

The Dacia logo is positioned in the top right corner of the page. It consists of the word "DACIA" in a white, bold, sans-serif font. The letter "A" is stylized with a triangular shape in the center. The background of the entire page is a scenic landscape featuring rugged, brown and grey mountains under a cloudy sky, with a calm lake in the foreground. A hiker with a backpack is visible in the lower right corner, walking on a rocky shore.

DACIA

DACIA DRESS CODE FOR THE NETWORK

THIS DOCUMENT ADDRESSES TO THE NETWORK STAFF
EXCLUSIVELY DEDICATED TO DACIA BRAND

MARCH 2023

DACIA

INTRODUCTION

This document is a **guide to help you adopt the right Dacia dress code** in your daily work.

You are brand ambassadors to our prospects and clients. Your look is one of the ways you bring the brand to the customers, and we thank you for this.

Dacia brand identity changed in 2021. It turned into a more contemporary and bold brand, playing the outdoor spirit, without losing its original values of simplicity and robustness. To reflect these changes, our dress code evolves towards a **more casual and outdoor flavored style**.

- **We remove the tie, play with outdoor codes and, of course, use our new brand colors.**
- **We privilege nice quality basics**, well designed and tailored, comfortable and practical.
- We feel a unisex look convey the simplicity and casual spirit of the brand. But, female sales advisors who feel more at ease with a skirt or a dress should also find the Dacia look that matches best with their own style.
- You must also bear in mind what **Dacia is not: sophisticated, extravagant, complex, fragile.**

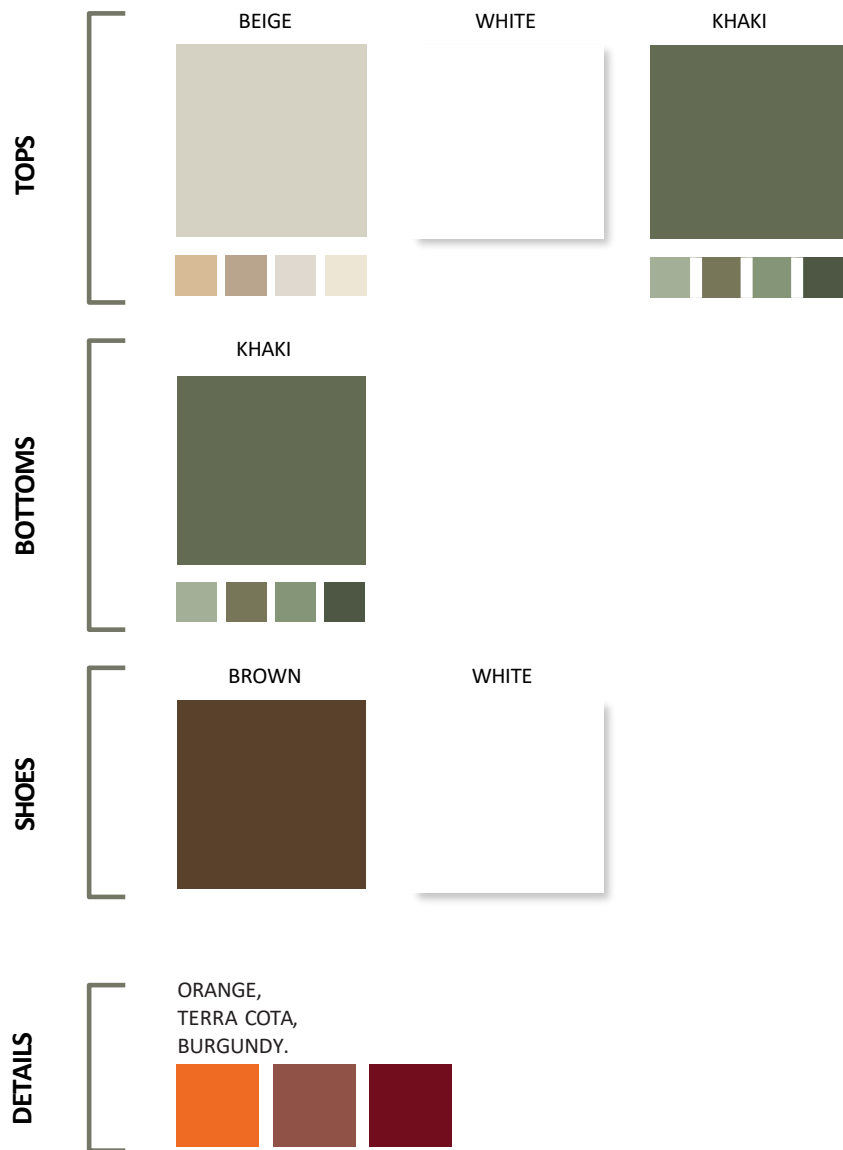
To help you dress up in the morning in function of your activity and the weather outside, we propose here after several silhouettes and examples of how to match the pieces in your wardrobe. We hope this will make you look and feel like a Dacia ambassador, whilst remaining yourself and comfortable in the clothes you chose.

Now your turn to adopt the new Dacia dress code. Enjoy!

THE DACIA MOODBOARD



COLOURS GUIDE



01. DACIA SALES

DACIA - SALES



DACIA - SALES

SUMMER

UNISEX



White shirt



Beige polo



Khaki chino



Khaki chino



Brown boots



White sneakers

WOMEN



Khaki jumpsuit



White shirt



Khaki skirt



White sneakers



Brown bumps



Khaki dress



Camel sandals



DACIA kaki badge **Classic**

OR



DACIA kaki badge **Neckband**
(option)

DACIA - SALES

WINTER

UNISEX



Khaki coat



Branded khaki bodywarmer



White turtleneck



White shirt



Khaki chinos



Khaki chinos



Khaki chinos



Khaki chinos



Khaki boots



Brown boots



Beige boots



Camel boots

WOMEN



Beige pullover



Khaki skirt



Brown boots



DACIA kaki badge **Classic**

OR



DACIA kaki badge **Neckband**
(option)

+

02. DACIA AFTER SALES

DACIA AFTER SALES

SUMMER

UNISEX



DACIA beige polo



DACIA khaki polo



DACIA beige polo



DACIA khaki polo



Khaki chino



Raw jeans



Khaki chino



Raw jeans



White sneakers



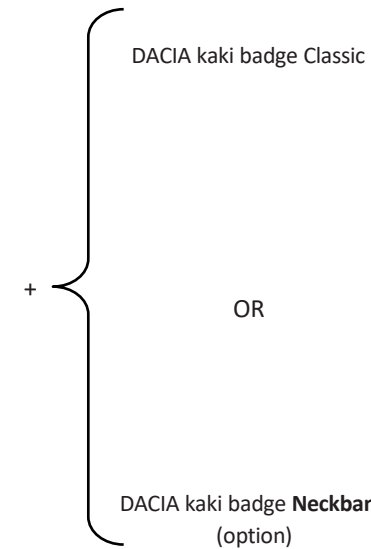
Khaki boots



Khaki sneakers



White sneakers



Safety shoes mandatory for people walking in workshop area.



No lose cut, no short, no bleached or torn jeans.

DACIA AFTER SALES

WINTER

UNISEX



DACIA beige sweatshirt



DACIA khaki sweatshirt



Branded khaki bodywarmer



Khaki coat



Khaki chino



Raw jeans



Khaki chino



Raw jeans



White sneakers



Camel boots



Khaki boots



Khaki sneakers

+ {

 DACIA kaki badge Classic

 OR

 DACIA kaki badge **Neckband** (option)

 +

DACIA

Prénom NOM
Fonction



Safety shoes mandatory for people walking in workshop area.



No lose cut, no short, no bleached or torn jeans.

03. APPENDICES

DACIA BRANDED POLO FOR THE NETWORK

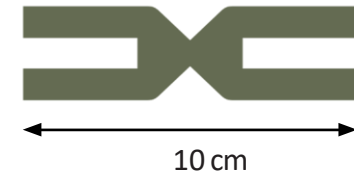
KHAKI BRANDING ON BEIGE T-SHIRT /
WHITE BRANDING ON KHAKI T-SHIRT



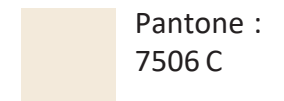
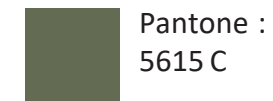
Composition : 100% cotton
Weight : 210 gr/m2

PRINT LOGOS :

Position : right sleeve



Position : left chest



- To be produced locally

DACIA BRANDED SWEATSHIRT FOR THE NETWORK

KHAKI BRANDING ON BEIGE T-SHIRT /
WHITE BRANDING ON KHAKI T-SHIRT



Composition : 100% cotton
Weight : 350 gr/m2


PRINT LOGOS :


Position : left chest



Position : center collar back



 Pantone :
5615 C

 Pantone :
7506 C

- To be produced locally

DACIA BRANDED BODYWARMER FOR THE NETWORK

BLACK BRANDING ON KHAKI BODYWARMER



Composition : 100% polyester
Weight padding : 175 gr/m2

PRINT LOGOS :

Position : left chest



- To be produced locally

DACIA BRANDED COAT FOR THE NETWORK

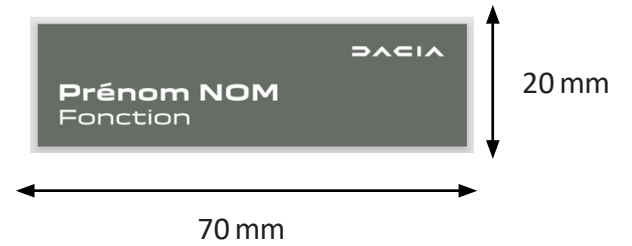


- Available on the [merchandizing e-shop](#)

DACIA KHAKI BADGE CLASSIC



SIZE:



Dacia block ext. Bold. 10pt
Dacia block ext. Reg. 09pt



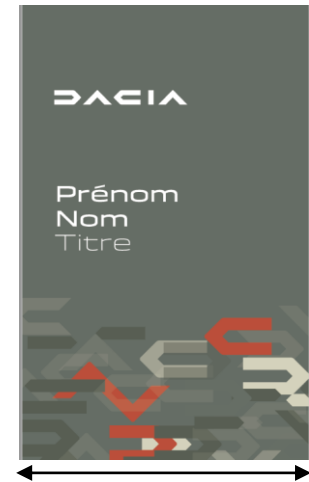
KAKI
Pantone : 5615C
CMJN : C59 M45 J55 N21

BADGE DACIA KAKI NECKBAND (option)



DIMENSIONS:

RECTO



VERSO



Dacia block ext. Reg. 11pt
Dacia block ext. light 11pt

54 mm

86 mm

THICKNESS: 0,7-0,8 mm

FEATURES: rounded corners

COULOR:



KAKI



TERRA COTA



DARK GREEN



SAND



WHITE

APPENDICES

BUYER'S GUIDE

MANGO	www.shop.mango.com
H&M	www2.hm.com
SUITSUPPLY	www.suitsupply.com
JULES	www.jules.com
UNIQLO ZARA	www.uniqlo.com
MASSIMO DUTTI	www.zara.com
COS	www.massimodutti.com
	www.cosstores.com

SHOES :

JONAK	www.jonak.fr
MINELLI	www.minelli.fr
CONVERSE	www.converse.com
NIKE	www.nike.com
PALLADIUM	www.palladiumboots.fr
TIMBERLAND	www.timberland.fr



THANK YOU !