



# RNZ PODCAST **ARTWORK SPECS**

NOVEMBER 2022

**Please provide all final design files eg PSD or packaged INDD / AI file**

If you've been assigned and FTP please use that. If not you can share with drop box or google drive.

## KEY PIECES TO SUPPLY

### **Tile / Cover 3000 × 3000px** **3**

Use template to place RNZ logo.  
Save and supply PNGs with and without logo.  
Supply the PSD / artwork files.

### **Podcast's page banner 1440 × 720px** **4**

Top sit on HTML flat background please supply hexcode for background.

### **16:10 of primary graphic** **5**

If creating episode images they are also this size.

## SOMETIMES REQUIRED

### **APPLE 'show featuring' banners** **6**

Download and use template from Apple.  
Check for updates.

### **Stitcher** **7**

### **Podbean** **8**

### **RNZ home page banner** **9**

### **Social Media**

If you are asked to create social media pieces you will be supplied the sizes required.

## SQUARE GRAPHIC 'TILE / COVER'

Size: 3000 × 3000px

For RNZ website and all podcast apps eg Spotify, iHeart Radio, Apple.

These square tiles are the primary graphic identity for any series or podcast. They appear at very small sizes so must work at 150 × 150 pixels.

Two versions should be supplied, one with the red RNZ tohu badge in the bottom left and one without the badge. A PNG template is provided.



## PODCAST'S PAGE BANNER ON RNZ.CO.NZ

Artwork size: 1440 × 720px

Banner appears at the top of the podcast's own page on RNZ.co.nz.

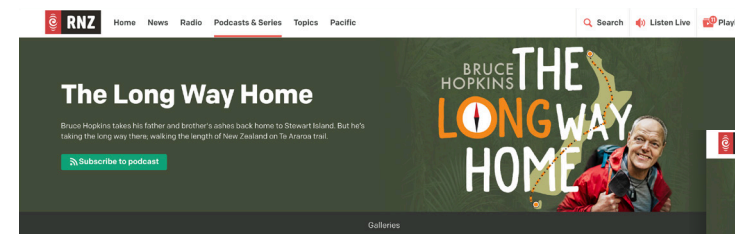
On desktop the banner image sits in banner with a flat colour background either side. **Please provide hexcode colour with artwork.** A seamless match with edges of the artwork generally works best.

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

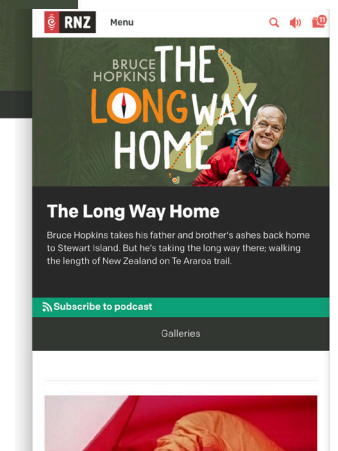
On mobile the image will stack above the title and description (which are always white over charcoal in mobile view).



DESKTOP (with hexcode colour applied left and right)



MOBILE



RNZ will select a foreground text colour that meets accessibility standards and complements the design.

## 16:10 VERSION OF PRIMARY GRAPHIC

Artwork size: 16:10

eg 1440 × 900px or 1920 × 1200

Used on RNZ.co.nz in articles about the podcast, as the teaser episode image on the podcast's page, in publicity etc.

If your brief includes making episode images they are also this size.



## APPLE 'SHOW FEATURING' BANNERS

**Not always required.**

**You will need to recreate your artwork to meet these specs - this may mean changing the typographic layout etc to meet the strict guide lines. You will need to download Apple's PSD template and follow it exactly.**

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

<https://podcasters.apple.com/support/866-promotional-artwork#shows>

Note: Don't be put off by the massive full bleed area and how comparatively small the art safe area / crop margins are. Banner will be will be cropped to the cropped margins.

Also note these specs are due to change again. The URL link will still work but if the specs look a bit different and are called 'Hero' or something similar that is the upcoming version of this.

### Show Featuring

Show Featuring art typically appears at the top of the Browse page in the Podcasts app and is one of the most visible placements for listeners to discover your podcast.

### Guidelines

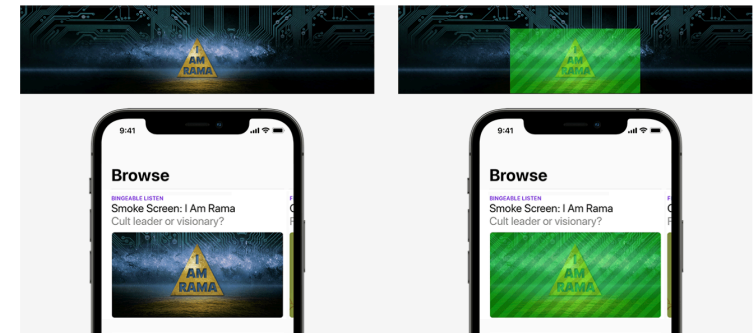
- Fill the entire template with art.
- Keep logos vertically aligned to the middle of the Art Safe Area.

### Specs

- **Placement:** Browse
- **Device support:** iOS, iPadOS, macOS, and tvOS
- **Size:** 4320 x 1080 pixels

### Sample and template

[Show Featuring Template.zip](#)



Screen shot of guidelines

# STITCHER + TWITTER VIA STITCHER

Not always required.

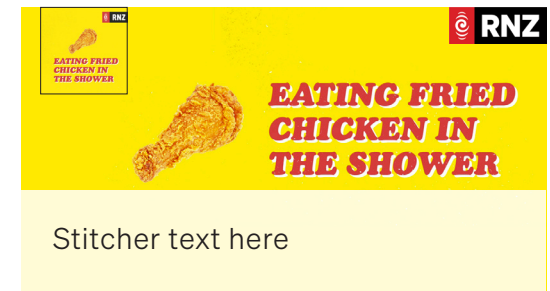
Stitcher uses the 1400 × 1400px tile.  
Stitcher also has a ‘front page’ image spec, their supplied specs are shown.  
Instead of creating brand new artwork for the hero image area, suggest modifying the podcast graphic to fit the space - and be aware the tile itself will sometimes be overlaid on the 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	Please give us a 5-8 word log line for the show or episode. We may use this in the front page graphic:  <a href="#">Example</a> Comedian James <del>Nokise</del> 's finger-licking chat about headspace and happiness.	<b>Art Specs</b> - 16:9 aspect ratio - minimum 1280×720 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. <a href="#">Example</a> <a href="#">Template with safe zones</a>
Twitter		<b>Graphics Specs</b> Image: 1300x740 or 1024x583 Videos: can be 1x1 or 16x9 aspect ratio <b>Copy</b> Although Twitter allows 280 characters now, tweets should be around 140 or so characters. We also don't mind emojis. 😊



How we supply



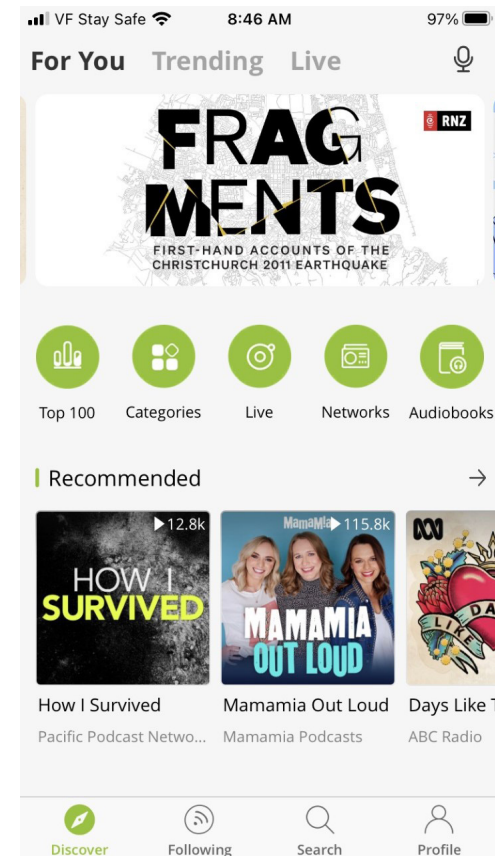
How it appears in the app



## PODBEAN

Not always required.

Podbean has a banner area of  
1080 × 461px to be supplied as png.  
No image safe area requirements etc.  
RNZ logo should be used.



Screen shot from Podbean App



## HOMEPAGE BANNERS FOR RNZ.CO.NZ

Not always required.

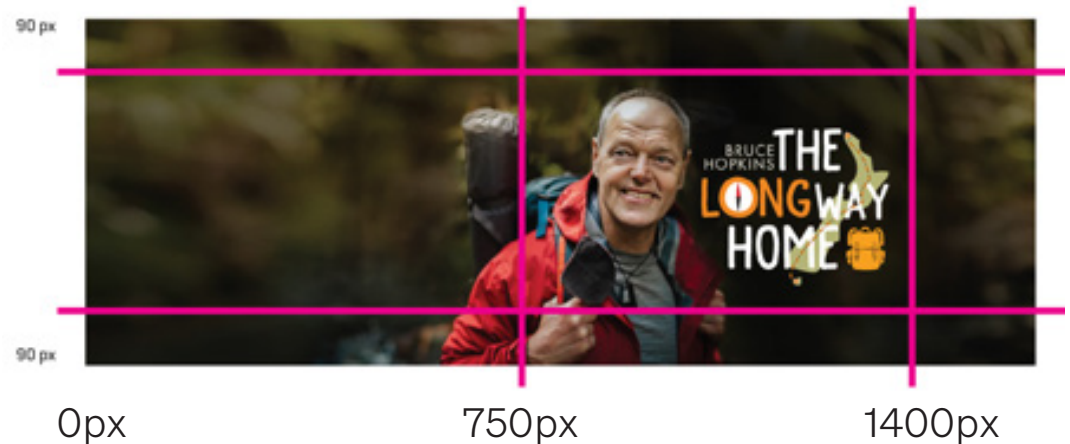
Size: 1600 × 594px

This full width banner appears part way down the RNZ.co.nz home page.

Edges of all banners will be cropped automatically on smaller screens, so it's important to avoid including critical visual information here. Suggested guides shown.

The left 50% of the area needs to allow for html text overlay - this may be up to 100 words of title and description of RNZ system-generated font.

The stacked mobile image is shown as it currently appears note the image sits off centre to the right.



DESKTOP - showing different crops / text placement

