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CUSTOM APP

GRAPHIC REQUIREMENTS
MOBILE APPLICATION

Updated June 2021

MOBILE APPLICATION

INTRODUCTION

To get started on designing your mobile app, we'll need a certain number of graphic elements from you.

In this document, you will find detailed requirements for each of the graphic design elements needed to make up our mobile application.

If preferred, you can create your own mobile app designs provided they are the required specs. This way, you will have total control over the visual identity of your application.

Once your left menu is confirmed, use the *left menu descriptor doc* that can be duplicated to be updated and shared with your project/implementation manager.

Along with the *descriptor*, you will also find a mobile app checklist to assist you with making sure **all** assets are provided in order to create your mobile app.

ACCESS LEFT MENU DESCRIPTOR + APP CHECKLIST

To simplify the graphic design work, we can provide you with Photoshop templates which will allow you to send us your graphic elements in accordance with our basic specifications:

Files	Photoshop
Profile	sRGB IEC61966-2.1
Mode	RGB
Resolution	72 DPI

DOWNLOAD PHOTOSHOP TEMPLATES

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LOGO

Your logo is an essential resource for creating many of the visuals used in our applications.

SPECIFICATIONS

Format (your choice)	PSD	AI	EPS	PNG
Resolution	72 DPI			
Mode	RGB	Transparent Background		
Size (minimum)	1024x1024px			

IMPORTANT

- Please send us your logo with a transparent background to make it easier to use.

Example of a logo on a transparent background

SHAKASHAK!
MUSIC FESTIVAL

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TYPEFACE

If you wish, you can send us a personalised typeface that will be used for the left menu button text.

SPECIFICATIONS

Format (your choice)	.TTF	.OTF

For all the other screens, the typeface is pre-defined and cannot be changed. (There are some additional options with custom work at cost).

For your information, our default fonts are "Helvetica Neue" on iOS and "Roboto" on Android.

Roboto (Android)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
#0123456789

Helvetica Neue (iOS)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
#0123456789

Example of a personalised typeface on a left menu

COLOURS

We'll assign certain colours in your application based on your visuals.
If you want to set these yourself, you can inform us of your preferences for the following elements:

Colour 1
Menu bar background

Colour 4
Calendar bar - text

Colour 7
Favourites star - active

Colour 2
Menu bar - icons

Colour 5
Filter bar – background/text

Colour 8
Favourites star - inactive

Colour 3
Calendar bar - background

Colour 6
Application – text

Colour 9
General background

SPECIFICATIONS

| Format (your choice) | HEXA | RGB |

IMPORTANT

- Colour references such as Pantone, CMYK, RAL, etc. are not compatible with the colorimetric processes of our applications.

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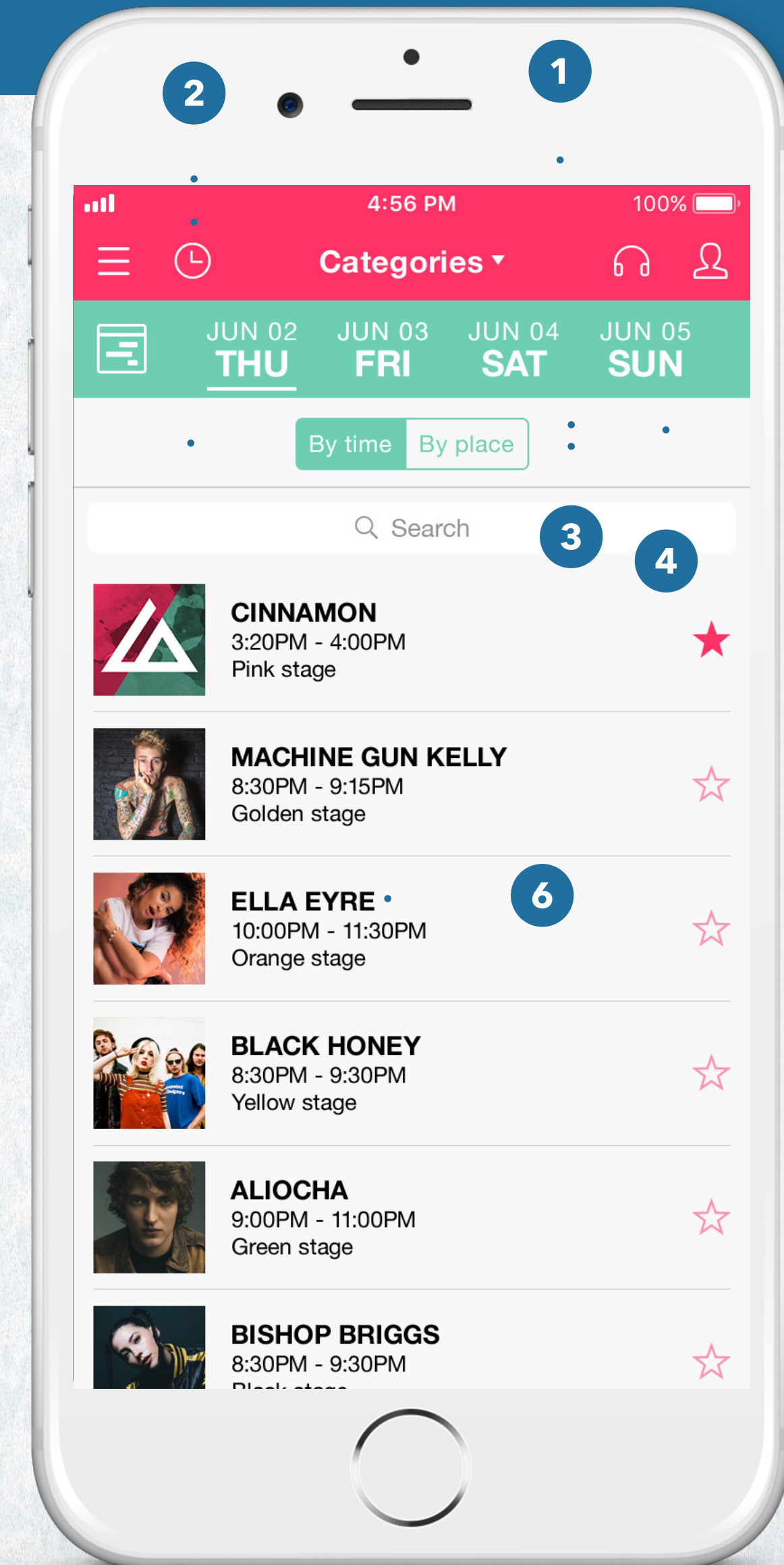
THE APPLICATION ICON

This icon is what you will see on your smartphone and will be used to launch your application. Given its small size, we suggest that you choose a simple visual, representative of your event.

SPECIFICATIONS

Format (your choice)	PSD	PNG
Resolution	72 DPI	
Mode	RGB	
Size	1024x1024px	

IMPORTANT

- **Please send your icon to us with square corners. Our system will take care of applying a mask that will automatically round the corners on iOS.**

Example of an application icon

iOS icon after the automatic mask has been applied

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THE APPLICATION ICON

The Android icon is different to iOS in that it is composed of two elements – a background and a foreground. These two elements combine to make up the application icon. We advise you to keep this coherent with your iOS icon.

SPECIFICATIONS

| Format (your choice)	PSD	PNG
Resolution	72 DPI	
Mode	RGB	
Size	512x512px	

IMPORTANT

- **Please provide us with your icon in two different parts, the background and the foreground.** PSD: elements on separate layers / PNG: elements in two different files.

- **Please note that the safety zone determines the display boundaries of the foreground. It is necessary because Android allows the application of shape masks on the icon itself.**

Background

Foreground

+
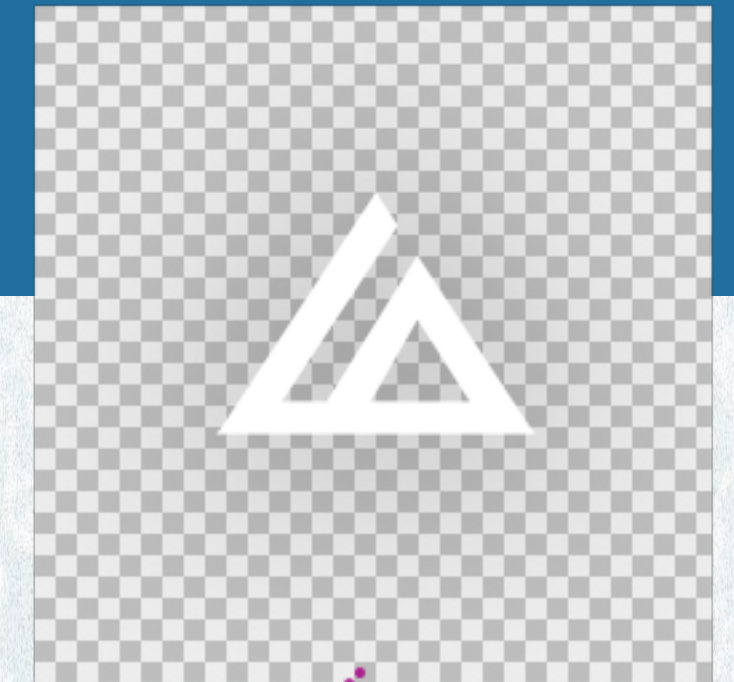
Result

Safety zone

Some possible variations in shape masks

Example of an Android application icon

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SPLASH SCREENS 🍎 iOS

Exclusive to iOS devices, the splash screen is the screen that appears when the application is first launched. It is needed in several sizes so it can conform to every type of screen used.

SPECIFICATIONS

Format (your choice)	PSD
	PNG

Resolution	72 DPI

Mode	RGB

Sizes	1125x2436px	1688x3654px
	1242x2688px	1242x2208px
	1536x2048px	

Only if your project includes the iPad version

IMPORTANT

- **If you have a multiproject app, it will display an identical splash screen for all languages; keep this in mind when you are creating the design.**

- **Please provide us with your splashscreen in two different parts, the background and the foreground (logo).** PSD: elements on separate layers / PNG: elements in two different files.

4:56 PM   100%

SHAKASHAK!
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Safety zone

Example of a splash screen

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The left menu is your app's main menu.

SPECIFICATIONS

Format	PSD
Resolution	72 DPI
Mode	RGB

Size	min. width 170px	max. width 554px	height 1334px

IMPORTANT

- Please send us a nicely organised Photoshop file with layers separated.

- Remember to send us the physical file of the typeface used for the buttons.

- The screen size used will have an impact on the menu display; part of the display may be hidden on some screens but still accessible by scrolling vertically.

- The content of this screen (header, buttons, footer) can be adapted from one language to another. If your project is multilingual, keep this in mind when designing it.

Width

Height

Example of a left menu

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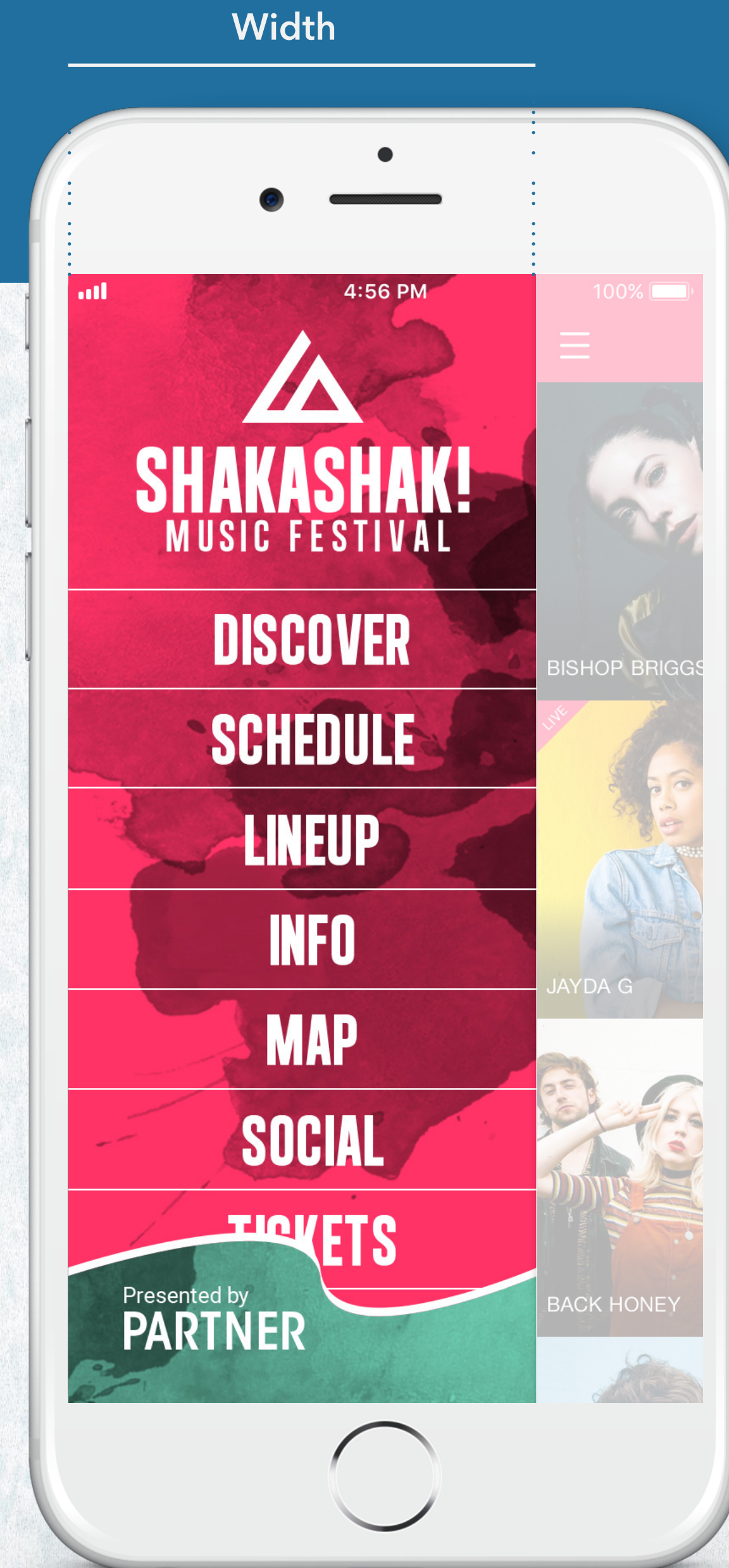
Here are our recommendations for the elements that make up the left menu.

SPECIFICATIONS

1. HEADER	Safety margin: 40 px Allow for a 40px safety margin at the top of the menu, which will allow you to display smartphone information such as time, battery level, etc.
2. BUTTON	Minimum height: 80 px Please comply with the minimum height specifications in order to offer enhanced browsing comfort.
3. FOOTER	**This may be used as a graphic element or for presenting a partner/sponsor.**
4. BACKGROUND	Height: 1334px

Safety margin

1

2

3

4
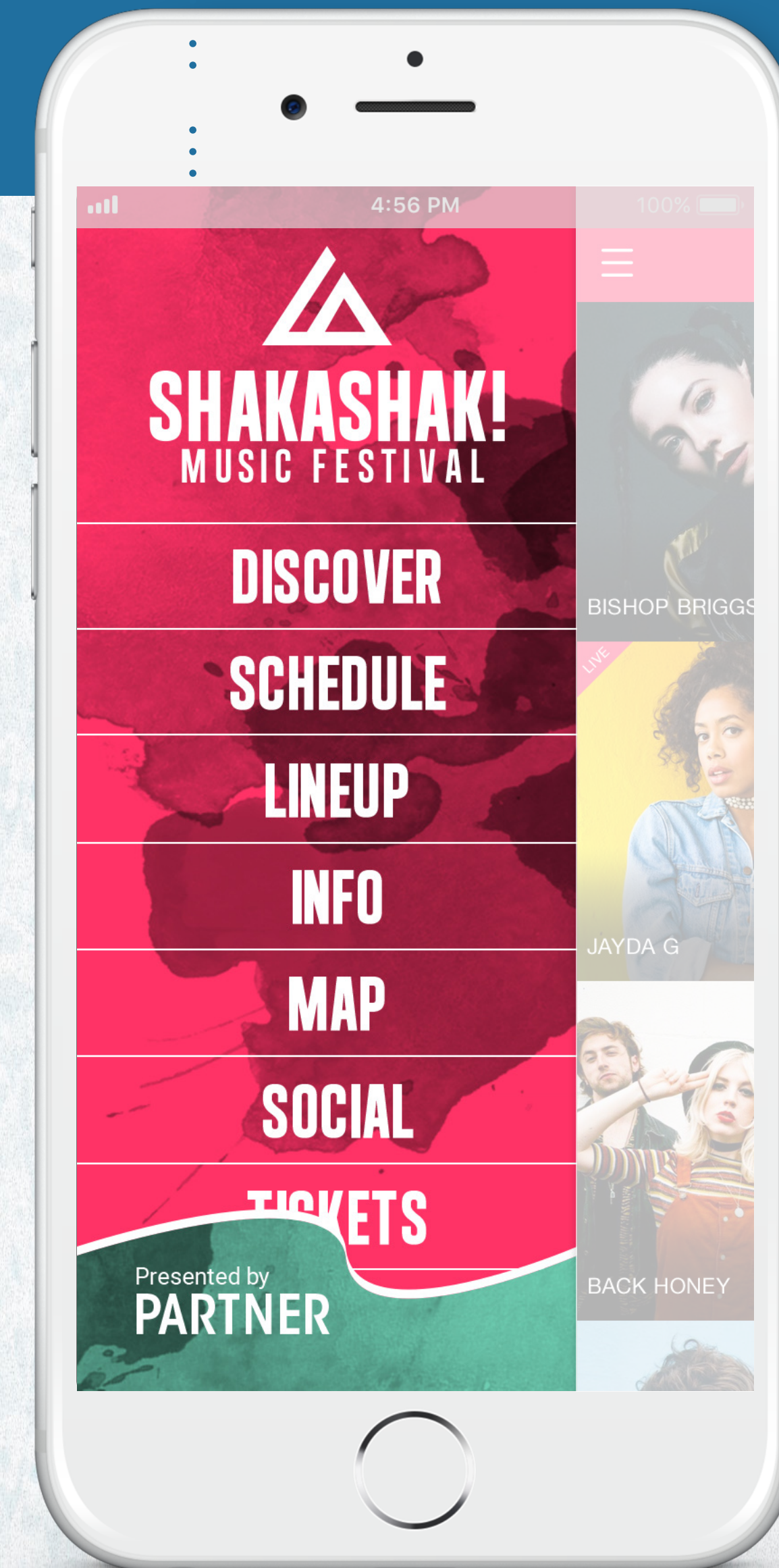
Example of a left menu

DISCOVER SCREEN HEADER

The header of the discover screen will allow you to communicate different kinds of information: display the dates of the event, display an offer, highlight a sponsor, give thanks, etc.

A discover screen header is created by default, but you can update it from our "gomanager" platform any time and as often as needed.
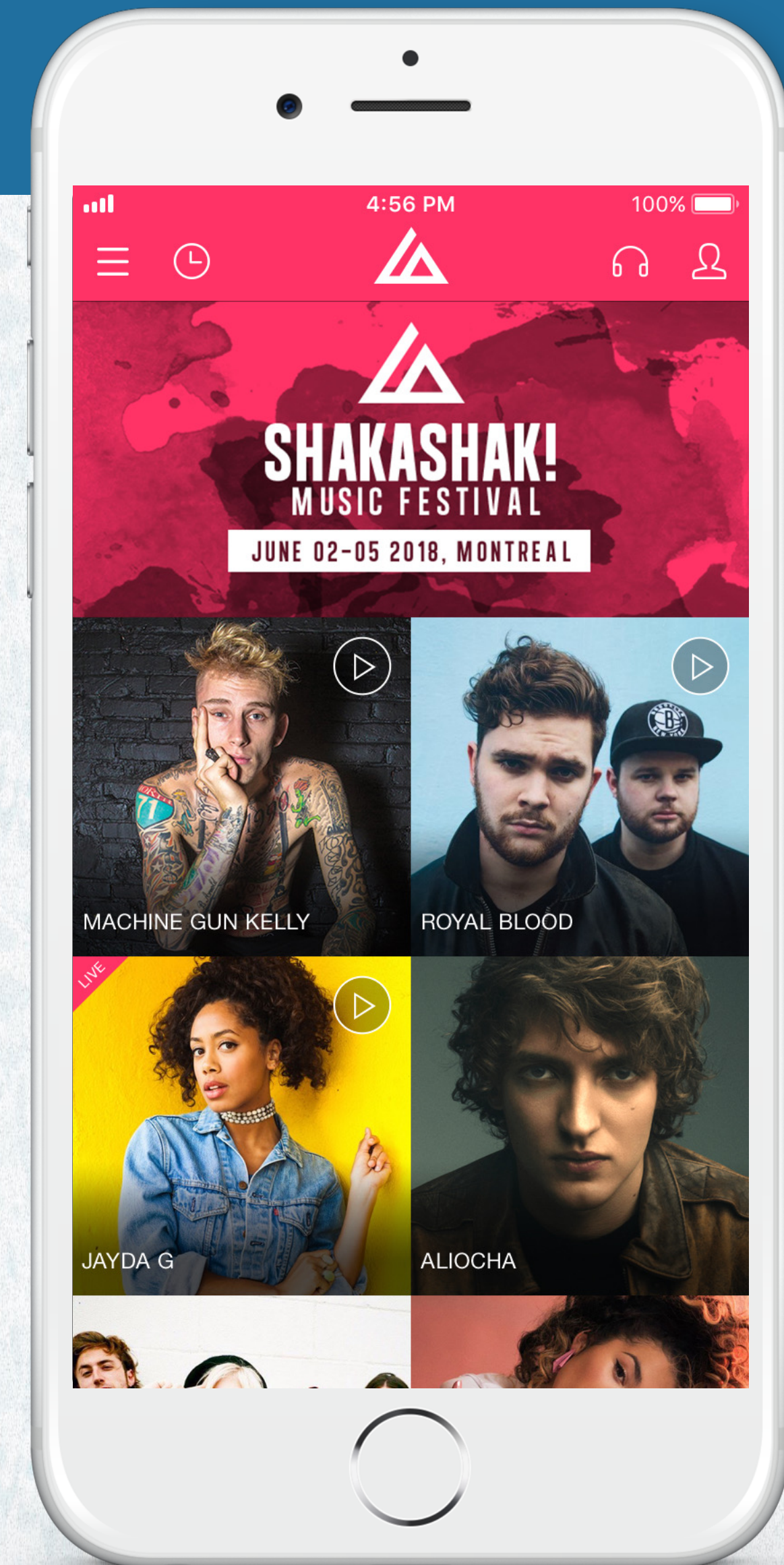
You can start creating it right now for later use.

SPECIFICATIONS

Format	PNG		
Size	width 640px	min. height 240px	max. height 1000px

IMPORTANT

- From « gomanager », access your discover screen settings through the « content » menu then select « screen settings ».

- You can create different headers for all the languages of the application.

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Example of the use of the discover screen header

DEFAULT IMAGES

When the image of an artist, location or event has not been added, a default image holds its place until it is updated via "gomanager".

These are the two recommended image sizes needed in order to optimize the display on the different views of the application (Artist description page, Discover page and A-Z list views).

SPECIFICATIONS

Format	PSD	PNG	JPG
Resolution	72 DPI		
Mode	RGB		
Size	480x320px	240x240px	

Example of a 480x320px default image - used for Artist description page and Discover (if horizontal images are specified)
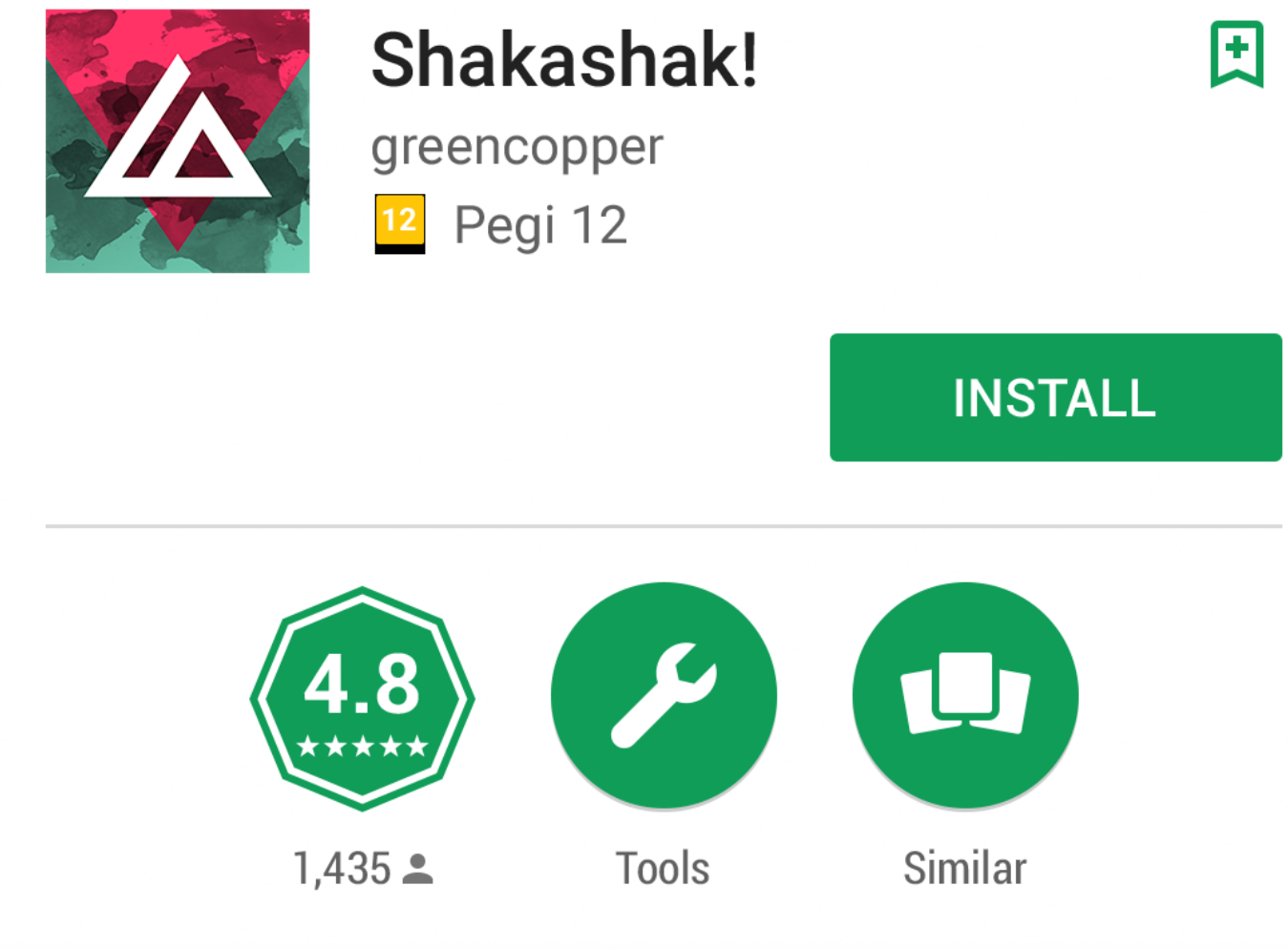

Example of a 240x240px default image - used for A-Z lists and Discover (if square images are specified)

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PROMOTIONAL IMAGE

The promotional image is used in the Google Play Store listing to give your app visibility.

SPECIFICATIONS

Format	PSD	PNG	JPG
Resolution	72 DPI		
Mode	RGB		
Size	1024x500px		

Example of a promotional image in Google Play Store
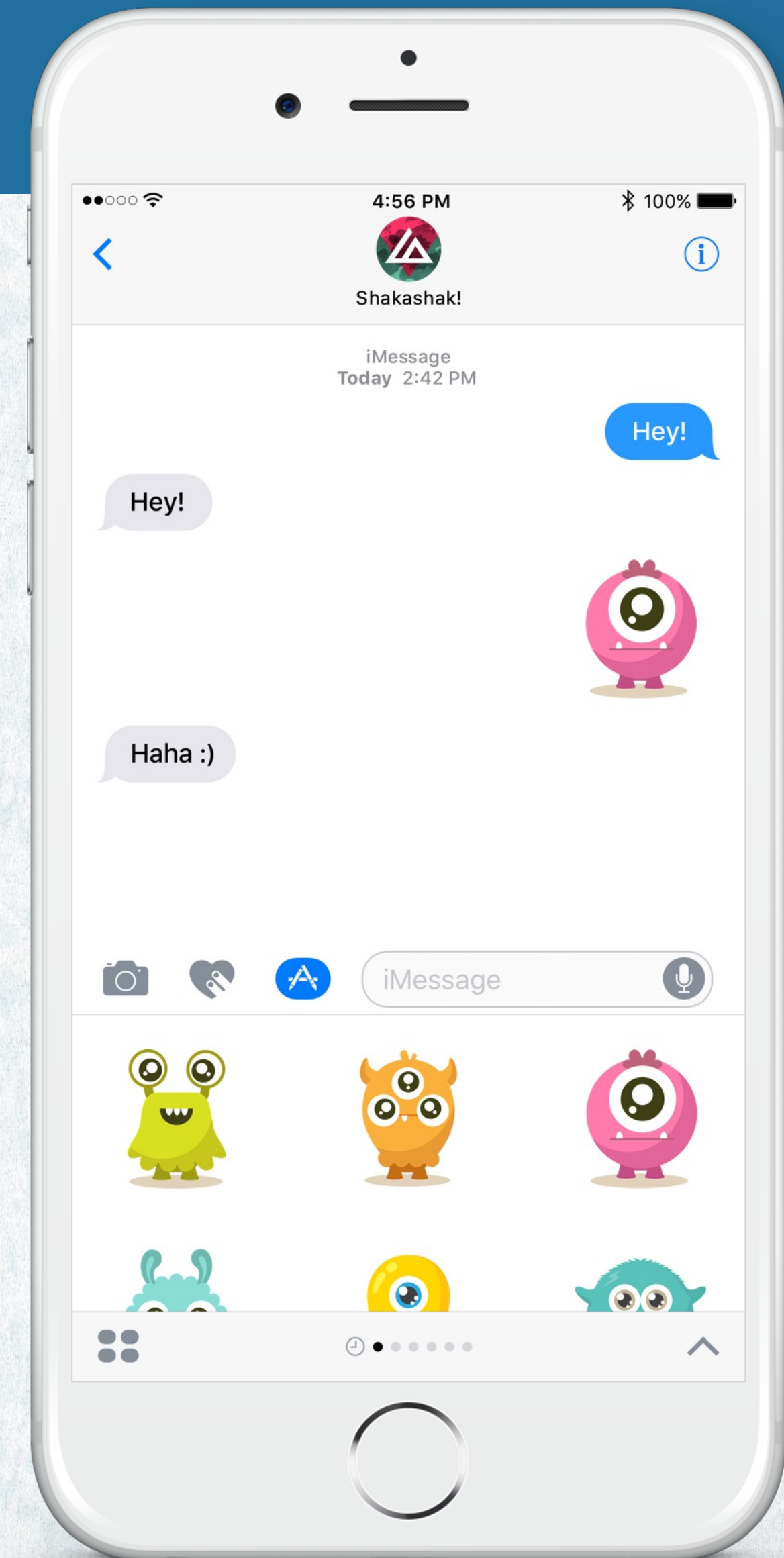
MESSAGE STICKERS

The "Stickers" feature is available on iOS only; please take note of the information below so that you can prepare the necessary files.

SPECIFICATIONS

Format	PSD	PNG	Animated GIF
Resolution	72 DPI		
Mode	RGB	Transparent Background	
Size	408x408px		
Quantity	Min. 6 stickers	Max. 32 stickers	

IMPORTANT

- **We cannot make any changes to an animated gif.**

Example of stickers in the Message app

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THANK YOU !