



Network Digital Standards Guides

# **Digital Standards Guide for DACIA - standard**

2022/December - EN

## contents

### 1 **visual aspect of the brand** .....

logotype

typography

colors

visuals & GUI (Graphic User Interface)

### 2 **name & URL** .....

business name

URL

### 3 **general website presentation** .....

multiple brand environment

Dacia brand environment

mobile usage

### 4 **presentation of activities** .....

user journey

presenting New Vehicles range & Used Vehicles

marketing offers and promotions

presenting the services, finance & ways of contact

### 5 **e-reputation** .....

Google My Business(GMB) management

reviews and FAQs

### 6 **social networks** .....

visual formats

communication and interaction rules

### **resources & annex** .....

# 1

## **visual aspect of the brand**

- How to use digital brands elements.
- Align every single digital brand visual identity element seen by customers online with the new branding.

### **1.1 \_ logotype**

- Examples on how to apply the logos/emblems in all digital environments.

visual aspect of the brand

## \_ logotype

Logotype



## our new identity

Dacia has a new logotype.

The **logo and link shall not be used on the same element, space or area**. For **digital use, logotype must be black on white background** (official logo validated by brand). Clear space around the logo is equal to one and a half of the height of the H, for left and right and H for top and bottom. Our logo is designed to scale to small sizes on print and screen. The minimum size of the logo is 120 PX. For full application guidance, see our Core Elements Guide available on brand hub.

Emblem "the link"



Dacia has a new emblem, the Link. It tells who we are : **bold and essential**.

The link is used for vehicles, retail, marking certain products, motion (e.g., TV tag) and certain digital applications (**avatar, favicon - white link with kaki background in 16px**). The emblem and logotype may not be used on the same element. It is recommended that the emblem usage in digital display be limited to social media accounts with the **emblem in white and background with Dacia Kaki only**. Favicon (white link, kaki background) will be used only on the Dacia user journey - for other brands user journeys or for the dealers own pages the favicon must be different and in accordance with that path.

visual aspect of the brand

## **\_ logotype**

### **Remember to:**

- Size the Dacia logo the same size as the other logos present.
- Respect the minimum sizes, for both logotype and the link.
- Respect an exclusion zone around the logotype when it is used in the navigation.
- For digital the emblem is used in black only or white if the background is darker.
- All branding elements can be downloadable from the Brandhub.

### **Avoid to:**

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

### **note**

Follow all up to date Corporate guides and trainings on branding related topics provided to you, as well as the digital standards guides.

# 1.2

## **\_ typography**

- Official fonts to be used.
- Example and rules for of headings, body texts, lists and sizes for each.

visual aspect of the brand

## **\_ typography**

# **Dacia Block**

**this is the new main typography**

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

Dacia Block is a proprietary typeface designed specifically to personify the brand world and inspire strength. DACIA BLOCK EXTENDED can be used to increase the impact of titles, taglines and main messages. The tight line spacing adds to this sense of strength, as for example in the price list table. For greater impact of headlines, taglines and main messages, it is used in DACIA BLOCK BOLD format. Use the Read font for paragraphs and paragraph titles, as well as for secondary texts (headers, footers, etc.).

visual aspect of the brand

## **\_ typography**

# READ

this is the **Jobbing Typeface**

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

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

visual aspect of the brand

## **\_ typography**

### **Remember to:**

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

### **Avoid to:**

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

### **note**

Follow all up to date Corporate guides and trainings on branding related topics provided to you, as well as the digital standards guides.

Design System full details here: [Figma](#) (for first time connection), you will be requested to register your account via a [form](#), also, in the same form you will also be able to request access to [Zeplin](#). It is required to own a Figma account before you request access.

# 1.3

## **\_ colors**

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

visual aspect of the brand

## **\_ colors**

### **WHITE**

**CO MO YO KO**  
**R255 G255 B255**  
**#ffffff**

### **DACIA KAKI**

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

**PANTONE 5615 C**

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

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

### **Secondary colors**

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



visual aspect of the brand

## **\_ colors**

### **Remember to:**

- Use the only color codes agreed by the Renault Group.
- Follow the color scheme for each element (text, buttons etc.)
- Respect the proportion of color usage on a website.
- Secondary and tertiary text color may be used in strap-lines, legal mentions, subtitles etc.

### **Avoid to:**

- Adapt the color code.
- Use #000000 black or any other color as background only use #FFFFFF & use #000000 black in text on a darker background and vice-versa.
- Use other colors from other brands of the Renault Group.
- Add new colors.
- Use too many colors (primary and secondary) on the same page

### **note**

Follow all up to date Corporate guides and trainings on branding related topics provided to you, as well as the digital standards guides.

Design System full details here: [Figma](#) (for first time connection), you will be requested to register your account via a [form](#), also, in the same form you will also be able to request access to [Zeplin](#). It is required to own a Figma account before you request access.

# 1.4

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

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

visual aspect of the brand

# \_ visuals & GUI - icons & pictos

## These are our main icons and pictograms

All icons and pictograms are available to you in a vector format to use in all digital environments. Our pictogram collection has been specifically developed for our brand. It is to be used on our various digital, print, as well as architectural and events materials. Please make sure you always use those proprietary elements to communicate.

The image displays a comprehensive set of 14 icon and pictogram categories, each presented in a numbered grid within a dashed border. The categories are:

- 1 - Edit, Files, Lists:** 35 icons related to editing, file management, and lists.
- 2 - Business:** 43 icons representing various business and financial concepts.
- 3 - Services:** 19 icons depicting different service-related actions and tools.
- 4 - Cars:** 59 icons focused on automotive features and components.
- 5 - Equipments:** 64 icons showing various types of equipment and machinery.
- 6 - Engines, Energy:** 31 icons related to engines, power, and energy systems.
- 7 - Devices, Connectivity:** 36 icons representing mobile devices and connectivity options.
- 8 - Location, Navigation, POI:** 35 icons for location-based services, navigation, and points of interest.
- 9 - Communication, User, Feedbacks:** 29 icons for communication, user interaction, and feedback mechanisms.
- 10 - Navigation, Controls, Arrows:** 69 icons for navigation, control elements, and directional arrows.
- 11 - Gestures:** 24 icons illustrating various hand gestures and touch interactions.
- 12 - Miscellaneous:** 28 icons for a variety of other miscellaneous icons.
- 13 - Social icons:** 19 icons for popular social media platforms.
- 14 - To validate:** 11 icons that require validation or review.

### note

Follow all up to date Corporate guides and trainings on branding related topics provided to you, as well as the digital standards guides.

Design System full details here: [Figma](#) (for first time connection), you will be requested to register your account via a [form](#), also, in the same form you will also be able to request access to [Zeplin](#). It is required to own a [Figma](#) account before you request access.

visual aspect of the brand

## \_ visuals & GUI - links & buttons

### Categories of links

Links are key elements for the navigation. Different colors from our design system can be used to highlight different categories of link and buttons. If the link results in an action, then these should be used.

#### normal

PRIMARY LINK →

PRIMARY LINK

#### hover

PRIMARY LINK →

PRIMARY LINK

### Categories of buttons

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

#### normal

PRIMARY

GHOST

SUPER PRIMARY

SUPER PRIMARY →

#### hover

PRIMARY

GHOST

SUPER PRIMARY

SUPER PRIMARY →

#### note

Follow all up to date Corporate guides and trainings on branding related topics provided to you, as well as the digital standards guides.

Design System full details here: [Figma](#) (for first time connection), you will be requested to register your account via a [form](#), also, in the same form you will also be able to request access to [Zeplin](#). It is required to own a Figma account before you request access.

visual aspect of the brand

## \_ visuals & GUI - range image

### This is our new recommended visual representation of vehicles in new vehicle ranges

Request the images (pack shots) from someone on the local marketing (digital) team or network strategy - always coordinate with the types of images found on the Corporate website.



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

When displaying vehicle images in a range, use the recommended size of the container and leave space between car images, and make sure to have a full white background for the entire range. Use the grid of 3 columns by 3 /4 rows in a single display. Ensure consistency when using a car range image - only official images are allowed, image shot from the same angle to be added in a certain order, and make sure not to edit the image provided to you (keep the shadow and the format). Make sure the image is adaptable and the same on all devices and screen orientations.

note

Follow all up to date Corporate guides and trainings on branding related topics provided to you, as well as the digital standards guides.

Design System full details here: [Figma](#) (for first time connection), you will be requested to register your account via a [form](#), also, in the same form you will also be able to request access to [Zeplin](#). It is required to own a [Figma](#) account before you request access.

visual aspect of the brand

## \_ visuals & GUI - editing images for hero zone

### Safe zones for hero images

Avoid choosing images of 1280px or similar. They are too small for big size banners (example: 2560 x 1440 px) and the quality of resulting visuals will be very low.

### Safe zone rules:

- Keep all cars in the safe area or they may be cut.
- Avoid the use of extra texts, icons or other visual elements on your banners. All texts and mentions should be included in the text box or on the product page itself.



note

Follow all up to date Corporate guides and trainings on branding related topics provided to you, as well as the digital standards guides.

Design System full details here: [Figma](#) (for first time connection), you will be requested to register your account via a [form](#), also, in the same form you will also be able to request access to [Zeplin](#). It is required to own a Figma account before you request access.

visual aspect of the brand

## **\_ visuals & GUI**

### **Remember to:**

- Always use official Dacia or Dacia approved visuals and follow visual standards when modifying any image (example: Mediateque)
- Use the grid formats as an orientation when building your website.
- In the range presentation, use consistency in vehicle images (use the same angle shot for all car images).
- Keep the shadow and the reflection on the ground.
- Make sure that the windows are transparent so that the background can be seen.
- Maintain the positioning of the vehicle in a horizontally aligned manner. Maintain a safe zone around the vehicle.
- Insert the legal notice adapted to the visual used (description of equipment/version, consumption)
- Use the correct colors of backgrounds and take advantage of the white space.
- In the edited images for facebook, instagram etc, to add the logo of the dealer- specify the name, location, ways of contact.

### **Avoid to:**

- Adding objects, elements, layer, logos or emblems (exceptions can be made with the coordination of the local marketing team) during the editing phase of any image.
- Using icons and visuals that are not part of Renault Group.
- Mixing the visuals, emblems, logos in a small area.
- When editing images, to use other colors outside Dacia official colors - don't mix fonts, colors of the dealer with the Dacia image.

### **note**

Aside from this digital standards guides, respect and follow all up to date Corporate guides and trainings on branding related topics provided to you.

# 2

## **name & URL**

- Secure as simple as possible, dealer's website URL to access the Renault Group's brands environment.
- Homogeneity on naming on all digital environments for a dealer online presence.

### **2.1\_ business name**

- Examples on how to display and ensure consistency with the name.

name & URL

## \_ business name

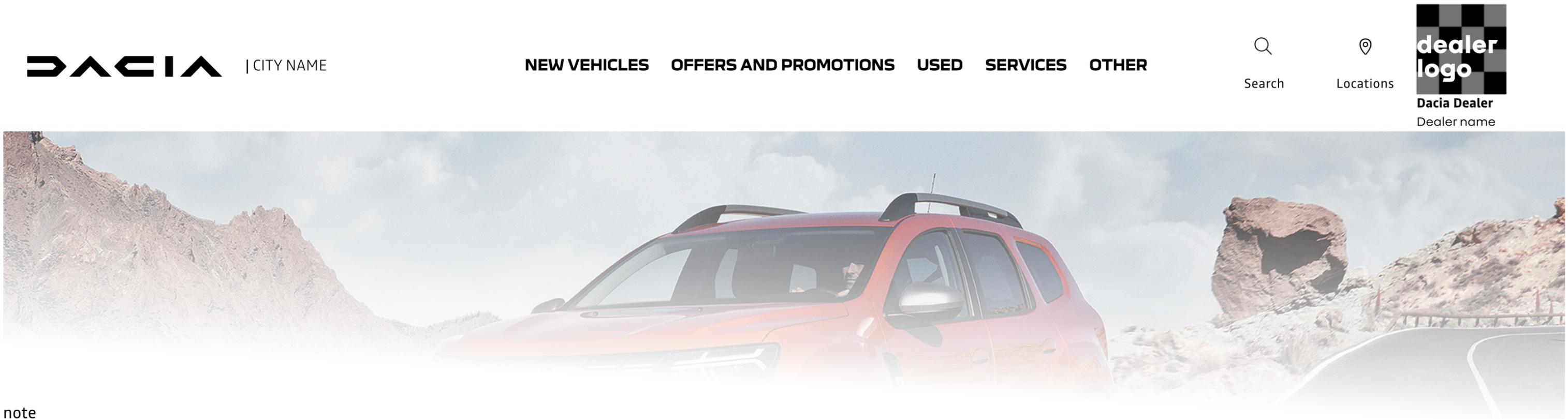
### Keep the same names on all digital environments (websites, social networks, Google My Business, etc.)

**Add City name/Geographical area** or City Name + Dealer name (only exceptions applied).

All must be written with Read in the in the navigation of the website, positioned after the Dacia Logotype (ensure an exclusion zone) to be as visible as possible to any user who lands on the homepage. Use variations of the overlay to fit the local requirements and also accessibility in terms of visibility. Use the Dacia and City Name in the meta title along with the other SEO recommendations and guides of the Renault Group.

Exception applied to navigation and/or Social media accounts are detailed in the Figma or Zeplin project.

The main exception for the naming refers to the fact that if there are competitors in the same city/area .The acceptable solution for naming is therefore */ City name + Dealer name* for Dacia and in the recommended area (to offer exclusions zone) - same will go for the other accounts display name. In all scenarios, on the right side of the website, the navigation will have a dedicated area/zone to the dealers own branding where the dealer logo, dealer name/group, "Brand dealer" stamp or any other distinct branding indicator can be added. Key is to ensure consistency and to provide a seamless and familiar user journey to the customer by respecting a certain format ( Brand + City name+ Dealer Name)



note

Follow all up to date Corporate guides and trainings on branding related topics provided to you, as well as the digital standards guides.

Design System full details here: [Figma](#) (for first time connection), you will be requested to register your account via a [form](#), also, in the same form you will also be able to request access to [Zeplin](#). It is required to own a Figma account before you request access.

name & URL

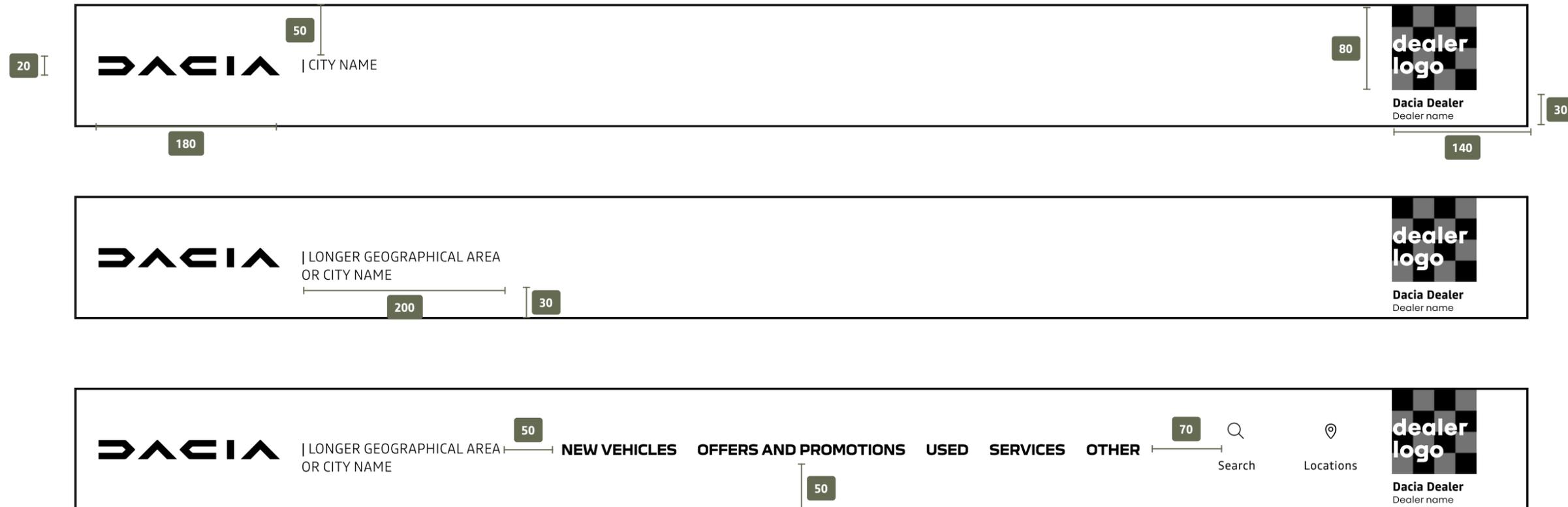
## \_ business name

### Keep the homogeneity of names on all digital environments (websites, social networks, Google My Business, etc.)

Make sure to have enough space between the logotype and the space dedicated to add the “City name”. Also the Dealer Logo should be in the opposite side of the Dacia Logotype, giving it space. When the city name is large, split the text in two rows, making sure there is clear and constant space between the city name and the navigation list.

The navigation is split into 3 areas (left, middle, right) – Left side is dedicated to having the two elements (logo + City name/location) - Middle area will be with links/dropdown/icons etc., place for the main navigation – Right side dedicate to dealers branding (logo/dealer name/claim) respect the proportions with other logos and elements on the navigation - this area can also be used as a path to the dealers' homepage.

For accessibility and search engine optimization purposes, the City name will be added to the left side of the navigation. This will help with visual symmetry within that area and provide a clear identifier for the user on his path.



### note

This visual representation is only for demonstration and is not required to be recreated in an exact high fidelity with all the elements used. Get inspired and use all branding elements provided correctly and in accordance with the branding strategy views of the Renault Group, the purpose is to aim towards this design as much as possible.

Design System full details here: [Figma](#) (for first time connection, you will be requested to register your account via a form, also, in the same form you will also be able to request access to [Zeplin](#). It is required own a Figma account before you request access)

name & URL

## **\_ business name**

### **Ensure consistency**

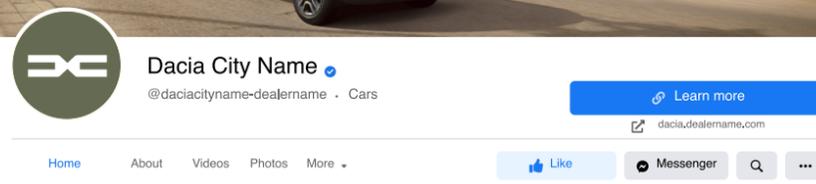
The names used in the navigation should be the same on all platforms. Split per brand is mandatory for all accounts - to ensure consistency and homogeneity, for social media accounts the following format is to be used :

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

For GMB based on the rules and guides provided by the Corporate team and Google, ensure that there is a split per brand for all brands - to secure consistency and homogeneity, the following format is to be used :

- Brand + City name (for dealers that operate only one single location).
- Brand + City name + Dealer name (for dealers that operate multiple locations and is mandatory to have accounts for all locations where the service register with Google is labeled as “selling new vehicles” other locations that don’t have this service must not have a GMB account);

If you are willing to create a generic GMB account on top on the ones dedicated for each brand and location, please avoid in the name adding “Renault or Dacia”. Details on the naming for Social media and GMB will be elaborated later.



## **Dacia City Name**



4.9 ★★★★★ (1.2K)

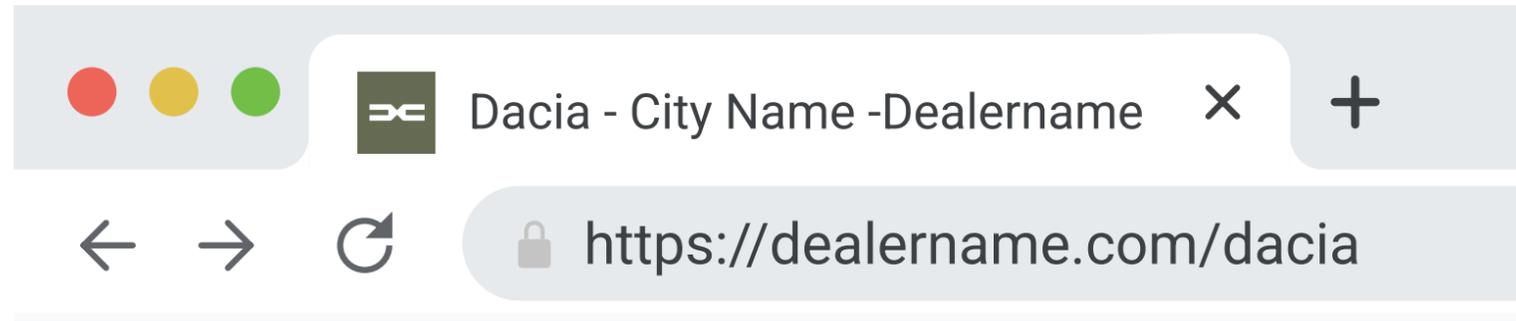
# 2.2

## **\_URL**

- Good and recommended examples on how to secure the url for each user journey.

name & URL

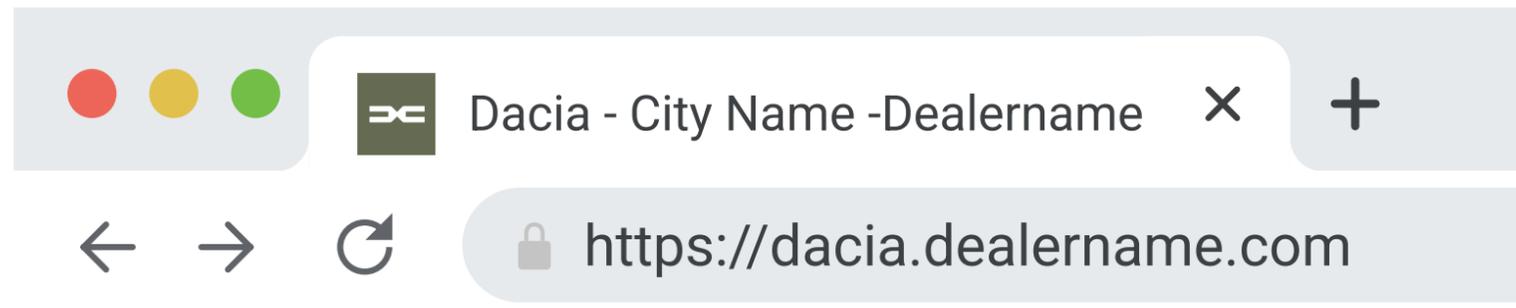
## \_URL



### Website URLs

The dealer's website URL is the easiest way to access the Renault Group's brands environment. (the domain name must not suggest that it refers to an official Renault Group's brand website. The aim is to clearly distinguish the dealer's website from the Corporate Brand's site.) For the favicon use the white link with the kaki background (element size 19 x 20 px and emblem 13 x 16 px)

The split needs to be done as this is a visual element identifier. A favicon is used as a branding element, uniquely for each brand and user journey for your website. Its primary aim is to help visitors find your page more easily when they have multiple tabs open. Not permitted to have altered/adapted favicon for one brand user journey – the dealer favicon is to be added only on the neutral page (multi brand dealer website part)



### Website URLs

It is encouraged to create subdomains to include the brand and distinguish between all brands of a dealer; **dacia.dealername.com** or **dealername.com/dacia** (if you can't request a subdomain) **not recommended: using only dealername.com, for all user journeys**; If you have Dacia in your domain name, announce it and whitelist it with the Corporate team. The website needs to be up-to-date in terms of security certificates and other privacy related issues.

When choosing a new web domain name, have in mind the following principles: keep it simple and avoid using long names; use a "-" to separate words if the length is large. For each brand if there is no subdomain under your original dealer domain use "Dacia-" (example dacia-dealername.com) and then dealer name, avoid adding the brand at the end of the domain name. Always follow SEO best practices and rules provided by the Renault Group. Favicon is the entrance door (together with the URL) to the brand universe. As we do in the retail environment, while URL is showing the basic information you may see on the elevation of a showroom (the Brand / the company name), the favicon is showing the Brand you're entering to. Therefore, favicon should respect Standards from the Digital Guide.

# 3

## **general website presentation**

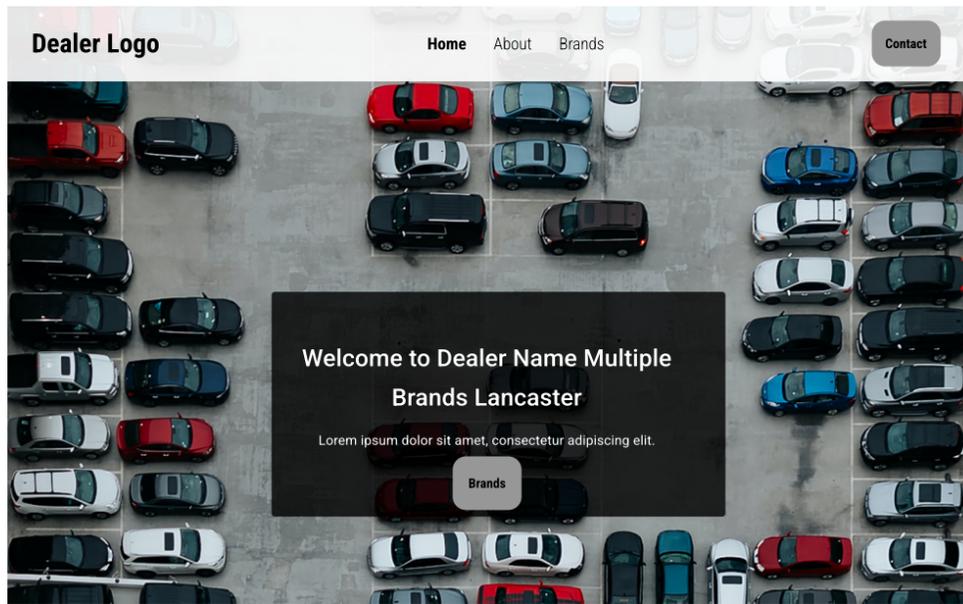
- Ensure a sealed Customer Journey in the digital environment, as well as in the physical showrooms, in line with customer's online research.
- Showcasing the elements required to be added on a homepage of a dealer website (hero image, header navigation, range display rules for New Vehicles stock presentation, list of services seen and naming, call to actions) and example of an own car page.

### **3.1\_ multiple brand environment**

- Rules of UX when dealer operates multiple brands.

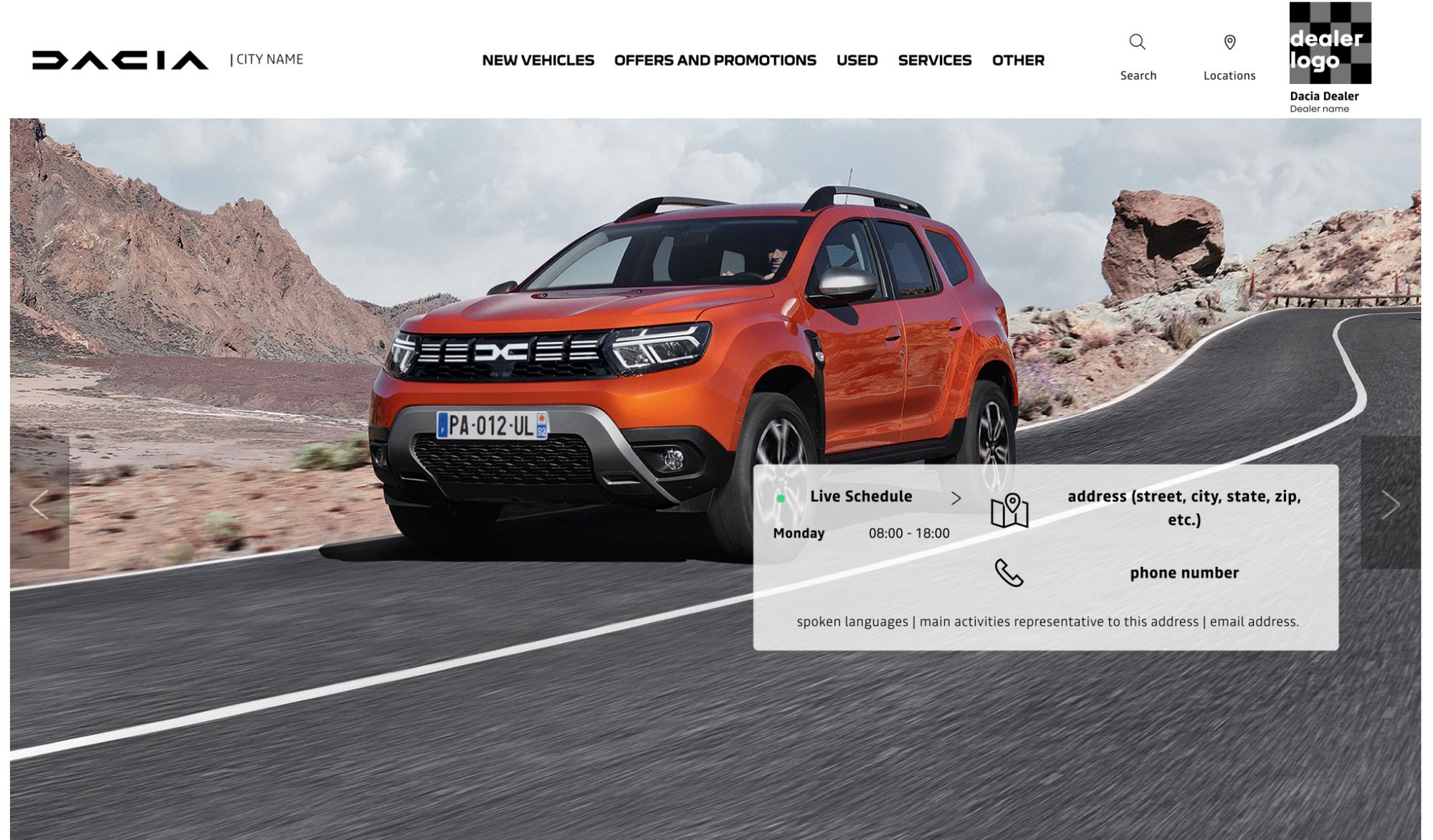
general website presentation

## \_ multiple brand environment - homepage



### Multiple Brands

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



### Multiple brand environment

It's best to have a simple "neutral page" that's dedicated to the dealer's branding and from which each brand can be accessed. The customer experience can be made more seamless by having a specific and unique user journey for each brand that is commercialized by the Dealer. Announce with a title which multiple brands are represented in your dealership. Make sure to keep the Renault Groups Brands logos in the correct order if they are seen with other logos from other car brands (example : if the dealer commercializes both Renault and Dacia, avoid adding the emblem of Renault first then another brand's logo and after the Dacia logo)

### Homepage for multiple brand environment

**Multiple brand environment** is defined as the user journey in which the dealership commercializes other brands beside Renault Group ones.

This visual representation is only for demonstration and is not required to be recreated in an exact high fidelity with all the elements used. Get inspired and use all branding elements provided correctly and in accordance with the branding strategy views of the Renault Group, the purpose is to aim towards this design as much as possible.

general website presentation

## \_ multiple brand environment - homepage

On a homepage, it is important and recommended displaying at least 4 elements:

- Navigation (black or white background)
- Hero image (slider or static with or without CTAs)
- Range of New Vehicles (image, name of car, price and CTA)
- List of services information about each provided by the dealer.

Optional renew used vehicles (separate range distinguishable by title or a CTA to a different page) – based on renew local strategy. Other elements are not mandatory to have and are completely at the Dealer's decision.

Make the customer experience more seamless by having a dedicated Renault Group brand environment with a specific menu. Customers looking for information on Renault Group brand products and services will have easy access to it, without being redirected to other brands.

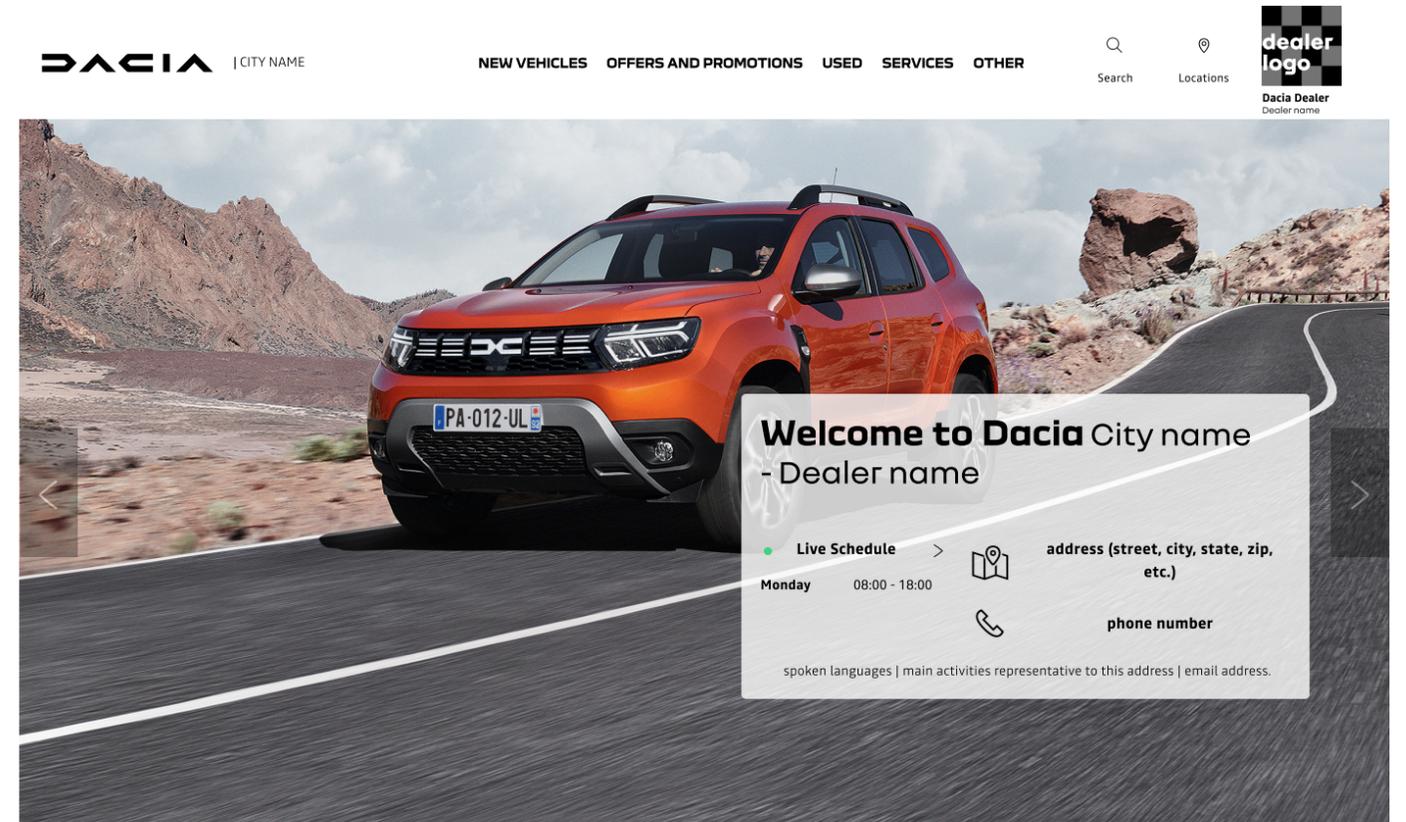
For the navigation it is important to have:

Logotype (left side) or right side for Arabic countries ; white (avoid other colors); add the City name/Location or +City name & dealer name after the logotype. Have the range of new vehicles separated from used vehicles added and mentioned in the navigation. Optional have call to actions (to Corporate websites forms, 3D Configurator, etc.) Ways of contact (phone number, email etc. of the dealership) and information about offers & promotions highlighted in the main navigation as a separate category.

### Hero image

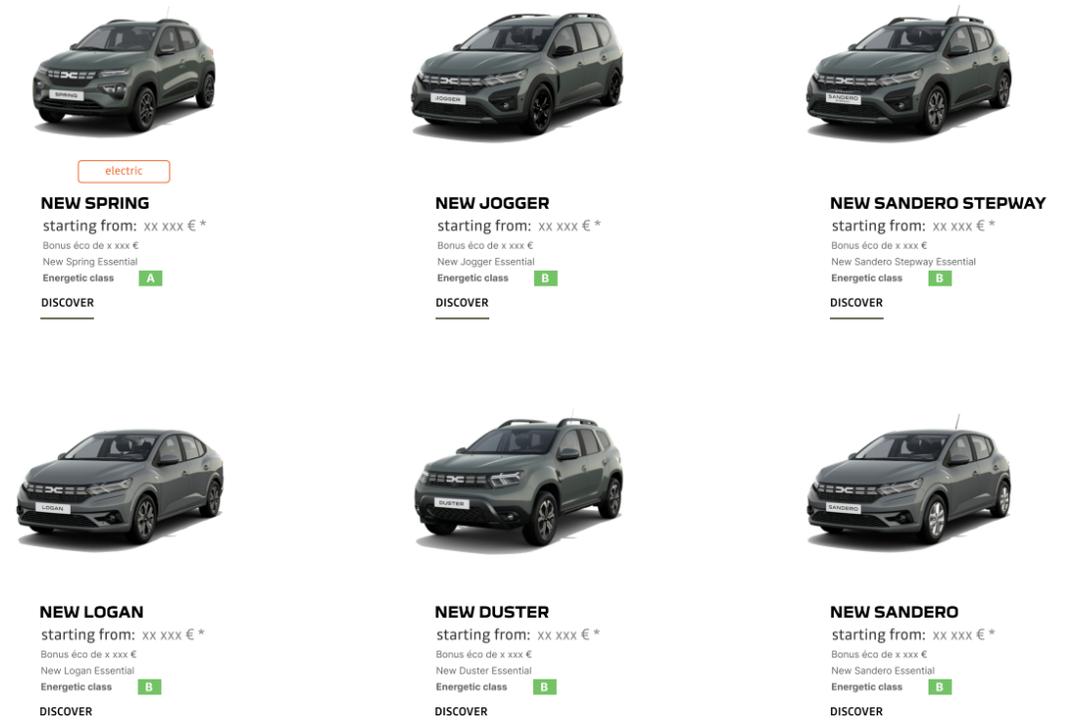
We recommend that you have an overlay text box over the first image with a "Welcome" (If there is a slider element - the welcome message in the overlay can be only visible only on the first image seen by a user) type of message and the details of the dealership (schedule, address, spoken languages, etc.) The format, size, and type of image should be consistent with Dacia's guidelines. Avoid overcrowding the hero image section with too many elements, or use hero images with low resolution quality.

Hero image should be edited according to the rules mentioned in this guide. Use images provided by Dacia or that respect the visual identity guidelines of the Renault Group. The details on the how to build the hero and the overlay can be found in Figma or Zeplin.



### THIS IS THE DACIA RANGE

which Dacia model do you like?



general website presentation

## \_ multiple brand environment - homepage - new vehicle range

### New vehicle range

The new vehicle range inventory should no longer be multi-brand. When accessing the inventory, visitors should first choose the brand and then only have access to the vehicles of the brand they have chosen.

### For the range, it is important and recommended having:

- All same brand New Vehicles in the inventory.
- Image, name, price and CTA to car pages (Corporate or local created).

Car images should be spaced out and all of them should be the same size and picture type (example: all cars are shoot from the same angle and are consistent )

Other elements are not mandatory to have and are completely at the Dealers decision.

Variations and acceptable scenarios for how to display the vehicle details (name, grade, mentions, CTA) can be found in the Digital Asset Library (Figma).

### List of services

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

### note

This visual representation is only for demonstration and is not required to be recreated in an exact high fidelity with all the elements used. Get inspired and use all branding elements provided correctly and in accordance with the branding strategy views of the Renault Group, the purpose is to aim towards this design as much as possible.

Design System full details here: [Figma](#) (for first time connection), you will be requested to register your account via a [form](#), also, in the same form you will also be able to request access to [Zeplin](#). It is required to own a [Figma](#) account before you request access.

## THIS IS THE DACIA RANGE

which Dacia model do you like?

ALL CARS CITY CARS



electric

### NEW SPRING

starting from: xx xxx € \*

DISCOVER



### NEW JOGGER

starting from: xx xxx € \*

DISCOVER



### NEW SANDERO STEPWAY

starting from: xx xxx € \*

DISCOVER



### NEW LOGAN

starting from: xx xxx € \*

DISCOVER



### NEW DUSTER

starting from: xx xxx € \*

DISCOVER



### NEW SANDERO

starting from: xx xxx € \*

DISCOVER

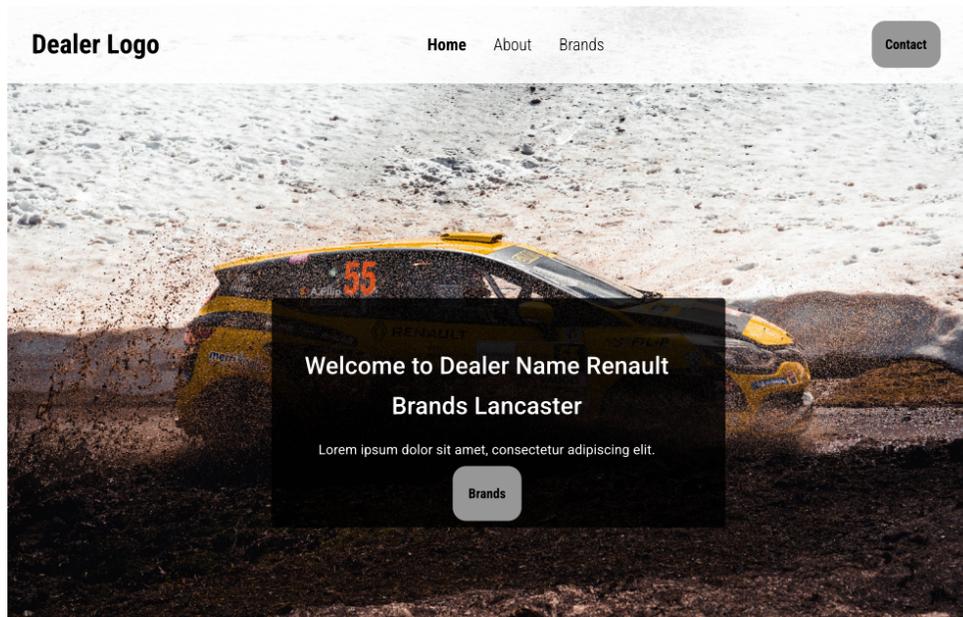
# 3.2

## **\_ Dacia brand environment**

- Rules of UX when dealer operates only Renault Group brands.
- Showcase example UI example of a car page.

general website presentation

## \_ Dacia brand environment

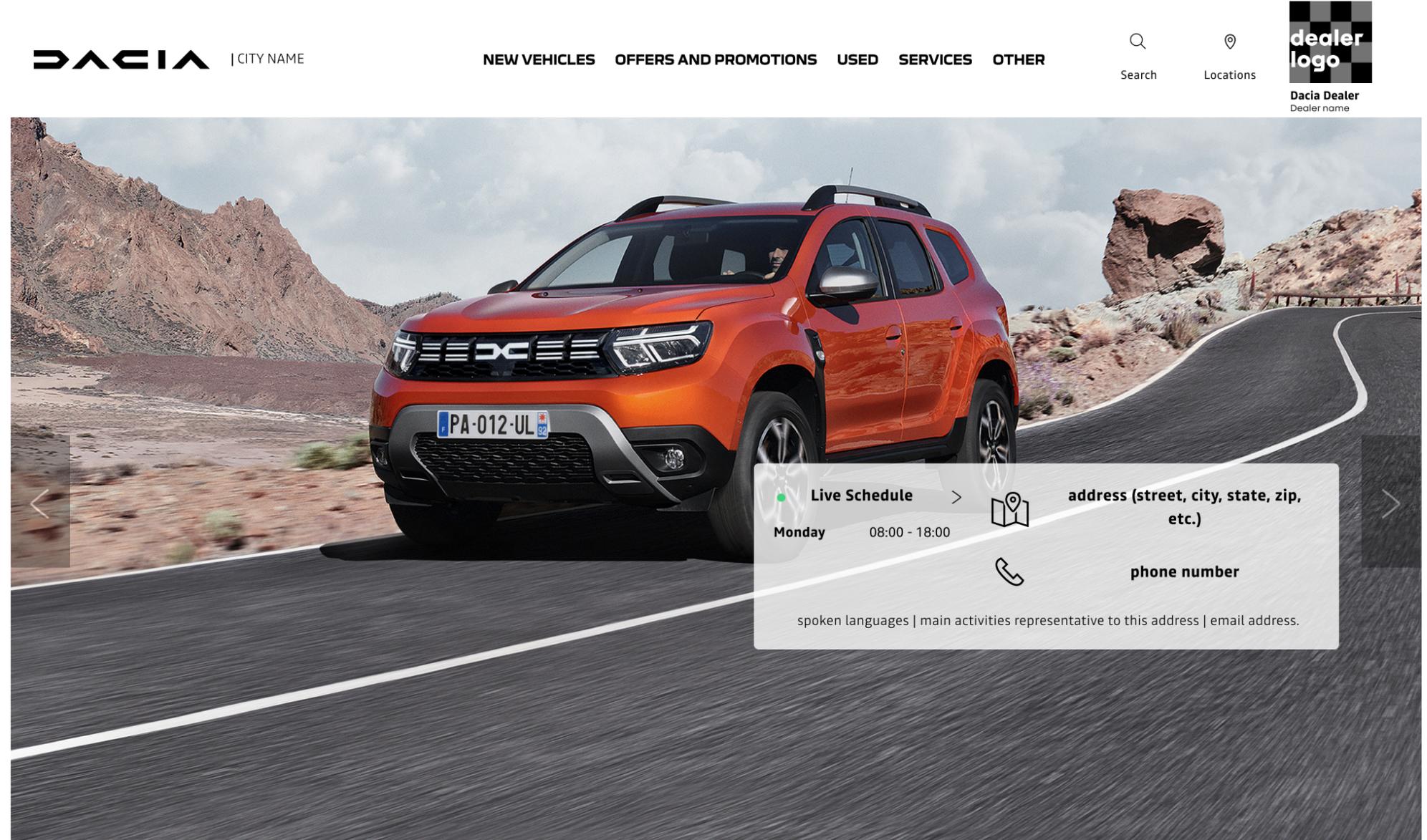


### Renault Brands

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



DACIA



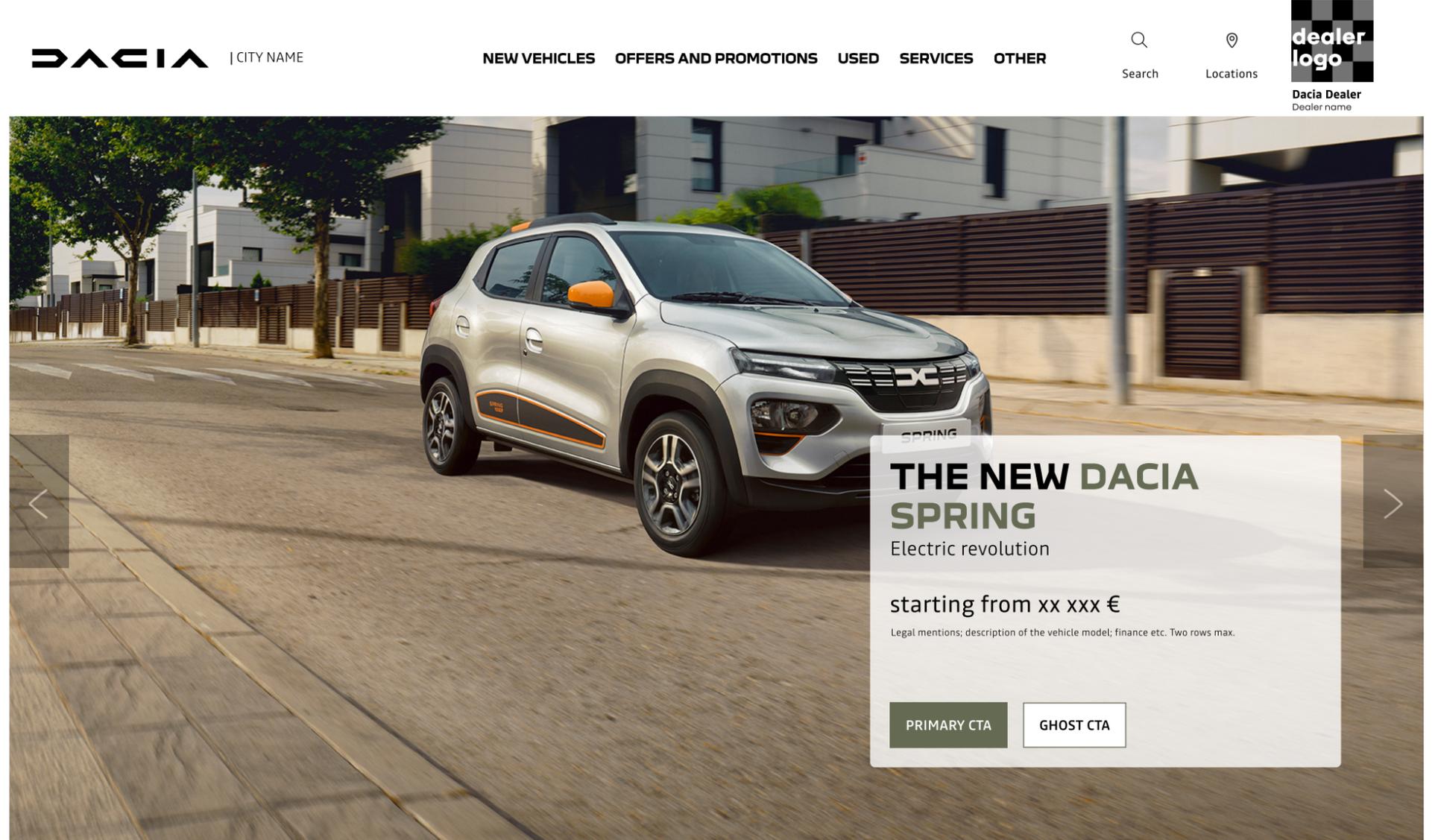
### Dacia brand environment

Just like the case when a dealer operates multiple brands, for the Dacia Brand environment (Renault Group + Alliance) it's best to have a simple "neutral page" that's dedicate to the dealer's branding and from which each Renault Group brand can be accessed. The customer experience can be made more seamless by having a specific and unique user journey for each brand that is commercialized by the Dealer. Announce with a title which Renault Group brands are represented in your dealership. The brands must appear in a logical order, beginning with the Renault Group brands (Renault, Dacia, Alpine) and then the alliance brands (Nissan, Mitsubishi). Avoid in this page to mix branding elements from the various Renault Group brands.

**Dacia brand environment** is defined as the user journey in which the dealership commercializes only brands from Renault Group and maybe extended to Alliance brands. The user journey for a brand (Dacia) on the individual path will be the same as in the case of a Multiple brand environment. This means that the same recommendations for elements to be added (such as navigation, hero, ranges, services, etc.) must be followed.

general website presentation

## \_ Dacia brand environment - car page



**For the car page, it is important and recommended having:**

**Hero image** (slider static with CTAs) & **price, finance information, legal information**, details about the model (equipment's, technical information, grades etc.) **A call to action to contact forms, book a test drive, etc. is optional.** Add a submenu with all the pages related to the car page. Other elements are not required and are completely up to the dealer's discretion.

**Having a local car page is optional, best to redirect to the Corporate solution**

It is also best to redirect users to the Corporate website's core functionalities (such as the 3D Configurator, Car Comparator, and forms) to create a seamless user journey.

**From the range inventory user, CTA should land on a dedicated product car page.**

All vehicles presented in the range should have a dedicated landing page (either created locally or redirected to the Corporate website car page) In the hero image, the user should see the model's name and a marketing claim, as well as a CTA. If you opt to have the price displayed here, it can be done by adding it before the CTAs. If the price is not seen here, a separate element should include this information immediately below this hero image. It is mandatory to have a car page for both the Dacia brand environment and for multiple brand environments.

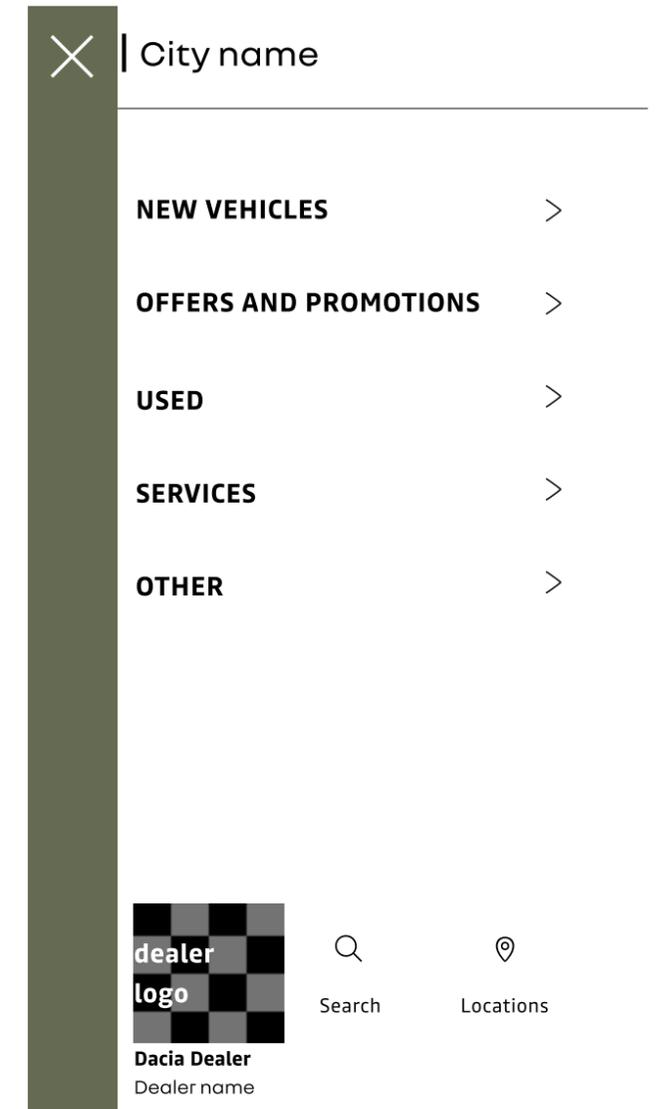
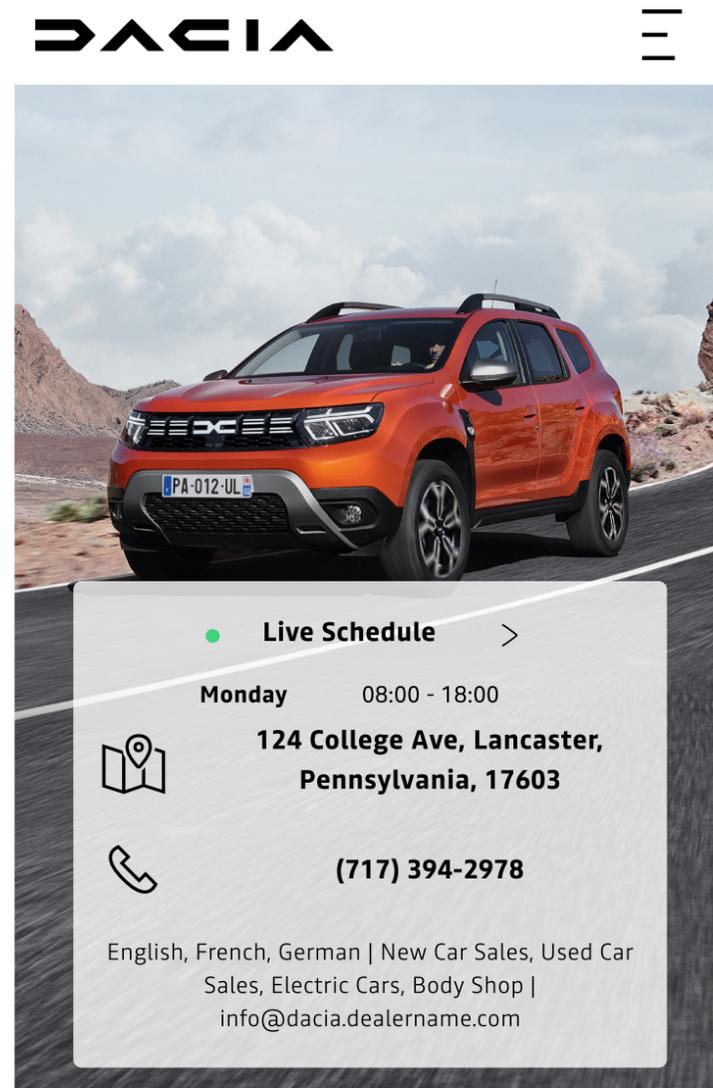
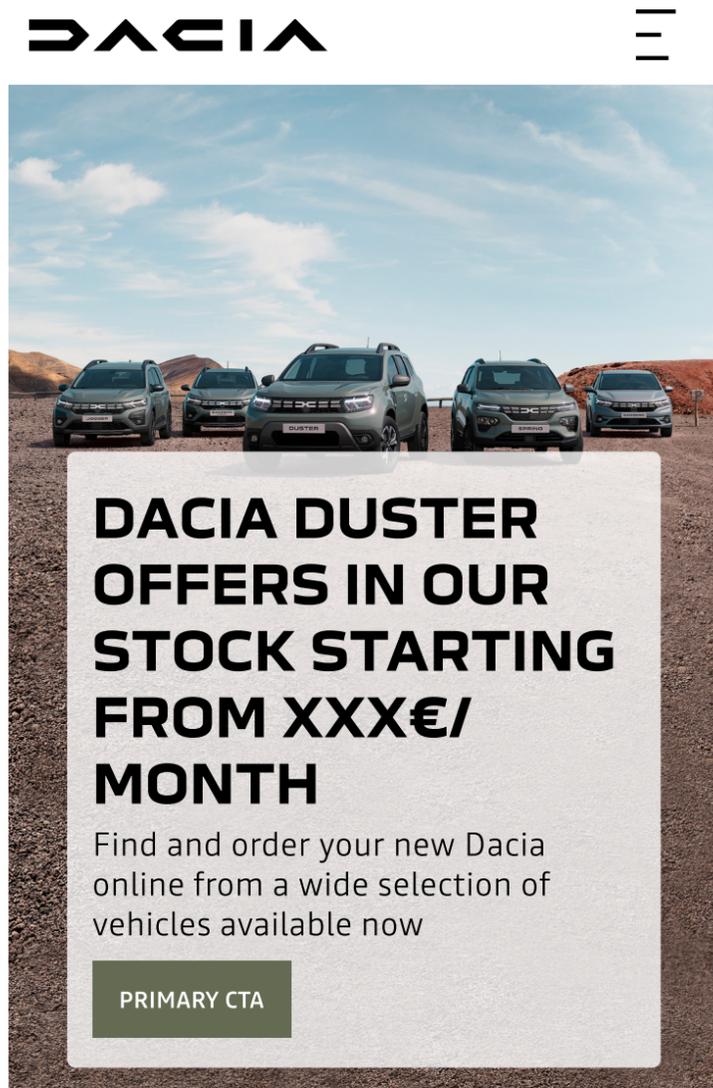
# 3.3

## **\_ mobile usage**

- What to take into consideration about mobile and tablet UX/UI when building a website.

general website presentation

**\_ mobile usage**



**Remember that:**

Your site's actual traffic sources should be verified. Before you start trying to optimize your website for mobile users, you should use a tool like Google Analytics to confirm which device types are actually visiting your site. Check that your site is built using responsive web design, so you know that your content will adjust to varying screen sizes and you won't have to reformat. If you're using a content management system, your design templates are likely built to look good on any device your users are using. Ensure that your website is mobile-friendly. Mobile-friendliness goes beyond merely adjusting layouts and screen sizes. It's all about ease of use for your mobile traffic, so make sure: Links and buttons are at least 48x 48 and important items are easy to reach with a thumb, so scrolling doesn't get stuck on interactive parts of your site.

general website presentation

## **\_ general website presentation**

### **Remember to:**

- Guarantee the presence of a digital environment for each brand, highlighting all the products/services offered by the brand and/or the dealership and the means of contact (telephone & email at least), in compliance with the brand's standards.
- Ensure compliance with the rules specific to each brand (logos, colors, labels, etc.) in the dedicated environment, but also in a multi-brand environment.
- If the manufacturer provides the network with a digital environment (dealer's website), it must be used.
- Have your website GDPR-compliant.
- Make sure to have the range inventory split for each brand.
- Redirect users to the product plan of the Corporate website of your local market if there are no solutions on your website.
- Offer a homogeneous presentation of the range, with a balanced division between new and used vehicles (some sites are mainly oriented towards used vehicles), a good quality of images (new and used vehicles), a systematic update of offers, etc.
- Ensure that the information available on the digital environments is updated.

### **Avoid to:**

- Use branding elements in different user journeys aside from the one that they are dedicated to.
- Having a complex user, journey in the neutral page of the dealer
- Switching to other brands from the range, the hero image or other CTAs found on the Dacia page.

### **note**

Aside from this digital standards guides, respect and follow all up to date Corporate guides and trainings on branding related topics provided to you.

# 4

## presentation of activities

- Presentation of rules for user flows that will end up on the dealer website (from Google, social media, etc), consistent with naming, redirection Call To Action (CTA) usage, examples.
- How to set up a New Vehicle range and Used Vehicles; what information to be seen by customers and what content should a Used car individual page have.
- Display good practices on how to add offers and promotions in a dealer website, how a poster (for website and social media) should be created.

### 4.1\_user journey

- General overview rules on how the user will end up on a dealer website.

presentation of activities

## **\_ user journey**

### **User flows to end up on the dealer website - Dacia:**

- From social media (own accounts)
- Directly adding the Dacia dealer website URL in the browser
- From Paid campaigns (social campaigns, when relevant)
- From the dealers own brand website
- From DACIA CORP website
- GMB
- WAZE - campaigns (Ads on location or navigation Apps)

### **Dealer website - Dacia**

The Dacia brand website(URL) or set of pages is defined as the unique site or set of pages dedicated to the Dacia brand, and differentiated by all elements of branding used in guidance with the Corporate team. It is part of the dealer's branded website, which is differentiated by its URL and all the branding elements corresponding to the dedicated brand.

### **Dealer branded website**

The dealership section of the dealer website will contain only the dealerships own branding elements without any mixing elements from Dacia, Renault or any other brands.

### **Dacia - Corporate website**

Is defined as the local Dacia official website.

### **Social media - dealers Dacia accounts**

Is defined as all the dealers own profiles and accounts on social media platforms that operate in the Dacia Corporate guides for social media. It is different from the general social media account of the dealer that will promote other brands as well.

note

Aside from this digital standards guides, respect and follow all up to date Corporate guides and trainings on branding related topics provided to you.

### **When users are navigating from social media to the website, remember to:**

- Be consistent-with the branding and naming on all channels.
- Update regularly the content and make sure the information is in accordance with the brand.
- All URLs directing from the social media accounts should lead to the brand specified, avoid links from social media accounts from a brand to pages corresponding to other brands (exception Renault Group brands)

### **When navigating from paid campaigns to the website, remember that:**

- Facebook is the most appropriate social platform for a social paid strategy at dealers' level
- Since Dec 21, car manufacturers and car dealers have to categorize their Meta campaigns as Credit category (scope : Europe). This applies when a financing offer is shown in the ad or on the website used as a landing page.
- The age, gender, and zip code options for behavioral and demographic targeting are no longer available. The geographical targeting options are limited to a minimum of 15 km/9 miles around an address of a dealership.
- To track properly the website conversions, the dealer website needs to have a Facebook pixel set up.

### **When navigating from Dealer branded website to Corporate website (car page example) remember to:**

- Use target =“\_blank” for the vehicle CTA.
- Avoid having the CTA redirecting to a brochure ,instead redirect to the product plan from the Corporate website. The Corporate website navigation on the product plan is constructed to direct users towards conversation and to create leads via forms that will eventually get back to the dealer chosen by a user. Apply this when you don't have a local solution for a car individual page (user navigation will leave your website navigation the lead will return via form on the Corporate website user journey).
- Shift users towards engagement (CTAs, responsive content & information, etc) and conversion (leads).

# 4.2

## **\_ presenting New Vehicles range & Used vehicles**

- How to set up a New Vehicle range and Used Vehicles; what information to be seen by customers and what content should a Used car individual page have.

presentation of activities

## \_ presenting New Vehicles range & Used Vehicles - NV range

**For the general layout of the range, it is recommended and important to:**

- Only use cars from the same brand, in a single range, on a brand path, dedicated to Dacia - no multi brand (including Renault Group brands)
- Follow the range car order of vehicles from the Corporate website.
- Split by vehicle type if there are more than 12 cars.
- Show the new vehicle range on a column view with 3 or 4 columns by 3 or 4 rows.

It is recommended to focus on electric or hybrid vehicles in the range display, depending on local specificities or Corporate agreement.

**For details on the vehicle range, it is recommended and important to:**

- Provide the necessary information for each vehicle (name, price, tags, legal details when locally necessary).
- Display starting price and optional monthly price payment as per MFS agreement in your local market.
- Avoid strike/cross symbol prices (highlight the name of the deal and link and discount offered & legal agreement) if you present discounted price.
- Clearly mention that it is the dealerships, authorized by Renault Group's brand, that have the vehicle and can sell it (the website does not sell cars).
- Use CTAs (Call To Action) towards a local dedicated car page or towards the Corporate website car page (consistent approach to be applied over the range). Optional - use a second CTA to download brochure.
- Avoid redirection CTAs to other vehicles (Renault Group and non Renault Group brands included).

Variations and acceptable scenarios for how to display the vehicle details (name, grade, mentions, CTA) can be found in the Digital Asset Library (Figma)

## THIS IS THE DACIA RANGE

which Dacia model do you like?



electric

### NEW SPRING

starting from: xx xxx € \*

Bonus éco de x xxx €

New Spring Essential

Energetic class **A**

DISCOVER



### NEW JOGGER

starting from: xx xxx € \*

Bonus éco de x xxx €

New Jogger Essential

Energetic class **B**

DISCOVER



### NEW SANDERO STEPWAY

starting from: xx xxx € \*

Bonus éco de x xxx €

New Sandero Stepway Essential

Energetic class **B**

DISCOVER



### NEW LOGAN

starting from: xx xxx € \*

Bonus éco de x xxx €

New Logan Essential

Energetic class **B**

DISCOVER



### NEW DUSTER

starting from: xx xxx € \*

Bonus éco de x xxx €

New Duster Essential

Energetic class **B**

DISCOVER



### NEW SANDERO

starting from: xx xxx € \*

Bonus éco de x xxx €

New Sandero Essential

Energetic class **B**

DISCOVER

presentation of activities

## \_ presenting New Vehicles range & Used Vehicles - renew

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

- Separate the used vehicle range from the new vehicle range by having this on a different page and path, redirected from the homepage or the navigation
- Use a 4 columns by 4 rows grid (or 3x4) to show the cars. If there are more than 12-16 vehicles, it would be advisable to add additional pages.
- If there are many vehicles, please add a see list button.
- In a default display for used vehicles in a Dacia user journey, focus on Dacia vehicles first, then the other brands from Renault Group, and then the rest of the brands.
- Allow users to sort the results by model name, mileage, color, engine and year of registration.
- Use real images of the vehicle with the logo of the brand and dealer in the background (according to renew Used methods guides)
- For consistency, please have the photos taken in the same manner (same as for the new vehicle range.)
- The range should be updated as soon as a vehicle is sold.
- Please provide all necessary information from the range (version, price, finance, mileage, year, equipment, etc.)
- Use the labels provided by renew to highlight the category of the vehicle.
- For renew / Used keep the branding elements of Renault- renew (Nouvel'R font, Colors and GUIs)

note

This visual representation is only for demonstration and is not required to be recreated in an exact high fidelity with all the elements used. Get inspired and use all branding elements provided correctly and in accordance with the branding strategy views of the Renault Group, the purpose is to aim towards this design as much as possible.

Design System full details here: [Figma](#) (for first time connection), you will be requested to register your account via a [form](#), also, in the same form you will also be able to request access to [Zeplin](#). It is required to own a Figma account before you request access.

The image displays a 4x4 grid of vehicle cards for Dacia models. Each card includes a car image, a 'renew' badge (GOLD or START), a duration badge (6 or 12 months), the model name, full name, year, mileage, and fuel type, a price (XX XXX € TTC), a monthly payment (xxx €/month), and a primary CTA button. The background of each card features the Dacia logo and dealer information.

Model	Version	Year	Mileage	Fuel	Price (€ TTC)	Monthly Payment (€)	Duration
Dacia Lodgy	Lodgy SCe 100 5 Places Silver Line	2018	21400 Km	Petrol	XX XXX € TTC	xxx €/month	6 months (renew GOLD)
Dacia Duster	Duster ECO-G100 4x2 Confort	2020	33120 Km	Petrol	XX XXX € TTC	xxx €/month	12 months (renew START)
Dacia Sandero	Sandero 1.2 16V 75 E6 Lauréate	2015	60520 Km	Petrol	XX XXX € TTC	xxx €/month	6 months (renew GOLD)
Dacia Duster	Duster TCe 125 4x2 Confort	2018	49000 Km	Petrol	XX XXX € TTC	xxx €/month	6 months (renew GOLD)
Dacia Duster	Duster DCi 110 EDC 4x2 Prestige	2018	61540 Km	Diesel	XX XXX € TTC	xxx €/month	6 months (renew GOLD)
Dacia Lodgy	Lodgy SCe 100places Silver Line	2018	34200 Km	GPL	XX XXX € TTC	xxx €/month	12 months (renew GOLD)
Dacia Sandero	Sandero 1.2 16V 75 E6 Lauréate	2020	12400 Km	Petrol	XX XXX € TTC	xxx €/month	12 months (renew GOLD)
Dacia Lodgy	Lodgy SCe 100 5 Places Silver Line	2018	21400 Km	Petrol	XX XXX € TTC	xxx €/month	6 months (renew START)

# 4.3

## **\_ marketing offers and promotions**

- Display good practices on how to add offers and promotions in a dealer website, how a poster (for website and social media) should be created.

presentation of activities

## \_ marketing offers and promotions - offers and promotions

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

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

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

- When editing images to be used in social media posts, always use official images from the Renault Group or Renault Group approved and avoid locally taken pictures as the main image.
- The images must have the name of the vehicle/claim in the left up corner and the logotype in the right upper part. Details must be in the bottom right and the name of the dealer name—city name and website—must be in the left down corner (avoid other logos or emblems aside from the Dacia one) - for full details address the Digital Communication guides provided by Dacia.
- For better contrast, use background overlay to dim the image and use white as the written text when it is displayed.
- You need to refer to the DOOH guides and rules provided by Dacia.

### note

This visual representation is only for demonstration and is not required to be recreated in an exact high fidelity with all the elements used. Get inspired and use all branding elements provided correctly and in accordance with the branding strategy views of the Renault Group, the purpose is to aim towards this design as much as possible.

Design System full details here: [Figma](#) (for first time connection), you will be requested to register your account via a [form](#), also, in the same form you will also be able to request access to [Zeplin](#). It is required to own a [Figma account before you request access](#).

## OUR OFFERS



### NEW DACIA SPRING

Details about the offer - legal mentions and short description

PRIMARY CTA

PRIMARY LINK →



### NEW DACIA DUSTER

Details about the offer - legal mentions and short description

PRIMARY CTA

PRIMARY LINK →



### NEW DACIA JOGGER

Details about the offer - legal mentions and short description

PRIMARY CTA

PRIMARY LINK →



### NEW DACIA SANDERO

Details about the offer - legal mentions and short description

PRIMARY CTA

PRIMARY LINK →

# 4.4

## **\_ presenting services, finance & ways of contact**

- Summary on what are the services to be added, how to display finance information and the role of the ways of contact in brief.

presentation of activities

## \_ presenting services, finance & ways of contact - services

<p><b>Body shop</b> ⓘ</p> <p>Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."</p>	<p><b>Mechanical Workshop</b> ⓘ</p> <p>Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."</p>	<p><b>Sales Used Vehicles</b> ⓘ</p> <p>Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."</p>
<p><b>Car Rental</b> ⓘ</p> <p>Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."</p>	<p><b>Sales New Vehicles</b> ⓘ</p> <p>Short description of the service. Brief details about the schedule; example: "open daily from 08 until 18:00" same as the dealership schedule etc. "An automobile repair shop (also known regionally as a garage or a workshop) is an establishment where automobiles are repaired by auto mechanics and technicians."</p>	

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

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

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

presentation of activities

## \_ presenting services, finance & ways of contact

### For the finance it is important to:

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

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

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

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

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

### note

This visual representation is only for demonstration and is not required to be recreated in an exact high fidelity with all the elements used. Get inspired and use all branding elements provided correctly and in accordance with the branding strategy views of the Renault Group, the purpose is to aim towards this design as much as possible.

Design System full details here: [Figma](#) (for first time connection), you will be requested to register your account via a [form](#), also, in the same form you will also be able to request access to [Zeplin](#). It is required to own a Figma account before you request access.

● **Live Schedule** >

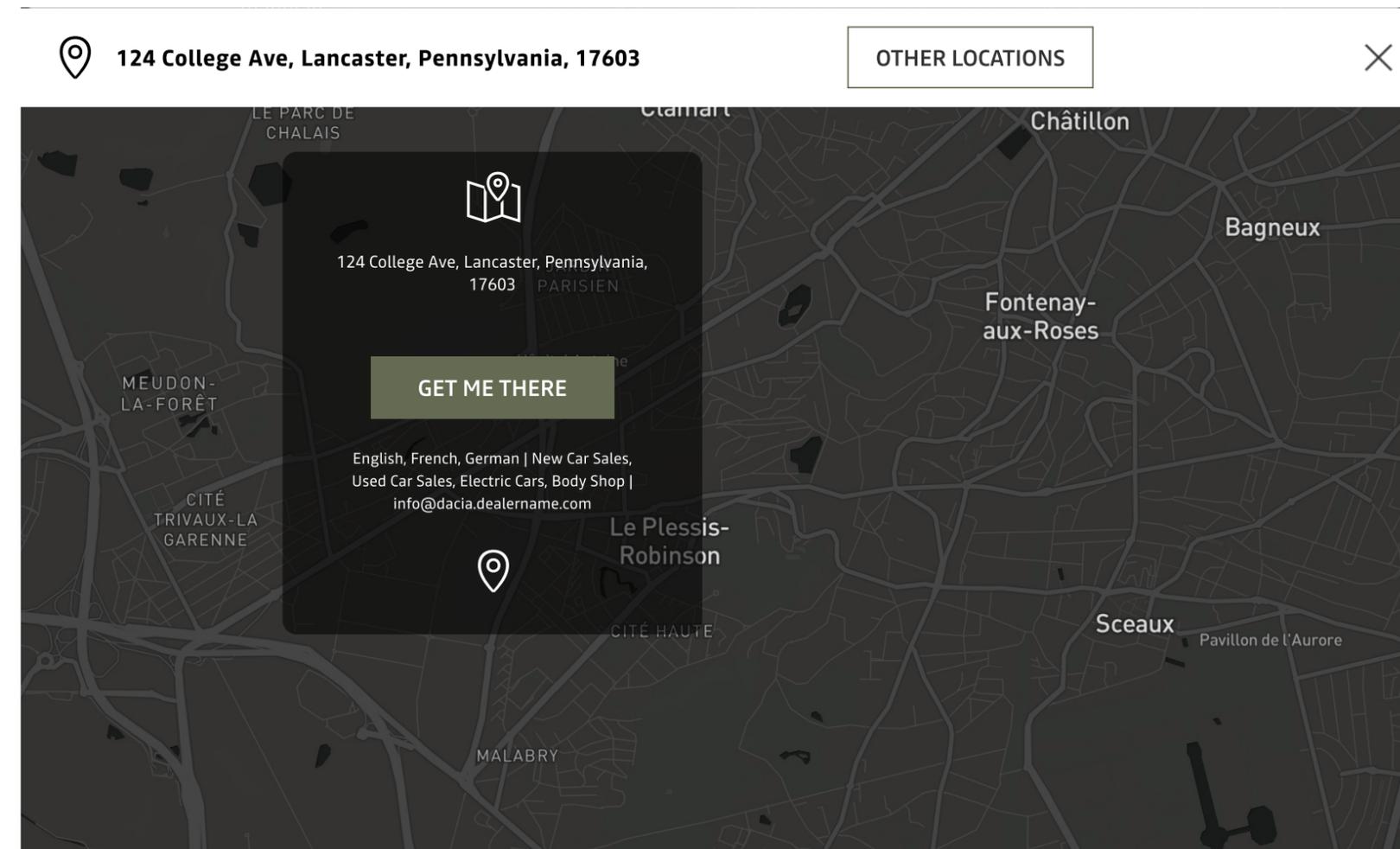
**Monday** 08:00 - 18:00



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

**(717) 394-2978**

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



presentation of activities

## **\_ presentation of activities**

### **Remember to:**

- Be consistent with the naming on all platforms and places.
- Have redirection CTAs to the brand-specific page/URL from the same user journey or the Corporate website.
- Redirect to the neutral page/dealer's branded website via the dealer logo on the main navigation.
- Respect the rules and coordinate with national ATS campaigns and RRG campaigns.
- Brand SEO keywords (brand, models, brand+models etc.) are managed by the national campaigns and the Corporate team have full control. Dealership should coordinate with the Corporate team to avoid cannibalization and find a proper strategy.

### **Avoid to:**

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

### **note**

Aside from this digital standards guides, respect and follow all up to date Corporate guides and trainings on branding related topics provided to you.

# 5

## **e-reputation**

- Enforce Google My Business (GMB) usage. Ensure communicated GMB usage rules enforcement.

### **5.1\_ Google my Business management**

- Cover the basics on understanding the Google My Business management rules.

e-reputation

## \_ Google my Business management

### GMB facts:

- 46% of all Google searches are looking for local information
- 88% of searches for local businesses on a mobile device either call or visit the business within 24 hours.
- “Near me” or “close by” type searches grew by more than 900% over the last two years.
- “Open now near me” searches have increased by +400%
- “90% of people look at customer reviews before making a purchase”.

### Find below the important fields that you need to update on your GMB listings:

- Business name, description and hours
- Physical address
- Phone number
- Website
- Photos
- Eligibility & ownership
- Questions & answers
- Reviews

### Remember:

- One GMB listing per brand and dealer.(available for dealers with new car sales activity)
- To use the categorization (up to 9 - specific to the branded one - Dacia)
- Fill in the attributes specific and relative to the automotive business.
- Website call to action should lead to the Dacia user journey from the dealers brand website.
- Appointments field can be used to redirect to a form/book a service etc.
- Use the “how to create a GMB” guides provided by Corporate ; create tickets with the support for e-reputation; go to country responsible for e-reputation.



## Dacia Lancaster

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

4.9 ★★★★★ (1.2K)

Dacia Dealer in City name, Country

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

**Located in:** Renault Lancaster

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

**Hours:** Closed · Opens 8:50 AM

**Phone:** 717 394 - 2978

**Appointments:** [dacia.dealername.com](#)

[Suggest an edit](#)

Questions & answers

[Ask a questions](#)

[See all questions \(4\)](#)

Reviews

[Write a review](#)

[Add a photo](#)

[1,258 Google reviews](#)

e-reputation

## **\_ Google my Business management**

### **For the business name, description and hours, it is important to:**

- Use the consistency in naming (same as website or social media accounts Dacia + City name – optional Dealer Renault Group Name) avoid special characters.
- Split GMB for all brands on that the dealer
- Describe the business and service options by providing useful information on services and products offered, as well as the mission and history of your business.
- Use the opening hours of your showroom as main indication, update in case of any change (i.e. bank holidays.)Google allows managing usual hours : use it for showroom business hours. Google also allows managing special business hours

### **For GMB based on the rules and guides provided by the Corporate team and Google, ensure that there is a split per brand for all brands:**

- Brand + City name (for dealers that operate only one single location).
- Brand + City name + Dealer name (for dealers that operate multiple locations and is mandatory to have accounts for all locations where the service register with Google is labeled as “selling new vehicles”);

If you are willing to create a generic GMB account on top on the ones dedicated for each brand and location, please avoid in the name adding “Renault or Dacia”.

### **For the physical address, phone number and website, it is important to:**

- Specify the exact location adding the number, so Google Maps may pin its location during the “Directions”, including P.O. code
- Use a local phone number instead of a central call center helpline number whenever possible, and the number must be under the direct control of the business.
- Add the URL to the brand website homepage corresponding to the GMB account (avoid landing pages or promotions).

### **For the photos, eligibility & ownership remember:**

- Add only real qualitative images (by owner category) of the showroom, both inside and outside; check pictures added by users to make sure brand image is not degraded. Regarding images, there are several image types :
  - Cover → a nice picture of the dealership, clearly highlighting the brand of the GMB page. Have pictures taken in front of the entrance with the brand identity elements, that a customer might see when arriving to a location (update pictures as soon as modification on the site occurs) – take photos just for Dacia, avoid having other brands in the picture.
  - Logo → Google allows adding a logo to the GMB page. This is a good opportunity to highlight the differences between the GMB pages available at the same address → use the brand (Dacia) logo.
  - Additional pictures → to add by the dealer + manage web user suggestions.
- To qualify for a Business Profile on Google, a business must make in-person contact with customers during its stated hours. Add business owners or authorized representatives that may verify and manage their business information on a Business Profile; avoid unclaimed GMB accounts that can be edited by any user. - see detailed guidelines to avoid duplicates with your e-rep usual contact
- Make sure, the GMB page never ends up with no owner person within the dealership (job shift).

# 5.2

## **\_ Reviews and FAQs**

- How to properly secure the Reviews and FAQs of the GMB account.

e-reputation

## \_ reviews and FAQs

Reviews
This Month ▼

# 4.9

★★★★★
1230 Reviews

5★

4★

3★

2★

1★

All
Replied
Haven't replied

**Lincoln Philips**  
★★★★★ 2 days ago

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra curabitur et nulla sollicitudin. Condimentum porttitor enim rhonc

Reply

**Hanna Stanton**  
★★★★★ 2 days ago

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra curabitur et nulla sollicitudin. Condimentum porttitor enim rhonc

**Your response**  
Thanks for your feedback!

Remove Reply

[View all reviews](#)

Questions & answers management
This Month ▼

All
Replied
Haven't replied

**Hanna Stanton**  
1585 3rd Ave #2, New York, NY

When will this visual identity be completed?

12

Answer

**Lincoln Philips**  
1585 3rd Ave #2, New York, NY

Do you have free wi-Fi access?

**Response**  
Yes, we have

8

Answer

[View all](#)

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

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

### For the Reviews, it is important to:

- Have a dedicated team (person) to analyze a review regularly and identify customers and problems.
- Respond and initiate with in 48h, according to the type of case (no. of stars and comments/ positive and negative).
- It is recommended that dealer post the most frequently asked questions and the related replies
- Reply positively, if the feedback has 4 or 5 stars (where no problem or issue is mentioned), and thank the customer.
  - When the feedback has 1 to 3 stars, the dealer replies and acknowledge & reassure the customer.
  - When the negative feedback problem is identified and covers the brand, the dealer should contact the Sales Manager, Dealer Responsible etc.
- Debrief and store solutions if they occur many times.

**For any question, reach your e-reputation contact**

# 6

## **social media**

- Minimum guidance and rules on social media management, from asset image formatting to naming of social media accounts and useful tips on communication via those accounts.

### **6.1\_ visual formats**

- Display images rules for various social media accounts.

social media

## \_ visual formats

### Design recommendations for Facebook:

The ideal image size for your Facebook cover photo is 851px by 315px. For best results, make sure your image is JPG format, with RGB color, and less than 100 KB. Facebook will automatically format your photo to fit the cover photo slot, so if it's not sized correctly, you might experience some distortion. If you can't meet the recommended sizing, make sure your image is at least 400px by 150px. Cover photos are displayed at 820px by 312 PX on a desktop and at 640px by 360px on a smartphone, so stick to a design that works at both sizes

- Recommended resolution: import your image in the best resolution
- Available (Dacia approved) images with 20% text are likely to receive less exposure. Text: 125 characters
- Use images from the Renault Group's Mediateque if the post is about vehicles and offers. For other types post local pictures or videos can be used.

### Remember to:

- Follow the Renault Groups strategy on social media communications.
- Ask and coordinate with the network manager about offers or campaigns .

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

- When editing images to be used in social media posts, always use official images from the Renault Group or Renault Group approved and avoid locally taken pictures as the main image.
- The images must have the name of the vehicle/claim in the left up corner and the logotype in the right upper part. Details must be in the bottom right and the name of the dealer name—city name and website—must be in the left down corner (avoid other logos or emblems aside from the Dacia one) - for full details address the Digital Communication guides provided by Dacia.
- For better contrast, use background overlay to dim the image and use white as the written text when it is displayed.
- You need to refer to the DOOH guides and rules provided by Dacia.



Dacia City Name



21 September at 13:00 • 🌐

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc malesuada nunc lacus, a vehicula lorem elementum id. Class aptent taciti sociosqu ad litora torquent per conubia nos



👍❤️ 62

12 comments 2 shares

👍 Like

💬 Comment

➦ Share

Most relevant ▾

Joana Almeida  
Fatastic 🎉

10 h

View 11 more comments

# 6.2

## **\_ communication and interaction rules**

- Information and guidance on how to communicate on different platforms and what to take in consideration for the naming.

social media

## \_ communication and interaction rules

### For the communication and interactions rules in social media it remember:

- Similar naming and content problems existing on social networks.
- The main social network used by the network is Facebook. LinkedIn and Youtube to a lesser extent. Other social networks are not relevant to dealership activities.
- Facebook is primarily a communication channel rather than a sales channel. However, some dealerships use the marketplace, where the rules for the presentation of used vehicles must be applied.
- Dacia provides digital packs to help the network to feed their Facebook pages. Messenger is an effective tool, provided you can respond quickly to messages received.
- Respect all Corporate guides and trainings on social media.
- Split per brand is mandatory for all social media accounts

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

- One location only : Brand + City name

### In case of multiple locations :

- Brand - Dealer name
- Brand + City name – Dealer name (example Dacia Paris – Dealer name) if you choose to create a separate account for one of your dealerships locations

note

Aside from this digital standards guides, respect and follow all up to date Corporate guides and trainings on branding related topics provided to you.

Social networks	Services offered	Paid services	Recommendations	What not to do	Impact	Age range	Type/Gender
<b>Facebook</b>	-Create a page with a professional profile -Publish posts for your community -Create Renault Groups - Create events	Sponsored post: ADS photo, carousel video Sponsored story - Canvas	- 75% spend more than 20 minutes a day -Post regularly -Videos are more popular -Post once or twice a day -vary posts (videos, carousel...)	-Do not have more than 20% of text on images -Avoid content that pushes for sales -Publish several times a day, to Fans unsubscribe	- Strong - No minimum budget for advertising	18 to 49 years old Very active generation X	Balanced A little more women
<b>LinkedIn</b>	-Create a page with a professional profile -Publish posts for your community	-Advertising in the linkedin messaging system -Sponsored post	-Post regularly -CSP+ Renault Group	-	-Middle	30 to 49 years old	Balanced
<b>Instagram</b>	-Create a page with a professional profile -Publish posts and stories for your community	Sponsored posts: photo, carousel video Sponsored story Collaborate with bloggers	-Post regularly -53% follow brands -Post graphic images -Users, mention, put a geographic criteria	-Not harmonizing your feed is a mistake	-Middle	18 to 49 years old	Balanced
<b>GoogleMy Business</b>	-Create your professional profile	-Sponsored post	-Publish banners that are also readable on a smartphone	-Do not overload the carousel	-Strong	Unknown	Balanced
<b>YouTube</b>	-Create a channel -Publish videos	-	-Internet users go on You tube to be entertained -YouTube is a very powerful search engine like Google	-Publish videos that are too long, without technique	-Middle	14 to 34 years old	Balanced
<b>Waze</b>	-No free services for professionals	Pins: Visible logo of your company Take Over: Banner ad that displays when the driver is stopped	-Target prospects who are close to the dealership -Peak usage between 4 and 7 pm -Let drivers know about the sign on their daily route	-Have a target that is too far away	-Strong for impulse buys	35+ years old	Balanced

resources & annex

## **\_ resources & annex**

### **Links to resources**

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

### **Disclaimers and usage**

Tools used: Adobe XD, Figma, Affinity Publisher, Affinity Designer, Vectornator, Zeplin , MS PowerPoint

Design resources: Dacia & Renault Figma Design Systems 2022

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

Aside from this digital standards guides, it is mandatory to respect and follow all up-to-date Corporate Guides and trainings on branding/ marketing related topics that are provided to you.

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

The access to: Digital Asset Library (Figma and Zeplin), Guides and Other materials is provided only for the Partners and / or their Dealers. The Partners and / or their Dealers shall ensure the sharing of the information with caution and be responsible for supervising the proper usage of the contents by any local agencies/companies that will develop the dealers' website, making sure the utilization and application doesn't impact negatively Renault Group brands. All Rights Reserved 2022 - 2023

### **Links to annex**

**Figma:** <https://www.figma.com/file/607nSmijfyWozcgYR1OemC/Digital-Asset-Library?node-id=21%3A21071&t=trIPvGylNkUKMoBq-1>

**Zeplin:** <https://zpl.io/kDxwrWK>

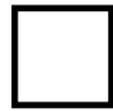
**Access request form (Figma and Zeplin):** <https://forms.office.com/e/7bZ4htDD7W>

for first time connection, you will be requested to register your account via this form, also, in the same form you will also be able to request access to [Zeplin](#) (if you choose only to have access for the Zeplin project , use the same form and select value "Yes, only Zeplin"

### **Contact info**

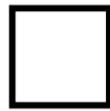
[list.digital-standards-guides@renault.com](mailto:list.digital-standards-guides@renault.com)

## \_ resources & annex - Digital Standards Key Indicator Guides



### ACCESSIBILITY

- Does the dealer website have a landing page from which the user journeys to the brands start?
- The brands are represented on a neutrally on the page?
- Is the access to the Renault or Dacia homepage done via the logo/emblem seen on the landing page?
- Is the dealer's website viewable properly on a tablet or mobile device?
- Are the images adjusting to the device keeping quality and image ratio?
- Does the URL specify the Brand?
- Is the favicon respecting the rules specified in the Digital Standards Guide?
- Is the website up to date on security certificates?



### HOMEPAGE

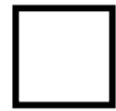
- Is the brand homepage single branded containing the elements recommended?
- Does the homepage have only the official brand colors?
- Does the homepage have only the official brand fonts?
- Does the homepage have only the official brand logotypes?
- Are the elements on the homepage positioned according to the recommendations in the guides?
- Does the hero image and car visuals on the homepage respect the recommendations in the guides?
- Are the ways of contact visible in the homepage?



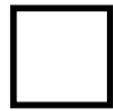
### NEW VEHICLE RANGE

- Does the range contain only same brand vehicles?
- Are the car images displayed as the recommendation in the guides?
- Does the vehicles in the range have price seen without any discount labels or strike lines?
- Are the legal mentions /details available for each vehicle?
- Are the elements on the range positioned according to the recommendations in the guides?
- Does the range have only the official brand GUIs (buttons, links, icons) ?
- Does the range have only the official brand colors?
- Does the range have only the official brand fonts?
- Does the range have only the official brand logotypes?

resources &amp; annex

**\_ resources & annex - Digital Standards Key Indicator Guides****USED VEHICLE**

- Are the vehicles pre-filtered to the values recommended in the guides?
- Are the car images displayed as the recommendation in the guides?
- Does the vehicles in the range have price seen without any discount labels or strike lines?
- Are the elements on the range positioned according to the recommendations in the guides?
- Does the range have only the official brand GUIs (buttons, links, icons) ?
- Does the range have only the official brand colors?
- Does the range have only the official brand fonts?
- Does the range have only the official brand logotypes?

**OFFERS AND SERVICES**

- Does the dealer website have an organized offers page or element/area?
- Does the dealer website have an organized service page or element/area?
- Do the offers have prices seen without any discount labels or strike lines?
- Are the elements on the offers and service page positioned according to the recommendations in the guides?
- Do the pages have only the official brand GUIs (buttons, links, icons) ?
- Do the pages have only the official brand colors?
- Do the pages have only the official brand fonts?
- Does the range have only the official brand logotypes?

**GOOGLE MY BUSINESS & SOCIAL MEDIA**

- For GMB, are the accounts own by the dealer?
- Are the names displayed correctly on all platforms according to the recommendations in the guides?
- Are the images used in GMB accounts , respecting the rules in the guides?
- Are the ways of contact visible displayed and correct?
- For GMB, is the schedule updated?
- For GMB, is the activity on questions and reviews constant and respecting the guides?
- Are the images used in social media up to date and representative and respecting the rules in the guide?
- For all platforms, GMB and social media, are the accounts split per brand?