

AppDirect Catalog Style Guide

Best Practices for A+ Content



Software

Run and scale your business with cloud-based services.



Infrastructure

Maintain control of your business even in the most critical of times.



Connectivity

Make communication the backbone of your business.



Wireless / Mobility

Boost your business with the right mobility solutions.



Managed Services

Let experts help you manage complexity.



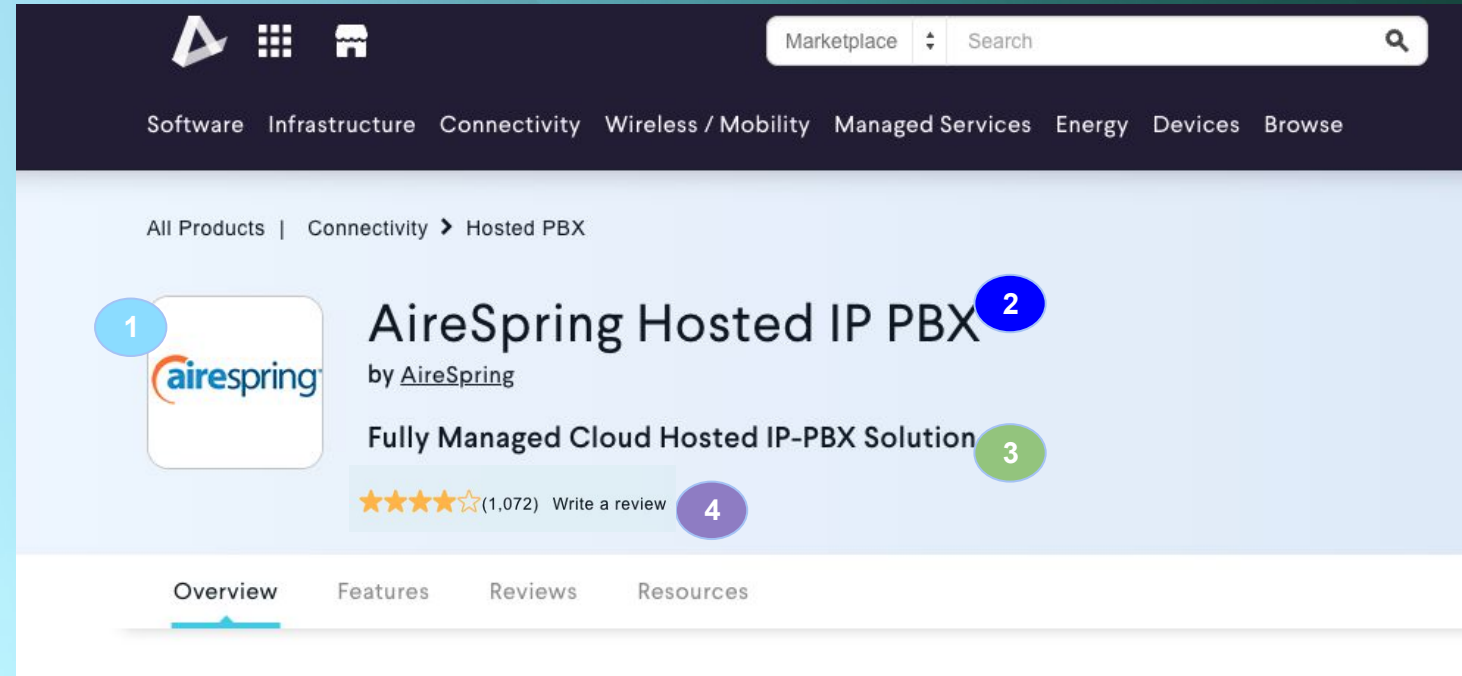
Energy

Keep your organization up and running with cost-friendly utilities.



AppDirect Marketplace - Product Landing Page (Above the Fold)

1. **Logo:** High resolution jpeg of project/brand logo. Icon logo if possible. Min 512×512 pixels
2. **Product Profile Name/Title:** Must have Provider Name followed by Product Name. Ex: Airespring (Provider) Hosted IP PBX (Product/Service)
3. **5-Word Description:** 5- words (no more/less) that describes and draws a customer to the product
4. **Reviews:** Minimum 5 reviews + 4-star average
 - a. Work with G2 or YOTPO to improve reviews



AppDirect Marketplace - Product Overview Page Below the fold

1. Splash Title: 5-10 words summarizing product
2. Description: 75+ words summarizing value proposition of product
3. Overview Images
 - o 3 jpegs
 - o Min 1100×660 pixels
 - o Include screenshots of product in use
 - o Do not include
 - i. stock images
 - ii. just the logo and company name
4. Overview Videos:
 - o 1+ videos
 - o Include demo of product
 - o Only YouTube or Vimeo videos
5. Top features:
 - o 4+ bullet points
 - o Each bullet point is a feature/benefit of the product
 - o 1-2 sentence summarizing feature (bolded titles)

[Overview](#) [Features](#) [Reviews](#) [Policies & Support](#) [Resources](#)



Get in touch with your canvas

Adobe Fresco is a vector and raster graphics editor developed by Adobe, primarily for digital painting. It is built for the latest stylus and touch devices, now including iPhones. It brings together the world's largest collection of vector and raster brushes, plus revolutionary new live brushes, to deliver a completely natural painting and drawing experience. It is for artists, illustrators, animators, sketchers, and anyone who wants to discover, or rediscover, the joy of drawing and painting.

[Watch demo](#)

Top Features

Motion tools

Animate your drawings. You can animate layers frame by frame or guide your drawing along a motion path.

Magic Wand color tool

Change colors without having to trace an outline. The Magic Wand automatically highlights colors that match the ones you select so you can apply them to other parts of your image.

Liquify effects

Create distortion effects with the Liquify tool, which lets you push, pull, pucker, inflate, or exaggerate any area of your drawing for looks ranging from subtle to over-the-top.

Text layer support and Adobe Fonts

Design with text by adding and editing text layers. Use your own fonts or free offerings from Adobe Fonts with a free Adobe Fresco plan, or get everything in Adobe Fonts with a paid plan.

AppDirect Marketplace - Features Page

Goal: Expand on your top features and help customers visualize them

Have **5+** product/services offerings

Include **3+** screenshots to accompany the features

Do not repeat the Top Features on the Overview page

Work more easily with everyone

Stay on the same page and make decisions faster by bringing all of your work communication into one place.

Channels

Stay organized and focused with central spaces for conversations, files, tools and people.

Slack Connect

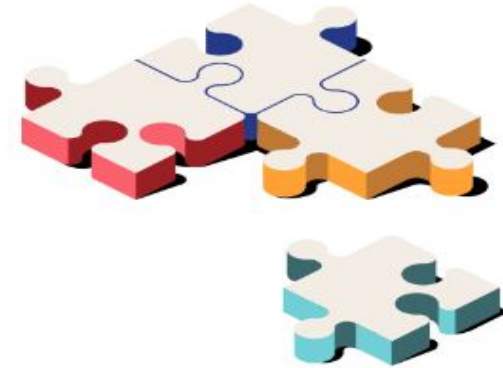
Collaborate with teams at other companies the same way you do with teams at your own.

Messaging

Put your typing to good use. Efficient, organized team chat helps you and your team work better together.

Voice and Video Calls

It's easier to see things eye-to-eye when you're face-to-face. Video conferencing helps you share information more efficiently, so work gets done faster.



What you need, when you need it

Spend less time shuffling tabs with a comprehensive message archive and all your work at your fingertips.

Apps and Integrations

Streamline work by connecting Slack with other services like Google Drive, Office 365 and over 2,200 more.

Workflow Builder

Automate routine actions and communication, so you can get back to the kind of work only humans can do.

Search

When your team can easily access and contribute to shared knowledge, everyone at your company can work smarter, faster and more productively.

File Sharing

Bring your files and the conversations surrounding them together in Slack. It's like show and tell, but at work.

For teamwork of any size

Slack supports collaboration at a global scale, with unlimited channels mirror the way your company actually works.

Security

Protecting your data at every layer is foundational to how Slack works.

Enterprise Key Management

Complete control and visibility of access to your data in Slack using your own encryption keys.

Slack for Enterprise

Slack is secure. It's flexible. It's software that people actually enjoy using. And it's here to help your business.

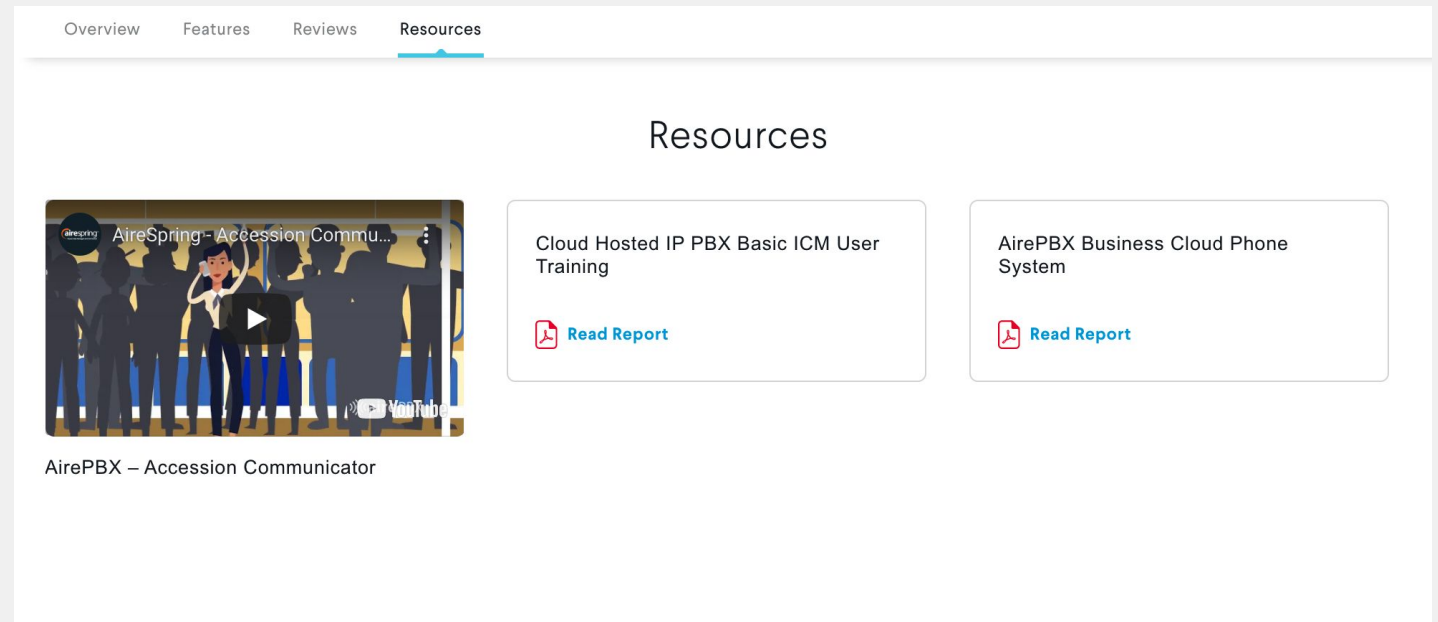


AppDirect Marketplace - Resources

Goal: Use this section to give more information about your product/company

Have **3+** resources on the page:

- PDFs- Instruction manuals, success stories or guides on the product
- Videos- Commercials, demos, or webinars
- Photos-Screenshots, infographics



Checklist

Go through these quick checkpoints before submitting your form

Profile page (Above the fold)

- ☐ Correct taxonomy
- ☐ Product name - Product/ Service Name preceded by Provider name
- ☐ Logo: High-Res and current logo
- ☐ 5-Word Description is catchy and informative
- ☐ Privacy & Terms & Conditions links included
- ☐ G2 review id
- ☐ Purchase type tagged

Profile page (Below the fold)

- ☐ Splash Title: 5-10 words
- ☐ Splash description: 75+ words
- ☐ 3+ Screenshots and 1+ Videos
- ☐ 5+ top benefits

Feature + Resources Tabs

- ☐ 5+ profile/service listings
- ☐ 3+ feature screenshots
- ☐ 3+ resources

Department Specific Information

SaaS

- Video very important- Demos highly recommended
- At least 3 screenshots of products in use
- Cannot have more than 1 category/sub-category
- Include provider name in title

Connectivity+Wireless

- Very important to include provider name in the title
- Cannot have more than 1 category/sub-category
- Avoid using stock photos

Energy

- Tie in current events where possible
 - EX: addressing how solution would protect customers from 2021 Texas Feb storm
- Testimonials and case studies important
- Include financing options, where applicable