

# Rotana Signs

*Burj Rafal*

*Artwork Specifications*



# Burj Rafal

King Fahad Road, As Sahafah District, Riyadh

## ARTWORK SPECIFICATIONS:

**Artwork Delivery:** 2010 pixels x 4320 pixels (W x H)

**File Format:** .MP4 or JPG (High Resolution)

**Resolution:** 72 DPI

**Video Frame Rate:** 60 FPS

**Video CODEC:** H264

**Color Code:** RGB

**File Weight:** 1 GB maximum

**Animation:** Artwork may include light and slow-moving elements of animation.

Avoid incorporating high-speed or disruptive movements in the creative design.

Fully produced video content is not permitted.



# Artwork Appearance, Animation and Delivery

## ARTWORK ANIMATION

The artwork submitted by advertisers for Riyadh Digital Towers must adhere to the following guidelines:

- Artwork may include light and slow-moving elements of animation
- Avoid incorporating high-speed or disruptive movements in the creative design
- Fully produced video content is not permitted

## ARTWORK SUGGESTIONS

- Avoid use of Run-On sentences and long statements
- Text must be short, **bold** and large
- Avoid use of small text
- In case of a heavy text ad copy, utilize different frames to communicate ensuring respected text is **bold** and large
- **Avoid analogous colors** (groups of colors that are next to each other on the color wheel) for background and text in the same frame so to ensure clear contrast and enhanced readability.



Low Visibility

High Visibility

Low Visibility

## ARTWORK REVIEW

Submitted artwork is subject to review and approval based on advertising guidelines stated in this document.

## ARTWORK INTEGRITY

Riyadh Digital Towers stand as premier landmarks in Riyadh's skyline, embodying prestige, sophistication, and architectural excellence. To maintain the integrity of these landmarks, the following creative elements are not permitted on submitted artwork.

- Promotional content featuring discounts, sales, time-limited offers, or price-driven messaging are subject to approval.
- Emojis, casual symbols, and playful graphics are not permitted.

Note, artwork featuring female figures requires pre-approval, with a minimum review period of seven (6) working days. If rejected, revised artwork will be required.

## ARTWORK DELIVERY

### Delivery Date:

Final artwork must be delivered four **(4) working days (Sunday – Thursday) before launch date** of campaign to avoid any delay. Content and delivered artwork specifications will be reviewed, addressed and approved throughout this period.

### Delivery Method:

A downloadable link (utilizing [WeTransfer](#), [TransferNow](#) or [Smash](#)) shared with your sales representative directly on existing email thread.

*To avoid loss and miscommunication, please do not use the “send email” option of file sharing sites.*

### Preview File:

Kindly provide screen shots and/or low-resolution video of respected artwork for referral purposes.

# General Advertising Guidelines

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## PROHIBITED CONTENT

### Religious Sensitivities:

Media content must not disrespect or insult Islamic values, symbols, or principles. It is strictly forbidden to insult or demean the Qur'an, the Prophet Muhammad (peace be upon him), his companions, or his wives. Any content that contradicts Islamic Sharia law is prohibited.

### Moral Standards:

The publication of indecent, offensive, or inappropriate material is prohibited. This includes explicit depictions of violence, nudity, or sexual content. Content must not promote immoral or unethical behavior.

### False Information:

Dissemination of unverified or misleading information is strictly forbidden. Spreading rumors or false statements about individuals, organizations, or the government. Presenting inaccurate claims about health, safety, or other critical topics.

### Social Harmony:

Media content must not incite hatred, violence, or discrimination against individuals or groups based on race, religion, gender, or nationality. Content should promote unity and respect among the Saudi population.

### Political Neutrality:

Media must not encourage political discord or undermine national security. Content critical of the government or that promotes opposition to state policies is not allowed.

### Prohibited Products and Activities:

Advertisements for alcohol, tobacco, gambling, or other products and services banned in Saudi Arabia are prohibited. Any content that promotes illegal activities is not permitted.

## COMPLIANCE WITH PUBLIC ORDER

### Public Safety:

Media must not promote unsafe practices, such as reckless driving, substance abuse, or dangerous behaviors. Content should contribute to the welfare and safety of society by avoiding endorsements of activities harmful to individuals or the community.

### National Interests:

Media content must align with the policies and strategies of the Saudi government. Any content that undermines the country's sovereignty, stability, or reputation is prohibited. National symbols and leadership must be respected in all forms of media.

### Cultural Respect:

Media content should adhere to Saudi Arabia's cultural norms and traditions. Portrayals must avoid culturally insensitive depictions or themes.

### Content Approval:

All content will undergo review and approval before launch.

# Thank you

