



IMPLEMENTATION GUIDE & TECHNICAL DESCRIPTION
RETAIL CONCEPT WITHIN THE PRIMARY NETWORK
BRAND SIGNAGE PARTITION

Version V1.0 November 2022

BRAND SIGNAGE PARTITION

DACIA BRAND SIGNAGE ON THE BACK OF THE RENAULT FRESCO

APPLICATION CONTEXT

The following information applies to a multi-brand dealership shared with Renault, where the two parts are currently separated by a Renault fresco frame. Dacia's colours must be displayed on the Dacia side of the Renault fresco.

Dacia brand signage partition is available in several sizes to fit the reverse of the different-sized Renault murals.

DON'T

Use this brand signage partition for any other purpose than covering the reverse of the Renault fresco.



COMPONENTS

BRAND SIGNAGE PARTITION

IMPLEMENTATION RULES

There are **two brand signage options on the Dacia side, depending on whether a brand wall can be installed in the dealership or not.**

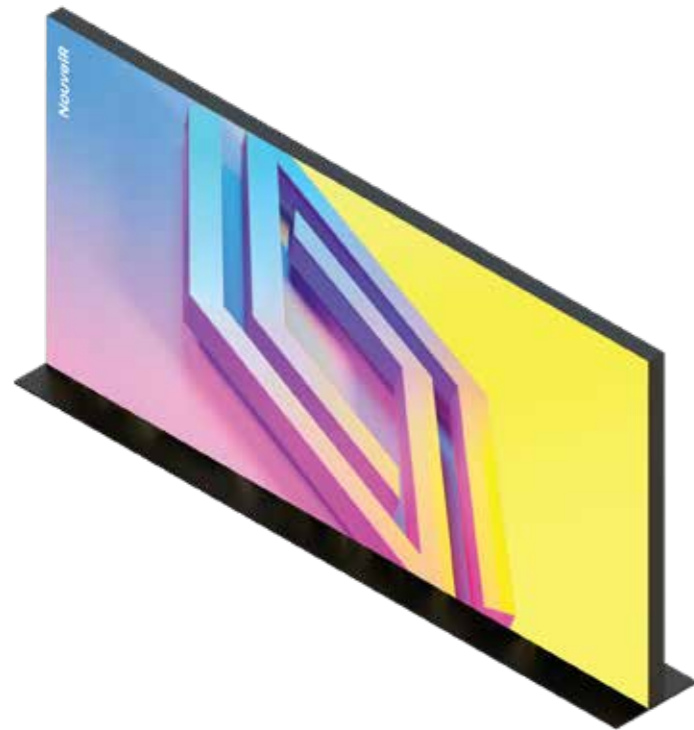
The visuals are available as a digital file (minimum 100 dpi with no change to the display format).

OPTION 01

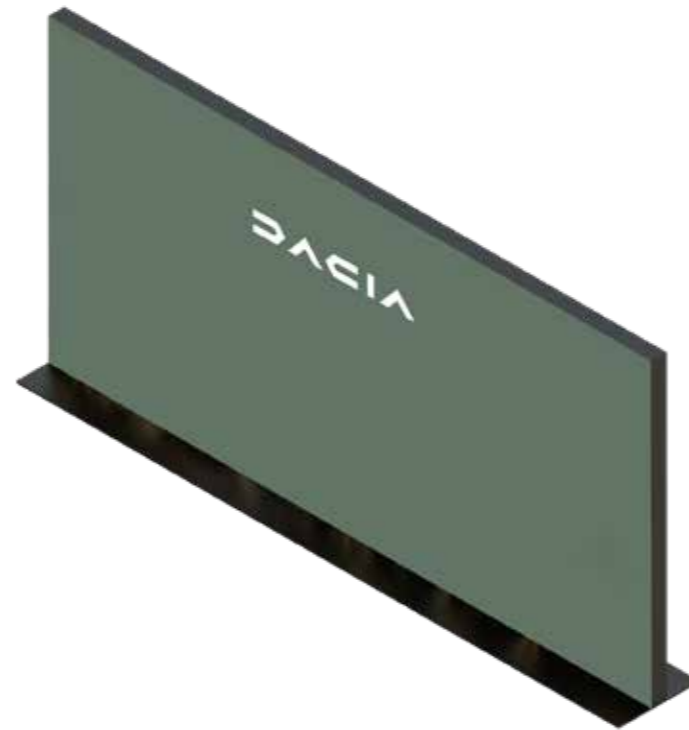
If there is no possibility of a Dacia brand wall, this brand signage is used to create a **Dacia brand wall** (khaki rectangle + logo).

OPTION 02

If there is a Dacia brand wall in the dealership, the reverse of the Renault fresco should be covered with a **lifestyle panel** (visual + centred Dacia logo).



Brand signage on the Renault side



Brand signage on the Dacia side brand wall

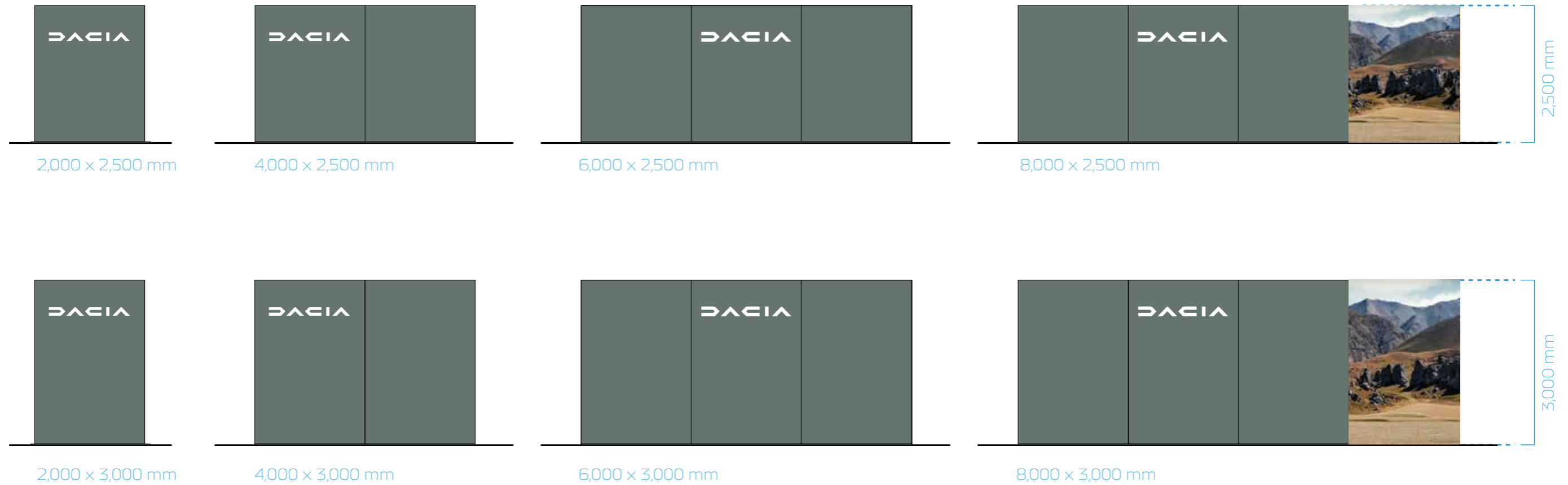


Brand signage on the Dacia side - lifestyle panel (choice of 2 visuals)

COMPONENTS

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Dacia brand signage comes in the following different sizes to match the Renault fresco:



COMPONENTS

BRAND SIGNAGE PARTITION | LIFESTYLE PANEL 1

Dacia brand signage comes in the following different sizes to match the Renault fresco:



2,000 x 2,500 mm



4,000 x 2,500 mm



6,000 x 2,500 mm



8,000 x 2,500 mm

2,500 mm



2,000 x 3,000 mm



4,000 x 3,000 mm



6,000 x 3,000 mm



8,000 x 3,000 mm

3,000 mm

COMPONENTS

BRAND SIGNAGE PARTITION | LIFESTYLE PANEL 2

Dacia brand signage comes in the following different sizes to match the Renault fresco:



2,000 x 2,500 mm



4,000 x 2,500 mm



6,000 x 2,500 mm



8,000 x 2,500 mm



2,500 mm



2,000 x 3,000 mm



4,000 x 3,000 mm



6,000 x 3,000 mm



8,000 x 3,000 mm



3,000 mm

BRAND SIGNAGE PARTITION

TECHNICAL DESCRIPTION

1 - INTRODUCTION

Dacia is changing its retail layout concept, to bring it in line with the new brand identity: more contemporary, bolder, closer to nature.

This new concept is frugal and flexible, has a managed level of investment which delivers many customer benefits as follows:

- greater visibility for the Dacia brand, right through the customer journey
- a simple and clear customer journey, which is better integrated with the digital journey
- a more rewarding experience
- a friendlier and more pleasant environment

The new elements will be introduced in Dacia showrooms as part of our drive for greater impact, visibility and efficiency.

The decor recommendations require the creation and installation of Dacia branded partition fresco on the reverse of the Renault fresco (in showrooms where these exist)

All these projects will involve both the technical production of prototypes and a first batch which will need to be approved by Dacia prior to launch.

2 - RECOMMENDATIONS

The information below describes the different aesthetic and technical parameters which the supplier must respect when designing and delivering the required elements.

This technical analysis takes into account the many constraints in terms of raw materials, production methods, logistics and installation.

3 - BRAND SIGNAGE PARTITION

> PRINCIPLE

Large-scale coloured Dacia visuals are printed on stretched canvases. The canvases must be hung vertically on the rails and must be easily replaceable.

The visuals are created by the Dacia BU Marketing Department and are available as a digital file (minimum 100 dpi with no change to the display format).

> FORMATS

In the concept, Dacia visuals are affixed to an existing frame in the dealership. The following 8 formats are available:

- | | | | |
|----|--------------------------|---|---------------------------|
| 1- | 2,000 (w) x 3,000 (h) mm | ⊗ | 2,000 (w) x 2,500 (h) mm |
| 2- | 4,000 (w) x 3,000 (h) mm | ⊗ | 4,000 (w) x 2,500 (h) mm |
| 3- | 6,000 (w) x 3,000 (h) mm | ⊗ | 6,000 (w) x 2,500 (h) mm |
| 4- | 8,000 (w) x 3,000 (h) mm | ⊗ | 8,000 (w) x 2,500 (h) mm. |

Visuals have, therefore, been created in 8 different formats to cover these different installation scenarios which must be managed by specialist service providers.

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> REGULATORY ASPECT

The supplier must provide the installer with instructions for affixing the brand signage to the existing bases and how to keep the bases stable (air movement, horizontal positioning of boards, structural verticality, etc.).

The existing bases have an estimated weight of more than 60 kg for a module measuring 2,000 (w) x 3,000 (h) mm anchored to a weight plate (a total estimated weight of 220 kg).

This requires care when handling (compressing due to the weight of the plates, need to keep the frames vertical during assembly, risk of the canvas falling when being put in position...).

> PRACTICAL FORMAT

Globally, the backdrops will have a standard height of 3,000 mm (2,500 mm less common).

Their length vary depending on the size of the dealership: 2,000 mm, 4,000 mm, 6,000 mm or 8,000 mm long.

They are one or several 2,000 mm modules placed next to one another and securely fixed in place.

So production is standardised, based on a 2,000 mm wide module which can be duplicated horizontally as required.

> PRINTING OF VISUALS

The designer must ensure that the image format matches the different backdrop formats (keeping the same height/length ratio). It must also be possible to crop the image without distorting it.

A wide range of M1-rated printing fabric is available in 2,100 mm widths. The visuals can be printed on various types of machines which should offer high-quality printing but also keep waste to a minimum. The useful life of visuals used in exhibitions is between 18 and 24 months, so the colours must have high UV resistance.

For example, the most pleasing results have been achieved with the following specifications: eight-colour printing with a resolution of 720 dpi on a mixed-fibre canvas (70% cotton, 30% polyester) weighing 210 g per m² (opaque canvas).

> STRETCHER FRAMES

To position backdrops and remove them easily, we advise the supplier to use rods sewn around the canvas. The rods can then be inserted into the grooves in the aluminium rail around the edges of the stretcher frames.

The frames have an outer section with a mitred joint which means that canvases can be stretched on one or both sides without distorting them (single or double-sided canvas).

The frames will then be placed on a weight plate fixed to the ground with bolted bracing. Intermediate sections will be used to ensure that the outer sections remain straight and the correct distance apart to stop the canvas from billowing.

In this specific situation, all care must be taken not to damage the existing canvas on the Renault side.

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4 - COMPLIANCE WITH THE VISUAL IMPACT AND COLOUR CRITERIA

All colours must have a satin finish with a maximum gloss or matt level of 40%. Rules relating to colours must be strictly adhered to.

Colour and material samples should be submitted for approval before production begins.

5 - PRINCIPLES OF PRODUCTION

The visuals must comply with the official images in this specification.

The supplier will submit production plans for approval, along with descriptions of the sub-assemblies included in the mural module.

In accordance with the main principles set out in this specification, the supplier is required to provide recommendations on the choice of materials and implementation methods required to conform to the dimensions and aesthetic qualities described in this document.

6 - VARIATIONS

The supplier is required to comply with the design of the components as described and illustrated in the specification. However, it is hoped and expected that the supplier may recommend other economical alternative solutions for approval.

Should the supplier deem it necessary, they may submit alternative processes or different methods from those described in the specification to Dacia, provided that these alternatives comply with the aesthetics set out in the specification and that they can be used consistently in the different families of components.

For example, any redistribution of surface features, the ways in which the different sub-assemblies are connected, changes of materials, processes or the decoration to be painted must be reported.

7 - PROTECTING THE PARTITION AND KEEPING IT CLEAN

In particular, the supplier must carry out calculations, sizing and the use made of all the structural components required to ensure that the item is durable, and to guarantee that it poses no danger to the members of the public who come into contact with it (particularly the right side).

8 - TECHNICAL REVIEWS

The supplier must analyse this file, prepare a technical summary of the contents and draw up production plans which will be submitted to Dacia for approval.

The file should be accompanied by colour and material samples. A precise timeframe will be set for the project, indicating the transition and approval points expected by Dacia.

9 - PRODUCTION OF THE FIRST ITEMS

Following approval of the production file, the supplier may begin production, beginning with the tools required. The first Dacia brand signage partition will be assembled by the supplier and presented to Dacia for approval.

10 - MASS PRODUCTION

Following confirmation that the first items meet production standards and notification of any changes required, the supplier will get the go-ahead to begin mass production. The supplier will then produce the items in strict compliance with the previously submitted production file and the approved pre-production samples.

10 - GUARANTEES

A 2-year guarantee is required against any manufacturing or installation defects.

ADDITIONAL INFORMATIONS

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

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