

SIGNAGE CUSTOMER GUIDELINE

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1. DEFINITION AND ABBREVIATIONS

Term	What it means
Applicant	You — the Business Partner, tenant, owner, developer, landlord, contractor or authorised representative responsible for registering, submitting, obtaining approvals for and managing the signage works.
BP / Business Partner	A tenant, operator or entity licensed to operate in DHCC and, where applicable, holding a valid lease agreement.
Contractor	The contractor you appoint (and who is approved where required) to carry out the signage works.
DHCA	Dubai Healthcare City Authority.
DHCC	Dubai Healthcare City.
Display Fee	A fee you pay to DHCA for displaying your signage.
External Signage	Fixed signs on the exterior of a building or within the building / land plot limit inside the DHCC free zone including signs attached to buildings, structures or landscape features, free-standing signs, and permanent plaques or marquees.
Internal Signage	Fixed signs placed inside DHCC-owned / DHCC JOP buildings — including unit identification, company number, company name, amenities, directional, directory, interpretive, plaque and ceiling-suspended signs.
Digital Signage & Advertising	Digital signage and advertising approved by DHCC / DHCA, as applicable.
FSU	Free Standing Unit — for example a sculpture or architectural feature within the plot limit.
Masaar	The DHCA e-services platform used for signage submissions, document uploads, signage display NOC requests, inspection scheduling and completion tracking.
NOC	No Objection Certificate.
Signage Display NOC	The approval that allows you to display your signage once all reviews and prerequisites are complete.
Permit-to-Work (PTW)	The permit required before you begin signage installation works, including the approved documentation and site-access conditions.
Relevant Authority	Any relevant local or federal authority, including but not limited to Dubai Development Authority (DDA), Dubai Electricity & Water Authority (DEWA), Dubai Municipality (DM), Dubai Civil Defence (DCD), Dubai Health Authority (DHA),

Term	What it means
	Ministry of Health and Prevention (MOHAP) and Roads and Transport and Authority (RTA), where relevant to your signage request.
Signage	Any identification, description, illustration or device visible from a public place that directs attention to a product, message, service, place, person, entity, institution, event, business use or cause.
Renewal	The annual or required process to renew your signage display NOC, display fee, lease agreement, authority permit or signage approval, as applicable.

2. PURPOSE

This guideline is your primary reference for planning, designing, submitting, installing, maintaining and renewing signage within Dubai Healthcare City (DHCC). It is designed to answer the questions you are most likely to have before, during and after a signage application, helping you prepare a complete and compliant application submission while avoiding unnecessary delays.

The guidelines take you through the full signage lifecycle - from confirming whether your proposed signage is permitted and preparing your branding, artwork and technical documentation, through to submitting your application, obtaining the required approvals, installing your signage, completing inspections, and maintaining compliance throughout the life of your signage.

What this guideline helps you do:

- Understand exactly what signage is allowed and not allowed.
- Follow the end-to-end journey clearly, from first idea through to renewal.
- See the difference between technical approval, branding approval and lease / commercial requirements.
- Prepare a complete submission so your application is not returned or rejected.
- Present signage that protects DHCC's visual quality, safety, building integrity and destination identity.
- Ensure your signage works are carried out safely, legally and in line with DHCA / DHCC and relevant authorities' requirements.

3. WHO THIS GUIDELINE IS FOR

This guideline is for you if you are a business partner, investor, sub-developer, plot owner, consultant or contractor responsible for designing, submitting, installing, maintaining or modifying signage within DHCC. It covers signage in DHCC-owned buildings, DHCC Jointly Owned Properties (JOP), privately owned and investor buildings, investor land and empty plots, DHCC common areas, building façades, within-plot areas and community-road locations as applicable to your signage type.

How coverage differs by location

- **DHCC-owned buildings and DHCC JOP buildings:** both internal and external signage are covered by this guideline.

- **Privately owned / investor buildings:** external signage is covered here. Internal signage is normally managed by your building owner or landlord — unless DHCA approval is required because of the location, common-area impact, external visibility, public-facing branding, an authority requirement, or a specific DHCA condition.

All stages of the signage cycle are covered: design submission, technical review, issuance of signage display NOC, Permit-to-Work (PTW), inspection at completion and renewal.

In addition to signage design and technical requirements, the guideline also includes:

- Eligibility and commercial / lease requirements.
- Signage agreements and the display fees that may apply.
- Community branding requirements for hoardings, banners, billboards, digital screens, façade signage and other customer-facing branding and endorsement 'Located at DHCC' requirements and implementation.
- Temporary signage, exceptional requests and signage types not listed in the standard matrix.
- Your maintenance and renewal obligations.

4. UNDERSTANDING THIS GUIDELINE

Use this guideline as your primary reference before designing or submitting a signage application through Masaar - DHCA e-services platform - or any other DHCA-approved submission channel.

1. Identify the proposed signage location and applicable signage category.
2. Confirm whether the signage type is permitted, prohibited or subject to special approval.
3. Review the applicable lease, eligibility and commercial requirements.
4. Prepare your signage design in accordance with the community branding requirements and artwork standards.
5. Ensure your proposal complies with the relevant design, quality and technical requirements.
6. Prepare all required drawings, documents and supporting information.
7. Submit your application through the approved submission channel and respond to any review comments, if requested.
8. Obtain all required approvals before commencing fabrication or installation.
9. Following installation, comply with the applicable inspection, maintenance and renewal requirements.

5. YOUR SIGNAGE JOURNEY

The journey below outlines the key stages of the signage process. Depending on your signage type, some steps may vary or not apply. All required approvals must be obtained before any signage is installed, modified, relocated, renewed or removed.

Step	Stage	What you need to do	Outcome
1	Identify your signage need	Decide whether you need a new sign, renewal, modification, relocation, removal, temporary sign, hoarding, digital screen, glass sticker, leasing banner, common-area sign or an exceptional request.	A clear purpose and signage category.

Step	Stage	What you need to do	Outcome
2	Confirm location and ownership	Identify whether the signage is on a DHCC-owned / JOP building, a privately owned building, investor land, a common area, a façade, unit glass, within a plot limit, or a community road.	The correct location category confirmed.
3	Check if it is allowed	Use the tables in Section 8 of this document to confirm whether your signage is allowed, not allowed, or subject to special approval.	Allowed / not allowed / special approval route identified.
4	Check your eligibility	Confirm your commercial licence, valid lease / occupancy, landlord NOC (where applicable), any signage-agreement requirement and any external-authority requirements.	Eligibility and prerequisites confirmed.
5	Prepare your package	Prepare signage designs in accordance with the Community Branding Requirements, including bilingual artwork where applicable, and submit the required key plan, location plan, fixing details, material specifications, load schedule, programme of works and any applicable authority approvals	A complete submission package.
6	Submit your application	Submit your application through the Masaar Online Portal and upload all required documents and drawings. Where a signage agreement, lease agreement or payment is required, DHCA will advise you during the review process. Incomplete submissions may be returned or rejected.	Application received for review.
7	Respond to review comments	DHCA reviews your application for technical, branding, lease / commercial and compliance requirements. Respond to comments and resubmit if asked.	Approval, conditional approval, return for correction, or rejection.
8	Complete fees	Where signage fees or display fees apply, complete them before your NOC / approval is finalised.	Commercial requirement completed.
9	Receive your signage display NOC	Once all reviews and prerequisites are complete, your signage display NOC or approval is issued. Its validity follows the expiry date of your Commercial Licence.	Approval of the signage design, subject to obtaining PTW before installation.

Step	Stage	What you need to do	Outcome
10	Obtain PTW & site access	Before any site work starts, obtain the required Permit-to-Work, subject to the applicable Engineering, HSE, FM and site-access requirements.	Authorisation to commence signage installation.
11	Install	Install signage strictly to the approved drawings, materials, location, fixing method and electrical / lighting arrangement.	Installation completed in line with approval.
12	Inspection at completion	Request inspection and upload the required documents. Address any comments or snags raised during inspection.	Completion of final and application closed.
13	Display, maintain & renew	Keep signage in good condition, repair damage, and renew your NOC, agreements and fees before expiry.	Valid, compliant and well-maintained signage.
14	Modify, relocate or remove	Any change, relocation or removal needs prior approval. Old fixing points must be rectified, and repainting must match the building finish or DHCA instruction.	Updated approval, completed rectification and closure.

6. YOUR RESPONSIBILITIES

You are responsible for ensuring that your signage complies with the requirements of this guideline throughout its lifecycle, from application and installation through to maintenance, renewal and removal.

As the applicant, you are responsible for:

- Ensuring your application is complete, accurate and supported by all required documents, drawings and approvals.
- Obtaining any required landlord, third-party or external authority approvals before commencing the relevant stage of the works.
- Ensuring all branding, artwork, design and technical requirements are met.
- Obtaining written approval before using the DHCA/DHCC logo, the "Located at DHCC" endorsement or any other DHCA/DHCC brand assets.
- Paying all applicable fees associated with your signage application and ongoing approvals.
- Ensuring no fabrication or installation commences until all required approvals, including the Signage Display NOC and Permit to Work (PTW), have been obtained.
- Installing, maintaining, modifying and removing signage in accordance with the approved application and the requirements of this guideline.
- Keeping signage safe, clean, well maintained and compliant throughout its approved display period.
- Renewing approvals, agreements and permits before they expire, where applicable.
- Rectifying any damage caused by the installation, modification, maintenance or removal of signage and removing or replacing non-compliant signage when required.

7. HOW DHCA REVIEWS YOUR APPLICATION

Your application may pass through one or more review streams, depending on the type, content, location and impact of your signage. You do not need to manage this routing, but you do need to provide the information that allows each review to be completed.

Review stream	When it applies to you	What you must provide
Technical / Engineering	Any signage requiring technical review, fixing, mounting, electrical connection, structural or façade impact, common-area impact, PTW or inspection at completion.	Technical drawings, key plan, location, dimensions, fixing method, materials, load schedule, contractor documents, method statement, programme, maintenance details and authority approvals where applicable.
Branding / Artwork	Any signage, advertisement, hoarding, digital screen, sticker, banner, billboard or public-facing material involving DHCA / DHCC brand, the “Located at DHCC” mark, artwork, a promotional message or third-party branding.	Artwork, bilingual text, logo files, colour specifications, brand placement, background, dimensions, content description and confirmation of intended use.
Leasing / Commercial	Where a signage agreement, display fee, valid lease / occupancy, payment, unit relationship or annual renewal is required.	Commercial licence, lease / unit relationship, signage agreement where required, payment details and landlord / owner confirmation where applicable.
Authority / Regulatory	Where external permits are needed for advertising, façade works, public-road impact, or Dubai Development Authority (DDA), Dubai Electricity & Water Authority (DEWA), Dubai Municipality (DM), Dubai Civil Defence (DCD), Dubai Health Authority (DHA) Ministry of Health and Prevention (MOHAP) and Roads and Transport Authority (RTA) requirements.	Authority approval, NOC or evidence of submission / compliance as required.

8. SIGNAGE CATEGORIES, ALLOWED TYPES AND DISPLAY FEES

The table below identifies the signage types permitted within DHCC, based on the proposed location and property type. They also indicate whether a signage type is permitted, prohibited or subject to special approval, together with any applicable display fees. Where a signage type is identified as subject to special approval, additional assessment and supporting justification may be required before approval can be granted.

Note: Where a display fee applies, it is shown as “Applicable”. The applicable fee will be communicated to the applicant during the signage application process.

8.1 External Signage — DHCC-Owned Buildings / DHCC JOP Buildings

Signage type (Business Partner)	Location	Display fee	Status
Signage Display Permit (Clinical, Retail & Commercial)	Building façade	Applicable	Allowed
Digital screens	Building façade	—	Not allowed
FSU: sculpture / architectural feature	Within plot limit	—	Not allowed
Advertising portable flags	Within plot limit	—	Not allowed
Stickers on external unit glass panels	Unit external glass	Applicable	Allowed
Umbrella	Within plot limit	—	Not allowed
Promotional banners / roll-ups	Within plot limit	—	Not allowed
Pylon	Within plot limit	—	Not allowed

Note: Building name / logo, DHCC digital screens, DHCC sculptures, portable flags, umbrellas and promotional banners on DHCC-owned buildings are DHCC-led and managed by DHCA Marketing and Communications department.

8.2 External Signage — Investor / Privately Owned Buildings

Signage Type (Business Partners)	Location	Display Fee	Status
Building Name / Logo	Building façade	Applicable	Allowed
Display Permit Signage (Clinical, Retail & Commercial)	Building façade	Applicable	Allowed
Digital Screens	Building façade	Applicable	Allowed
FSU: Sculpture / Architectural Feature	Within plot limit	Applicable	Not Allowed
Leasing Banner	Building façade	Applicable	Allowed
Advertising Portable Flags	Within plot limit	Applicable	Allowed
Stickers on external unit glass panels	Unit external glass	Applicable	Allowed
Umbrella	Within plot limit	Applicable	Allowed
Promotional banners	Within plot limit	Applicable	Allowed
Roll-ups	Within plot limit / building	Not allowed	Not allowed
Directory signage	Within plot limit	Applicable	Allowed

8.3 Internal / Common-Area Signage — DHCC-Owned Buildings / DHCC JOP Buildings

Signage type (Business Partner)	Location	Display fee	Status
Unit Identification Signage	Common area	N/A	Allowed
Signage Display Permit (Clinical, Retail & Commercial)	Common area	Applicable	Allowed
Digital screens	Common area	—	Not allowed
FSU: sculpture / architectural feature	Common area	—	Not allowed
Advertising portable flags	Common area	—	Not allowed
Stickers on unit glass facing common area	Common area	Applicable	Allowed
Elevator stickers	Elevator	—	Not allowed
Promotional banners / roll-ups	Common area	—	Not allowed

8.4 Investor Land / Empty Plot and Community-Road Signage

Signage type (Business Partner)	Location	Display fee	Status
Hoarding, fence hoarding, wall-mounted hoarding	Investor land / empty plot within plot limit	Applicable	Allowed
Advertising portable flags	Investor land / empty plot within plot limit	Applicable	Allowed
Crane signage	Investor land / empty plot within plot limit	Applicable	Allowed
Construction 3D-letters advertisement	Investor land / empty plot within plot limit	Applicable	Allowed
FSU: sculpture / architectural feature	Investor land / empty plot within plot limit	Applicable	Allowed
Billboard / unipole	Investor land / empty plot	—	Not allowed
Community roads (right of way, roundabout branding, electronic screen, street-light pole)	Community roads	—	Not allowed
Other types (air / marine advertisement, or any type not listed)	As applicable	To be assessed	Exceptional request

Note: Signage on DHCC land / empty plots and community roads is DHCC-led. Exceptional requests are assessed case by case and are subject to DHCA approval.

Where applicable, signage display fees and any other related fees will be communicated to the applicant during the signage application process. Applicants are responsible for completing all applicable payments and associated costs, including signage agreement, authority approval, installation, renewal, maintenance and replacement costs, where applicable.

9. ELIGIBILITY, LEASE AND COMMERCIAL REQUIREMENTS

Your eligibility depends on the signage type, location, your Business Partner category, and your lease / occupancy status. Holding a commercial licence does not by itself give you the right to install signage in any location. The following apply where relevant:

- You must be licensed / authorised to operate in DHCC and have a valid relationship to the unit, building, plot or location where you want signage.
- For DHCC-owned / JOP buildings, a signage agreement may be required, and you may need to pay the applicable annual signage lease fee for the validity of that agreement.
- For privately owned buildings, you are responsible for obtaining the landlord / building-owner NOC for your signage design and location, before or as part of your submission.
- You must obtain your signage display NOC before displaying signage. It may require annual renewal, subject to payment of fees and compliance with the approval conditions.
- Commercial-licence completion and the applicable lease / unit documentation may be required before your final signage display NOC is issued.
- Your signage size, location and eligibility are subject to the applicable DHCC building signage guidelines, Engineering review and your assigned signage zones / unit boundary lines.

10. COMMUNITY BRANDING REQUIREMENTS

These requirements establish the branding, design and visual-quality standards for signage throughout Dubai Healthcare City (DHCC). Their purpose is to maintain a cohesive, recognisable and high-quality destination while allowing organisations to express their individual corporate identity within a consistent community framework.

Signage within DHCC serves both a functional and a place-branding purpose. Every signage application contributes to the identity and quality of the destination and should be designed as an integral part of the built environment rather than simply as advertising. Accordingly, all signage should support brand consistency, accessibility, legibility, wayfinding, placemaking and the overall quality of the public realm.

10.1 Community Branding Principles

- Reflect the quality and identity of Dubai Healthcare City and follow the approved DHCC brand hierarchy.
- Follow the approved DHCC brand hierarchy and endorsement requirements, where applicable
- Maintain a balanced bilingual (Arabic and English) presentation.
- Present one clear communication message, supported by high-quality professionally designed graphics.
- Integrate third-party branding only where approved, and in line with the established brand hierarchy.

- Contribute positively to the visual quality, character and experience of the surrounding public realm.

10.2 Business Identification Requirements

Signage should clearly identify the business, premises or approved use of the space while maintaining a consistent community identity.

- Content should be limited to the approved business name, building name or logo, as shown on the applicable commercial licence or registered trademark.
- Where required, business and unit names must be displayed in both English and Arabic and match the approved commercial licence.
- Identification signage should remain clear, legible and uncluttered, displaying only information limited needed to identify the occupant or premises.

10.3 Content & Communication Standards

Signage should communicate clearly and professionally while contributing positively to the quality and character of the DHCC destination.

- Artwork should be professionally designed and produced in colour unless otherwise approved.
- Promotional campaigns, advertisements, medical services, treatment claims and other marketing content are subject to approval by the relevant DHCA review stream and any applicable external authority requirements.
- Unapproved medical claims, misleading treatment guarantees and unauthorised logos are prohibited.
- Advertising or promotional messages should not appear on identification signage unless approved through the appropriate advertising or promotional approval process.

10.4 Signage Design & Quality Standards

Across all signage applications:

- Use balanced, well-proportioned layouts with a clear visual hierarchy.
- Use high-resolution artwork and graphics suitable for the format and viewing distance.
- Ensure colours are accurately and consistently reproduced.
- Maintain balanced bilingual presentation that integrates with the surrounding environment.

10.5 Material & Production Standards

All signage should be manufactured and installed to a consistently high standard.

- Use durable, premium-quality materials suitable for Dubai's climate.
- Use matte or anti-glare finishes and UV-resistant inks where applicable.
- Conceal visible joints, brackets, fixings and cabling wherever practical.
- Maintain consistent workmanship and a high-quality finish across all installations.
- Maintain signage throughout its approved display period so that it remains clean, correctly aligned, undamaged and free from fading or deterioration
- Repair or replace damaged, faded or deteriorated signage promptly.

10.6 Requirements by Application Type

a. Construction Hoardings

Hoardings form part of the public realm and shape the visual identity of DHCC throughout the construction period. They should act as a premium visual boundary and a destination communication surface, while staying safe, clean and well presented. Use imagery reflecting healthcare, wellness, innovation, medical excellence, patient care or the approved project proposition.

Item	Standard
Standard height	2.46 m for pedestrian-facing construction hoarding.
Premium development hoarding	3.0–4.0 m where appropriate to the development and approved by DHCC.
Panel module	Preferred module 1.2–2.4 m; larger compositions up to 4.8 m where aligned with the overall design grid.
Logo hierarchy	The primary project logo may occupy up to one-third of the hoarding height; DHCC endorsement should not exceed one-quarter unless otherwise approved.
Artwork quality	High-resolution graphics suitable for large-format printing.
Finish & colour	Premium matte or anti-glare finish, with colours that accurately reproduce the approved brand references.
Material appearance	Smooth premium finish with concealed joints where practical.
Maintenance	Kept clean, aligned, undamaged, non-faded and free from peeling graphics throughout the project.

b. Promotional & Hanging Banners

- Support DHCC communications or approved partner activities; a maximum of 7–10 words and one principal message per banner.
- Balanced Arabic and English presentation, with high-contrast graphics.
- Remove banners immediately after the approved campaign period; expired or inaccurate messaging must not remain on display.

Format	Recommended size	Application
Vertical banner	0.8 × 2.0 m	Standard campaigns
Large vertical	1.0 × 3.0 m	Large façades
Horizontal	3.0 × 1.0 m	Temporary messaging
Large horizontal	4.0 × 1.2 m	High-visibility locations
Street pole	0.6 × 1.5 m or 0.8 × 2.0 m	Official campaigns

c. Billboards (The following requirements apply to artwork/content to be displayed on DHCC billboards.)

Item	Standard
Branding	DHCC endorsement logo positioned within one of the four corners, with clear space maintained; balanced bilingual hierarchy; Marketing approval required for all artwork.
Message	Primary message limited to seven to 10 words, given clear dominance.
Aspect ratio	3:1, 4:1 or 6:2 depending on the location.
Logo size	Approximately 8–12% of the billboard width.
Finish	Matte, UV-resistant and anti-glare.

d. Digital Screens

- Approval is required before publication; position the DHCC endorsement logo per the approved layouts.
- For road-facing screens, use a maximum of seven words per frame, with static or slow transitions only.
- Minimum message duration 8–10 seconds, with a clear visual hierarchy, high readability and consistent bilingual presentation.

e. Outdoor Façade Logos

- Align signage with the architectural composition and maintain the appropriate brand hierarchy. Where multiple logos or co-branding are used, follow the approved DHCC standards.
- Ensure signage is proportionate to the building and does not visually dominate the façade or surrounding architecture
- Use halo or internally illuminated lettering for all outdoor façade logos.

11. USE OF DHCC BRAND ASSETS

Your signage may incorporate DHCC brand assets only where they form part of an approved signage application and have received prior written approval from the DHCA Marketing and Communications Department.

This section outlines the requirements for using DHCC brand assets within signage applications. Detailed requirements for the use of DHCC branding alongside third-party brands are set out in the DHCC Third-Party Branding Guidelines provided in Appendix C.

11.1 Use of DHCC Brand Assets

DHCC brand assets are protected and must be used only in accordance with the requirements of this guideline and the DHCC Third-Party Branding Guidelines provided in Appendix C.

You must not reproduce, modify or publish any DHCC logo, endorsement or other brand asset without prior written approval from the DHCA Marketing and Communications Department.

11.2 DHCC Logo

The DHCC logo may only be used for approved community, destination and free zone branding applications within Dubai Healthcare City.

11.3 Located at DHCC Endorsement

The "**Located at DHCC**" endorsement identifies organisations operating within Dubai Healthcare City and may only be used with prior written approval from the DHCA Marketing & Communications Department.

The endorsement must:

- Use the approved artwork without modification.
- Be applied in accordance with the approved brand hierarchy and placement requirements.
- Maintain the required clear space, minimum size and legibility.
- Be used only for approved applications.

11.4 Co-branding and Third-Party Branding

The use of DHCC brand assets alongside third-party branding requires prior written approval from the DHCA Marketing and Communications Department.

Where approved, third-party branding must comply with the approved DHCC brand hierarchy, endorsement requirements and the DHCC Third-Party Branding Guidelines.

11.5 Prohibited Use

Unless specifically approved by the DHCA Marketing and Communications Department, you must not:

- Recreate, alter or distort any DHCC logo, endorsement or other brand asset.
- Create new logo variations, lock-ups or sub-brands incorporating DHCC branding.
- Use DHCC brand assets on unauthorised signage, advertisements or promotional materials.
- Use DHCC brand assets in a manner that is misleading, inconsistent with the DHCC Third-Party Branding Guidelines or likely to imply endorsement where none exists.
- For detailed requirements relating to the use of DHCC brand assets alongside third-party branding, refer to the DHCC Third-Party Branding Guidelines provided in Appendix C.

12. ENGINEERING TECHNICAL REQUIREMENTS

This section includes the technical requirements for your signage application. The applicant must comply with below requirements.

12.1 General Technical Requirements

- All signage — internal or external — needs the relevant signage display NOC / approval before installation.
- Design your signage in proportion to the scale, dimensions and architectural composition of the building elevation.
- External signs shall be constructed from durable, weatherproof materials such as steel or aluminium. Signage materials/finishes are subject to DHCA Engineering department's review and approval.
- Your signage location and size are controlled by unit boundary lines and / or the area approved by DHCA Engineering department.
- Place signage only in the designated areas assigned and approved through the DHCA process, integrating it with the building design and avoiding architectural features.
- Signage must not obstruct fire exits, emergency access, safety equipment, public roads, pedestrian movement, utilities, wayfinding, other approved signs, building services or architectural features.

- Signage must not create glare, distraction, clutter or excessive visual competition within DHCC.
- Backboxes are not permitted for any signage.
- DHCA may revoke approval and require replacement or removal at your cost if signage does not comply with the regulations or approval conditions.

12.2 Signage Design Requirements

All signage must meet the following design requirements:

- Only 3D signage is permitted for the applicable types — the sign must have depth and dimension, giving a raised, sculptural appearance.
- Mount each letter individually to provide depth and enhance visual appeal.
- Any logo should use raised elements that are either flush-mounted or pin-mounted.
- Use colours complementary to the building's architectural character and surroundings; excessively bright, fluorescent or visually striking colours are not allowed.

12.3 Illuminated-Signage Requirements

- Halo lighting is allowed, where soft light glows from behind each letter. Edge lighting is allowed where it highlights each letter's outline without overwhelming brightness — the brightness level is subject to DHCA Engineering department's review and approval.
- Conceal all wiring and power connections with no exposed cables, trunking or unsafe electrical connections.
- Follow the approved load schedule and authority / building requirements; the power fed to an illuminated sign must come from the unit itself.
- Electrical work must be inspected where applicable.

Not allowed: external spotlights; flashing neon signs; strobe-light signage or distracting flashing lighting.

12.4 Materials and Mounting

- Use high-quality, durable materials suitable for outdoor environments, such as aluminium or stainless steel; materials and finishes are subject to Engineering department's review and approval.
- Mount signs directly to the facade or pin-mount them to give a floating appearance.
- Choose materials suitable for the location, weather exposure, maintenance conditions and approved design intent.
- Mounting must not damage or compromise the building itself or the surrounding areas.
- Provide fixing method statements that clearly explain how the sign is attached, supported, powered, accessed and maintained.

13. DOCUMENTS AND DRAWINGS REQUIRED FOR YOUR APPLICATION

Upload the required documents and drawings through Masaar, and make sure the information is consistent across your application, drawings, artwork, commercial licence and supporting approvals. Incomplete submissions may be returned or rejected.

13.1 Signage Submission Requirements

Documents	Drawings / technical information
Commercial licence of the Business Partner; valid Dubai contractor trade licence; contractor appointment letter; contractor acceptance letter; design brief and scope of work; programme of work / project schedule; signage lease agreement for DHCC-owned / JOP buildings where applicable; landlord NOC for privately owned buildings; initial approvals from other relevant authorities if required; and a maintenance contract or annual signage-maintenance evidence where required.	Key plan and location; load schedule (existing and proposed); fixing method statement; signage dimensions; elevations; sections; material details; lighting / electrical details; access method; and any other applicable services layout and detail.

13.2 Documents at Completion (Final Inspection)

- As-built drawing.
- DEWA-approved / updated load schedule where applicable.
- Annual maintenance contract for signage where required.
- Tenant / owner acceptance of the signage installation works where applicable.
- Any other related authority approvals.
- Completed final-inspection checklist and any evidence required through Masaar.

14. HOW TO APPLY THROUGH MASAAR

Complete all signage registration, submissions, document uploads, NOC requests, inspection scheduling and completion tracking through the Masaar Portal, unless DHCA tells you to use an approved alternative channel.

- Manual submissions are not accepted where a Masaar submission is required.
- Upload every document listed on Masaar to avoid your application being returned or rejected.
- Typical processing time is 5–7 working days for every review stage subject to a complete submission, comments, resubmissions, payment, agreement requirements and any external-authority dependencies.

To navigate: visit <https://www.dhcc.ae/>, log in, open E-Services, select Engineering Services, then select Signage Applications.

14.1 Obtaining Approvals, Signage Display NOCs and Renewals

1. Confirm your signage type, location, eligibility and whether it is allowed.
2. Prepare your artwork, technical drawings, authority approvals and supporting documents.
3. Submit your signage application through Masaar.
4. DHCA reviews it against the technical, branding, commercial and authority requirements.
5. Respond to comments or resubmit revised documents where required.
6. Complete any applicable signage agreement, display-fee payment and authority requirements.

7. DHCA issues your signage approval / display NOC once the requirements are satisfied.
8. For a renewal, the display-NOC validity follows the expiry date of your commercial licence.
9. For new signage, the display-NOC validity is either one (1) year for a one-time-payment sign, or valid for the duration of your Commercial Licence for annual signs.
10. Obtain your PTW before installation.
11. Install strictly to the approved drawings and conditions.
12. Request inspection and upload your completion documents; DHCA completes the inspection and closure where compliant.

15. INSTALLATION, PERMIT-TO-WORK AND SITE ACCESS

- No signage work may start until your signage approval / display NOC and PTW are obtained.
- Comply with all PTW conditions, safety requirements, site-access rules, working hours, contractor requirements and building / landlord instructions.
- For privately owned buildings, coordinate site access with the landlord / building owner after obtaining DHCA approval / PTW.
- Installation must be carried out only by the approved contractor, and only to the approved design, location, fixing method and materials.
- Do not store materials in exit corridors, exits, emergency routes or other prohibited areas — non-compliance may result in penalties or violations.
- Scaffolding, lifting, working at height, electrical works and façade access must follow the applicable construction-safety practices and authority / DHCA / building requirements.
- Submit any deviation from the approved drawings, location, material, lighting, mounting or content for approval before you implement it.

16. INSPECTION AND COMPLETION

Inspection at completion confirms your documentation, approved materials, assigned location, electrical safety, building integrity and compliance with the approved design. DHCA also reserves the right to inspect during the works to check safe practice and progress.

Stage	Purpose	What may be checked
Final inspection at completion	Conducted after completion to confirm the works meet the required standards.	Approved design match, assigned location, material quality, no façade damage, no exposed cables, signage functionality, closed openings, touch-ups, finishes, terminations, fire safety and workmanship.

16.1 Final-Inspection Checklist

- Signage matches the approved design.
- Signage is installed in the assigned / approved location.
- No damage is visible on the building or surrounding area (internal or external).

- No exposed cables or wires are visible.
- Signage works properly where illuminated / electrical.
- Unused openings in walls are closed and sealed.
- Touch-ups, finishes and terminations on wall and ceiling are acceptable.
- Any additional comments or corrective actions have been closed.

17. RENEWAL, MAINTENANCE, MODIFICATION, RELOCATION AND REMOVAL

17.1 Renewal

- Renewal is part of your commercial-licence / signage-renewal process where applicable.
- Pay the annual fees per your signage type and the approved DHCA rates.
- Keep your signage lease agreement valid where required by Leasing.
- Renew your signage display NOC and any other relevant authority permits where applicable.
- Keep signage in good condition at renewal damaged, unsafe or non-compliant signage may need correction first.

17.2 Maintenance and Upkeep

- As the Business Partner / Licensed Operator, you are responsible for ensuring the upkeep, maintenance, and replacement of signage, where required, and for keeping all signage in good, safe, and clean condition at all times. You are also responsible for conducting regular safety inspections to ensure continued compliance and proper maintenance.
- Clean signage regularly, and repair or replace damaged signage promptly.
- Keep electrical signs safe and functional, with no exposed or unsafe wiring.
- DHCA may request repair, replacement or removal of damaged, unsafe or visually non-compliant signage.
- A copy of your annual signage-maintenance contract may be required as part of the submission / renewal package.

17.3 Modification, Relocation and Removal

- Any change to the approved design or location needs prior approval from DHCA.
- Submit a revised application if signage is moved, modified, resized, recoloured, rebranded, reworded, illuminated differently or relocated.
- Obtain PTW before any physical modification, relocation or removal work.
- Repaint the old location to match the existing building colour code or follow DHCA Engineering department's instructions.
- You are responsible for any cost of removal, repair, repainting, wall / façade rectification, replacement or reinstatement.

18. VIOLATIONS AND PROHIBITED SIGNAGE

A violation may be issued where an applicant fails to comply with this guideline, the approval conditions, DHCA requirements, authority regulations or Rule No. 2 of 2025.

- You may be required to submit a report or action plan to address a violation notice; no further work may proceed until it is approved where applicable.

- No materials may be stored in exit corridors or exits — non-compliance may result in penalties and a violation.
- Penalties may be imposed in accordance with the applicable rules and approved penalty requirements.
- DHCA reserves the right to revoke approval and require replacement or removal of non-compliant signage at your cost.
- Unauthorised DHCA / DHCC brand usage, unauthorised signage, misleading content, content promoting healthcare services without the concerned authorities approval, unapproved logos or unsafe signage may require immediate correction, removal or escalation.

18.1 Banned / Prohibited Signage and Content

- Political, religious or offensive content.
- Signage not approved by the master developer and / or landlord where required.
- Unapproved medical claims or misleading treatment guarantees.
- Billboards or oversized displays beyond DHCC limits or not permitted by the applicable matrix.
- Flashing neon, strobe-light signage or distracting illumination.
- Signage obstructing public-safety infrastructure, fire exits, roads, emergency access, emergency equipment, pedestrian routes or building services.
- Advertising or promotional messages on identification signage where the route is informational / directional only.
- Any signage not in line with the rules and regulations of Dubai, the UAE or DHCA / DHCC requirements.

19. FREQUENTLY ASKED QUESTIONS

Your question	Answer
Can I start fabrication or installation once I've submitted?	You may only commence fabrication or installation after receiving all required approvals, including your approved signage application and, where applicable, your Signage Display NOC and Permit to Work (PTW).
Do I need approval for internal signage?	Yes — where it is within DHCC-owned / JOP buildings, in common areas, visible from public areas, affects building elements, uses DHCA / DHCC branding, or otherwise requires DHCA approval.
Do I need a landlord NOC?	For privately owned buildings you need an NOC from your landlord where applicable. You are responsible for obtaining the required NOC from the landlord / owner NOC for the design and location.
Can I use the DHCA / DHCC logo or "Located at DHCC"?	Only with prior written approval from DHCA Marketing and communications department and only using the approved artwork and placement rules.
Can I install a backbox sign?	Backboxes are not permitted

Your question	Answer
What materials should I use?	High-quality, durable, weather-suitable materials such as aluminium or stainless steel. Final material selection remains subject to approval.
Can wiring be visible?	All wiring and power connections must be concealed, with no exposed cables or trunking.
What if my signage is damaged?	Repair or replace it promptly and keep it safe, clean and compliant.
Can I change or move an approved sign?	Changes to approved signage require prior DHCA approval. If you wish to modify, relocate or remove approved signage, you need to submit a revised application and obtain a new Permit to Work (PTW) before proceeding.
Are all promotional banners allowed?	Promotional banners are only permitted in designated locations and for specific signage categories. Please refer to Section 8 – Signage Categories, Permitted Signage Types and Display Fees to determine whether your proposed banner is permitted
How long does approval take?	Approval typically takes 5–7 working days, provided your application is complete and all required documents have been submitted. Additional time may be required if further information or revisions are requested, payments or agreements are outstanding, or approvals from external authorities are required
Where do I apply?	Submit your signage application through the Masaar Online Portal. Visit dhcc.ae, log in to your account, then navigate to E-Services > Engineering Services > Signage Applications.

20. APPENDICES

Appendix A —Pre-Submission Checklist

No.	Checklist item
1	Signage type confirmed and allowed under the relevant location category.
2	Building / location / plot / common-area / façade / unit-glass category confirmed.
3	Commercial licence / lease / unit relationship verified.
4	Landlord NOC obtained where applicable.
5	Signage-agreement requirement checked and prepared where applicable.
6	Applicable display fee / payment requirement checked.
7	Artwork prepared in line with the branding and content rules.

No.	Checklist item
8	DHCA / DHCC logo or “Located at DHCC” approval obtained where applicable.
9	Key plan, location, dimensions, elevations and technical drawings prepared.
10	Fixing method statement and material details prepared.
11	Load schedule and electrical details prepared where applicable.
12	Contractor trade license, appointment and acceptance documents prepared.
13	External-authority approvals / permits prepared where applicable.
14	Maintenance contract / evidence prepared where required.
15	All documents uploaded through Masaar.

Appendix B — Completion Checklist

No.	Completion item	Status	Notes
1	As-built drawing uploaded.	Yes / No / N/A	
2	DEWA-approved / updated load schedule uploaded where applicable.	Yes / No / N/A	
3	AMC / maintenance document uploaded where required.	Yes / No / N/A	
4	Tenant / owner acceptance uploaded where required.	Yes / No / N/A	
5	Other authority approvals uploaded where applicable.	Yes / No / N/A	
6	Signage matches the approved design.	Yes / No / N/A	
7	Signage installed in the assigned location.	Yes / No / N/A	
8	No wall / façade / ceiling / glass damage.	Yes / No / N/A	
9	No exposed cables or wires.	Yes / No / N/A	
10	Signage working properly.	Yes / No / N/A	
11	Unused openings closed and sealed.	Yes / No / N/A	
12	Touch-ups and finishes acceptable.	Yes / No / N/A	
13	Corrective actions closed.	Yes / No / N/A	

Appendix C — DHCC Third-Party Branding Guidelines

THIRD PARTY BRAND GUIDELINE



CONTENT

- Logo overview
- Logo + Color Variations
- Logo
- Composite Brand Structure
- Usage / Email Signature
- Usage / Acrylic or Poster Vertical
- Usage / Printing Materials
- Usage / Billboard
- Glass branding
- Acrylic poster
- Incorrect Usage Examples
- Material-Specific Considerations
- Background and contrast
- Incorrect logo wall placement
- Hoarding logo placement

THIRD-PARTY BRANDING



LOGO OVERVIEW

This logo is used by partners to indicate their presence within Dubai Healthcare City and to show that they are part of the network of healthcare service providers in the city.

Any placement the of Located at DHCC logo needs prior approval from the DHCA Marketing and Communication team.



LOCATED AT
مدينة دبي الطبية
Dubai Healthcare City
@DUBAIHEALTHCARECITY f X @ in



LOCATED AT
مدينة دبي الطبية
Dubai Healthcare City
@DUBAIHEALTHCARECITY f X @ in



LOCATED AT
مدينة دبي الطبية
Dubai Healthcare City
@DUBAIHEALTHCARECITY f X @ in



LOCATED AT
مدينة دبي الطبية
Dubai Healthcare City
@DUBAIHEALTHCARECITY f X @ in

LOGO

CLEAR SPACE

To ensure prominence and legibility, an area of protection has been defined surrounding our signature. This area of protection or exclusion zone is defined by the value x present in the signature.

To protect the integrity and legibility of the signature this exclusion zone should be kept clear at all times, no graphic elements should stray into this area.

MINIMUM SIZE

Our signature retains its visual strength in a wide range of sizes. To retain legibility, printed reproduction of the logo is restricted to the minimum size shown below.

THIRD-PARTY BRANDING



Any placement the of Located at DHCC logo needs prior approval from the DHCA Marketing and Communication team.

COMPOSITE BRAND STRUCTURE

THIRD-PARTY BRANDING

The relationship between the Located at DHCC logo and partner logos should be strictly respected; that is, Located at DHCC logo should always be slightly more prominent than the partner logo.



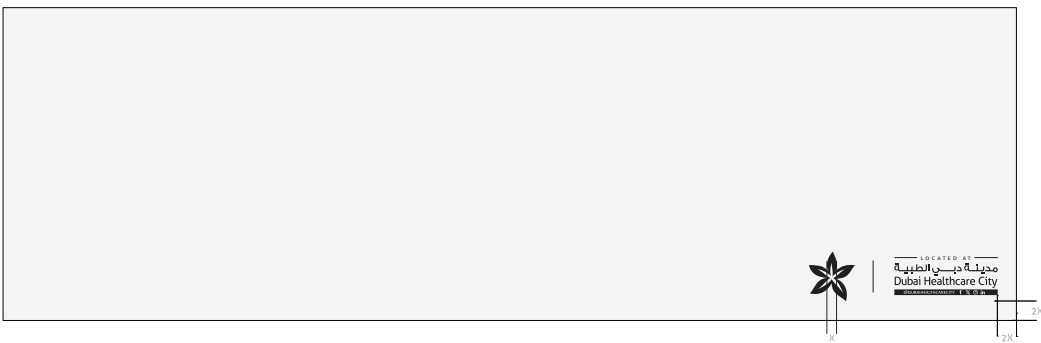
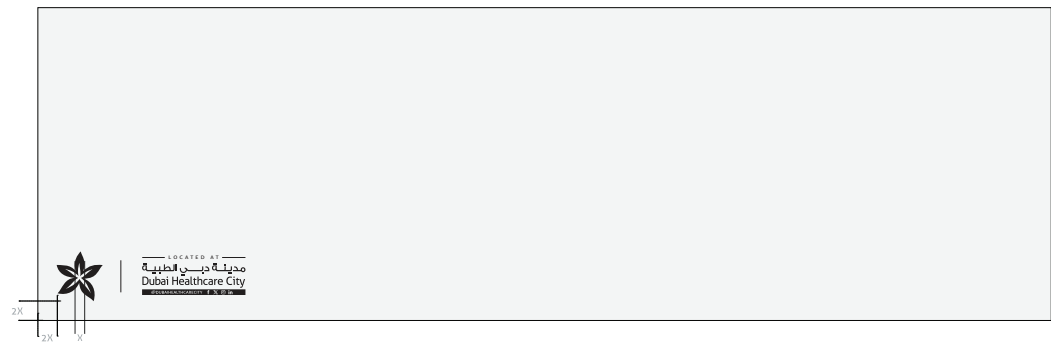
Any placement the of Located at DHCC logo needs prior approval from the DHCA Marketing and Communication team.

USAGE / EMAIL SIGNATURE

THIRD-PARTY BRANDING

Located at DHCC logo should always be on one of the 4 corners and the spacing respected.

Depending on the third party logo placement.



Any placement the of Located at DHCC logo needs prior approval from the DHCA Marketing and Communication team.

BACKGROUND AND CONTRAST

The logo will consistently contrast with the background, following the specified color guidelines. If the background color falls outside these guidelines, the logo will appear within a bounding box, as shown in the example.

Any placement the of Located at DHCC logo needs prior approval from the DHCA Marketing and Communication team.

THIRD-PARTY BRANDING



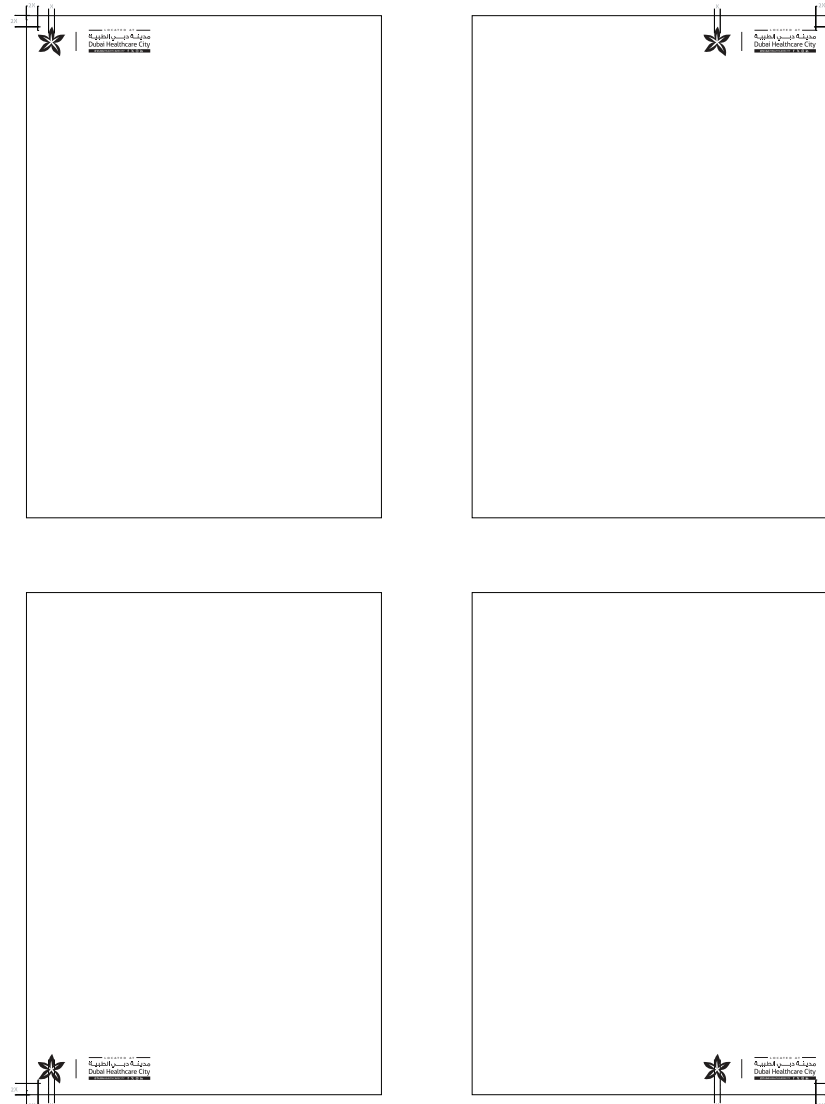
USAGE / ACRYLIC OR POSTER VERTICAL

Located at DHCC logo should always be on one of the 4 corners and the spacing respected.

Depending on the third party logo placement.

Any placement the of Located at DHCC logo needs prior approval from the DHCA Marketing and Communication team.

THIRD-PARTY BRANDING



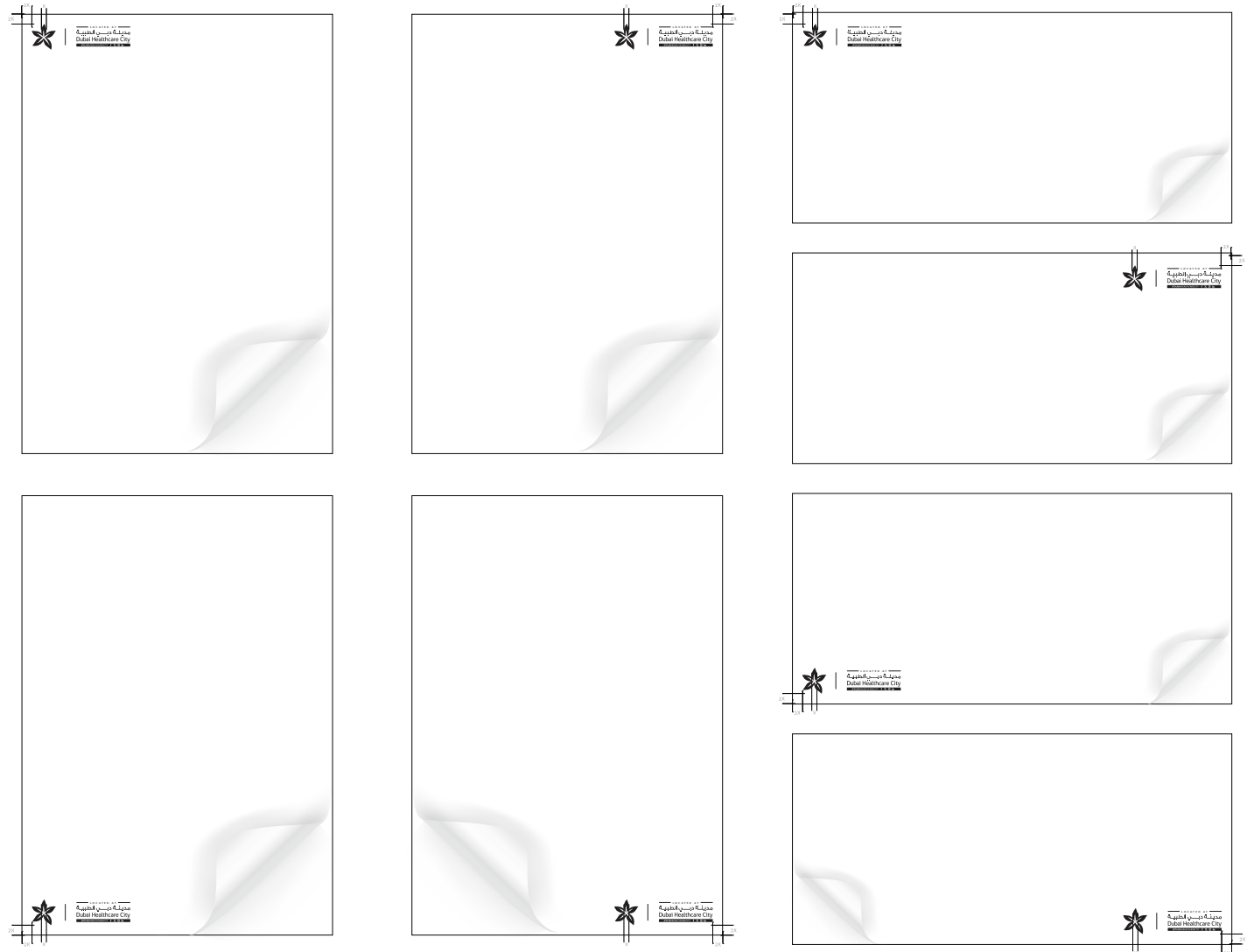
PRINTING MATERIALS LAYOUT

Located at DHCC logo should always be on one of the 4 corners and the spacing respected.

Depending on the third party logo placement.

Any placement the of Located at DHCC logo needs prior approval from the DHCA Marketing and Communication team.

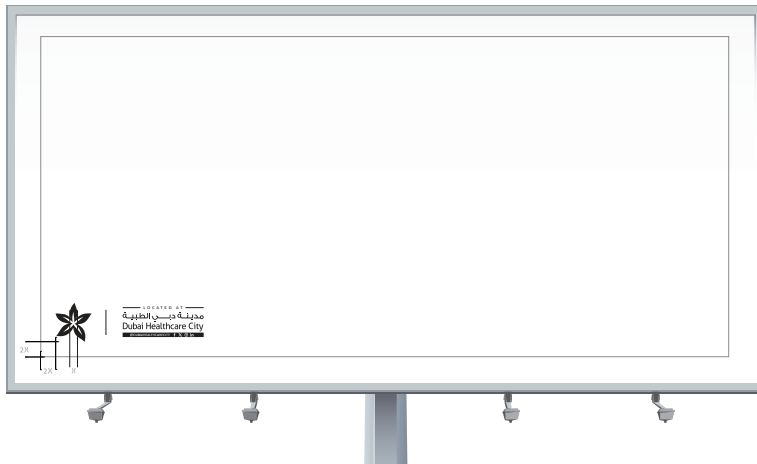
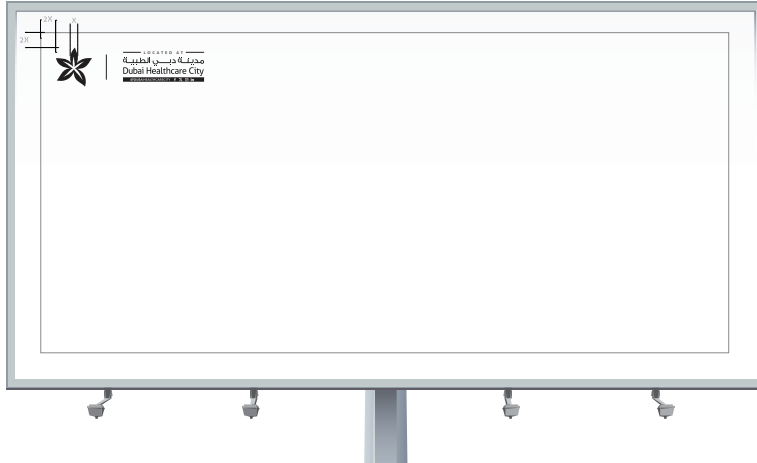
THIRD-PARTY BRANDING



USAGE / BILLBOARD

THIRD-PARTY BRANDING

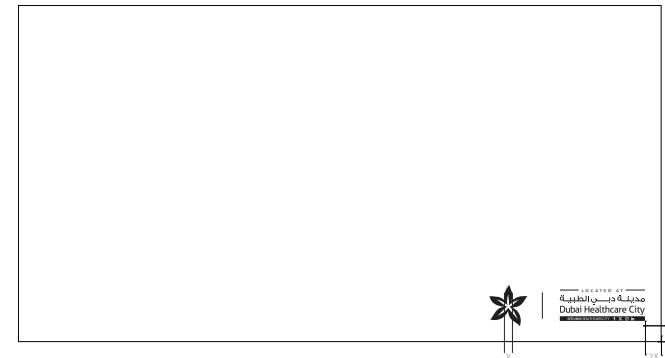
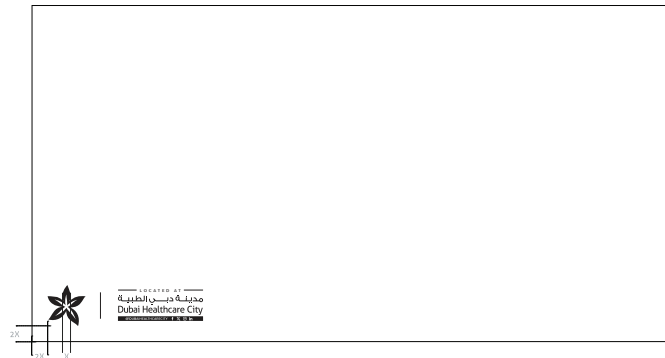
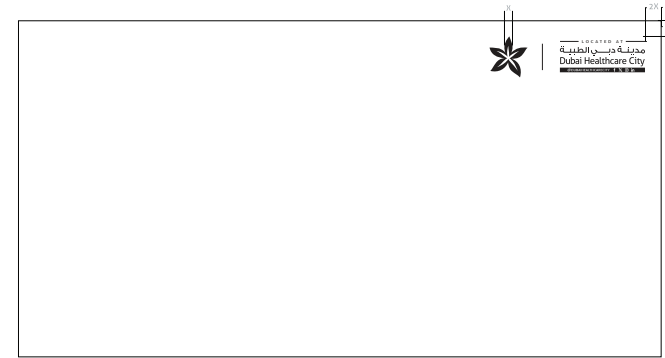
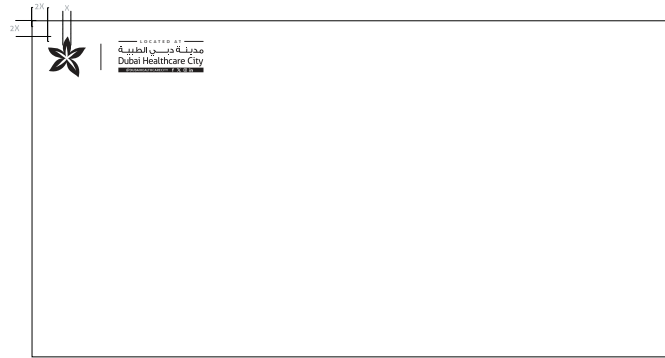
Located at DHCC logo should always be on one of the 4 corners and the spacing respected.
Depending on the third party logo placement.



GLASS BRANDING

THIRD-PARTY BRANDING

Located at DHCC logo should always be on one of the top 2 corners and the spacing respected.
Depending on the third party logo placement.



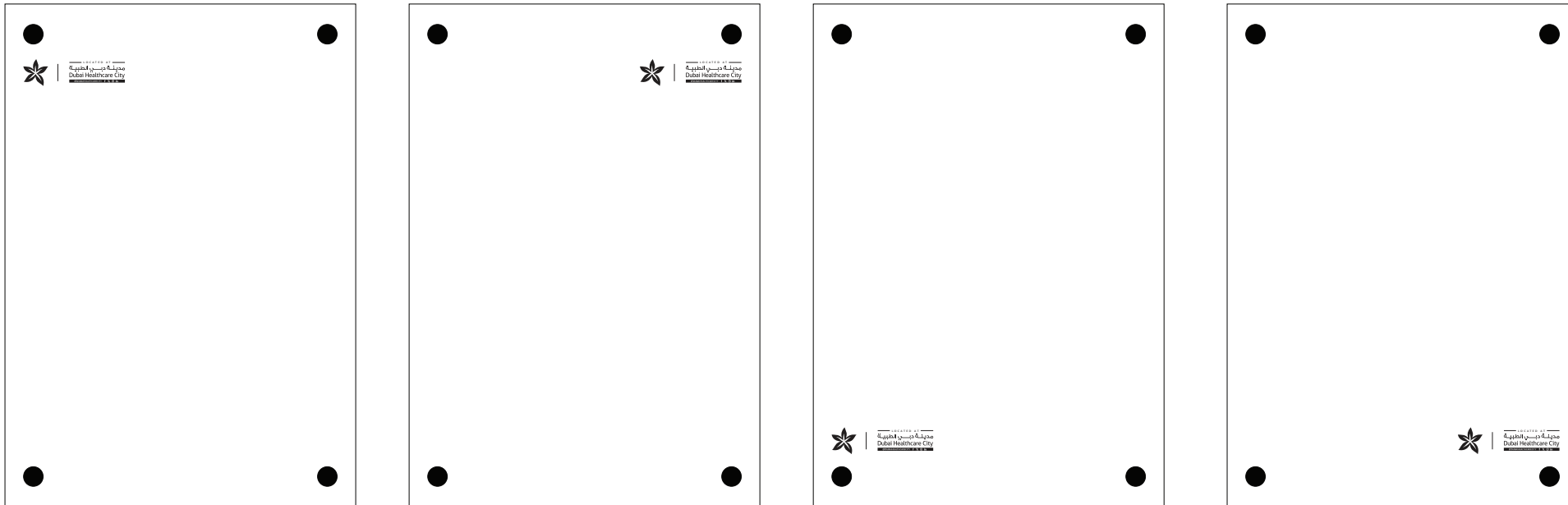
Any placement the of Located at DHCC logo needs prior approval from the DHCA Marketing and Communication team.

ACRYLIC POSTER

THIRD-PARTY BRANDING

Located at DHCC logo should always be on one of the 4 corners and the spacing respected.

Depending on the third party logo placement.



INCORRECT USAGE EXAMPLES

THIRD-PARTY BRANDING



Logo should not be applied on a busy background and uneven tones



Proportions of the logo should not be distorted



Do not alter the color of the brandmark



Colors of the logo should always be solid and sharp



Do not use drop shadow



DHCC symbol (leaf) should always be hollow in the middle and avoid using white



The name should never be applied separately without the emblem



Do not use a full color brandmark on a colored background



Do not tilt the logo

INCORRECT LOGO WALL PLACEMENT

Located at DHCC logo should always be on one of the top and bottom corners and the spacing respected.

Depending on the third party logo placement.

THIRD-PARTY BRANDING



✓
RIGHT



✓
RIGHT



✓
RIGHT



✓
RIGHT



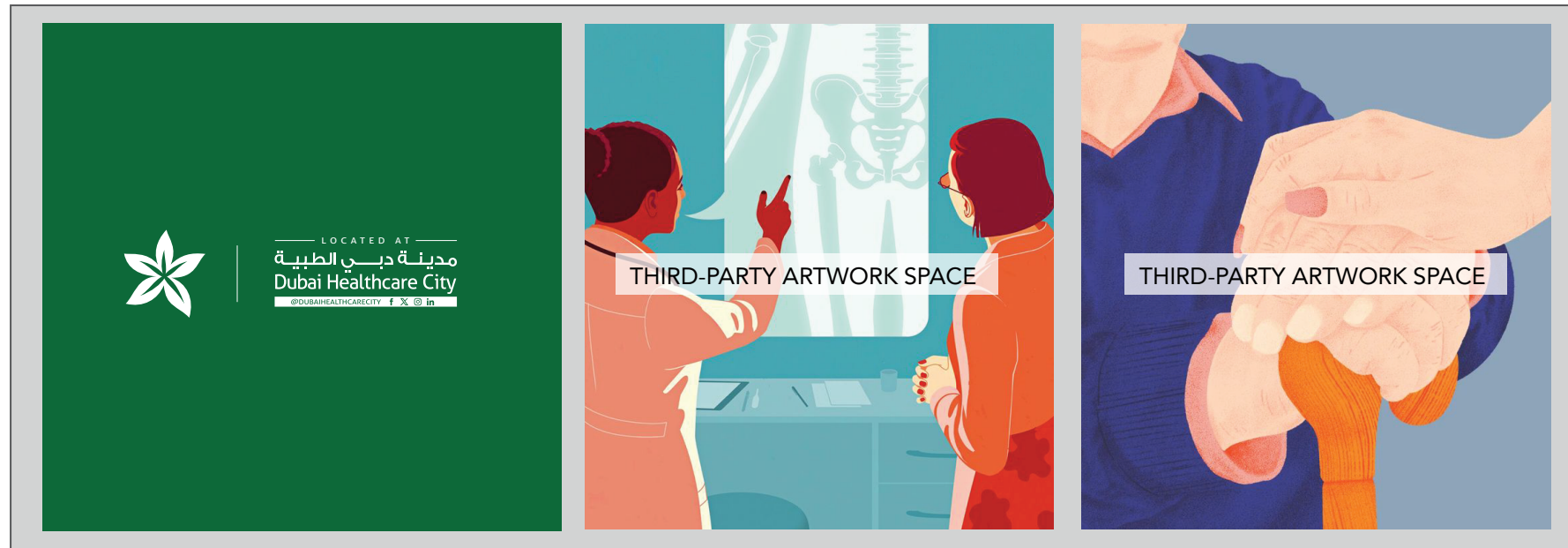
✗
WRONG

Any placement the of Located at DHCC logo needs prior approval from the DHCA Marketing and Communication team.

HOARDING LOGO PLACEMENT

THIRD-PARTY BRANDING

Type A (Small hoarding) : Located at DHCC logo must be placed on the left side (full space), the third party logo and the artwork should be on the right side.



HOARDING LOGO PLACEMENT

THIRD-PARTY BRANDING

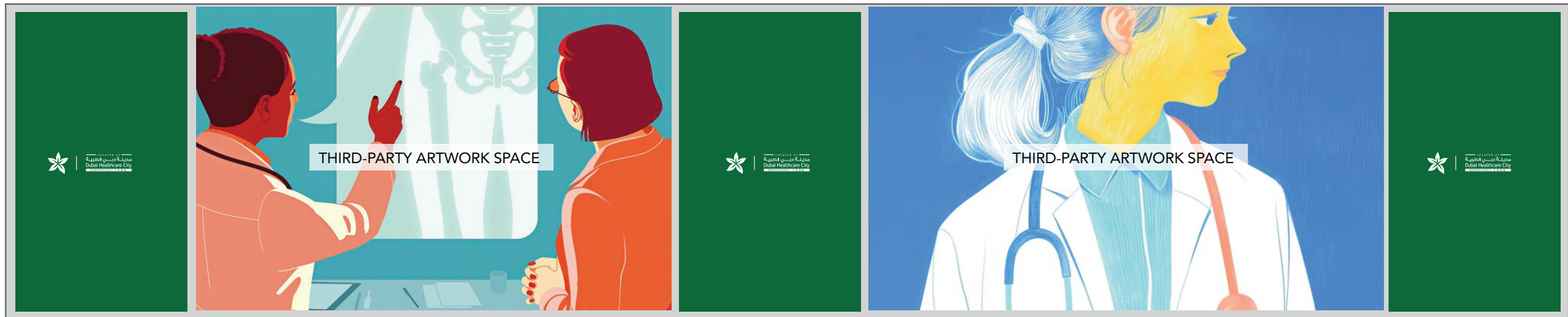
Type B (Medium hoarding) : Located at DHCC logo must be placed on both sides left and right and the artworks of the third party should be on the middle panels.



Any placement the of Located at DHCC logo needs prior approval from the DHCA Marketing and Communication team.

HOARDING LOGO PLACEMENT

Type C (Large hoarding) :Located at DHCC logo must be placed on both sides left and right and also in the middle of the hoarding.





— LOCATED AT —
مدينة دبي الطبية
Dubai Healthcare City
@DUBAIHEALTHCARECITY f X @ in

THIRD-PARTY BRANDING GUIDE - 2025