

**DACIA**

# Pre-signage

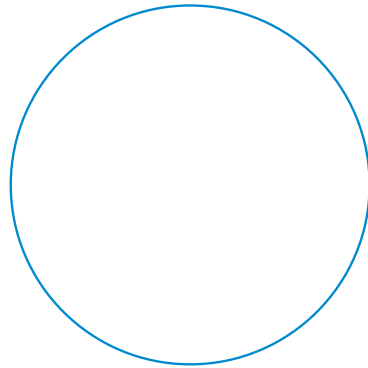
Technical Specifications

ISSUE 02 - OCTOBER 2018

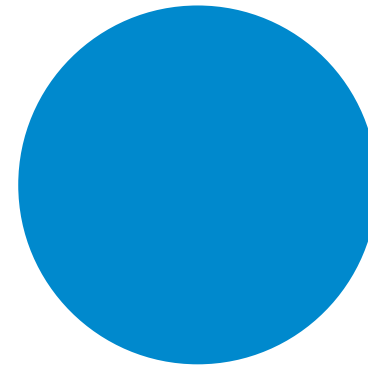
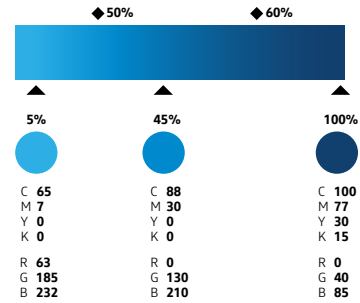
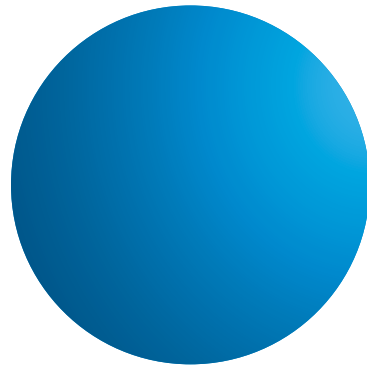
# CONTENTS

CORPORATE Colors.....	p.3
CORPORATE PRE-SIGNAGE / Presentation .....	p.4
CORPORATE PRE-SIGNAGE / Roadside - examples 1.....	p.5
CORPORATE PRE-SIGNAGE / Roadside - examples 2.....	p.6
CORPORATE PRE-SIGNAGE / Bus shelter - examples 1.....	p.7
CORPORATE PRE-SIGNAGE / Bus shelter - examples 2.....	p.8
CORPORATE PRE-SIGNAGE / Format 4x3 .....	p.9
SERVICE PRE-SIGNAGE / Roadside - long Service name (1).....	p.10
SERVICE PRE-SIGNAGE / Roadside - long Service name (2).....	p.11
SERVICE PRE-SIGNAGE / Bus shelter - long Service name (1).....	p.12
SERVICE PRE-SIGNAGE / Bus shelter - long Service name (2).....	p.13
SERVICE PRE-SIGNAGE / Format 4x3 - long Service name (1) .....	p.14
SERVICE PRE-SIGNAGE / Format 4x3 - long Service name (2).....	p.15

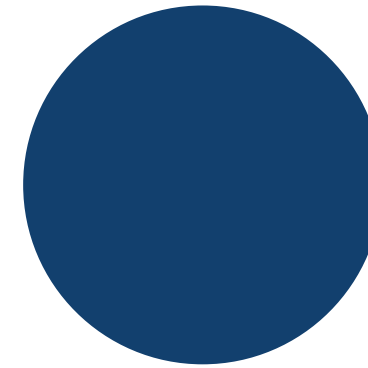
# Corporates Colors



C 000 M 000 Y 000 K 000  
R 255 G 255 B 255  
HTML #FFFFFF  
RAL 9010



Pantone 2173 C  
C 088 M 030 Y 000 K 000  
R 000 G 130 B 210  
HTML #0089CD  
RAL 240 60 40



Pantone 295 C  
C 100 M 077 Y 030 K 015  
R 000 G 040 B 085  
HTML #10314C  
RAL 270 20 25

## Presentation

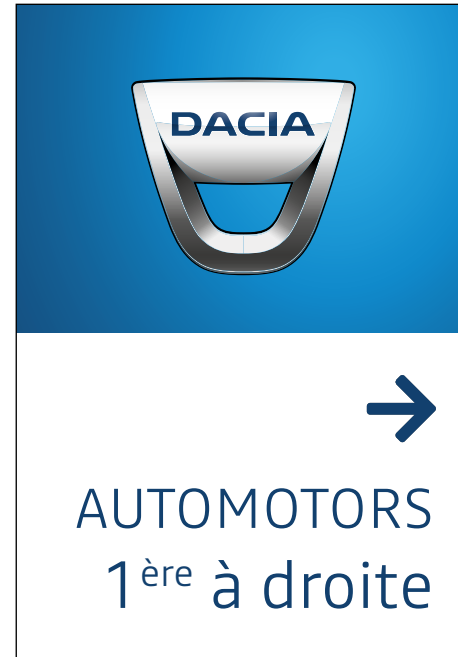
### PRINCIPLE

Corporate pre-signage signs will be adapted in accordance with the new graphic standards:

- > new emblem,
- > new colours,
- > new type face.

### KEY

1. Vertical formats
2. Horizontal formats



## Roadside - Examples (1)

### PRINCIPLE

The content of the pre-signage panels can use various references:

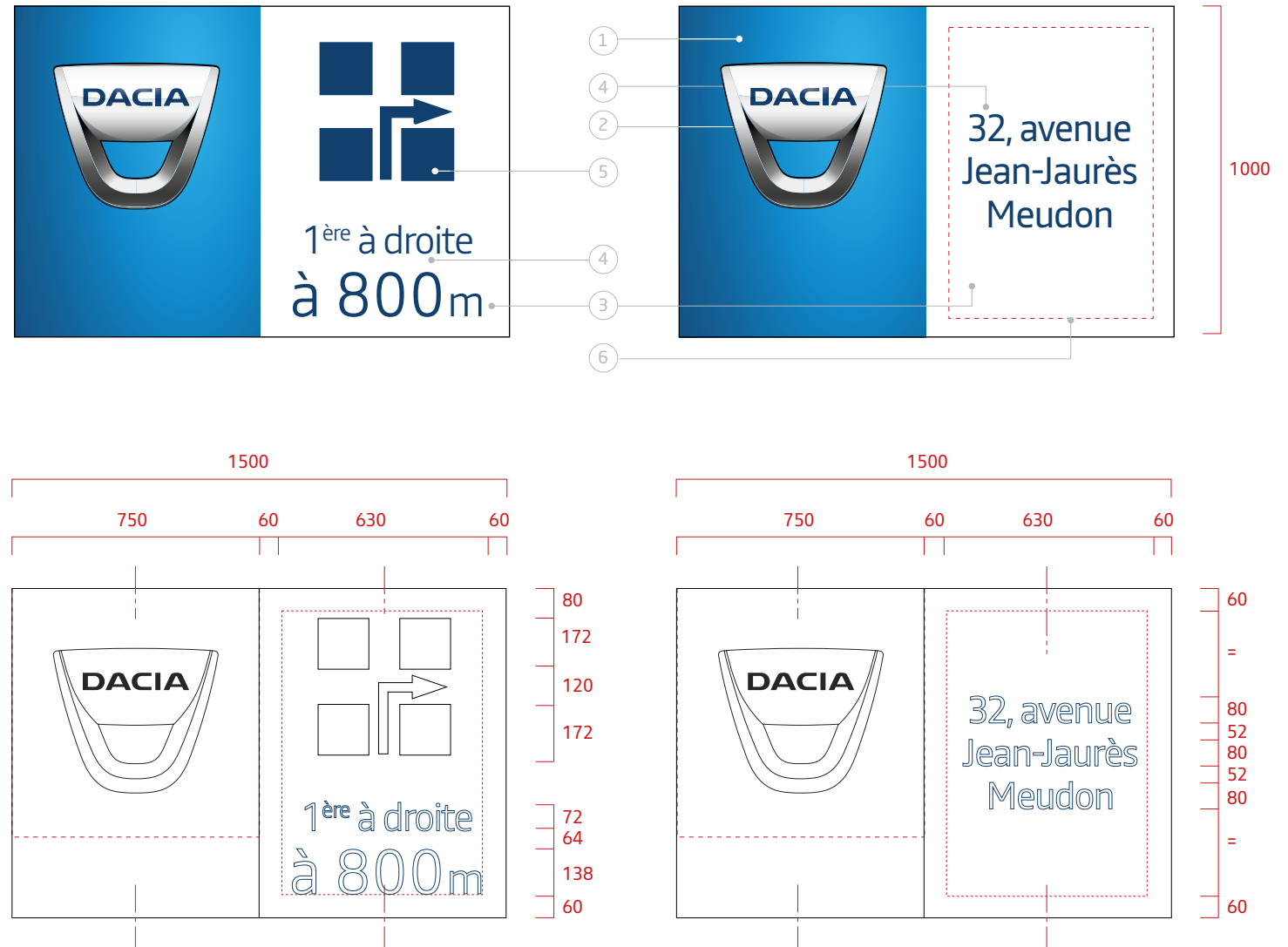
- > sales point name
- > distance
- > road intersection map
- > address, etc.

### KEY

1. Blue background
  - RAL 5002 blue
  - Adhesive or silk-screen printing
2. 2D Dacia emblem
  - 4-colour silk-screen printing
3. White Forex (PVC foam)
  - Thickness 10 mm
  - or aluminium panel with raised edges thickness 2 mm
4. Lettering
  - Adhesive letters
  - Read Regular type face in Caps
  - Pantone Cool Gray 11 C
5. Directional information
  - Pantone Cool Gray 11 C adhesive
6. Area of text or drawing

### NOTE

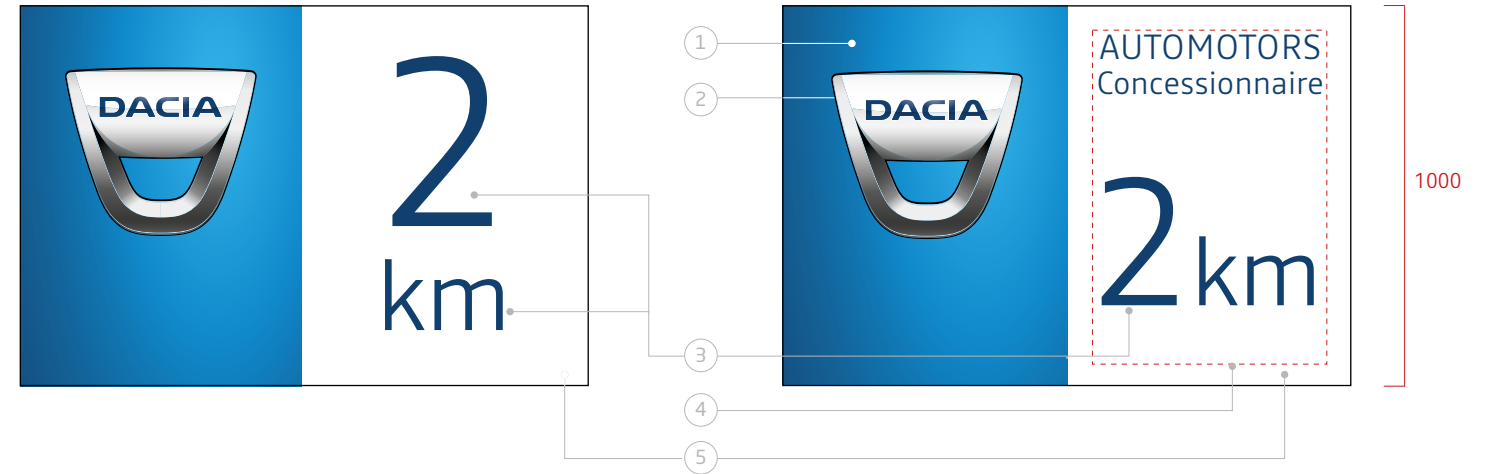
The panel is made of a single part.



## Roadside - Examples (2)

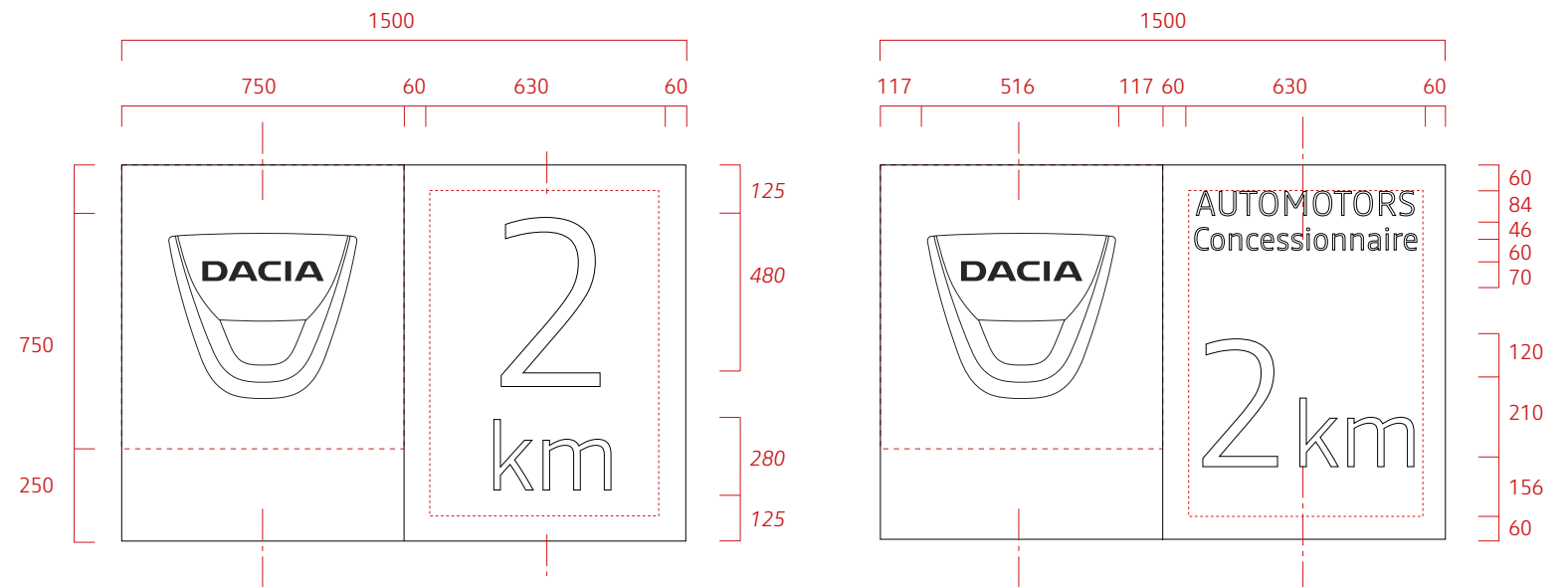
### KEY

1. Blue background
  - RAL 5002 blue
  - adhesive or silk-screen printing
2. 2D Dacia emblem
  - 4-colour silk-screen printing
3. Lettering
  - Adhesive letters
  - Read Regular type face in Caps
  - Pantone Cool Gray 11 C
4. Area of text or drawing



### NOTE

The panel is made of a single part.



## Bus shelter - Example 1

### PRINCIPLE

The content of the pre-signage panels can use various references:

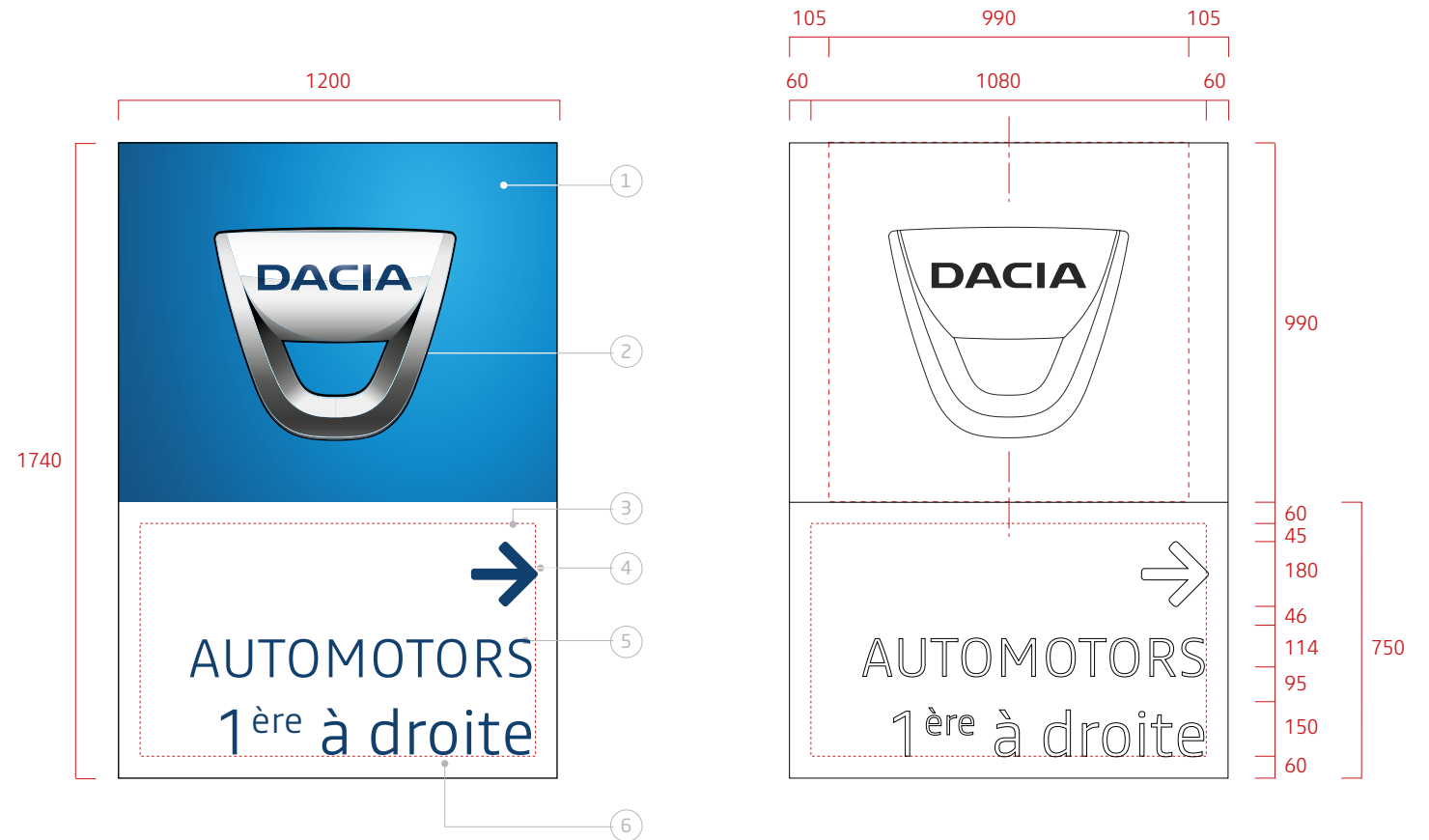
- > sales point name
- > distance
- > road intersection map
- > address, etc.

### KEY

1. Blue background
  - RAL 5002 blue
  - adhesive or silk-screen printing
2. 2D Dacia emblem
  - 4-colour silk-screen printing
3. Area of text or drawing
4. Arrow
  - Pantone Cool Gray 11 C adhesive
5. Lettering
  - Adhesive letters
  - Read Regular type face in Caps
  - Pantone Cool Gray 11 C
6. Directional information
  - Pantone Cool Gray 11 C adhesive
7. White Forex (PVC foam)
  - thickness 10 mm
  - or aluminium panel with raised edges thickness 2 mm
  - or digital print on paper

### NOTE

The panel is made of a single part.



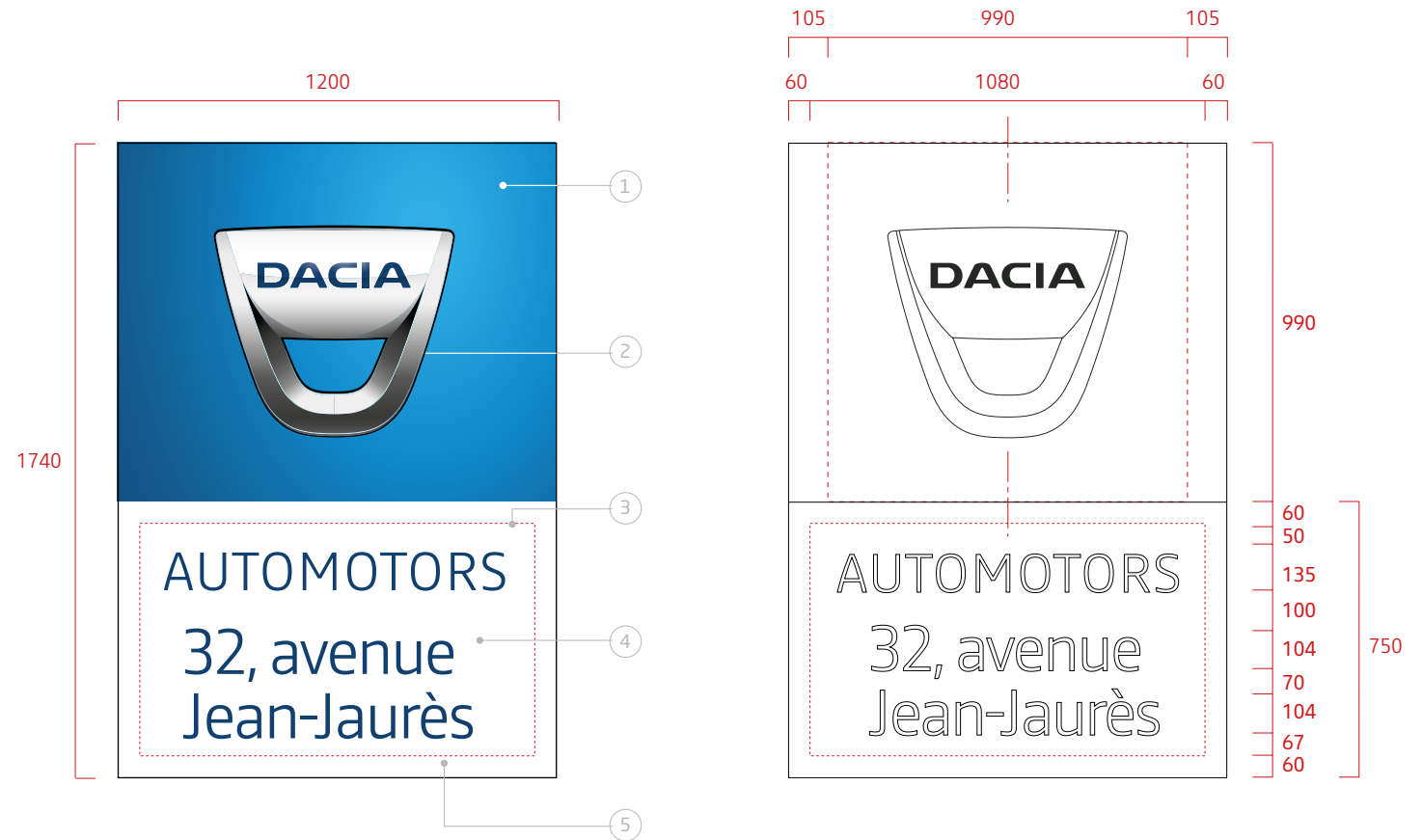
## Bus shelter - Example 2

### KEY

1. Blue background
  - RAL 5002 blue
  - adhesive or silk-screen printing
2. 2D Dacia emblem
  - 4-colour silk-screen printing
3. Area of text or drawing
4. Lettering
  - Adhesive letters
  - Read Regular type face in Caps
  - Pantone Cool Gray 11 C
5. White Forex (PVC foam)
  - thickness 10 mm
  - or aluminium panel with raised edges thickness 2 mm or digital print on paper

### NOTE

The panel is made of a single part.





## Les panneaux 4 x 3 - Exemple 2

### PRINCIPLE

Pre-signage panels can use various standardised horizontal formats including the 4 x 3 format shown opposite.

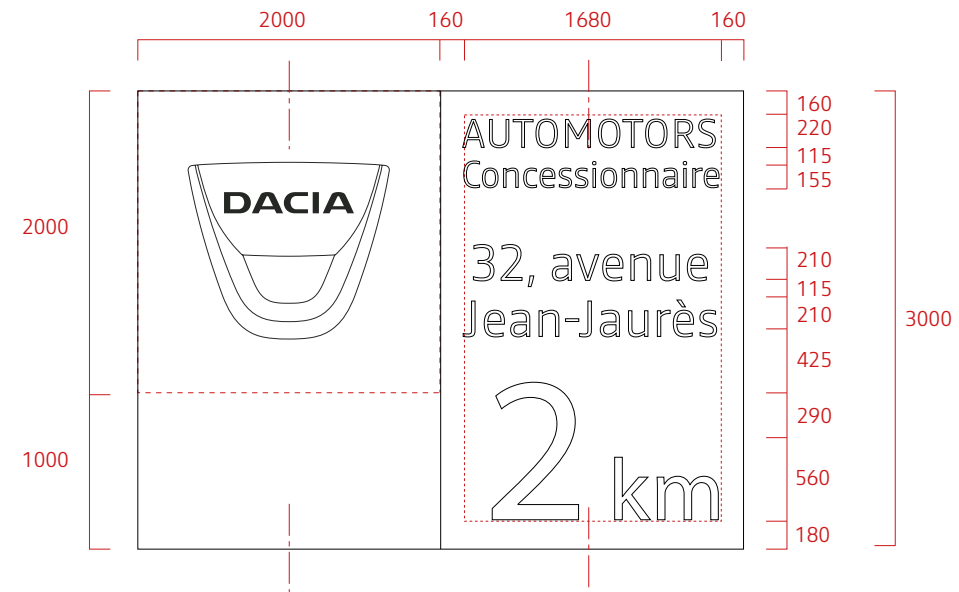
The panel used will be a standard off-the-shelf product.

The content of the pre-signage panels can use various references:

- > sales point name
- > distance
- > road intersection map
- > address, etc.

### KEY

1. Blue background
  - RAL 5002 blue
  - adhesive or silk-screen printing
2. 2D Dacia emblem
  - 4-colour silk-screen printing
3. Area of text or drawing
4. White background
5. Lettering
  - Adhesive letters
  - read type facein Caps
  - Pantone Cool Gray 11 C



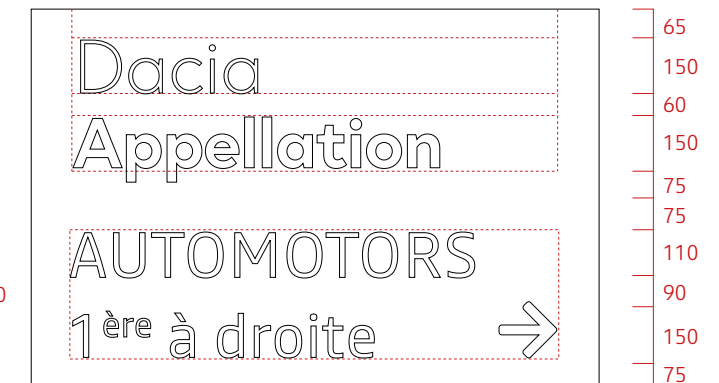
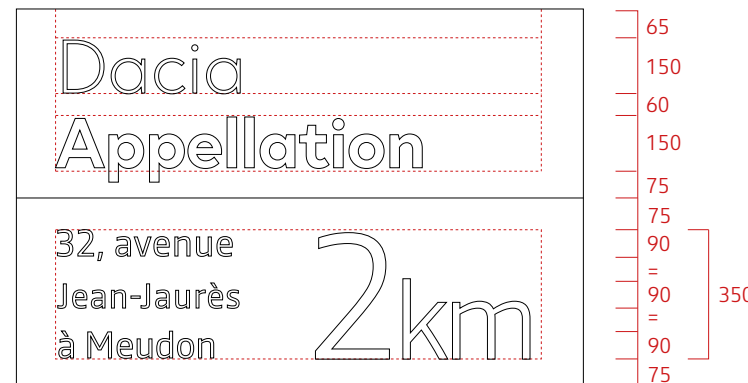
## Roadside - Long Service name (1)

### KEY

1. White Forex (PVC foam)
  - thickness 10 mm
  - or aluminium panel with raised edges
  - thickness 2 mm
2. "DACIA" mention
  - left-aligned
  - Adhesive or silk-screen printing
  - Pantone Cool Gray 11 C
  - Read regular type facer
3. Service name
  - Pantone Cool Gray 11 C
  - Read medium type face
4. Blue background
  - RAL 5002 blue
  - Adhesive or silk-screen printing
5. Lettering
  - White adhesive
  - Read regular type face
6. Area of text or drawing
7. Arrow
  - White adhesive

### NOTE

The panel is made of a single part.



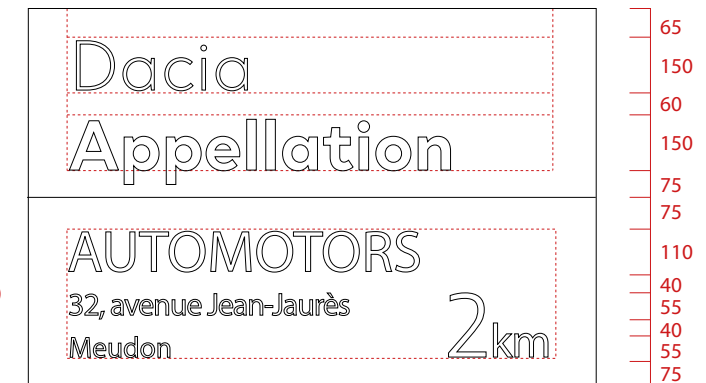
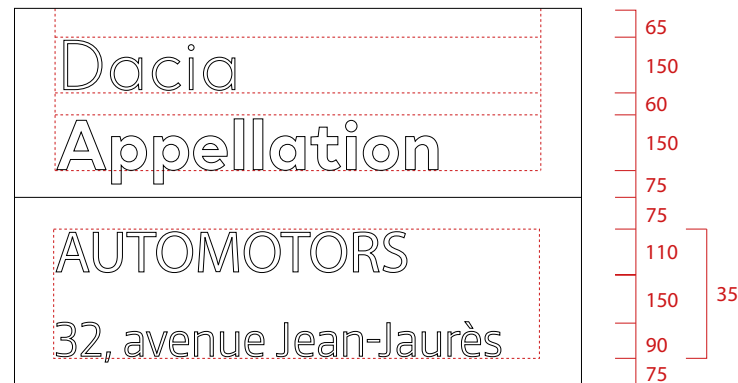
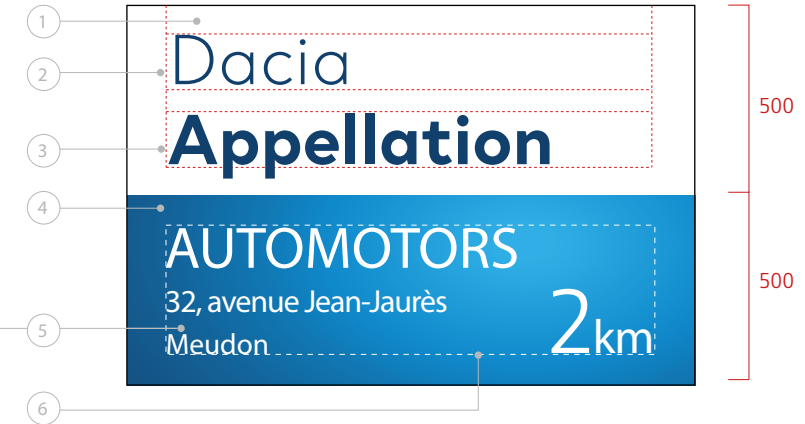
## Roadside - Long Service name (2)

### KEY

1. White Forex (PVC foam)
  - thickness 10 mm
  - or aluminium panel with raised edges thickness 2 mm
2. "DACIA" mention
  - left-aligned
  - Adhesive or silk-screen printing
  - Pantone Cool Gray 11 C
  - Read regular type face
3. Service name
  - Pantone Cool Gray 11 C
  - Read medium type face
4. Blue background
  - RAL 5002 blue
  - Adhesive or silk-screen printing
5. Lettering
  - White adhesive
  - Read regular type face
6. Area of text or drawing

### NOTE

The panel is made of a single part.



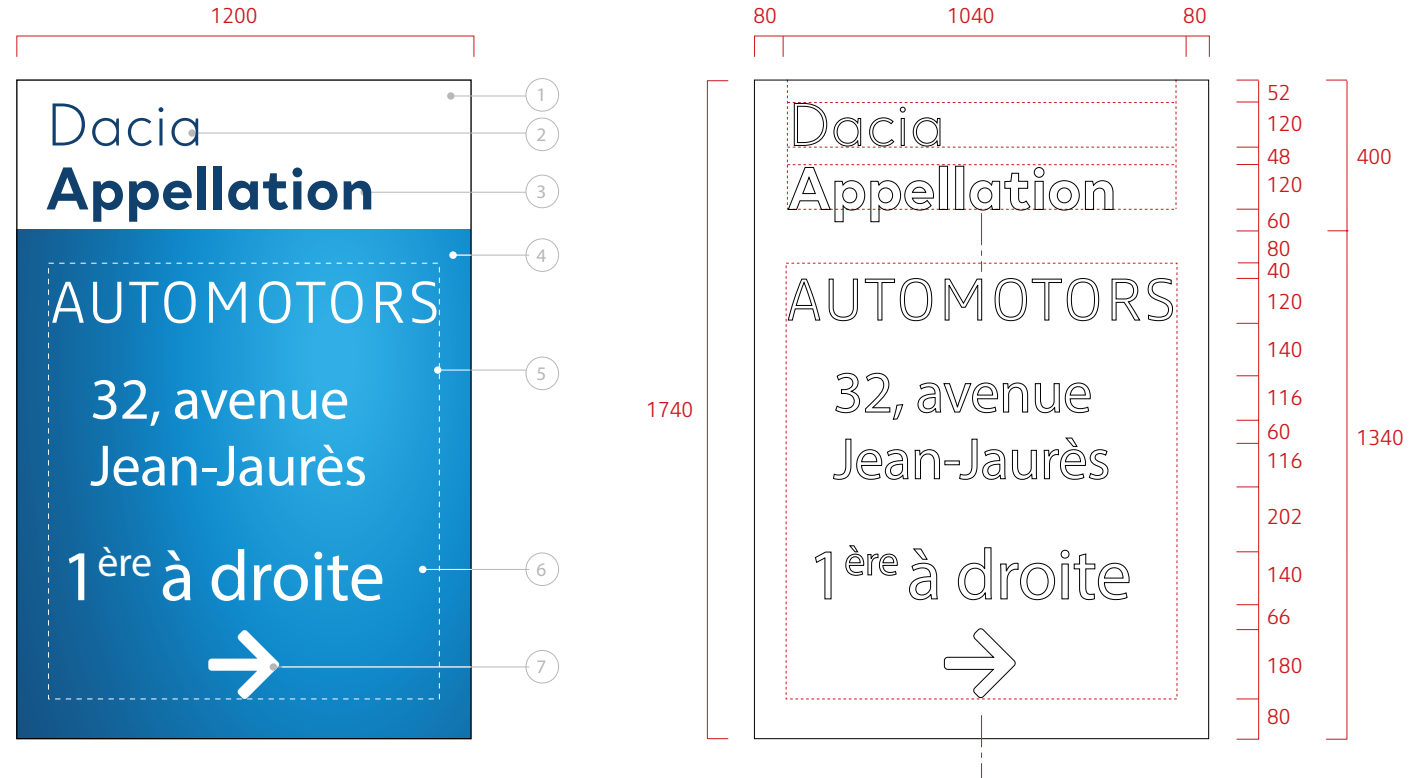
## Bus shelter - Long Service name (1)

### KEY

1. White Forex (PVC foam)
  - thickness 10 mm
  - or aluminium panel with raised edges thickness 2 mm
2. "DACIA" mention
  - left-aligned
  - Adhesive or silk-screen printing
  - Pantone Cool Gray 11 C
  - Read regular type face
3. Service name
  - Pantone Cool Gray 11 C
  - Read medium type face
4. Blue background
  - RAL 5002 blue
  - Adhesive or silk-screen printing
5. Lettering
  - White adhesive
  - Read regular type face
6. Area of text or drawing
7. Arrow
  - White adhesive

### NOTE

The panel is made of a single part.



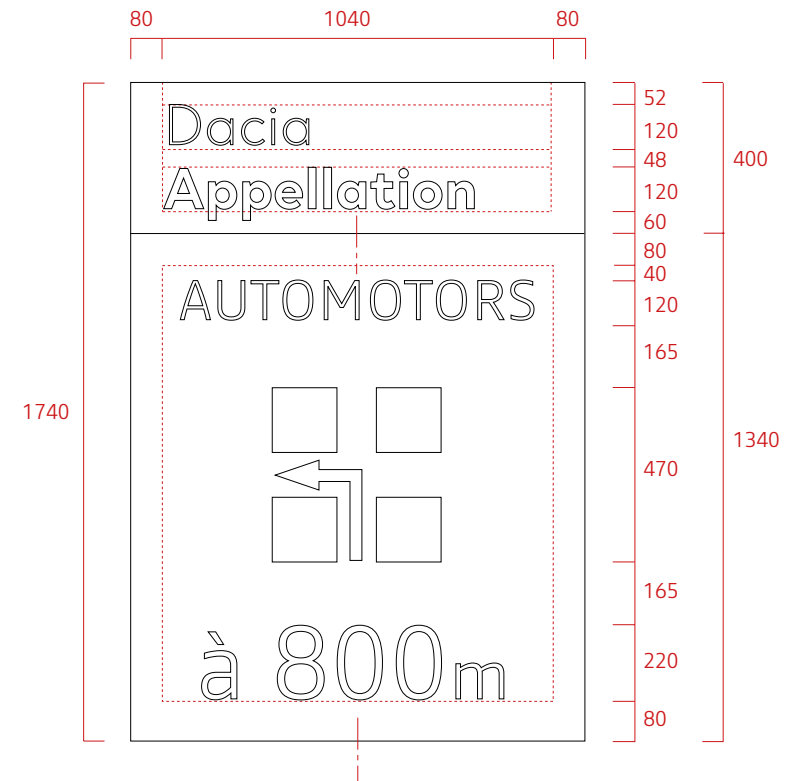
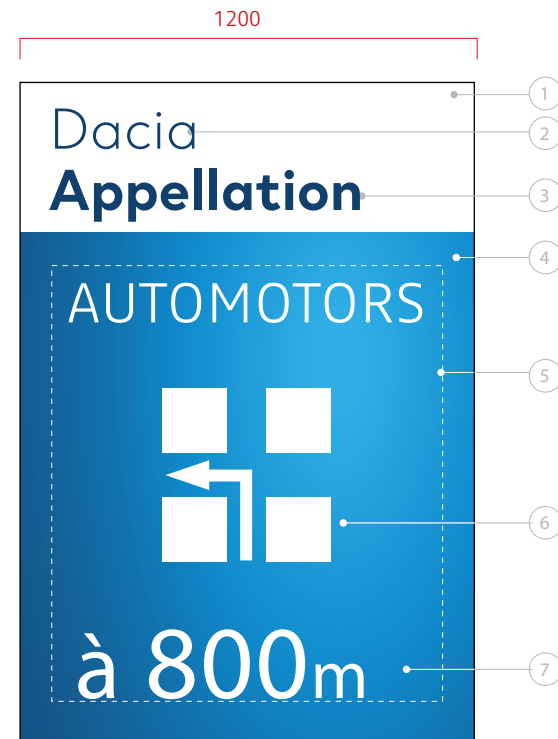
## Bus shelter - Long Service name (2)

### KEY

1. White Forex (PVC foam)
  - thickness 10 mm
  - or aluminium panel with raised edges
2. "DACIA" mention
  - left-aligned
  - Adhesive or silk-screen printing
  - Pantone Cool Gray 11 C
  - Read regular type face
3. Service name
  - Pantone Cool Gray 11 C
  - Read medium type face
4. Blue background
  - RAL 5002 blue
  - Adhesive or silk-screen printing
5. Lettering
  - White adhesive
  - White adhesive
6. Area of text or drawing
7. Arrow
  - White adhesive

### NOTE

The panel is made of a single part.



## 4 x 3 format - Long Service name (1)

### PRINCIPLE

Pre-signage panels can use various standardised horizontal formats including the 4 x 3 format shown opposite.

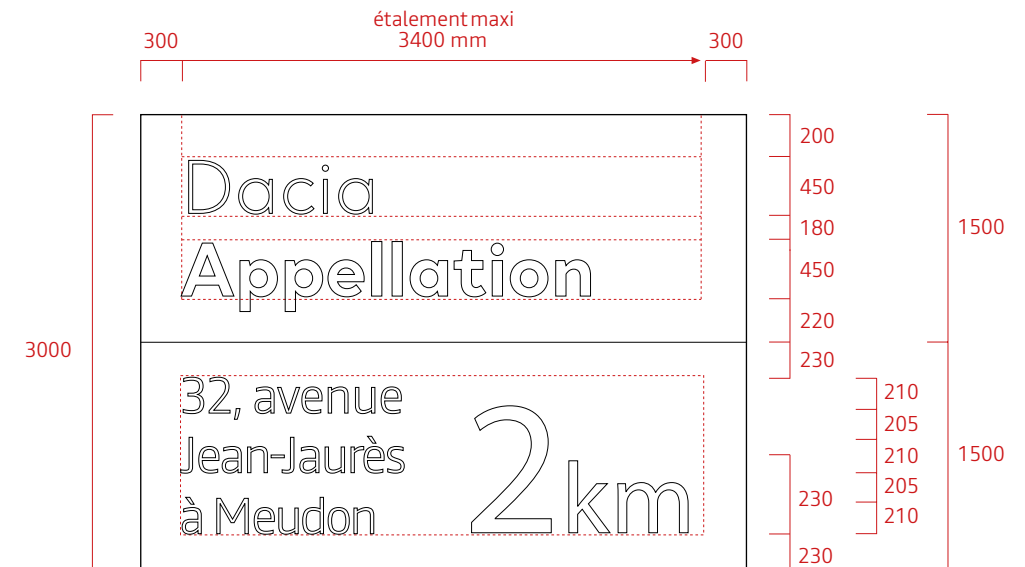
The panel used will be a standard off-the-shelf product.

The content of the pre-signage panels can use various references:

- > sales point name
- > distance
- > road intersection map
- > address, etc.

### KEY

1. White background
  - left-aligned
  - Adhesive or silk-screen printing
  - Pantone Cool Gray 11 C
  - Read regular type face
2. "DACIA" mention
  - left-aligned
  - Adhesive or silk-screen printing
  - Pantone Cool Gray 11 C
  - Read regular type face
3. Service name
  - left-aligned
  - Adhesive or silk-screen printing
  - Pantone Cool Gray 11 C
  - Read medium type face
4. Blue background
  - RAL 5002 blue
  - Adhesive or silk-screen printing
5. Area of text or drawing
  - White adhesive
  - Read regular type face
6. Lettering
  - left-aligned
  - Adhesive or silk-screen printing
  - RAL 5002 blue
  - Read regular type face



## 4 x 3 format - Long Service name (2)

### KEY

1. White background
2. "DACIA" mention
  - left-aligned
  - Adhesive or silk-screen printing
  - Pantone Cool Gray 11 C
  - Read regular type face
3. Service name
  - Pantone Cool Gray 11 C
  - Read medium type face
4. Blue background
  - RAL 5002 blue
  - Adhesive or silk-screen printing
5. Area of text or drawing
6. Lettering
  - White adhesive
  - Read regular type face

