

APP STORE VS GOOGLE PLAY ASSET GUIDELINES

	(APPLE) APP STORE	GOOGLE PLAY	
ICON	Required icon size	1024×1024 px	512×512 px
	File Format	PNG (no transparency, RGB, 72 dpi)	32-bit PNG (with alpha transparency)
	Design rules	Rounded corners and shadows added automatically	Must include them in design if needed
	Naming conventions	Set via Xcode project	Upload manually in Play Console
SCREENSHOTS	Accepted formats	JPEG, PNG	JPEG, PNG (24-bit, no alpha transparency)
	Minimum resolution	No specific minimum	320 pixels
	Maximum resolution	Device-specific (e.g., 2688×1242 for iPhone 6.5")	3840 pixels
	Aspect ratio	Device-dependent (e.g., 9:16 for iPhones)	Max width cannot exceed 2× height
	Number of screenshots allowed	Up to 10 per localization	Up to 8 per device type
	Device-specific requirements	Separate screenshots for iPhones, iPads, Apple Watch	Separate screenshots for phones, tablets, foldables, Wear OS, Android TV
	Promotional text in screenshots	❌ Not allowed (no pricing, discounts, or promotional claims)	⚠️ Limited (must represent app experience accurately)
	Misleading elements	❌ No fake UI, buttons, or claims	❌ Screenshots must reflect real app experience
	Transparency support	Not supported	Not supported
	Framing restrictions	Allowed if UI is not distorted	❌ No device frames for Wear OS
Custom store pages	Supports custom product pages with unique screenshots	Supports custom store listings	
FEATURE GRAPHIC	—————	Required: 1024×500 px (JPG/PNG, no alpha transparency)	
PREVIEW VIDEO	Video duration	15–30 seconds	Up to 30 seconds
	Video resolution	Recommended: 1080p Max: 1920×1080 px	Min: 720p Max: 1080p
	File format	.MOV or .MP4	.MP4 (H.264, AAC audio)
	Autoplay behavior	Autoplay muted on the App Store	Autoplay muted in search and featured placements
	Captions/voiceovers	Optional but recommended	Recommended