

Express your brand

A good tile communicates your brand via logo, palette, imagery or all three.



Show and tell

Use this larger tile format to communicate in both text and imagery what the app does



Keep messaging minimal

It's a small space. If you add messaging, keep it to a phrase or short sentence. Avoid bullet points, long phrases and do not use paragraphs.



Express unique value

Using symbols or themes customers are likely to understand is good, but be sure to bring in the unique value of your app and your brand personality



vs.



vs.



Embrace color and gradient

Avoid a flat white background unless the tiles is 75% color or gradient elsewhere. White will not stand out on the new AppExchange.



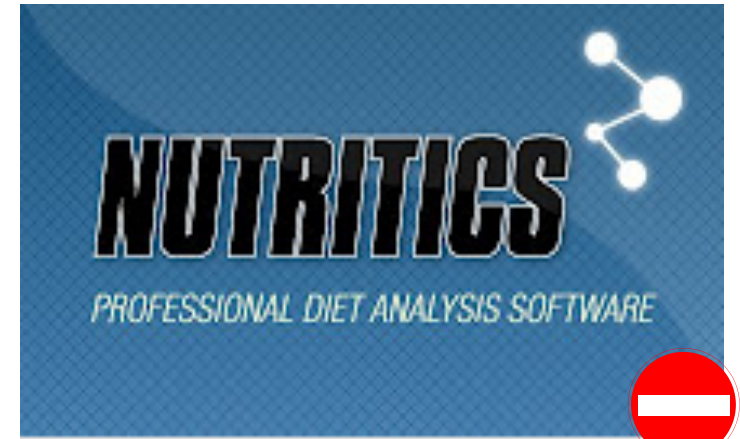
Generally avoid photography

Photography is hard to get right in this context. It's best to avoid it, but if you want to use it choose carefully and keep graphics minimal.



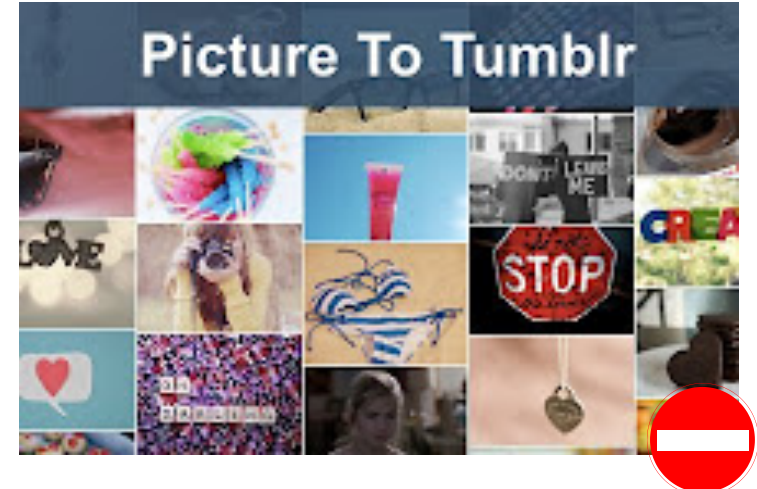
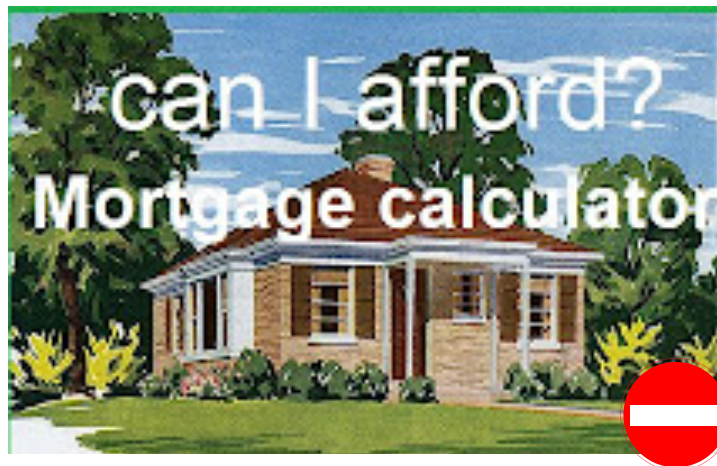
Transcend PowerPoint

Engage design support, your tile will be the first things many customers see about your app. Make sure it doesn't look like it was created in PowerPoint.



Focus the visual message

A cluttered tile winds up communicating nothing because a customer won't know what to focus on



And at the end always remember that....



Simplicity can be impactful

A simple design can stand out. Remember you have your descriptor text and the tile turns over to reveal more detail.

