Apple Pay

Identity Guidelines for iOS Developers

September 2015

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Apple Pay
Overview

These guidelines are for Apple Developer Program members who provide their app users with access to the Apple Pay feature in iOS. To help maintain the strength of the Apple Pay identity, follow these guidelines carefully when promoting Apple Pay and whenever the Apple Pay feature is activated in an app.

Requirements
Developers must follow these guidelines to activate the Apple Pay feature within third-party apps on iOS devices and whenever Apple Pay is promoted in app marketing communications.

The information in these guidelines is subject to change. Refer to the Developer Resource Center at https://developer.apple.com/apple-pay/ for updates.

Apple reserves the right to withdraw permission to use Apple Pay and Apple-provided user interface (UI) assets anytime their use is inconsistent with these guidelines or is otherwise deemed inappropriate by Apple.

Apple-provided UI assets
Only the Apple Pay buttons and the Apple Pay mark shown in these guidelines are approved by Apple for use in third-party apps. The Apple Pay buttons and mark should appear in your app to enable users to activate the Apple Pay feature in iOS. Do not use Apple Pay buttons in marketing communications.

For iOS 8.3 and later, Apple Pay payment buttons can be created using the Apple-provided API. For iOS 9, Set up Apple Pay buttons can also be created. For more information, see "Apple Pay Buttons" on pages 4–8.

For versions of iOS earlier than 8.3, use button artwork provided by Apple and follow the instructions for artwork use in Appendix A.

Apple-provided marketing asset
The Apple Pay mark can appear in app marketing communications. Follow the instructions in "Apple Pay Mark, Marketing Communications Examples" on pages 13–14.

Support
Apple Developer Program support is available at https://developer.apple.com/support.

For more information
For more information regarding Apple Pay, refer to the Apple Pay section of the Developer Resource Center at https://developer.apple.com/apple-pay/.

Legal requirements
All materials must properly attribute every Apple trademark with the appropriate symbol and credit lines. See "Legal Requirements" on page 16 and visit www.apple.com/legal/intellectual-property for more detailed information on Apple legal requirements.

Apple Pay Buttons

Apple Pay Payment Buttons

Requirements

For iOS 8.3 and later, create Apple Pay payment buttons with the Apple-provided API using the PKPaymentButton class. The buttons shown here are the preferred option to activate the Apple Pay feature in iOS. A payment button must always invoke the Apple Pay payment sheet.

Size

Select the payment button in the correct height and width for your layout, matching the size of other buttons in the checkout stage of your interface. Apple Pay payment buttons can be equal to or larger than similar payment or checkout buttons. Do not select a size that is smaller than other buttons.
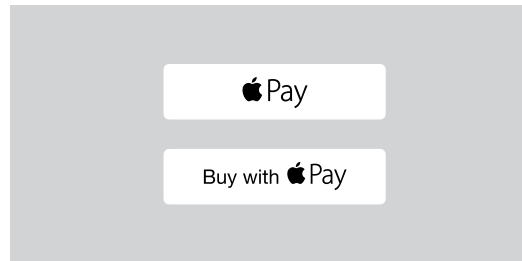
Style

Button artwork is provided in black, white, and white with an outline rule. Each option includes the Apple Pay logo alone and the *Buy with* message along with the logo. Select only one option for use in your app. The API will provide a localization of the *Buy with* message based on the user's language settings. Do not create your own localized payment button.
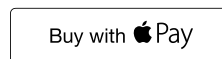
Black

For use on white or light-colored backgrounds that provide sufficient contrast. Do not place a black button on a black or very dark background; instead, select the white button option shown below.

White

The white button without an outline rule is for use on colored backgrounds that provide sufficient contrast.

White with outline rule

The white button with an outline rule is for use on white or very light-colored backgrounds that do not provide sufficient contrast for a white button. Do not place this button on dark or saturated color backgrounds; instead, select the white button option without an outline rule.

Clear space

The minimum clear space for a payment button is .1X where X is the height of the button. Do not place graphics or typography in the clear space area. Do not allow the Apple Pay payment button to share its surrounding border with another button or graphic. Maintain clear space around the button.

Apple Pay Buttons

Set Up Apple Pay Buttons

Requirements
For iOS 9 or later, create Set up Apple Pay buttons with the Apple-provided API using the PKPaymentButton class. The buttons shown here are the preferred option to activate the Apple Pay setup sequence in iOS. A Set up Apple Pay button must always initiate the Apple Pay setup sequence.

Size
Select the Set up Apple Pay button in the correct height and width for your layout. Apple Pay buttons can be equal to or larger than similar interface buttons. Do not select a size that is smaller than other buttons.
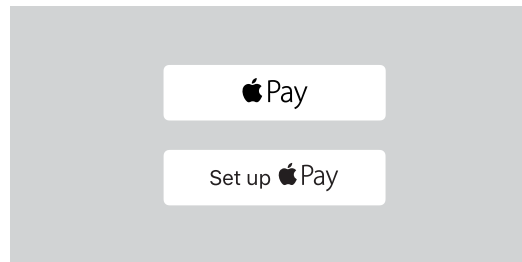
Style
Button artwork is provided in black, white, and white with an outline rule. Each option includes the Apple Pay logo alone and the *Set up* message along with the logo. Select only one option for use in your app. The API will provide a localization of the *Set up* message based on the user's language settings. Do not create your own localized Set up Apple Pay button.

Black
For use on white or light-colored backgrounds that provide sufficient contrast. Do not place a black button on a black or very dark background; instead, select the white button option shown below.

White
The white button without an outline rule is for use on colored backgrounds that provide sufficient contrast.

White with outline rule
The white button with an outline rule is for use on white or very light-colored backgrounds that do not provide sufficient contrast for a white button. Do not place this button on dark or saturated color backgrounds; instead, select the white button option without an outline rule.

Clear space
The minimum clear space for a set up button is .1X where X is the height of the button. Do not place graphics or typography in the clear space area. Do not allow the Set up Apple Pay button to share its surrounding border with another button or graphic. Maintain clear space around the button.

Apple Pay Buttons
Do's and Don'ts

Do

- Use only the button API provided by Apple to produce an Apple Pay button for iOS 8.3 and later.
- For versions of iOS 8 earlier than 8.3, use button artwork provided by Apple and follow the instructions for artwork use in Appendix A.
- Apple Pay payment buttons must always invoke the Apple Pay payment sheet.
- Set up Apple Pay buttons must always initiate the Apple Pay setup sequence.
- Select a button size that is equal to or larger than other checkout buttons.
- Use the same style of the button for both portrait and landscape formats.
- Select a button color option that provides sufficient contrast to the surrounding background.

Don't

- Do not create your own version of Apple Pay buttons; use only the API provided by Apple.
- Do not use the Apple Pay payment button to invoke other views.
- Do not use the buttons in marketing communications to promote your app. They are for use only within a user interface.
- Do not select a button size that is smaller than other checkout buttons in your interface.
- Do not create a localized version of the button. A localized button will be provided in the API based on the user's language settings.
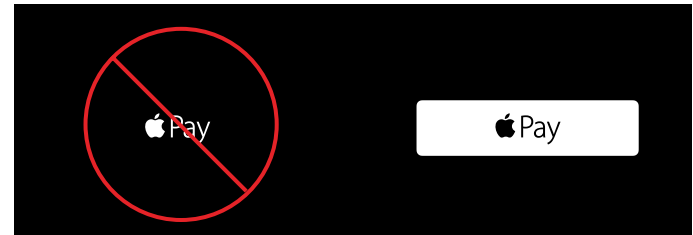
Apple Pay Buttons

Avoid Mistakes

Do not use the Apple logo alone.
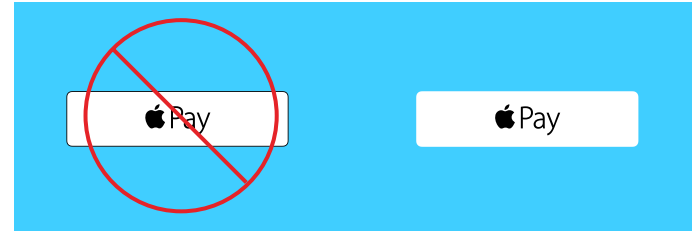
On a saturated background color, use the white button without the outline rule.

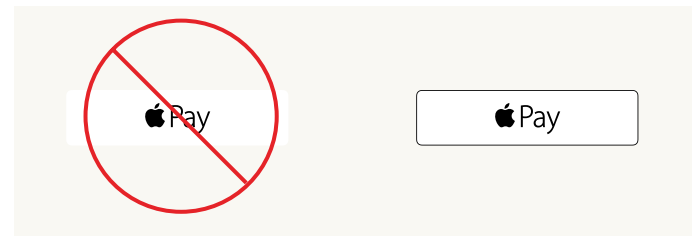Do not use the Apple Pay logo on its own within an app.

On a black or very dark background, use the white button.

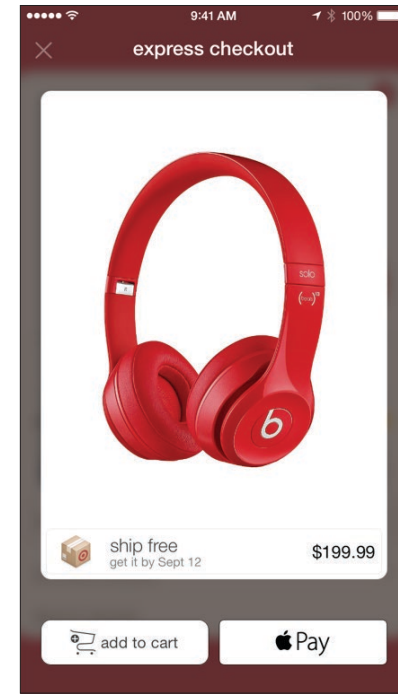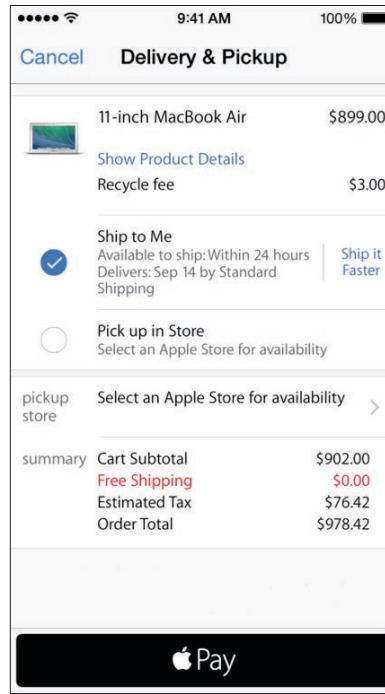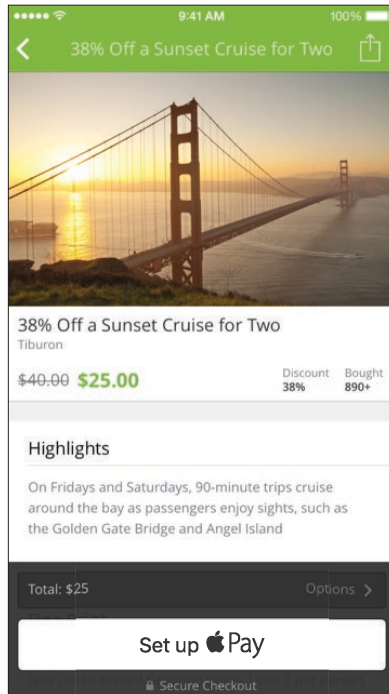Do not create a type-only button. See "Using *Apple Pay* in Text" on page 9.
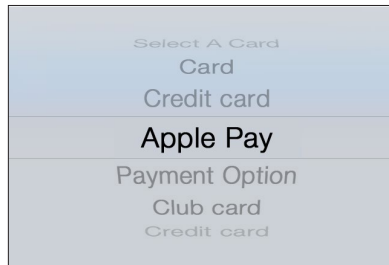
Do not create your own payment buttons.

When placing a white payment button on a white or very light background, select the white button with the outline rule.

Apple Pay Buttons

Examples

Using *Apple Pay* in Text

Use the name *Apple Pay* in text when other payment options are also displayed in text.

Typeset *Apple Pay* as two words using an uppercase *A* and uppercase *P* followed by lowercase letters. *Apple Pay* can be set in all uppercase only when conforming to an established UI typographical style. Do not typeset *Apple Pay* in all uppercase in marketing communications.
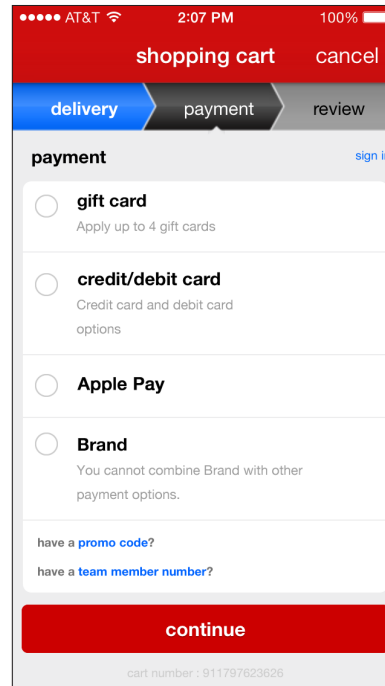
Match your UI font and typographical style. Do not imitate Apple typography.

Apple Pay Mark

Graphic Standards

App requirements

Use the Apple Pay mark to identify Apple Pay within payment flows when other payment brand marks are also displayed in the same or similar format.

Marketing communications requirements

Use the mark in marketing communications only when promoting Apple Pay in relation to your app. Do not use the mark in general app or company promotions. The main message of the communication must be related to Apple Pay.

Artwork

Artwork can be downloaded from the Developer Resource Center at https://developer.apple.com/apple-pay/.

Size

Within app payment flows, match the point height of other brand identities displayed in this format. Do not display the Apple Pay mark at a size that is smaller than other payment brand marks.

The Apple Pay mark is available only in white with an outline rule. Other color options are not available. Do not alter the artwork in any way or create your own version of the Apple Pay mark. Use only the artwork provided by Apple.

Within apps, use the Apple Pay mark when other payment brands are also displayed in the "credit card" format.
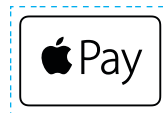
Clear space

The minimum clear space for the mark is .1X where X is the height of the button. Do not place graphics or typography in the clear space area. Do not allow the Apple Pay mark to share its surrounding border with another button or graphic. Maintain clear space around the mark.
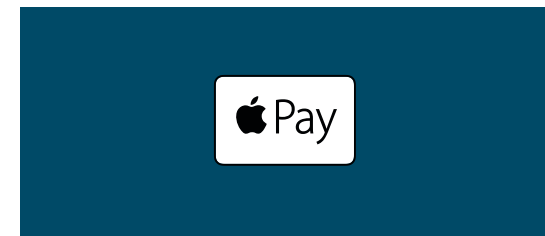
Background color

A white or light background is preferred when displaying the Apple Pay mark. The mark can appear on a dark background when an app screen or marketing layout features a dark background.

Apple Pay Mark

Do's and Don'ts

⊕ Do

- Use only the artwork provided by Apple.
- Within apps, use the Apple Pay mark when other payment identities are also displayed in a similar format.
- Use the mark in marketing communications when the main message of the communication promotes Apple Pay.

⊖ Don't

- Do not create your own version of the Apple Pay mark.
- Do not alter the artwork in any way. Do not adjust the width or the aspect ratio of the artwork.
- Do not display a mark that is smaller than other payment identities in a similar format.
- Do not adjust the corner radius on the artwork.
- Do not translate the word *Pay* within the Apple Pay mark.
- Do not add messages to the mark.
- Do not add visual effects such as shadows, glows, or reflections to the mark.
- Do not flip, rotate, or animate the mark.

Do not change the color or alter the artwork in any way. The Apple Pay mark is available only in white with an outline rule.
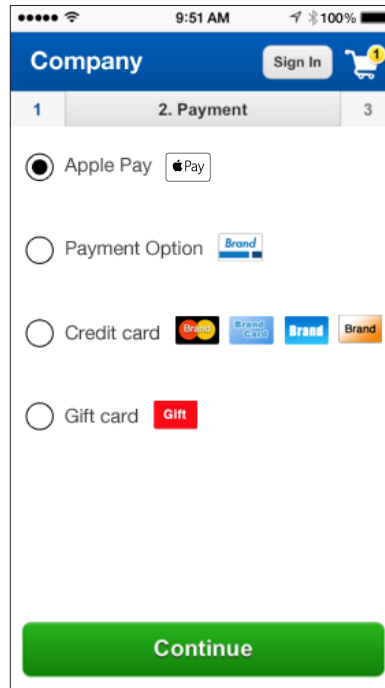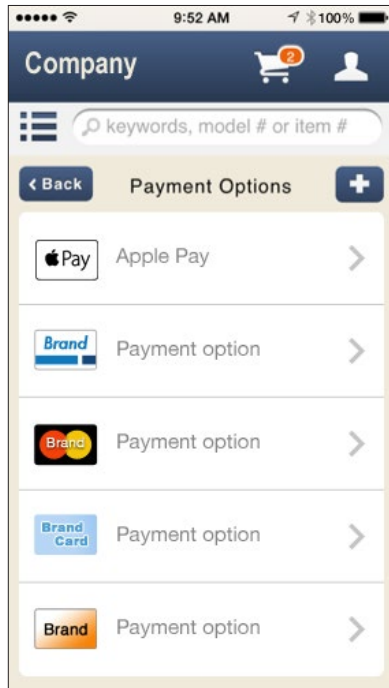
Do not add a message to the mark.

Do not use the Apple Pay logo on its own without the surrounding payment mark border.
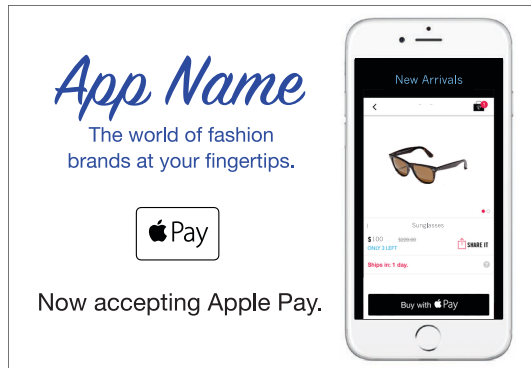
Apple Pay Mark

App Examples

Use the Apple Pay mark to identify Apple Pay in payment selection screens whenever other payment options are also identified with a similar mark. The Apple Pay mark should conform to the size and placement of other payment identity marks.

Apple Pay Mark

Marketing Communications Examples

Banner ad promoting Apple Pay

Use the Apple Pay mark when the main message focuses on Apple Pay.

The Apple Pay mark must be secondary in size and placement to the main message or app or company identity. The Apple Pay mark cannot overpower the layout.

When an Apple product is included, display your app on the product screen exactly as it appears when your app is running. Screens from the Apple Pay payment flow within your app can be shown. Follow the instructions for using Apple product images in the App Store Marketing Guidelines at https://developer.apple.com/app-store/marketing/guidelines/#images.

Banner ad promoting an app

Use the Download on the App Store badge when the main message focuses on app promotions.

The Download on the App Store badge can be downloaded at https://developer.apple.com/app-store/marketing/guidelines/#downloadonappstore. The marketing communication material and use of the Download on the App Store badge must comply with the App Store Marketing Guidelines at https://developer.apple.com/app-store/marketing/guidelines/.
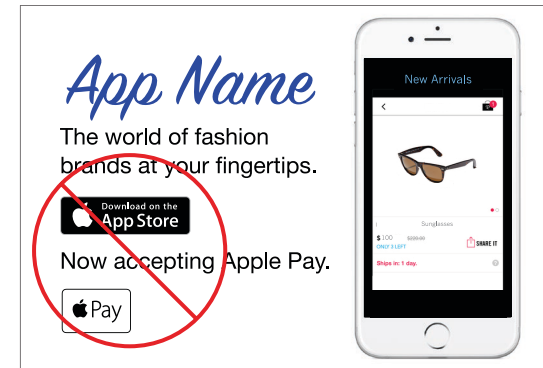
Avoid mistakes

Do not combine the Download on the App Store badge and the Apple Pay mark in the same layout space. Select the Apple-provided asset that most closely supports the content of the communication.

Apple Pay Mark

Marketing Communications Examples

This tile promotes Apple Pay.
The Apple Pay mark is used.

This tile promotes an app.
The Download on the App Store badge is used.
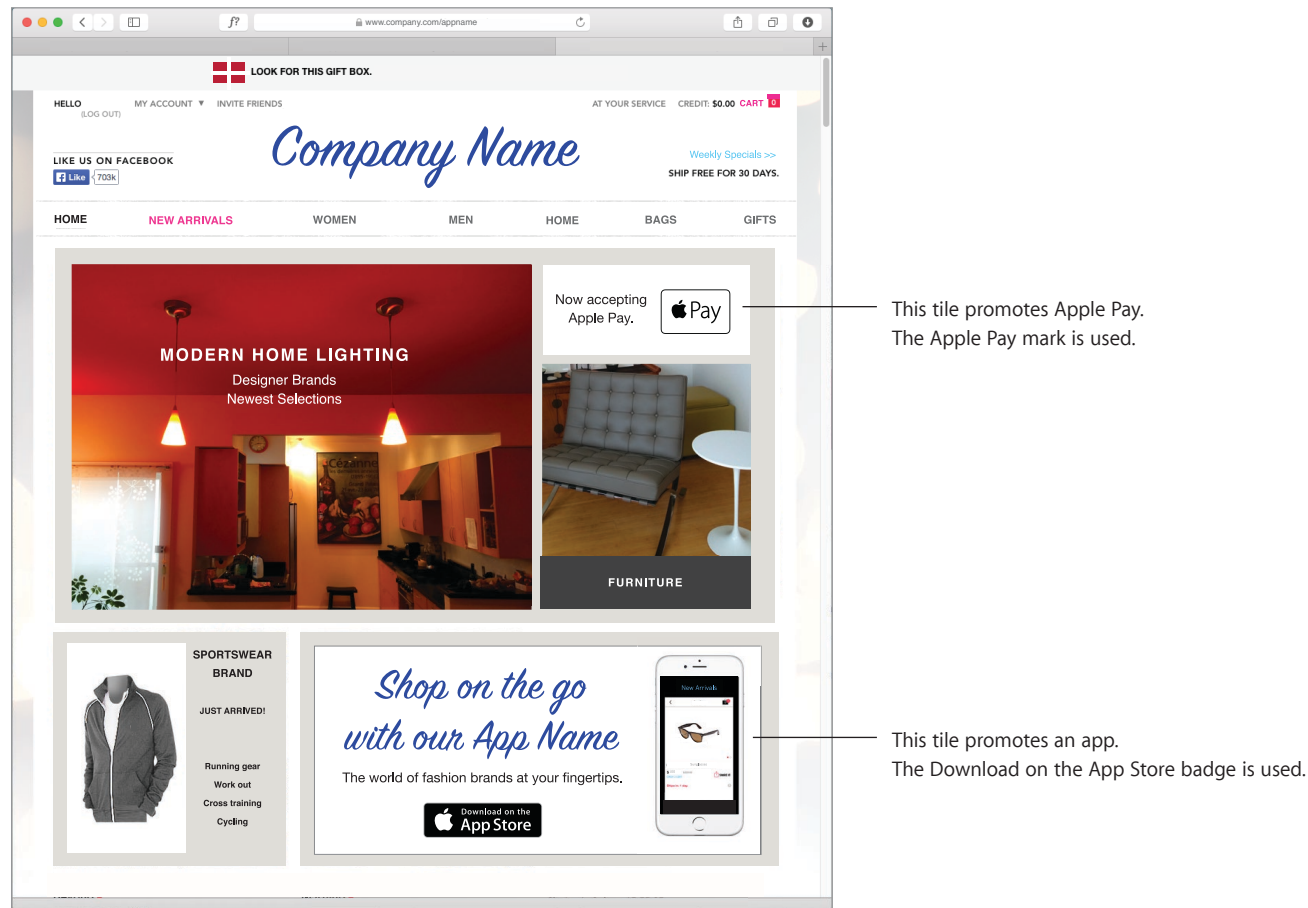
Home page
On large layouts, such as the landing page of a website or a full-page print ad, the Apple Pay mark and the Download on the App Store badge can appear on the same layout when each is placed in a dedicated tile or other area with content that promotes either Apple Pay or an app. Do not place the Apple Pay mark and the Download on the App Store badge together in a tile. The Apple Pay mark and Download on the App Store badge can be placed only near content related to their use.

Promoting Apple Pay

Editorial Guidelines

Messaging that describes Apple Pay can appear in communications promoting your app's capability to activate the Apple Pay feature in iOS.

Using the name *Apple Pay*
When using the name *Apple Pay* in headlines or copy, always typeset *Apple Pay* as two words with an uppercase *A* and uppercase *P* followed by lowercase letters.

Never use the Apple logo to represent the name *Apple* in text.

In U.S. communications, use the trademark symbol (™) the first time *Apple Pay* appears in body copy.

Typesetting Apple trademarks
Apple trademarks must be typeset exactly as they appear on the Apple Trademark List at www .apple.com/legal/intellectual-property/trademark/ appletmlist.html. For example, *Touch ID* is typeset as two words with an uppercase *T* followed by lowercase letters, and uppercase *ID*. Typeset *iPhone* with a lowercase *i* and an uppercase *P* followed by lowercase letters. The name *iPhone* should start with a lowercase *i* even when it is the first word in a sentence, paragraph, or title.

Typeset Apple trademarks in a manner that is consistent with your company's identity. Match the font used in the rest of your communication. Do not imitate Apple typography.

Do not translate
Do not translate *Apple Pay* or any other Apple trademark. Always use *Apple, Apple Pay, iPhone, Touch ID,* and

other Apple trademarks in English, even when they appear within text in a language other than English.

Suggested messaging
You can use the suggested messaging below to promote Apple Pay in app promotions, or you can develop your own copy related to your app. Always follow the guidelines for using the name *Apple Pay* described on this page.

- Apple Pay description—short version:
  Use your iPhone 6s, iPad Air 2, or iPad mini 4 to pay in an easy, secure, and private way with a single touch.

- Apple Pay description—long version:
  Apple Pay transforms payments within apps with an easy, secure, and private way to check out with a single touch.

App Store Marketing Guidelines
When promoting your app, follow the App Store Marketing Guidelines at https://developer.apple.com/ app-store/marketing/guidelines/.

App screens
Screens from the Apple Pay payment flow within your app can be shown on Apple-provided product images. Follow the instructions for using Apple product images in the App Store Marketing Guidelines at https://developer.apple.com/app-store/ marketing/guidelines/#images.

Purchase with Apple Pay simply by using Touch ID on your iPhone 6s.

Purchase with Pay by simply using Touch ID on your iPhone 6s.

Purchase with ApplePay by simply using Touch ID on your iPhone 6s.

Purchase with APPLE PAY by simply using Touch ID on your iPhone 6s.

Legal Requirements

Apple requirements

Apple Pay and the Apple Pay assets as 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 Apple Pay, Apple products, or Apple itself.

Trademark symbols and credit lines

Do not add a trademark symbol to the Apple Pay UI assets provided by Apple. In apps, include Apple trademark attributions wherever legal information is displayed.

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

> Apple®
> Apple Pay™
> iPhone®
> Touch ID™

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

In all regions, include the following credit line:

> Apple, the Apple logo, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. Apple Pay and Touch ID are trademarks of Apple Inc.

List only the specific Apple trademarks used in your marketing communication's text or audio.

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

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.

Downloading artwork

Subject to your agreement with the terms of the Apple Pay License Agreement, you can download artwork for Apple Pay assets. Visit the Developer Resource Center at https://developer.apple.com/apple-pay/.

Appendix A

For iOS Versions Earlier than 8.3

Follow the instructions here only to produce Apple Pay buttons in an app that runs on iOS versions earlier than 8.3.

Selecting artwork

Each version of the button is provided as 2X and 3X .png artwork in all point sizes between 32 pt and 64 pt in height.

Select your button artwork in the correct height for your layout, matching the point height of other buttons in the checkout stage of your interface. Apple Pay buttons can be equal to or larger than similar payment or checkout buttons. Do not select a height that is smaller than other buttons.

Artwork files are organized by height and can be downloaded from the Developer Resource Center at https://developer.apple.com/apple-pay/.

Button width adjustment

The width of the button artwork can be extended to fit your layout. You can make the button wider, but do not make it narrower than the artwork provided. Do not make changes to the button height; select the correct height artwork from the files provided. Do not alter the Apple Pay logo or *Buy with* or *Set up* message. The artwork within the button must display exactly as provided by Apple.
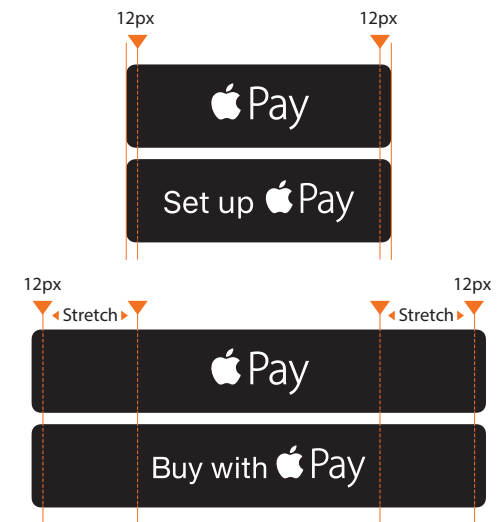
You can extend the button width, but do not make the button narrower than the artwork provided. Widen the payment button by extending the 12th pixel on each side of the button, as shown above. Match the width of other payment or checkout buttons in your interface.

Appendix A

For iOS Versions Earlier than 8.3

⊕ Do

- Use only the button artwork provided by Apple.
- Apple Pay payment buttons must always invoke the Apple Pay payment sheet.
- Set up Apple Pay buttons must always initiate the setup sequence.
- Select a button height that is equal in size or larger than other checkout buttons.
- Select the logo-only version of the button for use within a non-English interface.
- Use the same version of the button for both portrait and landscape formats.
- Select a button color option that provides sufficient contrast to the surrounding background.

⊖ Don't

- Do not create your own version of Apple Pay buttons; use only the artwork provided by Apple.
- Do not use the Apple Pay payment button to invoke other views.
- Do not alter the artwork in any way except to adjust the width to fit your layout; see "Appendix A" on page 16.
- Do not use the buttons in marketing communications to promote your app. They are for use only within a user interface.
- Do not select a button height that is smaller than other checkout buttons in your interface.
- Do not place your own message within a button.
- Do not adjust the corner radius on the button artwork.
- Do not change the color within the button. Only the black or white buttons shown in these guidelines are approved by Apple.
- Do not translate the word *Pay* within the Apple Pay logo. Do not translate the *Buy with* or *Set up* message or create your own localized version of the payment button.
- Do not add visual effects such as shadows, glows, or reflections to the buttons.
- Do not flip, rotate, or animate the button.