



ONE STORE BI BADGE GUIDELINE

**This document is
a production guide for ONE store BI Badges
applied to the app icons of ONE store apps and games.**



Badges Definition and Application Location

Apps/games for ONE store display the ONE store BI badge on the app icons. Considering the graphic elements of the app icon, the badge can be placed in one of the following 4 positions.

Left - Top



Left - Bottom



Right - Top



Right - Bottom



Precaution for Applying to Left - Top Corner

We recommend to avoid applying badges on the top left corner, as there may be instances where event badges are displayed in that area (refer to 6P)



Precaution for Applying to Right - Bottom Corner

It is prohibited on products for 18+, as the age rating badge is displayed (refer to 4P)

Precaution for Badge Application

Products for +18 display the age rating badge on the bottom right corner of the app icon. The age rating badge is crucial information that guides the rating assigned to the product. Therefore, products for +18 cannot have this badge placed on the bottom right corner.

GOOD



DO NOT



✘ The age rating badge and the BI badge should not overlap together.

Precaution for Badge Application

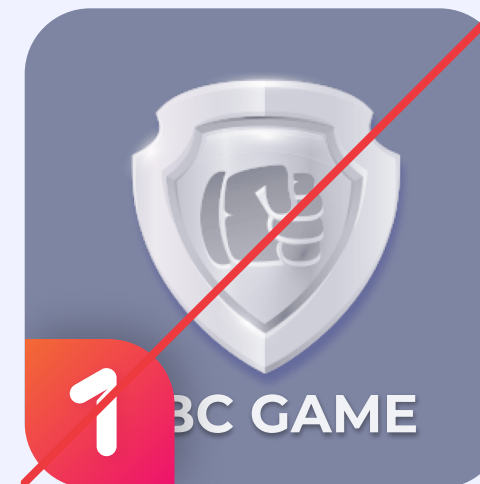
Graphic guideline

The badge placement should consider the graphic elements within the app icon, such as the product logo and other key visual elements. The badge should not be placed in a position where a significant portion of the product logo is covered.

GOOD



DO NOT



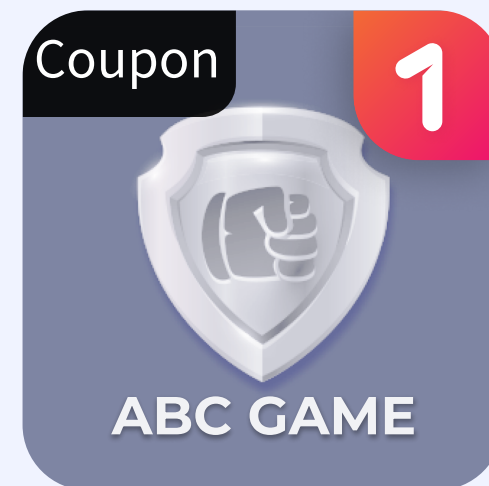
✘ The BI badge should be positioned in a way that it does not cover the product logo

Precaution for Badge Application

Event badge

If an event is underway, an event badge (coupon, point, event) will be displayed on the top left corner of the app icon.

We recommend to not place the BI badge on the top left corner whenever possible, to ensure that the two badges do not overlap.



Please refrain from placing the BI badge in the top left corner as much as possible to avoid it being covered by the event badge.

Production File Guide

You can download the production template file from the download link below.

File Name	File Description
 ONEstore_badge_template.fig	This is the production file made using Figma. Please refer to the guide provided within the file.
 ONEstore_badge_template.psd	This is a production file made using Adobe Photoshop. Please refer to the guide provided within the file.

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