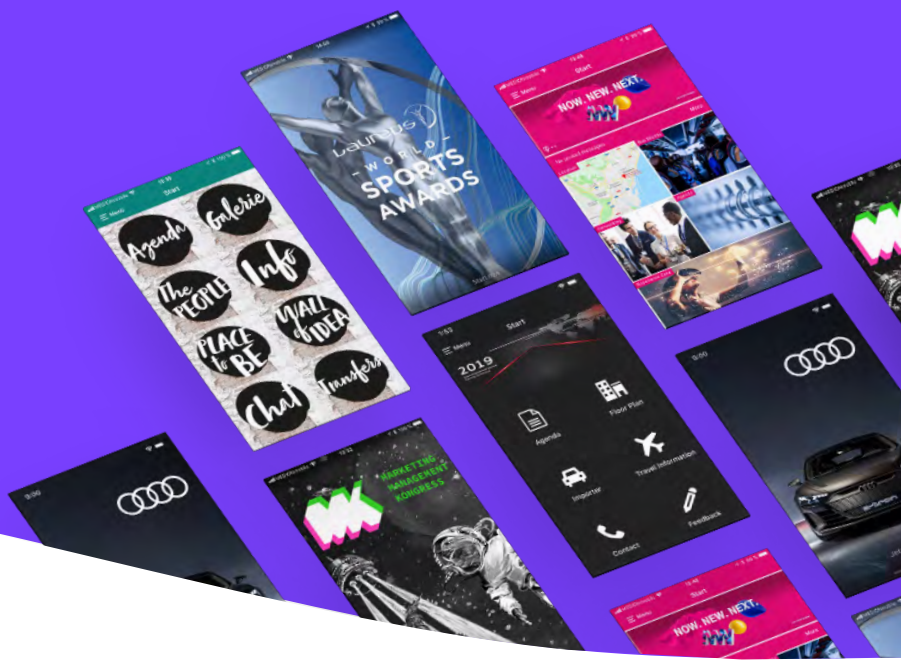
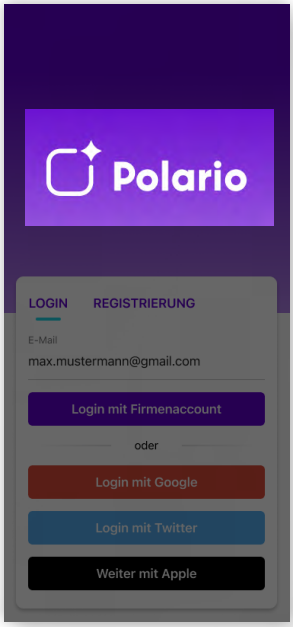
POLARIO GRAPHICS GUIDE

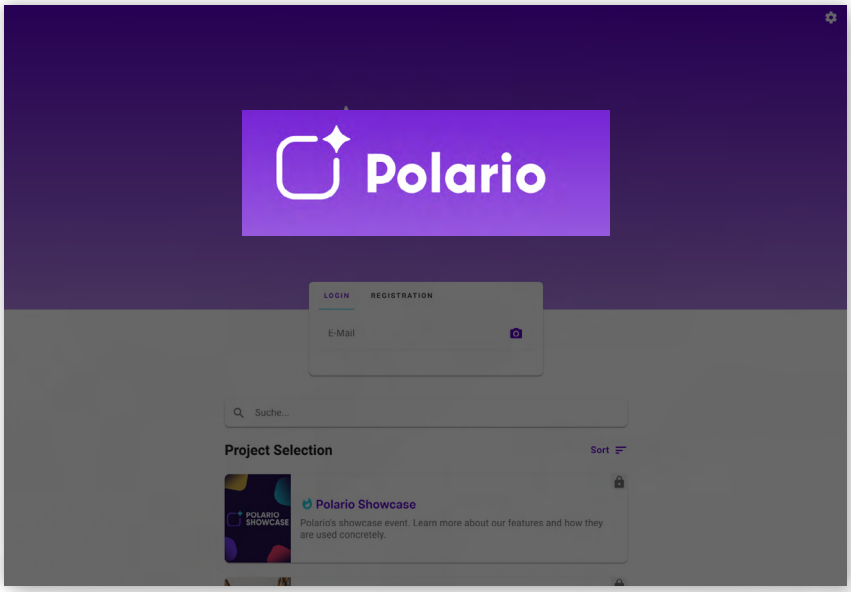
Polario by plazz AG

In our graphics guide you will get all the information about formats, file type and other details of images and graphics you can place in Polario.

Plus examples of how this can look in an app in the end.







Logo

Placement in the app

Home page, after opening the app

Requirements

File format	jpg / png
Picture format	870px x 580px or aspect ratio of 3:2

Notes

A 3:2 area is available for the logo. The logo is placed and scaled within this area.

The logo is always displayed at 100%.

A monochrome background or a color gradient can be set for the logo. It is therefore recommended to use a single-color variant of the logo.

App Icon - iOS

Placement in the App

App Store, Home screens,
when initializing the app

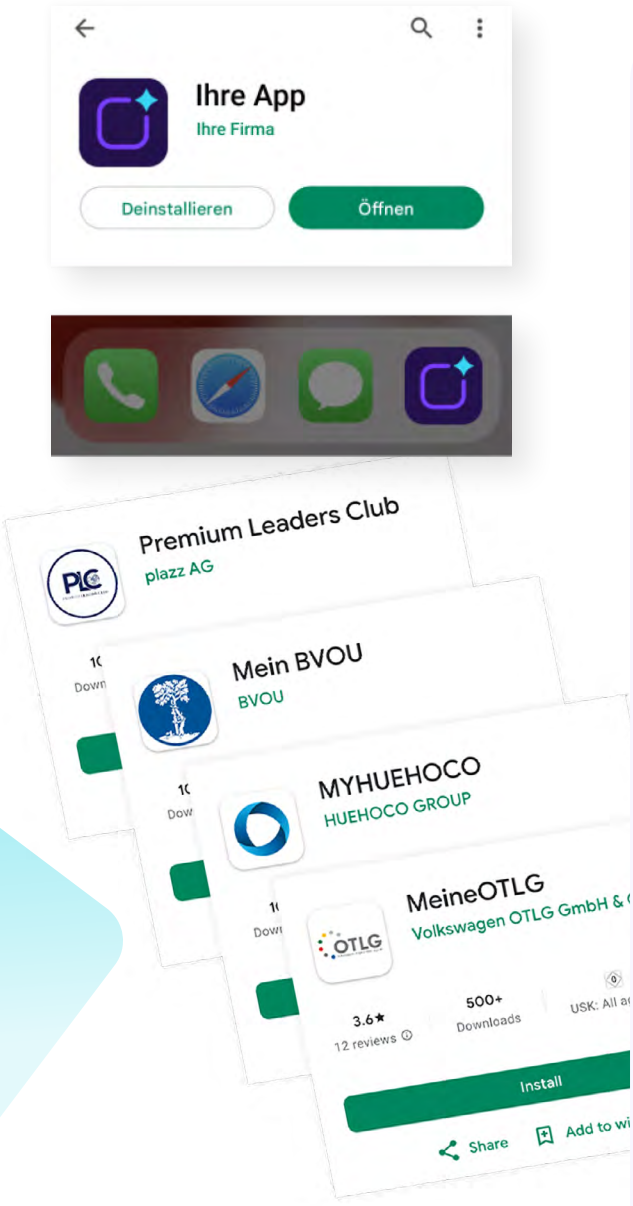
Requirements

File format	jpg
Picture format	1600px x 1600px

Note

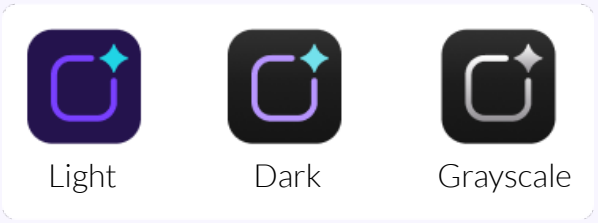
Without rounded corners

A memorable and easily identifiable design should be chosen for the app icon. A suitable logo icon can make it easier to search for and recognize the app.



Important for iOS Store!

As of iOS 18, three app icons are required, depending on how your app users have set up their smartphones.



Light - Your standard app icon

Dark - An icon without a background (e.g. only your company logo) in a color combination that is clearly visible on a dark background (provided by Apple). The icon must have a transparent background.

Grayscale - An icon with a grey color gradient. Here the icon must not be transparent, the background must remain black.

More Information:
https://developer.apple.com/design/human-interface-guidelines/app-icons#Platform-considerations

App Icon - Android

Placement in the App
App Store, Home screens,
when initializing the app

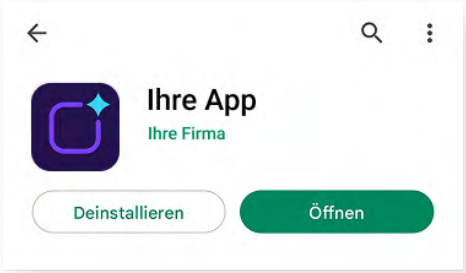
Requirements
File format	jpg
Picture format	1600px x 1600px

Note
Without rounded corners

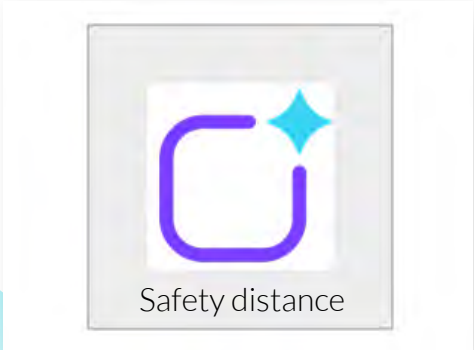
A memorable and easily recognisable design should be chosen for the app icon. Little text is recommended in favour of readability.

Attention should also be paid to the safety zone, in which no important content may be located.

A suitable logo icon can make it easier for users to find and recognise the app.

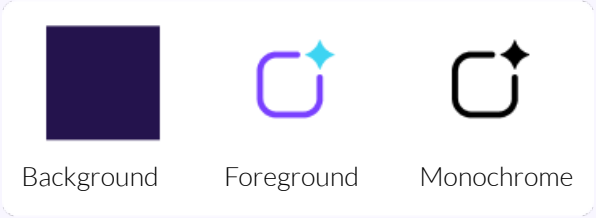






Wichtig für den Google Play Store!

At best, Android requires three app icons, depending on how your app users have set up their smartphones.



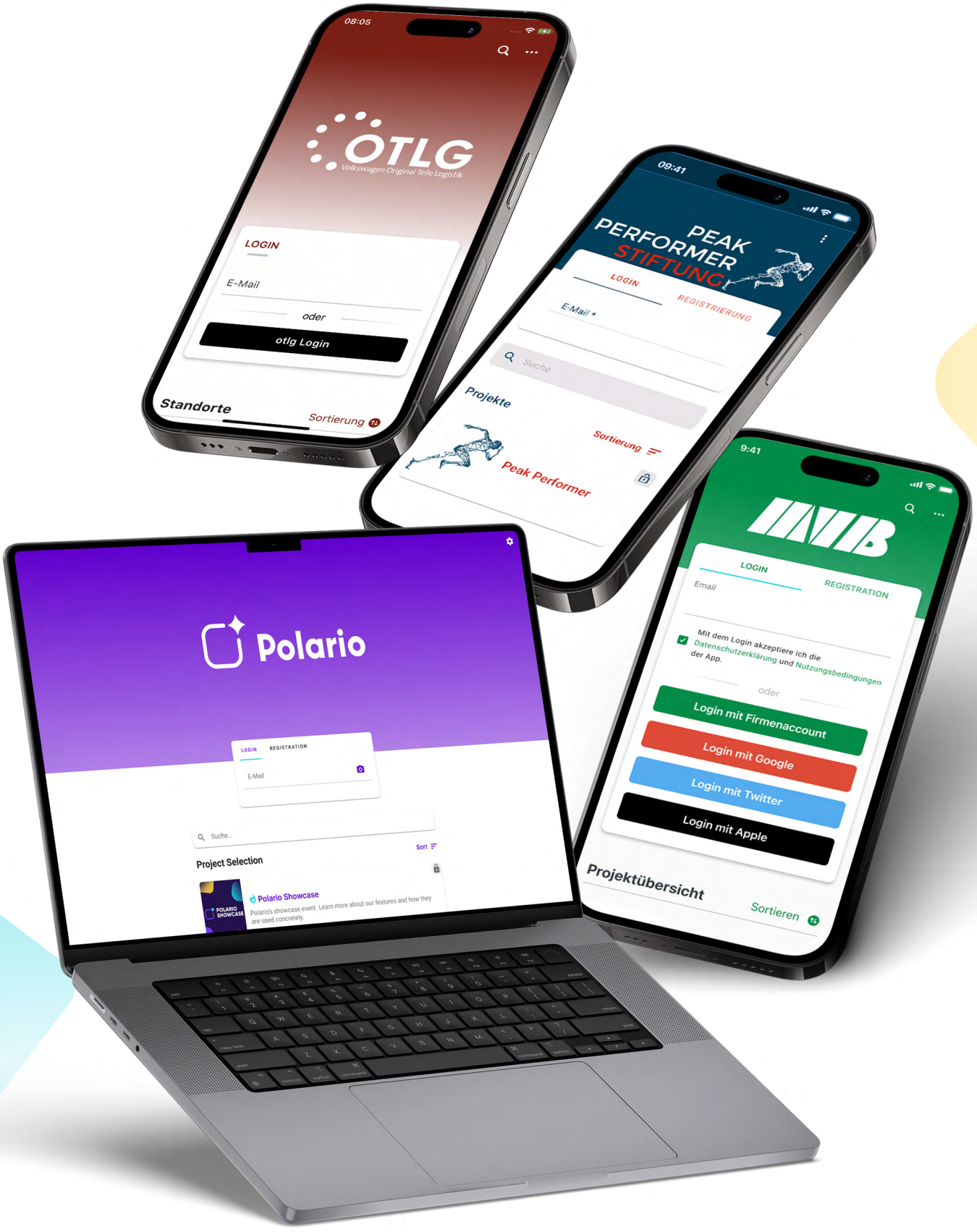
Background - The background of your app icon. Can be an image / graphic or a colour.

Foreground - The main element of your app icon without a background. Can be an icon element or text.

Monochrome - The monochrome main element of your app icon without a background.

More information:
https://medium.com/google-design/designing-adaptive-icons-515af294c783

Example Presentation - Logo



Project Teaser

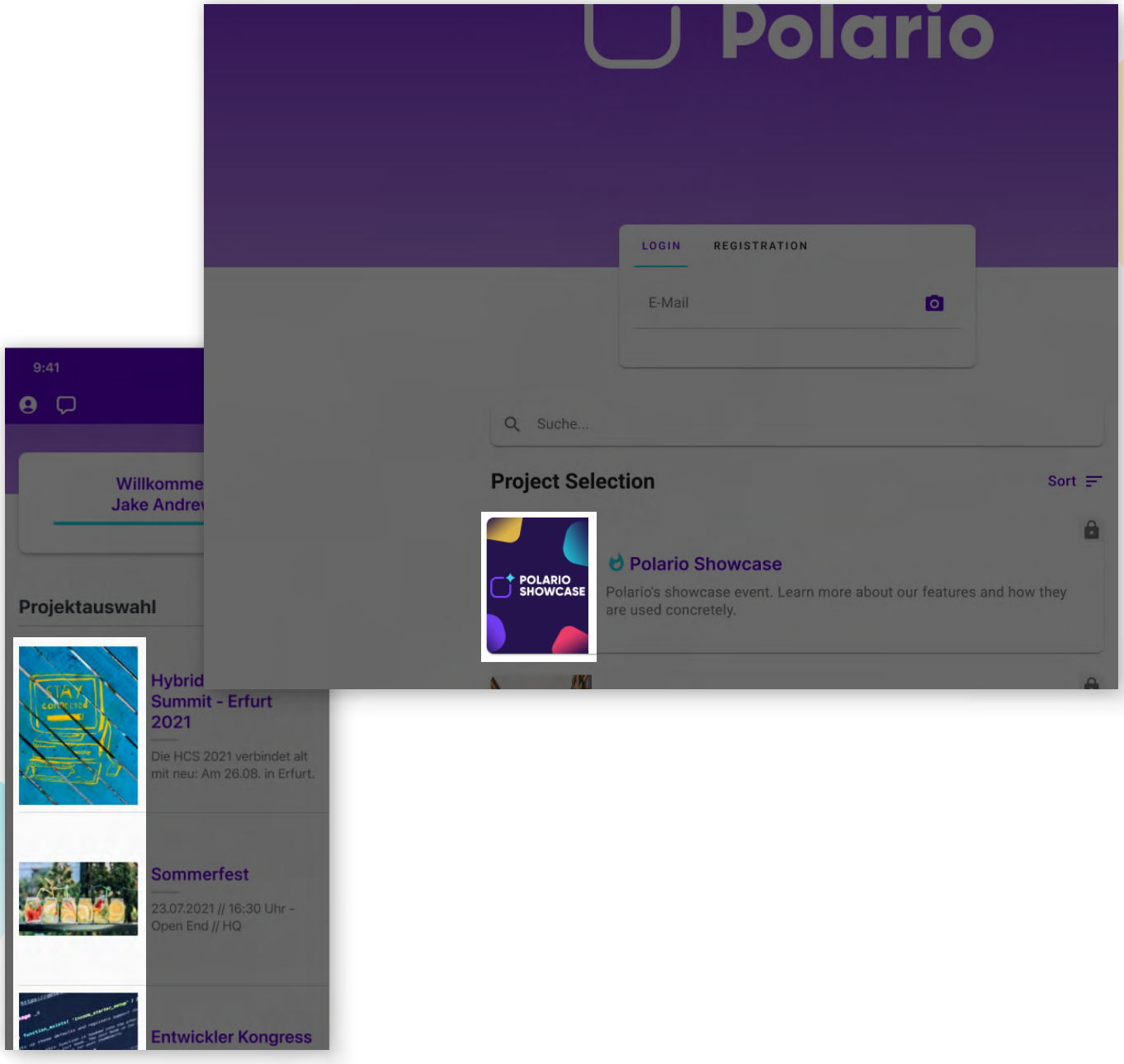
Placement in the app
Project list, to see directly at or after the login.

Requirements

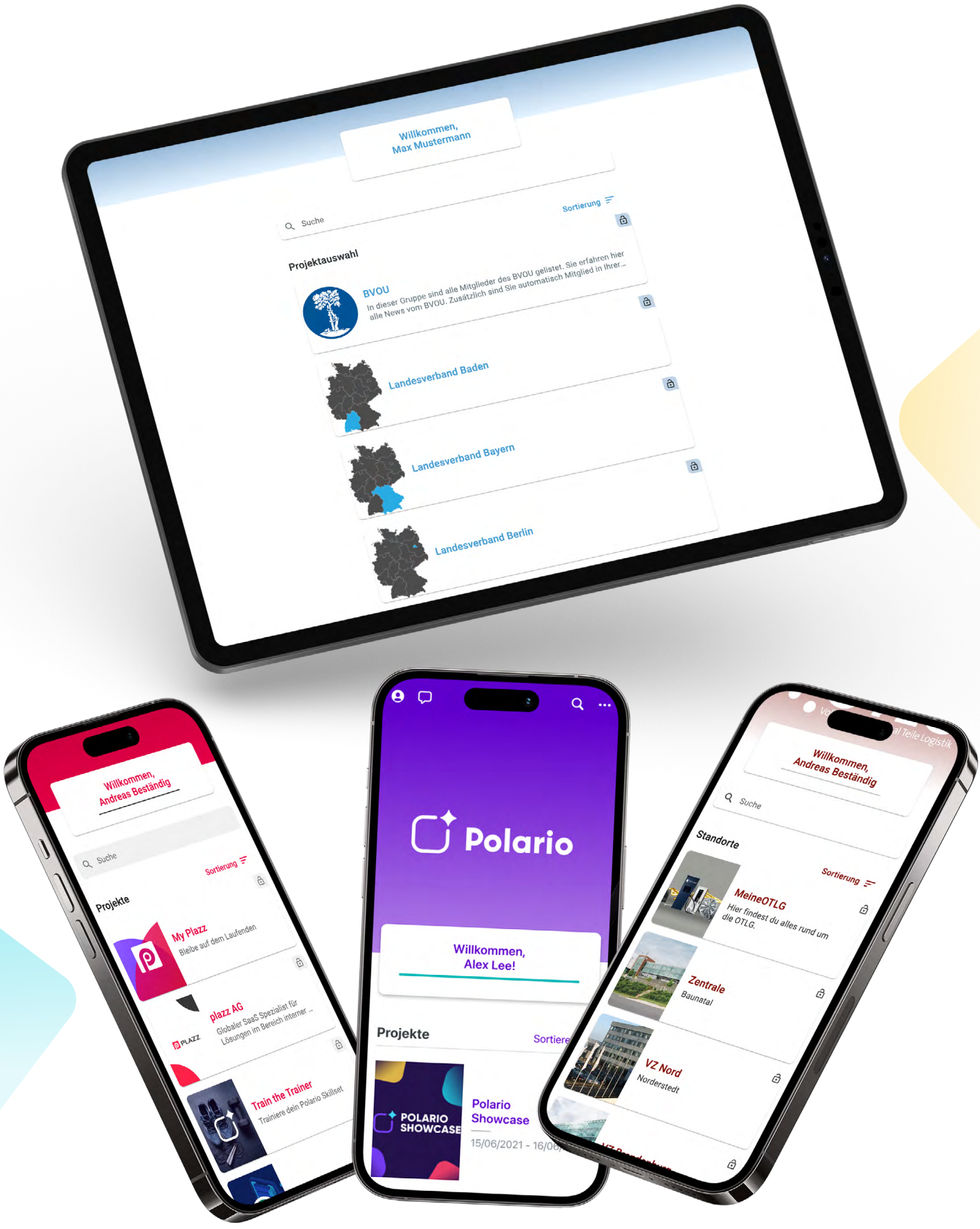
File format	jpg / png
Picture format	900px x 1200px or aspect ratio of 3:4

Notes
For optimal use of available space, it is recommended to use an image in portrait format.

Images are not cropped and are displayed at 100%



Example Presentation - Project Teaser



Pictures in the Menu

Placement in the app
Burger menu within a project

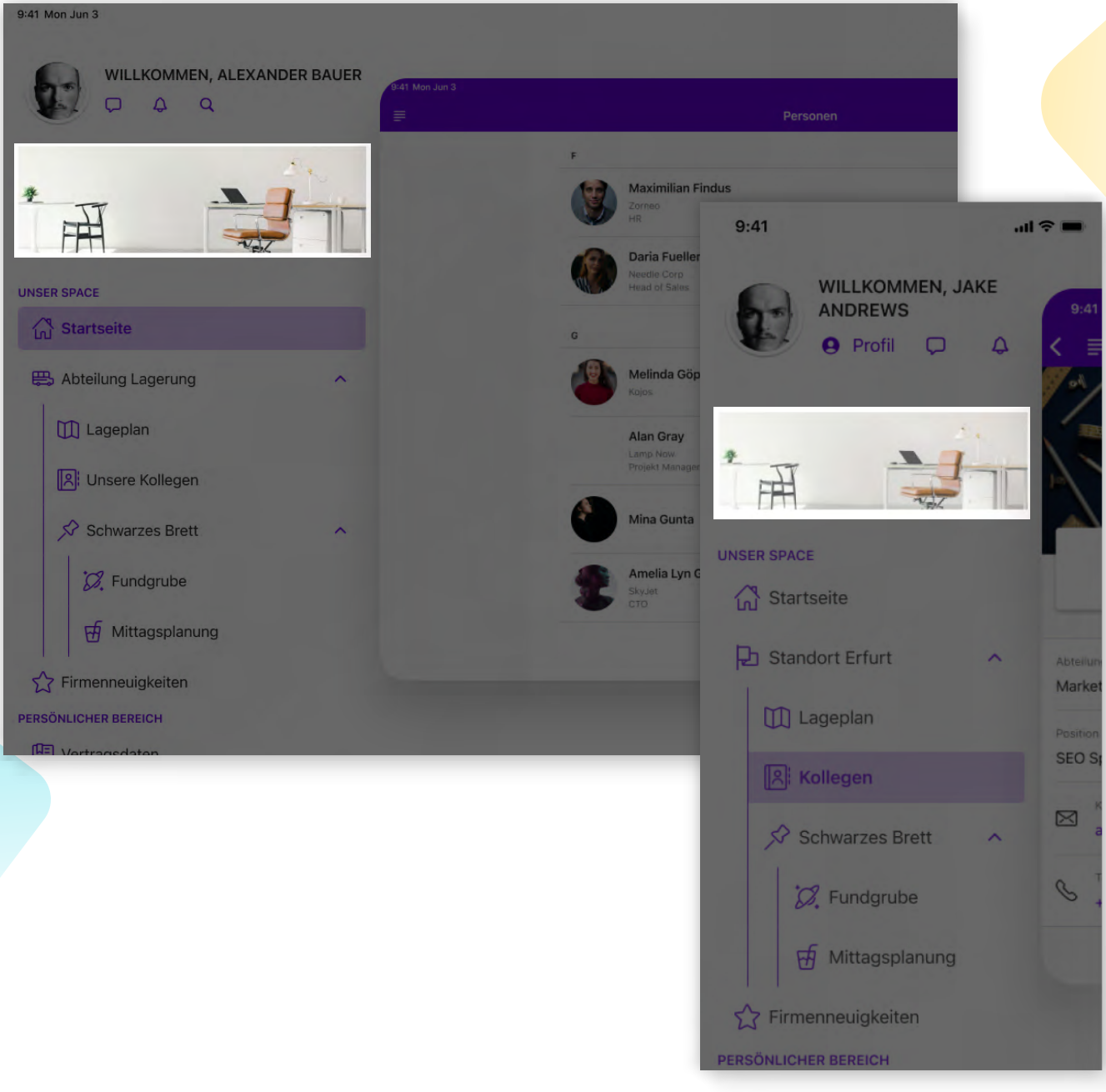
Requirements

File format	jpg / png
Picture format	Min. width 1000px

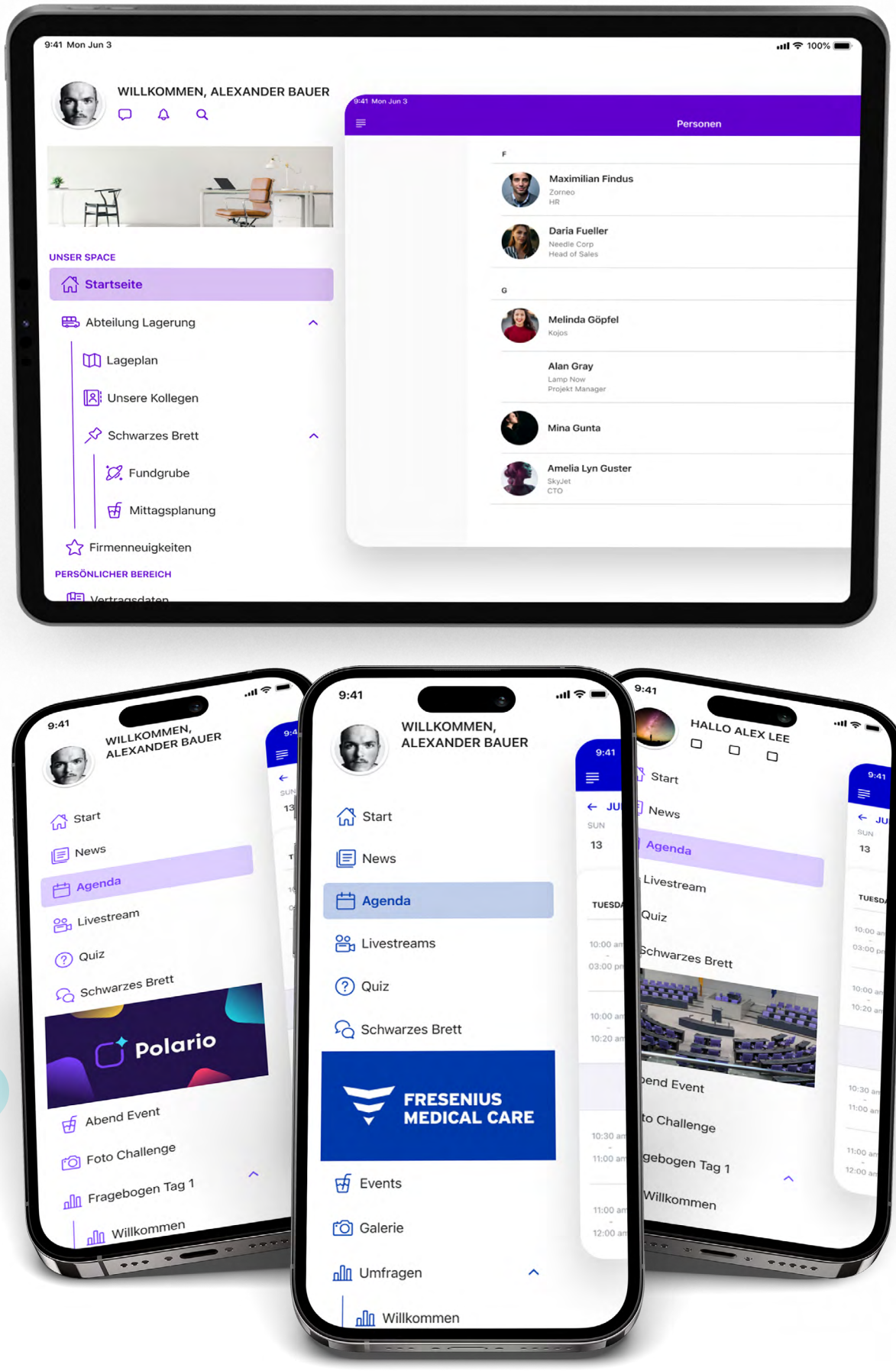
Notes
Images in menus are displayed only on mobile devices and in browser sizes below 768px.

Images are not cropped and displayed at 100%.

Because of their placement in the menu, it is recommended not to use portrait images.



Example Presentation - Pictures in Menu

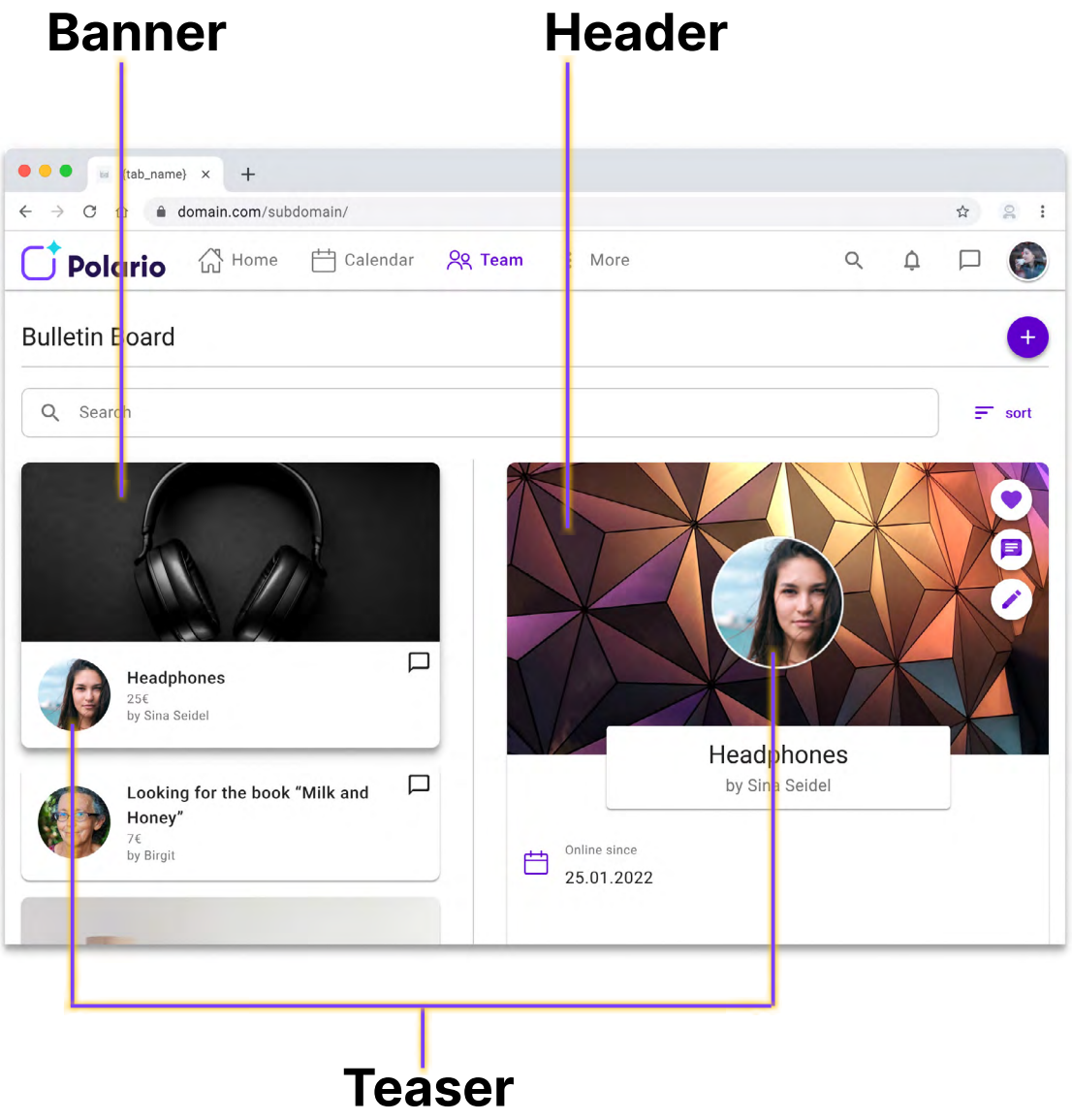


Directories - General explanation

In directories you will find three different ways to place images.

These three possibilities are:
Teaser
Banner
Header

The following image below gives a short overview of the placement of each image, the following pages will give you detailed information about each image.



Directories - Teaser

Placement in the app

Directory list and Header of the directory detail

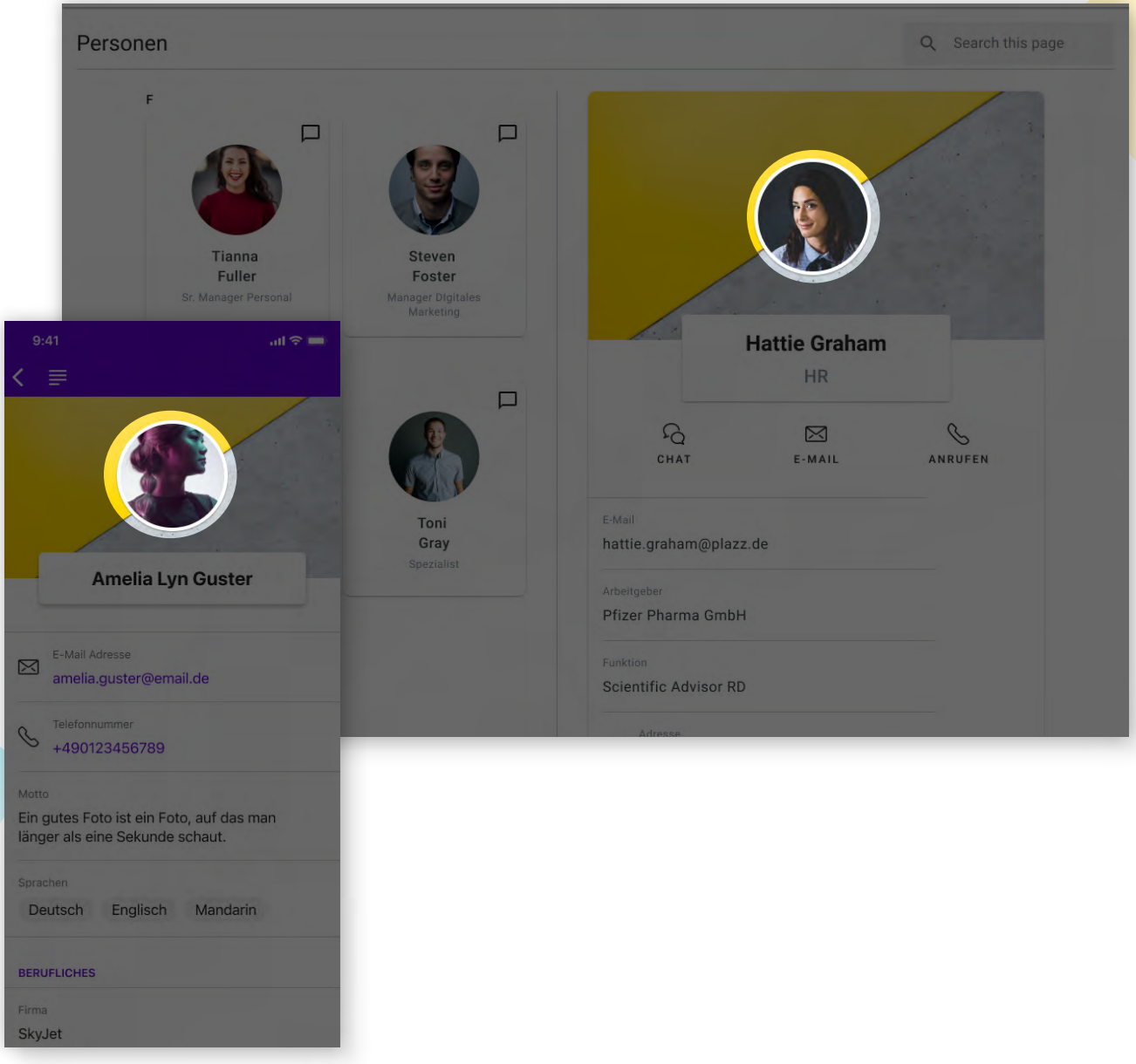
Requirements

File format	jpg / png
Picture format	400px x 400px (round image mask) or 500px x 300px (rectangle image mask)

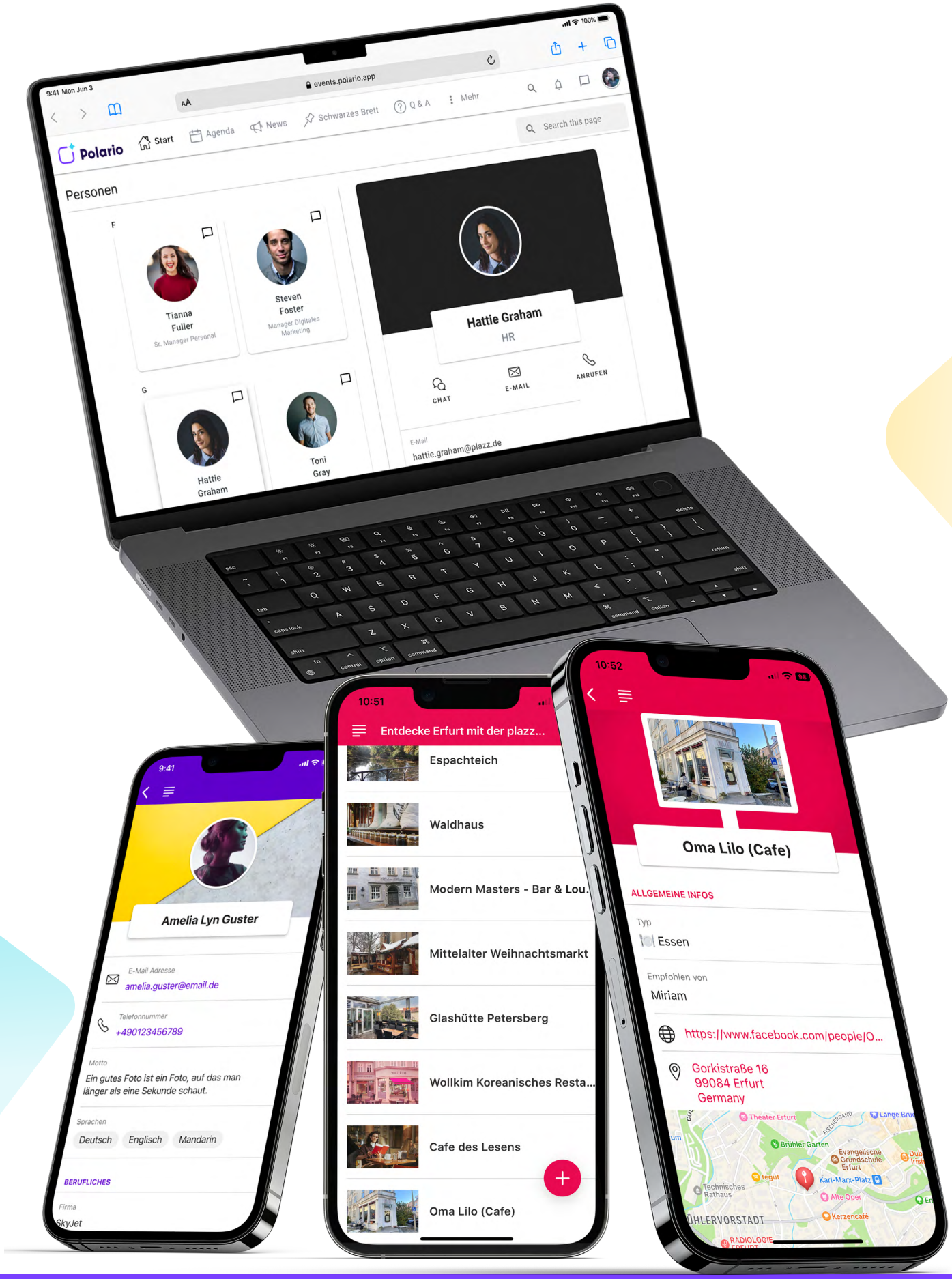
Notes

The image in the header area of the directory can be used for profile pictures or logos, for example.

Besides the detail view, the image can also be displayed on the overview page.



Example Presentation - Directory Teaser



Directories - Banner

Placement in the app

Detail of a directory and, if necessary, on the overview page of a directory
(for card display)

Requirements

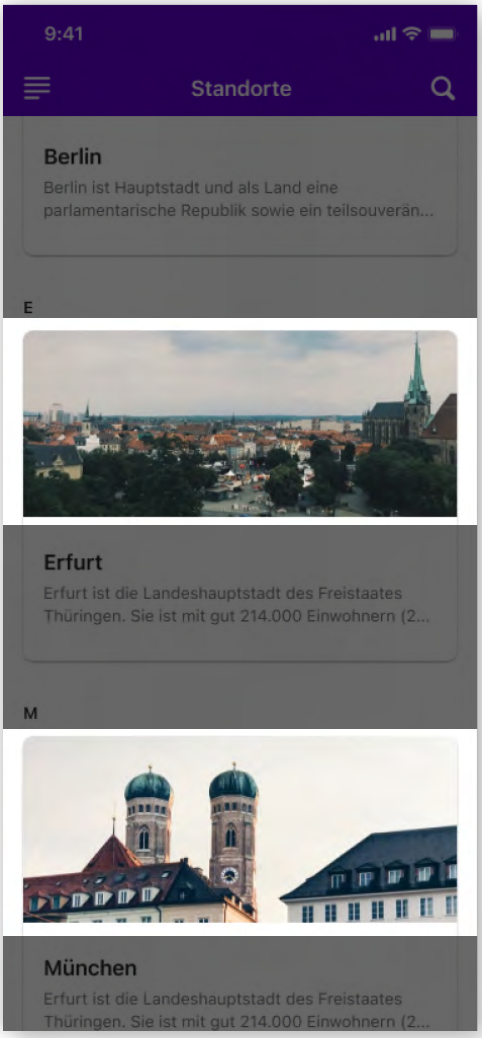
File format	jpg / png
Picture format	Min. width 2000px or aspect ratio 21:9

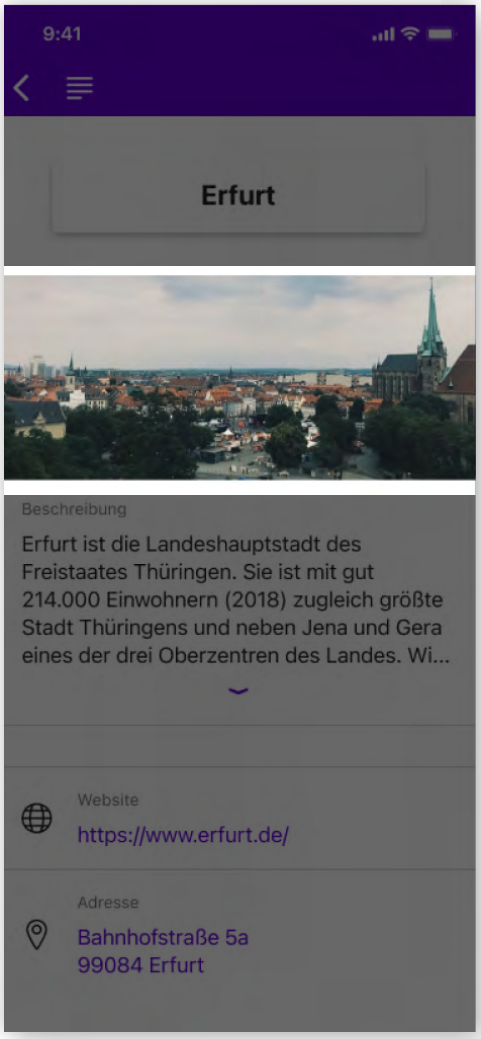
Notes

Images in the directory detail are displayed 100%.

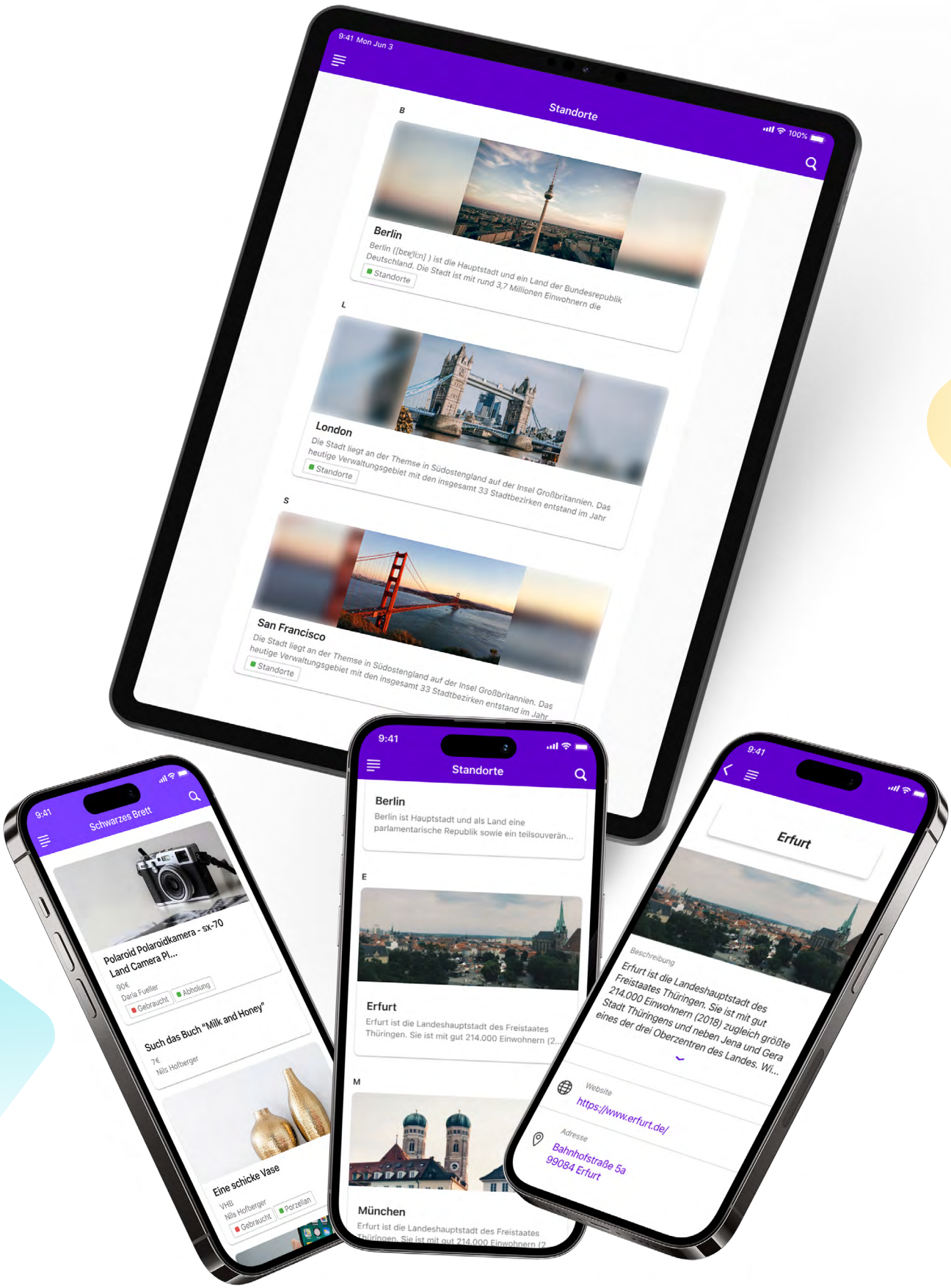
If you use the card layout on the overview page, the images can also be displayed there, but as a teaser section.

If you want to avoid this, you can create the images in the aspect ratio 21:9.





Example Presentation - Directory Banner



Directories - Header

Placement in the app

Background of the header area in the detail of a directory entry

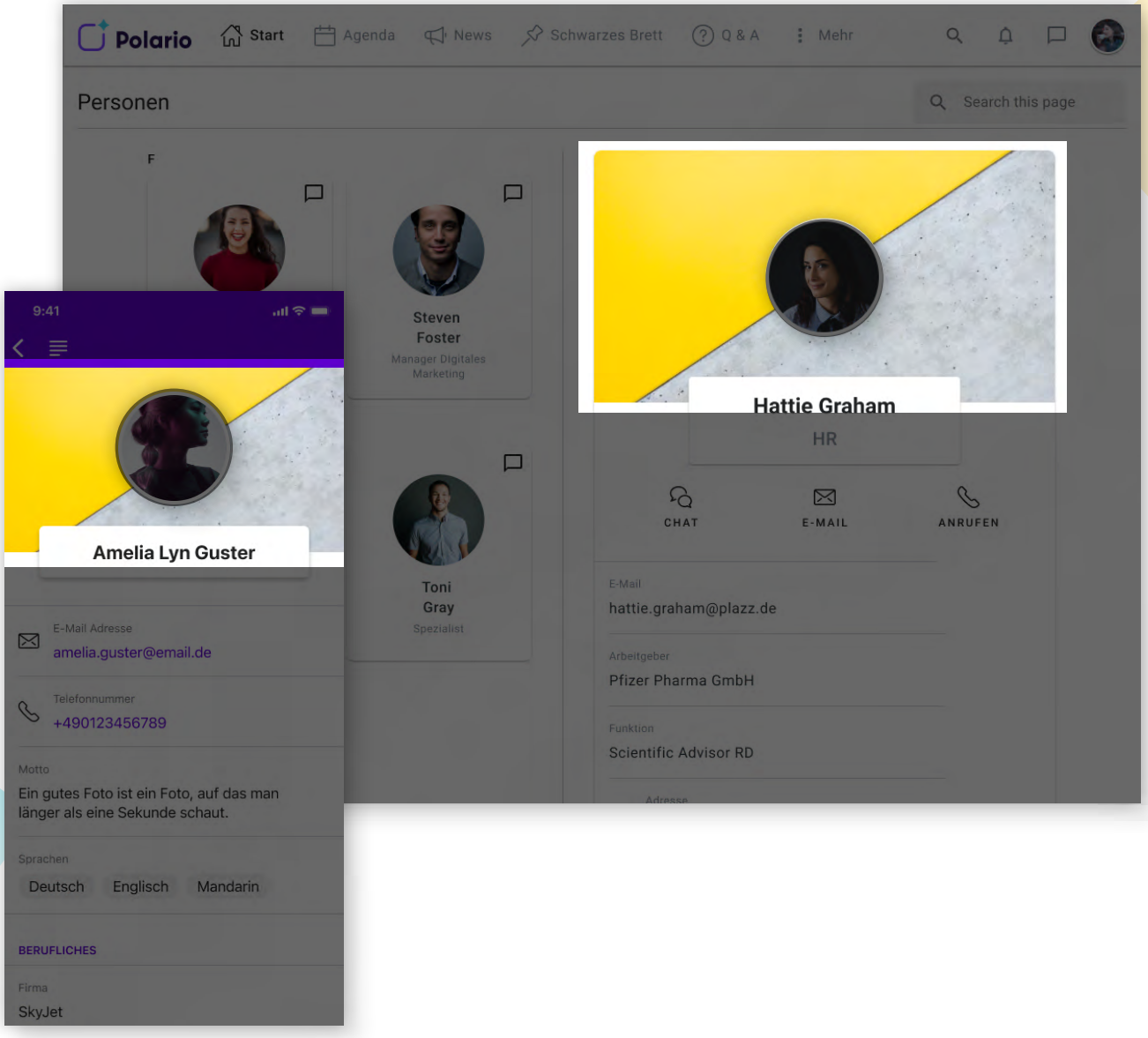
Requirements

File format	jpg / png
Picture format	2000px x 1125px or aspect ratio of 16:9

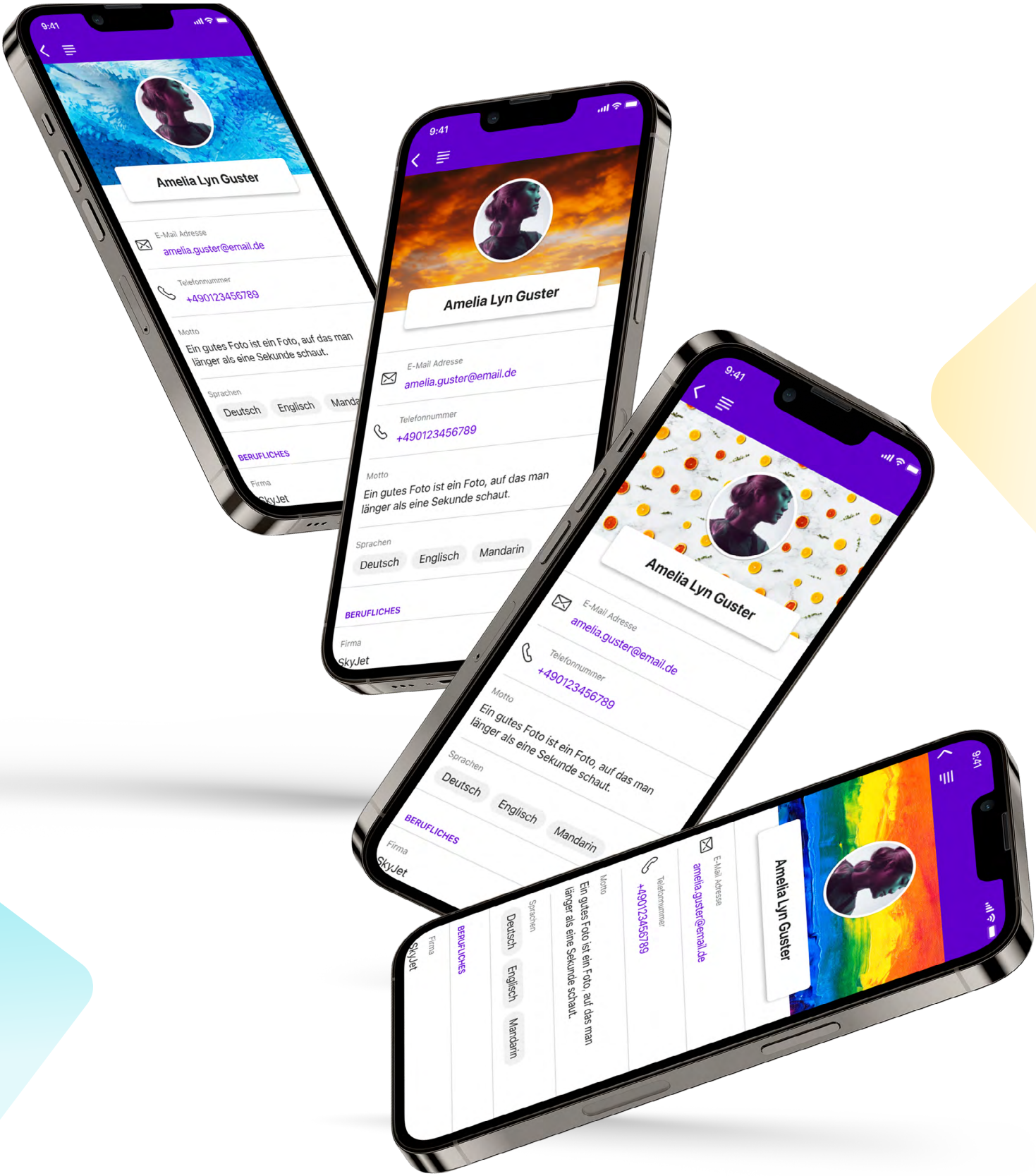
Notes

The image can be used instead of a background color or gradient.

It applies to all entries of a directory. Since mostly the image for the directory entry (e.g. a profile picture/logo) is on this background, it is recommended to use a generic background with pattern which content does not have to be displayed completely.



Example Presentation - Directory Header



News Article Image

Placement in the app

As teaser on the news list and
Header in the news detail

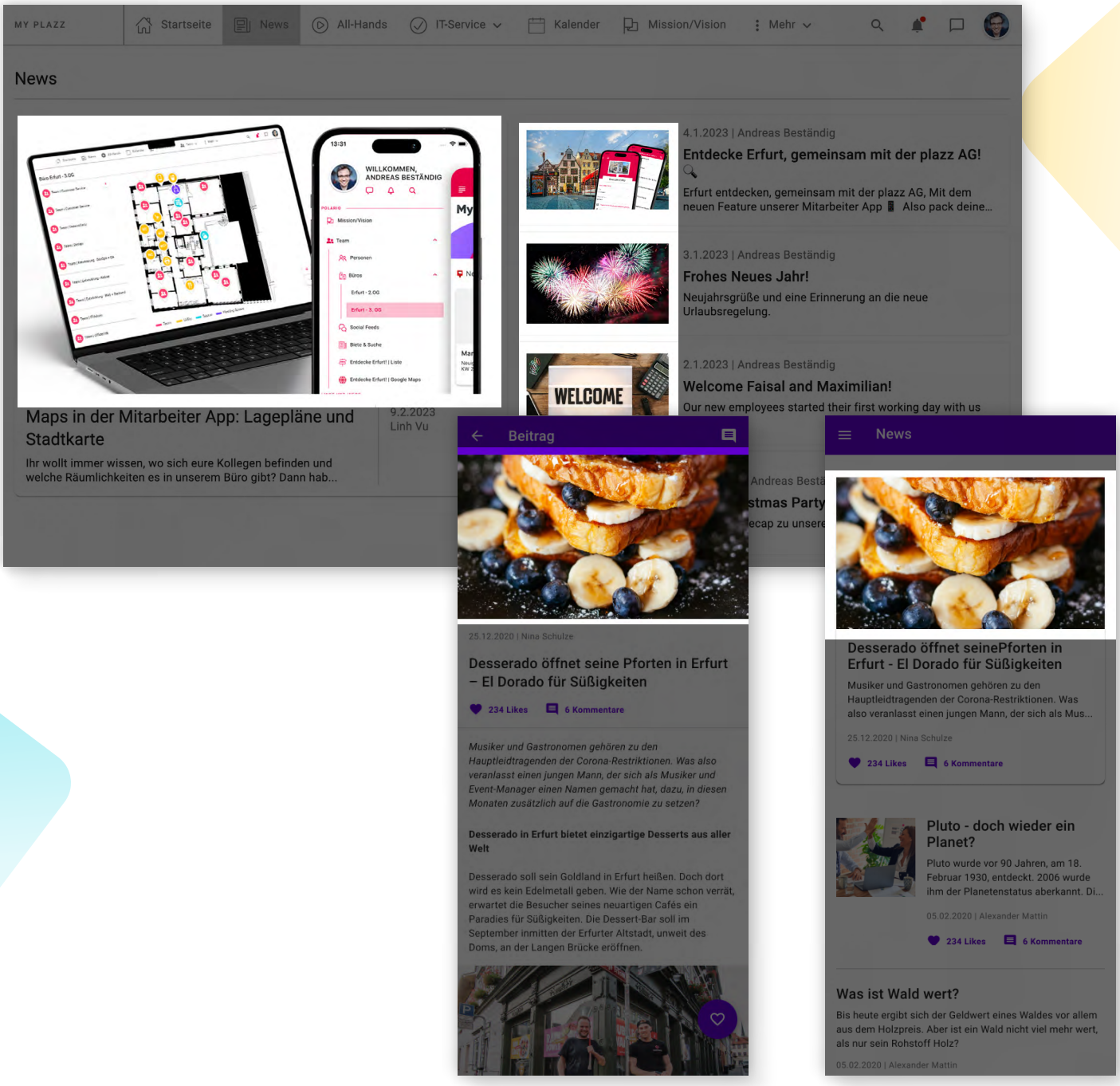
Requirements

File format	jpg / png
Picture format	2000px x 1125px or aspect ratio of 16:9

Notes

The article image of News is displayed in detail at 100%. On the news overview list, the image is only displayed as a teaser section.

A 16:9 landscape format image is recommended. With other image formats, a blur (iOS & Web) or a color from the image (Android) is displayed in the background on the detail page.



Example Presentation - News Article



Images on Pages

Placement in the app

Within a page, in the selected column width

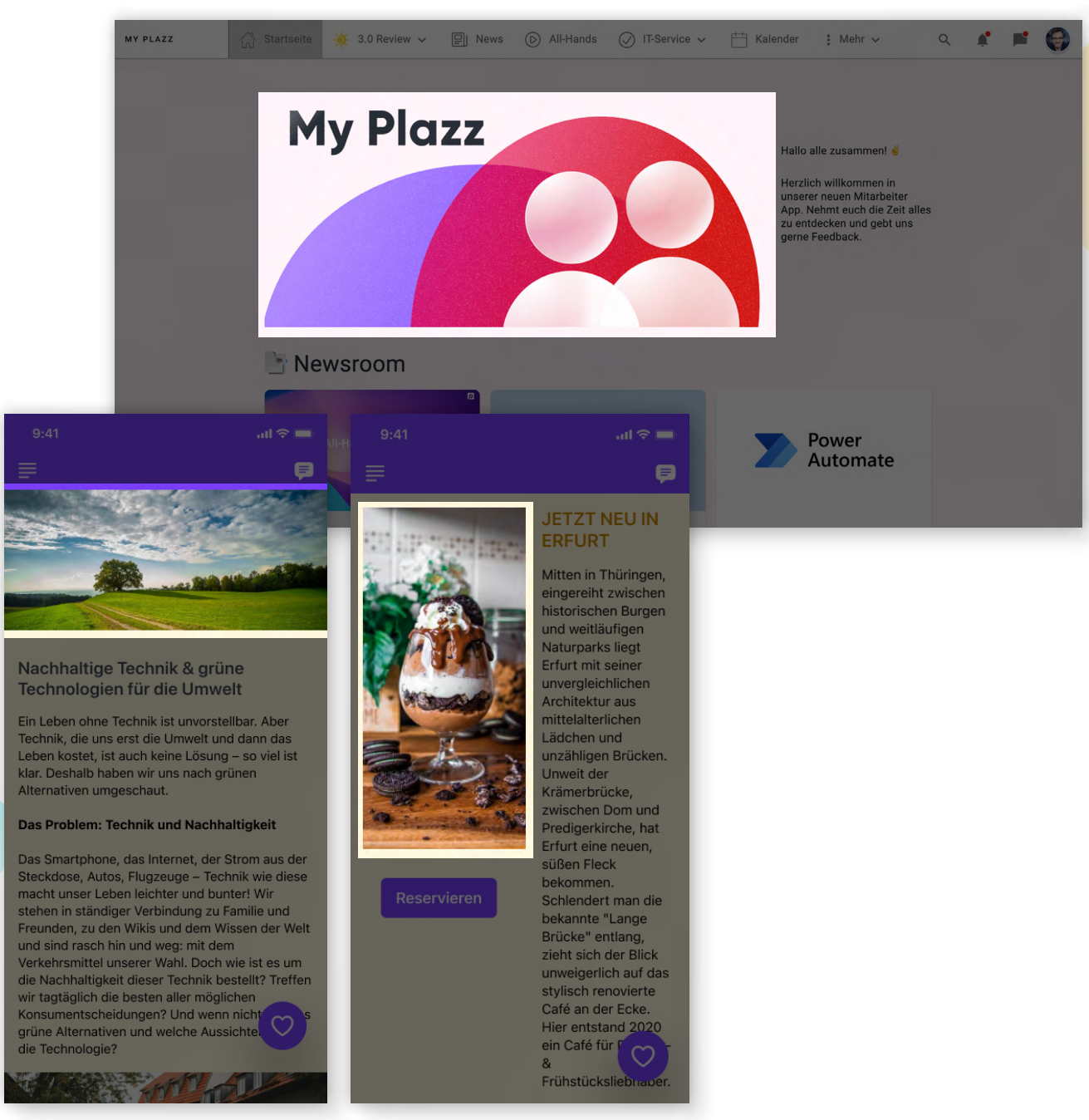
Requirements

File format	jpg / png
Picture format	Min. width of 1024px Height can vary max. file size 3MB

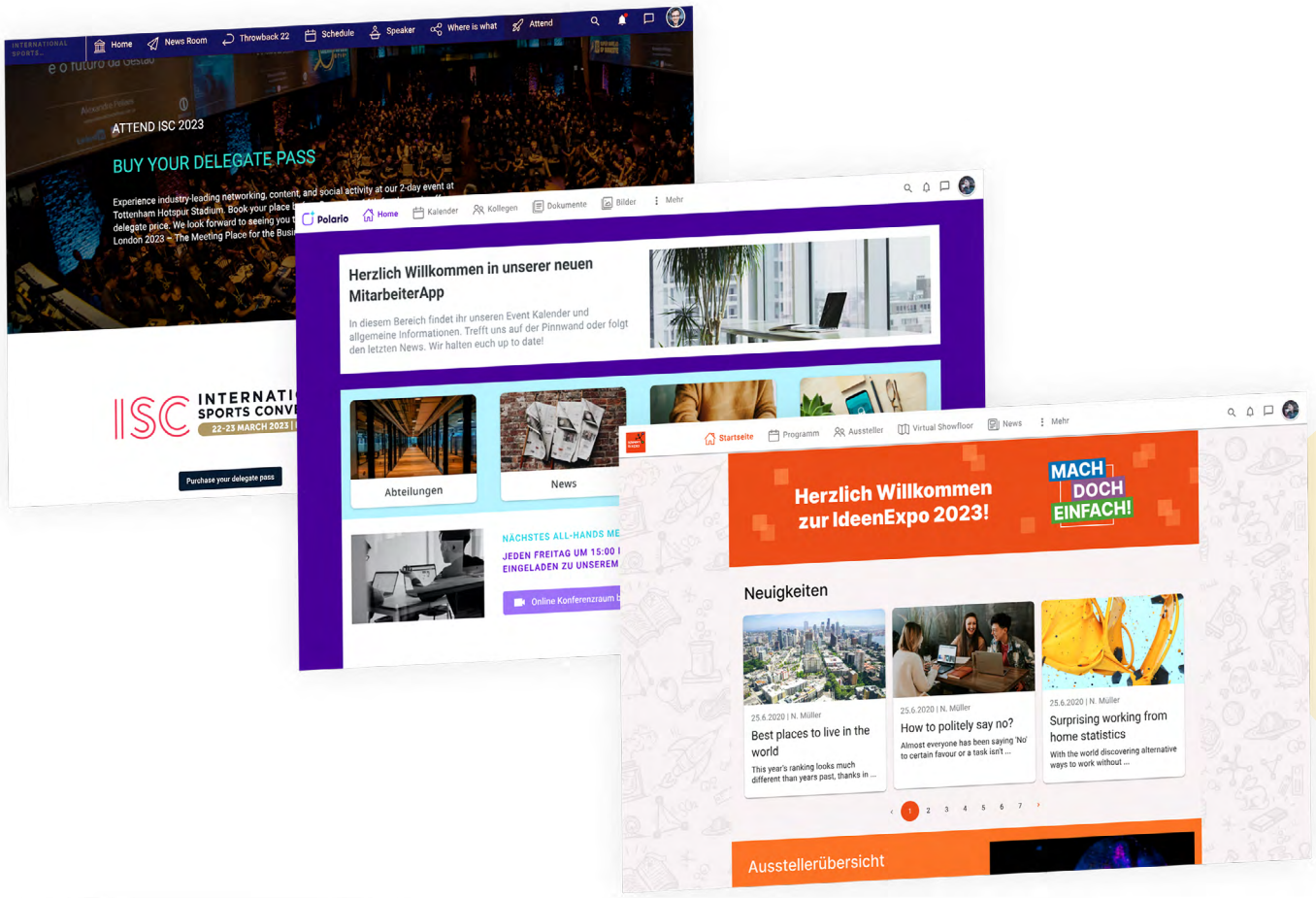
Notes

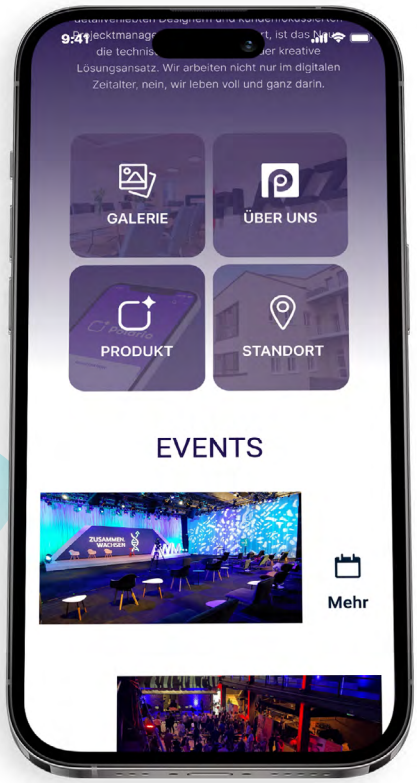
Images on pages can have any format and are always displayed at 100%.

They can be placed in all available column widths and fill this column width to 100%, provided that no padding has been set for the column.



Example Presentation - Pages







Images in Calendar Entries

Placement in the App

In the upper header area of a calendar entry as a teaser image.

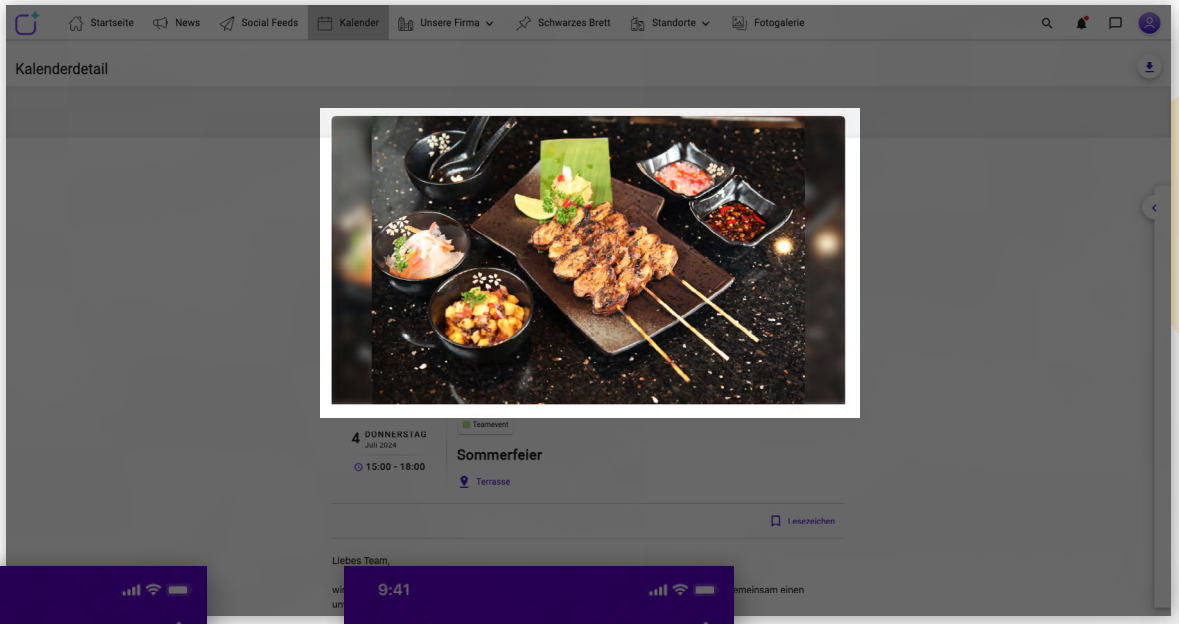
Requirements

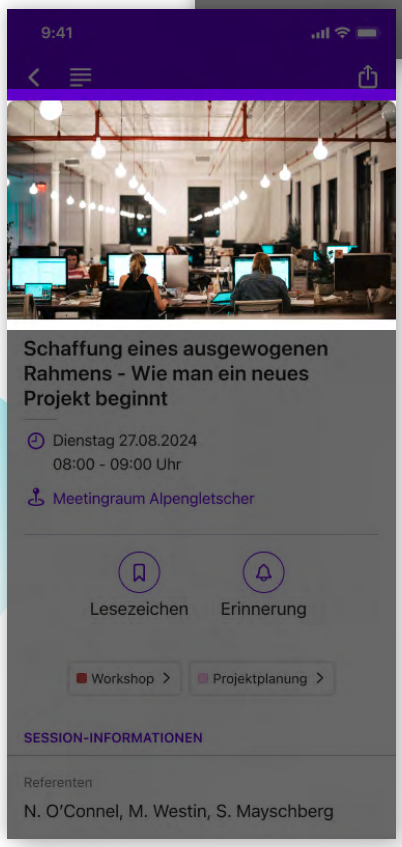
File format	jpg / png
Picture format	recommended aspect ratio 16:9

Notes

Teaser images for calendar entries can be uploaded in any format. The image is always displayed in full, but is located in a 16:9 frame.

If it does not completely fill this frame, the background is filled with a blurred version of the image.







Example Presentation - Calendar Entries

