



Marketing iTunes U

These guidelines explain how to correctly promote your institution's iTunes U content to learners around the world. Follow these guidelines whenever your institution produces online or printed communications that promote your iTunes U site, whether your content is publicly available on iTunes U in the iTunes Store or available only within your institution.

Name of Institution on iTunes U

When promoting your institution's content on iTunes U in marketing communications, use the full name of your institution followed by the words *on iTunes U*.

~~NAME OF INSTITUTION
ON ITUNES U~~

Do not use all uppercase letters. When using the name *iTunes U* in marketing communications, the word *iTunes* must be set with a lowercase *i* and an uppercase *T* followed by lowercase letters, and the *U* is always uppercase.

~~Name of Institution
on iTunesU~~

Make sure there is a full letter space between the word *iTunes* and the *U*.

Overview

Hundreds of universities and cultural institutions use the iTunes U service to distribute educational content to their students and the public. Institutions that market and promote their iTunes U sites are most likely to get the greatest visibility and usage.

These guidelines are for use by Apple-approved iTunes U content providers who have agreed to the terms of the iTunes U License Agreement. Follow the instructions in these guidelines to correctly promote iTunes U and maximize exposure and awareness of your iTunes U content in news announcements, websites, syllabi, and other communications.

How to Use the Name *iTunes U*

When using the name *iTunes U* in headlines or body copy, always typeset *iTunes U* as two words, with a letter space between *iTunes* and *U*, as you see it here. *iTunes* is set with a lowercase *i* and an uppercase *T* followed by lowercase letters, and the *U* is always uppercase. The name *iTunes U* should start with a lowercase *i* even when it is the first word in a sentence, paragraph, or title.

Never refer to *iTunes* without the *U* when describing or promoting your iTunes U content or your iTunes U site. Do not use the term *iTunes University*.

How to combine the name of your institution with *iTunes U*

To combine the name of your institution with the name *iTunes U*, use the full name of your institution followed by the words *on iTunes U*. For example:

Name of Institution on iTunes U

When this phrase is used as a headline, do not follow it with a period. Do not substitute other words or phrases when combining the name of your institution with the name *iTunes U*. The preposition *on* can be translated into local languages. Never translate the name *iTunes U*. The name *iTunes U* must always appear in English, even when it is surrounded by text in a language other than English.

Suggested Messages

These suggested messages are provided to help you explain and promote iTunes U in your marketing communications. You can use these suggested messages or create your own copy, but make sure you use the name *iTunes U* correctly, as explained in these guidelines.

Suggested messages—call to action

When introducing your audiences and website visitors to iTunes U, incorporate a strong call to action. Use any of these suggested call-to-action messages or create your own:

Download lectures, interviews, seminars, music, and sports.

Access and play educational audio and video on your iPod, Mac, or PC.

Explore *Name of Institution / Collection Name* on iTunes U

Suggested messages—short paragraph

Body copy can be used to explain and promote iTunes U on your institution's iTunes U landing page and website. Use any of these examples to explain iTunes U or create your own copy:

Welcome to *Name of Institution* on iTunes U

iTunes U provides access to more than 200,000 educational audio and video lectures, language lessons, audiobooks, and podcasts—all available free from the iTunes Store.

***Name of Institution* on iTunes U** includes both a public site offering courses and faculty lectures available from iTunes U in the iTunes Store and an access-restricted site for the *Name of Institution* community for course-based materials.

With ***Name of Institution* on iTunes U**, you have access to educational content anytime and anywhere.

Marketing Tips

The marketing tips in these guidelines will help you promote your iTunes U site and share its content with your diverse audiences. iTunes U content providers should also regularly check the online iTunes U resources site to find new tools and information and to learn about successful efforts by fellow content providers.

- Help and resources: www.apple.com/support/itunes_u/
- Discussion boards: discussions.apple.com/category.jspa?categoryID=211

PR and media support

Apple wants to support your media outreach activities and help ensure your public relations success. If you plan to create a press release or other materials to promote your campus or institution on iTunes U, please contact your Apple representative. Your representative can share what has worked for other institutions, review materials for accuracy and consistency, provide text for announcements, and much more. Note that all press releases promoting iTunes U are subject to prior approval by Apple.

Spread the word by grabbing a link

You can grab links to items on iTunes U in the iTunes Store by hovering over the item art or name, right-clicking, and selecting "Copy Link." You can paste the URL into an email, a chat, or a website. Use the same process to get links for iTunes U collections, podcasts, lectures, and courses. Include these content links in everything from email and websites to online press announcements and course syllabi. (You can also use one of the many tools available to shorten these URLs or create redirects with your own URLs.)

Use your RSS feeds

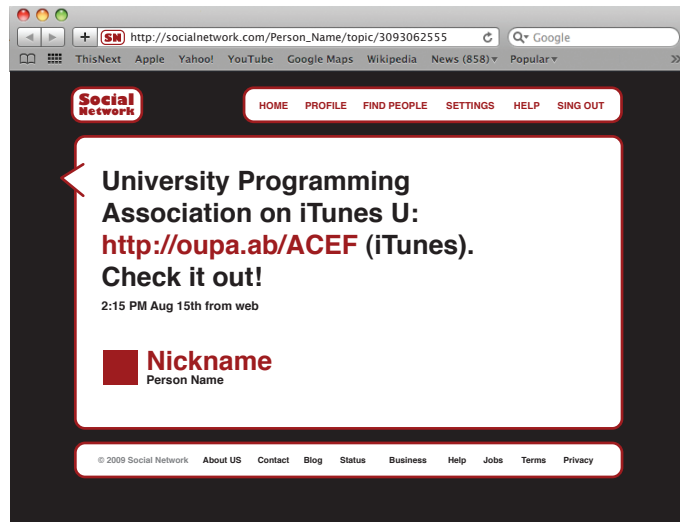
RSS feeds for your content and top downloads can be easily created from your iTunes U administrator site. You can pull the feeds and embed them in your website, launch page, and blogs so your audiences are always up to date on popular courses and can access your iTunes U content directly from the site.

Share with your networks

Post your institution's iTunes U top downloads and featured content on your website, news site, and social media sites and blogs.

Messages about your iTunes U content can be shared with the audiences who visit your website, news site, or blog. Include a link to your iTunes U content destination.

Redirecting a Link

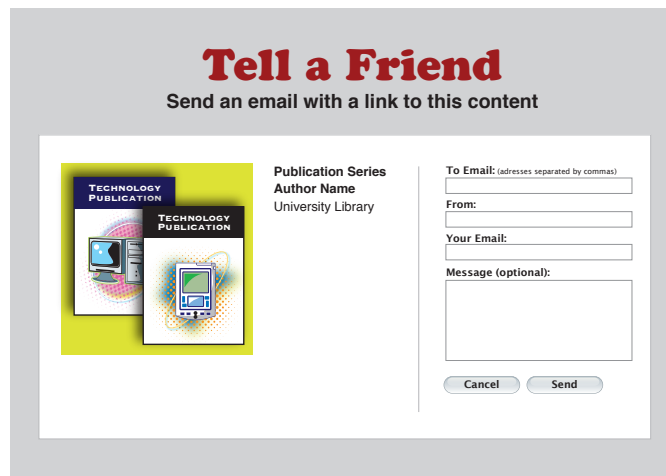


Links grabbed from your iTunes U destination can be used to promote your iTunes U content in social media sites, your website, news sites, and blogs.

Tell a Friend

Tell a Friend is a marketing tool built into the iTunes Store to help you generate awareness and link students and fellow learners to your iTunes U content. The Tell a Friend feature is accessible from any collections page on iTunes U in the iTunes Store.

Tell a Friend



Use the Tell a Friend tool in the iTunes Store to send an email that includes a link to your iTunes U content.

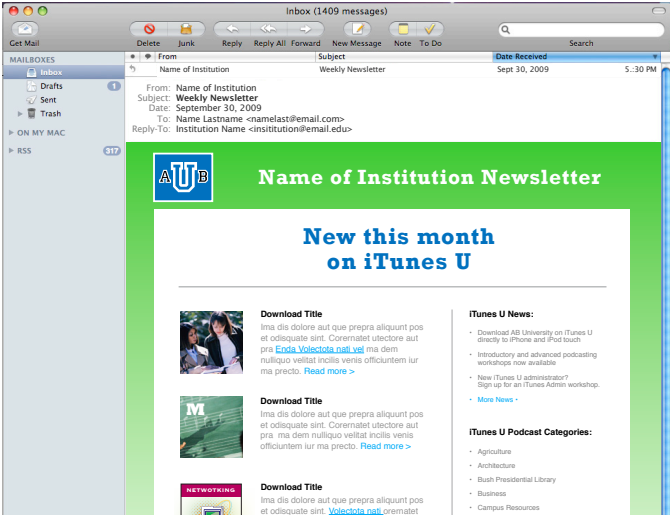
Leverage searches with good metadata

Most people find content in iTunes U by searching for it. Be sure to use complete metadata to ensure the best search results. For information about metadata, artwork, and site organization, refer to the “Creating Your iTunes U Site” guidelines available on the iTunes U help and resources site at www.apple.com/support/itunes_u/.

Newsletters and email

Your newsletter subscribers can get the latest information about courses and news on your iTunes U site. Email about iTunes U is a great way to bring your audiences up to date on new content offerings.

Newsletters



Newsletters and email can inform your audiences of the latest developments on your iTunes U site.

iTunes U editorial inclusion*

The iTunes U editorial staff is always looking for engaging and well-produced content to feature in editorial areas, including placements on the iTunes U main page and the monthly iTunes U Spotlight newsletter.

*Editorial placement is solely at the discretion of the iTunes editorial staff and is not guaranteed.

Your iTunes U Launch Page

One of the best ways to promote your content on iTunes U is to build a strong iTunes U launch page on your institution's website. This page should build interest in your iTunes U content and briefly describe iTunes U with call-to-action copy.

Tips for creating iTunes U launch page content

Your iTunes U launch page can generate interest by summarizing and highlighting your institution's most popular content. Lists and summaries that highlight your content can include top downloads, featured courses, podcasts, RSS feeds, news, sports, and important events.

If space allows, lead with a call to action that briefly explains and promotes iTunes U. Use the suggested messages provided on page 2 or create your own messages.

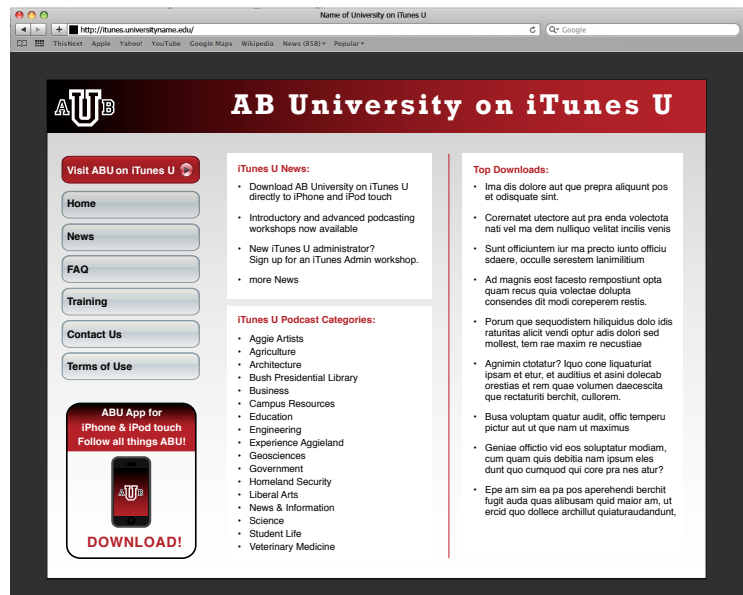
Tips for building a successful iTunes U launch page

- Maintain your institution's look and feel by using images and icons related to your institution, such as campus photos, images of campus or classroom activities, or emblems and logos that represent your institution.
- Use the colors, typography, and layout style associated with your institution's identity.
- Do not imitate the look of iTunes or Apple's website at www.apple.com. Never use images or copy from Apple's website, ads, or other marketing communications.
- Do not create a graphic to represent iTunes or iTunes U.
- Do not animate or distort text or graphics related to iTunes U.
- Apple product images are created and owned by Apple for use only in Apple communications. Apple product images, including iPod images, cannot be used in promotions or communications created by your institution. Apple product imagery can be used only when it has been provided by Apple.
- Use the URL www.itunes.com to refer to the web page where the iTunes application can be downloaded by first-time users or those who need to update their iTunes software.

iTunes U Launch Page



The iTunes U launch page on your institution's website should feature images that represent your institution and community, show your landing page on iTunes U, or promote iTunes U and feature your content with text. Whatever your approach, the iTunes U launch page should use fonts, colors, and a layout that conform to your institution's identity. Use the suggested messages on page 2 or create your own call to action. Include a web badge or text link to your institution's landing page on iTunes U.



Feature your institution's top downloads, lectures, special events, and other content. Use text links to direct users to specific content areas within your iTunes U site.

Web Badges

Kinds of badges

You can help your website visitors to quickly reach your content on iTunes U by creating a web badge link to that content.

iTunes U content providers can use two kinds of web badges:

- Your institution can create a web badge that features the name of the institution or content category along with the name *iTunes U* in text. This badge is ideal for placement on your institution's main iTunes U information page.
- Your institution can use the web badge assets provided to all iTunes content providers; see "iTunes Content Provider Assets from Apple" on page 10. Because the web badges provided by Apple include the words *Download on* or *Subscribe on*, they are ideal for use on web pages related to specific content available on your institution's iTunes U site.



Web badges created by your institution should use the colors and font of your institution's identity.



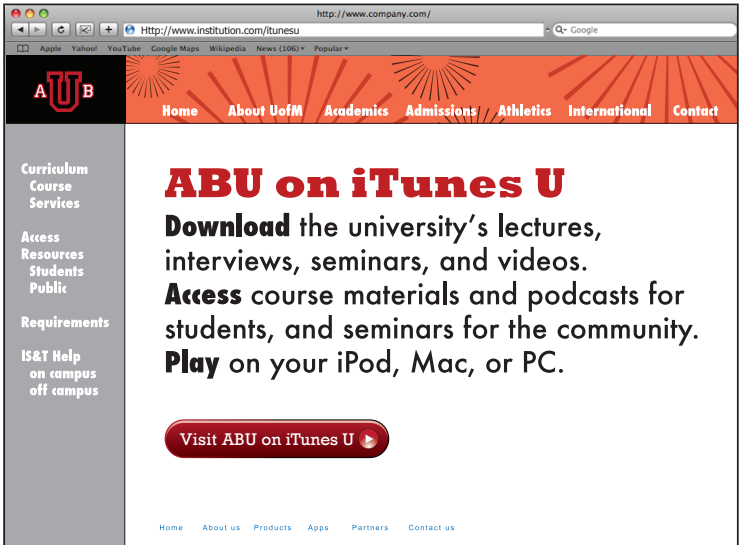
Apple uses a proprietary version of the Myriad font. Do not imitate Apple typography by using Myriad on your web badge.

Web badges created by your institution

The institution name or the name of a content category can be combined with the name *iTunes U* in text on a web badge. The web badge should feature the font and colors of your institution's identity. For example, the text on your web badge could read: *Name of Institution on iTunes U*, or *University Name on iTunes U*, or *Science Lectures on iTunes U*.

Never place the iTunes icon or the Apple logo on a web badge created by your institution. Do not develop an icon to stand for iTunes U and do not use icons from Apple's website. Use the name *iTunes U* in type only, set in a font that reflects your institution's identity. Do not imitate Apple typography.

Using Web Badges



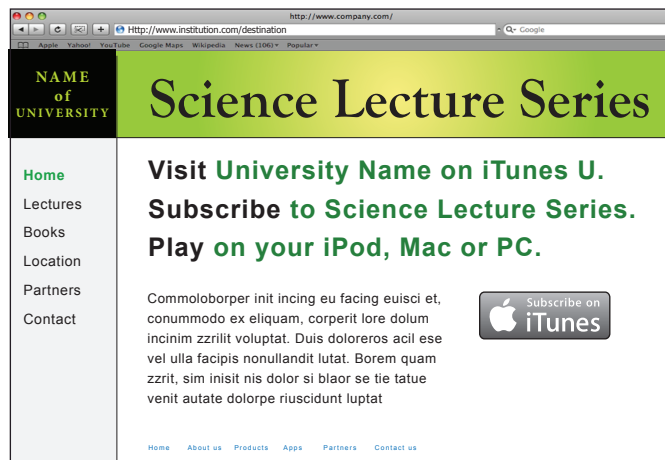
Web badge designed by an institution

In this example, the web badge uses the font and colors that are part of the institution's identity. The name *iTunes U* is displayed correctly. The badge provides a link to the institution's landing page on iTunes U.

Web badges provided by Apple for use by iTunes content providers

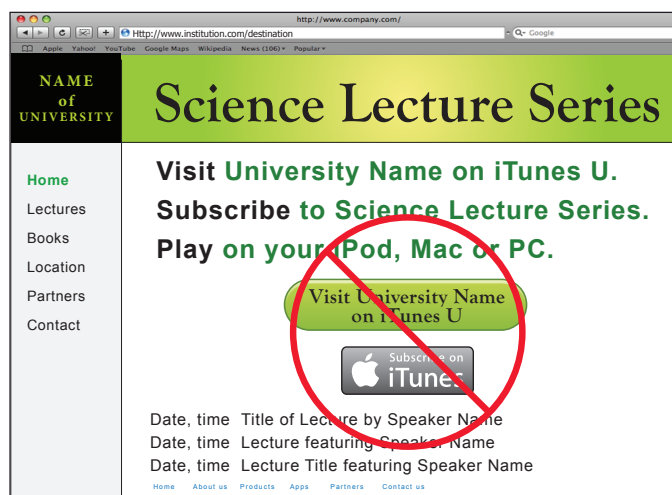
Your institution can use the Download on iTunes and Subscribe on iTunes web badges that Apple provides to all iTunes content providers. You can obtain the “iTunes Identity Guidelines for iTunes Content Providers” and web badge artwork by contacting your Apple representative or sending an email request to iTunes-U-Request@apple.com. Apple-provided web badges are most effective when they are used to promote specific content.

Using Web Badges

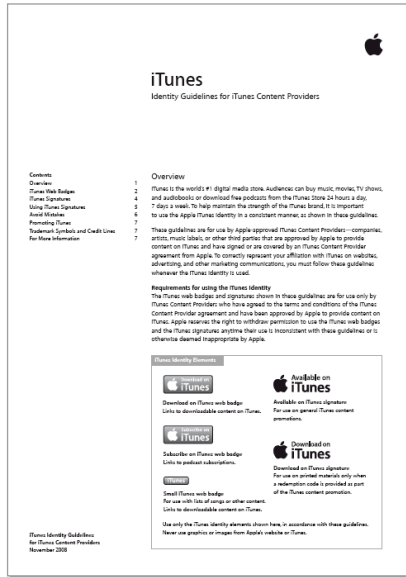


Web badge provided by Apple

In this example, an Apple-provided Subscribe on iTunes web badge is used to promote specific content. The badge links to the content destination on iTunes U. The name *iTunes U* is included in the headline.



Do not combine more than one kind of web badge on a layout. Use either an institution-designed web badge or an Apple-provided badge, not both.



"iTunes Identity Guidelines for iTunes Content Providers" describes the correct use of web badges and signature artwork provided by Apple for use by all iTunes content providers. To obtain guidelines and artwork, contact your Apple representative or send an email request to iTunes-U-Request@apple.com.

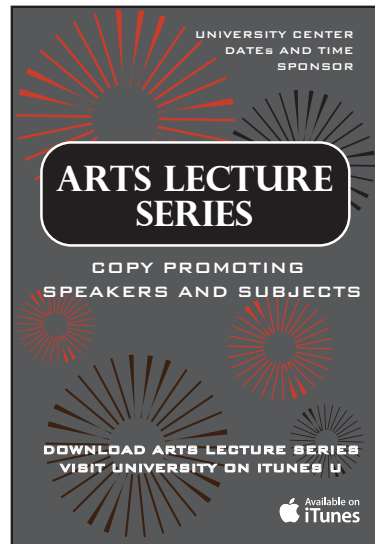
iTunes Content Provider Assets from Apple

As an iTunes content provider, your institution is approved to use iTunes assets—web badges and signature artwork provided by Apple for use only by iTunes content providers. You must follow the "iTunes Identity Guidelines for iTunes Content Providers" that accompany the Apple-provided assets. You can obtain guidelines and artwork by contacting your local Apple representative or sending an email request to iTunes-U-Request@apple.com.

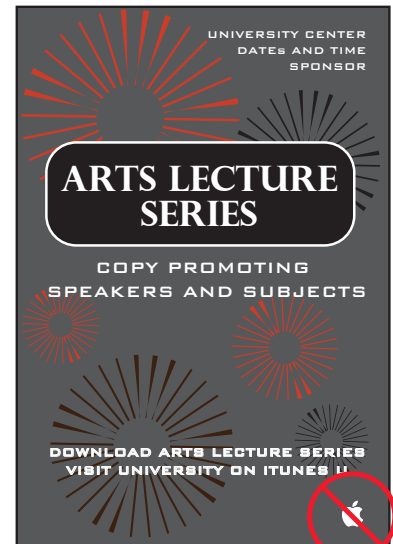
Never alter the artwork provided by Apple. Do not include the name *iTunes U* in any artwork provided by Apple.

Keep in mind that Apple-provided assets are for use by all iTunes content providers. To distinguish your offering on iTunes U, include the name *iTunes U* in headlines and body copy that clearly explain the educational benefits of your content.

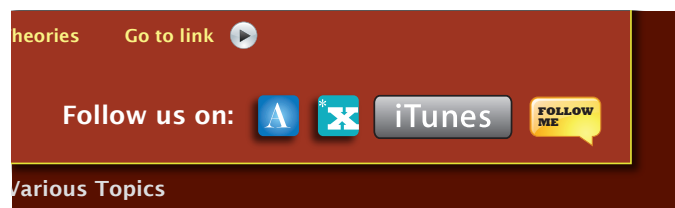
Using Apple Assets



In this example, a poster displays an Available on iTunes signature, using the signature artwork provided by Apple. The name *iTunes U* is incorporated in the promotional copy placed in the lower portion of the layout, clarifying the iTunes U offer.



Never use an Apple logo alone. Use only the assets provided by Apple and follow the instructions in the "iTunes Identity Guidelines for iTunes Content Providers."



Use the small iTunes badge provided by Apple to represent iTunes when space is limited, such as on media or network listings.



Do not use the Apple logo alone.



Do not use the iTunes icon.



Do not create your own graphic to stand for iTunes or iTunes U.



Do not use graphics from Apple's website.

Design Tips

Maintain your institution's look and feel by using images and icons related to your institution, such as campus photos, images of campus or classroom activities, or emblems and logos that represent your institution.

Do not create a graphic to represent iTunes or iTunes U.

Do not animate or distort text or graphics related to iTunes U. Never use images or copy from Apple's website, ads, or other marketing communications.

Apple product images, including iPod images, cannot be used in promotions or communications created by your institution. Apple product images are created and owned by Apple for use only in Apple communications. An Apple product image can be used only when it has been provided by Apple. Do not use iPod images on your iTunes U launch page or your institution's website.

Use the URL www.itunes.com to refer to the web page where the iTunes application can be downloaded by first-time users or those who need to update their iTunes software.

Refer to the "iTunes Identity Guidelines for iTunes Content Providers" for additional information.

Trademark Symbol and Credit Line

The registered trademark symbol (®) must follow the word *iTunes* the first time it is mentioned in text in any communication distributed only in the United States.

In all regions, include the following credit line with the legal notices in your communication:

iTunes is a trademark of Apple Inc., registered in the U.S. and other countries.

For More Information

Share your successes and examples with other iTunes U content providers at www.apple.com/support/itunes_u/.

If you have questions or need more information about iTunes U, contact your Apple representative or visit www.itunesu.com or www.apple.com/support/itunes_u/. You can send requests to iTunes-U-Request@apple.com.