

NAKHEEL

Outdoor Branding Guidelines

Third Party Developers

October 2023

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This briefing kit has been provided to guide third party developers and homeowners on the guidelines and requirements for construction site branding.

It is imperative that all sections of this document are read and understood by the Owner and the relevant Project Team. These guidelines should also be read in conjunction with the Sales and Purchase Agreement (SPA).

In the event of any discrepancies between the contents of this guide and those of the Sales and purchase documentation, the SPA shall take precedence over this document.

These design guidelines are applicable in all Nakheel Master Developments, including:

- ▶ Al Furjan
- ▶ Dubai Islands
- ▶ Dubai Waterfront
- ▶ Jebel Ali Village
- ▶ Jumeirah Heights
- ▶ Jumeirah Islands
- ▶ Jumeirah Park
- ▶ Jumeirah Village
- ▶ Masakin Al Furjan
- ▶ Nad Al Sheba Villas
- ▶ Palm Jebel Ali
- ▶ Palm Jumeirah
- ▶ The Gardens
- ▶ The World

1. Naming & Marketing NOCs

- ▶ Third Party Developers are required to obtain approval (in the form of an NOC) from Nakheel for the name and marketing materials of their project or building.
- ▶ Developers are requested to submit 3 different naming options for their project to Nakheel for approval.
- ▶ Developers to ensure the proposed name(s) have not already been used/overused or heavily used in Dubai.
- ▶ Where a Nakheel Community or Development is mentioned in the Name, it is only to be as a locator, not part of the name. It is not a mandatory for the project name to include the location.
- ▶ Developers are permitted to use their name within the project name but preferably as an endorsement.

Project Name
at Palm Jumeirah

Project Name
at Al Furjan



Project Name
by Developer Name



Developer Name
Project Name

Developer Name
Project Name
at Palm Jumeirah



Project Name/Logo
نخيل
NAKHEEL

Project Name/Logo
نخلة جميرا
PALM JUMEIRAH



Project Name Nakheel

Project Name Palm

Project Name Palm Jumeirah




Project Name Residences
Palm Jumeirah



2. Construction Signboards

- ▶ Third party developers' are mandated by Trakhees to place construction signboards at their sites. These signboards are required to feature a good deal of administrative information relevant to the development, following Trakhees guidelines and regulations. There are three different types of signboards:
 - Modification works signboards
 - Signboards for low-rise and mid-rise buildings
 - Signboards for high-rise buildings and complexes.
- ▶ All signboards should feature the Nakheel logo, with adequate clear space where possible.
- ▶ All signboards should be maintained and kept in good condition, with all text and imagery clearly visible. Should any text or images fade, it is the responsibility of the developer to update and maintain the visual standards.
- ▶ Third party developers are to abide by the requirements set out by Trakhees concerning Site Mobilisation and Construction Signboard.

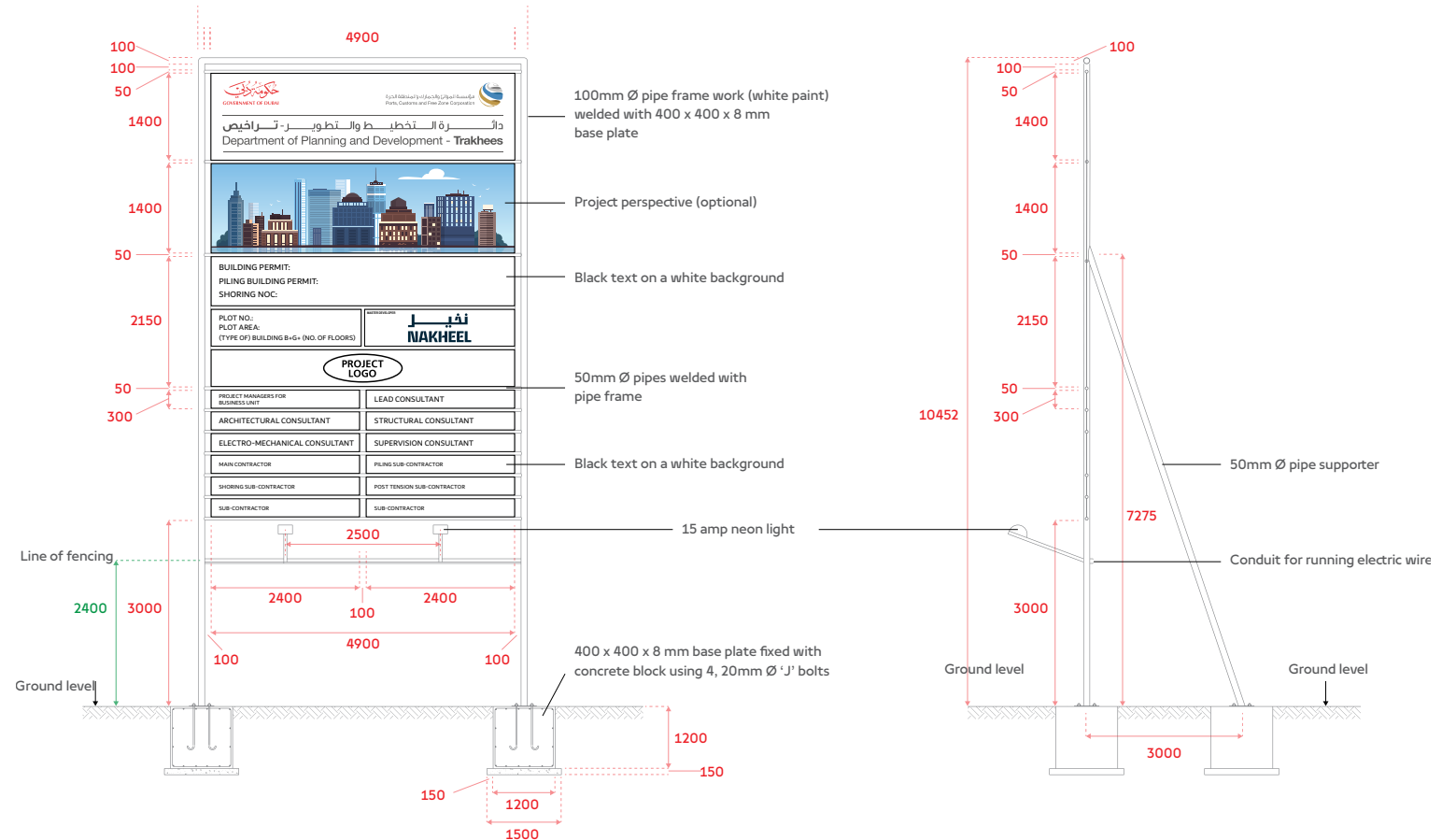
A. Modification Works Signboards (Commercial / Residential / Industrial)

 GOVERNMENT OF DUBAI		 مؤسسة الموانئ والجمارك والمنطقة الحرة Ports, Customs and Free Zone Corporation	
دائرة التخطيط والتطوير - تراخيص Department of Planning and Development - Trakhees			
MASTER DEVELOPER		 NAKHEEL	
MODIFICATIONS WORKS NOC			
NOC Ref:	Date:		2110mm
Business Unit:	Location:		
Facility Type:	Facility ID No:		
Client:			
Consultant:			
Contractor:			
Type of Modifications Works:			
4140mm			

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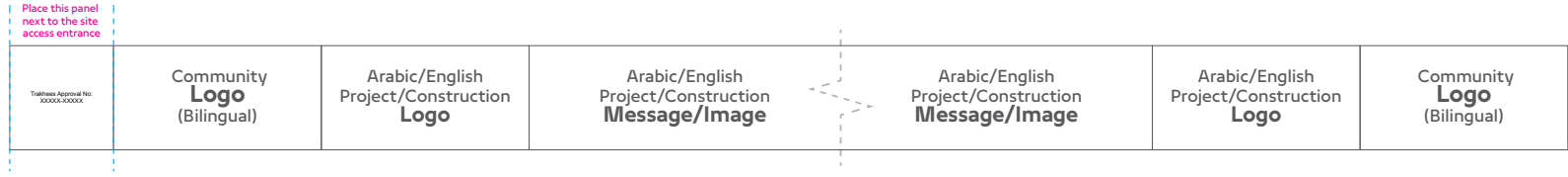
C. Signboards for High-rise Buildings and Complexes (Commercial / Residential / Industrial)



3. Construction Site Fences

- ▶ As per the Nakheel Guidelines, third party developers are required to design and fabricate a fence to beautify their construction site to maintain a premium aesthetic in Nakheel’s communities.
- ▶ The fence graphics should feature images of the project that is being built and should include the Nakheel community logo at the start and the end of the fence layout.
- ▶ The project name or logo should ideally be placed in the middle panel of the fence and key project messaging can be placed either side.
- ▶ All messaging and logos on the construction fence should be either bilingual or English and Arabic (50/50).
- ▶ As per Trakhees guidelines, the Trakhees Permit Number (once received) must be placed on the artwork in a location that will be close to the site entrance.
- ▶ Graphics that feature messages with a call to action (phone number/website/email address/QR code/social media handles) will be considered as advertising and will incur additional fees by Nakheel as well as Trakhees advertising fees. Fees are calculated at the time of NOC application and are based on the square meter of the panel area (AED 250 per square meter per month) that contains the call to action. (Eg: Panel Width[m] x Panel Height[m] x AED250[rate] x No. of the Panels x No. of month(s) = AED Amount)
- ▶ Artwork featuring the Nakheel community logo and project logo (English and Arabic, or Bilingual) without a call to action will not incur Nakheel advertising fees but may still incur Trakhees advertising fees.
- ▶ The Nakheel NOC admin fee of AED 525 applies to all applications.
- ▶ Artwork and a visual reference mock-up (of the fence graphics in situ) for **all fence sides** that are visible must be shared for feedback and approval.
- ▶ Once Nakheel has approved and issued the NOC for the artwork, third party developers are required to submit the designs to Trakhees for approval. Once the Trakhees permit number has been received, developers are requested to either add the Trakhees permit number to the artwork or print a sticker with the permit number and place it on the fence graphics as shown below.

Template



Example



4. Permanent Building Signage

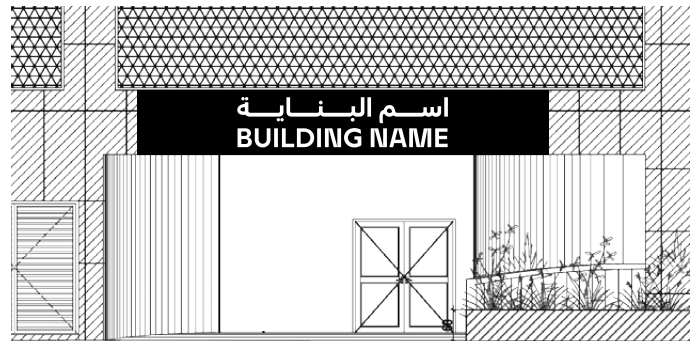
- ▶ Nakheel allows third-party developers to place permanent signage on their buildings.
- ▶ The name of the building should be same as the name approved on the Nakheel naming NOC.
- ▶ NOC must be obtained from Nakheel in order to install signage, and a one-time fee applies (AED 1,000).
- ▶ The location of the signage should be either at the entrance/mezzanine or podium level of the building.
- ▶ If there is no mezzanine/podium (e.g., villa or townhouse) a maximum of 12-15m above the ground level.
- ▶ The signage should be placed in one location only and should be bilingual (50% Arabic & 50% English).
- ▶ Artwork designs, visual mockups, and elevations in PDF format must be submitted to Nakheel online NOC platform ([onlineservices.nakheel.com/General Services/Planning Approval - Plot Applications/Amend Approved Design](https://onlineservices.nakheel.com/General%20Services/Planning%20Approval%20-%20Plot%20Applications/Amend%20Approved%20Design)).

Example

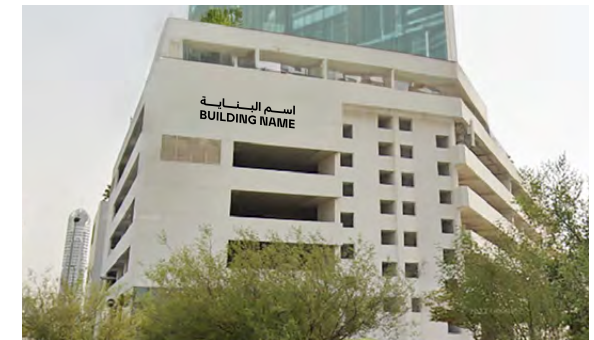
Bilingual Signage



Entrance/mezzanine level



Podium level



5. Advertising Signage

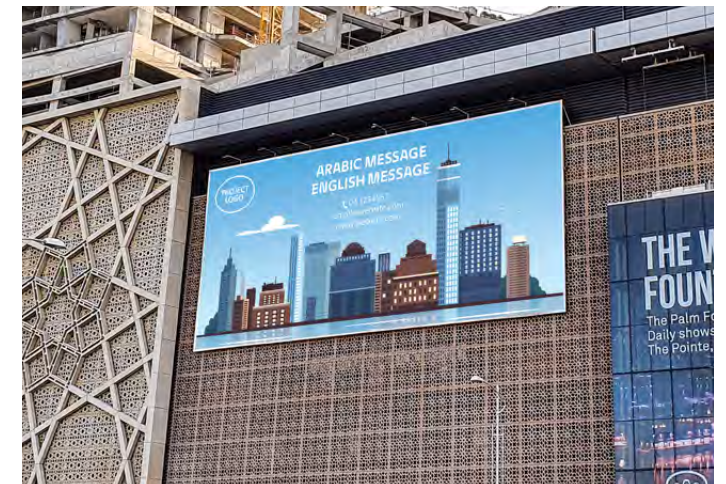
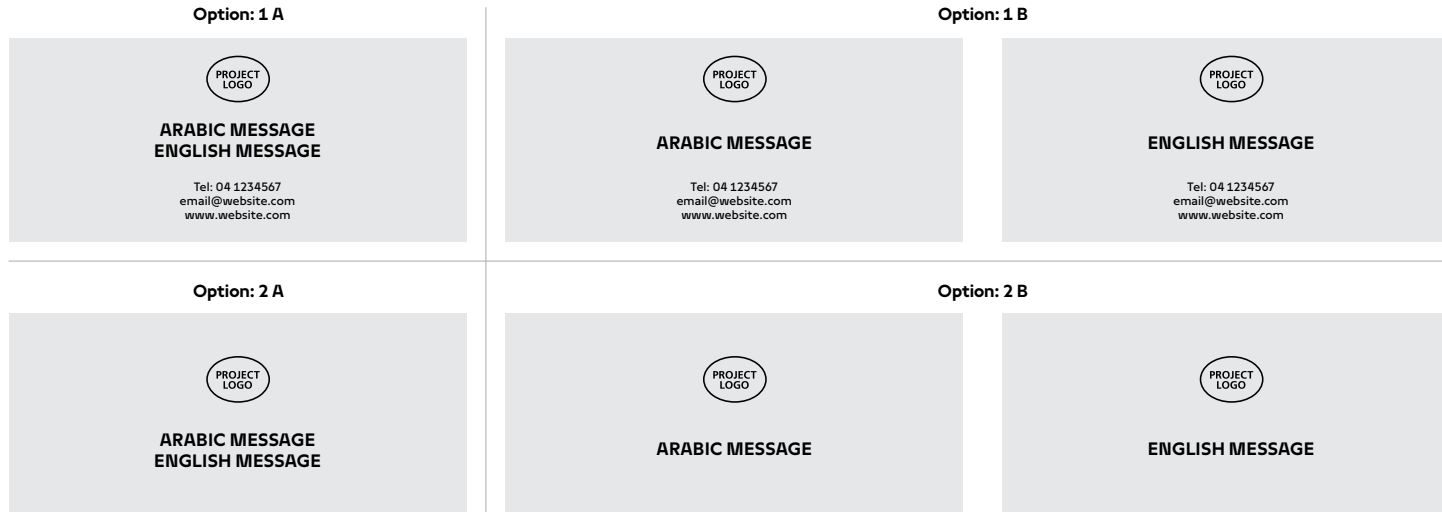
- ▶ Nakheel allows third party developers to place permanent signage on their buildings. NOCs must be obtained from Nakheel in order to install signage and a one time fee apply.
- ▶ Location of the signage should be mezzanine/podium level or maximum 12-15m above the ground level if there no mezzanine/podium (eg: villa or townhouse).
- ▶ Signage should be placed on one location only and should be bilingual (50% Arabic & 50% English).
- ▶ Artwork designs, visual mockup and elevation in PDF format must be submitted to Nakheel Marketing for review and approval before applying for Nakheel online NOC.

Option 1A: Logo + Image and/or Bilingual message (Arabic & English) + Call to action (phone number/website/email address/QR code/social media handles) - **Recurring fee applicable**

Option 1B: Logo + Image and/or Arabic & English messages (separate) + Call to action (phone number/website/email address/QR code/social media handles) - **Recurring fee applicable**

Option 2A: Logo + Image and/or Bilingual message (Arabic & English) - **One time fee applicable**

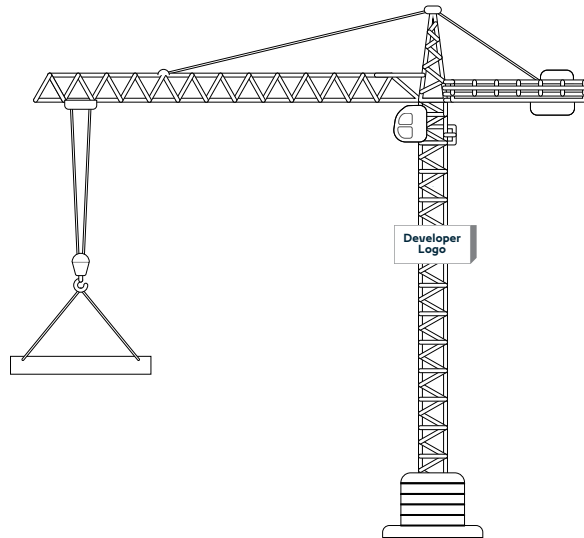
Option 2B: Logo + Image and/or Arabic & English messages (separate) - **One time fee applicable**



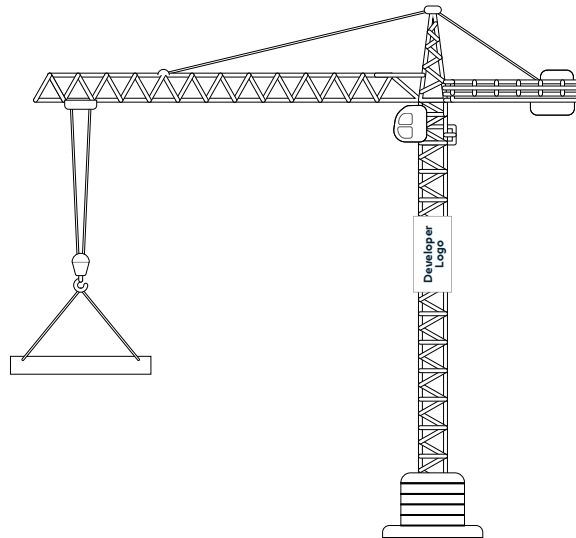
6. Crane Signage

- ▶ Third party developers and/or contractors are required to fabricate light boxes for the cranes on their construction sites. These should be double sided and backlit.
- ▶ The developers and/or contractors logo must be featured as shown below.
- ▶ Third parties need to apply for a Nakheel NOC by submitting drawings of the proposed light box designs.
- ▶ Options below allow for third party developers to select to place the developer logo vertically or horizontally.

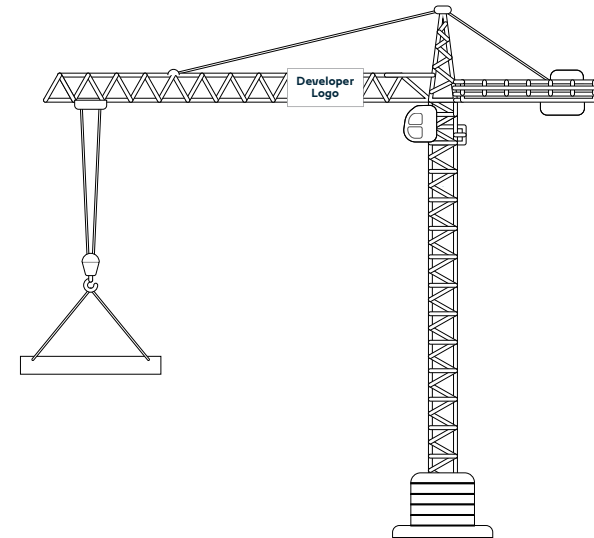
Option 1:



Option 2:



Option 3:



7. Nakheel Brand Logo Usage

Logo and Clear Space

To ensure that the brandmark stands out, it is important to position it within adequate clear space. The minimum clear space is equal to the height of the 'N' in the logotype around the brandmark. It is recommended to use more clear space where possible.



Clear Space



Colour Palette

Our primary colour palette represents waterside living and is inspired by the turquoise seas and white sandy beaches that are a prominent feature of many of our key developments.

The deep navy, Pantone 539 C is our primary logo colour and should be used on all fences, signboards and cranes. The bilingual Nakheel logo is the preferred format to use across all materials.

Deep Navy

Pantone 539 C
C 100 M 65 Y 22 K 80
R 0 G 38 B 58
#00263a
RAL 5026

Marine Blue

Pantone 7707 C
C 100 M 18 Y 12 K 52
R 0 G 97 B 127
#00617f
RAL 5020

Turquoise

Pantone 310 C
C 55 M 0 Y 10 K 0
R 106 G 209 B 227
#6ad1e3
RAL 5024

Shoreline Blue

Pantone 317 C
C 35 M 0 Y 11 K 0
R 171 G 229 B 232
#Abe5e8
RAL 6027

Sand

Pantone Warm Gray 1 C
C 4 M 4 Y 10 K 0
R 245 G 241 B 232
#F5f1e8
RAL 1013

Typography

Any Nakheel branded spaces should use the Nakheel fonts.

To access Nakheel brand related assets (master brand logo/master development logos/colour palette/patterns/fonts), please click on the link below:

www.brand.nakheel.com

Nakheel Text REGULAR

Nakheel Text BOLD

Nakheel Headline REGULAR

Nakheel Headline BOLD

النص عادي

النص ثقيل

العنوان عادي

العنوان ثقيل

8. Logo Library - Download Link

نخيل
NAKHEEL

قرية جبل علي
JEBEL ALI VILLAGE

نخلة جبل علي
PALM JEBEL ALI

الفرجان
AL FURJAN

نخلة جميرا
PALM JUMEIRAH

جزر دبي
DUBAI ISLANDS

واجهة دبي البحرية
DUBAI WATERFRONT

جميرا بارك
JUMEIRAH PARK

جزر جميرا
JUMEIRAH ISLANDS

العالم
THE WORLD

ذا جاردنز
THE GARDENS

قرية جميرا
JUMEIRAH VILLAGE

قرية جميرا
JUMEIRAH VILLAGE
Circle سيركل

قرية جميرا
JUMEIRAH VILLAGE
Triangle تراينجل

9. Appendix

Dubai Municipality - Outdoor Advertising Guidelines

- ▶ Advertisements should conform to UAE and the Islamic law, values, customs, social traditions, and public conduct and order.
- ▶ Ads should be free from grammatical errors, as well as use correct spelling and clear language.
- ▶ Arabic should be the main language used for advertising; and English translation may be used alongside.
- ▶ Arabic text should occupy not less than 50% space of the total allocated area and should be placed at the top of the advertisement or on the right hand side.

Nakheel HSSE Requirements

All contractors and sub-contractors working within Nakheel jurisdictions must comply with Trakhees-EHS and Nakheel HSSE Rules and Regulations at all times.

In addition, the below requirements must also be fulfilled:

General Requirements

- ▶ Project HSE Plan, Risk Assessment, Method Statement and EIA must be available.
- ▶ Measures to be taken to prevent unauthorised access to site (i.e. Project fencing and security).
- ▶ Warning signs, safety signs and emergency contact numbers must be displayed.
- ▶ Correct PPE must be worn at all times.
- ▶ First Aid Box and First Aid Room must be available.
- ▶ Certified First Aider must be appointed and available.
- ▶ Correct type of fire extinguishers must be provided and regularly maintained.
- ▶ Personnel working on site to undergo induction training.
- ▶ Adequate welfare facilities must be provided (i.e. Toilet, drinking water and rest area).
- ▶ Trakhees - SARS approved Safety Advisor appointed.
- ▶ Dewatering NOC must be obtained from Nakheel / Trakhees.
- ▶ NOC for import of clean fill must be available from Nakheel / Trakhees.
- ▶ Proper provision to be made for disposal of construction waste.

Night Work Requirements

- ▶ SARS approved Safety Advisor and Certified First Aider must be available on site.
- ▶ Measures to be taken to prevent unauthorised access (i.e. Project fencing and security).
- ▶ Adequate illumination must be available on site (i.e. Proper lighting arrangement).
- ▶ All tower cranes and high structures must be provided with warning lights.
- ▶ Adequate safety measures to be taken during hot work (i.e. Welding and Cutting).
- ▶ Work must be performed as per Trakhees-CS Regulations for Environmental Nuisance.
- ▶ Adequate measures to be taken to keep noise at minimum levels.
- ▶ Adequate measures to be taken to prevent fire hazards.
- ▶ Noisy machineries and generators must be properly maintained and located as far away from residents as possible.

10. Contact Details

For any further clarifications please reach out to respective teams as stated below based on the requirements.

- ▶ Master planning and Amalgamation services: **UPCD.enquiry@nakheel.com**
- ▶ Affection plan issuance: **UPCD.enquiry@nakheel.com**
- ▶ Other Site/Infrastructure/CAR access related NOCs: **NOC.center@nakheel.com**
- ▶ Design & planning related NOC Services: **planning.approvals@nakheel.com**
- ▶ Logistics & site access permits: **DCPA.TPDLogisticsServices@nakheel.com**
- ▶ To access Nakheel brand related assets, please visit: **www.brand.nakheel.com**

Thank you!

If you need clarification on any of the information contained in this set of guidelines, or have any queries regarding applications not explained herein, please contact Nakheel Marketing.

To access Nakheel brand assets, please click on the link below:

www.brand.nakheel.com