

NAKHEEL

Broker communication guidelines

01. The approval process

All broker promotional collateral for Nakheel projects must be approved by Nakheel Marketing before a campaign goes live.

Note: Please allow at least 3 working days from day of request for review and approval on all collateral.



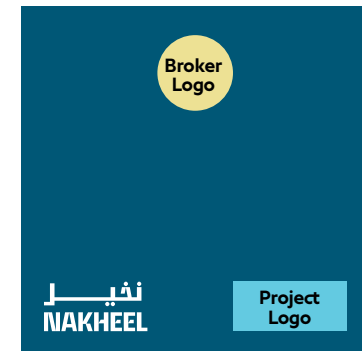
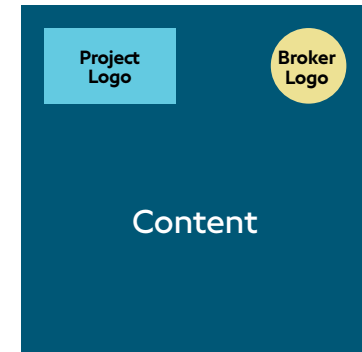
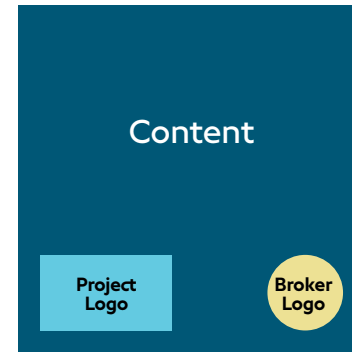
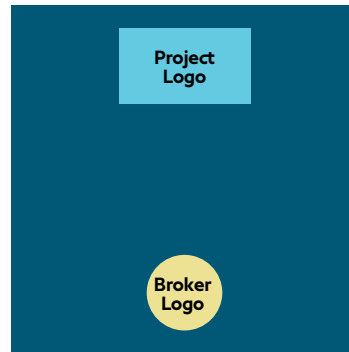
Create promotional collateral for Nakheel projects according to guidelines and using Nakheel assets and sales information provided.

Submit artwork at least 3 working days in advance to Nakheel Sales Operations for Nakheel Marketing to review and approve collateral.

Once you have received approval from the Nakheel Marketing team, you are ready to go live.

02. Nakheel logo usage

The Nakheel logo should **never be featured** on any broker collateral. All broker promotional collateral can feature the logo of the Nakheel project that is being promoted.



03. Promoting Nakheel projects: The Do's & Don'ts

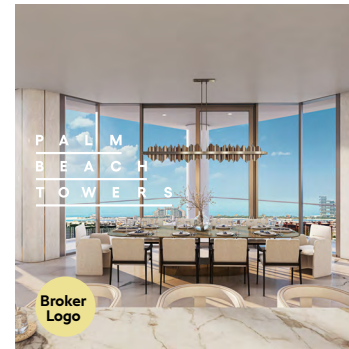
Do:

- ▶ Do feature Nakheel project logos on promotional collateral and ensure they are clearly visible.
- ▶ Do use the project brand guidelines, assets and key selling points provided by Nakheel to create promotional collateral.
- ▶ Do include nearby landmarks to describe a location wherever relevant.



Do Not:

- ▶ Do not crop property images.
- ▶ Do not alter/stretch property images.
- ▶ Do not use filters or treatments.
- ▶ Do not use project/broker branding over an image or graphic where it won't be visible
- ▶ Do not obstruct or cover project imagery with graphics or text boxes.



04. Online & offline collaterals

Nakheel WhatsApp and Mailer templates can be extended to accommodate broker identity. Nakheel Sales Operations will provide templates that can be used in these instances.

Nakheel payment plan templates can be extended to include broker logos and contact details.

Templates should always include the project logo with the broker logo only.

WhatsApp/Mailer

Broker Logo





Elegant homes for balanced living

An idyllic gated sanctuary in Dubai, at Jebel Ali Village, where nature, leisure and a vibrant cosmopolitan life unite. By harnessing the beauty of the undulating landscape, this community allows one to stay connected with the modern conveniences of urban living. It is located next to Sheikh Zayed Road and Ibn Battuta Mall and has religious institutions like mosques, gurudwaras and churches at its doorstep.

Designed to echo the soft symphony of nature and character of the lush panoramas, these luxurious four-and three-bedroom townhouses offer unrivalled living with handsomely-appointed community amenities that evoke a tranquil yet vibrant atmosphere. Choose from light and dark finishing options to best suit your sense of style.

Community Living at its Best

Designed with the art of living in mind, the family-focused community of Jebel Ali Village features relaxing pools, active sports facilities, pristine parks and an array of recreational activities. Here, time slows down to a relaxed pace and one can experience nature in its purest form.

Community Parks

Mountain Biking

Community Parks

Trek Pools

Kids Play Area

Cycling Tracks

Sports Courts

Sports Courts

Mosques

Churches

Temples

Retail Facilities



Broker Logo

Contact details
Call: 050 1234567
www.brokerwebsite.com

Editable area

Non editable area

Editable area

Payment plan

Broker Logo





Instalments	Payment %	Milestones	Date
Instalment 1	5%	Content	Jan XXXX
Instalment 2	5%	Content	Feb XXXX
Instalment 3	5%	Content	Mar XXXX
Instalment 4	5%	Content	Apr XXXX
Instalment 5	5%	Content	May XXXX
Instalment 6	5%	Content	Jun XXXX
Instalment 7	5%	Content	Jul XXXX
Instalment 8	5%	Content	Aug XXXX
Instalment 9	5%	Content	Sep XXXX
Instalment 10	5%	Content	Oct XXXX
Instalment 11	5%	Content	Nov XXXX
Instalment 12	5%	Content	Dec XXXX
Instalment 13	5%	Content	Jan XXXX
Instalment 14	5%	Content	Feb XXXX
Instalment 15	5%	Content	Mar XXXX
Instalment 16	5%	Content	Apr XXXX

Broker Logo

Contact details
Call: 050 1234567
www.brokerwebsite.com

Editable area

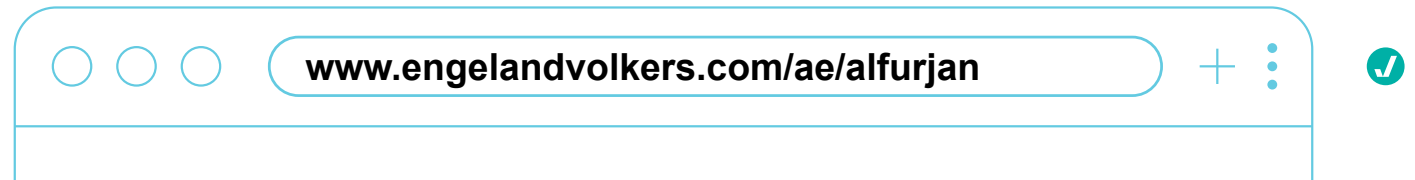
Non editable area

Editable area

05. Broker websites & promotional campaigns

Nakheel project brand names should never appear in the primary domain name of the website URL in broker communications.

Project brand names are strictly trademarked by Nakheel and are only to be used as a subfolder on broker's existing domains.



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

brand.nakheel.com

To access project related assets,
please click on the link below:

brokers.nakheel.com

**All promotional collateral for Nakheel
projects must be approved by Nakheel
Marketing before a campaign goes live.**

For project information, collateral &
campaign approvals, please contact:
brokers@nakheel.com