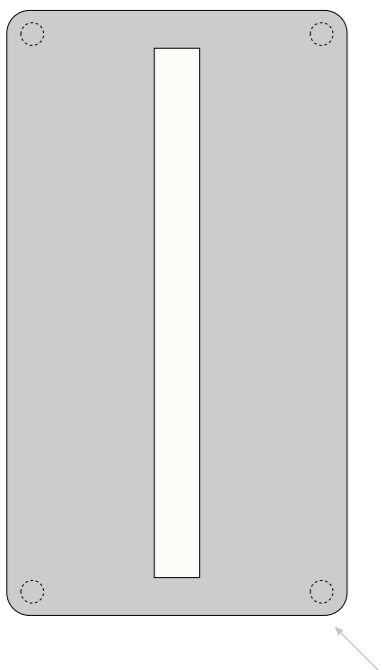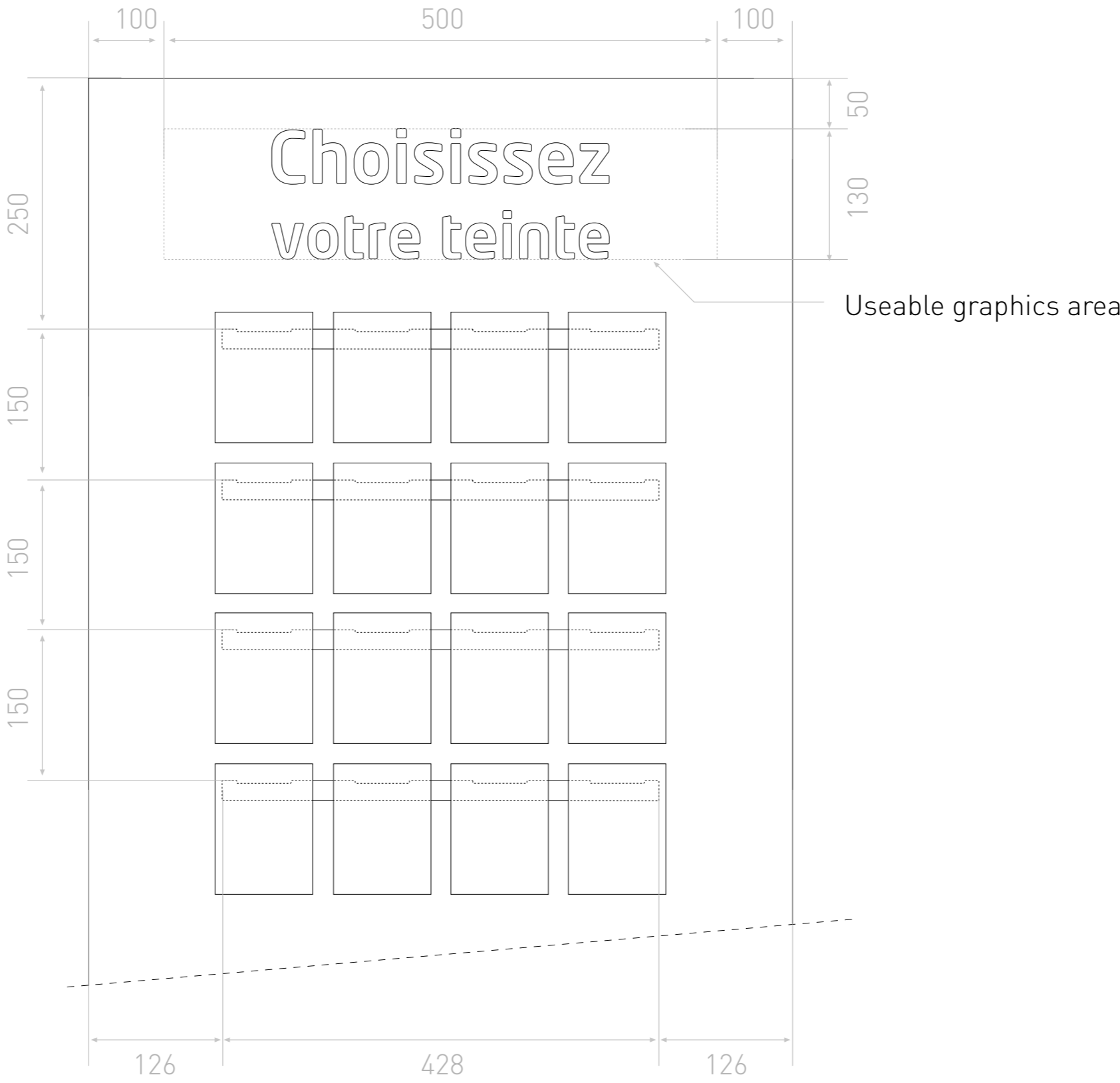
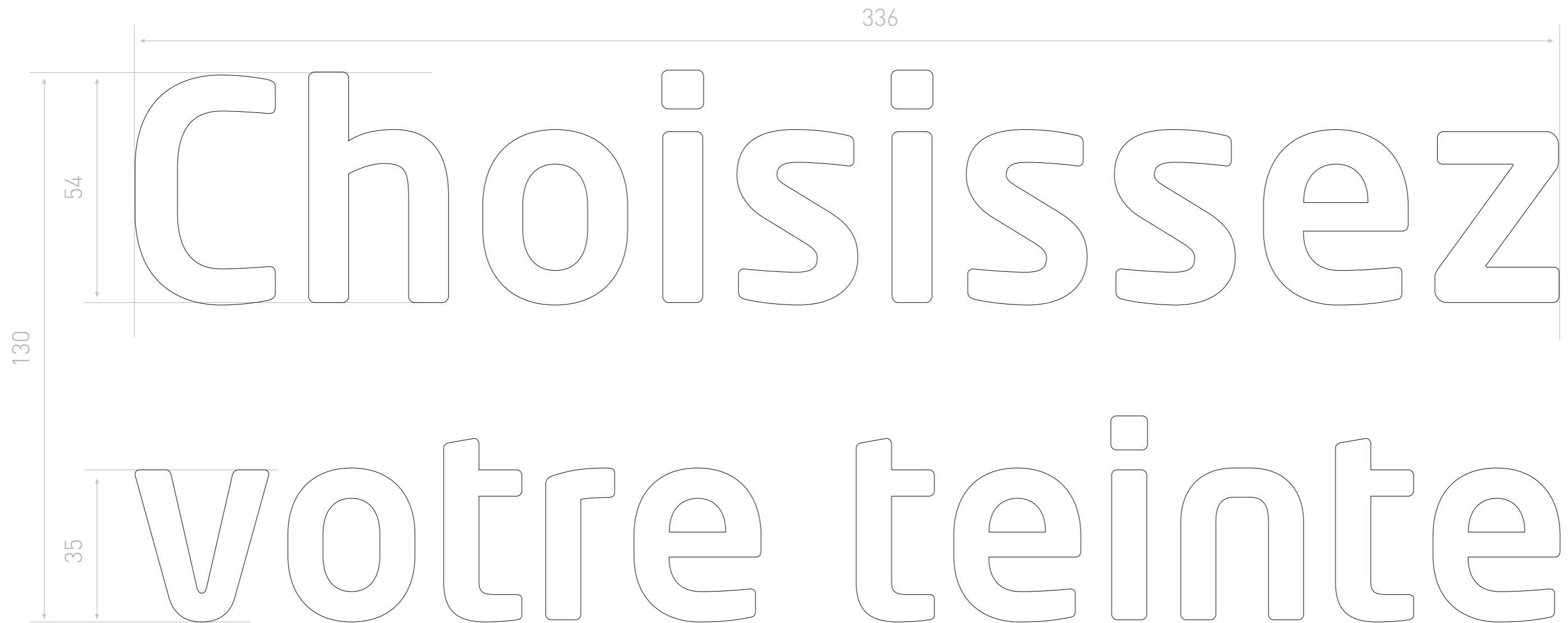# Choisissez votre teinte

CHOISISSEZ-TEINTE.ai

## Description

- Laquered medium panels
  white RAL 9016 matt
  or
  particle board panels
  white melamine finish
  Egger W1000 ST9,
  Sides and top
  white melamine finish
- Steel plate
  painted gray RAL 9006
  frosted finish
  thick. 5 mm
  rubber pads
  Stainless steel mounting
  hardware
- Colour plates
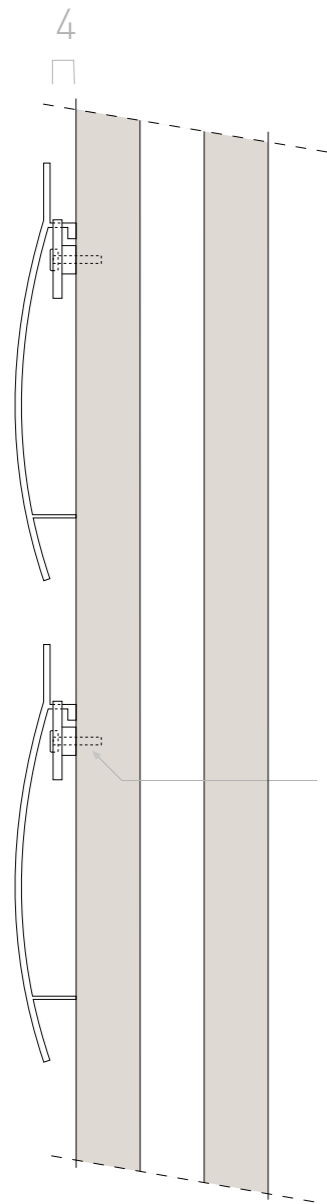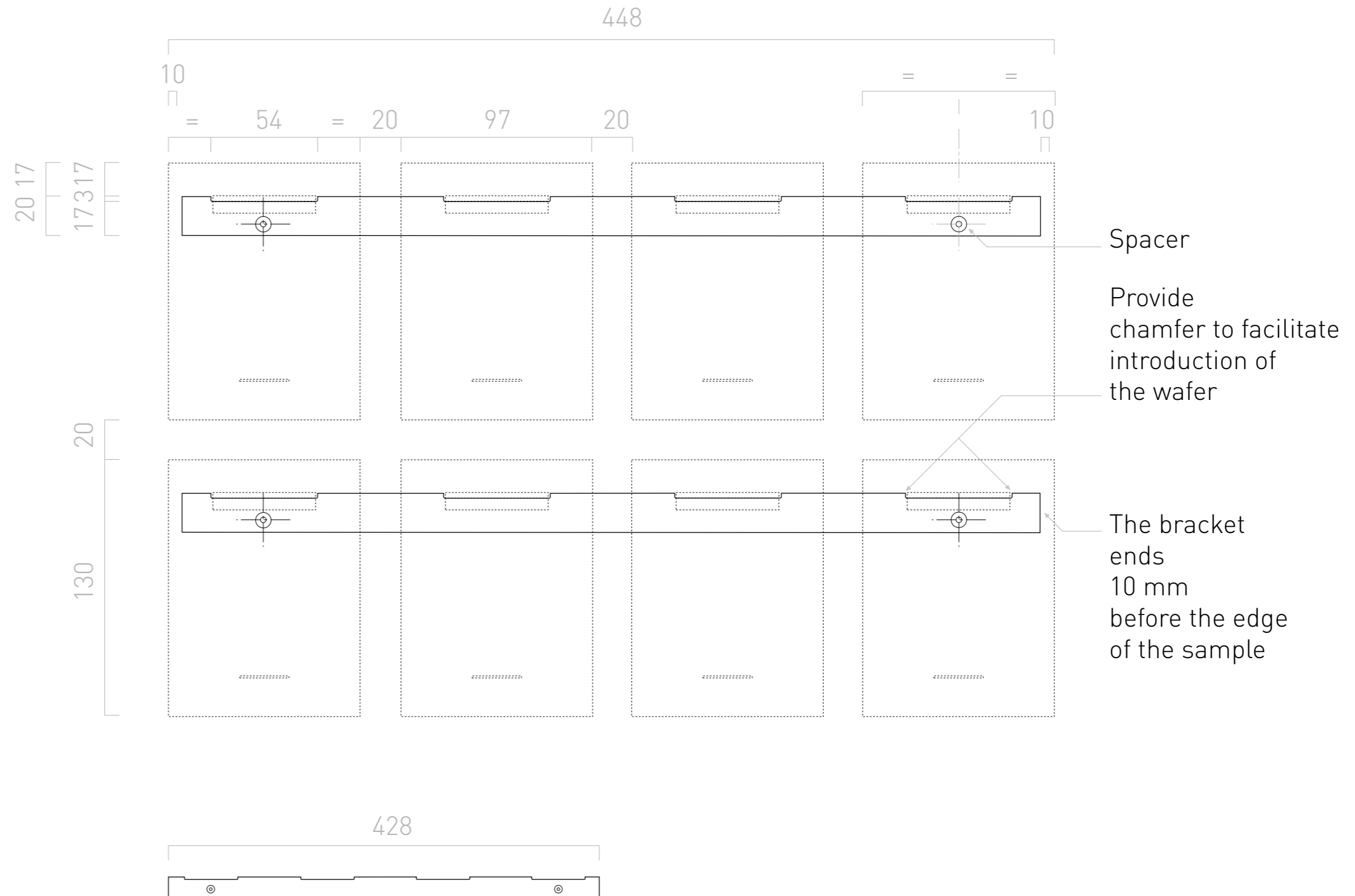  ditto Renault,
  range by country
  (supply by Survival)

700

60

1600

**Choisissez**
**votre teinte**

100    500    100

50

250    Choisissez
votre teinte    130

Useable graphics area

150

150

150

126    428    126

336

54

130

35

Choisissez
votre teinte

**Typography**
- NeoTech Dacia Medium
- on 2 centered lines
- Lowercase
- Pantone Blue 2925 U matt

448

10

= =

= 54 = 20 97 20 10

20 17

17 317

20

130

Spacer

Provide
chamfer to facilitate
introduction of
the wafer

The bracket
ends
10 mm
before the edge
of the sample

4

Fastening bolts
for the sample
brackets
are hidden
by the samples

428

## Description

- Laquered aluminium sheet
  white RAL 9016 matt
  ditto front face
  Screws in electroplated finish
  with conical heads

The Wall Friezes

150

15

Servez-vous
un café

Choisissez
votre teinte

13

140

90

160

165

60

20    100

60

The Coffee Cornet

The Relaxation Area

The Color Chart

**Wall friezes:**

> **File size:** 1000x1500 mm

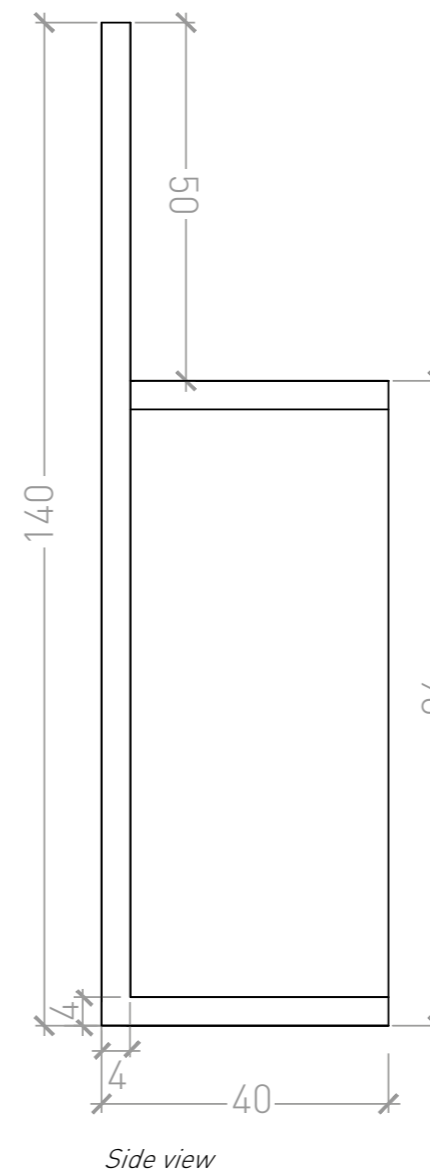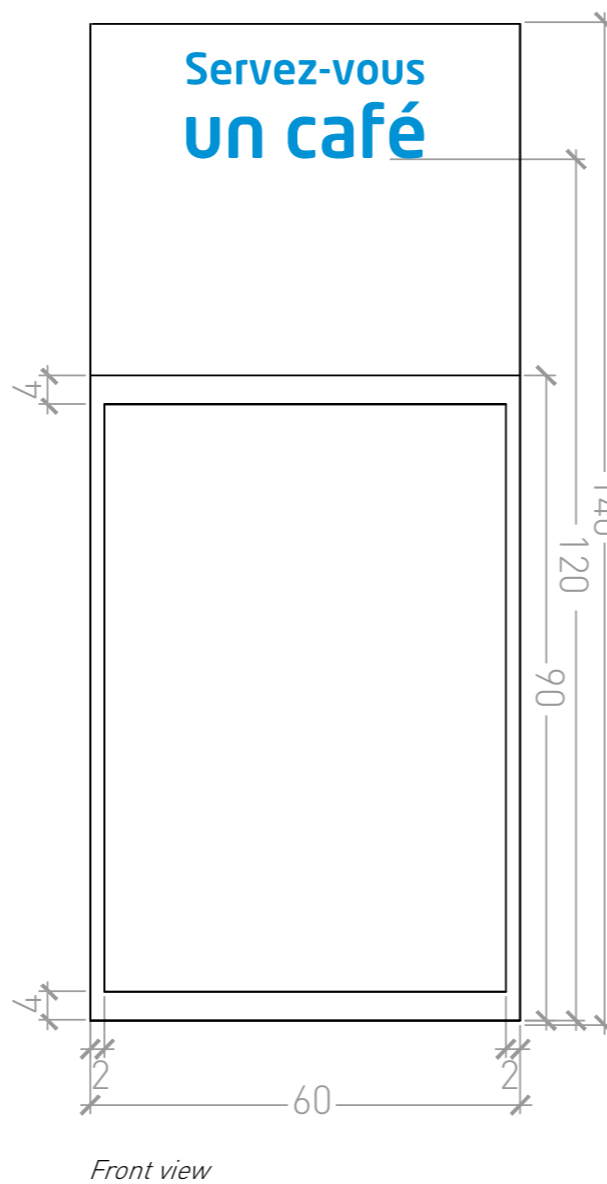> **Implementation:**

**Positioning:**
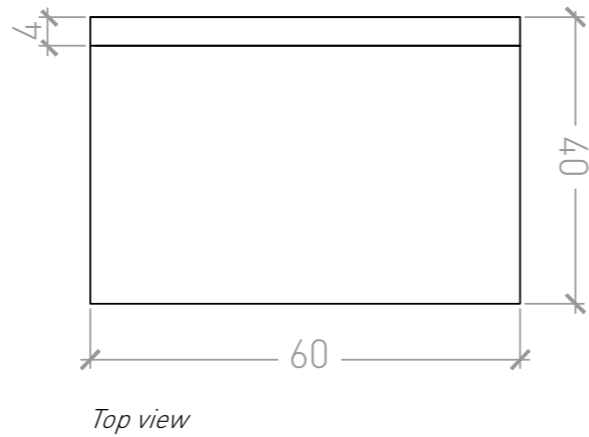Three visuals centred on the overall width of the mural and 165cm from the floor.

NB: These dimensions are indicative only. Frieze dimensions may be increased to match showroom size and height.

Each region/country has the option of using corporate friezes or selecting other visuals. In the latter case, the visuals chosen should be sent to the Network Identity Project Directorate for validation
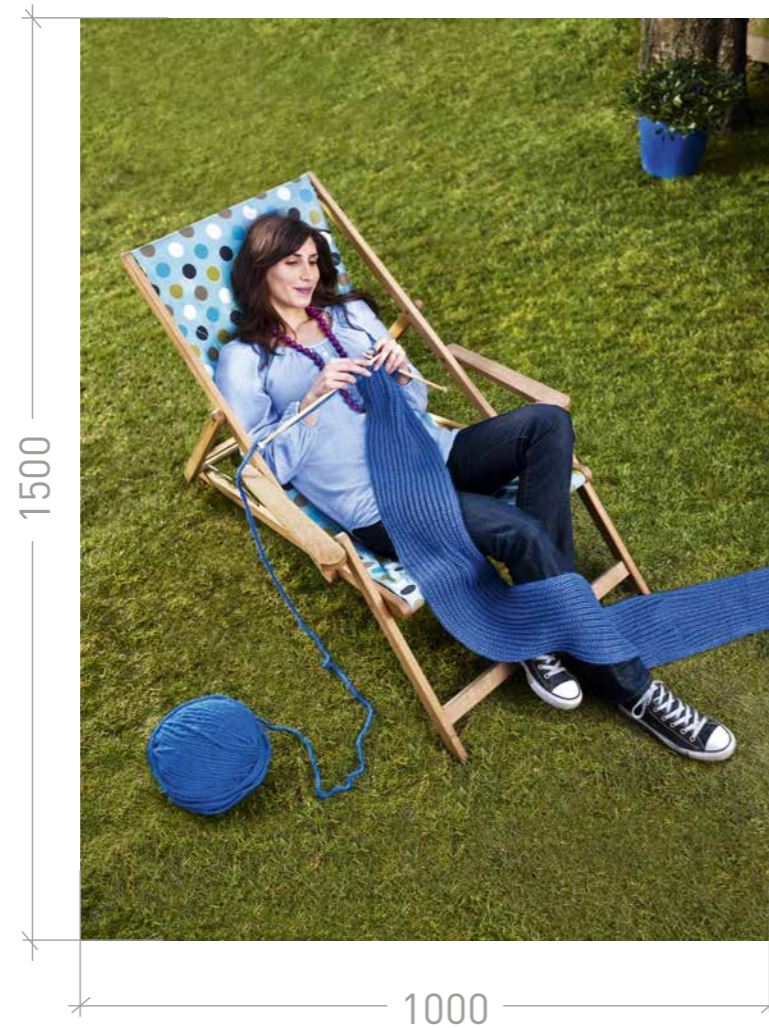
# The Coffee Furniture



Top view

## The Coffee Corner:

The stand is described here purely as an indication. It may contain a coffee machine and a waste bin.
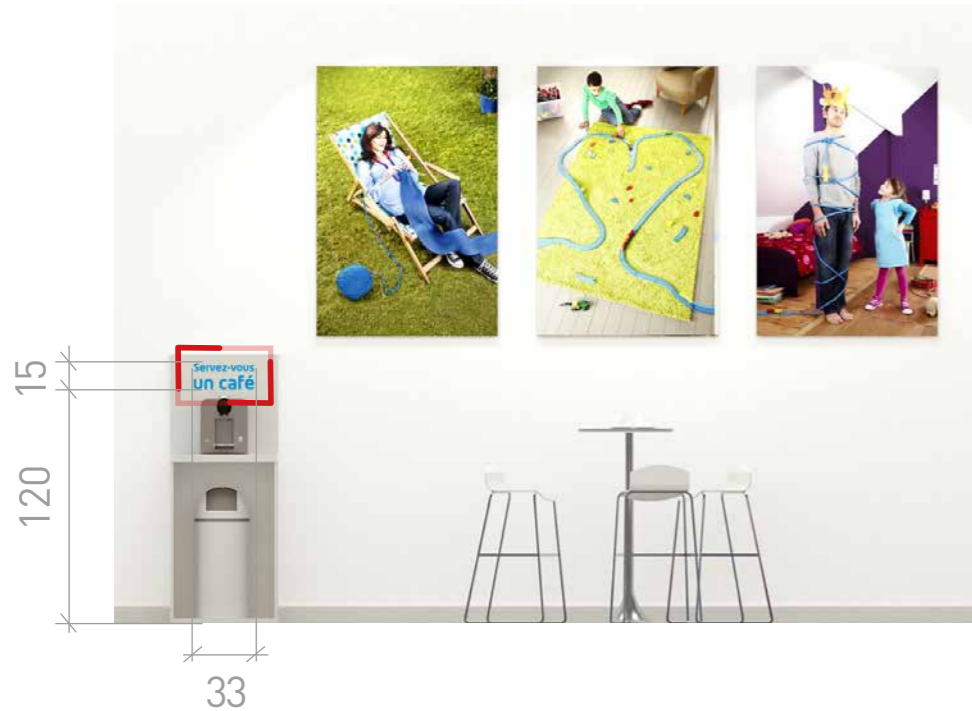
> **Format :** 60x140 cm
          40 cm deep

> **Implementation:**
Painted particle board, melamine or thermoplastic. Matt white RAL 9016.

## Positioning:

Hard up against the wall.

### Servez-vous
### un café

Front view

Side view

Coffee machine

Waste bin

**Title Help yourself:**

> **Name of source file:**
  SERVEZ-VOUS.ai

> **Scale:** 1
> **File size:** 336x150 mm

> **Implementation:**
**Medium:**
Cut matt white adhesive material screen printed in Pantone 2925U. Attached letter by letter to substrate with adhesive.

**Positioning:**
Centred on module 120cm from floor.

15
120
33

## Servez-vous un café

150

336

SERVEZ-VOUS.ai

**Standard high bar-type table:**

Modular system comprising:
> **A high stand-up bar leg assembly**
Polished aluminium finish
**Ref.** SS0011AP

> **Table top**
Diameter 60cm
High-quality laminated finish, white, round
**Ref.** PC0060WS

> **Mounting plate**
**Ref.** ZST04SW

**Standard high bar-type table:**

Modular system comprising:
> **Moulded beech seat**
White finish, coated laminate.
**Ref.** YZO30DWS

> **Bar stool leg assembly**
Chrome steel finish
**Ref.** YZUG30IP

# The After-Sales totem

**General principle:**
Totem 2,000 x 500 x thk.50 mm fixed onto base
plate 600 x 600 x thk. 5 mm

**> Permanent visual:**
Adhesive and/or cut-out «After-sales» letters

**> Promotional visual:**
Electrostatic backing or repositionable adhesive

**> Support:**
RAL 9016 matt white lacquered MDF panels
or
particle board panels affixed with Egger white melamine veneering
Veneered edges and tops

**> Steel base plate:**
RAL 9006 grey lacquered in frosted finish, thk. 5 mm
Rubber pads

# The After-Sales totem



**Visual for the Totem:**

> **Source file name:**
  TOTEM_APV.ai

> **Scale:** 1 / 10th

> **File size:** 2,000 x 500 mm

Temporary visual preferably on Pantone 2925U background

> **Implementation:**

**Permanent support:**

Four-colour printed cut-out matt white adhesive. Bonded directly onto the support.

**Layout:**

Centred on support with a 25mm border.

N.B. Each region / country will be able to make its selection of visuals, to be validated by the Networks Identity Division and the Dacia Brand Development Department.

> **450 x 450 mm temporary support**

Four-colour printed cut-out electrostatic material or repositionable adhesive. Affixed non-permanently directly onto the support.

**Layout:**

Centred on support with a 25mm border.

N.B. The promotional visual is supplied by the Marketing Department or the Dacia Brand Development Department.

> **Implementation:**
This signage is designed for a cohabitation situation with the
Renault Service Reception.

## DACIA Signature

> **Source file name:**
  LOGO-APV1.ai

> **Scale:** 1

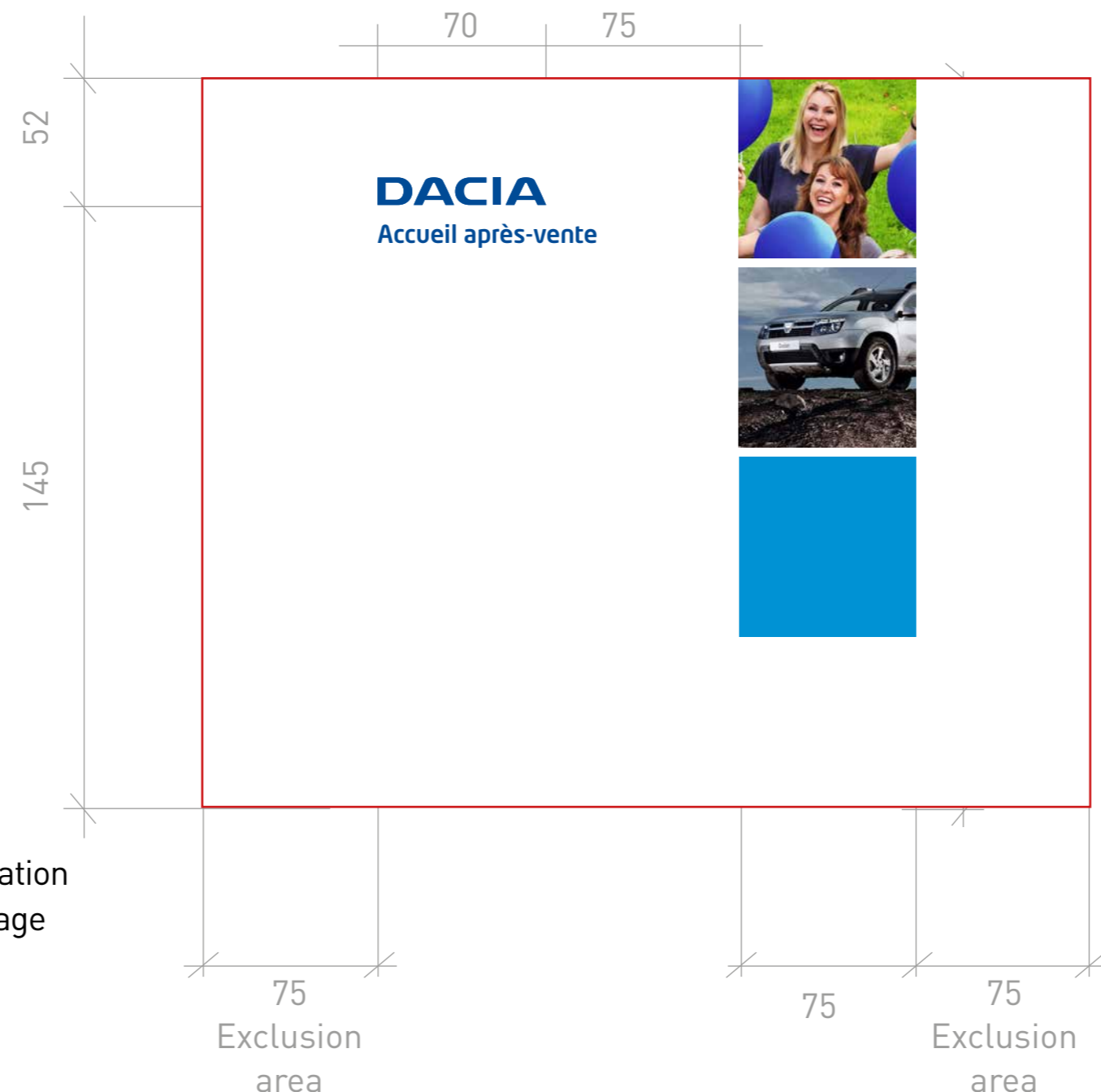> **File size:** 750x650 mm

> **Implementation:**

**Support**:
Lettering in PMMA (or equivalent
material), cut to a thickness of 3 mm +
Pantone 661U adhesive or paint
Affixed to the white wall with double-side
adhesive.

**Layout:**
Left-aligned

N.B. Depending on the cohabitation configuration
with the Renault Service Reception, the signage
may be either to the right or the left of the
stickers.



70    75

52

145

75
Exclusion
area

75

75
Exclusion
area

**DACIA**
Accueil après-vente

## After-sales stickers

> **Source file name:**
  PASTILLE-APV1.ai

> **Scale:** 1

> **File size:** 750x650 mm

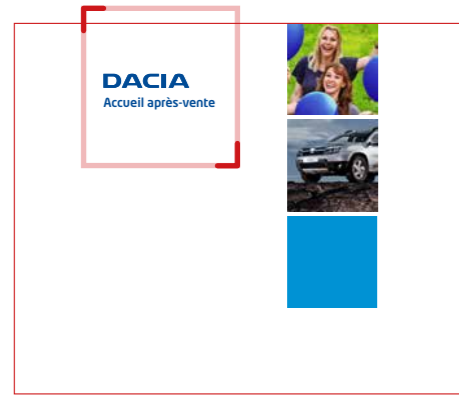> **Implementation:**

**Support:**
Extruded PVC (or equivalent material),
cut to a thickness of 3 mm + pasted matt
white adhesive, four-colour digital printing
and Pantone 2925U for blue sticker.
Affixed to the backing with double-side
adhesive.

**Layout:**
Bottom aligned 65 cm off the ground.
5 cm spacing between each sticker.

N.B. The visuals are provided by way
of example; definitive content to be
determined by country marketing
departments.

Dimensions in mm

**DACIA Signature**

> **Implementation:**

**Support:**
Lettering in PMMA (or equivalent material), cut to a thickness of 3 mm + Pantone 661U adhesive or paint
Affixed to the white wall with double-side adhesive.
Typeface Neo Tech Dacia Medium

**Layout:**
Left-aligned

120
100
60

# DACIA
## Accueil après-vente

> **Implementation:**

The visuals are provided by way of example;
definitive content to be determined by country marketing departments.

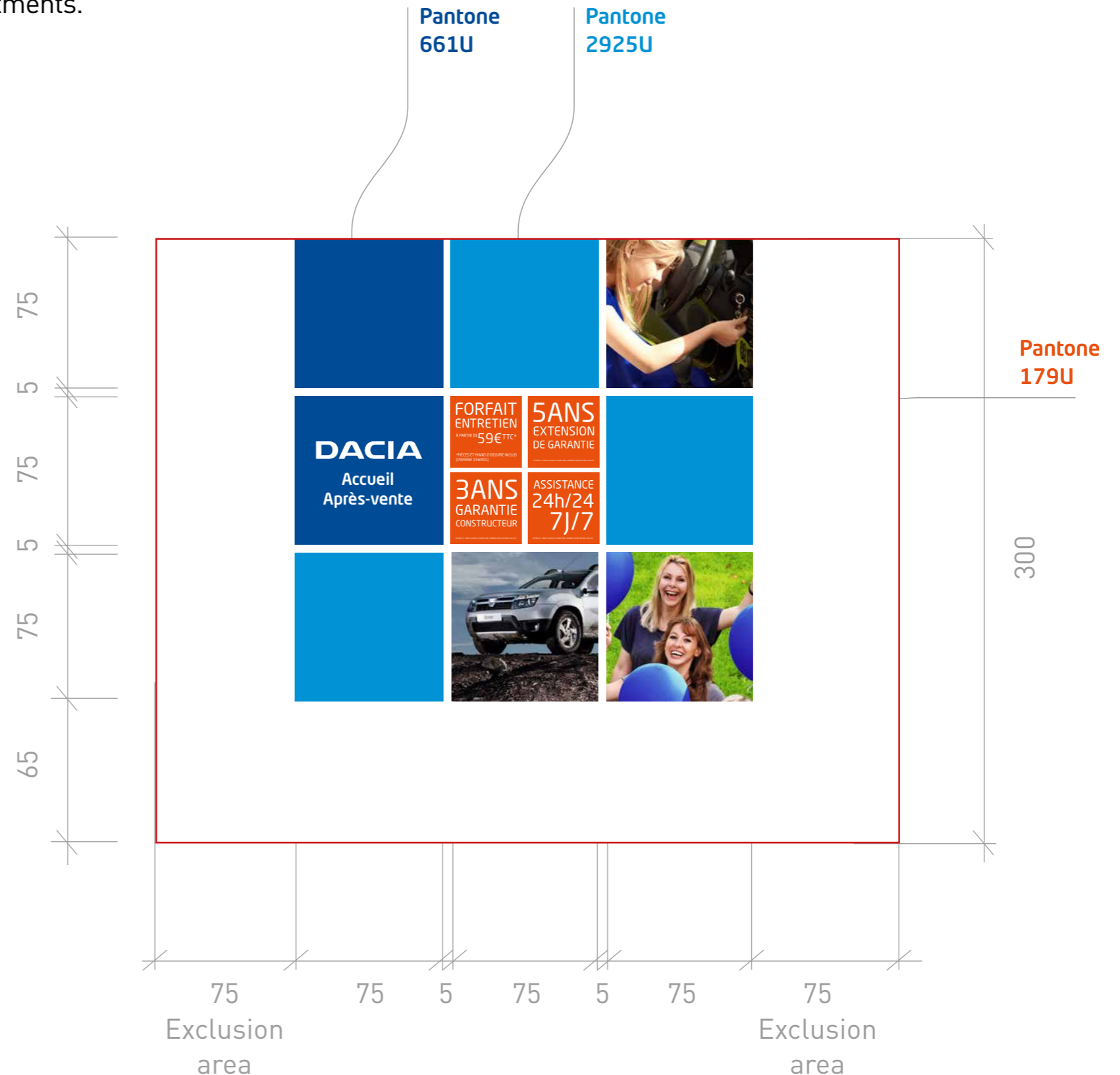**After-sales Reception**

**I> mplementation:**

Assemblage of 9 plaques in extruded
PVC (or equivalent material) spaced
5 cm apart.
Affixed to the white wall with double-
side adhesive (the central section is
repositionable and must be adapted
according to the offers).

**Layout:**

Centred with respect to the reception
desk.
Visuals bottom-aligned 65 cm off the
ground.

**Pantone 661U**

**Pantone 2925U**

**Pantone 179U**

75
5
75
5
75
65

300

DACIA
Accueil
Après-vente

FORFAIT
ENTRETIEN
À PARTIR DE 59€TTC*

5ANS
EXTENSION
DE GARANTIE

3ANS
GARANTIE
CONSTRUCTEUR

ASSISTANCE
24h/24
7J/7

75 75 5 75 5 75 75

Exclusion area

Exclusion area

## After-sales Signature stickers:

> **Source file name:**
  PASTILLE-APV-SIGN.ai

> **Scale:** 1

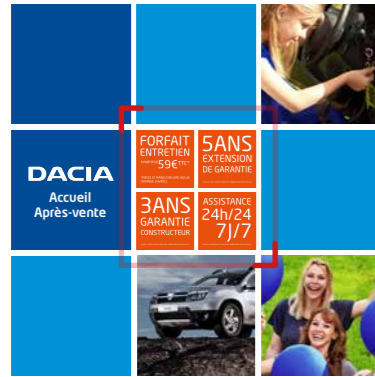> **File size:** 750x750 mm

> **Implementation:**

**Support:**
Extruded PVC (or equivalent material), cut
to a thickness of 3 mm + pasted matt white
adhesive, four-colour digital printing or
Pantone 661U silkscreen printing
Affixed to the wall with double-side adhesive.

**Layout:**
On middle line, left hand or right hand
column according to customer flow direction
Typeface Neo Tech Dacia Medium

Dimensions in mm

110     530     110

220

90

90

50   50

50   50

200

750

750

**After-sales Promotions stickers:**

**Source file name:**

PASTILLE-APV-SIGN.ai

**Scale:** 1

**File size:** 750x750 mm

**Implementation:**

**Support:**

Extruded PVC (or equivalent material),
cut to a thickness of 3 mm + pasted matt
white adhesive or four-colour digital
printing or Pantone 179U silkscreen
printing
Affixed to the wall with double-side
adhesive.

**Layout:**

At the centre of the composition
Typeface Neo Tech Dacia Regular

Dimensions in mm



**FORFAIT**
ENTRETIEN

À PARTIR DE **59€** TTC*

*PIÈCES ET MAINS D'OEUVRE INCLUS
(VIDANGE 15W401)

**5ANS**
EXTENSION
DE GARANTIE

OFFRES ET TARIFS SOUMIS À CONDITIONS. DONNÉES NON CONTRACTUELLES.

**3ANS**
GARANTIE
CONSTRUCTEUR

OFFRES ET TARIFS SOUMIS À CONDITIONS. DONNÉES NON CONTRACTUELLES.

ASSISTANCE
**24h/24**
**7J/7**

OFFRES ET TARIFS SOUMIS À CONDITIONS. DONNÉES NON CONTRACTUELLES.

> **Implementation:**
This signage is designed for a cohabitation situation with the Renault Delivery Area

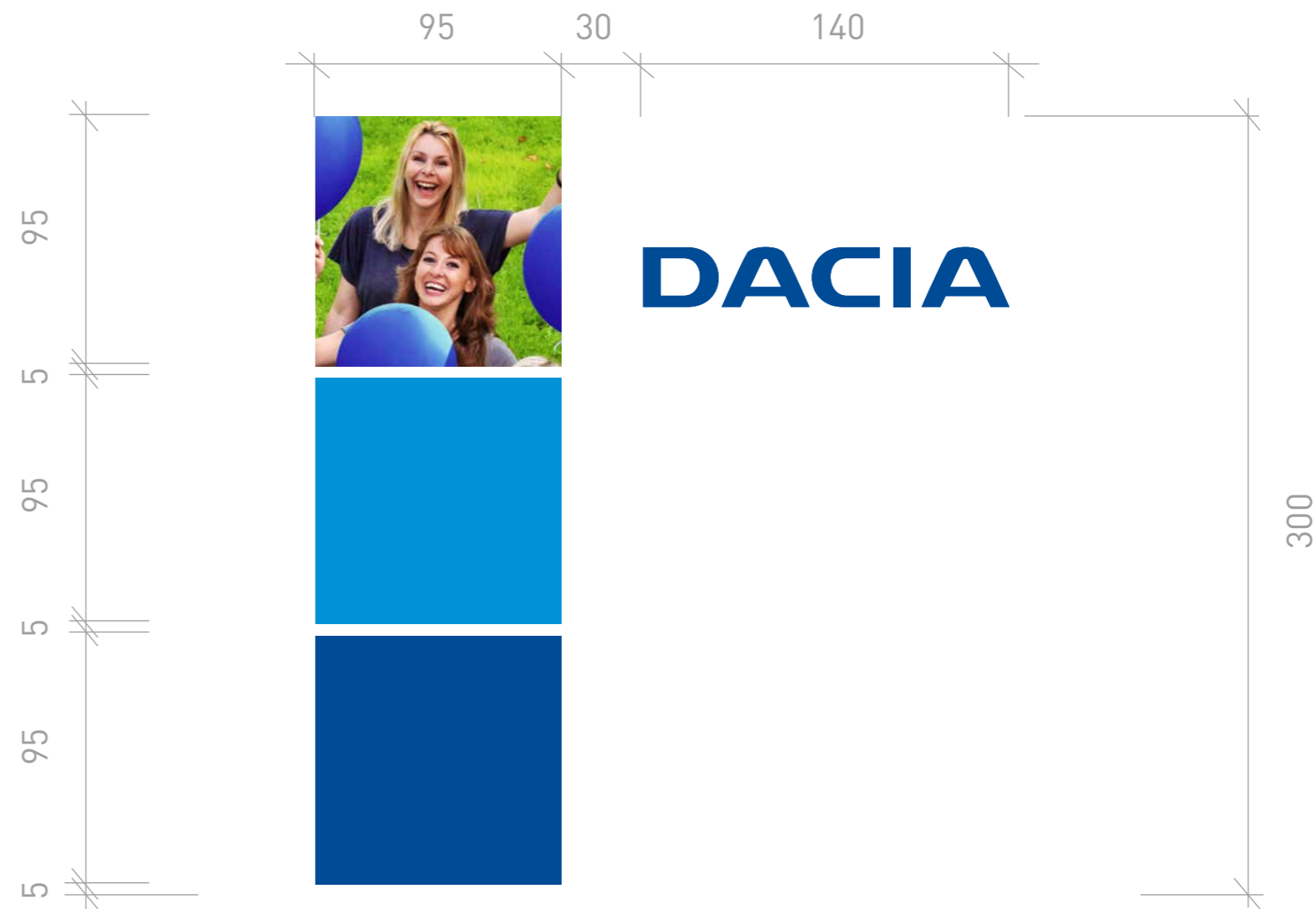## Delivery Wall 1

**Implementation:**
Assemblage of 3 plaques in 3 mm extruded PVC (or equivalent material) spaced 5 cm apart.
Affixed to the white wall with double-side adhesive.

**Layout:**
Dacia Signature on the left or the right depending on the direction of delivery.
.

N.B. The visuals are provided by way of example; definitive content to be determined by country marketing departments.

> **Implementation:**

This signage is designed for a cohabitation situation with the Renault
Delivery Area

**Delivery Wall 2**

> **Implementation:**

Assemblage of 7 plaques in 3 mm
extruded PVC (or equivalent material)
spaced 5 cm apart.
Affixed to the white wall with double-
side adhesive.

**Layout:**

Dacia Signature on the left or the right
depending on the direction of delivery.

N.B. The visuals are provided by way of
example; definitive content to be determined
by country marketing departments.

195    95    30    140

95    5    95    5    95    5

47    300

DACIA

Pantone
661U

Pantone
301U

Pantone
2925U

> **Implementation:**

This signage is destined for an optimized Delivery area in a dedicated Dacia showroom or Dacia Box

## Delivery Wall 2

**Source file name:**
MUR_LIVR1.ai

**Implementation:**
Assemblage of 7 plaques in 3 mm extruded PVC (or equivalent material) spaced 5 cm apart.
Affixed to the white wall with double-side adhesive.
Lettering cut-out in 3 mm PMMA (or equivalent material), Pantone blue 661U.
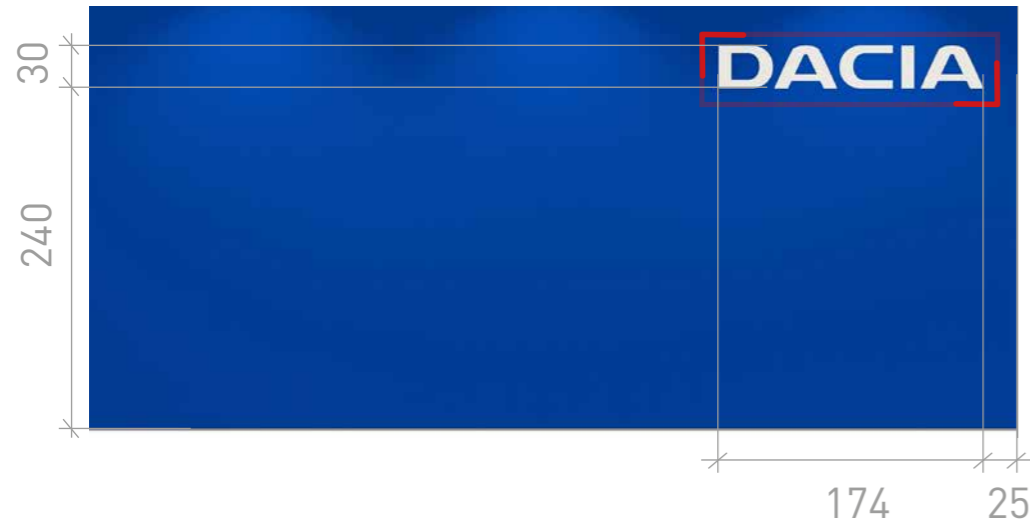Typeface Neo Tech Dacia Regular

**Layout:**
«Delivery Area» Signature on the left or the right depending on the direction of delivery.

N.B. The visuals are provided by way of example; definitive content to be determined by country marketing departments.

95     195     95   30

# Espace Livraison

Pantone 661U

Pantone 301U

Pantone 2925U
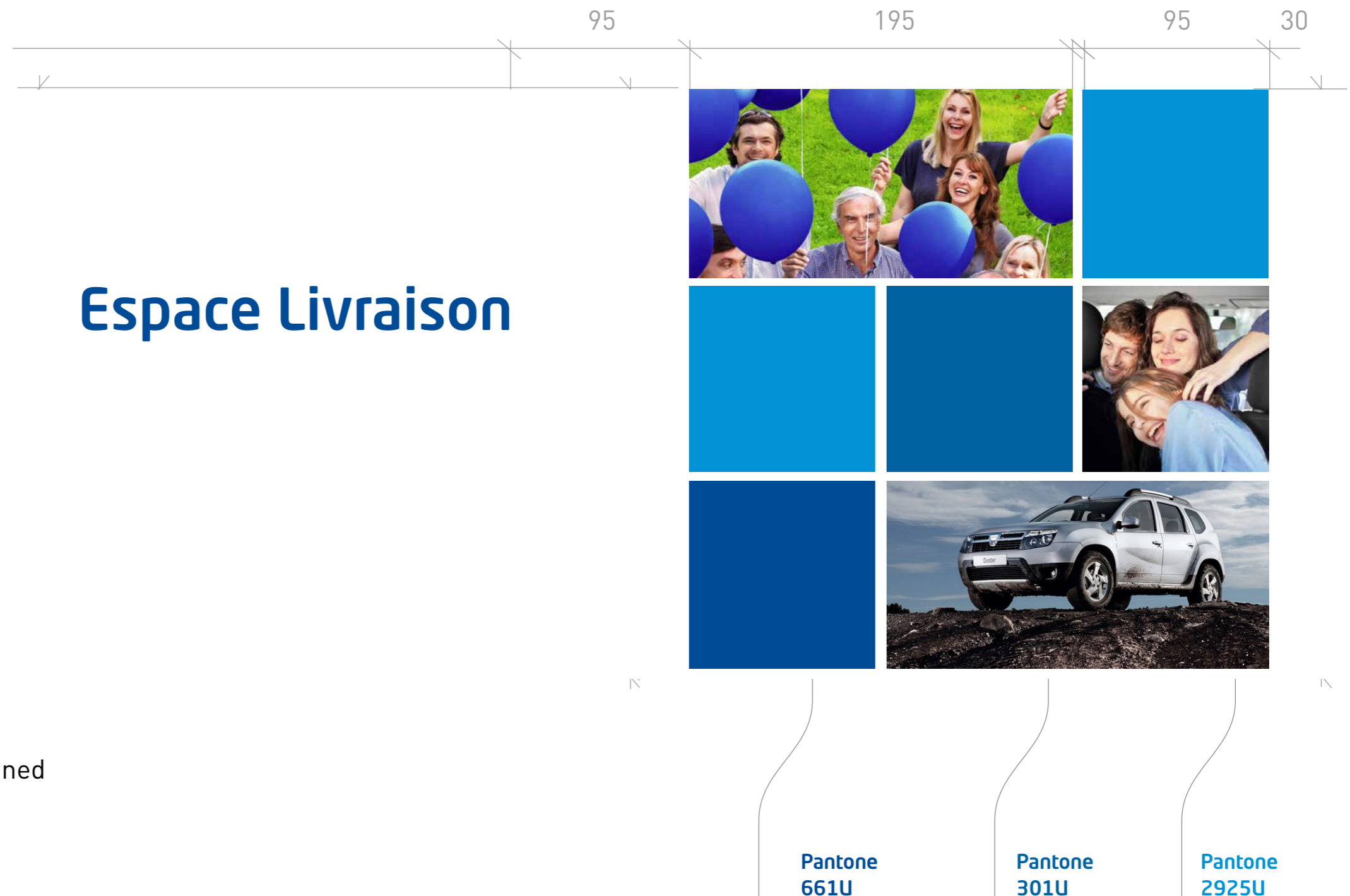
# Dacia Blue Partition Wall



**30**

**240**

174  25

### Title Dacia:

> **Name of source file:**
  DACIA.ai

> **Scale:** 1
> **File size:** 1740x300 mm

> **Implementation:**

Freestanding partition wall
bearing the Dacia brand only
on the side facing the Dacia area
of the showroom.

**Medium:**

Matt white adhesive material cut out and attached
letter by letter to substrate with adhesive or screen
printed or white resist on a Pantone 661 blue
background.

**Positioning:**

Alignment of baseline 240cm from floor.
Flush right at 25cm from edge of structural wall.

NB: Partition width to be adjusted according
to the components used but must be at least
240cm wide.

LINES INDICATE CUT-OUT
(DO NOT PRINT)



**300**

1740

DACIA.ai

# Blue Partition Wall – Technical variants

Where the condition of the showroom walls (material, colour, finish, surface imperfections) do not allow direct application of the murals, they must be created on independent supports, and even in some cases on self-standing partitions.

Rough or unfinished structure, not suitable for direct application of murals.

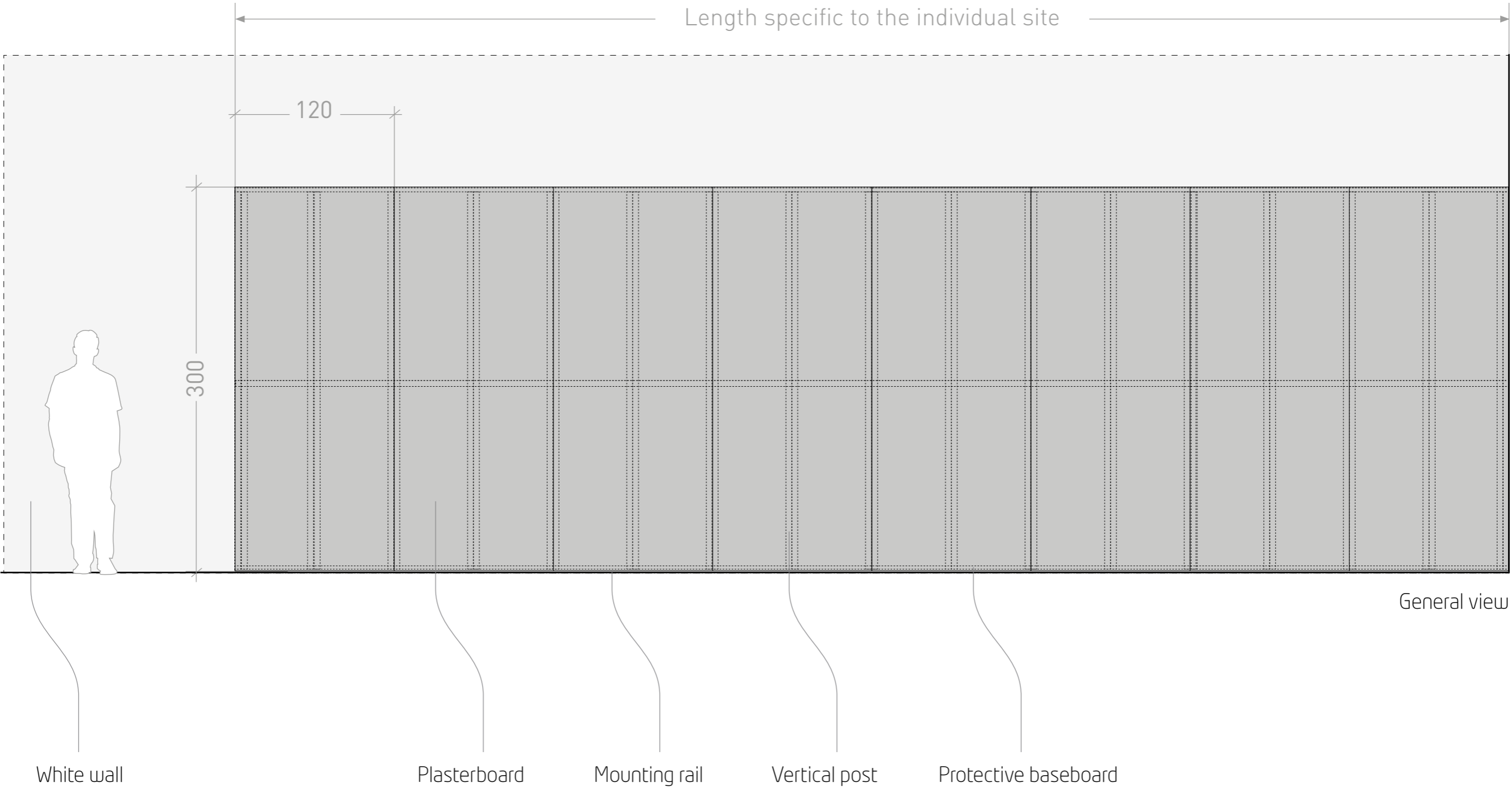**Murals** deployed on self-standing supports Plasterboard, stretched fabric
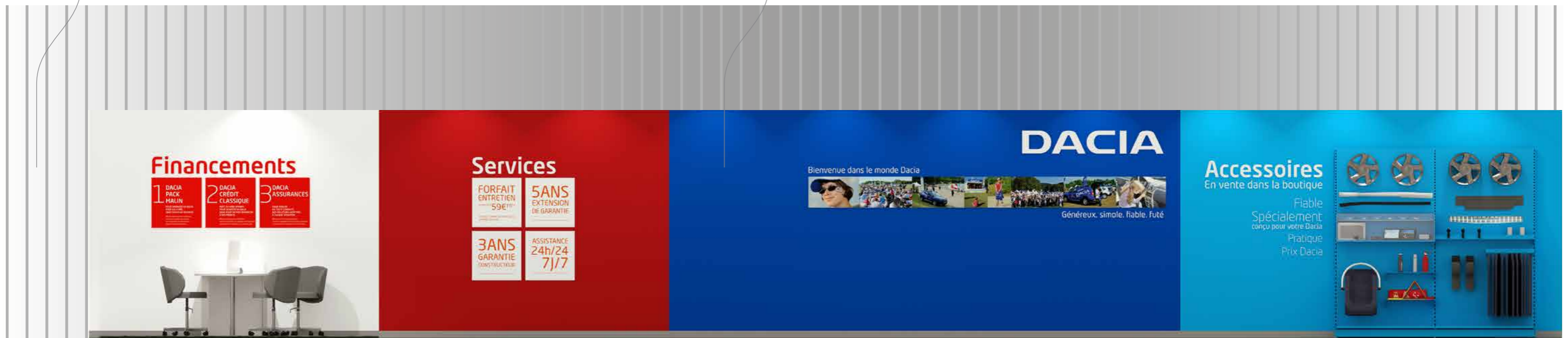
## Plasterboard

> **Implementation:**

Partition wall in 120x300 plasterboard sections mounted on a metal frame.

Length specific to the individual site

120

300

General view

White wall

Plasterboard
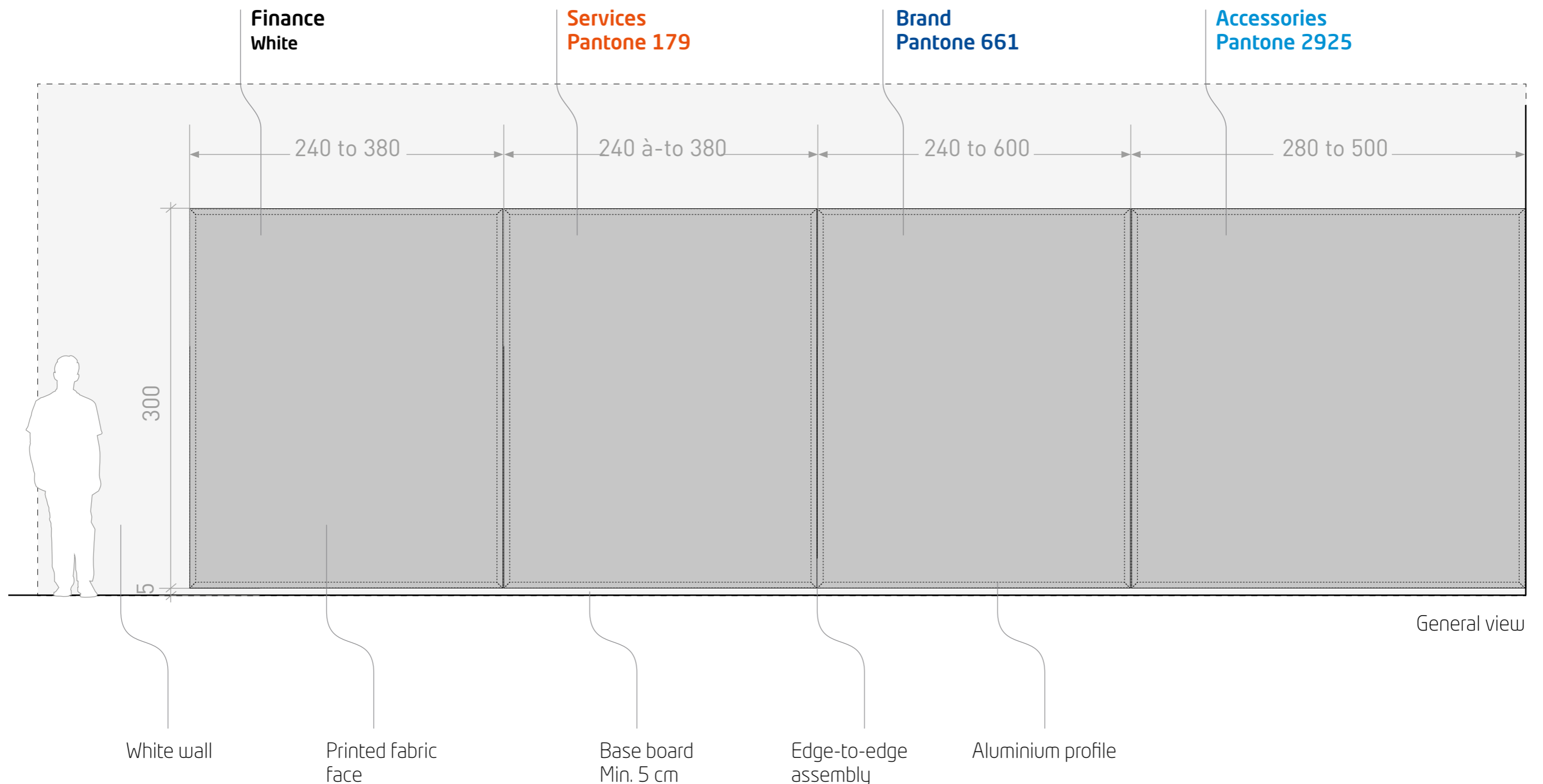
Mounting rail

Vertical post

Protective baseboard

*NB: All dimensions indicated on plan and elevation drawings are in centimetres.*

# Blue Partition Wall - Technical Variant 2

## Stretched fabric on aluminium wall frames

> **Implementation:**

The visuals are printed on stretched fabric on aluminium profile frames. Frame sections
must match colour specifications. Fabric sections are joined edge to edge. No fabric section may be in two different colours.
The frames must be at least 5cm off the floor to prevent impact.

**Finance**
**White**

**Services**
**Pantone 179**

**Brand**
**Pantone 661**

**Accessories**
**Pantone 2925**

240 to 380     240 à-to 380     240 to 600     280 to 500

300

5

General view

White wall    Printed fabric face    Base board Min. 5 cm    Edge-to-edge assembly    Aluminium profile

*NB: All dimensions indicated on plan and elevation drawings are in centimetres.*

## Stretched fabric on freestanding frames

> **Implementation:**

The main frame is constructed of extruded aluminium profiles cut at 45° and assembled using angle brackets fixed in channels in the profiles. Anodised natural finish.

The frames are fixed to the wall by screw fittings or aluminium lugs. PVC profiles should not be used. The fabric is in polyester treated with a M1 fire-retardant coating, 300g, matt, non-reflective finish with a silicone strip sewn into the edge.

300dpi hexachrome process printing on "anti-curl" elastic fabric without creases or folds.

Details

Frame 1   Frame 2

300

Aluminium profile

Edge-to-edge assembly

Mounting fixed to structural wall
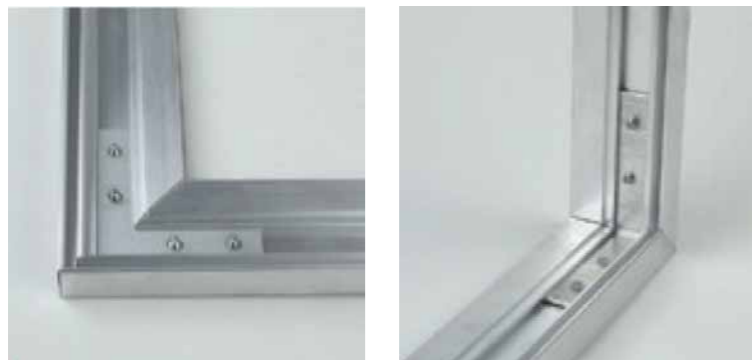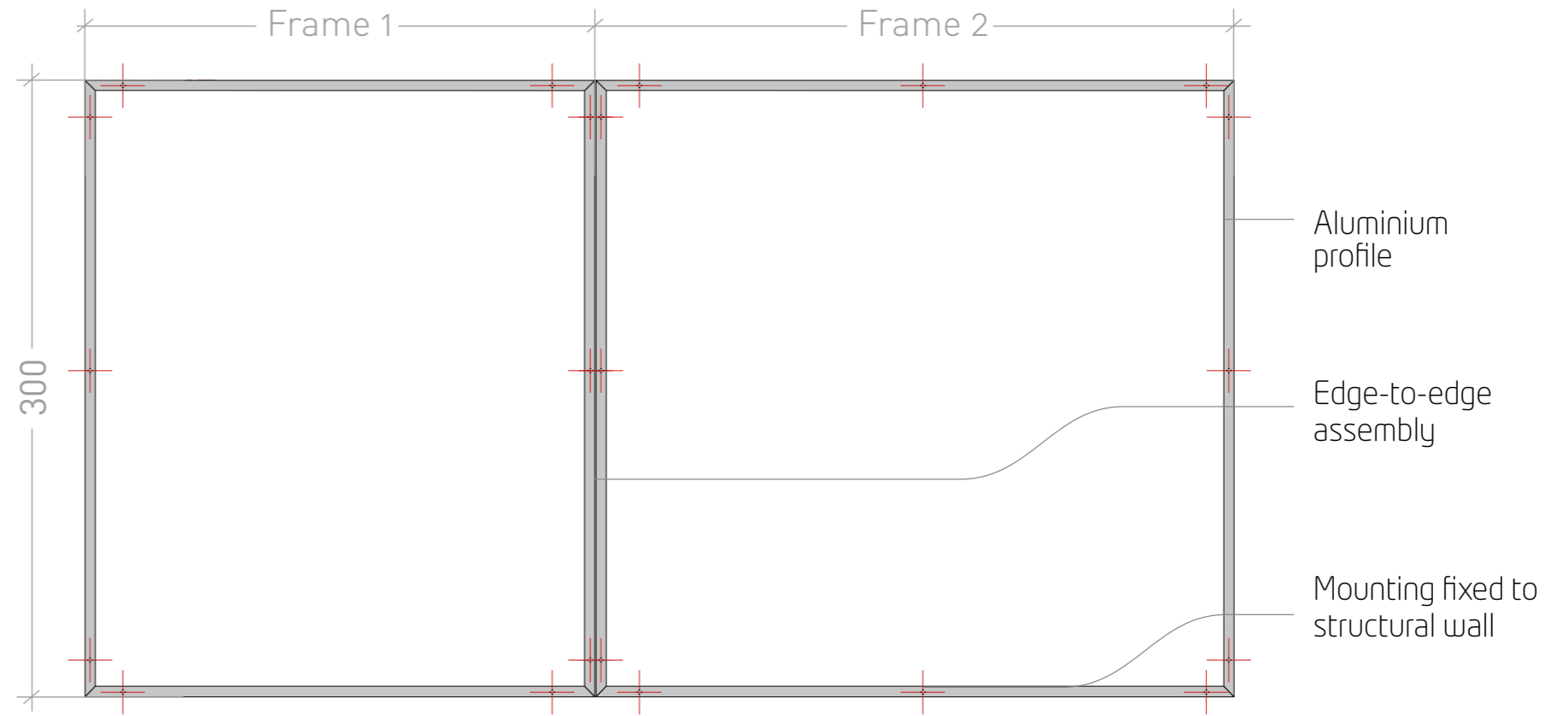
Basic construction principle

Profile for simple frame with peripheral strip

Profile for reinforced frame with peripheral strip

Angle bracket for frame 1

Angle bracket for frame 2

Lug for mounting against structural wall

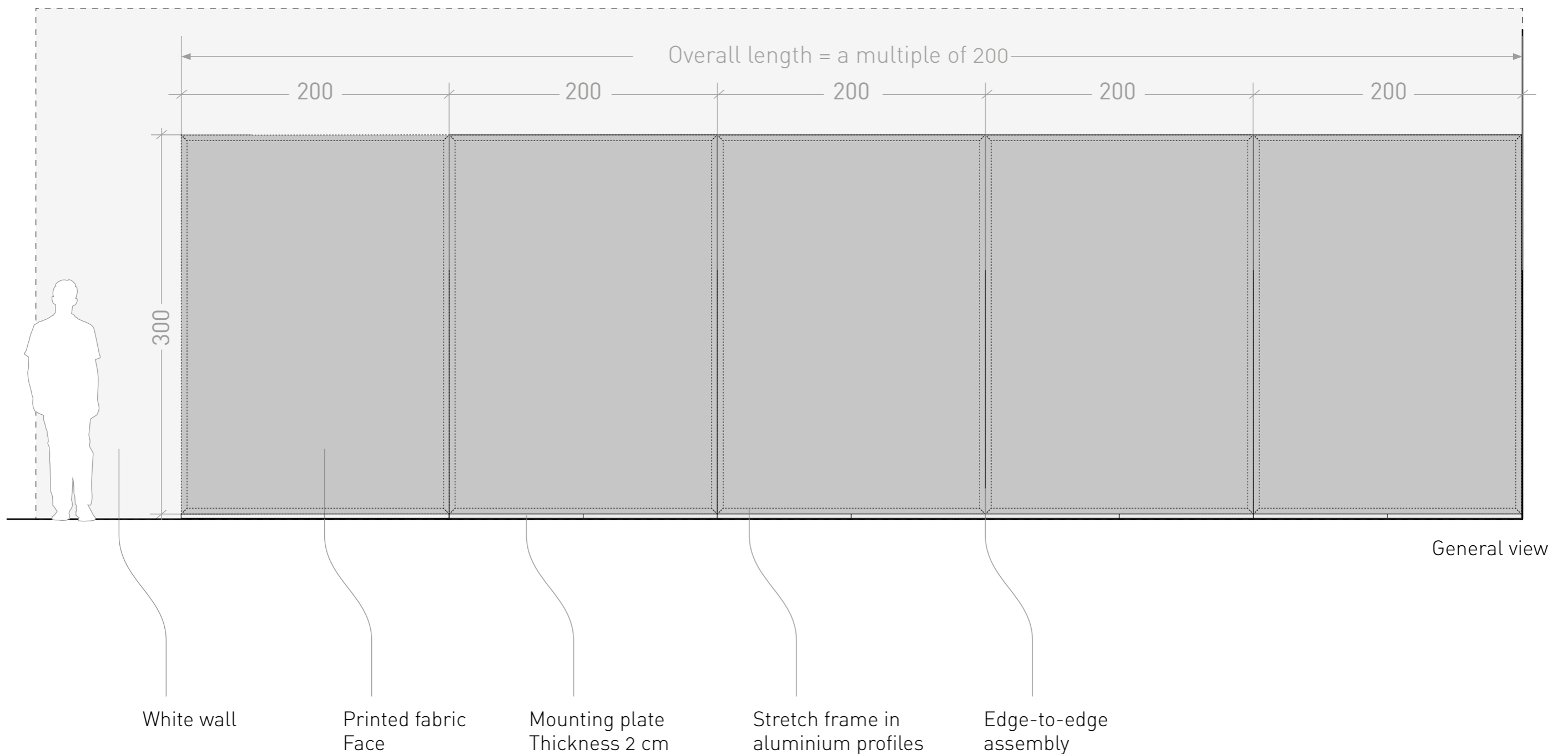Basic principle of assembly

Typical fittings

## Stretched fabric on freestanding frames

› **Implementations:**

The visuals are printed on stretched fabric on frames in aluminium profiles. The whole assembly is mounted on base plates. Frame format is 200x300cm. The frames do not match the colour specifications. Frames are assembled edge to edge. The frames are to be interlocked to ensure correct alignment of visuals.



Overall length = a multiple of 200

200   200   200   200   200

300

General view

White wall

Printed fabric
Face

Mounting plate
Thickness 2 cm

Stretch frame in
aluminium profiles

Edge-to-edge
assembly

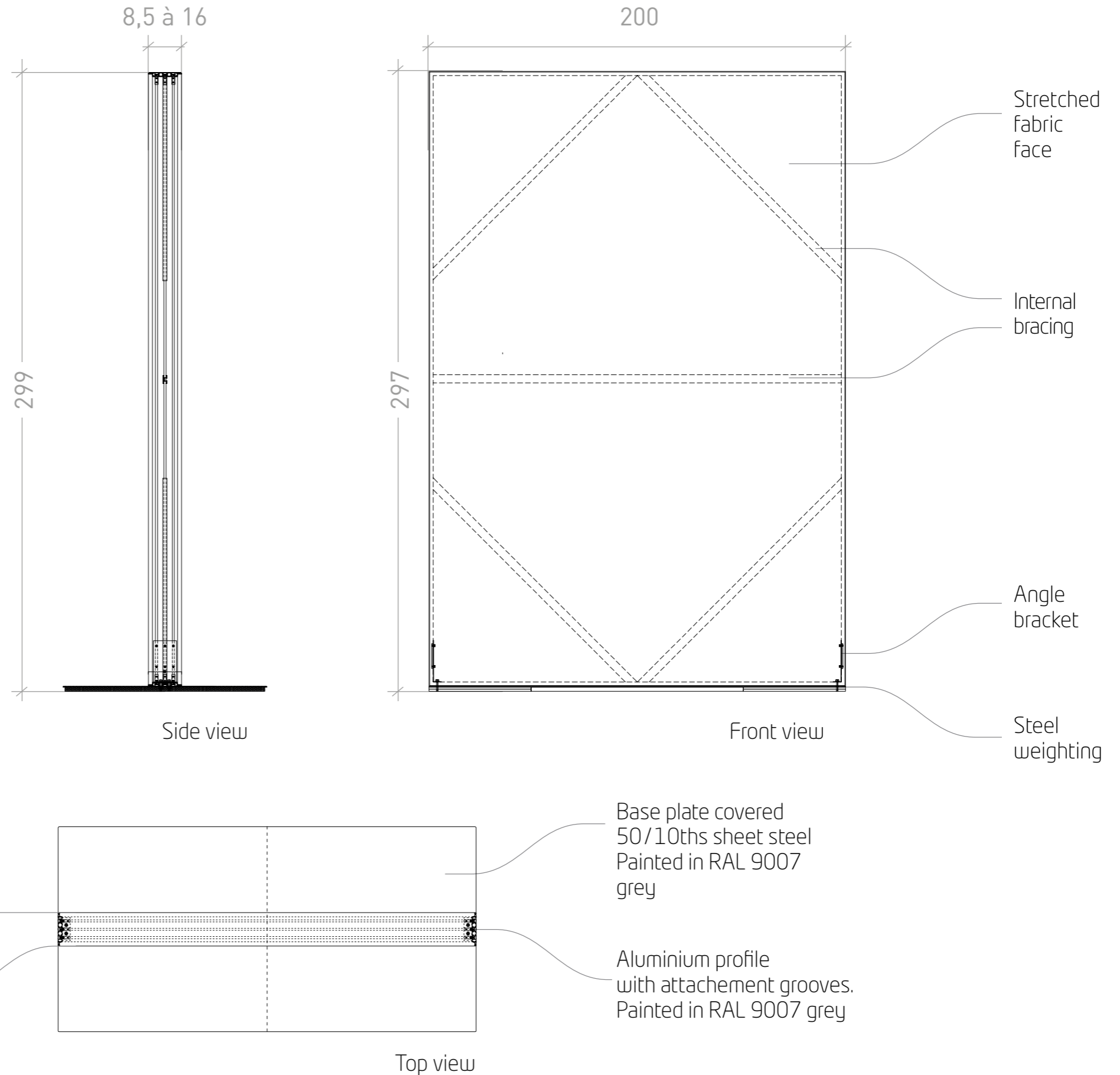*N.B. L'ensemble des plans et élévations sont cotés en cm.*

## Structure and base plates

> **Implementation:**

This component is constructed with a peripheral aluminium profile forming a frame on which a fabric panel is stretched front and back.

The fabric is attached using a strip which clips into grooves on the aluminium profiles.

The whole is floor-mounted on steel base plates whose weight stabilises the structure. These plates are given a sheet metal covering painted in RAL 9007 grey (in one or two component. parts).

8,5 à 16

200

299

297

Stretched fabric face

Internal bracing

Angle bracket

Steel weighting

Side view

Front view

Base plate covered 50/10ths sheet steel Painted in RAL 9007 grey

Stretched fabric face

Aluminium profile with attachement grooves. Painted in RAL 9007 grey

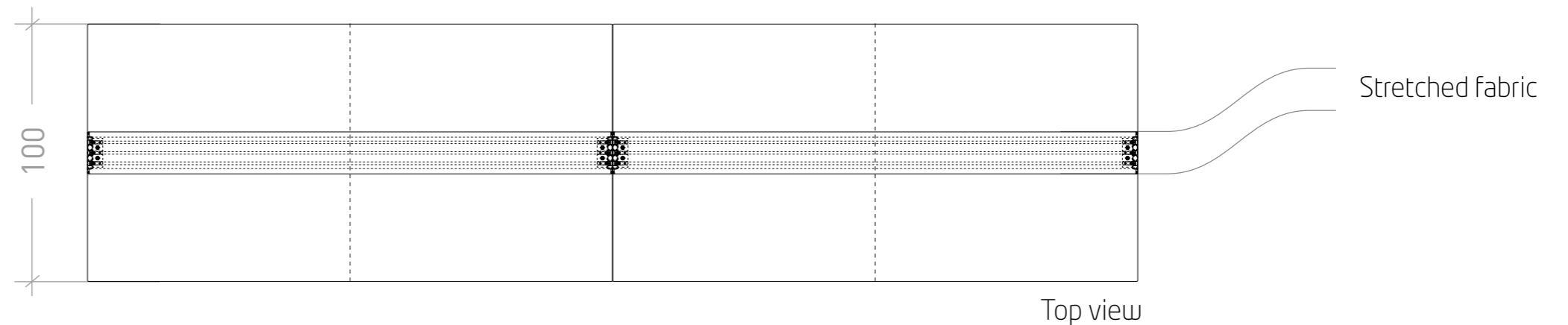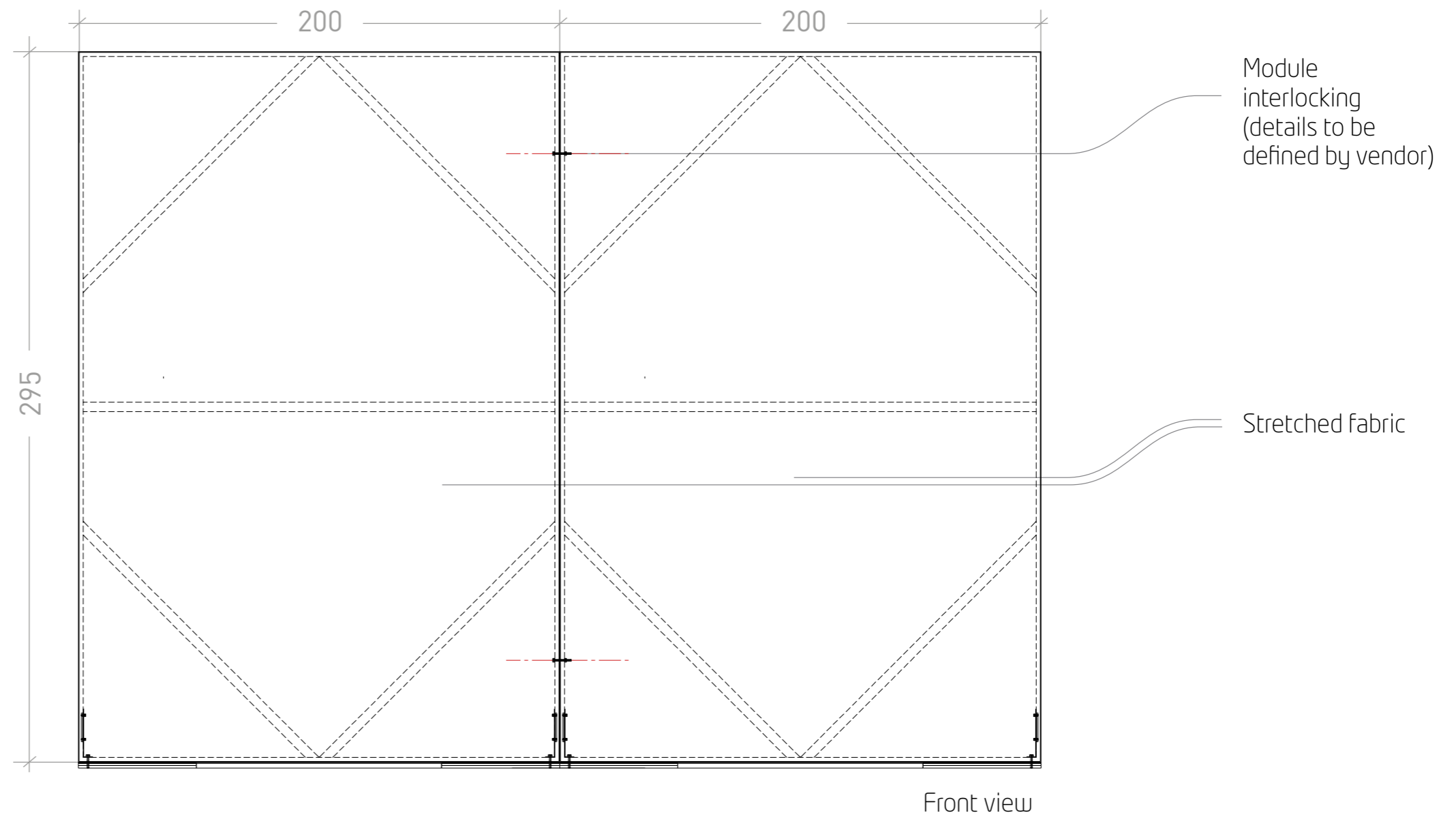Top view

## Module assembly

> **Implementation:**

Component modules can be assembled in order to provide a larger visual area.

The vertical seams must not be too visible. This requires proper alignment of the modules.
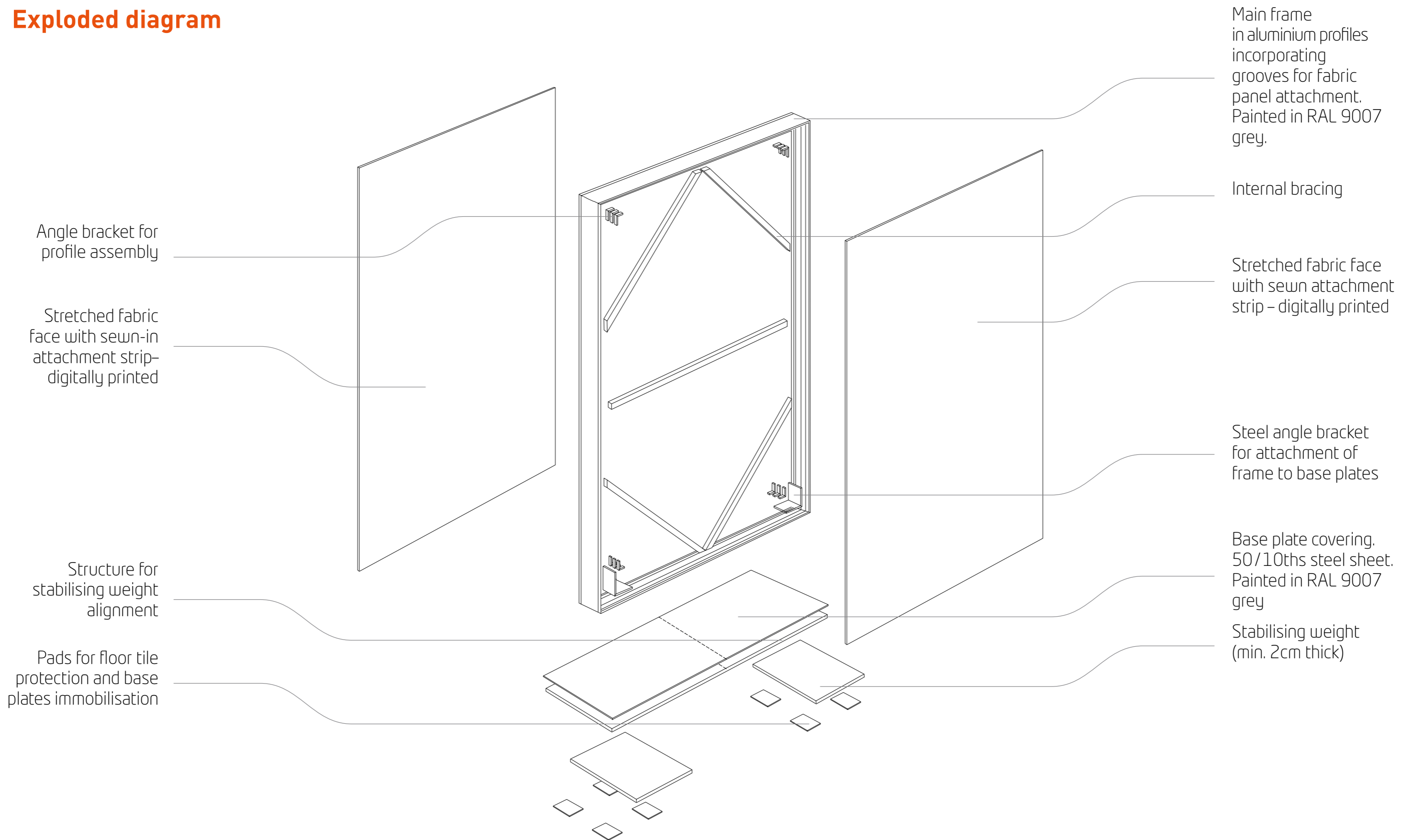
There are two options for the back of the assembly:

> Fabric printed in Pantone 661 blue with the Dacia logo in white resist or screen printing. On the Dacia Showroom side only

> Fabric in neutral white. Renault side of the showroom.

200    200

295

Module interlocking (details to be defined by vendor)

Stretched fabric

Front view

100

Stretched fabric

Top view

## Exploded diagram

Main frame in aluminium profiles incorporating grooves for fabric panel attachment. Painted in RAL 9007 grey.

Internal bracing

Angle bracket for profile assembly

Stretched fabric face with sewn attachment strip – digitally printed

Stretched fabric face with sewn-in attachment strip– digitally printed

Steel angle bracket for attachment of frame to base plates

Base plate covering. 50/10ths steel sheet. Painted in RAL 9007 grey

Structure for stabilising weight alignment

Stabilising weight (min. 2cm thick)

Pads for floor tile protection and base plates immobilisation

## Mounting details

> **Implementation:**

Profile design may be adapted to suit but the following parameters are mandatory:

> The attachment strip must be placed frontally to offer very limited visibility of the metal profile at the front of the panel (i.e. there should be no covering strip).

> The visible face of the side metal profile must be smooth (i.e. no visible grooves).



de 8,5 à 16

Silicone strip sewn into fabric

Cone-point set screw to fix angle brackets

Fabric panel face

Corner reinforcement to allow profiles to be fixed to base plates.

Assembly bracket on profile slotted into grooves
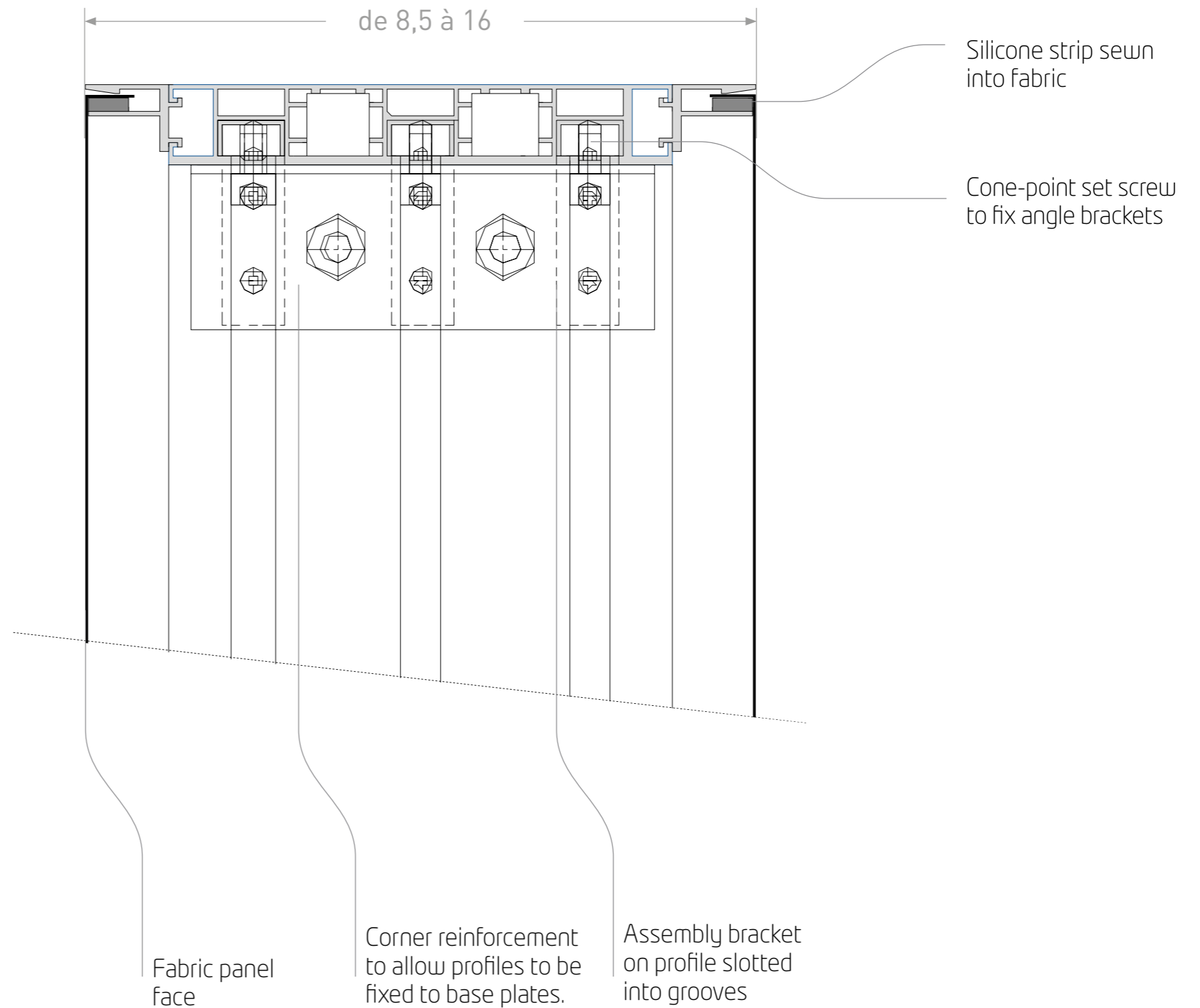
**Visual Identity:**

> Matt white adhesive material, MACcal, 5-year
  colour fastness warranty

> 3M 411 repositionable double-sided tape.

> Forex type 3mm extruded PVC.

**Showroom furniture**

> Accessories stand, mounting and securing systems,
  Hermès Métal type.

> Sales office carpet: Vorwerk
  Team Export/Silvia et Karin
  Tel. +33 2 51 85 47 52/Fax +33 2 51 85 47 53
  karin.keuneke@vorwerk-teppich.de/silvia.cebola@vorwerk-teppich.de

> Standard high stool: Go in
  www.go-in.fr

> Standard high table: Go in
  www.go-in.fr

For more details on using the components in this guide,
refer to the **Indoor Application Guide**

# Thank you