

Visual Element Specifications

App Store

Guidelines for App Icons,
App Previews, Screenshots, App
Localization and Custom Product Pages.

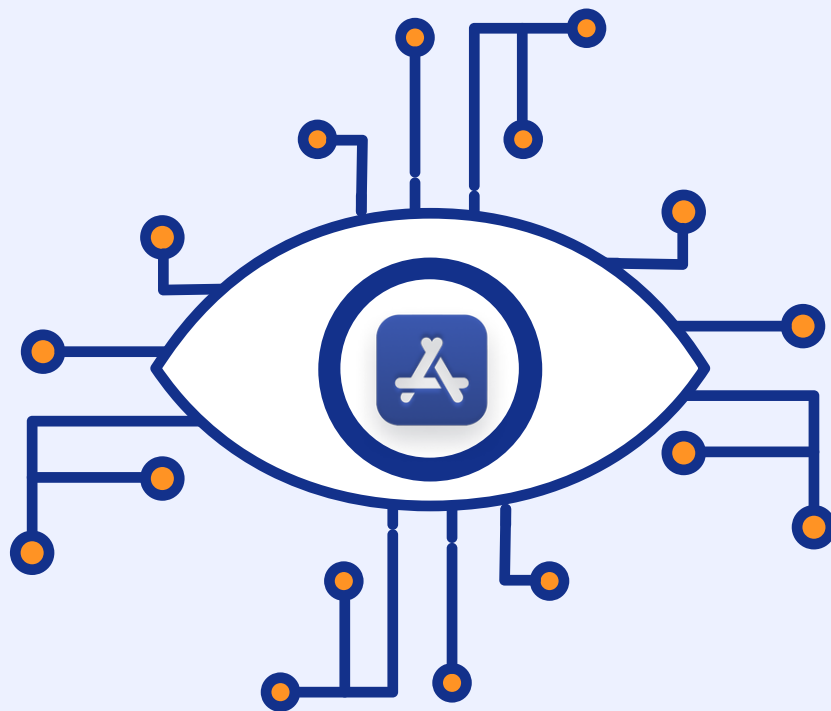


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App Icon

Your app icon is one of the first elements of your app that users see, so it's essential to make a strong first impression that communicates your app's quality and purpose. Work with a graphic designer to create an icon that is simple and recognizable.

Try testing different options to determine which icon is the most recognizable and meaningful to your target audience. To ensure the icon is legible in all sizes, avoid adding unnecessary visual details.

- Keep the background solid.
- No photos or screenshots.
- Do not round corners.
- Test what kind of icon works the best.
- clear, memorable, and understandable icon.



Specifications

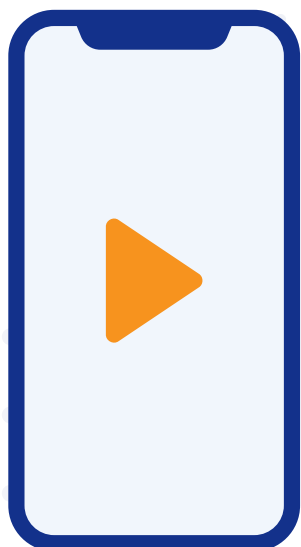
- Format: PNG
- Dimensions: 1024px by 1024px
- Square with no rounded corners

App Previews

An app preview demonstrates the features, functionality, and UI of your app in a short video that users watch directly on the App Store.

- Get Straight to the Point
- Show Actual Footage of Your App
- Make Sure People Can Understand the Video Without Sound
- Consider Small Screen Sizes
- Use the App Preview Video to Stand Out
- Test new video types

App previews autoplay with muted audio when users view your product page, so make sure the first few seconds of your video are visually compelling. The preview videos are not a ranking factor, but they can play a big role in your Apple app store optimization strategy.



Specifications

- Length: 15 to 30 seconds
- Max file size: 500 MB
- 5.5" = 1080px by 1920px
- 5.8"/6.5" = 886px by 1920px
- File Format: .mov, .m4v, .mp4

Screenshots

Apple is specific about showing how people use your app. All screenshots need to be taken from the app; that is, they need to contain the screens from the app.

As the data provider, you are responsible for everything you upload, so we suggest using only the elements over which you have intellectual property.

- Show and tell what your app does
- Put your main features in your screenshots
- Try to build a story with screenshots
- Localize your screenshots
- Fulfill the requirements for all iOS devices



Specifications

- 6.5-inch iPhone screenshots with corresponding portrait and landscape sizes
- 5.5-inch iPhone screenshots with related portrait and landscape sizes
- 12.9-inch iPad screenshots for 2nd and 3rd generation with related portrait and landscape sizes

App Localization

If your app is available in multiple languages, make sure to localize your app description, keywords, app previews, and screenshots, for each of the markets in which you offer your app.

You can also translate your app's name and tailor your keywords to reflect the values of each market so your app might better resonate with the local audience.

For example, if the primary language you select for your app in App Store Connect is English and it's the only language you provide, your app metadata in all App Store territories appears in English. If you localize your app metadata in French, the French localization displays to users whose language setting is French. The French localization also displays to users in territories where the App Store supports French but not English. Users can search for your app using localized keywords in all territories where the App Store supports French.



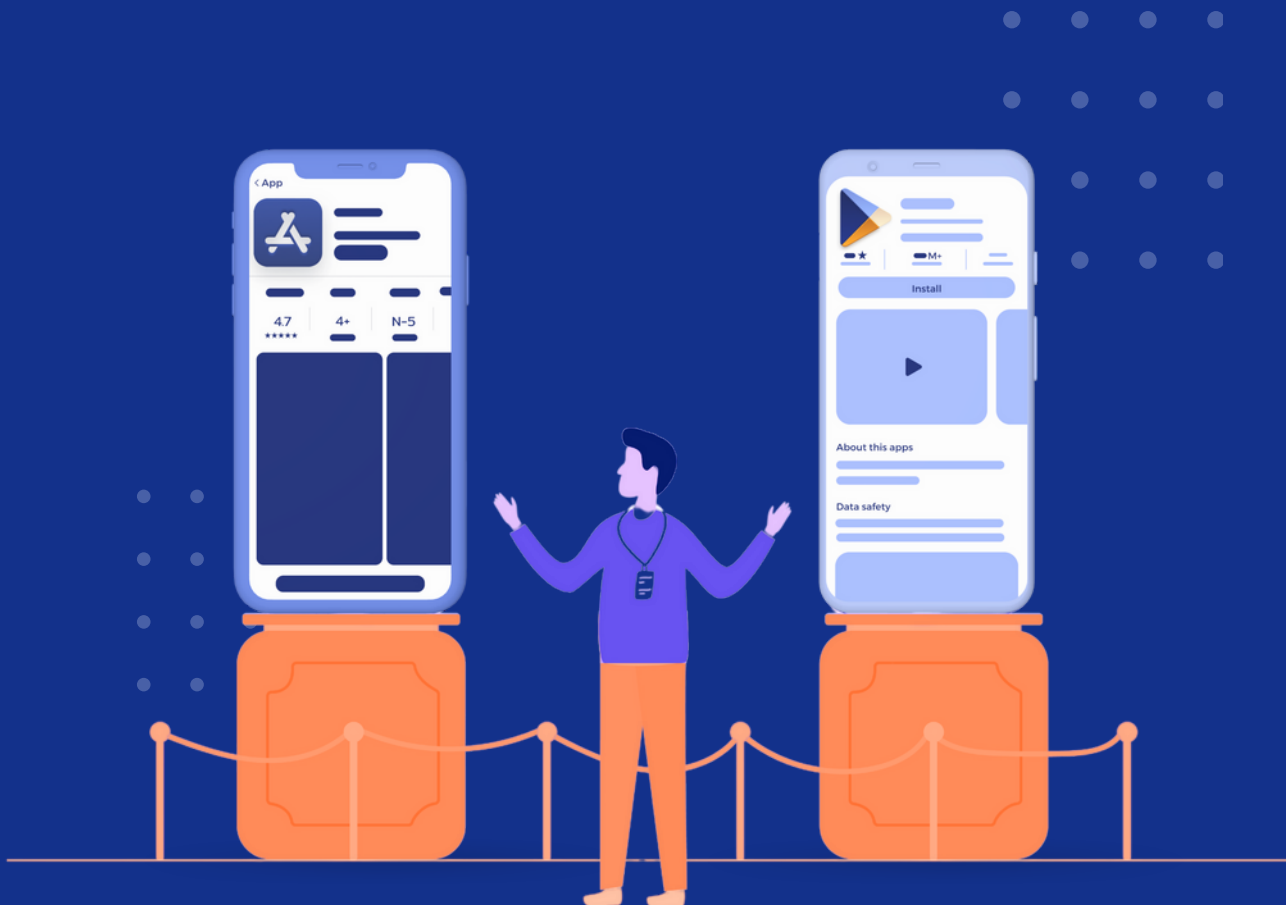
Custom Product Pages

Create additional versions of your app's product page to highlight specific features or content, discoverable through unique URLs that you share. Custom product pages can have different screenshots, app previews, and promotional text — and are fully localizable — so you can showcase a particular sport, character, show, gameplay feature, and more.

You can also use these pages to showcase seasonal or culturally relevant content. Each custom product page can include screenshots, promotional text, and app previews that are different from those on your default product page.

Once your custom product pages are live, you can measure their performance in App Analytics in App Store Connect. Under the Acquisition tab, you'll see product page impressions, downloads, redownloads, and conversion rates to understand how effective each page is at encouraging app downloads.





THANK YOU



Be sure of getting discovered by potential users. Result oriented ASO Strategies developed by ASO Experts.

Get Started Today!



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