



Mac

Asset Kit

March 2024



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; for copy, see the accompanying copy deck

③

Accessories and related products

Images 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.

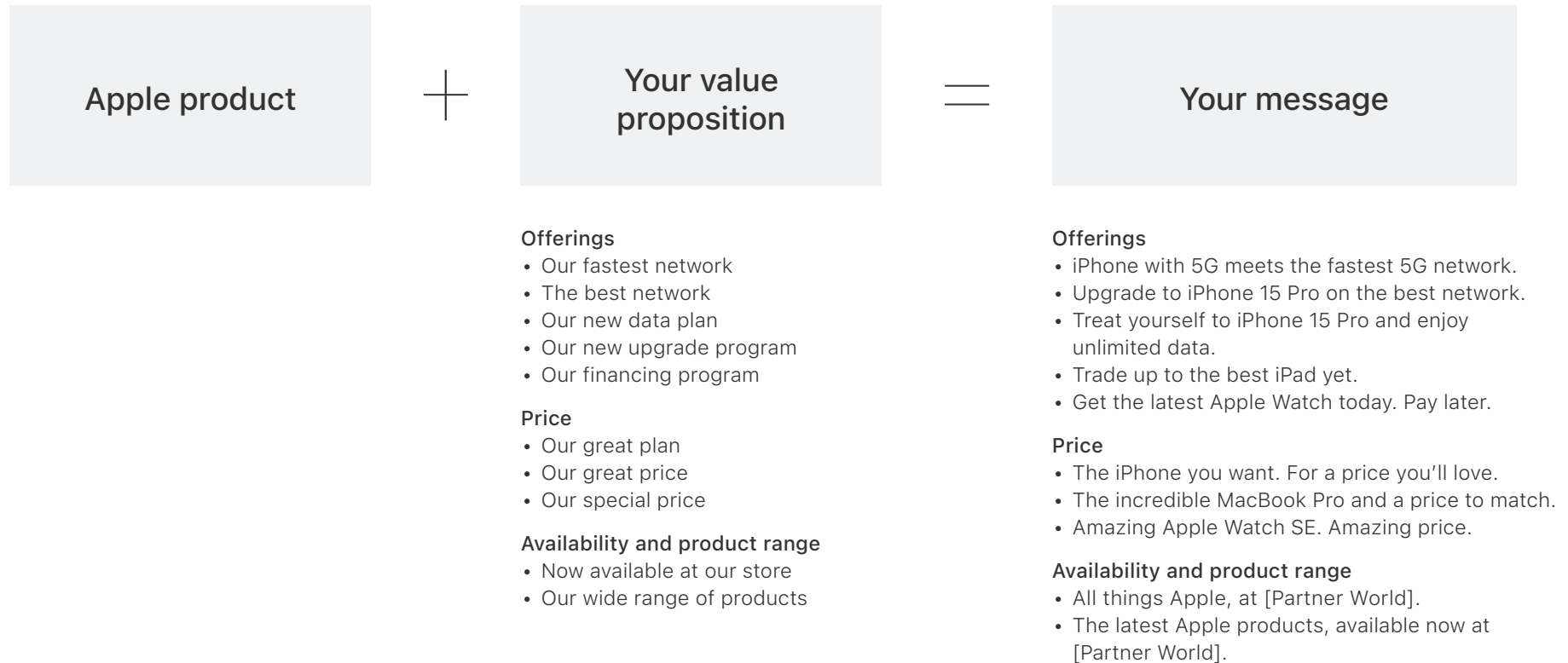
Present product image as the visual focus and not one of many.

Keep it simple.

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

Messaging guidance

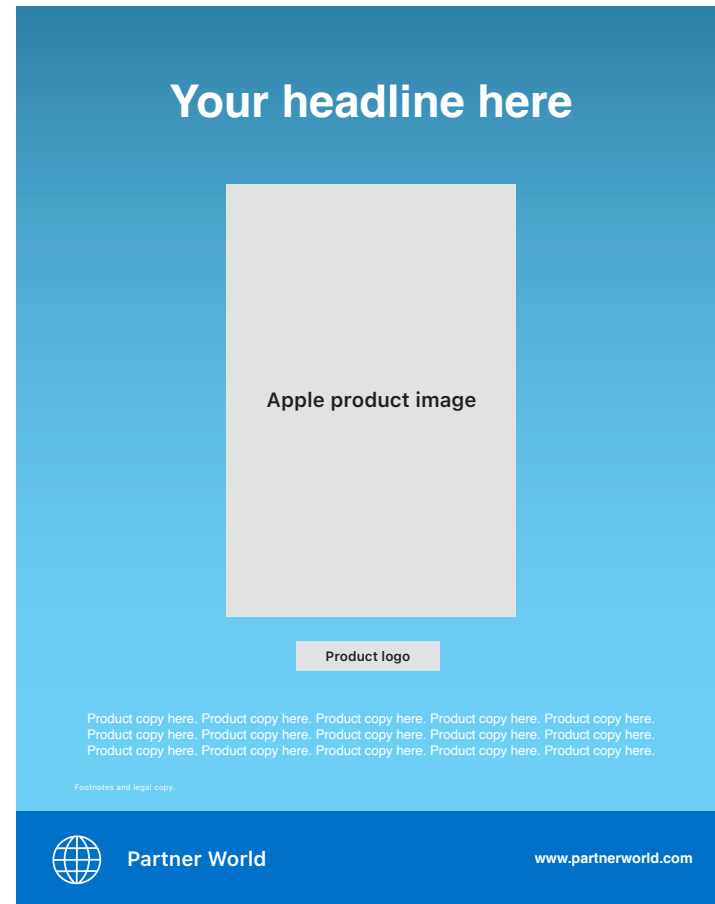
Your headline and message should help customers understand why they should buy Apple products from you. It should be a formula of what's great about your offer and why it's even better with Apple products. When added together, the results should be the best thing for the customer. See the examples below.



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 and images 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.

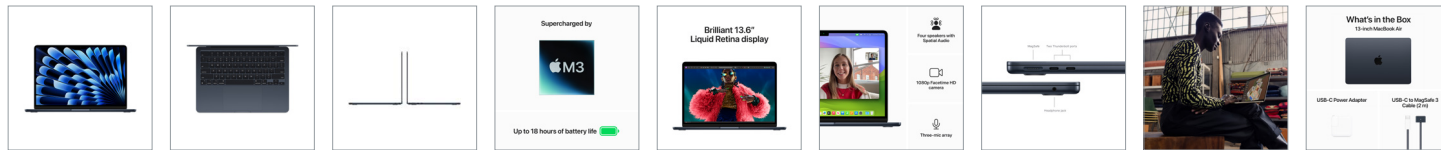
Images | MacBook Air (13-inch) M3 chip

Product detail page

Product gallery

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

Images



Position 1

Position 2

Position 3

Position 4*

Position 5**

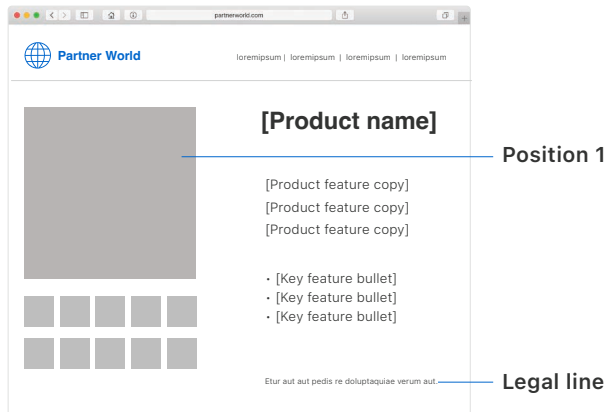
Position 6

Position 7

Position 8†

Position 9

Guidance




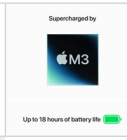



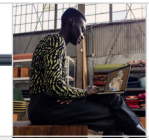



*When using this image, please include the following legal line: Battery life for Apple TV app movie playback. Battery life varies by use and configuration. See apple.com/batteries for more information.
**When using this image, please include the following legal line: Screen size is measured diagonally. The display on the 13-inch MacBook Air has rounded corners at the top. When measured as a standard rectangular shape, the screen is 13.6 inches diagonally (actual viewable area is less). Apps are available on the App Store.
†When using this image, please include the following legal line: Apps are available on the App Store.

Images | MacBook Air (13-inch) M3 chip

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.

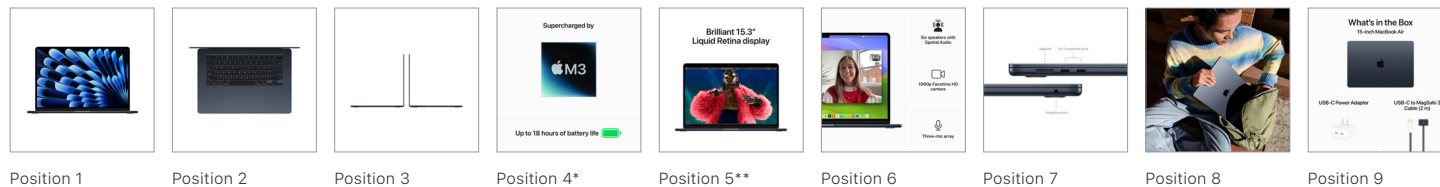
Position	1	2	3	4	5	6	7	8	9
									
9 images	✓	✓	✓	✓	✓	✓	✓	✓	✓
8 images	✓	✓	✓	✓	✓		✓	✓	✓
7 images	✓	✓		✓	✓		✓	✓	✓
6 images	✓	✓		✓			✓	✓	✓
5 images	✓	✓		✓				✓	✓

Images | MacBook Air (15-inch) M3 chip

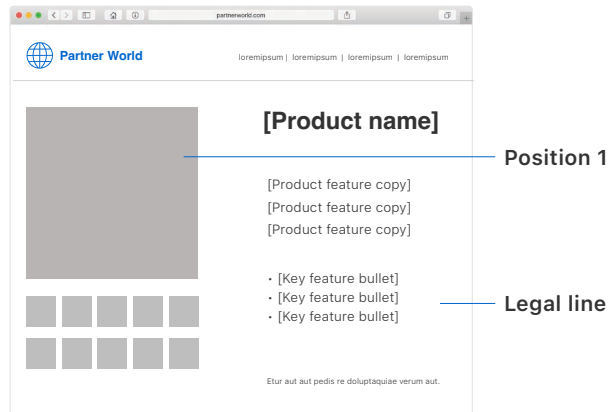
Product detail page

Product gallery

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



Guidance






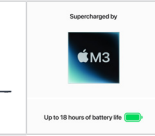





***When using this image, please include the following legal line:** Battery life for Apple TV app movie playback. Battery life varies by use and configuration. See apple.com/batteries for more information.

****When using this image, please include the following legal line:** Screen size is measured diagonally. The display on the 15-inch MacBook Air has rounded corners at the top. When measured as a standard rectangular shape, the screen is 15.3 inches diagonally (actual viewable area is less). Apps are available on the App Store.

Images | MacBook Air (15-inch) M3 chip

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 | Laptop

For copy to use with these images, see the accompanying copy deck.

MacBook Air (13-inch and 15-inch) M3 chip

Hero
Can be used
for OOH.



Combo



Images | Laptop

For copy to use with these images, see the accompanying copy deck.

MacBook Air (13-inch) M3 chip

Additional
images



MacBook Air (15-inch) M3 chip

Additional
images



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

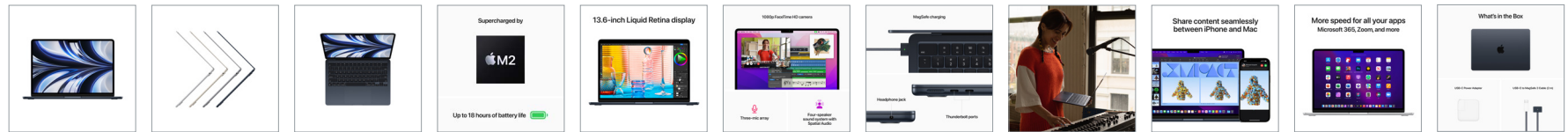
Images | MacBook Air (13-inch) M2 chip

Product detail page

Product gallery

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

Images



Position 1

Position 2

Position 3

Position 4*

Position 5**

Position 6

Position 7

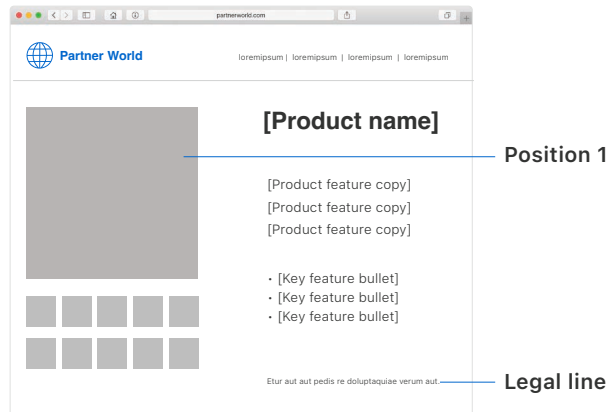
Position 8

Position 9

Position 10†

Position 11

Guidance



Position 1

Legal line

*When using this image, please include the following legal line: Battery life varies by use and configuration. See apple.com/batteries for more information.




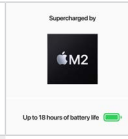

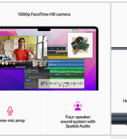


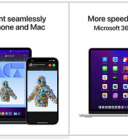
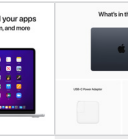

**When using this image, please include the following legal line: Screen size is measured diagonally. The display on the 13-inch MacBook Air has rounded corners at the top. When measured as a standard rectangular shape, the screen is 13.6 inches diagonally (actual viewable area is less).

†When using this image, please include the following legal line: Apps are available on the App Store.

Images | MacBook Air (13-inch) M2 chip

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	10	11
											
11 images	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
10 images	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
9 images	✓	✓		✓	✓	✓	✓	✓	✓		✓
8 images	✓	✓		✓	✓	✓	✓	✓			✓
7 images	✓	✓		✓	✓	✓		✓			✓
6 images	✓	✓		✓	✓			✓			✓
5 images	✓	✓		✓				✓			✓

Images | Laptop

For copy to use with these images, see the accompanying copy deck.

MacBook Air (13-inch) M2 chip

Hero
Can be used
for OOH.



Additional images



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

Images | MacBook Pro (14-inch) M3 chip

Product detail page

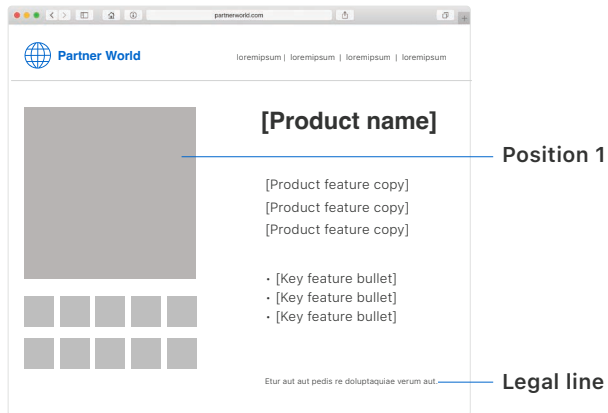
Product gallery

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

Images



Guidance





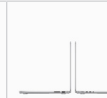
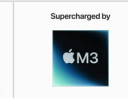






*When using this image, please include the following legal line: Battery life varies by use and configuration. See apple.com/batteries for more information.

**When using this image, please include the following legal line: Screen size is measured diagonally. The display on the 14-inch MacBook Pro has rounded corners at the top. When measured as a standard rectangular shape, the screen is 14.2 inches diagonally (actual viewable area is less).

Images | MacBook Pro (14-inch) M3 chip

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	10
										
10 images	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9 images	✓	✓	✓	✓	✓	✓		✓	✓	✓
8 images	✓	✓		✓	✓	✓		✓	✓	✓
7 images	✓	✓		✓	✓	✓		✓		✓
6 images	✓	✓		✓	✓	✓				✓
5 images	✓	✓		✓	✓					✓

Images | MacBook Pro (14-inch) M3 Pro and M3 Max chips

Product detail page

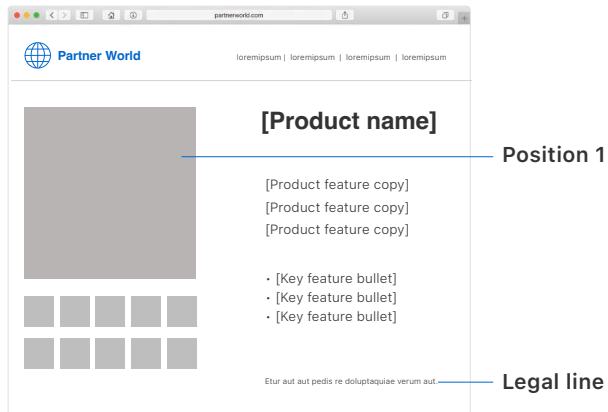
Product gallery

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

Images



Guidance






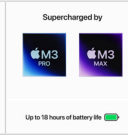






*When using this image, please include the following legal line: Battery life varies by use and configuration. See apple.com/batteries for more information.

**When using this image, please include the following legal line: Screen size is measured diagonally. The display on the 14-inch MacBook Pro has rounded corners at the top. When measured as a standard rectangular shape, the screen is 14.2 inches diagonally (actual viewable area is less).

Images | MacBook Pro (14-inch) M3 Pro and M3 Max chips

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	10
										
10 images	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9 images	✓	✓	✓	✓	✓	✓		✓	✓	✓
8 images	✓	✓		✓	✓	✓		✓	✓	✓
7 images	✓	✓		✓	✓	✓		✓		✓
6 images	✓	✓		✓	✓	✓				✓
5 images	✓	✓		✓	✓					✓

Images | MacBook Pro (16-inch)

Product detail page

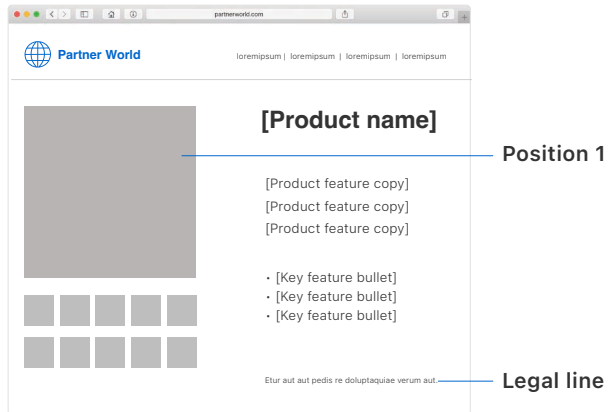
Product gallery

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

Images



Guidance






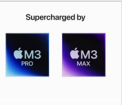




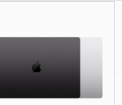

*When using this image, please include the following legal line: Battery life varies by use and configuration. See apple.com/batteries for more information.

**When using this image, please include the following legal line: Screen size is measured diagonally. The display on the 16-inch MacBook Pro has rounded corners at the top. When measured as a standard rectangular shape, the screen is 16.2 inches diagonally (actual viewable area is less).

Images | MacBook Pro (16-inch)

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	10
										
10 images	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9 images	✓	✓	✓	✓	✓	✓		✓	✓	✓
8 images	✓	✓		✓	✓	✓		✓	✓	✓
7 images	✓	✓		✓	✓	✓		✓		✓
6 images	✓	✓		✓	✓	✓				✓
5 images	✓	✓		✓	✓					✓

Images | Laptop

For copy to use with these images, see the accompanying copy deck.

MacBook Pro (14-inch and 16-inch)
M3 Pro and M3 Max chips

Hero
Can be used
for OOH.



MacBook Pro (14-inch) and MacBook Pro (16-inch)
M3, M3 Pro, and M3 Max chips

Combo



Images | Laptop

For copy to use with these images, see the accompanying copy deck.

MacBook Pro (14-inch) M3 chip

Additional
images



MacBook Pro (14-inch) M3 Pro and M3 Max chips

Additional
images



MacBook Pro (16-inch)

Additional
images



Dots indicate available product image colors for MacBook Pro model with M3 chip: ● Silver ● Space Gray

Dots indicate available product image colors for MacBook Pro models with M3 Pro or M3 Max chips: ● Space Black ● Silver

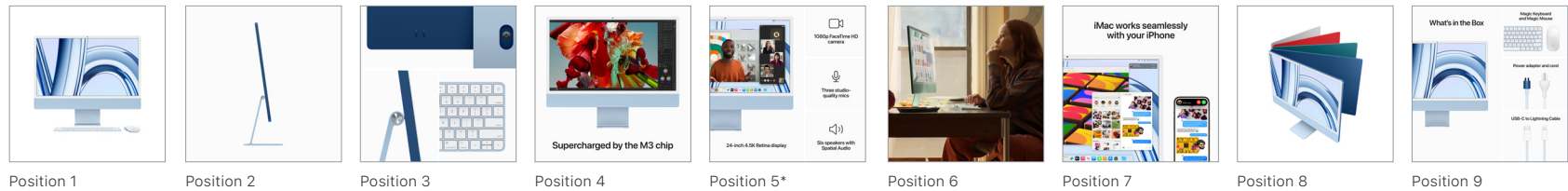
Images | iMac (24-inch) Two port

Product detail page

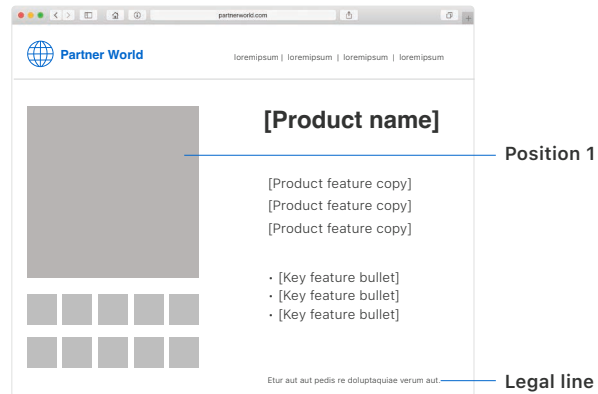
Product gallery

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

Images



Guidance





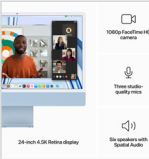

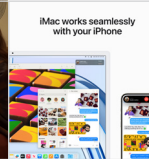




*When using this image, please include the following legal line: Actual diagonal screen size of the 24-inch iMac is 23.5 inches.

Images | iMac (24-inch) Two port

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
				 Supercharged by the M3 chip	 24-inch 4.5K Retina display	 100% FaceTime HD camera Three wide-angle mic's Six speakers with Spatial Audio	 iMac works seamlessly with your iPhone		 What's in the Box Apple Keyboard and Magic Mouse Power adapter and cord USB-C to Lightning Cable
9 images	✓	✓	✓	✓	✓	✓	✓	✓	✓
8 images	✓	✓	✓	✓	✓	✓		✓	✓
7 images	✓	✓	✓	✓	✓			✓	✓
6 images	✓	✓	✓	✓				✓	✓
5 images	✓	✓	✓					✓	✓

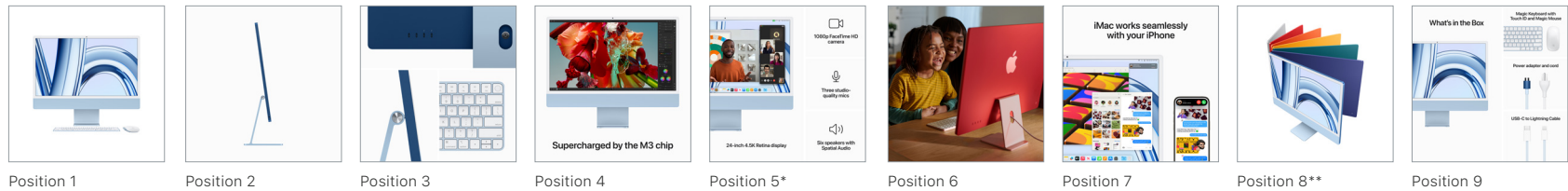
Images | iMac (24-inch) Four port

Product detail page

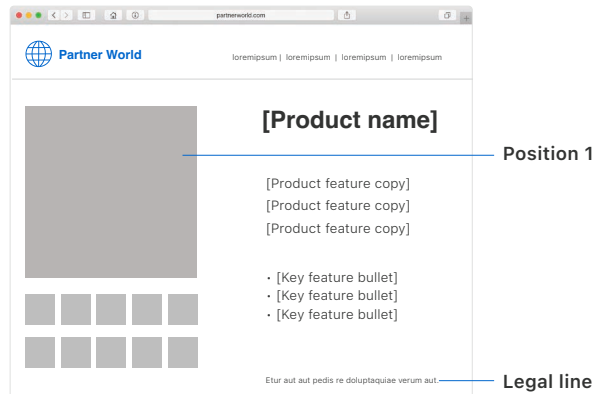
Product gallery

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




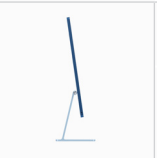

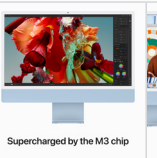
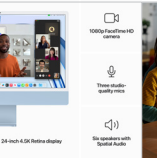

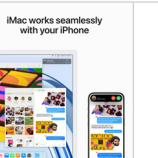
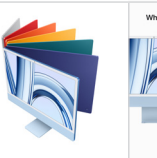

*When using this image, please include the following legal line: Actual diagonal screen size of the 24-inch iMac is 23.5 inches.

**When using this image, please include the following legal line: iMac color availability may vary.

Images | iMac (24-inch) Four port

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
				 Supercharged by the M3 chip	 24-inch 4.5K Retina display	 1080p FaceTime HD camera Three mics, spatial audio Six speakers with Spatial Audio	 iMac works seamlessly with your iPhone		 What's in the Box Helpful features with Touch ID and MagSafe Power adapter and cord USB-C to Lightning Cable
9 images	✓	✓	✓	✓	✓	✓	✓	✓	✓
8 images	✓	✓	✓	✓	✓	✓		✓	✓
7 images	✓	✓	✓	✓	✓			✓	✓
6 images	✓	✓	✓	✓				✓	✓
5 images	✓	✓	✓					✓	✓

Images | Desktop

For copy to use with these images, see the accompanying copy deck.

iMac (24-inch) M3 chip, four port

Hero
Can be used
for OOH.



Additional images



iMac (24-inch) M3 chip, two port

Images



Dots indicate available product image colors: ● Blue ● Green ● Pink ● Silver ● Yellow ● Orange ● Purple

Images | Mac mini M2 chip

Product detail page

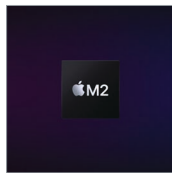
Product gallery

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

Images



Position 1



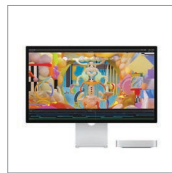
Position 2



Position 3



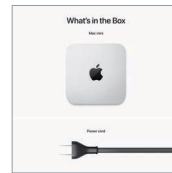
Position 4*



Position 5*

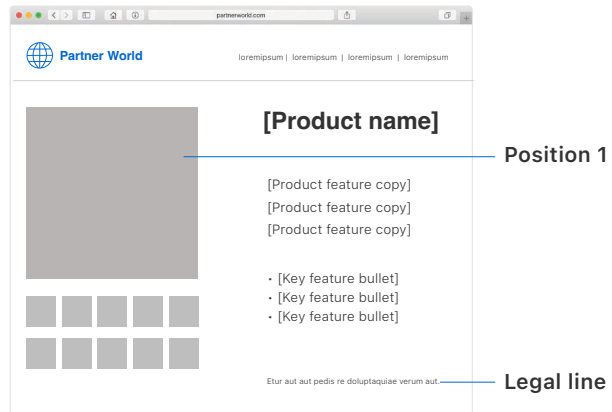


Position 6*



Position 7

Guidance




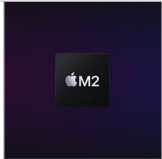


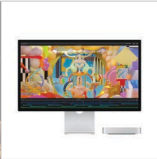


The diagram shows a browser window with a 'Partner World' header. The main content area features a large product image placeholder on the left, followed by the product name '[Product name]' in bold. Below the name are three lines of product feature copy, followed by a bulleted list of three key features. At the bottom, there is a legal line: 'Etur aut aut pedis re doluptaqueiae verum aut...'. A blue line points from the label 'Position 1' to the product image placeholder. Another blue line points from the label 'Legal line' to the legal text at the bottom.

*When using this image, please include the following legal line: Apple Studio Display sold separately. Accessories are sold separately and subject to availability. Compatibility varies by generation.

Images | Mac mini M2 chip

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 | Mac mini M2 Pro chip

Product detail page

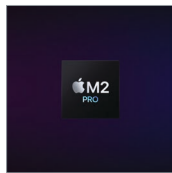
Product gallery

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

Images



Position 1



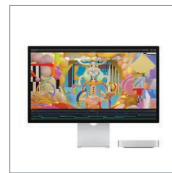
Position 2



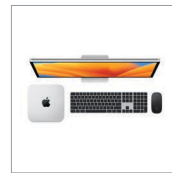
Position 3



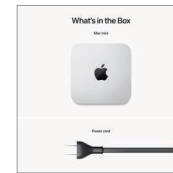
Position 4*



Position 5*



Position 6*



Position 7

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


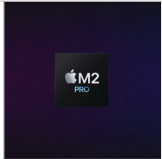


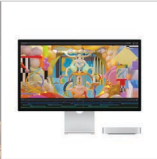


Legal line

*When using this image, please include the following legal line: Apple Studio Display sold separately. Accessories are sold separately and subject to availability. Compatibility varies by generation.

Images | Mac mini M2 Pro chip

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 | Desktop

For copy to use with these images, see the accompanying copy deck.

Mac mini

Hero
Can be used
for OOH.



Mac mini
M2 chip

**Additional
images**



Mac mini
M2 Pro chip



Mac mini and Studio Display

Combo



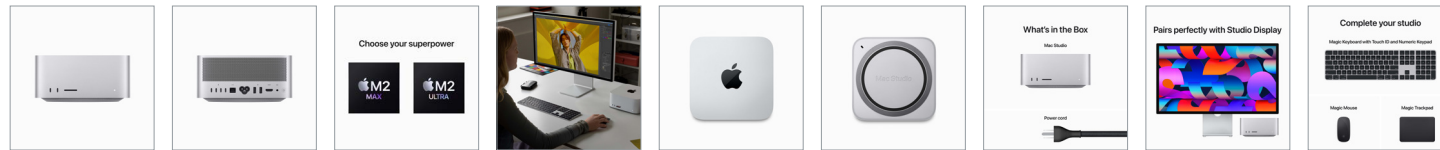
Images | Mac Studio

Product detail page

Product gallery

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

Images



Position 1

Position 2

Position 3

Position 4*

Position 5

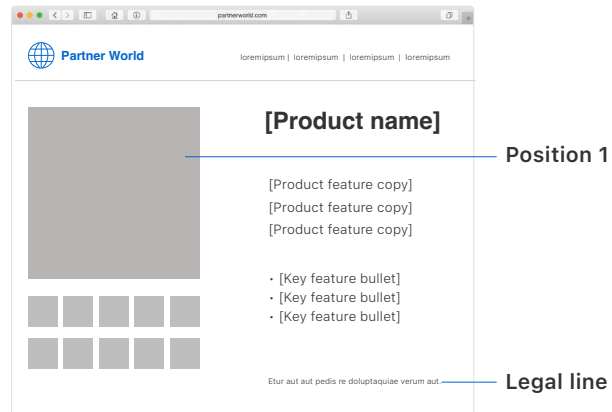
Position 6

Position 7

Position 8*

Position 9*

Guidance



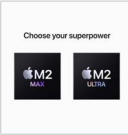





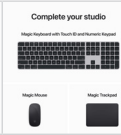


***When using this image, please include the following legal line:** Apple Studio Display sold separately. Accessories are sold separately and subject to availability. Compatibility varies by generation.

Images | Mac Studio

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 | Studio Display

Product detail page

Product gallery

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

Images



Position 1

Position 2

Position 3

Position 4

Position 5

Position 6

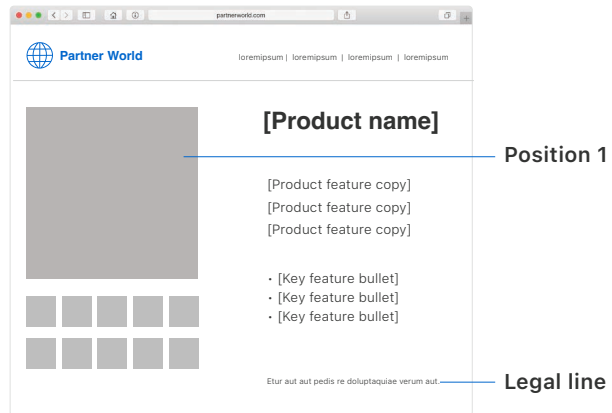
Position 7

Position 8

Position 9

Position 10











Guidance



Images | Studio Display

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	10
										
10 images	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9 images	✓	✓		✓	✓	✓	✓	✓	✓	✓
8 images	✓	✓			✓	✓	✓	✓	✓	✓
7 images	✓				✓	✓	✓	✓	✓	✓
6 images	✓				✓	✓		✓	✓	✓
5 images	✓				✓	✓			✓	✓

Images | Desktop

For copy to use with these images, see the accompanying copy deck.

Mac Studio
M2 Max and M2 Ultra chips

Studio Display

Hero



Mac Studio and Studio Display

Hero



Images | Mac Pro (Tower)

Product detail page

Product gallery

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

Images



Position 1

Position 2

Position 3

Position 4

Position 5

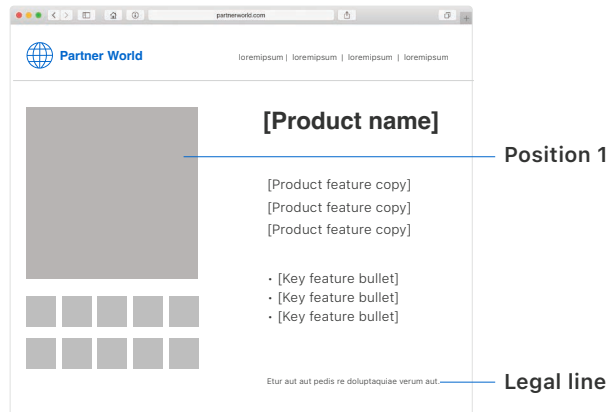
Position 6

Position 7

Position 8

Position 9




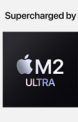





Guidance



Images | Mac Pro (Tower)

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	✓		✓	✓	✓			✓	

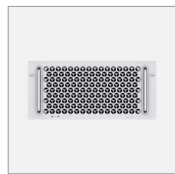
Images | Mac Pro (Rack)

Product detail page

Product gallery

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

Images



Position 1



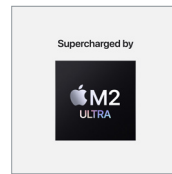
Position 2



Position 3



Position 4



Position 5

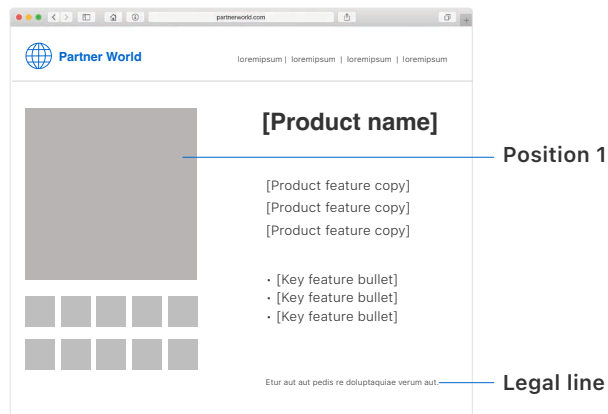


Position 6



Position 7*

Guidance





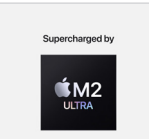




*When using this image, please include the following legal line: Rack mount rails shipped in separate box.

Images | Mac Pro (Rack)

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	✓			✓	✓	✓	✓

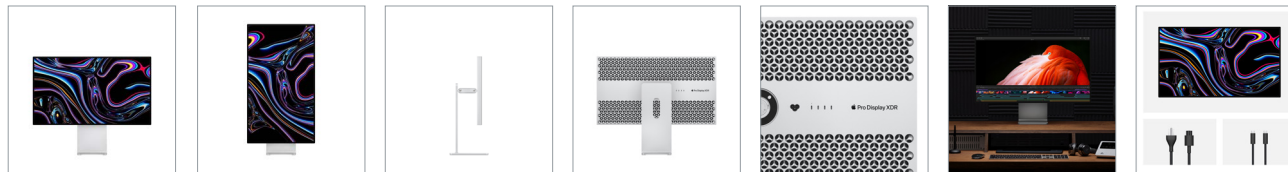
Images | Apple Pro Display XDR

Product detail page

Product gallery

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

Images



Position 1*

Position 2*

Position 3*

Position 4*

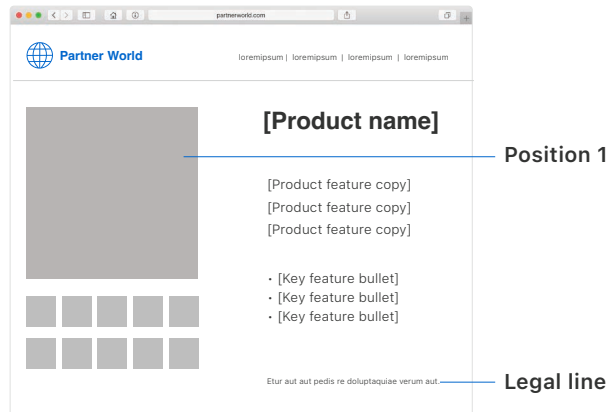
Position 5

Position 6*

Position 7

Additional image without Pro Stand is available.

Guidance




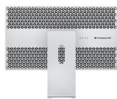


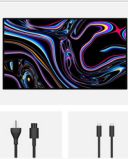


*When using these images, please include the following legal line: Pro Stand sold separately.

Images | Apple Pro Display XDR

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 | Desktop

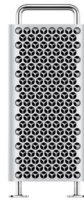
For copy to use with these images, see the accompanying copy deck.

Mac Pro
M2 Ultra chip

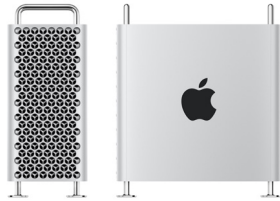
Apple Pro Display XDR

Mac Pro and
Apple Pro Display XDR

Hero



2-up



For images showing Apple Pro Display XDR, please include the following legal line: Pro Stand sold separately.

Images | Family

For copy to use with these images, see the accompanying copy deck.

Full Mac lineup



MacBook Pro (14-inch), MacBook Pro (16-inch), iMac (24-inch), Mac mini, Mac Studio, MacBook Air (15-inch), and MacBook Air (13-inch, M3 chip)

Copy | Mac

Product copy, accessories copy, and legal disclaimers are provided for all models and can be found in the accompanying copy deck. Additional copy for family, education, and business is provided for select models as noted below.

Copy deck reference



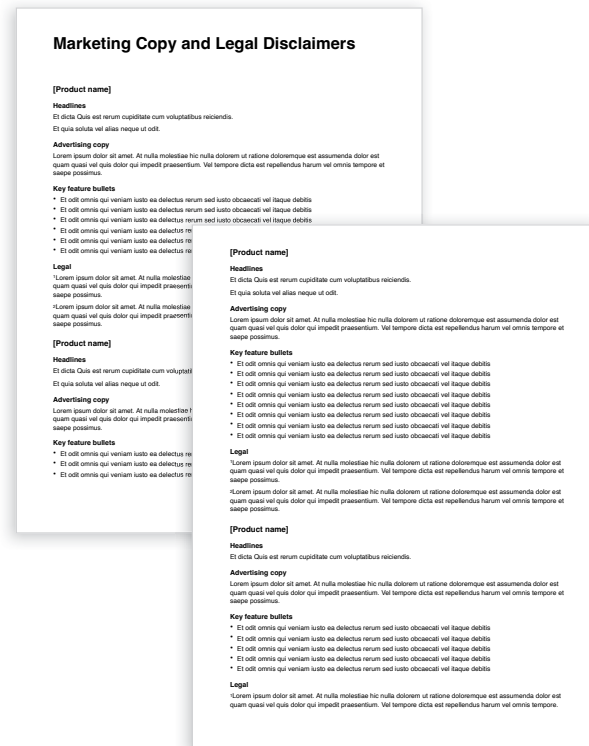
Available copy

Mac products	Product	Education	Business	Family	Accessories	Legal
MacBook Pro 14-inch	✓	✓	✓	✓	✓	✓
MacBook Pro 16-inch	✓	✓	✓	✓	✓	✓
MacBook Air (15-inch)—M3	✓	✓	✓	✓	✓	✓
MacBook Air (13-inch)—M3	✓	✓	✓	✓	✓	✓
MacBook Air (13-inch)—M2	✓	✓	✓	✓	✓	✓
iMac (24-inch)	✓	✓	✓	✓	✓	✓
Mac mini	✓	✓	✓	✓	✓	✓
Mac Studio Studio Display	✓	✓	✓	✓	✓	✓
Mac Pro Apple Pro Display XDR	✓	✓	✓	✓	✓	✓
Configure to order	✓					
AppleCare+ for Mac	✓					✓
AppleCare+ for Apple Display	✓					✓

Education assets

Education product copy

Education copy is provided for select models and can be found in the accompanying copy deck.



Education product images

The product images shown below can also be used for education communications.



MacBook Pro (14-inch) or
MacBook Pro (16-inch)



MacBook Pro (14-inch), M3



MacBook Air (13-inch), M3 or
MacBook Air (15-inch), M3



MacBook Air (13-inch), M3 and
MacBook Air (15-inch), M3

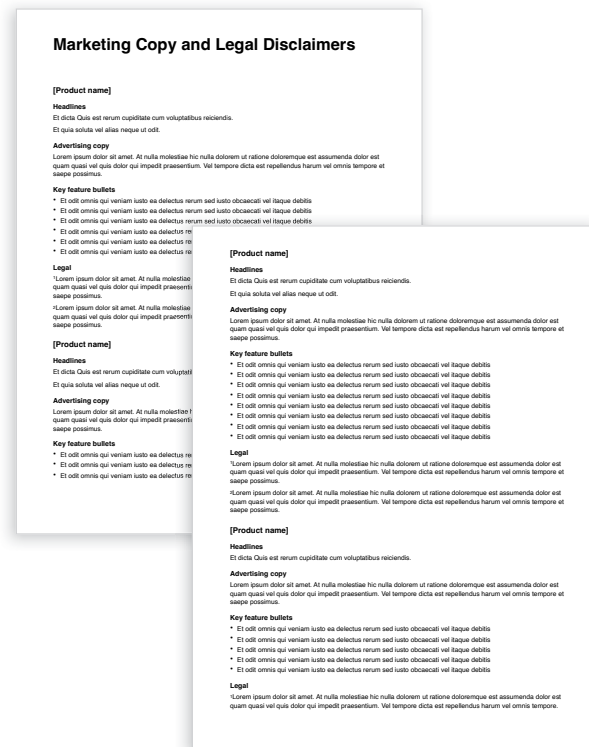


MacBook Air (13-inch), M2

Business assets

Business product copy

Business copy is provided for select models and can be found in the accompanying copy deck.



Business product images

The product images shown below can also be used for business communications. See family images page for asset to use with the full Mac lineup business copy.



MacBook Pro (14-inch) or
MacBook Pro (16-inch)



MacBook Pro (14-inch), M3



MacBook Air (13-inch), M3
or MacBook Air (15-inch), M3



MacBook Air (13-inch), M3 and
MacBook Air (15-inch), M3



MacBook Air
(13-inch), M2



iMac (24-inch)



Mac mini



Mac Studio



Studio Display



Mac Studio and Studio Display

Product color guidance | Mac

MacBook Air (13-inch and 15-inch)

M3 chip

Colors	Hex Color #
● Midnight	#2E3642
● Starlight	#F0E4D3
● Space Gray	#7D7E80
● Silver	#E3E4E5

MacBook Air (13-inch)

M2 chip

Colors	Hex Color #
● Midnight	#2E3642
● Starlight	#F0E4D3
● Space Gray	#7D7E80
● Silver	#E3E4E5

MacBook Pro (14-inch and 16-inch)

M3 Pro and M3 Max chips

Colors	Hex Color #
● Space Black	#2E2C2E
● Silver	#E3E4E5

MacBook Pro (14-inch)

M3 chip

Colors	Hex Color #
● Space Gray	#7D7E80
● Silver	#E3E4E5

iMac (24-inch)

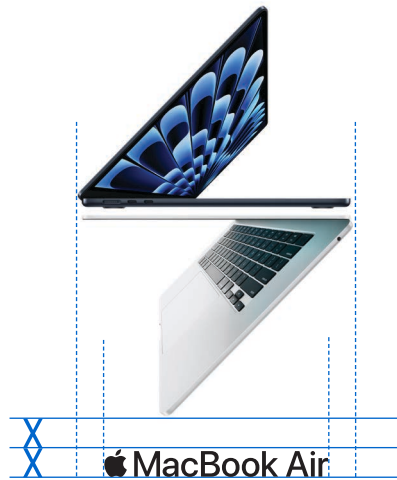
M3 chip

Colors	Hex Color #
● Blue	#26476D #A8BED2
● Green	#10505B #A3BEB4
● Pink	#B62C31 #EDB9AF
● Silver	#C7C8CA #D9DADB
● Yellow	#E0901A #E9CA95
● Orange	#E86740 #E9AA95
● Purple	#353B71 #ACACCB

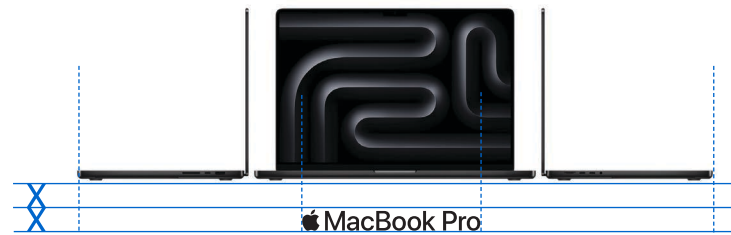
Product logos | Mac

Place the logo with the product as shown in the examples below. Logos can be used in all paid media communications. Please contact your Apple Marketing representative for more detailed guidance.

🍏 MacBook Air	🍏 MacBook Pro	🍏 iMac	🍏 Mac mini	🍏 Mac	🍏 Mac Studio
🍏 Studio Display	🍏 Mac Studio + Studio Display		🍏 Mac Pro		🍏 Pro Display XDR



Logo width should be approximately 80% of the product's horizontal dimension.



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



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

Product logos | Mac

Place the logo with the product as shown in the examples below. Logos can be used in all paid media communications. Please contact your Apple Marketing representative for more detailed guidance.

🍏 MacBook Air

🍏 MacBook Pro

🍏 iMac

🍏 Mac mini

🍏 Mac

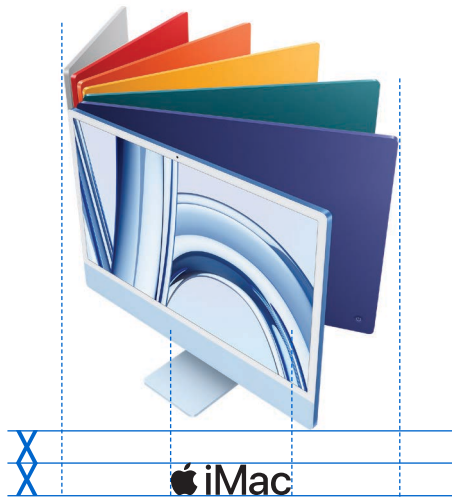
🍏 Mac Studio

🍏 Studio Display

🍏 Mac Studio + Studio Display

🍏 Mac Pro

🍏 Pro Display XDR



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



Logo width should be approximately 20% of the product's horizontal dimension.

Product logos | Mac

Place the logo with the product as shown in the examples below. Logos can be used in all paid media communications. Please contact your Apple Marketing representative for more detailed guidance.

🍏 MacBook Air	🍏 MacBook Pro	🍏 iMac	🍏 Mac mini	🍏 Mac	🍏 Mac Studio
🍏 Studio Display	🍏 Mac Studio + Studio Display		🍏 Mac Pro		🍏 Pro Display XDR



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

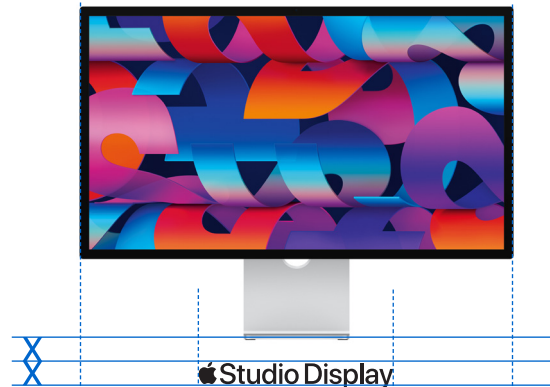
Product logos | Mac

Place the logo with the product as shown in the examples below. Logos can be used in all paid media communications. Please contact your Apple Marketing representative for more detailed guidance.

🍏 MacBook Air	🍏 MacBook Pro	🍏 iMac	🍏 Mac mini	🍏 Mac	🍏 Mac Studio
🍏 Studio Display	🍏 Mac Studio + Studio Display	🍏 Mac Pro	🍏 Mac Pro	🍏 Mac Pro	🍏 Pro Display XDR



Logo width should be approximately 70% of the product's horizontal dimension.



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



Logo width should be approximately 90% of the product's horizontal dimension.

3

Accessories and related products

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

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

Images | Mac keyboards

The first image in each set is hero. Additional images can be used in secondary positions. For copy to use with these images, see the accompanying copy deck.

Keyboards

Apple Magic Keyboard



Apple Magic Keyboard with Touch ID



Apple Magic Keyboard with Numeric Keypad



Apple Magic Keyboard with Touch ID and Numeric Keypad



Color

- White Keys
- Black Keys

Images | Mac accessories

The first image in each set is hero. Additional images can be used in secondary positions. For copy to use with these images, see the accompanying copy deck.

Trackpad

Apple Magic Trackpad

Color



- White Multi-Touch Surface
- Black Multi-Touch Surface

Mouse

Apple Magic Mouse

Color



- White Multi-Touch Surface
- Black Multi-Touch Surface

SuperDrive

Apple USB SuperDrive



Polishing Cloth

Apple Polishing Cloth



Images | Mac Pro accessories

For copy to use with these images, see the accompanying copy deck.

Apple Mac Pro Feet Kit



Apple Mac Pro Wheels Kit



Images | Mac Pro accessories

For copy to use with these images, see the accompanying copy deck.

Storage

**Promise Pegasus J2i 8TB
Internal Storage Enclosure
for Mac Pro**



Apple 2TB SSD Upgrade Kit for Mac Pro



Apple 4TB SSD Upgrade Kit for Mac Pro



Apple 8TB SSD Upgrade Kit for Mac Pro



Images | Apple Pro Display XDR accessories

The first image in each set is hero. Additional images can be used in secondary positions. For copy to use with these images, see the accompanying copy deck.

Apple Pro Display XDR accessories

Apple Pro Stand

Apple VESA Mount Adapter



Images | Related products

For copy to use with the Apple Gift Card and AppleCare images, see the accompanying copy deck.

Apple Gift Card



Physical



Digital

macOS Sonoma

macOS Sonoma

AppleCare



Note: Not all markets sell AppleCare+. Use this asset only if the product is available in your market. Please contact your Apple Marketing representative for copy and guidance.

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.

