

Steps to create a custom Apple iTouch icon

An application icon is an icon users put on their Home screens and tap to start an application. **Application icons are required.** The file format of Application icons is **PNG**, color depth is **32 bits** (RGB with Alpha Channel).

This is a place where branding and strong visual design should come together into a compact, instantly recognizable, attractive package. Try to balance eye appeal and clarity of meaning in your icon so that it's rich and beautiful, and clearly conveys the essence of your application's purpose.

Your website uses the following icon by default, however, you may create a custom icon for your website by following the instructions in this document:



For iPhone and iPod touch two sizes are required:

- **57 x 57 pixels**
- **114 x 114 pixels** (high resolution for latest generations of device with Retina displays)

When iOS displays your application icon on the Home screen of a device, it automatically adds the following visual effects:

- **Rounded corners**
- **Drop shadow**
- **Reflective shine** (unless you prevent the shine effect)

For example, a simple 57 x 57 pixel iPhone application icon might look like this:



When it's displayed on an iPhone Home screen, the same application icon would look like this:



Ensure your icon is eligible for the visual enhancements iOS provides. You should produce an image that:

- **Has 90° corners**
- **Does not have any shine or gloss** (unless you've chosen to prevent the addition of the reflective shine)
- **Does not use alpha transparency** (even if the image is saved in 32 bits, RGB with Alpha Channel)

Give your application icon a discernible background. Icons with visible backgrounds look best on the Home screen primarily because of the rounded corners iOS adds. This is because uniformly rounded corners ensure that all the icons on a user's Home screen have a consistent appearance that invites tapping. If you create an icon with a background that disappears when it's viewed on the Home screen, users don't see the rounded corners. Such icons often don't look tappable and tend to interfere with the orderly symmetry of the Home screen that users appreciate.

Be sure your image completely fills the required area. If your image boundaries are smaller than the recommended sizes, or you use transparency to create "see-through" areas within them, your icon can appear to float on a black background with rounded corners:



An icon that appears to float on a visible black background looks especially unattractive on a Home screen that displays a custom picture.

In the design software of your choice

1. In the design software of your choice, select "RGB/Alpha Channel (32 bits)". Specify the size as "**57x57 (iPhone Application Icon)**", or specify **114x114** for a hi-res version.
2. From this point, you can create your icon using various methods in your chosen application.
3. When the icon is done, save it as PNG (Portable Network Graphic) file type.
4. Attach your PNG to an [ADOA Service Desk ticket](#) noting which site(s) should receive the custom logo. Our team will add the icon to the appropriate location of your site files.