

2014

# SIGNAGE & ADVERTISING GUIDELINES

**DMCC**

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THE PURPOSE OF REGULATING SIGNAGE IS TO MAINTAIN AND ENHANCE THE CHARACTER AND AMENITY OF THE DMCC FREE ZONE, BY ENSURING ALL SIGNAGE:

- allows retailers to clearly and appropriately advertise products and/or services to residents and visitors alike
- does not reduce the value and/or amenity of their surroundings
- is consistent and appropriate in size, location, nature and content
- is affixed in a safe manner and does not create any hazardous conditions

## 0.4

### GENERAL REGULATIONS

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- All signs must be consistent with, the rules of Islamic Sharia Law, public order, public decency or the prevailing traditions of the UAE
- It is not mandatory to use Arabic language on the sign. If used, then the space assigned for Arabic should not be less than 50% of the total space of the signage and should be written above or on the right hand side of the English text equivalent
- The shop name used on the signage must match the company name and/or the operating name mentioned on the DMCC Trade License
- Illuminated signs must not be a light nuisance to nearby properties
- Shop signs can only be placed in the location relevant to the actual shop



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- Signs must be constructed of durable materials and must not present any fire risks
  - Signs must not obstruct doors, openings, evacuation areas, services, etc
  - All cabling/wiring and any such electrical equipment must be properly insulated and concealed from view to ensure such equipment does not present a safety/fire hazard or an unacceptable visual impact

## 0.6

### APPLYING FOR SIGNAGE APPROVAL

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- The shop must superimpose the proposed shop name signage & any window stickers/frosting on the actual shop front picture and send it to Concordia DMCC for review and approval before installation on site
- The shop must include in the signage proposal all details specifications such as material used, dimensions, type of lighting, etc
- The shop must submit an NOC from the Tower Developer and/or the Owner's Association Management allowing them to place the proposed signage
- The shop must arrange for the payment of the Concordia DMCC standard signage fees which will be advised based on the submission and obtain the Concordia DMCC stamp approval on their signage proposal
- The shop must then obtain the necessary Permit to Work from Concordia DMCC which allows the installation of the approved shop signage & window stickers/frosting on site
- Failure to follow the correct procedure to apply for signage and/or sticker approval as detailed above will result in a fine and any installations will be duly removed

## 0.6

### APPLYING FOR SIGNAGE APPROVAL

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- The signage approval process applies also for temporary signage and/or stickers such as “Opening Soon” or “Now Open” and must be submitted for review and approval before installation on site.
- Salons and spas must indicate on their signage that they are “For ladies Only” or “For Gents Only”.
- If a shop has an operating brand name that is different than the company name registered in the DMCC Trade License, then both names must be displayed on the shop signage (company name can be in smaller font size).
- Digital signs are permitted to be used as an alternative to the standard shop sign but subject to it being placed within the same designated signage space and it can only display text as images are not allowed.

**THE FOLLOWING SIGNAGE RULES WILL HELP TO REGULATE ALL SIGNAGE, ENSURING THE CHARACTER AND AMENITY OF THE COMMUNITY IS ENHANCED AND MAINTAINED.**

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# 1.1

## BRAND PLACEMENT

For shops located on Concourse & Promenade levels, signs must not cross column grids and must only be placed above the shop glass spans in the designated location. Columns must remain clear and free of any signs and/or stickers.

Please refer to Appendix page 36 for correct and incorrect examples for guidance.



Correct – signage sits between the columns and fits within the designated/recessed



Incorrect – signage should not interfere with the existing architecture and by running across the columns.

# 1.2

## BRANDMARK DIMENSIONS

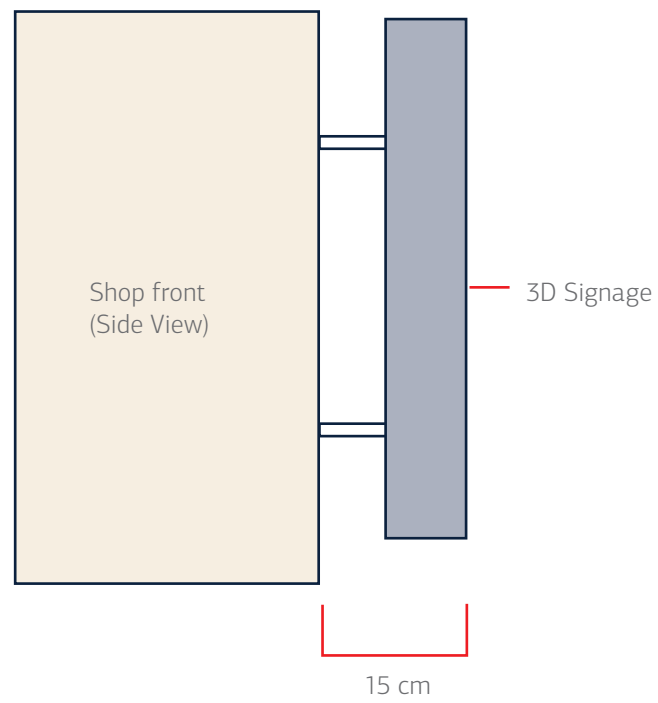
The signage must fit in the designated/recessed space above the glass spans and should not protrude more than 15 cm.



**Correct** – signage fits in designated space



**Incorrect** – signage does not fit in designated space



3D signage should not protrude more than 15cm from the shop face.

## 1.3

## COLOUR

It is important to maintain the high standard of the DMCC Free Zone. The number of colours used on the signage should be kept to a minimum and be appropriate to the brand.



**Correct:** a good use of minimal colour clear and attractive.



**Incorrect:** the signage contains too many unnecessary colours.

# TYPOGRAPHY & CLEAR SPACE

## Typography

Typography is a valuable tool in communicating the company information. Good use of typography should give a clear idea of your brand.



Correct use of clear and concise typography showing the logotype and the nature of the business.



Incorrect use of typography, the sign is confusing and uses too many typefaces, sizes and colours. The type has been stretched and poorly spaced.

## Clear space

It is important that the logotype and information on signage has a good amount of empty space around it. This gives emphasis to the information being communicated and ensures that the brand is not obscured by the surrounding architecture.



Correct use of clear space the information is not located on the extreme edges of the space and will be less obscured by the columns in this location.



Incorrect use of clear space the information is located at the extreme edge of signage and will be obscured by the columns in this location. The sign appears haphazard and difficult to read.



## MATERIALS & LIGHTING

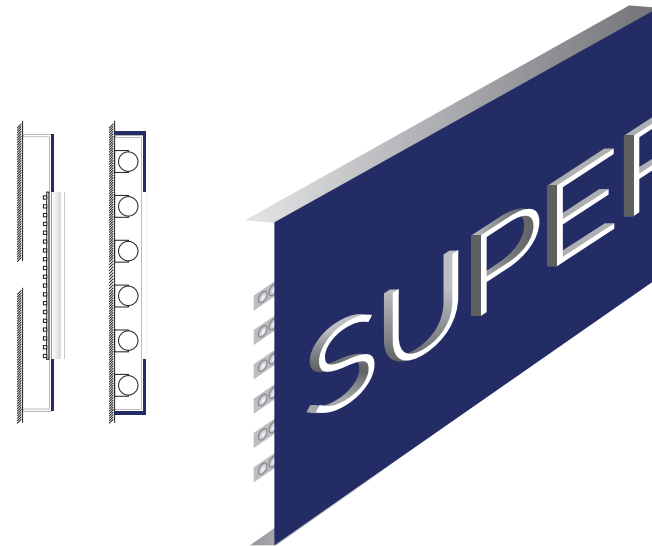
For the unit placement signage, it is recommended to use 3D cut out lettering or flat back lit light boxes.

General lighting guideines:

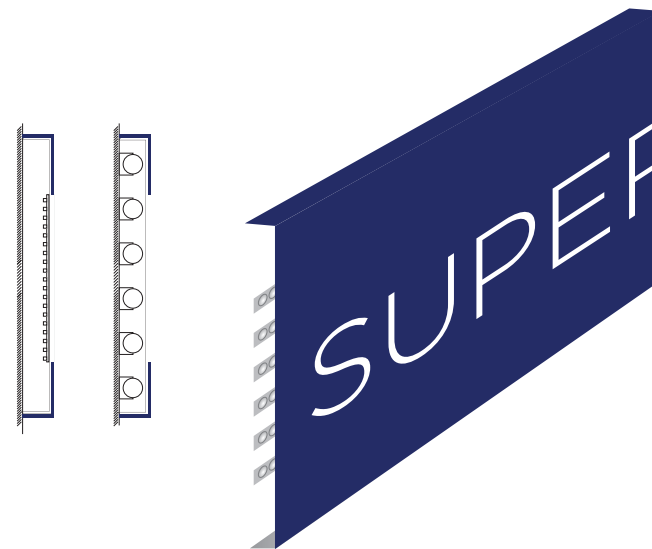
- The use of neon, flashing, blinking, flickering or animated lighting, or any other highly reflective material, is not permitted.
- The use of fluorescent or otherwise bright colours within any part of a sign is strongly discouraged.
- All conduits, wiring, switches or other electrical apparatus installed on a wall sign are to be concealed from general view.
- Signs need to be maintained regularly and not let it fade due to the exposure to direct sunlight.

Please refer to Appendix page 37 for examples of these.

### RECOMMENDED MATERIALS



Powder coated aluminium light box backlit with LED's or fluorescent tubes and 3D push letters



Flexface light box backlit with LED's or fluorescent tubes

## 1.6

### WINDOW VINYL STICKERS/FROSTING

Shops are allowed to install window stickers or frosting to increase their brand presence, subject to and limited to, the following options:

**Text:** Contact details, opening hours, products or services.

**Graphics:** abstract, silhouettes and plain outlines.

**Images:** landscaping, buildings, some appropriate imagery.

For certain businesses, the use of vinyl and frosting is recommended to obscure the windows offer privacy and shade to clients inside. For example: spa's, beauty salons and children's nurseries.

Window vinyl and frosting should be used to block unsightly areas such as store rooms and kitchens.

Window vinyl is also a valuable tool for attracting customers, for example, displaying information about opening times etc.

Please refer to Appendix page 38 for acceptable examples of window vinyl stickers and frosting.

#### RECOMMENDED USAGE



Correct use of window vinyl sticker/frosting

## 1.6

### WINDOW VINYL STICKERS/FROSTING

Pictures/ photos of people, pets, products, services, food and/or drinks are not permitted to be displayed on shop front windows as sticker designs.

Please refer to Appendix page 38 for unacceptable examples of window vinyl stickers and frosting.

#### RESTRICTIONS



Incorrect use of the window stickers showing food pictures on the shop glass front.

# 1.7

## MENU BOARDS & STANDS (FOOD OUTLETS ONLY)

In order to maintain the consistency and quality throughout the DMCC Free Zone, sticking menus to shop windows/fronts is not permitted. Instead, the restaurant menu should be positioned on one of the external shop unit walls.

It is recommended that the menu box should be no larger than is sufficient to hold two A4 printed menus side-by-side or one above the other.

For stand alone options located outside of the shop premises, it is only permitted to display a plinth/stand menu or a chalkboard with a hand written menu.

All of the above menu display options must be submitted to Concordia DMCC for approval prior to placing on site.



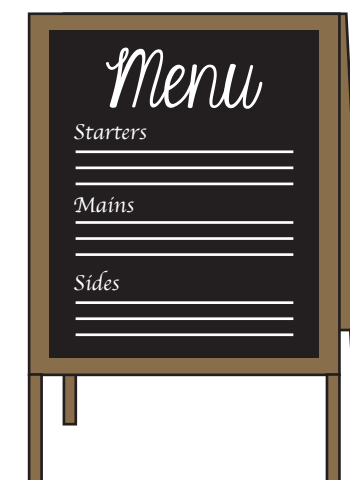
A restaurant showing the illuminated box containing the menu to the left of the unit.



Optional plinth holding the menu



Illuminated box menu holder



Chalkboard with handwritten menu.

# 1.8

## DIRECTIONAL & WAYFINDING SIGNS

All directional and wayfinding types of signs are not permitted to be placed in any location outside the shop premises which includes parking areas, structures, external walkways, roads landscaping, etc.

Samples of such prohibited signs include:

- 1 Sandwich boards
- 2 Wall directional signs
- 3 Pole directional signs
- 4 Reserved parking signs

Please refer to Appendix page 39 for further guidance..

### RESTRICTIONS



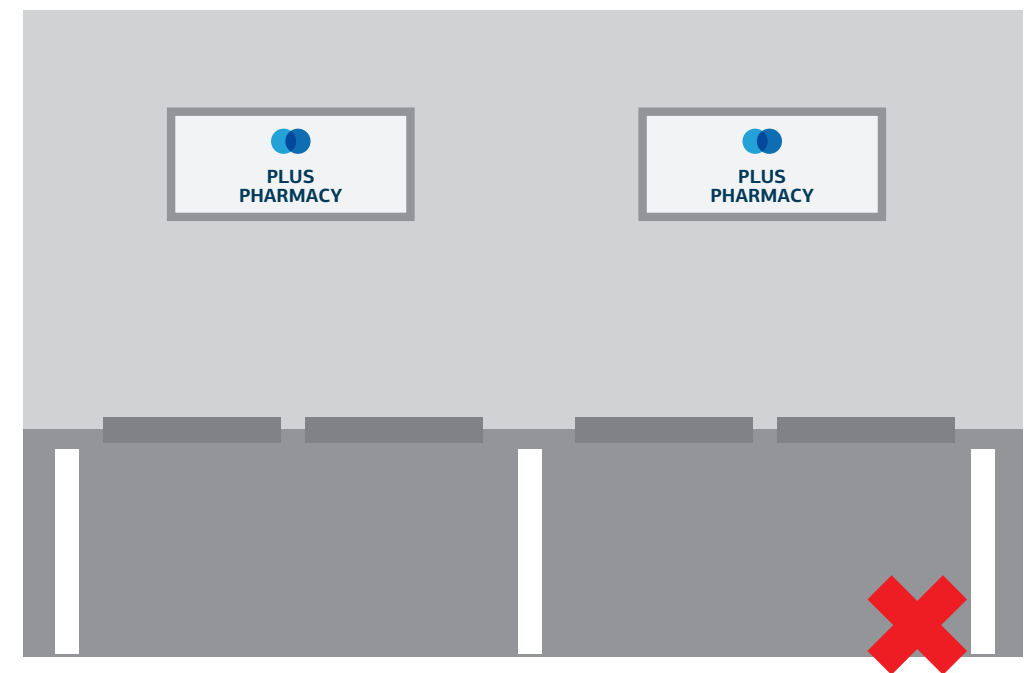
1 Sandwich Boards



2 Wall directional signs



3 Pole directional signs



4 Reserved parking signs

# 1.9

## PROMOTIONAL SIGNS

Promotional signage is not permitted to be displayed anywhere outside the shop premises.

Examples of such prohibited signs include:

- 1 Flag Banners
- 2 Hanging Banners
- 3 Roll-up-banners
- 4 To-Let Sign

Please refer to the Appendix page 39 for further guidance.

## RESTRICTIONS



1 Flag Banners



2 Hanging Banners



3 Roll-up-banners



4 To-Let Sign

# 1.10

## ADDITIONAL SIGNS

All types of additional signs are not permitted in the DMCC Free zone.

Examples of such prohibited signs include:

- 1 Blade signs
- 2 Branded canopies
- 3 Large wall Billboards

Please refer to Appendix page 39 for further guidance.

## RESTRICTIONS



1 Blade Signs



3 Large wall Billboards



2 Branded canopies

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## **DMCC OFFERS ALL BUSINESSES AND RETAILERS OPERATING IN THE FREE ZONE THE OPPORTUNITY TO PROMOTE THEIR COMPANIES AND BRAND NAMES THROUGH THE FOLLOWING ADVERTISING OPTIONS IN THE DEVELOPMENT:**

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2.3 PROMENADE HANGING SIGNAGE	29
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(THE RATES INCLUDE PRODUCTION, INSTALLATION AND MAINTENANCE COSTS AND ARE SUBJECT FOR RENEWAL. PAYMENT MUST BE ARRANGED IN CASH OR CHEQUE IN ADVANCE)

Please refer to Page 40 for examples of all Advertising Options.



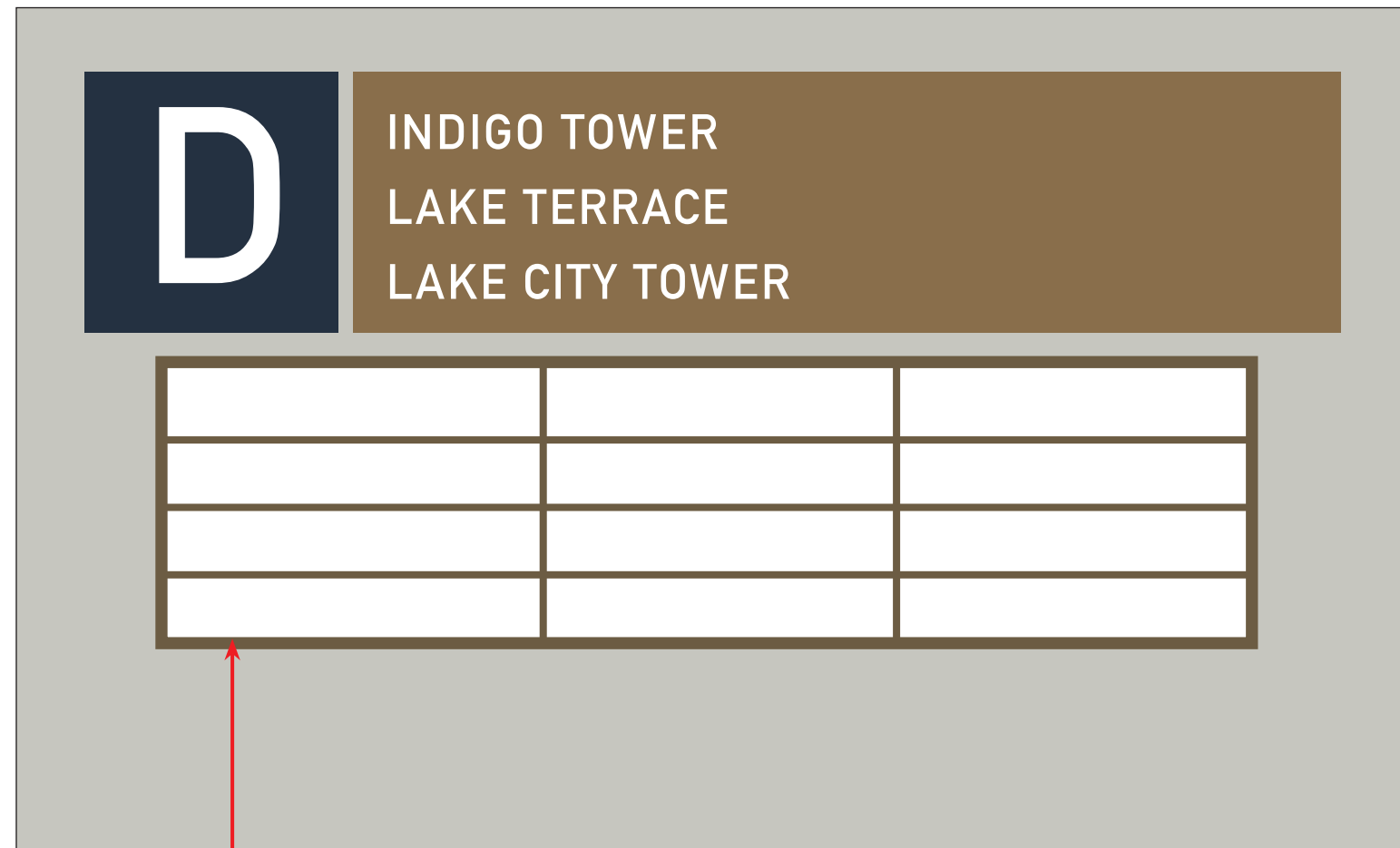
## 2.1

### RETAIL DIRECTORY

Retailers may advertise on the Retail Directory located on the right side of the cluster entrance ramp, under the Cluster letter and Tower names to give them exposure on the roadside.

This advertising option has the following conditions:

- Only retail units located on the concourse and promenade levels can avail of the retail directory.
- Businesses with retail activities such as beauty centers, medical clinic, etc. that are NOT located on the concourse and promenade levels can not utilise this directory.
- The Retail Directory is renewed on an annual basis.
- Each retail shop is entitled to 1 directory panel ONLY



Retail Directory Panel

## 2.1

### RETAIL DIRECTORY

**Application method:** Digital print

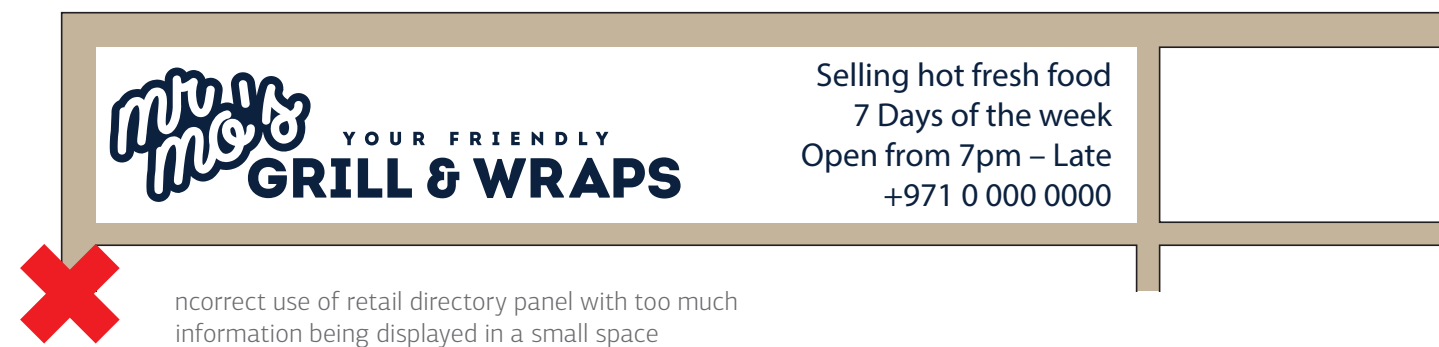
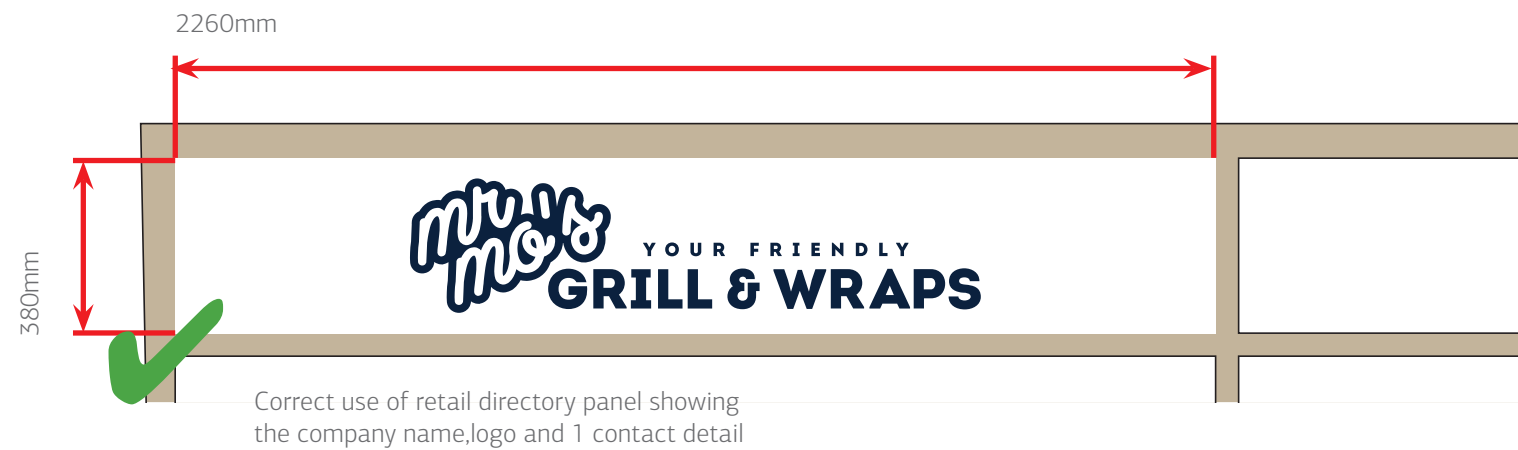
**Substrate:** Aluminium

**Dimensions:** 380mm x 2260mm

The Retail Directory artwork can only include the following details:

- Shop name
- Shop logo
- One contact detail (Phone number or email address or website or location)

#### BRANDMARK PLACEMENT



## 2.1

### RETAIL DIRECTORY

The retail directory signage should only ever appear in one colour against a white background.

#### COLOUR



Correct use of retail directory panel with the company name and logo appearing in one colour against a white background



Incorrect use of retail directory panel with the use of mismatched multiple colours

## 2.1

### RETAIL DIRECTORY

#### Typography:

It is important that typography is well designed and used in a clear and concise manner.

#### Clear space:

It is important that the logotype and information on signage has a good amount of clear space surrounding it. This gives emphasis to the information being communicated.

#### TYPOGRAPHY & CLEAR SPACE



## PARKING STRUCTURE ADVERTISING

There are opportunities for DMCC clients to advertise on the upper wall boxes and windows boxes, to add exposure and visibility to their business.

Advertising is only placed on the left side of the parking garage entrance ramp  
It is not permitted to include real life pictures of any of the following:

- People
- Products
- Pets
- Food
- Drinks

All proposed artwork is subject to review and approval by DMCC/Concordia and any advertising deemed inappropriate or of sensitive nature will be rejected.

Please refer to Appendix Page 40 for examples of all Advertising Opportunities.

### RECOMMENDED USAGE

Car park exterior



Window box

Upper wall box

## 2.2

# PARKING STRUCTURE ADVERTISING

### Application method:

Digitally printed graphics

**Substrate:** Aluminium lightbox

### Dimensions:

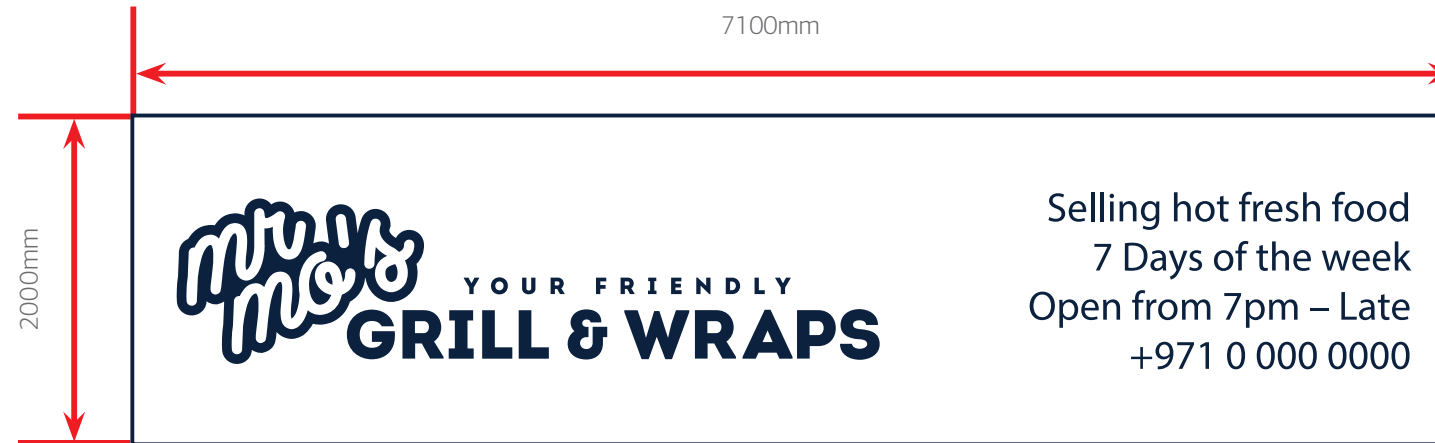
Upper wall box 1500mm x 2000mm

Window box 1800mm x 7100mm

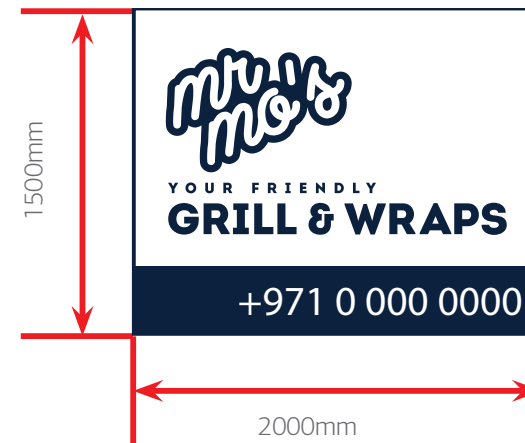
The artwork for these advertisements can include these details:

- Shop name
- Shop logo
- Slogan (optional)
- Shop location
- Contact details

## BRANDMARK PLACEMENT



The logotype and company name should appear in one colour.



## 2.2

# PARKING STRUCTURE ADVERTISING

It is recommended to keep colours to a minimum to ensure the advertising message stands out.

## COLOUR



Incorrect use of advertising space, with mismatched multiple colors



Correct use of advertising space with the company name and logo appearing in one colour against a white background



Correct use of advertising space with the company name and logo appearing in one colour against a white background



Incorrect use of advertising space, with mismatched multiple colors

## 2.2

# PARKING STRUCTURE ADVERTISING

### Typography:

It is important that typography is well designed and used in a clear and concise manner.

### Clear space:

It is important that the logotype and information on signage has a good amount of clear space surrounding it. This gives emphasis to the information being communicated.

## TYPOGRAPHY & CLEAR SPACE



Correct use of space surrounding the logo and company name



Incorrect use of typography, font and space



A good use of typography, the text is clear and concise.



Incorrect use of typography, font and space



## 2.3

# PROMENADE HANGING SIGNS

DMCC Free Zone offers retailers located on the promenade level the opportunity to have additional signage for their shop in the form of the hanging sign.

These types of signs offer a solution to some shops that do not have adequate space to place signs in the area above their glass front.

The hanging sign artwork can only include the shop name and logo. The retailer can request for more than one sign if the shop has more than one front side. In that case the shop can include a slogan or add a contact detail in the second hanging sign.

The hanging sign is renewed on an annual basis.

## RECOMMENDED USAGE



Promenade Hanging Sign

## 2.3

### PROMENADE HANGING SIGNS

The promenade hanging signs should be treated in the same manner as the signage above the units. The Brandmark should sit clearly within the space.

It is important to only show relevant information. Too much information will clutter the space and detract from the brand and the environment.

**Application method:**

Vinyl or digitally printed graphics

**Substrate:**

Aluminium powder coated box with acrylic fascia on the front

**Dimensions:**

430mm x 3000mm

The retailer must provide the power source from inside the shop unit (12amps per sign).

### BRANDMARK PLACEMENT



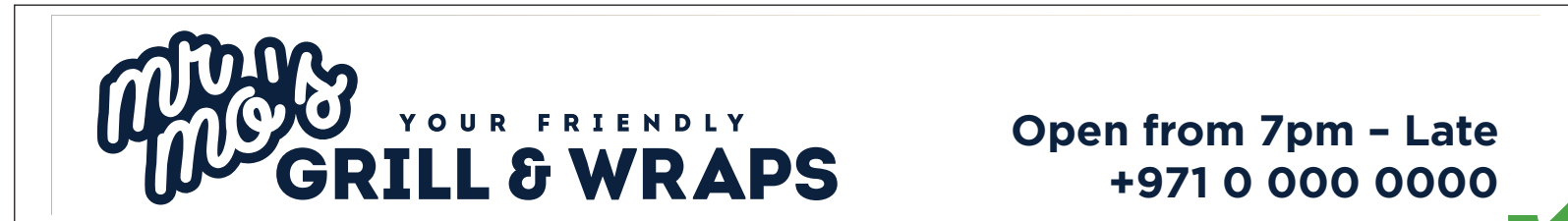
Correct signage including shop name and logo only

## 2.3

### PROMENADE HANGING SIGNS

The number of colours used on the signage should be kept to a minimum and be appropriate and relevant to the brand.

#### COLOUR



Correct use of Hanging Sign with the company name and logo appearing in one colour against a white background



Incorrect use of hanging sign with mismatched multiple colors

## 2.3

# PROMENADE HANGING SIGNS

### Typography:

It is important that typography is well designed and used in a clear and concise manner.

### Clear space:

It is important that the logotype and information on signage has a good amount of clear space around it. This gives emphasis to the information being communicated and also ensures that the brand is not obscured by the surrounding architecture.

## TYPOGRAPHY & CLEAR SPACE



Correct use of space surrounding the logo and company name



Incorrect use of typography, font and space

## 2.4

# STREET PARKING ADVERTISING

The street parking advertising gives clients the opportunity to advertise their services in various locations within the DMCC Free Zone. The company name, logotype along with the cluster they reside in and a point of contact should be used.

**Application method:**  
Digitally printed graphics

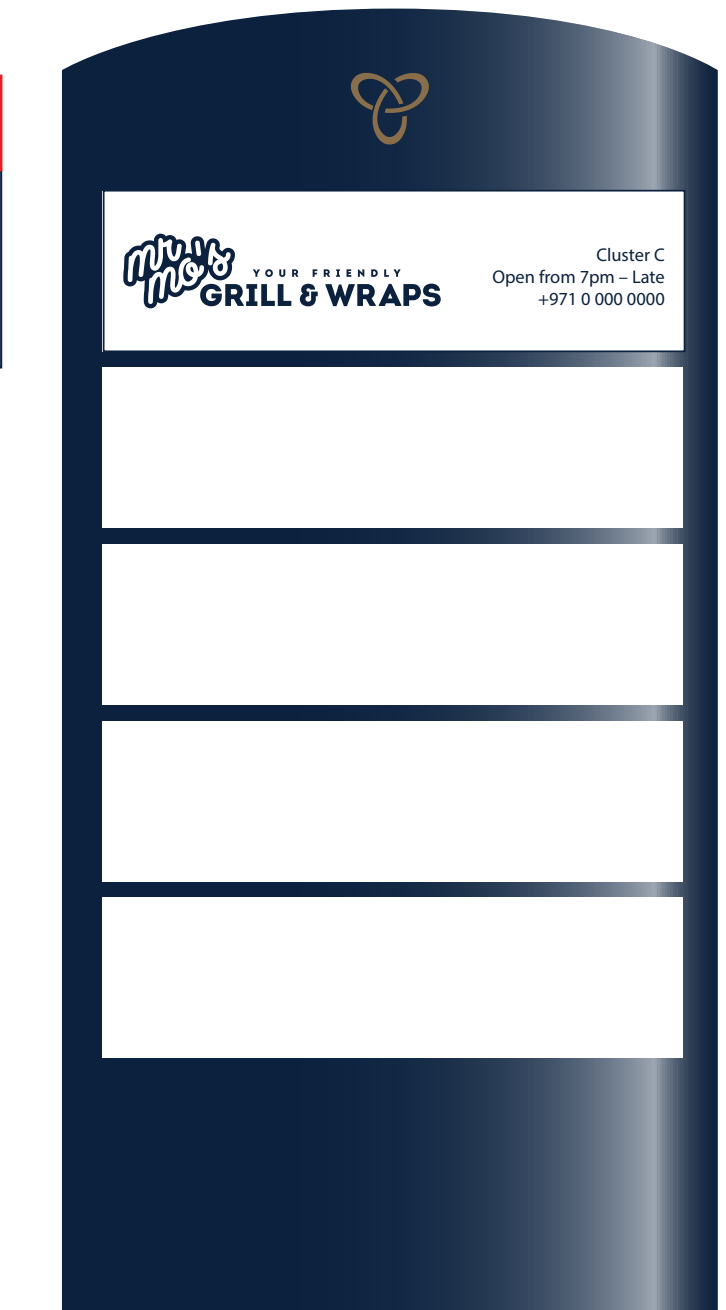
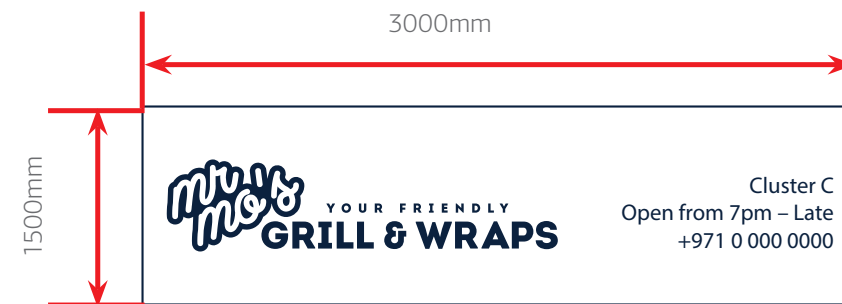
**Substrate:**

Flex face

**Dimensions:**

1500mm x 3000mm

## RECOMMENDED USAGE



## 2.5

### FLAG BANNERS

Flag banners are a further opportunity for clients to advertise their services. These should be treated as tools to raise awareness and should not contain promotional information. A clear use of the company name and logotype is recommended.

**Application method:**

Digitally printed graphics

**Substrate:** Banner

**Dimensions:** 2100mm x 600mm

#### RECOMMENDED USAGE



**THESE IMAGES SHOW EXISTING  
SIGNAGE AND ADVERTISING EXAMPLES  
FOR REFERENCE.**

# BRAND PLACEMENT

## CORRECT EXAMPLES:



## INCORRECT EXAMPLES:





# MATERIALS & LIGHTING

## RECOMMENDED USE OF MATERIALS:



3d cut out lettering



Flat Back lit light boxes



## EXAMPLES OF UNACCEPTABLE USE OF LIGHTING MATERIALS



The use of neon, flashing, blinking, flickering or animated lighting, or any other highly reflective material, is not permitted.



This sign is unacceptable it is faded dirty with exposed wiring.



# WINDOWS & VINYL

## APPROPRIATE USE OF WINDOW VINYL:



A children's nursery with appropriate vinyl obscuring the windows and adding privacy and shade.



A mini mart with appropriate vinyl attracting customers and showing contact and opening times.



A copy center with appropriate vinyl attracting customers and showing service information



A Spa with appropriate frosted vinyl



A restaurant with appropriate frosted vinyl



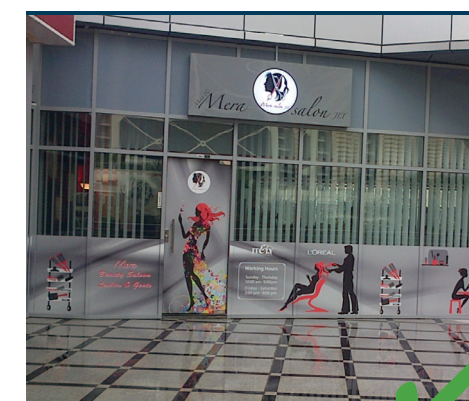
A beauty salon with appropriate vinyl obscuring the windows and giving privacy and shade to the clientele.



A Coffee Shop window using vinyl frosting and illustration



A relaxation centre with appropriate vinyl covering showing acceptable imagery and opening times.



A beauty center with appropriate obscured vinyl showing contact details



A supermarket with appropriate obscured vinyl showing contact details

## UNACCEPTABLE USE OF WINDOW VINYL:



Unacceptable window vinyl using food imagery



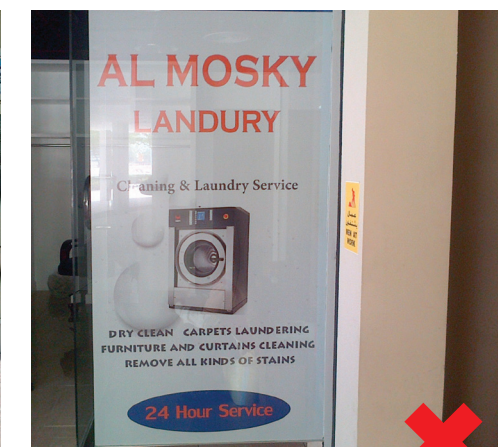
Unacceptable window vinyl using imagery of food and people



An inappropriate use of product imagery



Unacceptable window vinyl using people imagery



An inappropriate use of service imagery



# DIRECTIONAL & WAYFINDING SIGNS

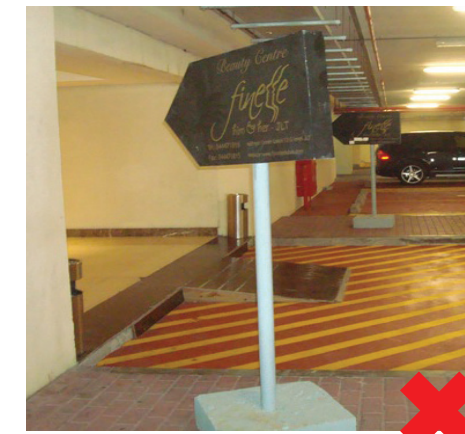
## UNACCEPTABLE USE OF SIGNAGE:



1 Sandwich board directional sign



2 Wall directional sign



3 Pole directional sign



4 Reserved parking sign

# PROMOTIONAL SIGNS

## UNACCEPTABLE USE OF SIGNAGE:



1 Flag Banners.



2 Hanging Banners.



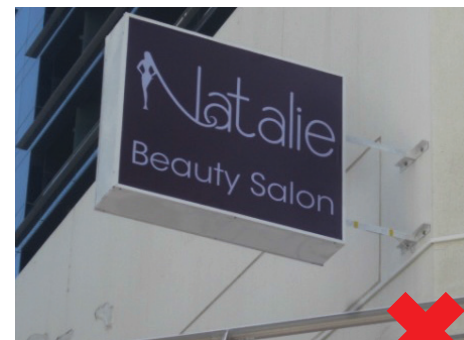
3 Roll-up-Banners.



4 To-Let Sign

# ADDITIONAL SIGNS

## UNACCEPTABLE USE OF SIGNAGE:



1 Blade signs.



2 Branded Canopies.



3 Large wall billboards.



# ADVERTISING



1 Flag Banners



2 Retail Directory



3 Upper Wall Box



4 Promenade Hanging Signage



5 Window Box



6 Street Parking Advertising

Please use the following contact details to submit your shop signage proposals for approval and to enquire about advertising opportunities.

**SIGNAGE**

T +971 4 440 5067  
F +971 4 422 6031  
E [fitout.approvals@concordiadubai.com](mailto:fitout.approvals@concordiadubai.com)

**ADVERTISING**

T +971 4 368 8883  
F +971 4 374 8488  
E [servicecenter@concordiadubai.com](mailto:servicecenter@concordiadubai.com)

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