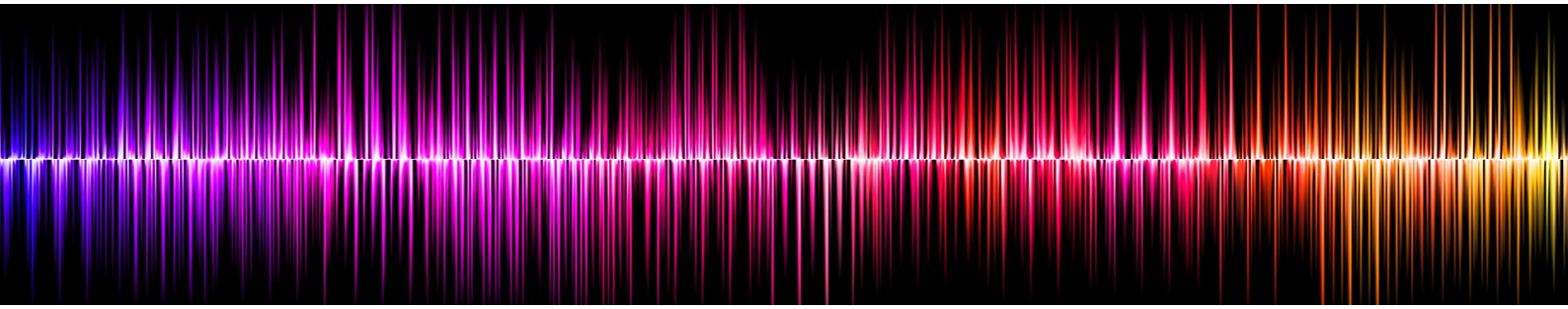
cyrius MediaWorks
Strategic Sound & Vision

Audio Branding
Starter Guide



Audio branding is more than a jingle. It's how your brand "sounds" across podcasts, videos, events, and digital channels. Establishing consistent audio identity strengthens recognition and emotional connection.

Key Audio Branding Elements

- **Brand voice.** Tone, style, and personality for narration or voiceover.
- **Signature sounds.** Music, stings, or motifs that reflect brand identity.
- **Consistency.** Maintain the same audio style across channels.
- **Guidelines.** Provide instructions for internal teams and external partners.
- **Flexibility.** Allow variations for different content types without losing identity.

"Audio is invisible but powerful. Consistent sound builds trust and recognition."

Practical Checklist

- ☐ Brand voice defined & documented
- ☐ Signature sounds created
- ☐ Audio guidelines produced
- ☐ Templates for episodes/videos ready
- ☐ Stakeholders briefed

Common Pitfalls

- Using generic music or effects
- Inconsistent volume or style across platforms
- No documentation for future teams
- Copying competitors' audio cues

Cyrius Media*Works* helps brands define and implement audio identity, ensuring every touchpoint reinforces your story and strengthens audience engagement.

Talk to us about a project –
Call Stefan 0408 868 292

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We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.

Visit our website for more information:

cyriusmediaworks.com

Cyrius MediaWorks is a professional recording and production studio, delivering high-quality audio for music, media, and business. Part of Cyrius Media Group, we're based in Ryde and proudly serve all of Sydney.

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