



Asset Store

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Requires Unity 5.1.1 or higher.

Space Journey contains everything that you could imagine to create cutting edge Space Game. Starting with beautiful art, through animations, space effects and finally ending with some really useful plugins!

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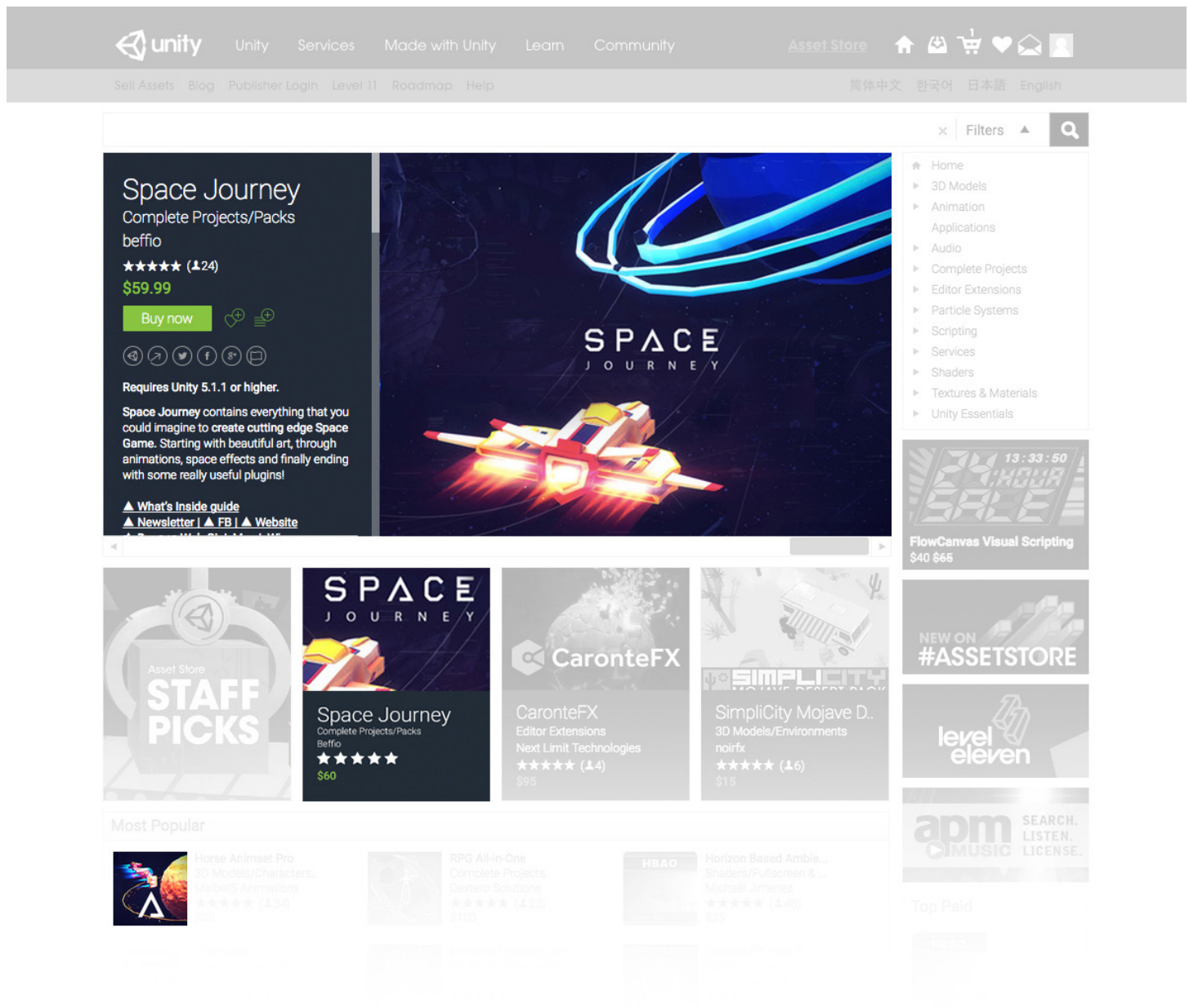
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Promotional asset guidelines

version 1.0 released 07.14.2016

What promotional assets are needed?



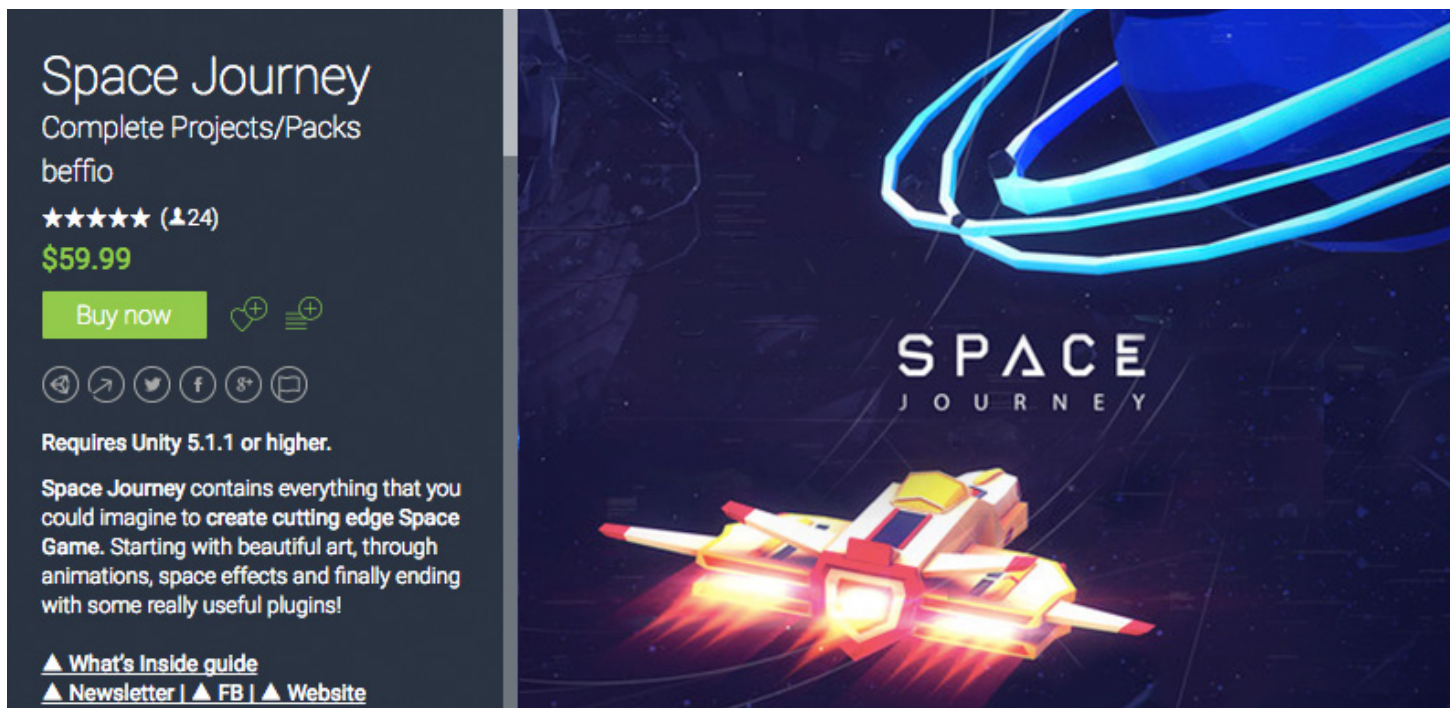
To help catch the eye of the Asset Store audience you will need to put your asset up for display. In order to do that we need certain promotional images. These images are layered on top of an existing GUI and, in turn, have text layered on top of them.

However the total image area shouldn't be filled with your primary graphics. Outside of this live area (see next page), you can choose to include simple visual details.

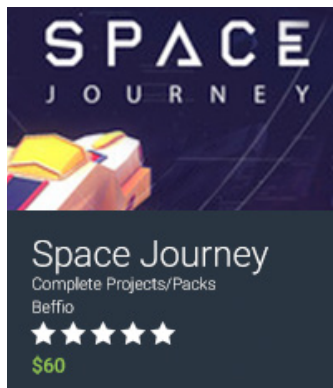
Avoid garish colors or a busy layout as these are received negatively by the Asset Store audience.

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 also prepared convenient image templates to make the whole process as easy as possible for you.

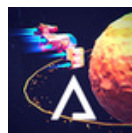
What promotional assets are needed?



Large image: 860 x 389px



Small image: 200 x 258px



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: 860 x 389px

Small image: 200 x 258px

Icon: 128 x 128px

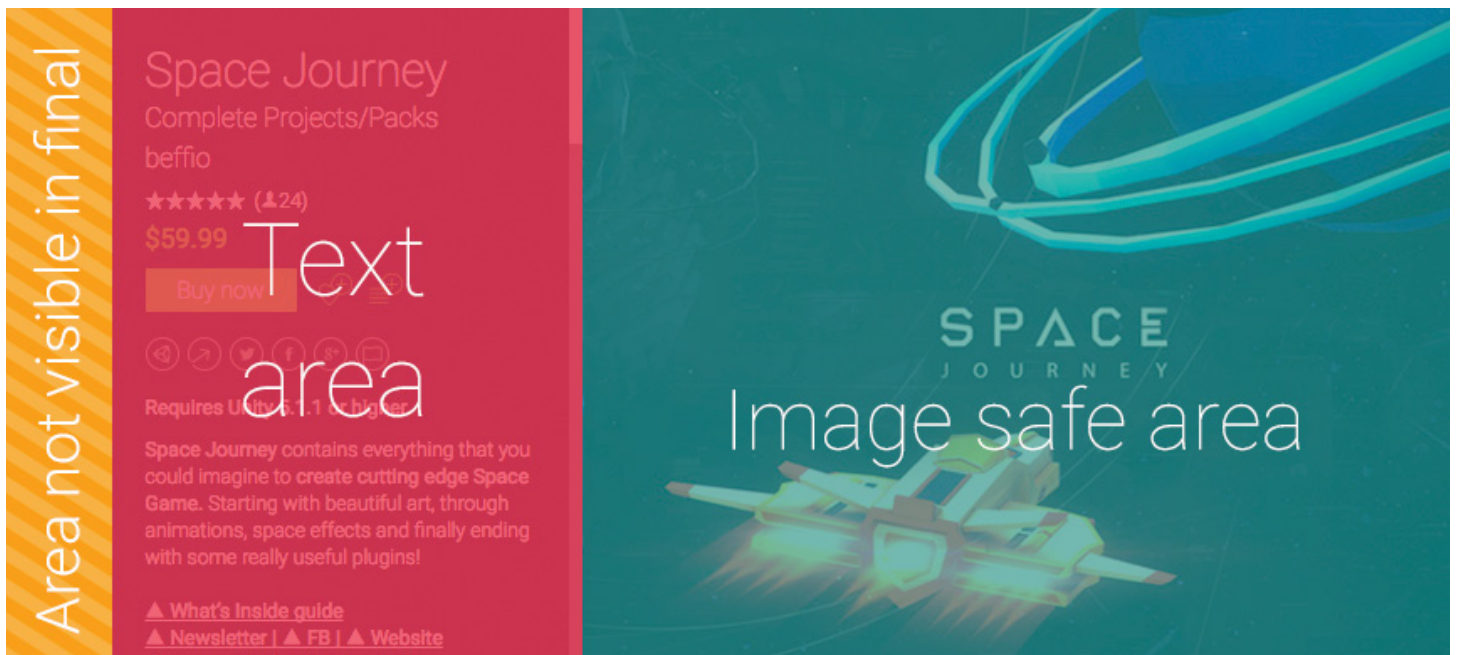
Description text such as the the asset's name will be placed over the Large and Small images on the site.

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

Working with the safe areas



What is an image safe area?

The Asset Store site will overlay a dark panel with text and data on the left hand side of the Large image and on the bottom half of the the Small image. There may also be certain promotional overlays that will cover up part of the artwork (see next page). The overall visible part of your artwork is called the 'image safe area'.

Designing with a safe area

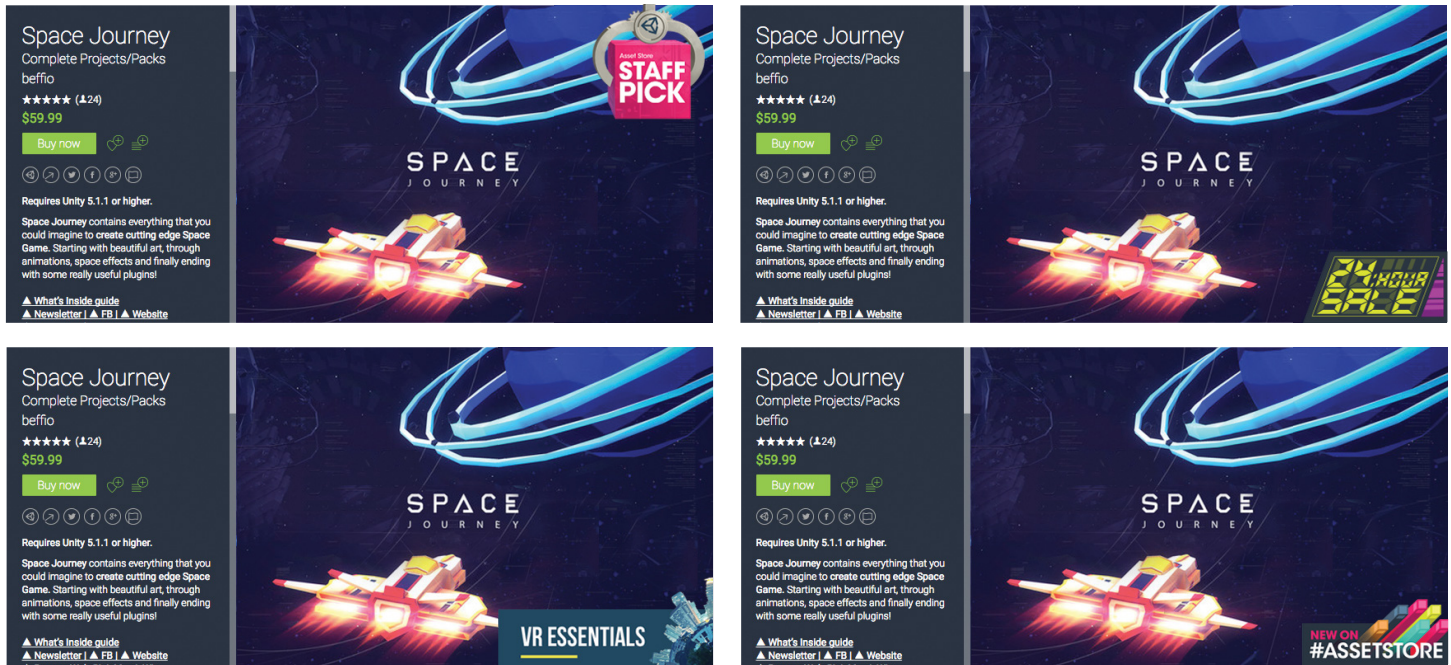
While the 'Image safe area' is not guaranteed to work in every situation it is a good rule of thumb to design with. As a result, place your most important art (e.g. a hero's face) in the middle of the template - both horizontally and vertically.

'Area not visible in final'

The Large and Small images have an additional area that is needed in the final JPG/PNG but won't be visible when the image is hosted on the Asset Store. There should still be art under this area. Why? Well that's a long story...

NOTE: Unity reserves the right to refuse images that interfere with the content or the users' experience.

Overlays



What are overlays?

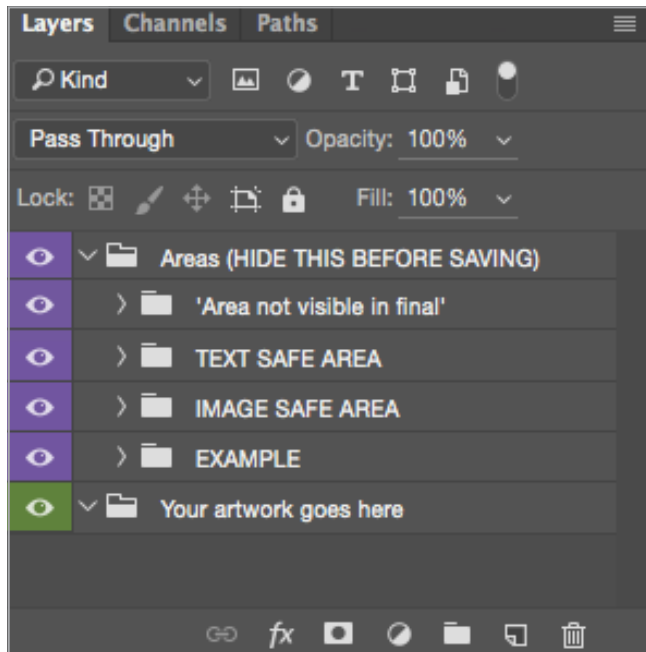
Certain assets get a promotional boost by being selected for promotions such as Staff Picks, 24 Hour Sales, New on the Asset Store and VR Essentials.

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 top and bottom right corners of your Large image artwork.



Photoshop folders/layers explained



Areas (HIDE THIS BEFORE SAVING)

These folders are for creating mock-ups. Click this folder's visibility to OFF when saving your final file.

'Area not visible in final'

This area won't be visible when the image is hosted on the Asset Store.

TEXT SAFE AREA

This approximates the text area which will be added over the left hand side of your artwork.

IMAGE SAFE AREA

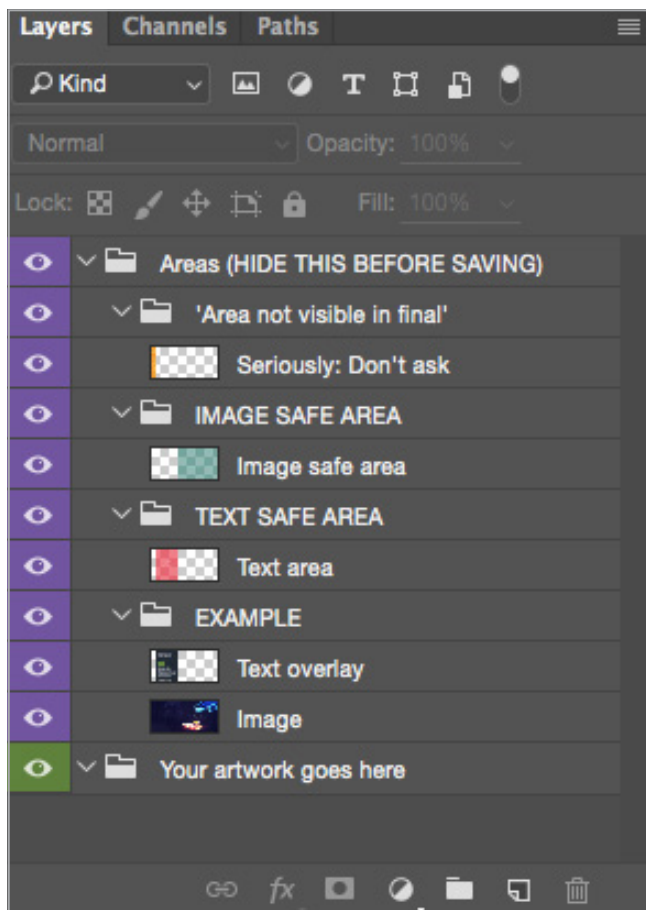
This folder indicates how much of the image will be visible after the text panel is added over the left hand side (Large image) or bottom (Small image) of your artwork.

EXAMPLE

This folder contains example of a text overlay and of artwork.

YOUR ART GOES HERE

This empty folder is where your artwork goes.



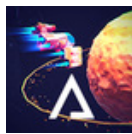
Checklist for the final correct artwork



Large image: 860 x 389px



Small image: 200 x 258px



Icon: 128 x 128px



Checklist

- ☐ Does the artwork conform to Unity's asset requirements?
- ☐ Is this folder's visibility turned off?
Areas (HIDE THIS BEFORE SAVING)
- ☐ Is this folder's visibility turned on?
YOUR ART GOES HERE
- ☐ Do not crop anything - ever!
- ☐ Click 'Save for web' and adjust quality in order to produce a JPEG or PNG.
- ☐ 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.
- 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



How to use your art

- Imagery may not be tiled or repeated.
- Avoid key art on the left hand side of your Large image as the type overlay obscure it.

Incorrect use of imagery 3



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.