

Pelican Network

Branding Collection Sheet (BCS)

Phase 1: Customisation

1

Brand colour palette OR styling sheet:
Primary, secondary and background colours (in hex)

2

App icon

Appears on the handset. It is the icon which you select to open the App on your phone.

1 x SVG
1 x PNG

Your app icon must be up to 1 MB, 512 px by 512 px

3

Splash screen logo

Appears on the splash screen.

1 x SVG
1 x PNG

The splash screen appears when a user opens the app for the first time. We are bound by Android's restrictions for all platforms (Please see next slide for more info). In short, the splash screen logo should be able to fit in a square box.

4

Login page logo

Logo that appears when app has loaded and user has not signed in

1 x SVG
1 x PNG

Logo must be able to fit neatly in centre of screen and look good on top of the login page wallpaper

5

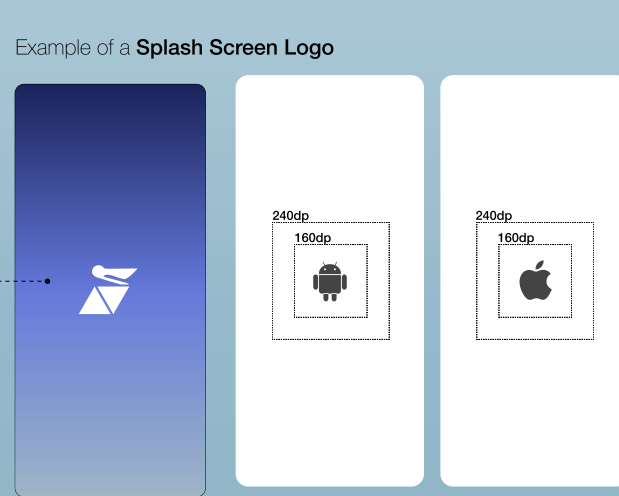
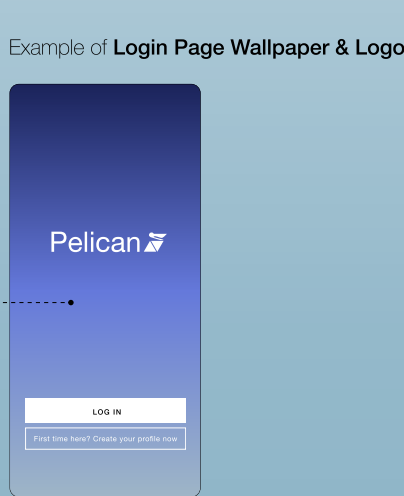
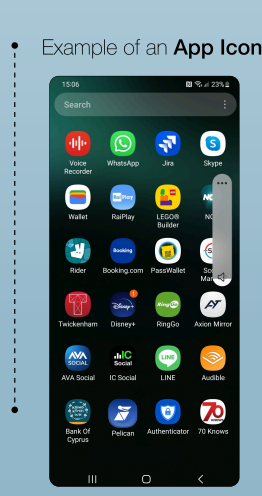
Login page wallpaper

Background that appears when app has loaded and user has not signed in

1 x SVG
1 x PNG

High resolution with aspect ratio of 19.5:9 for modern phones. Plain backgrounds work best (i.e. no elaborate patterns)

Send all details to: support@pelicantrading.io



[Click here for more information on iOS](#)

[Click here for more information on Android](#)

Phase 2: Android App Store Requirements

1

Screenshots for mobile:

- 5.5 inch: 1242 x 2208px or 2208 x 1242px
- JPEG or 24-bit PNG
- Minimum width: 320px
- Maximum width: 3840px
- The maximum dimension cannot be more than twice as long as the minimum dimension
- Minimum of 2 screenshots
- Maximum of 8 screenshots

2

Screenshots for tablet 7-inch:

- JPEG or 24-bit PNG
- Minimum width: 320px
- Maximum width: 3840px
- The maximum dimension cannot be more than twice as long as the minimum dimension
- Minimum of 2 screenshots
- Maximum of 8 screenshots

3

Screenshot for tablet - 10-inch

- Upload up to eight 10-inch tablet screenshots.
- Screenshots must be PNG or JPEG, up to 8 MB each, 16:9 or 9:16 aspect ratio, with each side between 1,080 px and 7,680 px* the rest could be the same as the previous point

4

Android PlayStore feature graphic:
Must be a PNG or JPEG, up to 15 MB and 512px X 512px

Android Requirements

[Click here for more information on Android](#)

Send all assets to: support@pelicantrading.io

Phase 2: Apple App Store Requirements

1

Screenshots for mobile 5.5 inch:

- Portrait screenshot size: 1242 X 2208 px / 2208 X 1242
- JPEG or 24-bit PNG
- Minimum of 4 screenshots
- Maximum of 8 screenshots

2

Screenshots for mobile 6.5 inch:

- Portrait screenshot size: 1242 X 2688 px / 2688 X 1242 or 1284 X 2778 px / 2778 X 1284 px
- JPEG or 24-bit PNG
- Minimum of 4 screenshots
- Maximum of 8 screenshots

3

Screenshots for mobile 6.7 inch:

- Portrait screenshot size: 1290 X 2796 px / 2796 X 1290 px
- JPEG or 24-bit PNG
- Minimum of 4 screenshots
- Maximum of 8 screenshots

4

Screenshots for iPad 12.9 inch:

- Screenshot size: 2048 X 2732 px / 2732 X 2048 px
- JPEG or 24-bit PNG
- Minimum of 4 screenshots
- Maximum of 8 screenshots

5

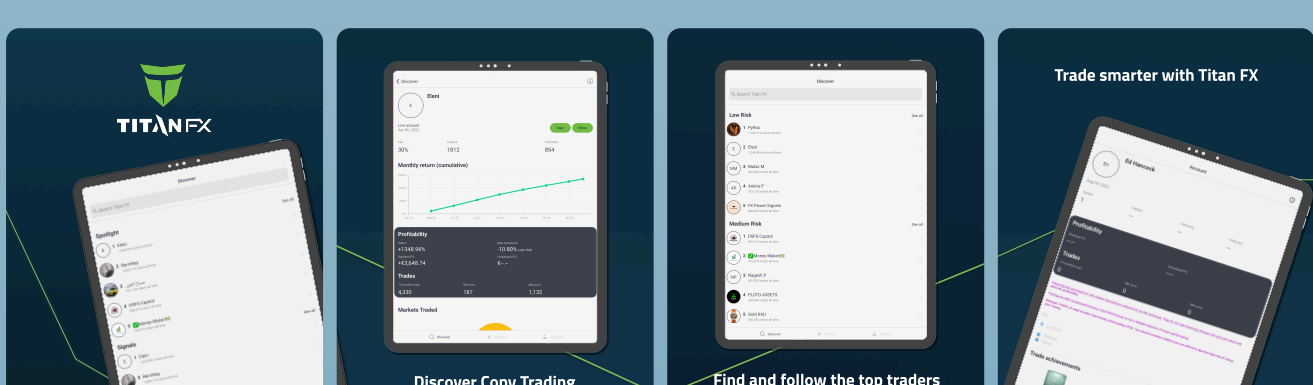
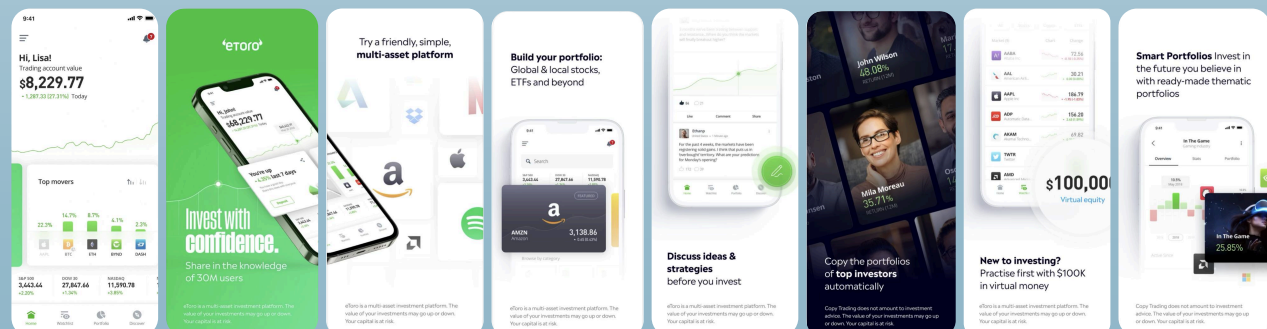
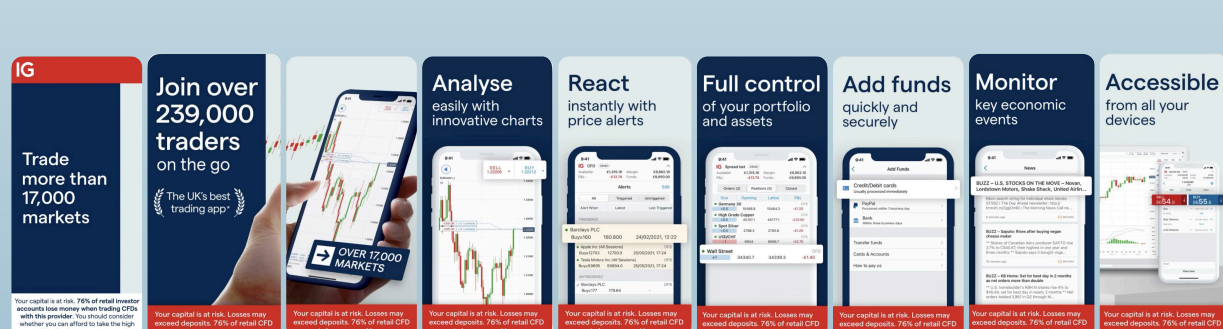
iOs App Store feature graphic:
1024 x 1024 JPEG / 24-bit PNG

iOS Requirements

[Click here for more information on iOS](#)

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Examples of App Store Screen Designs



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