

## LINE Official Sticker Production Guide

# Submission Guide: Static Stickers

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## REQUIRED ITEMS

	Required Number	Format	Dimensions (pixels)	Note
Main image	1	PNG	240 × 240 (Required)	- Select your main image from among the actual set.
Sticker images	8, 16	PNG	370 × 320 (max)	- All image size should be in even numbers of pixels. - Crop away any margins.
Chat thumbnail icon (Tab image)	1	PNG	96 × 74 (Required)	- Select your tab image from among your sticker images. Please choose an easily-recognizable image that clearly shows your sticker set's character or subject.
Submission sheet	Set of instructions in specified format			-

### IMPORTANT

- Please only ever use **"png"** (in all lowercase letters) to name the folder containing your sticker image files.
- Please only ever use a **two-digit naming convention such as "01.png"** for PNG files.
- LINE won't make any changes to your files once you submit them.
- Margins are added after submission. Do not add them yourself.
- Set the most recognizable images from your sticker set as your main and chat thumbnail icon images. Don't use separate images not included in the actual set.
- All images should be in PNG format.
- Image dimensions should be of an even number so that images can be scaled down automatically.
- Images should be at least 72 DPI and in RGB color mode. Indexed color files are not supported.
- Each image should be 1 MB or less.
- Image backgrounds should be transparent.
- We may ask you for a PSD file or other master file when using these sticker images in LINE banners and other promotional activities. For this reason, your stickers should be mastered at no less than 740 × 640 pixels.

# Submission Guide: Static Stickers

## Important Points When Creating Stickers

### PNG File Creation

- Make graphics within the max (370 × 320).

Please don't add margins.



#### 1. Create the PNG file

Make sure the PNG files fit the designated dimensions.



#### 2. Delete the margins

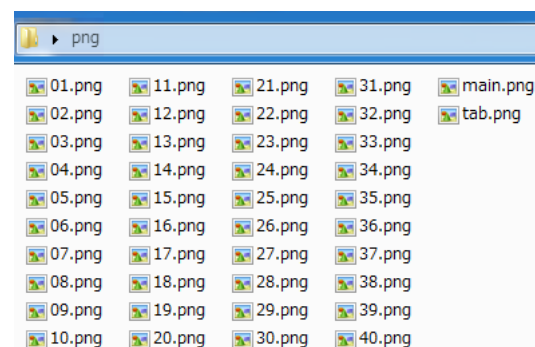
Delete all non-animated parts of the file.

## SUBMITTING YOUR FILES

Each sticker's number corresponds to the order in which that sticker appears in the Sticker Shop.

Stickers should be numbered 01 to 8 or 01 to 16. The main and chat thumbnail icon images should also be saved to the same directory.

Stickers cannot be edited once they have been submitted.



**LINE Official Sticker Production Guide**

# Submission Guide: Animated Stickers

# Submission Guide: Animated Stickers

## REQUIRED ITEMS

	Required Number	Format	Dimensions (pixels)
Main image	1	APNG	240 × 240 (Required)
Animated sticker images	8, 16	APNG	320 × 270 (max)
Chat thumbnail icon (Tab image)	1	PNG	96 × 74 (Required)
Submission sheet (Instructions)	Set of instructions in specified format		-

### IMPORTANT

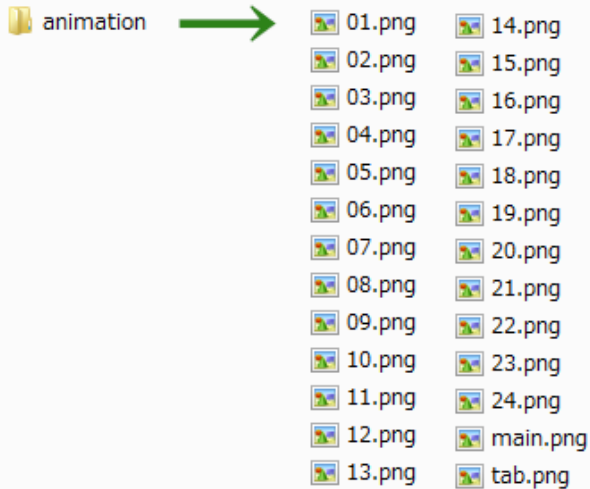
- Please only ever use **"animation" (in all lowercase letters)** to name the folder containing your animated sticker files.
- Please only ever use **a two-digit naming convention such as "01.png"** for PNG files.
- LINE won't make any changes to your files once you submit them.
- Margins are added after submission. Do not add them yourself.
- Only set images from your sticker set as your main and chat thumbnail icon images. Don't use separate images not included in the actual set.
- All animated sticker images must meet the following two requirements:
  - Be no more than 320 × 270 pixels.
  - Be at least 270 pixels in either dimension. (Stickers cannot be more than 270 pixels in height.) Your final APNG file should be no larger than 300 KB.
- Number of loops: A single sticker can have 1 to 4 loops, provided the total playback time does not exceed 4 seconds.
- Playback time: Up to 4 seconds per sticker.
- PNG frame limits per APNG: Between 5 and 20 frames.
- Set the color mode to RGB. Indexed color files are not supported.
- When creating stickers, please keep in mind that the first image of the APNG will be displayed as a static image on LINE STORE and the LINE Sticker Shop.
- Image backgrounds should be transparent.

# Submission Guide: Animated Stickers

## SUBMITTING YOUR FILES

Each file number corresponds to the order in which that sticker appears in the Sticker Shop. Stickers should be numbered 01 to 8 or 01 to 16. The main and chat thumbnail icon images should also be saved to the same directory.

Stickers cannot be edited once they have been submitted.



## SUBMISSION CHECKLIST

- For each sticker, please indicate the play time for each loop and the number of loops to be played.
- Please also indicate the sticker set's title, description, copyright text, main image file, and sticker order.

No. of stickers	Position	Number of files	Play time	Loop count	
in 24	1	20			
	2	10	2	2	10 frames in 2 seconds, looped twice (total 4 seconds).
	3	20			
	4	20			
	5	30	4	1	30 frames in 4 seconds, looped once (total 4 seconds).
	6	20			
	7	20	3	1	20 frames in 3 seconds, looped once (total 3 seconds).
	8	20			
	9	20			
	10	20			
	11	20			
	12	20			
	13	20			20 frames in 1 second, looped three times (total 3 seconds).
					※No loop count specified.

# Submission Guide: Animated Stickers

## Important Points When Creating Stickers

### PNG File (Frame) Creation

- Make graphics within the max size : 320 × 270.
- All frames size in each APNG should be exactly the same.
- If a dimension after deleting the margin results in an odd number of pixels, add one pixel to that dimension to make it even.

Please don't add margins.



#### 1. Create the PNG file

Make sure the PNG files fit the designated dimensions.



#### 2. Delete the margins

Delete all non-animated parts of the file.

# Submission Guide: Animated Stickers

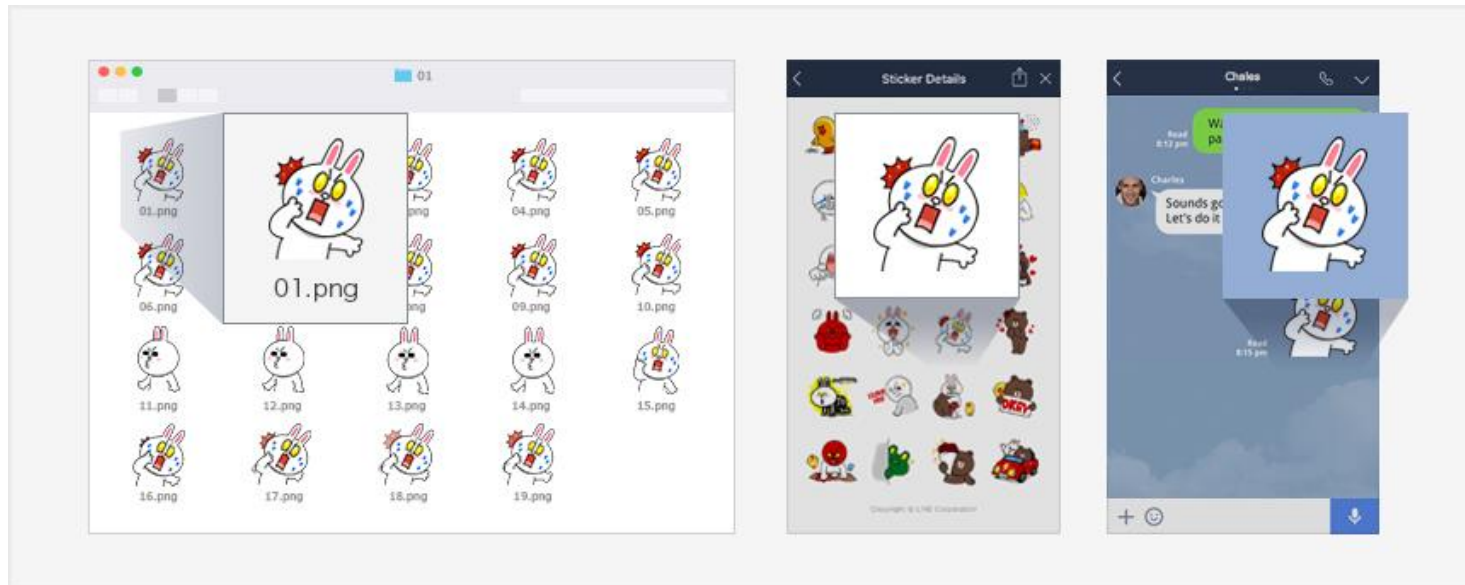
## Important Points When Creating Stickers

### PNG Frame Sequence

The first image is shown:

- On the preview screen at the Sticker Shop
- As a static image for devices that do not support animated stickers
- As the still image displayed once the loop has finished

Please ensure that the image you choose for this purpose is the first frame.





# Submission Guide: Animated Stickers

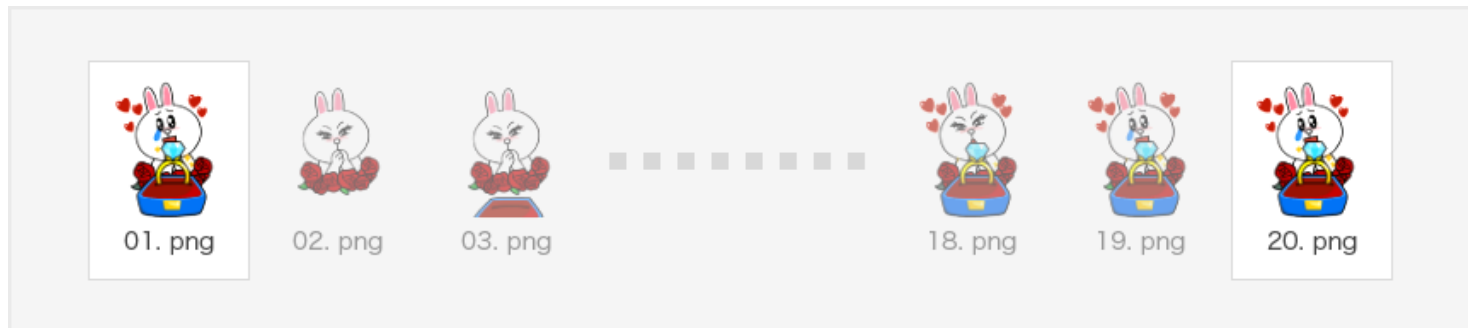
## Important Points When Creating Stickers

### Frame Order for Animated Stickers

Animated stickers must be able to convey feelings or ideas not just through their animations, but through their still images as well.

Please ensure that the first frame of each of your stickers, used as the sticker's still image, suitably describes the feeling you want each sticker to express.

For example, in an animated story where a character's expression changes to one of gratitude by the last frame, use the same image in the first frame as that of the last frame to express the character's intended emotion accurately.



# Submission Guide: Animated Stickers

## Important Points When Creating Stickers

### Frame and Loop Limits per Sticker

The max playback time is 4 seconds. Loop lengths of 1, 2, 3, and 4 seconds are allowed.

Fractional lengths (1.5 seconds) are not.

- The max number of frames per second is 20 for most graphics and between 5 and 10 for images with photographic content or gradations.

**○ 1 second (20 frames) x 4 loops = 4 seconds**



1 second = 20 frames

**○ 4 seconds (20 frames) x 1 loop = 4 seconds**



4 seconds = 20 frames

**✗ 1 second (50 frames) x 1 loop = 1 second (Exceeds maximum frames allowed)**



1 second = 50 frames

**✗ 3 seconds (20 frames) x 2 loops = 6 seconds (exceeds 4 second playback time limit)**



3 seconds = 20 frames

**LINE Official Sticker Production Guide**

# Submission Guide: Pop-Up Stickers

# Submission Guide: Pop-Up Stickers

## REQUIRED ITEMS

	Required Number	Format	Dimensions (pixels)
Main image	1	APNG	240 × 240 (Required)
Sticker images	8	PNG	370 × 320 (max)
Animated sticker images	8	APNG	480 × 480 (max)
Chat thumbnail icon (Tab image)	1	PNG	96 × 74 (Required)
Submission sheet (Instructions)	Set of instructions in specified format		

### IMPORTANT

- Please only ever use **"popup" (in all lowercase letters)** to name the folder containing your animated pop-up sticker files.
- Please only ever use **"png" (in all lowercase letters)** to name the folder containing your pop-up sticker files.
- Please only ever use **a two-digit naming convention such as "01.png"** for PNG files.
- LINE won't make any changes to your files once you submit them.
- Margins are added after submission. Do not add them yourself.
- Only set images from your sticker set as your main and chat thumbnail icon images. Don't use separate images not included in the actual set.

Your final APNG file should be no larger than 500 KB.

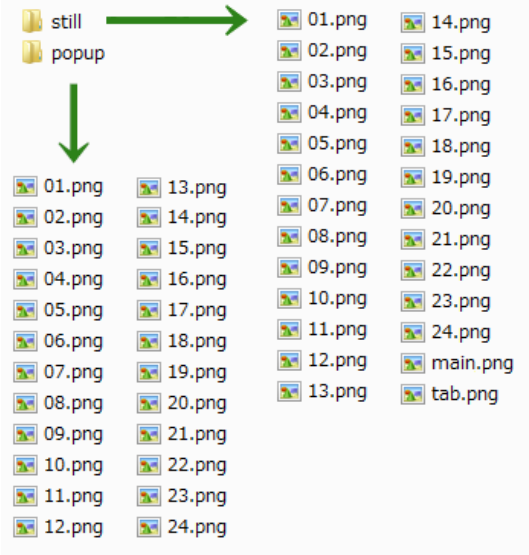
- Number of loops: A single sticker can have 1 to 3 loops, provided the total playback time does not exceed 3 seconds.
- Playback time: Up to 3 seconds per sticker.
- PNG frame limits per APNG: Between 5 and 20 frames.
- Set the color mode to RGB. Indexed color files are not supported.
- Image backgrounds should be transparent.

# Submission Guide: Pop-Up Stickers

## SUBMITTING YOUR FILES

Each sticker's number corresponds to the order in which that sticker appears in the Sticker Shop. Stickers should be numbered 01 to 08. The main and chat thumbnail icon images should also be saved to the same directory.

Stickers cannot be edited once they have been submitted.



## SUBMISSION CHECKLIST

- For each sticker, please indicate the play time for each loop and the number of loops to be played.
- Please also indicate the sticker set's title, description, copyright text, main image file, and sticker order.

No. of stickers	Position	Number of files	Play time	Loop count	
in 24	1	20			
	2	10	2	2	10 frames in 2 seconds, looped twice (total 4 seconds).
	3	20			
	4	20			
	5	30	4	1	30 frames in 4 seconds, looped once (total 4 seconds).
	6	20			
	7	20	3	1	20 frames in 3 seconds, looped once (total 3 seconds).
	8	20			
	9	20			
	10	20			
	11	20			
	12	20			
	13	20			20 frames in 1 second, looped three times (total 3 seconds).
	14	20			※No loop count specified.

# Submission Guide: Pop-Up Stickers

## Important Points When Creating Stickers

### Pop-Up Animation Alignment

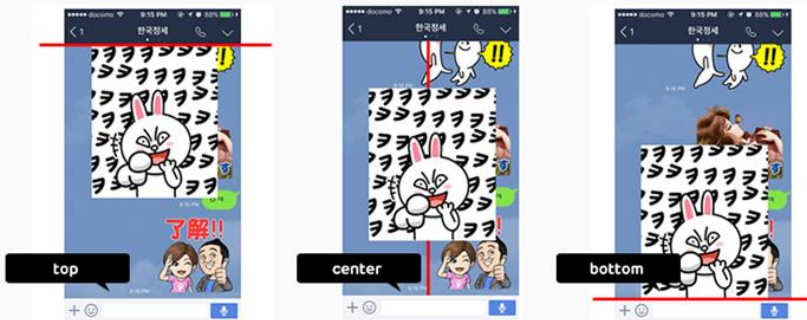
- Pop-up stickers can be set to align vertically at the top, center, or bottom of the screen.  
Stickers are centered by default.
- Pop-up stickers are scaled to fit the user's screen.
- Please specify your desired position on the setting sheet.



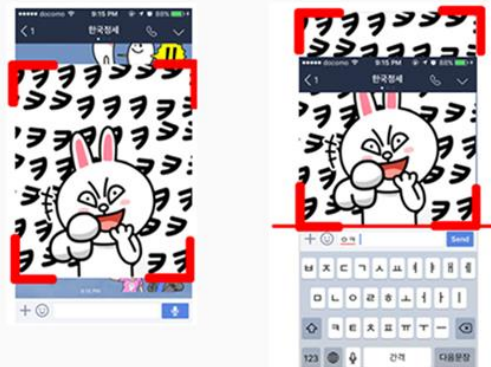
#### Setting Info

ファイル名	位置	表示領域
main_popup	center	fit
01	center	fit
02	center	fit
03	center	fit
04	center	fit
05	top	fit
06	✓ center	fit
07	bottom	fit
08	center	fit
09	center	fit
10	center	fit
11	center	fit
12	center	fit
13	center	fit
14	center	fit
15	center	fit
16	center	fit

#### Sticker Vertical Alignment



#### Sticker Display Scaling



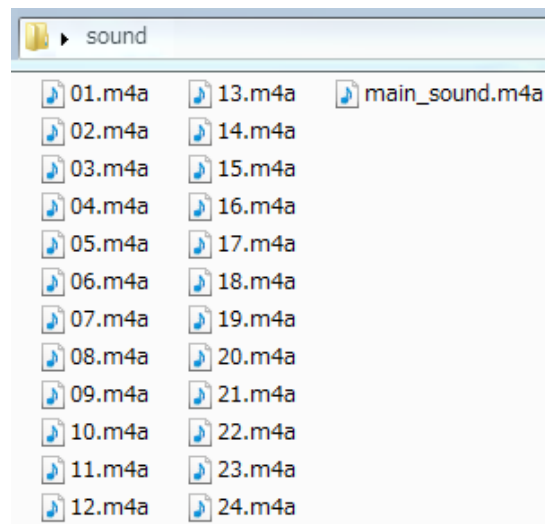
- Pop-up stickers are scaled to fit the user's screen.

## LINE Official Sticker Production Guide

# Submission Guide - Sound Files

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	Required Number
Sampling Rate	44.1 kHz
Size	80 KB
Playback	Mono
Format	M4A (AAC)
Max Playback Time	Up to 4 seconds (3 seconds for pop-ups)
Number of Files	8/16 still, animated, or pop-up sticker images
Audio Level	Up to -0.2 db
Volume	RMS -17.5 to -18.5



## IMPORTANT

- Please only ever use **"sound"** (in all lowercase letters) to name the folder containing your sound files.
- Please only ever use a **two-digit naming convention such as "01.m4a"** for M4A files.
- Please only ever use **"main\_sound.m4a"** (in all lowercase letters) to name your main sound file.
- LINE will not encrypt your audio files or use any form of DRM protection.
- For animated stickers, audio will loop together with the number of animation loops.
- Audio that is too quiet, too loud, or that contains too much ambient noise may be rejected.
- LINE uses Adobe Audition to check submitted audio files.
- LINE is unable to adjust or re-sort submitted audio files.