

Jumeirah
Living
BUSINESS BAY
DUBAI

A development by



MARKETING DISTRIBUTION GUIDELINES

Dear Partner,

To ensure the consistent communication of Select Group, its developments and associated brands, we have developed a series of simple guidelines to support our partners with their distribution efforts, guaranteeing brand and product communication consistency across all marketing channels.

Please feel free to reach out to the marketing team at Select Group if you have any questions, and/or if we have not addressed any specific requirement.

All the best,

Kevin Cavaco
Director, Marketing

kevin.cavaco@select-group.ae

NAMING CONVENTIONS

Please see below the correct naming conventions for Select Group and its associated projects

- Select Group
 - Six Senses Residences The Palm, Dubai
 - Peninsula Five, A Signature Collection
 - Peninsula Three
 - Jumeirah Living Business Bay
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- When referring to Select Group or associated projects, please follow the above naming conventions in titles and general text.
 - Naming may not be abbreviated or altered in any form.
 - In certain circumstances (such as titles) complete capitalization may be utilized. In other usages, please respect the above capitalization guidelines.



Select Group
Six Senses Residences The Palm, Dubai
Peninsula Five, A Signature Collection
Peninsula Three
Jumeirah Living Business Bay



Select Group Dubai
Six Senses Dubai
Peninsula 5
Peninsula 3
Jumeirah Living Peninsula
Jumeirah Living Dubai Residence

Visual Assets

- Select Group's marketing team will provide you with all the project visual assets in high resolution for your marketing outreach.
- These visuals should not be transformed, re-coloured or edited in any form, without prior approval.
- Cropping of visual assets is permitted as long as it meets general design sense.
- Usage for the partner logo is permitted on visual assets as long as it's accompanied by the logo of the project and Select Group.
- For an alternate image that may be required to support your outreach, please feel free to reach out to the Marketing team at Select Group.



Logo Usage

- Each project will have its own unique visual branding which will be shared with you prior to its launch.
- Please ensure that only the official logos shared by Select Group's marketing team are utilized in all your marketing collaterals.
- Individual project logos will be provided in different formats to accompany any type of gradient background.
- Additionally, to the project-specific visual identity, we will provide the official logo suite of Select Group.
- Any communication of Select Group's projects should feature the project logo as well as Select Group's logo as the primary developer.
- Project logos and Select Group logo should always be placed in different quadrants when applied to any visual asset.
- Logos should be tampered with or altered in any form and if resized, must maintain its original aspect ratio.



Digital Distribution

Landing Pages

- Landing pages should clearly showcase that it's the partner's website that is promoting/featuring a Select Group property development.
- Partner logo should be the primary logo of any landing page.
- Partners should utilize the official project logo when showcasing the development, as well as the Select Group official logo as the designated developer.
- Landing page url's should not include any of Select Group's corporate brand in the URL address, whether in a primary or subdomain set up, regardless of the extension.
Eg. select-group.info, peninsula-selectgroup.com, selectgroup.info, sixsensesthepalm.com, sixsensesdubai.info, etc
- Landing pages should not include text that references and/or that implies that it's the official project or developer website, or the official direct sales office



www.abc-realestate.com/Jumeirah-living-business-bay



www.select-group.info
www.Jumeirah-selectgroup.ae
www.Jumeirahliving-property.com
www.Jumeirahlivingdubai.com

Digital Distribution

Search (PPC)

- Any PPC search campaigns run by our partners should not feature Select Group branded keywords. Including but not limited to:
- Select Group
- Select Group Dubai
- Dubai Select
- Select Group Developments
- Select Group Real Estate

Social Media

We recommend tagging Select Group when you share the posts about our developments on your social media channels.

<https://www.instagram.com/selectgroupuae/>
<https://www.facebook.com/selectgroupuae>
<https://www.linkedin.com/company/dubai-select-llc>
<https://twitter.com/selectgroupuae>

Please feel free to reach out to the marketing team at Select Group on the below email if you have any questions, and/or if we have not addressed any specific requirement: kevin.cavaco@select-group.ae