

# App Submission Details

## Ready to Submit?

Fill out our native submission form [by clicking here](#). This tells us we can go ahead and submit your app!

If you have any questions about the form, read on.

## What We Need

There are two main types of content we need from you in order to submit your app - Text Content and Design Assets. You must provide us with the text content, however we can create the native design assets for your native app if you choose to use our in-house design service.

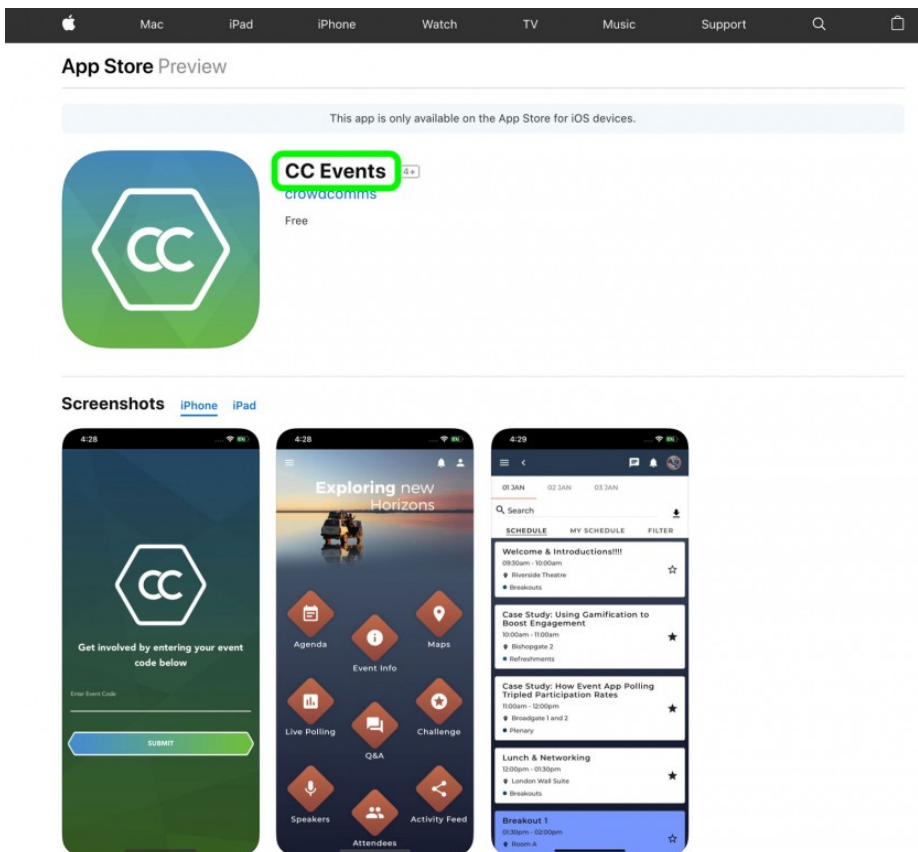
*It is important to get these approved from you, because the below content cannot be changed after submission - only content within the app itself can be changed after submission.*

## Text Content

### App Store Listing Title

This will be the title in the app stores.

Please note this is limited to a maximum of 30 characters (Spaces included)

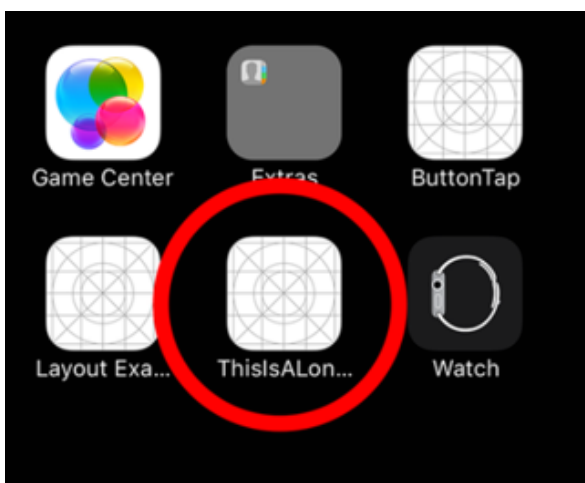


## App Short Title

The app short name is the name which appears underneath the icon on smartphone home screens.

Please note that app short names longer than approx. 10 characters will have “Ellipses” inserted into their names under the App Icon. If this is a problem, please use an app name shorter than or equal to 12 characters. Screenshot below to explain.

*App short names cannot contain special characters.*



## Short Description

Just needs to be a brief description about the app/event

Please note this is limited to a maximum of 80 characters (Spaces included)

## Long Description

This is the description that appears in both of the app stores, and should be a full description about the app/event

Please note this is limited to a maximum of 2000 characters (Spaces included)

## Keywords

One or more keywords that describe your app when people search for the app in stores. Keywords make App Store search results more accurate.

Please note you are limited to 100 characters. There is no max character limit per keyword as long as you don't go over the overall limit.

## Example Information

### App Name

Plantconf

### Short Description

This year's Plantconf app contains all the information you need to enjoy a great weekend at Kew Gardens.

### Long Description

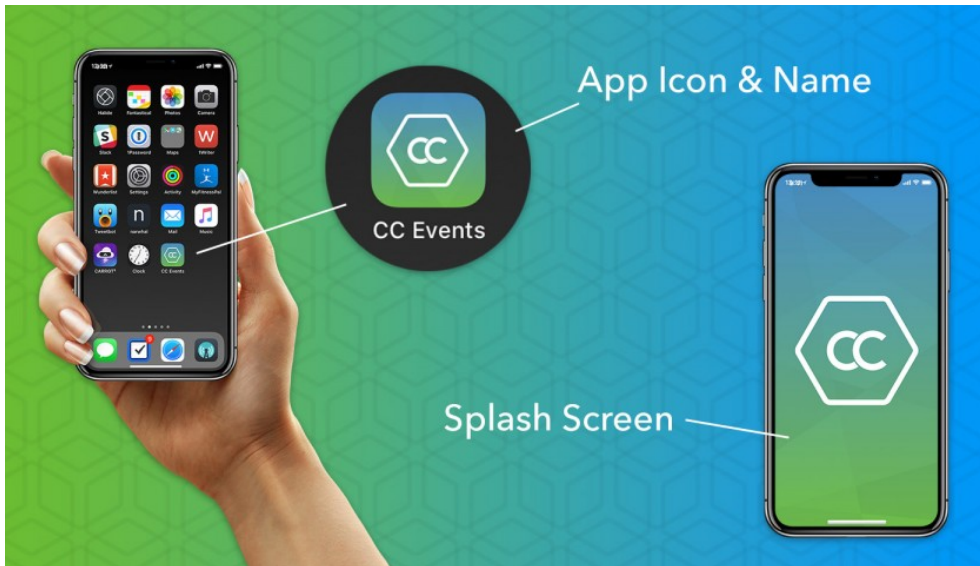
This year's Plantconf app contains all the information you need to enjoy a great weekend at Kew Gardens. Some of the key features of this year's app are:

- Full interactive agenda
- Live Polling
- App Game with a prize
- Activity Feed to post pictures

### Keywords

Plants,botanicals,conference,game,app

## Design Assets



## Splash screen image

The splash screen image appears whilst the app is loading/opening.

Please note the Image must be 2732px (Width) x 2732px (Height) PNG (no alpha or transparency). See the example splash screen image above - be sure to keep important text or images in the very centre to avoid any cropping.

## App Icon

Please note the Image must be 1024px (Width) x 1024px (Height) PNG (no alpha or transparency)

## Feature Image

Please note the Image must be 1024px (Width) x 500px (Height) JPG or PNG (no alpha)

The feature image can be displayed on the Google Play store. [More information available here.](#)

**\*IMPORTANT** - Resubmissions resulting from requiring the imagery or descriptions to be changed will incur a Resubmission Fee of £500 exc vat. Please ensure images and descriptions are correct to avoid this. Changes to branding and content on the app will not require a resubmission.

## Native Imagery Template

[Click here to download a zip folder with a Splash Screen, App Icon and Google Play banner if you'd like to design your own native imagery.](#)

## Native Images Dimensions

Splash Screen -

2732px x 2732px



App Icon -

1024px x 1024px



Google Play Banner -

1024px x 500px



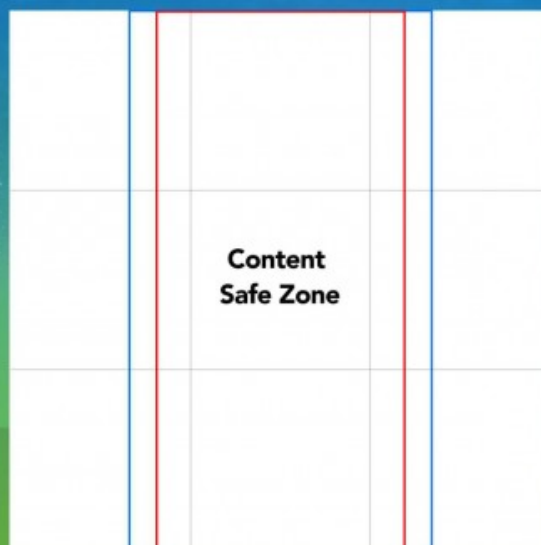
crowdcomms

## Splash Screen Sizing

iPhone X/XS/XR -  
iPhone 6/7/8+ -

Splash Screen -

2732px x 2732px



### Maximising compatibility -

The Splash screen adjusts itself per screen size, by using the square 2732 x 2732 px template you can ensure it's compatible for all screen sizes.

By also ensuring your relevant information keeps to the 'content safe-zone' you can minimise the chance of your event/company logo being cropped on any devices. Whilst appearing on landscape and smaller phone devices.

### Don't -



### Do -



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Revision #18

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