



TE REO
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O AOTEAROA

RNZ PODCAST ARTWORK SPECS

18|06|2019

ALL ARTWORK TO BE PROVIDED AS BOTH PSD AND JPEG (OPTIMISED FOR WEB)

PLEASE USE THE FTP LOG IN THAT HAS BEEN ASSIGNED TO THE PROJECT

If you have not been assigned an FTP log in you can share with drop box or Google drive but do check first re FTP

SQUARE GRAPHIC 'TILE' FOR RNZ WEBSITE, iTUNES ETC

Size: 1400px X 1400 px

These square tiles are the primary graphic identity for any series or podcast.

The graphic must contain the full RNZ logo placed exactly as below.

410 pixels wide, hung left or right from edge of artwork. Top of logo is 75 pixels from top.

A photoshop template of logo placement is provided.

LOGO FIXED RIGHT
410 PIXELS WIDE
75 PIXELS DOWN



Podcast Tile

1400 px x 1400 px



LOGO FIXED LEFT
410 PIXELS WIDE
75 PIXELS DOWN

Podcast Tile

1400 px x 1400 px



SHARED ACCREDITATION - TWO LOGOS ON A TILE

Where two are logos required on a tile RNZ will still follow the specs from the previous page.

Both logos should have shared presence i.e. neither larger or more dominant.

This will vary based on the 'other' logo and will be checked off by RNZ.



LOGO FIXED RIGHT
410 PIXELS WIDE
75 PIXELS DOWN



Podcast Tile

1400 px x 1400 px



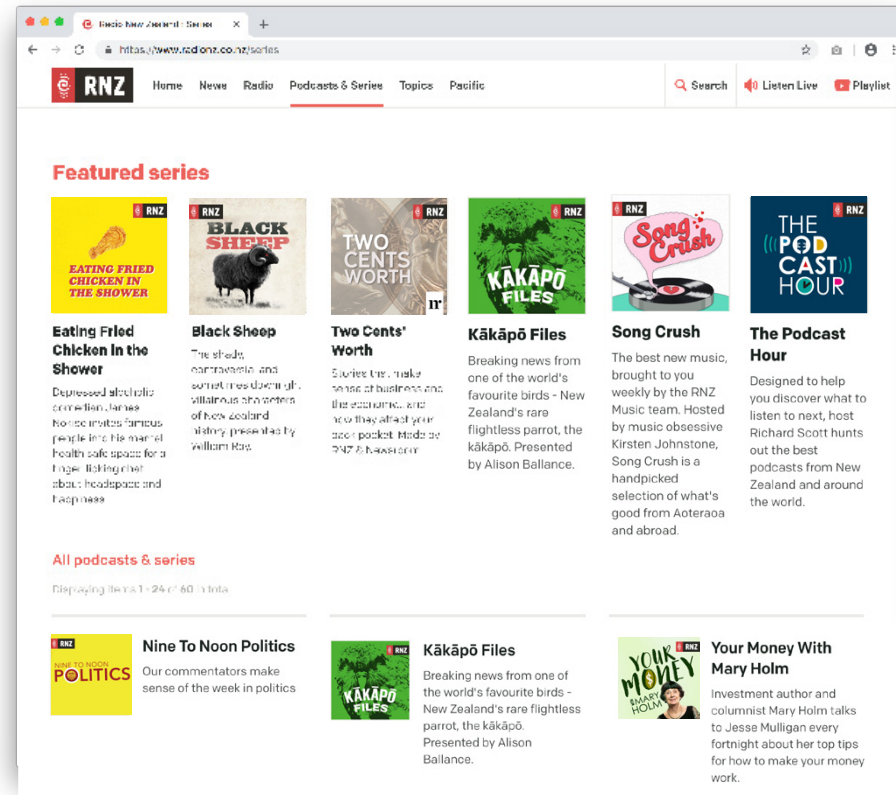
LOGO FIXED LEFT
410 PIXELS WIDE
75 PIXELS DOWN

Podcast Tile

1400 px x 1400 px

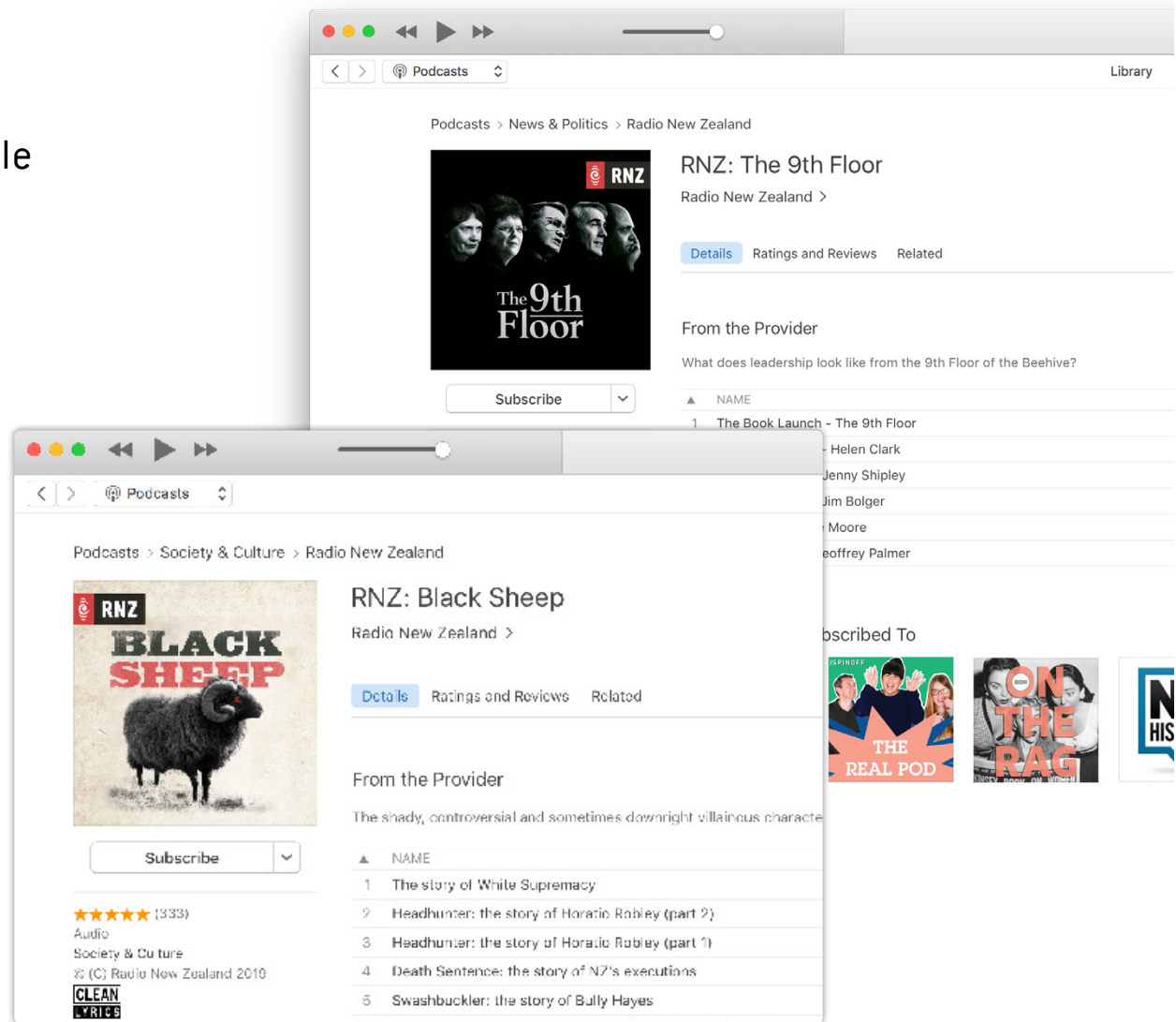
TILES ON RNZ.CO.NZ

Examples of how tiles appear on RNZ.CO.NZ



TILE ON APPLE (iTunes)

Examples of the tiles viewed on Apple (iTunes).



NOTE: CHANGED FROM PREVIOUS AS OF JULY 2019

PROGRAMME PAGE ON RNZ.CO.NZ FOR PODCASTS AND SERIES

Artwork size: 1440px wide x 720 px tall
Image safe are: middle 940px X 720 px

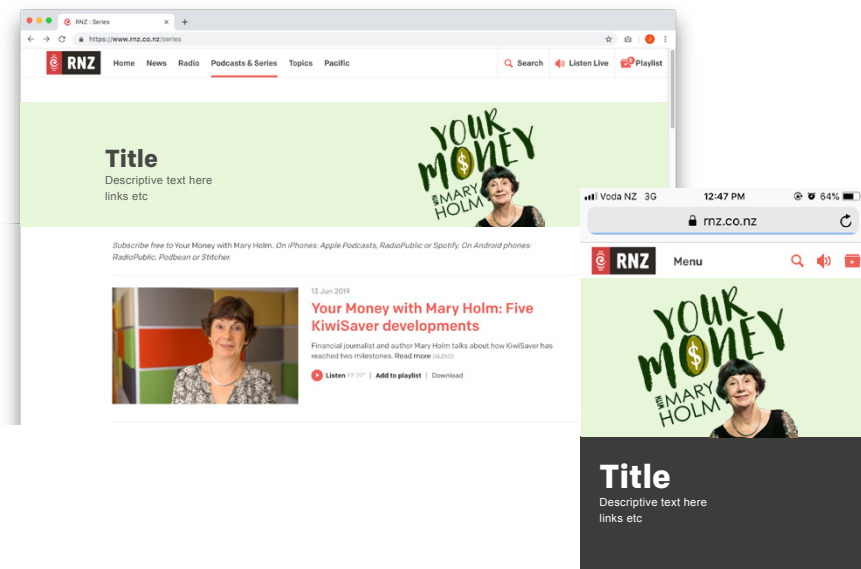
To sit in banner with html colour background. **Please provide hexcode colour with artwork.**

Image sits to the right with hexcode colour to the left.

Title and description are on the left and are HTML text.

On mobile the image will stack above the title and description.

These appear all over RNZ.CO.NZ as headers for programmes, podcasts and series.



APPLE FEATURE BANNERS

Not always required.

Size: 4320 x 1080 pixels

Resolution: 72 dpi

File Format: PSD

Colour Space: RGB

All information about Apple's
DETAILED artwork specifications
including PSD templates here:*

[http://help.apple.com/itc/
podcastspromoart/#/itc4425c5252](http://help.apple.com/itc/podcastspromoart/#/itc4425c5252)

Update – we are including the RNZ
logo on these. Keep on a separate
layer as Apple may require it turned
off/removed which they will do at
their end.



* I haven't included the PSD template in case Apple updates it - please follow the link and follow Apple's specs closely.

STITCHER + TWITTER VIA STITCHER

Not always required.

Stitcher uses the 1400x1400 tile.

Stitcher also has a 'front page' image spec, their supplied specs are shown.

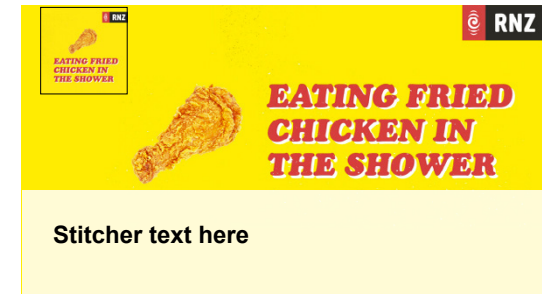
Instead of creating brand new artwork for the hero image area, suggest modifying the podcast graphic to fit the space - and be aware the tile itself will sometimes be overlaid on the top left and the bottom area covered with a text panel (as shown).

RNZ logo needs to be in the Safe Area.

Type	Copy	Notes
Front Page Image	<p>Please give us a 5-8 word log line for the show or episode. We may use this in the front page graphic:</p> <p>Example Comedian James Nokise's finger-licking chat about headspace and happiness.</p>	<p>Art Specs</p> <ul style="list-style-type: none"> - 16:9 aspect ratio - minimum 1280x720 pixels - highest resolution possible - Layered PSD & JPG file - image rich - if you have episodic art for us to use, please add to folder with the date it should be used in the file name. <p>Example Template with safe zones</p>
Twitter		<p>Graphics Specs</p> <p>Image: 1300x740 or 1024x583 Videos: can be 1x1 or 16x9 aspect ratio</p> <p>Copy</p> <p>Although Twitter allows 280 characters now, tweets should be around 140 or so characters. We also don't mind emojis. 😊</p>



How we supply



How it appears in the app