

# Mobile App Guidelines

When planning, designing and implementing a mobile app, it's important to understand your strategic options. There are many ways to deliver content and tools to customers; however, mobile experiences come in two main varieties: web-based technologies and native mobile technologies.

## Web-Based Technologies

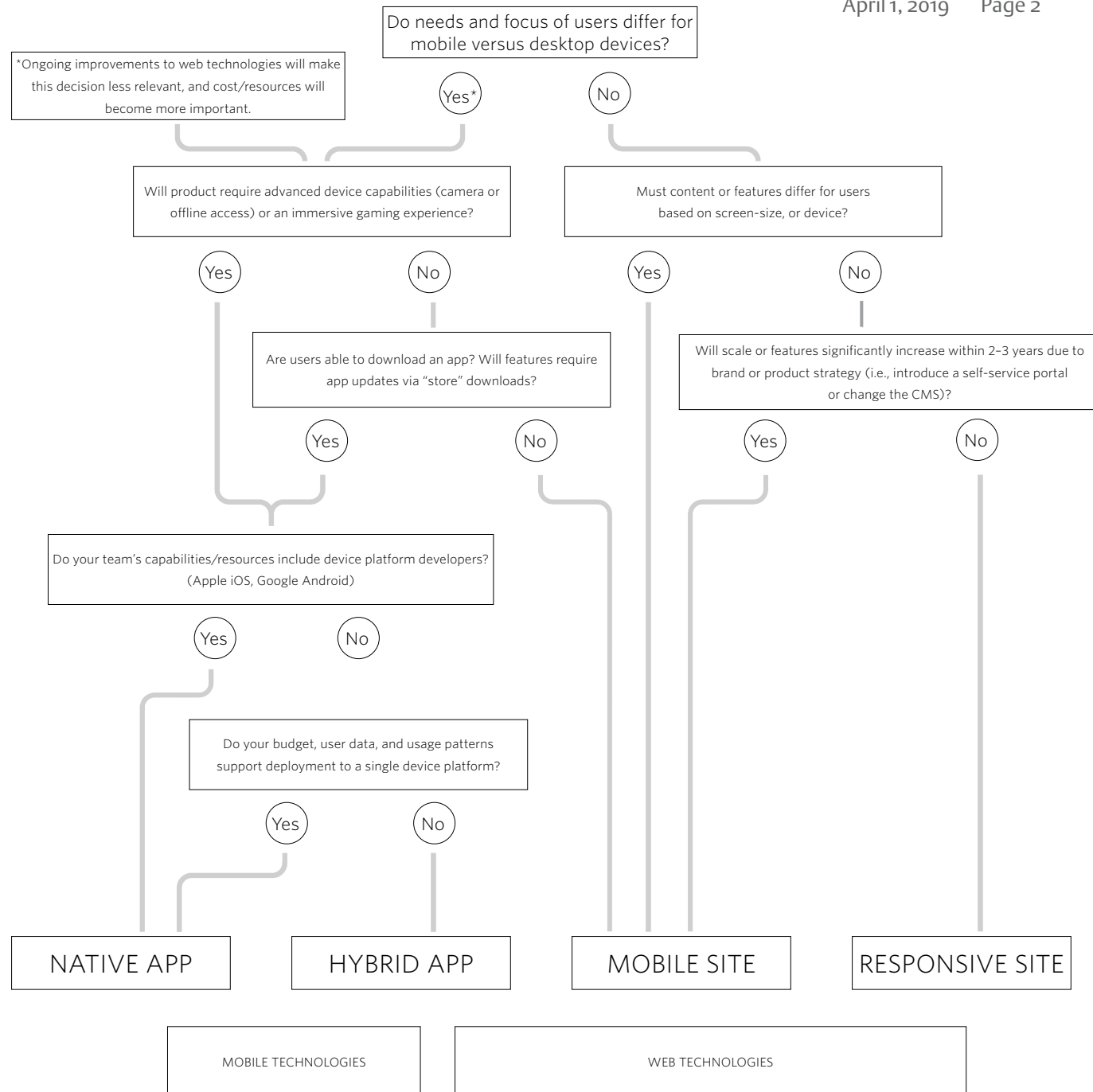
Depending on the needs of your app and customers, this option might be sufficient, especially with the emergence of Progressive Web Apps (PWA) that use HTML5 technologies to provide functionality typically associated with native mobile technology. Creating a PWA could be the best way to quickly reach, scale, and access customers while reducing cost.

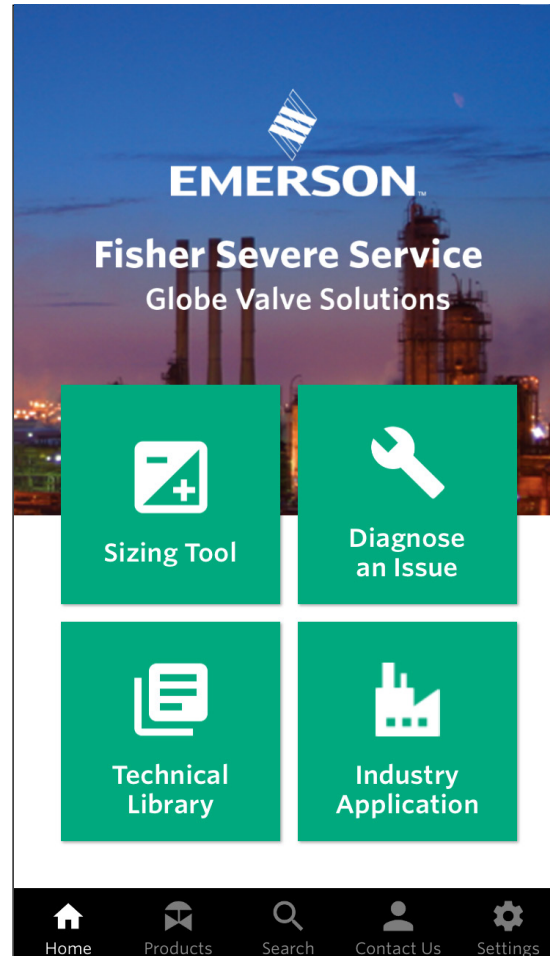
Web-based experiences deliver reach but often at the expense of performance or connectivity in certain browsers.

## Native Mobile Technologies

Native mobile technologies, or for the purposes of this guide "mobile apps," have the potential to be a more powerful tool for customers. More so than web technologies, these apps can deliver the most native experience to the operating system (e.g., Android), which helps to lessen the learning curve from app to app and allows the customer to focus on what they need to accomplish.

Native apps deliver rich experiences and integrate better with mobile hardware, offer better UI/UX, work offline, and use native location services.





**Persistent Option:** If you design your app with a persistent navigational header, place the Emerson brand mark in the middle of the navigation bar. Refer to the main Emerson brand guidelines to ensure you have the correct brand mark and application.

**Landing Page Option:** If you prefer to have user controls persistent at the bottom of your app, place the Emerson brand mark at the top of the first screen a user encounters.

**Landing Page Option:** In addition to the brand mark appearing on the first screen, add the brand mark to the top of the settings screen to reinforce the brand.

# Color Palette - In App

The color palette to the right is recommended for use inside of your app. Product brands and suites of apps may also use additional colors from the next page's palette when approved by the Digital Advisory Board.

<b>Emerson Green</b> HEX #00aa7e			
<b>Emerson Navy</b> HEX #004b8d			
<b>Gray</b> HEX #f0f0f0			
<b>White</b> HEX #ffffff			
<b>Search Blue</b> HEX #7b9baa	<b>Blue Gray</b> HEX #dee6ea	<b>Cool Gray</b> HEX #c4ced1	<b>Warm Gray</b> HEX #c0c0c0
<b>Rich Black</b> HEX #2d383f	<b>Off Black</b> HEX #101010	<b>Black</b> HEX #000000	<b>Red</b> HEX #d31245

# Color Palette - App Icon

The color palette to the right is recommended for use when designing elements of your app icon.

<b>Pantone® 288 C</b> C100   M67   Y0   K23 R0   G75   B141 HEX #004b8d	<b>Pantone® 877 C</b> C0   M0   Y0   K44 R159   G161   B164 HEX #9fa1a4		
<b>Pantone® 124 C</b> C0   M25   Y94   K0 R254   G192   B38 HEX #fec026	<b>Pantone® Rubine Red C</b> C4   M100   Y15   K0 R227   G10   B124 HEX #e30a7c	<b>Pantone® 7458 C</b> C57   M14   Y22   K0 R109   G178   B191 HEX #6db2bf	<b>Pantone® 382 C</b> C28   M0   Y92   K0 R195   G217   B65 HEX #c3d941
<b>Pantone® 7409 C</b> C0   M40   Y90   K0 R250   G166   B52 HEX #faa634	<b>Pantone® 240 C</b> C18   M94   Y0   K0 R202   G48   B146 HEX #ca3092	<b>Pantone® 313 C</b> C100   M0   Y10   K5 R0   G164   B210 HEX #00a4d2	<b>Pantone® 7489 C</b> C41   M0   Y78   K0 R160   G207   B103 HEX #a0cf67
<b>Pantone® 144 C</b> C0   M50   Y95   K0 R247   G148   B40 HEX #f79428	<b>Pantone® 2415 C</b> C33   M100   Y0   K4 R168   G28   B136 HEX #a81c88	<b>Pantone® 2995 C</b> C80   M7   Y0   K0 R0   G175   B233 HEX #00afe9	<b>Pantone® 363 C</b> C65   M0   Y100   K0 R98   G187   B70 HEX #62bb46
<b>Pantone® 7578 C</b> C5   M58   Y90   K5 R222   G125   B50 HEX #de7d32	<b>Pantone® 2603 C</b> C69   M100   Y0   K2 R110   G41   B141 HEX #6e298d	<b>Pantone® 279 C</b> C80   M30   Y0   K0 R0   G145   B208 HEX #0091d0	<b>Pantone® 3278 C</b> C95   M0   Y70   K0 R0   G170   B126 HEX #00aa7e
<b>Pantone® 200 C</b> C0   M100   Y63   K12 R211   G18   B69 HEX #d31245	<b>Pantone® 7685 C</b> C95   M68   Y0   K10 R0   G85   B157 HEX #00559d	<b>Pantone® 300 C</b> C100   M44   Y0   K0 R0   G121   B193 HEX #0079c1	<b>Pantone® 7726 C</b> C100   M0   Y90   K20 R0   G140   B79 HEX #008c4f

## Button / Link Color

This is how a [link](#) (color) appears on white.

**COLOR >**

**#COLOR >**

This is how a [link](#) (#ffffff) appears on color.

**#2D383F >**

**#FFFFFF >**

This is how a [link](#) (#ffffff) appears on black.

**#2D383F >**

**#FFFFFF >**

For native apps, use the default font options as noted to the right (San Francisco for iOS and Roboto for Android). For hybrid apps, Progressive Web Apps, or apps submitted to other app stores, use Google Noto Sans.

For information about creating a typographic scale with these fonts, please visit the following sites:

[Apple iOS Typography](#)

[Google Android Typography](#)

## Apple iOS San Francisco

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## Google Android Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

## Google Noto Sans (CS, KR, JP)

四五六七八九十百千上下左右中大小月日年

早木林山川土空田天生花草虫犬人名女男...

# App Icon - Placement of 'Emerson' in Your App Icon

Because of space constraints, the Emerson brand mark is not used in the app icon. Instead, use only the word Emerson at the top or bottom of the app icon, depending on the type of app being developed.

The word "EMERSON" should be in all caps and have spaces on all four sides, equal to the height of the Emerson letter "E." The brand mark should be Emerson blue (#004B8D) on a white (#FFFFFF) background, or white on the Emerson blue background.

❗ For the purposes of this document, the term "app icon" refers to the small picture or symbol that appears on a user's smart phone or tablet that can be clicked or tapped to launch the app.

❗ All outer strokes are for presentation purposes only. Do not design the app with a stroke applied.

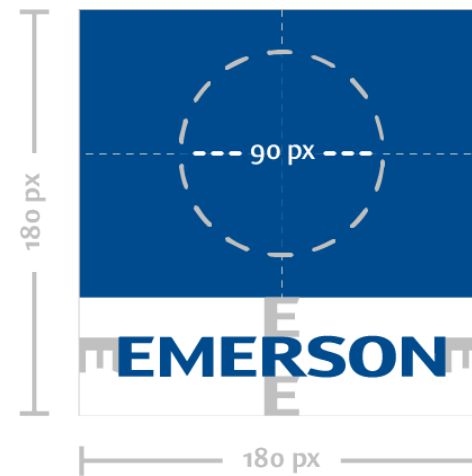




# App Icon - Placement and Specifications of Artwork

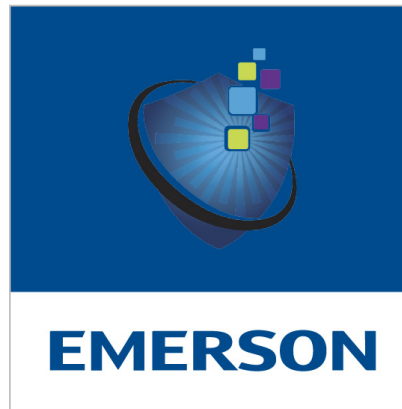
The preferred colorway is represented with the Emerson blue, with the Emerson blue brand mark placed atop a white strip. The app icon size should be 180px × 180px (60pt × 60pt @3x) and the artwork in the center constrained to 90 pixels. At least one of the sides of the center artwork should be 90px in either height or width.

**!** *All outer strokes are for presentation purposes only. Do not design the app icon with a stroke applied.*



# App Icon - Colorway Considerations

There are some instances when the blue background does not pair well with the app icon's artwork. In such cases, use the white colorway and place your artwork on top of that. The word Emerson is transposed in these cases to create better balance.



✘ Do not use the preferred colorway if the artwork is not readable on Emerson blue.



✔ Use the alternate colorway instead.

# App Icon Design - iOS

When designing app icons for iOS, keep the icon square. The iOS system will apply rounded corners automatically. Refer to the [Apple Design Guidelines](#) for sizing requirements for different placements of your app icon.



Designed



Displayed

[Android 8.0 guidelines](#) introduced adaptive app icons, and with it a smaller viewport to display app icons, which poses a challenge to lay out both the word “Emerson” and the suite or product brand in the same app icon. Therefore, for your Android app icons, the name of the suite or product brand may be removed from the app icon and moved to the title area below the app icon, as follows:

### For Suites

1. Keep “Emerson” in the app icon and change the app icon name to, for example, Plantweb Optics.

### For Approved Product Brands

2. Keep “Emerson” in the app icon and change the name to, for example, RIDGID Level.

**IMPORTANT NOTE:** If your product brand has brand equity and high name recognition, please ask the Digital Advisory Board for an exception to keep your product brand name in your Android app icon. For example, if approved, the app icon for RIDGID Level would still maintain the word RIDGID within the app icon.



#### Designed

Both layers must be sized at 108 x 108 dp.

#### Designed

The inner 72 x 72 dp of the icon appears within the masked viewport.



#### Displayed



#### Remaining Adaptive Icon Options

# App Icon Design Exceptions - App Suites

When you have a suite of apps, place the unifying title at the bottom of the app icon and Emerson at the top, as displayed below. The app icon's supporting image is placed in between the suite title and Emerson. This approach allows the reader of the app icon to scan from top to bottom and read the app icon as:

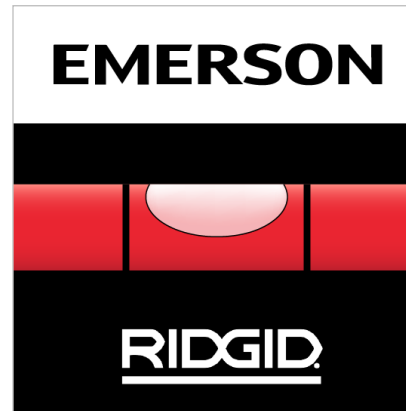
1. Emerson
2. Plantweb
3. Optics

Refer to the "App Icon Design - Android" section for required alterations if you are creating a suite of apps for Android. In this case, "Plantweb" is removed from the icon and added to the title (e.g., "Plantweb Optics").



When you have a product brand that was approved for an exception by the Digital Advisory Board, place Emerson at the top of the app icon and the product brand at the bottom of the icon, as displayed to the right. The main image (or icon) is placed between the two.

Refer to the “Icon Design - Android” section for required alterations.



**Emerson Representation:** Adjust the color of the Emerson word mark (within guidelines) to more closely match the product brand colors.

**Product Brand Representation:** Place artwork here; follow web iconography guidelines as appropriate to your app or product brand. Use main brand colors for artwork. Place logo at the bottom.

Level

## “Unified” App Icon Style ( iOS)

Use this style for Pan-Emerson apps and platform apps that span multiple product brands.



[Title Here]

## App Icon- Product Suite ( iOS)

Use this style for suites of apps and families of apps that share a unifying name or artwork. Examples include Plantweb and DeltaV app suites.



Optics



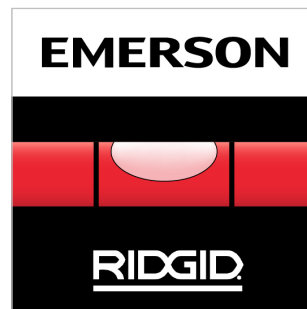
Insights



Advisor

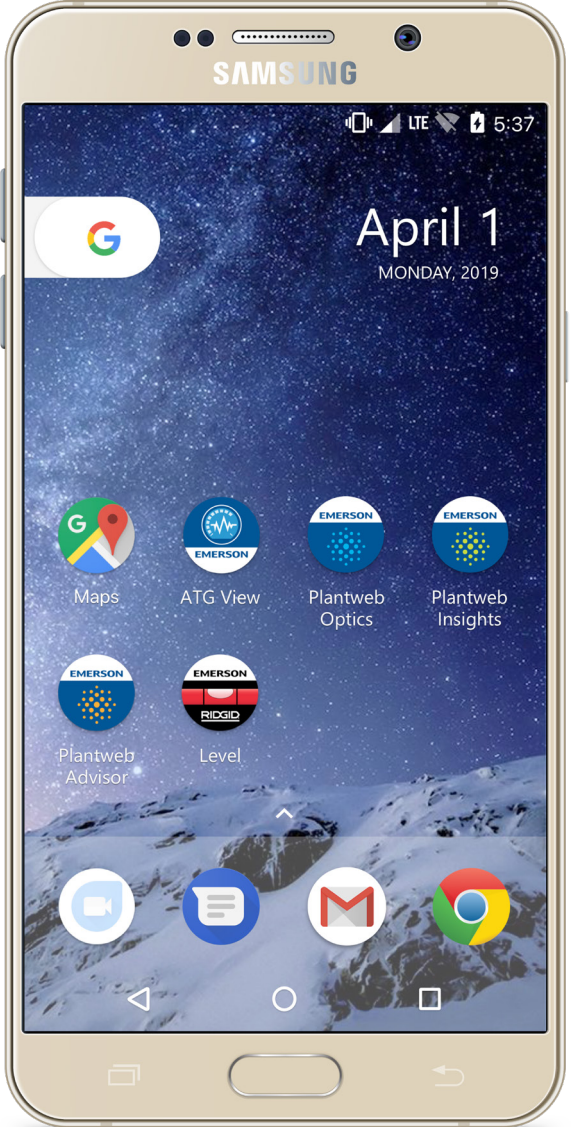
## App Icon-Approved Product Brand ( iOS)

Use this style to showcase a product brand while still establishing a strong relationship with Emerson.



Level

# App Icon Design - *In Situ* iPhone & Android Display





Naming your app involves two considerations: how it will appear in app stores and on a user's device.

## Your App's Name in the App Stores

- Be distinctive and avoid generic terms in your title. Apple allows a maximum of 30 characters in your title, while Google increased its limit to 50.
- Include a subtitle to explain your app's value.
- Include 1-3 keywords based on keyword research.
- Use your product brand as the first word in your title when it helps distinguish it from other apps.

## Your App's Name on the User's Device

While your app store name needs to be unique, the name under the icon does not. It does, however, need to be short and appropriately descriptive.

- For most iOS devices, 10-12 characters is the max (usually 10 for one word and 12 for two words).
- Most Android devices allow up to 22 characters, spread over two rows.
- For iOS devices, omit product brand name, non-essential words or words that appear elsewhere in the icon. For example, these names could be changed from:
  - *Rosemount Instrument Advisor* to *Advisor*
  - *Rosemount Library* to *Library*
  - *Emerson CoolTools* to *CoolTools*
  - *Sensi Thermostat*

As noted in the “Naming Conventions for Your Apps” section, use your product brand’s name at the front of the app’s title within the app stores when it helps to distinguish it from other apps with similar names or functionality.

## **Other Considerations and Exceptions:**

- Reference your product brand on the app’s “home” or “landing” page. A good example is the Fisher Severe Service app (see page 3).
- On Apple iOS, approved product brands can place their name at the top of the app icon. Space constraints on Android require that the product brand name gets moved below the icon and added to the title .
- The following product brands may have latitude in including their names on an app icon.
  - Sensi
  - RIDGID
  - InSinkErator
  - Greenlee
- Other product brands should consult with the Digital Advisory Board for approval if they wish to more prominently feature their product brand on an app icon.

There are several methods by which a mobile app can be published and distributed to customers or company employees. For example, in some cases it might be more appropriate to make an app available to all audiences and provide gating via a user account within the app. Or, for specific and more private needs, platforms also provide enterprise or alternative-distribution models for proprietary applications.

## App Stores

Both Apple (iOS, App Store) and Google (Android, Google Play) have commercial public stores to market and distribute mobile apps. Though depth of information and criteria differ from platform to platform, both Apple iOS and Google Android have “checklists” that need to be followed before submitting an app and before approval is granted. These items should be taken into consideration in preparation and launch of your app to ensure the release isn’t met with additional delays or challenges.

*Insight: Apple specifically checks against “copycat” apps submitted to their store. So do some checking against competitors and other relevant “parallel apps” to ensure there are enough differentiating factors.*

App Store Review Guidelines, Section 4.1-Copycats: “Come up with your own ideas. We know you have them, so make yours come to life. Don’t simply copy the latest popular app on the App Store, or make some minor changes to another app’s name or UI and pass it off as your own. In addition to risking an

intellectual property infringement claim, it makes the App Store harder to navigate and just isn’t fair to your fellow developers.”

## Enterprise

For enterprise distribution of mobile apps, Emerson uses AirWatch. For more information, please contact your mobile app program leader and AirWatch representative.

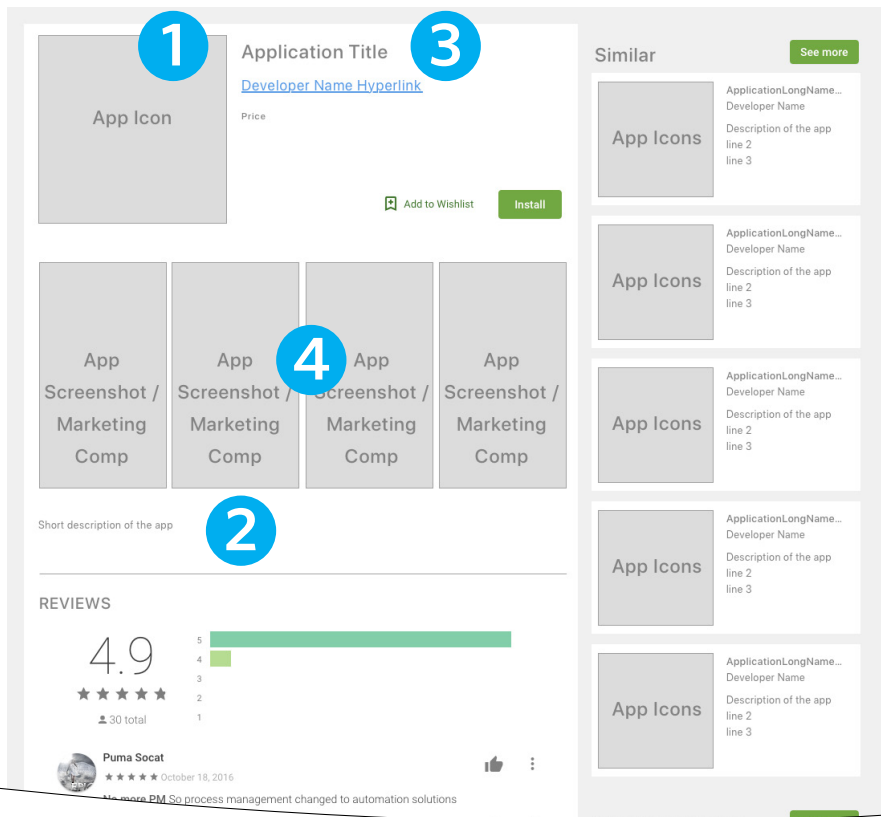
## Progressive Web Apps

For PWAs, you do not need to publish your apps through an app store or an enterprise-level vendor. You will need a unique URL for your PWA. Users will not be able to find your app in the app stores, but pages in the app can be indexed by search engines and can run on mobile and desktop screens.

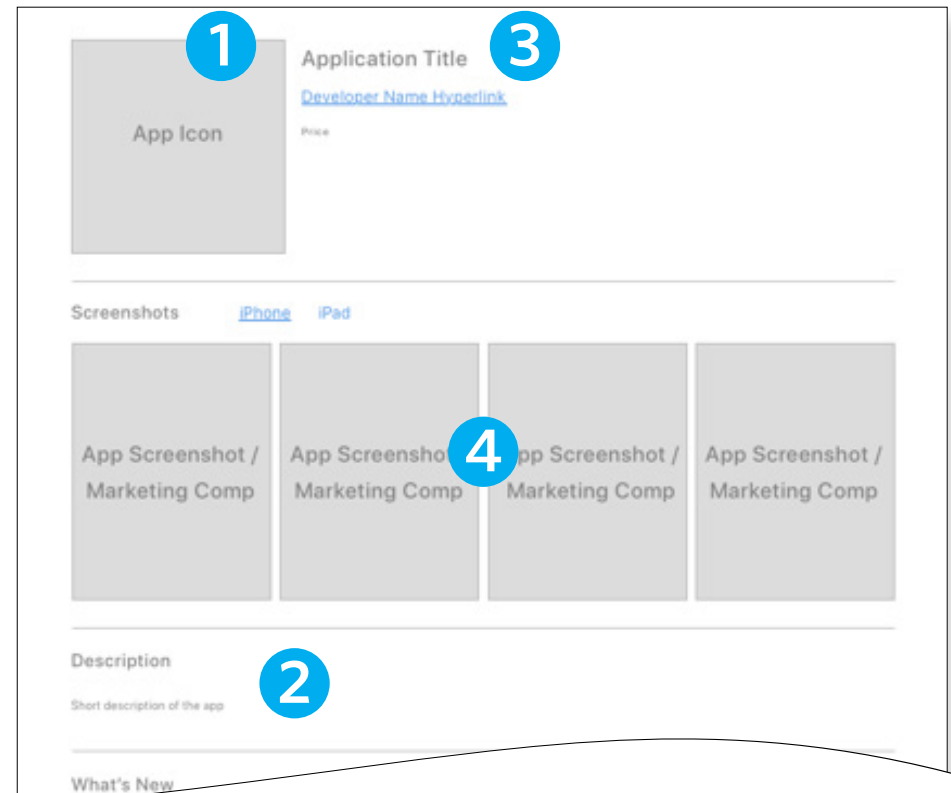
# Anatomy of a Mobile App Store Page

1. App Icon and Name
2. Description
3. Developer Name - all apps should be released from a single developer account per platform (Automation Solutions and Commercial & Residential Solutions). Because of Apple App Store policies, “Emerson Process Management” remains the accepted/approved name for Automation Solutions in that store.
4. App Screenshots and In-Situation Marketing Spread  
Focus on expressing the value of the app within these images before a customer continues with installing — consider this a pre-step in the onboarding process

## GOOGLE PLAY



## APPLE APP STORE

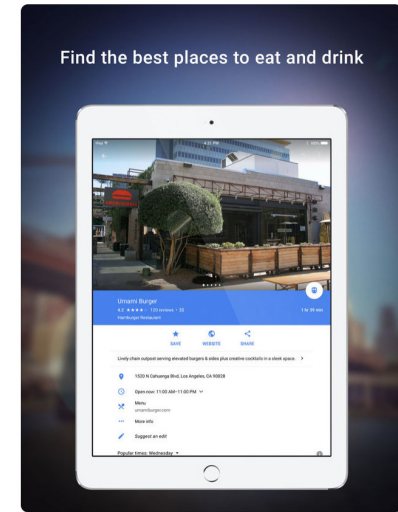
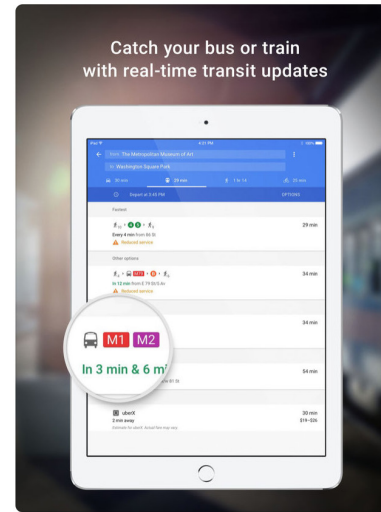
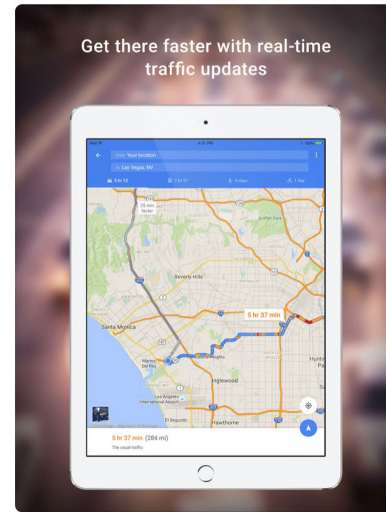


# Examples of Good App Preview Screens

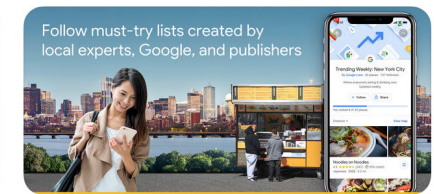
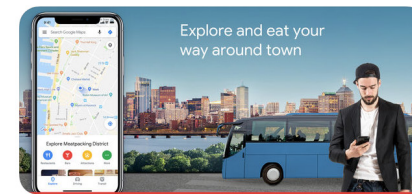
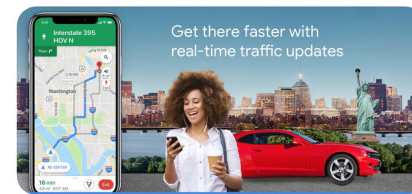
These examples are all:

- Highly visual
- Contextual to their purpose
- Using real screen shots
- Explaining the app's value proposition

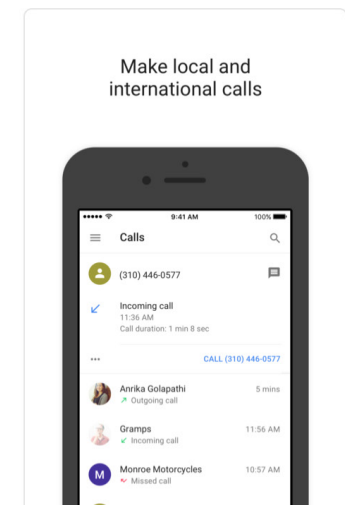
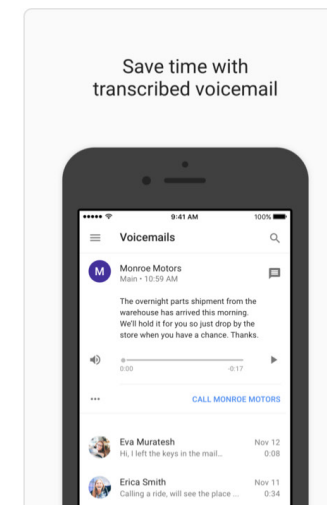
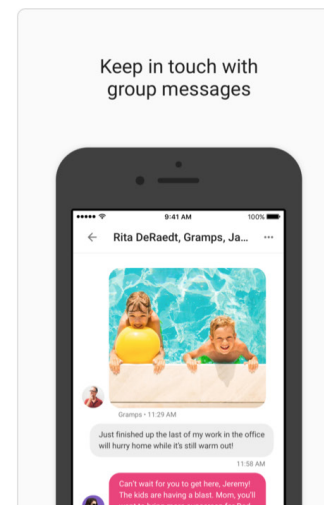
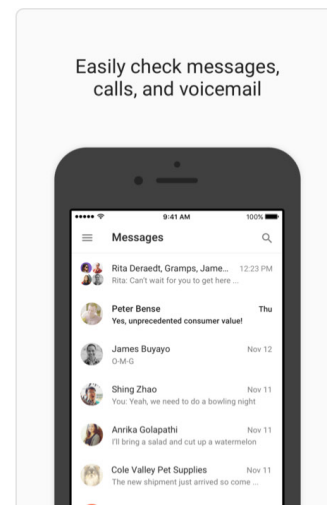
## Screenshots [iPhone](#) [iPad](#) [iMessage](#)



## Screenshots [iPhone](#) [iPad](#) [iMessage](#)



## Screenshots [iPhone](#) [iPad](#)



# Popular App Stores in China and India

## China

TENCENT MyApp store  
<http://android.myapp.com>

360 Mobile Assistant  
<http://zhushou.360.cn/>

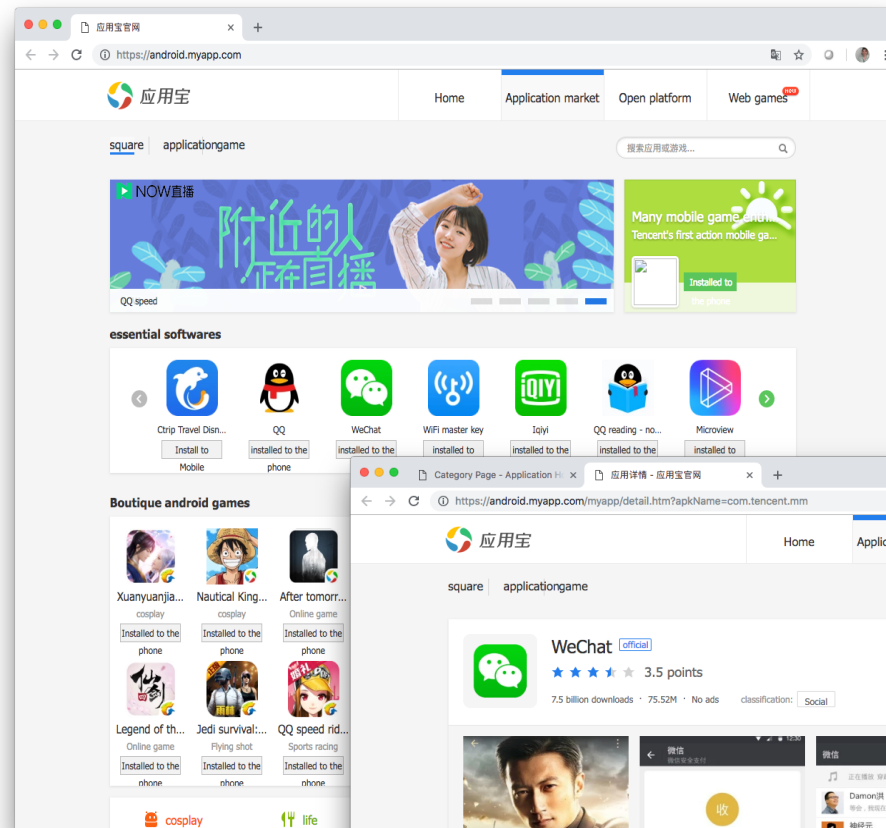
The Huawei App Gallery  
<http://appstore.huawei.com/>

## India

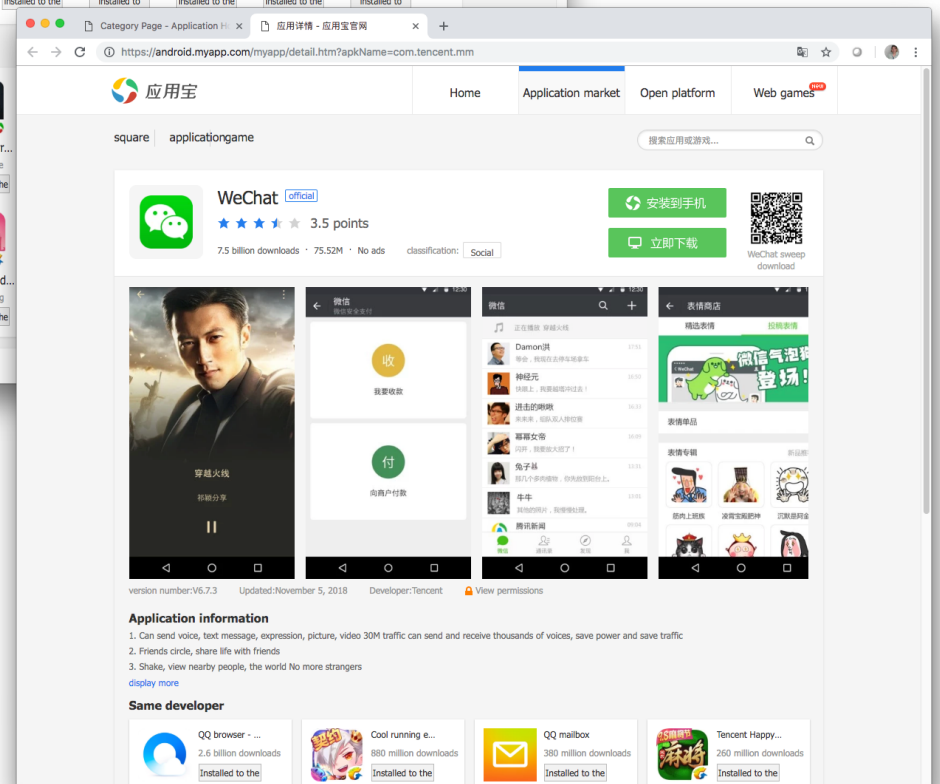
Airtel App Central  
<https://www.airtel.in/myairtelapp/>

Mobango  
<https://www.mobango.com/>

GetJar  
<https://www.getjar.com/>



TENCENT'S MYAPP  
HOMEPAGE



TENCENT'S MYAPP SEARCH RESULTS PAGE