![ustudio]

Podcast Branding Guide

How to Brand the uStudio Mobile and Desktop Applications

What we'll cover in this podcast branding guide...

As part of your podcast application set up there are a few branding assets the uStudio team will need to brand the look and feel of your application. In addition, there are a few branding assets your team will need to brand the shows and episodes within the application. This document will give you an overview of what is needed, where it is shown on the application and which team will implement the asset.

Assets checklist...

Deliver to uStudio for implementation:

☐ Primary logo artwork
☐ Secondary logo artwork
☐ Dark primary color code
☐ Dark secondary color code
☐ Light background color code
☐ Podcast name
☐ Company code

Deliver to uStudio for implementation:

☐ Show icon artwork
☐ Episode icon artwork

Use the following guide to create and gather your assets...

Version 1.35

LOGOS

Primary Logo

Location of Logo in App

- Initial login screen
- Top right of application
- Podcast episode share page

Logo Format Requirements

- Rectangular: 400px width x 134px height
- Logo needs to be legible on a white background
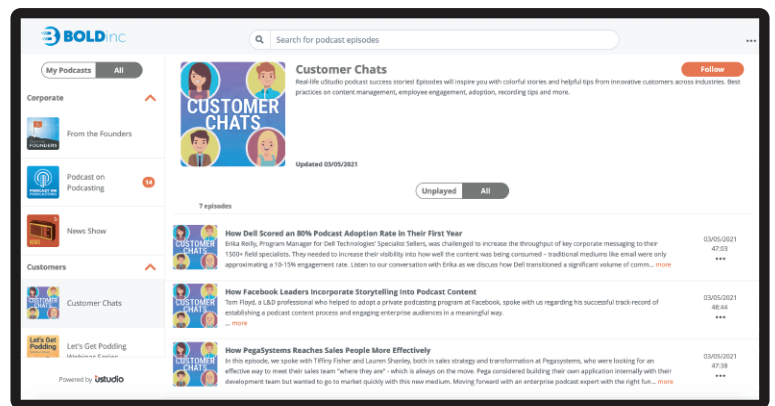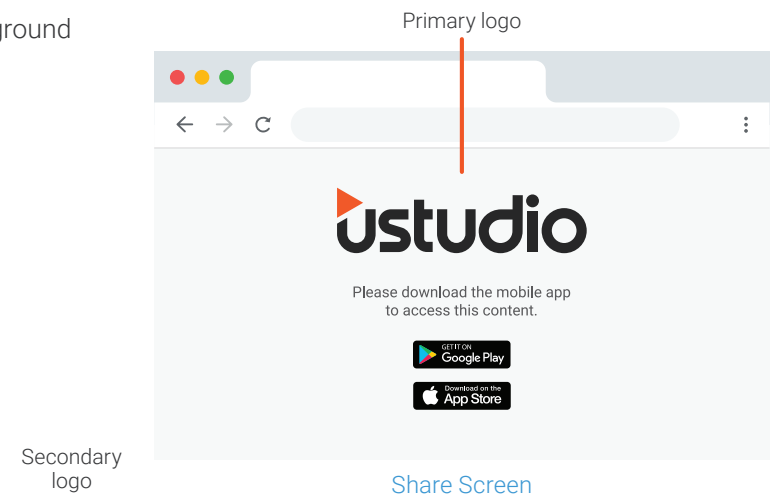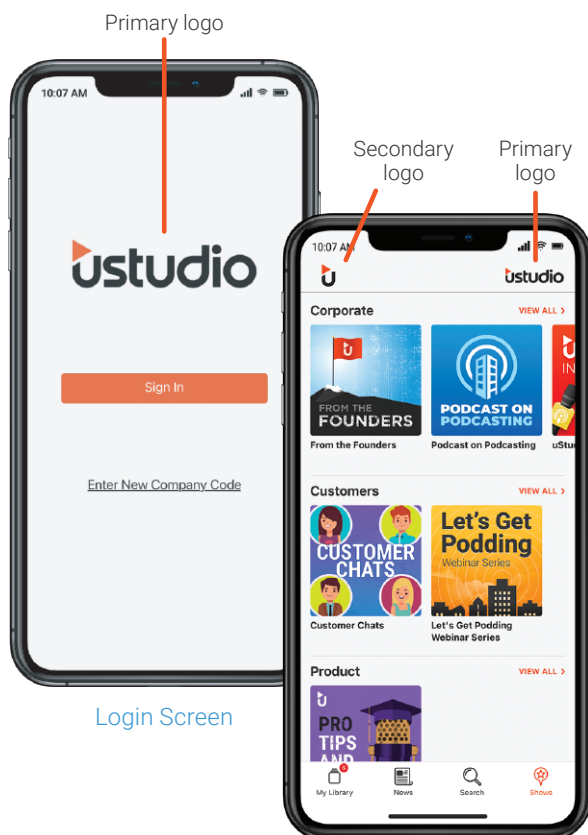- File format PNG or SVG with transparent background

Secondary Logo

Location of Logo in App

- Top left of app when the back button is not present

Logo Format Requirements

- Square 100px x 100px
- Logo needs to be legible on a white background
- File format PNG or SVG with transparent background

Primary logo

Primary logo

Secondary logo

Primary logo

Please download the mobile app to access this content.

Share Screen

Secondary logo

Login Screen

Navigation

COLORS

Primary Color

Location of Color in App

- Sign-in button on login screen
- Active menu icon in button navigation
- Icons that have had an action taken on them from a show or episode page
- Line under episode description

Color Format Requirements

- Hex code (i.e. #000000)
- Color must be legible on background color provided
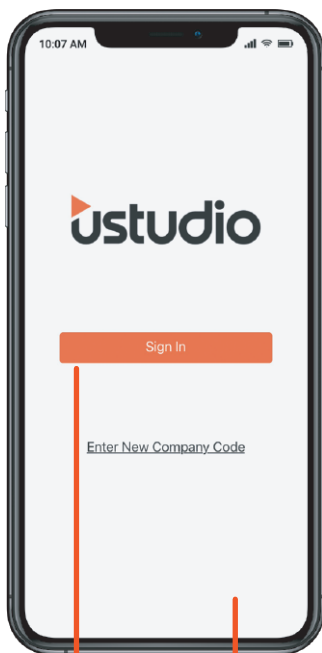- White text must be legible on top of color

Secondary Color

Location of Color in App

- Non active menu icon in bottom navigation
- Title of episodes
- Icons that have not had an action taken on them from a show or episode page
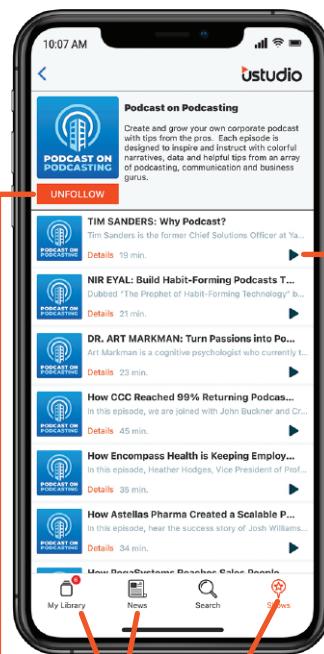
Color Format Requirements

- Hex code (i.e. #000000)
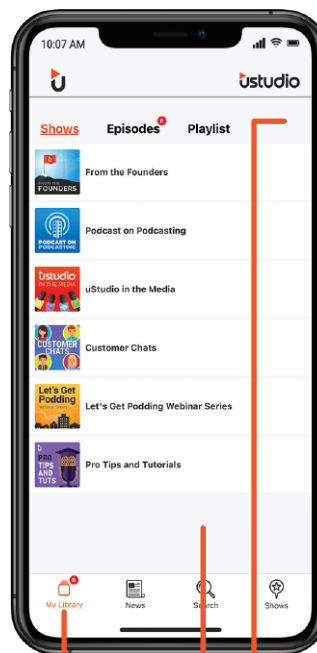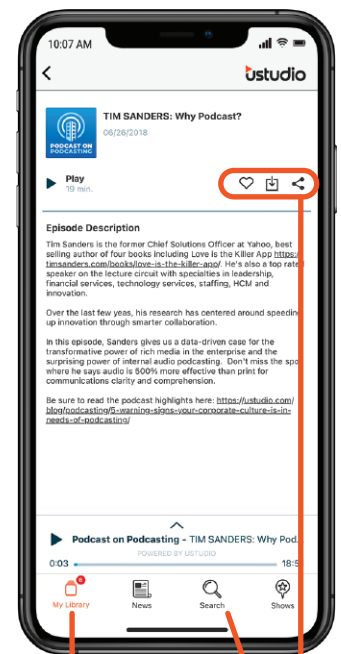- Color must be legible on background color provided

Login Screen

Show Page

My Library Screen

Episode Screen

Primary color   Background color

Primary color   Secondary color   Primary color   Secondary color

Primary color   Background color

Primary color   Secondary color

SHOW AND EPISODE ARTWORK

Show Icons

Location of Icon in App

- Show page
- Show description page
- Icons that have had action taken on them from show or episode page

Icon Format Requirements

- Square image 360 x 360 pixels
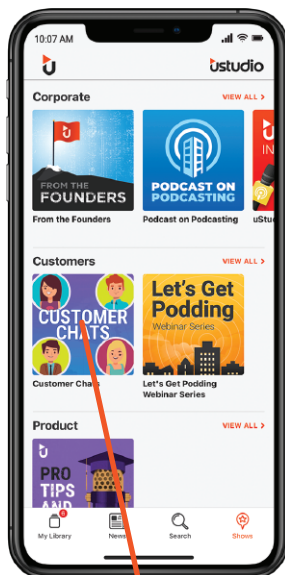- JPG or PNG (20MB limit)

Episode Icons

Location of Icon in App

- Show description page
- Episode description page
- Unplayed list
- News list

Icon Format Requirements

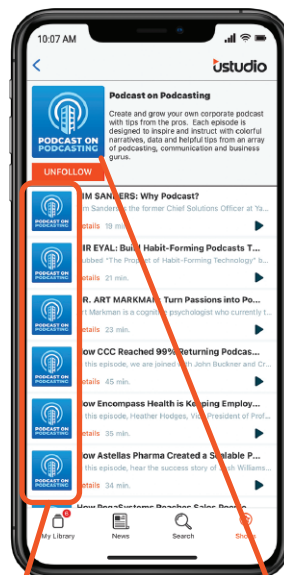- Square image 360 x 360 pixels
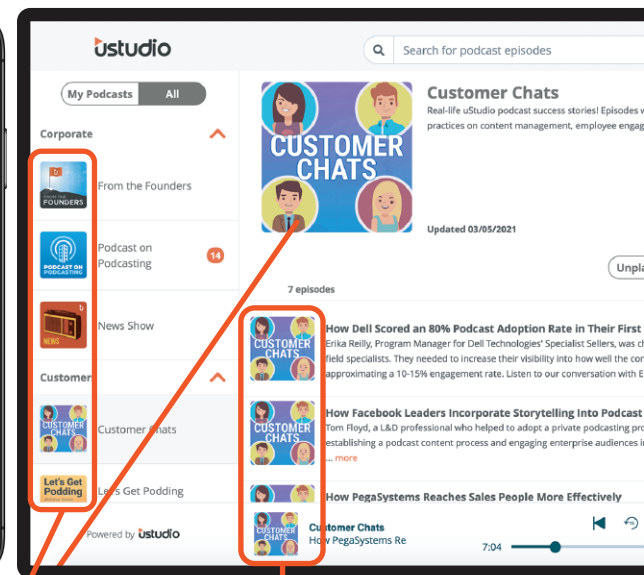- JPG or PNG (20MB limit)

Show Index Page   Show Page   Desktop Application

Show icons   Episode icons   Show icons   Episode icons

NAME AND CODE

Podcast Name

Location of the Name
- Share page
- Email invitations to users if not SSO
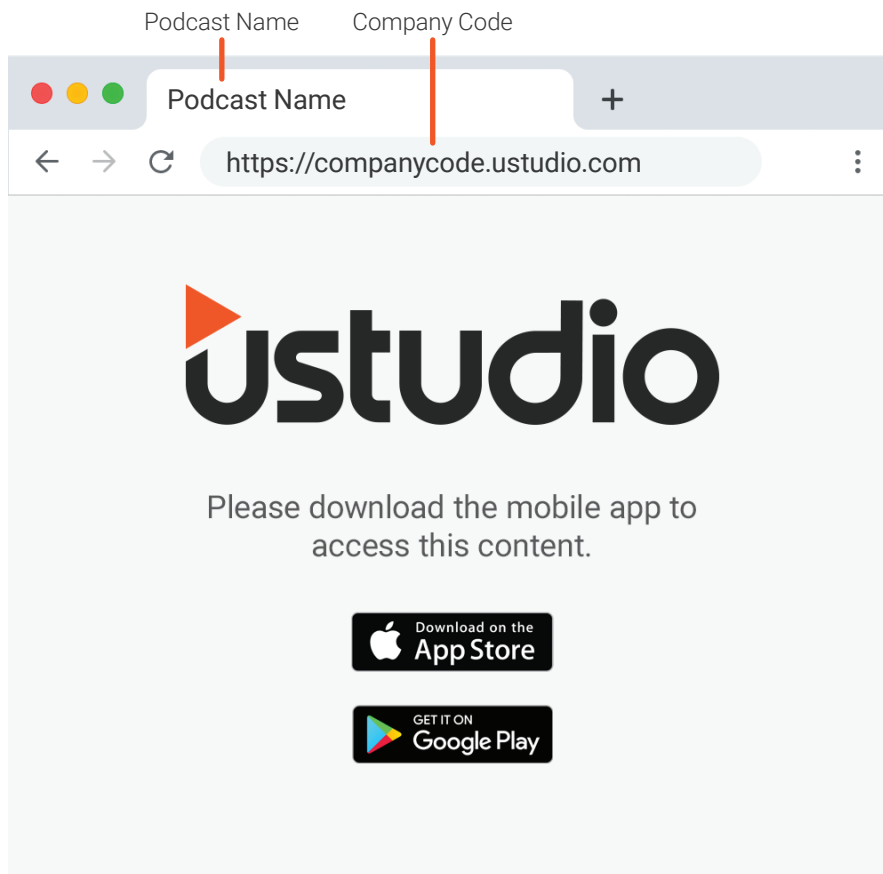
Name Requirements
- Less than 180 characters

Company Code

Location Code
- Login page - users input upon first login
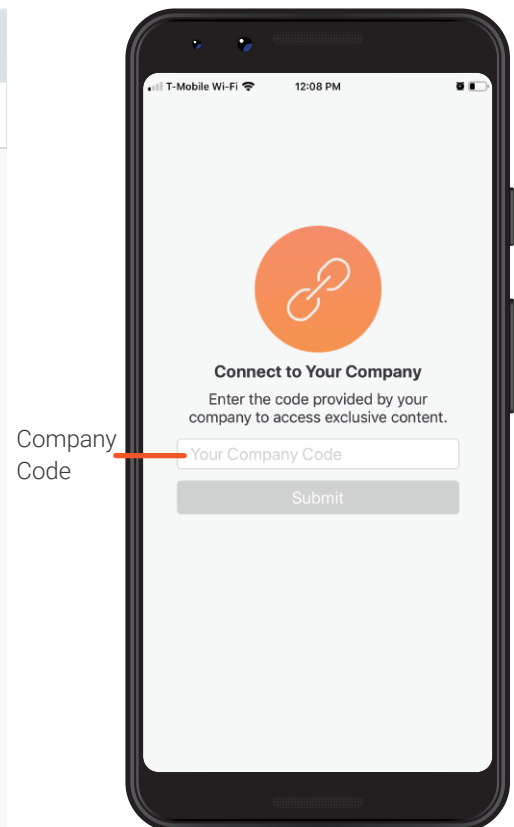- Subdomain of Share page

Company Code Requirements
- All caps
- No spaces
- Between 3 and 15 characters

Podcast Name   Company Code

Podcast Name

https://companycode.ustudio.com

Please download the mobile app to access this content.

Connect to Your Company

Enter the code provided by your company to access exclusive content.

Company Code

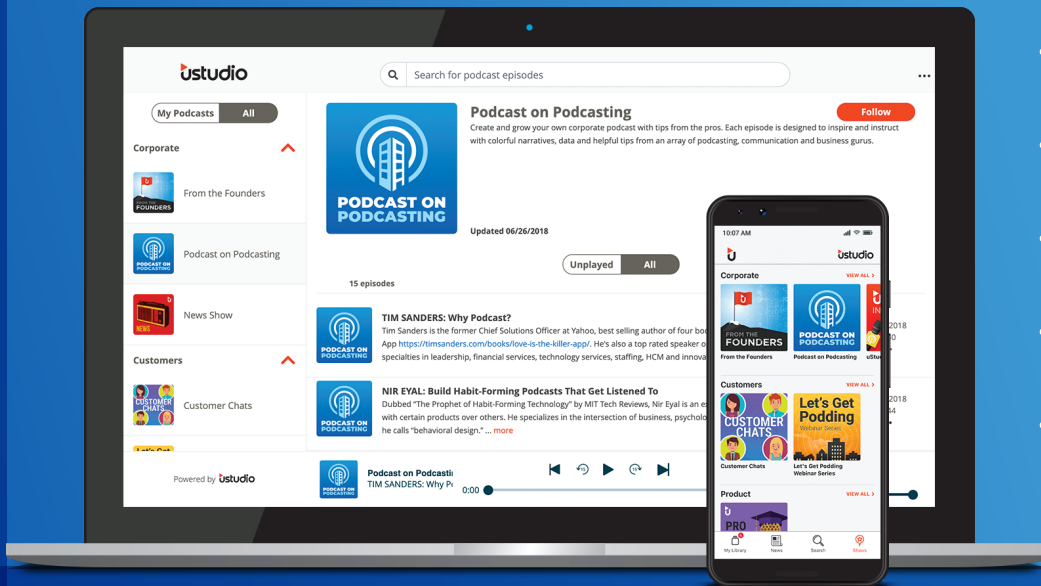Your Company Code

Submit

Share Screen

Modernize the way your business communicates. uStudio's private podcast solutions allows businesses to deliver corporate audio and video content securely to any device in a modern, mobile-first experience. Our customers are reinventing employee, customer & partner experiences using uStudio's marketing-leading tools for podcasting and complete media management. uStudio's secure mobile and desktop products are purpose-built for enterprise use cases, helping business leaders reach increasingly remote and hard-to-engage employees with 5x the effectiveness of traditional channels. Our patented media platform delivers turnkey solutions for everything from town hall meetings to more effective sales training and customer success programs. This is why market leaders like Nike, Universal Music, Astellas, Facebook, Dell and Kohl's leverage uStudio's media solutions for speed, scale and competitive advantage.

Learn more and request a free personalized demo at https://ustudio.com

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✔ **Private & Secure**

✔ **High Engagement**

GET STARTED TODAY!