NUTRITION® ADDITION

APP GRAPHIC GUIDELINES

GETTING STARTED

After licensing a Nutrition Addition® product, you will need to provide custom graphics for the app: a **launch image** and an **app icon**.

This guide will assist you in creating graphics that are the correct dimensions.

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 your app(s) on the Apple App Store and on Google Play.
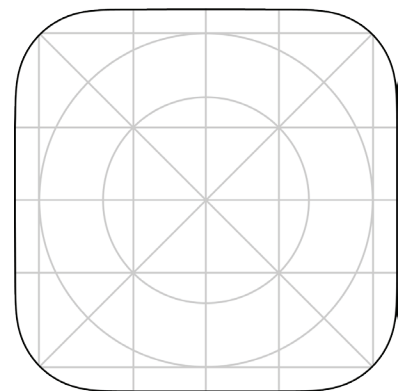
APP ICON

The app icon with its central graphic 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.

Begin with a template for the app icon that is 1,024 x 1,024 pixels square in the RGB color space.

Ensure the central graphic has enough padding from the edges. Design any background elements from edge to edge.

Initially, create an opaque graphic with no transparency.

Design grid for iOS icons.

Appearances

Light Mode.
When a user's device is in Light Mode, your app icon appears as you originally designed it. The operating system will not modify it other than masking the corners.

Example app icon.

Dark Mode.
Designing for Dark Mode requires attention be paid to the way your app icon will appear in context with other app icons and with system icons.

You may elect to adjust your app icon's background to a dark version of your original design and to make any adjustments to the main icon to produce a more subdued appearance.

Alternatively, a transparent background is allowed. When a transparent dark icon is supplied consisting of only an opaque central graphic, iOS will provide a background gradient and will composite your dark icon with the background.

The supplied background progresses from `rgb(49,49,49)` [`#313131`] at the top to `rgb(21,21,21)` [`#151515`] at the bottom.

You provide a transparent dark icon.
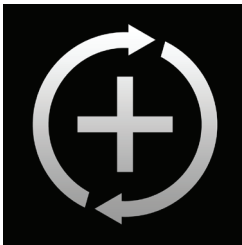
The system provides the gradient background.

The system composites your dark icon on the gradient background.

Tinted Mode.

Tinting icons requires a fully opaque graphic produced in grayscale.

The system will utilize the grayscale values to determine how to apply transparency via an alpha channel. Fully black pixels will become transparent.

The same Dark Mode gradient background will be composited with your icon after a tint color is applied to the grayscale image. The result is a tinted app icon.

You provide a fully opaque, grayscale icon.

The system provides the gradient background.

The system generates a tinted icon, compositing your grayscale icon on the gradient background.

Examples:

Android Considerations.

Android offers various icon shapes depending on the operating system flavor and user specifications.
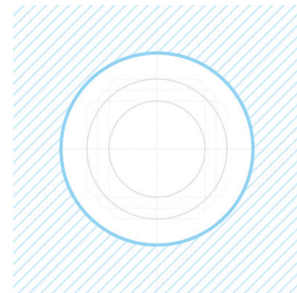
App icons were originally intended to be designed by the app developer using any shape desired. Beginning in Android O (8.0 Oreo, API Level 26, August 2017), icons could be displayed in a variety of shapes across different device models. The three common shapes are rounded square, squircle, and circle.
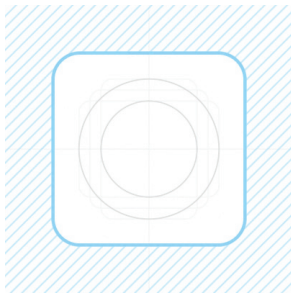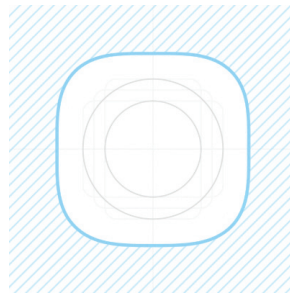
Rounded Square.   *Squircle.*   *Circle.*

We recommend working within the iOS design grid when designing your icon while keeping in mind that Android may clip the extreme corners of your design.

Best Practices

Embrace Simplicity.
Simple icons tend to be easier for people to understand and recognize. Find a concept or element that captures the essence of your organization, make it the core idea of the icon, and express it in a simple, unique way. Ensure details scale appropriately, as icons will eventually be scaled to sizes as small as 20 pixels square, so double-check details that might get lost or become blurry as the icon shrinks in size.

Avoid Text.
Text in icons is often too small to read easily, can make an icon appear cluttered, and doesn't support accessibility or localization. On a device's Home Screen, the app name appears below the icon which can lead to redundancy.

Use a Simple Background.
Do not clutter the background. Instead, use a single color or a subtle gradient to compliment your central graphic.

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. It is possible that either or both platforms may reject the app submission if actual iPhones or Android devices are included.

Do Not Add Borders.
If your background is white, iOS will automatically add a border whenever the icon is set against another white background (i.e., in the Settings app and in the App Store).

LAUNCH IMAGE

The Launch Image was originally intended to imply that the app was actively working while showing the user an interface similar to what would be presented when the app was fully loaded.

Not to miss a marketing opportunity, app developers soon decided to use the short time this image appeared to improve brand awareness.

Apple phased out iPad launch images years ago, but still requires them for iPhones. While Android never implemented an out-of-the-box method to include a full-screen launch image, developers managed to cobble together a way to emulate iOS.

You will need to provide launch images designed specifically for iPhone and for iPad; the phone launch image will be included in Android while this practice is still en vogue.

Dimensions

iPhone.

Two launch image sizes are required for phone apps:
- 1,242 pixels wide by 2,688 pixels tall (iPhone X, 11, 12, 13, 14, 15)
- 1,242 pixels wide by 2,208 pixels tall (iPhone 5, 6, 7, 8, SE)

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

The iPhone 14/15 series has an exclusion area at the top for the dynamic island (44 points; 132 pixels).

The iPhone X/11/12/13 series has an exclusion area at the top for the sensor housing (44 points; 132 pixels).

From the iPhone X onward, an exclusion area for the on-screen home indicator (34 points; 102 pixels) is used in lieu of the home button.


Dynamic Island

Sensor Housing

Home Indicator

iPhone 15   *iPhone 13*
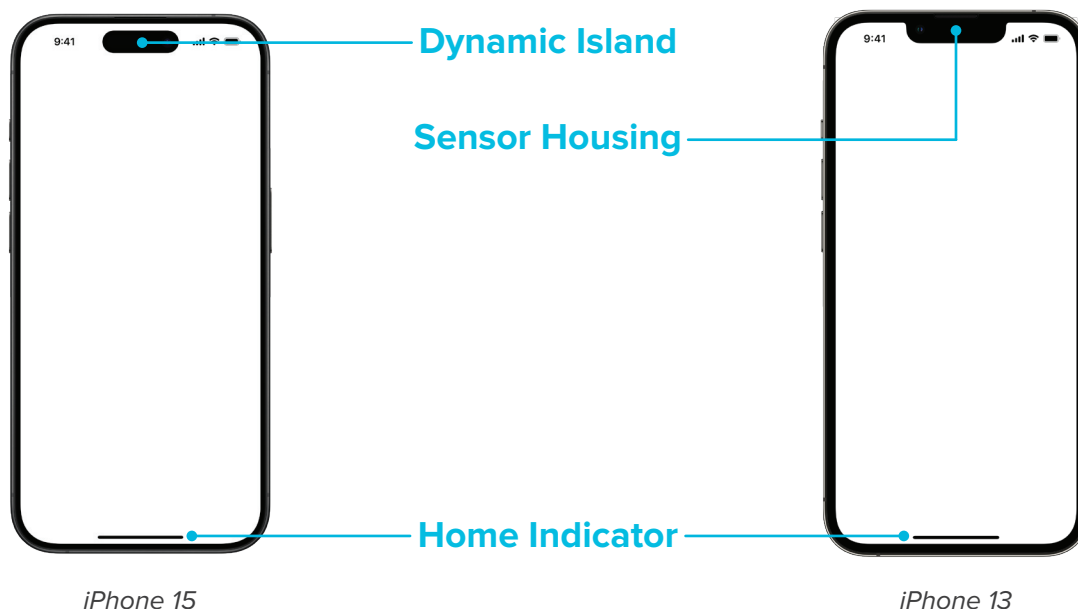
These exclusion areas will be utilized in the design, but will not be considered within the "safe area" of the visible design area. You will want to design into the top sensor housing/dynamic island area but not include critical design elements or information there.

Creative Minds will add an overlay at the bottom of the graphic you supply showing that the app is "Powered by Nutrition Addition."

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. Transparency is not allowed.
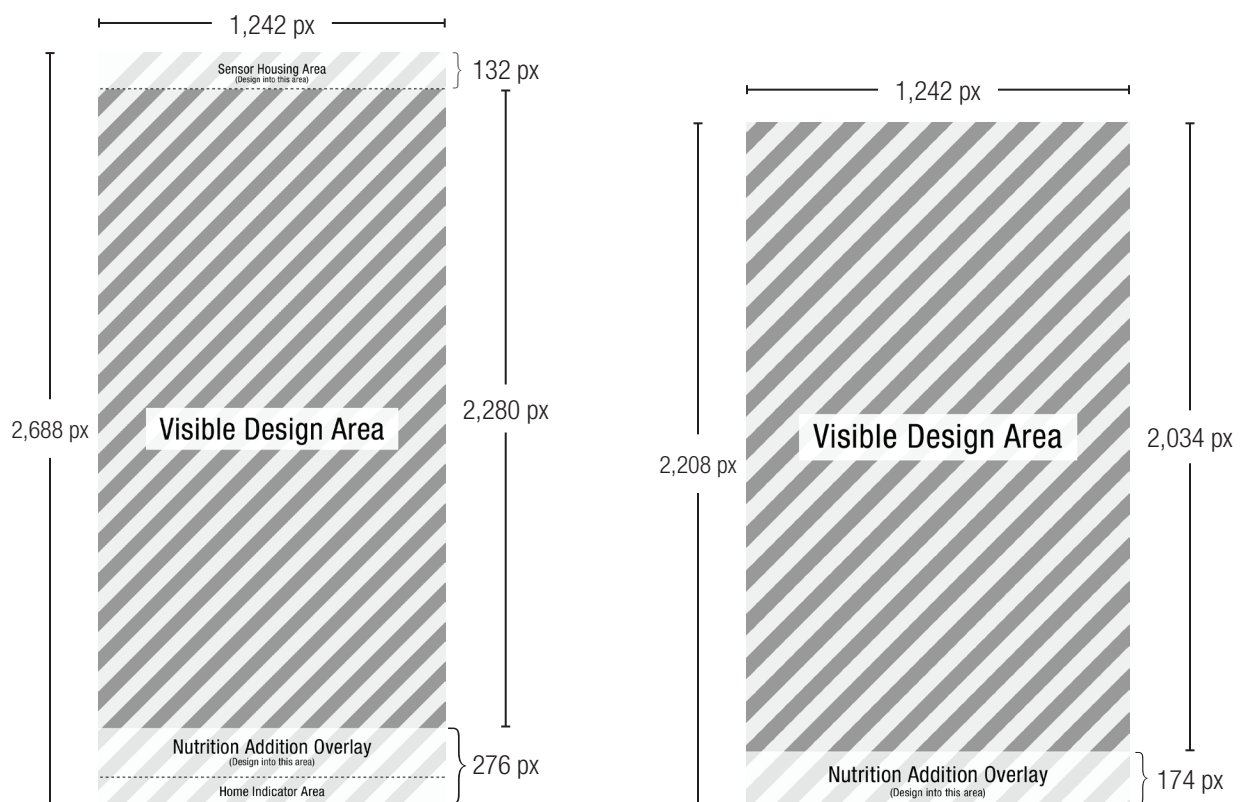
Launch image template at 1,242 by 2,688 pixels for devices with a home indicator area.

Launch image template at 1,242 by 2,208 pixels for devices with a physical home button.

iPad.
One landscape launch image size is required for iPad apps:
  • 2,732 pixels wide by 2,048 pixels tall

Some iPads in use will still have a physical home button while others will utilize the on-screen home indicator. Due to the large width of the screen, the Nutrition Addition overlay will not be obstructed on devices with an on-screen home indicator.

Extend your design into the area 174 pixels from the bottom and design from edge to edge, leaving it clear of important design elements. Transparency is not allowed.
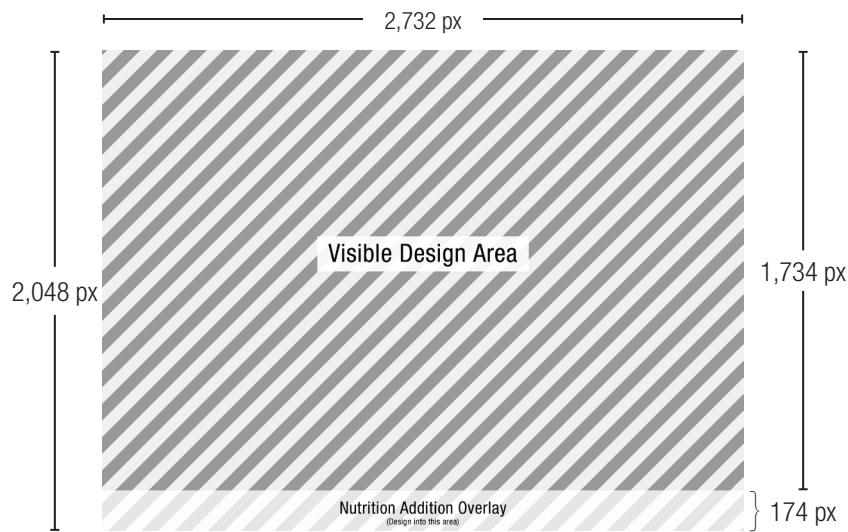
Launch image template at 2,732 by 2,048 pixels.

Best Practices

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.

Do Not 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.

DELIVERABLES

App Icon

Three PNG files (1,024px wide by 1,024px tall):
- ☐ Light Icon (opaque full color)
- ☐ Dark Icon (transparent background, optional but encouraged)
- ☐ Tinted Icon (opaque grayscale)

Launch Image

Three PNG files, 2 for iPhone and 1 for iPad:
- ☐ iPhone without home button (1,242px wide by 2,688px tall)
- ☐ iPhone with home button (1,242px wide by 2,208px tall)
- ☐ iPad (2,732px wide by 2,048px tall)