Olo App Style Guide - Supplemental Assets

The Olo app will leverage the Serve ordering experience, allowing your ordering experience to offer the same features across both web and app platforms. The app will be embedding the assets already submitted for your Olo white-label Serve website, but there are a few additional assets needed for just the app.

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1. App Name & Description - Submitted via Serve Customizations Form

Description: The App Name appears under the App Icon. Descriptions appear in the Apple & Google Play stores.

App Name

Must be 12 characters or less, including spaces, to fit under the icon, otherwise "..." will appear. If the app name is already in use, a new name will need to be created.

App Description Text

- Short description - Android Google Play only - maximum 80 characters
- Text description - iOS App Store and Android Play Store - Maximum 4,000 characters.

2. App Icons

Description: Icons that appear on the iOS & Android devices to open the app

iOS Specs: 1024x1024

- Image will be automatically cropped based on the version of iOS. (See visual on the next page.)
- No rounded corners. No transparent background. Must have color.

Android Specs**:** 1024x1024

- Image will be automatically cropped based on the version of Android OS. The shape is determined by the Android version. Most restrictive visibility is 675px circle; anything outside the safe area shown will be cropped. (See visual on the next page.)
- No rounded corners, no borders. No transparent background. Must have color.

Accepted file type: png
If not provided: will use "Mobile Web Clip" asset from web (Serve: Section 3)

iOS SAFE AREA 1024 × 1024
Place logos within the dotted area

IMAGE SIZE - 1024 × 1024

**ANDROID SAFE AREA
675 × 675**
Place logos within the dotted area

IMAGE SIZE - 1024 × 1024

Recommended: Submit two 1024x1024 icons. One with a logo that takes up more space in the iOS safe area, and one with a logo that fits into the 675x675 Android safe area.
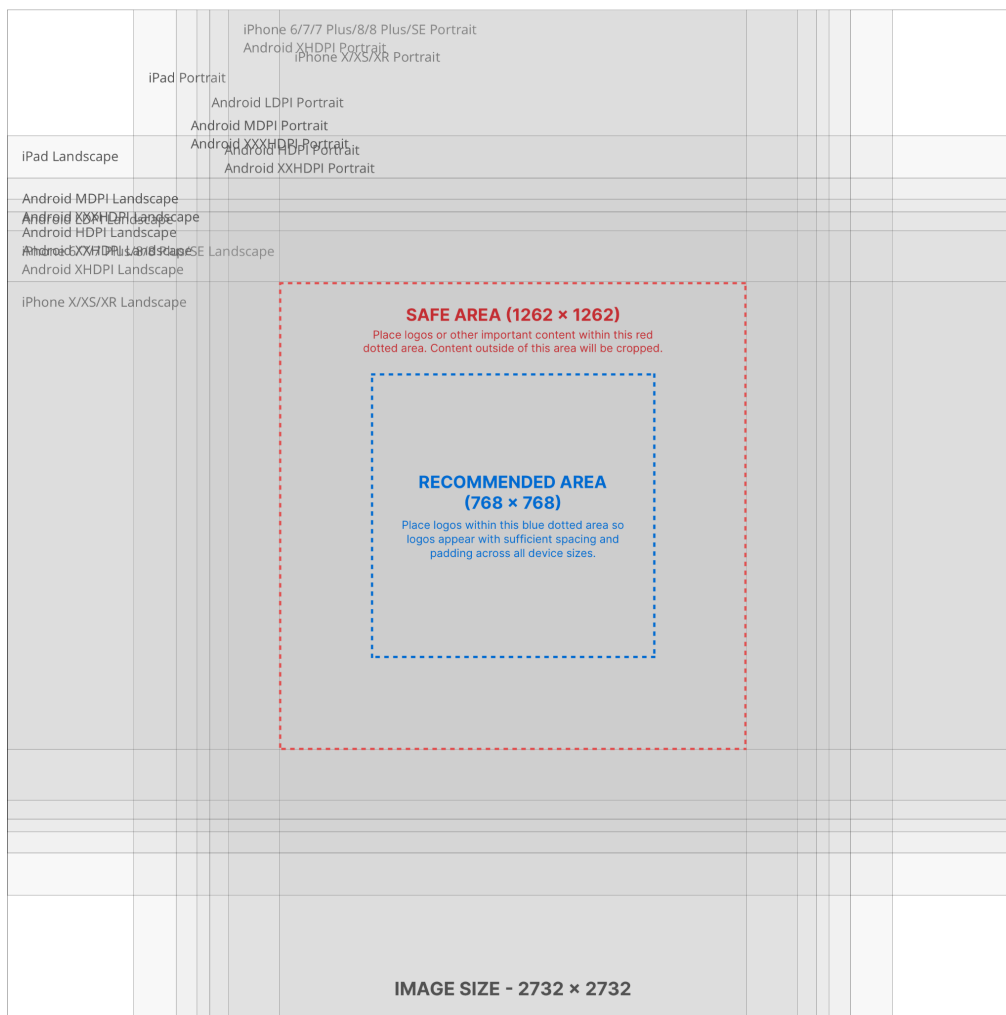
3. Loading Screen

Description: Android and iOS apps will display an app loading screen. Splash page typically appears for less than a single second, so simple is better.

Specs: 2732 x 2732

- Image size required - 2732 x 2732, respecting the safe zone of 1262 x 1262. Recommended area for focal content is 768 x 768, to ensure sufficient padding across device sizes. (See visual below.)
- Must have a background color: white is acceptable, transparent is not.
- No text, except logo (for ADA reasons)

Accepted file type: png

If not provided: Will add solid color padding to iOS Icon (App: Section 1)

4. Feature Graphic (Android only)

Description: This is the feature graphic at the top of your Store Listing page in the Play Store app or site. Your graphic may be displayed alone without the app icon.

Specs**:** 1024 px x 500px
- Try to align any logo/copy information in the vertical and horizontal center of the frame. Do not include any copy or important visual information near the borders of the asset, specifically near the bottom third of the frame.
- If adding text, use large font sizes.
- For further information, see [Google Play Store documentation](#)

Accepted file type: png

If not provided: will add solid color padding to iOS Icon (App: Section 1)

```
ANDROID SAFE AREA
720 × 350

IMAGE SIZE - 1024 × 500
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Checklist - Items to Submit

1. **App Name**
2. **App Descriptions**
   a. Short Description - max 80 characters
   b. Long Description - max 4,000 characters
3. **iOS App Icon** - 1024x1024
4. **Android App Icon** - 1024x1024 (with logo in 675x675 safe zone)
5. **Loading Screen** - 2732x2732 (respecting 1262x1262 safe zone)
6. **Android Feature Graphic** 1024x500 (with logo/copy in 720x350 safe zone)