Business
Asset Kit

March 2020

Let's make something great together.

Use the assets provided with this guide for marketing Apple products.

① **Guidance**

Design and messaging guidance to help you develop your marketing materials

② **Product assets**

Apple product images and copy

③ **Service assets**

Apple Business Manager and AppleCare for Enterprise images and copy

④ **Resources**

Print production guidelines, trademark information, and additional resources

(1)

Guidance

As you create your marketing campaign, express your brand identity
in a way that complements Apple product images and copy.

Less is more.

Strive for simple, clean, and
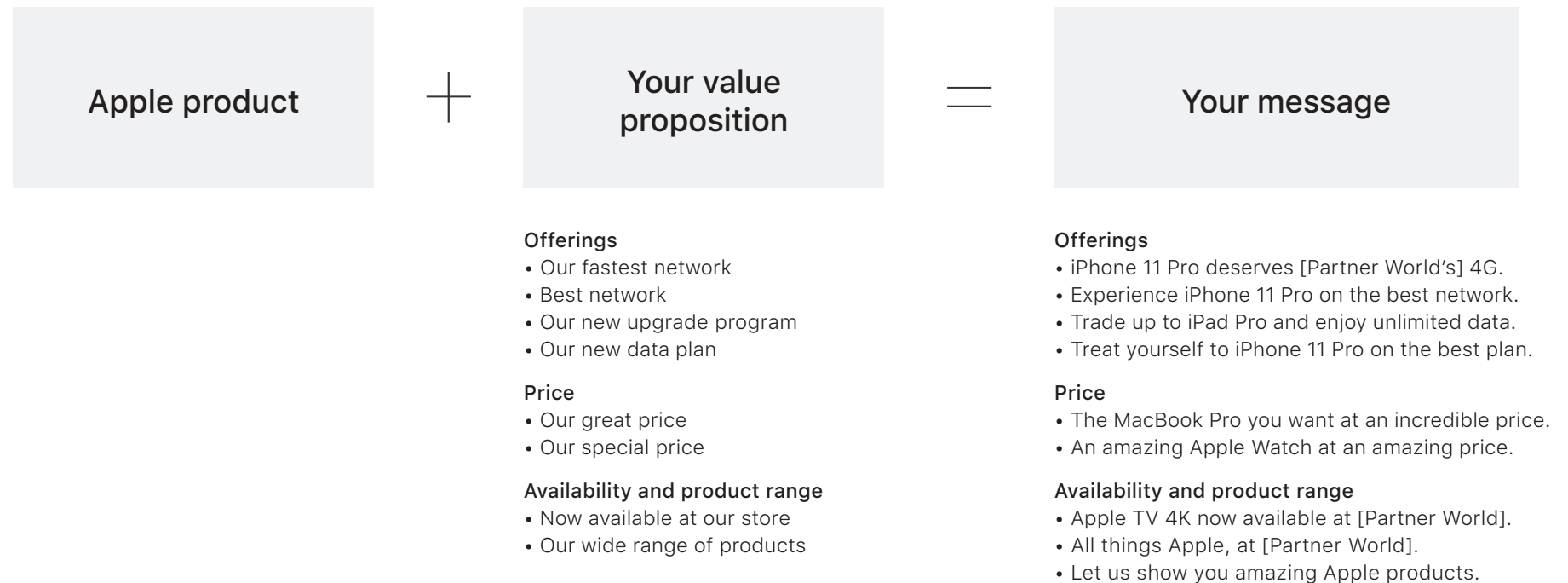uncluttered communications.

The product is hero.

Present product image
as the visual focus
and not one of many.

Keep it simple.

Develop messaging that clearly
conveys why a customer should
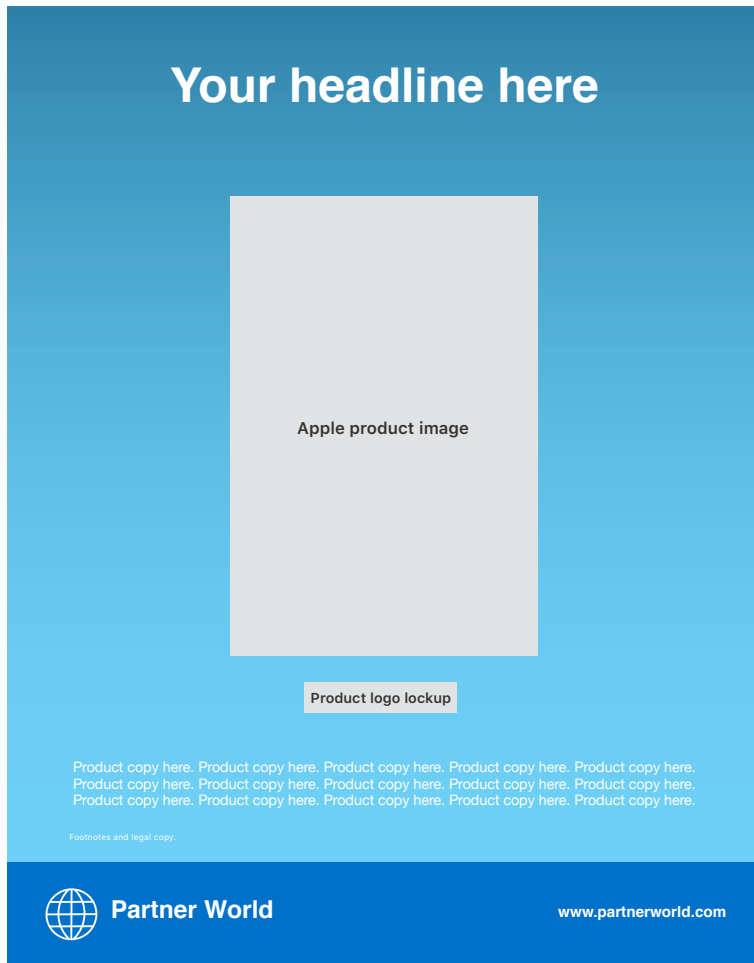buy an Apple product from you.

Messaging guidance

Your headline and message should help customers understand why they should buy Apple products from you. It should be a formula of what's great about your offer and why it's even better with Apple products. When added together, the results should be the best thing for the customer. See the examples below.

Apple product	+	Your value proposition	—	Your message

Offerings
- Our fastest network
- Best network
- Our new upgrade program
- Our new data plan

Price
- Our great price
- Our special price

Availability and product range
- Now available at our store
- Our wide range of products

Offerings
- iPhone 11 Pro deserves [Partner World's] 4G.
- Experience iPhone 11 Pro on the best network.
- Trade up to iPad Pro and enjoy unlimited data.
- Treat yourself to iPhone 11 Pro on the best plan.

Price
- The MacBook Pro you want at an incredible price.
- An amazing Apple Watch at an amazing price.

Availability and product range
- Apple TV 4K now available at [Partner World].
- All things Apple, at [Partner World].
- Let us show you amazing Apple products.

Design guidance

The product should be the hero of your communication and should not be one of many messages or offers. Use the product images as provided; do not place them in, on, or under other objects. Avoid lifestyle images.

Your headline here

Apple product image

Product logo lockup

Product copy here. Product copy here. Product copy here. Product copy here. Product copy here. Product copy here. Product copy here. Product copy here. Product copy here. Product copy here. Product copy here. Product copy here. Product copy here. Product copy here. Product copy here.

Footnotes and legal copy.

🌐 **Partner World**   www.partnerworld.com

Product logo lockup

Your headline here

Product copy here. Product copy here. Product copy here. Product copy here. Product copy here.
Product copy here. Product copy here. Product copy here. Product copy here. Product copy here.
Product copy here. Product copy here. Product copy here. Product copy here. Product copy here.

Product here today!

Apple product image

Promotional copy for another product. $XX.XX

Promotional copy for another product. $XX.XX

Promotional copy for another product. $XX.XX

Footnotes and legal copy.

Your message. Your message. Your message. Your message. Your message. Your message. Your message. Your message.

Terms and conditions apply.

🌐 **Partner World**   www.partnerworld.com

②

Product assets

This section gives you an overview of marketing materials, images, and copy for all products in the lineup. Use these assets across multiple media, including paid media,* online store, in-store, social, and email communications.

*Please refer to the usage guidelines in the resources section for guidance on in-store signage, media, and promotions.

Images and copy | iPhone

	iPhone 11 Pro and iPhone 11 Pro Max	iPhone 11
Images		
Headlines	**The most powerful iPhone for business.** **Take business everywhere with iPhone 11 Pro.**	**iPhone 11. Ready for business.** **Stay productive with iPhone 11.**
Advertising copy	The fastest, smartest chip in a smartphone. All-day battery life.[1] And iOS 13 with powerful built-in tools for productivity. iPhone 11 Pro is ready to get to work, like no other iPhone.	The fastest, smartest chip in a smartphone. Amazing battery life.[1] And iOS 13 with powerful built-in tools for productivity. iPhone 11. It's just the right iPhone for your business.
Feature copy	iPhone 11 Pro lets you work smarter and faster with the most powerful chip in a smartphone—A13 Bionic. From email to web documents, they're all easy to read on the 5.8-inch or 6.5-inch Super Retina XDR display—the brightest and sharpest display in an iPhone.[2] Power through your day with all-day battery life.[1] Advanced Face ID lets you easily unlock your device and authenticate apps with just a glance while keeping your phone and corporate data secure. Use the advanced cameras for photos, videos, and video conferences. Work seamlessly with the most popular apps for business and discover more on the App Store. And hit the ground running with built-in tools for productivity, collaboration, and creativity in iOS 13.	iPhone 11 lets you work smarter and faster with the most powerful chip in a smartphone—A13 Bionic. Read email, surf the web, and open docs on the spacious 6.1-inch Liquid Retina HD display.[2] Power through your day with all-day battery life.[1] Advanced Face ID lets you easily unlock your device and authenticate apps with just a glance while keeping your phone and corporate data secure. Use the advanced cameras for photos, videos, and video conferences. Work seamlessly with the most popular apps for business and discover more on the App Store. And hit the ground running with built-in tools for productivity, collaboration, and creativity in iOS 13.
Legal	[1]Battery life varies by use and configuration. See apple.com/batteries for more information. [2]The display has rounded corners. When measured as a rectangle, the iPhone 11 Pro screen is 5.85 inches diagonally and the iPhone 11 Pro Max screen is 6.46 inches diagonally. Actual viewable area is less.	[1]Battery life varies by use and configuration. See apple.com/batteries for more information. [2]The display has rounded corners. When measured as a rectangle, the iPhone 11 screen is 6.06 inches diagonally. Actual viewable area is less.

Images and copy | iPhone family

iPhone 11 and iPhone 11 Pro family

Image

iPhone 11, iPhone 11 Pro Max, and iPhone 11 Pro

Headline	**Ready for business like no other iPhone.**
Advertising copy	The fastest, smartest chip in a smartphone. Amazing battery life.* And built-in tools for productivity in iOS 13. iPhone 11 and iPhone 11 Pro let you stay productive anywhere.
Feature copy	Work smarter and faster with the most powerful chip in a smartphone—A13 Bionic. Read email, surf the web, and open docs on a stunning Retina HD display. Power through your day with all-day battery life.* Advanced Face ID lets you easily unlock your device and authenticate apps with just a glance while keeping your phone and corporate data secure. Use the advanced cameras for photos, videos, and video conferences. Work seamlessly with the most popular apps for business and discover more on the App Store. And hit the ground running with built-in tools for productivity, collaboration, and creativity in iOS 13.
Legal	*Battery life varies by use and configuration. See apple.com/batteries for more information.

Images and copy | iPhone

	iPhone Xs	iPhone Xʀ
Images		
Headline	**A powerful iPhone for business.**	**Brilliant. For business.**
Advertising copy	iPhone Xs. Built for today's mobile business world with a large Super Retina display. Advanced Face ID. A12 Bionic chip. Superfast wireless.[1] And iOS 13 with powerful built-in productivity tools for business.	iPhone Xʀ. Built for today's mobile business world with a 6.1-inch Liquid Retina display.[1] Face ID. Fast performance. Superfast wireless.[2] And iOS 13 with powerful built-in productivity tools for business.
Feature copy	iPhone Xs features a 5.8-inch Super Retina display that provides more room to read email, surf the web, open documents, and more.[2] Face ID lets you easily unlock your device and authenticate apps with just a glance while keeping your phone and corporate data secure. A12 Bionic chip for fast and efficient performance. Amazing apps for business on the App Store. And iOS 13 with built-in productivity tools makes doing business with iPhone more powerful—right from the start.	iPhone Xʀ has a 6.1-inch Liquid Retina LCD display that provides more room to read email, surf the web, open documents, and more.[1] Face ID lets you easily unlock your device and authenticate apps with just a glance while keeping your phone and corporate data secure. A12 Bionic chip for fast and efficient performance. Amazing apps for business on the App Store. And iOS 13 with built-in productivity tools makes doing business with iPhone more powerful—right from the start.
Legal	[1]Data plan required. Check with your carrier for details. Speeds will vary based on site conditions. [2]The display has rounded corners. When measured as a rectangle, the iPhone Xs screen is 5.85 inches diagonally. Actual viewable area is less.	[1]The display has rounded corners. When measured as a rectangle, the iPhone Xʀ screen is 6.06 inches diagonally. Actual viewable area is less. [2]Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.

Images and copy | iPhone

	iPhone 8 Plus and iPhone 8	iPhone 7 Plus and iPhone 7
Images		
Headline	**iPhone 8 for business.**	**iPhone 7. Great for business.**
Advertising copy	iPhone 8 and iPhone 8 Plus. Built for mobile business with powerful performance. Wireless charging.* Advanced cameras. And amazing apps for business on the App Store.	iPhone 7 and iPhone 7 Plus. Powerful productivity tools with great performance and long battery life.[1] Advanced cameras. And amazing apps for business on the App Store.
Feature copy	iPhone 8 and iPhone 8 Plus. Built for mobile business with the A11 Bionic chip for powerful performance. All-glass and aluminum design. Retina HD display. Advanced cameras. Wireless charging.* Amazing apps for business on the App Store. And iOS 13 with built-in productivity tools makes doing business with iPhone more powerful—right from the start.	iPhone 7 puts a powerful productivity tool in your pocket. Featuring the A10 Fusion chip for great performance and long battery life.[1] Ultrafast wireless.[2] Amazing apps for business on the App Store. And iOS 13 with built-in productivity tools makes doing business with iPhone more powerful—right from the start.
Legal	*Qi wireless chargers sold separately.	[1]Battery life varies by use and configuration. See apple.com/batteries for more information. [2]Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.

Images and copy | iPad

	iPad Pro 12.9-inch	iPad Pro 11-inch
Images		
Headline	**iPad Pro. All screen. All business.**	**iPad Pro. All screen. All business.**
Advertising copy	Redesigned with an immersive edge-to-edge Liquid Retina display, A12Z Bionic chip for more power than most PC laptops, and iPadOS, the 12.9-inch iPad Pro is a versatile business tool.[1] For wherever business takes you.	Redesigned with an immersive edge-to-edge Liquid Retina display, A12Z Bionic chip for more power than most PC laptops, and iPadOS, the 11-inch iPad Pro is a versatile business tool.[1] For wherever business takes you.
Feature copy	The 12.9-inch iPad Pro is a versatile tool for business you can take everywhere.[1] It features an all-screen design with an immersive Liquid Retina display. The powerful A12Z Bionic chip easily runs pro apps like Microsoft Office. Face ID keeps your device secure. Go further with all-day battery life[2] and fast wireless.[3] With Apple Pencil, you can quickly mark up documents and take notes.[4] Add the Magic Keyboard for a full-size keyboard with built-in trackpad.[4] Collaborate easily across shared projects with Keynote, Numbers, and Pages. And with iPadOS and powerful apps for business on the App Store, iPad Pro is ready for business. Everywhere.	The 11-inch iPad Pro is a versatile tool for business you can take everywhere.[1] It features an all-screen design with an immersive Liquid Retina display. The powerful A12Z Bionic chip easily runs pro apps like Microsoft Office. Face ID keeps your device secure. Go further with all-day battery life[2] and fast wireless.[3] With Apple Pencil, you can quickly mark up documents and take notes.[4] Add the Magic Keyboard for a full-size keyboard with built-in trackpad.[4] Collaborate easily across shared projects with Keynote, Numbers, and Pages. And with iPadOS and powerful apps for business on the App Store, iPad Pro is ready for business. Everywhere.
Legal	Magic Keyboard coming in May. Apps are available on the App Store. Title availability is subject to change. [1]The display has rounded corners. When measured as a standard rectangular shape, the screen is 12.9 inches diagonally. Actual viewable area is less. [2]Battery life varies by use and configuration. See apple.com/batteries for more information. [3]Data plan required. Check with your carrier for details. Speeds will vary based on site conditions. [4]Accessories are sold separately. Compatibility varies by generation.	Magic Keyboard coming in May. Apps are available on the App Store. Title availability is subject to change. [1]The display has rounded corners. When measured as a standard rectangular shape, the screen is 11 inches diagonally. Actual viewable area is less. [2]Battery life varies by use and configuration. See apple.com/batteries for more information. [3]Data plan required. Check with your carrier for details. Speeds will vary based on site conditions. [4]Accessories are sold separately. Compatibility varies by generation.

Images and copy | iPad

	iPad Air	iPad
Images		
Headline	**iPad Air. Powerful, portable, and the perfect business companion.**	**iPad. Productivity, meet simplicity.**
Advertising copy	iPad Air brings powerful pro technologies to business users. Featuring the A12 Bionic chip with Neural Engine. A 10.5-inch Retina display with True Tone. Support for Apple Pencil and the Smart Keyboard.[1] iPadOS. And at just one pound and 6.1 mm thin, it's as portable as it is productive.	Incredibly powerful yet incredibly easy to use, iPad packs productivity everywhere it goes.
Feature copy	iPad Air brings powerful pro technologies to business users. The A12 Bionic chip with Neural Engine. A beautiful 10.5-inch Retina display with True Tone for easier viewing in all kinds of lighting environments. Support for Apple Pencil and the Smart Keyboard.[1] An 8MP back camera and 7MP FaceTime HD camera. Touch ID. And with all-day battery life,[2] fast wireless,[3] iPadOS, and amazing apps for productivity on the App Store, iPad Air is anything but business as usual.	Thin, powerful, and incredibly portable, iPad lets you multitask and collaborate from anywhere. It features a stunning 10.2-inch Retina display, advanced cameras, fast wireless,[1] and all-day battery life.[2] Add Apple Pencil for even more flexibility.[3] Choose from amazing apps for business on the App Store. And get more done with the simple and powerful features in iPadOS. iPad packs productivity everywhere it goes.
Legal	Apps are available on the App Store. Title availability is subject to change. [1]Accessories are sold separately. Compatibility varies by generation. [2]Battery life varies by use and configuration. See apple.com/batteries for more information. [3]Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.	Apps are available on the App Store. Title availability is subject to change. [1]Data plan required. Check with your carrier for details. Speeds will vary based on site conditions. [2]Battery life varies by use and configuration. See apple.com/batteries for more information. [3]Accessories are sold separately. Compatibility varies by generation.

For images showing Apple Pencil and Smart Keyboard, please include the following legal line: Accessories are sold separately. Compatibility varies by generation.

Images and copy | iPad

iPad mini

Images

Headline	**iPad mini. Pocket-size device. Outsized performance.**
Advertising copy	iPad mini is ready to work in a big way. Featuring the A12 Bionic chip with Neural Engine. A 7.9-inch Retina display with True Tone. iPadOS. And Apple Pencil support,[1] giving you the flexibility to keep up with your work, wherever it takes you.
Feature copy	Small enough to fit in your pocket. Powerful enough to take on any task with ease. iPad mini is built for business. It features the A12 Bionic chip with Neural Engine. A beautiful 7.9-inch Retina display with True Tone for easier viewing in all kinds of lighting environments. With Apple Pencil, you can quickly and easily mark up a document, fill out a form, jot down a note, and more, so you can be even more productive.[1] Fast wireless.[2] An 8MP back camera and 7MP FaceTime HD camera. And with all-day battery life,[3] Touch ID, iPadOS, and amazing apps for productivity on the App Store, iPad mini is ready to get to work in a big way.
Legal	Apps are available on the App Store. Title availability is subject to change. [1]Accessories are sold separately. Compatibility varies by generation. [2]Data plan required. Check with your carrier for details. Speeds will vary based on site conditions. [3]Battery life varies by use and configuration. See apple.com/batteries for more information.

For images showing Apple Pencil and Smart Keyboard, please include the following legal line: Accessories are sold separately. Compatibility varies by generation.

Images and copy | iPad family

	iPad Pro family	iPad family
Images	iPad Pro 12.9-inch and iPad Pro 11-inch	iPad Pro 11-inch, iPad Pro 12.9-inch, iPad Air, iPad, and iPad mini
Headline	**iPad Pro. All screen. All business.**	**iPad. Built for the modern mobile business world.**
Advertising copy	Redesigned with an immersive Liquid Retina display, A12Z Bionic chip for more power than most PC laptops, and iPadOS, iPad Pro is a versatile business tool. For wherever business takes you.	With great performance, a portable design, and the productivity features in iPadOS, iPad lets you get to work, wherever you go.
Feature copy	iPad Pro is a versatile tool for business you can take everywhere. It features an all-screen design with an immersive Liquid Retina display. The powerful A12Z Bionic chip easily runs pro apps like Microsoft Office. Face ID keeps your device secure. Go further with all-day battery life[1] and fast wireless.[2] With Apple Pencil, you can mark up documents and take notes.[3] Add the Magic Keyboard for a full-size keyboard with built-in trackpad.[3] Collaborate easily across shared projects with Keynote, Numbers, and Pages. And with iPadOS and powerful apps for business on the App Store, iPad Pro is ready for business. Everywhere.	Thin, light, and powerful, iPad lets you be productive from anywhere. Every iPad features a gorgeous Retina display, advanced cameras, and powerful chips. Go further with fast wireless[1] and all-day battery life.[2] And with iPadOS and amazing apps for business on the App Store, iPad lets you get to work, wherever you go.
Legal	Magic Keyboard coming in May. Apps are available on the App Store. Title availability is subject to change. [1]Battery life varies by use and configuration. See apple.com/batteries for more information. [2]Data plan required. Check with your carrier for details. Speeds will vary based on site conditions. [3]Accessories are sold separately. Compatibility varies by generation.	Apps are available on the App Store. Title availability is subject to change. [1]Data plan required. Check with your carrier for details. Speeds will vary based on site conditions. [2]Battery life varies by use and configuration. See apple.com/batteries for more information.

For images showing Apple Pencil and Magic Keyboard, please include the following legal line: Accessories are sold separately. Compatibility varies by generation. Magic Keyboard coming in May.

For images showing Apple Pencil and Smart Keyboard, please include the following legal line: Accessories are sold separately. Compatibility varies by generation.

Images and copy | Mac

	MacBook Air	MacBook Pro (16-inch)	MacBook Pro family
Images			
Headline	**MacBook Air. All business, all day long.**	**MacBook Pro. A powerful business partner.**	**MacBook Pro. A powerful business partner.**
Advertising copy	MacBook Air has a stunning Retina display with True Tone technology, a backlit Magic Keyboard and Touch ID, a tenth-generation Intel Core processor, and all-day battery life.* It's your perfectly portable, do-it-all notebook for business.	With incredible performance, a brilliant Retina display, and secure Touch ID, MacBook Pro is Apple's most powerful notebook for business.	With incredible performance, a brilliant Retina display, and secure Touch ID, MacBook Pro is Apple's most powerful notebook for business.
Feature copy	Featuring a stunning Retina display with True Tone technology, all-day battery life,* a backlit Magic Keyboard, and a tenth-generation Intel Core processor—all inside a thin and light design ready for business anywhere. Built with the Apple T2 Security Chip and Touch ID to help keep your data safe. And macOS—powerful software designed for all the ways you work. MacBook Air. It's your perfectly portable, do-it-all notebook for business.	MacBook Pro brings a whole new level of performance to business. Speed through pro-level jobs with a ninth-generation 6-core Intel Core i7 or 8-core Intel Core i9 processor. Keep your data safer with the Apple T2 Security Chip and Touch ID. And with macOS, you'll have powerful software designed for all the ways you work. So you can go anywhere a great idea takes you.	MacBook Pro brings a whole new level of performance to business. Speed through pro-level jobs with powerful Intel Core processors. Keep your data safer with the Apple T2 Security Chip and Touch ID. And with macOS, you'll have intelligent and intuitive software designed for all the ways you work. So you can go anywhere a great idea takes you.
Legal	Configurable processor, memory, and storage options are available. *Battery life varies by use and configuration. See apple.com/batteries for more information.	Configurable processor, memory, and storage options are available.	Configurable processor, memory, and storage options are available.

Images and copy | Mac family

	MacBook Pro (13-inch), MacBook Pro (16-inch), and MacBook Air	MacBook Air, iMac, and MacBook Pro	iMac Pro, Mac mini, and iMac
Images			
Headline	**Productivity runs in the family.**	**Productivity runs in the family.**	**Productivity runs in the family.**
Advertising copy	MacBook Air and MacBook Pro. Featuring great performance, stunning Retina displays, built-in security features, and the world's most advanced OS—all so you can do your best work.	No matter which Mac you choose, you get great performance, a stunning Retina display, advanced built-in security features, and the world's most advanced OS—all so you can do your best work.	No matter which Mac you choose, you get incredible performance, built-in security features, and the world's most advanced OS—all so you can do your best work.
Feature copy	With the latest processors, stunning Retina displays, and advanced security features, MacBook Air and MacBook Pro are designed for all the ways you work. Be more productive with powerful built-in apps that are easy to use. Create presentations. Crunch numbers. Communicate and collaborate with your team. And use it with your iPhone or iPad seamlessly. MacBook Air and MacBook Pro. Built for all your business needs.	With great performance, stunning Retina displays, and advanced security features, Mac is designed for all the ways you work. Be more productive with powerful built-in apps that are easy to use. Create presentations. Crunch numbers. Communicate and collaborate with your team. Interface with key business systems. And use it with your iPhone or iPad seamlessly. No matter which Mac you choose, it's built for all your business needs.	With powerful processors, high-performance storage, and advanced security features, every Mac is designed for all the ways you work. Be more productive with amazing built-in apps that are easy to use. Create presentations. Crunch numbers. Communicate and collaborate with your team. Interface with key business systems. And use it with your iPhone or iPad seamlessly. No matter which Mac you choose, it's built for all your business needs.
Legal	Configurable processor, memory, and storage options are available.	Configurable processor, memory, and storage options are available.	Configurable processor, memory, and storage options are available.

Images and copy | Multiproduct

Images	iPad Pro and iPhone 11 Pro	MacBook Pro and iPad Pro	MacBook Pro, iPad Pro, and iPhone 11 Pro	iMac, MacBook Pro, iPad Pro, iPhone 11 Pro, and Apple Watch
Headline	Stay productive wherever work takes you.	Built for the way you do business.	Built for the way you do business.	Built for every way you do business.
Advertising copy	Powerful and versatile, iPhone and iPad take productivity and mobility even further.	Powerful, secure, and intuitive, Mac and iPad are designed for all the ways you want to work.	Powerful, secure, and intuitive, Apple products are designed for all the ways you want to work.	Powerful, secure, and intuitive, Apple products are designed for all the ways you want to work.
Legal	Accessories are sold separately. Compatibility varies by generation.	Accessories are sold separately. Compatibility varies by generation.	Accessories are sold separately. Compatibility varies by generation.	Accessories are sold separately. Compatibility varies by generation.

For images showing Apple Pencil and Smart Keyboard, please include the following legal line: Accessories are sold separately. Compatibility varies by generation.

(3)

Service assets

This section gives you an overview of images and copy for Apple Business Manager and AppleCare for Enterprise services. Use these assets across digital media, including digital paid media and owned online channels.

Images and copy | Apple Business Manager

Images

Available in screen and print resolutions.

Headline	**Deploy Apple devices without lifting a finger.**
Feature copy	Whether you have ten Apple devices or ten thousand, it's easy to deploy and manage them with Apple Business Manager. It works seamlessly with mobile device management solutions, so you can set up Mac, iPad, iPhone, and Apple TV over the air—without any need for manual configuration.
Call to action	Find out how [Partner name] can help your organization get started with Apple Business Manager.
Legal	Not all services are available in all countries.

Images and copy | AppleCare for Enterprise

iPad Pro and iPhone 11 Pro

iPad, iPad Pro, MacBook Pro,
and MacBook Air

Images

Available in
screen and
print resolutions.

Headline	**The ultimate help desk for your help desk.**
Feature copy	With AppleCare for Enterprise, Apple experts work side by side with your team to help keep all your Apple devices—and your IT operations—running smoothly. You'll get a designated AppleCare Account Manager, 24/7 tech support, onsite repairs, and accidental damage coverage. AppleCare for Enterprise has your business covered.
Call to action	Get AppleCare for Enterprise through [Partner name] to support all your Apple devices and your IT team.
Legal	Not all services are available in all countries.

For images showing Apple Pencil and Smart Keyboard, please include the following legal line: Accessories are sold separately. Compatibility varies by generation.

(4)

Resources

In this section, you'll find print production guidelines, trademark information, and additional resources available to you and your team.

Print production guidelines

Files—Mechanicals and images

Mechanicals are provided as Adobe CC 2019 files with links to the images (product shots, logos, and so on). The product photography is supplied as high-resolution flattened TIFF files. All campaign files will use the CMYK assets.

Proofs, color matching, and press checks

Each deliverable must be reviewed on press before a job is authorized to print. This is the final opportunity to ensure an accurate match to the supplied proofs and overall print quality. Please match the proofs as closely as possible during your press checks. Please watch closely for subtle details. Be patient and persistent until the desired results are attained.

Printing materials

As a general rule, avoid substrates with a gloss finish. The Apple standard is to employ a silk or matte finish for all materials, including paper, styrene, vinyl, fabric, and so on. Use the best-quality grade materials available when printing Apple support materials. Consult your regional print production manager for guidance if needed.

Note about G7-certified printers

For CMYK printing (offset or digital), we highly recommend printers who are G7 certified. G7 is a trademark process for achieving gray balance and for the proof-to-print process. It is based on the principles of digital imaging, spectrophotometry, and computer-to-plate technologies. The newest methodology utilizes the most current ISO standards as the basis for high-quality printing. We have found we achieve the best results using G7-certified printers.

Trademarks

Product names

Apple product names must appear exactly as shown on the Apple Trademark List. For example, when using the name *iPhone* or *iPad* in headlines or text, always typeset *iPhone* and *iPad* with a lowercase *i* and an uppercase *P* followed by lowercase letters. The names *iPhone* and *iPad* should start with a lowercase *i* even when they are the first word in a sentence, paragraph, or title.

Most Apple product names are trademarks. Never translate an Apple trademark. Always use trademarks in English even when they are surrounded by text in a language other than English. Always use Apple product names in singular form. Do not use plural form. Do not make possessive. Never say *Apple Watches* or *iPhone's*. Modifiers such as *models*, *types*, or *devices* can be plural or possessive.

Using the name *Apple* in text

Business and consumer-facing communications may refer to the company name as *Apple*. The legal company name, Apple Inc., is reserved for legal documents.

Trademark and legal information

As a reminder, you must obtain Apple's prior written approval before using *Apple* or any other Apple trademark, service mark, and/or product image in any advertising or marketing collateral in a manner not expressly permitted by Apple policies and guidelines provided herein. Additionally, any advertising content provided by Apple to you shall only be used in strict accordance with the use guidelines, specifically use periods, provided by Apple.

Please review the Apple Trademark List for the latest Apple trademarks when you create marketing materials. See Guidelines for Using Apple Trademarks and Copyrights for more information.

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

Usage guidelines

In-store signage

- Premium locations and media are preferred.
- Avoid backlit fixtures and digital screens.
- Place at eye level.
- Avoid cluttered environments.
- Limit the number of tabletop signs.

Media guidance

- **Print:** Full-page or page-dominant 4-color ads are required; digital formats of print publications are permitted.
- **Out-of-home:** Large format (billboards, spectaculars, dioramas, airport banners) and street-level (bulletin, bus shelter, kiosk, city light panel, mall, transit station, static digital OOH) are permitted. To discuss large-format or window opportunities, please contact your Apple Marketing representative.
- **Online display (mobile, desktop):** Media should appear above the fold. Conquesting of competitive content, targeting within email environments, ads on gaming consoles, behavioral or IP address targeting or retargeting, and third-party data added to media buys are not permitted. Use HTML5, DHTML/HTML4, animated GIF, or static GIF technology only.
- **Search engine marketing:** Include the featured product in the headline while focusing on third-party relevance. Use of generic terms or modifiers is approved where applicable.

Promotions

Marketing promotions require approval.

Video

Please do not produce product videos.

Partner apps

Apps that you've developed must be marketed separately from your marketing of Apple products. Follow the App Store Marketing Guidelines for developers at developer.apple.com/app-store/marketing/guidelines.