



The White Label Thrive App

What is the White Label App?

The White Label App gives you your own branded version of the Thrive mobile app, published under your organisation's identity in the Apple App Store and Google Play Store, rather than the standard Thrive-branded app.

It gives your learners a bespoke mobile experience - accessed via their own branded download link and log-in screen - to view and complete learning content, engage with mentoring, and access their goals and skills on the go.

Where your organisation operates multiple branded domains under a single tenant, the app also accommodates this, prompting users to select their domain before loading the correct branding, theme, and authentication method.

You control the customer-facing branding - including app name, icon, description, store graphics, and in-app theming - while Thrive manages the app end-to-end, from store publishing and compliance through to release management and performance monitoring.

The tables below set out the key variables in customisation and operational management.

App Store

Variable	Details	Provided by
App name in stores	The app can be branded with a custom name (max 30 characters for App Store and 50 for Google Play)	Customer
App name on device	This is the name of the App on a user's device.	Customer
App icon	The app can be branded with a custom icon (1024×1024 px in PNG format for App Store and 512×512 px in PNG format for Google Play).	Customer
App description	The app can have a customised description tailored for both the App Store and Google Play Store. Both stores allow up to 4,000 characters for the app	Customer

	description. The Google Play Store includes a short description with a 80-character limit.	
App store graphics	The app can have custom branded Preview Graphics for both stores . Android Phone screenshots - 2–8 phone screenshots can be uploaded. Screenshots must be PNG or JPEG, up to 8 MB each, 16:9 or 9:16 aspect ratio, with each side between 320 px and 3,840 px Feature Graphic - Your feature graphic must be a PNG or JPEG, up to 15 MB and 1,024 px by 500 px. iOS A minimum of 3 and a maximum of 10 screenshots. sizes can be (1242 × 2688px, 2688 × 1242px, 1284 × 2778px or 2778 × 1284px)	Customer or Thrive
App reviews	Thrive will monitor and respond to app reviews where appropriate.	Thrive
Version history	Thrive will be responsible for the Version History (information about what has changed between different versions of the app).	Thrive
App developer	The developer account will be listed as Thrive Learning Limited (this cannot be changed).	Thrive
Publishing - Apple Store	Because of Apple's stricter guidelines on which apps can be made publicly available, the app will be distributed using the "Unlisted Distribution" method. This method is for apps designed for specific organisations or targeted, niche audiences rather than the general public. With	Thrive

	Unlisted Distribution, the app will not appear in App Store search results or categories, and it can only be accessed and downloaded through a direct link. Once the app has been published via the Unlisted Distribution method, it cannot be changed to Public Distribution in the future.	
Publishing - Google Play Store	The app will be publicly available and searchable on the Google Play Store.	Thrive
Authorisation Letter	To develop and publish an app under your organisation's branding (including name, logos, and other assets), we require an authorisation letter granting us permission to use this content. This letter is submitted to both the Apple App Store and Google Play Store as part of the app review process.	Customer

App Branded Elements

Variable	Details
App login screen logo	The login screen will display the logo set under "Theme" in the web application.
App login screen text	The login screen will display the login page welcome text set under "Custom messages" in the web application.
App splash screen	The custom icon will be displayed on the splash screen.
App branding	The app will use the custom theming and branding of your site.

Operational Management

Variable	Details
App release management	Thrive will be responsible for preparing new app versions, handling build signing and versioning, and submitting updates to the App Store and Google Play Store. When there is a new version/release of the standard Thrive App, any white-label apps will be updated approximately 2 days later.
Store compliance	Thrive will be responsible for ensuring compliance with the App Store and Google Play guidelines and policy changes.
Performance monitoring	Thrive will be responsible for monitoring and maintaining app performance, including tracking health metrics, identifying critical issues, and coordinating fixes or re-releases as needed.

What timelines are involved?

Once we've received all required information and assets from you, your White Label App typically takes 4–6 weeks to build, configure, and prepare for submission.

From there, the app is submitted to the Apple App Store and Google Play Store for review. Approval timelines at this stage are determined by each store's own review process and can vary, so while we manage the submission and respond promptly to any store queries, the exact go-live date will depend on their turnaround.

We'll keep you updated throughout the process, from build through to submission and store approval.