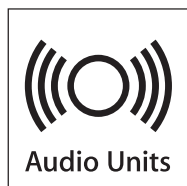# Audio Units

Logo Guidelines

Audio Units logo
Four-color
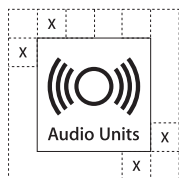

Audio Units logo
Grayscale

Audio Units logo
Black

15 mm

Minimum size
The minimum height for the logo is 15 mm.

Minimum clear space
The minimum clear space around the logo should be equal to X on all sides, where X is equal to one-quarter the width of the box.

Audio Units Logo Guidelines
April 2005

Overview

These guidelines show the correct use of the Audio Units logo on marketing and communication materials such as packaging, advertising, promotions, manuals, and websites.

The Audio Units logo consists of the Audio Units symbol, the logotype, and the white background defined by the linear border that surrounds them, as shown at left. The logo should be used in all promotional material and communications pertaining to Audio Units technology. It can also be used within a software interface.

Using the Audio Units Logo

Color
The Audio Units logo is available in a four-color version, as well as in grayscale and solid black versions. The version selected will depend on the medium and design of the communication, as well as the method of reproduction. Four-color and properly separated electronic artwork are provided.

In black-and-white media such as newspaper articles, ads, or flyers, the logo can be reproduced in grayscale or solid black. The grayscale version of the logo is available for black-and-white print projects that can accommodate a greater level of detail.

The preferred background color for the logo is white or off-white. The logo can appear on black or other colors and on photographic backgrounds, as long as its legibility is not diminished. Do not alter the white background within the black border of the Audio Units logo.

Minimum size
The minimum height for the Audio Units logo is 15 mm, as shown. When the logo is used in conjunction with a third-party company or product identity, it must be clearly subordinate in both size and placement to the primary company or product identity.

Minimum clear space
Clear, open space is an integral part of the Audio Units identity. Do not place graphics, type, photographs, or illustrations inside the minimum clear space surrounding the logo. The minimum clear space is equal to one quarter the width of the box.

Do not alter the border. Do not change the logotype or colors.

In advertising, the logo should be clearly subordinate in both size and position to the advertiser's primary identity.

On packages and manuals, the logo should be placed near the hardware specifications and other technology ingredient or compatibility marks.

Avoiding mistakes

Always reproduce the Audio Units logo from the electronic artwork provided. Do not separate the elements of the logo, and do not alter or remove the border that surrounds the logo. Do not alter the logo in any way. Do not rotate or animate it. Do not use any part of the logo as a graphic element, background, or pattern.

Do not translate or localize the Audio Units logo, and do not add words or version numbers to it. Never attempt to set the logotype yourself, change the font, or alter the size, proportions, or space between letters.

Using the logo in advertising and collateral

In advertising and other marketing materials, the Audio Units logo should be positioned in a clearly subordinate size and position to the advertiser's primary company or product identity, as shown.

Using the logo on packaging and manuals

The Audio Units logo should be positioned in a visible area on the outside of product packaging and manuals, but should be smaller than and clearly subordinate to the primary company or product identity. On most packages and manuals, the logo should be positioned in close proximity to the product's hardware specifications and to any other technology ingredient or compatibility marks used.

Credit Lines

Always include the following credit line in legal notices when using the Audio Units logo:

The Audio Units logo is a trademark of Apple Computer, Inc.

For More Information

If you need more information, contact corpID@apple.com.