



# Mac

## Logo Guidelines



### Mac logo

The Mac logo consists of the smiling-face symbol, the Mac logotype, and the white background defined by the black linear border.

### Overview

Extraordinary technological innovation, cutting-edge product design, and legendary ease of use have made the Macintosh operating system (Mac OS X) the computing platform of choice for people all over the world. The Mac logo has long been an essential icon for enabling customers to identify Mac-compatible hardware and software products. The continued effectiveness of the Mac logo depends on its consistent use whenever it appears on communications. These guidelines will help you use the logo correctly on packaging, advertising, websites, and other marketing communications. You must follow these guidelines whenever the Mac logo is used.

### Mac OS versions

The Mac logo is designed to enable easy identification of software products and hardware peripherals developed specifically to run on Mac OS X and take advantage of its advanced features. To clearly designate your product's compatibility, identify the compatible Mac OS X version numbers in the product's technical specifications. Do not add version names or numbers to the Mac logo.

You cannot use the Mac logo in connection with applications that run only on Mac OS 9 or require Classic on Mac OS X.

### Requirements for third parties using the Mac logo

The Mac logo can be used on qualifying software or hardware packages, on CDs and DVDs, in advertising and marketing communications, and as a badge on websites to promote software or peripherals that have been optimized or developed for the Mac platform. The Mac logo can be used only by authorized licensees who have signed the Mac Logo Trademark License Agreement, and by Apple employees who are responsible for the development of Apple communications related to the Macintosh platform. The logo cannot be used in connection with Mac software or peripherals that do not meet the criteria outlined in the Mac Logo Trademark License Agreement.

### Universal applications

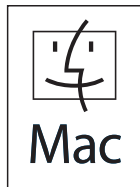
Communications related to any Universal application (an application designed for Mac OS X that runs natively on both PowerPC- and Intel-based Macintosh computers) should use the Mac OS X Universal logo from Apple. Refer to the Mac OS X Universal Logo Guidelines, available at [developer.apple.com/mkt/maclogo.html](http://developer.apple.com/mkt/maclogo.html).



**Dimensional versions**  
Color



Grayscale



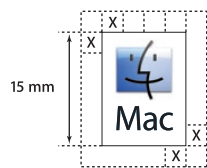
**Line art version**  
For black-and-white use only



**Web-ready version**  
For use on web pages



On color, black, or photographic background



Minimum size and minimum clear space

## The Mac Logo

The Mac logo consists of the smiling-face symbol, the Mac logotype, and the white background defined by the black linear border. These elements and their relative size and positioning must not be altered.

The ideal representation of the Mac logo is the color dimensional version. Apple strongly recommends its use on printed communications and web pages. The grayscale dimensional version is available for black-and-white printing. A line art version of the Mac logo is available for use in media for which the dimensional logo is not suited (such as silk-screen printed materials or newsprint). Always use the version that best suits the design and medium of your communication.

## Artwork

Logo artwork is available in a range of sizes at [developer.apple.com/mkt/maclogo.html](http://developer.apple.com/mkt/maclogo.html). Each size can be reduced to fit the requirements of your communication but cannot be enlarged. Four-color process mixes and properly separated electronic artwork are provided for all versions.

## Using the Mac Logo

### Color printing

It is essential to apply the highest-quality reproduction standards and strict color-matching principles when reproducing the Mac logo. The color dimensional version must be printed using a four-color process. Output film directly from the electronic artwork provided. Screen percentages for four-color process printing are built into the artwork.

### Black-and-white printing

The grayscale version of the Mac logo is for use when printing in black and white only, such as in newspaper articles or black-and-white ads and flyers. Output film directly from the electronic artwork provided. The screen percentages for black-and-white printing are built into the artwork. A line art version of the logo is available for faxes or for printing at small sizes with a coarse line screen, such as a 65-line screen.

### Background colors

The color version of the Mac logo can appear on black or other background colors, and on photographic backgrounds, as long as legibility is not diminished. The grayscale version can be printed only on white backgrounds. Do not alter or remove the black border. Do not alter the white background within the border.

### Minimum size

For most uses, the minimum size for the Mac logo is 15 mm high on printed materials and 35 pixels high on web pages. Use the logo at a larger size whenever possible. The recommended size on the front, back, and spine of a package is 24 mm high. On CDs, DVDs, and CD/DVD packaging, the logo can be 10 mm high.

### Minimum clear space

The clear space surrounding the Mac logo is an integral part of its design. Keep the area around the logo clean and uncluttered. The clear space should measure at least X on all sides, where X equals one-quarter the width of the logo box. Do not place any other trademark, logo, logotype, graphic, text, photograph, or illustration in the minimum clear space area.



Product CD



Front and spine of single-platform software package



Back and spine of multiple-platform software package

### Size and placement

The Mac logo should be clearly subordinate in both size and placement to the primary product or company identity with which it is used, and cannot in any way suggest that it represents the primary product or company identity. Make sure that the relationship between the Macintosh platform and the compatible product is clear. Keep the number of Mac logos used in a communication to a minimum—usually no more than one logo on each surface or page.

### In advertising and collateral

In advertising and other marketing materials, the Mac logo should be placed in a clearly subordinate size and position to the advertiser's primary company or product identity.

### On packaging and manuals

The Mac logo should be positioned in a visible area on the outside of product packaging and manuals. It should be smaller than and clearly subordinate to the primary company or product identity. On packaging, place the Mac logo on the front panel, preferably in one of the corners, and on the lower third of the package spine as shown at left. The ideal placement for the logo is 15 mm from any edge of the package.

### With multiple-platform products

When more than one logo is used in a communication to designate a product's compatibility with multiple platforms, make sure that the Mac logo is prominently placed and clearly visible. It should be the same size as any other compatibility mark and be given equal prominence.

### On the Web

When using the Mac logo on the web, follow the graphic standards in these guidelines and use the correct electronic artwork. The web-ready version of the Mac logo is available at [developer.apple.com/mkt/maclogo.html](http://developer.apple.com/mkt/maclogo.html). Make sure the logo is large enough to be legible onscreen but is clearly subordinate to the primary product or company identity. Do not distort or alter the logo in any way. Do not rotate or animate the logo.



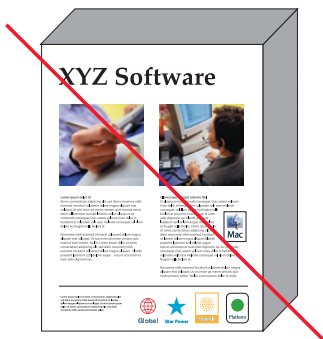
Do not change the font.



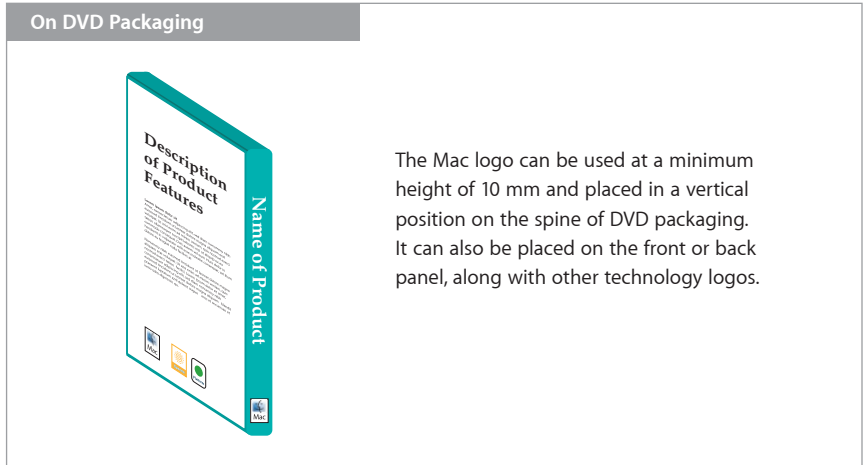
Do not alter the shape or add text.



Do not let the background show through.



Do not use the Mac logo in a size or position different from those of any other compatibility mark. It should be the same size and of equal prominence.



The Mac logo can be used at a minimum height of 10 mm and placed in a vertical position on the spine of DVD packaging. It can also be placed on the front or back panel, along with other technology logos.

## Avoid Mistakes

Do not alter the Mac logo in any way. Do not animate or rotate the logo. Do not separate the elements and do not alter or remove the black border. Do not add trademark symbols. Do not change, translate, or localize the text and do not add version numbers. Never attempt to set the logotype yourself, change the font, or alter the size, proportions, or space between letters. Do not use any part of the logo as a decorative illustration, graphic element, background graphic, or pattern.

## Credit Line

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

Mac and the Mac logo are trademarks of Apple Inc., registered in the U.S. and other countries.

## For More Information

Visit [developer.apple.com/mkt/maclogo.html](http://developer.apple.com/mkt/maclogo.html) to obtain the Mac Logo Trademark License Agreement and downloadable artwork files.

If you need more information, contact [corpID@apple.com](mailto:corpID@apple.com).