



iPhone Asset Kit

October 2021



Let's make something great together.

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

①

Guidance

Design and messaging guidance to help you develop your marketing materials

②

Product assets

Apple product images and copy

③

Accessories and related products

Images and copy for accessories and related products

④

Resources

Print production guidelines, trademark information, and additional resources

①

Guidance

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

Less is more.

Strive for simple, clean, and uncluttered communications.

The product is hero.

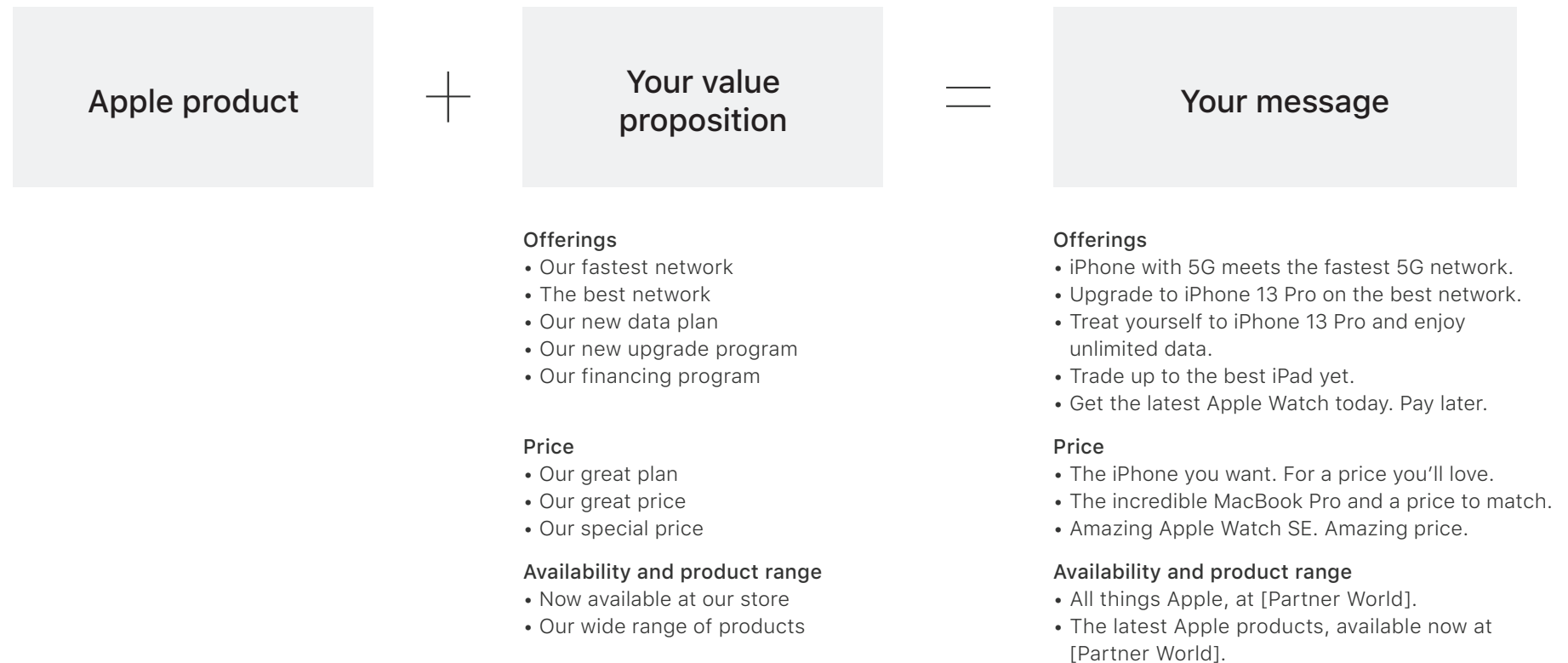
Present product image as the visual focus and not one of many.

Keep it simple.

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

Messaging guidance

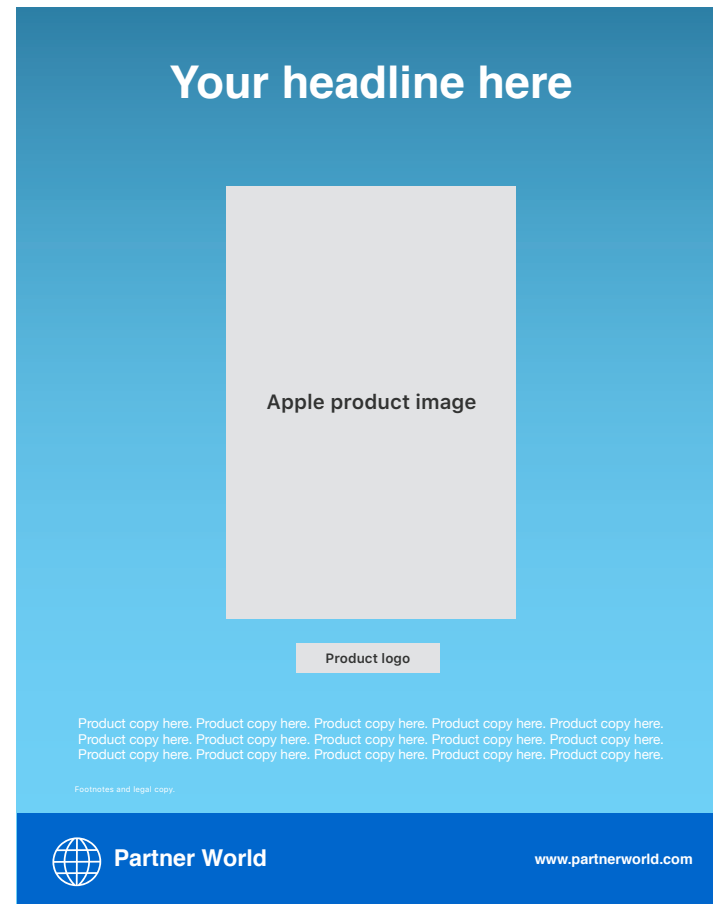
Your headline and message should help customers understand why they should buy Apple products from you. It should be a formula of what's great about your offer and why it's even better with Apple products. When added together, the results should be the best thing for the customer. See the examples below.



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 | iPhone 13 Pro

Product detail page

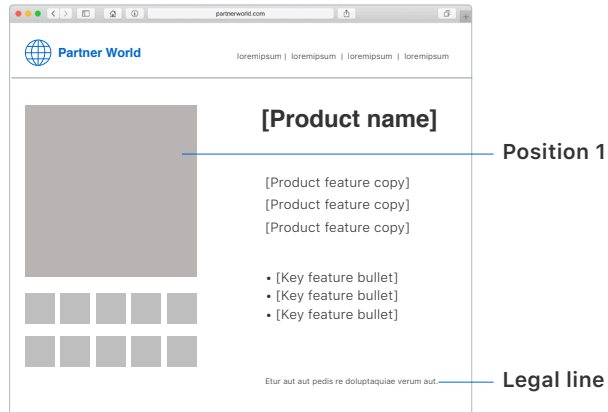
Product gallery

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

Images



Guidance



***When using this image, please include the following legal line:** The displays have rounded corners. When measured as a rectangle, the screen is 5.42 inches (iPhone 13 mini), 6.06 inches (iPhone 13, iPhone 13 Pro), or 6.68 inches (iPhone 13 Pro Max) diagonally. Actual viewable area is less. Battery life varies by use and configuration. See apple.com/batteries for more information.



****When using this image, please include the following legal line:** Accessories are sold separately.

For images showing what's in the box, please include this additional line: As part of Apple's efforts to reach its environmental goals, iPhone 13 Pro Max and iPhone 13 Pro do not include a power adapter or EarPods. Please use your existing Apple power adapter and headphones or purchase these accessories separately.

Images | iPhone 13 Pro

Product gallery sequence

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

Position	1	2	3	4	5	6	7	8	9
									
9 images	✓	✓	✓	✓	✓	✓	✓	✓	✓
8 images	✓	✓	✓	✓	✓	✓	✓		✓
7 images	✓	✓	✓		✓	✓	✓		✓
6 images	✓	✓	✓		✓		✓		✓
5 images	✓		✓		✓		✓		✓

Images | iPhone 13 Pro

Hero*

Can be used for OOH.



Square

This asset may only be used in square placements.



*Hero image can be used in both iPhone 13 Pro Max and iPhone 13 Pro communications.

Dots indicate available product image colors: ● Sierra Blue ● Silver ● Gold ● Graphite

Images | iPhone 13 Pro

iPhone 13 Pro Max and iPhone 13 Pro

Combo

Can be used for OOH.



iPhone 13 Pro Max

2-up

For use only on your website.



iPhone 13 Pro



Lineup



Dots indicate available product image colors: ● Sierra Blue ● Silver ● Gold ● Graphite

Images | iPhone 13

Product detail page

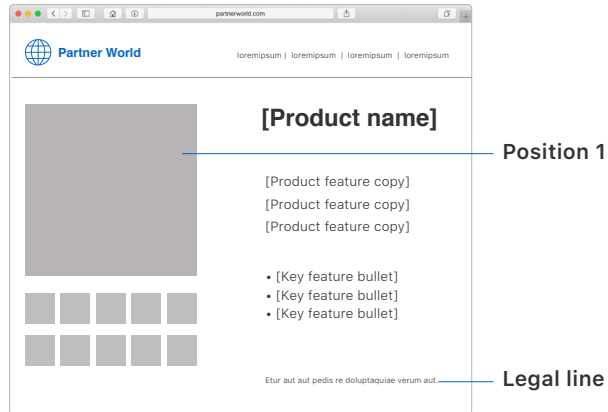
Product gallery

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



***When using this image, please include the following legal line:** The displays have rounded corners. When measured as a rectangle, the screen is 5.42 inches (iPhone 13 mini), 6.06 inches (iPhone 13, iPhone 13 Pro), or 6.68 inches (iPhone 13 Pro Max) diagonally. Actual viewable area is less. Battery life varies by use and configuration. See apple.com/batteries for more information.









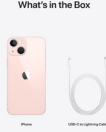
****When using this image, please include the following legal line:** Accessories are sold separately.

For images showing what's in the box, please include this additional line: As part of Apple's efforts to reach its environmental goals, iPhone 13 and iPhone 13 mini do not include a power adapter or EarPods. Please use your existing Apple power adapter and headphones or purchase these accessories separately.

Images | iPhone 13

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 | iPhone 13

Hero*

Can be used
for OOH.



*Hero image can be used in both iPhone 13 and iPhone 13 mini communications.

Dots indicate available product image colors: ● Pink ● Blue ● Midnight ● Starlight ● (PRODUCT)RED™

Images | iPhone 13

iPhone 13 and iPhone 13 mini

Combo

Can be used for OOH.



iPhone 13

2-up

For use only on your website.



iPhone 13 mini



Lineup



Dots indicate available product image colors: ● Pink ● Blue ● Midnight ● Starlight ● (PRODUCT)RED™

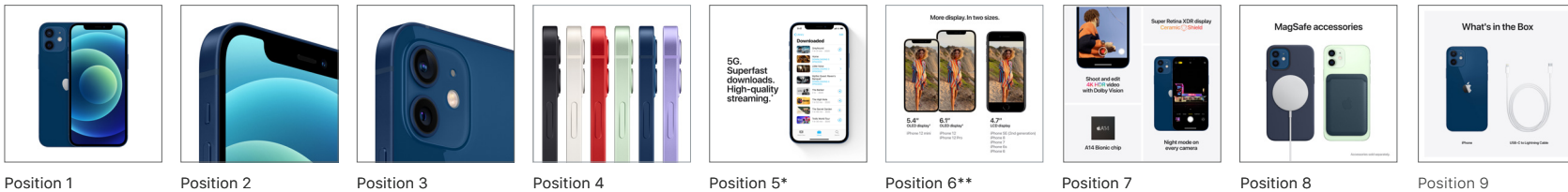
Images | iPhone 12

Product detail page

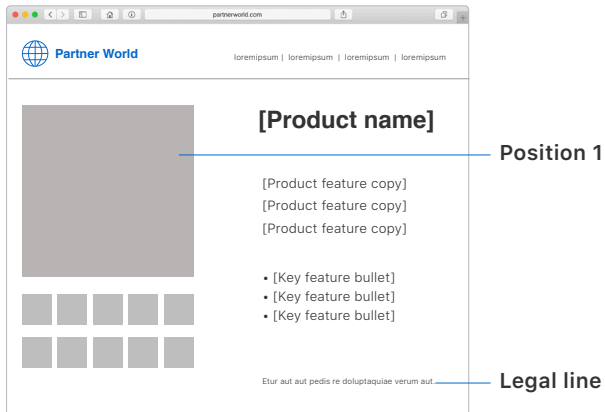
Product gallery

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



***When using this image, 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/iphone/cellular.







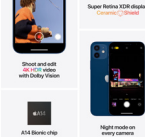


****When using this image, please include the following legal line:** The displays have rounded corners. When measured as a rectangle, the screen is 5.42 inches (iPhone 12 mini) or 6.06 inches (iPhone 12, iPhone 12 Pro) diagonally. Actual viewable area is less.

For images showing what's in the box, please include this additional line: As part of Apple's efforts to reach its environmental goals, iPhone 12 and iPhone 12 mini do not include a power adapter or EarPods. Please use your existing Apple power adapter and headphones or purchase these accessories separately.

Images | iPhone 12

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 | iPhone 12

iPhone 12

Hero*

Can be used for OOH.



Square*

Can be used for OOH.



iPhone 12 and iPhone 12 mini

Combo

Can be used for OOH.



iPhone 12

2-up

For use only on your website.



iPhone 12 mini



Lineup



*Hero image and Square image can be used in both iPhone 12 and iPhone 12 mini communications.

Dots indicate available product image colors: ● Blue ● Purple ● Green ● (PRODUCT)RED™ ● White ● Black

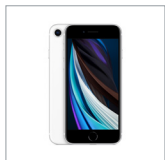
Images | iPhone SE

Product detail page

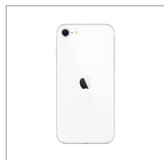
Product gallery

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



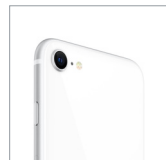
Position 1



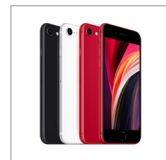
Position 2



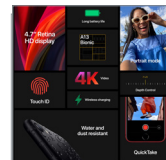
Position 3



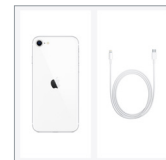
Position 4



Position 5



Position 6*



Position 7

Guidance

The screenshot shows a browser window with a product page layout. The 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 three key features, and a legal line at the bottom. Annotations with blue lines point to the product image area labeled 'Position 1' and the legal line labeled 'Legal line'.






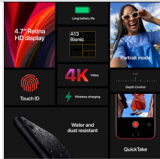

***When using this image, please include the following legal line:** Water resistant up to 1 meter for 30 minutes. Battery life varies by use and configuration. See apple.com/batteries for more information.

For images showing what's in the box, please include this additional line: As part of Apple's efforts to reach its environmental goals, iPhone SE does not include a power adapter or EarPods. Please use your existing Apple power adapter and headphones or purchase these accessories separately.

Images | iPhone SE

Product gallery sequence

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

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

Images | iPhone 11

Product detail page

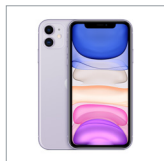
Product gallery

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.

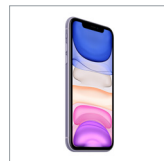
Images



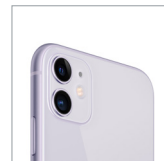
Position 1



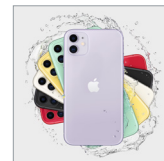
Position 2



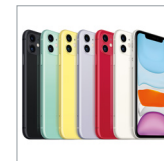
Position 3



Position 4



Position 5*



Position 6



Position 7

Guidance

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

[Product name]

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

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

Etur aut aut pedis re doluptaqueiae verum aut.

Position 1

Legal line




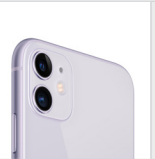
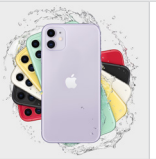
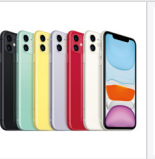

***When using this image, please include the following legal line:** Water resistant up to 2 meters for 30 minutes.

For images showing what's in the box, please include this additional line: As part of Apple's efforts to reach its environmental goals, iPhone 11 does not include a power adapter or EarPods. Please use your existing Apple power adapter and headphones or purchase these accessories separately.

Images | iPhone 11

Product gallery sequence

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

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

Images | iPhone SE and iPhone 11

iPhone SE

iPhone 11

Hero

Can be used for OOH.



Horizontal



2-up

For use only on your website.



Lineup



Dots under iPhone SE indicate available product image colors: ● (PRODUCT)RED™ ● White ● Black

Dots under iPhone 11 indicate available product image colors: ● Purple ● Green ● White ● Black ● Yellow ● (PRODUCT)RED™

Copy | iPhone 13 Pro

iPhone 13 Pro Max

Headlines	iPhone 13 Pro Max. Oh. So. Pro. iPhone 13 Pro Max. Even more Pro. iPhone 13 Pro Max. A total Pro.
Advertising copy	iPhone 13 Pro Max. The biggest Pro camera system upgrade ever. Super Retina XDR display with ProMotion for a faster, more responsive feel. Lightning-fast A15 Bionic chip. Superfast 5G. ¹ Durable design and the best battery life ever in an iPhone. ²
Key feature bullets Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none">• 6.7-inch Super Retina XDR display with ProMotion for a faster, more responsive feel³• Cinematic mode adds shallow depth of field and shifts focus automatically in your videos• Pro camera system with new 12MP Telephoto, Wide, and Ultra Wide cameras; LiDAR Scanner; 6x optical zoom range; macro photography; Photographic Styles, ProRes video, Smart HDR 4, Night mode, Apple ProRAW, 4K Dolby Vision HDR recording• 12MP TrueDepth front camera with Night mode, 4K Dolby Vision HDR recording• A15 Bionic chip for lightning-fast performance• Up to 28 hours of video playback, the best battery life ever in an iPhone²• Durable design with Ceramic Shield• Industry-leading IP68 water resistance⁴• 5G for superfast downloads and high-quality streaming¹• iOS 15 packs new features to do more with iPhone than ever before⁵• Supports MagSafe accessories for easy attach and faster wireless charging⁶
Legal	<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/iphone/cellular.</p> <p>²Battery life varies by use and configuration. See apple.com/batteries for more information.</p> <p>³The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 6.68 inches diagonally. Actual viewable area is less.</p> <p>⁴iPhone 13 Pro Max is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529. Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.</p> <p>⁵Some features may not be available for all countries or all areas.</p> <p>⁶Accessories are sold separately.</p>
Technical specifications	Go to apple.com/iphone/compare for a complete set.

Copy | iPhone 13 Pro

iPhone 13 Pro

Headlines

iPhone 13 Pro. Oh. So. Pro.
iPhone 13 Pro. Even more Pro.
iPhone 13 Pro. A total Pro.

Advertising copy

iPhone 13 Pro. The biggest Pro camera system upgrade ever. Super Retina XDR display with ProMotion for a faster, more responsive feel. Lightning-fast A15 Bionic chip. Superfast 5G.¹ Durable design and a huge leap in battery life.

Key feature bullets

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

- 6.1-inch Super Retina XDR display with ProMotion for a faster, more responsive feel²
- Cinematic mode adds shallow depth of field and shifts focus automatically in your videos
- Pro camera system with new 12MP Telephoto, Wide, and Ultra Wide cameras; LiDAR Scanner; 6x optical zoom range; macro photography; Photographic Styles, ProRes video, Smart HDR 4, Night mode, Apple ProRAW, 4K Dolby Vision HDR recording
- 12MP TrueDepth front camera with Night mode, 4K Dolby Vision HDR recording
- A15 Bionic chip for lightning-fast performance
- Up to 22 hours of video playback³
- Durable design with Ceramic Shield
- Industry-leading IP68 water resistance⁴
- 5G for superfast downloads and high-quality streaming¹
- iOS 15 packs new features to do more with iPhone than ever before⁵
- Supports MagSafe accessories for easy attach and faster wireless charging⁶

Legal

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/iphone/cellular.

²The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 6.06 inches diagonally. Actual viewable area is less.

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

⁴iPhone 13 Pro is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529. Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

⁵Some features may not be available for all countries or all areas.

⁶Accessories are sold separately.

Technical specifications

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

Copy | iPhone 13 Pro

iPhone 13 Pro and iPhone 13 Pro Max

Headlines

iPhone 13 Pro and iPhone 13 Pro Max. Oh. So. Pro.

iPhone 13 Pro and iPhone 13 Pro Max. Meet iPhone 13 Pro.

iPhone 13 Pro and iPhone 13 Pro Max. New Pro cameras. New Pro possibilities.

iPhone 13 Pro and iPhone 13 Pro Max. Pro cameras. Pro display. Pro possibilities.

Advertising copy

iPhone 13 Pro and iPhone 13 Pro Max. The biggest Pro camera system upgrade ever. 6.1-inch and 6.7-inch Super Retina XDR displays¹ with ProMotion for a faster, more responsive feel. Lightning-fast A15 Bionic chip. Superfast 5G.² Durable design and industry-leading IP68 water resistance.³ And a huge leap in battery life.

Legal

¹The displays have rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the 6.7-inch screen is 6.68 inches and the 6.1-inch screen is 6.06 inches diagonally. 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/iphone/cellular.

³iPhone 13 Pro is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529. Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

Copy | iPhone 13

iPhone 13

Headlines	iPhone 13. Your new superpower. iPhone 13. All-out standout.
Advertising copy	iPhone 13. The most advanced dual-camera system ever on iPhone. Lightning-fast A15 Bionic chip. A big leap in battery life. Durable design. Superfast 5G. ¹ And a brighter Super Retina XDR display.
Key feature bullets Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none">• 6.1-inch Super Retina XDR display²• Cinematic mode adds shallow depth of field and shifts focus automatically in your videos• Advanced dual-camera system with 12MP Wide and Ultra Wide cameras; Photographic Styles, Smart HDR 4, Night mode, 4K Dolby Vision HDR recording• 12MP TrueDepth front camera with Night mode, 4K Dolby Vision HDR recording• A15 Bionic chip for lightning-fast performance• Up to 19 hours of video playback³• Durable design with Ceramic Shield• Industry-leading IP68 water resistance⁴• 5G for superfast downloads and high-quality streaming¹• iOS 15 packs new features to do more with iPhone than ever before⁵• Supports MagSafe accessories for easy attach and faster wireless charging⁶
Legal	<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/iphone/cellular.</p> <p>²The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 6.06 inches diagonally. Actual viewable area is less.</p> <p>³Battery life varies by use and configuration. See apple.com/batteries for more information.</p> <p>⁴iPhone 13 is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529. Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.</p> <p>⁵Some features may not be available for all countries or all areas.</p> <p>⁶Accessories are sold separately.</p>
Technical specifications	Go to apple.com/iphone/compare for a complete set.

iPhone 13 (PRODUCT)RED

Product name guidelines	<ul style="list-style-type: none">• Product name should always appear in the headline: iPhone 13 (PRODUCT)RED.• Use iPhone 13 product copy provided above.• If you would like to reference the cause, use the following copy: A portion of the proceeds from every (PRODUCT)RED purchase goes to the Global Fund.
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Copy | iPhone 13

iPhone 13 mini

Headlines	iPhone 13 mini. Your new superpower. iPhone 13 mini. All-out standout. iPhone 13 mini. So mini, so amazing.
Advertising copy	iPhone 13 mini. The most advanced dual-camera system ever on iPhone. Lightning-fast A15 Bionic chip. A leap in battery life. Durable design. Superfast 5G. ¹ And a brighter Super Retina XDR display.
Key feature bullets Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none">• 5.4-inch Super Retina XDR display²• Cinematic mode adds shallow depth of field and shifts focus automatically in your videos• Advanced dual-camera system with 12MP Wide and Ultra Wide cameras; Photographic Styles, Smart HDR 4, Night mode, 4K Dolby Vision HDR recording• 12MP TrueDepth front camera with Night mode, 4K Dolby Vision HDR recording• A15 Bionic chip for lightning-fast performance <ul style="list-style-type: none">• Up to 17 hours of video playback³• Durable design with Ceramic Shield• Industry-leading IP68 water resistance⁴• 5G for superfast downloads and high-quality streaming¹• iOS 15 packs new features to do more with iPhone than ever before⁵• Supports MagSafe accessories for easy attach and faster wireless charging⁶
Legal	<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/iphone/cellular.</p> <p>²The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 5.42 inches diagonally. Actual viewable area is less.</p> <p>³Battery life varies by use and configuration. See apple.com/batteries for more information.</p> <p>⁴iPhone 13 mini is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529. Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.</p> <p>⁵Some features may not be available for all countries or all areas.</p> <p>⁶Accessories are sold separately.</p>
Technical specifications	Go to apple.com/iphone/compare for a complete set.

iPhone 13 mini

Product name guidelines	<ul style="list-style-type: none">• For headlines and copy, use lowercase letters for mini without adjustments.	<h2>iPhone 13 mini (PRODUCT)RED</h2> <ul style="list-style-type: none">• Product name should always appear in the headline: iPhone 13 mini (PRODUCT)RED.• Use iPhone 13 mini product copy provided above.• If you would like to reference the cause, use the following copy: A portion of the proceeds from every (PRODUCT)RED purchase goes to the Global Fund.
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Copy | iPhone 13

iPhone 13 and iPhone 13 mini

Headlines

iPhone 13 and iPhone 13 mini. Pick your new superpower.

iPhone 13 and iPhone 13 mini. All-out standouts.

Advertising copy

iPhone 13 and iPhone 13 mini. The most advanced dual-camera system ever on iPhone. Lightning-fast A15 Bionic chip. A big leap in battery life. Durable design. Superfast 5G.¹ And brighter 6.1-inch and 5.4-inch Super Retina XDR displays.²

Legal

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/iphone/cellular.

²The displays have rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the iPhone 13 screen is 6.06 inches diagonally and the iPhone 13 mini screen is 5.42 inches diagonally. Actual viewable area is less.

Copy | iPhone 12

iPhone 12

Headlines	iPhone 12. Now in purple. iPhone 12. Purple. Now in season. iPhone 12. Purple. Power. iPhone 12. Perfectly purple. iPhone 12. Purple's in the house. iPhone 12. Blast past fast.	Experience iPhone 12. Welcome to a new era of iPhone. Meet iPhone 12. 5G option iPhone 12. Hello 5G.
Advertising copy	iPhone 12 pushes everything forward with superfast 5G. ¹ A14 Bionic chip. Advanced dual-camera system. And a beautiful Super Retina XDR display, so you can see everything in vivid detail.	
Key feature bullets Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none">• 6.1-inch Super Retina XDR display²• Durable design with Ceramic Shield• 5G for superfast downloads and high-quality streaming¹• A14 Bionic chip• Advanced dual-camera system with 12MP Ultra Wide and Wide cameras; Night mode, Deep Fusion, Smart HDR 3, 4K Dolby Vision HDR recording• 12MP TrueDepth front camera with Night mode, 4K Dolby Vision HDR recording• Industry-leading IP68 water resistance³• Supports MagSafe accessories for easy attach and faster wireless charging⁴• iOS 15 packs new features to do more with iPhone than ever before⁵	
Legal	<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/iphone/cellular.</p> <p>²The display has rounded corners. When measured as a rectangle, the screen is 6.06 inches diagonally. Actual viewable area is less.</p> <p>³iPhone 12 is splash, water, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 6 meters up to 30 minutes). Splash, water, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.</p> <p>⁴Accessories are sold separately.</p> <p>⁵Some features may not be available for all countries or all areas.</p>	
Technical specifications	Go to apple.com/iphone/compare for a complete set.	

iPhone 12 (PRODUCT)RED

Product name guidelines	<ul style="list-style-type: none">• Product name should always appear in the headline: iPhone 12 (PRODUCT)RED.• Use iPhone 12 product copy provided above.• If you would like to reference the cause, use the following copy: A portion of the proceeds from every (PRODUCT)RED purchase goes to the Global Fund.
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Copy | iPhone 12

iPhone 12 mini

Headlines	<p>iPhone 12 mini. Now in purple.</p> <p>iPhone 12 mini. Purple. Now in season.</p> <p>iPhone 12 mini. Purple. Power.</p> <p>Perfectly mini. Perfectly purple.</p> <p>iPhone 12 mini. Purple's in the house.</p> <p>iPhone 12 mini. Blast past fast.</p>	<p>Meet iPhone 12 mini.</p> <p>Small in size. Big on color.</p> <p>Colorful. Powerful. And barely a handful.</p> <p>Colorfully compact.</p> <p>Powerfully packed.</p> <p>Get a whole lot. Smaller.</p>	<p>Massive features. Mini iPhone.</p> <p>5G option</p> <p>iPhone 12 mini. Hello 5G.</p>
Advertising copy	<p>iPhone 12 mini is a small, thin, light 5G phone.¹ A14 Bionic chip. Advanced dual-camera system. And a beautiful Super Retina XDR display.</p>		
Key feature bullets Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none"> • 5.4-inch Super Retina XDR display² • Durable design with Ceramic Shield • 5G for superfast downloads and high-quality streaming¹ • A14 Bionic chip 	<ul style="list-style-type: none"> • Advanced dual-camera system with 12MP Ultra Wide and Wide cameras; Night mode, Deep Fusion, Smart HDR 3, 4K Dolby Vision HDR recording • 12MP TrueDepth front camera with Night mode, 4K Dolby Vision HDR recording • Industry-leading IP68 water resistance³ 	<ul style="list-style-type: none"> • Supports MagSafe accessories for easy attach and faster wireless charging⁴ • iOS 15 packs new features to do more with iPhone than ever before⁵
Legal	<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/iphone/cellular.</p> <p>²The display has rounded corners. When measured as a rectangle, the screen is 5.42 inches diagonally. Actual viewable area is less.</p> <p>³iPhone 12 mini is splash, water, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 6 meters up to 30 minutes). Splash, water, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.</p> <p>⁴Accessories are sold separately.</p> <p>⁵Some features may not be available for all countries or all areas.</p>		
Technical specifications	<p>Go to apple.com/iphone/compare for a complete set.</p>		

iPhone 12 mini

iPhone 12 mini (PRODUCT)RED

Product name guidelines	<ul style="list-style-type: none"> • For headlines and copy, use lowercase letters for mini without adjustments. 	<ul style="list-style-type: none"> • Product name should always appear in the headline: iPhone 12 mini (PRODUCT)RED. • Use iPhone 12 mini product copy provided above. • If you would like to reference the cause, use the following copy: A portion of the proceeds from every (PRODUCT)RED purchase goes to the Global Fund.
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Copy | iPhone 12

iPhone 12 and iPhone 12 mini

Headlines

iPhone 12. Blast past fast.

Experience iPhone 12.

Meet iPhone 12.

5G option

iPhone 12. Hello 5G.

Advertising copy

iPhone 12 and iPhone 12 mini. With superfast 5G.* A14 Bionic chip. Advanced dual-camera system. And a beautifully bright Super Retina XDR display. In two perfect sizes.

Legal

*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/iphone/cellular.

Copy | iPhone SE

iPhone SE

Headlines

- Lots to love. Less to spend.**
- Small iPhone. Huge performance.**
- The best 4.7-inch iPhone yet.**
- A popular design. Now with more to love.**
- More power to small.**
- Portrait mode. Now on a 4.7-inch iPhone.**
- So much to love. So little to hold.**
- The most powerful 4.7-inch iPhone ever.**

Advertising copy

iPhone SE. Powerful A13 Bionic chip. Portrait mode and 4K video. Beautiful 4.7-inch Retina HD display and Touch ID.¹ And long battery life.² It's the iPhone that's small in size but big on power.

Key feature bullets

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

- 4.7-inch Retina HD display¹
- Water and dust resistant (1 meter for up to 30 minutes, IP67)³
- 12MP Wide camera; Portrait mode, Portrait Lighting, Depth Control, next-generation Smart HDR, and 4K video
- 7MP front camera with Portrait mode, Portrait Lighting, and Depth Control
- Touch ID for secure authentication
- A13 Bionic chip with third-generation Neural Engine
- Fast-charge capable
- Wireless charging⁴
- iOS 15 packs new features to do more with iPhone than ever before⁵

Legal

¹Display size is measured diagonally.

²Battery life varies by use and configuration. See apple.com/batteries for more information.

³iPhone SE is splash, water, and dust resistant and was tested under controlled laboratory conditions; iPhone SE has a rating of IP67 under IEC standard 60529 (maximum depth of 1 meter up to 30 minutes). Splash, water, and dust resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

⁴Qi wireless chargers are sold separately.

⁵Some features may not be available for all countries or all areas.

Technical specifications

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

iPhone SE

Product name guidelines

- For headlines and copy, use uppercase letters for SE without adjustments. There is no space between S and E. Do not spell out *Special Edition* or any other term for SE.

iPhone SE (PRODUCT)RED

- Product name should always appear in the headline: iPhone SE (PRODUCT)RED.
- Use iPhone SE product copy provided above.
- If you would like to reference the cause, use the following copy: A portion of the proceeds from every (PRODUCT)RED purchase goes to the Global Fund.

Copy | iPhone 11

iPhone 11

Headlines

Take it to 11.
Just the right amount of everything.
Colorful. Powerful. Essential.
See the whole picture with Ultra Wide.
iPhone 11. An essential upgrade.

Advertising copy

Dual-camera system with Ultra Wide. Night mode and stunning video quality. Water and dust resistance.¹ Long-lasting battery life.² In six stunning colors. Experience iPhone at 11.

Key feature bullets

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

- 6.1-inch Liquid Retina HD LCD display³
- Water and dust resistant (2 meters for up to 30 minutes, IP68)¹
- Dual-camera system with 12MP Ultra Wide and Wide cameras; Night mode, Portrait mode, and 4K video up to 60fps
- 12MP TrueDepth front camera with Portrait mode, 4K video, and Slo-Mo
- Face ID for secure authentication
- A13 Bionic chip with third-generation Neural Engine
- Fast-charge capable
- Wireless charging⁴
- iOS 15 packs new features to do more with iPhone than ever before⁵

Legal

¹iPhone 11 is splash, water, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 2 meters up to 30 minutes). Splash, water, and dust resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

²Battery life varies by use and configuration. See apple.com/batteries for more information.

³The display has rounded corners. When measured as a rectangle, the iPhone 11 screen is 6.06 inches diagonally. Actual viewable area is less.

⁴Qi wireless chargers are sold separately.

⁵Some features may not be available for all countries or all areas.

Technical specifications

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

iPhone 11 (PRODUCT)RED

Product name guidelines

- Product name should always appear in the headline: iPhone 11 (PRODUCT)RED.
- Use iPhone 11 product copy provided above.
- If you would like to reference the cause, use the following copy: A portion of the proceeds from every (PRODUCT)RED purchase goes to the Global Fund.

Images and copy | Family



iPhone 13 and iPhone 13 Pro family

Headline

Big upgrades. Incredible new possibilities.

Advertising copy

iPhone 13 and iPhone 13 Pro. With huge upgrades to the camera systems. Lightning-fast A15 Bionic chip. Superfast 5G.* A big leap in battery life. And brighter Super Retina XDR displays.

Legal

*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/iphone/cellular.

Copy | Family

iPhone family

Headline

There's an iPhone just for you.

Advertising copy

Advanced camera systems and brilliant displays. Durable designs. Fast, intelligent, and power-efficient chips. Long-lasting battery life. So many reasons to love your new iPhone.

Copy | Upgrader iPhone 13 Pro Max

	Camera/Video	Display	Chip/Battery	Durability	Connectivity/5G
Headlines	The best Pro camera system ever on iPhone. Dramatically more powerful.	Faster, more responsive display with ProMotion. Hello, ProMotion.	Pure. Pro. Power.	Designed for durability. Exceptional durability.	No one does 5G like iPhone.
Advertising copy	iPhone 13 Pro Max. The biggest-ever upgrade to the Pro camera system with three all-new cameras for incredible low-light photos and videos, macro photography, and ProRes video. Make movie magic with Cinematic mode.	iPhone 13 Pro Max. 6.7-inch Super Retina XDR display* with ProMotion. 120Hz adaptive refresh for a faster, more responsive feel. Improved outdoor brightness, so content looks even more vivid in sunlight.	Get incredible graphics performance from lightning-fast A15 Bionic chip with 5-core GPU. Go longer with the best battery life ever in an iPhone.*	Durable design with Ceramic Shield. Surgical-grade stainless steel. Industry-leading IP68 water resistance.*	5G gives you superfast downloads, high-quality streaming, and even serious multiplayer gaming. iPhone 13 Pro Max has more 5G bands for 5G speed in more places.*
Legal		*The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 6.68 inches diagonally. Actual viewable area is less.	*Battery life varies by use and configuration; see apple.com/batteries for more information.	*iPhone 13 Pro Max is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 6 meters up to 30 minutes). Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.	*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/iphone/cellular .

Copy | Upgrader iPhone 13 Pro

	Camera/Video	Display	Chip/Battery	Durability	Connectivity/5G
Headlines	The best Pro camera system ever on iPhone. Dramatically more powerful.	Faster, more responsive display with ProMotion. Hello, ProMotion.	Pure. Pro. Power.	Designed for durability. Exceptional durability.	No one does 5G like iPhone.
Advertising copy	iPhone 13 Pro. The biggest-ever upgrade to the Pro camera system with three all-new cameras for incredible low-light photos and videos, macro photography, and ProRes video. Make movie magic with Cinematic mode.	iPhone 13 Pro. 6.1-inch Super Retina XDR display* with ProMotion. 120Hz adaptive refresh for a faster, more responsive feel. Improved outdoor brightness, so content looks even more vivid in sunlight.	Get incredible graphics performance from lightning-fast A15 Bionic chip with 5-core GPU. Go longer with a huge leap in battery life.*	Durable design with Ceramic Shield. Surgical-grade stainless steel. Industry-leading IP68 water resistance.*	5G gives you superfast downloads, high-quality streaming, and even serious multiplayer gaming. iPhone 13 Pro has more 5G bands for 5G speed in more places.*
Legal		*The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 6.06 inches diagonally. Actual viewable area is less.	*Battery life varies by use and configuration; see apple.com/batteries for more information.	*iPhone 13 Pro is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 6 meters up to 30 minutes). Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.	*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/iphone/cellular .

Copy | Upgrader iPhone 13

	Camera/Video	Display	Chip/Battery	Durability	Connectivity/5G
Headlines	<p>iPhone 13. Huge camera upgrade.</p> <p>Cinematic. Dramatic. Automatic.</p>	<p>Brighter Super Retina XDR display.</p> <p>Superbright. Supercolorful. Supersharp.</p> <p>Superbright, supercolorful display.</p>	<p>Lightning-fast A15 Bionic chip.</p>	<p>Designed for durability. Exceptional durability.</p>	<p>No one does 5G like iPhone.</p>
Advertising copy	<p>iPhone 13. With the most advanced dual-camera system ever on iPhone. Shoot incredible low-light photos and videos with the new Wide camera. Capture more of the scene with the Ultra Wide camera. Make movie magic with Cinematic mode.</p>	<p>iPhone 13. 6.1-inch Super Retina XDR display* that's even brighter, so it's easier to see in full sunlight. Bright whites, true blacks, and incredible color accuracy. Ultrahigh pixel density makes photos and text look extra sharp.</p>	<p>A15 Bionic chip makes every task more fluid and powers features like Cinematic mode, Photographic Styles, Live Text, and more. And it's more efficient, helping to deliver a big leap in battery life.*</p>	<p>Durable design with Ceramic Shield. Aerospace-grade aluminum. Industry-leading IP68 water resistance.*</p>	<p>5G gives you superfast downloads, high-quality streaming, and even serious multiplayer gaming. iPhone 13 has more 5G bands for 5G speed in more places.*</p>
Legal		<p>*The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 6.06 inches diagonally. Actual viewable area is less.</p>	<p>*Battery life varies by use and configuration; see apple.com/batteries for more information.</p>	<p>*iPhone 13 is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 6 meters up to 30 minutes). Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.</p>	<p>*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/iphone/cellular.</p>

Copy | Upgrader iPhone 13 mini

	Camera/Video	Display	Chip/Battery	Durability	Connectivity/5G
Headlines	<p>iPhone 13 mini. Huge camera upgrade.</p> <p>Cinematic. Dramatic. Automatic.</p>	<p>Brighter Super Retina XDR display.</p> <p>Superbright. Supercolorful. Supersharp.</p> <p>Superbright, supercolorful display.</p>	<p>Lightning-fast A15 Bionic.</p>	<p>Designed for durability. Exceptional durability.</p>	<p>No one does 5G like iPhone.</p>
Advertising copy	<p>iPhone 13 mini. With the most advanced dual-camera system ever on iPhone. Shoot incredible low-light photos and videos with the new Wide camera. Capture more of the scene with the Ultra Wide camera. Make movie magic with Cinematic mode.</p>	<p>iPhone 13 mini. 5.4-inch Super Retina XDR display* that's even brighter, so it's easier to see in full sunlight. Bright whites, true blacks, and incredible color accuracy. Ultrahigh pixel density makes photos and text look extra sharp.</p>	<p>A15 Bionic chip makes every task more fluid and powers features like Cinematic mode, Photographic Styles, Live Text, and more. And it's more efficient, helping to deliver a leap in battery life.*</p>	<p>Durable design with Ceramic Shield. Aerospace-grade aluminum. Industry-leading IP68 water resistance.*</p>	<p>5G gives you superfast downloads, high-quality streaming, and even serious multiplayer gaming. iPhone 13 mini has more 5G bands for 5G speed in more places.*</p>
Legal		<p>*The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 5.42 inches diagonally. Actual viewable area is less.</p>	<p>*Battery life varies by use and configuration; see apple.com/batteries for more information.</p>	<p>*iPhone 13 mini is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 6 meters up to 30 minutes). Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.</p>	<p>*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/iphone/cellular.</p>

Copy | Upgrader iPhone 12 and iPhone SE

	iPhone 12 upgrade	iPhone 12 mini upgrade	iPhone SE upgrade
Headlines	<p>Upgrade to iPhone 12. iPhone 12. Blast past fast.</p> <p>5G option Upgrade to a new era of iPhone with 5G.</p>	<p>Upgrade to iPhone 12 mini. iPhone 12 mini. Massive upgrade. iPhone 12 mini. Blast past fast.</p>	<p>Upgrade to the powerful iPhone SE. Upgrade to the best 4.7-inch iPhone. iPhone SE. No small upgrade.</p>
Advertising copy Use where there is space for supporting copy.	Upgrade to iPhone 12. Superfast 5G.* A14 Bionic chip. Durable design with Ceramic Shield. Advanced dual-camera system. And a Super Retina XDR display, so you can see everything in vivid detail.	Upgrade to iPhone 12 mini. A small, thin, light 5G phone for superfast wireless speeds. ¹ A14 Bionic chip. Durable design with Ceramic Shield. Advanced dual-camera system. And a beautiful 5.4-inch Super Retina XDR display. ² It's big news for mini.	There's never been a better time to upgrade to iPhone SE. With the powerful A13 Bionic chip for incredible performance in apps, games, and photography. Portrait mode for studio-style portraits with six lighting effects. Cinematic-quality 4K video. And three stunning finishes. With splash and water resistance ¹ and long battery life, ² it's the most advanced 4.7-inch iPhone yet.
Legal	*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/iphone/cellular .	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/iphone/cellular . ² The display has rounded corners. When measured as a rectangle, the screen is 5.42 inches diagonally. Actual viewable area is less.	¹ iPhone SE is splash, water, and dust resistant and was tested under controlled laboratory conditions; iPhone SE has a rating of IP67 under IEC standard 60529 (maximum depth of 1 meter up to 30 minutes). Splash, water, and dust resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty. ² Battery life varies by use and configuration. See apple.com/batteries for more information.

Copy | Switcher

Switcher

Headlines

Life is easier on iPhone.

There's nothing quite like iPhone.

There are so many reasons to switch to iPhone.

Advertising copy

Use where there is space for supporting copy.

Stunning photos—even in low light. Superfast chips. Incredible battery life. Built-in privacy. And iPhone is designed to last, so it holds its value longer. It's simple to move from Android to iPhone. Download the Move to iOS app to transfer contacts, message history, photos, and more. It's all easier than you think.

Images and copy | Business

iPhone 13 Pro Max

Images



Small business

Medium/large business

Headlines

iPhone 13 Pro Max. Meet the most powerful iPhone for your business.
iPhone 13 Pro Max. Maximize your business.
iPhone 13 Pro Max. For Pros on the go.
iPhone 13 Pro Max. Maximum power for maximum business.

iPhone 13 Pro Max. Meet the most powerful iPhone for business.
iPhone 13 Pro Max. Big for business.
iPhone 13 Pro Max. For Pros on the go.

Advertising copy

iPhone 13 Pro Max. Superfast 5G and powerful A15 Bionic chip for incredible performance, everywhere you work.¹ The best battery life ever in an iPhone so it can handle long work days and the most demanding tasks.²

iPhone 13 Pro Max. Superfast 5G and powerful A15 Bionic chip for incredible performance, everywhere you work.¹ The best battery life ever in an iPhone so it can handle long work days and the most demanding tasks.²

Key feature bullets

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

- 5G for superfast downloads and high-quality video conferencing with your team¹
- Lightning-fast A15 Bionic chip for supercharged productivity
- The best battery life ever in an iPhone, up to 28 hours of video playback²
- 6.7-inch Super Retina XDR display with ProMotion for a faster, more responsive feel³
- Most advanced Pro camera system on iPhone
- Cinematic mode adds shallow depth of field and shifts focus automatically in your videos
- Durable design with Ceramic Shield
- Industry-leading IP68 water resistance⁴
- iOS 15 packs new features to do more with iPhone than ever before⁵
- Supports MagSafe accessories for easy attach and faster wireless charging⁶

- 5G for superfast downloads and high-quality video conferencing with your team¹
- Lightning-fast A15 Bionic chip for supercharged productivity
- The best battery life ever in an iPhone, up to 28 hours of video playback²
- 6.7-inch Super Retina XDR display with ProMotion for a faster, more responsive feel³
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- Durable design with Ceramic Shield
- Industry-leading IP68 water resistance⁴
- iOS 15 packs new features to do more with iPhone than ever before⁵
- Supports MagSafe accessories for easy attach and faster wireless charging⁶

Legal

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/iphone/cellular.

²Battery life varies by use and configuration. See apple.com/batteries for more information.

³The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 6.68 inches diagonally. Actual viewable area is less.

⁴Phone 13 Pro Max is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 6 meters up to 30 minutes). Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

⁵Some features may not be available for all countries or all areas.

⁶Accessories are 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/iphone/cellular.

²Battery life varies by use and configuration. apple.com/batteries for more information.

³The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 6.68 inches diagonally. Actual viewable area is less.

⁴Phone 13 Pro Max is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 6 meters up to 30 minutes). Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

⁵Some features may not be available for all countries or all areas.

⁶Accessories are sold separately.

Images and copy | Business

iPhone 13 Pro

Images



Small business

Medium/large business

Headlines

iPhone 13 Pro. Even more Pro for your business.
iPhone 13 Pro. A total Pro for your business.

iPhone 13 Pro. All. Systems. Pro.
iPhone 13 Pro. A total Pro for business.

Advertising copy

iPhone 13 Pro. Superfast 5G and powerful A15 Bionic chip for incredible performance, everywhere you work.¹ A huge leap in battery life so you can get more done.²

iPhone 13 Pro. Superfast 5G and powerful A15 Bionic chip for incredible performance, everywhere you work.¹ A huge leap in battery life so you can get more done.²

Key feature bullets

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

- 5G for superfast downloads and high-quality video conferencing with your team¹
- Lightning-fast A15 Bionic chip for supercharged productivity
- A huge leap in battery life, up to 22 hours of video playback²
- 6.1-inch Super Retina XDR display with ProMotion for a faster, more responsive feel³
- Most advanced Pro camera system on iPhone
- Cinematic mode adds shallow depth of field and shifts focus automatically in your videos
- Durable design with Ceramic Shield
- Industry-leading IP68 water resistance⁴
- iOS 15 packs new features to do more with iPhone than ever before⁵
- Supports MagSafe accessories for easy attach and faster wireless charging⁶

- 5G for superfast downloads and high-quality video conferencing with your team¹
- Lightning-fast A15 Bionic chip for supercharged productivity
- A huge leap in battery life, up to 22 hours of video playback²
- 6.1-inch Super Retina XDR display with ProMotion for a faster, more responsive feel³
- Most advanced Pro camera system on iPhone
- Cinematic mode adds shallow depth of field and shifts focus automatically in your videos
- Durable design with Ceramic Shield
- Industry-leading IP68 water resistance⁴
- iOS 15 packs new features to do more with iPhone than ever before⁵
- Supports MagSafe accessories for easy attach and faster wireless charging⁶

Legal

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/iphone/cellular.

²Compared to previous generation. Battery life varies by use and configuration. See apple.com/batteries for more information.

³The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 6.06 inches diagonally. Actual viewable area is less.

⁴Phone 13 Pro is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 6 meters up to 30 minutes). Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

⁵Some features may not be available for all countries or all areas.

⁶Accessories are 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/iphone/cellular.

²Compared to previous generation. Battery life varies by use and configuration. See apple.com/batteries for more information.

³The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 6.06 inches diagonally. Actual viewable area is less.

⁴Phone 13 Pro is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 6 meters up to 30 minutes). Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

⁵Some features may not be available for all countries or all areas.

⁶Accessories are sold separately.

Images and copy | Business

iPhone 13

Images



Small business

Medium/large business

Headlines

iPhone 13. Your new superpower for business.
iPhone 13. All-around amazing. For your all-around business.
iPhone 13. All-around awesome. For all of your business needs.

iPhone 13. The new superpower for business.
iPhone 13. All-around amazing. For everything business.

Advertising copy

Give business a boost with iPhone 13. Superfast 5G and powerful A15 Bionic for incredible performance, so it's easier to multitask.¹ A big leap in battery life, so you can get more done.²

Give business a boost with iPhone 13. Superfast 5G and powerful A15 Bionic for incredible performance, so it's easier to multitask.¹ A big leap in battery life, so you can get more done.²

Key feature bullets

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

- 5G for superfast downloads and high-quality video conferencing with your team¹
- A15 Bionic chip for supercharged productivity
- A big leap in battery life, up to 19 hours of video playback²
- 6.1-inch Super Retina XDR display³
- Most advanced dual-camera system on iPhone
- Cinematic mode adds shallow depth of field and shifts focus automatically in your videos
- Durable design with Ceramic Shield
- Industry-leading IP68 water resistance⁴
- iOS 15 packs new features to do more with iPhone than ever before⁵
- Supports MagSafe accessories for easy attach and faster wireless charging⁶

- 5G for superfast downloads and high-quality video conferencing with your team¹
- A15 Bionic chip for supercharged productivity
- A big leap in battery life, up to 19 hours of video playback²
- 6.1-inch Super Retina XDR display³
- Most advanced dual-camera system on iPhone
- Cinematic mode adds shallow depth of field and shifts focus automatically in your videos
- Durable design with Ceramic Shield
- Industry-leading IP68 water resistance⁴
- iOS 15 packs new features to do more with iPhone than ever before⁵
- Supports MagSafe accessories for easy attach and faster wireless charging⁶

Legal

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/iphone/cellular.

²Compared to previous generation. Battery life varies by use and configuration. See apple.com/batteries for more information.

³The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 6.06 inches diagonally. Actual viewable area is less.

⁴Phone 13 is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 6 meters up to 30 minutes). Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

⁵Some features may not be available for all countries or all areas.

⁶Accessories are 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/iphone/cellular.

²Compared to previous generation. Battery life varies by use and configuration. See apple.com/batteries for more information.

³The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 6.06 inches diagonally. Actual viewable area is less.

⁴Phone 13 is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 6 meters up to 30 minutes). Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

⁵Some features may not be available for all countries or all areas.

⁶Accessories are sold separately.

Images and copy | Business

iPhone 13 mini

Images



Small business

Medium/large business

Headlines

iPhone 13 mini. Small in size. Big on productivity.
iPhone 13 mini. A pocket-size powerhouse for your business.
iPhone 13 mini. So mini, so amazing for your business.

iPhone 13 mini. Small in size. Big on productivity.
A mini powerhouse for big business.
iPhone 13 mini. A powerful little iPhone for big business.
iPhone 13 mini. A pocket-size powerhouse for teams on the go.

Advertising copy

iPhone 13 mini packs major features for business. Superfast 5G and powerful A15 Bionic for incredible performance, so it's easier to multitask and handle busy work days.¹ A leap in battery life, so you can get more done.²

iPhone 13 mini packs major features for business. Superfast 5G and powerful A15 Bionic for incredible performance, so it's easier to multitask and handle busy work days.¹ A leap in battery life, so you can get more done.²

Key feature bullets

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

- 5G for superfast downloads and high-quality video conferencing with your team¹
- Lightning-fast A15 Bionic chip for supercharged productivity
- A leap in battery life, up to 17 hours of video playback²
- 5.4-inch Super Retina XDR display³
- Advanced dual-camera system
- Cinematic mode adds shallow depth of field and shifts focus automatically in your videos
- Durable design with Ceramic Shield
- Industry-leading IP68 water resistance⁴
- iOS 15 packs new features to do more with iPhone than ever before⁵
- Supports MagSafe accessories for easy attach and faster wireless charging⁶

- 5G for superfast downloads and high-quality video conferencing with your team¹
- Lightning-fast A15 Bionic chip for supercharged productivity
- A leap in battery life, up to 17 hours of video playback²
- 5.4-inch Super Retina XDR display³
- Advanced dual-camera system
- Cinematic mode adds shallow depth of field and shifts focus automatically in your videos
- Durable design with Ceramic Shield
- Industry-leading IP68 water resistance⁴
- iOS 15 packs new features to do more with iPhone than ever before⁵
- Supports MagSafe accessories for easy attach and faster wireless charging⁶

Legal

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/iphone/cellular.

²Battery life varies by use and configuration. See apple.com/batteries for more information.

³The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 5.42 inches diagonally. Actual viewable area is less.

⁴Phone 13 mini is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 6 meters up to 30 minutes). Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

⁵Some features may not be available for all countries or all areas.

⁶Accessories are 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/iphone/cellular.

²Battery life varies by use and configuration. See apple.com/batteries for more information.

³The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard rectangular shape, the screen is 5.42 inches diagonally. Actual viewable area is less.

⁴Phone 13 mini is spill, splash, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of 6 meters up to 30 minutes). Spill, splash, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

⁵Some features may not be available for all countries or all areas.

⁶Accessories are sold separately.

Images and copy | Business

iPhone 12

Images



Small business

Headlines

Take your business further. Fast.
Experience iPhone 12 for small business.
iPhone 12. An essential for small business.
5G options
Transform how you work with 5G on iPhone.
Get more done on iPhone. With 5G speed.

Advertising copy

iPhone 12 for business. Superfast 5G.¹ A14 Bionic chip. Dual-camera system for high-quality video conferencing and amazing photos and videos for business. And a beautiful Super Retina XDR display to see more of what matters in vivid detail.

Key feature bullets

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

- 6.1-inch Super Retina XDR display²
- Dual-camera system with 12MP Wide and Ultra Wide cameras
- 12MP TrueDepth front camera with Night mode, 4K Dolby Vision HDR recording
- A14 Bionic chip
- Durable design with Ceramic Shield
- Industry-leading IP68 water resistance³
- 5G for superfast downloads and high-quality streaming¹
- iOS 15 packs new features to do more with iPhone than ever before⁴
- Supports MagSafe accessories for easy attach and faster wireless charging⁵

Legal

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/iphone/cellular.

²The display has rounded corners. When measured as a rectangle, the screen is 6.06 inches diagonally. Actual viewable area is less.

³iPhone 12 is splash, water, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529. Splash, water, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

⁴Some features may not be available for all countries or all areas.

⁵Accessories are sold separately.

Images and copy | Business

iPhone 12

Images



Medium/large business

Headlines

Take business further. Fast.
Experience iPhone 12 for business.
iPhone 12. An essential for business.

5G options

Transform how your team does business with 5G on iPhone.
Get more done on iPhone. With 5G speed.

Advertising copy

iPhone 12 for business. Superfast 5G.¹ A14 Bionic chip. Dual-camera system for high-quality video conferencing and amazing photos and videos for business. And a beautiful Super Retina XDR display to see more of what matters in vivid detail.

Key feature bullets

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

- 6.1-inch Super Retina XDR display²
- Dual-camera system with 12MP Wide and Ultra Wide cameras
- 12MP TrueDepth front camera with Night mode, 4K Dolby Vision HDR recording
- A14 Bionic chip
- Durable design with Ceramic Shield
- Industry-leading IP68 water resistance³
- 5G for superfast downloads and high-quality streaming¹
- iOS 15 packs new features to do more with iPhone than ever before⁴
- Supports MagSafe accessories for easy attach and faster wireless charging⁵

Legal

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/iphone/cellular.

²The display has rounded corners. When measured as a rectangle, the screen is 6.06 inches diagonally. Actual viewable area is less.

³iPhone 12 is splash, water, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529. Splash, water, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

⁴Some features may not be available for all countries or all areas.

⁵Accessories are sold separately.

Images and copy | Business

iPhone 12 mini

Images



Small business

Headlines

Small in size. Big on productivity.
Powerfully packed for small business.
Full of productivity. Fits in your pocket.
A big little iPhone for small business.

5G options
Transform how you work with 5G on iPhone.
Get more done on iPhone. With 5G speed.

Advertising copy

iPhone 12 mini for business. A small and incredibly light 5G phone.¹ A14 Bionic chip. Dual-camera system for high-quality video conferencing and amazing photos and videos for business. And a bright, compact Super Retina XDR display. To get more done, in beautiful ways.

Key feature bullets

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

- 5.4-inch Super Retina XDR display²
- Dual-camera system with 12MP Ultra Wide and Wide cameras; Night mode, Deep Fusion, Smart HDR 3, 4K Dolby Vision HDR recording
- 12MP TrueDepth front camera with Night mode, 4K Dolby Vision HDR recording
- A14 Bionic chip
- Durable design with Ceramic Shield
- Industry-leading IP68 water resistance³
- 5G for superfast downloads and high-quality streaming¹
- iOS 15 packs new features to do more with iPhone than ever before⁴
- Supports MagSafe accessories for easy attach and faster wireless charging⁵

Legal

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/iphone/cellular.

²The display has rounded corners. When measured as a rectangle, the screen is 5.42 inches diagonally. Actual viewable area is less.

³iPhone 12 is splash, water, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529. Splash, water, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

⁴Some features may not be available for all countries or all areas.

⁵Accessories are sold separately.

Images and copy | Business

iPhone 12 mini

Images



Medium/large business

Headlines

Small in size. Big on productivity.
Powerfully packed for business.
Full of productivity. Fits in your pocket.
A big little iPhone for business.

5G options

Transform how you work with 5G on iPhone.
Get more done on iPhone. With 5G speed.

Advertising copy

iPhone 12 mini for business. A small and incredibly light 5G phone.¹ A14 Bionic chip. Dual-camera system for high-quality video conferencing and amazing photos and videos for business. And a bright, compact Super Retina XDR display. To get more done, in beautiful ways.

Key feature bullets

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

- 5.4-inch Super Retina XDR display²
- Dual-camera system with 12MP Ultra Wide and Wide cameras; Night mode, Deep Fusion, Smart HDR 3, 4K Dolby Vision HDR recording
- 12MP TrueDepth front camera with Night mode, 4K Dolby Vision HDR recording
- A14 Bionic chip
- Durable design with Ceramic Shield
- Industry-leading IP68 water resistance³
- 5G for superfast downloads and high-quality streaming¹
- iOS 15 packs new features to do more with iPhone than ever before⁴
- Supports MagSafe accessories for easy attach and faster wireless charging⁵

Legal

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/iphone/cellular.

²The display has rounded corners. When measured as a rectangle, the screen is 5.42 inches diagonally. Actual viewable area is less.

³iPhone 12 is splash, water, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529. Splash, water, and dust resistance are not permanent conditions. Resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

⁴Some features may not be available for all countries or all areas.

⁵Accessories are sold separately.

Images and copy | Business

iPhone SE

Images



Small business

Medium/large business

Headline	Lots to love for your small business.	iPhone SE. Productivity packed.
Advertising copy	With incredible power, a beloved 4.7-inch Retina HD display, ¹ and an affordable price, it's just what your business has been waiting for.	With incredible power, a beloved 4.7-inch Retina HD display, ¹ and an affordable price, it's just what your team has been waiting for.
Key feature bullets Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none"> • 4.7-inch Retina HD display¹ • Water and dust resistant² • 12MP Wide camera; Portrait mode, Portrait Lighting, Depth Control, next-generation Smart HDR, and 4K video • 7MP front camera with Portrait mode, Portrait Lighting, and Depth Control • Touch ID for secure authentication • A13 Bionic chip • Fast-charge capable • Wireless charging³ • iOS 15 packs new features to do more with iPhone than ever before⁴ 	<ul style="list-style-type: none"> • 4.7-inch Retina HD display¹ • Water and dust resistant² • 12MP Wide camera; Portrait mode, Portrait Lighting, Depth Control, next-generation Smart HDR, and 4K video • 7MP front camera with Portrait mode, Portrait Lighting, and Depth Control • Touch ID for secure authentication • A13 Bionic chip • Fast-charge capable • Wireless charging³ • iOS 15 packs new features to do more with iPhone than ever before⁴
Legal	<p>¹Display size is measured diagonally.</p> <p>²iPhone SE is splash, water, and dust resistant and was tested under controlled laboratory conditions; iPhone SE has a rating of IP67 under IEC standard 60529. Splash, water, and dust resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.</p> <p>³Qi wireless chargers are sold separately.</p> <p>⁴Some features may not be available for all countries or all areas.</p>	<p>¹Display size is measured diagonally.</p> <p>²iPhone SE is splash, water, and dust resistant and was tested under controlled laboratory conditions; iPhone SE has a rating of IP67 under IEC standard 60529. Splash, water, and dust resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.</p> <p>³Qi wireless chargers are sold separately.</p> <p>⁴Some features may not be available for all countries or all areas.</p>

Images and copy | Business

iPhone 11

Images



Small business

Medium/large business

Headline

iPhone 11. Ready for small business.

Stay productive with iPhone 11.

Advertising copy

Fast and fluid performance. Long-lasting battery life.¹ And iOS 15 with powerful built-in tools for productivity. iPhone 11. It's the iPhone just right for business.

Fast and fluid performance. Long-lasting battery life.¹ And iOS 15 with powerful built-in tools for productivity. iPhone 11. It's the iPhone just right for business.

Key feature bullets

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

- 6.1-inch Liquid Retina HD LCD display²
- Water and dust resistant³
- Dual-camera system with 12MP Ultra Wide and Wide cameras; Night mode, Portrait mode, and 4K video up to 60fps
- 12MP TrueDepth front camera with Portrait mode, 4K video, and Slo-Mo
- Face ID for secure authentication
- A13 Bionic chip
- Fast-charge capable
- Wireless charging⁴
- iOS 15 packs new features to do more with iPhone than ever before⁵

- 6.1-inch Liquid Retina HD LCD display²
- Water and dust resistant³
- Dual-camera system with 12MP Ultra Wide and Wide cameras; Night mode, Portrait mode, and 4K video up to 60fps
- 12MP TrueDepth front camera with Portrait mode, 4K video, and Slo-Mo
- Face ID for secure authentication
- A13 Bionic chip
- Fast-charge capable
- Wireless charging⁴
- iOS 15 packs new features to do more with iPhone than ever before⁵

Legal

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

²The display has rounded corners. When measured as a rectangle, the iPhone 11 screen is 6.06 inches diagonally. Actual viewable area is less.

³iPhone 11 is splash, water, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529. Splash, water, and dust resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

⁴Qi wireless chargers are sold separately.

⁵Some features may not be available for all countries or all areas.

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

²The display has rounded corners. When measured as a rectangle, the iPhone 11 screen is 6.06 inches diagonally. Actual viewable area is less.





³iPhone 11 is splash, water, and dust resistant and was tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529. Splash, water, and dust resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

⁴Qi wireless chargers are sold separately.






⁵Some features may not be available for all countries or all areas.

Product color guidance | iPhone







iPhone 13 Pro

Colors	Hex Color #
 Sierra Blue	#A7C1D9
 Silver	#F1F2ED
 Gold	#FAE7CF
 Graphite	#54524F




iPhone 13

Colors	Hex Color #
 Pink	#FADDD7
 Blue	#276787
 Midnight	#232A31
 Starlight	#FAF6F2
 (PRODUCT)RED™	#BF0013

iPhone 12

Colors	Hex Color #
 Purple	#D1C5F7
 Blue	#023B63
 Green	#D8EFD5
 (PRODUCT)RED™	#D82E2E
 White	#F6F2EF
 Black	#25212B

iPhone SE

Colors	Hex Color #
 (PRODUCT)RED™	#A5282C
 White	#F3F3F3
 Black	#262529

iPhone 11







Colors	Hex Color #
 Purple	#D0CDD9
 Green	#B8E0CE
 White	#F9F6F0
 Black	#1F2020
 Yellow	#FBE78F
 (PRODUCT)RED™	#AB2633

Image crop guidance | iPhone 13 Pro

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

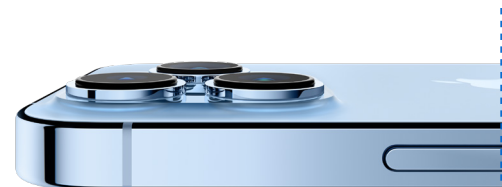
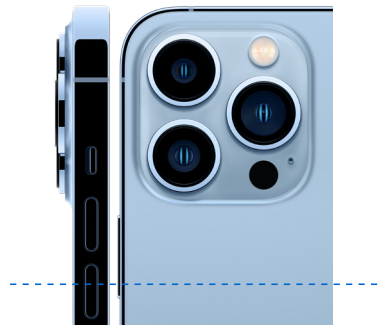


Image crop guidance | iPhone 13

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



Product logos | iPhone

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

🍏 iPhone 13 Pro Max	🍏 iPhone 13	🍏 iPhone 12	🍏 iPhone SE	🍏 iPhone 11	🍏 iPhone
🍏 iPhone 13 Pro	🍏 iPhone 13 mini	🍏 iPhone 12 mini			



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



Logo width should be approximately 30% of the product's horizontal dimension.



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

Product logos | iPhone

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

iPhone 13 Pro Max

iPhone 13

iPhone 12

iPhone SE

iPhone 11

iPhone

iPhone 13 Pro

iPhone 13 mini

iPhone 12 mini



Logo width should be approximately 50% of the product's horizontal dimension.



Logo width should be approximately 60% of the product's horizontal dimension.

3

Accessories and related products

This section contains images and copy for iPhone 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 | Silicone Case with MagSafe iPhone 13 Pro and iPhone 13

Assets will be provided for iPhone 13 Pro Max, iPhone 13 Pro, iPhone 13, and iPhone 13 mini.

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

Images



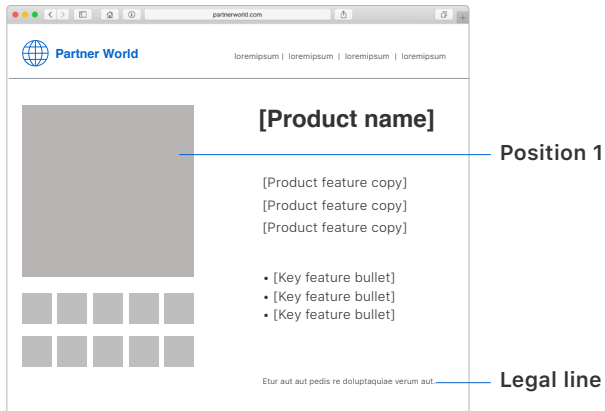
Position 1

Position 2

Position 3

Position 4

Guidance



Images | Leather Case with MagSafe iPhone 13 Pro and iPhone 13

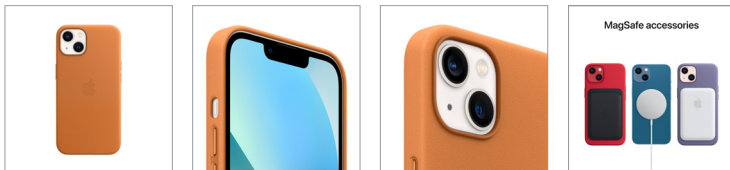
Assets will be provided for iPhone 13 Pro Max, iPhone 13 Pro, iPhone 13, and iPhone 13 mini.

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

Images



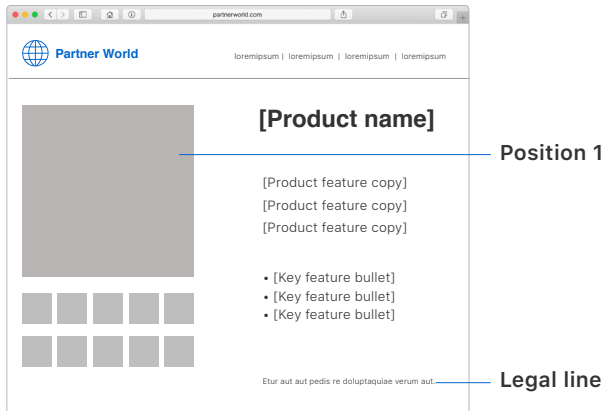
Position 1

Position 2

Position 3

Position 4

Guidance



Position 1

Legal line

When using these images, please include the following legal line beneath your PDP gallery: This case is made with high-quality, supple leather to protect your iPhone. Leather is a natural material and like a fine leather belt, it may show creases, marks, or a patina over time. Interaction with MagSafe accessories will leave slight imprints (as shown in the last image of the gallery). If you're concerned about this, Apple suggests using a non-leather accessory.

Images | Clear Case with MagSafe iPhone 13 Pro and iPhone 13

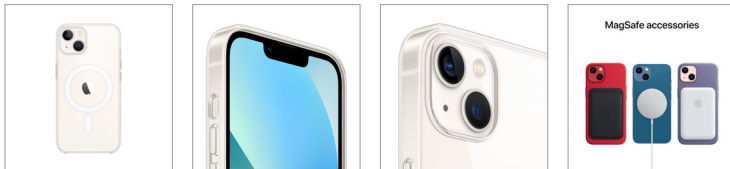
Assets will be provided for iPhone 13 Pro Max, iPhone 13 Pro, iPhone 13, and iPhone 13 mini.

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

Images



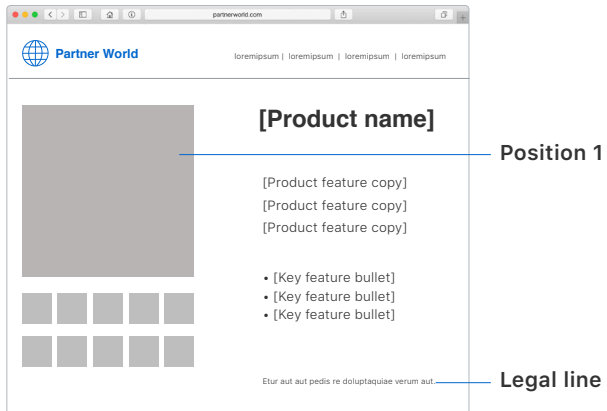
Position 1

Position 2

Position 3

Position 4

Guidance



Images | Silicone Case with MagSafe iPhone 12

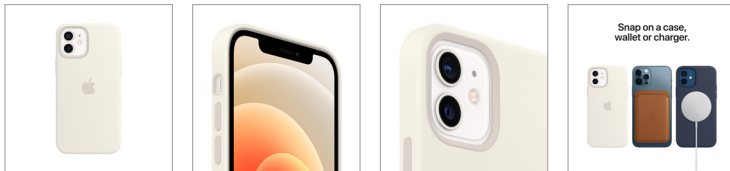
Assets will be provided for iPhone 12 and iPhone 12 mini.

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

Images



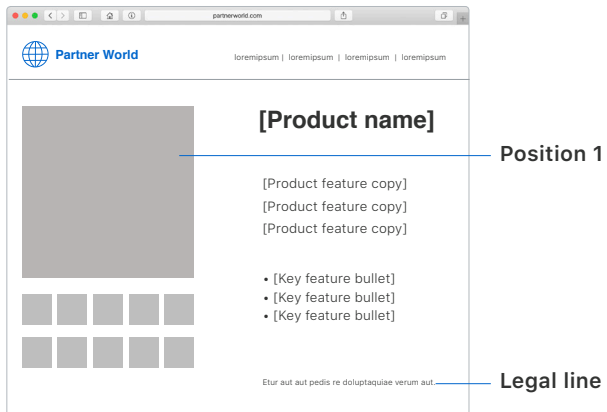
Position 1

Position 2

Position 3

Position 4

Guidance



Images | Leather Case with MagSafe iPhone 12

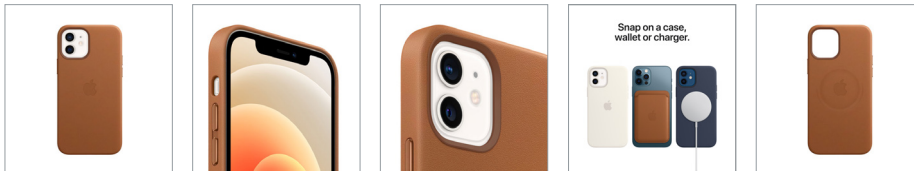
Assets will be provided for iPhone 12 and iPhone 12 mini.

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

Images



Position 1

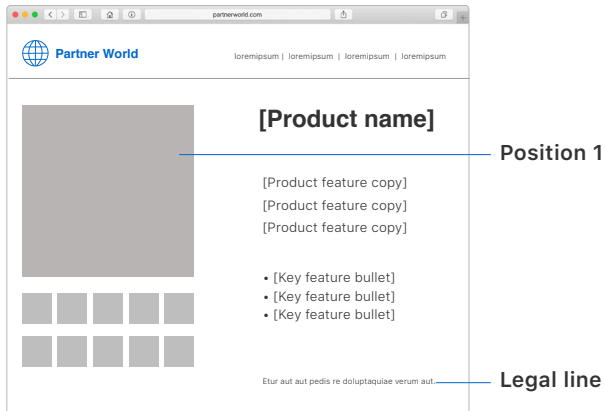
Position 2

Position 3

Position 4

Position 5*

Guidance



***When using this image, please include the following legal line beneath your PDP gallery:** This case is made with high-quality, supple leather to protect your iPhone. Leather is a natural material and like a fine leather belt, it may show creases, marks, or a patina over time. Interaction with MagSafe accessories will leave slight imprints (as shown in the last image of the gallery). If you're concerned about this, Apple suggests using a non-leather accessory.

Images | Clear Case with MagSafe iPhone 12

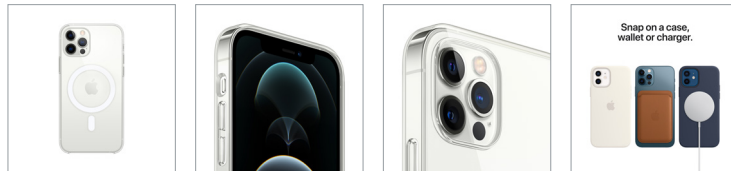
Assets will be provided for iPhone 12 and iPhone 12 mini.

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

Images



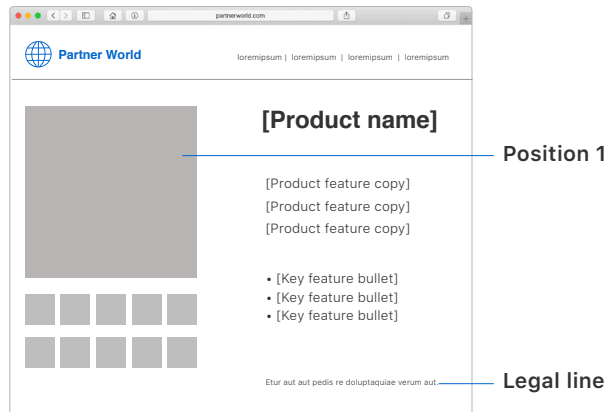
Position 1

Position 2

Position 3

Position 4

Guidance



Position 1

Legal line

Images | Leather Wallet with MagSafe

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

Images



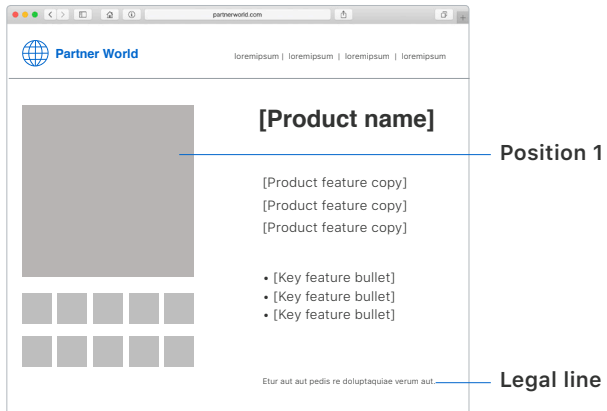
Position 1

Position 2

Position 3

Position 4

Guidance



Images | MagSafe Charger

Product detail page

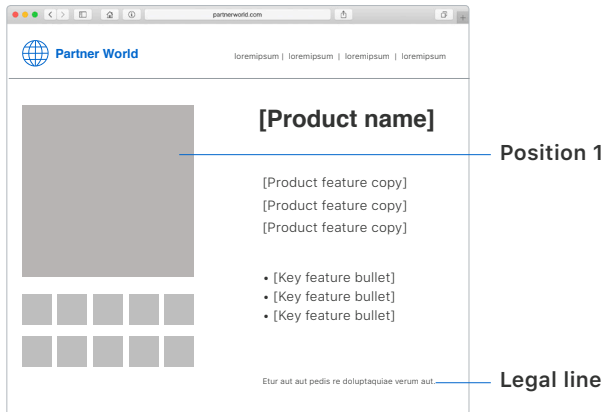
Product gallery

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



Guidance



Images | MagSafe Duo Charger

Product detail page

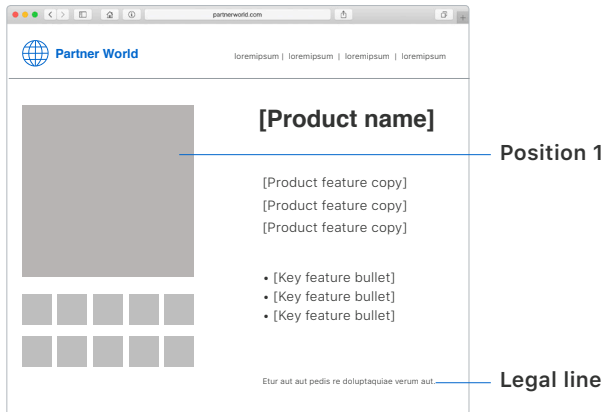
Product gallery

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



Guidance



For images showing iPhone and Apple Watch, please include the following legal line: iPhone and Apple Watch are sold separately.

Images | MagSafe Battery Pack

Product detail page

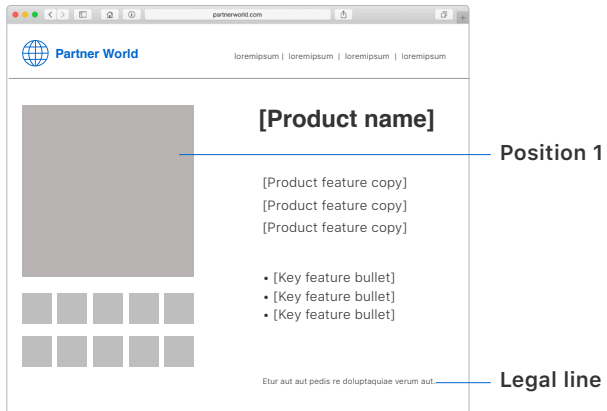
Product gallery

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



Guidance



Images | iPhone 13 cases with MagSafe

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

Silicone Case with MagSafe

iPhone 13 Pro Max



iPhone 13 Pro



Colors

- Marigold*
- Clover*
- Chalk Pink*
- Abyss Blue*
- Pink Pomelo*
- Midnight*
- Blue Jay*
- (PRODUCT)RED™*

Leather Case with MagSafe

iPhone 13 Pro Max



iPhone 13 Pro



Colors

- Dark Cherry*
- Wisteria*
- Sequoia Green*
- Golden Brown*
- Midnight*

*Indicates new color for September 2021.

Images | iPhone 13 cases with MagSafe

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

Clear Case with MagSafe

iPhone 13 Pro Max

Colors



Clear

Clear Case with MagSafe

iPhone 13 Pro

Colors



Clear

Images | iPhone 13 cases with MagSafe

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

Silicone Case with MagSafe

iPhone 13



iPhone 13 mini



Colors

- Marigold*
- Clover*
- Chalk Pink*
- Abyss Blue*
- Pink Pomelo*
- Midnight*
- Blue Jay*
- (PRODUCT)RED™*

Leather Case with MagSafe

iPhone 13



iPhone 13 mini



Colors

- Dark Cherry*
- Wisteria*
- Sequoia Green*
- Golden Brown*
- Midnight*

*Indicates new color for September 2021.

Images | iPhone 13 cases with MagSafe

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

Clear Case with MagSafe

iPhone 13

Colors



Clear

Clear Case with MagSafe

iPhone 13 mini

Colors



Clear

Images | iPhone 12 cases with MagSafe

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

Silicone Case with MagSafe

iPhone 12



iPhone 12 mini



Colors

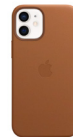
- Deep Navy
- White
- Black
- (PRODUCT)RED™

Leather Case with MagSafe

iPhone 12



iPhone 12 mini



Colors

- California Poppy
- Baltic Blue
- Saddle Brown
- Black
- (PRODUCT)RED™

Images | iPhone 12 cases with MagSafe

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

Clear Case with MagSafe

iPhone 12

Colors



Clear

Clear Case with MagSafe

iPhone 12 mini

Colors



Clear

Images | Accessories with MagSafe

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

iPhone Leather Wallet with MagSafe



Colors

- Dark Cherry*
- Wisteria*
- Sequoia Green*
- Golden Brown*
- Midnight*

*Indicates new color for September 2021.

Images | Accessories with MagSafe

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

MagSafe Charger



MagSafe Duo Charger



MagSafe Battery Pack



Copy | MagSafe

MagSafe

Headline	MagSafe. Everything just clicks.
Advertising copy	MagSafe is a new ecosystem of accessories for easy attachment and faster wireless charging. With endless combinations, there is a mix to match any style.
Feature copy	Charge faster and easier with MagSafe wireless chargers that align perfectly every time. And choose from a beautiful range of cases and wallets that snap on, just like that. When you attach a MagSafe accessory, iPhone recognizes it instantly, for an effortless connection to your device.
Key feature bullets	<ul style="list-style-type: none">• Compatible with iPhone 12 mini, iPhone 12, iPhone 12 Pro, iPhone 12 Pro Max, iPhone 13 mini, iPhone 13, iPhone 13 Pro, and iPhone 13 Pro Max• Faster wireless charging with magnetic alignment• 100% recycled rare Earth elements in magnets
Legal	Accessories are sold separately.

Images | iPhone cases




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

Silicone Case

iPhone SE

Colors



-  Pink Sand
-  White
-  Black

Leather Case

iPhone SE

Colors



-  Midnight Blue
-  Black
-  (PRODUCT)RED™

iPhone SE cases are compatible with iPhone 8 and iPhone 7.

Images | iPhone cases

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

Silicone Case

iPhone 11

Colors



- Soft White
- Black

Clear Case

iPhone 11

Colors



- Clear

Smart Battery Case

iPhone 11

Colors



- Black
- Soft White

Images and copy | Related products

App Store & iTunes Gift Card



iOS 15

iOS 15

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

iOS 15

Headline

A gift that keeps on giving.

iOS 15. In touch. In the moment.

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.

iOS 15 lets you keep the conversation going while sharing movies, music, or whatever's on your screen, right in FaceTime. Stay in the zone by filtering out any notifications that aren't relevant to the task at hand. And interact with text in images to quickly send email, make calls, get directions, and more.

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.

