Works with Apple iBeacon

Guidelines

September 2015

Contents

Overview

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 at https://developer.apple.com/ibeacon 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 and visit www.apple.com/legal/intellectual-property for more detailed information on Apple legal requirements.

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

Size and placement

The Works with Apple iBeacon badge must be clearly subordinate to your Licensed Product or company identity or main message. For example, the badge must be smaller than your identity or main message 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. The badge cannot dominate a layout.

Minimum size and minimum clear space

The minimum height for the badge is 10 mm for printed materials and 30 pixels for onscreen use. The minimum clear space around the badge should be X on all sides, where X is equal to one-quarter the height of the badge. Do not place graphics, type, photographs, or illustrations inside the minimum clear space.
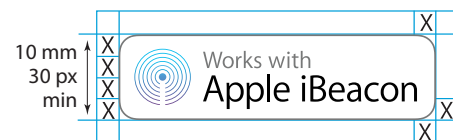
Badge color

The area within the badge's outline rule remains 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.

One- and two-color printing

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

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 in 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 badge on each Licensed Product–related communication, including advertising, packaging, manuals, web pages, and printed and electronic promotions.

- Make sure the badge is clearly subordinate to your app, product, or company identity or main message. For example, the badge should be smaller than your identity or main message and placed below it.

- 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 badge type, and do not add words or version numbers.

- Do not render the artwork to look 3D. Do not add effects such as shadows or glows around the badge.

- Never place a Works with Apple iBeacon badge on products. Do not engrave it on a product and do not use a sticker to affix it to a product.

- Do not affix a sticker of the badge to product packaging or other printed communications. The badge must be integrated into the layout and printed.

- 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.
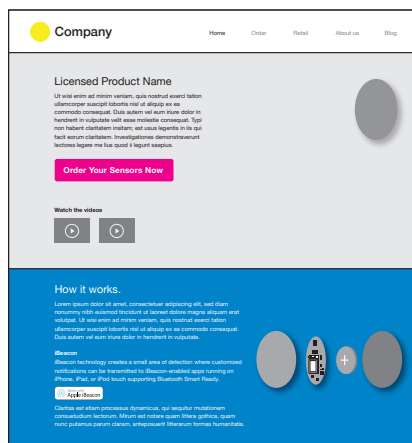

Do not reverse the badge by filling the white field with black or a color.

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.

> **Correct**
> Company Name devices with iBeacon technology
> Name of app, compatible with Apple iBeacon technology

> **Incorrect**
> 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:

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 iPod touch devices that support Bluetooth 4.0 technology. Customers can be alerted to everything from special offers and discounts to personalized messages and details about a display.

Short version

iBeacon technology creates a small area of detection where customized notifications can be sent to iBeacon-enabled apps on iPhone, iPad, or iPod touch devices that support Bluetooth 4.0 technology.

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*.

Correct

Product Name uses iBeacon technology.

Incorrect

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.

Incorrect

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 at www.apple.com/legal/intellectual-property/trademark/appletmlist.html.

- 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" at www.apple.com/legal/intellectual-property/guidelinesfor3rdparties.html.

⊖ 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 at www.apple.com.

- Do not imitate Apple typography. Your 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. App Store Marketing Guidelines can be found at https://developer.apple.com/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 above. 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 *iPod touch* (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 and service mark list at www.apple.com/legal/intellectual-property/trademark/appletmlist.html. For example, when using the name *iPhone, iPad,* or *iPod touch,* always typeset *iPhone, iPad,* or *iPod touch* with a lowercase *i* and an uppercase *P* followed by lowercase letters. Always set *touch* with a lowercase *t*. The name *iPhone, iPad,* or *iPod touch* 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, iPod touch, or other Apple products.

In instructional materials such as product manuals, you can refer generally to *iOS devices that support Bluetooth 4.0 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 a Myriad 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 iPod touch 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 at https://developer.apple.com/app-store.

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, follow the "Featuring Apple Products" guidelines 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 Apple products in these colors only:
  iPhone 6 in space gray or silver
  iPhone 5c in white or blue
  iPod touch in space gray or blue
  iPad Air 2 and iPad mini 3 in space gray or silver

- Show only iOS devices. 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 demonstrate Licensed Product capabilities or clarify product-compatible app functionality. Do not overlap Apple products. Maintain the correct relative product sizes whenever multiple Apple products are shown.

- 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.

- 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 the Licensed Product-compatible app functionality.

- 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 cover any part of the Apple product image with violators, bursts, or promotional type.

- Do not overlap multiple Apple products.

- Do not display Apple products with props, cases, or accessories.

- 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 (™, ℠, or ®) must follow each Apple trademark the first time it is mentioned in body copy—for example:

> iBeacon™
> iPad®
> iPhone®
> iPod®
> iPod touch®

Refer to the Apple Trademark List at www.apple.com/legal/intellectual-property/trademark/appletmlist.html 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:

> iPad, iPhone, iPod, and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. iBeacon is a trademark of Apple Inc.

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, visit "Guidelines for Using Apple Trademarks and Copyrights" at www.apple.com/legal/intellectual-property/guidelinesfor3rdparties.html.