



# **Apple at Work**

## Employee Communications Kit

February 2018

# A great employee experience is more than just a great device.

When you give people the power to work the way they want, with the tools they love, they're inspired to do the best work of their lives. With iPhone, iPad, and Mac, employees can be more productive, creative, and collaborative.

Running an effective Apple at Work program means more than just supporting Apple products on your network. It starts with focusing on a great experience for your employees.

This kit will help you launch an Apple at Work program within your organization, get employees up and running with their new devices, and provide resources to help them succeed.

Inside you'll find customizable templates and marketing materials you can use to communicate details about the program, help employees choose the right products, and support them as they explore and grow.



# Overview

## About this guide

This kit is designed for your HR, IT or PR team that will be providing information about your Apple at Work program to employees within your company.

## Getting started

Familiarize yourself with the different elements of the Apple at Work employee journey so that you can plan your internal communications appropriately. You'll see that in addition to actual marketing templates, we've provided a host of ideas and suggestions for HR, PR, and IT to roll out on their own.

Next get acquainted with the various templates provided. All the materials provided are for internal use only.

## Downloading assets

You can request access to the templates and high-resolution images to incorporate into your own materials by writing to [employeechoice@apple.com](mailto:employeechoice@apple.com). Please include the name of your company and basic information about your employee choice program.

## Introduction

Overview ..... 3

## Program overview

Create awareness ..... 5  
Enable adoption ..... 7  
Empower users ..... 11

## Design guidelines

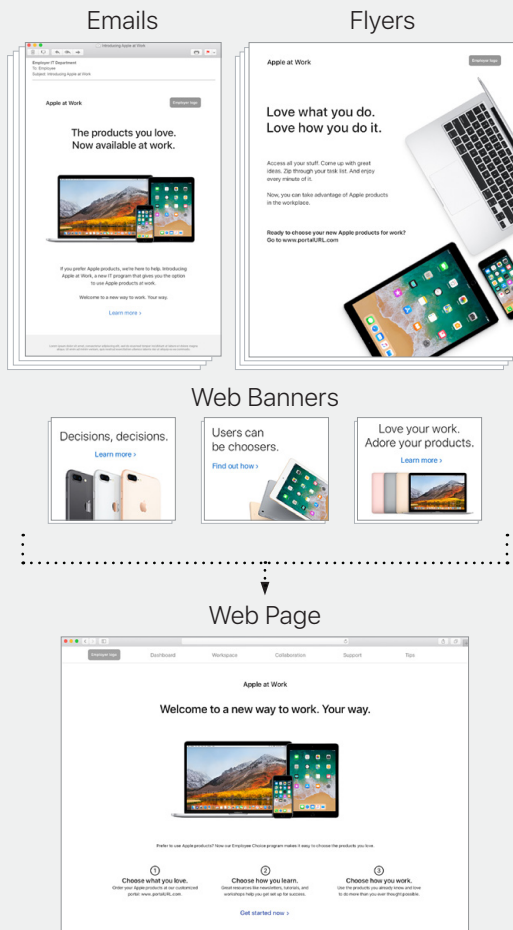
Design guidelines ..... 14  
Trademarks ..... 15  
Co-branding ..... 16

# Program overview

1

## Create awareness

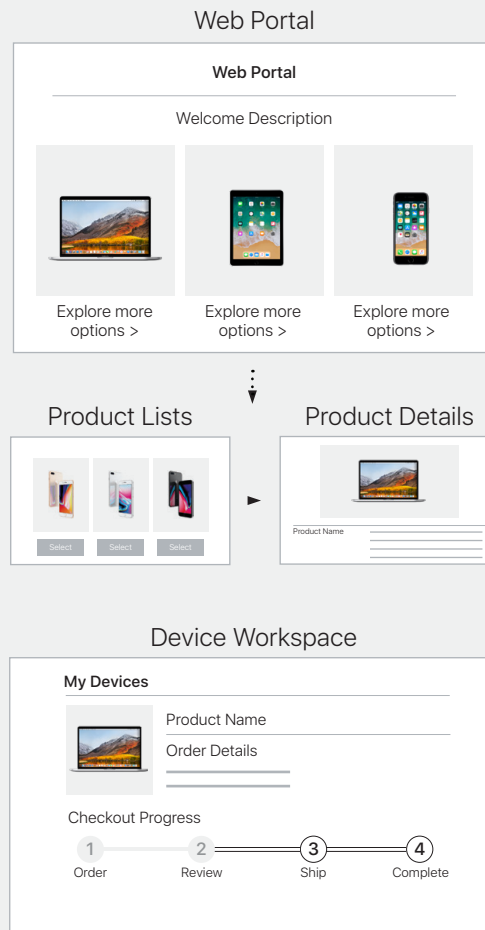
Announce your organization's Apple at Work program and encourage employees to learn more.



2

## Enable adoption

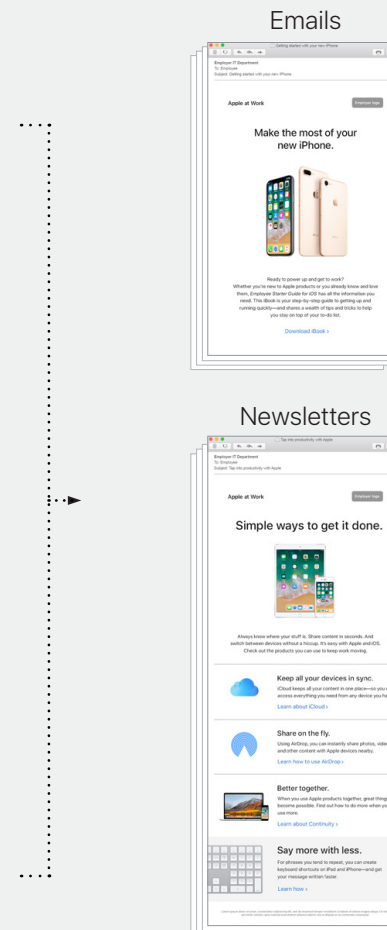
Guide users through a personalized experience for selecting Apple products, managing device upgrades, and tracking order status.



3

## Empower users

Help support employees as they use their new products by offering starter guides and ongoing newsletters and tips.



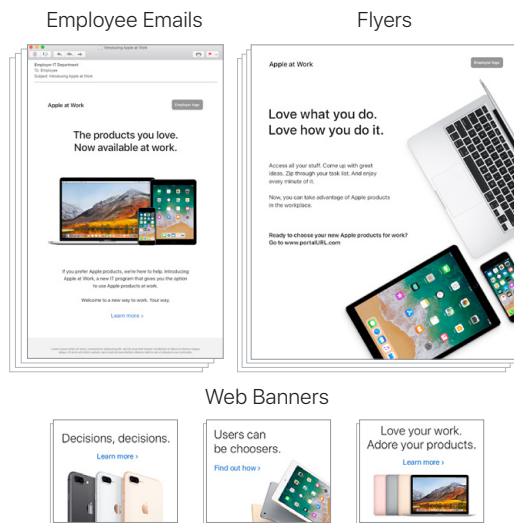
1

# Create awareness

When communicating your Apple at Work program make sure to provide the resources that support a great experience from the start. The following assets are designed to help you share the features and benefits of the Apple at Work program.

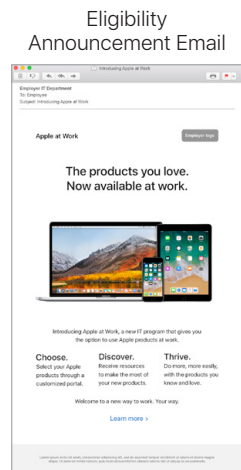
## Announce

Send emails, post web banners, and distribute flyers to introduce the program.



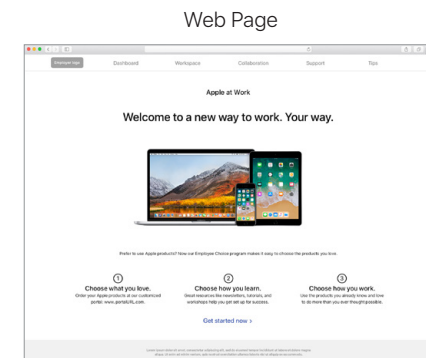
## Invite

Let users know they're eligible, and encourage them to explore their options.



## Educate

Provide a web page where users can learn more about the program and understand its benefits.



# Additional ways to spread the word

Cross-functional teams like HR, PR and IT can help introduce and build buzz about your Apple at Work program.

## For current employees

Create fanfare at multiple touchpoints to introduce the program:

- Include a link to the Program Overview page on your corporate intranet.
- Write fun, positive posts about the new offering on employee social media platforms.
- Create an exciting video about the new program and what it includes.
- Advertise particular macOS or iOS features that your team will be excited about.

## For new and prospective employees

Highlight what makes the Apple at Work program an attractive addition to the company:

- Employees' ability to choose Apple products to use at work.
- The range of Apple products offered.
- How payment is covered or subsidized (if applicable).

Promote the new program externally through a press release or other social media posts.

## Other ideas

- Have executive leaders endorse the Apple at Work program and the impact of employee choice.
- Designate Apple at Work champions within each department to educate employees about the program.
- Hold in-person Apple at Work launch events with various departments to build excitement.

2

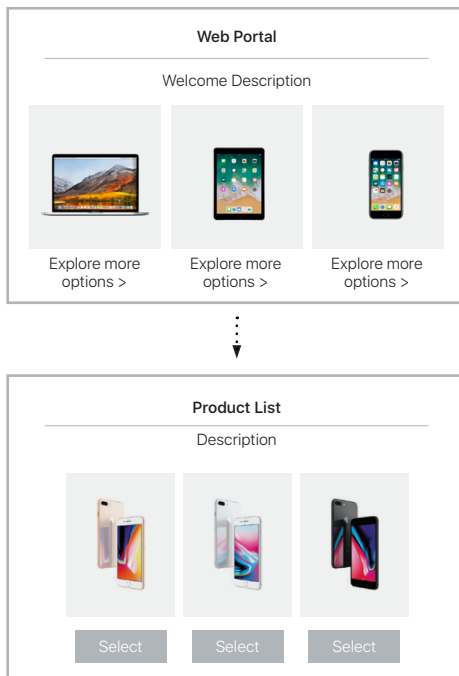
# Enable adoption

Ensure employees have a smooth adoption process by giving them access to an Apple at Work portal where they can select their products. There are 2 ways to do it: create your own custom portal or take advantage of the Apple Employee Portal.

## 1. Creating a custom Apple at Work portal

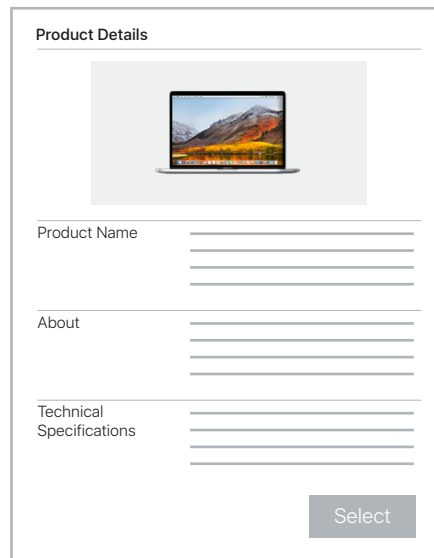
### Show the options

Display all Apple products available, ideally in a custom view for each employee.



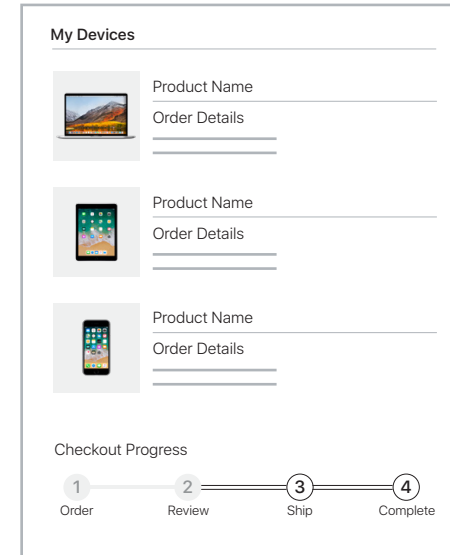
### Enable selections

Guide employees to discover detailed product features.



### Display workspaces

Allow employees to view all products in their device workspace and make upgrades as needed.



# 1. Creating a custom Apple at Work portal

Apple will provide product imagery and content. To access portal resources, write to [employeechoice@apple.com](mailto:employeechoice@apple.com).

## Images | iPhone 8

**Hero**  
Can be used for OOH.

iPhone 8 Plus and iPhone 8      Family

**2-up angle**  
Can be used for OOH.

iPhone 8 Plus      iPhone 8

**Lineup**  
Can be used for OOH.

**360°**  
For use only in an image gallery on your website.

Dots indicate available product image colors: ● Gold ● Silver ● Space Gray

## Images and copy | Business

iPhone X      iPhone 8 and iPhone 8 Plus      iPhone 7 and iPhone 7 Plus      iPhone SE      iPhone family

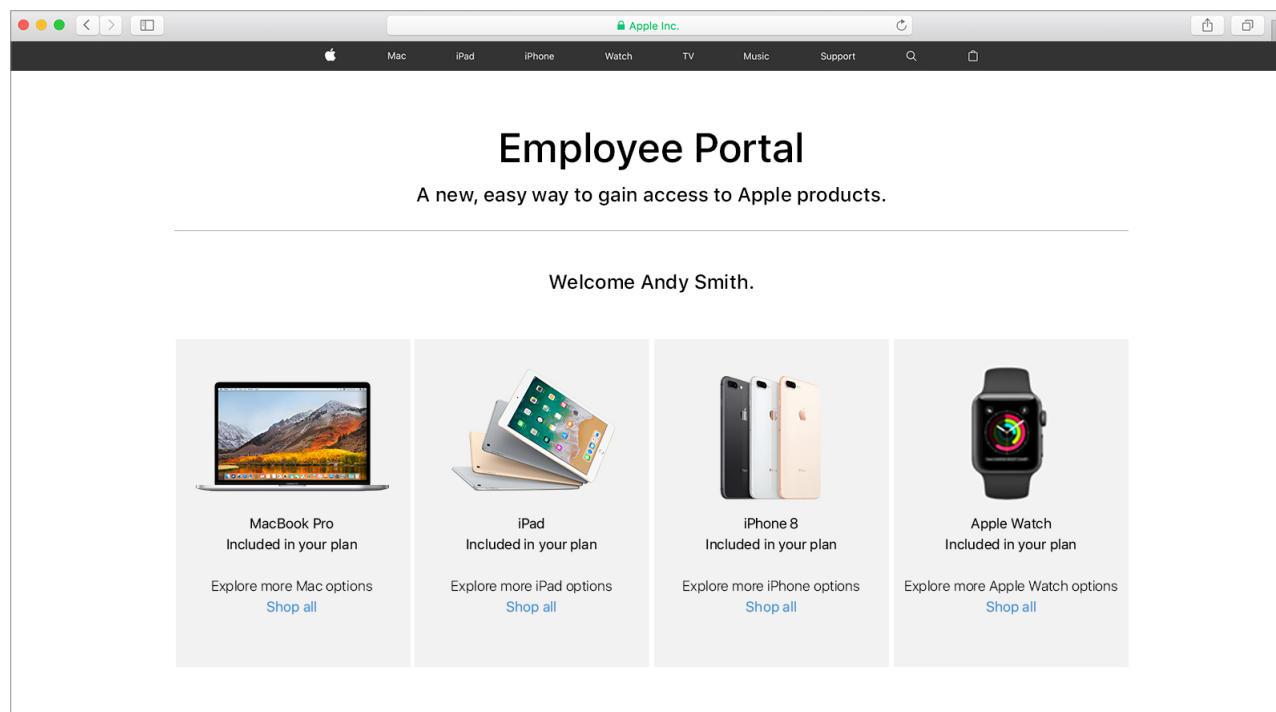
**Lineup**

	iPhone X	iPhone 8 and iPhone 8 Plus	iPhone family
<b>Headline</b>	Say hello to the future.	iPhone 8. A new generation of iPhone for business.	There's an iPhone for every business need.
<b>Advertising copy</b>	5.8-inch Super Retina display.* Face ID so you can unlock with a look. A11 Bionic, the most powerful and smartest chip ever in a smartphone. iPhone X redefines what a smartphone can do for business.	iPhone 8 and iPhone 8 Plus. Built for today's mobile business world. Introducing A11 Bionic, the most powerful and smartest chip ever in a smartphone. 12MP dual cameras and TrueDepth camera. Over 230,000 apps for business on the App Store.† Enhanced productivity features in iOS 11. iPhone X redefines what a smartphone can do for business.	Powerful and incredibly versatile. iPhone delivers great performance wherever business takes you.
<b>Feature copy</b>	5.8-inch Super Retina display.* Face ID so you can unlock with a look. A11 Bionic, the most powerful and smartest chip ever in a smartphone. 12MP dual cameras and TrueDepth camera. Over 230,000 apps for business on the App Store.† Enhanced productivity features in iOS 11. iPhone X redefines what a smartphone can do for business.	iPhone 8 and iPhone 8 Plus. Built for today's mobile business world. Introducing A11 Bionic, the most powerful and smartest chip ever in a smartphone. All-glass and aluminum design. Retina HD display. Advanced cameras. Wireless charging.‡ Over 230,000 apps for business on the App Store.† And the enhanced productivity features in iOS 11. A new generation of iPhone for business is here.	With incredible performance, brilliant displays, the enhanced productivity features in iOS 11, and over 230,000 apps for business on the App Store, iPhone helps you run your business from anywhere.*
<b>Legal</b>	*The iPhone X display has rounded corners. When measured as a rectangle, the screen is 5.85 inches diagonally. Actual viewable area is less. †App count refers to the total number worldwide. Not all content is available in all countries.	‡Charging mat, sold separately. §App count refers to the total number worldwide. Not all content is available in all countries.	*App count refers to the total number worldwide. Not all content is available in all countries.



## 2. Take advantage of the Apple Employee Portal

Designed to guide team members as they choose their Apple products, the Apple Employee Portal allows IT teams to easily manage employee eligibility, product assortment, and upgrade cycles. Product imagery and specifications are refreshed automatically. For more information about this option, write to [employeechoice@apple.com](mailto:employeechoice@apple.com).

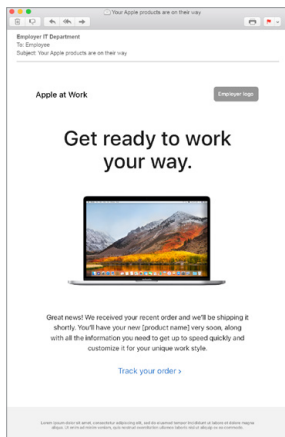


# Other tips for getting employees on-board

To increase participation with your Apple at Work program, here are some ways you can encourage employees throughout their journey.

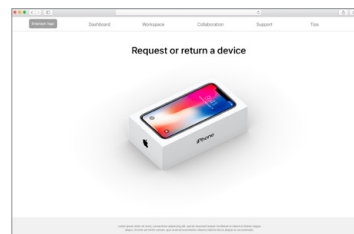
## Build a great experience right from the start

- Work with individual teams to better understand needs and application compatibility before offering the program.
- Set up an Apple at Work demo area so employees can try different devices before ordering.
- Send order confirmation and order update emails, including contact info for help.



## Help ramp-up employees on products

- Provide access to resources for getting started, asking questions, and developing initial skills.
- Find out how employees are enjoying their Apple products by issuing surveys and responding to feedback.
- Host information sessions and tutorials at your office with local Apple or channel partner teams.
- Make it easy for users to fully adopt products with a dedicated support section on your product portal.



## Encourage upgrades over time

- Remind employees what equipment they have and when they will be eligible for an upgrade.
- Consider allowing employees to contribute to the cost of upgraded equipment or early upgrades.
- Leverage upgrade incentives to drive participation with training or compliance materials.

# 3

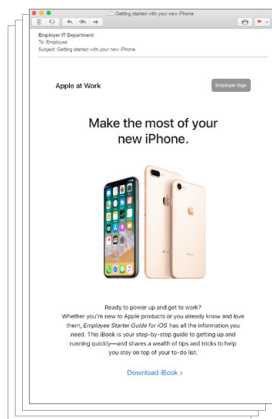
## Empower users

Help users get the most out of their Apple products with resources to get them started and keep them going.

### Starter guides

Get employees up and running quickly.

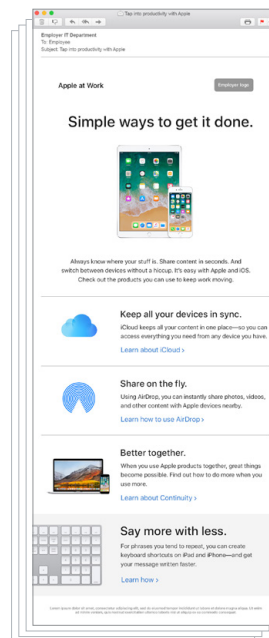
#### Emails



### Tips and tricks

Help users develop their skills with a regular newsletter.

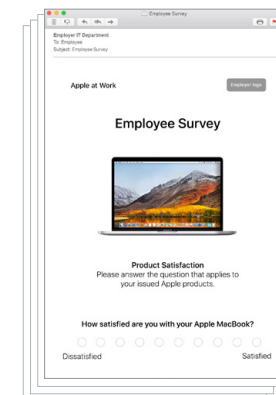
#### Newsletters



### User surveys

Survey your users to gather feedback and improve your program.

#### Surveys



# Ongoing steps for empowering users

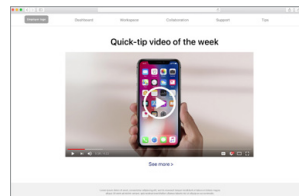
Here are some continuing ways you can support employees as they gain confidence, skills, and expertise with their Apple products.

## Create a resource repository

- Promote Employee Starter Guides to help employees get the most out of their new products:
  - [Employee Starter Guide for iOS](#)
  - [Employee Starter Guide for macOS](#)
- Link to Apple Support resources that your employees can use to develop additional skills:
  - [Apple Support website](#)
  - [Apple Support app](#)
  - [Apple Support on Twitter](#)
  - [Apple Support on YouTube](#)
- Create a tips guide containing quick how-tos for features relevant to your employees, and post it on your intranet.

## Build a user community

- Hold Apple at Work brown-bag sessions where users can share tips, tricks, new apps, and more.
- Create dedicated channels on internal social media platforms for providing information about Apple products.
- Encourage employees to share recommendations for iOS and macOS apps that have helped them within their team or role.
- Invite users to create quick-tip videos and post them on your intranet.



## Other ideas

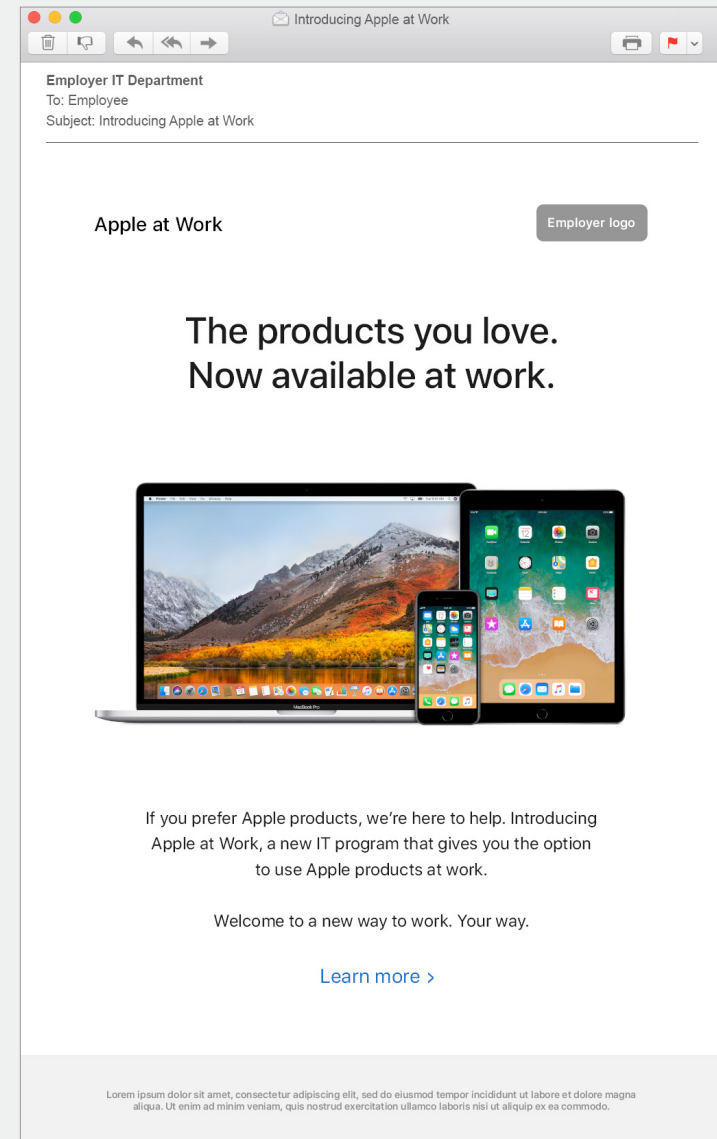
- Let employees know about workshops available at their local Apple store: <https://www.apple.com/today/>.

# Design guidelines

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

# Design guidelines

- The product should be the hero of your communication and should not be one of many messages or offers.
- Strive for simple, clean, and uncluttered communications.
- Never use the Apple logo.
- Use the Apple images as provided.
- Never place text or graphics over an Apple product image.
- Do not use graphics from other websites, including Apple's public websites.
- In certain cases, when working with an Apple marketing representative, the creation of lifestyle photography is acceptable.



# Trademarks

## Product names

All products that start with a lowercase i should always be written with a lowercase i and an uppercase P (or appropriate letter) followed by lowercase letters, even at the beginning of a sentence, paragraph, or title. For example, iPhone, iPad, iMac, and iTunes.

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. Write Apple trademarks exactly as they appear in the Apple Trademark list at [www.apple.com/legal/intellectual-property/trademark/appletmlist.html](http://www.apple.com/legal/intellectual-property/trademark/appletmlist.html). Always use Apple product names in singular form. Do not use plural form. Do not add possessive apostrophes. Never say Apple Watches or iPhone's. Modifiers such as models, types, or devices can be plural or possessive.

## Using Apple at Work in text

Always write the program name as "Apple at Work", observing the use of upper- and lowercase characters.

## 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 information

Please review the Apple Trademark List at [www.apple.com/legal/intellectual-property/trademark/appletmlist.html](http://www.apple.com/legal/intellectual-property/trademark/appletmlist.html) whenever you create marketing materials to ensure that you have the latest Apple trademark information.

For more information about using Apple trademarks, visit [www.apple.com/legal/intellectual-property/](http://www.apple.com/legal/intellectual-property/).

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

# Company branding

## Apple at Work lockup

Keep the Apple at Work lockup and your logo at opposite sides of the design. You can request access to the Apple at Work lockup by emailing [employeechoice@apple.com](mailto:employeechoice@apple.com).

