

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 and in the App Store's. The number of letters shown is dependent on the proportional sizes of the letters so sometimes the name will be truncated on the phone.

Format: Name is shown with roughly 12 characters on the phone homescreen and up to 28 characters in the App Store / Play Store.

Note: Please check the App Store and Play Store for name availability first.

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 the app.

Example: Blue #004095

Optional: Button text colour (default is blue or black)



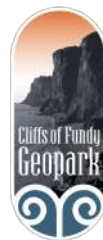
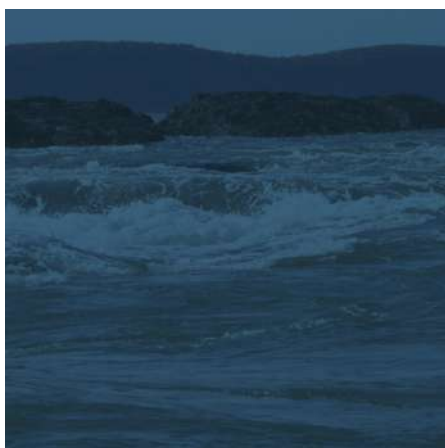
1.4) Launch Image (Splash Screen)

Full screen image shown briefly while the app is loading. The launch image is divided into background and foreground images. 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 PNG background image and PNG front image with transparency



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 with transparent background or background colour to match skin

Size: Minimum width 620px and 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 have differing home page designs.

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](#)



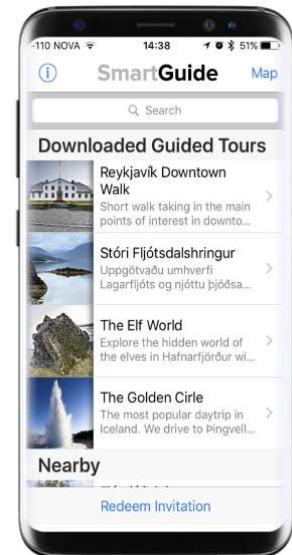
Interface B: List View

List view with tours and games with optional categories to segment tours and games.

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

Example: Locatify SmartGuide app

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



Interface C: Slider

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: Menu

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.

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

Landing video: MP4 video, maximum 30 seconds.

Menu icons format: Square PNG, minimum width 256px

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

Example: Hunathing Vestra app

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



Interface E: Tiles

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.

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 content that is shown in the app. All pages have a default template which can be managed in the CMS.

If you want to further customise the content, templates can be built by Locatify or clients can create their own templates using HTML5 and CSS. [See HTML Template Documentation.](#)

For custom template designs, please send designs in PSD, EPS or XD format. Fully custom template costs are subject to receipt and approval of design.

Common templates are listed below:

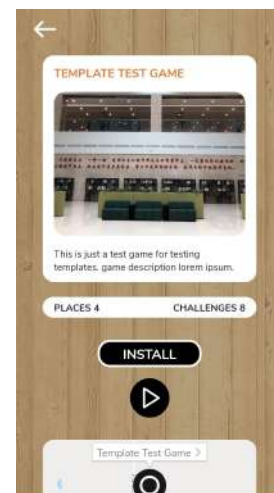
3.1.1) Tour Info (download) page

Tour info template should include:

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



Default page



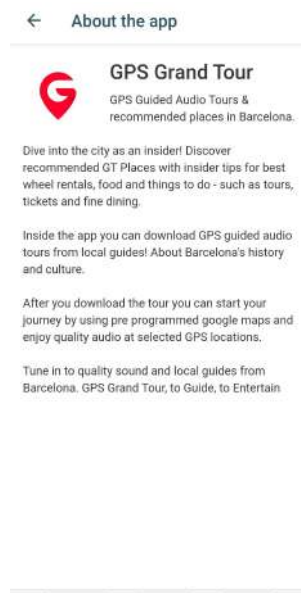
Custom page

3.1.2) About the app page

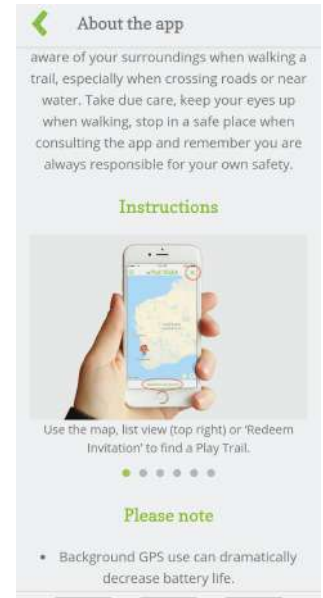
This page is mandatory for branded apps and is used to describe the purpose of the app.

Common information could include:

- Info to help the user
- Credit to Locatify or other contributors
- Copyright info
- Privacy policy



Default page



Custom page

3.1.3) Point Content (tour)

This template is used for customising the content that is triggered in a tour or game.

Default template includes:

- text title and description
- Photo image
- Audio file

Premium template examples include: embed a YouTube video or Spotify song, shop opening hours, image carousel and more.



Default page



Custom page

3.1.4) Challenge Found (Game)

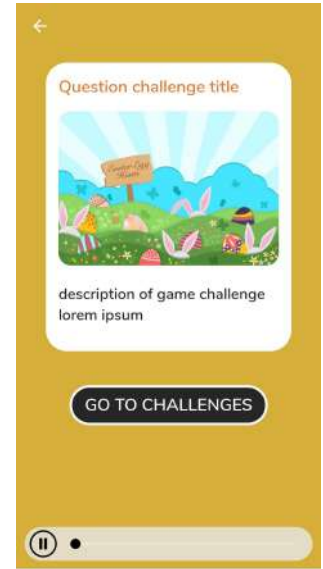
This template is used for customising what is shown in a game before a challenge is played. The point is triggered either by location-triggering or by the user clicking on the point/station on the map.

Default template includes:

- text title and description
- Photo image
- Audio file



Default page

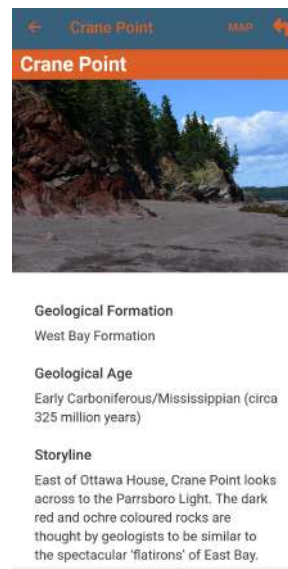


Custom page

3.1.5) Map Markers (Services or Points of Interest)

Information for local points of interest or service such as food or accommodation. Only applicable for Menu and Tile apps.

Map Markers can be shown in a list with categories or on a map, and can be optionally used as additional info points inside a tour or game.



Example 1



Example 2

3.2) Custom Pins and Map Markers

Custom pin icons are used for 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.

Format: PNG image with transparent background.

Size: Recommended height 130px, minimum height 36px - 256px.

Note: The location on the map will be the bottom center of the pin image.

Example: (medium)



Example: (small)



3.3) Map Marker (services) category and subcategory icons

Map Markers categories are used to identify different types of map markers and applicable for Menu and Tile templates.

Format: PNG image with transparent background & single color icon

Size: Minimum width 256px

Example: Category: "Accommodation" and Sub-categories: "Camping hotels, hostels."



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