

Asset Guideline

Icon · Cover (Tile Art) · Text Listing

The assets you register decide how your game looks in the catalog.

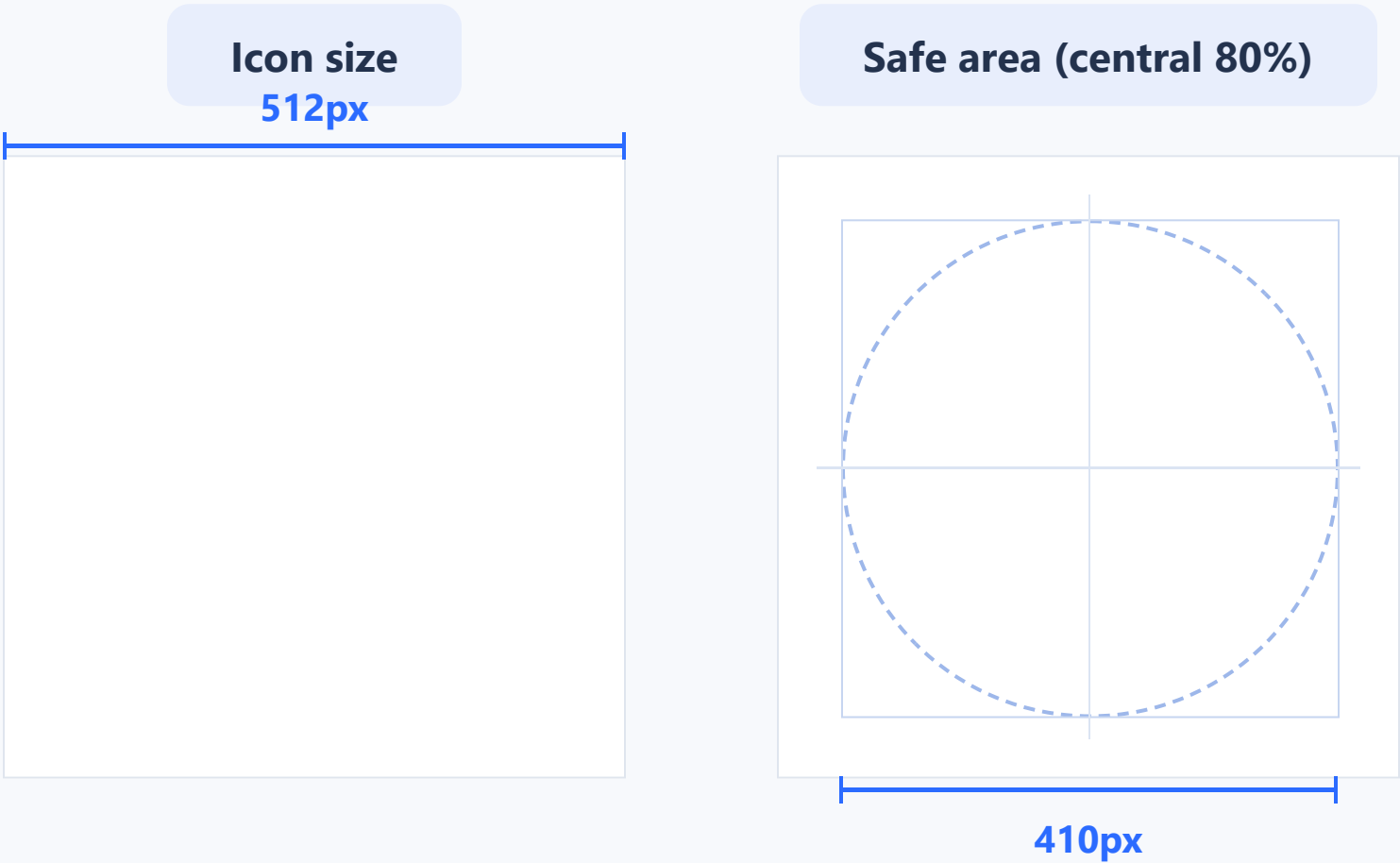
This document covers production specs, how assets are displayed, and common mistakes.



Icon Production Spec

Produce a square source with no corner rounding applied.
Keep key graphics — symbol, brand mark — inside the safe area.

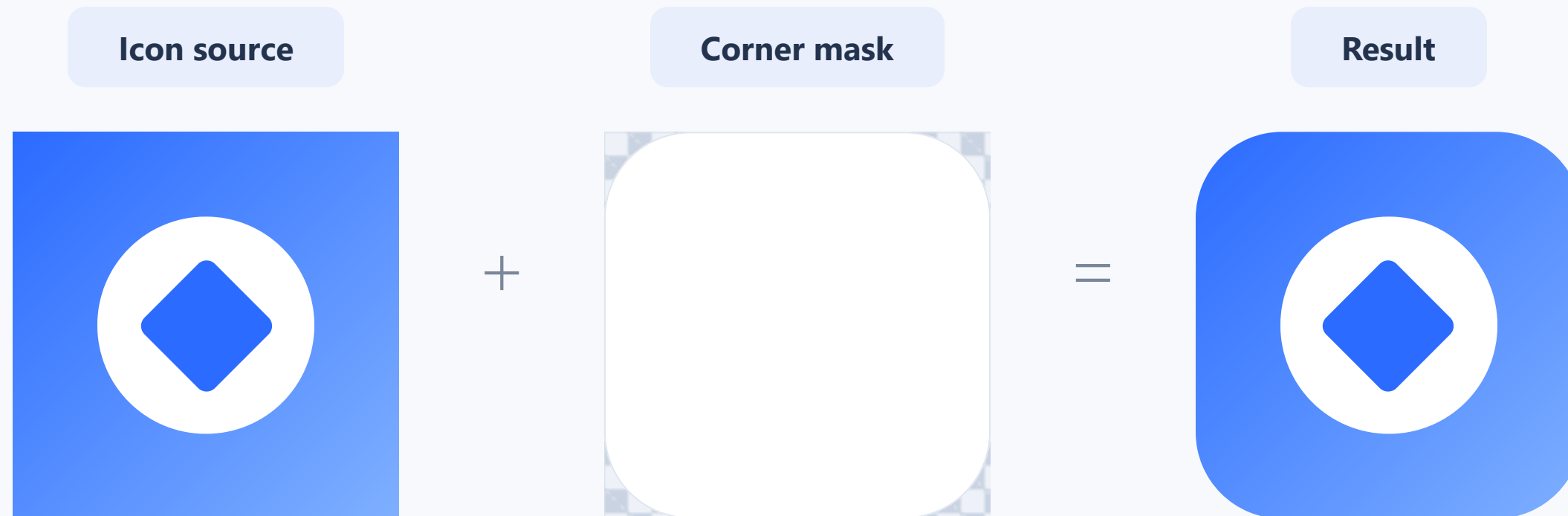
Ratio	1:1 square (other ratios are center-cropped)
Size	512×512px or larger · 1024×1024px source recommended
Format	PNG · JPG · WebP, 2MB or less
Background	Fully opaque (no alpha channel)
Corners	Square source — the platform applies rounding



How Icons Are Displayed

Corner masking is applied automatically at display time.

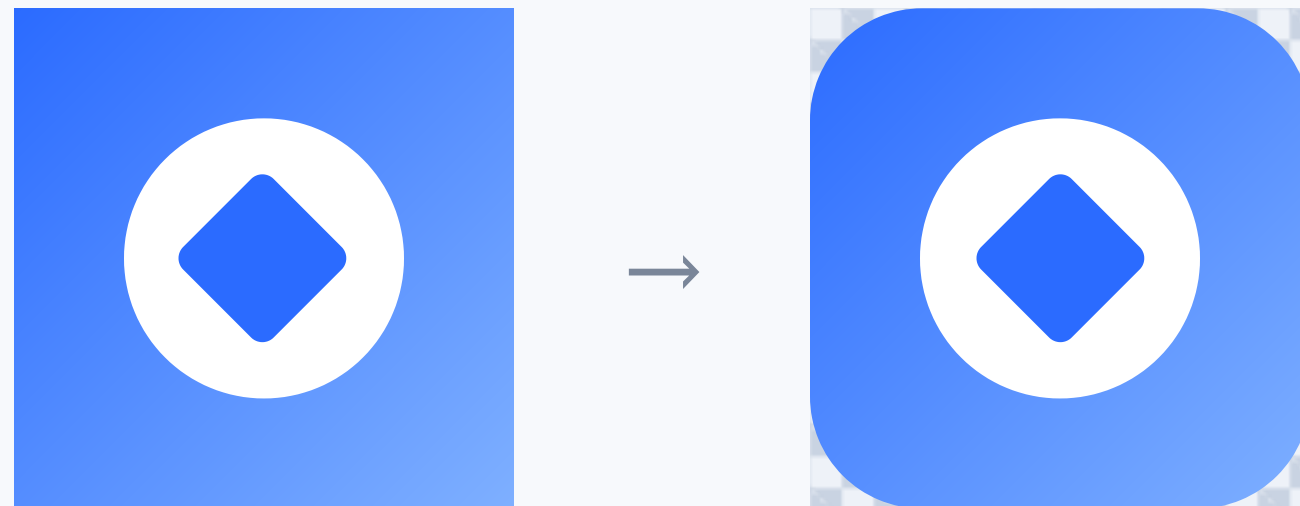
Your source image must therefore contain no rounding of its own.



Caution / Corner Rounding

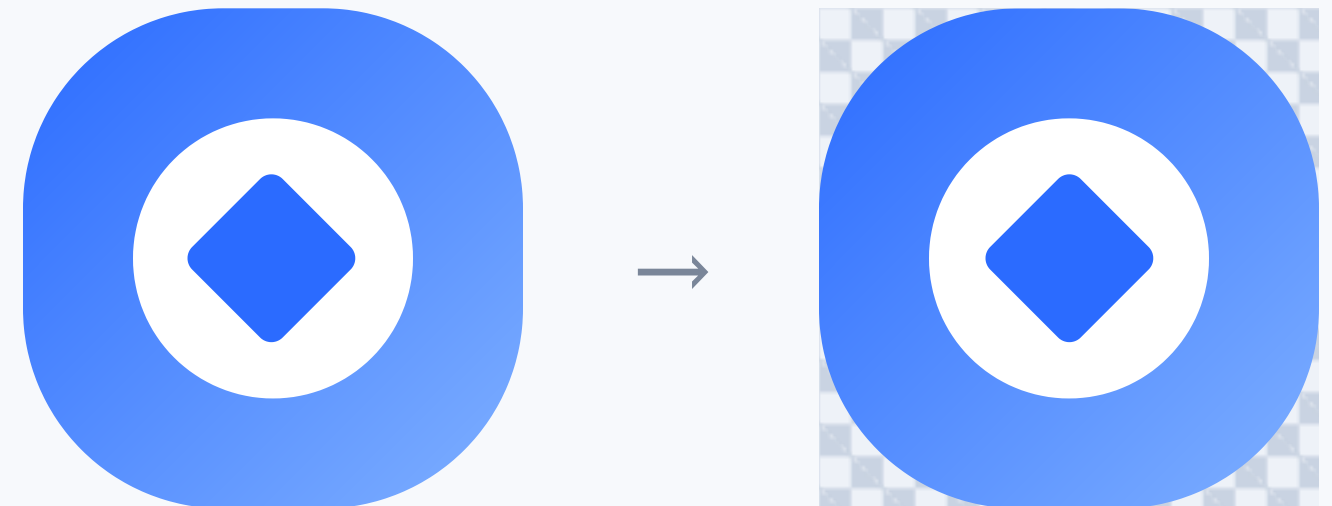
Pre-rounding the source makes your curve disagree with the platform mask and leaves empty gaps at the corners. Always ship square corners.

GOOD



Square source → clean masked result

DO NOT



Pre-rounded source → gaps appear at the corners

Caution / Safe Area

Graphics outside the central 80% (410×410px at 512px) get clipped at small sizes and read as visually off-balance.

GOOD



Symbol placed within the safe area

DO NOT

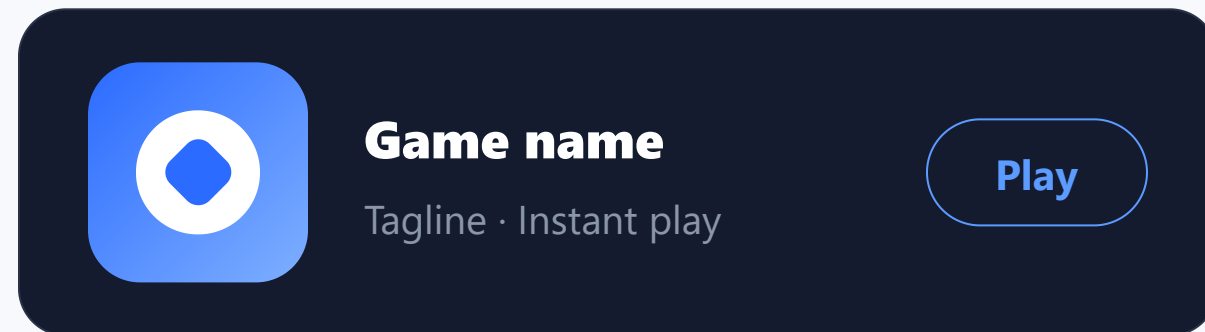


Overflowing graphics get clipped by the corner mask

Caution / Alpha (Transparency)

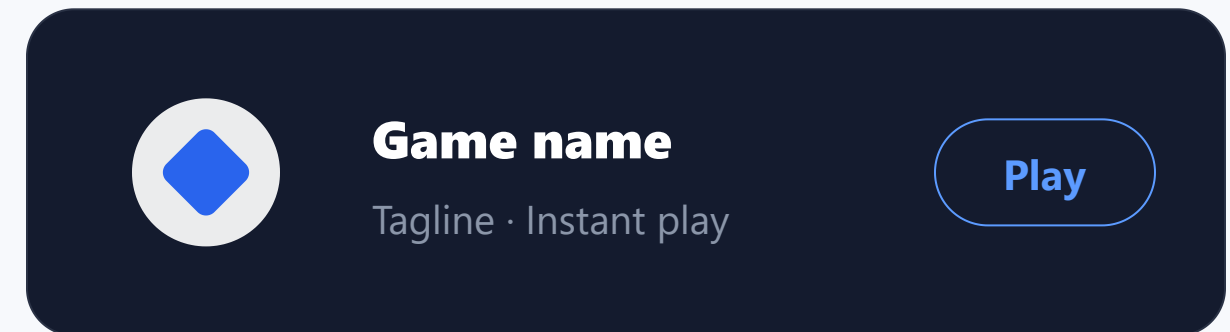
Transparent areas let the light/dark theme background bleed through — visibility drops and the icon looks different on every screen. Ship fully opaque.

GOOD



Opaque background — identical in both themes

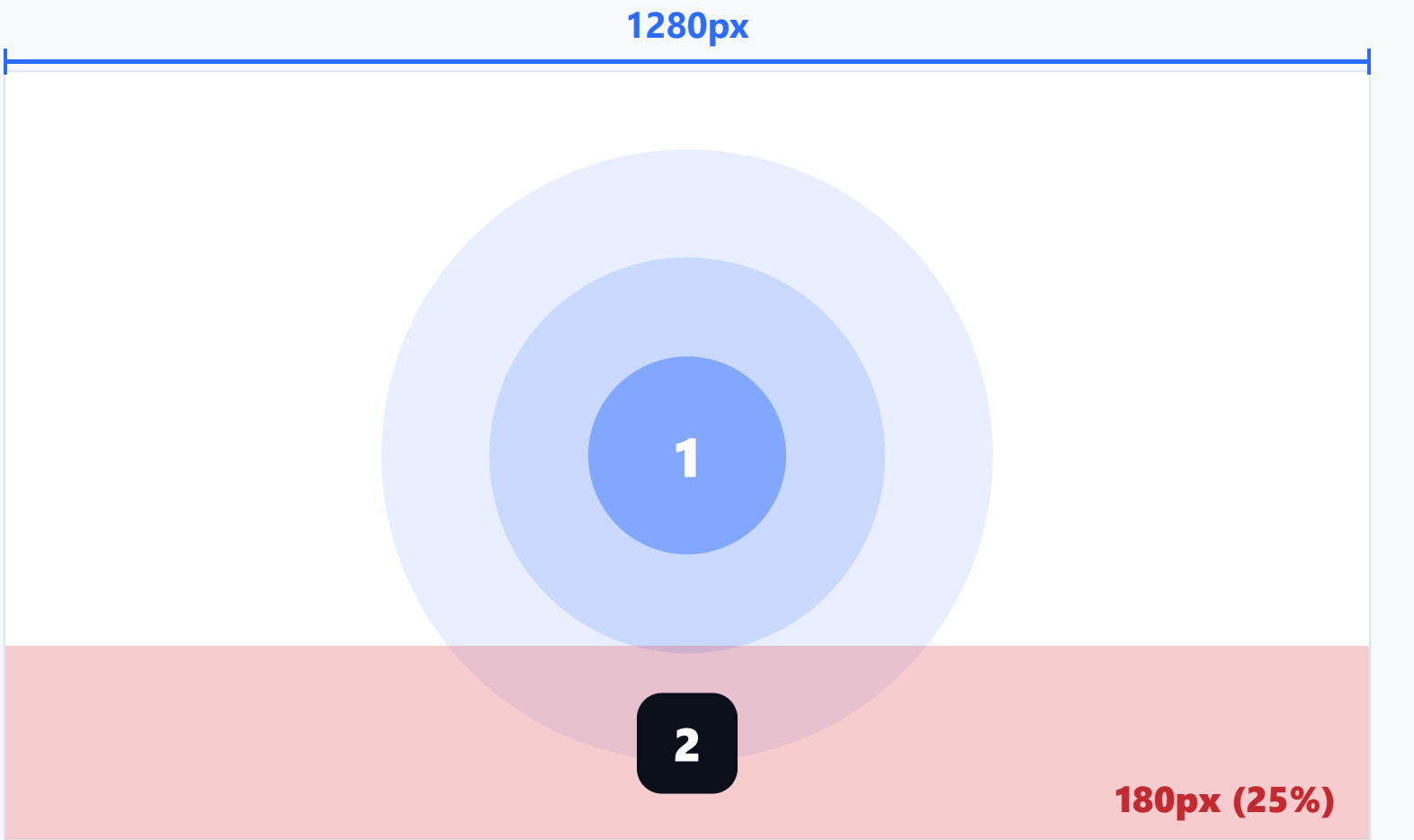
DO NOT



Transparent background — the theme bleeds through

Cover (Tile Art) Production Spec

The landscape image behind home and category tiles. On hover the tile switches to a live game preview — the cover is the static first impression.



Graphic placement area

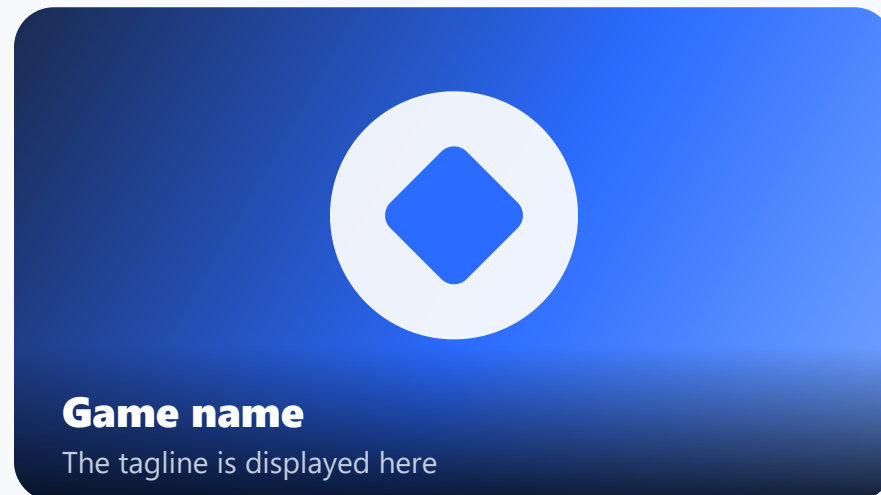
- ① Place the main graphic in the central area
- ② The bottom 25% is overlaid with the game name and tagline on a gradient — keep important elements out

Ratio	16:9
Size	1280×720px or larger
Format	PNG · JPG · WebP, 2MB or less
Recommended	Art based on actual game scenes

Cover Recommendations & Cautions

GOOD

Key scene centered — clear of the overlay

**DO NOT**

Bottom text — buried under the overlay

**1****Carry one strong scene from the game**

On mobile the cover renders at less than half size. The more text and detail, the less anything reads.

2**Logos and text go top or center**

The bottom gets clipped or washed out by the name overlay.

3**Avoid pure-white or pure-black flats**

The service renders in light and dark themes; in one of them the image boundary disappears.

4**No scenes that aren't in the game**

Exaggerated promotional art is grounds for rejection in review.

5**No season-limited content**

It becomes an image you have to keep replacing.

Text Listing

Name, tagline, and description are always displayed by the platform —
put them in the text fields, not in the images. Either Korean or English is enough; filling both improves exposure quality in each locale.

Field	Length	Where it appears
Game name	Up to 80 chars (30 recommended)	Everywhere — one line on tiles and lists
Tagline	Up to 160 chars	Tile bottom · lists · search results
Description	Up to 6,000 chars	Detail page · play-page info block

Registering & Replacing

01

Submit

Upload in the icon and cover steps of the submission wizard

tokenapps.io/submit

02

Replace

Owners can replace assets anytime after listing — applied instantly

tokenapps.io/me/apps

03

Docs

The latest version of this guide and all developer docs

tokenapps.io/dev/assets

Contact: cs@tokenpost.kr

End of document