



# **Works with Apple iBeacon Guidelines**

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# Overview and Requirements

These guidelines explain the correct use of the Works with Apple iBeacon badge and provide instructions for using the badge and Apple product images on marketing communications. When promoting iBeacon, it is important to follow these guidelines consistently.

## **The Works with Apple iBeacon badge**

The Works with Apple iBeacon badge is designed to communicate that apps or hardware products are compatible with iBeacon technology.

## **Who can use the badge?**

The badge shown in these guidelines can be used only in association with approved iBeacon-compatible apps and Licensed Products.

## **Badge use**

Only the badge shown here is approved by Apple. Use badge artwork provided by Apple and do not modify the artwork in any way.

Apple reserves the right to withdraw permission to use the Works with Apple iBeacon badge at any time if its use is inconsistent with these guidelines or is otherwise deemed inappropriate by Apple.

The information in these guidelines is subject to change. Refer to the [Developer Resource Center](#) for updates.

## **Legal requirements**

All materials must properly attribute every Apple trademark with the appropriate symbol and credit lines. See “Legal Requirements” on page 14.

# Works with Apple iBeacon Badge

## Basics

### Works with Apple iBeacon badge

The color badge is the preferred version for use on packaging, marketing communications, and promotions.



**Works with Apple iBeacon badge—color**  
English, preferred version



**Works with Apple iBeacon badge—color**  
French, preferred version for use in  
Canadian communications wherever  
French is required

### Black-and-white badge

The black-and-white line art version is for use on printed materials with limited ink colors or on package designs or layouts with limited color use.



**Works with Apple iBeacon badge—black and white**  
English, alternate version



**Works with Apple iBeacon badge—black and white**  
French, alternate version

### Artwork

Artwork is provided in the following formats:

- Resolution-independent .svg scalable artwork for web and onscreen use
- .eps scalable artwork in CMYK and RGB color profiles for use in printed materials such as packaging

Use only the artwork provided by Apple. Do not alter the artwork in any way except to change its size to fit your layout. For French, use the localized badge artwork provided by Apple. Do not create your own localized version of the badge.

# Works with Apple iBeacon Badge

## Graphic Standards

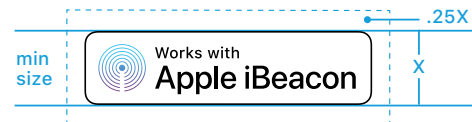
### Placement

The Works with Apple iBeacon badge cannot dominate a layout. The badge must be clearly subordinate to your company or product identity or main message. It must be smaller than that identity and placed below it.

On packaging layouts, the Works with Apple iBeacon badge can be placed near other technology marks and should be displayed in a size similar to other marks.

### Minimum size and clear space

The minimum height of a Works with Apple iBeacon badge is 10 mm for printed communications and 30 pixels for onscreen use. The minimum clear space around the badge is equal to one-quarter the height of the badge. Do not place graphics, type, photographs, or illustrations inside the clear space area.



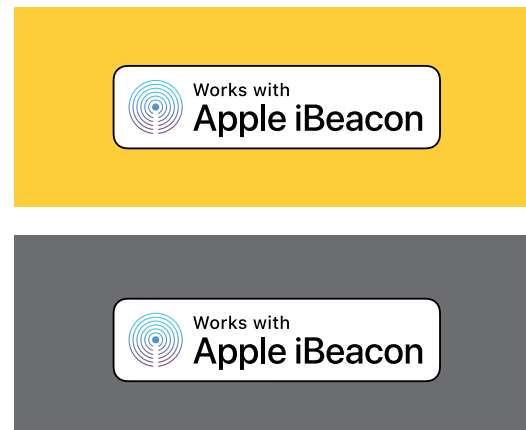
Print: 10 mm  
Digital: 30 px @1x (60 px @2x)

### Badge color

The area within the badge's outline rule must remain white, even on color, black, or photographic backgrounds, except when the line art badge is used on colored paper stock. Use the preferred color badge except on layouts with minimal color use or low-resolution materials.

### Background color

The badge can appear on black or other color backgrounds and on photographic backgrounds as long as it is clearly legible against the background.



### Black-and-white badge

Use the black-and-white Works with Apple iBeacon badge on layouts with minimal color or when the medium cannot render the color badge at high resolution.



### One- and two-color printing

The black-and-white Works with Apple iBeacon badge can be printed in color only when black ink is not available, as on some one- or two-color printed materials. When black is not available, the line art badge can be printed in the color of the layout as long as it provides sufficient contrast for clear legibility.

When printed on colored paper stock, the black-and-white badge can print in black only, allowing the stock color to show through the badge.

# Works with Apple iBeacon Badge

## Do's and Don'ts

### ✓ Do

- The Works with Apple iBeacon badge must be printed on the package of a Licensed Product that uses iBeacon technology. Place the badge in a visible area on the outside of the packaging.
- The badge can be used on advertising and promotions related to iBeacon-compatible Licensed Products and apps, and in communications at venues promoting the use of Licensed Products and apps.
- Use only one Works with Apple iBeacon badge on each Licensed Product-related promotion, such as advertising, web pages, email promotions, and product displays.
- Place the Works with Apple iBeacon badge in a subordinate position on the layout following your Licensed Product or company identity or main message. The badge should be smaller than your identity or main message.
- The Works with Apple iBeacon badge can be placed on the front of a package.
- The badge can be placed on the side or back of a package in close proximity to technical specifications and to other technology or compatibility marks.
- In manuals, the badge can accompany text that describes iBeacon technology and benefits. See “Promoting iBeacon” on page 9.
- Use only current badge artwork provided by Apple without modification.

### ✗ Don't

- Do not use a Works with Apple iBeacon badge if your media cannot reproduce the badge clearly and at high resolution.
- Do not use the badge on general company or product communications. It must be used only when promoting your Licensed Product's or app's compatibility with iBeacon technology.
- Do not make the badge the primary message or main graphic. It must be secondary to your main message and product or company identity.
- Do not use the Apple logo on its own or in conjunction with the Works with Apple iBeacon badge.
- Do not animate, rotate, or tilt the badge.
- Do not alter the badge artwork in any way.
- Do not use graphics or images from Apple's website.
- Do not translate or localize the type within the badge. Localized badge artwork is provided by Apple for some regions.
- Do not render the badge artwork to look 3D. Do not add effects such as reflections, shadows, or glows around the badge.
- Do not print or engrave a Works with Apple iBeacon badge on a Licensed Product. Do not use a sticker to affix it to a Licensed Product.
- Do not affix a sticker of the badge to your package or other communications. The badge must be integrated into the package design and printed on the package.
- Do not add a trademark symbol (™) or registered trademark symbol (®) to the badge.



Do not create a version of the badge using the Apple logo.



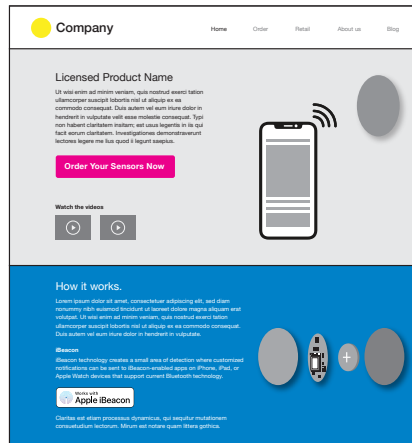
Do not reverse the badge by filling the white field with black or a color.



Do not alter the badge outline or the badge type. Do not change the color except as described in “One- and two-color printing” on page 5.

# Works with Apple iBeacon Badge

## Examples



### Web page

The Works with Apple iBeacon badge can be used on web pages to promote a Licensed Product or app.



### Venue

In venues where Licensed Products are deployed, the Works with Apple iBeacon badge can be placed on point-of-detection signs or other communications to promote the use of product-compatible apps and explain how localized notifications work.



### Product packaging

On Licensed Product packages, the badge can be placed on the front, side, or back panel. It should be clearly subordinate in both size and position to the company or product identity. It is preferred that only one Works with Apple iBeacon badge be placed on a package. If the badge is placed on the front of the package, it can also be placed on the back of the package if it is accompanied by a description of iBeacon technology. See "Promoting iBeacon" on page 9.



### Bulk carton

Do not use the badge on bulk shipping containers or packing boxes.

# Promoting iBeacon

## Using the Name *iBeacon*

### Requirements

You can use the name *iBeacon* in a referential phrase on your packaging or marketing communications to indicate that a Licensed Product uses iBeacon technology, provided that you comply with the following requirements:

- *iBeacon* is not part of your Licensed Product name, model number, or SKU.
- *iBeacon* is used in a referential phrase such as *with*, *made with*, *includes*, or *uses*.
- *iBeacon* is less prominent than your Licensed Product name, main message, or company identity.

*iBeacon* is a trademark of Apple and cannot be altered in any way.

### Using the name *iBeacon*

When using the name *iBeacon* in headlines or body copy, always typeset *iBeacon* with a lowercase *i* and an uppercase *B* followed by lowercase letters. The name *iBeacon* should start with a lowercase *i* even when it is the first word in a sentence, paragraph, or title.

Never use the Works with Apple iBeacon badge within headlines or body copy in place of the name *iBeacon*. Use the name *iBeacon* in text when it appears in headlines or body copy.

Always use *iBeacon* in singular form. Never say *iBeacons*.

Never call your product an *iBeacon*. Your product can be called a *beacon*, *sensor*, *marker*, *device*, or other generic term or proprietary name. Do not integrate *iBeacon* into your product name.

- ✓ <Company Name> devices with iBeacon technology
- ✓ <Name of App>, compatible with Apple iBeacon technology
- ✗ <Company Name> iBeacons
- ✗ iBeacon devices from <Company Name>

### Do not translate *iBeacon*

Do not translate *iBeacon* or any other Apple trademark.

Always typeset *iBeacon* in English, even when it appears within text in a language other than English. Do not translate or transliterate *iBeacon*, such as rendering the word in katakana in Japanese.

Do not translate *iBeacon* in spoken promotions such as sales presentations, radio advertising, or voiceover scripts. Always say *iBeacon* in English, even when a promotion is being spoken in a language other than English.



# Promoting iBeacon

## Editorial Guidelines

### How to promote iBeacon

You can use this suggested messaging to promote iBeacon, or you can develop your own copy.

Suggested text for promoting iBeacon technology:

#### Short version

iBeacon technology creates a small area of detection where customized notifications can be sent to iBeacon-enabled apps on iPhone, iPad, or Apple Watch devices that support current Bluetooth technology.

#### Long version

iBeacon sensors create a small, concentrated area of detection. Within the transmission zone, customized notifications can be sent to iBeacon-enabled apps on iPhone, iPad, or Apple Watch devices that support current Bluetooth technology. Customers can be alerted to everything from special offers and discounts to personalized messages and details about a display.

### Marketing your product or app

Use the word *with* when promoting iBeacon technology in your Licensed Product or promoting the use of a product-compatible app at venues. For example:

Product Name with iBeacon technology

Store Name App is compatible with iBeacon microlocation technology.

In descriptive or instructional material, say *uses*, *includes*, or *with*. Do not say *inside*.



<Product Name> uses iBeacon technology



<Product Name> with iBeacon technology inside

### Descriptors

A descriptor can follow the name *iBeacon*. Only these iBeacon descriptors are approved by Apple:

- iBeacon technology
- iBeacon licensed technology
- iBeacon microlocation technology

Do not use other descriptors.



<Product Name> with iBeacon detection beams

### Marketing a product-compatible app

If you are an Apple Developer Program member, you can communicate that your app is compatible with iBeacon technology on your app page on the App Store.

### Promoting the use of iBeacon technology at venues where Licensed Products are deployed

Retailers and other enterprises can alert customers that zones of detection are activated in a venue. The Works with Apple iBeacon badge can be included on point-of-detection promotions or general end-user promotions. References to product-compatible apps and descriptions of specialized notifications are the most effective ways to promote localized points of detection. A description of iBeacon technology can be included in “Learn More” or “How It Works” communications.

# Promoting iBeacon

## Do's and Don'ts

### Do

- Always use *iBeacon* in singular form. Never say *iBeacons*.
- Typeset all headlines and body copy in your promotions in a manner that is consistent with your company's identity. Match the font used in the rest of your communication when typesetting Apple technology names and trademarks.
- When using Apple trademarks in text, spell them exactly as shown on the [Apple Trademark List](#).
- Attribute Apple trademarks with the correct credit lines as described on page 14. For more information, refer to the [Guidelines for Using Apple Trademarks and Copyrights](#).

### Don't

- Do not translate *iBeacon* or any other Apple trademark.
- Do not copy or imitate Apple advertising, marketing, or messaging.
- Do not use headlines, copy, icons, or images from Apple's website.
- Do not imitate Apple typography. Your iBeacon messaging should match the typographical style of the rest of your communication.
- Do not list Apple product names that are not compatible with your product.
- Do not indicate any kind of sponsorship, partnership, or endorsement by Apple.

# App Promotions

## Basics

### App promotions

If you're promoting an iBeacon-compatible app, you can use the assets provided to Apple Developer Program members. The Download on the App Store badge is for use only in app promotions. Do not use the App Store badge to promote a Licensed Product.

### Apple Developer Program

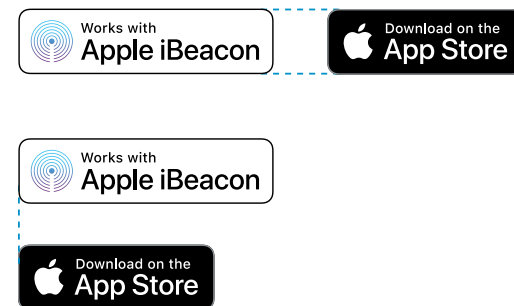
Apple Developer Program members must follow program requirements when promoting their apps. For more information, refer to the [App Store Marketing Guidelines](#).

### Marketing communications

In marketing communications, the App Store badge and the Works with Apple iBeacon badge can be placed in separate locations on the layout or beside each other as shown to the right. The badges should be the same height and follow minimum size and clear space requirements.

### Product packaging

Do not place the App Store badge on the front panel of Licensed Product packaging. Instead, place the badge on the side or back panel. The Download on the App Store badge can be used only if it appears near content promoting an app.



# Featuring Apple Products

## Basics

### Using Apple product names in copy

You can use Apple product names such as *iPhone*, *iPad*, or *Apple Watch* (or a combination of two or more names) in a referential phrase to describe iBeacon technology and explain to users how your Licensed Product works; see “Promoting iBeacon” on page 9.

Apple product names must appear exactly as shown on the [Apple Trademark List](#). For example, when using the name *iPhone* or *iPad*, always typeset *iPhone* and *iPad* with a lowercase *i* and an uppercase *P* followed by lowercase letters. When using the name *Apple Watch*, always typeset *Apple Watch* with an uppercase *A* and an uppercase *W*. The name *iPhone* or *iPad* should start with a lowercase *i* even when it is the first word in a sentence, paragraph, or title.

Your marketing efforts should focus on your Licensed Product features or venue messaging, not on the features of iPhone, iPad, Apple Watch, or other Apple products.

In instructional materials such as product manuals, you can refer generally to iOS, iPadOS, or macOS devices that support current Bluetooth technology rather than listing individual Apple products.

You must attribute trademarks and use the correct credit line for every Apple trademark used in your communication. See “Trademark symbols and credit lines” on page 14.

### Using Apple product images

Images of Apple products can be used to clarify how your product works, or to promote the use of product-compatible apps in a venue. App promotions can use the Apple product images provided to Apple Developer Program members, as described to the right.

Do not emphasize the Apple brand to enhance your packaging or communication. For example:

- An Apple product image should not dominate your layout.
- Do not show multiple Apple products unless it's necessary to clarify how your Licensed Product or Licensed Product-compatible app works.
- Do not emphasize or focus on the Apple logo on Apple products.

Do not imitate Apple packaging or marketing communications. Your packaging and promotions should reflect the style of your company and product brands.

Do not use the SF Pro font to name or describe Apple products in text. Use typography that conforms with the font style of your communications.

### Apple Developer Program

Apple provides approved photos of iPhone, iPad, and Apple Watch to Apple Developer Program members to display their app screens on Apple products when promoting their apps.

These Apple-provided images can be used to promote apps from Apple Developer Program members that are compatible with iBeacon technology. Apple product images can be used only in compliance with Apple Developer Program marketing requirements provided on the [App Store Resource Center](#).

Use only the most current Apple product images at a size and resolution that is clearly legible.

### Photography

If you produce a custom photo of an Apple product to clarify how your product or product-compatible app works, see “Featuring Apple Products” on page 13.

### Illustration

Line art illustrations of Apple products can be used only in product manuals and instructional materials for your Licensed Products. Illustrations should be produced in a simple and straightforward style, without embellishments or special illustration techniques.

# Featuring Apple Products

## Do's and Don'ts

### ✓ Do

- Feature only the most current Apple products.
- Show only current iOS devices in silver, graphite, black, white, or gray. iBeacon technology does not work on other platforms or operating systems.
- On the Apple product screen, show only an authentic app screen as it appears when the app is running.
- Multiple Apple products can be shown on the same layout only to clarify that the Licensed Product works with several Apple products. The message is most effective in copy, rather than overcrowding a layout with too many product images. Maintain the correct relative product sizes.
- Secure the display rights to any trademarks or copyrighted material that you use on the Apple product screen.
- Place promotional copy, violators, or bursts beside the Apple product, not on top of it.
- Show Apple products on a simple background.
- In video, use straightforward transitions such as a fade or dissolve. Do not use Multi-Touch gestures to perform scene transitions in a video so they act like an iOS or iPadOS device.
- Display and print Apple product images at a size and image resolution that is clearly legible in the medium used.
- Include Apple credit lines wherever legal information is provided.

### ✗ Don't

- Do not alter or distort an Apple product in any way. The product's color, shape, size, and form must be accurate.
- Do not crop or cut off any part of an Apple product. Show it in its entirety.
- Do not create buttons or interface icons with an Apple product.
- Do not show an Apple product at an extreme angle.
- Do not animate, flip, spin, or rotate an Apple product.
- Do not feature Apple product functions; focus on your Licensed Product's functionality and description of how it works.
- Do not show an Apple product along with a competing product from another manufacturer.
- Do not use an Apple product to emphasize the Apple brand. Your product should stand on its own merits.
- Do not emphasize the Apple brand by featuring the Apple logo on the back of Apple products.
- Do not display a blank screen.
- Do not add special effects such as highlights, blurring, color, or texture to the image of an Apple product.
- Do not add graphic elements that appear to enter or come out of the Apple product screen.
- Do not die-cut a printed promotion in the shape of an Apple product.
- Do not use graphics or images from Apple's website or the App Store. Do not imitate Apple layouts.
- Do not obscure Apple products with violators, graphics, or messages.
- Do not overlap multiple Apple products.
- Do not clutter Apple products with props or accessories.
- Do not let the Apple product image dominate your layout.
- Do not engage in "suspension of disbelief" by showing Apple products or your Licensed Product in a fantastic or unrealistic manner. Do not show Apple products engaging in actions they are not capable of performing, such as flying through the air or swimming underwater.
- Do not use Apple product images on any disposable packaging or food industry promotions. Use the Apple product name in text only.

# Legal Requirements

## Apple requirements

The iBeacon name and the Works with Apple iBeacon badge described in these guidelines 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 iBeacon technology or Apple itself.

Your marketing and advertising materials should reflect your company's communication style. Never copy or imitate Apple communications.

## Legal notice

When using the Works with Apple iBeacon badge, include the legal notice below wherever legal information appears. For product packaging, the notice can be placed either on the package or on the user guide or other material inside the package.

Use of the Works with Apple iBeacon badge means that a product has been designed and certified by the manufacturer to meet Apple performance standards. Apple is not responsible for the operation of this device or its compliance with safety and regulatory standards. Please note that the use of this product with iPod, iPhone, or iPad may affect wireless performance.

## Trademark symbols and credit lines

In communications distributed only in the United States, the appropriate symbol (™, SM, or ®) must follow each Apple trademark the first time it is mentioned in body copy—for example:

iBeacon®  
iPad®  
iPhone®  
iPod®

Refer to the [Apple Trademark List](#) for the correct trademark symbol. Do not add a symbol to the Works with Apple iBeacon badge artwork provided by Apple.

In all regions, use the following credit line on all communications, listing all the Apple trademarks used in your copy:

iBeacon, iPad, iPhone, and iPod are trademarks of Apple Inc., registered in the U.S. and other countries.

List only the trademarks actually used in your materials.

Do not translate an Apple trademark. Apple trademarks must remain in English even when they appear within text in a language other than English.

For advertising, follow standard practices for the placement of legal copy, such as creating additional screens or providing interactive links to legal copy.

With Apple's approval, a translation of the legal notice and credit lines (but not the trademarks) can be used in materials distributed outside the U.S. Never translate an Apple trademark.

For more information about using Apple trademarks, refer to the [Guidelines for Using Apple Trademarks and Copyrights](#).

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