



STEAM®

CAPSULE & ARTWORK GUIDELINES

OVERVIEW

This guide outlines the artwork requirements we use for the Steam Store.

With any art assets you send please include layered Photoshop (PSD) files with the logo separated from the art.
When you are creating final capsules for us please send the PSD files also, in case we need to turn any tags on/off or need to make last minute adjustments.

Please save all final capsules as PNG files and Background Images as JPG files.

CAPSULE SIZES

Main Capsule

Design: For best results, Main Capsules should utilize the same key art as retail boxes or marketing.

Usage: These appear at the top of the Steam Storefront.

Size: 616px x 353px



A price box overlay will cover this area so make sure nothing important sits here.



When saving out a final PNG image, remember to turn the overlay off!

CAPSULE SIZES

Main Capsule Example - Steam Storefront

The screenshot shows the Steam Storefront homepage. At the top, there's a large promotional banner for the game "WARGAME: AIRLAND BATTLE". Below it, a call-to-action button says "Pre-Purchase and Play the Beta Now!". To the right of the main banner is a "Spotlight" section for the "SERIOUS SAM FRANCHISE" with a 80% off discount. Further down, there's a "Midweek Madness" offer for the same game. The main content area displays a grid of featured games including Company of Heroes 2, Zack Zero, Counter-Strike: Global Offensive, Mini Motor Racing EVO, Kerbal Space Program, and Zeno Clash 2. A "TODAY'S DEAL" section offers a 50% discount on "The Showdown Effect". At the bottom, there are sections for "Community activity" (last 48 hours) showing 3,360,067 gamers online, and links for "SIGN IN" or "JOIN STEAM". There are also summary boxes for "New Releases", "Top Sellers", "Coming Soon", and "Specials".

STEAM® STORE COMMUNITY ABOUT SUPPORT admin ▾

search the store

FEATURED ITEMS GAMES SOFTWARE DEMOS RECOMMENDED NEWS LINUX

WARGAME
AIRLAND BATTLE

\$39.99

Pre-Purchase and Play the Beta Now!

PREV NEXT

FEATURED PC GAMES FEATURED MAC GAMES FEATURED LINUX GAMES

COMPANY OF HEROES 2
Company of Heroes 2
\$59.99

ZACK ZERO
Zack Zero
-25% \$9.99 \$7.49

CS GO
Counter-Strike: Global Off...
\$14.99

MINI MOTOR RACING EVO
Mini Motor Racing EVO
-20% \$9.99 \$7.99

KERBAL SPACE PROGRAM
Kerbal Space Program
\$22.99

ZENO CLASH 2
Zeno Clash 2
\$19.99

1 - 6 of 18

NEXT 6 ▶

NEW RELEASES TOP SELLERS COMING SOON SPECIALS

SHOW DOWNLOADABLE CONTENT

Driver Fusion Driver Fusion SOFTWARE Utilities - Released: May 6, 2013 Free Limited Version

HEROES VI SHADES OF DARKNESS Might & Magic® Heroes® VI Shades of Darkness Strategy, RPG - Released: May 2, 2013 \$29.99

Community activity (last 48 hours)

3,360,067 GAMERS ONLINE

Sign in to see what games your friends have been playing. Or create a free account to start building your own Steam Community.

SIGN IN or JOIN STEAM

\$10 2573 GAMES UNDER \$10 **\$5** 1401 GAMES UNDER \$5

Specials

CAPSULE SIZES

Header Image

Design: For best results, please use the same artwork that you use for any retail box or marketing. In some cases, cutting out or “simplifying” some of the key art may be necessary to help the logo read clearly.

Usage: This will appear at the top right-hand side of your product page, as well as all the lists across Big Picture mode.

Size: 460px x 215px



Allow spacing for the logo to be clearly read. Logo placement is best on a clean background.



Make sure your Header art is not severely covered by the video banner.



CAPSULE SIZES

Header Example- Product Page

Install Steam | login | language | admin

FEATURED ITEMS GAMES SOFTWARE DEMOS RECOMMENDED NEWS LINUX search the store

All Games > Free to Play Games > Team Fortress 2

Team Fortress 2

Community Hub

Mann vs Machine_Trailer

Autoplay videos 0:03 / 3:01

The most fun you can have online" - PC Gamer Is now FREE! There's no catch! Play as much as you want, as long as you like! The most highly-rated free game of all time! One of the most popular online action games of all time, Team Fortress 2 delivers constant free updates—new game modes, maps, equipment and, most importantly, hats.

Genre: Free to Play, Action
Release Date: Oct 10, 2007

View all 9 screenshots Watch all 15 trailers

Play Team Fortress 2

STEAMPLAY Windows Mac Linux

Free to Play PLAY GAME

Packages that include this game

Buy The Orange Box

Includes 5 items: Half-Life 2, Half-Life 2: Episode One, Portal, Half-Life 2: Episode Two, Team Fortress 2

PACKAGE INFO \$19.99 ADD TO CART

Buy Valve Complete Pack

Includes 25 items: Counter-Strike, Team Fortress Classic, Day of Defeat, Deathmatch Classic, Half-Life: Opposing Force, Ricochet, Half-Life, Counter-Strike: Condition Zero, Half-Life: Blue Shift, Half-Life 2, Counter-Strike: Source, Half-Life: Source, Day of Defeat: Source, Half-Life 2: Deathmatch, Half-Life 2: Lost Coast, Half-Life Deathmatch: Source, Half-Life 2: Episode One, Portal, Half-Life 2: Episode Two, Team Fortress 2, Left 4 Dead, Left 4 Dead 2, Dota 2, Portal 2, Counter-Strike: Global Offensive

PACKAGE INFO \$99.99 ADD TO CART

Community

Sign in to add this game to your wishlist

SHARE Facebook Twitter Google+

Visit the forums

Visit Official Game Group

Find Community Groups

Includes 448 Steam Achievements

+445

View Achievements

Steam Trading

This game participates in Steam Trading

Items from this game are tradable and can be viewed in your inventory on your Steam Community Profile.

metascore® from metacritic.com 92 / 100

Read Critic Reviews

CAPSULE SIZES

Large Capsule Image

Design: This is a modified version of a Header Image.

Usage: This will appear at the top of genre pages and publisher pages.

Size: 467px x 181px



Large Capsules are the same as Header Images. They are just different sizes.

CAPSULE SIZES

Large Capsule Example - Top of Genre Page

Install Steam | login | language ▾

admin ▾

FEATURED ITEMS GAMES ▾ SOFTWARE DEMOS RECOMMENDED NEWS LINUX search the store

Adventure Games

Now Available \$29.99
The best-selling, award-winning franchise is back – on your home PC in gorgeous HD for the first time.

New DLC Available \$49.99
Tomb Raider explores the intense and gritty origin story of Lara Croft and her ascent from a young woman to a hardened survivor.

NEW RELEASES	TOP SELLERS	COMING SOON	SPECIALS
<input type="checkbox"/> SHOW DOWNLOADABLE CONTENT			
Far Cry 3 - Blood Dragon \$14.99 Action, Adventure - Released: May 1, 2013 Far Cry® 3: Blood Dragon is THE Kick-Ass Cyber Shooter. Welcome to an 80's vision of the future. The year is 2007 and you are Sargent Rex Colt, a Mark IV Cyber Commando. Your mission: get the girl, kill the baddies, and save the world.	Cry of Fear Free Action, Adventure, Indie - Released: Apr 25, 2013 Cry of Fear is a psychological single-player and co-op horror game set in a deserted town filled with horrific creatures and nightmarish delusions. You play as a young man desperately searching for answers in the cold Scandinavian night, finding his way through the...	The 39 Steps \$14.99 STEAMPLAY Action, Adventure, Indie, Casual - Released: Apr 25, ... Prepare to experience the original man-on-the-run thriller in a completely new way. This is a digital adaptation of John Buchan's incredible book (inspiration to Ian Fleming's James Bond!).	Monaco: What's Yours Is Mine \$14.99 Action, Adventure, Strategy, Indie, Casual - Released: Apr 24, 2... Monaco: What's Yours Is Mine is a single player or co-op heist game. Assemble a crack team of thieves, case the joint, and pull off the perfect heist. The Locksmith: Blue-collar infiltration expert. The Lookout: She can see and hear everything...
Kairo \$7.99 STEAMPLAY Action, Adventure, Indie - Released: Apr 24, 2013 Enter the lost world of Kairo. Explore vast abandoned monuments. Bring strange and ancient machinery back to life. Slowly uncover the true purpose of Kairo and fulfil a great destiny. Kairo is an atmospheric 3D exploration and puzzle solving game.	Star Trek \$49.99 Action, Adventure - Released: Apr 23, 2013 Play as two of the greatest science-fiction heroes ever – Kirk and Spock – in the award-winning STAR TREK, a completely original co-op experience that expands the Star Trek universe even further.	Find More	
Games 443			
Single-player Games 329			
Multi-player Games 47			
Co-op Games 35			
Demos 27			
Videos 136			
Game Mods 1			

CAPSULE SIZES

Small Capsule Image

Design: For best results, focus on making the logo clearly legible. These will be automatically sized down for smaller usage (e.g. 'New Releases' on the front page).

Usage: These are used for all the lists throughout Steam such as search results, top-sellers, new releases, etc.

Size: 231px x 87px



Make sure your Small Capsule art is not severely covered by the video banner.

A screenshot of the Steam homepage. At the top, there are two large promotional banners: 'SHADES OF DARKNESS' on the left and 'TJUIT' on the right. Below these are several sections: 'Now Available' with game cards for Mars: War Logs, Zack Zero, Kerbal Space Program, Borderlands 2, Strike Suit Infinity, and Zeno Clash 2; 'Community activity' showing 3,360,067 gamers online; a 'Driver Fusion' software entry; and a 'Specials' section with offers for 'HOT PURSUIT' (75% off), 'SERIOUS SAM 3' (80% off), and 'SERIOUS SAM 4' (80% off). Navigation tabs at the bottom include NEW RELEASES, TOP SELLERS, COMING SOON, SPECIALS, and SHOW DOWNLOADABLE CONTENT.

CAPSULE SIZES

Set of Capsules Example



Main Capsule



Header Image



Large Capsule



Small Capsule



Please also save out a version of the Header and Small Capsule with the video tag turned on.

Please do the same for Demos, if applicable.

ADDITIONAL ASSETS

Page Background Image

Design: We will automatically apply a darkening layer to any background image you upload. A background image will be automatically created from your provided screenshots unless a custom image is provided.

Usage: This image appears in the background of your store page.

Size: 1004px x 626px

Screenshots can work well for Page Background Images.
Darker imagery tends to work the best in this space.
Remember to save out as JPG files!



ADDITIONAL ASSETS

Page Background Example - Product Page

The screenshot shows the Steam product page for Team Fortress 2. At the top, there's a navigation bar with links for STORE, COMMUNITY, ABOUT, and SUPPORT. A search bar says "search the store". Below the header, a breadcrumb trail shows "All Games > Free to Play Games > Team Fortress 2". The main title "Team Fortress 2" is displayed above a large image of the game's characters. To the left, a video player shows a trailer titled "Mann vs Machine_Trailer". To the right, there's a summary box with the game's name, a quote from PC Gamer, genre information (Free to Play Action), release date (Oct 10, 2007), and links to view all screenshots and watch all trailers. Below this, there's a "Play Team Fortress 2" section with a "STEAMPLAY" button and links for "Free to Play" and "PLAY GAME". To the right, there's a "Community" section with links to visit forums and find community groups, and a "metascore" section showing NA / 100. The bottom of the page features a "Steam Trading" section with a "This game participates in Steam Trading" message.

Install Steam | login | language ▾

admin ▾

FEATURED ITEMS GAMES SOFTWARE DEMOS RECOMMENDED NEWS LINUX

search the store

All Games > Free to Play Games > Team Fortress 2

Team Fortress 2

Community Hub

Mann vs Machine_Trailer

TEAM FORTRESS 2

"The most fun you can have online" - PC Gamer is now FREE! There's no catch! Play as much as you want, as long as you like! The most highly-rated free game of all time! One of the most popular online action games of all time, Team Fortress 2 delivers constant free updates—new game modes, maps, equipment and, most importantly, hats.

Genre: Free to Play Action

Release Date: Oct 10, 2007

View all 9 screenshots

Watch all 15 trailers

Play Team Fortress 2

STEAMPLAY

Free to Play PLAY GAME

Packages that include this game

Buy The Orange Box

Includes 5 items: Half-Life 2, Half-Life 2: Episode One, Portal, Half-Life 2: Episode Two, Team Fortress 2

PACKAGE INFO \$19.99 ADD TO CART

Buy Valve Complete Pack

Includes 25 items: Counter-Strike, Team Fortress Classic, Day of Defeat, Deathmatch Classic, Half-Life, Opposing Force, Ricochet, Half-Life, Counter-Strike, Condition Zero, Half-Life, Blue Shift, Half-Life 2, Counter-Strike: Source, Half-Life: Source, Day of Defeat: Source, Half-Life 2: Deathmatch, Half-Life 2: Lost Coast, Half-Life Deathmatch: Source, Half-Life 2: Episode One, Portal, Half-Life 2: Episode Two, Team Fortress 2, Left 4 Dead, Left 4 Dead 2, Dota 2, Portal 2, Counter-Strike: Global Offensive

PACKAGE INFO \$99.99 ADD TO CART

Steam Trading

This game participates in Steam Trading

Items from this game are tradable and can be viewed in your inventory on your Steam Community Profile.

Sign in to add this game to your wishlist

SHARE

Community

Visit the forums

Find Community Groups

585,530 players recommend this game to their friends

metascore® NA / 100

Not yet reviewed.

Title: Team Fortress 2

Genre: Free to Play Action

Developer: Valve

Publisher: Valve

Release Date: Oct 10, 2007

Languages: English*, Danish, Dutch, Finnish,

ADDITIONAL ASSETS

Package Capsules

Design: When you bundle a game with its DLC or multiple games together we represent that package with slightly different art than what is created for the base game or DLC on its own. Package assets include: Package Header, Header Image, and a Small Capsule.

Usage: This will appear at the top of your product page, as well as other various places within the Steam store.

A set of Package Capsules



Package Header
Size: 707px x 232px



Header Image
Size: 460px x 215px



Small Capsule
Size: 231px x 87px

ADDITIONAL ASSETS

Package Header Example - Product Page

The screenshot shows the Steam store interface for the Counter-Strike 1 Anthology. At the top, there's a navigation bar with links for 'Install Steam', 'login', 'language', and a dropdown for 'admin'. Below that is a secondary navigation bar with categories: 'FEATURED ITEMS', 'GAMES ▾', 'SOFTWARE', 'DEMONS', 'RECOMMENDED', 'NEWS', and 'LINUX'. A search bar says 'search the store' with a magnifying glass icon.

The main content area features a large image of a player silhouetted against a circular background, with the text 'COUNTER-STRIKE 1 ANTHOLOGY' overlaid. Below this is a 'Buy Counter-Strike 1 Anthology' button with a price of '\$14.99' and an 'ADD TO CART' button.

To the right, a 'Package Details' sidebar provides information about the game, including its title, genre (Action), developer (Valve), publisher (Valve), and supported languages (English, French, German, Italian, Korean, Spanish, Simplified Chinese, Traditional Chinese). It also notes that full audio support may not be present for all languages and provides a link to view individual game details.

Below the main image, a section titled 'Items included in this bundle' lists five games:

- Counter-Strike (Released Nov 1, 2000)
- Counter-Strike: Condition Zero (Released Mar 1, 2004)
- Day of Defeat (Released May 1, 2003)
- Deathmatch Classic (Released Jun 1, 2001)
- Ricochet (Released Nov 1, 2000)

At the bottom of the sidebar, it says 'Price of individual games: \$34.95' and 'Bundle cost: \$14.99'. A note indicates savings by buying the bundle: 'Here's what you save by buying this bundle \$19.96'.

At the very bottom, there's another 'Buy Counter-Strike 1 Anthology' button with the same price and 'ADD TO CART' button.

At the very bottom of the page, there's a footer with links for 'SHOP BY GENRE ▾', 'SHOP BY CATEGORY ▾', 'ABOUT STEAM ▾', 'ABOUT VALVE ▾', 'HELP ▾', 'TOOLS ▾', and 'NEWS FEEDS ▾'. There's also a link for 'Publisher Catalogs'.

ADDITIONAL ASSETS

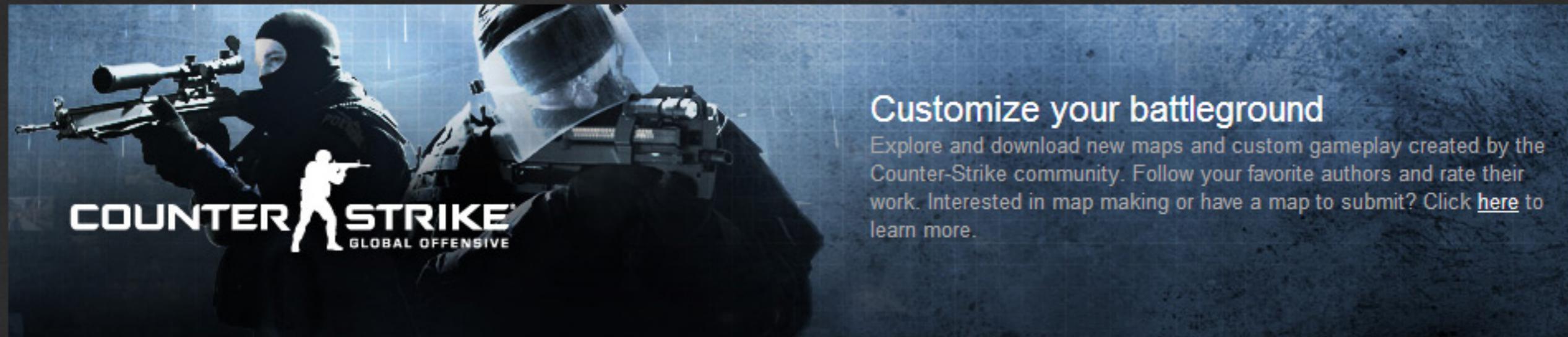
Workshop Header Image

Design: This is for games with the **Workshop** feature, and should be created from the provided template. It's mainly taking the Header image from the store and making it work in a slightly different layout.

Usage: This image appears at the top of your Workshop page.

Size: 948px x 203px

Please provide us a title and description for how you are using Workshop with your game.



When saving out your Workshop Header as a PNG, please leave the overlays turned off.



ADDITIONAL ASSETS

Workshop Header Example

The screenshot shows the Steam Workshop page for the game Counter-Strike: Global Offensive. At the top, there's a navigation bar with links for STORE, COMMUNITY, ABOUT, SUPPORT, and a button to 'Install Steam'. Below that is the game's logo and name 'Counter-Strike: Global Offensive'. A banner on the right side encourages users to 'Customize your battleground' by exploring community-created maps and custom gameplay. The main content area displays a grid of workshop items, each with a thumbnail, title, and author information. On the right, there are filters for 'BROWSE BY:' (Most Popular, This Week, Top Rated All Time, Most Recent, Official Content), 'GAME MODE' (Classic, Demolition, Deathmatch, Custom, Armsrace), and a checkbox for 'Show incompatible items'. The overall theme is dark with blue highlights.

STEAM® STORE COMMUNITY ABOUT SUPPORT

Counter-Strike: Global Offensive Store Page

All Discussions Screenshots Artwork Videos Workshop News Announcements Guides

Customize your battleground

Explore and download new maps and custom gameplay created by the Counter-Strike community. Follow your favorite authors and rate their work. Interested in map making or have a map to submit? Click [here](#) to learn more.

Search Counter-Strike: Global Offensive

Showing 1-30 of 1,386 entries

1 2 3 ... 47 >

BROWSE BY:

Most Popular This Week

Top Rated All Time

Most Recent

Official Content

Show items tagged with all of the selected terms:

GAME MODE

- Classic
- Demolition
- Deathmatch
- Custom
- Armsrace

Some items are not possible to include in the game. You can still find them if you select this box.

Show incompatible items

★★★★★ de_mill_ce by MoO	★★★★★ ar_cinema by Rubber Ducky	★★★★★ DE_Oasicity_v2 by Eatbeavers
★★★★★ awp_infinite_v1 by SaMySaM	★★★★★ training_aim_csgo by lazerAKeye	★★★★★ awp_arena by Tails
★★★★★ awp_lego_2011_CSGO_edit... by classified[A]	★★★★★ cs_house_rescue by Mr.HeADhUnT3Я,р	★★★★★ cs_ardennes by JorisCeoen

QUESTIONS?

Be sure to browse **store.steampowered.com** for a wide variety of capsule and art examples.

If you have any questions, please see the "Store Page/Marketing" Steamworks discussions here: **<http://steamcommunity.com/groups/steam-works/discussions/18/>**.



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