

# USE OF OFFICIAL PHOTOGRAPHS PORTRAITS & FLAG POLICY

**SBS Swiss Business School, RAK Campus**

| <b>Policy Reference No.</b> | <b>Document Name</b>   | <b>Version</b> | <b>Updated On</b> |
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| SBS-OPPF-V01                | SBS Swiss Business School,<br>RAK Campus Use of Official<br>Photographs portraits & Flag<br>for Policy | V01            | 13.01.2025        |
| SBS-OPPF-V02                | SBS Swiss Business School,<br>RAK Campus Use of Official<br>Photographs portraits & Flag<br>for Policy | V02            | 27.01.2026        |

## 1. Introduction

SBS Swiss Business School, RAK Campus, is committed to maintaining the highest standards of respect and compliance regarding the display and usage of national symbols within the RAK Campus. This policy ensures that the UAE flag and official portraits of the UAE leadership are presented in a dignified and consistent manner, in accordance with the cultural and regulatory frameworks established by the UAE Government and RAK - Department of Knowledge (DOK).

## 2. Purpose

The primary objectives of this policy are to:

- Guarantee the respectful and appropriate display of the UAE flag and official portraits within SBS Swiss Business School, RAK Campus.
- Establish clear standards and procedures for positioning, maintenance, and representation of national symbols.
- Promote awareness among students, faculty, and staff regarding the significance of national symbols and their correct usage.

## 3. Scope

This policy applies to all SBS Swiss Business School, RAK Campus faculty, staff, students. It governs the placement, maintenance, and handling of the UAE flag and official portraits across all SBS Swiss Business School, RAK Campus facilities, ensuring full compliance with the country's cultural and legal expectations.

## 4. Policy Statement

SBS Swiss Business School, RAK Campus upholds the UAE's national identity and heritage by ensuring that national symbols are displayed with integrity, respect and adherence to prescribed guidelines. The flag and official portraits should be placed in visible and honourable

locations on campus, reflecting the institution's commitment to national values and regulatory compliance.

## 5. Guidelines for Display

- The UAE flag must be flown at all times in designated areas of the campus, properly maintained, and replaced if damaged or worn.
- Official portraits of UAE leaders should be displayed in key administrative areas, reception spaces, and other approved locations.
- All displays must be in line with the UAE's official guidelines, ensuring uniformity and adherence to national directives.

## 6. Maintenance and Upkeep

- Flags and portraits should be regularly inspected to ensure they remain in pristine condition.
- Any damaged or faded national symbols must be replaced immediately.
- Staff members responsible for campus operations must oversee the implementation of this policy.

## **7. Enforcement and Penalties**

- Any will full disrespect or mishandling of national symbols will be addressed through appropriate disciplinary measures.

## **8. Policy Review and Feedback**

- This policy will be reviewed accordingly to ensure alignment with updated regulations and best practices.
- Feedback from students, faculty, and staff regarding the policy's effectiveness is encouraged and can be submitted.

## **9. Contact Information**

For inquiries or further clarification on this policy, please contact: [info@sbs-uae.org](mailto:info@sbs-uae.org)

## **10. Conclusion**

By adhering to this policy, SBS Swiss Business School, RAK Campus demonstrates its dedication to respecting the UAE's cultural heritage, regulatory standards, and national identity. This ensures that the institution operates in full compliance with best practices while fostering an environment of national pride and unity.

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