

We need a few things to start building your native app.

1. Icon

Use your logo or a symbol/letter from your branding to create a memorable icon.

WHAT WE NEED:

Your logo or a symbol you would like to use as an icon.

PREFERRED FORMATS:

Vector EPS / AI file

PNG - Minimum 1024px (w) x 1024px (h)



Don't know what these formats are? Ask the person that designed your logo - they should have these on file.

2. Splash Screen

The splash screen will appear while your app is loading (for around 1-3 seconds), this screen is best filled with branded content and may come in the form of your logo against brand colours or your logo against an image.

WHAT WE NEED:

Your logo or the image you would like to use.

PREFERRED FORMATS:

Logo:

Vector EPS / AI file

PNG - Minimum 1024px (w)

Image:

PNG or JPG in portrait size - Minimum of 750px (w)



Tip: If you are creating your own splash image, ensure you leave at least 120px 'safe space' around the outside. This will ensure important things like your logo don't get cut off when the image scales to fit various devices.

If no image is provided, we will use your logo on a solid colour background.

3. Font

By providing a brand font, we're able to customise your app to reflect your brand and brand guidelines.

WHAT WE NEED:

The font you would like to be used for the main buttons and headings in your app (Accent Font).

Optional: Select a second font from the options listed on the next page. This will be used for the main text throughout your app (Regular Font).

PREFERRED FORMATS:

OTF or TTF

Please note: If you require all capitals, you will need to provide an all caps font.



FREE 2 Scoop

DOUBLE DELIGHT!

Earn 750 Baskin-Robbins Rewards points for a free double scoop of your favourite flavour.

Claiming couldn't be easier. When you've reached 750 points we'll let you know. Then, simply open this offer in the app and show a team member, or hit 'save for later' and enjoy your free waffle cone upgrade next time you visit. Just remember this scooplastic offer is only valid for one month from claiming.



Regular Font
Main Text

Accent Font
Buttons & Headings

4. Colour

To maintain the look and feel of your brand within the app, it is important that we have the correct colours.

WHAT WE NEED:

The colours you would like to brand your app with.

- Primary Colour - Main buttons
- Over Primary Colour - Text on main buttons
- Accent Colour - Headings and features

PREFERRED FORMATS:

- HEX Codes
- RGB Value
- Swatches within an EPS or AI file



EARN 10 POINTS ON EVERY \$1 SPENT

Accent Colour
Headings & Features



Welcome to ice cream heaven! VIEW



FREE 1 Scoop 500 points

Primary Colour
Main Buttons



Over Primary Colour
Text on Main Buttons

Side Menu Icons (Optional)

LOKE provides a standard set for your side menu icons. Choosing a colour or creating your own icons helps personalise your app further.

WHAT WE NEED:

The colour you would like to use, or your own designs at the specified size below.

PREFERRED FORMATS:

Colour:

- HEX Code
- RGB Value

Images:

PNG with a transparent background at exactly 80px (w) x 80px (h)

Option 1

Choose a colour

- Home
- Payment
- My Activity
- Voucher
- Menu
- Book a Table
- Support
- Settings

Option 2

Provide your own

- Home
- BR Facebook
- Ice Cream Menu
- Store Locator
- Voucher
- Guest Support
- Payment
- My Activity

Don't have brand fonts? No worries, let us know and we will choose fonts that best reflect your brand.

Not sure about your colours? All good, we can pick the colours from your website or other marketing material.

We will use your Primary or Accent Colour on our standard icon set if no information is provided.

Profile Background (Optional)

A simple profile background colour or image helps tie all the branding in your app together.

WHAT WE NEED:

The colour you would like to use or your own design at the specified size below.

PREFERRED FORMATS:

Colour:

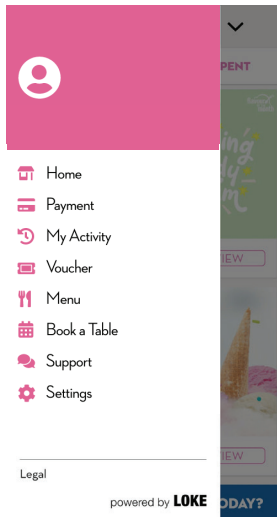
HEX Code
RGB Value

Image:

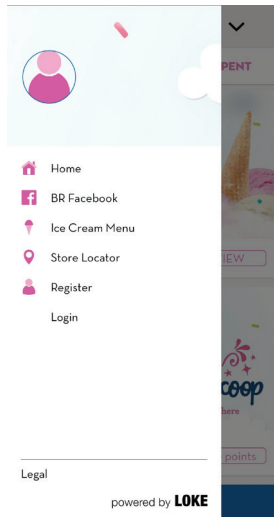
PNG or JPG - 21:6 Ratio

1498px (w) x 428px (h) is recommended for best quality on all devices.

Option 1 Choose a colour



Option 2 Provide your own



We will use your Primary or Accent Colour for your profile background if no information is provided.

Promotional Cards

Your promotional cards can be completely customised to suit your brand and campaigns once your app is built. You don't need to do anything now but it's a good idea to start thinking about what you might create.

WHAT WE NEED:

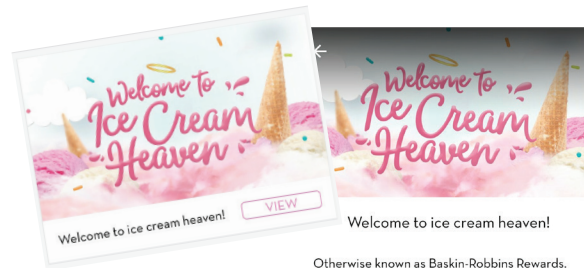
Nothing! You will be creating these cards for the promotions you are running. It can be as simple as uploading an image, a GIF or having your promotional cards designed to suit your brand and campaigns.

FORMATS:

PNG, JPG, GIF - 16:9 Ratio

1024px (w) x 576px (h) is recommended for best quality on all devices.

At a very minimum, upload images over 736px (h) x 414px (w)



Otherwise known as Baskin-Robbins Rewards.

Imagine a world where you're rewarded for eating ice cream. A world run by ice cream fanatics, for ice cream fanatics. Where spreading joy and paying it forward are what life's all about.

Here's how it works

1. Securely add your payment details (don't forget that bit!)
2. Pay in-store with your phone and earn 10 points per dollar spent.
3. Redeem your points to enjoy free ice cream awesomeness
4. Access sweet deals, exclusive offers and scooptastic competitions
5. Spread the joy with Baskin-Robbins gift vouchers.

Check it

Logo + Image for your Icon
(if different from your logo)

Image for your splash screen

Brand Colours

Brand Font/s

Optional: Select a Regular Font from the options below:

Barlow

Open Sans

Courier Prime

Oswald

EB Garamond

Playfair Display

Josefin Sans

Poppins

Lato

Raleway

Lora

Roboto

Merriweather

Roboto Slab

Montserrat

Work Sans

The Regular Font is used for the main text throughout your app (see previous page for example).

Once you have gathered up your brand assets, email them to support@loke.global and we will get started building your app!

We are here to help! If you're unable to provide all these assets, let us know as soon as you can and we will work together to find a solution.