Promotional asset guidelines

Why are promotional assets are needed?
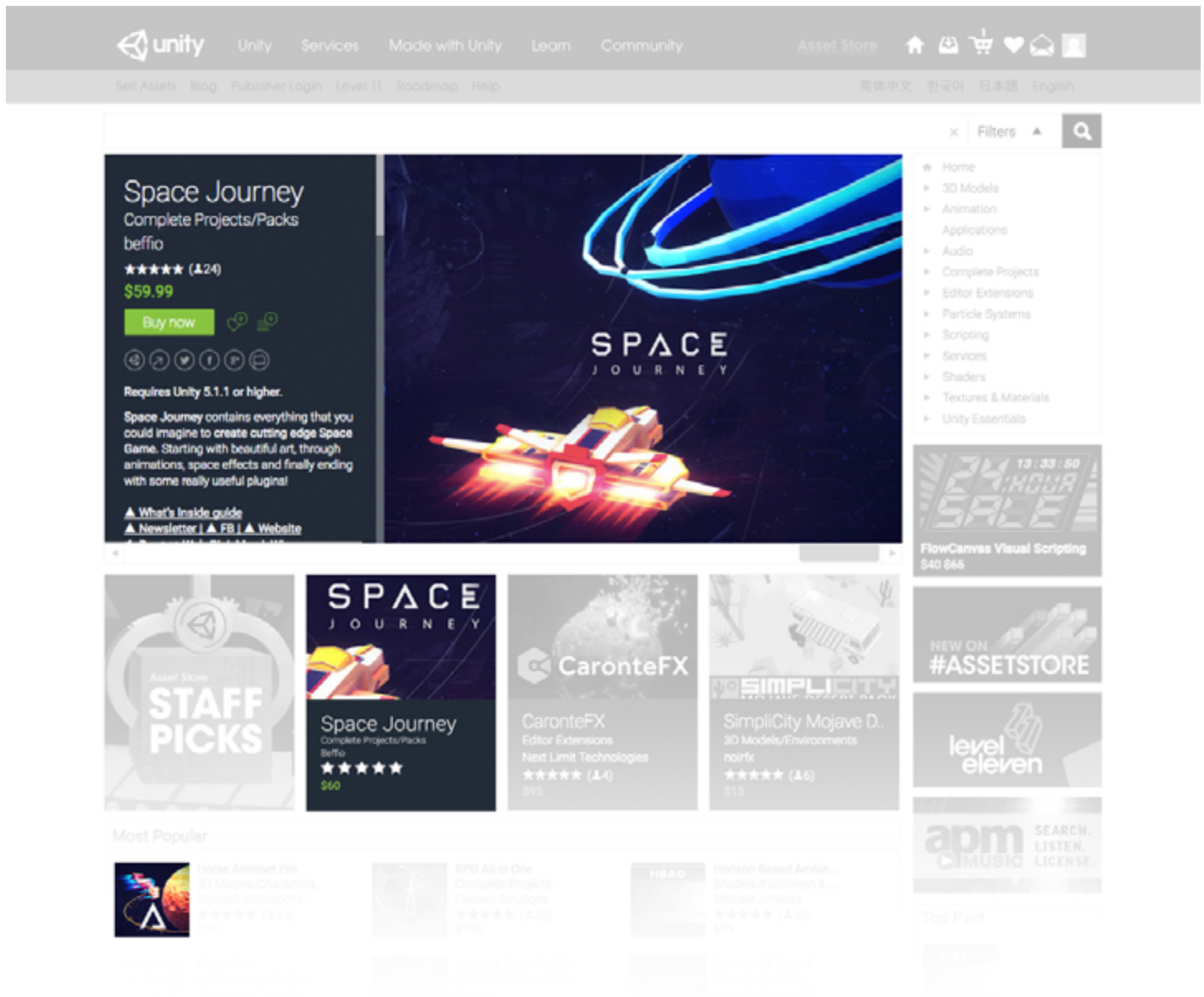
To help catch the eye of the Asset Store audience you will need to put your asset up for display. In order to help you do that we need certain promotional images. These images will also have a text panel added as well as the potentially having a sale icon overlaid.

The total image area should be filled with your primary graphics without type other than your logo. Avoid garish colors or a busy layout as these are received negatively by the Asset Store audience.

In order to look good to your audience it is very important that the specifications in the following pages are adhered to carefully. Luckily for you we have prepared this convenient set of image guidelines to make the whole process as easy as possible for you.

What promotional assets are needed?
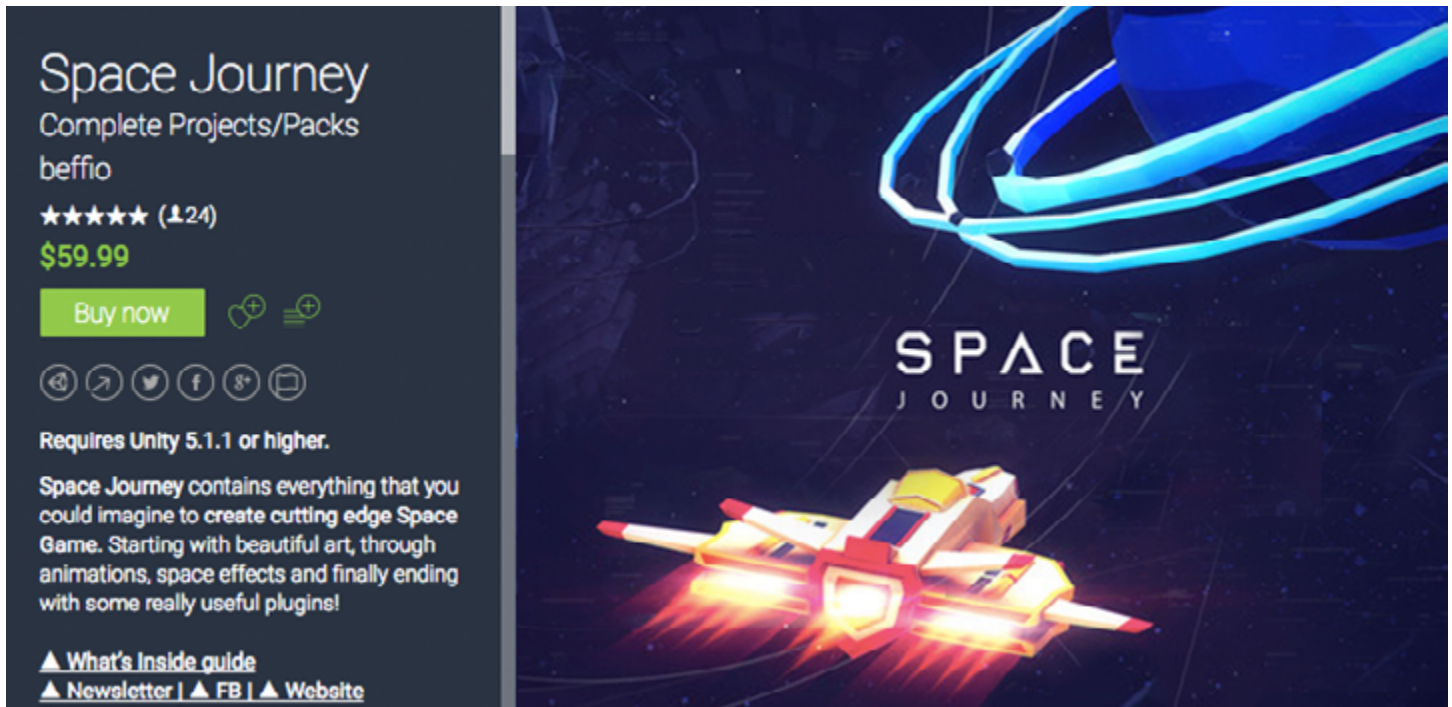
Large image: 516 x 389px

Small image: 200 x 124px

Icon: 128 x 128px

THE 3 TYPES OF PROMOTIONAL ASSET
The Asset Store uses 3 sizes of static clickable images to promote your asset to it's audience. They are either a JPEG or PNG in the following sizes:

Large image: 516 x 389px
Small image: 200 x 124px
Icon: 128 x 128px

Description text such as the the asset's name, price etc will be placed beside/below the Large/Small images on the site.

The following pages outline the best practices for designing your promotional assets that takes into account how we use the site and it's UI.

QUESTIONS?
For questions about artwork, please contact the Asset Store team at AssetStore@unity3d.com

Sale overlays
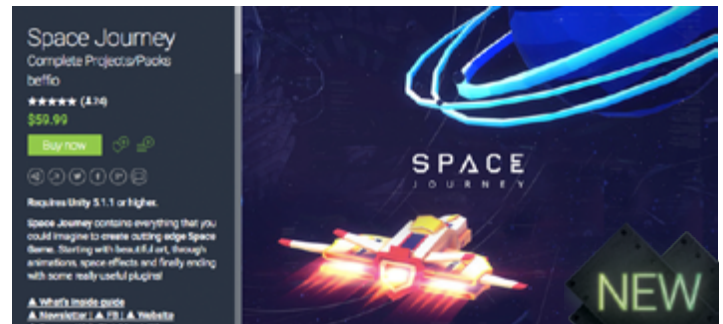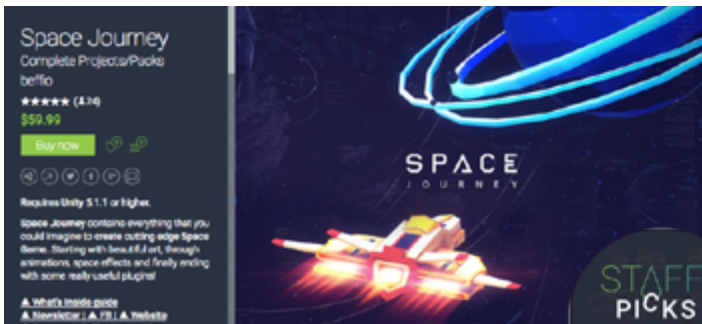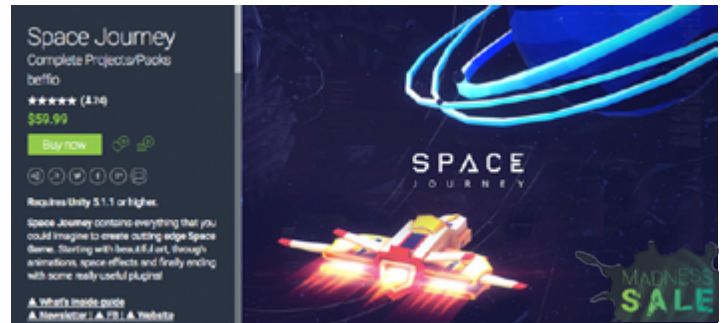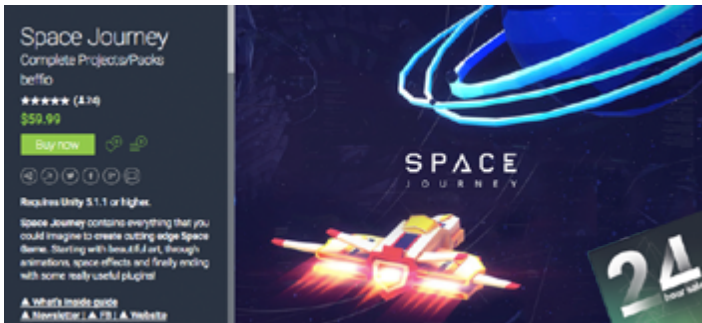
WHAT ARE OVERLAYS?
Certain assets get a promotional boost by being selected for promotions such as Staff Picks, 24 Hour Sales, New on the Asset Store and VR Essentials.

If selected for one of these promotions a flash (see left) will be laid over the Large image's artwork just like the examples above.

NOTE:
Avoid putting logos, text or important artwork such as faces or hands in the bottom right corner of your Large image artwork.

Checklist for the final correct artwork

Large image: 516 x 389px

Small image: 200 x 124px

Icon: 128 x 128px

CHECKLIST

☐ Does the artwork conform to Unity's asset requirements?

☐ Do not crop anything smaller - ever!

☐ Click 'Save for web' and adjust quality in order to produce a JPEG or PNG.

☐ Image must be smaller than 8 MB. Save a smaller file for the image to be visible immediately upon opening the page e.g. 200 KB

☐ For questions about artwork, please contact the Asset Store team at AssetStore@unity3d.com

Incorrect use of imagery 1

HOW TO USE YOUR ART
• Avoid logos in the right corners of your Large image.
• There should be no type in the banner except in a logo.
• Imagery may not be tiled or repeated.
• No nudity or profanity is allowed.
• Unity reserves the right to refuse banners that do not
  conform to the requirements set out in these guidelines.

Incorrect use of imagery 2

SMALL IMAGES
• Avoid key artwork in the bottom of the Small image.
• Imagery may not be tiled or repeated.
• Avoid any text other than your logo in the Small image.
• Design with secondary art in the bottom of the Small image.

ICONS
• Avoid using your logo in full in the icon.
• Avoid bad crops.
• Imagery may not be tiled or repeated.
• Ideally design with the small size in mind.
• Avoid trying to reproduce the larger assets in this small unit.

Artwork for Facebook
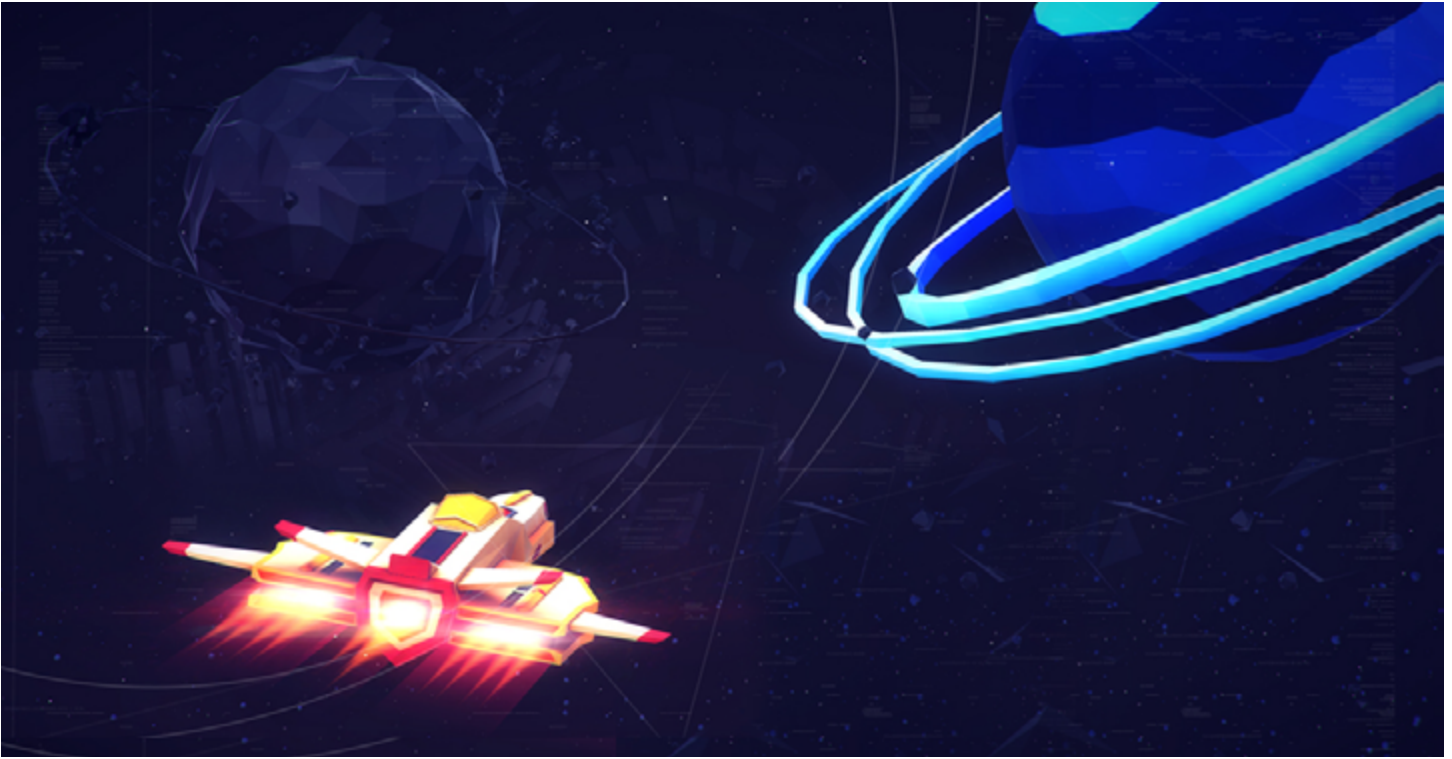
1200 x 630px Facebook image

Please also submit a fourth image (dimensions: 1200 x 630px) of your artwork so that we may use it to promote your asset on social media. Since we will add a promotional overlay in various positions we do not want to cut off any of your type. Don't worry - we will add any type such as the headline or title below the image on the actual Facebook page.