



# Onsight NOW Custom Branding Guide

# Copyright

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# 1. Overview

This document outlines the steps for enterprise customers to complete the Powered by Librestream custom-branded application. This guide includes the following key sections:

1. Checklists
2. Application Graphics
3. Application Information
4. App Store Requirements



**Note:** Many of the resources identified throughout this document will link to third-party resources.

## 1.1. Content Checklist

Here is a checklist you can use to ensure you have completed all the requirements for your custom-branded application.

### Content needed first to begin the branding process

- ☐ Application Icon
- ☐ Company Logo
- ☐ Header Logo
- ☐ Header Color
- ☐ Favicon

Please contact Librestream if you have any questions:  
[poweredby@librestream.com](mailto:poweredby@librestream.com)



### Content needed to complete the branding process

- ☐ App Store Screenshot Images
- ☐ Platform and Device Support Information
- ☐ Application Information
- ☐ Support Page (Link)
- ☐ About Page (Link)
- ☐ App Store Self-submission Option
- ☐ Application - Short/Promo & Long Description
- ☐ Application - Privacy/Marketing [Uniform Resource Locator \(URL\)](#)

## 1.2. Platform Device Support

Branded applications can run on several devices and platforms. Please confirm which platforms you require.

- ☐ Windows
- ☐ iOS
- ☐ Android



## 2. Application Logos, Graphics & Header Color

To initiate the branding process, the contents of this section must be delivered first (excluding app store screenshots).

This section outlines the graphic images needed to support a custom-branded version of the Onsight NOW app which is available as a web app and mobile app for Android, and Windows.

Your company must deliver the images listed in the requested vector format for Librestream to use in your branded application.

### 2.1. Image Guidelines

The application displays branding in these locations:

- The App icon
- The Application header
- The Login/Loading logo
- The Favicon

The following page defines the graphics Librestream requires to initiate the custom branding development.

### 2.2. Deliverables & Specifications

When designing the images below, keep all important elements within the safe zones using the specification guidelines.

All images must be provided in a vector file format such as Encapsulated Postscript (EPS), Scalable Vector Graphic (SVG), or Adobe Illustrator (AI).

#### App Icon

The App icon has a background (Color or vector image) and a logo in the foreground.

The App icon can be delivered as two separate files (Background and foreground) or in a single file that includes two layers (Background and foreground).



**Note:** We will scale the logo in the foreground to fit the 384 x 384 px safe zones.



Figure 2-1 App Icon



Figure 2-2 App Icon Safe Zones

## Company logo (Full-color & Reverse)

The company logo will be used on the loading screen, the login screen and the app header. Please provide a full-color logo to be used on a white background. This logo can also be used as the header logo, but should be able to be visible at small scale and on top of the provided header color.

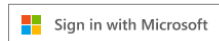
We will scale the company logo to fit 250 x 250 px for the Login and loading screens.



Figure 2-3 Company Logo — Full-color



Your knowledge capture and delivery assistant



[Sign in using a different organization](#)

Figure 2-4 Company Logo — Login Screen

## Header logo (Full-color & Reverse)

We will place your header logo on top of the header color. Please provide a full-color and reverse (White) version of the logo to ensure it contrasts with the header color.

You can reuse the company logo here, but it should be visible on a small scale. We will scale the header logo to fit within 90 x 36 px.

Please provide the application header in Hexadecimal color values. E.g. (#FFFFFF).



Figure 2-5 Company logo — Reverse



Header Color

To ensure accessibility, we may suggest an alternate color if there is not enough contrast using the provided color. Please provide the application header in Hexadecimal color values. E.g. (#FFFFFF).



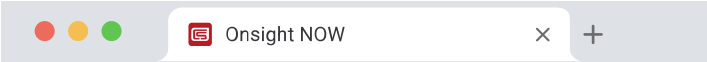
Figure 2-6 Company Logo Header & Color — Mobile



Figure 2-7 Company Logo Header & Color — Desktop

Favicon

Your favicon is the image that appears in a browser tab. You can reuse the app icon here, but it will be tiny at 16 x 16 px. Please ensure the artwork is visible on a small scale.



2.3. App Store Screenshot Specifications


Please check one of the two options below:

- ☐ We want Librestream to provide generic images.
- ☐ We have included the custom screenshots as specified.

[Rewrite pending]

If you've chosen to provide custom screenshots, **send 3-5 different images**. We can overlay the application User Interface (UI). Refer to [Figure 2-8 : Screenshot with Annotations \(Your Image\) \(on page 10\)](#) and [Figure 2-9 : Screenshot with Application Frame Layer and Annotations \(Final Image\) \(on page 10\)](#). Screenshots must be in the specified dimensions.

Image Type	Screenshot size
On-Screen Device Imagery	<ul style="list-style-type: none"><li>• 2732 x 2048 px (landscape) or larger.</li><li>• <a href="#">JPEG</a> or 24-bit <a href="#">PNG</a> (not transparent).</li><li>• Up to 8 MB.</li></ul>
Feature Graphic - app promo shot	<ul style="list-style-type: none"><li>• 1,024 px by 500 px. Up to 1 MB</li><li>• <a href="#">JPEG</a> or 24-bit <a href="#">PNG</a> (not transparent).</li></ul>

 **Note:** The images will be cropped to fit the dimensions of the specific device.

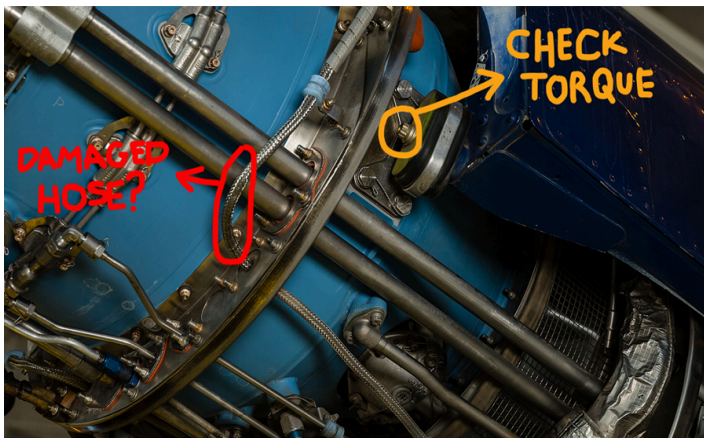


Figure 2-8 Screenshot with Annotations (Your Image)

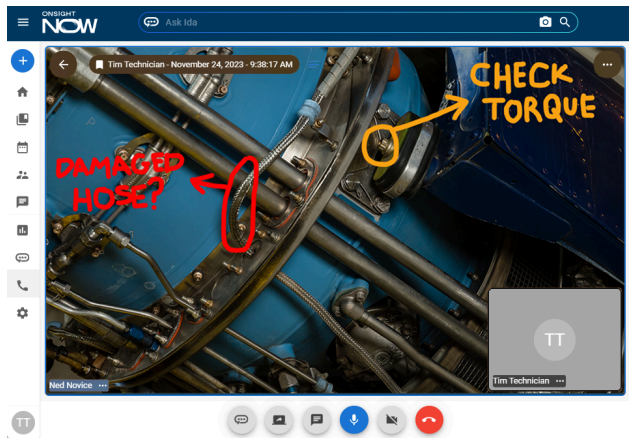



Figure 2-9 Screenshot with Application Frame Layer and Annotations (Final Image)

### 3. Application Information

Your branded application will display the information you provide in this section.

 **Important:** “*Onsight*” is trademark protected. Please avoid using it or its *Homophones* in your application name.

The application will display your company's information. The **Long Application Name** will be utilized for the app store submission and must not exceed 30 characters.

Please enter your information within the following table.

Name & Example	Your Information
<b>Long Company Name</b> <i>Librestream Technologies Inc.</i>	
<b>Short Company Name</b> <i>Librestream</i>	
<b>Long Application Name</b> (30 Character Limit) <i>Onsight NOW</i>	
<b>Short Application Name</b> <i>Onsight NOW</i>	
<b>Shortest Application Name</b> <i>Onsight</i>	

#### 3.1. Support Page

The support information for your company displays on your [Updated Graphic required]  
Support page. Refer to Figure 3-1 on this page.

**Figure 3-1 Support Page**

Your **Support Email Address** and **Support Website URL** will also be used in the app store submissions.

Please enter your information within the following table.

Name & Example	Your Information
<b>Support Phone Title</b> <i>Phone (North America)</i>	
<b>Support Phone Number</b> <i>1-800-849-5507</i>	
<b>Support Email Address</b> <i>support@librestream.com</i>	
<b>Support Website URL</b> <i>http://librestream.com/onsight-support</i>	

## 3.2. About Page

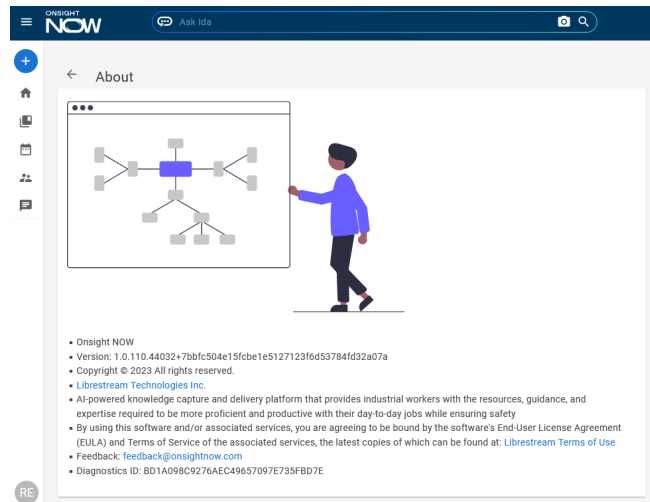
The **About Page** displays your Company's website [URL](#), the end-user license agreement (EULA), Terms of Service, and Software Licensing agreements for your branded application. Refer to Figure 3-2 on this page.

Using an alternate EULA is optional and is subject to the Librestream **Master Agreement** and approval.

Please provide your company's links and text when using an alternate EULA.

The App Store submission for the license agreement will also use your **EULA Statement** and **EULA URL**.

Please enter your information within the following table.



**Figure 3-2 About Page**

☐ Yes, we are submitting a custom EULA.

Name & Example	Your Information
<b>Website URL</b> <a href="https://www.cogswellsprockets.com">https://www.cogswellsprockets.com</a>	
<b>EULA Statement</b> Using an alternate EULA is optional and is subject to the Librestream Master Agreement and approval.  Librestream Default EULA statement:  By using this software and associated services, you agree to be bound by the software's End-User License Agreement (EULA) and the Terms of Service for the associated services. The most recent versions of these documents are accessible at:  <a href="http://librestream.com/support-archives/termsfuse-mobile">http://librestream.com/support-archives/termsfuse-mobile</a>  <i>This links to the Powered by Librestream EULA.</i>	Leave empty to use the default.
<b>EULA URL</b>  Option — If you are using a custom EULA, then a custom URL that follows the guidelines set out by Apple and/or Google must be provided.	Leave empty to use the default.



## 4. App Store Requirements

The following section contains information required to submit the custom-branded apps to the **Google Play** and **Apple App** Stores. Text boxes must be filled in. Librestream can submit your custom branded app to the Google Play Store on your behalf and support your self-submission to the **Apple App** Store.

This information will appear in both the Apple and Google Play stores. However, it's important to understand that some items may only be exclusive to one store.

For examples of the Onsight NOW store listings, launch a web browser and navigate to:

- [Google Play](#)
- [App store](#)

### 4.1. Google Play Submission Options

As part of the Powered by Librestream branding program, Librestream can submit the custom application to the Google Play Store on your behalf. Consequently, Librestream will be listed as the developer in the store. You may submit the branded application through your company's Google Play store account. If so, please provide a contact to receive the custom app files for self-submission. As the submitting developer, you will be responsible for all store requirements.

☐ **Yes, we are self-submitting to the Google Play store**

<b>Name:</b>	
<b>Email:</b>	
<b>Phone:</b>	

### 4.2. Apple App Store Submission Options

Apple requires the business entity providing the service to submit all custom-branded apps. This requirement means that your organization must enroll in the Apple Developer Program to distribute the branded app through the App store.

Please refer to <https://developer.apple.com/app-store/review/guidelines/> for details. (Omit Sections: 4.2.6 and 4.3)

For more information, please refer to [Apple Developer Account Instructions \(on page 19\)](#).

#### Key Steps

1. Enroll in the Apple Developer Program as an Organization if your company is not already enrolled.
2. Grant Librestream access to your Developer account.
3. Create a **New Distribution Certificate**.
4. [iOS](#) Software Releases.

#### French App Store Submission Option

Powered by Librestream apps, which use encryption, have been approved by the French Authority, [Agence Nationale de la Sécurité des Systèmes d'Information \(ANSSI\)](#), and can be published in the French App stores. Please confirm you would like your app published in the French App store.

☐ **Yes, we are publishing to the French App stores.**

## 4.3. Application Short/Promo Description



**Note:** You must keep your text within the character limits for each store. Characters include spaces and punctuation.

Example: Onsite NOW is an [Artificial Intelligence \(AI\)](#)-powered knowledge capture and delivery platform that provides industrial workers with the resources, guidance, and expertise required to be more proficient and productive with their day-to-day jobs while ensuring safety.

Please enter your information within the **Google Play** and **Apple Store** fields.

### Google Play - Short Description (80 character limit)

### Apple Store - Promotional Text (170 character limit)

## 4.4. Application Privacy Marketing URL

### Keywords (100 character limit)

Keywords help with [Search Engine Optimization \(SEO\)](#). Please add any keywords you would like to include, e.g., remote expert, video, bandwidth, field service, [Augmented Reality \(AR\)](#), mobile, or collaboration.

### Privacy Policy URL

Please provide your company's privacy policy [URL](#). [Librestream's privacy policy](#)



## Marketing URL

Enter the website where users get more information about the app (Customer's marketing website).

Specify the entire [URL](#), including the protocol. (Apple store only)

## 4.5. Application - Long Description

Example: Onsite NOW is an [AI](#)-powered knowledge capture and delivery platform that provides industrial workers with the resources, guidance, and expertise required to be more proficient and productive with their day-to-day jobs while ensuring safety. [You can find our Onsite NOW long description here.](#)



# Appendices

## Apple Developer Account Instructions

### Step 1: Enroll in the Apple Developer Program as an Organization

Please refer to <https://developer.apple.com/programs/enroll/> for details on enrolling in the Developer program.

Here's what you'll need to register your organization:

- An *Apple Identifier (ID)* with two-factor authentication turned on.
- *Data Universal Numbering System (DUNS) Number*: This identifies your organizations and their legal status.
- *Legal Entity Status*: Your organization must be a legal entity.
- *Legal Binding Authority*: The person enrolling the organization in the program must have the legal authority to bind your organization to legal agreements.
- **Website**: Your organization must have a **public website with a domain** associated with your organization.

### Step 2: Grant Librestream access to your Developer account.

Librestream will develop and upload the app on your behalf to your Developer account for distribution in the app store. This step requires Librestream to have accounts in your developer portal. Please take the following steps to create the Librestream accounts.

- Login to App Store Connect.
- Choose one of the options when creating the accounts:

#### Option 1: Create a new user with the Admin Role

1. Use this option if you prefer to have Librestream manage your App Store account. This option enables Librestream to provide the application, information, and create certificates, profiles, and *Identifier (ID)*s required for the branded app development on your behalf.



**Note:** As the Account Owner you can revoke these accounts at any time.

2. Enter the First Name, Last Name, and Email of the Librestream Administrator.
  - a. Select the Admin role.
  - b. An invitation will be sent to the Librestream contact.
3. The Librestream admin role will create two other accounts for App Store access.
  - **Developer** role for software development.
  - **Customer Support** role for testing.

#### Option 2: Create a new user with the Developer Role

1. Use this option if you want to manage your App Store account and create the required application information, certificates, profiles, and *ID*'s required for the branded app development.
2. Add three new users by entering the **First Name**, **Last Name**, and **Email** of the Librestream contacts. Select the appropriate role for each contact.
  - a. **App Manager** role for editing app store details.
  - b. **Developer** role for software development.
  - c. **Customer Support** role for testing.

## Librestream Contacts

Use these Librestream Contacts to create the accounts:

- **Admin Role** or **App Manager**:poweredby@librestream.com: Kevin Friday
- **Developer Role**: developedby@librestream.com: Jesse Aberdeen
- **Customer Support Role** (Testing): testedby@librestream.com: Roland Cabungcal

### Step 3: Create a New Distribution Certificate

If you chose **Option 2**, Librestream will need you to create a certificate from your Developer account to sign the branded app builds for distribution through the App Store. Please follow these steps:

1. Log in to your Developer account at [developer.apple.com](https://developer.apple.com).
2. Select **Certificates** from the left-hand menu.
3. Press the **add** button.
4. Under **Create a New Certificate**, select **Apple Distribution**, press **Continue**, and follow the instructions.

### Step 4: iOS Software Releases

As part of the branding process, Librestream will upload the branded **iOS** app to your App Store account and use **Testflight** (Apple's test feature) for testing purposes. Once testing is complete, Librestream will submit the application for approval.

As the Account owner, you will receive notifications from the App Store when uploads, submissions, and approvals have occurred. Upon approval, the app enters the 'Pending Developer Release' state and can be released at your discretion.

## External Resources

\*Resources on this page and throughout the document will link to third-party resources.

1. [What is a transparent logo?](#)
2. [How to save a transparent EPS Logo?](#)
3. [What is a Login/Splash Page?](#)
4. [What is a JPG?](#)
5. [What is a PNG?](#)
6. [How to view image size/dimensions?](#)
7. [What is a vector EPS?](#)
8. [What is a PSD?](#)

## Contact Powered By Librestream



[poweredby@librestream.com](mailto:poweredby@librestream.com)

1.800.849.5507

+1.204.487.0612

# Glossary

## Artificial Intelligence

Artificial Intelligence (AI) is intelligence demonstrated by machines, unlike the natural intelligence displayed by humans and animals, which involves consciousness and emotionality.

Artificial Intelligence (AI)

**AI**

## Apple ID

An Apple Identifier (ID) is the account you use to access all Apple services, including your iCloud account.

Apple Identifier (ID)

**Apple ID**

## Augmented Reality

Augmented Reality (AR) can be defined as a system that fulfills three basic features: a combination of real and virtual worlds, real-time interaction, and accurate 3D registration of virtual and real objects.

Augmented Reality (AR)

**AR**

## Data Universal Numbering System Number

The Data Universal Numbering System (DUNS) Number is a recognized standard for tracking businesses worldwide. Each DUNS number consists of nine digits.

Data Universal Numbering System (DUNS) Number

**DUNS Number**

## French National Agency for the Security of Information Systems

The National Cybersecurity Agency of France (ANSSI) is the French authority for network and information systems security.

Agence Nationale de la Sécurité des Systèmes d'Information (ANSSI)

**ANSSI**

## Homophones

A homophone is a word that sounds the same as another word but has a different meaning and can be spelled differently. For instance, "flower" refers to a plant, while "flour" is an ingredient used in baking.

## Identifier

An identifier (ID) is a mechanism that assigns a unique name that identifies and labels an object or a unique class of objects so that it can be referenced as needed.

Identifier (ID)

**ID**

## **iOS**

The operating system for Apple mobile devices such as an iPhone and iPad.

**iOS**

## **Legal Entity Status**

A Legal Entity Status refers to a company with legal rights and responsibilities, including tax filing obligations. Such entities have the power to write contracts as a vendor or a supplier and can be subject to legal action or initiate legal proceedings in a court of law.

## **Legal Binding Authority**

A legal binding authority refers to a legal decision for cases, statutes, or regulations made by a court that must be followed by other courts when addressing similar cases.

## **Pixel(s)**

A Pixel (px) represents the smallest item of information in a two-dimensional digital image and is the unit of measure for the resolution of still images, video cameras, monitors and scanners.

Pixel (px)

**px**

## **Search Engine Optimization**

Search Engine Optimization (SEO) is the process of enhancing the quality, quantity, and ranking of traffic to an organization's website or webpage through search engines such as Google, Bing and Yahoo.

Search Engine Optimization (SEO)

**SEO**

## **Short Message Service**

People generally describe Short Message Service (SMS) as text messaging.

Short Message Service (SMS)

**SMS**

## **Uniform Resource Locator**

Uniform Resource Locator (URL) is commonly referred to as a web address. URLs represent the address of a unique resource on the web.

Uniform Resource Locator (URL)

**URL**



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