

# Brand usage

The Dubai logo and associated marks are owned exclusively by the Department of Economy and Tourism, Government of Dubai. Please read the below usage guidelines carefully for all of branded assets.

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## Guidelines Introduction

The Dubai logo and associated marks (the Marks) are proprietary and owned exclusively by the Government of Dubai, Department of Economy and Tourism (DET) and may not be copied, reproduced, or used in any way except for as specifically provided herein. From time to time, DET may make certain of the Marks available for downloading and/or use by the general public, and these terms of use shall govern the permissions and restrictions regarding the use of such Marks accordingly. DET reserves the right to modify these terms of use at any time, and without prior notice by posting amended terms of use to this website. Visiting this website and/or downloading, accessing or using the Marks in any way shall indicate your acceptance of these terms of use.

## I. Limited Permitted Uses

Subject always to the Use Requirements and the Restrictions on Use set forth herein, the Marks may be used in the following cases only:

- (a) **Personal, Non-Commercial Use:** The Marks may be used on a non-exclusive basis for personal, non-commercial purposes only. The permission granted herein is non-transferrable nor assignable to any person and/or entity. Title to and all rights of ownership in the Marks shall remain with DET at all times. All reasonable steps shall be taken to ensure that the Marks shall only be used for those purposes set forth herein and that no unauthorised use of the Marks shall be permitted.

Other than as set out above, the Marks may not be used for any other purpose whatsoever without the prior written consent of DET.

## II. Use Requirements

- (a) **Brand Guidelines.** The Marks shall only be used in strict accordance with the guidelines as provided by DET. For any questions or clarifications with respect to proper applications of the guidelines, please [contact us](#).
- (b) **Attribution.** The following statement shall appear on any medium where the Marks are used: **The Dubai logo is a registered trademark of the Government of Dubai, Department of Economy and Tourism and is licensed in accordance with the terms of use located at Terms of Use**

## III. Restrictions On Use

- (a) **No Commercial Use.** The Marks shall not be used in any manner for direct or indirect commercial gain without the prior written consent of DET.
- (b) **No Merchandising.** The Marks shall not be used on any merchandised items such as t-shirts, mugs, souvenirs, cards, and/or other manufactured goods without the prior written consent of DET.

- (c) **No Advertisements.** Unless otherwise provided herein, the Marks shall not be used in any advertising or marketing materials whatsoever without the prior written consent of DET.
- (d) **No Disparagement.** The Marks shall not be used and/or reproduced in any manner which will or is likely to damage or bring into disrepute the good name, image and reputation of the Emirate of Dubai, the United Arab Emirates and/or DET.
- (e) **Public Sensitivities.** The Marks shall not be used in any manner which is will or is likely to cause association with any material and/or content which is politically sensitive, inconsistent with the laws and public policies of the United Arab Emirates.
- (f) **Protection of Rights.** The Marks shall not be used in any manner which might adversely affect the rights of DET in or to the Marks or the value of the Marks or otherwise be prejudicial to DET.
- (g) **No Endorsement or Association.** The Marks shall not be used in a manner which implies association with or endorsement by the Emirate of Dubai, the Dubai Government or DET of any company, product or service without the prior written consent of DET.
- (h) **No Alteration.** The Marks shall not be altered, cropped, re-touched, edited and/or transformed in any manner whatsoever. No derivative Marks may be created which include and/or are based upon the Marks without the prior written consent of DET.

DET reserves all rights with respect to the Marks not mentioned herein, and shall have the right to fully restrict the use of the Marks and/or place additional restrictions with respect to the use of the Marks on a case by case basis.

## IV. DET Rights

- (a) **Right to Inspect.** DET shall have the right to inspect each use of the Marks, and, at its sole discretion, require modification and/or immediate removal of the Marks from any materials (whether in digital form and/or printed media).
- (b) **Cease and Desist.** DET may, at any time, require that you immediately cease all further use of the Marks, and at DET's option, return to DET or destroy or delete all materials bearing the Marks, or, at DET option, take all reasonable measures to ensure the removal of the Marks and any copies of the Marks in circulation. Upon such notice, any rights to the Marks granted hereunder shall immediately cease and without further act or instrument revert to the DET.

## V. Enquiries

For additional inquiries regarding use of the Marks or to enquire about usage of the Marks that may be outside the scope of general terms of use, please [contact us](#).