THE NAMIBIA COUNCIL FOR ARCHITECTS AND QUANTITY SURVEYORS
P O Box 90947 * WINDHOEK * Telephone (+26461) 401 813 * Fax(+26461) 401 814

Ref. 2026.10.08.01.

08 October 2026

NCAQS Advertising / Marketing Amendments – 2026

Existing Advertising guidelines

1. See attached document Ref 2017.02.16. Advertising Directive

Amendments to existing guidelines

2. Refer to item 1 (2017 Advertising Directive):
   a. Standard signboard as described in item No. 1.
   b. Visualisation billboard of maximum size 2500mm (W) x 1800mm (H) can be placed/erected upon commencement of construction works in addition to the standard board in 2. (a) and must be removed upon practical completion/completion or if works are discontinued.
   c. Billboard referred to in 2. (b) can only contain one image and must be placed adjacent to the standard signboard in 2(a).
   d. Only Logos of firms may be displayed on the visualisation billboard at a maximum size of 150mm (W) x 150mm (H) and should be placed in a designated strip or section of the board (preferably at the bottom). Logos may not include promotional wording, slogans, or marketing statements.
   e. Digital/LED billboards are not permitted unless specifically approved by NCAQS.

3. Refer to item 5 (2017 Advertising Directive):
   a. Practices may promote and showcase completed or ongoing projects on Facebook/Meta, LinkedIn and Instagram, provided that such posts are not paid advertisements, sponsored promotions or boosted content.
   b. May not tag any persons except those referred to in 3. (d) below.
   c. May include proposed projects (not constructed).
   d. Ad must include the following details:
      i. Client (if approval by Client is given)
      ii. Architect
      iii. Quantity Surveyor (if appointed)
      iv. Engineers (if appointed)
      v. Contractor (if built)
   e. Brief project background in the form of a five lined paragraph (optional)
   f. Other platforms (Twitter/X, TikTok, etc.) are not permitted unless explicitly approved by NCAQS.

4. Refer to item 6 (2017 Advertising Directive):
   a. Practice details may be published in the Yellow Pages and Telephone Directory.
   b. Practice details may also be listed in online business directories (e.g., Google Business).

c. Only practice details officially registered with and approved by NCAQS may be published. i.e. Registered Practice Name, Professional Designation, Physical Business Address, Telephone Number(s), Email Address, Website address (if applicable). For Google Business this may include Office hours and Location pin (linked to registered address)

5. Refer to item 8 (2017 Advertising Directive):

Allow for placement of company logo with name only on clothing. Logo may not include any contact details. Clothing items include:

i. T-shirts, golf shirts, hats/caps for outdoor events or site meetings
ii. Formal shirts for formal events or indoor meetings where the client will be present
iii. Jerseys and jackets only. No hoodies, scarves, beanies or other woven clothing
iv. Size of the logo is limited to a maximum size of 80mm in length or height or both and only one logo per clothing item.
v. Clothing items are for staff use only and may not be distributed as promotional giveaways.

7. A Practice and the Principals of a practice are allowed to have a profile on LinkedIn. This is to remain professional.

8. Company logos with firm name only are permitted on clothing. Contact details are not allowed.

FORMS OF ADVERTISING NOT ALLOWED

1. No practice advertisement is allowed to be placed in any publication except the NIA Digest, or any other publication without explicit NCAQS approval.
2. It is not allowed to sponsor any public event where Details of the Practice are in any way publicized including banners, posters, flyers, or clothing.
3. No Practice details or logos are allowed to be displayed on any company vehicles.
4. No Practice details are allowed to be displayed on any marketing material or on billboards erected on site, except for the visualisation billboard permitted under item 2 above, which must comply with the requirements set out herein.
5. It is not allowed to make use of digital billboards or LED screens without explicit NCAQS approval.

   NCAQS notices that numerous such Billboards are currently being displayed on various building sites and herewith request that such Billboards are to be amended in accordance with the above Directive.

   Where any provision of these amendments differs from the existing 2017 Advertising Directive, these amendments shall apply.

Yours faithfully,

MS DAWN ADAMS
PRESIDENT
THE NAMIBIA COUNCIL FOR ARCHITECTS AND QUANTITY SURVEYORS

FOR REFERENCE:
EXISTING ADVERTISING DIRECTIVE
Ref. 2017.02.16 – Advertising Directive

THE NAMIBIA COUNCIL FOR ARCHITECTS AND QUANTITY SURVEYORS

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Ref 2017.02.16. Advertising Directive

07 April 2017

Dear Members

ALLOWED FORMS OF ADVERTISING

The Code of Conduct defines the matter of advertising as follows:

> (x) he shall not advertise or issue circulars or letters to any person or body other than those with whom a business relationship exists, in a manner calculated to attract clients: Provided that he shall not be debarred from taking party by invitation in radio or television programmes, films or other public appearances featuring an architect's work or submitting articles and scripts of his own or another architect's work to the press in which the work is discussed in a manner generally calculated to further the interests or to promote the study and science of architecture;

Given that the means of advertising have diversified vastly since the Act was gazetted, the board, at the Board meeting dated 2017.03.03, has formally decided to allow the following forms of advertising:

1. The Standard approved signboard that may be displayed on a building site which may feature the following

    - The logo of all consultancy firms
    - The logo of all professional bodies
    - The contact details of the firms e.g telephone number and postal address

2. Advertisements of a practice placed in the Digest of the Namibian Institute of Architects

3. Articles promoting the Industry may be placed in other publications but only the authors name may be included, no company details or contact details

4. A practice is allowed to have and maintain a website for their practice

5. A practice is allowed to have and maintain a Facebook account for their practice but this may not be a ' sponsored' account in order to publizise the account to a wider audience

6. A practice is allowed to have their practice details publizised in the ' Yellow Pages' and Telephone Directory

7. A Practice and the principals of a practice are allowed to have a profile on 'Linked – In'

8. Practice logo's are allowed to feature on items of clothing but no contact details are allowed on any garments that could be presented to the public

FORM OF ADVERTISEMENT NOT ALLOWED

1. No Practice advertisement is allowed to be placed in any publication except the NIA Digest

2. It is not allowed to sponsor any public event where Details of the Practice are in any way publizied including banners, posters, flyers or clothing.

3. No Practice details or logo's are allowed to be displayed on any company vehicles

4. No Practice details nor logo's are allowed to be displayed on any marketing material nor on Billboards erected on site.

   NCAQS notices that numerous such Billboards are currently being displayed on various building sites and herewith requests that all such Billboards are to be amended in accordance with above Directive. We have also noticed various vehicles with company details displayed. Such details must be removed imminently.

Yours faithfully,



(MR) K. McNamara
President : NCAQS