

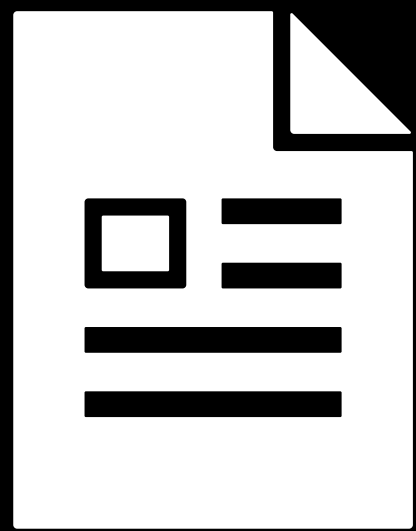


# Promo Art Policies Refresh

Internal Guidance Document

January 2024

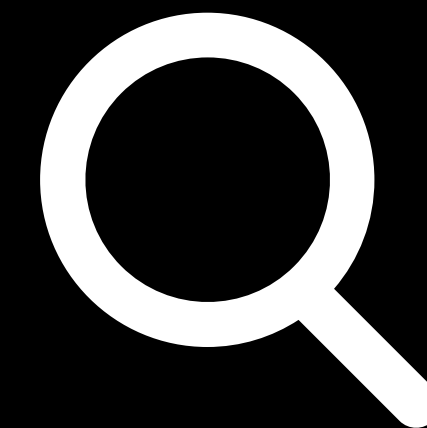
# Project Goals



Create internal  
resource



Align with other  
media types

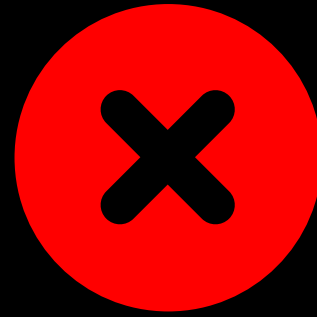


Review current  
policies

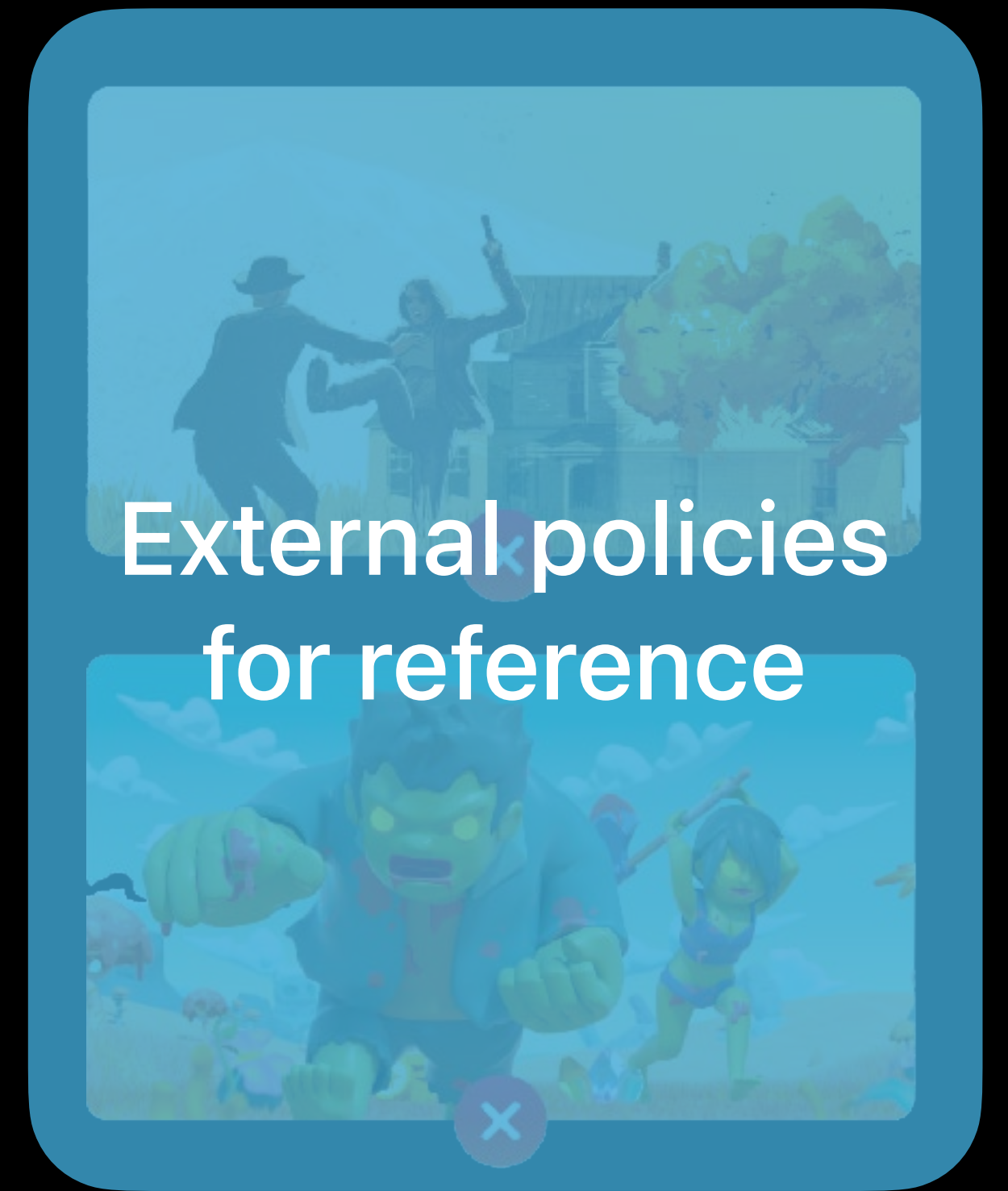
# Recap



Approve



Reject



External Policy

# Realistic Violence

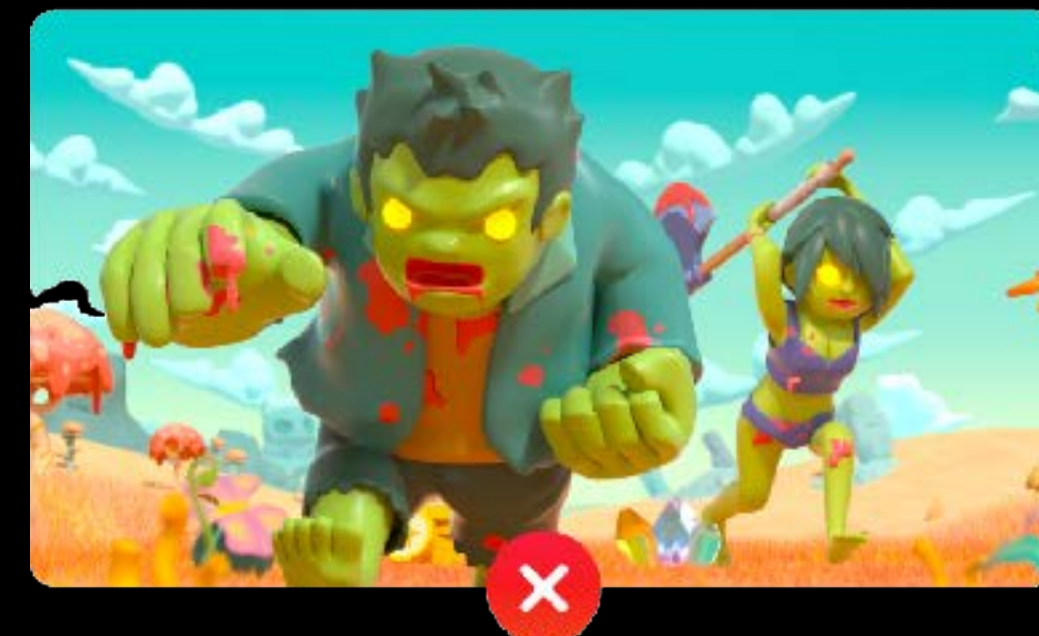
Graphic content such as beating, killing, or blood isn't featured



Approve



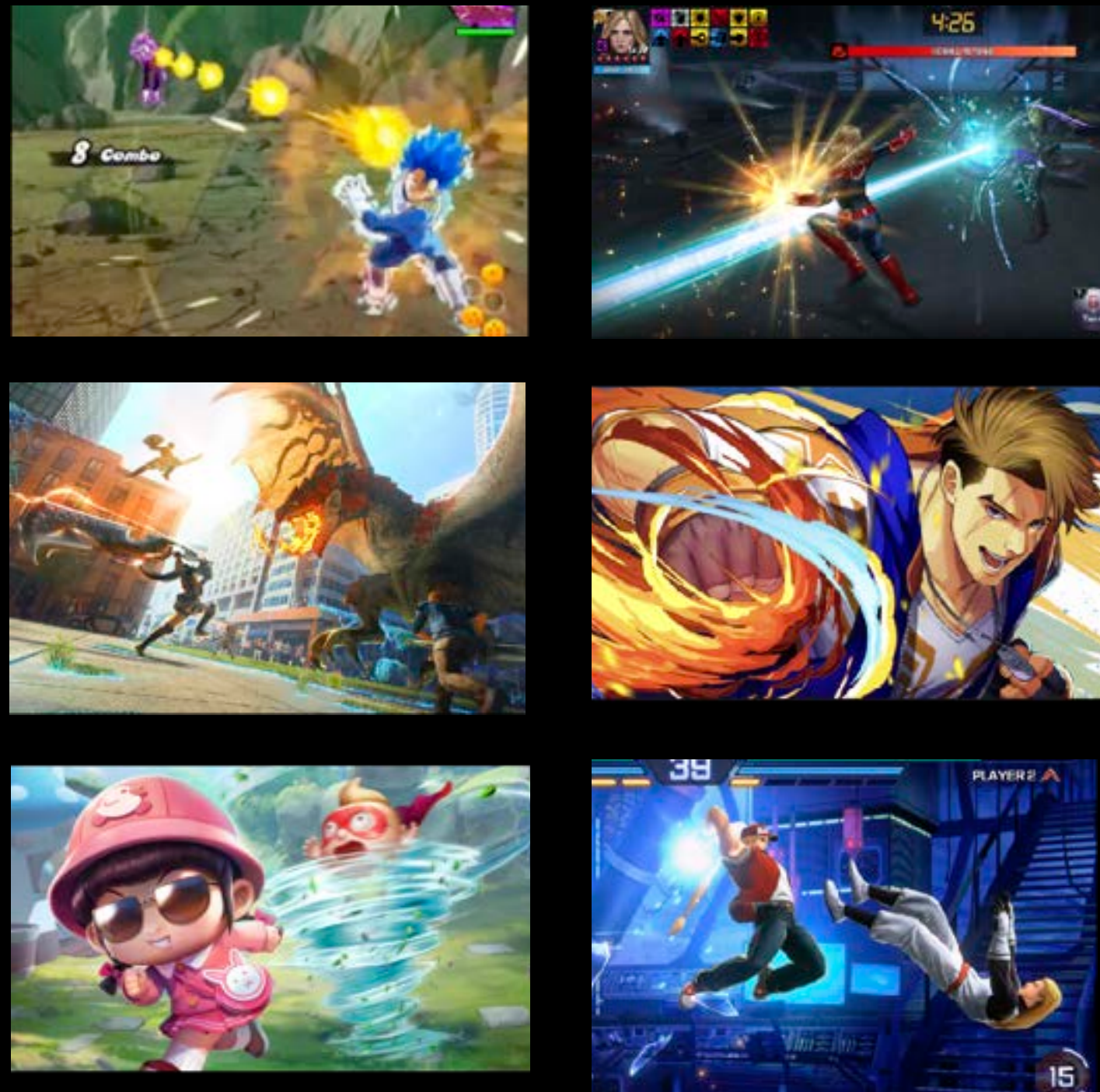
Reject



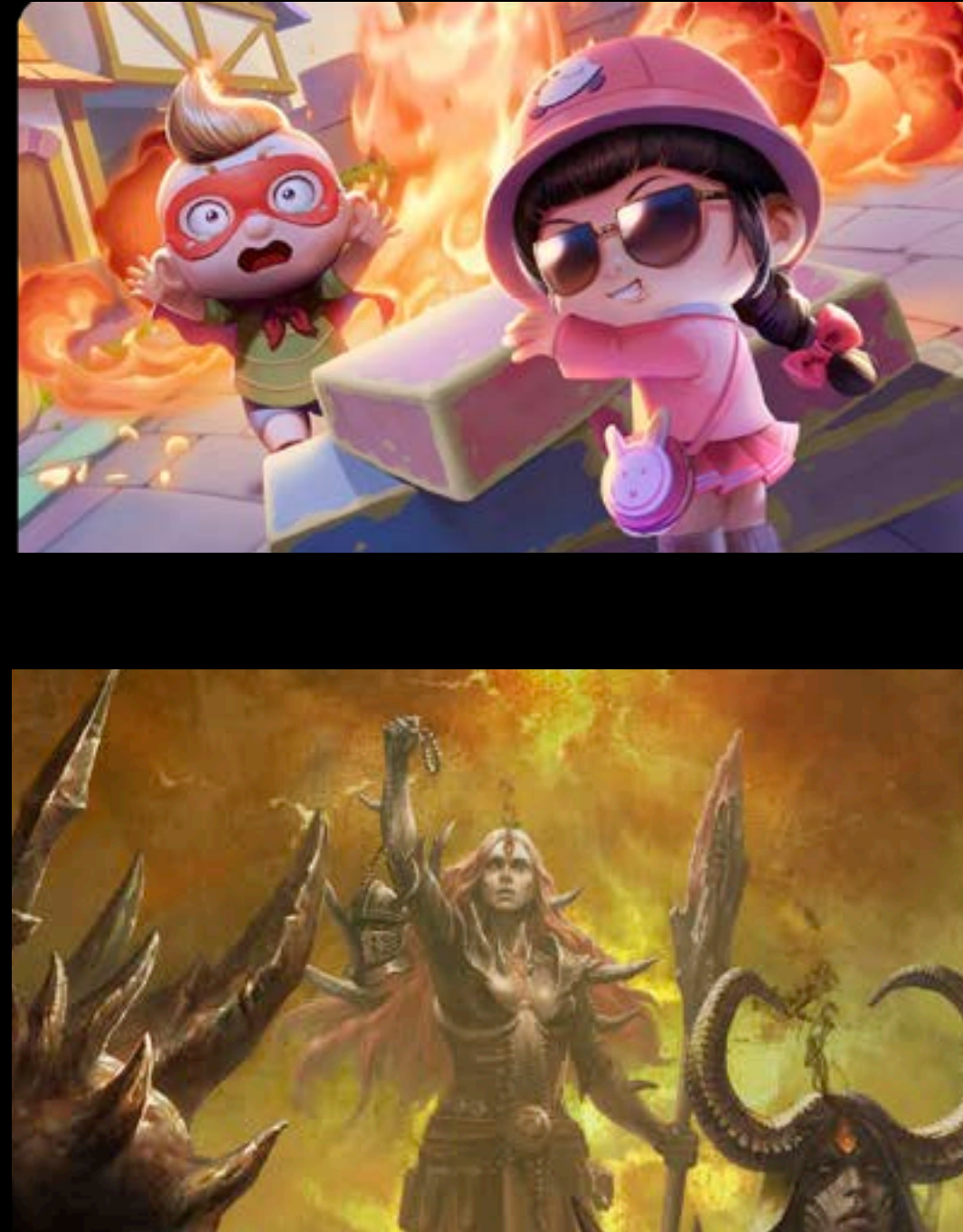
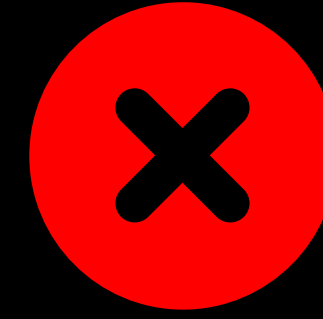
External Policy

# Fantasy Violence

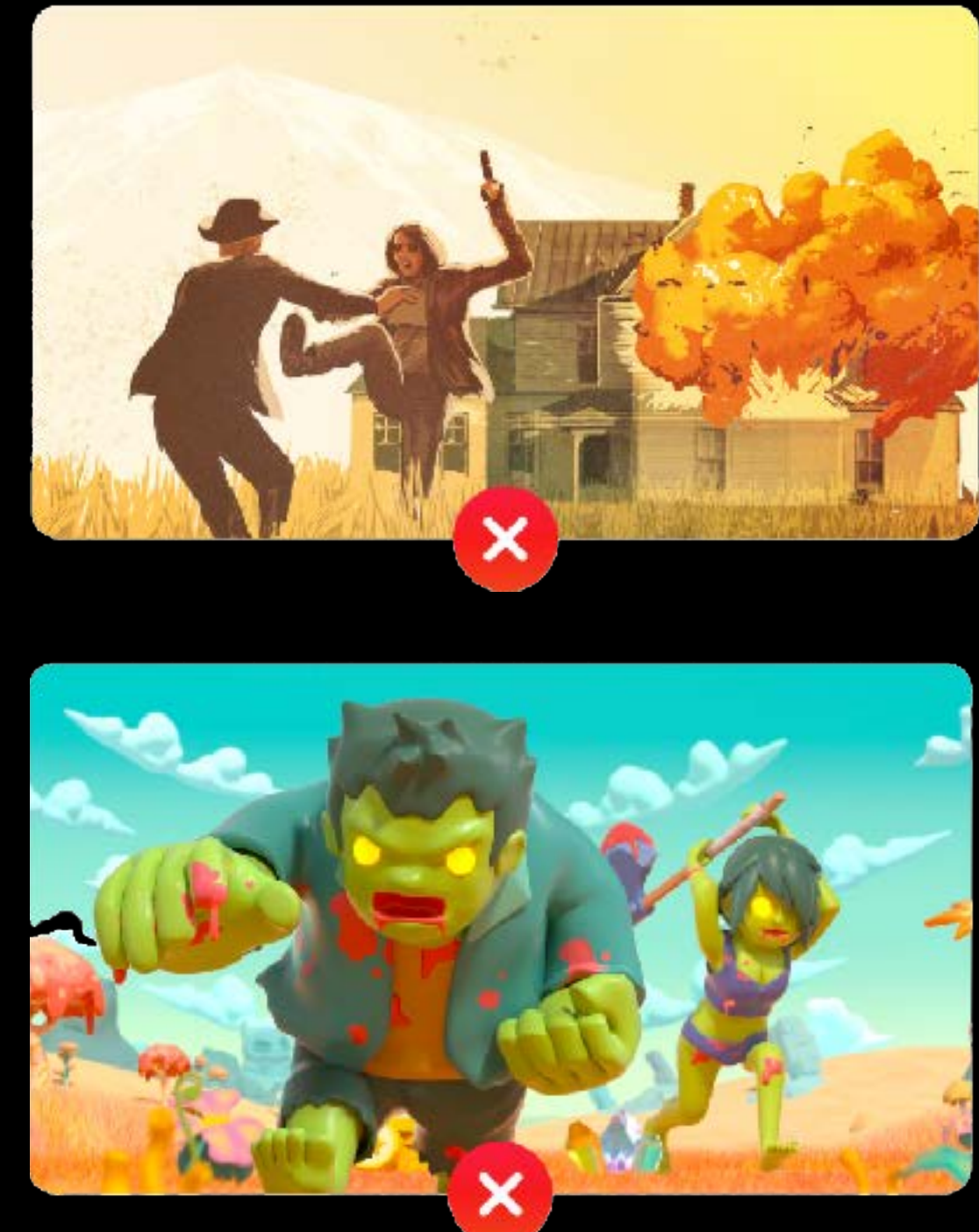
Graphic content such as beating, killing, or blood isn't featured



Approve



Reject



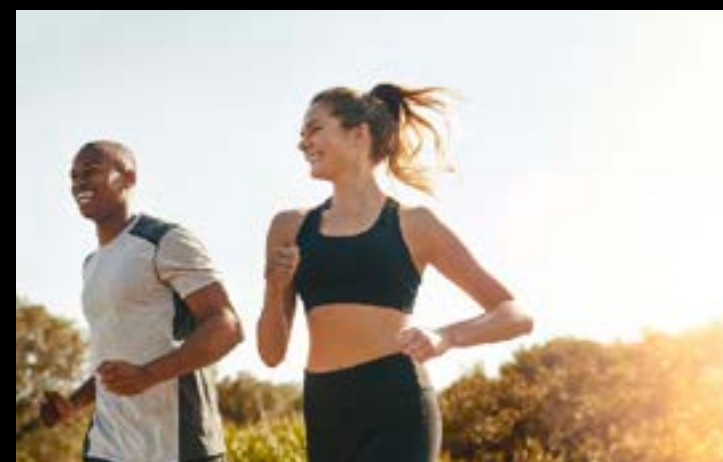
External Policy

# Realistic Explicit Content

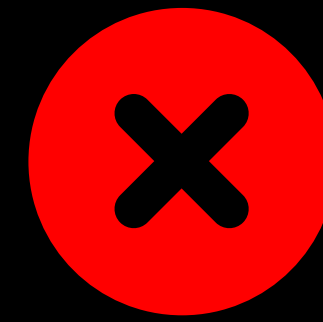
No Explicit Content. Images depicting content such as sex, suggestive themes, nudity, alcohol, smoking, illegal drugs, or profanity are not featured in artwork. This includes photos and illustrations.



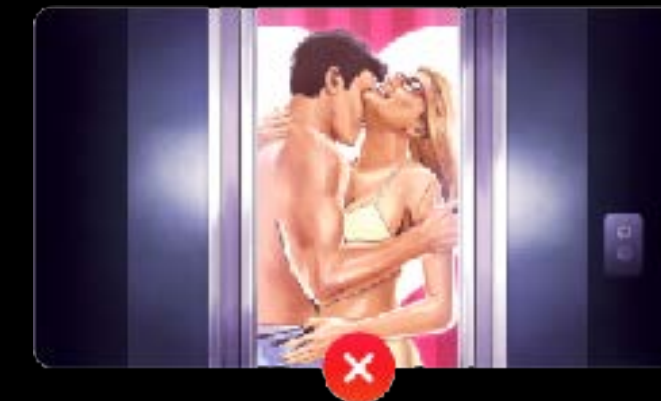
Approve



Reject  
(Limited Markets)



Reject



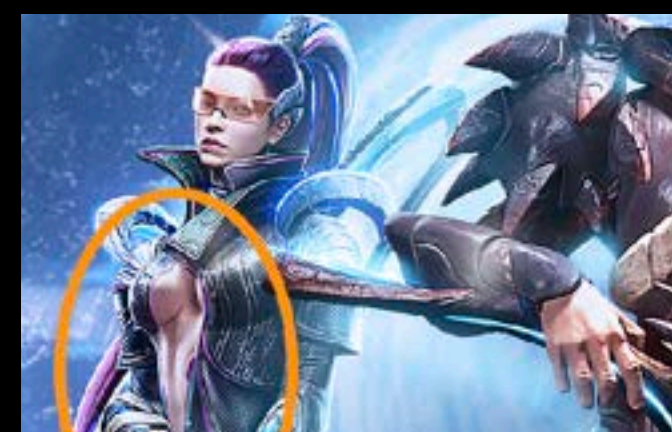
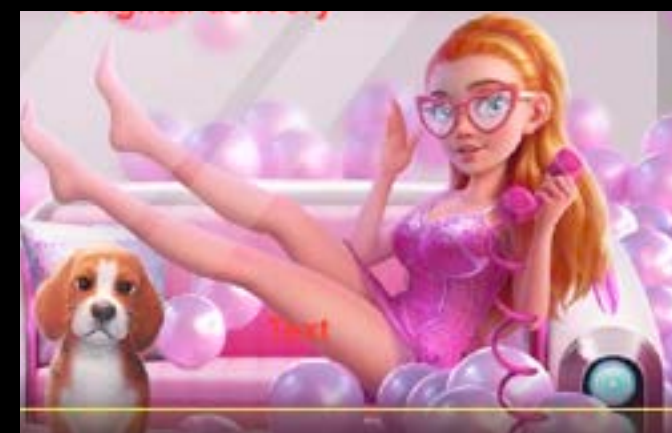
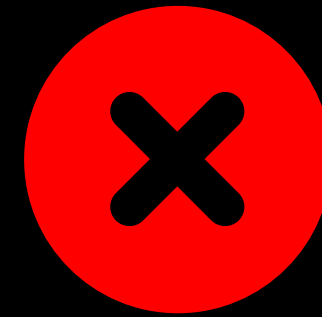
External Policy

# Fantasy Explicit Content

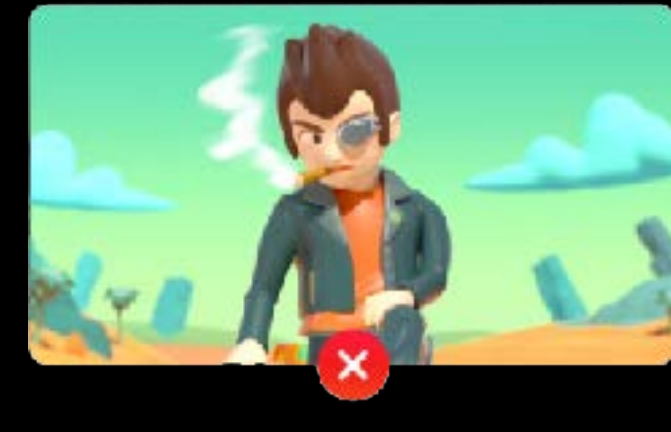
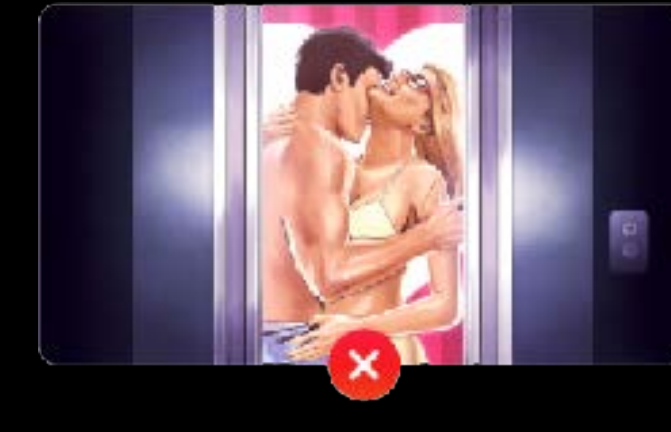
No Explicit Content. Images depicting content such as sex, suggestive themes, nudity, alcohol, smoking, illegal drugs, sexualized images or profanity are not feature in artwork. This includes photos and illustrations.



Approve



Reject



External Policy

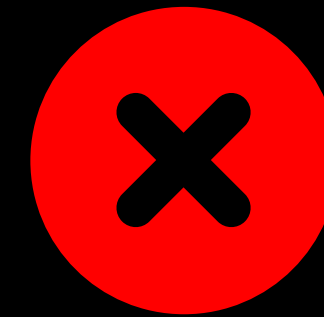
# Realistic Guns and Weapons

Realistic guns: Allowed when holstered/worn, Rejected when held in hand or fired

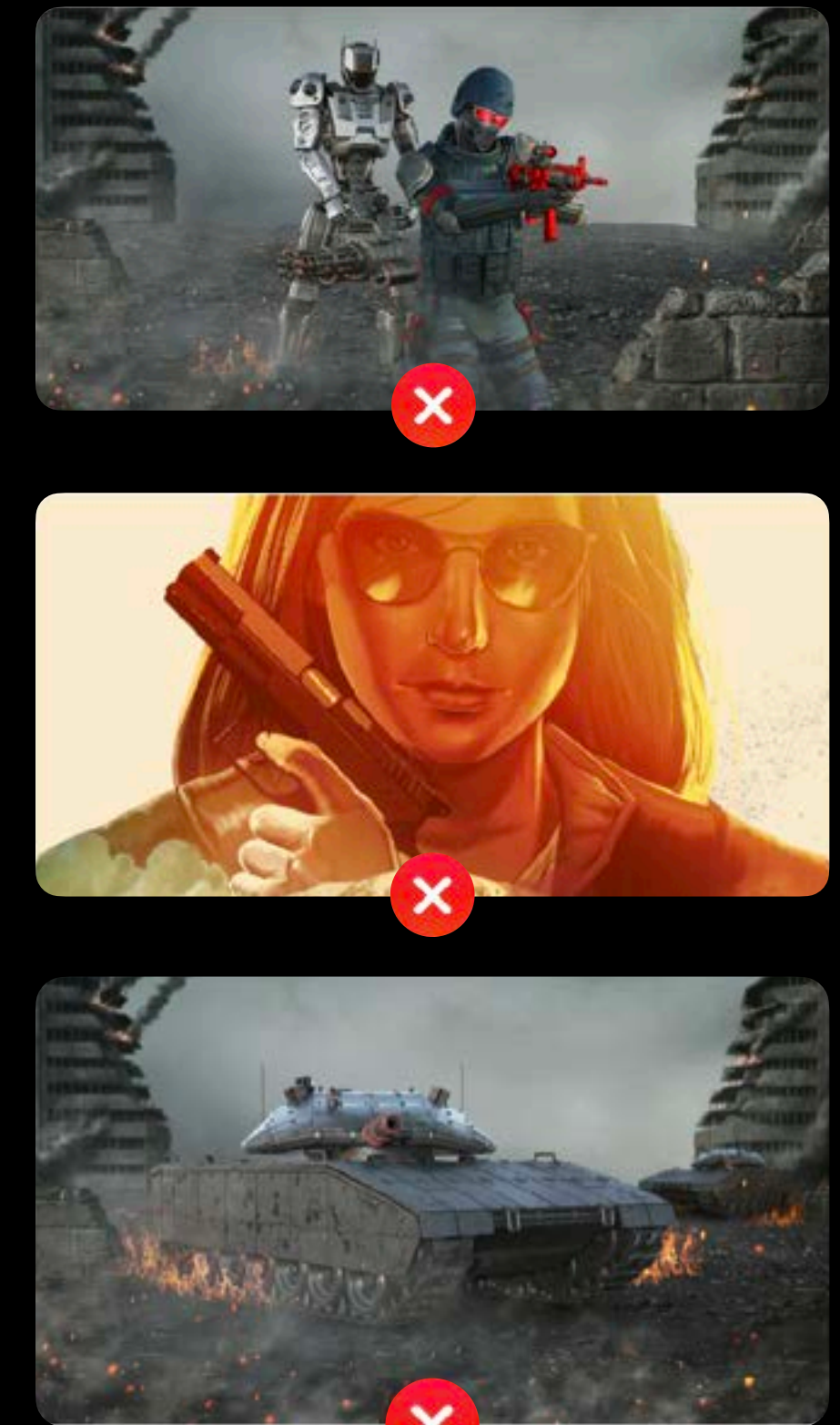
Other Realistic weapons (Tanks, Swords, Knives, Bows, Arrows, etc.): Allowed to be shown/fired, rejected only when pointed to firing towards audience



Approve



Reject



External Policy



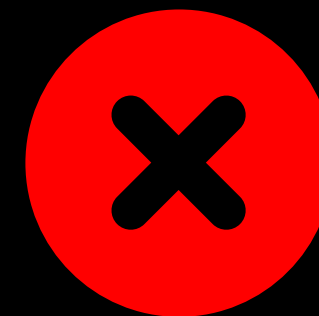
# Fantasy Guns and Weapons

Fantasy Guns: Allowed in all cases except for firing directly towards the audience

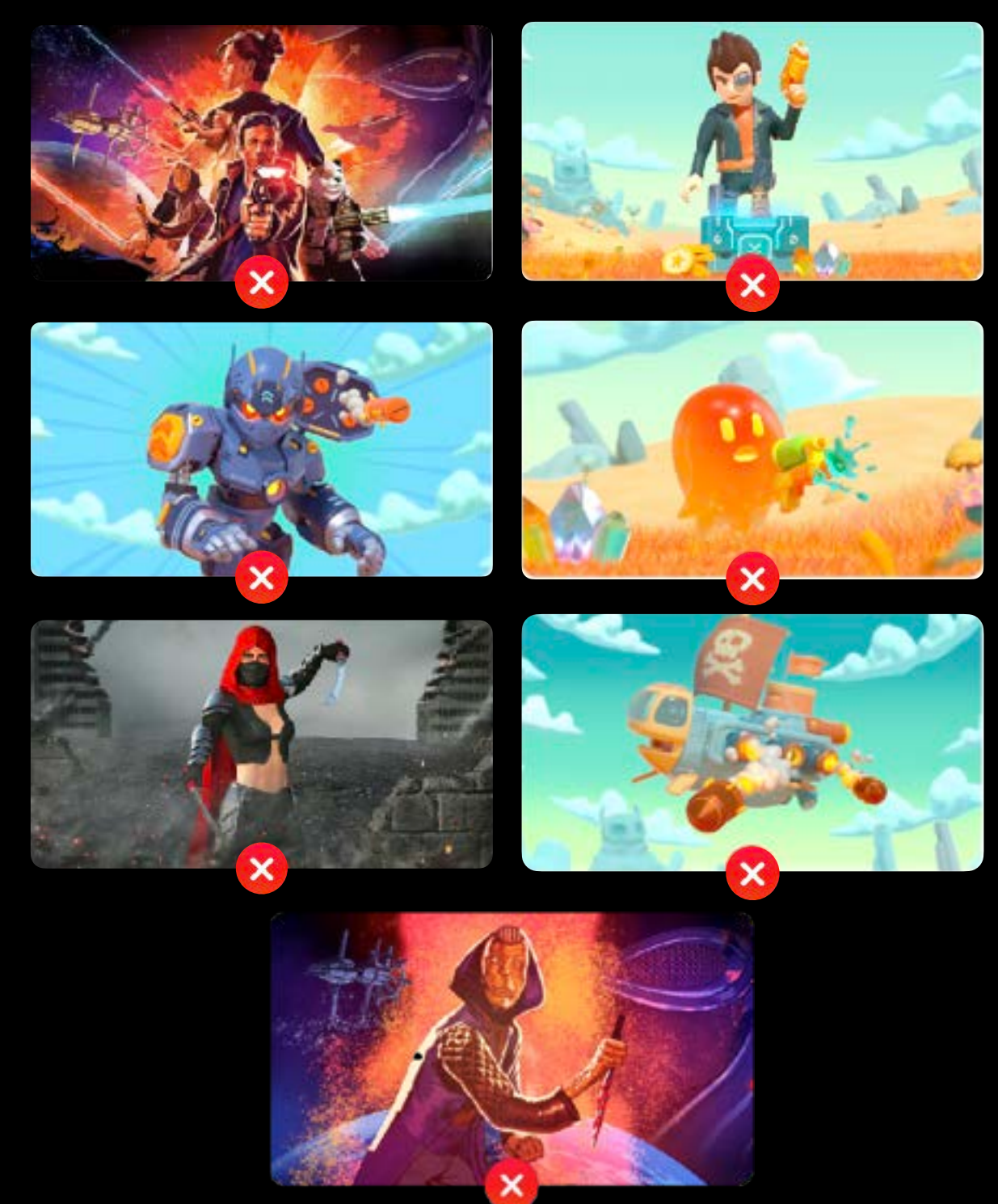
Toy guns (e.g. water guns): Allowed in all cases



Approve



Reject



External Policy

