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## Branding Guidelines

Ex Libris can create branding assets for your app based on your institution's branding guidelines. If your institution does not have branding guidelines, provide the project team with as much information as possible regarding the branding you are interested in.

In addition to the institution's **branding guidelines**, a **list of** tiles (with the tile names) is also needed for the designer.

This guide is intended for graphic designers, App Manager users, and project managers. It outlines the individual Branding Assets which compound the branding process. If you choose to create the branding in-house, you will find all the needed information in this guide.

This guide will also be helpful if you wish to make changes after go live.

All dimensions are in pixels unless specified otherwise. The recommended image format is png.

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## All-Platform Assets

The assets discussed in this section span the different application platforms. These assets and branding will be applied across iOS, Android and the Responsive Web.

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### App Name

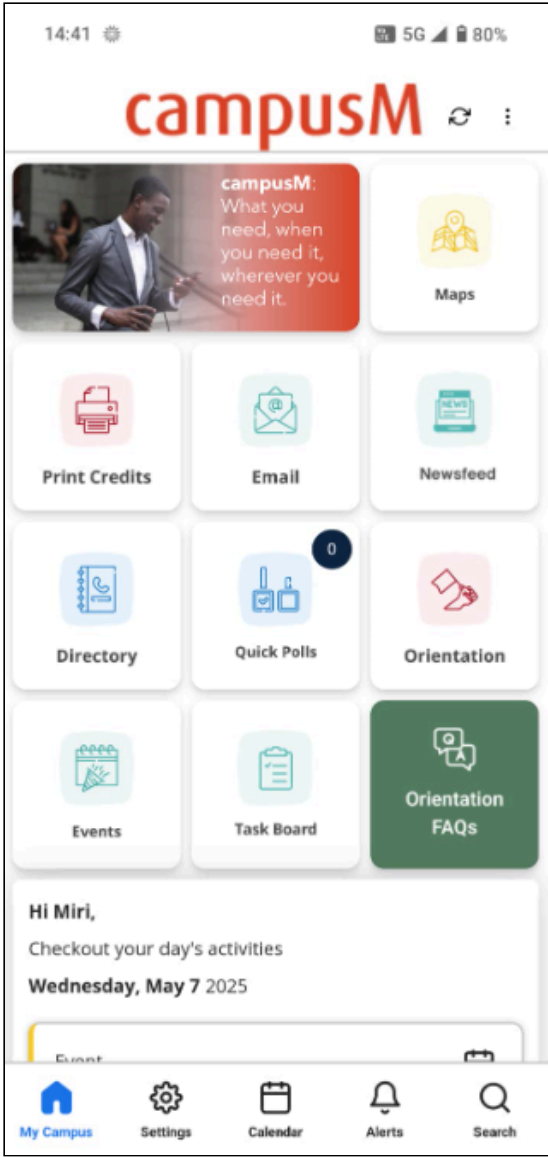
The app name is the title that appears under the icon on the device's homepage. This is the name that comes from the branding exercise.

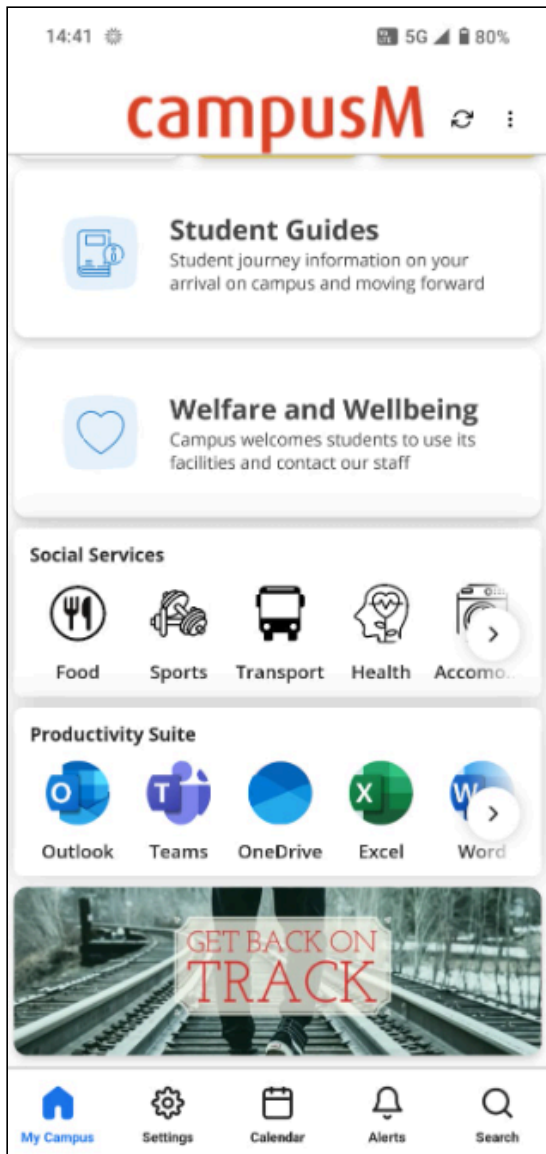
Item	Requirements/Restrictions
App Name	12 Characters

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### Homepage Tiles/Icons

Below are examples of two apps. The app on the left uses full images as tiles while the one on the right uses icons on top of black colored tiles. The shape of the tile image can be selected in App Manager.





Tile width and height can also be set. Tiles are measured in Tile Units. In these examples, the timetable has a width of 2 Tile Units. Homepage Banners are 3x1 Tile Units. Tile dimensions are in this table:

Height/Width (Tile Units)	1	2	3	4
1	180x180	180x375	180x570	180x765
2	375x180	375x375	375x570	375x765
3	570x180	570x375	570x570	570x765
4	765x180	765x375	765x570	765x765

Be aware that some devices do not support four columns. For these devices, the table is resized to 2 or 3 columns instead.

You can also set the hover color to change the tile color behind the icon when tapped or when the mouse hovers over the icon:



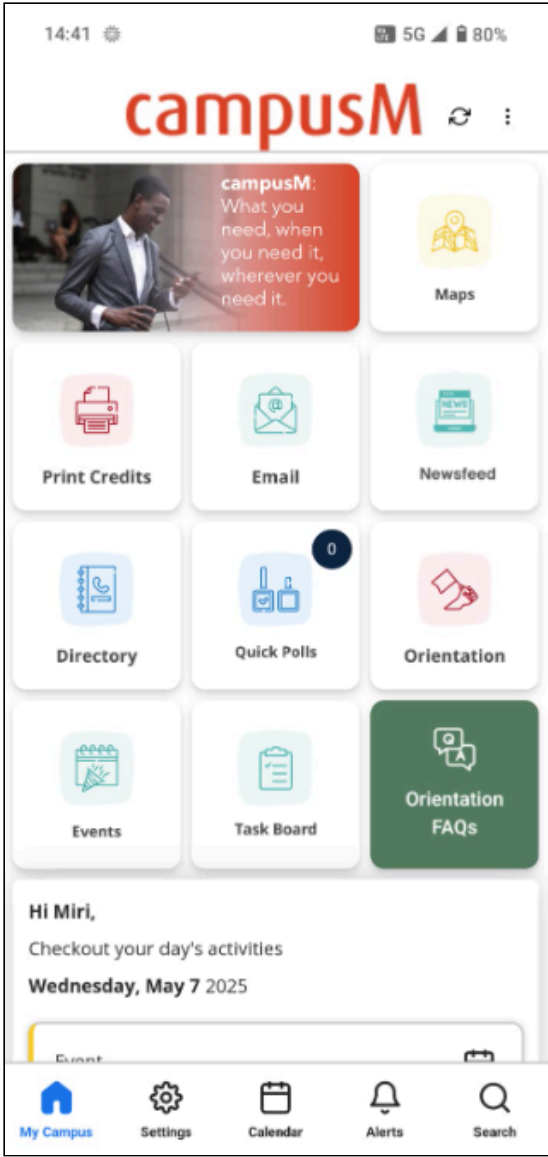
Note that when displaying icons on a tile, the Menu Option Text comes from App Manager. If you use a full image, ensure that you have the text as part of the image.

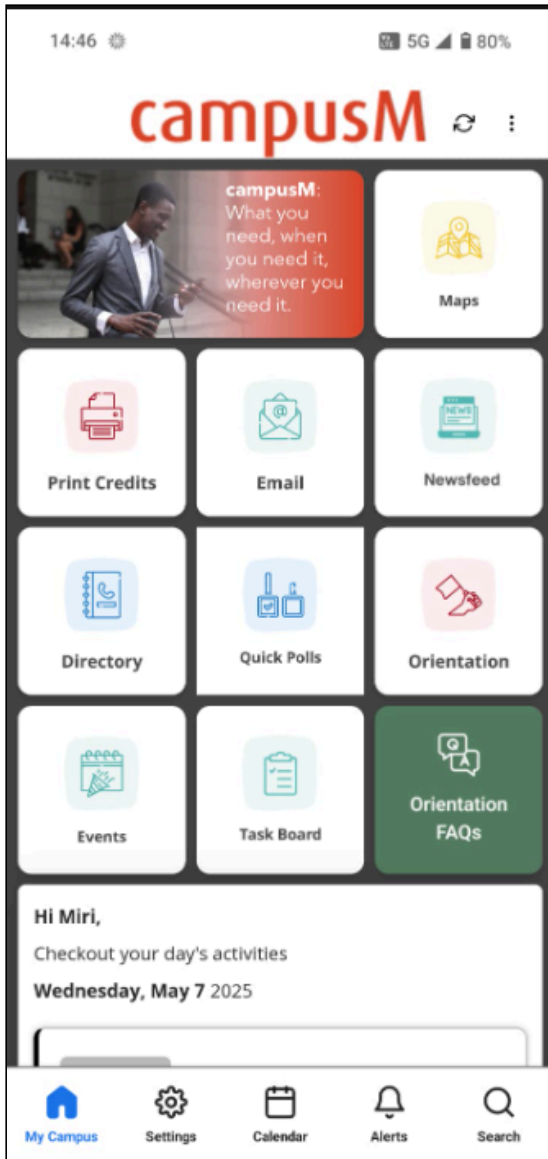
Item	Requirements/Restrictions
Icon on tile	120x120 Max: 50k
Tile color	Hex Value
Hover color	Hex Value

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## App Background Color

This is the color of the background, behind the tiles or images on the app.  
For example, below are two screenshots of the same app. One with white background and one with black background:

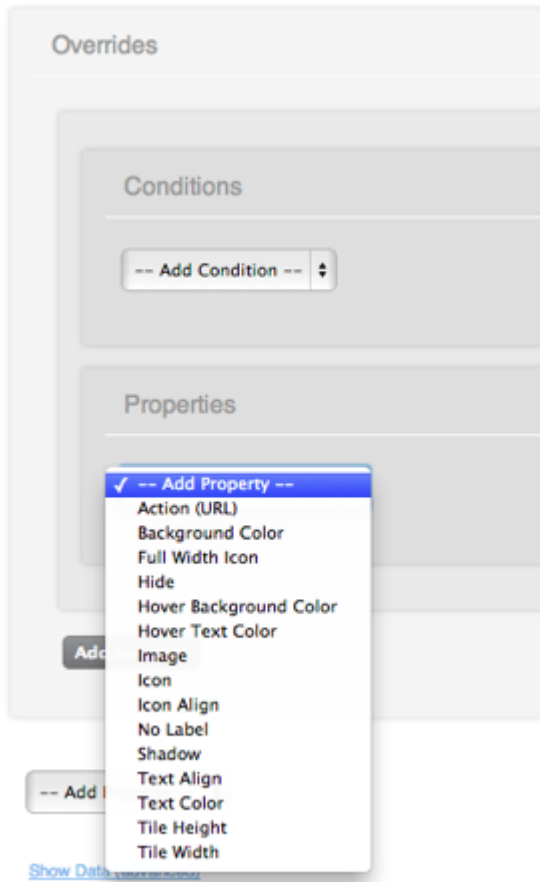




Item	Requirements/Restrictions
Background color	Hex value

## Overrides

Overrides enable you to customize all the above configurations depending on pre-defined conditions. These conditions include, for example, platform and screen size, allowing you to deliver completely different experiences depending on the end user's device. These conditions are set in App Manager. The conditions and properties are visible in the following screenshots:



## Recents Images

Recents images are currently not in use.

Item	Requirements/Restrictions
Recents Images (One per Menu Option)	120x120 Max: 50k

## Mobile Assets

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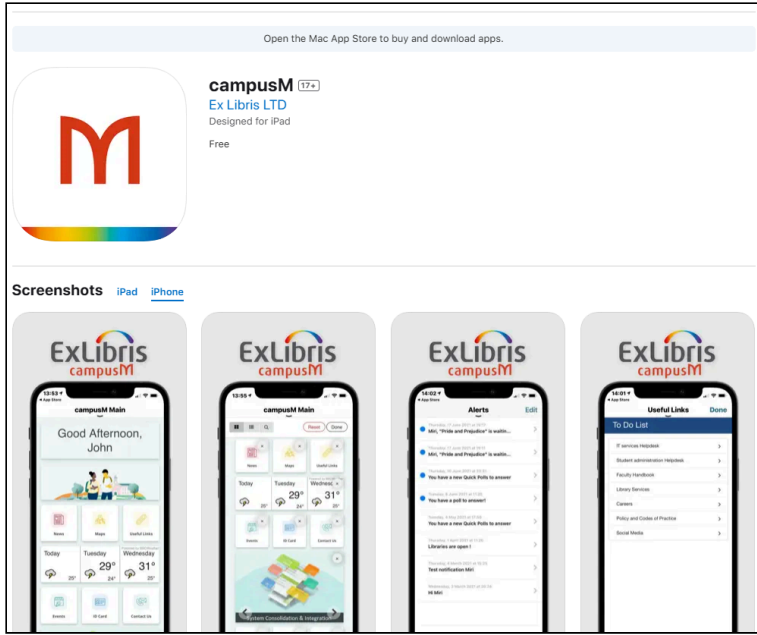
## App Icon

This is the image displayed above the app name on the home screen of the mobile device. This icon is also used in the App Store and in Google Play to represent the app. Different dimensions are required for app submission. Please also note that iOS automatically rounds the corners of all app icons, so you should avoid rounding the corners yourself in case it conflicts with Apple's rounding algorithm.

Please see here Apple's app icon general and transparency guidelines:

<https://developer.apple.com/design/h...ages/app-icon/>



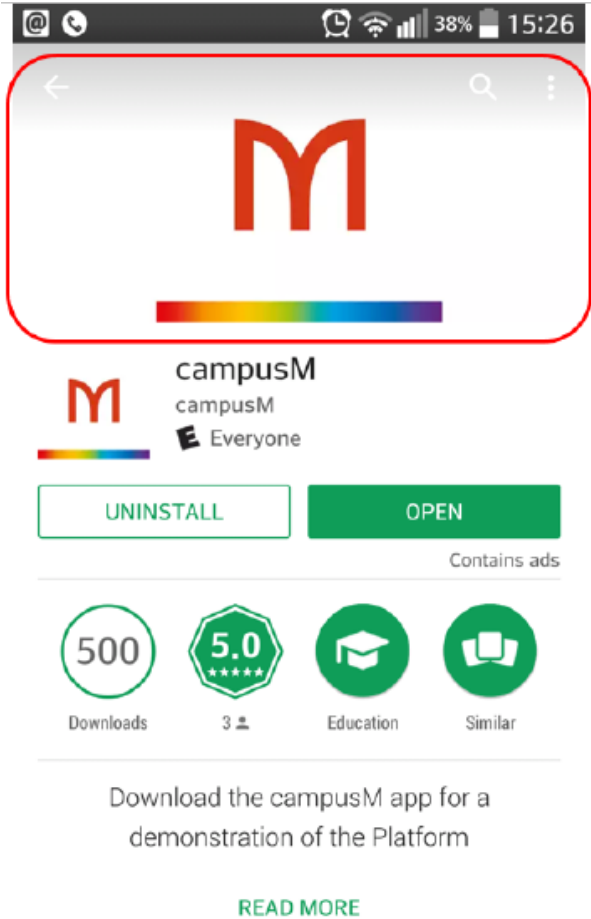


Item	Requirements/Restrictions
App Icon	Format: png 1024 x 1024 pixels <hr/> <b>Note</b> please note that all icons should be opaque.

## Android Feature Graphic

The feature graphic is displayed on top of the Google Play Store listing. [This link](#) provides additional information on the purpose of a feature graphic, and further links to Google provided design guidelines.

Item	Requirements/Restrictions
Android Feature Graphic	1024 w x 500 h JPG or 24-bit PNG (no alpha)



## Splash Screen

The Splash Screen is displayed when the app is first opened on iOS devices.

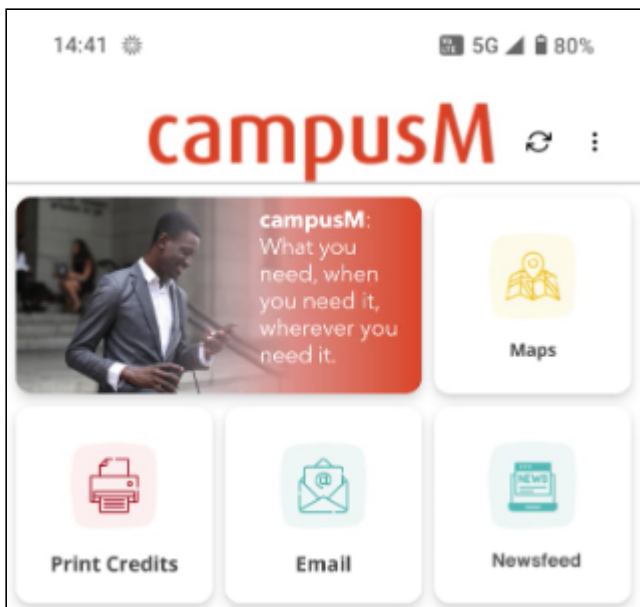
Item	Requirements/Restrictions
iPhone Splash Screen	640x940
iPad Splash Screen (Portrait)	768x1024
iPad Splash Screen (Landscape)	1024x768



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## Homepage Header

The homepage header can either be a graphic image or text. We recommend that customers use header images that have transparent backgrounds. In the image below, the orange "campusM" logo is a transparent image.

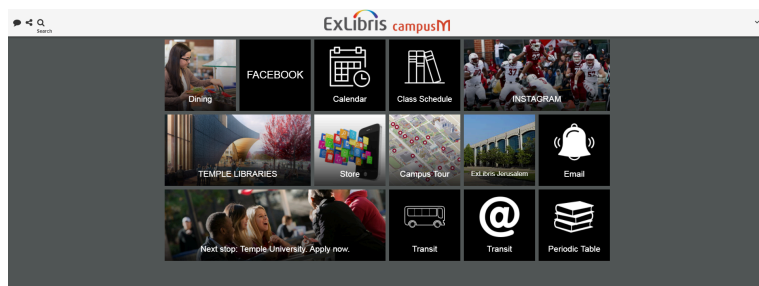


Item	Requirements/Restrictions
Graphic Header	Transparent 640x88 Max: 100k
Graphic Header	Portrait: Transparent 1536x88 Landscape: Transparent 2048x88 Max:100k
Header Text	32 characters

## Responsive Web Assets

### Header Image

This is the image that is used in the colored header bar on the Responsive Web Page for your app. This image should be transparent otherwise the background color may clash with the header bar color.



Item	Requirements/Restrictions
Responsive Web Homepage Banner	339x73 Max: 15k

## Summary of Required Branding Items

Here is a summary list of all the items above which are required for the branding process. An Excel version checklist is also available for your convenience.

Item	Requirements/Restrictions
App Name	12 Characters
Icon on tile	120x120 Max: 50k
Tile Color	Hex value
Hover Colour	Hex value
Background color	Hex value
Recents Images (One per Menu Option)	120x120 Max: 50k
Homepage Banners	570x180 Max: 50k
App Icon	Format: png 1024 x 1024 (*no alpha, iTunes Connect)
iPhone Splash Screen	640x940
iPad Splash Screen (Portrait)	768x1024
iPad Splash Screen (Landscape)	1024x768
Graphic Header	Transparent 640x88 Max: 100k
iOS Header Text	32 characters
Android Feature Graphic	1024 w x 500 h JPG or 24-bit PNG (no alpha)
Responsive Web Homepage Banner	339x73 Max: 15k