

Visual Element Specifications

Google Play Store

Guideline for
App Icons, Promo Videos,
Feature Graphics & Screenshots.

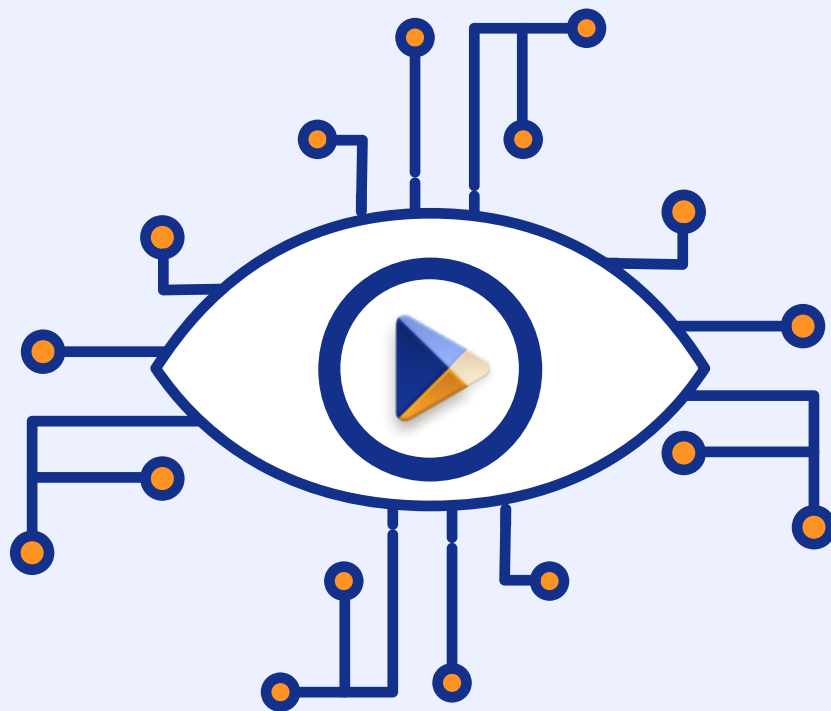
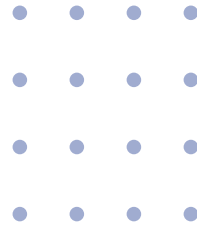


TABLE OF CONTENT



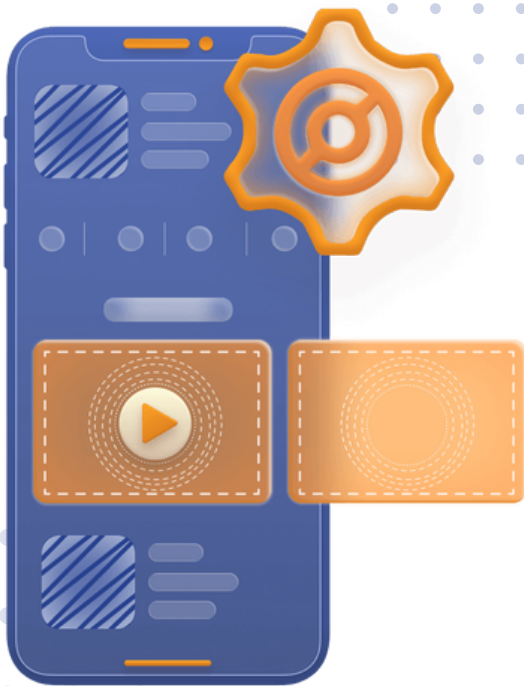
- A.** Feature Graphic
- B.** App Icon
- C.** Promo Video
- D.** Screenshots

Feature Graphic

A feature graphic for the Google Play Store in 2023 is a highly engaging and visually stunning image that represents the essence of the app being showcased.

The feature graphic incorporates the latest design trends and technologies, including 3D graphics, animation, and augmented reality. It is optimized for various screen sizes and resolutions, ensuring that it looks great on all devices.

It is a critical element for attracting a larger audience and standing out from competitors.



Specifications

- JPEG or 24-bit PNG (no alpha)
- Dimensions: 1024px by 500px

App Icon

An app icon for the Google Play Store in 2023 is a simple yet memorable visual representation of the app. It's designed to be eye-catching, quickly recognizable, and convey the essence of the app's functionality.

Use designs that are unique and consistent with your brand to ensure that your app icon stands out and attracts users.

After the asset is uploaded, Google Play applies the rounded mask and shadow dynamically to ensure consistency across all app/game icons.



Specifications

- Final size: 512px by 512px
- Format: 32-bit PNG
- Color space: sRGB
- Max file size: 1024KB

Promo Video

A well-crafted promotional video is a critical element for increasing an app's visibility and attracting more downloads. It can be shared on social media, the app store listing, and other marketing channels to reach a wider audience.

It uses a combination of visual and audio elements, such as sound effects, voiceovers, and music, to create a memorable and engaging experience.

To be eligible to appear in in-game collections displaying promo videos on Google Play, game trailers must be in landscape orientation.



Specifications

- Length: 30sec to 2min
- Cannot be monetized
- The video must be a YouTube URL.
- Recommended Size: 1920px by 1080px

Screenshots

App screenshots highlight your app's most important and best features. This is the section where you persuade Google Play visitors to install your app rather than a competitor's. You're giving people a taste of what your app is about.

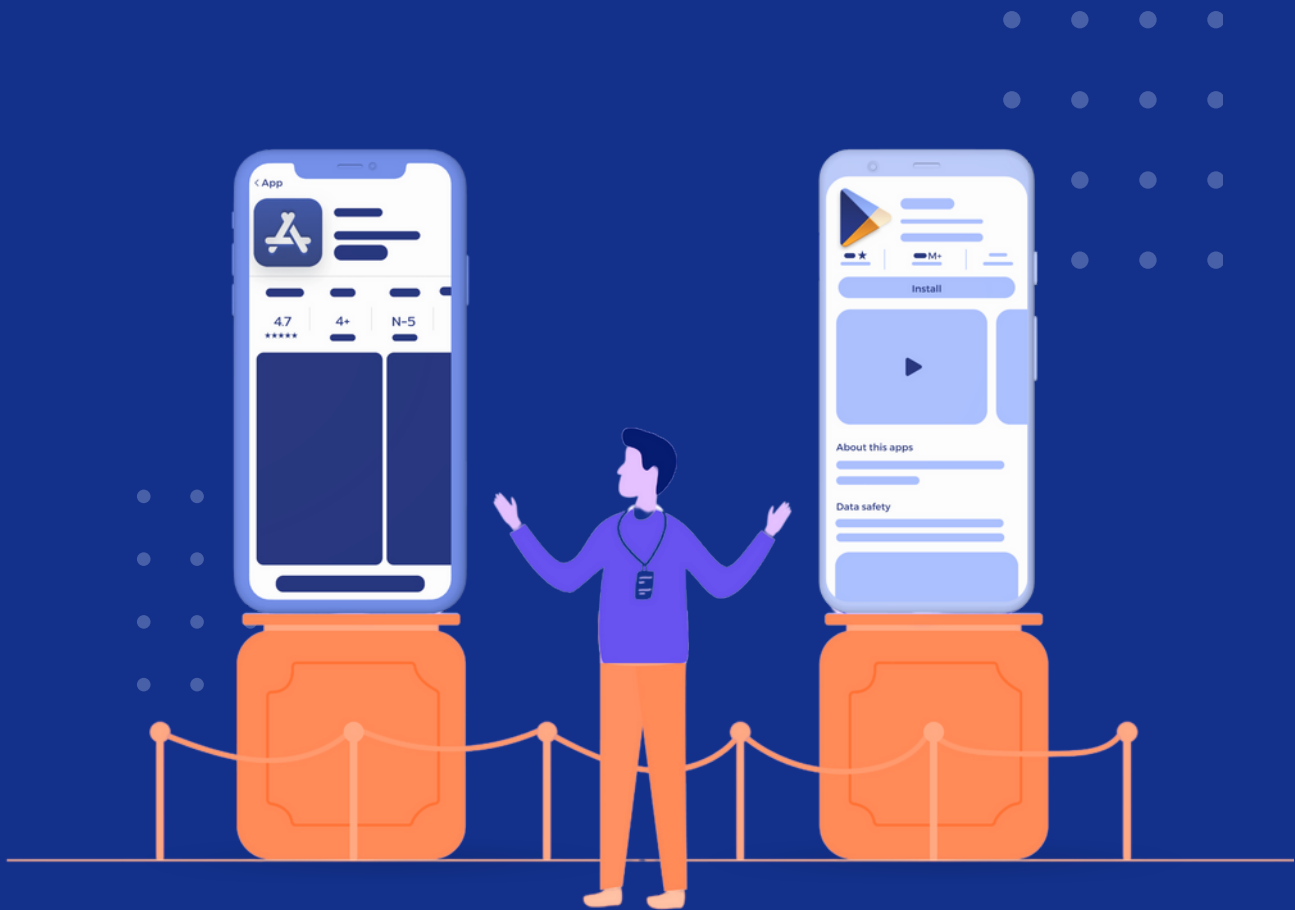
The screenshots are optimized for different device resolutions and sizes, ensuring that they look great on all screens. They incorporate the latest design trends, such as minimalist styles and bold colors, to stand out in a crowded app store.

To appear in in-game collections displaying screenshots on Google Play, games must have at least three landscape screenshots (16:9 aspect ratio).



Specifications

- Minimum of two app screenshots
- JPEG or 24-bit PNG screenshots with no alpha
- 320 px for min dimension
- 3840 px for max dimension
- 16:9 or 9:16 aspect ratio
- Max size of 8 MB per screenshot



THANK YOU



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

Get Started Today!



contact@aoneapps.com