

guidebook

Branded App Theme Guide

Theme details for branded apps.





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 building your app. 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!

i We've outlined the specific design elements we will need to create your app. While this document shows the iPhone view of an app, we use the same elements to design for the iPad and Android versions of your app (which will have a different layout to conform to screensize 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 [page 12](#).



- 01** Splash screen
 - Splash screen logo (.AI or .EPS format; 1500w x 900h px)
 - Optional:** Background color (hex color code)
 - For private standalone apps:** Passphrase

- 02** Homepage
 - For multiguide apps only:** Logo for the homepage (.AI or .EPS format; 440w x 148h px)

- 03** Navigation header bar
 - Background color (hex color code)
 - Optional:** Divider color (hex color code)
 - Optional:** Button color (hex color code)

- 04** Navigational drawer
 - Choose cover photo overlay theme (light or dark)
 - Optional:** Drawer background color (hex color code)
 - Standalone apps only:** Navigation bar logo (.AI or .EPS format, 440w x 148h px)

- 05** App store listing
 - Icon (Square-aspect; .AI or .EPS format; 1024w x 1024h px)
 - App store promotion image (JPEG or 24-bit PNG, 1920w x 1186h px)
 - Short Name (11 characters max, including spaces)
 - Long name (30 characters max, including spaces)
 - Preview description (50 characters max)
 - Full description (3,000 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: 1500w x 900h px

Standalone app

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

Multiguide app

- Guide privacy is done on a per-guide basis, and you can assign each guide their own passphrase through the Guidebook Builder.



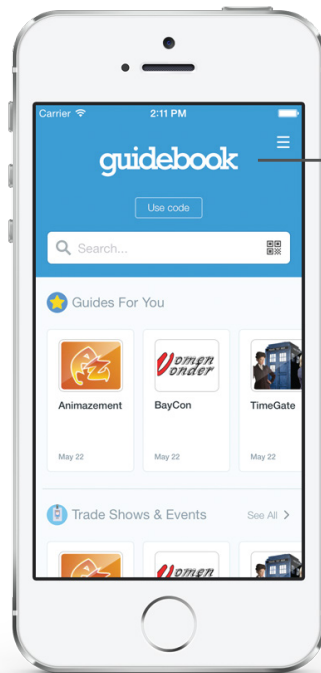
02 Homepage

(For multiguide apps only)

This is the screen that appears directly after the splash page. From here you can search for and download individual guides.

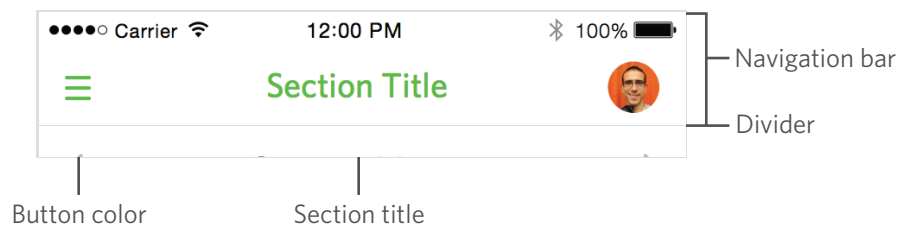
iOS & Android

- Logo
 - This asset is only needed for multiguide apps (apps with more than one guide included).
 - Dimensions: 440w x 148h px for Android and iOS
 - Format: .AI/.EPS (vector)



Multiguide app homepage logo

03 Navigation header bar



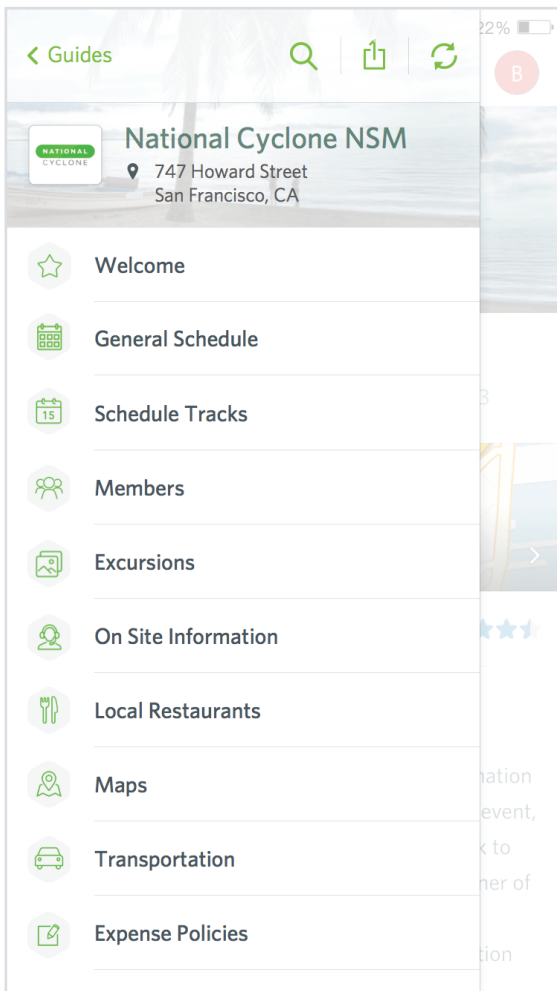
The header bar is the element which people will use to navigate your app. It appears on every page of your guide, and the Section Title changes depending on which screen the user is on.

iOS & Android

- **Background color:** this will be the primary color of the header 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 grey line in the above image.) If you choose not to provide a divider color, we will match it with the background color.
- **Button color (hex color code):** in the image above, this is the color used for the 3-lined menu on the left that leads to the navigational drawer.



04 Navigational drawer



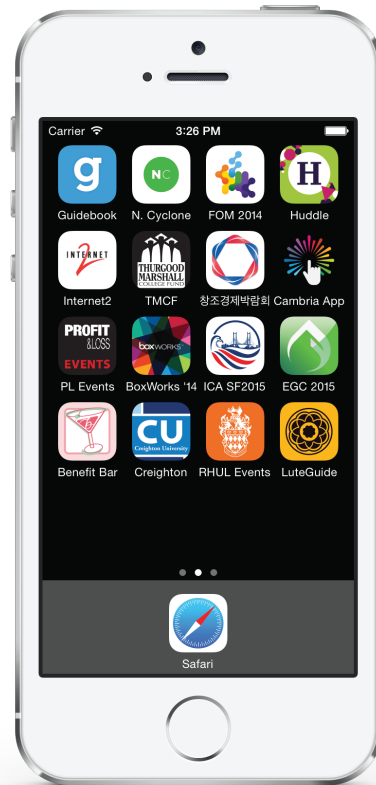
The navigational drawer appears when you tap the navigation bar. It is used to display all of the different modules in your guide.

iOS & Android

- In Standalone apps only, this logo will appear at the top left of the screen when users click open the drawer. Please submit as 440w x 148h px in .AI or .EPS vector format.
- The background color of the drawer defaults to white. If you prefer a different color, please provide the background color hex code.
- The drawer header background (where your guide information is displayed) uses the cover photo you upload and applies a blurred overlay. You may choose either a light or dark theme for the overlay.
- **Note:** the icon (the square image in the left side of the header bar), text, and details that appear here are all set within the Guidebook Builder, via the Edit Details section.



05 App icon



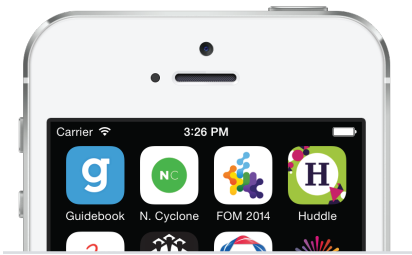
This is the icon which represents your app on the home screen of a user's phone.

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: 1024w x 1024h px



06 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 (3,000 characters max, including spaces)

- This is the description people will see when they search for your guide in the various app stores (iOS, Google Play, Blackberry, Amazon). 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.



+ Get

This app is designed for both iPhone and iPad

Rating: 4+

LINKS

Privacy Policy
Developer Website

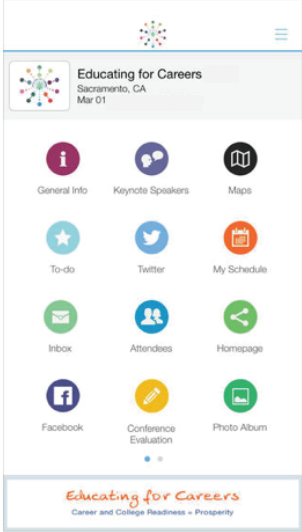
© 2014 Guidebook Inc

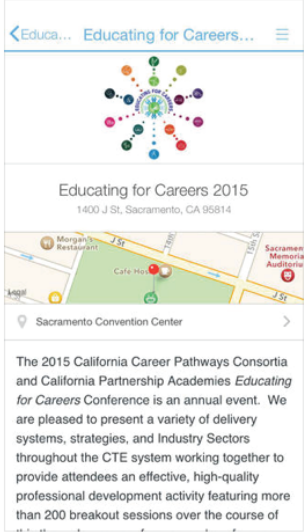
Educating for Careers

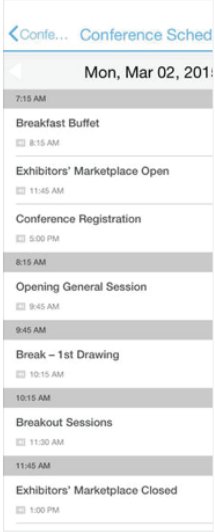
Guidebook, Inc. >

Details Ratings and Reviews Related

Screenshots iPhone iPad







Full description

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 locale in the description. Here are a few highlights for

Preview description (50 characters max, including spaces)

- In addition to the Full Description above, the Amazon, Google Play, and Blackberry app stores require a shorter app description. This serves as a preview to users viewing your app in the app stores. 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.*



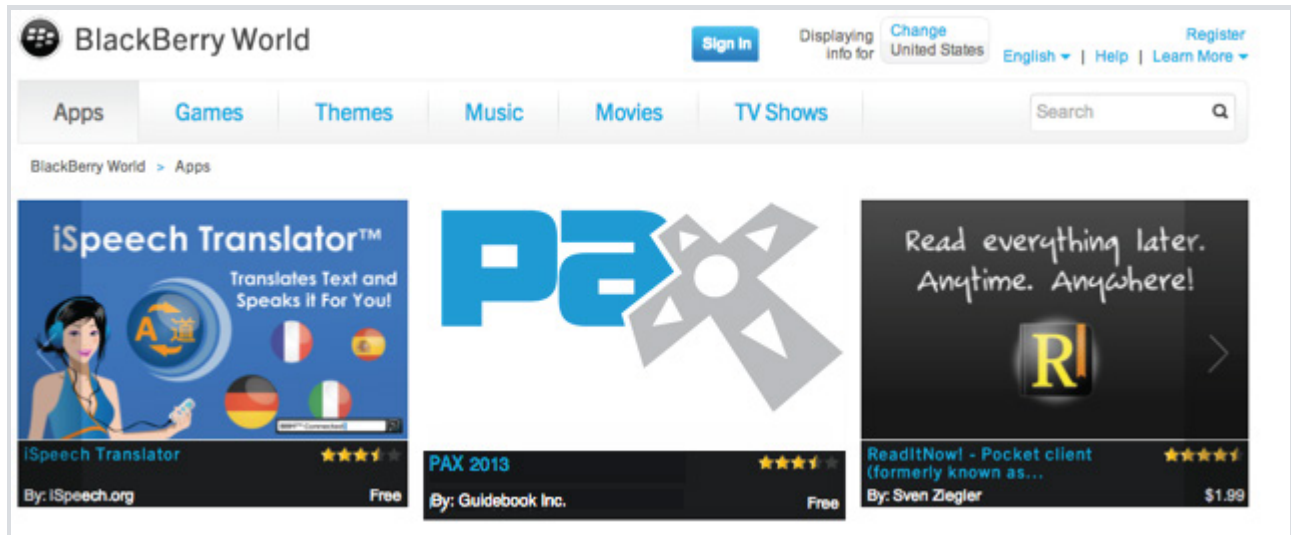
07 App store

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.



App store promotion image

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: 1920w x 1186h px
 - Format: JPEG or 24-bit PNG (no alpha)




08 Additional information

Guide information

In order to submit your newly created app to the app stores, there must be content inside the app. Guide content is added in through Guidebook Builder—our content management system. We also use the guide content to take screenshots of your app that appear in the app stores for users to reference.

Standalone apps have only one guide each (and this guide must be published at the time of submission). 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.

 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. By default, our system takes screenshots of your navigation screen, the schedule, maps,



and exhibitors. **If you wish to specify which screens you want to appear in the app store** (ex. due to privacy reasons you want to show only the splash screen; for design you want a particular module shown), **please let your guidebuilding expert know.**

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 guidebuilding expert. 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. 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 **180 x 180 px (square)** 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.



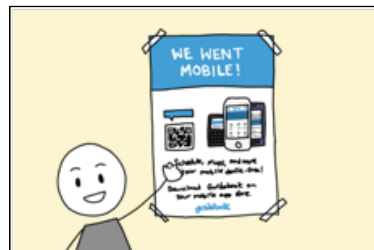
Step 2. We build your app! This takes 2 weeks from the time you give us all the materials in the right format.



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!