



# Apple Identity Guidelines

For Channel Affiliates and  
Apple-Certified Individuals

March 2013

The Apple identity is a seal of approval and a promise of excellence. 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 Authorized 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 Authorized 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/guidelinesfor3rdparties.html](http://www.apple.com/legal/trademark/guidelinesfor3rdparties.html).

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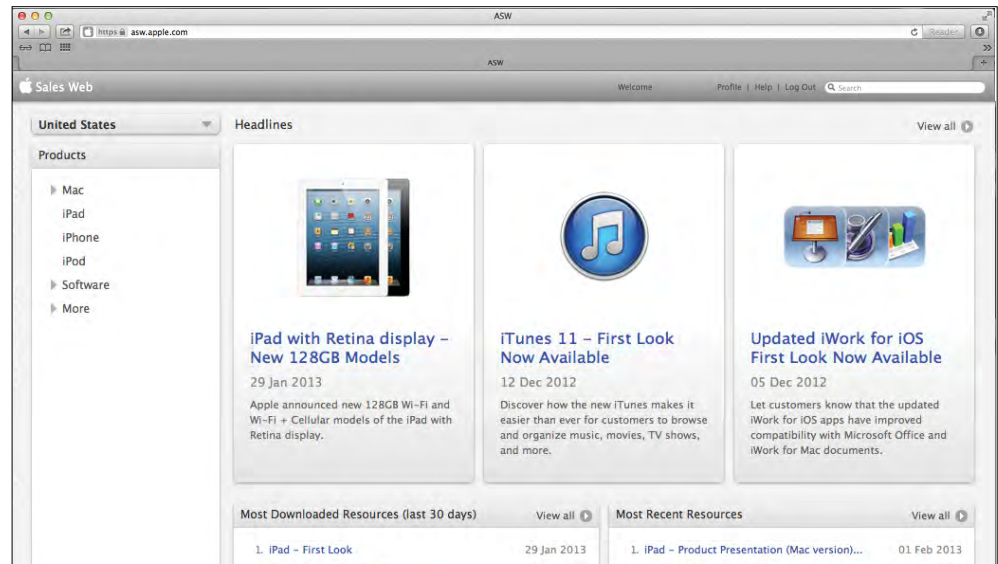
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# Apple Sales Web

# Apple Sales Web

Apple Sales Web (ASW) provides advertising materials, data sheets, FAQs, product part numbers, pricing information, presentations, product videos, product photography, and more. Your Apple representative can provide more information about ASW.

- To register for access, visit <https://daw.apple.com> and click “Sign Up.”
- Once you have created an account, you can log in to ASW by visiting [asw.apple.com](http://asw.apple.com).
- If you need help with access, visit the General Help page.
- Use Search in ASW to find specific items. For example, searching for “signature” or “corporate identity” will take you to information on using the Apple identity for resellers, including channel signature artwork files for download.



# Using Apple Channel Signatures

# 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. Never use an Apple channel signature in place of your business or store identity.

It is preferred that you 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. If you are listing multiple Apple authorizations on a web page describing your company’s capabilities, follow the guidelines in [Displaying Multiple Apple Authorizations](#) on page 13.

## Apple channel signature configurations

The basic Apple signature configurations are shown below. Always use one of these approved configurations on your communications. Signature artwork is provided on ASW. Do not alter the artwork.



One-line signature



Two-line signature

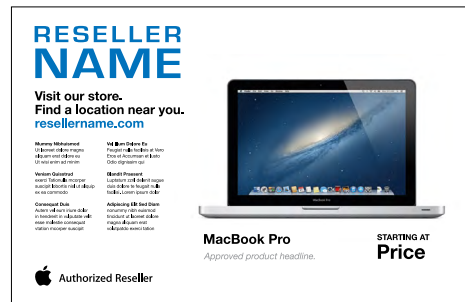


### Certification signature with descriptor

Apple certifications are awarded to qualifying individuals, not businesses. See [Apple-Certified Individuals](#) on page 26. Some certifications include a descriptor in smaller type. Use only the artwork provided by Apple.

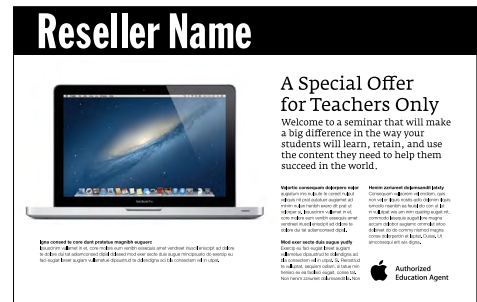
# Choosing a Configuration

The choice of signature configuration will depend on your layout. The one-line signature is used in promotions 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. Use only the two-line signature on store signage; see *Reseller Store Identity* on pages 32–51.



## 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

Some layouts offer very limited space. The two-line signature is a compact configuration that fits in small spaces.



# Signature Color

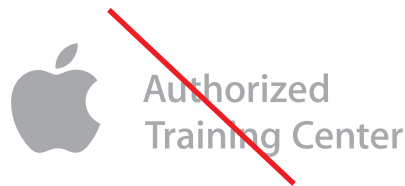
Apple channel signatures can be displayed only in all-black or all-white. When placing a signature on black or color backgrounds, use an all-white signature reversed out of the background color. Never place an Apple channel signature on a visually cluttered or patterned background.



All-black signature



All-white signature



## Avoid mistakes

Resellers can display their Apple-provided authorization only in all-black or all-white. An Apple logo in gray is reserved for use by Apple and may appear on some channel assets provided by Apple. Never display your channel signature in gray.

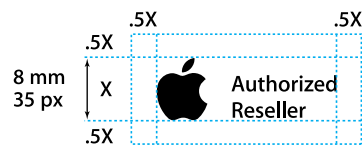
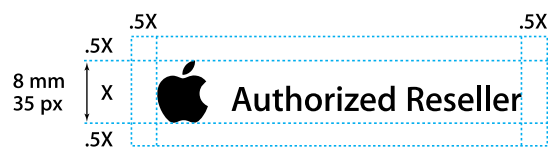
# Minimum Clear Space and Minimum Size

## Minimum clear space

The minimum clear space around the signature is equal to one-half the height of the Apple logo, measured from the top of the leaf to the lower edge. 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.

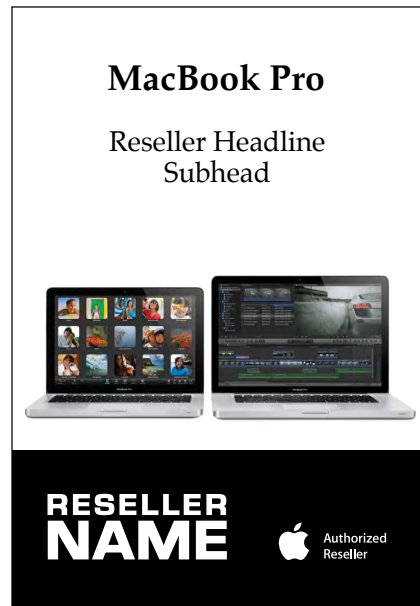


For all Apple channel signatures, the minimum size is 8 mm in print and 35 pixels onscreen, measuring the height of the Apple logo. Allow minimum clear space as shown.

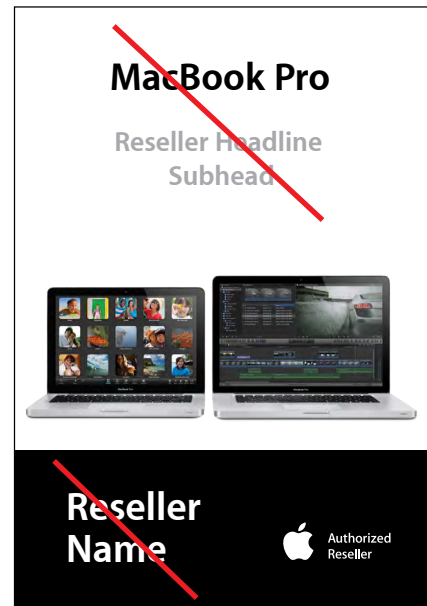
# Typography

## The Apple corporate font

Apple uses a modified version of the Myriad font called Myriad Set in Apple marketing materials. 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 any version of Myriad in your communications.



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



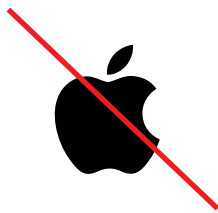
Do not imitate the typographic style of Apple communications.

# 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 in your communications.
- Do not remove the Apple logo from the signature artwork 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.
- Do not rotate or animate an Apple channel signature or make any of its elements three-dimensional.
- Do not add special effects to the signature such as shadows, reflections, or glows.



Do not use the Apple logo alone in channel affiliate communications, including web pages.



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



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



**Promotion Headline**  
Subhead



Do not change the signature color.



**Promotion Headline**  
Subhead

 Authorized Reseller

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

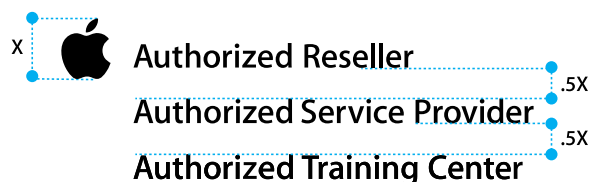
If your company has multiple authorizations from Apple, you can display them on your company's web page that describes your business capabilities. For example, an About Us or Overview page on your website may provide information on all the services offered at your store location. Multiple Apple authorizations can be displayed on this page. Do not display multiple authorizations on product promotions.

Do not display multiple Apple logos on the same page. Instead, display multiple authorizations using the logotype from the channel signatures, following the layouts below. Always use the artwork provided by Apple. Only when multiple authorizations are displayed as shown below can the logotype in a signature be separated from the Apple logo and used to display additional authorizations.

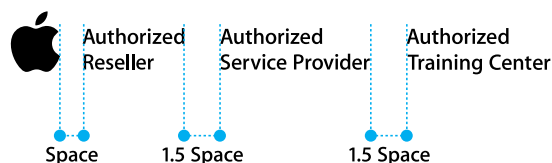
In advertising and promotions, do not display multiple authorizations. Display the single authorization that is most clearly related to a communication's content. For instance, an Apple Authorized Reseller may also be an Apple Authorized Education Reseller and an Apple Authorized Training Center. If 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.



Displaying multiple authorizations with the two-line signature.



Displaying multiple authorizations with the one-line signature.



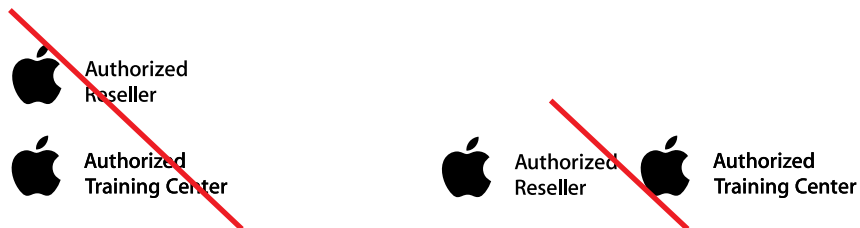
Optional: two-line signature with horizontal alignment.

# Avoid Mistakes When Displaying Multiple Apple Authorizations

Avoid these common mistakes when displaying multiple Apple authorizations. Do not stack multiple channel signatures or place them side by side. The Apple logo cannot be repeated in multiple signatures. Always combine matching signature configurations. Make sure you distinguish between authorizations given to businesses and certifications awarded to individuals; see [Apple-Certified Individuals](#) on page 26. 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 stack multiple signatures and do not place them side by side.



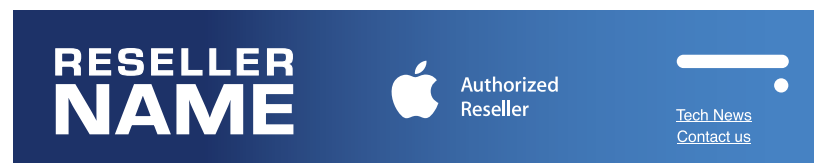
Do not combine a one-line signature logotype with a two-line logotype. Combine matching configurations.

# Using the Apple Channel Signature on Headers

Use a two-line Apple channel signature at the recommended size of 35 pixels high on website or email headers. The minimum space between the reseller identity and the Apple channel signature is 35 pixels as shown below. Use only one signature on a page or header layout.



Use the two-line signature at a height of 35 pixels.



Plenty of clear space allows the Apple channel signature to stand out.



A signature can be placed in the content area.

# Avoid Header Mistakes



Do not use a one-line signature configuration on a header. Use a two-line signature.



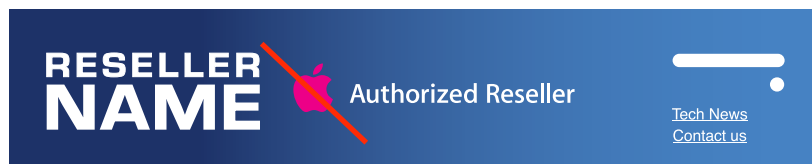
Do not use other configurations. Use the two-line signature artwork provided by Apple.



Do not place the Apple channel signature first. The signature must follow the reseller identity.



Never use the Apple logo alone. Always use the full Apple channel signature.



Do not add color to any portion of the Apple channel signature. The signature must appear in all-black or all-white.



# Reseller Websites

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

Do not use images or other graphic elements obtained from [www.apple.com](http://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 images, 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](http://www.apple.com). Do not use Apple's proprietary font, Myriad Set, on your website; see [Typography](#) on page 11.

## Placing the Apple channel signature on your website

The Apple channel signature can be placed on web headers. The signature must never overpower the reseller identity in size or placement; see [Using the Apple Channel Signature on Headers](#) on page 15. Separate the signature from the reseller 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:

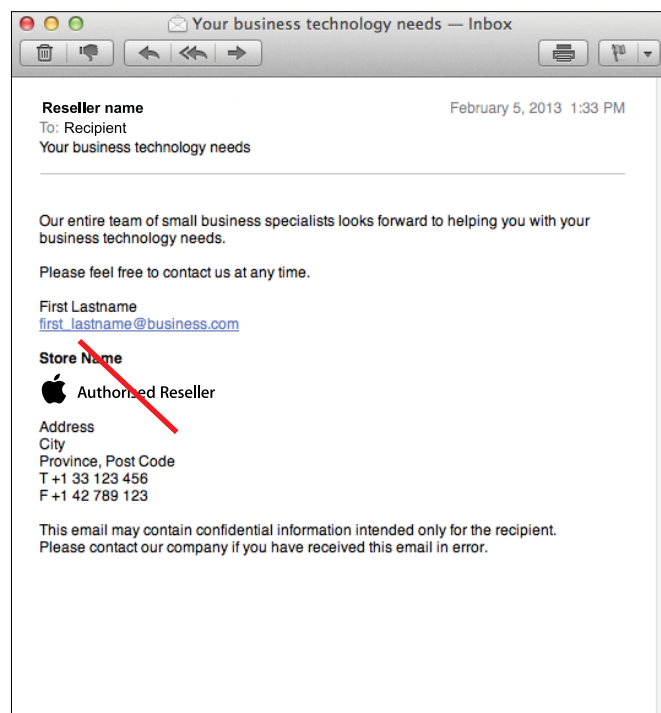
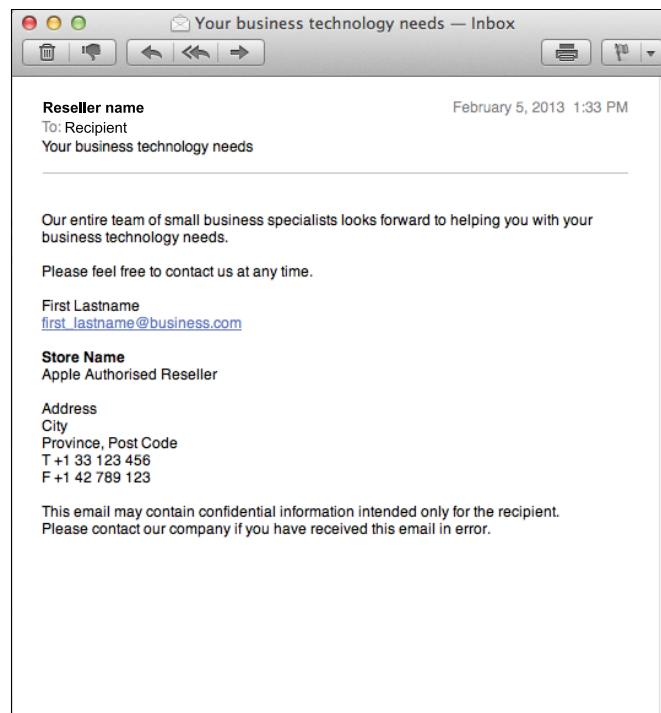
- Do not place the signature on a visually cluttered or patterned background.
- Do not make the signature transparent.
- Do not rotate or animate the signature.
- Maintain appropriate clear space around the signature; see [Minimum Clear Space and Minimum Size](#) on page 10.
- Do not use an Apple logo alone. Always use a channel signature.



The Apple channel signature can be placed in the header or below the reseller identity at the top of the page; see [Using the Apple Channel Signature on Headers](#) on page 15.

# Email Signatures

Do not include an Apple channel signature at the end of your email. Instead, refer to your Apple authorization in text. Your Apple channel signature can appear on headers for email promotions along with your reseller identity; see [Using the Apple Channel Signature on Headers](#) on page 15.

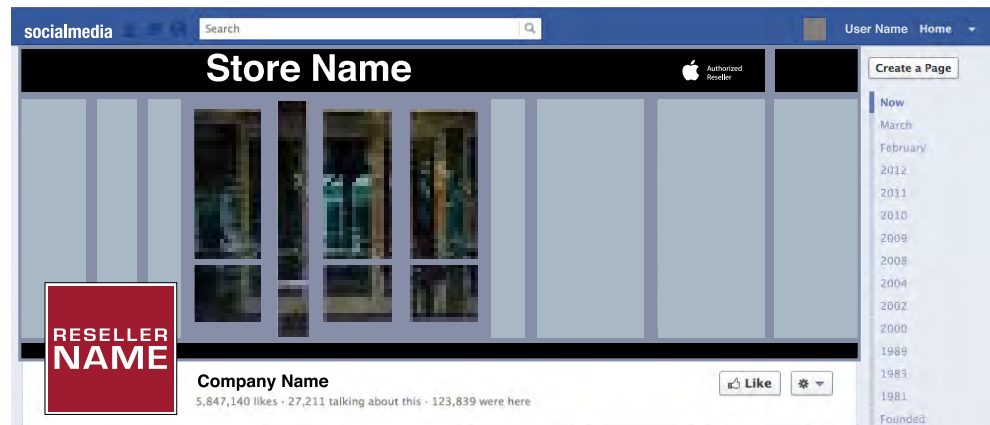


# Social Media

Social media is any form of communication that is built on group participation, commenting, and interaction. Social media communications must represent your company or store, not Apple. Do not use an Apple channel signature in social media promotions, and do not include a signature as part of other graphics. Instead, refer to your Apple channel authorization in text. An Apple channel signature can be visible as part of storefront signage if it appears in a photo of your store exterior.

Social media can be used as a resource only to announce Apple product availability. You must have Apple's permission to engage in social media communications related to Apple and Apple products.

Do not post Apple product assets or Apple product photos to social media sites, and do not attach them to tweets. Do not run social media campaigns that feature Apple products. Refer to the product asset kits available on ASW for more information.



## Store photo

An Apple channel signature can appear on storefront signage when a photo of the reseller store is shown. Do not add signature artwork to the store photo; it must be part of the existing store signage.



Do not include an Apple channel signature in your store's main identity. Do not use a signature as part of your social media graphics.



Do not post Apple product photos to social media sites. Refer to Apple products only in text.

# Advertising

When producing advertisements, follow the instructions provided in the product asset kits on ASW. Use the templates, assets, product messages, and other resources provided on ASW.

Whenever an Apple channel signature appears in advertising, it must conform to the color, size, clear space, and other standards shown in these guidelines. When multiple Apple products are shown, do not accompany each product with an Apple channel signature. Instead, show your Apple affiliation by displaying an Apple channel signature near the list or grouping of Apple products. Never use the Apple logo alone to indicate that products are from Apple.

If you are an iOS or Mac app developer, follow the instructions provided to developers by Apple and promote your app separately from Apple product advertising. Do not combine your app promotions with Apple product advertising.

Advertisements must comply with Apple trademark and credit line requirements; see [Apple Trademarks and Credit Lines](#) on pages 53–54.

# Vehicles

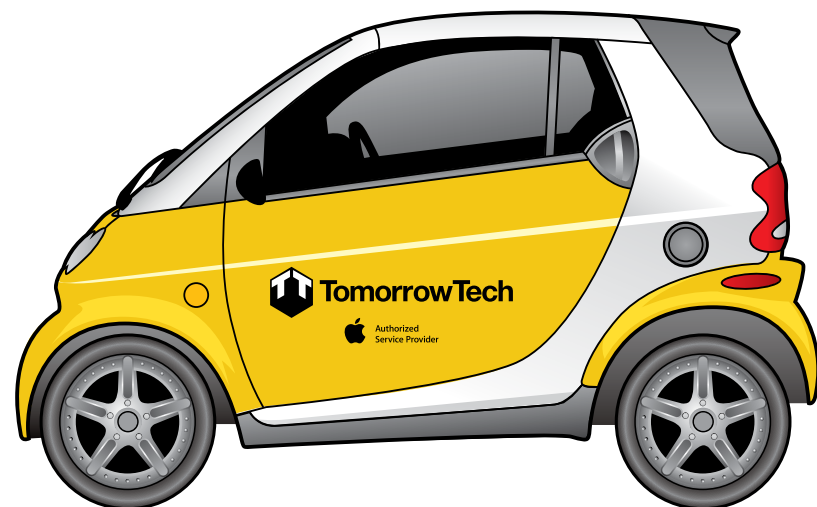
Only the Apple Authorized Service Provider signature or its equivalent for your region can be displayed on a vehicle that is used to service equipment. Use only one signature on each side of the vehicle. Your company identity must also be displayed on each side of the vehicle. Do not place the Apple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

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.



On vehicles, use the Authorized Service Provider signature or your regional equivalent at a minimum size of 40 mm and maximum size of 80 mm in height. Use only the signature artwork provided by Apple.



# 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, or 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.**



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 10](#). 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 signature can be placed on the front, back, or sleeve. Use only one signature.

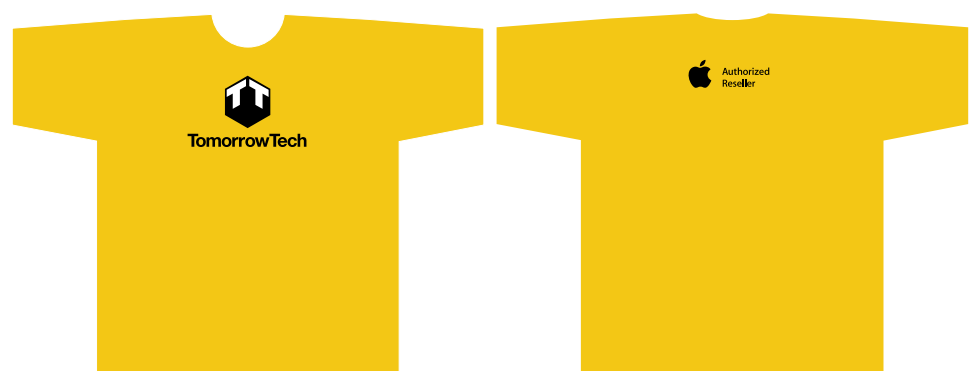
Submit your proposed shirt layout to your Apple representative for approval before production begins.

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. Avoid embroidery because the logo can easily be distorted if not done correctly. Make sure you check a production sample to ensure quality and legibility. Follow the graphic standards in *Using Apple Channel Signatures* on pages 7–24.



Apple channel signature on front, reseller identity on sleeve



Reseller identity on front, Apple channel signature on back

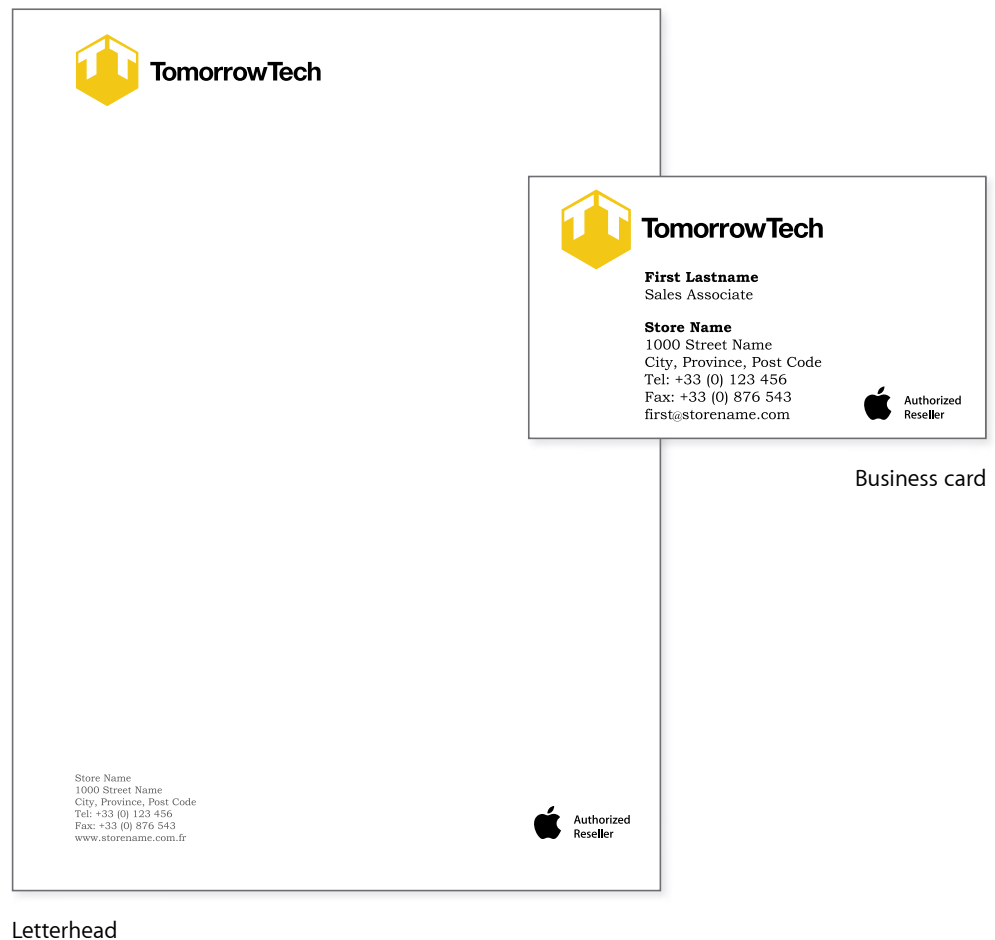
# Stationery

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 *Using Apple Channel Signatures* on pages 7–24.

The signature must be smaller than your company or store identity. A rule of thumb is that the Apple channel signature can be no more than one-half the height of your store identity and no less than the *minimum size shown on page 10*. 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 font 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

# Apple-Certified Individuals

Certifications are granted to individuals, not companies or businesses. Use of the Apple certification signature indicates that an individual's capabilities have been certified by Apple. Certification signatures can be used only on personal communications such as business cards, name badges, or an individual's professional biography.

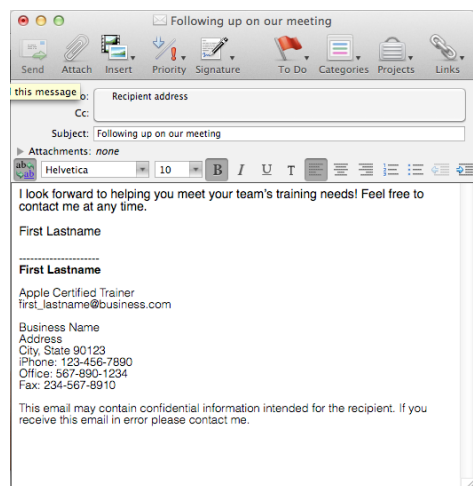
If certified individuals are employed by a company, their Apple certification signature cannot appear on general company communications including advertisements, brochures, or online promotions. Instead, the company can refer to its employees' capabilities in text, using a statement such as "We employ technicians certified in the service and repair of Apple products." Correctly identify the certified individuals' capabilities.

Sometimes a company creates web pages, newsletters, or other information with the biographies of individual employees that feature their capabilities. An Apple certification signature can accompany the related content on these communications.



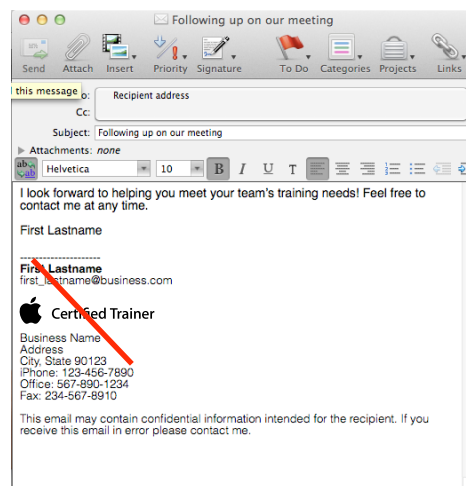
## Business card

Certification signatures are granted to individuals and must be used only in 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 13.



## Email

At the end of an email, refer to your Apple certifications in text only.



Do not include an Apple certification signature at the end of your email.

# Using Apple Assets

# Using Apple Assets

For complete information on using Apple product assets, refer to the product asset kits available on ASW.

## **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 images. Never download or copy an image from Apple's website at [www.apple.com](http://www.apple.com), and do not use Apple PR photos from [www.apple.com/pr](http://www.apple.com/pr).

Resellers cannot produce their own photos of Apple products for use in their customer communications, including advertising and PR. Use only the photos provided by Apple in the product asset kits.

## **Using Apple product photos**

Follow these guidelines when using Apple product photos:

- Use only the product photos provided on ASW.
- 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.
- Do not place an Apple product image on a busy or textured background.

## **Image size and resolution**

The resolution of Apple-provided assets is not sufficient for use in large-format graphics such as large-scale posters, window displays, or wall graphics (which generally display photos over 20 inches in height). Apple assets are designed to be used at the size provided, and can usually be reduced or enlarged no more than 10 percent to maintain high image resolution. Always check your Apple images carefully to make sure they render clearly and at high resolution in your communication medium. Contact your Apple representative if you require high-resolution images for use at large sizes.

## **Marketing messages**

You can use Apple marketing messages that are provided as part of the product asset kits on ASW. If Apple-provided copy is included as part of an 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 company's communications; do not imitate Apple.

# Refresh Apple Assets

Do not display outdated graphics. You are required by Apple to comply with the most up-to-date graphic standards and use current Apple-provided assets available on ASW. 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.

Do not alter or distort Apple product photos in any way. Do not omit portions or use a cropped photograph of Apple products unless it is provided by Apple.

Apple's image as a forward-thinking company depends on keeping products and communications current. For example, Apple no longer uses a "glass" logo or the Garamond font, and the rainbow-striped Apple logo has been obsolete for over 15 years.

Do not display historic graphics in your store. Do not donate or sell older graphics. Resellers cannot transfer, donate, or sell Apple assets to any individual, party, or organization.

If you have questions, contact your Apple representative.

# Avoid Mistakes When Using Apple Product Photos

Come in  
and try  
the new  
MacBook  
Air.



## Type

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



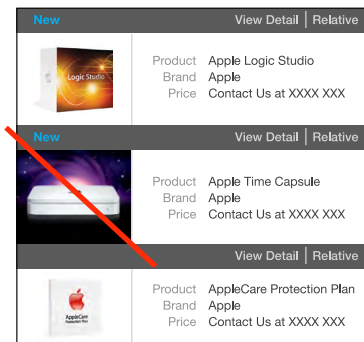
## Backgrounds

Do not place Apple product photos on a busy, multicolored, or cluttered background.



## 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.



## Multiple photos

When multiple photos accompany product lists, select a consistent solid white or solid black background to make it easier for customers to clearly see the products.



## Screen images

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



## Image size and resolution

Use images at a size that displays clearly and with high resolution. The image shown above demonstrates the blurriness that occurs when an image is displayed at a size that is too large for the digital resolution of the photo.

# Reseller Store Identity

# Reseller Store Identity

Apple trademarks and trade dress include the terms and fixtures developed by Apple for use in the Apple Retail Store and Apple-branded programs. This intellectual property, owned by Apple, contributes to the proprietary look and feel of the Apple retail identity.

As an Apple channel affiliate, you are responsible for delivering your own high-quality retail experience that complements the Apple products you sell. Building your own identity that cannot be confused with Apple will strengthen your business by helping your customers associate their in-store experience with your unique business offer.

Do not imitate the proprietary look and feel of an Apple Retail Store or Apple-branded programs. It must be clear to customers that your store is an independent channel affiliate.

Follow the guidelines in this section to learn how to develop store exteriors and interiors, along with naming practices, that cannot be confused with Apple's proprietary retail identity.



# Naming and Identity Practices

Apple trademarks and trade dress cannot be used in channel affiliate store or company names, web or social media site names, service names, or signage. Examples include the following:

- Channel affiliate store names and company names cannot contain the names *Apple*, *Mac*, *iPad*, *iPhone*, *iPod*, *Pod*, or any other Apple trademarks (unless expressly authorized under separate license).
- 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
- Channel-affiliated store or marketing program logos cannot incorporate the Apple logo or any design containing an apple or detached leaf element.

# Store Exterior, Apple Channel Signature

On store exteriors, use only the two-line version of the Apple channel signature. The signature can appear in all-black or all-white. The two-line signature can be used in one of two sizes: 200 mm high or 100 mm high. Size the signature at 200 mm in height when it is placed high on a facade, and 100 mm in height if it is placed lower on the facade, near eye level. Do not use any other signature configurations or sizes on store exteriors.

Use these fixed sizes for the Apple channel signature regardless of the size of your facade or reseller identity. The signature size requirements provide optimum visibility for a wide variety of facades.

If your store exterior does not conform to these signature size requirements, plan to bring it into compliance whenever a facade refresh is implemented.



Black two-line signature



White two-line signature



## Size

On store facades, use the signature at one of these sizes: 200 mm when placed high on the facade or 100 mm when placed lower (eye level) on the facade. Do not use the Apple channel signature in any other size on the exterior of your store.

# Store Exterior, Higher Facade

## Materials

Your store facade is the first experience customers will have with your store identity. If materials selection is an option, choose colors and materials that align with your store's identity. Do not imitate an Apple Store facade. **Avoid the use of stainless steel on your facade.** Stainless steel is part of the proprietary look and feel of an Apple Store facade.

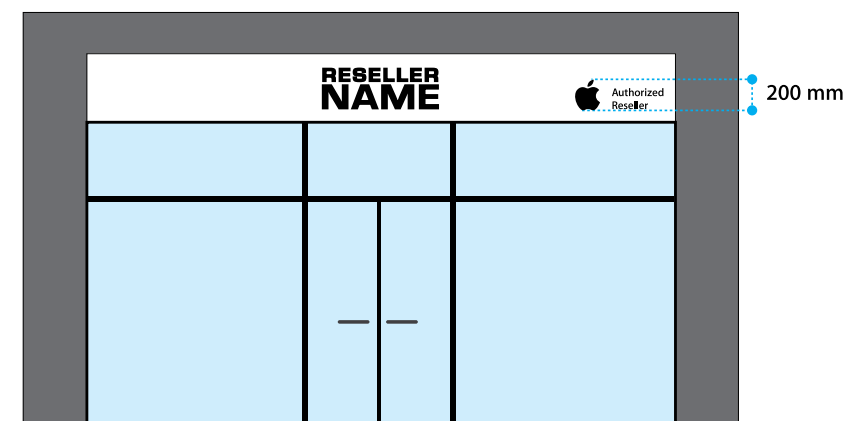
## Entrance

Always display your reseller or store logo above the primary entrance. If your store has multiple entrances, follow the instructions provided here for each facade.

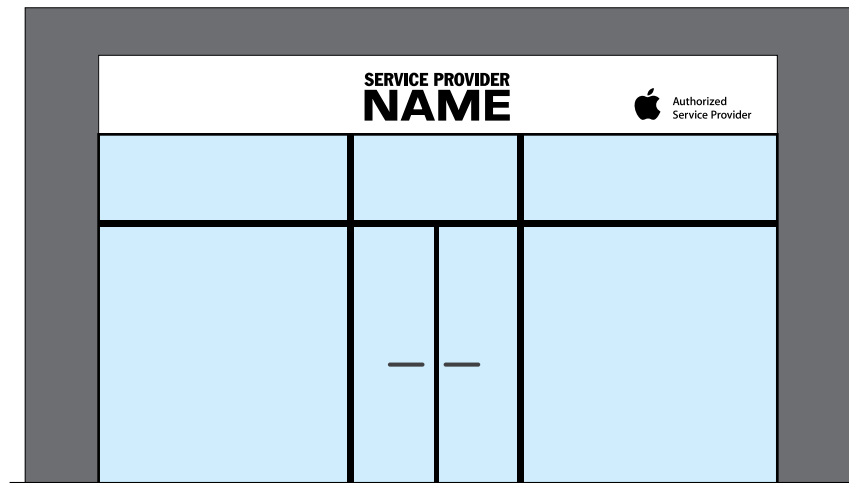
## Apple channel signature

Follow these requirements for displaying an Apple channel signature on your store facade:

- Use only the two-line configuration of your Apple channel signature.
- Place one signature on the right side of your fascia or facade. Do not use multiple signatures on a single facade. Do not place the signature higher than your store logo.
- Display the signature in only all-black or all-white. Do not use color or color materials.
- Follow the [clear space requirements for the signature on page 10](#).
- Regardless of the size of your building or the size of your reseller logo, use the Apple channel signature in only one size—with the Apple logo at 200 mm in height.
- Never use the Apple logo alone on your store exterior.



# Store Exterior, Signature Selection and Placement



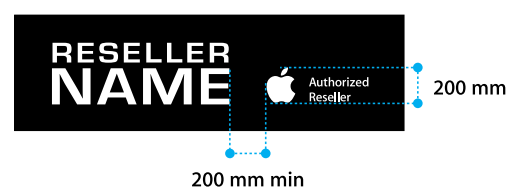
## Signature selection

Display your primary authorization from Apple. Display only one signature. For example, if Apple Authorized Service Provider is your only authorization from Apple, it can be displayed on your exterior facade.



## Minimum space

For standard facades, the minimum space between the reseller identity and the Apple channel signature is 2 meters.



## Short fascia

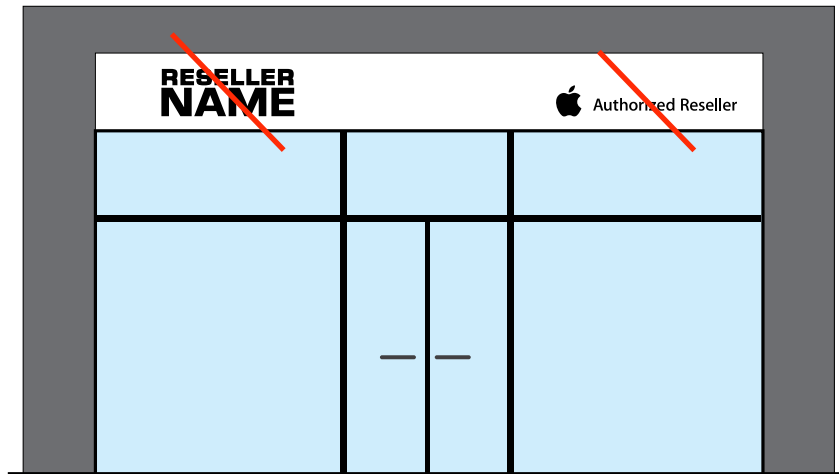
For short fascias, the minimum space between the reseller identity and the Apple channel signature is 200 mm.



## Vertical fascia

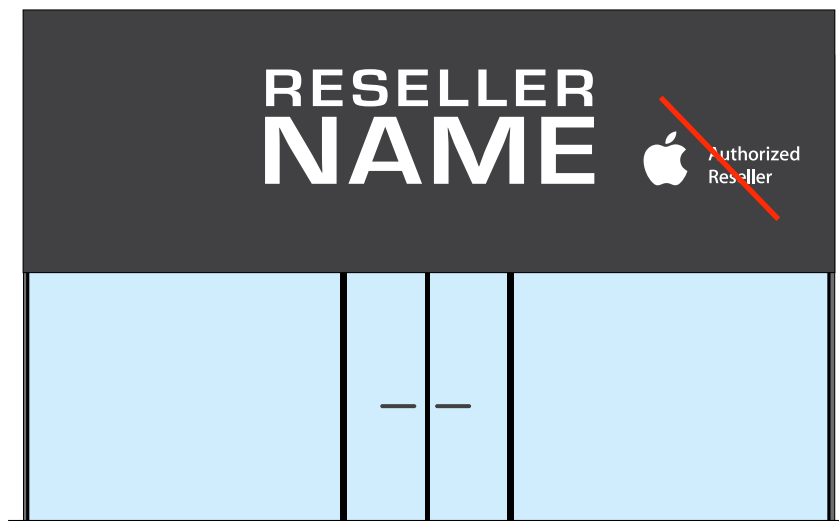
Use the Apple channel signature at 200 mm in height whether the fascia is vertical or horizontal.

## Store Exterior, Avoid Facade Mistakes



### Avoid mistakes

Place the reseller identity above the main entrance. Do not use a one-line Apple channel signature. Only the two-line configuration is approved for use on store exteriors.



### Avoid mistakes

Size the Apple channel signature at 200 mm in height, regardless of the size of the building or the reseller identity. Do not display the Apple channel signature at a size larger than 200 mm in height.

# Store Exterior, Lower Facade

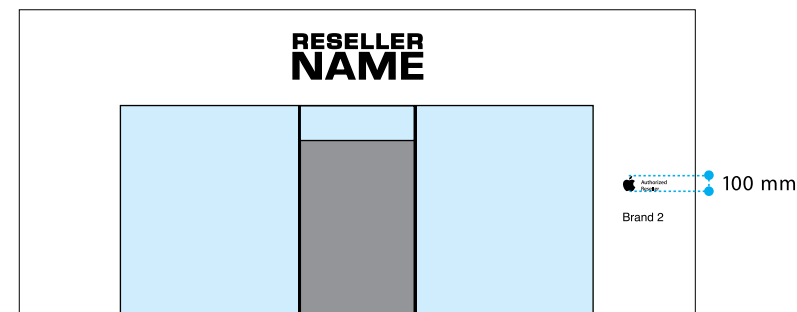
## Placement

The Apple channel signature can be placed lower on the facade, at approximately eye level. Do not place a signature below eye level. When placing the Apple channel signature lower on your facade, size the signature so that the Apple logo is 100 mm in height.

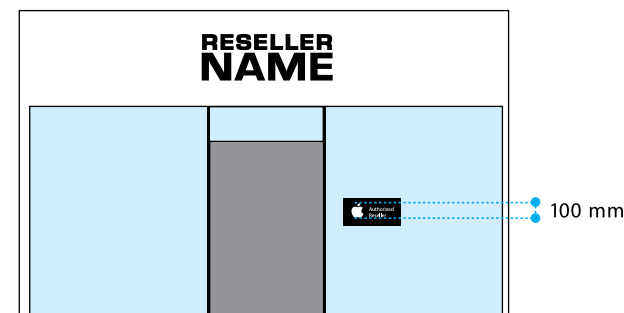
## Apple channel signature

Follow these requirements for displaying your Apple channel signature lower on your store facade:

- Use only the two-line configuration of your Apple channel signature on store exteriors.
- Do not place the signature lower than eye level.
- Display the signature in only all-black or all-white. Do not use color or color materials.
- Regardless of the size of your building or the size of your reseller logo, an Apple channel signature placed lower on a facade (near eye level) can be displayed in only one size—with the Apple logo at 100 mm in height.
- If other brands are also displayed, place the Apple channel signature near the other brand identities.
- Never use the Apple logo alone on your store exterior.



When your Apple channel signature is placed lower on a facade, near eye level, use the two-line signature with the Apple logo sized at 100 mm in height. Place the Apple channel signature near other brands that are also displayed. Regardless of the size of other brand logos, display the Apple channel signature only at 100 mm in height.



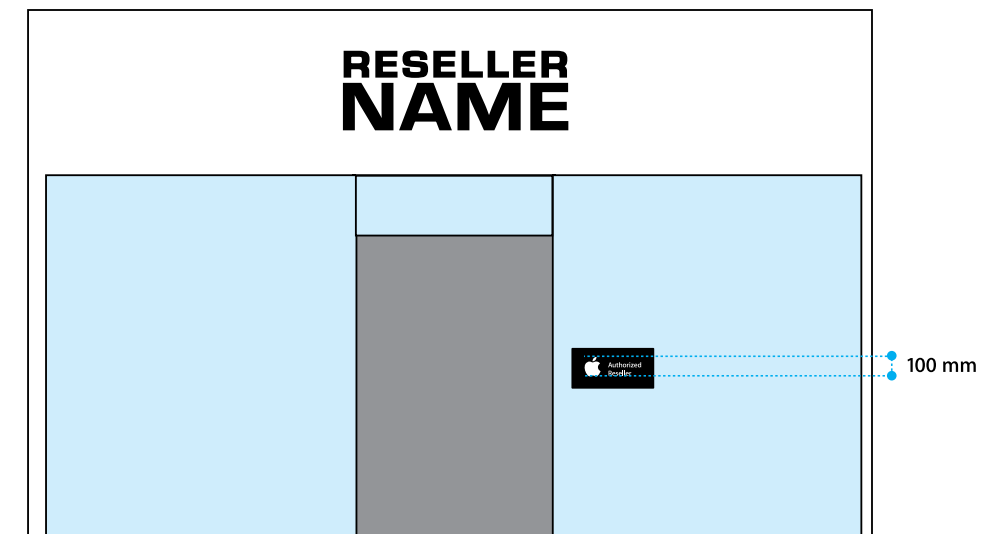
Follow the artwork and specifications provided on ASW to create a window cling using your Apple channel signature. The Apple logo is 100 mm in height.

# Store Exterior, Window Cling

The Apple channel signature can be used 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. Place the cling on the interior of a plain glass panel or on a glass door. 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 clings provide maximum visibility with the white signature placed on a plain black background and displayed at eye level, as shown below. Follow the specifications on ASW to create your window cling, or use the window cling artwork provided by Apple in some regions.



Window cling



The window cling is produced at a size with the Apple logo at 100 mm in height.

# Store Exterior, Sign Illumination

The Apple channel signature can be internally illuminated if it is part of a facade 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 signature can be illuminated only if the reseller identity is also illuminated. Always illuminate the full signature. Do not illuminate the Apple logo without also illuminating the Authorized Reseller logotype or other channel designation.

Note: The sign shown here is for demonstration purposes only. The lighting principles illustrated above apply to all facade types and colors.



# Store Exterior, Nonconforming Signs

Sometimes exterior signage requires a variance from local building codes or does not conform to standard sign practices. Here are some examples that may require a nonconforming sign solution:

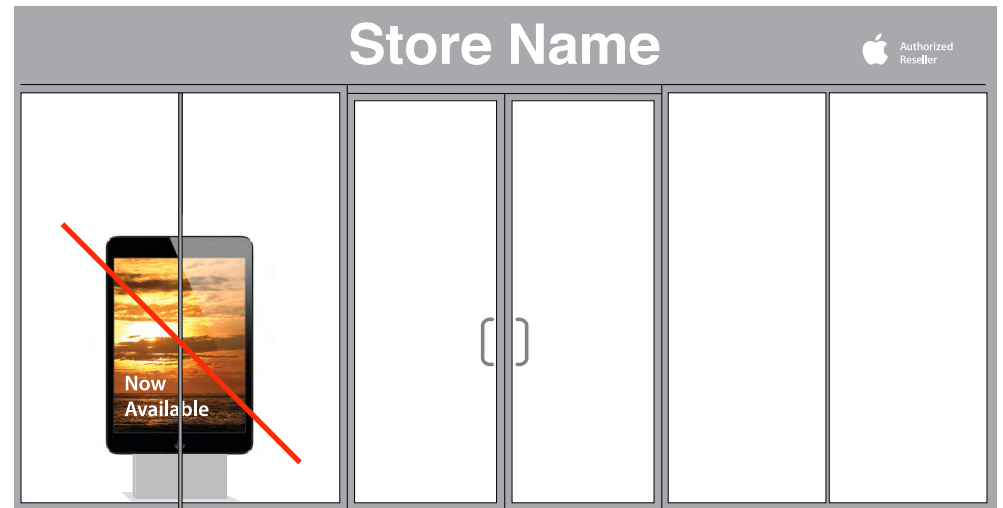
- Building codes may restrict signage to protect historic buildings.
- Historic shopping districts may prohibit certain types of signs.
- Design guidelines in local retail zones may require all stores to comply with a particular sign style, color, or material.
- Multi-tenant buildings may require compliance with the building's sign style.
- The building shape may be unusual.
- The area available for primary signage may be an unusual shape or size.
- Sign visibility may be obstructed.
- Primary flow of pedestrian or street traffic may make the sign difficult to see.

If you have questions when planning a nonconforming sign, contact your Apple representative for assistance. Include a description of the sign location and list any requirements that must be met. Provide a complete overview including drawings and photos of the proposed site.

Make sure you have received permission from local building authorities before proceeding with a nonconforming sign solution.

# Store Exterior, Window Displays

Follow the instructions provided in the product asset kits on ASW when planning your window displays or window posters. Do not produce large-scale Apple product mock-ups or other graphics made from Apple product forms. Do not dress LED plasma displays to look like Apple products. Use only Apple assets provided on ASW and designated for store window display.



Do not produce window displays in the form of Apple products. Do not dress LED plasma displays to look like Apple products. Follow the instructions in the Apple product asset kits on ASW.

# Store Interior, Fixture Design and Materials

When planning and developing a fixture system for displays, select forms, materials, and colors that align with your store identity. Fixtures must be customized to each reseller. Do not create fixtures that infringe on Apple's proprietary retail identity.

## Fixture design

Create fixtures that are easy for your customer to approach. Make sure there is ample surface space to display products in an uncluttered manner. Incorporate a plan for electrical cord management. It is distracting for customers to see a tangle of cords around product displays. Take into account the flow and direction of customer movement within your store. Allow ample space for several customers to linger at the fixture while not blocking the movement of other customers. Do not add unnecessary decorative details.

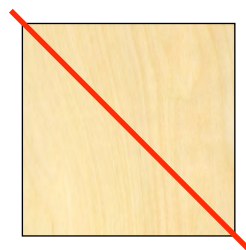
In addition to the materials listed below, channel affiliates cannot use:

- Backlit horizontal translucent graphic panels
- Staircases in glass or transparent material

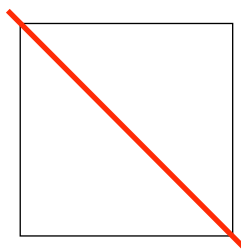
## Materials

Select materials that are durable and easy to maintain. Apple products display well on smooth, solid surfaces. Do not replicate the materials used on Apple fixtures.

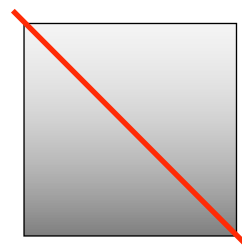
Avoid these materials:



Maple hardwood



Acrylic solid surface  
matching DuPont  
Corian Glacier White

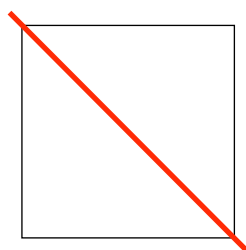


Stainless steel

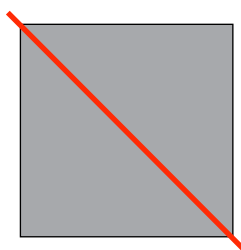
## Color

The color of your fixtures should align with and complement the look and feel of your store identity and your unique retail environment. Do not use colors on the display surface that overwhelm the Apple products on display. Do not use colors that create strong contrast with the Apple products.

Avoid these Corian colors on display surfaces and back walls behind displays:



Acrylic solid surface  
matching DuPont  
Corian Glacier White



Acrylic solid surface  
matching RAL 7045  
Tele Gray

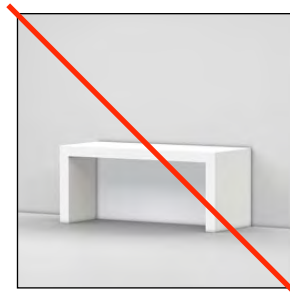
# Store Interior, Avoid Fixture Mistakes

Apple's proprietary store identity is expressed in the Apple Retail Store, Apple Premium Reseller stores, Apple Shop Program stores, and other Apple-branded channel programs. Channel affiliate stores cannot use fixture forms developed exclusively for these Apple programs. The elements of the Apple Premium Reseller proprietary fixture systems shown below cannot be replicated in a channel affiliate store.

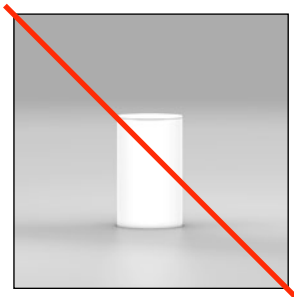
## Avoid these Apple Premium Reseller elements:



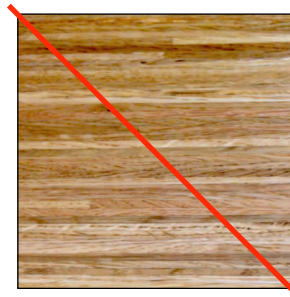
Freestanding table in white



Wall table in white



Round table in white



Fine line oak flooring

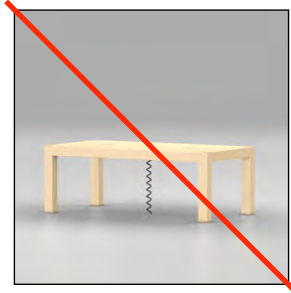
### Flooring

Avoid narrow-plank fine line oak flooring.

# Store Interior, Avoid Fixture Mistakes (continued)

The elements of the Apple Shop Program proprietary fixture systems shown below cannot be replicated in a channel affiliate store.

## Avoid these Apple Shop Program elements:



Parsons table in natural maple



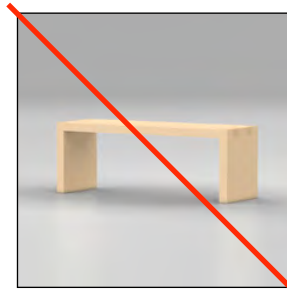
Inline table in black/maple



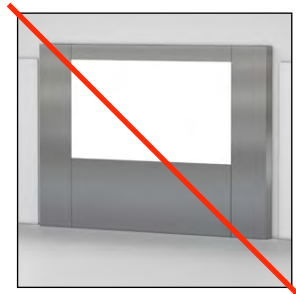
Inline gondola in black/maple



Consultation bar in maple  
with black stools



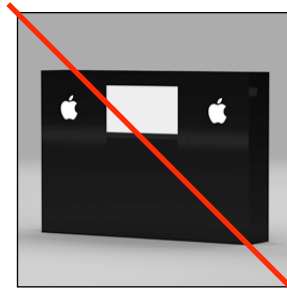
Product table in natural maple



Stainless steel wall panel



Cantilever shelf in stainless  
steel and maple



Brand wall in black

# Store Interior, Communications

## Point-of-sale assets from Apple

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 website at [www.apple.com](http://www.apple.com).

When a new product is released, it is the affiliate's responsibility to remove previous products and outdated marketing materials from the retail area. Do not display outdated graphics. See [Refresh Apple Assets](#) on page 29.

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 in a communication.

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

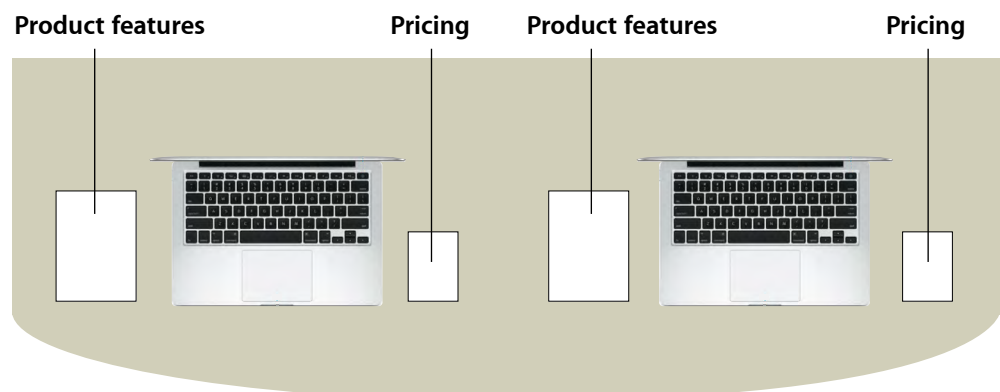
In some regions, Apple provides custom display fixtures. These fixtures are reserved for the display of specific Apple products. Products from another company cannot be displayed in Apple-provided custom fixtures. The only exception is third-party accessories that are directly related to the Apple product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

## Store posters

Store posters designed by the channel affiliate should focus on the reseller identity and clarify its value proposition. Do not incorporate Apple assets such as product photography or promotional copy in your store posters. You can complement your interior displays with Apple-provided posters, but make sure the Apple-provided posters are not confused with reseller graphics. Apple-provided posters can be placed beside reseller messages, but they cannot be incorporated into the layout of those messages.

## Product presentation

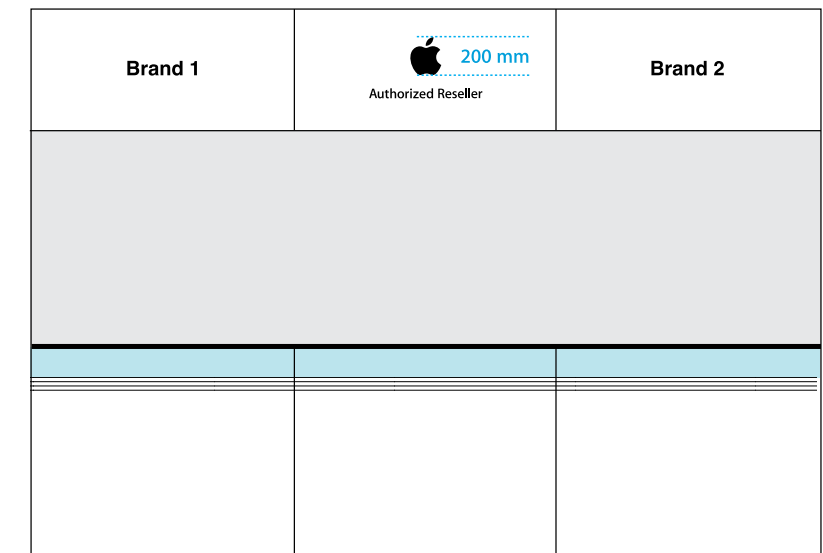
Product presentation and merchandising guidelines available on ASW provide information on creating product-specific displays. To complement product merchandising, resellers can create their own POS product feature and pricing signs using the asset kits provided on ASW. Do not imitate the acrylic forms used in the Apple Retail Store and Apple Premium Reseller stores. Develop your own pricing and features displays.



# Store Interior, Multi-brand Concessions Signage

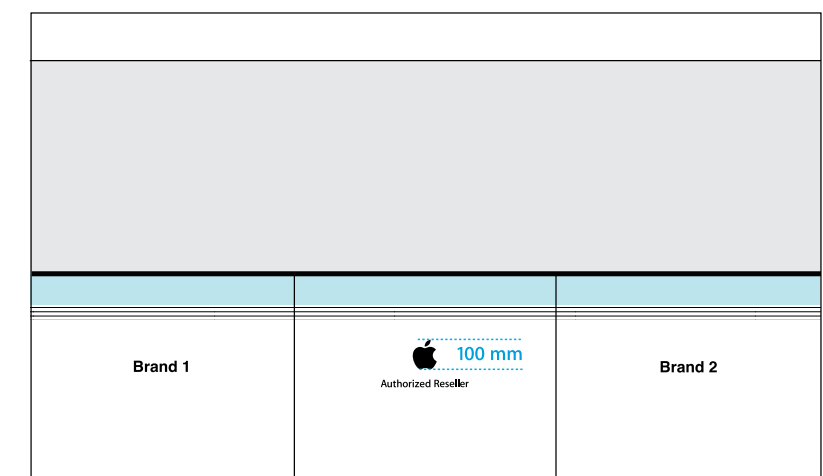
Some channel affiliate interior retail spaces are organized with multi-brand concessions, displaying all products from each brand in a dedicated space. Usually these spaces are defined by brand signage in consecutive, equal-size displays. A specially designed channel signature is available for use only in multi-brand concession displays; see [Store Interior, Multi-brand Concessions Signature](#) on page 48.

Use only one multi-brand signature on a concession. Size the signature so that the Apple logo within the signature is either 200 mm high on headers or 100 mm high on surfaces at or below eye level. The signature should be made with materials that match the other brands on display. The Apple identity should not stand out. For example, do not illuminate the Apple signature unless the other brands are also illuminated.



## Headers

On headers, use the multi-brand concessions signature with the Apple logo in the signature sized at 200 mm high.



## Eye level and lower

When brand signage is placed at eye level or lower, use the multi-brand concessions signature with the Apple logo in the signature sized at 100 mm high.

# Store Interior, Multi-brand Concessions Signature

A specially designed Apple channel signature is available for use only on multi-brand concession displays. **Never use this version of the Apple channel signature on other reseller communications. It is designed to be used exclusively on multi-brand concessions.** Do not use this signature in a single-brand space or a space that is organized by product category rather than brand.

Never use the Apple logo alone. Always include your reseller designation as part of the signature artwork.

The signature can be shown only in all-black or all-white. Never place the signature on a visually cluttered or patterned background.

If you have questions about multi-brand concessions, contact your Apple representative.

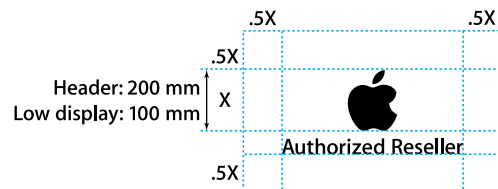


Authorized Reseller

All-black signature



All-white signature



## Size and minimum clear space

The minimum clear space around the signature is equal to one-half the height of the Apple logo. To create the greatest impact, allow even more space around your signature. Do not allow other graphic or architectural elements to enter the minimum clear space area. Size the multi-brand concessions signature with the Apple logo at 200 mm or 100 mm in height; see *Store Interior, Multi-brand Concessions Signage* on page 47. Do not display the signature at any other size.



## Avoid mistakes

Never use the signature designed for multi-brand concessions on any other reseller communications. It is for use exclusively on multi-brand concessions signage.



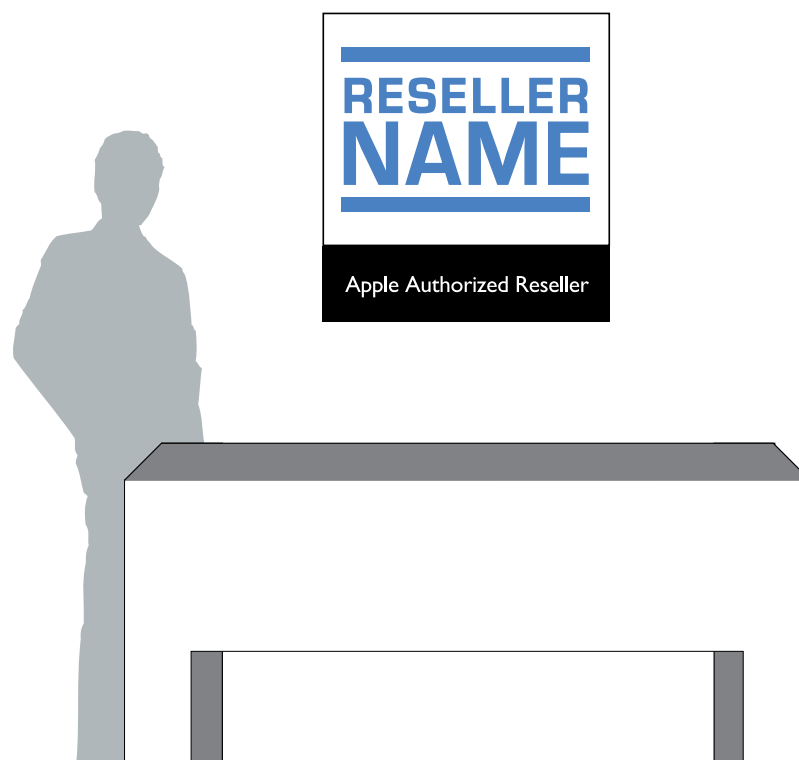
# Store Interior, Signs

It is a well-known retail principle that clear, uncluttered spaces allow customers to access product displays more easily. Use interior signage only if you have plenty of wall space and can provide a plain white unobstructed wall for the signs.

Do not display the Apple channel signature inside your store. Never display the Apple logo alone in your store. Your store identity can be displayed alone, or it can be accompanied by your channel authorization in text using the typographic style of your company's communications. Follow the recommended layout shown below, with the authorization in white reversed out of a horizontal black bar below the reseller identity.

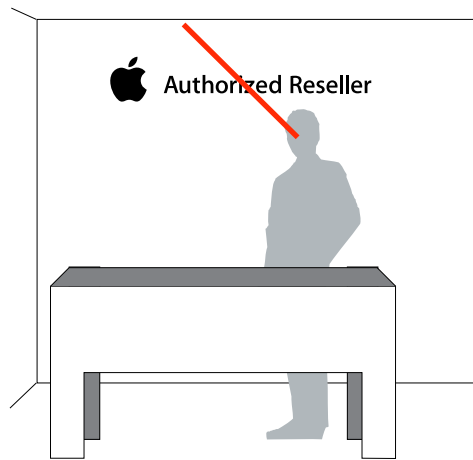
Use standard sign materials such as acrylic, Perspex, or Plexiglas. Illumination, if used, should be cast evenly across the entire sign surface using neutral white light. The Apple authorization text can be internally illuminated only if the reseller identity is also internally illuminated. Do not use colored lights or filters to create a lighting effect on the Apple authorization.

Place only one interior sign in a store area on a plain white unobstructed wall, away from displays or promotional graphics.



On interior signs, promote your authorization only with text. Always spell out the word *Apple*. When designing a new sign, use the recommended configuration shown here—white text reversed out of a black bar placed at the lower edge of the sign below your store identity. Match the typographic style of your company's communications. Do not imitate Apple typography.

## Store Interior, Avoid Sign Mistakes



Do not place the Apple channel signature alone on a wall. Your store identity can be accompanied only by your Apple authorization in text.



Do not place the Apple channel signature on furniture or displays.



Do not place the Apple channel signature on an interior sign. Show your authorization in text only, or display only your store identity.

## Store Interior, Banners

For temporary promotions such as product launches, banners can be used to display a promotional message along with the store identity and the Apple channel signature. The signature can be displayed on store banners only when the reseller identity is also displayed. The signature must not be placed higher than the business or store identity and must conform to the graphic standards shown in these guidelines. Do not use banners for permanent signage. Banners should be used only for temporary promotions. Do not place a large number of banners around the interior of the store. Both horizontal and vertical banners must conform to these requirements.



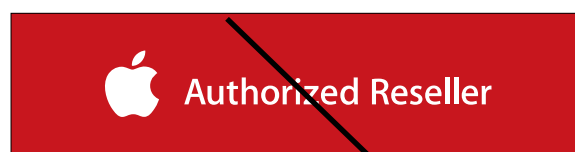
A promotional message, along with the reseller identity and the channel signature, is displayed.



Do not display the channel signature without also using the reseller identity.



Banners should display temporary promotional messages. They should not be used as interior store signs.



Do not display the Apple channel signature alone on a banner.

# Apple Trademarks and Credit Lines

# Using Apple Trademarks

## Apple trademarks

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.

## Apple requirements

Apple channel signatures as described in these guidelines cannot be used in any manner that falsely suggests an association with Apple or is likely to reduce, diminish, or damage the goodwill, value, or reputation associated with the Apple Retail Store or Apple itself.

## Using Apple trademarks

When using Apple trademarks in headlines or text, always spell and capitalize them as shown on the Apple trademark list at [www.apple.com/legal/trademark/appletmlist.html](http://www.apple.com/legal/trademark/appletmlist.html). For example, when using the name *iPhone*, *iPad*, or *iPod*, always typeset *iPhone*, *iPad*, or *iPod* with a lowercase *i* and an uppercase *P* followed by lowercase letters. For *iPod touch*, always set *touch* with a lowercase *t*. The name *iPhone*, *iPad*, or *iPod* should start with a lowercase *i* even when it is the first word in a sentence, paragraph, or title. Never set *Mac* in all capital letters. Use an uppercase *M* followed by lowercase letters.

Do not translate any Apple trademark in headlines, body copy, or spoken communications. Do not translate portions of the trademark, such as *pad* within *iPad*. Always use Apple trademarks in English, even when they appear within text or spoken communications in a language other than English. Do not render a trademark phonetically; do not transliterate a trademark, such as using katakana in Japanese.

## Using the name *Apple*

Never translate the name *Apple*. Typeset *Apple* in English even when it appears in headlines, text, or spoken communications in a language other than English. The legal company name, Apple Inc., is reserved for legal documents; in customer communications, simply use the name *Apple*.

# Trademark Symbols and Credit Lines

## Trademark symbols and credit lines

In communications distributed only in the United States, the appropriate symbol (™, ™, or ®) must follow each Apple trademark or service mark the first time it appears in text—for example:

App Store <sup>SM</sup>	iPod touch <sup>®</sup>
iPad <sup>®</sup>	iTunes <sup>®</sup>
iPhone <sup>®</sup>	Mac <sup>®</sup>

Refer to the Apple Trademark List at [www.apple.com/legal/trademark/appletmlist.html](http://www.apple.com/legal/trademark/appletmlist.html) for the correct trademark symbol.

Do not add a trademark symbol to the channel signature artwork provided by Apple.

In all regions, include credit lines in all communications, listing only the Apple trademarks that appear in your communication. Always list Apple and the Apple logo first, for example:

Apple, the Apple logo, Mac, MacBook Air, and MacBook Pro are trademarks of Apple Inc., registered in the U.S. and other countries.

Place the trademark credit lines with other legal notices in your communications. With Apple's approval, a translation of the legal notice and credit lines (but not the trademarks) can be used in materials distributed outside the U.S. Never translate an Apple trademark.

## For more information on trademarks and credit lines

For complete information, visit "Guidelines for Using Apple Trademarks and Copyrights" at [www.apple.com/legal/trademark/guidelinesfor3rdparties.html](http://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](http://www.apple.com/legal), contact the Apple Trademark Department via email ([appletm@apple.com](mailto:appletm@apple.com)). Allow up to one week to receive a reply.

# For More Information

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If you need more information or have questions about using these guidelines, contact the Apple account representative or sales administrator in your region.

For signature artwork and information related to Apple Authorized Reseller communications, go to Apple Sales Web (ASW) at [asw.apple.com](http://asw.apple.com).

For more information related to marketing specific Apple products, visit ASW and follow the instructions included in the Apple product asset kits.

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