



APP SPLASH Creative Guidelines

Premium full-screen format (static, 3 seconds)

APPSPLASH is a high-impact, premium format that appears as users open the Daily Mail app. Because it is seen full-screen and for a short duration, the most effective creative is confident, minimal, and instantly readable. Following the guidance below helps ensure your campaign delivers maximum impact while aligning with the premium environment.

Best approach:

Think *full-page magazine or print ad*, not a digital display banner.

1. Keep It Simple

- One clear message only
- Minimal text
- Easy to understand at a glance

If the message needs more than a few seconds to read, the format isn't suitable.

2. Typography

Recommended

- Clean, modern fonts
- Light to regular weights
- Clear hierarchy (headline → supporting line → brand)
- Sentence case or title case

Please Avoid

- Condensed or overly bold fonts
- All-caps headlines
- Decorative or novelty typefaces
- Large price-led typography dominating the screen

3. Colour Usage

Recommended

- Limited colour palette
- Muted or tonal colours
- Plenty of white or negative space
- Brand colours used subtly

Please Avoid

- Very bright or neon colours
- High-contrast “sale” colour combinations
- Overly saturated backgrounds

4. Offers & Messaging

Discounts and offers are acceptable, provided they are presented in a restrained, premium way.

Works Well

- “Up to 50% off selected lines”
- Value-led messaging
- Calm, confident tone

Please Avoid

- Urgency-led language (e.g. “Hurry”, “Today only”)
- Multiple offers in one execution
- Over-explaining terms & conditions

5. Layout

Recommended

- One focal point
- Clear spacing between elements
- Simple, balanced composition

Please Avoid

- Multiple text blocks
- Small print or footnotes

If legal copy or required terms are needed, keep these to an absolute minimum and do not compete with the main message.

6. Imagery

Strongly Recommended

- A single hero product
- or
- High-quality lifestyle imagery aligned to the brand

Please Avoid

- Generic stock imagery
- Collage-style layouts
- Multiple products competing for attention

7. Branding & CTA

Branding

- Logo clearly visible but not dominant
- Clean placement with breathing space

CTA

- Buttons are not recommended, as the format is non-clickable

Final Check

Before submission, ask:

- Is the message instantly clear?
- Does it feel calm and premium?
- Would this work as a full-page print ad?

If yes, it's well suited to APPSPLASH.

Specs & Approval

Please follow the design sizing and safe zones outlined in the template:

<https://www.mailmetromedia.co.uk/advertise-with-us/ad-formats/digital-mobile-app-splash/>

All APPSPLASH creative is subject to editorial approval prior to launch. Where required, exceptions can be reviewed on a case-by-case basis.

Examples

