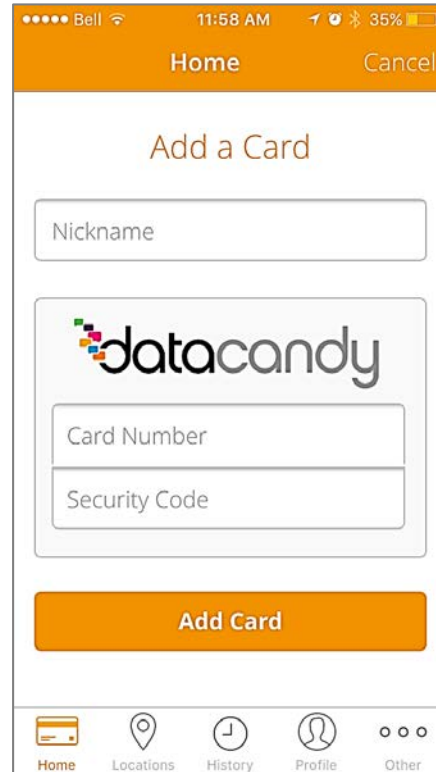
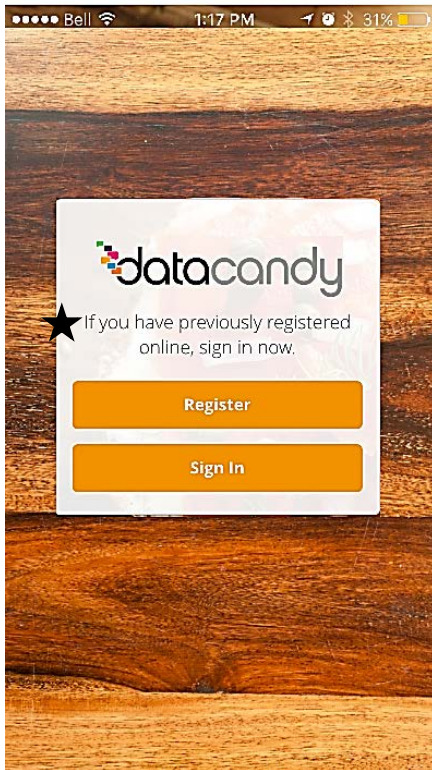


# Mobile App Branding

## Info for the App

Please supply color information in the RGBA or hexadecimal format. Image files can be jpg or png.



**Logo:** 400w x no more than 82h pixels: Company logo.

**Background Image:** 640w x 1136h pixels.

**Launch Image:** 640w x 1136h pixels. Logo or any other image to display when app is opening.

**Header and Buttons Color:** Color of the header and buttons throughout the app.

**Header and Button Text Color:** Color of the text on the header and buttons throughout the app.

**Text Color:** Color of titles and other text in the body of the app.

**Apple Store Icon:** 1024 X 1024 pixels (no transparency). Will appear in the store and on the mobile device.

**Google Store Icon:** 512 x 512 pixels (transparency is recommended). Will appear in the store and on the mobile device.

**Google Store Feature Graphic:** 1024w pixels x 500h pixels. JPEG or 24bit PNG (no transparency). Displayed at the top of your store listing page in the Google store.

Don't include any copy or important visual information near the borders specifically near the bottom third of the frame.

Align any logo/copy information in the vertical and horizontal center of the frame. If the graphic includes text, use large font.

Your graphic may be displayed alone without the app icon.



# Mobile App Branding

## Info for the App

★ **Landing Page Text:** 43-character maximum.  
Appears on the Sign-In/Register screen below the logo.

English	French

**Client Name:** Used in the Opt In/Opt-Out label.  
One language only.

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**Tester Emails:** Provide the email address(es) of the tester(s). Maximum 20.

1.	11.
2.	12.
3.	13.
4.	14.
5.	15.
6.	16.
7.	17.
8.	18.
9.	19.
10.	20.

**Links to Web Pages:** Provide the urls of the web pages to link to. Maximum 5.

1.
2.
3.
4.
5.

**Options:** Select the options to use on the site. ☐ Banners (must already use banners in the back office)

☐ Offers ☐ Digital Loyalty ☐ Email Verification ☐ Additional Profile Information



# Mobile App Branding

## Info for the App Stores

	English	French
<b>Name:</b> 30-character maximum.		
<b>Description:</b> 4000-character maximum.		
<b>Short Description:</b> 80-character maximum.		
<b>Keywords:</b> 100-character maximum. Comma separated.		
<b>Support URL:</b>		
<b>Privacy Policy URL:</b>		
<b>Support Email:</b> Mandatory		