Apple Identity Guidelines

For Channel Affiliates and Apple-Certified Individuals

Apple signatures combine specially designed logotypes with the Apple logo. The use of logo, type, and color helps to tie Apple signatures to the look and feel of Apple products.

Introduction

Apple channel affiliates and Apple-certified individuals must follow these guidelines when publicizing their relationship with Apple in communications.

The Apple identity is a seal of approval and a promise of quality from Apple. When you are authorized or certified to represent Apple in your area of business or expertise, you also represent Apple. By following these guidelines, you reap the benefits of the Apple identity and contribute to its strength.

Signatures

An Apple signature is the combination of the Apple logo with a logotype (a name like "Authorized Reseller" set in specially designed type). Never try to re-create or imitate an Apple channel signature. Always use the master art provided to you by Apple.

Channel affiliates and certified individuals should not allow the Apple logo to stand alone in their communications, except as noted under "The Apple Logo" on page 7.

Apple channel signature configurations
The basic Apple signature configurations are shown below. Sometimes a descriptor is added to the signature, as shown below on the right. Always use one of these approved configurations on your communications. Do not construct configurations

Signature Configurations

 Authorized Reseller

One-line large signature

 Authorized Reseller

One-line small signature

 Authorized Reseller

 Value Added Reseller
Professional Photography

Two-line signature   **Two-line signature with descriptor**

Authorized Reseller

PANTONE 429 (gray)

Do not print gray as four-color process.
Use a 40 percent screen of black at a 150-line
screen or higher.

PANTONE 485 (red)

C = 0
M = 95
Y = 100
K = 0

Do not print red as four-color process
on very low-resolution printed materials.
Use black type in these materials.

of more than one or two lines unless a signature is so long that it must be presented
on three lines.

Color

Apple channel signatures are available as a solid gray Apple logo with red type or
black type. They are also available in all-black or all-white.

Always present the gray-and-red, gray-and-black, and all-black signatures on white
or off-white backgrounds. On black or color backgrounds, use only a white signature
reversed out of the background color. Use a solid logo, not a dimensional logo. Do not
place an Apple channel signature on a visually cluttered or patterned background.

The use of these colors helps to tie Apple channel signatures to the look and feel of
Apple products. Only the color options shown here can be used; use no other colors
or combinations of colors.

Signatures with the gray logo should be used only when your reproduction method
can produce gray in the correct color. On low-resolution printed materials such as
newspapers, catalogs, and magazines, use the all-black signature.

On high-quality printed materials such as point-of-purchase displays, the Apple logo
should print in PANTONE 429. If the PANTONE color cannot be printed, gray can be
printed as a 40 percent screen of black (requires a 150-line screen or higher). Master
artwork for signatures is provided in each color reproduction option.

Red prints as PANTONE 485 or as four-color process. Do not use the gray-and-red
signature on low-resolution printed materials; use the all-black signature.

Signature Colors

Value Added Reseller

Gray-and-red signature

Value Added Reseller

Gray-and-black signature

Value Added Reseller

All-black signature

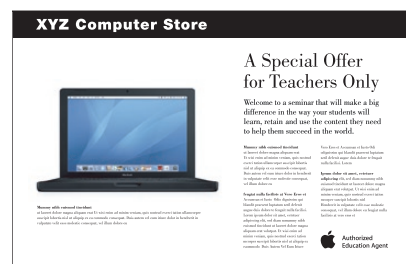Value Added Reseller

All-white signature

One-line large signature
The one-line large signature at the bottom of this welcome sign includes large, clear typography that can be read easily from a distance.

One-line small signature
The one-line small signature is used where both type and the Apple logo must be clearly legible at a small size, as on this business card.

Two-line signature
Promotions and advertising offer very limited layout space. The two-line signature is the most compact configuration and fits in small spaces.

Using Apple Channel Signatures

Apple channel signatures were designed to clearly communicate your relationship to Apple. Always use the correct signature based on your contractual relationship with Apple. Signature artwork can be downloaded from the corporate identity section of Apple Sales Web (ASW) at asw.apple.com.

The appropriate channel signature can be applied to stationery, store signs, advertisements, websites, and other communications as long as the relationship to Apple is not obscured or distorted. The Apple channel signature must be clearly subordinate to your business or company identity. Never use an Apple channel signature in place of that identity.

Choosing a configuration
The choice of signature configuration will depend on your graphic layout. See the examples to the left.

The one-line large signature is used where there is ample layout space. Because type is the most prominent element, this signature emphasizes your contractual relationship with Apple.

The one-line small signature is used where the signature needs to appear at smaller sizes in limited layout space. Both type and Apple logo are clearly legible at small sizes.

The two-line signature is the most compact configuration. It can be used when both vertical space and horizontal space are limited.

Using one signature
Use only one Apple channel signature on each page or surface of a communication. If you have multiple authorizations from Apple, select the signature that is most clearly related to the communication's content. For instance, an Apple Authorized Reseller may also be an Apple Authorized Education Reseller and an Apple Authorized Training Center. If the communication is targeted to the education market, use only the Authorized Education Reseller signature on that communication. If the communication features training capabilities, use only the Authorized Training Center signature.

When multiple Apple products are featured, do not accompany each product with a signature. Use only one Apple channel signature.

If the communication features products from more than one vendor, place the Apple channel signature near one of the Apple products on the layout. Do not use more than one Apple channel signature on the page.
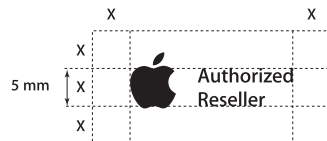

Using One Signature

When products from more than one vendor are featured, place one Apple channel signature near one of the Apple products on the layout. Do not use more than one Apple signature on a page.

One-line large signature

One-line small signature

Two-line signature

Two-line signature with descriptor

For all signature configurations, the minimum size is 5 mm, measuring the height of the Apple logo from dimple to dimple as shown. Allow minimum clear space as shown.

Minimum clear space
The minimum clear space around the signature is equal to the height of the Apple logo, measured from dimple to dimple. To create the greatest impact, allow even more space around your signature. Do not place photos, typography, or other graphic elements inside the minimum clear space area.

Minimum size
The minimum size for signatures should be used only when layout space is extremely small. Use the signature at a larger size whenever possible.

Use of the word "Apple"
The use of the word "Apple" is limited to certain signatures where the name is short and the word is an integral part of the name, such as "Apple Specialist." In most cases, the Apple logo is the strongest way to say "Apple," eliminating the need to include the word in the signature. Even though a signature does not include the word "Apple," however, it is appropriate to include it in the text of your communication. For example, the Authorized Reseller signature includes only the words "Authorized Reseller." In text, use the term "Apple Authorized Reseller."

Use of acronyms
Acronyms are never used in a signature. On first reference in text, the acronym set in parentheses can follow the full name, for example, "Apple Value Added Reseller (VAR)." In subsequent references, you can use the acronym alone with no parentheses.

Using signatures on web pages
One Apple channel signature must appear on every web page where Apple products, services, or support are offered. Use only one channel signature per web page. Always use the correct signature based on your contractual relationship with Apple. If you have more than one authorization from Apple, select the signature that is most clearly related to the content of the web page.

The Apple channel signature should be subordinate to your company's identity. Never use an Apple signature in place of that identity. Signatures must conform to the color, clear space, and other graphic standards described in these guidelines.

The Apple Specialist signature on this home page best represents the company's relationship to Apple.
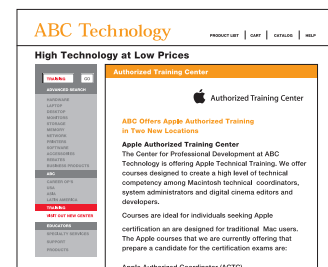
The Authorized Training Center signature is most clearly related to this web page content.

Do not alter the typographic proportions.
Do not place a registered trademark symbol
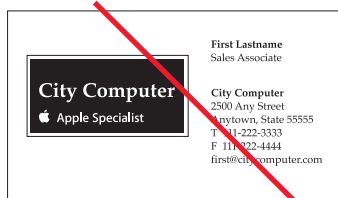next to the Apple logo.

Do not change the typeface. Do not create
a centered signature.

Do not change the color.

When setting up four-color process artwork,
do not let the PANTONE gray logo default to
four-color process. Use a 40 percent screen
of black (with a 150-line screen or higher).

Do not link an Apple channel signature
directly to your company's identity.

Apple Certifications

Certifications are granted to individuals, not to companies or businesses. The use of an Apple signature signifies that your personal capabilities have been certified by Apple. Certification signatures must be used only on personal communications such as business cards, letterhead, and name badges. If the individual is employed by a company, the certification signature should not be used on company communications such as advertisements, brochures, or web pages.

Sometimes a company's web pages, newsletters, or other communications feature information about individuals and their Apple certification. The certification signature can accompany the related content on these communications.

Apple Certification Signatures

Certification signatures are granted to individuals and must be used only on communications directly representing that individual, like the business card shown here. Do not use certification signatures to represent a company. Use the correct signature to represent your Apple certification.

First Lastname
Sales Associate

XYZ Computer Store
2500 Any Street
Anytown, State 55555
Country
800-555-1234 Tel
800-555-1234 Fax
first@xyzcomputer.com

Certified Trainer

Avoid Mistakes

Described here and illustrated on the next page are some common mistakes to avoid in using signatures.

Never separate the elements of an Apple channel signature. For example, do not use a logotype (a name such as "Authorized Reseller" set in specially designed type) alone on any channel communication.

Never use the Apple logo alone, except as described under "The Apple Logo" on page 7.

Do not alter the signature in any way. Always use the complete electronic artwork provided. Do not remove the Apple logo or alter the relationship of the elements. Do not change the typeface or alter the spacing between the letters.

Do not incorporate any elements of the Apple channel signature into your company or business identity. Never create a new signature that combines the Apple logo with your business name. Do not combine your company identity or logo with the Apple channel affiliate logotype.

Do not reproduce the signature using any logo color other than gray (PANTONE 429 or a 40 percent screen of black at 150 lines per inch or higher), red (PANTONE 485 or four-color process), black, or white. Do not use logo artwork that has been rendered to look three-dimensional.

For the Internet, do not rotate or animate an Apple channel signature or make any of its elements three-dimensional.

Examples of correct and incorrect signature usage

Catalog page

Correct: The signature is reversed to white out of a dark background. Only one signature is used, the signature that is most clearly related to the content. In this case, "Apple Specialist" is used because it represents the channel affiliate's highest level of authorization from Apple.

Incorrect: Do not place the signature in an enclosed shape. Do not use more than one signature on a page.

Catalog advertisement

Correct: A single Authorized Reseller signature at the lower edge of the page serves as an endorsement of the entire ad.

Incorrect: Do not use more than one signature on a page or surface. Multiple signatures should not appear next to Apple products in a communication.

Magazine advertisement

Correct: Since the ad is promoting the reseller's training capabilities, the Authorized Training Center signature is used. It is placed in a prominent position on the layout.

Incorrect: Do not use more than one signature on a page or surface. If you have more than one authorization from Apple, select the signature that best relates to the content of the communication.

STORE NAME

 Authorized Reseller

Permanent signage
An Apple channel signature can be used
on permanent store signage. The signature
must be clearly subordinate to the store
name. Never use an Apple channel signature
in place of your store's name or identity.

Store Name

Never use an Apple logo alone on
your store signage. Use only an Apple
channel signature.

Superior Technology Products
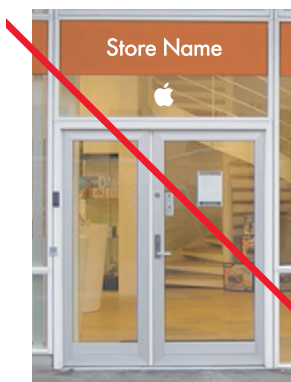
Never use an Apple logo alone on
your store signage. Use only an Apple
channel signature.

Multiple vendor logos
When multiple vendor logos are displayed
on a channel affiliate's ad or catalog page,
a single Apple logo can be placed with
the other vendors' logos. Make sure an
Apple channel signature is included on the
same page or surface. Other companies'
logos must be present when the Apple logo
is shown.

Store Identity and Interior

Apple trademarks, as well as terms and fixtures developed by Apple for use in
the Apple Store, are prohibited for use on channel affiliates' signage or in channel
affiliate stores. For example:

• Channel affiliate store names and company names may not contain the names
"Apple," "Mac," "iPod," "Pod," or any other Apple trademarks (unless expressly
authorized under separate license).

• Channel affiliate locations may not use labels or terms developed for use exclusively
by Apple Store retail locations, including the following:

– Apple Camp	– Mac Specialist
– Business Day	– Made on a Mac
– Creative	– ProCare
– Genius	– School Night
– Genius Bar	– The Studio
– iPod Bar	– Switch at Six Workshop

• Channel affiliate locations may not use proprietary fixtures developed for use
exclusively in the Apple Store, including the following:
  – Stainless steel wall panels inside or outside the store
  – Maple wood tables matching those used in Apple Store retail locations
  – Backlit horizontal graphic panels

• The Apple logo cannot be used alone within a channel affiliate store or otherwise,
except as noted under "The Apple Logo" below.

The Apple Logo

Do not use the Apple logo alone on channel affiliate communications, including
web pages. The only exception is temporary media such as newspaper or magazine
ads or catalog pages that display products from multiple vendors, where vendor logos
are used to identify the products. On such ads or catalog pages, a single Apple logo
can be placed alongside or near the Apple product descriptions or in a display of
other vendor logos. Always include the Apple channel signature somewhere on the
same page. Do not use the Apple logo alone on permanent media such as signs
or vehicles.

Never use the Apple logo in place of the word "Apple." Never use the Apple logo as a
bullet point, in a decorative border, or as part of a pattern or image. Always follow the
Apple Logo Guidelines available on ASW when using the Apple logo in multivendor
advertising or catalogs.

Typography

Channel affiliate communications should be typeset in a manner that supports your
company's identity. Apple uses a version of the Myriad typeface called Myriad Set.
It is a proprietary corporate typeface. Under no circumstances are channel affiliates
permitted to use Myriad Set on their communications. Only materials provided by
Apple for use in channel affiliate communications, such as sales presentations, can
use this font. To avoid customer confusion, do not use other versions of the Myriad
typeface, such as Adobe Myriad, on your communications.

Using Apple Product Photography

Every aspect of Apple product photography, from framing and composition to lighting and camera angle, is carefully controlled by Apple. Product photography is available from the Product Photography section of ASW. In your marketing communications, use only current product photos on ASW designated for use by channel affiliates. Never use Apple's lifestyle or other promotional imagery. Follow these guidelines to maximize the effectiveness of Apple product photography:

• Do not alter or distort Apple product photos in any way.

• Do not clutter Apple-provided photos with props, models, or marketing messages.

• Always show products on a white or light background.

• Never animate or alter the photos when using them on web pages.

• Use only the current screen shots provided by Apple in product photography. Do not distort or alter screens.

• Never download or copy Apple photos from the public Apple website. Use only photos provided on ASW and designated for use by channel affiliates.

Photography

Always show product photographs on a white or light background.

Do not restage photographs or place them on a dark or cluttered background. Do not alter or distort screen shots provided by Apple.
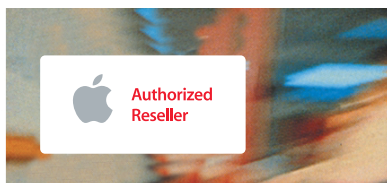
Window cling
The two-line signature is available for use as a window or door cling.

Using Apple Materials

Apple makes a variety of materials available to channel affiliates. These include door/window clings, point-of-purchase materials, banners, and presentations. Always use these materials as provided. Do not alter them in any way. Do not reuse design or text elements from these materials on your own communications. Do not copy the layouts of Apple communications or Apple promotions when designing your communication materials.

Using Apple Trademarks

A trademark can be a name, a logo, or even a slogan—any word, symbol, or device used to identify a company's products or services and distinguish them from those of other companies. Because strong trademarks are essential in building strong brands, they are extremely valuable assets. It is important that you use Apple trademarks carefully to prevent customer confusion about ownership and responsibility and to protect the valuable investments Apple has made in them.

Apple trademark information and guidelines are available in the following web locations:

• Current Apple Trademark List
  www.apple.com/legal/trademark/appletmlist.html

• Current Apple Product List
  ASW at sales.apple.com

• Guidelines for Using Apple Trademarks and Copyrights
  www.apple.com/legal/trademark/guidelinesfor3rdparties.html

Channel affiliates must comply with these guidelines (see page 7, "Store Identity and Interior"), notwithstanding anything to the contrary in the "Guidelines for Using Apple Trademarks and Copyrights" at www.apple.com/legal/trademark.

If you have questions once you have reviewed the information provided on the Apple legal website at www.apple.com/legal, contact the Apple Trademark Department via email (appletm@apple.com). Allow up to one week to receive a reply.

Credit Line

Always include the following credit line in legal notices when using an Apple channel signature:

> The Apple logo is a trademark of Apple Computer, Inc., registered in the U.S. and other countries.

For More Information

For more information or if you have questions about using these guidelines, contact the Apple Corporate Identity manager at corpID@apple.com.

To obtain signature artwork and for other information related to Apple channel communications, use your password to visit Apple Sales Web (ASW) at sales.apple.com.