

# Download Ebook Apple Brand Guidelines

## Apple Brand Guidelines

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Apple Brand Guidelines

Apple Identity Guidelines for Channel Affiliates and Apple-Certified Individuals Marh 2013 12 Do not use the Apple logo alone in channel affiliate communications, including web pages. Do not alter the typographic proportions. Do not place a registered trademark symbol next to the Apple logo. Never use an Apple channel signature as

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## Apple Identity Guidelines

When using the Apple names Apple Pay, Wallet, Messages, Siri, Phone, or Maps, always typeset with a capital letter. iMessage, the service within the Messages app, must be spelled with a lowercase i and an uppercase M followed by lowercase letters. [View Apple Pay guidelines](#) [View Apple Wallet guidelines](#). [Other Platforms](#)

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## Marketing Resources and Identity Guidelines - Apple Developer

Guidelines for Using Apple Trademarks and Copyrights 1.

Endorsement or Sponsorship: Apple does not support the use

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of its logos, company names, product names, or images of...

2. Compatibility: If you are a developer, you may show an image of an Apple product in your promotional/advertising...

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Legal - Copyright and Trademark Guidelines - Apple  
Apple Brand Identity Guide. This is a brand book I started to work on for my Apple logos. So far I finished the stock, partnership, and award logos. All were made in Illustrator. The brand book includes sizing instructions, color breakdowns, do's & don'ts and how the logo will look on a product.

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## Apple Brand Identity Guide on Behance

Focus on consistency and functionality over branding. Make sure your app feels like a CarPlay app. It should be intuitive, easy to navigate, easy to use, and offer functionality that's useful while driving. Adhere to Apple's trademark guidelines. Apple trademarks should not appear in your app name or imagery.

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## Branding - Visual Design - Apple Developer

### Apple Affiliate Program Brand and Photography Guidelines

2. Content. These guidelines are for use by companies that promote Apple and link directly from their website, mobile site, or app to shop on apple.com or the Apple Store app. To

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represent Apple correctly on websites, mobile channels, advertising, and other marketing communications, these guidelines should be followed wherever an Apple banner, badge, or text link to apple.com is used.

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## Apple Affiliate Program

If a product or service name is not listed under Apple's Trademarks or Apple's Service Marks, it should not be followed by a <sup>TM</sup>, <sup>SM</sup>, or ® notation and should not be included in credit lines. However, if a product or service name includes Apple, Mac, or another Apple mark listed in this trademark list, apply the correct trademark symbol (<sup>TM</sup>, <sup>SM</sup>, or ®) to that portion of the name for U.S. publications



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only.

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Legal - Trademark List - Apple

Guidelines Get details on design, app review, and marketing criteria, with best practices, case studies, and more. App Store Identity Guidelines Properly integrate App Store badges, photography and video, Apple product images, and more in your marketing communications.

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Guidelines - App Store - Apple Developer

Editorial Guidelines Typesetting Apple Trademarks. Apple trademarks must be typeset exactly as they appear on the

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Apple Trademark List. For... Suggested Messaging. You can use the suggested messaging below to promote Apple Pay in promotions, or you can develop... Do Not Translate.

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Apple Pay - Marketing Guidelines - Apple Developer  
Apps may not charge a maximum APR higher than 36%, including costs and fees, and may not require repayment in full in 60 days or less. 4. Design. Apple customers place a high value on products that are simple, refined, innovative, and easy to use, and that ' s what we want to see on the App Store.

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App Store Review Guidelines - Apple Developer  
apple brand identity guidelines Related article: The  
beginner's guide to small-business marketing online. Apple is  
one of the leading branding companies in the world. 23 Slack  
Brand Guidelines Design Elements One-color use The one-  
color logo should be used only on photographs and color  
backgrounds within the Slack color palette.

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apple brand identity guidelines - thereceptionist.com  
Always use Apple product names such as Apple Watch,  
iPhone, and iPad in singular form. Never make Apple product  
names plural. Instead, use modifiers in plural form, such as  
Apple Watch collections or iPhone models. Do not translate

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Apple Watch, iPhone, iPad, iPod touch, or any other Apple trademark. Always set Apple trademarks in English, even when they appear in copy in a language other than English.

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## iTunes - Music Identity Guidelines - Apple

By following these guidelines, you reap the benefits of the Apple identity and contribute to its strength. Signatures. An Apple signature is the combination of the Apple logo with a logotype (a name like **Authorized Reseller** - set in specially designed type). Never try to re-create or imitate an Apple channel signature.

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## Apple Identity Guidelines

Forbes recently published its annual study on one of the world's most valuable brands. Coming as no surprise to most, the front-runner Apple topped the list of branding behemoths for the tenth year running, amassing an eye-watering brand value of \$241.2 billion—up 17% over last year.

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The world's most valuable brand: Apple's secret to success

Apple Identity Guidelines For Channel Associates and Apple-Certified Individuals March 2013 The Apple identity is a seal of approval and a promise of excellence. When you

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are authorized or...

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Apple Brand Guidelines by Joe Leadbeater - Issuu  
Same goes for Apple ' s half-munched apple. These companies are practically glued inside your brain, and strong brand guidelines are part of the glue that makes them stick. But brand guidelines go far beyond a logo or icon. It ' s in their colors, imagery, fonts, tone, and even the feeling you get when you see one of their ads.

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12 Great Examples of Brand Guidelines (And Tips to Make ...  
Apple Human Interface guidelines. ... The scrupulously

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detailed brand guidelines cover all the bases for a campaign that represents the whole state of New York and not just New York City. There's a mission statement and brand pyramid, consistency and typography guidelines, plus a whole load of thematic logo treatments and logo usage guidelines ...

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12 magically meticulous design style guides | Creative Bloq  
Apple Brand Guidelines Issuu is a digital publishing platform that makes it simple to publish magazines, catalogs, newspapers, books, and more online. Easily share your publications and get them in front of Issuu ' s millions of monthly readers.

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