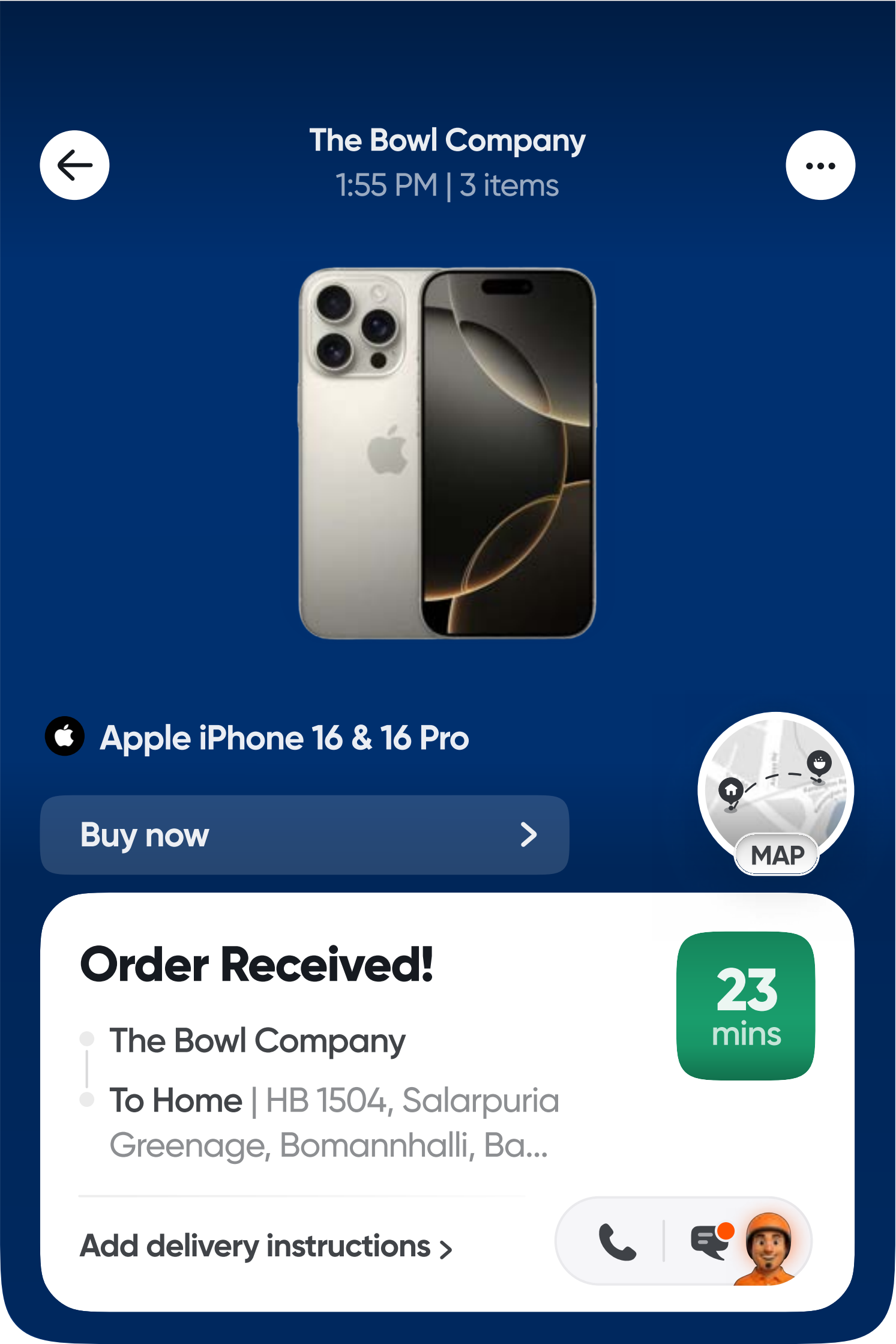


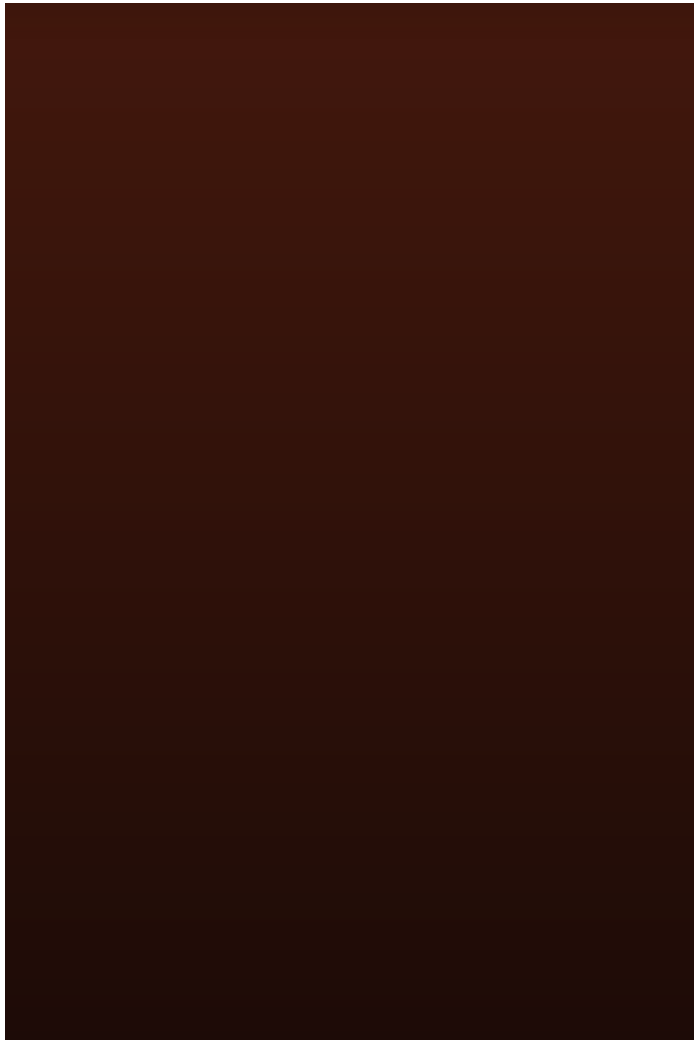
DESIGN GUIDELINES 2.0

Immersive AD on Track screen

Updated on Mar 2026

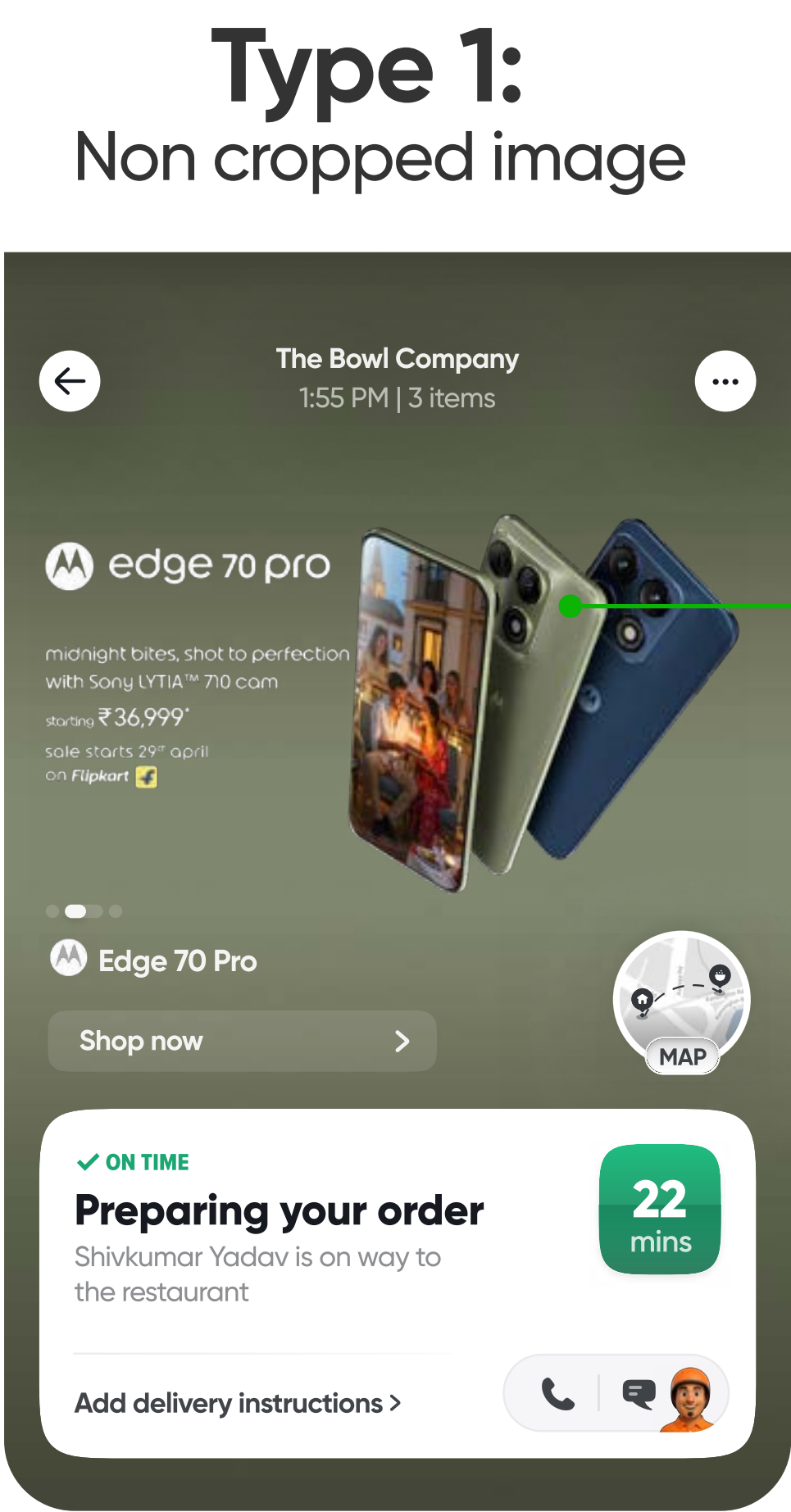


1. Hero Image asset (image)
2. Dark BG (image)
3. Logo (image)
4. Title, CTA (text)

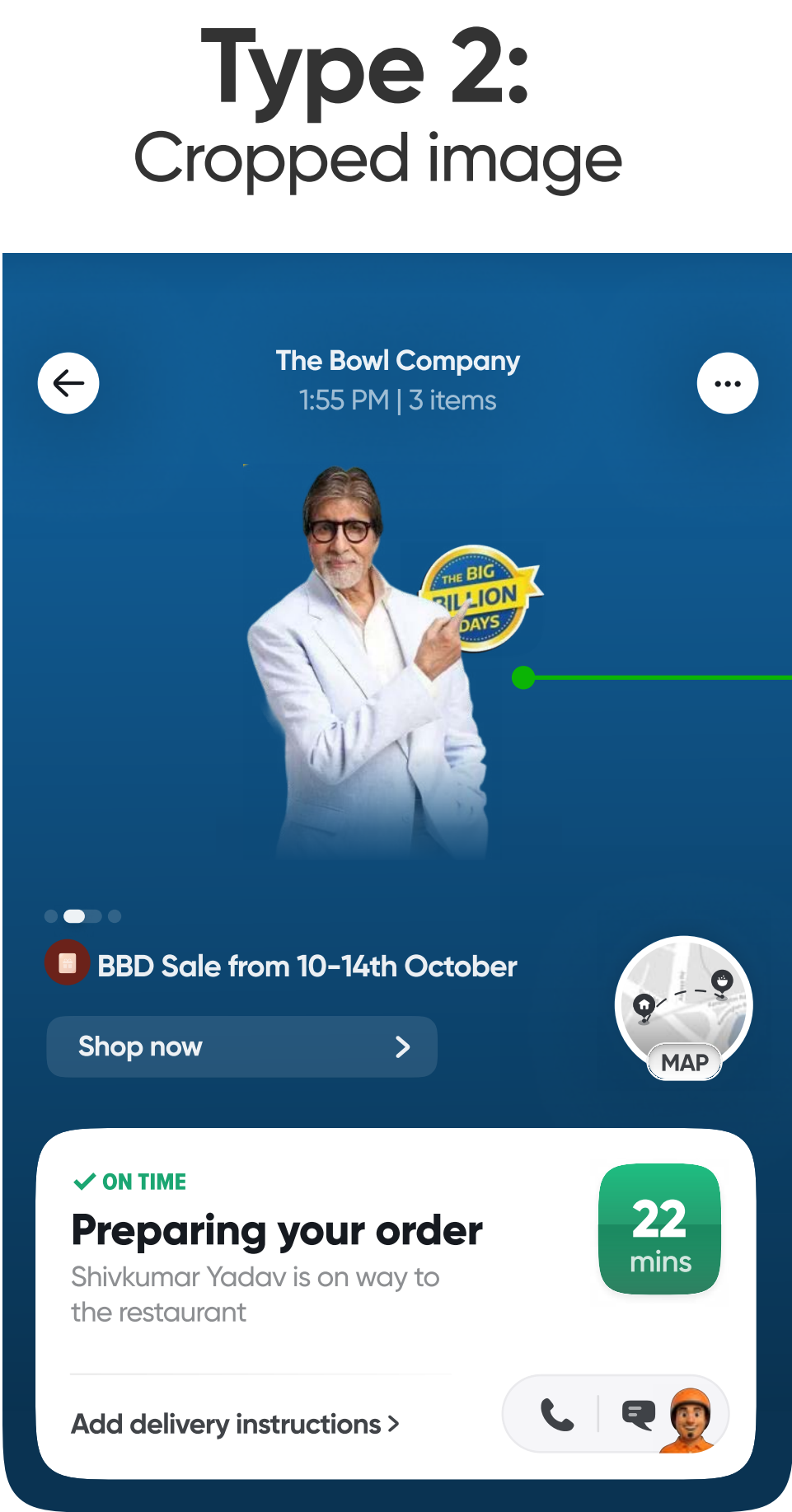


Title: Apple iPhone 16 & 16 Pro

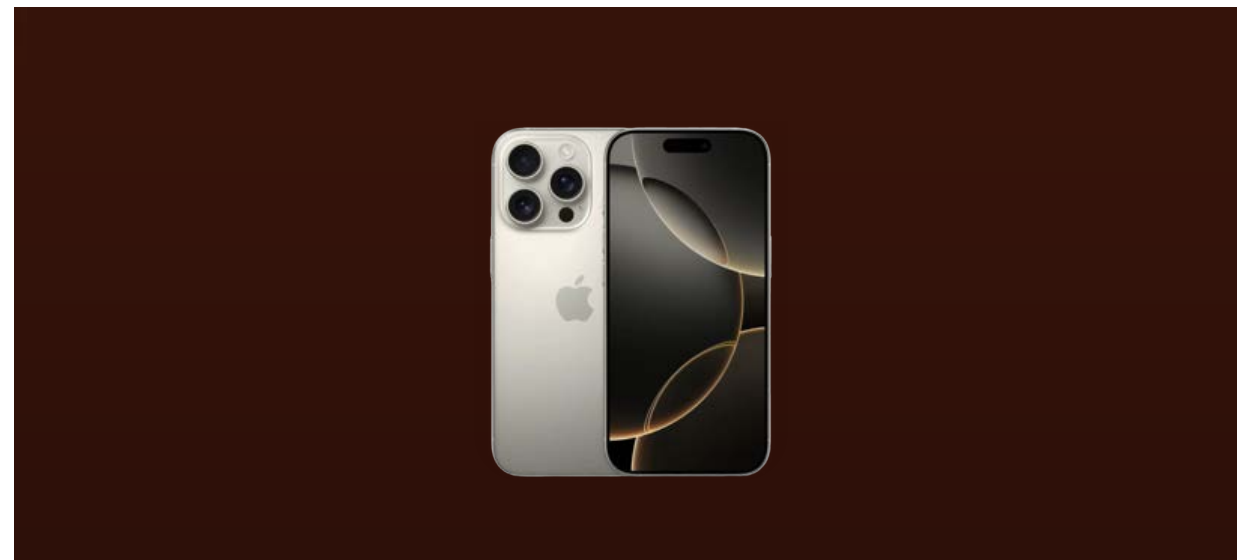
CTA: Buy now



- 1. Full image visible**
Hero image should be placed in center
(Recommended style)



- 2. Image is cropped in bottom**
Linear gradient needs to be added over cropped image at the bottom



Hero image design

- Hero image should be provided as a transparent image
- It should be high resolution

✓ Accepted



All images are cutouts
without background

✗ Not accepted



Background is
not allowed



Low resolution
images not allowed

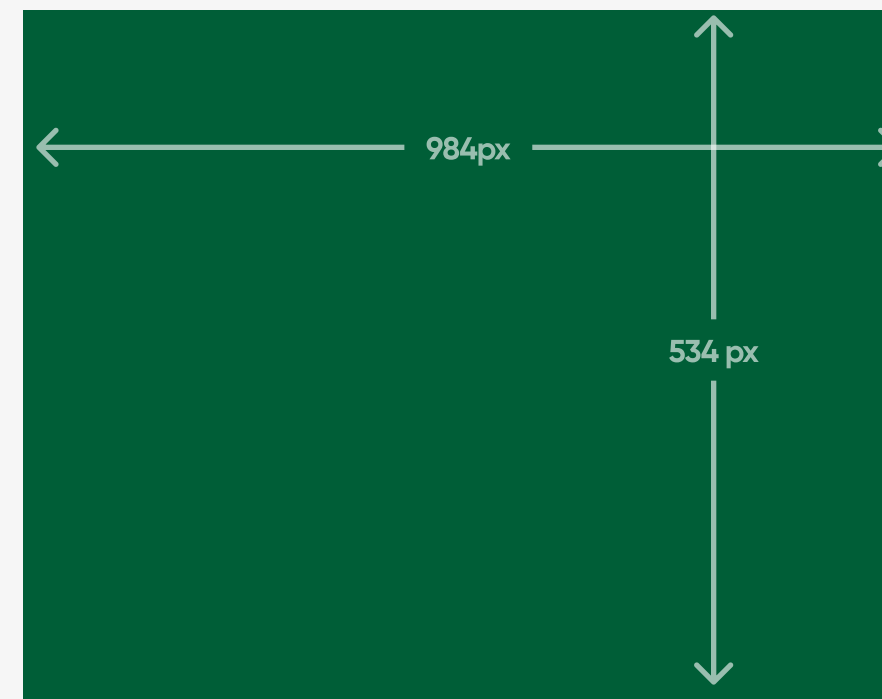
Type 1 Hero image: Size

05

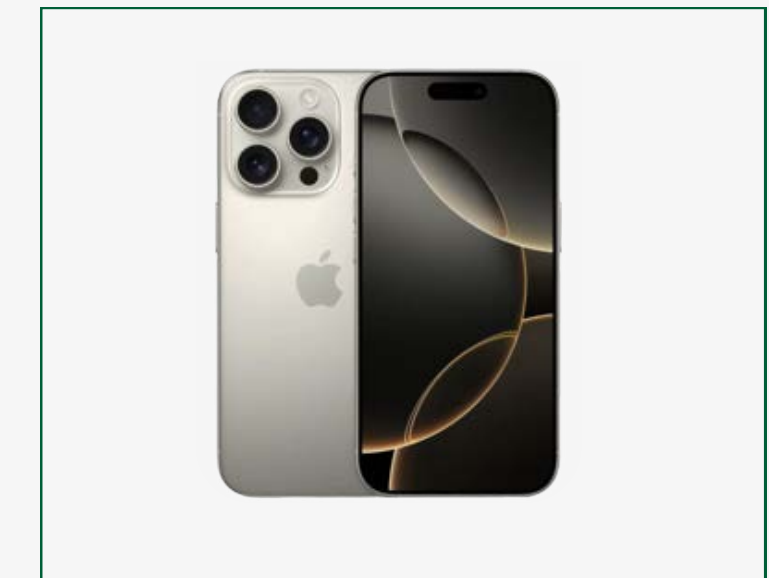
Immersive Design Guidelines



Bg asset



Foreground image



Gradient is not needed at bottom when full image is used



Gradient is needed at the bottom when cropped image is used



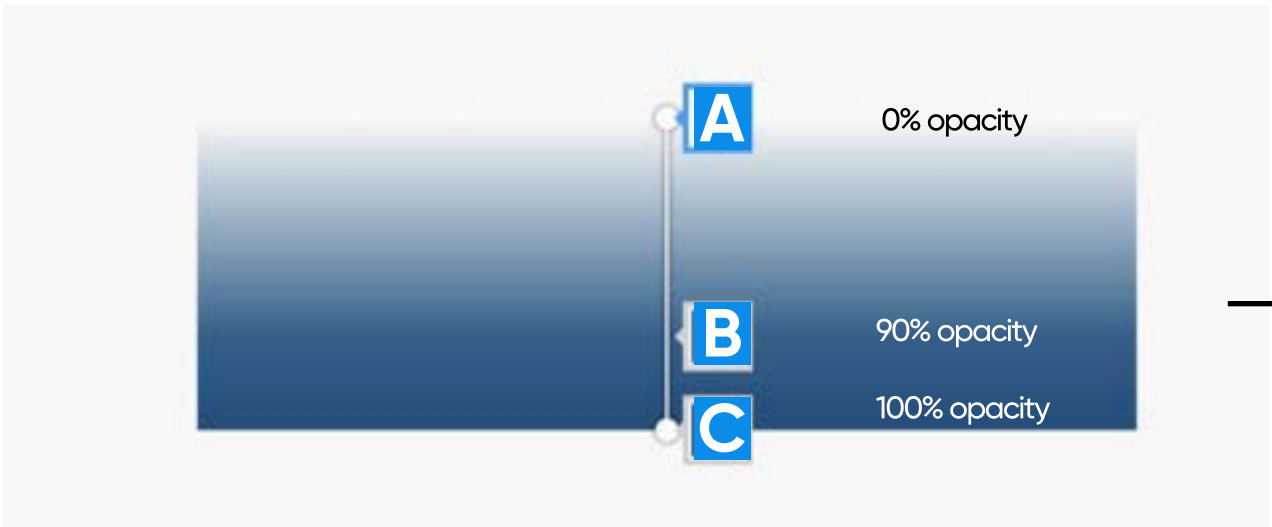
Hero image design

- Add a gradient over cropped image
- No background on this image
- It should be high resolution



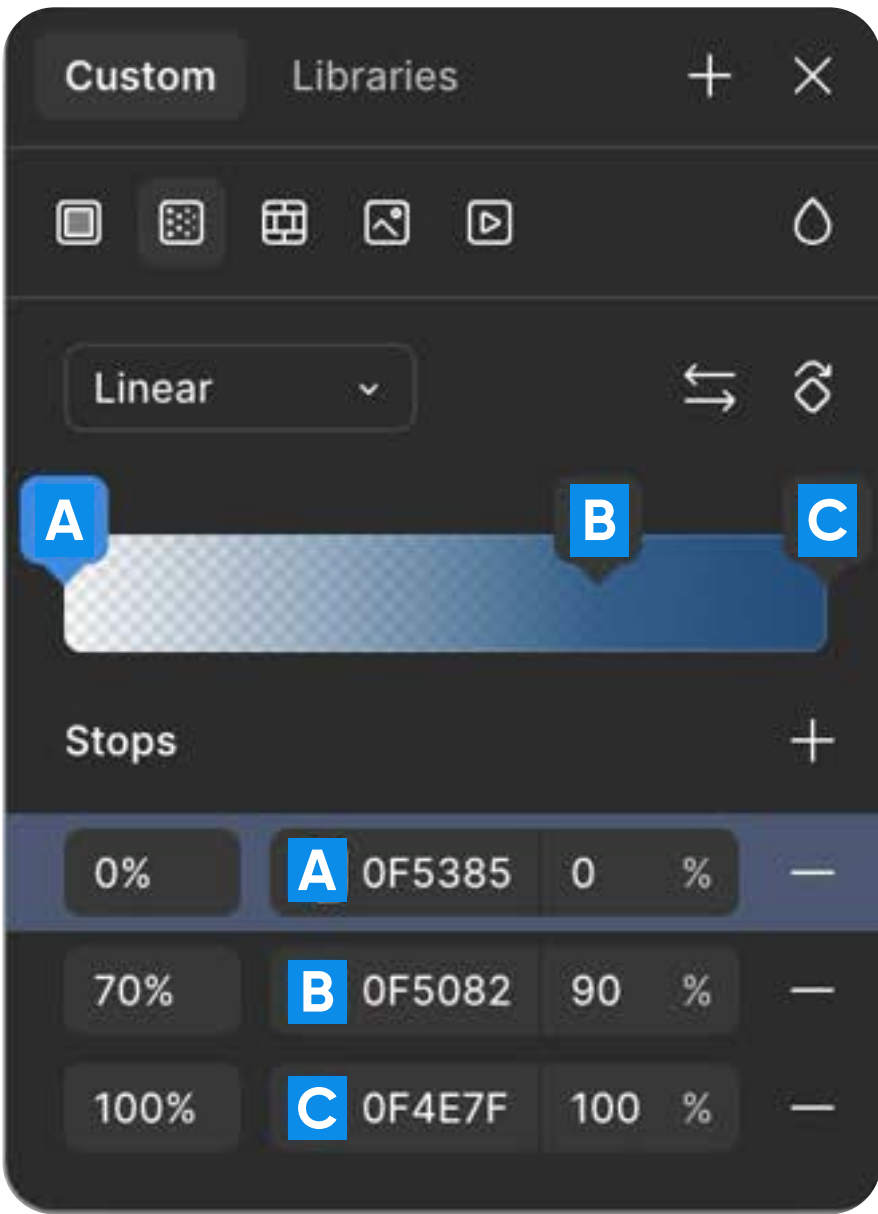
Gradient dimensions

Hero image asset can be upto 900px, but height of linear gradient will always be 300px



Linear gradient

- Made using same color of solid background
- Made up of 3 markers:
 - A: 0% opacity, at 0% position
 - B: 90% opacity, at 70% position
 - B: 100% opacity, at 100% position



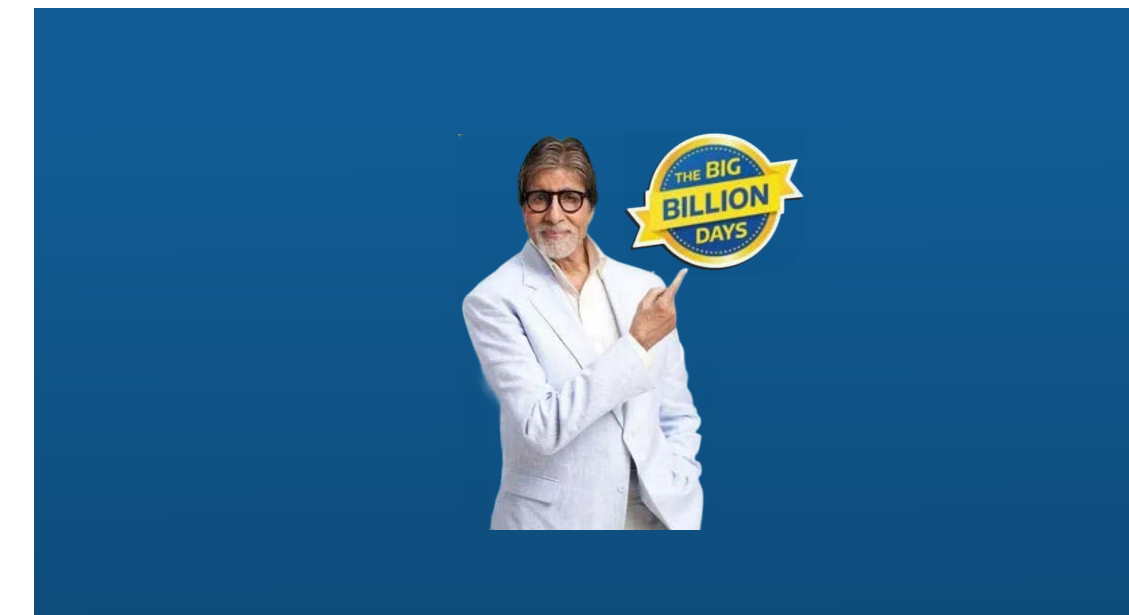
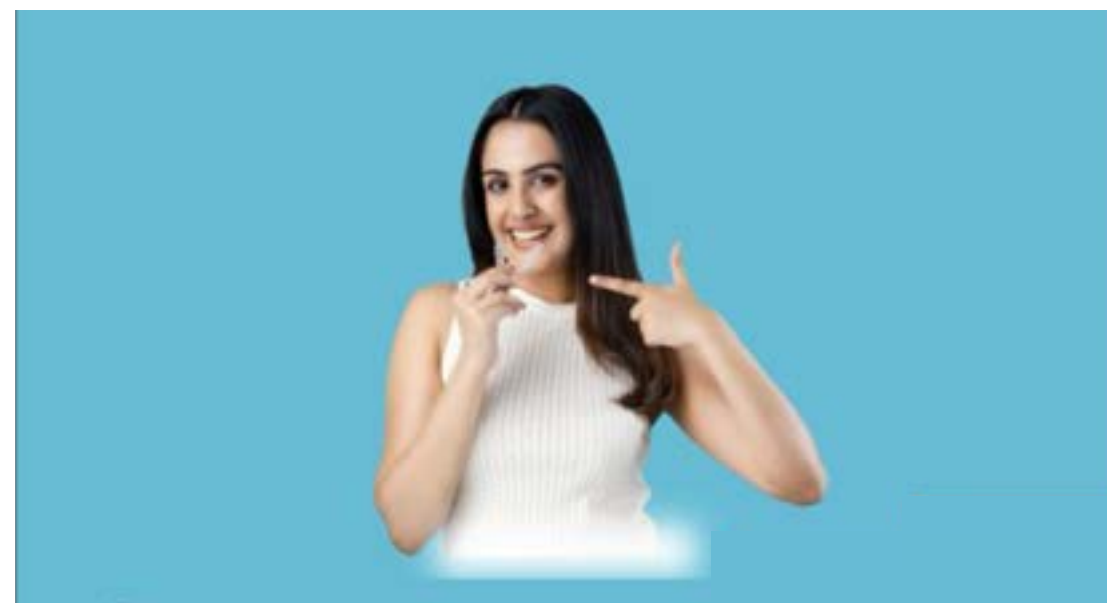
Gradient marker position at 0%, 70% & 100%

Hero image type 2 designs

✓ Accepted



✗ Not accepted



Sharp ended

✓ Accepted



All are dark coloured background which have black gradient overlay in the bottom as per guidelines

✗ Not accepted



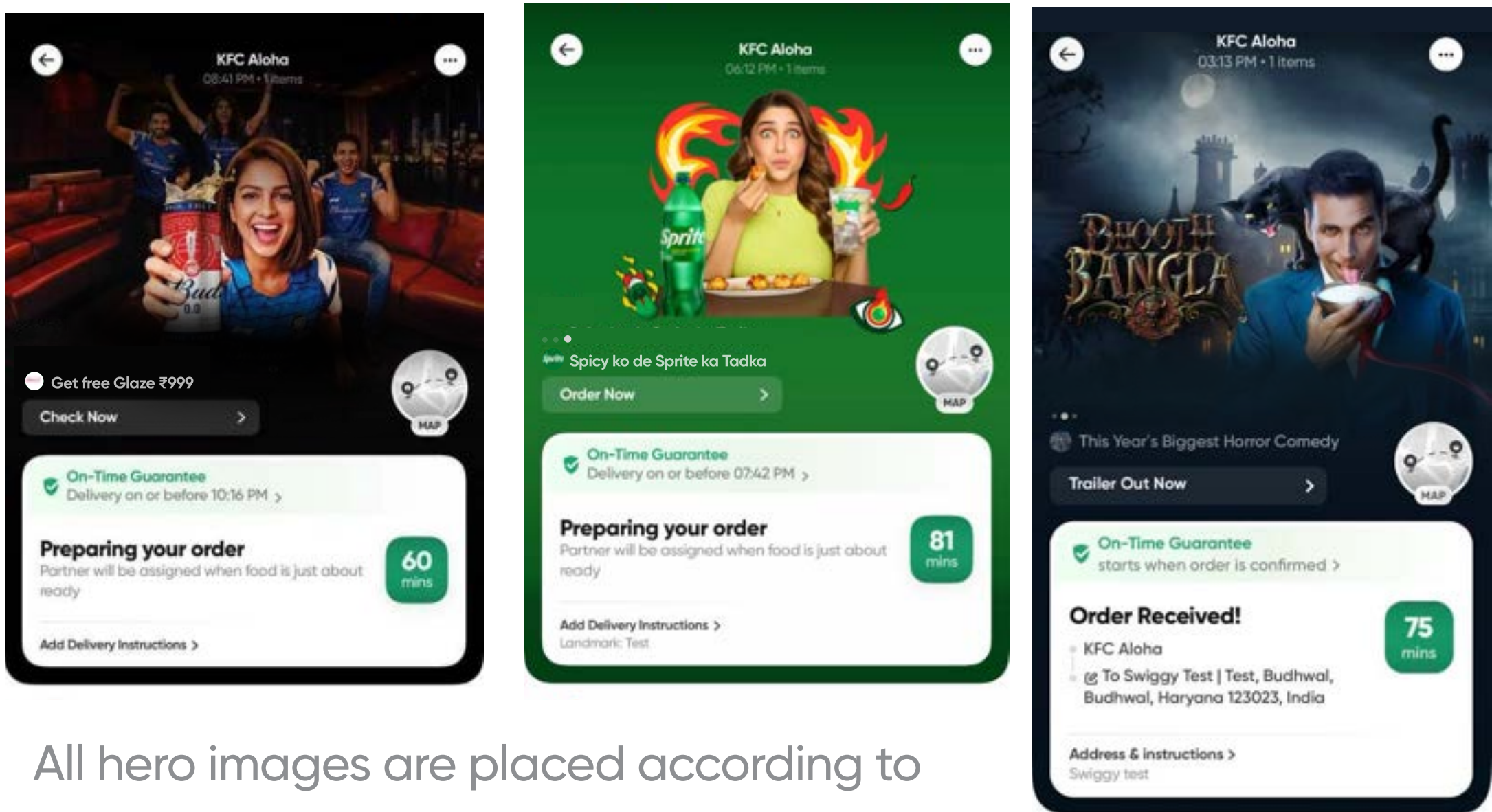
light color not allowed

pattern not allowed, only color allowed

content, images, etc not allowed

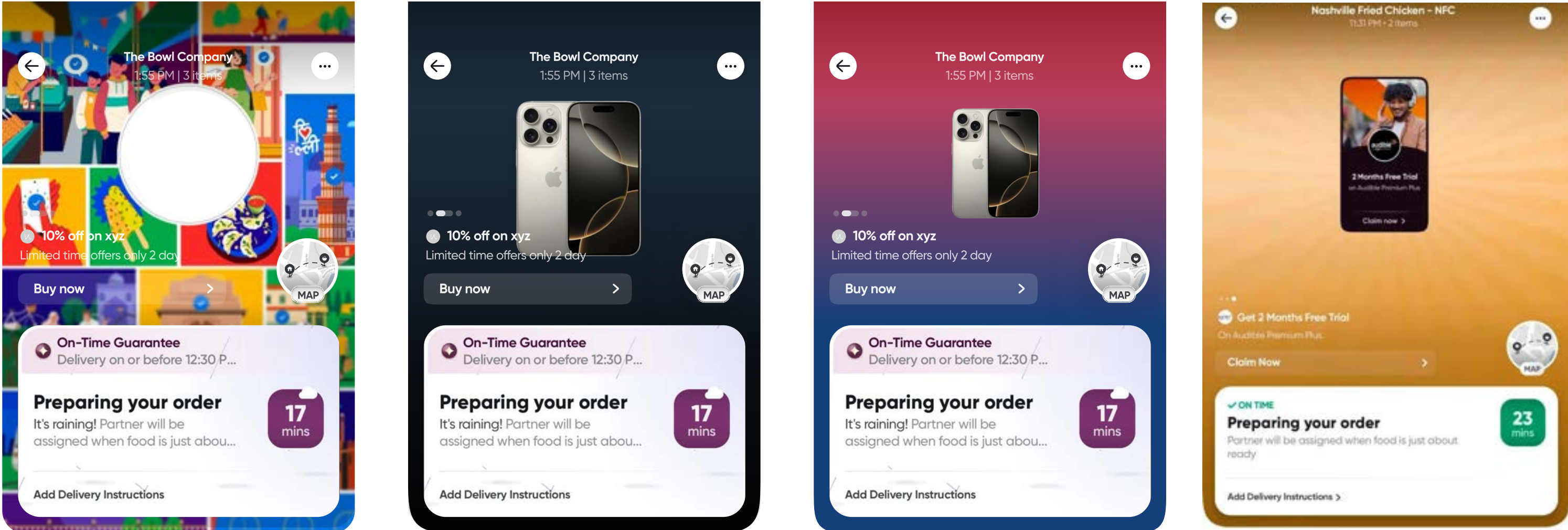
Only black gradient is allowed at the bottom as an overlay

Accepted



All hero images are placed according to guidelines, backgrounds are dark colored, gradient added over cropped hero image

Not accepted



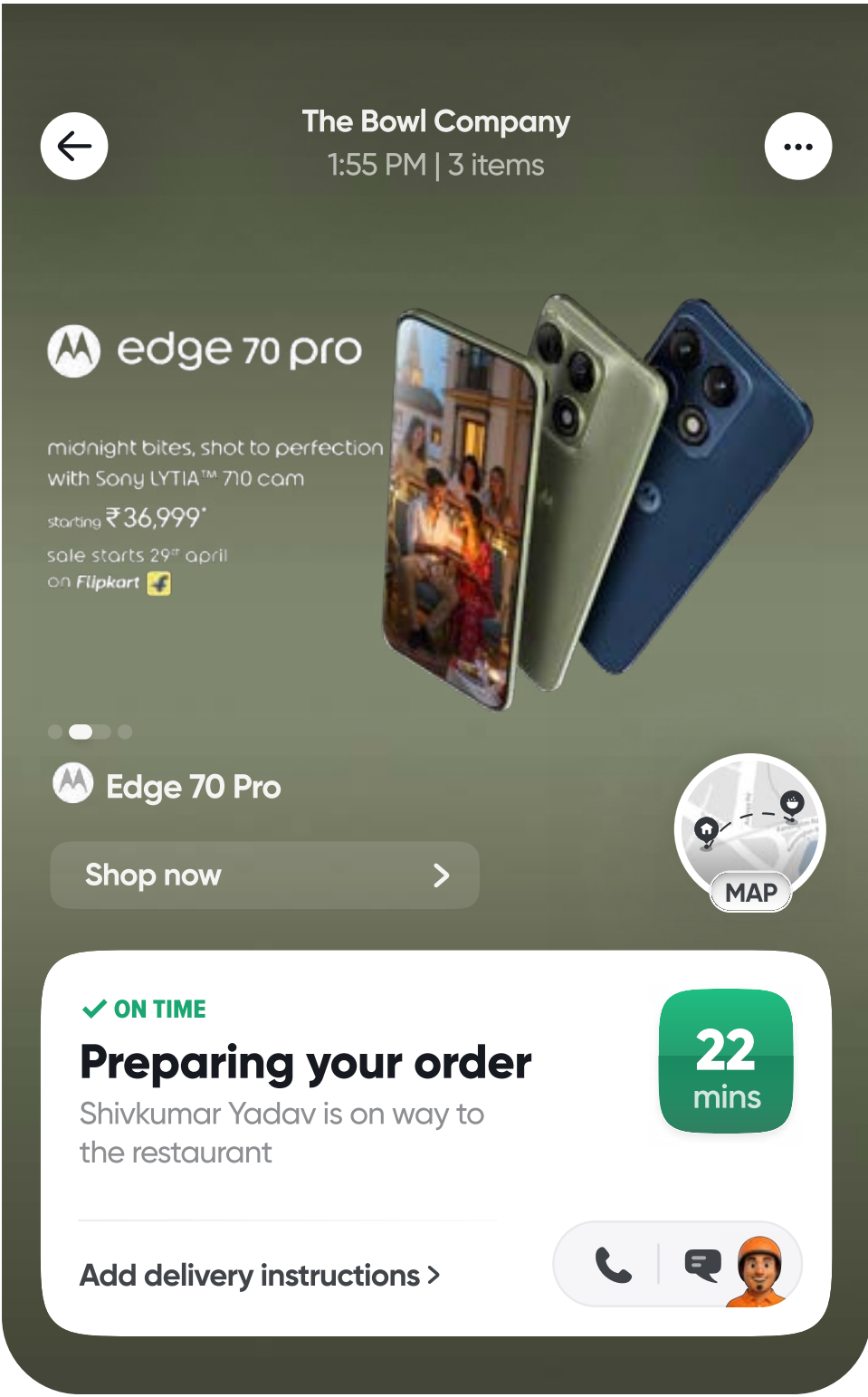
- Pattern not allowed in bg
- bottom dark gradient also missing

The hero asset is very big & overlaps with text, which is not allowed

2 different colors in gradient not allowed

Light colored BG not allowed

For trackscreen version 1



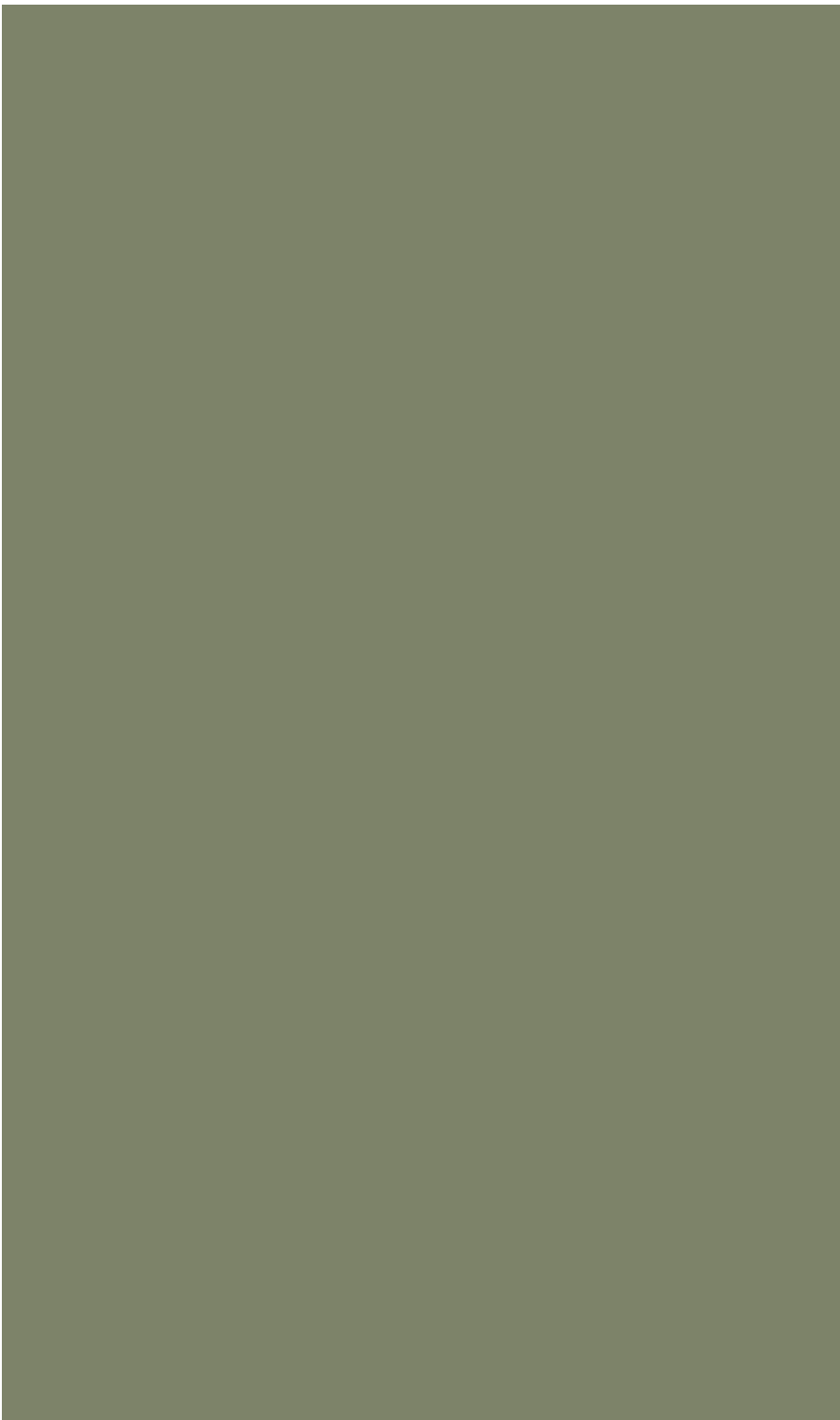
Hero image (in foreground)



Needs to be transparent
(no color in background, as background color will come from this bg asset)

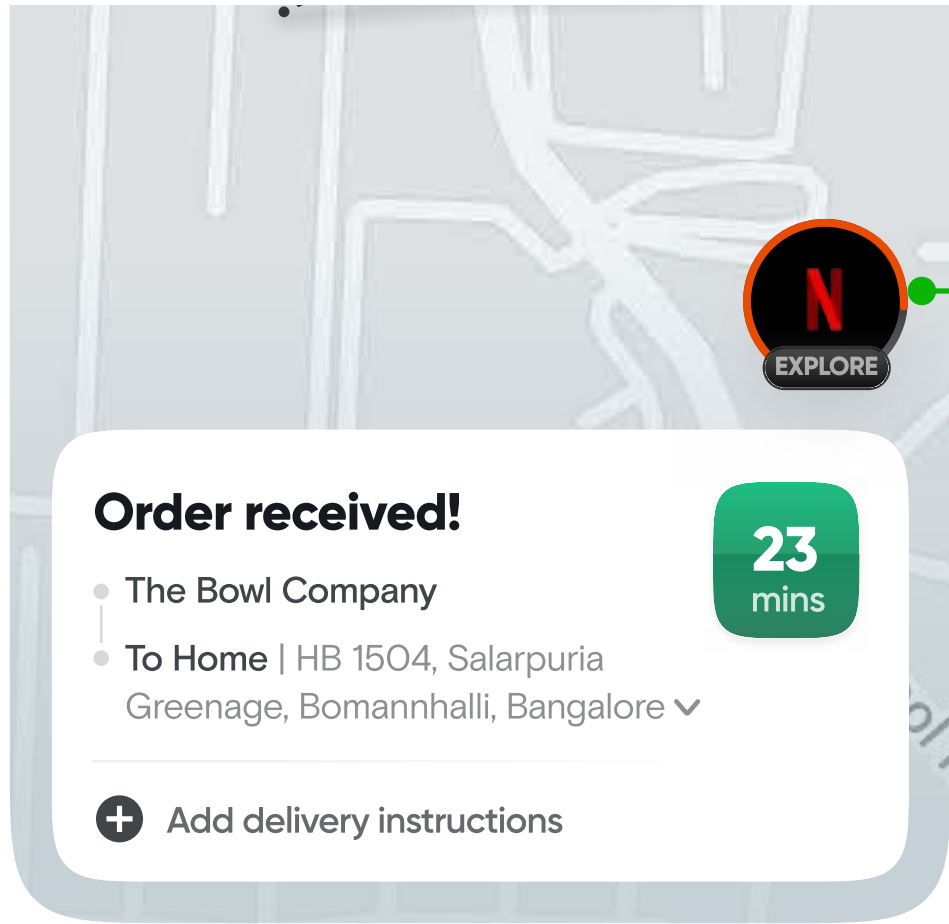
Export asset in size:
984 x 534

Background asset



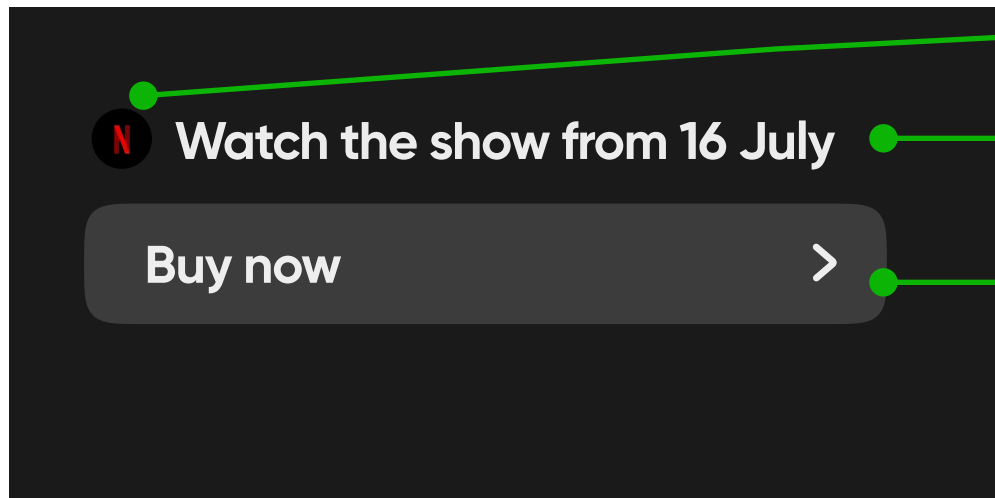
Export asset in size:
1080x 2034

Logo & asset guidelines for Trackscreen version 1



Logo will be used here

Dimension = 800x800 px



Logo will be used here also

Title (40 char)

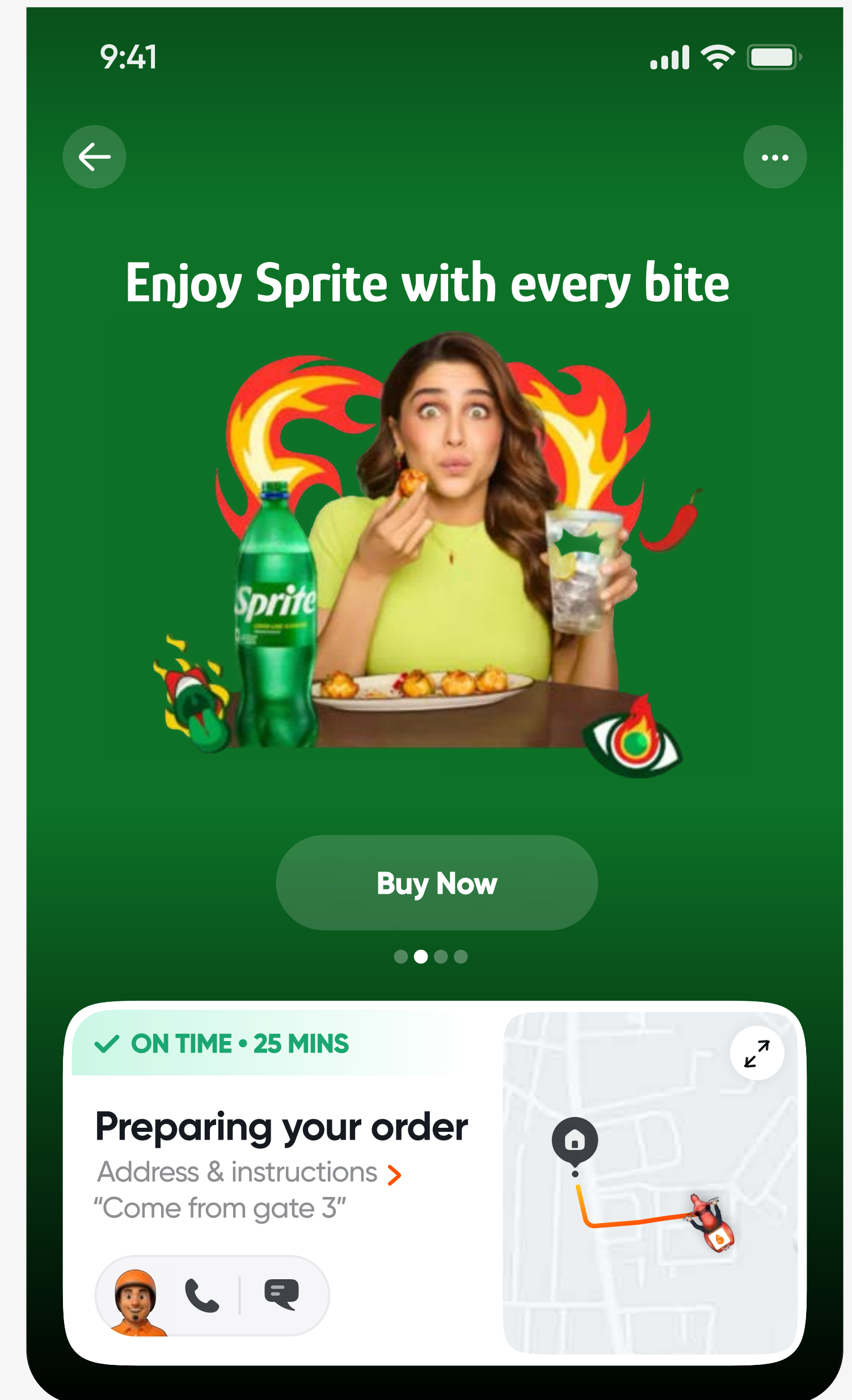
Button text (18 char)

DESIGN GUIDELINES 2.0

Immersive Video AD

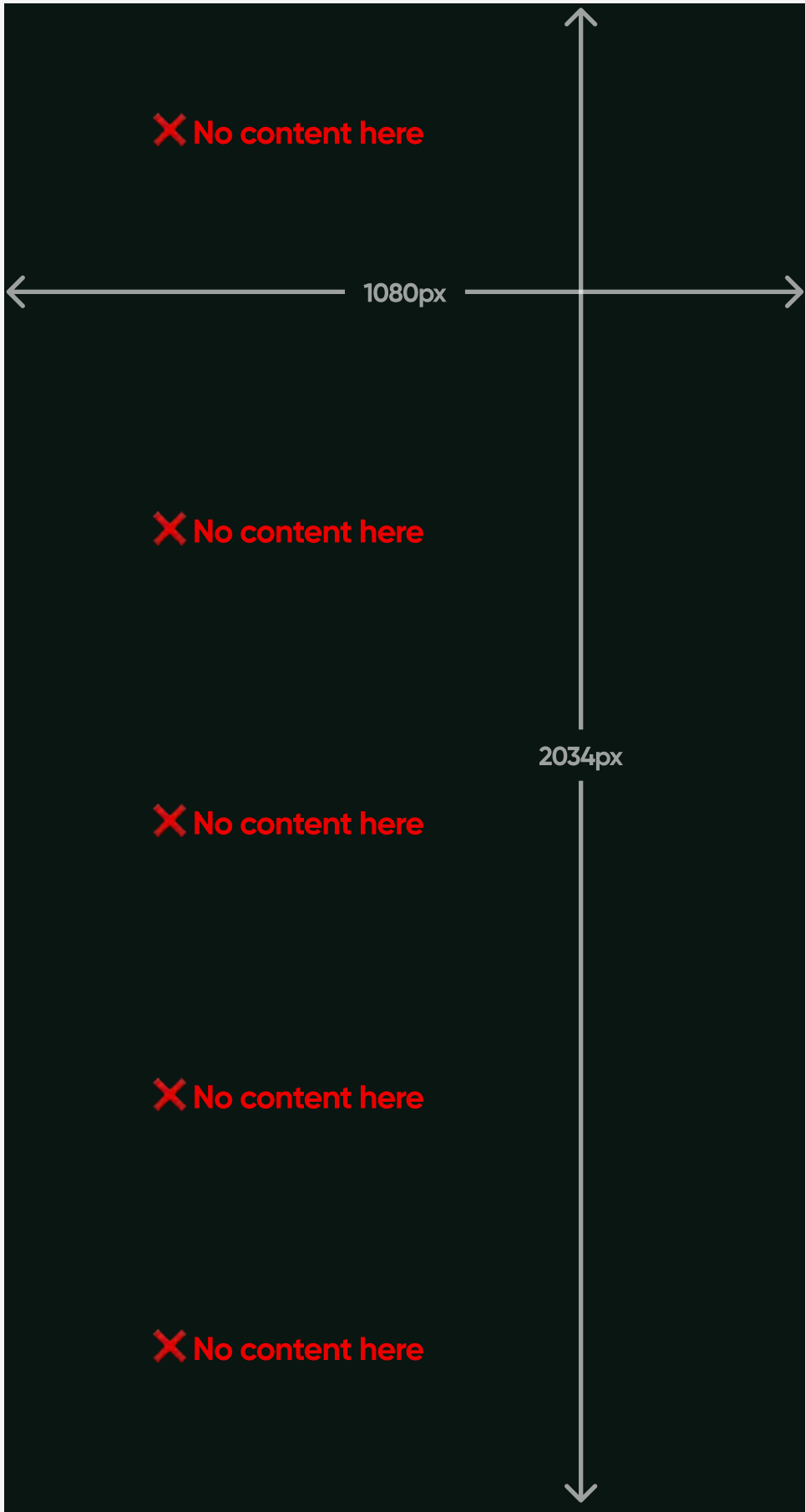
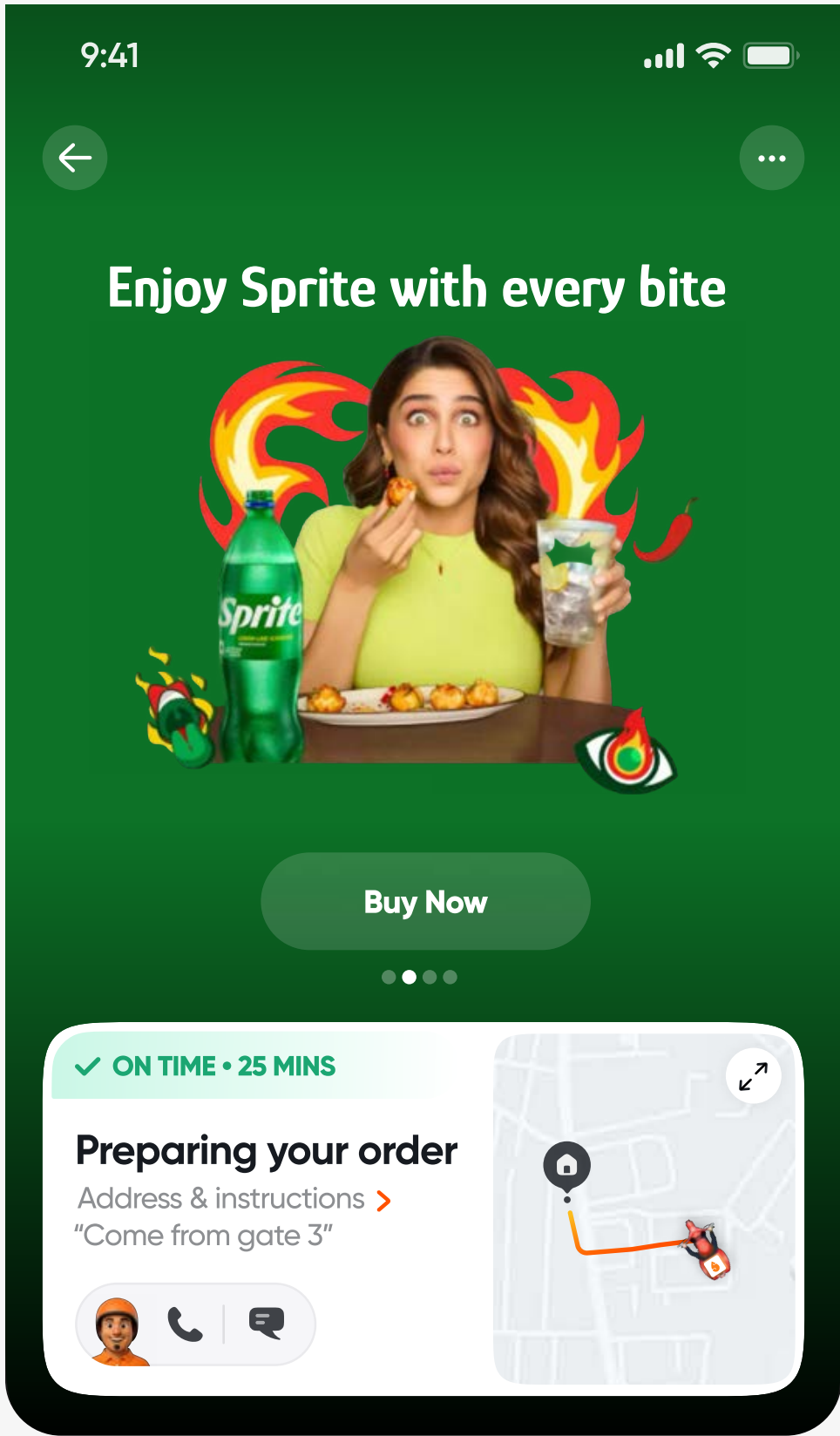
Track screen version 2

Updated on Mary 2026

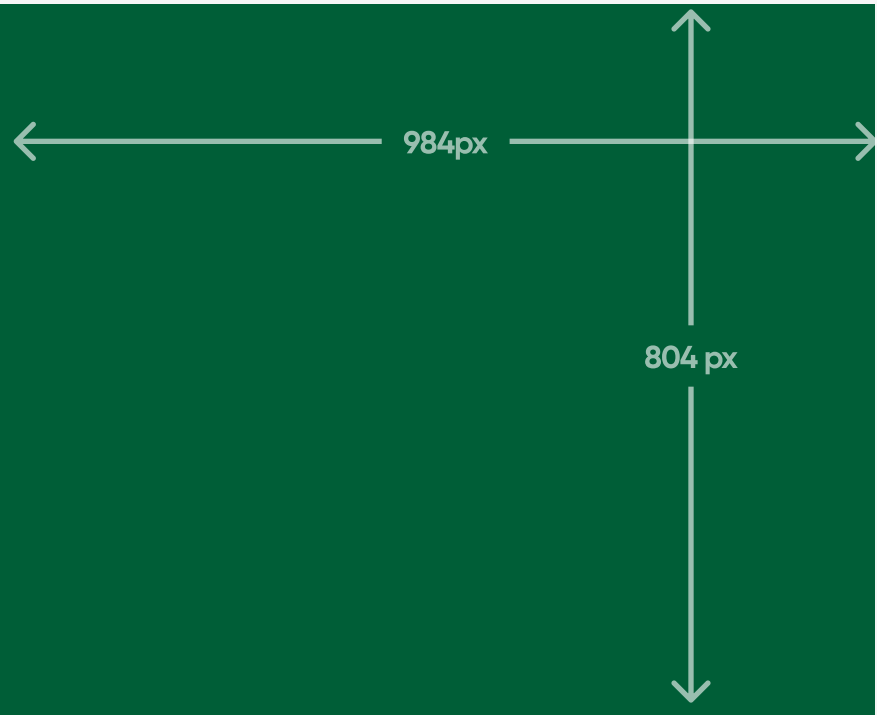


For trackscreen version 2

Background & hero asset together



Bg asset

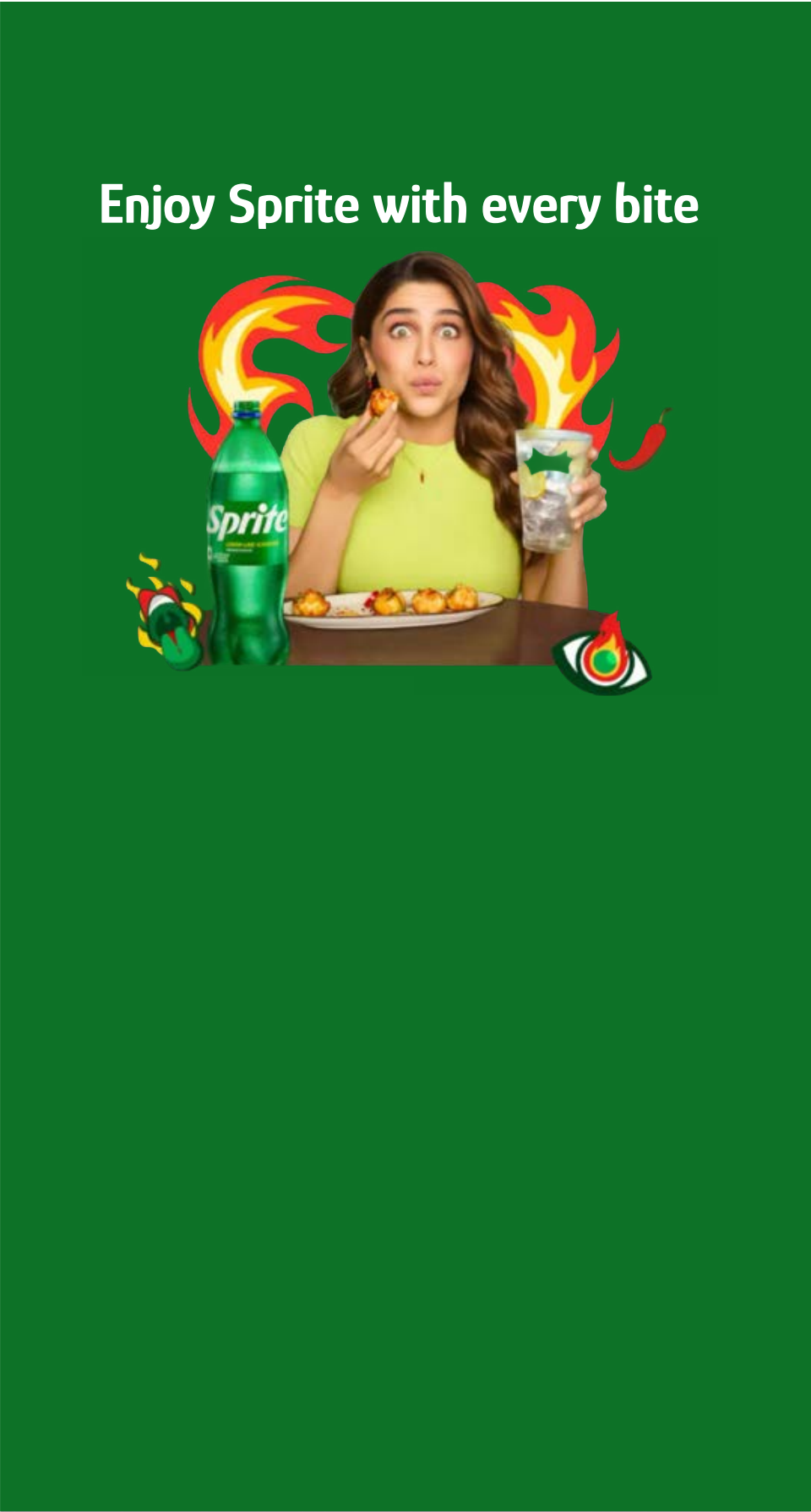


Foreground image

Android

Place the foreground image
240px from top on bg asset

↑
240px
↓

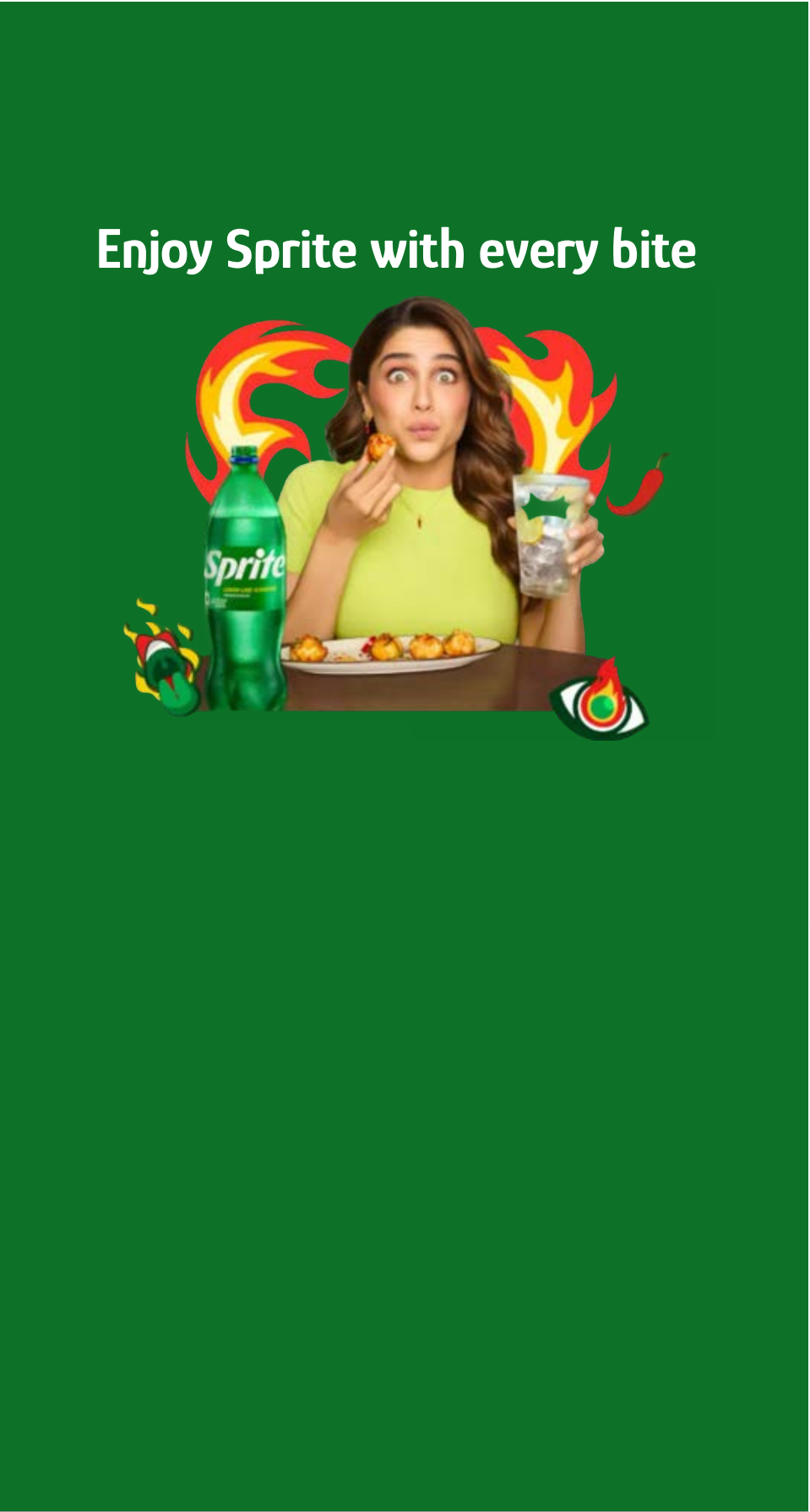


Export asset in size:
1080x 2034

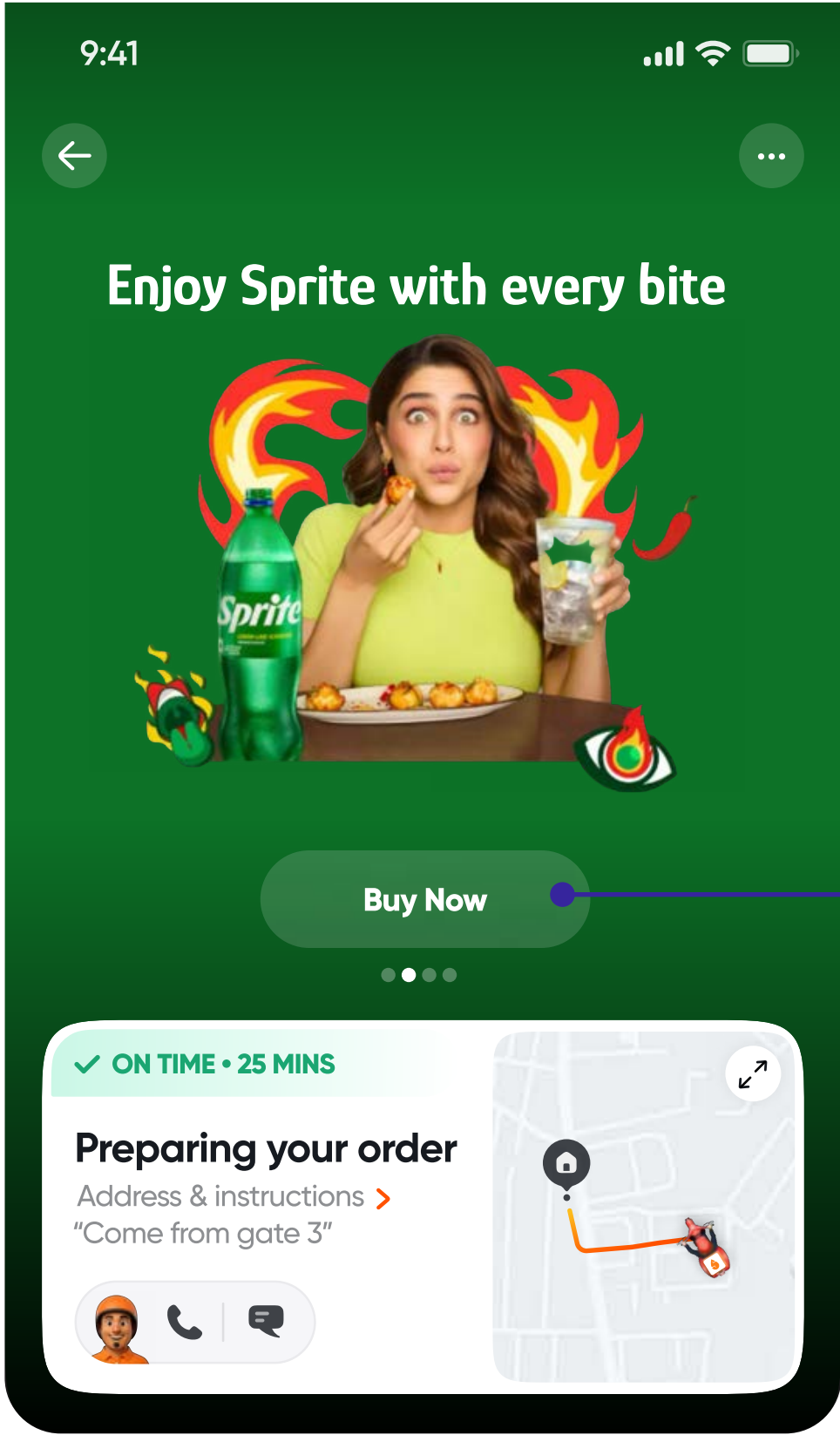
IOS

Place the foreground image
300px from top on bg asset

↑
300px
↓



Export asset in size:
1080x 2034



Give CTA text (Max 18 char)