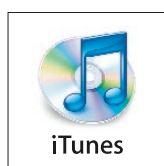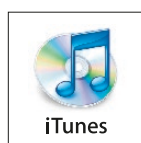# iTunes Software Logo

Guidelines for iTunes Licensees
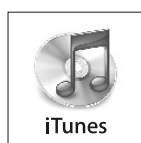

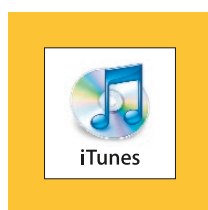**iTunes software logo**
The logo is used to indicate that iTunes software is included in a product.

Color logo

Grayscale logo

The area within the black linear border on any background is always white.

Overview

The iTunes software logo can be used on communications and documentation related to hardware or software products whenever iTunes software is included as part of the product. These guidelines show the correct treatment of the logo in collateral, advertising, promotions, packaging and manuals, on the web, and in other communications materials. The iTunes software logo can be used by licensees who have signed the iTunes Software Distribution License.

The iTunes Software Logo

The iTunes software logo consists of the iTunes symbol, the logotype, and the white background defined by the linear border that surrounds them, as shown at left. Do not separate the elements of the logo, and do not remove the black border or use the iTunes symbol alone.

Logo colors
On most layouts the iTunes software logo should appear in color, as shown at left. A grayscale version of the logo is available for use in black-and-white printing. The version selected will depend on the medium, the design of the communication, and the method of reproduction.

Background colors
The preferred background color for the iTunes software logo (outside the border) is white. The logo can appear on color, black, or photographic backgrounds as long as the legibility of the logo is not diminished. The area within the black border must always be reproduced in white.

Minimum size
The minimum size for the iTunes software logo on most communications is 15 mm, as shown on the next page. On CDs and CD jewel cases, the logo can be reduced to a minimum size of 11 mm, as long as legibility of the logo is not compromised. When using the iTunes software logo on the web, follow the same usage guidelines as recommended for print materials. Make sure that you are using the correct electronic artwork and do not distort or alter the logo in any way. Do not rotate or animate the logo.