The Square App Marketplace Listing Guide

Requirements and best practices

Your app, on Square's App Marketplace

The goal of this document is to guide you to create a Square App Marketplace listing.
It explains the components and requirements of a complete listing and provides examples.
The more a listing adheres to these guidelines, the more likely it is to receive quick approval
by Square and to perform well in the Square App Marketplace.

Your listing is the first touchpoint you have with Square sellers, and it will influence your
exposure to the right audience and, ultimately, conversion to your app. This listing is where
sellers can read about your app, see what it looks like, and discover its value. That's why it's
so important to craft messaging and visuals that are factual and transparent, with audience
targeting and the customer journey in mind.

Table of contents

The audience

The Square App Marketplace is a public webpage open to anyone—you don't have to be a Square seller to see it. Consider that as you write content.
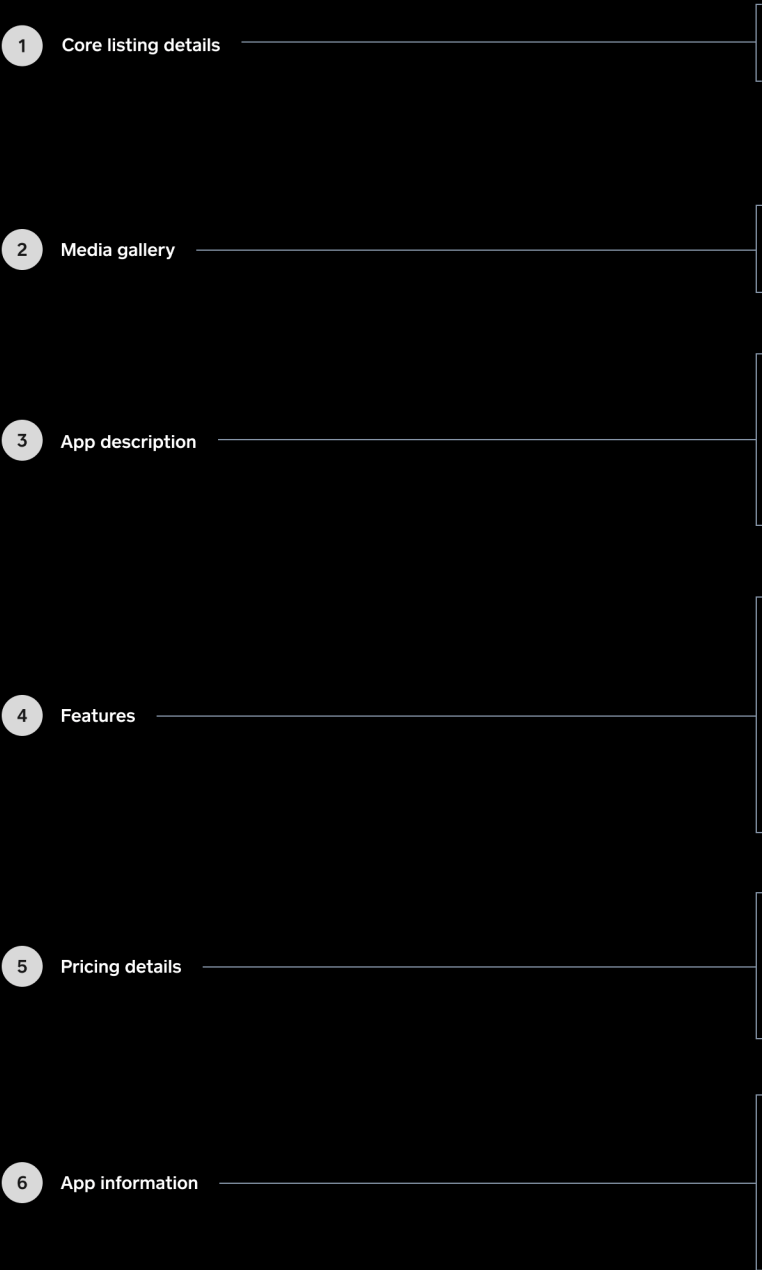
Your listing should make sense for everyone, including:

- Your customers considering Square.
- Square sellers considering your app.
- Business owners that are neither your customers nor Square sellers (yet!).
- Customers who are already using your app and Square separately but don't know there is an integration.

Required audience considerations for your content

- Your copy should be understood by sellers of varying business experience, education levels, backgrounds, and industries. Many are first-time business owners. Be empathetic and inclusive so sellers are empowered to research and pick the solution that is truly best for them.

- No tech jargon or acronyms. If it's a must, then take a sentence to explain in layman's terms. The reader may not know what it means to be a "plug-in" or an "API" or a "CRM."

- If your app is made for more advanced sellers, say so upfront so novice sellers don't waste time, and you get the right audience to consider your app. For example, "Our app is made to improve the eCommerce checkout experience on your existing website. It's for a growing business that needs to handle higher volume. You may need a developer or some HTML knowledge to be successful."

- Paint a picture of exactly what it will look like to use your integration in practice. Use practical examples in your description. Sellers should be able to envision themselves or their customers using your integration daily.

- Don't assume that they have any prior knowledge of your product or brand.

- Be direct and explicit. Avoid hyperbolic sales-oriented language, such as, "We are the best app in the world."

App listing page structure

1 Core listing details

2 Media gallery

3 App description

4 Features

5 Pricing details

6 App information

Printful

Easy print-on-demand fulfillment, dropshipping and warehousing services.

4.3 ★★★★½   19 reviews

Get Started

Pricing varies

App Details   Reviews

About

Printful is a one-stop dropshipping service for businesses of all sizes to sell quality print and embroidery goods. We'll handle inventory, production, and shipping, so you can focus on building your business. Connect Printful to Square Online to seamlessly manage your catalog and track your orders in one place.

Our item catalog includes products ranging from t-shirts, leggings, swimwear, and jewelry to posters, hats, and beanbags. Simply sign up to create custom products to fill your store. Promote and sell your

Show Full Text ⌄

Features

Pay zero upfront costs.

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Rely on 24/7 customer support.

Our dedicated customer support team is available around the clock to answer your questions and concerns.

Pricing   Full Pricing Details ›

Pricing varies

Pay product and fulfillment costs when an order is made.

* Prices in USD

Information

Support

🏠 Developer Website

ⓘ Support Website

✉ Support Email

📱 +1 (555) 555-5555, ext. 55

Supported Countries

United States, Canada, Australia, United Kingdom, Japan

Core listing details

App name

This is your app name, as it appears at the top of your website. If a seller were to recommend your app to another seller, what would they call it? A seller should be able to Google your app name and get right to your website.

Do

- Make sure your app name is unique and identifiable.
- Make sure your app name matches exactly to how it's listed in other places, like your website or Google listing.

Do not

- Include "Square."
- Include competitors' names.
- Include an additional tagline or functionality in the title (e.g., Square: Simplify Payments). There is a separate tagline that will almost always appear next to your app name.

Additional guidelines

- 32 characters max.
- Case sensitive.

Example

Printful

Company name (optional)

If you are a larger company with several apps or sub-brands, you can provide a parent company name to list alongside your app name. Providing a company name allows you to pair your app's name with your company's name in a byline-like arrangement (e.g., {yourAppName} by {yourCompanyName}). This is useful primarily in instances where:

1. Your app's name is not your company's name.

2. You have multiple apps in the Square App Marketplace.

3. Ownership of an app has changed.

If your app name is the same as your company's name, omit this.

Example

QuickBooks Online
by Intuit
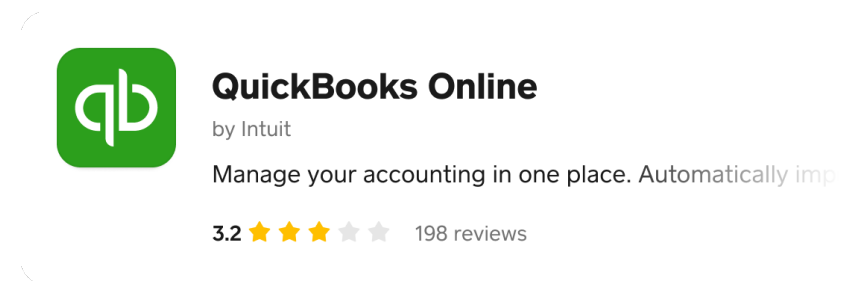
App tagline

This is a short sentence used in conjunction with your app name to explain what your app does at a high level. If someone searches for an app in the Square App Marketplace, this sentence will appear with your app name in the results.

Note: This is not a marketing tagline, but rather a functional one-sentence summary. It should clearly communicate the main thing your app does to a seller who has never heard of it before.

Do

- Get to the heart of your app's function, unique value, and target audience.
- Keep it factual, not emotional.
- Be direct and deliberate. This is a functional tagline (e.g., "Build an online store with simple templates and management tools," not, "An eCommerce platform made just for you.")
- Use layman's terms.
- Highlight the task that your app accomplishes best, or that is in highest demand.
- Mention any niche or specific audience so the right sellers find you. (E.g., "Get discovered by pizza lovers on our specialized delivery platform.")

Do not

- Include "Square."
- Include your app name.
- Include hyperbolic claims or sales-oriented language (e.g., "the best," "the fastest," "the only," or "made just for you"). This is NOT a marketing tagline.
- Use abbreviations, acronyms, or tech jargon. A large percentage of the audience exploring the Square App Marketplace are small business owners in various industries who may not be familiar.
- Include pricing.

Requirements

- 80 characters max.
- Case sensitive.

Example

Easy print-on-demand fulfillment, dropshipping, and warehousing services.

Core details (on listing)

1 App name

2 App tagline

3 App icon

4 Price overview / free trial info

Printful
Easy print-on-demand fulfillment, dropshipping and warehousing services.

☆ Not enough reviews yet

Get Started

Pricing varies

Details Reviews

Core details (on app tiles)

1 App name

2 App tagline

3 App icon

4 Price overview / free trial info

Printful
Easy print-on-demand fulfillment, dropshipping and warehousing services.

☆ Not enough reviews yet

Pricing varies

App category

This is the main category of apps you will be grouped in.

Do

- Select the most relevant category you serve.
- If your app falls into multiple categories, choose the best one.

Do not

- Select an irrelevant category.

Search terms

Provide search keywords associated with your product so sellers can discover your app via search in the Square App Marketplace or in the Square Dashboard.

Words from your app name and tagline will automatically appear in search results. This is an opportunity to provide additional search terms.

Do

- Include only relevant terms to your product or the value it provides.
- Use the single form of words. Search will match partial or plural terms.
- Take learnings that you have from your own marketing efforts—what keywords do sellers use to find your app on other search engines?
- List the maximum (6) search terms if you can. This will make your app more discoverable.

Do not

- Include "Square."
- Include your app name.
- Include your competitors' names.
- Include abbreviations or acronyms unless you have a very niche audience that you are sure has a pattern of searching for that term.
- Repeat the same words multiple times in different permutations (e.g., "restaurant manager" and "restaurants").

Requirements

- 6 search terms max.

Example

print-on-demand, dropshipping, fulfillment, personalization, t-shirt, eCommerce

App description

1 App description

Within the screenshot:

Printful
Easy print-on-demand fulfillment, dropshipping and warehousing services.

4.3 ★★★★☆   19 reviews

Get Started
Pricing varies

App Details   Reviews

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Show Full Text ⌄

Features

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Pricing   Full Pricing Details ›

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App description

This is your "about" section. It's your chance to explain how your app works and the value it provides. The first few sentences will appear in the listing. The user will expand this section to read more if your description is longer.

Do

- Explain in detail your app's value to the seller.

- Call out how you are integrated with Square. (e.g., "[Our app] automatically pulls information from your Square Point of Sale to eliminate manual data entry.")

- Be transparent if your app is specialized or more effective with a specific type of seller—whether it's the maturity of their business or niche products. (e.g., "This app is best for clothing retail businesses that already have a website and developer resources. It will improve inventory management to handle large volumes across multiple countries. It's not an out-of-the-box solution for a novice just starting a business.")

- Provide real-life examples so the seller can visualize themselves (or their customers) using your app (e.g., "Plumbers and electricians can use our app to schedule appointments, save notes, and send invoices on the spot.")

Do not

- Simply use a bulleted list of benefits or features.

- Include links or URLs.

- Use all caps text.

- Use exclamation points.

- Use special characters or emojis.

- Include hyperbolic claims or sales-oriented language (e.g., "the best," "the fastest," or "the only").

- Make promises that can't be substantiated (e.g., "[Our app] will drastically improve your sales in the first month.")

- Use abbreviations, acronyms, or tech jargon. A large percentage of the audience exploring the Square App Marketplace are small business owners in various industries who may not be familiar.

- Include pricing.

- Describe temporary offers (e.g., "For COVID we have implemented new functionality ...") This should be evergreen content.

- Include a call to action to sign up for your app (e.g., "Try our app today.")

App description (cont.)

Requirements

- 1,600 characters max (500 characters minimum recommended).
- The first 500 characters are shown, and the rest are hidden behind a "show full text" button, so write your description accordingly.

Example

Printful is a one-stop dropshipping service for businesses of all sizes to sell quality print and embroidery goods. We'll handle inventory, production, and shipping, so you can focus on building your business. Connect Printful to Square Online to seamlessly manage your catalog and track your orders in one place.

Our item catalog includes products ranging from t-shirts, leggings, swimwear, and jewelry to posters, hats, and beanbags. Simply sign up to create custom products to fill your store. Promote and sell your products, and watch as your orders are automatically imported to Printful. We charge for fulfillment and what's left from your retail price is profit. We print your order, pack it, add pack-ins, and ship everything directly to your customer under your brand.

We print our products with care at our fulfillment centers in North America and Europe, as well as our partner facilities across the globe. Since our official launch in 2013, we've fulfilled 27M+ items using industry-leading equipment like Epson and Kornit.

App description (collapsed)

① **App description**
(First 500 characters shown)

About

Printful is a one-stop dropshipping service for businesses of all sizes to sell quality print and embroidery goods. We'll handle inventory, production, and shipping, so you can focus on building your business. Connect Printful to Square Online to seamlessly manage your catalog and track your orders in one place.

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Show Full Text ⌄

App description (expanded)

About

1 Full description

Printful is a one-stop dropshipping service for businesses of all sizes to sell quality print and embroidery goods. We'll handle inventory, production, and shipping, so you can focus on building your business. Connect Printful to Square Online to seamlessly manage your catalog and track your orders in one place.

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Show Less Text ⌃

App features

1 App features

Square App Marketplace   Categories   Collections   More   Search   Sign In

Printful
Easy print-on-demand fulfillment, dropshipping and warehousing services.

4.3 ★★★★½   19 reviews

Get Started

Pricing varies

App Details   Reviews

About

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Show Full Text ⌄

Features

Pay zero upfront costs.

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Our dedicated customer support team is available around the clock to answer your questions and concerns.

Pricing   Full Pricing Details ›

Pricing varies

Pay product and fulfillment costs when an order is made.

* Prices in USD

Information

Support

🏠 Developer Website

ⓘ Support Website

✉ Support Email

📱 +1 (555) 555-5555, ext. 55

Supported Countries

United States, Canada, Australia, United Kingdom, Japan

App features

Every app listing includes three bolded features, which highlight the specific functionalities of your app and how it is integrated with Square. Each feature has two elements:

1. **Headline**
   One sentence that starts with a verb.

2. **Description**
   One to two sentences to provide further detail.

Do

- Begin each headline with a verb.

- Provide a complete and succinct sentence. (e.g., "Create web pages easily," NOT, "Web page creation").

- Address challenges directly that sellers face while running their business.

- Provide supporting text to expand on the feature benefit or an example of how it would help the seller in practice.

- Dedicate at least one feature to describe how your app is integrated with Square.

Do not

- Put bullet points in the supporting copy.

- Include links or URLs.

- Use all caps text.

- Use exclamation points.

- Use special characters or emojis.

- Use formatting like italics, bold, or underline.

- Include hyperbolic claims or salesy language (e.g., "the best," "the fastest," or "the only").

- Use abbreviations, acronyms, or tech jargon. A large percentage of the audience exploring the Square App Marketplace are small business owners in various industries who may not be familiar.

- Include pricing.

- Describe temporary offers (e.g., "For COVID we have implemented new functionality ..."). This should be evergreen content that won't need to be updated over time.

- Repeat the same copy that was in your app description.

- Include a call to action to sign up for your app. (E.g., "Try our app today.")

App features (cont.)

Requirements

- List three key features. No more, no less.
- Headline is 80 characters max.
- Supporting copy is 180 characters max.

Example

(Headline)
Pay zero upfront costs.

(Description)
It's free to sign up with Printful, and there are no subscription costs, minimums, or setup fees. You only pay product and fulfillment costs when a customer buys from you.

App features (detail)

1 Feature 1 headline

2 Feature 1 description

3 Feature 2 headline

4 Feature 2 description

5 Feature 3 headline

6 Feature 3 description

Features

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Links and information

Your listing will include text links (calls to action, or CTAs) to help visitors quickly reach your website without searching on their own.

> **ⓘ Important Tip**
>
> It's recommended that all links have unique UTM tracking parameters, created on your end, so you can report on all the traffic coming from the Square App Marketplace. Square reports OAuths and referrals. If you currently monitor your referral traffic using a different method, there is no need to provide a UTM link.

Links

1 Get started link / launch link

2 Pricing details link

3 Main website link

4 Support page link

5 Support email address

Square App Marketplace   Categories   Collections   More   Search   Sign In

Printful
Easy print-on-demand fulfillment, dropshipping and warehousing services.

4.3 ★★★★★ 19 reviews

Get Started

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App Details   Reviews

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Pricing   Full Pricing Details >

Pricing varies

Pay product and fulfillment costs when an order is made.

* Prices in USD

Information

Support

🏠 Developer Website

ⓘ Support Website

✉ Support Email

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Supported Countries

United States, Canada, Australia, United Kingdom, Japan

Get started link

This is the primary call to action for sellers to convert to your app integration. It appears at the top of your listing. This link should be the quickest path forward for sellers to sign up and connect their Square account.

User experience recommendations

If your product has self-onboarding

Take sellers directly to a straightforward onboarding flow, and then immediately connect their Square account. It's important to ensure the seller is prompted to connect the two accounts after signing up.

If your product requires a Sales touch to onboard

Take sellers to a "contact Sales" form on a dedicated landing page that is preferably co-branded for a seamless experience. Make sure your Sales team is ready to follow up proactively with leads to get them onboarded and connect their Square account.

If your product is self-hosted

Lead sellers to directly download or connect your product. Instructions for Square account connection should be easily accessible.

Do

- Monitor traffic from this link, either via a unique URL with UTM tracking parameters or an alternative analytics method. If you see there is high traffic and low conversions, you may want to re-evaluate the user experience.

- Take sellers through the shortest path to set up your Square integration. If possible, sellers should be prompted to connect their Square account right away to grant permissions, and start using the integration in one flow. There is high dropoff when the OAuth process is separate from the sign-up or login process, and the seller has to figure out how to OAuth on their own.

Do not

- Take sellers through additional content or extra click paths. Your app listing should provide enough information so potential customers can make an informed decision to use your integration right away. When sellers click this link they are expressing direct intent to use your product, and they don't need to be further convinced with additional marketing content.

Example

https://printful.com/connect/square?utm_source=square

Launch link

This link provides a direct path to your product's dashboard for sellers who have already converted. It will appear in two places:

1. It automatically replaces the Get Started link for logged-in sellers who have already connected their Square account to your product.
2. The My Applications page in the Square Dashboard, directing sellers from Square straight to their account on your platform.

Example

https://printful.com/dashboard?utm_source=square

Information section

Square App Marketplace   Categories   Collections   More   🔍 Search   Sign In

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4.3 ★★★★★   19 reviews

Get Started

Pricing varies

App Details   Reviews

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①   Information section

Main website link

This link takes sellers to your main home page—the entryway to your overall product.

Example

https://printful.com/?utm_source=square

Support page link

If a seller is looking for help, they should be able to easily find your customer support.

This link takes sellers to the page on your website where they can get in touch with you for troubleshooting. This might be a resource or FAQ page, a knowledge base, or simply a contact form. It will appear in two places:

1. The Information section of your listing.
2. The Square Dashboard on the My Applications page within your app's details.

Example

https://printful.com/contacts?utm_source=square

Support email address (optional)

This is the email address that sellers can use to connect with your customer support team via email.

Example

help@printful.com

Technical requirements (if applicable)

Proactively communicate any technical requirements for sellers to successfully use your application. Sellers shouldn't run into surprises trying to install or use your product.

Requirements

- You can list up to four requirements.

- 50 characters max.

- Case sensitive.

- No need to include anything implied (e.g., a Square account or web browser).

Example

- *Requires [third-party software] or [a specific version of software]*

- *SSL installed on your website*

- *HTML programming knowledge*

Information section (detail)

1 Support contacts

2 Requirements
(optional)

3 Supported countries

Information

Support

⌂ Developer Website

ⓘ Support Website

✉ Support Email

▯ +1 (800) 555-5555, ext. 55

Requirements

Web hosting account

SSL enabled

PHP >= 5.6 (cURL enabled)

Supported Countries

Unites States, Canada, Australia, United Kingdom, Japan

Pricing

Pricing section

Categories   Collections   More

Search

Sign In

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① Pricing section

Pricing format

Although the Square integration itself is often free, your app's prices are listed for transparency to proactively inform sellers what it would cost to use your product and to provide enough detail for them to decide if it's right for them.

If the options below don't cover your full pricing scheme, don't worry. In this section, we'll also give sellers a link to the detailed pricing page on your website.

Select one pricing format that best fits your product:

Free

This means using your product is 100% free—this is not referring just to the integration or a free trial.

Opaque

This means sellers should reach out to you to get a quote. Choose this option if you do not have specific pricing mentioned on your website. In this case, your Get Started link would go to a "contact Sales" form.

Tiered

This describes 1-4 levels of pricing, one of which could be "free" if you have a freemium model. If you have more than four tiers, list your primary four.

You should also choose this method if you have different pricing options that aren't necessarily tiered (e.g., pay $1 or 1% per transaction).

Tier names are optional. But note that if one tier has a name, then every tier needs a name.

Pricing format (cont.)

Requirements

- Your pricing in the Square App Marketplace should mirror the pricing on your pricing page.
- For Tiered pricing, you will be asked to provide 1-4 pricing benefits.
    - Feature lists are four bullet points and/or 120 characters max.
    - Tier names are 15 characters max.
    - Only list tiers that sellers can use with the Square integration.

Free pricing

① Pricing details URL

Pricing   Full Pricing Details ›

Free

This integration is free for Square sellers.

Opaque pricing

① Pricing details URL

Pricing   Full Pricing Details ›

Get a quote

To find out more, contact sales.

Tiered pricing

1 Pricing details URL

2 Free trial length
(optional / if applicable)

3 Tier name
(optional)

4 Price / interval

5 Additional fees
(optional)

6 Tier features
(recommended)

Pricing Full Pricing Details ›

14-Day Free Trial

STARTER	SMARTER	SOPHISTICATED	ACCOUNTANT
Free	**$15** / month	**$35** / month	**$100** / month
$49.99 one-time setup fee, 4¢ per email sent	$49.99 one-time setup fee, 4¢ per email sent	$49.99 one-time setup fee, 4¢ per email sent	$49.99 one-time setup fee, 4¢ per email sent
Send unlimited invoices	Send recurring invoices with auto-bill	Organize books with smart tagging	Track time across client accounts
Manage unlimited vendors & customers	Connect multiple bank accounts	Share documents securely	Cobrand your firm on client accounts
Accept digital payments	Add 5 team members	Invite unlimited users	Migrate existing accounting data

Free trials (optional)

A free trial is a limited-time trial of, at minimum, the most basic functionality of your app integration. If you have tiered pricing where the first tier is free, that's not a free trial."

Requirements

- Free trials will be listed with a number of days.

Example

14-day free trial

Discounts and offers (optional)

Offers can have a time limit and Square will automatically remove them from your listing upon expiration. You can ask your Square point of contact to update your listing with an offer any time. Offers can be for Square sellers exclusively, or in general for any user of your product.

Do

- Provide countries where valid.

- Provide an expiration date if applicable.

- Provide eligibility requirements.

- Provide a clear, short description of what the seller will gain or save.

Do not

- Describe your offer with sales-oriented language or claims that are not evergreen (e.g., "Christmas offer!" or "COVID relief" should not be included in the description).

Requirements

- Describe offer in 120 characters max.

- Case sensitive.

Example

10% off with an annual subscription.

Offer banner

App Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

4.3 ⭐⭐⭐⭐ 19 reviews

Get Started

Free plan available
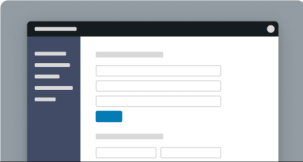
Details Reviews

1 Offer banner →
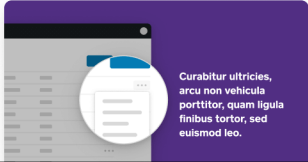
OFFER Nunc ut purus id elit ornare interdum. In vitae lorem porta, tempus leo nec, bibendum nunc.

Lorem ipsum dolor sit amet

Curabitur ultricies,
arcu non vehicula
porttitor, quam ligula
finibus tortor, sed
euismod leo.

Images

The following are the pieces of image-based content for you listing in the Square App Marketplace:

- App icon
- Media gallery images
- Staff picks image

> **ⓘ Creative resources**
> - To access a Square App Marketplace Asset Builder and Preview, make a copy of **this Figma template** which includes templates for your icon, Staff Picks image, and media gallery image examples.
> - You can also download **these Photoshop templates** for help creating your icon, Staff Picks image, or media gallery images.

App icon

Your app icon is used in a variety of contexts throughout the Square App Marketplace and Square Dashboard, and is typically paired alongside your app name.

Do

- Make sure your app icon is unique and identifiable.
- Keep your logo within the safe zones as indicated in the templates.
- Have a solid fill background—rounding will happen automatically.
- Make sure your icon is readable at small sizes. Your icon will commonly display small at 64 px × 64 px or smaller.

Do not

- Include transparency.
- Include text that is not part of your logo.
- Include names or symbols of other brands (even if your product integrates with them).
- Include photography.
- Include a stroke around the asset.

Additional guidelines

- Dimensions: 512 px × 512 px.
- Maximum file size is 50 kB.
- PNGs and JPGs permitted.

Keep the primary artwork in your icon within the safe area as shown in the available templates. Having key elements outside of the safe area will result in awkward margins between the artwork and the edge of the icon when presented on the page.
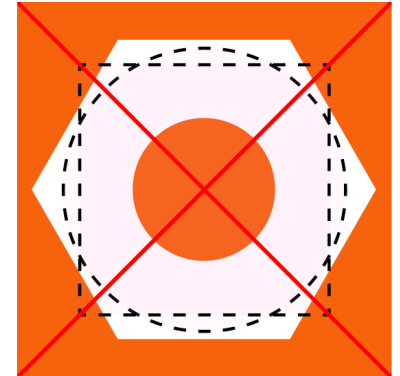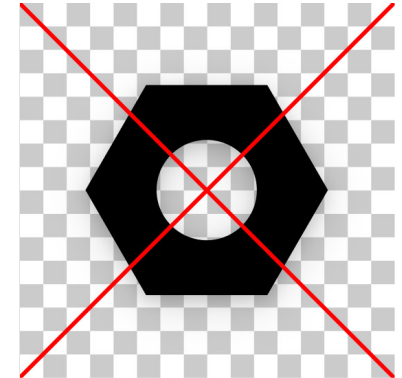
No transparency. Your app icon image should have a solid fill background.

Because the corners are rounded, the app icon artwork should not incorporate a border.

For your icon background, simple is better. Solid colors, gradients, and even very subtle patterns are acceptable. You will not be able to see detail in complex backgrounds at the relatively small sizes the icons appears.

Media gallery

1 — Media gallery

Printful

Easy print-on-demand fulfillment, dropshipping and warehousing services.

4.3 ★★★★½ 19 reviews

Get Started

Pricing varies

App Details   Reviews

About

Printful is a one-stop dropshipping service for businesses of all sizes to sell quality print and embroidery goods. We'll handle inventory, production, and shipping, so you can focus on building your business. Connect Printful to Square Online to seamlessly manage your catalog and track your orders in one place.

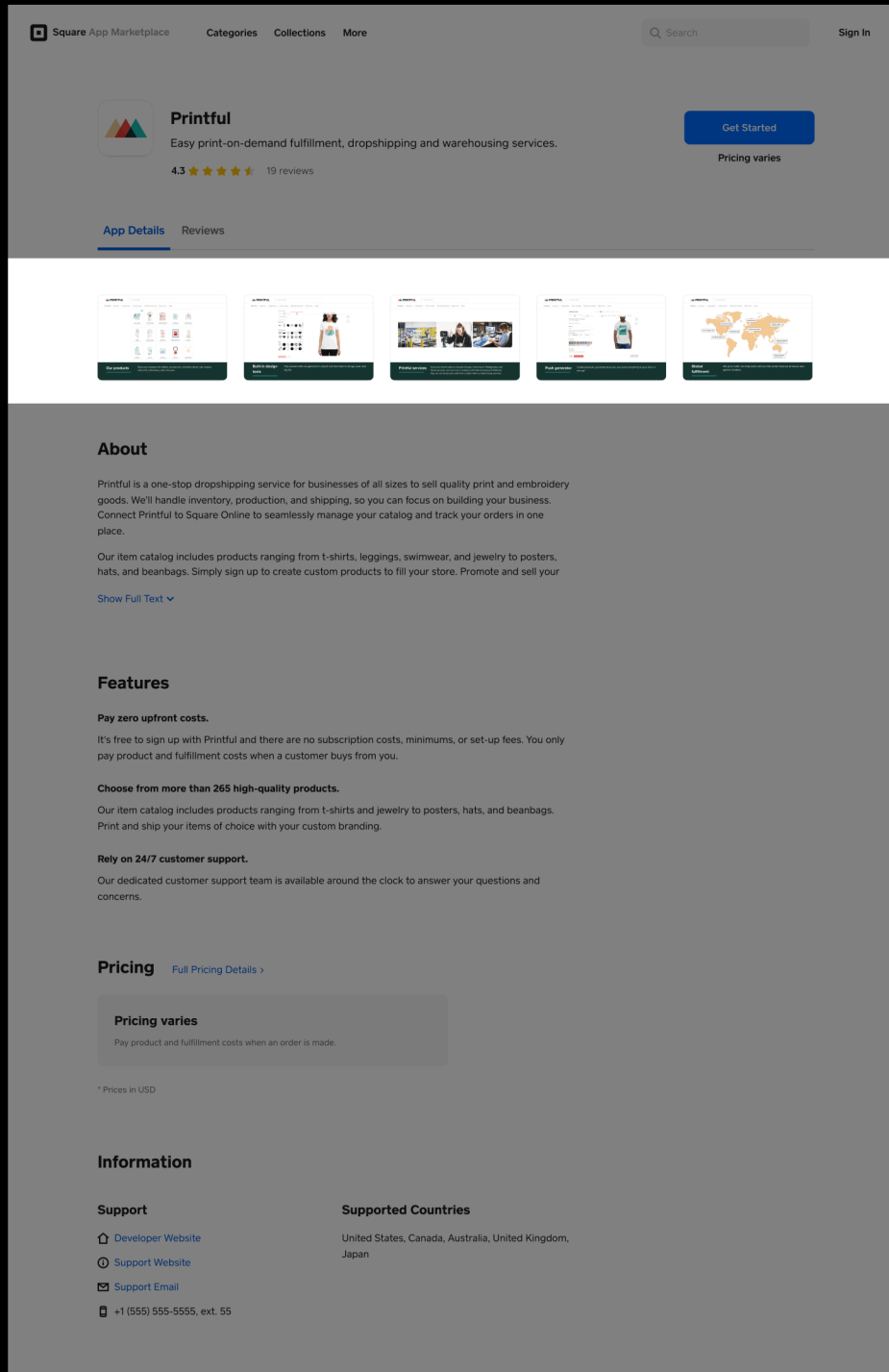Our item catalog includes products ranging from t-shirts, leggings, swimwear, and jewelry to posters, hats, and beanbags. Simply sign up to create custom products to fill your store. Promote and sell your

Show Full Text ⌄

Features

Pay zero upfront costs.

It's free to sign up with Printful and there are no subscription costs, minimums, or set-up fees. You only pay product and fulfillment costs when a customer buys from you.

Choose from more than 265 high-quality products.

Our item catalog includes products ranging from t-shirts and jewelry to posters, hats, and beanbags. Print and ship your items of choice with your custom branding.

Rely on 24/7 customer support.

Our dedicated customer support team is available around the clock to answer your questions and concerns.

Pricing   Full Pricing Details ›

Pricing varies

Pay product and fulfillment costs when an order is made.

* Prices in USD

Information

Support

🏠 Developer Website

ⓘ Support Website

✉ Support Email

📱 +1 (555) 555-5555, ext. 55

Supported Countries

United States, Canada, Australia, United Kingdom, Japan

Media gallery images

App screenshots and images that convey value and functionality give sellers a sense of what it would be like to use your product.

Do

- Use screenshots that highlight your user interface, listed features, or primary value.
- Keep it simple. Only convey one major point per image.
- Make sure there is sufficient color contrast between screenshot images and their background. This could be a contrasting color fill for the background, or even a simple drop shadow.
- Keep text short and large if you use text. Many people will browse on their mobile devices, so aim for a minimum font size of 32 px.
- Provide annotations in the image to call attention to important features. Not required.

Do not

- Include personally identifiable information in your screenshots.
- Include specific dates or years in your screenshot, as this will quickly date them (e.g., a screenshot of a ticket for a 2020 event). These images should be consistently current and relevant.
- Include screenshots of marketing materials or your website.
- Use the images to show how to configure or get started with your software.
- Include transparency.

Media gallery images (cont.)

Image Requirements

- Minimum of 2 screenshots.

- Maximum of 5 screenshots.

- Screenshots should be in a 3:2 landscape aspect ratio and at least 1500 px × 1000 px.

- Maximum file size is 1.5 MB per image.

- Descriptive alt text is limited to 140 characters per image.

- PNGs and JPGs permitted.

Image Alt Text Requirements

- Provide a one-sentence description of the value the image conveys.

- If your image includes a line of descriptive text, feel free to use the same wording as alt text.

- 140 characters max. per image.
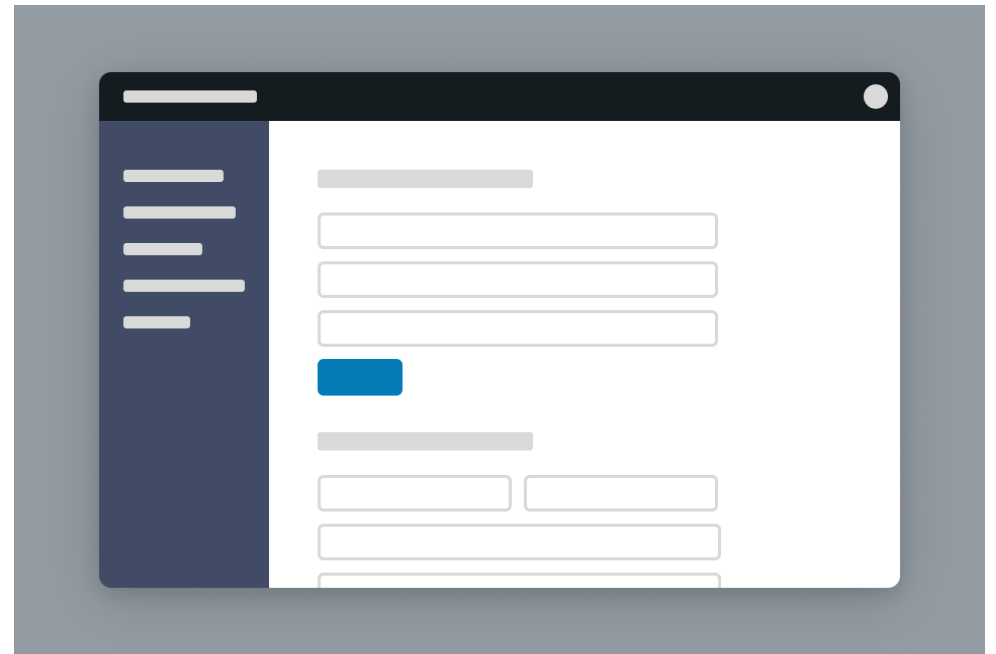
When incorporating images of your UI, make sure you use sufficient contrast so your screenshot stands out against the background.

Images of UI with poor contrast to their background will blend in, resulting in an awkward and unprofessional look.
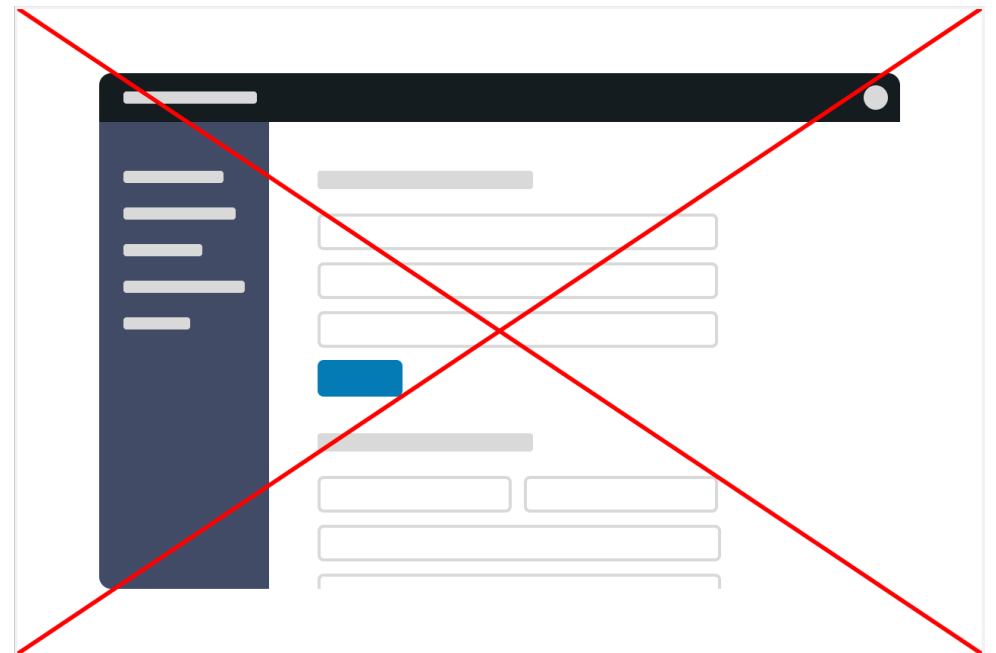
Large text that gets to the point is easy for a seller to quickly digest, and can generally be read without expanding the media gallery thumbnail.
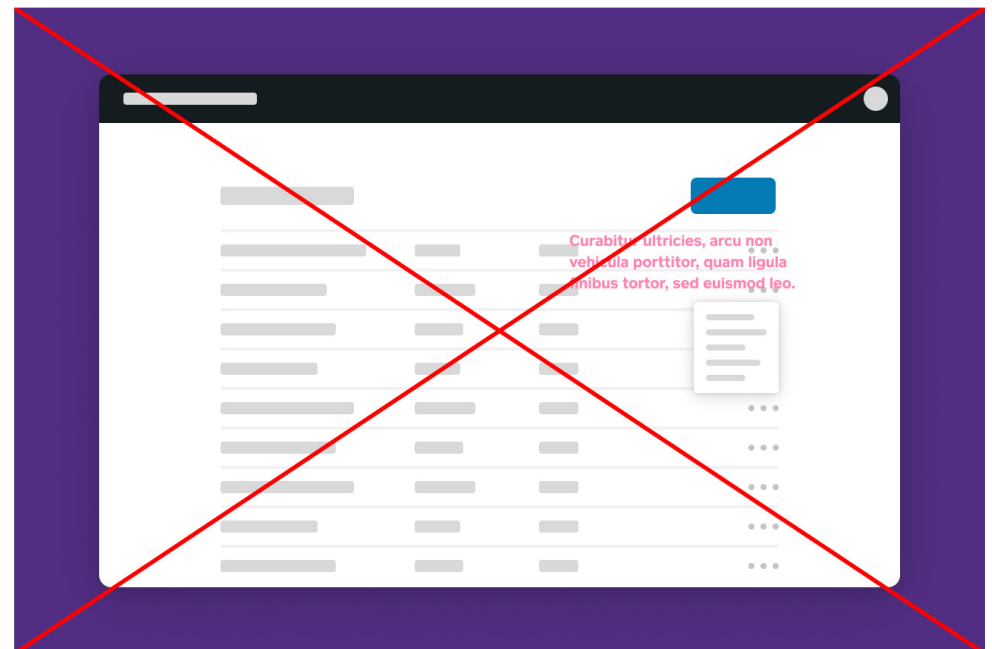
Long text in a small font size is not helpful for a seller trying to quickly understand what you image is communicating.
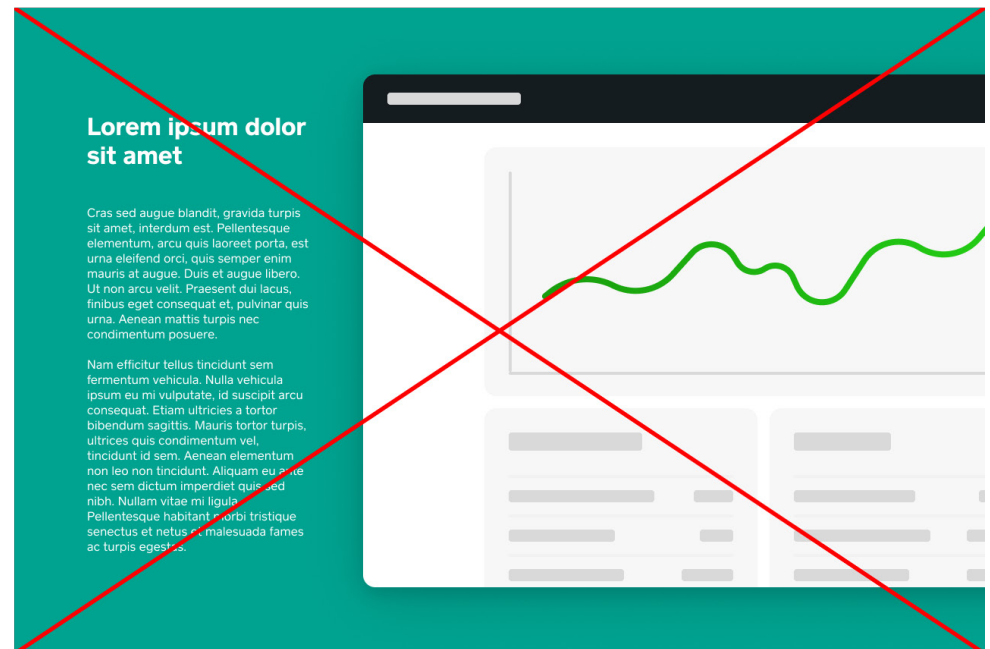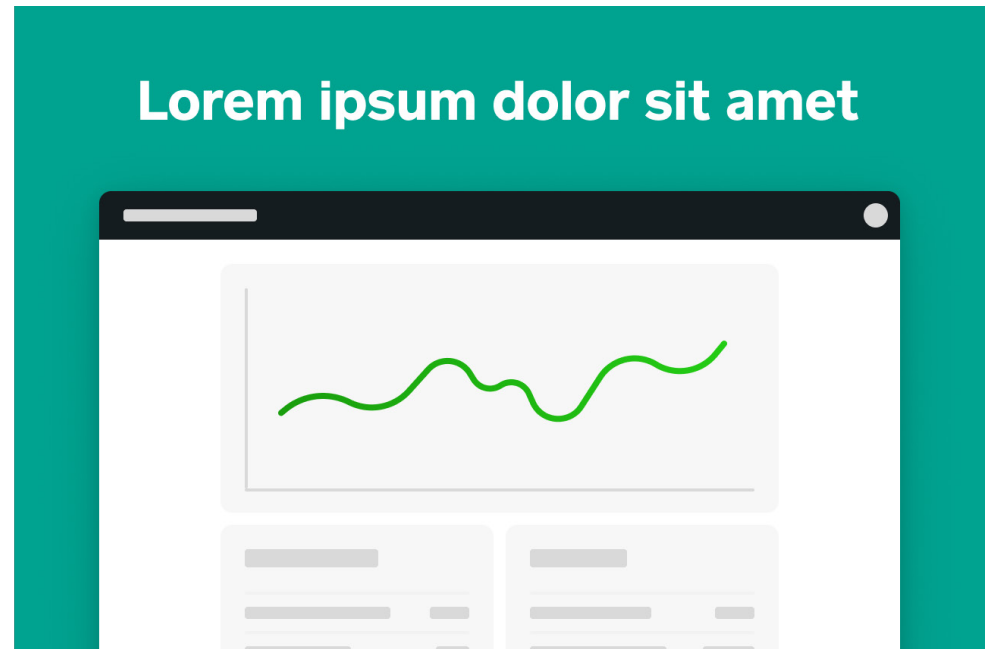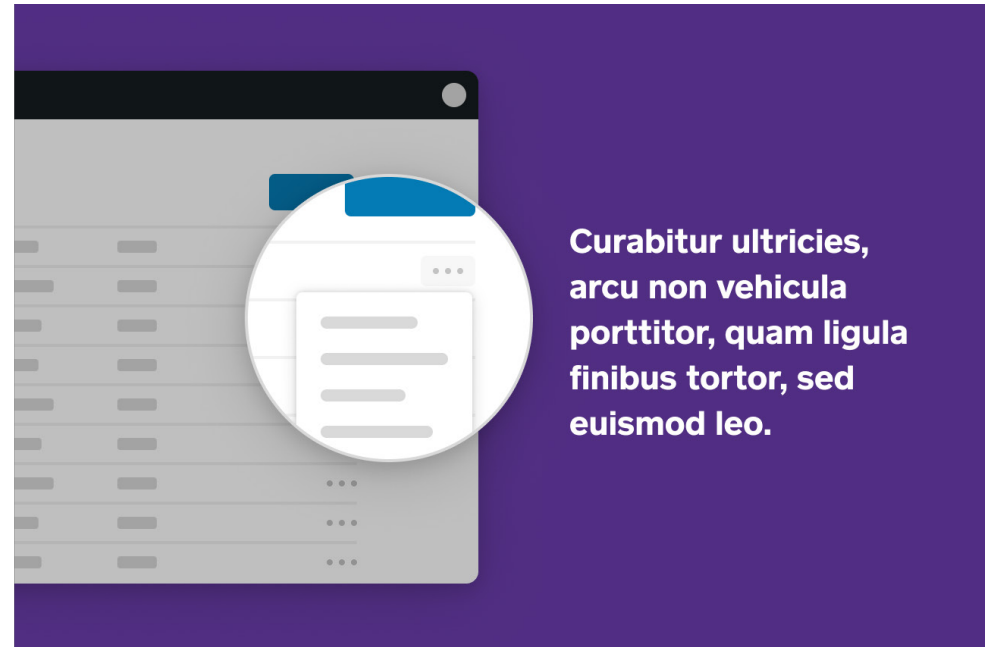
When calling out features in your UI, try to highlight them so sellers know where to focus their view.

Overlaying annotations directly onto your UI makes it hard for sellers to distinguish UI and what you're trying to communicate.

Curabitur ultricies, arcu non vehicula porttitor, quam ligula finibus tortor, sed euismod leo.

Curabitur ultricies, arcu non vehicula porttitor, quam ligula finibus tortor, sed euismod leo.
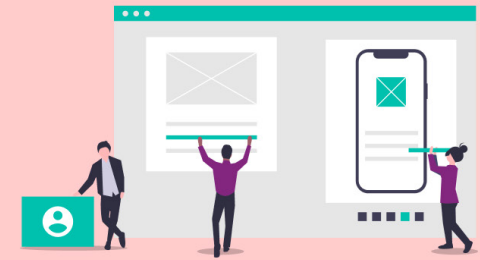
When you want to communicate a more abstract selling point of your product, consider incorporating illustration.

Do not include a traditional photo with your media gallery unless you add context to it via an annotation and it clearly speaks to the value your product provides.

Aenean mattis neque nisi, vel blandit nunc dictum et erat blandit laoreet.

Staff picks image

This is used to feature select apps in the Square App Marketplace homepage. This image will be paired with your app's name and tagline directly below it. Providing this image does not guarantee placement.

Do

- Make it engaging and showcase your brand.
- Use bold color areas and your full logo, but also consider incorporating illustration.

Do not

- Use images of your user interface.
- Use only a photograph.

Additional guidelines

- Dimensions: 1600 px × 800 px.
- Maximum file size of 300 kB.
- PNGs and JPGs permitted.

Staff picks

Staff picks

Acme Widgets

ECOMMERCE

Providing the best widgets for your business.

From $5 / month

Printful

DELIVERY & ORDERS

Easy print-on-demand fulfillment, dropshipping and warehousing services.

From $5 / month

Generally, keep your logo confined within the safe area as shown in the available templates.

Try not to break the safe area with a logo that results in awkwardly tight margins.

Your artwork can extend past the safe area especially if you want to incorporate illustration. Still, keep the primary artwork within the safe area.

Don't just use an image of your software, and don't submit only a photograph as your staff picks image. Your staff picks image should focus on your brand.

Vector logo artwork

Your logo will not be used in your listing, but we proactively collect this asset for potential future use in marketing materials.

Requirements

Editable vector artwork in a vector file format (AI, EPS, SVG, etc.). If possible, include versions for use on light or dark backgrounds. Include as many of your color treatments and versions as possible.

Additional information

Tips for a successful Square App Marketplace listing

Successful listings are easy to digest, quickly communicate the app's value to the seller, and are simple to convert.

- The user experience for the Get Started call to action is short and intuitive. It's easy for the seller to sign up for your product AND connect their Square account immediately.

- Language is concise, direct, and transparent. The information is consistent with your website. It reduces the research burden for the seller so they can make a decision quickly.

- Images are clean and simple. They are easily viewed on mobile without having to zoom in to get the point across.

- You know your audience and it shows. The content is focused on the aspects of your integration that are most valuable to your ideal customer.

- Avoid repeating identical copy that is already reflected directly on your website. Unique wording will help your listing appear sooner in search engine results.

- Leverage customer ratings and reviews. Sellers with verified identities are able to leave app reviews 24 hours after installation and if they don't, Square automatically prompts them to leave a review 30 days post OAuth. Learn more about Square App Marketplace ratings and reviews—and how to manage them—on the Square Developer Blog **here**.

Creative resources

Here is a library of templates and guidelines. You can use them as a guide and inspiration to create the images for your listing, as well as co-branded marketing materials to promote your integration.

- To access a Square App Marketplace Asset Builder and Preview, make a copy of **this Figma template** which includes templates for your icon, staff picks image, and media gallery image examples.
- You can also download **these Photoshop templates** for help creating your icon, Staff Picks image, or media gallery images.
- Get general Square brand guidelines to create co-branded materials, logos, images, pre-approved copy, and more › **Visit the Partner Marketing Resource Hub**.