

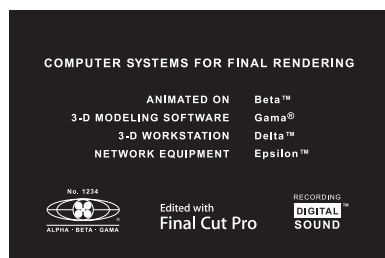


Edited with Final Cut Pro

Logotype Guidelines

Edited with Final Cut Pro

The Edited with Final Cut Pro logotype consists of specially designed type.



The Edited with Final Cut Pro logotype has been developed for use on film and video credits. It should appear in a size and placement similar to other technology acknowledgments.

Overview

These guidelines show the correct use of Apple's Edited with Final Cut Pro logotype as a credit or endorsement on films or videos that are edited using Apple's Final Cut Pro software.

The logotype consists of the words Edited with Final Cut Pro set in specially designed type. Always use the complete electronic artwork provided by Apple. Do not alter the logotype in any way.

Using the Edited with Final Cut Pro Logotype

The Edited with Final Cut Pro logotype can be used as a credit or endorsement at the end of any legally produced film or video that has been substantially edited using Apple's Final Cut Pro software. It can also be used in promotional material and communications relating specifically to film or video that has been substantially edited using Final Cut Pro software. It cannot be used in connection with any film or video that has not been edited with Final Cut Pro software.

Only one Edited with Final Cut Pro logotype should be used, whether on a film, video, or related communication. In some instances, such as a website with multiple pages, you can use only one logotype per page or surface. On websites, the logotype cannot be used as a button to link to any other web page or site.

Do not localize or translate any portion of the logotype. On communications that are distributed outside the United States, you can provide a supplemental translation, for example, a line of text placed outside the logotype clear space.

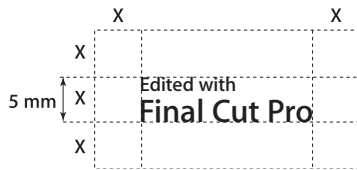
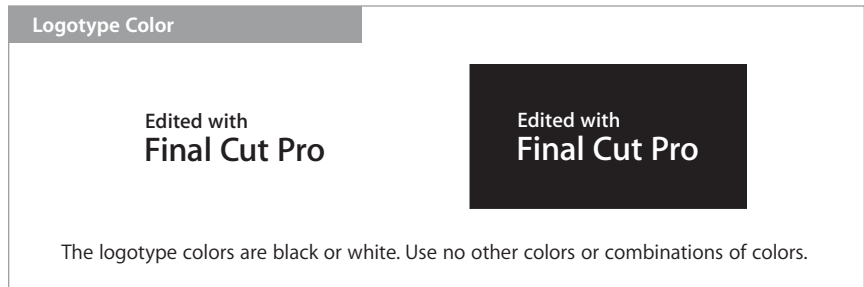
Logotype placement

The relationship, if any, between Apple and the filmmaker must not be misrepresented. The Edited with Final Cut Pro logotype cannot be positioned to suggest that Apple endorses or supports the content of the film in any way, or that Apple is involved in a joint venture, cobranding, or comarketing relationship with the producer of the film or video. The logotype should be of a size and placement similar to other production technology acknowledgments and must be subordinate to the filmmaker's identity.

Color

The Edited with Final Cut Pro logotype is available only in all black or all white, as shown below. Master artwork is provided in each color reproduction option.

The black logotype should be used only on white or off-white backgrounds. The logotype can appear against a background of motion imagery, provided there is enough contrast for it to be clearly legible.



Minimum size and minimum clear space

The minimum height on printed materials is 5 mm. When used in credits at the end of a film or video, the logotype should appear at a size that is clearly legible. Allow minimum clear space as shown.



Do not change the color or typeface.



Do not remove or rearrange elements of the logotype.

Minimum size

The Edited with Final Cut Pro logotype should appear at a size that is clearly legible to audiences. The minimum size for printing the logotype is 5 mm, as shown, and should be used only when layout space is limited. Print the logotype at a larger size whenever possible.

Minimum clear space

The minimum clear space around the Edited with Final Cut Pro logotype is equal to the height of the logotype, as shown. Do not allow typography or other graphic elements to enter the minimum clear space.

Avoiding Mistakes

Do not alter the Edited with Final Cut Pro logotype in any way. Always reproduce the logotype from the complete electronic artwork provided. Do not separate the words. Do not rotate, animate, or make any elements of the logotype three-dimensional.

Do not add words or version numbers to the logotype. Never attempt to set the logotype yourself, change the font, or alter the size, proportions, or space between letters.

Trademark and Credit Lines

Always include the appropriate credit line in legal notices when using the Edited with Final Cut Pro logotype:

Final Cut Pro is a trademark of Apple Computer, Inc., registered in the U.S. and other countries.

For More Information

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