



Mac Logo Guidelines



The Mac logo has long been an essential icon for enabling customers to identify Mac-compatible hardware and software products.

Overview

Extraordinary technological innovation, cutting-edge product design, and legendary ease of use have made the Macintosh operating system (Mac OS) the platform of choice for people all over the world who seek the finest in technology. 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 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 technical specifications listed on the product package or other product communication. Do not add version names or numbers to the Mac logo.

If you wish to clarify that your product works in both Mac OS 9 and Mac OS X, you can identify all compatible version numbers in the product technical specifications.

You cannot use the Mac logo to identify compatibility with Mac OS 9 only.

Requirements for third parties using the Mac logo

The Mac 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 software that has been optimized or written specifically for the Mac platform. The Mac logo can be used only by authorized licensees who have signed the Mac Logo License Agreement and Apple employees who are responsible for the development of Apple communications related to the Macintosh platform.

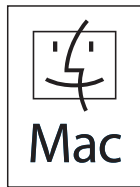
The logo cannot be used in connection with Mac software that does not meet the criteria outlined in the Mac Logo License Agreement.



Dimensional versions
Four-color



Grayscale



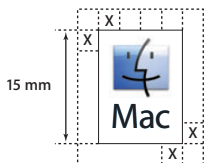
Line art version
For black-and-white
use only



Web-ready version
For use on web pages



On color, black, or photo-
graphic 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 linear border that surrounds them. To preserve the integrity of the Mac logo, these elements and their relative size and positioning must not be altered.

The ideal representation of the Mac logo is the four-color dimensional version. Apple strongly recommends its use on printed communications and on 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 of the Mac logo that best suits the design and medium of your communication.

A web-ready version of the Mac logo is available at <http://developer.apple.com/mkt/maclogo.html> for use on websites of qualifying companies that promote Macintosh and Mac-compatible products.

Using the Mac Logo

Color printing

The colors of the Mac logo were chosen to create a specific visual image for the Macintosh platform. It is essential to apply the highest-quality reproduction standards and maintain strict color-matching principles when reproducing the logo. The four-color dimensional version of the logo 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.

Background colors

The color versions of the Mac logo can appear on black or other background colors, and on photographic backgrounds, as long as the legibility of the logo is not diminished. Do not alter or remove the black border that surrounds the Mac logo. Do not alter the white background within the border.

Black-and-white printing

The grayscale dimensional 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. The grayscale version can be printed only on white backgrounds.

A line art version of the Mac logo is available for faxes or for printing the logo very small at a coarse line screen, such as a 65-line screen.

Minimum size

The minimum size for the Mac logo is 15 mm high, as shown at left. The recommended size on the front, back, and spine of a package is 24 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.



Print advertisement



Front and spine of single-platform software package



Back and spine of multiple-platform software package

Size and placement

The Mac logo is used to indicate hardware or software compatibility with Macintosh computers and Mac platform products. It should always 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 the Mac logo represents the primary product or company identity. Always 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 Mac logo per surface or page. Always use the complete electronic artwork provided by Apple. Do not alter the logo in any way.

In advertising and collateral

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

On packaging and manuals

The Mac logo should be positioned in a visible area on the outside of product packaging and manuals, but should be smaller than and clearly subordinate to the primary company or product identity.

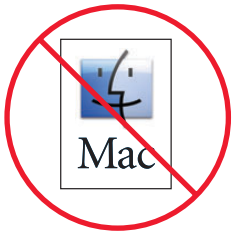
On packaging, place the Mac logo on the front panel, preferably in one of the corners, and on the lower third of the package spine as shown at left. The ideal placement for the logo is 15 mm from any edge of the package.



When using the Mac logo on the web, follow the same usage guidelines as recommended for print materials. Make sure that you are using the correct electronic artwork—the web-ready version of the Mac logo available at <http://developer.apple.com/mkt/maclogo.html>. As always, do not distort or alter the logo in any way. Do not rotate or animate the logo.

With multiple-platform products

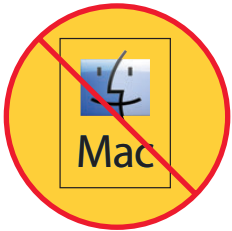
When more than one logo is used in a communication to designate a product's compatibility with multiple platforms, make sure that the Mac logo is prominently placed and clearly visible. Make sure that the Mac logo is the same size as any other compatibility mark and is given equal prominence.



Do not change the font.



Do not alter the box shape or add copy.



Do not let the background show through.

Avoid Mistakes

Do not alter the Mac logo in any way. Do not animate or rotate it. Do not separate the elements of the logo, and do not alter or remove the black border. Do not add trademark symbols to the logo.

Do not translate or localize the Mac logo, and do not add words or version numbers to it. 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. Never use the Mac logo as a bullet point or other form of punctuation.

Do not ...

XYZ Software
Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Do not place the Mac logo near the product identity in a position of equal prominence. It should be smaller than and clearly subordinate to the primary company or product identity.

XYZ Software
Headline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Do not place 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.

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 Computer, Inc., registered in the U.S. and other countries.

For More Information

Visit <http://developer.apple.com/mkt/maclogo.html> to obtain a trademark agreement and downloadable artwork files.

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