



# Promoting Your iTunes U Site

These guidelines explain how to correctly promote your institution's iTunes U site. They are for use by anyone developing communications about iTunes U, including the Office of the Provost, Student or Alumni Outreach, Development Office, Office of Student Affairs, Office of Communications, and Office of Information Technology.

## Overview

These guidelines are designed to help institutions create effective and clear online and print communications about their iTunes U site. Follow these guidelines whenever you create or update an iTunes U communication for your institution, regardless of whether your site is included in the iTunes U directory in the iTunes Store and is available to the public.

## 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 simply to *iTunes* without the *U* when describing or promoting *iTunes U*. Do not use the term *iTunes University*.

To combine the name of your institution with the name *iTunes U*, you must use the phrase approved by Apple: 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*.

You can use the URL [www.itunes.com](http://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.

## Promoting iTunes U in Print Communications

When your institution is approved for participation in the iTunes U program, Apple will provide you with templates for creating flyers and posters to distribute on your campus. The templates contain Apple-approved copy about iTunes U and Apple-approved imagery. Instructions accompanying the templates describe where to place your institution's identity and how to incorporate your institution's colors and typeface. Please follow the instructions and do not change the template layouts.

You can also create your own print and online marketing communications related to iTunes U, using your institution's layout style, typeface, and colors. Be sure to use the name *iTunes U* correctly in these materials (see "How to Use the Name *iTunes U*" on page 1).

Never use Apple product images, including iPod images, in promotions or communications created by your institution. Apple product imagery can be used only when it has been provided by Apple, such as in a flyer or poster template.

## Promoting iTunes U on the Web

When creating a web page to promote iTunes U, do not imitate a web page from Apple. Always use layouts, formats, typefaces, and colors that are consistent with your institution's website.

Note that there is no iTunes U logo; the name *iTunes U* is referred to only in text. Do not create a graphic to represent iTunes or iTunes U.

The name *iTunes U* can appear in headlines and copy that are typeset in your institution's typeface (see "How to Use the Name *iTunes U*" on page 1). It is acceptable to show an image of your institution's iTunes U web page.

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. Do not use text or images found on Apple's public website. Do not use iPod images on your iTunes U web page or anywhere on your website. Apple product images are created and owned by Apple for use only on Apple communications. It is important to 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.

### Logging on to iTunes U

When directing your website visitors to iTunes U, you must use one of these phrases approved by Apple. Insert the name of your institution where indicated.

Open *Name of Institution* on iTunes U.

Go to *Name of Institution* on iTunes U.

Visit *Name of Institution* on iTunes U.

Launch *Name of Institution* on iTunes U.

## Suggested Headlines and Copy for Your Web Page

Here are suggested headlines and body copy for use in creating a page on your institution's website to explain and promote iTunes U. You can use this suggested copy or your own copy, but make sure you use the name *iTunes U* correctly, as explained in these guidelines.

### Headline suggestions

Insert the name of your institution where indicated.

Presenting *Name of Institution* on iTunes U

Now in session: *Name of Institution* on iTunes U

Welcome to *Name of Institution* on iTunes U

### Body copy suggestions

This paragraph explains iTunes U:

With *Name of Institution* on iTunes U, you can use iTunes to get course materials, lectures, seminars, and all kinds of valuable information related to your studies. Log on to *Name of Institution* on iTunes U with your student ID and password, download your selections to your iPod, and study anywhere.

This copy emphasizes key words and ideas related to iTunes U:

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

**Play** audio and video on your iPod, Mac, or PC, or burn a CD.

**Stay connected** anytime, anywhere.

**Experience** *Name of Institution* on iTunes U and continue learning.

**Click. Sync. Learn.**

## PR Support from Apple

iTunes U has received tremendous attention from the press, including CNN, USA Today, and the Associated Press. 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 iTunes U on your campus, please contact Todd Wilder in Apple Corporate Communications. He can offer examples of what has worked for other institutions, review materials for accuracy and consistency, and much more. All press releases promoting iTunes U are subject to prior approval by Apple.

Todd Wilder, Education PR Manager  
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## Creating Your iTunes U Site

For details on how to create an iTunes U site, refer to the document "Creating Your iTunes U Site," located on the iTunes U support site at [www.apple.com/support/itunes\\_u](http://www.apple.com/support/itunes_u).

## Trademark Symbol and Credit Line

Do not add a trademark symbol (™) or registered trademark symbol (®) to the words *iTunes* or *iTunes U*.

Include the following credit line in the legal notices on your communications:

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

## For More Information

If you have questions or need more information, contact your Apple representative or visit [www.itunesu.com](http://www.itunesu.com) or [www.apple.com/support/itunes\\_u](http://www.apple.com/support/itunes_u).

If Apple determines that you are not complying with these guidelines and requests appropriate changes, you must immediately comply with such requests. Failure to comply with such requests or these guidelines in general may result in the withdrawal of permission to use iTunes U or any other Apple brand and may even result in removal of your institution from the iTunes U program.

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