



LG Smart TV

Guidelines for App Icon and Screenshot

ENGLISH

V. 4.2



Home Entertainment Company

LG Electronics, Inc.

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Audience

This document is designed to help experienced computer application developers, experienced computer graphic designers and application store service providers.

For LG Smart TV Application Developers,

The tips for creating application icons and reference images are provided.

Follow the general style principles below. when creating application icons or screenshots, it is recommended to use the examples and design concepts provided in the Guidelines. The included template (PSD file) will make it even easier and faster for you to create an application icon.

For LG Apps TV Service Managers,

To promote the brand identity of LG Apps TV, the manuals and required standards on maintaining consistency, and high quality of GUI design are provided.

With the Guidelines, ,managers can understand the concept of LG Apps TV, and set reasonable standards for evaluating the quality of app icons and screenshots that app developers submitted.

1. Introduction

Application icons allow users access to installed applications and start the applications on the Home Dashboard of LG Smart TV , TV Apps and My Apps screens.

Users can obtain information on each application and service providers by looking at app icons. Applications icons displayed on the screen can be also accessed by using the remote control.

Applications icons should be designed such that they serve their purpose well and help in improving the user experience for applications in which they are used. Icons also need to be visually attractive and well suited for a variety of user environments.

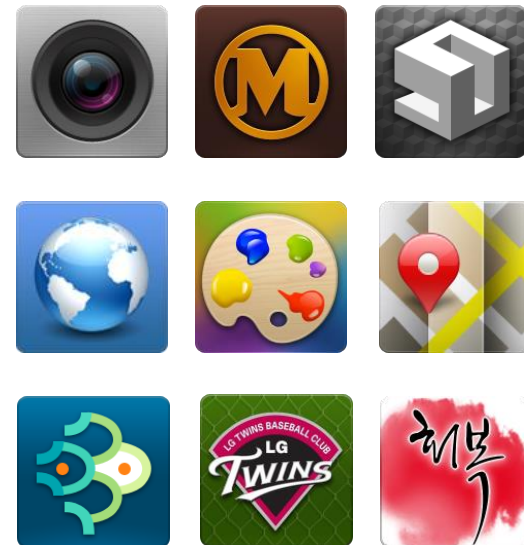
Home Dashboard



My Apps



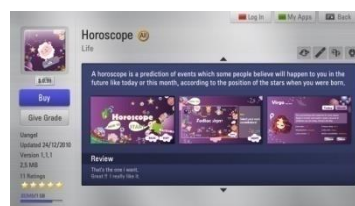
App Icons



TV Apps



App Info



2. Icon Guidelines

2. 1. Design Style

The following rules must apply when designing an application icon.

Simple and Easy

Icons must be simple and easily recognizable even in distance. Also they should be constructed so anyone can understand.

Obvious and Clear

Icons should be easy to understand and contain metaphors with positive meanings focusing on their characteristics. For the legibility, text size must be carefully chosen.

Forward-Facing Square

Icons must fit in a rectangle specified in the Guidelines, All graphic elements should be facing forward in order to indicate the purpose of each icon effectively.



Simple and Easy



Obvious and Clear



Forward-Facing Square

2. Icon Guidelines

2.2. Using Colors

LG Smart TV app icons use a limited number of colors with appropriate contrast for better recognition. Using dark or dull colors is not recommended.

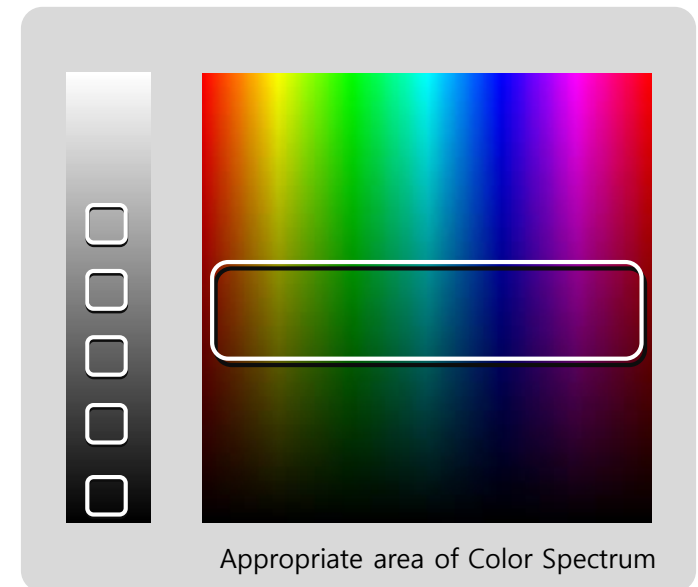
Using oversaturated or bright colors is also not recommended as they may disturb the viewers.

The following list of colors is recommended for application icon design.

Icon_template_v.4.0.psd



Color Zone



2. Icon Guidelines

2.3. Using Textures

LG Smart TV app icons should use well-known textures and patterns.

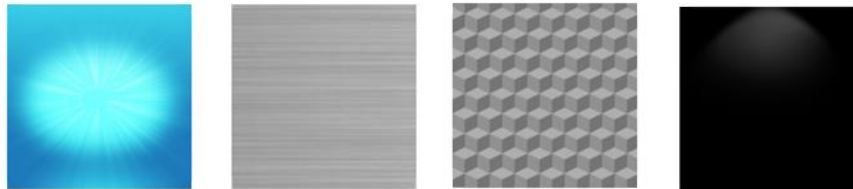
The following list of textures and patterns is recommended for application icon design.

Beveling effect will be reflected automatically during upload to web server (<http://seller.lgtvapp.com/>)

 Icon_template_v.4.0.psd



Automatically beveling effect
during upload to web server



2. Icon Guidelines

2.4. Content Type Indication

If multiple applications are provided by a single application provider, their icons can be classified by content type, such as music, photo, and video.

To classify content type, a simple image can be added in the icon as shown below.

 **Icon_template_v.4.0.psd**



Music



Photo



Cartoon



Video

Example



Guardian Music



Guardian Photo



Guardian Cartoon



White House Video

2. Icon Guidelines

2. 5. Description Length

The icon title should contain a superficial description of the icon and should be displayed in one line with up to 10 characters.



Screen Resolution 1280x720









Maximum Length 10 letters



Description Font size 25point

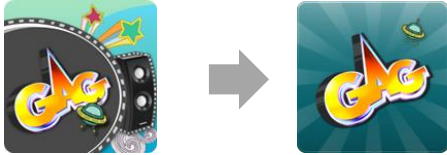
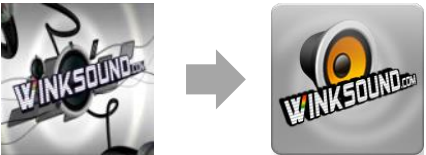
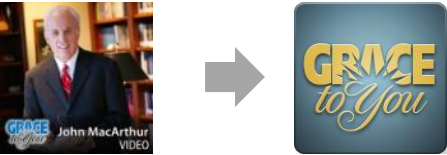
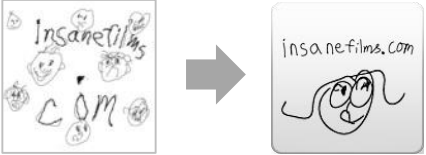
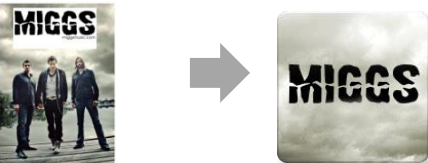

2. Icon Guidelines

2.6. Do's and Don'ts

Design Style	Improvement	
<p>Simple and Easy</p>	<p>Overly complicated</p> 	<p>Overly glossy</p> 
<p>Obvious and Clear</p>	<p>Not clear</p> 	<p>Hard to read</p> 
<p>Forward-Facing Square</p>	<p>Inconsistent rounded corners</p> 	<p>Overly used 3D effect</p> 













2. Icon Guidelines

2.6. Do's and Don'ts

Design Style	Improvement	
<p>Simple and Easy</p>	<p>Overly complicated</p>  <p>The image shows two versions of a 'GAG' icon. The left version is cluttered with stars, a film strip, and other elements. The right version is simplified, showing the letters 'GAG' in a bold, stylized font with a single star above it.</p>	<p>Overly complicated</p>  <p>The image shows two versions of a 'WINKSOUND' icon. The left version is cluttered with musical notes and a microphone. The right version is simplified, showing the text 'WINKSOUND' in a bold, stylized font with a single musical note above it.</p>
<p>Obvious and Clear</p>	<p>Hard to recognize</p>  <p>The image shows two versions of a 'GRACE to You' icon. The left version is a photo of John MacArthur with the text 'GRACE to You' overlaid. The right version is a simplified text-based icon with 'GRACE to You' in a stylized font.</p>	<p>Hard to read</p>  <p>The image shows two versions of an 'InsaneFilms' icon. The left version is cluttered with many small smiley faces and the text 'InsaneFilms.com'. The right version is simplified, showing the text 'insane-films.com' in a clean font with a simple smiley face below it.</p>
<p>Forward-Facing Square</p>	<p>Inversely proportional to the aspect ratio</p>  <p>The image shows two versions of a 'MIGGS' icon. The left version is a vertical rectangular image of three men standing. The right version is a square icon with the text 'MIGGS' in a bold, stylized font.</p>	<p>Not a full square shape</p>  <p>The image shows two versions of a 'WRECK & SALVAGE' icon. The left version is a circular logo with a truck and the text 'WRECK & SALVAGE'. The right version is a square icon with the text 'WRECK & SALVAGE' in a bold, stylized font.</p>

2. Icon Guidelines

2.6. Do's and Don'ts

Design Style	Improvement	
<p>Simple and Easy</p>	<p>Overly complicated</p>  <p>→</p> 	<p>Too many components</p>  <p>→</p> 
	<p>Overly complicated</p>  <p>→</p> 	<p>Overly complicated</p>  <p>→</p> 
<p>Obvious and Clear</p>	<p>Hard to read</p>  <p>→</p> 	<p>Hard to read</p>  <p>→</p> 






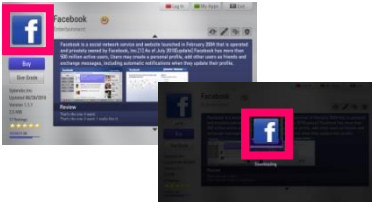



3. Reference

The following table shows how app icons are displayed on the screen.

Sort	Display(Resolution)	Location(Status)	Size		Format
			Displayed size	Source size	
TV	Home Dashboard (1366*768)	Launcher bar icon 	 111 x 111 pixels	111x111 pixels	Maintain the size when Focused.   
	Home Dashboard (1366*768)	TV Apps Card 	 96 x 96 pixels	96 x 96 pixels	
	My Apps (1280*720)	My Apps icon 	 104 x 104 pixels	111x111 pixels	






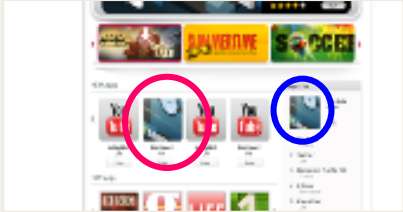




3. Reference

The following table shows how app icons are displayed on the screen.

Sort	Display(resolution)	Location(Status)	Size		Format
			Displayed size	Source size	
TV	TV Apps (1280*720)	TV Apps icon 	 104 x 104 pixels	111x111 pixels	Maintain the size when Focused.   
	App. Info App. downloading (1280*720)	App. Info / App. downloading 	 148 x 148 pixels	148 x 148 pixels	
	App. Info App. downloading (1280*720)	Installed Apps icon 	 66 x 66 pixels	75 x 75 pixels	






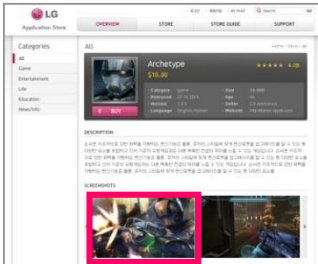
3. Reference

The following table shows how app icons are displayed on the screen.

Sort	Display(resolution)	Location(Status)	Size		Format
			Displayed size	Source size	
Web	Main	Main icon 	 75 x 75 pixels	75 x 75 pixels	  
	Mall main	Mall main icon 	 96 x 96 pixels	96 x 96 pixels	
			 75 x 75 pixels	75 x 75 pixels	
Detail info	Detail info 	 124 x 124 pixels	124 x 124 pixels		

3. Reference

The following table shows how app icons are displayed on the screen.

Sort	Description	Location(Status)	Size	Format
TV	App. Info (1280*720)	App. Info 	300 x 169 pixels	  
Web	Site Main	TV area when you rollover an app icon 	446 x 238 pixels	
	Detail Info	App. Info 	300 x 169 pixels	

Document Revision History

Date	Notes
2010-11-15	TV Apps Guideline V. 1.0 Released.
2010-11-24	TV Apps Guideline V. 2.0 Released.
2010-11-24	TV Apps Guideline V. 2.1 Released.
2011- 1- 7	TV Apps Guideline V. 3.0 Released.
2011- 1- 11	TV Apps Guideline V. 3.1 Released.
2011- 1- 17	TV Apps Guideline V. 4.0 Released.
2011- 1- 17	TV Apps Guideline V. 4.1 Released.
2016- 7- 13	TV Apps Guideline V. 4.2 Released. (Removed Seller Lounge related content.)