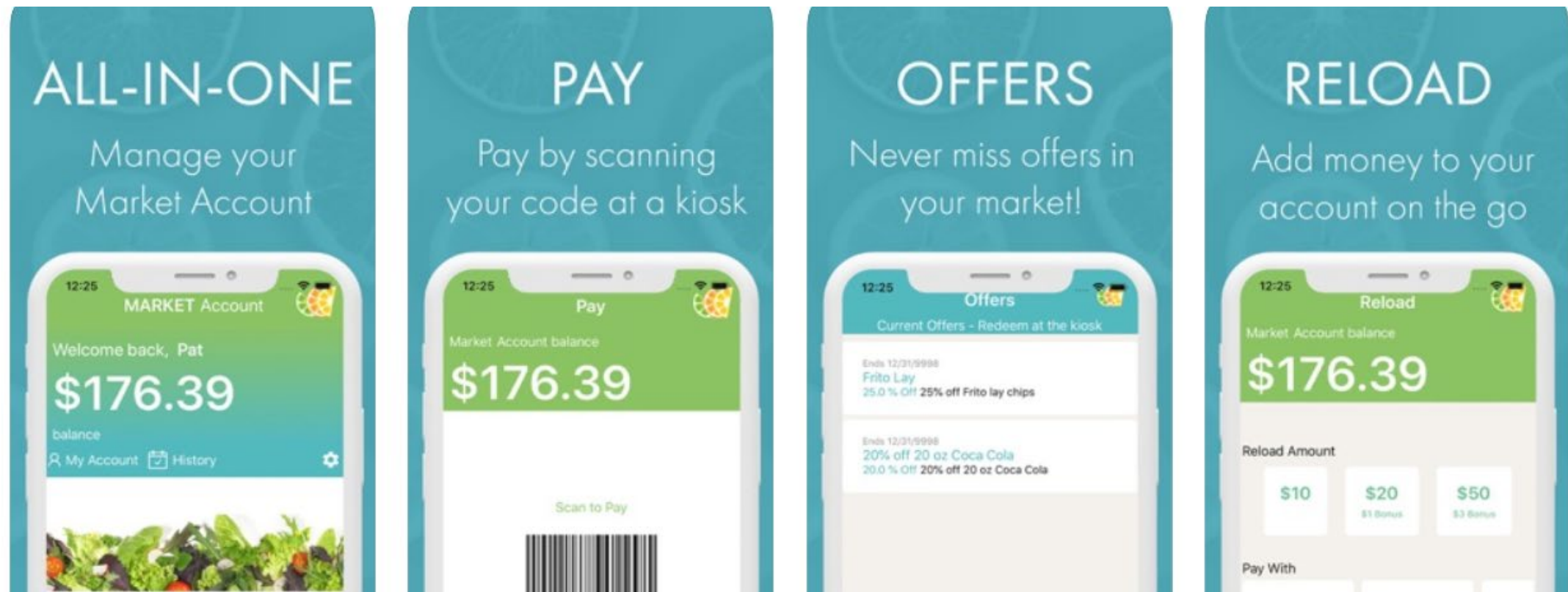


Operator Branded Mobile App

*Extend your brand recognition into the hands of
your customers.*





Your Own Market App is an Extension of your Brand

WHY?

Reinforce your brand strength and customer connection with your own market app.

WHAT DO YOU GET?

Your logo and color scheme on the current Avanti Markets app
Applicable to iOS and Android platforms

App Store submission and management provided by Avanti

Your App will appear in App Stores under your name, with your brand logo and keywords

Your Custom App is Quick & Easy

WHAT WE NEED

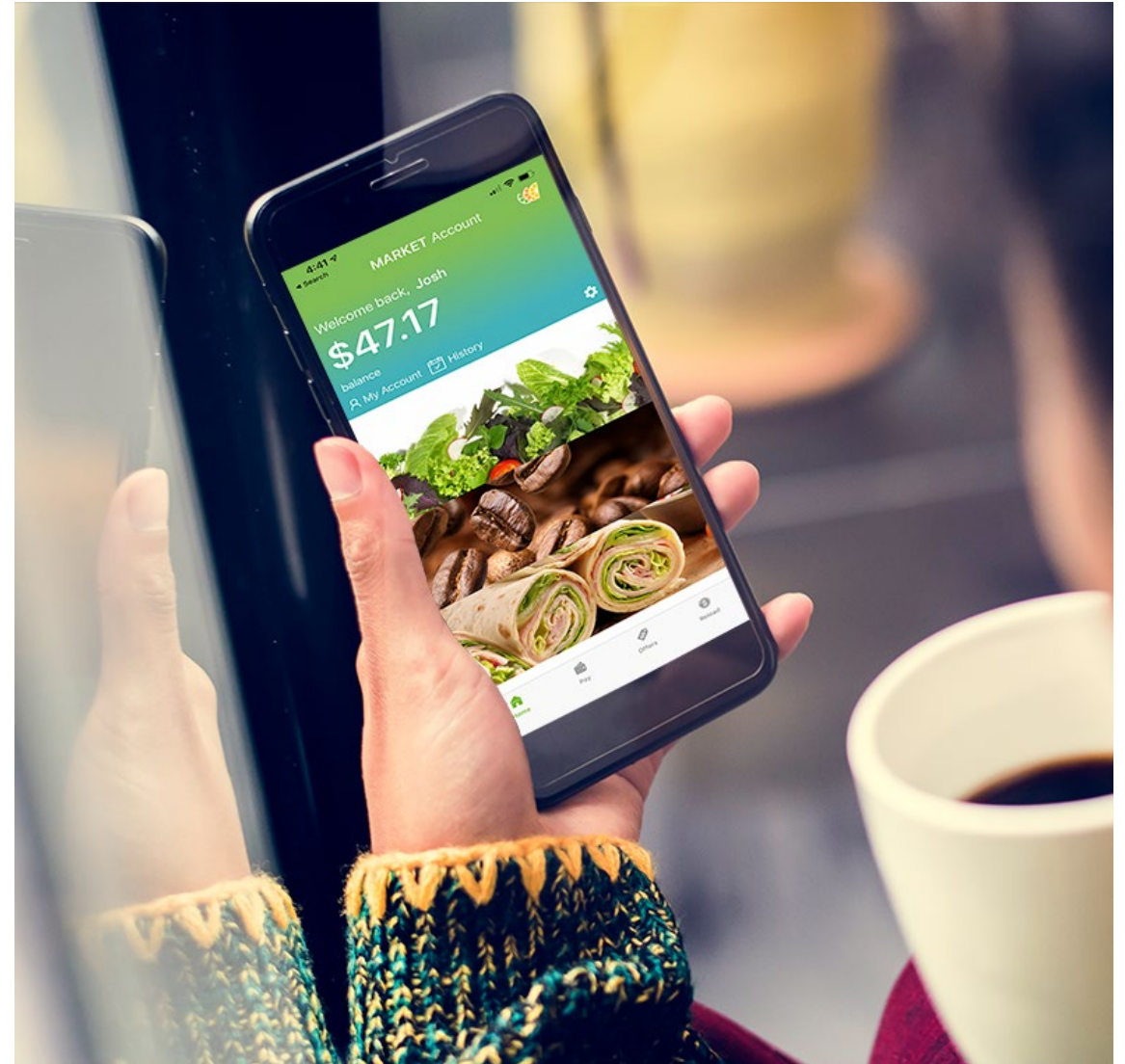
- Full color logo and white logo
- Color palette

OPTIONAL

- Optional- Custom Icons (Home, Pay, Offers, Reload, Points)
 - If custom icons are not provided, current icons in the Avanti Markets app will be used
- Optional- Featured Graphic (Android only)

You'll receive mock-ups of your design for acceptance or changes.

- *You may request up to two rounds of changes.*



Customization Options



Header Bar

Header Bar Text

Logo Image

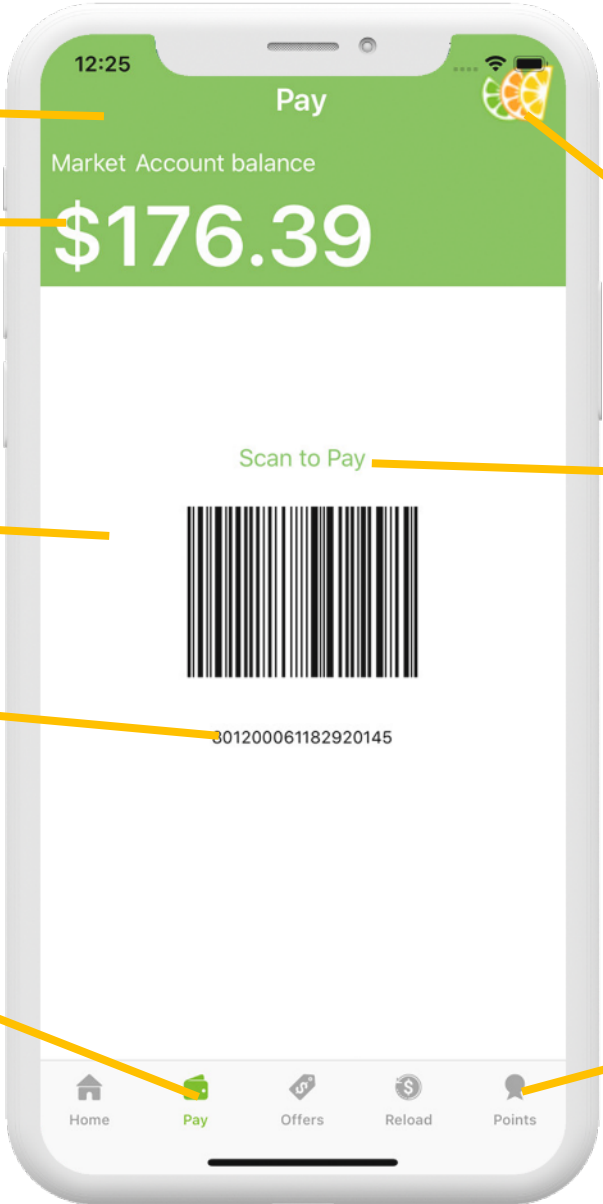
Background

Text Highlight

Body Text

Highlight Icon

Regular Icon



Header Bar

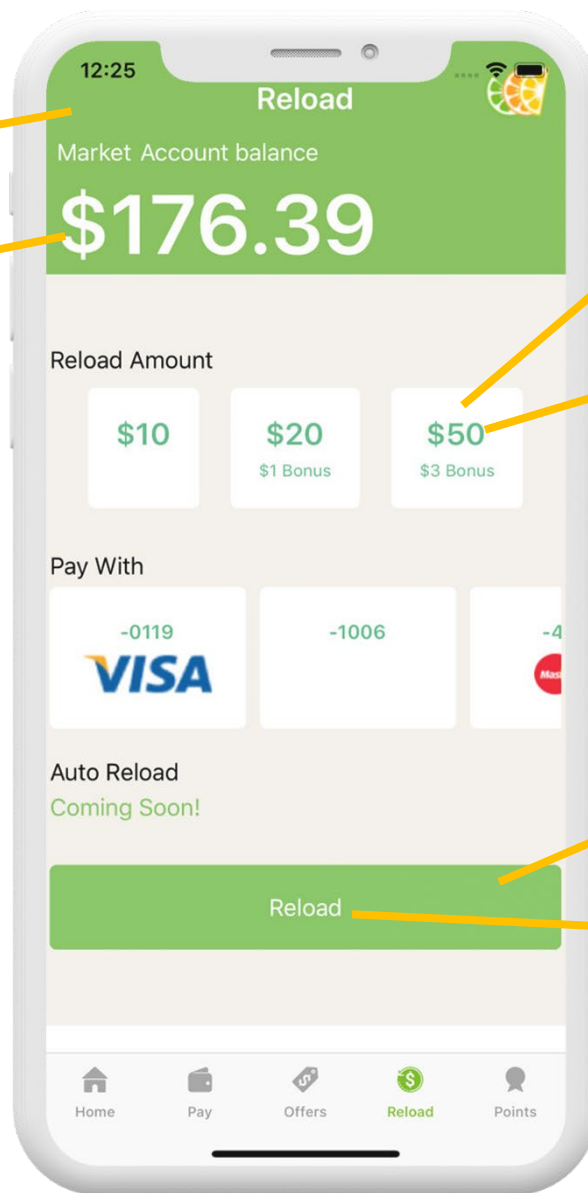
Header Bar Text

Amount Box Background

Amount Box Text

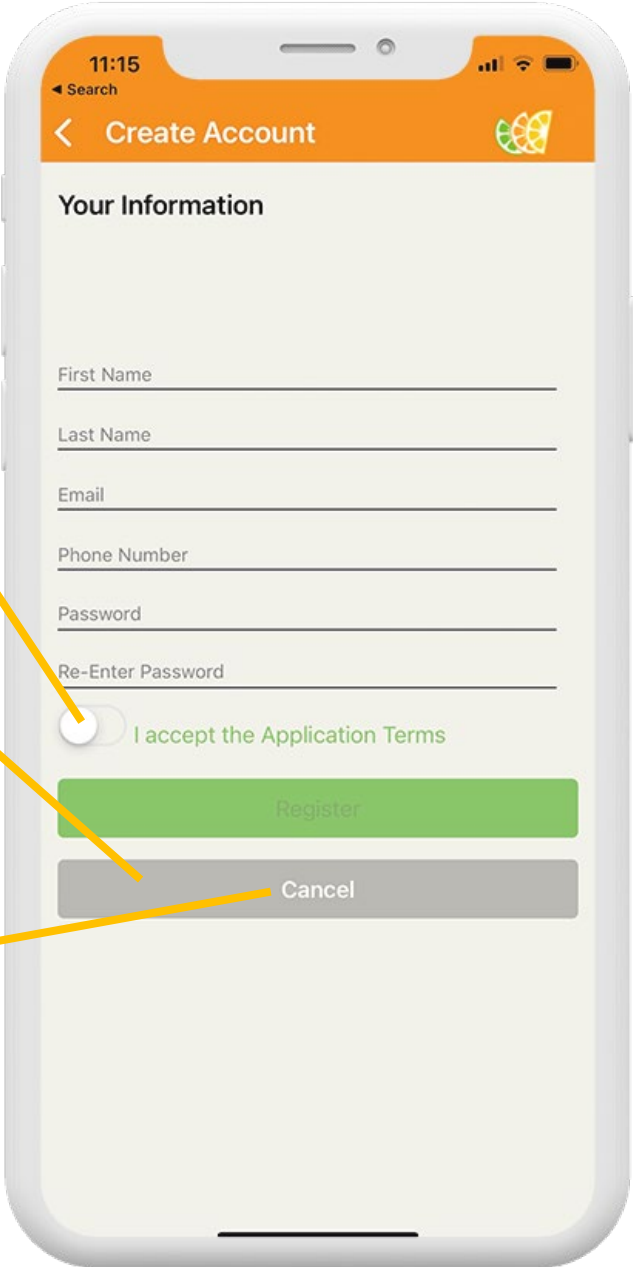
Main Button

Main Button Text



Customization Options

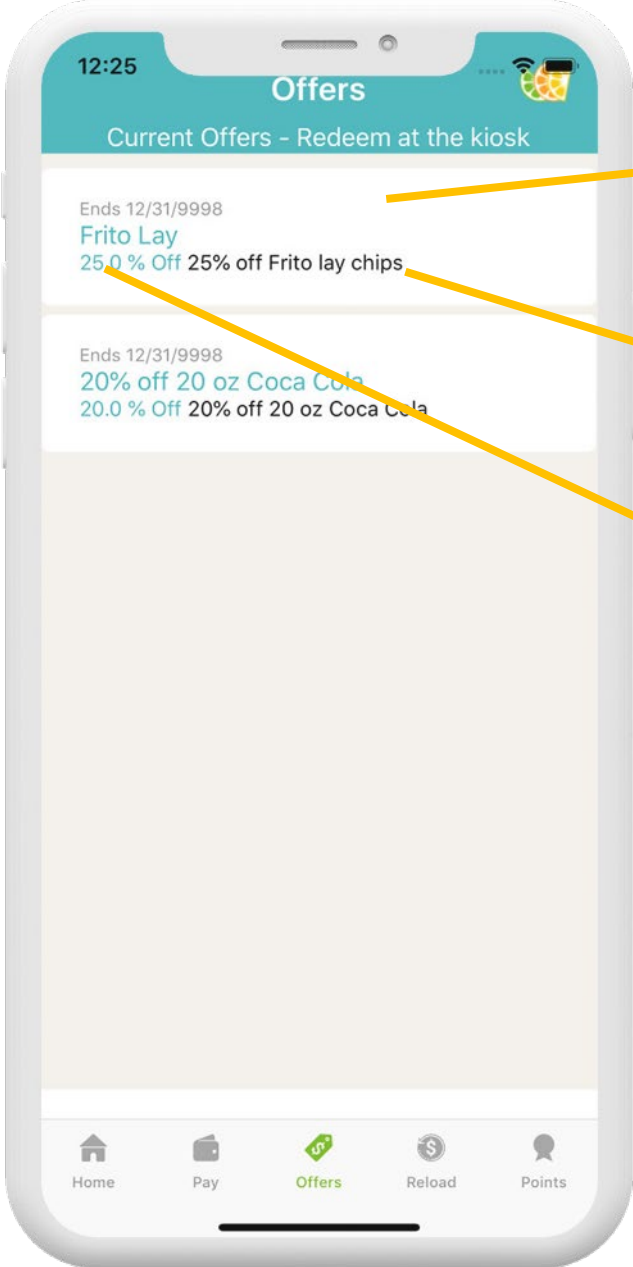
Customization Options



On-Slider

Cancel Button

Cancel Button Text

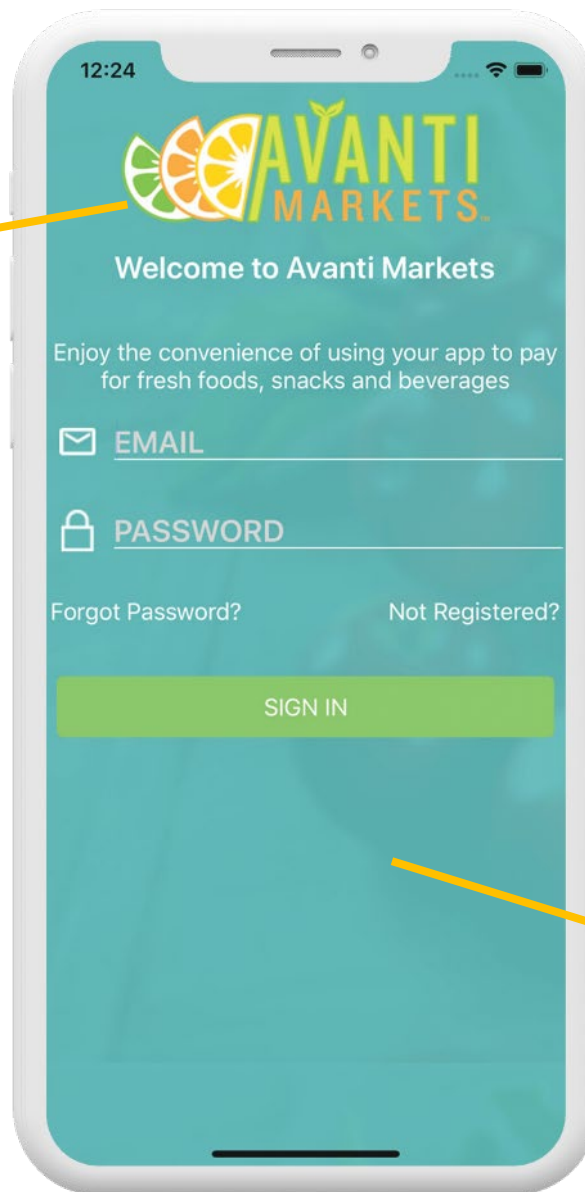


Section Background

Section Regular Text

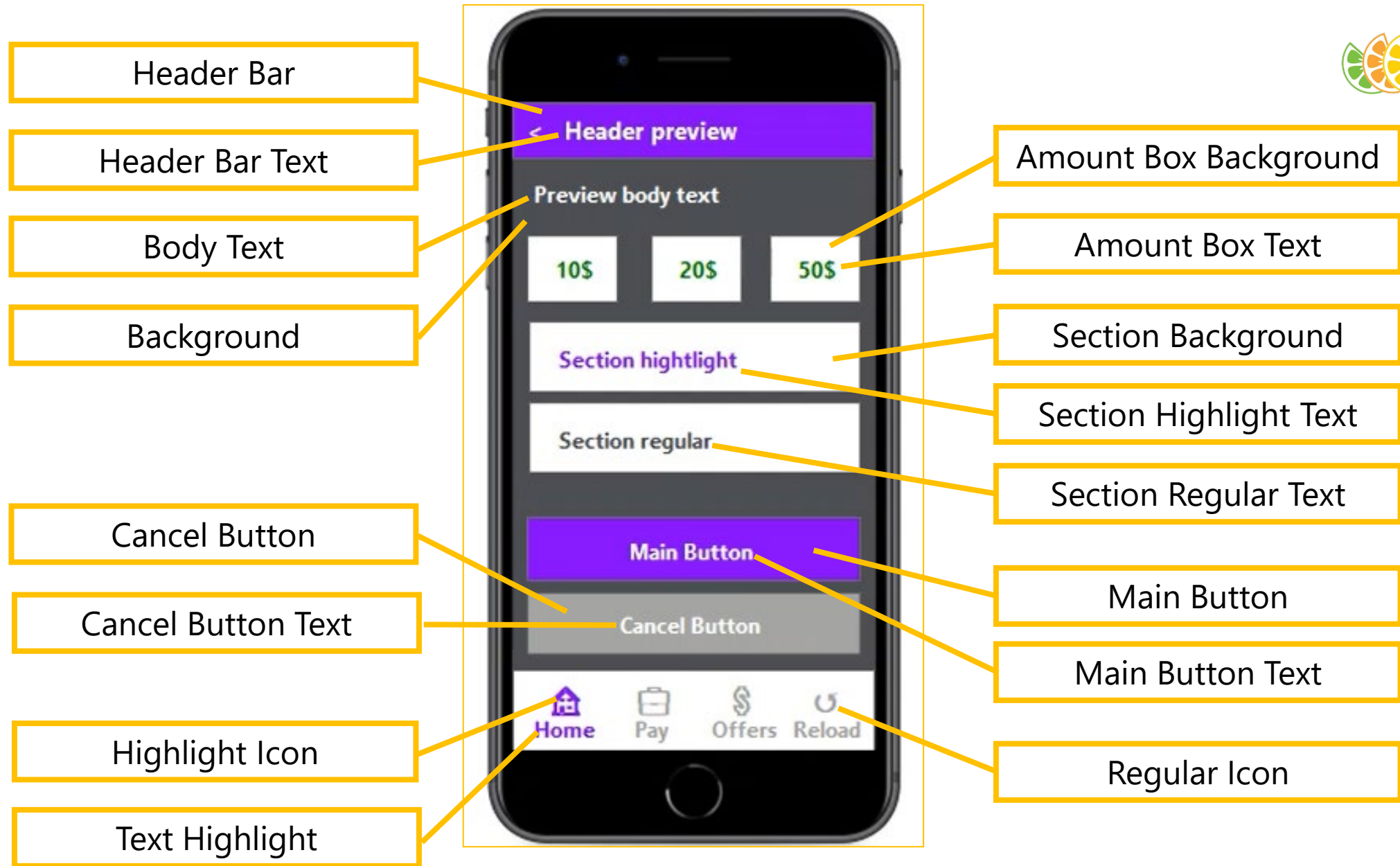
Section Highlight Text

Logo



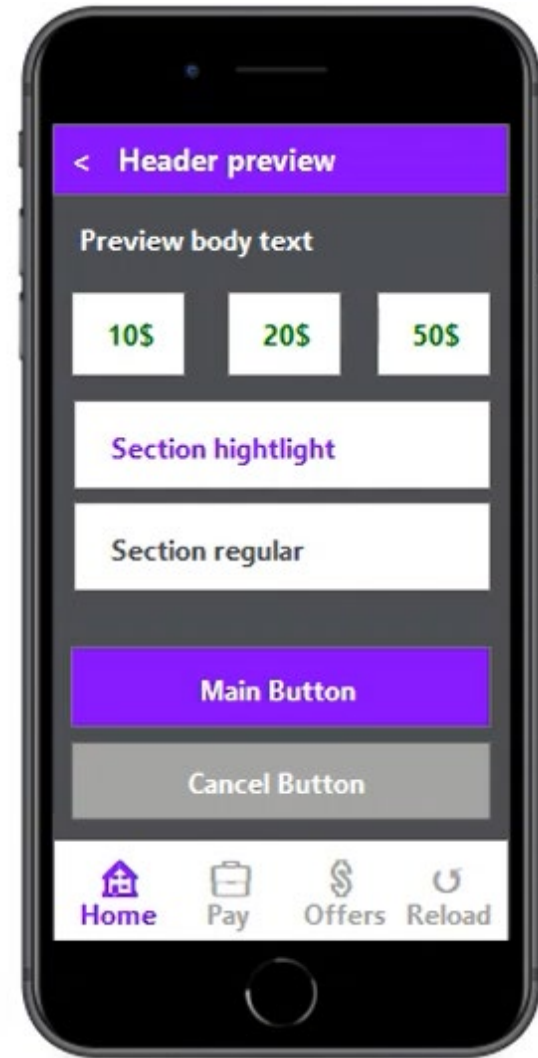
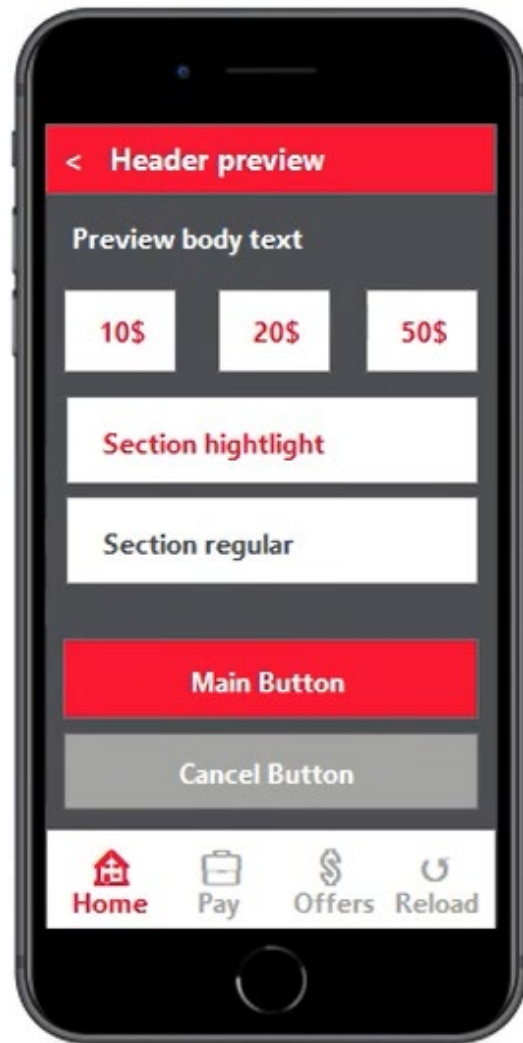
Background Image

Image Customizations



Areas You Can Customize

Examples



Interested? The Next Steps

ASK YOUR AVANTI ACCOUNT MANGER HOW TO GET STARTED

1. You will be provided a statement of work agreement.
2. Send in your artwork and color selections.
3. Approximately 8 weeks to complete after assets received.
4. Avanti handles submission and maintenance in app stores.



WHAT WILL MY CUSTOM BRANDED MARKET APP COST?

One-time fee: \$5,000

Annual maintenance fee: \$1,000


Life Cycle Management

We manage your future app upgrades

- Changes made to the Avanti App will be applied to the Operator branded app within 60 days of releasing a new build to production provided annual maintenance fee is up to date
- Scope and schedule for releases will be based on Avanti roadmap and planned enhancements
- Includes new features such as promotions, notification, defect resolution and UI changes
- Device based testing to ensure changes properly render across target devices with varying screen size and resolution
 - Avanti will review rendered mobile app with Operator prior to uploading to the store
- App Store submission and on-going management for all subsequent releases is provided by Avanti Markets
- Requests submitted in 'Feedback' will be managed by Avanti

- One-time fee: \$5,000
 - Annual maintenance fee: \$1,000

Image Submissions

Image	Resolution Required	Reference
Background Image (Login Page)	1144x1728	Slide 7
Background Logo (Transparent png)	540x185 – png	Slide 7
Application Icon (for store and mobile desktop)	75x75	n/a
App Icon (Upper right of each screen)	192x192 – png	Slides 4-6
Optional- Custom Icons Home, Pay, Offers, Reload, Points	 24x24 48x48 32x32 64x64 96x96 128x128	Slides 4-6

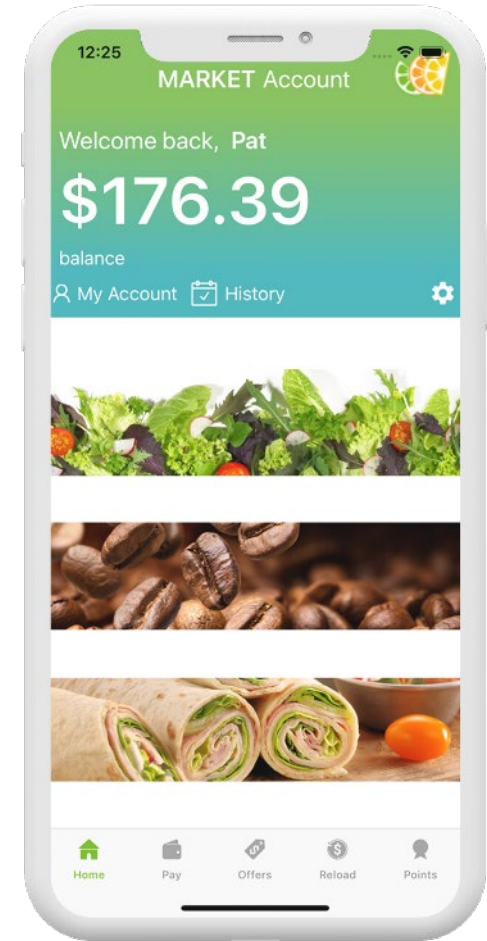
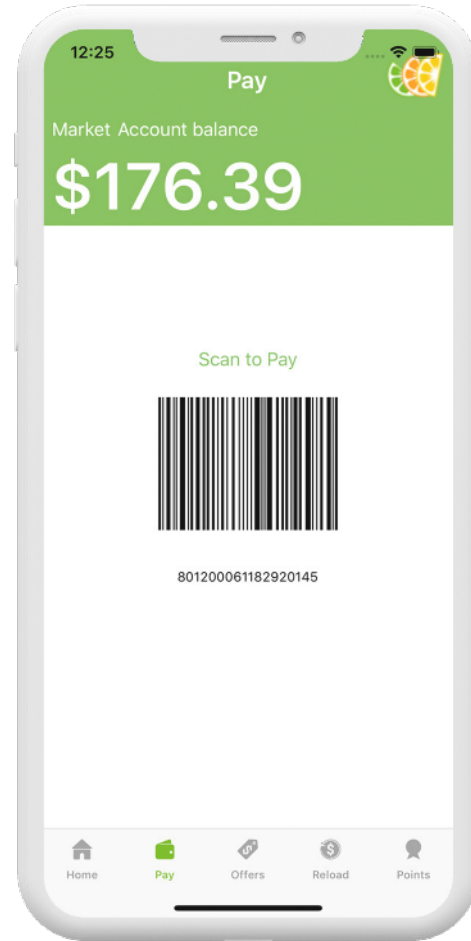
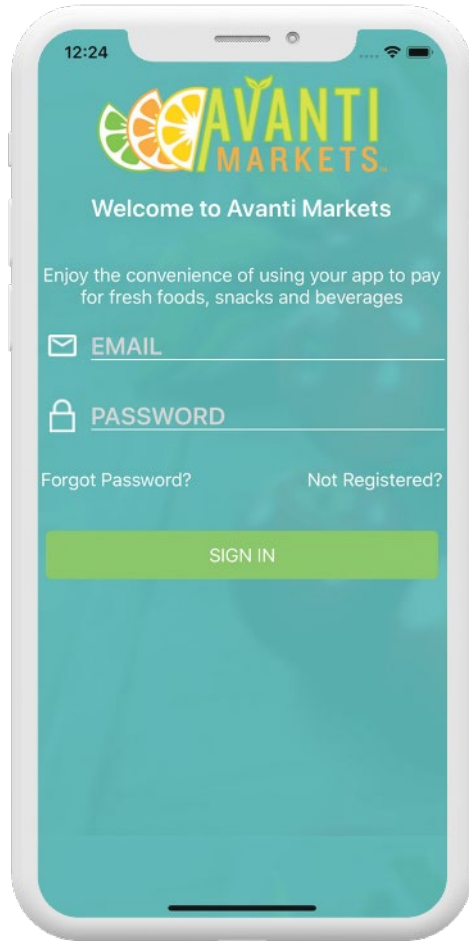


Color Submissions

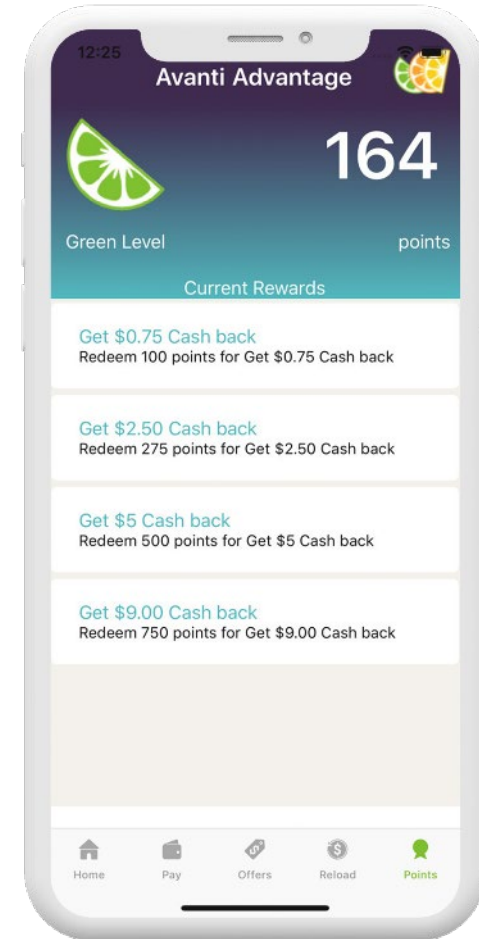
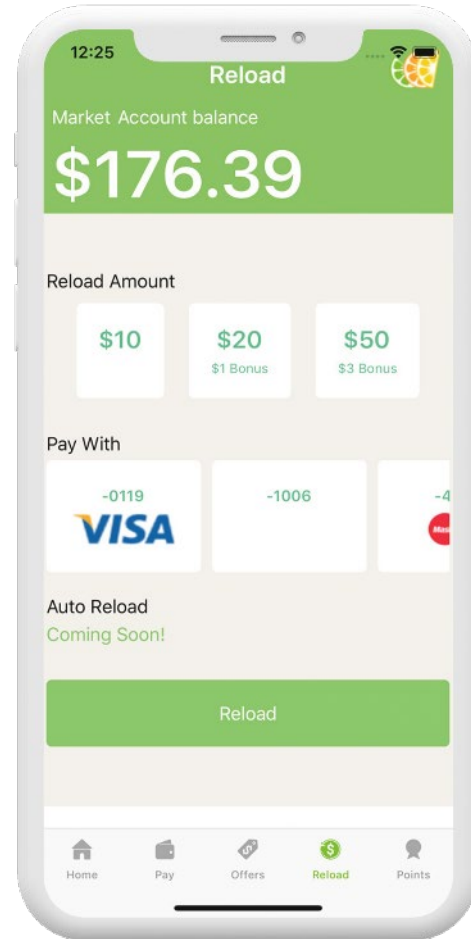
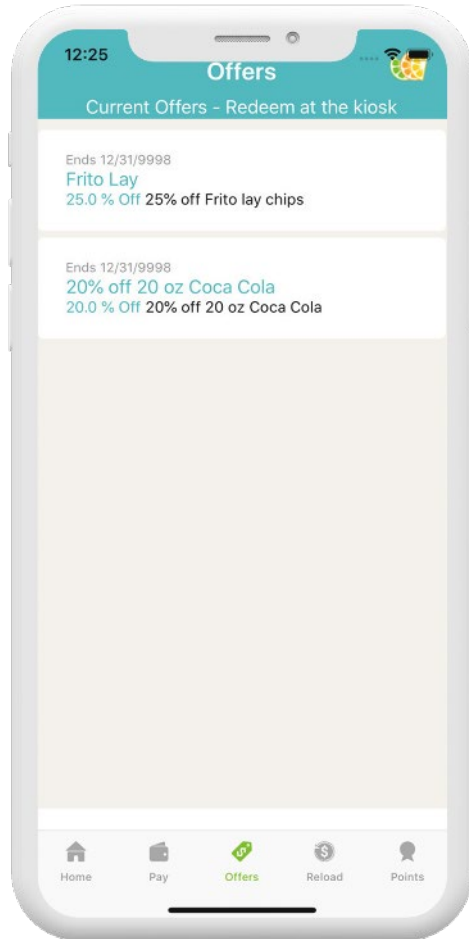
Element	Color Code (Please use six-character hex code) E.g., Black = #000000, Red = #FF0000	Reference
Header Bar		Slide 4
Header Bar Text		Slide 4
Background		Slide 4
Body Text		Slide 4
Main Button		Slide 5
Main Button Text		Slide 5
Cancel Button		Slide 6
Cancel Button Text		Slide 6
Highlight Icon Color		Slide 4
Regular Icon Color		Slide 4
Text Highlight Color		Slide 4
Section Background		Slide 6
Section Highlight Text		Slide 6
Section Regular Text		Slide 6
Amount Box Background		Slide 5
Amount Box Text		Slide 5
On-Slider		Slide 6

App Submission Requirements

	iOS	Android	Description	Example
App Name	50 Characters	30 Characters	Title of the App in the App store. Included in Search. Do not use special characters. Title should be consistent across App Stores.	Avanti Markets
Short Description	No	80 Characters	The first text users see when looking at your app's detail page on the Play Store app. Supports Search.	Use your smartphone to shop, scan, pay at Avanti
Keywords	100 Characters	No	Used to find your App on the App Store. Should describe your App. Must be at least 2 characters.	
Feature Graphic "Text"	No	Yes	Used by Android to promote selected Apps on the Play Store. Promotes top Apps within a category. There is no guarantee Android will promote your App.	



Current Avanti App Screens



Current Avanti App Screens

Current Avanti App Screens

