



Works with iPhoto

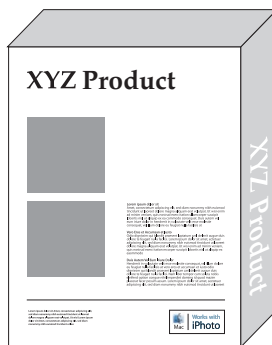
Logo Guidelines



Works with iPhoto logo



A grayscale version of the logo is available for use in black-and-white printing.



The Works with iPhoto logo must be clearly subordinate to the primary product or company identity.

The “Works with iPhoto” logo is designed to enable easy identification of hardware products that work with Apple’s iPhoto software. The logo can be used on qualifying product packages, on CDs, in advertising and marketing communications, and on websites to promote products that are compatible with Apple’s Mac OS and iPhoto software, as outlined in the Works with iPhoto Trademark License Agreement.

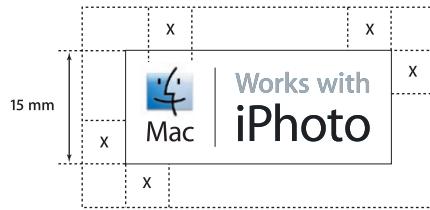
The Works with iPhoto logo should be used in place of the Mac logo to designate compatibility with both the Mac OS and iPhoto software. The Works with iPhoto logo cannot be used in connection with products that do not meet the Works with iPhoto Qualifying Criteria, as outlined in the Works with iPhoto Trademark License Agreement.

For emphasis, the phrase “Works with iPhoto” can also be used as a positioning tag line in marketing communications or as part of the qualifying product’s technical specifications.

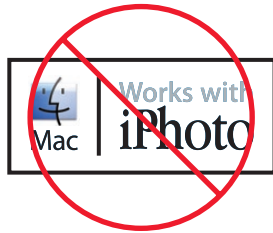
Using the Works with iPhoto Logo

The Works with iPhoto logo consists of the Mac logo, the Works with iPhoto logotype, and the border that surrounds them.

The Works with iPhoto logo must be clearly subordinate in both size and placement to the primary product or company identity with which it is used. Do not in any way suggest that the Works with iPhoto logo represents the primary product or company.



Minimum size and clear space for the Works with iPhoto logo. Measure the clear space as shown.



Do not alter the artwork in any way. Do not substitute fonts.

Minimum size and clear space

The minimum size for the Works with iPhoto logo in most printed applications is 15 mm high. Always maintain adequate clear space around the logo. Do not place graphics, type, or illustrations within the minimum clear space, shown at left.

Color

The Works with iPhoto logo must be printed using a four-color process (screen percentages are built into the electronic artwork). It can be placed on any color background as long as the logo's legibility is not compromised. The background field of the logo, within the black border, must always remain white. A grayscale version is available for use in black-and-white printing.

Avoid Mistakes

Always use the electronic artwork provided. Do not alter the Works with iPhoto logo in any way. Do not separate the elements of the logo. Do not animate or rotate it, and never attempt to make the logo appear three-dimensional. Do not change the font or alter the size, proportions, or space between letters. Do not use more than one Works with iPhoto logo on a printed page, surface, or web page. Never use any part of the logo as a decorative illustration, background graphic, or pattern. Do not add trademark symbols to the logo.

Credit Lines

Include the following credit lines in legal notices:

iPhoto, Mac, and the Mac logo are trademarks of Apple Inc., registered in the U.S. and other countries. The Works with iPhoto logo is a trademark of Apple Inc.

For More Information

Visit developer.apple.com/softwarelicensing/agreements/iphoto.html to obtain a trademark agreement and downloadable artwork files.

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