Podcast Brand Template

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Below is a podcast brand template designed to help create a cohesive brand for your podcast. Use this template alongside the course bonus video "Podcast Website Recommendations" with Brooke Robichaud to build your recognizable brand portfolio.

PODCAST NAME:

1. Clarity: Your podcast name should be clear and easy to understand. Listeners should instantly grasp what your show is about. A clear name helps with discoverability and sets expectations.

2. Memorability: A memorable podcast name is more likely to stick in the minds of your audience. It can lead to better word-of-mouth promotion and repeat listeners.

3. Uniqueness: A unique name sets your podcast apart from the competition. Avoid generic or overused terms to make your podcast stand out in search results and recommendations.

4. Relevance: Ensure that your podcast name reflects the content and theme of your show. This helps attract the right audience who are interested in your topic.

5. Domain Availability: If you plan to have a website or online presence for your podcast, check if the domain name associated with your podcast name is available. Consistency across platforms is key for branding.

Additionally, your podcast description and/or tagline should use keywords and searchable, relevant words to attract a wider audience and engage listeners.

PODCAST DESCRIPTION/TAGLINE

1. Discoverability: Including relevant keywords in your tagline or description can improve your podcast's discoverability on podcast platforms and search engines. This is essential for reaching a wider audience.

2. Branding: Your tagline can be a key element of your podcast's branding. It can convey your podcast's personality, values, and unique selling points, helping you stand out in a crowded podcasting landscape.

3. Listener Engagement: A compelling tagline or description can pique the curiosity of potential listeners and encourage them to click and start listening. It's your first opportunity to engage with your audience.

4. Consistency: A clear and concise tagline or description ensures consistency in your messaging across different platforms and promotional materials. This consistency reinforces your podcast's identity.

COLORS/HEX CODES

Colors and Hex Codes:

- Primary Color: [Hex Code]

- Secondary Color: [Hex Code]

- Accent Color: [Hex Code]

- Background Color: [Hex Code]

FONTS/LOGO/GRAPHICS

Logos and Graphics:

- Provide a primary podcast logo with a transparent background (PNG format).

- Offer alternative versions of the logo for different platforms if needed.

- Create templates for episode graphics with placeholders for episode titles and guest names.

Fonts:

- Title Font:

- Body Font:

COVER ART/HEADSHOT

Headshots: [Optional]

- Provide guidelines for headshots to photographers (e.g., resolution, pose, background, etc.).

- Important: Consistency in style and editing for a unified look.

Cover Art:

- Dimensions: [Size in pixels]

- Description:

- Emphasis on the use of podcast name, tagline, and captivating visuals

THEME | INTRO/OUTRO

Theme Music:

- Style:

- Length:

- Copyright: [Specify if custom composition, licensed, or copyright-free]

Remember, the goal is to create a brand that represents the podcast's identity and resonates with your target audience. Maintain consistency across all aspects of your podcast brand to enhance recognition and build a loyal audience!