



Guidelines for Using the QuickTime Logo

A New Look

Since its inception, QuickTime technology has evolved into a multiplatform, industry-standard, multimedia software architecture for authoring and publishing synchronized graphics, sound, video, text, music, VR, and 3-D media. Widely acknowledged as the industry standard for digital video, QuickTime does more than just let you create and play movies. To reflect this evolution, we've updated the QuickTime logo and developed versions tailored to the changing needs of our licensees.

These guidelines show the correct treatment of the updated QuickTime logo in collateral, advertisements, promotions, packaging, manuals, and other communications materials. This version of the QuickTime logo replaces all previous versions, and is to be used in all communications pertaining to QuickTime 3 and subsequent versions of QuickTime software.

It is the responsibility of licensees to comply with these guidelines at all times. To make sure the logo prints clearly and legibly, do not alter it in any way, and always use the electronic artwork provided by Apple Computer, Inc.

The QuickTime Logo and Related Signatures

The QuickTime logo consists of the Q graphic and the word QuickTime. The Q graphic cannot be used independently of the word QuickTime. Always use the complete logo provided with these guidelines; do not alter the relationship between graphic and text in any way, and do not add words or version numbers to the logo.

The QuickTime logo is available in two versions: the preferred tonal version, as well as a one-color version. The version selected will depend on the design of the communications piece, the printing technique used, and the surface printed on.

Other promotional signatures and guidelines not covered here may be available for use under separate license. For example, some products that do not include QuickTime technology may be eligible to use the "Made with QuickTime" signature on web sites, product packaging, and collateral. The same restrictions regarding placement, size, colors, clear space, and background will apply. Please consult the accompanying guidelines for specific usage requirements.



QuickTime™

Full-color logo



QuickTime™

Two-color logo with tonal blue Q graphic



QuickTime™

Two-color logo with solid blue Q graphic

Minimum Size, Colors, Backgrounds, and Clear Space

Full-Color Version

The ideal presentation of the QuickTime logo is in full color, using four-color process inks. This version is strongly recommended for use on all color materials. Four-color process mixes and properly separated electronic artwork are provided with these guidelines.



Two-Color Versions

When full color is not practical, the Q graphic can appear in the tonal blue version, using screen tints of PANTONE* 300 blue, or in the solid blue version. In both cases, the word QuickTime is solid black.



One-Color Versions

The Q graphic can also appear in screen tints of black or in solid black. Artwork for all color versions is provided with these guidelines.

Background Uses

The preferred background color for the QuickTime logo is white. The logo can also appear on black or other colors, and on photographic backgrounds, as long as the legibility of the logo is not diminished. When printing on backgrounds other than solid white or black, a boxed version must be used, as shown here. Electronic artwork for the boxed version is provided with these guidelines.



On white background



On black background



On any other color

Size

The size selected for the QuickTime logo will depend on the design of the communications piece, the printing technique used, and the surface printed on. The minimum size for the logo is 3/8 inch, as shown here.

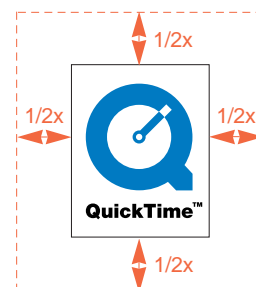
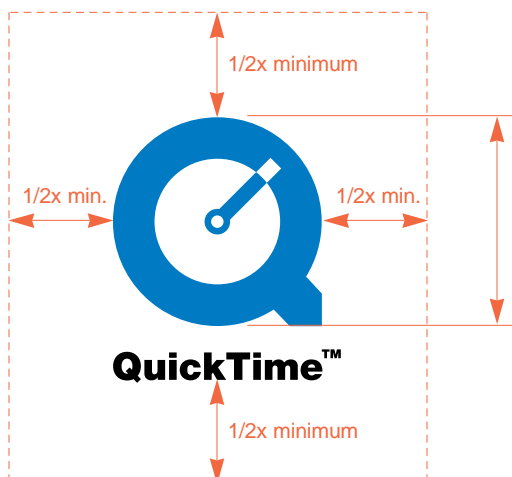
When the QuickTime logo is used in conjunction with a third-party company or product identity, it cannot be larger or more prominent than that identity. The QuickTime logo must be clearly subordinate in both size and placement.



Minimum size 3/8 inch. If printing method will not provide accurate reproduction of full-color logo at this minimum size, make entire logo larger or use solid color version.

Clear Space

Clear, open space is an integral part of the QuickTime logo. Do not place graphics, type, photographs, or illustrations inside the minimum clear-space area surrounding the logo. The minimum clear-space dimension on all sides of the logo is equal to half the diameter of the Q graphic, as shown here. Remember that this is the minimum; whenever practical, allow more space around the logo.



*Pantone Matching System. Pantone Inc.'s check standard trademark for color reproduction and color reproduction materials.

Using the QuickTime Logo

On Packaging and Manuals

The QuickTime logo should be positioned in a visible area on the outside of product packaging and manuals, but should be smaller and clearly subordinate to the primary product identity. On most packages and manuals, the QuickTime logo is best positioned in close proximity to a product's hardware specifications. Preferred placement on these media is shown here.

In Advertising and Collateral

In third-party advertising and other marketing materials, the QuickTime logo should be positioned near the advertiser's primary identity in a clearly subordinate size and position, as shown.



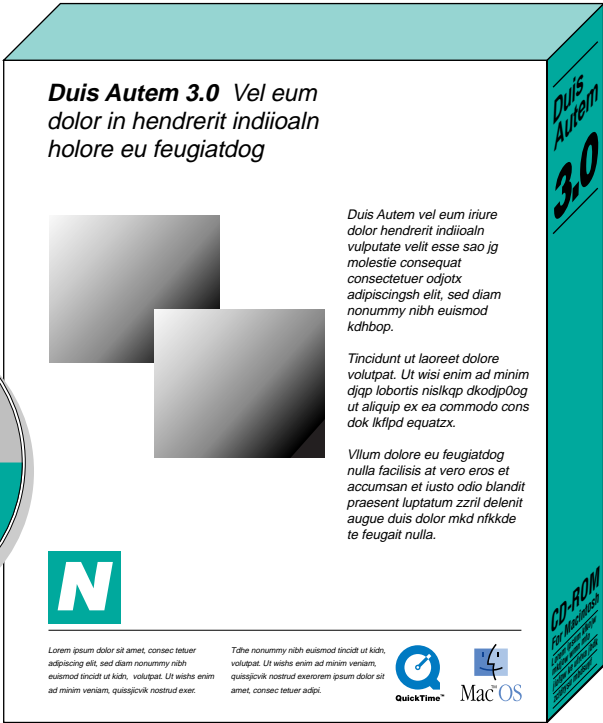
On-screen presentation



CD-ROM and back of jewel case



Print advertisement



Back of software package

Trademark Guidelines

These guidelines describe how to use the QuickTime trademarks, trademark symbols, and credit lines on products, packaging, and communications about products developed using QuickTime technology. In the event of a conflict between the provisions of the license agreement and these guidelines, the provisions of the license agreement must be followed.

The QuickTime Trademark

Always capitalize the QuickTime trademark. Either capitalize it completely or capitalize the letters “Q” and “T.”

Use a generic term after the QuickTime trademark the first time the mark appears in printed material, and as often as possible after that. Trademarks are adjectives, not nouns or verbs, and modify the generic name of the product. Generic terms include *technology*, *software*, *multimedia software*, *plug-in software*, *product*;

other terms may also be appropriate.

Do not use the QuickTime trademark in the plural or possessive. Instead, use the generic term in the plural or possessive form.

Use a trademark notice symbol (™) after the first mention of the QuickTime trademark in printed material. The symbol should appear at the right shoulder of the trademark.

The QuickTime Logo

When using the QuickTime logo in printed material, include the trademark notice symbol (™) after the QuickTime trademark.

Trademark Credit Notice

Unless there is a space constraint, use the following credit line in all printed material: QuickTime and the QuickTime logo are trademarks used under license. QuickTime is registered in the U.S. and other countries.

Summary

- Use the QuickTime logo only in the approved vertical configuration and colors.
- Always reproduce the QuickTime logo from the official artwork provided with these guidelines.
- Do not alter the QuickTime logo in any way. Neither the QuickTime logo nor the Q graphic can be animated, morphed, or otherwise distorted.
- Do not use a typeface other than Helvetica Black in the logo.
- Do not append any other words or version numbers to the QuickTime logo (example: “QuickTime,” not “QuickTime 3”).
- Do not attach another company’s identity to the QuickTime logo.
- Do not print the QuickTime logo against a patterned background.
- Observe the trademark guidelines included here.

For More Information

Apple Software Licensing Department

2420 Ridgepoint Drive, M/S 198-SWL
Austin, TX 78754

E-mail: sw.license@apple.com

Telephone: (800) 793-9378 or (512) 919-2645

Apple Trademarks Department

1 Infinite Loop, M/S 38-TM
Cupertino, CA 95014

E-mail: appletm@apple.com

Telephone: (408) 974-6638

Apple Computer, Inc.

1 Infinite Loop
Cupertino, California 95014
(408) 996-1010
www.apple.com

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