Accessories
Asset Kit

September 2023

This document provides an overview of images you can use in communications that feature Apple accessories. For copy that accompanies these images, see "Apple Accessories Copy Deck," which includes product information, legal/requirements, and compatibility information.

Click the links below to navigate through this guide.

Accessories for:

iPhone >

iPad >

Mac >

Apple Watch >

Apple TV >

AirTag >

Apple Audio >

Apple Cables, Adapters, and Power Adapters >

iPhone Accessories

Images | iPhone 15 cases with MagSafe

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.

Silicone Case with MagSafe	iPhone 15 Pro Max	iPhone 15 Pro	Colors	
			● Guava*	● Clay*
			● Orange Sorbet*	● Light Pink*
			● Cypress*	● Storm Blue*
			● Winter Blue*	● Black*

FineWoven Case with MagSafe	iPhone 15 Pro Max	iPhone 15 Pro	Colors
			● Black*
			● Pacific Blue*
			● Evergreen*
			● Taupe*
			● Mulberry*

*Indicates new color for September 2023.

Images | iPhone 15 cases with MagSafe

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.

Clear Case with MagSafe	iPhone 15 Pro Max	Colors
		◯ Clear

Clear Case with MagSafe	iPhone 15 Pro	Colors
		◯ Clear

Images | iPhone 15 cases with MagSafe

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.

Silicone Case with MagSafe	iPhone 15 Plus	iPhone 15	Colors
			● Guava* ● Clay* ● Orange Sorbet* ● Light Pink* ● Cypress* ● Storm Blue* ● Winter Blue* ● Black*

FineWoven Case with MagSafe	iPhone 15 Plus	iPhone 15	Colors
			● Black* ● Pacific Blue* ● Evergreen* ● Taupe* ● Mulberry*

*Indicates new color for September 2023.

Images | iPhone 15 cases with MagSafe

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.

Clear Case with MagSafe	iPhone 15 Plus	Colors
		○ Clear

Clear Case with MagSafe	iPhone 15	Colors
		○ Clear

Images | iPhone 14 cases with MagSafe

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.

Silicone Case with MagSafe	**iPhone 14 Plus**	**iPhone 14**	**Colors**
			○ Chalk Pink ● Midnight ● (PRODUCT)RED™ ● Storm Blue

Images | iPhone 14 cases with MagSafe

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.

Clear Case with MagSafe	iPhone 14 Plus	Colors
		◯ Clear

Clear Case with MagSafe	iPhone 14	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 to use with these images, see the accompanying copy deck.

Silicone Case with MagSafe	iPhone 13	Colors
		● Midnight ● Chalk Pink ● (PRODUCT)RED™ ● Abyss Blue

Images | iPhone 13 cases with MagSafe

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.

Clear Case with MagSafe	**iPhone 13**	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 to use with these images, see the accompanying copy deck.

Silicone Case with MagSafe	iPhone 12	Colors
		● Deep Navy ○ White ● 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 to use with these images, see the accompanying copy deck.

Clear Case with MagSafe	iPhone 12	Colors
		○ Clear

Images | Accessories with MagSafe

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.

FineWoven Wallet with MagSafe

Colors

- ● Black*
- ● Pacific Blue*
- ● Evergreen*
- ● Taupe*
- ● Mulberry*

*Indicates new color for September 2023.

Images | Accessories with MagSafe

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.

MagSafe Charger

Images | iPhone cases

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.

Silicone Case	iPhone SE		Colors

Colors

- ● Midnight
- ● Chalk Pink
- ● (PRODUCT)RED™
- ● Abyss Blue

iPhone SE (3rd generation) cases are compatible with iPhone SE (2nd generation), 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 to use with these images, see the accompanying 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

iPad Accessories

Images | Magic Keyboard Folio

Product detail page

Product gallery

These assets are for use only in a gallery on your product detail page. Assets should appear in the sequence below. Please contact your Apple Marketing representative for more detailed guidance on sequencing.

Images

Position 1   Position 2   Position 3   Position 4   Position 5

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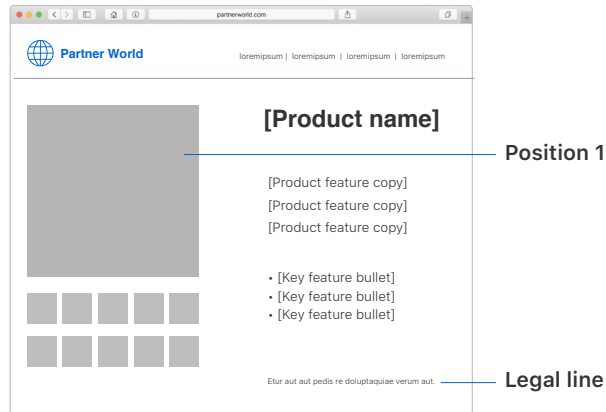
For images showing accessories, please include the following legal line: Accessories are sold separately and subject to availability. Compatibility varies by generation.

Images | Magic Keyboard

Product detail page

Product gallery

These assets are for use only in a gallery on your product detail page. Assets should appear in the sequence below. Select images will be provided for all models and colors.
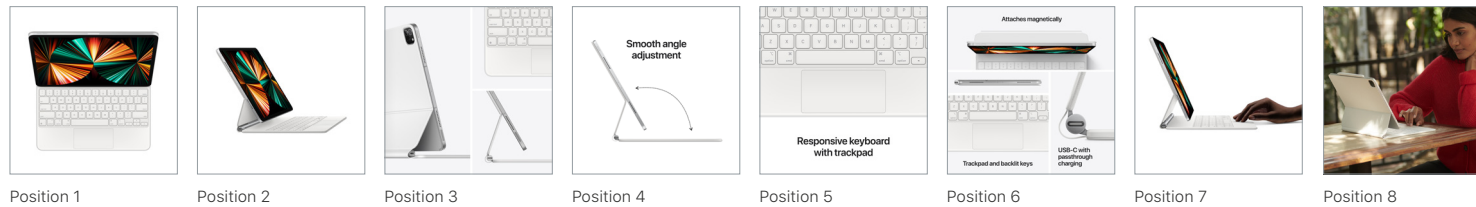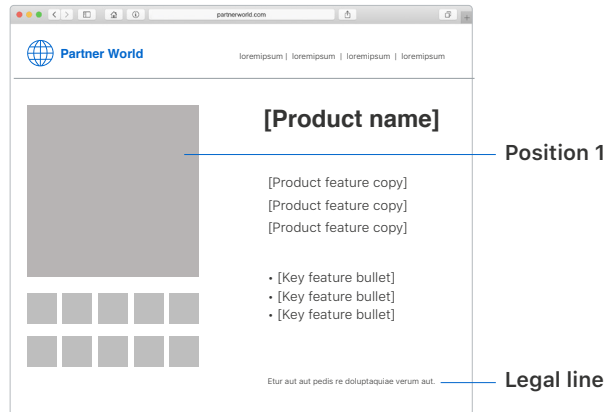
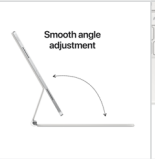|							
Position 1	Position 2	Position 3	Position 4	Position 5	Position 6	Position 7	Position 8

Guidance

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

Images | Magic Keyboard

Product gallery sequence

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

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

Images | Apple Pencil

For copy that accompanies these images, see associated copy deck.

Apple Pencil	Apple Pencil (1st generation)	Apple Pencil (2nd generation)	Apple Pencil Tips–4 pack

USB-C to Apple Pencil Adapter

Images | Magic Keyboard

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

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

○ White
● Black

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

○ White
● Black

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

Images | iPad keyboards

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

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

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

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

Images | iPad keyboards

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

Magic Keyboard Folio   **iPad** Works with iPad (10th generation).

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

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

Images | iPad cases

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

Smart Folio

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

Colors

- ● Marine Blue*
- ● Black
- ○ White

Smart Folio

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

Colors

- ● Marine Blue*
- ● Black
- ○ White

Smart Folio

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

Colors

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

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

Images | iPad cases

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

Smart Folio	**iPad** Works with iPad (10th generation).	Colors

Colors
- ⚪ White
- 🔵 Sky
- 🔴 Watermelon
- 🟡 Lemonade

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

Colors
- 🟣 English Lavender
- ⚫ Black
- ⚪ White

Smart Folio	**iPad mini** Works with iPad mini (6th generation).	Colors

Colors
- 🟣 English Lavender
- ⚫ Dark Cherry
- 🔴 Electric Orange
- ⚫ Black
- ⚪ White

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

Mac Accessories

Images | Mac keyboards

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.

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 that accompanies these images, see the associated 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 that accompanies these images, see the associated copy deck.

Apple Mac Pro Feet Kit

Apple Mac Pro Wheels Kit

Images | Mac Pro accessories

For copy that accompanies these images, see the associated 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 that accompanies these images, see the associated copy deck.

Apple Pro Display XDR accessories

Apple Pro Stand

Apple VESA Mount Adapter

Apple Watch Accessories

Images | Apple Watch bands Ultra 2

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.

Alpine Loop

Images can be used for S, M, and L band sizes.

Shown on 49mm

Colors

- Blue*†
- Indigo*†
- Olive*†

Trail Loop

Images can be used for S/M and M/L band sizes.

Shown on 49mm

Colors

- Green/Gray*†
- Blue/Black*†
- Orange/Beige*†

Ocean Band   Ocean Band Extension

Shown on 49mm

Colors

- Blue*
- Orange*
- White

*Indicates new color for September 2023.
†Carbon neutral bands. Please see page 41 for more information.

Images | Apple Watch bands Series 9 and SE

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.

Sport Band

Shown on 45mm   Shown on 41mm

Colors

- Storm Blue*
- Light Pink*
- Clay*
- Mulberry*
- Winter Blue*
- Black Unity
- Pride Edition
- (PRODUCT)RED™*
- Midnight
- Starlight

Sport Loop

Shown on 45mm   Shown on 41mm

Colors

- Midnight*†
- Starlight*†
- Light Pink*†
- Winter Blue*†
- Cypress*†
- Pride Edition

*Indicates new color for September 2023.
†Carbon neutral bands. Please see page 41 for more information.

Images | Apple Watch bands Series 9 and SE

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.

Modern Buckle

Colors

Shown on 41mm

- Mulberry*
- Lavender*
- Tan*

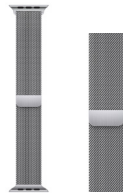## Magnetic Link

Colors

Shown on 45mm   Shown on 41mm

- Pacific Blue*
- Evergreen*
- Taupe*

*Indicates new color for September 2023.

Images | Apple Watch bands Series 9 and SE

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.

Milanese Loop

Shown on 45mm   Shown on 41mm

Colors

○ Silver
○ Gold
● Graphite

Link Bracelet

Shown on 45mm   Shown on 41mm

Colors

○ Silver
● Space Black

Images | Apple Watch bands Series 9 and SE

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.

Nike Sport Loop

Shown on 45mm   Shown on 41mm

Colors

- Bright Green/Blue*
- Game Royal/Orange*
- Sequoia/Orange*
- Black/Blue*
- Starlight/Pink*

Nike Sport Band

Shown on 45mm   Shown on 41mm

Colors

- Pure Platinum*
- Midnight Sky*
- Desert Stone*
- Blue Flame*
- Cargo Khaki*
- Magic Ember*

*Indicates new color for September 2023.

Band color guidance | Apple Watch

Apple Watch Ultra 2

Alpine Loop

Colors	Hex Color #
Blue	#404654
Indigo	#42353E
Olive	#7C7462

Ocean Band

Colors	Hex Color #
Blue	#374C5C
Orange	#FF7340
White	#EDE9E4

Apple Watch Series 9 and Apple Watch SE

Sport Band

Colors	Hex Color #
Midnight	#2F3036
Starlight	#E1DBD6
Storm Blue	#485362
Light Pink	#F7E1E1
(PRODUCT)RED™	#E33D51
Clay	#79716D
Mulberry	#784857
Winter Blue	#7F91AD

Modern Buckle

Colors	Hex Color #
Mulberry	#50303B
Lavender Blue	#707A8E
Tan	#A08D81

Magnetic Link

Colors	Hex Color #
Pacific Blue	#3E4D5B
Evergreen	#414645
Taupe	#A08D81

Milanese Loop

Colors	Hex Color #
Graphite	#3E3A36
Silver	#E6E6E7
Gold	#D4BDA1

Link Bracelet

Colors	Hex Color #
Space Black	#3E3A36
Silver	#E6E6E7

Carbon neutral guidance | Apple Watch

Overview

Through ongoing innovations in recycled materials, clean electricity, and low-carbon transportation, Apple Watch is now available in case and band combinations that are carbon neutral.

Learn more about Apple's commitment to the environment at apple.com/2030.

Implementation guidance

To help customers identify carbon neutral combinations at the point of purchase online, partners should append "carbon neutral" to the product name on the corresponding product description pages.

The provided carbon neutral feature bullet copy is evergreen and should be shown on all PDP pages for Apple Watch Ultra 2, Apple Watch Series 9, and Apple Watch SE.

Carbon neutral combinations

Apple Watch Ultra 2
Titanium case with Alpine Loop and Trail Loop.

- Titanium Case with Blue Alpine Loop
- Titanium Case with Indigo Alpine Loop
- Titanium Case with Olive Alpine Loop
- Titanium Case with Green/Gray Trail Loop
- Titanium Case with Blue/Black Trail Loop
- Titanium Case with Orange/Beige Trail Loop

Apple Watch Series 9
Aluminum case with Sport Loop.

- Starlight Aluminum Case with Starlight Sport Loop
- Midnight Aluminum Case with Midnight Sport Loop
- Silver Aluminum Case with Winter Blue Sport Loop
- Pink Aluminum Case with Light Pink Sport Loop

Apple Watch SE
Aluminum case with Sport Loop.

- Starlight Aluminum Case with Starlight Sport Loop
- Midnight Aluminum Case with Midnight Sport Loop
- Silver Aluminum Case with Winter Blue Sport Loop

Images | Apple Watch 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.

Cables

Apple Watch Magnetic Fast Charger
to USB-C Cable (1 m)

Apple Watch Magnetic Charging
Cable (1 m)

Apple TV Accessories

Images | Apple TV accessories

Product detail page

Product gallery

These assets are for use only in a gallery on your product detail page. Assets should appear in the sequence below. Please contact your Apple Marketing representative for more detailed guidance on sequencing.

Images

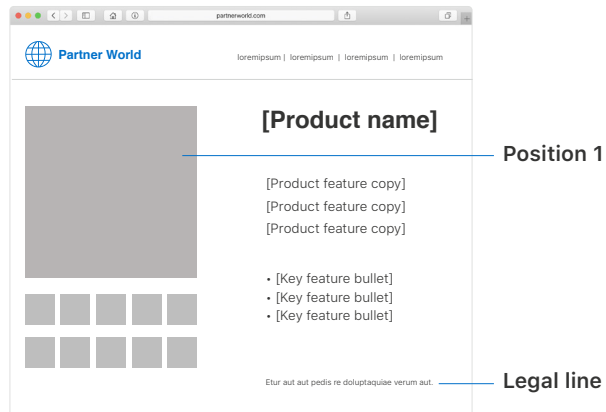
Position 1

Position 2

Position 3

Position 4

Guidance

Position 1

Legal line

Images | Apple TV accessories

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

Apple TV Remote

AirTag Accessories

Images | AirTag accessories

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

Loop

Colors

🔴 Pink Citrus
⚪ White

FineWoven Key Ring

Colors

⚫ Black*
🔵 Pacific Blue*
🟤 Taupe*
🟣 Mulberry*
🔴 Coral*

*Indicates new color for September 2023.

When using these images, please include the following legal line: AirTag is sold separately.

Apple Audio Accessories

Images | Audio accessories

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.

Headphones

Apple EarPods (USB-C)

Apple Earpods
(3.5 mm Headphone Plug)

Apple EarPods (Lightning Connector)

Audio cables and adapters

Apple Lightning to 3.5 mm Audio Cable (1.2 m)

● ○

Apple Lightning to 3.5 mm
Headphone Jack Adapter

Apple USB-C to 3.5 mm
Headphone Jack Adapter

Dots indicate available product image colors: ● Black   ○ White

Apple Cables, Adapters, and Power Adapters

Images | Cables

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.

Cables

Apple Lightning to 3.5 mm Audio Cable (1.2 m)*

● ○

Apple Lightning to USB Cable (0.5 m)

Apple Lightning to USB Cable (1 m)

Apple Lightning to USB Cable (2 m)

Apple USB-C to Lightning Cable (1 m)

Apple USB-C to Lightning Cable (2 m)

Apple 60W USB-C Charge Cable (1 m)

Apple 240W USB-C Charge Cable (2 m)

Apple USB-C to MagSafe 3 Cable (2 m)**
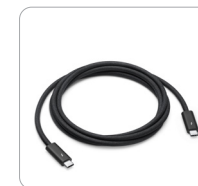
● ● ● ●

Apple Thunderbolt Cable (0.5 m)

Apple Thunderbolt Cable (2.0 m)

Apple Thunderbolt 3
(USB-C) Cable (0.8 m)

Apple Thunderbolt 4
(USB-C) Pro Cable (1 m)

Apple Thunderbolt 4
(USB-C) Pro Cable (1.8 m)

Apple Thunderbolt 4
(USB-C) Pro Cable (3 m)

*Dots indicate available product image colors: ● Black   ○ White

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

Images | Adapters

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.

Adapters

Apple Lightning to 3.5 mm
Headphone Jack Adapter

Apple Lightning
Digital AV Adapter

Apple Lightning to VGA Adapter

Apple Lightning to SD Card Camera Reader

Apple Lightning to USB 3
Camera Adapter

Apple Lightning to USB
Camera Adapter

Apple Lightning to
Micro USB Adapter

Apple USB-C to
Lightning Adapter

Apple USB-C to 3.5 mm
Headphone Jack Adapter

Apple USB-C Digital AV Multiport Adapter

Apple USB-C to SD Card Reader

Apple USB-C to USB Adapter

Apple USB-C VGA Multiport Adapter

Images | Adapters

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.

Adapters

Apple Thunderbolt to
Gigabit Ethernet Adapter

Apple Thunderbolt to FireWire Adapter

Apple Thunderbolt 3 (USB-C)
to Thunderbolt 2 Adapter

Apple MagSafe to MagSafe 2 Converter

Apple USB Ethernet Adapter

Images | Power adapters

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.

Power adapters

Apple 5W USB
Power Adapter

Apple 20W USB-C
Power Adapter

Apple 35W Dual USB-C Port Compact
Power Adapter

Apple 12W USB Power Adapter

Apple 30W USB-C Power Adapter

Apple 35W Dual USB-C Port Power Adapter

Apple 67W USB-C Power Adapter

Apple 70W USB-C Power Adapter

Apple 96W USB-C Power Adapter

Apple 140W USB-C Power Adapter

Images | Power adapters

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.
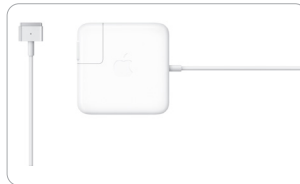
Power adapters

Apple 45W MagSafe Power Adapter
for MacBook Air

Apple 60W MagSafe Power Adapter
(for MacBook and 13-inch MacBook Pro)

Apple 85W MagSafe Power Adapter
(for 15- and 17-inch MacBook Pro)

Apple 45W MagSafe 2 Power Adapter
for MacBook Air

Apple 60W MagSafe 2 Power Adapter
(for MacBook Pro with 13-inch Retina display)

Apple 85W MagSafe 2 Power Adapter
(for MacBook Pro with Retina display)

Images | Power adapters

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.

Power adapters

Apple Power Adapter
Extension Cable

Apple World Travel Adapter Kit