appian

AppMarket Artwork Guidelines for App Icons

When submitting an application or solution to the Appian AppMarket, including an icon is mandatory. The app icon serves as a visual representation of the listing and provides additional information about it. It's a necessary element that makes your app stand out to users navigating through the AppMarket.
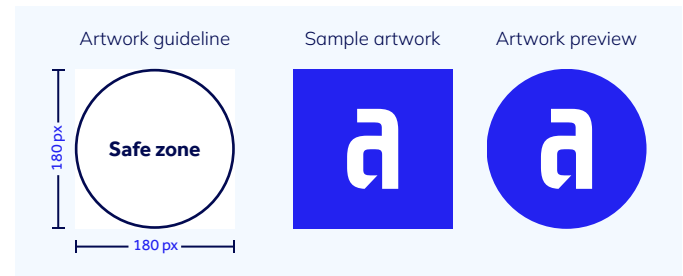
Best practices for app icons.

A unique, memorable icon communicates the purpose and personality of your experience and can help people recognize your app.

- Embrace simplicity—simple icons tend to be easier for people to understand and recognize.

- Create a design that works well on multiple platforms so that it feels at home on each.

- Include text only when it's an essential part of your experience or brand.

- Use graphical images or photos and avoid replicating UI components in your icon.

- Consider a distinct color from the current AppMarket background color (white). Pick a background color for your asset that's appropriate for your brand and doesn't include any transparency.

- Don't use text or graphic elements that can mislead users, indicate ranking or promote deals, or incentivize installs.

- If there is no distinct color or shape around a logo defining it, place it on a full bleed background.

- If your artwork is flexible enough, consider tweaking it to fully utilize the asset size.

- Don't use replicas of Appian software products. Appian products are copyrighted and can't be reproduced in your app icons.

Artwork guidelines for AppMarket.

Design your icon as a full-bleed square image. On most platforms, the system applies a mask that automatically adjusts icon corners to match the platform's aesthetic. Any text or imagery outside the safe zone will be cut off.

- Artwork should be 180 × 180 pixels at 72ppi

- The file should be .jpg or .png

- Color space: sRGB

- Max file size: 1024KB

| Artwork guideline | Sample artwork | Artwork preview |

Download design templates and resources.

To get started, download one of the provided asset templates:

- Adobe Illustrator template (.ai)

- Adobe Photoshop template (.psd)