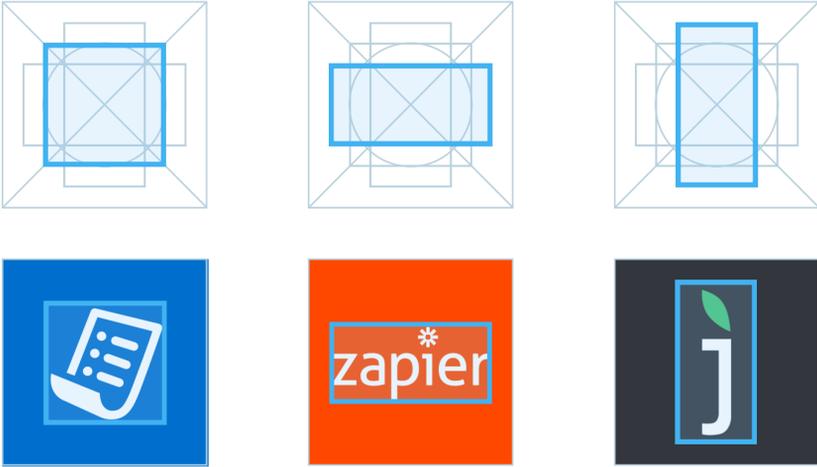Ecwid

APP
MAKER
GUIDE

Introduction

The Ecwid App Market requires app icons to have a similar design style. Use this guide to create an attractive icon for your application.

Icon templates

The icon templates define
the shape and size you must follow when
creating or adapting existing icons
for the Ecwid App Market.

Examples

Color

We suggest using the color palettes on the right to
make the app icon colorful and attractive.

#9D27B2	#6734BA	#3E4EB8	#007AC9	#1194F6	#E1E1E1	#EEEEEE
#5F7E8C	#00A7F7	#00BCD6	#009788	#47B04B	#89C540	#CDDE20
#FFED18	#FFC200	#FF9900	#FF5607	#F7412D	#EC2761	#7A5547

Creating an app icon from scratch

Follow these easy steps to create an icon from scratch:

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1 **Choose the icon**

Create or download an icon from a preferred resource. The icon must represent the main function of your application. You can also use your company logo in some cases.

Example: we chose printer icon for the Print Invoice application.

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2 **Choose a template**

Choose a suitable template for your icon:

- Square (download PSD)
- Horizontal rectangle (download PSD)
- Vertical rectangle (download PSD)

Example: the icon we chose in step 1 fits well into a square, so we chose the square template. Place the icon into the smart object in PSD template.

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3 **Select a background color**

Choose a color for your background from the color palette above.

Example: we chose the blue background color

④ Choose an icon color

Select a color that will stand out from the background color of your icon.

Example: white stands out on a blue background.
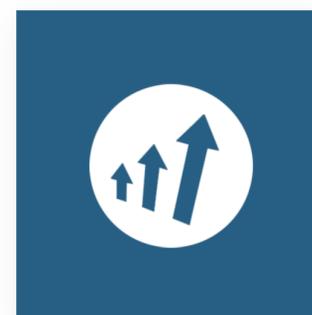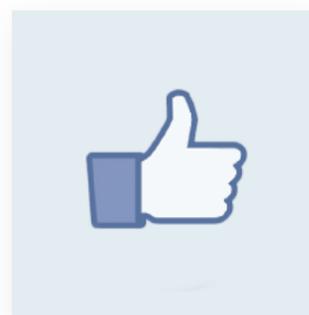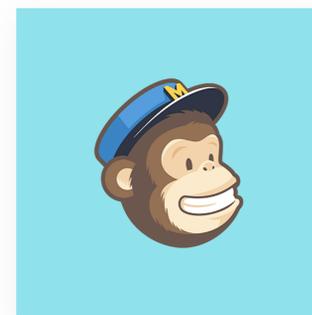
⑤ Review and save

Your icon is ready! Now, let's make sure it fits the requirements:

- The icon represents the main function of the app
- The icon doesn't have gradients or shadow, lettering or glow effects
- The image uses 3 colors or less (4 for logos), including the background
- The image is clear and visible at 50% scale

Examples

Here are some great icons to inspire you:

Creating an app icon from existing logo or icon

It's easier to create an icon for Ecwid App Market if the app already has an existing icon.
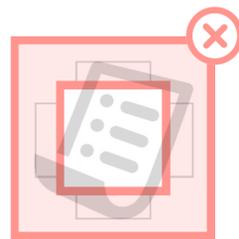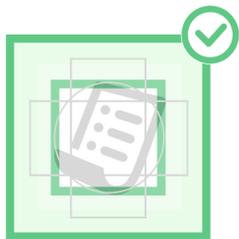
1 **Check for requirements**

App icon has to look great on any device. Let's check your existing icon to see if it fits the requirements.

2 **Choose a template**

Select a suitable template for your existing icon/logo. Place your icon into a template and make the 'Grid' layer visible. Change the icon size to fully fit the base figure in selected template.

☐ Square (download PSD)

▭ Horizontal rectangle (download PSD)

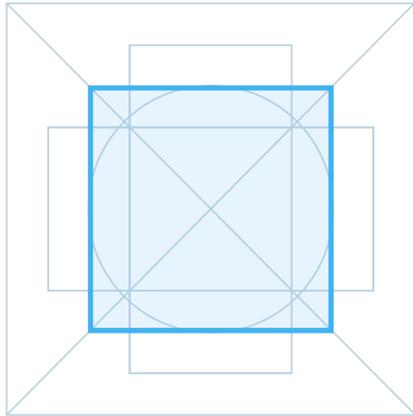▯ Vertical rectangle (download PSD)

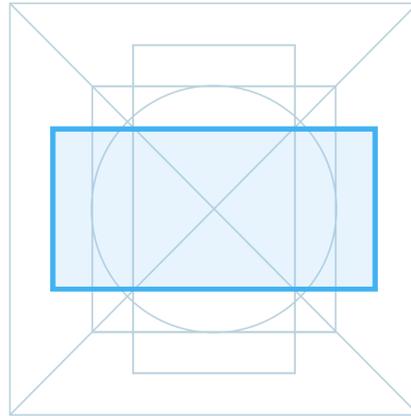**3** **Clear excessive effects and save**

Remove any excessive effects, like shadows, gradients, lettering and others. It simplifies the icon and makes it easier to look at on different devices.
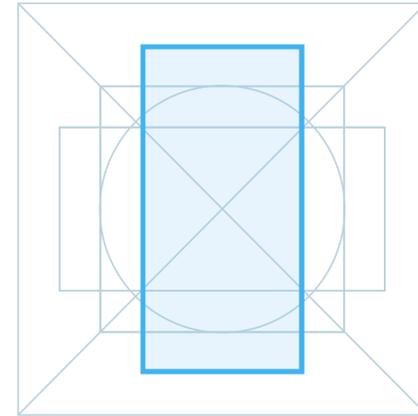
Templates

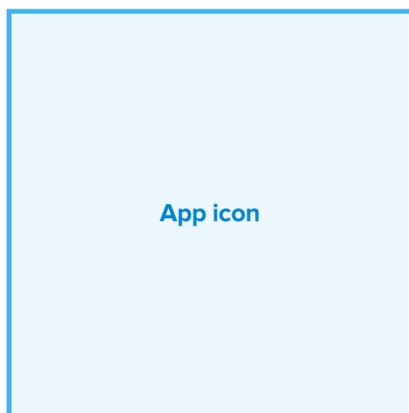Choose a suitable frame and download the template using the links below.

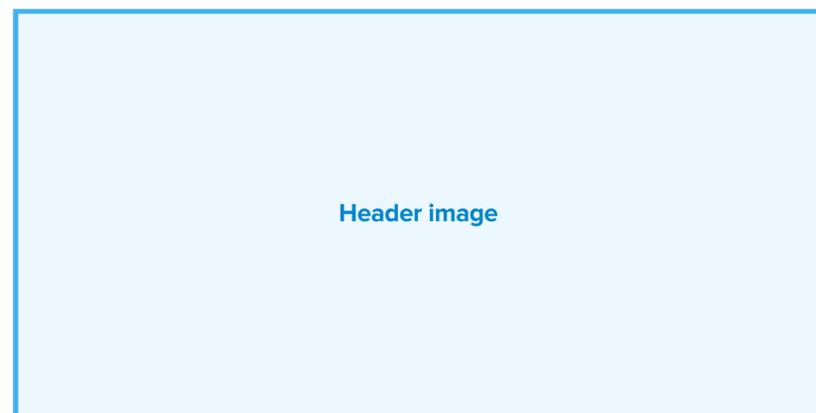| Square	Horizontal rectangle	Vertical rectangle
Download PSD	Download PSD	Download PSD

File requirements

Your image file must meet these requirements:

App icon

Header image

App icon:

- Size: 512x512 px

- File format: PNG, JPEG

Header image:

- Size: 1024x538 px

- File format: PNG, JPEG