


How-to Guide



Required Information for Building Your Customized Mobile App

If you chose a customized mobile app, please complete the following form and submit the images listed below. We have included PSN examples of the required items to help you visualize what we need. Once information is submitted, we create the custom app and submit to Apple and Google. If you need help along the way, just give your Service Account Manager (SAM) a call.

Item Required	PSN's Suggestions	Your Response
App Name	Must be 30 characters or less; should be easily recognizable as your payment app.	
App Icon Name	You can have a slogan under your app icon. It can be no longer than 15 characters. PSN uses "Payments." 	
App Description	Example description: Pay [name of company] anytime from anywhere with our FREE app. <ul style="list-style-type: none"> • Make an immediate payment • Schedule a payment • Set-up Auto-Pay • Change how you pay • Change your password • View your payment history If you have not yet registered on PSN (our payment processor), please do so before using this app. If you have questions on paying with the app, please call PSN at 866-917-7368. Paying on-the-go is easy with [name of company]'s Payment App.	
Promo Description	Brief (2-3 sentence) promotional copy.	
Support URL	Note if you want to use PSN's support web page. Or if you will have your own web page, please provide the url.	
Marketing URL (Optional)	If you would like to build a web page to promote and explain your app, please provide us with the URL. If you would like us to build and host one for you, just let us know. There may be an additional fee for creation; please contact your SAM.	
Privacy URL	Since all data is housed by PSN, you can use our Privacy Policy. If you would like to use your own, please provide the url.	
Keywords	Please provide ALL keywords you would like to use. The total should be less than 120 characters. Here are some suggestions: your company name, acronym, type of business, payments, bills	

Required Images All image files will need to be in **.png format**

If you need PSN to create the images for you, there may be an additional fee for creative and creating image files. Please contact your Service Account Manager.

Image	Size	Resolution
Your logo	92x32	72 dpi
App icons	36x36	120 dpi
	48x48	160 dpi
	57x57	72 dpi
	72x72	72 dpi
	72x72	240 dpi
	96x96	320 dpi
	114x114	72 dpi
	144x144	72 dpi
	512x512	72 dpi
	1024x1024	72 dpi
Login Page Image (see example to right)	272x244	72 dpi
Background Color e.g., #FFFFFF		
Button Color e.g., #f6b33d		

Example App Icon



More information available for Apple apps at:

<http://developer.apple.com/library/ios/#documentation/userexperience/conceptual/mobilehig/IconsImages/IconImages.html>

Please return form and images to SAM@PaymentServiceNetwork.com

Example of a login page

Area outlined in yellow is the spot for the Login Page graphic.

Background color will appear behind the image and buttons.

Button color needed