GRANARY DIGITAL

Name, artwork and trailer checklist for a new podcast

Settle the three things that are hardest to change, before episode one.

Name, cover and trailer are cheap to fix now and expensive to fix once listeners, platforms and links point at the old version.

Name

- [ ] **Said the name aloud to someone who has not heard it, and they could spell it after one hearing**
- [ ] **Searched the podcast directories and the main platforms for the name**
- [ ] **Checked the UK trademark register**
  General checking only, not legal advice. Take advice if the name matters to a business.
- [ ] **The name says what the show is about, or the subtitle or description does**
- [ ] **Social handles and the domain you want are free**

Artwork

- [ ] **Square, 3000 by 3000 pixels**
  Apple's specification. The largest size is preferred. Through an RSS feed it accepts 1400 by 1400 pixels and above.
- [ ] **Saved as a PNG or JPG with no transparency**
  Flatten the file onto a solid background before you export it.
- [ ] **Show title large and legible at small sizes, with limited extra text and logos**
- [ ] **Text and important details inside the safe area**
  So the app's own interface does not crop or cover them.
- [ ] **No Apple logos or Apple hardware in the artwork**
  Artwork showing a visual representation of Apple may be rejected.
- [ ] **Checked at thumbnail size on a phone**
  If the title is unreadable there, the cover is not finished.

Trailer

- [ ] **The promise is in your own words, in the first ten seconds**
- [ ] **One voice from the host or a guest, so the listener hears how the show sounds**
- [ ] **Says when new episodes arrive**
- [ ] **The show name in the first few seconds and again at the end**
- [ ] **Recorded once the first episode is finished**

Sources

Apple Podcasts Connect, Show Cover specifications: podcasters.apple.com/support/5514-show-cover-template. Checked 5 November 2026.
Apple Podcasts Connect, Content requirements and artwork: podcasters.apple.com/support/artwork-requirements.

Watermarked preview. Get the clean file free at www.granary.digital/guides.html