



Minigame Ad
Design
Jan 19th,
2018

LIFESTREET

Candy Crush Soda Saga - Loading Screen - iPhone X Ratio

The black bars are the cropped area from the original universal template design, to the narrower iPhone X ratio.

Do not include black bars in the game please. The black bars were included to show cropped area only.

The longest and widest side is 1024, and the shorter side is 476.

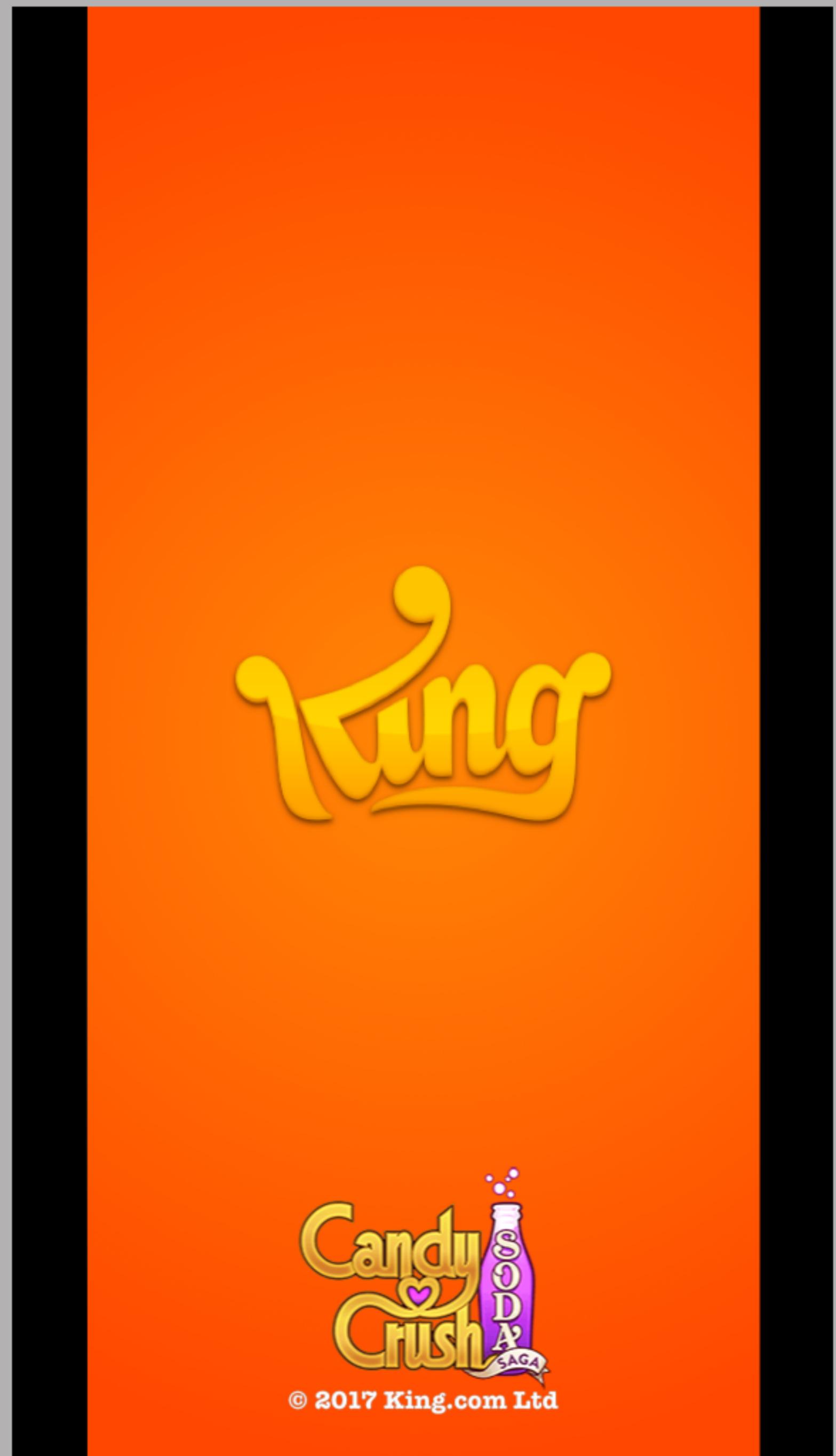
The background is a radial gradient fill.

Inside Color: FF8806

Outside Color: FF4701

The King Logo and Candy Crush Soda Saga logo are separate pieces that need to be placed in the scene.

The copyright text is American Typewriter Bold with a light grey 1 pixel outline.

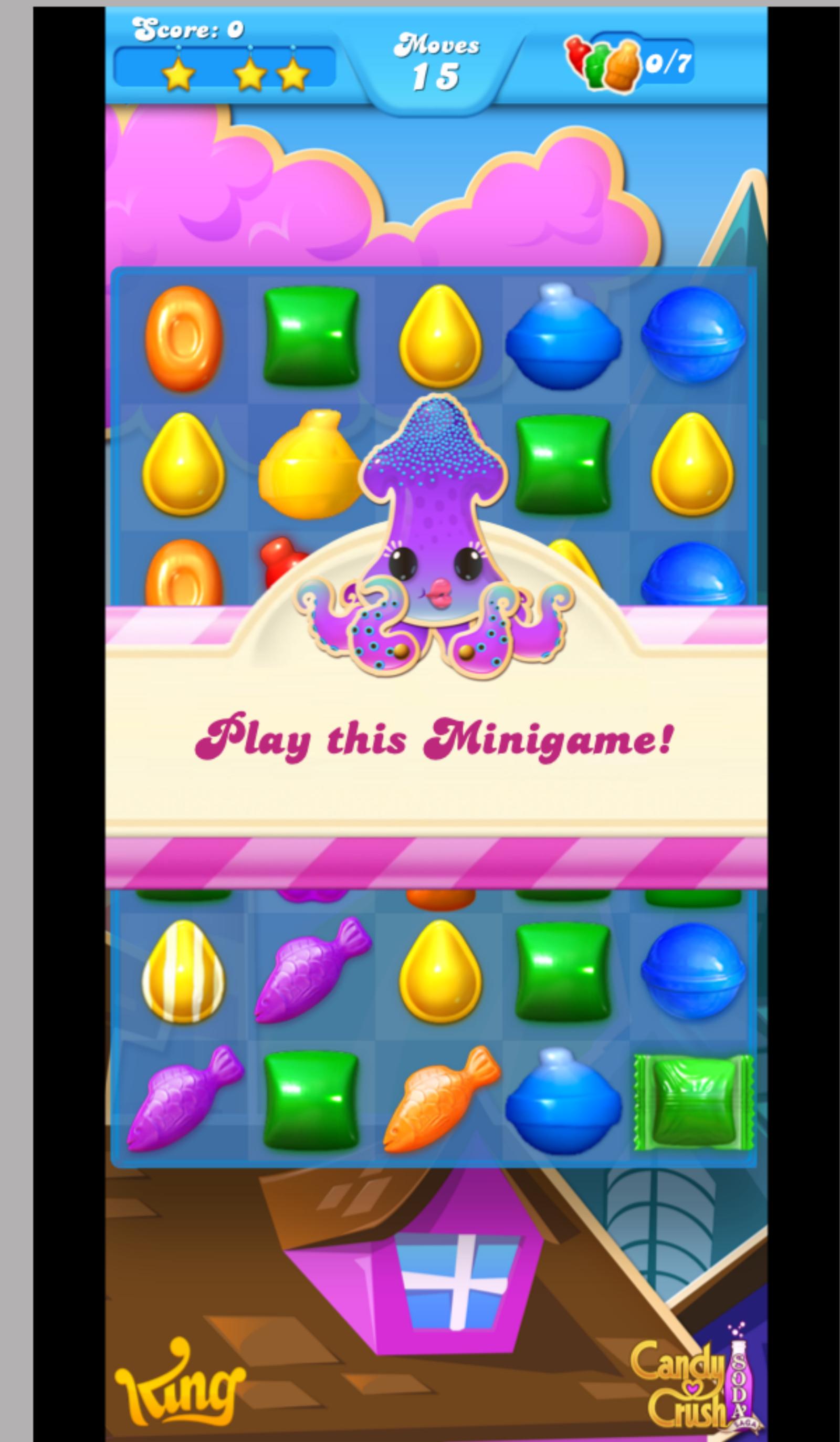
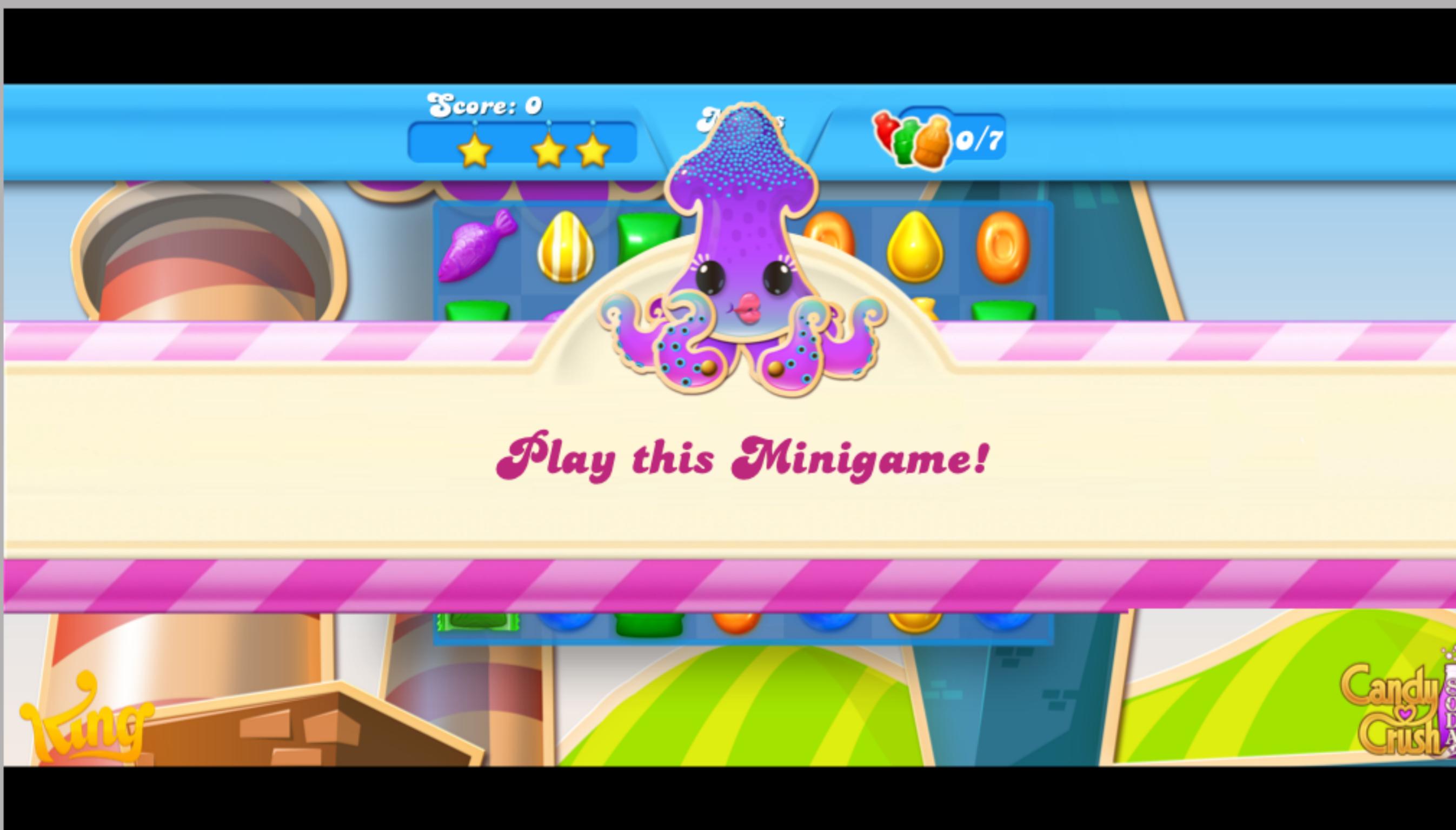


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Candy Crush Soda Saga - Tutorial Screen - iPhone X Ratio

The tutorial popup bar has been separated into 5 pieces:

- 1) The background fill, which should be 1px wide and tiled across the width of the screen.
- 2) the middle bump, which is placed over the fill and should line up to the tan line at the top.
- 3) The squid, which shouldn't be too big, and fits in the bump like the mockups.
- 4 & 5) The light stripe at the top, and the darker one at the bottom. Which is 1 section wide, and should be tiled across the width of the

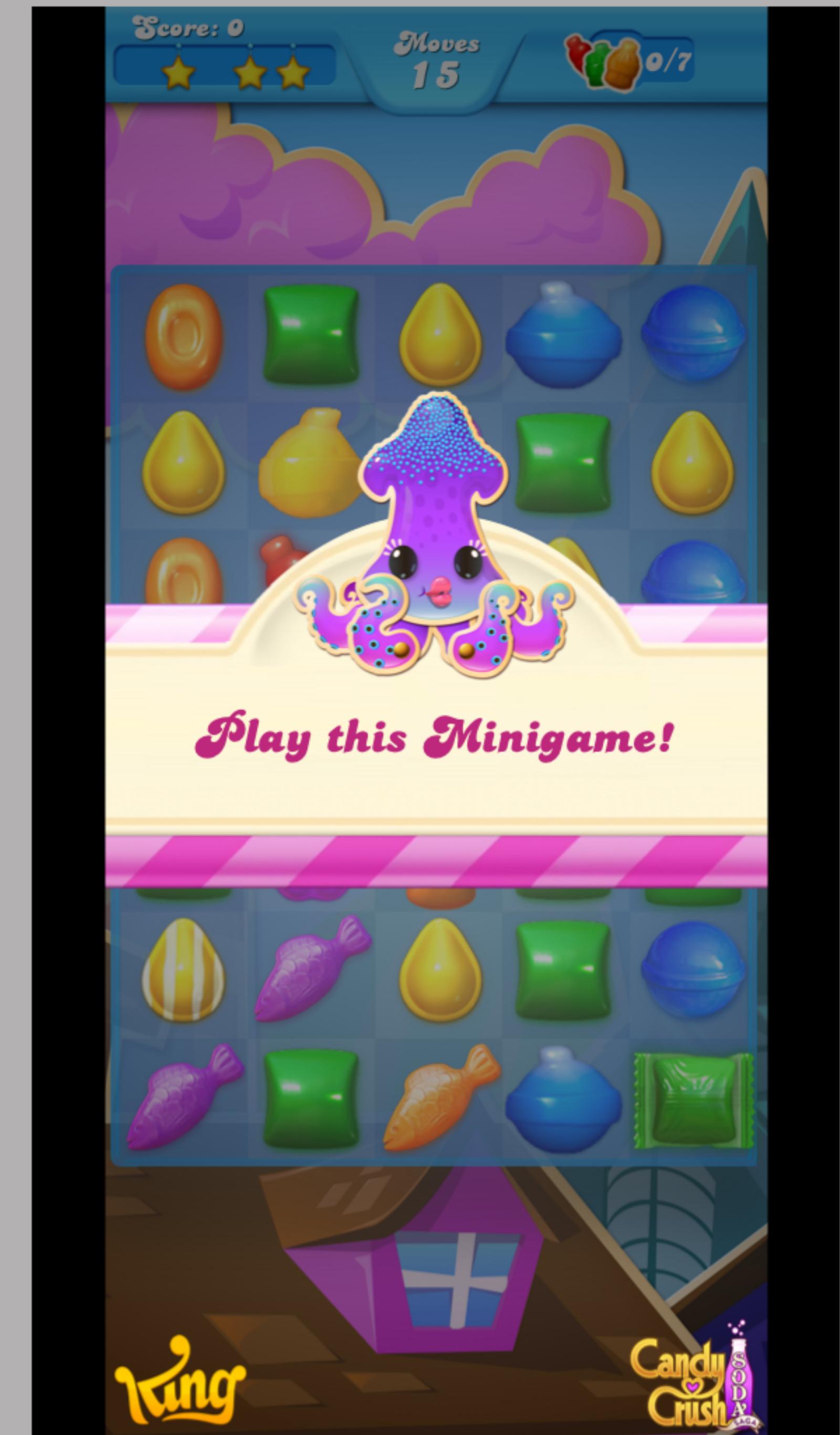


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Candy Crush Soda Saga - Tutorial Screen - Iteration - Add 50% Overlay

Add a 50% Alpha Black overlay where the objective bar and squid appears above it.

And the King and Candy Crush Soda Saga logo should appear above it too.



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Candy Crush Soda Saga - Gameplay - iPhone X Ratio

The HUD is now split into separate elements, so the background can be tiled horizontally from a 1px wide png. It should always align to the top of the screen.

The progress meter, Moves overlap, and bottle counter backgrounds all are separate pieces.

HUD Scaling

Portrait - 8% of the height of the screen.

Landscape - 17% of the height of the screen.

The Play Free button scaling should match the scaling of the HUD, for each orientation.

In Landscape mode, the Gameboard should be moved to a horizontal orientation.

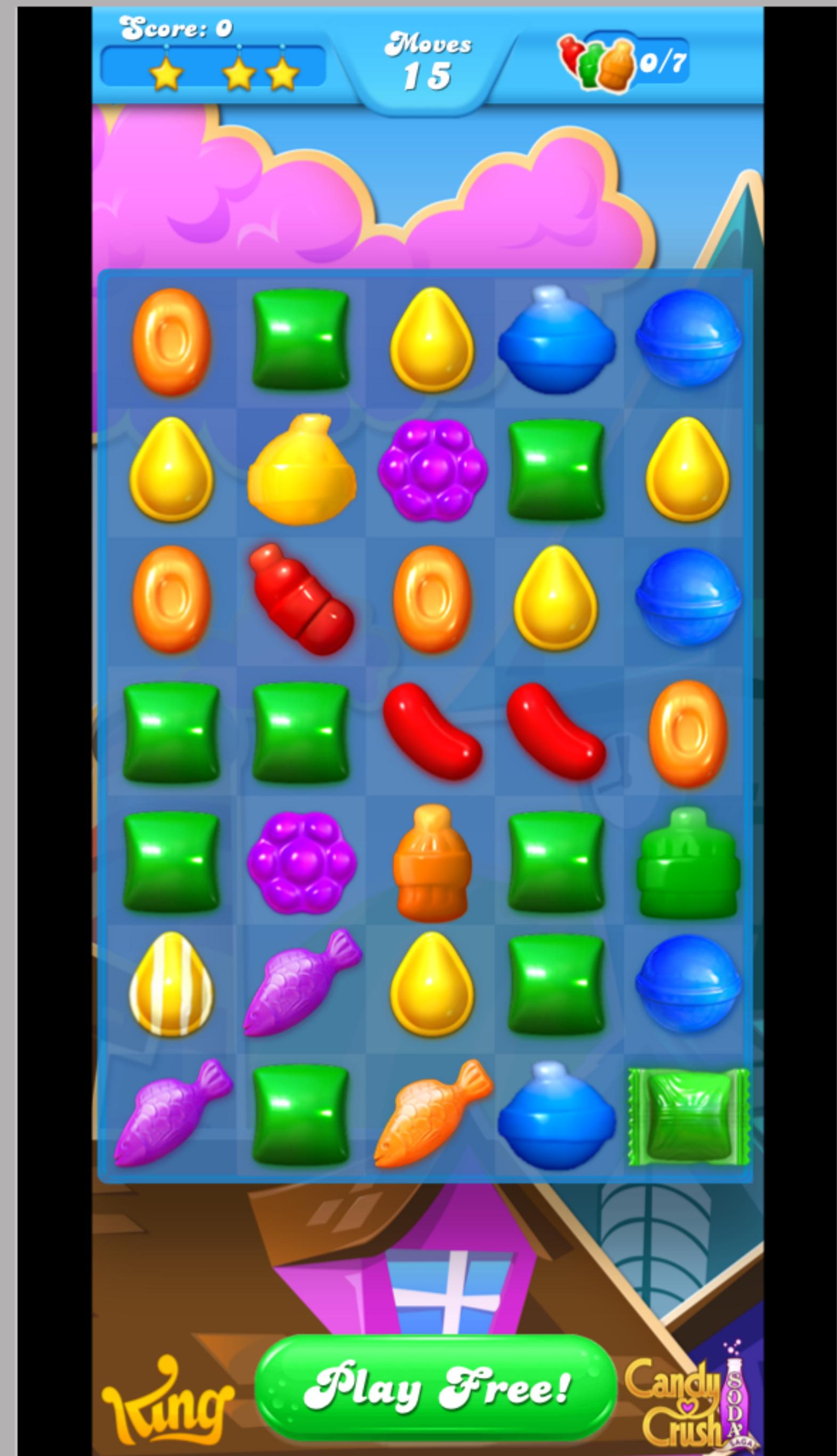
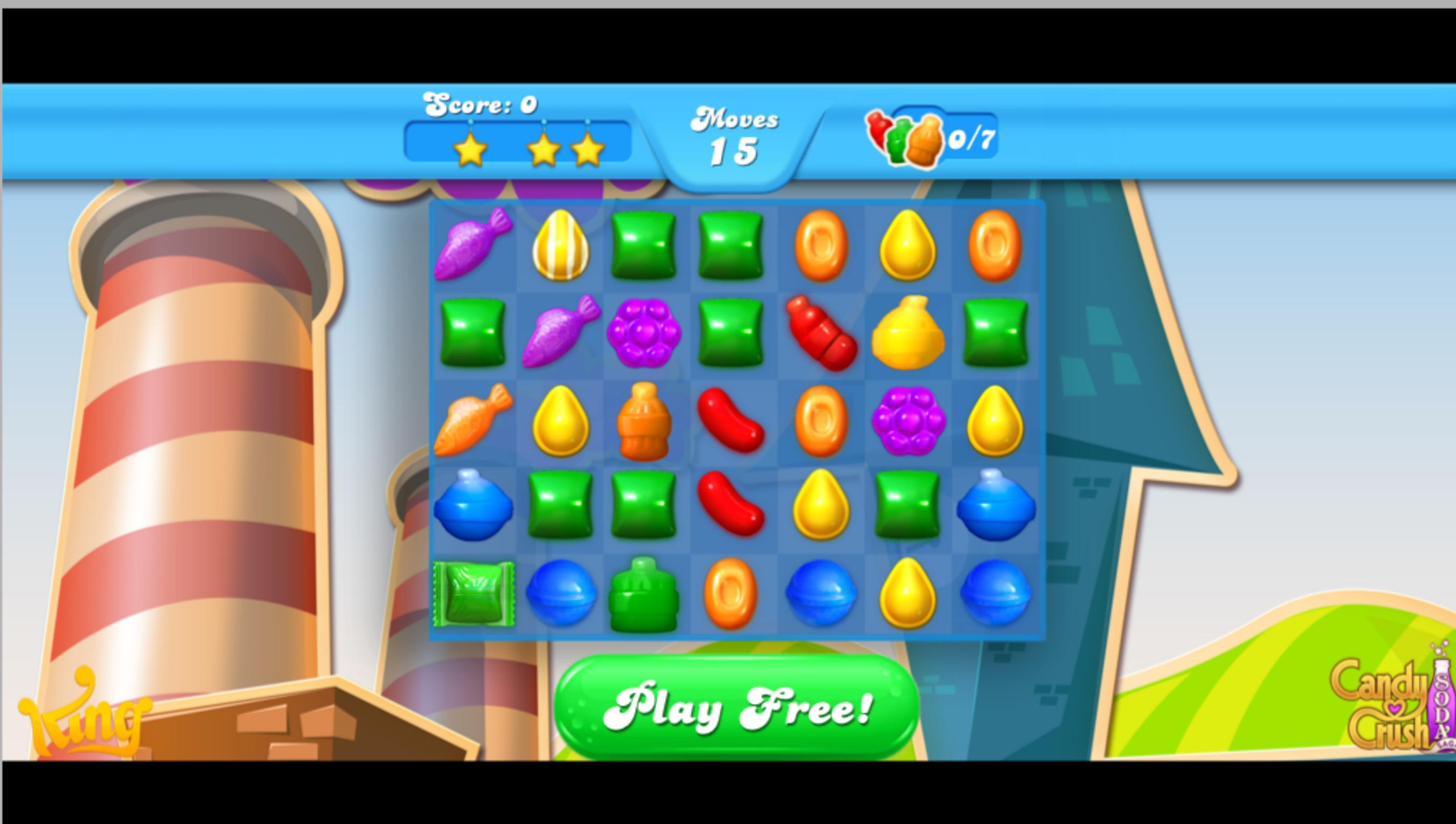
The Gameboard should always align to the vertical 1/2 way point between the bottom of the HUD and the top of the Play Free button.

The Gameboard should fit to these constraints:

Portrait - Scale to 7 pixels down from the bottom of the HUD to 7 pixels from the top of the Play Free button.

Landscape - Scale to the width of the screen with 5 pixels padding on the left and right.

The background in landscape mode should align to the center of the image.

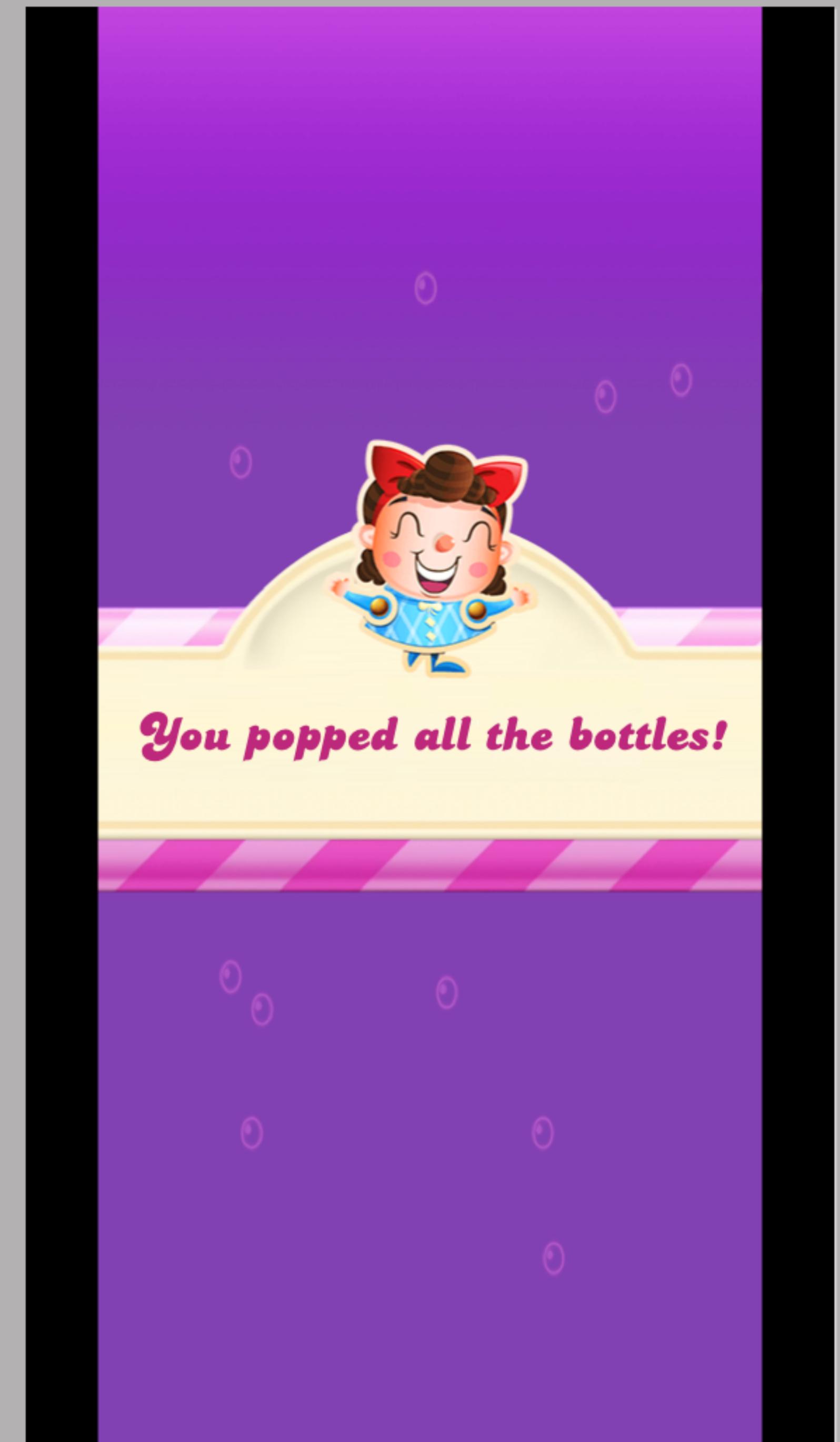


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Candy Crush Soda Saga - Success Popup - iPhone X Ratio

The success popup is the same as the beginning tutorial popup, but swap out the squid for the girl.

This time, the candy stripes should move from right to left.



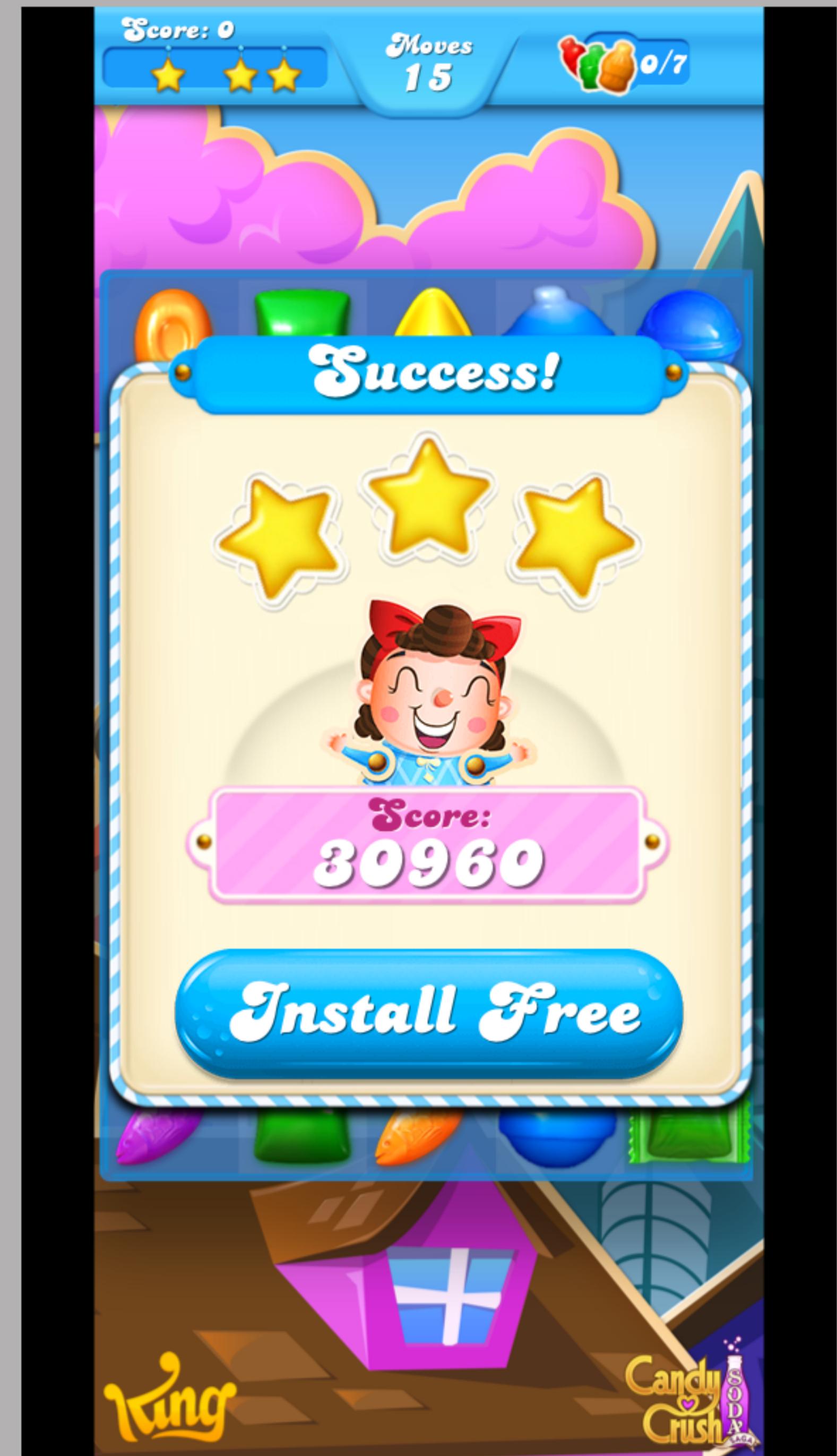
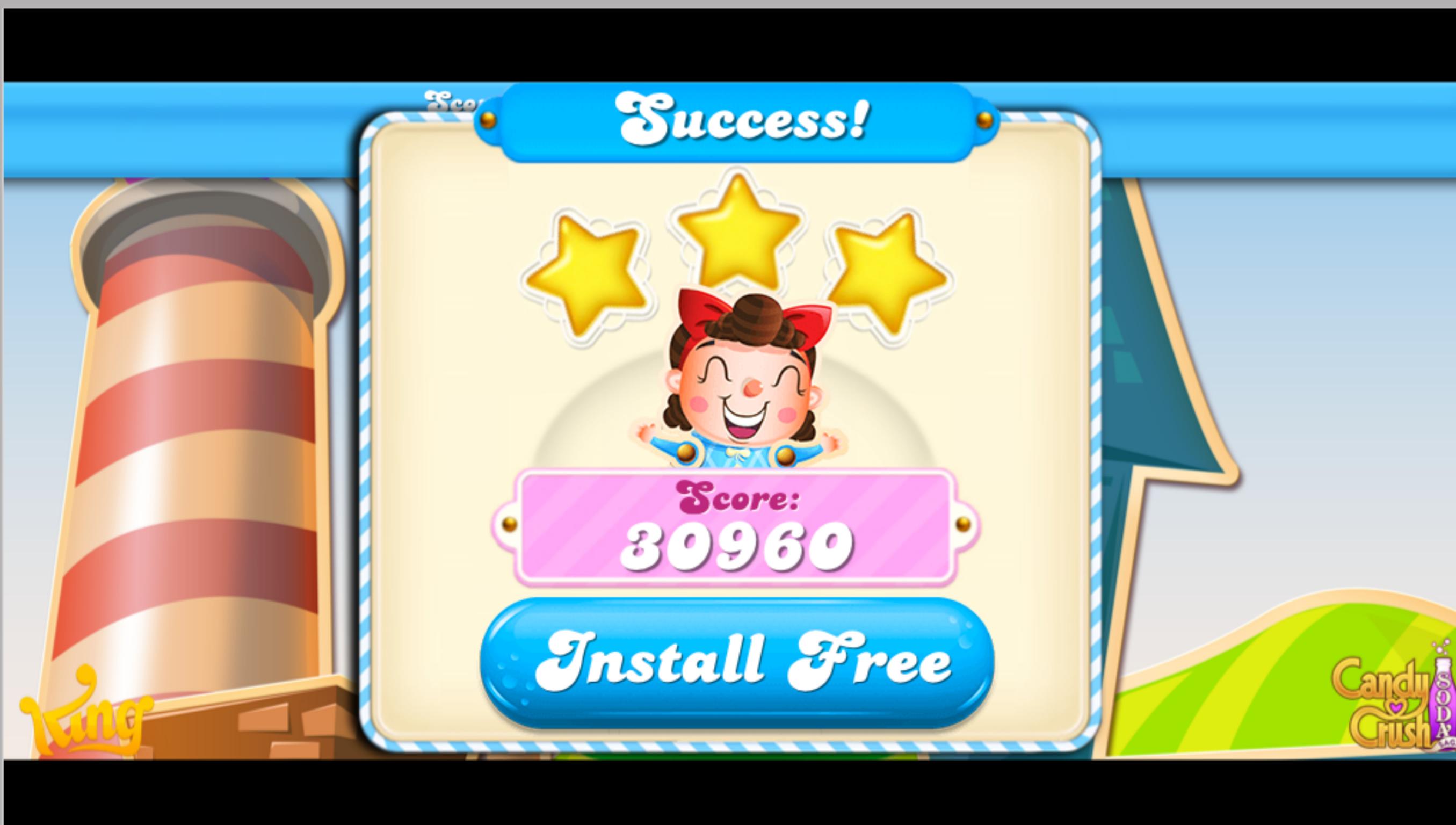
Candy Crush Soda Saga - Success Endcard - iPhone X Ratio

The endcards have been separated into pieces;

- 1) Background with stripes, should be placed tall for Portrait, and wide for Landscape.
- 2) Stars outline and background.
- 3) The ellipse behind Kimmy
- 4) Kimmy
- 5) Pink Stripe Score Button
- 6) Install Free button

The popup should be aligned vertical and horizontal center, regardless of screen size or aspect ratio.

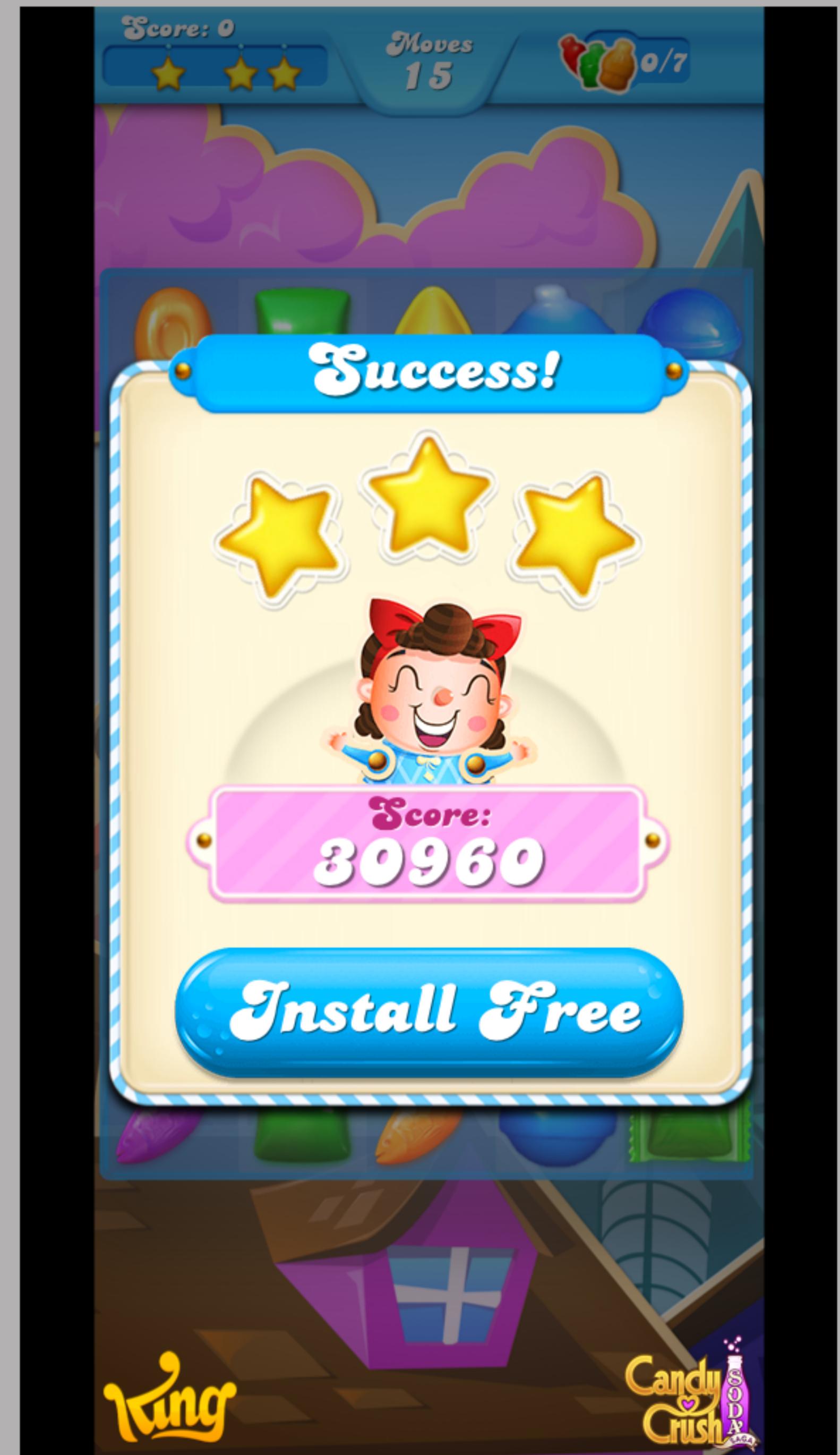
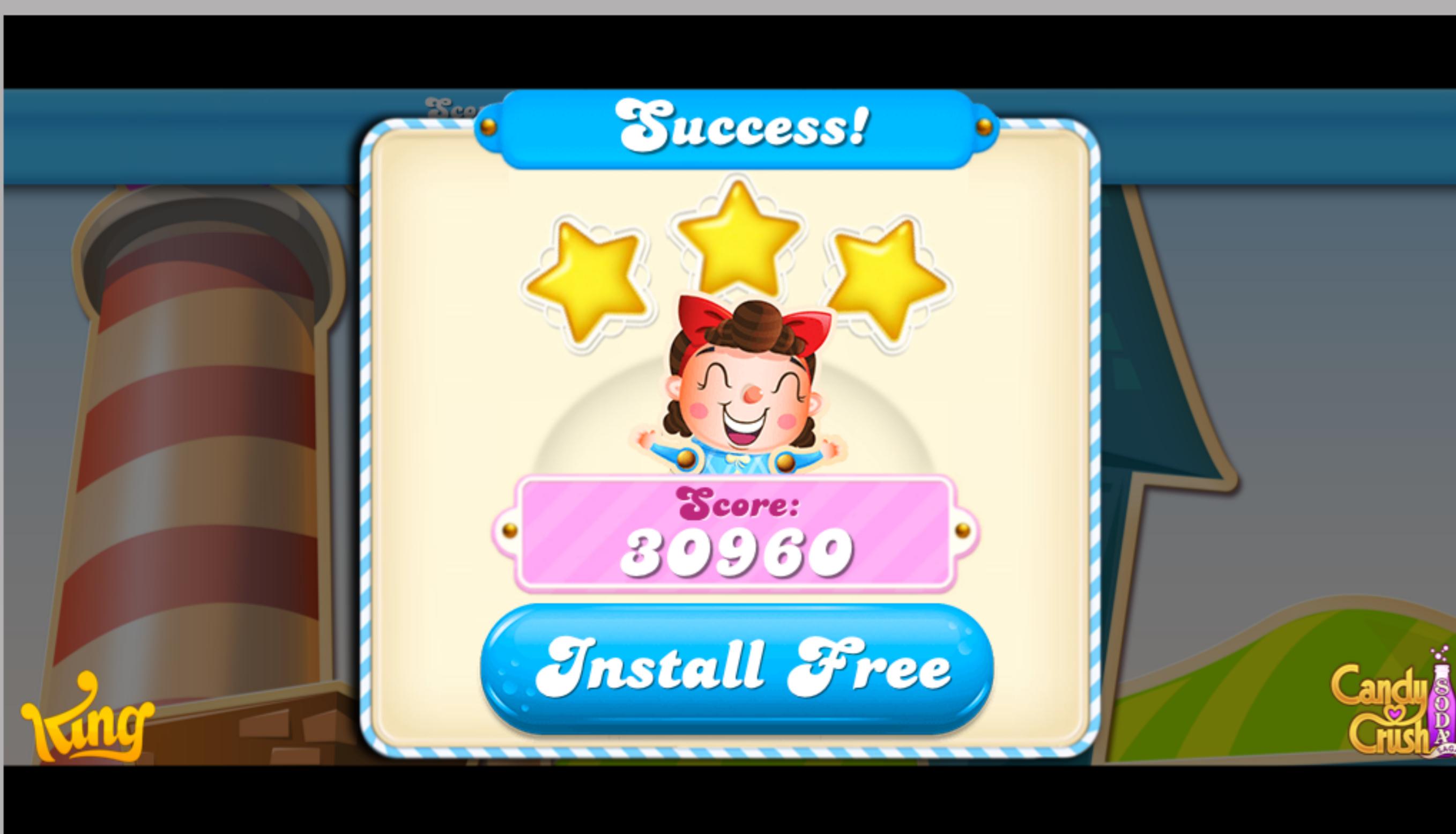
The elements of the popup seen here are the same size, but the spacing between them changes for Portrait and Landscape orientations.



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Candy Crush Soda Saga - Success Endcard - Iteration - 50% Overlay

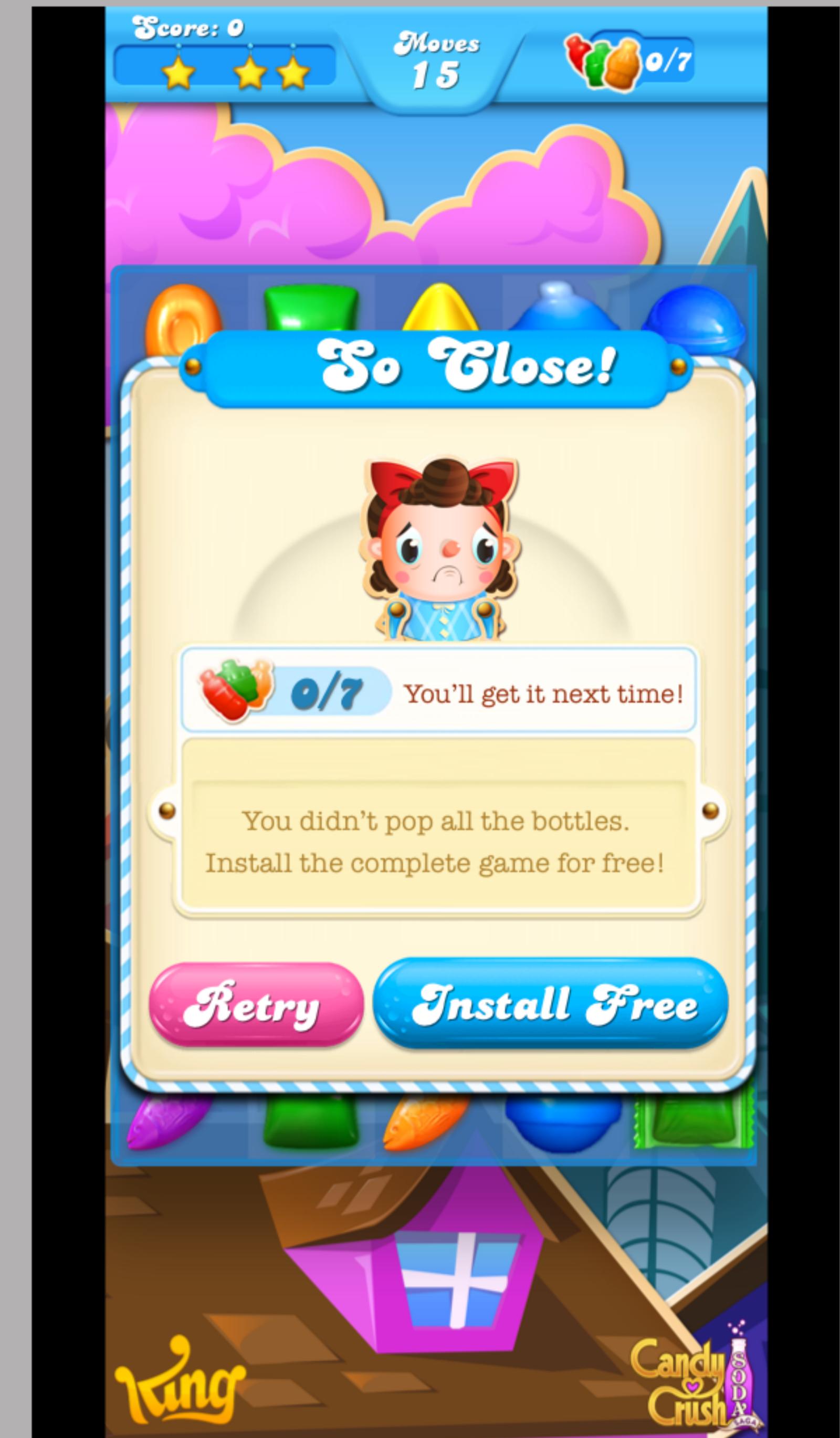
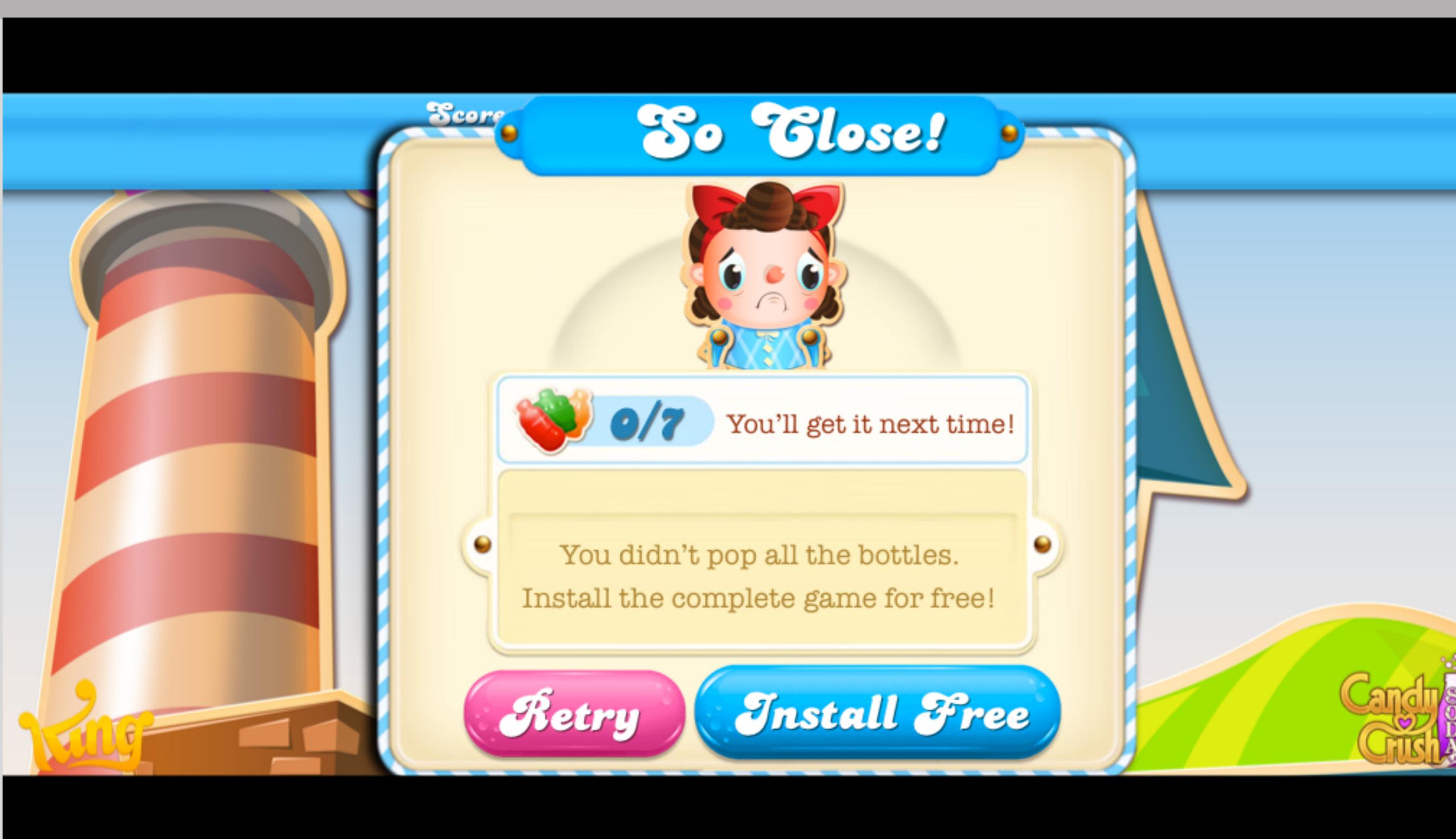
Add a 50% Alpha Black overlay, over the gameboard, but under the Endcard, and logos.



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Candy Crush Soda Saga - Failure and Retry - iPhone X Ratio

The failure endcard is the same as the success endcard, but the failure score appears instead of the pink stripe score button, and the stars do not appear.



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Add a 50% Alpha Black overlay, over the gameboard, but under the Endcard, and logos.

