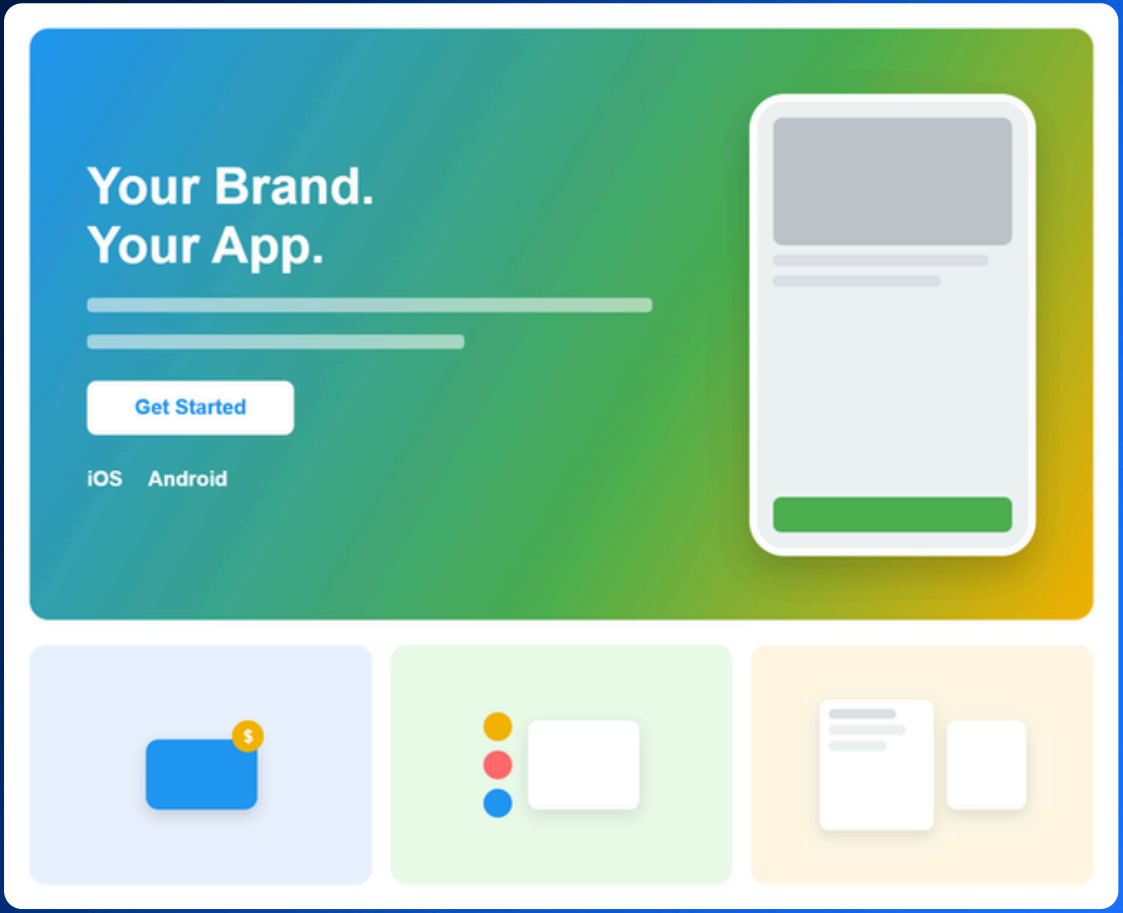
REFERENCE GUIDE

Branded Mobile App

Your Complete Guide From Signup To Going Live



A complete companion for developer account setup, form completion, branding assets, and app store submission.

Getting Started

What It Is

The branded mobile app is a white-label mobile app built on your software's infrastructure that carries your business name, logo, and branding. Students download it from the Apple App Store or Google Play Store as if it were your own app.

How It Works For Your Business

- Search for Branded Mobile App to find it in your software.
- The app gives students access to your communities, courses, and your entire portal, on both iPhone and Android. Set up your portal first if you have not already.
- The process is four steps: sign up and pay, fill out the form, wait for approval, and go live.
- Apple and Google each conduct their own independent review after your form is submitted. Allow two to three weeks from the date all data is submitted.
- Your Apple and Google developer accounts must be approved before you pay or submit the form. Skipping this can delay production by up to 60 days.

Get your Apple approved and your Google approved first, then you're ready to move fast.

Getting Started – Tips & Guidelines

Tips

- Set up your portal and explore it before purchasing the branded app, so you know what your students will experience.
- Both developer accounts must be enrolled as an organization, not as an individual. This is covered in the next section.
- The two-to-three week timeline begins after all form data is submitted and verified, so prepare in advance to avoid delays.
- Watch the full setup process before opening the form, and have all your images, credentials, and copy prepared ahead of time.

DO

- Set up and explore your portal before buying the app
- Get Apple and Google developer accounts approved first
- Prepare all images, credentials, and copy in advance
- Expect a two-to-three week Apple and Google review window

DON'T

- Pay before your developer accounts are approved
- Enroll either account as an individual
- Assume the review timeline can be rushed
- Open the form without your assets ready

Developer Accounts & Verification

What It Is

This step only needs to be done once, but it has to be done correctly. You need a DUNS number, an Apple Developer account, and a Google Play Console account, all enrolled as an organization, not as an individual.

How It Works For Your Business

- Get your DUNS number from Dun and Bradstreet using your zip code and business name, or let Apple enroll you in DUNS during its own setup.
- Create a separate business Apple ID before starting Apple Developer enrollment. Always select Enroll as an Organization.
- Make sure your business website is live before you begin Apple enrollment. Apple will check it.
- In Google Play Console, sign in with a business Google account and select organization, not personal.
- Create a brand-new business payments profile in Google. Never use an existing personal payments profile: doing so registers you as an individual, with no refund and no conversion, meaning you would pay the $25 fee twice.
- You are ready once you have confirmation emails from both Apple and Google, and your DUNS number matches your business name exactly in both accounts.

The key thing to remember is setting up everything as an organization, and getting that DUNS number so all your information matches.

Developer Accounts – Tips & Guidelines

Tips

- Always enroll as an organization in both Apple and Google. This is not optional for the branded app to work.
- If doing both in one session, do Apple first. Its enrollment is typically faster and smoother.
- Make sure your DUNS number matches your business name exactly as it appears in both accounts. Mismatches slow approval.
- Save your Apple and Google confirmation emails. You will confirm both when filling out the form.

DO

- Create a dedicated business Apple ID before enrolling
- Select organization enrollment in both Apple and Google
- Create a brand-new business payments profile in Google
- Confirm your DUNS number matches everywhere exactly

DON'T

- Use a personal Apple ID for your developer account
- Select an existing personal Google payments profile
- Enroll as an individual anywhere in this process
- Submit your form before both accounts are confirmed

Complete Your Build & Submit

What It Is

The form is comprehensive, but preparation makes it fast. You'll enter business and account details, developer credentials, branding assets, and app store information before submitting for review.

How It Works For Your Business

- Section 1 covers your basic details, account name, business address, DUNS number, support URL, developer credentials, and legal pages (terms and conditions, privacy policy).
- Section 2 covers branding and graphics: your primary hex color, plus four graphics: an App Icon (PNG), Splash Screen (PNG), Place Store Graphic (PNG), and App Carousel of 4 images (SVG only, 392 x 440 pixels).
- Export carousel SVGs from Canva using Share, then Download, then SVG. It's the only SVG requirement; everything else is PNG.
- Section 3 covers app store keywords: choose terms specific to your content and audience, since generic keywords increase competition.
- Critical rule: never use the words 'free' or 'paid' anywhere in your app name, description, keywords, or carousel text. 'Paid' implies a download charge that doesn't exist; 'free' triggers a keyword violation flag.
- Section 4 is a final verification checkbox confirming both developer accounts are approved. Only check it once both are genuinely confirmed, or production can be delayed up to 60 days.

Have everything ready before you click submit. When your assets are prepared, the form moves fast.

Build & Submit – Tips & Guidelines

Tips

- Prepare all graphics before opening the form: app icon, splash screen, place store graphic, and four carousel SVG files.
- After submitting, your status starts grey (processing), turns blue (submitted to Apple and Google, allow two to three weeks), then live links appear once approved.
- Have your terms and conditions and privacy policy pages published and live on your website before you fill out the form.
- Once live, return to the Branded Mobile App section to grab your App Store and Google Play links to share with students.

DO

- Prepare all four graphics before starting the form
- Export carousel images as SVG at 392 x 440 pixels
- Choose keywords specific to your content and audience
- Check status regularly: grey, then blue, then live

DON'T

- Use the words 'free' or 'paid' anywhere in your listing
- Submit graphics in the wrong file format
- Check the verification box before both accounts are approved
- Reference internal course pricing on the public store listing

Key Terms Glossary

Branded Mobile App

A white-label app on your software's infrastructure carrying your business name, logo, and branding.

White Label

A product built by one company but rebranded and distributed by another under your name.

DUNS Number

A nine-digit Dun and Bradstreet identifier that verifies your business exists.

Apple Developer Program

Apple's paid program for publishing apps to the App Store. Enroll as an organization.

Google Play Console

Google's developer dashboard for Android apps. Requires a one-time $25 fee.

Business Payments Profile

A Google payments profile tied to your business, never a personal account.

Organization Enrollment

The required account type for both Apple and Google so your software can manage the app.

App Icon

The image representing your app on a student's home screen and in search results.

Splash Screen

The branded loading screen shown while your app opens.

App Carousel

Four promotional listing images, SVG format, sized 392 x 440.

SVG

A scalable vector file format required for carousel images only.

App Store Keywords

Terms describing your app that help students find it in search.

Primary Hex Color

Your brand's main color code, controlling color elements inside the app.

App Status - Wait List

The grey status shown while your submission is being processed.

Approval / Review Period

The two-to-three week independent review Apple and Google each conduct.

Support URL

A page on your website, such as yourwebsite.com/support, for student help requests.

Your Path To Launch & Getting Help

1

Get Oriented

Search for Branded Mobile App and set up your portal first.

2

Get Approved

Get your DUNS number, and enroll Apple and Google developer accounts as an organization.

3

Build & Submit

Complete the form with your business details, branding assets, and app store information.

4

Go Live

Wait two to three weeks for Apple and Google review, then grab your live App Store and Google Play links.

Preparation makes this fast. Get your accounts approved first, and everything else moves quickly.

Getting Help

- Keep this guide close as you work through developer account setup and the branded app form.
- Check your app status inside the Branded Mobile App section to track progress from wait list to live.
- Reach out to your support team if you have a question this guide does not answer.