



WeChat Stickers Design Specifications

微信表情设计指引

Primary GIF Images 表情主图



Description 素材说明

Image to be sent within a chat

在聊天界面中发送的图片

Asset Requirements 素材要求

- GIF format, 240 x 240 pixels, up to 100 KB per sticker
- A total of 16 or 24 stickers in a sticker pack
- Set against a transparent background
- A 2px width smooth white stroke is required for GIF images
- Images within the same set of primary GIF images must all be animated GIFs or all be static GIFs
- Animated stickers must play and loop smoothly without stuttering
- Stickers of the same set should all have a consistent style
- Don't leave an excess amount of blank space within images

- GIF 格式，240 × 240 像素，每张不超过 100 KB
- 数量只能是 16 或 24 张
- 图片须设置为透明背景
- 需要为图案外围添加 2 像素的白色描边
- 同一套表情主图须全部是动态或全部是静态
- 动态表情设置循环播放，节奏流畅不卡顿
- 同一套表情中各表情风格须统一
- 合理安排图片布局，每张图片不应有过多留白

Sticker Thumbnails 表情缩略图



Description 素材说明

Every sticker requires a thumbnail, which will be shown on both the chat screen and the sticker set details screen.

在聊天页和详情页展示的静态图，与表情主图一一对应

Asset Requirements 素材要求

- PNG format, 120 x 120 pixels, up to 50 KB each
- There should be an identical quantity of thumbnails as to primary GIF images and a one-to-one match between thumbnails and primary GIF images.
- Select a key frame that highlights the meaning of a primary GIF image
- Set against a transparent background
- There is no need to add a white stroke for thumbnail images
- Do not use square framing and avoid sharp right angles within thumbnails
- Don't use an excessive amount of blank space within thumbnail images

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- PNG 格式，120 × 120 像素，每张不超过 50 KB
 - 与主图数量一致，一一对应
 - 选取能够表现主图的关键帧
 - 须设置为透明背景
 - 不需要添加白色描边
 - 不要出现正方形边框，避免表情主体出现生硬的直角边缘
 - 合理安排图片布局，每张图片不应有过多留白

Naming Format for Primary GIF Images and Sticker Thumbnails

主图与缩略图命名格式



Naming Primary GIF Images and Sticker Thumbnails

表情主图和缩略图命名

- Primary GIF images and sticker thumbnails must be named using sequential numbering
 - The numbers of the primary GIF image and the corresponding thumbnail should match in order to ensure a one-to-one correspondence between all primary GIF images and their sticker thumbnails
 - Naming for primary GIF images: 01, 02, 03.....
 - Naming for of sticker thumbnails: 01, 02, 03.....
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- 表情主图和表情缩略图必须按照数字编号进行命名
 - 表情主图和对应的缩略图数字编号命名需保持一致，保证表情主图和缩略图一一匹配
 - 表情主图命名为：01, 02, 03
 - 表情缩略图命名为：01, 02, 03

Sticker Sort Order

表情排序

- Sticker thumbnails on the details page are arranged from left-to-right and from top-to-bottom according to their file names in order of their sequential numbering. Arrange the numbers of each GIF image and thumbnail carefully.
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- 详情页表情缩略图的布局将按照每个表情的数字序号从左至右，从上至下进行排列，请合理安排每个表情的序号。

Chat Screen Icon 聊天页图标



Description 素材说明

The is the icon of a sticker set shown in the sticker set list when tapping the sticker button at the bottom of a chat screen

下载成功的表情展示在聊天页表情列表的图标

Asset Requirements 素材要求

- PNG format, 50 x 50 pixels, up to 30 KB
 - Quantity: 1
 - Select the most recognizable image from the sticker set
 - Set against transparent background
 - Do not use square framing and avoid sharp right angles for icons
 - Don't leave an excess of blank space
 - Use concise imagery and avoid excessive decoration
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- PNG 格式，50 × 50 像素，不超过 30 KB
 - 数量：1 张
 - 选最具辨识度的图片，建议使用仅含表情角色的头部正面图像做图标
 - 须设置为透明背景
 - 不要出现正方形边框，避免表情主体出现生硬的直角边缘
 - 合理安排图片布局，每张图片不应有过多留白
 - 画面尽量简洁，避免加入装饰元素

Gallery Icon 表情封面图



Description 素材说明

A representative image for each sticker set shown on the Sticker Gallery homepage

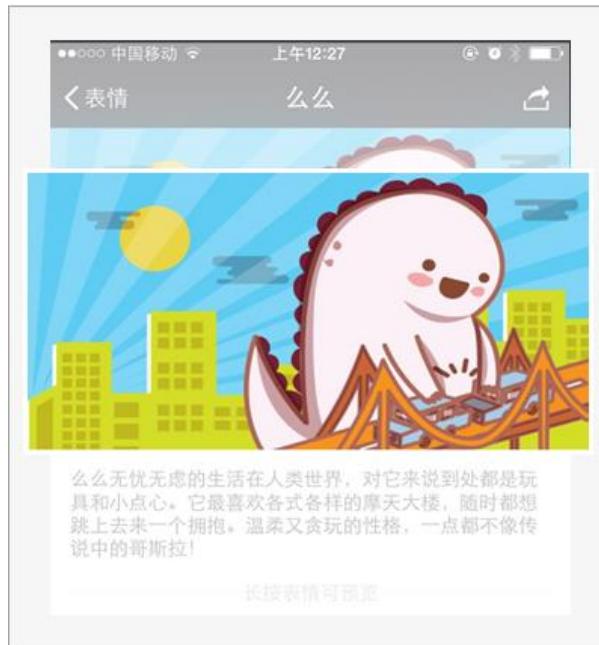
每套表情商店在表情首页展示的代表图片

Asset Requirements 素材要求

- PNG format, 240 x 240 pixels, up to 80 KB
- Quantity: 1
- Select one of the sticker set thumbnails as the Gallery Icon
- Set against a transparent background
- Do not use square framing and avoid sharp right angles for icons
- Don't use an excess of blank space
- Use concise imagery and avoid excessive decoration or text

- PNG 格式，240 × 240 像素，不超过 80 KB
- 数量：1 张
- 选取最具辨识度的形象
- 须设置为透明背景
- 不要出现正方形边框，避免表情主体出现生硬的直角边缘
- 合理安排图片布局，每张图片不应有过多留白
- 画面简洁，避免加入装饰元素，尽量避免出现文字

Details Page Banner 表情详情页横幅



Description 素材说明

Shown at the top of a sticker set's details page after tapping the sticker set icon from the Sticker Gallery homepage

[点击进入整套表情详情页时展示](#)

Asset Requirements 素材要求

- JPEG or PNG format, 750 x 400 pixels (W × H), up to 80 KB
- Quantity: 1
- Avoid using text within the image
- Use lively and bright colors, with a distinctive contrast to the Sticker Gallery's white background color
- Use relevant, visually attractive and interesting banner content

- JPEG 或 PNG 格式，W 750 × H 400 像素，不超过 80KB
- 数量：1 张
- 图片中避免出现任何文字信息
- 图片色调要活泼明朗，与微信底色有较大的区分
- 横幅内容须与表情有关，画面丰富，有故事性

Sticker Text 文案填写规范

Download the file named “Sticker Text” and fill-it in it in English or Bahasa Melayu.

Download link:

<https://drive.google.com/open?id=0B1QiBJEiljxBMUJVNG1lbWZYaGs>

请下载表格《Sticker Text》并用英文或马来西亚语填写完整。

下载链接：

<https://drive.google.com/open?id=0B1QiBJEiljxBMUJVNG1lbWZYaGs>

Name 表情名称

16 characters or fewer

不超过 16 个字母

Short description 一句话简介

20 characters or fewer

不超过 20 个字母

Long description 表情介绍

160 characters or fewer

不超过 160 个字母

Keyword for each sticker 含义词

8 characters or fewer

不超过 8 个字母

Copyright 版权信息

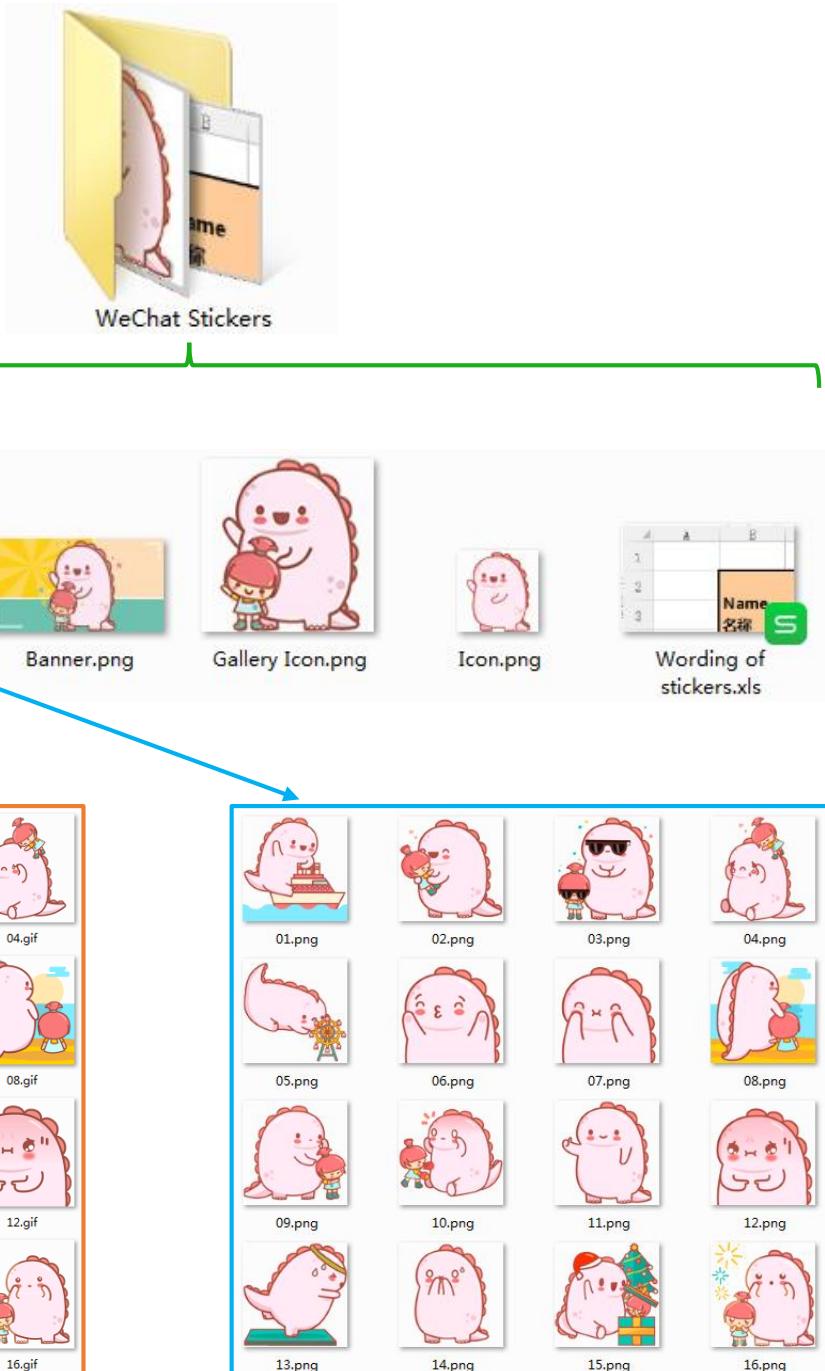
20 characters or fewer

不超过 20 个字母

File packaging guide 表情文件打包指引

Organize all files according to the sample shown below.

请将所有表情文件按照以下示范打包



Email the sticker file package to sticker@tencent.com
请将打包好的表情文件发送到邮箱: sticker@tencent.com