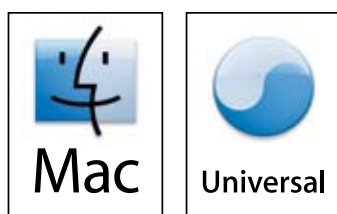# Mac OS X Universal Logo

Guidelines for Mac OS X Universal Logo Licensees



**Mac OS X Universal logo**
The Mac OS X Universal logo from Apple combines the Mac logo and the Universal logo in the configuration shown here. Do not separate the logos or alter the artwork.

## Overview

Applications designed for the Macintosh operating system (Mac OS X) that run natively on both PowerPC- and Intel-based Macintosh computers are called Universal applications. The Mac OS X Universal logo from Apple is designed to enable easy identification of these applications. These guidelines will help you use the Mac OS X Universal logo correctly on packaging, advertising, websites, and other marketing communications. You must follow these guidelines whenever the Mac OS X Universal logo is used.

**When to use the Mac OS X Universal logo**

The Mac OS X Universal logo is for use only in conjunction with applications for Mac OS X that run natively on both PowerPC- and Intel-based computers from Apple. If your application is developed for use only on a PowerPC-based Macintosh or only on an Intel-based Macintosh, do not use the Mac OS X Universal logo. For more information, refer to the Mac Logo Guidelines at developer.apple.com/mkt/maclogo.html.

To clearly indicate your product's compatibility, list the compatible Mac OS X version numbers in the product's technical specifications. Do not add version names or numbers to the Mac OS X Universal logo.

**Requirements for third parties using the Mac OS X Universal logo**

The Mac OS X Universal logo can be used on qualifying software packages, on CDs and DVDs, in advertising and marketing communications, and as a badge on websites to promote Universal applications. The Mac OS X Universal logo can be used only by authorized licensees who have signed the Mac OS X Universal Logo License Agreement, and by Apple employees who are responsible for the development of Apple communications related to Universal applications. The logo cannot be used in connection with any application that does not meet the criteria outlined in the Mac OS X Universal Logo License Agreement.
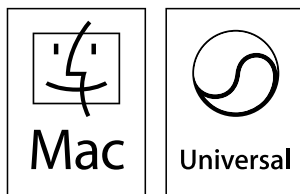
## The Mac OS X Universal Logo

The Mac OS X Universal logo from Apple combines the Mac logo and the Universal logo in a specific configuration. It consists of the Mac symbol and logotype and the Universal symbol and logotype, along with their white backgrounds defined by the black linear borders. These elements and their relative size and positioning must not be altered.
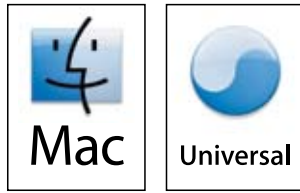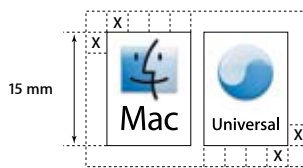
**Dimensional version**
Color
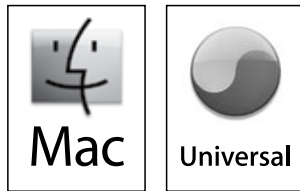


**Dimensional version**
Grayscale



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



On color, black, or photographic
backgrounds



Minimum size and minimum clear space

The ideal representation of the Mac OS X Universal logo is the color dimensional version. Apple strongly recommends its use on web pages and printed communications. The dimensional version in grayscale is available for black-and-white printing. A line art version of the 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. 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 OS X Universal Logo

### Color printing
It is essential to apply the highest-quality reproduction standards and strict color-matching principles when reproducing the Mac OS X Universal 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 OS X Universal logo is for use when printing in black and white, 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 OS X Universal 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 borders. Do not alter the white background within the borders.

### Minimum size
For most uses, the minimum size for the Mac OS X Universal 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 OS X Universal 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 a 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 OS X Universal 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 OS X Universal 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 OS X Universal logo should be placed in a clearly subordinate size and position to the advertiser's primary company or product identity.
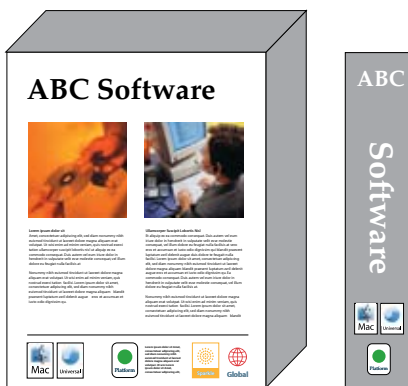
### On packaging and manuals

The Mac OS X Universal 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 logo on the front panel, preferably in one of the corners, and on the lower third of the package spine as shown at left. If other technology marks are used, place the Mac OS X Universal logo first, followed by the other technology marks.

### 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 OS X Universal logo is prominently placed and clearly visible. It should be the same size as any other compatibility marks and be given equal prominence.



When using the Mac OS X Universal logo on the web, follow the graphic standards in these guidelines and use the correct electronic artwork. The web-ready version is available at 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.
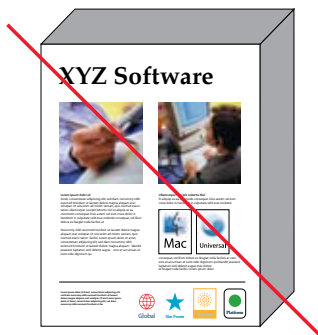
Do not use the Universal logo alone.



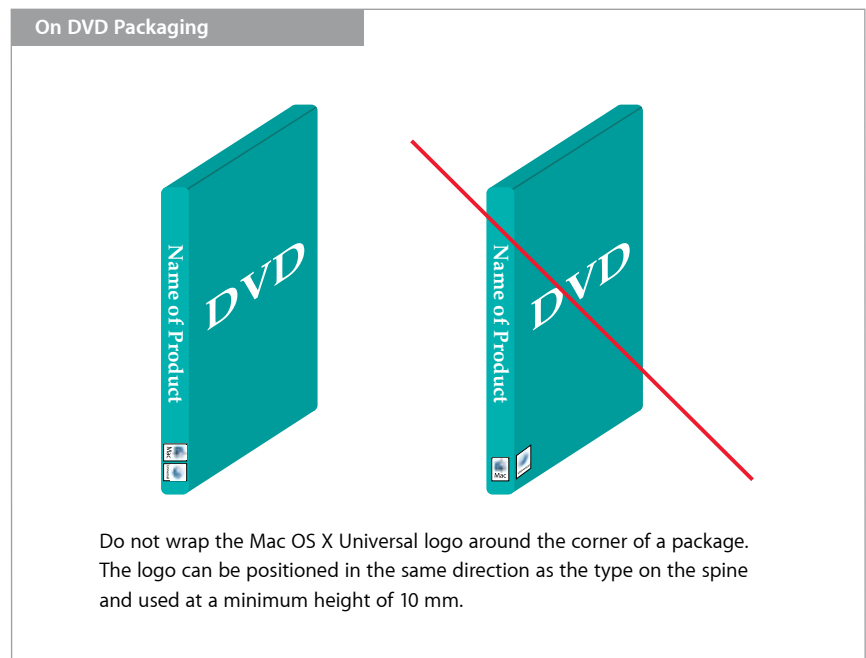Do not alter the shape, add text, or change the font.



Do not let the background show through.



Do not use the Mac OS X Universal logo in a size or position different from those of any other compatibility mark. It should be the same size as other marks and appear first in a row or column of technology marks.

## Avoid Mistakes

Do not alter the Mac OS X Universal logo in any way. Never use the Universal logo alone; it must be accompanied by the Mac logo as shown in these guidelines. Do not use the Universal symbol on its own. 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 words 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.

**On DVD Packaging**



Do not wrap the Mac OS X Universal logo around the corner of a package. The logo can be positioned in the same direction as the type on the spine and used at a minimum height of 10 mm.

## Credit Line

Always include the following credit line in legal notices when using the Mac OS X Universal 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 to obtain the Mac OS X Universal Logo License Agreement and downloadable artwork files.

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