

# NUTRITION ADDITION<sup>®</sup>

## Graphic Design Standards

### MENUS APP

After licensing the Menu App, you will have the ability to provide custom graphics for the app's launch image and icon for both iOS and Android. This guide will assist you in creating graphics that are the correct dimensions.

All graphics must be created in the RGB color space. If you elect to use your college's or university's logo, you must have permission to do so. Creative Minds, Inc. will not be held responsible for logo infringement or improper use of name on graphics you design. Should your college or university later object to the use of the logo or name on the graphics, Creative Minds will charge you a fee to make graphic changes and to update the app(s) on the Apple App Store and on Google Play.

# APP ICON

---

The app icon is what brands the app so that it is recognizable at a glance.

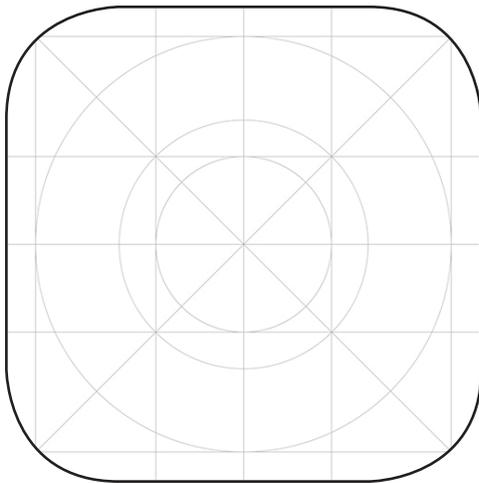
You will want to design an app icon that can be adapted to the guidelines supplied by both iOS and Android. The app icon should be consistent across platforms with the necessary nuances as described below.

## iOS

When preparing for iOS, the app icon should be a square graphic measuring 1,024 pixels wide by 1,024 pixels tall.

Do not apply rounded corners to this graphic and do not utilize transparency.

Submit a single PNG of your final icon created outside of any template.



**Figure 1.** Design grid for iOS icons.

# APP ICON (continued)

## Android

Android offers more options depending on the operating system flavor and user specifications. App icons were originally intended to be designed by the app developer using any shape desired. More recently the operating system has been trying to unify app icons for a more consistent experience.

Beginning in Android O (8.0 Oreo, API Level 26, August 2017), icons could be displayed in a variety of shapes across different device models. The three common shapes are rounded square, squircle, and circle.

Android uses “density pixels” (dp) which is a pixel number that is then multiplied by the density of the screen (i.e., 2x, 3x, 4x). App icons are to be sized at 108dp which means the highest-resolution screen (4x, xxxhdpi) will utilize an icon of 432 pixels by 432 pixels.

Google Play requires an icon of 512 pixels by 512 pixels.

If you are designing with vectors, an artboard measuring 108 pixels by 108 pixels will suffice, as it can be scaled to any size. If designing in pixel-perfect programs, consider developing on a canvas at 5x (although that screen density isn’t presently available by device manufacturers) which measures 540 pixels by 540 pixels. You can then scale down for Google Play and for the app itself.

An image should measure 108dp; the image’s recommended safe area measures 72dp. The image will then be masked by whatever shape (rounded square, squircle, or circle) that the user’s operating system is set to utilize. If utilizing the safe area recommendations, your image will need a margin of 18dp on each of the 4 sides.

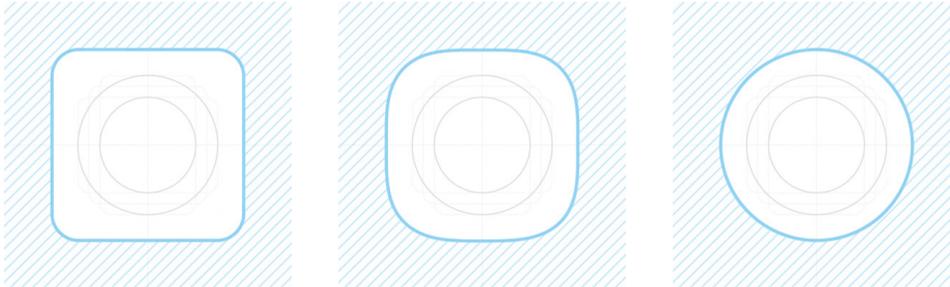
Reference the table below to ensure you are designing your app icon correctly.

Screen Density	Layer Size (px)	Inner Safe Area (px)	Margin (px)
1	108	72	18
2	216	144	36
3	324	216	54
4	432	288	72
5	540	360	90

**Table 1.** Foreground dimensions.

# APP ICON (continued)

Keep in mind that design elements in the corners of the rounded square will be hidden in the circle.



**Figure 2.** Keyline shapes within various icon masks depending on device.

Submit two PNG files of your final icon created outside of any template. Name these foreground and background.

If you do not wish to utilize the parallax or pulsing visual effects, submit one PNG file adhering to the foreground layer size, safe area, and margins without transparency.

## *Design Tips*

**Use a simple background.** Do not clutter the background. Instead, use a single color or a subtle gradient to compliment your main graphic.

**Avoid using text.** Only use words when they are essential or part of a logo. Since the app's name will appear below the icon on the Home screen, do not include non-essential words that become repetitive.

**Do not incorporate hardware images.** Using Apple or Android hardware in an app icon is discouraged, as the icon cannot be universally recognized across the two operating systems.

**Ensure details scale appropriately.** Icons will eventually be scaled to sizes as small as 20px by 20px, so double-check details that might get lost or become blurry as the icon shrinks in size.

**Don't add borders.** If your background is white, iOS will automatically add a border in the Settings app and in the App Store.

# LAUNCH IMAGE

Two launch image sizes are required for phone apps:

- 1,242 pixels wide by 2,688 pixels tall (iPhone X, XR, XS, XS Max, 11, 11 Pro, 11 Pro Max)
- 1,242 pixels wide by 2,208 pixels tall (iPhone 5/5c/5s/6/6s/SE/7/8; iPhone 6/6s/7/8 Plus)

Phones only launch in portrait mode, so do not create a separate landscape graphic.

The iPhone X/11 series has areas at the top for the sensor housing (44 points; 132 pixels) and the bottom for the home button (34 points; 102 pixels). These areas will be utilized in the design, but will not be considered within the “safe area” of the visible design area. You will want to design into the top sensor housing area but not include critical design elements or information there.

Creative Minds will add a Nutrition Addition branding overlay at the bottom of the graphic you supply.

This overlay will consist of an area the entire width of the image and 174 pixels tall. The top 12 pixels will consist of a solid rule (line) of one of your primary branding colors which you may specify.

Please leave this area clear from important design elements, but do not leave it blank. Extend your design into this area and to the edge.

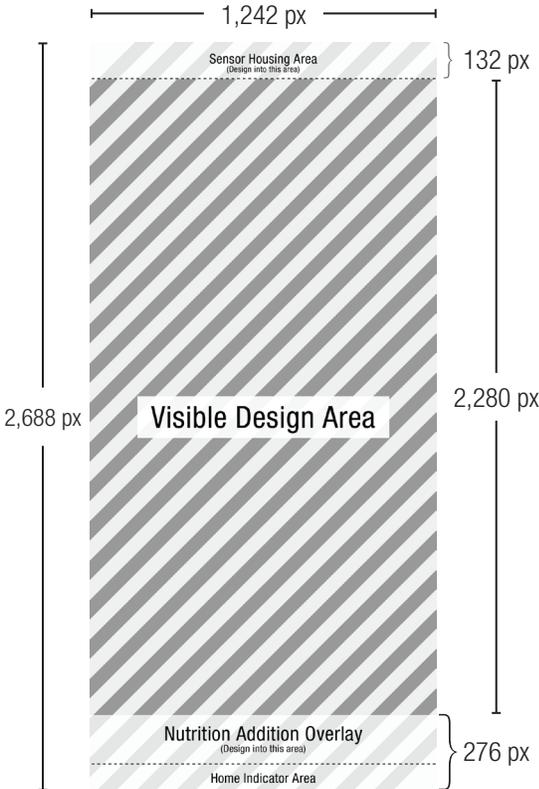


Figure 3. Launch image template at 1,242 by 2,688 pixels.

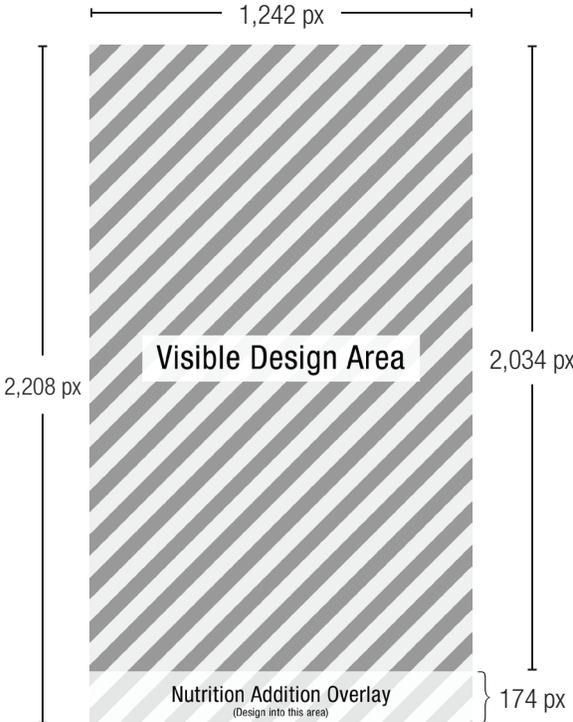


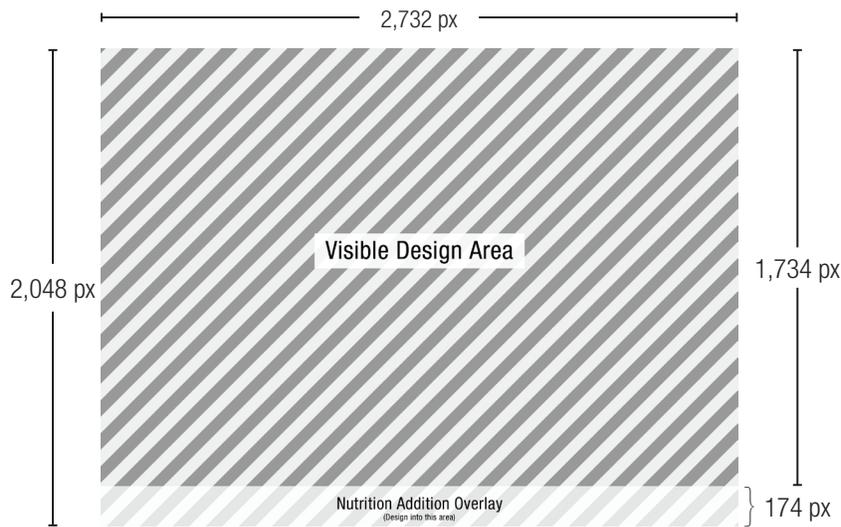
Figure 4. Launch image template at 1,242 by 2,208 pixels.

# LAUNCH IMAGE (continued)

One landscape launch image size is required for tablet apps:

- 2,732 pixels wide by 2,048 pixels tall (12.9"/10.5"/9.7" iPad Pro, iPad Air, 7.9" iPad mini 4)

The 11" iPad Pro and the 12.9" iPad Pro (3rd generation) do not include a physical home button. Normally we would leave space for the on-screen home button area, but due to the large size of the screen, the Nutrition Addition Overlay will not be obstructed.



**Figure 5.** Launch image template at 2,732 by 2,048 pixels.

# **LAUNCH IMAGE** (continued)

---

## *Design Tips*

**Use text sparingly.** Since the launch image will not be visible for more than a second or two, consider only using text to identify your organization and the app's purpose. Do not include lengthy text blocks.

**Do not incorporate hardware images.** Using Apple or Android hardware in a launch image is discouraged, as the launch image will be used on both operating systems.

**Do not insert the Nutrition Addition logo.** Creative Minds will apply the “Powered by Nutrition Addition” banner at the bottom of your launch image with our standard template. Your attempt to “help” will only slow down the launch of your app.

**Don't use season-specific imagery.** Since the launch image cannot be changed except through a new version release, seasonal imagery is discouraged.

**Using imagery of individuals requires a model release.** Using the likeness of an individual on your launch image will require you to keep a model release on file for the lifespan of your app. This will need to include the name of the individual and their consent for you to use their likeness. If you opt to use a stock photograph of an individual, the model release is not necessary as it is already on file with the stock imagery provider.