Abu Dhabi Real Estate Centre

مركـز أبوظبــي العقـاري

Issued by the Abu Dhabi Real Estate Centre (ADREC)

A unified system for clear, compliant, and professional real-estate signage in Abu Dhabi

Version 1.0 | 2025
FOR INTERNAL USE

MANUAL & GUIDELINES

Abu Dhabi Real Estate Signage Regulations

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1

INTRODUCTION

The Abu Dhabi Real Estate Signage Regulations Manual & Guidelines provides a unified framework for how real-estate advertising signage is designed, installed, and maintained across the Emirate of Abu Dhabi.

Developed and issued by the **Abu Dhabi Real Estate Centre (ADREC)**, this manual defines the standards that govern all physical property signage — including sale, lease, and rental announcements — displayed on building façades, towers, communities, and plots.

1
INTRODUCTION

The purpose of this manual is to ensure that all property signage contributes positively to the city's visual environment while maintaining transparency and consistency in the real-estate market. It sets out clear rules on size, placement, materials, typography, and digital integration, linking every displayed sign to a verified Madhmoun Permit and QR Code. By applying these guidelines, property owners, developers, and real-estate agents will help preserve Abu Dhabi's modern and organized urban image, promote trust among residents, and ensure compliance with ADREC's regulatory framework.

B.9 QUICK VISUAL CHEATSHEET (FOR INTERNAL USE)

👍
Protecting the city's aesthetic and architectural quality.

✓
Encouraging clear and professional communication of property listings.

🏷
Reducing visual clutter and unregulated signage.

🖼
Advancing digital governance through the Madhmoun Platform, where every sign is registered, traceable, and verifiable.

THE MANUAL IS INTENDED FOR:

👍
Property owners and developers — responsible for authorising signage on their buildings.

✓
Licensed real-estate brokers and agents — permitted to install signage under a valid ADREC Madhmoun permit.

🏷
Building management teams and inspectors — ensuring that all signage remains compliant, safe, and visually consistent.

Together, these stakeholders contribute to an Abu Dhabi streetscape that reflects professionalism, reliability, and the city's distinctive architectural character.

2

VISION & OBJECTIVES

To establish a clean, coherent, and trusted real-estate signage system that reflects Abu Dhabi's global image as a well-governed, aesthetically balanced, and forward-looking city.

Every sign placed on a property should communicate credibility, respect the surrounding architecture, and contribute to the city's visual harmony.

2.2
OBJECTIVES

Governance & Regulation

Create a consistent and enforceable framework for all property advertising.
 Every "For Sale" or "For Rent" sign must follow the same approved standards —design, placement, and permit—under ADREC's regulatory umbrella.
This ensures accountability and a unified professional appearance across the Emirate.

City Aesthetics

Preserve the beauty and order of Abu Dhabi's urban landscape by eliminating random, improvised, or handwritten signs.
Standardized formats and high-quality materials guarantee that signage enhances rather than disrupts architectural character.

Ease & Accessibility

Introduce a digital-first process that simplifies how owners, developers, and agents request and install signage.
Through the Madhmoun Platform, every step—from application to approval—is transparent, traceable, and user-friendly.

Trust & Transparency

Reinforce confidence in Abu Dhabi's property market by connecting each sign to an authorized digital record.
Every QR code displayed on-site allows the public to verify property details, broker license, and permit validity in real time.

Sustainability & Innovation

Promote the use of durable, recyclable, and energy-efficient materials.
Encourage innovation in design and technology that aligns with Abu Dhabi's wider environmental goals and smart-city initiatives.

In summary

these objectives ensure that every property sign in Abu Dhabi becomes a symbol of professionalism, regulatory integrity, and civic pride—strengthening trust between property owners, residents, and the market as a whole.

3

APPLICABILITY & SCOPE

The Abu Dhabi Real Estate Signage Regulations Manual & Guidelines applies to all physical real-estate signage used to advertise properties for sale, rent, or lease throughout the Emirate of Abu Dhabi.

It defines the standards that govern every stage of the signage process—design, placement, permitting, maintenance, and removal—to ensure a consistent, safe, and visually coherent city environment.

3.1
GEOGRAPHICAL COVERAGE

These regulations are mandatory across all jurisdictions within the Emirate of Abu Dhabi, including:

Abu Dhabi City

Al Ain Region

Al Dhafra Region

All **signage placed in public view** within these areas must **comply fully** with the specifications outlined in this manual.

3.2
PROPERTY TYPES COVERED

The guidelines apply to all categories of real-estate assets, including:

Residential towers and apartment buildings

Commercial towers and business centers

Mixed-use developments and retail complexes

Villas, compounds, and townhouses

Gated or master-planned communities

3.3
STAKEHOLDERS

The following parties share responsibility for implementation and compliance:

◎

Property Owners / Developers:

Authorize and oversee the display of signage on their buildings or plots.

◎

Licensed Real-Estate Agencies / Brokers:

Design, install, and maintain signage under an active Madhmoun permit.

◎

Building Management & Facilities Teams:

Ensure installation safety, structural integrity, and timely removal.

◎

ADREC Inspection Division:

Monitors compliance and enforces signage regulations through on-site and digital audits.

3.4
PERMIT VALIDITY AND DURATION

Every sign must be supported by a valid **Madhmoun Permit.**

The permit remains active only for the period during which the property is legitimately marketed.

Once a sale or lease transaction is completed—or upon permit expiry—the sign must be removed within seven (7) days.

Renewal applications must be submitted through the Madhmoun Platform before the expiry date.
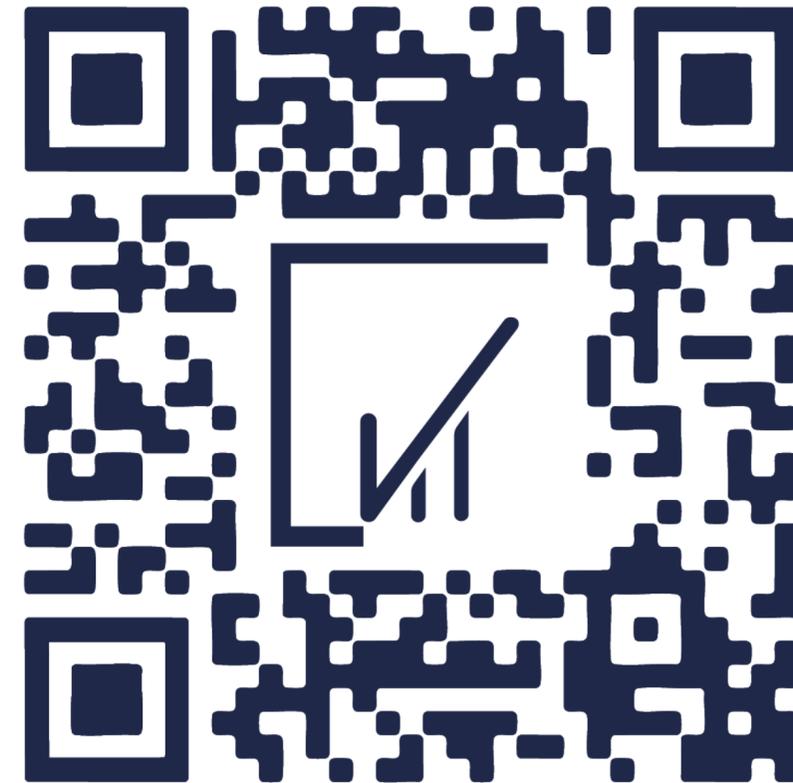
3.5
EXEMPTIONS

The following categories are exempt from these regulations:

◎

Internal signage located entirely within private property and not visible from public streets.

◎

Temporary construction or project branding signs displayed within approved hoardings and under separate construction permits.

◎

Municipal or government-approved directional signage installed by public authorities.

3.6
REGULATORY AUTHORITY

ADREC is the **sole issuing and supervising body** responsible for all real-estate signage approvals within the Emirate.
Municipal inspectors may support field enforcement, but all permits, QR codes, and visual standards originate from ADREC's regulatory framework and the **Madhmoun Platform**.

By defining clear applicability and responsibilities, this section ensures that all participants—government, industry, and the public—operate under one unified system that safeguards Abu Dhabi's urban quality and professional integrity.

مركــز أبوظبــي
العقــاري
**Abu Dhabi
Real Estate Centre**

+

مضــمـون
MADHMOUN

4

APPROVED SIGNAGE FORMATS & DESIGN STANDARDS

ADREC establishes a unified framework for all real-estate out-of-home (OOH) advertising signage displayed across the Emirate of Abu Dhabi.

These standards ensure that every sign—whether for a villa, tower, or community—maintains visual consistency, architectural harmony, and clear connection to the Madhmoun digital platform.
All signage must be fabricated and installed under a valid Madhmoun Permit and display the corresponding QR code and permit number.

Only designs following these specifications will be approved for production or installation.

4.1
GENERAL DESIGN PRINCIPLES

All signage must follow ADREC's branding guidelines and maintain full alignment with the city's visual identity.

The design layout uses **ADREC's colour system, typography, and identification strip** as the base structure.

Signs must complement the architecture and avoid covering glazing, structural joints, or façade ornamentation.

Colour combinations must provide **strong daylight contrast and high readability**; background and text colours shall achieve a minimum contrast ratio of 70%

Materials must be **matte, non-reflective, UV-resistant**, and suitable for outdoor exposure. Illumination or reflective films require prior approval.

Minimal content policy: no phone numbers, email addresses, social-media handles, or promotional text are allowed. All property information must be accessed exclusively through the QR code.

English

مركـز أبوظبــي
العقـــاري
Abu Dhabi
Real Estate Centre

LOGO

For Sale

BLD/AD/2025/03456

Main Message

("FOR SALE", "FOR RENT", "LEASED"). This is the only headline text permitted.

Agency / Partner Logo

Upper-right corner (≤ 20 % of total area). A dedicated space must be reserved for a second partner or developer logo when applicable.

ADREC Identification Strip

Lower-left band carrying ADREC logo, QR code, and Madhmoun Permit Number.

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English

For Sale

مركز أبوظبي العقاري
Abu Dhabi
Real Estate Centre

LOGO

BLD/AD/2025/03456

For Rent

مركز أبوظبي العقاري
Abu Dhabi
Real Estate Centre

LOGO

BLD/AD/2025/03456

Leased

مركز أبوظبي العقاري
Abu Dhabi
Real Estate Centre

LOGO

BLD/AD/2025/03456

4.1
GENERAL DESIGN PRINCIPLES

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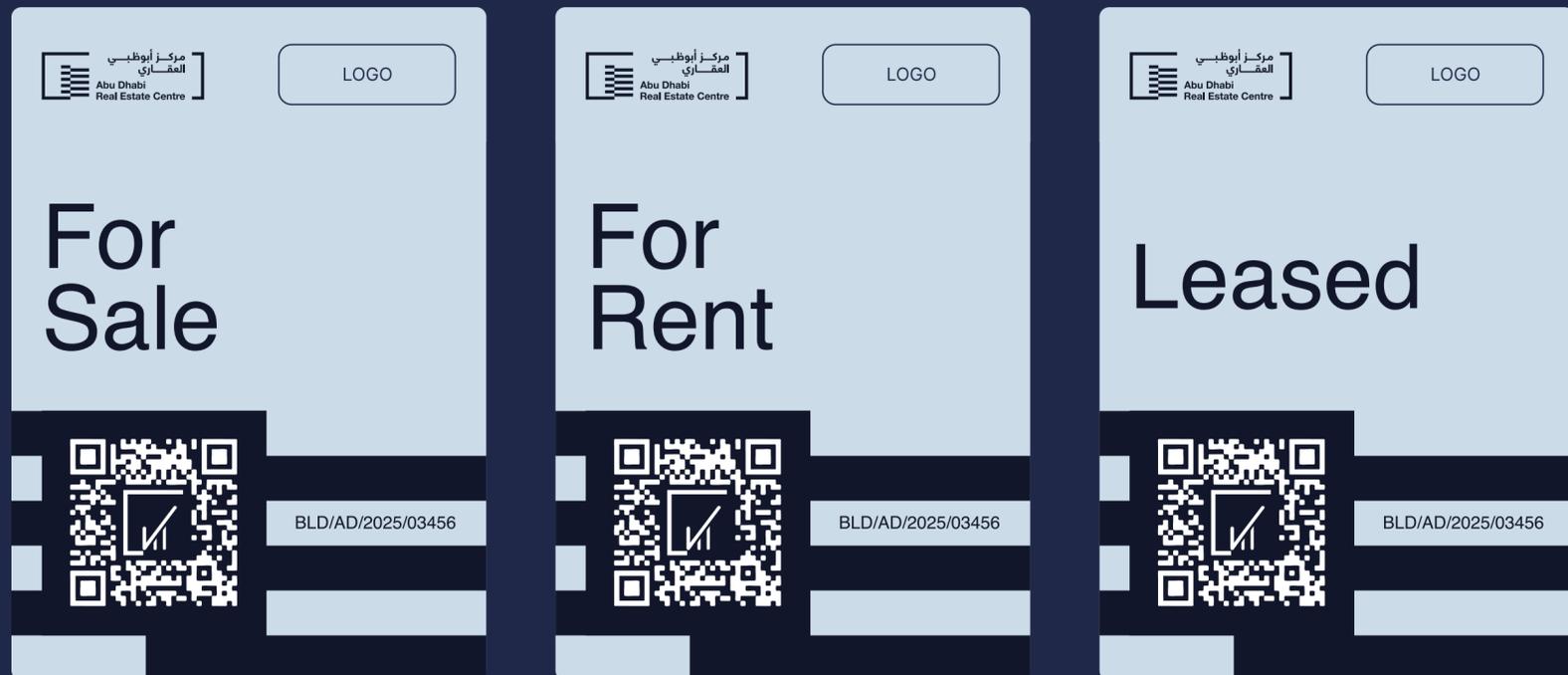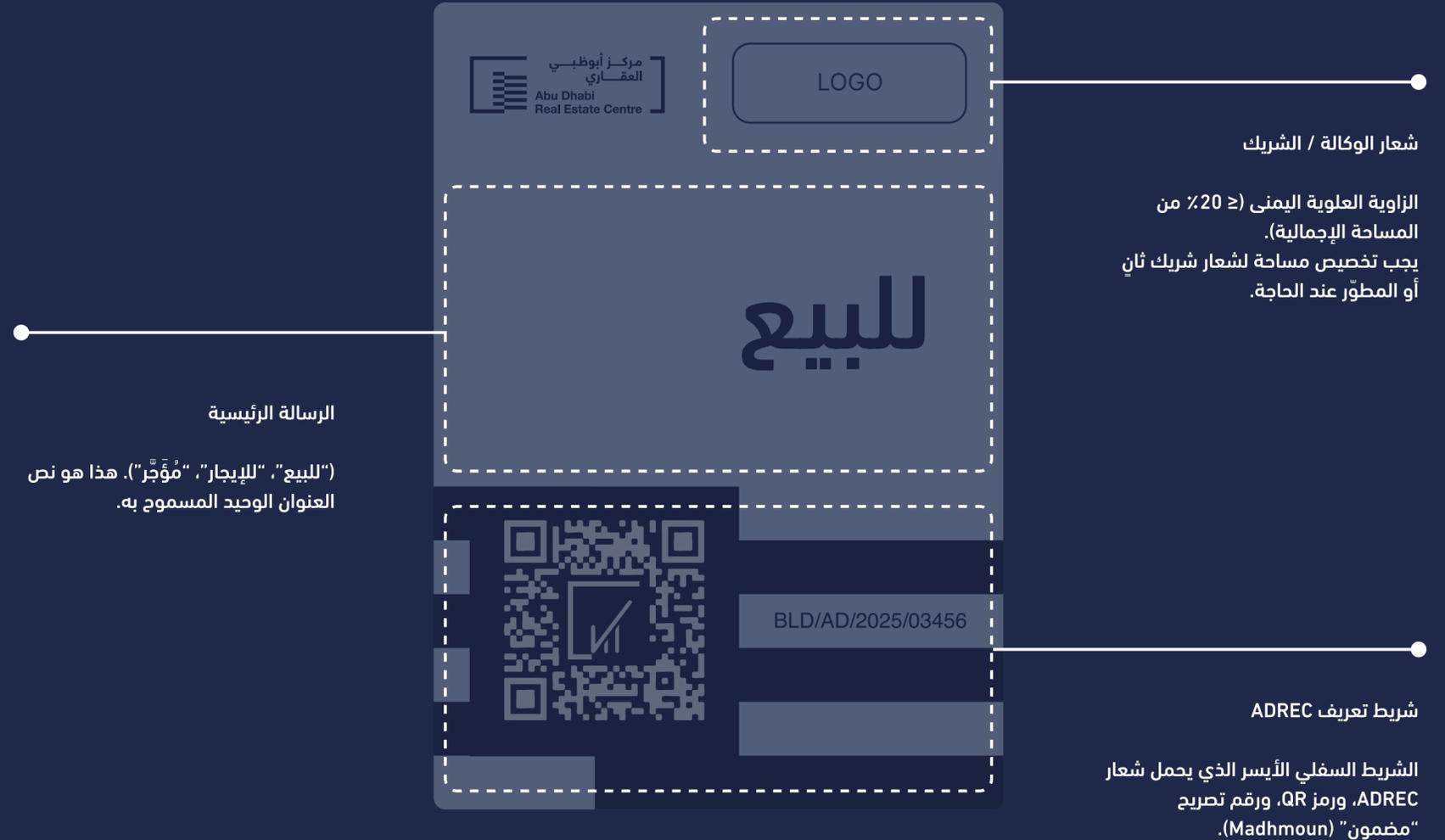
Materials must be **matte, non-reflective, UV-resistant**, and suitable for outdoor exposure. Illumination or reflective films require prior approval.

Minimal content policy: no phone numbers, email addresses, social-media handles, or promotional text are allowed. All property information must be accessed exclusively through the QR code.

Arabic

مركـز أبوظبـي العقــاري
Abu Dhabi Real Estate Centre

LOGO

للبيع

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شعار الوكالة / الشريك

الزاوية العلوية اليمنى (≤ 20٪ من المساحة الإجمالية).
يجب تخصيص مساحة لشعار شريك ثانٍ أو المطوّر عند الحاجة.

الرسالة الرئيسية

("للبيع"، "للإيجار"، "مُؤَجّر"). هذا هو نص العنوان الوحيد المسموح به.

شريط تعريف ADREC

الشريط السفلي الأيسر الذي يحمل شعار ADREC، ورمز QR، ورقم تصريح "مضمون" (Madhmoun).

4.1
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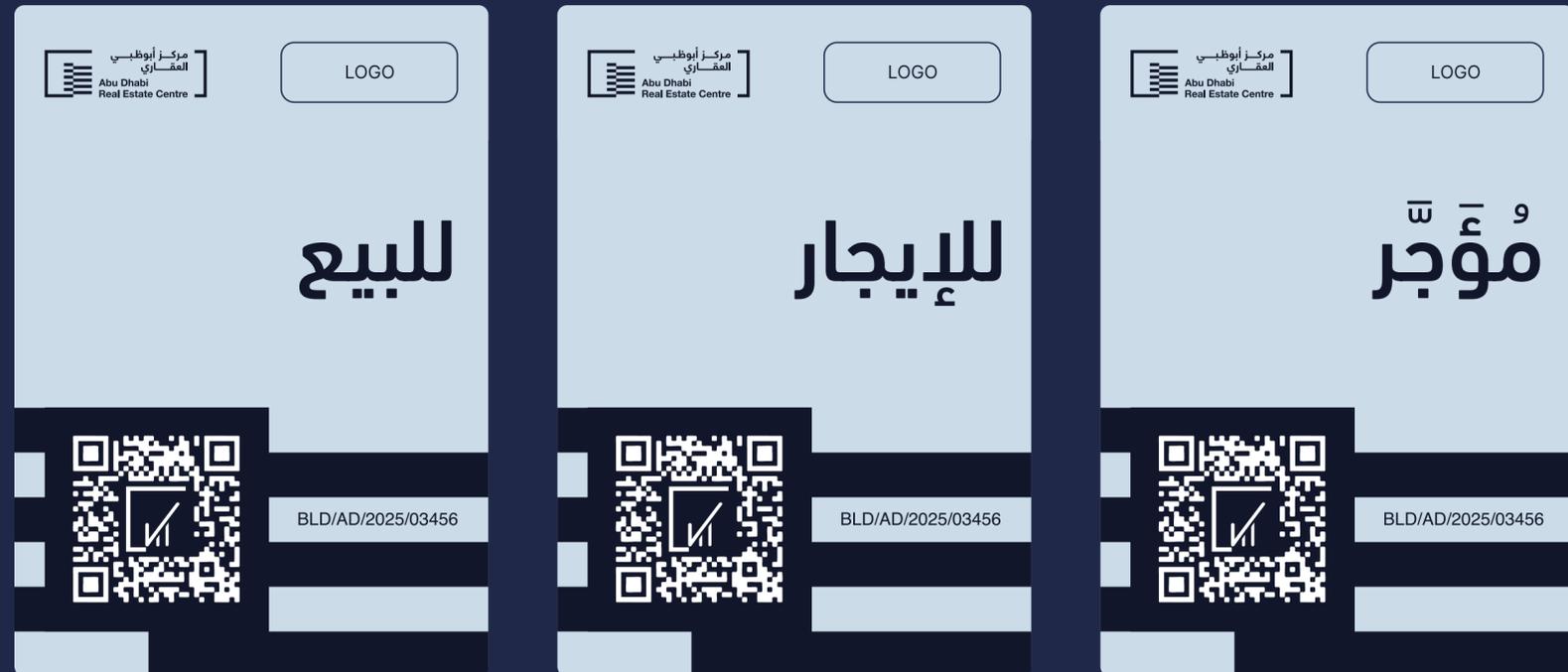
Materials must be **matte, non-reflective, UV-resistant**, and suitable for outdoor exposure. Illumination or reflective films require prior approval.

Minimal content policy: no phone numbers, email addresses, social-media handles, or promotional text are allowed. All property information must be accessed exclusively through the QR code.

Arabic

مركـز أبوظبـي العقـاري
Abu Dhabi
Real Estate Centre

LOGO

للبيع

BLD/AD/2025/03456

مركـز أبوظبـي العقـاري
Abu Dhabi
Real Estate Centre

LOGO

للإيجار

BLD/AD/2025/03456

مركـز أبوظبـي العقـاري
Abu Dhabi
Real Estate Centre

LOGO

مؤجر

BLD/AD/2025/03456

4.1
GENERAL DESIGN PRINCIPLES

For villas, compounds, and low-rise residential buildings.

Provide a single, verified display for multiple active listings.

For medium- and high-rise towers where ground-level plaques lack visibility.

Used where external façade mounting is impractical (individual apartment units).

4.2
GENERAL DESIGN PRINCIPLES

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Materials must be **matte, non-reflective, UV-resistant**, and suitable for outdoor exposure. Illumination or reflective films require prior approval.
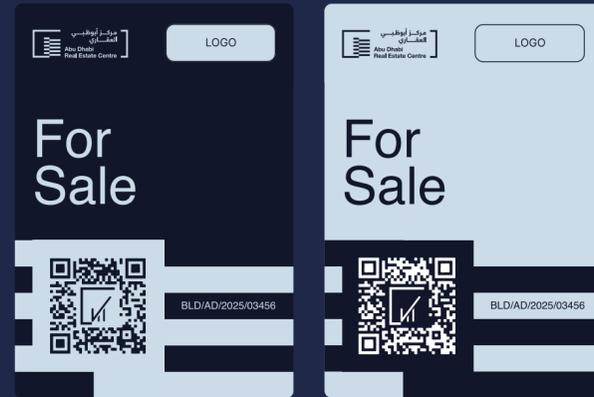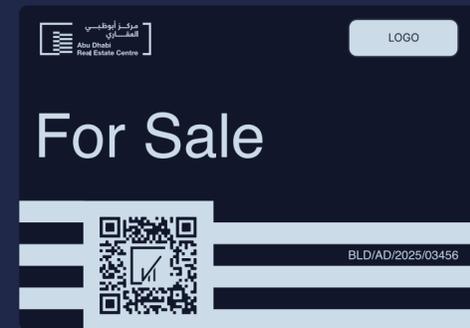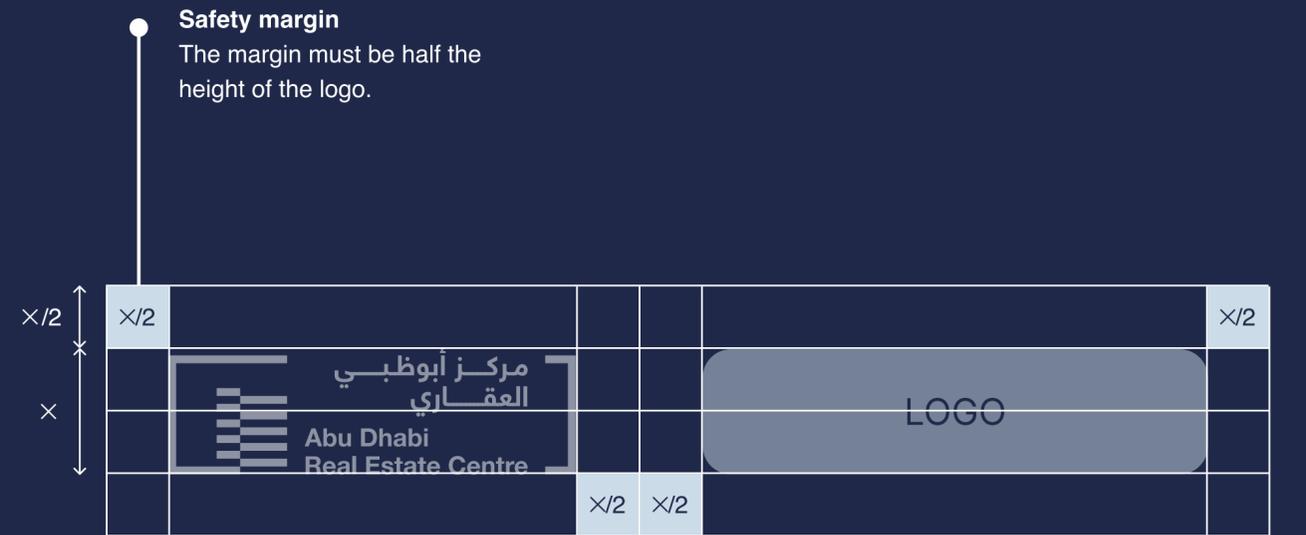
Minimal content policy: no phone numbers, email addresses, social-media handles, or promotional text are allowed. All property information must be accessed exclusively through the QR code.

Safety margin
The margin must be half the height of the logo.

X/2

X/2

X

X/2

مركــز أبوظبــي
العقــــاري
Abu Dhabi
Real Estate Centre

LOGO

X/2 X/2

Safe distance between logos
The distance must be at least equal to the height of the logos.

X/2

X/2

X

X/2

مركــز أبوظبــي
العقــــاري
Abu Dhabi
Real Estate Centre

LOGO

X/2 X/2

Vertical or different format logos
Vertical logos or logos with different shapes will follow the same rule, even if they appear smaller on the signage.

4.2
GENERAL DESIGN PRINCIPLES

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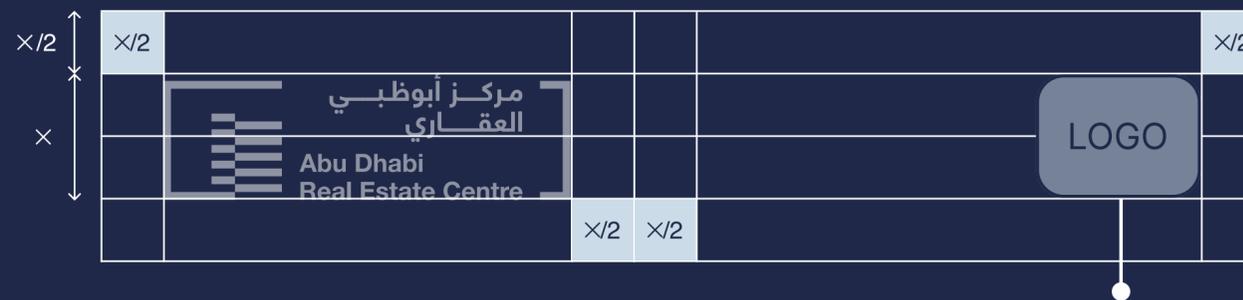
Materials must be **matte, non-reflective, UV-resistant**, and suitable for outdoor exposure. Illumination or reflective films require prior approval.

Minimal content policy: no phone numbers, email addresses, social-media handles, or promotional text are allowed. All property information must be accessed exclusively through the QR code.

Type of permit (Building)   Emirate (Abu Dhabi)   Year of issue   Sequential permit identification number

BLD/AD/2025/03456

4.2
GENERAL DESIGN PRINCIPLES

All signage must follow ADREC's branding guidelines and maintain full alignment with the city's visual identity.

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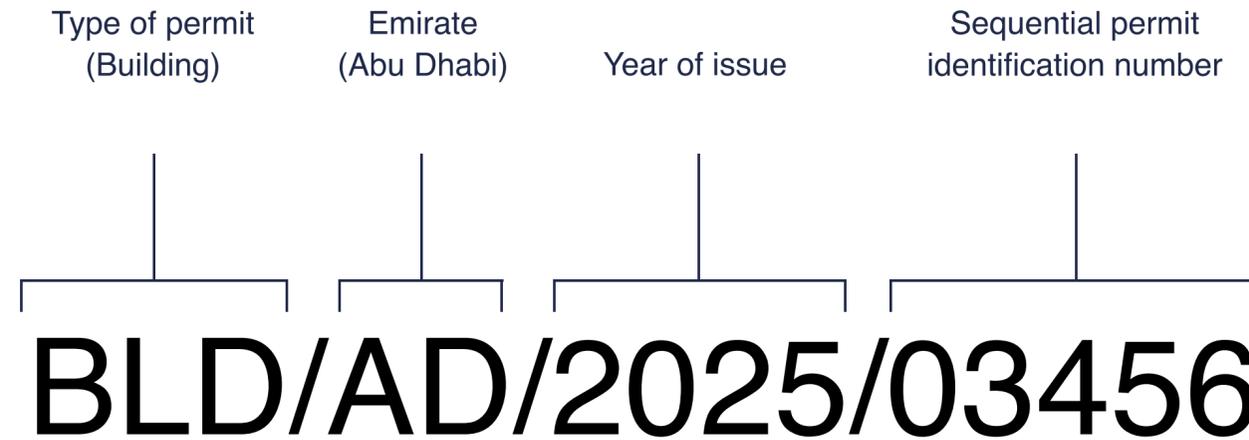
Colour combinations must provide **strong daylight contrast and high readability**; background and text colours shall achieve a minimum contrast ratio of 70%

Materials must be **matte, non-reflective, UV-resistant**, and suitable for outdoor exposure. Illumination or reflective films require prior approval.

Minimal content policy: no phone numbers, email addresses, social-media handles, or promotional text are allowed. All property information must be accessed exclusively through the QR code.

Two colour variations are available—dark and light—allowing the signage to be matched appropriately to the building's façade.

مركز أبوظبي العقاري
Abu Dhabi Real Estate Centre

LOGO

For Sale

BLD/AD/2025/03456

مركز أبوظبي العقاري
Abu Dhabi Real Estate Centre

LOGO

For Sale

BLD/AD/2025/03456

4.2
PROPERTY PLAQUE
(VILLAS & LOW-RISE PROPERTIES)

For villas, compounds, and low-rise
residential buildings.

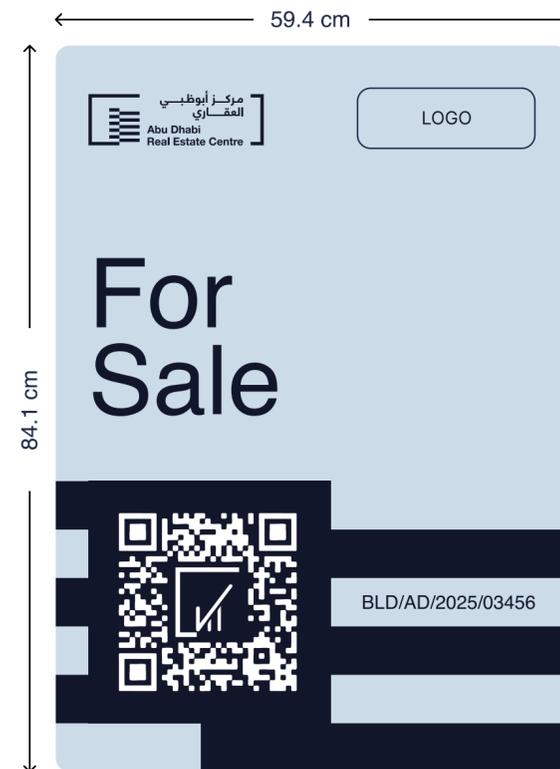| Element	Specification
Baseline Size	A1 (59.4 × 84.1 cm) or A2 (42 × 59.4 cm)
Relative Scale	Sign area ≤ 0.6 % of total façade surface
Material	Aluminium composite or acrylic, min 3 mm thick
Finish	Matte, UV-protected, non-reflective
Text Height	20 – 30 cm for legibility at 30 – 50 m
QR Code	Min. 10×10 cm; lower-left within ADREC strip
Design	Min. 10×10 cm; lower-left within ADREC strip

This plaque is the standard model for individual listings. It must be
scaled proportionally and remain clearly readable from **5–15 m.**

A1
Vertical Acrylic or Aluminum
Light Blue

59.4 cm

84.1 cm

مركـز أبوظبــي
العقــاري
**Abu Dhabi
Real Estate Centre**

LOGO

For
Sale

BLD/AD/2025/03456

A2
Horizontal Acrylic or Aluminum
Light Blue

59.4 cm

42 cm

مركـز أبوظبــي
العقــاري
**Abu Dhabi
Real Estate Centre**

LOGO

For Sale

BLD/AD/2025/03456

Download template

4.2
PROPERTY PLAQUE
(VILLAS & LOW-RISE PROPERTIES)

For villas, compounds, and low-rise
residential buildings.

Element	Specification
Baseline Size	A1 (59.4 × 84.1 cm) or A2 (42 × 59.4 cm)
Relative Scale	Sign area ≤ 0.6 % of total façade surface
Material	Aluminium composite or acrylic, min 3 mm thick
Finish	Matte, UV-protected, non-reflective
Text Height	20 – 30 cm for legibility at 30 – 50 m
QR Code	Min. 10×10 cm; lower-left within ADREC strip
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scaled proportionally and remain clearly readable from **5–15 m.**

A1

Vertical Acrylic or Aluminum
Dark Blue

59.4 cm

84.1 cm

مركـز أبوظـبي
العقــاري
Abu Dhabi
Real Estate Centre

LOGO

For
Sale

BLD/AD/2025/03456

A2

Horizontal Acrylic or Aluminum
Dark Blue

59.4 cm

42 cm

مركـز أبوظـبي
العقــاري
Abu Dhabi
Real Estate Centre

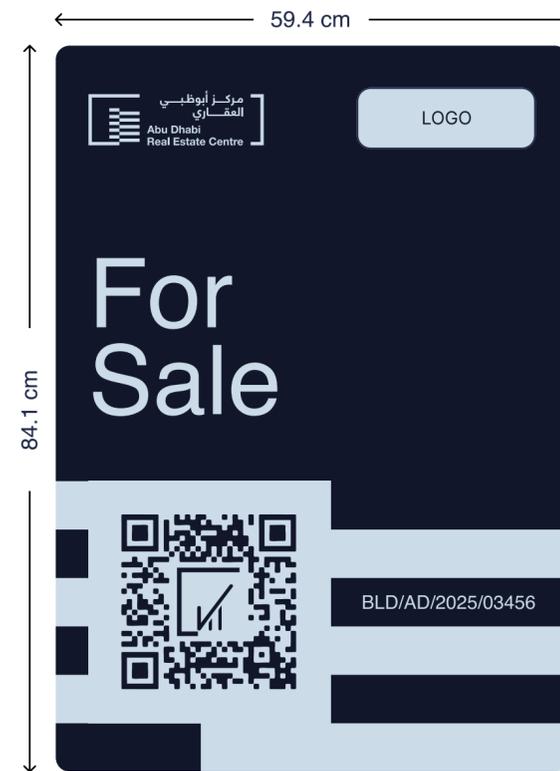LOGO

For Sale

BLD/AD/2025/03456

⛅ **Download template**

4.2
PROPERTY PLAQUE
(VILLAS & LOW-RISE PROPERTIES)
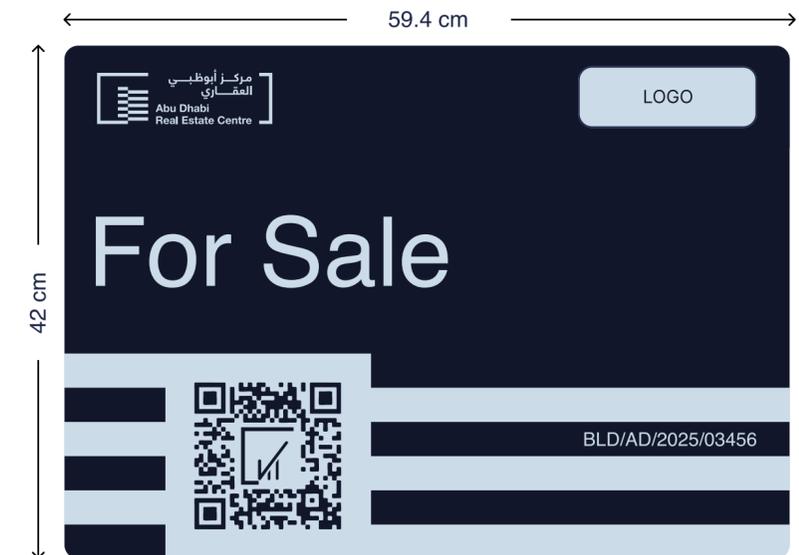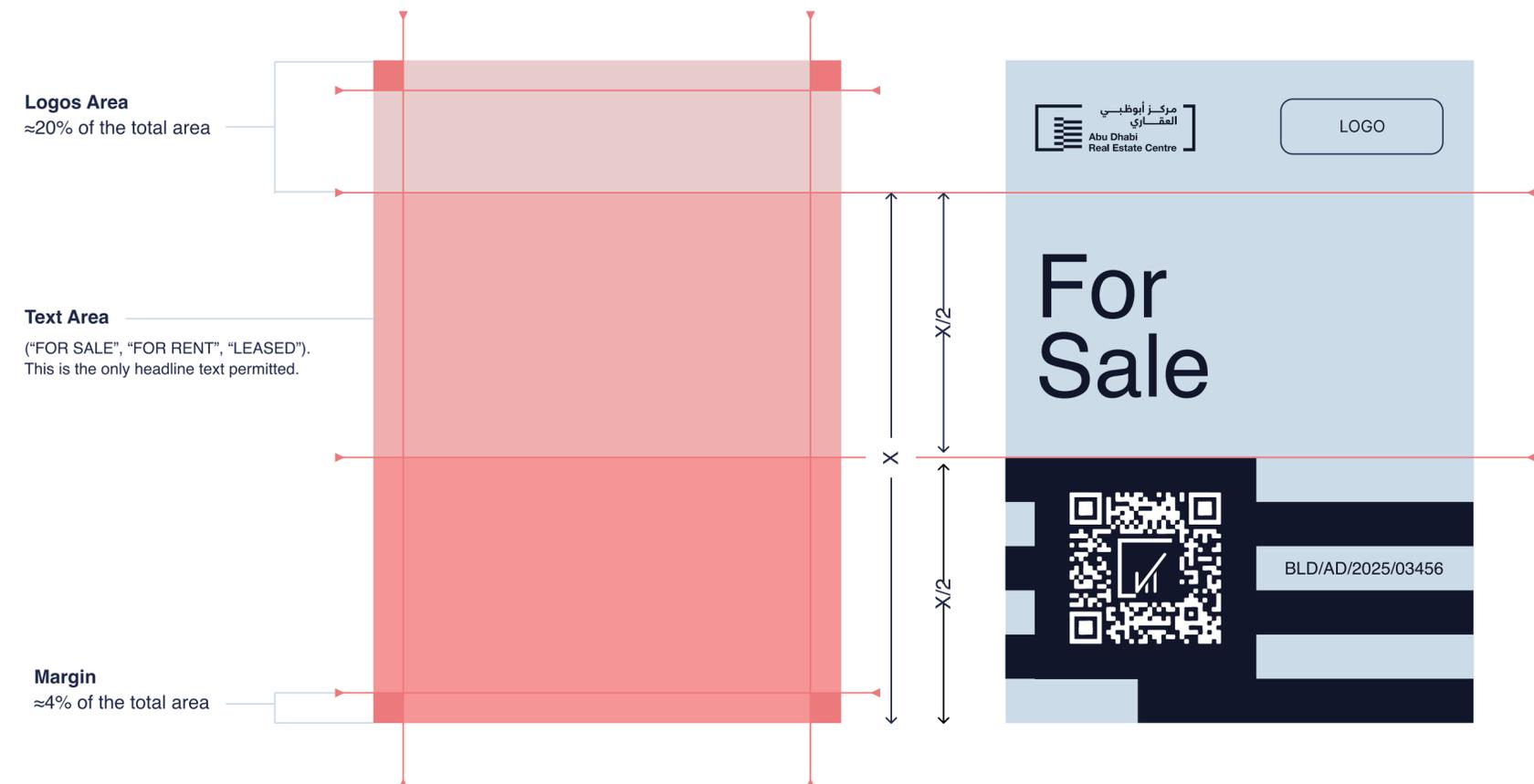
For villas, compounds, and low-rise residential buildings.

Element	Specification
Baseline Size	A1 (59.4 × 84.1 cm) or A2 (42 × 59.4 cm)
Relative Scale	Sign area ≤ 0.6 % of total façade surface
Material	Aluminium composite or acrylic, min 3 mm thick
Finish	Matte, UV-protected, non-reflective
Text Height	20 – 30 cm for legibility at 30 – 50 m
QR Code	Min. 10×10 cm; lower-left within ADREC strip
Design	Min. 10×10 cm; lower-left within ADREC strip

This plaque is the standard model for individual listings. It must be **scaled proportionally** and remain clearly readable from **5–15 m.**

Logos Area
≈20% of the total area

Text Area
("FOR SALE", "FOR RENT", "LEASED").
This is the only headline text permitted.

Margin
≈4% of the total area

LOGO

Abu Dhabi Real Estate Centre
مركـز أبوظبـي العقــاري

For Sale

BLD/AD/2025/03456

4.2
PROPERTY PLAQUE
(VILLAS & LOW-RISE PROPERTIES)

For villas, compounds, and low-rise residential buildings.

Element	Specification
Baseline Size	A1 (59.4 × 84.1 cm) or A2 (42 × 59.4 cm)
Relative Scale	Sign area ≤ 0.6 % of total façade surface
Material	Aluminium composite or acrylic, min 3 mm thick
Finish	Matte, UV-protected, non-reflective
Text Height	20 – 30 cm for legibility at 30 – 50 m
QR Code	Min. 10×10 cm; lower-left within ADREC strip
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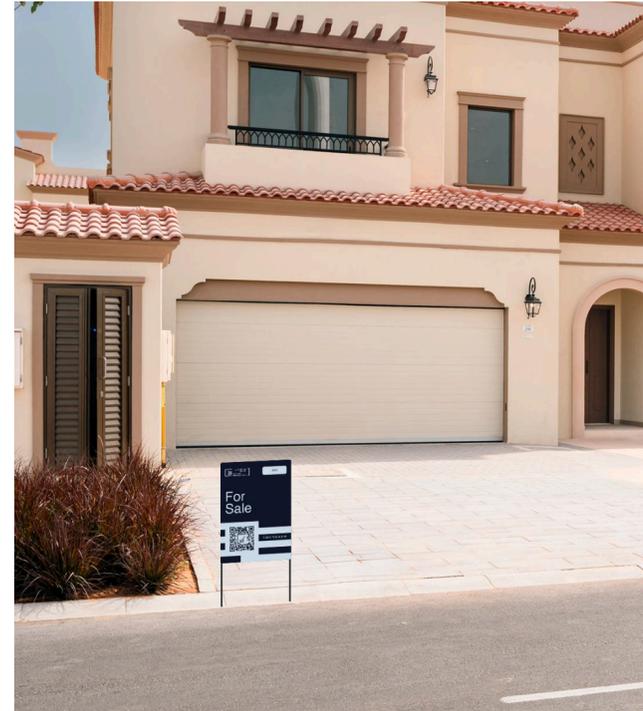
DO

DON'T

4.2
PROPERTY PLAQUE
(VILLAS & LOW-RISE PROPERTIES)

For villas, compounds, and low-rise residential buildings.

Element	Specification
Baseline Size	A1 (59.4 × 84.1 cm) or A2 (42 × 59.4 cm)
Relative Scale	Sign area ≤ 0.3 % of total façade surface
Material	Aluminium composite or acrylic, min 3 mm thick
Finish	Matte, UV-protected, non-reflective
Text Height	20 – 30 cm for legibility at 30 – 50 m
QR Code	Min. 10×10 cm; lower-left within ADREC strip
Design	Min. 10×10 cm; lower-left within ADREC strip

This plaque is the standard model for individual listings. It must be **scaled proportionally** and remain clearly readable from **5–15 m.**
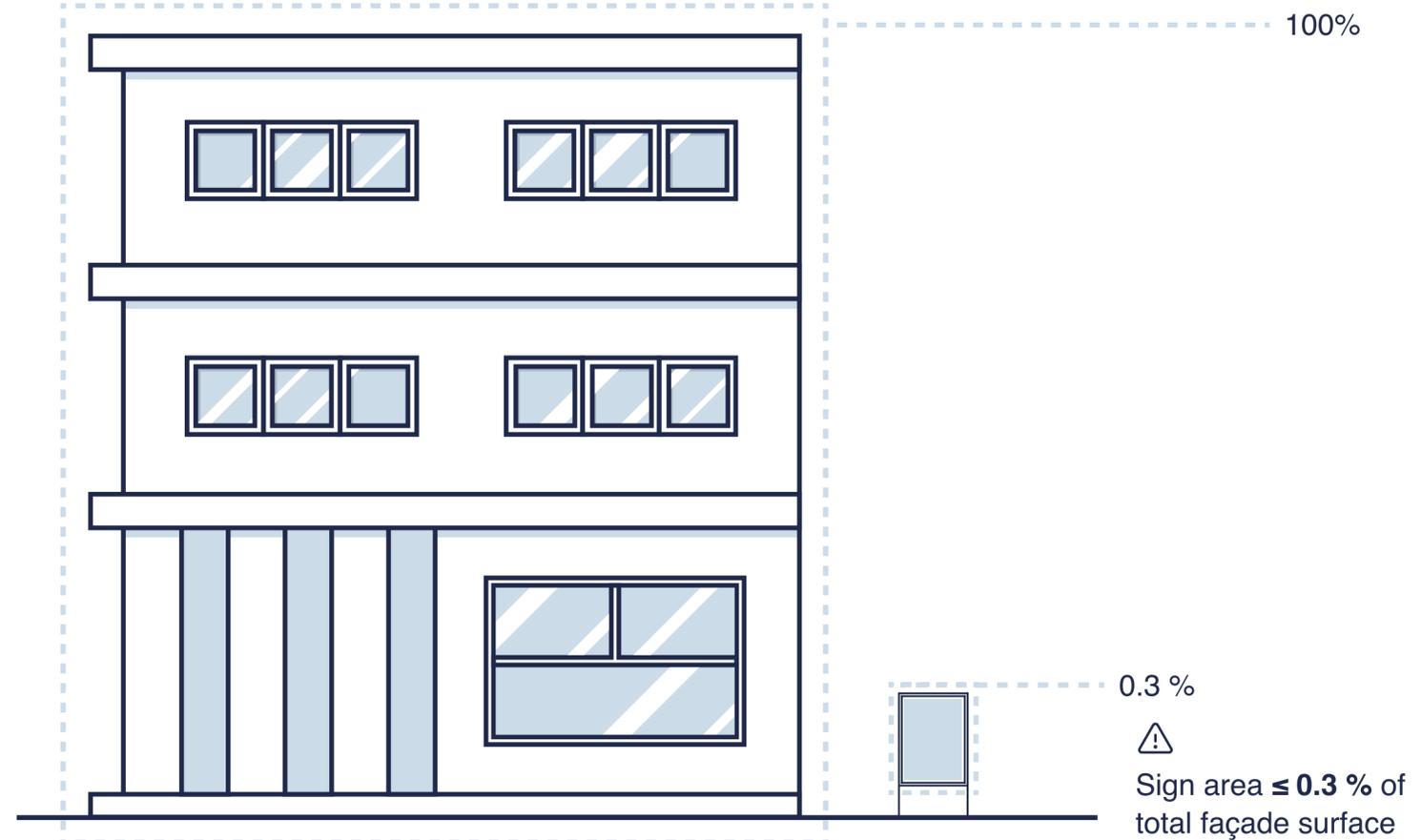

100%

0.3 %

⚠ Sign area **≤ 0.3 %** of total façade surface

4.2
PROPERTY PLAQUE
(VILLAS & LOW-RISE PROPERTIES)

For villas, compounds, and low-rise
residential buildings.

4.2
PROPERTY PLAQUE
(VILLAS & LOW-RISE PROPERTIES)

For villas, compounds, and low-rise residential buildings.
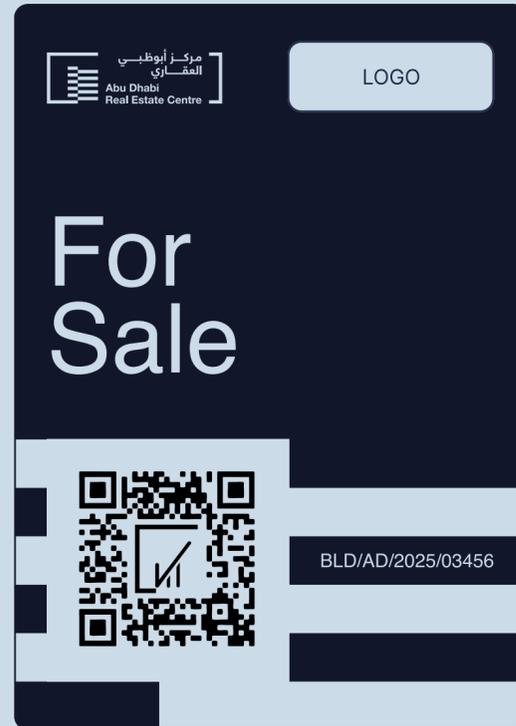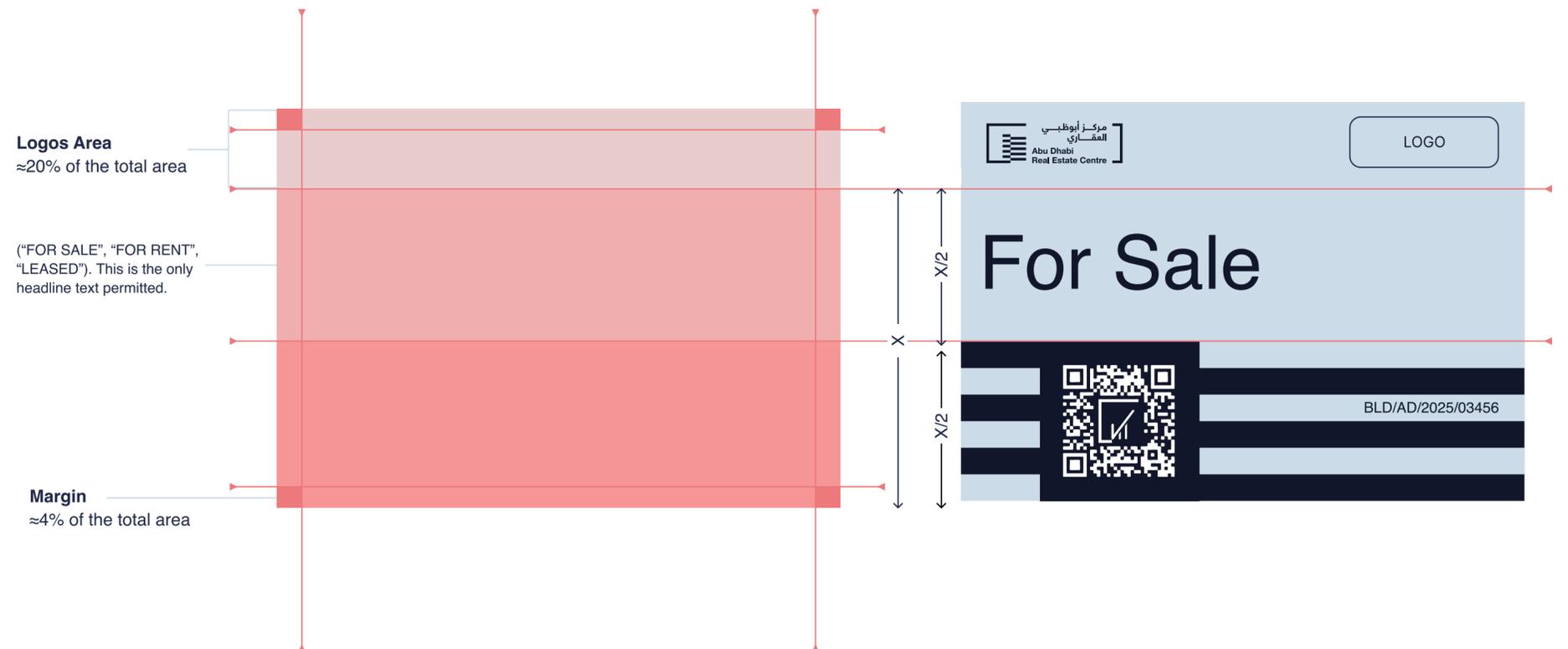
Element	Specification
Baseline Size	A1 (59.4 × 84.1 cm) or A2 (42 × 59.4 cm)
Relative Scale	Sign area ≤ 0.6 % of total façade surface
Material	Aluminium composite or acrylic, min 3 mm thick
Finish	Matte, UV-protected, non-reflective
Text Height	20 – 30 cm for legibility at 30 – 50 m
QR Code	Min. 10×10 cm; lower-left within ADREC strip
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Logos Area
≈20% of the total area

("FOR SALE", "FOR RENT", "LEASED"). This is the only headline text permitted.

Margin
≈4% of the total area

X/2

X/2

X

For Sale

LOGO

مركـز أبوظبي العقـاري
Abu Dhabi
Real Estate Centre

BLD/AD/2025/03456

4.2
PROPERTY PLAQUE
(VILLAS & LOW-RISE PROPERTIES)

For villas, compounds, and low-rise residential buildings.

4.3
TOWER FAÇADE SIGN
FREE-STANDING FRAME

For medium- and high-rise towers where ground-level plaques lack visibility.

Element	Specification
Nominal Dimensions	Width 2 – 6 m
Relative Scale	≤ 7.5% of podium width or 5% of façade height
Material	Powder-coated aluminium frame
Finish	Matte surface; illumination only by ADREC approval
Text Height	≥ 40 cm for legibility at 50 – 80 m
Placement	Podium zone or mid-height between structural bays; must not obscure windows
Safety	Engineer-certified mounting for wind load; concealed fixings
QR code sizing	≥ 40x40 cm

Example: A 30 m façade may host a 3 m-high sign (10 %), ensuring balance and clear visibility.

SIGN
Width 2 – 6 m

Download template

4.3
TOWER FAÇADE SIGN
FREE-STANDING FRAME

For medium- and high-rise towers where ground-level plaques lack visibility.

Element	Specification
Nominal Dimensions	Width 2 – 6 m
Relative Scale	≤ 7.5% of podium width or 5% of façade height
Material	Powder-coated aluminium frame
Finish	Matte surface; illumination only by ADREC approval
Text Height	≥ 40 cm for legibility at 50 – 80 m
Placement	Podium zone or mid-height between structural bays; must not obscure windows
Safety	Engineer-certified mounting for wind load; concealed fixings
QR code sizing	≥ 40x40 cm

Example: A 30 m façade may host a 3 m-high sign (10 %), ensuring balance and clear visibility.
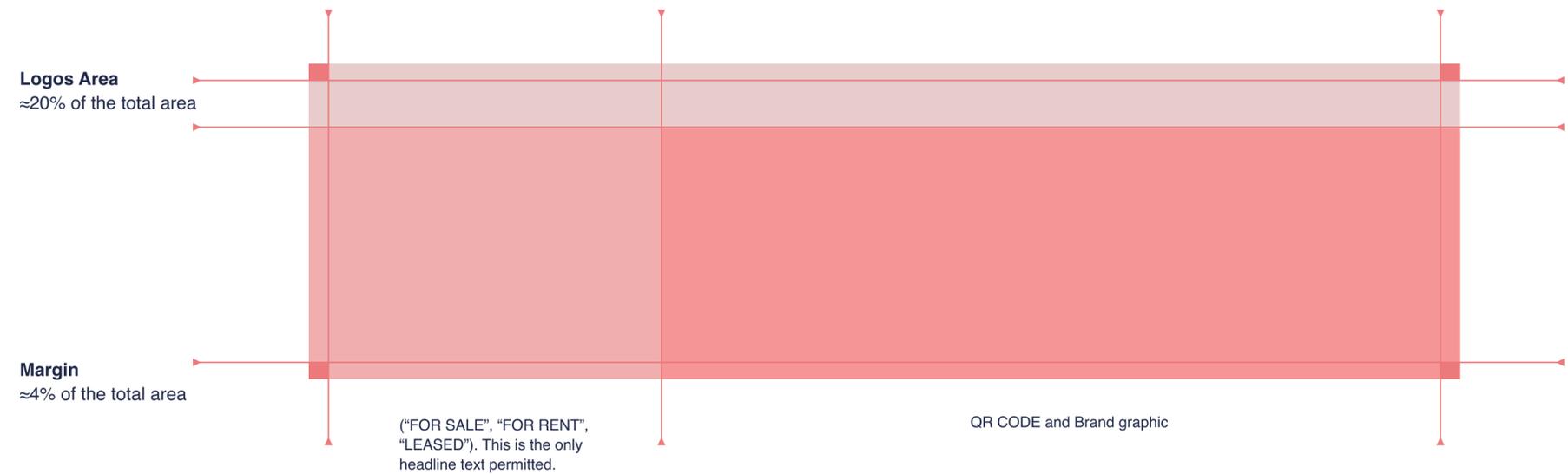

1.5 m

1.5 m

6 m

6 m

For Sale

LOGO

BLD/AD/2025/03456

For Sale

LOGO

BLD/AD/2025/03456

Download template

4.3
TOWER FAÇADE SIGN
FREE-STANDING FRAME

For medium- and high-rise towers where ground-level plaques lack visibility.

Element	Specification
Nominal Dimensions	Width 2 – 6 m
Relative Scale	≤ 7.5% of podium width or 5% of façade height
Material	Powder-coated aluminium frame with replaceable panel
Finish	Matte surface; illumination only by ADREC approval
Text Height	20 – 30 cm for legibility at 30 – 50 m
Placement	Podium zone or mid-height between structural bays; must not obscure windows
Safety	Engineer-certified mounting for wind load; concealed fixings

Example: A 30 m façade may host a 3 m-high sign (10 %), ensuring balance and clear visibility.

Logos Area
≈20% of the total area

Margin
≈4% of the total area

("FOR SALE", "FOR RENT", "LEASED"). This is the only headline text permitted.

QR CODE and Brand graphic

Abu Dhabi
Real Estate Centre

LOGO

For Sale

BLD/AD/2025/03456

4.3
TOWER FAÇADE SIGN
FREE-STANDING FRAME

For medium- and high-rise towers where ground-level plaques lack visibility.

Element	Specification
Nominal Dimensions	Width 2 – 6 m
Relative Scale	≤ 7.5% of podium width or 5% of façade height
Material	Powder-coated aluminium frame with replaceable panel
Finish	Matte surface; illumination only by ADREC approval
Text Height	20 – 30 cm for legibility at 30 – 50 m
Placement	Podium zone or mid-height between structural bays; must not obscure windows
Safety	Engineer-certified mounting for wind load; concealed fixings

Example: A 30 m façade may host a 3 m-high sign (5%), ensuring balance and clear visibility.
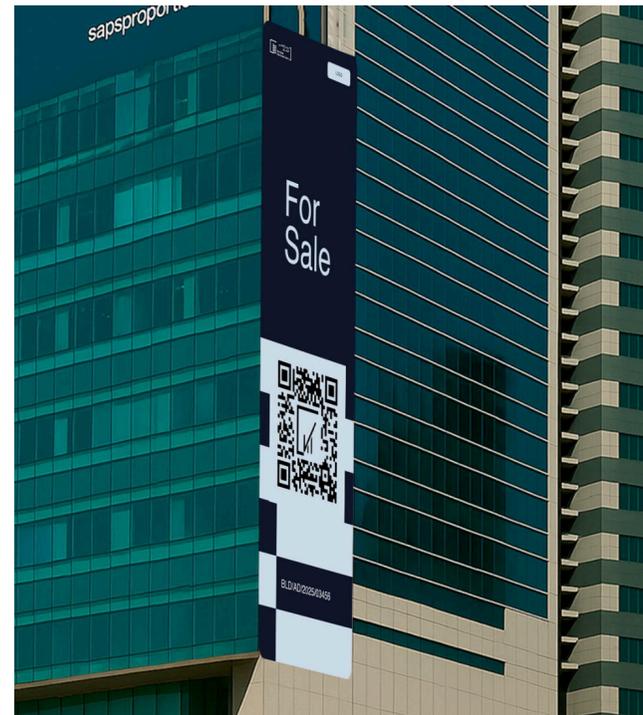
DO

DON'T

4.3
TOWER FAÇADE SIGN
FREE-STANDING FRAME

For medium- and high-rise towers where ground-level plaques lack visibility.

Element	Specification
Nominal Dimensions	Width 2 – 6 m
Relative Scale	≤ 7.5 % of podium width or 2-3 % of façade height
Material	Powder-coated aluminium frame with replaceable panel
Finish	Matte surface; illumination only by ADREC approval
Text Height	20 – 30 cm for legibility at 30 – 50 m
Placement	Podium zone or mid-height between structural bays; must not obscure windows
Safety	Engineer-certified mounting for wind load; concealed fixings

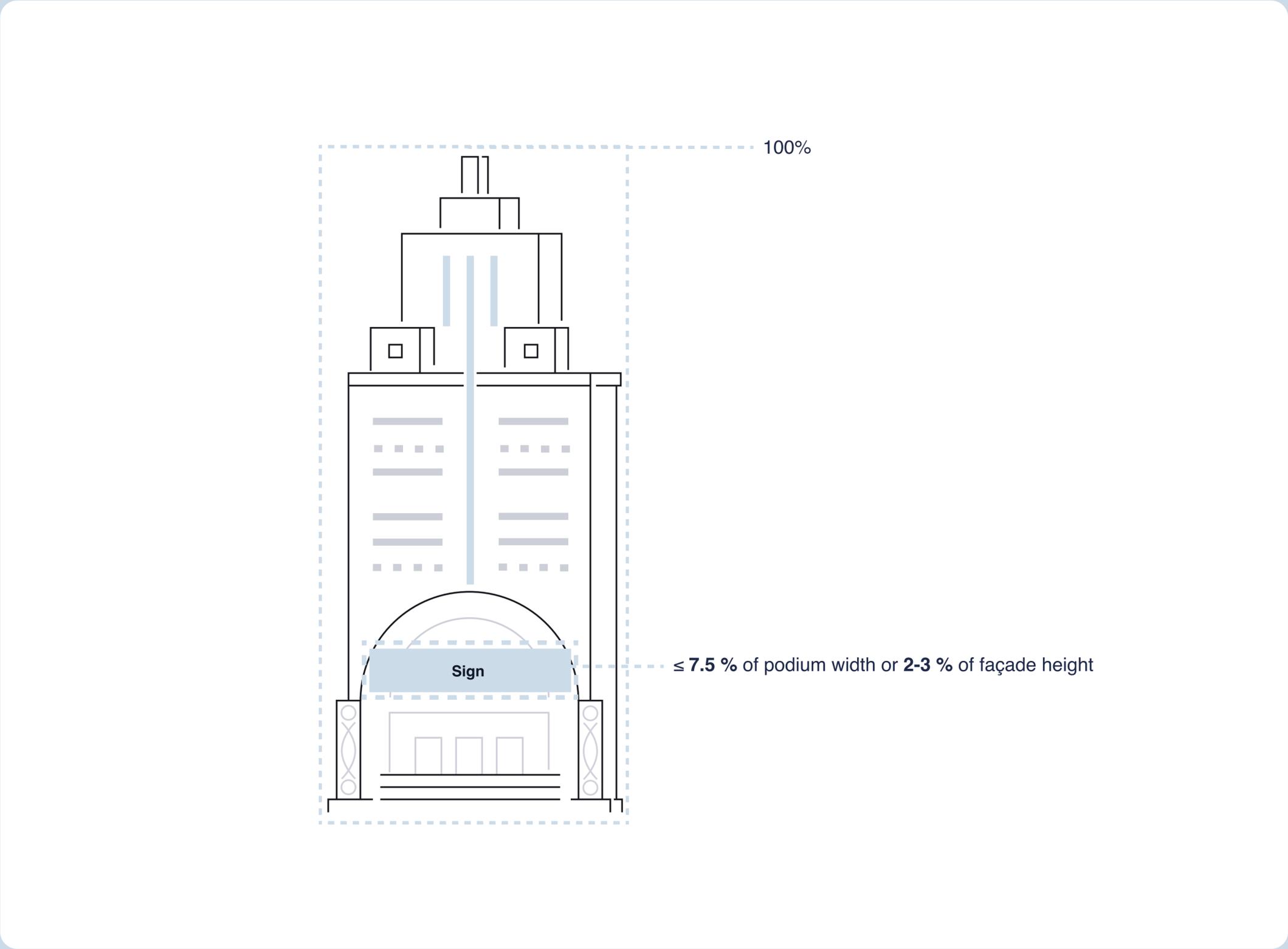Example: A 30 m façade may host a 3 m-high sign (10 %), ensuring balance and clear visibility.

100%

Sign

≤ **7.5 %** of podium width or **2-3 %** of façade height

4.3
TOWER FAÇADE SIGN
FREE-STANDING FRAME

For medium- and high-rise towers where ground-level plaques lack visibility.
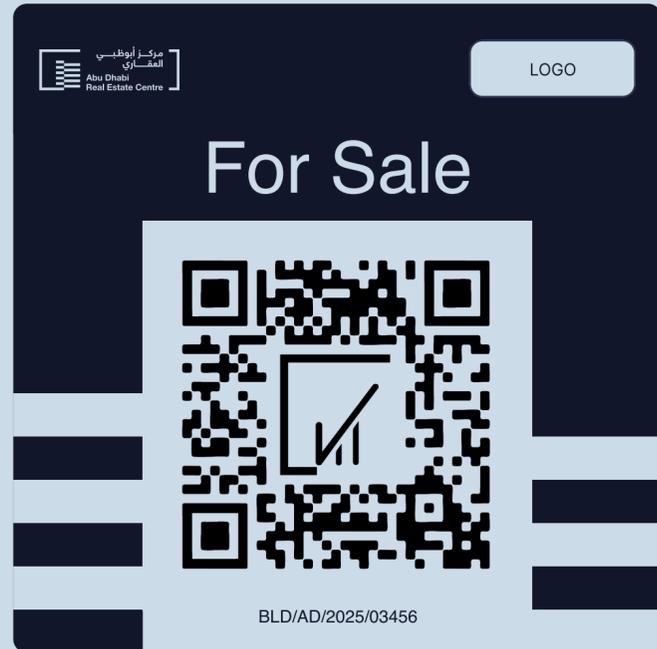
4.3
TOWER FAÇADE SIGN
FREE-STANDING FRAME

For medium- and high-rise towers where ground-level plaques lack visibility.

4.3
TOWER FAÇADE SIGN
FREE-STANDING FRAME

For medium- and high-rise towers where ground-level plaques lack visibility.

4.4
WINDOW / BALCONY-MOUNTED SIGNAGE

Used where external façade mounting is impractical (individual apartment units).

Element	Specification
Maximum Size	100 × 70 cm per unit
Coverage Limit	≤ 25 % of window width or 20 % of railing span
Material	Framed acrylic panel or adhesive vinyl with matte laminate
Placement	Inside window or on balcony railing with secure fixings
QR Code	Visible and scannable from ≥ 3 m distance

Dark Blue

100 × 70 cm per unit

100 cm

70 cm

مركـز أبوظبـي العقـاري
Abu Dhabi
Real Estate Centre

LOGO

For Sale

BLD/AD/2025/03456

Light Blue

100 × 70 cm per unit

1000 cm

70 cm

مركـز أبوظبـي العقـاري
Abu Dhabi
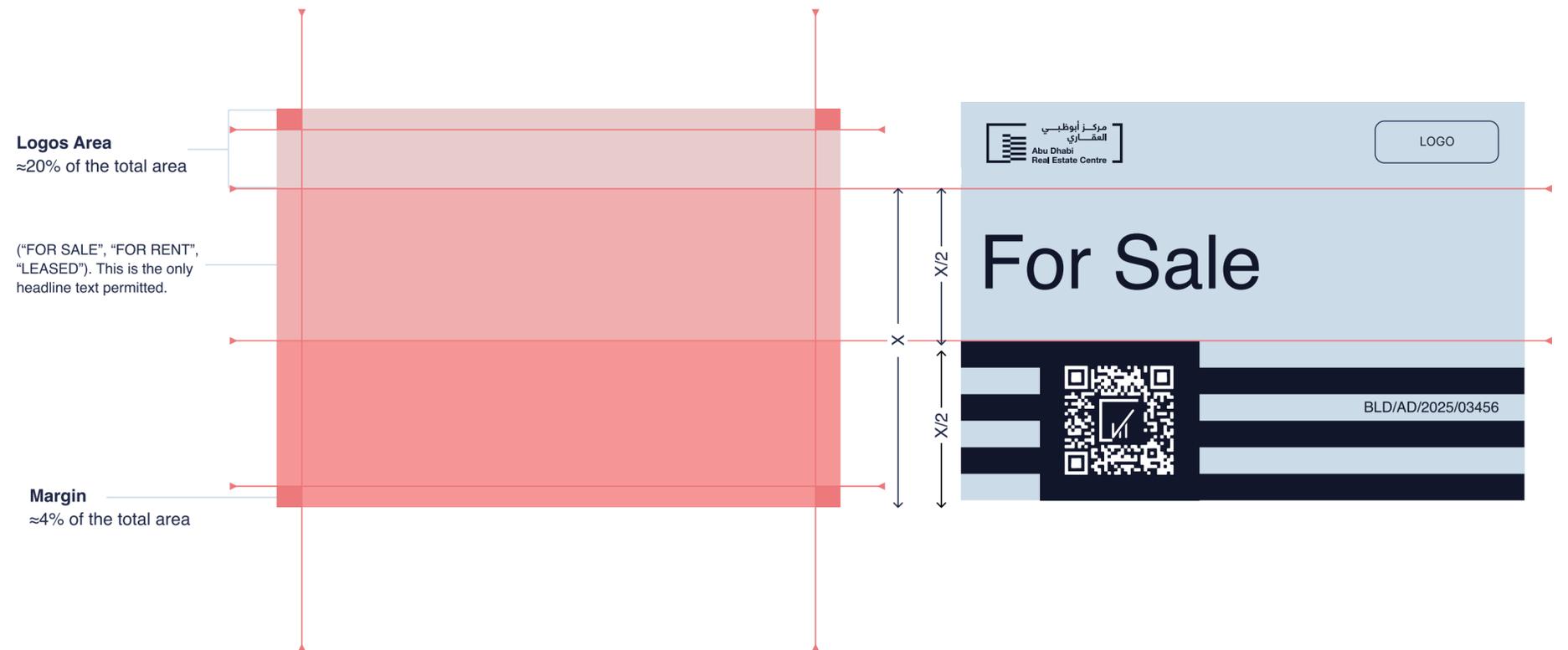Real Estate Centre

LOGO

For Sale

BLD/AD/2025/03456

Download template

4.4
WINDOW / BALCONY-MOUNTED SIGNAGE

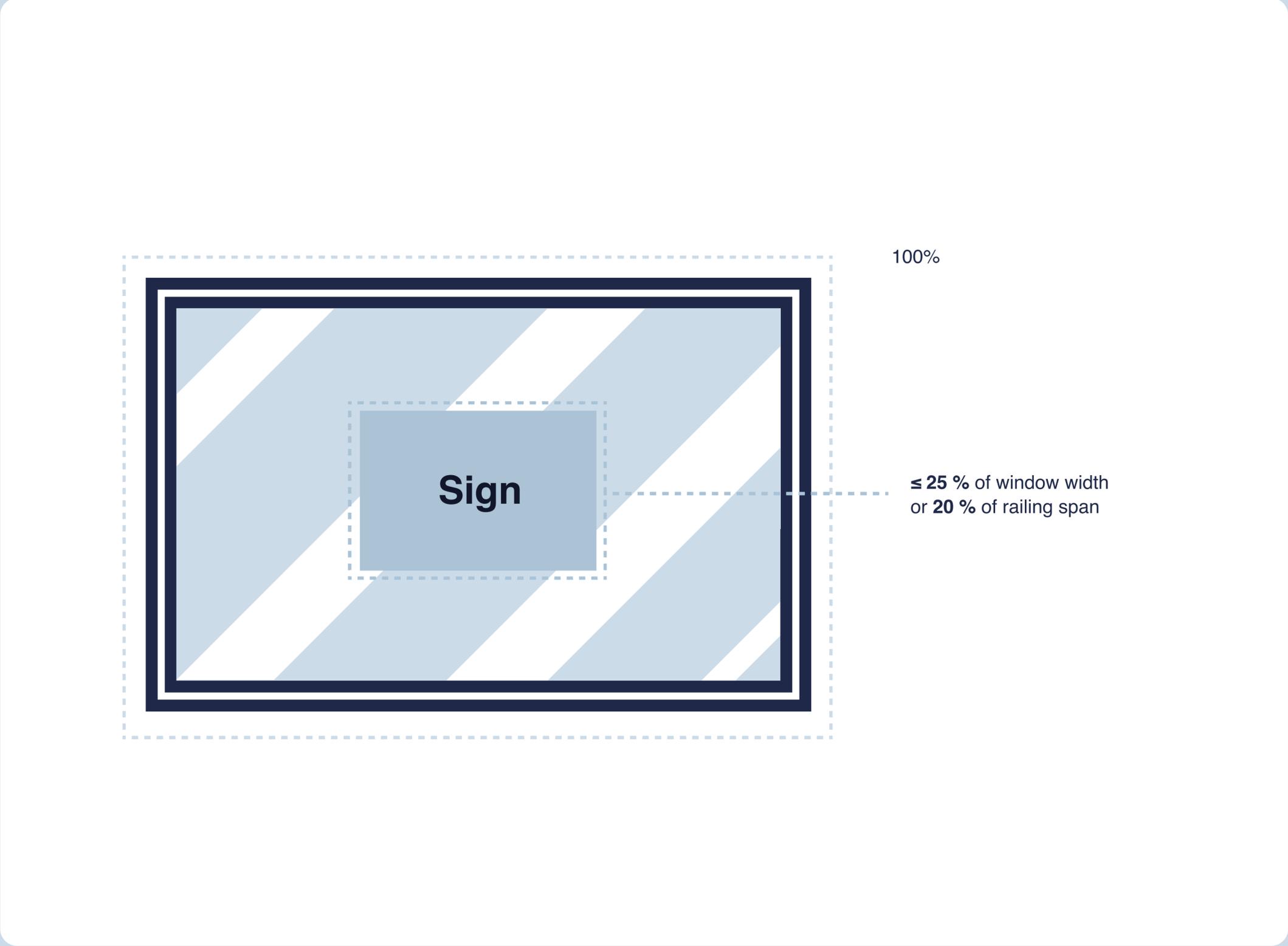Used where external façade mounting is impractical (individual apartment units).

Element	Specification
Maximum Size	100 × 70 cm per unit
Coverage Limit	≤ 25 % of window width or 20 % of railing span
Material	Framed acrylic panel or adhesive vinyl with matte laminate
Placement	Inside window or on balcony railing with secure fixings
QR Code	Visible and scannable from ≥ 3 m distance

Logos Area
≈20% of the total area

("FOR SALE", "FOR RENT", "LEASED"). This is the only headline text permitted.

Margin
≈4% of the total area

مركـز أبوظـبي العقـاري
**Abu Dhabi
Real Estate Centre**

LOGO

For Sale

BLD/AD/2025/03456

4.4
WINDOW / BALCONY-MOUNTED SIGNAGE

Used where external façade mounting is impractical (individual apartment units).

Element	Specification
Maximum Size	100 × 70 cm per unit
Coverage Limit	≤ 25 % of window width or 20 % of railing span
Material	Framed acrylic panel or adhesive vinyl with matte laminate
Placement	Inside window or on balcony railing with secure fixings
QR Code	Visible and scannable from ≥ 3 m distance

100%

Sign

≤ **25 %** of window width
or **20 %** of railing span

4.4
WINDOW / BALCONY-MOUNTED SIGNAGE

Used where external façade mounting is impractical (individual apartment units).

4.5
QR CODE SYSTEM
(MULTI-UNIT / TOWER BUILDINGS)

Provide a single, verified display for multiple active listings.

Element	Specification
Sizes	50 × 50 cm or 100 × 100 cm
Material	Weather-resistant acrylic plaque or laminated sticker
Placement	Main entrance or reception (1.4 – 1.6 m above ground)
Visibility	Matte, UV-protected, non-reflective
Content	Central QR code linked to Madhmoun platform + building name + permit number

No additional text or contacts permitted; the **QR code** is the **sole point of interaction**.

QR Code System

50×50 cm or 100×100 cm
Light Blue

50 cm

50 cm

مركز أبوظبي العقاري
Abu Dhabi
Real Estate Centre

LOGO

For Sale

BLD/AD/2025/03456

QR Code System

50×50 cm or 100×100 cm
Dark Blue

100 cm

100 cm

مركز أبوظبي العقاري
Abu Dhabi
Real Estate Centre

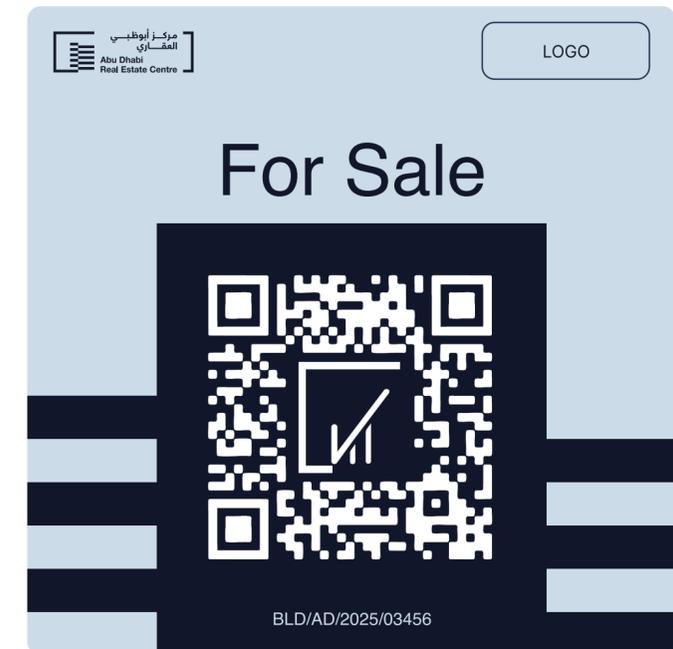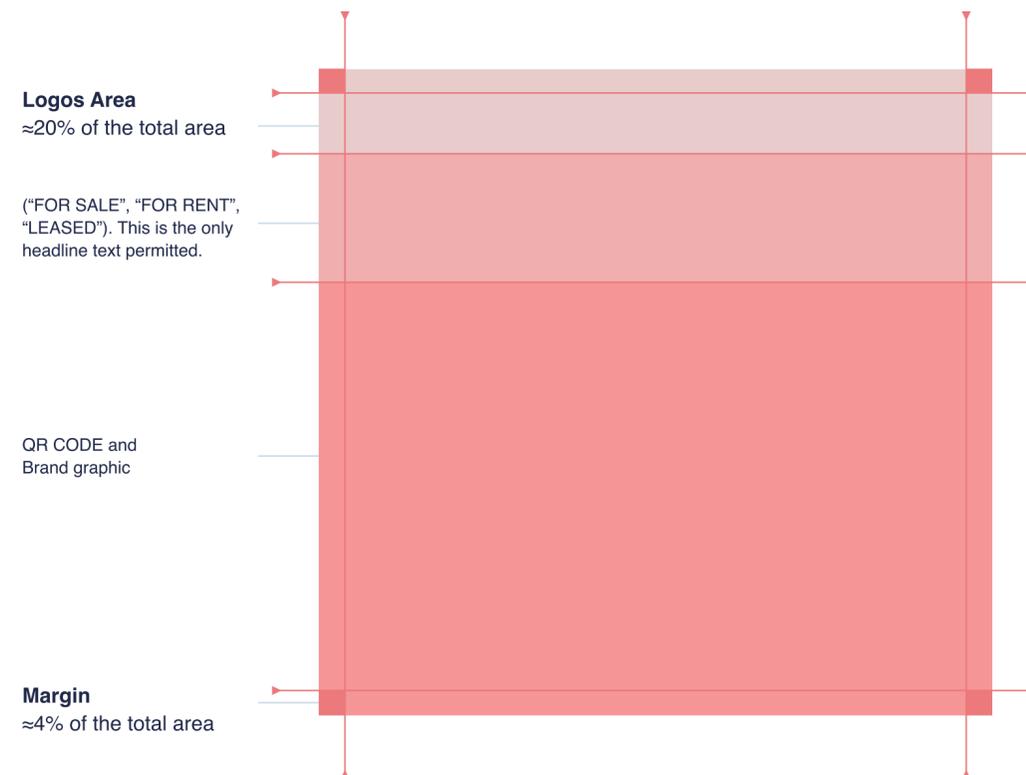LOGO

For Sale

BLD/AD/2025/03456

Download template

4.5
QR CODE SYSTEM
(MULTI-UNIT / TOWER BUILDINGS)

Provide a single, verified display for multiple active listings.

Element	Specification
Sizes	50 × 50 cm or 100 × 100 cm
Material	Weather-resistant acrylic plaque or laminated sticker
Placement	Main entrance or reception (1.4 – 1.6 m above ground)
Visibility	Matte, UV-protected, non-reflective
Content	Central QR code linked to Madhmoun platform + building name + permit number

No additional text or contacts permitted; the **QR code** is the **sole point of interaction**.

Logos Area
≈20% of the total area

("FOR SALE", "FOR RENT", "LEASED"). This is the only headline text permitted.

QR CODE and Brand graphic

Margin
≈4% of the total area

Abu Dhabi
Real Estate Centre

LOGO

For Sale

BLD/AD/2025/03456

4.5
QR CODE SYSTEM
(MULTI-UNIT / TOWER BUILDINGS)

Provide a single, verified display for multiple active listings.

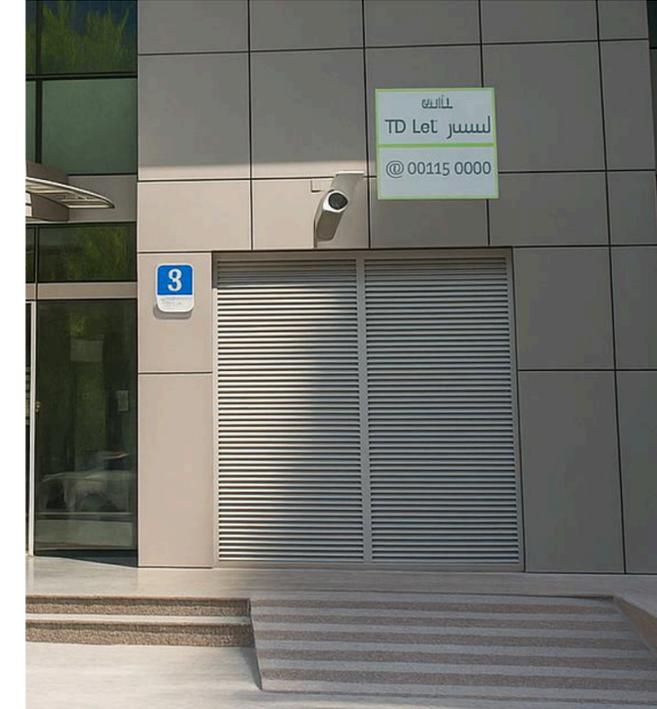| Element	Specification
Sizes	50 × 50 cm or 100 × 100 cm
Material	Weather-resistant acrylic plaque or laminated sticker
Placement	Main entrance or reception (1.4 – 1.6 m above ground)
Visibility	Matte, UV-protected, non-reflective
Content	Central QR code linked to Madhmoun platform + building name + permit number

No additional text or contacts permitted; the **QR code** is the **sole point of interaction**.
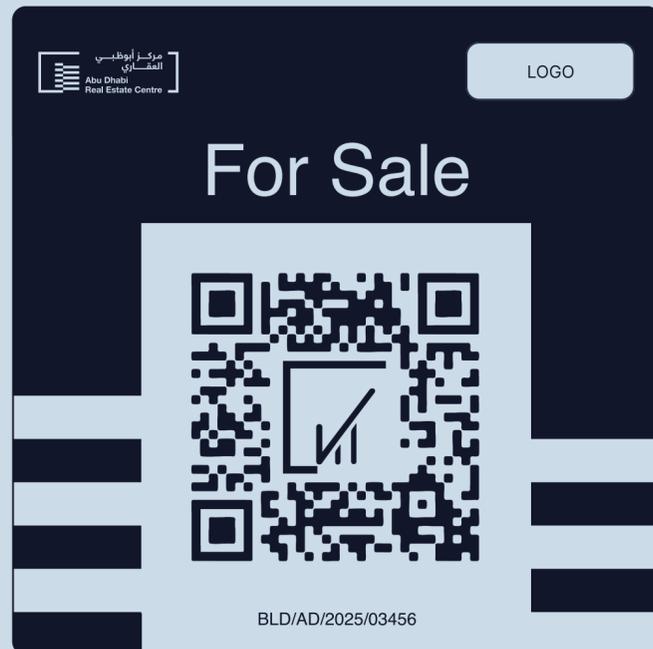
DO

DON'T

4.5
QR CODE SYSTEM
(MULTI-UNIT / TOWER BUILDINGS)

Provide a single, verified display for multiple active listings.

4.6
COMMUNITY CLUSTER SIGNAGE

For gated communities or townhouse clusters.

Element	Specification
Frame Sizes	90×120 cm / 120×130 cm / 160×130 cm
Relative Scale	≤ 1 % of community entry façade
Material	Powder-coated aluminium with interchangeable panels
Placement	Inside entry boundary near main gate or sales office
Design	Shared layout listing multiple units with single QR code

Only one community board is permitted per development gate to prevent clutter.

Download template

4.6
COMMUNITY CLUSTER SIGNAGE

For gated communities or townhouse clusters.

Element	Specification
Frame Sizes	90×120 cm / 120×130 cm / 160×130 cm
Relative Scale	≤ 1 % of community entry façade
Material	Powder-coated aluminium with
Placement	Inside entry boundary near main gate or sales office
Design	Shared layout listing multiple units with single QR code

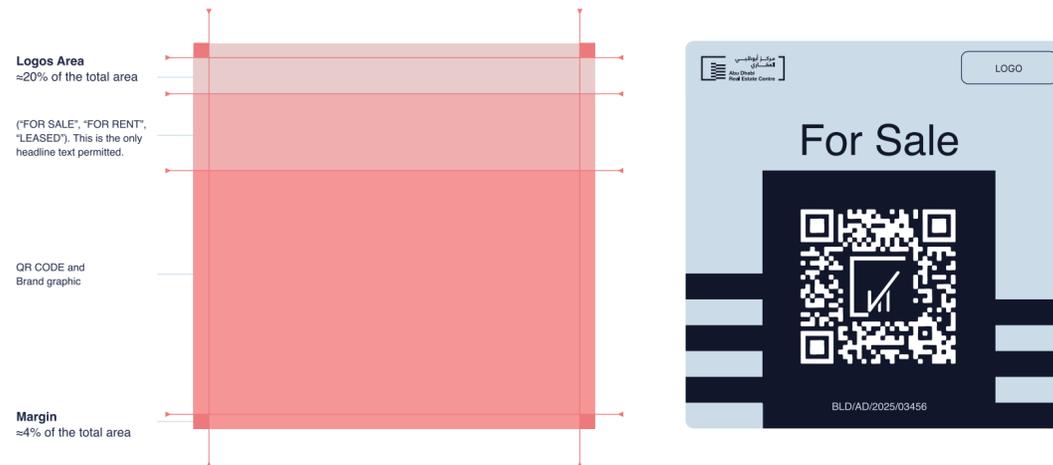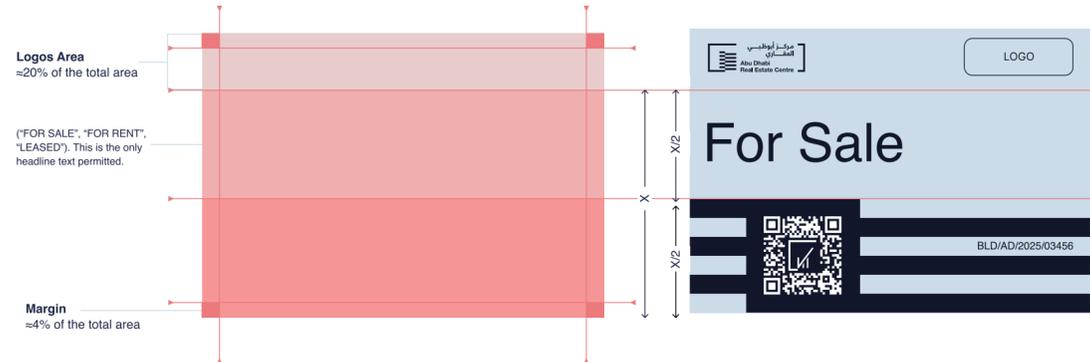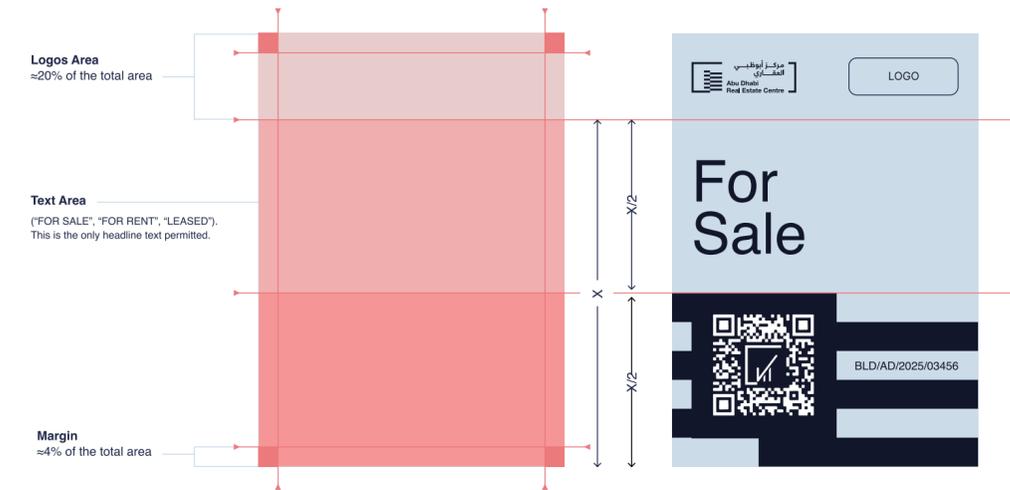Only one community board is permitted per development gate to prevent clutter.

4.6
COMMUNITY
CLUSTER SIGNAGE

For gated communities or townhouse clusters.

4.7
SIZING & PROPORTION STANDARDS

Signage sizing is based on scientific legibility and visual-balance principles, referencing benchmarks from Dubai, Singapore URA, and Lusail City.
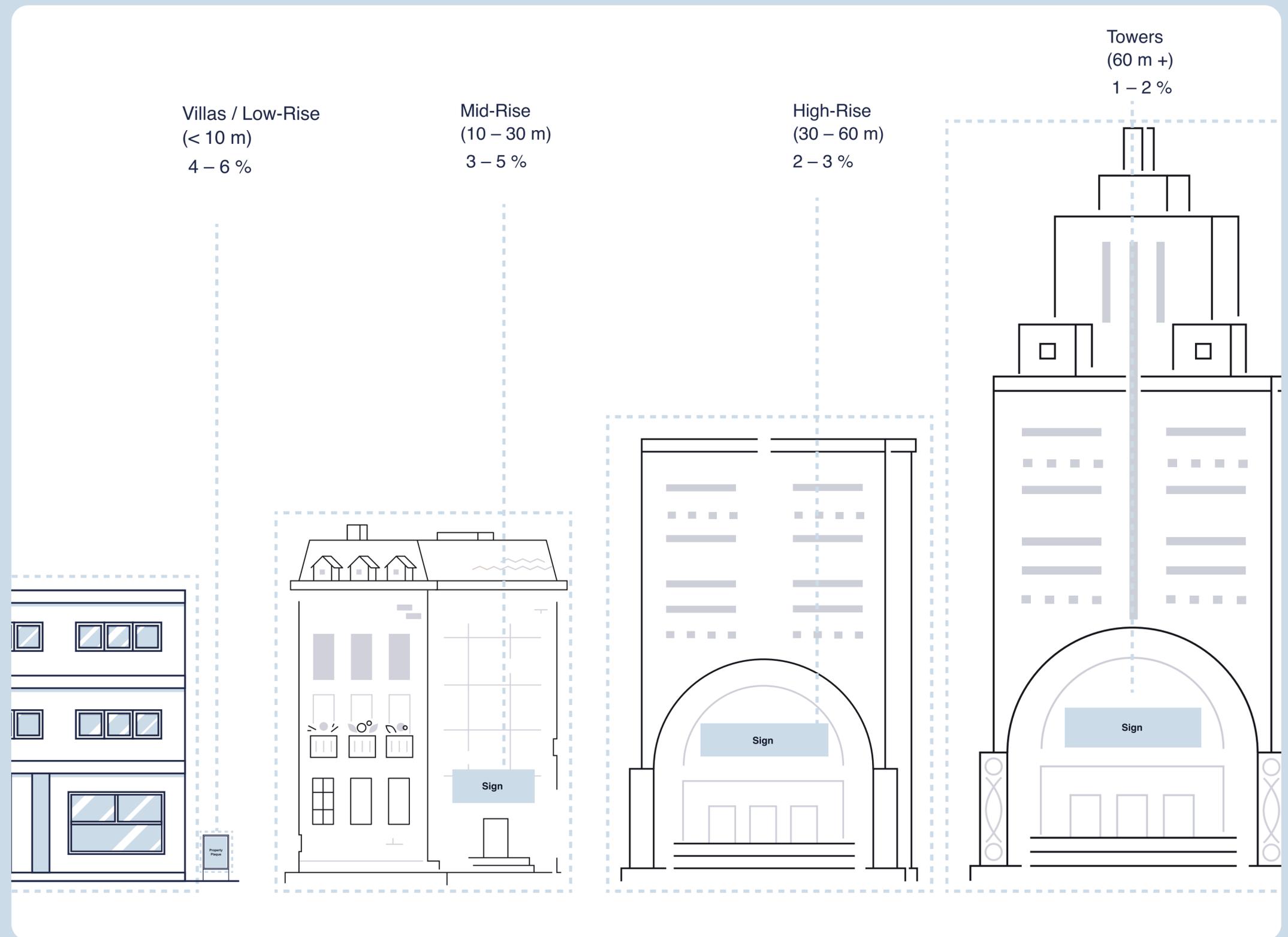
Element	Recommended Sign Height (% of façade height)	Approx. Text Height	Viewing Distance
Villas / Low-Rise (< 10 m)	4 – 6 %	≥ 10 cm	5 – 15 m
Mid-Rise (10 – 30 m)	3 – 5 %	≥ 20 cm	15 – 30 m
High-Rise (30 – 60 m)	2 – 3 %	≥ 30 cm	30 – 50 m
Towers (60 m +)	1 – 2 %	≥ 40 cm	50 – 80 m

The height of the signboard shall not exceed 6m anc a size of 120sqm.

Overall signage ≤ 10 % of façade height or 15 % of podium width.

Each façade side may host only one board.

Designers may adjust within these limits to preserve balance; larger deviations require ADREC visual approval.

Villas / Low-Rise
(< 10 m)
4 – 6 %

Mid-Rise
(10 – 30 m)
3 – 5 %

High-Rise
(30 – 60 m)
2 – 3 %

Towers
(60 m +)
1 – 2 %

Sign

Sign

Sign

Property Plaque

4.8
JUSTIFICATION FOR SIZE & PLACEMENT STANDARDS

To demonstrate that all signage sizes and placement rules are derived from scientific visibility principles and international regulatory benchmarks, ensuring a clear, safe, and visually unified environment in Abu Dhabi.

1. Human Visual Legibility Font size, sign height, and area ratios are based on legibility-distance standards and readability indexes outlined in Australia's TR-506 Visual Communication Standards (2024) and NSW Department of Planning's Advertising and Signage Code (2022), ensuring clear readability from 5–80 m.

2. Architectural Integration Sign-to-façade ratios (≤10 % height / ≤15 % podium width) mirror urban façade design methods applied in Building Australia Signage Guidelines (2025) and DMCC UAE Standards (2014), promoting harmony with architectural grids and avoiding obstruction of key design elements.

3. Visual Order & Clutter Control Limiting one sign per façade and controlling total coverage follows urban clutter minimization practices defined in Australia's Planning and Environment Codes (NSW 2022), ensuring coherent urban identity while reducing competing visual noise.

4. Safety & Compliance Installation clearances (≥2.5 m above ground) and wind-load resilience align with Australian Building Code BCA Section 3 and UAE façade safety criteria, ensuring public and structural safety under outdoor conditions.

✓ Scientifically justified signage system based on visibility and architectural proportion.

✓ Aligned with Australia (NSW, TR-506) and UAE (DMCC) best practices.

✓ Positions ADREC as a regional leader in evidence-based urban signage design.

(References: TR-506 Visual Communication Standards, 2024; NSW Department of Planning and Environment – Advertising & Signage Code, 2022; Building Australia Signage Guidelines, 2025; DMCC Signage & Advertising Guidelines, 2014.)
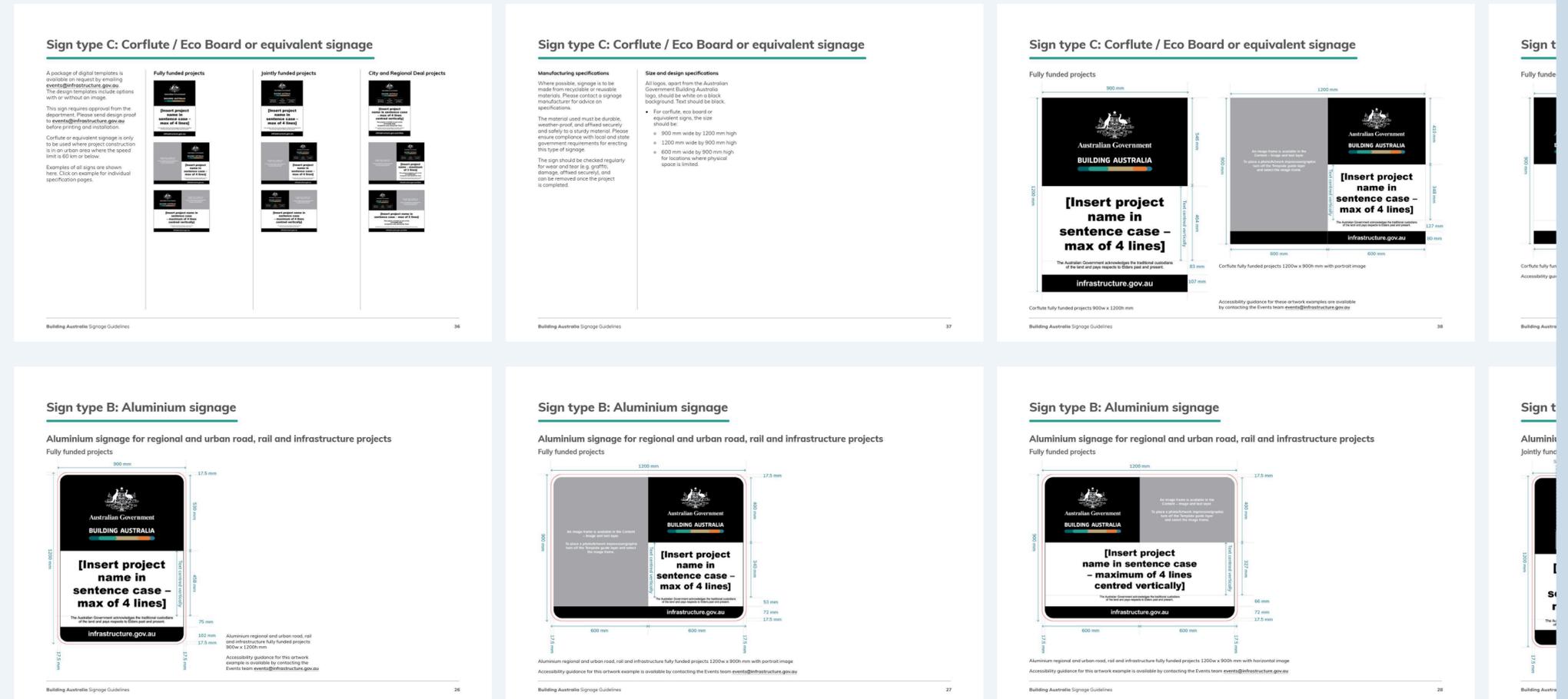
4.9
PLACEMENT & MOUNTING ZONES

Each façade must follow an architectural
grid defining permitted vs restricted areas.

Building Type	✅ Permitted Zones	❌ Restricted Zones
Towers (Podium + Façade)	Podium or mid-bay zones; centred alignment	Above roofline, across glazing, corner edges
Villas / Compounds	Beside main gate or boundary wall	Rooftops, fences, trees
Communities / Clusters	Entry walls or sales offices	Streetlight poles, internal lanes

Clearance: Minimum 2.5 m above ground for wall-mounted signs.

Projection: Signs must not extend beyond the building plane.
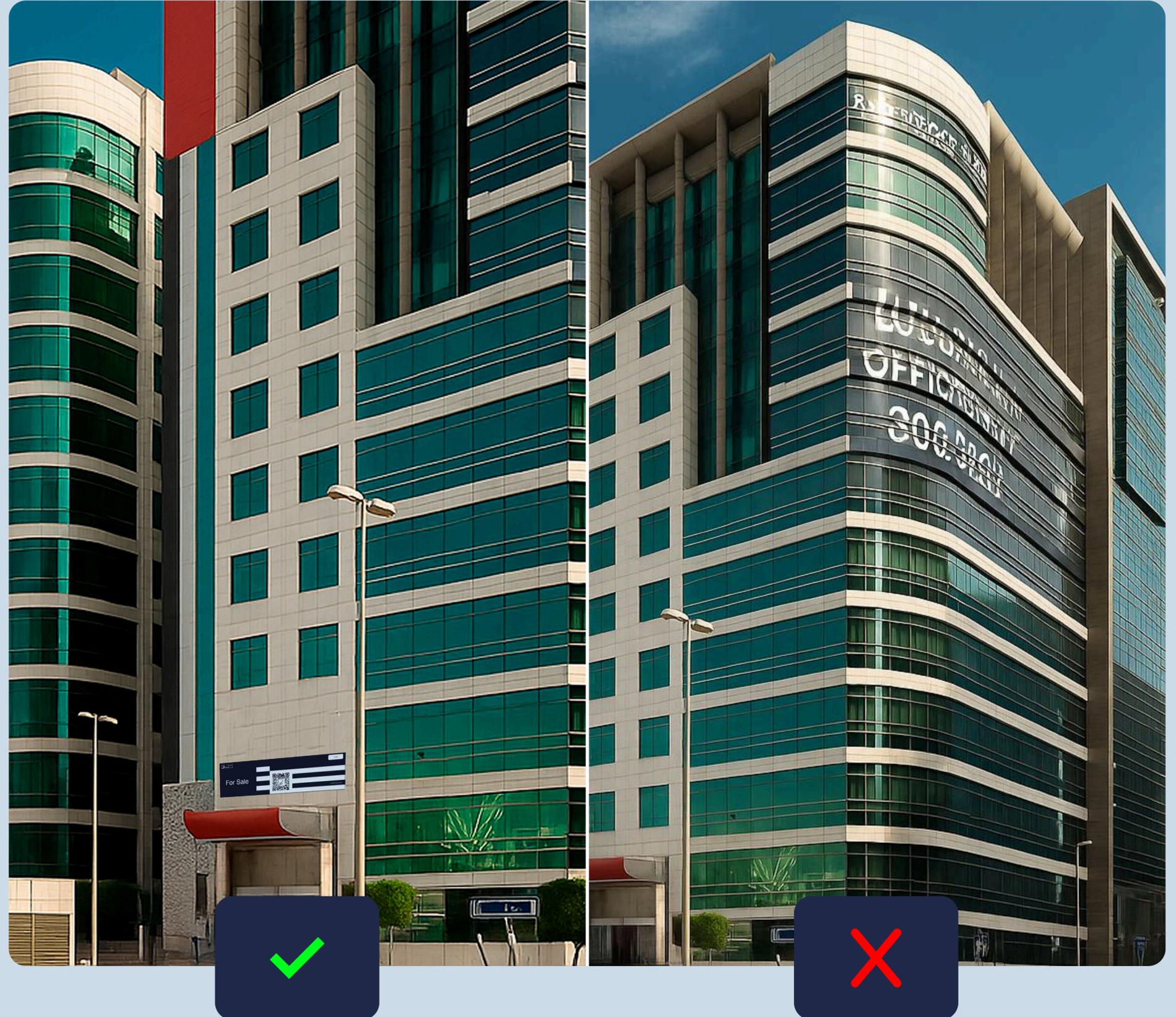
4.10
MATERIALS & INSTALLATION
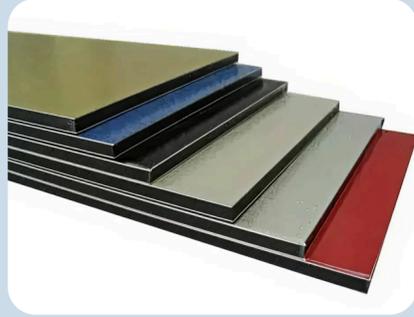
Minimum panel thickness 3 mm.

Download UAE wind load standards

Must withstand UAE wind load standards (Category II).

Stainless-steel or galvanized hardware only for fasteners.

Installation by licensed contractors approved by ADREC or building management.

For Sale

LOGO

BLD/AD/2025/0345

Concealed mountings preferred to preserve façade appearance.

4.11
MAINTENANCE & CONDITION

✓ Signage must remain clean, undamaged, and structurally secure.

✓ Replace any faded or damaged sign within five (5) working days of notice.

✓ Ensure QR codes remain scannable at all times.

✓ Property owners and agencies share responsibility for maintenance and safe removal after permit expiry.
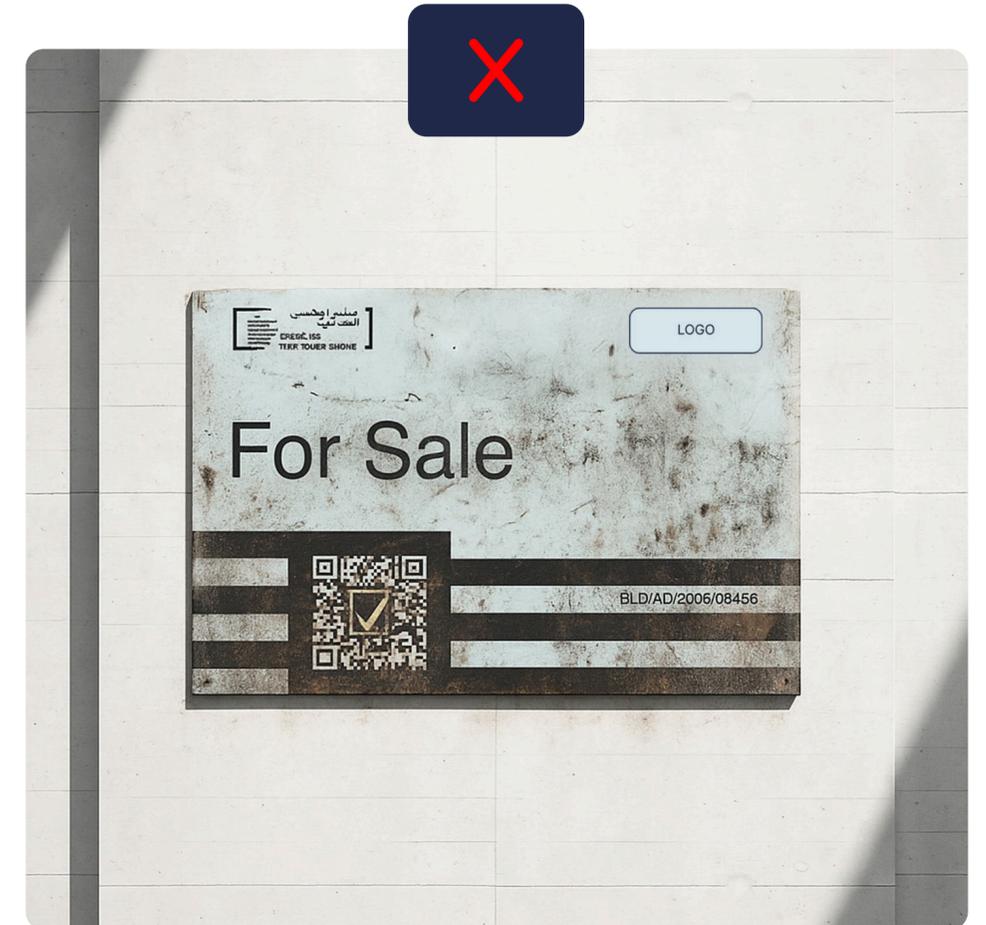
4.12
COMPLIANCE SUMMARY

Requirement	Standard	Tolerance / Flexibility
Colour Scheme	Black-on-white / White-on-black (≥ 70 % contrast)	Minor branding tone shift allowed
Typography	Helvetica / GES Sans	Equivalent sans-serif by approval
Logo Area	≤ 20 % (top right)	Co-branding allowed with fixed zone
Proportional Scale	≤ 15 % width / 10 % height	± 10 % variance with approval
QR Code	≥ 10 × 10 cm	Must scan outdoors under sunlight

4.13
DOS & DON'TS SUMMARY

✔ Use ADREC layout and brand colours.

✔ Keep design minimal – main message + QR only.

✔ Install within permitted façade zones.

✔ Replace damaged signage promptly.

✔ Ensure strong contrast and readability.

✘ Add phone numbers or extra text.

✘ Alter ADREC or partner logos.

✘ Install within permitted façade zones.

✘ Exceed percentage limits or place multiple boards on one façade.

✘ Cover windows or architectural details.

4.12
APPENDIX B — INTERNATIONAL BENCHMARKS & BEST PRACTICES (INTERNAL REFERENCE)

B.1 Purpose & Use

This appendix documents the external standards and practices that inform ADREC's Section 6 (sizes, placements, proportions, visibility, safety). It is for internal reference to substantiate the "scientific and benchmarking" rationale requested by the client.

B.2 Sources Reviewed

✓ UAE: DMCC Signage & Advertising Guidelines (Dubai).	Download
✓ Australia (NSW): Department Of Planning & Environment, Advertising And Signage Code.	Download
✓ Australia: Building Australia Signage Guidance (Industry Practice/ Municipal Adoption).	Download
✓ Visual Communication Standard: TR-506 (Legibility/Visibility And Wayfinding Fundamentals).	Download

4.12
APPENDIX B — INTERNATIONAL BENCHMARKS & BEST PRACTICES (INTERNAL REFERENCE)

B.4 COMPARATIVE BENCHMARK MATRIX (KEY PARAMETERS)

B.3 Method Summary

1. Extract measurable rules (sign-to-façade ratios, number of boards, restricted zones, illumination/finish, safety).
2. Cross-compare with visibility science (text height vs. viewing distance; contrast/readability).
3. Calibrate ADREC rules within the most conservative/common ranges to ensure clarity, compliance, and easy enforcement.

Parameter Common Benchmark Practice (Range/Rule) ADREC Section 6 Setting Signage coverage vs façade Cap overall coverage; typical bands fall between 5–15% of width/height to avoid visual dominance. ≤10% of façade height or ≤15% of podium width (6.7).

Contrast / readability High-contrast palettes; minimum contrast ratios specified or implied; matte finishes preferred. ≥70% contrast, matte non-reflective (6.1, 6.9, 6.11).

Number of boards per elevation Limit to one primary board per façade to control clutter. One board per façade side (6.7).

Digital verification Increasingly adopted (codes/IDs linking to records). Madhmoun QR + Permit mandatory (Sec. 7, 6.1, 6.5).

Clutter control / prohibited types Ban temporary/untidy media; standardize boards. Non-compliant types prohibited (Sec. 5) + standardized boards (Sec. 6).
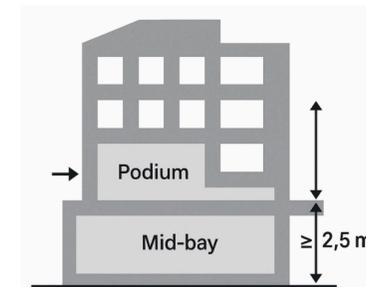
Placement zones Respect architectural bays/podiums; avoid glazing, corners, rooflines; maintain clearances. Podium/mid-bay only, ban glazing/corners/roofline; ≥2.5 m clearance (6.8).

Text height vs viewing distance Pedestrian 5–15 m → ≥10–20 mm/cm letters; vehicular 30–80 m → ≥200–400 mm letters (scaled by context). Villas 5–15 m → ≥10 cm; Towers 50–80 m → ≥40 cm (6.7 table).

Co-branding Dedicated zone; protect government brand hierarchy. ≤20% top-right partner logo; ADREC strip fixed (6.1).

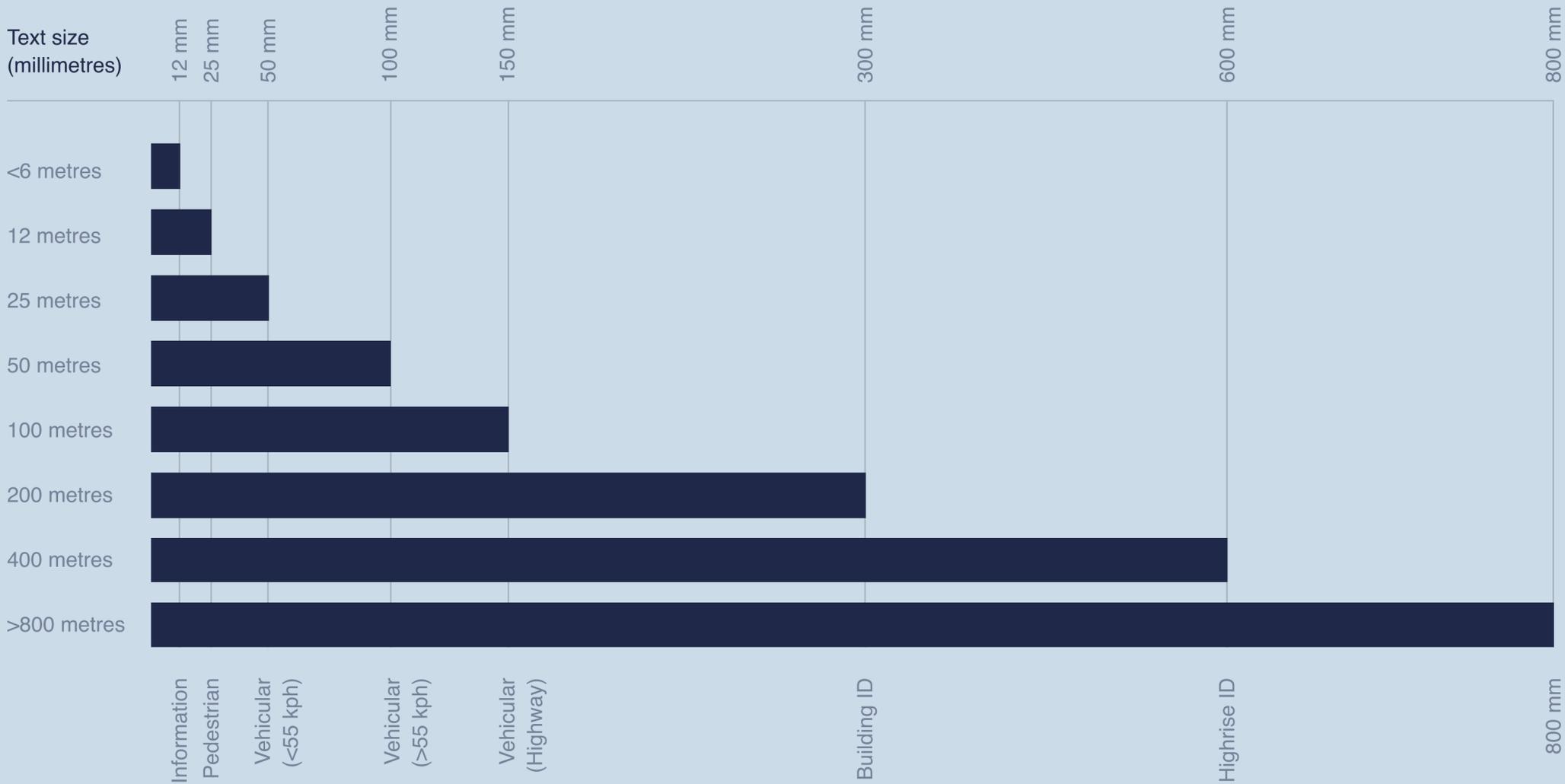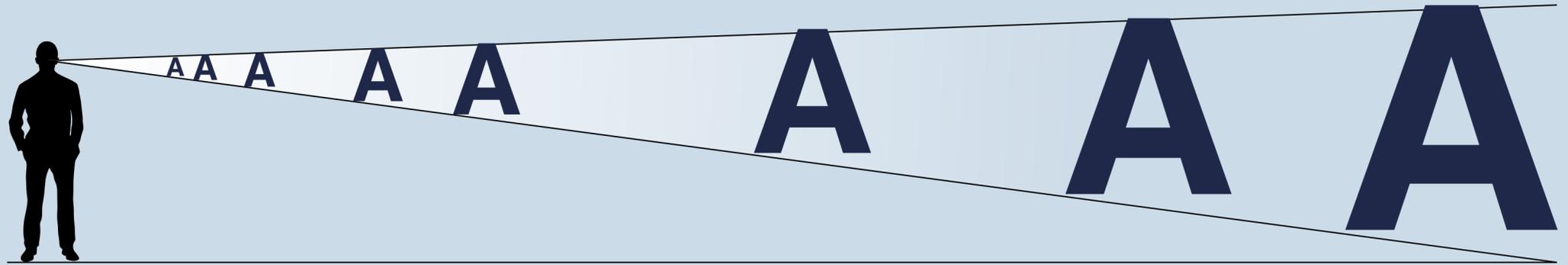# APPENDIX B — INTERNATIONAL BENCHMARKS & BEST PRACTICES (INTERNAL REFERENCE)

B.5 VISIBILITY & SIZING RATIONALE (LEGIBILITY SCIENCE)

Viewing Distance:
Text Height: International legibility practice correlates minimum text height to viewing distance ranges (e.g., ~1 mm per 0.3–0.4 m for pedestrian contexts; scaled up substantially for vehicular).

Façade Proportioning:
Positioning within architectural bays and limiting height/width percentages preserves building rhythm and prevents signage from dominating the elevation.

Contrast & Finish:
High-contrast pairs (black/white) and matte surfaces safeguard readability under bright sun and reduce glare.

4.12
APPENDIX B — INTERNATIONAL BENCHMARKS & BEST PRACTICES (INTERNAL REFERENCE)

B.6 PLACEMENT & CLUTTER CONTROL (URBAN DESIGN PRACTICE)

✎

One primary board per elevation is a common anti-clutter measure.One primary board per elevation is a common anti-clutter measure.

⚠

Restricted zones typically exclude glazing, corners, parapets/rooflines, and municipal furniture.

🛡

Setbacks & clearances ensure safety (pedestrian head-clearance; sightlines for vehicles).

B.7 SAFETY & INSTALLATION (ENGINEERING GOOD PRACTICE)

📋

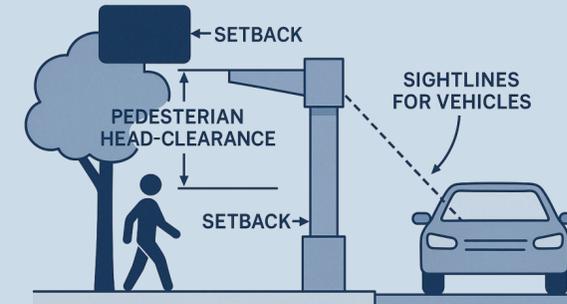**Wind load and fixing integrity** requirements protect the public realm.

📄

Engineer certification is standard for large façade frames.

🛡

Material durability (ACP thickness, stainless/galvanized fasteners, UV stability) reduces maintenance risk.

SETBACKS & CLEARANCES ENSURE SAFETY

SETBACK
PEDESTERIAN HEAD-CLEARANCE
SIGHTLINES FOR VEHICLES
SETBACK

4.12
APPENDIX B — INTERNATIONAL BENCHMARKS & BEST PRACTICES (INTERNAL REFERENCE)

B.8 ALIGNMENT SUMMARY — HOW ADREC CALIBRATES TO BENCHMARKS

Proportions:
ADREC adopts the most commonly used conservative bands (≤10% H / ≤15% W), ensuring legibility without architectural dominance.

Readability:
ADREC's text-height table spans villas → towers and matches typical pedestrian/vehicular viewing distance requirements.

Simplicity:
Minimal content + mandatory QR keeps the board uncluttered and routes all details to the official platform.

Governance:
Co-branding and the ADREC strip protect brand hierarchy and official verification.

Enforcement:
A codified Do's & Don'ts and one-board-per-façade rule translates directly into field inspections.

B.9 QUICK VISUAL CHEATSHEET (FOR INTERNAL USE)

Rule of Thumb:
If the sign looks bigger than ~1/10 of façade height or wider than ~1/6–1/7 of podium, it likely breaches proportion.

Text Legibility:
Villas (10 cm), Mid-rise (20 cm), High-rise (30 cm), Towers (40+ cm).

Where to Place:
Podium/mid-bay; never over glass/corners/roofline; maintain 2.5 m head-clearance.

What to Show:
Main message + QR; no phones/emails; partner logo must sit in its dedicated zone.

B.10 REFERENCE LIST (INTERNAL)

DMCC (Dubai) Signage & Advertising Guidelines.

NSW Dept. of Planning & Environment (Australia): Advertising and Signage code.

Building Australia signage guidance (municipal/industry).

TR-506: Visual Communication / Wayfinding Legibility (principles and methods).

5

PROCESS & APPROVALS

The installation of any real-estate signage within the Emirate of Abu Dhabi requires a valid **Madhmoun Permit** issued by ADREC.

This section defines the complete process from application to removal, ensuring that all signage is approved, traceable, and safely implemented.

5.1
APPLICATION PROCEDURE

All signage requests must be submitted through the Madhmoun Platform before any production or installation work begins.

01

Online Submission

- The applicant (licensed broker, property owner, or developer) submits a digital request through Madhmoun.

- Required details include property information, proposed signage type, location, and visuals.

02

Document Upload

- Property ownership or authorization letter.

- Valid brokerage license issued in Abu Dhabi.

- Signage design file showing layout, dimensions, and materials.

03

Governance & Regulation

Create a consistent and enforceable framework for all property advertising.
 Every "For Sale" or "For Rent" sign must follow the same approved standards—design, placement, and permit—under ADREC's regulatory umbrella.
This ensures accountability and a unified professional appearance across the Emirate.

04

Permit Issuance

Once approved, ADREC issues a Madhmoun Permit Number and corresponding QR code.

These details must appear exactly as provided on the final fabricated sign.

05

Fabrication & Installation

The applicant may then produce and install the sign according to the approved design and within the property boundary.

5.2
INSPECTION & VERIFICATION

ADREC inspectors may visit the property at any stage of the process to ensure that:

The installed sign matches the approved layout and location.

The QR code and permit number are clearly visible and functional.

Mountings are secure and materials meet durability requirements.

Signs failing to meet the approved criteria are subject to correction or removal at the applicant's expense.

5.4
RENEWAL & EXPIRY

◎

A Madhmoun Permit remains valid only for the approved duration indicated on the permit certificate.

◎

Renewal requests must be submitted before the expiry date through the Madhmoun Platform.

◎

Once a sale or lease transaction is completed, or the permit expires, the sign must be removed within seven (7) days.

5.5
REMOVAL & RECYCLING

Upon expiry, property owners or agencies are responsible for dismantling and disposing of signage in an environmentally responsible manner.
Recycling or reusing aluminium and acrylic components is encouraged wherever possible.
Removed signs must not be stored or displayed on-site once their permit is invalid.
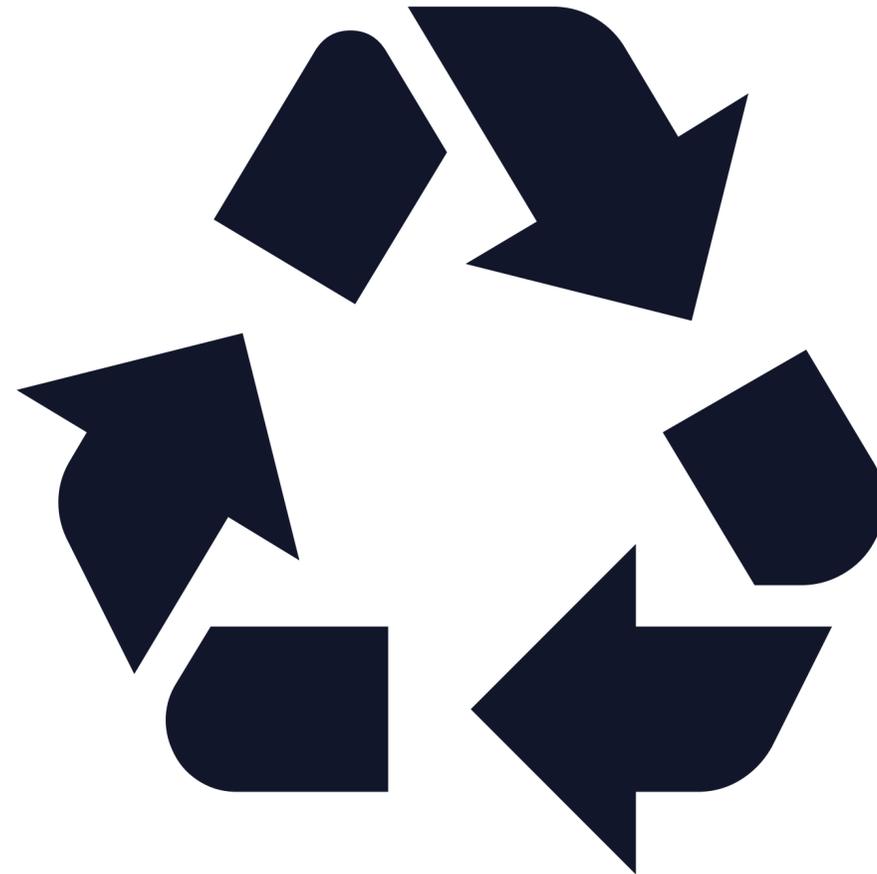
5.6
RESPONSIBILITIES SUMMARY

Stakeholder	Primary Responsibilities
Primary Responsibilities	Authorize installation on property boundary and ensure removal after expiry.
Licensed Broker / Agency	Obtain Madhmoun Permit, fabricate approved sign, maintain compliance.
ADREC	Review, approve, and monitor all signage through inspection and digital systems.
Building Management	Supervise installation works and confirm safety compliance.

By following this process, all stakeholders contribute to a transparent, efficient, and accountable system that supports the integrity of Abu Dhabi's real-estate market and the beauty of its urban landscape.

6

COMPLIANCE & ENFORCEMENT

ADREC oversees the implementation of all real-estate signage regulations to ensure that every displayed sign within Abu Dhabi complies with the approved visual, structural, and digital standards.

Compliance protects the city's appearance, guarantees public safety, and strengthens trust in the property market.

6.1
INSPECTION AND MONITORING

Inspections are supported by handheld QR scanners and mobile reporting tools linked directly to the Madhmoun Platform, allowing inspectors to confirm permit validity in real time.

Matches the approved size, design, and placement.

Displays a valid Madhmoun QR code and Permit Number.

Is maintained in good physical condition.

ADREC conducts both scheduled and random field inspections across the Emirate to verify that installed signage:

6.1
INSPECTION AND MONITORING

All penalties are recorded in the Madhmoun system and linked to the responsible agency's account.

Type of Violation	Corrective Action / Penalty
Displaying a sign without a valid Madhmoun permit	Immediate removal + administrative fine
Using incorrect layout, colour, or typography	Written warning + redesign within 5 days
Installing a sign in an unapproved location	Removal notice + fine
Missing or non-functional QR code	Immediate correction required
Damaged, faded, or unsafe signage	Replacement within 5 working days
Repeated or deliberate violations	Suspension of new permit applications + additional fines

6.3
REMOVAL OF UNAPPROVED SIGNAGE

ADREC retains the right to remove or order the removal of any sign that:

Is installed without approval.

Obstructs the public realm or endangers pedestrians.

Misrepresents property information.

Costs associated with dismantling and disposal are charged to the responsible owner or broker.

6.4
REPORTING AND PUBLIC FEEDBACK

Residents, property managers, or other agencies can report illegal or non-compliant signage through:

◎

The ADREC Online Reporting System available on the official website.

◎

The dedicated Customer Service Hotline listed in the appendix.

◎

Direct submission through the Madhmoun mobile application.

Reports are reviewed within two working days, and appropriate action is taken by the enforcement team.

6.5
AUDIT AND DATA REVIEW

ADREC maintains a digital archive of all active and expired signage permits.
Routine audits ensure:

◎

Expired permits are closed and associated signs removed.

◎

Duplicate or overlapping applications are eliminated.

◎

Statistical data supports urban-planning and regulatory decisions.

6.6
COMPLIANCE CERTIFICATION AND APPEALS AND RESOLUTION

Brokers and developers maintaining full compliance over a 12-month period may receive an ADREC Compliance Certificate, recognizing their contribution to the city's professional and aesthetic standards.

Any party receiving a violation notice may submit an appeal within 10 working days of notification through the Madhmoun Platform.
ADREC reviews each case and issues a written decision.
Repeated or unresolved violations may lead to escalation under municipal regulations.

Through continuous inspection, fair enforcement, and transparent reporting, ADREC ensures that Abu Dhabi's real-estate signage system remains orderly, credible, and aligned with the city's vision for excellence.

Abu Dhabi
Real Estate Centre

THANKS