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Natasha Bock, Product Marketing Manager on the Google Play team If your app is selected to participate in Google Play, our editorial team uses your 1024 x 500 Featured Image to promote the app on tablets, phones and the Internet. The image can be used on the homepage in all versions of Google Play (web, tablet and phone), on the product page in web and tablet versions, and on current and future top-level Google Play pages on phones. Creating a recommended image that will do a great job of lighting your app requires special design consideration, and localizing your featured images to key markets is highly recommended. Not quite OptionalWhile many advertising assets are listed as optional for publication in Google Play, we strongly recommend treating them as needed. To begin with, you need a recommended image to put your app anywhere on Google Play. They are a good idea anyway; they improve your product page by making your game or app more appealing to end users (and are likely to be considered for featuring our editorial team). There's nothing optional about size, either; It should be 1024 x 500 pixels. Do's and Don't'sYour graphic is not an ad, it's a teaser. It's a place for bold, creative promotional images. Bright background colors work best. Black and white problems because it is the backgrounds used by the mobile device and the web version of Google Play.Limit Text to name the app and maybe a few additional descriptive words. Everything else will be unreadable on phones, anyway. W: Make graphic funand alluring./td'gt;Don't: Create a text heavy advertising style graphic. Do: Use colors that stand out in the black or white background. Not: Let the graphic disappear in the background. W: Promoting your brand in a prominent place. Not: Overload the graphics with details. Do: Localize the image as needed for different languages. Scale your image should be designed to scale; It will have to look good both in a full sized web browser and on a small phone. You can rely on the fact that the ratio of aspects is constant, but not the size. Here's a tip: Try image size up to 1 inch wide. If it still looks good and conveys your brand message, you have a winner. On the Internet: On a tablet: On a large phone: On a small phone: More Don'tsDevice images are tempting, but becoming off quickly, and can be inappropriate if the user's device looks completely different. Screenshots in the app are inappropriate because the product page already includes space for them. Simply using an app icon is Imagination. You have more space; Put it to good use! Consider ContextGiven the size of the form factor, the phone is the most complex channel for your image. On the right we have both a good and bad sample image in this context: Localize recommended images, videos and other promotional The user base is global. To help you effectively reach all of these users, Google Play allows you to provide a separate image for each language you support, as well as individual screenshots and commercials. You can add localized images and videos to the developer's console. Localization of the image is recommended as a powerful way to deliver a message to users around the world. It goes hand in hand with the localization of app descriptions and other details, and it's a built-in string of resources. Don't forget The 1024 x 500 recommended image is required to consider the placement of the feature. Don't miss this opportunity! Graphics is an important asset on Google Play. This is the title of the app page. And if you don't have a video, Google Play will use your graphic features. In case you have a video, the play button will be placed on top of your graphic function. This is an important place for you to keep your brand. Add colors, game name or app, as well as a logo. The graphics feature is not shown only on the app page, but it can also be promoted via Google Play. Graphic Requirements feature for Google Play JPEG or 24-bit PNG (no alpha)Sizes: 1024 x 500 pxAny copy or important visual information should be put near the boundaries of assetAvoid redundant text and Reduce a copy of your app name and some descriptive wordsCenter align your logo in the vertical and horizontal center of the frameUse large font sizesUn overload the function of the graphic with detailsYour image should be designed for different sizesLocalize image If you offer your app for various showcases Let our in-house Design Team Handle It Contact Us Today by continuing to browse the site you agree to our use of cookies. A graphic object is required to publish an application. This graphic is then used wherever your app is hosted on Google Play. It's also a powerful tool for conveying your app or gaming experience and attracting new users. The graphics of the feature are displayed in various locations in the App and The Play Store website. If you have a promo video, your graphic function will be used as an image cover with the Play button superimposed on top. In the Play Store app, we also show your feature on the homepage in a large format to highlight collections of apps or recommended games. Typically, feature graphs are displayed in the context of top-level application metadata, such as an app icon or name. Check out our Help Centre to learn more about best practices. Content and code samples on this page are subject to the licensing described in the Content License. Java is a registered commodity Oracle and/or its affiliates. Last updated 2020-04-16 UTC. February 18, 2020 Image graphics feature to highlight Android apps on Google Play. Although they are not mandatory, they are highly recommended as they are required for featured signs Google Play. Even without featured placement, feature graphics offer incredible potential for developers and marketers. Think of them as free ads to attract users and entice downloads. From the Android Google Play guide: The graphics feature is the first thing your potential users see when they open your app listing store. On most Android smartphones and tablets it takes a third of the screen. As a result, this can have a significant impact on the store visitor's decision to download the app and is an important part of app marketing. When you include a video in a shopping list, the graphic feature provides a link listed on the overlaid play icon - so the user can start watching it right away. This tutorial will help you create an attractive graphics feature for Google Play in a matter of minutes. To create Google Play graphics, start with one of these Hotpot graphics templates. If you are on a budget and need a free schedule, please see here. The 1024px x 500px Graphics feature is a necessary size for the Google Play graphic feature. File Format Google Play Store takes either JPEG or 24-bit PNG (no alpha) images. Best Practices Create Interest Treat feature graphic as a billboard ad on the highway. Suppose users will only take a look at the graphic function for a few seconds. The goal is to generate interest in this tiny window to encourage users to pause and explore the list of apps further. The goal is not to explain the application in one graphic, but simply the peak of interest. Complement the fonts, colors, graphics and language that complement your brand. For example, if you include the app's logo, select colors for a graphical feature that complements your logo. If your app projectes fun and youth, use the appropriate language in a copy. Ultimately, graphic design features should blend seamlessly with your brand and app. Billboard Test Like Highway billboards, a graphic feature should rely heavily on arresting graphics and colors to get attention. Use the text sparingly. Google's web ads limit each line of copies to about 30-40 characters, and similar guidelines should apply to the graph. Capture the user's attention with visual effects, not text. If possible, the goal is to limit the text to the app's name and perhaps a key phrase or two. When you turn on the text, be sure to use font sizes large enough to keep the text legible in size. As a test, show your function to graphic to someone within 5 seconds and then pick it up. Can a user The purpose of the app? If not, simplify the content until the basic concept of the app is understood within 5 seconds. Localize If you're targeting multiple countries, localize a graphic object with appropriate languages so that users can more easily understand your app. Application. your android app. Change the schedule of features for special occasions such as Christmas or Valentine's Day, or various promotions, events, or marketing campaigns related to your company. Hotpot's Graphic Examples Hotpot makes it easy to create a graphics feature. Explore our template gallery to get started, or browse this list below for examples of attractive graphics features. This example uses two screenshots of the app framed inside modern Android devices, as well as relevant and live text to get the user's attention. Other components include the app's name, app short description, and accent text to highlight the number of users of the app. This example draws inspiration from the popular Instagram layouts by displaying the app on the right side inside the Samsung S9 frame. On the left side, the app's name is represented in a larger, more visible font, while a brief description of the app sits right under the clean but spectacular graphic function. This graphic feature relies on a bold, eye-catching background graphic on the right, contrasting with the pastel background on the left. This graphic feature takes a simple approach and only shows the app's name, app slogan, and logo app. It attracts the attention of a fresh, attractive color palette and a subtle background pattern, while keeping the focus on the app logo and app name. How to create a graphic feature for Google Play Hotpot makes it easy to create graphics features like the examples above. Follow these steps: Browse the Hotpot templates for Google Play graphics. Decide what benefits to highlight or what emotions to evoke in the outlook. What makes your app unique? What excites users? How does your app help users? According to the guidelines above, you want to limit the text to the graphics function, so invest enough time to distill the marketing message into its essence. Choose a Hotpot.ai pattern according to your brand or style. If you don't have them, create it from a stingray. If you're using the device frame, download the template and click on the frame of each device. Use the Screenshot property to automatically embed the app's image. Official requirements advise against device frames, but leading apps and companies use them independently because end users are used to seeing them and because of the design flair they add to the graphics function. Finish tuning text, background, and other design elements. Download the Hotpot design then celebrate like this wild user. :) :)