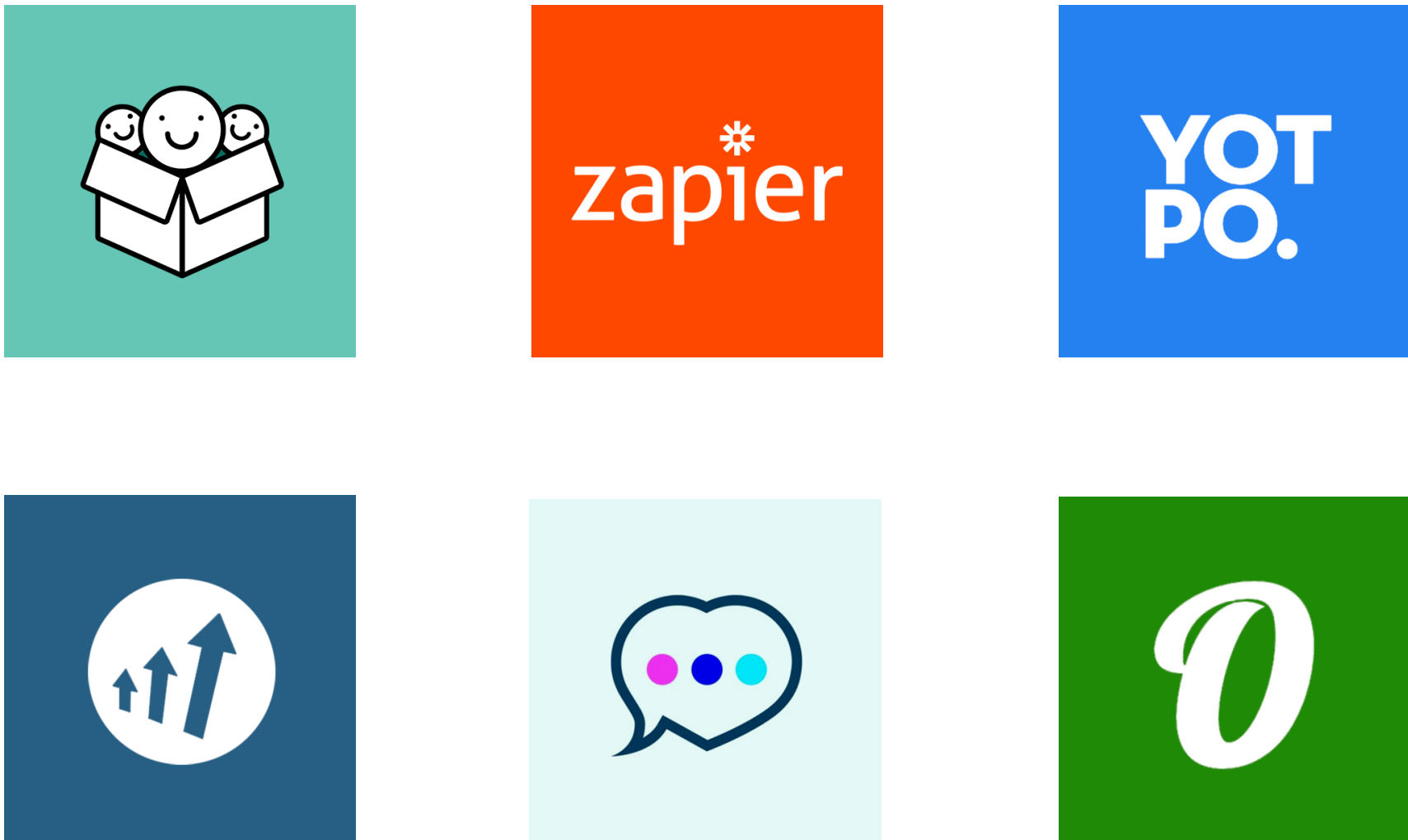


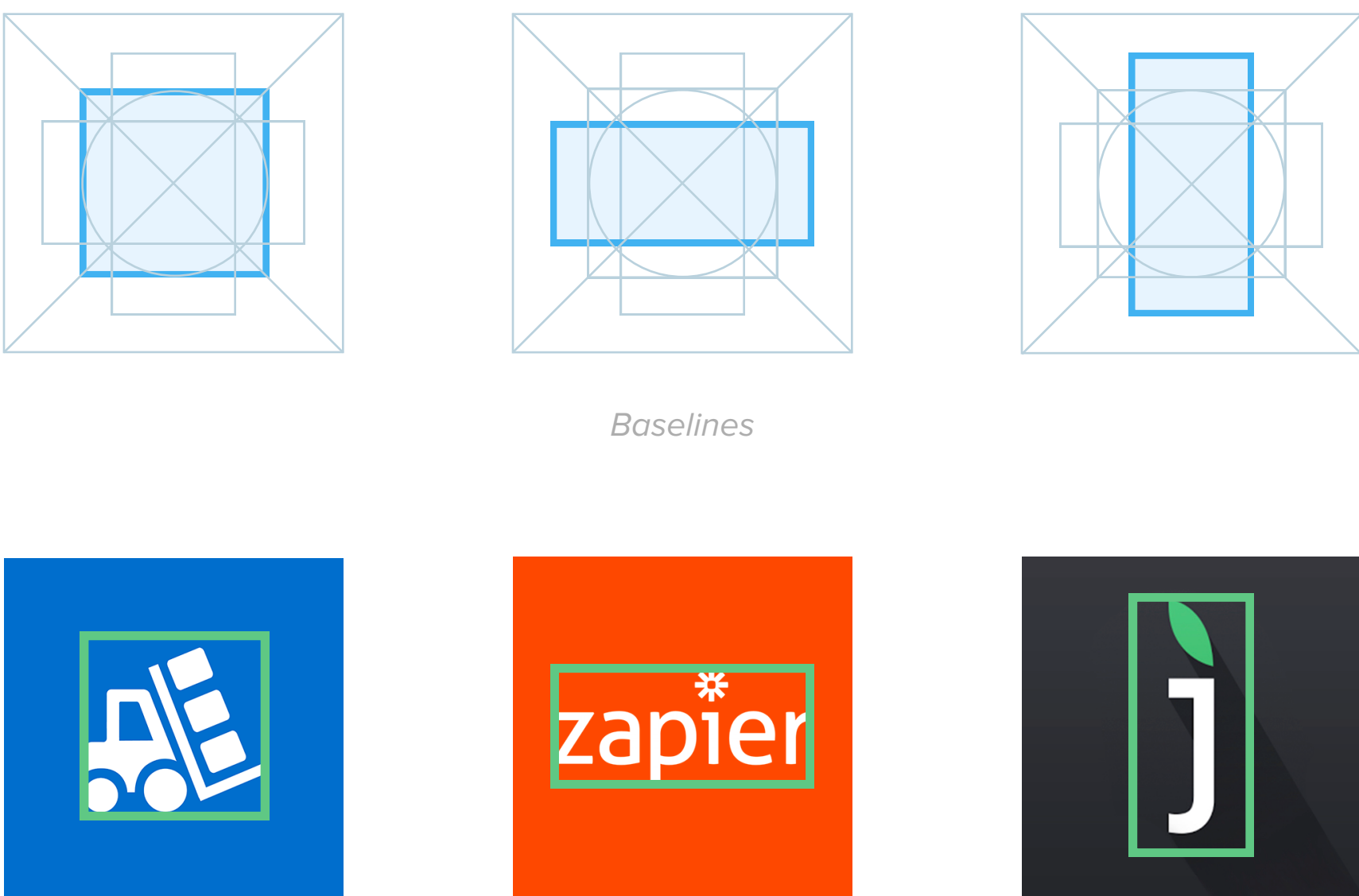
## The Basics

The Ecwid App Market requires icons displayed in the same style. These guidelines will help you make the most attractive icon for your application.



## Geometry, Grid, and Baselines

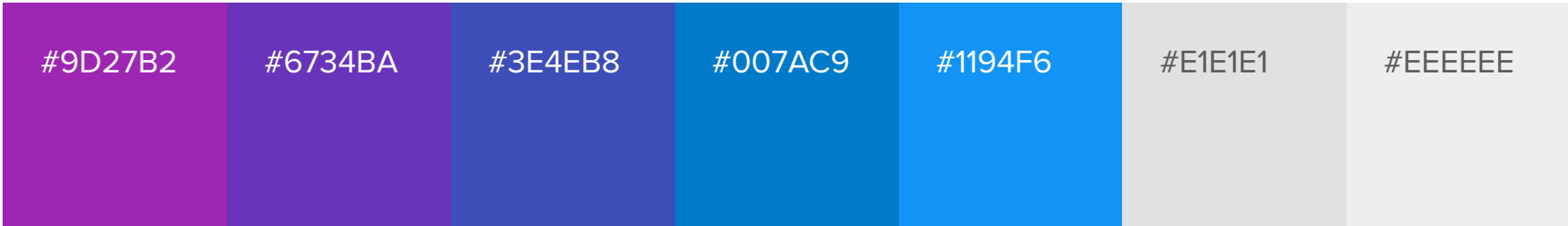
App icons are defined by three main geometric figures: rectangle; square; and circle. The grid and baselines define our universal rules for icon creation. You can see 4 ways of adapting your logo for your icon, and an example of each option here. Your logo should be contained within the corresponding blue square, circle or rectangle.



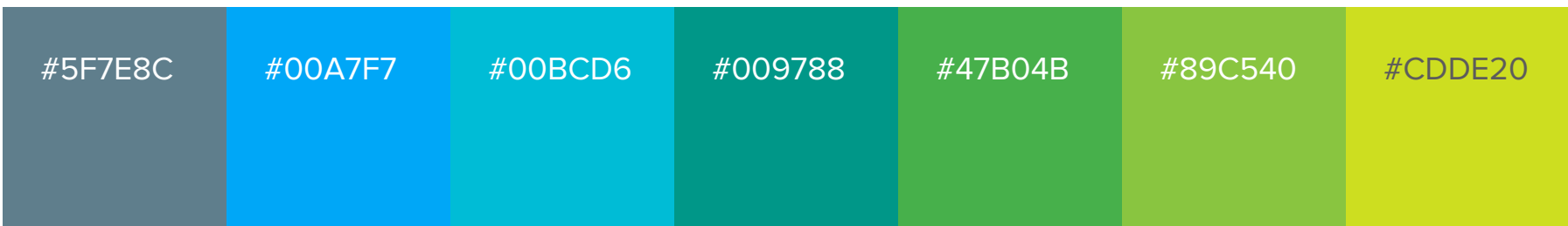
## Color

To be consistent with the App Market design and give your icon its chance to shine, we recommend using color palettes on the right.

Cold color spectrum



Fresh color spectrum



Warm color spectrum



## Existing Icons

If your app already has an icon, please adapt it to the new design using the guidelines above.



Correct grid and baseline position, right color and flat icon design



Incorrect grid and baseline position, too much effects, incorrect color

## File requirements

All images should be of the highest possible quality and meet these requirements:

### App icon

- Image size: 512x512 px
- File formats: PNG, JPEG
- No built-in color profiles

### Header image

- Image size: 1024x538 px
- File formats: PNG, JPEG
- No built-in color profiles

