



iPad Asset Kit

October 2022

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

Accessories and related products

Images and copy for accessories and related products

④

Resources

Print production guidelines, trademark information, and additional resources

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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.

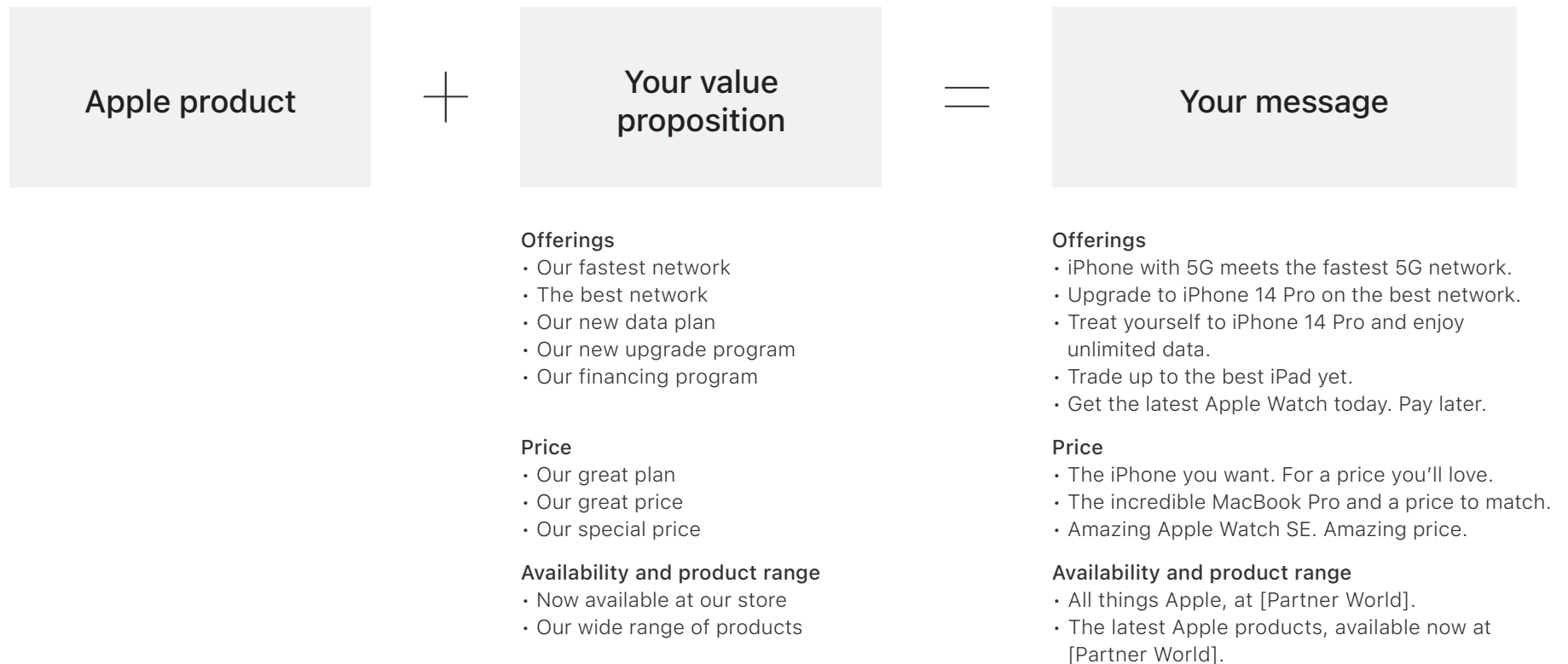
Present product image as the visual focus and not one of many.

Keep it simple.

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

Messaging guidance

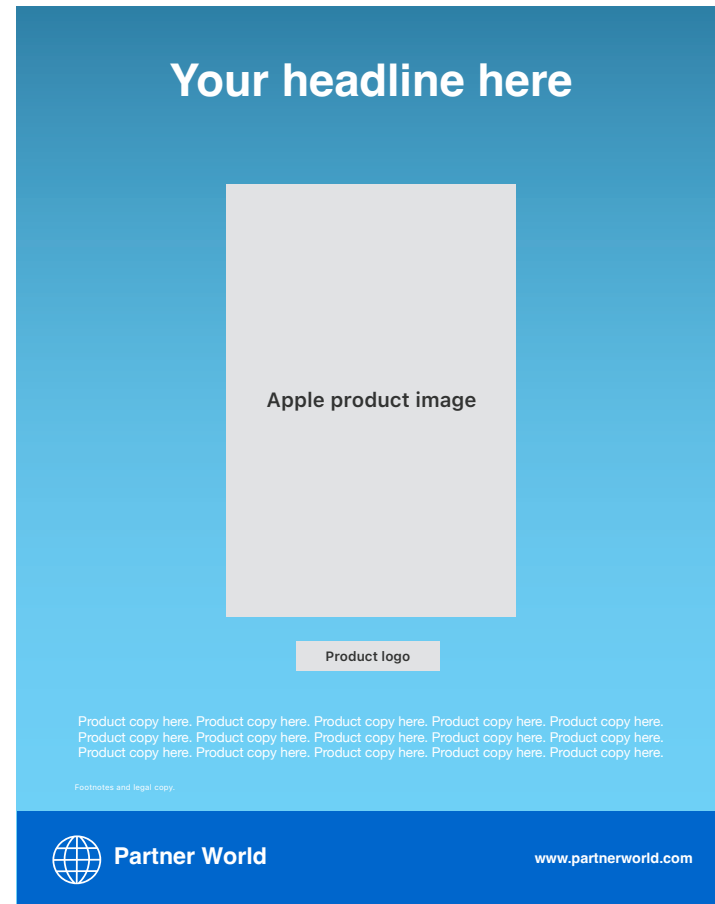
Your headline and message should help customers understand why they should buy Apple products from you. It should be a formula of what's great about your offer and why it's even better with Apple products. When added together, the results should be the best thing for the customer. See the examples below.



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, social, and email communications.

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

Images | iPad Pro

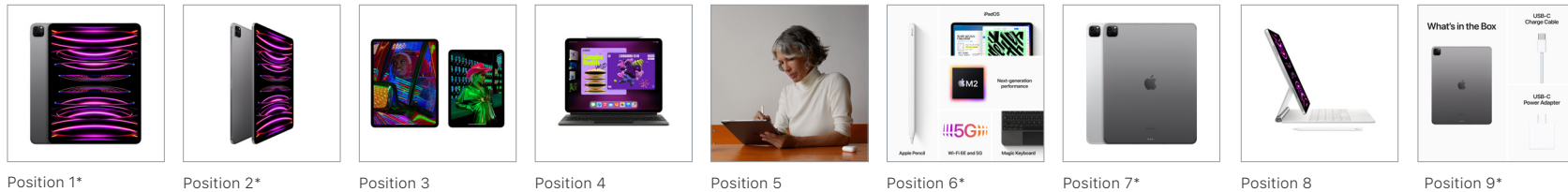
Assets are available in both 5G and non-5G versions.

Product detail page

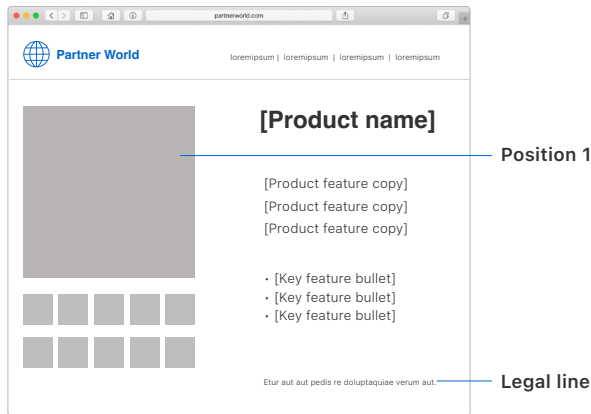
Product gallery

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

Images



Guidance



For images showing 5G, please include the following legal line: Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular.

For images showing apps, please include the following legal line: Apps are available on the App Store. Title availability is subject to change.

For images showing accessories, please include the following legal line: Accessories are sold separately and subject to availability. Compatibility varies by generation.

For images showing Wi-Fi 6E, please including the following legal line: Wi-Fi 6E not available in China mainland and Japan.










*Wi-Fi versions of select images are also available.

Images | iPad Pro

Assets are available in both 5G and non-5G versions.

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	9
									
9 images	✓	✓	✓	✓	✓	✓	✓	✓	✓
8 images	✓	✓	✓	✓	✓	✓		✓	✓
7 images	✓	✓	✓	✓	✓	✓			✓
6 images	✓	✓	✓	✓		✓			✓
5 images	✓	✓	✓			✓			✓

Images | iPad Pro

iPad Pro

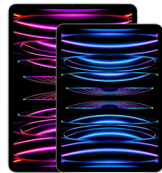
Hero
Can be used
for OOH.



Square*



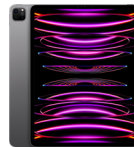
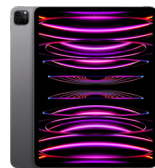
Lineup*



iPad Pro 12.9-inch

iPad Pro 11-inch

2-up*



For images showing accessories, please include the following legal line: Accessories are sold separately and subject to availability. Compatibility varies by generation.

*Wi-Fi + Cellular versions are also available.

Dots indicate available product image colors: ● Silver ● Space Gray

Images | iPad Air

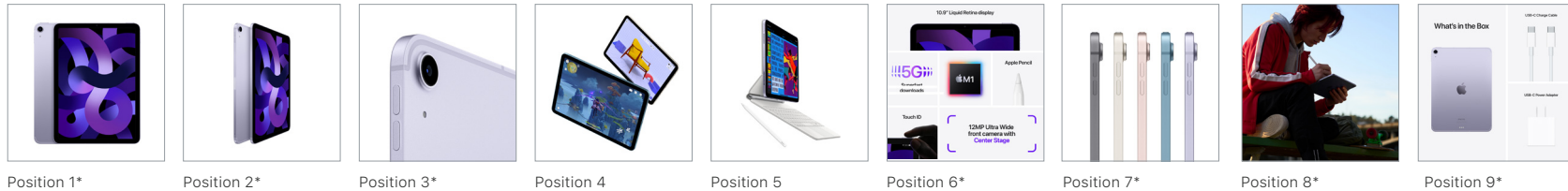
Assets are available in both 5G and non-5G versions.

Product detail page

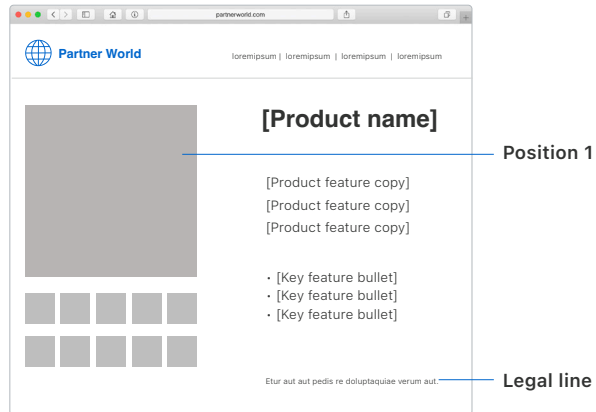
Product gallery

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 models and colors.

Images



Guidance



For images showing 5G, please include the following legal line: Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular.

For images showing apps, please include the following legal line: Apps are available on the App Store. Title availability is subject to change.

For images showing accessories, please include the following legal line: Accessories are sold separately. Compatibility varies by generation.










*Wi-Fi + Cellular versions are also available.

Images | iPad Air

Assets are available in both 5G and non-5G versions.

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.

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9 images	✓	✓	✓	✓	✓	✓	✓	✓	✓
8 images	✓	✓	✓	✓	✓	✓	✓		✓
7 images	✓	✓	✓	✓	✓	✓			✓
6 images	✓	✓	✓	✓		✓			✓
5 images	✓		✓	✓		✓			✓

Images | iPad (10th generation)

Assets are available in both 5G and non-5G versions. The product name should not include the generation; the header above is for reference only.

Product detail page

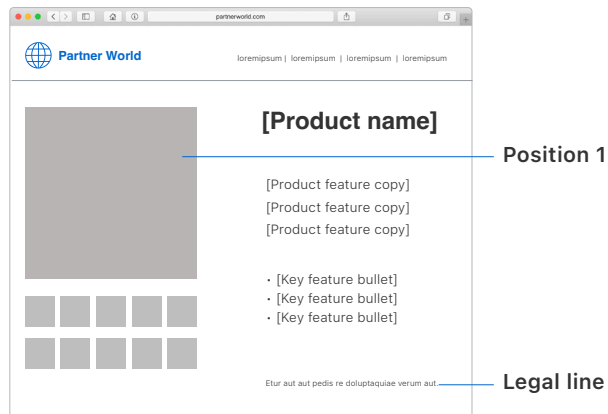
Product gallery

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 models and colors.

Images



Guidance



For images showing 5G, please include the following legal line: Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular.

For images showing apps, please include the following legal line: Apps are available on the App Store. Title availability is subject to change.

For images showing accessories, please include the following legal line: Accessories are sold separately and subject to availability. Compatibility varies by generation.









*Wi-Fi + Cellular versions are also available.

Images | iPad (10th generation)

Assets are available in both 5G and non-5G versions. The product name should not include the generation; the header above is for reference only.

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.

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8 images	✓	✓	✓	✓	✓	✓	✓	✓
7 images	✓	✓		✓	✓	✓	✓	✓
6 images	✓	✓			✓	✓	✓	✓
5 images	✓	✓			✓		✓	✓

Images | iPad (9th generation)

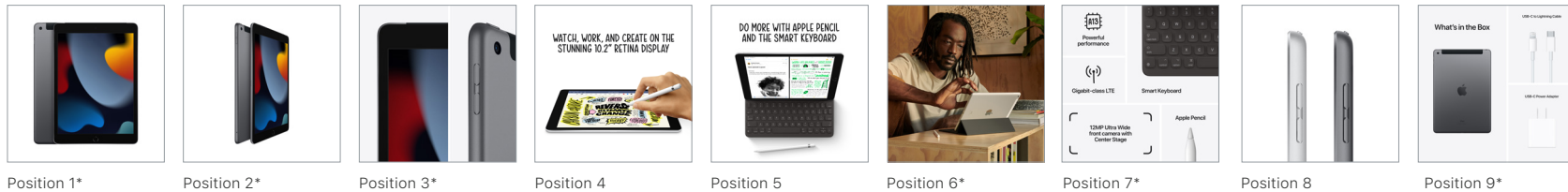
The product name should not include the generation; the header above is for reference only.

Product detail page

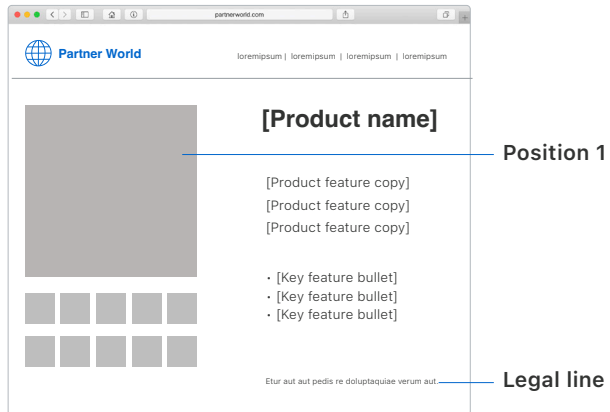
Product gallery

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 models and colors.

Images



Guidance



For images showing accessories, please include the following legal line: Accessories are sold separately. Compatibility varies by generation.










*Wi-Fi + Cellular versions are also available.

Images | iPad (9th generation)

The product name should not include the generation; the header above is for reference only.

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	9
									
9 images	✓	✓	✓	✓	✓	✓	✓	✓	✓
8 images	✓	✓	✓	✓		✓	✓	✓	✓
7 images	✓	✓	✓	✓		✓	✓		✓
6 images	✓	✓	✓			✓	✓		✓
5 images	✓		✓			✓	✓		✓

Images | iPad Air and iPad

The product name should not include the generation; the headers below are for reference only.

iPad Air

iPad (10th generation)

iPad (9th generation)

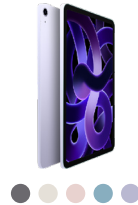
Hero
Can be used for OOH.



Square



2-up*



For use only on your website

Lineup*



For use only on your website

For images showing accessories, please include the following legal line: Accessories are sold separately and subject to availability. Compatibility varies by generation.

*Wi-Fi + Cellular versions are also available.

Dots indicate available product image colors for iPad Air: ● Space Gray ● Starlight ● Pink ● Blue ● Purple

Dots indicate available product image colors for iPad (10th generation): ● Silver ● Yellow ● Pink ● Blue

Dots indicate available product image colors for iPad (9th generation): ● Silver ● Space Gray

Images | iPad mini

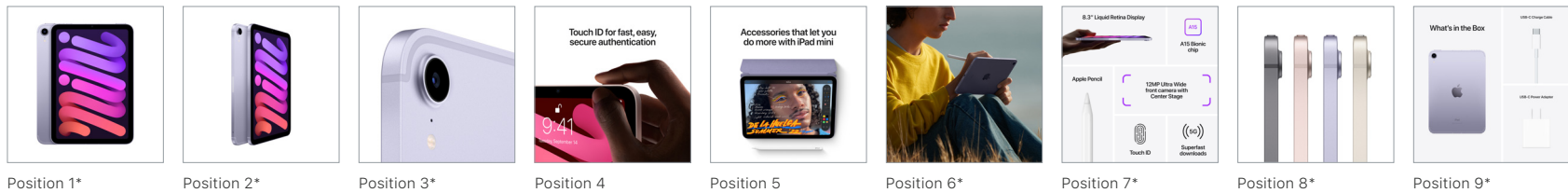
Assets are available in both 5G and non-5G versions.

Product detail page

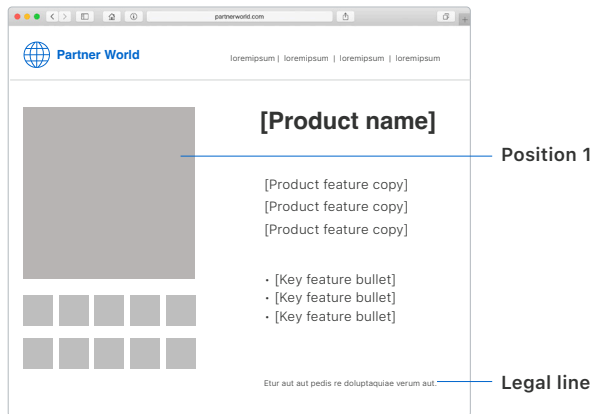
Product gallery

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 models and colors.

Images



Guidance



For images showing accessories, please include the following legal line: Accessories are sold separately. Compatibility varies by generation.

For images showing 5G, please include the following legal line: Data plan required. 5G [LTE] is available in select markets and through select carriers. For details on 5G [LTE] support, contact your carrier and see apple.com/ipad/cellular.







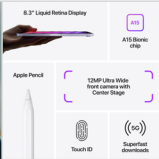


*Wi-Fi + Cellular versions are also available.

Images | iPad mini

Assets are available in both 5G and non-5G versions.

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	9
									
9 images	✓	✓	✓	✓	✓	✓	✓	✓	✓
8 images	✓	✓	✓	✓		✓	✓	✓	✓
7 images	✓	✓	✓	✓		✓	✓		✓
6 images	✓	✓	✓			✓	✓		✓
5 images	✓		✓			✓	✓		✓

Images | iPad mini

iPad mini

Hero*

Can be used for OOH.



Square*

Please contact your Apple Marketing representative to access the file.



2-up*

For use only on your website.



Lineup*



For images showing accessories, please include the following legal line: Accessories are sold separately. Compatibility varies by generation.

*Wi-Fi + Cellular versions are also available.

Dots indicate available product image colors: ● Space Gray ● Pink ● Purple ● Starlight

Copy | iPad Pro

iPad Pro 12.9-inch

Headlines	iPad Pro. Supercharged by M2. iPad at its most Pro ever. The versatility of iPad. The breakthrough performance of M2.	5G options 5G on iPad Pro. Connect at super speed. 5G. On iPad Pro.
Advertising copy	iPad Pro. With astonishing performance, superfast wireless connectivity, and next-generation Apple Pencil experience. Plus, powerful new productivity and collaboration features in iPadOS 16. iPad Pro is the ultimate iPad experience.	
Key feature bullets Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none">• Brilliant 12.9-inch Liquid Retina XDR display¹ with ProMotion, True Tone, and P3 wide color• M2 chip with 8-core CPU and 10-core GPU• 12MP Wide camera, 10MP Ultra Wide back camera, and LiDAR Scanner for immersive AR• 12MP Ultra Wide front camera with Center Stage• Superfast Wi-Fi 6E² and 5G cellular³• USB-C connector with support for Thunderbolt / USB 4• Face ID for secure authentication• Go far with all-day battery life⁴• Works with Apple Pencil (2nd generation), Magic Keyboard, and Smart Keyboard Folio• Support for Apple Pencil hover for more precise marking and sketching• iPadOS 16 makes your iPad even more capable with powerful new productivity and collaboration features	
5G-capable alt	• 5G capable ³	
Non-5G alt	• Stay connected with ultrafast Wi-Fi 6E ² and LTE ³	
Wi-Fi-only alt	• Stay connected with ultrafast Wi-Fi 6E ²	
Legal For Wi-Fi-only alt, remove the third legal footnote.	Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately. ¹ The display has rounded corners. When measured diagonally as a rectangle, the iPad Pro 12.9-inch screen is 12.9 inches. Actual viewable area is less. ² Wi-Fi 6E not available in China mainland and Japan. ³ Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular . ⁴ Battery life varies by use and configuration. See apple.com/batteries for more information.	
Non-5G alt	³ Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.	
Technical specifications	Go to apple.com/ipad-pro/specs for a complete set.	

Copy | iPad Pro

iPad Pro 11-inch

Headlines	iPad Pro. Supercharged by M2. The versatility of iPad. The breakthrough performance of M2. iPad Pro. A portable powerhouse.	5G options 5G on iPad Pro. Connect at super speed. 5G. On iPad Pro.
Advertising copy	iPad Pro. With astonishing performance, superfast wireless connectivity, and next-generation Apple Pencil experience. Plus, powerful new productivity and collaboration features in iPadOS 16. iPad Pro is the ultimate iPad experience.	
Key feature bullets Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none">• Brilliant 11-inch Liquid Retina display¹ with ProMotion, True Tone, and P3 wide color• M2 chip with 8-core CPU and 10-core GPU• 12MP Wide camera, 10MP Ultra Wide back camera, and LiDAR Scanner for immersive AR• 12MP Ultra Wide front camera with Center Stage• Superfast Wi-Fi 6E² and 5G cellular³• USB-C connector with support for Thunderbolt / USB 4• Face ID for secure authentication• Go far with all-day battery life⁴• Works with Apple Pencil (2nd generation), Magic Keyboard, and Smart Keyboard Folio• Support for Apple Pencil hover for more precise marking and sketching• iPadOS 16 makes your iPad even more capable with powerful new productivity and collaboration features	
5G-capable alt	• 5G capable ³	
Non-5G alt	• Stay connected with ultrafast Wi-Fi 6E ² and LTE ³	
Wi-Fi-only alt	• Stay connected with ultrafast Wi-Fi 6E ²	
Legal For Wi-Fi-only alt, remove the third legal footnote.	Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately. ¹ The display has rounded corners. When measured diagonally as a rectangle, the iPad Pro 11-inch screen is 11 inches. Actual viewable area is less. ² Wi-Fi 6E not available in China mainland and Japan. ³ Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular . ⁴ Battery life varies by use and configuration. See apple.com/batteries for more information.	
Non-5G alt	³ Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.	
Technical specifications	Go to apple.com/ipad-pro/specs for a complete set.	

Copy | iPad Air

iPad Air

Headlines	Light. Bright. Full of might. Supercharged by M1.
Advertising copy	iPad Air. With an immersive 10.9-inch Liquid Retina display. ¹ The breakthrough M1 chip delivers faster performance, making iPad Air a creative and mobile gaming powerhouse. Featuring Touch ID, advanced cameras, blazing-fast 5G ² and Wi-Fi 6, USB-C, and support for Magic Keyboard and Apple Pencil (2nd generation).
5G-capable alt	iPad Air. With an immersive 10.9-inch Liquid Retina display. ¹ The breakthrough M1 chip delivers faster performance, making iPad Air a creative and mobile gaming powerhouse. Featuring Touch ID, advanced cameras, USB-C, Wi-Fi 6, capability for blazing-fast 5G, ² and support for Magic Keyboard and Apple Pencil (2nd generation).
Non-5G and Wi-Fi-only alt	iPad Air. With an immersive 10.9-inch Liquid Retina display. ¹ The breakthrough M1 chip delivers faster performance, making iPad Air a creative and mobile gaming powerhouse. Featuring Touch ID, advanced cameras, blazing-fast wireless, USB-C, and support for Magic Keyboard and Apple Pencil (2nd generation).
Key feature bullets	<ul style="list-style-type: none"> • Immersive 10.9-inch edge-to-edge Liquid Retina display¹ with True Tone and P3 wide color • M1 chip with Neural Engine • 12MP Wide back camera • 12MP Ultra Wide front camera with Center Stage • Touch ID for secure authentication • Wi-Fi 6 and 5G cellular data² • USB-C connector for charging and accessories • Go far with all-day battery life³ • Works with Magic Keyboard, Smart Keyboard Folio, and Apple Pencil (2nd generation) • iPadOS 16 makes your iPad even more capable with powerful new productivity and collaboration features
Include all features whenever possible. When space is limited, use the bullets in order.	
5G-capable alt	<ul style="list-style-type: none"> • 5G capable²
Non-5G alt	<ul style="list-style-type: none"> • Stay connected with ultrafast Wi-Fi 6 and LTE²
Wi-Fi-only alt	<ul style="list-style-type: none"> • Stay connected with ultrafast Wi-Fi 6
Legal	Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.
For Wi-Fi-only alt, remove the second legal footnote.	¹ The display has rounded corners. When measured diagonally as a rectangle, the iPad Air screen is 10.86 inches. Actual viewable area is less.
	² Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular .
	³ Battery life varies by use and configuration. See apple.com/batteries for more information.
Non-5G alt	² Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.
Technical specifications	Go to apple.com/ipad-air/specs for a complete set.

Copy | iPad (10th generation)

The product name should not include the generation; the header above is for reference only.

iPad

Headlines	Lovable. Drawable. Magical. Colorful. Incredibly capable. Even more fun. Meet the magical, colorful, all-new iPad. Yes, iPad does that. And more. Unbelievably capable. Unmistakably iPad.
Advertising copy	Colorfully reimaged and more versatile than ever. With an all-screen design, 10.9-inch Liquid Retina display, ¹ and four gorgeous colors. iPad delivers a powerful way to create, stay connected, and get things done.
Key feature bullets Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none">• Striking 10.9-inch Liquid Retina display¹ with True Tone• A14 Bionic chip with 6-core CPU and 4-core GPU• 12MP Wide back camera• Landscape 12MP Ultra Wide front camera with Center Stage• Touch ID for secure authentication• Wi-Fi 6 and 5G (sub-6 GHz) cellular²• USB-C connector for charging and accessories• Go far with all-day battery life³• Works with Apple Pencil (1st generation)⁴ and Magic Keyboard Folio• iPadOS 16 makes your iPad even more capable with powerful new productivity and collaboration features
5G-capable alt	• 5G capable ²
Non-5G alt	• Stay connected with ultrafast Wi-Fi 6 and LTE ²
Wi-Fi-only alt	• Stay connected with ultrafast Wi-Fi 6
Legal For Wi-Fi-only alt, remove the second legal footnote.	Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately. ¹ The display has rounded corners. When measured diagonally as a rectangle, the iPad 10.9-inch screen is 10.9 inches. Actual viewable area is less. ² Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular . ³ Battery life varies by use and configuration. See apple.com/batteries for more information. ⁴ USB-C to Apple Pencil Adapter required to work with iPad (10th generation). Subject to availability.
Non-5G alt	² Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.
Technical specifications	Go to apple.com/ipad-10.9/specs for a complete set.

Copy | iPad (9th generation)

The product name should not include the generation; the header above is for reference only.

iPad

Headline	Delightfully capable. Surprisingly affordable.
Headline alt*	iPad. More function. More fun.
Advertising copy	Powerful. Easy to use. Versatile. iPad has a beautiful 10.2-inch Retina display, ¹ powerful A13 Bionic chip, and an Ultra Wide front camera with Center Stage. Work, play, create, learn, stay connected, and more. All at an incredible value.
Key feature bullets Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none">• 10.2-inch Retina display¹ with True Tone• A13 Bionic chip with Neural Engine• 8MP Wide back camera• 12MP Ultra Wide front camera with Center Stage• Touch ID for secure authentication• 802.11ac Wi-Fi and LTE²• Lightning connector for charging and accessories• Go far with all-day battery life³• Up to 256GB of storage⁴• Works with Apple Pencil (1st generation) and Smart Keyboard• iPadOS 16 makes your iPad even more capable with powerful new productivity and collaboration features
Wi-Fi–only alt	• Stay connected with 802.11ac Wi-Fi
Legal For Wi-Fi–only alt, remove the second legal footnote.	Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately. ¹ Display size is measured diagonally. ² Data plan required. LTE Advanced, LTE, and Wi-Fi calling are available in select markets and through select carriers. Speeds are based on theoretical throughput and vary based on site conditions and carrier. For details on LTE support, contact your carrier and see apple.com/ipad/cellular . ³ Battery life varies by use and configuration. See apple.com/batteries for more information. ⁴ Available space is less and varies due to many factors. Storage capacity subject to change based on software version, settings, and iPad model. 1GB = 1 billion bytes; 1TB = 1 trillion bytes. Actual formatted capacity less.
Technical specifications	Go to apple.com/ipad-10.2/specs for a complete set.

*Use the headline alt for iPad (9th generation) only, not in combination with another device.

Copy | iPad mini

iPad mini

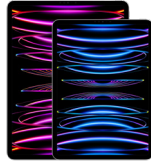
Headlines	Mega power. Mini sized. iPad mini. Mini just got mightier. iPad mini. Small in size. Big on capability. iPad mini. Incredibly powerful. Uniquely mini.	5G option 5G. On iPad mini.
Advertising copy	iPad mini. Featuring an all-screen design with an 8.3-inch Liquid Retina display. ¹ Powerful A15 Bionic chip with Neural Engine. A 12MP Ultra Wide front camera with Center Stage. USB-C connectivity. Ultrafast 5G. ² Take notes, mark up documents, or capture your biggest ideas with Apple Pencil (2nd generation) that attaches magnetically and charges wirelessly. ³	
5G-capable alt	iPad mini. Featuring an all-screen design with an 8.3-inch Liquid Retina display. ¹ Powerful A15 Bionic chip with Neural Engine. A 12MP Ultra Wide front camera with Center Stage. USB-C connectivity. 5G capability. ² Take notes, mark up documents, or capture your biggest ideas with Apple Pencil (2nd generation) that attaches magnetically and charges wirelessly.	
Non-5G and Wi-Fi-only alt	iPad mini. Featuring an all-screen design with an 8.3-inch Liquid Retina display. ¹ Powerful A15 Bionic chip with Neural Engine. A 12MP Ultra Wide front camera with Center Stage. USB-C connectivity. And ultrafast wireless. Take notes, mark up documents, or capture your biggest ideas with Apple Pencil (2nd generation) that attaches magnetically and charges wirelessly.	
Key feature bullets Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none">• Stunning 8.3-inch Liquid Retina display¹ with True Tone and wide color• A15 Bionic chip with Neural Engine• 12MP Wide back camera with True Tone flash• 12MP Ultra Wide front camera with Center Stage• Touch ID for secure authentication• Wi-Fi 6 and 5G cellular²• USB-C connector for charging and accessories• Go far with all-day battery life³• Works with Apple Pencil (2nd generation)• iPadOS 16 makes your iPad even more capable with powerful new productivity and collaboration features	
5G-capable alt	<ul style="list-style-type: none">• 5G capable²	
Non-5G alt	<ul style="list-style-type: none">• Stay connected with ultrafast Wi-Fi 6 and LTE²	
Wi-Fi-only alt	<ul style="list-style-type: none">• Stay connected with ultrafast Wi-Fi 6	
Legal For Wi-Fi-only alt, remove the second legal footnote.	Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately. ¹ The display has rounded corners. When measured diagonally as a rectangle, the iPad mini 8.3-inch screen is 8.3 inches. Actual viewable area is less. ² Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular . ³ Battery life varies by use and configuration. See apple.com/batteries for more information..	
Non-5G alt	² Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.	
Technical specifications	Go to apple.com/ipad-mini/specs for a complete set.	

Images and copy | Family

iPad Pro family

iPad family

Hero



iPad Pro 12.9-inch and iPad Pro 11-inch



iPad Pro, iPad Air, iPad (10th generation), iPad (9th generation), and iPad mini*

Headlines

The ultimate iPad. Supercharged by the M2 chip. Supercharged. In two sizes.
The ultimate iPad. Powered by the breakthrough M2 chip.
5G options
iPad Pro. M2. XDR. 5G. OMG.
5G on iPad Pro. Connect at super speed.
5G. On iPad Pro.

Do more on iPad.
iPad. Versatility is in the family.
There's an iPad for everyone. And everything.
iPad. Powerful. Portable. Magical.
iPad. Unique capability. Unlimited possibilities.

Advertising copy

iPad Pro. Astonishing M2 chip performance. Breathtaking Liquid Retina display in two sizes.¹ And blazing-fast 5G for astonishing performance, anywhere.²

iPad is so versatile, it's more than up to any task. It's your digital notepad, online classroom, work-from-anywhere office, creative studio, portable arcade, and personal screening room. No matter which one you choose, iPad is a fun and powerful way to get it all done.

5G-capable alt

.....
 iPad Pro. Astonishing M2 chip performance. Breathtaking Liquid Retina display in two sizes.¹ And 5G capability for astonishing performance, anywhere.²

Non-5G and Wi-Fi-only alt

.....
 iPad Pro. Astonishing M2 chip performance. Breathtaking Liquid Retina display in two sizes.¹ And ultrafast wireless for astonishing performance, anywhere.

Legal

For non-5G and Wi-Fi-only alt, remove the second legal footnote.

XDR display available on 12.9-inch model.
 Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.
¹The displays have rounded corners. When measured diagonally as a rectangle, the iPad Pro 12.9-inch screen is 12.9 inches and the iPad Pro 11-inch screen is 11 inches. Actual viewable area is less.
²Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular.

Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.

Technical specifications

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

Go to apple.com/ipad/compare for a complete set.

*The product name should not include the generation; the product list above is for reference only.

Images and copy | Upgrade

iPad Pro

Hero



Upgrade

Headlines

Upgrade to iPad Pro. Supercharged by the M2 chip.

The ultimate iPad upgrade.

Upgrade to the ultimate iPad experience.

5G options

Upgrade to iPad Pro. With blazing-fast 5G.¹

iPad Pro. With astonishing M2 chip performance. And superfast 5G.¹

Advertising copy

Upgrade to the ultimate iPad experience. Featuring astonishing M2 chip performance, a brilliant 12.9-inch or 11-inch Liquid Retina display,² and superfast wireless connectivity. Expand the versatility of iPad Pro with next-generation Apple Pencil experience and powerful new collaboration and productivity features in iPadOS 16.

Legal

XDR display available on 12.9-inch model.

Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.

¹Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular.

²The displays have rounded corners. When measured diagonally as a rectangle, the iPad Pro 12.9-inch screen is 12.9 inches and the iPad Pro 11-inch screen is 11 inches. Actual viewable area is less.

For images showing accessories, please include the following legal line: Accessories are sold separately and subject to availability. Compatibility varies by generation.

Images and copy | Upgrade

iPad Air

Hero



Upgrade

Headlines

- Upgrade to iPad Air. Unlock powerful possibilities.**
- Upgrade to iPad Air. Incredible power at an incredible value.**
- Upgrade to iPad Air. Supercharged by M1.**

Advertising copy

There's never been a better time to upgrade to iPad Air. With an immersive 10.9-inch Liquid Retina display.¹ The M1 chip delivers superfast performance, making iPad Air a creative and mobile gaming powerhouse. Featuring Touch ID, advanced cameras, blazing-fast 5G² and Wi-Fi 6, USB-C, and support for Magic Keyboard, Smart Keyboard Folio, and Apple Pencil (2nd generation).

5G-capable alt

There's never been a better time to upgrade to iPad Air. With an immersive 10.9-inch Liquid Retina display.¹ The M1 chip delivers superfast performance, making iPad Air a creative and mobile gaming powerhouse. Featuring Touch ID, advanced cameras, USB-C, Wi-Fi 6, capability for blazing-fast 5G,² and support for Magic Keyboard Folio and Apple Pencil (2nd generation).

Non-5G and Wi-Fi-only alt

There's never been a better time to upgrade to iPad Air. With an immersive 10.9-inch Liquid Retina display.¹ The M1 chip delivers superfast performance, making iPad Air a creative and mobile gaming powerhouse. Featuring Touch ID, advanced cameras, blazing-fast wireless, USB-C, and support for Magic Keyboard Folio and Apple Pencil (2nd generation).

Legal

For non-5G and Wi-Fi-only alt, remove the second legal footnote.

Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.

¹The display has rounded corners. When measured diagonally as a rectangle, the iPad Air screen is 10.86 inches. Actual viewable area is less.

²Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular.

For images showing accessories, please include the following legal line: Accessories are sold separately and subject to availability. Compatibility varies by generation.

Images and copy | Upgrade

The product name should not include the generation; the header below is for reference only.

iPad
(10th generation)

Hero



Upgrade

Headlines

Delightfully capable. Surprisingly affordable.

iPad. So much to love.

Powerfully capable. Delightfully easy to use.

iPad. Love the performance. Love the price.

Advertising copy

iPad has a beautiful Retina display* featuring True Tone. With powerful chips and iPadOS 16, iPad is an incredible way to create, collaborate, and do all the things you love. Open up even more possibilities with accessories designed just for iPad.

Legal

Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.

*Liquid Retina display available on 10.9-inch model. The display has rounded corners. When measured diagonally as a rectangle, the iPad screen is 10.86 inches. Actual viewable area is less.

For images showing accessories, please include the following legal line: Accessories are sold separately. Compatibility varies by generation.

Images and copy | Upgrade

iPad mini

Hero



Upgrade

Headlines

- iPad mini. A mighty upgrade.**
- iPad mini. Super powers, upgraded.**
- iPad mini. Powerful upgrade.**
- iPad mini. Upgraded with all the power you can carry.**

Advertising copy

With power beyond its size, there's a lot to love about iPad mini. With the A15 Bionic chip, stunning all-screen design with an 8.3-inch Liquid Retina display¹ featuring True Tone, a 12MP Ultra Wide front camera with Center Stage, and Wi-Fi 6 and superfast 5G to help you stay connected anywhere.² Take notes, mark up documents, or capture your biggest ideas with Apple Pencil (2nd generation) that attaches magnetically and charges wirelessly.

5G-capable alt

With power beyond its size, there's a lot to love about iPad mini. With the A15 Bionic chip, stunning all-screen design with an 8.3-inch Liquid Retina display¹ featuring True Tone, a 12MP Ultra Wide front camera with Center Stage, and Wi-Fi 6 and 5G capability to help you stay connected anywhere.² Take notes, mark up documents, or capture your biggest ideas with Apple Pencil (2nd generation) that attaches magnetically and charges wirelessly.

Non-5G and Wi-Fi-only alt

With power beyond its size, there's a lot to love about iPad mini. With the A15 Bionic chip, stunning all-screen design with an 8.3-inch Liquid Retina display¹ featuring True Tone, a 12MP Ultra Wide front camera with Center Stage, and ultrafast wireless to help you stay connected anywhere. Take notes, mark up documents, or capture your biggest ideas with Apple Pencil (2nd generation) that attaches magnetically and charges wirelessly.

Legal

For non-5G and Wi-Fi-only alt, remove the second legal footnote.

Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.

¹The display has rounded corners. When measured diagonally as a rectangle, the iPad mini 8.3-inch screen is 8.3 inches. Actual viewable area is less.

²Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular.

For images showing accessories, please include the following legal line: Accessories are sold separately. Compatibility varies by generation.

Copy | Education iPad Pro 12.9-inch

Copy can be paired with the hero or 2-up product image.

Higher-ed students

Headlines	<p>iPad Pro. Supercharged for students.</p> <p>iPad Pro and M2 chip. Quick studies.</p> <p>iPad Pro. Learn anything from anywhere.</p> <p>The versatility of iPad. The breakthrough performance of M2.</p>	<p>5G options</p> <p>5G on iPad Pro. Connect at super speed.</p> <p>5G on iPad Pro. And the breakthrough performance of M2.</p>
Advertising copy	iPad Pro. The ultimate iPad for college. With the astonishing power of the M2 chip. Create and edit on an immersive 12.9-inch Liquid Retina XDR display, ¹ and stay connected with blazing-fast Wi-Fi 6E ² and 5G. ³	
5G-capable alt	iPad Pro. The ultimate iPad for college. With the astonishing power of the M2 chip. Create and edit on an immersive 12.9-inch Liquid Retina XDR display, ¹ and stay connected with blazing-fast Wi-Fi 6E ² and capability for 5G. ³	
Non-5G alt	iPad Pro. The ultimate iPad for college. With the astonishing power of the M2 chip. Create and edit on an immersive 12.9-inch Liquid Retina XDR display, ¹ and stay connected with blazing-fast Wi-Fi 6E ² and LTE. ³	
Wi-Fi-only alt	iPad Pro. The ultimate iPad for college. With the astonishing power of the M2 chip. Create and edit on an immersive 12.9-inch Liquid Retina XDR display, ¹ and stay connected with blazing-fast Wi-Fi 6E. ²	
Key feature bullets	<ul style="list-style-type: none"> • M2 chip with 8-core CPU and 10-core GPU, for faster performance to multitask and run all your apps • All-day battery life to get through the school day and more⁴ • Brilliant 12.9-inch Liquid Retina XDR display¹ with ProMotion, True Tone, and P3 wide color • Superfast Wi-Fi 6E² and 5G cellular³ • 12MP Wide camera, 10MP Ultra Wide back camera, and LiDAR Scanner for immersive AR 	<ul style="list-style-type: none"> • 12MP Ultra Wide front camera with Center Stage for more engaging video calls • Works with Apple Pencil (2nd generation), Magic Keyboard, and Smart Keyboard Folio • Support for Apple Pencil hover for more precise marking and sketching • iPadOS 16 takes the versatility of iPad even further with powerful new ways to create and learn • USB-C connector with support for Thunderbolt / USB 4 • Face ID for secure authentication
5G-capable alt	<ul style="list-style-type: none"> • 5G capable³ 	
Non-5G alt	<ul style="list-style-type: none"> • Stay connected with ultrafast Wi-Fi 6E² and LTE³ 	
Wi-Fi-only alt	<ul style="list-style-type: none"> • Stay connected with ultrafast Wi-Fi 6E² 	
Legal	<p>Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.</p> <p>¹The display has rounded corners. When measured diagonally as a rectangle, the iPad Pro 12.9-inch screen is 12.9 inches. Actual viewable area is less.</p> <p>²Wi-Fi 6E not available in China mainland and Japan.</p> <p>³Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular.</p> <p>⁴Battery life varies by use and configuration. See apple.com/batteries for more information.</p>	
Non-5G alt	<ul style="list-style-type: none"> • ³Data plan required. Check with your carrier for details. Speeds will vary based on site conditions. 	

Copy | Education iPad Pro 11-inch

Copy can be paired with the hero or 2-up product image.

Higher-ed students

Headlines	<p>iPad Pro. Supercharged for students.</p> <p>iPad Pro and M2 chip. Quick studies.</p> <p>iPad Pro. Learn anything from anywhere.</p> <p>iPad Pro. A portable powerhouse for students.</p>	<p>5G options</p> <p>5G on iPad Pro. Connect at super speed.</p> <p>5G on iPad Pro. And the breakthrough performance of M2.</p>
Advertising copy	iPad Pro. The ultimate iPad for students. With the astonishing power of the M2 chip. Create and edit on an immersive 11-inch Liquid Retina display, ¹ and stay connected with blazing-fast Wi-Fi 6E ² and 5G. ³	
5G-capable alt	iPad Pro. The ultimate iPad for students. With the astonishing power of the M2 chip. Create and edit on an immersive 11-inch Liquid Retina XDR display, ¹ and stay connected with blazing-fast Wi-Fi 6E ² and capability for 5G. ³	
Non-5G alt	iPad Pro. The ultimate iPad for students. With the astonishing power of the M2 chip. Create and edit on an immersive 11-inch Liquid Retina XDR display, ¹ and stay connected with blazing-fast Wi-Fi 6E ² and LTE. ³	
Wi-Fi-only alt	iPad Pro. The ultimate iPad for students. With the astonishing power of the M2 chip. Create and edit on an immersive 11-inch Liquid Retina XDR display, ¹ and stay connected with blazing-fast Wi-Fi 6E. ²	
Key feature bullets	<ul style="list-style-type: none"> • M2 chip delivers even faster performance to multitask and run all your apps • All-day battery life to get through the school day and more⁴ • Brilliant 11-inch Liquid Retina display¹ with ProMotion, True Tone, and P3 wide color • Superfast Wi-Fi 6E² and 5G cellular³ • 12MP Wide camera, 10MP Ultra Wide back camera, and LiDAR Scanner for immersive AR • 12MP Ultra Wide front camera with Center Stage for more engaging video calls 	<ul style="list-style-type: none"> • Works with Apple Pencil (2nd generation), Magic Keyboard, and Smart Keyboard Folio • Support for Apple Pencil hover for more precise marking and sketching • iPadOS 16 takes the versatility of iPad even further with powerful new ways to create and learn • USB-C connector with support for Thunderbolt / USB 4 • Face ID for secure authentication
5G-capable alt	<ul style="list-style-type: none"> • 5G capable³ 	
Non-5G alt	<ul style="list-style-type: none"> • Stay connected with ultrafast Wi-Fi 6E² and LTE³ 	
Wi-Fi-only alt	<ul style="list-style-type: none"> • Stay connected with ultrafast Wi-Fi 6E² 	
Legal	Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.	
For Wi-Fi-only alt, remove the third legal footnote.	¹ The display has rounded corners. When measured diagonally as a rectangle, the iPad Pro 11-inch screen is 11 inches. Actual viewable area is less.	
	² Wi-Fi 6E not available in China mainland and Japan.	
	³ Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular .	
	⁴ Battery life varies by use and configuration. See apple.com/batteries for more information.	
Non-5G alt	³ Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.	

Copy | Education iPad Air

Copy can be paired with the hero or 2-up product image.

K-12 administrators

Headlines	<p>iPad Air. Power to bring learning to life.</p> <p>iPad Air. More powerful. More versatile. More ways to teach and learn.</p>
Advertising copy	<p>iPad Air is the perfect learning tool for schools. With an immersive 10.9-inch Liquid Retina display,¹ the breakthrough M1 chip, all-day battery life,² and Wi-Fi 6. With support for Magic Keyboard and Apple Pencil (2nd generation), it's never been easier to sketch, explore ideas, and learn to code.</p>
Key feature bullets	<ul style="list-style-type: none"> • Immersive 10.9-inch edge-to-edge Liquid Retina display¹ with True Tone and P3 wide color • M1 chip with 8-core CPU and 8-core GPU • All-day battery life² • Wi-Fi 6 and 5G cellular³ • 12MP Wide back camera • 12MP Ultra Wide front camera with Center Stage • Touch ID for secure authentication • USB-C connector for charging and accessories • Works with Magic Keyboard, Smart Keyboard Folio, and Apple Pencil (2nd generation) • iPadOS 16 takes the versatility of iPad even further with powerful new ways to create and learn
5G-capable alt	<ul style="list-style-type: none"> • 5G capable³
Non-5G alt	<ul style="list-style-type: none"> • Stay connected with ultrafast Wi-Fi 6 and LTE³
Wi-Fi-only alt	<ul style="list-style-type: none"> • Stay connected with ultrafast Wi-Fi 6
Legal	<p>Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.</p> <p>¹The display has rounded corners. When measured diagonally as a rectangle, the iPad Air screen is 10.86 inches. Actual viewable area is less.</p> <p>²Battery life varies by use and configuration. See apple.com/batteries for more information.</p> <p>³Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular.</p>
Non-5G alt	<p>³Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.</p>

Copy | Education iPad (10th generation)

Copy can be paired with the hero or 2-up product image. The product name should not include the generation; the header above is for reference only.

K-12 administrators

Headlines	Lovable. Drawable. Magical in the classroom. Colorful. More capable. Even more fun for learning. Bring lessons to life with the magic of iPad.	Bring the magical, colorful, all-new iPad to school. Unbelievably capable in the classroom. Unmistakably iPad.
Advertising copy	Colorfully reimagined and more capable than ever. With the powerful A14 Bionic chip, educators can help students do everything from sketching ideas to learning to code. Students can get excited about capturing vivid detail in photos and videos for their projects. And lessons come alive on the immersive 10.9-inch Liquid Retina display. ¹ iPad is designed for all the ways students love to learn.	
Key feature bullets 5G-capable alt Non-5G alt Wi-Fi-only alt	<ul style="list-style-type: none"> • Powerful A14 Bionic chip with 6-core CPU and 4-core GPU for everyday tasks like video editing, coding, AR, and more • All-day battery life² • 10.9-inch Liquid Retina display¹ with True Tone and all-screen design • Wi-Fi 6 and 5G cellular³ • 12MP Wide back camera to capture amazing details for projects • 12MP Ultra Wide landscape front camera with Center Stage • Sketch and explore ideas in the classroom with Apple Pencil⁴ • Charge up at lightning speed with USB-C connector • iPadOS 16 takes the versatility of iPad even further with powerful new ways to create and learn • Works with Apple Pencil (1st generation)⁴ and Magic Keyboard Folio <hr/> <ul style="list-style-type: none"> • 5G capable³ <hr/> <ul style="list-style-type: none"> • Stay connected with ultrafast Wi-Fi 6 and LTE³ <hr/> <ul style="list-style-type: none"> • Stay connected with ultrafast Wi-Fi 6 	
Legal For Wi-Fi-only alt, remove the third legal footnote. Non-5G alt	<p>Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.</p> <p>¹The display has rounded corners. When measured diagonally as a rectangle, the iPad 10.9-inch screen is 10.9 inches. Actual viewable area is less.</p> <p>²Battery life varies by use and configuration. See apple.com/batteries for more information.</p> <p>³Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular.</p> <p>⁴USB-C to Apple Pencil Adapter required to work with iPad (10th generation). Subject to availability.</p> <hr/> <p>³Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.</p>	

Copy | Education iPad (9th generation)

Copy can be paired with the hero or 2-up product image. The product name should not include the generation; the header above is for reference only.

K-12 administrators

Headlines

iPad. Designed for all the ways students love to learn.
iPad. More function. More fun ways to teach and learn.
Delightfully capable in the classroom. Surprisingly affordable.

Advertising copy

Powerful. Easy to use. Versatile. With the powerful A13 Bionic chip, all-day battery life,¹ a beautiful 10.2-inch Retina display,² and an Ultra Wide front camera with Center Stage. And it works with Apple Pencil (1st generation) and Smart Keyboard. iPad is designed for all the ways students love to learn. All for an incredible value.

Key feature bullets

- A13 Bionic chip with with 6-core CPU and 4-core GPU to handle any course load
- All-day battery life so iPad is ready for school or play¹
- 10.2-inch Retina display² with True Tone
- 802.11ac Wi-Fi and LTE³
- 12MP Ultra Wide front camera with Center Stage for more engaging video calls
- iPadOS 16 takes the versatility of iPad even further with powerful new ways to create and learn
- Works with Apple Pencil (1st generation) and Smart Keyboard

Wi-Fi-only alt

- Stay connected with 802.11ac Wi-Fi

Legal

For Wi-Fi-only alt, remove the third legal footnote.

Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.

¹Battery life varies by use and configuration. See apple.com/batteries for more information.

²Display size is measured diagonally.

³Data plan required. LTE Advanced, LTE, and Wi-Fi calling are available in select markets and through select carriers. Speeds are based on theoretical throughput and vary based on site conditions and carrier. For details on LTE support, contact your carrier and see apple.com/ipad/cellular.

Copy | Education iPad family

Copy can be paired with the hero product image.

	Higher-ed students	K-12 administrators
Headlines	<p>No matter how you learn, there's an iPad for that.</p> <p>For every student, there's an iPad.</p> <p>iPad. Power to take learning anywhere.</p> <p>iPad. Learn as you go, no matter where you go.</p> <p>iPad. Powerful. Portable. Magical.</p>	<p>iPad. Does it all. Like nothing else.</p> <p>No matter how students learn, there's an iPad for that.</p> <p>iPad. Unique capabilities. Unlimited possibilities for learning.</p>
Advertising copy	<p>You'll love learning with iPad. It's versatile enough for your classes, especially ones that include collaboration and photo and video projects. It's perfectly portable with all-day battery life.* And with Apple Pencil and iPadOS, it's beautifully simple to capture bright ideas and take smarter notes in class and beyond.</p>	<p>Students and teachers love iPad in the classroom. It's versatile enough for everyday subjects like math, English, and social studies, as well as ambitious lesson plans that include coding and AR. It's perfectly portable with all-day battery life.* And with Apple Pencil and iPadOS, it's beautifully simple to make ideas come to life.</p>
Legal	<p>Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.</p> <p>*Battery life varies by use and configuration. See apple.com/batteries for more information.</p>	<p>Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.</p> <p>*Battery life varies by use and configuration. See apple.com/batteries for more information.</p>

Copy | Business iPad Pro 12.9-inch

Copy can be paired with the hero or 2-up product image.

	Small business	Medium/large business
Headlines	<p>iPad Pro. Supercharged by the M2 chip for your business.</p> <p>iPad Pro with M2. To power your small business.</p> <p>iPad Pro with the M2 chip. A powerhouse for your small business.</p> <p>5G options</p> <p>5G on iPad Pro. Super speed for your small business.</p> <p>iPad Pro and 5G. Run your business while on the go.</p> <p>iPad Pro and blazing-fast 5G. Work at the speed of your business.</p>	<p>iPad Pro. Supercharged for business by the M2 chip.</p> <p>iPad Pro with M2. To power big business.</p> <p>iPad Pro with the M2 chip. Breakthrough performance for business.</p> <p>5G options</p> <p>Superfast 5G on iPad Pro. Work at the speed of your business.</p> <p>5G on iPad Pro. Multitask effortlessly. Work anywhere seamlessly.</p>
Advertising copy	<p>iPad Pro. The power to do it all, from anywhere. Multitask seamlessly with astonishing M2 performance. See images in vivid detail on the brilliant 12.9-inch Liquid Retina XDR display¹ with an immersive all-screen design. All-day battery life² is all-in for demanding tasks and long work days.</p>	
Key feature bullets	<ul style="list-style-type: none"> • M2 chip with 8-core CPU and 10-core GPU for multitasking and faster performance • All-day battery life to get through the workday and more² • Brilliant 12.9-inch Liquid Retina XDR display¹ with ProMotion, True Tone, and P3 wide color • Superfast Wi-Fi 6E³ and 5G cellular⁴ • 12MP Wide camera, 10MP Ultra Wide back camera, and LiDAR Scanner for immersive AR • 12MP Ultra Wide front camera with Center Stage for more engaging video conferencing • Support for Apple Pencil hover for more precise marking and sketching • iPadOS 16 takes the versatility of iPad even further with powerful new productivity and collaboration features • Works with Apple Pencil (2nd generation), Magic Keyboard, and Smart Keyboard Folio 	
5G-capable alt	<p>.....</p> <ul style="list-style-type: none"> • 5G capable⁴ <p>.....</p>	
Non-5G alt	<p>.....</p> <ul style="list-style-type: none"> • Stay connected with ultrafast Wi-Fi 6E³ and LTE⁴ <p>.....</p>	
Wi-Fi-only alt	<p>.....</p> <ul style="list-style-type: none"> • Stay connected with ultrafast Wi-Fi 6E³ <p>.....</p>	
Legal	<p>Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.</p>	
For Wi-Fi-only alt, remove the fourth legal footnote.	<p>¹The display has rounded corners. When measured diagonally as a rectangle, the iPad Pro 12.9-inch screen is 12.9 inches. Actual viewable area is less.</p> <p>²Battery life varies by use and configuration. See apple.com/batteries for more information.</p> <p>³Wi-Fi 6E not available in China mainland and Japan.</p> <p>⁴Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular.</p> <p>.....</p>	
Non-5G alt	<p>⁴Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.</p>	

Copy | Business iPad Pro 11-inch

Copy can be paired with the hero or 2-up product image.

	Small business	Medium/large business
Headlines	<p>iPad Pro. Supercharged by the M2 chip for your business.</p> <p>iPad Pro with M2. To power your small business.</p> <p>iPad Pro with the M2 chip. A powerhouse for your small business.</p> <p>5G options</p> <p>5G on iPad Pro. Super speed for your small business.</p> <p>iPad Pro and 5G. Run your business while on the go.</p> <p>iPad Pro and blazing-fast 5G. Work at the speed of your business.</p>	<p>iPad Pro. Supercharged for business by the M2 chip.</p> <p>iPad Pro. A portable powerhouse for teams on the go.</p> <p>iPad Pro with the M2 chip. Breakthrough performance for business.</p> <p>5G options</p> <p>Superfast 5G on iPad Pro. Work at the speed of your business.</p> <p>5G on iPad Pro. Multitask effortlessly. Work anywhere seamlessly.</p>
Advertising copy	<p>iPad Pro. The power to do it all, from anywhere. Multitask effortlessly with astonishing M2 chip performance. Bring the finest details in your presentations to life in clear detail on the 11-inch Liquid Retina display.¹ All-day battery life² is all-in for demanding tasks and long work days.</p>	
Key feature bullets	<ul style="list-style-type: none"> • M2 chip with 8-core CPU and 10-core GPU for multitasking and faster performance • All-day battery life to get through the workday and more² • Gorgeous 11-inch Liquid Retina display¹ with ProMotion, True Tone, and P3 wide color • Superfast Wi-Fi 6E³ and 5G cellular⁴ • 12MP Wide camera, 10MP Ultra Wide back camera, and LiDAR Scanner for immersive AR • Ultra Wide front camera with Center Stage for more engaging video conferencing • Support for Apple Pencil hover for more precise marking and sketching • iPadOS 16 takes the versatility of iPad even further with powerful new productivity and collaboration features • Works with Apple Pencil (2nd generation), Magic Keyboard, and Smart Keyboard Folio 	
5G-capable alt	<p>.....</p> <ul style="list-style-type: none"> • 5G capable⁴ <p>.....</p>	
Non-5G alt	<p>.....</p> <ul style="list-style-type: none"> • Stay connected with ultrafast Wi-Fi 6E³ and LTE⁴ <p>.....</p>	
Wi-Fi-only alt	<p>.....</p> <ul style="list-style-type: none"> • Stay connected with ultrafast Wi-Fi 6E³ <p>.....</p>	
Legal	<p>Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.</p>	
For Wi-Fi-only alt, remove the fourth legal footnote.	<p>¹The display has rounded corners. When measured diagonally as a rectangle, the iPad Pro 11-inch screen is 11 inches. Actual viewable area is less.</p> <p>²Battery life varies by use and configuration. See apple.com/batteries for more information.</p> <p>³Wi-Fi 6E not available in China mainland and Japan.</p> <p>⁴Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular.</p>	
Non-5G alt	<p>.....</p> <p>⁴Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.</p>	

Copy | Business iPad Air

Copy can be paired with the hero or 2-up product image.

	Small business	Medium/large business
Headlines	<p>iPad Air. Powerfully versatile. Seriously productive.</p> <p>iPad Air. A powerful partner for your small business.</p> <p>iPad Air. A powerful business partner.</p>	<p>iPad Air. Powerfully versatile. Seriously productive.</p> <p>iPad Air. A powerful partner for your team.</p> <p>iPad Air. A powerful team member.</p>
Advertising copy	iPad Air. With the breakthrough M1 chip, it effortlessly runs built-in productivity apps and popular business apps like Office 365, Google Workspace, and more. Stay connected while on the go with blazing-fast 5G ¹ and Wi-Fi 6. Supports the Magic Keyboard and Apple Pencil.	
5G-capable alt	iPad Air. With the breakthrough M1 chip, it effortlessly runs built-in productivity apps and popular business apps like Office 365, Google Workspace, and more. Stay connected while on the go with Wi-Fi 6 and capability for blazing-fast 5G. ¹ Supports the Magic Keyboard and Apple Pencil.	
Non-5G alt	iPad Air. With the breakthrough M1 chip, it effortlessly runs built-in productivity apps and popular business apps like Office 365, Google Workspace, and more. Stay connected while on the go with blazing-fast wireless. Supports the Magic Keyboard and Apple Pencil.	
Wi-Fi-only alt	iPad Air. With the breakthrough M1 chip, it effortlessly runs built-in productivity apps and popular business apps like Office 365, Google Workspace, and more. Stay connected while on the go with blazing-fast Wi-Fi 6. Supports the Magic Keyboard and Apple Pencil.	
Key feature bullets	<ul style="list-style-type: none"> • Immersive 10.9-inch edge-to edge Liquid Retina display² with True Tone and P3 wide color • M1 chip with 8-core CPU and 8-core GPU • All-day battery life to get through the workday and more³ • Wi-Fi 6 and 5G cellular¹ • Touch ID for secure authentication • 12MP Wide back camera • 12MP Ultra Wide front camera with Center Stage • USB-C connector for charging and accessories • iPadOS 16 takes the versatility of iPad even further with powerful new productivity and collaboration features • Works with Apple Pencil (2nd generation), Magic Keyboard, and Smart Keyboard Folio 	
5G-capable alt	• 5G capable ¹	
Non-5G alt	• Stay connected with ultrafast Wi-Fi 6 and LTE ¹	
Wi-Fi-only alt	• Stay connected with ultrafast Wi-Fi 6	
Legal	Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.	
For Wi-Fi-only alt, remove the first legal footnote.	¹ Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular .	
	² The display has rounded corners. When measured diagonally as a rectangle, the iPad Air screen is 10.86 inches. Actual viewable area is less.	
	³ Battery life varies by use and configuration. See apple.com/batteries for more information.	
Non-5G alt	¹ Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.	

Copy | Business iPad (10th generation)

Copy can be paired with the hero or 2-up product image. The product name should not include the generation; the header above is for reference only.

	Small business	Medium/large business
Headlines	Colorfully reimagined for your small business. iPad. Now with more for your business to love.	Bring the magical, colorful, all-new iPad to work. iPad lets your teams collaborate, connect, and multitask from anywhere. Unbelievably capable. Unmistakably iPad.
Advertising copy	Colorfully reimagined and more capable than ever. The redesigned iPad has the powerful A14 Bionic chip to seamlessly run essential apps and multitask with ease. It's easy to create and collaborate on the immersive 10.9-inch Liquid Retina display ¹ and all-screen design. Stay productive while on the go with Wi-Fi 6 and 5G. ²	
5G-capable alt	Colorfully reimagined and more capable than ever. The redesigned iPad has the powerful A14 Bionic chip to seamlessly run essential apps and multitask with ease. It's easy to create and collaborate on the immersive 10.9-inch Liquid Retina display ¹ and all-screen design. Stay productive while on the go with Wi-Fi 6 and capability for 5G. ²	
Non-5G alt	Colorfully reimagined and more capable than ever. The redesigned iPad has the powerful A14 Bionic chip to seamlessly run essential apps and multitask with ease. It's easy to create and collaborate on the immersive 10.9-inch Liquid Retina display ¹ and all-screen design. Stay productive while on the go with blazing-fast wireless.	
Wi-Fi-only alt	Colorfully reimagined and more capable than ever. The redesigned iPad has the powerful A14 Bionic chip to seamlessly run essential apps and multitask with ease. It's easy to create and collaborate on the immersive 10.9-inch Liquid Retina display ¹ and all-screen design. Stay productive while on the go with Wi-Fi 6.	
Key feature bullets	<ul style="list-style-type: none"> • 10.9-inch Liquid Retina display¹ with True Tone • A14 Bionic chip with 6-core CPU and 4-core GPU for demanding tasks • All-day battery life to get through the workday and more³ • Wi-Fi 6 and 5G cellular² • 12MP Wide back camera • Landscape 12MP Ultra Wide front camera with Center Stage • Works with Apple Pencil (1st generation)⁴ and Magic Keyboard Folio • USB-C connector for charging and accessories • iPadOS 16 takes the versatility of iPad even further with powerful new productivity and collaboration features 	
5G-capable alt	• 5G capable ²	
Non-5G alt	• Stay connected with ultrafast Wi-Fi 6 and LTE ²	
Wi-Fi-only alt	• Stay connected with ultrafast Wi-Fi 6	
Legal	Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.	
For Wi-Fi-only alt, remove the second legal footnote.	¹ The display has rounded corners. When measured diagonally as a rectangle, the iPad 10.9-inch screen is 10.9 inches. Actual viewable area is less. ² Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular . ³ Battery life varies by use and configuration. See apple.com/batteries for more information. ⁴ USB-C to Apple Pencil Adapter required. Subject to availability.	
Non-5G alt	² Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.	

Copy | Business iPad (9th generation)

Copy can be paired with the hero or 2-up product image. The product name should not include the generation; the header above is for reference only.

	Small business	Medium/large business
Headlines	Remarkably capable. Surprisingly affordable. iPad means business.	Remarkably capable. Surprisingly affordable. iPad means business.
Advertising copy	Powerful. Easy to use. Versatile. iPad has a beautiful 10.2-inch Retina display, ¹ powerful A13 Bionic chip, and an Ultra Wide front camera with Center Stage. Work, collaborate, stay connected while on the go, and more. All at an affordable price.	
Key feature bullets	<ul style="list-style-type: none"> • 10.2-inch Retina display¹ with True Tone • A13 Bionic chip with Neural Engine • 8MP Wide back camera • 12MP Ultra Wide front camera with Center Stage • Touch ID for secure authentication • 802.11ac Wi-Fi and LTE² • Lightning connector for charging and accessories • All-day battery life to get through the workday and more³ • iPadOS 16 makes your iPad even more capable with powerful new productivity and collaboration features • Works with Apple Pencil (1st generation) and Smart Keyboard 	
Wi-Fi-only alt	<ul style="list-style-type: none"> • Stay connected with 802.11ac Wi-Fi 	
Legal	Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.	
For Wi-Fi-only alt, remove the second legal footnote.	¹ Display size is measured diagonally.	
	² Data plan required. LTE Advanced, LTE, and Wi-Fi calling are available in select markets and through select carriers. Speeds are based on theoretical throughput and vary based on site conditions and carrier. For details on LTE support, contact your carrier and see apple.com/ipad/cellular .	
	³ Battery life varies by use and configuration. See apple.com/batteries for more information.	

Copy | Business iPad mini

Copy can be paired with the hero or 2-up product image.

	Small business	Medium/large business
Headlines	<p>iPad mini. Big power for small business.</p> <p>iPad mini. Small in size. Big on productivity.</p> <p>iPad mini. Super powers. Super portable. Super productive.</p>	<p>iPad mini. Super powers. Super portable. Super productive.</p> <p>iPad mini. Small in size. Big on productivity.</p>
Advertising copy	<p>iPad mini is big for business. Powered by the mighty A15 Bionic chip with Neural Engine and blazing-fast 5G.¹ With a stunning 8.3-inch Liquid Retina display,² all-day battery life,³ and a 12MP Ultra Wide front camera with Center Stage. And it works with Apple Pencil (2nd generation) to take notes anywhere.⁴</p>	
5G-capable alt	<p>iPad mini is big for business. Powered by the mighty A15 Bionic chip with Neural Engine and capability for blazing-fast 5G.¹ With a stunning 8.3-inch Liquid Retina display,² all-day battery life,³ and a 12MP Ultra Wide front camera with Center Stage. And it works with Apple Pencil (2nd generation) to take notes anywhere.</p>	
Non-5G and Wi-Fi-only alt	<p>iPad mini is big for business. Powered by the mighty A15 Bionic chip with Neural Engine and blazing-fast wireless.¹ With a stunning 8.3-inch Liquid Retina display,² all-day battery life,³ and a 12MP Ultra Wide front camera with Center Stage. And it works with Apple Pencil (2nd generation) to take notes anywhere.</p>	
Key feature bullets	<ul style="list-style-type: none"> • Stunning 8.3-inch Liquid Retina display with True Tone and wide color is small enough for working anywhere² • A15 Bionic chip with 6-core CPU and 5-core GPU to take on any task, no matter the size • All-day battery life to get through the workday and more³ • 5G for blazing-fast downloads and staying connected on the go¹ • 12MP Wide camera with True Tone flash • 12MP Ultra Wide front camera with Center Stage for more engaging video calls • USB-C connector for charging and accessories for any business workflow • iPadOS 16 takes the versatility of iPad even further with powerful new productivity and collaboration features • Works with Apple Pencil (2nd generation) to take notes and mark up documents on the go 	
5G-capable alt	<ul style="list-style-type: none"> • 5G capable¹ 	
Non-5G alt	<ul style="list-style-type: none"> • Stay connected with ultrafast Wi-Fi 6 and LTE¹ 	
Wi-Fi-only alt	<ul style="list-style-type: none"> • Stay connected with ultrafast Wi-Fi 6 	
Legal	<p>Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.</p>	
For Wi-Fi-only alt, remove the first legal footnote.	<p>¹Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see apple.com/ipad/cellular.</p> <p>²The display has rounded corners. When measured diagonally as a rectangle, the iPad mini 8.3-inch screen is 8.3 inches. Actual viewable area is less.</p> <p>³Battery life varies by use and configuration. See apple.com/batteries for more information.</p>	
Non-5G alt	<p>¹Data plan required. Check with your carrier for details. Speeds will vary based on site conditions.</p>	



Copy | Business iPad family

Copy can be paired with the hero product image.



	Small business	Medium/large business
Headlines	For every small business, there's an iPad. iPad. For every way you work. iPad. Power and portability for small business.	iPad. Bring limitless possibilities to work. iPad. For every way your team works. iPad. Power and portability for business.
Advertising copy	Every iPad gives versatility, portability, and ease of use to get it all done. Even while on the go.	
Legal	Accessories sold separately and subject to availability. Compatibility varies by generation. Apps are available on the App Store. Title availability is subject to change. Third-party software sold separately.	

Product color guidance | iPad






iPad Pro 12.9-inch

Colors	Hex Color #
 Silver	#E3E4E5
 Space Gray	#868487

iPad Pro 11-inch

Colors	Hex Color #
 Silver	#E3E4E5
 Space Gray	#868487



iPad Air

Colors	Hex Color #
 Space Gray	#6B696E
 Starlight	#E5E0D8
 Pink	#E8D2CF
 Blue	#88AEBF
 Purple	#B9B8D1





iPad (10th generation)*

Colors	Hex Color #
 Silver	#E3E4E5
 Yellow	#F0D95B
 Pink	#DE6274
 Blue	#6480A3

iPad (9th generation)*

Colors	Hex Color #
 Silver	#E2E3E4
 Space Gray	#68696E

iPad mini

Colors	Hex Color #
 Space Gray	#6B696E
 Pink	#E8D2CF
 Purple	#B9B8D1
 Starlight	#E3DCD1

*The product name should not include the generation; the header above is for reference only.

Product logos | iPad

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

🍏 iPad Pro

🍏 iPad Air

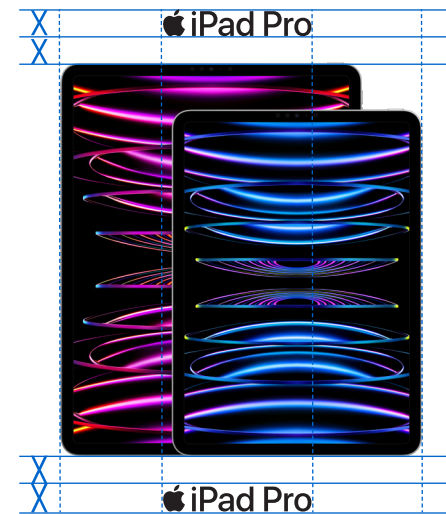
🍏 iPad

🍏 iPad mini

May also be used with category images.



Logo width should be approximately 28% of the product's horizontal dimension.



Logo width should be approximately 40% of the product's horizontal dimension.

Product logos | iPad

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

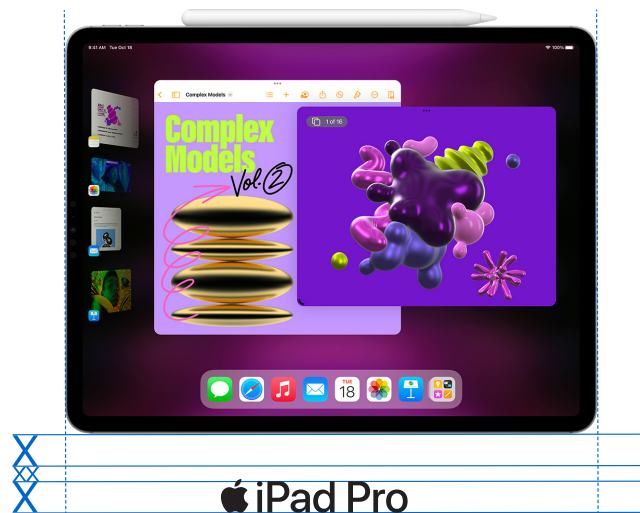
🍏 iPad Pro

🍏 iPad Air

🍏 iPad

🍏 iPad mini

May also be used with category images.



Logo width should be approximately 45% of the product's vertical dimension.

Key x = height of logo; xx = half the height of logo.

Product logos | iPad

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

🍏 iPad Pro

🍏 iPad Air

🍏 iPad

🍏 iPad mini

May also be used with category images.



Logo width should be approximately 45% of the product's horizontal dimension.



Logo width should be approximately 35.4% of the product's horizontal dimension.



Logo width should be approximately 40% of the product's horizontal dimension.

Key x = height of logo; xx = half the height of logo.

Product logos | iPad

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

🍏 iPad Pro

🍏 iPad Air

🍏 iPad

🍏 iPad mini

May also be used with category images.



Logo width should be approximately 28% of the product's horizontal dimension.



Logo width should be approximately 15% of the product's horizontal dimension.

Product logos | iPad

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

🍏 iPad Pro

🍏 iPad Air

🍏 iPad

🍏 iPad mini

May also be used with category images.



Logo width should be approximately 35% of the product's horizontal dimension.

Product logos | iPad

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

🍏 iPad Pro

🍏 iPad Air

🍏 iPad

🍏 iPad mini

May also be used with category images.



Logo width should be approximately 50% of the image's vertical dimension.



Logo width should be equal to the horizontal dimension of one device in the image.

Key x = height of logo; xx = half the height of logo.

Product logos | iPad

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

🍏 iPad Pro

🍏 iPad Air

🍏 iPad

🍏 iPad mini

May also be used with category images.



Logo width should be approximately 23% of the products' horizontal dimension.

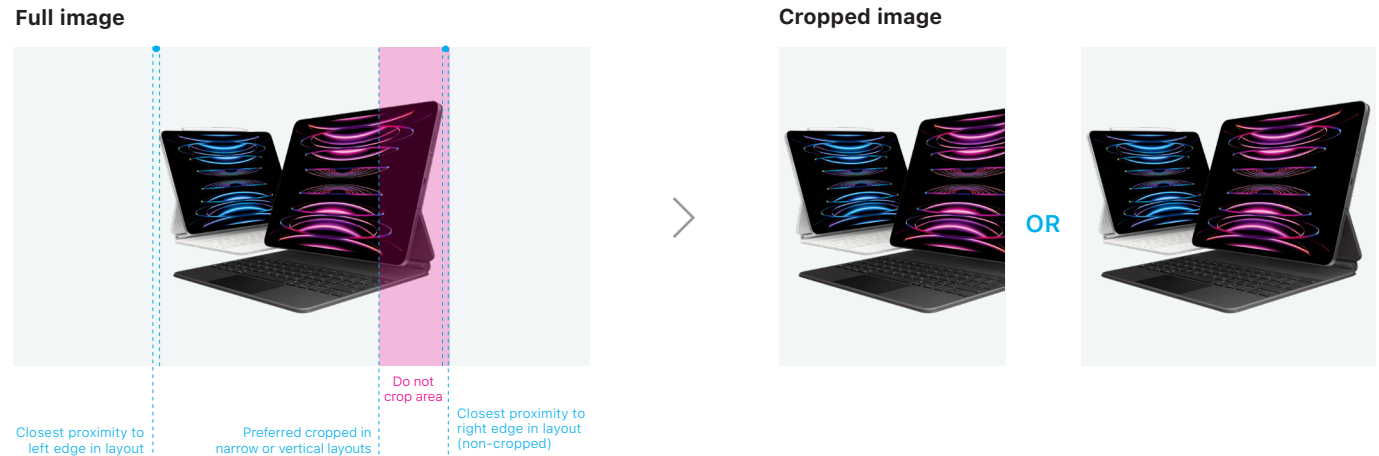
Image crop guidance | iPad Pro

Follow the guidelines below for cropping product images to fit your communications. Please contact your Apple Marketing representative for more detailed guidance.

Vertical cropping

When cropping this image for vertical placements, the preferred crop is encouraged. If this isn't possible, crop outside of the "do not crop area." Safe space has been created and should be followed.

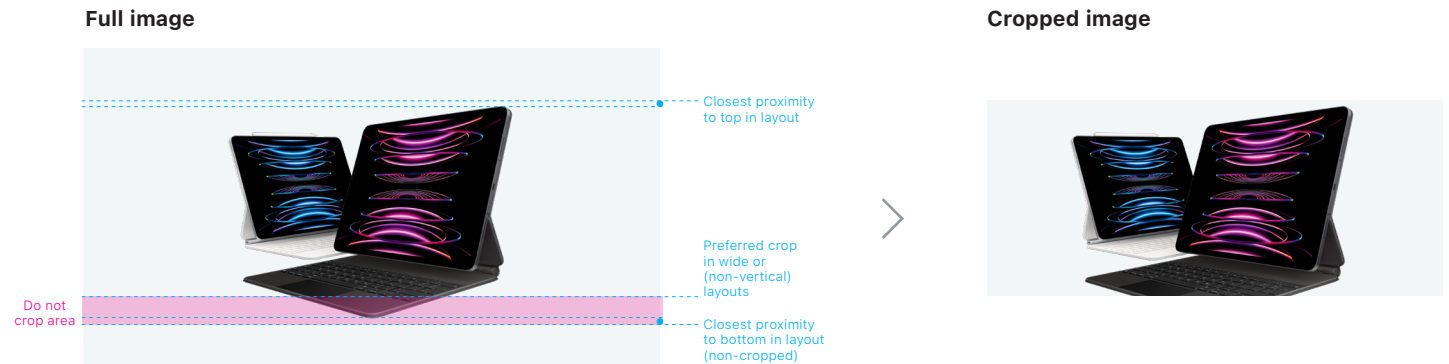
Use only the crops indicated here.



Horizontal cropping

When cropping this image for horizontal placements, the preferred crop is encouraged. If this isn't possible, crop outside of the "do not crop area." Safe space has been created and should be followed.

Use only the crops indicated here.

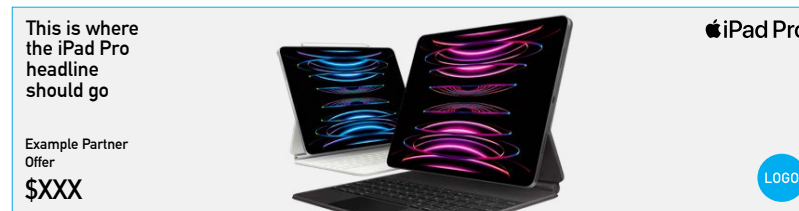
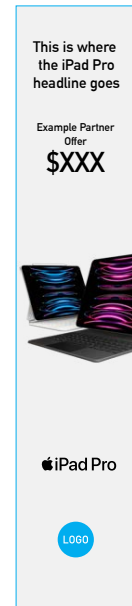
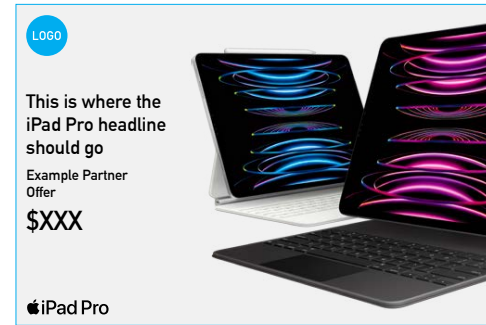
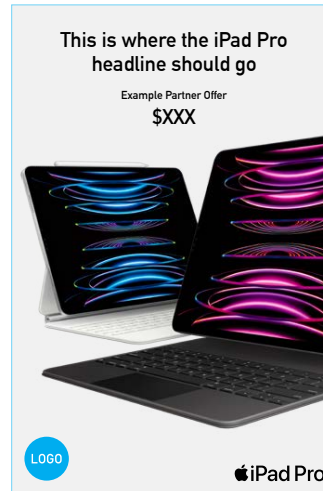
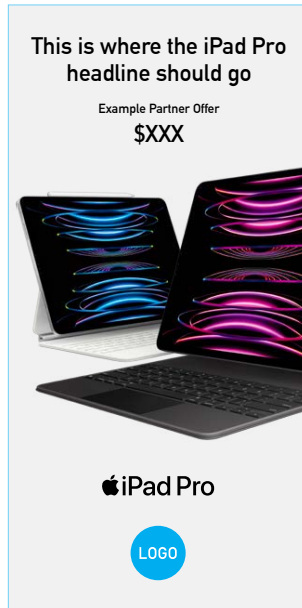


● = Minimum safe space

■ = Do not crop area

Layout examples | iPad Pro

Below are best-practice examples of formats to help you create your layouts.



Apple iPad Pro  

The logo size determines the safe area/margins

Image crop guidance | iPad Air

Follow the guidelines below for cropping product images to fit your communications. Please contact your Apple Marketing representative for more detailed guidance.

Vertical cropping

Hero Aperture

Because of the logo, type, legal, and magnets on the back of the product, there is a limited space for safe cropping.

Our recommended crop is shown at the dotted line.

Full image



Recommended crop

Recommended crop



Cropped image



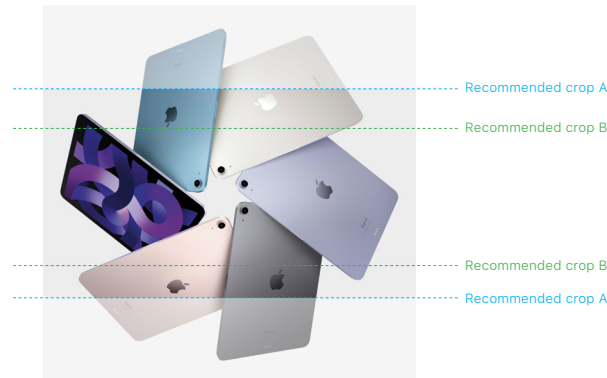
Horizontal cropping

Hero Aperture

Because of the logo, type, legal, and magnets on the back of the product, there is a limited space for safe cropping.

Our recommended crops are shown at the dotted lines.

Full image



Recommended crop A

Recommended crop B

Recommended crop B

Recommended crop A



Cropped image



Image crop guidance | iPad Air

Follow the guidelines below for cropping product images to fit your communications. Please contact your Apple Marketing representative for more detailed guidance.

Vertical cropping

Hero Aperture

In limited use, the asset can be cropped on 3 sides. This should be used for horizontal moments where the ratio is too short for the standard horizontal crop.

Full image



Cropped image



Layout examples | iPad Air

Below are best-practice examples of formats to help you create your layouts.

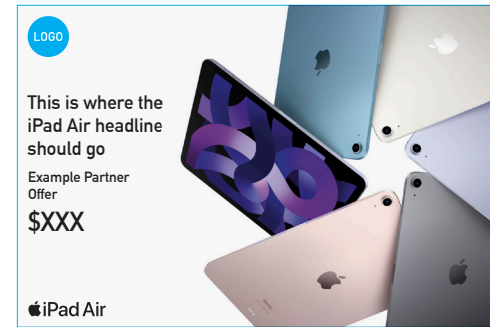
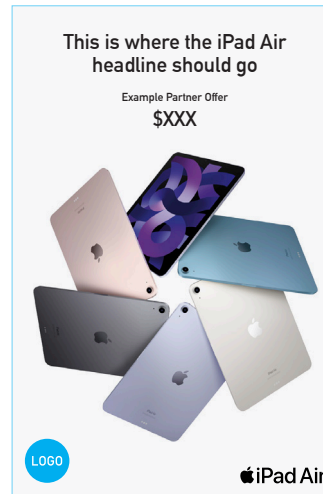
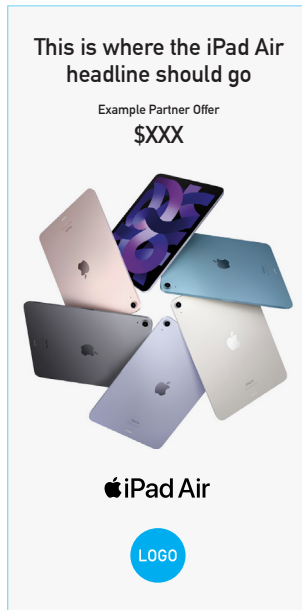
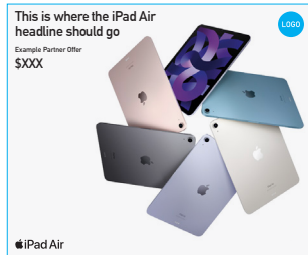


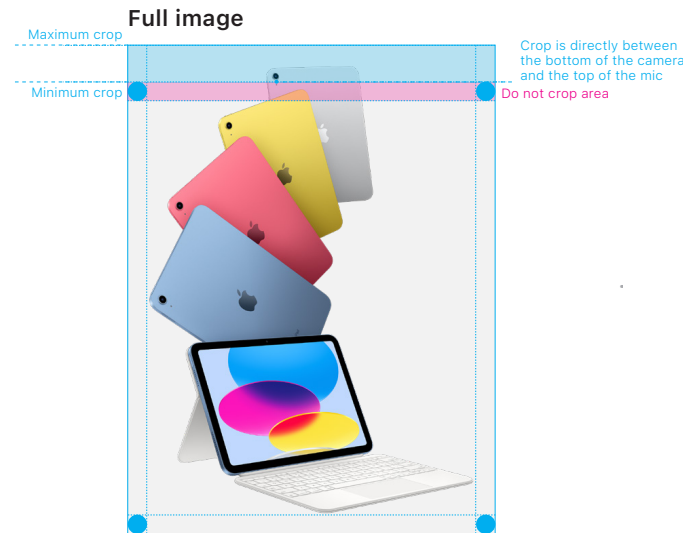
Image crop guidance | iPad (10th generation)

Follow the guidelines below for cropping product images to fit your communications. Please contact your Apple Marketing representative for more detailed guidance. The product name should not include the generation; the header above is for reference only.

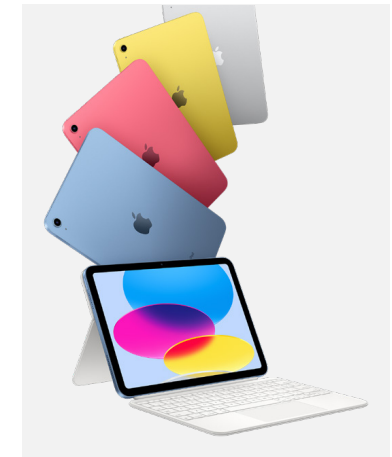
Horizontal cropping

When cropping this image horizontally, the preferred crop is encouraged. The minimum crop runs directly between the camera and mic.

Use only the crops indicated here.



Cropped image



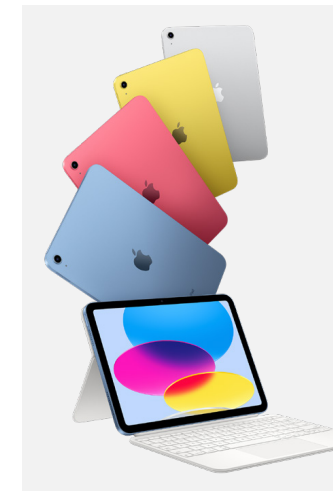
Vertical cropping

When cropping this image for vertically, the preferred crop is encouraged. The minimum crop avoids cropping into the trackpad and keys of the keyboard.

Use only the crops indicated here.



Cropped image



- = Minimum safe space
- = Crop area
- = Do not crop area

Image crop guidance | iPad (10th generation)

Follow the guidelines below for cropping product images to fit your communications. Please contact your Apple Marketing representative for more detailed guidance. The product name should not include the generation; the header above is for reference only.

Vertical cropping

When cropping this image vertically, the preferred crop is encouraged. The minimum crop is approximately 1/3 of the silver iPad.

Use only the crops indicated here.



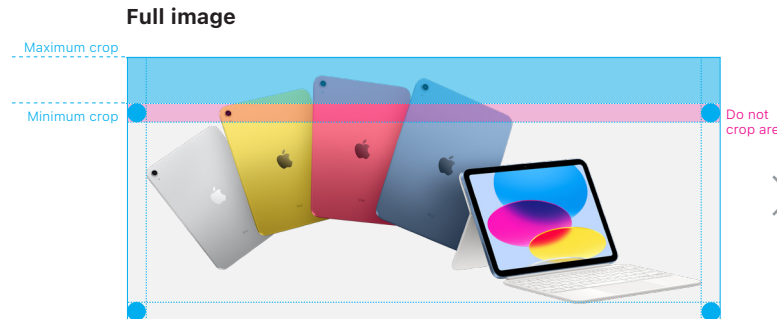
Cropped image



Horizontal cropping

When cropping this image horizontally, the preferred crop is encouraged. The minimum crop happens at the bottom of the "V" between the Yellow and Pink.

Use only the crops indicated here.



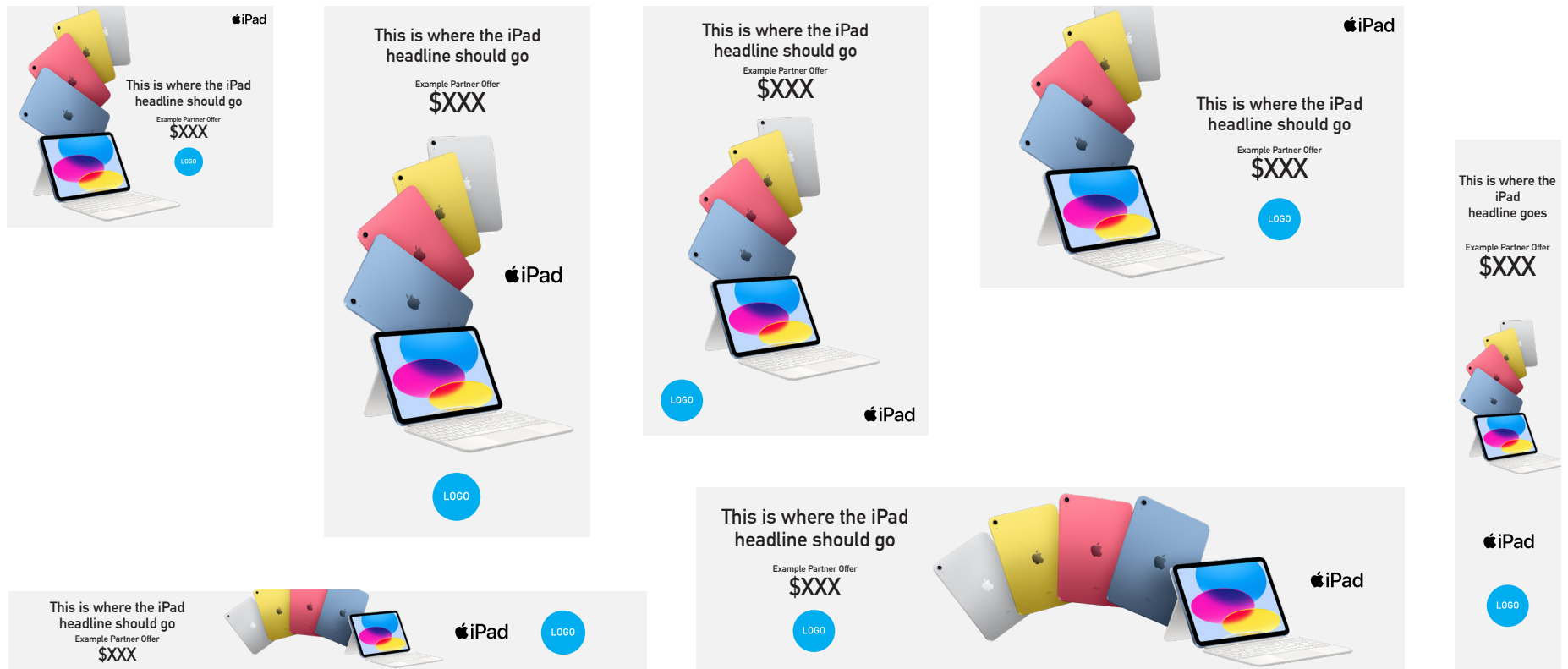
Cropped image



- = Minimum safe space
- = Crop area
- = Do not crop area

Layout examples | iPad (10th generation)

Below are best-practice examples of formats to help you create your layouts. The product name should not include the generation; the header above is for reference only.



The logo size determines the safe area/margins

Image crop guidance | iPad (9th generation)

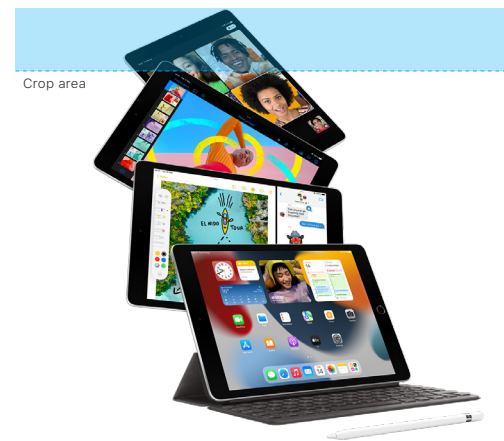
Follow the guidelines below for cropping product images to fit your communications. Please contact your Apple Marketing representative for more detailed guidance. The product name should not include the generation; the header above is for reference only.

Cropped hero asset

The cropped hero asset uses the same margins as the hero asset, but is cropped at the top corner of the third iPad, shown here by the crop line.

This asset should be used for more horizontal placements where the hero asset feels too small.

Full image



Cropped image

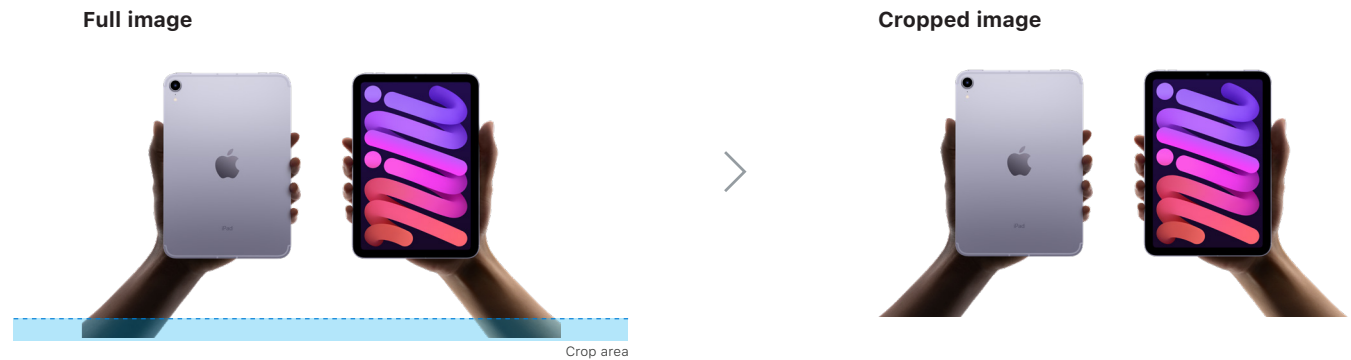


Image crop guidance | iPad mini

Follow the guidelines below for cropping product images to fit your communications. Please contact your Apple Marketing representative for more detailed guidance.

Horizontal cropping

In select instances, we suggest cropping only at the bottom.



Two-Sided Crop: Left and Bottom

In select instances, we suggest cropping the left side and at the bottom.



3

Accessories and related products

This section contains images and copy for iPad accessories and related products. For all copy associated with these images, see the copy deck.

For images and copy for other Apple accessories, including audio, cables, adapters, and chargers, please refer to the Accessories Asset Kit.

Images | Magic Keyboard Folio

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. Please contact your Apple Marketing representative for more detailed guidance on sequencing.

Images



Position 1

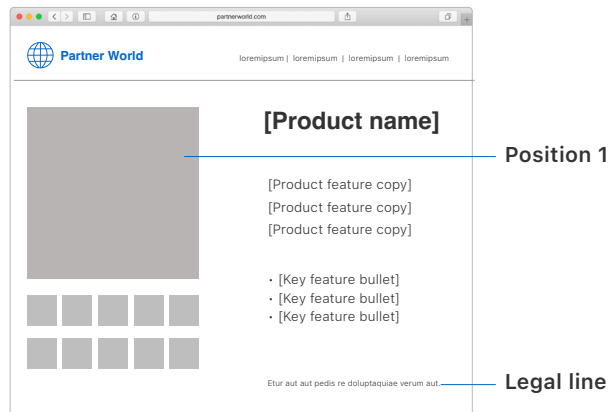
Position 2

Position 3

Position 4

Position 5

Guidance



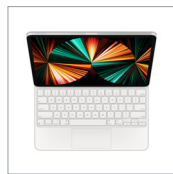
For images showing accessories, please include the following legal line: Accessories are sold separately and subject to availability. Compatibility varies by generation.

Images | Magic Keyboard

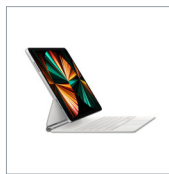
Product detail page

Product gallery

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



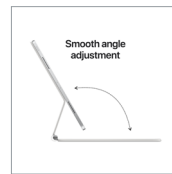
Position 1



Position 2



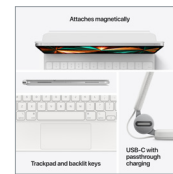
Position 3



Position 4



Position 5



Position 6

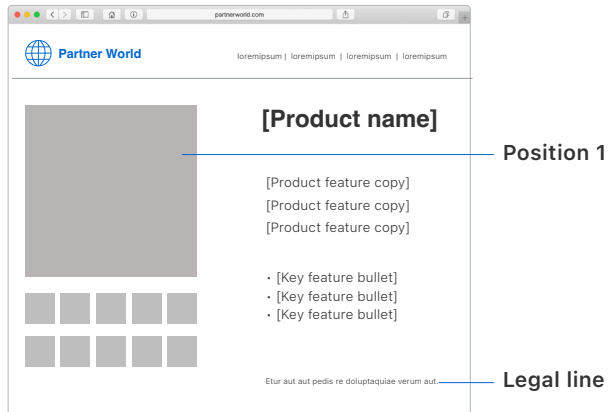


Position 7



Position 8

Guidance



The diagram shows a browser window with the URL 'partnerworld.com'. The page layout includes a header with the 'Partner World' logo and navigation links. The main content area features a large product image placeholder, a product name '[Product name]', three lines of product feature copy, a bulleted list of key features, and a legal line at the bottom. Two blue lines with labels point to the product image placeholder (labeled 'Position 1') and the legal line (labeled 'Legal line').

For images showing accessories, please include the following legal line: Accessories are sold separately and subject to availability. Compatibility varies by generation.

Images | Magic Keyboard

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 | Apple Pencil

Apple Pencil

Apple Pencil (1st generation)

Apple Pencil (2nd generation)

Apple Pencil Tips—4 pack



USB-C to Apple Pencil Adapter



Copy | Apple Pencil

	Apple Pencil (1st generation)	Apple Pencil (2nd generation)	Apple Pencil Tips—4 pack	USB-C to Apple Pencil Adapter
Headlines	<p>Apple Pencil. Draw, sign, or jot down notes. Whenever inspiration strikes.</p> <p>Apple Pencil available at [Partner Name].</p>	<p>Apple Pencil. Creates effortlessly.</p> <p>Attaches magnetically. Charges wirelessly.</p>		
Copy	<p>Apple Pencil lets you easily take notes, mark up, and draw on iPad with pixel-perfect precision—as naturally as you do on paper.</p>	<p>With pixel-perfect precision and tilt and pressure sensitivity, Apple Pencil (2nd generation) transforms into your favorite creative instrument, your paintbrush, your charcoal, or your pencil. It makes painting, sketching, doodling, and even note-taking better than ever.</p>	<p>Keep extra tips for your Apple Pencil at the ready. Compatible with Apple Pencil (1st and 2nd generation). Made by Apple.</p>	<p>The USB-C to Apple Pencil Adapter is required to pair and charge Apple Pencil (1st generation) with iPad (10th generation). Your Apple Pencil plugs into one end of the adapter and the USB-C Charge Cable from your iPad plugs into the other.</p>
Technical specifications	<p>Dimensions</p> <ul style="list-style-type: none"> Length: 6.92 inches (175.7 mm) measured from tip to cap Diameter: 0.35 inch (8.9 mm) Weight: 0.73 ounce (20.7 grams) <p>Connections</p> <ul style="list-style-type: none"> Bluetooth Lightning connector 	<p>Dimensions</p> <ul style="list-style-type: none"> Length: 6.53 inches (166 mm) Diameter: 0.35 inch (8.9 mm) Weight: 0.73 ounce (20.7 grams) <p>Connections</p> <ul style="list-style-type: none"> Bluetooth 		
What's in the box	<ul style="list-style-type: none"> Apple Pencil Lightning adapter USB-C to Apple Pencil Adapter (required to pair and charge 10th generation iPad) Extra tip 	<ul style="list-style-type: none"> Apple Pencil (2nd generation) 	<ul style="list-style-type: none"> Four extra tips for Apple Pencil 	<ul style="list-style-type: none"> Apple USB-C to Apple Pencil Adapter
Compatibility	<ul style="list-style-type: none"> iPad Pro 12.9-inch (1st and 2nd generation) iPad Pro 10.5-inch iPad Pro 9.7-inch iPad (6th, 7th, 8th, and 9th generation) iPad (10th generation); requires USB-C to Apple Pencil Adapter iPad Air (3rd generation) iPad mini (5th generation) 	<ul style="list-style-type: none"> iPad Pro 12.9-inch (3rd, 4th, 5th, and 6th generation) iPad Pro 11-inch (1st, 2nd, 3rd, and 4th generation) iPad Air (4th and 5th generation) iPad mini (6th generation) 	<ul style="list-style-type: none"> Apple Pencil (1st and 2nd generation) 	<ul style="list-style-type: none"> iPad (10th generation)

Images | Magic Keyboard

The first image in each set is hero. Additional images can be used in secondary positions.

Magic Keyboard

iPad Pro 12.9-inch Works with iPad Pro 12.9-inch (3rd, 4th, 5th, and 6th generation).

Colors



- White
- Black

Magic Keyboard

iPad Pro 11-inch and iPad Air Works with iPad Pro 11-inch (1st, 2nd, 3rd, and 4th generation) and iPad Air (4th and 5th generation).



- White
- Black

For images showing accessories, please include the following legal line: Accessories are sold separately and subject to availability. Compatibility varies by generation.

Copy | Magic Keyboard

Magic Keyboard
iPad Pro 12.9-inch (6th generation)

Magic Keyboard
iPad Pro 11-inch (4th generation) and iPad Air (5th generation)

Headline	Magic Keyboard. An amazing typing experience for iPad.	Magic Keyboard. An amazing typing experience for iPad.
Copy	The Magic Keyboard provides a comfortable, responsive typing experience. It features a trackpad that opens up new ways to work, smooth angle adjustment, backlit keys, and front and back protection.	The Magic Keyboard provides a comfortable, responsive typing experience. It features a trackpad that opens up new ways to work, smooth angle adjustment, backlit keys, and front and back protection.
Compatibility	<ul style="list-style-type: none">• iPad Pro 12.9-inch (3rd generation or later)	<ul style="list-style-type: none">• iPad Pro 11-inch (1st generation or later)• iPad Air (4th and 5th generation)

Images | iPad keyboards

The first image in each set is hero. Additional images can be used in secondary positions.

Smart Keyboard Folio

iPad Pro 12.9-inch Works with iPad Pro 12.9-inch (3rd, 4th, 5th, and 6th generation).



Smart Keyboard Folio

iPad Pro 11-inch and iPad Air Works with iPad Pro 11-inch (1st, 2nd, 3rd, and 4th generation) and iPad Air (4th and 5th generation).



For images showing accessories, please include the following legal line: Accessories are sold separately and subject to availability. Compatibility varies by generation.

Images | iPad keyboards

The first image in each set is hero. Additional images can be used in secondary positions.

Magic Keyboard Folio

iPad Works with iPad (10th generation).



Smart Keyboard

iPad Works with iPad (7th, 8th, and 9th generation), iPad Air (3rd generation), and iPad Pro 10.5-inch.



For images showing accessories, please include the following legal line: Accessories are sold separately and subject to availability. Compatibility varies by generation.

Copy | iPad keyboards

	Magic Keyboard Folio* iPad (10th generation)	Smart Keyboard Folio iPad Pro 12.9-inch (6th generation)	Smart Keyboard Folio iPad Pro 11-inch (4th generation) and iPad Air (5th generation)	Smart Keyboard iPad (9th generation)
Headline	Magic Keyboard Folio. An amazing typing experience with a versatile two-piece design.	Thin and light keyboard. Front and back protection.	Thin and light keyboard. Front and back protection.	Comfortable keyboard. Full-screen protection.
Copy	Type comfortably and work on a large trackpad with Magic Keyboard Folio. Quickly adjust the volume or search for a file using the function key row. The versatile two-piece design has a detachable keyboard and a protective back panel with an adjustable stand for flexible viewing.	The Smart Keyboard Folio makes your iPad Pro even more versatile by providing a full-size keyboard when you need one. And convenient front and back protection when you don't. No charging or pairing required.	The Smart Keyboard Folio makes your iPad Pro and iPad Air (5th generation) even more versatile by providing a comfortable keyboard when you need one. And convenient front and back protection when you don't. No charging or pairing required.	Type on a comfortable keyboard when you need one. Or fold it to create a slim, lightweight cover for your iPad (7th, 8th, and 9th generation), iPad Air (3rd generation), or 10.5-inch iPad Pro.
Compatibility	<ul style="list-style-type: none"> • iPad (10th generation) 	<ul style="list-style-type: none"> • iPad Pro 12.9-inch (3rd generation or later) 	<ul style="list-style-type: none"> • iPad Pro 11-inch (1st generation or later) • iPad Air (4th and 5th generation) 	<ul style="list-style-type: none"> • iPad Pro 10.5-inch • iPad (7th, 8th, and 9th generation) • iPad Air (3rd generation)

*Indicates new product for October 2022.

Images | iPad cases

The first image in each set is hero. Additional images can be used in secondary positions. For copy that accompanies these images, see associated copy deck.

Smart Folio

iPad Pro 12.9-inch Works with iPad Pro 12.9-inch (3rd, 4th, 5th, and 6th generation).



Colors

- Marine Blue*
- Black
- White

Smart Folio

iPad Pro 11-inch Works with iPad Pro 11-inch (1st, 2nd, 3rd, and 4th generation).



Colors

- Marine Blue*
- Black
- White

Smart Folio

iPad Air Works with iPad Air (4th and 5th generation).



Colors

- English Lavender
- Dark Cherry
- Marine Blue
- Electric Orange
- Black
- White

For images showing accessories, please include the following legal line: Accessories are sold separately and subject to availability. Compatibility varies by generation.

*Indicates new color for October 2022.

Images | iPad cases

The first image in each set is hero. Additional images can be used in secondary positions. For copy that accompanies these images, see associated copy deck.

Smart Folio

iPad Works with iPad (10th generation).



Colors

- White*
- Sky*
- Watermelon*
- Lemonade*

Smart Cover

iPad Works with iPad (7th, 8th, and 9th generation), iPad Air (3rd generation), and iPad Pro 10.5-inch.



Colors

- English Lavender
- Black
- White

Smart Folio

iPad mini Works with iPad mini (6th generation).



Colors

- English Lavender
- Dark Cherry
- Electric Orange
- Black
- White

For images showing accessories, please include the following legal line: Accessories are sold separately and subject to availability. Compatibility varies by generation.

*Indicates new color for October 2022.

Images and copy | Related products

App Store &
iTunes Gift Card



iPadOS 16

iPadOS 16

AppleCare



Note: Not all markets sell AppleCare+ or AppleCare Protection Plan. Use these assets only if the relevant product is available in your market. Please contact your Apple Marketing representative for copy and guidance.

App Store & iTunes Gift Card

Headline

A gift that keeps on giving.

Copy

Give friends and family an App Store & iTunes Gift Card—available in many denominations. Let them choose anything from the App Store, the iTunes Store, and Apple Books or put it toward Apple Music subscriptions and iCloud storage plans.

④

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 images

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 materials

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.

