

Podcast Logo Creative Brief

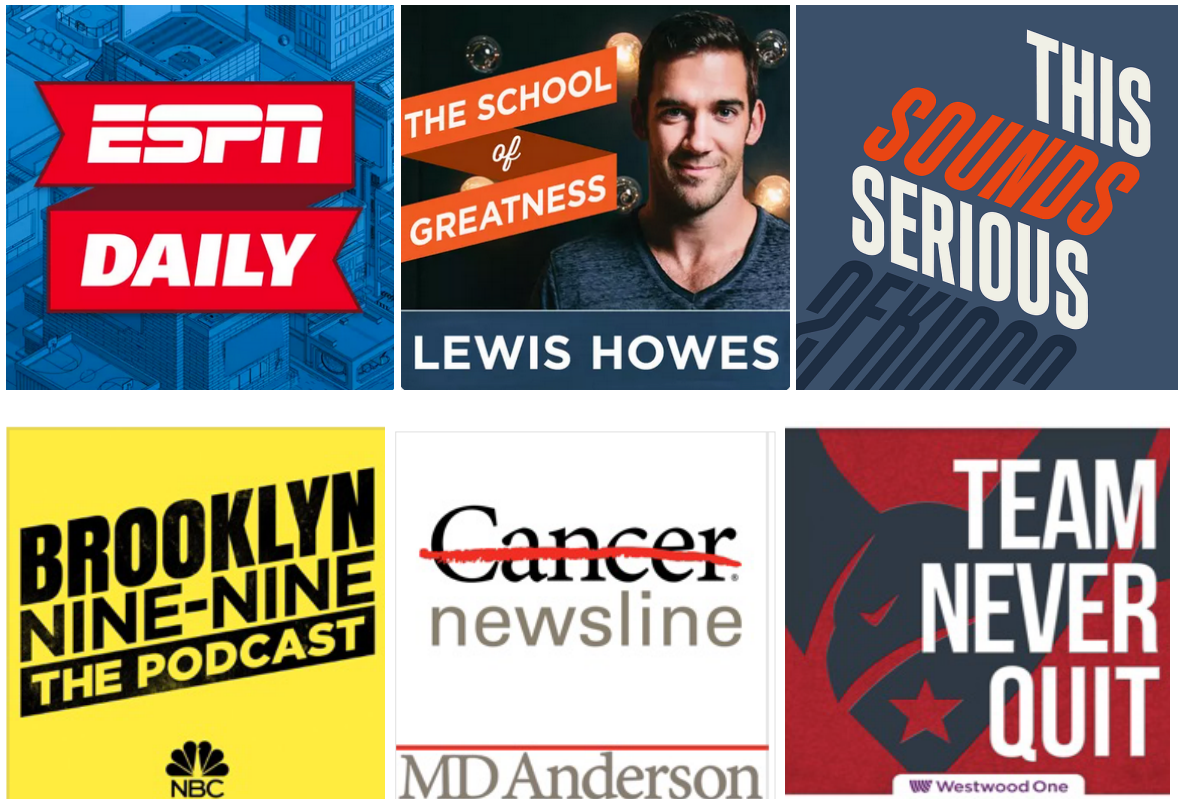
DESIGN APPROACH

We need a square podcast logo 3000 px by 3000 px to post on podcast portals like iTunes and Google Play, Stitcher and Spotify. The podcast logo will appear and must work small like a thumbnail (276 x 276) or large on a smart phone or tablet screen. We also will use the podcast logo as an avatar for social media.

The logo needs to stand out amid the clutter of sports and health podcasts. It should be bold and clear and have action or movement. We are enclosing samples of podcast logos we like.

YOU CAN BE CREATIVE – you can use an icon, or a background (as in the ESPN example below). You can put the type in a banner, or on an angle. The type can be so “unstoppable” it could feel like it’s overflowing the boundaries of the logo.

Please give us variations.



DESIGN ELEMENTS

- The logo must have the following copy: **We Are UNSTOPPABLE**
- The hierarchy of type should have the word UNSTOPPABLE as the boldest, biggest type in the logo with “We Are” significantly smaller. Please see the For Position Only examples on the following page.
- Your logo must include the University of Colorado Anschutz Medical Center. Most likely this work best at the bottom of the art, as was done for the samples above in BROOKLYN NINE-NINE, Cancer Newsline and Team Never Quit. We are supplying you with a stacked white type and black type version as well as a 1-line white type and black type version. Use what works best for your design. You cannot alter this CU logo, other than its size.
- Colors in your logo should work with and offset the supplied CU Anschutz logo.

Please use the images below as For Position Only examples of what we mean for the type hierarchy and relative positioning of the CU logo. This example does not mean we favor a black background or white type – it’s just for size relativity.



DELIVERABLES

- Multiple versions are acceptable so we can determine the best approach.
- Final art must include:
 - Source Photoshop (PSD) unlocked layered file; AI file; or InDesign file.
 - Package of fonts used in your logo.
 - 3000 x 3000 PNG
 - 3000 x 3000 JPEG