guidebook

Branded App
Theme Guide

Theme details for branded apps.

guidebook

Thank you for choosing Guidebook!

We're excited to work with you to create a great app.

On the next page is a checklist of items you'll need to submit to us so we can get started. You can find detailed specifications about each item on the following pages. If you have any questions, let us know and we would be happy to assist you!

ⓘ The following branding specs and examples show the iPhone view of an app. We then use the relevant design elements to create the apps for Android and iPad as well. These will have a different layout to conform to screen size and hardware specs.

App submission notes:

- It is important that you finalize these elements prior to app store submission.
- If you need to change any elements while the app is awaiting approval, we will need to cancel the submission and reset the process (4-5 weeks from when you inform us of the change).
- Once your app is live, updates to any of the specifications on this checklist can take 2-3 weeks to appear in all stores.
- For more information, please see .

guidebook

01 Splash screen

- ☐ Splash screen logo (.AI or .EPS format; around 1500 x 900 px)
- ☐ Navigation bar logo (.AI or .EPS format; around 1440 x 400 px)
- ☐ Optional: Background color (hex color code)
- ☐ For private standalone apps: Password

02 Navigation bar

- ☐ Background color (hex color code)
- ☐ Optional: Divider color (hex color code)
- ☐ Optional: Button text color (hex color code)
- ☐ Optional: Light version of navigation bar logo (.AI or .EPS)

03 Header bar

- ☐ Background color (hex color code)
- ☐ Optional: Main text color (hex color code)
- ☐ Optional: Sub text color (hex color code)

04 App store listing

- ☐ Icon (Square-aspect; .AI or .EPS format; 1024 x 1024 px)
- ☐ App store promotion image (JPEG or 24-bit PNG, 1920 x 1186 px)
- ☐ Short Name (11 characters max, including spaces)
- ☐ Long name (30 characters max, including spaces)
- ☐ Preview description (50 characters max)
- ☐ Full description (1,200 characters max)
- ☐ Product feature bullets (3 to 5 points)
- ☐ Keywords (up to 10 words, 100 characters total)
- ☐ Optional: Specific screenshots

01 Splash screen

This is the screen which appears as the app is loading, usually for 2-5 seconds.

iOS & Android

- Background color (hex color code, e.g. #731A1A). If no color is given, we will default to white.
- Logo for splash screen.
  - The logo should be horizontal. It will usually match your navigation bar logo.
  - Images with transparent backgrounds look best.
  - Format: .AI/.EPS (vector)
  - We will scale to fit all device screens.
  - The maximum ratio is 27w, 27h.
  - Ideal size: around 1500 x 900 px

Standalone app

- You have the option of using a password-protected log-in screen before anyone can view your guide contents.
- If you would like to use this option, please provide a password.

Multiguide app

- Guide privacy is done on a per-guide basis, and you can assign each guide their own password through Gears.
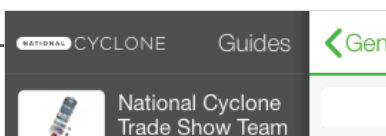
02 Navigation bar

Navigation bar

Divider

Button text color   Navigation bar logo

The navigation bar is the element which people will use to navigate your app.

iOS & Android

• Background color: this will be the primary color of the navigation bar. It is used on every screen, so choose carefully. Please provide a hex color code (e.g. #731A1A).

• Divider color: this is a slim line beneath the navigation bar. It is used primarily to show when updates are being loaded. (Note the green line in the above image.) If you choose not to provide a divider color, we will match it with the background color.

• Navigation bar logo

  • This should contrast well against background color
  • Horizontal aspect ratio (rectangular)
  • Format: .AI/.EPS (vector). Ideal size is around 1440 x 400 px

• Button text color (hex color code): in the image above, this is the color used for 'Guides'
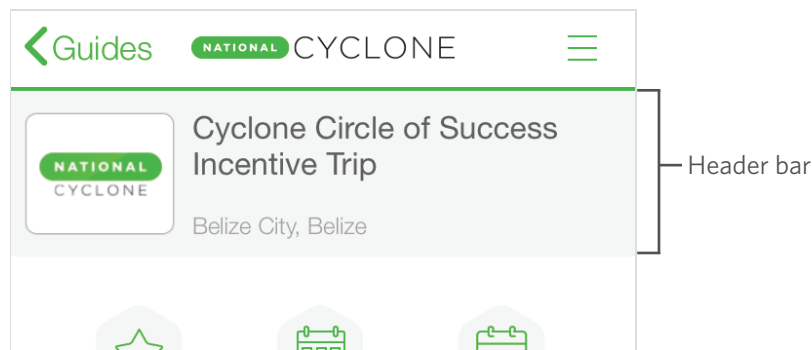
iPad

• This should be a lighter version of your Navigation bar logo. If not provided, we will create one using the Navigation bar logo.

  • This logo appears over a dark grey background (**shown at left**)
  • Format: .AI/.EPS (vector). Ideal size around 1440 x 400 px

Light logo

03 Header bar

The header bar appears below the navigation bar. It is used to display secondary information such as event title and dates, and may contain a search bar.

iOS & Android

- Header bar background color (hex color code). If not provided, we will default to the light grey seen above.
- Main text color (hex color code). In the above screen shot, this is the dark grey used for 'Cyclone Circle of Success Icentive Trip.'
- Sub text color (hex color code). In the above screen shot, this is the light grey used for 'Belize City, Belize.'
- **Note:** the icon (National Cyclone in the above image), text, and details that appear here are all set within the content management system Gears, via the Guide Basics.

ℹ The header bar and navigation bar appear on almost every page of your app, so choose carefully!
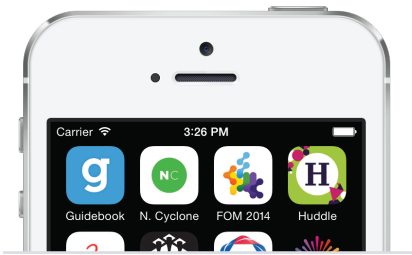
04 App icon
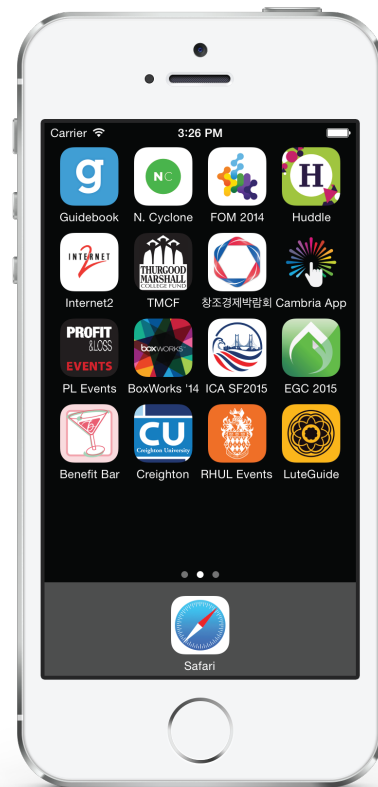
This is the icon which represents your app on the home screen of a user's phone.

iOS & Android

- Square-aspect icon

  - .AI/.EPS format (vector).

  - Your icon should include background color, or specify a background color (in hex color code format) that you would like us to use.

  - Do not round corners.

  - Ideal size: 1024 x 1024 px

05 App store listing

Short name (11 characters max, including spaces)

- This is the name of your app that shows up underneath the icon on the device's home screen. Unfortunately, no special characters (@, +, etc) can be used.

Long name (30 characters max, including spaces)

- This will be the title of your app as displayed in each of the App Stores. The shorter the better.
  - A typical name is about 15-20 characters long. It's helpful to think in terms of what users might search for in the app store. For example, "ABC Corp. Events" or "ABC Summit."

Full description (1,200 characters max, including spaces)

- This is the description people will see when they search for your guide in the app store. It should describe the purpose and/or value of the app to the prospective user.
  - It doesn't need to be very detailed—you can introduce the event, and highlight some key features that you would like the user to know about. Using keywords in your description is a good idea.
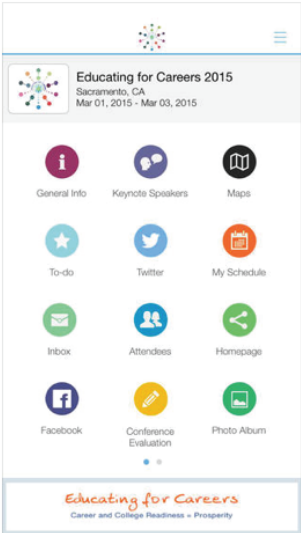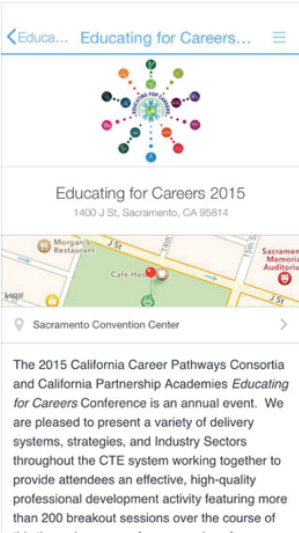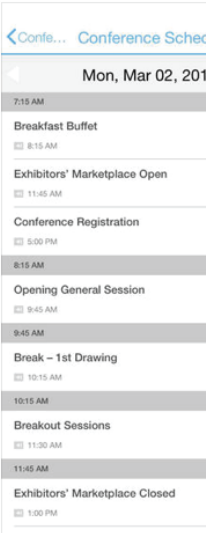
App Store > Business > Guidebook, Inc.

Educating for Careers 2015 [4+] ——— Long name

Guidebook, Inc. >

Details | Ratings and Reviews | Related

Screenshots [iPhone | iPad]

Get [v]

This app is designed for both
iPhone and iPad

Rating: 4+

LINKS
Privacy Policy
Developer Website

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Educating for Careers 2015
Sacramento, CA
Mar 01, 2015 - Mar 03, 2015

General Info | Keynote Speakers | Maps
To-do | Twitter | My Schedule
Inbox | Attendees | Homepage
Facebook | Conference Evaluation | Photo Album

Educating for Careers
Career and College Readiness + Prosperity

Educating for Careers 2015
1400 J St, Sacramento, CA 95814

Sacramento Convention Center

The 2015 California Career Pathways Consortia
and California Partnership Academies *Educating
for Careers* Conference is an annual event. We
are pleased to present a variety of delivery
systems, strategies, and Industry Sectors
throughout the CTE system working together to
provide attendees an effective, high-quality
professional development activity featuring more
than 200 breakout sessions over the course of

Conference Sched...

Mon, Mar 02, 201:

7:15 AM
Breakfast Buffet
8:15 AM

Exhibitors' Marketplace Open
11:45 AM

Conference Registration
5:00 PM

8:15 AM
Opening General Session
9:45 AM

9:45 AM
Break – 1st Drawing
10:15 AM

10:15 AM
Breakout Sessions
11:30 AM

11:45 AM
Exhibitors' Marketplace Closed
1:00 PM

Description

Full description

The 2015 California Career Pathways Consortia and California Partnership Academies Educating for Careers Conference is an annual event. We are pleased to present a variety of delivery systems, strategies, and Industry Sectors throughout the CTE system working together to provide attendees an effective, high-quality professional development activity featuring more than 200 breakout sessions over the course of this three-day pre-conference and conference. Breakout sessions are open to all conference attendees even though they may be identified by a specific icon(s) in the description. Here are a few highlights fro

Shortened app store description (50 characters max, including spaces)

- This is a shorter description used in the Amazon, Google Play, and Blackberry app stores that will serve as a preview to users who will download your guide. After seeing this they can click for more information.
  - A preview description is very brief, e.g. *This is the official app for XYZ's Events.*
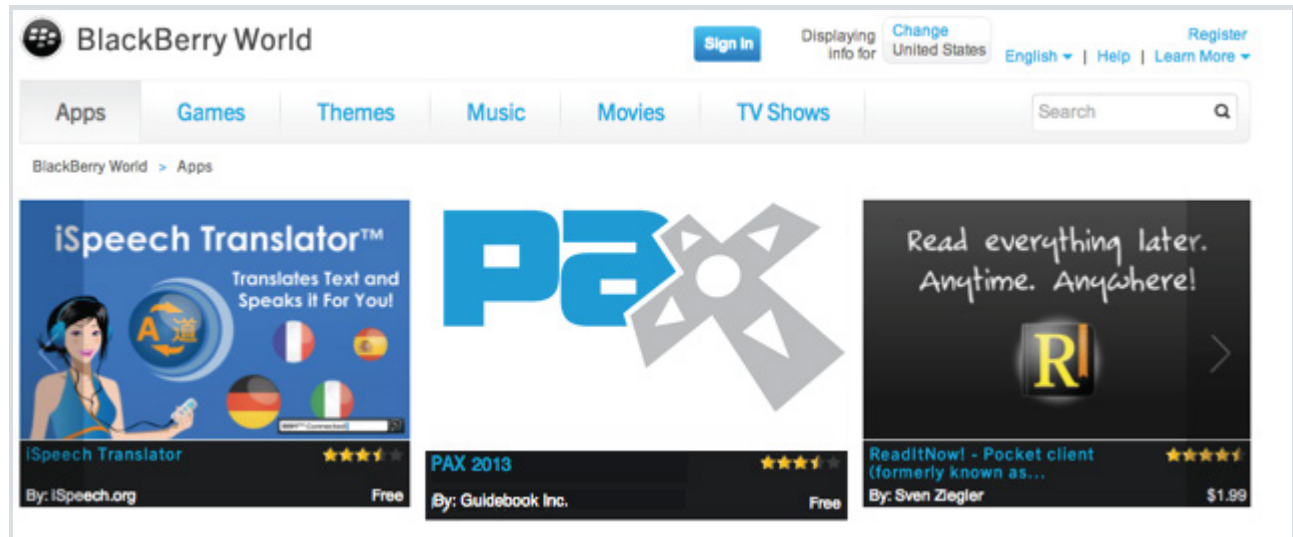
06 App store

Product feature bullets (3 to 5 points)

• These bullet points are displayed in the Amazon App Store under the heading "Product Features." The following are some commonly used examples:

> • Easy access to full schedule of events.
> • Lists and descriptions of speakers and exhibitors
> • Integration with Twitter, Facebook, YouTube
> • My Schedule and To-Do List

Keywords (up to 10 words, 100 characters max)

• Pick up to ten words that you think people will most likely use to look for your app. This is for search purposes.

> • The words in total, including commas and spaces, **cannot exceed 100 characters**.

• Example: XYZ Meetings, XYZ Events, YourCompanyName, YourIndustry

• Note: Google Play does not use the submitted keywords; instead, it has its own algorithms for determining keywords relevant to the app. To ensure that your app ranks as highly as possible, please use the keywords in your app description.

Header bar

App store promotion image

- This image is used for promotion in the Google, Amazon, and Blackberry app stores. You can use your company logo or any other representative image.
    - Size: 1920 x 1186 px
    - Format: JPEG or 24-bit PNG (no alpha)

guidebook

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07 Additional information

Guide information

Apart from the app details that are specified in this document, your app needs to have some content before it can be submitted. This content is also used in order to take screenshots. Guide content is added in through our Content Management System, Gears.

Standalone apps have only one guide each. Note that the Standalone guide at the time of submission will be visible for a few moments when users first download the app, while the updates you have added in after submission are loaded. Enterprise apps must have at least one published guide included in it during the time of submission.

ℹ️ Guidebuilding and app building are parallel processes. You can start creating your guide as soon as the contract is in place.

Screenshots

We are required to submit a minimum of **three screenshots** of your app to each app store. **If you would like to specify which screens you want to appear in the app store, please**

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let your guidebuilder know. By default, our system takes screenshots of your main guide screen, the schedule, maps, and exhibitors.

Making changes to the app branding specs

If you need to make any changes to the branding specifications after the app is live, please inform your builder. You can change any of the elements on page 2. **Changing any branding specifications can take up to 2-3 weeks to go live.**

If it is a design change and mock-ups are required, or if the changes are sent in the wrong format, it may take significantly longer.
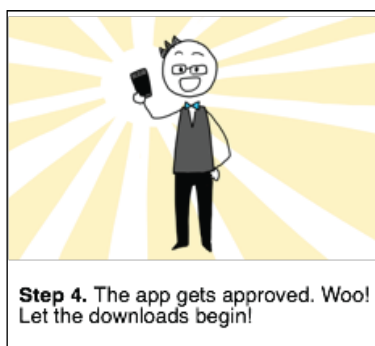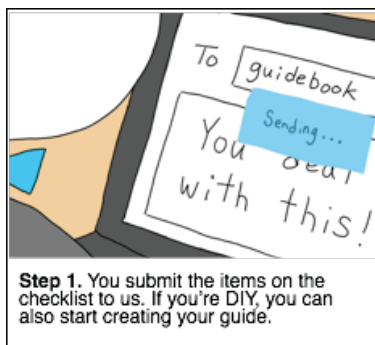
Custom Icons (Optional)

Custom icons can be used for all enterprise or standalone apps. We recommend using lighter colors that will work well on both a white and dark grey background. It should be a full suite of icons (at least 9), so that your app does not appear mismatched. Event icons typically include the following:

- General info/About
- Calendar
- My schedule
- Directory
- Maps

- To-do list
- Feedback
- Custom lists
- Social media
- Exhibitors

The best icons are those that are simple, clear, and match your color scheme. You must also have rights to use the given icons. We ask for icons to be **120 x 100 px** in size and saved as **PNG** files on transparent backgrounds.

Timeline of events

The sooner you get these to us, the better! Here's how it works:

Step 1. You submit the items on the checklist to us. If you're DIY, you can also start creating your guide.

Step 2. We build your app! This takes 2 weeks from the time you give us all the materials in the right format.

Step 3. We submit it to the app stores for approval (2-3 weeks).

Step 4. The app gets approved. Woo! Let the downloads begin!

Step 5. Don't forget to promote your app! You can build guides and add them according to your plan.

Step 6. Your users are kept happy and in the know!

Thank you for choosing Guidebook! We are excited to work with you to make the best possible app for your event.

For any other questions you may have, feel free to take a look at our support forums, or contact our support team. We're always happy to help!