Symplicity Corporation | 3003 Washington Blvd., Suite 900, Arlington, VA 22201 | 703.351.0200

Symplicity Branded Mobile App – A Seamless Brand Experience

# What is the Branded Mobile App?

Adding to Symplicity’s industry-leading branding offerings for career centers, clients can now add a custom icon to the mobile app to match the branding of their CSM system/institution. Students have the option to use the custom icon, provided by the school, for the app icon that shows on their phone.

# Why should I brand the Symplicity app with a custom icon?

A study with York University found that custom mobile apps achieve 50x-100x more downloads on average than generic third party branded mobile applications. By customizing the Symplicity app with your own brand, you are contributing to your brand’s identity and staying top-of-mind in your students’ career development process, which leads to increased student satisfaction, retention, and engagement.

# Who is eligible for Branded Mobile App?

This feature is only available to clients who have adopted the new mobile app, Symplicity Jobs and Careers.

# How can I implement the Branded Mobile App feature?

Interested clients should fill out a request form on the [Branded Mobile App page](http://pages.symplicity.com/branded-mobile-app). The Symplicity Support team will review your request and create an app icon based on your school’s branding. Once completed, we will send you the proposed icon for your review and approval.

# When can I expect to see the new Branded Mobile App?

The Symplicity Support team will review requests and release icons throughout the academic year.  It is a long and involved process to get new logos released into the app stores. You should see a sample logo within eight weeks of filling out the request, and the logo will be available in the app 12-14 weeks after we receive approval.

# Our school also has other mobile applications that feature the university’s logo and branding. How will

**students know which app to download?**

If a student wishes to download the app, he or she would search and download it as Symplicity Jobs and Careers. Once the student has selected his or her institution, he or she will be prompted to replace the standard app icon with that of his or her school/career center.

# Will the Symplicity app name also change once I add my school/career center branding?

No, the app will still be called Symplicity Jobs and Careers. Apple does not allow the app name to be changed programmatically.

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# I’m currently using the Careers by Symplicity app, but I’m interested in the Branded Mobile App feature. Should I consider migrating to the new Symplicity app?

Yes! The old “Careers by Symplicity” app will be going away soon. Now is the time to begin marketing the new app. We have created a multitude of marketing materials for your use that you can download here:  <https://www.symplicity.com/student-marketing-kit>