

Website Shortcut Graphics

This document contains graphics-related Meta Tag recommendations for your HTML Web Page. They will optimize the appearance of the shortcut that is added to the Home Screen on iPhone or Android mobile devices.

Mobile Devices

Android

HTML-specified files

(Requires the **mobile-web-capable** attribute – for now, the **apple-mobile-web-capable** is also accepted)

192x192 Android recommended size [] *required*

128x128 Android legacy size [] *optional*

theme-color Requires Android 5.0 color:#_____ []

Or

Web App Manifest (manifest.json)

36x36 launcher icon 0.75 density ldpi [] *recommended*

48x48 launcher icon 1.0 density mdpi [] *recommended*

72x72 launcher icon 1.5 density hdpi [] *recommended*

96x96 launcher icon 2.0 density xhdpi [] *recommended*

144x144 launcher icon 3.0 density xxhdpi [] *recommended*

192x192 launcher icon 4.0 density xxxhdpi [] *required*

theme-color Requires Android 5.0 color:#_____ [] *optional*

Reference: developer.chrome.com/multidevice/android/installtohomescreen

iPhone

	apple-touch-icon	apple-touch-icon-precomposed*
180x180 iPhone 6 Plus - App Icon, Web Clip Icon	[]	N/A <i>recommended</i>
120x120 iPhone 6S, 6, 5, 4S (@2x) App Icon, Web Clip Icon	[]	[]
114x114 pre-iOS7 iPhone 6S, 6, 5, 4S App Icon, Web Clip Icon	N/A	[]
80x80 iPhone 4S Spotlight Search results	[]	[]
60x60* (formerly 57x57) apple-touch-icon.png in root folder		unreferenced [] <i>recommended</i>
57x57 non-Retina (@1x) iPhone, iPod Touch	[]	[]

iPad

	apple-touch-icon	apple-touch-icon-precomposed*
167x167 iPad Pro (@2x)	[]	N/A
152x152 iPad 2 and iPad mini App Icon (@2x), Web Clip Icon	[]	[]
144x144 pre-iOS7 - iPad 2 and iPad mini App Icon (@2x), Web Clip Icon	N/A	[]
76x76 pre-iOS7 iPad 2 and iPad mini App Icon (@1x), Web Clip Icon	[]	[]
72x72 pre-iOS7 iPad mini and the first- and second-generation iPad (@1x)	N/A	[]
60x60* iPad 2 and iPad mini (@1x) Spotlight Search results	[]	[] <i>recommended</i>

*Safari on iOS 7 doesn't add effects to icons. Older versions of Safari will not add effects for icon files named with the -precomposed.png suffix. For all images and icons, the PNG format is recommended. You should avoid using interlaced PNGs. The standard bit depth for icons and images is 24 bits (True Color), for **Apple Icons only**.

*The icon that is the most appropriate size for the device is used. If no sizes attribute is set, the element's size defaults to **60 x 60**. If there is no icon that matches the recommended size for the device, the smallest icon larger than the recommended size is used. If there are no icons larger than the recommended size, the largest icon is used.

If no icons are specified using a link element, the website root directory is searched for icons with the **apple-touch-icon...** prefix. For example, if the appropriate icon size for the device is **60 x 60**, the system searches for filenames in the following order:

1. apple-touch-icon-76x76.png
2. apple-touch-icon.png

References:

developer.apple.com/library/ios/documentation/AppleApplications/Reference/SafariWebContent/ConfiguringWebApplications/ConfiguringWebApplications.html

developer.apple.com/library/safari/documentation/UserExperience/Conceptual/MobileHIG/IconMatrix.html#//apple_ref/doc/uid/TP40006556-CH27

Favicons

Use of .ico type of file as source of favicon references	[]
16x16 256 color [] True Color []	
24x24 256 color [] True Color []	
32x32 256 color [] True Color []	
48x48 True Color []	
64x64 True Color []	
Copy of favicon.ico stored in root folder	[]
Use of icon and shortcut icon href html lines in web pages	[]

Reference: liquiditylighthouse.com/source/favicon.pdf

Windows Tiles

Windows 8 graphics and html references

144x144	[]
Tile background color#_____	[]

Windows 8.1/10 graphics and html references

128x128 (Small 70x70 spec)	[]
270x270 (Medium 150x150 spec)	[]
558x270 (Wide 310x150 spec)	[]
558x558 (Large 310x310 spec)	[]

Browserconfig.xml File []

Or

HTML Lines: []

Notes from Microsoft, regarding Windows 10 Tile Graphic files:

	Tile size	Standard tile dimensions	Minimum image size	Recommended image size
Small	70 x 70		56 x 56	128 x 128
Medium	150 x 150		120 x 120	270 x 270
Wide	310 x 150		248 x 120	558 x 270
Large	310 x 310		248 x 248	558 x 558

(Their reasoning for the large Recommended image size: “To cover a wide range of devices, use an image 1.8 times the standard tile size so the image can be scaled up or down as needed.”)

The maximum size for all tiles is 1024 x 1024.

Reference: msdn.microsoft.com/en-us/library/dn455106%28v=vs.85%29.aspx

Opera

228x228

[] *optional*

Do not include the 228x228 Icon size, if Android graphics are being declared with html lines – it wil supersede the 192x192 Android size, since Android automatically uses the largest available Icon size if no Web App Manifest is being used.

HTML sections and graphics to add:

Android *basic*

```
<meta name="viewport" content="width=device-width"/>
<meta name="mobile-web-capable" content="yes"/>
<link rel="icon" sizes="192x192" href="http://[yourwebsite]/[192x192 filename.png]/>
```

Or *complete* (for Chrome 39 or later)

In [index.html](#) or your homepage:

```
<meta name="viewport" content="width=device-width"/>
<meta name="mobile-web-capable" content="yes"/>
<link rel="manifest" href="manifest.json"/>
```

In [manifest.json](#) (replacing filename.png with your individual image files):

```
{
  "name": "Web Site Title Goes Here",
  "icons": [
    {
      "src": "http://[yourwebsite]/[36x36 filename.png]",
      "sizes": "36x36",
      "type": "image/png",
      "density": 0.75
    },
    {
      "src": "http://[yourwebsite]/[48x48 filename.png]",
      "sizes": "48x48",
      "type": "image/png",
      "density": 1.0
    },
    {
      "src": "http://[yourwebsite]/[72x72 filename.png]",
      "sizes": "72x72",
      "type": "image/png",
      "density": 1.5
    },
    {
      "src": "http://[yourwebsite]/[96x96 filename.png]",
      "sizes": "96x96",
      "type": "image/png",
      "density": 2.0
    },
    {
      "src": " http://[yourwebsite]/[144x144 filename.png]",
      "sizes": "144x144",
      "type": "image/png",
      "density": 3.0
    },
  ]
}
```

```

    "src": "http://[yourwebsite]/[192x192 filename.png]",
    "sizes": "192x192",
    "type": "image/png",
    "density": 4.0
  }
],
"start_url": "index.html",
"display": "standalone",
"orientation": "landscape"
}

```

iPhone/iPad

basic

```

<meta name="apple-mobile-web-capable" content="yes"/>
<link rel="apple-touch-icon" sizes="180x180" href="http://[yourwebsite]/180by180.png"/>
<link rel="apple-touch-icon" sizes="60x60" href="http://[yourwebsite]/60by60.png"/>
<link rel="apple-touch-icon" href="http://[yourwebsite]/apple-touch-icon.png"/>*

```

**Unreferenced apple-touch-icon.png file is recommended to be 60x60. The legacy size was 57x57.*

Or complete

```

<meta name="apple-mobile-web-capable" content="yes"/>
<link rel="apple-touch-icon" sizes="180x180" href="http://[yourwebsite]/180by180.png"/>
<link rel="apple-touch-icon" sizes="167x167" href="http://[yourwebsite]/167by167.png"/>
<link rel="apple-touch-icon" sizes="152x152" href="http://[yourwebsite]/152by152.png"/>
<link rel="apple-touch-icon" sizes="120x120" href="http://[yourwebsite]/120by120.png"/>
<link rel="apple-touch-icon" sizes="114x114" href="http://[yourwebsite]/114by114.png"/>
<link rel="apple-touch-icon" sizes="80x80" href="http://[yourwebsite]/80by80.png"/>
<link rel="apple-touch-icon" sizes="76x76" href="http://[yourwebsite]/76by76.png"/>
<link rel="apple-touch-icon" sizes="60x60" href="http://[yourwebsite]/60by60.png"/>
<link rel="apple-touch-icon" href="http://[yourwebsite]/apple-touch-icon.png"/>*

```

**Unreferenced apple-touch-icon.png file is recommended to be 60x60. The legacy size is 57x57.*

Microsoft Tiles

```

<meta name="msapplication-tooltip" content="Your Website Name"/>
<meta name="msapplication-starturl" content="."/"/>
<meta name="msapplication-TileImage" content="http://[yourwebsite]/144x144.png"/>
<meta name="msapplication-TileColor" content="#000000"/>
<meta name="msapplication-square70x70logo" content="http://[yourwebsite]/128x128.png"/>
<meta name="msapplication-square150x150logo" content="http://[yourwebsite]/270x270.png"/>
<meta name="msapplication-wide310x150logo" content="http://[yourwebsite]/558x270.png"/>
<meta name="msapplication-square310x310logo" content="http://[yourwebsite]/558x558.png"/>

```

Example of combined **Android**, **iPhone/iPad**, and **Microsoft Tiles** sections in Web Page:

```
<html>
<head>
<meta http-equiv="X-UA-Compatible" content="IE=edge"/>
<meta name="robots" content="index,follow"/>
<meta name="description" content="[description of website]"/>
<title>[Website Title]</title>
<!-- meta tags for author, copyright, keywords would go here -->
<meta name="viewport" content="width=device-width, initial-scale=1, minimum-scale=1"/>
<meta name="mobile-web-capable" content="yes"/>
<meta name="apple-mobile-web-capable" content="yes"/>
<meta name="apple-mobile-web-app-status-bar-style" content="black-translucent"/>
<meta name="application-name" content="Your Website Name"/>
<meta name="msapplication-tooltip" content="Your Website Name"/>
<meta name="msapplication-starturl" content="."/ />
<meta name="msapplication-TileImage" content=" http://[yourwebsite]/144x144.png"/>
<meta name="msapplication-TileColor" content="#000000"/>
<meta name="msapplication-square70x70logo" content="http://[yourwebsite]/128x128.png"/>
<meta name="msapplication-square150x150logo" content=" http://[yourwebsite]/270x270.png"/>
<meta name="msapplication-wide310x150logo" content="http://[yourwebsite]/558x270.png"/>
<meta name="msapplication-square310x310logo" content="http://[yourwebsite]/558x558.png"/>
<link rel="apple-touch-icon" sizes="180x180" href="http://[yourwebsite]/180by180.png"/>
<link rel="apple-touch-icon" sizes="60x60" href="http://[yourwebsite]/60by60.png"/>
<link rel="apple-touch-icon" href="http://[yourwebsite]/apple-touch-icon.png"/>
<link rel="shortcut icon" href="favicon.ico"/>
<link rel="icon" href="favicon.ico"/>
<link rel="icon" sizes="192x192" href="http://[yourwebsite]/[192x192 filename.png]"/>
```

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