



Oculus Store Art Guidelines

Last updated 5/12/17

We require a variety of artwork so that your content looks beautiful and compelling across the Oculus ecosystem.

Overview

This document will cover all aspects of asset production to have the highest potential of visibility and presentation to your audience.

- 01 Asset Matrix
- 02 Cover Art
- 03 Logo
- 04 Icon
- 05 Product Detail Page
- 06 Gallery Images
- 07 Gallery Video
- 08 Cubemap

01 Asset Matrix

Summary

The asset matrix helps you quickly review all required art assets at a glance. For further details regarding each asset, refer to the page number labeled.



Cover Art (PNG-24/32)

Required

1. Landscape (16:9) - 2560x1440px
2. Square (1:1) - 1440x1440px
3. Portrait (7:10) - 1008x1440px
4. VR Landscape (3:1) - 1080x360px



Logo (PNG-24/32)

Required

1. Height: 1440px Max Width: 9000px



PC Icon Art (ICO)

Required

- | | |
|--------------|------------|
| 1. 256x256px | 1. 256x256 |
| 2. 96x96px | 2. 96x96 |
| 3. 64x64px | 3. 64x64 |
| 4. 48x48px | 4. 48x48px |
| 5. 32x32px | 5. 32x32px |
| 6. 16x16px | 6. 16x16px |

*All sizes must be merged into one .ico file



Mobile Icon Art (PNG-24/32)

Required

1. 512x512px



PDP Art (PNG-24/32)

Required

1. Rectangle (10:3) 3000x900px



Gallery Art (PNG-24/32)

Required

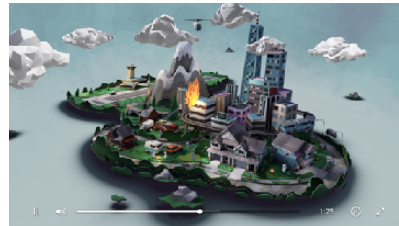
1. Landscape (16:9) - 2560x1440px



Gallery Video (MP4/H.264/AAC)

Optional

1. Min: 1080p ~ Max: 2k



Video Cover (PNG-24/32)

Optional

1. Landscape (16:9) - 2560x1440px



Cubemap (PNG-24/32)

Optional

1. Cubemap - 6144x1024px



02 Cover Art (Required)

Summary

Cover art is the main asset category used to merchandise and locate your content for mobile, desktop, and VR.

Ensuring the legibility of your brand mark in addition to creating a compelling composition will have a positive impact on the success of your VR content within the Oculus ecosystem. We require a variety of sizes and formats so that your content can be featured throughout our 2D and VR platforms.



Composition

Be mindful of overall composition; compelling cover art promotes the most visually descriptive elements of your content while balancing the visual weight of a recognizable logo.

Composition guidelines:

- Legibility
- Contrast
- Placement
- Scalability

Good



Bad



Bad Legibility

Bad contrast

Bad Placement

Not Scalable

Safe Area

The top right corner, and the bottom 20% of your cover art, should be reserved as the bleed area for metadata overlays. Key focal points of the art should be in the safe area section.

The safe area rule applies to the following art assets:

1. Landscape (16:9) - 2560x1440px
2. Square (1:1) - 1440x1440px
3. Portrait (7:10) - 1008x1440px

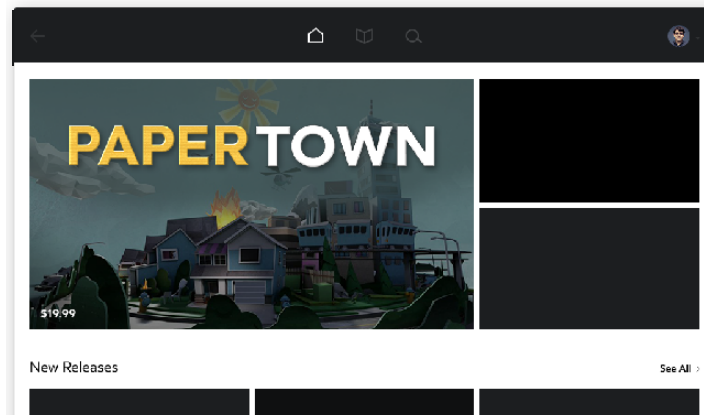
**The VR Landscape asset (3:1) is exempt from this safe area rule.*



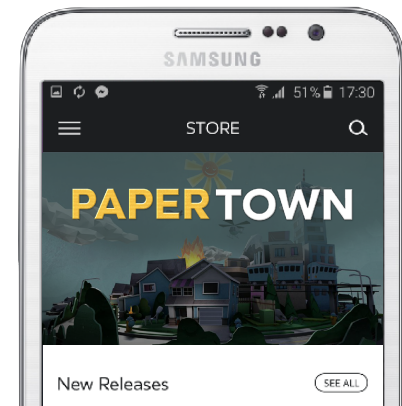
Placement

Here are some examples of how the various asset sizes will be applied to our store.

Store on PC



Store on Mobile



Store in VR



Library in VR



Submission Requirements

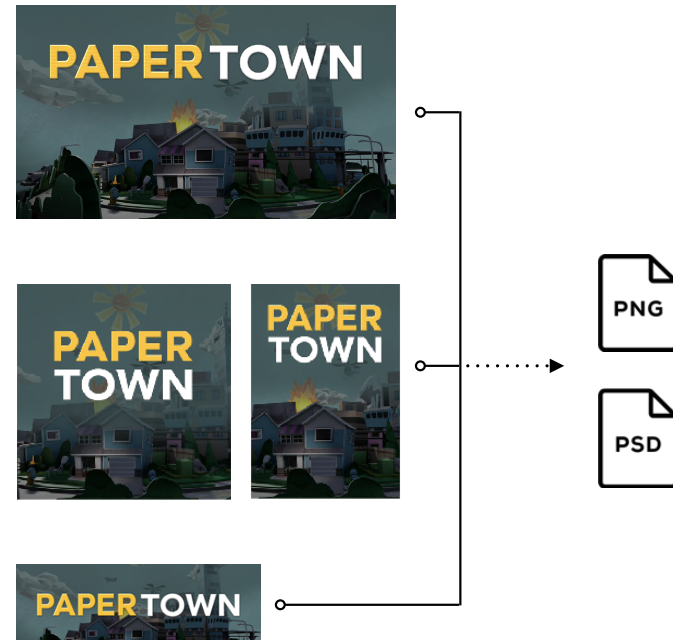
Please save each of the following assets in a PNG-24/32 & PSD file.

- Asset Sizes:**
1. Landscape (16:9) - 2560x1440px
 2. Square (1:1) - 1440x1440px
 3. Portrait (7:10) - 1008x1440px
 4. VR Landscape (3:1) - 1080x360px

File Types:

- Production File - PNG-24/32
- Source File - PSD (Must be editable & layered)

Please be sure to maintain the legibility of your logo across each asset size.



03 Logo (Required)

Summary

The logo is an important mark that allows your audience to quickly recognize your content and get a sense for your visual brand.

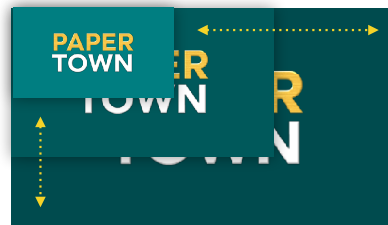
Maintaining legibility of your logo across all sizes is crucial for leaving users with a lasting impression.



Logo Guidelines

Before submitting your logo be sure to check the following core guidelines.

Examples



01. Legibility

Legibility is key in communicating your content's title to your audience. Keep your logo simple and recognizable while maintaining legibility.

02. Contrast

There may be times when you won't have control over what is behind the logo. Your logo should be contrast proof to maintain legibility regardless of the background treatment.

03. Scaling

With automatic scaling applied, be sure your logo maintains legibility across various sizes.

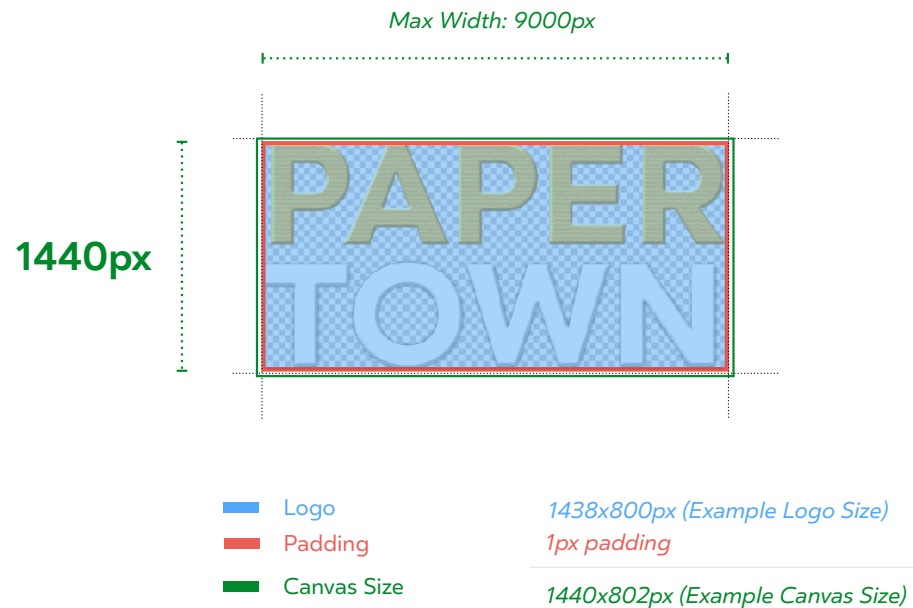
Preparing Your Logo

The logo must be placed on a canvas that is 1440px tall. Once the height is set, the canvas must be cropped from edge to edge.

Due to rendering issues in Unity, add a 1px padding around the logo.

Example: If your logo size is 1438x800 then your canvas size will be 1440x802px. This would leave an unused 1px padding around the logo *while maintaining the fixed height of 1440px*.

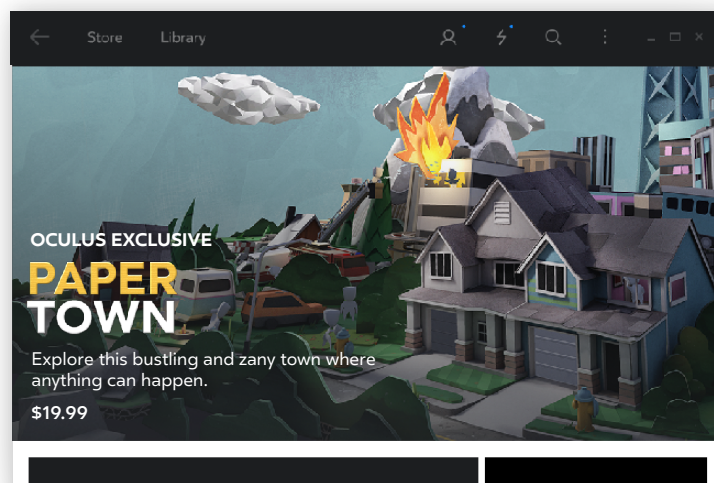
Example



Placement

Here are some examples of how the logo will be applied to our store.

Store Feature on PC



Store Product Detail Page in VR



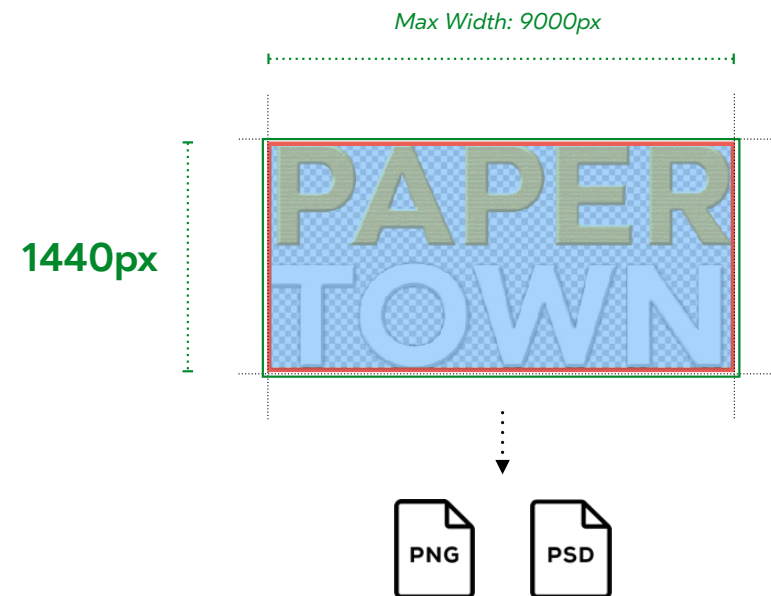
Submission Requirements

Please save the following asset in a PNG-24/32 & PSD file.

Asset Size: *Max Width: 9000px Height: 1440px*

File Types: Production File - PNG-24/32
Source File - PSD (Must be editable & layered)

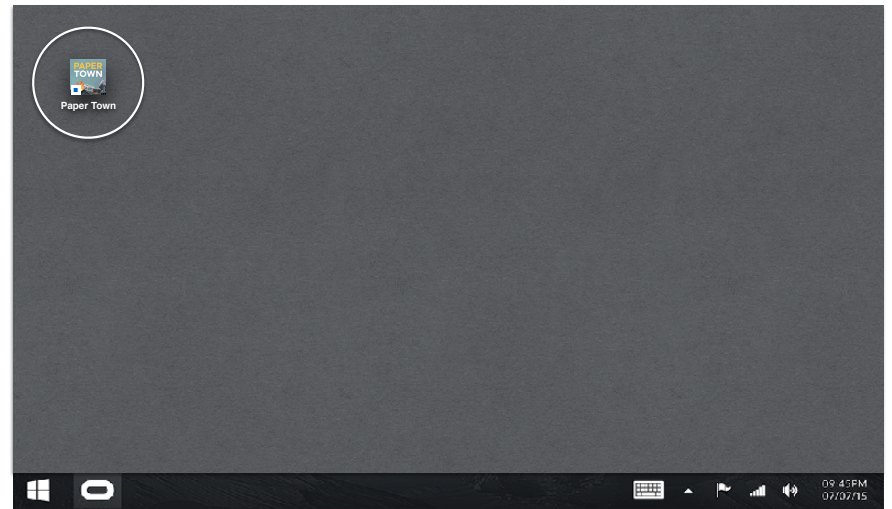
**Production file must be submitted with transparency enabled.*



04 Icon (Required)

Summary

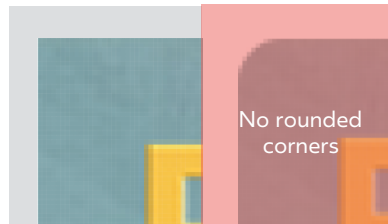
Much like your logo, the iconography should represent your VR experience and its visual style, but should also maintain legibility as it scales. The icon art is used for our mobile application managers and desktop shortcuts.



Icon Guidelines

Before submitting your icon art be sure to check the following core guidelines.

- Square corners
- No transparencies
- Scalability



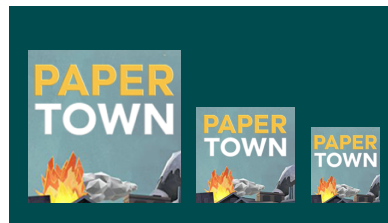
01. Square Corners

The corners of the icon art should be squared and not rounded.



02. No Transparencies

The icon art should be a solid filled asset and must not have any transparencies.



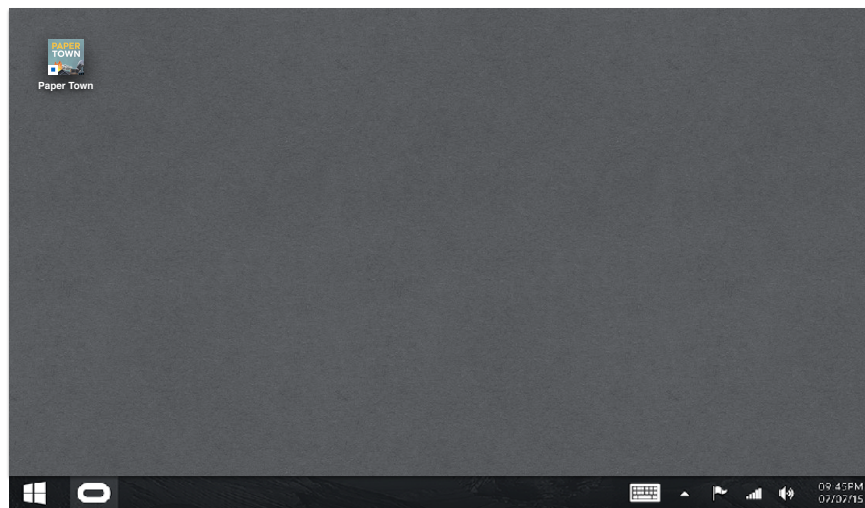
03. Scaling

Be sure your icon art maintains legibility across various sizes. You may have to reduce visual elements as you scale down. This is further explained in the submission requirements.

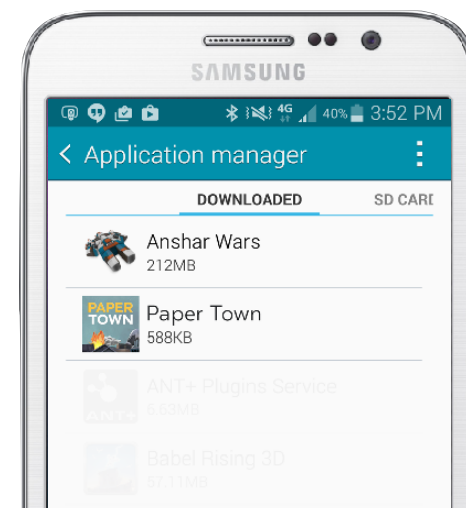
Placement

Here are some examples of how the icon art will be applied.

PC Desktop Shortcut Icon



Mobile Application Manager



PC Submission Requirements

Please submit one .ico file containing the following 6 sizes.

- Asset Sizes:**
1. 256x256px
 2. 96x96px
 3. 64x64px
 4. 48x48px
 5. 32x32px
 6. 16x16px

File Type: Icon File - .ico

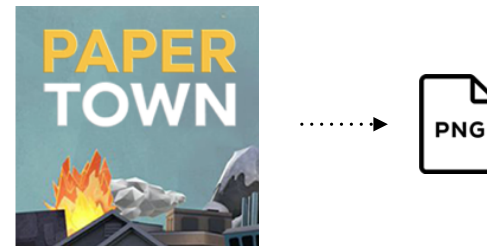


Mobile Submission Requirements

Please save the following asset in a PNG-24/32 file.

Asset Size: Square (1:1) - 512x512px

File Type: Production File - PNG-24/32



05 Product Detail Page Art (Required)

Summary

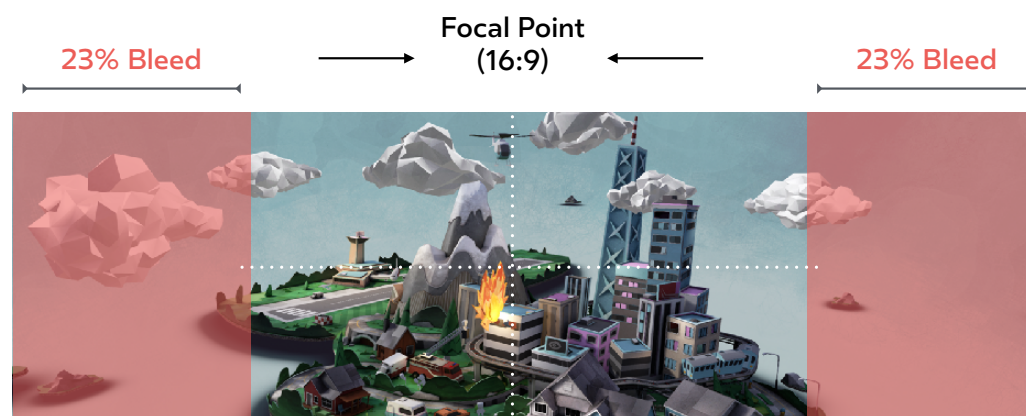
High quality artwork that further illustrates the look and feel of your content beyond it's cover art. This asset is used on the product detail page (PDP) - where the user evaluates and eventually purchases your VR content.



Composition

The PDP Art asset is designed to work with very wide and very narrow viewport sizes. The left and right portion of the image (23% on each side) should be reserved as “bleed area” to accommodate viewport resizing.

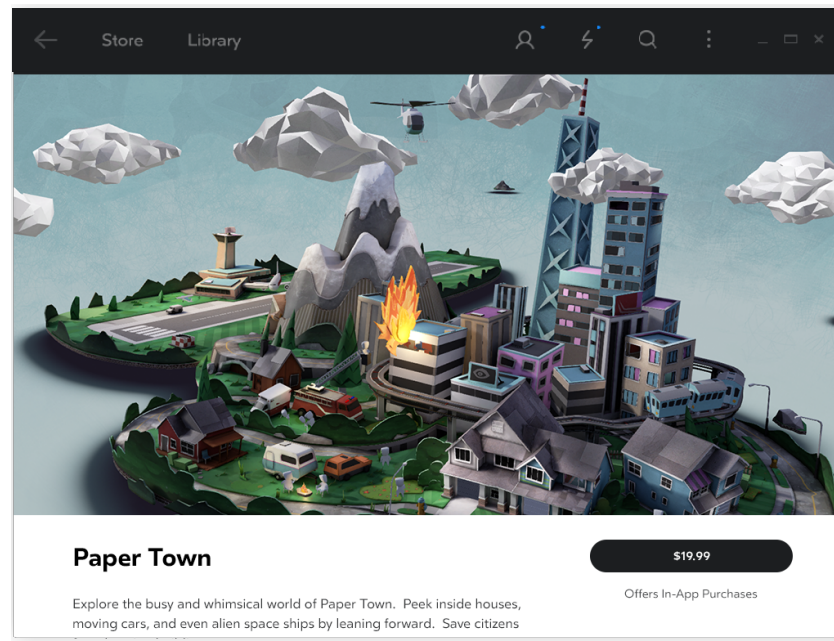
These areas should contain less important parts of your composition. The remaining space in the image should be occupied by the focal point of your composition.



Placement

Here is an examples of how the PDP art asset will be applied to our store.

Product Detail Page on PC



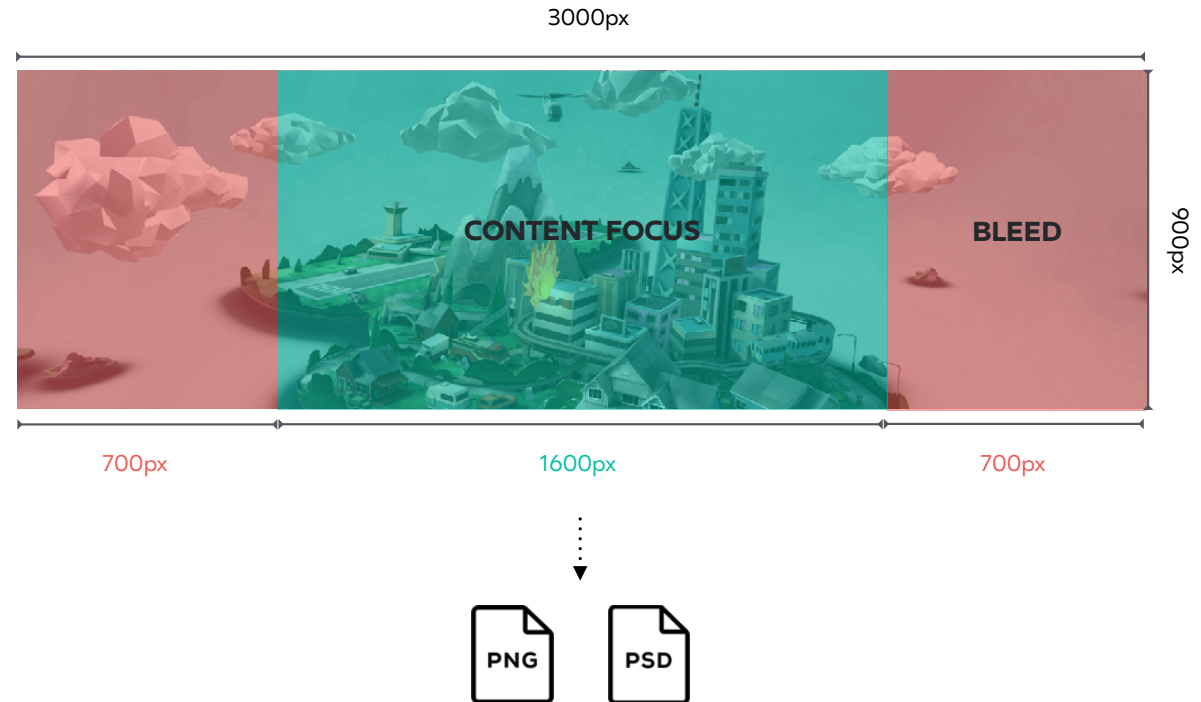
Submission Requirements

Please save the following asset in a PNG-24/32 & PSD file.

Asset Size: Rectangle (10:3) - 3000x900px

File Types:

- Production File - PNG-24/32
- Source File - PSD (Must be editable & layered)



06 Gallery Images (Required)

Summary

Gallery images support your VR experience. Each preview image should represent a unique aspect of your game or app.



Composition

When creating a preview image (often times a simple high resolution screenshot of your VR experience in action) be sure to have a clear focal point for the image. Each preview image should clearly highlight a compelling value proposition of your VR content.

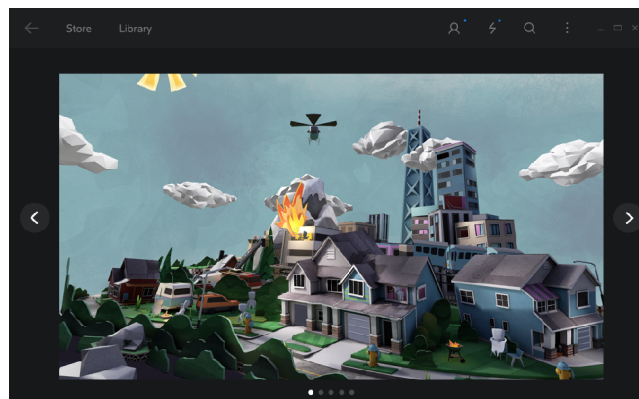


Example: This preview image's composition is heavy in the center, where the action is.

Placement

Here are some examples of how the preview/gallery art assets will be applied to our store.

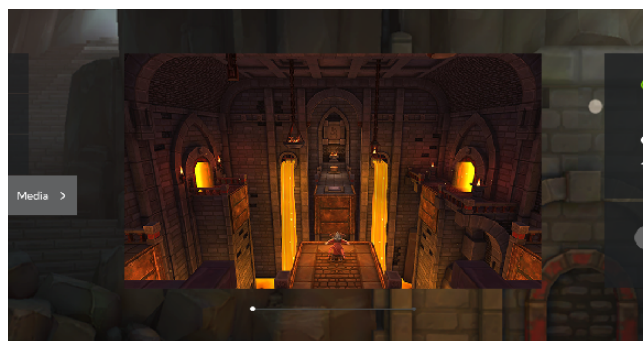
Store Product Detail Page on PC



Store Product Detail Page on Mobile



Store Product Detail Page in VR



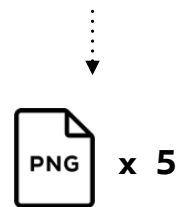
Submission Requirements

Please save 5 unique preview images in a PNG-24/32 file.

Asset Size: Landscape (16:9) - 2560x1440px

File Type: Production File - PNG-24/32

Landscape (16:9)



07 Gallery Videos (Optional)

Summary

The gallery video is the supporting 2D video for your VR experience. This video should highlight the key moments of your app or game.

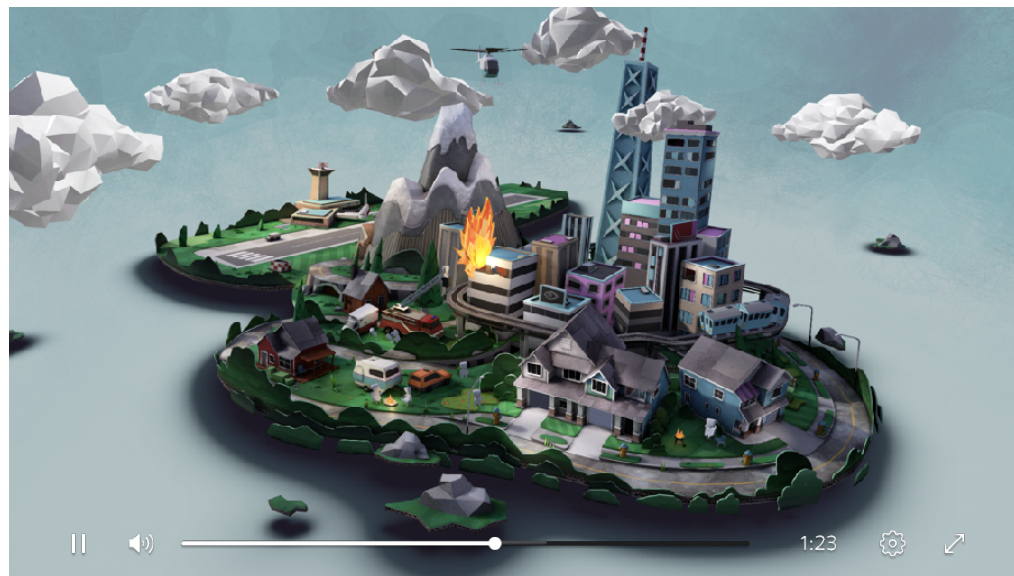


Video Guidelines

The gallery video should be direct and straight to the point while narrating your content's experience/gameplay.

Guidelines:

- Keep video 1 to 2mins max
- Highlight key features



Video Cover Art Guidelines

Be mindful of overall composition; compelling video cover art promotes the most visually descriptive frame of your video content.

Guidelines:

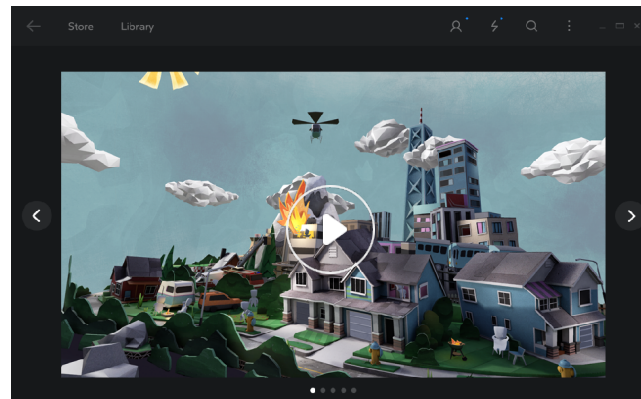
- Do not include app logo
- Do not include 3rd party marketplace logos
- Do not include text



Placement

Here are some examples of how the gallery video will be applied to our store.

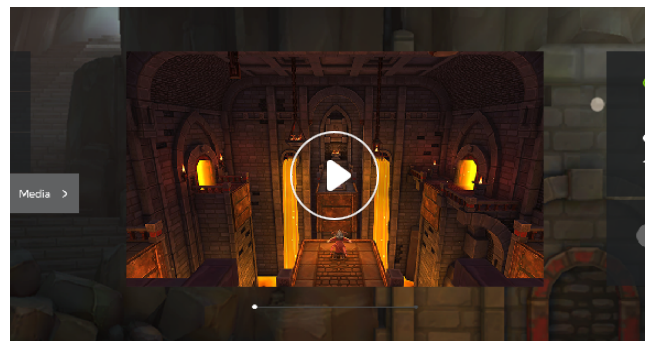
Store Product Detail Page on PC



Store Product Detail Page on Mobile



Store Product Detail Page in VR

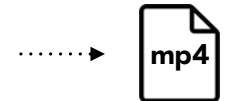


Submission Requirements

Please save the video in MP4/H.264/AAC format.

Asset Size: Min: 1080p ~ Max: 2k

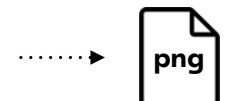
File Type: Production File - MP4/H.264/AAC



Please save the following video cover art in a PNG-24/32 file.

Asset Size: Landscape (16:9) - 2560x1440px

File Type: Production File - PNG-24/32

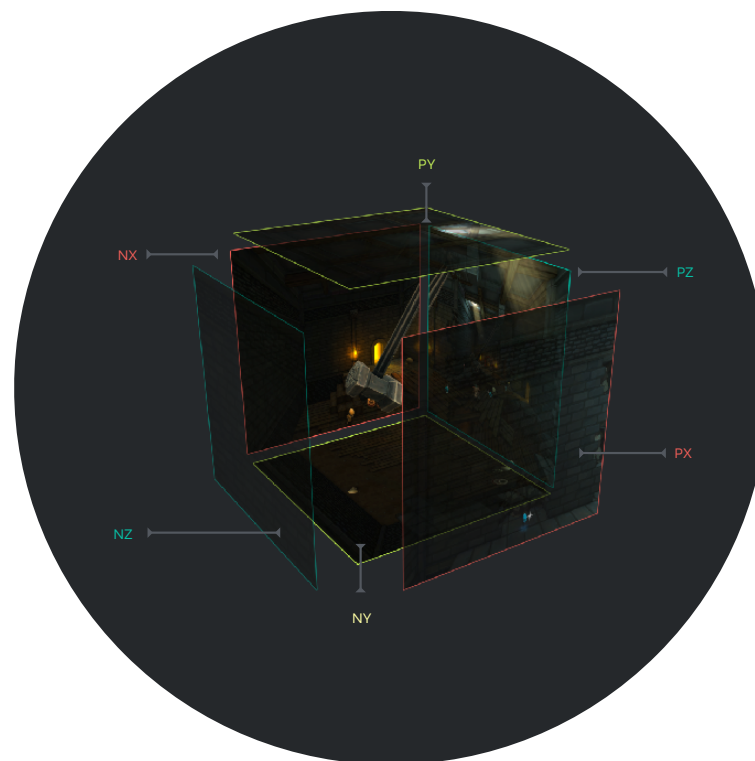


08 Cubemap (Optional)

Summary

Cubemaps provides an immersive way for users to preview content inside of the Oculus VR Store. We recommend that you capture the cubemap from a scene that best represents your game, application, or experience.

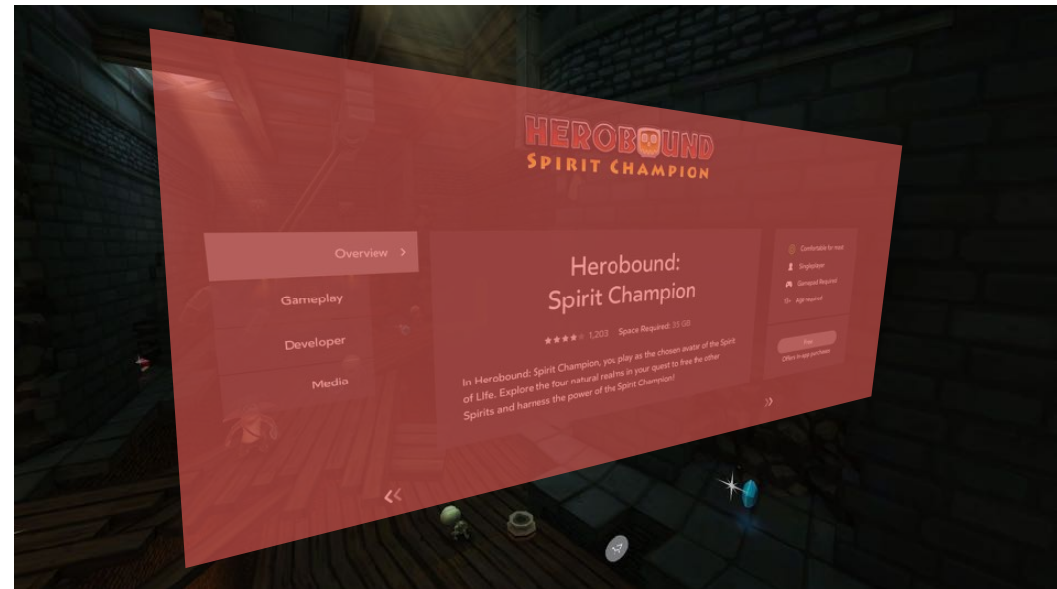
** A cubemap is not required but highly recommended.*



Composition

Keep in mind that the GUI will be present at all times. To avoid conflicting overlaps with the GUI, treat the center image (PZ) as the bleed area of the cubemap and keep visual complexity to a minimum.

Cubemap in VR



Cubemap exported to PNG



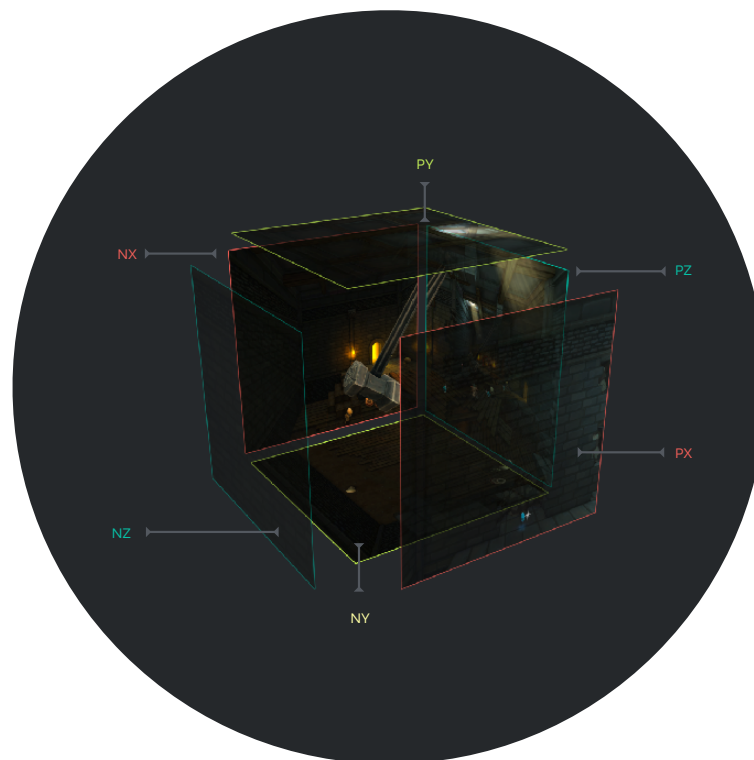
Cubemap Construction

To generate a cubemap inside Unity, download the [Oculus Cubemap Generator](#).

The tool will generate 1 image, stitching together the following faces:

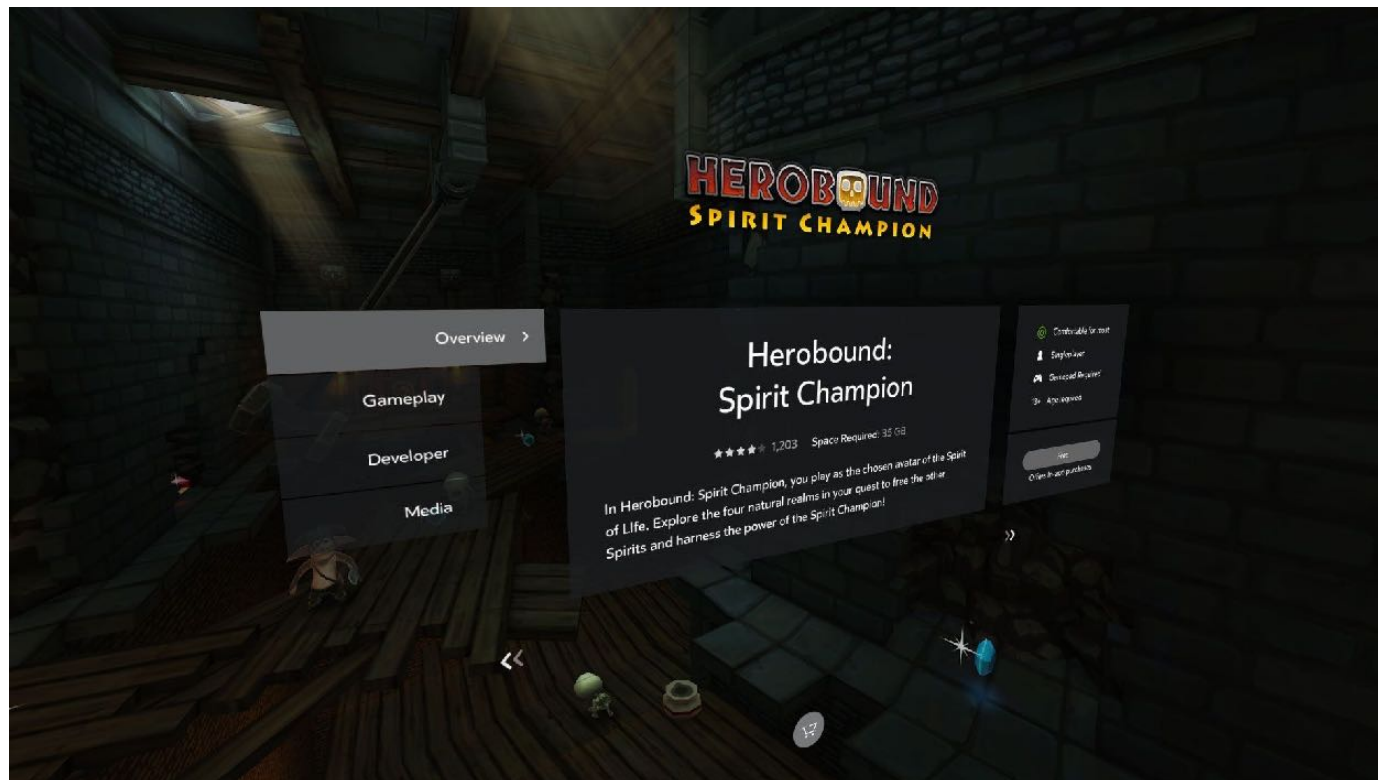
- Front (PZ)
- Back (NZ)
- Left (NX)
- Right (PX)
- Up (PY)
- Down (NY)

Exploded view to illustrate the construction of the Cubemap



Placement

Here is an examples of how the cubemap asset will be applied to our store.

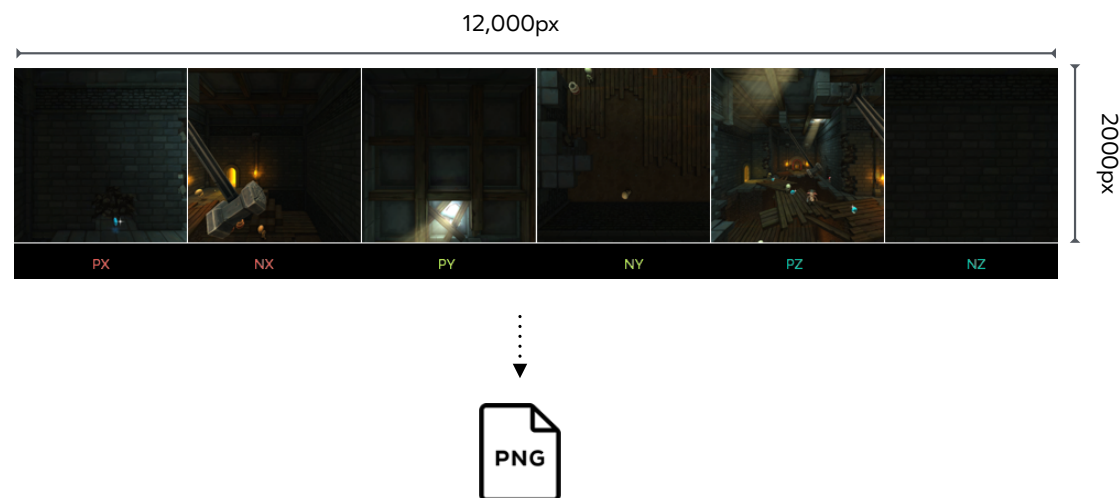


Submission Requirements

Please save the following asset in a PNG-24/32 file.

Asset Sizes: Cubemap - 12,000 x 2000px

File Types: Production File - PNG-24/32
Uncompressed





Thank You