



Mac App Store

Marketing and Identity Guidelines for Developers



Available on the Mac App Store badge

The Mac App Store badge must be used to promote your affiliation with the Mac App Store. On web pages the badge must provide a link to your application on the Mac App Store.



Badge artwork placed on backgrounds

The Available on the Mac App Store badge always appears in black and white as shown here. The white rule surrounding the badge is part of the badge artwork and must be included when the badge is placed on any background color in printed or online communications; see “Background colors” on page 2.

Overview

Mac Developer Program members must follow these guidelines when promoting an affiliation with the Mac App Store on websites, advertising, and other marketing communications.

Requirements for using the badge and Apple product images

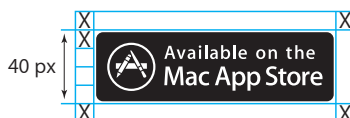
The Available on the Mac App Store badge and the Apple product images shown in these guidelines are for use only by Mac Developer Program members who have agreed to the Mac App Marketing Artwork License Agreement. The license agreement is available to download from the Marketing Resources page of the App Store Resource Center at <http://developer.apple.com/appstore/mac/resources/marketing>. Apple reserves the right to withdraw permission to use the Mac App Store badge or Apple product images anytime their use is inconsistent with these guidelines or is otherwise deemed inappropriate by Apple.

Available on the Mac App Store Badge

The Available on the Mac App Store badge has unique letterforms and proportions. Only the badge shown here is approved by Apple. Always use the badge artwork provided by Apple in accordance with these guidelines. Do not alter the artwork in any way. Never use graphics or images from Apple’s website or the Mac App Store.

The badge can be used only on communications promoting an application offered on the Mac App Store. Do not use it on your general company communications. When placed on web pages, the badge is used to direct audiences to download your application on the Mac App Store.

Minimum Clear Space and Minimum Size

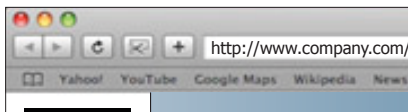


The minimum clear space is equal to one-quarter the height of the badge. Do not place photos, typography, or other graphic elements inside the minimum clear space. The minimum size is 10 mm for use in printed materials and 40 pixels for use onscreen. Use the badge at a larger size whenever possible, selecting a size that is clearly legible.



Printed communications

On printed materials that promote your application, such as the poster shown here, one badge should be placed in a position on the layout that is subordinate to the main message. Do not place the badge near your company identity and make sure it is secondary to the name of your application.



URL address naming

Apple trademark names can be included in your URL address only when the trademark follows your company and/or product name. Apple trademarks can be used only in URLs for web pages that feature applications developed specifically for the Apple product named. Never start a URL with an Apple trademark.

Acceptable:

www.company.com/application/mac
or
www.company.com/mac

Not acceptable:

www.macapplication.com

For more information about Apple trademarks, see "Trademark Symbols and Credit Lines" on page 9.

Size and placement

The Mac App Store badge should be clearly subordinate to the main message. It must be smaller than your company, product, or website identity and placed in a secondary position on the layout. The badge can be displayed along with other platform marks in the same size and position as the other marks.

Background colors

The Mac App Store badge can be placed on a black or white background, on a solid color background, or on a background image, as long as legibility is not diminished. Do not place the badge on a visually cluttered or patterned background. If the badge is placed on a photograph or other image, it must be positioned in an area that is uncluttered and provides strong contrast and clear legibility.

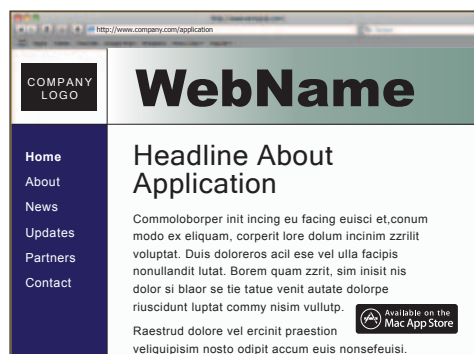
Artwork

The Mac App Store badge is provided as an Adobe Photoshop (.psd) file for use on web pages and online communications. Follow the instructions in the file for placing your background on the layer behind the badge and exporting the artwork for web use. A line art version of the badge (.eps) is provided for use on printed materials. Never alter the badge artwork provided by Apple.

Linking to the Mac App Store

You must provide a link to your application on the Mac App Store wherever the Mac App Store badge is used. To obtain the URL for your application, go to your product page on the Mac App Store. Right-click or Control-click your application listing and choose Copy URL. Embed the URL in the Mac App Store badge or your marketing copy. If customers do not have the Mac App Store, the link takes them to a preview page for your application in Safari that explains how to install or update Mac OS X and get to the Mac App Store.

Online Communications



Web page

One Mac App Store badge is placed on the home page promoting an application. The badge is in a secondary position on the layout, following the company and application name and headline. The badge links directly to the application on the Mac App Store.



Banner ad

The badge is secondary to the application name and promotional message. The entire banner links to the application on the Mac App Store.

Avoid Badge Mistakes

Always use the complete electronic artwork provided by Apple. Do not change the font or alter the spacing between elements of the Mac App Store badge. Never separate the logotype from the Mac App Store icon. For the Internet and broadcast video, do not rotate, animate, or render the badge in three dimensions.

Do not use the Mac App Store icon alone. Do not use graphics from the Mac interface. Never use the Apple logo to represent the Mac App Store.

Do not use images or copy from Apple's website, ads, or other marketing communications. Do not imitate the layout of Apple's website or other communications. Use only the Apple-approved image that is provided for your use in accordance with the Mac App Marketing Artwork License Agreement.

Avoid Mistakes



Do not rotate the Mac App Store badge.



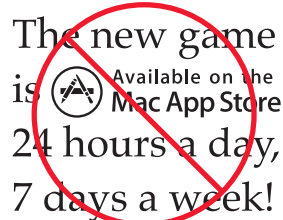
Never use the Apple logo to represent the Mac App Store.



Never remove or rearrange elements of the Mac App Store badge.



Never use the Mac App Store icon alone.



Do not place any portion of the Mac App Store badge in text.



Do not change the color of the Mac App Store badge.



Full-screen display option

You can display your application full screen on an Apple product image only if your application displays full screen on that product.



Desktop display option

You can display your application's screen on the Apple product's desktop.



Avoid mistakes

Do not include a promotional message on your application screen. Display only authentic screenshots from your application.

Apple Product Images

Apple provides select photos of Mac computers to developers for use in marketing communications promoting their applications; see examples on page 5. These assets can be downloaded at <http://developer.apple.com/appstore/mac/resources/marketing>. All marketing communications must follow the requirements described in “Apple Requirements” on page 8.

Use only the Apple-provided images included in the Mac App Marketing Artwork License Agreement. Do not substitute your own photos. Do not display an illustration or rendering of a Mac computer in promotional communications. Illustrations should be limited to instructional material.

Developers cannot display Apple product images with those of other development platforms. Do not place an Apple product image alongside images of computers from other companies.

Displaying your Mac application screen

You can display your application screen using one of the two options shown to the left. The full-screen option can be used only if your application displays full screen on the selected Apple product.

Apple product images on backgrounds

The Apple-provided product image can be displayed only on a white background. Never place the image on a black background or on any color or pattern.

Apple product image size

Do not display Apple products on very large marketing materials, such as large-scale outdoor promotions. The resolution of the product image files is not sufficient for use at very large sizes. Apple product images must be used at a size that displays clearly at the resolution provided.

Multiple Apple products

Multiple Apple product images can be displayed, with different screens or the same screen on each product. If you are an iOS developer and qualify to use iPod, iPhone, or iPad images from Apple, you can display images of those Apple mobile devices along with a Mac product image. Do not overlap product images; place them side by side. Make sure multiple Apple products that are displayed together are shown in the correct relative sizes.

Avoid Product Image Mistakes

Do not tilt, flip, animate, or rotate an image. Do not alter the product image in any way except to include your application screen. Do not place promotional copy in the screen area. Display only your application screen. Never place violators, icons, type, or graphics over the Apple product image. Never use product images from Apple's website; use only the product images provided by Apple. Do not place the image of an Apple product next to images of computers or devices from other companies.

Apple Product Image Files

The images of Mac computers shown below can be used by developers only to display their Mac application screens. Do not use the images for any other purpose.



iMac

The 27-inch iMac image is provided in both full-screen and desktop display options.



MacBook Pro

The 15-inch MacBook Pro image is provided in both full-screen and desktop display options.



MacBook Air

The 13-inch MacBook Air image is provided in both full-screen and desktop display options.

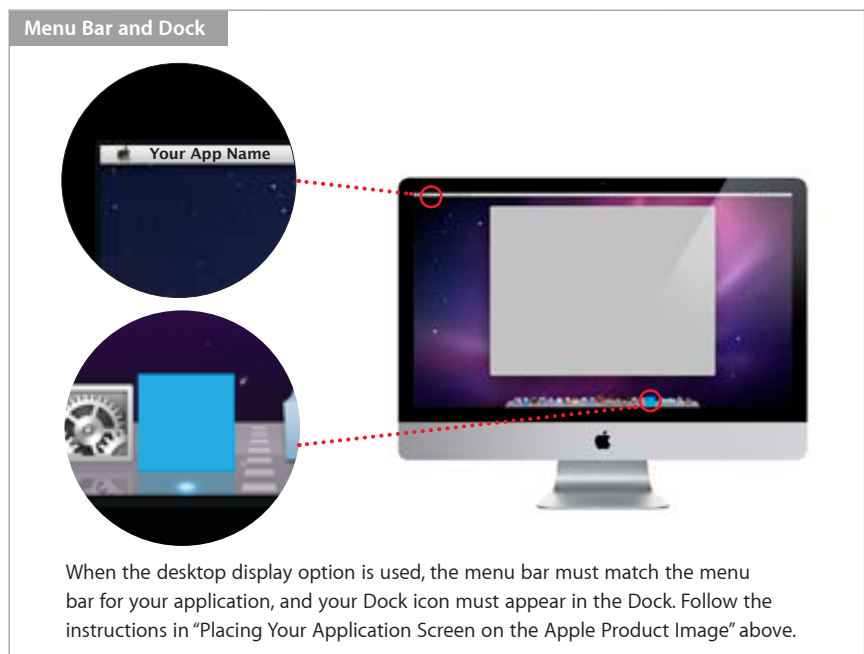
Placing Your Application Screen on the Apple Product Image

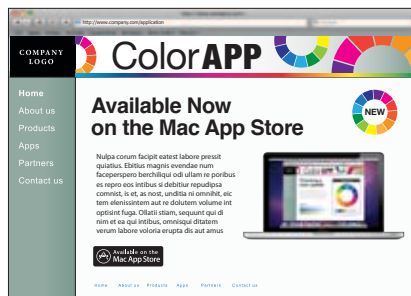
Each Apple product image file is provided in .psd format, so that you can display your application in the gray neutral screen area provided. Only imagery that appears naturally onscreen when your application is open can appear on the Apple product screen. **Never display promotional copy on the Apple product screen. Never add images or Dock icons that you do not own.**

Select the Apple product image in either the full-screen or desktop display option. Open the file in Adobe Photoshop. Double-click the icon in the “Open to Replace Screen” layer (a Smart Object layer). A dialog directs you to edit the contents of the layer. Click OK. A new working window opens. Place the artwork for your application screen in the “Blank” window. Save it and close the window. The gray neutral screen image updates automatically with your artwork.

For the desktop display option, you will see several nested Smart Object layers under the “Open to Replace Screen” layer. Follow the instructions above to place your app screen image in the “Open to Update App Screen” layer. Then you’ll need to complete two additional steps: customizing the menu bar titles to match your application’s menu bar and adding your Dock icon. The “Titles” type layer provides an editable title bar. Using the Type tool, select the existing menu titles and replace or add titles (File, Edit, View, and so on) as they appear in your application. For each title, use an initial uppercase letter followed by lowercase letters. Do not change the font. Proofread your titles carefully for errors before publishing the image. Next, place your Dock icon in the “Open to Update Dock Icon” layer (a Smart Object layer). Open the layer. A dialog directs you to edit its contents. Click OK. A new working window opens. Place the artwork for your application’s Dock icon in the square image area and size it to fit the window. Turn off the blue background. Save and close the window. The Dock updates automatically to include your Dock icon.

The RGB file can be exported or saved for the web. It can be converted to CMYK color mode and saved in .psd or .tiff format for use in print layouts. If you are using the files for print, you must place a screen image in the file that is of sufficiently high resolution for printed materials (at least 2x screen resolution).





On this web page example, the headline correctly promotes the Mac App Store. The application screen is placed correctly on the Apple-provided MacBook Pro image. The Apple product is displayed on a white background. The Mac App Store badge is used correctly.

Promoting Your Application

When promoting your application in marketing communications, state that it is “for” Apple products. For example, say “*App name* for Mac.” Do not say “*Mac app name*” or “*Mac app*.” When including your company name, lead with the company name followed by the application name and end with the appropriate Apple product name(s). For example, it is correct to say “*Company name App name* for Mac.”

Using Apple product names

Apple product names can appear in copy along with the names of other computers or devices (see “Trademark Symbols and Credit Lines” on page 9). Although the names of other development platforms can be used in promotional copy, never display Apple product images along with the images of computers or devices from other companies.

Promoting the Mac App Store

Using the name *Mac App Store*

When using the name *Mac App Store* in headlines or copy, always typeset *Mac App Store* as three separate words with an uppercase *M*, *A*, and *S* followed by lowercase letters. Do not translate the name *Mac App Store* in headlines or body copy. Always set the name *Mac App Store* in English, even when it appears within text in a language other than English. Include only the article *the* before the name *Mac App Store*. Never include other descriptors; for example, do not say *Apple Mac App Store*. Do not specify a product model; for example, do not say *MacBook App Store*. It is correct to say that your application is *available on the Mac App Store*. It is also correct to say that your application can be *downloaded from the Mac App Store*.

Suggested messaging

You can use these suggested messages in your communications to describe the Mac App Store, or you can develop your own copy. Make sure that you use the name *Mac App Store* correctly as described above.

Short copy block:

The Mac App Store is the best way to discover and buy new apps for the Mac, right on the Mac.

Long copy block:

The Mac App Store is the best place to discover and buy new apps made just for the Mac, right on your Mac. You can browse apps by category—from games to business, education to entertainment, productivity to social networking—or do a quick search for something specific. When you find an app you like, click to buy it. Your new app will be automatically installed on your Mac and ready to go. And the Mac App Store will notify you when free updates are available, so you’ll always have the latest version of every app.

Describing compatibility

When you describe your application’s compatibility, use complete Apple product names as shown on the Apple website at www.apple.com. Pay careful attention to spelling, spacing, and capitalization. For example: *Mac* is always set with an uppercase *M* followed by lowercase letters; *MacBook* is one word with an uppercase *M* and *B*; and *iMac* always begins with a lowercase *i* followed by an uppercase *M* and ending with lowercase letters. *iMac* begins with a lowercase *i* even when it is the first word in a sentence.

Do not list Apple products that are not compatible with your application. Avoid using compatibility messages in headlines. Refer to Apple products only to describe their compatibility with your application. Apple does not allow third-party promotion of any kind for the Mac.

Avoid mistakes

Here are some common mistakes to avoid when you promote the Mac App Store:

- Do not copy or imitate any Apple advertising, marketing, or messaging for the Mac or the Mac App Store in your marketing communications.
- Do not incorporate the Mac App Store icon in headlines or body copy.
- Do not use headlines, copy, icons, or images from Apple's website at www.apple.com.
- Do not suggest ownership or customization of the Mac App Store. For example, do not use *Get your favorite games on the (company name) Mac App Store*. Instead use *Get your favorite (company name) games on the Mac App Store*.
- Do not use *at the Mac App Store*. Always use *on the Mac App Store* or *from the Mac App Store*.
- Do not use *downloadable*. Always use *download from the Mac App Store*.

Apple Requirements

Your application screen images, the Apple product images, or photographs thereof cannot be used in any manner that falsely suggests an association with Apple or is likely to reduce, diminish, or damage the goodwill, value, or reputation associated with the Mac App Store or Apple itself.

TV advertising approval

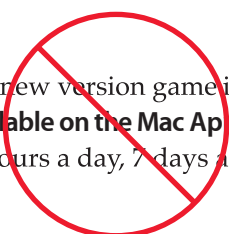
Apple approval is required for all TV advertising. Your ad should reflect your company's communication style. Never copy or imitate Apple advertising.

The following information must be provided for Apple's evaluation:

- Creative comps or storyboards
- Media plan details (including spend)

Submit all television creative materials to the following address:

appstoremarketing@apple.com. Please allow five business days for a response.



The new version game is
Available on the Mac App Store
24 hours a day, 7 days a week!

Never use a Myriad font for Mac App Store–related text. Mac App Store messaging should match the typographical style of the rest of your communication.

Typography

All headlines and body copy that refer to the Mac App Store should be typeset in a manner that is consistent with your company's identity. The font used for Mac App Store messaging should match the font used in the rest of your communication; do not use a different font when setting the name *Mac App Store*. Do not imitate Apple typography. Apple uses a proprietary version of the Myriad font. Under no circumstances are application developers permitted to use Apple's font in their communications. To avoid customer confusion, do not use other versions of Myriad, such as Adobe Myriad, in your communications.

Trademark Symbols and Credit Lines

Use the appropriate symbol ([™], SM, or ®) the first time an Apple trademark appears in text—for example:

Mac®
Mac® App StoreSM

Refer to the Apple Trademark List at www.apple.com/legal/trademark/appletmlist.html for the correct trademark symbol. Do not add a symbol to the Mac App Store badge artwork provided by Apple.

Use the appropriate credit lines on all communications, listing only the specific Apple trademarks used in your materials or copy—for example:

Apple, the Apple logo, and Mac are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

For more information about using Apple trademarks, visit Guidelines for Using Apple Trademarks and Copyrights at www.apple.com/legal/trademark/guidelinesfor3rdparties.html.

Downloading Artwork

Subject to your agreement with the terms of the Mac App Marketing Artwork License Agreement, you can download artwork including the Mac App Store badge and Apple product images for your marketing purposes. Visit the Marketing Resources page of the App Store Resource Center at <http://developer.apple.com/appstore/mac/resources/marketing>.