

## Branding Guidelines for Locatify Branded Apps 2021

### Step 1: App info & branding assets required prior to app development

#### 1.1) App Name

The name is shown on the device below the app icon. Please check the App Store and Play Store for availability first. The name is shown with roughly 12 characters on the homescreen. The number of letters shown is dependent on the proportional sizes of the letters - sometimes the name will be truncated on the phone. In the App Store it can be max 28 characters.

**Example:** “SmartGuide”

#### 1.2) App Icon

Square image to identify the app on the device. The app logo appears on the phone with rounded corners, but needs to be provided as a square.

**Format:** PNG, Size: 1024 x 1024px no transparency

**Example:**



#### 1.3) Colour Scheme (Skin)

This is the colour of the top and bottom banner for most pages within the app.

**Format:** PNG or JPEG image with pattern/gradient *OR* solid *RGB* colour for the top banner/skin of app.

**Example:** Blue #004095

**Optional: Button text colour:** Default is blue or black.



## 1.4) Launch Image (Splash Screen)

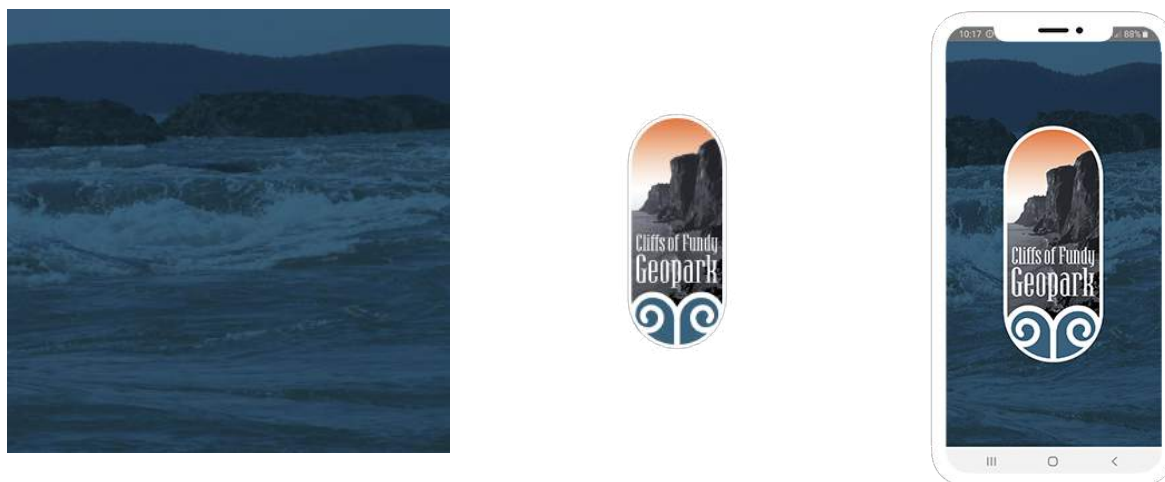
Full screen image shown briefly while the app is loading. The launch image is divided into two images; background and foreground image. The background image is square and can not be transparent, it can be either a PNG or JPG image or a solid colour. The longer edge of the image needs to be 2208px and it will be adjusted to the screens' shape and size.

**Background Format:** 2208 x 2208px PNG/JPG image (no transparency) or RGB/HEX code

**Foreground Format:** 2208 x 2208px PNG image, can be partially transparent

**Example:** 2208x2208px JPG background image and PNG front image with transparency

**Example:** Splash screen after resize (below)



## 1.5) Top Banner Logo

Logo to appear on the front page of the app (home screen) which is laid on top of the chosen skin colour. The logo can have a solid colour background, image background, or a logo with transparent elements. Bear in mind the colour of the background when placing the logo on it.

**Format:** PNG image, min width 620px, minimum height 120 px, aspect ratio from 5.1 to 6.5.

**Example:** PNG logo (Transparent background) on white skin colour scheme/skin.

# SmartGuide



## Step 2: Choose a User Interface (UI) Template

For white-label apps, you can choose from a variety of home page templates. White-label templates can have a map, list, project or menu based front page.

For fully custom apps, please provide a wireframe mockup of the UI design with RGB/HEX colour codes, JPEG or PNG (if transparent elements) files for icons and images.

### Interface A: Map View

Map view with points of interests/tours/game locations

- About the app button
- Switch to list view button
- Redeem code button (optional)

**Example: Locatify TurfHunt app**

[Android download](#) // [iOS download](#)



### Interface B: List View

List view with tours and games

- About the app button
- Switch to list view button
- Redeem code button (optional)

**Example: Locatify SmartGuide app**

[Android download](#) // [iOS download](#)



## Interface C: Start Tour View

This UI is suitable for apps with a small number of games/guides. The user can swipe to move to the next tour or game.

- About the app button
- Switch to list view button
- Redeem code button (optional)

### Example: Minjaslóð app

[Android download](#) // [iOS download](#)



## Interface D: Automatic Tourist Guide 1.0

Home page with menu items and landing image/video. This UI is suitable for apps with multiple games/guides and local points of interest and links to other content such as blogs, news, ticketing, websites, weather etc.

- Landing image/video
- Map (Game/guide start locations and points of interest)
- Tours / Games (list of games or guides)
- Services (local POI's eg. restaurants & accommodation)
- Website (link to open website inside app)
- About the app page
- Optional: Redeem code button
- Optional: Local weather (API required)



**Note:** Menu item names, icons, order and button-links can be edited from the Creator CMS. For additional menu items, please provide a UI mockup of the linked page or contact us to request one.

**Landing image:** JPEG or PNG image (Minimum 620px wide. 16:9 ratio)

**Landing video:** MP4 video, maximum 30 seconds.

**Menu icons format:** PNG, width 130px, height 100px (minimum).

**Standard menu items:** Map, Tours/Games, Services Points of Interest, About the app, Website.

### Example: Hunathing Vestra app

[Android download](#) // [iOS download](#)

## Interface E: Automatic Tourist Guide 2.0

Home page with card style menu items and background image. This UI is suitable for apps with multiple games/guides, local points of interest and links to other content such as blogs, news, ticketing, websites, weather etc.

- Background image
- Map (Game/guide start locations & points of interest (POI))
- Tours / Games (list of games or guides)
- Services (local POI's eg. restaurants & accommodation)
- Website (link to open website inside app)
- About the app page
- Optional: Redeem code button
- Optional: Local weather (API required)



**Note:** Menu item names, icons, order and button-links can be edited from the Creator CMS. For additional menu items, please provide a UI mockup of the linked page or contact us to have one designed for you.

**Background image:** JPEG or PNG image (minimum 2208px wide)

**Header image:** JPEG or PNG image (minimum 620px wide)

**Menu icons format:** PNG, 512px x 512px (minimum).

**Standard menu items:** Map, Tours/Games, Services Points of Interest, About the app, Website.

**Example: *Friend - Your friend on the road (Europcar)***

[iOS download](#) // [Android download](#)

## Step 3: Assets which can be managed via the Creator CMS

### 3.1) Custom Templates

Custom templates are used to customise the type of media, layout and design of content that is shown in the app. All pages have a standard default template which can be managed in the CMS. If you want to further customise the content, templates can be built by Locatify to a client design, or clients can create their own templates using HTML5 and CSS. [See HTML Template Documentation](#). For customised designs, please send designs in PSD, EPS or XD format. Fully custom template costs are subject to receipt and approval of design.

Common template pages are listed below:

#### 3.1.1) Tour Info page

Tour info template should include:

- Title, description, subtitle
- Image / image carousel
- Install/start tour/game button
- Play "intro audio" button
- Language selection button
- Tour location (map)



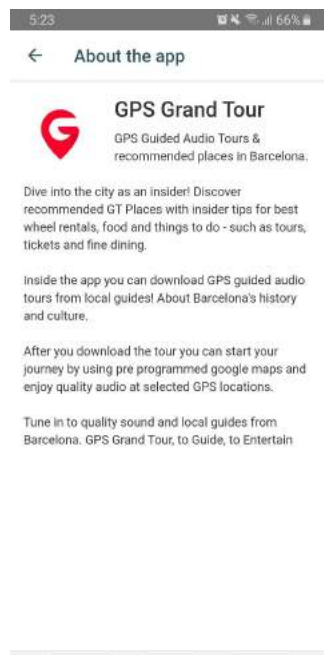
Default tour info page



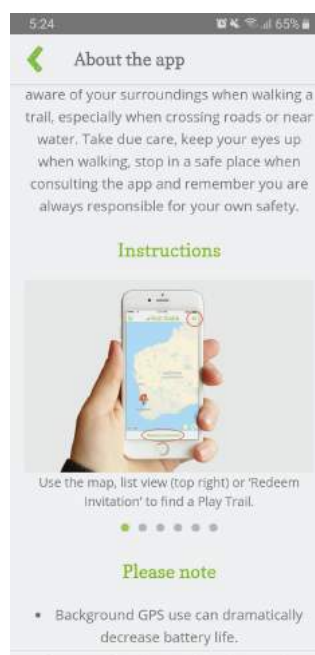
Custom tour info page

## 3.1.2) About the app page

This page is mandatory for branded apps and is used to describe the purpose of the app, including any relevant information to help the user, give credit to Locatify or any other contributors, provide links to privacy policies etc.



Default template



Custom template

## 3.1.3) Point Content (in a Tour)

This template is how you customise what is triggered in a tour, either by location-triggering or by the user clicking on the point/station on the map. The default template includes a title, description, image and audio file. Branded app subscriptions include a variety of other templates, including: embed a YouTube video, embed a Spotify song, store opening hours, image carousel and others.



Default point content

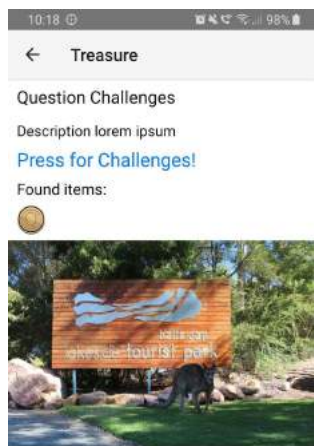


Custom point content

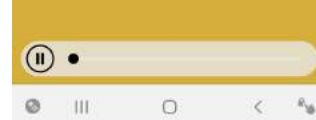
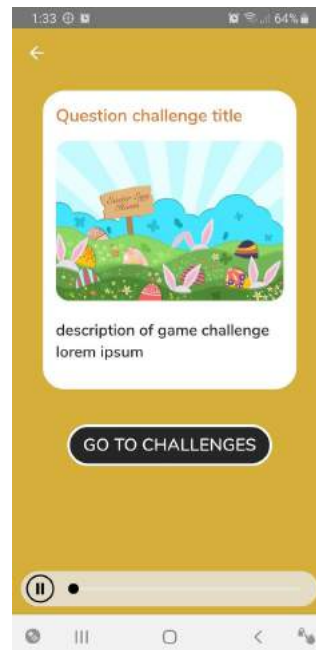


## 3.1.4) Challenge Found (In a Game)

This template is used for customising what is shown in a game before a challenge is played. The point is triggered either by location-triggering or by the user clicking on the point/station on the map.



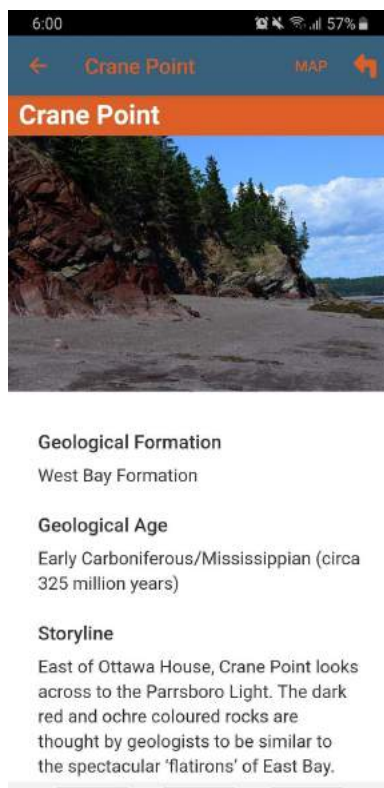
Default Challenge Found page



Custom Challenge Found page

## 3.1.5) Map Marker (Local Services or POI's)

Information for a local point of interest or service such as food or accommodation. Only applicable for Template D and E. Map Markers can be shown in a list with categories, on a map, and optionally used as additional info points inside a tour or game.



Example of Map Marker



Example Map Marker 2

## 3.2) Custom category and sub-category icons for Services

Services or Map Markers are only applicable for Template D & E. These can be managed in the Creator CMS and are included here as a size and file reference.

### Category icons

Used to identify different types of map markers:

**Example:** "Food & Drink" , "Accommodation" etc.

**Format:** PNG width 85px, height 120px

### Sub-Category icons

Used to filter different types of map markers in app:

**Example:** Category: "Food & Drink" and Subcategories: "Restaurant, Takeaways, Cafe, Bar"

**Format:** PNG width 85px, height 120px

## 3.3) Custom Pins and Map Markers

Pin icons are used for destination points in a tour or treasure locations in a game. Map Markers are used for points of interests (Local Services / Map Markers). These can be managed in the Creator CMS and are included here as a size and file reference.

**Pin Format:** PNG width 82 px, height 130 px

**Example:**



**Map Marker**

**Format:** PNG width 32 px, height 37 px

**Example:**



## Step 4: Publishing the apps to the App Store & Play Store

### 4.1 Which distribution service do you want to use?

Apple App Store, Google Play Store, none (on devices) or both.

### 4.2 Do you want to use Locatify's App Store & Google Play Store?

If yes, please specify:

- A. App name displayed in a store
- B. Languages used in a store
- C. App description (in each language – up to 4000 characters)
- D. Keywords (Apple only. up to 100 characters, including spaces)
- E. Screenshots for Apple Store and/or Google Play Store
- F. Promo graphic ((JPG or 24-bit PNG (no alpha) and dimensions: 180px by 120px

### 4.3 Do you want to use your own App Store & Google Play Store?

If yes, please specify:

- A. Store accounts
- B. App bundle identifiers to use
- C. Signature key for a signed certificate of the binaries
- D. Provide account access to Locatify dev team