



Apple Pay

Identity Guidelines for iOS Developers

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Legal Requirements

Apple Pay

Overview

These guidelines are for iOS 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 payment buttons and the Apple Pay payment mark shown in these guidelines are approved by Apple for use in third-party apps. Use only artwork provided by Apple and follow the instructions for artwork use.

The Apple Pay payment buttons and payment mark provided by Apple should appear in your app to enable users to activate the Apple Pay feature in iOS. Do not use payment buttons in marketing communications.

Apple-provided marketing asset

The Apple Pay payment mark can appear in app marketing communications. Follow the instructions in “Apple Pay Payment Mark, Marketing Communications Examples” on pages 12–13.

Support

iOS Developer Program support is available at <https://developer.apple.com/contact>.

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 Payment Buttons

Graphic Standards

Requirements

The Apple-provided payment buttons shown here are the preferred option to activate the Apple Pay feature in iOS. The payment button must always invoke the Apple Pay payment sheet.

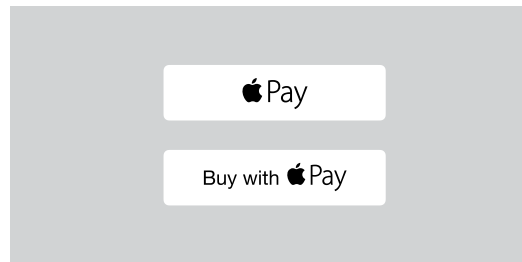
Color

Button artwork is provided in black or white. 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.



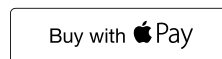
Black

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 the 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 Payment Buttons

App Integration

Selecting artwork

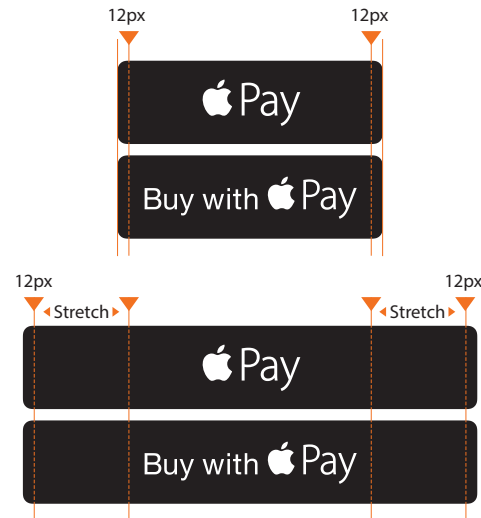
Each version of the Apple Pay payment button is provided as 2X and 3X .png artwork in all point sizes between 32 pt and 64 pt in height.

Select your payment 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 payment 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* 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.

Apple Pay Payment Buttons

Do's and Don'ts



Do

- Use only the button artwork provided by Apple.
- Apple Pay payment buttons must always invoke the Apple Pay payment sheet.
- 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

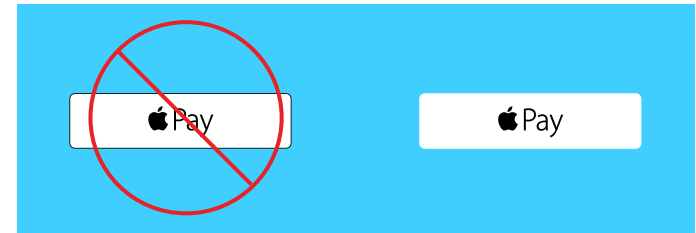
- Do not create your own version of Apple Pay payment buttons; use only the artwork provided by Apple.
- Do not use the Apple Pay payment button to invoke other views.
- Do not alter the artwork in any way except to adjust the width to fit your layout; see “App Integration” on page 5.
- Do not use the payment 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 the payment 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* message or create your own localized version of the payment button.
- Do not add visual effects such as shadows, glows, or reflections to the payment buttons.
- Do not flip, rotate, or animate the payment button.

Apple Pay Payment Buttons

Avoid Mistakes



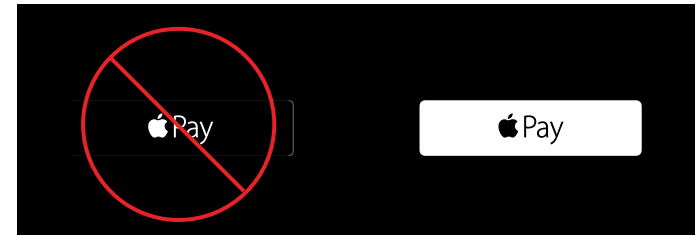
Do not use the Apple logo alone.



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.



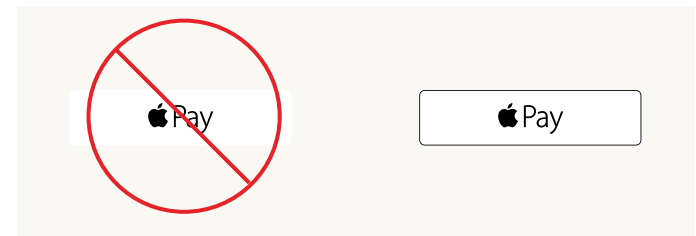
On a black or very dark background, use the white button.



Do not create a type-only button. See "Using *Apple Pay* in Text" on page 14.



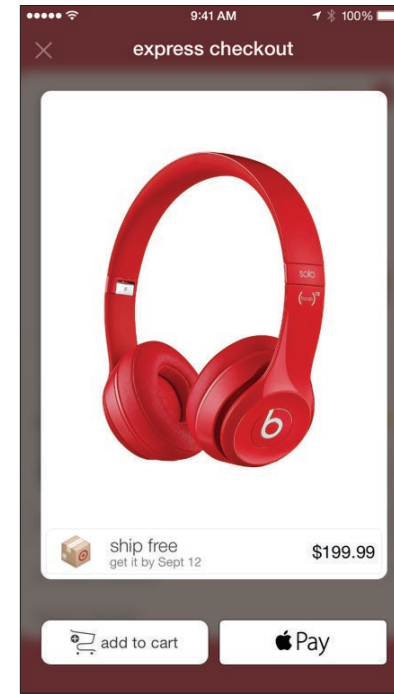
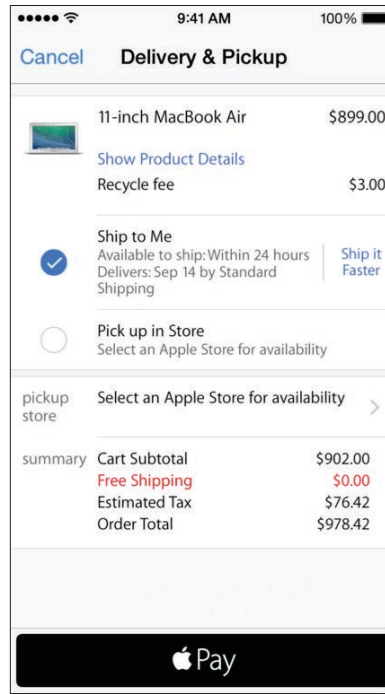
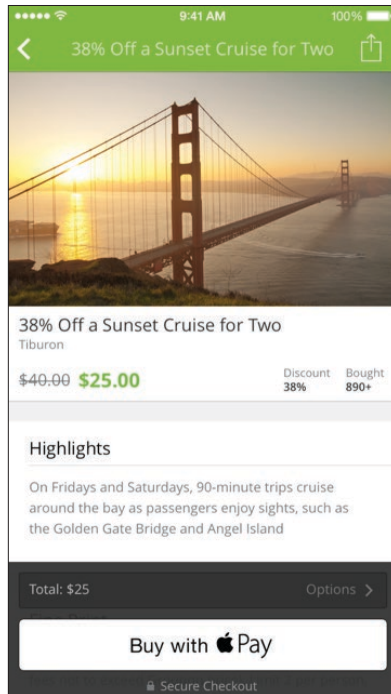
Do not create your own payment buttons.



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

Apple Pay Payment Buttons

Examples



Apple Pay Payment Mark

Graphic Standards

App requirements

Use the Apple Pay payment 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 payment mark in marketing communications only when promoting Apple Pay in relation to your app. Do not use the payment 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

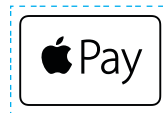
Within app payment flows, match the point height of other brand identities displayed in this format. Do not display the Apple Pay payment mark at a size that is smaller than other payment brand marks.



The Apple Pay payment 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 payment mark. Use only the artwork provided by Apple.

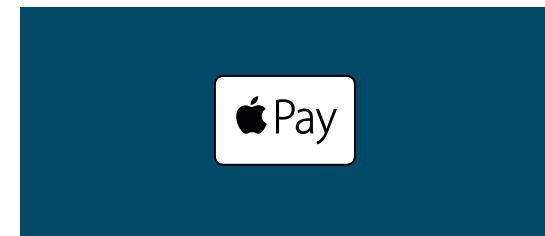


Within apps, use the Apple Pay payment mark when other payment brands are also displayed in the "credit card" format.



Clear space

The minimum clear space for the payment 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 payment mark to share its surrounding border with another button or graphic. Maintain clear space around the payment mark.



Background color

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

Apple Pay Payment Mark

Do's and Don'ts



Do

- Use only the artwork provided by Apple.
- Within apps, use the payment mark when other payment identities are also displayed in a similar format.
- Use the payment 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 payment 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 payment 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 logo.
- Do not add messages to the payment mark.
- Do not add visual effects such as shadows, glows, or reflections to the payment mark.
- Do not flip, rotate, or animate the payment mark.



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



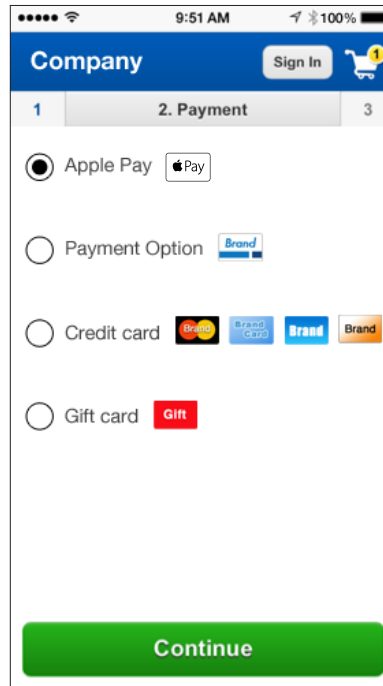
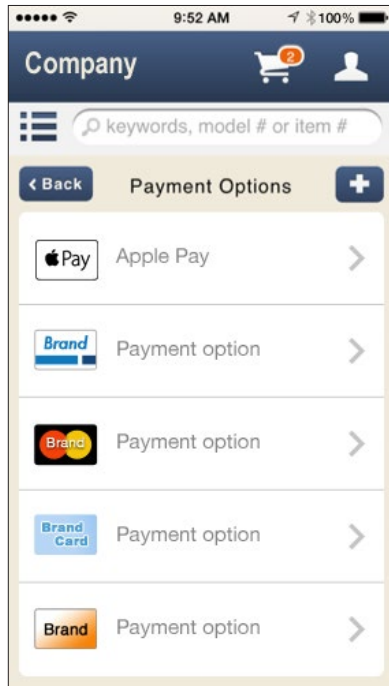
Do not add a message to the payment mark.



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

Apple Pay Payment Mark

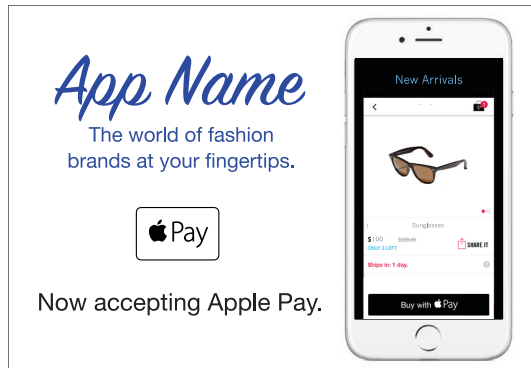
App Examples



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

Apple Pay Payment Mark

Marketing Communications Examples



Banner ad promoting Apple Pay

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

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

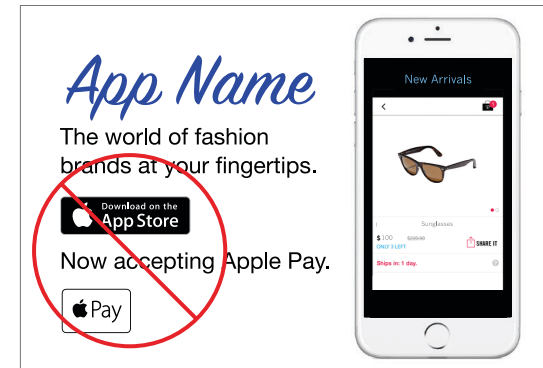
When an Apple product is included, display your app on the product screen exactly as it appears when your app is running. Screens from the Apple Pay payment flow within your app can be shown. Follow the instructions for using Apple product images in the App Store Marketing Guidelines at <https://developer.apple.com/app-store/marketing/guidelines/#images>.



Banner ad promoting an app

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

The App Store badge must comply with the App Store Marketing Guidelines at <https://developer.apple.com/app-store/marketing/guidelines/>.

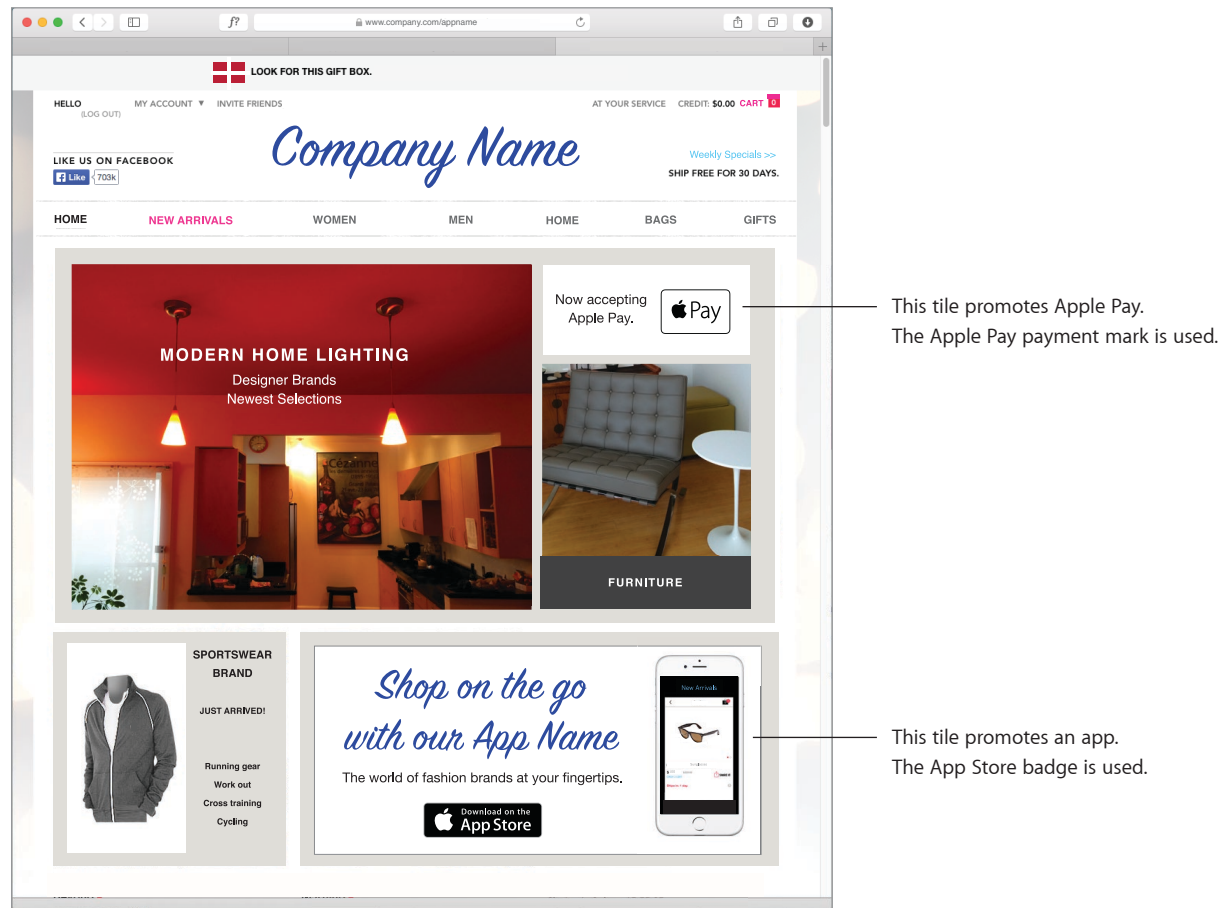


Avoid mistakes

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

Apple Pay Payment Mark

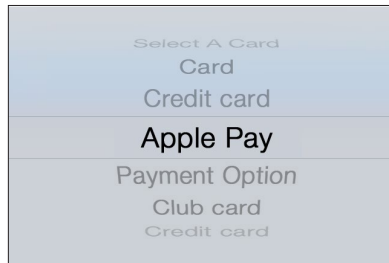
Marketing Communications Examples



Home page

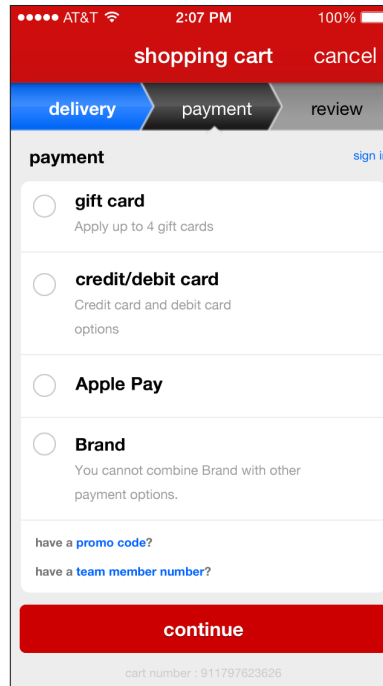
On large layouts, such as the landing page of a website or a full-page print ad, the Apple Pay payment mark and the App Store badge can appear on the same layout when each is placed in a dedicated tile or other area with content that promotes either Apple Pay or an app. Do not place the Apple Pay payment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

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.

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 6 to pay in an easy, secure, and private way with a single touch.
- Apple Pay description—long versions:
Apple Pay transforms in-app payments with an easy, secure, and private way to check out with a single touch.

Apple Pay combines Apple's seamlessly integrated hardware, software, and services to create an incredibly intuitive and elegant purchase experience on iPhone 6.

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 by simply using Touch ID on your iPhone 6.

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

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

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

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 (TM, SM, 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/>.

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