iPod, iPhone, and iPad Icons

Guidelines

iPod classic
80GB

Horizontal

Each icon is accompanied by specially designed type that correctly identifies the product model. In this horizontal configuration, the type is placed to the right of the icon. Never separate the icon from the text; always use them together as provided in the artwork from Apple.

iPod classic
80GB

Vertical, left aligned

For some layouts, a vertical configuration with text below the icon allows a more efficient use of space (see "Selecting a Configuration" on page 3).

iPod classic
80GB

Vertical, centered

For some layouts, such as the spine on packaging, a centered configuration best fits the layout (see "Selecting a Configuration" on page 3).

Overview

iPod, iPhone, and iPad icons are for use on marketing communications to help your customers identify compatibility with iPod, iPhone, and iPad. These guidelines explain the correct use of the iPod, iPhone, and iPad icons. To help maintain the strength of these brands, it is important that the icons be used in a consistent manner, as shown in these guidelines.

Important: Failure to adhere to these guidelines may result in the revocation of your Made for iPod License.

The icons should not be used on products. For example, do not engrave the icons on an FM transmitter, do not print them on clothing or cases, and do not produce them as a sticker affixed to a product. They are for use on product-related communications, including advertising, packaging, websites, manuals, hangtags, and printed collateral.

Never include an iPod, iPhone, or iPad icon as part of your company or product identity.

Authorized Users

The iPod, iPhone, and iPad icons can be used only by authorized licensees who have signed the iPod, iPhone, and iPad Icon License Agreement. If you are already participating in the Made for iPod Program, the icons described here are provided as part of the program's license agreement.

The iPod, iPhone, and iPad icons can be used only in association with (1) products that have been approved as Licensed Products in accordance with the Made for iPod License Agreement and iPhone/iPad Supplement signed by Apple, or (2) certain products, such as headphones or cases, that do not qualify as Licensed Products, in accordance with the iPod, iPhone, and iPad Icon License Agreement signed by Apple. The icon license agreement is available at developer.apple.com/softwarelicensing/agreements/ipodiphoneicons.html.

Icon Artwork

The iPod, iPhone, and iPad icon artwork consists of the line art drawing of the product and the text that identifies the product model. Always use the line drawing and the text together as provided in the master artwork from Apple. Never alter the artwork in any way. Keep the proportions of the icons the same. Do not reduce the size of the iPad icon in relation to the iPod and iPhone icons.

Configurations
The icons are provided in three configurations, as shown on page 1. Select the configuration that best suits your layout (see "Selecting a Configuration" on page 3).
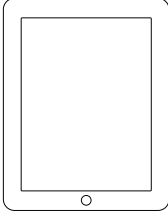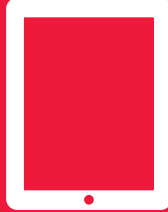
Artwork files
Three artwork files are provided by Apple in Adobe Illustrator format. The files correspond to the configurations shown on page 1 (horizontal; vertical, left aligned; and vertical, centered). Both positive and reverse versions of all the icons are included in each file (see "Color" below). Select only the icons that meet your communication needs and use them according to the instructions in these guidelines.

Color
Each icon is provided in both positive and reverse versions. The positive version contains black line art and black text and is for use only on white, off-white, or very light color backgrounds. The reverse version contains white line art and white text reversing out of a black background. The reverse version is preferred for use on color backgrounds.

Do not place the icons on patterned or visually cluttered backgrounds. They can be placed on a photographic background as long as you select an area of the photo that is not visually busy and provides sufficient contrast.

Color

iPod classic	iPod nano	iPod	iPod nano
80GB	5th generation (video camera)	5th generation	2nd generation
	8GB 16GB	(video)	(aluminum)
		60GB 80GB	2GB 4GB 8GB

iPhone 3GS	iPad	iPhone 3GS	iPad
16GB 32GB	16GB 32GB 64GB	16GB 32GB	16GB 32GB 64GB

Positive
For use on white, off-white, or very light color backgrounds.

Reverse
Preferred for use on color backgrounds. Note that in some icons, the Click Wheel appears as a screen of black.

iPod
5th generation
(video)
60GB 80GB

Size in printed materials
Preferably, the icons should be used at
the size provided in the Illustrator artwork
file, as shown above. If required to fit your
layout needs, the artwork can be enlarged
or reduced by up to 20 percent.

Size in web pages
Enlarge icons in Illustrator by 150 percent,
then paste into or open in Photoshop. Place
your working background color behind the
icons and choose Save for Web or export as
a web file.

Placement and size
The icons should be clearly subordinate to the company or product identity. For
printed materials, it is preferred that the icons be used at the size provided. It is
acceptable to enlarge or reduce the icons by up to 20 percent to fit your layout needs.

For optimum legibility on web pages, select the icons that meet your communication
needs and enlarge them in Illustrator by 150 percent. Then, in Photoshop, place
your working background color behind the icons. Choose Save for Web or export
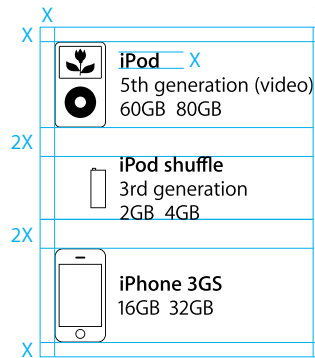as a web file.

Selecting a Configuration

Use the horizontal configuration
when there is plenty of layout space
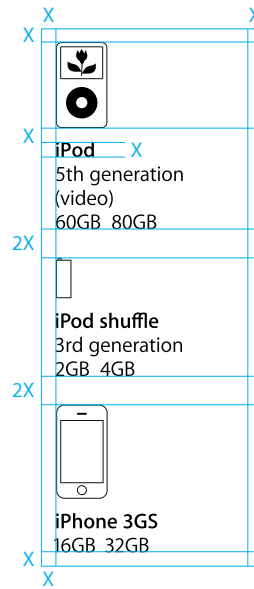and the icons are stacked.

The vertical, left aligned configuration
provides an efficient use of space
when the icons are placed in a row.

The centered configuration is for use
on the spine of packages or where
the icons are stacked within a very
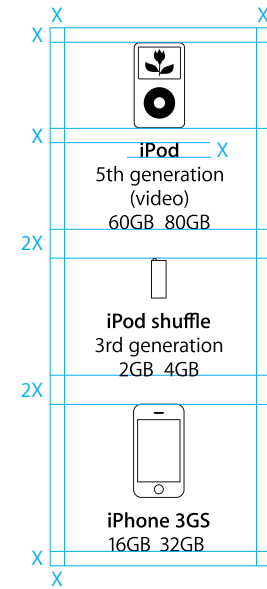small layout space.

Minimum Clear Space

X   X
X
  iPod   X
  5th generation (video)
  60GB 80GB
2X
  iPod shuffle
  3rd generation
  2GB 4GB
2X
  iPhone 3GS
  16GB 32GB
X

Horizontal

X   X
X

X
iPod   X
5th generation
(video)
60GB 80GB
2X

iPod shuffle
3rd generation
2GB 4GB
2X

iPhone 3GS
16GB 32GB
X
X

Vertical, left aligned

X   X
X

X
  iPod   X
  5th generation
  (video)
  60GB 80GB
2X

  iPod shuffle
  3rd generation
  2GB 4GB
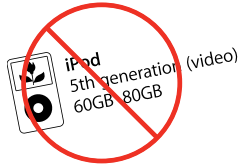2X

  iPhone 3GS
  16GB 32GB
X
X

Vertical, centered

The minimum clear space is X on all sides, where X is equal to the cap height of the word *iPod*, *iPhone*, or *iPad*. Do not place graphics, type, photographs, or illustrations inside the clear space. Allow a minimum space of 2X between icons.

Do not change the color of an icon.

Do not tilt, animate, or rotate an icon.

Do not add an Apple logo to an icon.

Do not use the line drawing without the text.

Avoid Mistakes

Only the iPod, iPhone, and iPad icons shown in these guidelines are approved by Apple. Do not alter the artwork in any way.

Always use the complete electronic artwork provided. Do not substitute elements or change the proportions. Never attempt to reset the type, change the font, or alter the size or proportions of letters or the space between letters. Do not render the artwork to look three-dimensional. Do not rotate or animate any of the elements. Do not translate or localize the product names and do not add words. Do not use the Apple logo in conjunction with the icons.

Trademark Guidelines and Legal Notice

Use of the iPod, iPhone, and iPad icons must be consistent with Apple's trademark guidelines, available at www.apple.com/legal/trademark/guidelinesfor3rdparties.html. The icons may not be used as a trademark for your products or services, including any use as part of a product or company name or any use that could serve as a source identifier for your product.

Trademark Symbols and Credit Line

Do not add the trademark symbol (™) or the registered trademark symbol (®) to any iPod, iPhone, or iPad icon.

In communications distributed only in the United States, the trademark symbol (™) or registered trademark symbol (®) must follow each Apple trademark the first time it is mentioned in text, as follows:

iPad™
iPhone®
iPod®
iPod classic®
iPod nano®
iPod shuffle®
iPod touch®

In all regions, include the following credit line in your communication whenever an iPod, iPhone, or iPad icon is used. List the Apple trademarks that appear in the communication.

iPhone, iPod, iPod classic, iPod nano, iPod shuffle, and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. iPad is a trademark of Apple Inc.

For More Information

Contact madeforipod@apple.com with questions regarding these guidelines.