



AirPods

Asset Kit

October 2021



Let's make something great together.

Use the assets provided with this guide for marketing Apple products.

①

Guidance

Design and messaging guidance to help you develop your marketing materials

②

Product assets

Apple product images and copy

③

Resources

Print production guidelines, trademark information, and additional resources

1

Guidance

As you create your marketing campaign, express your brand identity in a way that complements Apple product images and copy.

Less is more.

Strive for simple, clean, and uncluttered communications.

The product is hero.

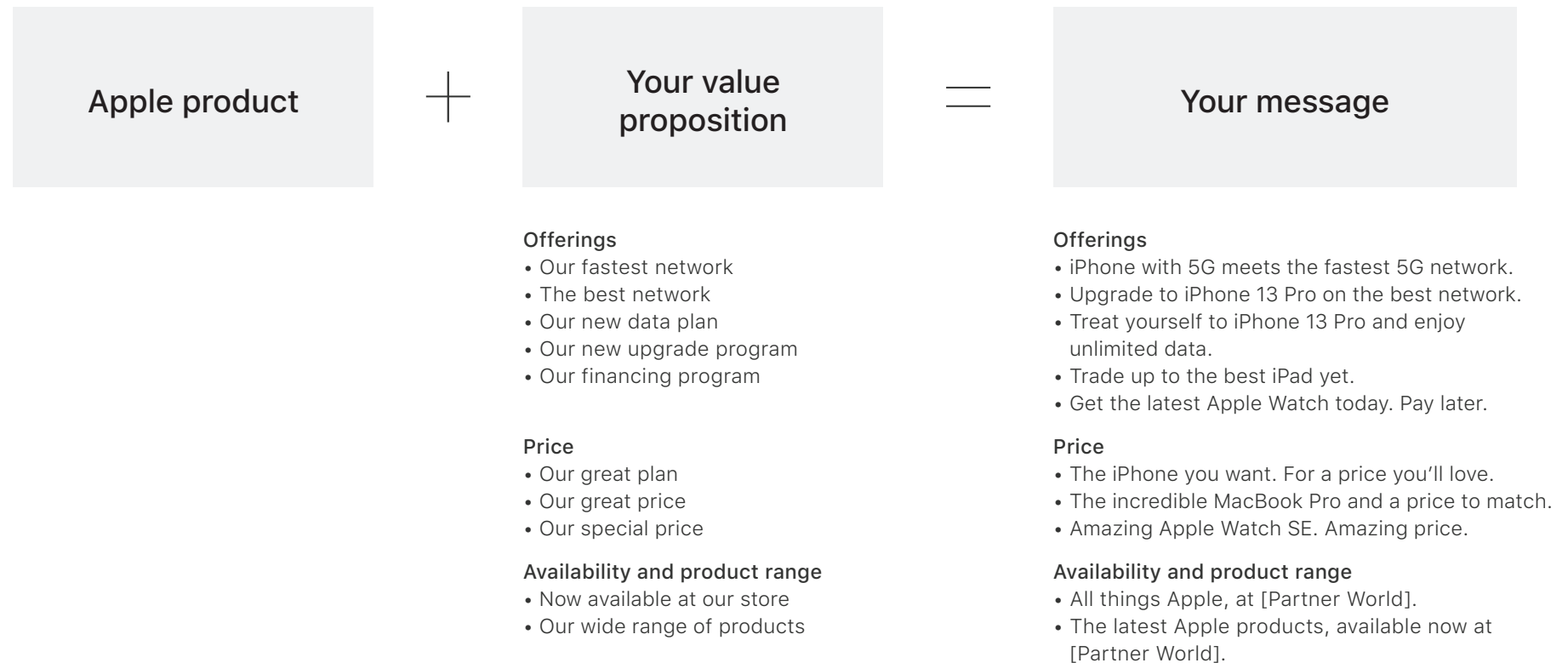
Present the product image as the visual focus and not one of many.

Keep it simple.

Develop messaging that clearly conveys why a customer should buy an Apple product from you.

Messaging guidance

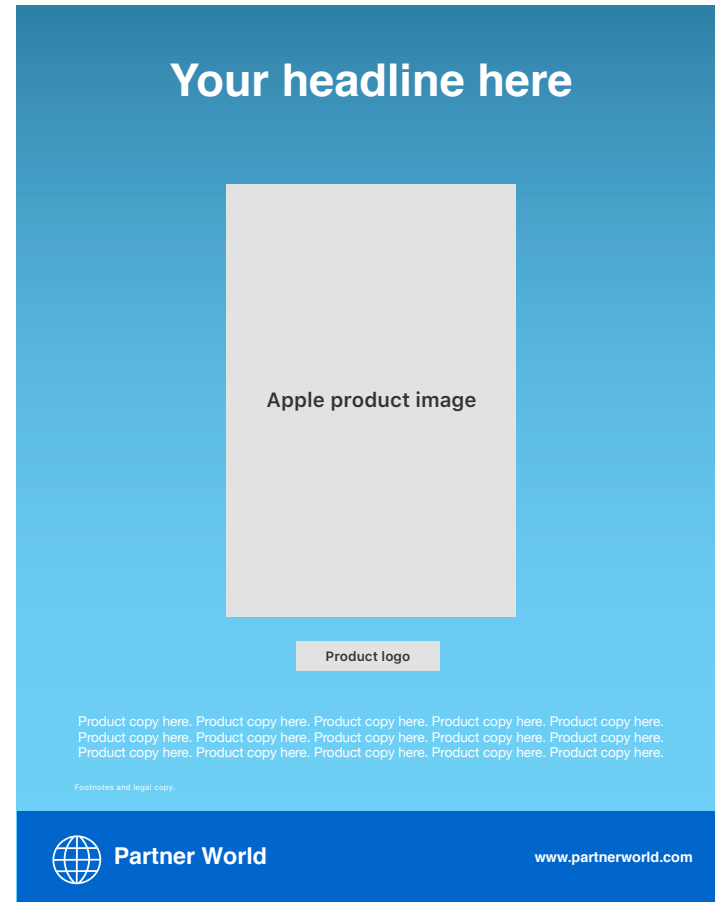
Your headline and message should help customers understand why they should buy Apple products from you. It should be a formula of what's great about your offer and why it's even better with Apple products. When added together, the results should be the best thing for the customer. See the examples below.



Design guidance

As you create your marketing communications, express your brand identity by using your brand fonts and colors in a way that complements Apple product images and copy.

- The product should be the hero of your communications and should not be one of many messages or offers.
- Be sure the product is clearly visible. Use the product images as provided; do not place them in, on, or under other objects.
- The height of the image should be at least 40% of the vertical media dimension.
- For guidance on product logo placement, refer to the relevant page in this guide.



②

Product assets

This section gives you an overview of marketing materials, images, and copy for all products in the lineup. Use these assets across multiple media, including paid media,* online store, in-store, and email communications.

*Please refer to the usage guidelines in the Resources section for guidance on in-store signage, media, and promotions.

Images | AirPods Pro

Product detail page

Product gallery

These assets are for use only in a gallery on your product detail page. Assets should appear in the sequence below.

Images



Position 1



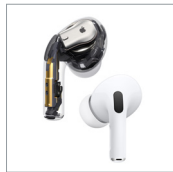
Position 2



Position 3



Position 4



Position 5



Position 6

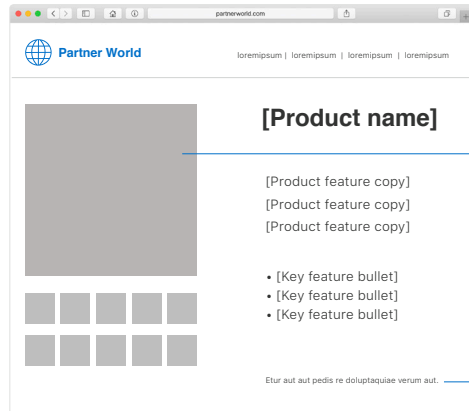


Position 7



Position 8

Guidance



[Product name]

Position 1

[Product feature copy]
[Product feature copy]
[Product feature copy]

- [Key feature bullet]
- [Key feature bullet]
- [Key feature bullet]



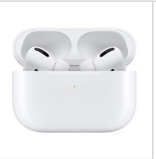



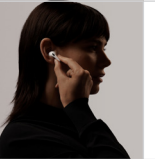

Etur aut aut pedis re doluptaqueis verum aut.

Legal line

Images | AirPods Pro

Product gallery sequence

Implement all images provided in the product detail page gallery. If there are limited gallery positions, follow the guidance below for sequencing. Please contact your Apple Marketing representative for more detailed guidance.

Position	1	2	3	4	5	6	7	8
								
8 images	✓	✓	✓	✓	✓	✓	✓	✓
7 images	✓	✓	✓	✓	✓	✓		✓
6 images	✓	✓	✓		✓	✓		✓
5 images	✓	✓	✓			✓		✓

Images | AirPods (3rd generation)

Product detail page

Product gallery

These assets are for use only in a gallery on your product detail page. Assets should appear in the sequence below.

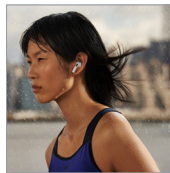
Images



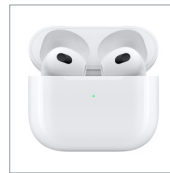
Position 1



Position 2



Position 3



Position 4



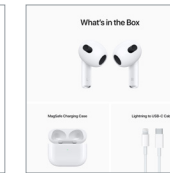
Position 5



Position 6



Position 7



Position 8

Guidance

Partner World | lorem ipsum | lorem ipsum | lorem ipsum | lorem ipsum

[Product name] — Position 1

[Product feature copy]
[Product feature copy]
[Product feature copy]

- [Key feature bullet]
- [Key feature bullet]
- [Key feature bullet]






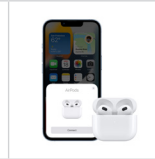

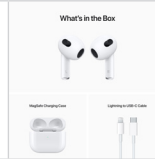
Etur aut aut pedis re doluptaqueis verum aut. — Legal line

When using the iPhone and AirPods (3rd generation) combo image, please include the following legal line: iPhone sold separately. Apple Music requires a subscription.

Images | AirPods (3rd generation)

Product gallery sequence

Implement all images provided in the product detail page gallery. If there are limited gallery positions, follow the guidance below for sequencing. Please contact your Apple Marketing representative for more detailed guidance.

Position	1	2	3	4	5	6	7	8
								
8 images	✓	✓	✓	✓	✓	✓	✓	✓
7 images	✓		✓	✓	✓	✓	✓	✓
6 images	✓		✓		✓	✓	✓	✓
5 images	✓		✓			✓	✓	✓

Images | AirPods (2nd generation)

Product detail page

Product gallery

These assets are for use only in a gallery on your product detail page. Assets should appear in the sequence below.

Images



Position 1



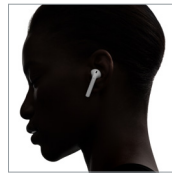
Position 2



Position 3



Position 4

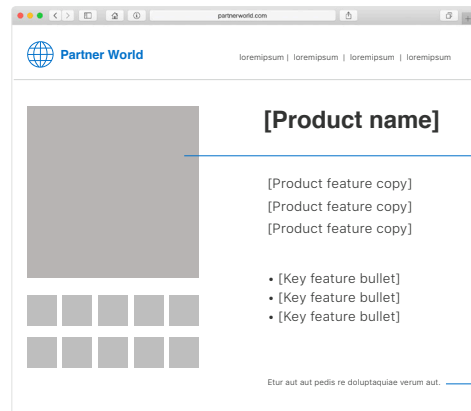


Position 5



Position 6

Guidance



[Product name]

Position 1

[Product feature copy]
[Product feature copy]
[Product feature copy]

- [Key feature bullet]
- [Key feature bullet]
- [Key feature bullet]





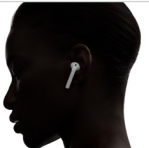

Etur aut aut pedis re doluptaqueis verum aut.

Legal line

Images | AirPods (2nd generation)

Product gallery sequence

Implement all images provided in the product detail page gallery. If there are limited gallery positions, follow the guidance below for sequencing. Please contact your Apple Marketing representative for more detailed guidance.

Position	1	2	3	4	5	6
						
6 images	✓	✓	✓	✓	✓	✓
5 images	✓	✓		✓	✓	✓

Images | AirPods Max

Product detail page

Product gallery

These assets are for use only in a gallery on your product detail page. Assets should appear in the sequence below. Images will be provided for all colors.

Images



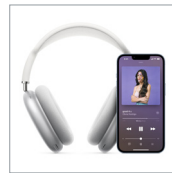
Position 1



Position 2



Position 3



Position 4



Position 5

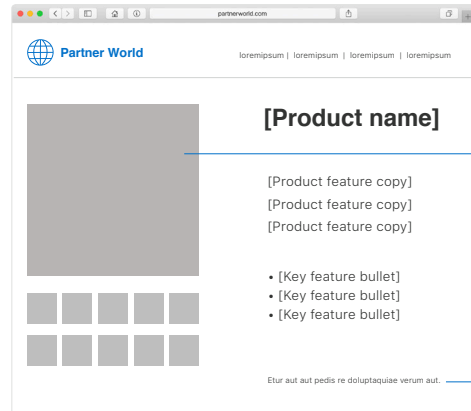


Position 6



Position 7

Guidance



[Product name]

Position 1

[Product feature copy]
[Product feature copy]
[Product feature copy]

- [Key feature bullet]
- [Key feature bullet]
- [Key feature bullet]

Etur aut aut pedis re doluptaqueis verum aut.








Legal line

When using the iPhone and AirPods Max combo image, please include the following legal line: iPhone sold separately. Apple Music requires a subscription.

Images | AirPods Max

Product gallery sequence

Implement all images provided in the product detail page gallery. If there are limited gallery positions, follow the guidance below for sequencing. Please contact your Apple Marketing representative for more detailed guidance.

Position	1	2	3	4	5	6	7
							
7 images	✓	✓	✓	✓	✓	✓	✓
6 images	✓	✓	✓		✓	✓	✓
5 images	✓	✓			✓	✓	✓

Images | AirPods Pro

AirPods Pro

Hero



Hero alternate



Images | AirPods

AirPods (3rd generation)

AirPods (2nd generation)

Wireless Charging Case for AirPods

Hero



Hero alternates



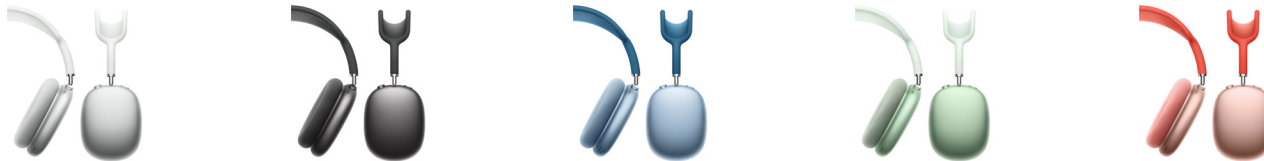
Images | AirPods Max

AirPods Max

Hero



Hero crop



Additional images



Dots indicate available product image colors: ● Silver ● Space Gray ● Sky Blue ● Green ● Pink

Copy | AirPods

AirPods Pro

Headlines

Magic like you've never heard.
All Pro. All magical.
Magic goes Pro.

Advertising copy

AirPods Pro feature Active Noise Cancellation for immersive sound. Transparency mode for hearing the world around you. They're sweat and water resistant¹ and have a customizable fit for all-day comfort.

Key feature bullets

Include all features whenever possible. When space is limited, use the bullets in order.

- Active Noise Cancellation blocks outside noise, so you can immerse yourself in music
- Transparency mode for hearing and interacting with the world around you
- Spatial audio with dynamic head tracking places sound all around you²
- Adaptive EQ automatically tunes music to your ears
- Three sizes of soft, tapered silicone tips for a customizable fit
- Force sensor lets you easily control your entertainment, answer or end calls, and more
- Sweat and water resistant¹
- More than 24 hours total listening time with the MagSafe Charging Case³
- Quick access to Siri by saying "Hey Siri"⁴
- Effortless setup, in-ear detection, and automatic switching for a magical experience⁵
- Easily share audio between two sets of AirPods on your iPhone, iPad, iPod touch, or Apple TV

Legal

¹AirPods Pro are sweat and water resistant for non-water sports and exercise, and they are IPX4 rated. Sweat and water resistance are not permanent conditions. The charging case is not sweat or water resistant.

²Spatial audio works with movies, TV, and video in supported apps. Requires iPhone or iPad.

³Battery life varies by use and configuration. See apple.com/batteries for details.

⁴Siri may not be available in all languages or in all areas, and features may vary by area.

⁵Requires an iCloud account and macOS 11.1, iOS 14.3, iPadOS 14.3, watchOS 7.2, or tvOS 14.3 or later.

Technical specifications

Go to apple.com/airpods-pro/specs/ for a complete set.

Copy | AirPods

	AirPods (3rd generation)	AirPods (2nd generation)	Wireless Charging Case for AirPods
Headlines	<p>It's magic, remastered. More magical than ever. Immerse yourself in magic.</p>	<p>Wireless. Effortless. Magical. Where the magic begins.</p>	<p>Wireless Charging Case for AirPods available from [Partner name].</p>
Advertising copy	<p>Introducing the all-new AirPods. Featuring spatial audio that places sound all around you,¹ Adaptive EQ that tunes music to your ears, and longer battery life.² It's all sweat and water resistant and delivers an experience that's simply magical.³</p>	<p>AirPods combine an iconic design and high-quality sound. Providing a magical wireless experience, hands-free "Hey Siri,"⁴ and a fit that's comfortable all day. Put them in your ears and they connect immediately.</p>	<p>With the Wireless Charging Case, charging is as simple as placing your AirPods in the case and laying it on a wireless charger.</p>
Key feature bullets Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none"> • Spatial audio with dynamic head tracking places sound all around you¹ • Adaptive EQ automatically tunes music to your ears • All-new contoured design • Force sensor lets you easily control your entertainment, answer or end calls, and more • Sweat and water resistant³ • Up to 6 hours of listening time with one charge² • Up to 30 hours total listening time with the MagSafe Charging Case² • Quick access to Siri by saying "Hey Siri"⁴ • Effortless setup, in-ear detection, and automatic switching for a magical experience⁵ • Easily share audio between two sets of AirPods on your iPhone, iPad, iPod touch, or Apple TV 	<ul style="list-style-type: none"> • Quick access to Siri by saying "Hey Siri"⁴ • More than 24 hours total listening time with the Charging Case² • Effortless setup, in-ear detection, and automatic switching for a magical experience⁵ • Easily share audio between two sets of AirPods on your iPhone, iPad, iPod touch, or Apple TV 	<ul style="list-style-type: none"> • Works with AirPods (1st and 2nd generation) • Case can be charged either wirelessly using a wireless charger or with the Lightning connector
Legal	<p>¹Spatial audio works with movies, TV, and video in supported apps. Requires iPhone or iPad.</p> <p>²Battery life varies by use and configuration. See apple.com/batteries for details.</p> <p>³AirPods (3rd generation) are sweat and water resistant for non-water sports and exercise. AirPods (3rd generation) were tested under controlled laboratory conditions and have a rating of IPX4 under IEC standard 60529. Sweat and water resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge wet AirPods (3rd generation); refer to https://support.apple.com/kb/HT210711 for cleaning and drying instructions.</p> <p>⁴Siri may not be available in all languages or in all areas, and features may vary by area.</p> <p>⁵Requires an iCloud account and macOS 15.1, iOS 15.1, iPadOS, watchOS 8.1, or tvOS 15.1 or later.</p>	<p>¹Siri may not be available in all languages or in all areas, and features may vary by area.</p> <p>²Battery life varies by use and configuration. See apple.com/batteries for details.</p> <p>³Requires an iCloud account and macOS 11.1, iOS 14.3, iPadOS 14.3, watchOS 7.2, or tvOS 14.3 or later.</p>	
Technical specifications	<p>Go to apple.com/airpods-3rd-generation/specs/ for a complete set.</p>	<p>Go to apple.com/airpods-2nd-generation/specs/ for a complete set.</p>	

Copy | AirPods

AirPods Max

Headline	The ultimate listening experience.
Advertising copy	AirPods Max reimagine over-ear headphones. An Apple-designed driver provides high-fidelity audio. Every detail, from canopy to cushions, has been designed for an exceptional fit. Industry-leading Active Noise Cancellation blocks outside noise, while Transparency mode lets it in.
Key feature bullets Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none">• Apple-designed dynamic driver provides high-fidelity audio• Active Noise Cancellation blocks outside noise, so you can immerse yourself in music• Transparency mode for hearing and interacting with the world around you• Spatial audio with dynamic head tracking places sound all around you¹• Computational audio combines custom acoustic design with the Apple H1 chip and software for breakthrough listening experiences• Designed with a knit-mesh canopy and memory foam ear cushions for an exceptional fit• Available in silver, space gray, sky blue, green, and pink• 20 hours of listening, movie watching, or talk time with Active Noise Cancellation and spatial audio enabled²• Store in ultra low-power mode with the slim Smart Case• Effortless setup, on-head detection, and automatic switching for a magical experience³• Easily share audio between two sets of AirPods on your iPhone, iPad, iPod touch, or Apple TV
Legal	<p>¹Spatial audio works with movies, TV, and video in supported apps. Requires iPhone or iPad.</p> <p>²Battery life varies by use and configuration. See apple.com/batteries for details.</p> <p>³Requires an iCloud account and macOS 11.1, iOS 14.3, iPadOS 14.3, watchOS 7.2, or tvOS 14.3 or later.</p>
Technical specifications	Go to apple.com/airpods-max/specs/ for a complete set.

Images and copy | AirPods family

AirPods family

Hero



AirPods (2nd generation), AirPods (3rd generation), and AirPods Pro

AirPods Pro and AirPods

Headline

Magic runs in the family.

Advertising copy

AirPods provide a magical wireless experience, delivering rich, high-quality sound with an exceptional fit, no matter which model you choose. Featuring in-ear detection, effortless setup, and seamless switching between devices.¹ And with “Hey Siri,” you can easily accomplish everyday tasks.²

Legal

¹Requires an iCloud account and macOS 11.1, iOS 14.3, iPadOS 14.3, watchOS 7.2, or tvOS 14.3 or later.

²Siri may not be available in all languages or in all areas, and features may vary by area.

Images and copy | AirPods Pro combo

AirPods Pro and iPhone

AirPods Pro and Apple Watch

Images



iPhone 13 Pro and AirPods Pro



iPhone 13 and AirPods Pro



AirPods Pro and Apple Watch Series 7



AirPods Pro and Apple Watch SE

Headline

Even more magical together.

Magic. On. The. Go.

Advertising copy

Pair AirPods Pro with your iPhone for a magical experience. AirPods Pro deliver immersive sound for music, podcasts, and calls. And toggle between Active Noise Cancellation and Transparency mode to block out sound—or let it in.

AirPods Pro deliver immersive sound for music, podcasts, and calls. A customizable fit for all-day comfort. Sweat and water resistant.* And paired with an Apple Watch, you can leave your phone at home for workouts.

Legal

Apple Watch requires an iPhone 6s or later with iOS 15 or later.

*AirPods Pro are sweat and water resistant for non-water sports and exercise, and they are IPX4 rated. Sweat and water resistance are not permanent conditions. The charging case is not sweat or water resistant.

When using iPhone and AirPods combo images, please include the following legal line: Accessories are sold separately. Apple Music requires a subscription.

When using the Apple Watch and AirPods combo images, please include the following legal line: Accessories are sold separately. Apple Watch requires an iPhone 6s or later with iOS 15 or later. Apple Music requires a subscription.

Images and copy | AirPods (3rd generation) combo

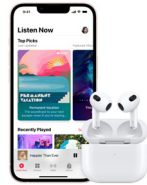
AirPods and iPhone

AirPods and Apple Watch

Images



iPhone 13 Pro and AirPods



iPhone 13 and AirPods



iPhone SE and AirPods



AirPods and Apple Watch Series 7



AirPods and Apple Watch SE



AirPods and Apple Watch Series 3

Headlines

A magical duo.

Magic that keeps you moving.

Your new workout partners.

Advertising copy

Introducing AirPods (3rd generation), featuring rich, high-quality sound and spatial audio with dynamic head tracking that places sound all around you.¹ Together with your iPhone, get a magical experience with effortless setup,² hands-free “Hey Siri,” and helpful features like Announce Notifications.³

With AirPods and Apple Watch you can effortlessly take a call, ask Siri for help, or listen to your favorite music, podcasts, and audiobooks on the go—all in rich, high-quality sound.¹ And with sweat and water resistance,² they can keep up with your heavy workouts.

Legal

¹Spatial audio works with movies, TV, and video in supported apps. Requires iPhone or iPad.

²Requires an iCloud account and macOS 15.1, iOS 15.1, iPadOS, watchOS 8.1, or tvOS 15.1 or later.

³Siri may not be available in all languages or in all areas, and features may vary by area.

Apple Watch requires an iPhone 6s or later with iOS 15 or later.

¹Siri may not be available in all languages or in all areas, and features may vary by area.

²AirPods (3rd generation) are sweat and water resistant for non-water sports and exercise.

AirPods (3rd generation) were tested under controlled laboratory conditions and have a rating of IPX4 under IEC standard 60529. Sweat and water resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge wet AirPods (3rd generation); refer to <https://support.apple.com/kb/HT210711> for cleaning and drying instructions.

When using iPhone and AirPods combo images, please include the following legal line: Accessories are sold separately. Apple Music requires a subscription.

When using the Apple Watch and AirPods combo images, please include the following legal line: Accessories are sold separately. Apple Watch requires an iPhone 6s or later with iOS 15 or later. Apple Music requires a subscription.

Images and copy | AirPods (2nd generation) combo

AirPods and iPhone

AirPods and Apple Watch

Images



iPhone SE and AirPods



AirPods and Apple Watch Series 7



AirPods and Apple Watch SE



AirPods and Apple Watch Series 3

Headline

Even more magical together.

Magic. On. The. Go.

Advertising copy

Pair AirPods (2nd generation) with your iPhone for a magical experience. AirPods deliver rich, high-quality sound for music, podcasts, and calls. Together with your iPhone, get a magical experience with effortless setup,¹ hands-free "Hey Siri," and helpful features like Announce Notifications.²

With AirPods (2nd generation) and Apple Watch you can effortlessly take a call, ask Siri for help, or listen to your favorite music, podcasts, and audiobooks on the go—all in rich, high-quality sound.*

Legal

¹Requires an iCloud account and macOS 11.1, iOS 14.3, iPadOS 14.3, watchOS 7.2, or tvOS 14.3 or later.

²Siri may not be available in all languages or in all areas, and features may vary by area.

Apple Watch requires an iPhone 6s or later with iOS 15 or later.

*Siri may not be available in all languages or in all areas, and features may vary by area.

When using iPhone and AirPods combo images, please include the following legal line: Accessories are sold separately. Apple Music requires a subscription.

When using the Apple Watch and AirPods combo images, please include the following legal line: Accessories are sold separately. Apple Watch requires an iPhone 6s or later with iOS 15 or later. Apple Music requires a subscription.

Images and copy | AirPods Max combo

AirPods Max and iPhone

Images



iPhone 13 and AirPods Max

Headlines

Magic, in perfect harmony.
Magic to the Max.

Advertising copy

AirPods Max immerse you in your music. The Apple-designed driver produces high-fidelity audio, Active Noise Cancellation blocks outside noise, and spatial audio with dynamic head tracking places sound all around you.¹ Together with your iPhone, get a magical experience with effortless setup,² hands-free “Hey Siri,” and helpful features like Announce Notifications.³

Legal

¹Spatial audio works with movies, TV, and video in supported apps. Requires iPhone or iPad.

²Requires an iCloud account and macOS 11.1, iOS 14.3, iPadOS 14.3, watchOS 7.2, or tvOS 14.3 or later.

³Siri may not be available in all languages or in all areas, and features may vary by area.

When using the AirPods and iPhone combo image, please include the following legal line: Accessories are sold separately. Apple Music requires a subscription.

Product color guidance | AirPods

AirPods Pro

Colors	Hex Color #
 White	#F1F1F1

AirPods

Colors	Hex Color #
 White	#F1F1F1

AirPods Max






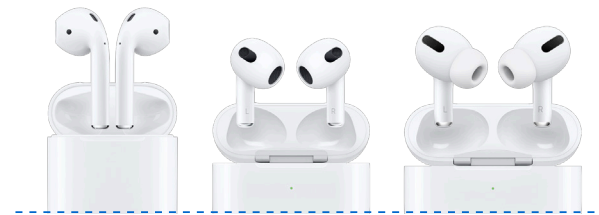
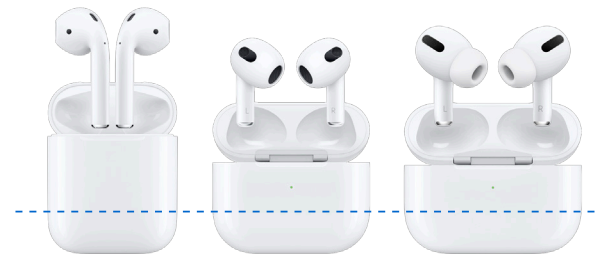
Colors	Hex Color #
 Pink	#E4544D (headband) #D8A097 (aluminum)
 Space Gray	#4B4C49 (headband) #2C2A2D (aluminum)
 Sky Blue	#2F506C (headband) #91A6BB (aluminum)
 Green	#E7ECE3 (headband) #AFBFAB (aluminum)
 Silver	#F5F4F0 (headband) #D2D3D4 (aluminum)

Image crop guidance | AirPods

Product images may be cropped to fit your communications. See the example below.



Product logos | AirPods

Place the logo with the product as shown in the examples below. Logos can be used in all paid media communications.

Apple AirPods Pro

Apple AirPods

Apple AirPods Max



Logo width should be approximately 75% of the product's horizontal dimension.



Logo width should be approximately 75% of the product's horizontal dimension.



Logo width should be approximately 75% of the product's horizontal dimension.



Logo width should be approximately 75% of the product's horizontal dimension.

Product logos | AirPods

Place the logo with the product as shown in the examples below. Logos can be used in all paid media communications.

Apple AirPods Pro



Logo width should be approximately 75% of the product's horizontal dimension.

Apple AirPods



Logo width should be approximately 75% of the product's horizontal dimension.

Apple AirPods Max



Logo width should be approximately 75% of the product's horizontal dimension.

Product logos | AirPods family

Place the logo with the product as shown in the example below. Logos can be used in all paid media communications.

🍏 AirPods Pro

🍏 AirPods

🍏 AirPods Max



Logo width should be approximately 25% of the product's horizontal dimension.

Images and copy | Related products

Apple Gift Card

The Apple Gift Card assets should replace any App Store & iTunes Gift Card image assets. Use the A5i with hang tab for the physical card placements. Use the CR80 for digital or by email placements. For detailed guidance and to access additional files, please contact your Apple Marketing representative.



Physical



Digital

Headline

One gift card. All of Apple.

Copy

Products, accessories, apps, games, music, movies, TV shows, iCloud, and more. This gift card does it all, and then some.

Images and copy | AppleCare



AppleCare+ for Headphones

Headlines	<p>Protect your AirPods, Beats earphones, or Beats headphones with AppleCare+.</p> <p>AppleCare+ covers accidental damage.*</p> <p>Add peace of mind with AppleCare+.</p> <p>For 24/7 priority tech support, choose AppleCare+.</p> <p>Accidental damage protection and 24/7 priority tech support from the people who know your headphones best.*</p>		
Short copy	<p>AppleCare+ for Headphones provides two years of repair coverage, including up to two incidents of accidental damage protection every 12 months.* Plus you'll get 24/7 priority access to Apple experts by chat or phone.</p>		
Long copy	<p>Every set of AirPods, Beats earphones, and Beats headphones comes with a one-year limited warranty and 90 days of technical support. AppleCare+ for Headphones extends your coverage to two years from your AppleCare+ purchase date and adds up to two incidents of accidental damage protection every 12 months, each subject to a \$29 service fee, plus applicable tax.* In addition, you'll get 24/7 priority access to Apple experts by chat or phone.</p>		
Key features	<p>Service and support, all in one stop</p> <ul style="list-style-type: none"> • 24/7 priority access to Apple experts by chat or phone • Mail-in repair: Mail in your headphones using a prepaid shipping box provided by Apple • Carry-in repair: Take your headphones to an Apple Store or other Apple Authorized Service Provider • Express Replacement Service: Apple will ship you a replacement device so you don't have to wait for a repair* 	<p>Hardware coverage that even covers accidents</p> <ul style="list-style-type: none"> • Your AirPods, Beats earphones, or Beats headphones • Battery* • Included USB charging cable • Up to two incidents of accidental damage protection every 12 months, each subject to a \$29 service fee, plus applicable tax 	<p>Answers to all your Apple software questions</p> <ul style="list-style-type: none"> • Using Siri • Bluetooth connectivity
Legal	<p>AppleCare+ is available for AirPods, AirPods Max, AirPods Pro, Beats EP, Beats Pro, Beats Solo Pro, Beats Solo3 Wireless, Beats Studio Buds, Beats Studio3 Wireless, BeatsX, Powerbeats, Powerbeats Pro, and Powerbeats3 Wireless.</p> <p>AppleCare+ benefits are separate from and in addition to the Apple Limited Warranty and any legal rights provided by consumer protection laws in your jurisdiction. Purchase of the plan is not required to purchase the covered equipment. AppleCare+ is subject to acceptance of the Terms and Conditions. For complete details, see terms at apple.com/legal/sales-support/applecare/applecareplus/us.</p> <p>The company obligated under AppleCare+ in the United States is AppleCare Service Company, Inc., an Arizona corporation and wholly owned subsidiary of Apple Inc., doing business in Texas as Apple CSC Inc.</p> <p>*Service coverage is available only for AirPods, Beats earphones, or Beats headphones and their original included accessories or for batteries that retain less than 80 percent of their original capacity. Any unused accidental damage incidents will expire and you will get two more accidental damage incidents to use within the next 12 months of continued coverage. The replacement equipment that Apple provides as part of the repair or replacement service may be new or equivalent to new in both performance and reliability.</p> <p>Local telephone fees may apply. Telephone numbers and hours of operation may vary and are subject to change.</p> <p>Service coverage may be subject to certain restrictions.</p>		

③

Resources

In this section, you'll find print production guidelines, trademark information, and additional resources available to you and your team.

Print production guidelines

Files—Mechanicals and imagery

Mechanicals are provided as Adobe CC 2019 files with links to the images (product shots, logos, and so on). The product photography is supplied as high-resolution flattened TIFF files. All campaign files will use the CMYK assets.

Proofs, color matching, and press checks

Each deliverable must be reviewed on press before a job is authorized to print. This is the final opportunity to ensure an accurate match to the supplied proofs and overall print quality. Please match the proofs as closely as possible during your press checks. Please watch closely for subtle details. Be patient and persistent until the desired results are attained.

Printing guidelines

As a general rule, avoid substrates with a gloss finish. The Apple standard is to employ a silk or matte finish for all materials, including paper, styrene, vinyl, fabric, and so on. Use the best-quality grade materials available when printing Apple support materials. Consult your regional print production manager for guidance if needed.

Note about G7–certified printers

For CMYK printing (offset or digital), we highly recommend printers who are G7 certified. G7 is a trademark process for achieving gray balance and for the proof-to-print process. It is based on the principles of digital imaging, spectrophotometry, and computer-to-plate technologies. The newest methodology utilizes the most current ISO standards as the basis for high-quality printing. We have found we achieve the best results using G7-certified printers.

Trademarks

Product names

Apple product names must appear exactly as shown on the Apple Trademark List. For example, when using the name *iPhone* or *iPad* in headlines or text, always typeset *iPhone* and *iPad* with a lowercase *i* and an uppercase *P* followed by lowercase letters. The names *iPhone* and *iPad* should start with a lowercase *i* even when they are the first word in a sentence, paragraph, or title.

Most Apple product names are trademarks. Never translate an Apple trademark. Always use trademarks in English even when they are surrounded by text in a language other than English. Always use Apple product names in singular form. Do not use plural form. Do not make possessive. Never say *Apple Watches* or *iPhone's*. Modifiers such as *models*, *types*, or *devices* can be plural or possessive.

Using the name *Apple* in text

Business and consumer-facing communications may refer to the company name as *Apple*. The legal company name, Apple Inc., is reserved for legal documents.

Trademark and legal information

As a reminder, you must obtain Apple's prior written approval before using *Apple* or any other Apple trademark, service mark, and/or product image in any advertising or marketing collateral in a manner not expressly permitted by Apple policies and guidelines provided herein. Additionally, any advertising content provided by Apple to you shall only be used in strict accordance with the use guidelines, specifically use periods, provided by Apple.

Please review the [Apple Trademark List](#) for the latest Apple trademarks when you create marketing materials. See [Guidelines for Using Apple Trademarks and Copyrights](#) for more information.

If you have questions after you have reviewed the information provided on the Apple legal website at apple.com/legal, contact the Apple Trademark Department by email (appletm@apple.com). Allow up to one week to receive a reply.

Usage guidelines

In-store signage

- Premium locations and media are preferred.
- Avoid backlit fixtures and digital screens.
- Place at eye level.
- Avoid cluttered environments.
- Limit the number of tabletop signs.

Media guidance

- **Print:** Full-page or page-dominant 4-color ads are required; digital formats of print publications are permitted.
- **Out-of-home:** Large format (billboards, spectaculars, dioramas, airport banners) and street-level (bulletin, bus shelter, kiosk, city light panel, mall, transit station, static digital OOH) are permitted. To discuss large-format or window opportunities, please contact your Apple Marketing representative.
- **Online display (mobile, desktop):** Media should appear above the fold. Conquesting of competitive content, targeting within email environments, ads on gaming consoles, behavioral or IP address targeting or retargeting, and third-party data added to media buys are not permitted. Use HTML5, DHTML/HTML4, animated GIF, or static GIF technology only.
- **Search engine marketing:** Include the featured product in the headline while focusing on third-party relevance. Use of generic terms or modifiers is approved where applicable.

Promotions

Marketing promotions require approval.

Video

Please do not produce product videos.

Partner apps

Apps that you've developed must be marketed separately from your marketing of Apple products. Follow the App Store Marketing Guidelines for developers at developer.apple.com/app-store/marketing/guidelines.

