

# Magento Connect Profile Design Guidelines



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## Introduction

Before your extension goes live on Magento Connect, the Magento team reviews and approves your extension and listing. We measure your submission against the guidelines detailed in this document. To ensure timely review and approval of your extension, we recommend that you follow these guidelines closely when creating, packaging and submitting your extension to Magento Connect.

## General Extension Guidelines

Magento reserves the right to request modifications to, reject or delete any Magento Extensions or Magento Extension content, at any time, at its sole discretion.

### *Guideline 1:*

#### **Extensions are software, not services**

Magento Connect is designed as an extension marketplace, not as a general directory of complimentary products and services. Magento does not allow services to be listed in Connect. If you have a service you would like to present to the community of 100,000+ merchants, please contact our Industry Partners Team.

### *Guideline 2:*

#### **Magento Branding and Logo Usage**

Magento and its related logos are trademarked and owned by Magento, which is an eBay company. You may not use the Magento name in your extension's name (title), your domain name, or your Magentocommerce.com web site username. Furthermore, your listing may not use any language that may cause the merchant to infer that your extension is created, supported or endorsed by Magento. For example, including text such as "Special Offer From Magento" in your listing is not acceptable, and its inclusion will result in your listing being rejected.

You may use the Magento logo in your extension listing or on your web site, provided that it is smaller than your own branding and that it does not create any inference to Magento's affiliation with your company or extension.

*Guideline 3:*

### **Inappropriate Content**

Magento Connect extensions and listings may not include offensive or discriminatory language, sexual content or nudity.

*Guideline 4:*

### **Malicious Code**

Your extension and listing may not contain any hidden or malicious code. Furthermore, your extension listing must accurately describe the functionality of your extension.

*Guideline 5:*

### **Privacy and Security**

Your extension may not violate the privacy rights of the merchant or its customers, and may not access secure data without the express consent of the merchant.

*Guideline 6:*

### **Intellectual Property**

Your extension and listing may not violate the trademarks and copyrights of any third party. Your extension listing must include a licensing agreement for the merchant.

*Guideline 7:*

### **Accuracy**

Your listing must be accurate, including Magento version compatibility, relevant category selection, spelling, and grammatical errors.

*Note: Magento reserves the right to change the categorization of your extension at its discretion.*

*Guideline 8:*

### **CSS**

Your listing details may not include any CSS tags.

## Enterprise Extensions

Developers who are members of Magento's Industry Partner Program may designate their extensions as "Enterprise Edition" extensions.

If you are not part of the Industry Partner Program, your extension may not be labeled as an "Enterprise Edition" extension, nor may it include the word "Enterprise" in the title.

To learn more about Magento's Industry Partner Program, click [here](#).

## Featured Extensions

Magento Connect offers opportunities for developers to increase the exposure of their extensions to the Magento Community through premium placements and featured listing slots. To learn more about these opportunities, please contact

[industrypartners@magento.com](mailto:industrypartners@magento.com).

The screenshot displays the Magento Connect marketplace interface. At the top, the logo reads "Magento connect" with the tagline "The Magento Extension Marketplace". Navigation buttons for "Merchants" and "Developers" are visible. A main menu includes categories like "Customer Experience", "Site Management", "Integrations", "Marketing", "Utilities", and "Themes".

A featured extension preview for "5-Star Hotel Room (Default)" is shown, including a sidebar with filters (Quantity, Period type, Date from, Date to, Time from, Time to, Billable per) and an invoice from "ePing SOLUTIONS, LLC" dated January 1, 2014. The invoice table lists items such as "Network diagnostic packages" and "19 Gauge Network Cable".

Below the preview is a search bar "Find Extensions for Your Store." and a featured extension card for "M2E Site Management" by eBay Integration, which offers tools for billing, customer service, and reporting.

The main content area is organized into a grid of extension categories:

- Customer Experience:** Features "Sweet Tooth Rewards" for increasing sales and retention. Includes sub-categories like Alternative Sales Models (36), Blog Tools (16), Category & Product Page Enhancements (165), and Checkout (243).
- Site Management:** Features "SumAll Analytics" for real-time insights. Includes sub-categories like Administration (529), Automation (121), B2B (22), and Billing & Invoicing (106).
- Integrations:** Features "IPAGARE Gateway" for credit card payments. Includes sub-categories like Accounts & Back Office (18), CRM (13), Email Integration (26), and Integration Tools (195).
- Marketing:** Features "Facebook Open Graph 2" for social media integration. Includes sub-categories like Advertising & Marketing (296), Affiliate Programs (22), Analytics (75), and Email Marketing (29).
- Utilities:** Features "AOE Scheduler" for task automation. Includes sub-categories like Developer Tools (56), Optimization (112), Server Performance & Caching (32), and UI Performance & Ajax (54).
- Themes:** Features "iPhone Theme" for mobile devices. Includes sub-categories like aheadWorks' iPhone theme for Magento supports Blackberry and Android OSs as well.

Each category has a "Show all" button. The footer contains copyright information for 2012 and links to Home, Privacy Policy, and Terms of Service.

## Free Vs. Paid Extensions

Magento allows developers to list for free and for purchase extension on Magento Connect. For paid extensions, Magento does not facilitate the transaction, rather it simply provides a link from the listing to the developer's web site. The link that you provide to your paid extension must be directed to an extension details page on your web site and not to a 3rd-party. This page must include detailed information about the extension, including price, warranty and support.

All free extensions must be uploaded into Magento Connect for merchants to download through Magento Connect Manager. Listings marked as paid that are free or have a nominal fee may not be approved.



## Extension Approvals and Rejections

Magento will put forth its best efforts to review all extensions within ten business days of submitting your listing. Please login to your “My Account” section on [Magentocommerce.com](https://www.magentocommerce.com) to check whether or not your extension has been approved.

### Not Approved

If your extension is not approved, Magento will change the status of your extension from “Submitted” to “Pending”.

*Note: This will not trigger an email notification, you are responsible for logging in to check your submission’s status. Once your extension has not been approved, you may edit your listing and resubmit it to Magento.*

### Approved

Once your extension is approved, it will immediately become visible within the Magento Connect marketplace.

# Imagery

- **Developer Avatar**
- **Extension Icon**
- **Screenshot**



Icon 1:

## Developer Avatar

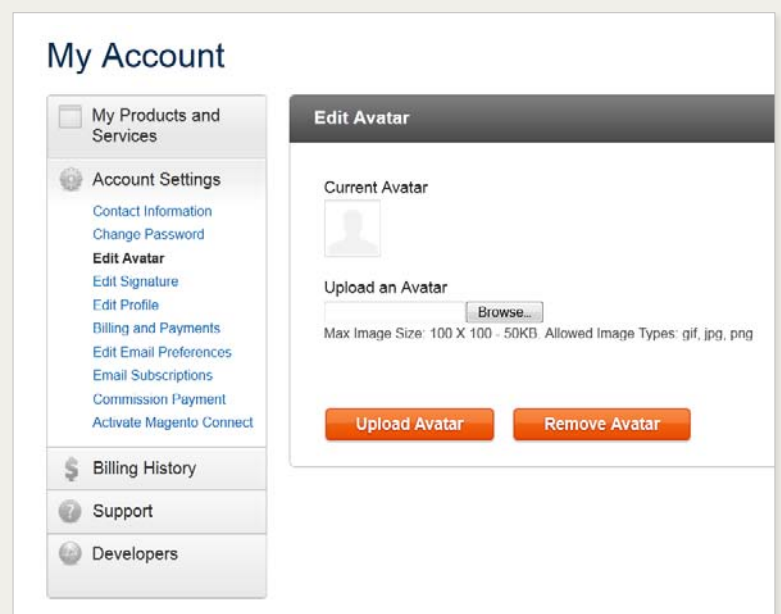
This icon represents the developer as a skilled part of the Magento Connect community.

A Magento Connect developer can only have **ONE** developer avatar. Image specifications for developer avatars are **100 px x 100 px**. These avatars are uploaded on the My Account page.

## How to Upload Your Developer Avatar

1. Log in to your account
2. Click “Account Settings”
3. Click “Edit Avatar”
4. “Browse” to select your developer avatar image from your computer. Image **MUST** be **100 px x 100 px**.  
Max file size: **50KB**.
5. Once you have selected the file, click “Upload Avatar”

Your developer avatar will be showcased on your Developer Profile, Product Detail Page(s) and on the Community Forums.





*Icon 2:*

## Extension Icon

This icon represents the extension produced by the developer. It will be a part of the developer's Magento Connect portfolio. This icon will be uploaded during the "Add New Extension" process.

Image specifications for developer extension icons are 450 px x 450 px.

# Imagery

- **Extension Screenshots**
- **Extension Icon**



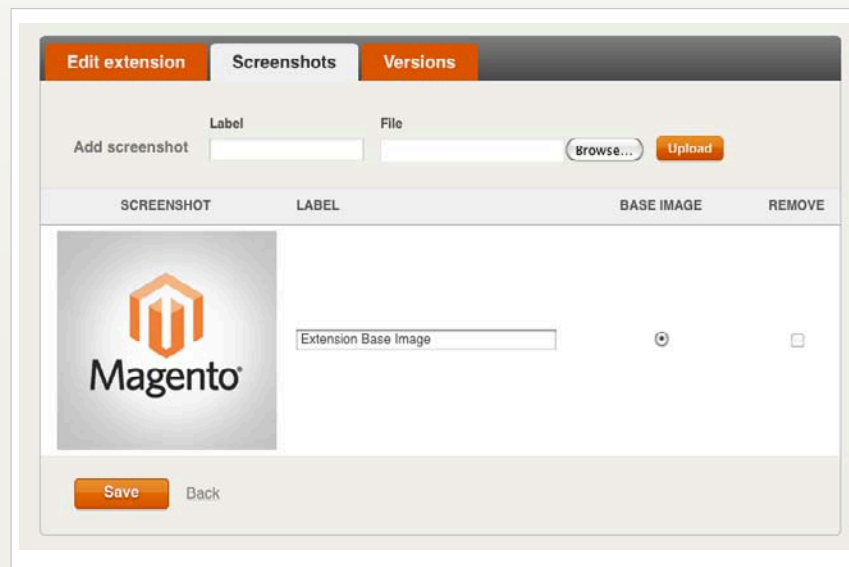
## Images: Extension Screenshots

Images loaded to show the extension can be any dimension. They will be resized proportionally. Each Magento Connect extension can feature nine (9) additional images highlighting its details. Images provided must be clear and readable. The maximum dimension is 700 px x 680 px.

## How to Update Existing Extension Icons & Screenshots

1. Log in to your account
2. Click “Developers”
3. Click “Manage Extensions”
4. Click the “Edit” link under Actions
5. Click on the Screenshots Tab
6. “Browse” to select image from your computer.
7. Select “Base Image” to make the image the Extension Icon
8. Click Save

If you have more than one extension, you will need to update each extension individually.



# Extension Detail Page

- **Featured Images**
- **Developer Avatar**
- **Supported Tags**

The Extension Detail page is your primary real estate to tell Magento merchants about your extension, its capabilities and how it will benefit them. Your detail page should include a detailed description of your extension's functionality, and list important information such as version compatibility and dependencies.

Remember to maximize the impact of your detail page with a product image and your company's logo.

Merchants will enter your extension's detail page from within Magento Connect through search results, browsing relevant categories or clicking on featured links if and when your extension is featured.

The screenshot shows the Magento Connect interface for an extension. At the top, there's a navigation bar with 'COMMUNITY', 'ENTERPRISE', 'GO', 'MAGENTO 1.9', and 'MAGENTO CONNECT'. Below this is the 'Magento connect' logo and a search bar. A secondary navigation bar includes 'Customer Experience', 'Site Management', 'Integrations', 'Marketing', 'Utilities', and 'Themes'. The main content area features a large featured image of a monkey (labeled '1'), a developer logo (labeled '2'), and a 'Buy Now' button for \$119.00. Below the main image is a 'More Information' section with tabs for 'Overview', 'Release Notes', 'User Reviews (26)', and 'Need Help?'. The 'Overview' tab is active, showing the extension title, a description, a 'Features' section with a list of capabilities, and a 'These are the Things That Make it Work' section with a list of benefits. A 'Learn More' button and a 'Visit Our Site' button are at the bottom. A third label '3' points to the 'User Reviews' tab.

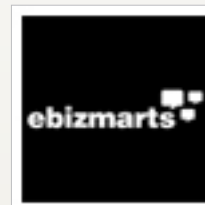
### 1 Featured Images

Images in this area are **STATIC** images. Images will be **automatically resized**.



### 2 Developer Avatar

Graphically represents the Developer on Magento Connect.



### 3 Supported Tags

For the existing extension, the developer needs to update the detailed summary of the extension field.

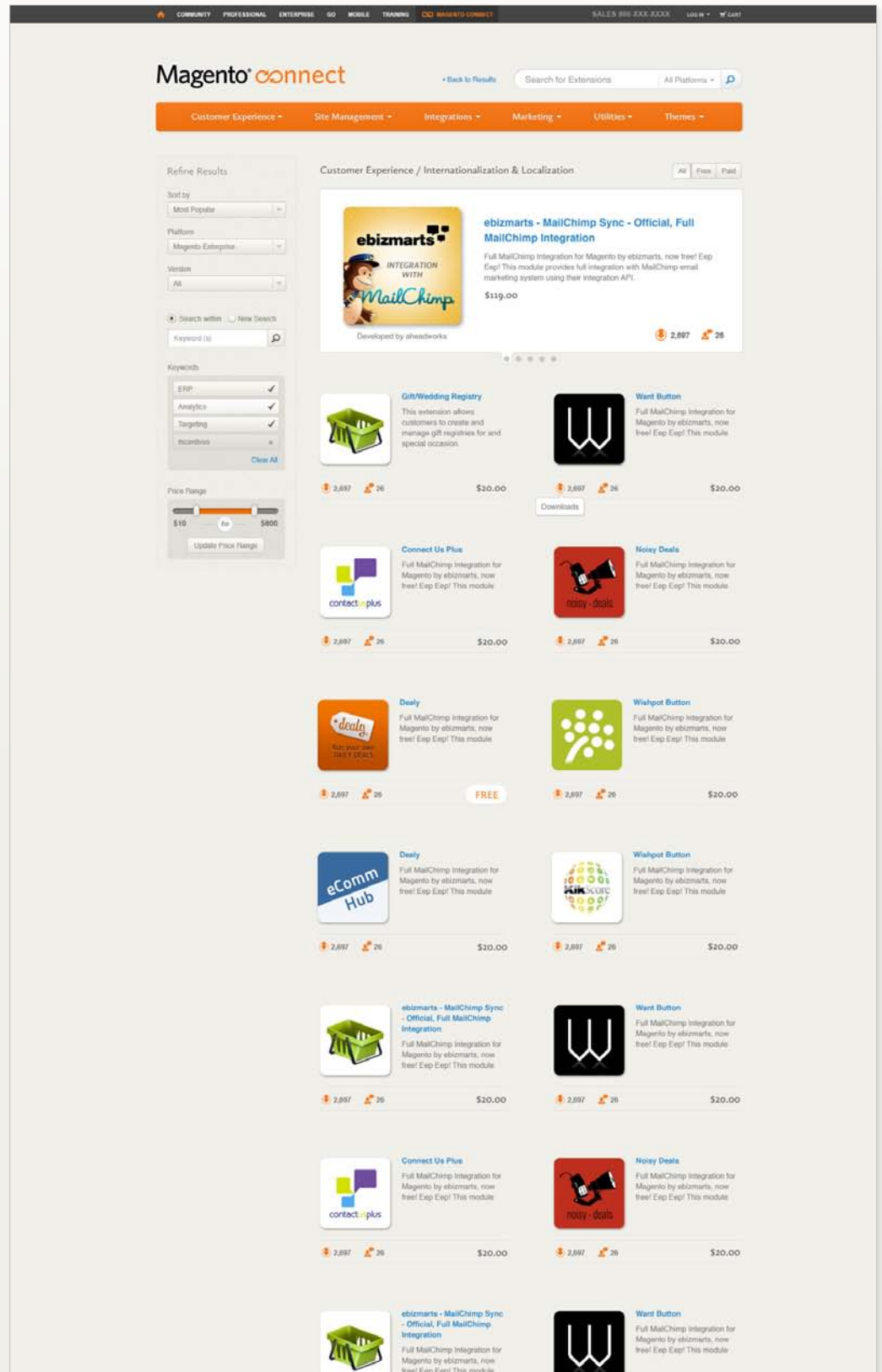
- Remove all inline css
- The following HTMLtags are supported:

<a>	<img>	<strong>
<b>	<kbd>	<u>
 	<li>	<ul>
<button>	<ol>	
<div>	<p>	
<h1>, <h2>, <h3>	<q>	
<hr>	<s>, <strike>	
<i>	<span>	

# Results Page

The results page displays all the relevant extensions that match the criteria used by the merchant to search for extensions.

When your extension is included on the results page, the listing includes your extension's name, your extension icon and a brief description. The listing also includes a link to your extension's detail page.



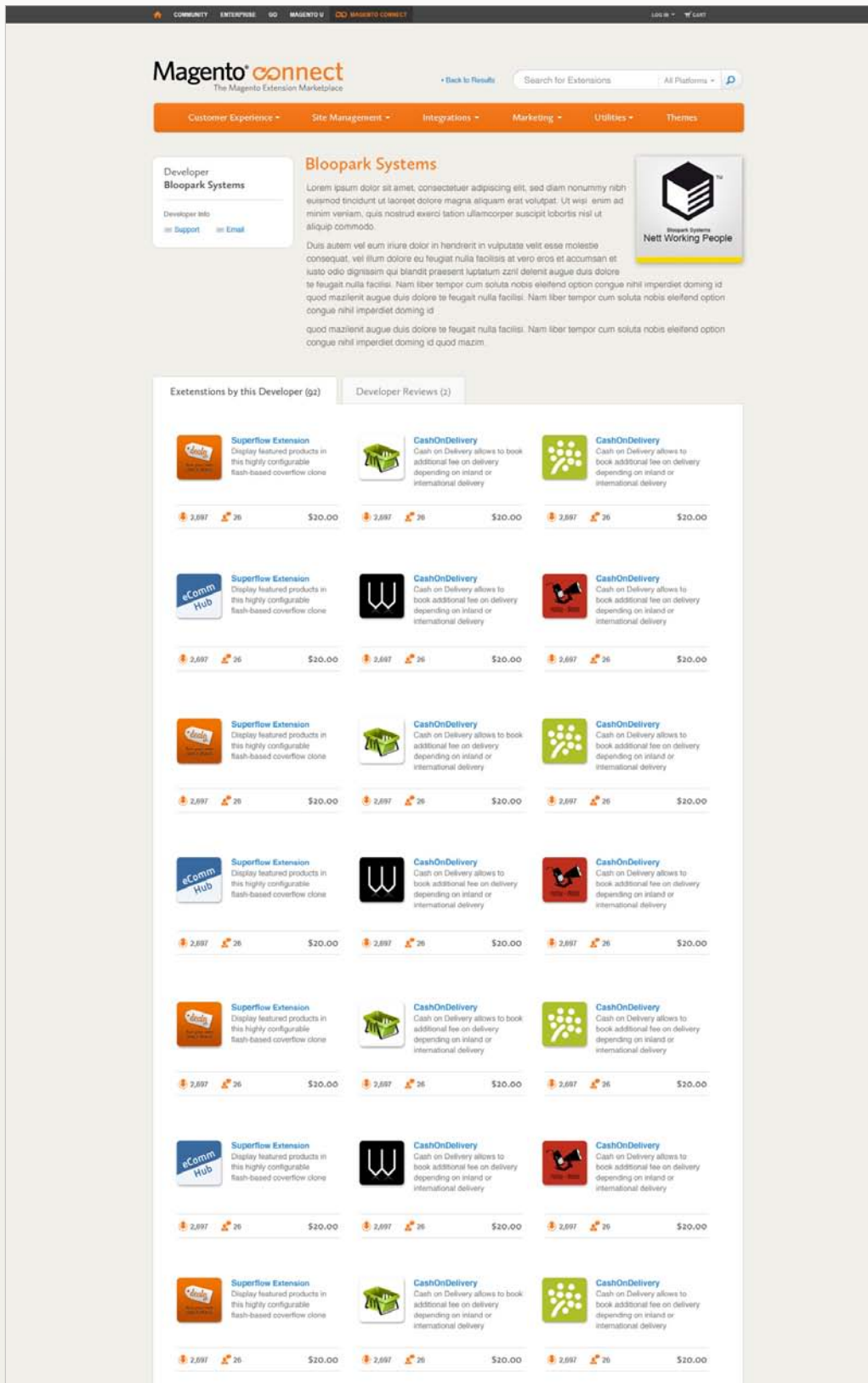


# Developer Profile Page

- Developer Avatar
- Extension Icons

As an Extension Developer, Magento provides you with your own home page within Magento Connect. Here you can provide prospective merchants with an overview of your company and provide them with the confidence they need to trust adding your extensions to their stores.

In addition to your company overview and a listing of all of your Magento Connect extensions, your profile page also has space for your Developer Avatar, a 100 x 100 pixel image which can either be your logo or some other type of graphical representation of you.



# Extension Icons

- **Style**
- **Vector Shapes**
- **Scaling**
- **Saving Assets**
- **Extension Icon: Do's**
- **Extension Icon: Don't's**

## 1.1 Style

The icons that you create should follow the general style principles below. The guidelines aren't meant to restrict what you can do with your icons, but rather they are meant to emphasize the common approaches that your icons can share with others in the store.

*CLEAN AND CONTEMPORARY  
SIMPLE AND ICONIC  
TACTILE AND TEXTURED*

## 1.2 Use Vector Shapes

Many image-editing programs such as Adobe Photoshop allow you to use a combination of vector shapes and raster layers as well as effects. When possible, use vector shapes so that if the need arises, assets can be scaled up without loss of detail and edge crispness.

Using vectors also makes it easy to align edges and corners to pixel boundaries at smaller resolutions.

## 1.3 Scaling

When scaling, redraw bitmap layers as needed. If you scaled an image up from a bitmap layer, rather than from a vector layer, those layers will need to be redrawn manually to appear crisp at higher densities. For example if a 60x60 circle was painted as a bitmap for mdpi it will need to be repainted as a 90x90 circle for hdpi.

## 1.4 Saving Assets

When saving image assets, remove unnecessary metadata. To help keep each image asset as small as possible, make sure to remove any unnecessary headers from the file, such as Adobe Fireworks metadata or Adobe Photoshop headers. To remove the Photoshop header, follow these steps:

1. Under the File menu, choose the Save for Web & Devices command
2. On the "Save for Web & Devices" panel, set the Preset pop-up to "PNG-24," set the pop-up under Presets to "PNG-24" as well, and select the Transparency box (if the image uses transparency)
3. Select Save.

### 1.5 Extension Icon: **DO'S**

- **DO** use a simple background (*\*solid colors, fine patterns, gradients within the same color family work well*)
- **DO** capitalize on your company's logo or other types of brand imagery
- **DO** use a SINGLE focal point
- **DO** incorporate design techniques that suggest depth and figure/ground relationship (*\*light, shadow, reflection, etc.*)



### 1.6 Extension Icon: **DON'T'S**

- **DO NOT** use complicated images (screengrabs or image compilations become too complicated)
- **DO NOT** use too many colors
- **DO NOT** use a product shot (such as an angled box)
- **DO NOT** showcase paragraph text



# Typography

- Headers
- Scannable Text
- White Space
- Consistency
- Callouts
- Separators



## 1.1 Headers

Headers are a key element in typography, web and print alike. As mentioned, they are part of the text hierarchy and a major factor in scannable content.

Header size is just as important as the size of the body text. A header that is too large can throw the user off balance when reading and cause them to lose their spot. It will ultimately ruin the flow of the content and be a distraction. Headers that are too small will ruin the hierarchy of the article, as well. It will not draw the user's attention as it should.

## 1.2 Scannable Text

Text is scannable text when it can be generally understood even when the user quickly scans the body text. There are many contributing factors to whether or not text fits into this category: header size and position, body text size, text line height, text contrast and the way focus points are differentiated all impact how scannable copy is on a webpage.

## 1.3 White Space

White space helps to offset large amounts of text and helps the user from becoming lost on the page. By providing greater readability of content, it creates a visual breathing room in between blocks of text and also between text and image.

## 1.4 Consistency

Consistency allows the user to become familiar with elements on the page and more comfortable with information provided. In order for elements to be consistent, certain aesthetic elements need to be the same including size, color and font.

## 1.5 Callouts

By emphasizing important information, you provide focal points for the user. Similar to scannable text, these points and objects help break up monotonous text and allow the viewer to quickly scan the page.

## 1.6 Use of Separators

Dividing blocks of text into sections is an effective way to achieve readability, create more white space, divide text to suggest hierarchy, and make your text more scannable. Doing this in a clean and organized manner is generally the most successful way to break apart textual documents.

## Reviews

Magento does not censor reviews for any reason whatsoever, except in such cases where the review includes inappropriate content or are deemed to be abusive or spam.

If a merchant provides you with a negative review, we recommend responding quickly and openly through the extension review tool.

All other guidelines are detailed in our [Magento Connect Developer's Terms of Use](#), which you must agree to prior to uploading an extension.

If you have any questions, please contact us at [connect@magento.com](mailto:connect@magento.com).