

Renault Dacia sites

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Renault Dacia sites

finely tuned management of the brands

Sales network with a brand logic

The challenge is to create a coherent network according to two situations:

- integration of a DACIA corner into a Renault site,
- co-existence of Renault and Dacia brands on the same site.

Renault sites with a Dacia corner

This is a Renault site where part of the showroom is devoted to showcasing certain models from the Dacia range (a maximum two models on display).

The Dacia brand is identified by a flag and a marker-sign, these elements coexisting with the Renault identification media through careful management.

Multibrand Renault Dacia sites

The identification systems of the two brands appear together on the same site with two separate showrooms.

The site is organized to offer ideal conditions for harmonious co-existence of the brands.

discovering the
Renault Dacia
sites

sites with a Dacia corner

identification of the site



sites with a Dacia corner
typical façade



① **Renault totem and flags**

The Renault totem identifies the site.
 Among the Renault flags, a Dacia flag indicates the presence of the Dacia brand.

② **The Renault showroom**

The Renault showroom incorporating a Dacia corner is identified by a woven metal mesh banner featuring the diamond, Renault word, site name and overhead panel.

③ **The After-Sales façade**

The workshop bays are identified by their cladding and identification markings.
 A Dacia Workshop sign signifies that After-Sales service for Dacia vehicles is provided on the site in the Renault workshops.

sites with a Dacia corner
the Dacia corner



① The Dacia corner

The corner enables certain models from the Dacia range to be displayed in an area which is dedicated but not separate from the Renault showroom.

② The Dacia marker sign

The marker sign indicates the presence of the Dacia brand in the Renault showroom.

sites with a Dacia corner

General organization

Components

- ① Customer parking for showroom
- ② Display areas
- ③ Renault Store showroom
- ④ Headline zone
- ⑤ After-Sales façade
- ⑥ After-Sales customer parking area

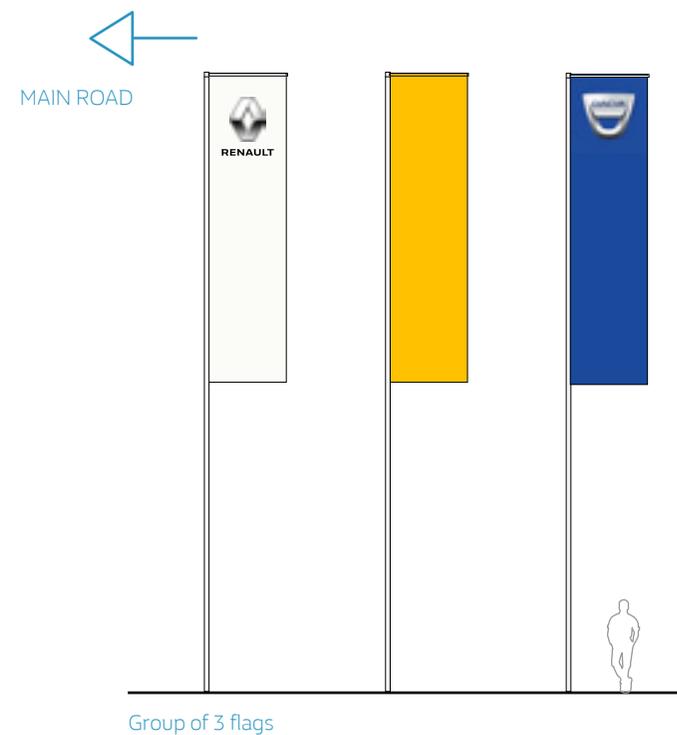


sites with a Dacia corner flags

Group of 3 flags

On a Renault site with a Dacia corner, the flags are arranged in groups of 3, strictly in the sequence shown opposite.

The Dacia flag is associated with the 2 Renault flags.



Note

The Renault flag is always located closest to the main road.

sites with a Dacia corner

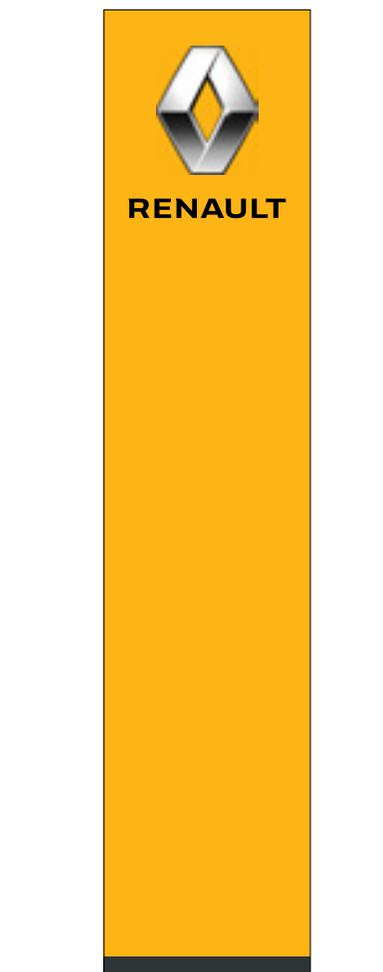
totem

Layout rules

Renault sites with Dacia corner are identified by the Renault totem positioned on the main façade in line with the entrance to the showroom.

Note

The Dacia corner is identified with a marker sign, distinct from the Dacia totem reserved for multibrand sites.



sites with a Dacia corner the Dacia marker sign

Purpose

The Dacia marker sign has a local communication function, indicating the presence of a Dacia corner in the Renault showroom.

It is positioned:

- ① preferably near the main road,
- ② otherwise near to the façade of the Dacia corner.



①



②

sites with a Dacia corner

positioning of the Dacia marker sign

Rule 1.

The Dacia marker sign is positioned near the main road As far as possible

The Dacia marker sign shall be located near the site entrance.

Rule 2.

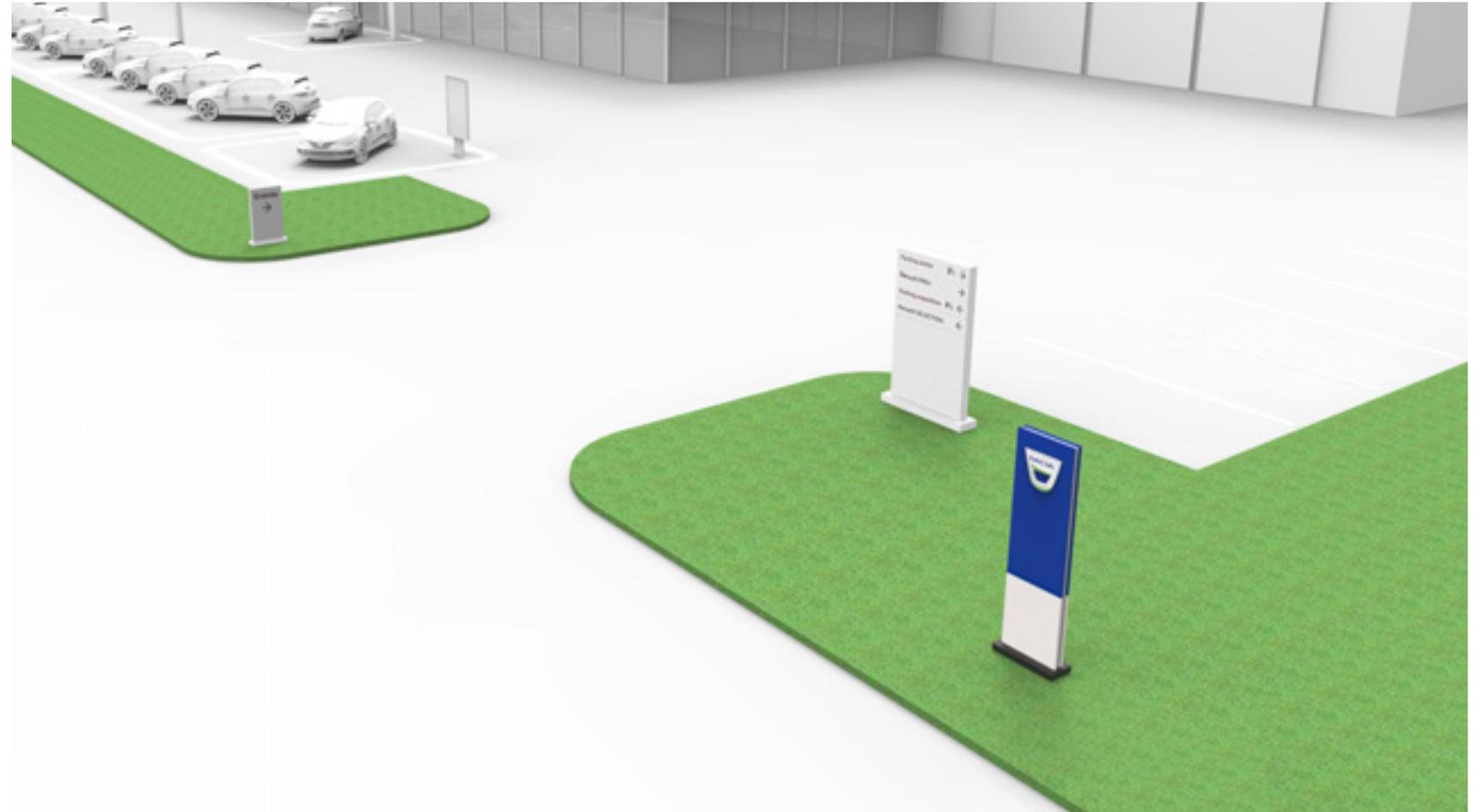
When installation close to the main road is not possible, the Dacia marker sign should be positioned near the showroom façade

This exceptional arrangement is suitable in particular if an activities sign is used.

Rule 3.

The Dacia marker sign shall be arranged parallel to the main façade

This arrangement avoids weakening the impact of the totem and expresses the brand hierarchy when a Dacia corner is incorporated into a Renault showroom.



sites with a Dacia corner

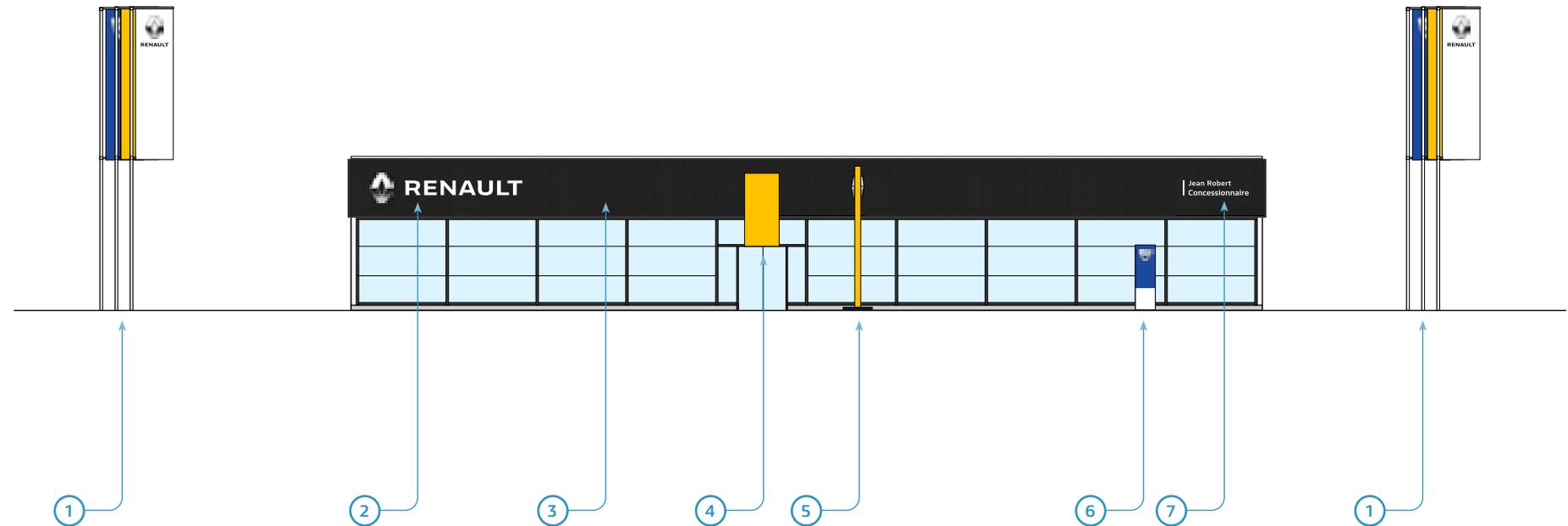
typical façade

Layout rules

- The façade of the Renault showroom is identified as for a single-brand site.
- A Dacia marker sign shall be located near the site entrance or, failing that, close to the Dacia corner.

Components

- ① Flags
- ② The façade markings
- ③ The woven-metal mesh
- ④ The overhead panel and adhesive door markings
- ⑤ The totem
- ⑥ The marker sign for the Dacia corner
- ⑦ The Site name



sites with a Dacia corner

the after-sales façade

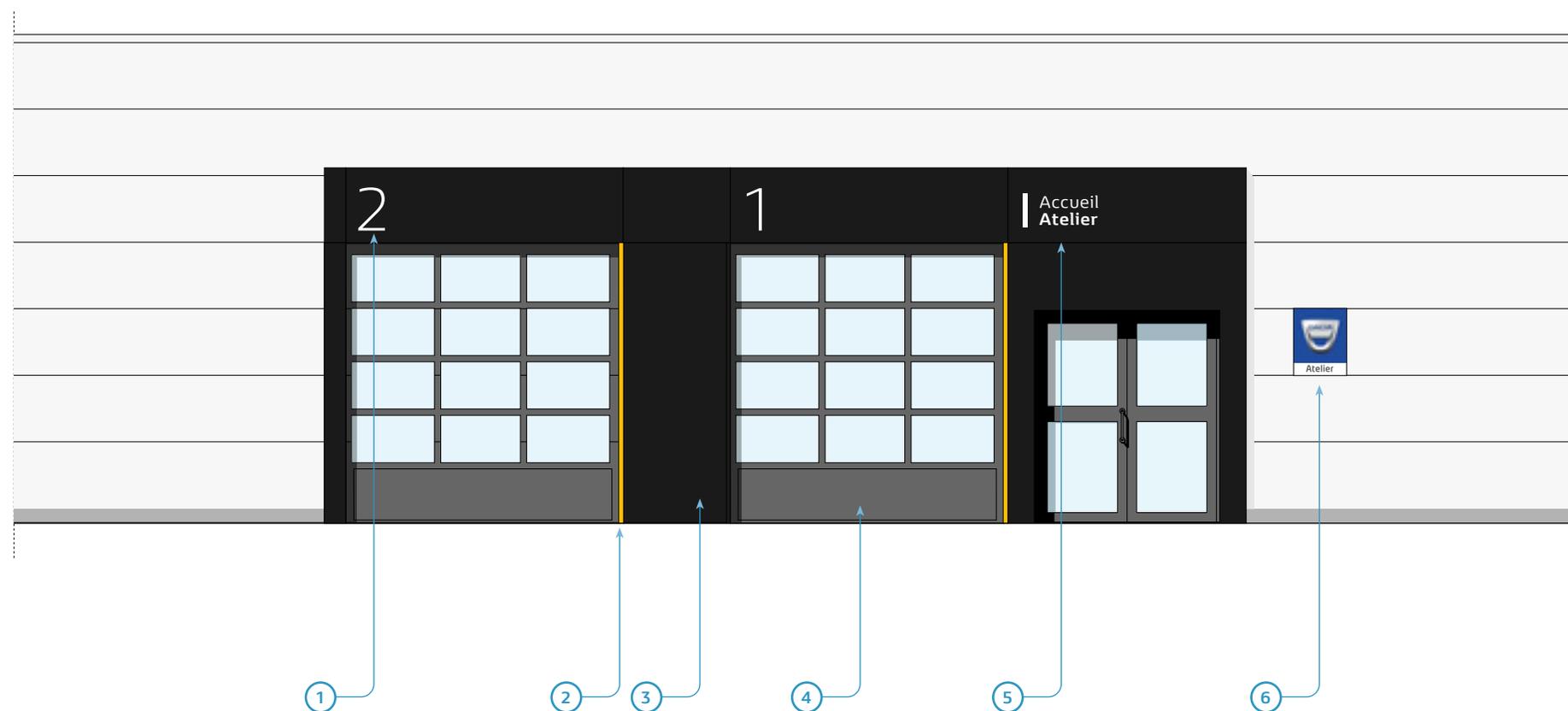
without specific Dacia bay

Layout rules

- When Dacia After-Sales flow represents less than 50% of total After-Sales flow at the site, the workshop bays are identified using the Renault signage system.
- A Dacia Workshop identification panel is positioned on the wall next to the Workshop Reception.

Components

- ① Numbering
- ② The vertical yellow strip
- ③ Cladding of bays in metallic dark grey
- ④ The workshop door in RAL 7021 Grey
- ⑤ Identification markings
- ⑥ Dacia Workshop sign



Note

See the section of the Installation guide devoted to workshop bays to find out more about the possible configurations.

sites with a Dacia corner

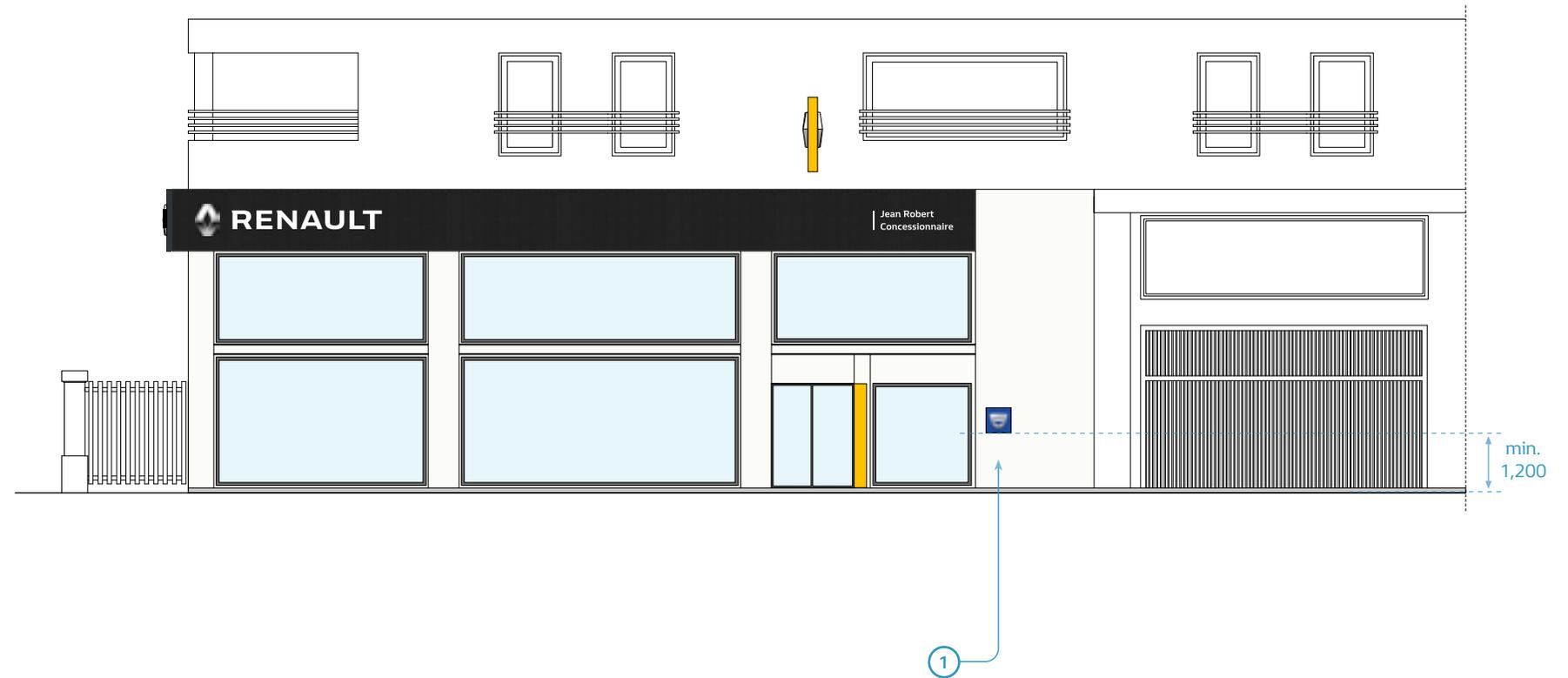
the city-centre sites 1

Adaptation rule

In city-centre, the Dacia marker sign generally can not be implemented because of its dimensions.

- Identifying the Dacia corner will be done through a wall panel with the Dacia signature.

This panel will be located near the corner Dacia and / or the entrance of the showroom.



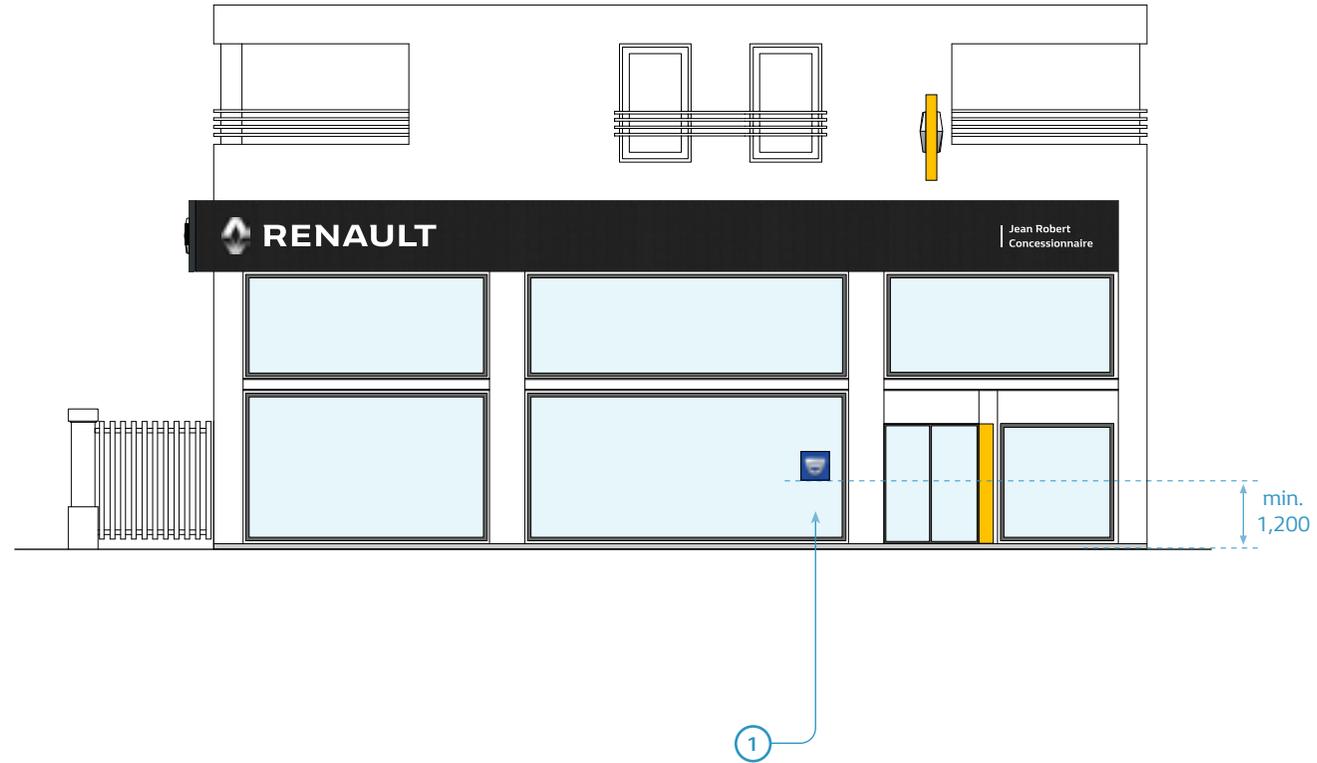
sites with a Dacia corner

the city-centre sites 2

Particular case

- When the façade does not allow implementation of Dacia panel on masonry (or siding), it will be possible to position the Dacia panel directly on the window near the corner Dacia and / or the entrance of the showroom.

The panel will be in the form of a printed ACM plate secured by adhesive having a black adhesive masking within the window.



Renault Dacia sites
**identification
of the site**



Renault Dacia sites typical façade



① Totems

The totems of each brand are positioned in front of the main façade in line with the entrance to the showroom.

② The exterior display areas

Exterior vehicle display areas are present in front of each showroom.

More substantial in the case of Renault, the display area usually covers the entire width of the showroom, shifting the customer parking spaces out to the sides.

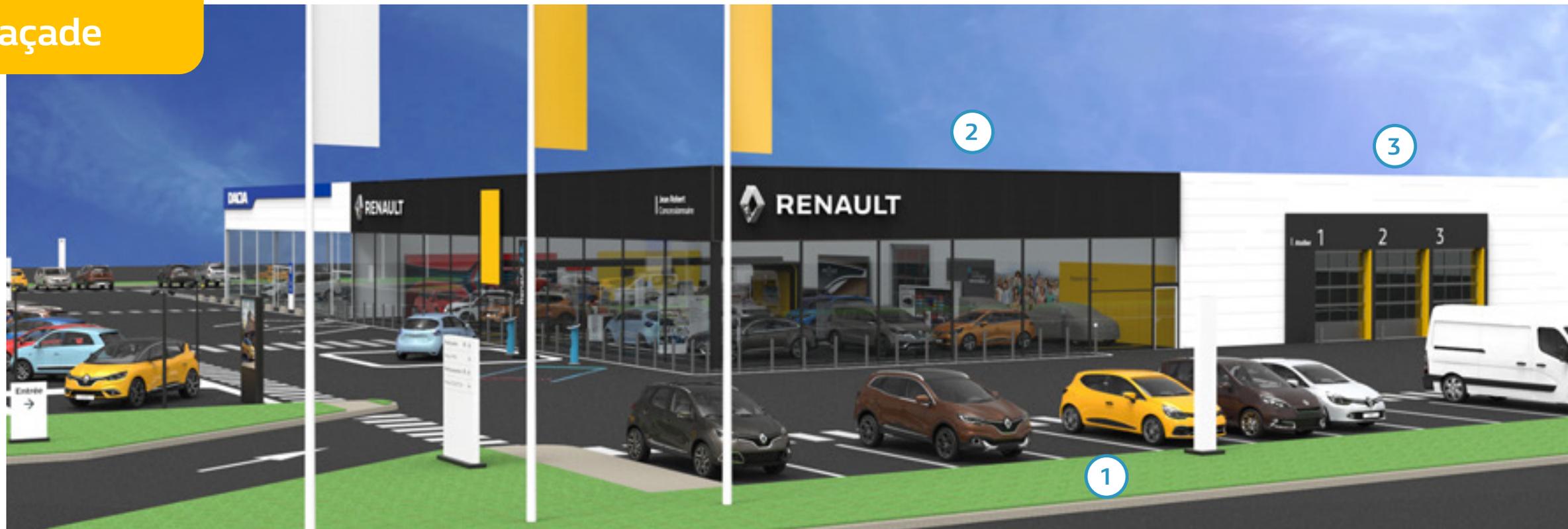
③ Showrooms

The showrooms bear the identity of each of the brands.

The main entrances of each of the showrooms are identified by the respective signage for each of the brands.

Renault Dacia sites

the Renault secondary façade



① Customer parking area

Wherever possible, the customer parking is on the secondary façade, identified by directional signage and parking signage.

② The secondary façade of the showroom

The secondary façade of the showroom is clad with woven-metal mesh and bears the Renault signature.

③ The After-Sales façade

The workshop bays are clad with dark grey panels.

Each bay is numbered.

Renault Dacia sites

the Dacia secondary façade



① Customer parking areas

Part of the customer parking area on the main façade is devoted to the display of Dacia vehicles.

A second parking area near the secondary façade increases the customer parking capacity.

② The secondary façade of the showroom

The secondary façade of the showroom features the Dacia banner which is justified with the glazed frontage of the Dacia showroom.

③ After-Sales façade

The workshop bays dedicated to the Dacia After-Sales service are identified by the Dacia signage.

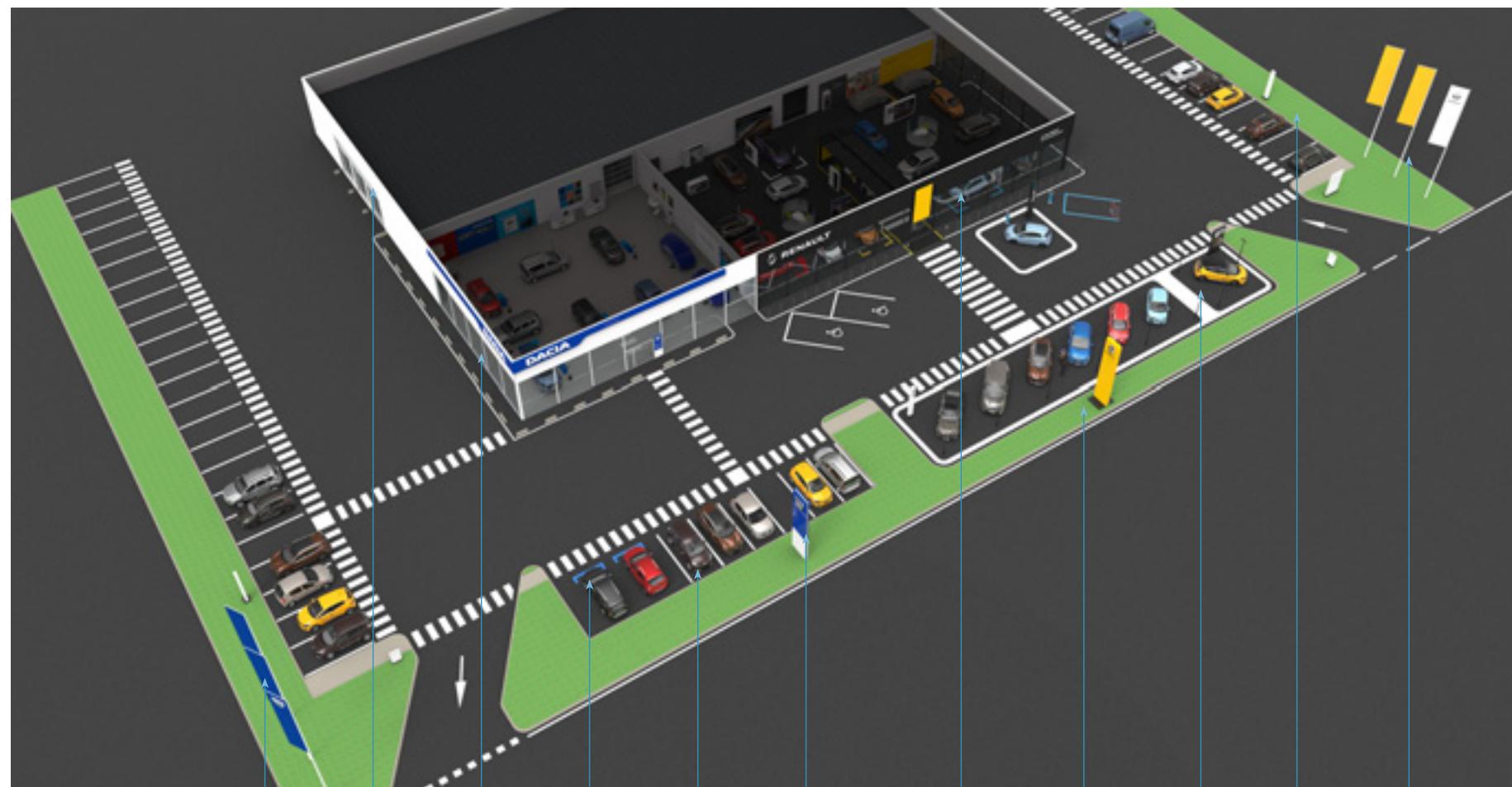
Renault Dacia sites general organization

Renault components

- ① The Renault flags
- ② Customer parking for Renault
- ③ The exterior Renault display areas
- ④ The Renault totem
- ⑤ The Renault showroom

Dacia components

- ⑥ The Dacia totem
- ⑦ Customer parking for Dacia
- ⑧ The exterior Dacia display area
- ⑨ The Dacia showroom
- ⑩ The Dacia workshop bays
- ⑪ The Dacia flags



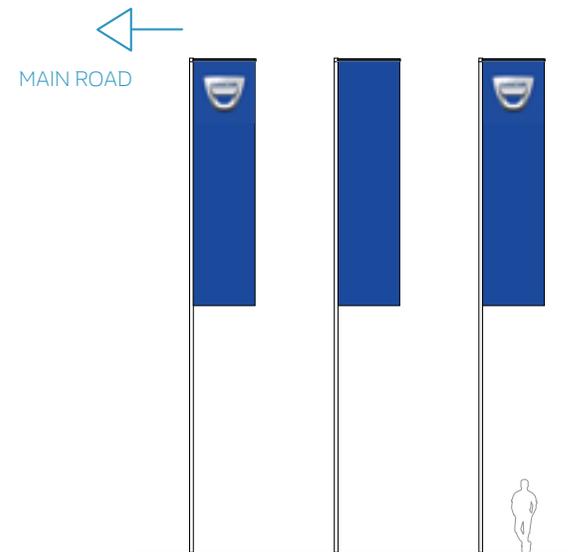
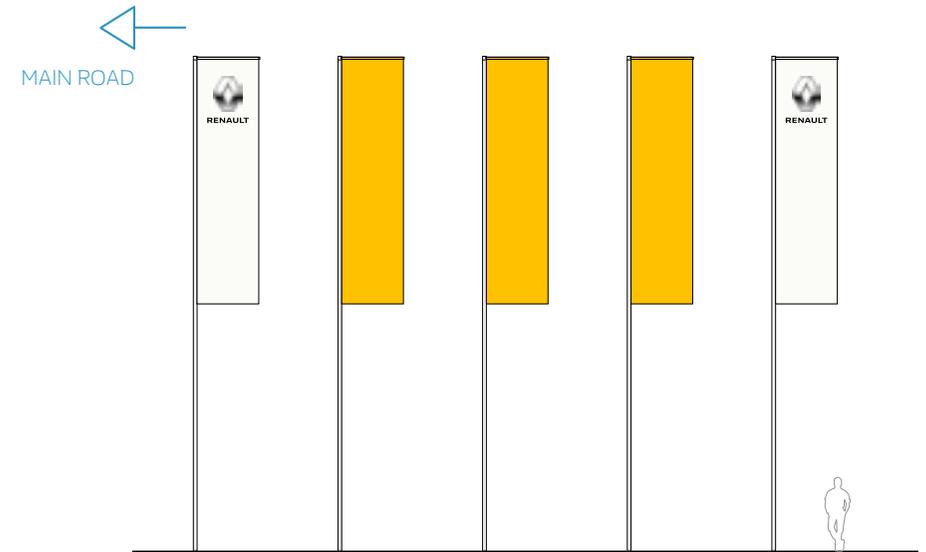
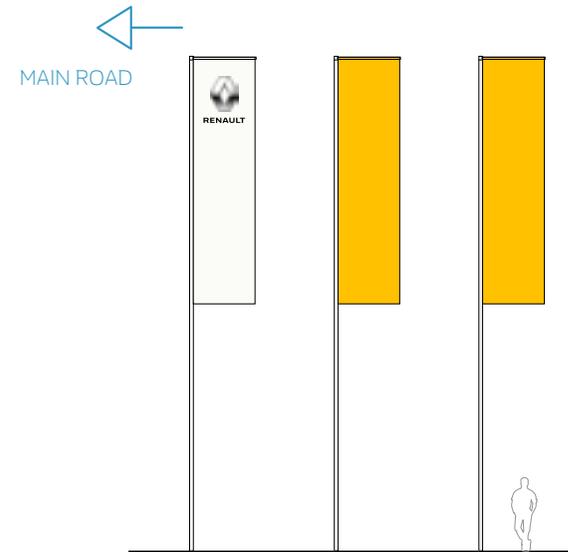
⑪ ⑩ ⑨ ⑧ ⑦ ⑥ ⑤ ④ ③ ② ①

Renault Dacia sites flags

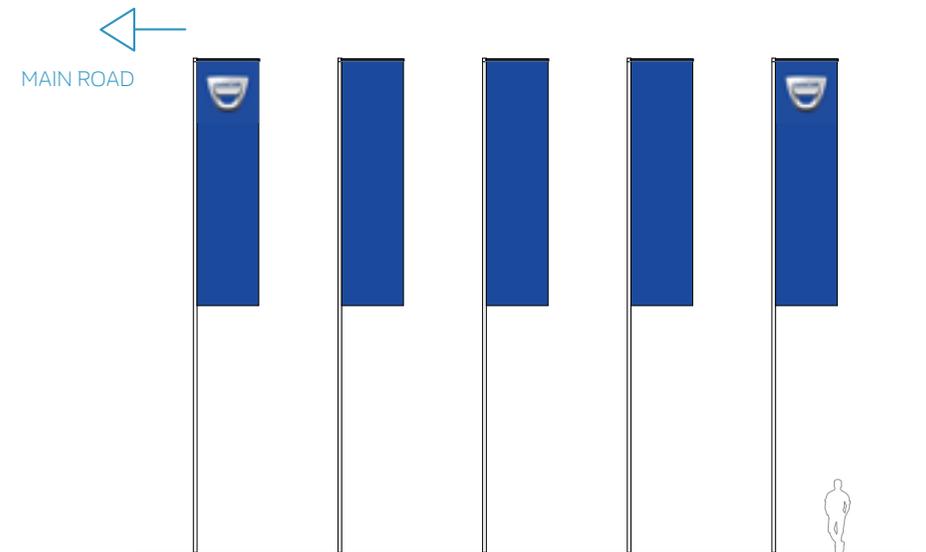
Layout rules

The flags can be arranged in groups of 3 or 5, in the strict sequences presented below.

They are arranged on either side of the site, close to the corresponding showroom.



Group of 3 flags



Group of 5 flags

Rule

Arrangements in groups of 5 shall be reserved for M or L format sites.

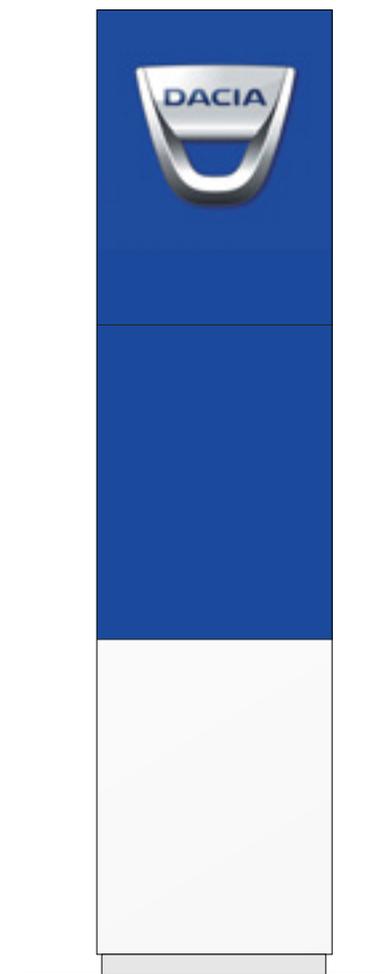
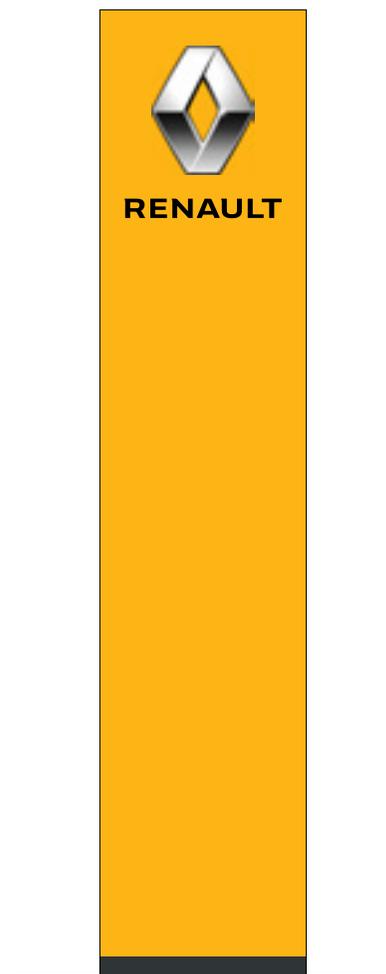
Renault Dacia sites

totems

Layout rules

Renault Dacia sites are identified by totems for each brand, of equivalent size.

The totems are positioned on the main façade in front of the showrooms.



Renault Dacia sites

main façade

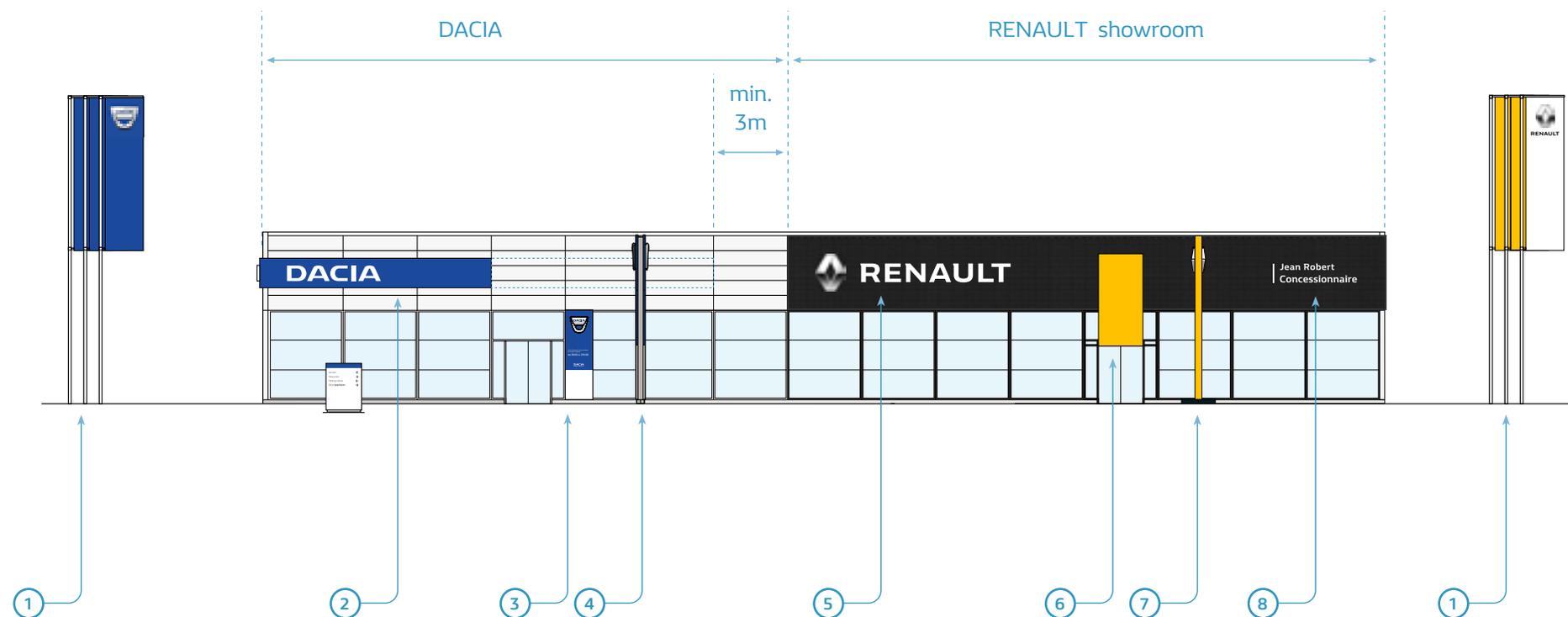
with rectangular Dacia banner

Layout rules

- The façade of the Renault showroom is identified as for a single-brand site.
- Signage for brand-specific entrances applies.
- There shall be a minimum distance of 3m between the end of the Dacia banner and the end of the Renault showroom (exclusion area).

Components

- ① Dacia and Renault flags
- ② Dacia banner
- ③ Dacia entrance signage
- ④ The Dacia totem
- ⑤ Façade markings on the woven mesh
- ⑥ Overhead panel and adhesive markings
- ⑦ The Renault totem
- ⑧ The Site name



Renault Dacia sites

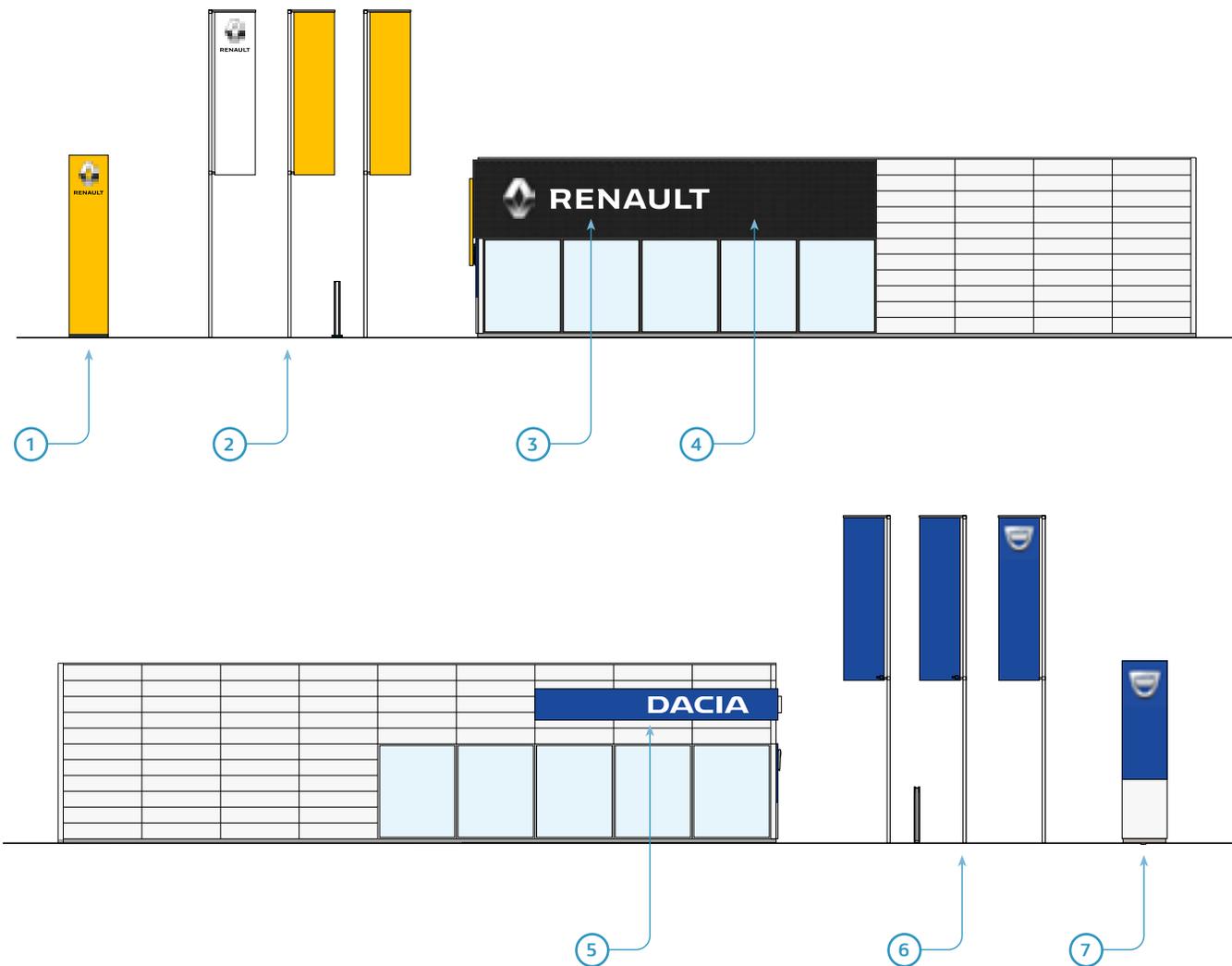
secondary façades with rectangular Dacia banner

Layout rules

- The secondary façades of the respective showrooms are identified by each of the brand's own signage.

Components

- ① The Renault totem
- ② The Renault flags
- ③ The façade markings
- ④ The woven-metal mesh
- ⑤ The Dacia banner
- ⑥ The Dacia flags
- ⑦ The Dacia totem



Renault Dacia sites

installation

with rectangular Dacia banner

Rule 1.

Observe a minimum distance of 3 m between banners

In addition, the rectangular Dacia banner shall be centred on the façade in the same way as the Renault word.

Rule 2.

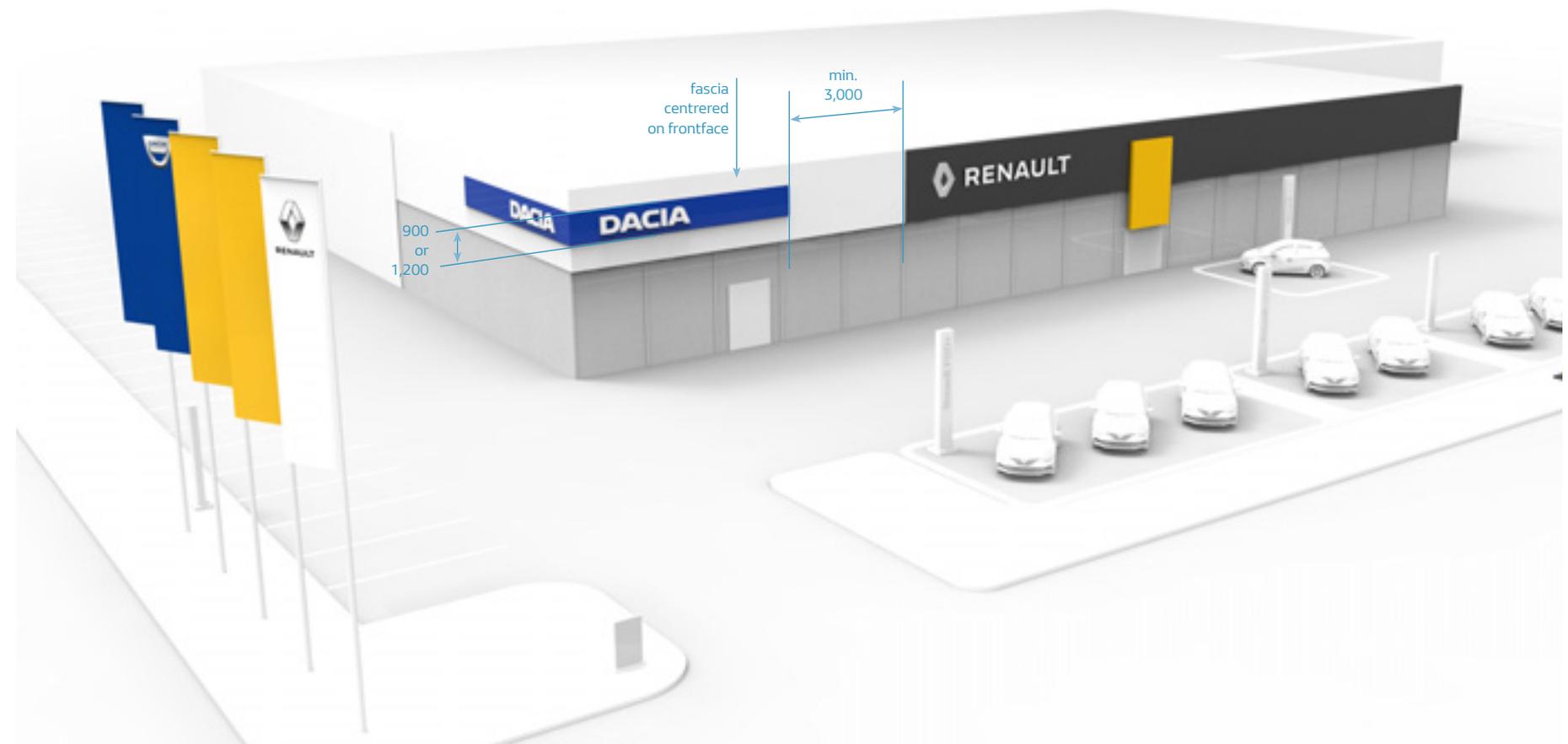
The Dacia lettering shall not be taller in height than the Renault word

The height of the banner (900 or 1200 mm) is chosen according to the height of the Renault word.

Rule 3.

The Site Name shall feature on the Renault façade

The dealer name may only feature once on the façade. It is always combined with the Renault logotype.



Renault Dacia sites

main façade

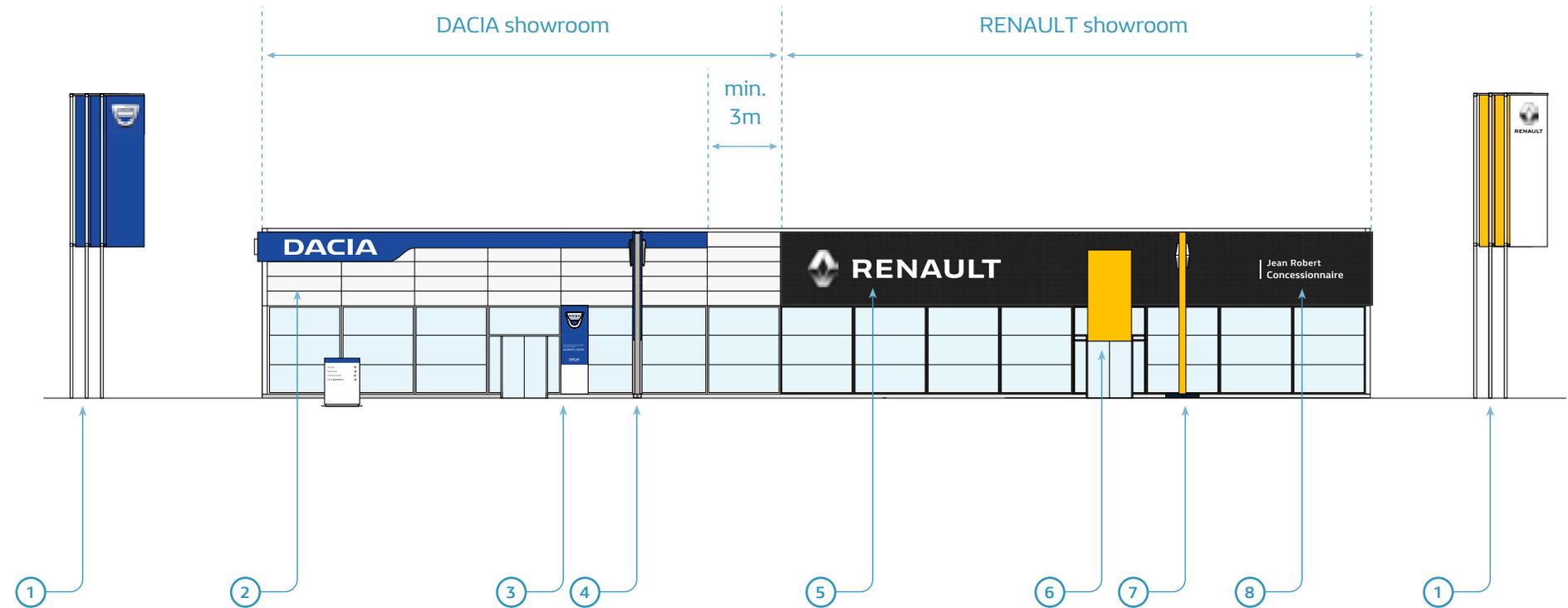
with Dacia wave banner

Layout rules

- The façade of the Renault showroom is identified as for a single-brand site.
- Signage for brand-specific entrances applies.
- There shall be a minimum distance of 3m between the end of the Dacia banner and the end of the Renault showroom (exclusion area).

Components

- ① Dacia and Renault flags
- ② Dacia banner
- ③ Dacia entrance signage
- ④ The Dacia totem
- ⑤ Façade markings on the woven mesh
- ⑥ Overhead panel and adhesive markings
- ⑦ The Renault totem
- ⑧ The Site name

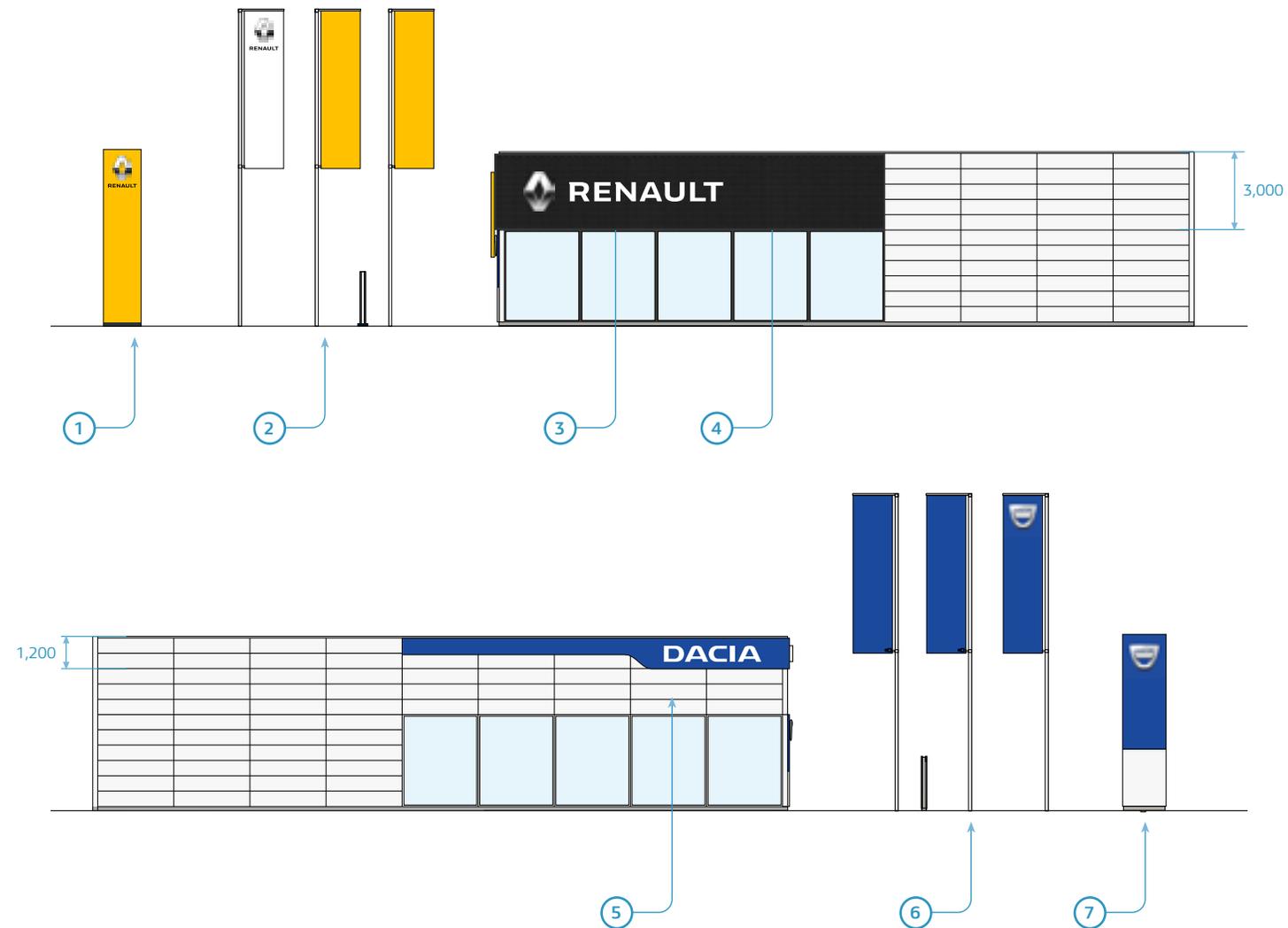


Renault Dacia sites

secondary façades with Dacia wave banner

Components

- ① The Renault totem
- ② The Renault flags
- ③ The façade markings
- ④ The woven-metal mesh
- ⑤ The Dacia banner
- ⑥ The Dacia flags
- ⑦ The Dacia totem



Renault Dacia sites installation with Dacia wave banner

Rule 1.

Observe a minimum distance of 3 m between banners

The Dacia wave banner is always aligned with the top of the façade.

Rule 2.

The Dacia lettering shall not be taller in height than the Renault word

The height of the banner (900 or 1200 mm) is chosen according to the height of the Renault word.

Rule 3.

The Site Name shall feature on the Renault façade

The dealer name may only feature once on the façade. It is always combined with the Renault logotype.



Renault Dacia sites

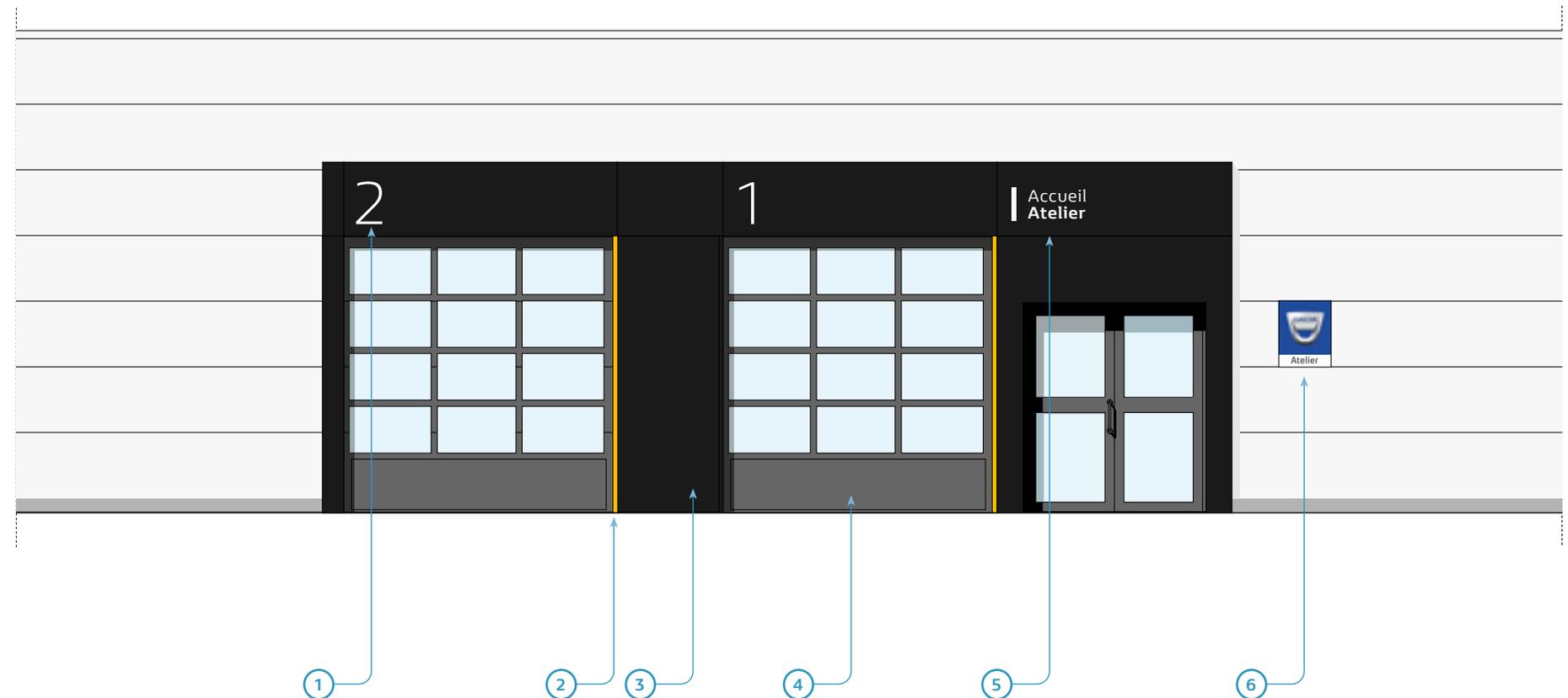
the after-sales façade without specific Dacia bay

Layout rules

- When Dacia After-Sales flow represents less than 50% of total After-Sales flow at the site, the workshop bays are identified using the Renault signage system.
- A Dacia Workshop identification panel is positioned on the wall next to the Workshop Reception.

Components

- ① Numbering
- ② The vertical yellow strip
- ③ Cladding of bays in metallic dark grey
- ④ The workshop door in RAL 7021 Grey
- ⑤ Identification markings
- ⑥ Dacia Workshop sign



Note

See the section of the Installation guide devoted to workshop bays to find out more about the possible configurations..

Renault Dacia sites

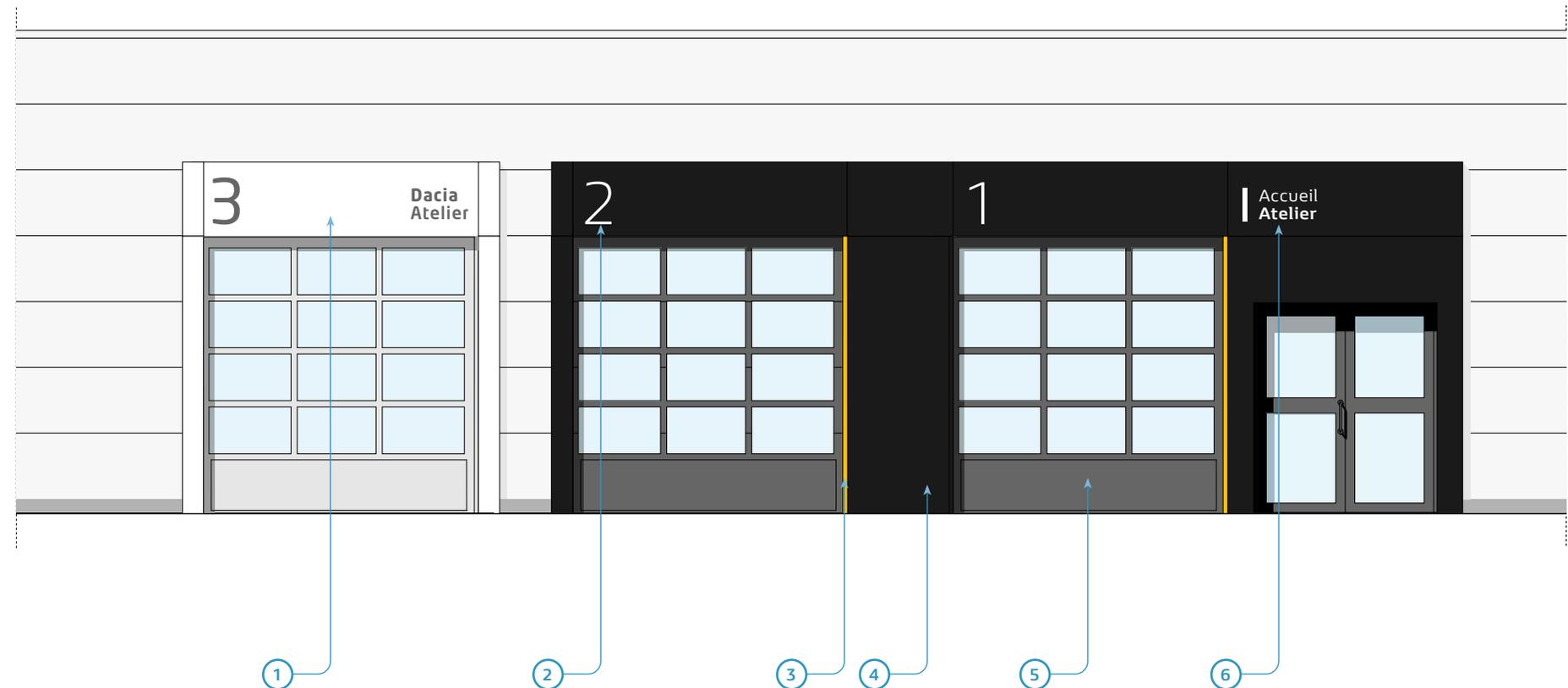
the after-sales façade with specific Dacia workshop bay

Layout rules

- When the Dacia After-Sales flow represents more than 50% of total After-Sales flow at the site, one of the workshop bays is identified using the Dacia signage system.
- The Dacia workshop bay is numbered in continuity with the numbering of the Renault workshop bays.

Components

- ① Dacia workshop bay with RAL 9010 white cladding
- ② Numbering
- ③ The vertical yellow strip
- ④ Cladding of bays in metallic dark grey
- ⑤ The workshop door in RAL 7021 Grey
- ⑥ Identification markings



Renault Dacia sites

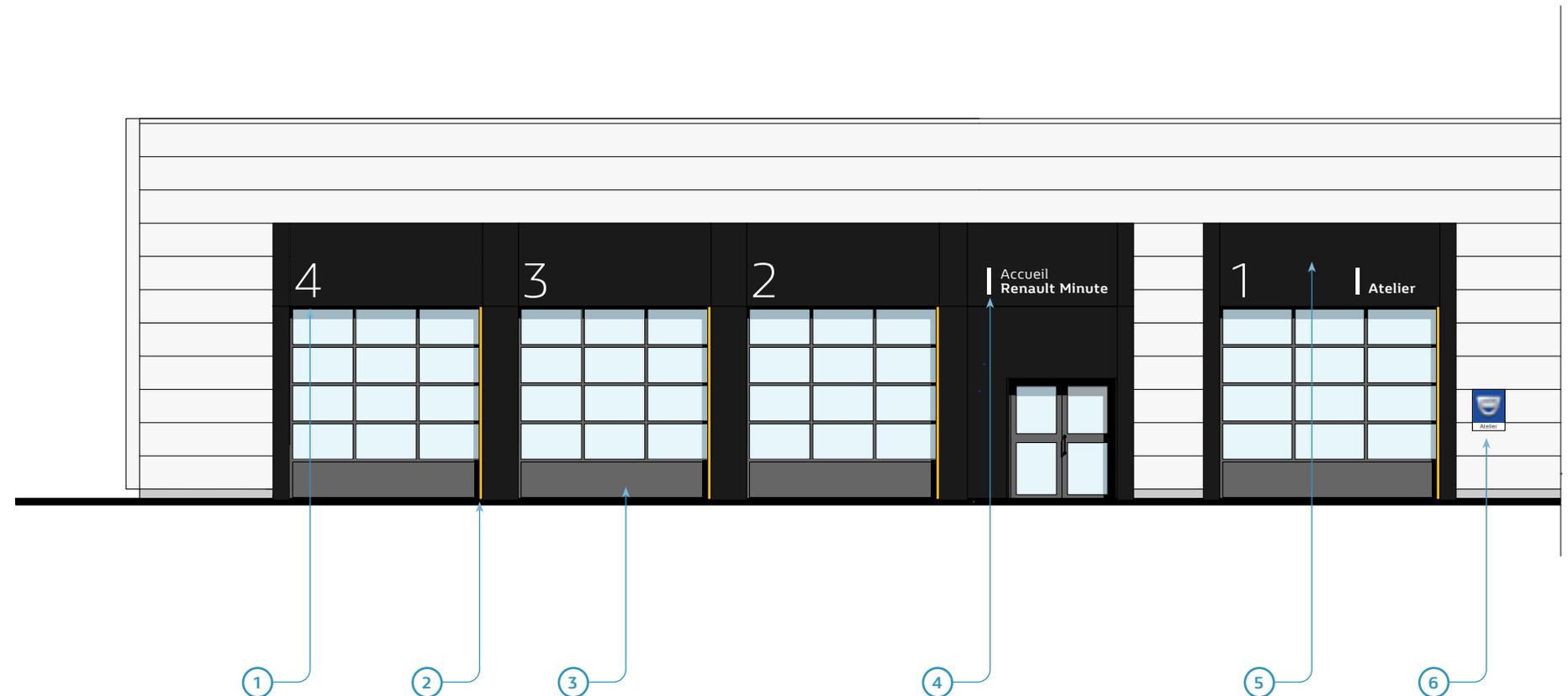
Renault Minute without specific Dacia bay

Layout rules

- When Dacia After-Sales flow represents less than 50% of total After-Sales flow at the site, the workshop bays are identified using the Renault signage system.
- A Dacia Workshop identification panel is positioned on the wall next to the Workshop Reception.

Components

- ① Numbering
- ② The vertical yellow strip
- ③ The workshop door in RAL 7021 Grey
- ④ Identification markings
- ⑤ Cladding of bays in metallic dark grey
- ⑥ Dacia Workshop sign



Renault Dacia sites

Renault Minute

with specific Dacia workshop bay

Layout rules

- When the Dacia After-Sales flow represents more than 50% of total After-Sales flow at the site, one of the workshop bays is identified using the Dacia signage system.
- The Dacia workshop bay is numbered in continuity with the numbering of the Renault workshop bays.

Components

- ① Dacia workshop bay with RAL 9010 white cladding
- ② Numbering
- ③ The vertical yellow strip
- ④ The workshop door in RAL 7021 Grey
- ⑤ Identification markings
- ⑥ Cladding of bays in metallic dark grey

