



DESIGN GUIDE · OFFER CREATIVE

Designing an offer **image.**

Everything a club or a designer needs to create an offer image that looks right inside the app — the safe area, the reserved zone, and how the buttons sit.

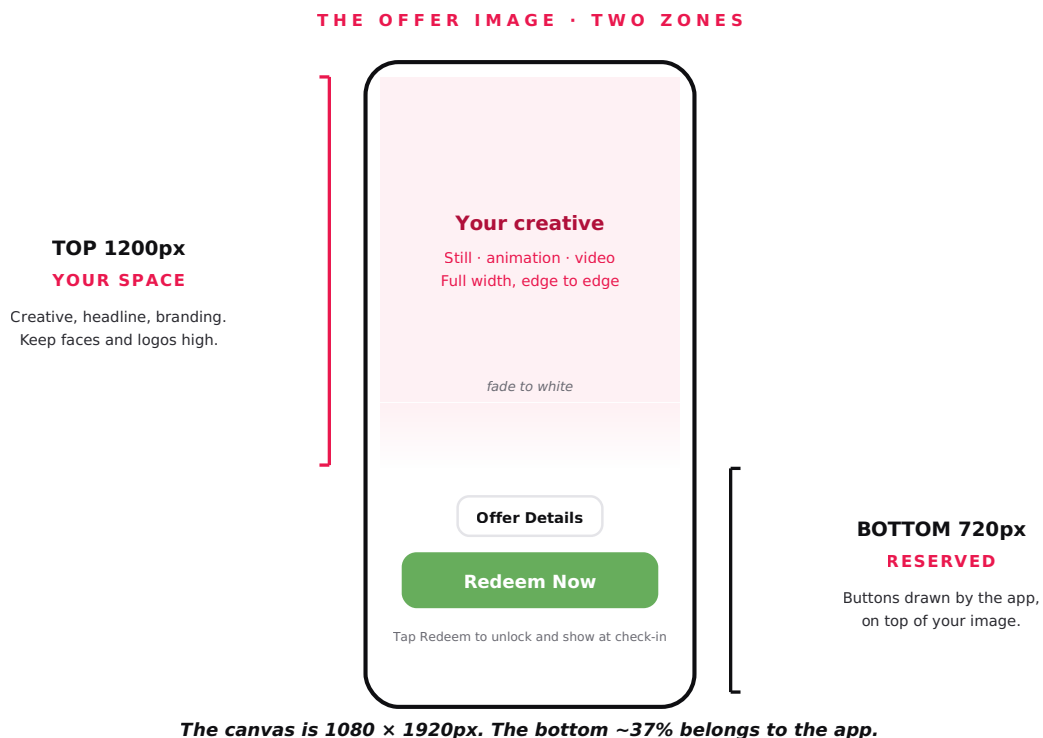
**Design the top.
Leave the bottom clear.**

THE ONE RULE THAT MATTERS

The image has two zones.

We need one portrait image, **1080 × 1920px** — the standard phone-screen ratio. It can be a still, an animation, or a video. All three are supported.

That image is split into two zones. The top is yours to design. The bottom is reserved by the app for the buttons a fan taps to redeem the offer. Design the top; keep the bottom clear.



TOP 1200PX — YOUR SPACE

Your creative lives here: the photo or footage, the headline, the offer hook, and any branding. Design it full-bleed, edge to edge, with no borders or margins.

BOTTOM 720PX — RESERVED BY THE APP

Two buttons sit here — **Offer Details** and a full-width **Redeem** button — plus a short line of instruction text. The app draws these on top of your image, so anything you place in this zone gets covered.

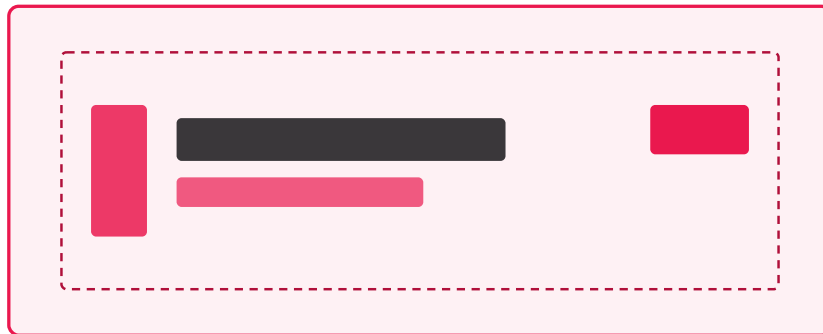
THE SECOND ASSET

The launch tile.

Alongside the offer image, we need a supporting tile at **500 × 200px**. This is the clickable tile a fan taps to open the offer — so it has one job: read clearly at a glance.

Think of it as the poster for the offer, not the offer itself. It sits in a list with other tiles, at a small size, and it needs to communicate what the offer is in the moment a fan is scrolling past.

THE LAUNCH TILE · 500 × 200px · 2.5 : 1



DASHED LINE = SAFE MARGIN · KEEP KEY CONTENT INSIDE IT

Background and colour can run to the edge — text, logos, and the offer name stay inside the dashed area.

This is the tile a fan taps to open the offer — it must read at a glance.

KEEP A SAFE MARGIN

Unlike the offer image, the tile is **not** full-bleed for its content. Background colours and textures can run right to the edge, but keep the important elements — the offer name, any logo, the discount or hook — **inside a safe margin**, away from the outer edges. This protects them from being clipped by rounded corners or tile framing.

MAKE IT LEGIBLE SMALL

The tile displays at a fraction of its size in the app. Use large, bold type, strong contrast, and a single clear focal point. A busy tile with small text becomes unreadable at list size.

PRO-TIP · ONE MESSAGE PER TILE

Say one thing. The offer name and the hook (for example, "30% off") are enough. Detail belongs on the offer image behind the tap — not crammed into the tile.

Three things that make it look right.

ONE · FADE THE BOTTOM TO WHITE

The buttons are dark on light, so a light lower third keeps them crisp and readable. A white gradient rising from the bottom of your creative is the safest, best-looking option — but a simple light background works just as well.

TWO · KEEP YOUR SUBJECT HIGH

Faces, logos, product shots, and anything that must be seen belong in the **top two-thirds**. Don't centre a person's face vertically — the buttons will land on it.

THREE · KEEP THE BOTTOM THIRD CLEAR

Don't put important text or graphics in the reserved zone. The offer's key message should be readable from the top portion alone, because the bottom can't be relied on to show anything you place there.

PRO-TIP · FOR VIDEO AND ANIMATION

Design the lower portion to already be light *throughout* playback, not just on the final frame. If the fade only appears at the end of a loop, the buttons will be hard to read mid-play.



~37%

RESERVED FOR THE APP

The bottom 720px of the 1920px canvas belongs to the buttons. Treat the lower third as off-limits when you place anything

The brief, in one table.

Everything a designer needs, summarised. Hand this page — and the diagram on the previous pages — straight to whoever is making the image.

What	Spec	Notes
Canvas	1080 × 1920px, portrait	Standard phone-screen ratio. Full-bleed.
Media type	Still, animation, or video	All three supported.
Safe area	Top 1200px	Your creative, headline, branding.
Reserved area	Bottom 720px	App draws the buttons here, over your image.
Lower third	Fade to white	Keeps the dark buttons readable.
Focal points	Keep in top two-thirds	Faces and logos must not sit centre-low.
Launch tile	500 × 200px (2.5:1)	Separate asset. Keep key content inside a safe margin.



ABOUT TIPARRA

Your offer. Your audience.

Tiparra is a self-service platform for white-label mobile apps. We help organisations stop renting attention and start owning their audience.

Design the top 1200px. Leave the bottom 720px clear for the buttons.

WHAT TO DO NEXT

Hand the design brief on the previous page to whoever is making the image. If you need the exact reserved-zone height for a pixel-precise guide layer, confirm it against your live build first.

START THE CONVERSATION

tiparra.com

Your app. Your channel. Your rules.