



GRAPHIC REQUIREMENTS

MOBILE APPLICATION & IN-APP REGISTRATION

MOBILE APPLICATION

INTRODUCTION

In order to create the graphic design of your mobile app, we will need a certain number of graphic elements from you.

In this document, we will provide details of all the different graphic design elements that make up our mobile applications.

If you have adequate resources, you can create all the designs that make up the graphic design of your mobile app yourself.

This way, you can have total control over the use of your visual identity in your application.

To simplify the graphic design work, we can provide you with Photoshop templates which will allow you to send us your graphic elements in accordance with our basic specifications:

Files	Photoshop
Profile	sRGB IEC61966-2.1
Mode	RGB
Resolution	72 DPI

[DOWNLOAD PHOTOSHOP TEMPLATES](#)

LOGO

Your logo is an essential resource for creating many of the visuals used in our applications.

SPECIFICATIONS

Format (your choice)	PSD	AI	EPS	PNG
Resolution	72 DPI			
Mode	RGB	Transparent Background		
Size (minimum)	1024x1024px			

IMPORTANT

- Please send us your logo with a transparent background to make it easier to use.



Example of a logo on a transparent background

TYPEFACE

If you wish, you can send us a personalised typeface that will be used for the left menu button text.

SPECIFICATIONS

Format
(your choice)

.TTF

.OTF

For all the other screens, the typeface is pre-defined and cannot be changed. (There are some additional options with custom work at cost).

For your information, our default fonts are "Helvetica Neue" on iOS and "Roboto" on Android.

Roboto (Android)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
#0123456789

Helvetica Neue (iOS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
#0123456789



Example of a personalised typeface on a left menu

COLOURS

We'll assign certain colours in your application based on your visuals. If you want to set these yourself, you can inform us of your preferences for the following elements:

Colour 1
Menu bar background

Colour 4
Calendar bar - text

Colour 7
Favourites star - active

Colour 2
Menu bar - icons

Colour 5
Filter bar - background/text

Colour 8
Favourites star - inactive

Colour 3
Calendar bar - background

Colour 6
Application - text

Colour 9
General background

SPECIFICATIONS

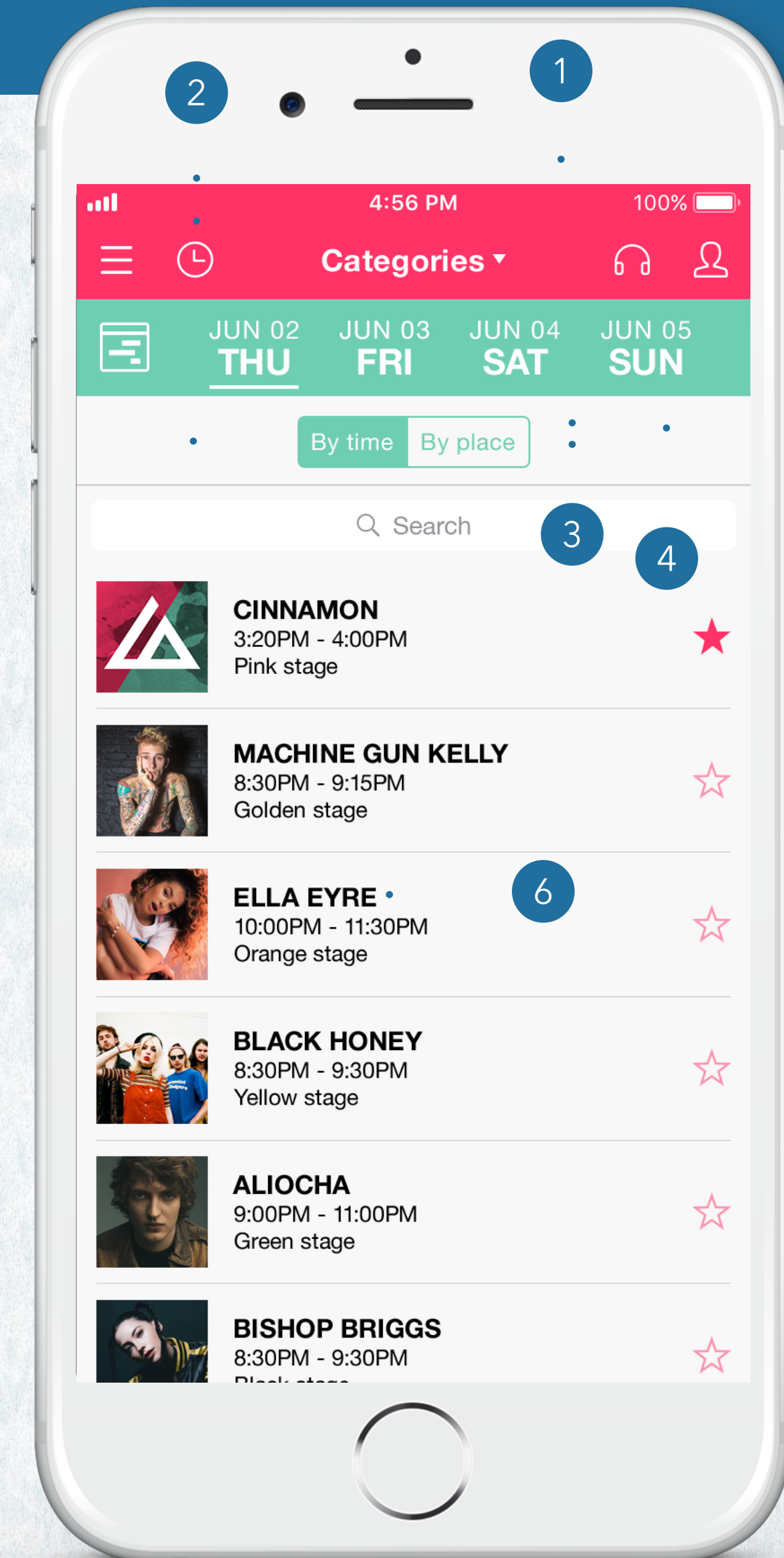
Format
(your choice)

HEXA

RGB

IMPORTANT

- Colour references such as Pantone, CMYK, RAL, etc. are not compatible with the colorimetric processes of our applications.



THE APPLICATION ICON



This icon is what you will see on your smartphone and will be used to launch your application. Given its small size, we suggest that you choose a simple visual, representative of your event.

SPECIFICATIONS

Format (your choice)	PSD	PNG
Resolution	72 DPI	
Mode	RGB	
Size	1024x1024px	

IMPORTANT

- Please send your icon to us with square corners. Our system will take care of applying a mask that will automatically round the corners on iOS.



Example of an application icon



iOS icon after the automatic mask has been applied

THE APPLICATION ICON



The Android icon is different to iOS in that it is composed of two elements - a background and a foreground. These two elements combine to make up the application icon. We advise you to keep this coherent with your iOS icon.

SPECIFICATIONS

Format (your choice)	PSD	PNG
Resolution	72 DPI	
Mode	RGB	
Size	512x512px	

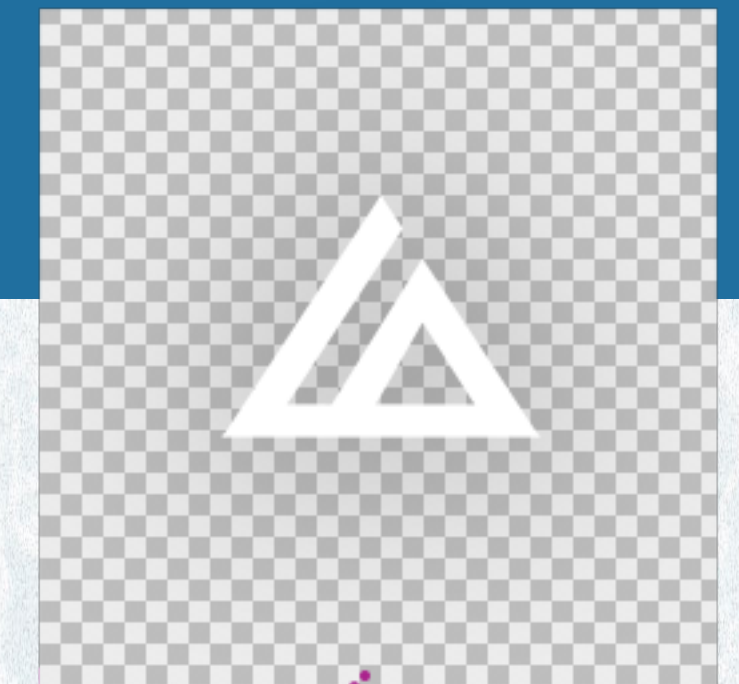
IMPORTANT

- Please provide us with your icon in two different parts, the background and the foreground. PSD: elements on separate layers / PNG: elements in two different files.
- Please note that the safety zone determines the display boundaries of the foreground. It is necessary because Android allows the application of shape masks on the icon itself.

Background



Foreground



Result



Safety zone

Some possible variations in shape masks



Example of an Android application icon

SPLASH SCREENS



Exclusive to iOS devices, the splash screen is the screen that appears when the application is first launched. It is needed in several sizes so it can conform to every type of screen used.

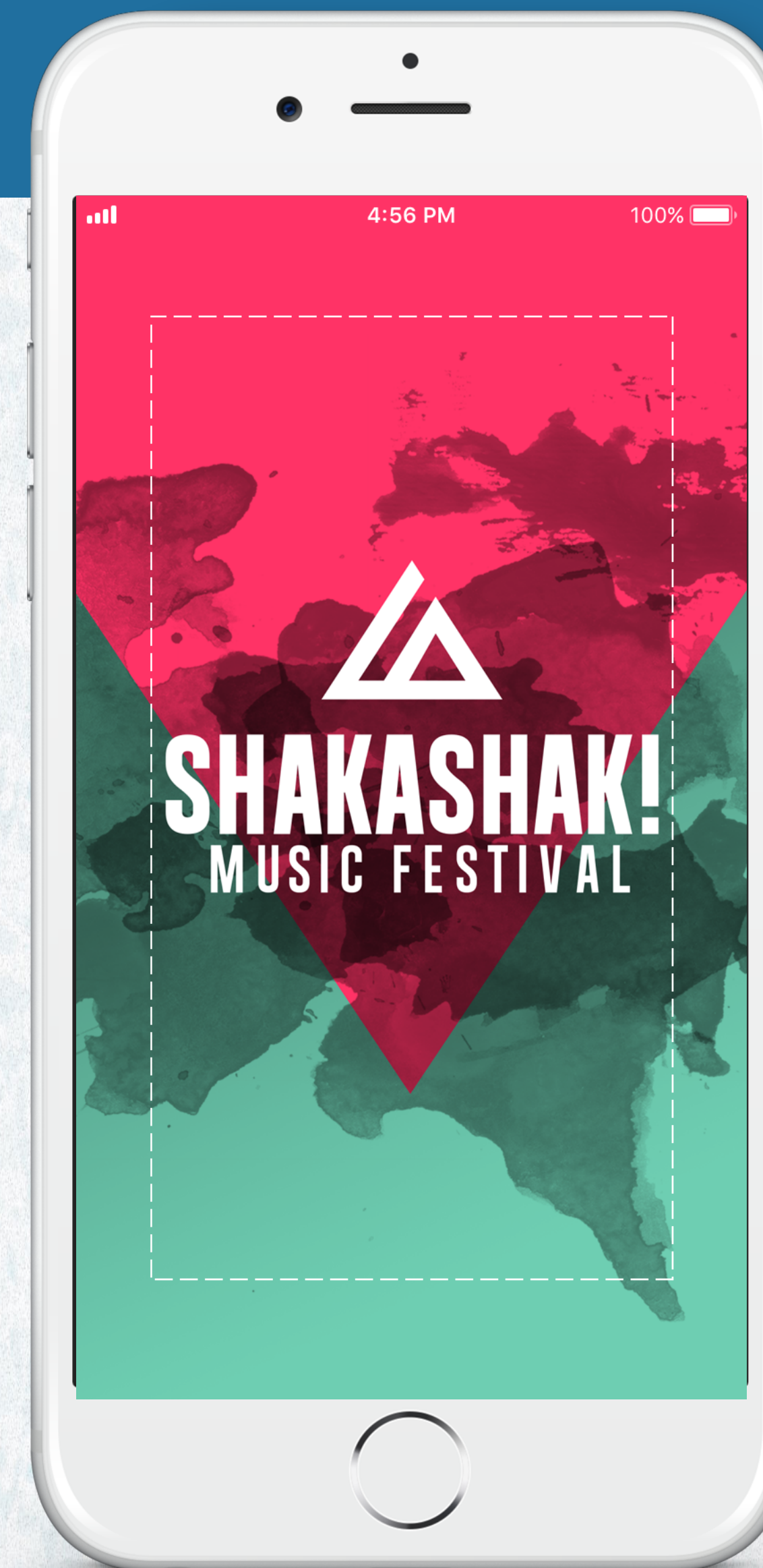
SPECIFICATIONS

Format (your choice)	PSD	Sizes	1125x2436px	1688x3654px
	PNG		1242x2688px	1242x2208px
			1536x2048px	
Resolution	72 DPI			
Mode	RGB			

Only if your project includes the iPad version

IMPORTANT

- If you have a multiproject app, it will display an identical splash screen for all languages; keep this in mind when you are creating the design.
- Please provide us with your splashscreen in two different parts, the background and the foreground (logo). PSD: elements on separate layers / PNG: elements in two different files.



Safety
zone

Example of a splash screen

LEFT MENU

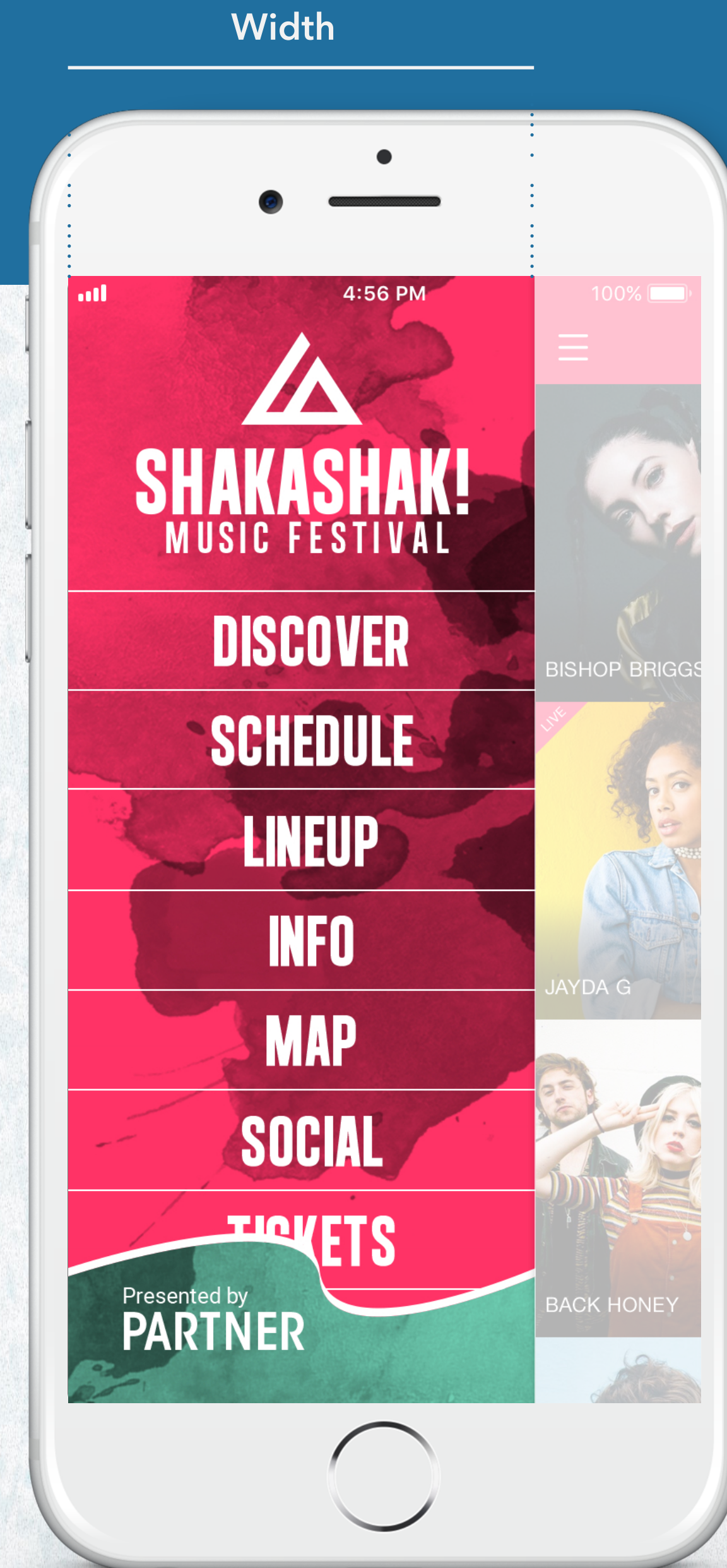
The left menu is your app's main menu.

SPECIFICATIONS

Format	PSD		
Resolution	72 DPI		
Mode	RGB		
Size	min. width 170px	max. width 554px	height 1334px

IMPORTANT

- Please send us a nicely organised Photoshop file with layers separated.
- Remember to send us the physical file of the typeface used for the buttons.
- The screen size used will have an impact on the menu display; part of the display may be hidden on some screens but still accessible by scrolling vertically.
- The content of this screen (header, buttons, footer) can be adapted from one language to another. If your project is multilingual, keep this in mind when designing it.



Example of a left menu

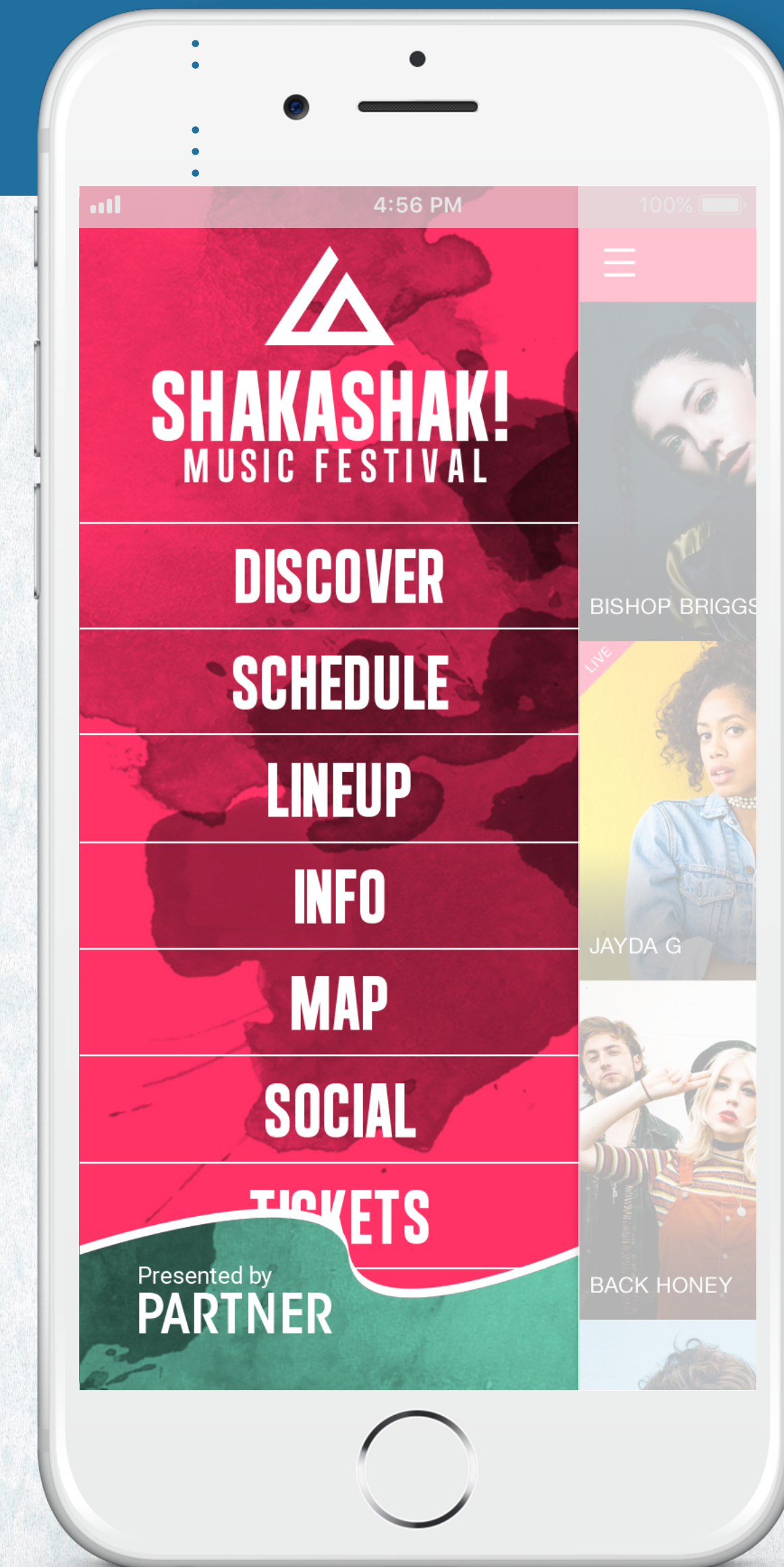
LEFT MENU (CONT'D)

Here are our recommendations for the elements that make up the left menu.

SPECIFICATIONS

1. HEADER	<p>Safety margin: 40 px</p> <p>Allow for a 40px safety margin at the top of the menu, which will allow you to display smartphone information such as time, battery level, etc.</p>
2. BUTTON	<p>Minimum height: 80 px</p> <p>Please comply with the minimum height specifications in order to offer enhanced browsing comfort.</p>
3. FOOTER	<p>This may be used as a graphic element or for presenting a partner/sponsor.</p>
4. BACKGROUND	<p>Height: 1334px</p>

Safety margin



Example of a left menu

DISCOVER SCREEN HEADER

The header of the discover screen will allow you to communicate different kinds of information: display the dates of the event, display an offer, highlight a sponsor, give thanks, etc.

A discover screen header is created by default, but you can update it from our "gomanager" platform any time and as often as needed.

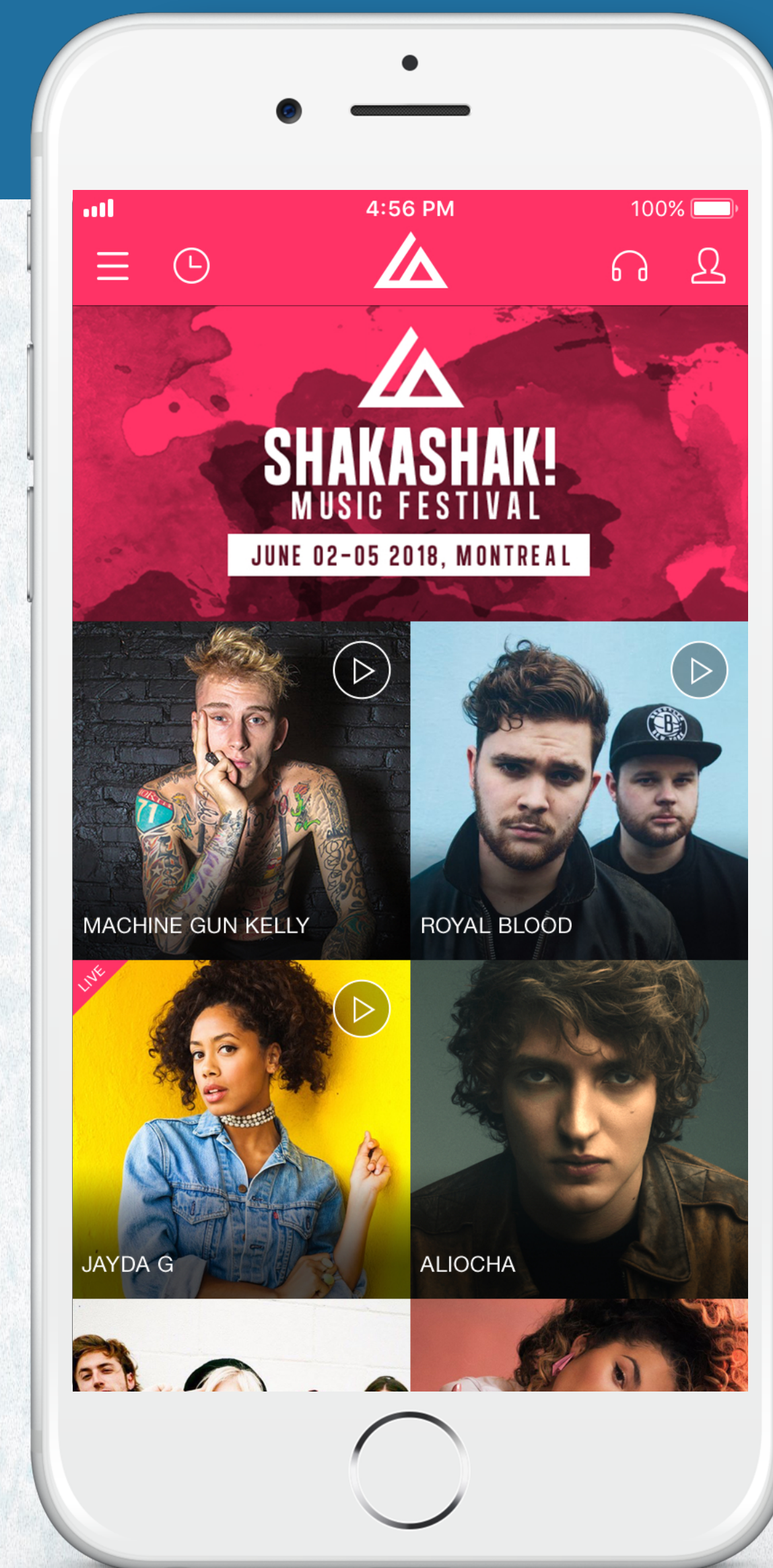
You can start creating it right now for later use.

SPECIFICATIONS

Format	PNG		
Size	width 640px	min. height 240px	max. height 1000px

IMPORTANT

- From « gomanager », access your discover screen settings through the « content » menu then select « screen settings ».
- You can create different headers for all the languages of the application.



Example of the use of the discover screen header

DEFAULT IMAGES

When the image of an artist, location or event has not been added, a default image holds its place until it is updated via "gomanager".

These are the two recommended image sizes needed in order to optimize the display on the different views of the application (Artist description page, Discover page and A-Z list views).

SPECIFICATIONS

Format	PSD	PNG	JPG
Resolution	72 DPI		
Mode	RGB		
Size	480x320px	240x240px	



Example of a 480x320px default image - used for Artist description page and Discover (if horizontal images are specified)



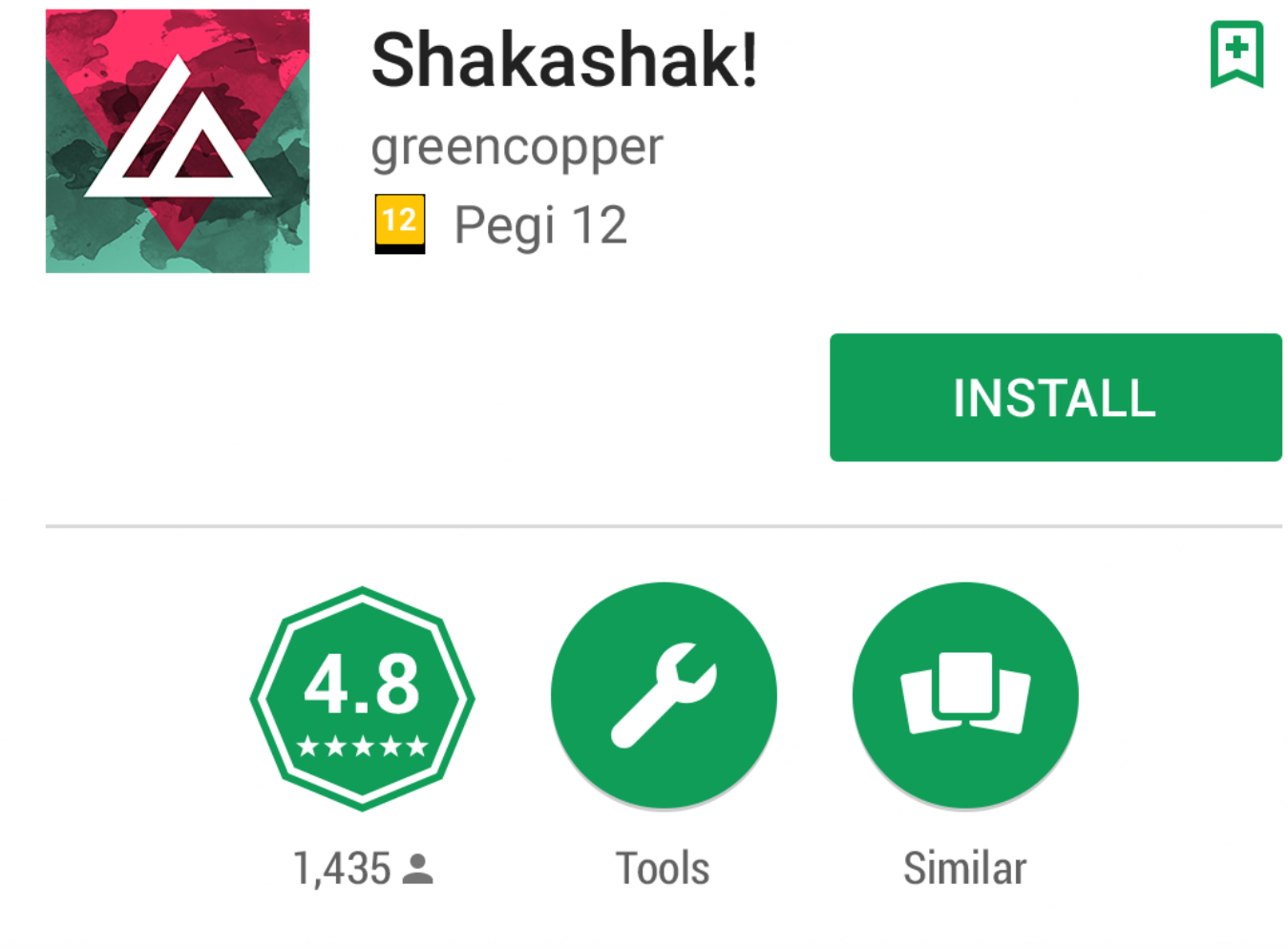
Example of a 240x240px default image - used for A-Z lists and Discover (if square images are specified)

PROMOTIONAL IMAGE

The promotional image is used in the Google Play Store listing to give your app visibility.

SPECIFICATIONS

Format	PSD	PNG	JPG
Resolution	72 DPI		
Mode	RGB		
Size	1024x500px		



This application gives you access to the full program of the festival.

[READ MORE](#)

Example of a promotional image in Google Play Store

PHOTO BOOTH

The "photo booth" feature makes it possible to combine graphic elements called "filters" with a picture. To do so, we will need these elements; we suggest that you send us 3 to 5 filters.

SPECIFICATIONS

Format	PSD	PNG
Resolution	72 DPI	
Mode	RGB	Transparent Background
Size	750x750px	

IMPORTANT

- Please send the files to us with separated layers.

Photo .



Filter

Result .



Example of a photo booth filter

MESSAGE STICKERS

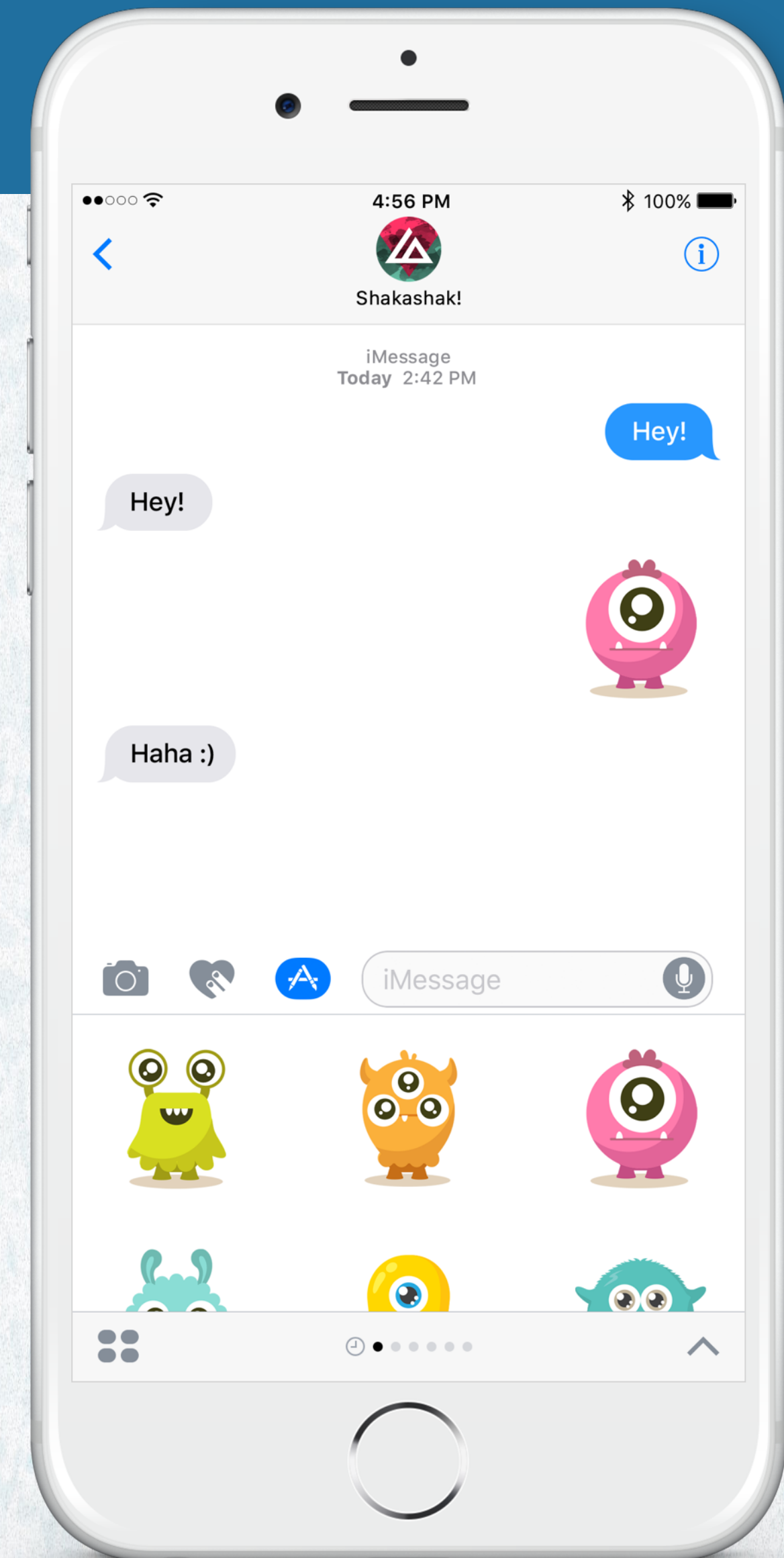
The "Stickers" feature is available on iOS only; please take note of the information below so that you can prepare the necessary files.

SPECIFICATIONS

Format	PSD	PNG	Animated GIF
Resolution	72 DPI		
Mode	RGB	Transparent Background	
Size	408x408px		
Quantity	Min. 6 stickers	Max. 32 stickers	

IMPORTANT

- We cannot make any changes to an animated gif.



Example of stickers in the Message app

IN-APP REGISTRATION

INTRODUCTION

In order to create the graphic design of your mobile app, we will need a certain number of graphic elements from you.

SPECIFICATIONS

Logos (your choice)	.AI	.EPS
Format (your choice)	.OTF	.TTF

IMPORTANT

- All designs should be provided back as layered Photoshop (.PSD) files
- Ensure all linked assets are either directly embedded in the file(s) or included as a separate folder in your design package

To simplify the graphic design work, we can provide you with Photoshop templates which will allow you to send us your graphic elements in accordance with our basic specifications:

Files	Photoshop
Mode	RGB
Resolution	72 DPI

[DOWNLOAD PHOTOSHOP TEMPLATES](#)

[VIEW EXAMPLES](#)

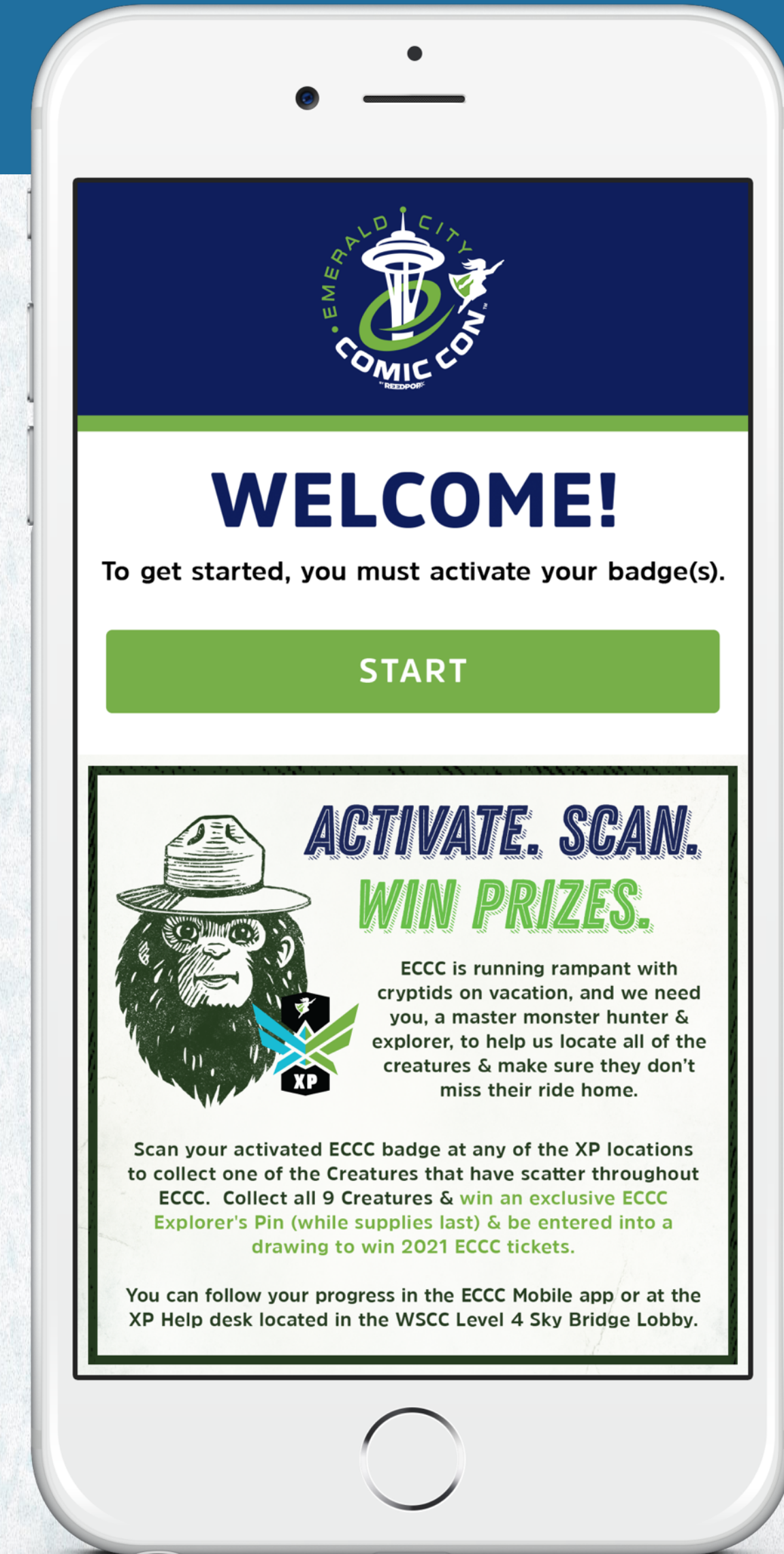
Example includes plus-up options
(content page + survey + waiver inclusion + family registration)

SPLASH

Optional to display this page in the flow

The design of this page is full customizable – just ensure there is a button included somewhere on the page to advance to the next screen

Display information on the event, benefits of registering, etc.



FORM

The downloadable template file will only show the mandatory fields to start. Additional fields listed below can be added to the design as needed.

Mandatory fields to collect:

First Name

Last Name

Email Address

Additional Fields Available:

Opt-In Checkbox

ZIP Code

Birthday

Street Address

Country

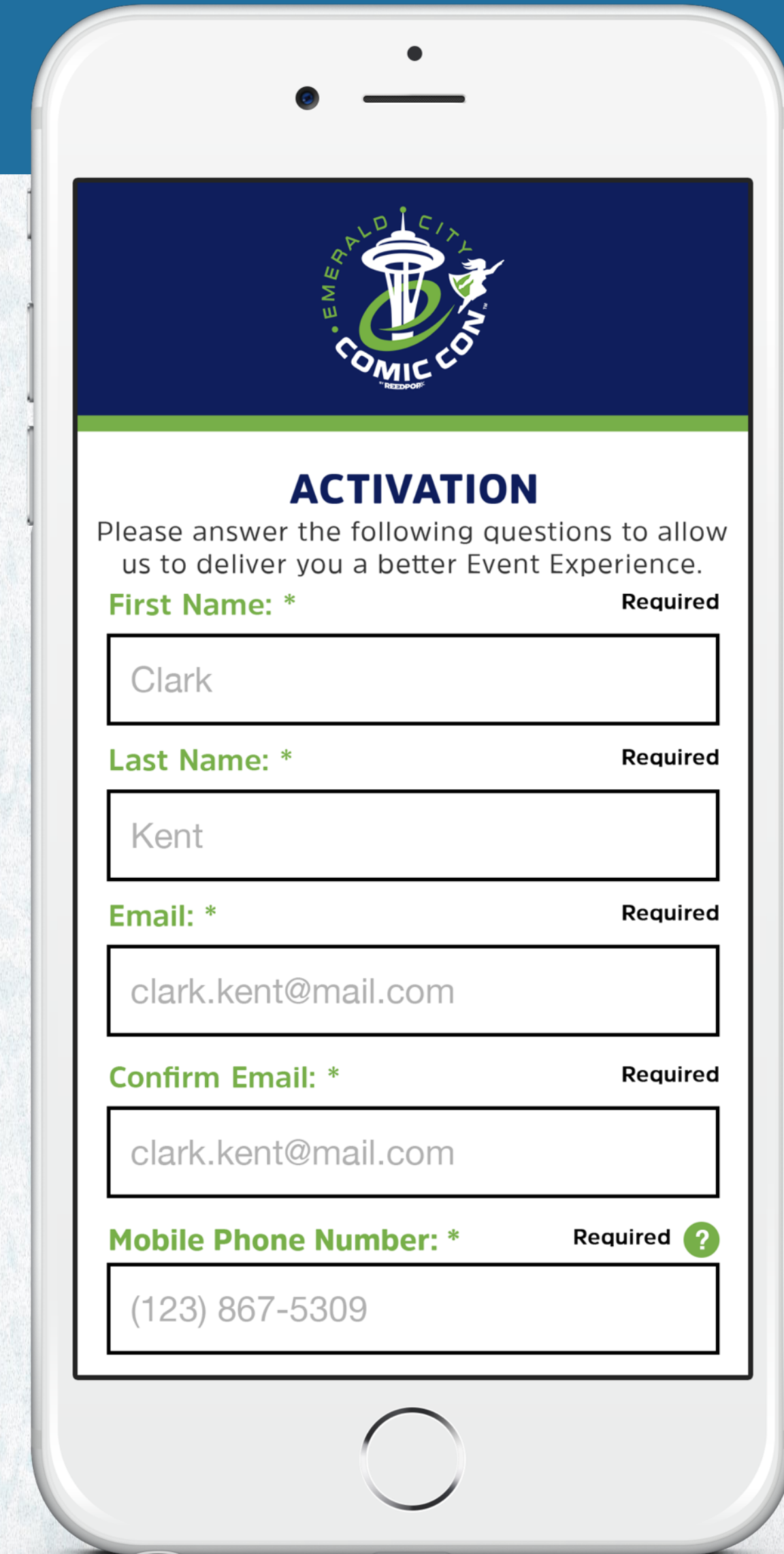
Up to six (6) custom fields

City

Phone Number

State

Gender



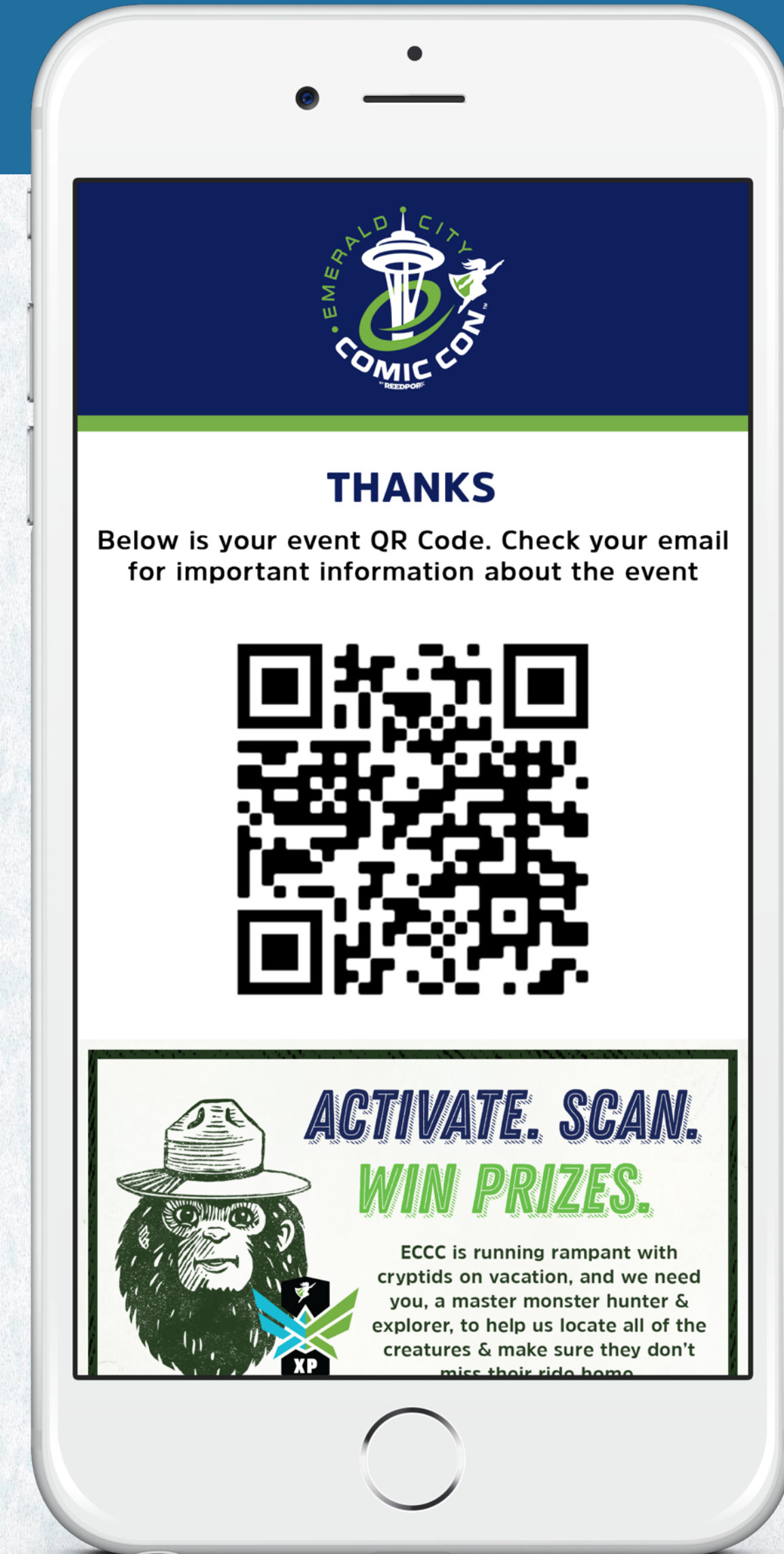
The image shows a smartphone displaying a registration form for Emerald City Comic Con. The form is titled "ACTIVATION" and includes the following fields:

- First Name: *** (Required) - Input: Clark
- Last Name: *** (Required) - Input: Kent
- Email: *** (Required) - Input: clark.kent@mail.com
- Confirm Email: *** (Required) - Input: clark.kent@mail.com
- Mobile Phone Number: *** (Required) - Input: (123) 867-5309

THANK YOU

Displaying the QR code on this page is optional

Typically displayed if the QR code is their credential for participation in additional activations OR if the attendee needs to link their account to an RFID credential



CONFIRMATION EMAIL

Sending a confirmation email (with or without the QR code) is optional

The header & footer graphic must be 600px wide, but there is no limit on the height

Provide a subject line for the email

Example: You're registered for NYCC 2020!



Hi John,

Thank you for pre-registering for for Emerald City Comic Con! **Save this email & bring it to the event!**

Below is your event QR code you'll need to show when you arrive. You can show this on your phone/tablet OR you can print it out and bring a hard copy.

Please note, **EACH INDIVIDUAL OVER THE AGE OF 13 MUST REGISTER FOR THEIR OWN LLWS WRISTBAND**, either by pre-registering through the link that was provided or by registering upon arrival at the event. Children may be registered for their own band through a parent/guardian's account.





THANK YOU !