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Design Files A marketplace of digital assets... Icons, Illustrations, Patterns, Textures... Display, Script, Sans Serif, Serif... Mock Ups, Social Media, Presentations... Characters, Objects, Textures... WordPress, Shopify, Bootstrap, HTML5... Procreate, Affinity, Photoshop, InDesign... Earn money doing what you love Made with love for designers by designers @Simform & Maitrik Kataria Splash screens give UI designers the chance to make a bold first impression and reinforce brand identity. Splash screens may be an innocuous part of the user experience. It's just a launch screen, there's not much to it. But first impressions count and the devil is in the details. With the right prototyping tool, you can even make your own in a matter of minutes. Start designing new products today. Enjoy unlimited projects. Before you do, let's take a closer look at splash screens, and 30 inspiring examples to get you started. A splash screen is a screen that appears when you open an app on your mobile device. Sometimes it's referred to as a launch screen or startup screen and shows up when your app is loading after you've just opened it. When the loading is finished, you'll be taken to a more functional screen where you can complete actions. Splash screens appear on your screen for a fleeting moment – look away and you might miss them. Traditionally, you'll see a logo and company name and, if you're lucky, the company motto. You might think of them as a waste of time, an afterthought or something not to bother thinking about. But they're good for strengthening brand identity and perception. Google's Material Design highlights that they're the user's first experience of your application. And first impressions count, right? Take Skype's splash screen. It shows their logo in pride of place, with a soft gradient. Then when the loading is ready, the icon will animate and bounce around. A nice bit of UX whimsy. Whereas there are other splash screens, like Medium and Etsy, which incorporate fun, relevant and bespoke illustrations that fit in perfectly with the brand and reinforce their identity, be it a form of dashboard design or a social media platform. Sometimes an app doesn't take very long to load. In this instance, you may come across a placeholder UI instead of a branded launch. Maybe your app doesn't need to reinforce its brand identity in which case you'll see core structure elements on your app upon open which don't display any content like so: Splash screen best practices Splash screens are simple. They're used to enhance a brand and give users something nice to look at as they wait. In this regard, here are some best practices for when you design your own splash screen: Keep it free from unnecessary distraction Don't use multiple colors or logos Use animation sparingly Include it in the design early on, on the low-fidelity wireframe. If you can, allocate some time and space in your paper prototype for your splash screens. The earlier you consider them, the more aligned they will be with the rest of the product design. Check out our full guide to designing your own wireframe and see how to build your designs from the ground up. Prototyping a splash screen in Justinmind Creating a splash screen in Justinmind is super simple. When you download Justinmind and start a new prototype, you have at your disposal a treasure trove of awesome pre-built UI widgets. Using a default mobile screen, you can just drag an image widget and a text widget onto your canvas in the desired position. Add your own images and color preferences and voila. Combined with interactions, your screen will change after your desired time (it's a splash screen, so don't leave your users hanging!). Go here for more on prototyping mobile UI animations with free downloadable examples. We have two very different approaches to splash screen design here. On the one hand, Amazon keeps it simple and focuses on branding. On the other hand, Etsy communicates creativity and transmits the brand identity in a completely different way! While it may immediately appear so, this is another example of different takes on splash screen design. Booking.com makes an impact with its background color, while Airbnb keeps things light with nothing but its logo on the screen. This splash screen for Uber is actually a Dribbble concept from Bryant Jow, but we love it so much we included it here. Like Cabify, this aims to make a visual impact. Both Netflix and Disney+ make the most of their background, creating a sharp contrast between the background and the logos. It's dramatic in the best way! Start designing new products today. Enjoy unlimited projects. Another good example of different takes. 8Fit keeps things light and clean, including only their logo. VG-FIT goes in the opposite direction with a dramatic background and their name as well as their logo. Both social media networks go for a dramatic background that reflects their brand. It's what is expected, sure. However, it still delivers a great impact and makes for a visually pleasing experience. The Vueling splash screen was created by Victor López González, resulting in a screen that points to the brand identity and culture of origin. Ryanair goes for something simpler, aiming to create a nice contrast between logo and background. The splash screen design that King offers users relies on a big visual impact of the background, creating a contrast with the logo. The Pokémon splash screen goes for a white background, allocating more space to their logo - establishing a visual experience that relies on the graphic design and not the palette. Start designing new products today. Enjoy unlimited projects. Skype uses its splash screen in order to reinforce its brand identity, relying on its classic blue and adding a gradient for extra flare. Discord, on the other hand, does something interesting: the splash screen colors will reflect the setting of the palette that users have on their device. It's a smart way to customize every aspect of the experience! Dropbox went for a bright splash screen that draws the eye, establishing a strong visual cue. Google Drive took a different approach, offering a soft white background that lets the logo shine bright. Once again, we have contrasting choices of splash screen design. Twitch offers a bright purple background that reflects its brand color, with a white logo. Youtube maintains a fully white background, making its red logo stand out visually. The Bitty splash screen, we confess, was uploaded by Matt Delac and not by the company. But we couldn't leave it out of this list! It reinforces the brand identity and biggest selling point, making for a very smart use of the space. Only relies on a solid black background that makes its logo stand out. Start designing new products today. Enjoy unlimited projects. Bear offers a bright red background that contrasts sharply with the white logo, and strikes an interesting disparity with Evernote. Although it used to have a splash screen that offered an illustrated green background, Evernote switched it up for a classic white background with a simple green logo. LinkedIn took a page from other social media networks' books, creating a background that is of solid color. Tik Tok took a slightly different approach, using color but also creating a certain gradient style to the background. Splash screens can be a way to bring a little delight to your users or an opportunity to reinforce your brand identity. Whatever reason you design your splash screen for, make sure that it doesn't cause the loading time to go on any longer than it should. 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Save and export as an image file Once you're happy with your app splash design, simply download it and use it as your app background. Create your own app splash screen and let your app stand out from the crowd. Appy Pie's app splash screen maker makes it easy to create custom splash screens that perfectly match your app's branding. Our app splash screen maker offers you a wide range of stunning templates to choose from. You can also upload your own image or logo and make it truly your own. No design skills are required. Appy Pie's app splash screen maker provides you with everything you need to create your own custom splash screen in minutes. The app maker is very easy to use and doesn't require any design skills. Just select a template that you like, customize it using the drag-and-drop design tools, and that's it. You can preview your splash screen before you publish it, and you can even download it as a PNG or JPEG file. Appy Pie's app splash screen maker is free to use, and you can create as many splash screens as you want. There are no limits on the number of screen downloads, and you can use them on any Android or iOS app. Try it out today and see for yourself how easy and fun it is to use. Creating your own custom splash screen for your app is a great way to add some personality to your app. A well-designed splash screen can also make your app look more polished and professional. There are many benefits to adding a splash screen to your app including: Brand loyalty Custom splash screens are a great opportunity to display the brand logo or slogan to your users before they start using your app. An app splash screen with a company logo can reinforce your brand's identity, making it easier for new users to remember your app in the future. In addition, a custom splash screen can also be used for promotional purposes. Personalization A custom app splash screen can help personalize your app design and make it feel more like yours. You can add your favorite image, colors, company logo, and themes to create a unique and beautiful app splash screen. A good splash screen can make your app look more professional and give it a higher chance of being successful. Improve UX A splash screen is the first screen that a user sees when they open an app. You can use the app splash screen to improve the user experience by providing a loading indicator or progress bar while the app is loading. If you decide to use splash screens for advertising, make sure to give users the option to skip the ad. Improve App Aesthetic App splash screens are important because they provide the first impression of your app for users. A good splash screen can make an app look more polished and professional, which can improve its overall appeal. While designing a splash screen, keep the overall aesthetic of your app in mind. The splash screen should fit in with the rest of the app's design. Increase App Downloads An app with a well-designed splash screen is more likely to be downloaded and used. When a user sees a beautiful and well-designed splash screen, they are more likely to download and use the app. This can help to increase your app's download rate. In addition, it can also help to improve your app's rating and reviews. Appy Pie's app splash screen maker is easy to use and cost-effective solution for creating splash screens for your mobile app. With Appy Pie's app splash screen maker, you can quickly and easily create a custom splash screen for your app with no programming required. Appy Pie's app splash screen maker also allows you to customize the look and feel of your splash screen to match your app's branding. 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