Kingdom Tower

King Fahd Road, Al Olaya District, Riyadh

THE CANVAS

The Kingdom Tower Media Façade acts as a landmark-scale digital canvas, extending the building’s identity into a dynamic urban display.

THE MEDIA FAÇADE

82.65 meters X 253 meters

Width x Height

THE DISPLAY

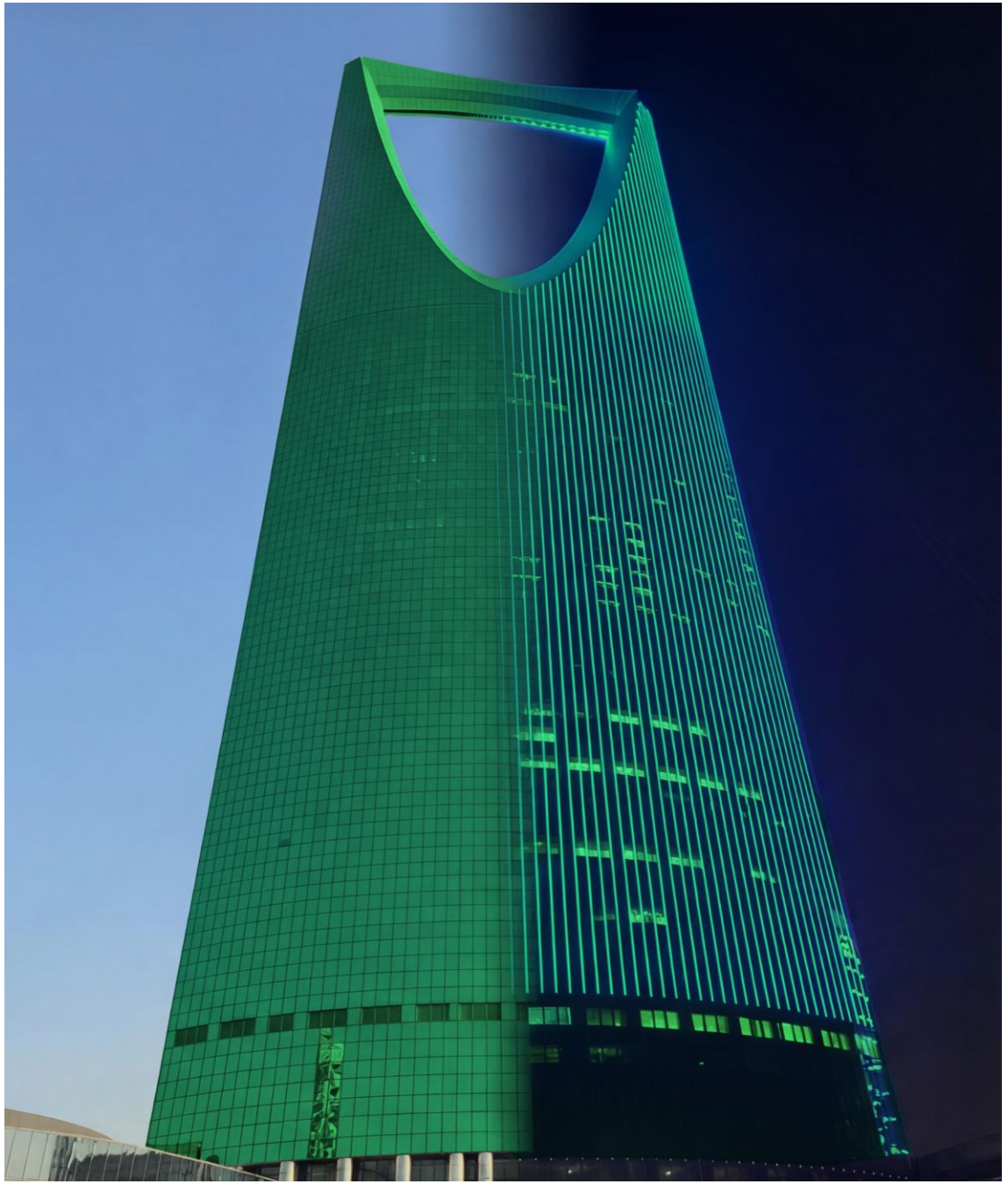
1152 pixels X 4272 pixels

Width x Height

CONTENT ZONES

3 Distinct Content Zones

Content must respond to scale, viewing speed, and skyline presence.



Artwork Specifications

Review and Download

PROPERTIES

Artwork Delivery:	**1152 pixels x 4272 pixels (W x H)**
File Format:	.MOV
Video Frame Rate:	60 FPS
Video CODEC:	HAP
File Weight:	5 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.
Note:	**Kindly download all required .AI, .PS and .AE files on the Kingdom Tower in order accurately produce required artwork.** Detailed explanation about template use and purpose listed in the design guideline section.

Click To Download All Templates

DESIGN TEMPLATES

1 | Official Screen Template

Use for accurate layout, dimensions, and proportions.

2 | Storyboard Design Template

Use for creating and structuring storyboard sequences.

3 | Photoshop Mockup

Preview the final design on the tower

4 | After Effects Template (zipped folder)

Use for animation and motion setup

Viewing Considerations

Maximum clarity is achieved from the frontal view. Content must remain clear across wider viewing angles and distances.

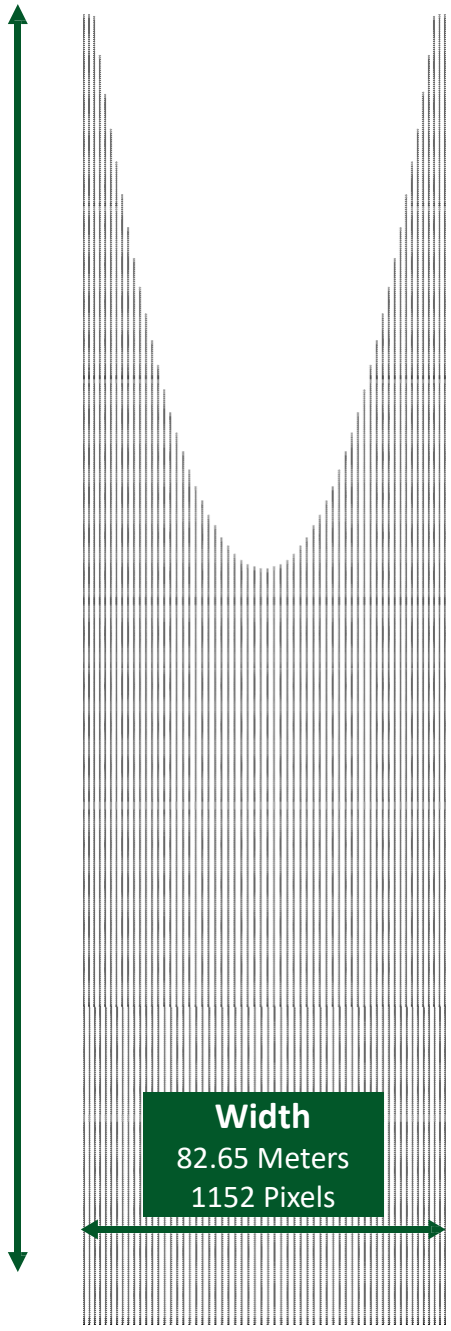
KEY CONSIDERATIONS:

- Frontal view provides highest clarity
- Wider angles reduce clarity
- Design for distance-based legibility



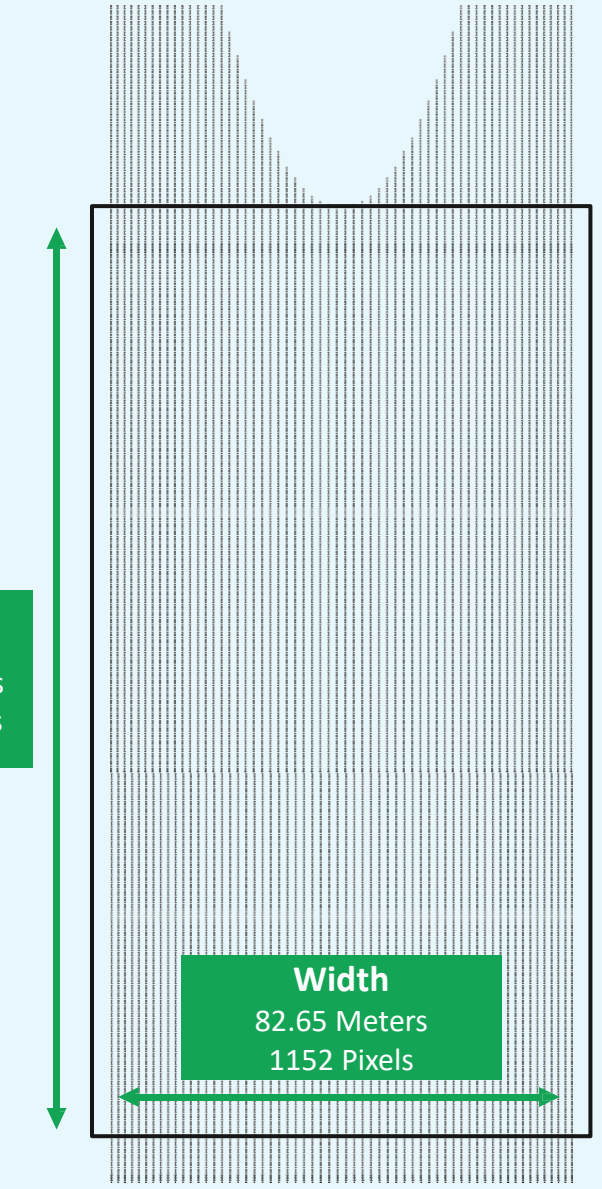


Overview



Branding Focus

15,460 sqm per façade



Design Guidelines

- Content Zones
- Typography
- Colors Application
- Design Recommendations

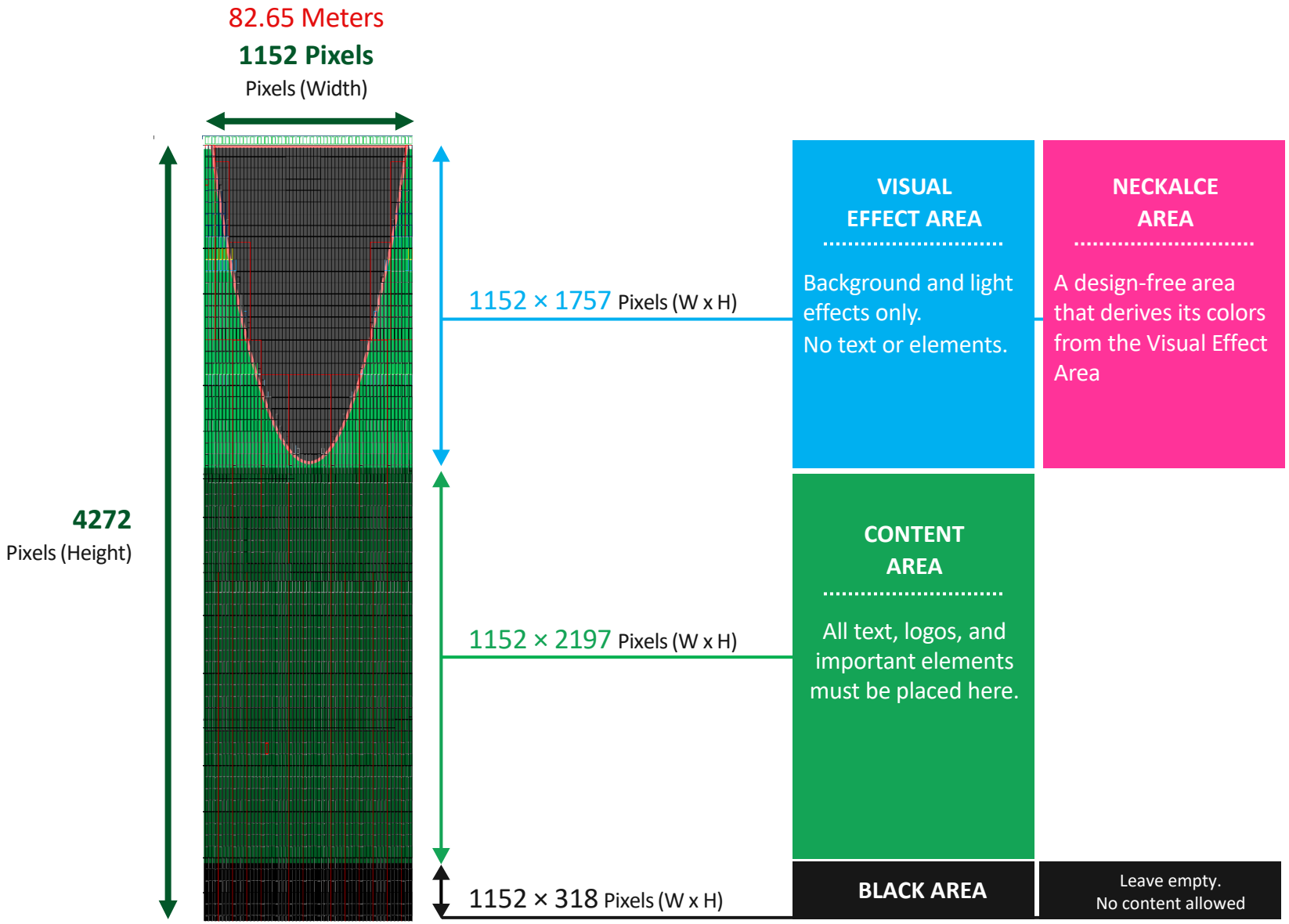
Facade Layout

The facade is structured into distinct Content Zones to guide content placement, visual hierarchy, and readability at scale.

Artwork Delivery: **1152 pixels x 4272 pixels (Width x Height)**

Legend:

- Visual Effect Area
- Necklace Area
- Content Area
- Black Area



Template available in download link listed on Artwork Specifications Page

Visual Effect Area

Upper zone dedicated to lighting and atmospheric visual effects.

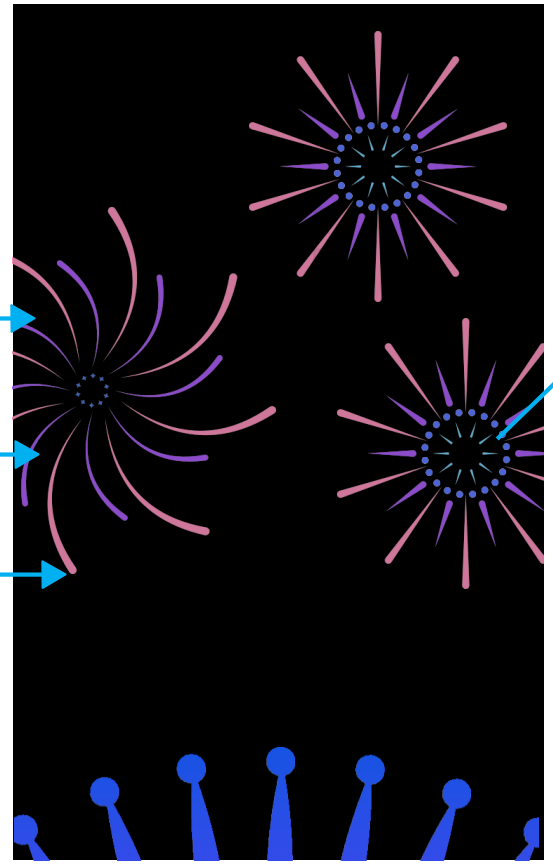
Legend:

- Visual Effect Area
- Necklace Area
- Content Area
- Black Area

Visual Only

No text or branding

Must cover the full area



82.65 Meters

1152 Pixels

Pixels (Width)

1757

Pixels (Height)

Necklace Area

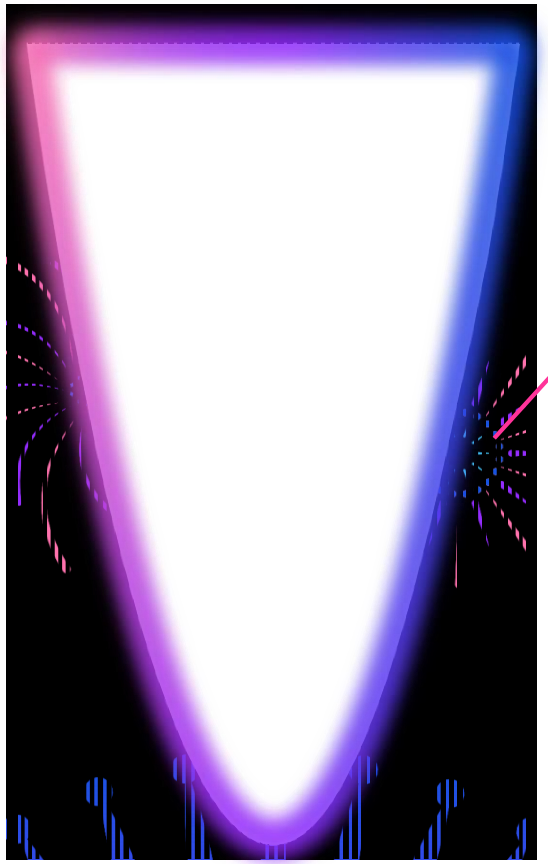
No specific designs, text, logos, or graphic elements should appear in this area.
This area will display colors inspired by the Visual Effect Area.

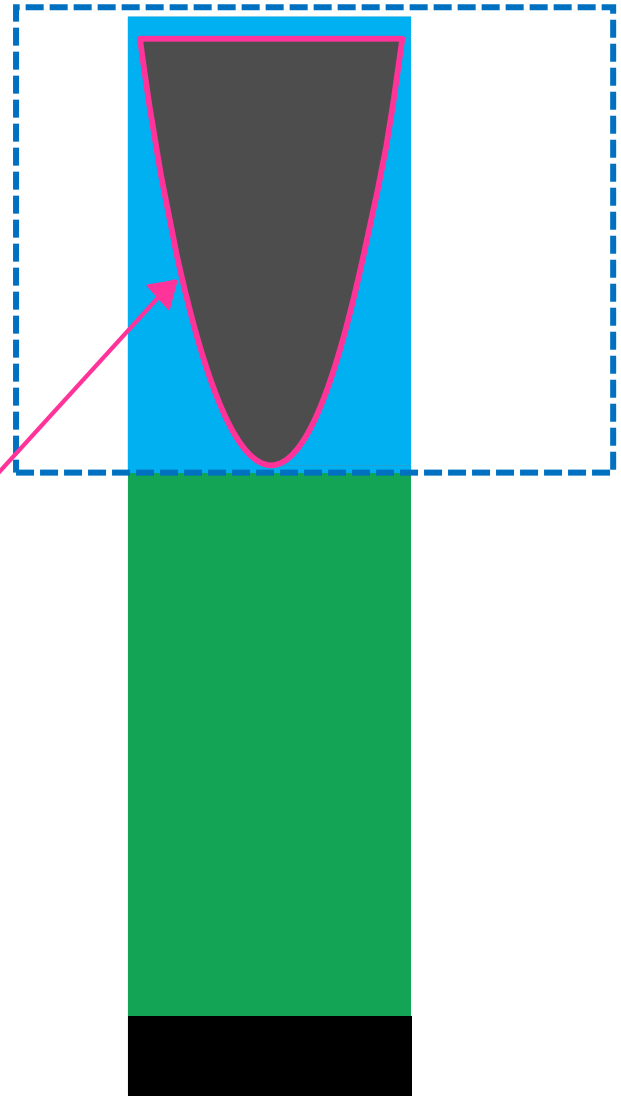
Legend:

- Visual Effect Area
- Necklace Area
- Content Area
- Black Area

Creates a soft lighting effect highlighting the necklace shape.

Reflects colors from the visual effects. Example here: the blues and purple.





Content Area

Primary Zone for all main content, including messaging, branding and visuals

Legend:

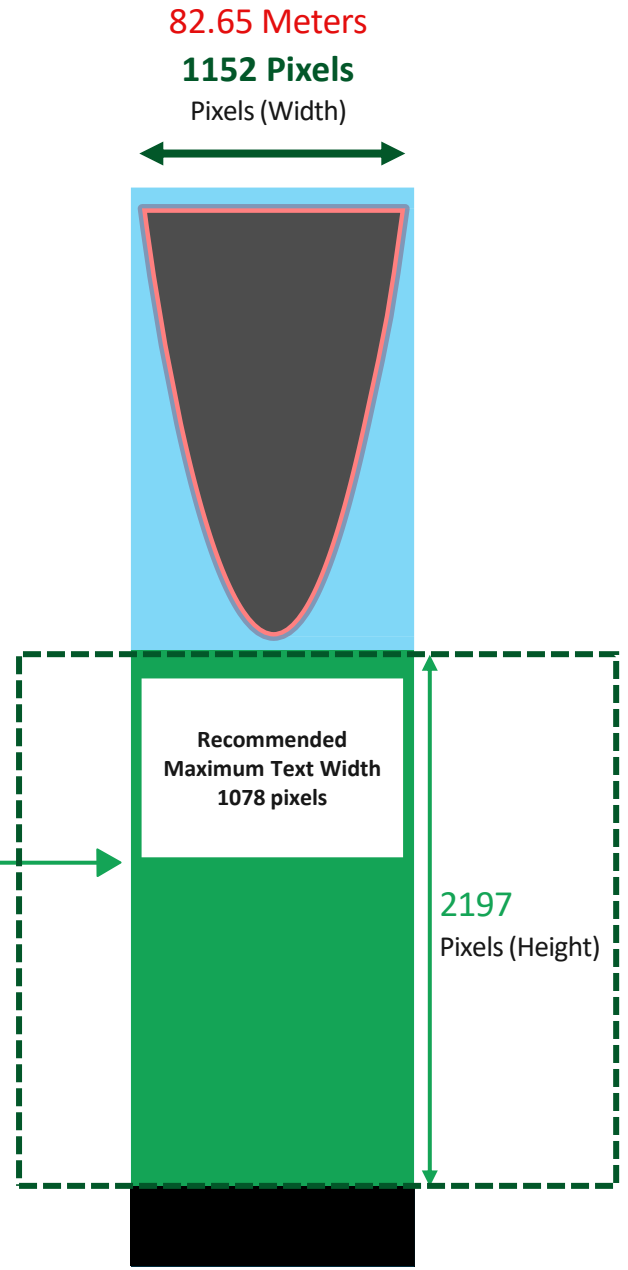
- Visual Effect Area
- Necklace Area
- Content Area
- Black Area

Place text, logos, images, and key visuals inside the area only

Keep key elements centered

Maximum content width: **1078 pixels**





Black Area

Lower zone reserved for structural masking and not visible for content display.

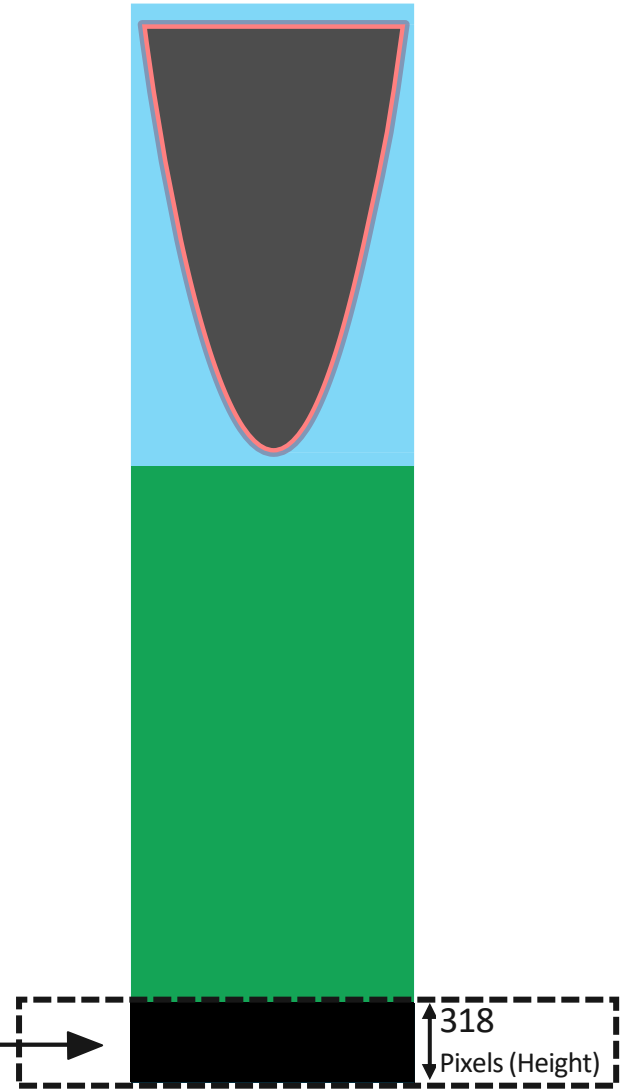
Legend:

- Visual Effect Area
- Necklace Area
- Content Area
- Black Area

No content allowed

Keep the area completely empty

Must be black in color



Design Guidelines

- Content Zones
- **Typography**
- Colors Application
- Design Recommendations

Typography Guidelines

Defines how text is sized, styled, and placed to ensure clarity and consistency on the facade

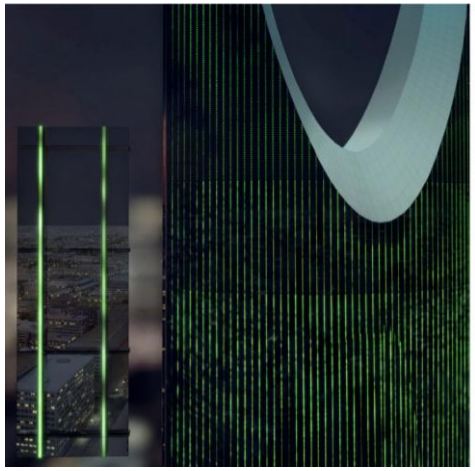
Maximum Text Size
140 Pixels

Bold, High-Contrast Type

7-10 LED Strips per Letter



Vertical Text Allowed
Same Rules Apply



Follow Screen Grid
All text and characters must align with the screen grid structure

Avoid Text Compression
Do not stretch, squeeze, or distort characters and words

Maintain Clear Spacing
Keep sufficient spacing between characters and lines for readability

Typography Weight | English Test

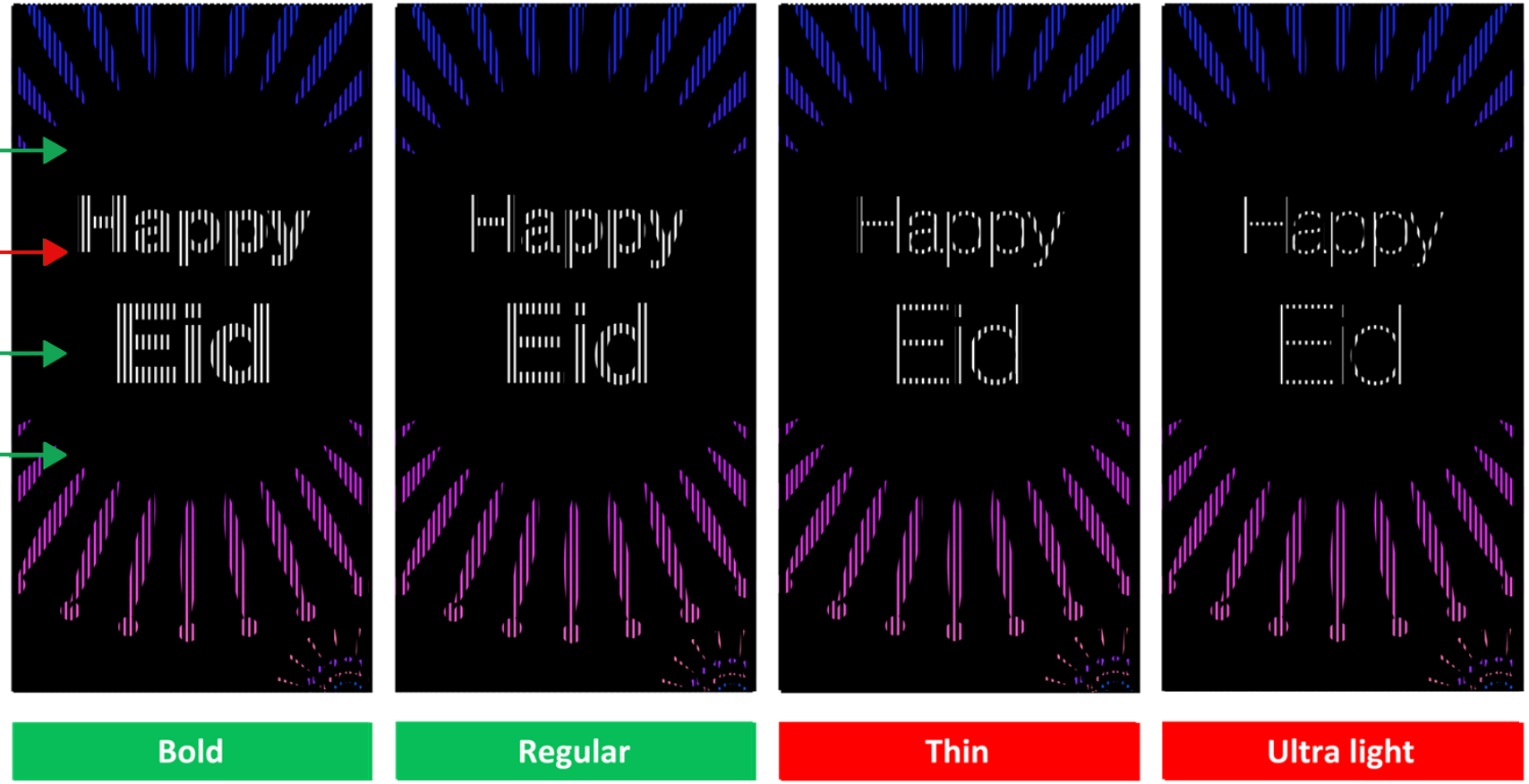
This visual compares different font weights on the screen to show how stroke thickness affects readability and clarity

Use **BOLD** or **HEAVY** font weights for better visibility

Avoid thin or ultra-light fonts

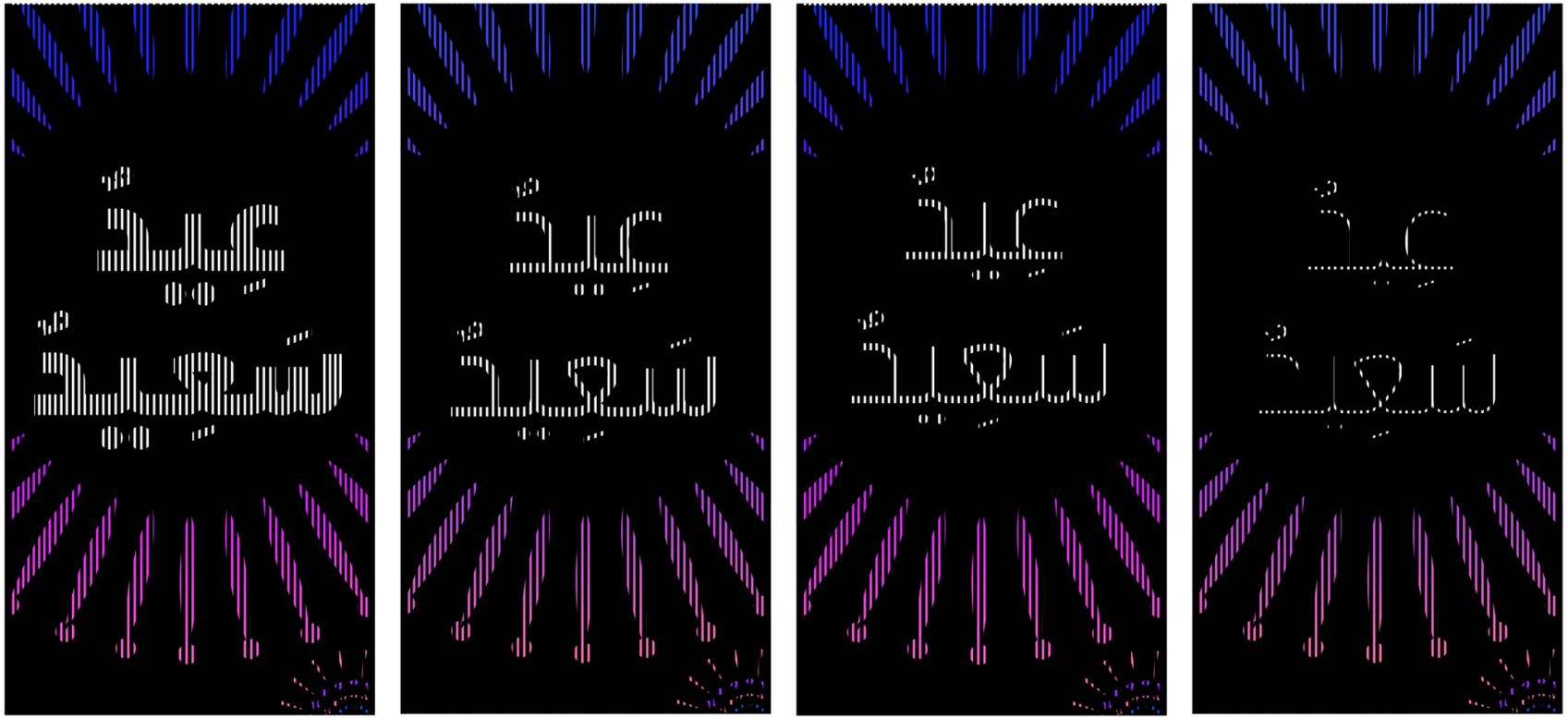
Ensure letters remain clear across viewing distances

Select the weight that provides the strongest legibility on screen



Typography Weight | Arabic Test

This visual demonstrates how different font weights affect readability of Arabic text on large-scale screens



Bold	Regular	Thin	Ultra light

Typography Across Languages

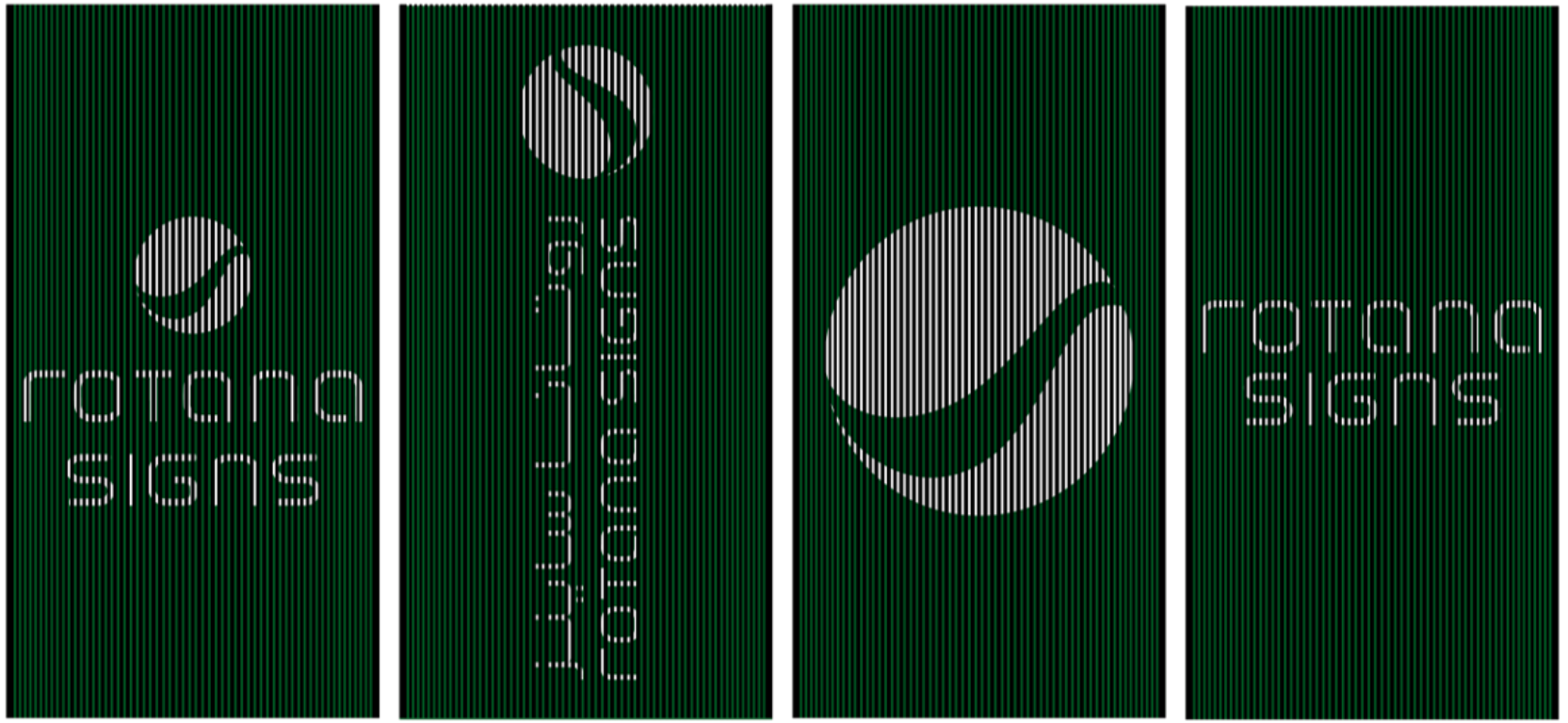
The same typography rules apply across all languages to ensure clarity and consistency on the screen



Logo Usage Guidelines

Defines the correct logo usage examples to ensure brand logos are placed and displayed clearly, consistently, and visibly across all screen applications.

- Scale the logo clearly within the approved width: 1078 pixels
- Place the clearest logo structure, whether vertical or horizontal, within Content Area
- If the logo is not clearly readable in a horizontal placement, place it vertically to improve readability
- Use icon-only versions for globally recognizable brands or when the full logo has already been introduced
- When supporting text is placed below the logo, maintain sufficient spacing and ensure the text follows the approved typography guidelines.



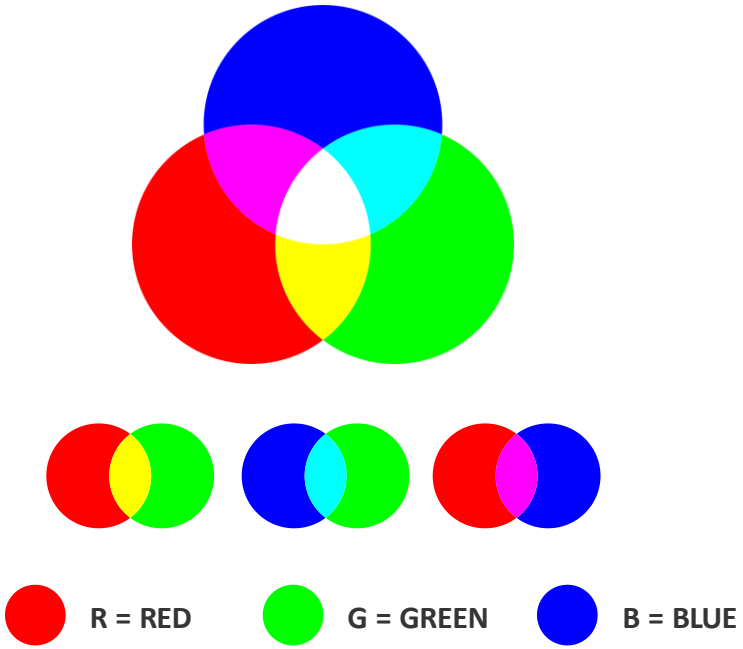
Vertical Logo Most Clear	Horizontal Logo place vertically for better clarity	Icon Only For recognizable brands	logotype Follow Typography Guidelines

Design Guidelines

- Content Zones
- Typography
- **Colors Application**
- Design Recommendations

RGB Color Application & Contrast Reference

Digital screens use the RGB color model, where colors are created by combining red, green, and blue light.



Use this table to select readable color combinations.

Forefround \ Background	Red	Orange	Yellow	Green	Blue	Violet	Black	White	Gray
Red		Poor	Good	Poor	Poor	Poor	Good	Good	Poor
Orange	Poor		Poor	Poor	Poor	Poor	Good	Poor	Poor
Yellow	Good	Good		Poor	Good	Poor	Good	Poor	Good
Green	Poor	Poor	Poor		Good	Poor	Good	Poor	Good
Blue	Poor	Poor	Good	Good		Poor	Poor	Good	Poor
Violet	Poor	Poor	Good	Poor	Poor		Good	Good	Poor
Black	Poor	Good	Good	Good	Poor	Good		Good	Poor
White	Good	Good	Good	Poor	Good	Good	Good		Good
Gray	Poor	Poor	Good	Good	Poor	Poor	Poor	Good	

Color Contrast

Contrast determines readability and clarity



GOOD | Works Well ✓

- High contrast between text and background
- Solid RGB colors for text
- Clear text visibility
- Easy to read from a distance



BAD | Does Not Work X

- Low contrast
- Similar colors
- Text blends with background
- Hard to read

Design Guidelines

- Content Zones
- Typography
- Colors Application
- **Design Recommendations**

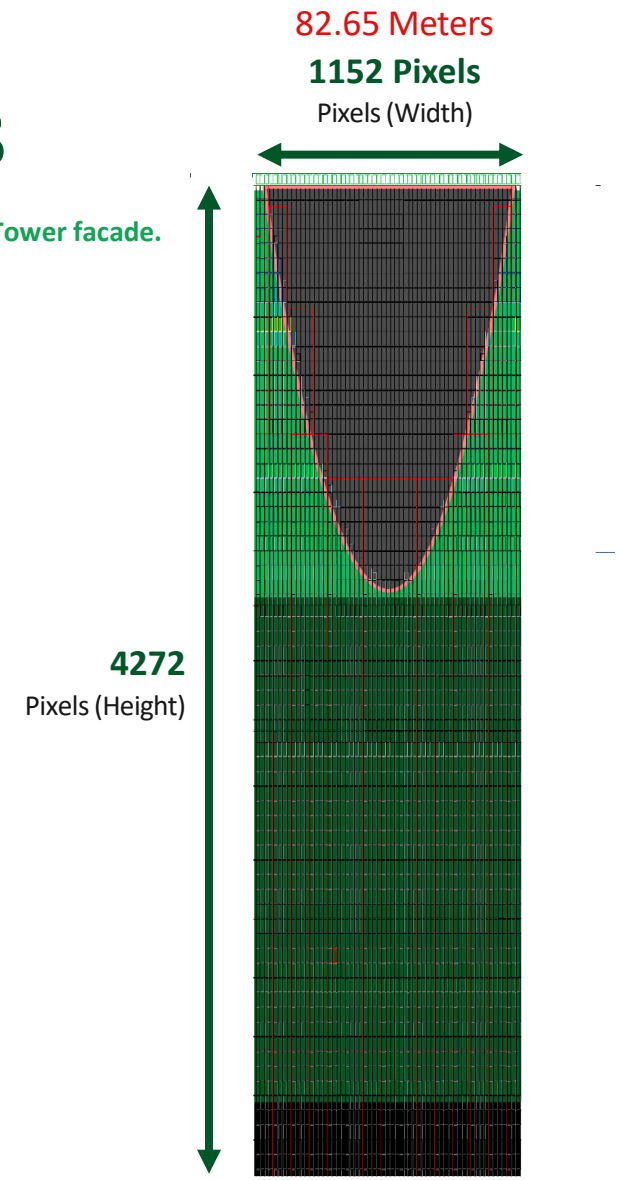
Design Recommendations

Follow these guidelines to ensure clarity, visibility, and high-quality content on the Kingdom Tower facade.

1 of 4 | Artboard Setup

- Set the artboard to the approved pixel dimensions:

  1152 pixels × 4272 pixels (width x height).
- For best results, use the official screen template.
- The template can be downloaded from the Kingdom Tower Resource Pages



Template available in download link listed on Artwork Specifications Page

Design Recommendations

Follow these guidelines to ensure clarity, visibility, and high-quality content on the Kingdom Tower facade.

2 of 4 | Background, Motion and Duration

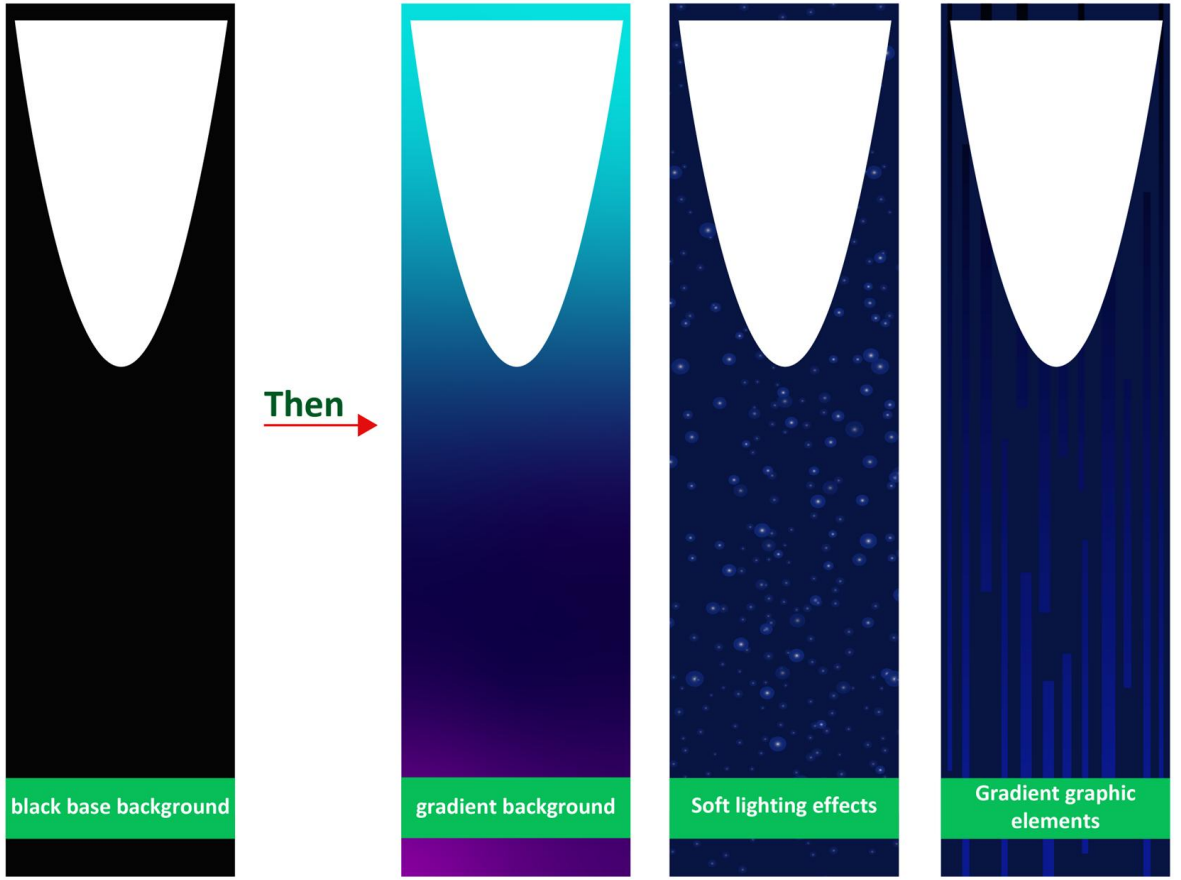
Use a black base background, then add one subtle motion element such as:

- Gradient Black Background
- Soft lighting effects
- Gradient graphic elements

Keep motion smooth and minimal to maintain readability:

Avoid fast motion effects

Recommended Duration: 45-60 seconds



Design Recommendations

Follow these guidelines to ensure clarity, visibility, and high-quality content on the Kingdom Tower facade.

3 of 4 | Layout and Text Clarity

Maintain a clean and structures layout:

- Avoid overlapping elements and keep consistent spacing
- Use **SHORT TEXT FOR BETTER READABILITY**, ideally no more than TWO words per line
- Utilize **MULTIPLE FRAMES** to communicate Hero Message, Sub-Message(s), Sponsorship Logos, and/or Terms and Conditions.



4 of 4 | Image Quality

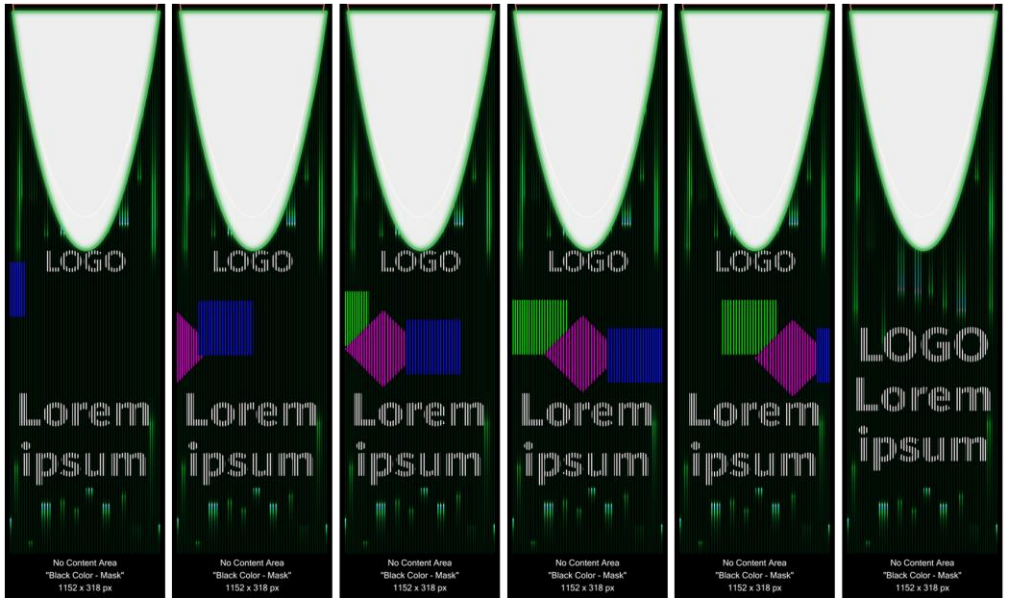
- Use high-resolution images that remain clear at large scale
- Choose visuals with strong contrast and simple composition for better visibility



Template available in download link listed on Artwork Specifications Page

Application Sequence

This is a storyboard example using the black mask.
The black mask is used to visualize how content appears on the display screens.



Template available in download link listed on Artwork Specifications Page

Successful applications on Kingdom Tower



Automotive | View Preview



Mothers Day | View Preview

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

General Advertising Guidelines

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.