Custom Icon and Image Creation Guidelines

Size of custom icons and images

Description	Size for iPhone 5 and iPod touch (5th generation)	Size for high-resolution iPhone and iPod touch	Size for iPhone and iPod touch	Size for high-resolution iPad	Size for iPad	Guidelines
App icon (**required** for all apps)	114 x 114	114 x 114	57 x 57	144 x 144	72 x 72	"App Icons"
App icon for the App Store (**required** for all apps)	1024 x 1024	1024 x 1024	512 x 512	1024 x 1024	512 x 512	"App Icons"
Launch image (**required** for all apps)	640 x 1136	640 x 960	320 x 480	1536 x 2008 (portrait) 2048 x 1496 (landscape)	768 x 1004 (portrait) 1024 x 748 (landscape)	"Launch Images"

Small icon for Spotlight search results and Settings (recommended)	58 x 58	58 x 58	29 x 29	100 x 100 (Spotlight search results) 58 x 58 (Settings)	50 x 50 (Spotlight search results) 29 x 29 (Settings)	"Small Icons"
Web clip icon (recommended for web apps and websites)	114 x 114	114 x 114	57 x 57	144 x 144	72 x 72	"Web Clip Icons"
Toolbar and navigation bar icon (optional)	Approximately 40 x 40	Approximately 40 x 40	Approximately 20 x 20	Approximately 40 x 40	Approximately 20 x 20	"Icons for Navigation Bars, Toolbars, and Tab Bars"
Tab bar icon (optional)	About 60 x 60 (96 x 64 maximum)	About 60 x 60 (96 x 64 maximum)	About 30 x 30 (48 x 32 maximum)	About 60 x 60 (96 x 64 maximum)	About 30 x 30 (48 x 32 maximum)	"Icons for Navigation Bars, Toolbars, and Tab Bars"

Default Newsstand cover icon for the App Store (**required** for Newsstand apps)	At least 1024 pixels on the longest edge	At least 1024 pixels on the longest edge	At least 512 pixels on the longest edge	At least 1024 pixels on the longest edge	At least 512 pixels on the longest edge	"Newsstand Icons"

Tips for Designing Great Icons and Images
> For the best results, enlist the help of a professional graphic designer.
> Use universal imagery that people will easily recognize.
> Embrace simplicity.
> Use color and shadow judiciously to help the icon tell its story.
> In general, avoid using "greek" text or wavy lines to suggest text.
> In general, create an idealized version of the subject rather than using a photo.
> Avoid using iOS interface elements in your artwork.
> Don't use replicas of Apple hardware products in your artwork.
> Don't reuse iOS app icons in your interface.
> Portray real substances accurately.
> Use transparency when it makes sense.

Tips for Creating Great Artwork for the Retina Display
> Start by scaling up your original artwork and then redraw it.
> Add detail and depth.
> Consider softening scaled-up elements.
> Consider adding blur for better results in effects such as engravings and drop shadows.

Tips for Creating Resizable Images

App Icons
> Create different sizes of your app icon for different devices.
> Ensure that your icon is eligible for the visual enhancements iOS provides.
> Give your app icon a discernible background.
> Be sure your image completely fills the required area.
> Create a large version of your app icon for display in the App Store.

Launch Images

Small Icons

Document Icons

Web Clip Icons

Icons for Navigation Bars, Toolbars, and Tab Bars

Newsstand Icons