

## RESOURCES FOR **Single App**

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*Welcome! Thank you for choosing CoverPage platform for your digital publishing. This guideline will lead you through the steps necessary to create your own branded application.*

*Single App is product of digital publishing platform CoverPage.*

Welcome to CoverPage application build guidelines. You will get all the information about:

**1. Application on the device**

- description of needed resources and its functionality

**2. Graphic resources for App Store**

- description of the resources needed for uploading an app to App Store

**3. Text resources for App Store**

- description of the resources needed for uploading an app to App Store

Resources needed for building your application consist of graphics and texts.

We will provide you with templates for its preparation:

- **Graphic templates**
  - PSD files with the exact dimensions, resolution and color space. Use the template, design your graphics and save it under the exact same name which is mandatory,
  - Export to PNG files.
- **Document**
  - .docx or PDF file for text requirements for your app and App Store.
  - Export to text or PDF file.

After collecting needed materials zip everything in folder named CoverPageApp\_YourAppName and send it to the following address.



**Caution: .PSD files have certain layers that must remain locked. Those layers contain graphics that cannot be changed. The names of the files can not be changed neither.**

If you experience any troubles or have further questions, do not hesitate to contact us:

[Horvathova@CoverPageApp.com](mailto:Horvathova@CoverPageApp.com)

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## Application on mobile device

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## Application in App Store – graphics

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## Application in App Store – texts

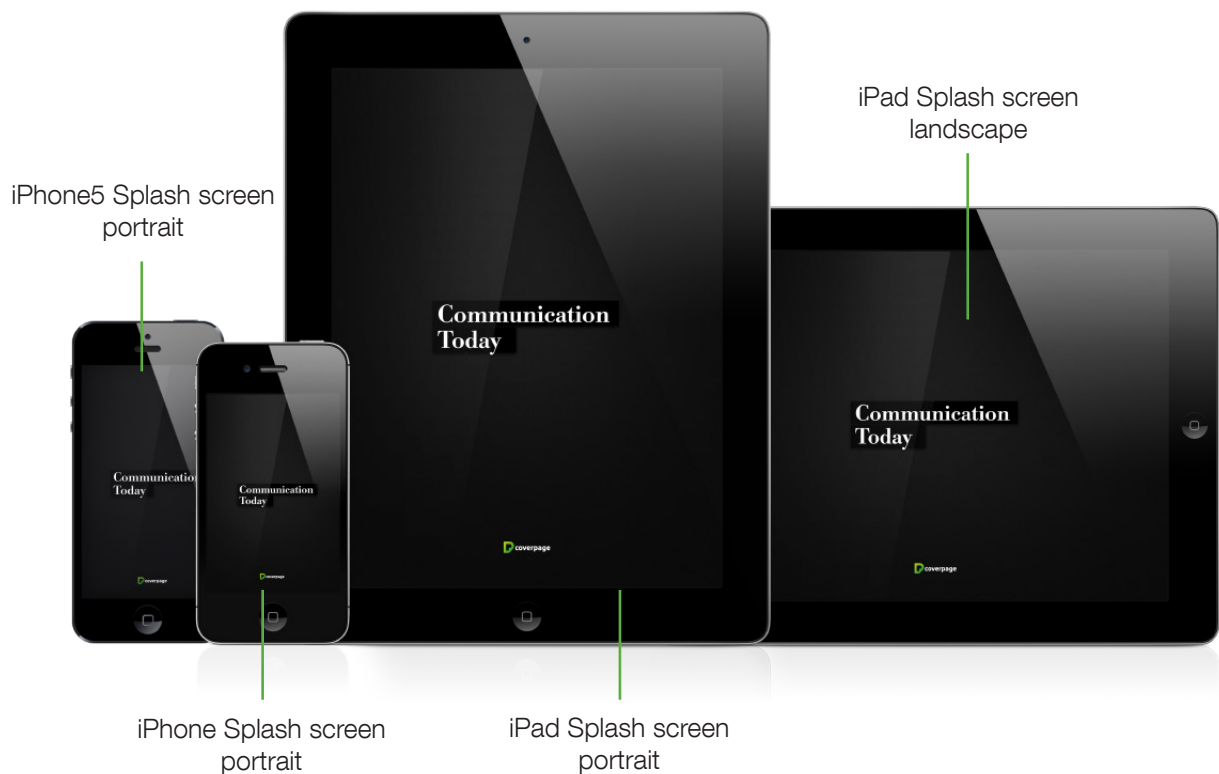
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## App Review Contact

## Check list of your app resources

# Application on mobile device

## Splash screen



## In app screen



## Info screen



# 1. Splash screen

Splash screen appears when the system launches an app, it temporarily displays a static launch image on the screen. iOS displays this image instantly and briefly as the app is loading and disappears when the app is ready to use. According to position of an iPad app shows Portrait mode or Landscape mode image. In case of iPhone, only Portrait mode is available.

## Resources

iPads require both a vertical (portrait) format and a horizontal (landscape) format. iPhones only require a vertical (portrait) format. Provide 4 PNG files with following parameters:



- **iPhone Splash screen portrait**
  - Name: Default@2x~iphone
  - Size: 640 x 960 px
  - Resolution: 72 dpi
- **iPhone5 Splash screen portrait**
  - Name: Default-568h@2x~iphone
  - Size: 640 x 1136 px
  - Resolution: 72 dpi
- **iPad Splash screen portrait**
  - Name: Default-Portrait@2x~ipad
  - Size: 1536 x 2048 px
  - Resolution: 72 dpi
- **iPad Splash screen landscape**
  - Name: Default-Landscape@2x~ipad
  - Size: 2048 x 1536 px
  - Resolution: 72 dpi

## Color mode:

- RGB
- 8 bit



[Download the templates for your Splash screens.](#)

## 2. Info screen

An info pop-up window shows the basic information about you and your application. It is not an imprint. It appears after tapping „i“ icon in the leftside upper corner.

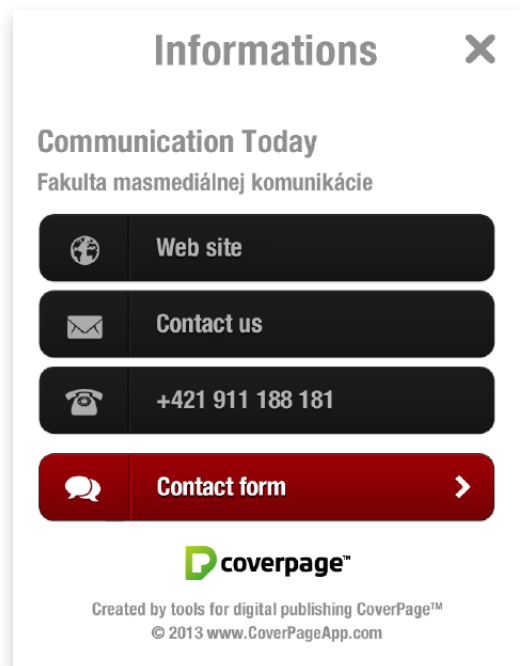
### Pop-up window has 3 functional buttons for:

- web (browse the web),
- e-mail (sending e-mails),
- phone number (calling from iPhone).

### Resources

Text file with following information:

- Title
- Subtitle
- Web
- E-mail
- Phone



EXAMPLE

- *Title: Communication Today*
- *Subtitle: Fakulta masmediálnej komunikácie*
- *Web: fmk.ucm.sk*
- *Email: martinsolik@gmail.com*
- *Phone: +421 911 188 181*

### Further information in pop-up window

- Feedback form for sending a quick feedback
- Information about CoverPage platform

### 3. Referring site

Your app can function as a referring site. This may be useful for your partners and clients to identify you and your app as a source for their web page traffic.

Every redirect to the clients' web page - by tapping a hyperlink from your app - will be tracked with the referring site.

The URL address of the webpage, you want to be the referring one, is compiled in the application. All the hyperlinks you use in your projects will be connected to this address as a referrer.

#### Resources



EXAMPLE

*Referring site URL should look like this:*

*[http://www.your\\_website.com](http://www.your_website.com)*

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# Application in App Store - graphics

## Icons on Home screen



## Icons in App Store



# 1. App icons

Every application needs an application icon. Beautiful, compelling icons and images are a fundamental part of the user experience. Far from being merely decorative, the icons and images play an essential role in communication with users. You don't need to provide every single icon dimension because the smaller ones are scaled down from the bigger icons.

## Resources

3 PNG files with following parameters:

- **iPhone app**
  - Name: Icon-120
  - Size: 120 x 120 px
- **iPad app**
  - Name: Icon-152
  - Size: 152 x 152 px
- **App Store**
  - Name: iTunesArtwork@2x
  - Size: 1024 x 1024 px



*Corner radius, shine and gloss is created automatically. If you've chosen to prevent the addition of the reflective shine, let us know.*

## Color mode

- RGB
- 8 bit



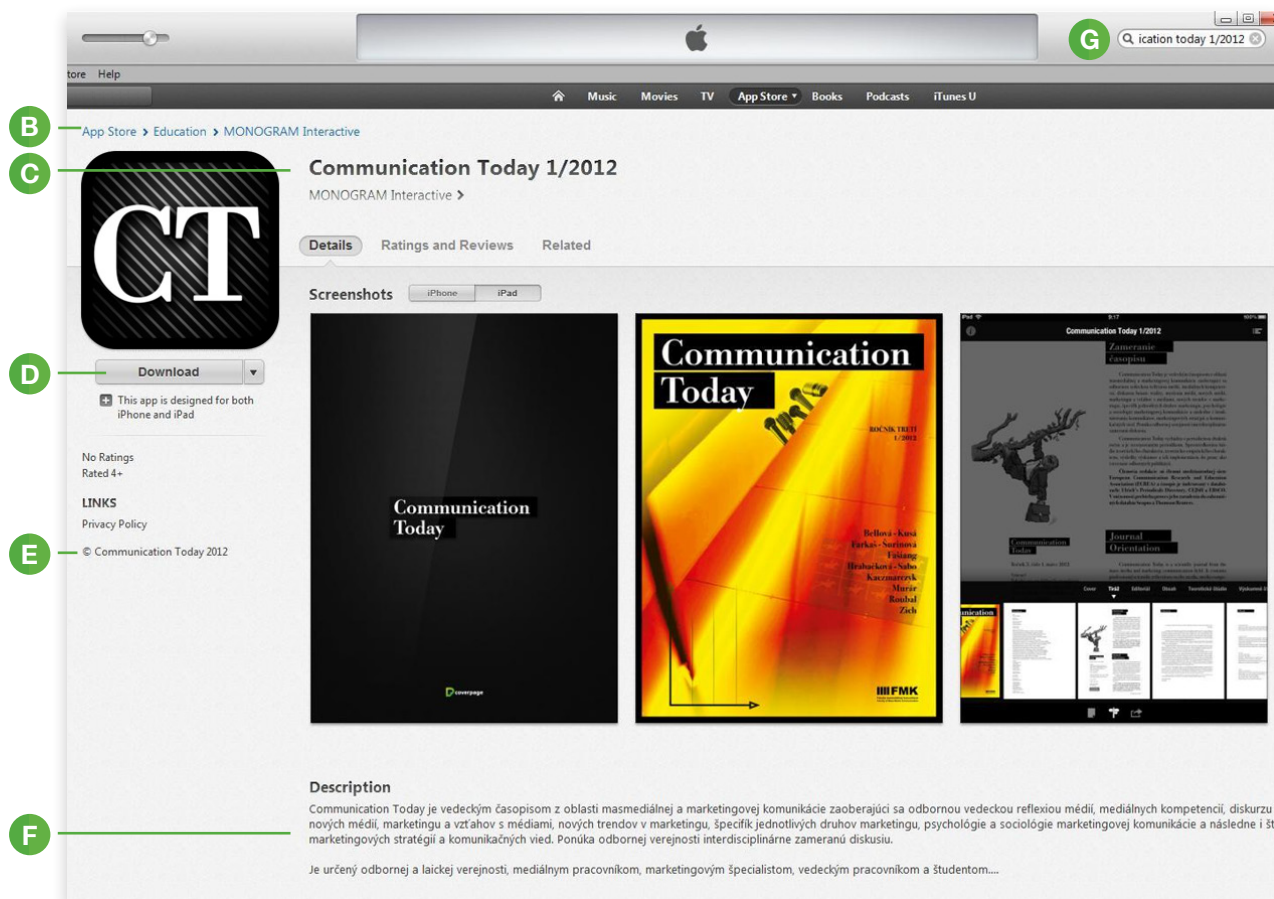
[Download the templates for your icons.](#)

# Application in App Store - texts

## Text on Home screen



## Text in App Store



## 1. App text

Text materials you provide are the mandatory part of App Store and their functionality is to inform and sell. It talks about:

- Content and functionality of application
- Payment and subscription
- Your company
- Development

## Resources

Text file with following parameters:

Key	Name	Description
A	App name	App Name is situated under the icon. Up to 12 letters recommended.
B	Category	Choose one of the most suitable: Book, Business, Catalogs, Education, Entertainment, Finance, Games, Health & Fitness, Lifestyle, Medical, Music, Navigation, News, Photo & Video, Productivity, Reference, Social Networking, Sports, Travel, Utilities, Weather.
C	App name in App Store	Shown in App Store. Maximum of 255 letters.
D	Pricing	Price of your app. More in chapter <a href="#">Pricing</a> .
E	Copyright	Your copyright.
F	Description	Summary of the app's purpose, its content and value for consumers. Maximum of 4 000 letters.
G	Keywords	Keywords are not visible in the Store. They are used for search. Up to 100 characters including commas.



*Check the name of application you choose in App Store. It may already exist.*



[Download the form to be filled up - Text resources.](#)

## 2. Pricing

You can choose if your app will be sold in App Store or available for free.

Setting the price is very straightforward. All the prices are predefined according to “Tiers - AppStore Pricing Matrix”. Choose the price for your application. See the Tiers in the table and find an amount which is the closest to your chosen price. That’s the final price you have to provide.



[Tiers - App Store Pricing Matrix in PDF.](#)

### 3. App Review Contact Information

While uploading the app to App Store, Apple requires your contact information in case they'll need to contact you personally.

Resources:

- Name
- Surname
- E-mail address
- Telephone number

## Check list of your app resources

### Mandatory

#### Splash screen - PNG

- ☐ Splash screen iPhone  
Default@2x~iphone (640 x 690 px)
- ☐ Splash screen iPhone5  
Default-568h@2x~iphone (640 x 1136 px)
- ☐ Splash screen Portrait  
Default-Portrait@2x~ipad (1536 x 2048 px)
- ☐ Splash screen Landscape  
Default-Landscape@2x~ipad (2048 x 1536 px)

#### Info pop up window

- ☐ Information for the pop-up window

#### Application Icons - PNG

- ☐ iPhone Icon  
Icon-120 (120 x 120 px)
- ☐ iPad Icon  
Icon-152 (152 x 152 px)
- ☐ App Store  
iTunesArtwork@2x (1024 x 1024 px)

#### Text information for App Store

- ☐ Application name
- ☐ Application name in App Store
- ☐ Application description in App Store
- ☐ Category
- ☐ Copyright
- ☐ Keywords

#### Pricing – in EUR or USD

- ☐ Price for application

### Optional

#### Referring site (URL)

- ☐ URL address

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for your digital publishing.**



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