Apple Music

Identity Guidelines for Affiliates and Music Providers

June 2015

Overview

Great music deserves great marketing. The key to a great marketing campaign is clear and effective messaging. To comply with Apple requirements and receive the greatest benefit from your communications, follow these guidelines when promoting Apple Music in marketing communications, including advertising, apps, websites, and printed promotions.

Contents

Section 1
Listen on Apple Music Badge

Listen on MUSIC

Use the Listen on Apple Music badge on all marketing communications.

Apple Music

The small Apple Music badge is for use when layout space is very limited or to accompany titles in a list.

1.1 Using the Listen on Apple Music badge

The Listen on Apple Music badge must be used in all marketing communications promoting music content on Apple Music. Use the badge in your email, digital ads, apps, websites, and whenever else you promote your music. If you use the badge online, you must include a link to Apple Music. See "Linking to Apple Music and iTunes" on page 7.

The Listen on Apple Music badge is a promise to your audience of a high-quality listening experience. Follow these guidelines to make sure you're using the Apple Music badge correctly. Marketing materials don't usually require approval by Apple, but there are a few exceptions. Written approval from Apple is required for materials used in:

- TV or print media
- Any marketing format with high visibility
- Custom photography or video in which Apple products appear

Be sure to allow at least seven business days for review and approval. See "Apple Approval" on page 12 for details.

1.2 Badge artwork

Use only the badge artwork provided by Apple. Never create your own Apple Music badge or change the artwork in any way.

Artwork can be downloaded on the Affiliate Resource site.

If you create marketing material for the web or onscreen communications, use the high-resolution scalable artwork in SVG format. For printed material, use the badge artwork in EPS format.

Escúchalo en MUSIC

Localized badge artwork is available with the *Listen on* message translated into 37 languages.

1.3 Localized badges

Apple offers the Listen on Apple Music badge artwork with the words *Listen on* translated into many languages. The service mark *Apple Music* always appears in English. Never translate the words *Apple Music.* Do not create your own translated or localized badge.

Localized badge artwork is available in Arabic, Bulgarian, Chinese (Simplified), Chinese (Traditional), Czech, Danish, Dutch, Estonian, Filipino, Finnish, French, German, Greek, Hebrew, Hungarian, Indonesian, Italian, Japanese, Korean, Latvian, Lithuanian, Malay, Maltese, Norwegian, Polish, Portuguese, Portuguese (Brazil), Romanian, Russian, Slovak, Slovene, Spanish (Spain), Spanish (Latin America), Swedish, Thai, Turkish, and Vietnamese.

Localized badge artwork can be downloaded at the Affiliate Resource site.

1.4 Badge placement

Use only one Listen on Apple Music badge in your layout or video. Place the badge below or to the right of the images and copy promoting your content. Keep the badge smaller than your other images and main message. Don't make it the dominant artwork.

If you include the Apple Music badge along with badges for other music services, place the Listen on Apple Music badge first in the lineup of badges.

1.5 Apple Music and iTunes two-badge option

Most communications should display either an Apple Music or an iTunes badge.

The option of displaying an Apple Music badge and an iTunes badge together is available for use in certain apps and high-profile interactive communications. With this option, the Listen on Apple Music badge and the Buy on iTunes badge are displayed side by side, giving customers a choice for their music experience.

Approval from Apple is required to use the two-badge option. To obtain Apple approval, send a request to our support helpdesk. Include a description of your app or marketing campaign. Upon approval from Apple, artwork and usage instructions for both badges will be provided.

To link to the iTunes Store, affiliates can use the Get it on iTunes badge. For information and to download badge artwork, see the iTunes Identity Guidelines: Movies, Music, and TV.

The Buy on iTunes badge is specially designed to appear along with the Listen on Apple Music badge. Artists and label marketing groups can use this two-badge solution with Apple's permission.

If you are an iTunes affiliate using a stand-alone iTunes badge, use the Get it on iTunes badge. Do not use the Buy on iTunes badge by itself.

Section 2
Graphic Standards

one-tenth
badge height

2.1 Minimum clear space

Follow these guidelines for print and digital material: Minimum clear space around the badge should be at least one-tenth the height of the badge. Don't place photos, typography, or other graphic elements inside the minimum clear space area. Allow more space whenever possible.

10 mm
40 px
min

2.2 Minimum size

Minimum badge size is 10 mm for use in printed materials and 40 pixels for digital use. Don't make the badge the dominant graphic. The small badge should be 12 pixels high or larger.

12 px
min

On mobile devices

If you have advertising with very limited layout space, such as banners for mobile devices, use a badge size that's clearly readable on these devices. Minimum clear space around the badge should be at least one-tenth the height of the badge.
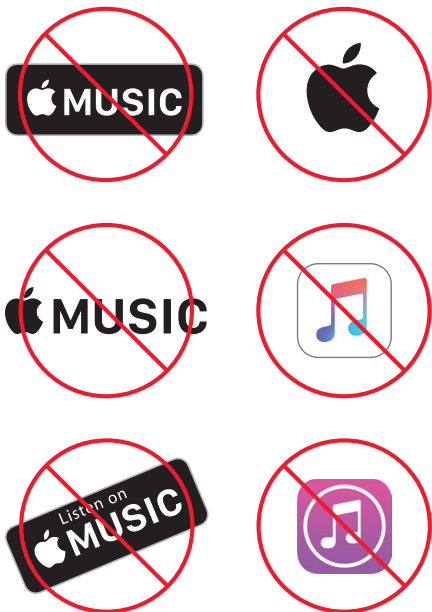
2.3 Backgrounds

The Listen on Apple Music badge must always appear in black and white. The gray border around the badge is part of the badge artwork and must not be left out.

You can place the badge on these backgrounds:

- Black or white background
- Solid-color background
- Background image that doesn't affect the readability of the badge

2.4 Avoid mistakes

Use only the Listen on Apple Music badge artwork provided by Apple.

- Do not eliminate the *Listen on* call-to-action message.
- Do not modify, angle, animate, rotate, or tilt the badge.
- Do not use the Apple logo alone.
- Do not use icons, logos, or graphics from the Apple website or from Apple apps.

Section 3
Linking to Apple Music and iTunes

3.1 Requirements

You must provide a link to Apple Music or iTunes wherever a badge is used online. You can link to any song, video, album, artist, or page on Apple Music or iTunes. Podcasts, movies, and TV shows are still available for linking on iTunes. Apple Music– and iTunes-related text in body copy can also link to Apple Music or iTunes.

3.2 Instructions

Advanced tools for linking to content are available. The Search and Lookup web API can be used for real-time lookup of iTunes, iBooks, App Store, and Apple Music links and metadata. RSS feeds can be used for displaying top charting content. Enterprise Partner Feed (EPF) makes the entire iTunes, Apple Music, and App Store catalogs of metadata and links available for download processing within your own database. The documentation for these tools can be found at http://www.apple.com/itunes/link/.

Any existing link to iTunes may open in Apple Music if the customer has already become a member. There are some occasions where you may want to override the behavior of a link and open the iTunes store or Apple Music.

How do I create links that always open Apple Music?
For any iTunes artist, album, song, or music video URL, simply append the parameter "app=music". This parameter can be added before or after other parameters, but be sure all parameters follow the "?" and are separated by "&".

Apple Music example: https://itunes.apple.com/us/album/roar/ id690928033?i=690928331&app=music

How do I manually create links to iTunes?
For any existing iTunes artist, album, song, or music video URL, simply append the parameter "app=itunes". This parameter can be added before or after other parameters, but be sure all parameters follow the "?" and are separated by "&".

iTunes Store example: https://itunes.apple.com/us/album/roar/ id690928033?i=690928331&app=itunes

If customers do not have iTunes software installed, an iTunes link takes them to the iTunes download page, where they can download iTunes software for Mac or Windows free of charge.

Section 4
Messaging and Style

The key to a great marketing campaign is clear and effective messaging. To make sure that your content is the star of your message, we've included some tips to keep in mind when you promote Apple Music.

4.1 Messaging

There are three ways to enjoy Apple Music: music, radio, and Connect. You can focus on one of these areas in your communications or refer to Apple Music overall.

Use the sample messages below as a starting place to craft your own messages related to your music and unique content.

Short sample message

> With Apple Music, you'll get just about every song ever recorded—and the experts to recommend the right ones for you. A direct line between you and your favorite artists. And your entire music library. It's all the ways you love music. All in one place.

Long sample message

> When you're an Apple Music member, all the music you already have lives right alongside just about every song ever recorded. Plus, experts help you find the right music—hand-selecting songs, artists, and albums based on what you already listen to and like. You'll also hear the best new music in the world on Beats 1, broadcasting live from Los Angeles, New York, and London. And with Connect, your favorite artists share new songs, personal videos, and more exciting material. It's all the ways you love music. All in one place.

Sample message lines

> Listen to <artist/playlist> on Apple Music anytime
>
> New <song> from <artist> now playing on Apple Music
>
> Connect with <artist> on Apple Music and watch the <song> recording session
>
> New <album> as heard on Beats 1 radio
>
> Connect with <artist> and discover unique playlists
>
> Listen to the complete <artist> collection on Apple Music

Use the words *hear, listen,* and *playing*, rather than *stream* or *streaming*.

> Hear <song> and other great <artist> hits on Beats 1 radio
>
> Listen to the new <artist/album> on Apple Music
>
> <Artist/Song> now playing on Apple Music

4.2 Referring to iTunes

If you refer to iTunes in your communication, make sure you distinguish the offers.

> Listen to <artist's> new <song> on Apple Music or buy it on iTunes.

The word *iTunes* is always typeset with a lowercase *i* and an uppercase *T* followed by lowercase letters, even when it's the first word in a sentence, paragraph, or title.

iTunes is always in English. Never translate the word *iTunes*, even when it is surrounded by copy or spoken communications in a language other than English.

4.3 Referring to Beats 1

Always typeset *Beats 1* with an uppercase *B* followed by lowercase letters then a letter space and the numeral *1*. The word *radio* can follow *Beats 1*.

Correct:
Beats 1
Beats 1 radio
Beats 1 radio on Apple Music

Incorrect:
Beats1
Beats One
beats 1

Do not translate *Beats 1*. Always say the word *one* in *Beats 1* in English even when spoken communications are in a language other than English.

4.4 Using *Apple Music* in marketing copy

Typesetting

Always typeset *Apple Music* as two words with an uppercase *A* and an uppercase *M* followed by lowercase letters.

Correct:
Apple Music

Incorrect:
AppleMusic
APPLE MUSIC
iMusic

Localization

Always use the name *Apple Music* in English, even when it appears within text in a language other than English. Do not translate the word *Music* within the name *Apple Music*. Do not transliterate *Apple Music* or *Music*, such as rendering it in katakana in Japanese. Do not translate *Apple Music* in spoken promotions such as radio advertising or voiceover scripts. Always say *Apple Music* in English, even when a promotion is being broadcast in a language other than English.

Language

Always say *on* Apple Music. Do not use *from, at,* or *in*.

Correct:
New songs on Apple Music
Listen to playlists on Apple Music

Incorrect:
New songs in Apple Music
Listen to playlists from Apple Music

Do not make *Apple Music* possessive. Do not say *Apple Music's*. Modifiers such as *services*, *playlists, tracks,* or *songs* can be plural or possessive.

Correct:
Apple Music services
Apple Music tracks

Avoid redundancy when crafting a message.

Correct:
Listen to music on Apple Music

Incorrect:
Listen to Apple Music music

When describing how to access Apple Music, you can refer to *the Music app on iOS* or to *iTunes on OS X.* You can also refer to *the Music app on your iPhone* or *iTunes on your Mac.* Do not refer to *Apple Music* as an app.

Correct:
Access Apple Music in the Music app on your iPhone or in iTunes on your Mac.

Incorrect:
Access the Apple Music app on your iPhone.

Do not use superlatives to describe Apple Music.

Correct:
<Artist> playlist on Apple Music

Incorrect:
<Artist> playlist on the amazing new Apple Music

Referring to Apple
Always use the complete name *Apple Music.* Don't use *Apple* alone.

Correct:
New tracks on Apple Music

Incorrect:
New tracks from Apple

Do not indicate any kind of sponsorship or endorsement by Apple. Do not imitate Apple communications. Do not use product images or headlines and copy from www.apple.com.

4.5 Using Apple product names
Follow these guidelines when using Apple product names. Your marketing message should focus on your content, not on Apple.

- Use Apple product names such as *Apple Watch, iPhone, iPad, iPod touch,* and *Mac* to indicate that your music or content can be enjoyed on these devices. Do not list Apple products that aren't supported.

- Always use the correct Apple product names with proper capitalization: *iPhone, iPad,* and *iPod touch.* Don't use variations such as *touch* or *iTouch.*

- The product names *iPhone, iPad,* and *iPod* are always typeset with a lowercase *i* and an uppercase *P* followed by lowercase letters, even when those names come first in a sentence, paragraph, or title. The word *touch* in *iPod touch* is always typeset with a lowercase *t.*

- Always use Apple product names such as *Apple Watch, iPhone,* and *iPad* in singular form. Never make Apple product names plural. Instead, use modifiers in plural form, such as Apple Watch *collections* or iPhone *models.*

- Do not translate *Apple Watch, iPhone, iPad, iPod touch,* or any other Apple trademark. Always set Apple trademarks in English, even when they appear in copy in a language other than English.

- Do not refer to Apple devices using generic terms such as *smartphones* or *tablets.* Use the specific Apple product names.

- Do not imply that your music is sponsored or endorsed by Apple.

You must attribute trademarks and use the correct credit line for every Apple trademark used in your communication. See "Legal Requirements" on page 13.

4.6 Other platforms and devices

Do not use the company or brand names of competitive mobile or desktop devices. Instead, refer to the operating system.

Correct:
Listen to the new album on Apple Music for iOS, OS X, and Android.

Incorrect:
Listen to new workout playlists on your iPhone or <brand name of competitive product> anytime.

4.7 Graphics

Do not create graphics, illustrations, or logotypes to represent Apple Music. If Apple provides you with graphic assets or a layout template, do not alter the Apple Music identity graphics in any way. Use only the artwork provided by Apple.

Do not imitate Apple communications. Do not use copy, graphics, type, or layouts from www.apple.com. Your layout should reflect the look and feel of your brand.

Apple logo
In marketing headlines and copy, never replace the name *Apple* with the Apple logo. Spell out the full name *Apple Music*.

4.8 Contests and sweepstakes

Apple doesn't approve the use of Apple devices such as Apple Watch, iPhone, or iPad as prizes or rewards in contests and sweepstakes. Do not indicate that your contest or sweepstakes is sponsored or endorsed by Apple.

4.9 Legal notifications

Provide appropriate credit attribution for Apple trademarks and use appropriate trademark symbols in your communications as described in "Legal Requirements" on page 13.

Section 5
Apple Approval

5.1 Requirements

Most marketing materials don't require approval by Apple. However, we require that you obtain written approval from Apple for any material created for:

- TV or print media
- Any high-visibility marketing format
- Custom photography or video in which Apple products appear

5.2 Submission instructions

Send your materials to our support helpdesk. Give us at least seven working days to review your material. Make sure you include:

- Contact name with email address and phone number
- Apple ID or Apple Music URL for your music or Connect content
- Details of media, such as TV or print
- Where and when the campaign will run
- Amount of your media spend
- How many impressions you expect

Be sure to include:

- Label
- Artist
- Album or song title

If your material is less than 20MB in size, attach it to your email. Attachments larger than 20MB should be provided by FTP server or another web-delivery service. Make sure you provide the link or the user name and password for the FTP server.

All email should be in English. Include an English translation of your materials if necessary.

If we don't respond within seven days, it doesn't mean that the content has been approved.

We can review materials that are in progress. However, all final materials must be approved by Apple before publication.

Send your content in a standard format, such as PDF or JPG for images and MP4 for videos. Submit only high-resolution layouts and images.

Section 6
Apple Legal Requirements

6.1 Credit lines

Use the appropriate credit lines in all communications worldwide. List only the Apple trademarks actually used in your materials.

When using the name *Apple Music* in communications, include these credit lines wherever legal copy is shown:

> Apple is a trademark of Apple Inc., registered in the U.S. and other countries. Apple Music is a service mark of Apple Inc.

When using the name *Beats 1* in communications, include this credit line wherever legal copy is shown:

> Beats 1 is a service mark of Apple Inc. or its affiliates.

Follow standard practices for the placement of legal copy, such as creating additional screens or providing interactive links. Include the credit lines only once on your communication or website.

6.2 Trademark symbols

In communications distributed only in the United States, the correct trademark symbol must follow any Apple trademark the first time it is mentioned in body copy. For Apple Music and Beats 1, use the service mark symbol (℠). Do not use a symbol in headlines.

Apple trademark symbols are listed on the Apple Trademark List.

6.3 Further information

For the most current information on using Apple trademarks, visit Guidelines for Using Apple Trademarks and Copyrights.

Section 7
Support

7.1 Resources
Affiliate program information:
http://www.apple.com/itunes/affiliates/

Linking instructions:
http://www.apple.com/itunes/affiliates/resources/updating_links.html

Download badge artwork:
http://www.apple.com/itunes/affiliates/resources/apple_music_badges.html

Guidelines for Using Apple Trademarks and Copyrights:
http://www.apple.com/legal/intellectual-property/guidelinesfor3rdparties.html

7.2 Contacting Apple
For questions about the affiliate program or linking:
http://affiliate.itunes.apple.com/support

For questions about badge use and branding or approval of marketing materials:
http://support.itunes-marketing.com/hc/en-us

Claim an Artist Connect Profile:
http://www.apple.com/itunes/working-itunes/connect/