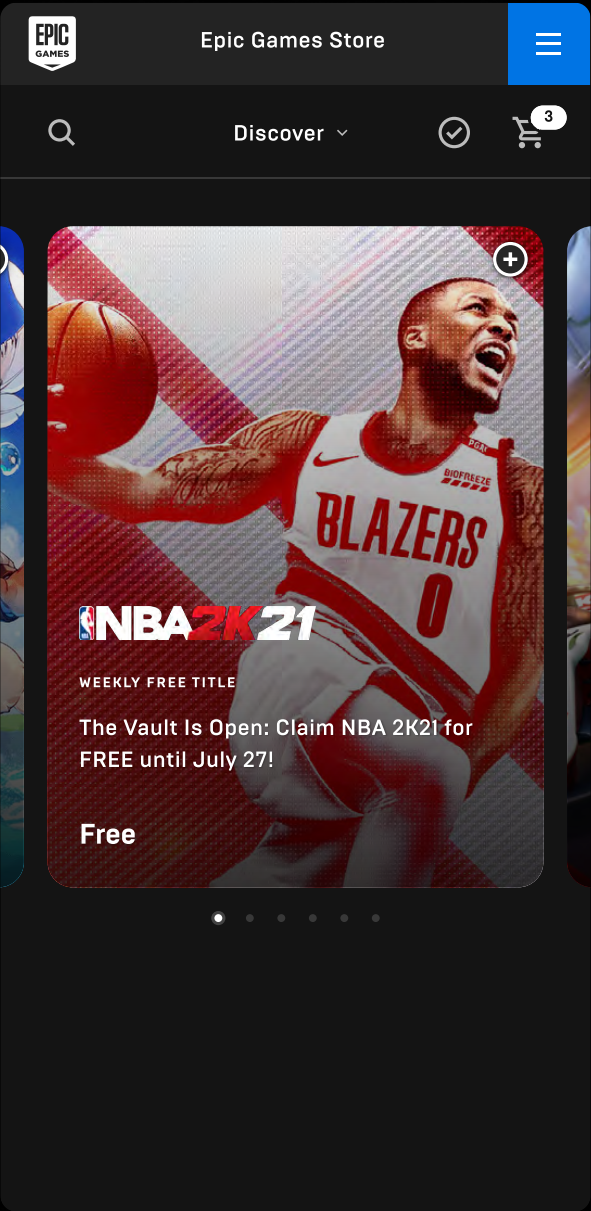
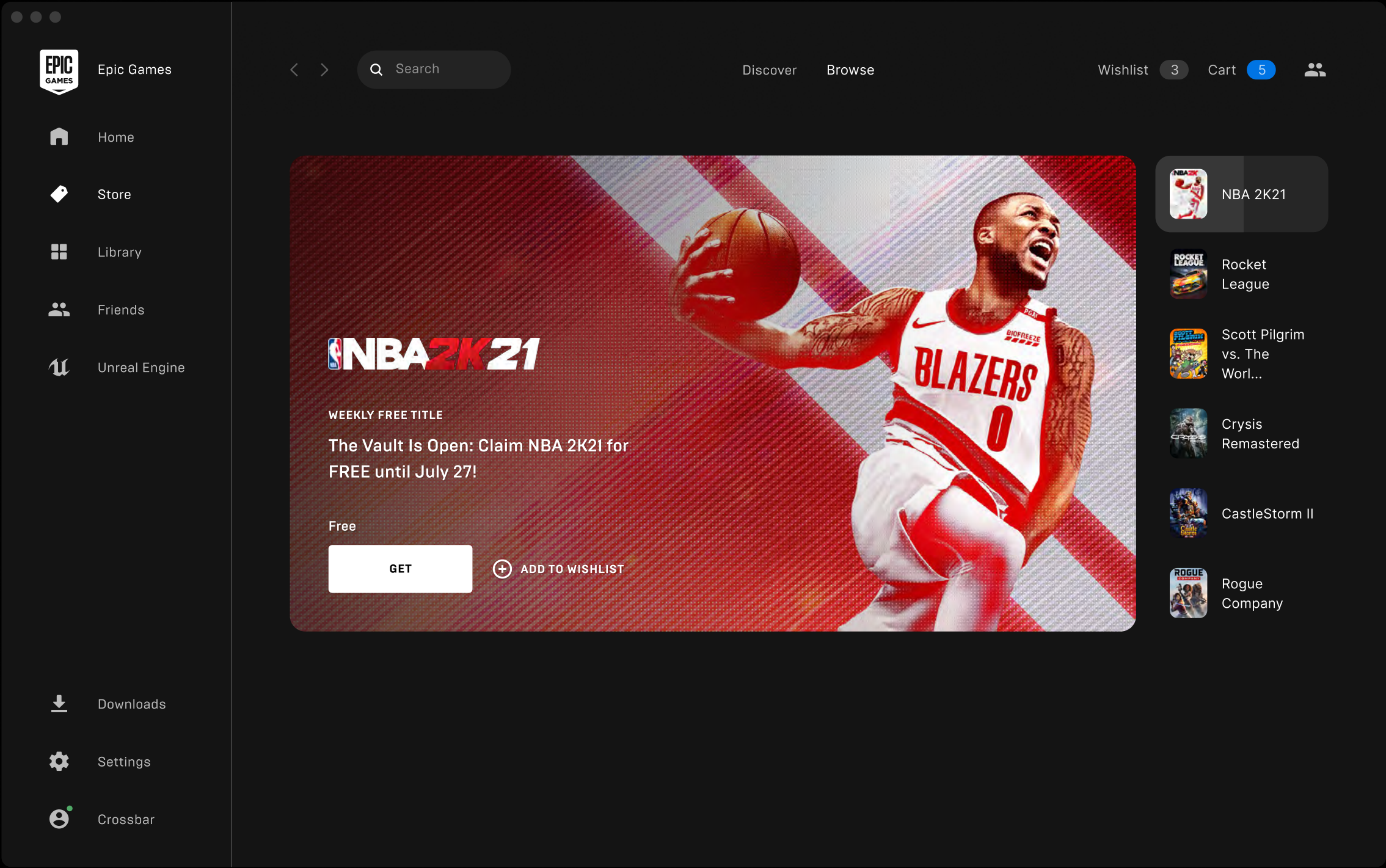


# Discover Carousel Overview



Epic Games showcases game art in both static imagery and animated videos on the Discover Carousel. Be sure to design for both desktop and mobile sizes.

# Discover Carousel - Anatomy

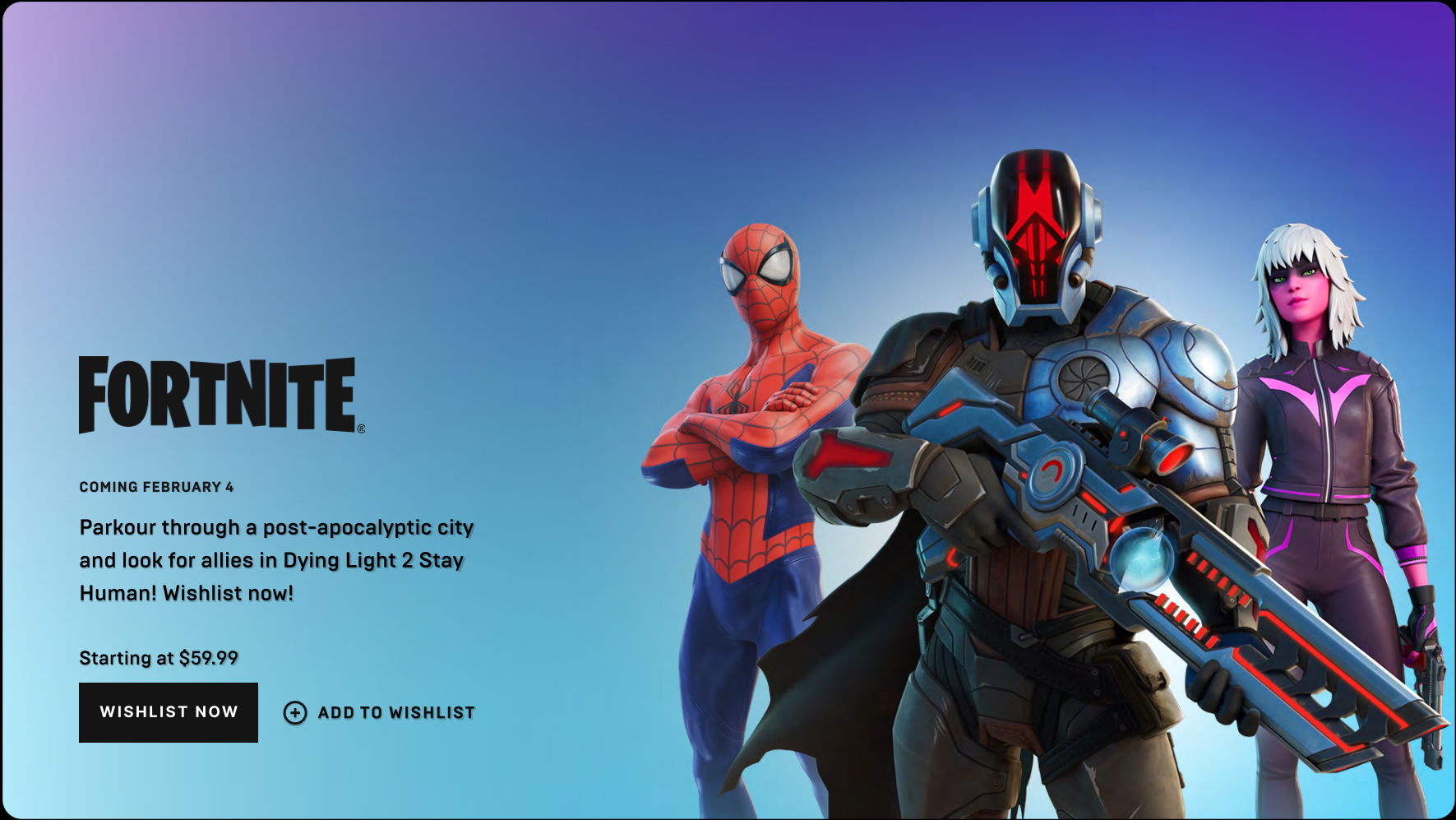


- 1. Logo
- 2. Scrim Theme Options
- 3. Game Title text
- 4. Game Artwork

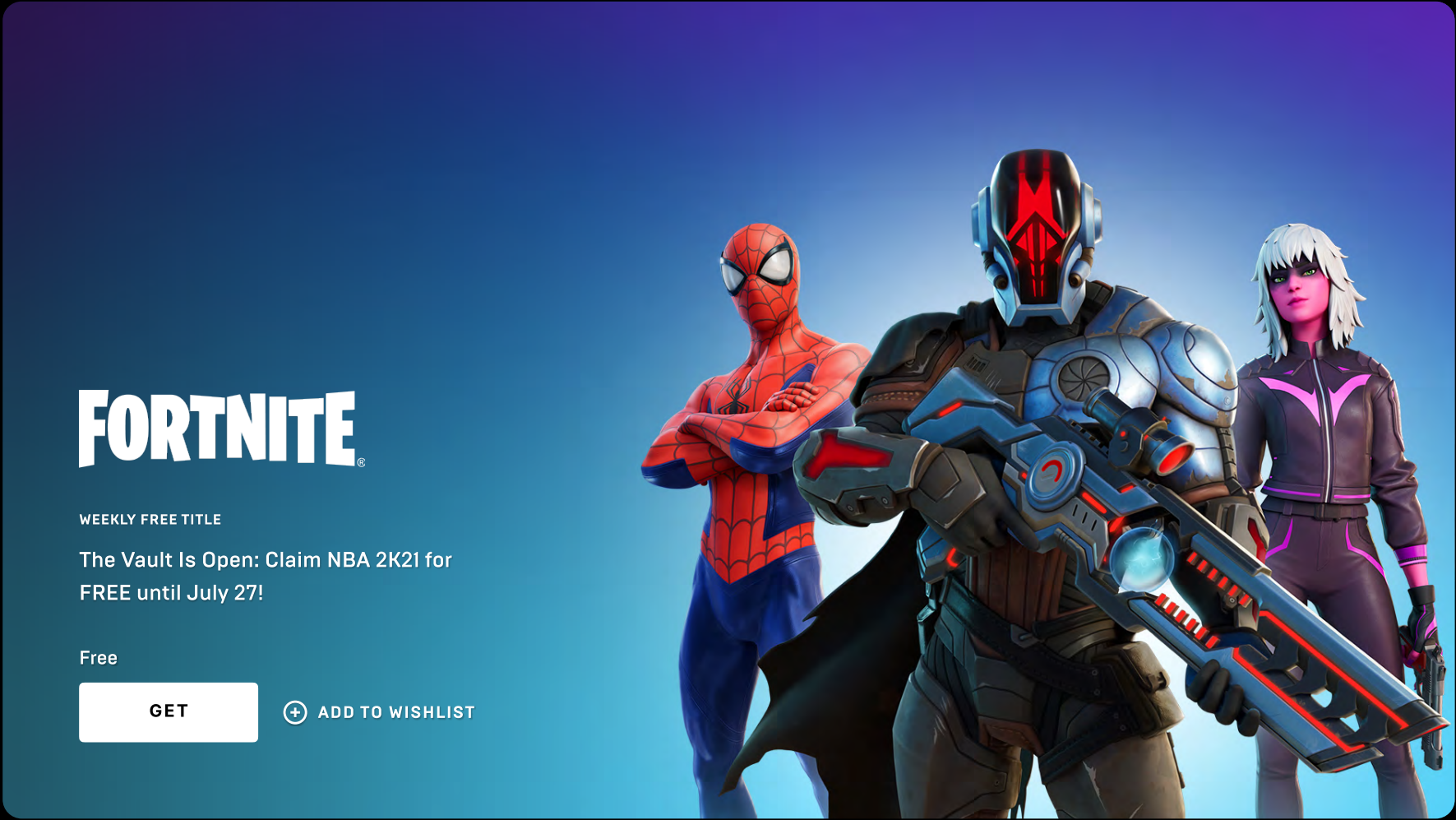
# Discover Carousel - Theme Options

Help your game dramatically stand out and promote readability & accessibility by using a theme that compliments the game artwork. Choose a theme specific to your game title.

If color is not selected, default dark theme will be used for the title in the Epic Games Store. This will be decided by the merch team based on the assets provided by the publisher.



Light Theme



Dark Theme (default)

# Discover Carousel - Artwork (Desktop)

**Specs:**  
Size: 1920 × 1080  
File Type: JPG  
Placements: Top of Store page  
Logo Included: No  
Asset naming convention:  
gametitlename-carousel-desktop

- Notes:**
- Needs space on left 1/3 for text/CTA overlays
  - Please supply a 2nd carousel image that has art work flipped to the left side to accommodate Arabic locale.



# Discover Carousel Dos and Don'ts

## Artwork Dos

Position the focal-point of the artwork in the right-most 70% of the screen.

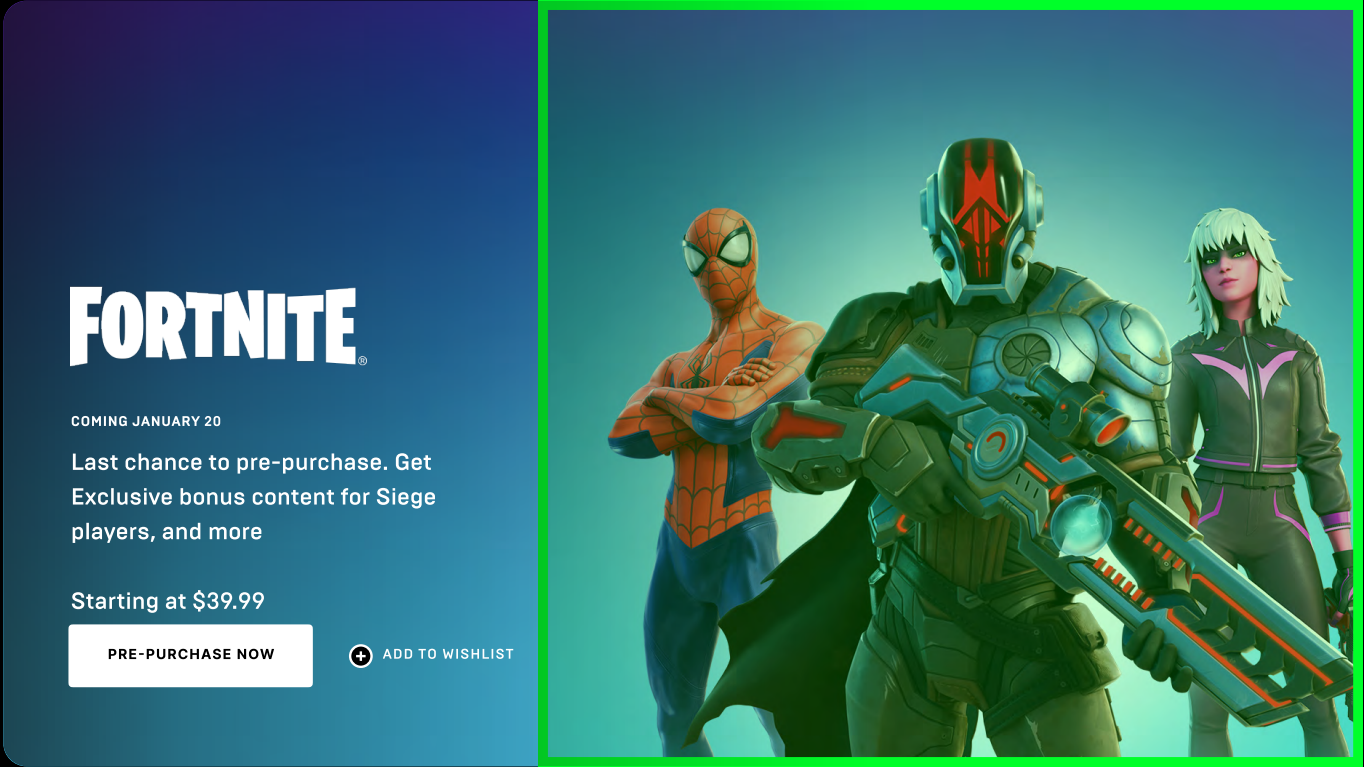
Please provide a logo as a separate file with a transparent background that allows it to sit on the top layer without obstruction.

## Artwork Don'ts

Avoid positioning faces and other areas of focus on the left-most 30% of the image.

Background art should not contain the logo, as this results in the logo getting darkened and less prominent.

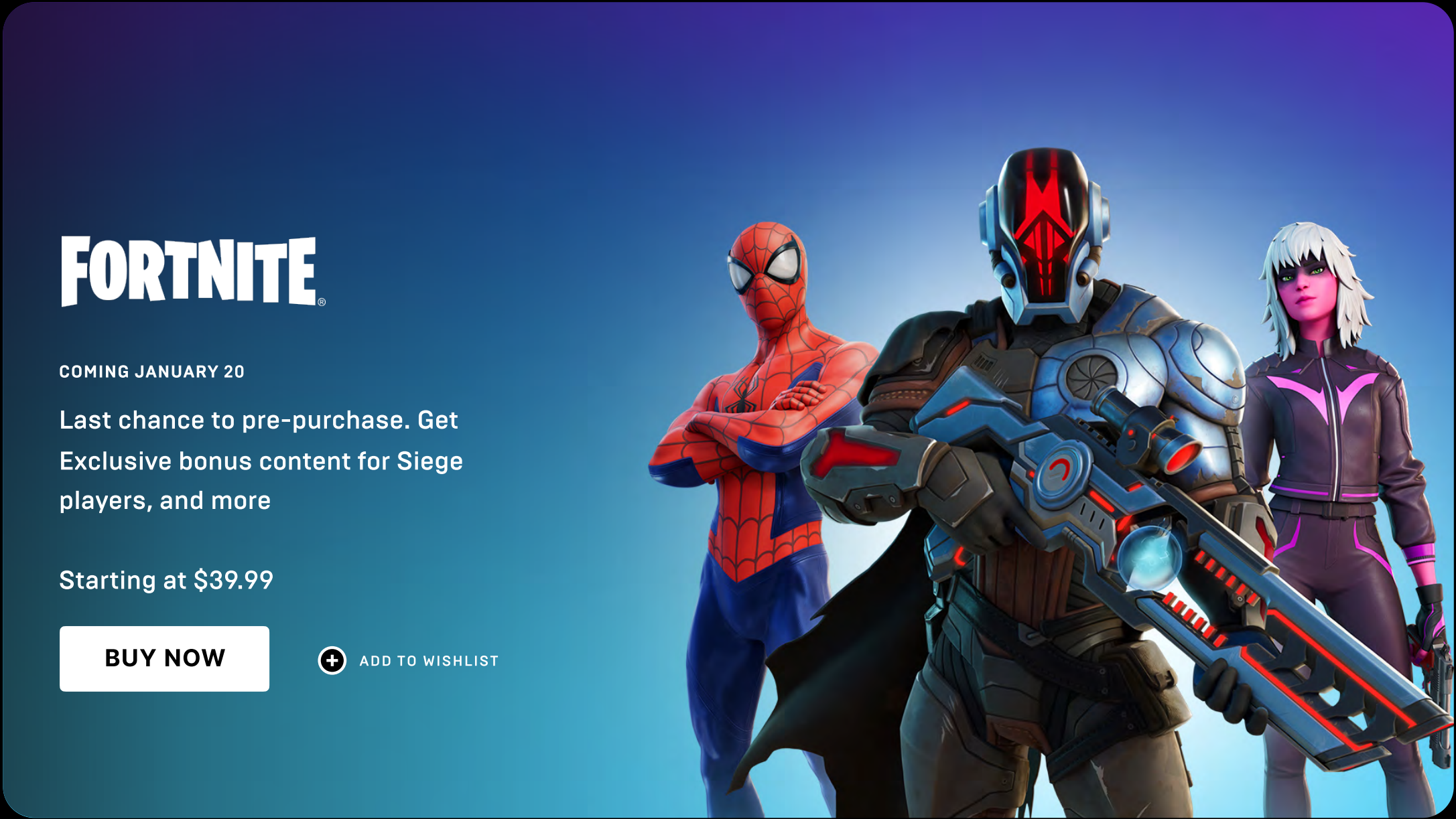
The background should not contain any frames in the asset that might obstruct the carousel UI.



# Discover Carousel - Game Logo

**Specs:**  
Size: 350px wide  
Orientation: Horizontal (optimal)  
File Type: PNG  
Asset naming convention:  
gametitlename-carousel-logo

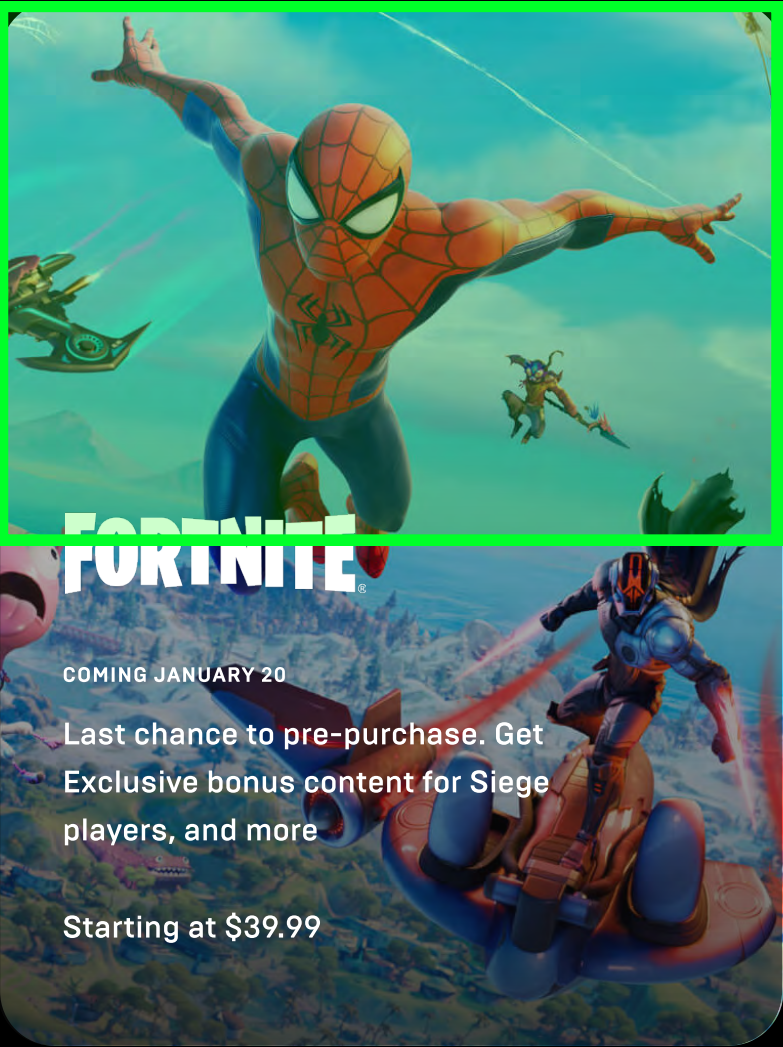
- Notes:**
- DO NOT leave any space on sides of logo when submitting



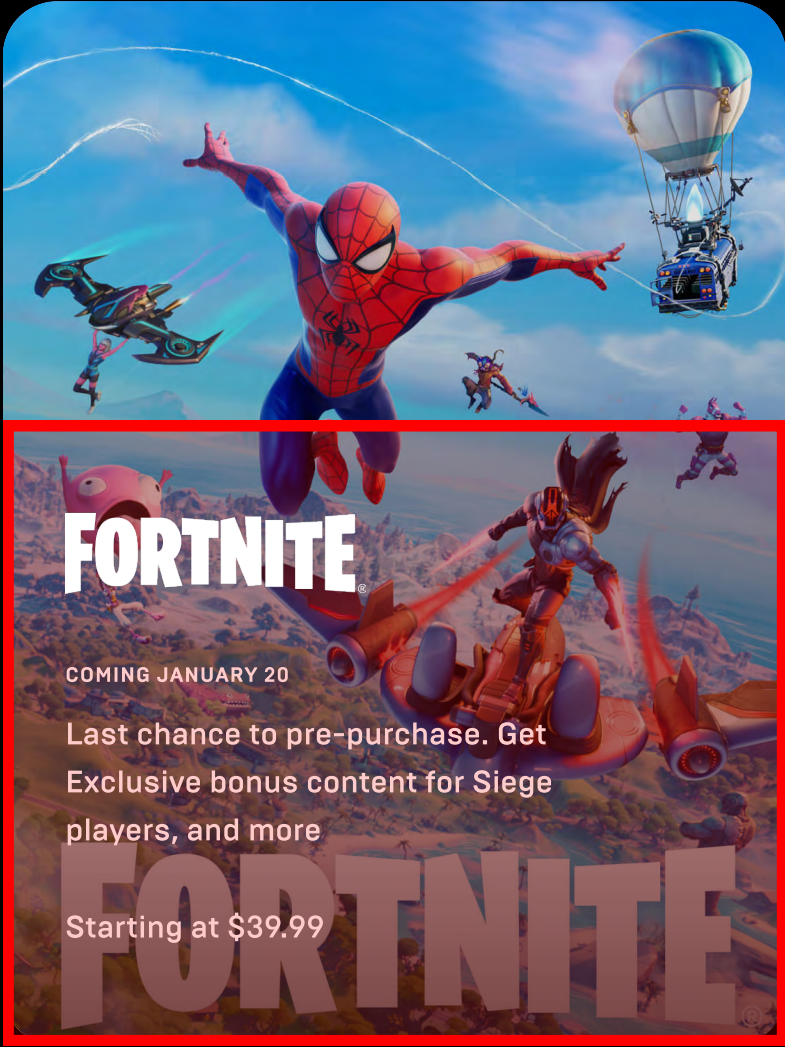
# Discover Carousel - Artwork (Mobile)

The Epic Games Store is responsive on web, which means both desktop and mobile-optimized assets need to be provided for the Featured Carousel.

- Specs:**  
Size: 1200 × 1600 (mobile)  
Orientation: Vertical  
File Type: JPG  
Logo Included: No  
Asset naming convention:  
gametitlename-carousel-mobile



Position the focal-point of the artwork in the upper-most 50% of the image



Avoid positioning faces and other areas of focus on the bottom half of the image, as it will be covered by text.

Do NOT include the game logo or any other logos in the background artwork.

Do NOT include borders or frames.

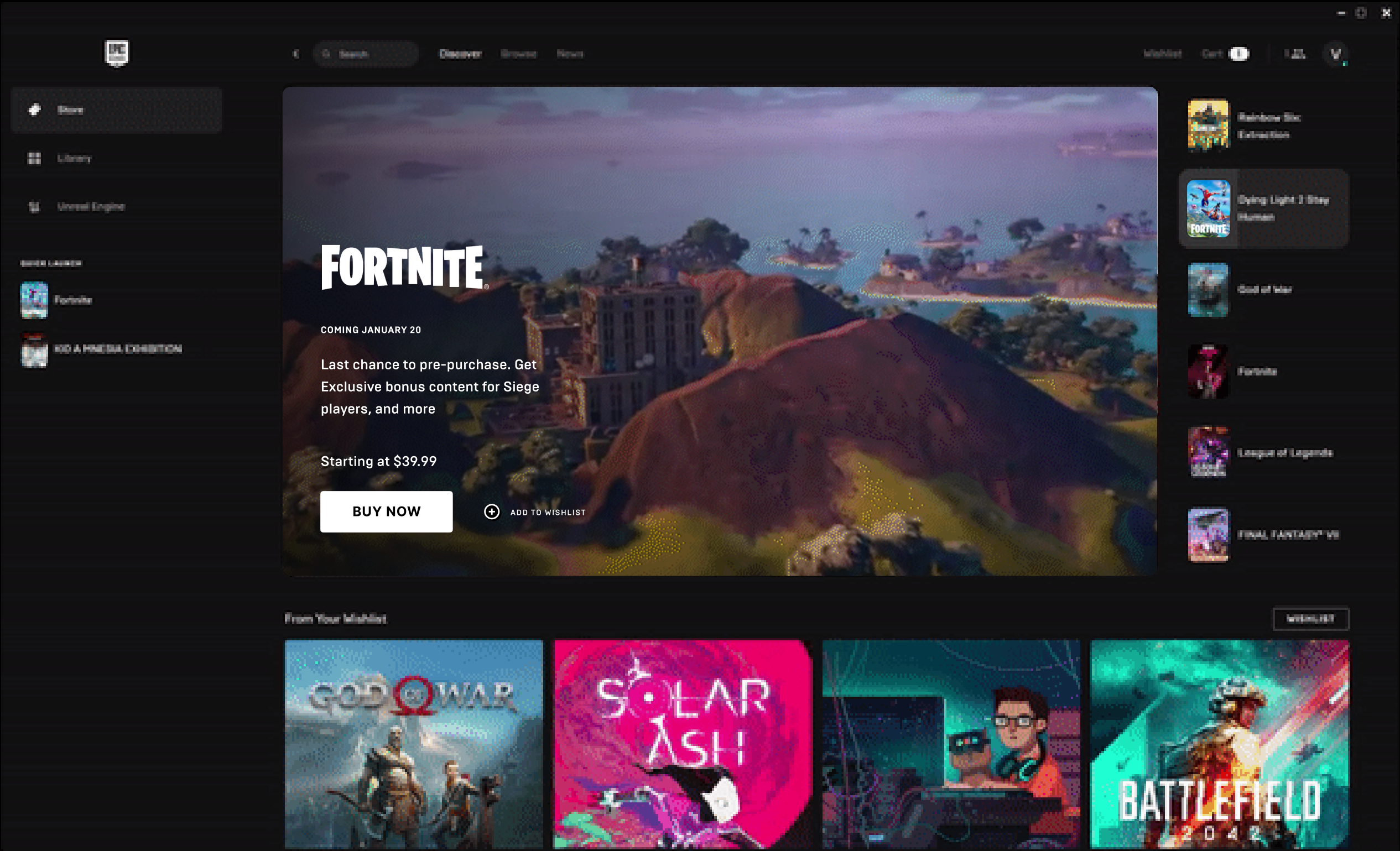
Avoid adding legal text to the image.

# Discover Carousel - Video Background

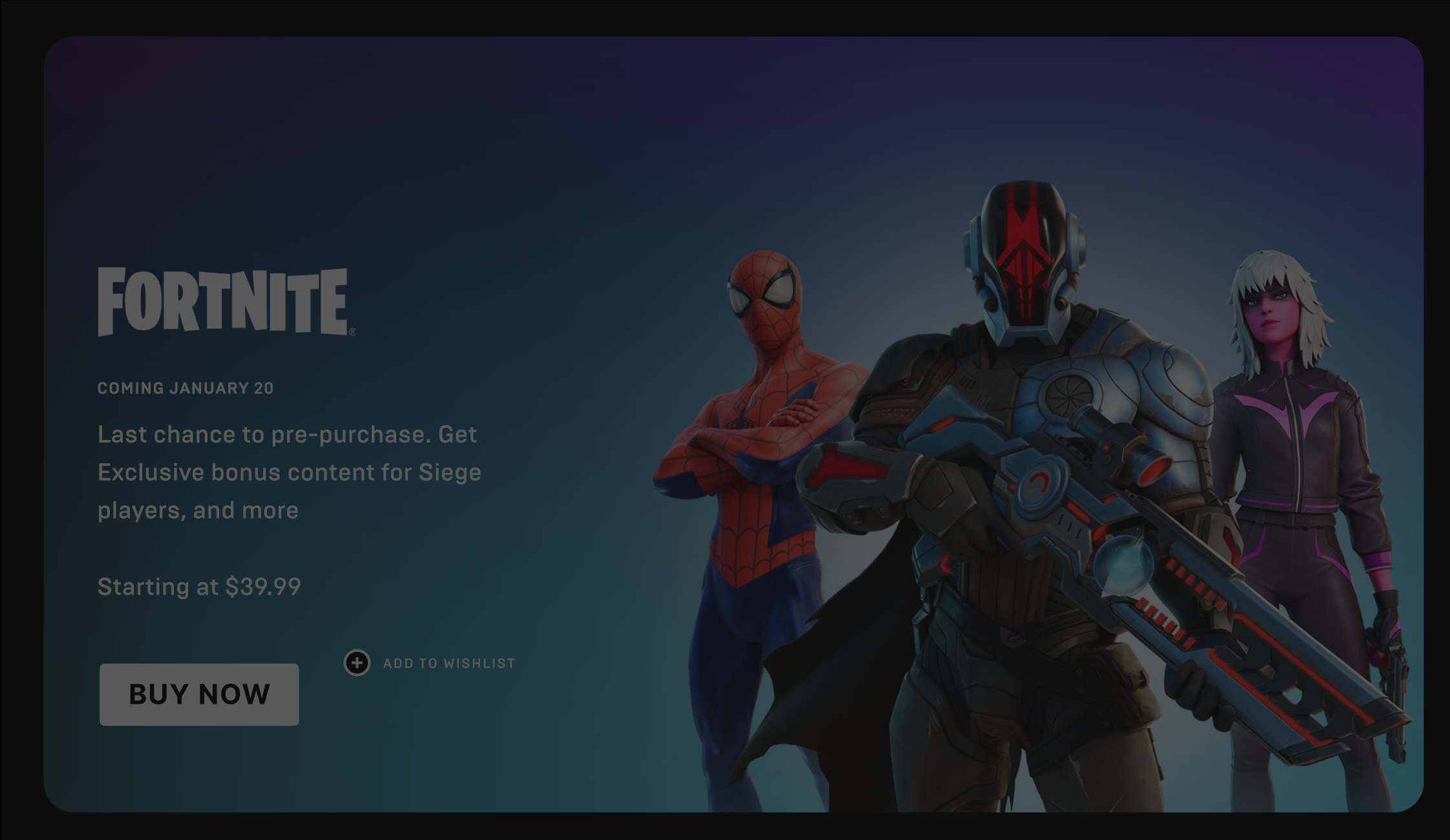
The Featured Carousel is capable of displaying video. Please supply a 6-second loop of your animated key art.

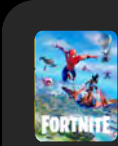
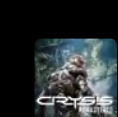
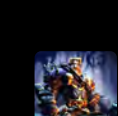
- Specs:**
- Size: 1920 × 1080px
  - Frame Rate: 30fps or 60fps
  - File Type: MP4 (Videos should not exceed 5MB)

- Notes:**
- Additional Assets Needed: 1920 × 1080 Video Cover Image - ideally a screen capture of the first frame of the video (that does not exceed 1MB)
  - Videos should NOT include ratings. (Ratings will be added by the Epic Games Store media service overlay.)
  - Follow the same safe-zone guidelines as the image background (needs space on left 1/3 for text/CTA overlays).



# Discover Carousel - Thumbnail



-  Fortnite
-  Rocket League
-  Scott Pilgrim vs. The World: The Game - ...
-  Crysis Remastered
-  CastleStorm II
-  Rogue Company

## Artwork Guide

Size: 1200 × 1600

File Type: JPG

Orientation: Vertical