Design Instructions for Symplicity Mobile App Icons

Introduction

The Symplicity Jobs and Careers mobile app has a unique feature that allows the student to optionally set the icon on their home screen to match the branding of your office or organization. Supporting this feature across iOS and Android platforms requires the production and delivery of assets that meet stringent specifications. This document provides instructions and templates that you can use to design your icon, perform a quality assurance review, and generate final assets.

Dos & Don'ts

Do:
- Use our provided instructions and templates
- Use a simple color palette and a strong background color
- Create an icon that represents your office/departmental brand if possible
- Gain acceptance from institutional stakeholders *before* submitting your assets

Don't:
- Scale up imagery that is not vector (SVG, EPS, or Illustrator)
- Use small or medium sized text that will be become unreadable on devices with small icons.
- Use photographic or patterned backgrounds that bleed the safe area
- Send assets that do not *exactly* meet specifications

Creating Icon Assets

Please follow the instructions below. If you get stuck, see the section on specifications below.

1. Download and unzip the "Symplicity_Custom_App_Icons.zip" file.
2. Open the "Symplicity Custom App Icons" directory.
3. Install the "Symplicity Mobile App Icon.atn" Photoshop Actions by double-clicking on it.
4. Open the "Icon Previews.psd" file in Photoshop. This file will allow you to preview your icon at the smallest size it would be used on a mobile device.
5. Open the "Icon Template.psd" file in Photoshop. This is the file you will use to design and export icon assets.

6. Do not alter or remove any of the folders.
7. Do not remove any of the layers from the GUIDES or Background folders.
8. Use "Foreground" folder to house your icon artwork.
9. Double-click the "Background" layer to set the background color of the icon.
    a. Warning: Do not place any icon artwork in this folder. If you do, that artwork will be missing from the final Android icon.
10. Use the "GUIDES" folder to keep your icon imagery inside the following safe zones:
    a. The red overlay that indicates the non-image area.
        i. Keep all imagery inside of the circular boundary.
    b. The green outline that indicates the boundaries of the safe zone.
        i. Keep all text and critical image elements inside of the safe zone.
11. Do not allow any imagery or text to bleed to the beyond the red overlay.
12. Create your icon inside the "Foreground" folder. You may delete the example icon.
13. Save the file.
14. Go to the "Icon Previews.psd" file. If prompted to relink a file, select the "Icon Template.psd" file.
15. Set the zoom level to 100%
16. If you did not already relink the Icon Template file in step 15, find the layer titled "Icon Template" and re-link it to the "Icon Template.psd" file.
    a. Right-click this layer
    b. Select "Relink to file…"
    c. In the file dialog, select the "Icon Template.psd" file that you just saved
17. Run the "Update Icon Previews" action to make sure all of the preview icons are properly linked to the Icon Template PSD file. If you edit and save this file now, updates will automatically display in the previews.
18. Review the icon for quality and legibility:
    a. Is all text legible?
    b. Are important details discernable?
    c. Is the icon within the circular container?
    d. Is the spacing around the icon even and comfortable?
19. If any of the questions in #18 were false, go back and edit the art in the Icon Template.psd file to address the issues.
20. When the file meets all of the quality tests in #18, you are ready to export it.
    a. Go to the "Icon Template.psd" file.
    b. Run the Action titled "Export App Icon" that you installed in the "Symplicity Mobile App Icon"folder.
        i. The action may present you with 3 file save dialogs. Save each file, in this order:
            1. [org/office name]_android.png
            2. [org/office name]_ios_180.png
            3. [org/office name]_ios_150.png
21. Review the [org/office name]_ios_180.png file with your stakeholders to gain approval.
22. Submit your background hexadecimal color and the 3 files you saved to Symplicity.
23. Implementation requires a software development cycle and release. Symplicity will notify you when the icon has been implemented and is ready to review within the mobile application.

Submitting your Icon Assets

Please contact a Symplicity representative to inform them that you have prepared your assets according to the provided instructions. You will submit the following in a support ticket:
1. The 3 PNG files that were generated
2. The hexadecimal ("hex") color code that should be used as the icon background color on Android devices.

Upon receipt, your submission will be reviewed and scheduled for development. Please understand that the development and quality assurance process takes time. Turnaround time can range from 2-7 weeks. Average turnaround time is 3 weeks. You will be notified the moment your icon has been deployed.

Specifications

Symplicity **strongly** recommends using the instructions and templates linked from this document to ensure you meet the required specifications. The specifications below are for informational purposes only. Symplicity cannot resize or otherwise alter submitted assets. Symplicity will only update your custom app icon if your brand guidelines have changed, so please ensure all stakeholders have accepted the design before it is submitted.

The final asset specifications are:

iOS
- Sizes: 150px by 150px AND 180px by 180px
- File format: PNG
- Notes: Do not include an alpha channel. Transparent areas will render as black.

Android
- Image Size: 432px by 432px
- Image Safe Image Area: 264px diameter circle (centered)
- Image Background: Transparent
- Notes: You must provide a hexadecimal background color that will be rendered behind the image.