

Logo, Name, and Trademark Guidelines

When people see you, they see us.

The Apple logo, name, and trademarks are valuable assets. They help customers identify our products. In addition, they stand for quality and value. In short, they help increase sales.

To maintain the value of these assets, we need your help. We need you to use them consistently and correctly. In fact, we require it of all our Authorized Apple Business Associates. That means you must adhere to these guidelines in order to qualify for AppleFund.

The current Apple Corporate Identity Standards for Resellers can be found [\[here\]](#). Additional reference materials regarding the Apple Corporate Identity Standards for Resellers can be ordered through StartingLine by calling 800 825-2145 and asking for the following part numbers:

- #L01600A** - Twenty-eight page handbook featuring the Apple Corporate Identity Standards for Resellers with graphic examples of logo-usage and type treatment.
 - #L01601A** - Apple Corporate Identity Standards for Resellers full-color poster, printed in four languages, with graphic examples of logo-usage and type treatment.
 - #L01602A** - Apple Corporate Identity Standards for Resellers CD-ROM featuring approved Reseller Signatures and logos for 13 different languages.
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Apple Logo Usage Guidelines

As an Authorized Reseller or Authorized Sales Agent, you are required to clearly identify yourself by using the logo specific to your relationship with Apple.

The Apple name and/or logo must be accurately shown in standard proportion and orientation-not distorted, rotated, or reversed.

The Apple name and/or logo cannot be outlined or italicized, nor can anything be superimposed on them.

The Apple name and/or logo must not be incorporated into any other mark or symbol or be used as a border on any item.

Publications, advertising, packaging, and/or print materials may not contain any representation of an apple or any other fruit that resembles the Apple logo.

If the Apple logo is used on store signage, stationery, or business cards, it must appear that the Reseller/Consultant is an Authorized Reseller/Sales Agent of Apple products-not that the dealership is Apple or that the logo belongs to the dealership.

The Apple logo must always appear with the "®" mark, in single or multiple occurrences in the same ad. Multiple appearances of the Apple, or Authorized Reseller logo in the same ad are not allowed.

Embossing of the Apple, Authorized Reseller, or Authorized Sales Agent logo is acceptable for special events and/or invitations.

When four- or six-color printing is not feasible, the Apple logo may be reversed to white provided that the logo is pure white and that the background is no lighter than Gray Pantone® Matching System 423*. In addition, the Apple logo may be printed in any of three solid colors: Solid black, Red Pantone Matching System 186, or Gray Pantone Matching System 423.

*PANTONE and Pantone Matching System are Pantone, Inc.'s check-standard trademarks for color standards, color data, color reproduction and color reproduction materials, and other color-related products and services meeting its specifications, control, and quality requirements.

Identifying Yourself for AppleFund Guidelines

To be eligible to participate in the AppleFund Program, all printed materials must prominently display either the Authorized Reseller or appropriate Sales Agent logo. Claims that feature more than one logo will be denied.

For use of either Authorized Reseller or Authorized Sales Agent logos:

The stripes of the six-color logo may be reproduced only in the proper order, color value, and density. They must always butt to one another. They never overlap and are never separated by a white or dark line. When the words Authorized Reseller or Authorized Sales Agent are used in conjunction with the logo, they must either be placed to the right of the symbol or centered below it, in accordance with the minimum spacing requirements (see Guidelines for establishing proportional width).

Apple Computer does not permit the words Apple Computer, Apple, or any other word to come directly out of the bite of the Apple logo.

There are various size representations of the logo. Only photostat copies of the logo may be used; photocopies are unacceptable.

How to Establish Proportional Width

Use of the Apple logo must meet minimum spacing requirements to ensure that it is presented in an area free from distracting or confusing visual elements, such as copy, patterns, or photos.

Proportional width is established by the following means:

The minimum clear space required on all sides of the symbol is X where X equals the proportional width established for the symbol.

Proper Typeface

Any time the words Authorized Reseller or Authorized Consultant are used in conjunction with the logo, they must appear in Apple Garamond Light type style. Use of the Apple logo must meet minimum spacing requirements to ensure that it is presented in an area free from distracting or confusing visual elements, such as copy, patterns, or photos.

Reproducing the Logo

The Apple silhouette must be executed only in the following single colors. No textured screenings, tonal, or black-and-white copies of the six-color logo may be used:

Black

PANTONE 186 red

PANTONE 423 gray

Pure White (provided background is no lighter than PANTONE 423 gray)

For the Apple six-color logo, specify each color using the PANTONE Matching System as indicated below:

Green	PANTONE 368
Yellow	PANTONE 123
Orange	PANTONE 165
Red	PANTONE 186
Purple	PANTONE 253
Blue	PANTONE 299

To produce the Apple logo using only four colors, use the formula provided below:

Color	Yellow %	Magenta %	Cyan %
Green	70%	0%	60%
Yellow	100%	30%	0%
Orange	100%	70%	0%
Red	50%	100%	0%
Purple	20%	100%	30%
Blue	0%	20%	100%

Apple Trademarks and Credit Lines

The products of Apple Computer also have unique names that are both recognizable and exclusive. Trademark and descriptive copy requirements ensure that the our trademarks are protected and consistent in the marketing message.

A trademark-a brand name-must be used as an adjective to identify products having a particular manufacturer; it should not be used as a noun. The following examples represent correct use of the registered trademark symbol:

"Apple Computer, Inc., manufactures Apple® personal computers."

"Apple® personal computers, such as the Macintosh® LC computer, are used in most schools nationwide."

Trademarks should never appear in plural or possessive form. This keeps the trademark from becoming a generic word. Do not refer to "Macintoshes" or "LaserWriters," etc. More than one product should be stated as Apple Macintosh computers or Apple LaserWriter printers. An Apple trademark must appear with its first letter capitalized to distinguish it from the surrounding text.

The first use, and only the first use, of an Apple trademark in any printed material excluding headline or when used in the screen of a computer photo/artwork/illustration must include proper notice of trademark registration-that is, a superscript "®", "™" or "SM" (see Trademarks below).

In references to Apple personal computers, the registered trademark is "Apple" or "Macintosh" (for example, Macintosh® LC 550, not Macintosh LC 550®).

Advertisements and other printed materials (with the exception of business cards, store signage, and billboards) must include either credit lines or Apple trademarks to be eligible for 100 percent reimbursement.

There are three Apple products where standard trademark rules do not apply:

Macintosh® Performa.® Note that both words require the "®" registered trademark symbol. Credit line is "Macintosh and Performa are registered trademarks of Apple Computer, Inc."

Power Macintosh.® The name "Power Mac" is never to be used alone in any description of the CPU. The trademarked name is "Power Macintosh.®"

PowerBook Duo.® The name "Duo" is never to be used alone in any description of the product. The trademarked name is "PowerBook Duo.®"

Quick Reference on Trademark Guidelines

You must "®" the first use of Apple as an adjective. Credit line to follow:

"Apple and the Apple logo are registered trademarks of Apple Computer, Inc."

You must "®" the first use of Apple registered trademarks (except in a headline). Note that trademarks are alphabetized and "" and "®" symbols do not appear in the credit line:

"Apple, the Apple logo, Macintosh, Power Macintosh, and StyleWriter are registered trademarks of Apple Computer, Inc."

You must "" the first use of Apple trademarks. Credit line to follow: "AudioVision is a trademark of Apple Computer, Inc."

Credit Lines for Registered and Non-Registered Trademarks:

When both registered and non-registered trademarks are used, the credit lines appear in separate sentences. For example:

"Apple, the Apple logo, Macintosh, Power Macintosh, and StyleWriter are registered trademarks of Apple Computer, Inc. AudioVision is a trademark of Apple Computer, Inc."

Service Marks

You must "®" or "SM" the first use of Apple service marks. Credit lines to appear in a sentence following registered and unregistered trademarks. For example: "Apple, the Apple logo, Macintosh, Power Macintosh, and StyleWriter are registered trademarks of Apple Computer, Inc. AudioVision is a trademark of Apple Computer, Inc. AppleCare is a registered service mark of Apple Computer, Inc. Apple Training Alliance is a service mark of Apple Computer, Inc."

Note: Materials submitted to the AppleFund Program will be checked for correct usage of Apple trademarks and credit lines.