



GOBBLER MARKETPLACE  
PUBLISHER DESIGN GUIDELINES

# 1

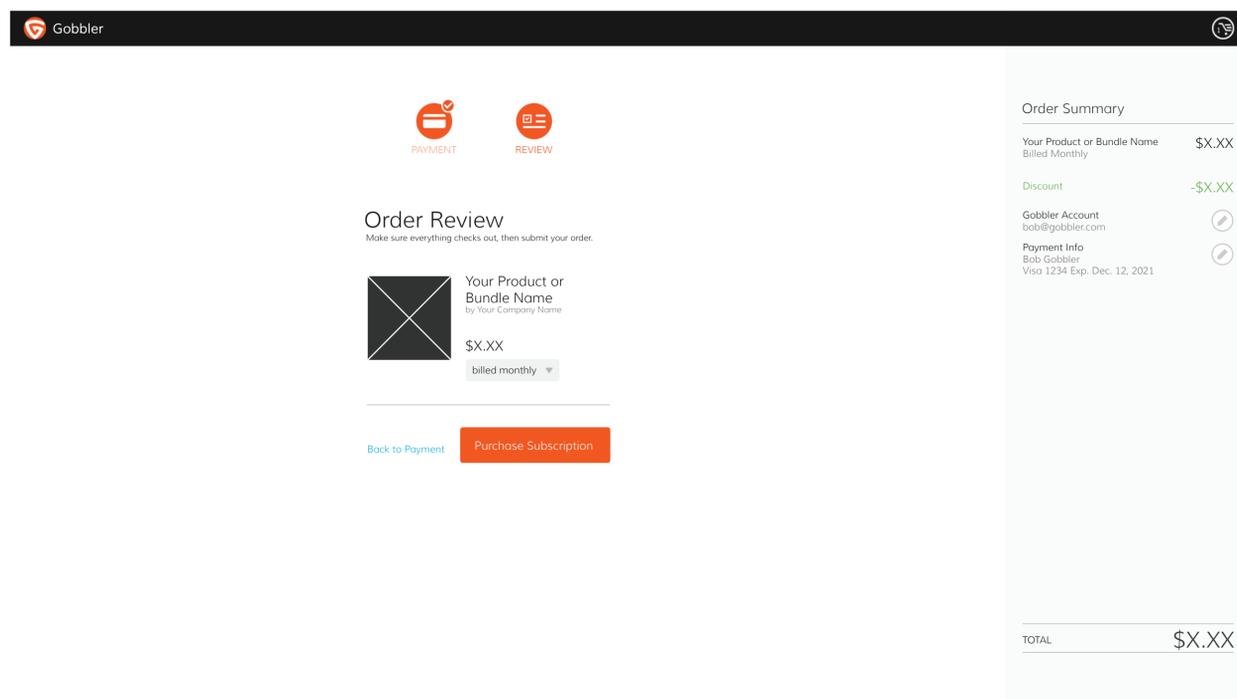
## GOBBLER MARKETPLACE

The Gobbler Marketplace universe consists of two major pieces, the Gobbler Marketplace Web experience and the Gobbler Client Native OS X App.

Our goal is to showcase your products and company logos throughout the Gobbler ecosystem in a beautiful and highly visible way. The following sections will provide you with an understanding of where and how it will happen, as well as guidelines for what to deliver to us to turn Gobbler Marketplace into a great and highly usable experience for our customers.

Here are some examples of those entities:

### GOBBLER MARKETPLACE WEB ORDER REVIEW



# SINGLE PRODUCT & PRODUCT BUNDLE IMAGES

## ORDER CONFIRMATION



ORDER COMPLETE



Super Long Product  
Name Goes Here  
by Company Name

\$x.xx  
billed monthly

### What's Next?



1. Log in to the Gobbler Client

[Don't have Gobbler? Download it.](#)



2. Install & activate your new software using Gobbler.



3. Make magic happen.

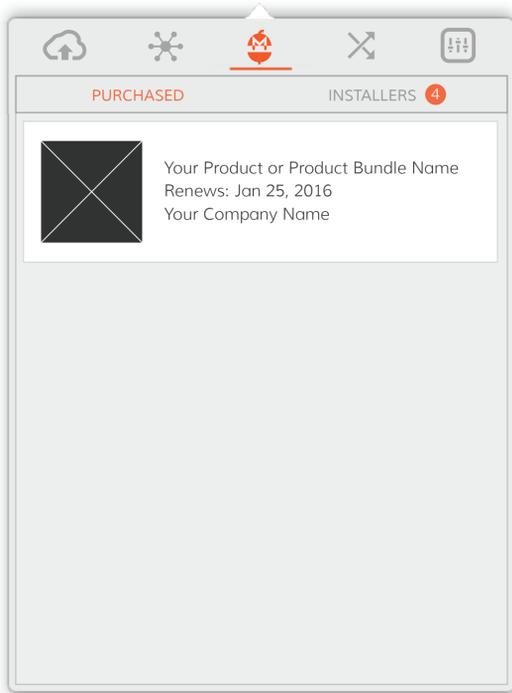


### Your Subscription

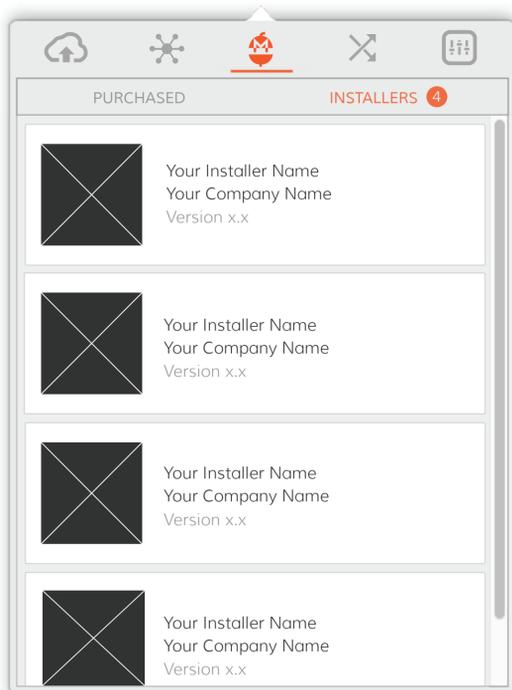
Your subscription will always begin on the day you activate your software. You will be refunded for the time difference if it does not fall on the same day as your purchase.

[Manage your Gobbler Marketplace Subscriptions](#)

## CLIENT APP PURCHASED TAB



## CLIENT APP PURCHASED TAB



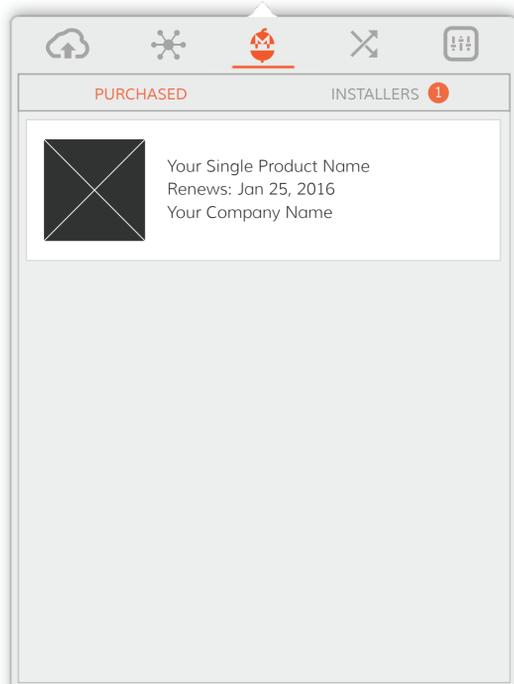
# 2

## SINGLE PRODUCTS, PRODUCT BUNDLES & INSTALLERS

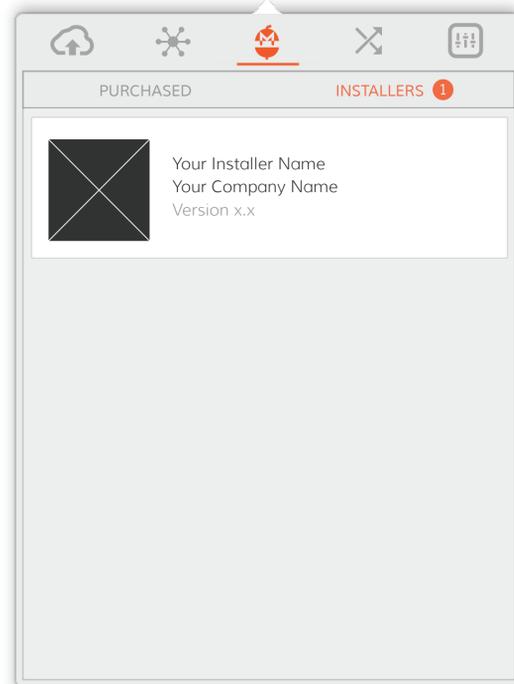
You will have the ability to sell subscriptions for a single product or a product bundle. A single product is a software package that the user installs and manages on its own. A product bundle allows you to wrap multiple software installers into a package. User then has the ability to install and manage each installer within a bundle independently. Each of these will utilize various visual assets to represent your branding, products, product bundles and installers.

The following are examples of how Single Products and Product Bundles will appear on the Gobbler Client App:

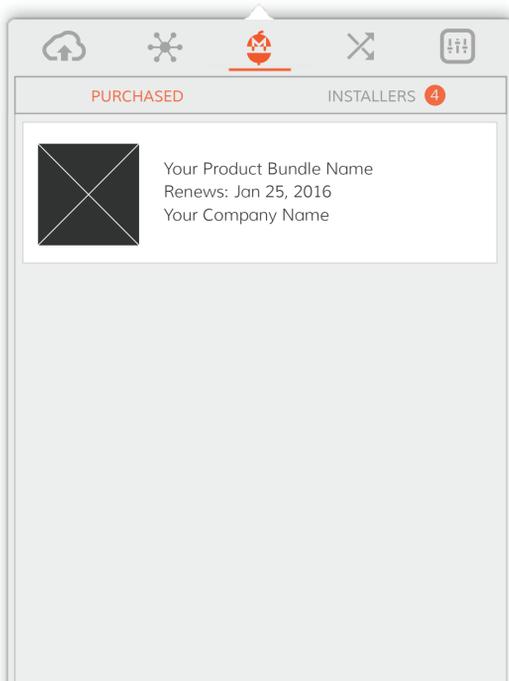
### SINGLE PRODUCT PURCHASED TAB



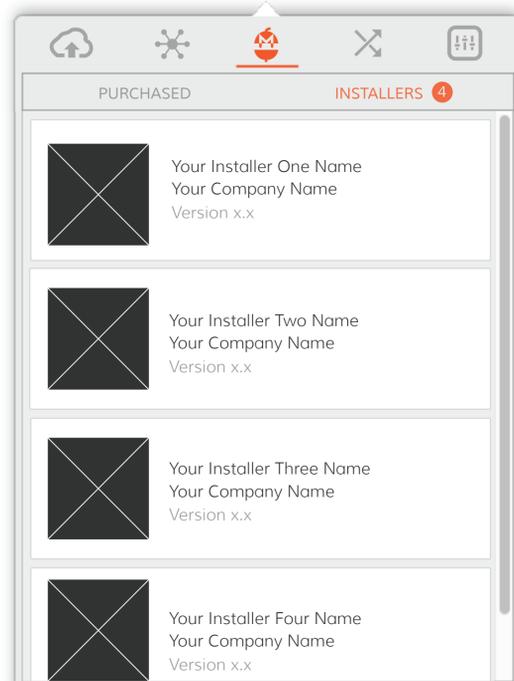
### INSTALLERS TAB



### PRODUCT BUNDLE PURCHASED TAB



### INSTALLERS TAB



# 3

---

# WEB EXPERIENCE DESIGN GUIDELINES

Follow these design guidelines to ensure your product is showcased in an elegant and beautiful way across the Gobbler Marketplace Web experience.

Your Product or Product Bundle images will be users' first visual contact with your product and will appear in two formats within the Gobbler Marketplace Web experience. They will represent the entire purchased subscription in the Gobbler Marketplace. You only need to create assets for a single product or a product bundle, depending on what you plan to sell on the Gobbler Marketplace. Make sure these images beautifully showcase your product.

## SINGLE PRODUCT & PRODUCT BUNDLE IMAGES ORDER REVIEW

### FORMAT

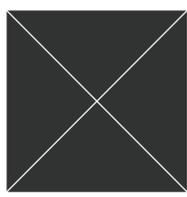
The assets should fit within the 144 x 144px square dimensions and be saved in the PNG format. Create two versions of this image - standard @1x asset and high definition retina @2x asset.

### NAMING CONVENTION

Standard @1 assets - filename.png  
Retina @2 assets - filename@2x.png

### APPEARANCE

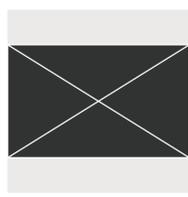
#### Full Size Image



144px

Content of the image fully fits the designated 144 x 144px area.

#### 144px Wide Image



144px

Content of the image is 144px wide. Use White (#ffffff) or Transparent background for the remainder of the 144 x 144px real estate.

#### 144px High Image



144px

Content of the image is 144px high. Use White (#ffffff) or Transparent background for the remainder of the 144 x 144px real estate.

## SINGLE PRODUCT & PRODUCT BUNDLE IMAGES

### ORDER CONFIRMATION

#### FORMAT

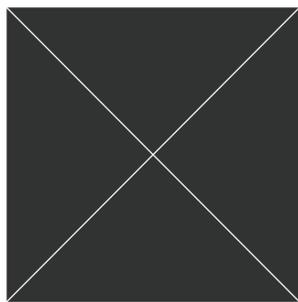
The assets should fit within the 233 x 233px square dimensions and be saved in the PNG format. Create two versions of this image - standard @1x asset and high definition retina @2x asset.

#### NAMING CONVENTION

Standard @1 assets - filename.png  
Retina @2 assets - filename@2x.png

#### APPEARANCE

##### Full Size Image

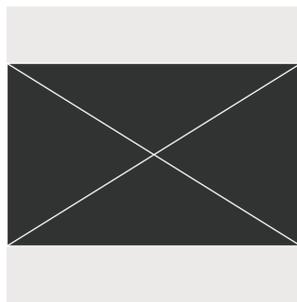


233px

233px

Content of the image fully fits the designated 233 x 233px area.

##### 233px Wide Image

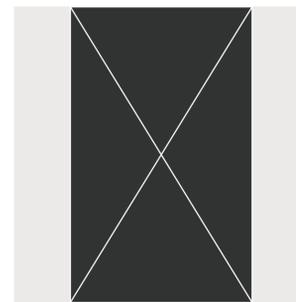


233px

233px

Content of the image is 233px wide. Use White (#ffffff) or Transparent background for the remainder of the 233 x 233px real estate.

##### 233px High Image



233px

233px

Content of the image is 233px high. Use White (#ffffff) or Transparent background for the remainder of the 233 x 233px real estate.

# COMPANY VECTOR LOGOS

## WEB & EMAILS

### FORMAT

Since these assets are vector graphics, the size you deliver them in is entirely up to you. One thing to keep in mind is that your company logo should look great in 62 x 62px dimensions enclosed in a circle.

### TWO VERSIONS OF THE VECTOR LOGO

We will need two versions of the logo: One whose content is true to your style and branding in terms of colors used, another that represents your company logo using hex value #333333 with a white #ffffff background.

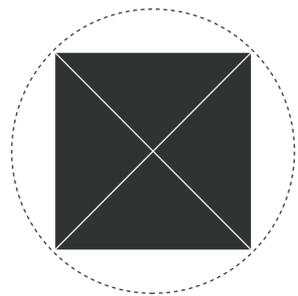
Save both vector company logo files in the SVG format.

### NAMING CONVENTION

filename.svg

### APPEARANCE

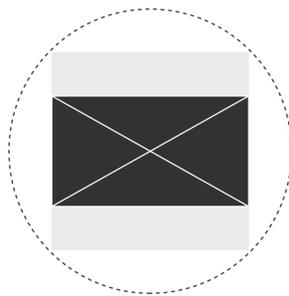
#### Full Size Vector Logo



X

Content of the vector logo fully fits a square space.

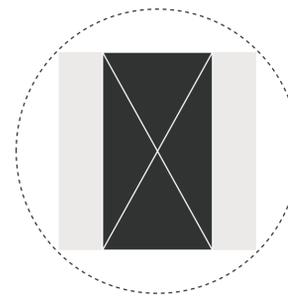
#### Wide Vector Logo



X

Content of the vector logo is a horizontal rectangle. Use White (#ffffff) or Transparent background for the remainder of the square space.

#### High Vector Logo



X

Content of the vector logo is a vertical rectangle. Use White (#ffffff) or Transparent background for the remainder of the square space.

#### Logo #1



#### Logo #2



# 4

---

# CLIENT APP DESIGN GUIDELINES

Follow these design guidelines to ensure your product is showcased in an elegant and beautiful way within the Gobbler Native Client App.

The Gobbler Client App will be the place where users go to install and manage their newly purchased subscriptions. Single Product and Product Bundle images will represent the entire purchased subscription in the Gobbler Marketplace. You only need to create one image for a single product or a product bundle. Additionally, create separate Installer images for each installer. If you choose not to, we will fall back on your Single Product or Product Bundle image to represent your Installers. Make sure these images beautifully showcase your product. It is important that users are able to easily recognize your products and installers in lists of potentially many others.

# SINGLE PRODUCT PURCHASED TAB

## FORMAT

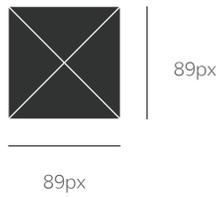
The assets should fit within the 89 x 89px square dimensions and be saved in the PNG format. Create two versions of this image - standard @1x asset and high definition retina @2x asset.

## NAMING CONVENTION

Standard @1 assets - filename.png  
Retina @2 assets - filename@2x.png

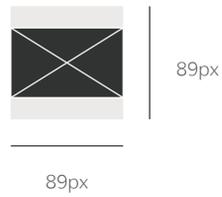
## APPEARANCE

### Full Size Image



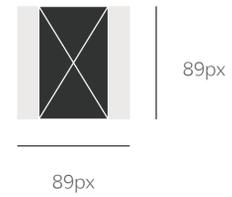
Content of the image fully fits the designated 89 x 89px area.

### 89px Wide Image



Content of the image is 89px wide. Use White (#ffffff) or Transparent background for the remainder of the 89 x 89px real estate.

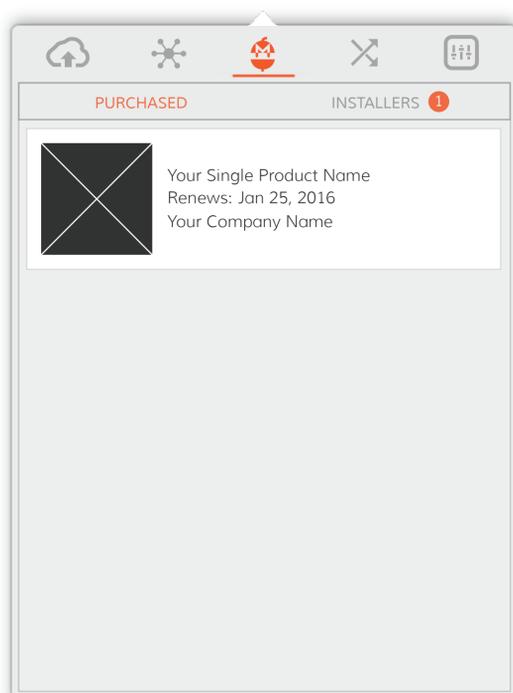
### 89 px High Image



Content of the image is 89px high. Use White (#ffffff) or Transparent background for the remainder of the 89 x 89px real estate.

## EXAMPLE

Your Single Product image will appear within the Purchased tab of the Client App.



# SINGLE PRODUCT INSTALLERS TAB

## FORMAT

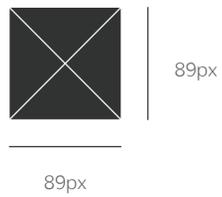
The assets should fit within the 89 x 89px square dimensions and be saved in the PNG format. Create two versions of this image - standard @1x asset and high definition retina @2x asset.

## NAMING CONVENTION

Standard @1 assets - filename.png  
Retina @2 assets - filename@2x.png

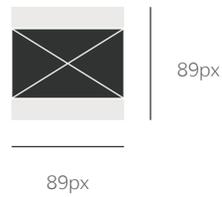
## APPEARANCE

### Full Size Image



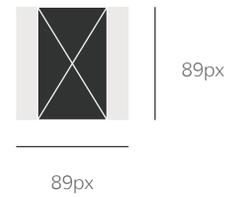
Content of the image fully fits the designated 89 x 89px area.

### 89px Wide Image



Content of the image is 89px wide. Use White (#ffffff) or Transparent background for the remainder of the 89 x 89px real estate.

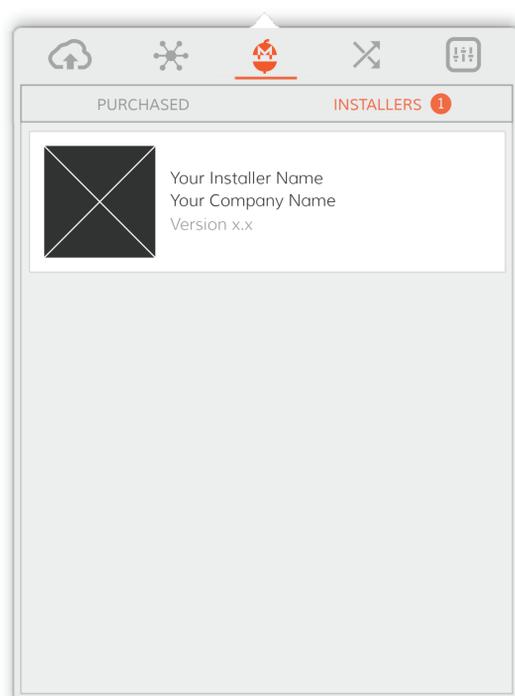
### 89 px High Image



Content of the image is 89px high. Use White (#ffffff) or Transparent background for the remainder of the 89 x 89px real estate.

## EXAMPLE

Your Installer image for a single product will appear within the Installers tab of the Client App.



# PRODUCT BUNDLE

## PURCHASED TAB

### FORMAT

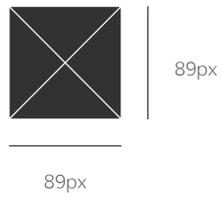
The assets should fit within the 89 x 89px square dimensions and be saved in the PNG format. Create two versions of this image - standard @1x asset and high definition retina @2x asset.

### NAMING CONVENTION

Standard @1 assets - filename.png  
Retina @2 assets - filename@2x.png

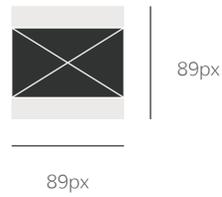
### APPEARANCE

#### Full Size Image



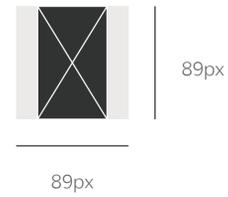
Content of the image fully fits the designated 89 x 89px area.

#### 89px Wide Image



Content of the image is 89px wide. Use White (#ffffff) or Transparent background for the remainder of the 89 x 89px real estate.

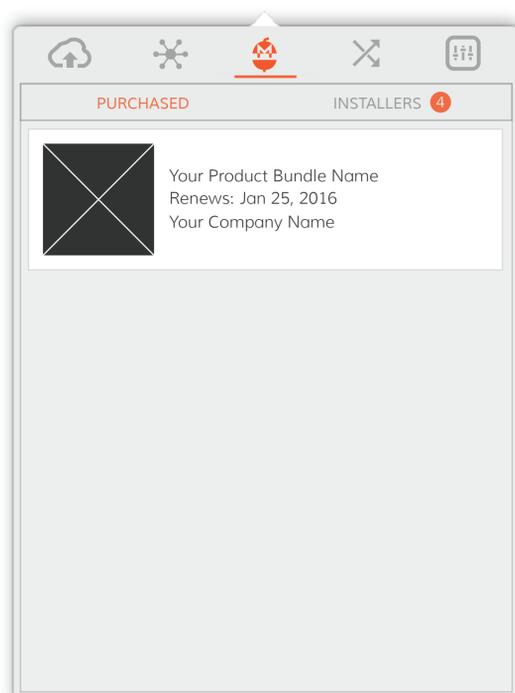
#### 89 px High Image



Content of the image is 89px high. Use White (#ffffff) or Transparent background for the remainder of the 89 x 89px real estate.

### EXAMPLE

Your Single Product image will appear within the Purchased tab of the Client App.



# PRODUCT BUNDLE

## INSTALLERS TAB

### FORMAT

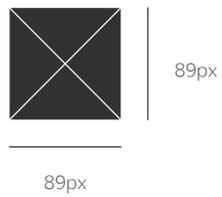
The assets should fit within the 89 x 89px square dimensions and be saved in the PNG format. Create two versions of this image - standard @1x asset and high definition retina @2x asset.

### NAMING CONVENTION

Standard @1 assets - filename.png  
Retina @2 assets - filename@2x.png

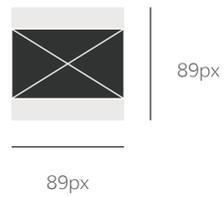
### APPEARANCE

#### Full Size Image



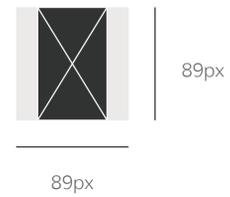
Content of the image fully fits the designated 89 x 89px area.

#### 89px Wide Image



Content of the image is 89px wide. Use White (#ffffff) or Transparent background for the remainder of the 89 x 89px real estate.

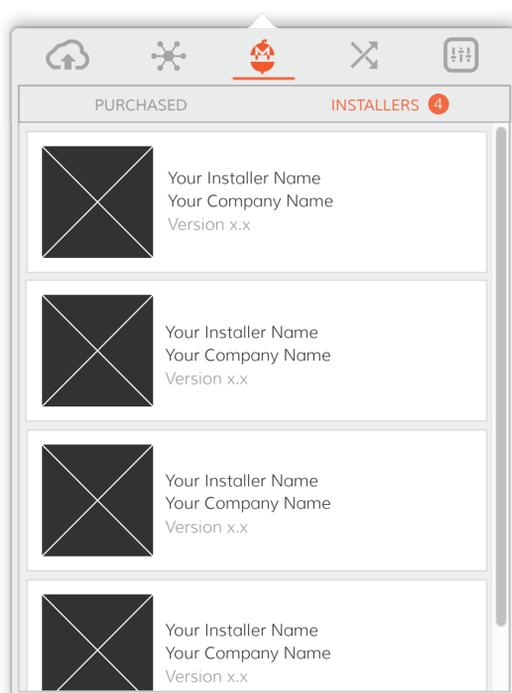
#### 89 px High Image



Content of the image is 89px high. Use White (#ffffff) or Transparent background for the remainder of the 89 x 89px real estate.

### EXAMPLE

Your Installer image for a single product will appear within the Installers tab of the Client App.



# COMPANY VECTOR LOGOS

## CLIENT APP

### FORMAT

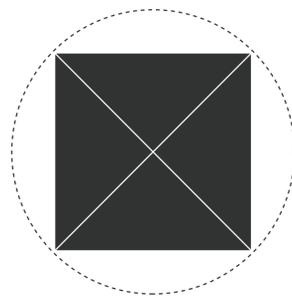
Since these assets are vector graphics, the size you deliver them in is entirely up to you. One thing to keep in mind is that your company logo should look great in 24x 24px dimensions enclosed in a circle. Save your vectory company logo in the PDF format.

### NAMING CONVENTION

filename.pdf

### APPEARANCE

#### Full Size Vector Logo

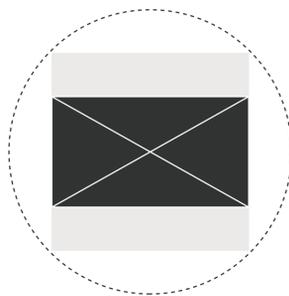


x

x

Content of the vector logo fully fits a square space.

#### Wide Vector Logo

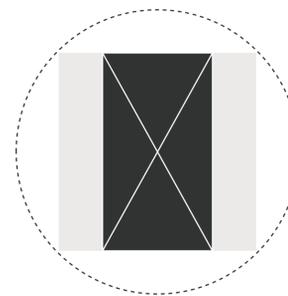


x

x

Content of the vector logo is a horizontal rectangle. Use White (#ffffff) or Transparent background for the remainder of the square space.

#### High Vector Logo



x

x

Content of the vector logo is a vertical rectangle. Use White (#ffffff) or Transparent background for the remainder of the square space.

# 5

---

# MARKETPLACE BANNERS

The banner images will showcase your company and products on the Gobbler Marketplace shop. Get users excited about your product by shooting for a nice balance of your brand and offering in these visuals. Create one banner to represent your company and one banner per each bundle you'll be offering via the Gobbler Marketplace. If you plan on selling individual plugins, create a single banner that will showcase all of your products. If possible, try to make the safe viewing area blend in visually with the remainder of the banner. Make them beautiful and rockin'!

Here are a few basic guidelines to follow when creating those visual assets.

## COMPANY & PRODUCT BANNERS GOBBLER MARKETPLACE

### FORMAT

The banners' dimensions should be 2200px by 455px, with a centered safe viewing area of 987px by 455px. The graphic below illustrates this approach.

### NAMING CONVENTION

Filename.png

### APPEARANCE

Full Size  
Image

