



Store Asset Guidelines

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Get ready to make beautiful and compelling assets for the best outcome at Oculus.

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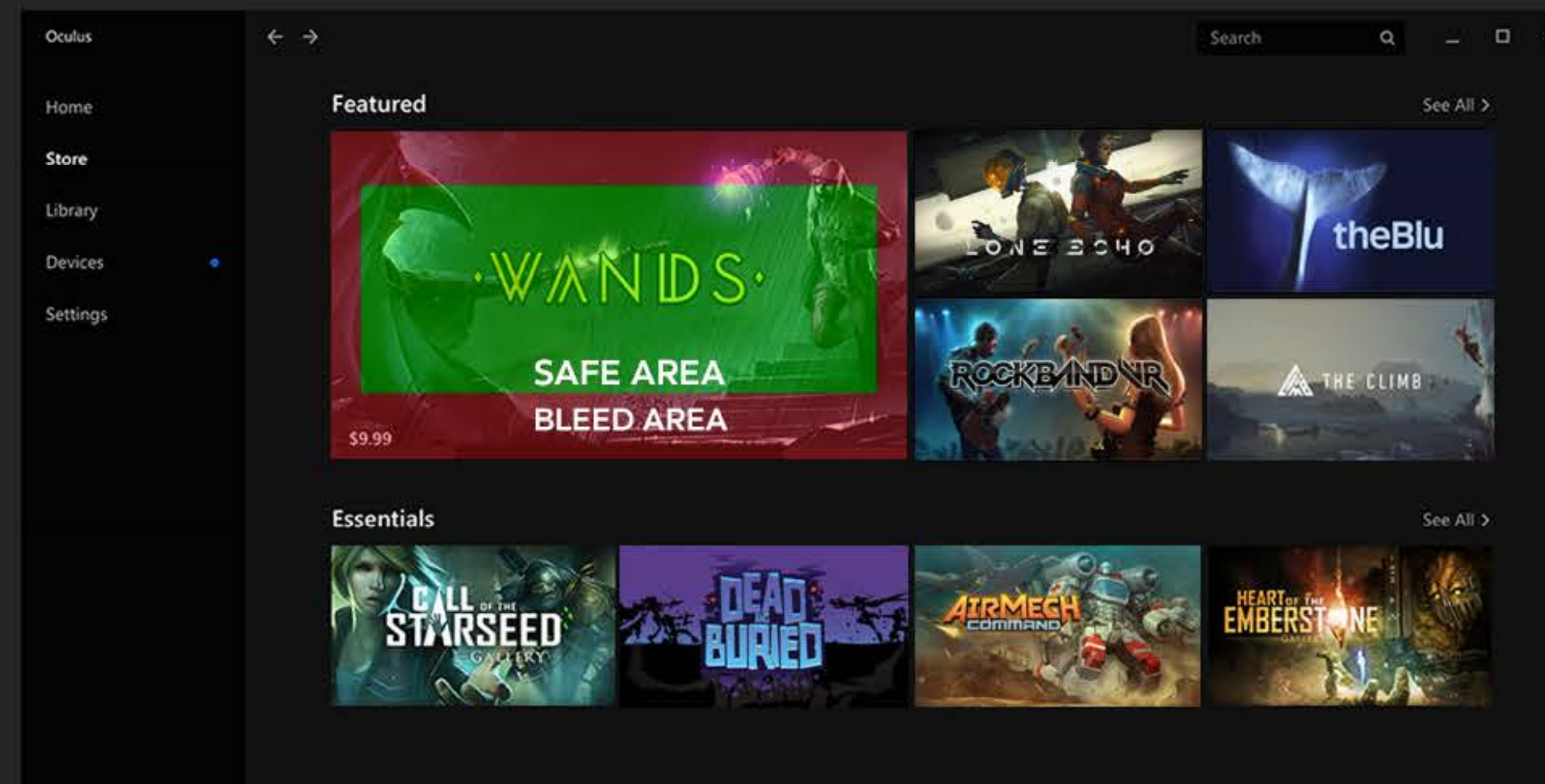
Cover Composition

Covers are the most important asset to engage our users. Clean, simple, and easy to read assets are crucial to leaving a long lasting impression at Oculus.

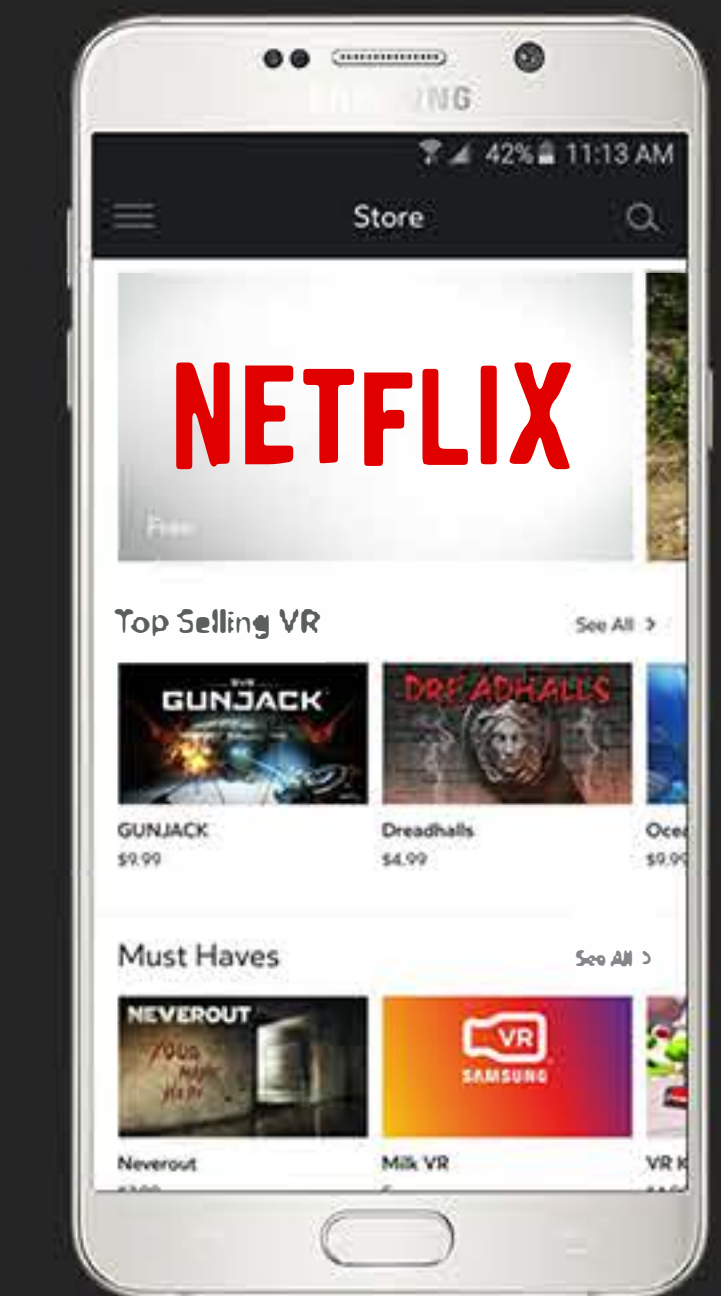
- Title fonts must be large enough to be read easily
- All covers must be the same, keeping a consistent brand
- Title and key focal points must be in the 'safe area'
- Keep the restricted 'bleed-area' free of text

Remember, the cover image will be resized and surrounded by many other titles in the Store.

PC store



Mobile store



Clarity

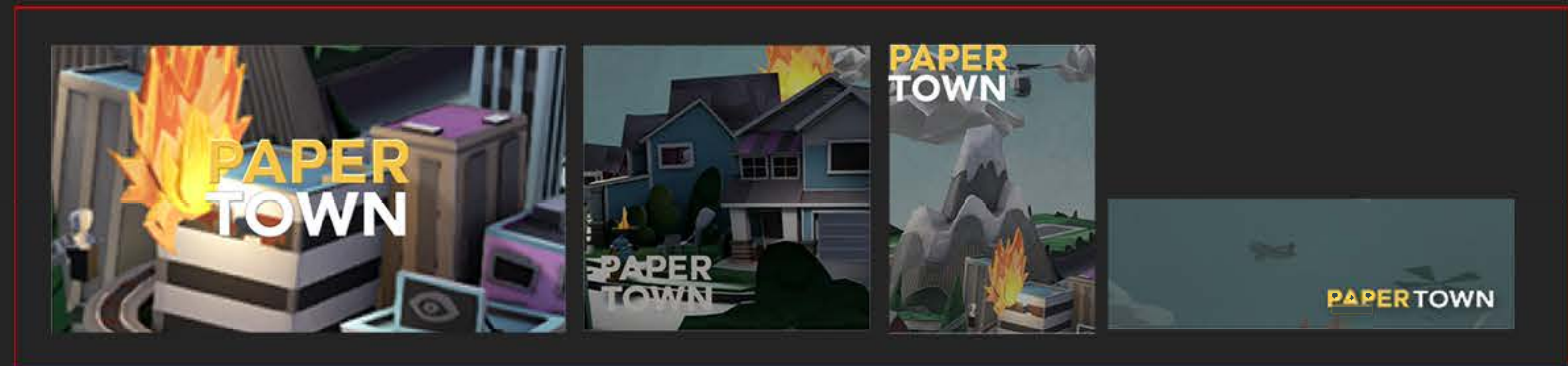
Make sure your assets cover all of these requirements:

- Clear legibility
- Contrast from background
- Text placed in the safe area
- Space/breathe from borders
- Scalability

An engaging cover promotes the most visually descriptive elements of your experience, while balancing the placement of a title or logo.

To the right are examples of bad and good cover designs.

Bad



Good



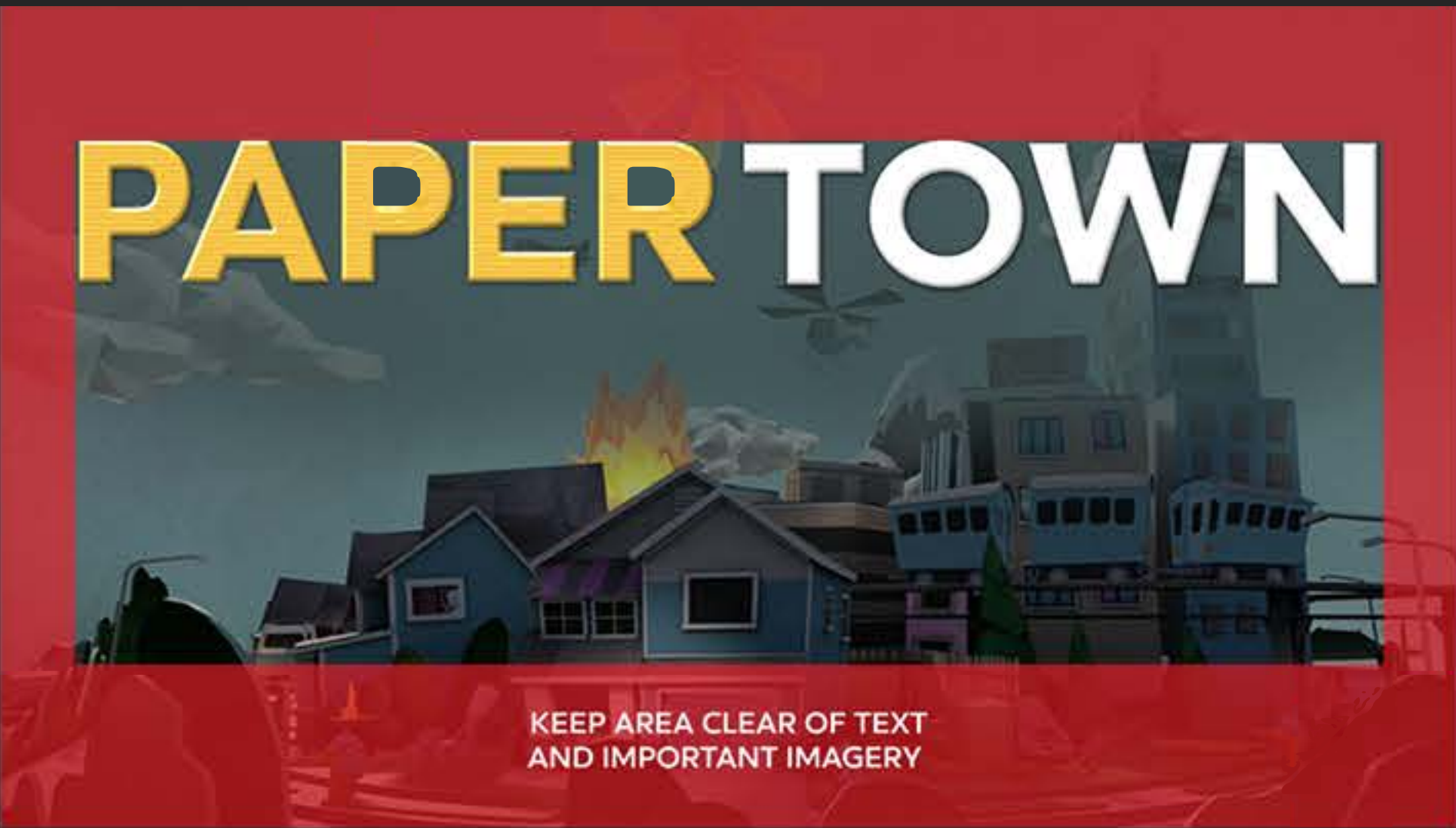
Safe Areas

The **top** and the **bottom** 20% of your cover must be free of text, reserved for Store overlays and badges. The sides must have a 5% safe area border.

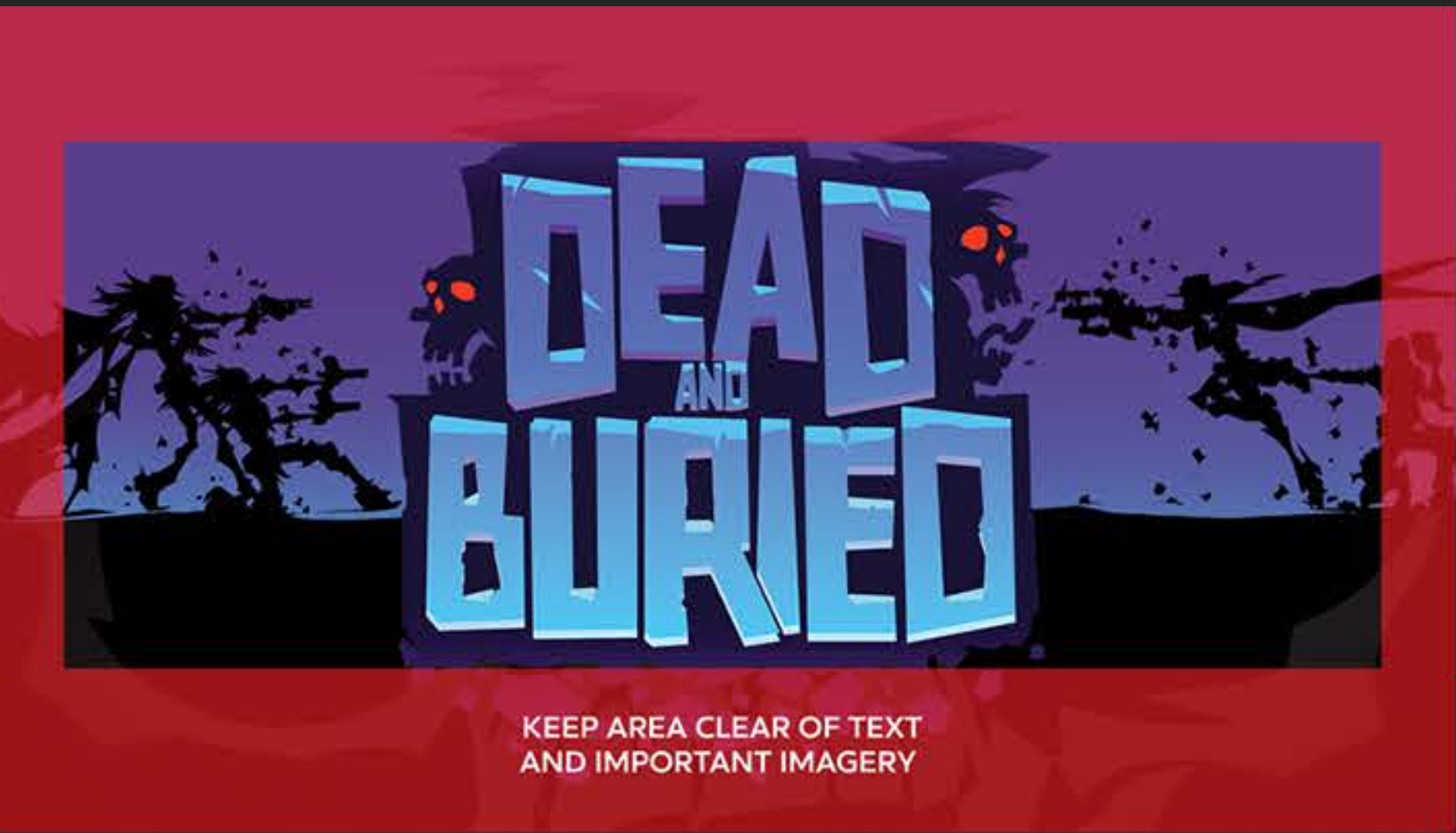
Templates can be downloaded from:
<http://ocul.us/storetemplates>

*The safe area rule applies to all Store covers except the mini-landscape asset.

Sample 1: End To End Title



Sample 2: Top To Bottom Title



Cover Assets

Required:

- All cover assets must be the same.*
- All assets must be in PNG format.

Landscape	16:9	- 2560x1440px
Square	1:1	- 1440x1440px
Portrait	7:10	- 1008x1440px
Mini	3:1	- 1080x360px

* This establishes your brand and helps users identify your product across all Oculus platforms.





Banners & Badging

Please don't "self badge" your covers.

If you have a sale or event, please contact submissions@oculus.com or your account manager to add an automatic Oculus badge.

This keeps our store clean and consistent, while not making your cover seem outdated in the future.

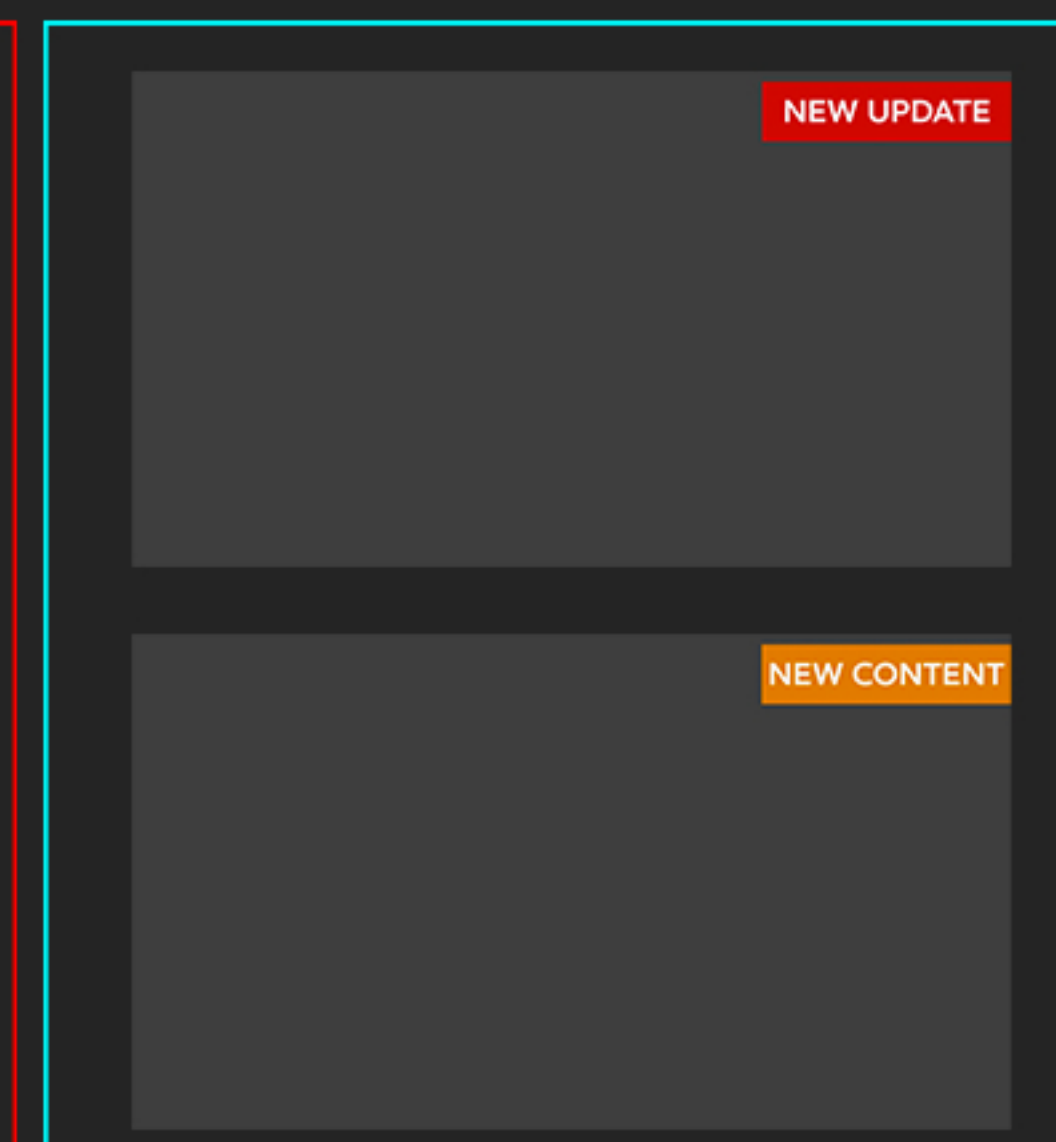
If you have a large update or new content, we encourage you to revamp your covers from the base up. This will attract the most attention from our users.

Note: Please allow 3 days for new assets to be revised by the Store team.

Bad:



Good: Badges by Oculus



Bad:



Good



Hero (PDP) Image

The 'Hero' image is the main asset on your product display page (PDP) in the Store.

The title must be in the center 'safe-area' (the focal point). The bleed-areas should contain less important parts of your cover as they will get cropped.

Required:

- The left and right sides must have a 25% bleed-area.
- The top and bottom must have a 10% bleed-area.
- Must be in PNG format.

PDP Art "Hero" 10:3 - 3000x900px



The title and logo must be centered in the Hero image.



Logo (Transparent)

The logo allows your audience to quickly recognize your title and brand.

Keep your logo simple and recognizable while maintaining legibility. This must be a transparent image.

Required:

- Transparent PNG

Logo 1440px (tall) x 9000px (max width)

1440px

Max Width 9000px



There may be times when the logo is placed in different backgrounds. Your logo should be contrast proof to maintain legibility regardless of the background treatment.

With automatic scaling applied, be sure your logo maintains legibility across various sizes.



Legibility



Contrast



Scaling



Icon

The icon is used in application managers and desktop shortcuts.

Required:

- One .ico file containing the following six sizes for PC:

1. 256x256px
2. 96x96px
3. 64x64px
4. 48x48px
5. 32x32px
6. 16x16px

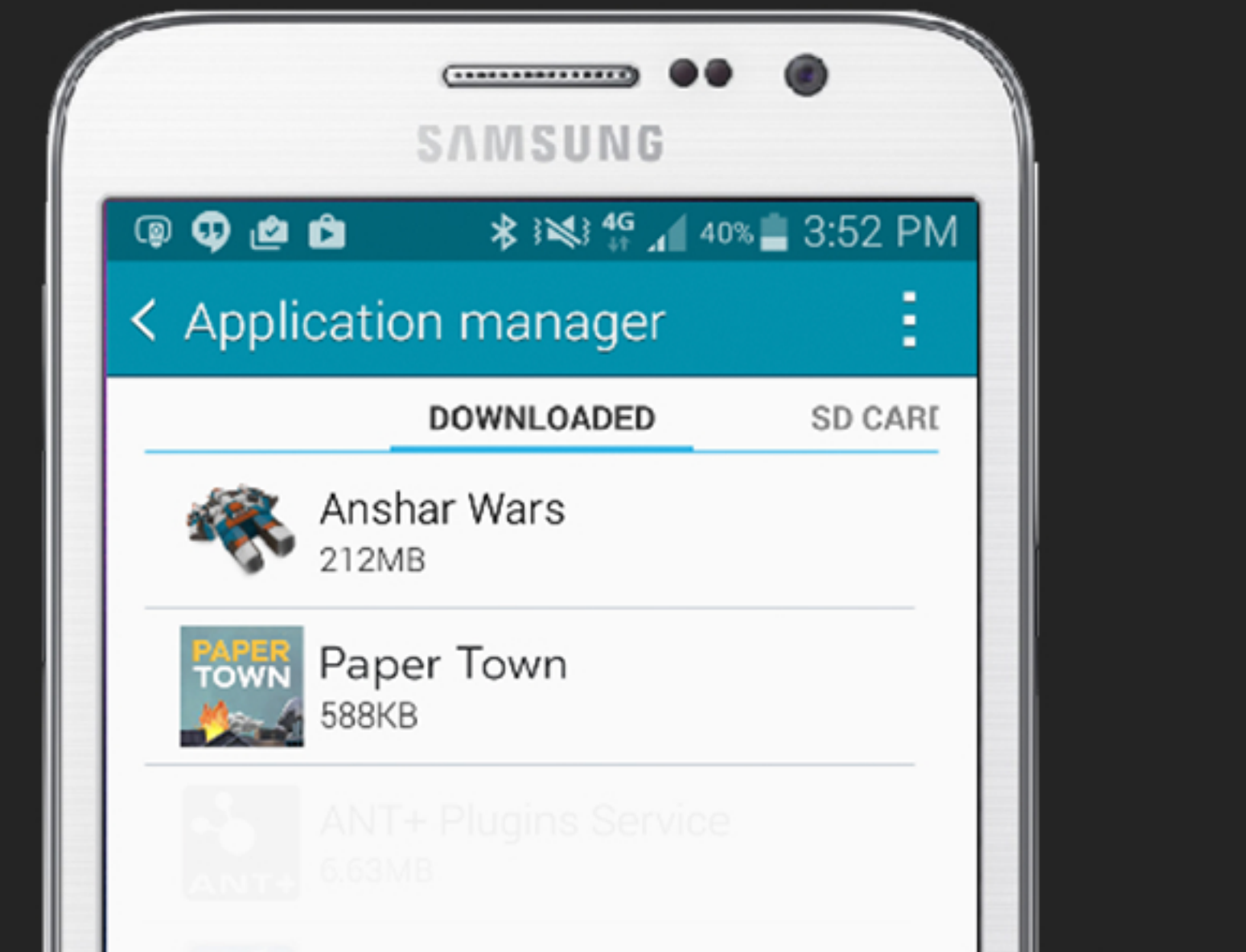
- Please save the following asset as a PNG for MOBILE

Square 1:1 - 512x512px

Example of PC placement



mobile placement

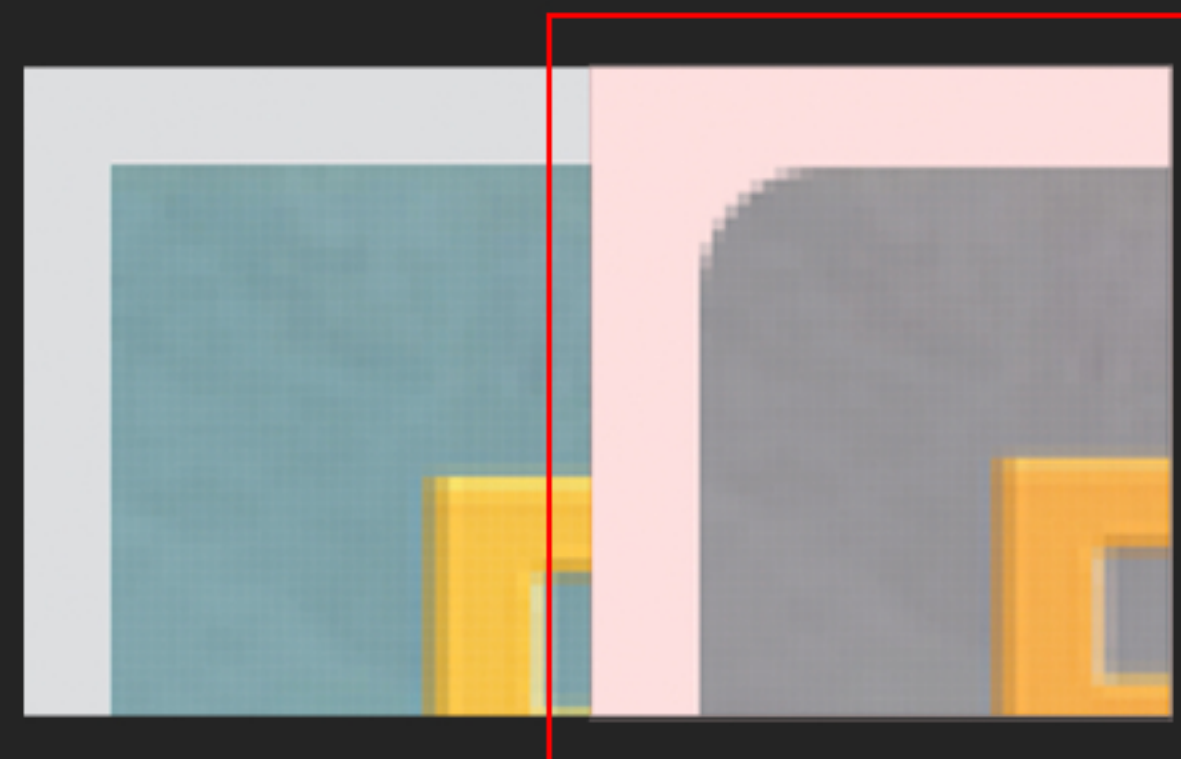


The corners of the icon art should be squared, not slanted or rounded.

The icon art should be a solid filled asset and must not have any transparencies.

Be sure your icon art maintains legibility across various sizes. You may have to reduce visual elements as you scale down.

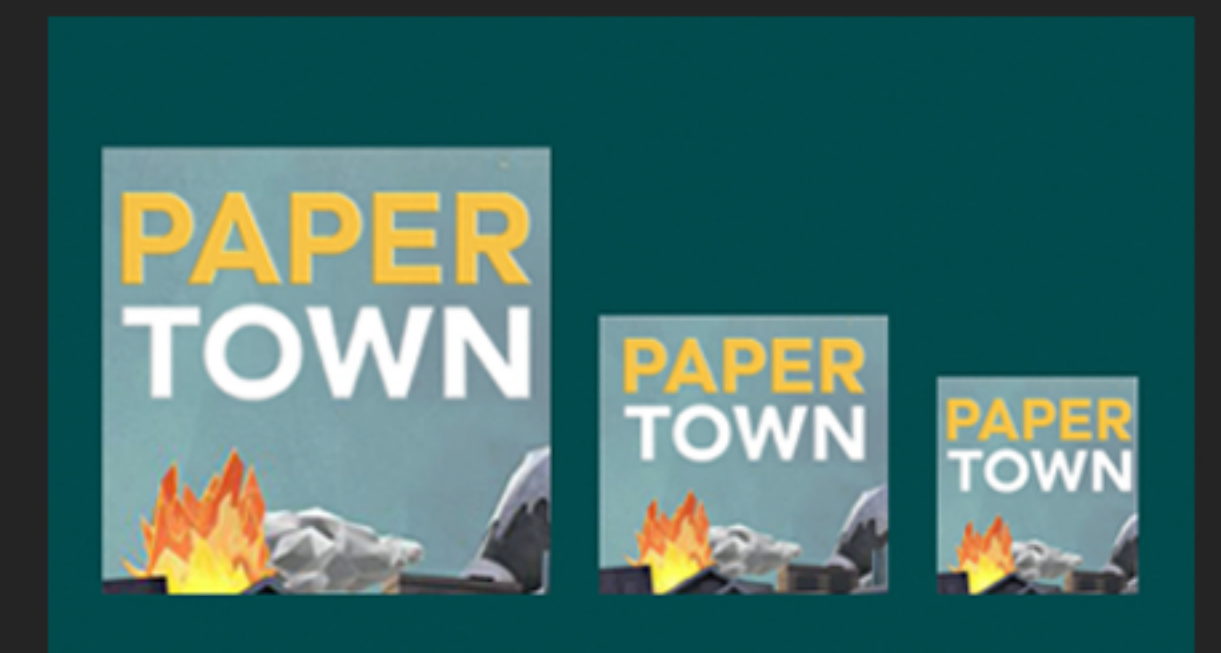
No rounded corners



No Transparency



Scalable





Screenshots

Screenshots support your experience and help users make the decision to get your title. Each image should represent a unique scene highlighting the best part of the experience.

When creating a screenshot, be sure to have a clear focal point for the image.

Required:

- Clear, sharp screenshots
- No banners, badges or marketing text
- No covers allowed as screenshots
- 5 images in PNG format

Landscape 16:9 - 2560x1440px



Screenshots from “The Climb”

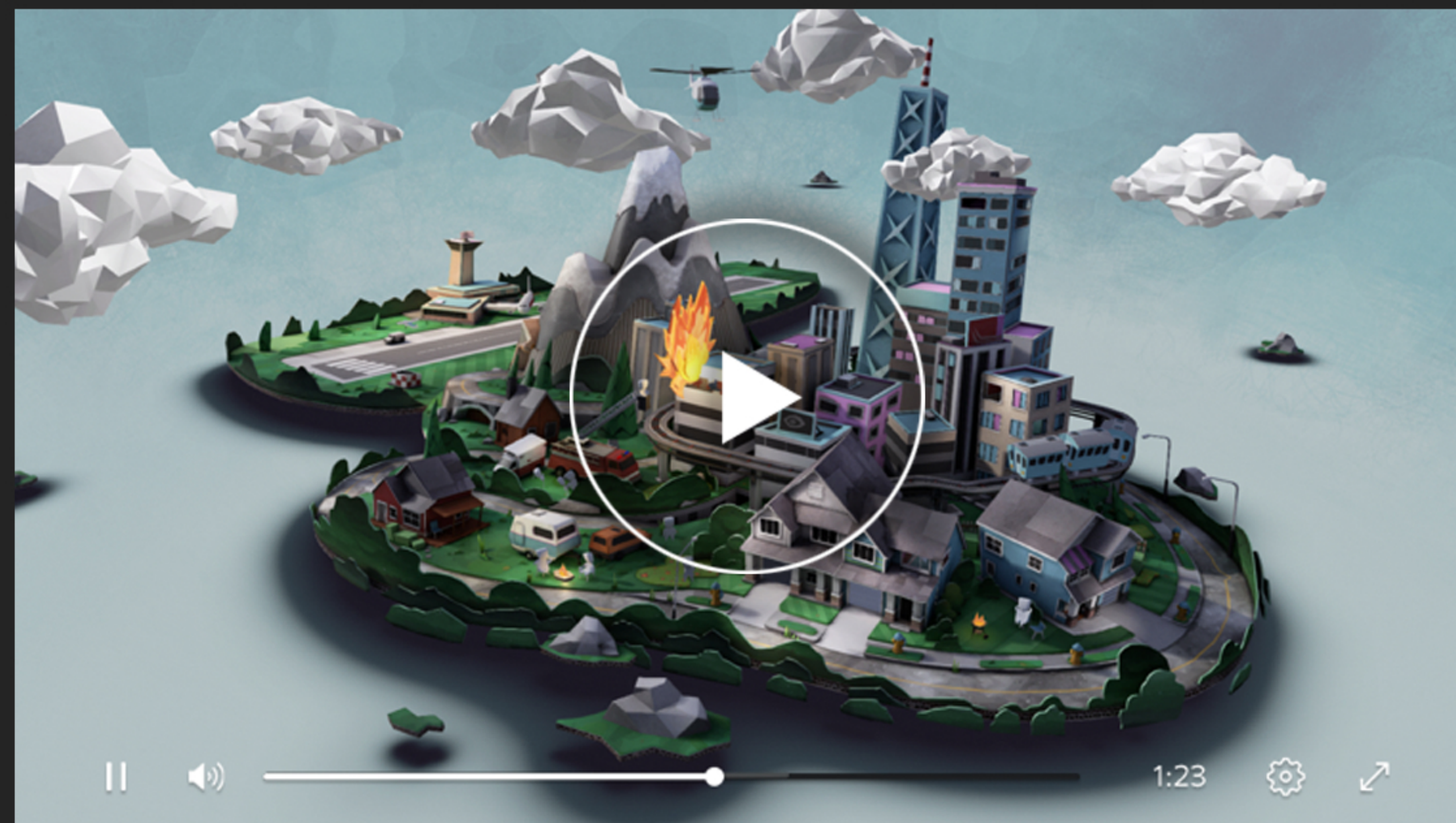


Trailer

The video trailer is the supporting 2D video for your title. Make sure you feature the highlights of your experience.

Required:

- 30 seconds minimum - 2 minutes max
- You may start/end with your logo, do not use throughout
- Only Oculus headsets, controllers, and logos are allowed
- MP4/H.264/AAC format
- Minimum 1080p - Max 2k



Trailer Cover

Be mindful of overall composition; covers promote the most visually descriptive frame of your video content. Please submit an image in PNG format

Required:

- Image in PNG format

Landscape 16:9 - 2560x1440px

Do not include app logo
Do not include 3rd party marketing logos
Do not include text



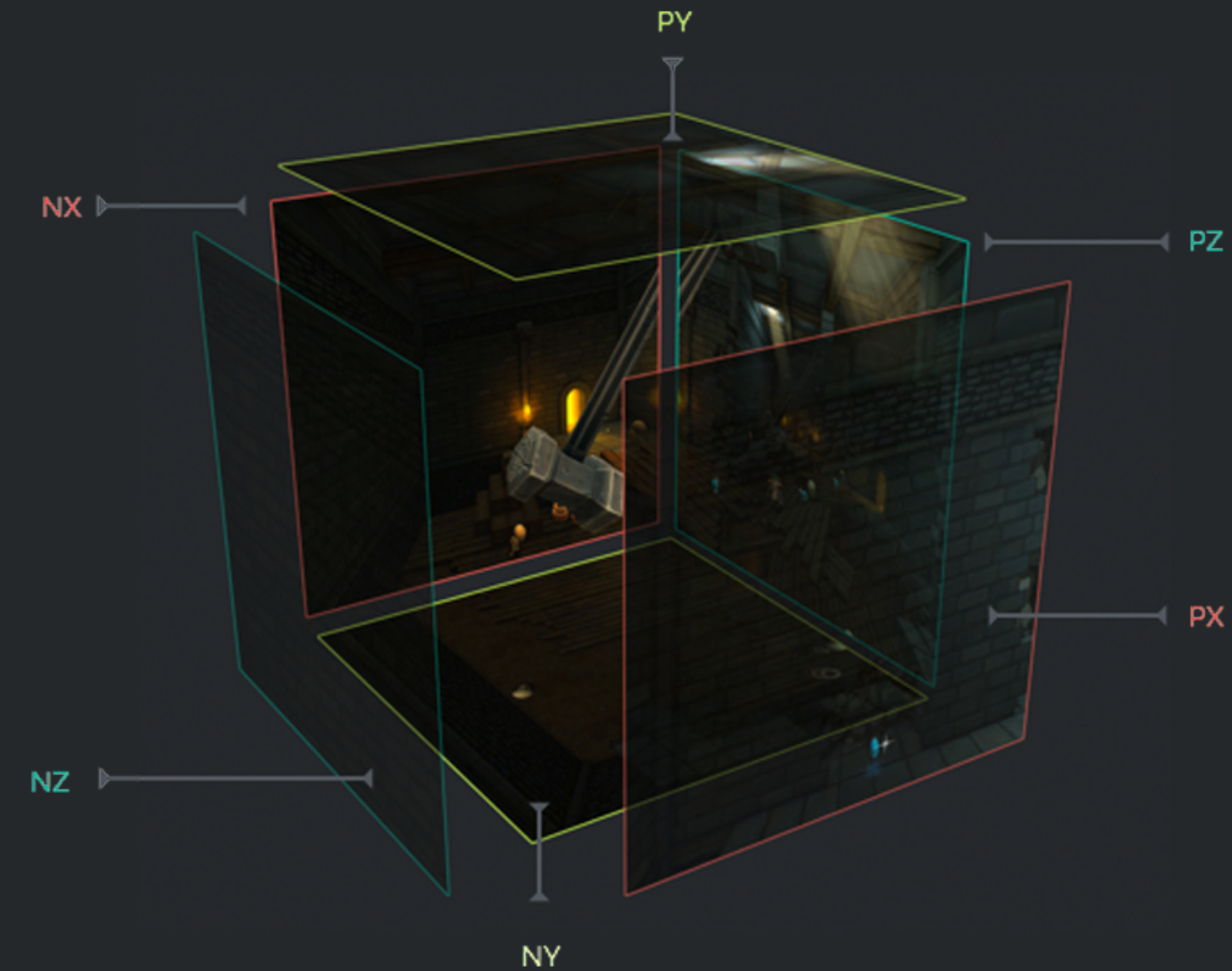


Cubemap (optional)

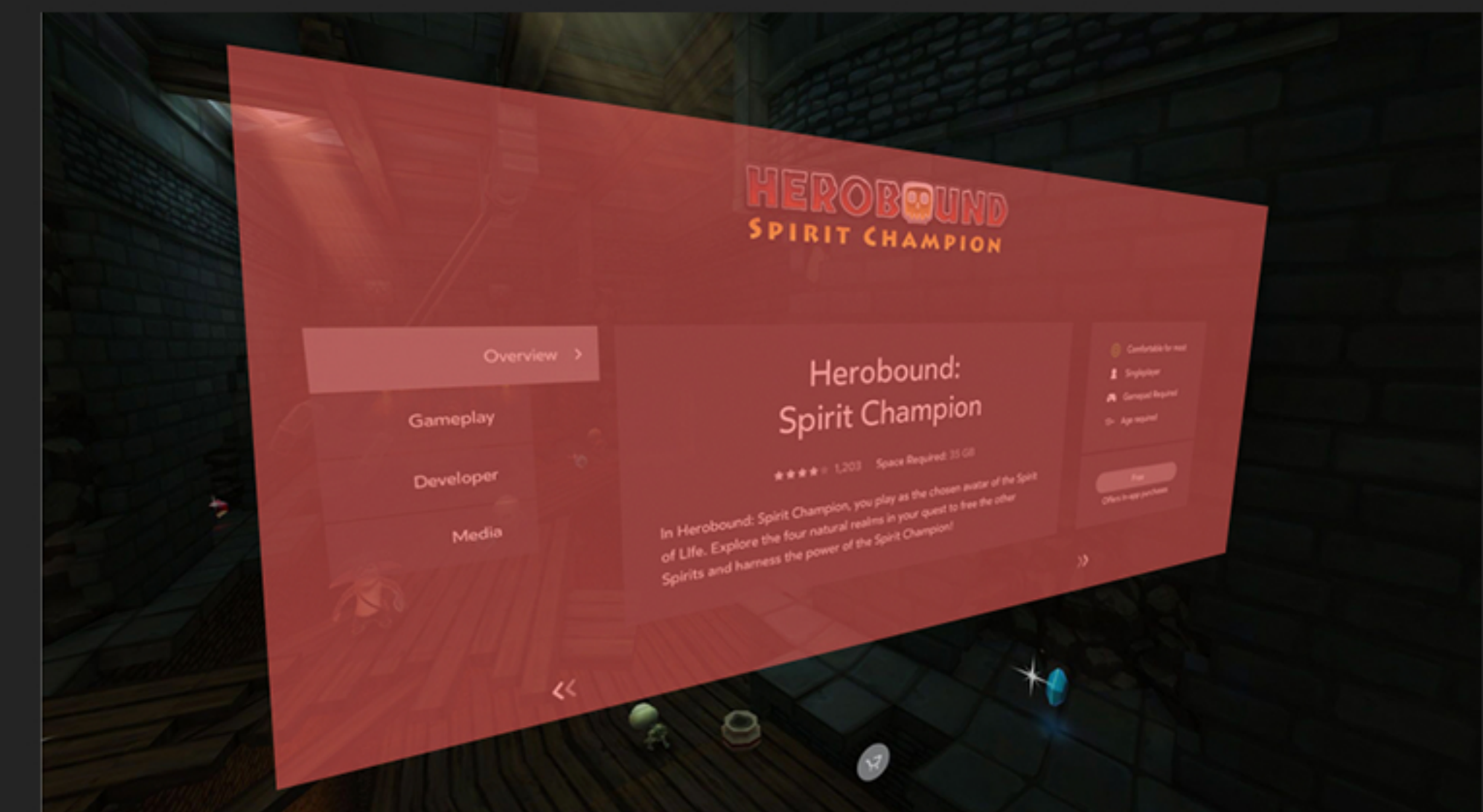
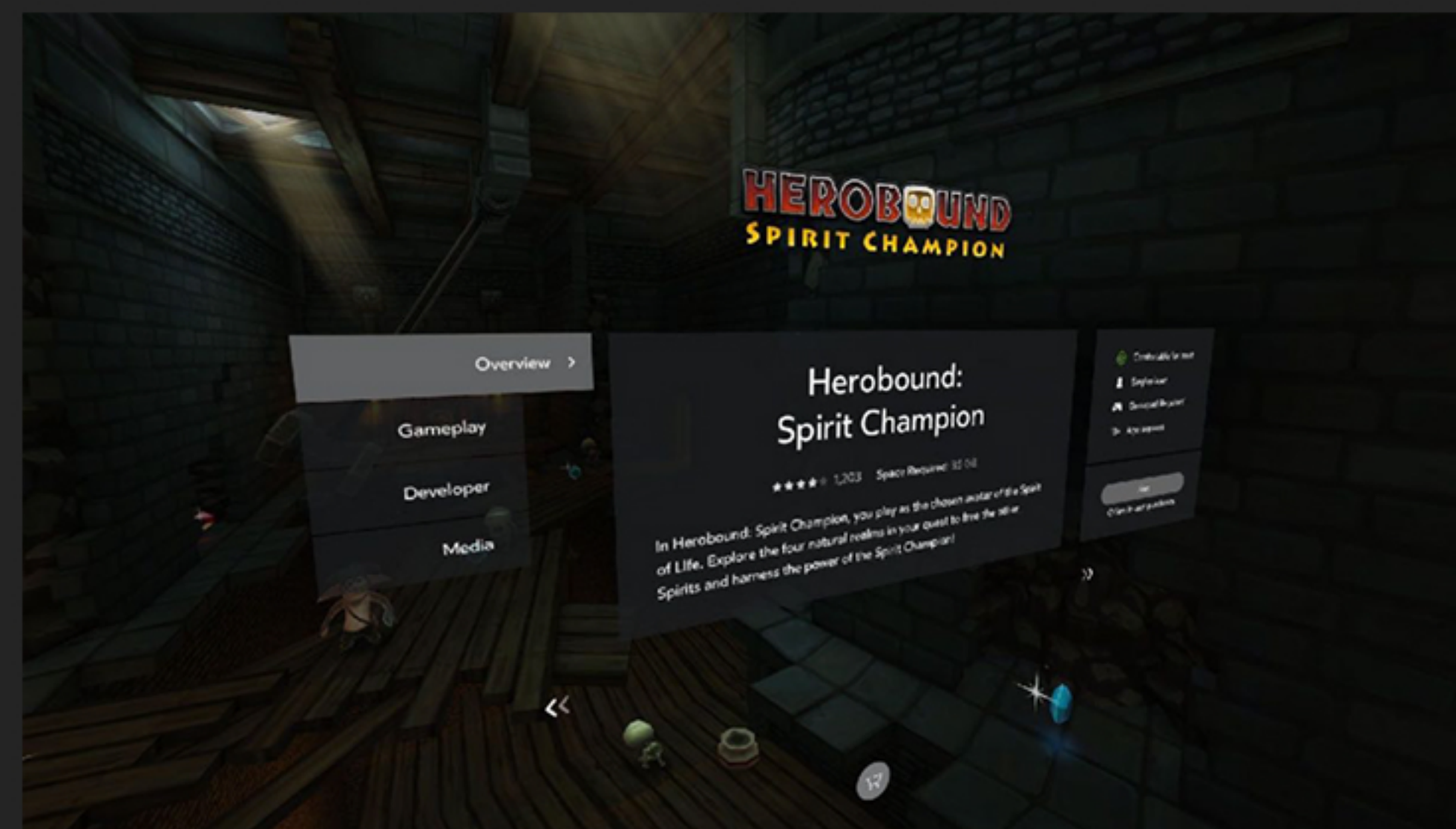
Cubemaps provide an immersive way for users to pre-view content inside of the Oculus VR Store. Capture the cubemap from a scene that best represents your experience. To generate a cubemap inside Unity, download the Oculus Cubemap Generator.

<https://static.oculus.com/tools/cubemap-generator.zip>

Cubemap - 12,000 x 2000px PNG file



Keep in mind that the VR store GUI will be present at all times. To avoid conflicting overlaps with the GUI, treat the center image (PZ) as the bleed area of the cubemap and keep visual complexity to a minimum.





Do

- Keep it simple. Clean and easy to read covers tend to perform better.
- Make sure your title-text is large and clearly legible.
- Keep all of your cover assets consistent, they should all be the same.
- Bring out the most exciting parts of your experience, use key characters, scenes, and objects in your images.
- Keep title-text/logos in the safe areas.

Do Not

- Do not add badges or banners to your covers.
- Do not place text on any corner of the covers.
- Do not add taglines to your title-text. The title-field is strictly for the title.
- Avoid descriptive words or taglines on your cover; keep descriptions on the product details page.
- No other text should be bigger than the title. Your title is the most important text for our users.
- Do not add images of non-Oculus headsets, controllers or logos.
- We recommend not using “VR” in your title. VR is a great descriptive word for everything outside of Oculus. Once you're here, it is redundant.

Store Assets Checklist

Download templates here: ocul.us/storetemplates

Asset	Dimensions	Pixels
 Hero	10:3	3000 x 900px
 Landscape	16:9	2560 x 1440px
 Square	1:1	1440 x 1440px
 Portrait	7:10	1008 x 1440px
 Mini	3:1	1080 x 360px
 Logo (Transparent)		9000max x 1440max
 5 Screenshots	16:9	2560 x 1440px
 Trailer Video		Min: 1080p ~ Max: 2k (MP4/H.264/AAC format)
 Trailer Cover	16:9	2560 x 1440px
 Mobile Icon	1:1	512 x 512px Mobile-only (Gear / Go)
 PC Icon	1:1	256 x 256px One .ico file containing 6 sizes. 96 x 96px 64 x 64px 48 x 48px 32 x 32px 16 x 16px
 Cubemap		12,000 x 2000px (Mobile only - Optional)



Thank You