



DACIA NEW SIGNAGE

Technical specifications

Edition v0t - November 2022

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01 Components

COMPONENTS

1.1 Brand items



PRINCIPLE

Two new elements constitute the major signs of recognition of the Dacia brand in its signage applications:

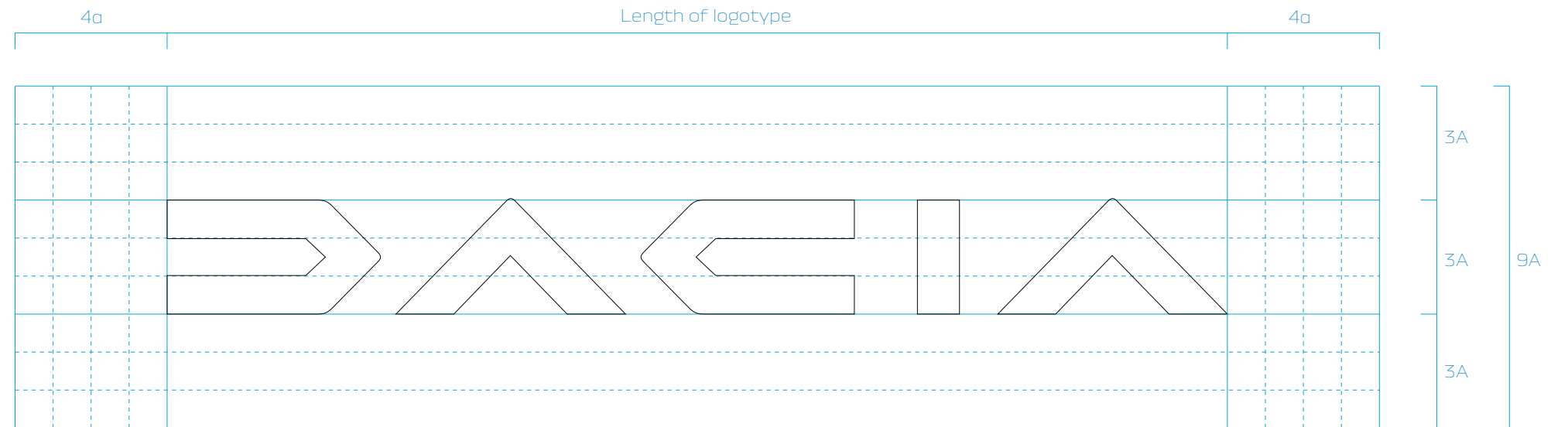
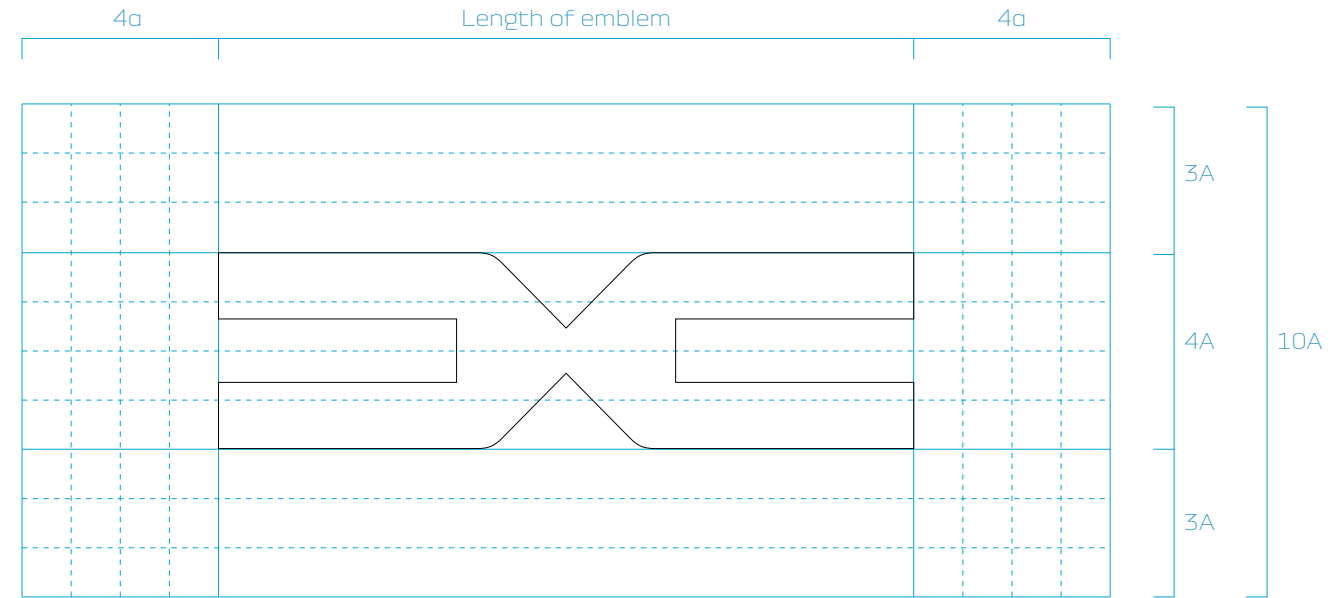
- 1 The Dacia emblem,
- 2 The Dacia logotype.

REPRODUCTION

Reproduction is made from an Illustrator EPS vector file allowing any reproduction size without visual alteration.

COMPONENTS

1.2 Zones of neutrality



PRINCIPLE

The minimum zones of neutrality aim to optimize the visibility of the emblem and the logotype by excluding any graphic element from the defined perimeter.

1.3 Typefaces

DACIA BLOCK EXTENDED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DACIA BLOCK EXTENDED BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

KEY

These typographic sets are used in the various signage applications.

Fonts are available on request, especially in TTF and OTF formats.

1.4 Colours & materials



KHAKI equivalent to RAL 140 50 10

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



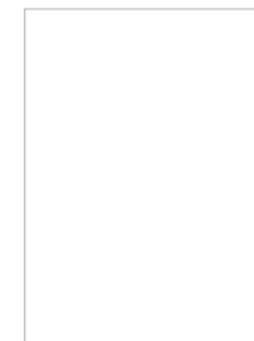
WOODEN PATTERN

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



BLACK equivalent to RAL 9005

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



WHITE equivalent to RAL 9003

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

PRINCIPLE

The basic colours of the DACIA signage must be strictly observed.

Particular attention will be paid to the correct correspondence of colours between the different materials or according to the reproduction methods (eg post-lacquering vs pre-lacquering).

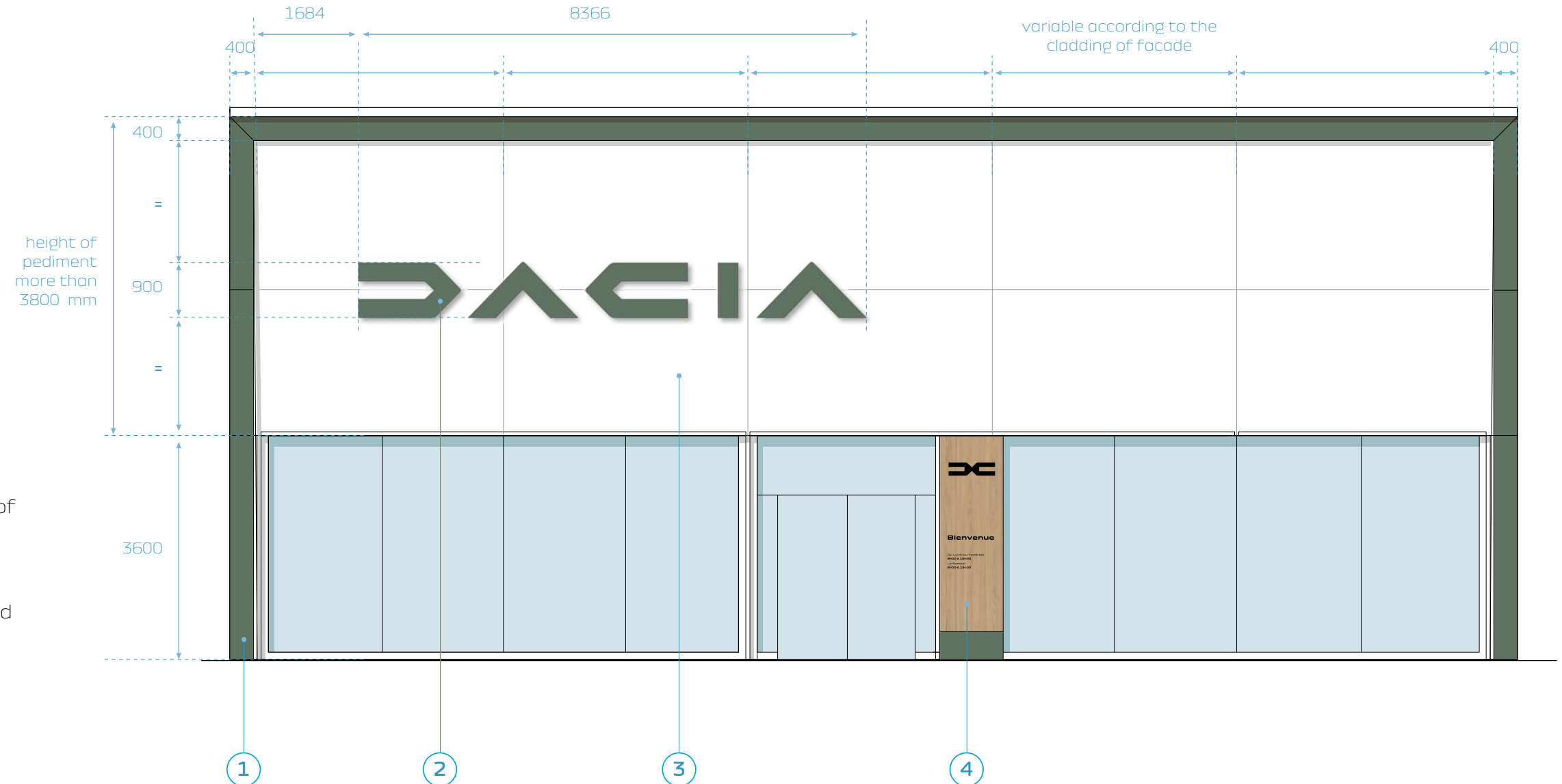
02

Facade markings

FACADE MARKINGS

2.1 Facade identification

Height of pediment more than 3800 mm



IDENTIFICATION PRINCIPLES

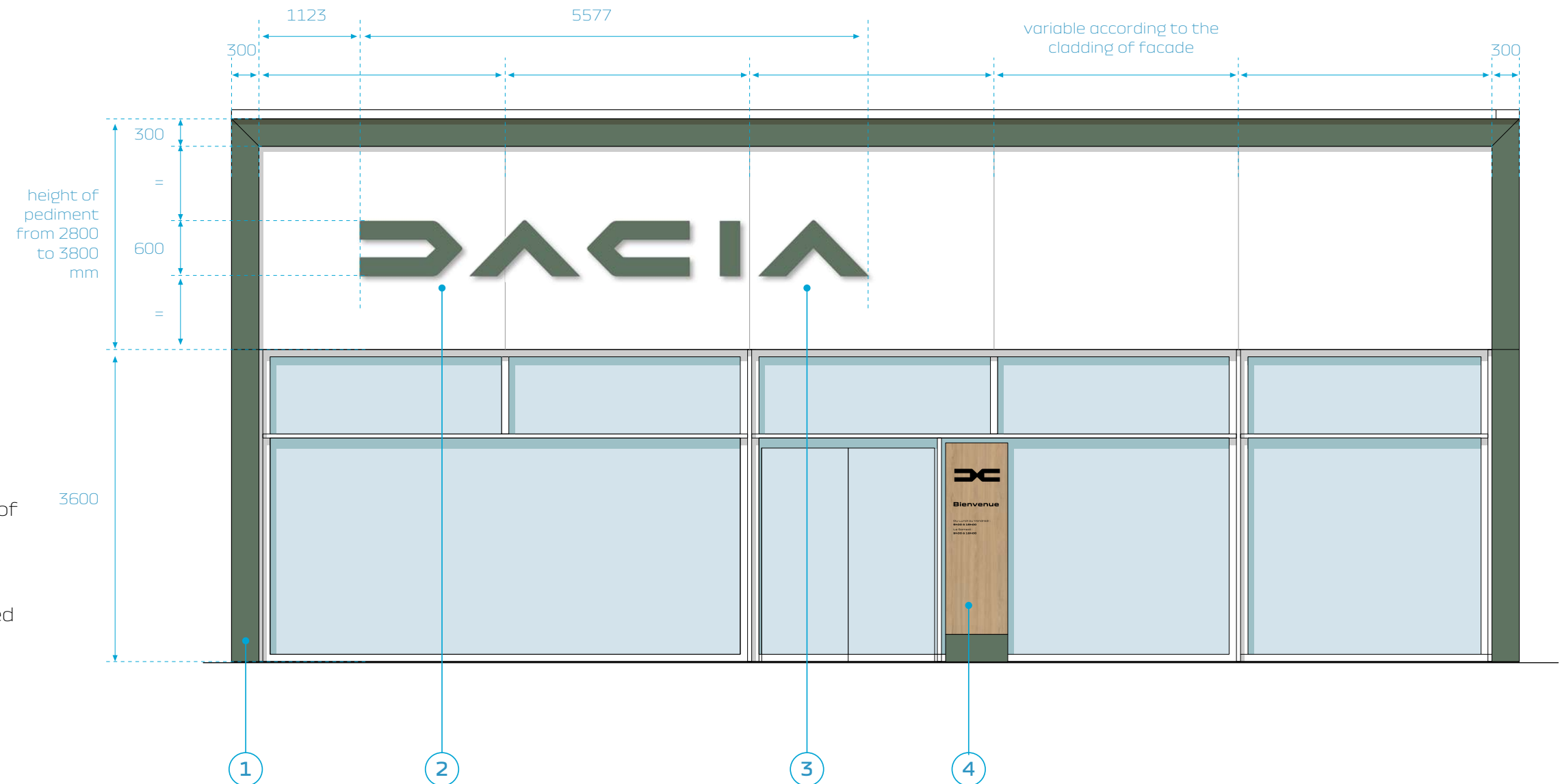
- A Khaki frame is placed under the acroterion and covers the overall facade of the showroom (or even the facade in the context of the Dacia Box).
- The 900 mm Dacia logotype is present on the right or left of the facade. It is installed on white sheet metal parts covering the pediment.
- The Dacia logotype is illuminated.

KEY

- 1 400 mm frame
- 2 Dacia logotype h. 900 mm
- 3 White panels
- 4 Entrance sign

2.2 Facade identification

Height of pediment from 2800 to 3800 mm



IDENTIFICATION PRINCIPLES

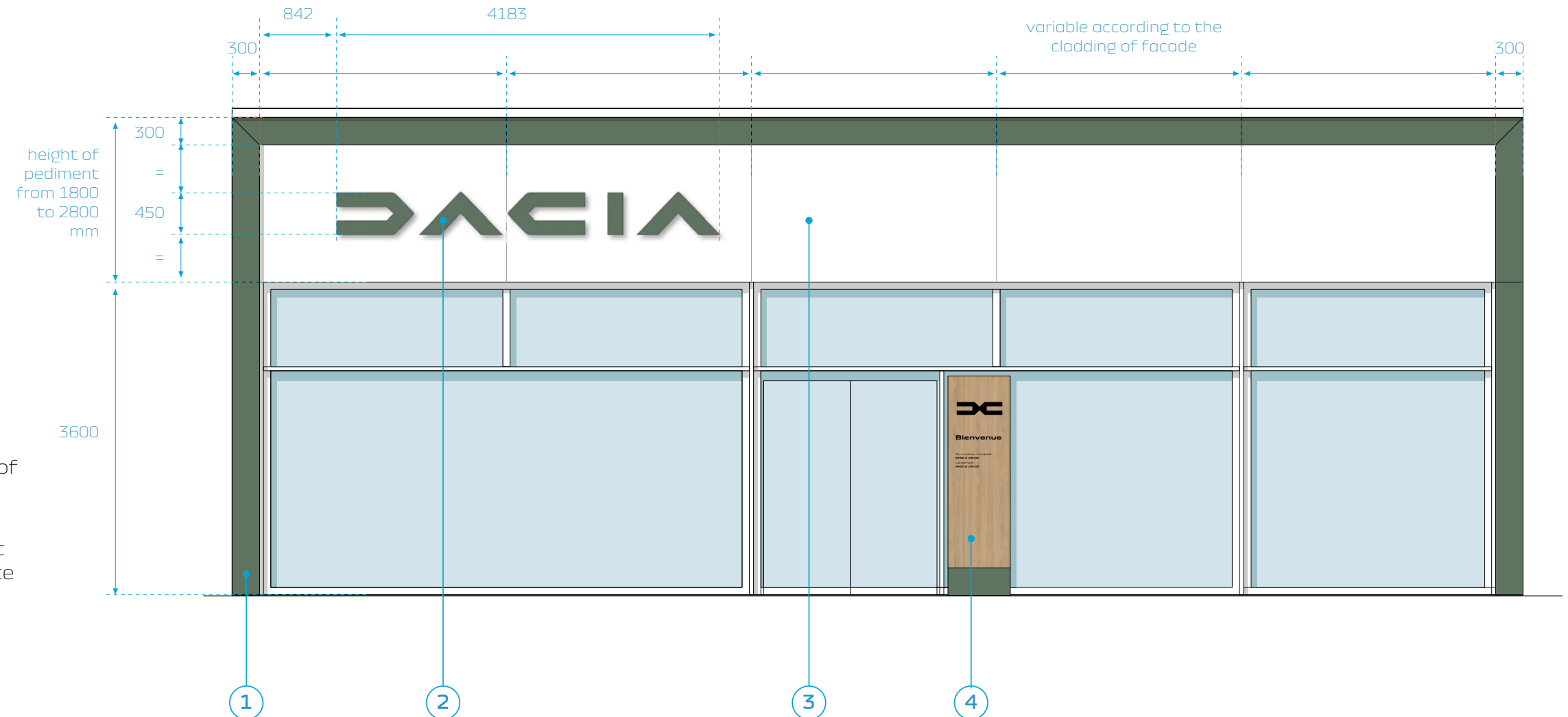
- A Khaki frame is placed under the acroterion and covers the overall facade of the showroom (or even the facade in the context of the Dacia Box).
- The 600 mm Dacia logotype is present on the right or left of the facade. It is installed on white sheet metal parts covering the pediment.
- The Dacia logotype is illuminated.

KEY

- 1 300 mm frame
- 2 Dacia logotype h. 600 mm
- 3 White panels
- 4 Entrance sign

2.3 Facade identification

Height of pediment from 1800 to 2800 mm



IDENTIFICATION PRINCIPLES

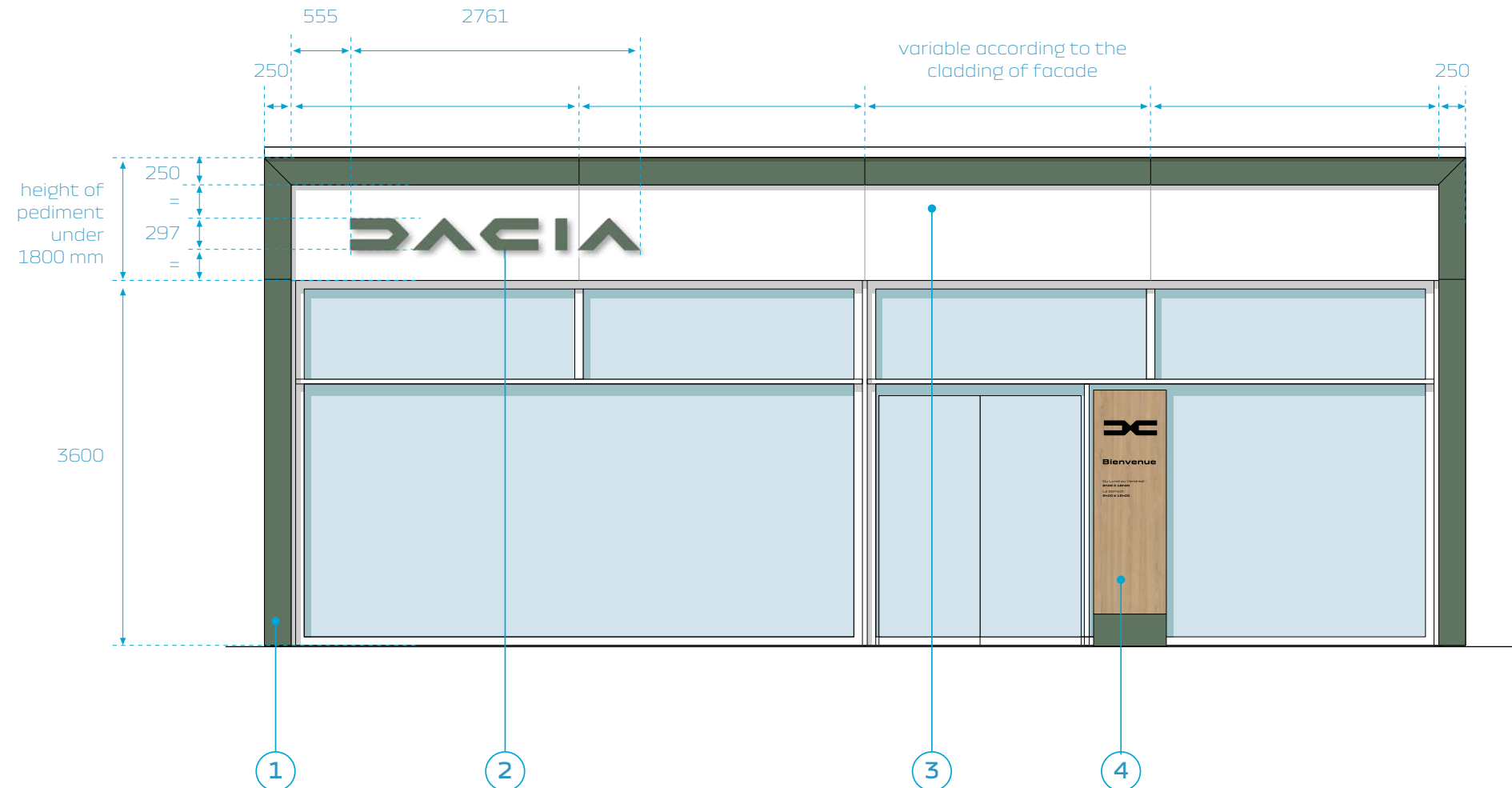
- A Khaki frame is placed under the acroterion and covers the overall facade of the showroom (or even the facade in the context of the Dacia Box).
- The Dacia logotype is present on the right or left of the facade. It is installed on white sheet metal parts covering the pediment.
- The Dacia logotype is illuminated.

KEY

- 1 300 mm frame
- 2 Dacia logotype h. 450 mm
- 3 White panels
- 4 Entrance sign

2.4 Facade identification

Height of pediment less than 1800 mm



IDENTIFICATION PRINCIPLES

- A Khaki frame is placed under the acroterion and covers the overall facade of the showroom (or even the facade in the context of the Dacia Box).
- The Dacia logotype is present on the right or left of the facade. It is installed on white sheet metal parts covering the pediment.
- The Dacia logotype is illuminated.

KEY

- 1 250 mm frame
- 2 Dacia logotype h. 297 mm
- 3 White panels
- 4 Entrance sign

FACADE MARKINGS

2.5 Lighting



KEY

- 1 Day view
- 2 Night view

2.6 Dacia logotype

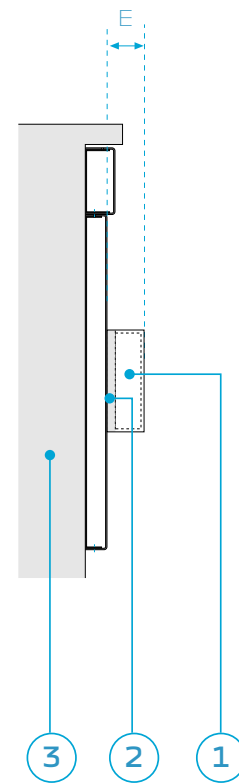
MANUFACTURING PRINCIPLES

Illuminated Dacia logo made of letter-boxes with diffusing face and opaque black edge in PMMA.

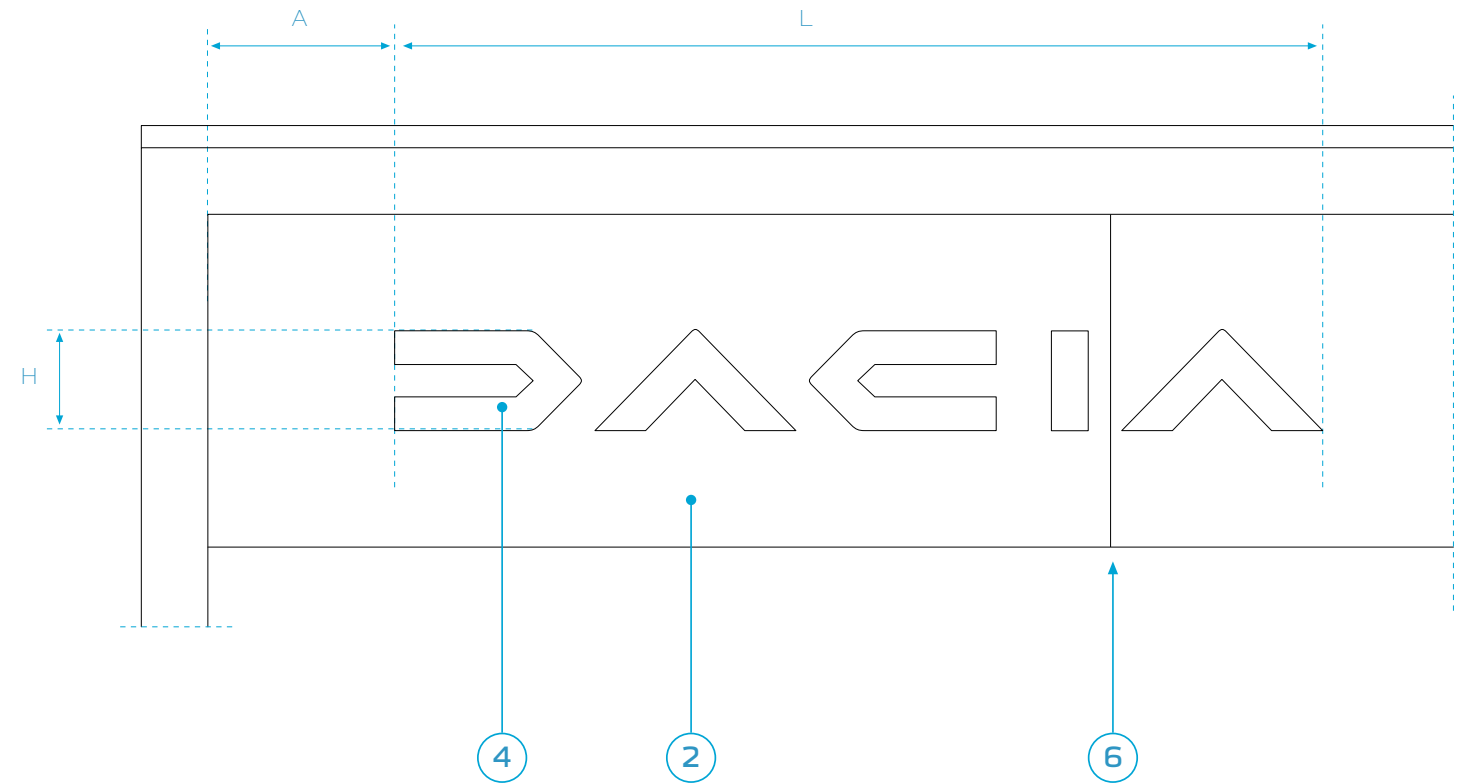
- > Edges and face assembled by gluing and flushing the surfaces without visible protrusion or glazing bead.
- > A luminescence objective of between 250 Cd/m² measured on the face is required with an acceptable minimum of 200 Cd/m².

KEY

- 1 Matt black PMMA edge
- 2 White panels
- 3 Cladding or masonry
- 4 Dacia logotype in letter boxes
- 5 Junction between panels between letters if necessary.

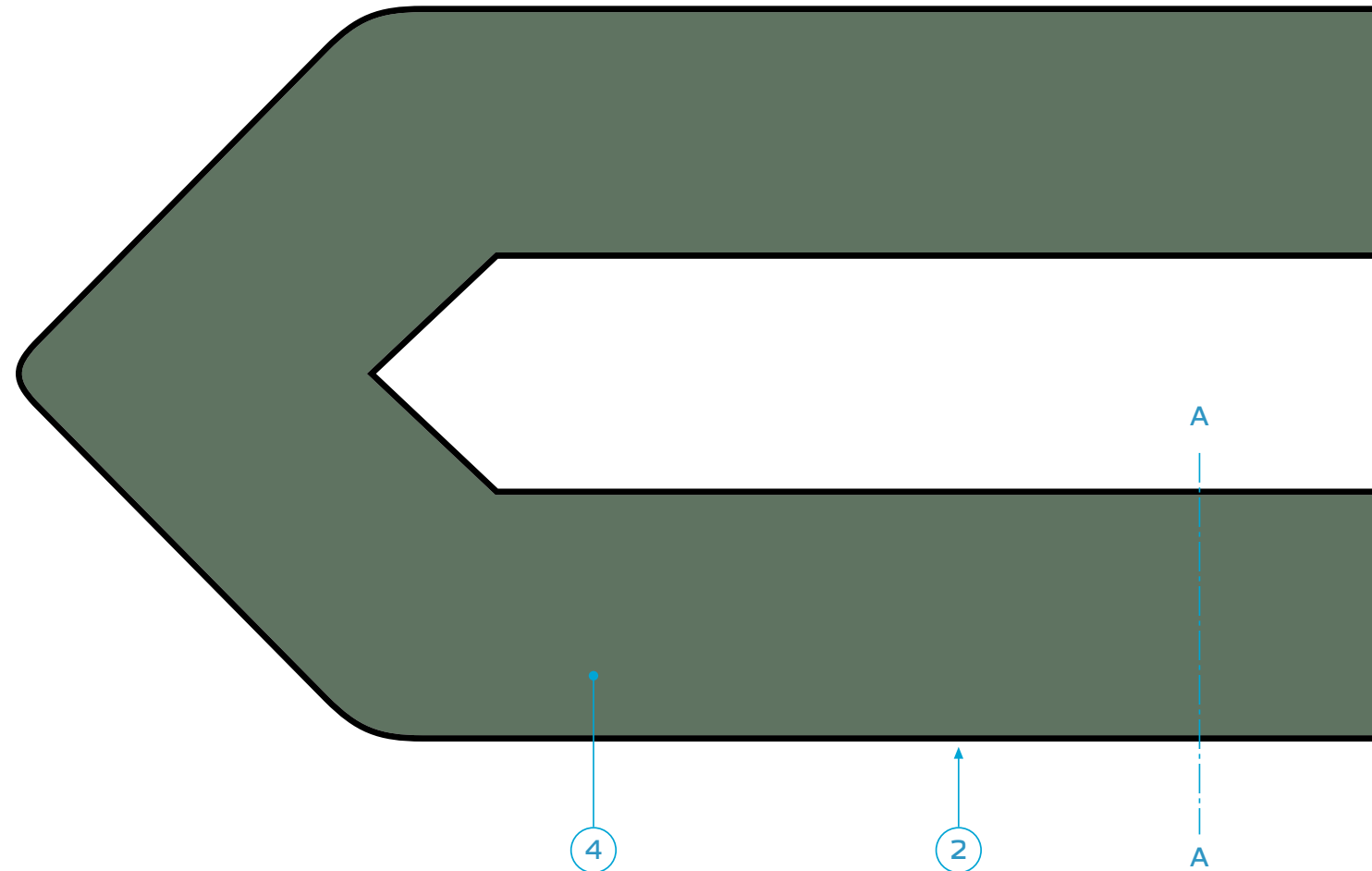


AA SECTION



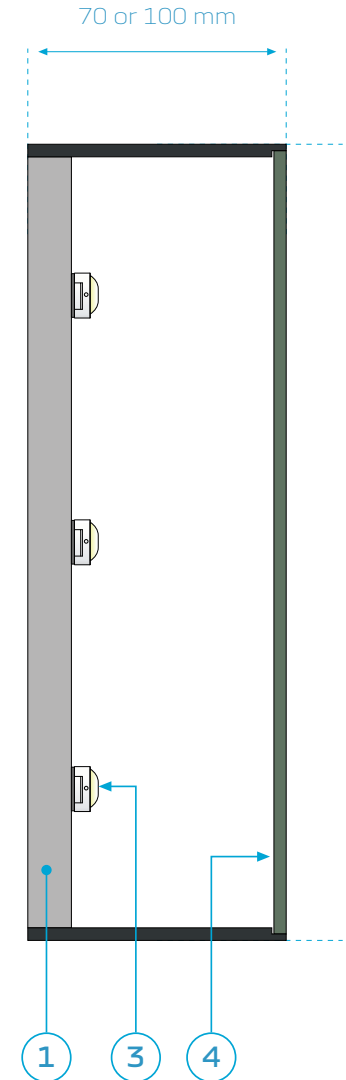
Dim.	297 mm logotype	450 mm logotype	600 mm logotype	900 mm logotype
L	2761	4183	5577	8366
H	297	450	600	900
E	100	100	100	100
A	555	842	1123	1684

2.7 Manufacturing of letter boxes



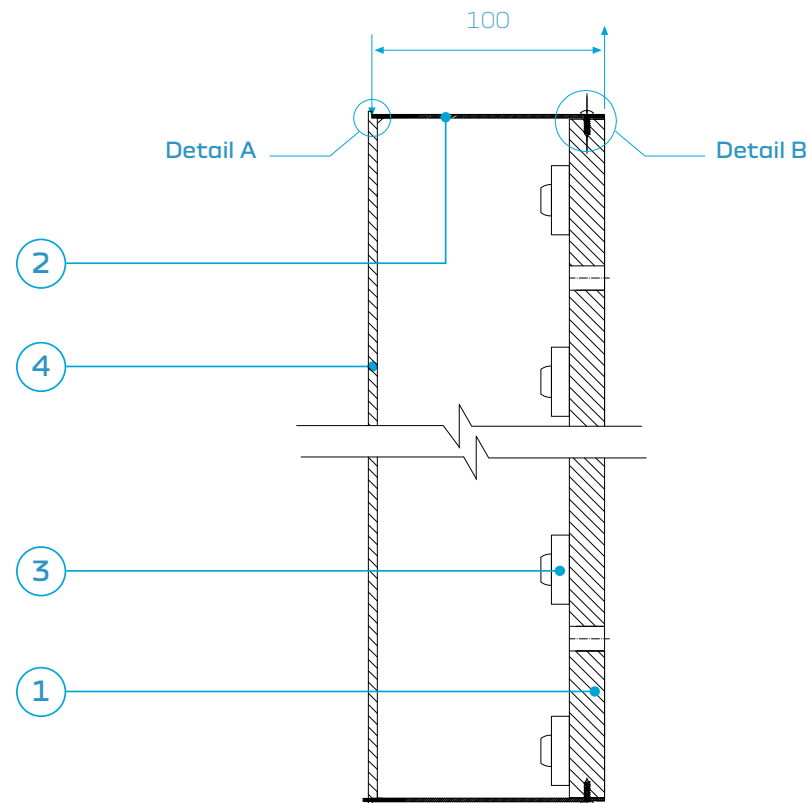
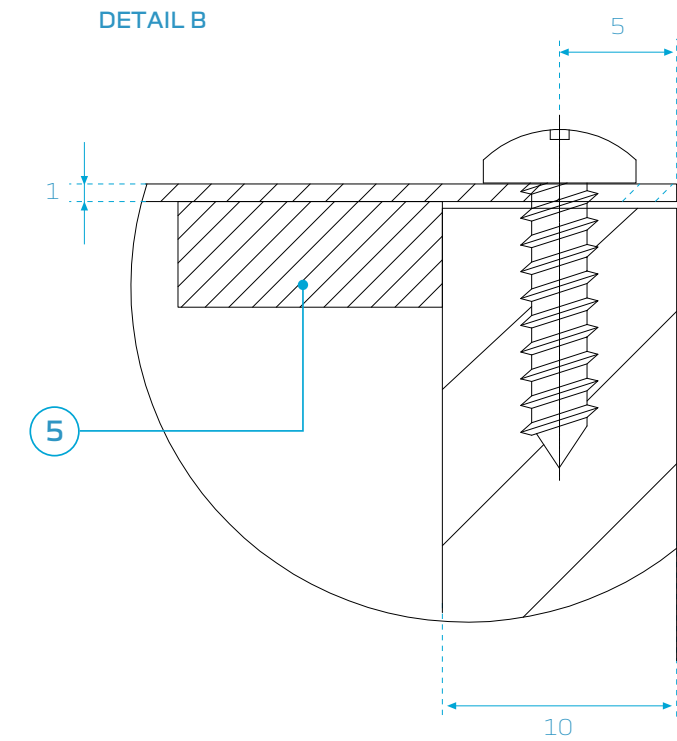
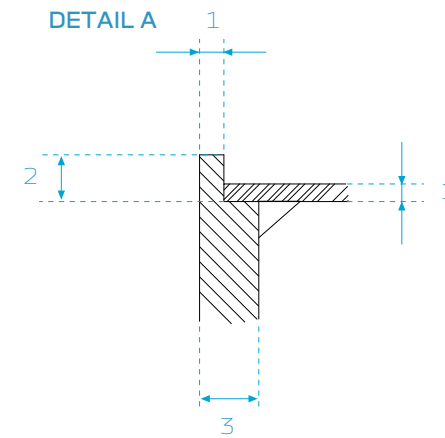
KEY

- 1 10 or 13mm white expanded PVC back
- 2 Edging in 30/10 opaque black PMMA, interior finish by matt white adhesive, with milling for recessing the front face or variant in black lacquered aluminium sheet RAL 9005 in satin finish,
- 3 White Chain LEDs, IP67, 7500 ° K, OW serie
- 4 Front panel in PMMA Khaki & White th. 3 mm, glued to the edge.



SECTION AA

2.8 Variant of manufacturing



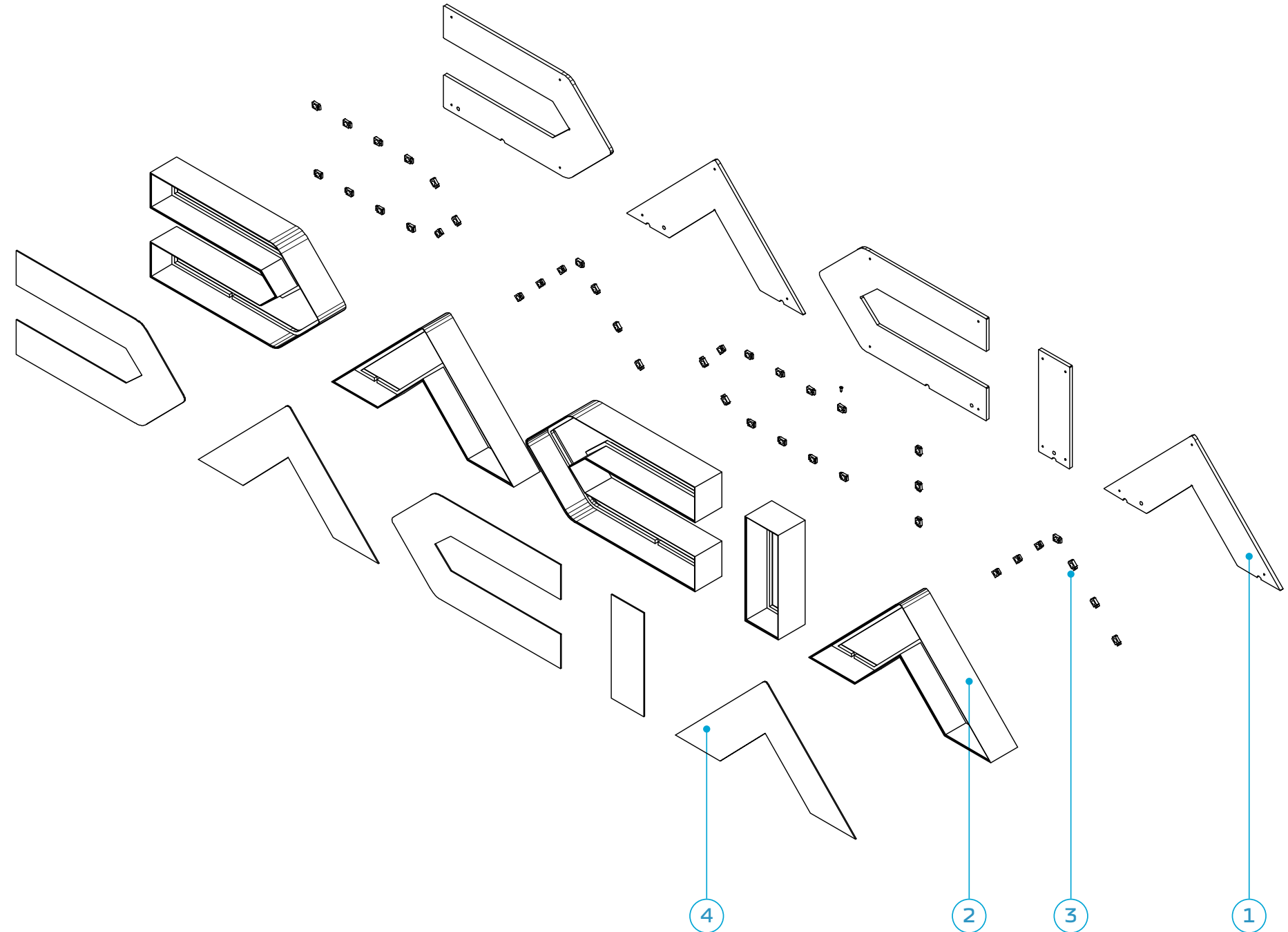
PRINCIPLE

This variant consists in the manufacture of letter box with aluminum sheet edges added to the Khaki PMMA face.

KEY

- 1 10 or 13mm white expanded PVC back.
- 2 Edging in black aluminium, interior finish by matt white painting.
- 3 White Chain LEDs, IP67, 7500 ° K, OW serie
- 4 Front panel in PMMA Khaki & White th. 3 mm, glued to the edge.
- 5 Seal.

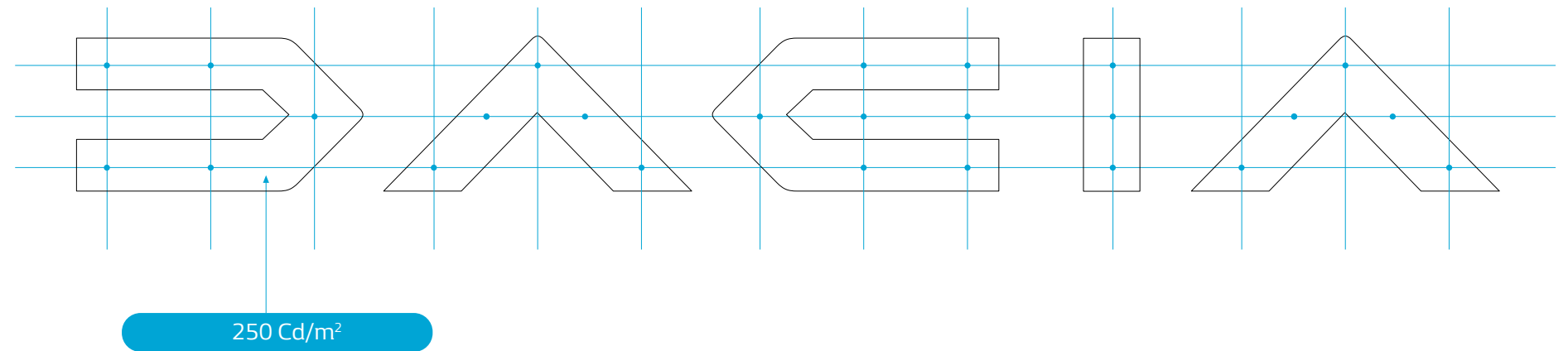
2.9 Exploded view



KEY

- 1 10 or 13mm white expanded PVC back.
- 2 Edging in black aluminium or PMMA, interior finish by matt white painting or adhesive.
- 3 White Chain LEDs, IP67, 7500 ° K, OW serie
- 4 Front panel in PMMA Khaki & White th. 3 mm, glued to the edge.

2.10 Lighting of letter boxes



DESCRIPTION

The letters are illuminated by LED chains located on the back of the letter.

The converter, common to a group or to all letters, will be installed externally.

PERFORMANCES

Chain LED protection IP67 mini.

Temperature: 7500 ° K OW serie

Average luminance: 250 cd/m² with a minimum of 200 cd/m².

The warranty for all parts and LED lighting systems is 5 years, subject to compliance with the conditions of use and maintenance.

50% reduction in flow after 50,000 hours of operation.

Minimum guaranteed life: 50,000 hours.

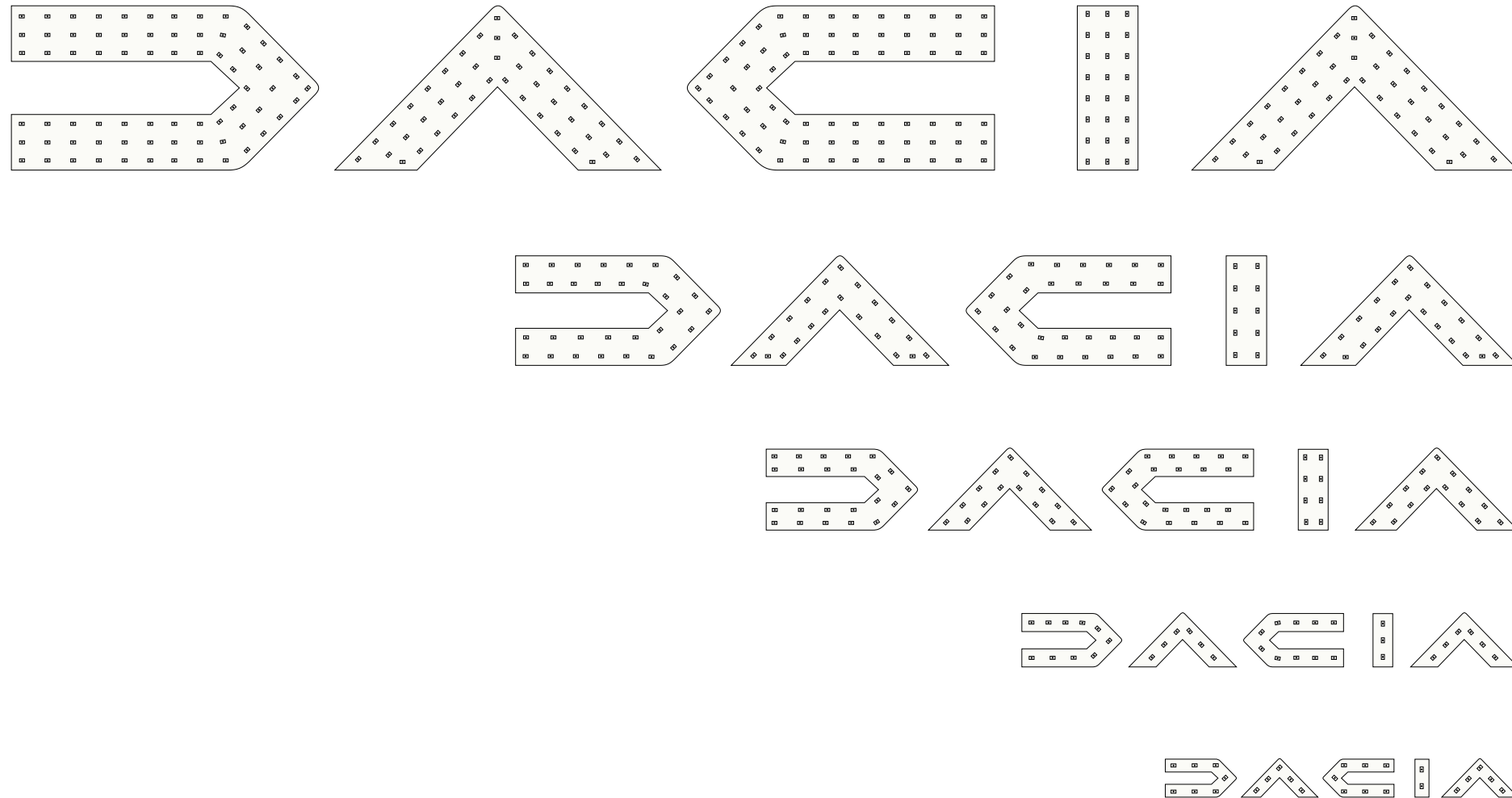
Power supply: 220 volts

12 volt converter with regulated voltage with IP 68 protection.

The points schematically represent the measurement points which must have similar light intensities, allowing uniform illumination of each of the letters and of the entire Dacia logo to be obtained.

The readings, carried out with a calibrated luminance meter, should ideally be done without parasitic light and at a distance of between 1 and 2 m from the face.

2.11 Lighting equipment



PRINCIPLE

This recommendation is made on the basis of a 60 lumens module with a luminous efficacy of 90 to 100 lumens/watts.

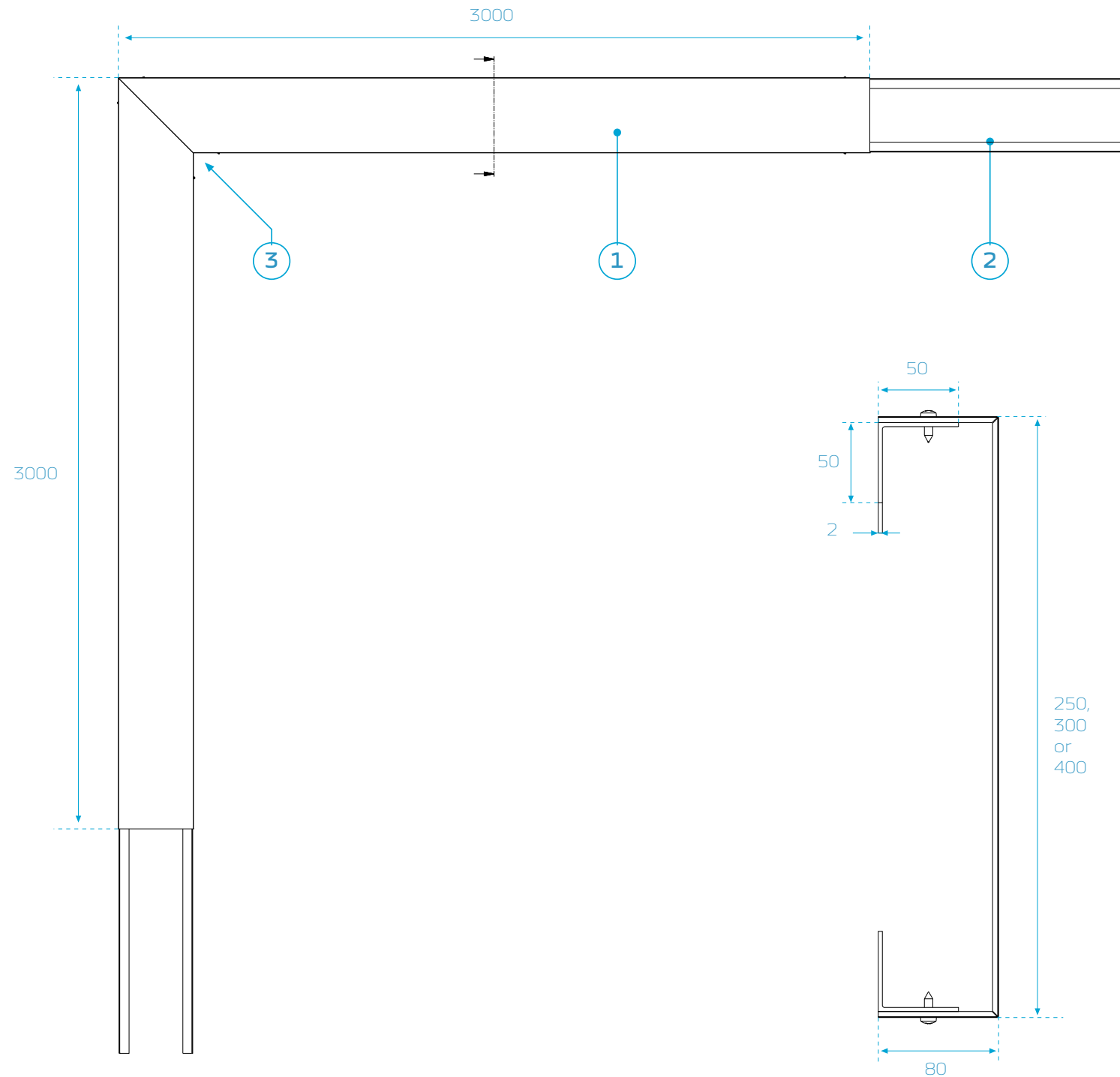
The instruction remains indicative and shall require, for each emblem, a validation and a test for compliance with the performance targets indicated in this document.

DESCRIPTION

- Temperature: 7,500° K Cool White
- Supply: 220 volts
- Converter: 12 volts, constant current
- Module: LEDIT - YAKI OPTIKA 60 HF1 OW IP67
- Efficiency: over 90 lm/watt
- Consistency: MacAdam ellipse 3

Dimensions	210 mm logotype	297 mm logotype	450 mm logotype	600 mm logotype	900 mm logotype
Number of modules	26	35	84	114	254
Power (watts)	13	17.5	42	57	127
Density (modules /m ²)	90	90	95	114	138
Surface (m ²)	0.194	0.386	0.886	1.561	3.512

2.12 Khaki frame



DESCRIPTION

The khaki frame is made of pre-lacquered aluminum sheet with 2 raised edges.

Frame is modular with a 3000 mm module.

The created profile with a depth of 80 mm is fixed on 2 L-shaped brackets installed on the facade.

In the upper corners, the connection is made at 45°.

KEY

- 1 Khaki frame
- 2 L-shaped profile
- 3 45° junction.

2.13 White cladding - cross-section

PRINCIPLE

It is necessary to install (or replace existing panels) with new white panels when:

- the cladding or the white masonry is in poor condition (holes, dents),
- the rhythm of the cladding panels is vertical
- the surface of the cladding panels is strongly ribbed.

It is possible to consider a direct installation on the existing cladding (or the wall) on the condition of proposing an individual supply of the letters.

DESCRIPTION

Cladding is made of pre-lacquered aluminum sheet with raised edges.

Cut-out of white surface (and khaki frame) shall follow the rhythm of glazed part of facade.

The modules with a depth of 50 mm are fitted on 2 L-shaped brackets installed on the facade. Modules are installed with a side-by-side principle without hollow gap.

KEY

- 1 Khaki frame
- 2 White cladding.
- 3 Side-by side junction.



2.14 Generic facade treatment

PRINCIPLE

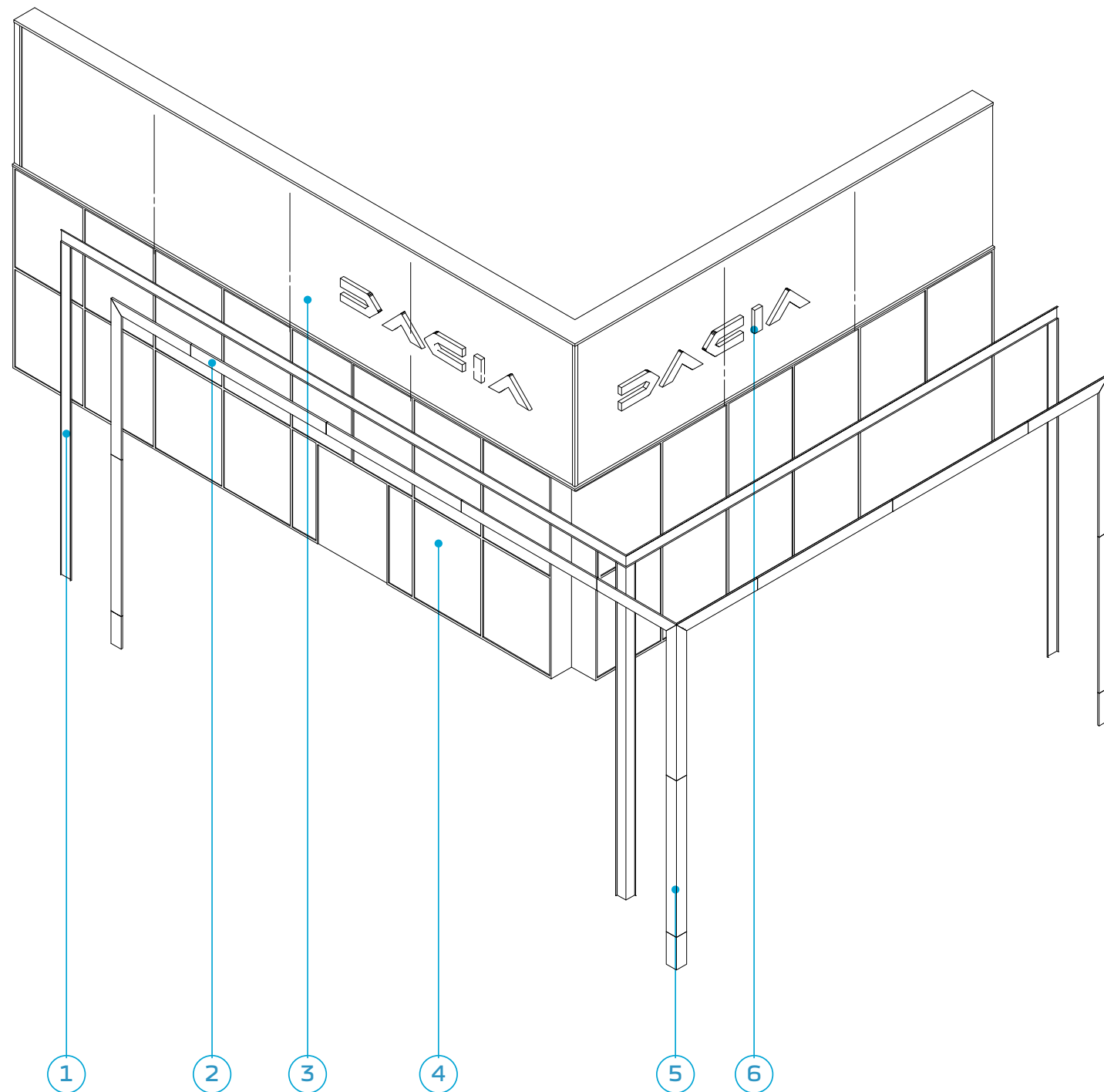
When the window returns to the secondary facade, it will be necessary to make a corner junction between the 2 facades according to the following methods:

- In front view, the 2 fronts are identical: the khaki frame has 2 vertical parts connected by an horizontal khaki part.
- In corner, the junction between the 2 frontages is carried out by a vertical part presenting an L section with raised edges of 80mm.
- This corner element is connected at 45° on the 2 horizontal parts, its general dimensions are 300 x 300 mm with 80 mm depth.

The recovery on the facade is done either by screwing into the window frame, or by gluing on the corner material (generally an aluminium sheet covering).

KEY

- 1 Bracket for khaki frame
- 2 Khaki frame
- 3 White cladding
- 4 Glazed part
- 5 Angle of khaki frame
- 6 Dacia logotype



2.15 Full glazed facade treatment

PRINCIPLE

In case of a full glazed facade, it is needed to use an additional structure to hand up the signage to facade.

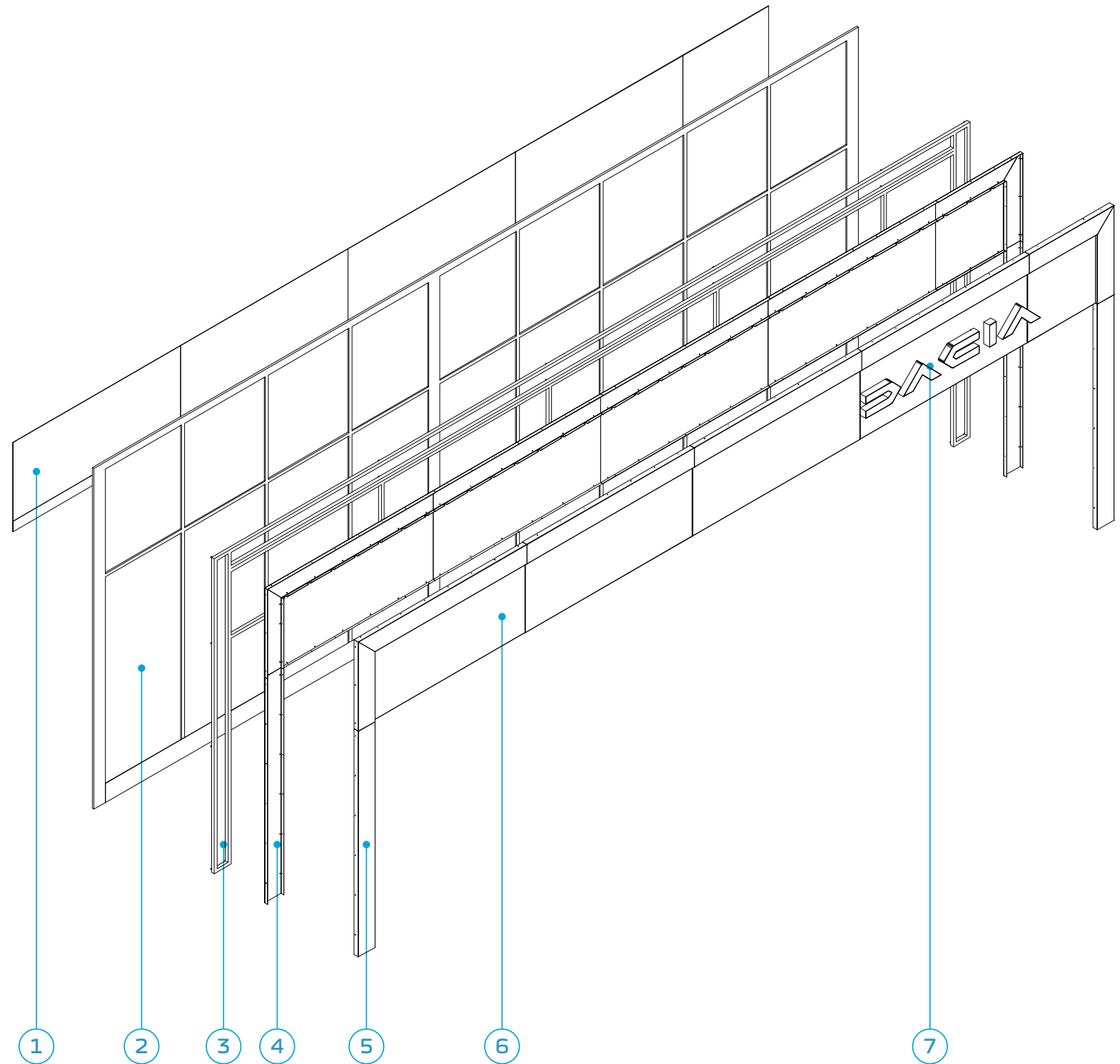
This structure is linked to the structure of building coming through the glazed parts.

It is recommended that the manufacturing of this structure is made by the architect of site so that the 10-year warranty can be preserved.

The different components of signage are the same as for a standard site.

KEY

- 1 Masking film or sheet inside the showroom (if needed)
- 2 Glazed facade
- 3 Additional structure
- 4 Bracket for khaki frame
- 5 Khaki frame
- 6 White cladding
- 7 Dacia logotype



FACADE MARKINGS

2.16 Treatment of glazed parts (1)

PRINCIPLE

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

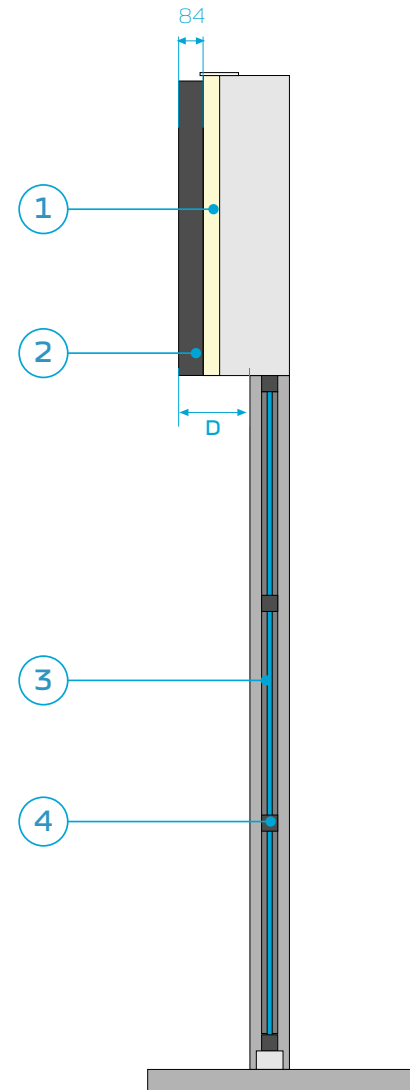
The front faces of the khaki frame present on the same facade are aligned with each other.

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

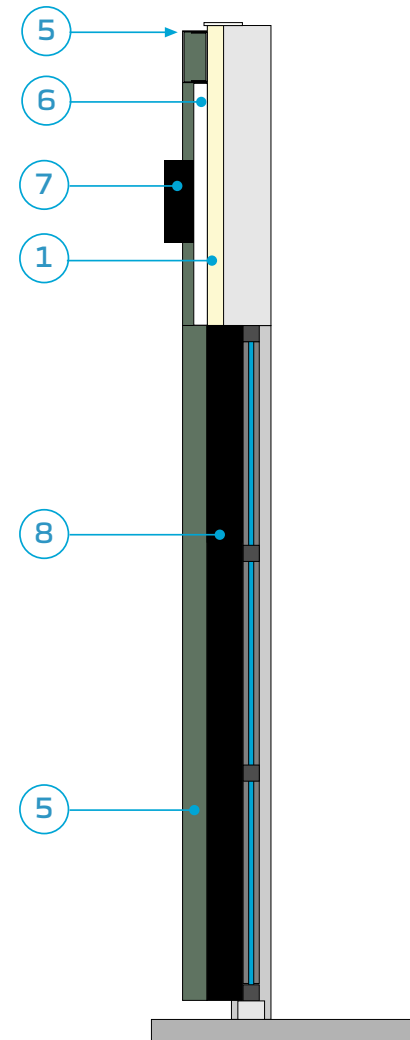
- Up to 250mm projection, the khaki frame will be taken up on the window via brackets fixed to the frame or glued to the glazing.
- Beyond 250mm, optionally and on a case-by-case basis, it will be possible to use a vertical structure taken up on the ground by a plate and chemical screws on the slab or concrete block to be created. This structure will be covered in the front part by the 80mm deep khaki frame. In the rear part, a U-shaped sheet in satin black color RAL 9005 provides the finish.

KEY

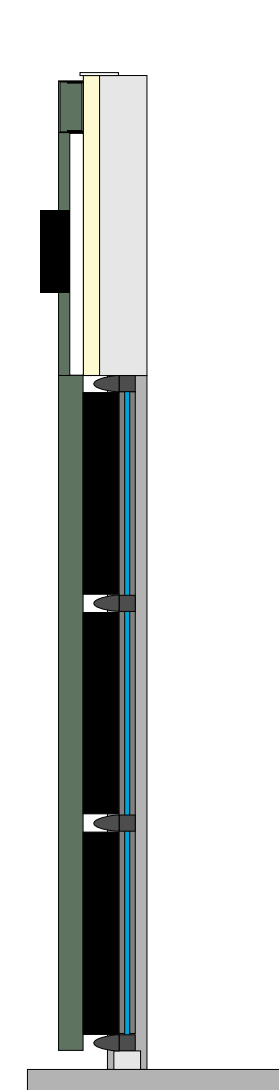
- 1 Cladding and insulating
- 2 Metal mesh
- 3 Glazed part
- 4 Window frame
- 5 Khaki frame
- 6 White cladding.
- 7 Dacia logotype
- 8 Black brackets
- 9 U-shaped bracket



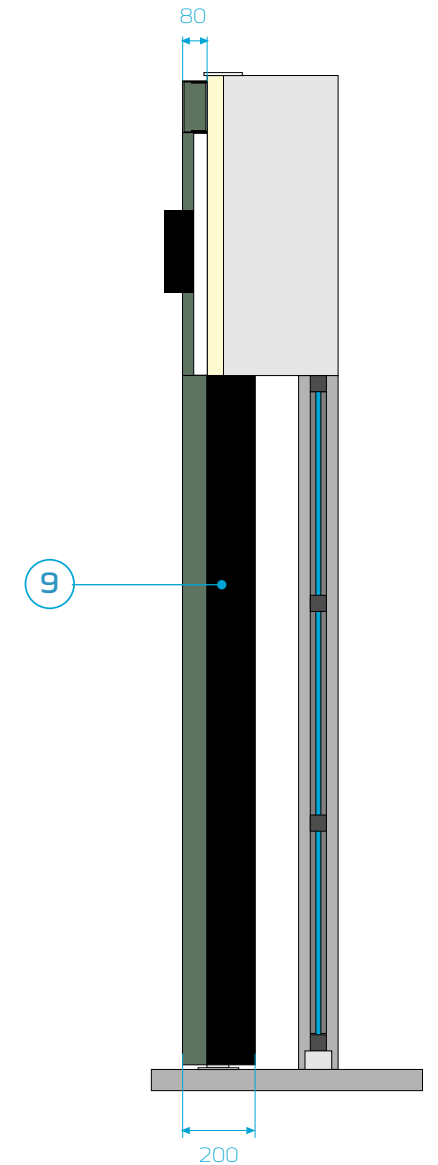
RENAULT FAÇADE
CROSS SECTION



DACIA FAÇADE
D < 250 MM

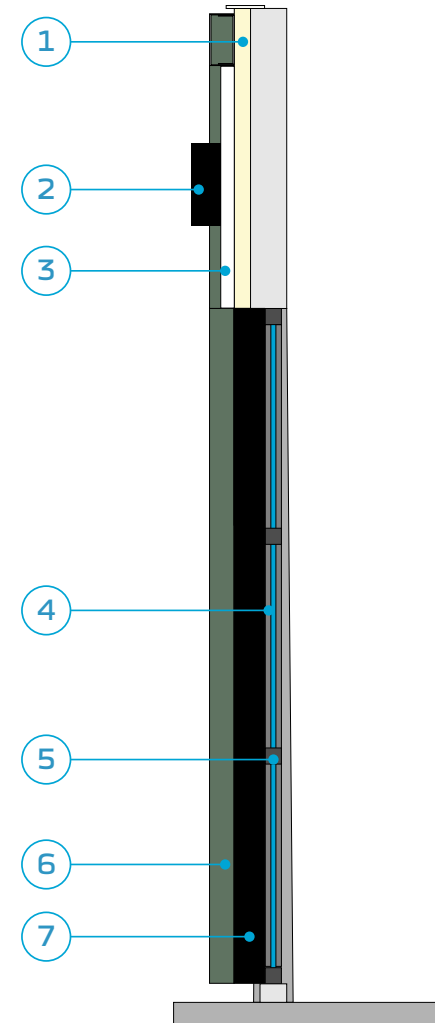


DACIA FAÇADE
HIGH DEPTH PROFILES

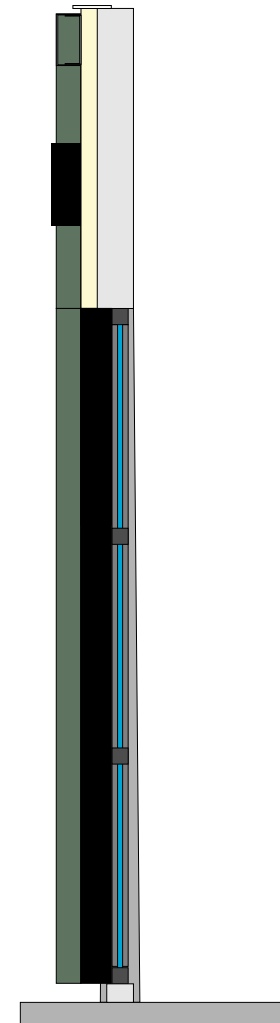


DACIA FAÇADE
D > 250 MM

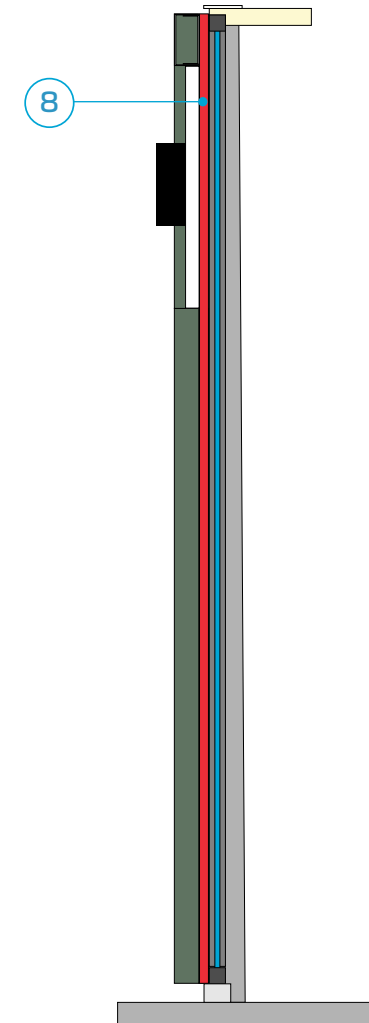
2.17 Treatment of glazed parts (2)



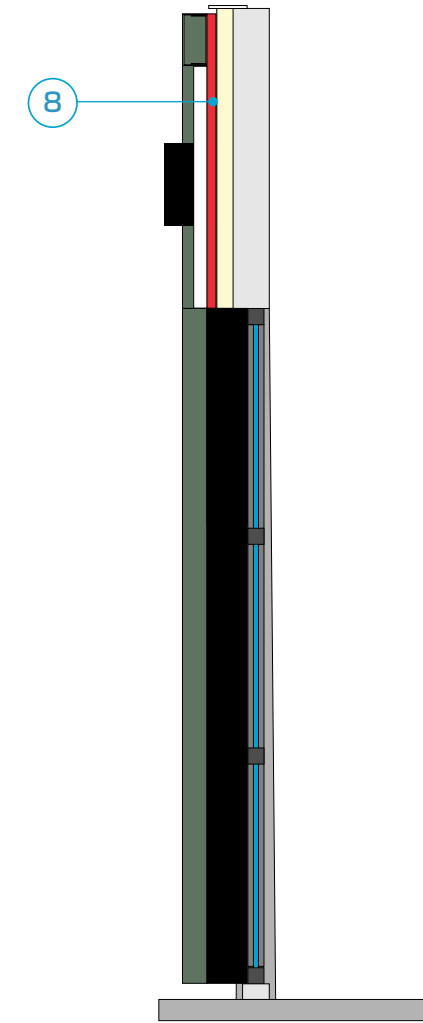
DACIA FAÇADE
REDUCED DEPTH



DACIA FAÇADE
EXISTING WHITE CLADDING
IN GOOD SHAPE



DACIA FAÇADE
TOTAL GLAZED FACADE



DACIA FAÇADE
NOT FLAT PEDIMENT

KEY

- 1 Cladding and insulating
- 2 Dacia logotype
- 3 White cladding
- 4 Glazed part
- 5 Window frame
- 6 Khaki frame
- 7 Black brackets
- 8 Additional structure

2.18 Fitting the khaki frame on glazed facade

PRINCIPLE

Back part is fitted on glazed parts with double-side adhesive.

To get a more versatile system, it is possible to use 2 L-shaped profiles fitted on glazed part instead of one omega-shaped part.

Inside the showroom, 2 matt black adhesive strips (100 to 125 mm width) are used to masked the cladding.

DESCRIPTION

Khaki depth is 80 mm the same as for outside top part.

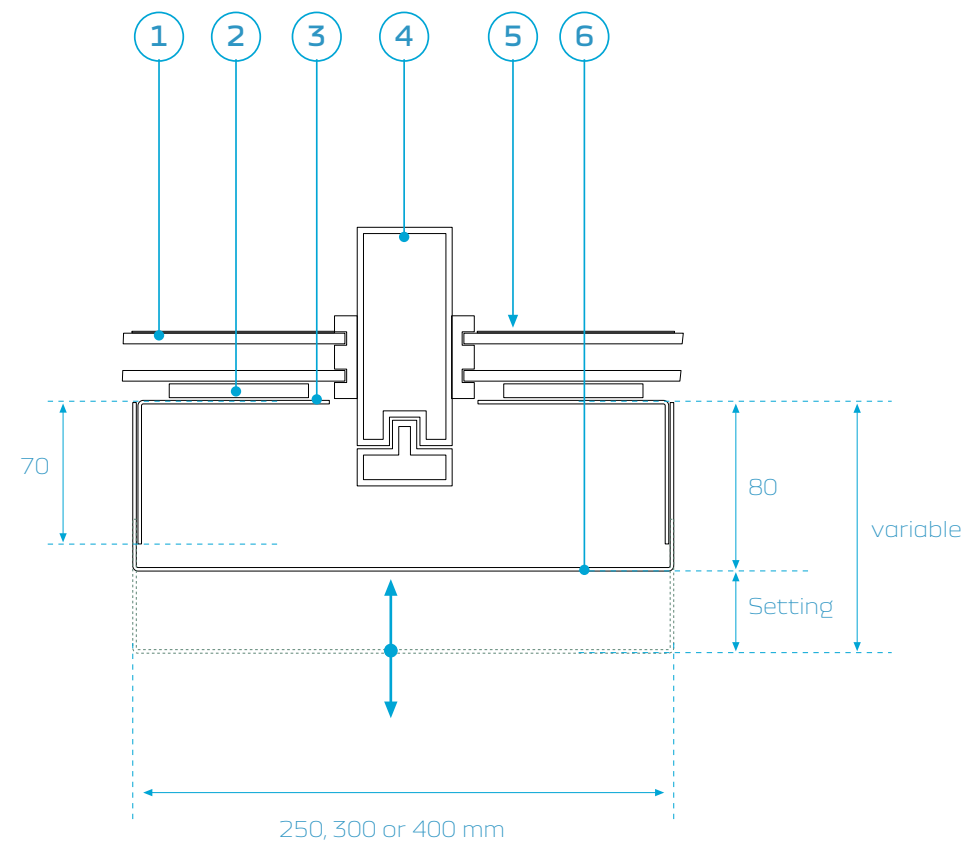
The khaki frame covers the the L-shaped profiles so that a short setting is available.

A same L-shaped profile can be used in a range of 50 mm total depth.

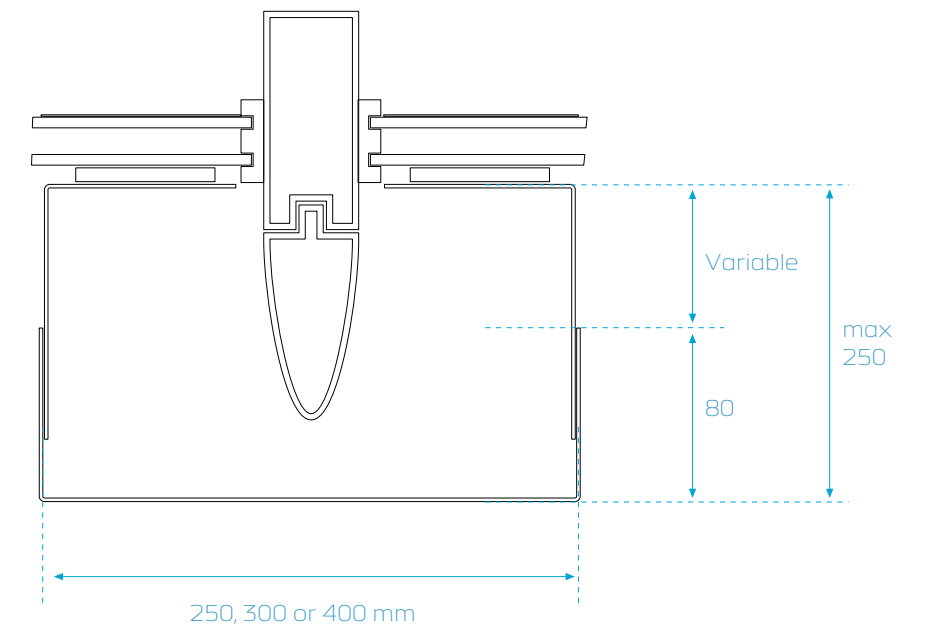
Sometimes, an adaptation will be needed to integrate big profiles.

KEY

- 1 Glazed part
- 2 Double side adhesive or silicone glue
- 3 L-shaped profiles in black painted aluminium
- 4 Masonry or metal structure
- 5 matt black adhesive strips
- 6 Khaki frame



LOW WINDOW RELIEF



HIGH WINDOW RELIEF

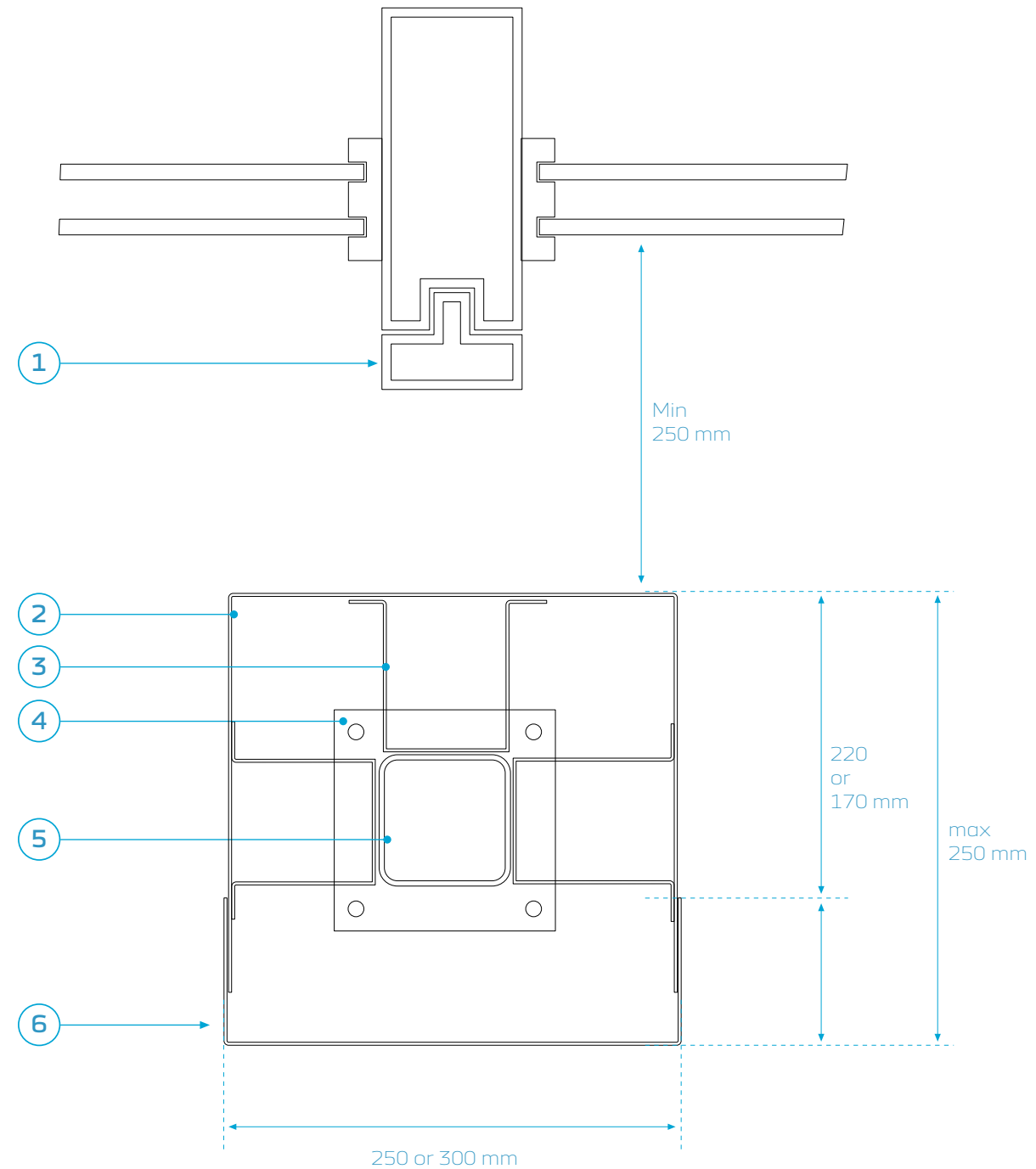
2.19 Recess of glazed facade over 250mm

PRINCIPLE

When the recess of the glazed facade is over 250 mm from the front of the pediment, it may be necessary to add a tubular structure with fittings on ground to get the khaki frame on the same level as for the frontage.

KEY

- 1 Masonry or metal structure of glazed part
- 2 U-shaped profile in black painted aluminium
- 3 Inner structure
- 4 Steel plate to ground
- 5 Vertical steel tube
- 6 Khaki frame



2.20 Angle of facade treatment

PRINCIPLE

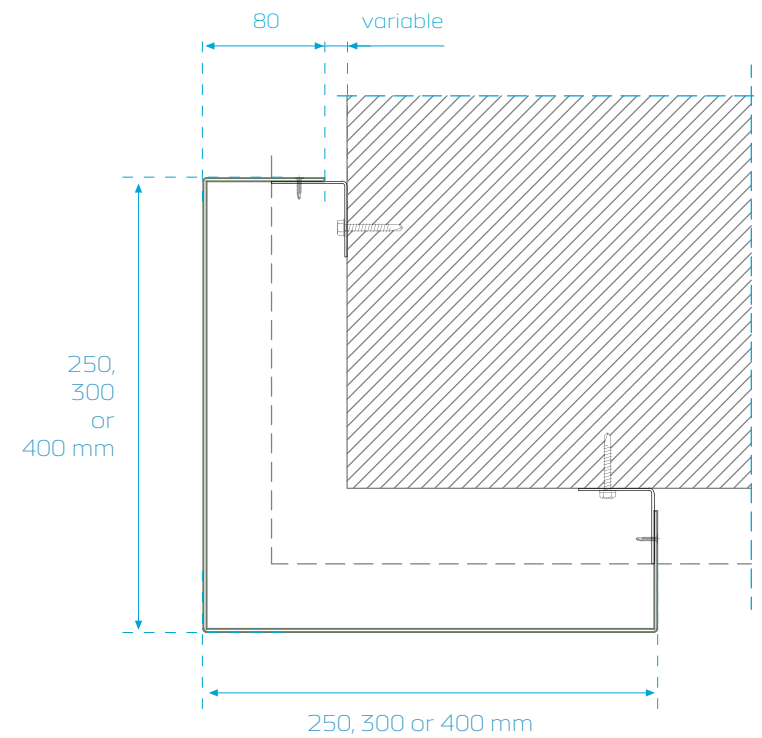
In the case of the existence of a secondary facade, the khaki frame must be present in the visible angle on the 2 facades.

An L-Shaped corner piece is fixed on brackets taken up on the masonry or the metal cladding of the corner of the building.

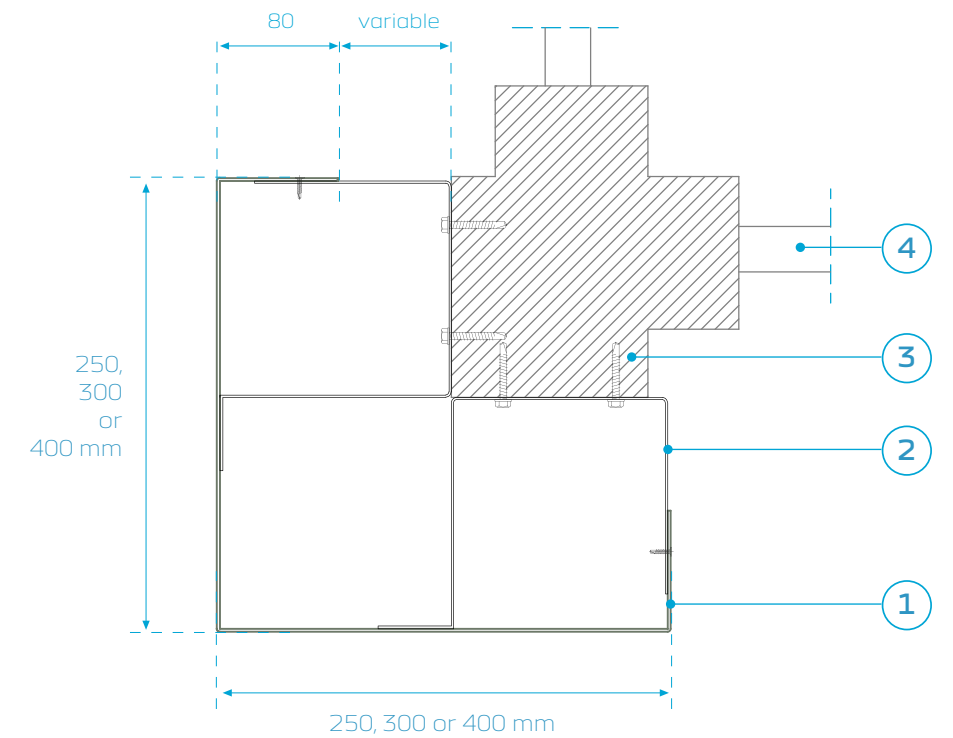
Different configurations are possible depending on the position and shape of the building structure.

KEY

- 1 Khaki frame
- 2 Black bracket
- 3 Masonry or metal structure
- 4 Glazed part

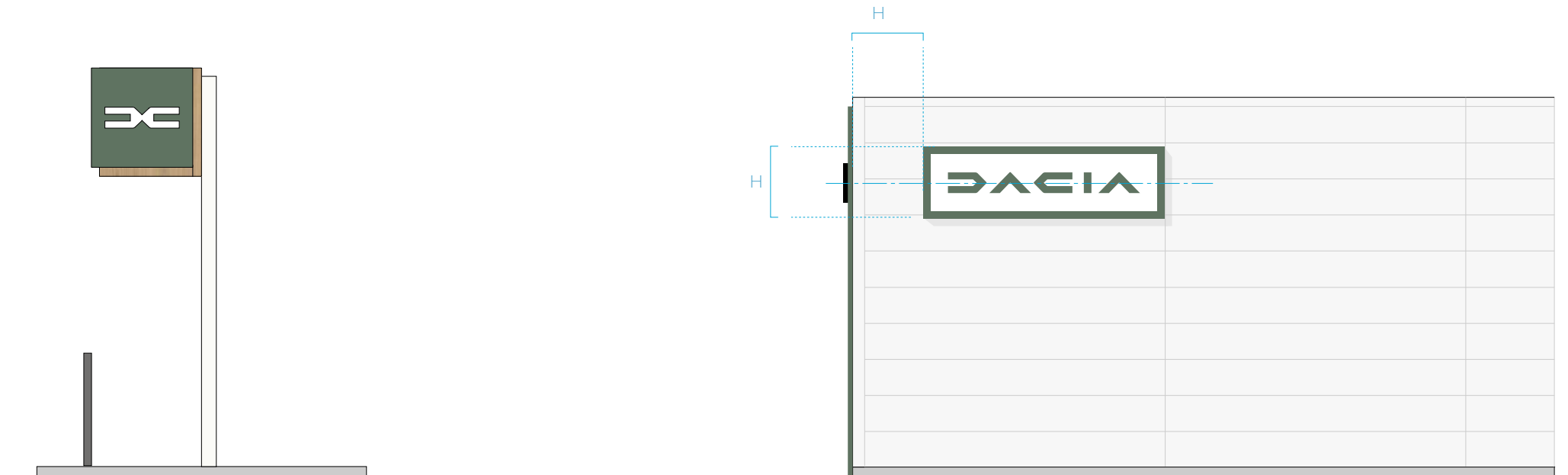


LOW FACADE RELIEF



HIGH FACADE RELIEF

2.21 Blind facade identification



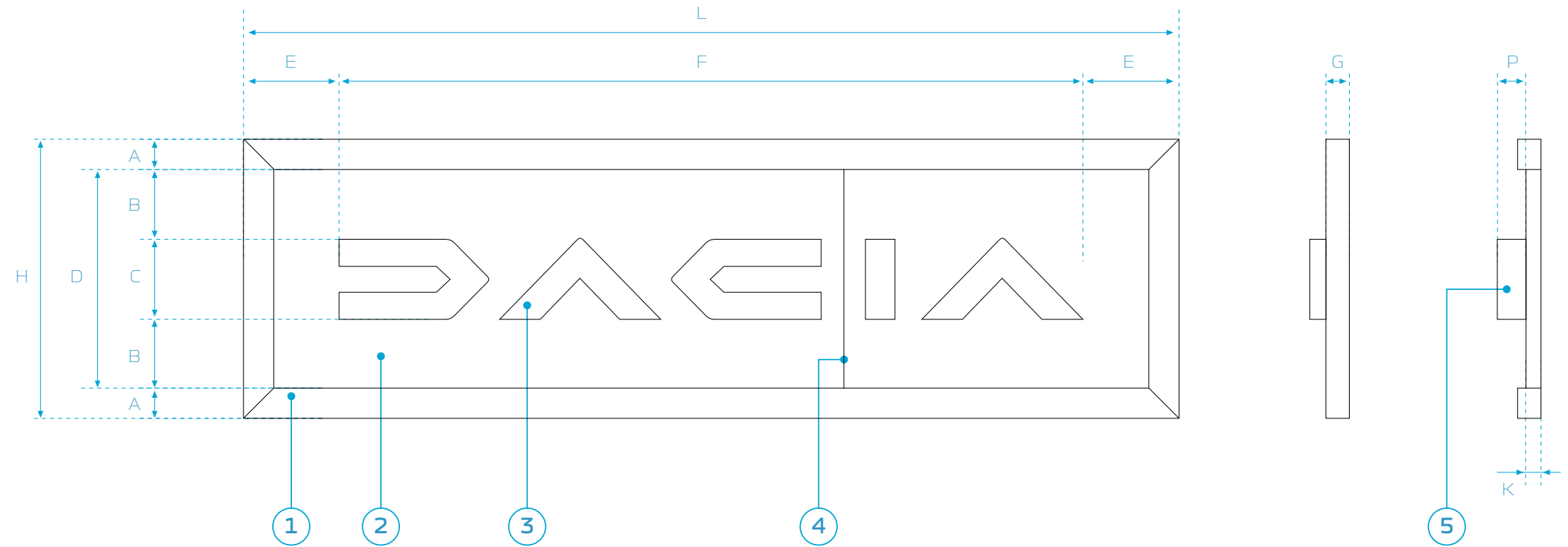
IDENTIFICATION PRINCIPLES

In case of a blind secondary facade (without glazed parts specific to a showroom) with high visibility, it is possible to identify this kind of facade with a standard fascia using a khaki outline and a Dacia logotype..

This fascia will be applicable on a blind facade of a site if there is already a Dacia identification on the main facade

Size of logotype shall be the same as on the main facade.

2.22 Blind facade - Description



MANUFACTURING PRINCIPLES

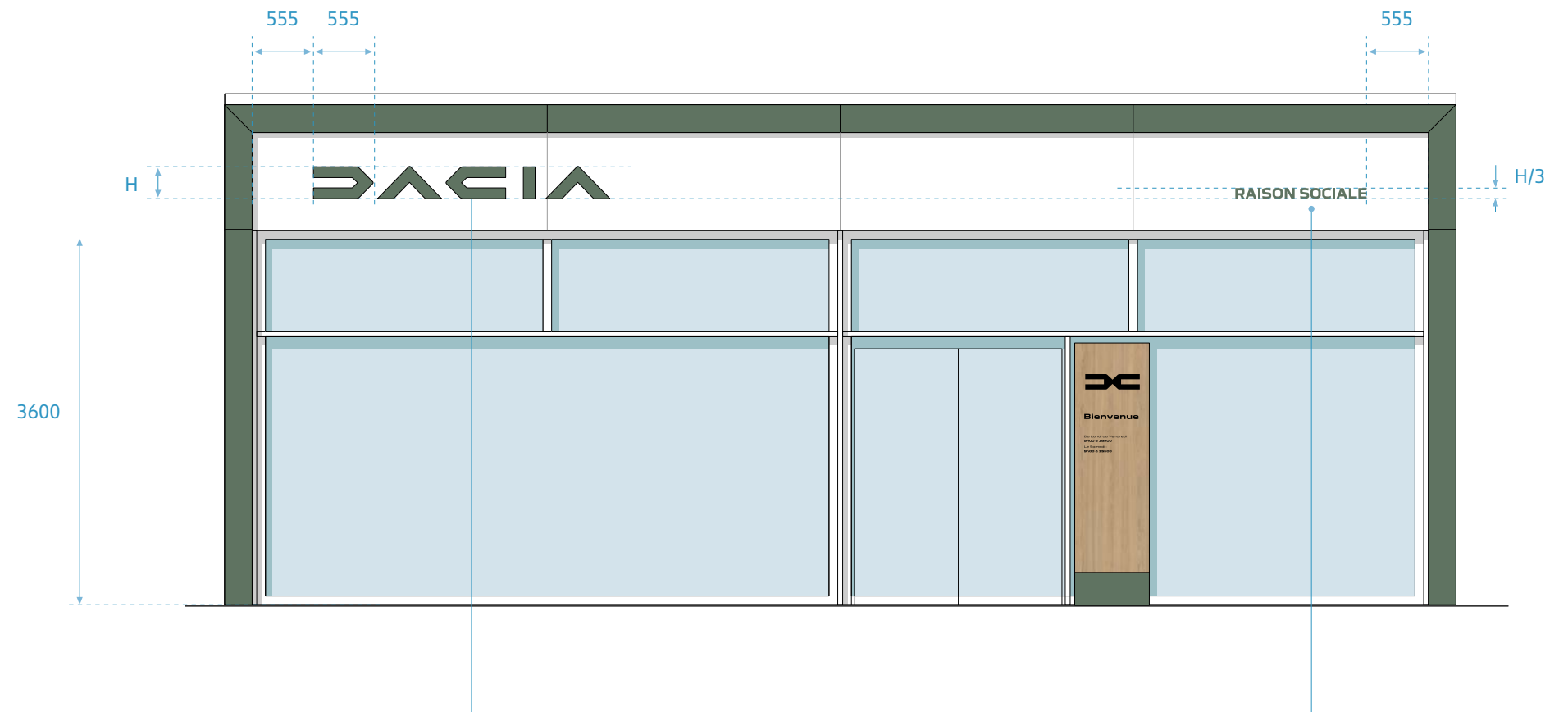
- > Standard dimensions of signs.
- > Same letterboxes as for primary facade.
- > Same depth as for primary facade.
- > Same manufacturing principles as for primary facade.

KEY

- 1 Khaki frame.
- 2 White panels.
- 3 Dacia logotype made with letterboxes.
- 4 Junction between panels between letters if necessary.
- 5 Matt black PMMA edge.

Dim.	210 mm logotype	297 mm logotype	450 mm logotype	600 mm logotype	900 mm logotype
L	2351	3325	5038	6717	10076
H	735	1039	1575	2100	3150
P	100	100	100	100	100
A	79	112	170	227	340
B	183	259	392	523	785
C	210	297	450	600	900
D	576	815	1235	1647	2470
E	200	282	428	570	855
F	1952	2761	4183	5577	8366
G	84	84	84	84	84
K	50	50	50	50	50

2.23 Dacia Box facade - Description



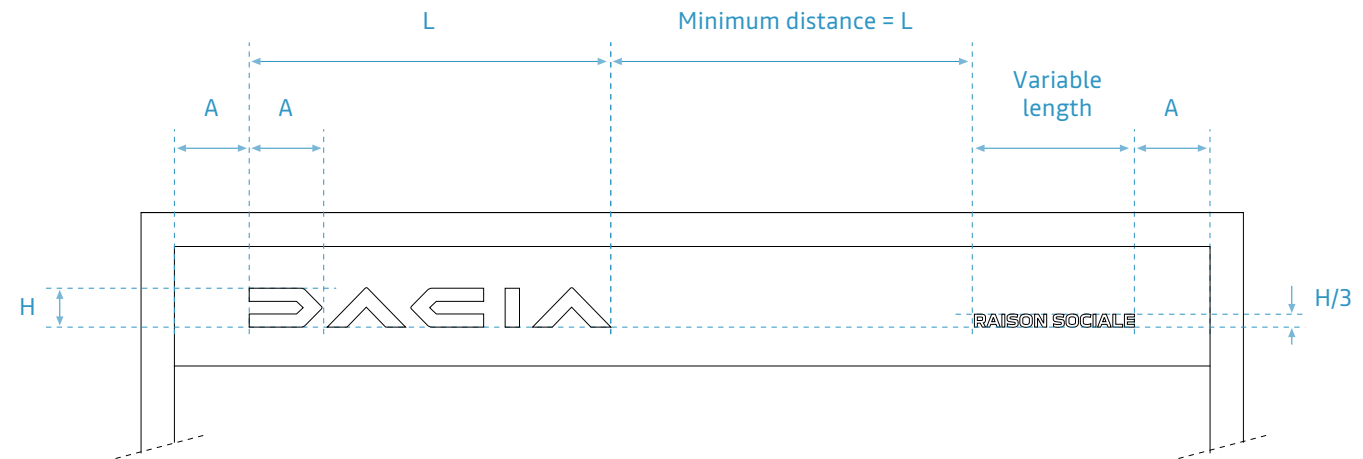
MANUFACTURING PRINCIPLES

- The Dealersname can only be used on the facades of Dacia Boxes.
- The Dealersname is located on opposite side of the Dacia logotype.
- It is made of khaki adhesive marking.
- The used typography is the Dacia Block Extended Bold in capitals.
- A white space identical to that which separates the Dacia logotype from the edge of the outline separates the Company Name from the outline (555 mm in the example presented) corresponding to the width of the letter D of the Dacia logotype.

KEY

- 1 Dacia logotype h. 297mm.
- 2 Dealersname.

2.24 Dacia Box facade - Dimensions



Dim.	210 mm logotype	297 mm logotype	450 mm logotype	600 mm logotype	900 mm logotype
L	1952	2761	4183	5577	8366
H	210	297	450	600	900
A	393	555	842	1123	1684
H/3	63	89	135	180	270

NOTE

The Dealername is always located at a minimum distance from the Dacia logotype equal to the length of the Dacia logotype.

03

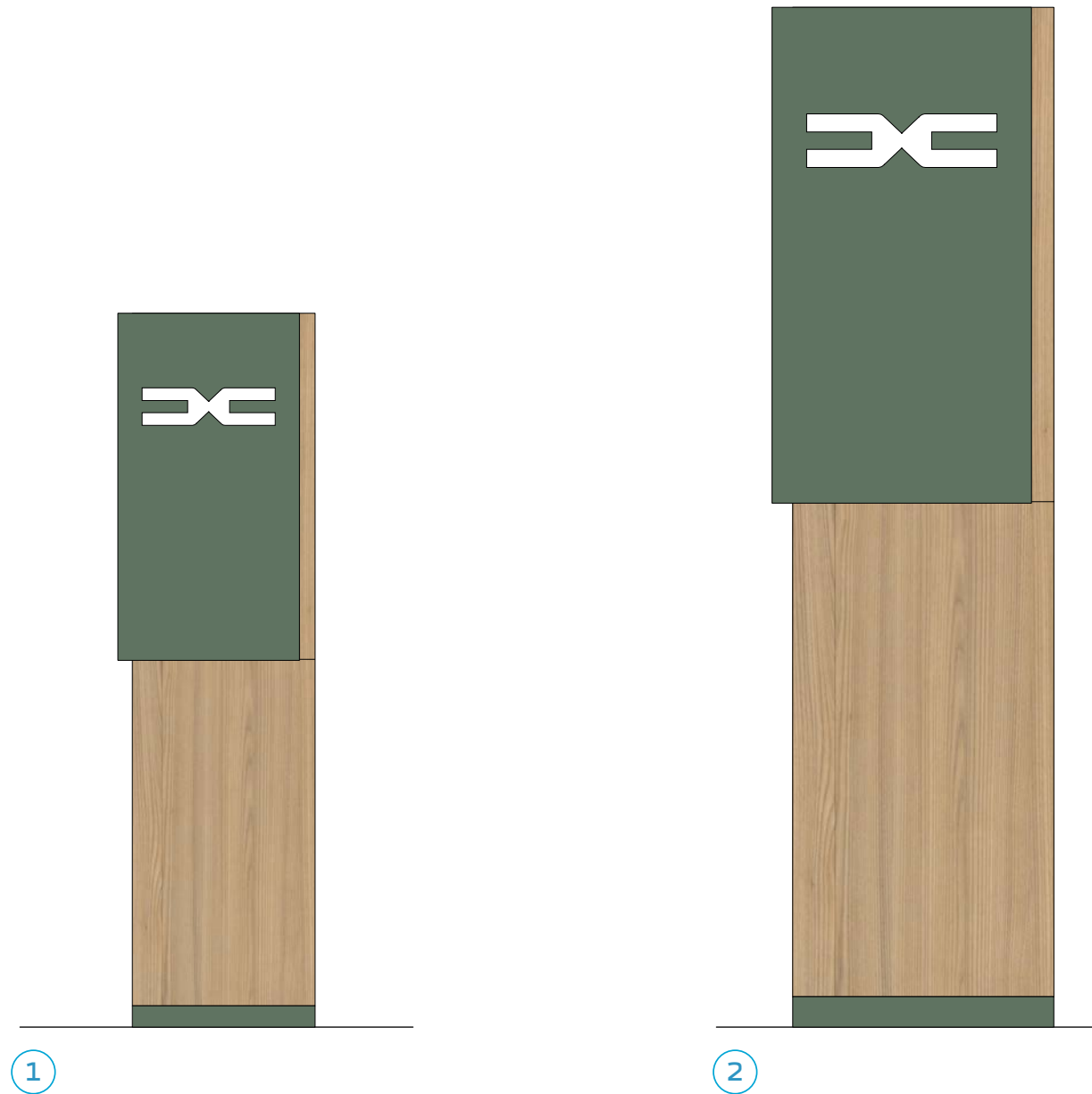
Totems & flag signs

3.1 Totems

DESCRIPTION

The Dacia totem family includes 2 elements designed according to similar principles.

- 1 4500 mm totem
- 2 6500 mm totem



3.2 4500 mm totem - dimensions



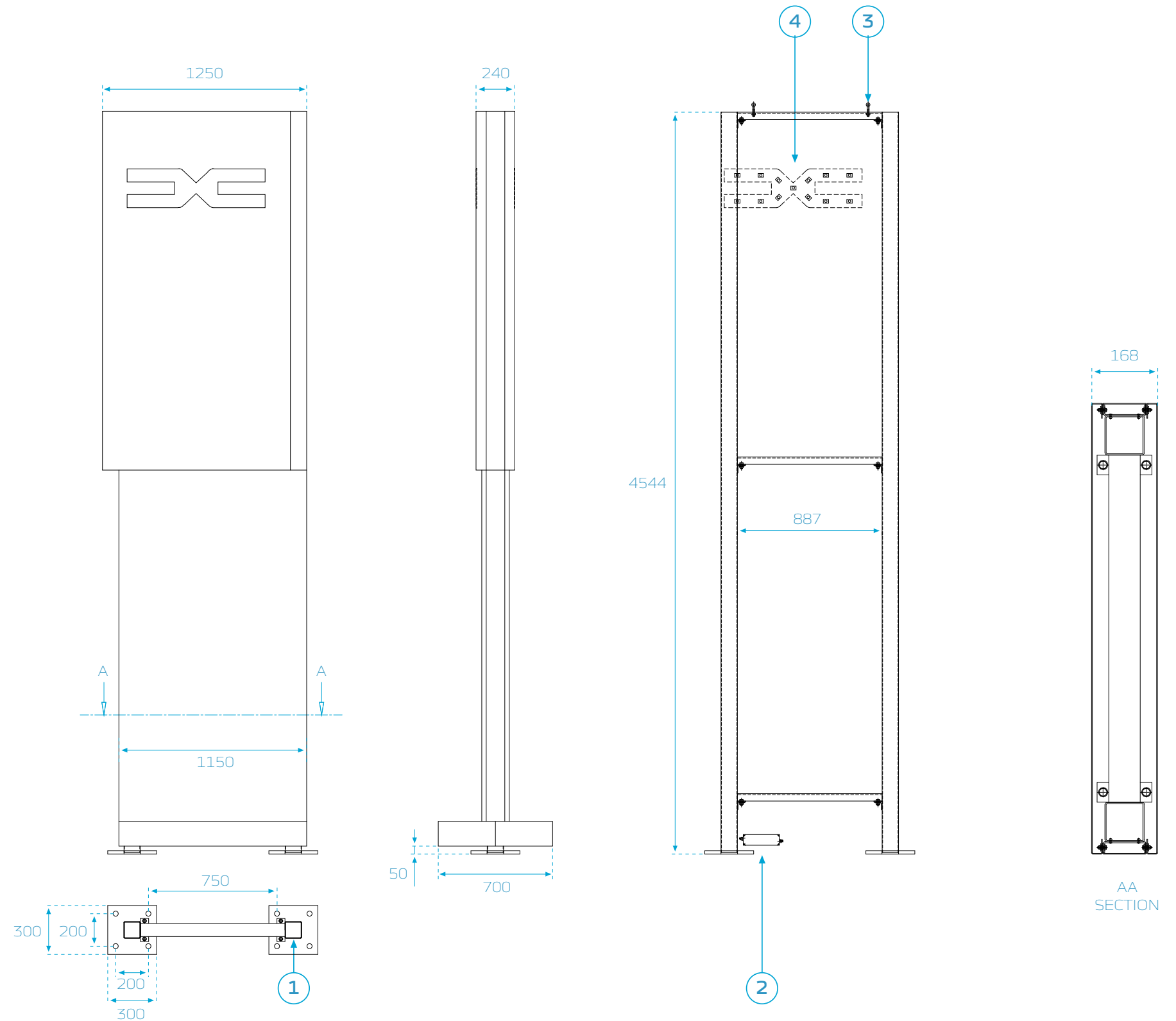
PRINCIPLES

- Reuse of existing concrete blocks.
- Possibility of reusing the structure of the existing totems.

KEY

- 1 Dacia emblem in diffusing white PMMA inlaid flush with the face in marquetry.
- 2 Face in Khaki prepainted aluminium sheet.
- 3 Joint between edge-to-edge type shelf sheets.
- 4 Aluminium sheet face with wooden pattern.
- 5 Khaki aluminium plate cover.
- 6 Khaki aluminium sheet edge.
- 7 U-shaped aluminium sheet angle with wooden pattern.

3.3 4500 mm totem - details



PRINCIPLE

This concept can be changed according to industrial tooling or habits of each signmaker.

KEY

- 1 Steel tubular structure 100 x 100 x 4.
- 2 Led convertor.
- 3 Screw M12 to hang the totem when installating.
- 4 Lighting equipment.

3.4 6500 mm totem - dimensions



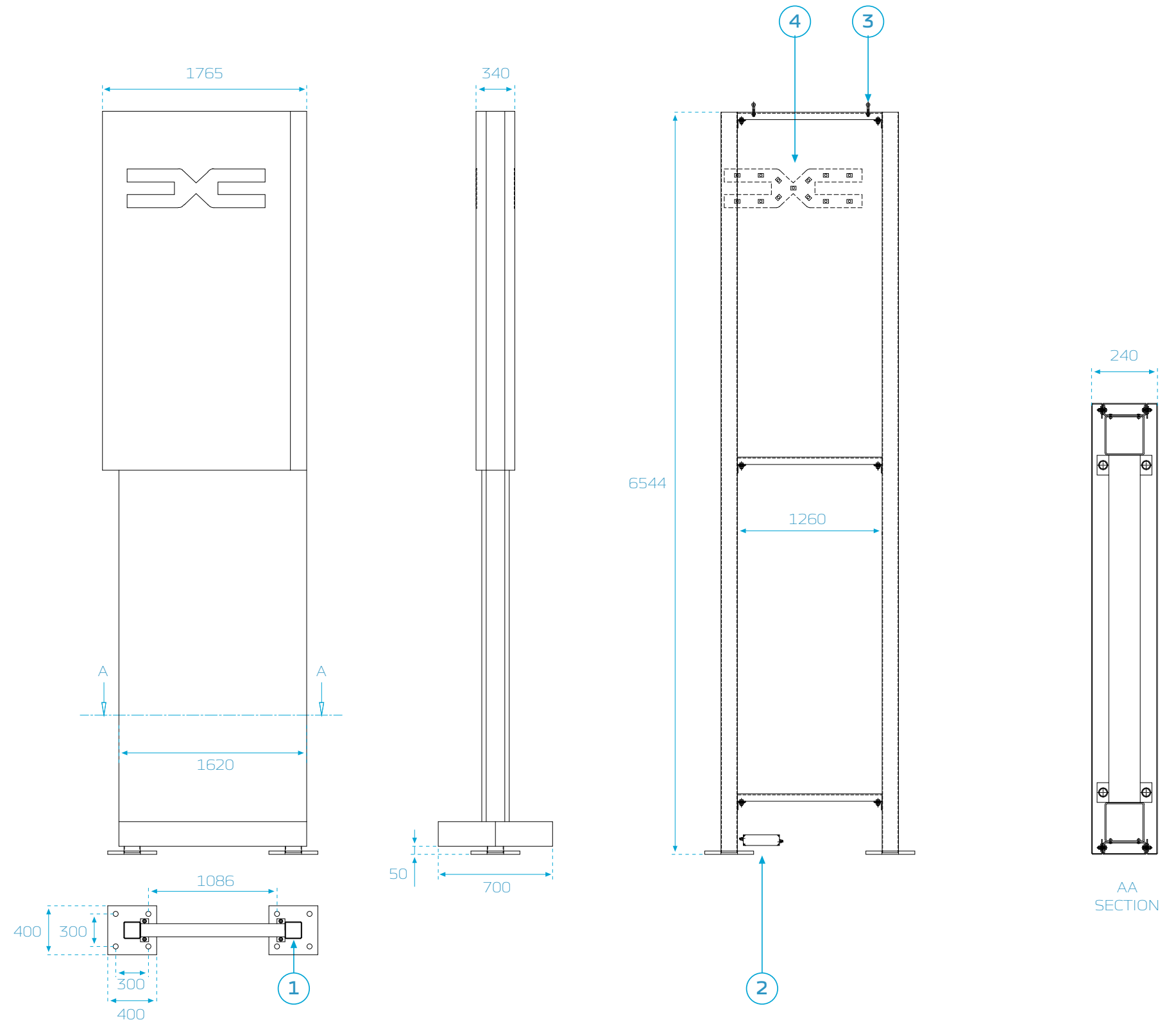
PRINCIPLES

- Reuse of existing concrete blocks.
- Possibility of reusing the structure of the existing totems.

KEY

- 1 Dacia emblem in diffusing white PMMA inlaid flush with the face in marquetry.
- 2 Face in Khaki prepainted aluminium sheet.
- 3 Joint between edge-to-edge type shelf sheets.
- 4 Aluminium sheet face with wooden pattern.
- 5 Khaki aluminium plate cover.
- 6 Khaki aluminium sheet edge.
- 7 U-shaped aluminium sheet angle with wooden pattern.

3.5 6500 mm totem - details



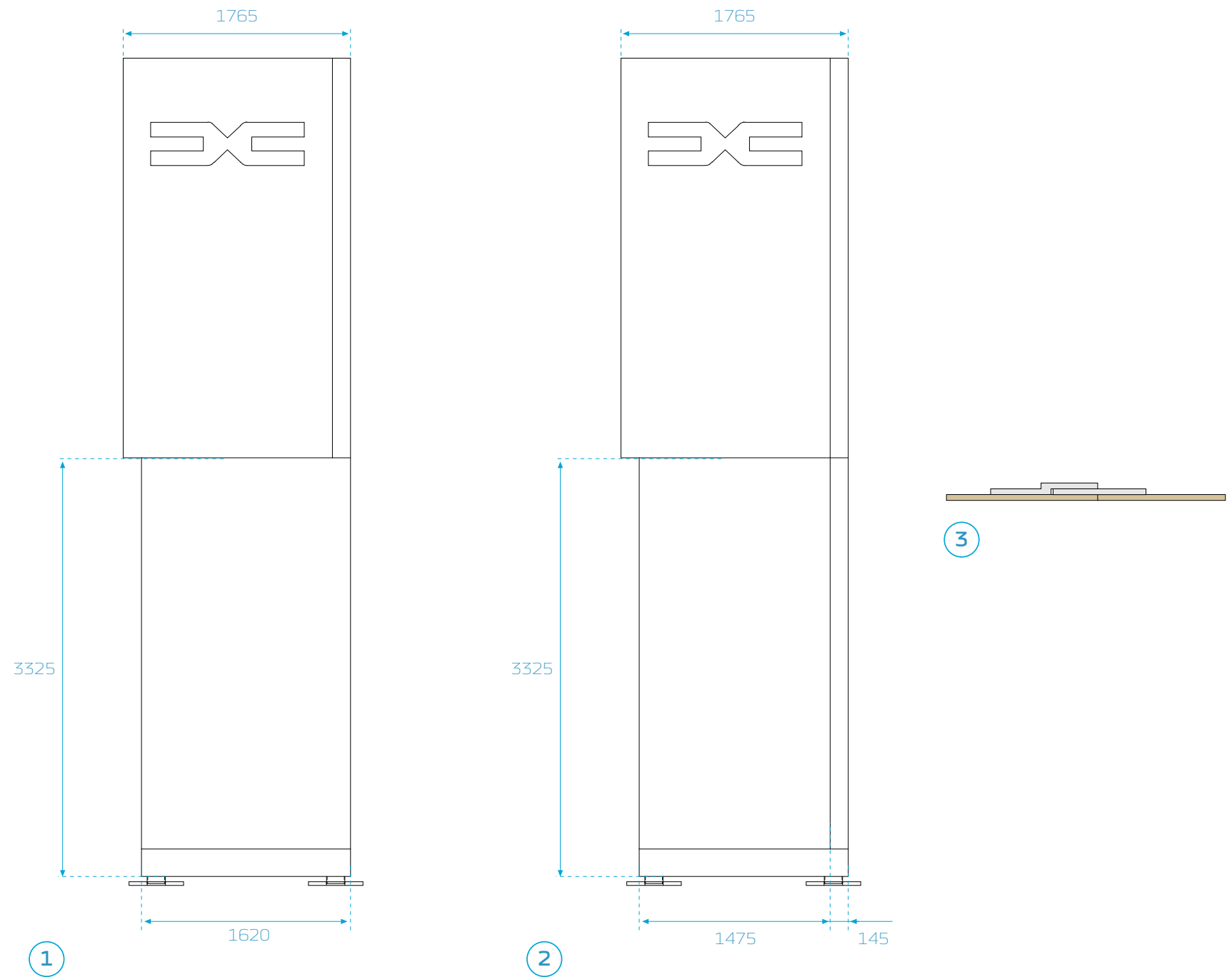
PRINCIPLE

This concept can be changed according to industrial tooling or habits of each signmaker.

KEY

- 1 Steel tubular structure 150 x 150 x 5.
- 2 Led convertor.
- 3 Screw M16 to hang the totem when installating.
- 4 Lighting equipment.

3.6 6500 mm totem - cutout of front face



PRINCIPLE

To adapt the manufacturing to limited width of available sheets, it is possible to use a side-by-side junction for the bottom wooden panel.

This junction shall be aligned on the right edge of the khaki upper front face.

KEY

- 1 Sheet with width over 1600 mm
- 2 Sheet with width under 1600 mm
- 3 Section on junction

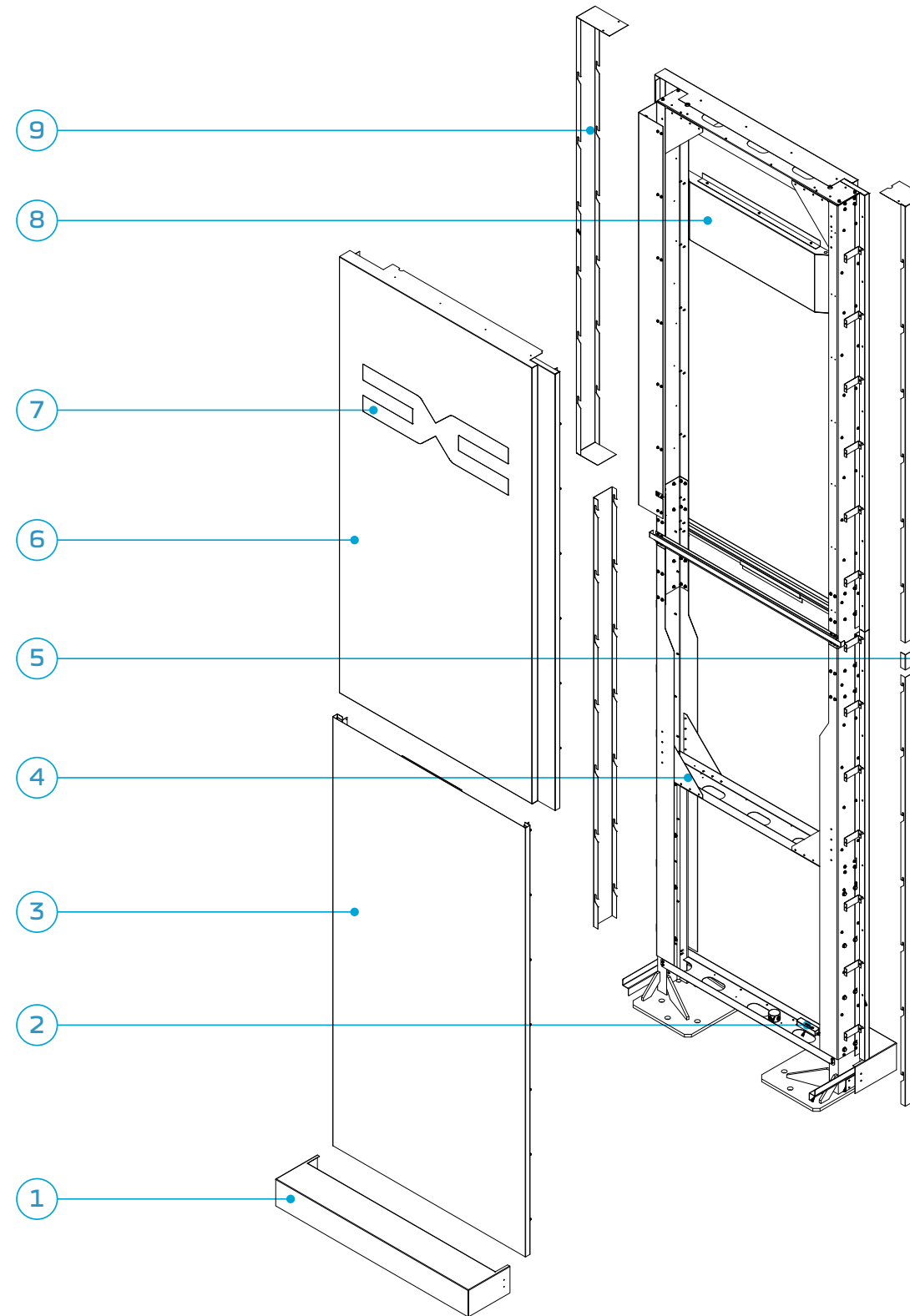
3.7 Totems - exploded view

PRINCIPLE

This concept can be changed according to industrial tooling or habits of each signmaker.

KEY

- 1 Plate concealer
- 2 Led convertor.
- 3 Bottom wooden pattern face
- 4 Steel structure
- 5 Splint
- 6 Front face
- 7 Emblem in white PMMA
- 8 Lightbox
- 9 Wooden pattern side.



3.8 Flag signs family

DESCRIPTION

The DACIA family of signs includes 3 elements designed according to similar principles.

They are established:

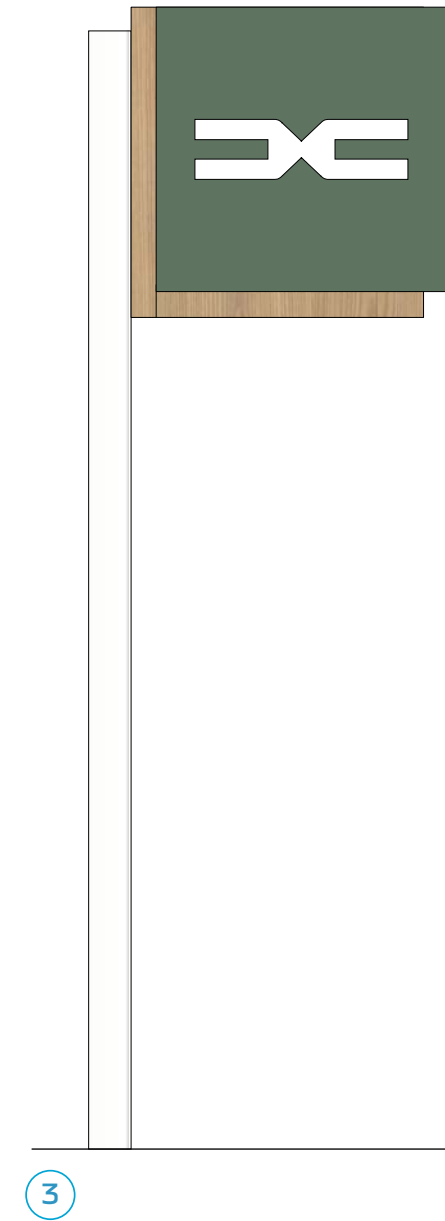
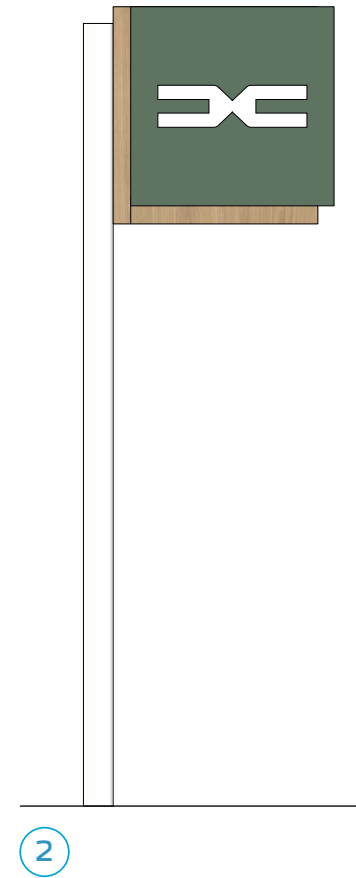
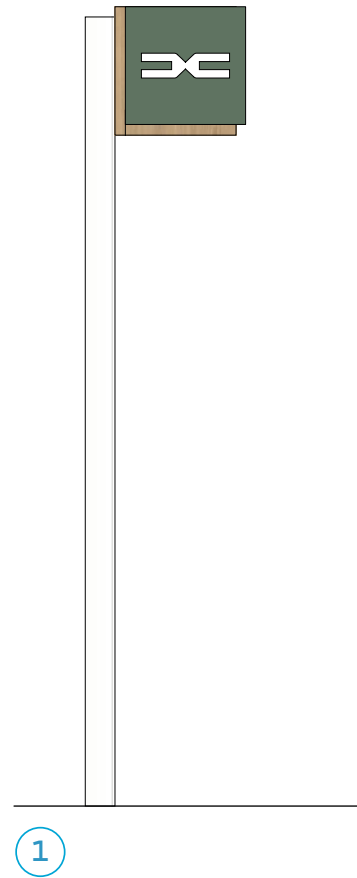
- > perpendicular to the facades,
- > offset from the facades on masts.

ADAPTATION OF SIGNS ON MAST

Flag signs can be mounted on 6500 or 4500mm masts in the following combinations:

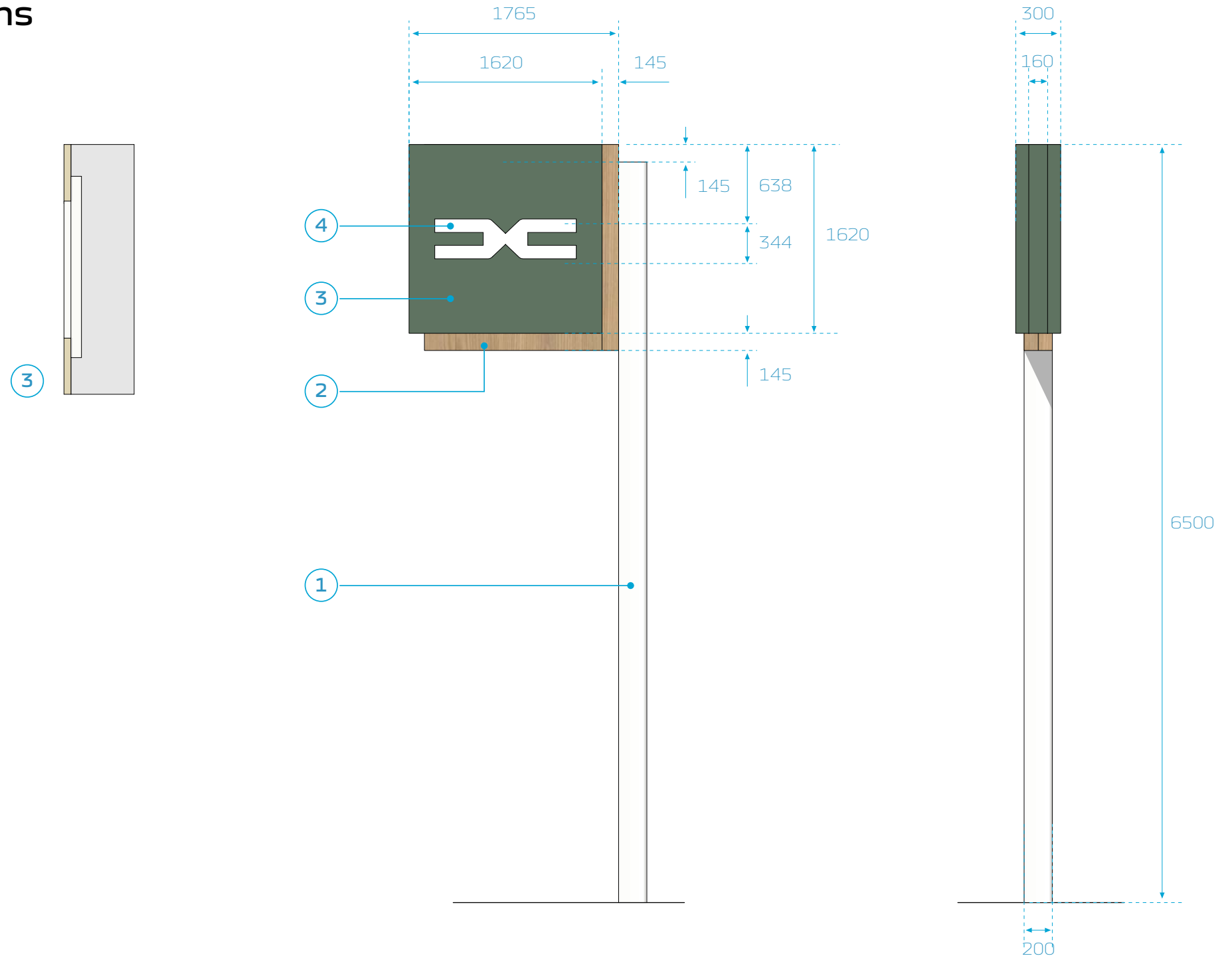
- > 680 sign on a 4500 mm mast,
- > 1150 sign on a 4500 mm mast,
- > 1150 sign on a 6500 mm mast,
- > Sign from 1620 on a 6500 mm mast.

1. Sign of 680 mm
2. Sign of 1150 mm
3. Sign of 1620 mm.



TOTEMS & FLAG SIGNS

3.9 1620mm flag sign - dimensions

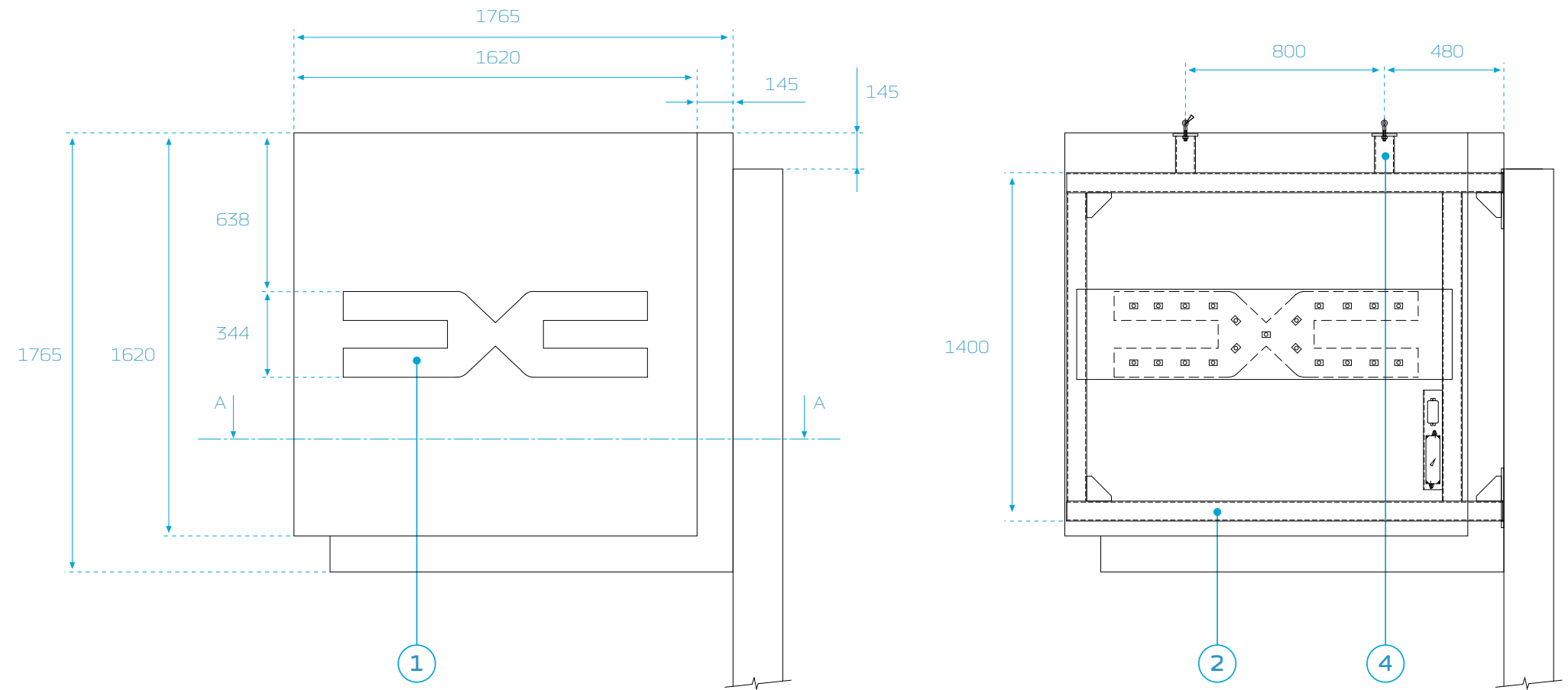


KEY

- 1 200 x 200 mm steel mast lacquered in white with 40% satin finish
- 2 Aluminium sheet cladding with wooden pattern
- 3 Face with raised edges in aluminium sheet lacquered in Khaki with satin finish
- 4 Dacia emblem in diffusing white PMMA, inlaid integration flush with the face.

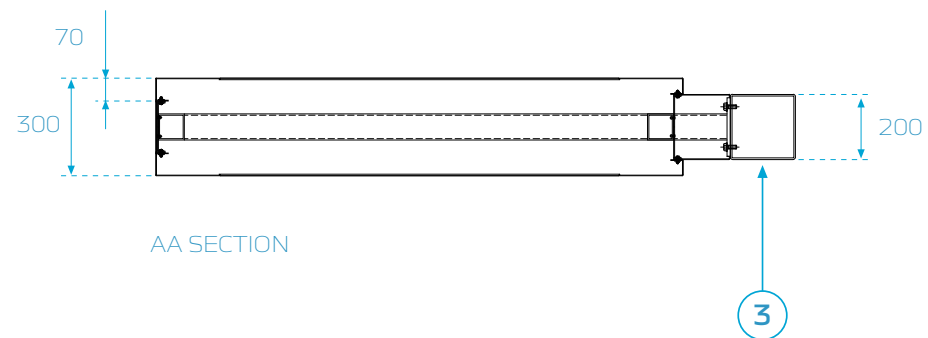
TOTEMS & FLAG SIGNS

3.10 1620 mm flag sign - details



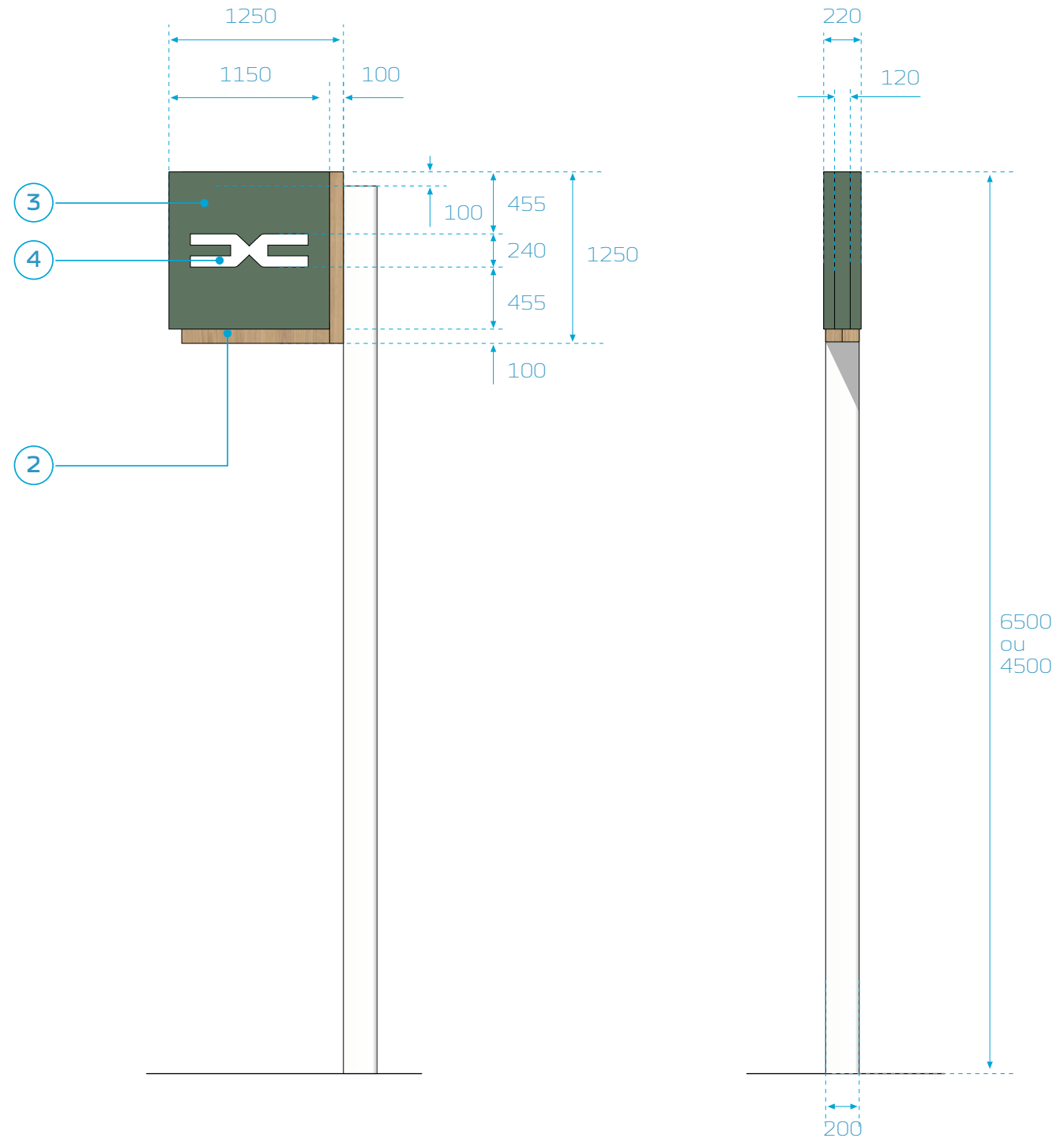
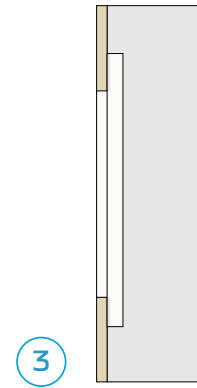
KEY

- 1 White diffusing PMMA thickness 5 mm, ref. Altuglas 100.27000.
- 2 Aluminium structure 80 x 80 x 4 mm
- 3 Square steel tube 200 x 200 x 5 mm, lacquered RAL9010 white satin finish
- 4 Screw M12 to hang the flag sign when installing.
- 5 Led convertor.



TOTEMS & FLAG SIGNS

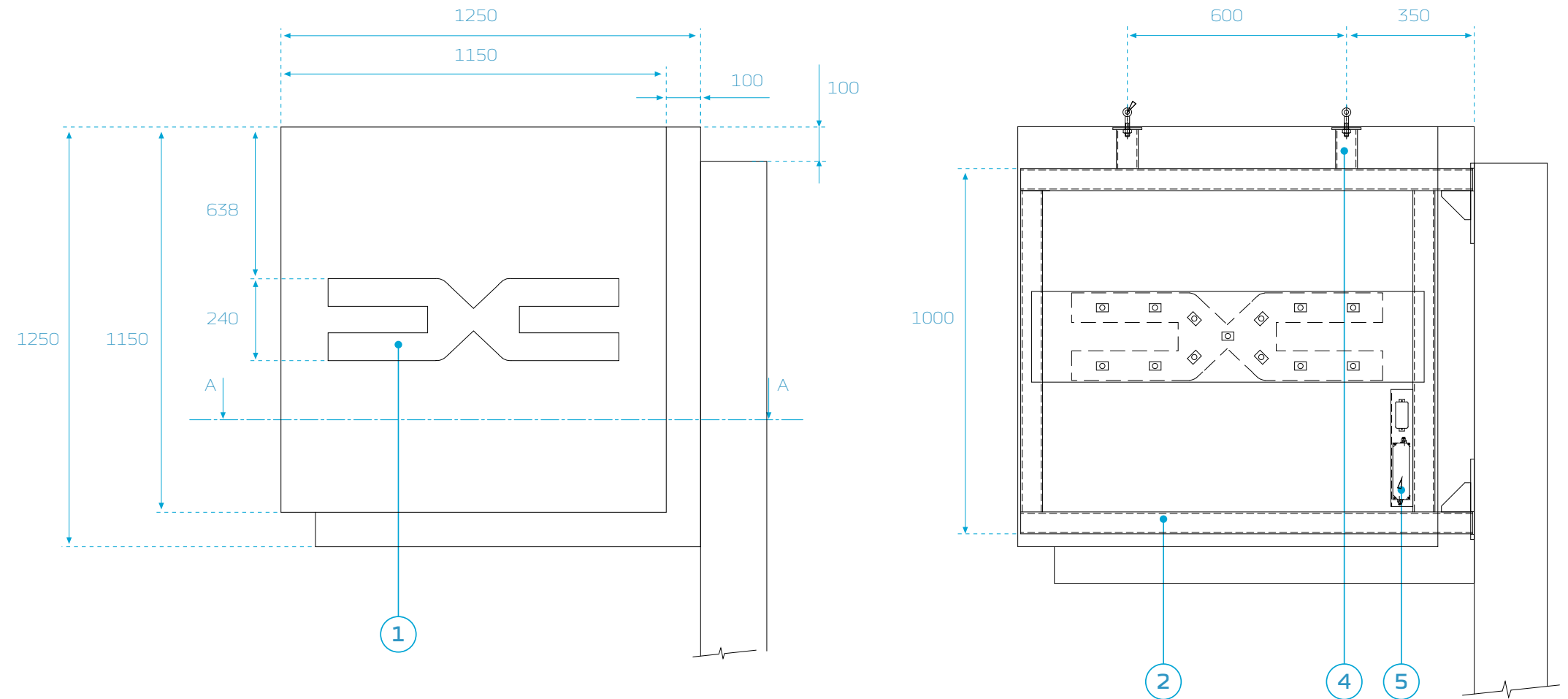
3.11 1150 mm flag sign - dimensions



KEY

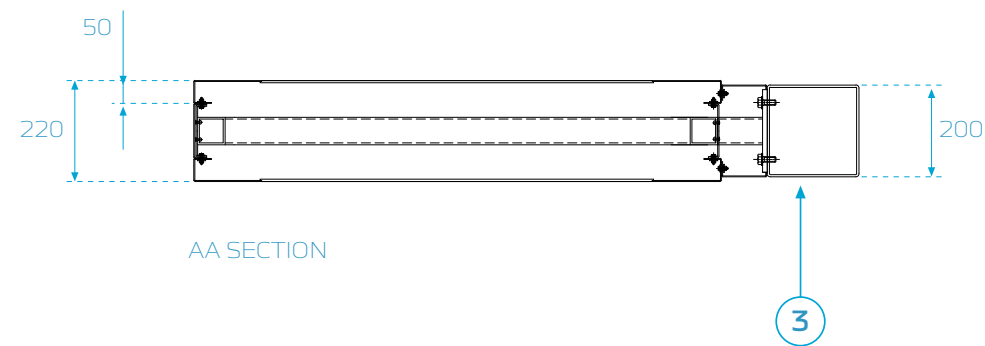
- 1 200 x 200 mm steel mast lacquered in white with 40% satin finish
- 2 Aluminium sheet cladding with wooden pattern
- 3 Face with raised edges in aluminium sheet lacquered in Khaki with satin finish
- 4 Dacia emblem in diffusing white PMMA, inlaid integration flush with the face.

3.12 1150 mm flag sign - details



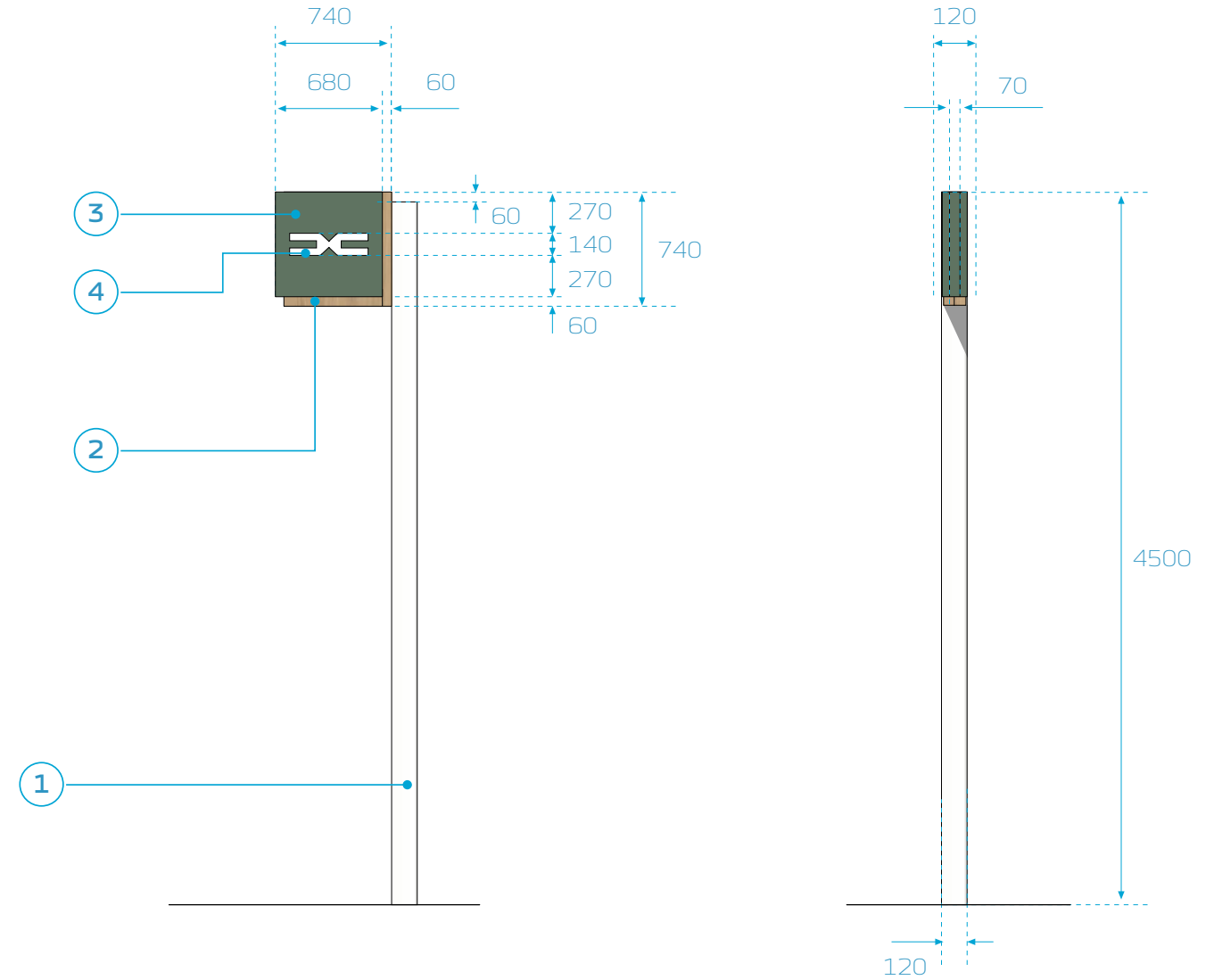
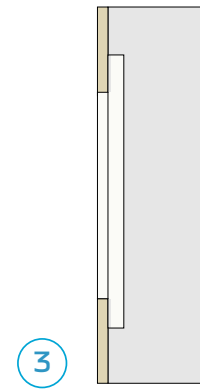
KEY

- 1 White diffusing PMMA thickness 5 mm, ref. Altuglas 100.27000.
- 2 Aluminium structure 60 x 60 x 3 mm
- 3 Square steel tube 200 x200x5 mm, lacquered RAL9010 white satin finish
- 4 Screw M12 to hang the flag sign when installing.
- 5 Led convertor.



TOTEMS & FLAG SIGNS

3.13 680 mm flag sign

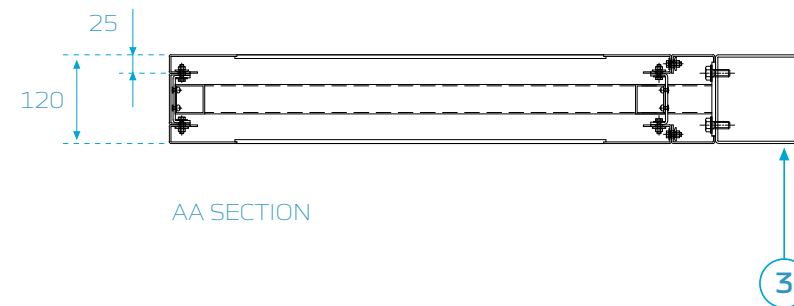
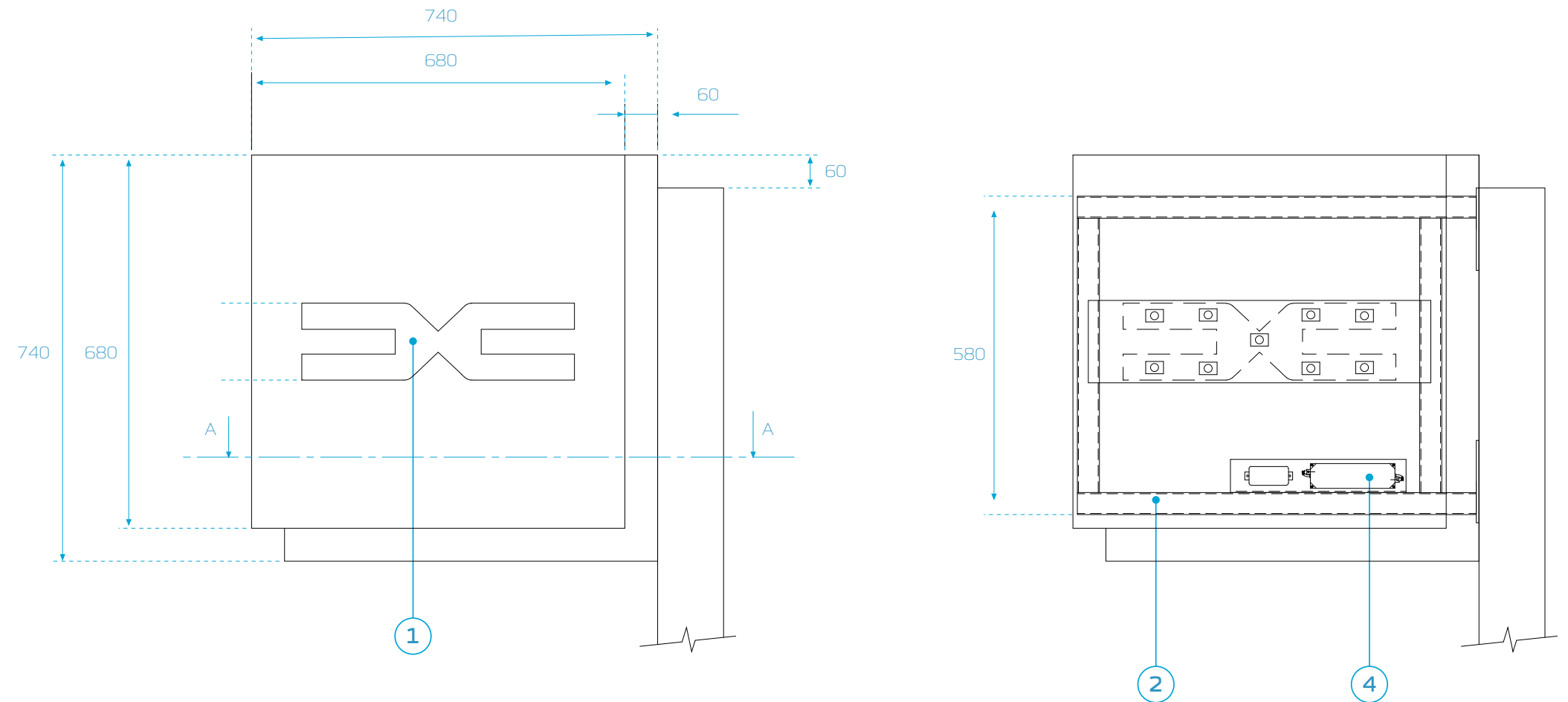


KEY

- 1 120 x 120 mm steel mast lacquered in white with 40% satin finish
- 2 Aluminium sheet cladding with wooden pattern
- 3 Face with raised edges in aluminium sheet lacquered in Khaki with satin finish
- 4 Dacia emblem in diffusing white PMMA, inlaid integration flush with the face.

TOTEMS & FLAG SIGNS

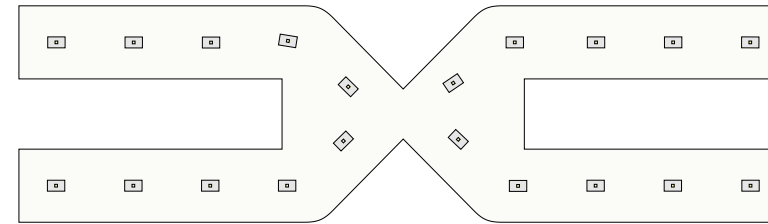
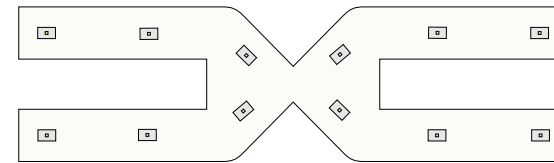
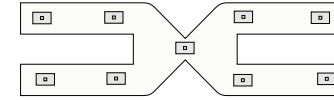
3.14 680 mm flag sign - details



KEY

- 1 White diffusing PMMA thickness 5 mm, ref. Altuglas 100.27000.
- 2 Aluminium structure 40 x 40 x 2 mm
- 3 Square steel tube 120 x 120 x 4 mm, lacquered RAL9010 white satin finish
- 4 Led convertor.

3.15 Lighting equipment



PRINCIPLE

This recommendation is made on the basis of a 60 lumens module with a luminous efficacy of 90 to 100 lumens/watts.

The instruction remains indicative and shall require, for each emblem, a validation and a test for compliance with the performance targets indicated in this document.

DESCRIPTION

- Temperature: 7,500° K OW
- Supply: 220 volts
- Converter: 12 volts, constant current
- Module: LEDIT - YAKI OPTIKA 60 HF1 OW IP67
- Efficiency: over 90 lm/watt
- Consistency: MacAdam ellipse 3

Dimensions	680 mm flag sign	1150 mm flag sign	1620 mm flag sign
Number of modules	9	12	20
Power (watts)	4.5	6	10
Density (modules /m ²)	190	86	70
Surface (m ²)	0.047	0.139	0.286

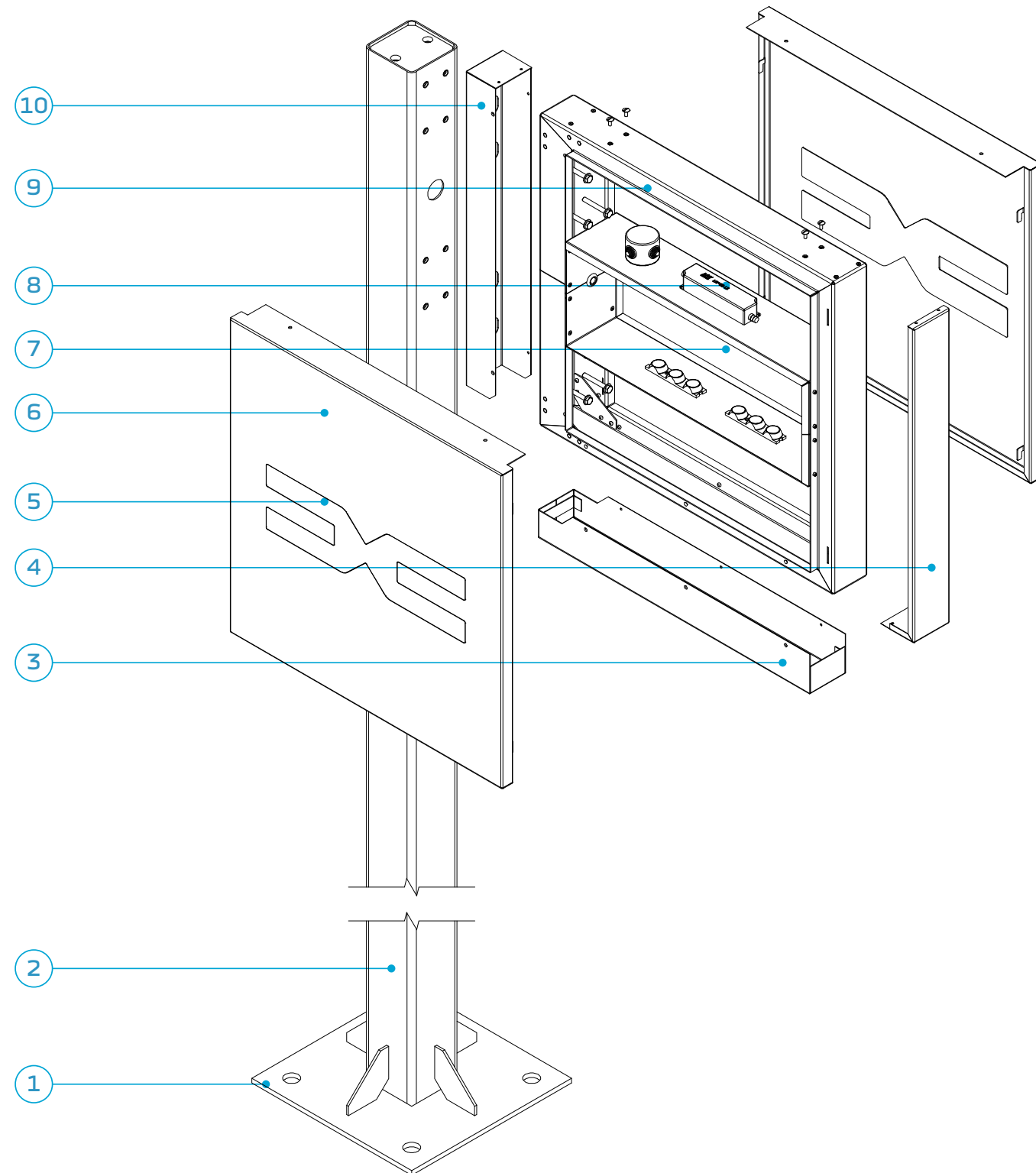
3.16 Flag signs - exploded view

PRINCIPLE

This concept can be changed according to industrial tooling or habits of each signmaker.

KEY

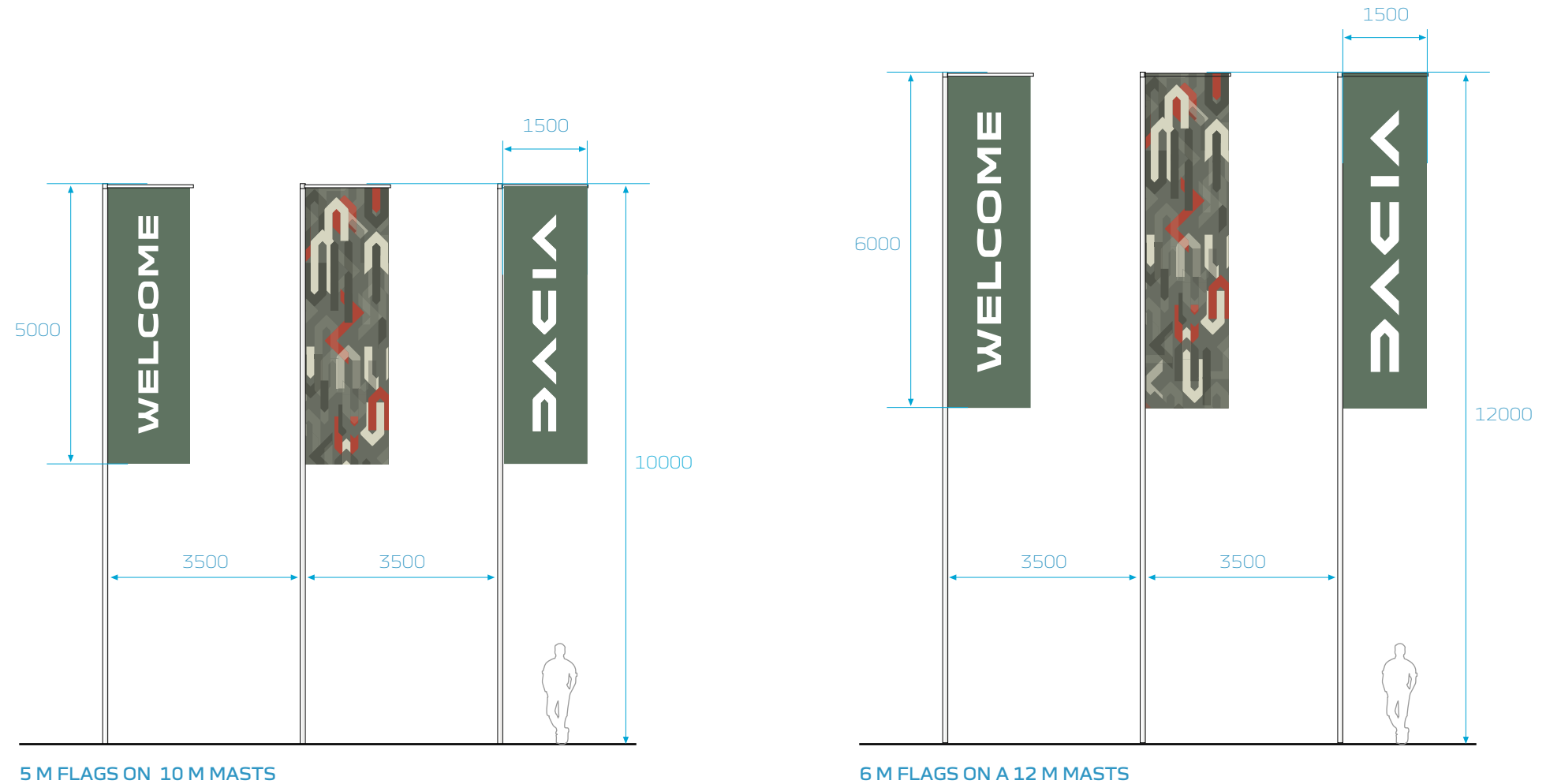
- 1 Steel plate
- 2 Pole
- 3 Bottom wooden pattern face
- 4 Khaki exterior side
- 5 Emblem in white PMMA
- 6 Khaki front face
- 7 Lightbox
- 8 Led convertor
- 9 Steel structure
- 10 Wooden pattern interior side



04 Flags

FLAGS

4.1 Presentation



DESCRIPTION

Two mast heights exist in the networks, 10 m and 12 m.

This last dimension is recommended for any new installation.

4.2 Colours



KHAKI eq. to
Pantone 5615 C
C.59 M.45 Y.55 K.21
R.100 G.107 B.82

Printed on white
130 g/m² polyester
fabric.



DARK GREEN eq. to
Pantone 417 C
C.90 M.70 Y.80 K.0
R.78 G.88 B.68

Printed on white
130 g/m² polyester
fabric.



TERRA COTA eq. to
Pantone 1675 C
C.30 M.85 Y.90 K.0
R.185 G.65 B.45

Printed on white
130 g/m² polyester
fabric.



SAND eq. to
Pantone 7534 C
C.0 M.0 Y.15 K.20
R.241 G.210 B.195

Printed on white
130 g/m² polyester
fabric.



WHITE eq. to
RAL 9003

White 130 g/m²
polyester fabric.

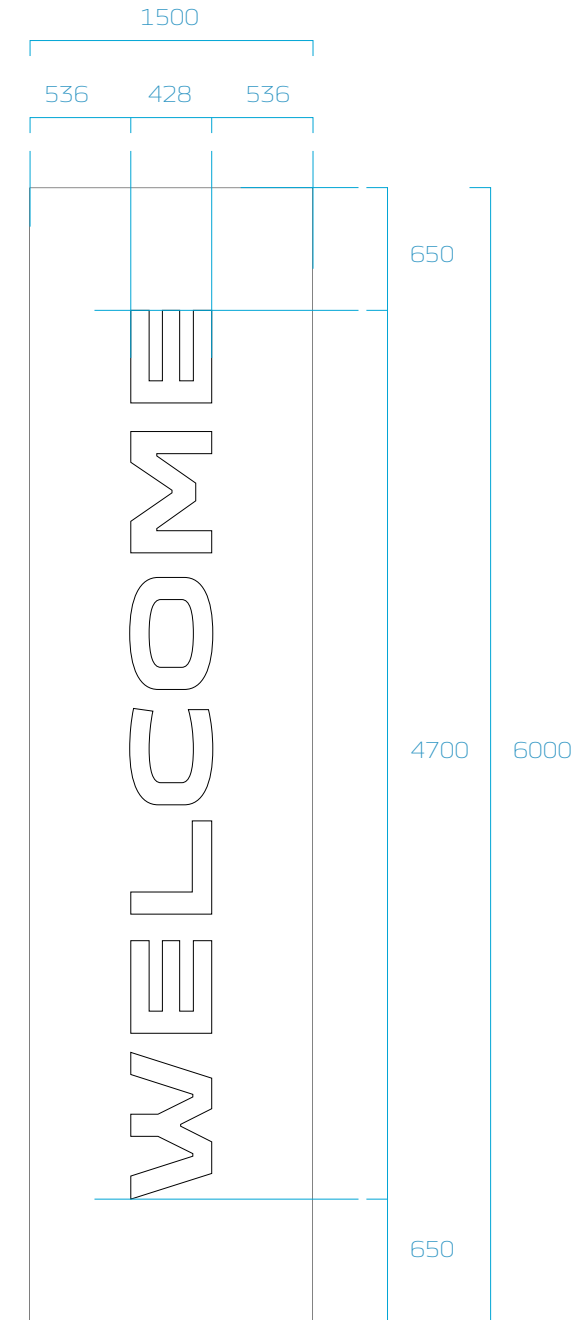
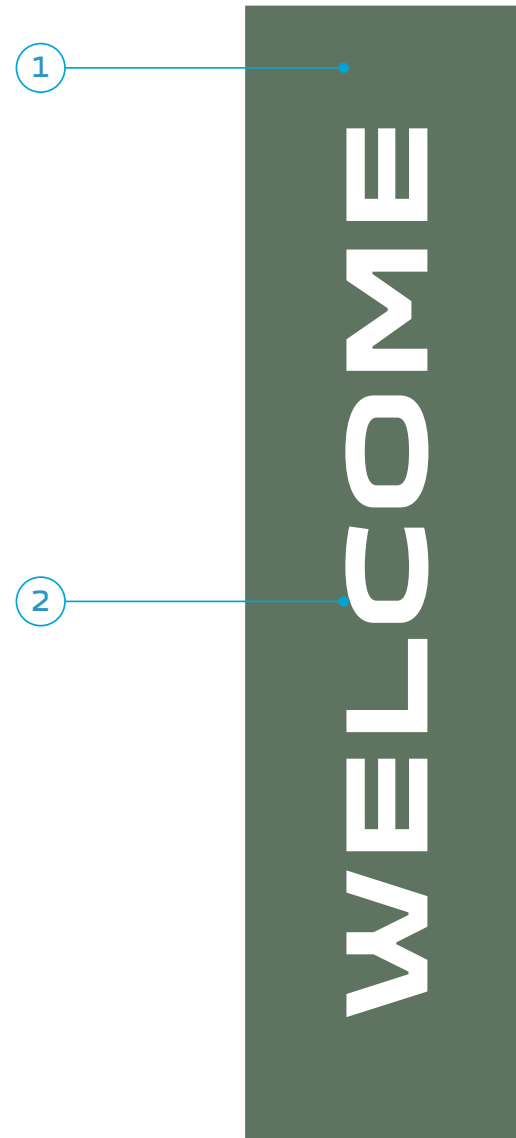
PRINCIPLE

AI or PDF files are available for printing.

Colours can be reproduced in Pantone direct tones in case of serigraphy or in polychromy in case of digital printing.

FLAGS

4.3 Outlines of 6 m “welcome” flag



DESCRIPTION

The flags are printed on 130 g/m² polyester fabric.

A vector file is available to ensure reproduction as expected.

Special attention should be paid to:

- the regularity of the reproduction of the solid areas of colour,
- the conformity of the reproduced colours.

1 Khaki background

2 Welcome letters in white.

FLAGS

4.4 Outlines of 6 m "logotype" flag

DESCRIPTION

The flags are printed on 130 g/m² polyester fabric.

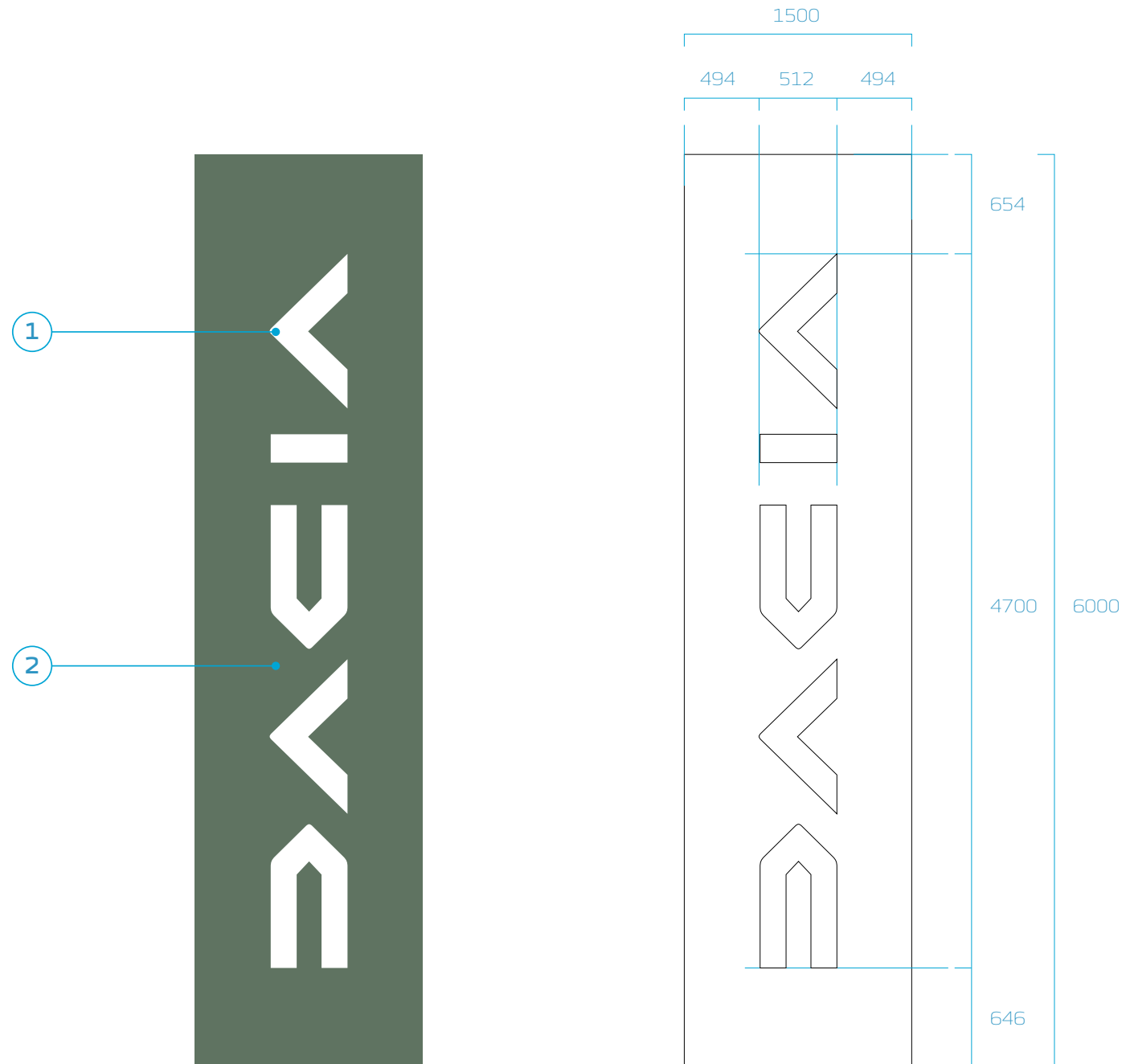
A vector file is available to ensure reproduction as expected.

Special attention should be paid to:

- the regularity of the reproduction of the solid areas of colour,
- the conformity of the reproduced colours.

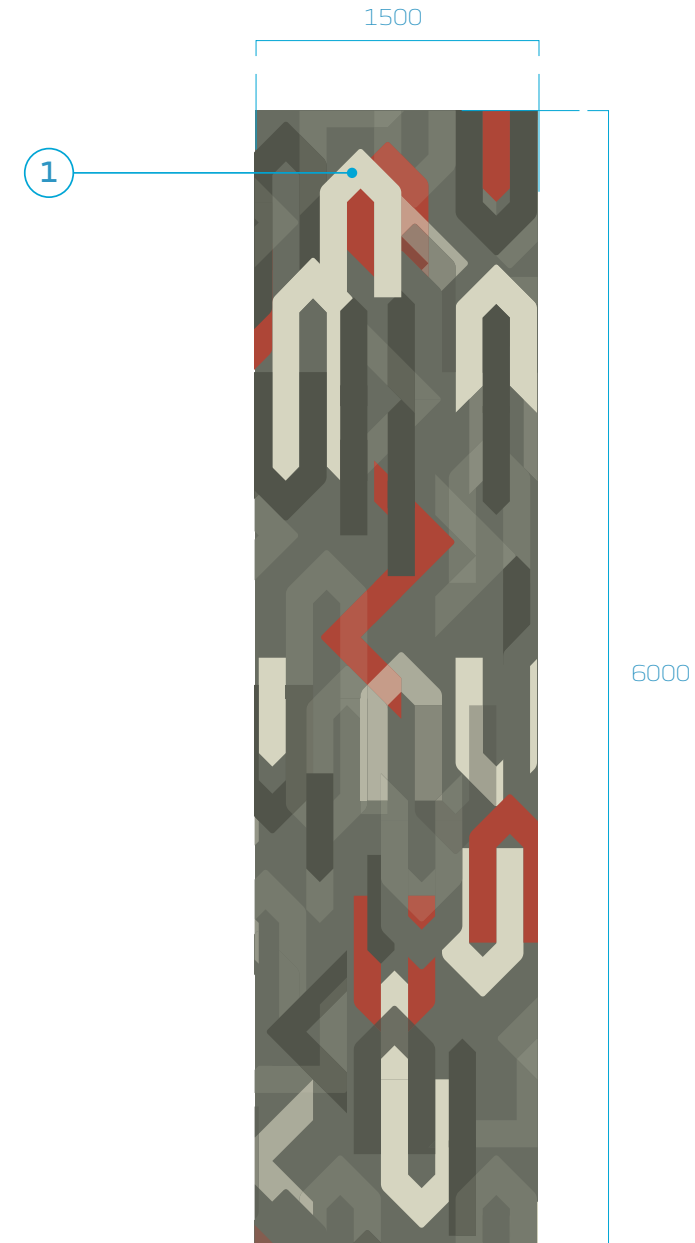
1 White fabric

2 Khaki solid area



FLAGS

4.5 Outlines of 6 m “pattern” flag



DESCRIPTION

The flags are printed on 130 g/m² polyester fabric.

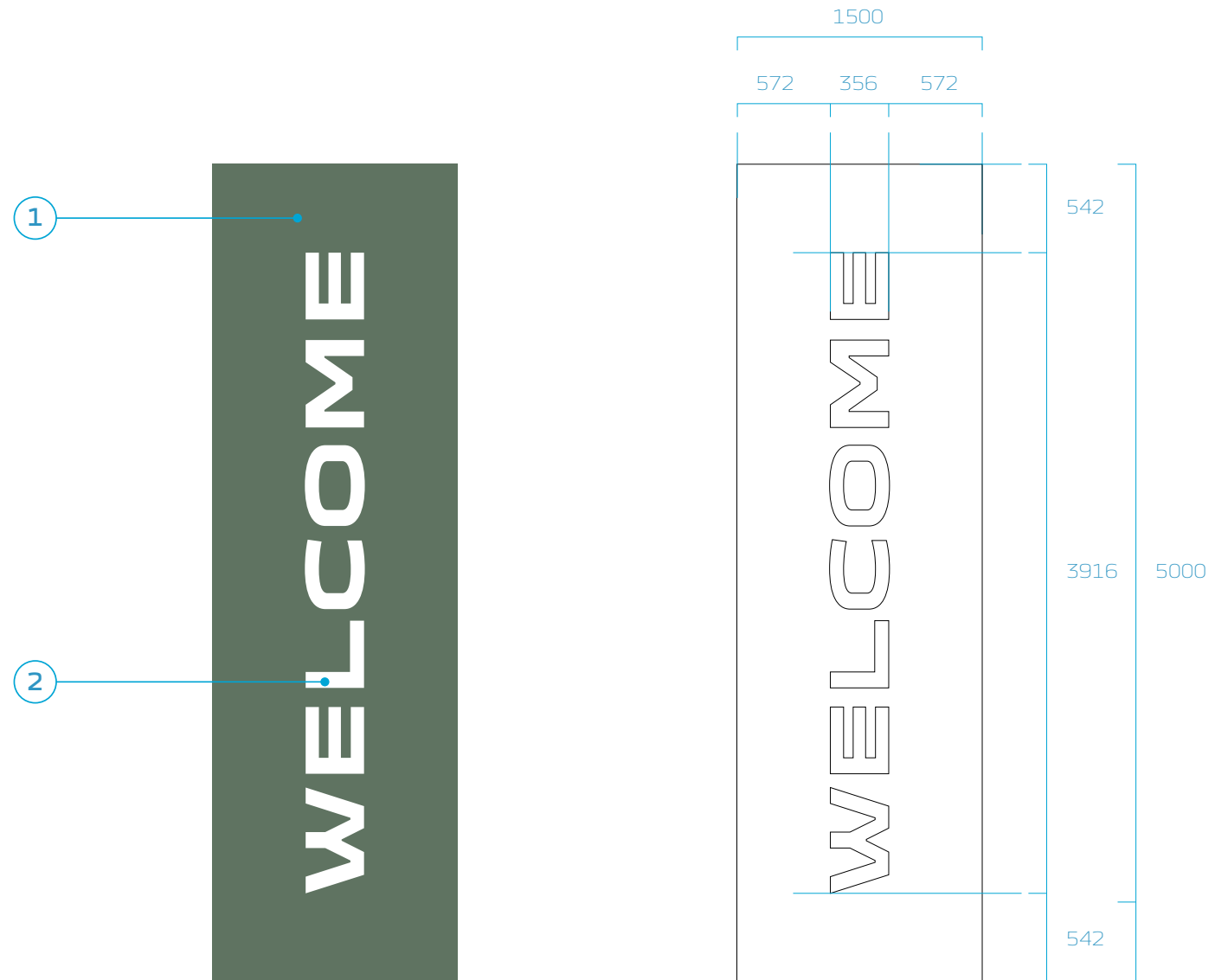
A vector file is available to ensure reproduction as expected.

Special attention should be paid to: the regularity of the reproduction of colours.

1 Printed white fabric

FLAGS

4.6 Outlines of 5 m “welcome” flag



DESCRIPTION

The flags are printed on 130 g/m² polyester fabric.

A vector file is available to ensure reproduction as expected.

Special attention should be paid to:

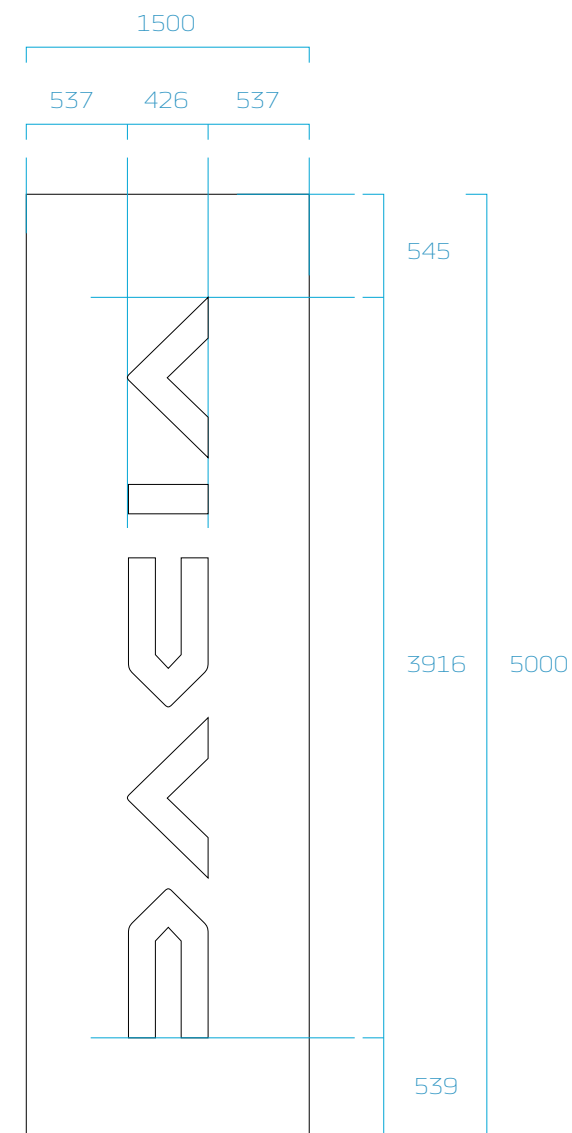
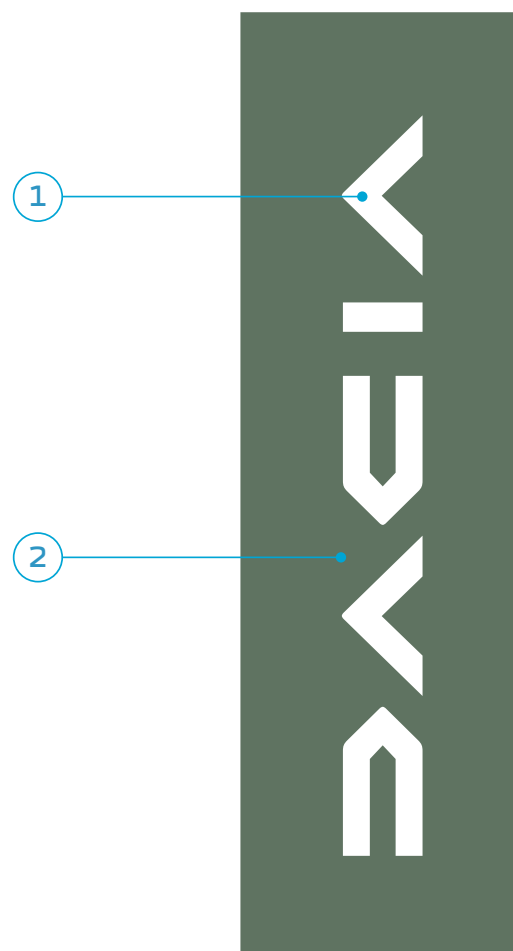
- the regularity of the reproduction of the solid areas of colour,
- the conformity of the reproduced colours.

1 Khaki background

2 Welcome letters in white.

FLAGS

4.7 Outlines of 5 m "logotype" flag



DESCRIPTION

The flags are printed on 130 g/m² polyester fabric.

A vector file is available to ensure reproduction as expected.

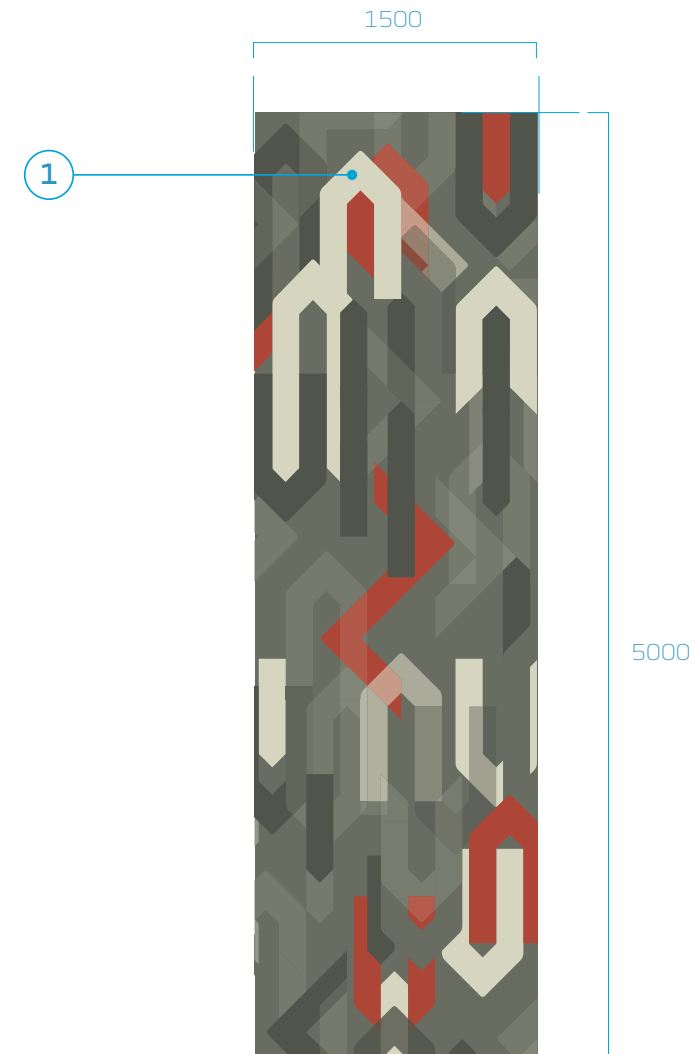
Special attention should be paid to:

- the regularity of the reproduction of the solid areas of colour,
- the conformity of the reproduced colours.

- 1 White fabric
- 2 Khaki solid area

FLAGS

4.8 Outlines of 5 m “pattern” flag



DESCRIPTION

The flags are printed on 130 g/m² polyester fabric.

A vector file is available to ensure reproduction as expected.

Special attention should be paid to: the regularity of the reproduction of colours.

1 Printed white fabric

4.9 Tilting masts

DESCRIPTION

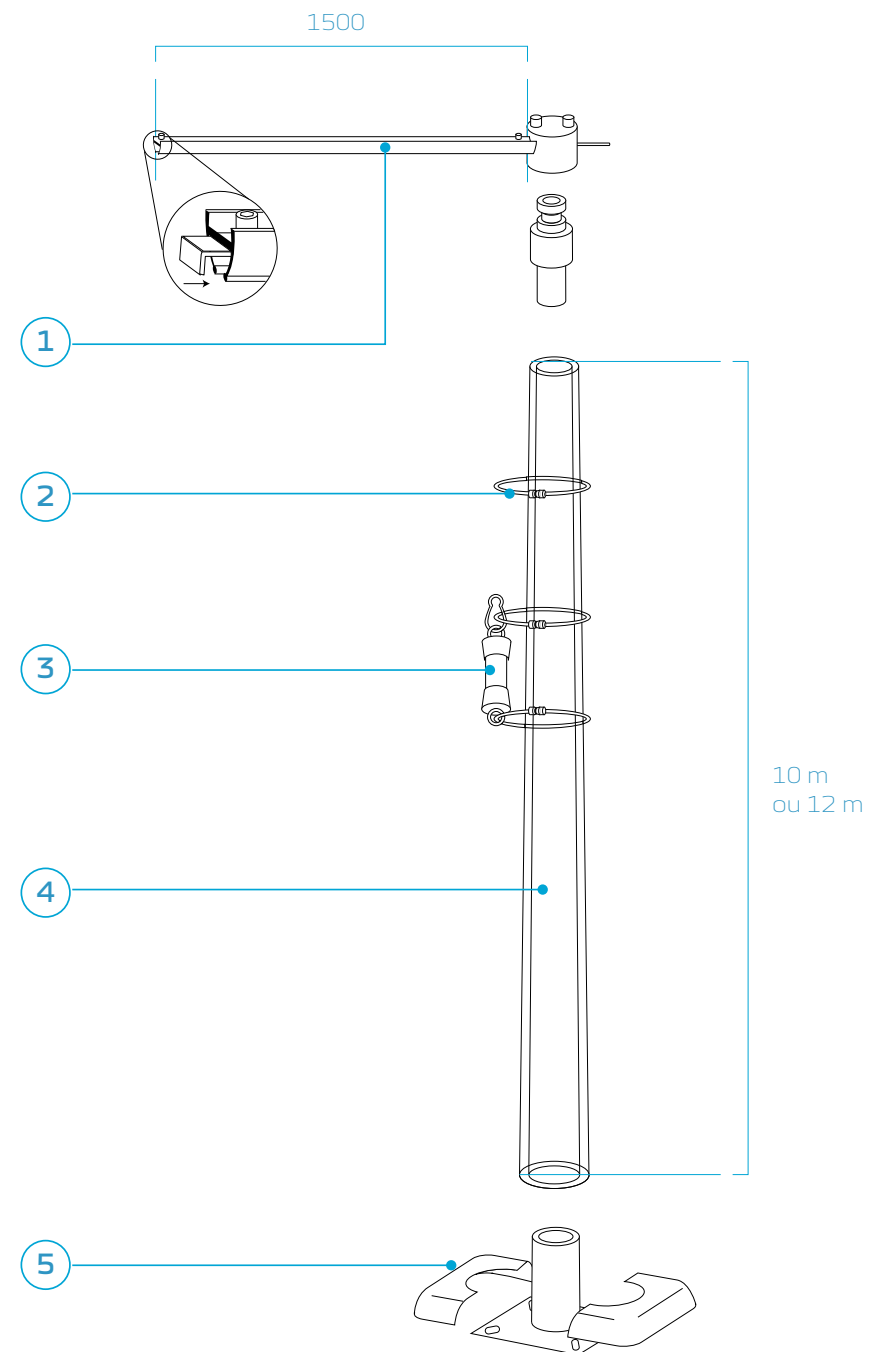
The mast features a rotating-arm masthead so the flag can be hung so as to always be visible even in conditions without wind.

The mast is anchored to the ground on a concrete block. The bottom of the mast is finished with an attachment plate concealer.

To change the flag, the mast has to be tilted, this being made possible by a hinged plate assembly.

The replacement operation - which can be frequent depending on weather conditions - may require several people.

- 1 Rotary mast head arm
- 2 Flag guide ring
- 3 Counterweight to hold flag in windy conditions
- 4 Polyester masts, white RAL 9010
- 5 Attachment plate concealer



The drawing opposite is given as an example. The models of mast available on the market may differ from the design opposite and may be protected by patent or design model.

4.10 Masts with halyard

DESCRIPTION

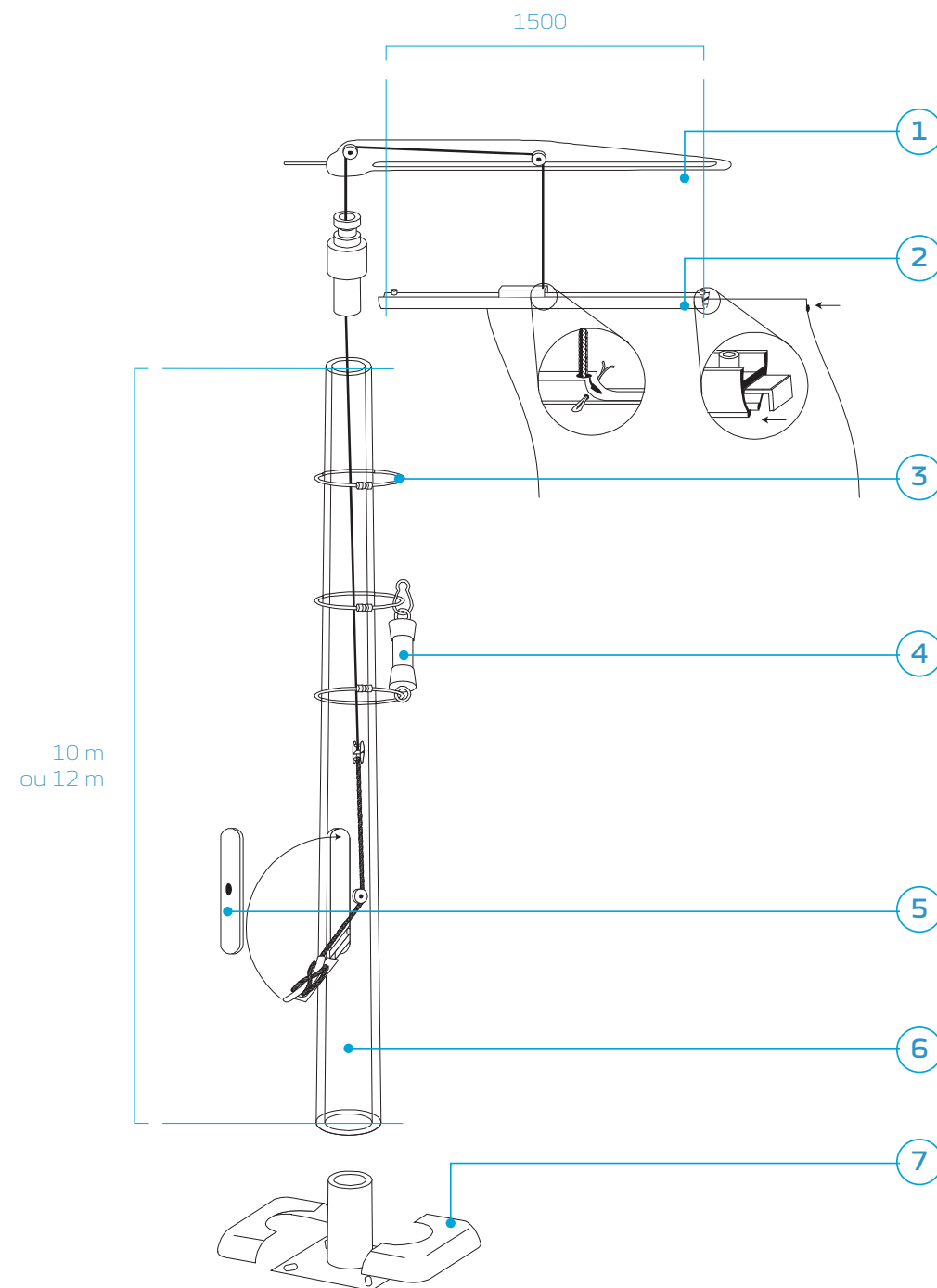
The mast features a rotating-arm masthead so the flag can be hung.

The mast is anchored to the ground on a concrete block. The bottom of the mast is finished with an attachment plate concealer.

Flag change operations are facilitated by the capability to lower and raise the flag supporting section with the aid of the halyard internal to the mast, accessible from the ground via a trap door.

The operation can be performed by one person.

- 1 Rotary masthead arm
- 2 Flag supporting section
- 3 Flag guide ring
- 4 Counterweight to hold flag in windy conditions
- 5 Halyard access hatch
- 6 Polyester masts, white RAL 9010
- 7 Attachment plate concealer



The drawing opposite is given as an example. The models of mast available on the market may differ from the design opposite and may be protected by patent or design model.

05

Entrance signage

5.1 Entrance signs

IDENTIFICATION PRINCIPLES

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

This panel is "leaned" to the window.

The glazed facade receives a masking of the rear face of the signs, made with wooden pattern adhesive.

This element is available in 2 variants:

- 1 2400 mm entrance sign
- 2 3600 mm entrance sign.



ENTRANCE SIGNAGE

5.2 2400 mm entrance sign

PRINCIPLES

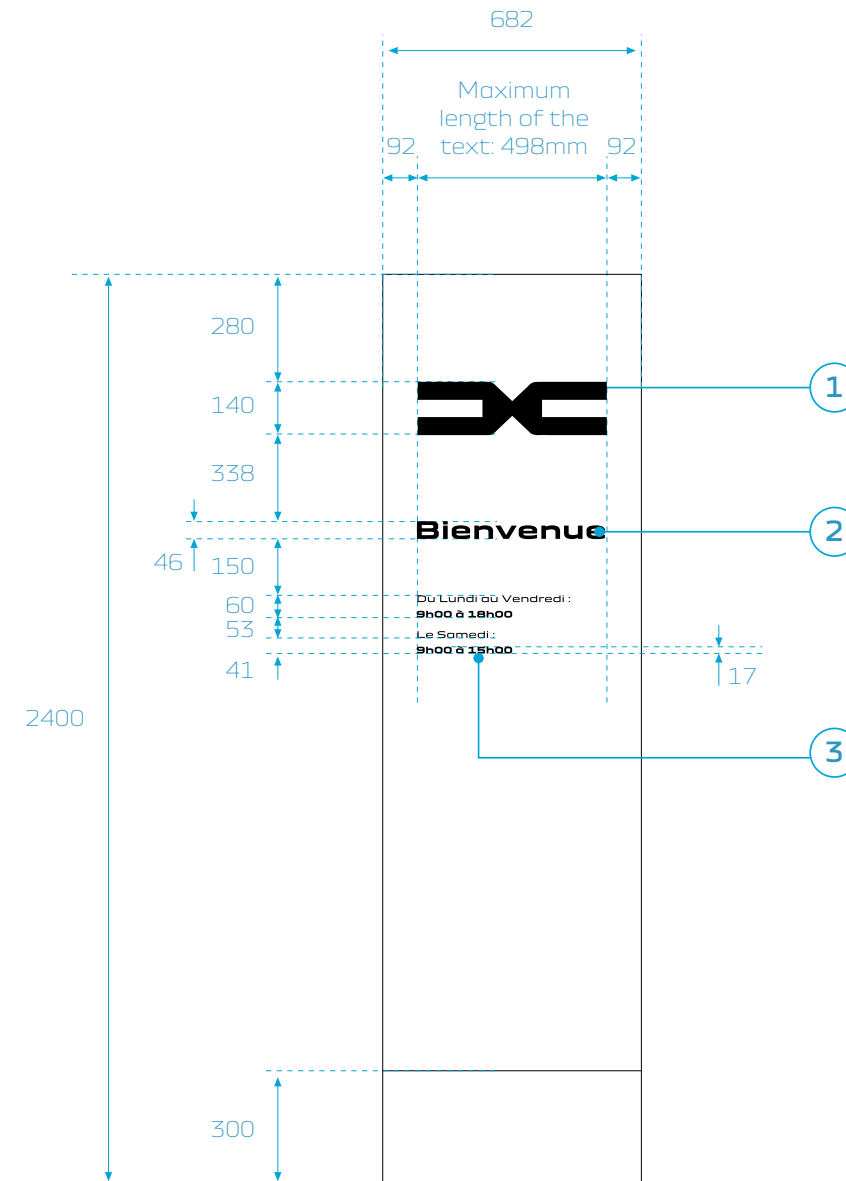
- Direct installation on the glazed facade by double-sided gluing.
- Provide a wooden pattern masking adhesive to be applied inside the showroom.
- Non-illuminated product.

KEY

- 1 Dacia emblem in black adhesive.
- 2 Aluminium sheet face with wood decor.
- 3 Texts in matt black adhesive cutout,
Opening days: Dacia Block Extended regular typography, Capital on the first letter, lowercase on the other letters, left aligned, standard letter spacing.
Opening hours: Dacia Block Extended Bold typography, left aligned, standard letter spacing.
- 4 Khaki adhesive decor.
- 5 Raw aluminium sheet bottom



5.3 Outlines of the face of 2400 mm entrance sign



KEY

- 1 Dacia emblem in Black adhesive.
- 2 Text in matt black adhesive cutout, Dacia Block Extended Bold typography, left aligned, standard letter spacing.
- 3 Texts in matt black adhesive cutout, Opening days: Dacia Block Extended regular typography, Capital on the first letter, lowercase on the other letters, left aligned, standard letter spacing. Opening hours: Dacia Block Extended Bold typography, left aligned, standard letter spacing.

ENTRANCE SIGNAGE

5.4 3600 mm entrance sign

PRINCIPLES

- Direct installation on the glazed facade by double-sided gluing.
- Provide a wooden pattern masking adhesive to be applied inside the showroom.
- Non-illuminated product.

KEY

- 1 Dacia emblem in black adhesive.
- 2 Text in matt black adhesive cutout, Dacia Block Extended Bold typography, left aligned, standard letter spacing.
- 3 Texts in matt black adhesive cutout, Opening days: Dacia Block Extended regular typography, Capital on the first letter, lowercase on the other letters, left aligned, standard letter spacing. Opening hours: Dacia Block Extended Bold typography, left aligned, standard letter spacing.
- 4 Junction between faces.
- 5 Aluminium sheet face with wood decor,
- 6 Khaki adhesive decor.
- 7 Raw aluminium sheet bottom

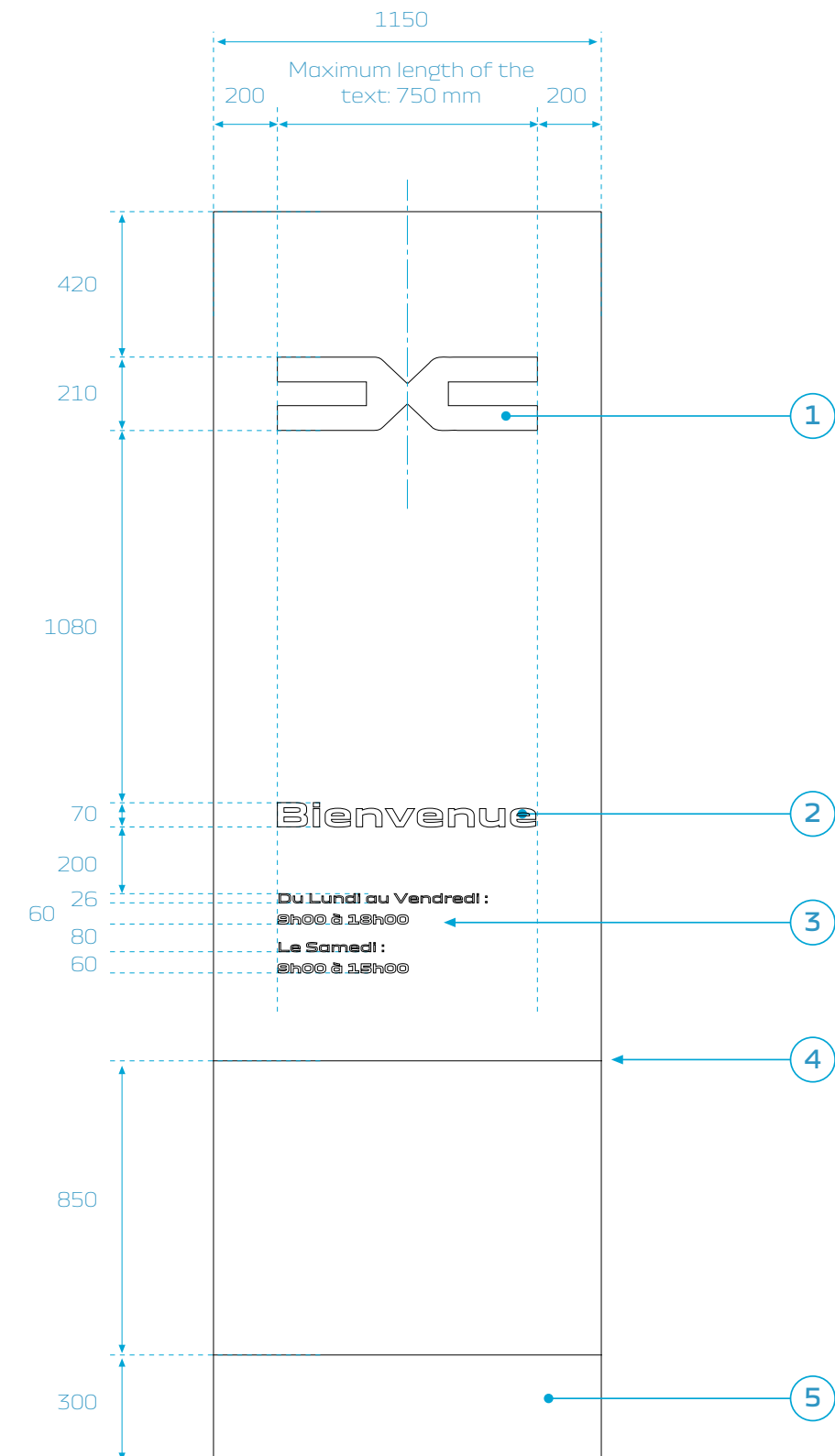


ENTRANCE SIGNAGE

5.5 Outlines of the face of 3600 mm entrance sign

KEY

- 1 Dacia emblem in matt black adhesive.
- 2 Text in matt black adhesive cutout, Dacia Block Extended Bold typography, left aligned, standard letter spacing.
- 3 Texts in matt black adhesive cutout, Opening days: Dacia Block Extended regular typography, Capital on the first letter, lowercase on the other letters, left aligned, standard letter spacing. Opening hours: Dacia Block Extended Bold typography, left aligned, standard letter spacing.
- 4 Junction between faces.
- 5 Khaki adhesive decor.



5.6 Adhesive entrance markings

DESCRIPTION

The adhesive markings on the entrance door to the showroom meet the objective to make the glazed door more easily noticeable in accordance with the regulations for access to public institutions for the visually impaired (to be used if required).

Two horizontal adhesive strips must be present on all glazed doors accessible to customers.

Information on opening hours is shown on the access door to the showroom identified by the entrance sign implanted on the right side of the door.

These adhesive elements shall be applied from the interior of the showroom for better protection.

KEY

- 1 Entrance sign
- 2 Horizontal strips



5.7 Inside masking films

DESCRIPTION

Inside the showroom, behind the entrance signs, a printed film must be applied to mask the aluminium back of signage.

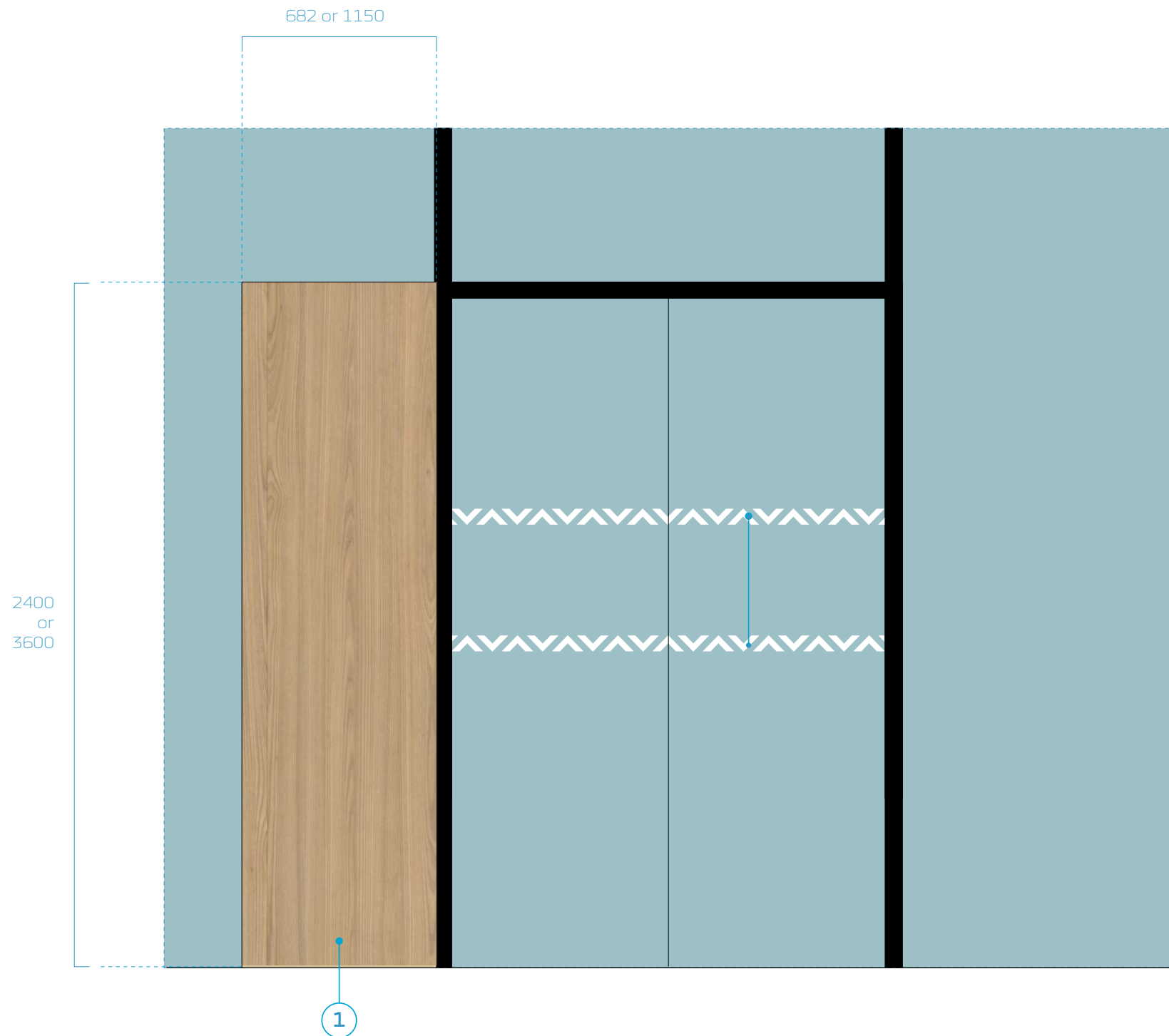
Overall dimensions are the same as for the signage items:

- > H. 2400 x L. 682 mm
- > H. 3600 x L. 1150 mm.

A wooden pattern covers the whole surface.

KEY

- 1 Printed film



5.8 Outlines of the adhesive entrance markings

DESCRIPTION

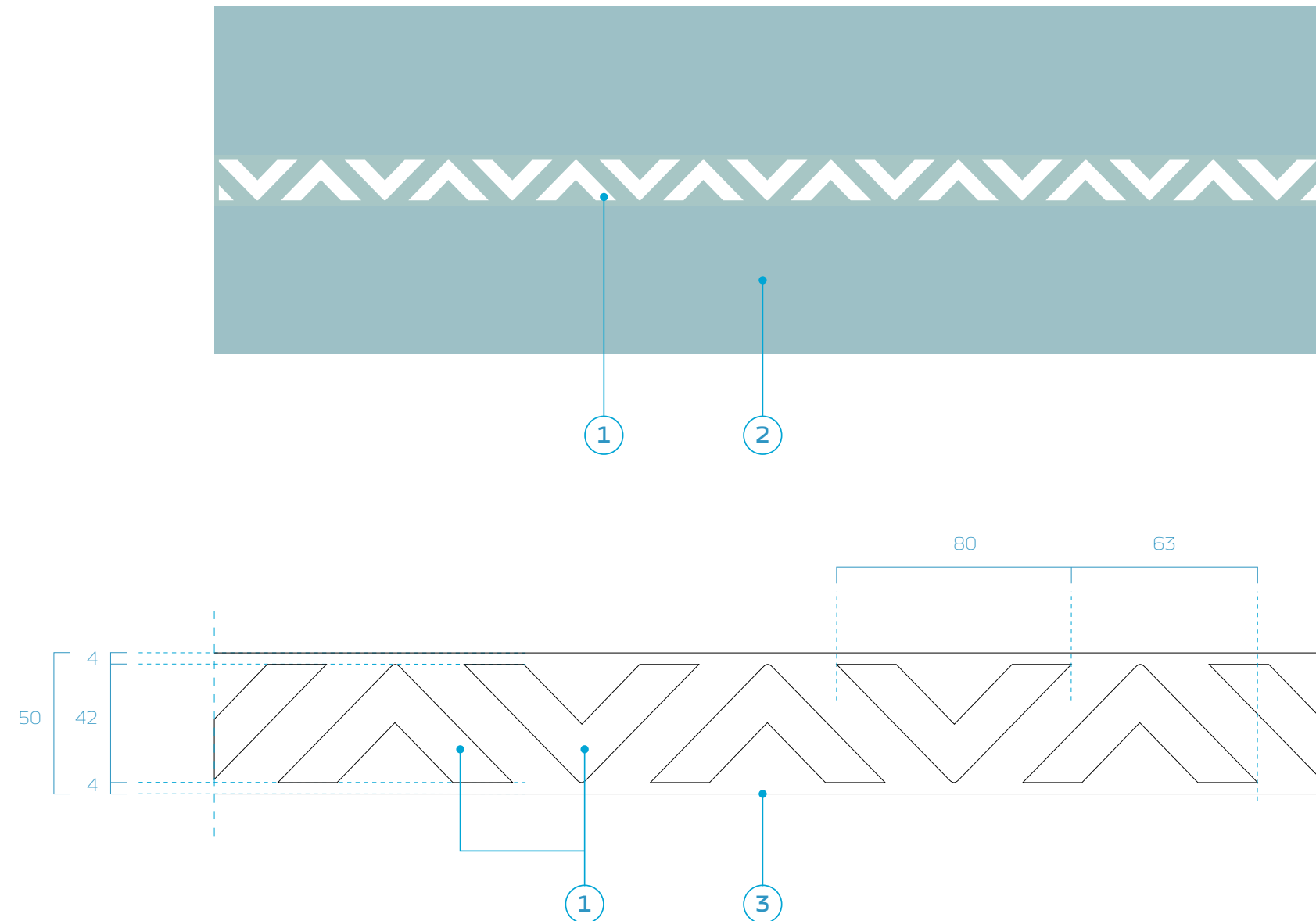
The horizontal strips of a height of 50 mm incorporate a pattern created either :

- by white silkscreen printing directly onto the glass,
- by using a transparent adhesive strip printed in white.

An EPS file, accessible on the Brand Stores website, can be used for reproduction of the strips.

KEY

- 1 Matt white pattern
- 2 Glass door
- 3 Edge of the transparent adhesive with polished finish (positioned inside the showroom)



5.9 Variants for 2400 mm entrance sign

VARIANT 1.

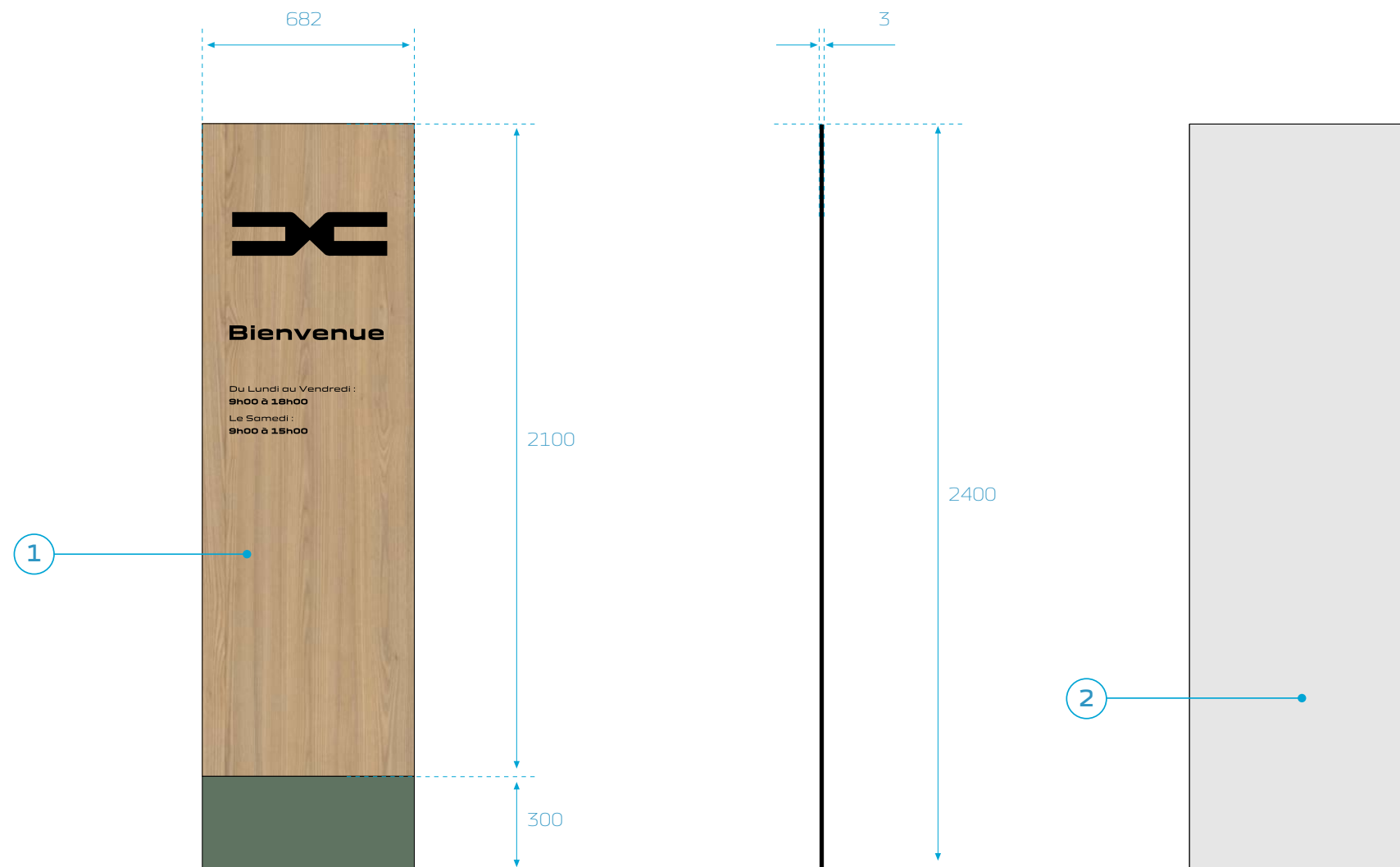
Printed ACM panel, fitting on glass with double-side adhesive, thickness. 3 mm, natural sides without any feature, made in one part.

VARIANT 2.

Blank printed adhesive film, made in one part.

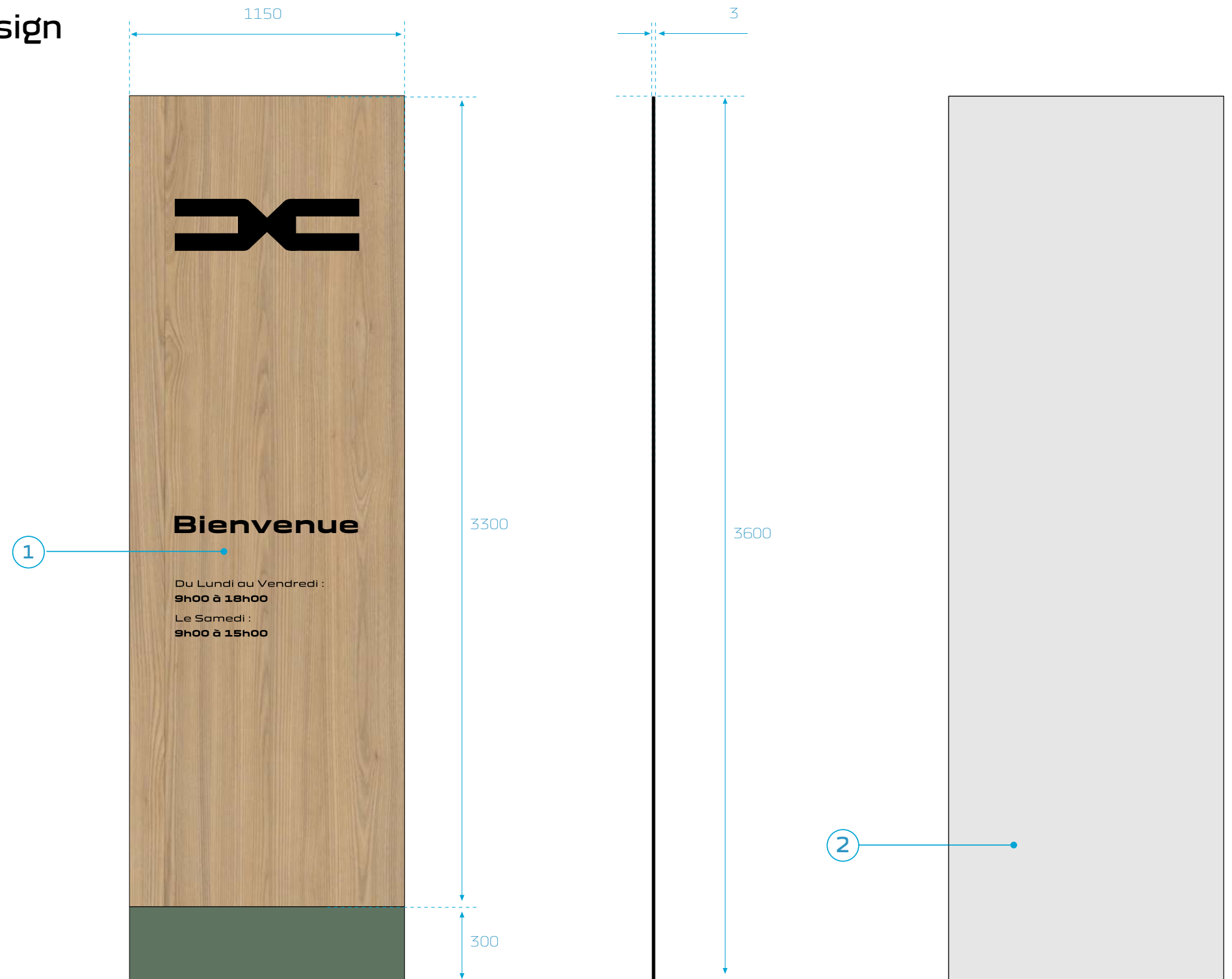
KEY

- 1 Printed face
- 2 Neutral back



ENTRANCE SIGNAGE

5.10 Variants for 3600 mm entrance sign



VARIANT 1.

Printed ACM panel, fitting on glass with double-side adhesive, thickness. 3 mm, natural sides without any feature, made in one part.

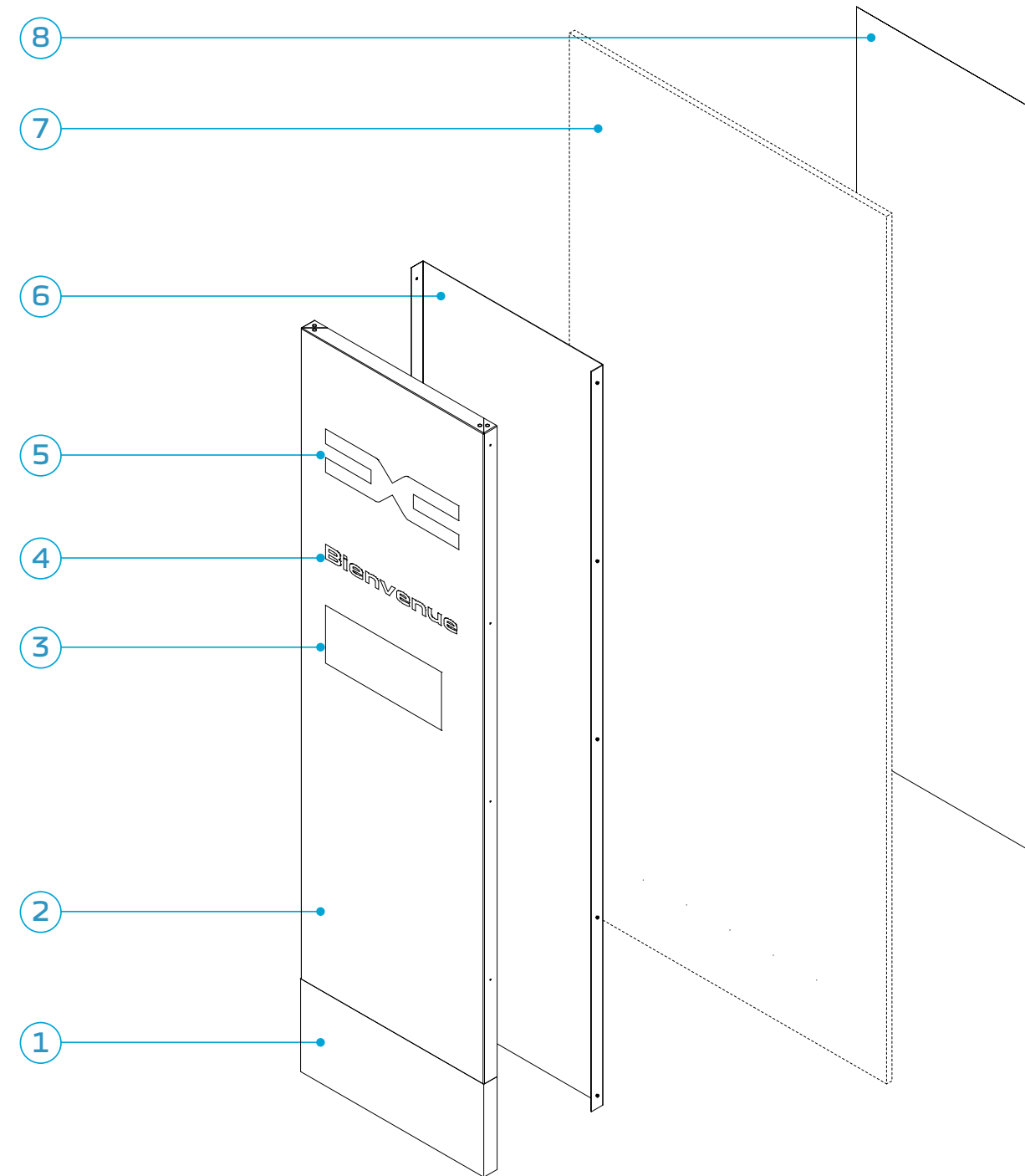
VARIANT 2.

Blank printed adhesive film, made in one part.

KEY

- 1 Printed face
- 2 Neutral back

5.11 Exploded view



KEY

- 1 Khaki adhesive.or painted aluminium sheet.
- 2 Front face with wooden pattern decoration.
- 3 Opening days,
Texts in matt black adhesive cutout.
- 4 Text in matt black adhesive cutout.
- 5 Dacia emblem in matt black adhesive.
- 6 Back of the sign in natural aluminium.
- 7 Glazed part.
- 8 Wooden pattern masking adhesive.

06

After-sales facade

6.1 Identification of workshop bays

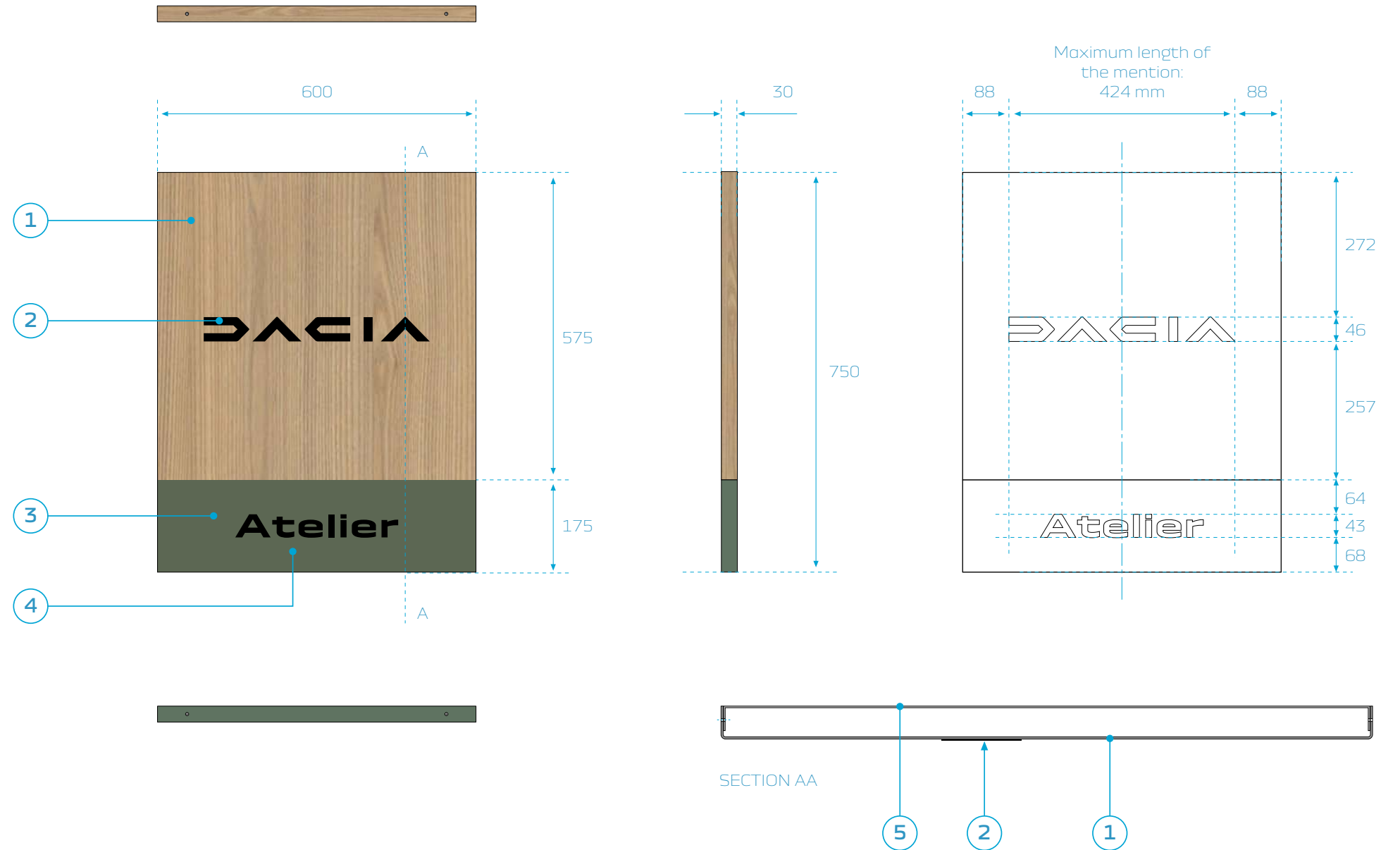


IDENTIFICATION PRINCIPLES

The workshop bays assigned to Dacia are identified by a Dacia Atelier plate located next to the workshop bay.

1 Dacia Workshop plate

6.2 Workshop plate



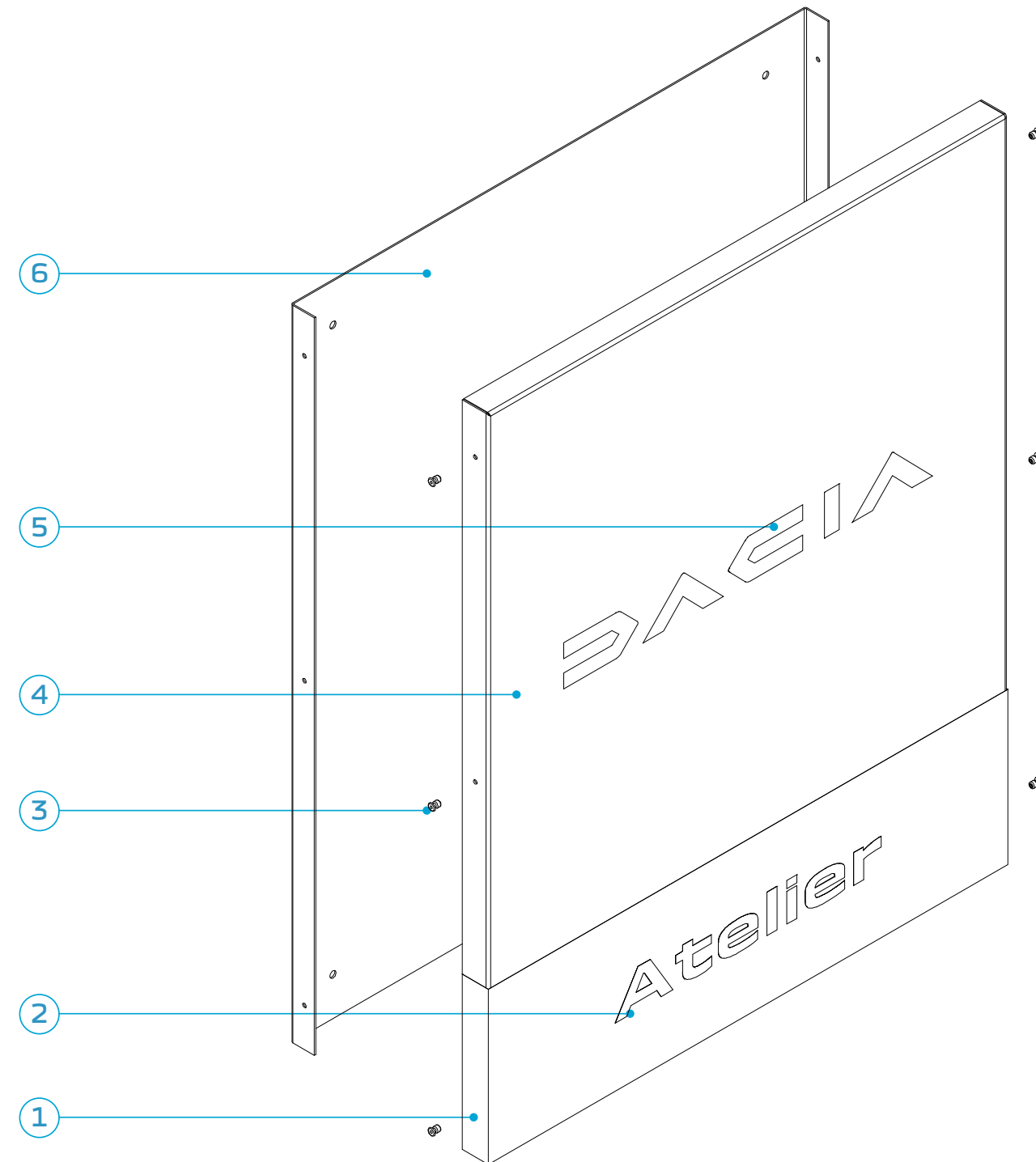
MANUFACTURING PRINCIPLES

- Aluminium sheet with raised edges mounted on an aluminium base fixed to the cladding by stainless steel screws.
- Non-illuminated product.

KEY

- 1 Face in wood-printed aluminium sheet with anti-UV matt varnish,
- 2 Dacia logotype in matt black adhesive cutout,
- 3 Khaki adhesive in matt finish,
- 4 Text in matt black adhesive cutout, Dacia Block Extended Bold typography, Capital on first letter, lowercase on other letters, centered, standard letter spacing,
- 5 Back in raw aluminium sheet with raised edges.

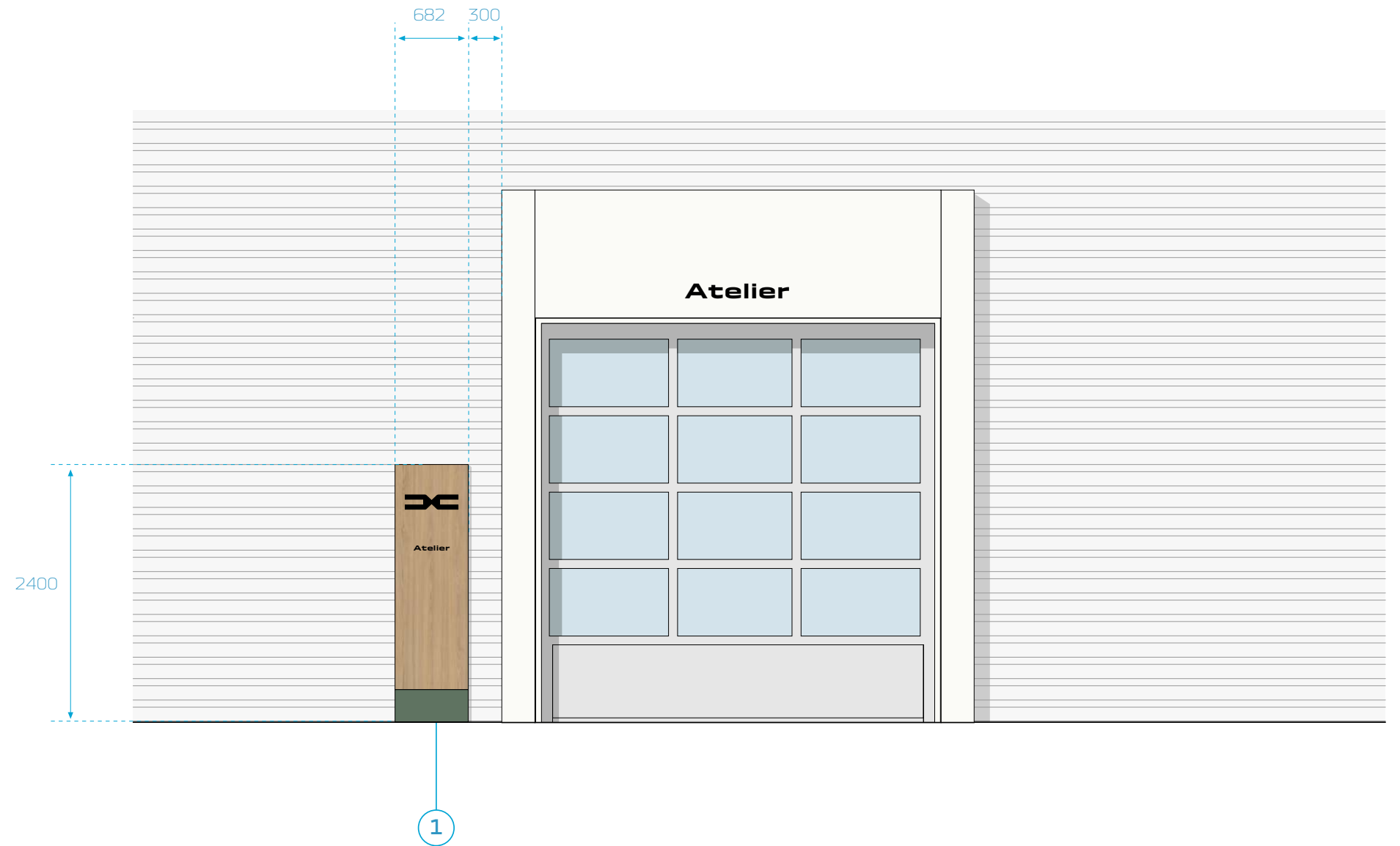
6.3 Workshop plate - exploded view



KEY

- 1 Khaki adhesive.or painted aluminium sheet
- 2 Text in matt black adhesive cutout
- 3 Stainless screw or nut
- 4 Front face with wooden pattern decoration
- 5 Dacia logotype in matt black adhesive.
- 6 Back of the sign in natural aluminium

6.4 2400 mm totem for workshop bays



IDENTIFICATION PRINCIPLES

As an option, to increase visibility, the workshop plate can be replaced by a 2400 mm totem.

1 2400 mm workshop totem

6.5 2400 mm workshop totem

MANUFACTURING PRINCIPLES

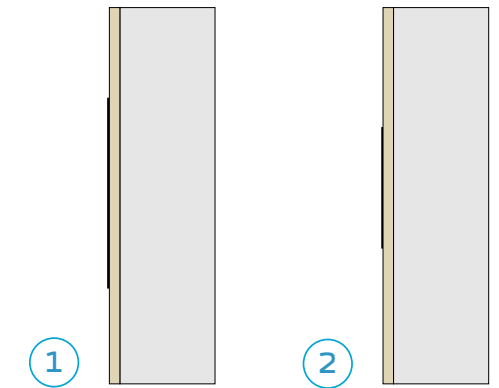
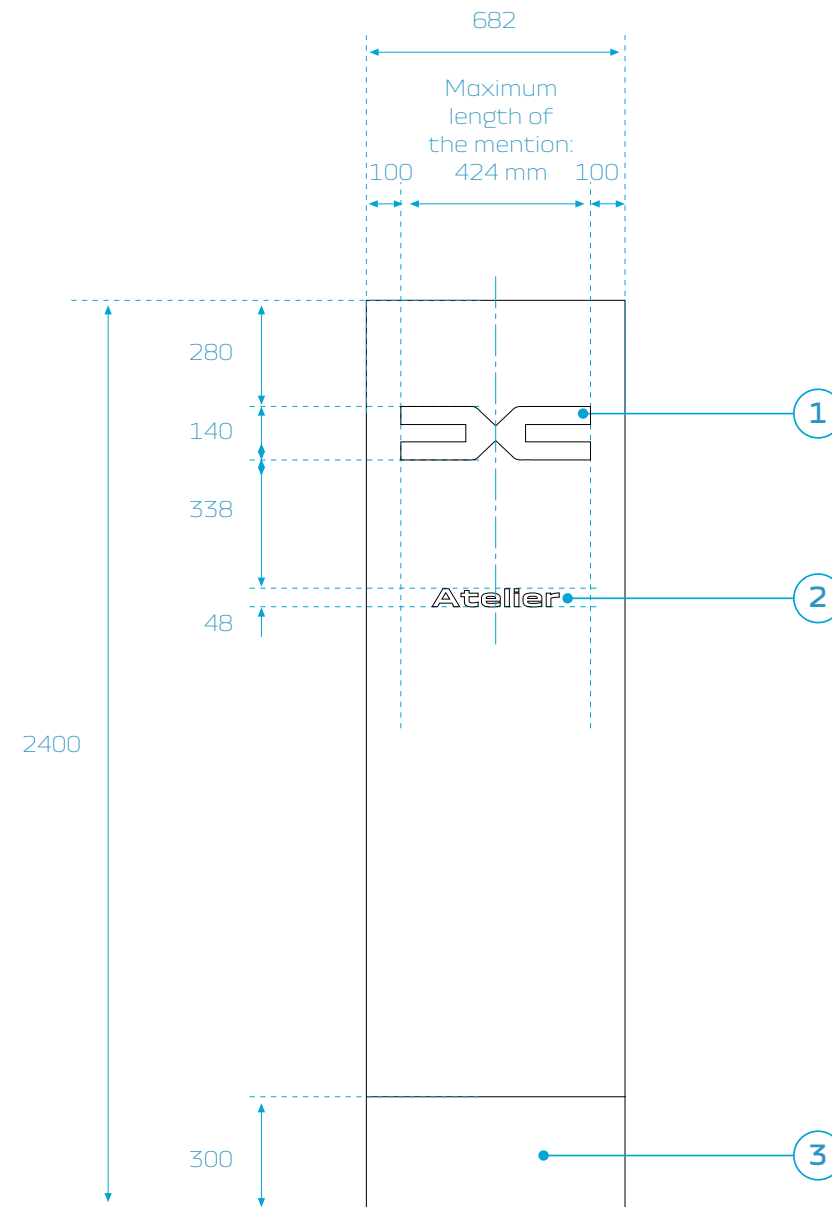
- Aluminium sheet with raised edges mounted on an aluminium base fixed to the cladding by stainless steel screws.
- Non-illuminated product.

KEY

- 1 Emblem in matt black adhesive cutout,
- 2 Text in matt black adhesive cutout, Dacia Block Extended Bold typography, capitals, centered, standard letter spacing,
- 3 Back in raw aluminium sheet with raised edges,
- 4 Face in wood-printed aluminium sheet with anti-UV matt varnish,
- 5 Khaki adhesive plinth in matt finish.



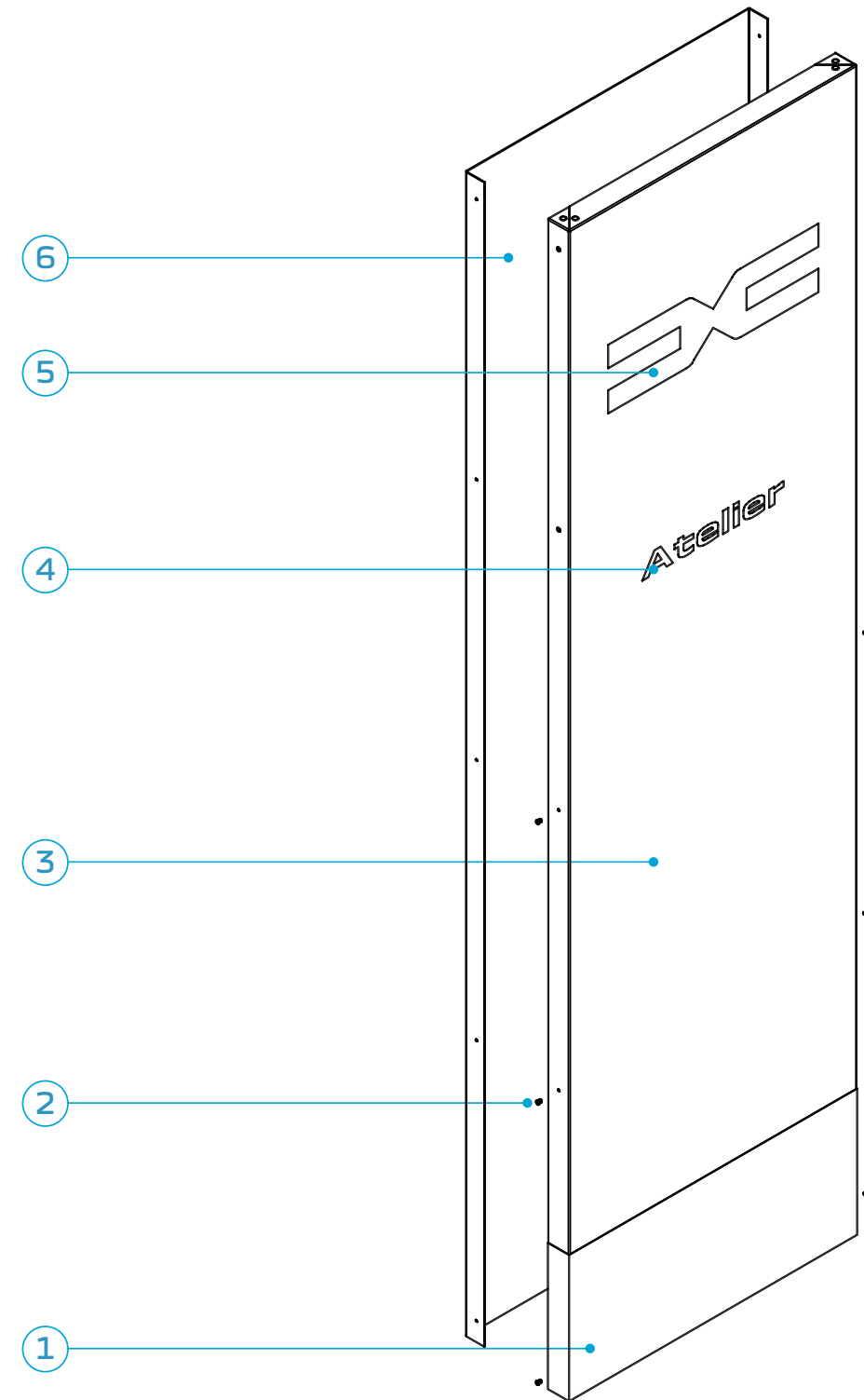
6.6 Outlines of the face of workshop totem



KEY

- 1 Dacia logotype in matt black adhesive cutout,
- 2 Text in matt black adhesive cutout, Dacia Block Extended Bold typography, Capital on first letter, lowercase on other letters, centered, standard letter spacing..
- 3 Khaki adhesive plinth in matt finish.

6.7 Workshop totem - exploded view



KEY

- 1 Khaki adhesive.or painted aluminium sheet
- 2 Stainless screw or nut
- 3 Front face with wooden pattern decoration
- 4 Text in matt black adhesive cutout
- 5 Dacia emblem in matt black adhesive.
- 6 Back of the sign in natural aluminium

6.8 Single workshop bay cladding

PRINCIPLE

The workshop doors assigned to Dacia are identified by a frame associated with a white fascia bearing the "Workshop" marking.

On a Dacia site, in addition, a Dacia Atelier plate can be located next to the workshop bay.

Height of fascia is 600, 900 or 1200 mm.

On a multibrand site, it is the same as for Renault bays.

DESCRIPTION

The cladding is made with raised edge panels painted in RAL 9003 White.

The cutout of panels should be as presented on the opposite drawing.

- 1 Upright made in aluminium sheet
- 2 Door in light grey
- 3 1200 mm fascia with "Workshop" marking, in aluminium
- 4 Side upright made in aluminium sheet whose height is the same as the fascia



6.9 Multiple workshop bay cladding

PRINCIPLE

In case of multiple workshop bays, the cladding principle is the same as for the single bay.

The word "Workshop" appears only once in the centre of the group of bays.

A Dacia Atelier plate can be located next to the workshop bays.

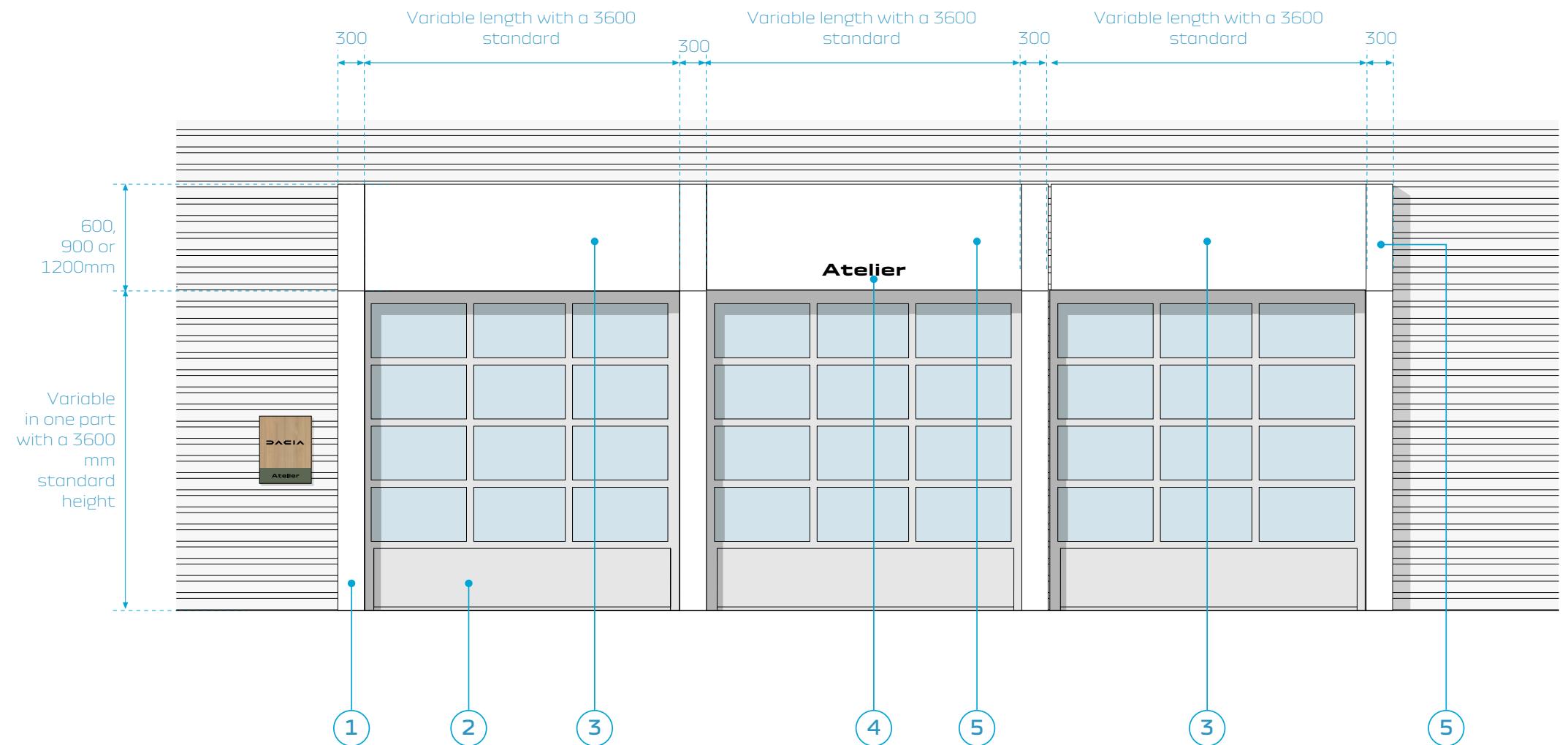
Height of fascia is 600, 900 or 1200 mm.

On a multibrand site, it is the same as for Renault bays.

DESCRIPTION

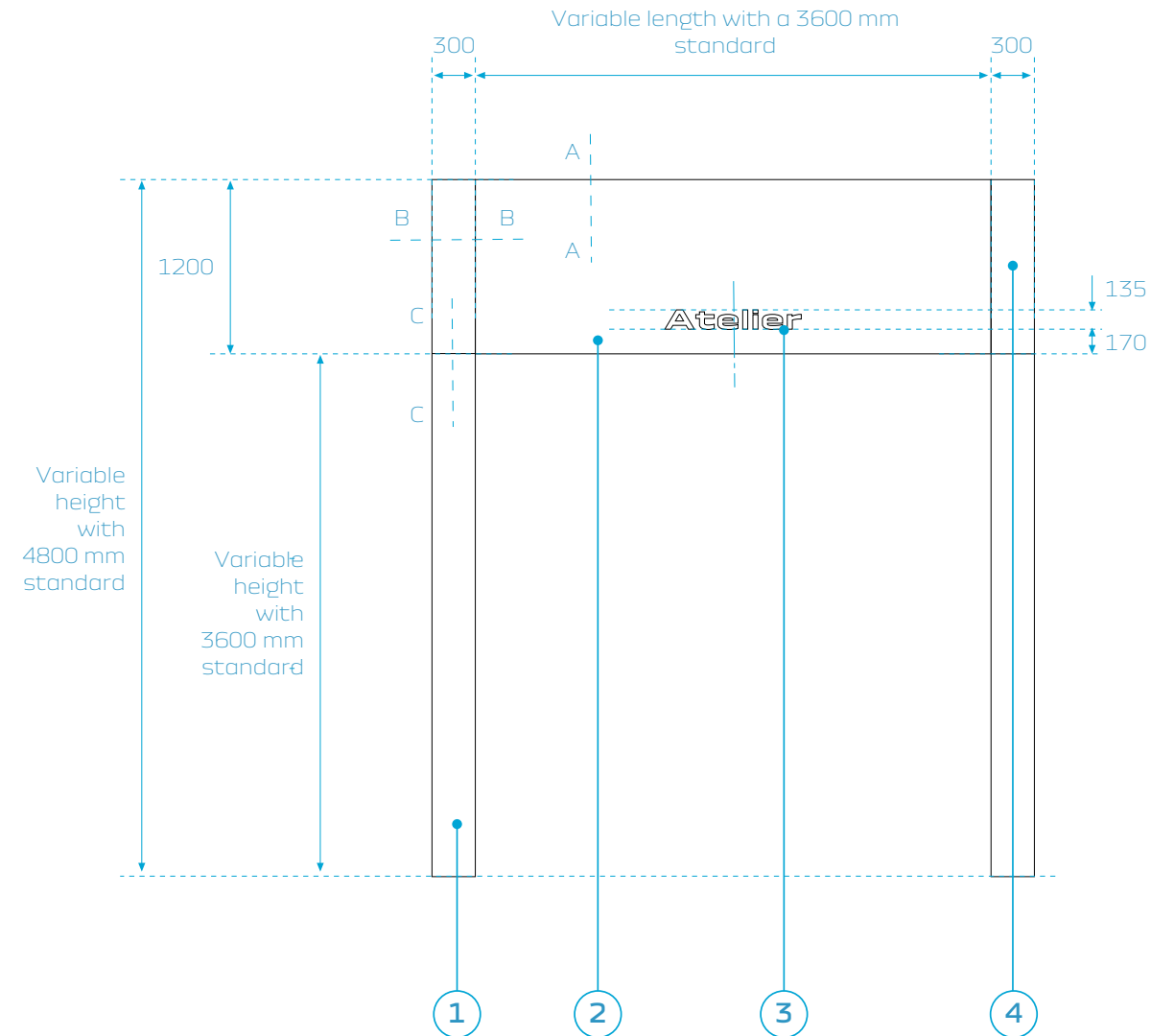
The cladding is made with raised edge panels painted in RAL 9003 White.

The cutout of panels should be as presented on the opposite drawing.



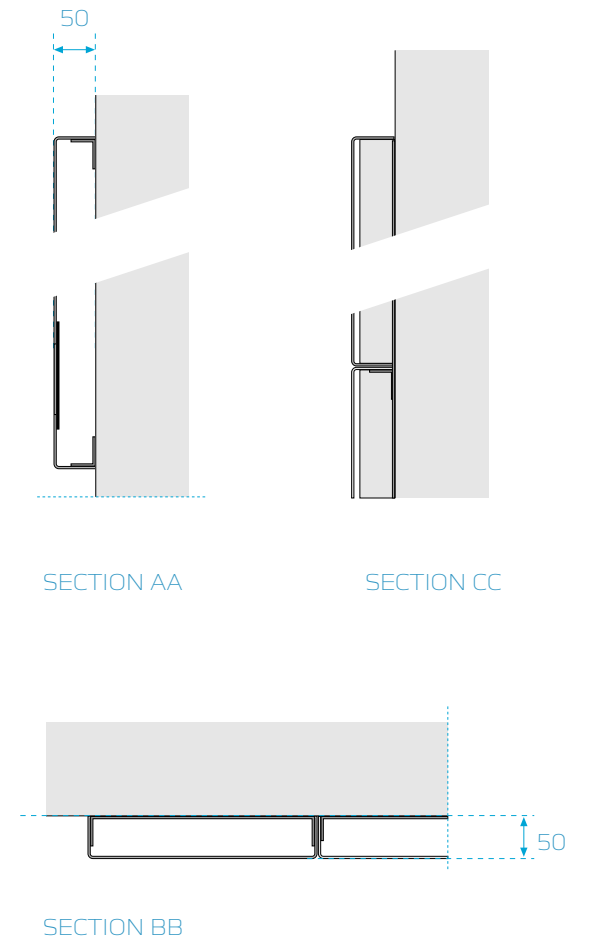
- 1 Upright made in aluminium sheet
- 2 Door in light grey
- 3 1200 mm fascia in aluminium
- 4 1200 mm fascia with "Workshop" marking. in aluminium
- 5 Side upright made in aluminium sheet whose height is the same as the fascia

6.10 1200 mm workshop bay - outlines

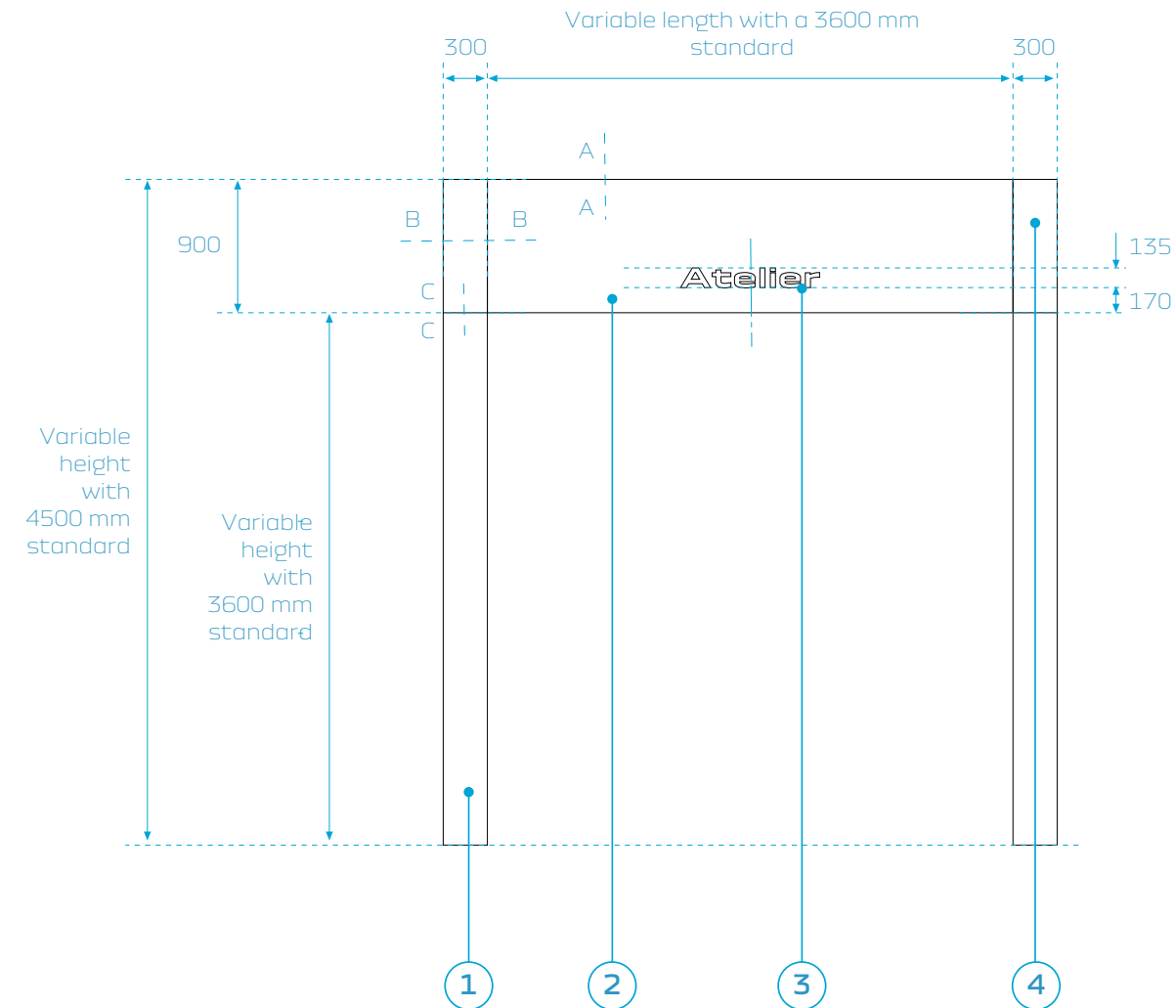


KEY

- 1 Vertical upright made of white prepainted aluminium sheet mounted fixed on a U in raw aluminium sheet, 50 mm thick. Standard height 3600 mm, set at door height.
- 2 Workshop door fascia made of white prepainted aluminium sheet, 50 mm thick. Format: 1200 x 3600 mm in one piece.
- 3 Word "Atelier" in PMMA Black & White laminated to the back of the front panel. Lighting by LEDs arranged tangentially to the text.
- 4 Vertical upright made of white prepainted aluminium sheet mounted fixed on a U in raw aluminium sheet, 50 mm thick. Standard height 1200 mm.

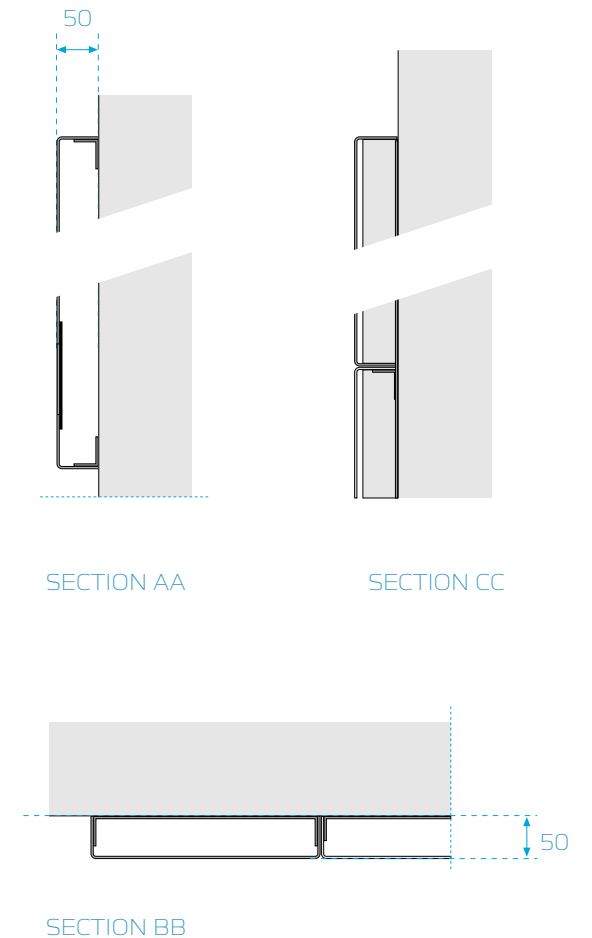


6.11 900 mm workshop bay - outlines

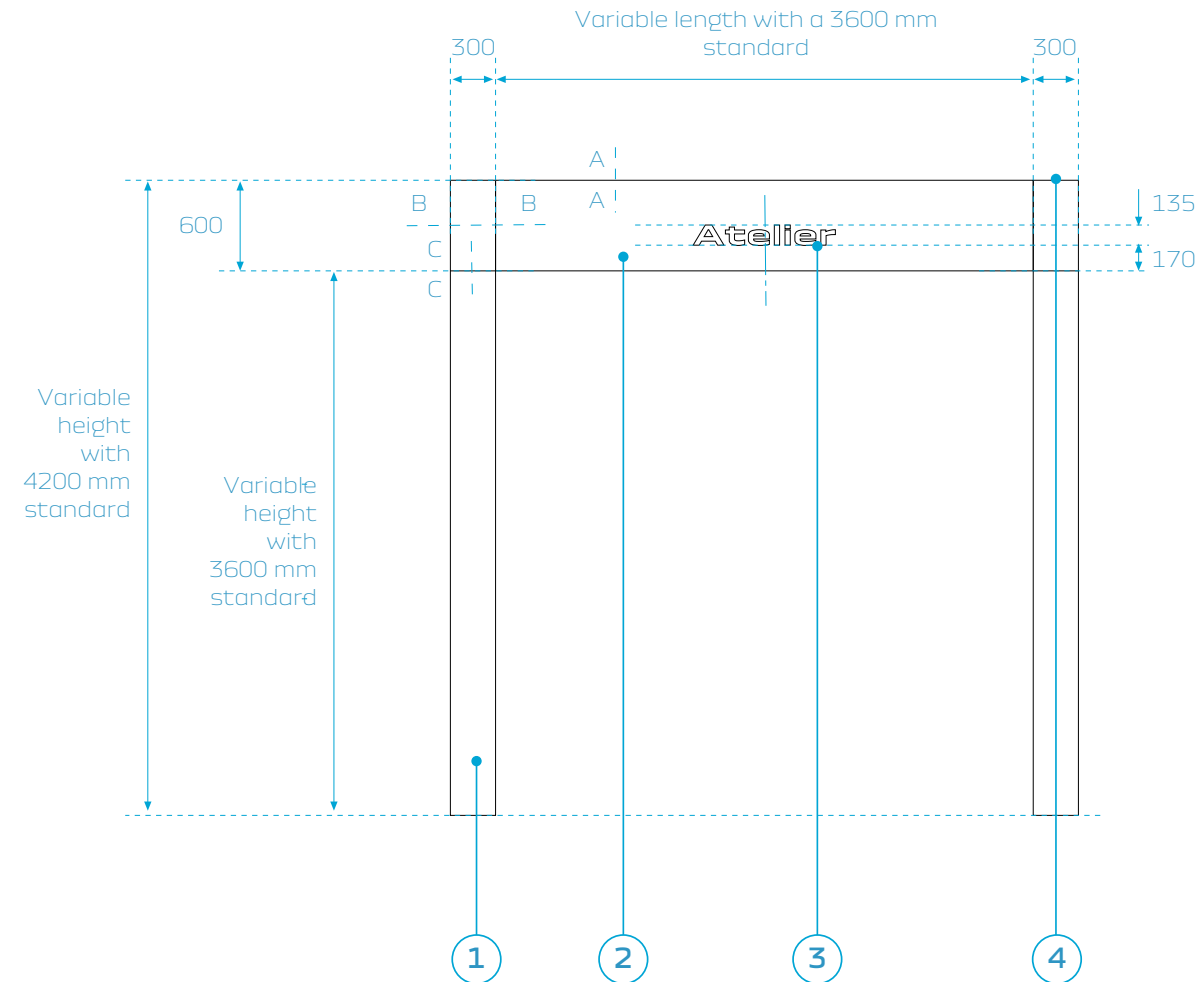


KEY

- 1 Vertical upright made of white prepainted aluminium sheet mounted fixed on a U in raw aluminium sheet, 50 mm thick. Standard height 3600 mm, set at door height.
- 2 Workshop door fascia made of white prepainted aluminium sheet, 50 mm thick. Format: 1200 x 3600 mm in one piece.
- 3 Word "Atelier" in PMMA Black & White laminated to the back of the front panel. Lighting by LEDs arranged tangentially to the text.
- 4 Vertical upright made of white prepainted aluminium sheet mounted fixed on a U in raw aluminium sheet, 50 mm thick. Standard height 900 mm.

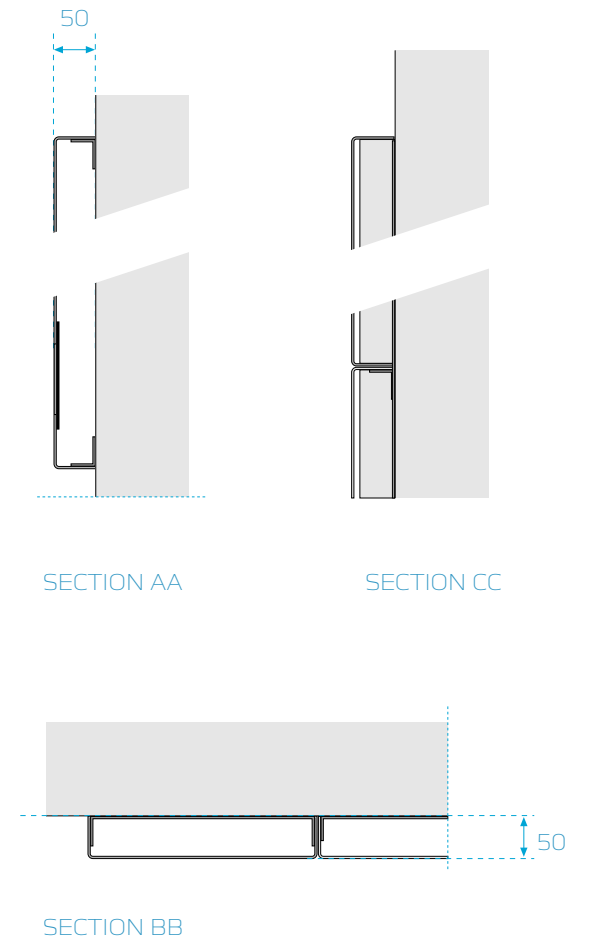


6.12 600 mm workshop bay - outlines



KEY

- 1 Vertical upright made of white prepainted aluminium sheet mounted fixed on a U in raw aluminium sheet, 50 mm thick. Standard height 3600 mm, set at door height.
- 2 Workshop door fascia made of white prepainted aluminium sheet, 50 mm thick. Format: 1200 x 3600 mm in one piece.
- 3 Word "Atelier" in PMMA Black & White laminated to the back of the front panel. Lighting by LEDs arranged tangentially to the text.
- 4 Vertical upright made of white prepainted aluminium sheet mounted fixed on a U in raw aluminium sheet, 50 mm thick. Standard height 600 mm.



6.13 Lighting of fascia markings

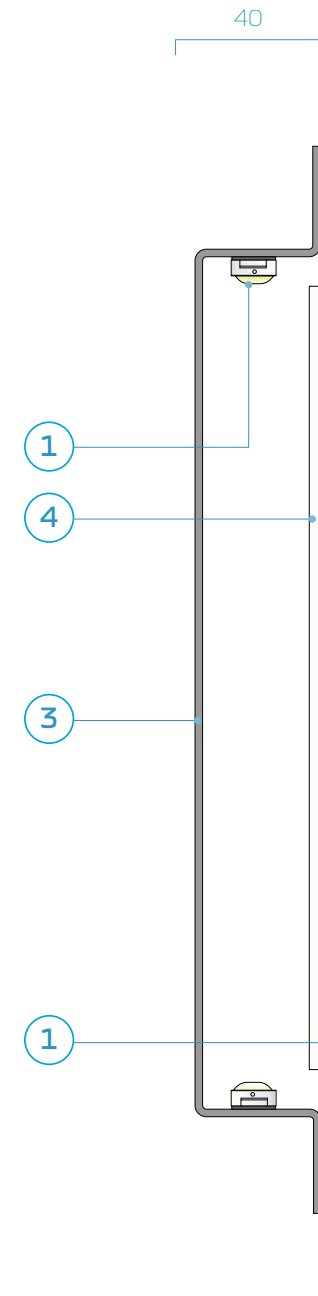
DESCRIPTION

Given the shallow depth of the facade cladding, the LED lighting will be installed perpendicular to the markings.

This requires the production of an independent light box for each of the markings.

KEY

- 1 Front side of the sheet metal facade cladding
- 2 White LED chain, IP65, 6500° K, luminance 250 cd/m²
- 3 Front panel in white PMMA diffusing th. 3 mm, laminated on the back of the sheet
- 4 Light box in white pre-lacquered aluminum sheet, thickness 15/10 th fixed to the back of the sheet metal face



6.14 Lighting equipment

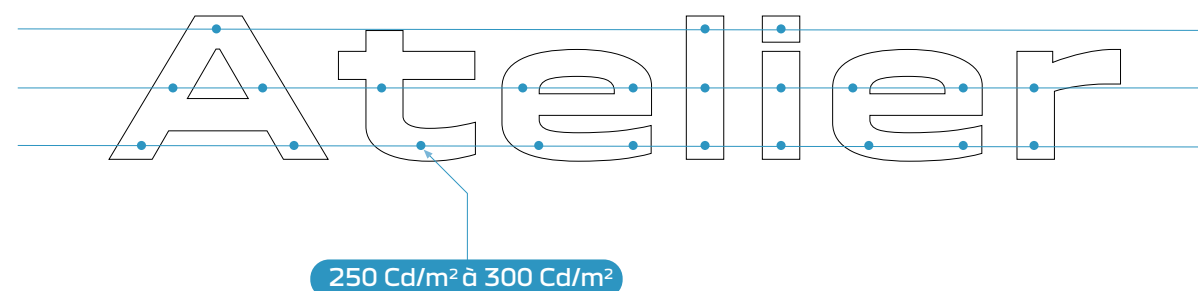
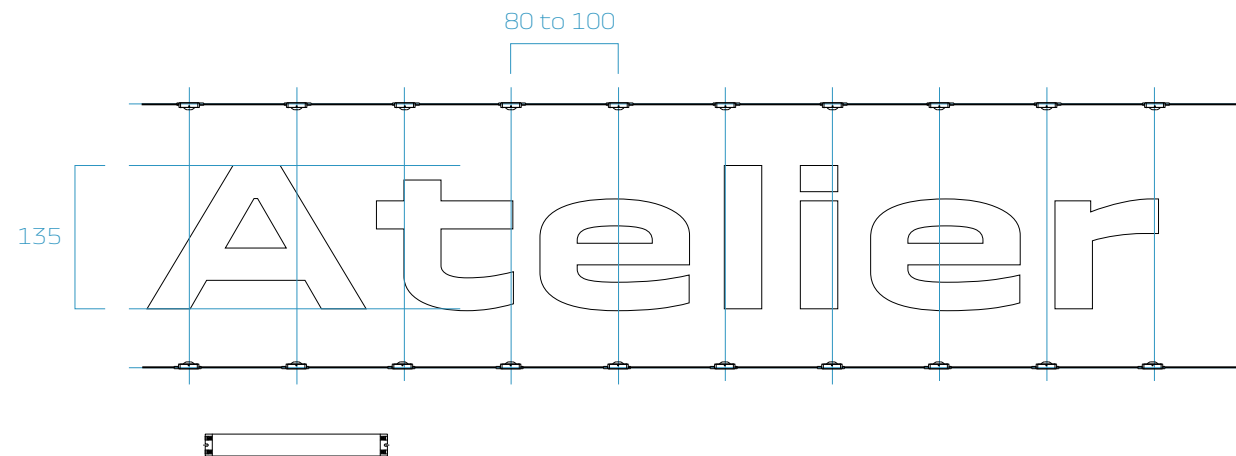
PRINCIPLE

This recommendation is made on the basis of a 60 lumens module with a luminous efficacy of 90 to 100 lumens/watts.

The instruction remains indicative and shall require a validation and a test for compliance with the performance targets indicated in this document.

PERFORMANCES

- Chain LED protection IP65 min.
- Temperature: 6500°K Cool White.
- Average luminance: 250 cd/m² with a maximum of 300 cd/m².
- The warranty for all parts and LED lighting systems is 5 years, subject to compliance with the conditions of use and maintenance.
- Reduction of flow by 50% after 50,000 hours of operation.
- Guaranteed minimum lifetime: 50,000 hours.
- Supply: 220 volts
- Converter: 12 volts, constant current
- Module: LEDIT - YAKI OPTIKA 60 HF1 OW IP67
- Efficiency: over 90 lm/watt
- Consistency: MacAdam ellipse 3



The dots schematically represent the measurement points that must have similar light intensities to obtain uniform illumination of each of the marking components.

Readings, taken with a calibrated luminance meter, should ideally be done without stray light and at a distance of between 1 and 2 m from the face.

07

Test Drive area & Headline zone

7.1 Test Drive area - Presentation

IDENTIFICATION PRINCIPLES

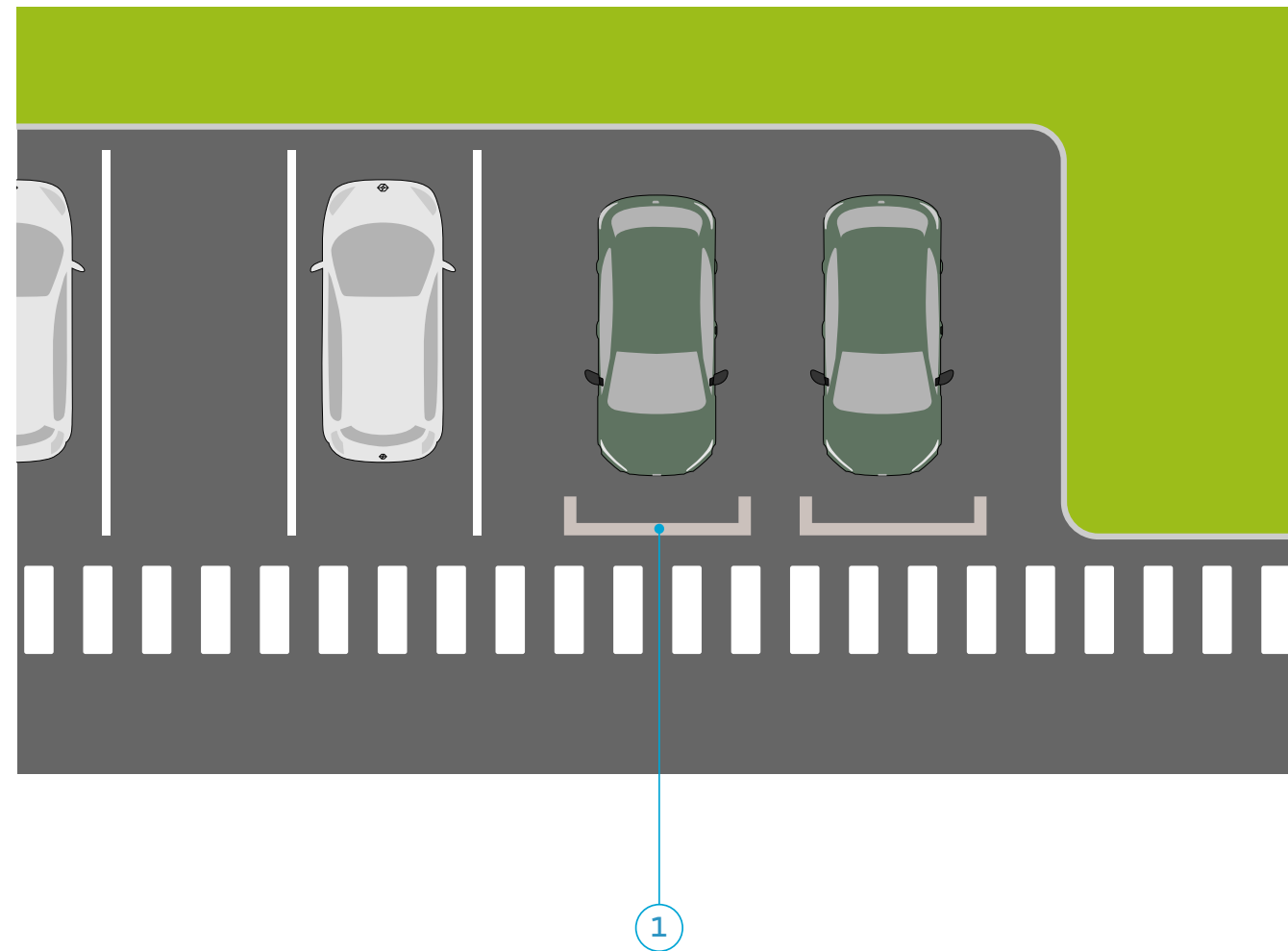
In order to offer the customer the opportunity to try out a vehicle, an area is set in the outdoor car parks, near the entrance to the showroom.

A minimum of 2 vehicles reserved for testing is recommended for the various sites with the exception of Dacia Boxes for which a minimum of 4 vehicles is recommended.

In front of each vehicle, a marking on the ground identifies the space reserved for this purpose.

Format: L. 2400 x l. 600 mm

1 Ground marking.



7.2 Test Drive area - Description

PRINCIPLES

The Test Drive area is part of the customer parking grid.

The parking spaces have the following format:
L. 5000 x l. 2300.

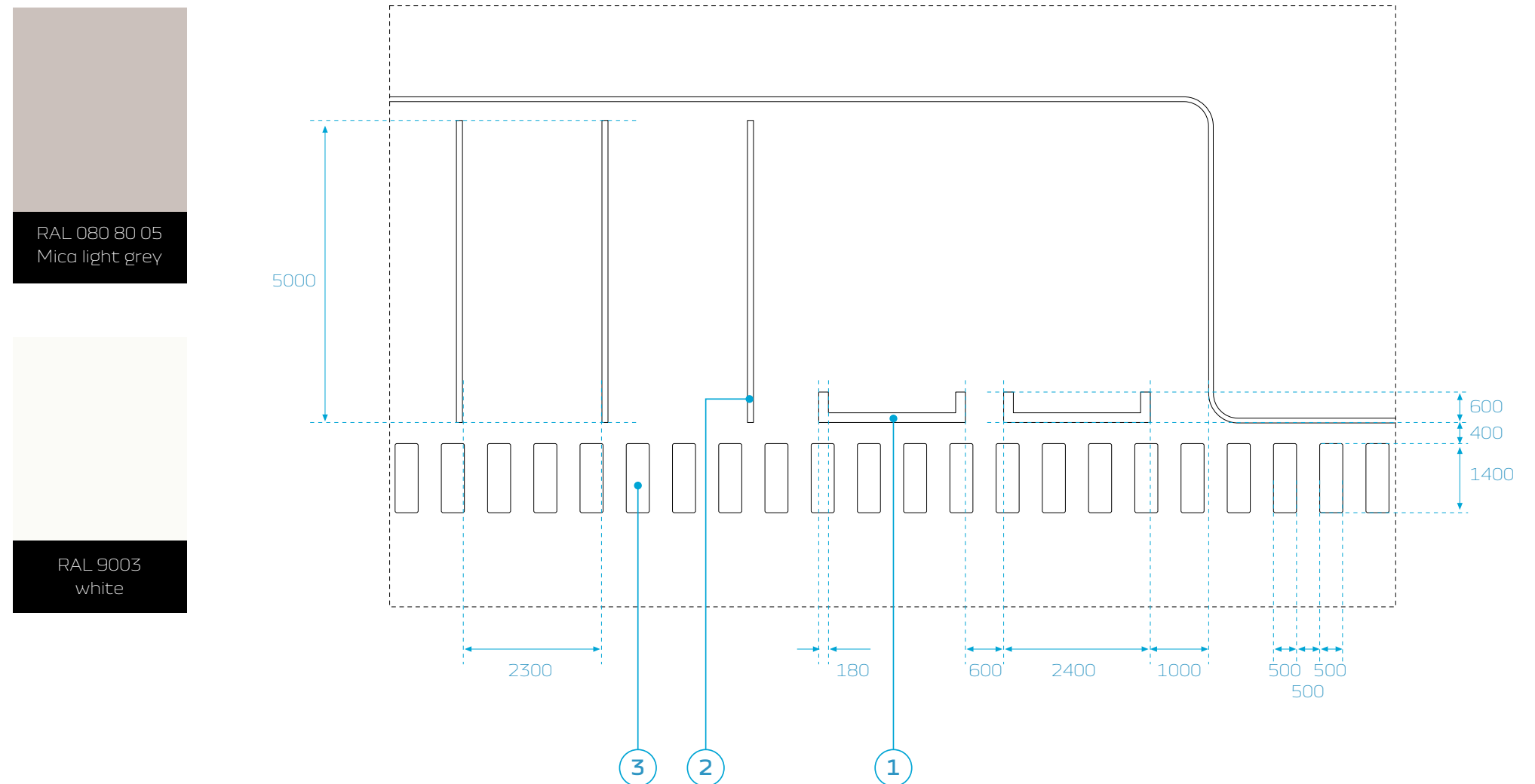
They are delimited by 100 mm wide white strips.

The places in the Test Drive area are identified by a ground marking in RAL 080 80 05 Mica light grey in matt finish.

The marking is made in two-component epoxy paint for optimal durability.

In addition, access to the Test Drive area is materialized by pedestrian paths in the standard format of L. 1400 x 500 mm.

- 1 Ground marking of the area in RAL 080 80 05 Mica light grey matt finish
- 2 Separation strip for parking spaces
- 3 Pedestrian path.



7.3 Headline zone - Presentation

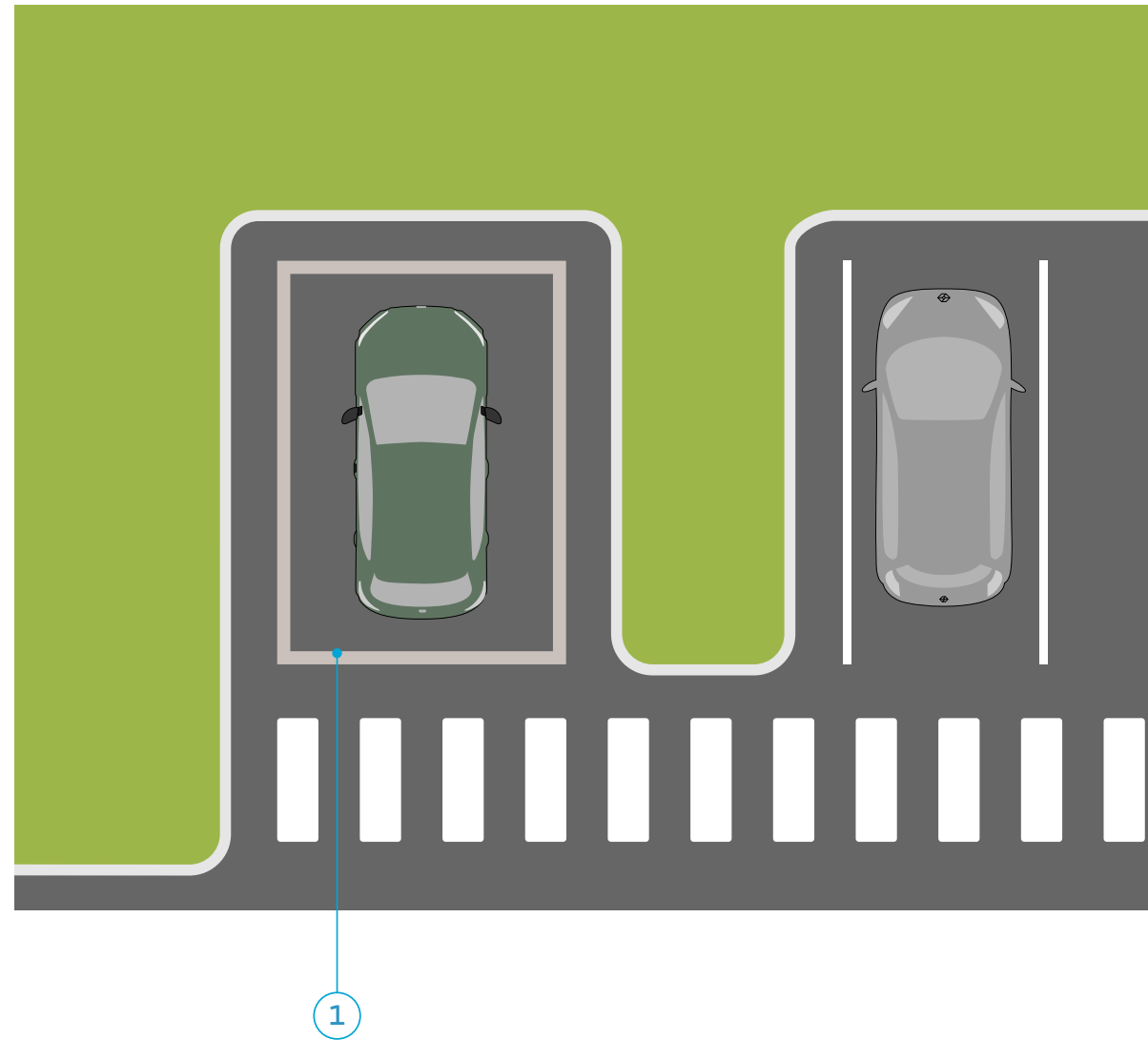
IDENTIFICATION PRINCIPLES

This area is devoted to present the model in launch in front of the dedicated facade to Dacia.

Around the vehicle, a marking on the ground identifies the space reserved for this purpose.

Format: L. 5000 x l. 3600 mm

1 Ground marking.



7.4 Headline zone - Description

PRINCIPLES

The Headline zone is implanted close to the Test Drive area and/or the customer car park.

The Headline zone is identified by a ground marking in RAL 080 80 05 Mica light grey in matt finish.

The parking spaces have the following format: L. 5000 x l. 2300.

They are delimited by 100 mm wide white strips.

The marking is made in two-component epoxy paint for optimal durability.

In addition, access to the outdoor areas is materialized by pedestrian paths in the standard format of L. 1400 x 500 mm.

- 1 Ground marking of the area in RAL 080 80 05 Mica light grey matt finish
- 2 Separation strip for parking spaces
- 3 Pedestrian path.

