

### ❖ Third: Requirements of Trade Name Signboards:

- Applications for signboards to be submitted through (calligraphers) registered in the emirate only.
- Commitment to the form allocated to the boards, recording all data, sizes and dimension of the board and development of a sketch for the board.
- The consistency of the board with neighboring shops in the same building and neighboring buildings in terms of space and lengths and visibility in order to preserve the aesthetic view of the emirate.
- The total area of the board not to exceed the total area of the interface for the shop..
- The board shall not overlap the shop area.
- Writing in correct Arabic language without spelling and grammar errors.
- Using Arabic language is compulsory in signboards by at least 50%, taking into account that it is to be in the right side of the board.
- Commitment to the trade name contained in the economic license.
- The signboard not to be fixed before obtaining approval from DED.
- Signboards must take into account the public morals and Islamic rules.
- Highlighting the approval of the agent for the brand name in the case of advertising in the signboard.
- Undertaking by the company executing the trade name signboard to abide by all the mandatory requirements otherwise it shall be accountable for violations.
- DED has the right to remove the signboard through a specialized company at the expense of the Establishment's owner in case of non-compliance with the approved specification after 15 days' time limit.
- In case of change of location, application for new permit is required and old board to be removed.
- In case of change of trade name, application for new permit to be submitted and the old board to be removed without overwriting thereon.
- In case of cancellation of license, the Establishment owner must remove the board and submit a picture of the shop before and after removal.
- In case the company does not want to renew the permit, it must remove the board and inform DED thereof.
- Signboards on glass facade for the stores shall not exceed 50% of the interface area, taking into account the clarity of vision.