
App Icon Design

Evolution & Considerations



- > iOS
- > App Architecture
- > User Interaction
- > System Capabilities
- > Visual Design
- ✓ **Icons and Images**

Image Size and Resolution

Custom Icons

Launch Screen

System Icons

- > Bars
- > Controls
- > Extensions

macOS

App Icon

Every app needs a beautiful and memorable icon that attracts attention in the App Store and stands out on the Home screen. Your icon is the first opportunity to communicate, at a glance, your app's purpose. It also appears throughout the system, such as in Settings and search results.

The app icon is the first opportunity to communicate, at a glance, about your app.

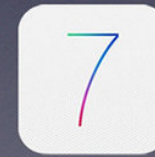
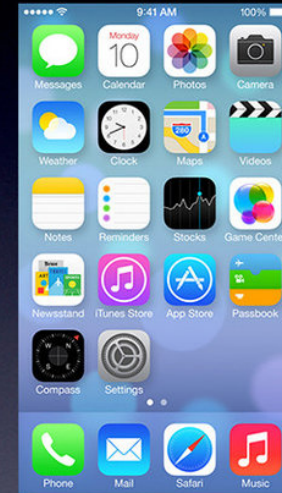
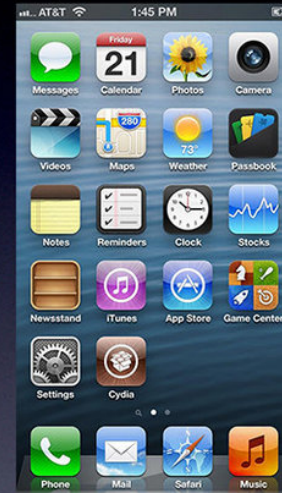
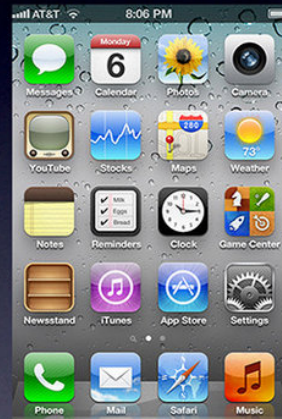


Embrace simplicity. Use a single element that captures the essence of your app, and express that element in a simple, unique shape. Add details cautiously. If an icon's content or shape is overly complex, the details can be hard to discern, especially at smaller sizes.

Provide a single focus point. Design an icon with a single, centered point that immediately captures attention and clearly identifies your app.

Design a recognizable icon. People shouldn't have to analyze the icon to figure out what it

iPhone App Style Evolution



Facebook & iTunes remote evolution examples.

Key characteristics:

Simple ideas.

Single Ideas.

Color Contrast.

Strong Edge definition.

No words.

Distinct form.

No story-telling.



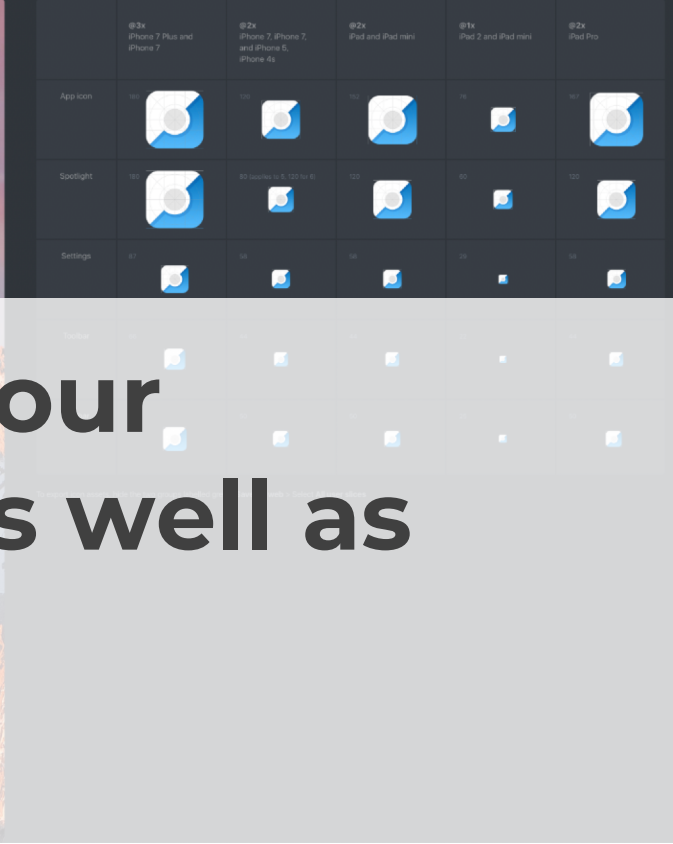
<https://9to5mac.com/2018/07/10/app-store-10-years-design-evolution/>

iOS10 App Icon Mockup + Template PSD

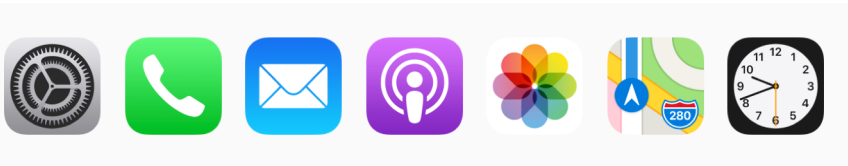
Every Interaction.

Hey!
Thanks for downloading our iOS App Icon Mockup + Template PSD.

Designed to make it easy to test your new app icon and export the required files. Just modify the shared Photoshop file: [Your App Icon.psd](#) and see updates across all screens and icons. Have Fun!
Follow us for updates @des420



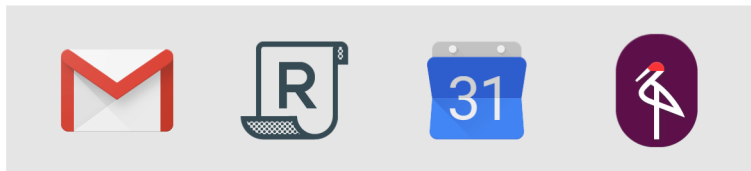
Keep your audience & your apps purpose in mind as well as visual context.



Human Interface Guidelines

- Embrace simplicity.
- Provide single focus.
- Recognizable design.
- Simple background.
- Avoid transparency.
- Try avoiding words.
- No Photos or UI elements.

Test Icon against different wallpapers.
Keep icon corners square.



Material Design

- Material elements have tactile surfaces.**
- Use icon grid and keyline shapes.**
- Maintain layer structure, lighting, shading, edge tint/shade, finish**

- Color
- Layer
- Scoring
- Fold
- Overlap
- No distort

Top Free App Store Apps



1. GarageBand
Music
★★★★☆ 658 Ratings
OPEN



2. Microsoft Remote D...
Business
★★★★☆ 233 Ratings
GET



3. Kindle Reference
Reference
★★★★☆ 478 Ratings
GET



4. WhatsApp Desktop
Social Networking
★★★★☆ 485 Ratings
GET



5. Microsoft OneNote
Productivity
★★★★☆ 5371 Ratings
GET



6. Flappy Golf 2
Games
★★★★☆ 483 Ratings
GET
In-App Purchases



7. Open Any Files: RA...
Utilities
★★★★☆ 1838 Ratings
GET



8. Xcode
Developer Tools
★★★★☆ 1556 Ratings
OPEN



9. Slack
Business
★★★★☆ 192 Ratings
GET



10. OneDrive
Productivity
★★★★☆ 777 Ratings
GET



11. Evernote
Productivity
★★★★☆ 946 Ratings
GET
In-App Purchases



12. Houseparty
Social Networking
★★★★☆ 55 Ratings
GET



13. DeskApp for YouTu...
Video
★★★★☆ 3830 Ratings
GET



14. myHomework Stud...
Education
★★★★☆ 270 Ratings
GET
In-App Purchases



15. Microsoft Remote ...
Business
★★★★☆ 156 Ratings
GET



16. Octagon - A Minim...
Games
★★★★☆ 361 Ratings
GET
In-App Purchases



17. Dr. Antivirus: Remo...
Utilities
★★★★☆ 4078 Ratings
GET
In-App Purchases



18. The Unarchiver
Utilities
★★★★☆ 210 Ratings
GET



19. Dr. Unarchiver: RA...
Utilities
★★★★☆ 4419 Ratings
GET



20. HotspotShield VP...
Productivity
★★★★☆ 222 Ratings
GET
In-App Purchases



21. Doc Writer: Word ...
Productivity
★★★★☆ 672 Ratings
GET
In-App Purchases



22. Flick for Netflix: W...
Entertainment
★★★★☆ 1891 Ratings
GET
In-App Purchases



23. 2048 Game
Games
★★★★☆ 1746 Ratings
GET



24. Fotor Photo Editor
Photography
★★★★☆ 1186 Ratings
GET
In-App Purchases



25. Head Soccer
Games
★★★★☆ 1098 Ratings
GET
In-App Purchases



26. Shazam
Music
★★★★☆ 34 Ratings
GET



27. VPN Unlimited - W...
Productivity
★★★★☆ 968 Ratings
GET



28. PhotoScape X - P...
Photography
★★★★☆ 606 Ratings
GET

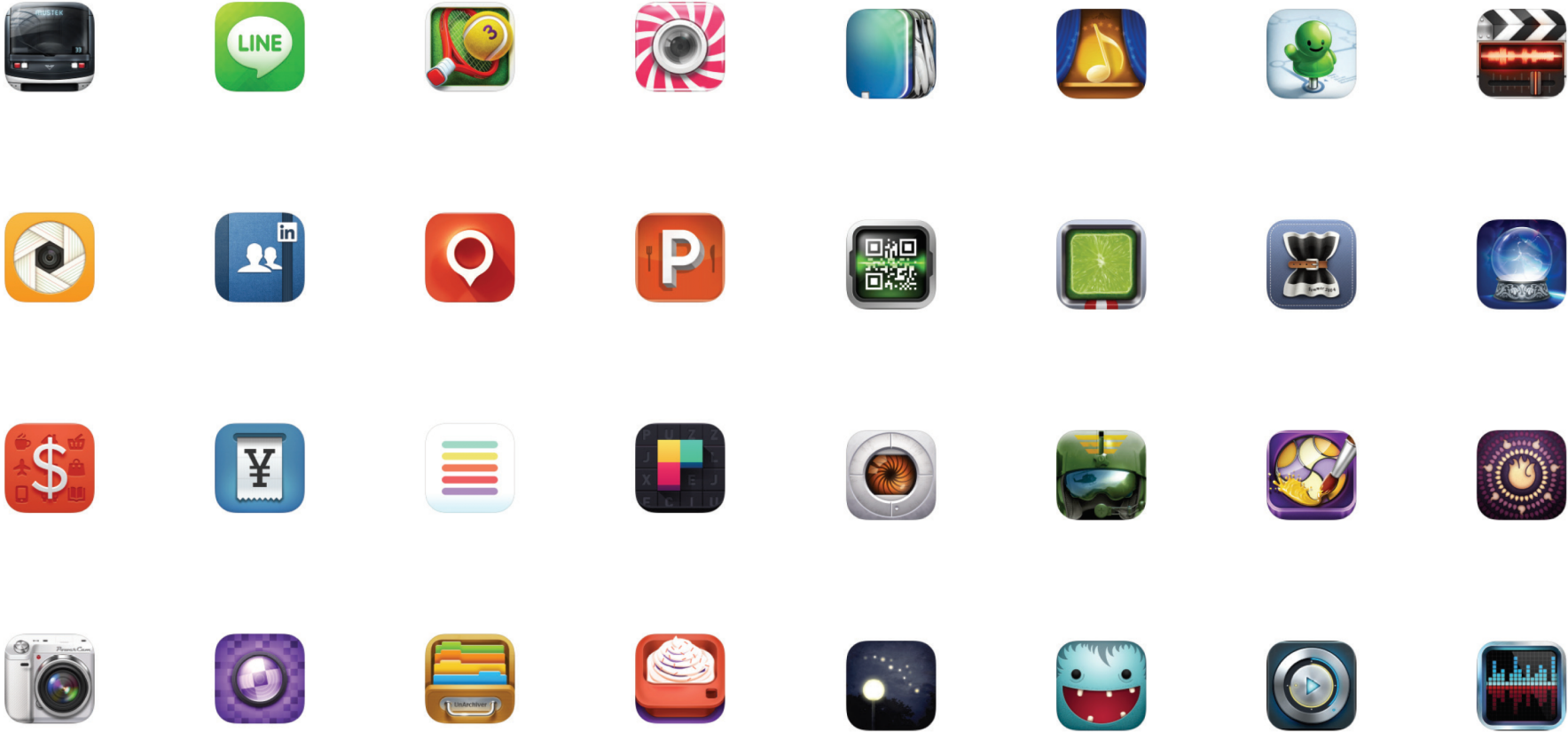


29. Complete Anatom...
Medical
★★★★☆ 112 Ratings
GET

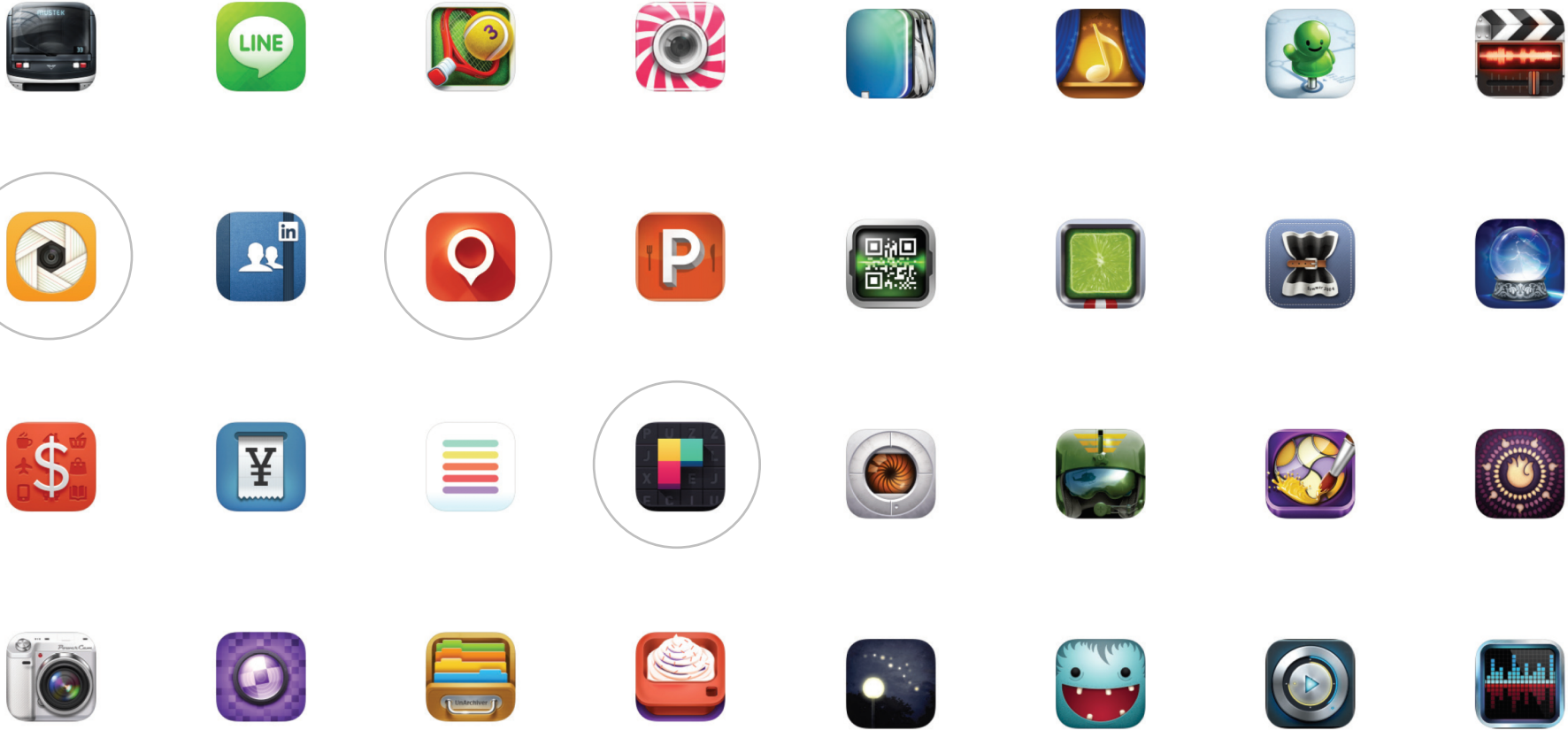


30. Dr. Cleaner: Disk, ...
Utilities
★★★★☆ 2774 Ratings
GET






















































































Photography App Icons



Photography App Icons



Top Free Google Play Store Apps

 1. Hello Stars Fastone Games ★★★★★	 2. Messenger – T Facebook ★★★★★	 3. Remind: School Remind101 ★★★★★	 4. Word Link Worzzle Games ★★★★★	 5. TikTok - Includi musical.ly ★★★★★	 6. Hole.io VOODOO ★★★★★	 7. APUS Browser APUS-Group ★★★★★	 8. Tomb of the M Playgendary ★★★★★	 9. Snapchat Snap Inc ★★★★★	 10. Instagram Instagram ★★★★★	 11. ClassDojo ClassDojo ★★★★★	 12. WhatsApp Me WhatsApp Inc. ★★★★★	 13. Helix Jump VOODOO ★★★★★	 14. Wish - Shoppi Wish Inc. ★★★★★	 15. Spotify Music Spotify Ltd. ★★★★★	 16. Netflix Netflix, Inc. ★★★★★	 17. Go Fish! Kwalee Ltd ★★★★★
 18. Facebook Facebook ★★★★★	 19. YouTube Music Google LLC ★★★★★	 20. ROBLOX Roblox Corporati ★★★★★	 21. Pandora Music Pandora ★★★★★	 22. Toon Blast Peak Games ★★★★★	 23. Google Play C Google LLC ★★★★★	 24. Bitmoji – You Bitstrips ★★★★★	 25. TextNow - fre TextNow, Inc. ★★★★★	 26. Cash App Square, Inc. ★★★★★	 27. Amazon Shop Amazon Mobile L ★★★★★	 28. Uber Uber Technolog ★★★★★	 29. Creative Desig ZuoMasterDevek ★★★★★	 30. Merge Plane Merger Games ★★★★★	 31. Lucky Day - W Lucky Day Entert ★★★★★	 32. letgo: Buy & S letgo ★★★★★	 33. News Break L In Now ★★★★★	 34. OfferUp - Buy OfferUp Inc. ★★★★★
 35. Messenger Lite Facebook ★★★★★	 36. Microsoft Outlook Microsoft Corpor ★★★★★	 37. Kick the Budd Playgendary ★★★★★	 38. PUBG MOBILE Tencent Games ★★★★★	 39. Phone Color S Horoscope Tech ★★★★★	 40. Real Gangster Naxeex Studio ★★★★★	 41. The Fish Mass VOODOO ★★★★★	 42. PLANK! Kwalee Ltd ★★★★★	 43. APUS Security Security Elite ★★★★★	 44. Tubi TV - Free Tubi TV ★★★★★	 45. Vigo Video BYTEMOD PTEL ★★★★★	 46. Color Road VOODOO ★★★★★	 47. Granny Dviper ★★★★★	 48. IN Launcher - ONE App Team ★★★★★	 49. Subway Surfers Kiloo ★★★★★	 50. Lyft Lyft, Inc. ★★★★★	 51. Amazon Prim Amazon Mobile L ★★★★★
 52. Rise Up Serkan Ozyilmaz ★★★★★	 53. Hulu: Stream Hulu ★★★★★	 54. McDonald's McDonald's USA, ★★★★★	 55. Waze - GPS, M Waze ★★★★★	 56. PayPal PayPal Mobile ★★★★★	 57. Piano Tiles 2 Cheetah Games ★★★★★	 58. Bricks n Balls Cheetah Games ★★★★★	 59. Pinterest Pinterest ★★★★★	 60. Walmart Walmart ★★★★★	 61. Bumperio VOODOO ★★★★★	 62. Free TV Show Free TV App: Nev ★★★★★	 63. Venmo: Send PayPal, Inc. ★★★★★	 64. Wordscapes PeopleFun ★★★★★	 65. Madden NFL ELECTRONIC AR ★★★★★	 66. Bricks Breaker mobirix ★★★★★	 67. ZEDGE™ Ring Zedge ★★★★★	 68. GroupMe groupme ★★★★★
 69. SoundCloud SoundCloud ★★★★★	 70. Slither.io Lowtech Studios ★★★★★	 71. Google Classr Google LLC ★★★★★	 72. Google Transl Google LLC ★★★★★	 73. Love Balls Lion Studios ★★★★★	 74. Pluto TV - It's Pluto, Inc. ★★★★★	 75. CoCo Launch Smooth Apps St ★★★★★	 76. Color by Num X-Flow ★★★★★	 77. Yahoo Mail - Yahoo ★★★★★	 78. Twitter Twitter, Inc. ★★★★★	 79. Super Fast Cl Speed Cleaner Te ★★★★★	 80. Sniper 3D Gun Fun Games For F ★★★★★	 81. iHeartRadio - iHeartMedia, Inc. ★★★★★	 82. Looper! Kwalee Ltd ★★★★★	 83. Uber Eats: Loc Uber Technolog ★★★★★	 84. Sonic Cleaner SPD Tools Devel ★★★★★	 85. Discord - Chat Discord Inc. ★★★★★

Tik Tok
45.8 million

YouTube
35.3 million

WhatsApp
33.8 million

FB Messenger
31.3 million

Instagram
31 million

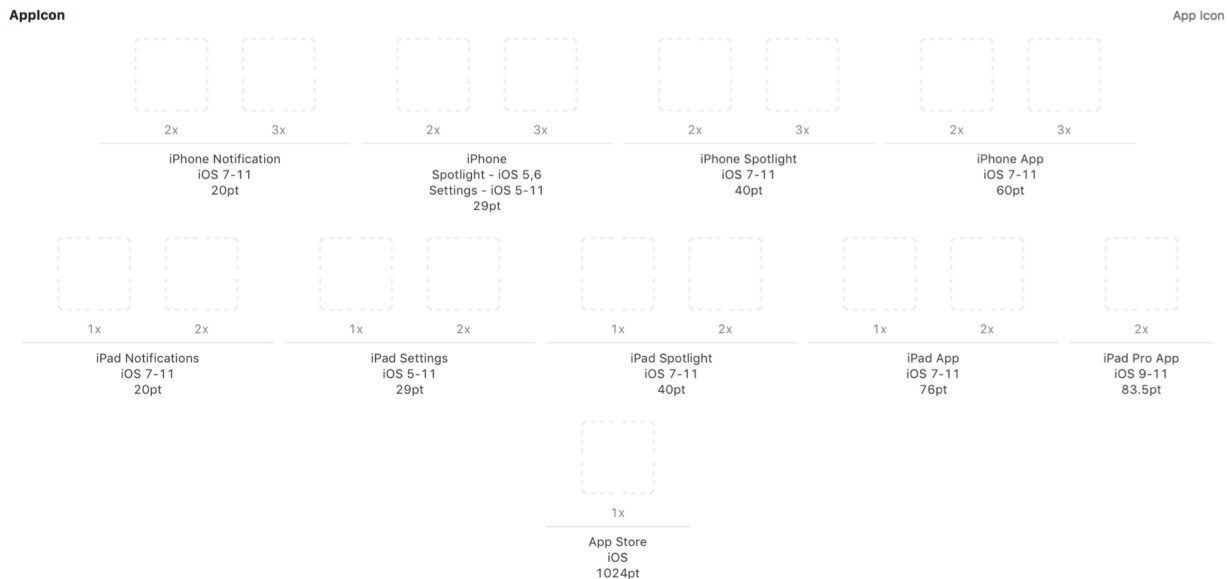
Facebook
29.4 million



Minimum target size
44 pixels width by
44 pixels height

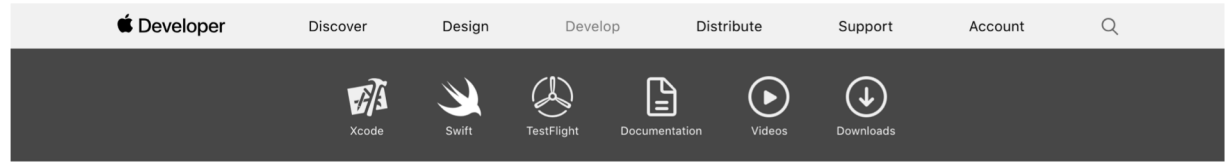
Pixel width of the
average adult index finger
1.6 to 2 cm (16 – 20 mm) =
~ 45 – 57 pixels

Pixel width of the
average thumb
1 inch (2.5 cm) = ~72 pixels



(An MIT Touch Lab study of Human Fingertips to investigate the Mechanics of Tactile Sense)

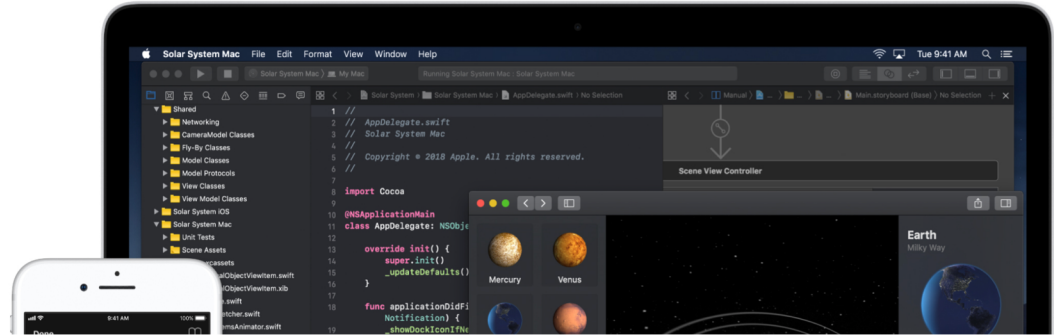
iOS Developer



Develop

Bring Your Ideas to Life

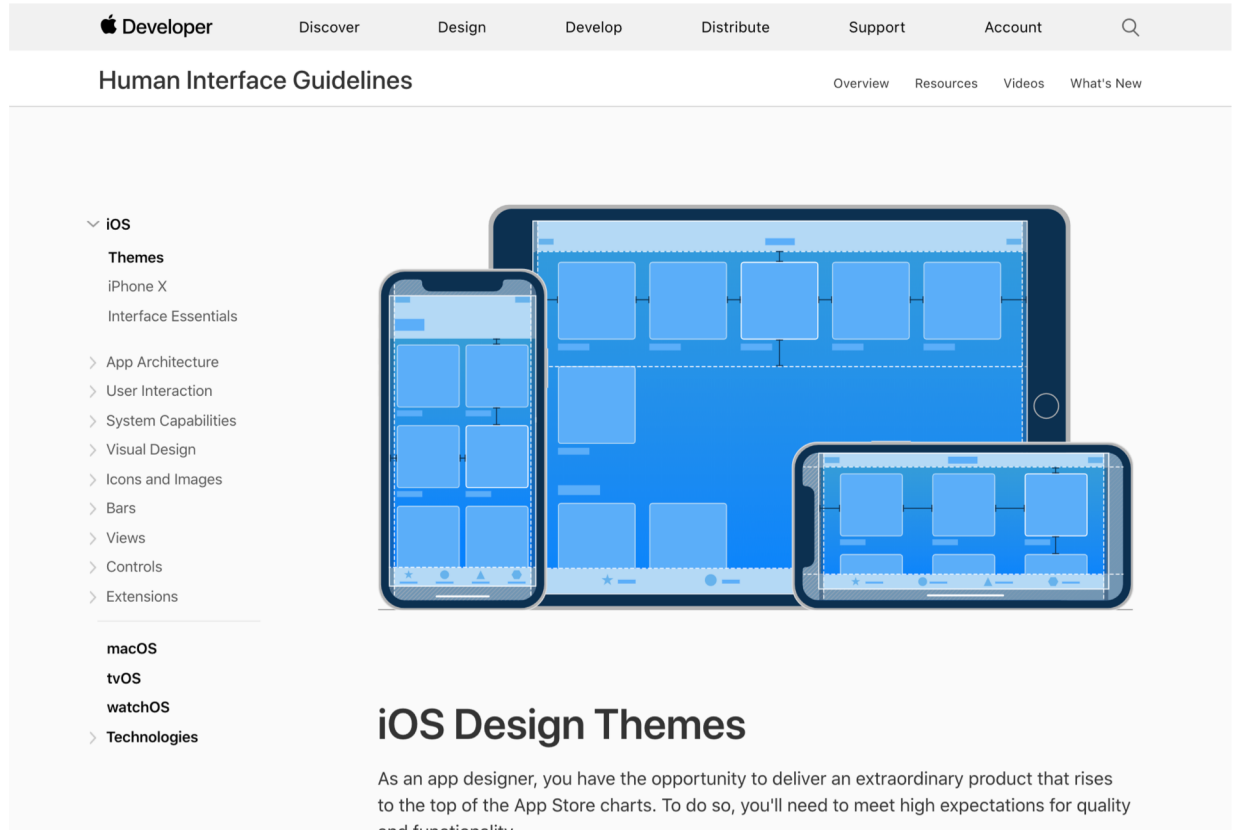
With the power of Xcode, the ease of Swift, and the revolutionary features of cutting-edge Apple technologies, you have the freedom to create your most innovative apps ever.



<https://developer.apple.com/develop/>

iOS Human Interface Guidelines

<https://developer.apple.com/design/human-interface-guidelines/ios/overview/themes/>



The screenshot shows the Apple Developer website's 'Human Interface Guidelines' page for iOS Themes. The top navigation bar includes 'Developer', 'Discover', 'Design', 'Develop', 'Distribute', 'Support', and 'Account'. The main title is 'Human Interface Guidelines' with sub-links for 'Overview', 'Resources', 'Videos', and 'What's New'. A left sidebar lists various topics under 'iOS', including 'Themes', 'iPhone X', 'Interface Essentials', 'App Architecture', 'User Interaction', 'System Capabilities', 'Visual Design', 'Icons and Images', 'Bars', 'Views', 'Controls', and 'Extensions'. The main content area features an illustration of three devices (iPhone X, iPad, and Apple Watch) displaying a grid-based user interface design. Below the illustration, the heading 'iOS Design Themes' is followed by a paragraph: 'As an app designer, you have the opportunity to deliver an extraordinary product that rises to the top of the App Store charts. To do so, you'll need to meet high expectations for quality and functionality.'

System Icons vs Custom Icons

If your app includes tasks or modes that can't be represented by a *system icon*, or if the system icons don't match your app's style, you can create your own icons.

But remember
“conventions are good.”

<https://developer.apple.com/design/human-interface-guidelines/ios/icons-and-images/custom-icons/>

Human Interface Guidelines

Overview Resources Videos What's New

- > iOS
- > App Architecture
- > User Interaction
- > System Capabilities
- > Visual Design
- ✓ **Icons and Images**
 - Image Size and Resolution
 - App Icon
 - Custom Icons**
 - Launch Screen
 - System Icons
- > Bars
- > Views
- > Controls
- > Extensions

macOS

tvOS

watchOS

- > Technologies

Custom Icons

If your app includes tasks or modes that can't be represented by a [system icon](#), or if the system icons don't match your app's style, you can create your own icons.

Create recognizable, highly-simplified designs. Too many details can make an icon confusing or unreadable. Strive for a simple, universal design that most people will recognize quickly and won't find offensive. The best icons use familiar visual metaphors that are directly related to the actions they initiate or content they reveal.



App icon



Glyph



Glyph (color applied)

Design icons as glyphs. A glyph, also known as a *template image*, is a monochromatic image with transparency, anti-aliasing, and no drop shadow that uses a mask to define its shape. Glyphs automatically receive the appropriate appearance—including coloring, highlighting, and vibrancy—based on the context and user interactions. A variety of standard interface elements support glyphs, including navigation bars, tab bars, toolbars, and Home screen quick actions.

Prepare glyphs with a scale factor of @2x and save them as PDFs. Because PDF is a vector format that allows for high-resolution scaling, it's typically sufficient to provide a single @2x version in your app and allow it to scale for other resolutions.

Keep your icons consistent. Whether you use only custom icons or mix custom and

Embrace simplicity. Stand out.

