



# PODCAST INTENSIVE

## Module Two: Artwork + Branding *Workbook*





# PODCAST INTENSIVE

## Module 2.1

### Branding & Brand Identity

#### Branding

Brands tell us a story and create the emotions that go with that story. Whether it's Nike or Tiffany & Co., the very sight of their logo can evoke an emotion or an idea of what that brand represents or stands for.

As it relates to podcasting, you want to create a similar experience when people encounter your name, your logo (if applicable), and any words or imagery that's associated with your show.

In the space below, jot down some emotions or characteristics that you would like people to associate with your show. This will set the foundation for the choices you make about your "brand identity" as a podcast.

*When people see or hear my podcast name, I want them to think or feel...  
comfortable, impressed, excited...*

### Brand Identity

Your overall podcast brand identity covers colors, fonts, etc., and what your brand represents. It encompasses how both current listeners and future ones perceive and feel about your brand. Believe it or not, you have a lot of control over that.

Shaping your brand identity takes time; consistency is the most essential factor, as with most things in podcasting.

To deliver a strong brand identity, you'll need to:

- Identify what you offer that no one else does
- Who is your target niche audience
- Craft a consistent message

Make your brand represent YOU and your podcast! Be unique with your brand identity. You can look at others for inspiration, but don't try to copy anyone; you are not them. It may work fantastic for them, but it will probably not have the same results for you. Remember, God made us all wonderfully and uniquely made for a reason!

Use the space below to jot down any colors, fonts, types of images or words that evoke the emotions or characteristics written down on the previous page.

*Visual & Stylistic Elements*



# PODCAST INTENSIVE

## Module 2.2

### Cover Art Requirements

#### Cover Art

Quality content is essential to your podcast success, but quality cover art is essential to your podcast growth. Good cover art will communicate the quality of the content and create a positive first impression on listeners.

As mentioned on this module's video, podcast directories like Spotify, Stitcher and Google Play are a great way to get new listeners. Apple Podcast (formerly iTunes) is currently the most popular and most prominent.

Unless you want a private podcast (available only to pre-approved subscribers), you must submit your show to Apple Podcasts for public listing. For that reason, adhering to their cover art requirements is especially critical. (The most common reason Apple rejects podcast submissions is cover art that doesn't meet the requirements!)

#### Cover Art Technical Specifications:

- Size: Square; minimum 1400 x 1400 pixels and maximum 3000 x 3000 pixels (preferred)
- Resolution: 72 DPI
- File type: JPEG or PNG
- Colorspace: RGB
- Refer to the Resource Library for additional info on Apple's specific cover art requirements.

#### Other Items to Consider:

- Use fonts that are easy to read
- Make sure type stands out clearly against the background colors
- Get creative and use designs and colors that represent your brand.
- Do not use copyrighted images (including Apple logos, etc.) When in doubt, hire a graphic designer or use a template from a design tool like **Canva!**

## My Cover Art Mood Board

*Cover Art Inspiration*

*I like the cover art of these podcasts...*

*Word Combinations I like (5 or less)*

*Font Combinations I like (1-2 max)*

*Color Combinations I like (2-3 max)*

