

Launcher Icons

Android Eclair Launcher Icons
Visual Design Guidelines
Thursday, October 29

Launcher Icons



A launcher icon is the graphic that represents your application on an Android device's home screen.

The Android 2.0 release introduces a new standard for these icons.

Overview



The Android launcher icon style is defined by the following characteristics:

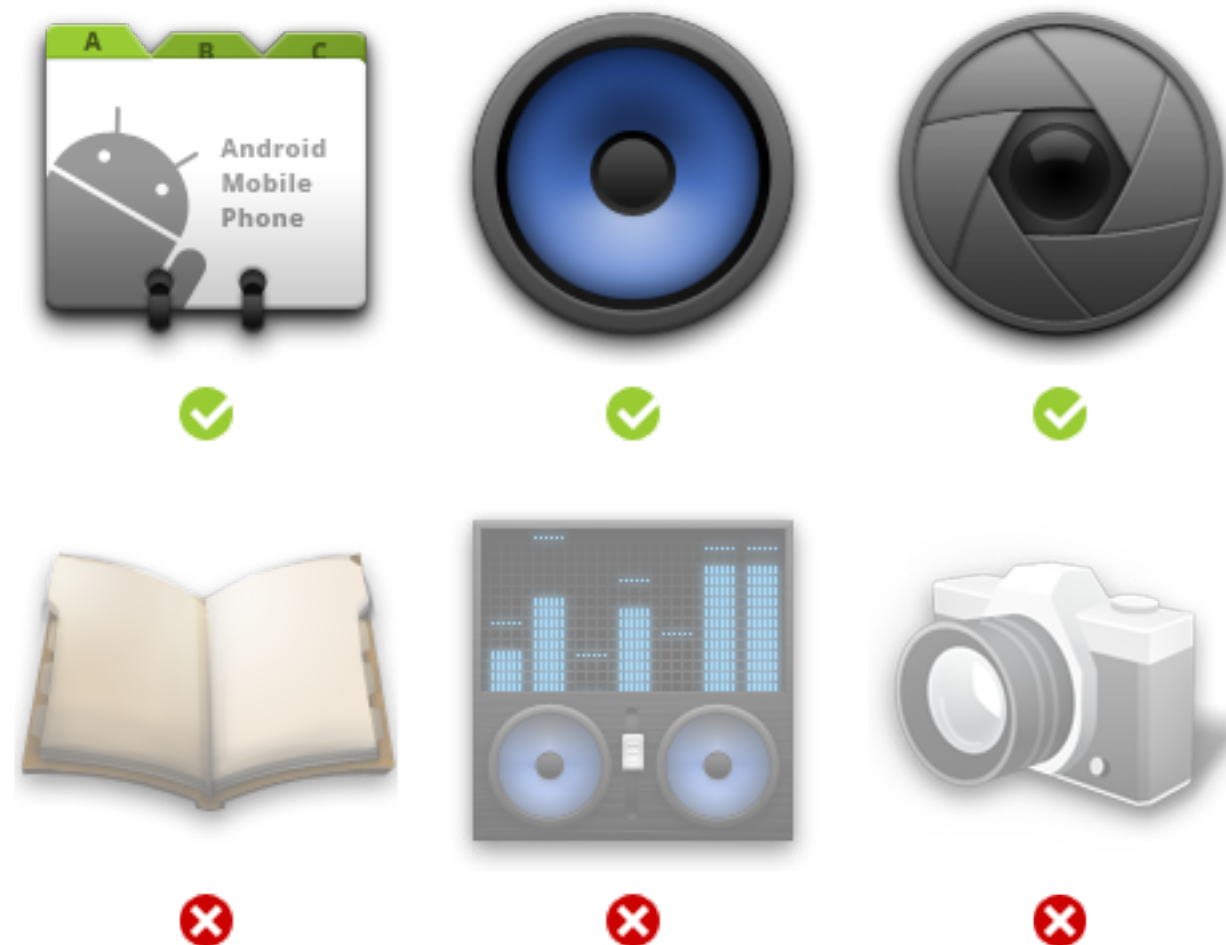
Android Icons Are:

Modern, Minimal, Matte, Tactile & Textured, Forward-Facing & Top-Lit, Whole, Limited in Color Palette

Android Icons Are Not:

Antique, Over-Complicated, Glossy, Flat Vector, Rotated, Cropped, Over-Saturated

Style



Android launcher icons are modern and minimal; they are not antique or over-complicated.

Clean & Contemporary

Android launcher icons are current and sometimes quirky, but they should not appear aged or ragged. Tired symbolic metaphors should be avoided whenever possible.

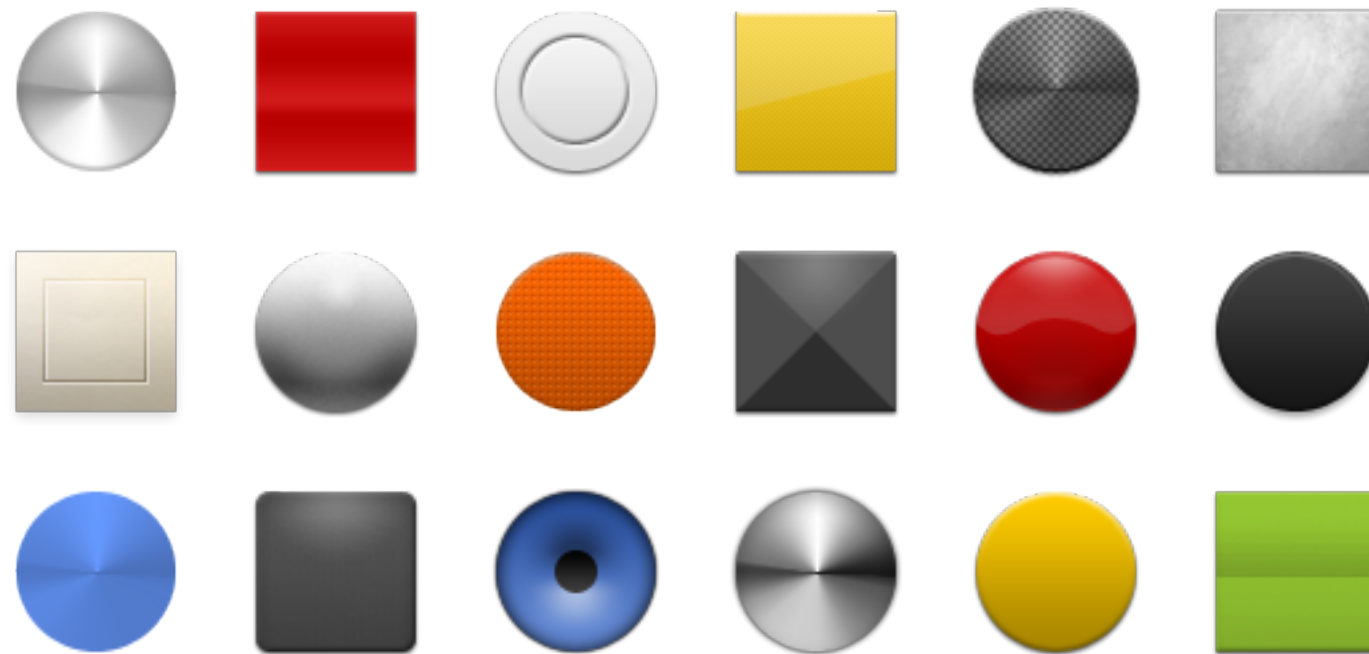
Simple & Iconic

Android launcher icons are caricatural in nature; they should be simplified and exaggerated to be appropriate for use at small sizes. They should not be complex or fussy.

Perspective & Lighting

Unlike previous Android launcher icons, these new icons are forward-facing and top-lit to better accommodate third-party designers and the incorporation of pre-existing logos.

Materials & Textures



Android launcher icons are tactile and textured. Even if your icon is just a simple shape, it should be rendered such that it appears to be sculpted from some real-world material.

Materials Palette

Use the provided materials palette source file (GMA_MaterialsPalette.psd) as a starting point, or create your own textures and styles.

Color: Palette

Neutrals



#FFFFFF



#BFBFBF



#808080



#000000



#404040

Colors



#6699FF



#3366CC



#003399



#99CC33



#00CC00



#669900



#FFCC00



#FF9900



#FF6600



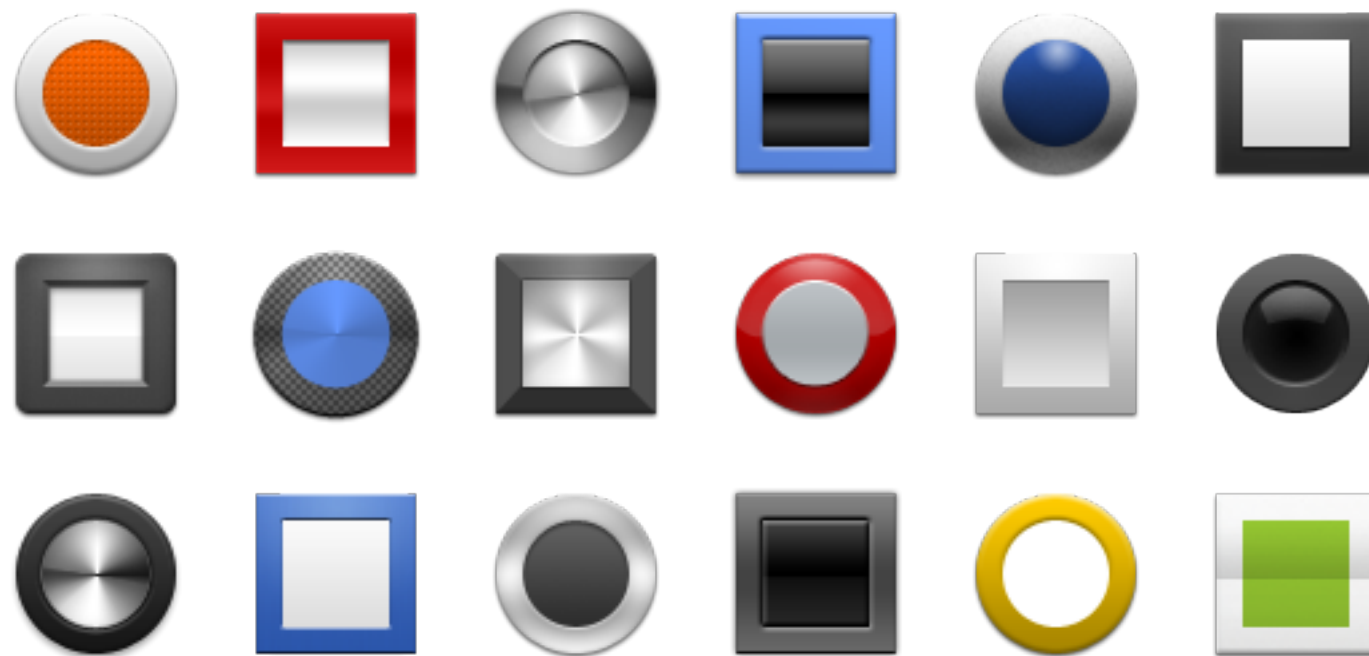
#CC0000

Android launcher icons use a limited color palette which includes a range of neutral and primary colors.

Saturation

Android icons should not be over-saturated. These colors are often used in conjunction with a white-to-black vertical linear gradient overlay. This creates the impression that the icon is lit from above and keeps the color less saturated.

Color: Proportion

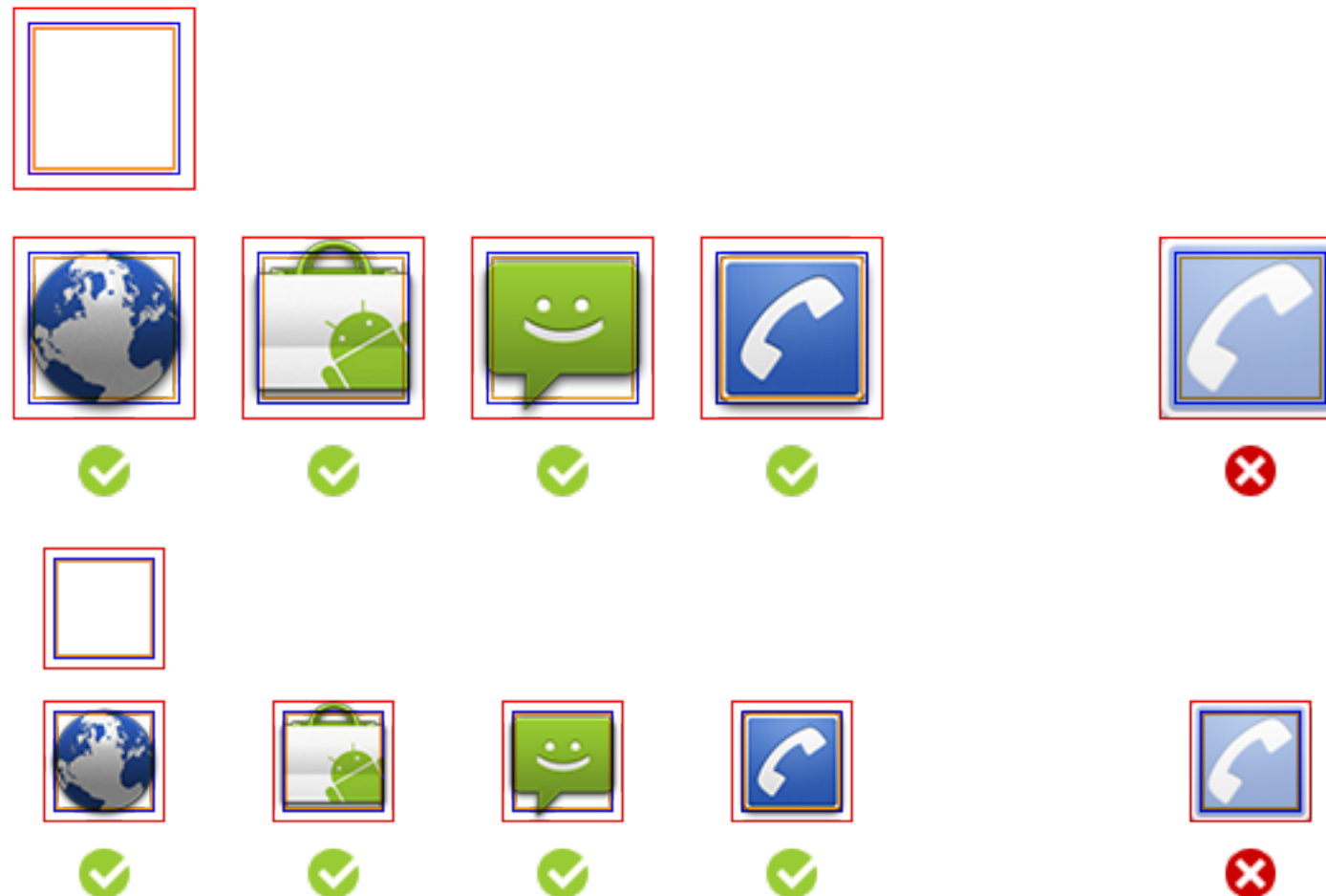


Android launcher icons are two-color and usually consist of a smaller shape within a larger base shape.

Proportion

Android launcher icons are two-color, usually combining one neutral and one primary color. Icons may use a combination of neutral colors but should maintain a good level of contrast. Do not use more than one primary color per icon if possible.

Size & Positioning



Android launcher icons use a variety of shapes and forms; thus, they must be scaled and positioned to create consistent visual weight.

Optical Sizing and Alignment

Icons should be sized smaller than the actual bounds of the asset to create a consistent visual weight and to allow for the inclusion of shadows. If your icon is square or nearly square, it should be scaled even smaller.

WVGA Dimensions

Full Asset: 72 x 72 px

Icon: 60 x 60 px

Square Icon: 56 x 56 px

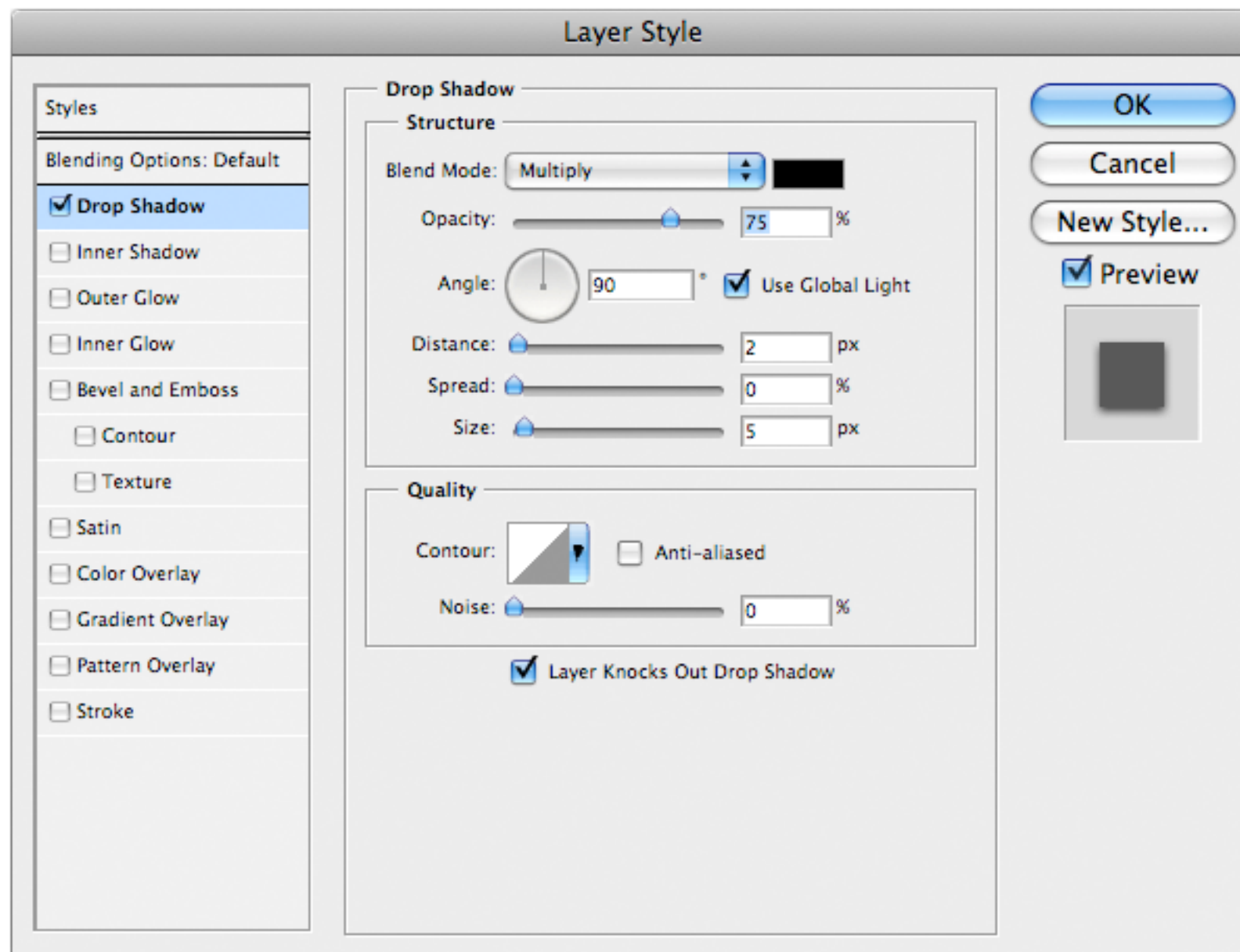
HVGA Dimensions

Full Asset: 48 x 48 px

Icon: 40 x 40 px

Square Icon: 38 x 38 px

Shadows: WVGA

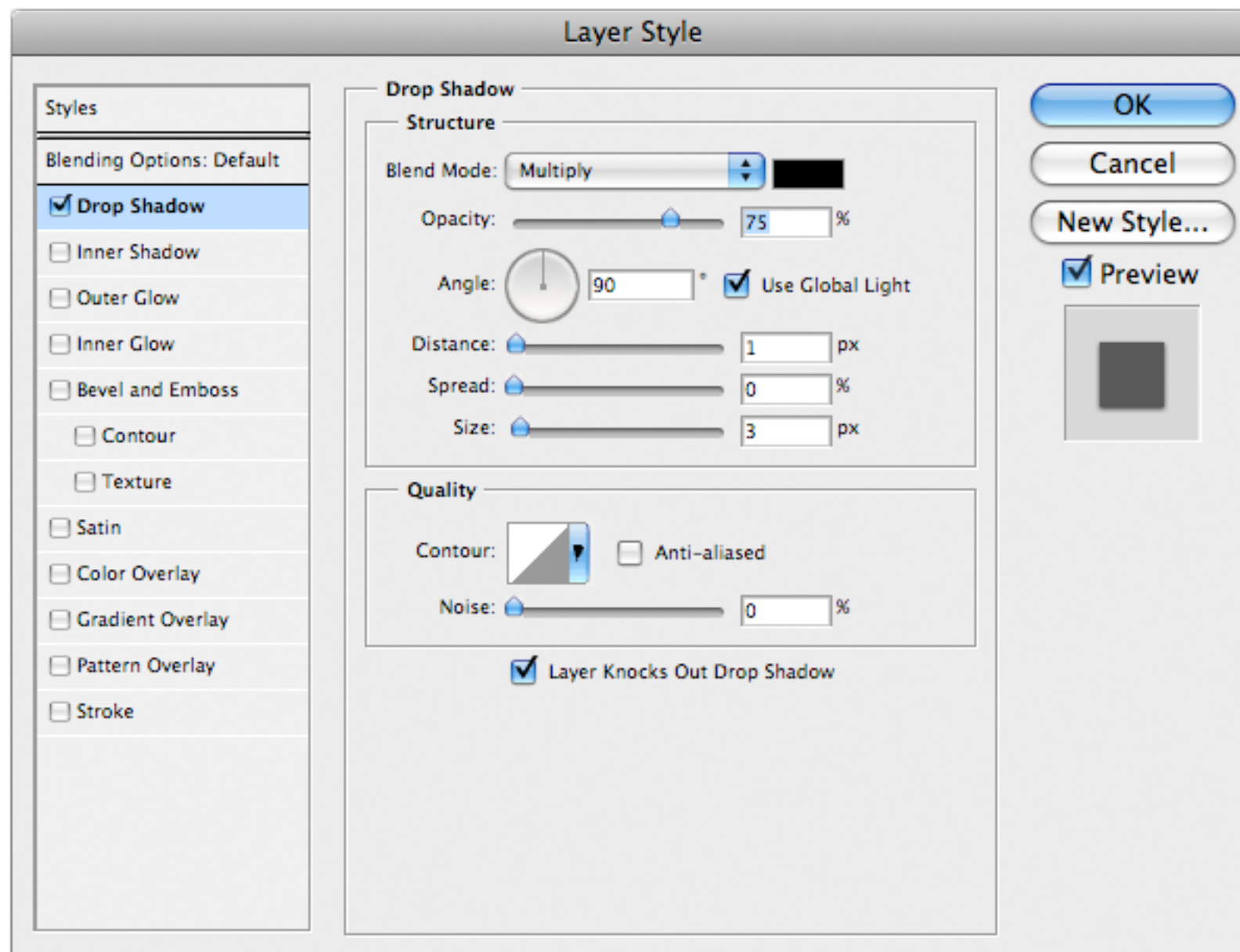


The final step of creating your launcher icon is adding a shadow. These shadows should be added after sizing according to the following specifications:

WVGA Shadow

Effect: Drop Shadow
 Color: #000000
 Blend Mode: Multiply
 Opacity: 75%
 Angle: 90°
 Distance: 2px
 Spread: 0%
 Size: 5px

Shadows: HVGA



HVGA Shadow

Effect: Drop Shadow

Color: #000000

Blend Mode: Multiply

Opacity: 75%

Angle: 90°

Distance: 1px

Spread: 0%

Size: 3px