



# TECHNICAL SPECIFICATIONS FOR DACIA SIGNAGE

EMBLEM, PRE-SIGNAGE AND FLAGS EXCEPTED

ISSUE 2.1 - OCTOBER 2014

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|         |                                 |
|---------|---------------------------------|
| PART 1  | GENERAL CONDITIONS              |
| PART 2  | CORE ELEMENTS                   |
| PART 3  | APPLICATION CASES               |
| PART 4  | PRE-SIGNAGE & FLAGS             |
| PART 5  | CORPORATE TOTEM MASTS & FLAGS   |
| PART 6  | DIRECTIONAL PANEL               |
| PART 7  | DACIA LETTERING                 |
| PART 8  | ENTRANCE DOOR SIGN              |
| PART 9  | ACTIVITY DISPLAY SIGN           |
| PART 10 | SERVICE DISPLAY SIGN            |
| PART 11 | INTERIOR SIGNAGE                |
| PART 12 | SECONDARY NETWORK DISPLAY SIGNS |

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- 1.1 GENERAL CONDITIONS / General features 1
  - 1.2 GENERAL CONDITIONS / General features 2
  - 1.3 GENERAL CONDITIONS / General features 3
  - 1.4 GENERAL CONDITIONS / General features 4
  - 1.5 GENERAL CONDITIONS / General features 5
  - 1.6 GENERAL CONDITIONS / Warranty

### 1.1.1. FOREWORD

DACIA expects an obligation of results complying with the requirements of the Technical Specifications from all those intervening on the "New Visual Identity" program. The rules and general features given below are to be considered as the minimum to be observed and that are to be implemented to obtain the expected result.

### 1.1.2. SAFETY FOR PEOPLE AND PROPERTY

The supplier must demonstrate that he has analysed the risks related to his services, that his personnel and possible subcontractors have followed adequate training. Strict respect for the legislation on safety and worker protection is required.

### 1.1.3. RESPECT FOR THE ENVIRONMENT

Materials and facilities for implementation allowing environmental nuisances to be reduced will be privileged (recyclable materials, technologies allowing for energy saving, consideration for toxicity of the materials and products used, etc.). The supplier must demonstrate that he is in possession of the various administrative authorizations (operator's licence and environmental permit) needed to manufacture the various items of equipment and that he respects the operating conditions imposed by the applicable legislation or specific operating conditions for the countries concerned.

A global approach such as standard ISO 14001 is recommended.

### 1.1.4. QUALITY

The supplier must demonstrate that he works in accordance with ISO 9000 quality assurance standards, formal certification being especially recommended. The signmaker will attach a dedicated Quality Plan to his proposal to assure DACIA of his ability to supply finished products and accessories that comply with contractual requirements within the lead times allocated. He shall ask his manufacturing subcontractors to act in the same manner.

The procedures applied must allow it to be ensured that:

- > The parts and products purchased, manufactured and supplied are neither used nor delivered before they have been inspected and recognised to comply.
- > Procedures are provided for to identify causes of non-conformances and allow sustainable solutions that can be applied generally to be provided to remedy such cases and avoid their repetition.  
These operations will be recorded on appropriate documents and receive DACIA approval before being applied generally.
- > Changes in the quality of products, and removal and installation procedures are monitored using inspection and audit indicators (incidents, claims, etc.).  
This should lead to preventive or corrective actions; such actions must have prior DACIA approval before being applied.

### 1.1.5. RESPECT FOR MESSAGES AND COLOURS

The visuals must comply with the formal images of the present Technical Specifications. All colours are 40% gloss satin finish.  
Special attention shall be devoted to respect for colours. Respect for tolerances in accordance with the CIE L.a.b. system is requested.

### 2.1. GENERAL TECHNICAL STANDARDS

The regulations relating to the sizing of structures applicable in each of the countries must be respected taking climatic conditions into account. The following obligations of results are required:

- > Under their own weight, the equipment must appear perfectly horizontal and vertical.
- > The parallelism between the separate elements must be respected.
- > Under normal wind conditions (see NV65), the permitted bending between the attachment and the point furthest from the attachment (dimension "d") shall not exceed  $d/100$ .

#### 2.1.1. CLIMATIC CONDITIONS

The wind to be taken into account for resistance for France is that set forth in N.V.65 rules - latest edition (currently April 2000): zones 4, site exposed, for other countries, the basic dynamic pressure to be taken into account is  $q=160.7 \text{ daN/m}^2$  (i.e.  $184.25 \text{ km/h}$ )

#### 2.1.2. CONSTRUCTION RULES

##### 2.1.2.1 Aluminium alloy framework:

Design and calculation rules for aluminium alloy frameworks - DTU latest edition (currently July 1976).

##### 2.1.2.2 Steel construction

Calculation rules for steel constructions CM 66 - latest edition.

##### 2.1.2.3 Supporting masses

Supporting masses shall be of the "poise" type with reinforcements. The concrete to be used must be an artificial Portland cement dosed at  $400 \text{ kg/m}^3$  ( $s'_{28}=300 \text{ bars}$  -  $s_{28}=25 \text{ bars}$ )

##### 2.1.2.4 Plastic elements calculations

Adapt rules of CM 66 using a safety ratio of 2 on stresses.

#### 2.1.3. MATERIALS

The materials used shall all be first choice, be suited to the use for which they were designed and shall be implemented taking the rules for the art inherent to the profession into account and to respect standards and regulations applicable in France and in the countries for which they are intended.

The materials implemented shall show no defect likely to compromise the durability of works. The equipment must be easy to clean, maintain and service.

Materials shall be capable of resisting severe climatic conditions such as rain, snow, hail, condensation, dust and salt spray.

Operation must be assured between  $-20$  and  $+80 \text{ }^\circ\text{C}$ .

##### 2.1.3.1 Steels

Steels shall be either "hot finished" in accordance with NF EN 10210 or "cold finished" in accordance with NF EN 10219-1 and 2. The quality of steels shall be mentioned on execution drawings and the mechanical properties of the various types of steels shall obviously be taken into account for stability calculations.

All elements shall be shaped in sheltered premises.

After machining, welding, drilling, slotting, etc., the elements shall be prepared before anticorrosion treatment: brushing of welds, careful deburring, cleaning, shot peening and sand blasting.

Anticorrosion treatment shall be performed by hot galvanisation with minimum  $80 \text{ } \mu\text{m}$  to ensure faultless protection for the minimum duration of the decadal warranty.

No machining shall be performed after anticorrosion treatment of the parts.

All screw products and hardware (including hinges) shall be of stainless steel 18/10 (NFE 25.033).

# 1.3 GENERAL CONDITIONS

## General Features 3

### 2.1.3.2. Aluminium

The reference standard is NF EN 573-1. Parts playing a role in a load bearing structure shall be chosen from the "6000" series. For parts that do not play a role in a load bearing structure, "1000" series is tolerated.

Alloys are to be weldable.

Parts shall be carefully deburred and welds shall be brushed before any protection.

Visible parts of equipment shall be treated by application of paint in accordance with a "Qualicoat" type procedure.

### 2.1.3.3. PMMA

PMMA shall answer at least to the following characteristics:

| Colour opal white<br>(values for a test sample<br>of 3mm thickness) | Plane parts<br>with moulded PMMA<br>before machining | Plane parts<br>with extruded PMMA<br>before machining |
|---|--|---|
| Tensile strength  | 75 MPa   | 70 MPa  |
| Cross-bending strength  | ≥ 130 MPa  | ≥ 120 MPa   |
| Section modulus   | ≥ 3250 MPa   | ≥ 3000 MPa  |
| CHARPY impact test on smooth<br>specimen                            | ≥ 12 MPa   | ≥ 10 MPa  |
| Dilatation  | ≤ 1 mm / 1 m / 10°C                                  | ≤ 1 mm / 1 m / 10°C                                   |
| Light transmission ≥  | ≥ 40 %   | ≥ 33 %  |

Thermoformed facings will be made of light-diffusing white colour "impact" extruded PMMA to respect the heating parameters for the manufacturer's plates.

When PMMA parts are higher than 100 cm, they must be suspended on the top part by a bonded PMMA batten.

The thickness of plates shall be calculated to respect the standards of point 3 above.

### 2.1.3.4. ABS

The following characteristics must be respected:

- > Tensile strength ≥ 40 MPa
- > Section modulus ≥ 2000 MPa
- > CHARPY V-notch impact test -20°C ≥ 14 MPa
- > Dilatation ≤ 1 mm / 1 m / 10°C

### 2.1.3.5. Expanded foam

The following characteristics must be respected:

- > White PVC material 9010
- > Density ≥ 50 g/cm<sup>3</sup>
- > Stabilised to UV: 14 MPa
- > Shore hardness D ≥ 75
- > Dilatation ≤ 1 mm / 1 m / 10°C

### 2.1.3.6. Paintwork

Painted parts must have a regular appearance over their entire surface. Defects like pores, cracks, grains of dust, paint runs or undulations are not tolerated. Samples of unworked painted parts shall be tested and accepted by DACIA after they have undergone the following tests with a DACIA certified organisation:

- > colour  
after a LAB test with MINOLTA 508 D colorimeter, illuminant D65 and observer at 10° and specular component included (tolerances in the CIELAB range are:  
 $\Delta L \pm 1, \Delta a \pm 1.5, \Delta b \pm 1.5$ ).
- > Gloss 40% in accordance with a test as per standard NF T 30064
- > Gloss 60%: after a test as per standard NF T 30064
- > Adherence: grid resistance test.  
Classification 1, in accordance with P UW 150 1. standard NF T 30038

# 1.4 GENERAL CONDITIONS

## General Features 4

- > Colour solidity:  
QUV in accordance with NF T 30036 after 200 hours exposure.  
Samples of each of the elements shall be provided, on request, to DACIA for inspection. In addition, a yearly inspection, at the signmaker's cost, of colorimetry and gloss of the metallic samples for each colour is provided for.

### 2.1.4. ELECTRICAL EQUIPMENT

Assemblies provided with electrical equipment shall comply with European Union "essential requirements" for safety.

Within this framework, the supplier shall draw up a certificate (per type of equipment) that must mention unambiguously conformance of assemblies and thus of components:

- > with requirements in terms of safety, protection of users and all other persons (directive 73/23/CEE without lower voltage threshold)
- > with requirements in terms of electromagnetic compatibility (directive 89/336/CEE).

The display sign plate in each item of equipment must bear the EC lettering stating conformance with such requirements.

The regulation relating to low voltage signs applicable in each of the countries shall be respected.

In addition, the following instructions shall be respected:

Electrical equipment shall comply with applicable standards in series NFC 15, NFC 20, NFC 71, NFC 32 for France, and standard NF E N 60 598 for Europe. This especially concerns:

- > First category electrical installations and low voltage light signs.
- > The fire behaviour of electrical equipment and degree of protection procured by envelopes,
- > Flexible and rigid low voltage cables.

In addition, equipment shall comply with antiparasite regulations in inhabited zones and shall thus be delivered parasite free.

### 2.1.4.1 IP protection

The degree of protection of all electrical equipment shall be at least minimum IP 44-D.

### 2.1.4.2 Protection against electric shocks

All the equipment shall be to "class 1".

### 2.1.4.3 Attachments

The supports of ballasts and condensers shall be positioned away from the sign bases and secured to Omega type rails, hasps or mounting bosses.

Cables and sheaths shall be secured to structures every 50 cm.

### 2.1.4.4 Cable passages

Each cable passage or sheath through metallic parts shall be ensured by a packing gland. Connecting boxes.

A plastic sealed IP44 connecting box shall be provided at the entrance of each assembly.

This box shall be equipped with a 5 input connecting pin capable of receiving 4 mm.

All connecting boxes will have P1+P2+P3+T+N identifications.

### 2.1.4.5 Compensation condensers

Each assembly shall have a power factor  $\cos. > 93$ .

# 1.5 GENERAL CONDITIONS

## General Features 5

### 2.1.5. SCREW PRODUCTS AND HARDWARE

All screw products and hardware used are made of stainless steel (non-magnetisable). Aluminium "pop" rivets are accepted in so far as steel rods are systematically removed. For welding, wires and electrodes are to comply with NF 81.830.

### 2.1.6. ANCHORINGS AND ATTACHMENTS

Plinths for all equipment must be perfectly dismountable without having to remove another element from the assembly. Plinths must hide plates and attachments. Plates must be readily accessible when plinths are removed.

For each of the assemblies requiring a foundation supporting mass or an attachment onto another structure, the signmaker shall provide the elements needed as well as the conditions for calculation thereof (wind conditions and calculation methods).

### 2.1.7. IDENTIFICATION PLATE

Each finished product shall have a lettering using a metallic identification plate on its structure to include at least the following indications:

- > Name of signmaker
- > Product code and batch
- > Month and year of manufacturing
- > EC lettering if illuminated.

### 2.1.8. STORAGE

Finished products shall be stored in a dry and ventilated room. Access for DACIA inspectors shall be possible at all times.



## 1.6 GENERAL CONDITIONS

### Warranty

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Suppliers undertake to guarantee their products in accordance with the conditions below:

- > 1-year warranty on the installation against defect and faulty work
- > 10-year warranty on electrical equipment including LEDs for logo displays
- > 5-year warranty on coloured adhesives
- > 7-year warranty on white adhesives
- > 5-year warranty on panels lacquered in the workshop
- > 10-year warranty on letters made of PE
- > 7-year warranty on ABS or PMMA chromed parts
- > 10-year warranty on metal panels and sections prelacquered by aluminium specialist
- > 10-year warranty on internal structures
- > 10-year warranty on PMMA acrylic facings

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- 2.1 CORE ELEMENTS / DACIA emblem
  - 2.2 CORE ELEMENTS / Square shape signature
  - 2.3 CORE ELEMENTS / Wave shape signature
  - 2.4 CORE ELEMENTS / 3D DACIA emblem
  - 2.5 CORE ELEMENTS / Colours and matches
  - 2.6 CORE ELEMENTS / Type faces
  - 2.7 CORE ELEMENTS / GROUPE RENAULT mention

## 2.1 CORE ELEMENTS

### DACIA emblem

#### PRINCIPLE

DACIA emblem used with the blue colour is a major mean to identify the DACIA brand on signage elements.

For each kind of brand's media, the DACIA emblem will be reproduced en 2D or 3D, either by digital print process or by silk-screen printing.

#### REPRODUCTION

A computer file (EPS image) allows to ensure identical reproduction (four-colour version). For the latter technique, special care needs to be taken as to the choice of frame used so as to avoid any visual degradation in relation to the visibility of the sign.

#### KEY

1. DACIA emblem
2. DACIA emblem on blue background



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## 2.2 CORE ELEMENTS

### Square shape signature

#### PRINCIPLE

A square shape signature is used on totem masts, flags and entrance sign.

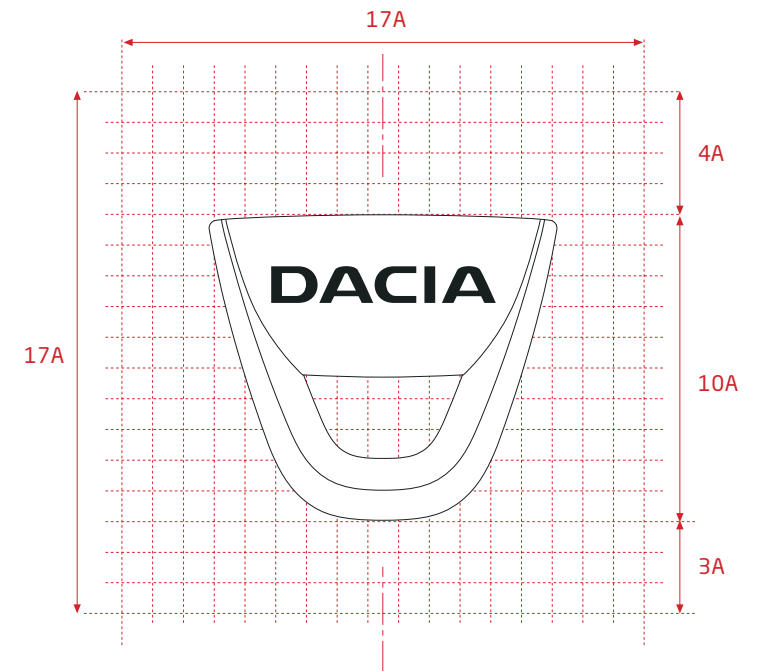
#### KEY

1. RAL 5002 Blue
2. 3D DACIA emblem



1

2



## 2.3 CORE ELEMENTS

### Wave shape signature

#### PRINCIPLE

This wave shape signature is used on the frontage of dealer points.

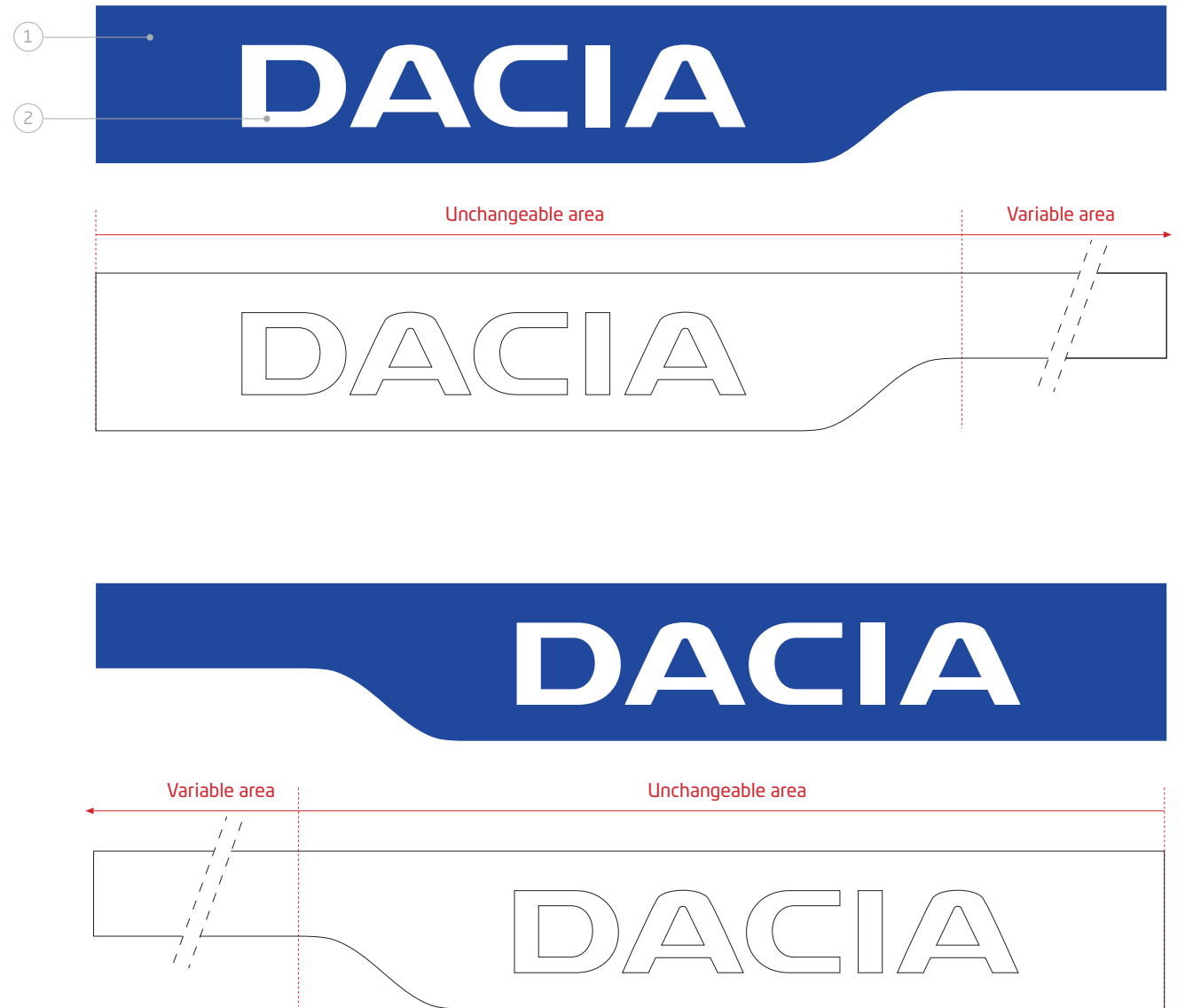
To meet the needs, this signature can be placed on the right or on the left side of the fascia. The narrow part ( $h = 3,5X$ ) can be extended to the specific length of each building.

#### KEY

1. Blue background  
RAL 5002 Blue
2. DACIA logotype  
RAL 9010 White

#### REPRODUCTION

A computer file (AI or DWG image) provided by DACIA, allows to ensure identical reproduction of this complex wave shape.



## 2.4 CORE ELEMENTS

### 3D DACIA emblem

#### PRINCIPLE

To meet all needs of signage, a 3D version of DACIA emblem is available in three different sizes:

- T1: 400 mm emblem
- T2: 675 mm emblem
- T3: 950 mm emblem.

#### KEY

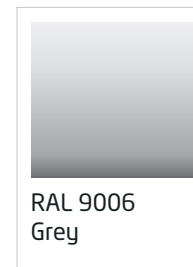
1. Diffusing blue letters  
Pantone 281 C
2. One colour face  
RAL 9006 Grey  
non diffusing
3. Front of the emblem  
glossy chrome finishing

#### LIGHTING

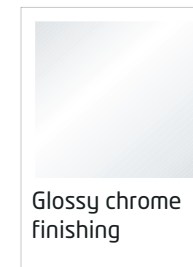
The electrical equipment consists of LED.  
The power supply is placed in the back of the emblem with an easy access from the exterior allowing a direct connection without opening the emblem.



①



②



③

## 2.5 CORE ELEMENTS

### Colours and matches

#### PRINCIPLE

Basic colours of DACIA signage shall be strictly respected.  
A special care shall be needed in the quality calibration between a various range of materials and ways of reproduction (ex: post-lacquered Vs prelacquered).

#### SATIN FINISH

All colours in 40 % glossy satin finish excepted the emblem with a glossy chrome finishing.

#### RECOMMENDED SAMPLES

- > WHITE DIFFUSING PMMA special LED  
in ref. Altuglass 121.27012
- > WHITE NON DIFFUSING PMMA  
ref. Altuglass 100.47010



Cyan: 100 %  
Magenta: 85 %  
Yellow: 0%  
Black : 0%



Cyan: 0 %  
Magenta: 0 %  
Yellow: 0%  
Black : 80%

RAL 7011



Cyan: 0 %  
Magenta: 0 %  
Yellow: 0%  
Black : 0%

RAL 9010



### Type faces

#### A SPÉCIFIC TYPE FACE

In order to assure more coherence and a real identity to the brand, a specific font set has been designed:  
the Neo Tech Dacia font set consists in different thicknesses to meet the needed uses of the corporate identity.

The Neo Tech Dacia Medium font is mainly used in the signage due to visibility constraints.

#### HOW TO GET THIS TYPE FACE?

The licence for this font is required.  
A 5-user licence can be provided from "Graphic Obsession"

#### GRAPHIC OBSESSION ADDRESS

[www.graphicobsession.fr](http://www.graphicobsession.fr)

Dominique / Christiane / Philippe:  
00 33 (0)1 48 56 70 75 or  
00 33 (0)1 48 56 70 82 or  
[dominique@graphicobsession.com](mailto:dominique@graphicobsession.com)

Fees: 64 Euros for each thickness.  
The 6 thicknesses for the Neo Tech Dacia font can be separately acquired according to the needs.

#### Neo Tech Dacia Light

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
012356789

#### *Neo Tech Light Dacia Italic*

*ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
012356789*

#### Neo Tech Dacia Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
012356789

#### *Neo Tech Dacia Regular Italic*

*ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
012356789*

#### Neo Tech Dacia Medium

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
012356789**

#### *Neo Tech Dacia Medium Italic*

***ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
012356789***



## 2.7 CORE ELEMENTS

### GROUPE RENAULT mention

#### PRINCIPLE

GROUPE RENAULT mention (always in French) is used in addition to the DACIA brand on the entrance sign (as a specific application).

#### REPRODUCTION

A computer file (EPS image) allows to ensure identical reproduction.  
Special care needs to be taken to avoid any visual degradation in relation to the visibility of the sign.



- 3.1 DACIA CORNER DACIA IN RENAULT DEALER POINTS / Typical frontages
- 3.2 DACIA BOX / Typical frontages
- 3.3 NEW DEALER POINTS / Typical frontages of high buildings
- 3.4 NEW DEALER POINTS / Typical frontages of low buildings
- 3.5 EXISTING DEALER POINTS / Typical frontages of high buildings
- 3.6 EXISTING DEALER POINTS / Typical frontages of low buildings
- 3.7 MULTIBRANDED DEALER POINTS / Typical frontages of existing buildings
- 3.8 MULTIBRANDED DEALER POINTS / Typical frontages of new buildings

# 3.1 DACIA CORNER IN RENAULT DEALER POINTS

## Typical frontages

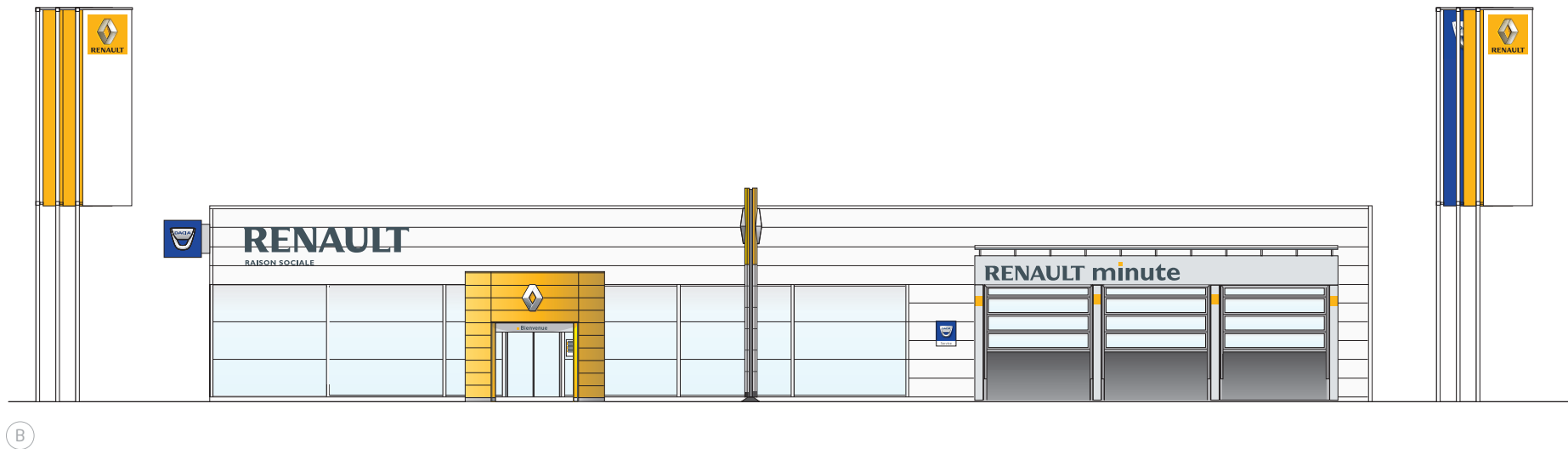
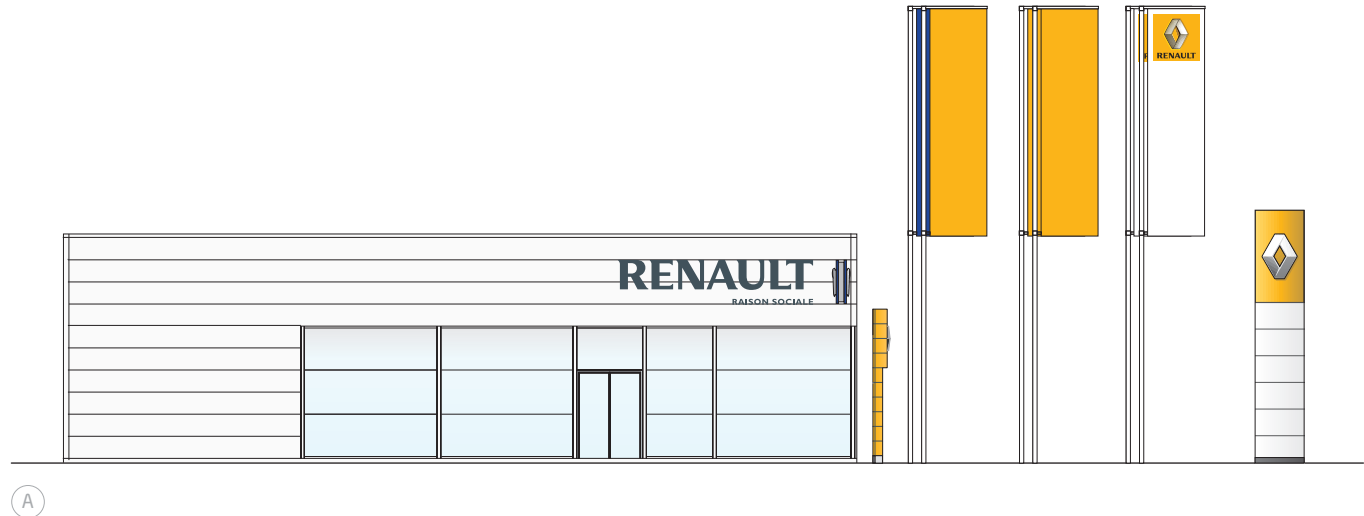
### SIGNAGE ELEMENTS

The DACIA brand is identified by:

- the DACIA flag insignia,
- a DACIA flag,
- a DACIA Service panel.

### KEY

- A. Secondary frontage
- B. Main frontage



## 3.2 DACIA BOX

### Typical frontages

#### SIGNAGE ELEMENTS

Signage elements used on the DACIA BOX frontages are as following:

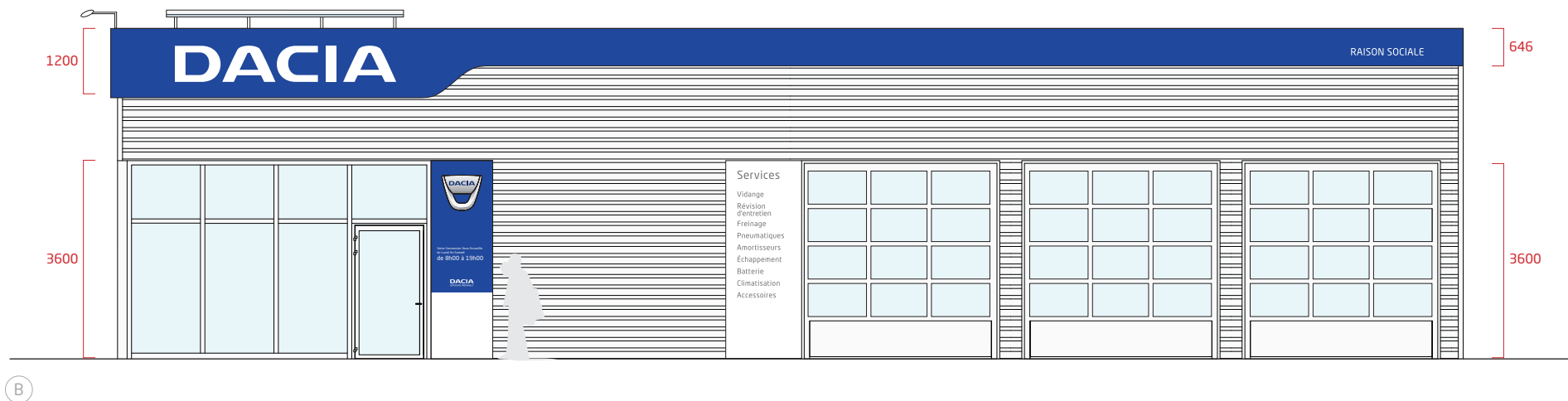
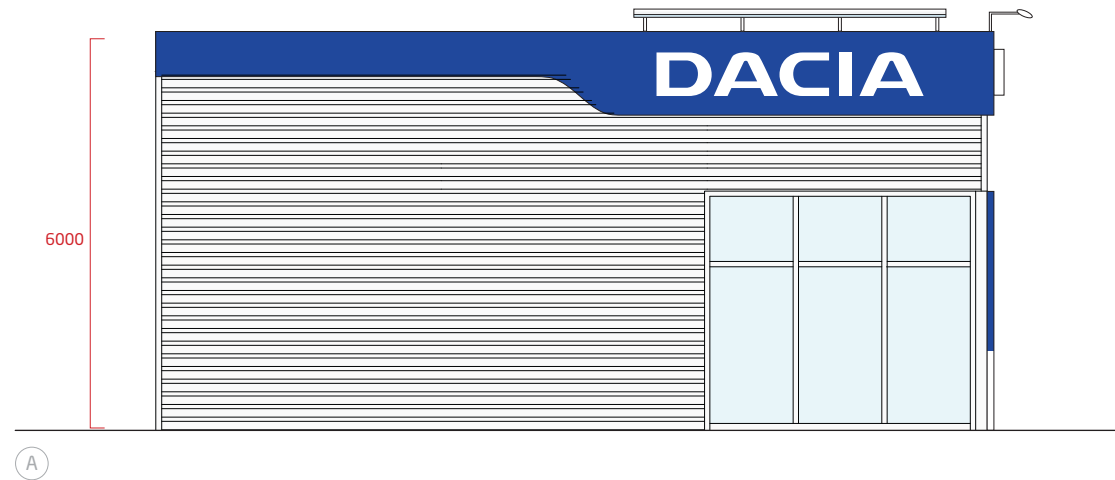
- Entrance door sign with a 3D emblem,
- DACIA Logotype on a wave shape fascia with an illuminated strip ,
- Activity panel on the aftersale frontage.

#### DESCRIPTION

Height of the blue fascia: 1200 mm  
Height of the entrance door sign: 3600 mm  
Height of the service panel: 3600 mm  
Height of the building: 6000 mm

#### KEY

- A. Secondary frontage
- B. Main frontage



## 3.3 NEW DEALER POINTS

### Typical frontages of high buildings

#### SIGNAGE ELEMENTS

Signage elements used on the high frontages (over 6 m) of the DACIA new dealer points are as following:

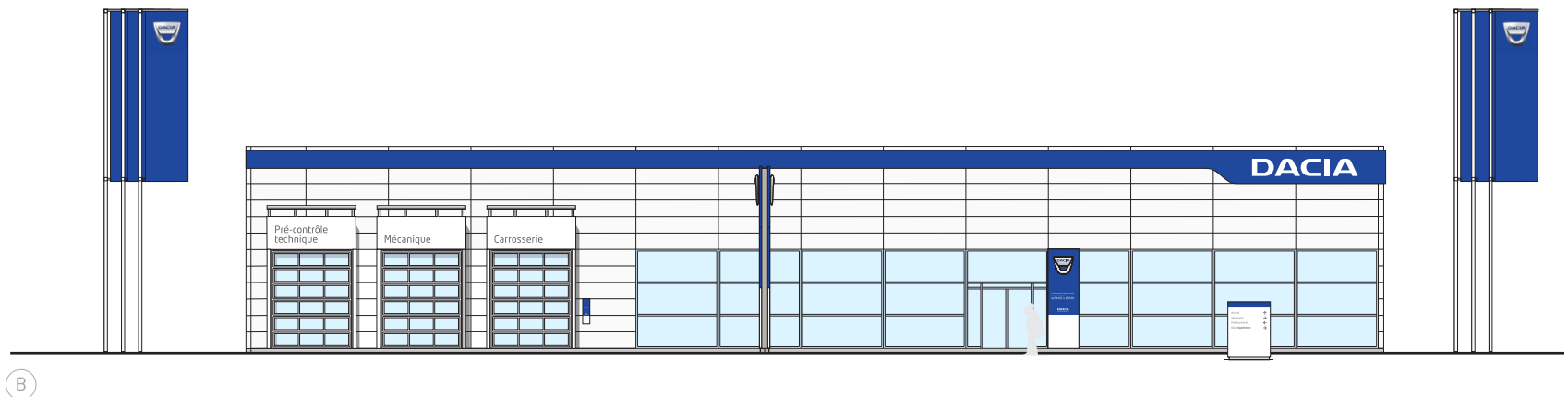
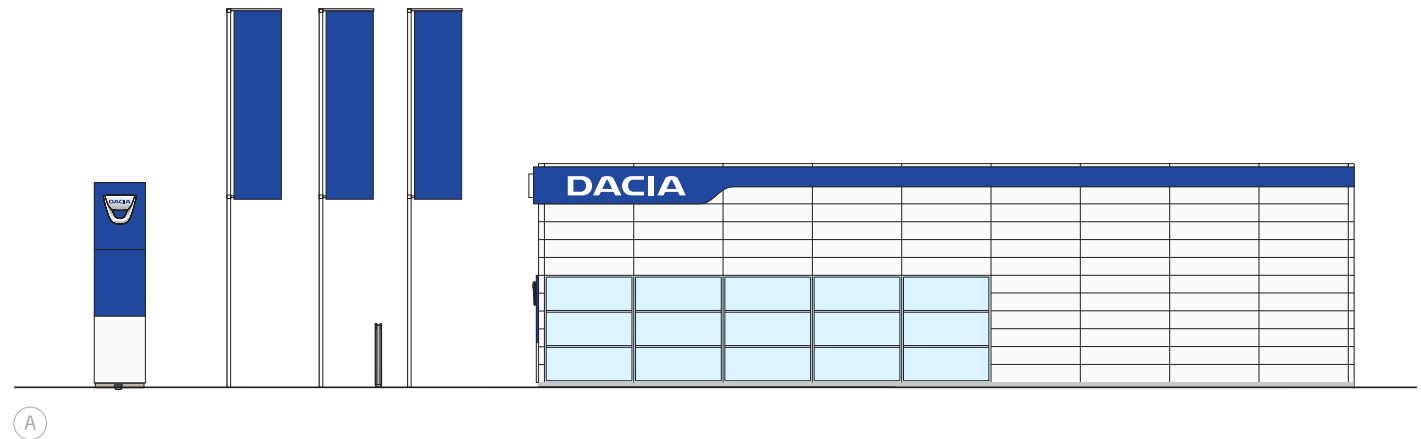
- DACIA flags,
- DACIA totem mast or flag insignia,
- Entrance door sign with a 3D emblem,
- DACIA Lettering on a wave shape fascia
- Activity fascias on the after-sales frontage.

#### DESCRIPTION

Height of the blue fascia: 1200 mm  
Height of the entrance door sign: 3600 mm  
Height of the activity fascias: 1200 mm  
Height of the building: 7200 mm

#### KEY

- A. Secondary frontage
- B. Main frontage



## 3.4 NEW DEALER POINTS

### Typical frontages of low buildings

#### SIGNAGE ELEMENTS

Signage elements used on the low frontages (below 6 m) of the DACIA new dealer points are as following:

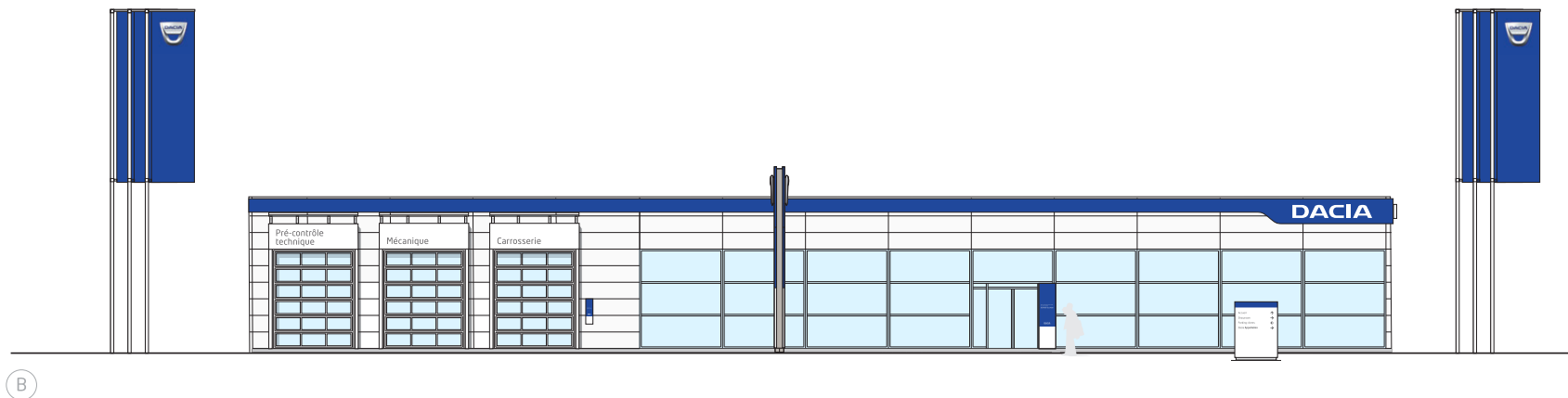
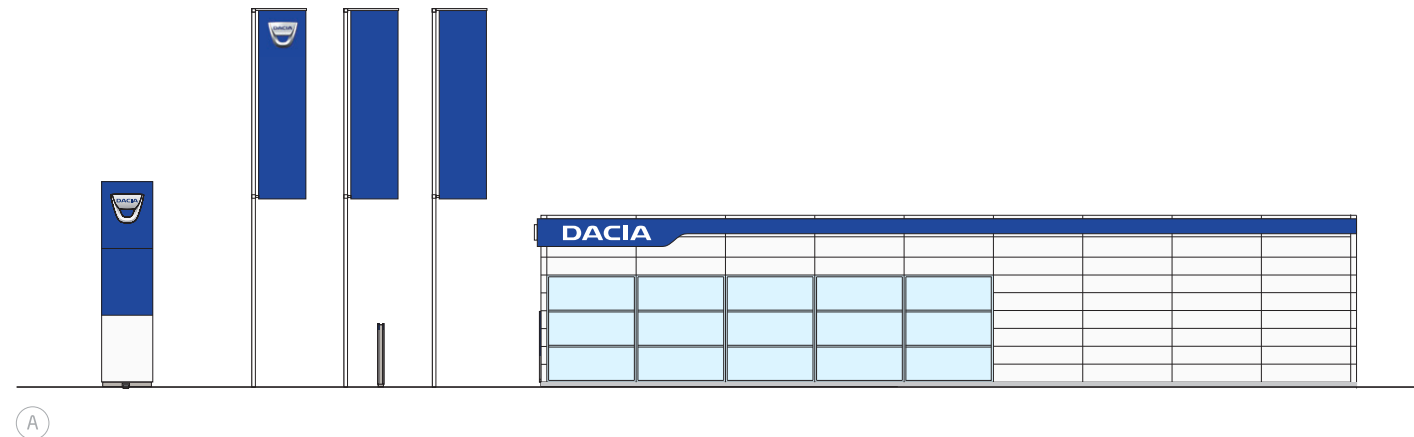
- DACIA flags,
- DACIA totem mast or flag insignia,
- Entrance door sign with a 3D emblem,
- DACIA Lettering on a wave shape fascia
- Activity panels on the after-sales frontage.

#### DESCRIPTION

Height of the blue fascia: 900 mm  
Height of the entrance door sign: 2400 mm  
Height of the activity panels: 900 mm  
Height of the building: 5400 mm

#### KEY

- A. Secondary frontage
- B. Main frontage



# 3.5 EXISTING DEALER POINTS

## Typical frontages of high buildings

### SIGNAGE ELEMENTS

Signage elements used on the high frontages (over 6 m) of the DACIA existing dealer points are as following:

- DACIA flags,
- DACIA totem mast or flag insignia,
- Entrance door sign with a 3D emblem,
- DACIA Lettering on a square shape fascia
- Activity fascias on the after-sales frontage.

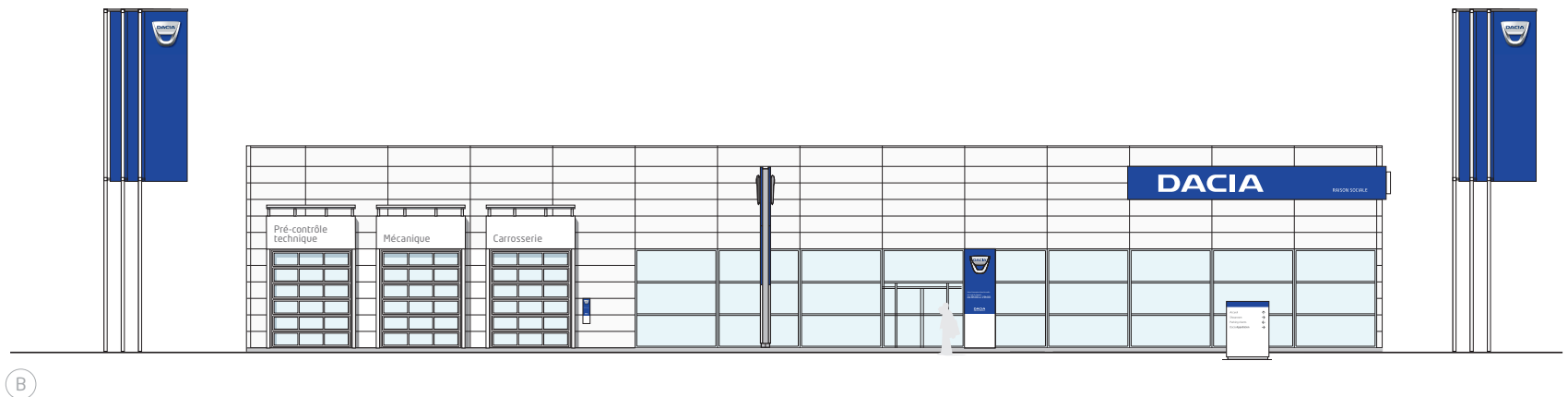
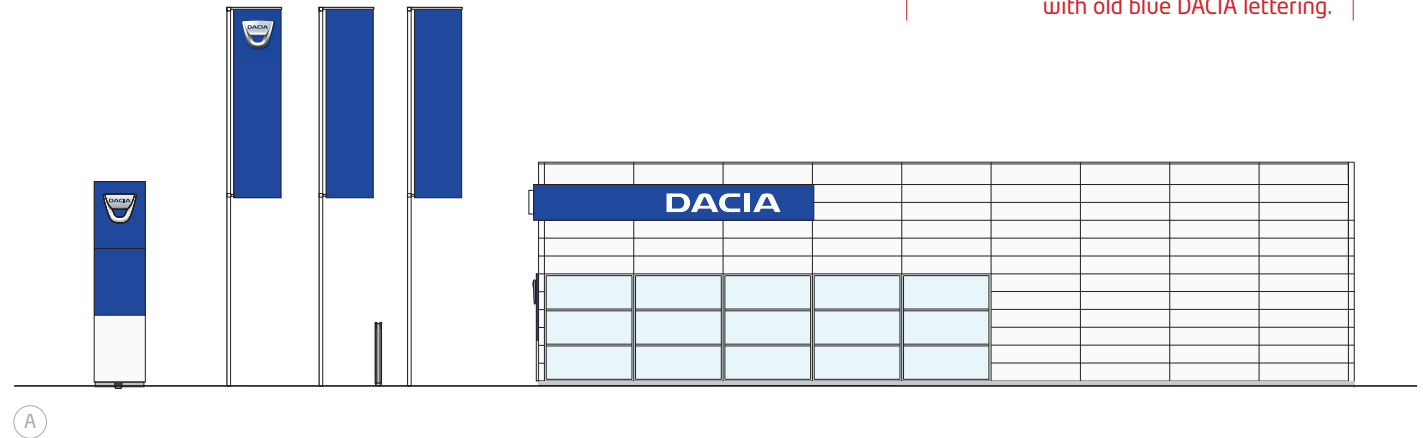
### DESCRIPTION

- Height of the blue fascia: 1200 mm
- Height of the entrance door sign: 3600 mm
- Height of the activity fascias: 1200 mm
- Height of the building: 7200 mm

### KEY

- A. Secondary frontage
- B. Main frontage

**CAUTION**  
This signage can ONLY be used in the case of the retrofit of an existing site with old blue DACIA lettering.



## 3.6 EXISTING DEALER POINTS

### Typical frontages of low buildings

#### SIGNAGE ELEMENTS

Signage elements used on the low frontages (below 6 m) of the DACIA existing dealer points are as following:

- DACIA flags,
- DACIA totem mast or flag insignia,
- Entrance door sign with a 3D emblem,
- DACIA Lettering on a square shape fascia,
- Activity panels on the after-sales frontage.

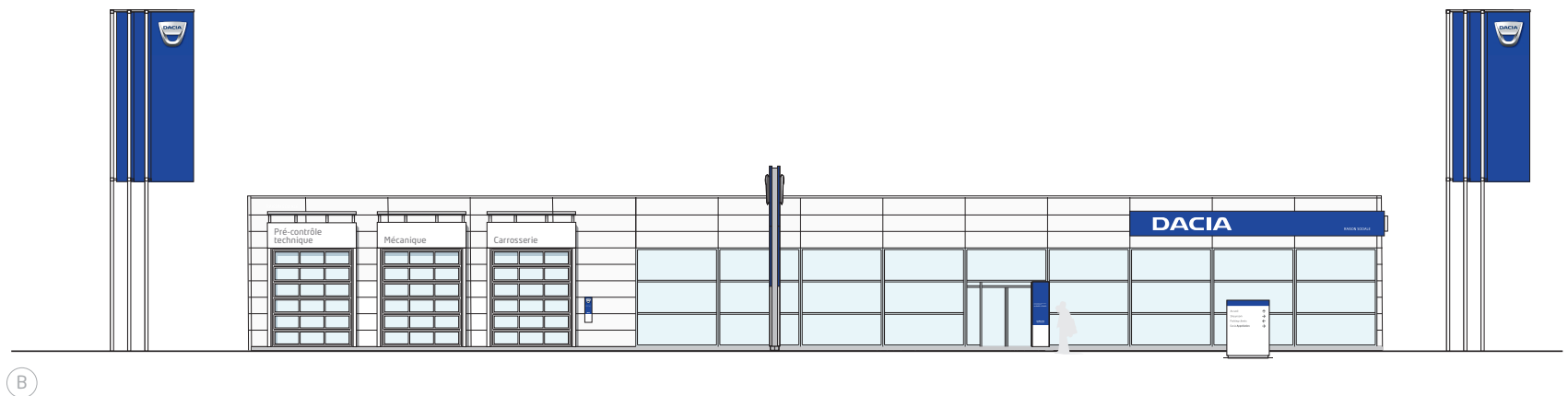
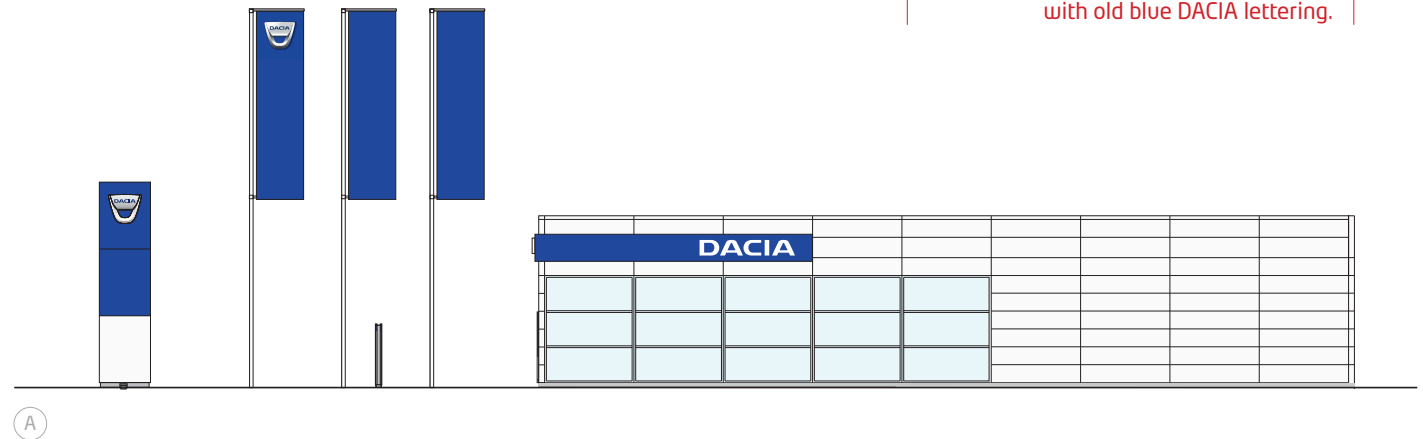
#### DESCRIPTION

Height of the blue fascia: 900 mm  
Height of the entrance door sign: 2400 mm  
Height of the activity panels: 900 mm  
Height of the building: 5400 mm

#### KEY

- A. Secondary frontage
- B. Main frontage

**CAUTION**  
This signage can **ONLY** be used in the case of the retrofit of an existing site with old blue DACIA lettering.





# 3.7 MULTIBRANDED DEALER POINTS

Typical frontages of existing buildings

## SIGNAGE ELEMENTS

Signage elements used on the frontages of the RENAULT DACIA existing multibranded dealer points are as following:

- DACIA flags,
- DACIA totem mast or flag insignia,
- Entrance door sign with a 3D emblem,
- DACIA Lettering on a square shape fascia

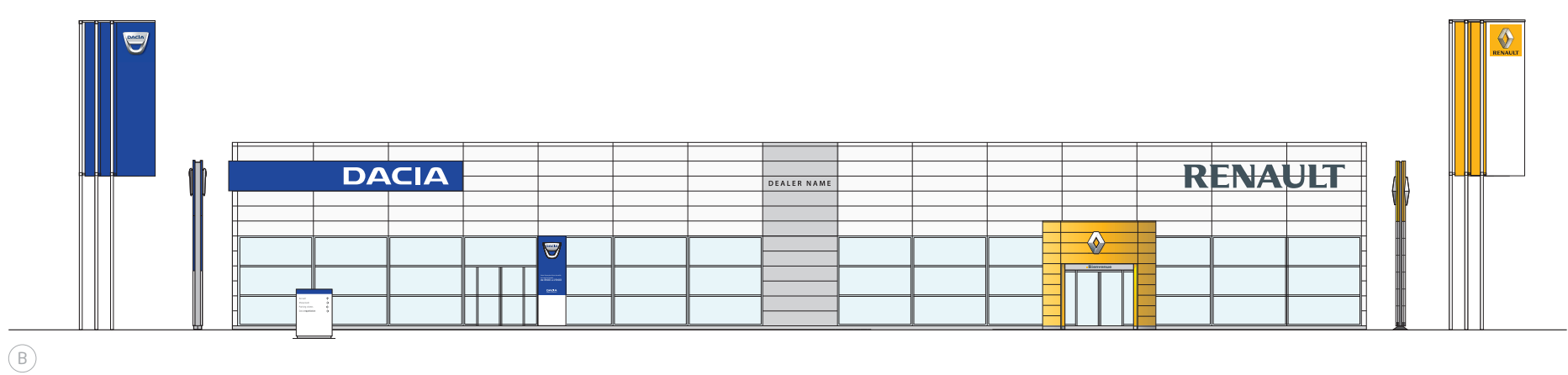
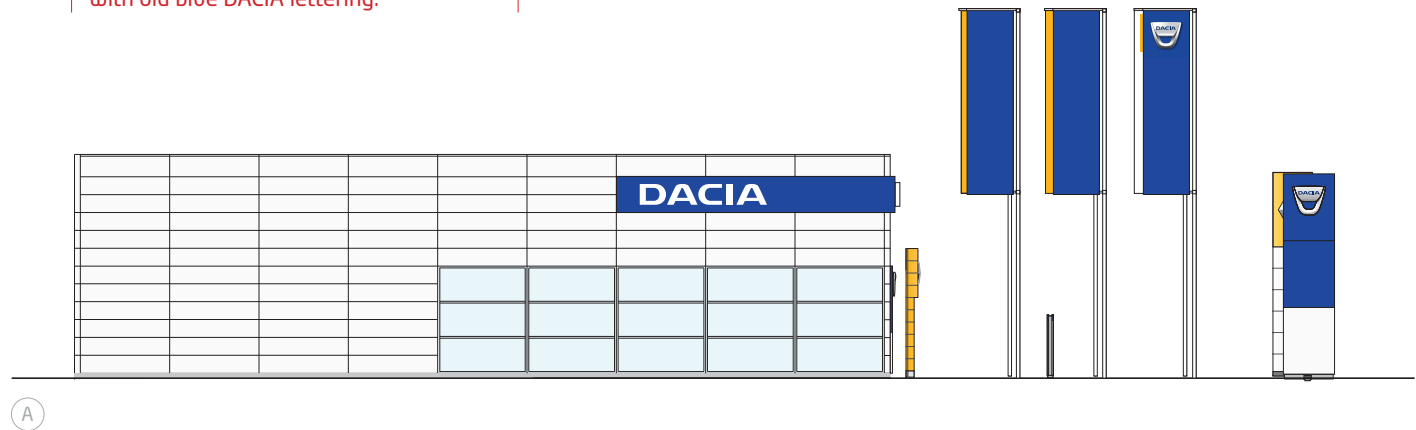
## DESCRIPTION

Height of the blue fascia: 1200 mm  
Height of the entrance door sign: 3600 mm  
Height of the building: 7200 mm

## KEY

- A. Secondary frontage
- B. Main frontage

**CAUTION**  
This signage can ONLY be used in the case of the retrofit of an existing site with old blue DACIA lettering.



# 3.8 MULTIBRANDED DEALER POINTS

Typical frontages of new buildings

## SIGNAGE ELEMENTS

Signage elements used on the frontages of the RENAULT DACIA new multibranded dealer points are as following:

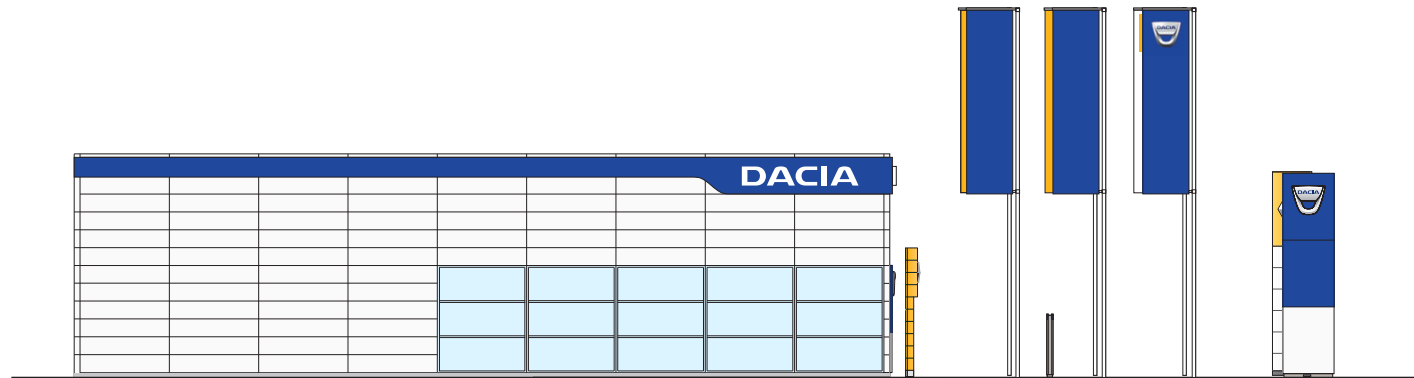
- DACIA flags,
- DACIA totem mast or flag insignia,
- Entrance door sign with a 3D emblem,
- DACIA Lettering on a wave shape fascia

## DESCRIPTION

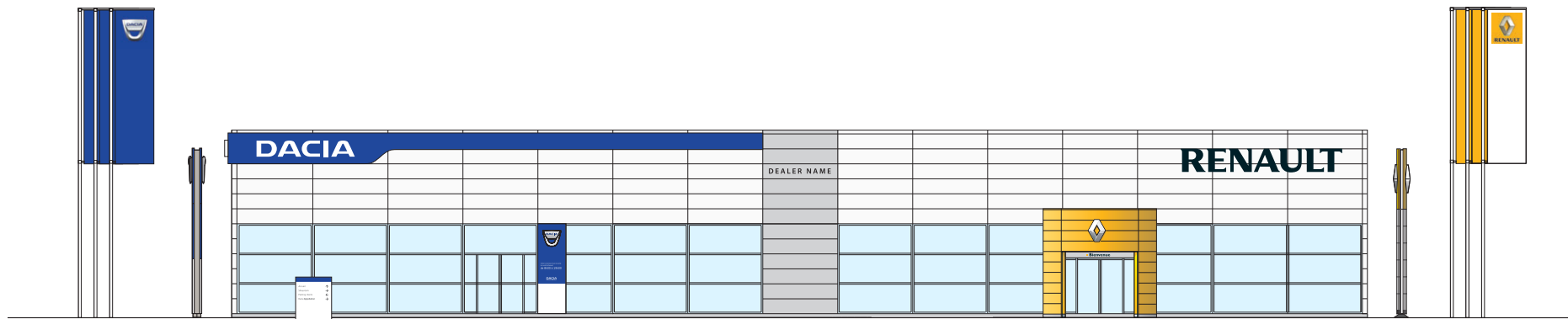
Height of the blue fascia: 1200 mm  
Height of the entrance door sign: 3600 mm  
Height of the building: 7200 mm

## KEY

- A. Secondary frontage
- B. Main frontage



(A)



(B)

4.1 PRE-SIGNAGE / Presentation

4.2 FLAGS / Presentation

**CAUTION**  
Elements of pre-signage and flags are not included in this document but are described in a specific document.

# 4.1 PRE-SIGNAGE

## Presentation

### PRINCIPLE

Pre-signage elements are adopting the new colours, type faces and logotype of the brand.

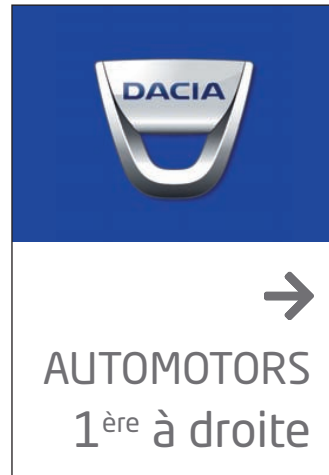
These elements are divided in two families:

- > Corporate pre-signage
- > Service pre-signage

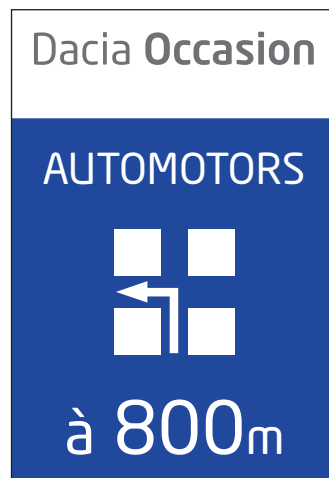
### KEY

- 1. Corporate pre-signage
- 2. Service pre-signage

①



②



**CAUTION**  
Elements of pre-signage and flags are not included in this document but are described in a specific document.

## 4.2 FLAGS

### Presentation

#### PRINCIPLE

These elements are divided in two families:

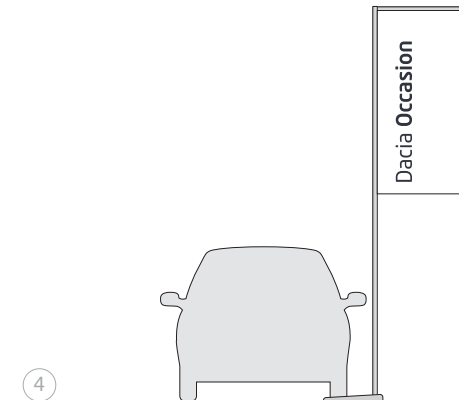
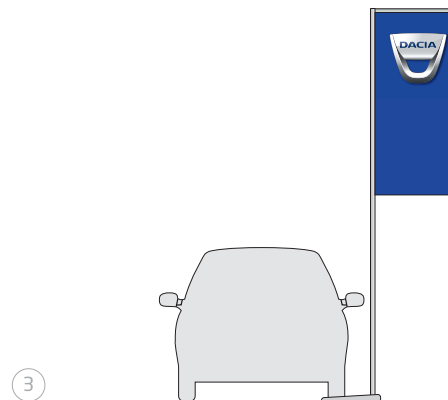
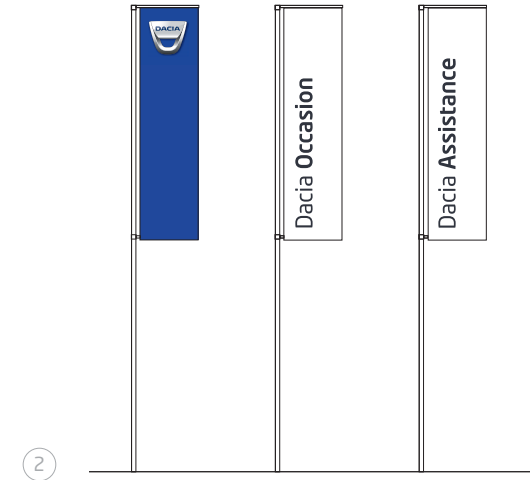
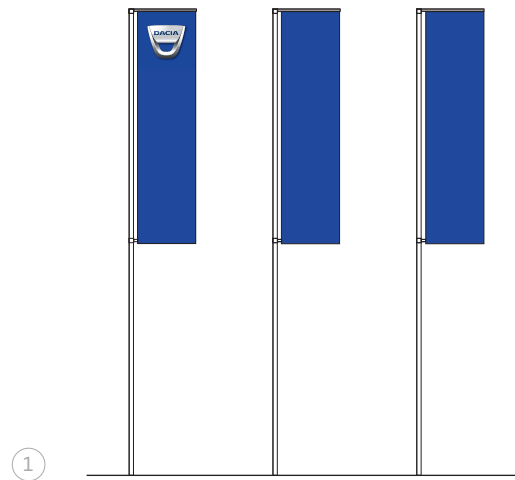
- > Corporate flags,
- > Service flags.

Different dimensions are proposed:

- > Flags for masts with 10 or 12 m height,
- > Banners for masts with 4 m height.

#### KEY

1. Corporate flags
2. Service flags
3. Corporate banners
4. Service banners



#### CAUTION

Elements of pre-signage and flags are not included in this document but are described in a specific document.

- 5.1 CORPORATE TOTEM MASTS / Presentation
- 5.2 CORPORATE TOTEM MASTS / Dimensions
- 5.3 CORPORATE TOTEM MASTS / Ground attachment
- 5.4 CORPORATE TOTEM MASTS / Exploded view
- 5.5 CORPORATE FLAG INSIGNIA / Presentation
- 5.6 CORPORATE FLAG INSIGNIA / 1650 mm flag insignia
- 5.7 CORPORATE FLAG INSIGNIA / 1150 mm flag insignia
- 5.8 CORPORATE FLAG INSIGNIA / 680 mm flag insignia
- 5.9 CORPORATE FLAG INSIGNIA / Assembly attachment of the emblem on faces

**CAUTION**

Emblems shown in this chapter SHALL BE PRODUCED by a supplier agreed by DACIA for these elements.

# 5.1 CORPORATE TOTEM MASTS

## Presentation

### DESCRIPTION

The family of corporate pylons includes 2 models:

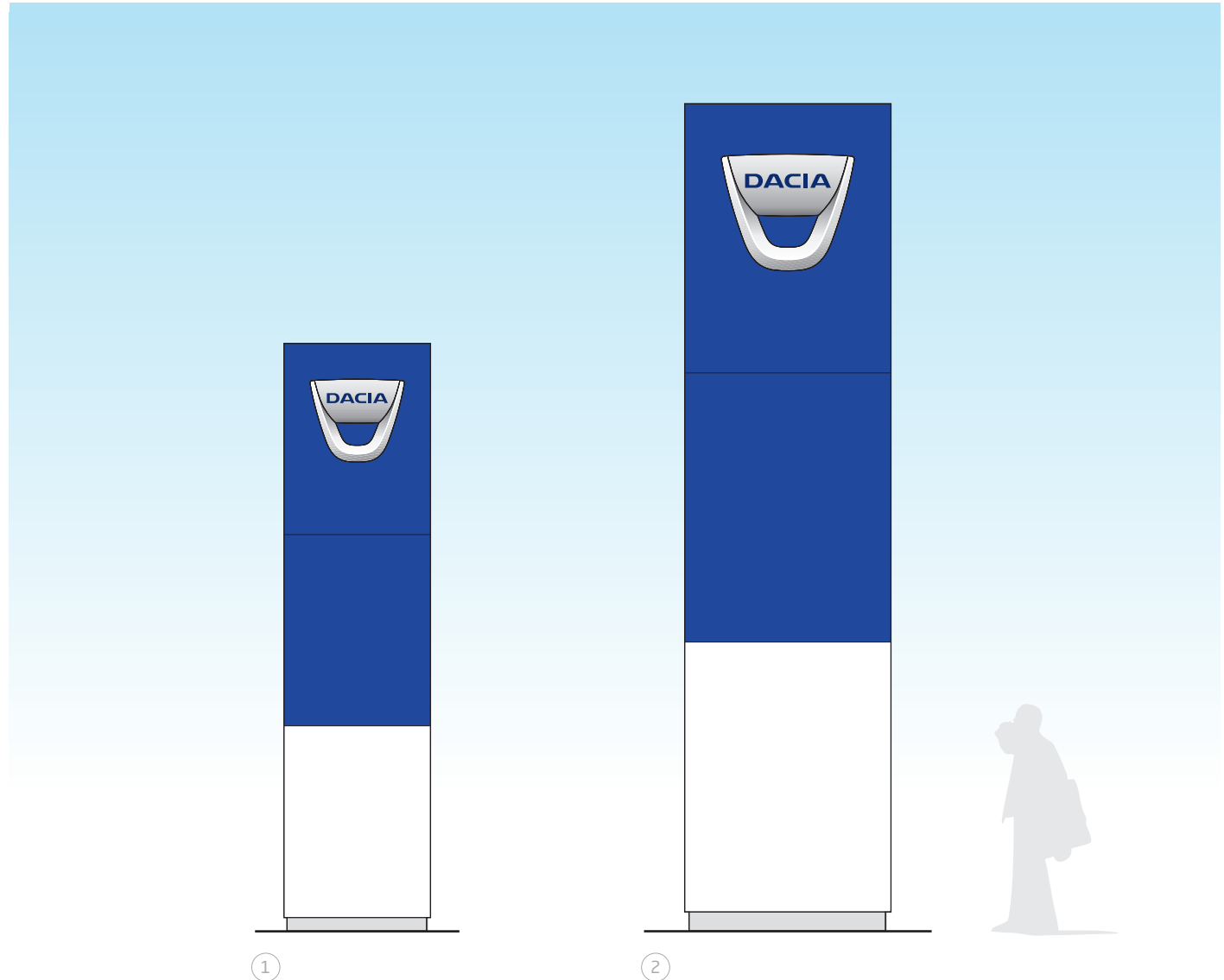
- > Ti1: 4500 mm totem mast
- > Ti2: 6500 mm totem mast

These elements are designed with similar principles.

Totem masts of 4500 mm and 6500 mm will use the same emblem as for the corporate flags.

### KEY

1. 4500 mm totem mast
2. 6500 mm totem mast

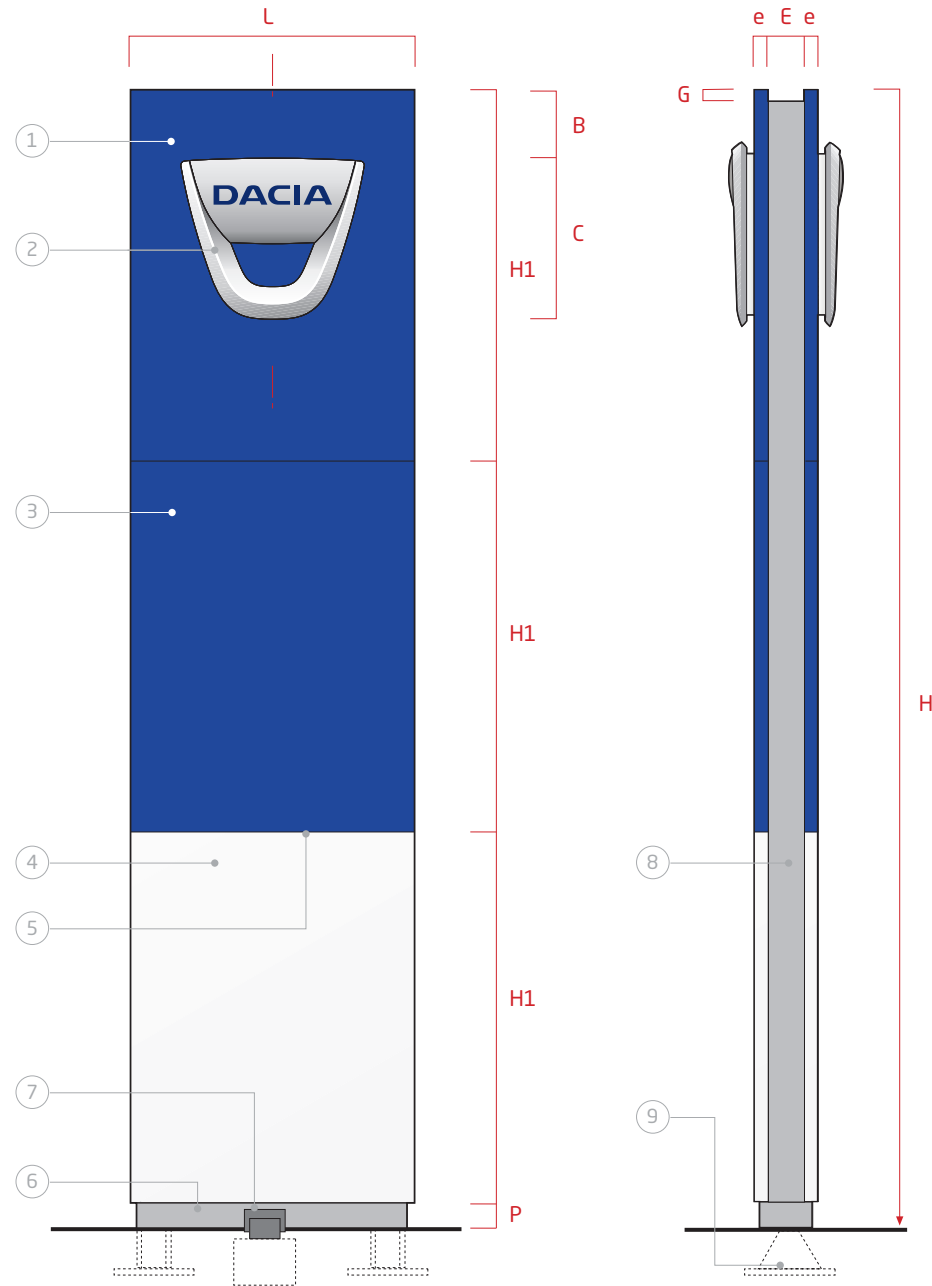


# 5.2 CORPORATE TOTEM MASTS

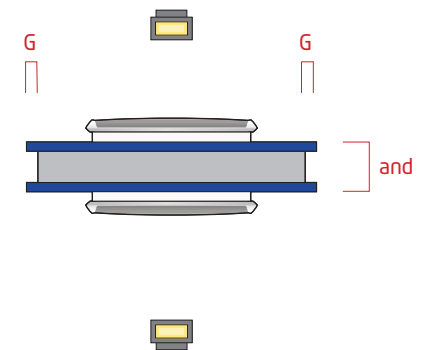
## Dimensions

### KEY

1. Upper face
  - RAL 5002 blue
  - Aluminium prelacquered th. 15/10
2. Thermoformed 3D emblem in ABS chroming by electroplating
  - backlighted with integrated LED
3. Medium face
  - RAL 5002 blue
  - Aluminium prelacquered th. 15/10
4. Lower face
  - Aluminium prelacquered th. 15/10
  - RAL 9010 white
5. Edge to edge joint
6. Plinth
  - Aluminium prelacquered th. 20/10
  - Pantone Cool Gray 5C
7. 500 watt metallic iodide spot
8. Hollow base decoration
  - Pantone Cool Gray 5C
9. Plates and reinforcements for ground attachment (embedded)
  - Protected by galvanization



|     | 4500 totem mast | 6500 totem mast |
|-----|-----------------|-----------------|
| L   | 1150            | 1620            |
| B   | 270             | 380             |
| C   | 675             | 950             |
| H   | 4515            | 6515            |
| H1  | 1465            | 2120            |
| P   | 120             | 155             |
| e   | 28              | 40              |
| E   | 112             | 160             |
| and | 168             | 240             |
| G   | 28              | 40              |





# 5.3 CORPORATE TOTEM MASTS

## Ground attachment

### PRINCIPLE

These paragraphs describe the main principles that should be used for the installation in the dealership network.

### SIZING OF THE ANCHORINGS

Studies of the terrains and their concrete foundations are to be conducted for each site. The concrete foundations can only be made once the anchoring kits including templates and plates have been received.

Sizing of the anchorings and of the concrete foundation must be established to stand up to the climatic stresses described in the general specifications. Anchorings must allow totem masts to be locked in place in the vertical position.

### EXTRA CLEARANCE

Allow for an extra space of about 125 mm to mask the plates in the ground, to be filled in after installation.

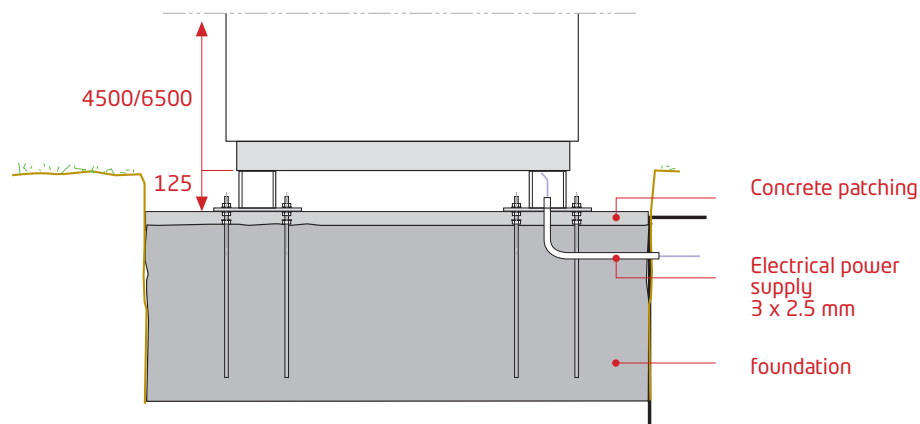
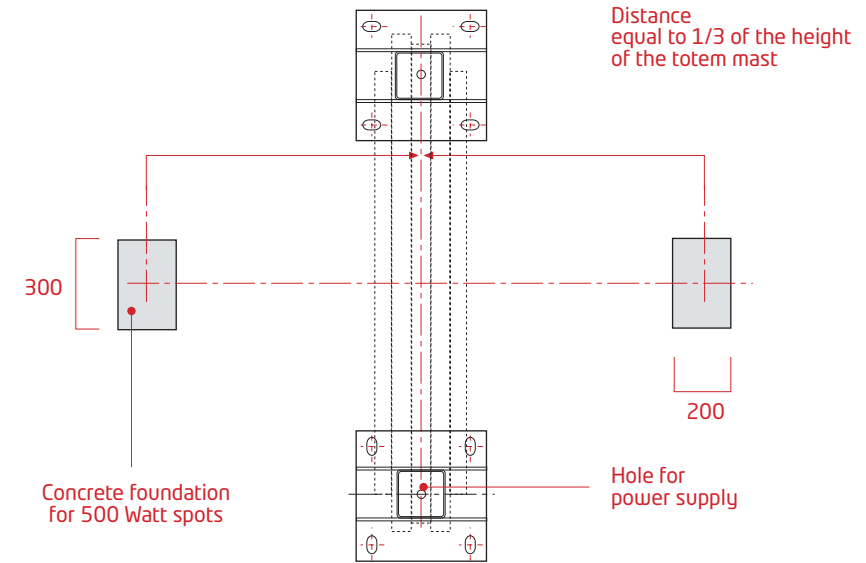
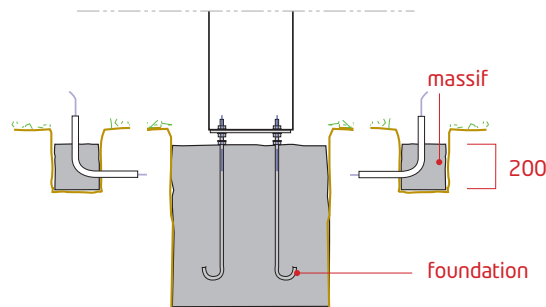
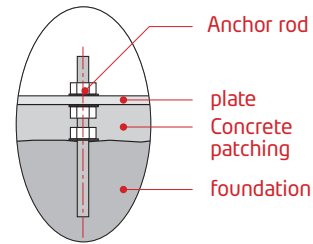
### LIGHTING

2 metallic iodide spots are settled on each side of the totem whenever it's possible.

### KEY

1. Foundation
2. Concrete foundation for 500 Watt spots
3. Electrical power supply 3 x 2.5 mm in plexo sheath, dia. 40 mm
4. Concrete patching
5. Steel plate
6. Anchor
7. Spots power supply

Attachment to concrete foundation on non-smooth surface

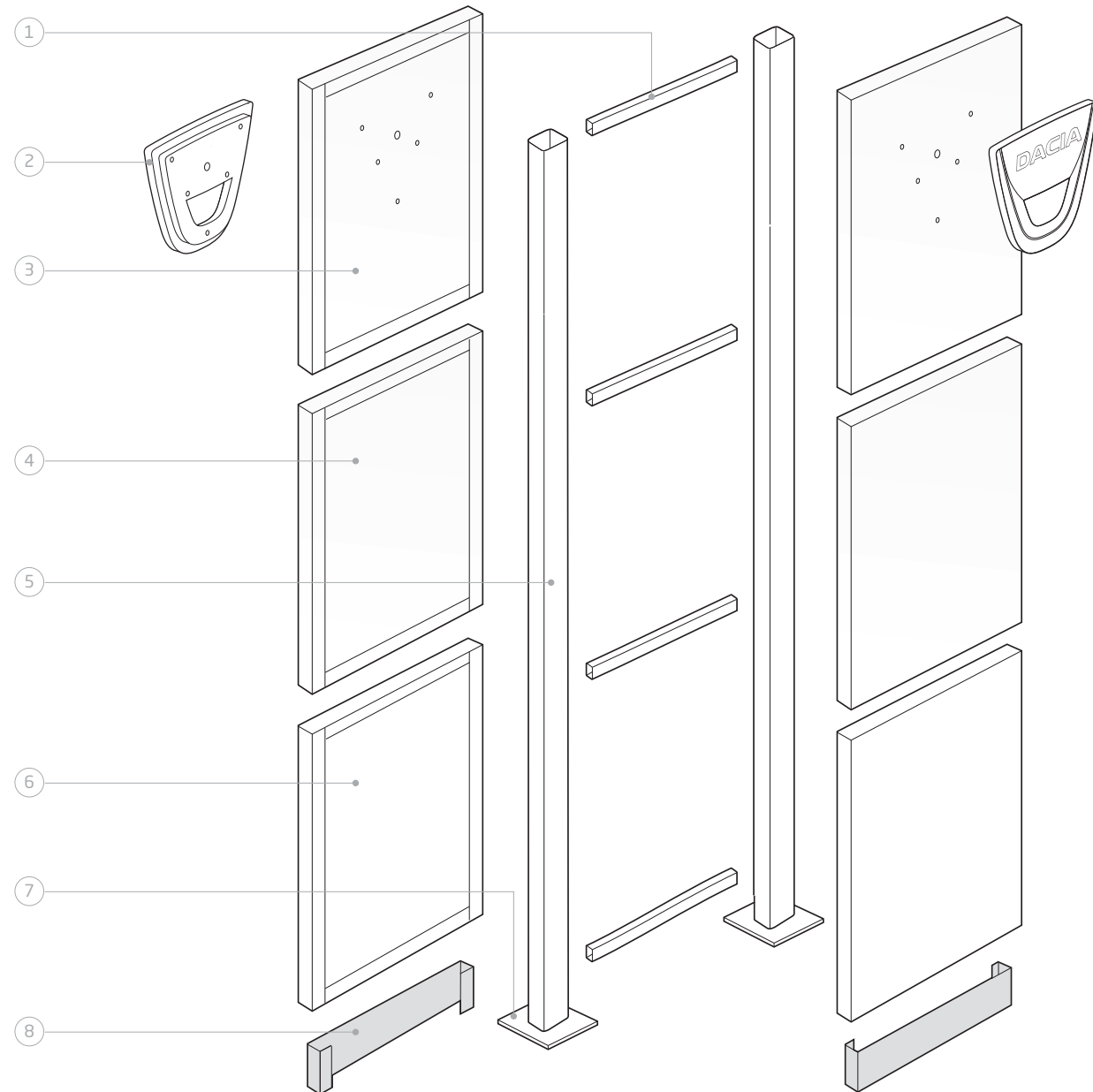


## 5.4 CORPORATE TOTEM MASTS

Exploded view

### KEY

1. Horizontal linking structure
2. Thermoformed 3D emblem in ABS chroming by electroplating  
backlighted with integrated LED
3. Upper face  
· RAL 5002 blue  
· Aluminium prelacquered th. 15/10
4. Medium face  
· RAL 5002 blue  
· Aluminium prelacquered th. 15/10
5. Steel structure  
· Protected by galvanization
6. Lower face  
· Aluminium prelacquered th. 15/10  
· RAL 9010 white
7. Plates and reinforcements for ground attachment (embedded)  
· Protected by galvanization
8. Plinth  
· Aluminium prelacquered th. 20/10  
· Pantone Cool Gray 5C



## 5.5 CORPORATE FLAG INSIGNIA

### Presentation

#### DESCRIPTION

The DACIA corporate flag insignia family consists of 3 elements :

1. 680 mm flag insignia
2. 1150 mm flag insignia
3. 1650 mm flag insignia.

These 3 elements shared the same design principles.

They can be settled:

- > directly onto the brickwork,
- > on masts.

#### FLAG INSIGNIA ON MASTS

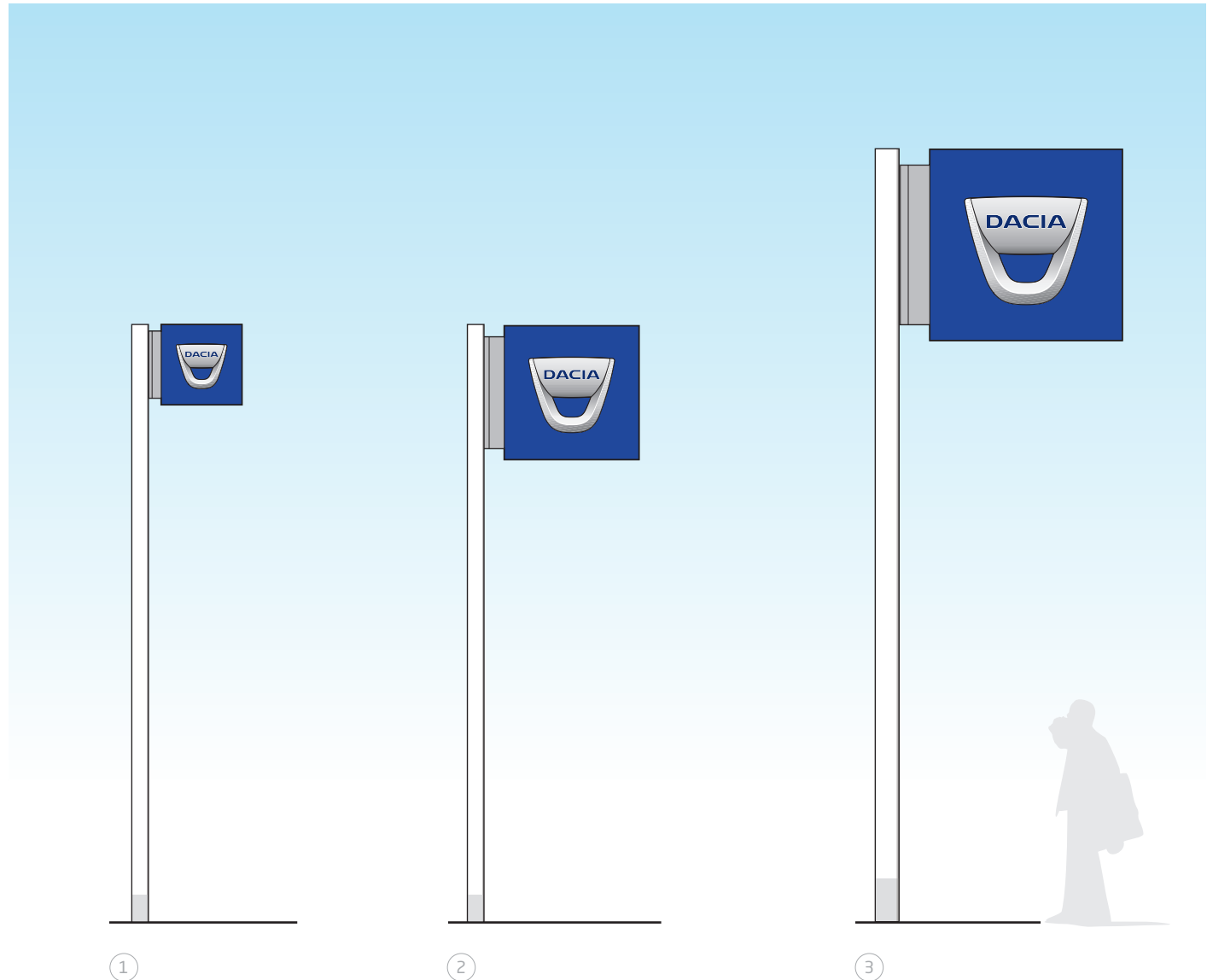
The DACIA flag insignia can be mounted on 6500 or 4500 mm masts according to these specifications:

- > 1650 mm flag insignia on a 6500 mm mast
- > 1150 mm flag insignia on a 6500 mm mast
- > 1150 mm flag insignia on a 4500 mm mast
- > 680 mm flag insignia on a 4500 mm mast.

#### SPECIFIC POINT

The 1150 mm flag insignia can be mounted:

- > either on a 6500 mm pole,
- > or on a 4500 mm pole,



# 5.6 CORPORATE FLAG INSIGNIA

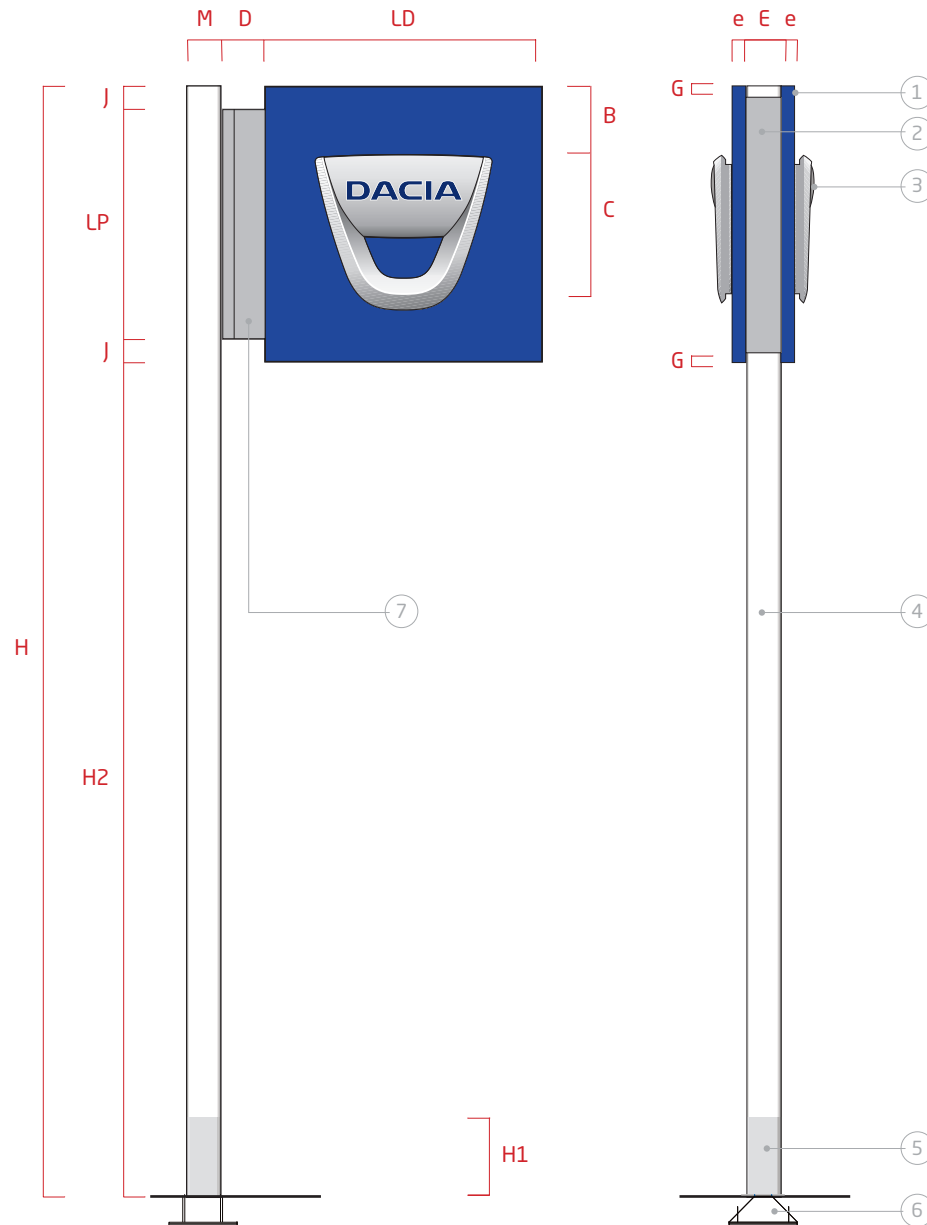
## 1650 mm flag insignia

### DESCRIPTION

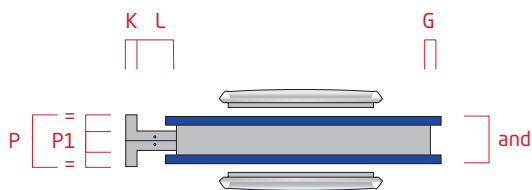
- Aluminium lacquered face
- 3D Dacia emblem with integrated lighting
- 40 % glossy satin finish
- 200 x 200 mm steel mast

### KEY

- Front face
  - RAL 5002 blue
  - Aluminium prelacquered th. 15/10
- Hollow base decoration (structure)
  - Pantone Cool Gray 5C
- Thermoformed 3D emblem in ABS chroming by electroplating
  - backlighted with integrated LED
- 200 x 200 mm steel mast
  - lacquered RAL 9010 white
- Adhesive plinth
  - Pantone Cool Gray 5C
- Plates and reinforcements for ground attachment (embedded)
  - Protected by galvanization
- Bracket covers
  - Bended aluminium
  - lacquered Pantone Cool Gray 5C



| 1650 flag insignia |      |
|--------------------|------|
| LD                 | 1650 |
| B                  | 380  |
| C                  | 950  |
| H                  | 6500 |
| H1                 | 300  |
| P                  | 170  |
| e                  | 40   |
| E                  | 160  |
| and                | 240  |
| G                  | 40   |
| J                  | 150  |
| LP                 | 1350 |
| K                  | 66   |
| L                  | 134  |
| D                  | 200  |
| P1                 | 90   |
| P                  | 190  |
| M                  | 200  |
| H2                 | 4850 |



# 5.7 CORPORATE FLAG INSIGNIA

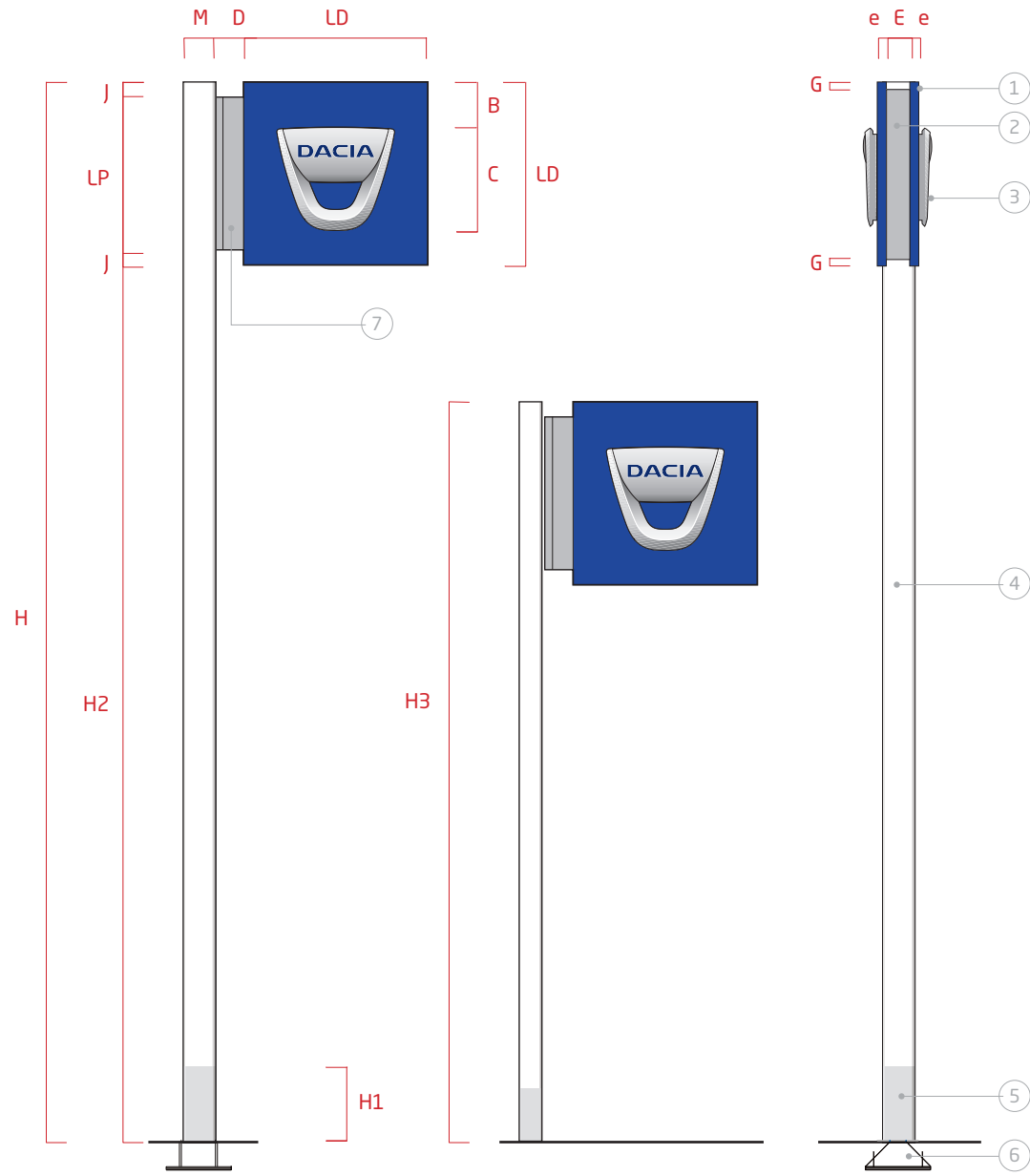
## 1150 mm flag insignia

### DESCRIPTION

- Aluminium lacquered face
- 3D Dacia emblem with integrated lighting
- 40 % glossy satin finish
- 200 x 200 x 6500 mm steel mast or 120 x 120 x 4500 mm

### KEY

- Front face
  - RAL 5002 blue
  - Aluminium pre lacquered th. 15/10
- Hollow base decoration (structure)
  - Pantone Cool Gray 5C
- Thermoformed 3D emblem in ABS chroming by electroplating
  - backlighted with integrated LED
- Steel mast
  - Lacquered RAL 9010 white
- Adhesive plinth
  - Pantone Cool Gray 5C
- Plates and reinforcements for ground attachment (embedded)
  - Protected by galvanization
- Bracket covers
  - Bended aluminium
  - Lacquered Pantone Cool Gray 5C



| 1150 flag insignia |      |
|--------------------|------|
| LD                 | 1150 |
| B                  | 270  |
| C                  | 675  |
| H                  | 6500 |
| H1                 | 300  |
| P                  | 170  |
| e                  | 28   |
| E                  | 112  |
| and                | 168  |
| G                  | 28   |
| J                  | 105  |
| LP                 | 940  |
| K                  | 48   |
| L                  | 94   |
| D                  | 142  |
| P1                 | 63   |
| P                  | 115  |
| M                  | 200  |
| H2                 | 5350 |
| H3                 | 4500 |

# 5.8 CORPORATE FLAG INSIGNIA

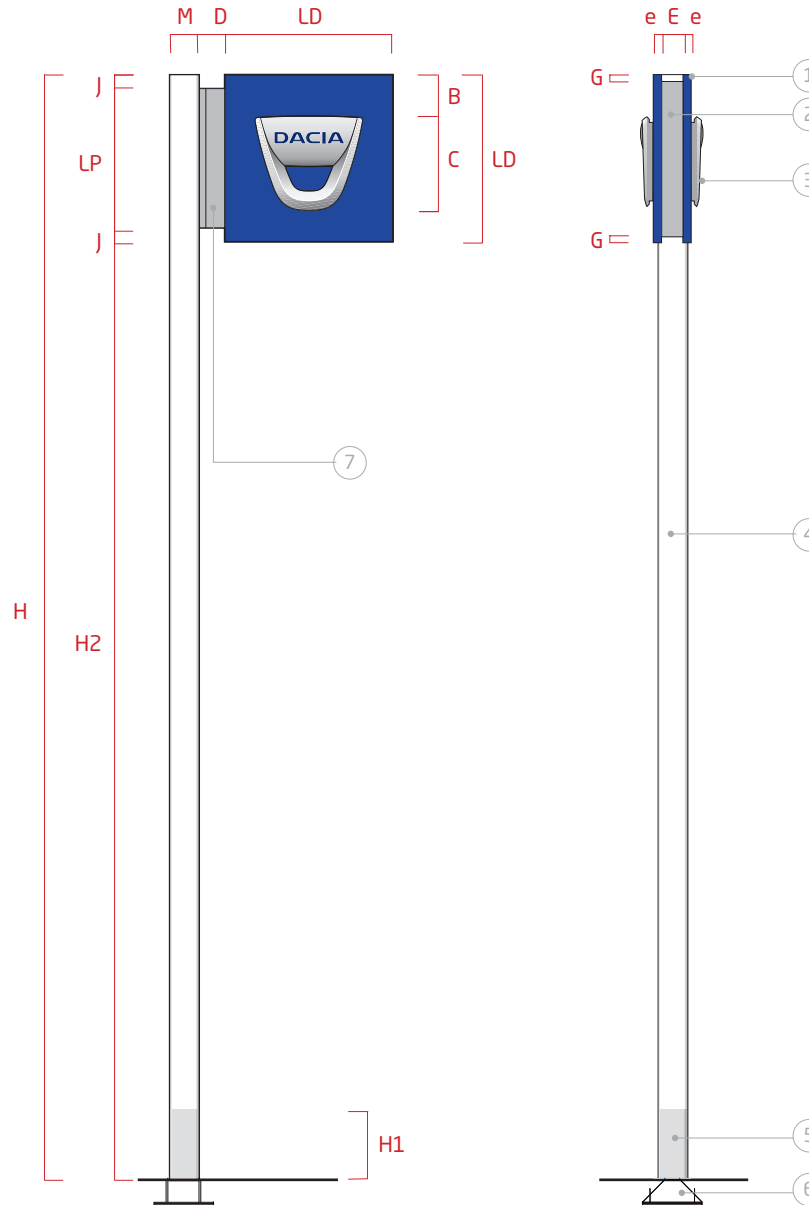
680 mm flag insignia

### DESCRIPTION

- Aluminium lacquered face
- 3D Dacia emblem with integrated lighting
- 40 % glossy satin finish
- 120 x 120 x 4500 mm steel mast

### KEY

- Front face
  - RAL 5002 blue
  - Aluminium prelacquered th. 15/10
- Hollow base decoration (structure)
  - Pantone Cool Gray 5C
- Thermoformed 3D emblem in ABS chroming by electroplating
  - backlighted with integrated LED
- Steel mast
  - Lacquered RAL 9010 white
- Adhesive plinth
  - Pantone Cool Gray 5C
- Plates and reinforcements for ground attachment (embedded)
  - Protected by galvanization
- Bracket covers
  - Bended aluminium
  - lacquered Pantone Cool Gray 5C



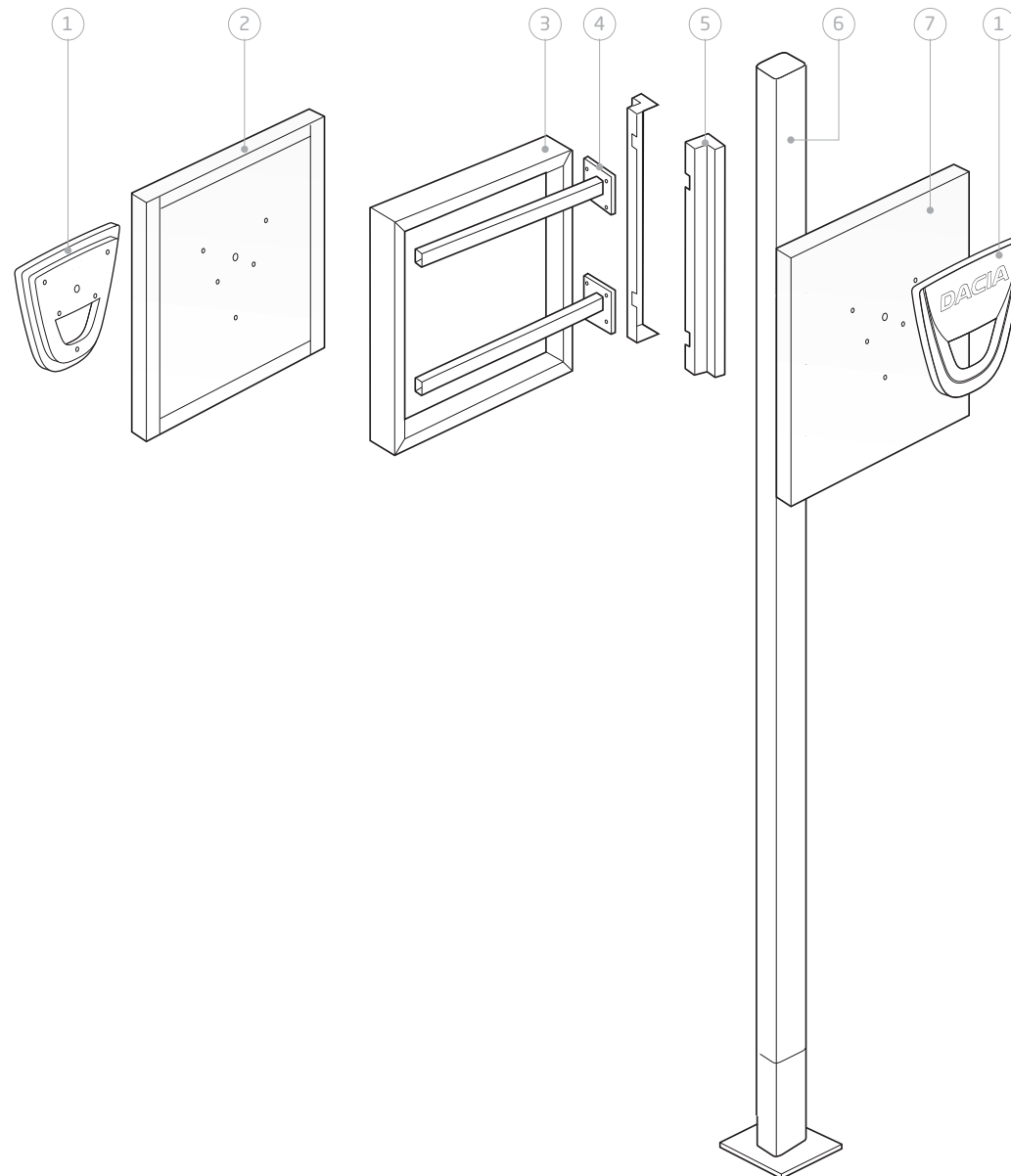
| 680 flag insignia |      |
|-------------------|------|
| LD                | 680  |
| B                 | 160  |
| C                 | 400  |
| H                 | 4500 |
| H1                | 210  |
| P                 | 170  |
| e                 | 17   |
| E                 | 68   |
| and               | 102  |
| G                 | 17   |
| J                 | 63   |
| LP                | 554  |
| K                 | 28   |
| L                 | 56   |
| D                 | 84   |
| P1                | 37   |
| P                 | 100  |
| M                 | 120  |
| H2                | 3820 |

## 5.9 CORPORATE FLAG INSIGNIA

Exploded view

### KEY

1. Thermoformed 3D emblem in ABS  
chroming by electroplating  
backlighted with integrated LED
2. Rear face  
RAL 5002 blue  
Aluminium prelacquered th. 15/10
3. Internal structure  
Aluminium or steel protected by galvanization
4. Plates and tubular brackets  
Protected by galvanization
5. Bracket covers  
Bended aluminium  
lacquered Pantone Cool Gray 5C
6. Steel mast
7. Front face  
RAL 5002 blue  
Aluminium prelacquered th. 15/10



## 5.10 CORPORATE FLAG INSIGNIA

### Assembly attachment of the emblem on faces

#### PRINCIPLE

In order to assure the versatility between emblems coming from various suppliers, assembly attachment will follow these exposed specifications.

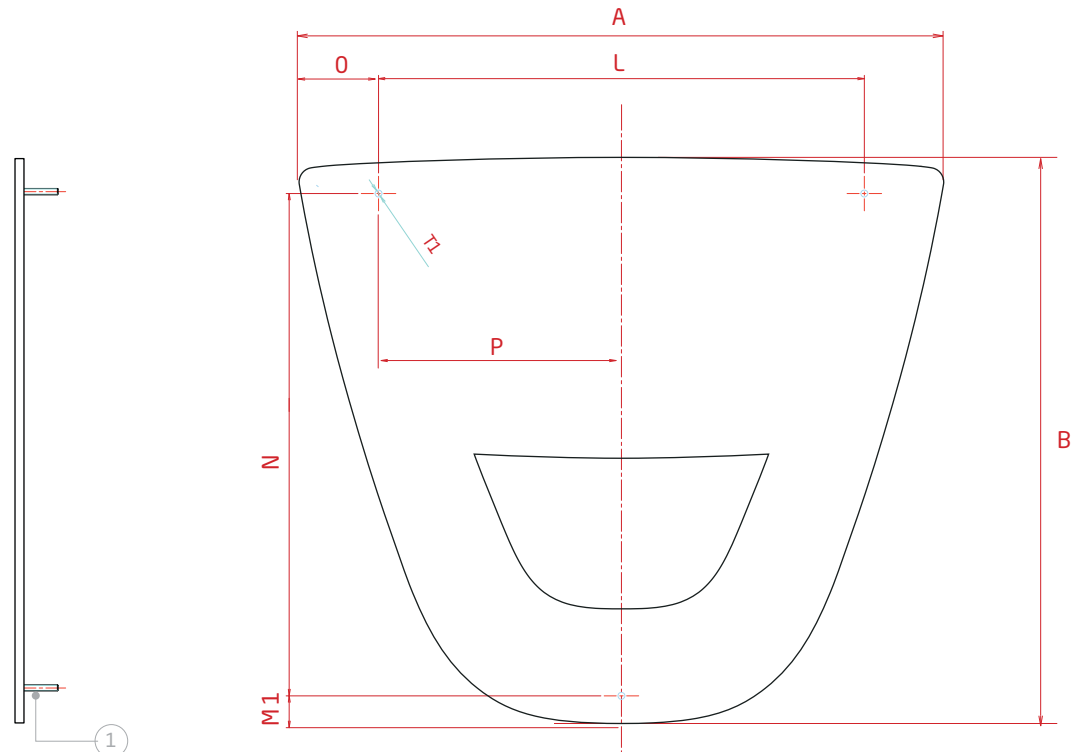
Five fitting points are designed plus a hole for the power supply wire.

#### NOTA.

Technical principles should be developed according to the know-how of each signmaker.

#### KEY

1. Fitting point



| SIZE<br>(in mm) | T1<br>DACIA EMBLEM | T2<br>DACIA EMBLEM | T3<br>DACIA EMBLEM |
|-----------------|--------------------|--------------------|--------------------|
| A               | 455,2              | 768,2              | 1 081,2            |
| B               | 400,0              | 675,0              | 950,0              |
| C               | 3                  | 4                  | 5                  |
| L               | 335,8              | 566,7              | 797,6              |
| M 1             | 22,0               | 37,1               | 52,3               |
| N               | 191,9              | 323,9              | 455,9              |
| O               | 155,2              | 261,9              | 368,7              |
| P               | 186,6              | 314,8              | 443,1              |
| T 1             | Ø 6,5              | Ø 6,5              | Ø 6,5              |



- 
- 6.1 DIRECTIONAL SIGN / Presentation
  - 6.2 DIRECTIONAL SIGN / General view
  - 6.3 DIRECTIONAL SIGN / Outline
  - 6.4 DIRECTIONAL SIGN / Exploded view
  - 6.5 DIRECTIONAL SIGN / Ground attachment

# 6.1 DIRECTIONAL SIGN

## Presentation

### DESCRIPTION

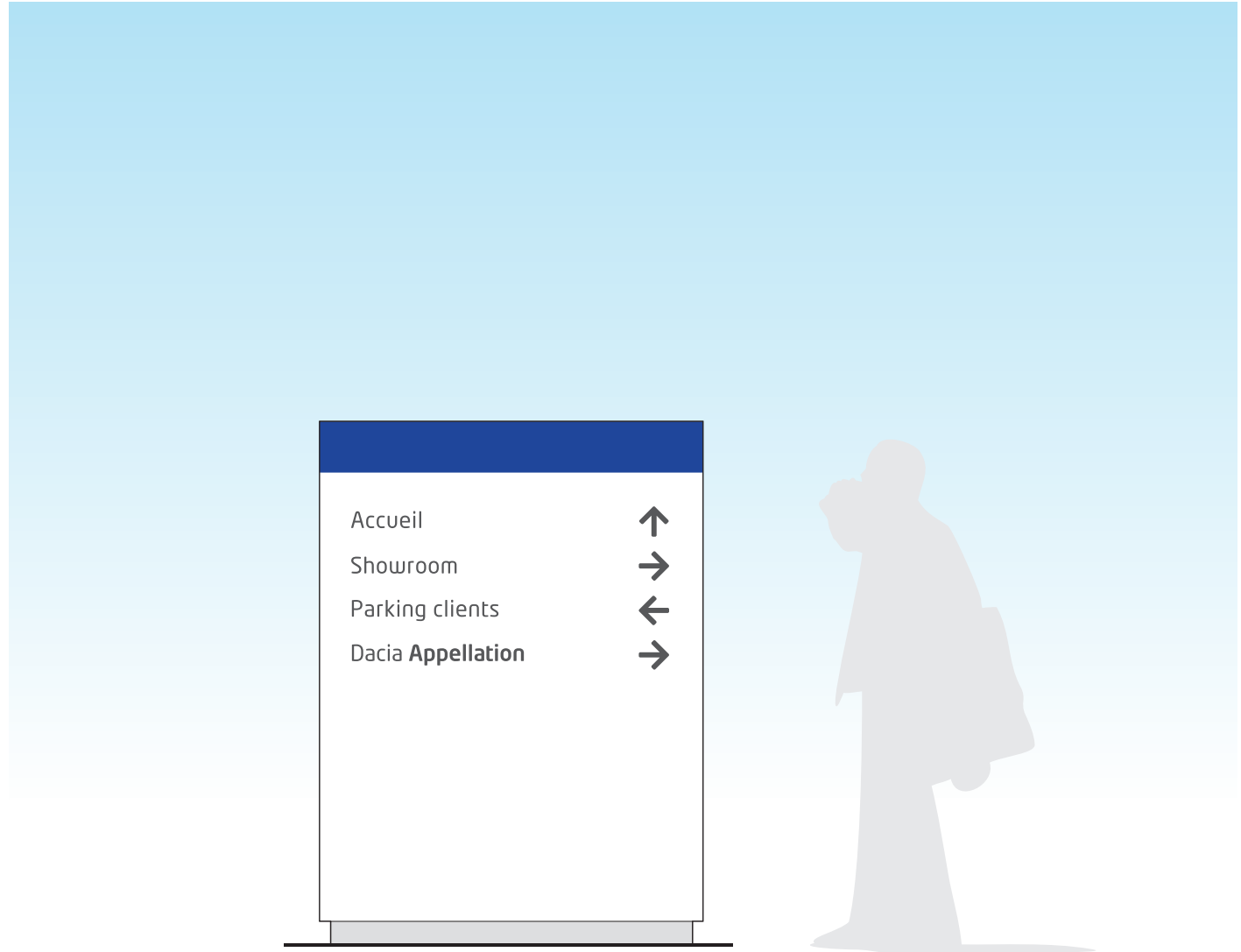
The current directional signs will be adapted in accordance with the new graphic standards:

- > colours,
- > type face,
- > new arrow design.

Short Service mentions can be written on a single line.

One single element with a 1800 mm height meets all the needs.

The flat aluminium faces are fitted on a galvanized steel frame. Decoration is made by strip on non-illuminated panels.



# 6.2 DIRECTIONAL SIGN

## General view

### DESCRIPTION

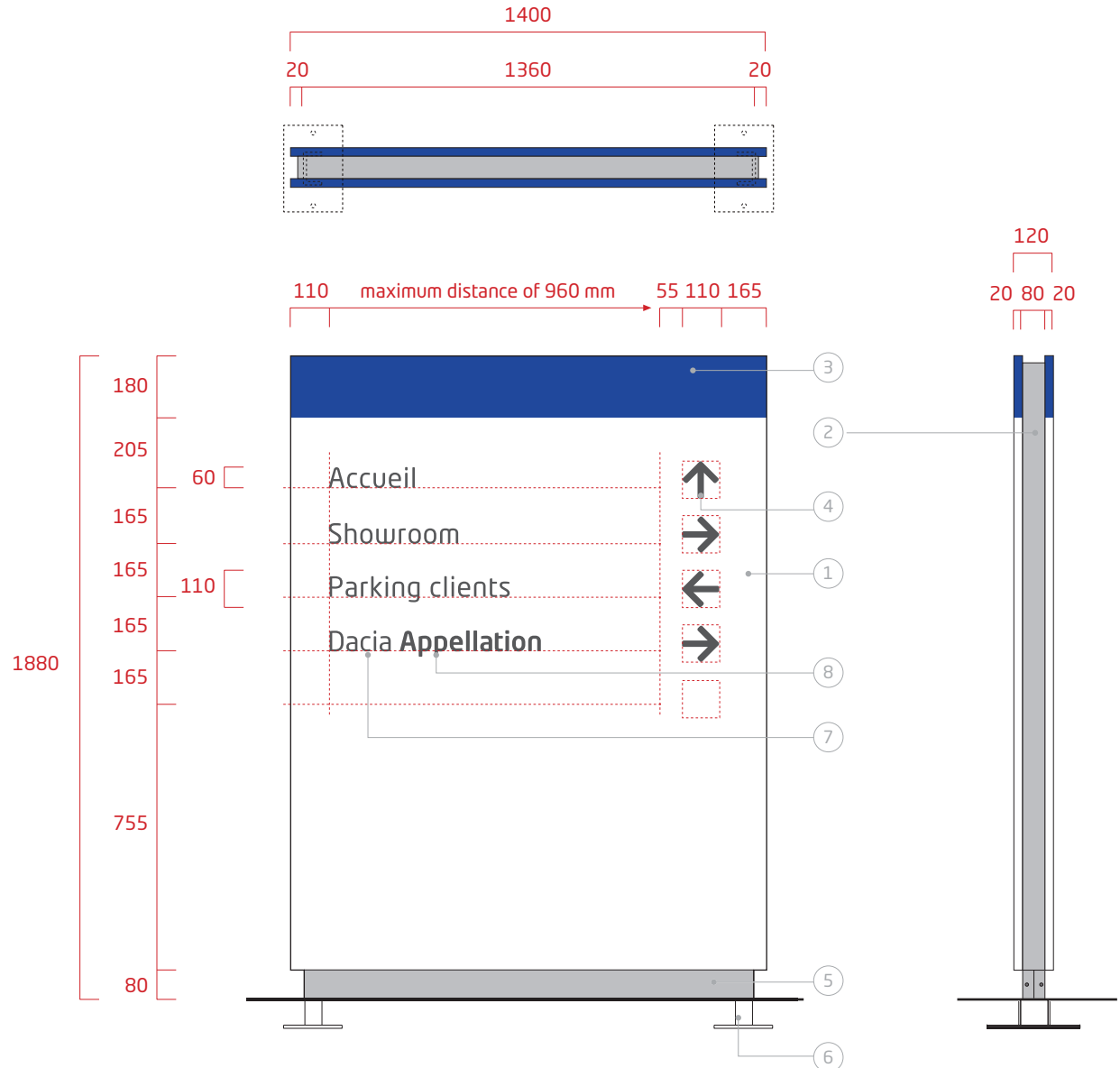
- Lacquered aluminium sheet
- Adhesive decoration
- 40 % glossy satin finish
- Format: h. 1880 x l. 1400 x th. 120 mm

### KEY

1. Front face
  - Lacquered aluminium sheet
  - Tablet panel
  - RAL 9010 white
2. Hollow base decoration (structure)
  - Pantone Cool Gray 5C
3. Upper part
  - Adhesive decoration
  - RAL 5002 blue
4. Adhesive arrow
  - Pantone Cool Gray 5C
5. Plinth
  - Bended aluminium sheet
  - Lacquered Cool Gray 5C
6. Plates and reinforcements for ground attachment (embedded)
  - Protected by galvanization
7. "Dacia" mention
  - Neo Tech Dacia Regular type face
  - Left-aligned
  - Pantone Cool Gray 11 C adhesive
8. Name of the Service
  - Neo Tech Dacia Medium type face
  - Pantone Cool Gray 11 C adhesive

### NOTE

Recto and verso are identical.



## 6.3 DIRECTIONAL SIGN

### Outline of the faces

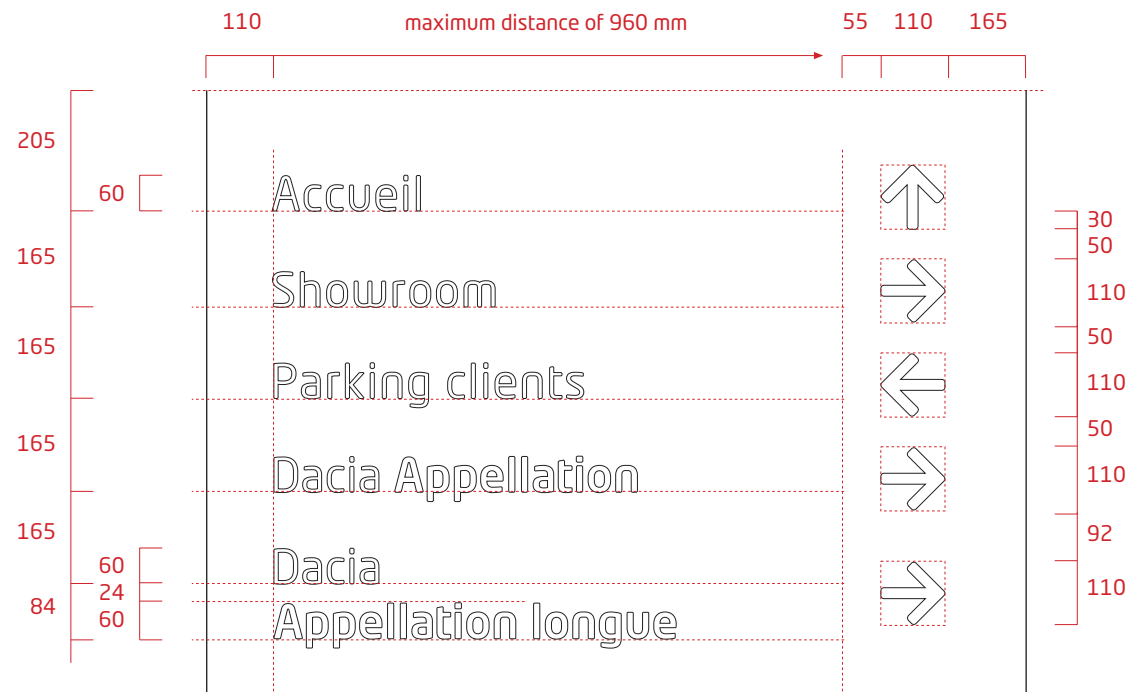
#### DESCRIPTION

The arrows are adapted to the weight of the new type face used. They adopt a new design available in the form of an EPS vector file.

They can be pivoted through a 1/8th turn over a range of 180 °.

They are always positioned on the right of the panel.

To keep a good visibility of this element, the maximum number of lines is set to 5.

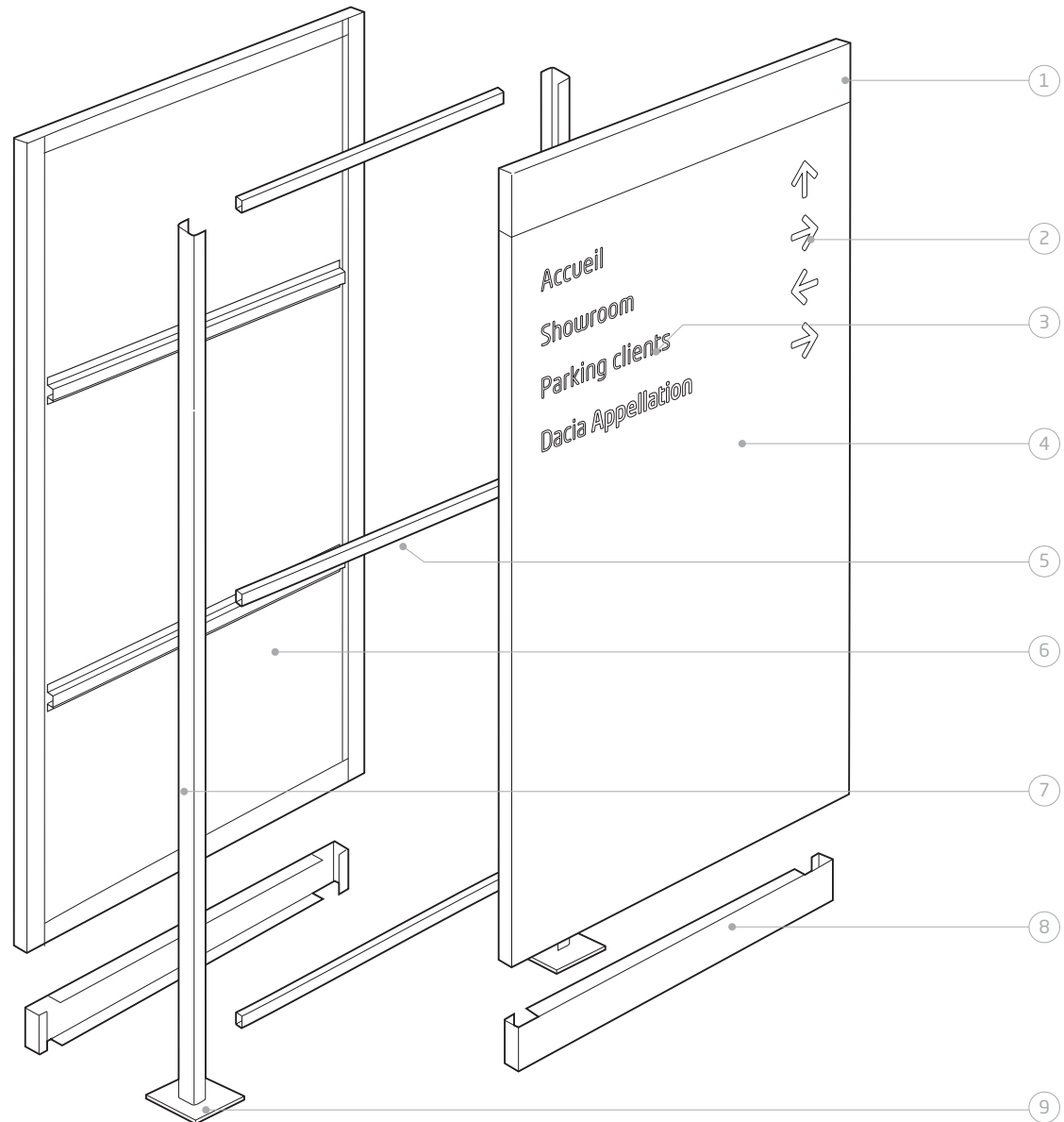


## 6.4 DIRECTIONAL SIGN

Exploded view

### KEY

1. Adhesive decoration
  - . RAL 5002 blue
2. Adhesive arrow
  - . Pantone Cool Gray 11C
3. Variable adhesive mentions
  - . Pantone Cool Gray 11 C
4. Front face
  - . Lacquered aluminium sheet 15/10th
  - . Tablet panel
  - . RAL 9010 white
5. Horizontal steel frame
  - . Protected by galvanization
6. Omega reinforcement
  - . bended aluminium sheet
  - . cemented on the back of the panel
7. Steel frame
  - . Protected by galvanization
8. Plinth
  - . Aluminium sheet 20/10th
  - . Pantone Cool Gray 5C
9. Steel plates
  - . Protected by galvanization



# 6.5 DIRECTIONAL SIGN

## Ground attachment

### DESCRIPTION

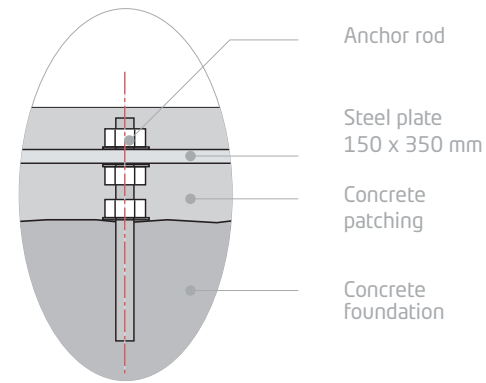
The concrete foundations can only be made once the anchoring kits including templates et plates have been received.

Sizing of the anchorings and of the concrete foundation must be established to stand up to the climatic stresses described in the general specifications.

Anchorings must allow the element to be locked in place in the vertical position.

### NOTE

- > Leave an outlet with minimum length of 1 m
- > Provide for a dia. 40 mm plexo sheath to feed the cable through



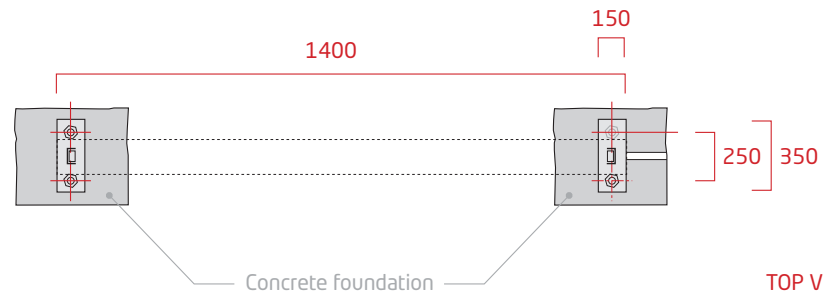
Anchor rod

Steel plate  
150 x 350 mm

Concrete  
patching

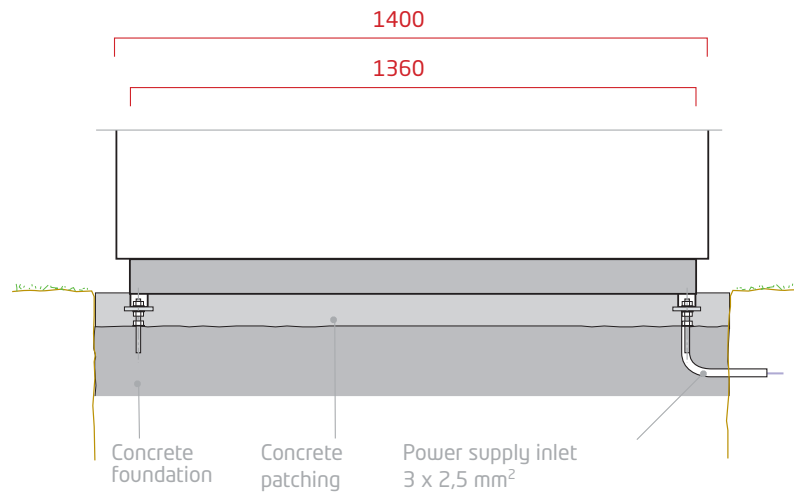
Concrete  
foundation

ATTACHMENT TO  
CONCRETE  
FOUNDATION  
SMOOTH SURFACE



Concrete foundation

TOP VIEW



Concrete  
foundation

Concrete  
patching

Power supply inlet  
3 x 2,5 mm<sup>2</sup>

FRONT VIEW

- 7.1 FASCIA LETTERING FOR DACIA BOX / Presentation
- 7.2 FASCIA LETTERING FOR DACIA BOX / Dimensions and outline of wave shape fascias
- 7.3 FASCIA LETTERING FOR DACIA BOX / Illuminated strip
- 7.4 FASCIA LETTERING FOR DACIA BOX / Ledge section
- 7.5 FASCIA LETTERING FOR DACIA BOX / Cross-section on blue fascia
- 7.6 FASCIA LETTERING FOR DACIA BOX / Exploded view on logotype area
- 7.7 FASCIA LETTERING FOR DACIA BOX / Exploded view on dealer name
- 7.8 FASCIA LETTERING FOR NEW DEALER POINT / Presentation
- 7.9 FASCIA LETTERING FOR NEW DEALER POINT / Dimensions and outline of 1200 mm wave shape fascias
- 7.10 FASCIA LETTERING FOR NEW DEALER POINT / Dimensions and outline of 900 mm wave shape fascias
- 7.11 FASCIA LETTERING FOR NEW DEALER POINT / DACIA lettering
- 7.12 FASCIA LETTERING FOR NEW DEALER POINT / Exploded view on logotype area
- 7.13 FASCIA LETTERING FOR NEW DEALER POINT / Exploded view on dealer name
- 7.14 FASCIA LETTERING FOR EXISTING DEALER POINTS / Presentation
- 7.15 FASCIA LETTERING FOR EXISTING DEALER POINTS / Dimensions and outline of 1200 mm square shape fascias
- 7.16 FASCIA LETTERING FOR EXISTING DEALER POINTS / Dimensions and outline of 900 mm square shape fascias
- 7.17 FASCIA LETTERING FOR EXISTING DEALER POINTS / Exploded view of square shape fascias

# 7.1 FASCIA LETTERING FOR DACIA BOX

## Presentation

### PRINCIPLE

Signage elements used on the DACIA BOX frontages includes DACIA lettering with illuminated strip.

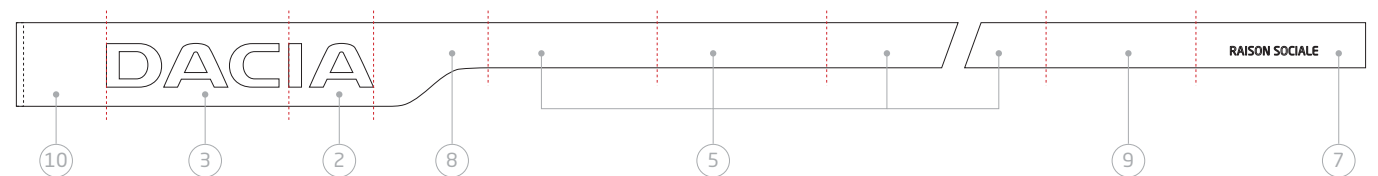
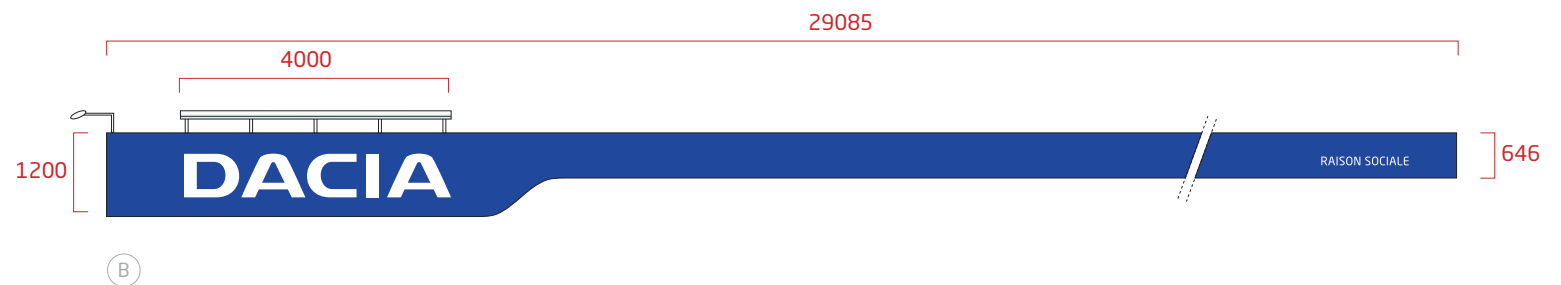
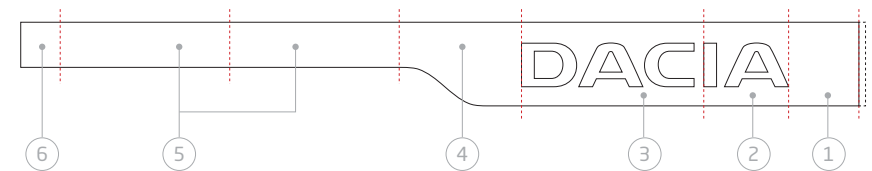
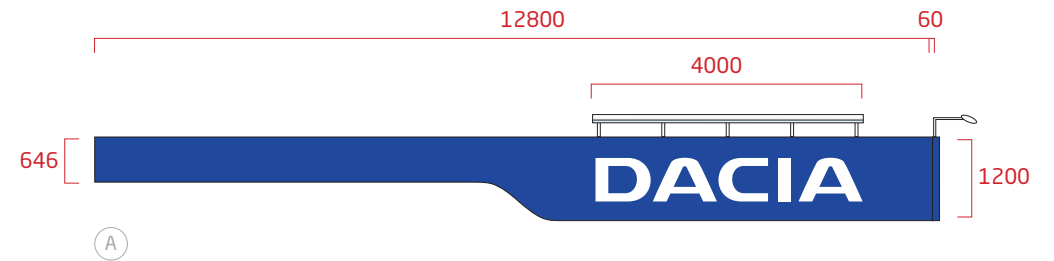
Standard dimensions cannot be changed.

Different models can be used:

- > Signage on the main frontage  
L. 29085 x h. 1200 mm
- > Signage on the secondary frontage  
L. 12860 x h. 1200 mm.
- > Length of the illuminated strip:  
L. 4000 mm

### KEY

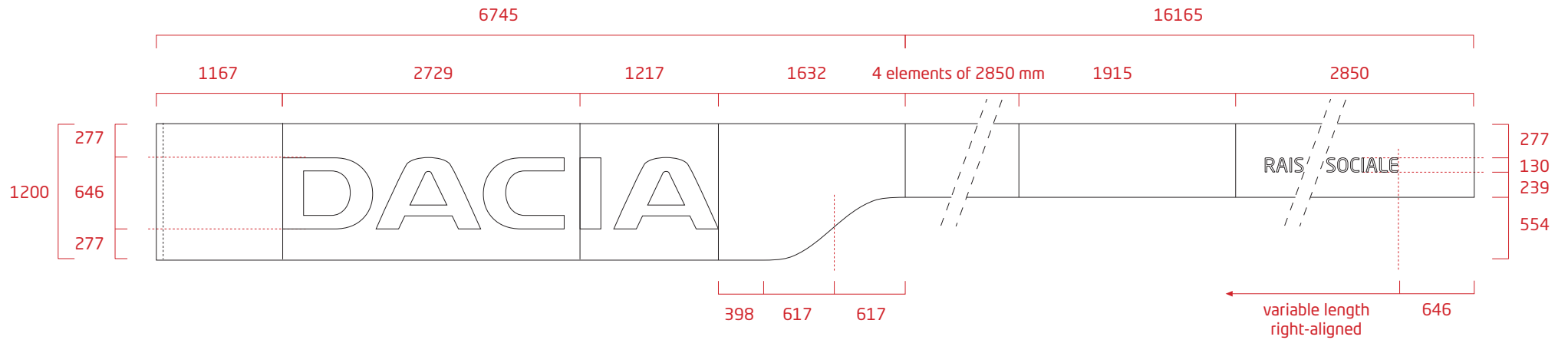
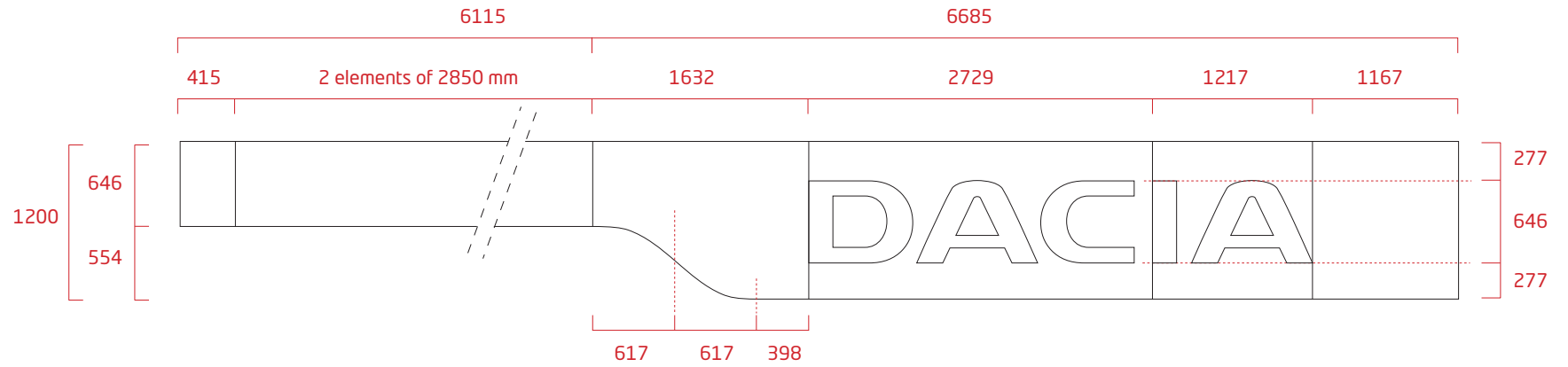
- A. Fascia for secondary frontage
  - B. Fascia for main frontage
1. First element of the secondary frontage
  2. Element with letters I and A of DACIA logotype
  3. Right element with letters D,A and C of DACIA logotype
  4. Left element with a wave shape
  5. Standard element - L. 2850 x h. 646 mm
  6. Last element of the secondary frontage
  7. Standard element with commercial name L. 2850 mm
  8. Right element with a wave shape
  9. Intermediary element of the main frontage L. 1915 mm
  10. First element of the fascia for the main frontage





# 7.2 FASCIA LETTERING FOR DACIA BOX

Dimensions and outline of wave shape fascias



## 7.3 FASCIA LETTERING FOR DACIA BOX

### Illuminated strip

#### PROFILE

The ledge section includes electrical equipment comprising fluorescent tubes and electronic ballasts.

#### TUBE PROTECTION

A crystal PMMA with diamond heads is positioned in the channels to protect the fluorescent tubes and to ensure diffusion of light.

#### LIGHTING

Fluorescent tubes can be crossed if necessary. On single line is recommended for a 1200 mm height.

#### FINISHING

An oval Aluminium plate th. 3 mm closes off the ledge at each end.

The ledge components are fish plated to obtain correct alignment

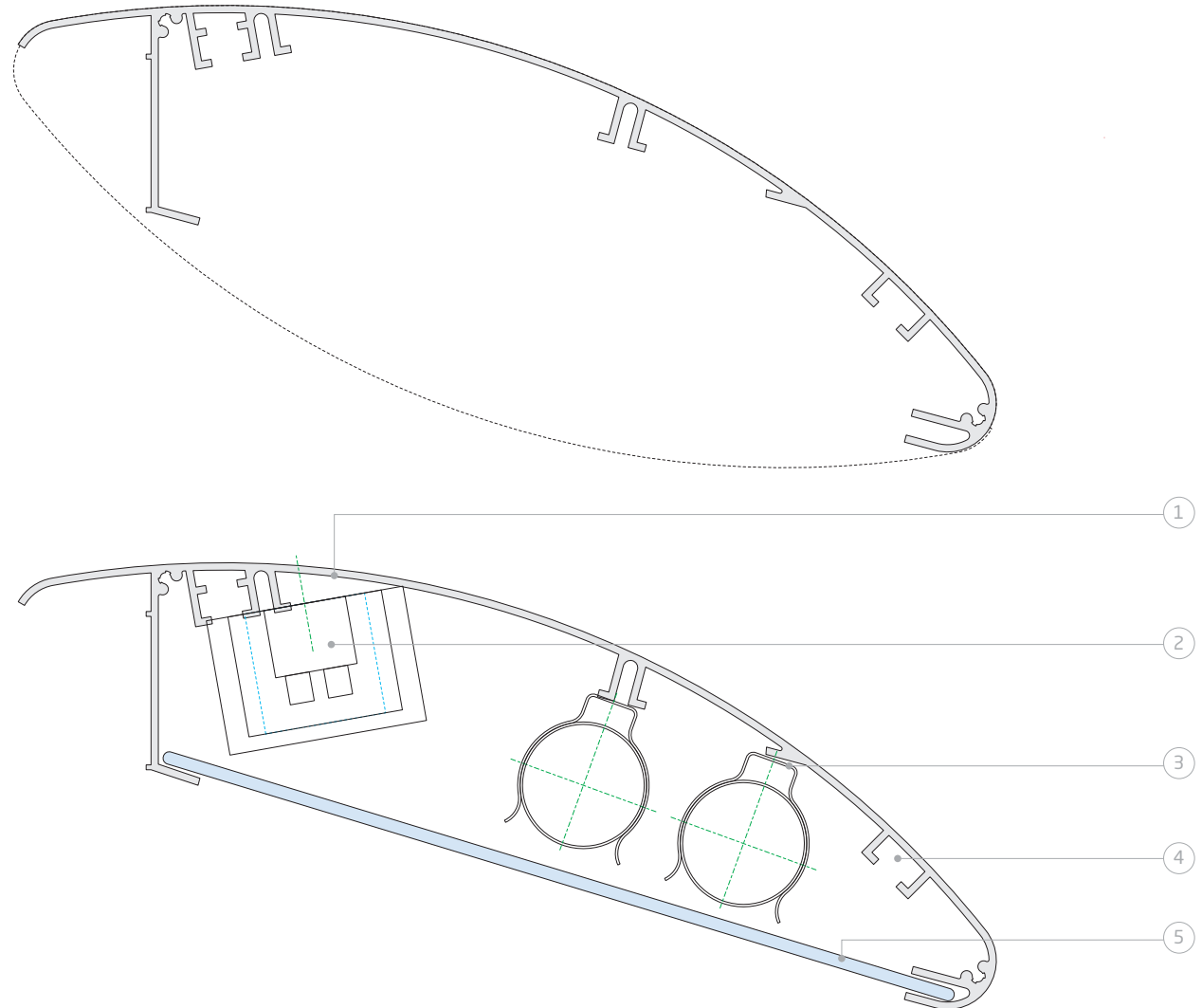
#### BRACKET ARMS

The bracket arms are uniformly positioned on the length of the fascia, respecting the following two conditions:

- > 1m maximum distance between arms
- > First and last bracket arm is positioned at 100 mm from the edge of the strip.

#### KEY

1. Ledge section
2. Ballasts and electronic starters
3. Harps and fluorescent tubes
4. Fish plate channels
5. Crystal PMMA with diamond heads



#### NOTE

This strip is the same as for the Service and Activity RENAULT fascias.

# 7.4 FASCIA LETTERING FOR DACIA BOX

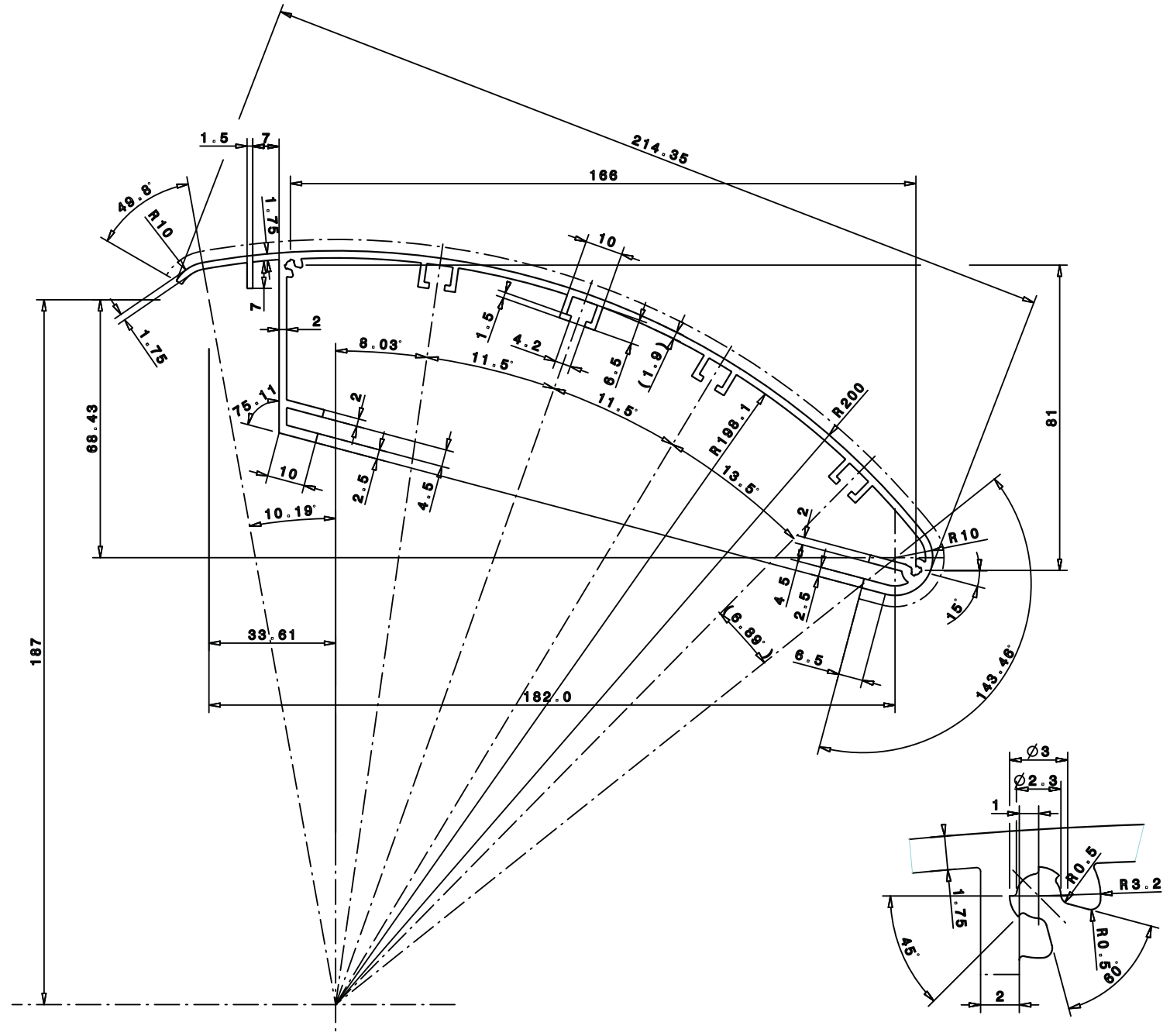
## Ledge section

### PRINCIPLE

The ledge section includes electrical equipment comprising fluorescent tubes and electronic ballasts.

### NOTE

The 4000 mm strip is realized in one single part so that obtaining a correct alignment.



## 7.5 FASCIA LETTERING FOR DACIA BOX

### Cross-section on blue fascia

#### LIGHTING

Lighting is ensured by a strip consisting in fluorescent tubes implanted in an aluminium ledge.

The electrical equipment includes one line of fluorescent tubes measuring 1200 mm with a crystal PMMA protection.

Tubes can be crossed or lined up edge to edge to avoid any light spots on the fascia faces.

#### BRACKET ARMS

The bracket arms are made of aluminium square tube 25 x 25 x 2 mm, cut on a 45° angle, welded and sanded.

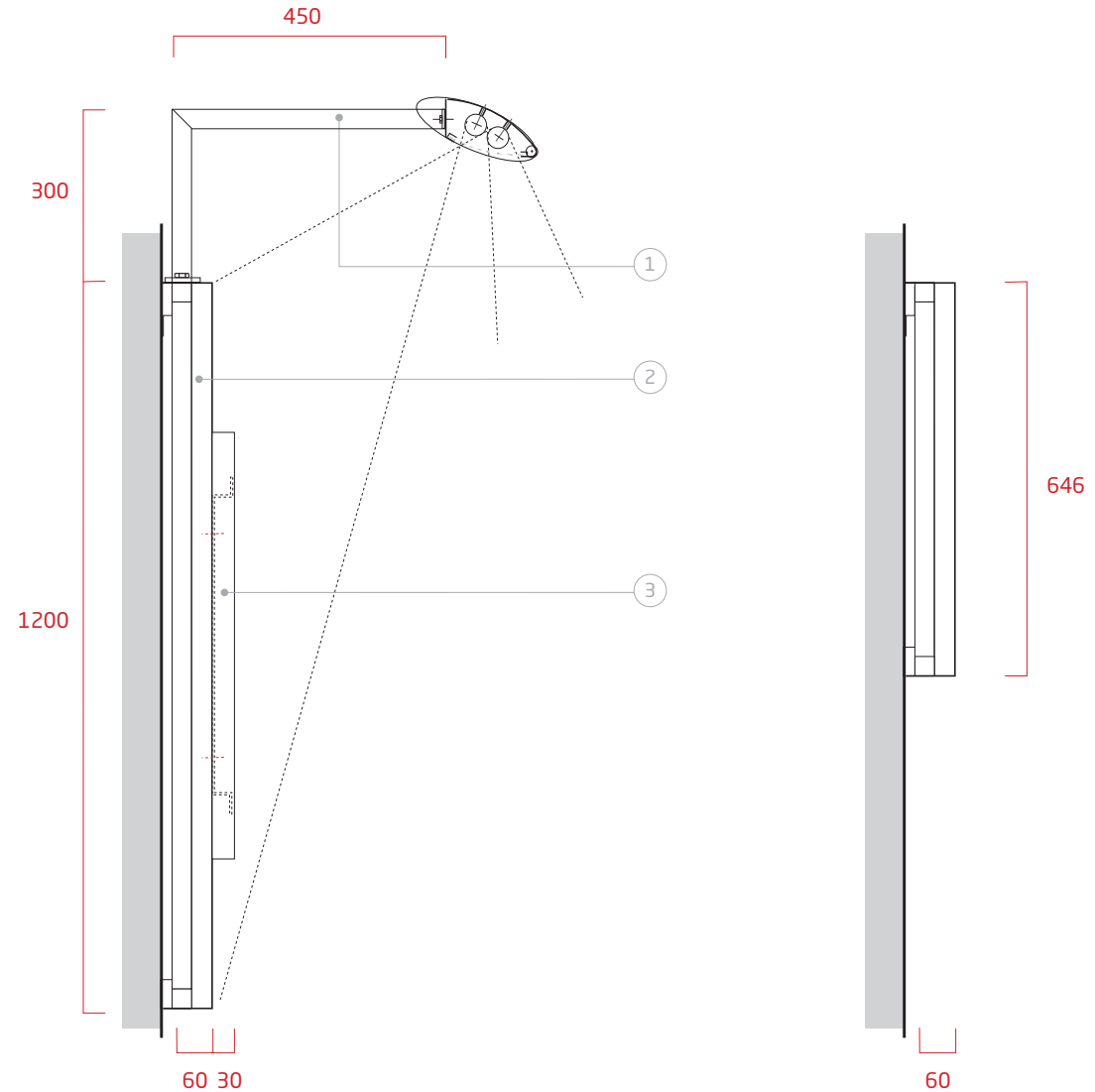
The finish is lacquered RAL 9010 white

#### DACIA LETTERING

DACIA letters with 30 mm thickness.  
They are made of aluminium sheet with raised edges, welded and sanded before painting.

#### KEY

1. Raised edge panel
2. Bracket arm
3. DACIA letters with 30 mm thickness



## 7.6 FASCIA LETTERING FOR DACIA BOX

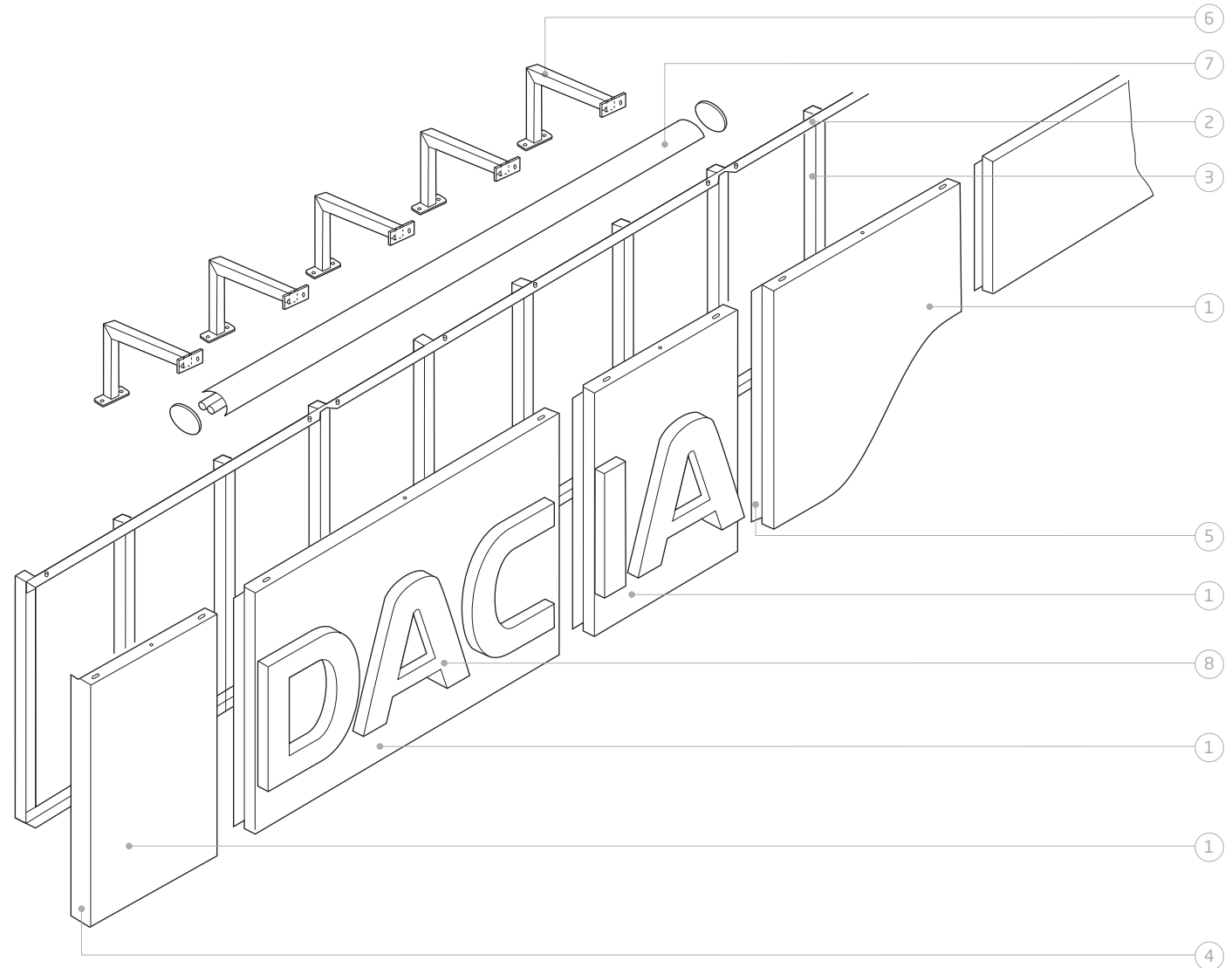
Exploded view on logotype area

### PRINCIPLE

The fascia is fitted to a ladder type rear structure so that any defects in smoothness of the brickwork can be remedied. This structure includes a cleat in the upper part from which the fascia is suspended. This cleat includes a cut out to help ensure smoothness of the metal panel during dilatation. The fascia comprises a tablet metal panel including vertical returns. A return measuring 60 mm on each end of the fascia ensures perfect masking of the structure.

### KEY

1. Aluminium panel th. 15/10  
· RAL 5002 blue
2. Aluminium cleat 30 x 20 x 2 mm welded onto the vertical square tubes
3. Aluminium tube 30 x 30 x 2 mm welded onto the structure with unworked finish
4. Return of 60 mm on the vertical and lower edges of the fascia
5. Return measuring 20 mm min.
6. Bracket arms  
Aluminium tube 25 x 25 x 2 mm to bear the edge and allow for passage of electrical cables lacquered with RAL 9010 white
7. Illuminated strip  
Aluminium section lacquered with RAL 9010
8. DACIA lettering  
· Aluminium sheet 20/10th  
with 30 mm raised edges  
· RAL 9010 white

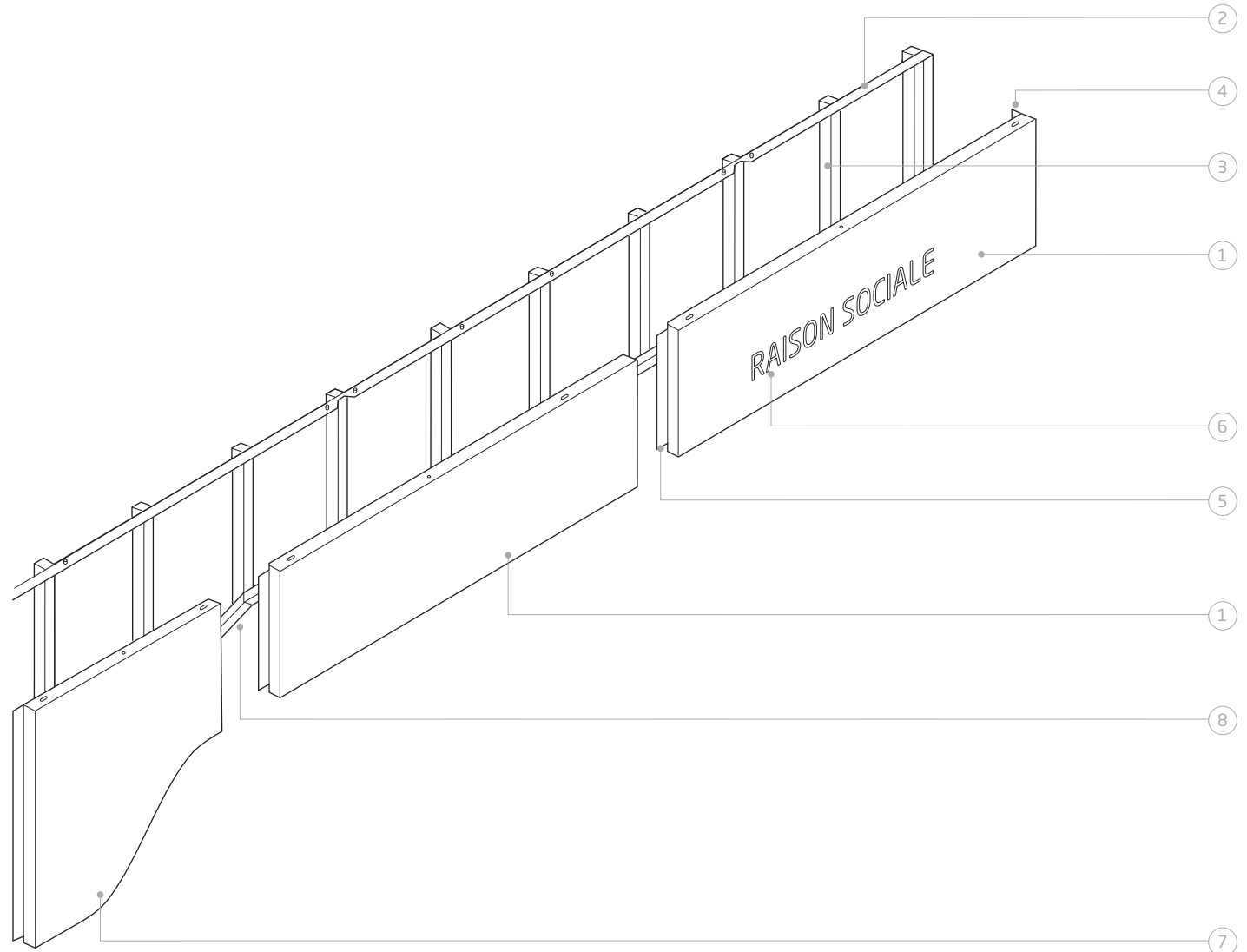


## 7.7 FASCIA LETTERING FOR DACIA BOX

Exploded view on dealer name area

### KEY

1. Aluminium panel th. 15/10
  - . RAL 5002 blue
2. Aluminium cleat 30 x 20 x 2 mm welded onto the vertical square tubes
3. Aluminium tube 30 x 30 x 2 mm welded onto the structure with unworked finish
4. Return of 60 mm on the vertical and lower edges of the fascia
5. Return measuring 20 mm min.
6. Dealer name
  - . RAL 9010 white adhesive
  - . Neo Tech Dacia Regular type face
  - . Capitals
7. Wave shape face
  - . Aluminium sheet
  - . Raised edges
  - . Painted in RAL 5002 blue
8. Adaptation of the structure to the wave form of the fascia



# 7.8 FASCIA LETTERING FOR NEW DEALER POINTS

## Presentation

### PRINCIPLE

Signage elements used on the new frontages includes DACIA lettering on a wave shape fascia. Standard dimensions cannot be changed.

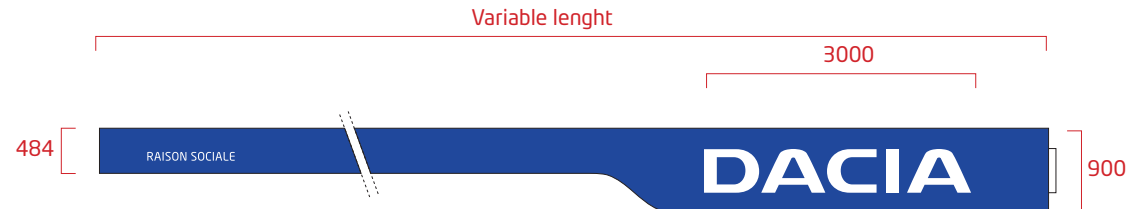
Different models can be used:

- > Fascia for low frontages under 6 m  
h. 900 mm
- > Fascia for high frontages up to 6 m  
h. 1200 mm.

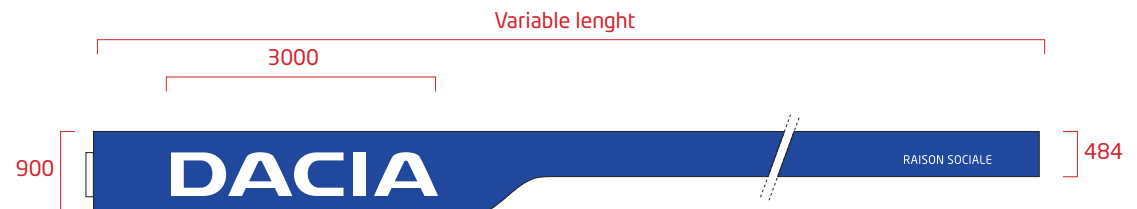
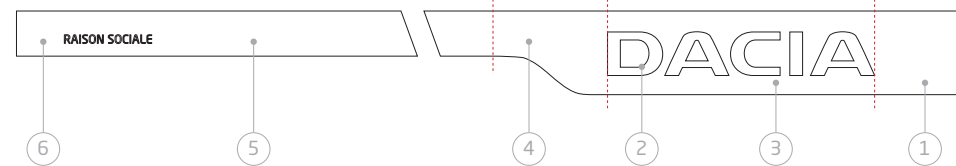
Length of fascia will be trimmed to each frontage with a specific module.

### KEY

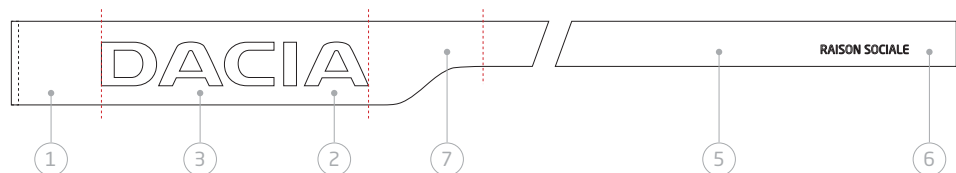
- A. Fascia for secondary frontage
  - B. Fascia for main frontage
1. First element of the fascia
  2. Element with letters I and A of DACIA logotype
  3. Right element with letters D,A and C of DACIA logotype
  4. Left element with a wave shape
  5. Adapted element - h. 646 mm
  6. Dealer name
  7. Right element with a wave shape



(A)

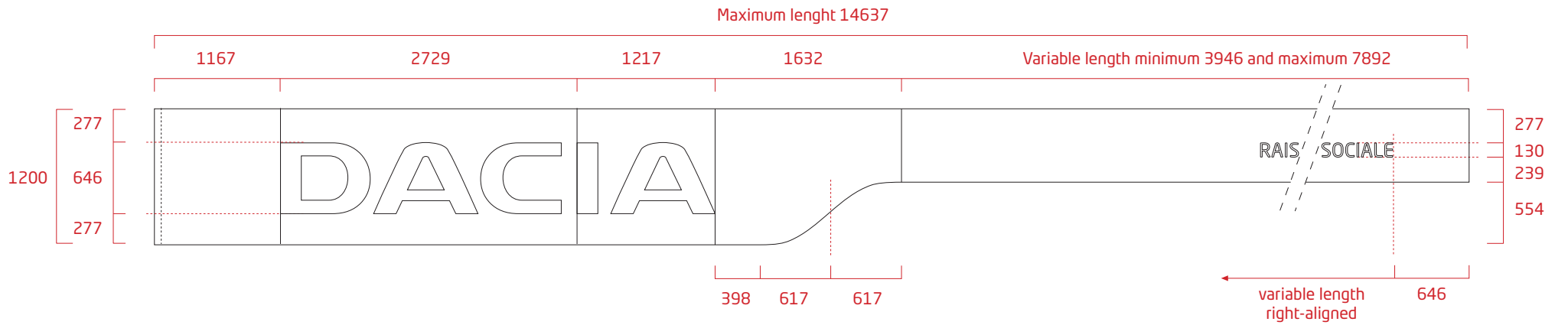
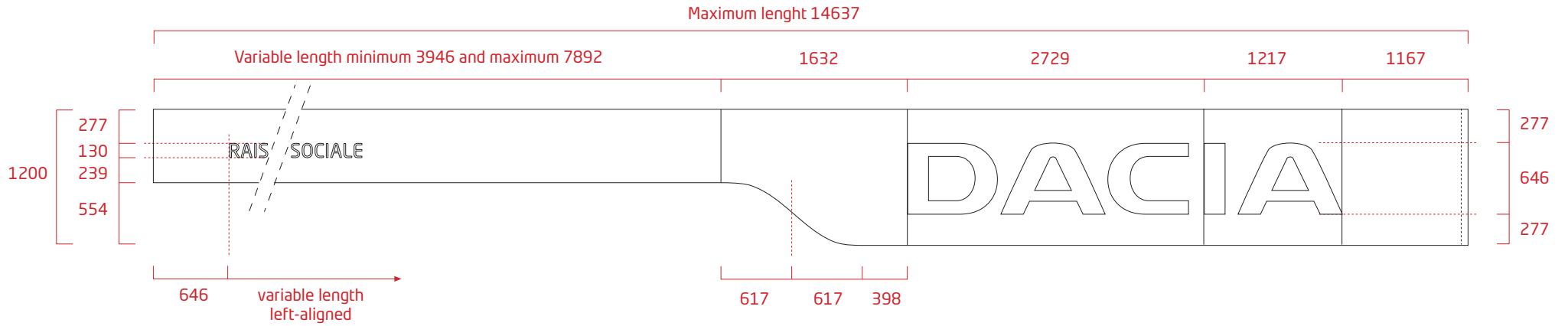


(B)



# 7.9 FASCIA LETTERING FOR NEW DEALER POINTS

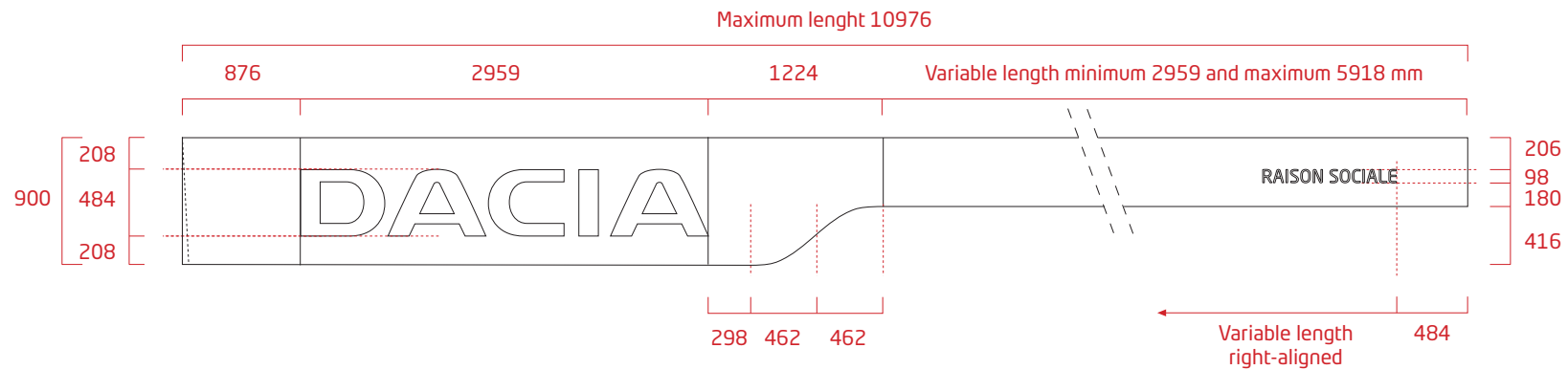
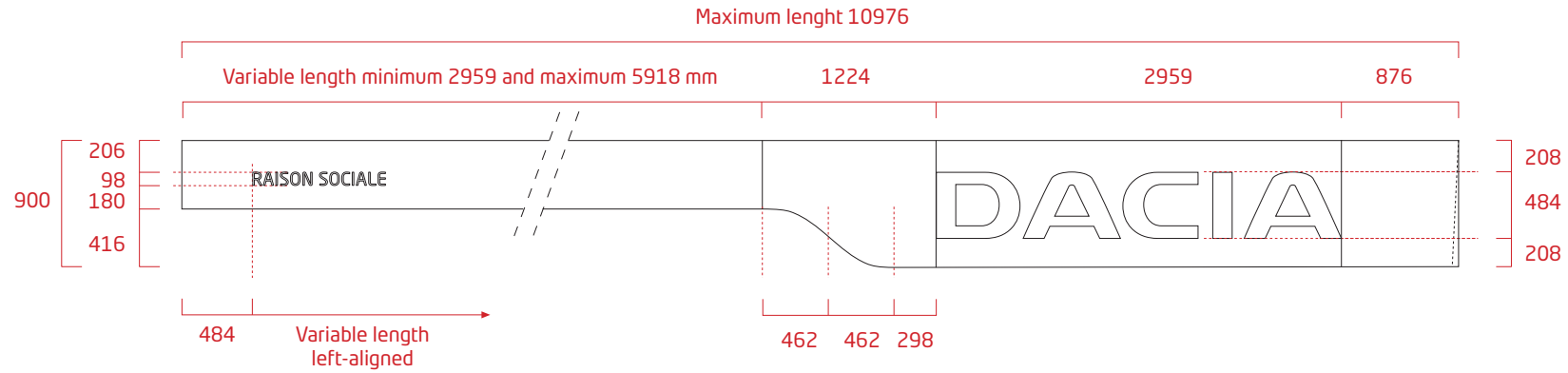
Dimensions and outline of 1200 mm wave shape fascias





# 7.10 FASCIA LETTERING FOR NEW DEALER POINTS

Dimensions and outline of 900 mm wave shape fascias



# 7.11 FASCIA LETTERING FOR NEW DEALER POINTS

## DACIA lettering

### PRINCIPLE

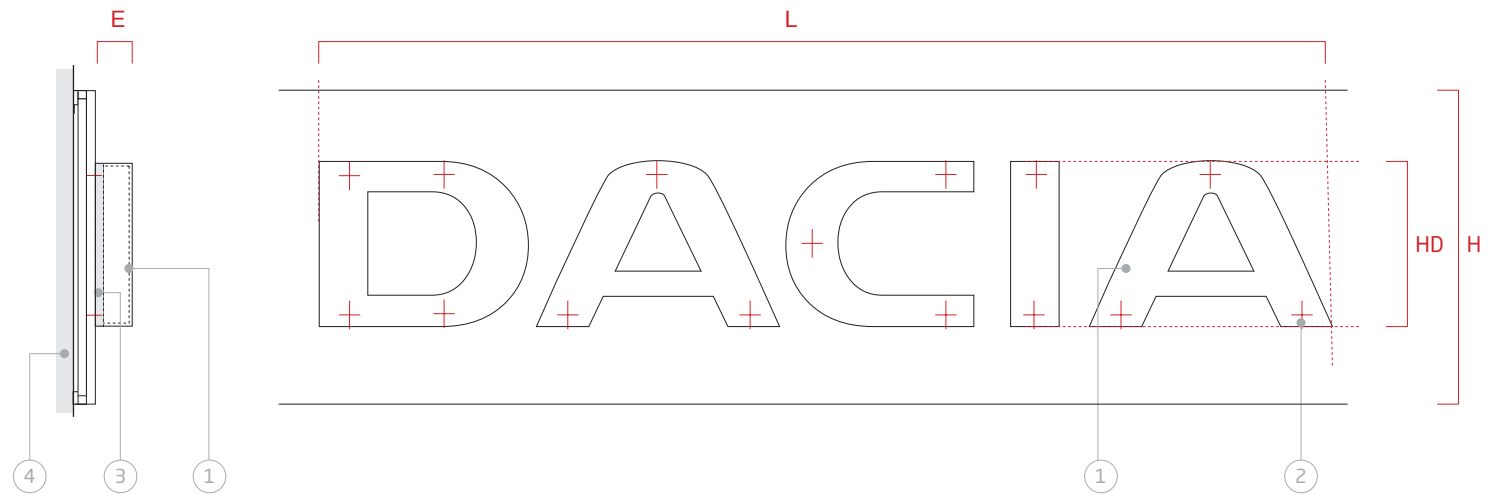
DACIA lettering is always implanted on a blue fascia.  
Electrical power supplies and transformers shall be hidden behind the face of the fascia.

### DESCRIPTION

- . White lettering  
ref Altuglass 121.27012
- . PMMA face th. 3 mm with satin finish
- . opaque PMMA side  
th. 3 mm with satin finish
- . colour same as front  
ref Altuglass 100..47010
- . Attachment on a Komacel background th.  
13 mm,
- . Built-in lighting by P511 Tridonic  
white LEDs in accordance with requirements.
- . depth of letter = 100 mm
- . 40 % gloss satin finish

### KEY

1. DACIA lettering in white PMMA
2. Attachment to fascia (stainless steel screws)
3. Komacel white th. 13 mm background
4. Cladding or concrete



|    | 484 mm<br>lettering | 646 mm<br>lettering |
|----|---------------------|---------------------|
| L  | 2959                | 3945                |
| HD | 484                 | 646                 |
| E  | 80                  | 100                 |
| H  | 900                 | 1200                |

### NOTE

- > Edges and surfaces assembled by gluing and transparent internal cleats (surfaces flush without protrusion or visible glazing bead).
- > Metallic box letters prohibited.
- > An objective of 175 Cd/m<sup>2</sup> measured on the surface is required with an occasional minimum accepted of 150 Cd/m<sup>2</sup>.
- > The special LED PMMA with a 55% transmission coefficient gives 15 % gain compared to a standard PMMA.

## 7.12 FASCIA LETTERING FOR NEW DEALER POINTS

Exploded view on logotype area

### PRINCIPLE

The fascia is fitted to a ladder type rear structure so that any defects in smoothness of the brickwork can be remedied.

This structure includes a cleat in the upper part from which the fascia is suspended.

This cleat includes a cut out to help ensure smoothness of the metal panel during dilatation. The fascia comprises a tablet metal panel including vertical returns. A return measuring 60 mm on each end of the fascia ensures perfect masking of the structure.

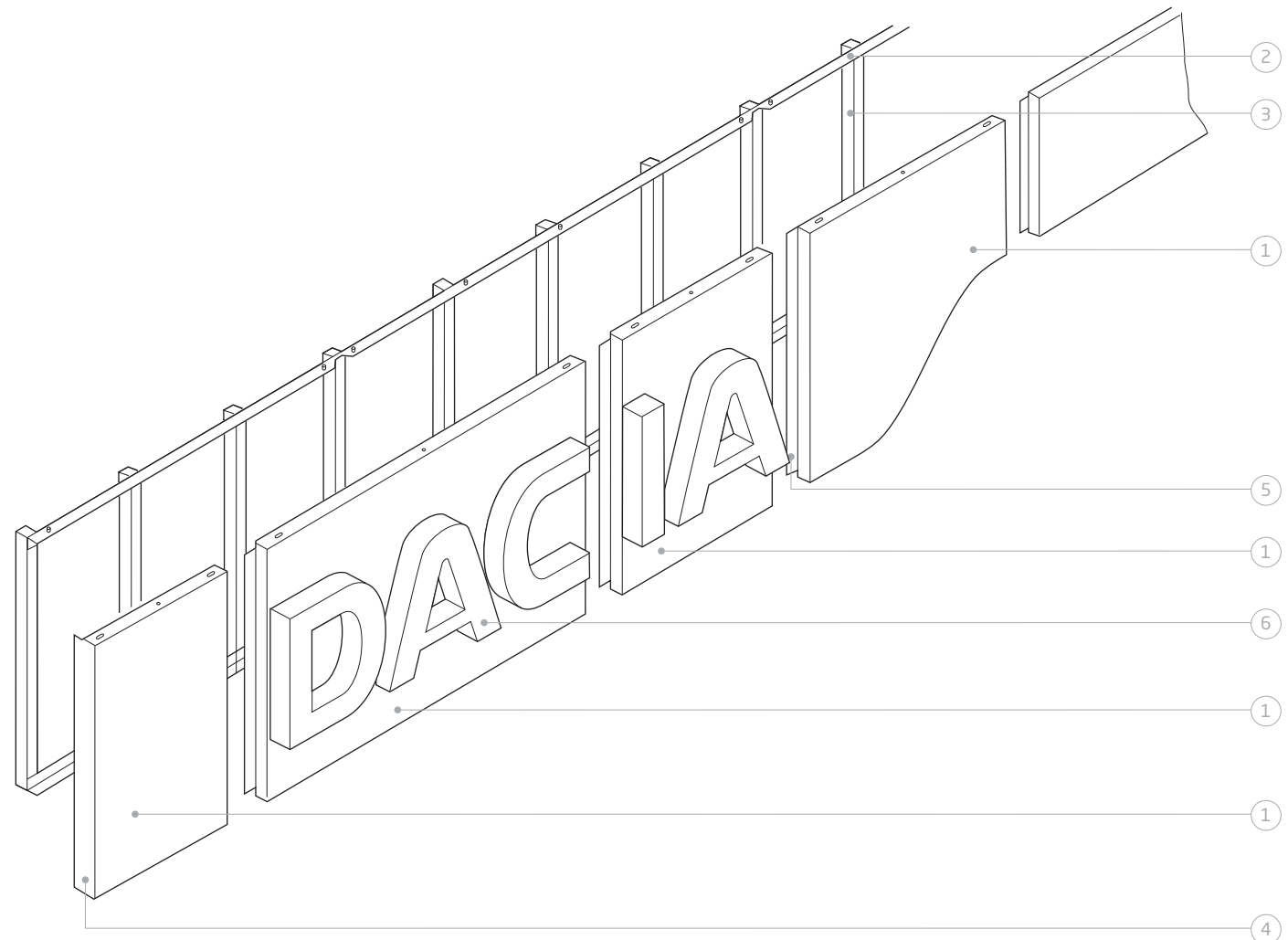
DACIA letters are illuminated and made of PMMA with integrated lighting by LEDs.

### KEY

1. Aluminium panel th. 15/10  
· RAL 5002 blue
2. Aluminium cleat 30 x 20 x 2 mm welded onto the vertical square tubes
3. Aluminium tube 30 x 30 x 2 mm welded onto the structure with unworked finish
4. Return of 60 mm on the vertical and lower edges of the fascia
5. Return measuring 20 mm minimum
6. DACIA lettering  
· Illuminated by LED's

### NOTE

Fascias used on the frontages of the new dealer points are the same as for DACIA BOX excepted the DACIA lettering including lighting.



## 7.13 FASCIA LETTERING FOR NEW DEALER POINTS

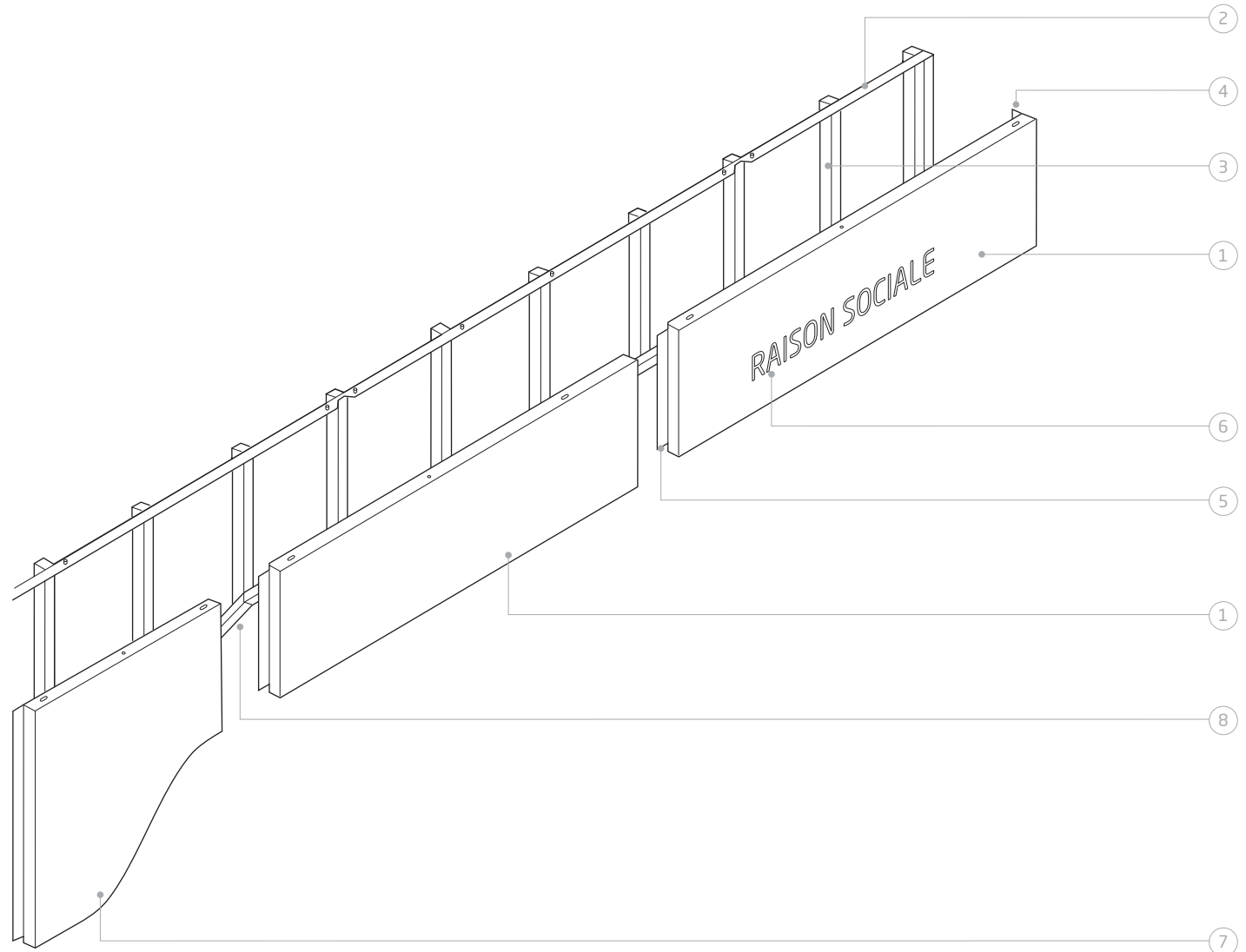
Exploded view on dealer name area

### KEY

1. Aluminium panel th. 15/10  
· RAL 5002 blue
2. Aluminium cleat 30 x 20 x 2 mm welded onto the vertical square tubes
3. Aluminium tube 30 x 30 x 2 mm welded onto the structure with unworked finish
4. Return of 60 mm on the vertical and lower edges of the fascia
5. Return measuring 20 mm min.
6. Dealer name  
RAL 9010 white adhesive  
· Neo Tech Dacia Regular type face  
· Capitals
7. Wave shape face  
· Aluminium sheet  
· Raised edges  
· Painted in RAL 5002 blue
8. Adaptation of the structure to the wave form of the fascia

### NOTE

Fascias used on the frontages of the new dealer points are the same as for DACIA BOX  
Nevertheless, the total length fascia is trimmed to the length of each frontage needing the sizing of a special module.



## Presentation

### PRINCIPLE

Signage elements used on the frontages of existing dealer points includes DACIA lettering on a square shape fascia.

Two different models can be used:

- > Fascia for low frontages under 6 m  
h. 900 x L. 8110 mm
- > Fascia for high frontages up to 6 m  
h. 1200 x L. 10813 mm

A maximum standard length is defined for each fascia.

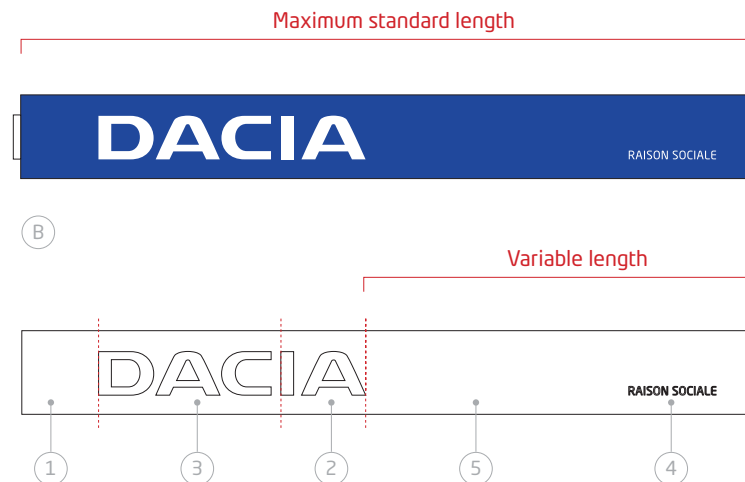
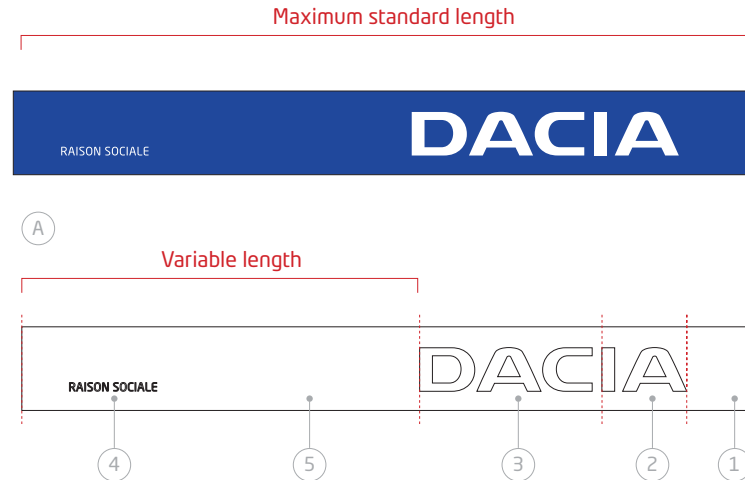
Nevertheless, it will be possible to reduce this standard length to adapt the fascia to specific conditions on frontages.

### KEY

- A. Right fascia
  - B. Left fascia
1. First element of the fascia
  2. Element with letters I and A of DACIA logotype
  3. Right element with letters D,A and C of DACIA logotype
  4. Commercial name
  5. Intermediary element allowing the resizing of the fascia  
L. mini 3946 mm and L. maxi 7892 mm

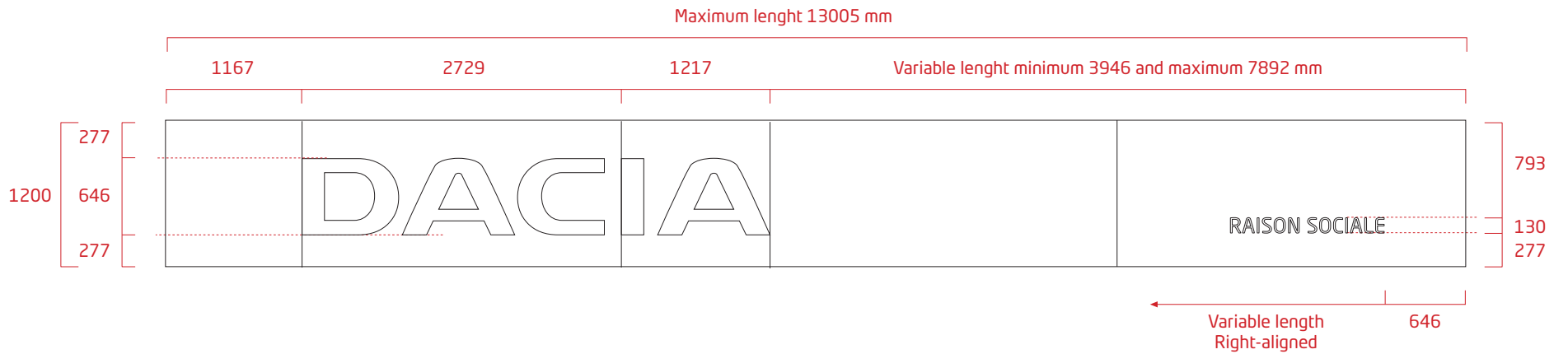
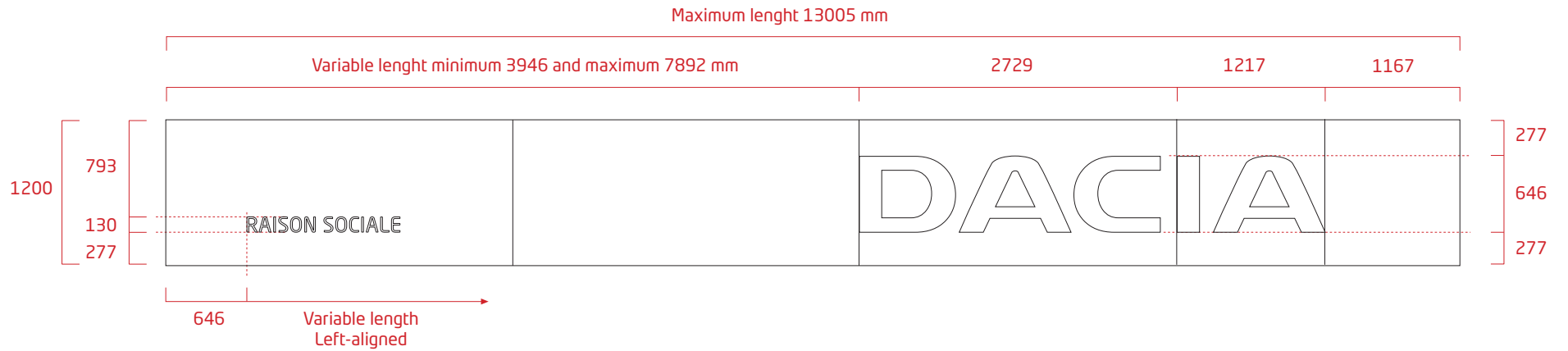
### CAUTION

This signage can ONLY be used in the case of the retrofit of an existing site with old blue DACIA lettering.



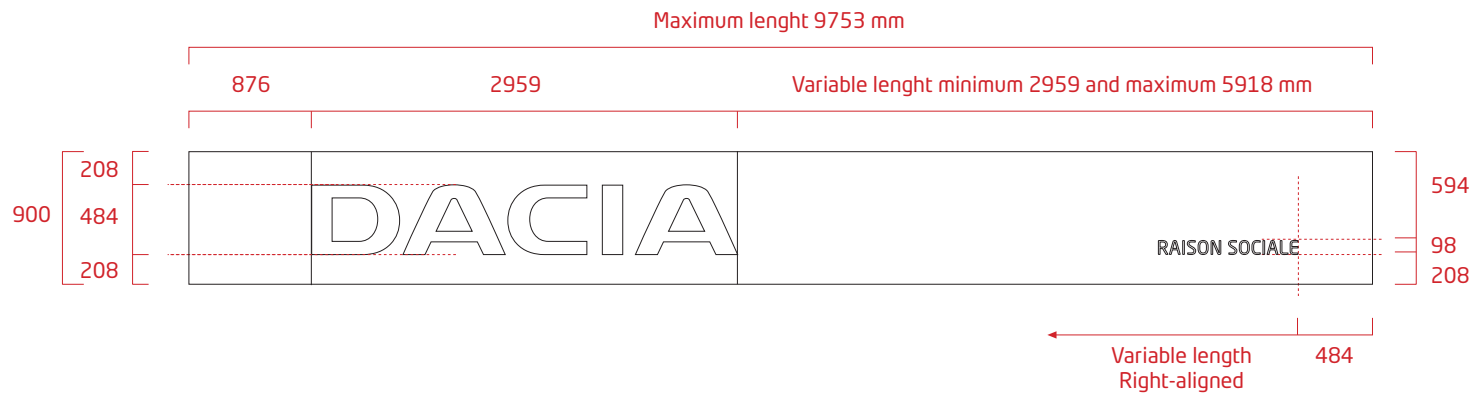
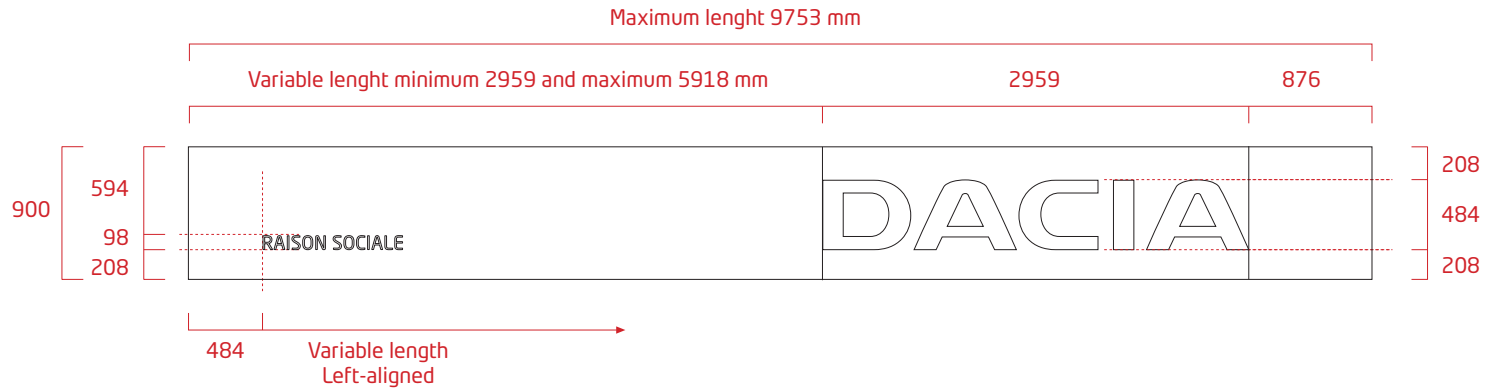
# 7.15 FASCIA LETTERING FOR EXISTING DEALER POINTS

Dimensions and outline of 1200 mm square shape fascias



# 7.16 FASCIA LETTERING FOR EXISTING DEALER POINTS

Dimensions and outline of 900 mm square shape fascias



## 7.17 FASCIA LETTERING FOR EXISTING DEALER POINTS

### Exploded view of square shape fascias

#### PRINCIPLE

The fascia is fitted to a ladder type rear structure so that any defects in smoothness of the brickwork can be remedied.

This structure includes a cleat in the upper part from which the fascia is suspended.

This cleat includes a cut out to help ensure smoothness of the metal panel during dilatation. The fascia comprises a tablet metal panel including vertical returns. A return measuring 60 mm on each end of the fascia ensures perfect masking of the structure.

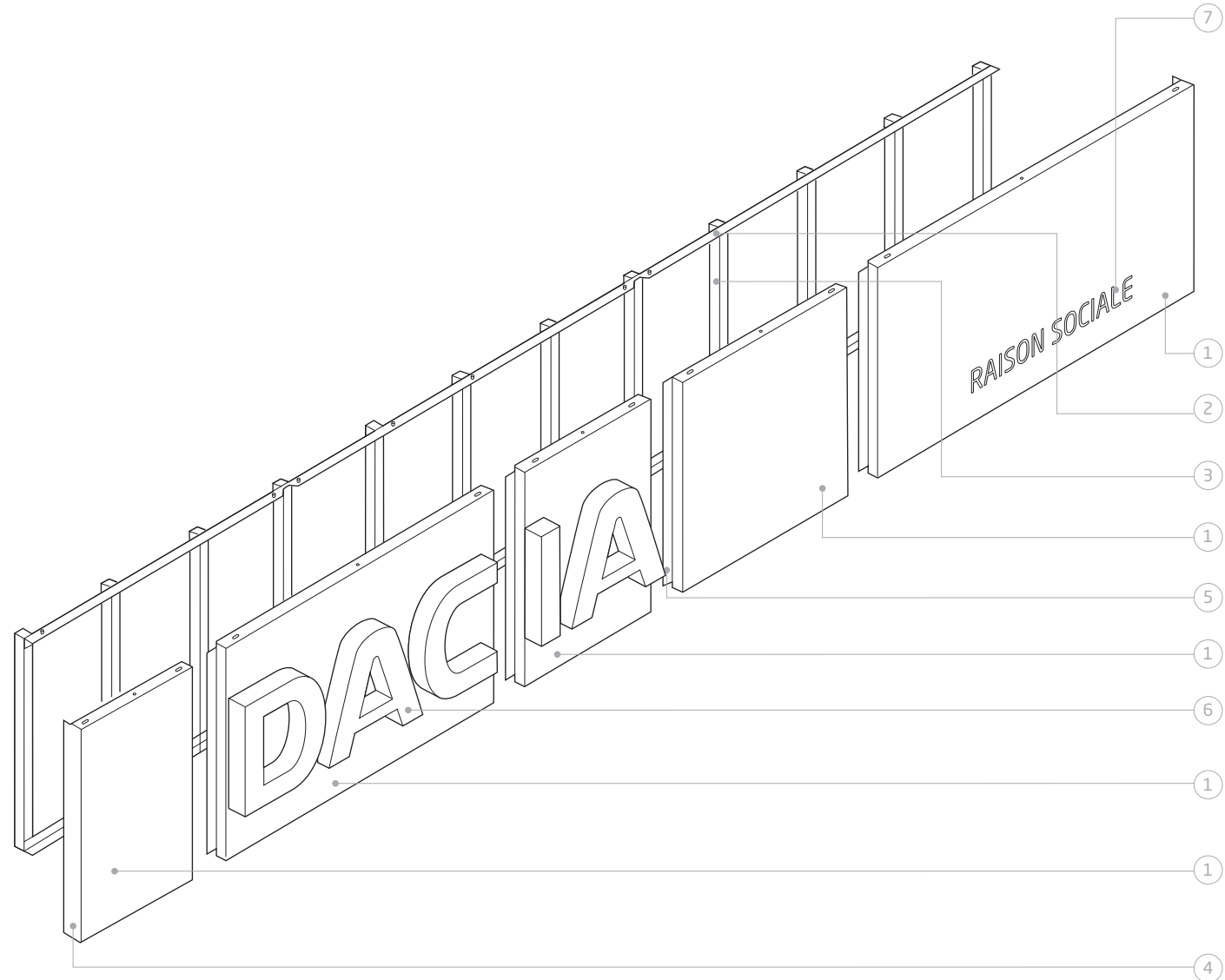
DACIA letters are illuminated and made of PMMA with integrated lighting by LEDs.

#### KEY

1. Aluminium panel 15/10 th  
RAL 5002 blue
2. Aluminium cleat 30 x 20 x 2 mm welded onto the vertical square tubes
3. Aluminium tube 30 x 30 x 2 mm welded onto the structure with unworked finish
4. Return of 60 mm on the vertical and lower edges of the fascia
5. Return measuring 20 mm min.
6. DACIA lettering  
Illuminated by LED's
7. Dealer name in white adhesive

#### NOTE

The first parts of this fascia are identical to that for the new dealer points.





- 8.1 ENTRANCE DOOR SIGN / Presentation
- 8.2 ENTRANCE DOOR SIGN / Dimensions and outline of the 2400 mm element
- 8.3 ENTRANCE DOOR SIGN / Dimensions and outline of the 3600 mm element
- 8.4 ENTRANCE DOOR SIGN / Exploded view

**CAUTION**  
Emblems shown in this chapter SHALL BE  
PRODUCED by a supplier agreed by DACIA  
for these elements.

# 8.1 ENTRANCE DOOR SIGN

## Presentation

### DESCRIPTION

The entrance to the showroom of a DACIA sales point is identified with an entrance door sign installed on the right side of the door whenever it is possible.

This sign is placed against the glazed surface. The rear side is masked by an aluminium sheet or an adhesive in black colour.

The integrated lighting ensures a good visibility for the DACIA emblem.

For the new dealer points and for the existing one, this element comes in 2 heights:  
> 2400 mm entrance door sign,  
> 3600 mm entrance door sign.

On the DACIA BOX, only the 3600 mm element will be used.

### KEY

1. Example of the implementation of a 3600 entrance door sign on a DACIA BOX frontage



## 8.2 ENTRANCE DOOR SIGN

Dimensions and outline of the 2400 mm element

### DESCRIPTION

- Lacquered aluminium
- 3D DACIA emblem
- 40 % glossy satin finish

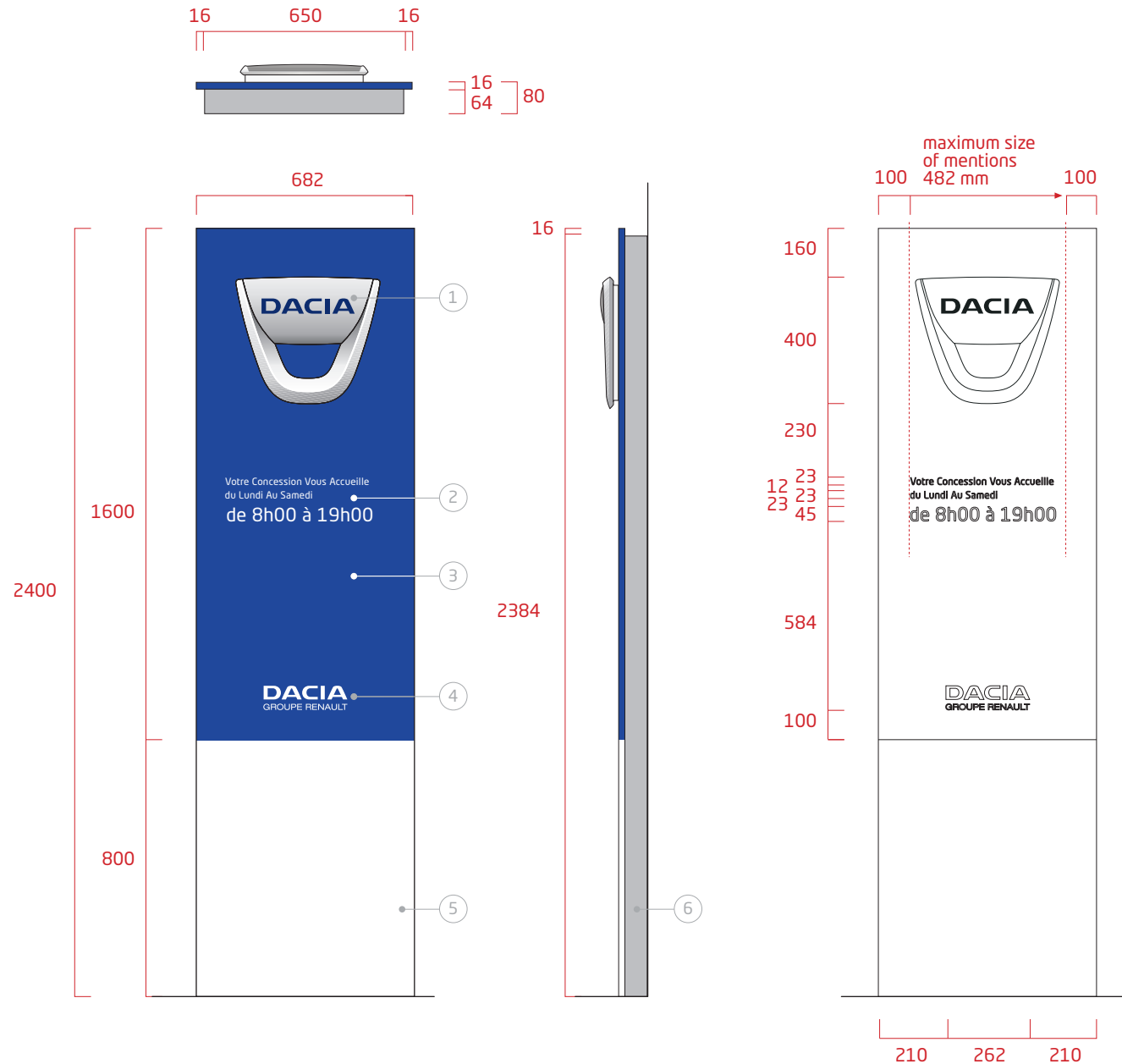
### KEY

1. 3D DACIA emblem with integrated lighting
2. Variable mentions
  - White adhesive decoration
  - Neo Tech Dacia Regular type face
  - Left-aligned
3. Prelacquered aluminium th. 15/10
  - RAL 5002 blue
4. "Groupe RENAULT" mention
  - White adhesive decoration
  - Centered in the face
5. Prelacquered aluminium th. 15/10
  - RAL 9010 white
6. Rear side of the sign
  - Prelacquered aluminium th. 15/10
  - lacquered Pantone Cool Gray 5C

### NOTE.

The used emblem is identical to that for the 680 mm flag insignia.

**CAUTION**  
The 2400 mm entrance door sign can **ONLY** be used on low buildings (height of the frontage under 6 m).



# 8.3 ENTRANCE DOOR SIGN

Dimensions and outline of the 3600 mm element

### DESCRIPTION

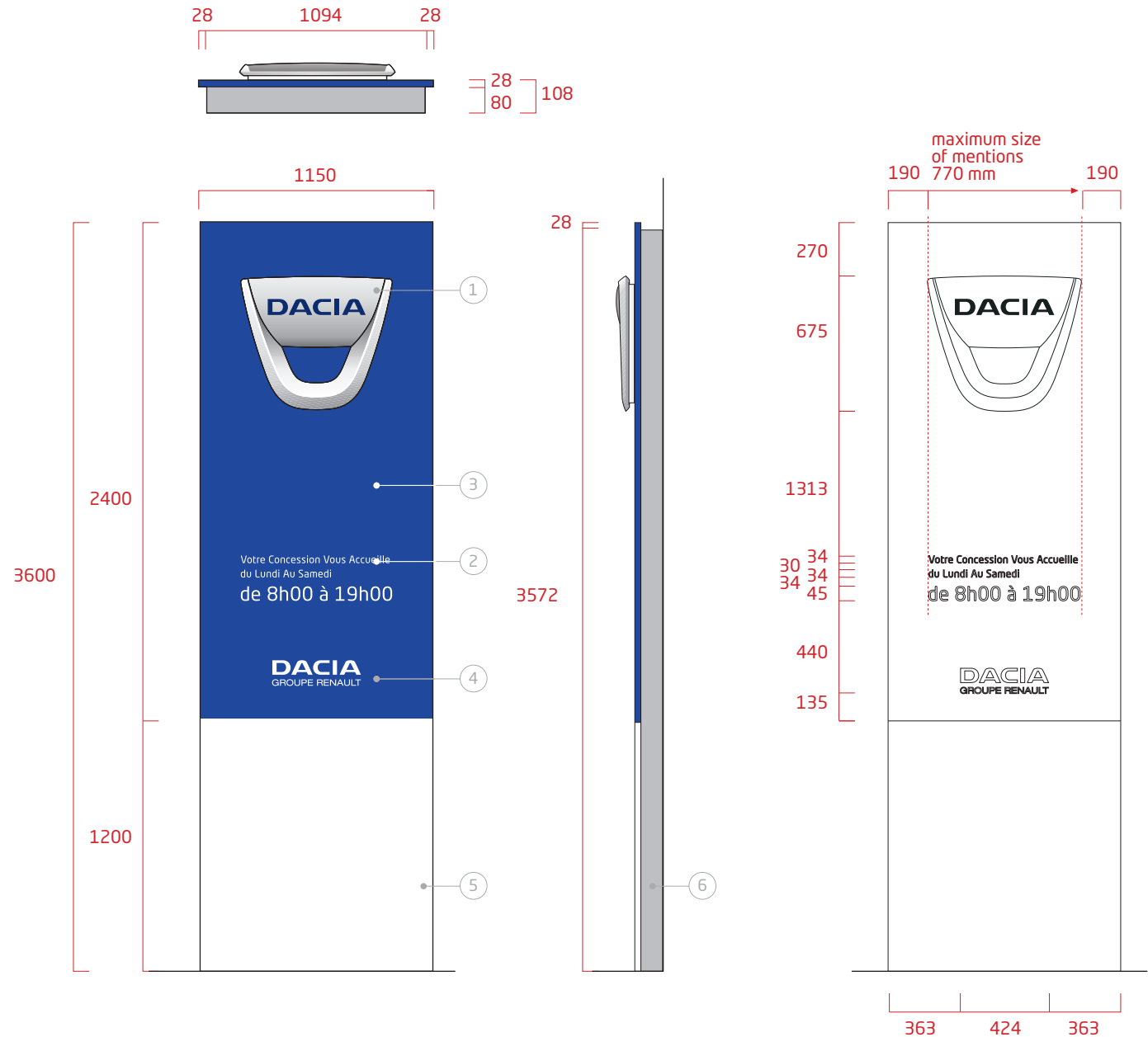
- Lacquered aluminium
- 3D DACIA emblem
- 40 % glossy satin finish

### KEY

1. 3D DACIA emblem with integrated lighting
2. Variable mentions
  - White adhesive decoration
  - Neo Tech Dacia Regular type face
  - Left-aligned
3. Prelacquered aluminium th. 15/10
  - RAL 5002 blue
4. "Groupe RENAULT" mention
  - White adhesive decoration
  - Centered in the face
5. Prelacquered aluminium th. 15/10
  - RAL 9010 white
6. Rear side of the sign
  - Prelacquered aluminium th. 15/10
  - lacquered Pantone Cool Gray 5C

### NOTE.

The used emblem is identical to that for the 4500 mm totem sign.

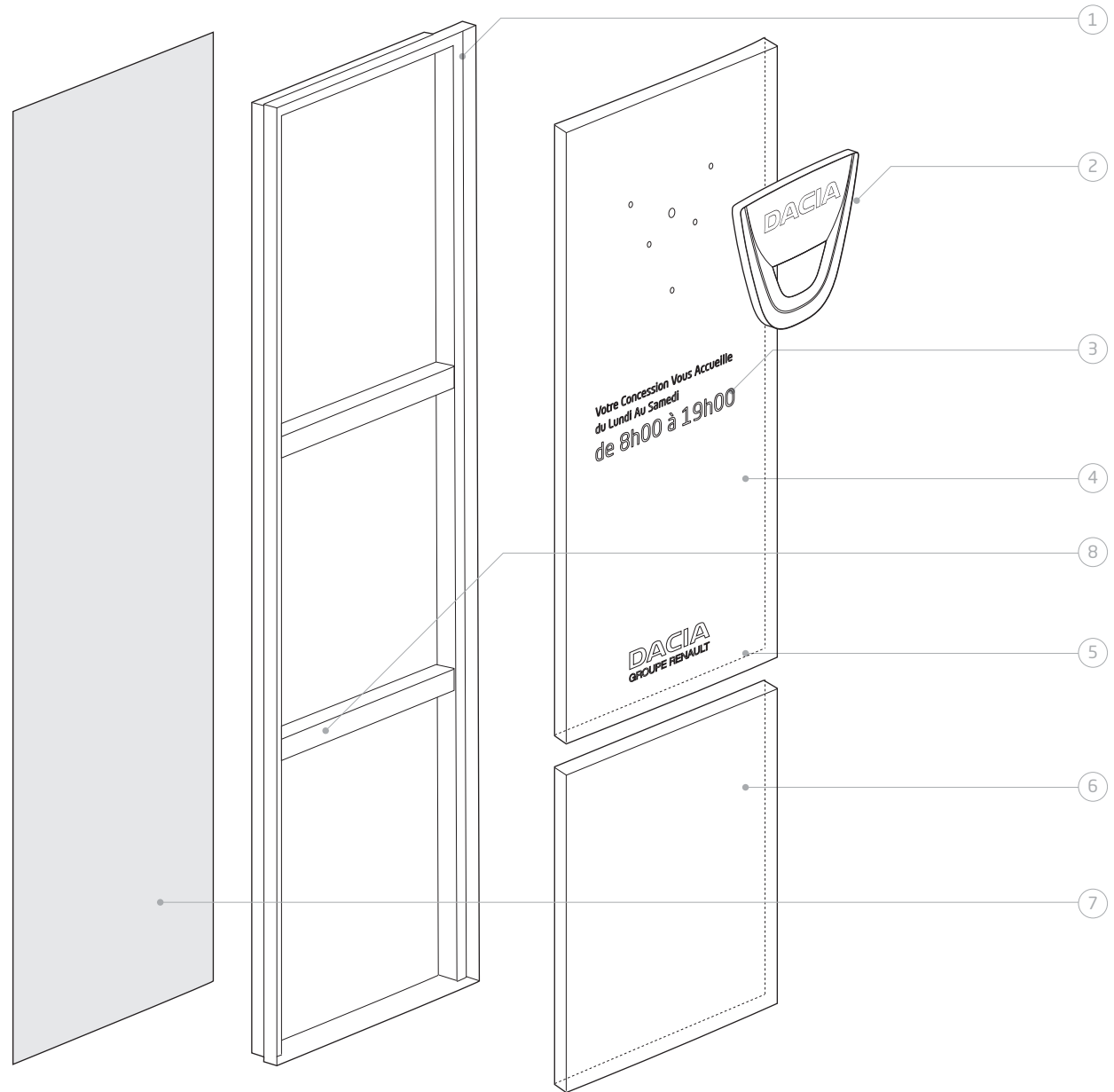


# 8.4 ENTRANCE DOOR SIGN

Exploded view

### KEY

- 1. Rear side of the sign
  - . Prelacquered aluminium th. 15/10
  - . lacquered Pantone Cool Gray 5C
- 2. 3D DACIA emblem with integrated lighting
- 3. Variable mentions
  - . White adhesive decoration
  - . Neo Tech Dacia Regular type face
  - . Left-aligned
- 4. Upper face
  - . Prelacquered aluminium th. 15/10
  - . RAL 5002 blue
- 5. "Groupe RENAULT" mention
  - . White adhesive decoration
  - . Centered in the face
- 6. Lower face
  - . Prelacquered aluminium th. 15/10
  - . RAL 9010 white
- 7. Rear side masked of glazed surface (option)
  - . Dark gray adhesive or aluminium sheet
- 8. Horizontal structure



- 9.1 ACTIVITY DISPLAY SIGN ON THE DACIA BOX FRONTAGE / Presentation
- 9.2 ACTIVITY DISPLAY SIGN ON THE DACIA BOX FRONTAGE / Outline
- 9.3 ACTIVITY DISPLAY SIGN ON THE DACIA BOX FRONTAGE / Exploded view
- 9.4 ACTIVITY DISPLAY SIGN / After-sales frontage
- 9.5 ACTIVITY DISPLAY SIGN / Outline of activity fascias on a single door
- 9.6 ACTIVITY DISPLAY SIGN / Cross-section of the fascia
- 9.7 ACTIVITY DISPLAY SIGN / Principle of sizing to fit door
- 9.8 ACTIVITY DISPLAY SIGN / Exploded view of activity fascias on a single door
- 9.9 ACTIVITY DISPLAY SIGN / Activity fascias on frontage
- 9.10 ACTIVITY DISPLAY SIGN / Outline of activity fascias on frontage
- 9.11 ACTIVITY DISPLAY SIGN / Exploded view of activity fascias on frontage
- 9.12 ACTIVITY DISPLAY SIGN / Activity flag insignia
- 9.13 ACTIVITY DISPLAY SIGN / Outline of activity flag insignia
- 9.14 ACTIVITY DISPLAY SIGN / Details of activity flag insignia
- 9.15 ACTIVITY DISPLAY SIGN / Exploded view of activity flag insignia
- 9.16 ACTIVITY DISPLAY SIGN / Masts for activity flag insignia
- 9.17 ACTIVITY DISPLAY SIGN / Ground attachment of masts for activity flag insignia
- 9.18 ACTIVITY DISPLAY SIGN / Insurance company approval signs

# 9.1 ACTIVITY DISPLAY SIGN ON THE DACIA BOX FRONTAGE

## Presentation

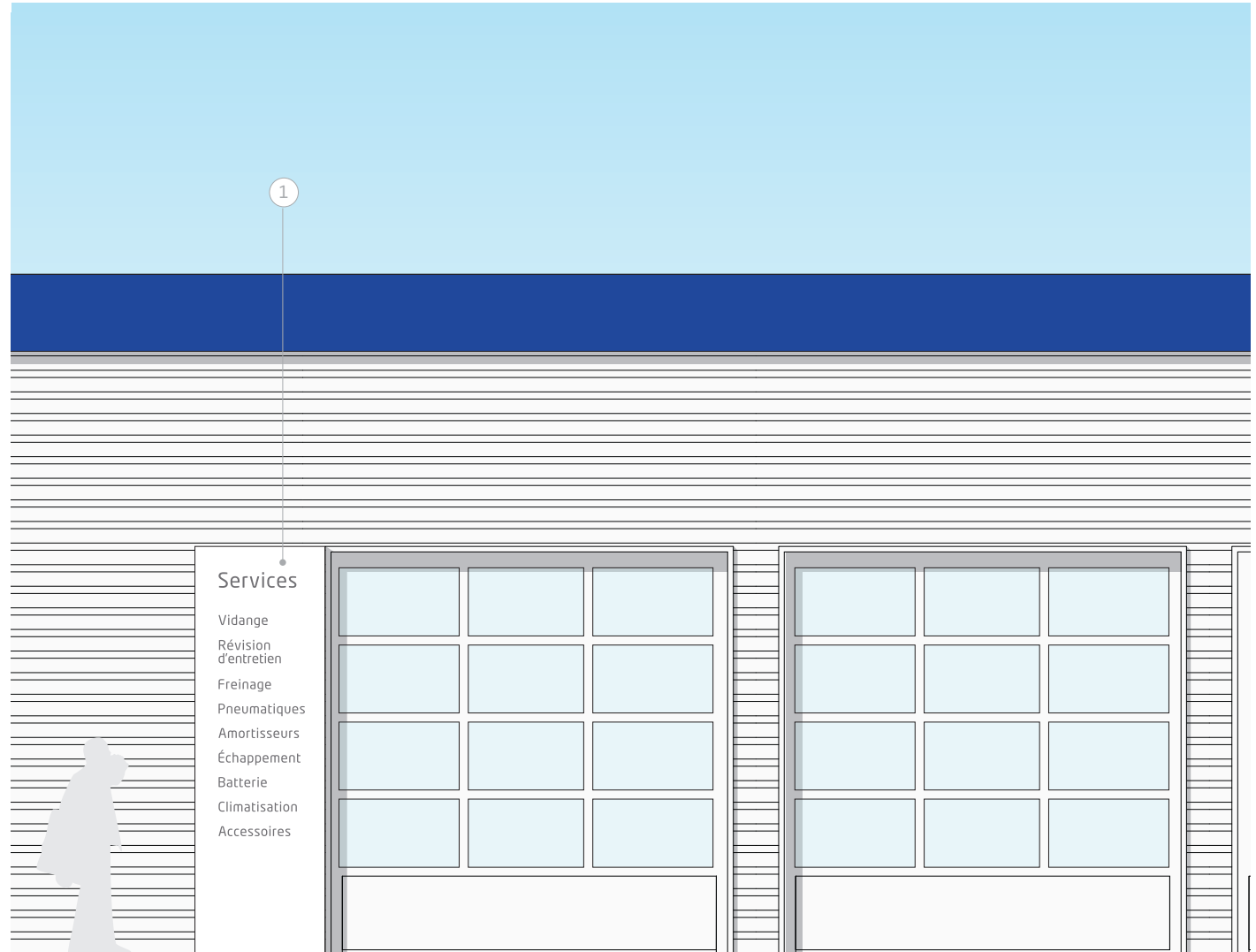
### DESCRIPTION

On the DACIA BOX main frontage, one panel gathering information about activities is located on the left side of the first door.

Format: L. 1150 x H. 3600 x Th. 108 mm

### KEY

- 1. Activity display panel on the DACIA BOX frontage



# 9.2 ACTIVITY DISPLAY SIGN ON THE DACIA BOX FASCIA

## Outline

### DESCRIPTION

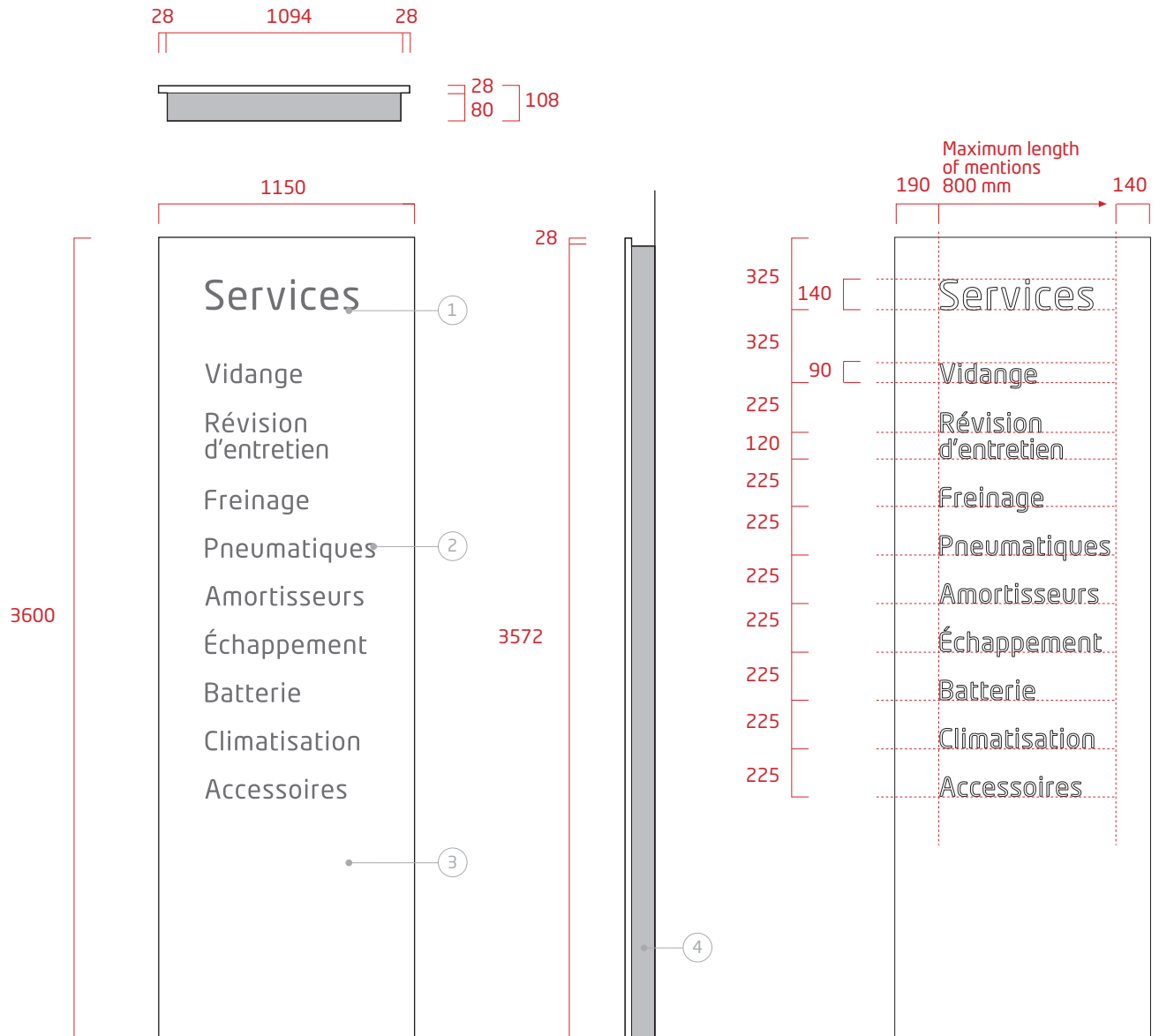
- Lacquered aluminium
- Adhesive mentions
- 40 % gloss satin finish

### KEY

1. "Services" mention
  - Adhesive decoration
  - Pantone Cool Gray 5C
  - Neo Tech Dacia Regular type face
  - Left-aligned
2. Activity mentions
  - Adhesive decoration
  - Pantone Cool Gray 5C
  - Neo Tech Dacia Regular type face
  - Left-aligned
3. Prelacquered aluminium th. 15/10
  - RAL 9010 white
4. Rear of the panel
  - Prelacquered aluminium th. 15/10
  - Pantone Cool Gray 5C

### NOTE

The structure is the same as for the 3600 mm entrance door sign.  
Mentions must not be changed.



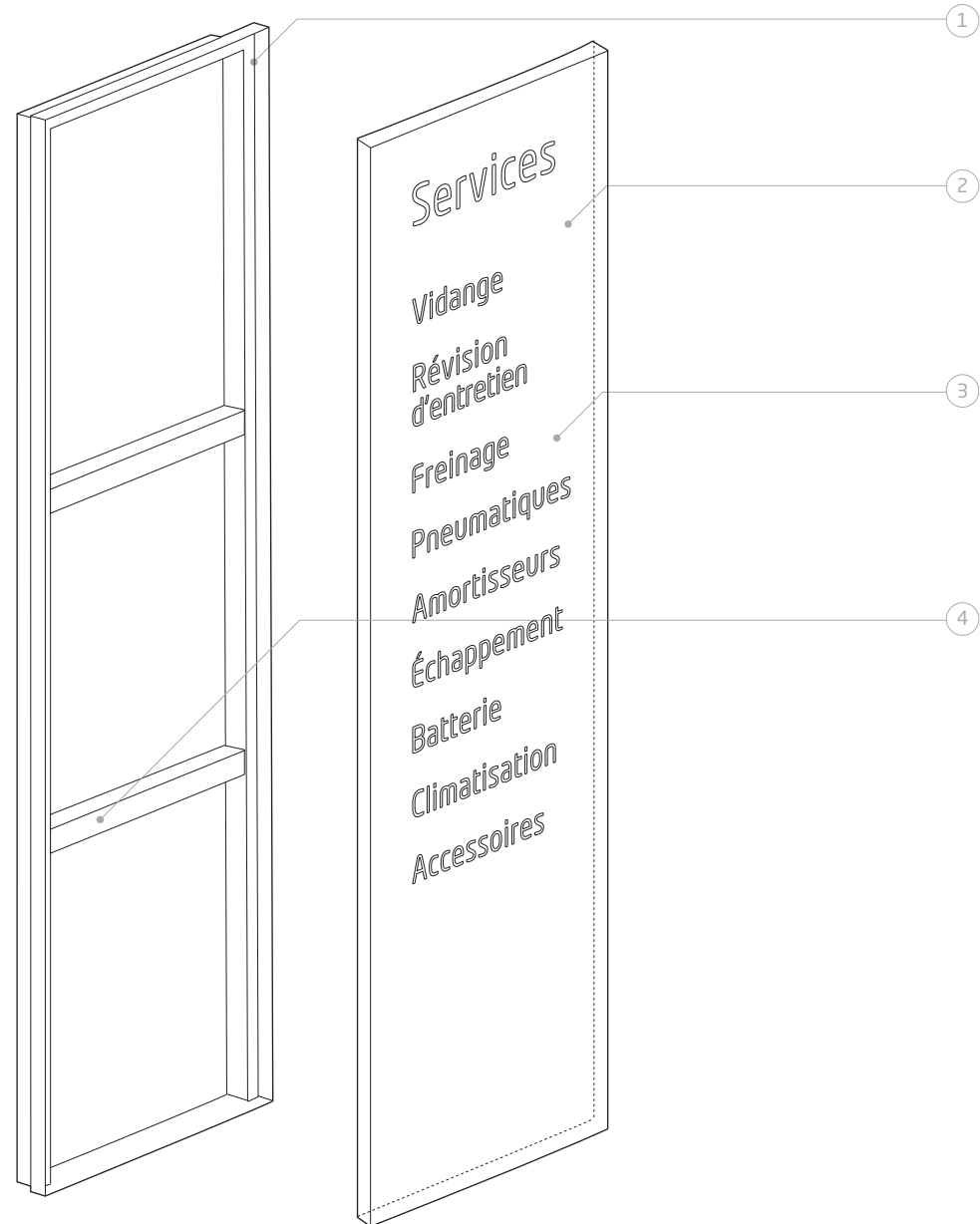


## 9.3 ACTIVITY DISPLAY SIGN ON THE DACIA BOX FASCIA

Exploded view

### KEY

1. Rear of the panel
  - . Prelacquered aluminium th. 15/10
  - . Pantone Cool Gray 5C
2. Front face
  - . Prelacquered aluminium th. 15/10
  - . RAL 9010 white
3. Mentions
  - . Adhesive decoration
  - . Pantone Cool Gray 5C
  - . Neo Tech Dacia Regular type face
  - . Left-aligned
4. Horizontal structure



## 9.4 ACTIVITY DISPLAY SIGN

### After-sales frontage

#### PRINCIPLE

On after-sales frontages, identification of single doors is achieved using fascias that include a description of the activity on 1 or 2 left-aligned lines.

Fascia comes with an illuminated strip available in two different heights:

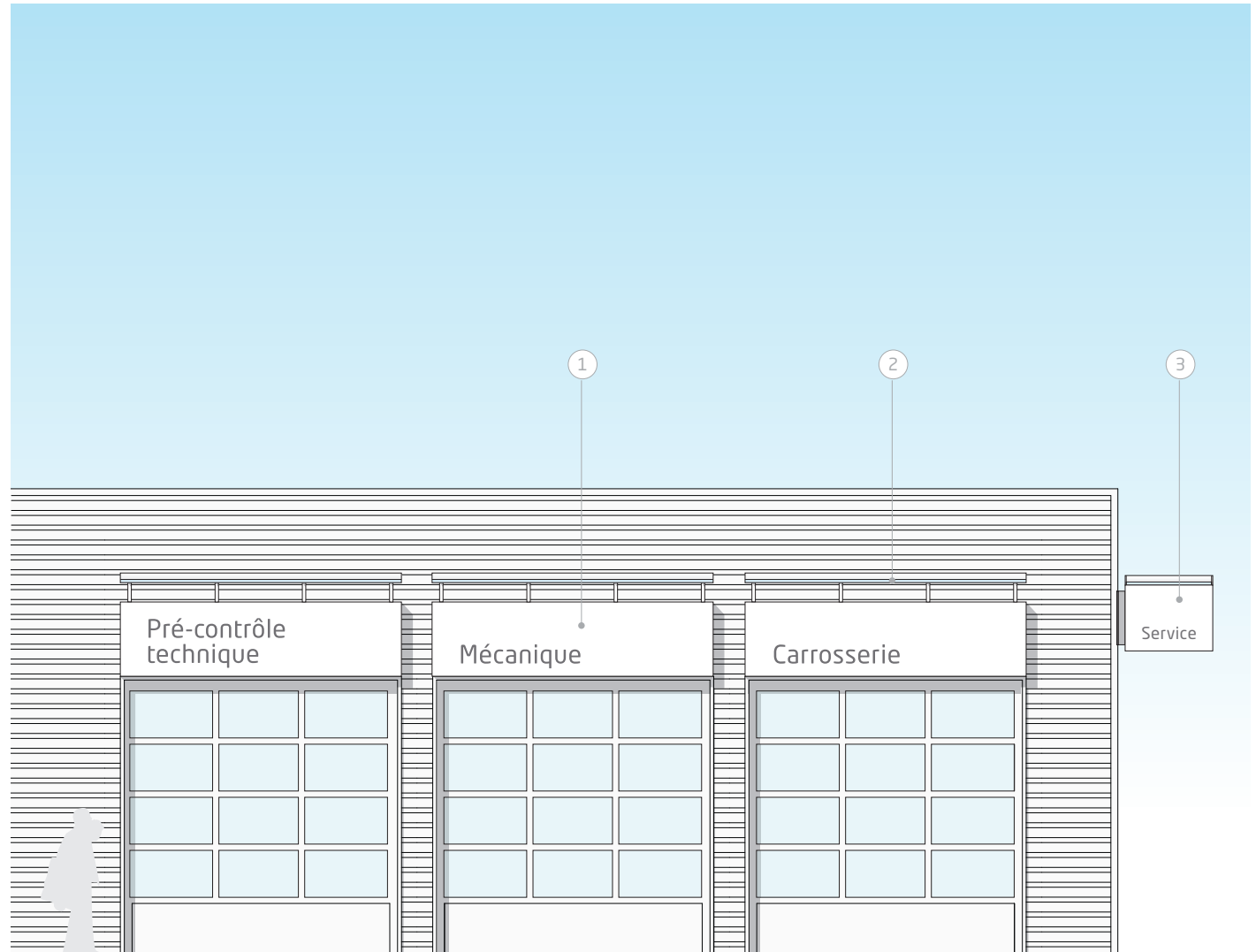
- > Low buildings (frontage under 6 m)  
900 mm activity fascia.
- > High buildings (frontage up to 6 m)  
1200 mm activity fascia.

In all cases, the standard length fascia of 4000 mm will be made to the width of the door it is fitted to.

Moreover, an activity sign insignia including the "Service" mention can be used to reinforce the identification.

#### KEY

- 1- Activity fascia
- 2- Illuminated strip and bracket arms
- 3- Activity flag insignia



# 9.5 ACTIVITY DISPLAY SIGN

## Outline of activity fascias on a single door

### PRINCIPLE

Heights 900, 1200 mm can be used when a single bay is dedicated to service.

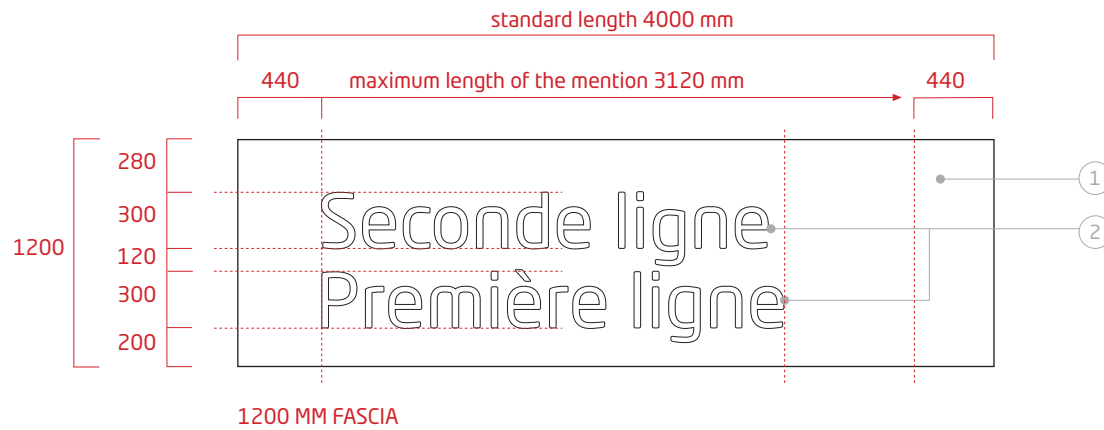
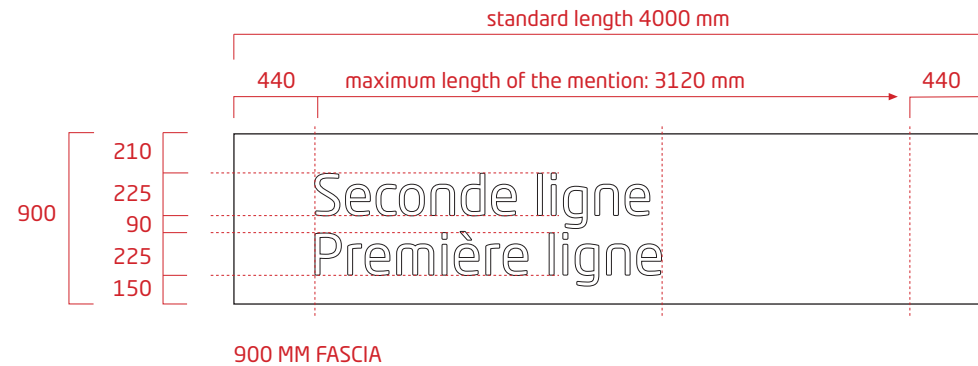
The 4000 mm standard fascia length is trimmed to the door width

### KEY

- 1. RAL 9010 white face
- 2. Adhesive mentions
  - Neo Tech Dacia regular type face
  - Pantone Cool Gray 11 C
  - Left-aligned

### NOTE

Dimensions are expressed in mm.  
All colours are 40% gloss satin finish



## 9.6 ACTIVITY DISPLAY SIGN

### Cross-section of the fascia

#### LIGHTING

Lighting is ensured by a strip consisting in fluorescent tubes implanted in an aluminium ledge.

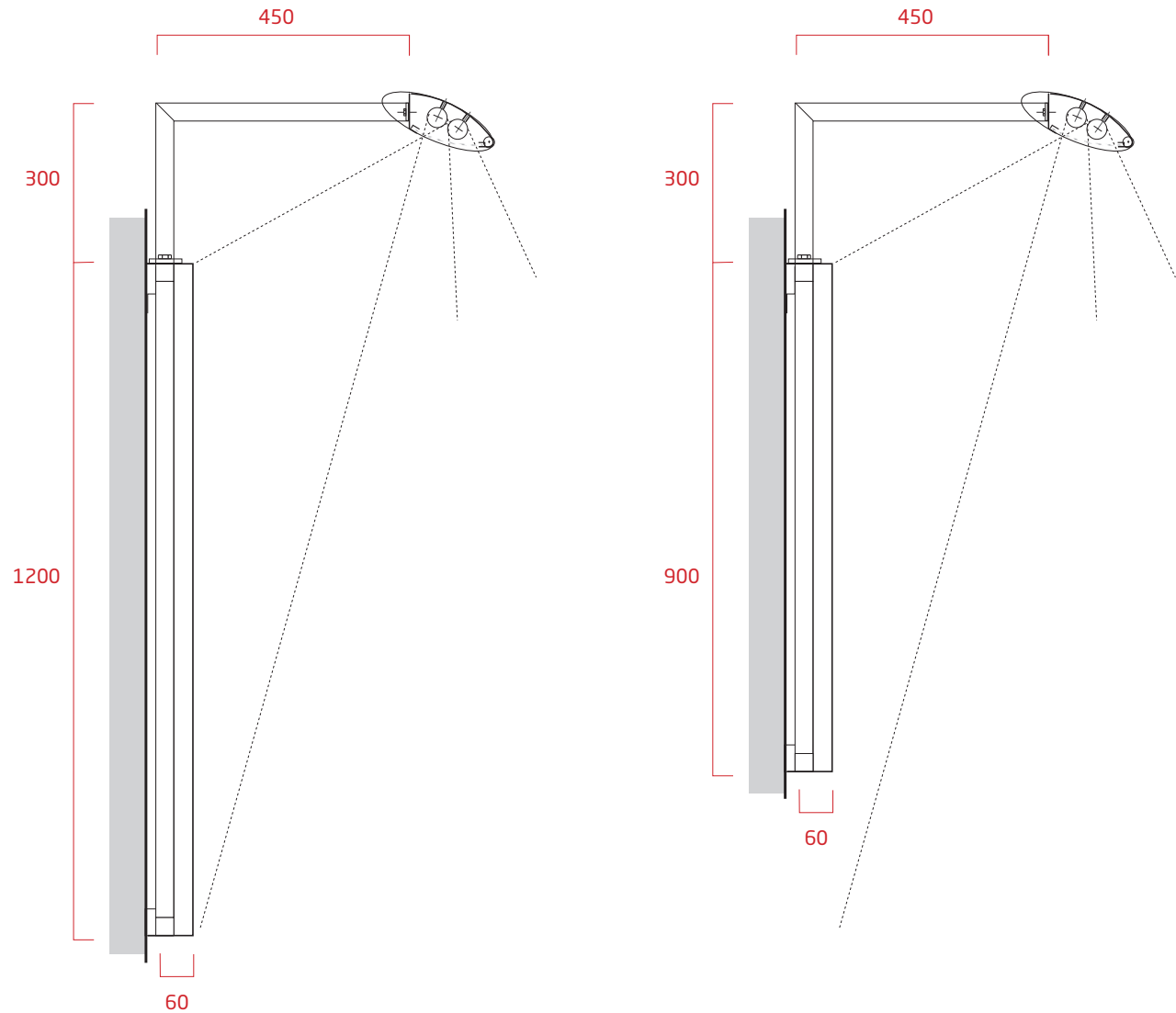
The electrical equipment includes one line of fluorescent tubes measuring 1200 mm with a crystal PMMA protection.

Tubes can be crossed or lined up edge to edge to avoid any light spots on the fascia faces.

#### BRACKET ARMS

The bracket arms are made of aluminium square tube 25 x 25 x 2 mm, cut on a 45° angle, welded and sanded.

The finish is lacquered RAL 9010 white

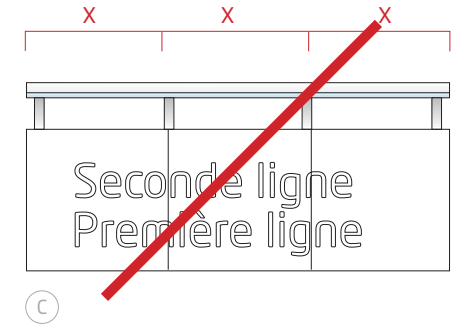
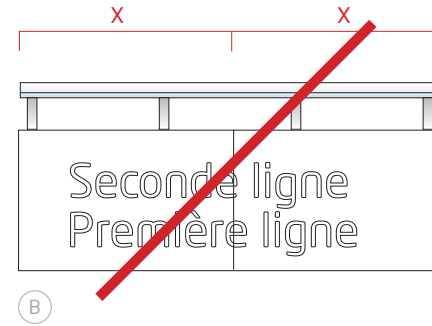
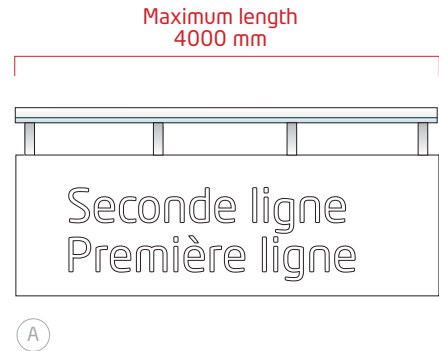


# 9.7 ACTIVITY DISPLAY SIGN

## Principle of sizing to fit door

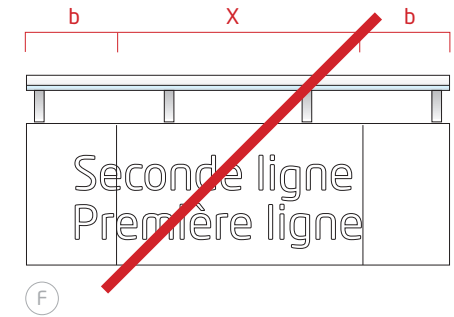
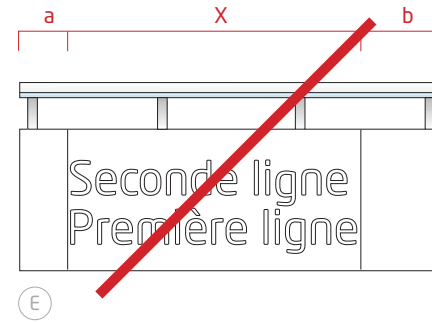
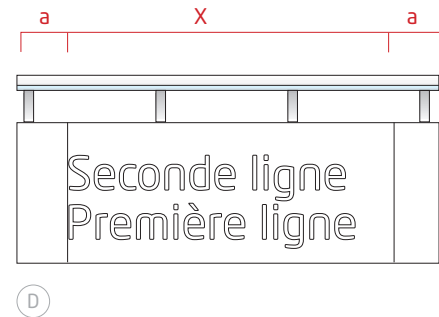
### FRONT FACE

Activity fascia implanted on the after-sales frontage should be made in one single part. The 4000 mm standard length is reduced to the width of the door it is fitted to. Nevertheless, it will be possible to make the fascia in different parts with a central module. Sizing will be obtained with 2 identical modules positioned on the each side of the fascia



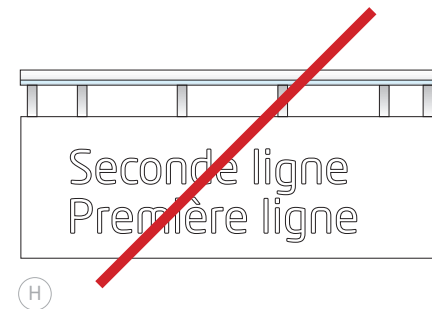
### BRACKET ARMS LAY OUT

Bracket arms must be implanted on the length of the fascia respecting a regular distance from 1000 to 1250 mm, according to the industrial solutions used by the signmaker in making the structure of the fascia. Bracket arms are always positioned at 50 mm from the edges of the fascia.



### KEY

- A. Face made in one single part
- B. Fascia cut out into 2 parts
- C. Fascia cut out into 3 parts
- D. Increased length from the central module of the fascia
- E. Cut out into 2 different parts
- F. Wrong layout (central module too short)
- G. Good distance between bracket arms
- H. Wrong distance between bracket arms
- I. Bracket arms positioned on the edges of the fascia

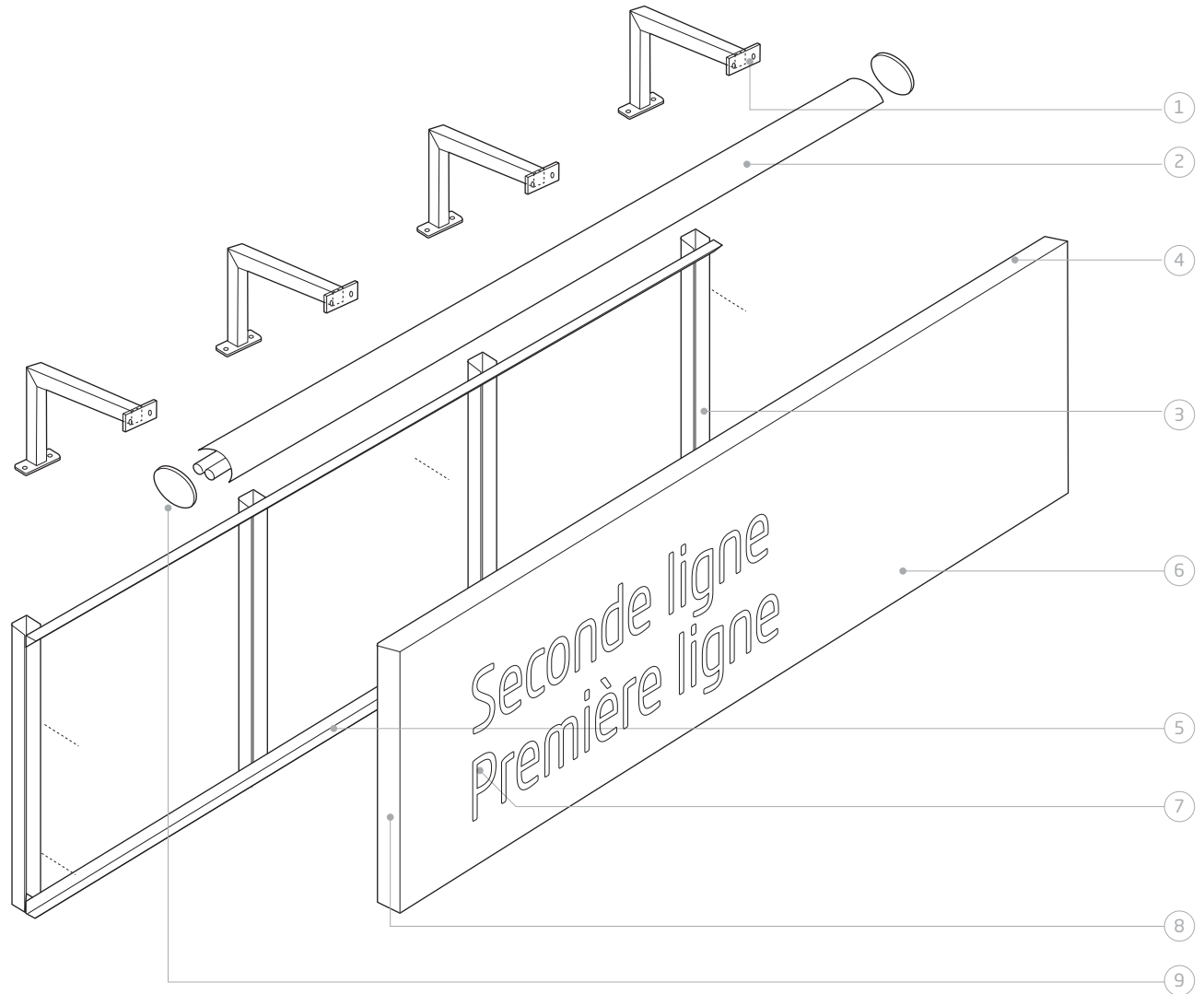


## 9.8 ACTIVITY DISPLAY SIGN

Exploded view of activity fascias on a single door

### KEY

1. Bracket arms
  - Aluminium tube 25 x 25 x 2 mm
2. Illuminated strip
  - Aluminium section lacquered with RAL 9010 white
  - 1 single line of Fluorescent tubes
  - Crystal PMMA with diamond heads ensuring protection of the electrical equipment
3. Aluminium tube 30 x 30 x 2 mm welded onto the structure with unworked finish
4. Upper raised edge
  - Return of 60 mm
  - Lacquered RAL 5002 blue
  - Face suspended to the cleat
5. Aluminium profile L shape 30 x 30 mm of structure (unworked finish)
6. Front face of the fascia
  - Aluminium sheet th. 15/10
  - Lacquered RAL 5002 blue
7. Adhesive mentions
  - Pantone Cool Gray 11 C
8. Vertical return of 60 mm
  - Lacquered RAL 5002 blue
9. Oval aluminium plate th. 3 mm closing off the ledge at each end
  - RAL 9010 white finish



## 9.9 ACTIVITY DISPLAY SIGN

### Activity fascias on frontage

#### PRINCIPLE

On after-sales frontages, identification of activity is achieved using fascia that includes a description of the activity on 1 left-aligned line.

Fascia comes with an illuminated strip available in two different heights:

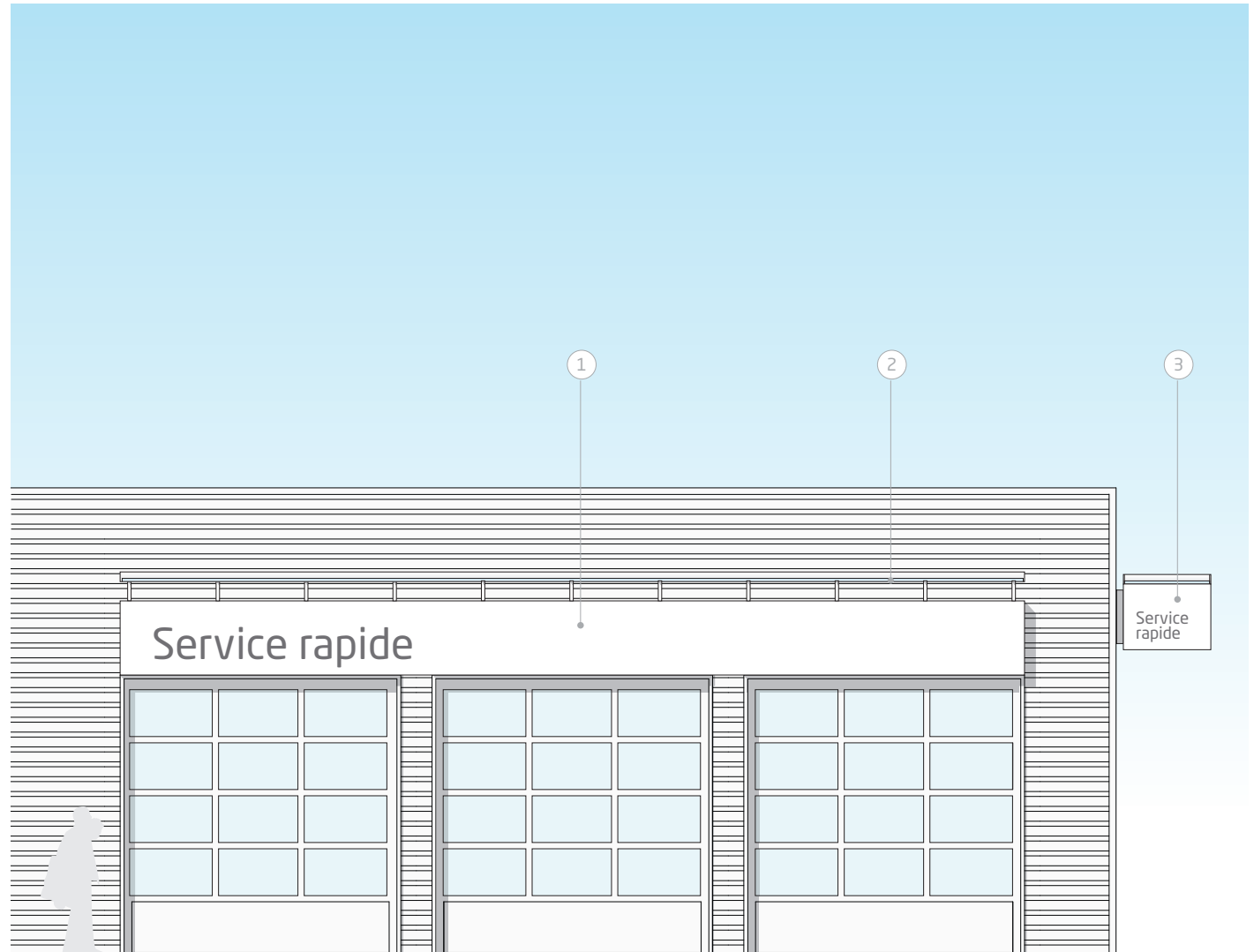
- > Low buildings (frontage under 6 m)  
900 mm activity fascia.
- > High buildings (frontage up to 6 m)  
1200 mm activity fascia.

The length of the fascia will be made to the specific width of the frontage it is fitted to.

Moreover, an activity sign insignia including the "Service" mention can be used to reinforce the identification.

#### KEY

- 1- Activity fascia
- 2- Illuminated strip and bracket arms
- 3- Activity flag insignia



## 9.10 ACTIVITY DISPLAY SIGN

### Outline of activity fascias on frontage

#### PRINCIPLE

Heights 900 mm or 1200 mm can be used on frontages dedicated to service.

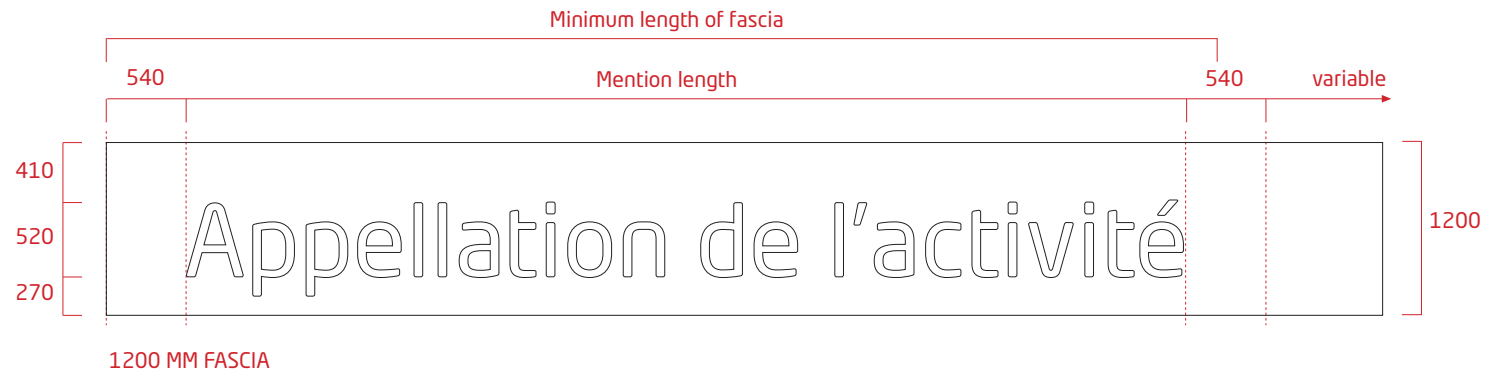
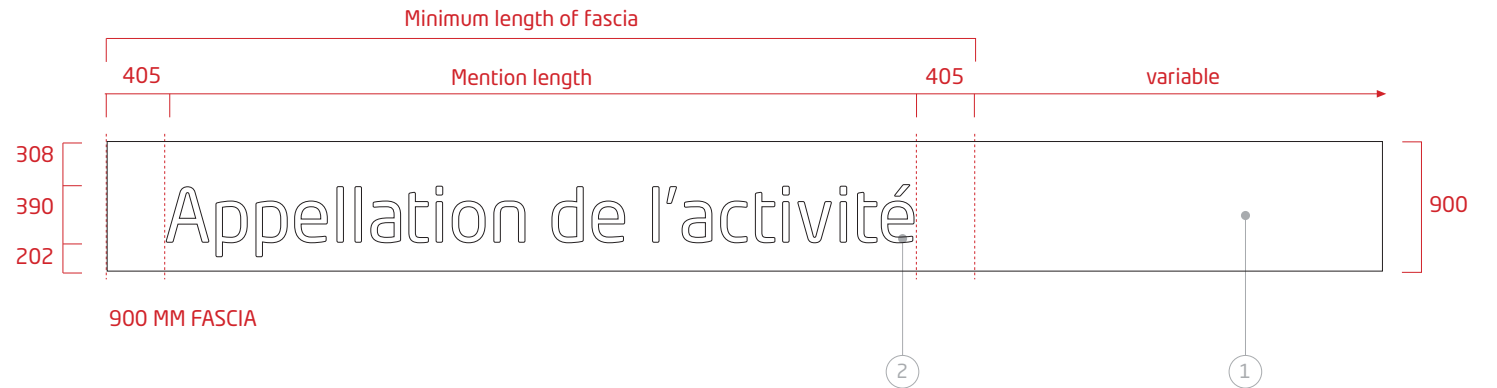
The length of the fascia is trimmed to the specific frontage width.

#### KEY

1. RAL 9010 white face
2. Adhesive mentions
  - Neo Tech Dacia regular type face
  - Pantone Cool Gray 11 C
  - Left-aligned

#### NOTE

Dimensions are expressed in mm.  
All colours are 40% gloss satin finish





## 9.11 ACTIVITY DISPLAY SIGN

### Exploded view of activity fascias on frontage

#### PRINCIPLE

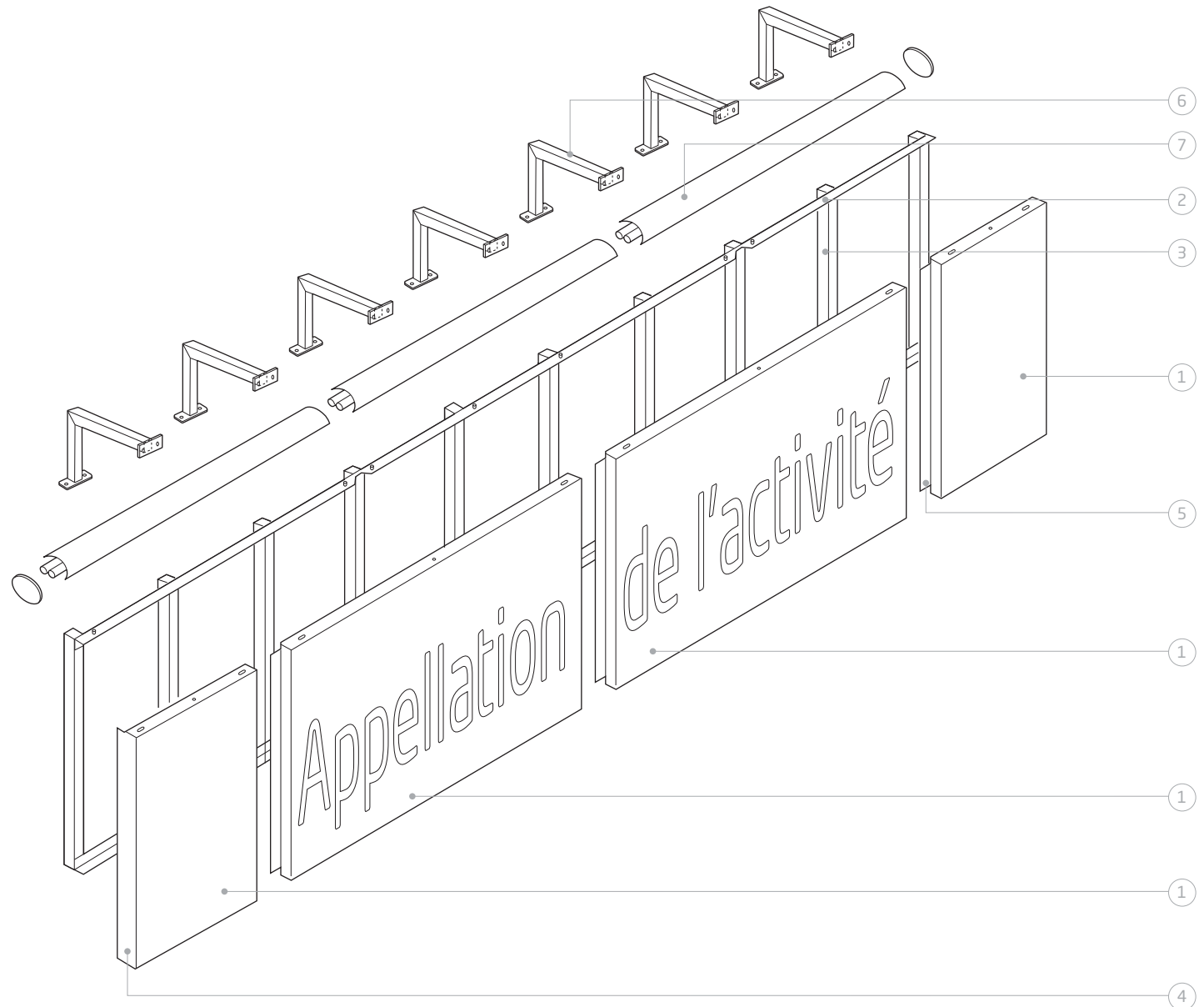
The fascia is fitted to a ladder type rear structure so that any defects in smoothness of the brickwork can be remedied.

This structure includes a cleat in the upper part from which the fascia is suspended.  
This cleat includes a cut out to help ensure smoothness of the metal panel during dilatation.

The fascia comprises a tablet metal panel including vertical returns. A return measuring 60 mm on each end of the fascia ensures perfect masking of the structure.

#### KEY

1. Aluminium panel th. 15/10  
RAL 5002 blue
2. Aluminium cleat 30 x 20 x 2 mm welded onto the vertical square tubes
3. Aluminium tube 30 x 30 x 2 mm welded onto the structure with unworked finish
4. Return of 60 mm on the vertical and lower edges of the fascia
5. Return measuring 20 mm min.
6. Bracket arms  
Aluminium tube 25 x 25 x 2 mm to bear the ledge and allow for passage of electrical cables lacquered with RAL 9010 white
7. Illuminated strip  
Aluminium section lacquered with RAL 9010 white



## 9.12 ACTIVITY DISPLAY SIGN

### Activity flag insignia

#### DESCRIPTION

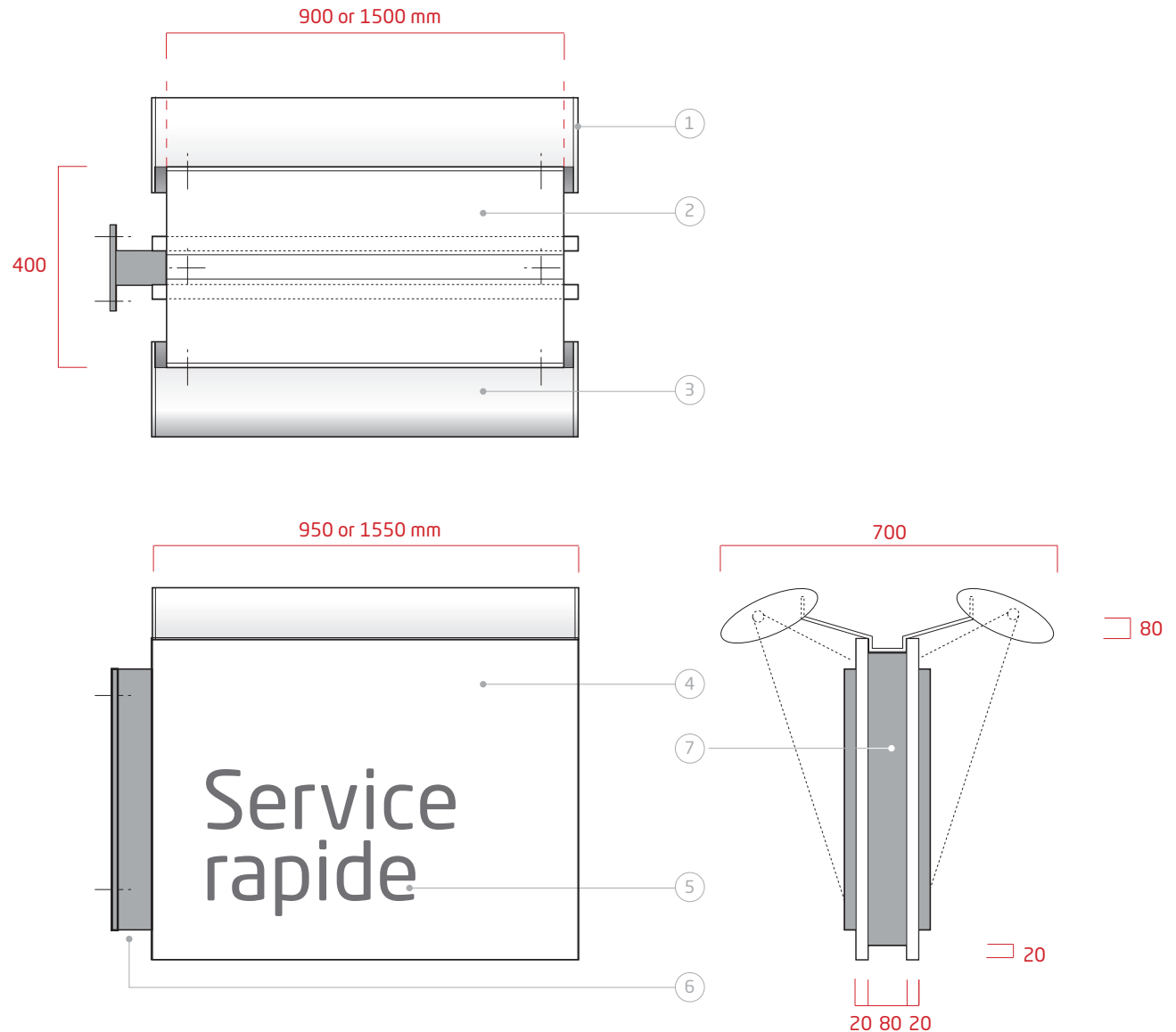
Activity sign insignia can be used to reinforce the identification of after-sales activity. Faces comprises raised edges. Girdle is made with aluminium sections cut at 45°.

#### LIGHTING

The lighting includes two illuminated strips on either side of it. This lighting strip with a single fluorescent tube, is identical to that for service fascias. Lighting strips are to be offset from sign surfaces using a curved metal panel coming out from the sign's hollow bottom.

#### KEY

1. Section closure panel
  - Aluminium 20/10th
  - Lacquered RAL 9010 white
2. Lighting strip offset panel
  - Aluminium 30/10th
  - Lacquered RAL 9010 white
3. Lighting strip aluminium section
  - Lacquered RAL 9010 white
4. Front face aluminium 15/10th
  - RAL 9010 white
5. Adhesive mentions
  - Neo Tech Dacia Regular type face
  - Left-aligned
  - Pantone Cool Gray 11 C
6. Bracket arms and plates
  - Lacquered Pantone Cool Gray 5C
7. Girdle aluminium section
  - Lacquered Pantone Cool Gray 5C



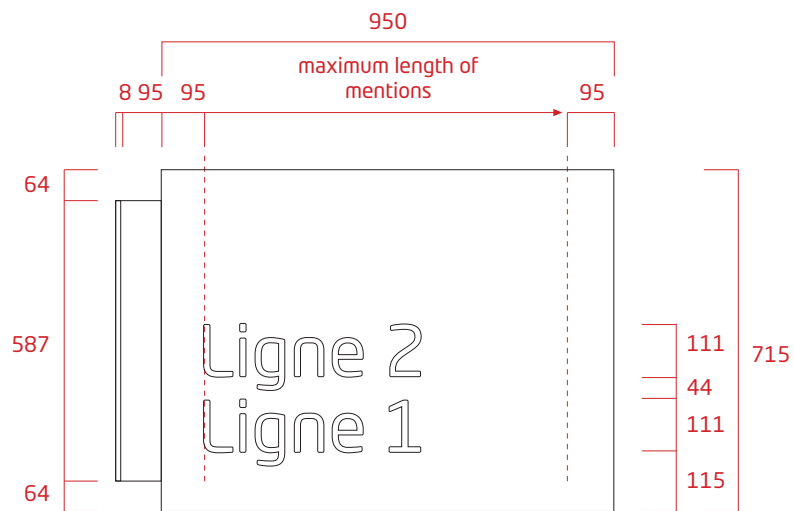
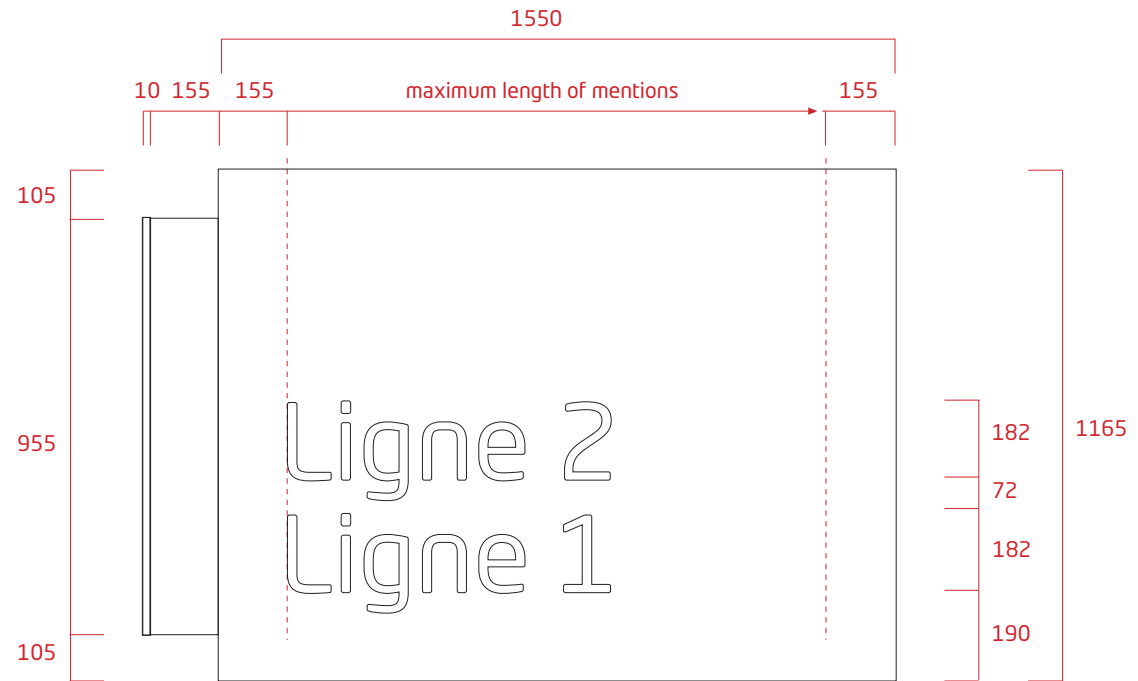
# 9.13 ACTIVITY DISPLAY SIGN

## Outline of activity flag insignia

### DESCRIPTION

Two variants of the projecting sign are planned:

- > L. 1550 x H. 1145 x th. 105 mm
- > L. 950 x H. 675 x th. 105 mm.



# 9.14 ACTIVITY DISPLAY SIGN

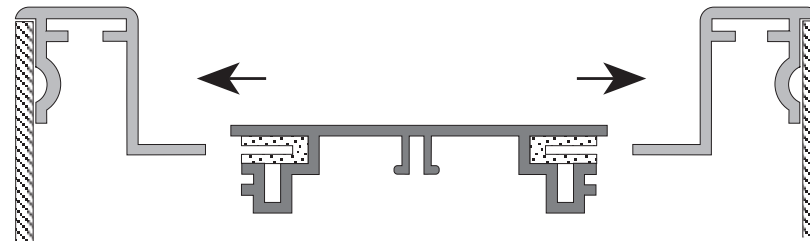
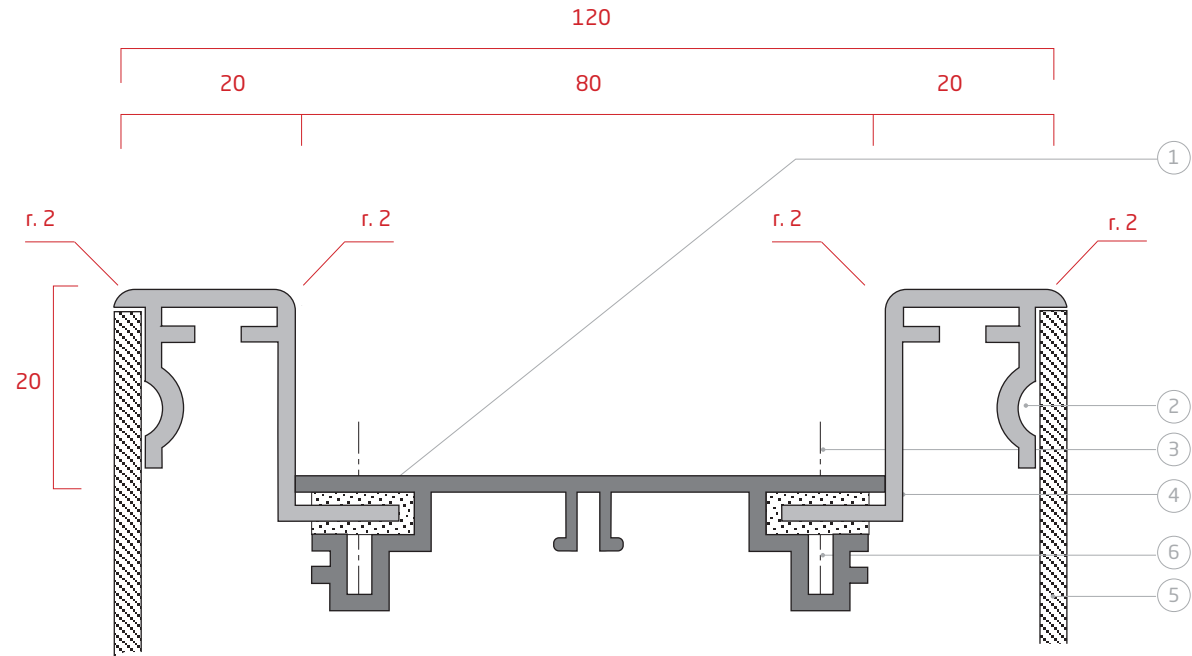
## Details of activity flag insignia

### PRINCIPLE

Girdle and glazing bead sections can be made with specific profiles or with bended aluminium sheets, welded and sanded in angles.

### KEY

- 1. Aluminium girdle section
  - lacquered Pantone Cool Gray 5C
- 2. Silicone or SBS adhesive gluing channel
- Attachment by stainless steel screws
- 3. Glazing bead aluminium section
- 4. Aluminium surface 20/10th
  - Prelacquered RAL 9001 white
- 5. Foam seal to recover assembly tolerances and to prevent light escape

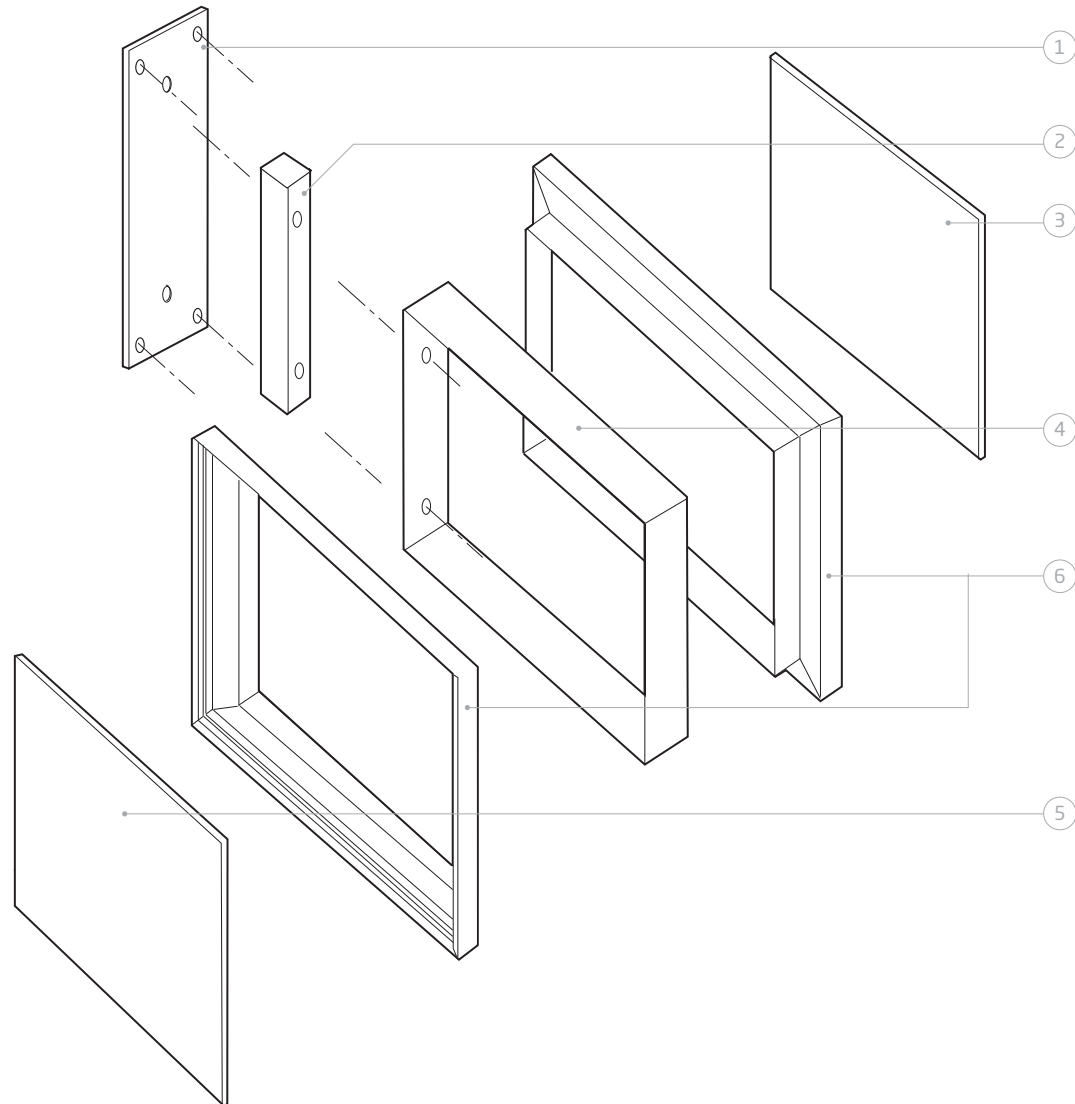


## 9.15 ACTIVITY DISPLAY SIGN

### Exploded view of activity flag insignia

#### KEY

1. Wall attachment on aluminium plate
  - . Pantone Cool Gray 5C finish
2. Spacer for attachment between plate and sign structure,
  - . Pantone Cool Gray 5C finish
3. Aluminium surface 15 /10th
  - . RAL 9010 white
4. Girdle aluminium section
  - . Lacquered Pantone Cool Gray 5C
  - . Assembled by gluing and cleats after cut to 45°
5. Aluminium surface 15 /10th
  - . RAL 9010 white
  - . Adhesive letters
  - . Pantone Cool Gray 11C
6. Glazing bead made of aluminium sections,
  - . cut at 45° and assembled by internal cleats.
  - . Lacquered Pantone Cool Gray 5C



## 9.16 ACTIVITY DISPLAY SIGN

### Masts for activity flag insignia

#### DESCRIPTION

Two variants of the activity sign insignias are planned:

- > 1550 mm activity sign,
- > 950 mm activity sign.

#### ADAPTATION ON MASTS

DACIA activity sign insignias can be mounted on 6500 or 4500 mm masts according the following solutions:

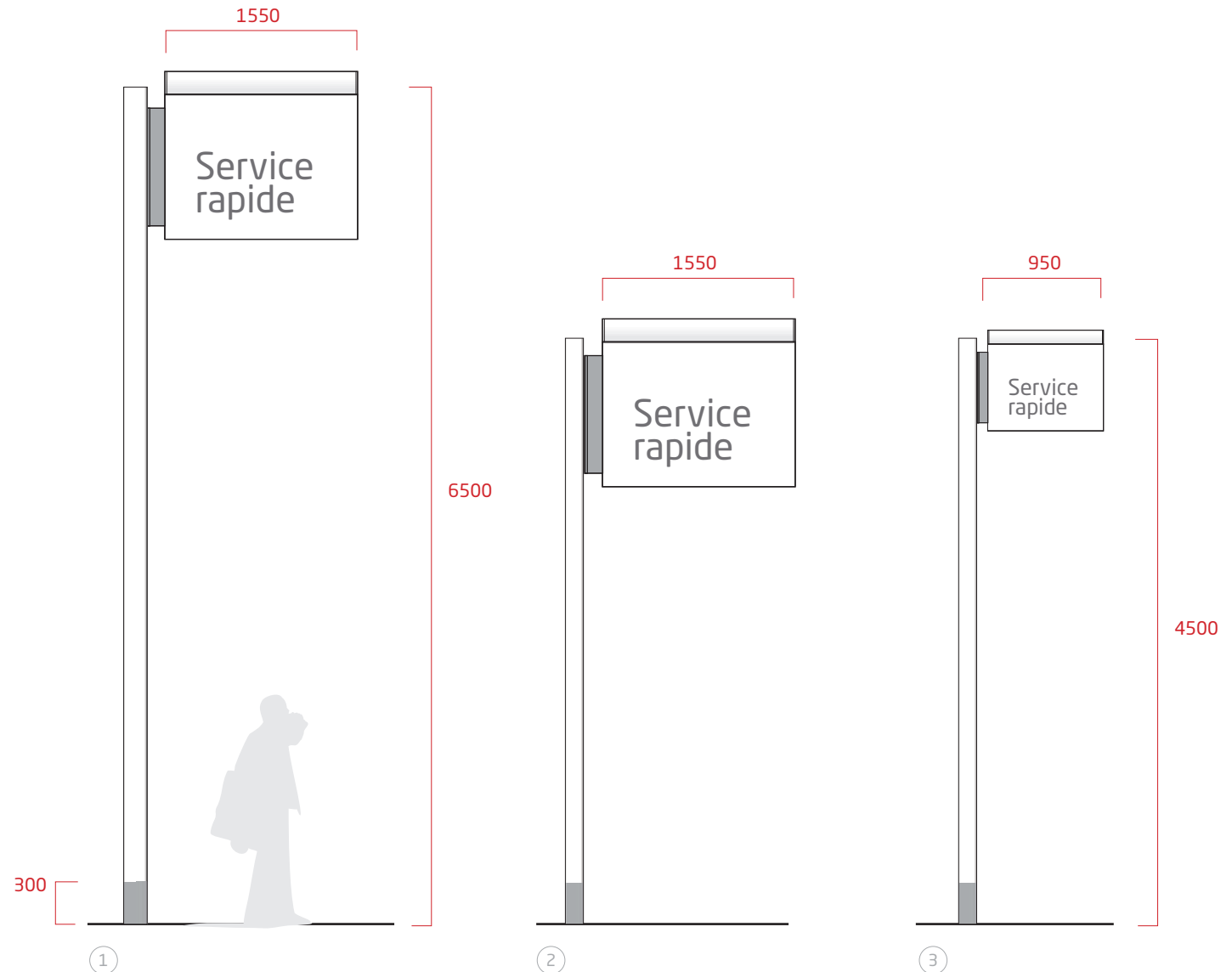
1. 1550 mm activity sign on 6500 mm mast
2. 1550 mm activity sign on 4500 mm mast
3. 950 mm activity sign on 4500 mm mast.

Cross-section of these masts are as following:

- > 6500 mm mast: 150 x 150 mm
- > 4500 mm mast: 100 x 100 mm.

#### PARTICULARITY

The 900 mm activity sign insignia must not be mounted upon a 6500 mm mast.



# 9.17 ACTIVITY DISPLAY SIGN

## Ground attachment of masts for activity flag insignia

### GENERAL RULES

Studies of the terrains and their concrete foundations are to be conducted for each site.

The concrete foundations can only be made once the anchoring kits including templates and plates have been received.

Sizing of the anchorings and of the concrete foundation must be established to stand up to the climatic stresses described in the general specifications.  
Anchorings must allow totem masts to be locked in place in the vertical position.

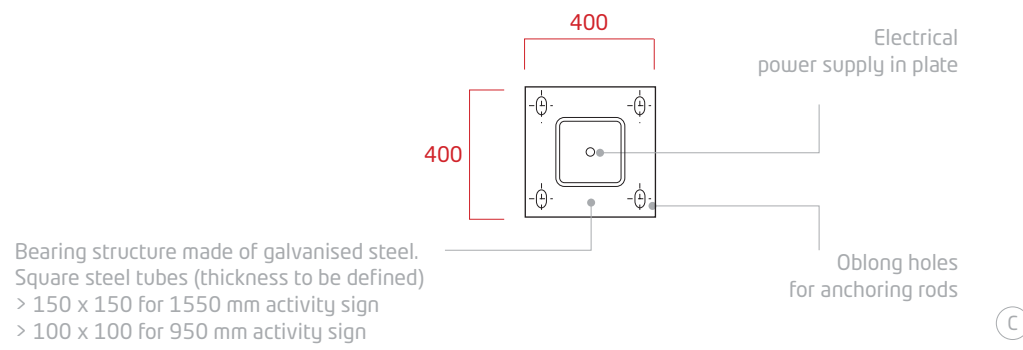
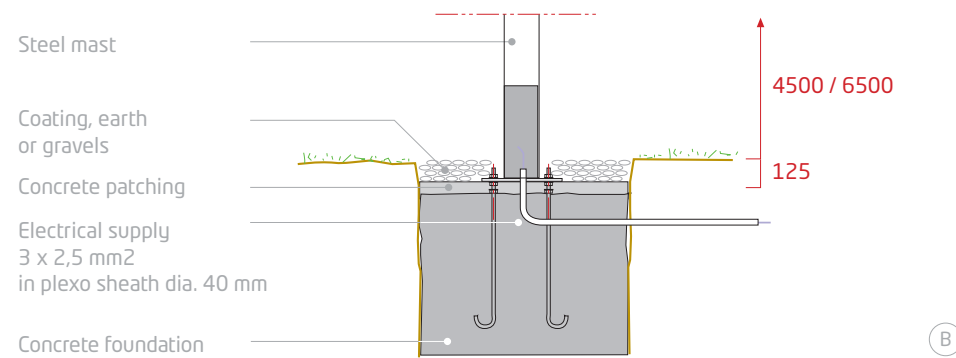
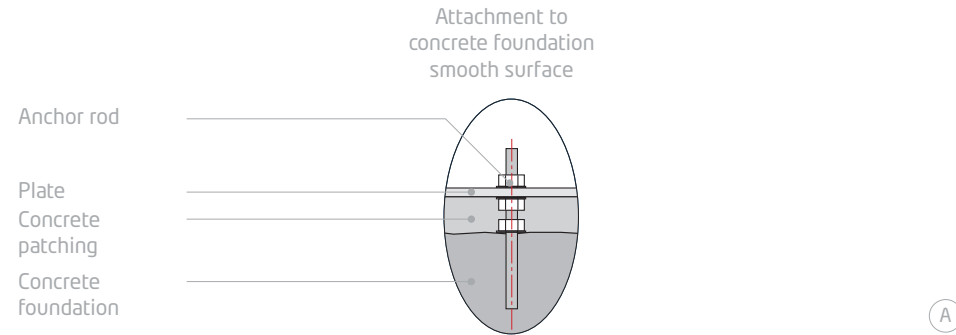
### EXTRA CLEARANCE

Allow for an extra space of about 125 mm to mask the plates in the ground, to be filled in after installation.

Sizing of the anchorings and of the concrete foundation must be established to stand up to the NV-65 specifications.

### KEY

- A. Ground attachment
- B. Concrete patching
- C. Steel plate



Bearing structure made of galvanised steel.  
Square steel tubes (thickness to be defined)  
> 150 x 150 for 1550 mm activity sign  
> 100 x 100 for 950 mm activity sign

# 9.18 ACTIVITY DISPLAY SIGN

## Insurance company approval signs

### DESCRIPTION

There are two identical models:

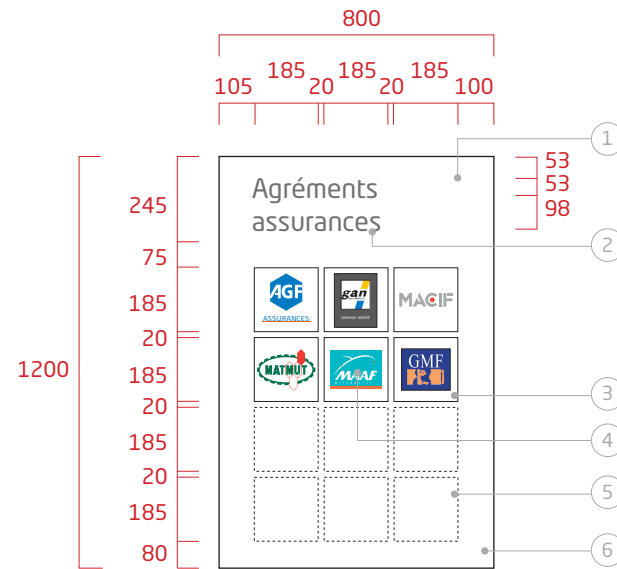
- > The wall model, made in the form of a digital print pasted on white PVC  
Format: 80 x 120 cm
- > The model on stand, made in the form of a digital print placed in a standard support and protected by a panel of PMMA (rectoverso)  
Format: bus shelter 120 x 170 cm

### KEY

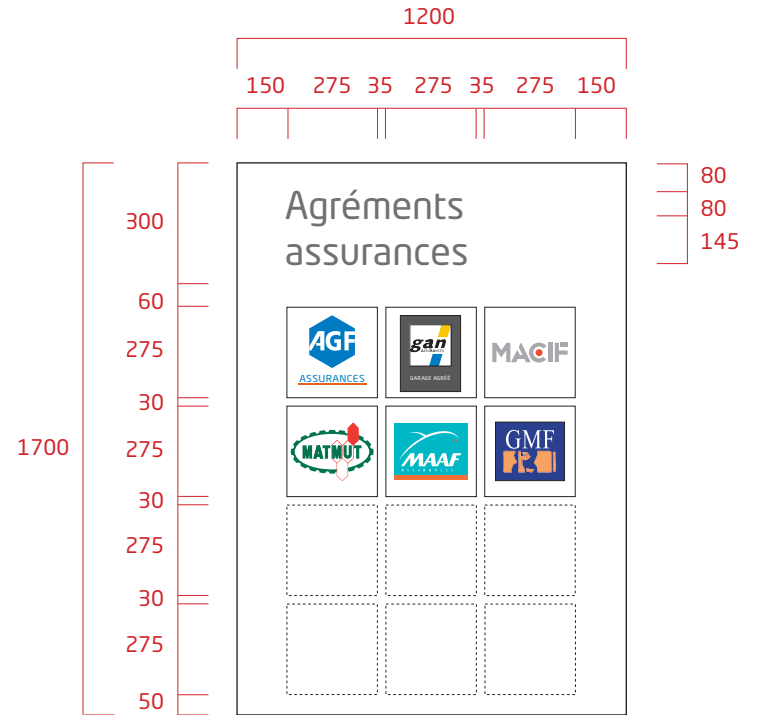
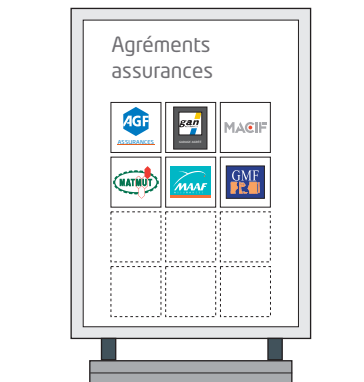
1. RAL 9010 white
2. Mentions
  - . Pantone Cool Gray 11C
  - . Neo tech Dacia Regular type face
  - . Left-aligned
3. Black line, th. 1 mm
4. Insurance company logo display
5. Area reserved for approval
6. White background

### NOTA

These panels will be adapted to each site (number of agreement specific to each sale point).



WALL SIGN 80 X 120 CM



STAND ON SIGN 120 X 170 CM



- 10.1 SERVICE DISPLAY SIGN / Service fascias
- 10.2 SERVICE DISPLAY SIGN / Outline of service fascias
- 10.3 SERVICE DISPLAY SIGN / Exploded view of service fascias
- 10.4 SERVICE DISPLAY SIGN / Cut-out principle of service fascias
- 10.5 SERVICE DISPLAY SIGN / Service fascia on a single door
- 10.6 SERVICE DISPLAY SIGN / Outline of service fascias on a single door
- 10.7 SERVICE DISPLAY SIGN / Principle of sizing to fit door
- 10.8 SERVICE DISPLAY SIGN / Exploded view of service fascias on a single door
- 10.9 SERVICE DISPLAY SIGN / Service flag insignia
- 10.10 SERVICE DISPLAY SIGN / Outline of service flag insignia
- 10.11 SERVICE DISPLAY SIGN / Outline of service flag insignia - Long mention
- 10.12 SERVICE DISPLAY SIGN / Service flag insignia on masts
- 10.13 SERVICE DISPLAY SIGN / Service stand alone signs
- 10.14 SERVICE DISPLAY SIGN / Outline of 2615 mm service stand alone display sign
- 10.15 SERVICE DISPLAY SIGN / Outline of 2845 mm service stand alone display sign
- 10.16 SERVICE DISPLAY SIGN / Exploded view of service stand alone display signs
- 10.17 SERVICE DISPLAY SIGN / Ground attachment of service stand alone display signs
- 10.18 SERVICE DISPLAY SIGN / Presentation of service entrance plaque
- 10.19 SERVICE DISPLAY SIGN / Description of service entrance plaque

# 10.1 SERVICE DISPLAY SIGN

## Service fascias

### PRINCIPLE

On after-sales frontages, identification of activity is achieved using fascia that includes a description of the activity on 1 left-aligned line.

Fascia comes with an illuminated strip available in two different heights:

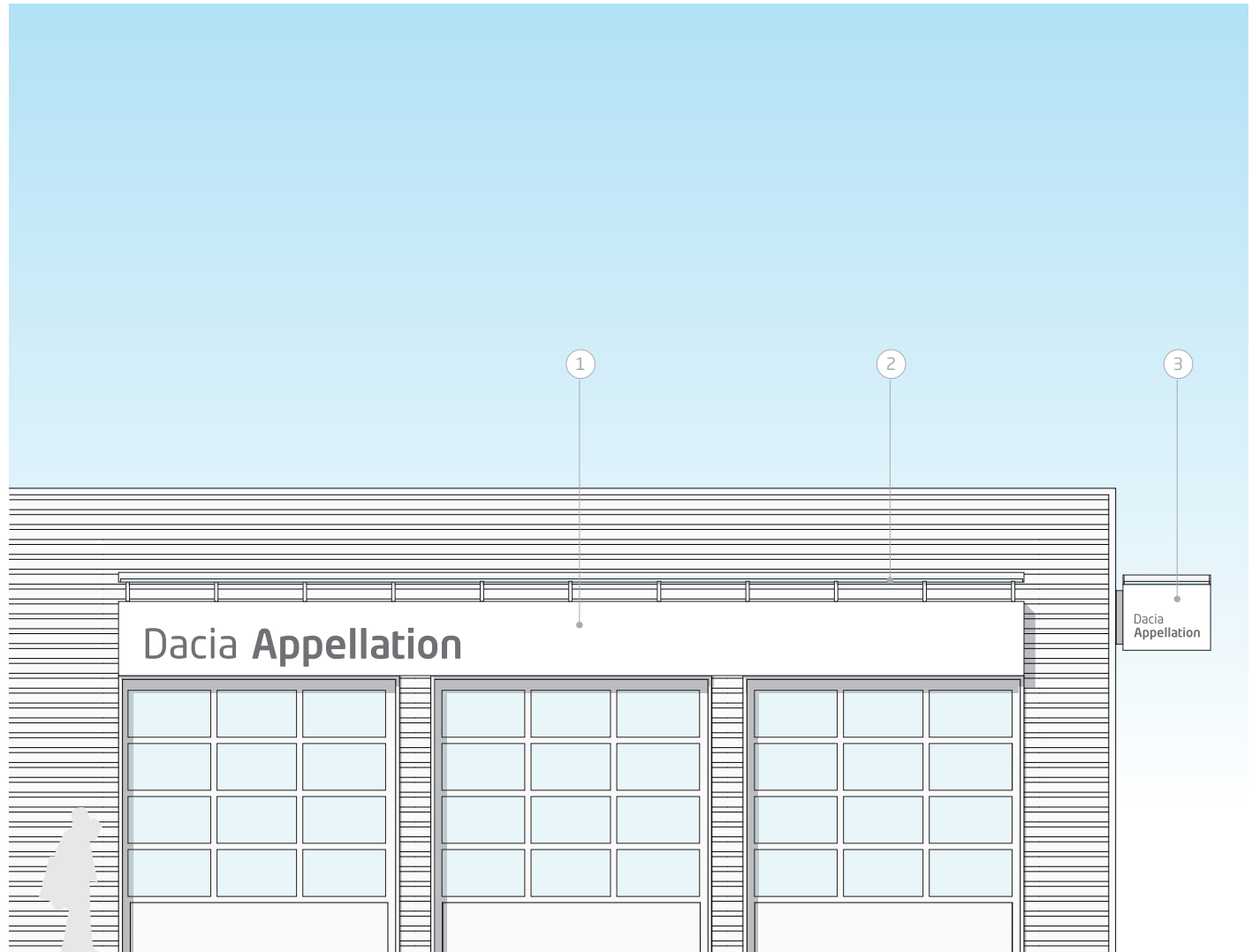
- > Low buildings (frontage under 6 m)  
900 mm activity fascia.
- > High buildings (frontage up to 6 m)  
1200 mm activity fascia.

The length of the fascia will be made to the specific width of the frontage it is fitted to.

Moreover, an activity sign insignia including the "Service" mention can be used to reinforce the identification.

### KEY

- 1- Service fascia
- 2- Illuminated strip and bracket arms
- 3- Service flag insignia



## 10.2 SERVICE DISPLAY SIGN

### Outline of service fascias

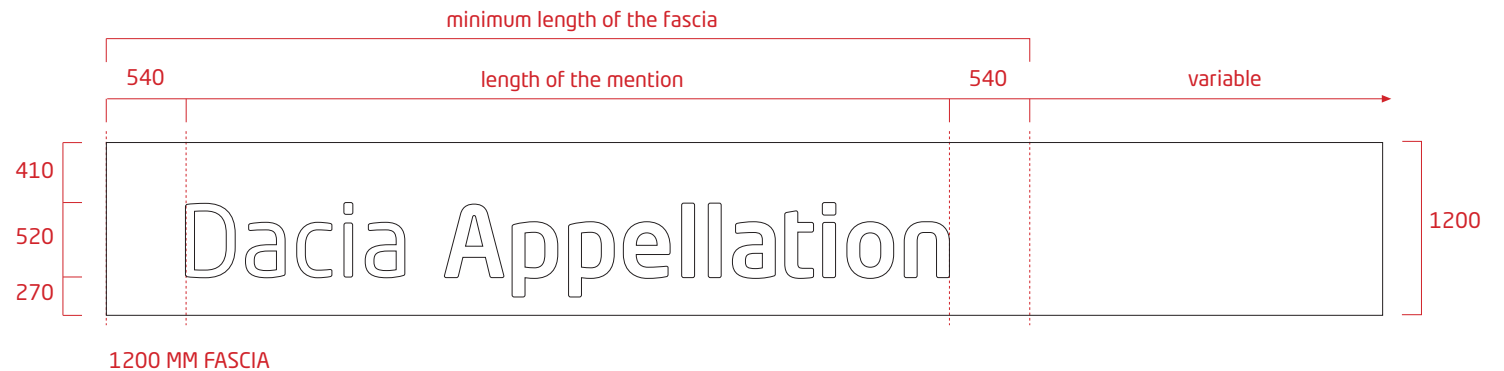
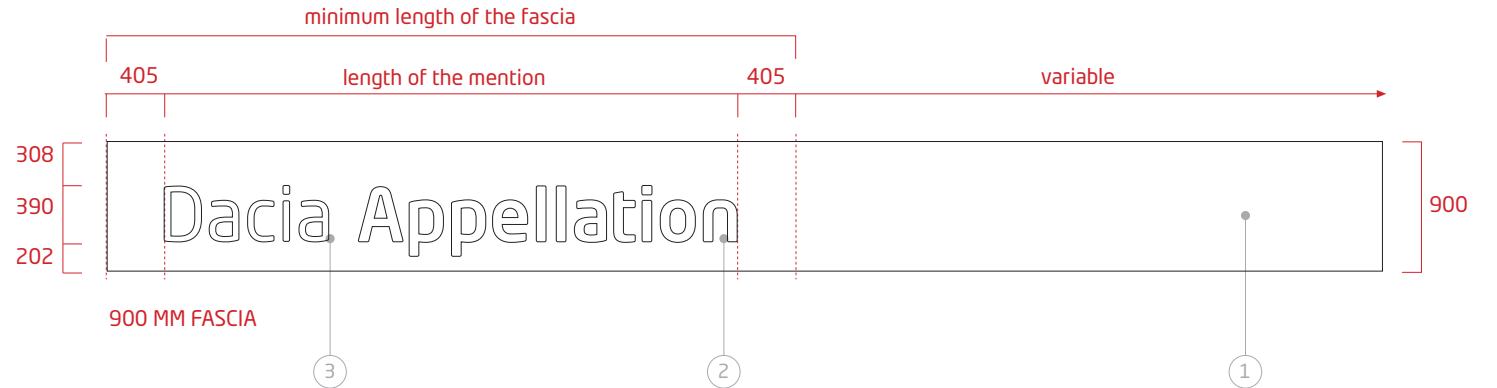
#### PRINCIPLE

Heights 900 mm or 1200 mm can be used on frontages dedicated to service.

The length of the fascia is trimmed to the specific frontage width.

#### KEY

1. RAL 9010 white face
2. Adhesive mentions
  - Neo Tech Dacia medium type face
  - Pantone Cool Gray 11 C
  - Left-aligned
3. "Dacia" logotype
  - Neo Tech Dacia regular type face
  - Pantone Cool Gray 11 C
  - Left-aligned



## 10.3 SERVICE DISPLAY SIGN

### Exploded view of service fascias

#### PRINCIPLE

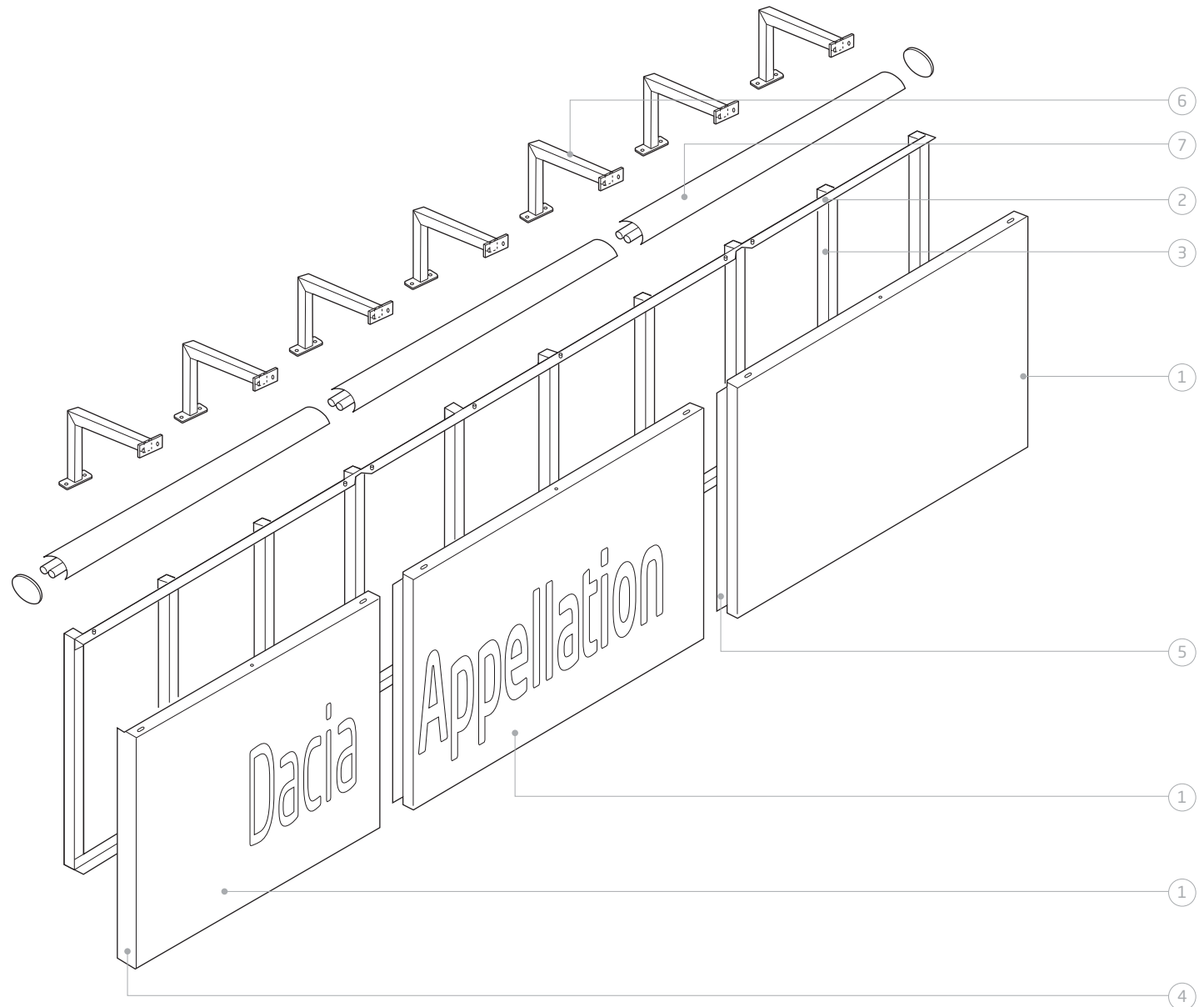
The fascia is fitted to a ladder type rear structure so that any defects in smoothness of the brickwork can be remedied.

This structure includes a cleat in the upper part from which the fascia is suspended.  
This cleat includes a cut out to help ensure smoothness of the metal panel during dilatation.

The fascia comprises a tablet metal panel including vertical returns. A return measuring 60 mm on each end of the fascia ensures perfect masking of the structure.

#### KEY

1. Aluminium panel th. 15/10  
RAL 5002 blue
2. Aluminium cleat 30 x 20 x 2 mm welded onto the vertical square tubes
3. Aluminium tube 30 x 30 x 2 mm welded onto the structure with unworked finish
4. Return of 60 mm on the vertical and lower edges of the fascia
5. Return measuring 20 mm min.
6. Bracket arms  
Aluminium tube 25 x 25 x 2 mm to bear the ledge and allow for passage of electrical cables lacquered with RAL 9010 white
7. Illuminated strip  
Aluminium section lacquered with RAL 9010 white



## 10.4 SERVICE DISPLAY SIGN

### Cut-out principle of service fascias

#### FACE AVANT

Service fascias implanted on bay or glazed parts are trimmed to the specific frontage width.

They are necessary made in various parts from an initial module including the Service mention (Dacia appellation) then trimmed out with identical modules.

Lay-out of the fascia must respect letters. **Cutting out is necessary positioned between letters of the Service mention** avoiding to reduce visibility.

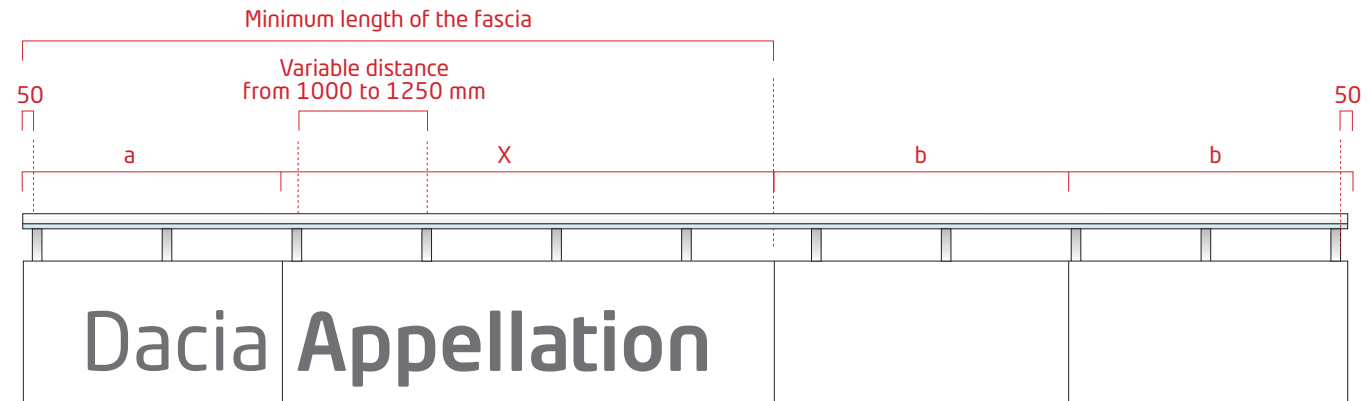
#### BRACKET ARMS LAY OUT

Bracket arms must be implanted on the length of the fascia respecting a regular distance from 1000 to 1250 mm, according to the industrial solutions used by the signmaker in making the structure of the fascia.

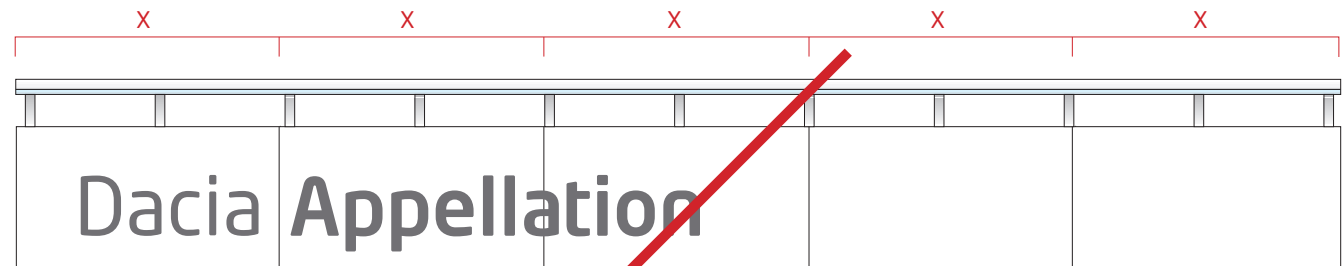
Bracket arms are always positioned at 50 mm from the edges of the fascia.

#### KEY

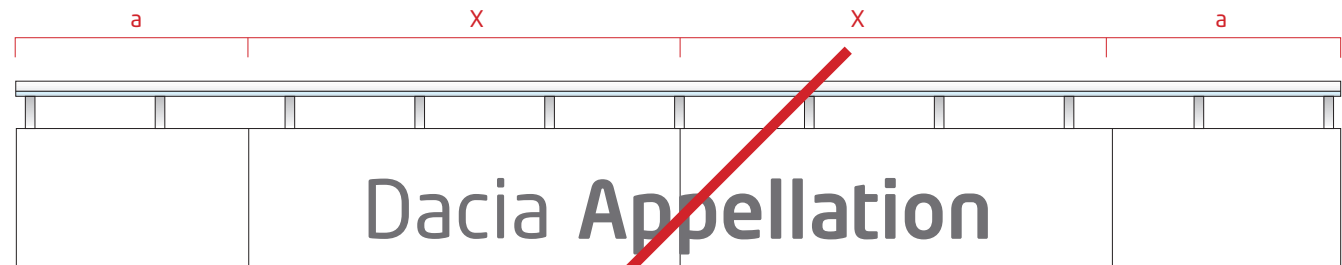
- A. Correct lay-out
- B. Wrong layout with different length
- C. Centered service mention



A



B



C

## 10.5 SERVICE DISPLAY SIGN

### Service fascia on a single door

#### PRINCIPLE

On after-sales frontages, Service fascias and Activity fascias can be implanted together, each including a description of the activity that can be offered behind the door.

Fascia comes with an illuminated strip available in two different heights:

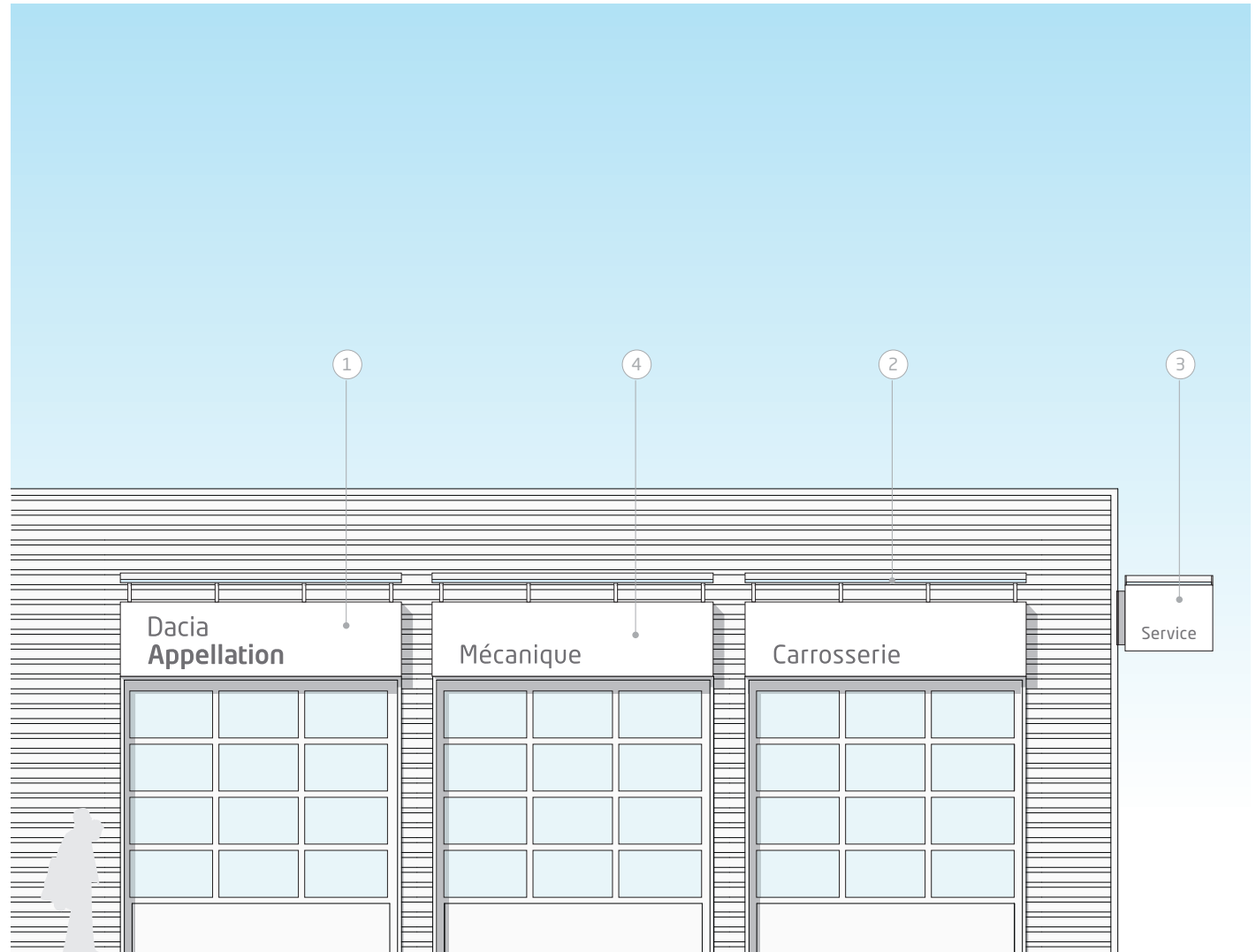
- > Low buildings (frontage under 6 m)  
900 mm activity fascia.
- > High buildings (frontage up to 6 m)  
1200 mm activity fascia.

The standard length fascia of 4000 mm will be made to the width of the door it is fitted to.

Moreover, an activity sign insignia including the "Service" mention can be used to reinforce the identification.

#### KEY

- 1- Service fascia on a single door
- 2- Illuminated strip and bracket arms
- 3- Activity flag insignia
- 4- Activity fascia



# 10.6 SERVICE DISPLAY SIGN

## Outline of service fascias on a single door

### PRINCIPLE

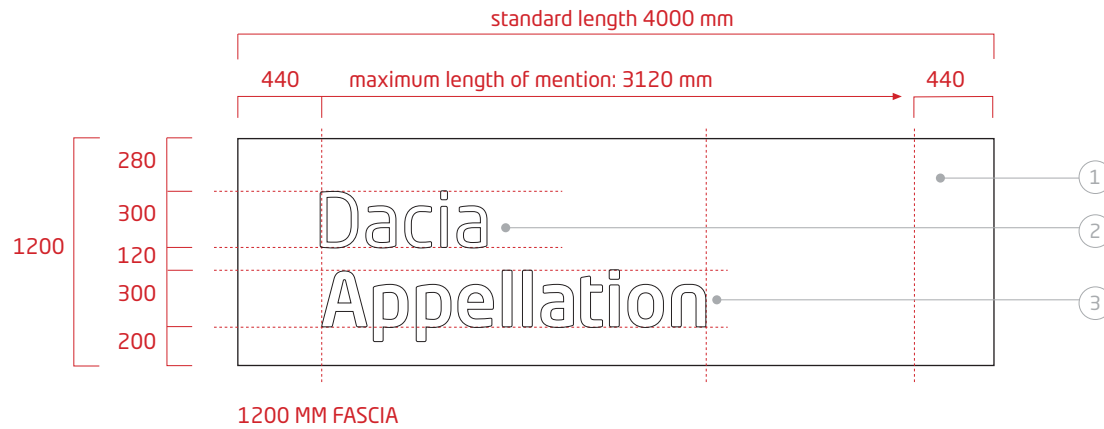
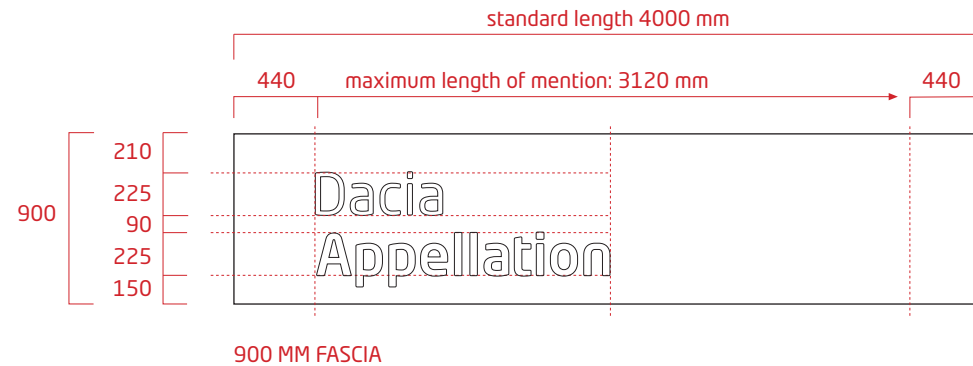
Heights 900, 1200 mm can be used when a single bay is dedicated to service.

The 4000 mm standard fascia length is trimmed to the door width

- 1. RAL 9010 white face
- 2. "Dacia" logotype
  - . Neo Tech Dacia regular type face
  - . Pantone Cool Gray 11 C
  - . Left-aligned
- 3. Adhesive mentions
  - . Neo Tech Dacia medium type face
  - . Pantone Cool Gray 11 C
  - . Left-aligned

### NOTE

Dimensions are expressed in mm.  
All colours are 40% gloss satin finish



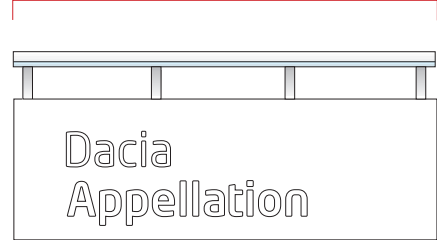
# 10.7 SERVICE DISPLAY SIGN

## Principle of sizing to fit door

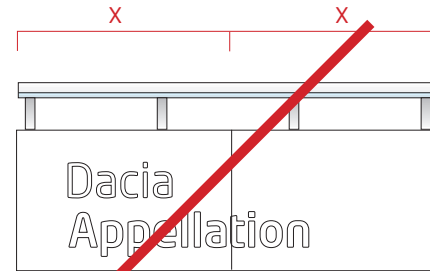
### FRONT FACE

Activity fascia implanted on the after-sales frontage should be made in one single part. The 4000 mm standard length is reduced to the width of the door it is fitted to. Nevertheless, it will be possible to make the fascia in different parts with a central module. Sizing will be obtained with 2 identical modules positioned on the each side of the fascia

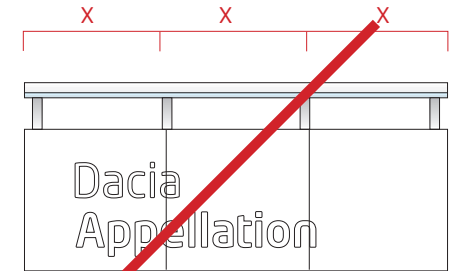
Maximum length  
4000 mm



(A)



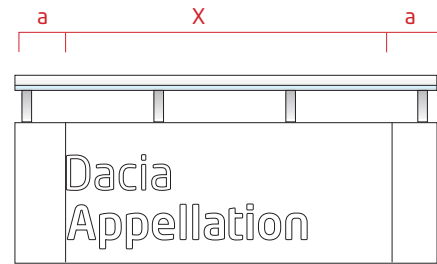
(B)



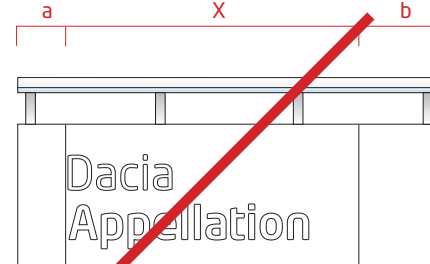
(C)

### BRACKET ARMS LAY OUT

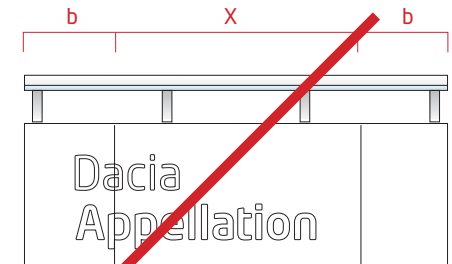
Bracket arms must be implanted on the length of the fascia respecting a regular distance from 1000 to 1250 mm, according to the industrial solutions used by the signmaker in making the structure of the fascia. Bracket arms are always positioned at 50 mm from the edges of the fascia.



(D)



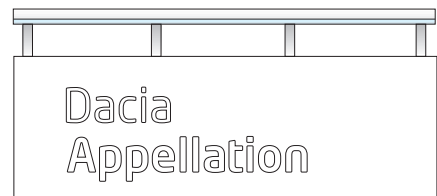
(E)



(F)

### KEY

- A. Face made in one single part
- B. Fascia cut out into 2 parts
- C. Fascia cut out into 3 parts
- D. Increased length from the central module of the fascia
- E. Cut out into 2 different parts
- F. Wrong layout (central module too short)
- G. Good distance between bracket arms
- H. Wrong distance between bracket arms
- I. Bracket arms positioned on the edges of the fascia



(G)



(H)



(I)

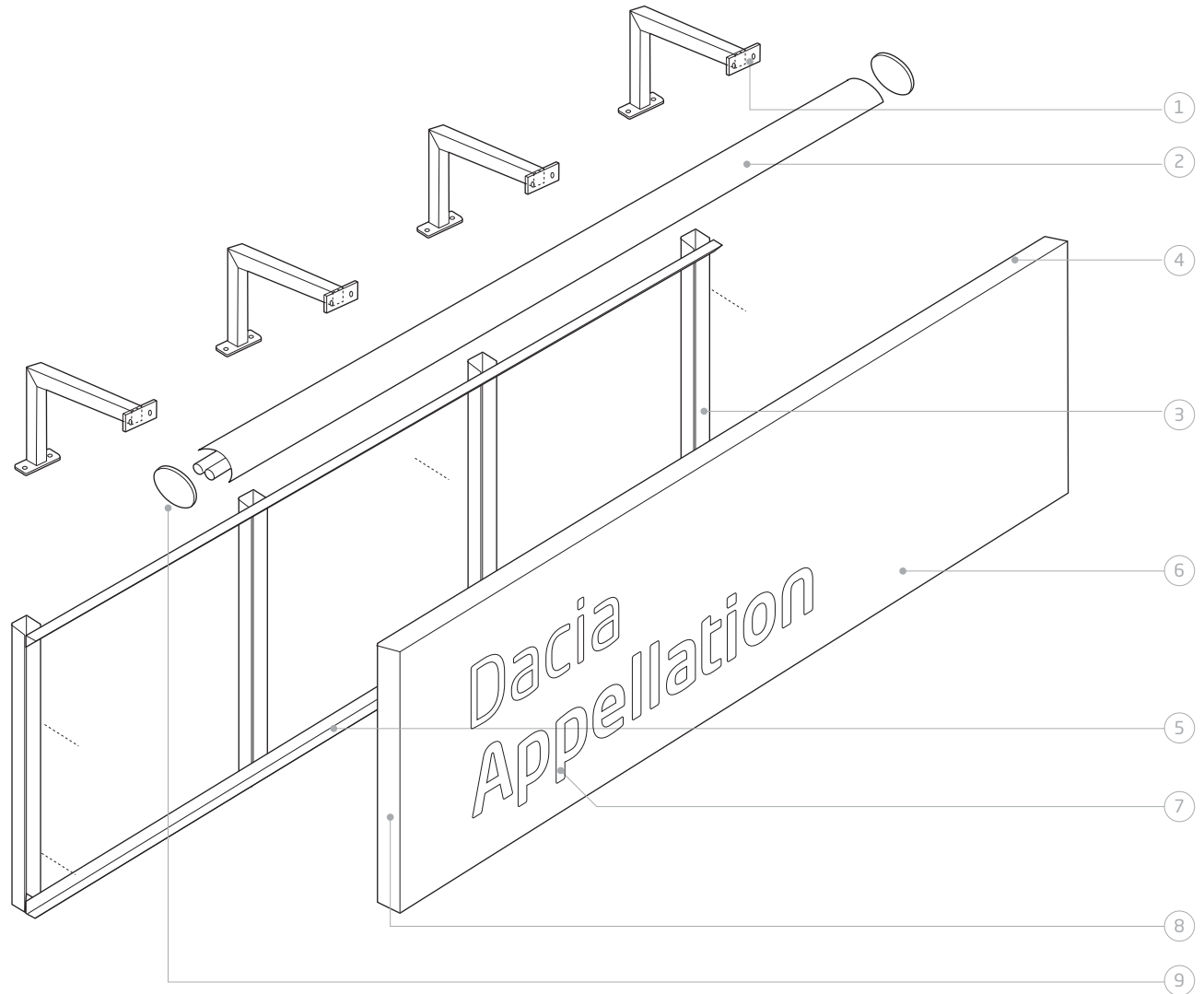


## 10.8 SERVICE DISPLAY SIGN

Exploded view of service fascias on a single door

### KEY

1. Bracket arms
  - Aluminium tube 25 x 25 x 2 mm
2. Illuminated strip
  - Aluminium section lacquered with RAL 9010 white
  - 1 single line of Fluorescent tubes
  - Crystal PMMA with diamond heads ensuring protection of the electrical equipment
3. Aluminium tube 30 x 30 x 2 mm welded onto the structure with unworked finish
4. Upper raised edge
  - Return of 60 mm
  - Lacquered RAL 5002 blue
  - Face suspended to the cleat
5. Aluminium profile L shape 30 x 30 mm of structure (unworked finish)
6. Front face of the fascia
  - Aluminium sheet th. 15/10
  - Lacquered RAL 5002 blue
7. Adhesive mentions
  - Pantone Cool Gray 11 C
8. Vertical return of 60 mm
  - Lacquered RAL 5002 blue
9. Oval aluminium plate th. 3 mm closing off the ledge at each end
  - RAL 9010 white finish



# 10.9 SERVICE DISPLAY SIGN

## Service flag insignias

### DESCRIPTION

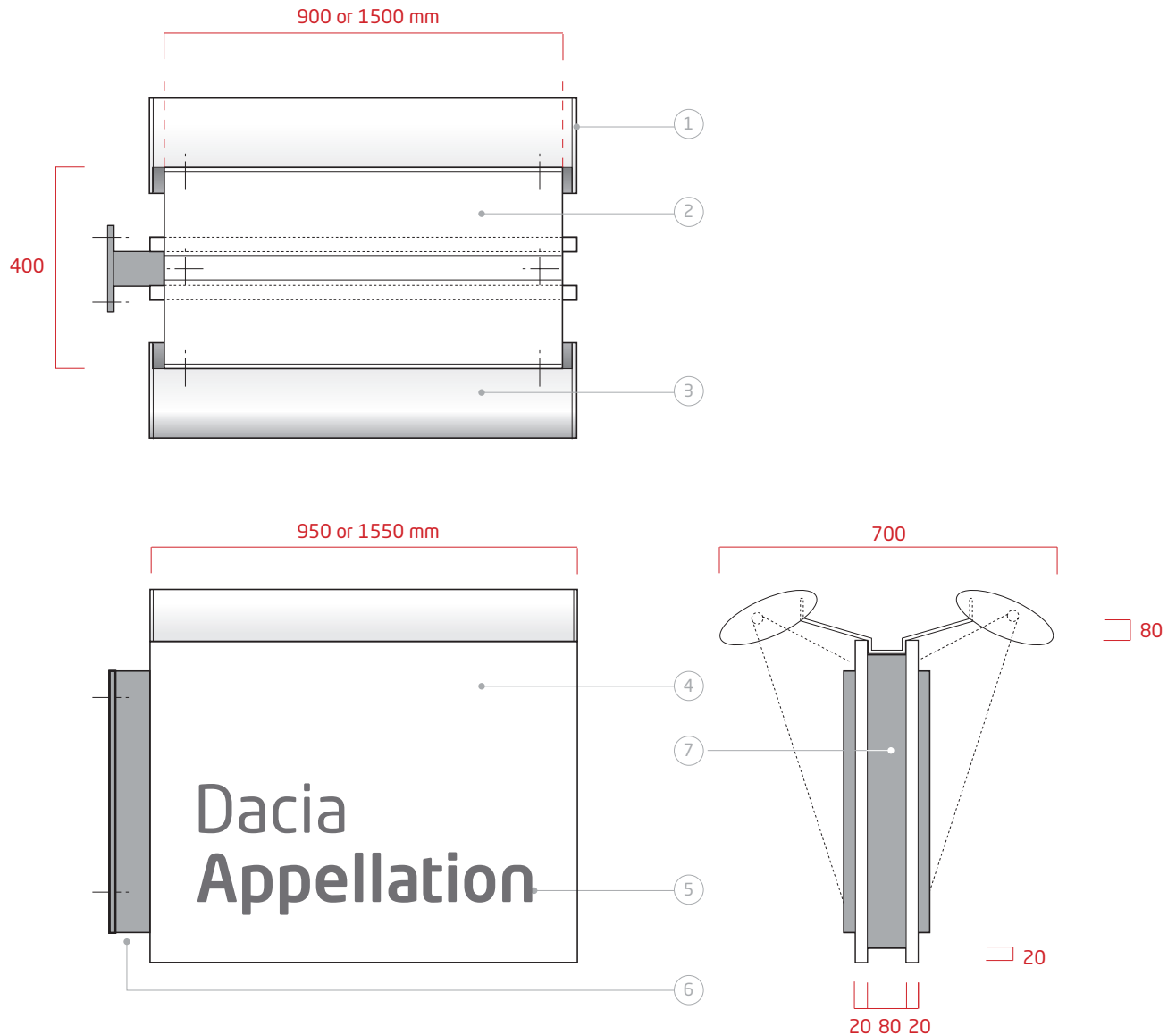
Service sign insignia can be used to reinforce the identification of after-sales activity. Faces comprises raised edges. Girdle is made with aluminium sections cut at 45°.

### LIGHTING

The lighting includes two illuminated strips on either side of it. This lighting strip with a single fluorescent tube, is identical to that for service fascias. Lighting strips are to be offset from sign surfaces using a curved metal panel coming out from the sign's hollow bottom.

### KEY

- 1. Section closure panel
  - . Aluminium 20/10th
  - . Lacquered RAL 9010 white
- 2. Lighting strip offset panel
  - . Aluminium 30/10th
  - . Lacquered RAL 9010 white
- 3. Lighting strip aluminium section
  - . Lacquered RAL 9010 white
- 4. Front face aluminium 15/10th
  - . RAL 9010 white
- 5. Adhesive mentions
  - . Neo Tech Dacia Regular type face
  - . Left-aligned
  - . Pantone Cool Gray 11 C
- 6. Bracket arms and plates
  - . Lacquered Pantone Cool Gray 5C
- 7. Girdle aluminium section
  - . Lacquered Pantone Cool Gray 5C



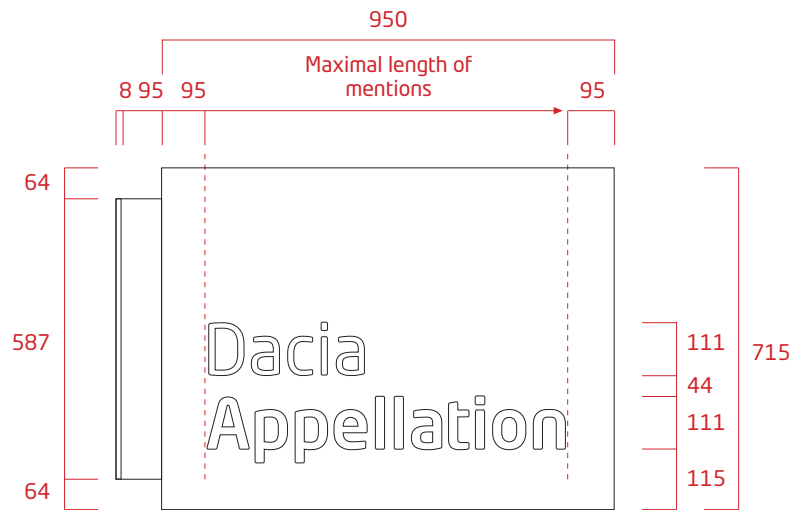
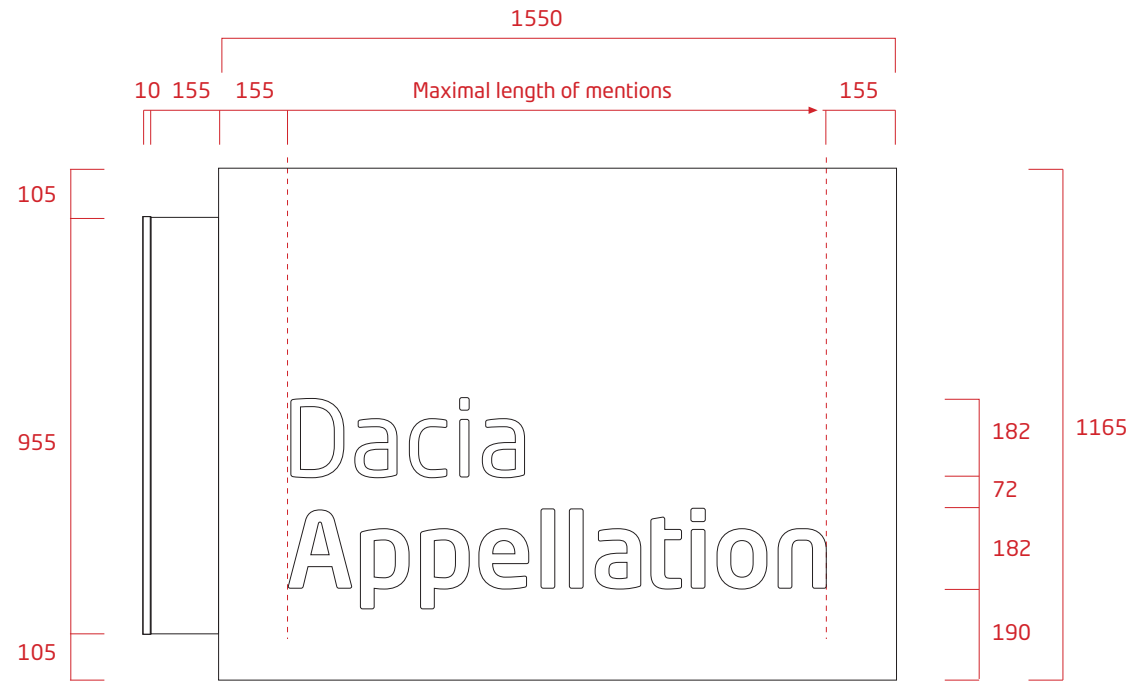
# 10.10 SERVICE DISPLAY SIGN

## Outline of service flag insignias

### DESCRIPTION

Two variants of the projecting sign are planned:

- > L. 1550 x H. 1145 x th. 105 mm
- > L. 950 x H. 675 x th. 105 mm.

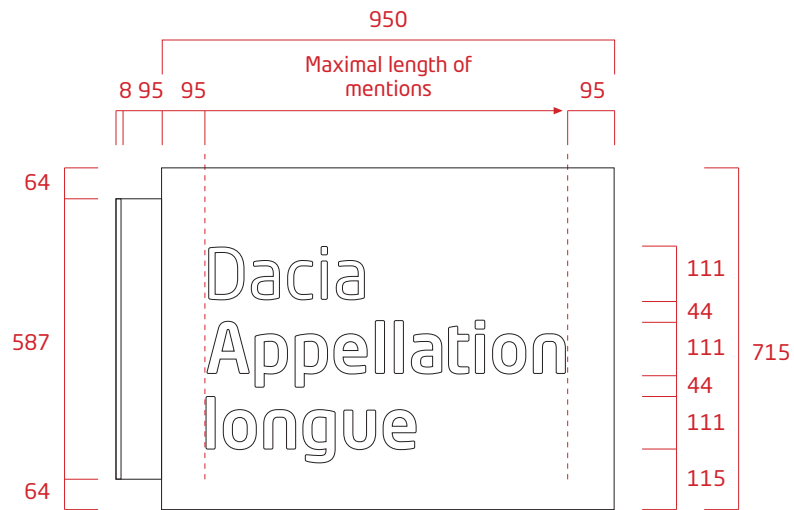
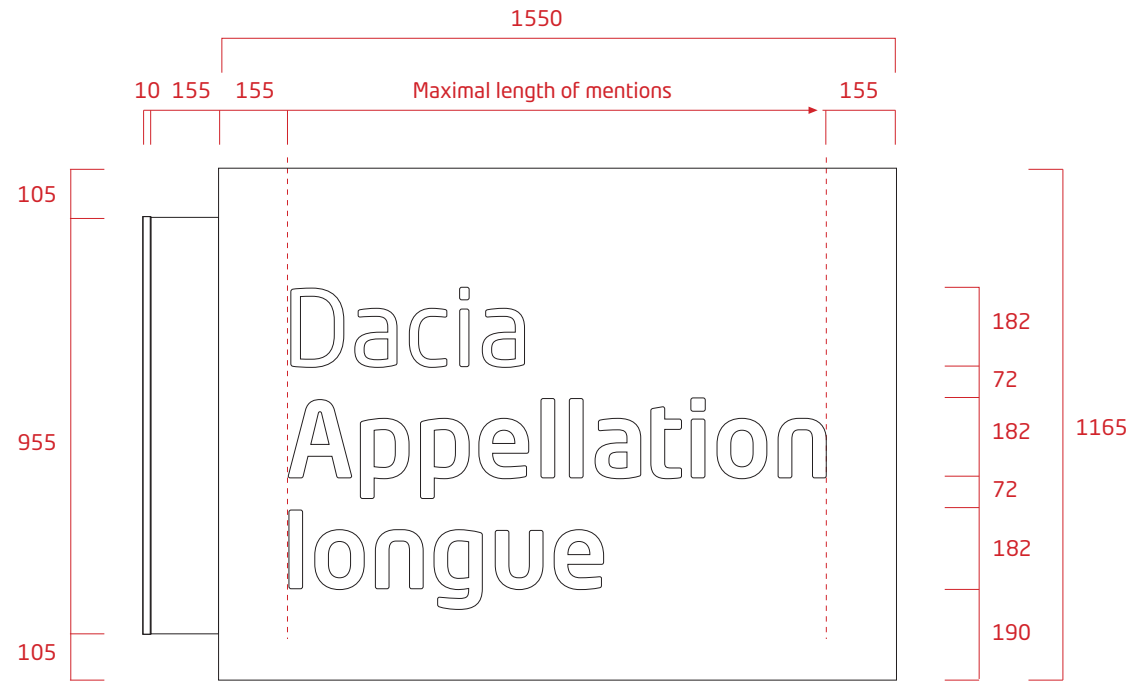


# 10.11 SERVICE DISPLAY SIGN

## Outline of service flag insignias - Long mention

### DESCRIPTION

This outline is adapted to long service mention needing 2 lines.



# 10.12 SERVICE DISPLAY SIGN

## Service flag insignia on masts

### DESCRIPTION

Service flag insignia are identical to activity sign insignia with the exception of the mentions written on the faces.

Two variants of the service sign insignias are planned:

- > 1550 mm service flag sign,
- > 950 mm service flag sign.

### ADAPTATION ON MASTS

DACIA service sign insignias can be mounted on 6500 or 4500 mm masts according the following solutions:

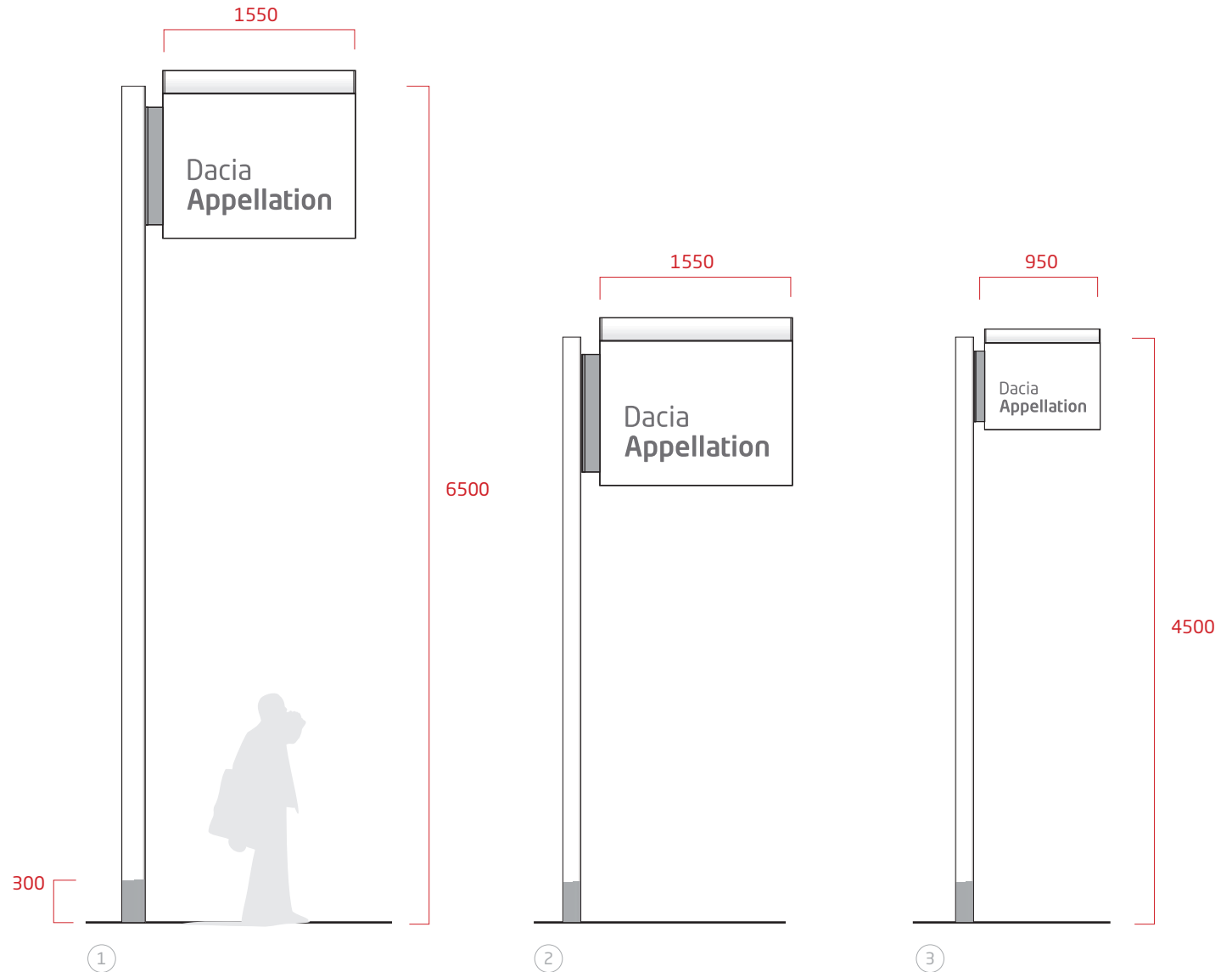
1. 1550 mm service sign on 6500 mm mast
2. 1550 mm service sign on 4500 mm mast
3. 950 mm service sign on 4500 mm mast.

Cross-section of these masts are as following:

- > 6500 mm mast: 150 x 150 mm
- > 4500 mm mast: 100 x 100 mm.

### PARTICULARITY

The 900 mm service sign insignia must not be mounted upon a 6500 mm mast.



## 10.13 SERVICE DISPLAY SIGN

### Service stand alone display signs

#### DESCRIPTION

Service stand alone signs are similar to directional signs using the same tooling and structure.

These signs are made with flat aluminium panels fitted on a galvanized steel frame.

Decoration is made by strip on non-illuminated panels.

#### KEY

1. Service stand alone sign for short Service mention on one line  
h. 2615 x l. 1400 x th. 120 mm.
2. Service stand alone sign for long Service mention on two lines  
h. 2845 x l. 1400 x th. 120 mm.



# 10.14 SERVICE DISPLAY SIGN

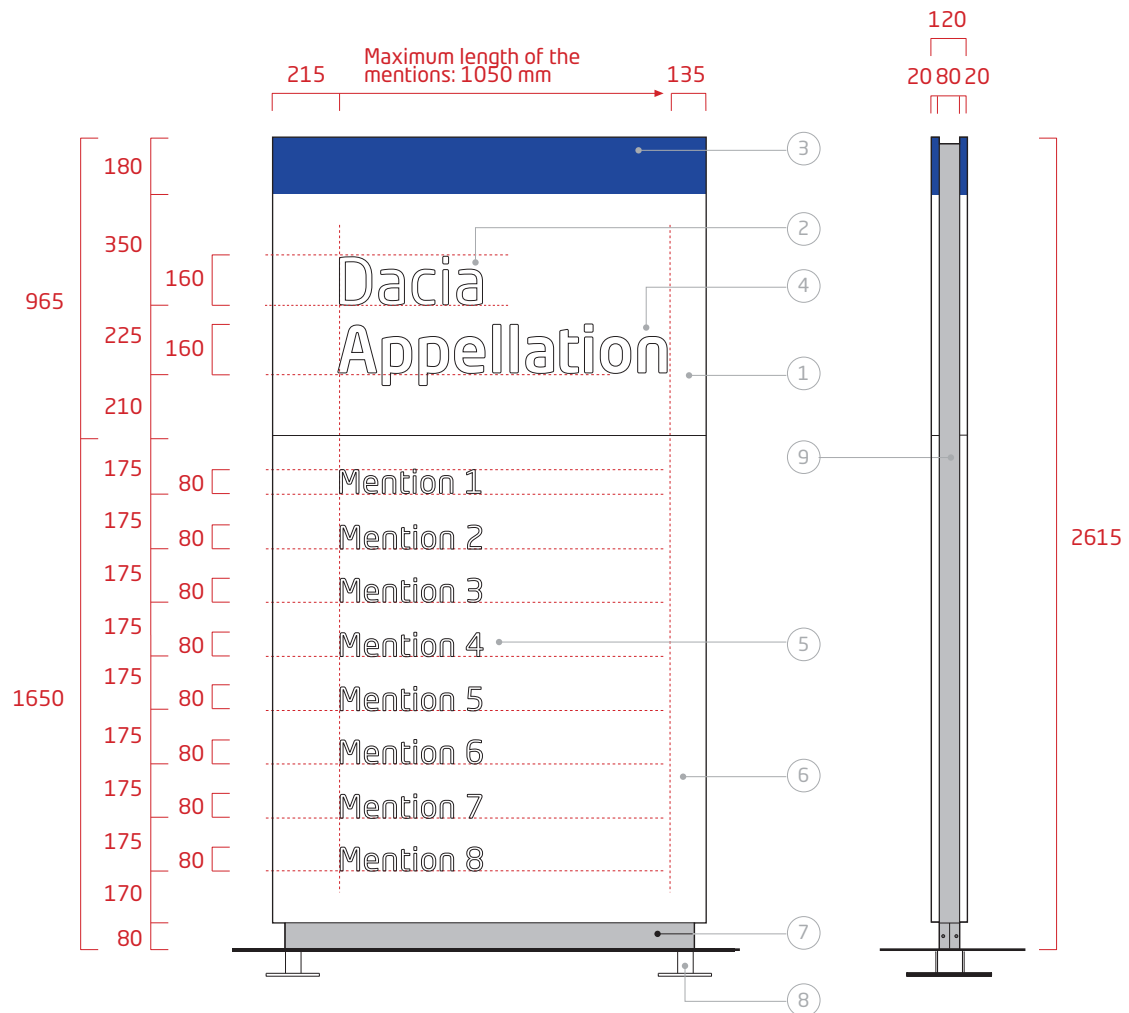
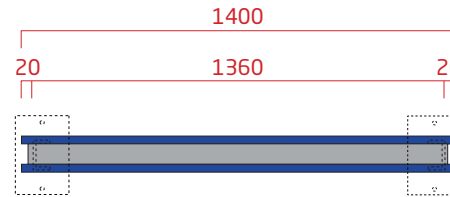
## Outline of 2615 mm service stand alone display sign

### DESCRIPTION

- . Lacquered aluminium sheet
- . Adhesive decoration
- . 40 % glossy satin finish
- . Format: h. 2615 x l. 1400 x th. 120 mm

### KEY

1. Front face
  - . Lacquered aluminium sheet
  - . RAL 9010 white
2. "DACIA" mention
  - . Neo Tech Dacia regular type face
  - . left-aligned
  - . Pantone Cool Gray 11C adhesive
3. Upper part
  - . Adhesive decoration
  - . RAL 5002 blue
4. Name of the "Service"
  - . Neo Tech Dacia medium type face
  - . Left-aligned
  - . Pantone Cool Gray 11C adhesive
5. Mentions
  - . Neo Tech Dacia Regular type face
  - . Left-aligned
  - . Pantone Cool Gray 11C adhesive
6. Lower face
  - . prelacquered aluminium
  - . RAL 9010 white
7. Plinth
  - . bended aluminium sheet
  - . lacquered Pantone Cool Gray 5C
8. Plates and reinforcements for ground attachment (embedded)
  - . Protected by galvanization
9. Hollow base decoration (structure)
  - . Pantone Cool Gray 5C



# 10.15 SERVICE DISPLAY SIGN

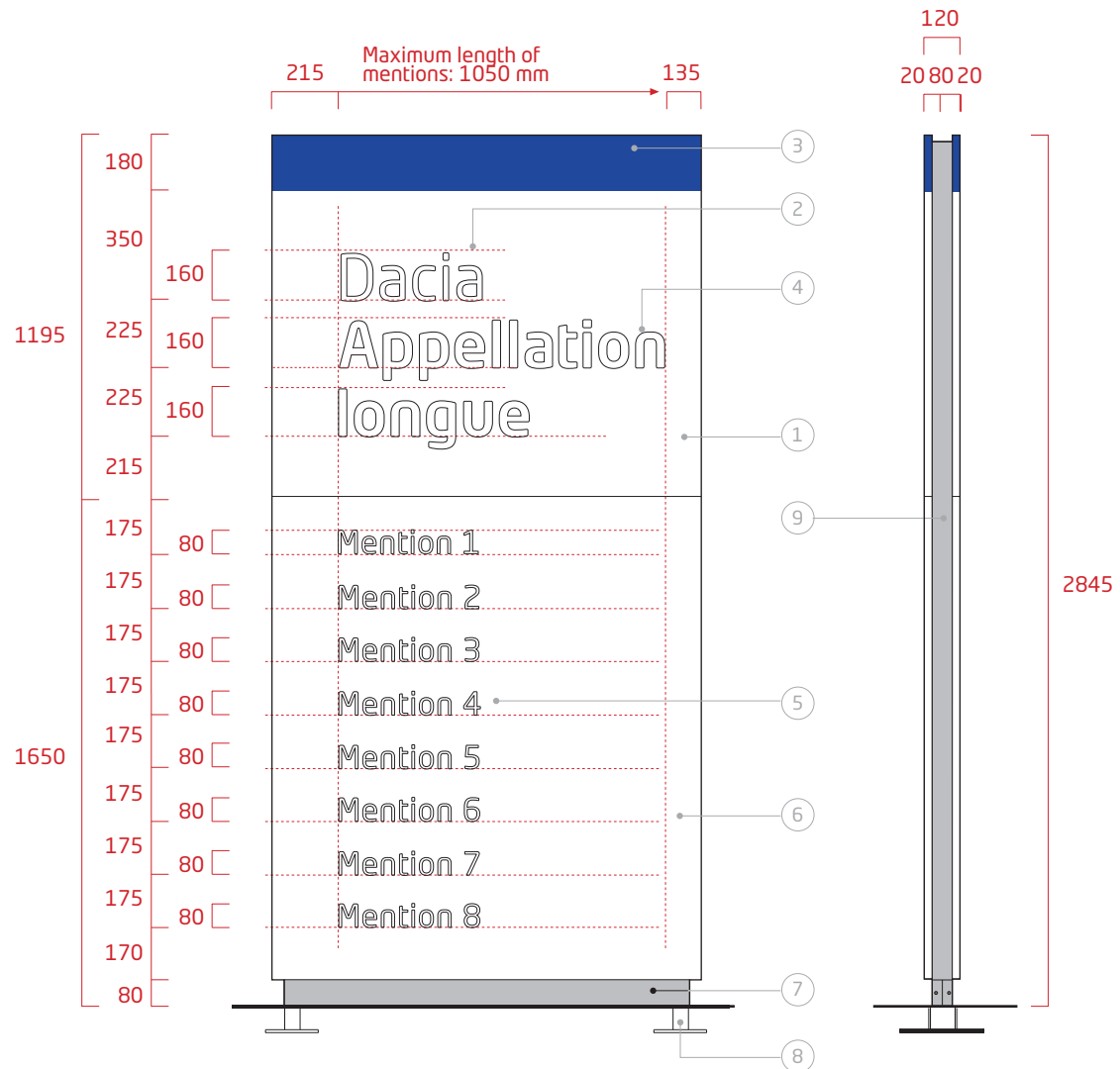
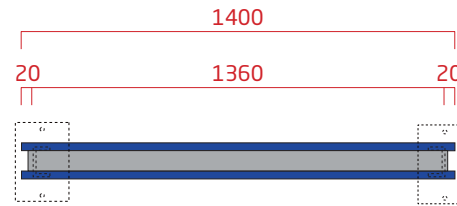
## Outline of 2845 mm service stand alone display sign

### DESCRIPTION

- . Lacquered aluminium sheet
- . Adhesive decoration
- . 40 % glossy satin finish
- . Format: h. 2845 x l. 1400 x th. 120 mm

### KEY

1. Front face
  - . Lacquered aluminium sheet
  - . RAL 9010 white
2. "DACIA" mention
  - . Neo Tech Dacia regular type face
  - . left-aligned
  - . Pantone Cool Gray 11C adhesive
3. Upper part
  - . Adhesive decoration
  - . RAL 5002 blue
4. Name of the "Service"
  - . Neo Tech Dacia medium type face
  - . Left-aligned
  - . Pantone Cool Gray 11C adhesive
5. Mentions
  - . Neo Tech Dacia Regular type face
  - . Left-aligned
  - . Pantone Cool Gray 11C adhesive
6. Lower face
  - . prelacquered aluminium
  - . RAL 9010 white
7. Plinth
  - . bended aluminium sheet
  - . lacquered Pantone Cool Gray 5C
8. Plates and reinforcements for ground attachment (embedded)
  - . Protected by galvanization
9. Hollow base decoration (structure)
  - . Pantone Cool Gray 5C



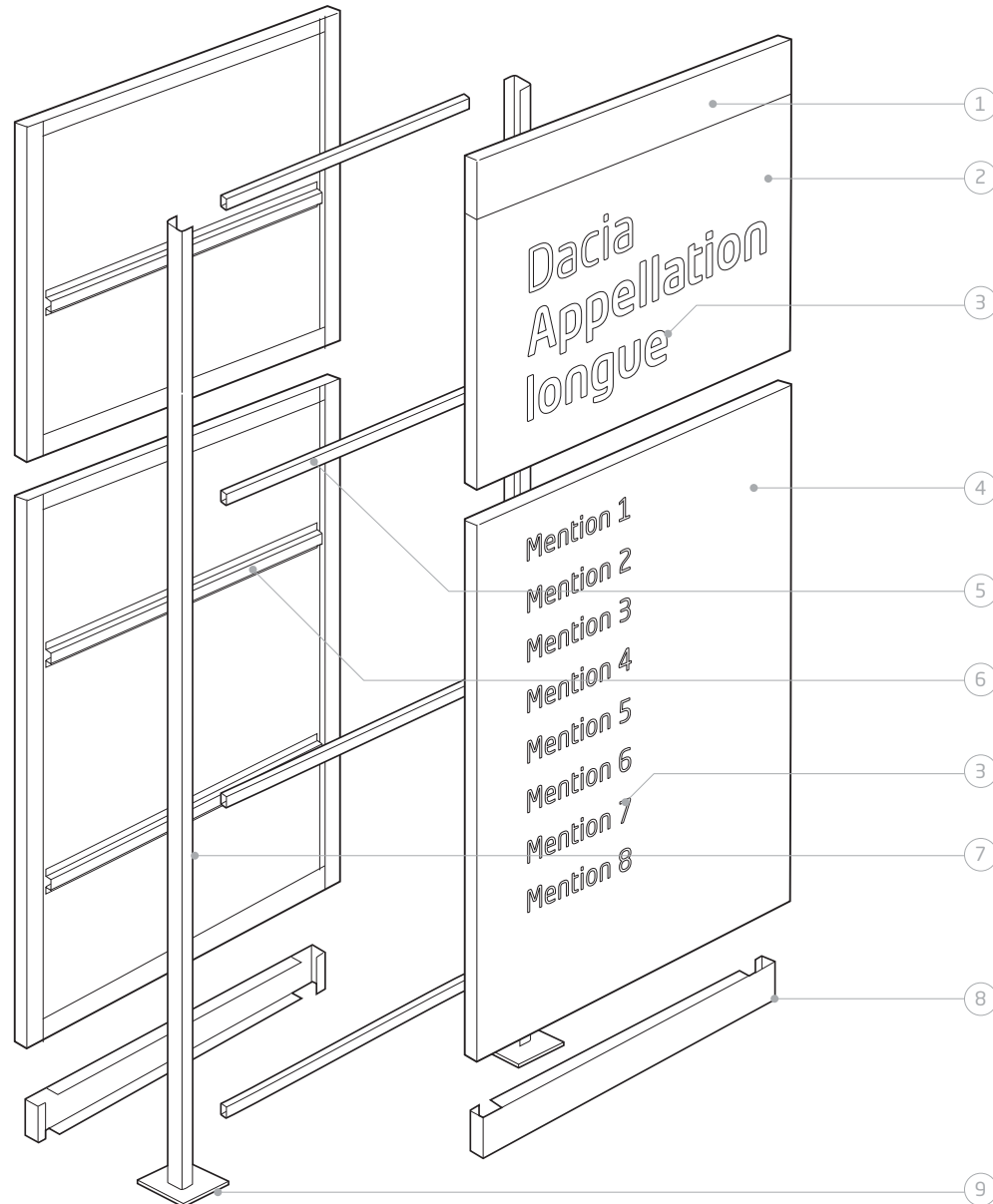


# 10.16 SERVICE DISPLAY SIGN

## Exploded view of service stand alone display sign

### KEY

- 1. Adhesive decoration
  - . RAL 5002 blue
- 2. Front face
  - . Lacquered aluminium sheet 15/10th
  - . Tablet panel
  - . RAL 9010 white
- 3. Variable adhesive mentions
  - . Pantone Cool Gray 11 C
- 4. Lower face
  - . Lacquered aluminium sheet 15/10th
  - . Tablet panel
  - . RAL 9010 white
- 5. Horizontal steel frame
  - . Protected by galvanization
- 6. Omega reinforcement
  - . bended aluminium sheet
  - . cemented on the back of the panel
- 7. Steel frame
  - . Protected by galvanization
- 8. Plinth
  - . Aluminium sheet 20/10th
  - . Cool Gray 5C
- 9. Steel plates
  - . Protected by galvanization



# 10.17 SERVICE DISPLAY SIGN

## Ground attachment of service stand alone display signs

### DESCRIPTION

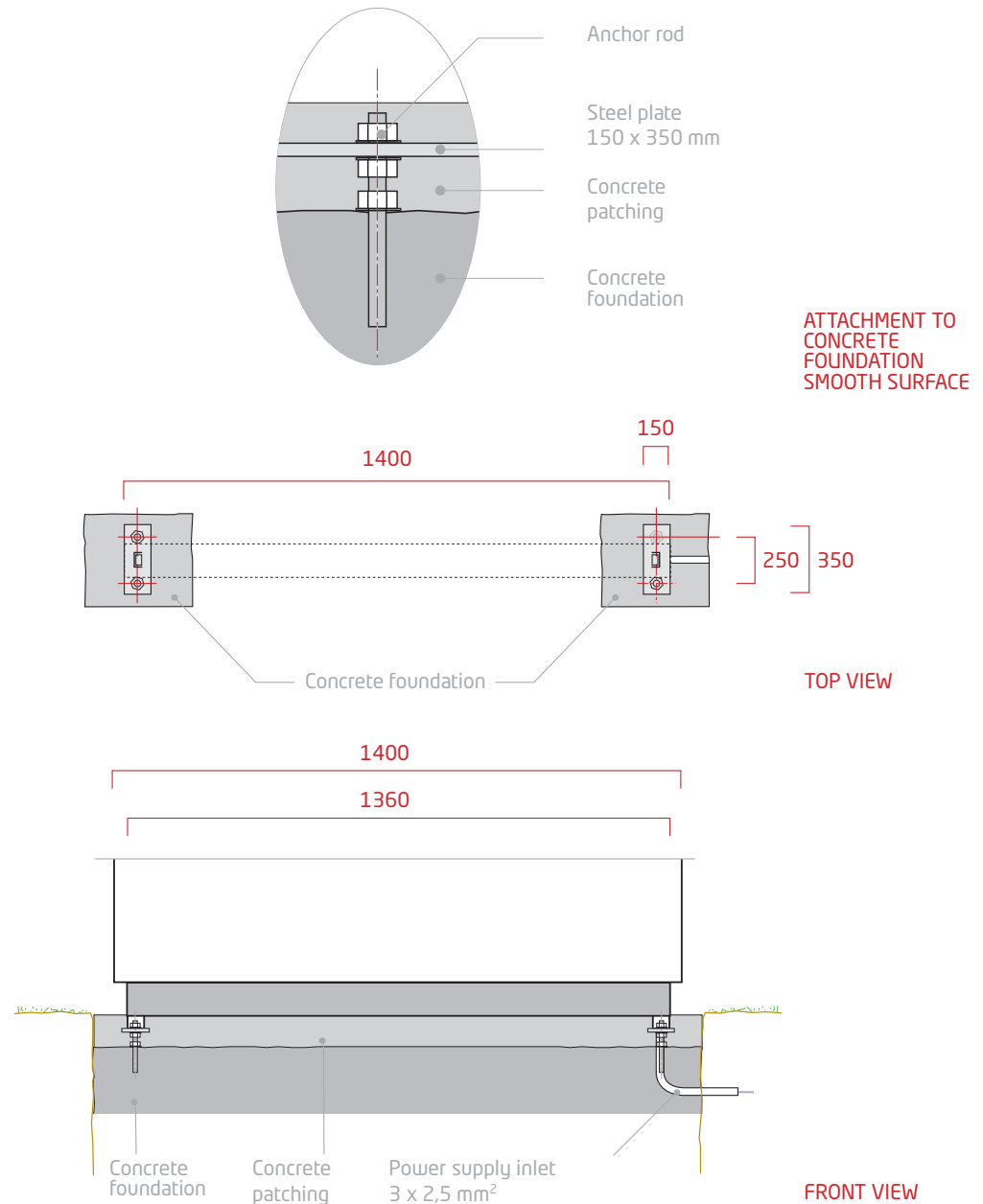
The concrete foundations can only be made once the anchoring kits including templates et plates have been received.

Sizing of the anchorings and of the concrete foundation must be established to stand up to the climatic stresses described in the general specifications.

Anchorings must allow the element to be locked in place in the vertical position.

### NOTE

- > Leave an outlet with minimum length of 1 m
- > Provide for a dia. 40 mm plex sheath to feed the cable through



# 10.18 SERVICE DISPLAY SIGN

## Presentation of service entrance plaque

### PRINCIPLE

Access to service reception includes a panel giving opening hours and contact details for the sales point.

This element is produced using digital printing and secured on a Komacel panel th. 6 mm protected by semi-matt plasticising. The assembly is secured to the fascia (siding or glazing) using double sided adhesive on the recto face.

### REPRODUCTION

A computer file (EPS vector format) allows to ensure identical reproduction.

Special attention should be devoted in reproduction:

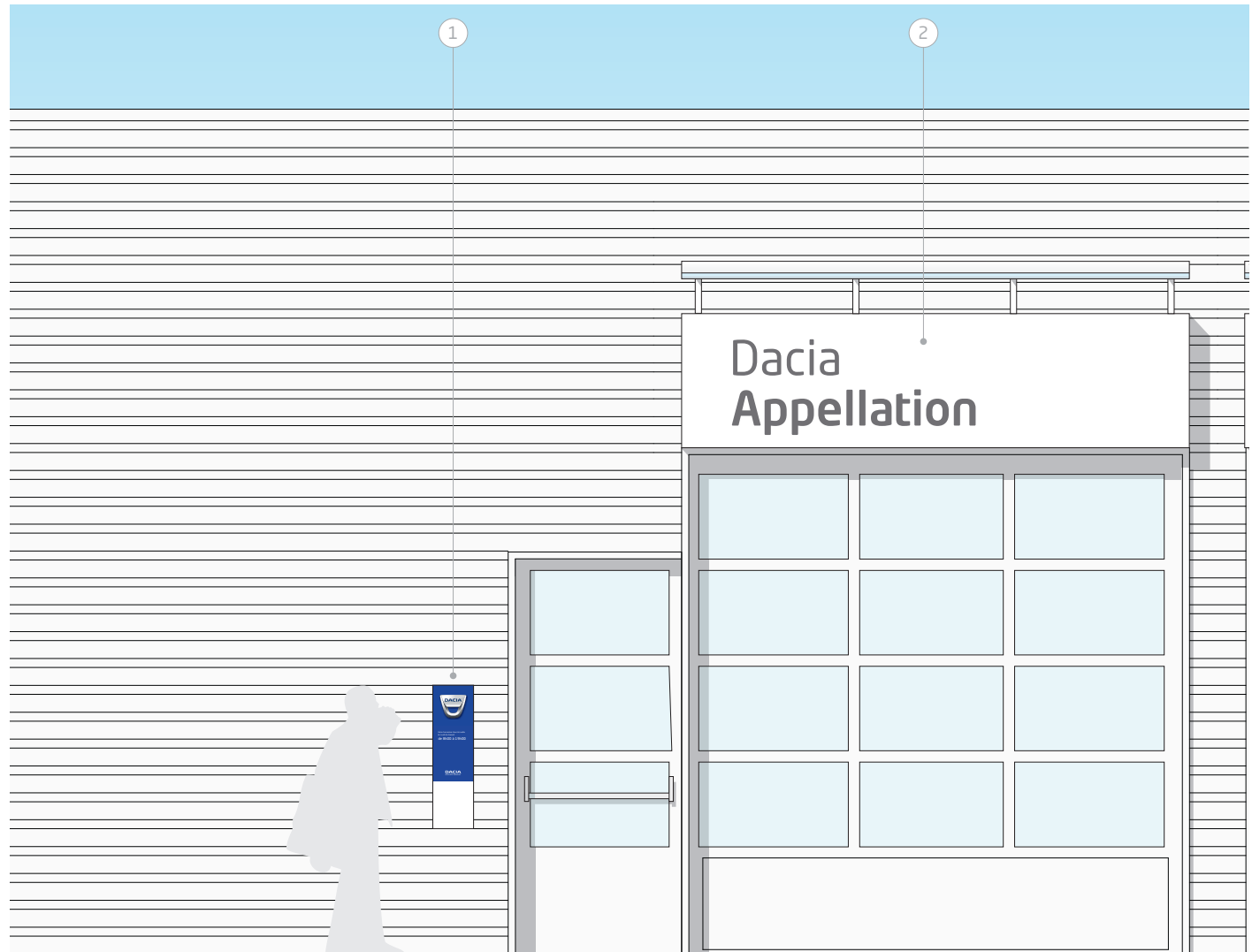
- good matching colours,
- good continuing in tones,
- accuracy in printing (smooth screening)

### KEY

1. Service entrance plaque
2. Service fascia on a single door

### CAUTION

This service entrance plaque can ONLY be used to identify the access to workshops and cannot be for showrooms.



# 10.19 SERVICE DISPLAY SIGN

## Description of service entrance plaque

### DESCRIPTION

Format: L. 255 x h. 900 mm

### KEY

- 1.. DACIA emblem
  - . 3 colours silk-screen printing on adhesive or digital printing
- 2. Variable mentions
  - . White adhesive
  - . Neo Tech Dacia Regular type face
  - . Left-aligned
- 3. Background in RAL 5002 blue
  - . Left-aligned
- 4. "Groupe RENAULT" mention
  - . White adhesive
  - . Centered on the face
- 5. White PVC foam
  - th. 6 mm
- 6. Cladding or glazing



### CAUTION

This service entrance plaque can ONLY be used to identify the access to workshops and cannot be for showrooms.

- 11.1 INTERIOR DIRECTIONAL SIGNAGE / Presentation
- 11.2 INTERIOR DIRECTIONAL SIGNAGE / Outline of faces
- 11.3 INTERIOR DIRECTIONAL SIGNAGE / Outline of faces with service mentions
- 11.4 INTERIOR DIRECTIONAL SIGNAGE / Outline of arrows
- 11.5 INTERIOR DIRECTIONAL SIGNAGE / Suspended panels
- 11.6 INTERIOR DIRECTIONAL SIGNAGE / Exploded view of suspended panels
- 11.7 INTERIOR DIRECTIONAL SIGNAGE / Sign as flag
- 11.8 INTERIOR DIRECTIONAL SIGNAGE / Exploded view of sign as flag
- 11.9 INTERIOR DIRECTIONAL SIGNAGE / Sign as wall bracket
- 11.10 INTERIOR DIRECTIONAL SIGNAGE / Exploded view of sign as wall bracket
- 11.11 PICTOGRAMS / Presentation
- 11.12 PICTOGRAMS / Sign as flag
- 11.13 PICTOGRAMS / Exploded view of sign as flag
- 11.14 PICTOGRAMS / Sign as wall bracket
- 11.15 PICTOGRAMS / Exploded view of sign as wall bracket
- 11.16 PICTOGRAMS / Outline of faces
- 11.17 PICTOGRAMS / Drawings
- 11.18 DOOR PLAQUE / Presentation & outline

# 11.1 INTERIOR DIRECTIONAL SIGNAGE

## Presentation

### PRINCIPLE

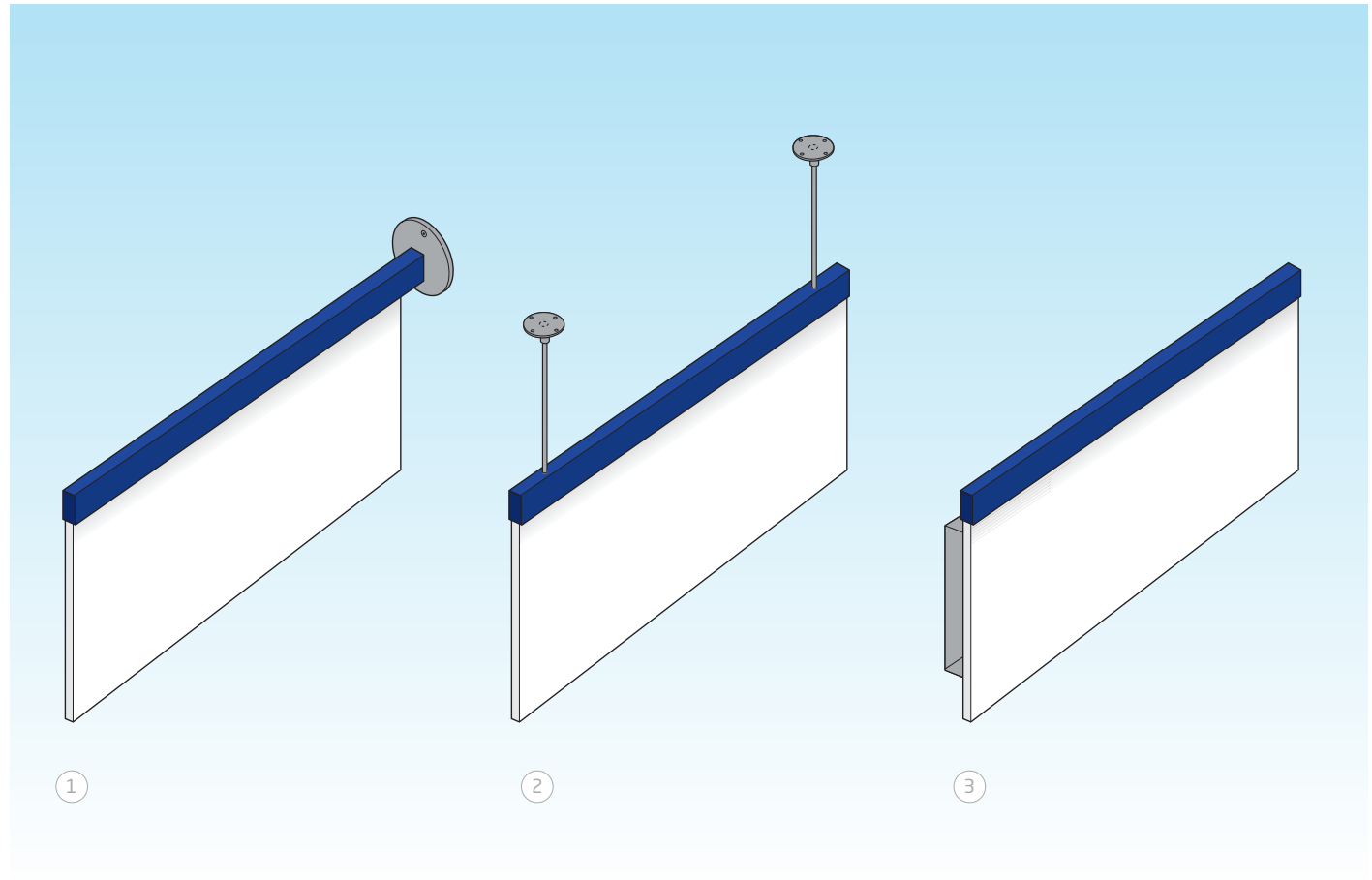
Directional signs use several types of panels as required to suit layout conditions:

- > single or double sided
- > suspended, as flag or bracket

In all cases, panels have the same dimensions:  
h. 500 x L. 1000 mm.

### KEY

1. Sign as a flag
2. Suspended sign
3. Wall mounted sign



# 11.2 INTERIOR DIRECTIONAL SIGNAGE

## Outline of faces

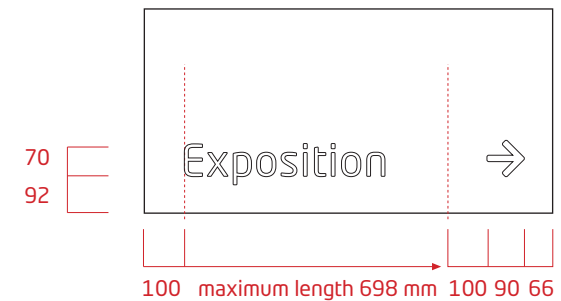
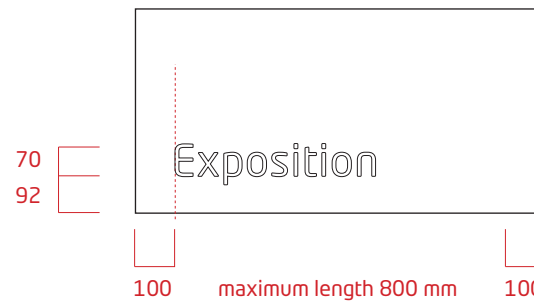
### PRINCIPLE

Two different pieces of information appear on the faces with a special treatment:

- > Directional information, comprising an arrow associated to a mention of the accessible place when following the direction,
- > Identification information, comprising a mention of the place where we are situated.

### KEY

- 1. Face in medium wood th. 19 mm
- . lacquered RAL 9010 white
- 3. Adhesive arrow
- . Pantone Cool Gray 11C
- 3. Information
- . Left-aligned on 1 or 2 lines
- . Neo Tech Dacia Regular type face
- . Pantone Cool Gray 11C



IDENTIFICATION INFORMATION

DIRECTIONAL INFORMATION

# 11.3 INTERIOR DIRECTIONAL SIGNAGE

## Outline of faces with service mentions

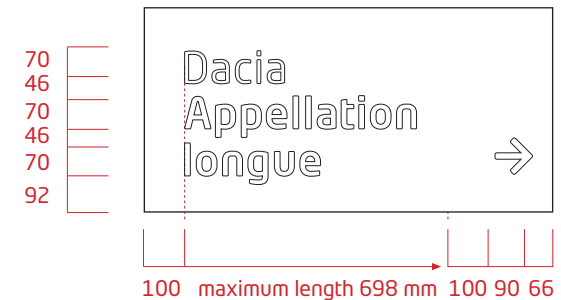
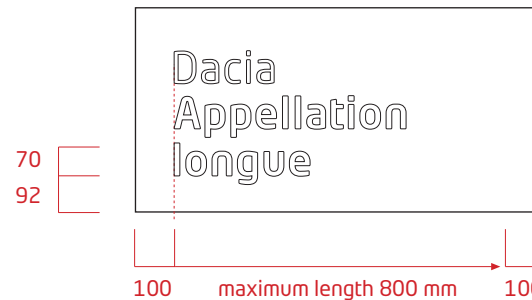
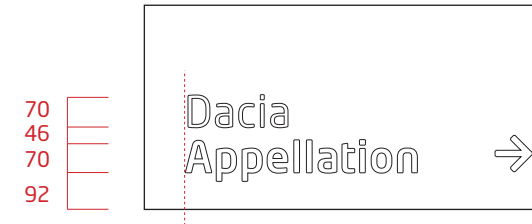
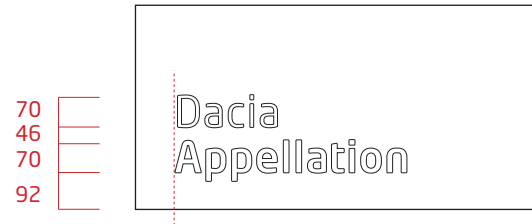
### PRINCIPLE

Two different pieces of information appear on the faces with a special treatment:

- > Directional information, comprising an arrow associated to a mention of the accessible place when following the direction,
- > Identification information, comprising a mention of the place where we are situated.

### KEY

- 1. Face in medium wood th. 19 mm
- . lacquered RAL 9010 white
- 3. Adhesive arrow
- . Pantone Cool Gray 11C
- 3. Information
- . Left-aligned on 2 or 3 lines
- . "Dacia" mention
- . Neo Tech Dacia Regular type face
- . Pantone Cool Gray 11C
- . Service mention
- . Neo Tech Dacia Medium type face
- . Pantone Cool Gray 11C



IDENTIFICATION INFORMATION

DIRECTIONAL INFORMATION



# 11.4 INTERIOR DIRECTIONAL SIGNAGE

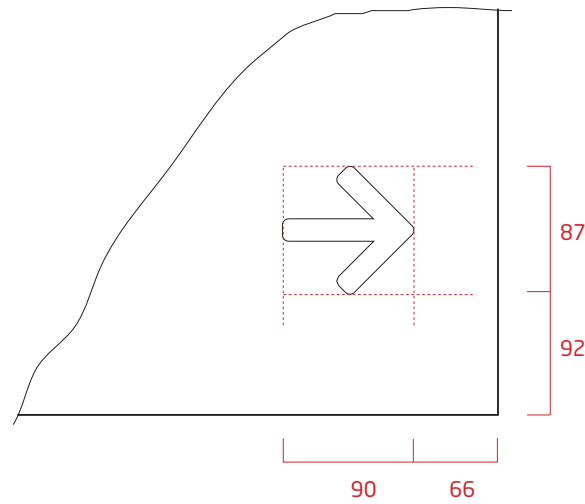
## Outline of arrows

### PRINCIPLE

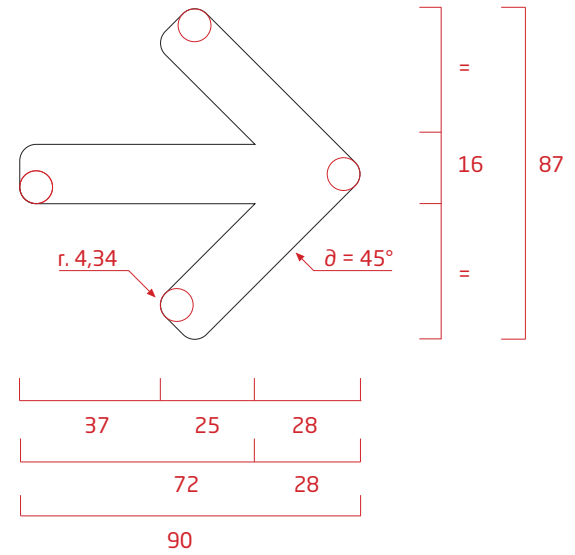
The arrow used on panels has a specific shape as shown hereby.

This arrow is the same as for the exterior directional signs (see chapter 6).

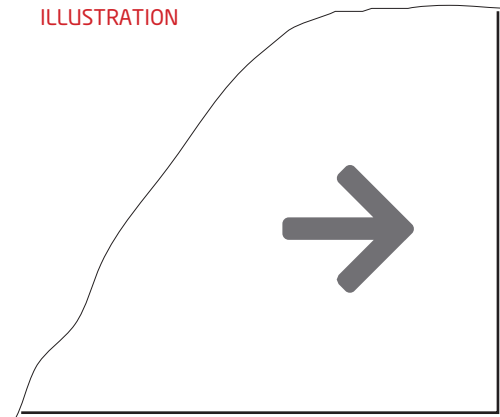
### POSITIONING OF ARROW



### OUTLINE OF ARROW



### ILLUSTRATION

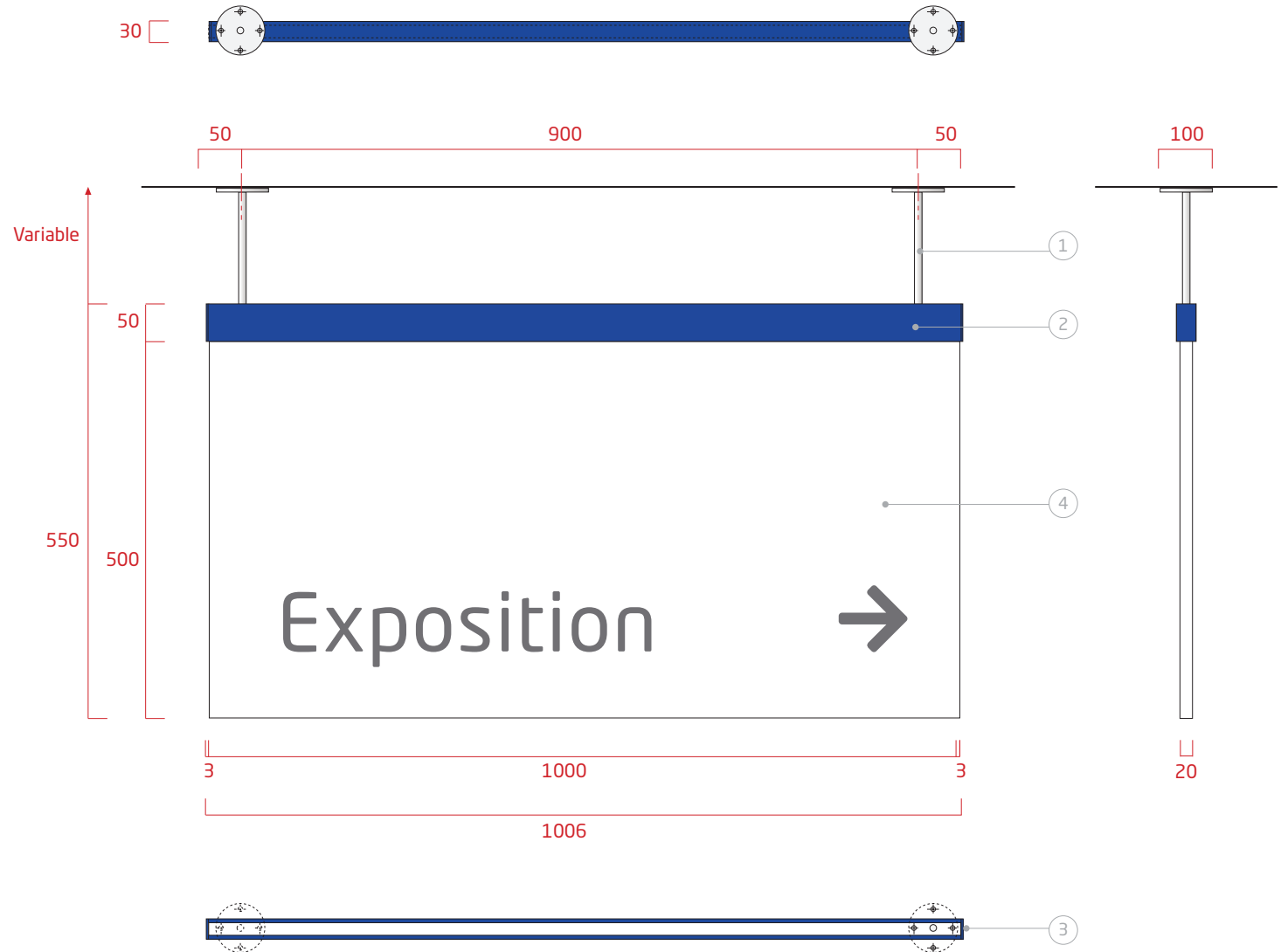


# 11.5 INTERIOR DIRECTIONAL SIGNAGE

## Suspended panels

### KEY

- 1. Plate for attachment to ceiling
  - . Aluminium sheet th. 5 mm comprising 4 holes for screws with chamfered heads
  - . lacquered Pantone Cool Gray 5C
  - . Dia. 70 mm
- 2. Profile or aluminium sheet
  - . RAL 5002 blue
- 3. Closure or the tube
  - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
  - . RAL 5002 blue
- 4. Panel medium wood th. 19 mm, lacquered RAL 9010 white
  - . Satin finish
  - . Polished edges
  - . Adhesive mentions
  - . Pantone Cool Gray 11C

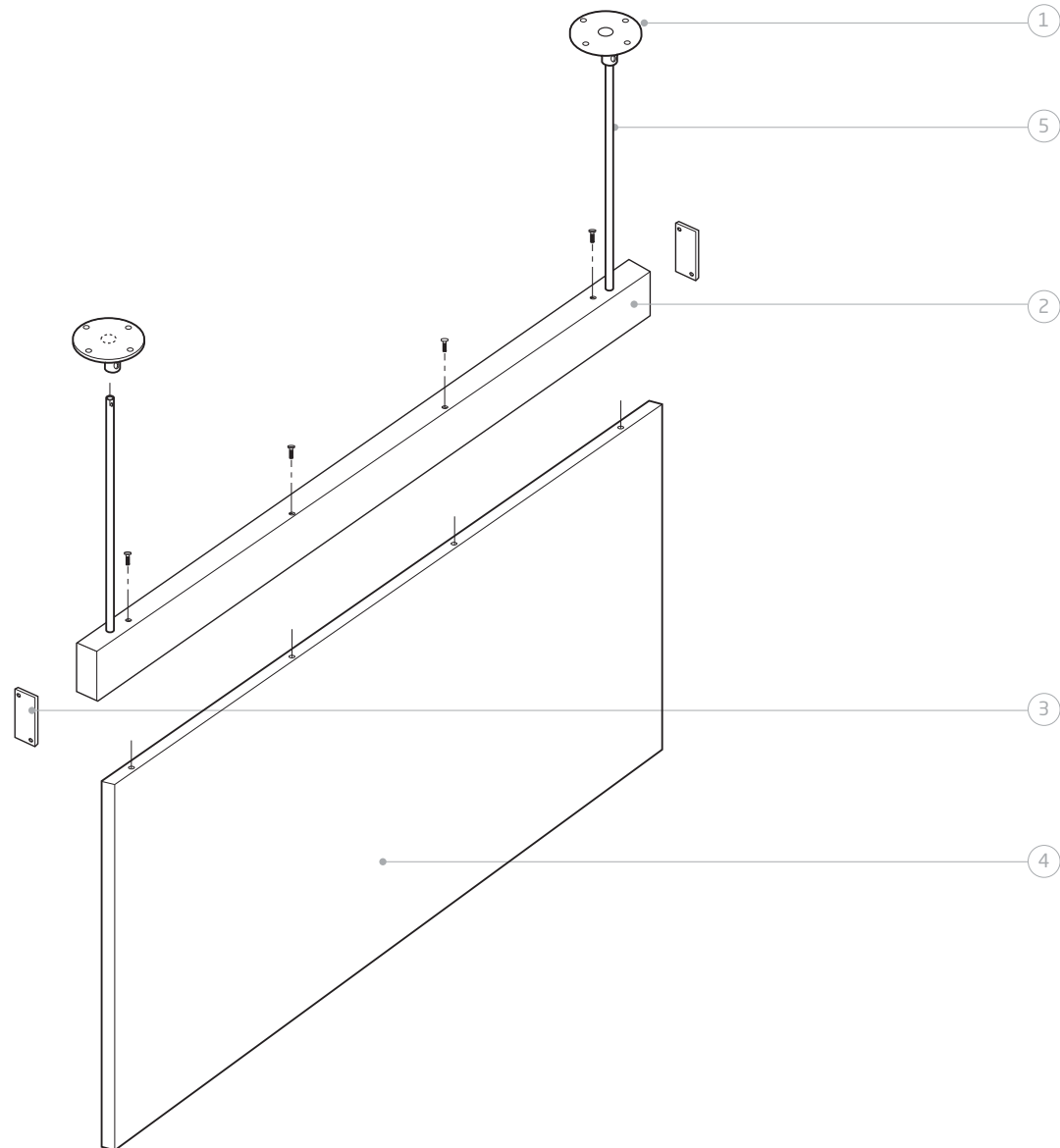


## 11.6 INTERIOR DIRECTIONAL SIGNAGE

### Exploded view of suspended panels

#### KEY

1. Plate for attachment to ceiling
  - . Aluminium sheet th. 8 mm comprising 4 holes for screws with chamfered heads
  - . lacquered Pantone Cool Gray 5C
  - . Dia. 70 mm
2. Profile or aluminium sheet
  - . RAL 5002 blue
3. Closure or the tube
  - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
  - . RAL 5002 blue
4. Panel medium wood th. 19 mm, lacquered RAL 9010 white
  - . Satin finish
  - . Polished edges
5. Attachment for suspension
  - . Welded on plate
  - . Aluminium tube dia. 8 mm
  - . lacquered Cool Gray 5C

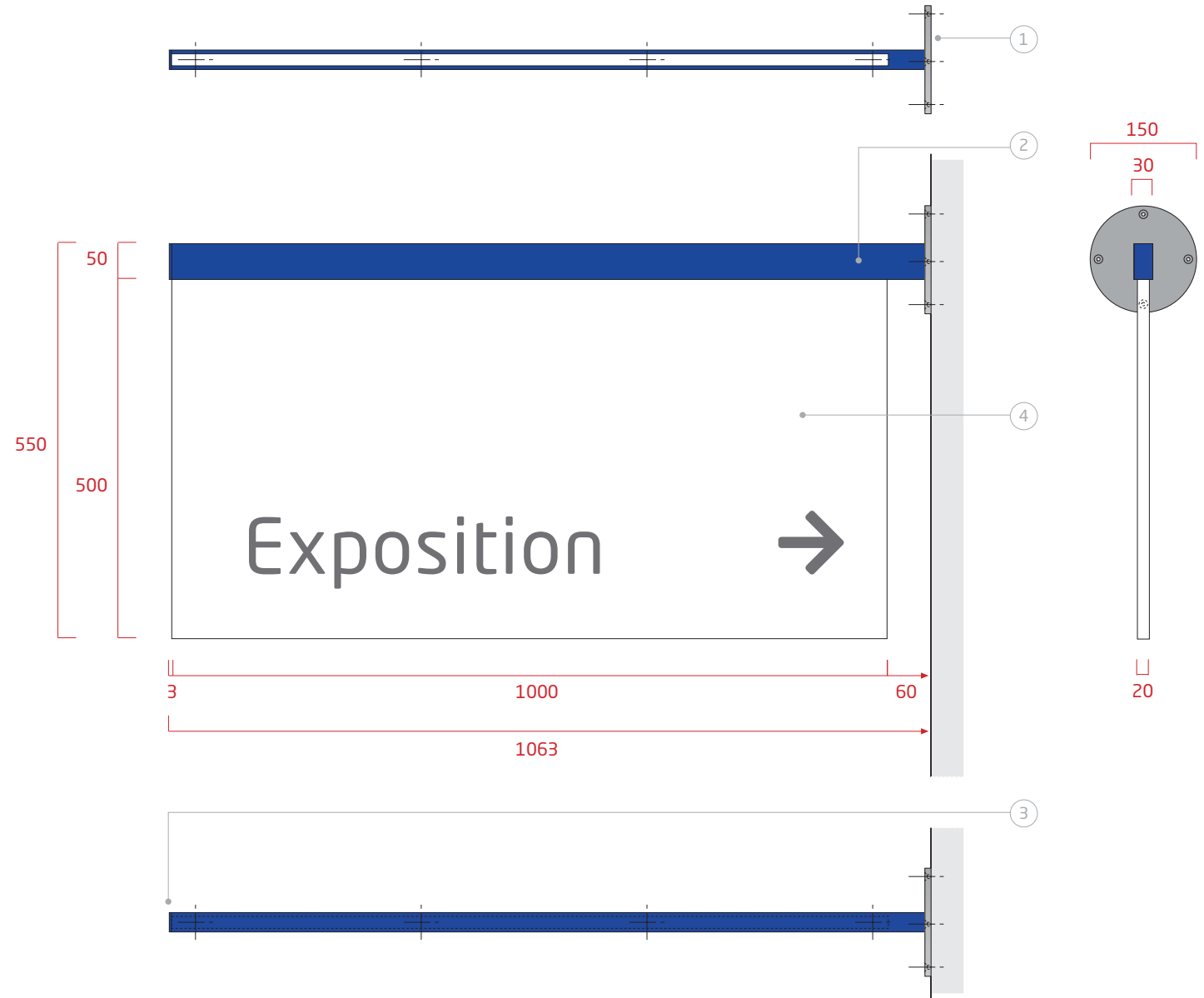


# 11.7 INTERIOR DIRECTIONAL SIGNAGE

Sign as flag

### KEY

- 1. Plate for wall attachment
  - . Aluminium sheet th. 8 mm comprising 4 holes for screws with chamfered heads
  - . lacquered Pantone Cool Gray 5C
  - . Dia. 150 mm
- 2. Profile or aluminium sheet
  - . RAL 5002 blue
- 3. Closure or the tube
  - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
  - . RAL 5002 blue
- 4. Panel medium wood th. 19 mm, lacquered RAL 9010 white
  - . Satin finish
  - . Polished edges
  - . Adhesive mentions
  - . Pantone Cool Gray 11C

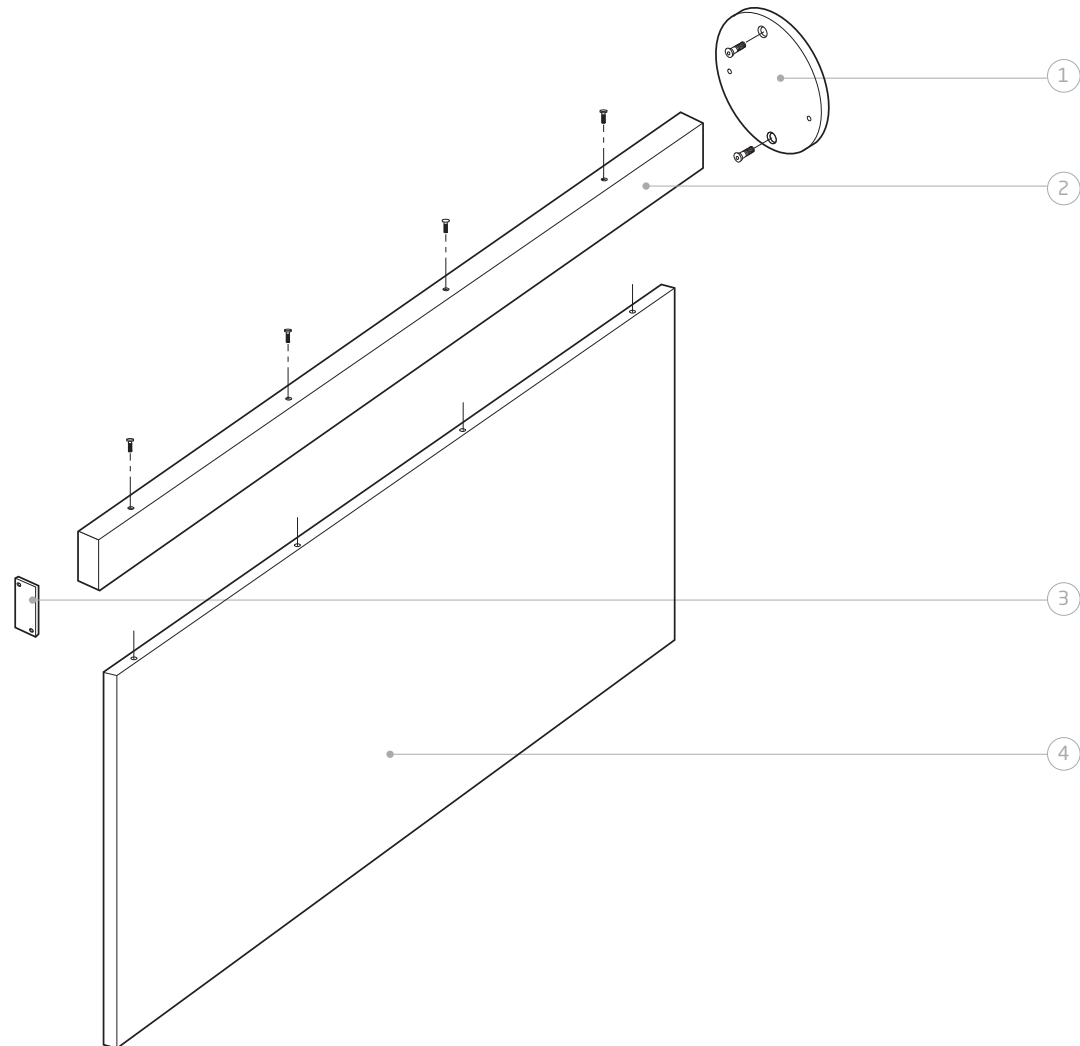


## 11.8 INTERIOR DIRECTIONAL SIGNAGE

### Exploded view of sign as flag

#### KEY

1. Plate for wall attachment
  - . Aluminium sheet th. 8 mm comprising 4 holes for screws with chamfered heads
  - . lacquered Pantone Cool Gray 5C
  - . Dia. 150 mm
2. Profile or aluminium sheet
  - . RAL 5002 blue
3. Closure or the tube
  - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
  - . RAL 5002 blue
4. Panel medium wood th. 19 mm, lacquered RAL 9010 white
  - . Satin finish
  - . Polished edges

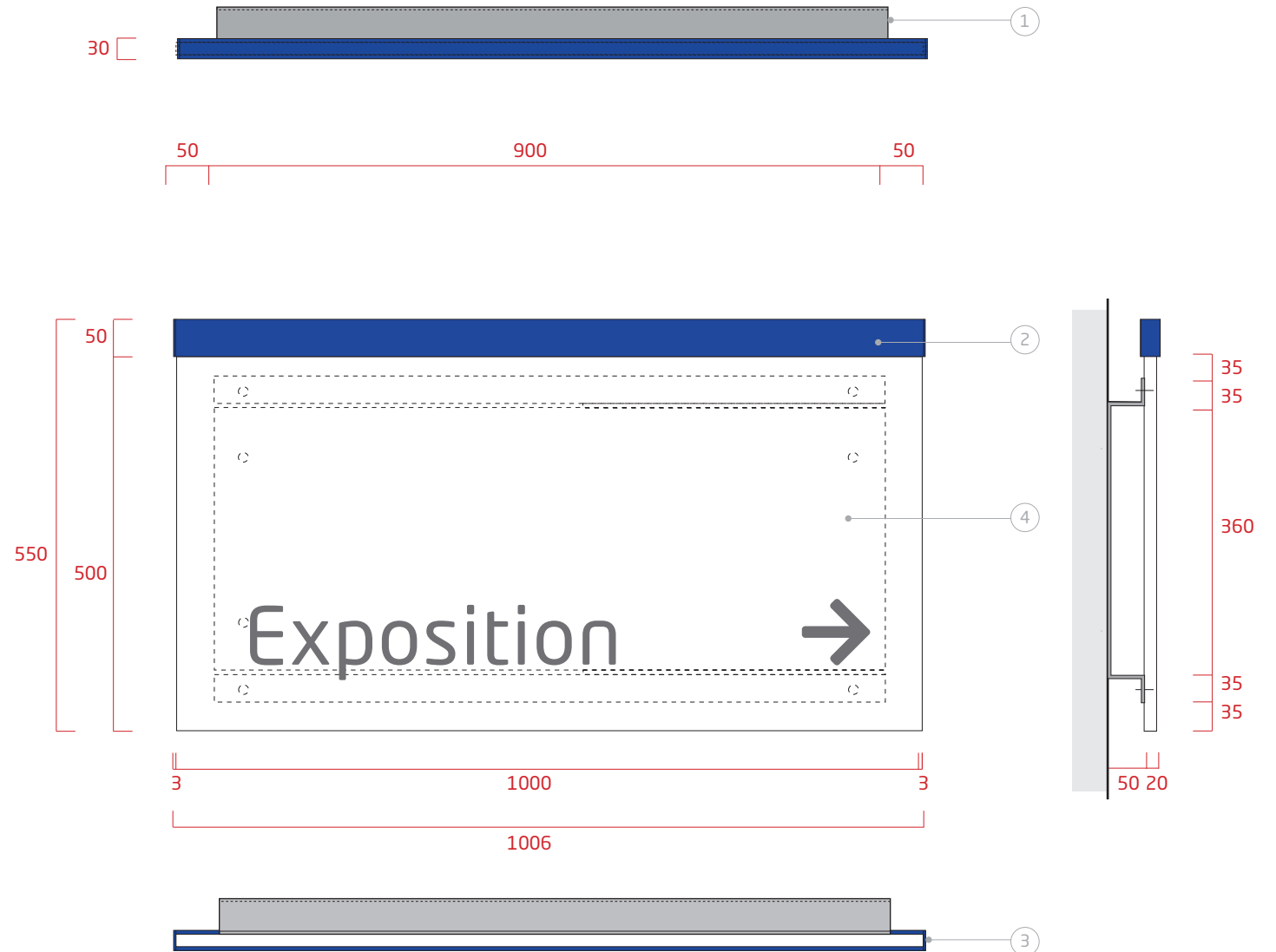


# 11.9 INTERIOR DIRECTIONAL SIGNAGE

Sign as wall bracket

### KEY

- 1. Bent aluminium sheet th. 20/10 including 4 holes for wall attachment and 4 buttonhole type holes on returns for attachment of plaque on its support
  - . Lacquered Pantone Cool Gray 5C
- 2. Profile or aluminium sheet
  - . RAL 5002 blue
- 3. Closure or the tube
  - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
    - . RAL 5002 blue
- 4. Panel medium wood th. 19 mm, lacquered RAL 9010 white
  - . Satin finish
  - . Polished edges
  - . Adhesive mentions
    - Pantone Cool Gray 11C

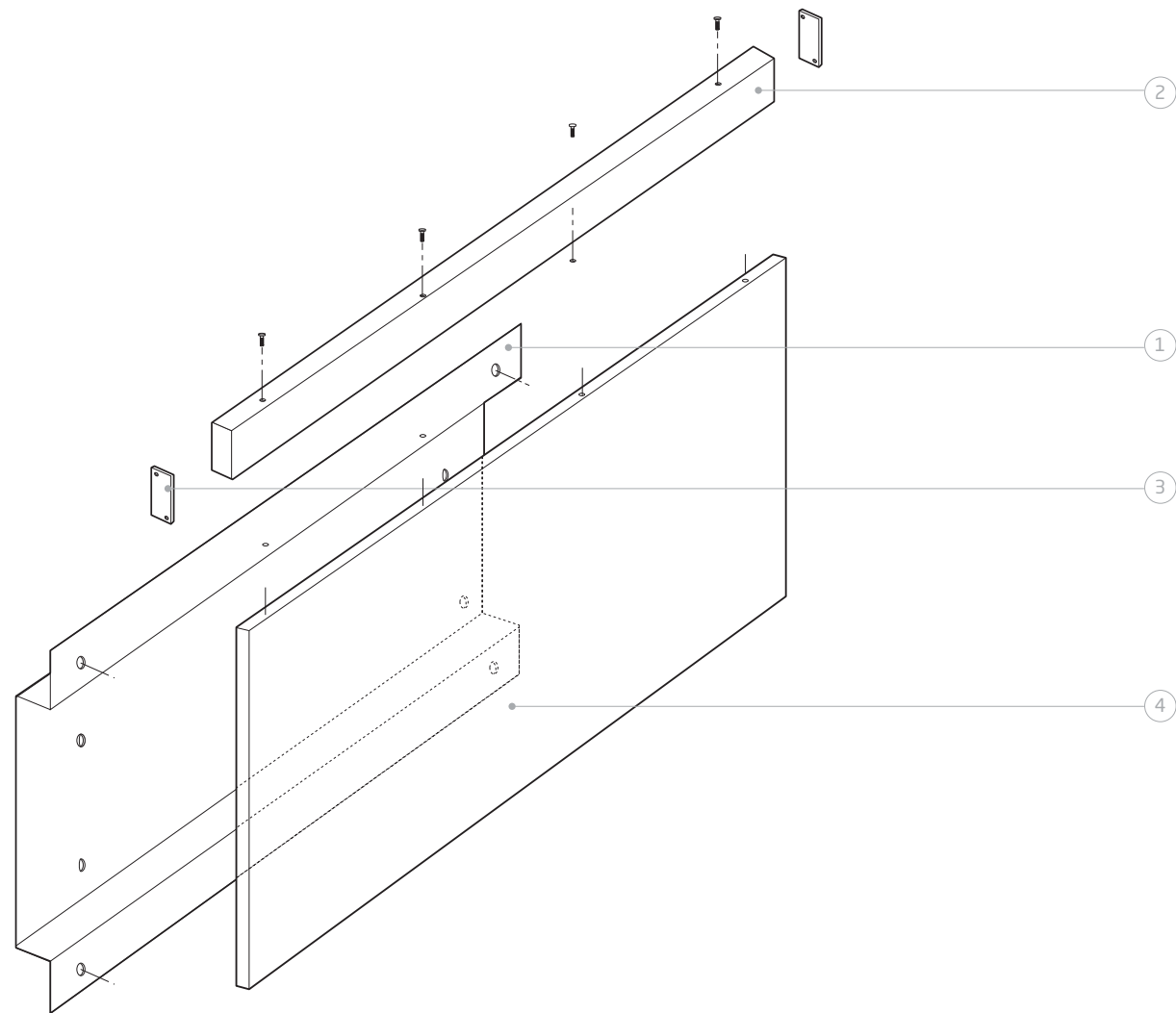


# 11.10 INTERIOR DIRECTIONAL SIGNAGE

Exploded view of sign as wall bracket

### KEY

- 1. Bent aluminium sheet th. 20/10  
including 4 holes for wall attachment and  
4 buttonhole type holes on returns for  
attachment of plaque on its support  
· Lacquered Pantone Cool Gray 5C
- 2. Profile or aluminium sheet  
· RAL 5002 blue
- 3. Closure or the tube  
· Aluminium th. 3 mm comprising 2 holes  
for screws with chamfered heads  
· RAL 5002 blue
- 4. Panel medium wood th. 19 mm,  
lacquered RAL 9010 white  
· Satin finish  
· Polished edges  
· Adhesive mentions  
Pantone Cool Gray 11C



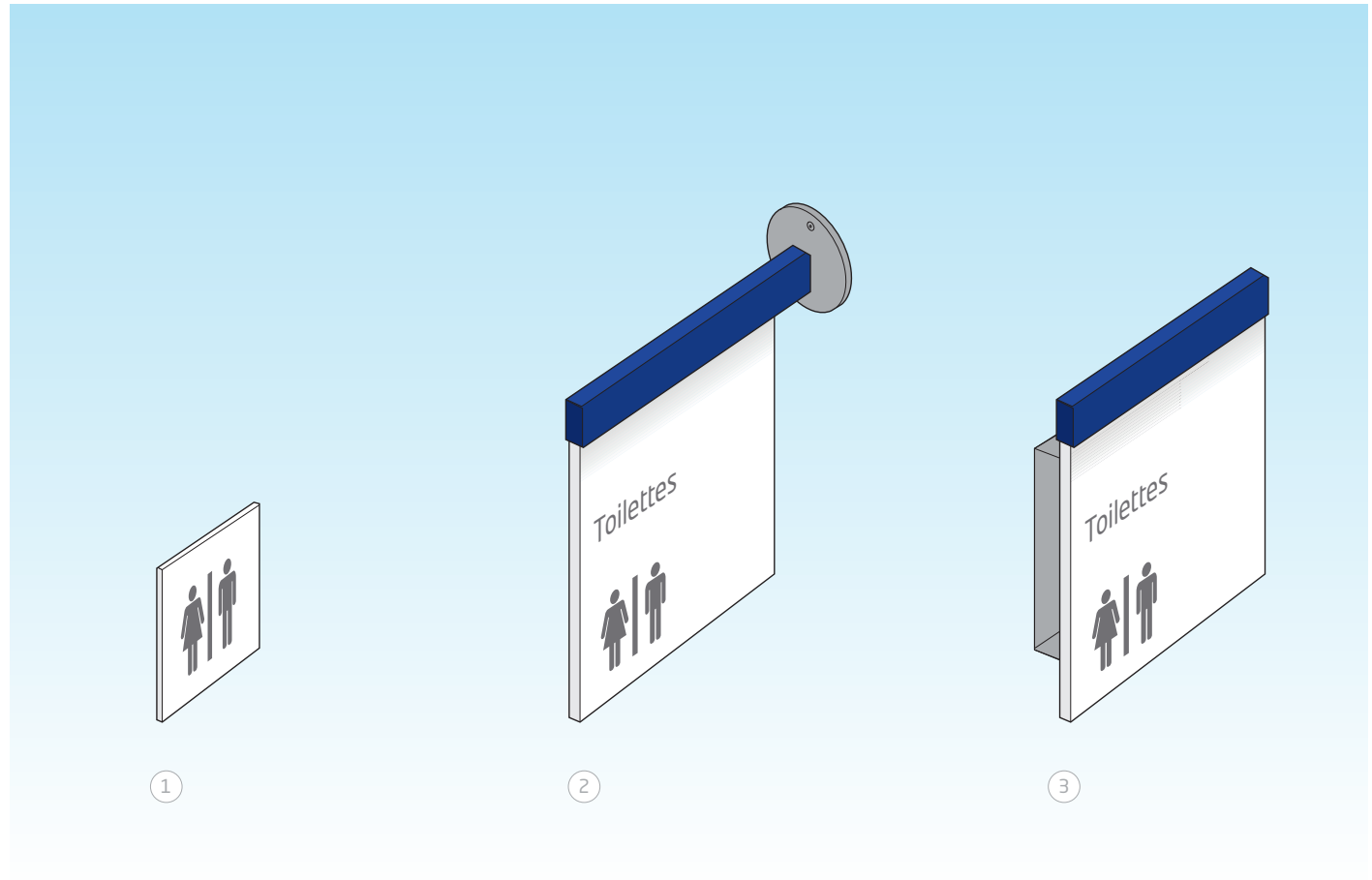
### PRINCIPLE

Family of pictograms includes 3 variants to meet needs in implantation conditions:

- > on door
- > as flag
- > as wall bracket

### KEY

1. Pictogram on door
2. Pictogram as flag
3. Pictogram as wall bracket



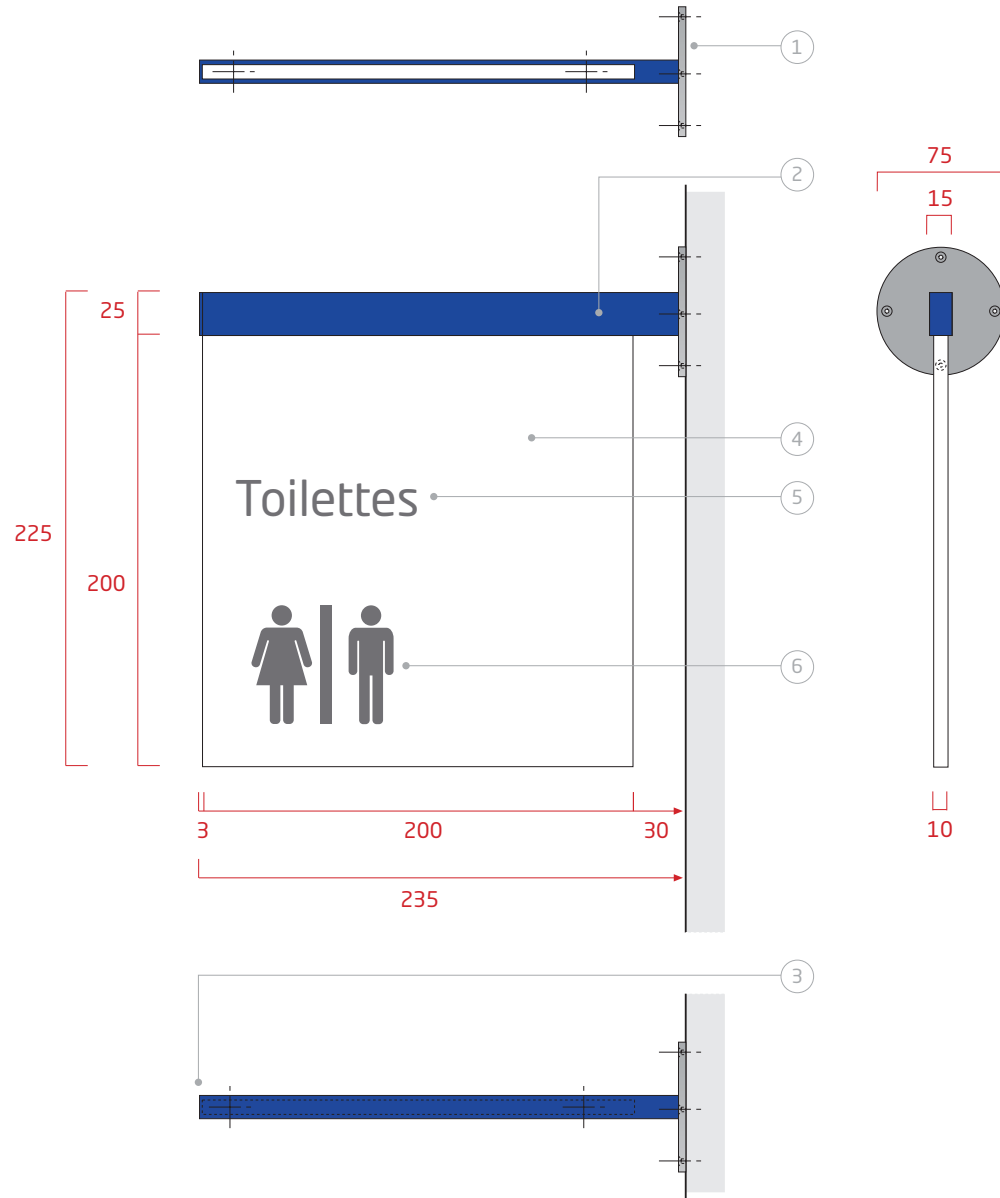


# 11.12 PICTOGRAMS

## Sign as flag

### KEY

- 1. Plate for wall attachment
  - . Aluminium sheet th. 4 mm comprising 4 holes for screws with chamfered heads
  - . lacquered Pantone Cool Gray 5C
  - . Dia. 75 mm
- 2. Profile or aluminium sheet
  - . RAL 5002 blue
- 3. Closure or the tube
  - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
  - . RAL 5002 blue
- 4. Panel medium wood th. 10 mm, lacquered RAL 9010 white
  - . Satin finish
  - . Polished edges
- 5. Adhesive mentions
  - . Neo Tech Dacia Regular type face
  - . Pantone Cool Gray 11C
  - . left-aligned
- 6. Pictogram
  - . Pantone Cool Gray 11C

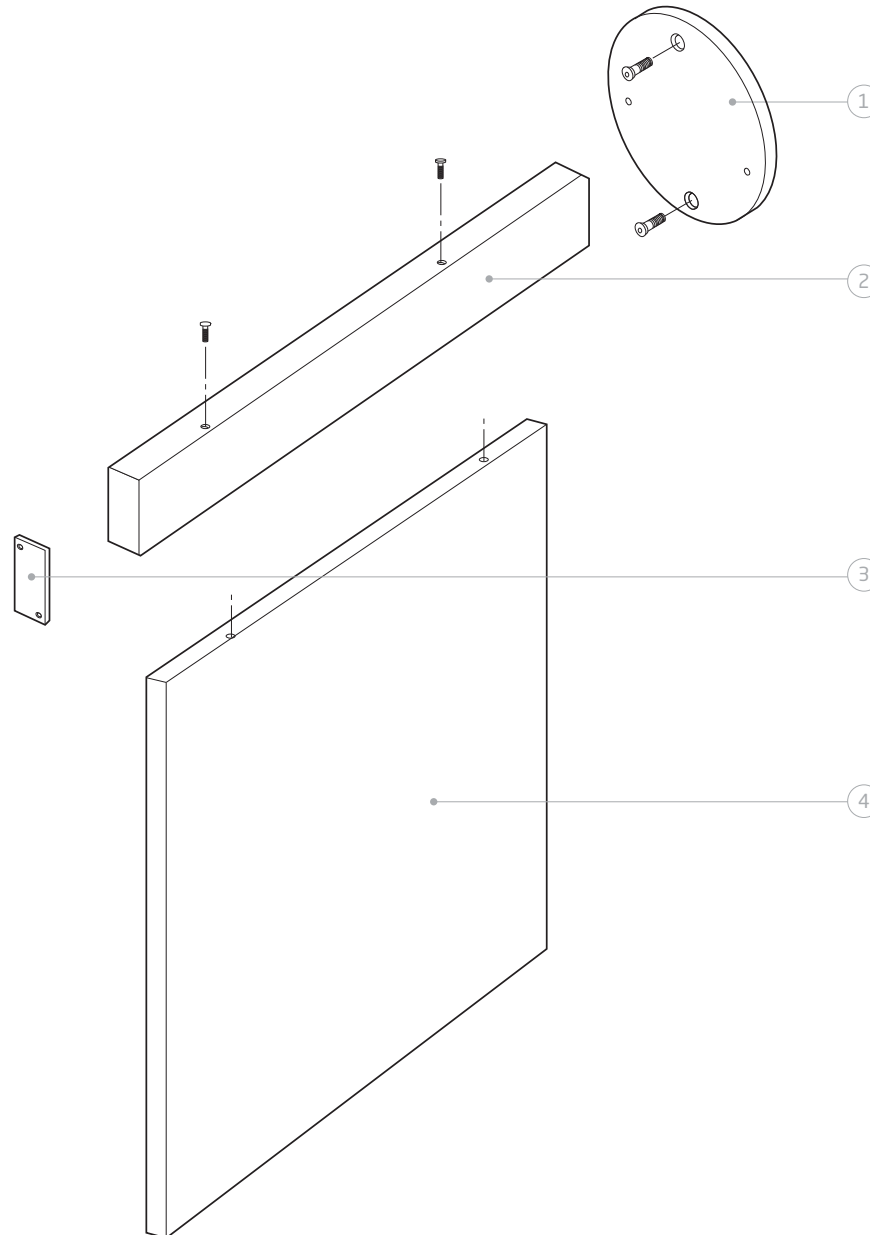


## 11.13 PICTOGRAMS

### Exploded view of sign as flag

#### KEY

1. Plate for wall attachment
  - . Aluminium sheet th. 4 mm comprising 4 holes for screws with chamfered heads
  - . lacquered Pantone Cool Gray 5C
  - . Dia. 75 mm
2. Profile or aluminium sheet
  - . RAL 5002 blue
3. Closure or the tube
  - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
  - . RAL 5002 blue
4. Panel medium wood th. 10 mm, lacquered RAL 9010 white
  - . Satin finish
  - . Polished edges



# 11.14 PICTOGRAMS

Sign as wall bracket

### KEY

- 1. Bent aluminium sheet th. 20/10 including 4 holes for wall attachment and 4 buttonhole type holes on returns for attachment of plaque on its support
  - . Lacquered Pantone Cool Gray 5C
- 2. Profile or aluminium sheet
  - . RAL 5002 blue
- 3. Closure or the tube
  - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
    - . RAL 5002 blue
- 4. Panel medium wood th. 10 mm, lacquered RAL 9010 white
  - . Satin finish
  - . Polished edges
- 5. Adhesive mentions
  - . Neo Tech Dacia Regular type face
  - . Pantone Cool Gray 11C
  - . left-aligned
- 6. Pictogram
  - . Pantone Cool Gray 11C

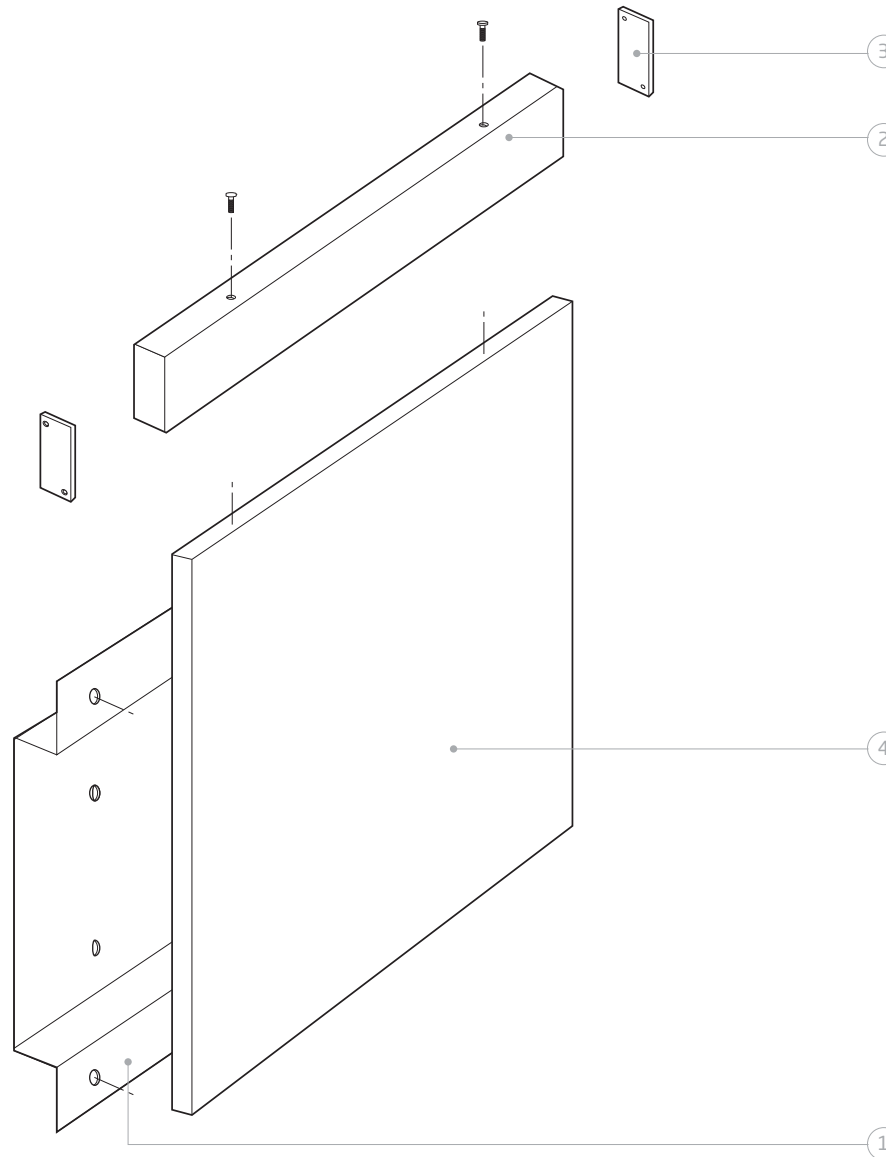


# 11.15 PICTOGRAMS

Exploded view of sign as wall bracket

### KEY

- 1. Bent aluminium sheet th. 20/10 including 4 holes for wall attachment and 4 buttonhole type holes on returns for attachment of plaque on its support
  - . Lacquered Pantone Cool Gray 5C
- 2. Profile or aluminium sheet
  - . RAL 5002 blue
- 3. Closure or the tube
  - . Aluminium th. 3 mm comprising 2 holes for screws with chamfered heads
  - . RAL 5002 blue
- 4. Panel medium wood th. 10 mm, lacquered RAL 9010 white
  - . Satin finish
  - . Polished edges

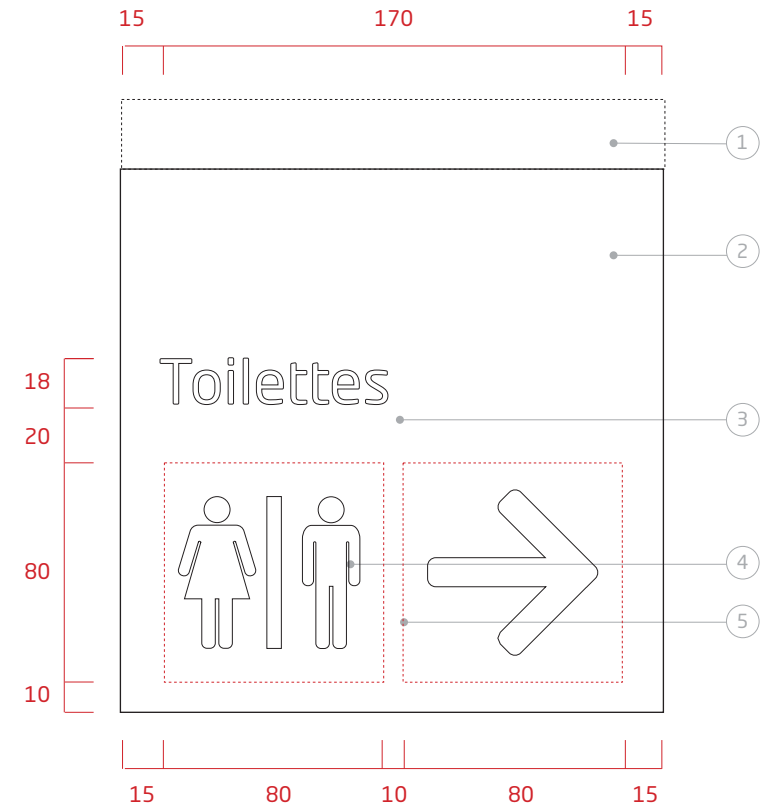


# 11.16 PICTOGRAMS

## Outline of faces

### KEY

- 1. Invisible area (covered by profile)
- 2. Panel medium wood th. 10 mm, lacquered RAL 9010 white
  - . Satin finish
  - . Polished edges
- 3. Adhesive mentions
  - . Pantone Cool Gray 11C
  - . Neo Tech Dacia Regular type face
  - . Pantone Cool Gray 11C
  - . left-aligned
- 4. Pictogram
  - . Pantone Cool Gray 11C
- 5. Imaginary contour of pictogram



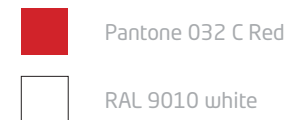
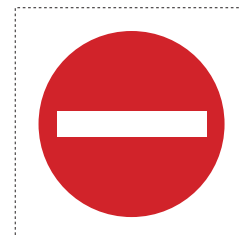
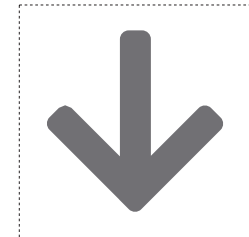
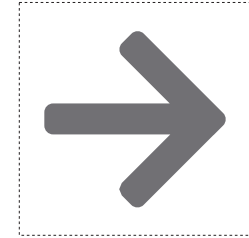
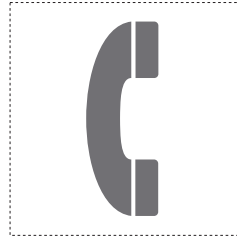
# 11.17 PICTOGRAMS

## Drawings

### DESCRIPTION

Pictograms are produced using adhesive cut outs or silk-screen printing on a white Komacel type medium th. 6 mm. The rear surface includes a double sided adhesive allowing for attachment to doors and other furnishings in showrooms.

Format: 100 x 100 mm



# 11.18 DOOR PLAQUES

## Presentation and outline

### DESCRIPTION

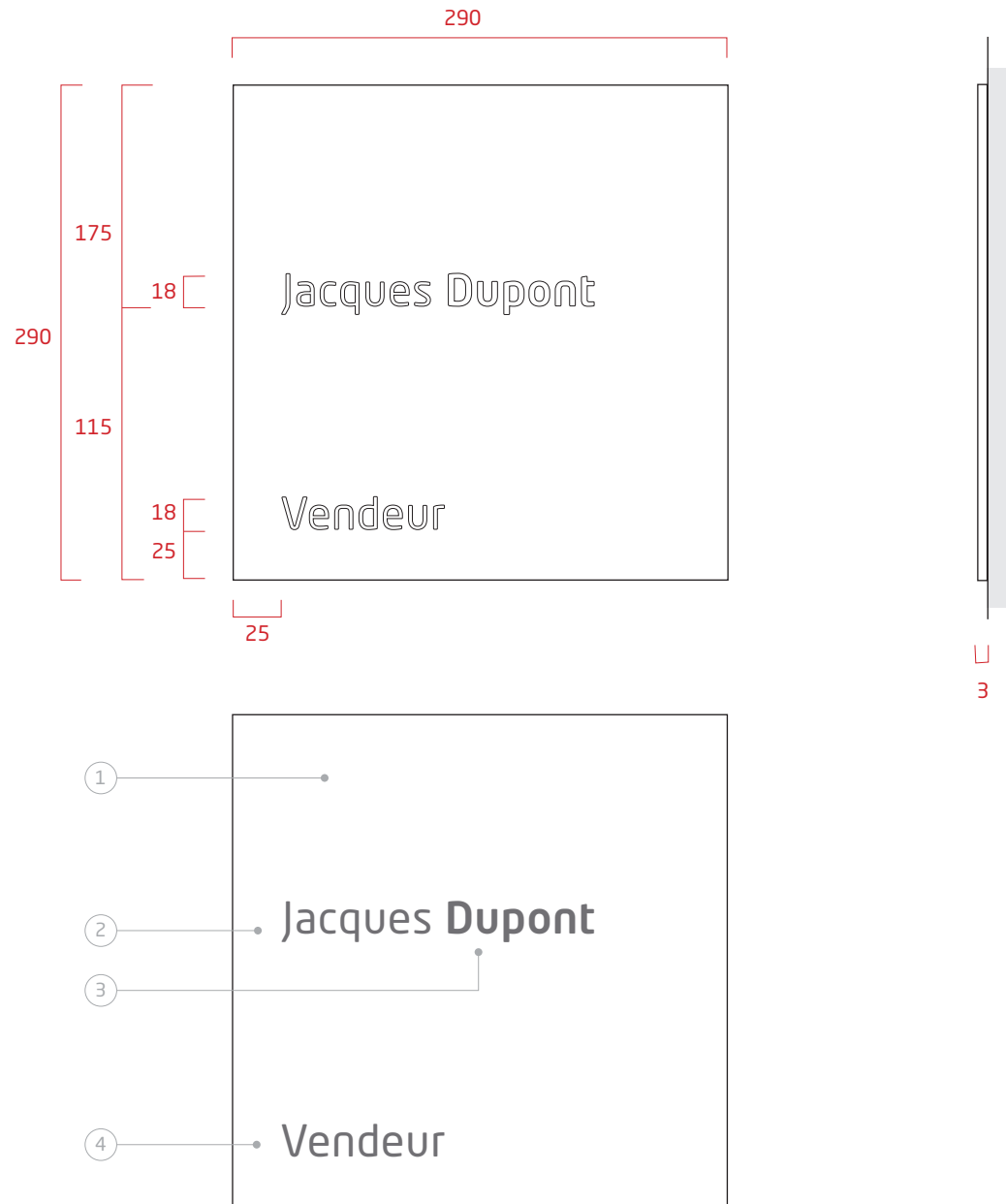
Door plaques are produced using adhesive cut outs or silk-screen printing on a white PMMA th. 3 mm.

The rear surface includes a double sided adhesive allowing for attachment to wall and other furnishings (siding or glazing).

Format: 290 x 290 mm

### KEY

1. White PMMA plaque,
  - . polished edges
  - . satin UV varnish finish
2. Christian name
  - . Adhesive letters
  - . Pantone Cool Gray 11C
  - . Left-aligned
  - . Neo Tech Dacia Regular type face
3. Name
  - . Adhesive letters
  - . Pantone Cool Gray 11C
  - . Left-aligned
  - . Neo Tech Dacia Medium type face
4. Position
  - . Adhesive letters
  - . Pantone Cool Gray 11C
  - . Left-aligned
  - . Neo Tech Dacia Regular type face



- 12.1 SERVICE PLAQUE / Presentation
- 12.2 SERVICE PLAQUE / Description
- 12.3 SERVICE PLAQUE / Exploded view
- 12.4 DACIA SECONDARY NETWORK FASCIA / Presentation
- 12.5 DACIA SECONDARY NETWORK FASCIA / Dimensions and outline
- 12.6 DACIA SECONDARY NETWORK FASCIA / Cross section on fascia
- 12.7 DACIA SECONDARY NETWORK FASCIA / Exploded view of logotype area
- 12.8 DACIA SECONDARY NETWORK FASCIA / Exploded view of dealer name area
- 12.9 DACIA SECONDARY NETWORK FLAG SIGN / Presentation
- 12.10 DACIA SECONDARY NETWORK FLAG SIGN / 1150 mm flag sign insignia
- 12.11 DACIA SECONDARY NETWORK FLAG SIGN / Exploded view



# 12.1 SERVICE PLAQUE

## Presentation

### PRINCIPLE

Service plaque is implanted on the after-sales frontage near the bays giving access to the workshops.

It comprises the DACIA emblem associated to the mention "Service".

The 2D DACIA emblem is printed on an aluminium sheet by silk-screening or direct printing on the face.

The face is cut following the exterior contours of the DACIA emblem. The center of the emblem is cut out too.

### REPRODUCTION

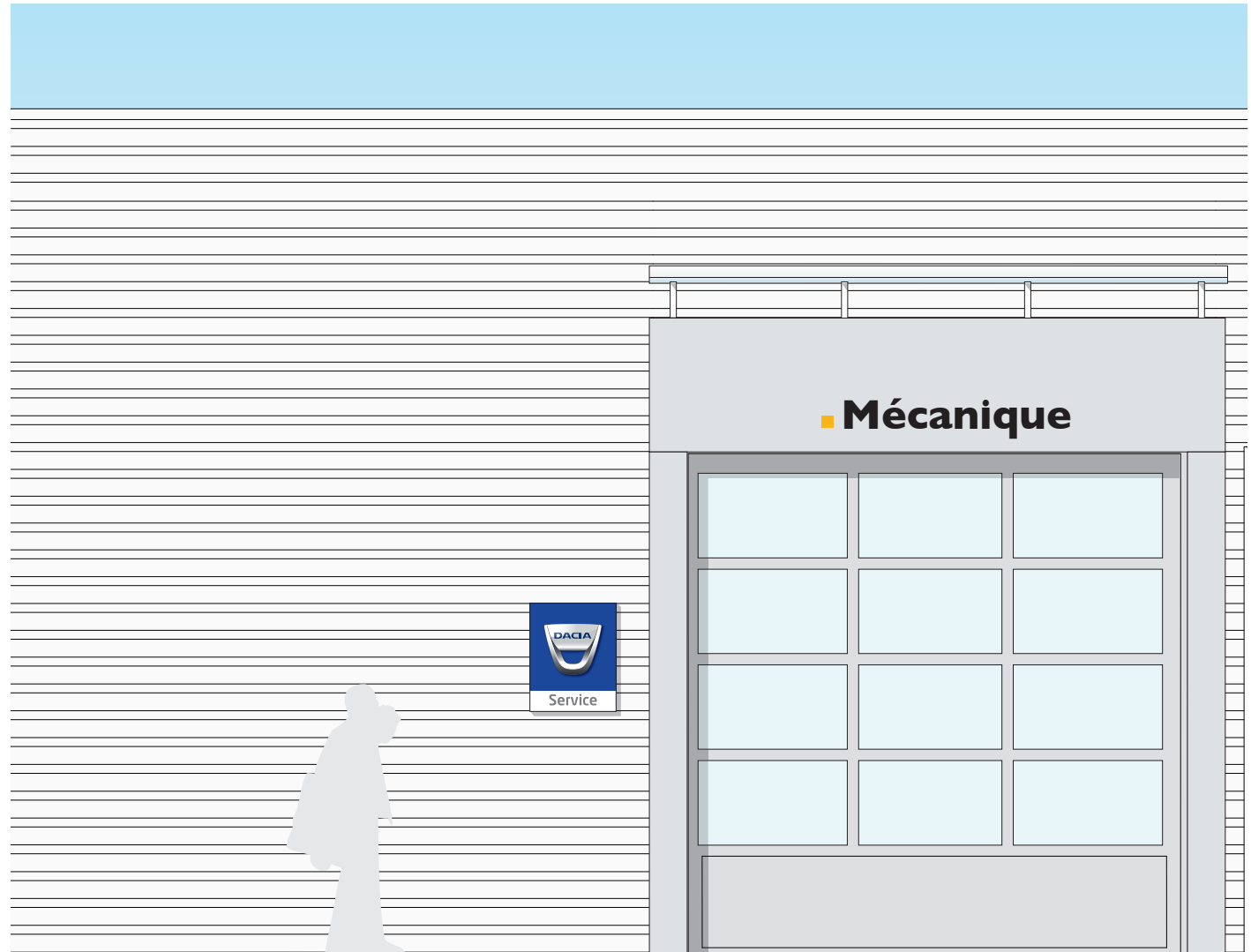
A computer file (EPS vector format) allows to ensure identical reproduction.

Special attention should be devoted in reproduction:

- good matching colours,
- good continuing in tones,
- accuracy in printing (smooth screening)

### CAUTION

This Service can ONLY be USED on frontages of DACIA secondary network or RENAULT corners .



## 12.2 SERVICE PLAQUE

### Description

#### PRINCIPLE

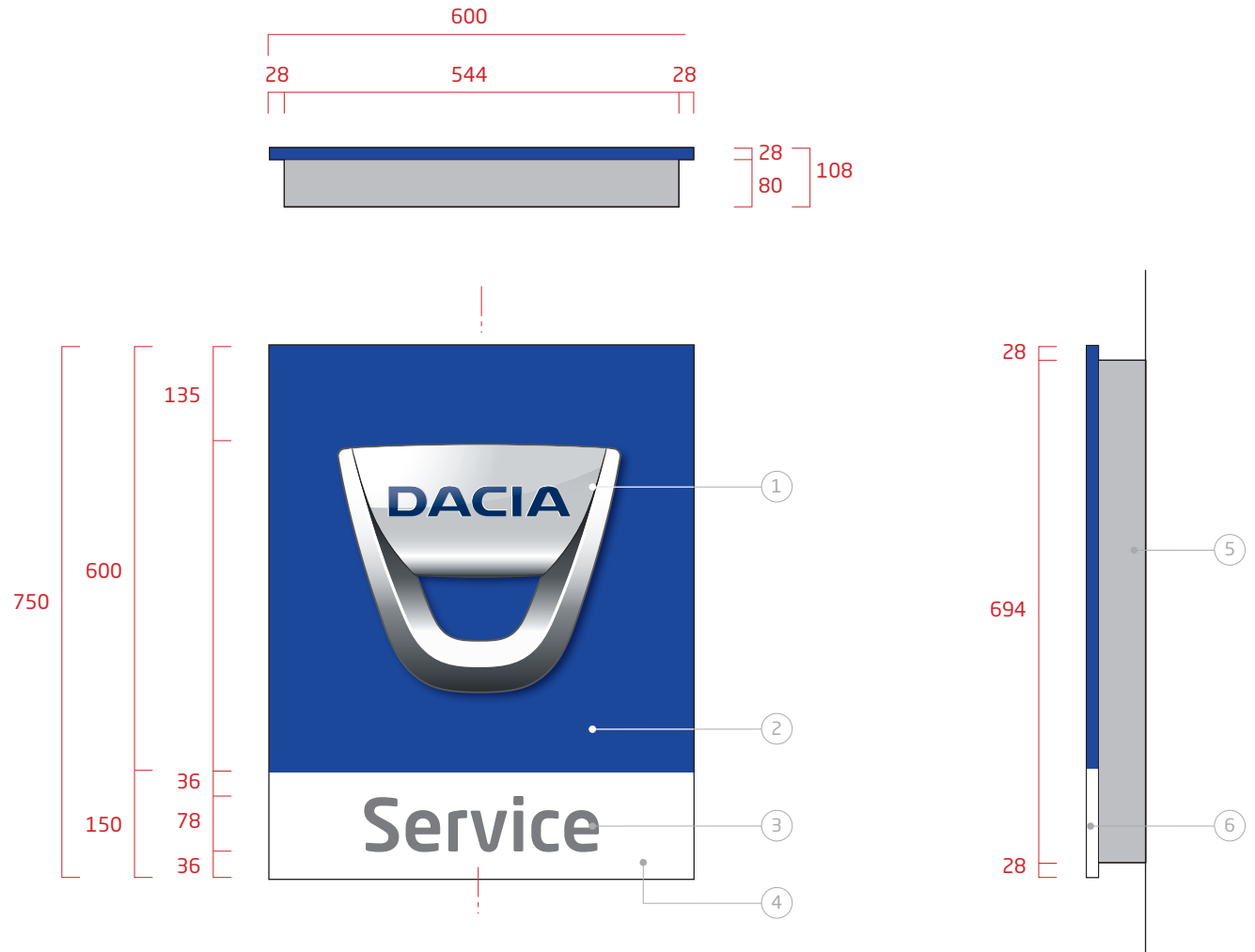
Service plaque is made with aluminium panel including raised edges. This panel is fitted to a frame using the same profiles as for the activity panels.

DACIA emblem is silk-screen printed (or direct printed) on an aluminium sheet, glued on the sign face.

"Service" mention is produced with adhesive or silk-screen printed on a white vinyl recovering the bottom part and the sides of the front face.

#### KEY

1. 2D DACIA emblem
  - . 3 colours silk-screen printing on adhesive
  - . lacquered RAL 9010 white
  - . double side adhesive
2. Front face
  - . Aluminium sheet th. 15/10
  - . lacquered RAL 5002 blue
3. "Service" mention
  - . Adhesive decoration
  - . Pantone Cool Gray 11 C
  - . Neo Tech Dacia Medium type face
  - . Centered
4. White adhesive decoration
5. Frame
  - . Aluminium sheet th. 15/10
  - . lacquered Pantone Cool Gray 5C
6. Decorated sides of the front face
  - . White adhesive

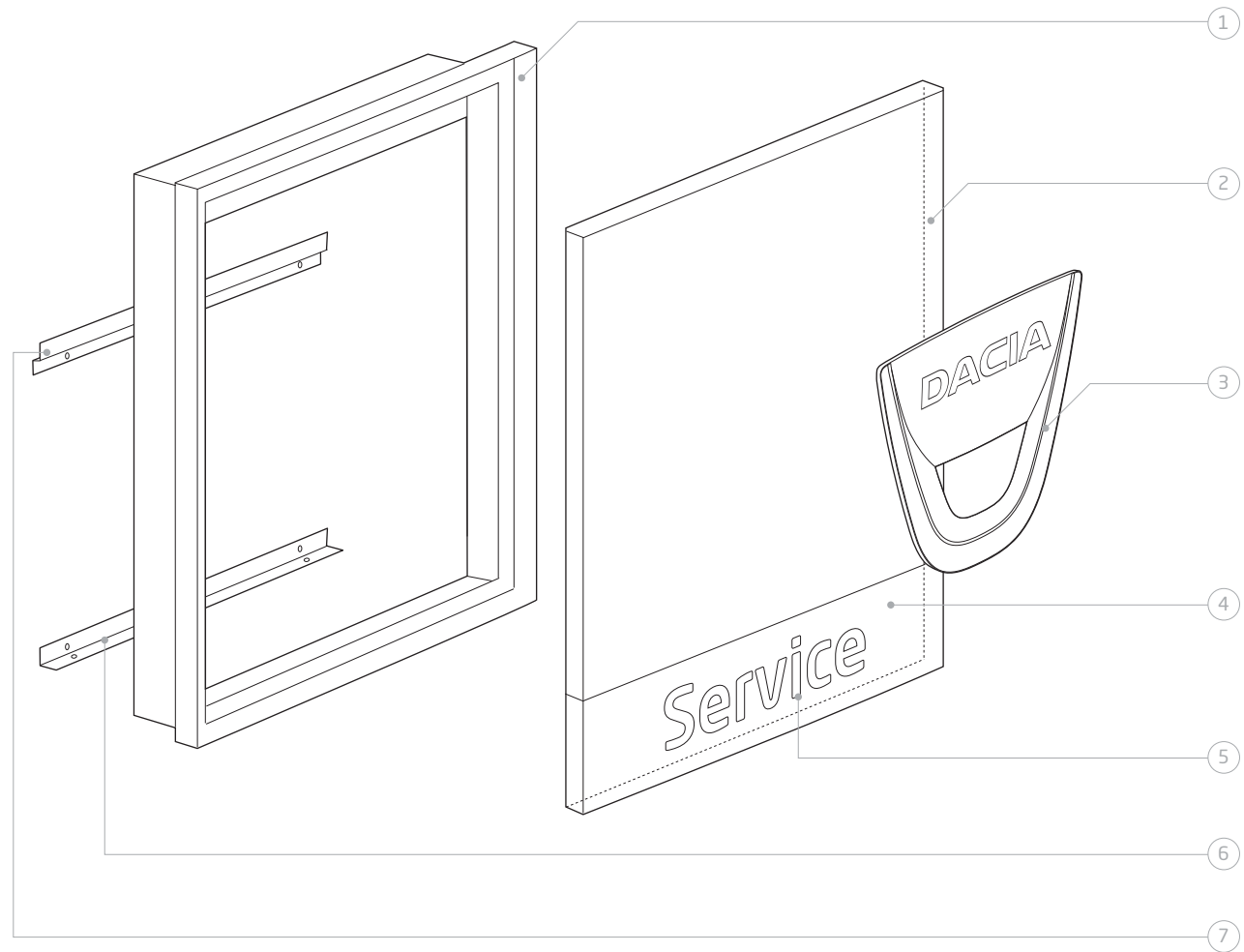


## 12.3 SERVICE PLAQUE

Exploded view

### KEY

1. Frame
  - . Aluminium pre-lacquered th. 15/10
  - . Pantone Cool Gray 5C
2. Front face
  - . Aluminium pre-lacquered th. 15/10
  - . RAL 5002 blue
3. 2D DACIA emblem
  - . 3 colours silk-screen printing on adhesive
  - or digital printing
  - . lacquered RAL 9010 white
  - . double sided adhesive
4. White adhesive decoration
  - . "Service" mention
  - . Adhesive decoration
  - . Pantone Cool Gray 11 C
  - . Neo Tech Dacia Medium type face
  - . Centered
6. Cleat
  - . Aluminium with unworked finish
7. Suspension profile
  - . Aluminium with unworked finish



# 12.4 DACIA SECONDARY NETWORK FASCIA

## Presentation

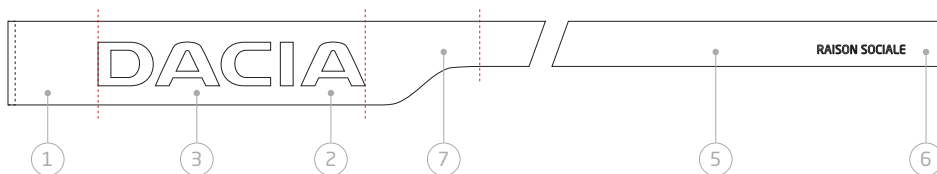
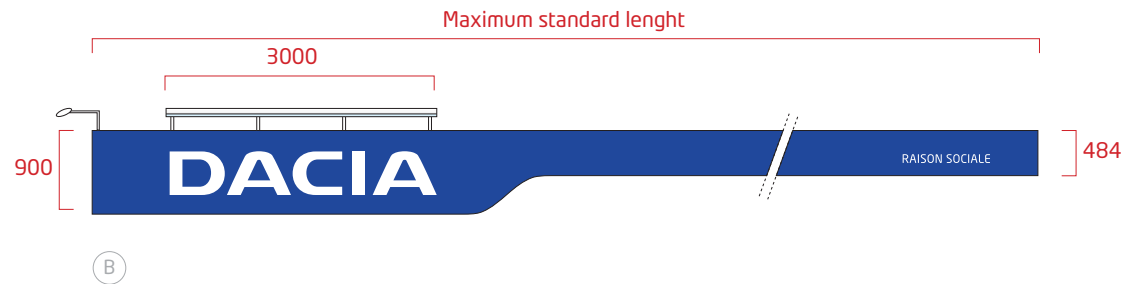
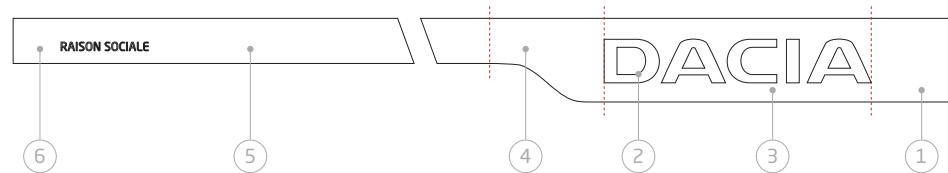
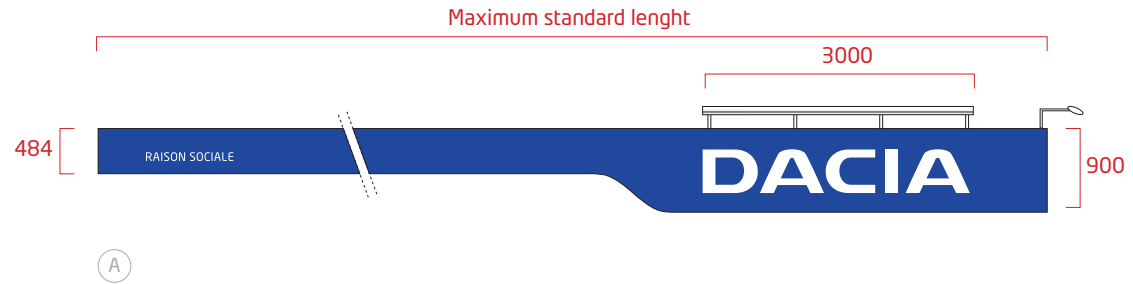
### PRINCIPLE

Signage elements used on the DACIA BOX frontages includes DACIA lettering with illuminated strip.

Standard height of this fascia is 900 mm. Length of fascia will be trimmed to each frontage with a specific module.

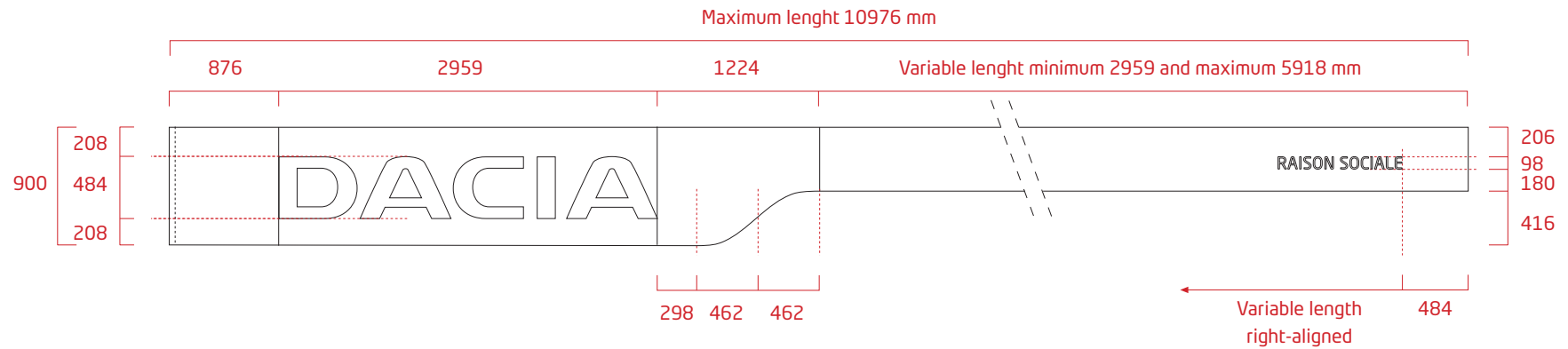
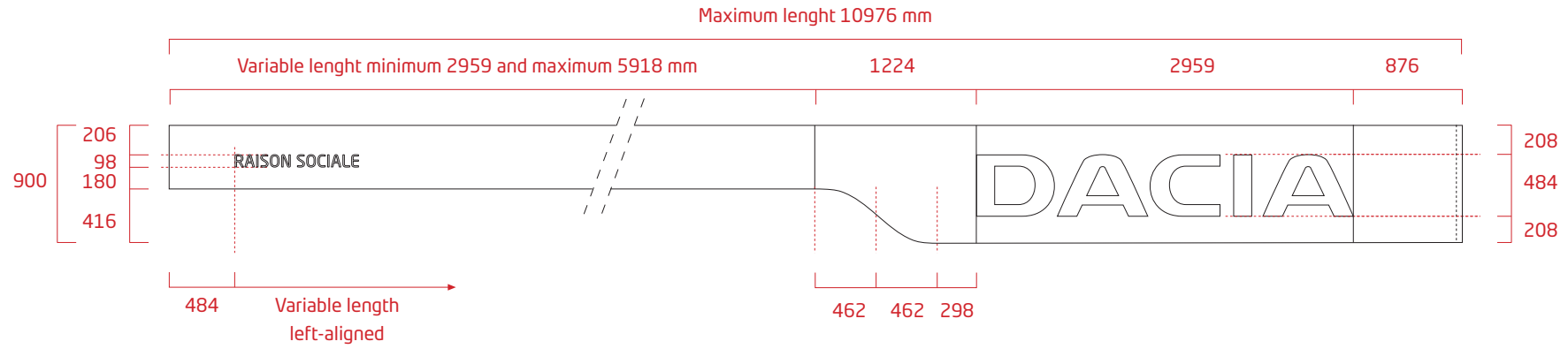
### KEY

- A. Fascia for secondary frontage
- B. Fascia for main frontage
  
- 1. First element of the fascia
- 2. Letters of DACIA logotype  
White adhesive
- 3. Right element with letters of DACIA logotype
- 4. Left element with a wave shape
- 5. Special module - h. 484 mm
- 6. Dealer name
- 7. Right element with a wave shape



# 12.5 DACIA SECONDARY NETWORK FASCIA

Dimensions and outline of fascia



## 12.6 DACIA SECONDARY NETWORK FASCIA

### Cross section

#### LIGHTING

Lighting is ensured by a strip consisting in fluorescent tubes implanted in an aluminium ledge.

The electrical equipment includes one line of fluorescent tubes measuring 1200 mm with a crystal PMMA protection.

Tubes can be crossed or lined up edge to edge to avoid any light spots on the fascia faces.

#### BRACKET ARMS

The bracket arms are made of aluminium square tube 25 x 25 x 2 mm, cut on a 45° angle, welded and sanded.

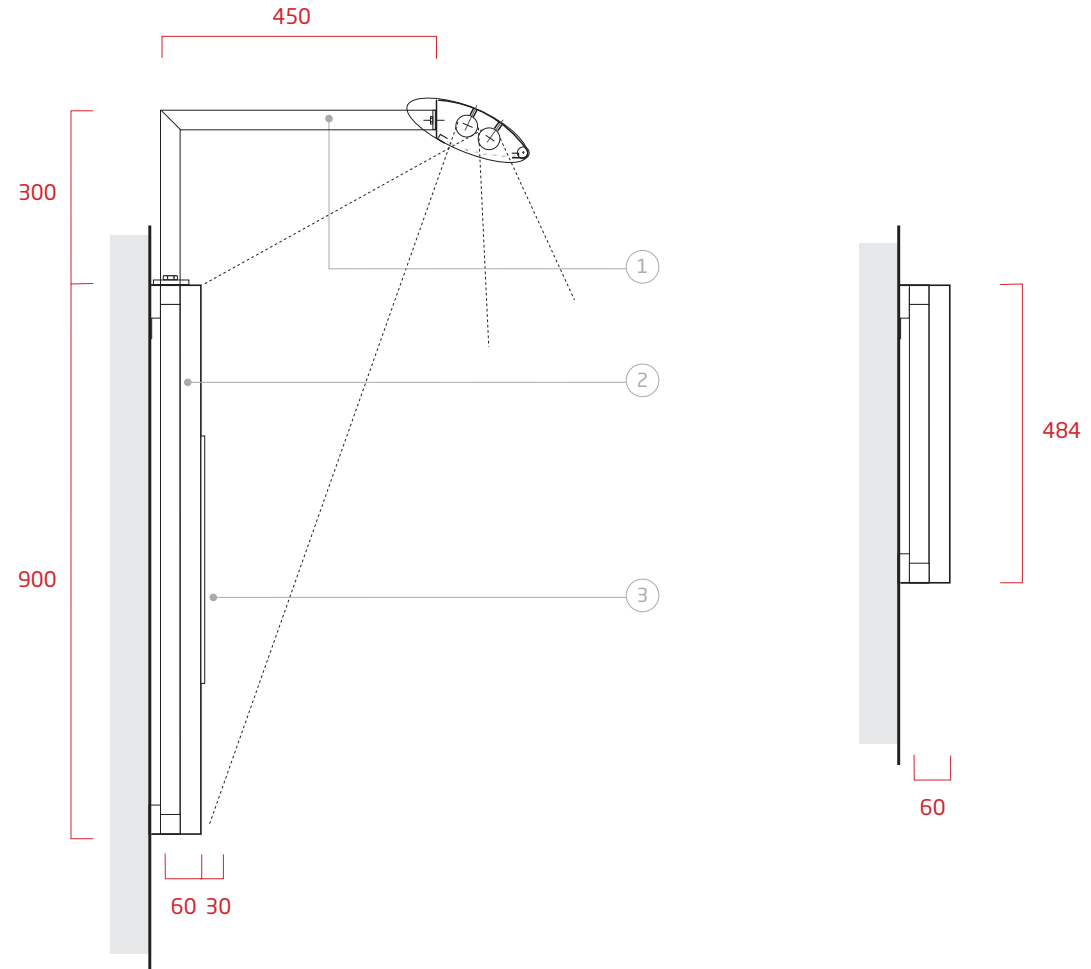
The finish is lacquered RAL 9010 white

#### DACIA LETTERING

DACIA letters are made with white adhesive. They must not be implanted across a junction. A minimum 7 year warranty for adhesive is required.

#### KEY

1. Panels
2. Bracket arms
3. Adhesive DACIA lettering



## 12.7 DACIA SECONDARY NETWORK FASCIA

Exploded view of logotype area

### PRINCIPLE

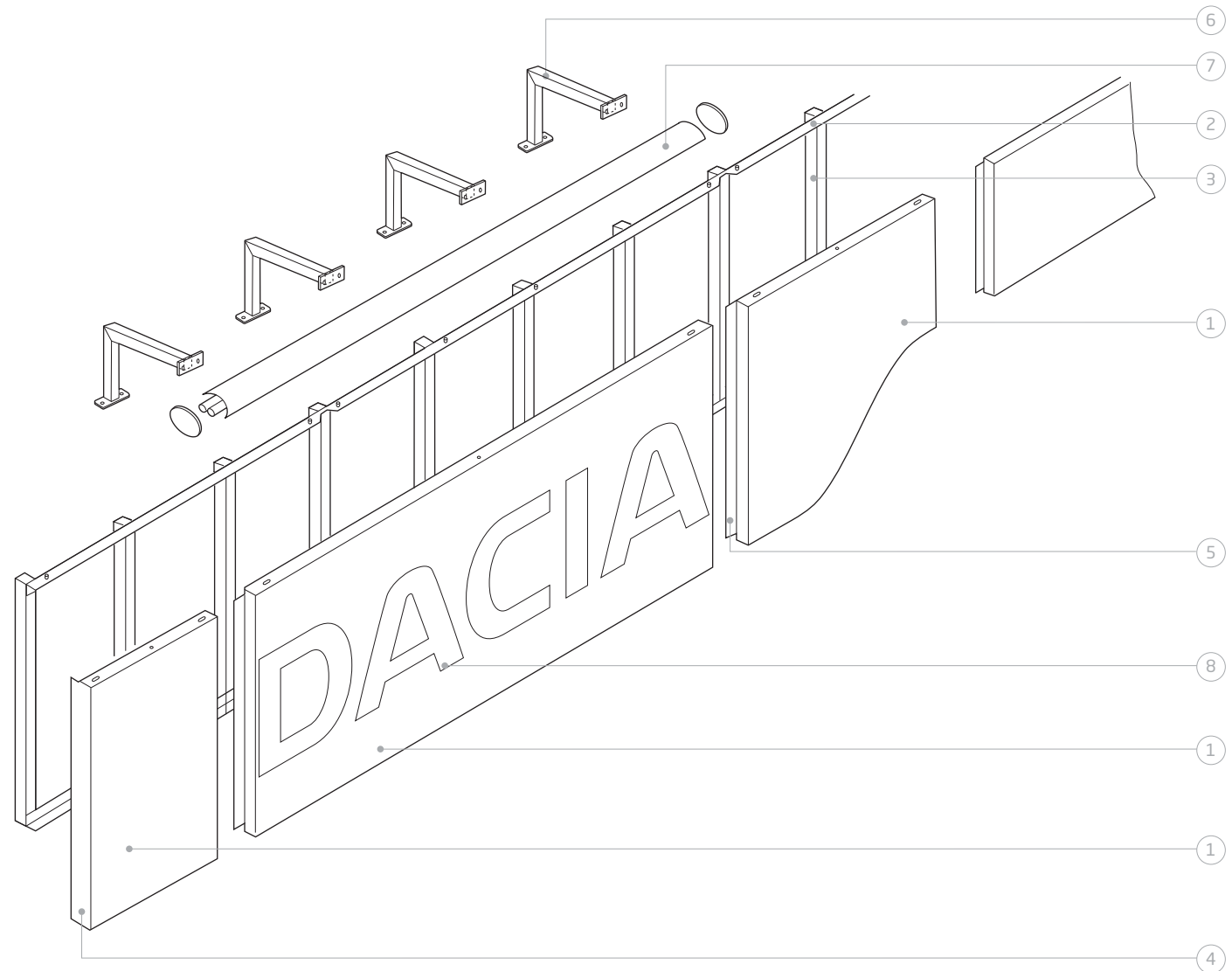
The fascia is fitted to a ladder type rear structure so that any defects in smoothness of the brickwork can be remedied.

This structure includes a cleat in the upper part from which the fascia is suspended.

This cleat includes a cut out to help ensure smoothness of the metal panel during dilatation. The fascia comprises a tablet metal panel including vertical returns. A return measuring 60 mm on each end of the fascia ensures perfect masking of the structure.

### KEY

1. Aluminium panel th. 15/10  
RAL 5002 blue
2. Aluminium cleat 30 x 20 x 2 mm welded onto the vertical square tubes
3. Aluminium tube 30 x 30 x 2 mm welded onto the structure with unworked finish
4. Return of 60 mm on the vertical and lower edges of the fascia
5. Return measuring 20 mm min.
6. Bracket arms  
Aluminium tube 25 x 25 x 2 mm to bear the edge and allow for passage of electrical cables lacquered with RAL 9010 white
7. Illuminated strip  
Aluminium section lacquered with RAL 9010
8. DACIA lettering  
white adhesive

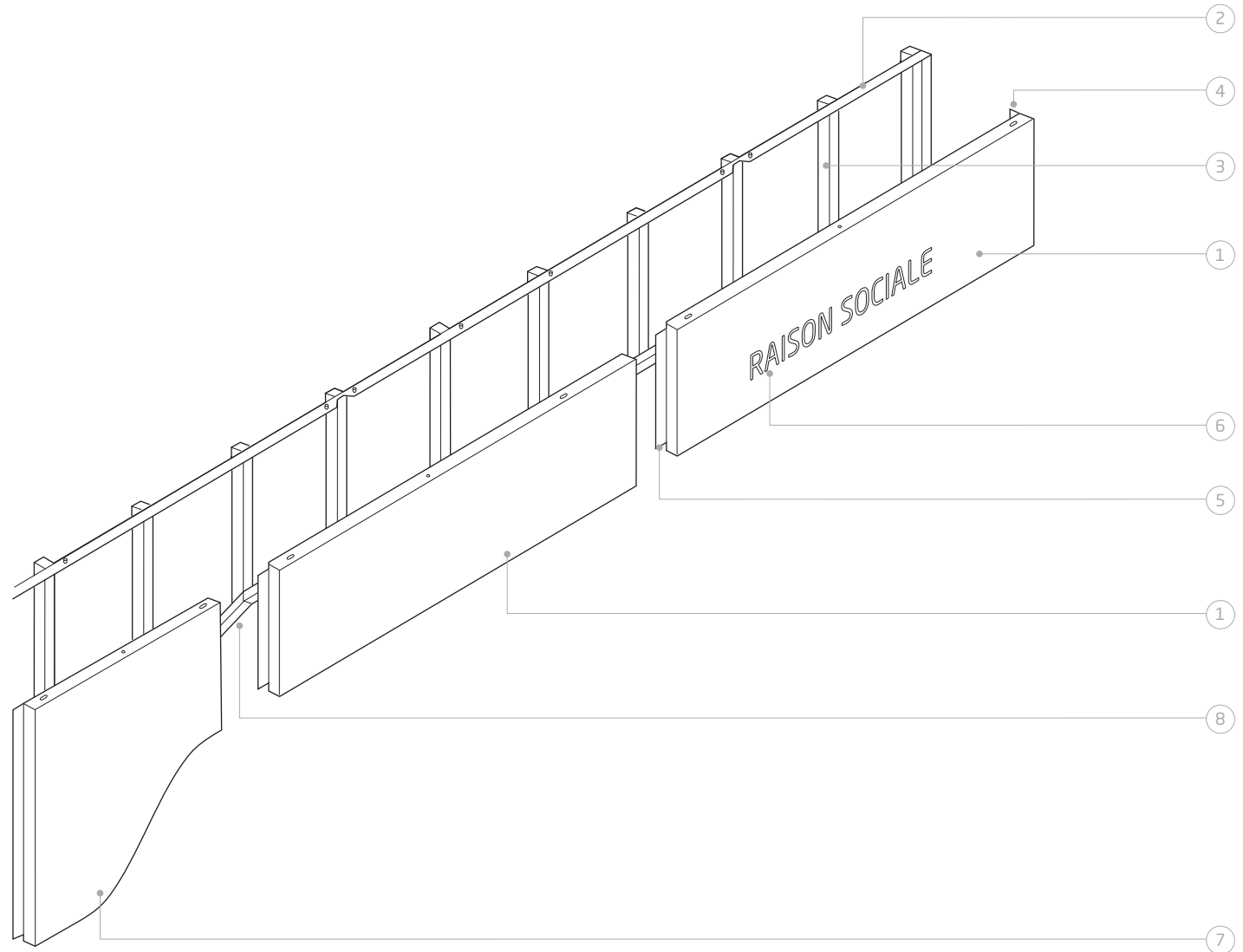


## 12.8 DACIA SECONDARY NETWORK FASCIA

Exploded view of dealer name area

### KEY

1. Aluminium panel th. 15/10  
· RAL 5002 blue
2. Aluminium cleat 30 x 20 x 2 mm welded onto the vertical square tubes
3. Aluminium tube 30 x 30 x 2 mm welded onto the structure with unworked finish
4. Return of 60 mm on the vertical and lower edges of the fascia
5. Return measuring 20 mm min.
6. Dealer name  
RAL 9010 white adhesive  
· Neo Tech Dacia Regular type face  
· Capitals
7. Wave shape face  
· Aluminium sheet  
· Raised edges  
· Painted in RAL 5002 blue
8. Adaptation of the structure to the wave form of the fascia





### PRINCIPLE

DACIA flag insignia for secondary network is identical to the 1150 mm corporate flag insignia with the exception of the non-illuminated 2D DACIA emblem.

This 1150 mm flag insignia can be mounted directly onto the brickwork or on mast:

- > 1150 mm flag insignia on a 6500 mm mast
- > 1150 mm flag insignia on a 4500 mm mast

### PARTICULARITY

The 2D DACIA emblem is printed on an aluminium sheet by silk-screening or direct printing on the face.

The face is cut following the exterior contours of the DACIA emblem. The centre of the emblem is cut out too.

### REPRODUCTION

A computer file (EPS vector format) allows to ensure identical reproduction.

Special attention should be devoted in reproduction:

- good matching colours,
- good continuing in tones,
- accuracy in printing (smooth screening)

### CAUTION

This insignia can **ONLY** be USED on frontages of DACIA secondary network.



# 12.10 DACIA SECONDARY NETWORK FLAG SIGN

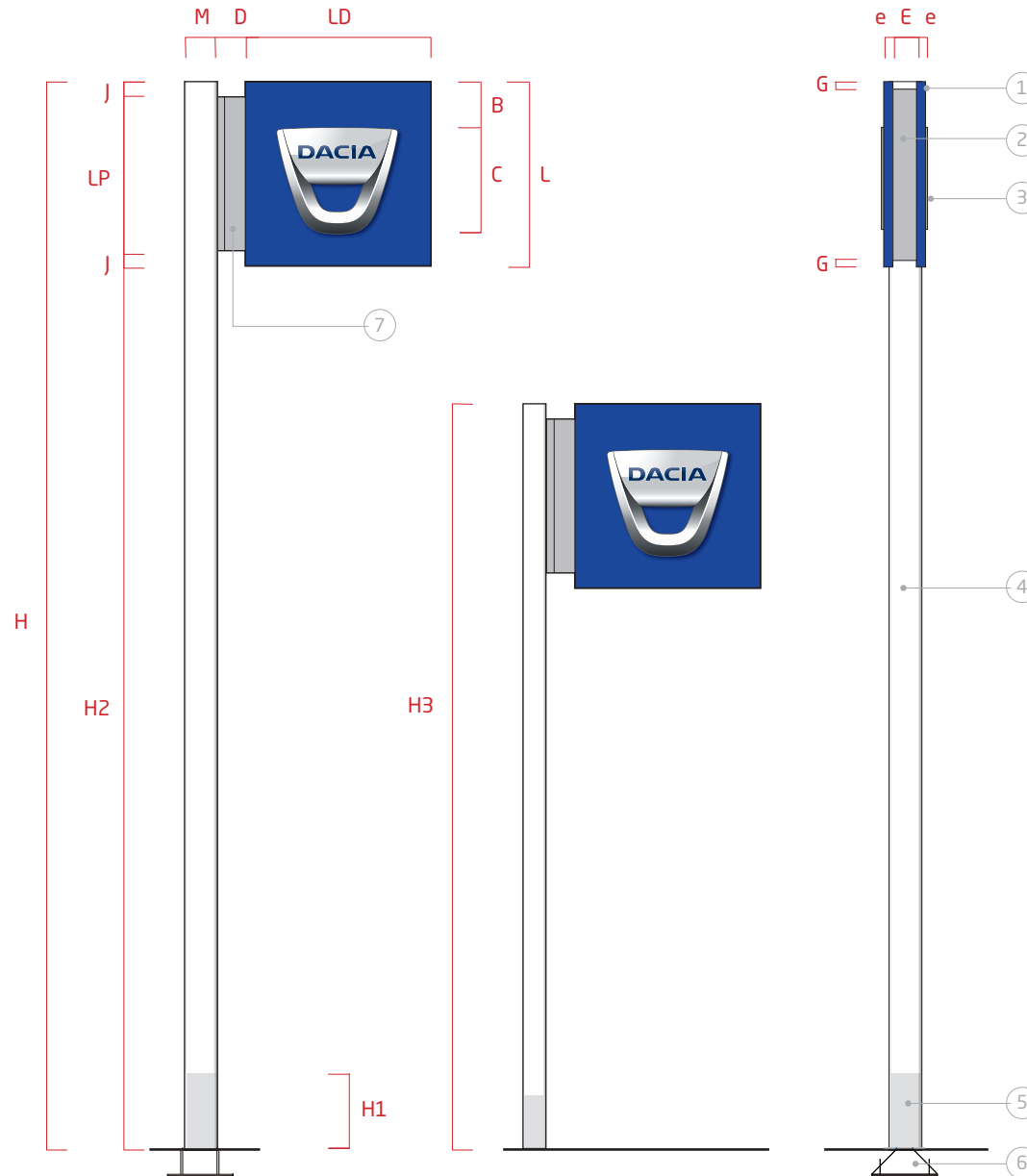
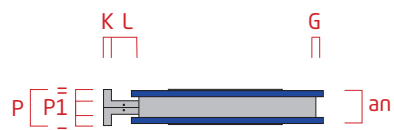
1150 mm flag insignia

## DESCRIPTION

- . Aluminium lacquered face
- . 3D Dacia emblem with integrated lighting
- . 40 % glossy satin finish
- . 200 x 200 x 6500 mm steel mast or 120 x 120 x 4500 mm

## KEY

1. Front face
  - . RAL 5002 blue
  - . Aluminium pre lacquered th. 15/10
2. Hollow base decoration (structure)
  - . Pantone Cool Gray 5C
3. 2D DACIA emblem
  - . 3 colours silk-screen printing on adhesive or digital printing
  - . lacquered RAL 9010 white
  - . double side adhesive
4. Steel mast
  - . Lacquered RAL 9010 white
5. Adhesive plinth
  - . Pantone Cool Gray 5C
6. Plates and reinforcements for ground attachment (embedded)
  - . Protected by galvanization
7. Bracket covers
  - . Bended aluminium
  - . Lacquered Pantone Cool Gray 5C



| cote | Insignia 1150 |
|------|---------------|
| LD   | 1150          |
| B    | 270           |
| C    | 675           |
| H    | 6500          |
| H1   | 300           |
| P    | 170           |
| e    | 28            |
| E    | 112           |
| and  | 168           |
| G    | 28            |
| J    | 105           |
| LP   | 940           |
| K    | 48            |
| L    | 94            |
| D    | 142           |
| P1   | 63            |
| P    | 115           |
| M    | 200           |
| H2   | 5350          |
| H3   | 4500          |

# 12.11 DACIA SECONDARY NETWORK FLAG SIGN

Exploded view

### KEY

- 1. 2D DACIA emblem
  - . 3 colours silk-screen printing on adhesive
  - . or digital printing
  - . lacquered RAL 9010 white
  - . double side adhesive
- 2. Rear face
  - . RAL 5002 blue
  - . Aluminium prelacquered th. 15/10
- 3. Internal structure
  - . Aluminium or steel protected by galvanization
- 4. Plates and tubular brackets
  - . Protected by galvanization
- 5. Bracket covers
  - . Bended aluminium
  - . lacquered Pantone Cool Gray 5C
- 6. Steel mast
- 7. Front face
  - . RAL 5002 blue
  - . Aluminium prelacquered th. 15/10

