

C I R C U L A R – 247

Date: May 14, 2017

To: Service Providers & Advertisement Companies

SUBJECT: Promotional Outdoor Advertising Signage

Dear Customer,

As we approach the Holy Month of Ramadan, we would like to take this opportunity to advise you about Dubai Creative Clusters Authority's (DCCA) guidelines for promotional outdoor advertising. This is applicable to all developments located in DCCA's planning jurisdiction.

The DCCA guidelines for promotional outdoor advertising are as follows:

- Permits for all promotional advertising are limited to a period of four weeks only
- Advertisements promoting shisha are not permitted under any circumstances
- Advertisements fixed on building facades, such as banners or stickers, need to be in full compliance with the following requirements:
 - No bright background colors are permitted
 - Photo Images with busy and/or colorful backgrounds are not permitted
 - Where food images are featured, they must be simple images with plain background in a single colour
 - The use of icons as opposed to photographic images are recommended
 - The display of pricing and/or promotional offers is prohibited
 - Phone numbers must not be featured
 - The permit number needs to be visible on the artwork (see [Circular 242](#))
- Only small format free standing advertisement units, such as a-boards or roll-up banners, may be used to advertise buffet deals:
 - Pricing and a telephone number for booking may be featured
 - These units may be placed next to the main entrance of the building only - placement outside of the plot boundaries is not permitted
 - The permit number must be visible on the artwork (see [Circular 242](#))

All Outdoor Advertisements must receive DCCA approval prior to installation. To access a request form and for more information on submission requirements, please go to the below link:

<https://dcca.gov.ae/en/freezone/zoning-services/development-control/advertising-permit-application/> .

Please note that all food outlets wishing to maintain operations in the Dubai Creative Clusters during the Holy Month of Ramadan with the intent of providing food and beverages to non-fasting individuals must first obtain a Commercial Permit from DCCA (see [Permit Guidelines PG 11.01.00](#)).

If you have any questions or wish to give feedback, please call DCCA Customer Care on Tel.: 800-4-DCCA (3222) or email at info@dcca.gov.ae