

GRAPHIC DIMENSIONS GUIDE

MobileUp Software needs graphics in several specific sizes that represent your organization to complete the initial build of your app for Apple (iOS) and Android users. This guide describes the required sizes and where the images will appear in your app. It also includes instructions on how to organize and submit the graphics to MobileUp Software.

MobileUp manages this process in Smartsheet, an online project management tool. As your team builds and gathers the images for your app, you must enter the information in the Smartsheet created by your MobileUp client services representative. Contact him or her (or you can email our Client Services team at support@mobileupsoftware.com if you don't know who it is) for instructions on accessing your project's Smartsheet.

APP ICONS



- 1) Please provide a high-resolution image (**1024 x 1024 pixels**) of your organization's logo. This image will be used to create the App Icons for iOS and Android devices, as well as the Action Bar Icon and Notification Icon for Android devices. Below are several examples of how App Icons appear on a phone's home screen.



ACTION ITEMS

- Save image as: icon-1024.png
- Place one (1) high resolution image of your organization's logo in the Design Elements row in Smartsheet. (.png file format)

COLOR BRANDING



- 1) Please provide the color codes you wish to use for your app's branding. If you do not have the color codes readily available, our design team can pull your organization's colors from your current logo or website. Or, consult a reference such as htmlcolorcodes.com.

Example: HEX code #FF0000 = Red or RGB code 255,0,0 = Red

Brand Color #1 HEX or RGB	
Brand Color #2 HEX or RGB	
Brand Color #3 HEX or RGB	
Brand Color #4 HEX or RGB	

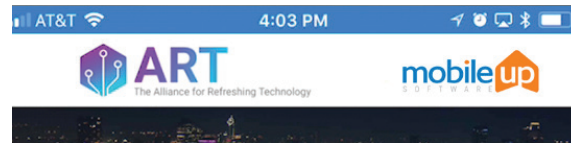
ACTION ITEMS

- Please provide the color codes for your organization and place in the Design Elements row in Smartsheet.

TOP NAVIGATION BAR



- 1) In addition to the App Icons, iOS devices also have a top navigation bar within the app. If you wish to use something other than your logo and name (or if you wish to use customized branding specific to an event), please provide us with a high-resolution image that is **1280 x 160 pixels**. An example of the top navigation bar (including sponsorship placement in the form of the MobileUp logo) is below.



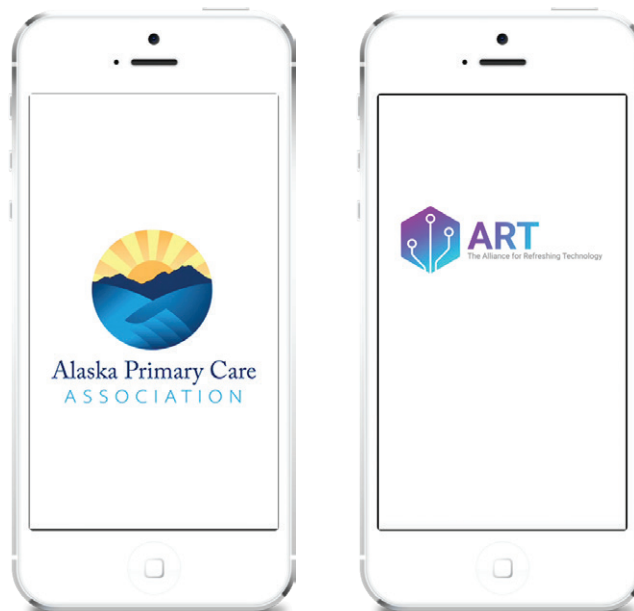
ACTION ITEMS

- Save image as: ios-header-image-1280x160.png
- Please place one (1) high resolution image of your choosing within the Design Elements row in Smartsheet.

LAUNCH IMAGE



- 1) iOS devices allow for a Launch Image to appear when loading your organization's app. If you wish to have the Launch Image be the same as the Home Screen Image, you do not need to provide us with any additional images. However, if you wish to have a different Launch Image, you will need to provide us with a high-resolution image that is **1242 x 2208 pixels**. Examples of Launch Images are below:



ACTION ITEMS

- Save image as: ios-launch-image-1242x2208.png
- Please place one (1) high resolution image of your choosing within the Design Elements row in Smartsheet.



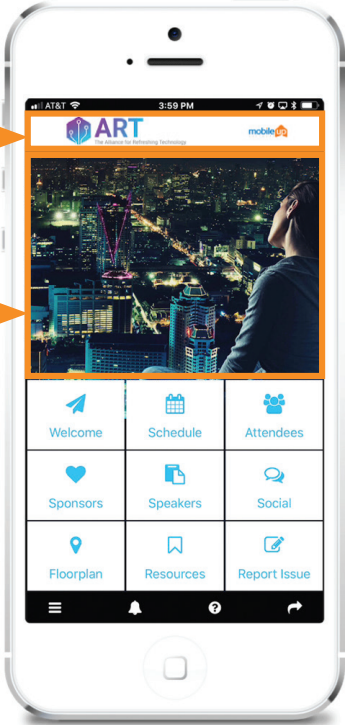
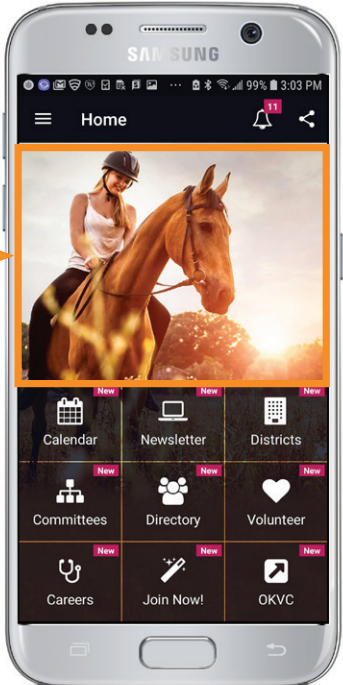
HOME SCREEN IMAGE

1) For your app's Home Screen Image, we need you to provide us with high-resolution images in the following sizes: **1242 x 2208 pixels** and **1080 x 1620 pixels**. If you do not wish to have a Home Screen Image branded specifically to your organization or a specific conference or event, our design team can use your logo to create a background. Below are several examples of Home Screen Images:

TOP NAVIGATION BAR
(The MobileUp logo is an example of sponsorship placement)

iOS HOME SCREEN IMAGE

ANDROID HOME SCREEN IMAGE

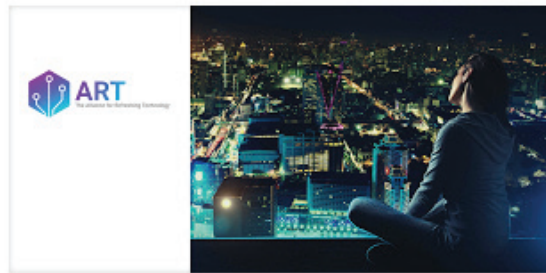
ACTION ITEMS

- Save iOS image as: ios-hero-image-1242x2208.png
- Save Android image as: android-hero-image-1080x1620.png
- Please place the high-resolution images you wish to use for your Home Screen Image in the Design Elements row in Smartsheet.

ANDROID FEATURE GRAPHIC



- 1) Your app will be available for download from the Google Play Store for Android users. Your app's Google Play Store Feature Graphic needs to be **1024 x 500 pixels**. Below are several examples of Feature Graphics:



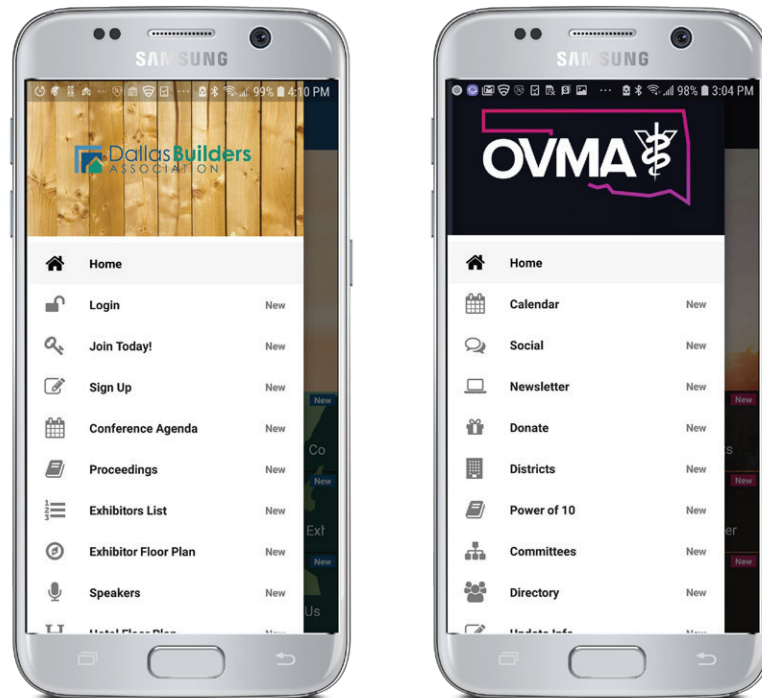
ACTION ITEMS

- Save image as: play-store-feature-1024x500.png
- Please place the high-resolution image you wish to use for your Feature Graphic in the Design Elements row in Smartsheet.

ANDROID LEFT HEADER



1) For your Android app's Left Header Image, you will need to provide us with a high-resolution image (640 x 360 pixels). Below are examples of Left Header Images:



ACTION ITEMS

- Save image as: android-left-nav-header-640x360.png
- Please place the high-resolution image you wish to use for your Left Header Image in the Design Elements row in Smartsheet.

NOTIFICATION ICONS



- 1) For your Android app's push notification announcements, you will need to provide us with a high-resolution image (**1024 x 1024 pixels**). The image must be white only with a transparent background. Below are several examples of Notification Icon images:



ACTION ITEMS

- Save image as: icon-1024-white.png
- Please place the high-resolution image you wish to use for your Notification Icon Image in the Design Elements row in Smartsheet.