



Apple Identity Guidelines

For Channel Affiliates and Apple-Certified Individuals

The Apple identity is a seal of approval and a promise of quality. When you are authorized or certified 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.

Apple Requirements

The Apple channel signatures and graphics described in these guidelines are for use only by current Apple channel affiliates who have signed the Apple Reseller Agreement and by individuals with a current Apple certification. Apple channel affiliates and Apple-certified individuals must follow these guidelines when publicizing their relationship with Apple in communications.

Apple reserves the right to withdraw permission to use an Apple channel signature at any time if the use of the signature is inconsistent with these guidelines or is otherwise deemed inappropriate by Apple. Apple channel signatures cannot be used in connection with any communications that do not meet the criteria outlined in the Apple Reseller Agreement or Apple Certification Agreement.

Apple channel affiliates and Apple-certified individuals must comply with these guidelines, notwithstanding anything to the contrary in the “Guidelines for Using Apple Trademarks and Copyrights” at www.apple.com/legal/trademark.

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Apple Channel Signatures

A signature is the combination of the Apple logo with a logotype (a name like “Authorized Reseller” set in specially designed type). Apple channel signatures communicate your relationship to Apple. Always use the correct signature based on your contractual relationship with Apple.

Channel affiliates and certified individuals should never allow the Apple logo to stand alone in their communications.

The appropriate channel signature can be applied to advertisements, websites, store signs, stationery, and other communications as long as the relationship to Apple is not obscured or distorted. The Apple channel signature must always be smaller than your business or store identity and placed in a layout position that is secondary to that identity. Guidelines for sizing the signature are located in the *Store Exterior* section on pages 34–35. Never use an Apple channel signature in place of your business or store identity.

Using one signature

Use only one Apple 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 example, 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. If the communication features training capabilities, use only the Authorized Training Center signature.

Apple channel signature configurations

The basic Apple signature configurations are shown below. Sometimes a descriptor is added to the signature. Always use one of these approved configurations on your communications. Signature artwork is provided by Apple. Never alter the artwork in any way.



One-line signature



Two-line signature



Two-line signature with descriptor

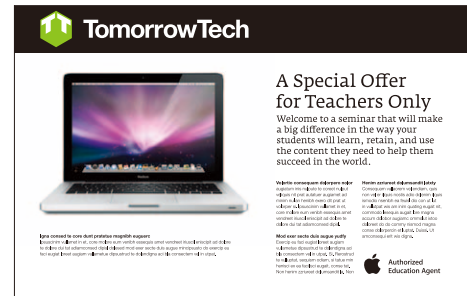
Choosing a Configuration

The choice of signature configuration will depend on your graphic layout. The one-line signature is used when there is ample horizontal layout space. The two-line signature is more compact. It can be used when both vertical space and horizontal space are limited.



One-line signature

In the one-line signature, both the type and the Apple logo are clearly legible at a small size. It is ideal for horizontal layout space.



Two-line signature

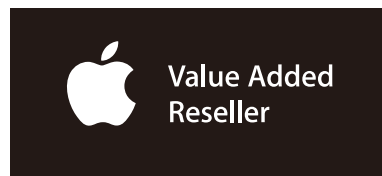
Promotions and advertising offer very limited layout space. The two-line signature is a compact configuration that fits in small spaces.

Signature Color

Apple channel signatures can be shown only in all-black or all-white. When placing a signature on black or color backgrounds, use an all-white signature reversed out of the background color. Never place an Apple channel signature on a visually cluttered or patterned background.



All-black signature



All-white signature

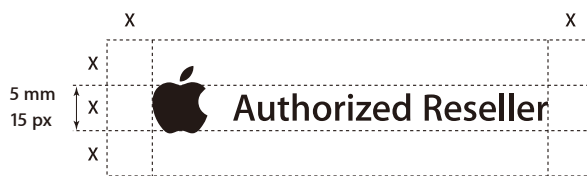
Minimum Clear Space and Minimum Size

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 allow photos, typography, or other graphic elements to enter the minimum clear space area.

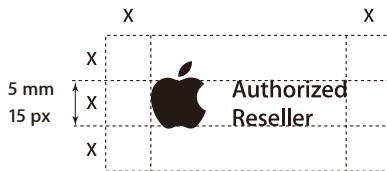
Minimum size

The minimum signature size should be used only when layout space is extremely limited. Use the signature at a larger size whenever possible. Make sure the Apple channel signature is smaller than your store or company identity.



One-line signature

The minimum size is 5 mm in print and 15 pixels onscreen, measuring the height of the Apple logo from dimple to dimple as shown. Allow minimum clear space as shown.



Two-line signature

The minimum size is 5 mm in print and 15 pixels onscreen, measuring the height of the Apple logo from dimple to dimple as shown. Allow minimum clear space as shown.

Two-line signature with descriptor

The minimum size is 5 mm in print and 20 pixels onscreen, measuring the height of the Apple logo from dimple to dimple as shown. Allow minimum clear space as shown.



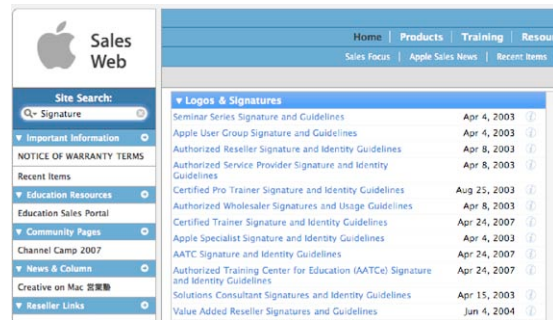
Onscreen use

For any signature used onscreen, allow minimum clear space of .5X if layout space is extremely limited.

Artwork

Apple Sales Web (ASW)

Current signature artwork files can be downloaded from ASW. In addition to signatures, a wide variety of Apple resources is available on ASW, including the latest Apple product photos, promotional information, and sales tools. You can register for Apple Sales Web at sales.apple.com.



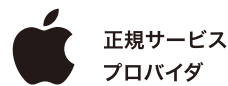
ASW is your source for Apple artwork and sales tools.

Localized artwork

Master artwork for Apple channel signatures is localized for more than 22 countries around the world. Localized artwork is available on ASW or from the Apple representative in your region.



Portuguese signature



Japanese signature

Outdated artwork

Do not display out-of-date Apple graphics. Use only the current artwork for your Apple channel signature.



Obsolete signature



Current signature

Typography

The Apple corporate font

Apple marketing materials use a modified version of the Myriad font called Myriad Set. Myriad Set should be used only in marketing materials and presentations provided to you by Apple. It cannot be used in your own or a third party's marketing materials or presentations. Do not imitate Apple typography by using a version of Myriad on your communications.



Use your company's fonts on Apple-related communications and in-store displays. Emphasizing your company's identity creates a stronger customer experience and helps avoid confusion.



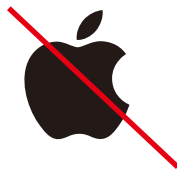
Do not imitate the Apple typographic style.

Avoid Signature Mistakes

Do not alter Apple channel signature artwork in any way. Always use the complete electronic artwork provided by Apple.

Avoid these common mistakes

- Never use the Apple logo alone on your communications, except as noted below.
- Do not remove the Apple logo or alter the relationship of the elements in any way.
- Do not change the font or alter the spacing between letters.
- Do not incorporate the Apple channel signature into your company identity.
- Never create a new signature that combines the Apple logo with your business name.
- Do not reproduce the signature using any color other than 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.



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.



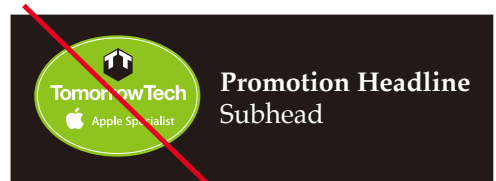
Do not alter the typographic proportions. Do not place a registered trademark symbol next to the Apple logo.



Do not change the color.



Never use an Apple channel signature as a decorative border or pattern.



Do not link an Apple channel signature to your company's identity by placing it in a shape or background field that is part of your identity.

Displaying Multiple Apple Authorizations

If you have multiple authorizations from Apple, select the signature that is most clearly related to a 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 Apple Authorized Education Reseller signature. If the communication features training capabilities, use only the Apple Authorized Training Center signature.

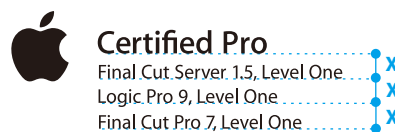
When multiple Apple products are featured, do not accompany each product with a signature. Use only one Apple channel signature on the layout. If the communication features products from more than one company, place the Apple channel signature near one of the Apple products on the layout.

Multiple channel signatures can appear on your About Us web page, placed near corresponding descriptions of your company's capabilities (see [Websites](#) on page 19).

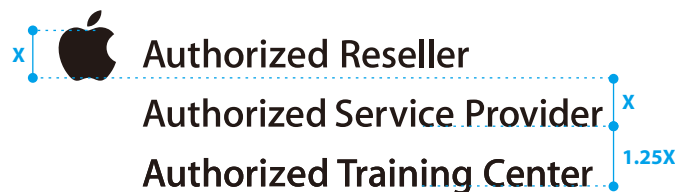
If your layout space is limited and you are displaying an overview of multiple Apple authorizations, follow the guidelines on this page. Always use the artwork provided by Apple. Only when multiple authorizations are displayed can the type in a signature be separated from the Apple logo as shown below.



Two-line signatures, vertical alignment.
X is equal to the height of the Apple logo, measured from dimple to dimple.



Category designations can be stacked if they share the same certification title. X is equal to the measure from baseline to baseline of type.



One-line signatures, vertical alignment.
X is equal to the height of the Apple logo, measured from dimple to dimple.



Optional: Two-line signatures, horizontal alignment.
X is equal to the distance between the Apple logo and the type.

Avoid Mistakes When Displaying Multiple Apple Authorizations

Avoid these common mistakes when displaying multiple Apple authorizations. Always combine matching signature configurations. Do not stack multiple channel signatures. The Apple logo cannot be repeated in stacked signatures. Make sure you distinguish between authorizations given to businesses and certifications awarded to individuals (see the [Apple-Certified Individuals](#) section on page 45). Do not combine a certification with an authorization.



Do not combine a business authorization with a personal certification. Certifications are awarded to individuals, not businesses.



Do not display more than one signature with the Apple logo on a single page or surface.



Do not combine a one-line signature with a two-line signature. Combine matching configurations.

Frequently Asked Questions

I have older Apple graphics in my store. Can I still use them?

Do not display outdated graphics. You are required by Apple to comply with the most up-to-date graphic standards shown in these guidelines. In addition, using older graphics may suggest to customers that you offer outdated products. It is a well-known retail phenomenon that refreshing a store's graphics increases sales.

Apple no longer uses a "glass" logo or the Garamond font. And surprisingly, though the rainbow-striped Apple logo has been obsolete for over 15 years, it is still displayed in some Apple channel stores around the world. If you want to hang onto that rainbow-striped logo, keep it in your private office where it cannot be seen by customers.

If you have questions, contact your Apple representative.

How can I find out more about Apple Sales Web?

The Apple channel affiliate sales portal, Apple Sales Web (ASW), provides advertising materials, data sheets, FAQs, product part numbers, pricing information, presentations, product videos, product photography, and more on demand, 24 hours a day. Your Apple representative can provide more information about ASW.

- To register for access, visit <https://asw.apple.com> and click the "Register here" link. If you need help with access, please visit the Apple Sales Web contact page at <http://asw.apple.com/contactus.html>.
- Use the search function in ASW to find specific items. For example, searching for "signature," "artwork," or "corporate identity" will take you to information on using the Apple identity for resellers.

Using Apple Assets

Apple product photography

Every aspect of Apple product photography, from framing and composition to lighting and camera angle, is carefully controlled by Apple. Use only current product photos designated for use by Apple resellers and available on ASW. Do not use Apple's lifestyle or other promotional imagery. Never download or copy an image from Apple's website at www.apple.com.

Apple provides resellers with a wide variety of high-quality product photos. It is most effective to use the photo assets provided by Apple. Resellers can shoot their own Apple product photography only when a distinctive photographic style is an essential part of the reseller's brand identity.

Make sure you use Apple product photos at a resolution appropriate to the output size.

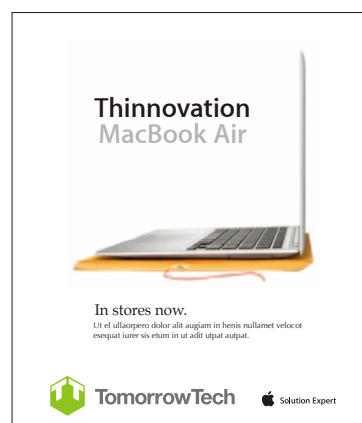
Avoid these common mistakes

- Do not place an Apple product image on a busy, colorful, textured, or patterned background. Apple product photos can be placed only on a white, off-white, light gray, or black background or on a promotional background provided as part of the image.
- Do not alter Apple product photos or add type, violators, or other graphics.
- Do not animate or enhance Apple product photos.
- Use only the screenshots provided by Apple; do not alter them or create your own screens.

Marketing messages

You can use Apple marketing messages that are provided as part of sales tools or photos on ASW. If an Apple-produced marketing message is part of the Apple asset, do not alter it in any way.

You can develop your own marketing messages that are specific to your business. Use the tone and style of your identity; do not imitate the Apple tone or copy style.



A marketing message is sometimes provided by Apple as part of an asset. Do not add your own marketing message to Apple assets that include a message—use the one provided.



If a marketing message is not provided by Apple as part of the asset, you can develop your own messaging related to your business using the tone of your company's communications.

Avoid Photography Mistakes



Type

Do not place type or graphics on an Apple product photo.



Backgrounds

Do not place an Apple product photo on a busy, colorful, or cluttered background. Use the background provided by Apple as part of the photo. Resellers can place Apple products only on solid white, off-white, light gray, or black backgrounds or on a background provided by Apple.



Violators

Never place a violator on an Apple product image. Violators and other graphics can be placed beside a product image or in the text that describes the product.




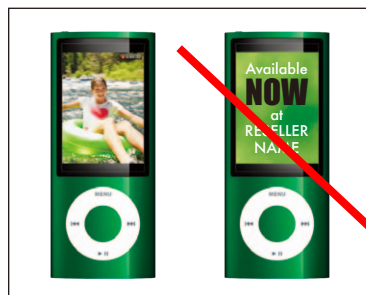
	Product Apple Logic Studio Brand Apple Price Contact Us at XXXX XXX
	Product Apple Time Capsule Brand Apple Price Contact Us at XXXX XXX
	Product Apple Xserve Brand Apple Price Contact Us at XXXX XXX

Photo selection

When photos accompany products in a list, select photos with a solid white or solid black background to make it easier for customers to see the product. The background of the Time Capsule photo shown above is for promotional uses and is not a good choice to accompany a list of products and descriptions.



Screen images

Never replace the screen images provided as part of ASW assets. Use Apple product photos with the screen images provided. If you are also an application developer enrolled in the iPhone Developer Program, do not display your app in an Apple product promotion. Follow the instructions provided to iPhone developers by Apple and promote your app separately from Apple products.



Image resolution

Use images at an appropriate resolution. The image shown here is displayed at a size that is too large for the digital resolution of the photo, resulting in a blurry image.

Websites

Your website should have its own look and feel and should not copy the Apple website at www.apple.com. Approved product information and marketing tools for resellers are provided on ASW.

Do not use imagery or other graphic elements obtained from www.apple.com. Proprietary images and graphics used on Apple's website include but are not limited to Cascading Style Sheets, "buy now" buttons, background images, lifestyle photography, product icons and imagery, and navigational elements, particularly those with design effects that are strongly associated with Apple's online presence and constitute Apple's intellectual property. Do not transfer or imitate images or effects on www.apple.com. Do not use Apple's proprietary font, Myriad Set, on your website (see [Typography](#) on page 10).

Promoting your affiliation with Apple

On each page of your website that features Apple products or services, one Apple channel signature must be clearly associated with the Apple offering and must be smaller than your company identity. The signature must conform to the color, size, clear space, and other graphic standards in these guidelines.

Here are points to watch for when using your Apple channel signature on the web:

- Do not place the signature on a visually cluttered or patterned background.
- Do not make the signature transparent.
- Do not rotate or animate the signature.
- Maintain appropriate clear space around the signature (see the guidelines on page 8).
- Do not use an Apple logo alone. Always use your Apple channel signature.



Use only one Apple channel signature on each page that features an Apple product or service. Select the signature that is appropriate for the content of the page. This page provides information about training, and the Apple Authorized Training Center signature is used.



If you have more than one authorization from Apple, you can feature multiple channel signatures on your About Us page, placed near the corresponding descriptions of your company's capabilities (see [Displaying Multiple Apple Authorizations](#) on page 12).

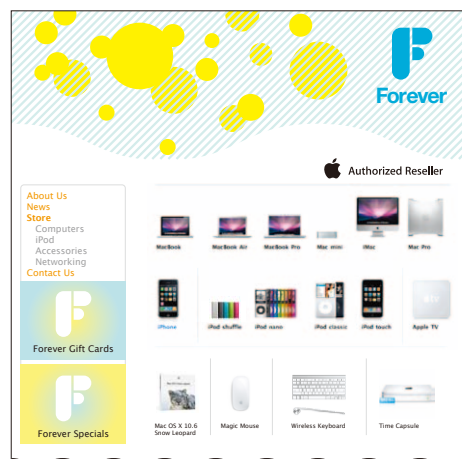
Keep Your Website Current

Your customers rely on you to provide them with the most current information about Apple products and services. The pages on your website that are dedicated to Apple products and solutions must be continually updated with the latest information from Apple.

On your website, use only current product photos and screenshots provided on ASW and designated for use by Apple resellers. New or revised Apple product photos should be added to the product section of your site as soon as possible after a product launch when they become available on ASW.

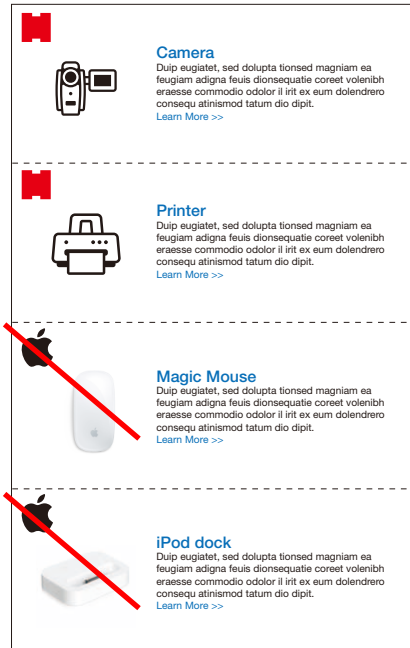
End-of-life (EOL) products can be displayed on your website only until product inventory has been depleted. EOL products must be removed from the site as soon as possible after the EOL notice is sent out or when inventory is depleted.

When a product is announced but is not immediately available, pricing and availability information should be clearly displayed. Make sure you update your site as soon as the product becomes available.

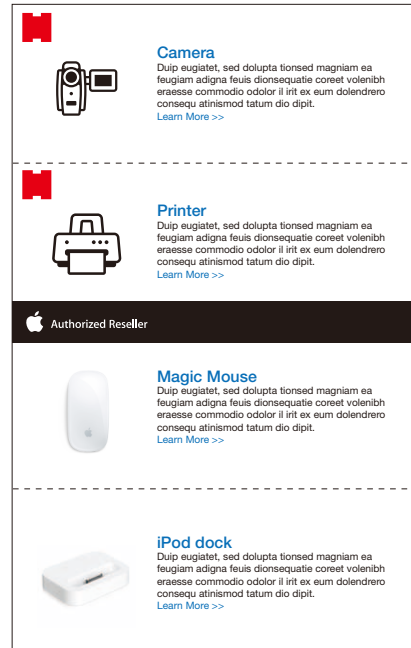


This web page features a complete Apple product offering along with the Apple Authorized Reseller signature.

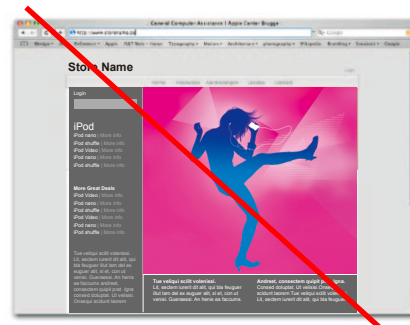
Avoid Website Mistakes



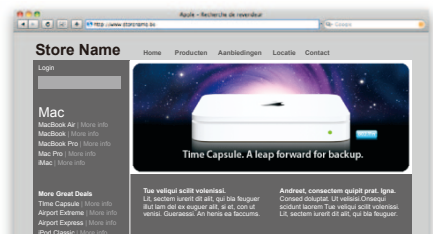
Never use the Apple logo alone on web pages.



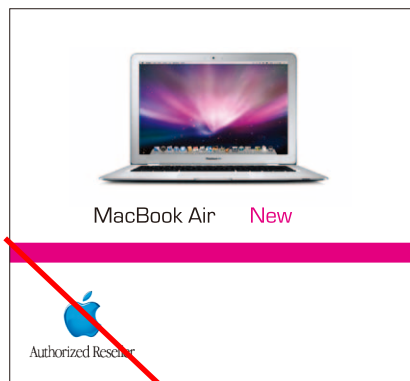
Display one Apple channel signature per page, placed on the layout near the Apple content.



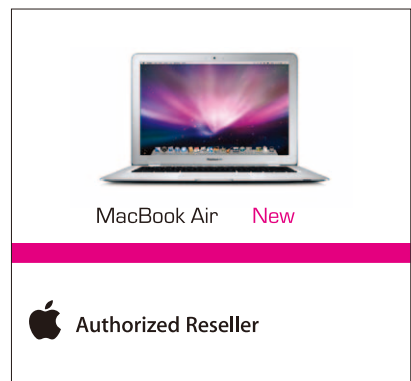
Do not use unauthorized Apple advertising or promotional assets.



Use only the images and promotions provided on ASW for resellers.



Never display outdated Apple identity graphics.



Resellers are required to update their communications to reflect the current graphic standards in these guidelines.

Advertising and Promotions

To achieve their marketing goals cost effectively, resellers should use their advertising resources for conventional print and online advertising. Layouts and additional information for print ads, banner ads, and email promotions are provided in the Apple product asset kits and other materials available on ASW.

Follow these guidelines for advertising:

- Don't market the marketing. Do not produce advertising before the product is available. Do not engage in nonconventional or stunt advertising to draw attention to a product launch.
- Use your advertising budget to secure premium positioning in desirable environments. Positioning priorities are the outside back cover for single-page creative and the inside front cover for two-page-spread creative.
- For print ads, focus your budget on a few large ads rather than many small ones. Full pages or two-page spreads are preferable to half, quarter, or smaller page units.
- For print and newspaper placements, focus on environments that are contextually relevant to the product and audience: technology, sports, men's and women's lifestyle, design, fashion, music, film. Select quality titles. Avoid environments that include gratuitous sex, gossip, and controversial topics such as weapons, drugs, politics, gambling, and sexuality.
- Use the marketing messages provided in the product asset kits on ASW. Do not change the intent or the tone of the Apple-provided product messaging.
- Do not alter the product image assets provided on ASW. Never replace the screenshots provided as part of the assets.
- If you are an iPhone app developer, do not combine your app promotions with Apple product advertising. Follow the instructions that are provided to iPhone developers by Apple.
- Comply with the trademark and credit line requirements in the [Using Apple Trademarks and Credit Lines](#) section on page 47.

Using an Apple channel signature on advertisements

On communications that promote or advertise Apple products or services, the Apple channel signature must be smaller than the reseller identity and placed in a secondary position. Never use an Apple channel signature in place of your company or store identity. An Apple channel signature must appear with any content that relates to Apple offerings. Use only one signature on a page or surface of a communication.

When multiple Apple products are shown, do not accompany each product with an Apple channel signature. Do not use the Apple logo alone to indicate that products are from Apple. Instead, show your channel affiliation by displaying an Apple channel signature near the list or grouping of Apple products.



Make sure your audience understands immediately who the communication is from. It should be clear that the advertisement or promotion is from your business, not from Apple. Always place your store identity in the primary layout position, with the Apple channel signature sized smaller than your identity and placed in a secondary layout position.

Printed Materials

Always check printed communications during the production process to ensure print quality and consistency throughout. Never use Apple assets on very low-resolution printed materials in which the details of product photos cannot be seen. Make sure the Apple channel signature is sized so that the Apple logo and type are clean and legible at the resolution used for the printed piece.

Color

White signatures should always reverse out of dark or bright-color backgrounds. When using a black signature, white, off-white, or neutral-color backgrounds are preferred. Avoid using bright-color backgrounds to draw attention to Apple products. Instead, place Apple products together, along with an Apple channel signature, in a designated area of the layout. A containing border can be used. For emphasis, Apple products can be shown at a larger scale than the surrounding images.



When black is not available

The Apple channel signatures can be printed in color only when black ink is not available, as on some one- and two-color printed materials. A signature can be printed in the color of the layout only when black ink is not used on the printed piece. This applies only to printed materials (such as flyers and print ads) with limited color availability.

Avoid Advertising Mistakes

Tradeshow Catalog

Correct

The signature is reversed to white out of a dark background and placed near the Apple product offering. Only one signature is used.

Incorrect

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



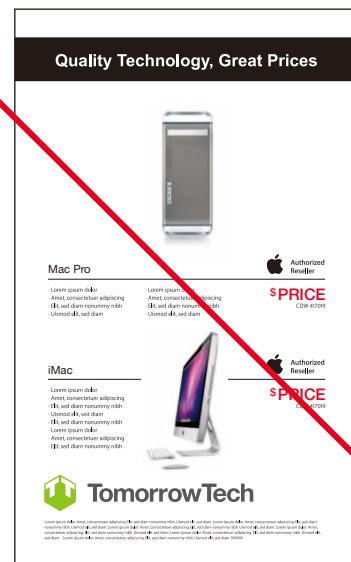
Print Advertisement

Correct

A single 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.



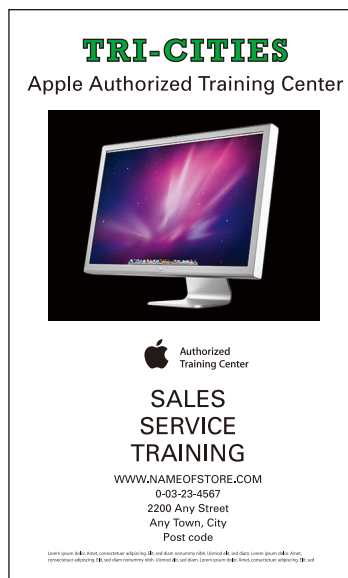
Magazine Advertisement

Correct

The Authorized Training Center signature promotes this reseller's training capabilities.

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 fits the content of the communication.



Specialty Advertising

To achieve their marketing goals cost effectively, resellers should use their advertising resources for conventional print and online advertising. Follow the instructions for print ads, banner ads, and email promotions provided in the Apple product asset kits and other materials on ASW. If other forms of advertising are commissioned, follow these guidelines and contact your Apple representative for information and approval.

If you are an Apple-approved iPhone app developer, do not advertise your app along with Apple products. Follow the instructions Apple provides for iPhone developers and keep app promotions separate from Apple product advertising.

Radio advertising

Produce a prerecorded radio spot using the messaging provided in the Apple product asset kits on ASW. The messages can be adapted for spoken dialogue, but do not change the intent of the Apple-provided messaging. Make sure the tone is straightforward, simple, and friendly. Your reseller store name must be a prominent part of the radio spot. It must be clear that the ad is from the reseller, not Apple.

If you direct live disc jockeys (DJs) to follow talking points based on Apple-provided messaging, they can be encouraged to add personal anecdotes related to their use of the Apple product.

Radio broadcasts spoken in a language other than English must say Apple trademark names in English. Do not translate Apple trademark names. Refer to the Apple Trademark List at www.apple.com/legal/trademark/appletmlist.html for the correct trademark names.

Broadcast advertising

Product photo assets provided on ASW can be used in broadcast advertising. Apple product images can be used to help illustrate the range of products offered by a reseller. It must be clear that the ad is from the reseller, not Apple.

You must submit a rough cut of your ad to Apple for approval before it is broadcast.

Always show the most current version of the Apple product. Use straightforward camera techniques such as a carefully controlled slow pan or zoom when shooting motion footage of a still Apple product photo. If your production budget allows for high-quality motion graphics editing, the product image can move in front of the camera in a straightforward manner—for example, a simple left-to-right rotation.

Never alter in any way the Apple image assets on ASW. Do not animate, twirl, or tilt the product image or use extreme motion techniques. Never indicate that the product can function in a way that is not accurate—it must be shown to function as it would in real life. For example, do not depict an Apple product flying through the air or floating in water. Never show an Apple product on a busy, colorful, or confusing background. Do not replace the screen that is provided as part of the image asset. Do not distort or change the color of the image asset.

Select a simple motion technique that is within your production budget. Presenting a simple, high-quality image is more effective than trying to achieve complex imagery that exceeds your budget.

Do not use video or lifestyle imagery from Apple's website at www.apple.com.

Apple credit lines must be included with other legal copy in the broadcast ad. See [Using Apple Trademarks and Credit Lines](#) on page 47.

Specialty Advertising (continued)

Displaying an Apple channel signature in broadcast ads

Do not display your Apple channel signature in broadcast ads unless the ad features Apple products exclusively. Your company or store identity must be prominently featured. The Apple channel signature can accompany the company or store identity and must be smaller than and clearly subordinate to that identity. Do not apply motion or color techniques to the Apple channel signature except for a simple fade in or fade out. Follow the graphic standards in the [Apple Channel Signatures](#) section on pages 5–14.

Video and motion graphics on the web

Follow the broadcast advertising guidelines for showing Apple photo assets in video on the web. You can provide a link to Apple's website at www.apple.com to send viewers to Apple-produced tutorials and video promotions.

Other specialty advertising

Apple does not support reseller specialty advertising such as large outdoor billboards or guerrilla marketing (the use of unconventional attention-getting devices). The assets provided on ASW are not designed for use in specialty advertising and are not suitable for the formats required. For example, images in outdoor large-format ads require a resolution of at least 300 dpi at 20 by 30 inches (51 by 76 cm). The image assets on ASW are not provided at this resolution.

Apple Store Identity

Apple trademarks and trade dress include the terms and fixtures developed by Apple for use in the Apple Store. This intellectual property, owned by Apple, contributes to the proprietary look and feel of an Apple Store.

Building a business identity that cannot be confused with Apple's identity will strengthen your business by helping your customers associate their in-store experience with your unique business offer.

To avoid customer confusion, Apple trademarks and trade dress cannot be used on channel affiliate signage or in channel affiliate stores. Examples include the following:

- Channel affiliate store names and company names cannot contain the names *Apple*, *Mac*, *iPod*, *Pod*, or any other Apple trademarks (unless expressly authorized under separate license).
- The Apple logo cannot be used alone in channel affiliate stores or channel affiliate communications. It can be used only as part of a channel signature as described in these guidelines.
- Channel affiliate locations may not use Apple-branded icons, terms associated with Apple-branded icons, or trade names developed for use exclusively by Apple Retail Store locations, including the following:
 - *Apple* in conjunction with *Camp* (Apple Camp)
 - *Apple* in conjunction with *Genius* (Apple Genius)
 - Genius Bar
 - *Mac* in conjunction with *Genius* (Mac Genius)
 - One to One
 - Personal Shopping
 - ProCare
- Channel affiliate stores may not use proprietary fixtures developed for use exclusively in the Apple Retail Store, Apple Premium Reseller stores, or other licensed Apple Retail Sales programs. Examples include:
 - Stainless steel wall panels inside or outside the store
 - Maple wood rectangular Parsons tables
 - Maple wood cantilever shelving
 - Maple wood consultation bars or Genius-like bars
 - Backlit horizontal translucent graphic panels
 - Staircases in glass or transparent material

Do not imitate the proprietary look and feel of an Apple Retail Store. Channel affiliate store design must brand the channel affiliate store experience so it is clear to customers that they are not in an Apple Retail Store.

Apple-authorized channel affiliates may not use Apple-branded icons, trade names, or product photography in conjunction with materials used in Apple Retail Store construction without displaying an Apple channel signature, to clearly identify the store as that of an independent channel affiliate.

In-Store Displays

You must have permission from Apple to promote your affiliation with Apple on in-store displays. Contact your Apple representative with your proposal for in-store use of an Apple channel signature. Include photos and floor plans.

Apple channel signatures must be used with Apple-exclusive product displays. If products from other companies are included, you cannot use an Apple channel signature on the display.



Refer to the "iPod Product Presentation Guidelines" for more information on creating in-store exhibits. Contact your Apple representative to obtain a copy of the guidelines.

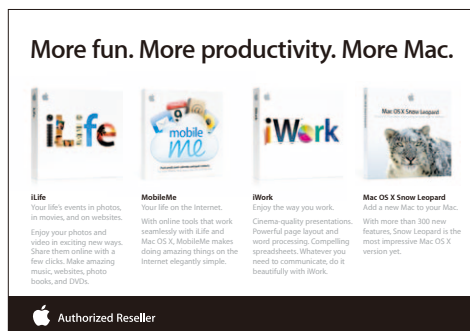
Apple-Provided POS Materials

Apple provides channel affiliates with a variety of point-of-sale (POS) materials. These items may include banners, posters, brochures, and promotional merchandise. Always use the materials as provided; do not alter them in any way. Do not reuse design or text elements from these materials in your communications. Do not copy the layout of Apple communications when designing your own communications. Never use images or marketing layouts from Apple's public website at www.apple.com.

You can display an Apple logo alone only if it has been provided by Apple as part of an Apple-produced POS display. Do not add a channel signature to a POS item that already includes an Apple logo. There can be only one Apple logo on a communication.

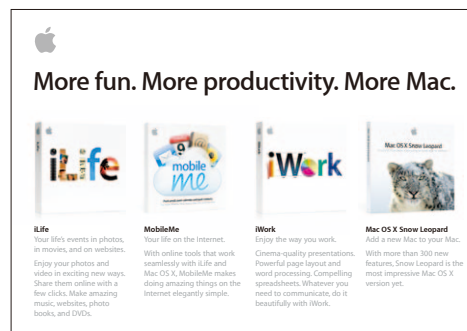
Never place an Apple logo on your own communications. Instead use your Apple channel signature.

In some regions, Apple provides custom display fixtures. These fixtures are reserved for the display of specific Apple products. Products from another company cannot be displayed in Apple-provided custom fixtures. The only exception is third-party accessories that are directly related to the Apple product on display.



POS poster provided by Apple with channel signature

If the Apple-provided POS item does not include an Apple logo, one Apple channel signature can be placed at the lower edge of the layout.



POS poster provided by Apple with Apple logo

If the Apple-provided POS item includes an Apple logo, do not add a channel signature.

Exterior Signs

Never use an Apple logo alone on your exterior store signage. Exterior store signs and fascias may include an Apple channel signature provided that they are first approved by Apple. Contact the Apple representative in your region when you are updating or producing new store signs and fascias that will include your Apple channel signature. Include photographs of your store exterior and a schematic drawing of your proposed signs. Make sure your schematic drawing includes dimensions for all elements.

The selection of signage elements will be determined by many factors, including local sign code requirements, the size and type of building, its areas of best visibility, and its architectural characteristics.

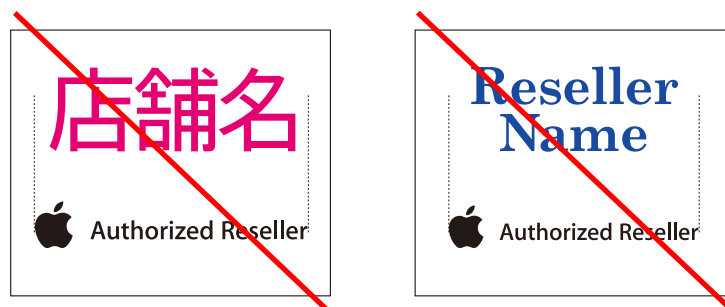
Signs should be used on the exterior of buildings only with permission from local building departments and in compliance with local building sign codes.

The following pages provide size, configuration, and layout specifications for store signs. Use only one Apple channel signature on each exterior face of your store. The Apple channel signature must follow your store name or identity, placed either below the identity as shown on page 34 or to the right of the identity as shown on page 35.

The specifications in this section can also be used for other communications. They will help you determine sizes and layout positions for your business or store identity and an Apple channel signature.



The Apple channel signature must be placed below or to the right of your store identity.

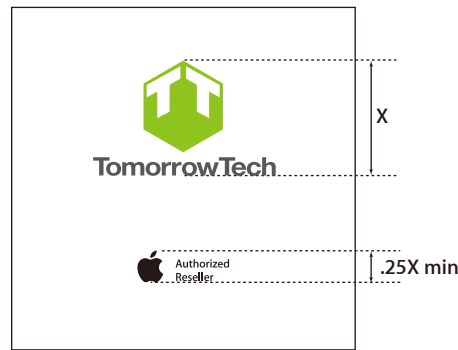


The width of the Apple channel signature cannot be greater than the width of your store identity. In these examples, the one-line signature is too wide; a two-line signature is correct.

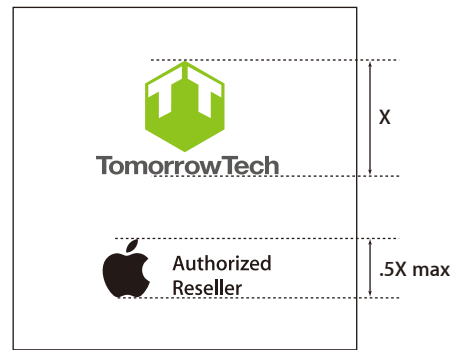
Determining Apple Channel Signature Size

These specifications can be used to determine size relationships for your business or store identity and an Apple channel signature on store signs and other communications.

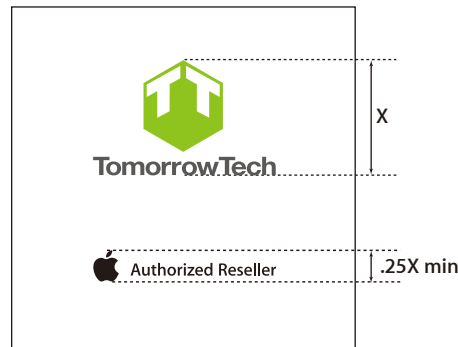
The height of an Apple channel signature (measuring the full height of the Apple logo) should be no less than 1/4 and no more than 1/2 the height of the reseller identity.



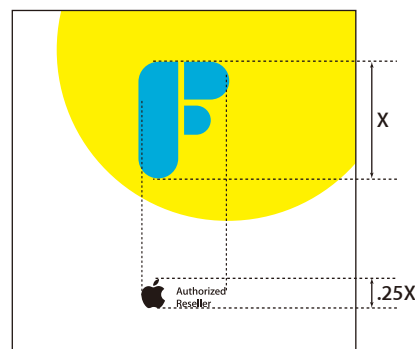
The height of an Apple channel signature should be no less than 1/4 the height of the reseller identity.



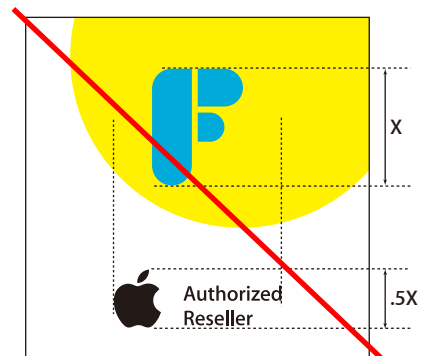
The height of an Apple channel signature should be no more than 1/2 the height of the reseller identity.



In this example, a one-line signature can be no more than 1/4 the height of the reseller identity (see width guidelines on page 33).



In this example, a two-line signature can be no more than 1/4 the height of the reseller identity (see width guidelines on page 33).



The channel signature cannot be wider than the reseller identity.

Determining Apple Channel Signature Size (continued)



The height of an Apple channel signature (measuring the full height of the Apple logo) can be no less than 1/4 and no more than 1/2 the height of the reseller identity.



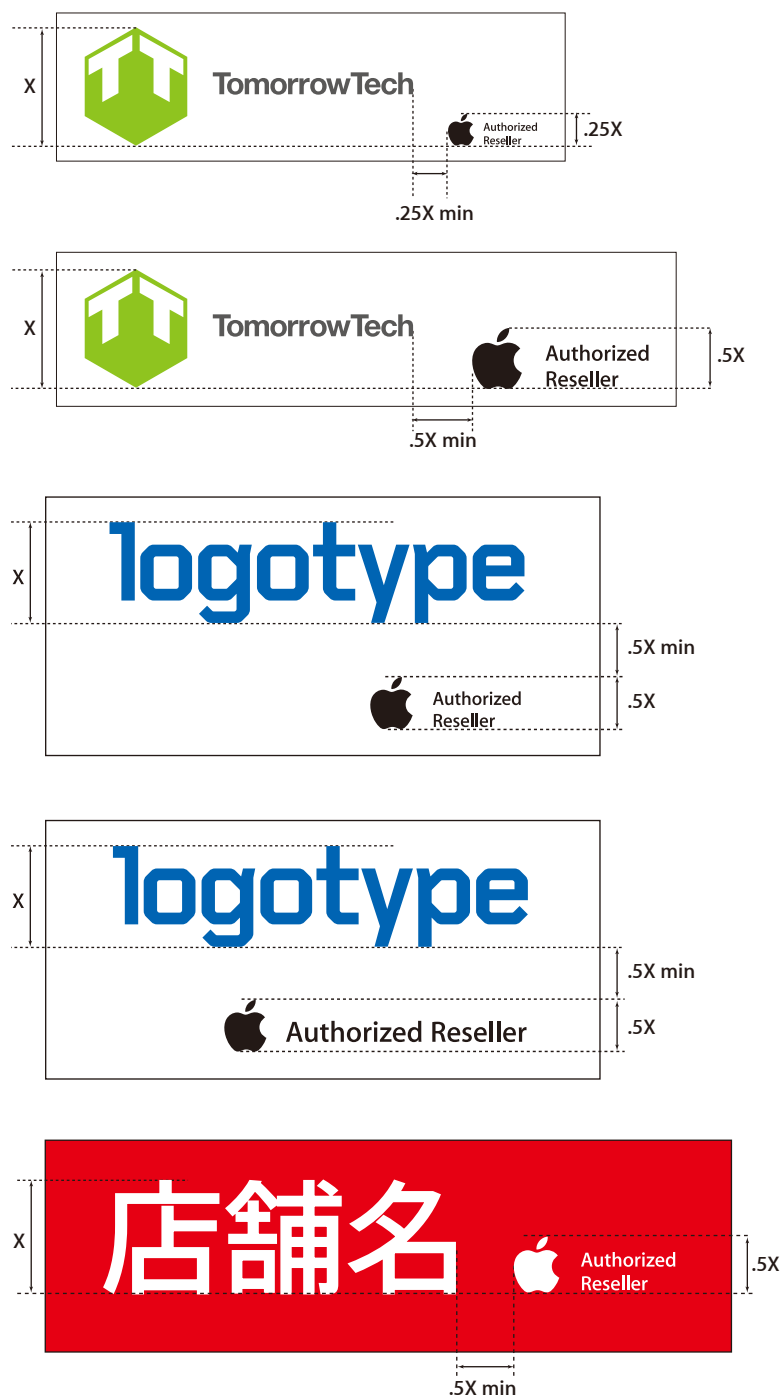
In this example, the height of the Apple channel signature is larger than 1/2 the height of the reseller identity.

Determining Apple Channel Signature Layout Position

These specifications can be used to determine layout positions for your business or store identity and an Apple channel signature on store signs and other communications.

The distance between your store identity and the Apple channel signature must be no smaller than the height of the Apple logo in the channel signature. Place the channel signature at a greater distance whenever possible.

The Apple channel signature must not be placed higher than the business or store identity. On narrow fascias or layouts, it can be placed on the same baseline as the business or store identity. On other communications, it can be placed elsewhere on the layout.



Illuminated Signs

The Apple channel signature can be internally illuminated if it is part of a sign that includes internal illumination of the reseller identity. Always illuminate the full signature with neutral white light. The signature can be externally illuminated if the reseller identity is also externally illuminated. Do not use colored lights or filters to create a lighting effect on the signature.



Day



Night

The Apple channel signature can be illuminated only if the reseller identity is also illuminated. Always illuminate the full signature. Do not illuminate the Apple logo without illuminating the logotype.

Window Cling

Apple channel signatures are available for use as a window or door cling to clearly identify your relationship with Apple to customers entering your store. Use only one cling for each doorway or entrance to your store. Place the cling on the interior of a plain glass panel. Do not use an Apple window cling on glass that is textured, tinted, or filtered. Avoid clutter. Do not obscure the Apple window cling with other graphics, clings, or objects.



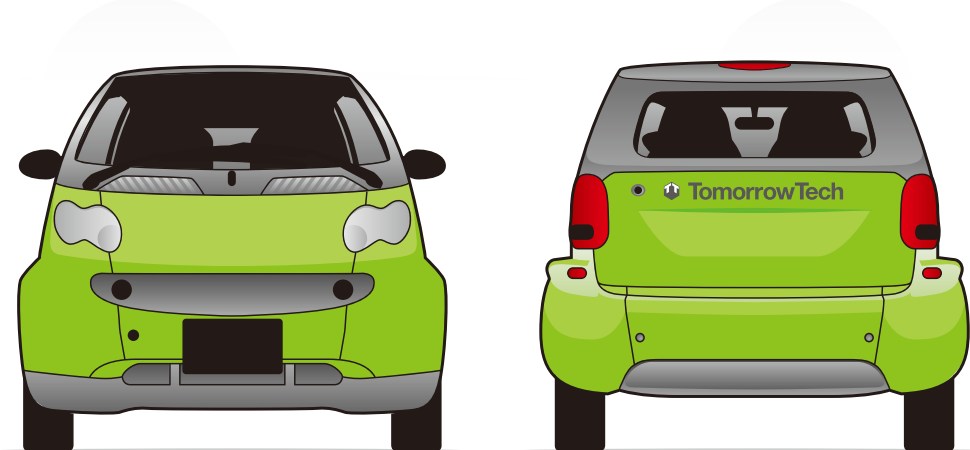
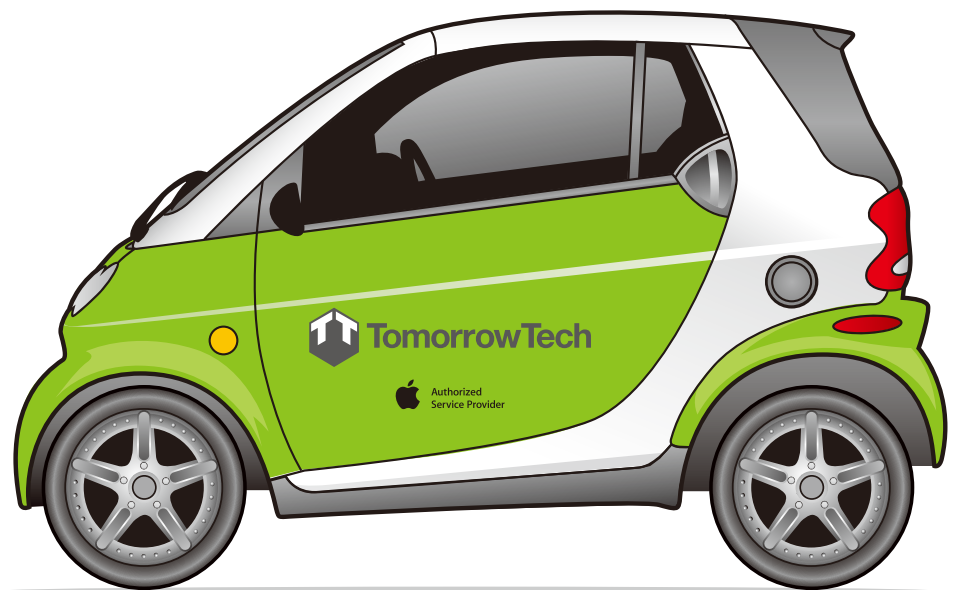
Window cling

Vehicles

Only the Apple Authorized Service Provider signature or its equivalent for your region can be displayed on a vehicle that is used to service equipment. Use only one signature on each side of the vehicle. Your company identity must also be displayed on each side of the vehicle. Do not place the Apple Authorized Service Provider signature on the front or back of the vehicle unless it is the only place your company identity is displayed.

Do not place the signature on a nonservice vehicle or a company vehicle used for general transportation. Keep in mind that the Apple logo can signal that the vehicle contains computer equipment, making the vehicle more susceptible to theft.

Do not place the signature on bicycles, mobile kiosks, or other mobile sales or delivery mechanisms. Do not place the Apple logo alone on a vehicle. Only the Authorized Service Provider signature or regional equivalent can be placed on a service vehicle, along with your company identity. Follow the graphic standards in the Apple Channel Signatures section (pages 5–14) and the sizing instructions in the Store Exterior section (pages 34–35).



Merchandise Items

The Apple channel signature must be accompanied by the reseller identity on any merchandise item. Submit merchandise proposals to your Apple representative for approval before production begins. Follow these guidelines when planning merchandise selections:

- Never place an Apple logo alone on any merchandise item. Always use your Apple channel signature along with your company or store identity.
- The Apple channel signature and reseller identity must be used in such a way that there is no implied endorsement by Apple of the manufactured item.
- An Apple channel signature can be included with the reseller identity on high-quality keychains, mugs, pens, notebooks, and portfolios.
- Apple never approves branded merchandise that can be associated with gambling, such as playing cards, dice, or betting tokens.
- Apple never approves branded sports equipment such as golf clubs, sport balls, gloves, team jerseys, and racquets.
- Sports-related merchandise, such as water bottles and baseball caps, can be produced in limited quantities.

Apple-approved channel-branded merchandise can be given away at strategic events such as store openings and major trade shows to promote your affiliation with Apple.

Merchandise that contains an Apple channel signature must not be sold by your store or business, and it must not be resold to or by a third party. Apple channel affiliates and their employees cannot sell or trade channel-branded merchandise on the Internet.



The Apple channel signature must be accompanied by the reseller identity on any merchandise, no matter how small the item. Follow the minimum size requirements on page 8. If both the reseller identity and the Apple channel signature cannot fit on an item, do not use the signature.



Shirts

One Apple channel signature may be placed on a shirt, along with your company or store identity. The reseller identity must be the predominant graphic on the shirt and must be placed on the front or back. It is preferred that the reseller identity be placed on the front with the Apple channel signature on the sleeve or back. Use only one Apple channel signature.

Submit your proposed shirt layout to your Apple representative for approval before production begins.

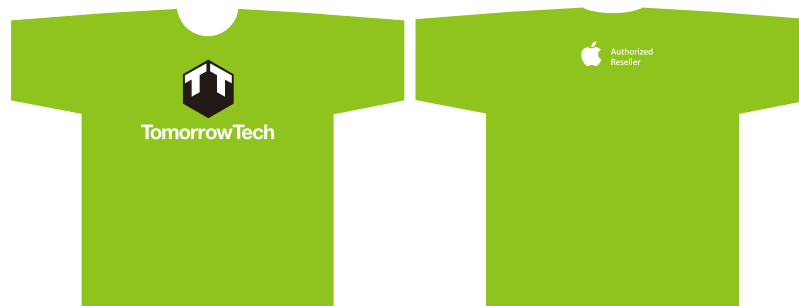
Shirts that include the Apple channel signature cannot be used as giveaway items. Shirts must be reserved for use only by reseller employees. Branded shirts can be worn by reseller employees while they are working in the store, conducting Apple training, or representing the reseller at a trade show or other professional event.

The Apple channel signature can be screen-printed on shirts in all-black or all-white. Make sure you check a production sample to ensure quality and legibility. Follow the graphic standards in the [Apple Channel Signatures](#) section (pages 5–14).



Preferred

Reseller identity on front, Apple channel signature on one sleeve



Preferred

Reseller identity on front, Apple channel signature on back



Acceptable

Reseller identity and Apple channel signature on front, in layout and proportions following guidelines in the [Store Exterior](#) section on pages 34–36.

Stationery

Your Apple channel signature can appear on stationery items, including letterhead, business cards, notepads, and folders. An Apple channel signature cannot be printed on envelopes. The signature must be accompanied by your store or business identity and cannot take the place of that identity. Follow the graphic standards in the [Apple Channel Signatures](#) section (pages 5–14).

The signature must be smaller than your company or store identity (follow the guidelines in the [Store Exterior](#) section on pages 34–36). A rule of thumb is that the Apple channel signature can be no more than 1/2 the height of your store identity and no less than the minimum size shown on page 8. The signature must be placed in a secondary position on the stationery layouts, such as the lower edge of the item.

Do not imitate Apple typography on your stationery by using a Myriad font. Use your company's own type and layout style.

Never place an Apple logo alone on a stationery item. Always use your Apple channel signature along with your company or store identity.



Apple-Certified Individuals

Certifications are granted to individuals, not to companies or businesses. The use of an Apple signature signifies that your capabilities have been certified by Apple. Certification signatures must be used only on personal communications such as business cards, personalized 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.



Certification signatures are granted to individuals and must be used only on communications directly representing that individual, such as the business card shown here. Do not use certification signatures to represent a company. Use the correct signature to represent your Apple certification. To display multiple certifications, see [Displaying Multiple Apple Authorizations](#) on page 12.

Using Apple Trademarks and Credit Lines

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 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 investment Apple has made in its trademarks.

Trademark symbols

Use the appropriate symbol (™, ™, or ®) the first time any Apple trademark appears in your copy. Refer to the Apple Trademark List at www.apple.com/legal/trademark/appletmlist.html for the correct trademark symbols. Do not use these trademark symbols in communications that will be distributed outside the United States. Do not add trademark symbols to Apple signatures or the Apple logo in any communications.

Credit lines

Include credit lines in all communications, listing the Apple trademarks that appear in your copy. Always list Apple and the Apple logo. Refer to the Apple Trademark List at www.apple.com/legal/trademark/appletmlist.html for the correct trademark names and status. Use the following form:

Apple, the Apple logo, iPhone, iPod, iTunes, and Mac are trademarks of Apple Inc., registered in the U.S. and other countries. iWeb is a trademark of Apple Inc. MobileMe is a service mark of Apple Inc.

Place the trademark credit lines with other legal notices in your communications.

For more information

For more information about using Apple trademarks, visit www.apple.com/legal/trademark/guidelinesfor3rdparties.html.

If you have questions after 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.

For More Information

If you need more information or have questions about using these guidelines, contact the Apple account representative or sales administrator in your region or send email to corpID@apple.com.

For signature artwork and information related to Apple channel communications, use your password to visit Apple Sales Web (ASW) at asw.apple.com.

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