



# iPhone Asset Kit

March 2023



# Let's make something great together.

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

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## Guidance

Design and messaging guidance to help you develop your marketing materials

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## Product assets

Apple product images and copy

③

## Accessories and related products

Images and copy for accessories and related products

④

## Resources

Print production guidelines, trademark information, and additional resources

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## Guidance

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

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### **Less is more.**

Strive for simple, clean, and uncluttered communications.

### **The product is hero.**

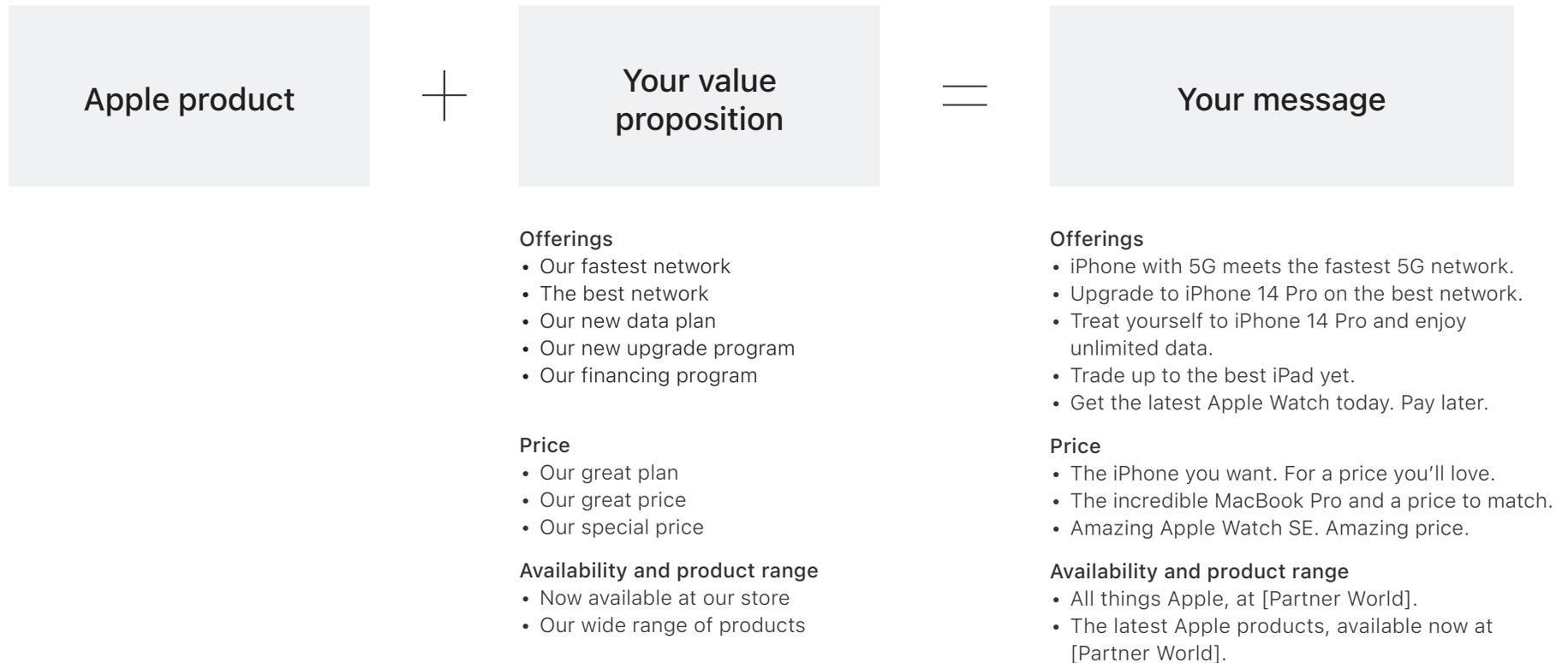
Present product image as the visual focus and not one of many.

### **Keep it simple.**

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

# Messaging guidance

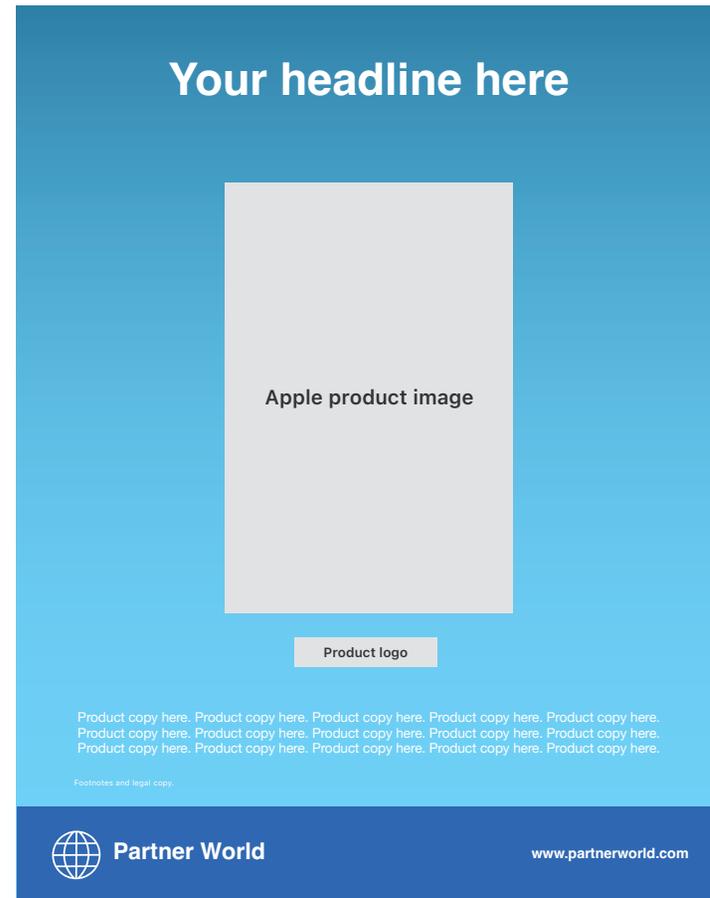
Your headline and message should help customers understand why they should buy Apple products from you. It should be a formula of what's great about your offer and why it's even better with Apple products. When added together, the results should be the best thing for the customer. See the examples below.



# 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.



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## 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.

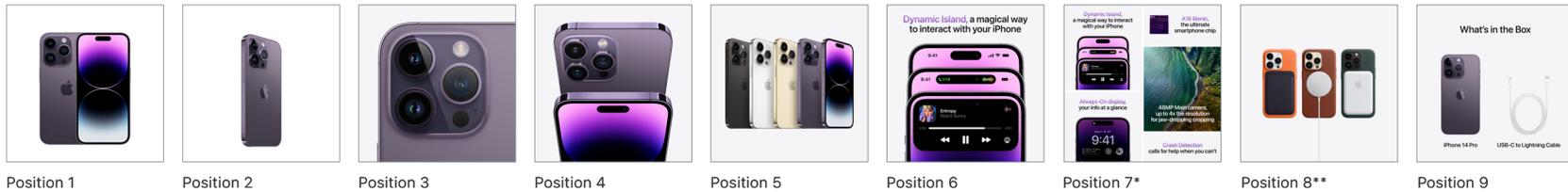
# Images | iPhone 14 Pro

## Product detail page

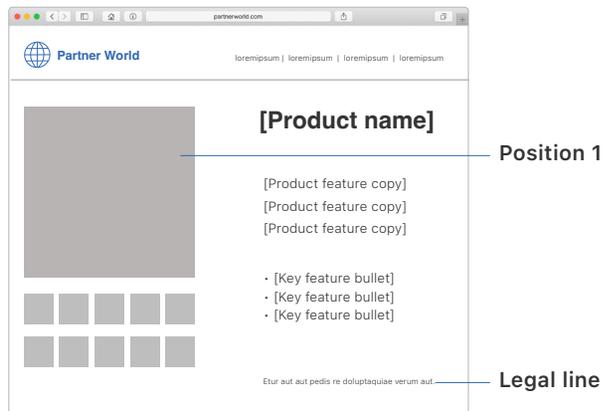
### Product gallery

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 lines:**

**Crash Detection:** Crash Detection can detect a severe car crash and call for help. Requires a cellular connection or Wi-Fi Calling.

**Camera resolution:** Compared with the previous generation.

**\*\*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 14 Pro Max and iPhone 14 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 14 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 14 Pro

## Hero

Can be used for OOH.



## Hero vertical

Can be used for OOH.



Hero images can be used in both iPhone 14 Pro Max and iPhone 14 Pro communications.

Dots indicate available product image colors: ● Deep Purple ● Gold ● Silver ● Space Black

# Images | iPhone 14 Pro

## iPhone 14 Pro Max and iPhone 14 Pro

### Extreme vertical

Can be used for OOH.

This image may not be cropped.



### Combo

Can be used for OOH.



## iPhone 14 Pro Max

### Lineup



## iPhone 14 Pro



### 2-up

Not for use in paid marketing.

For use only on your website.



Dots indicate available product image colors: ● Deep Purple ● Gold ● Silver ● Space Black

# Images | iPhone 14

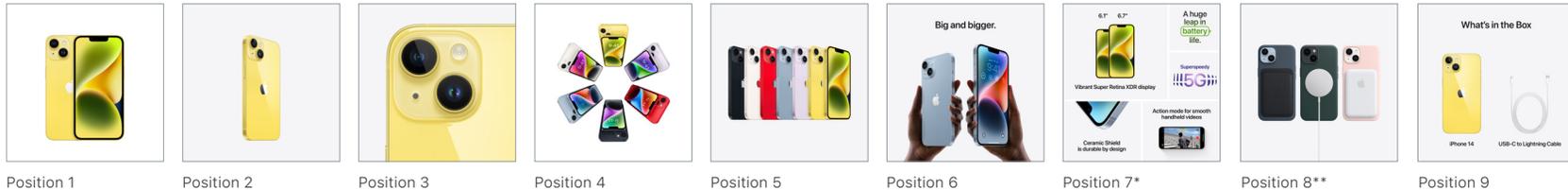
Assets are available in both 5G and non-5G versions.

## Product detail page

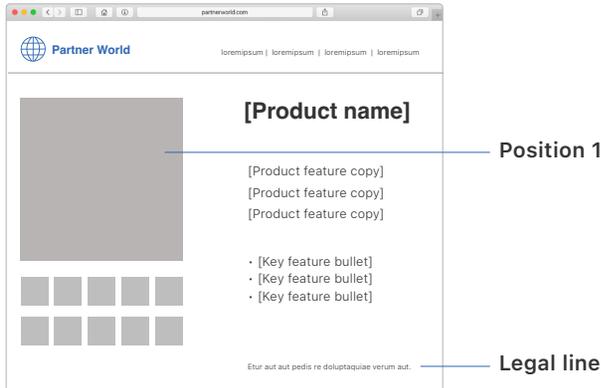
### Product gallery

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

### Images



### Guidance



**\*When using this image, please include the following legal line:**

**Display:** 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 (iPhone 14), 6.68 inches (iPhone 14 Plus), 6.12 inches (iPhone 14 Pro), or 6.69 inches (iPhone 14 Pro Max) diagonally. Actual viewable area is less.

**Power and Battery:** All battery claims depend on network configuration and many other factors; actual results will vary. Battery has limited recharge cycles and may eventually need to be replaced. Battery life and charge cycles vary by use and settings. See [apple.com/batteries](https://apple.com/batteries) and [apple.com/iphone/battery.html](https://apple.com/iphone/battery.html) for more information.

**Cellular and Wireless:** 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](https://apple.com/iphone/cellular).

**For the 5G-capable and non-5G alt image (not shown):**

**Water Resistance:** iPhone 14 and iPhone 14 Plus are splash, water, and dust resistant and were 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.

**\*\*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 14 Plus and iPhone 14 do not include a power adapter or EarPods. Please use your existing Apple power adapter and headphones or purchase these accessories separately.

# Images | iPhone 14

## 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 14

## Hero vertical

Can be used for OOH.



## Hero horizontal

Can be used for OOH.



Hero images can be used in both iPhone 14 and iPhone 14 Plus communications. Please see corresponding copy section for headline guidance.

# Images | iPhone 14

## iPhone 14 Plus and iPhone 14

**Hero alt\***  
Can be used  
for OOH.



**Combo**  
Can be used  
for OOH.



## iPhone 14 Plus

## iPhone 14

**Lineup**



**2-up**  
Not for use in  
paid marketing.  
For use only on  
your website.



\*Hero alt image can be used in both iPhone 14 and iPhone 14 Plus communications.

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

# Images | iPhone SE

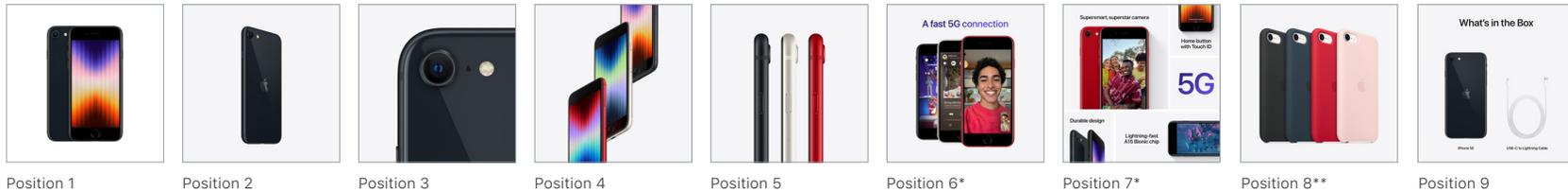
Assets are available in both 5G and non-5G versions.

## Product detail page

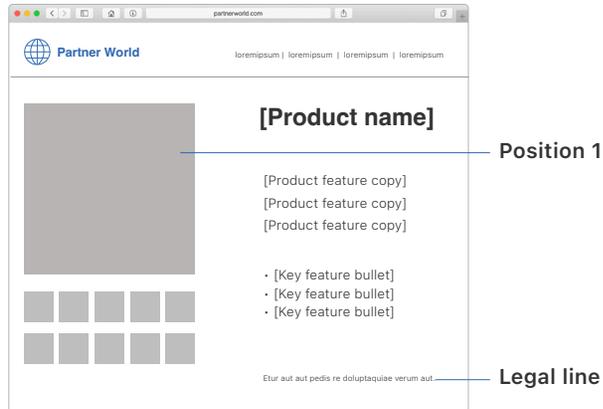
### Product gallery

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

### Images



### Guidance



**\*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](https://apple.com/iphone/cellular).

**\*\*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 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	8	9
									
9 images	✓	✓	✓	✓	✓	✓	✓	✓	✓
8 images	✓	✓	✓	✓	✓	✓	✓		✓
7 images	✓	✓	✓		✓	✓	✓		✓
6 images	✓	✓	✓		✓		✓		✓
5 images	✓		✓		✓		✓		✓

# Images | iPhone SE

## iPhone SE

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### Hero

Can be used  
for OOH.



# Images | iPhone SE

## iPhone SE

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### Lineup



### 2-up

Not for use in  
paid marketing.  
For use only on  
your website.



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

# Images | iPhone 13

## Product detail page

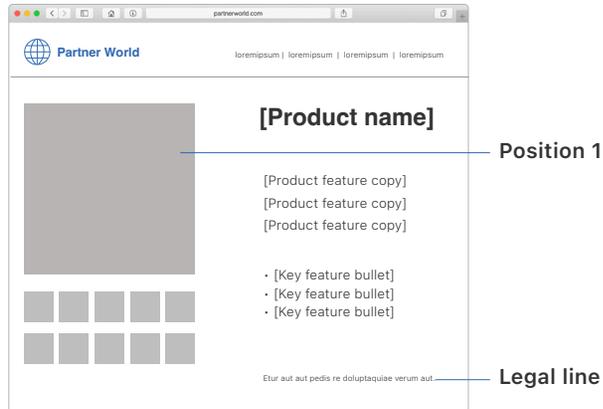
### Product gallery

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](https://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.

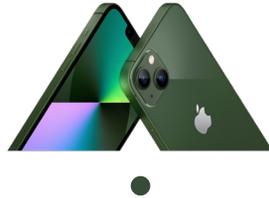
Position	1	2	3	4	5	6	7	8	9
									
9 images	✓	✓	✓	✓	✓	✓	✓	✓	✓
8 images	✓	✓	✓	✓	✓	✓	✓		✓
7 images	✓	✓	✓		✓	✓	✓		✓
6 images	✓	✓	✓		✓		✓		✓
5 images	✓		✓		✓		✓		✓

# Images | iPhone 13

## iPhone 13 and iPhone 13 mini

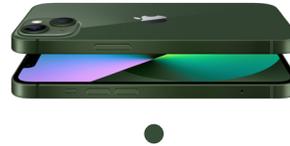
### Hero\*

Can be used for OOH.



### Hero horizontal\*

Can be used for OOH.



### Hero alt\*

Can be used for OOH.



### Combo

Can be used for OOH.



## iPhone 13

## iPhone 13 mini

### Lineup



### 2-up

Not for use in paid marketing.  
For use only on your website.



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

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

# Images | iPhone 12

## Product detail page

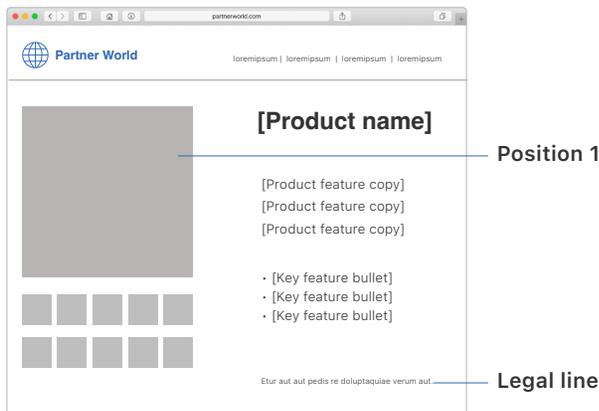
### Product gallery

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



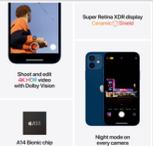
**\*When using this image, please include the following legal line:** Data plan required. 5G is available in select markets and through select carriers. Speeds vary based on site conditions and carrier. For details on 5G support, contact your carrier and see [apple.com/iphone/cellular](https://apple.com/iphone/cellular).

**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 does 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
								
8 images	✓	✓	✓	✓	✓	✓	✓	✓
7 images	✓	✓	✓	✓	✓	✓		✓
6 images	✓	✓	✓	✓		✓		✓
5 images	✓		✓	✓		✓		✓

\*For non-5G markets, position 5 should be removed from the gallery.

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

### Images



Position 1



Position 2

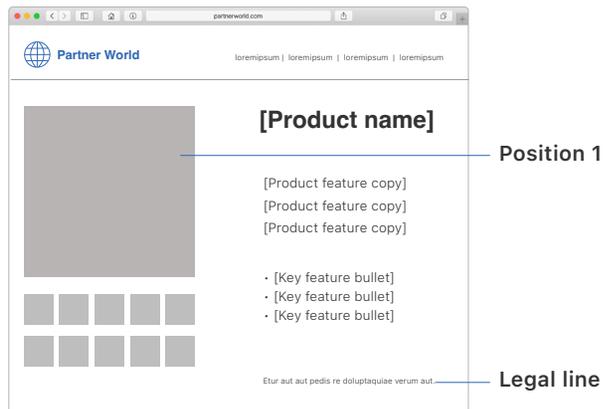


Position 3



Position 4

### Guidance



**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 12 and iPhone 11

## iPhone 12

### Hero\*

Can be used for OOH.



### Square\*

Can be used for OOH.



### Lineup



### 2-up

Not for use in paid marketing.  
For use only on your website.



## iPhone 11



Dots under iPhone 12 indicate available product image colors: ● Blue ● Purple ● Green ● (PRODUCT)RED™ ● White ● Black  
Dots under iPhone 11 indicate available product image colors: ● White ● Black

# Copy | iPhone 14 Pro

## iPhone 14 Pro Max

<b>Headlines</b>	<b>iPhone 14 Pro Max. Pro. Beyond.</b> <b>iPhone 14 Pro Max. All Systems Pro.</b>
<b>Advertising copy</b>	iPhone 14 Pro Max. Capture incredible detail with a 48MP Main camera. Experience iPhone with Dynamic Island and Always-On display. Crash Detection, <sup>1</sup> a vital safety feature, can detect a severe car crash and call for help.
<b>Key feature bullets</b> Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none"><li>• 6.7-inch Super Retina XDR display<sup>2</sup> featuring Always-On and ProMotion</li><li>• Dynamic Island, a magical way to interact with iPhone</li><li>• 48MP Main camera for up to 4x greater resolution</li><li>• Cinematic mode now in 4K Dolby Vision up to 30 fps</li><li>• Action mode for smooth, steady, handheld videos</li><li>• All-day battery life and up to 29 hours of video playback<sup>3</sup></li><li>• Vital safety technology—Crash Detection<sup>1</sup> can detect a severe car crash and call for help</li><li>• A16 Bionic, the ultimate smartphone chip. Superfast 5G cellular<sup>4</sup></li><li>• Industry-leading durability features with Ceramic Shield and water resistance<sup>5</sup></li><li>• iOS 16 offers even more ways to personalize, communicate, and share<sup>6</sup></li></ul>
5G-capable alt	• A16 Bionic, the ultimate smartphone chip. 5G capable <sup>4</sup>
Non-5G alt	• A16 Bionic, the ultimate smartphone chip
<b>Legal</b> For non-5G alt, remove fourth legal footnote.	<p><sup>1</sup>iPhone 14 Pro Max can detect a severe car crash and call for help. Requires a cellular connection or Wi-Fi Calling.</p> <p><sup>2</sup>The display has rounded corners. When measured as a rectangle, the screen is 6.69 inches diagonally. Actual viewable area is less.</p> <p><sup>3</sup>Battery life varies by use and configuration; see <a href="https://apple.com/batteries">apple.com/batteries</a> for more information.</p> <p><sup>4</sup>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 <a href="https://apple.com/iphone/cellular">apple.com/iphone/cellular</a>.</p> <p><sup>5</sup>iPhone 14 Pro Max 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><sup>6</sup>Some features may not be available for all countries or all areas.</p>
<b>Technical specifications</b>	Go to <a href="https://apple.com/iphone/compare">apple.com/iphone/compare</a> for a complete set.

# Copy | iPhone 14 Pro

## iPhone 14 Pro

### Headlines

**iPhone 14 Pro. Pro. Beyond.**  
**iPhone 14 Pro. All Systems Pro.**

### Advertising copy

iPhone 14 Pro. Capture incredible detail with a 48MP Main camera. Experience iPhone with Dynamic Island and Always-On display. Crash Detection,<sup>1</sup> a vital safety feature, can detect a severe car crash and call for help.

### Key feature bullets

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

- 6.1-inch Super Retina XDR display<sup>2</sup> featuring Always-On and ProMotion
- Dynamic Island, a magical way to interact with iPhone
- 48MP Main camera for up to 4x greater resolution
- Cinematic mode now in 4K Dolby Vision up to 30 fps
- Action mode for smooth, steady, handheld videos
- All-day battery life and up to 23 hours of video playback<sup>3</sup>
- Vital safety technology—Crash Detection<sup>1</sup> calls for help when you can't
- A16 Bionic, the ultimate smartphone chip. Superfast 5G cellular<sup>4</sup>
- Industry-leading durability features with Ceramic Shield and water resistance<sup>5</sup>
- iOS 16 offers even more ways to personalize, communicate, and share<sup>6</sup>

5G-capable alt

- A16 Bionic, the ultimate smartphone chip. 5G capable<sup>4</sup>

Non-5G alt

- A16 Bionic, the ultimate smartphone chip

### Legal

For non-5G alt, remove fourth legal footnote.

<sup>1</sup>iPhone 14 Pro can detect a severe car crash and call for help. Requires a cellular connection or Wi-Fi Calling.

<sup>2</sup>The display has rounded corners. When measured as a rectangle, the screen is 6.12 inches diagonally. Actual viewable area is less.

<sup>3</sup>Battery life varies by use and configuration; see [apple.com/batteries](https://apple.com/batteries) for more information.

<sup>4</sup>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](https://apple.com/iphone/cellular).

<sup>5</sup>iPhone 14 Pro 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.

<sup>6</sup>Some features may not be available for all countries or all areas.

### Technical specifications

Go to [apple.com/iphone/compare](https://apple.com/iphone/compare) for a complete set.

# Copy | iPhone 14

## iPhone 14 Plus

<b>Headlines</b>	<b>iPhone 14 Plus. In full bloom.</b> <b>iPhone 14 Plus. Choose colorfully.</b> <b>iPhone 14 Plus. Now with a splash of yellow.</b> <b>iPhone 14 Plus. Now that's big.</b> <b>iPhone 14 Plus. This is huge.</b>	<b>For use with hero vertical image only</b> <b>iPhone 14 Plus. Hello Yellow.</b>
<b>Advertising copy</b>	iPhone 14 Plus. Think big with a larger 6.7-inch display <sup>1</sup> and the longest battery life of any iPhone ever. <sup>2</sup> Capture stunning photos in low light and bright light with the dual-camera system. Crash Detection, <sup>3</sup> a vital safety feature, can detect a severe car crash and call for help.	
<b>Key feature bullets</b> Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none"><li>• 6.7-inch Super Retina XDR display<sup>1</sup></li><li>• All-day battery life and up to 26 hours of video playback<sup>2</sup></li><li>• Industry-leading durability features with Ceramic Shield and water resistance<sup>4</sup></li><li>• A15 Bionic chip with 5-core GPU for lightning-fast performance. Superfast 5G cellular<sup>5</sup></li><li>• Advanced camera system for better photos in any light</li><li>• Action mode for smooth, steady, handheld videos</li><li>• Cinematic mode now in 4K Dolby Vision up to 30 fps</li><li>• Vital safety technology—Crash Detection<sup>3</sup> can detect a severe car crash and call for help.</li><li>• iOS 16 offers even more ways to personalize, communicate, and share<sup>6</sup></li></ul>	
5G-capable alt	..... • A15 Bionic chip with 5-core GPU for lightning-fast performance. 5G capable <sup>5</sup> .....	
Non-5G alt	..... • A15 Bionic chip with 5-core GPU for lightning-fast performance .....	
<b>Legal</b> For non-5G alt, remove fifth legal footnote.	<p><sup>1</sup>The display has rounded corners. When measured as a standard rectangular shape, the screen is 6.68 inches diagonally. Actual viewable area is less.</p> <p><sup>2</sup>Battery life varies by use and configuration; see <a href="https://apple.com/batteries">apple.com/batteries</a> for more information.</p> <p><sup>3</sup>iPhone 14 Plus can detect a severe car crash and call for help. Requires a cellular connection or Wi-Fi Calling.</p> <p><sup>4</sup>iPhone 14 Plus 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><sup>5</sup>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 <a href="https://apple.com/iphone/cellular">apple.com/iphone/cellular</a>.</p> <p><sup>6</sup>Some features may not be available for all countries or all areas.</p>	
<b>Technical specifications</b>	Go to <a href="https://apple.com/iphone/compare">apple.com/iphone/compare</a> for a complete set.	

# Copy | iPhone 14

## iPhone 14

<b>Headlines</b>	<p><b>iPhone 14. In full bloom.</b></p> <p><b>iPhone 14. Choose colorfully.</b></p> <p><b>iPhone 14. Now with a splash of yellow.</b></p>	<p><b>iPhone 14. Full of fantastic features.</b></p> <p><b>iPhone 14. Way more wow.</b></p> <p><b>iPhone 14. A huge leap forward.</b></p>	<p><b>For use with hero vertical image only</b></p> <p><b>iPhone 14. Hello Yellow.</b></p>
<b>Advertising copy</b>	<p>iPhone 14. With the most impressive dual-camera system on iPhone. Capture stunning photos in low light and bright light. Crash Detection,<sup>1</sup> a vital safety feature, can detect a severe car crash and call for help.</p>		
<b>Key feature bullets</b> Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none"> <li>• 6.1-inch Super Retina XDR display<sup>2</sup></li> <li>• All-day battery life and up to 20 hours of video playback<sup>3</sup></li> <li>• Industry-leading durability features with Ceramic Shield and water resistance<sup>4</sup></li> <li>• A15 Bionic chip with 5-core GPU for lightning-fast performance. Superfast 5G cellular<sup>5</sup></li> <li>• Advanced camera system for better photos in any light</li> <li>• Action mode for smooth, steady, handheld videos</li> <li>• Cinematic mode now in 4K Dolby Vision up to 30 fps</li> <li>• Vital safety technology—Crash Detection<sup>1</sup> can detect a severe car crash and call for help</li> <li>• iOS 16 offers even more ways to personalize, communicate, and share<sup>6</sup></li> </ul>		
5G-capable alt	<ul style="list-style-type: none"> <li>• A15 Bionic chip with 5-core GPU for lightning-fast performance. 5G capable<sup>5</sup></li> </ul>		
Non-5G alt	<ul style="list-style-type: none"> <li>• A15 Bionic chip with 5-core GPU for lightning-fast performance</li> </ul>		
<b>Legal</b> For non-5G alt, remove fifth legal footnote.	<p><sup>1</sup>iPhone 14 can detect a severe car crash and call for help. Requires a cellular connection or Wi-Fi Calling.</p> <p><sup>2</sup>The display has rounded corners. When measured as a standard rectangular shape, the screen is 6.06 inches diagonally. Actual viewable area is less.</p> <p><sup>3</sup>Battery life varies by use and configuration; see <a href="https://apple.com/batteries">apple.com/batteries</a> for more information.</p> <p><sup>4</sup>iPhone 14 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><sup>5</sup>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 <a href="https://apple.com/iphone/cellular">apple.com/iphone/cellular</a>.</p> <p><sup>6</sup>Some features may not be available for all countries or all areas.</p>		
<b>Technical specifications</b>	<p>Go to <a href="https://apple.com/iphone/compare">apple.com/iphone/compare</a> for a complete set.</p>		

## iPhone 14 (PRODUCT)RED

<b>Product name guidelines</b>	<ul style="list-style-type: none"> <li>• Product name should always appear in the headline: iPhone 14 (PRODUCT)RED.</li> <li>• Use iPhone 14 product copy provided above.</li> <li>• 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 to fight AIDS and mitigate the impact of COVID-19 with (RED). See <a href="https://apple.com/product-red">apple.com/product-red</a> for more information.</li> </ul>
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# Copy | iPhone 14

## Combo headlines

iPhone 14 Pro and iPhone 14 Pro Max

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Headlines

**iPhone 14 Pro and iPhone 14 Pro Max. All systems Pro.**

**iPhone 14 Pro and iPhone 14 Pro Max. Pro. Beyond.**

iPhone 14 and iPhone 14 Plus

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Headline

**iPhone 14 and iPhone 14 Plus. Big and bigger. Choose colorfully.**

**iPhone 14 and iPhone 14 Plus. Big and bigger.**

**For use with hero vertical image only**

**iPhone 14 and iPhone 14 Plus. Hello Yellow.**

# Copy | iPhone SE

iPhone SE	
<b>Headlines</b>	<p><b>Love the power. Love the price.</b></p> <p><b>Serious power. Serious value.</b></p> <p><b>The most powerful 4.7-inch iPhone ever.</b></p>
<b>Advertising copy</b>	Lightning-fast A15 Bionic chip and fast 5G. <sup>1</sup> Big-time battery life and a superstar camera. Plus, a remarkably durable design and a Home button with secure Touch ID.
5G-capable/Non-5G alt	Lightning-fast A15 Bionic chip. Big-time battery life and a superstar camera. Plus, a remarkably durable design and a Home button with secure Touch ID.
<b>Key feature bullets</b> Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none"> <li>• 4.7-inch Retina HD display<sup>2</sup></li> <li>• Single-camera system with 12MP Main camera</li> <li>• 7MP FaceTime HD camera</li> <li>• A15 Bionic chip with 4-core GPU</li> <li>• Up to 15 hours of video playback<sup>3</sup></li> <li>• 5G cellular<sup>1</sup></li> <li>• Durable design and water resistance<sup>4</sup></li> <li>• Home button with Touch ID for secure authentication</li> <li>• iOS 16 offers even more ways to personalize, communicate, and share<sup>5</sup></li> </ul>
5G-capable alt	• 5G capable <sup>1</sup>
Non-5G alt	<i>Remove sixth feature bullet.</i>
<b>Legal</b> For non-5G alt, remove first legal footnote.	<p><sup>1</sup>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 <a href="https://apple.com/iphone/cellular">apple.com/iphone/cellular</a>.</p> <p><sup>2</sup>Display size is measured diagonally.</p> <p><sup>3</sup>Battery life varies by use and configuration; see <a href="https://apple.com/batteries">apple.com/batteries</a> for more information.</p> <p><sup>4</sup>iPhone SE is splash, water, and dust resistant and was tested under controlled laboratory conditions with 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. 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><sup>5</sup>Some features may not be available for all countries or all areas.</p>
<b>Technical specifications</b>	Go to <a href="https://apple.com/iphone/compare">apple.com/iphone/compare</a> 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 to fight AIDS and mitigate the impact of COVID-19 with (RED). See [apple.com/product-red](https://apple.com/product-red) for more information.

# Copy | iPhone 13

## iPhone 13

<b>Headlines</b>	<b>iPhone 13. Your new superpower.</b> <b>iPhone 13. All-out standout.</b>
<b>Advertising copy</b>	iPhone 13. Advanced dual-camera system. Lightning-fast A15 Bionic chip. A big leap in battery life. Durable design. Superfast 5G. <sup>1</sup> And a bright Super Retina XDR display.
5G-capable/Non-5G alt	iPhone 13. Advanced dual-camera system. Lightning-fast A15 Bionic chip. A big leap in battery life. Durable design. And a bright Super Retina XDR display.
<b>Key feature bullets</b> Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none"><li>• 6.1-inch Super Retina XDR display<sup>2</sup></li><li>• Cinematic mode adds shallow depth of field and shifts focus automatically in your videos</li><li>• Dual-camera system with 12MP Main and Ultra Wide cameras</li><li>• 12MP TrueDepth front camera</li><li>• A15 Bionic chip with 4-core GPU. Superfast 5G cellular<sup>1</sup></li><li>• Up to 19 hours of video playback<sup>3</sup></li><li>• Industry-leading durability features with Ceramic Shield and water resistance<sup>4</sup></li><li>• iOS 16 offers even more ways to personalize, communicate, and share<sup>5</sup></li><li>• MagSafe accessories for easy attach and faster wireless charging<sup>6</sup></li></ul>
5G-capable alt	<ul style="list-style-type: none"><li>• A15 Bionic chip with 4-core GPU. 5G capable<sup>1</sup></li></ul>
Non-5G alt	<ul style="list-style-type: none"><li>• A15 Bionic chip with 4-core GPU</li></ul>
<b>Legal</b> For non-5G alt, remove first legal footnote.	<p><sup>1</sup>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 <a href="https://apple.com/iphone/cellular">apple.com/iphone/cellular</a>.</p> <p><sup>2</sup>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><sup>3</sup>Battery life varies by use and configuration; see <a href="https://apple.com/batteries">apple.com/batteries</a> for more information.</p> <p><sup>4</sup>iPhone 13 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><sup>5</sup>Some features may not be available for all countries or all areas.</p> <p><sup>6</sup>Accessories are sold separately.</p>
<b>Technical specifications</b>	Go to <a href="https://apple.com/iphone/compare">apple.com/iphone/compare</a> for a complete set.

## iPhone 13 (PRODUCT)RED

<b>Product name guidelines</b>	<ul style="list-style-type: none"><li>• Product name should always appear in the headline: iPhone 13 (PRODUCT)RED.</li><li>• Use iPhone 13 product copy provided above.</li><li>• 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 to fight AIDS and mitigate the impact of COVID-19 with (RED). See <a href="https://apple.com/product-red">apple.com/product-red</a> for more information.</li></ul>
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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. Advanced dual-camera system. Lightning-fast A15 Bionic chip. A leap in battery life. Durable design. Superfast 5G.<sup>1</sup> And a bright Super Retina XDR display.

### 5G-capable/Non-5G alt

iPhone 13 mini. Advanced dual-camera system. Lightning-fast A15 Bionic chip. A leap in battery life. Durable design. And a bright Super Retina XDR display.

### Key feature bullets

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

- 5.4-inch Super Retina XDR display<sup>2</sup>
- Cinematic mode adds shallow depth of field and shifts focus automatically in your videos
- Dual-camera system with 12MP Main and Ultra Wide cameras
- 12MP TrueDepth front camera
- A15 Bionic chip with 4-core GPU. Superfast 5G cellular<sup>1</sup>
- Up to 17 hours of video playback<sup>3</sup>
- Industry-leading durability features with Ceramic Shield and water resistance<sup>4</sup>
- iOS 16 offers even more ways to personalize, communicate, and share<sup>5</sup>
- MagSafe accessories for easy attach and faster wireless charging<sup>6</sup>

### 5G-capable alt

- A15 Bionic chip with 4-core GPU. 5G capable<sup>1</sup>

### Non-5G alt

- A15 Bionic chip with 4-core GPU

### Legal

For non-5G alt, remove first legal footnote.

<sup>1</sup>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](https://apple.com/iphone/cellular).

<sup>2</sup>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.

<sup>3</sup>Battery life varies by use and configuration; see [apple.com/batteries](https://apple.com/batteries) for more information.

<sup>4</sup>iPhone 13 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.

<sup>5</sup>Some features may not be available for all countries or all areas.

<sup>6</sup>Accessories are sold separately.

### Technical specifications

Go to [apple.com/iphone/compare](https://apple.com/iphone/compare) for a complete set.

## iPhone 13 mini

### Product name guidelines

- For headlines and copy, use lowercase letters for mini without adjustments.

## iPhone 13 mini (PRODUCT)RED

- 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 to fight AIDS and mitigate the impact of COVID-19 with (RED). See [apple.com/product-red](https://apple.com/product-red) for more information.

# Copy | iPhone 13

## iPhone 13 and iPhone 13 mini

<b>Headlines</b>	<b>iPhone 13 and iPhone 13 mini. Pick your new superpower.</b> <b>iPhone 13 and iPhone 13 mini. All-out standouts.</b>
<b>Advertising copy</b>	iPhone 13 and iPhone 13 mini. Advanced dual-camera system. Lightning-fast A15 Bionic chip. A big leap in battery life. Durable design. Superfast 5G. <sup>1</sup> And brighter 6.1-inch and 5.4-inch Super Retina XDR displays. <sup>2</sup>
5G-capable/Non-5G alt	iPhone 13 and iPhone 13 mini. Advanced dual-camera system. Lightning-fast A15 Bionic chip. A big leap in battery life. Durable design. And brighter 6.1-inch and 5.4-inch Super Retina XDR displays. <sup>2</sup>
<b>Legal</b> For non-5G alt, remove first legal footnote.	<sup>1</sup> 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 <a href="https://apple.com/iphone/cellular">apple.com/iphone/cellular</a> . <sup>2</sup> The 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. Blast past fast. Experience iPhone 12. Meet iPhone 12.	5G option iPhone 12. Hello 5G.
Advertising copy	iPhone 12. With superfast 5G <sup>1</sup> and powerful A14 Bionic chip. Advanced dual-camera system. And a beautiful Super Retina XDR display, so you can see everything in vivid detail.	
5G-capable/Non-5G alt	iPhone 12. With powerful 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	<ul style="list-style-type: none"> <li>• 6.1-inch Super Retina XDR display<sup>2</sup></li> <li>• Superfast 5G cellular<sup>1</sup></li> <li>• A14 Bionic chip</li> <li>• Dual-camera system with 12MP Main and Ultra Wide cameras</li> <li>• 12MP TrueDepth front camera</li> <li>• Industry-leading durability features with Ceramic Shield and water resistance<sup>3</sup></li> <li>• MagSafe accessories for easy attach and faster wireless charging<sup>4</sup></li> <li>• iOS 16 offers even more ways to personalize, communicate, and share<sup>5</sup></li> </ul>	
5G-capable alt	• 5G capable <sup>1</sup>	
Non-5G alt	<i>Remove second feature bullet.</i>	
Legal	<p><sup>1</sup>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 <a href="https://apple.com/iphone/cellular">apple.com/iphone/cellular</a>.</p> <p><sup>2</sup>The display has rounded corners. When measured as a rectangle, the screen is 6.06 inches diagonally. Actual viewable area is less.</p> <p><sup>3</sup>iPhone 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><sup>4</sup>Accessories are sold separately.</p> <p><sup>5</sup>Some features may not be available for all countries or all areas.</p>	
Technical specifications	Go to <a href="https://apple.com/iphone/compare">apple.com/iphone/compare</a> for a complete set.	

## iPhone 12 (PRODUCT)RED

Product name guidelines	<ul style="list-style-type: none"> <li>• Product name should always appear in the headline: iPhone 12 (PRODUCT)RED.</li> <li>• Use iPhone 12 product copy provided above.</li> <li>• 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 to fight AIDS and mitigate the impact of COVID-19 with (RED). See <a href="https://apple.com/product-red">apple.com/product-red</a> for more information.</li> </ul>
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# Copy | iPhone 11

## iPhone 11

<b>Headlines</b>	<b>Take it to 11.</b> <b>Just the right amount of everything.</b> <b>See the whole picture with Ultra Wide.</b>
<b>Advertising copy</b>	Dual-camera system with Ultra Wide. Night mode and stunning video quality. Water and dust resistance. <sup>1</sup> Long-lasting battery life. <sup>2</sup> Experience iPhone at 11.
<b>Key feature bullets</b> Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none"><li>• 6.1-inch Liquid Retina HD LCD display<sup>3</sup></li><li>• Water and dust resistant<sup>1</sup></li><li>• Dual-camera system with 12MP Main and Ultra Wide cameras</li><li>• 12MP TrueDepth front camera</li><li>• Face ID for secure authentication</li><li>• A13 Bionic chip</li><li>• Fast-charge capable</li><li>• iOS 16 offers even more ways to personalize, communicate, and share<sup>4</sup></li></ul>
<b>Legal</b>	<p><sup>1</sup>iPhone 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.</p> <p><sup>2</sup>Battery life varies by use and configuration; see <a href="https://apple.com/batteries">apple.com/batteries</a> for more information.</p> <p><sup>3</sup>The display has rounded corners. When measured as a rectangle, the iPhone 11 screen is 6.06 inches diagonally. Actual viewable area is less.</p> <p><sup>4</sup>Some features may not be available for all countries or all areas.</p>
<b>Technical specifications</b>	Go to <a href="https://apple.com/iphone/compare">apple.com/iphone/compare</a> for a complete set.

# Images and copy | Family



iPhone 14 and iPhone 14 Pro family

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**Headlines**

**The most advanced iPhone models yet.**  
**Major upgrades. Exciting new features.**  
**Major camera upgrades. And so much more.**

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**Advertising copy**

iPhone 14 and iPhone 14 Pro. The most advanced iPhone models yet, with powerful new camera technologies, all-day battery life, vital safety features, and so much more.

# Copy | Upgrader iPhone 14 Pro Max

	Camera/Video	Display	Chip/Battery	Durability	Connectivity/5G <sup>†</sup>
<b>Headlines</b>	<b>The Pro camera system gets massively more Pro. 48MP Main camera. A megaleap in megapixels.</b>	<b>A magical way to experience iPhone.</b>	<b>Super-powerful. Super-efficient. Pro speed. Pro performance.</b>	<b>Designed for durability. Exceptional durability.</b>	<b>No one does 5G like iPhone.</b>
<b>Advertising copy</b>	iPhone 14 Pro Max. 48MP Main camera for up to 4x greater resolution, and four zoom options. Cinematic mode now shoots in 4K HDR at 24 fps—the film industry standard.	iPhone 14 Pro Max. Featuring a 6.7-inch Super Retina XDR display.* Dynamic Island transforms how you see alerts and activities. See essential info at a glance with Always-On display.	A16 Bionic chip, the mastermind behind the 48MP Main camera, Always-On display, and more. Incredible efficiency for all-day battery life.*	Durable design with Ceramic Shield. Surgical-grade stainless steel. Water and dust resistance.*	In more places than ever, 5G gives you superfast downloads, high-quality streaming, and serious multiplayer gaming.*
<b>Legal</b>		*The display has rounded corners. When measured as a standard rectangular shape, the screen is 6.69 inches diagonally. Actual viewable area is less.	*Battery life varies by use and configuration; see <a href="https://apple.com/batteries">apple.com/batteries</a> for more information.	*iPhone 14 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 <a href="https://apple.com/iphone/cellular">apple.com/iphone/cellular</a> .

<sup>†</sup>Remove this copy for 5G-capable and non-5G partners.

# Copy | Upgrader iPhone 14 Pro

	Camera/Video	Display	Chip/Battery	Durability	Connectivity/5G <sup>†</sup>
<b>Headlines</b>	<b>The Pro camera system gets massively more Pro. 48MP Main camera. A megaleap in megapixels.</b>	<b>A magical way to experience iPhone.</b>	<b>Super-powerful. Super-efficient. Pro speed. Pro performance.</b>	<b>Designed for durability. Exceptional durability.</b>	<b>No one does 5G like iPhone.</b>
<b>Advertising copy</b>	iPhone 14 Pro. 48MP Main camera for up to 4x greater resolution, and four zoom options. Cinematic mode now shoots in 4K HDR at 24 fps—the film industry standard.	iPhone 14 Pro. Featuring a 6.1-inch Super Retina XDR display.* Dynamic Island transforms how you see alerts and activities. See essential info at a glance with Always-On display.	A16 Bionic chip, the mastermind behind the 48MP Main camera, Always-On display, and more. Incredible efficiency for all-day battery life.*	Durable design with Ceramic Shield. Surgical-grade stainless steel. Water and dust resistance.*	In more places than ever, 5G gives you superfast downloads, high-quality streaming, and serious multiplayer gaming.*
<b>Legal</b>		*The display has rounded corners. When measured as a standard rectangular shape, the screen is 6.12 inches diagonally. Actual viewable area is less.	*Battery life varies by use and configuration; see <a href="https://apple.com/batteries">apple.com/batteries</a> for more information.	*iPhone 14 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 <a href="https://apple.com/iphone/cellular">apple.com/iphone/cellular</a> .

<sup>†</sup>Remove this copy for 5G-capable and non-5G partners.

# Copy | Upgrader iPhone 14 Plus

	Camera/Video	Display	Chip/Battery	Durability	Connectivity/5G <sup>+</sup>
<b>Headlines</b>	<p><b>iPhone 14 Plus. Cam-packed.</b></p> <p><b>iPhone 14 Plus. Big camera updates for amazing photos.</b></p> <p><b>iPhone 14 Plus. Big camera upgrades.</b></p> <p><b>iPhone 14 Plus. Big camera upgrades. Way more wow.</b></p>	<p><b>Superbig, superbright display.</b></p> <p><b>Now that's big.</b></p>	<p><b>Lightning-fast A15 Bionic chip.</b></p> <p><b>Fast that lasts.</b></p>	<p><b>Designed for durability.</b></p> <p><b>Exceptional durability.</b></p>	<p><b>No one does 5G like iPhone.</b></p>
<b>Advertising copy</b>	<p>iPhone 14 Plus. Capture better photos in any light. TrueDepth front camera now has autofocus for epic selfies. Use Action mode for smooth, steady, hand-held videos.</p>	<p>iPhone 14 Plus. Featuring a 6.7-inch Super Retina XDR display.* Enjoy viewing content and your favorite shows on a larger display.</p>	<p>Lightning-fast A15 Bionic chip with 5-core GPU for smooth graphics. And it's super efficient, helping to deliver the longest battery life of any iPhone ever.*</p>	<p>Durable design with Ceramic Shield. Aerospace-grade aluminum. Water and dust resistance.*</p>	<p>In more places than ever, 5G gives you superfast downloads, high-quality streaming, and serious multiplayer gaming.*</p>
<b>Legal</b>		<p>*The display has rounded corners. When measured as a standard rectangular shape, the screen is 6.68 inches diagonally. Actual viewable area is less.</p>	<p>*Battery life varies by use and configuration; see <a href="https://apple.com/batteries">apple.com/batteries</a> for more information.</p>	<p>*iPhone 14 Plus 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 <a href="https://apple.com/iphone/cellular">apple.com/iphone/cellular</a>.</p>

\*Remove this copy for 5G-capable and non-5G partners.

# Copy | Upgrader iPhone 14

	Camera/Video	Display	Chip/Battery	Durability	Connectivity/5G <sup>†</sup>
<b>Headlines</b>	<p><b>iPhone 14. Cam-packed.</b></p> <p><b>iPhone 14. Big camera updates for amazing photos.</b></p> <p><b>iPhone 14. Big camera upgrades.</b></p> <p><b>iPhone 14. Big camera upgrades. Way more wow.</b></p>	<p><b>A handful of beautiful.</b></p>	<p><b>Lightning-fast A15 Bionic chip.</b></p> <p><b>Fast that lasts.</b></p>	<p><b>Designed for durability.</b></p> <p><b>Exceptional durability.</b></p>	<p><b>No one does 5G like iPhone.</b></p>
<b>Advertising copy</b>	<p>iPhone 14. Capture better photos in any light. TrueDepth front camera now has autofocus for epic selfies. Use Action mode for smooth, steady, handheld videos.</p>	<p>iPhone 14. 6.1-inch Super Retina XDR OLED display* for bright whites and true blacks—with life-like colors and sharp details.</p>	<p>Lightning-fast A15 Bionic chip with 5-core GPU for smooth graphics. And it's super efficient, helping to deliver all-day battery life.*</p>	<p>Durable design with Ceramic Shield. Aerospace-grade aluminum. Water and dust resistance.*</p>	<p>In more places than ever, 5G gives you superfast downloads, high-quality streaming, and serious multiplayer gaming.*</p>
<b>Legal</b>		<p>*The display has rounded corners. 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 <a href="https://apple.com/batteries">apple.com/batteries</a> for more information.</p>	<p>*iPhone 14 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 <a href="https://apple.com/iphone/cellular">apple.com/iphone/cellular</a>.</p>

<sup>†</sup>Remove this copy for 5G-capable and non-5G partners.

# Copy | Upgrader iPhone SE

	Performance	Connectivity/5G <sup>†</sup>	Camera/Video	Battery	Durability
<b>Headlines</b>	<b>A chip that really zips. Lightning-fast A15 Bionic.</b>	<b>Fast 5G on iPhone SE. iPhone SE. With 5G. iPhone SE. With fast 5G.</b>	<b>A camera you'll instantly click with.</b>	<b>Big-time battery life. Even better battery life.</b>	<b>Durable design. Designed for durability.</b>
<b>Advertising copy</b>	A15 Bionic chip makes every task more fluid and powers Photographic Styles, Live Text, gaming, and more.*	iPhone SE. With 5G <sup>1</sup> for faster downloads, high-quality video streaming, and multiplayer gaming with less lag. Plus, SharePlay and smooth, high-definition FaceTime. <sup>2</sup>	A superstar camera automatically makes supersmart adjustments. Smart HDR 4 brings out the best in scenes. Set your look once and get it every time with Photographic Styles.	Go longer between charges. Get up to 15 hours of video playback.*	Remarkably durable design. Water resistance* protects against accidental spills and splashes from liquids like water, soda, and coffee.
<b>Legal</b>	*Some features may not be available for all countries or all areas.	<sup>1</sup> 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 <a href="https://apple.com/iphone/cellular">apple.com/iphone/cellular</a> . <sup>2</sup> Some features may not be available for all countries or all areas.		*Battery life varies by use and configuration; see <a href="https://apple.com/batteries">apple.com/batteries</a> for more information.	*iPhone SE is splash, water, and dust resistant and was tested under controlled laboratory conditions; iPhone SE (3rd generation) 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.

<sup>†</sup>Remove this copy for 5G-capable and non-5G partners.

# Copy | Upgrader iPhone 13

	Camera/Video	Display	Chip/Battery	Durability	Connectivity/5G <sup>†</sup>
<b>Headlines</b>	<p><b>iPhone 13. Huge camera upgrade.</b></p> <p><b>Cinematic. Dramatic. Automatic.</b></p>	<p><b>Brighter Super Retina XDR display.</b></p> <p><b>Superbright. Supercolorful. Supersharp.</b></p> <p><b>Superbright, supercolorful display.</b></p>	<p><b>Lightning-fast A15 Bionic chip.</b></p>	<p><b>Designed for durability. Exceptional durability.</b></p>	<p><b>No one does 5G like iPhone.</b></p>
<b>Advertising copy</b>	<p>iPhone 13. Shoot incredible low-light photos and videos with the advanced camera system. 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 super bright, 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. Dust and water resistance.*</p>	<p>In more places than ever, 5G gives you superfast downloads, high-quality streaming, and even serious multiplayer gaming.*</p>
<b>Legal</b>		<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 <a href="https://apple.com/batteries">apple.com/batteries</a> 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 <a href="https://apple.com/iphone/cellular">apple.com/iphone/cellular</a>.</p>

<sup>†</sup>Remove this copy for 5G-capable and non-5G partners.

# Copy | Upgrader iPhone 13 mini

	Camera/Video	Display	Chip/Battery	Durability	Connectivity/5G <sup>†</sup>
<b>Headlines</b>	<p><b>iPhone 13 mini. Huge camera upgrade.</b></p> <p><b>Cinematic. Dramatic. Automatic.</b></p>	<p><b>Brighter Super Retina XDR display.</b></p> <p><b>Superbright. Supercolorful. Supersharp.</b></p> <p><b>Superbright, supercolorful display.</b></p>	<p><b>Lightning-fast A15 Bionic chip.</b></p>	<p><b>Designed for durability. Exceptional durability.</b></p>	<p><b>No one does 5G like iPhone.</b></p>
<b>Advertising copy</b>	<p>iPhone 13 mini. Shoot incredible low-light photos and videos with the advanced dual-camera system. 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 super bright 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. Dust and water resistance.*</p>	<p>In more places than ever, 5G gives you superfast downloads, high-quality streaming, and even serious multiplayer gaming.*</p>
<b>Legal</b>		<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 <a href="https://apple.com/batteries">apple.com/batteries</a> 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 <a href="https://apple.com/iphone/cellular">apple.com/iphone/cellular</a>.</p>

<sup>†</sup>Remove this copy for 5G-capable and non-5G partners.

# Copy | Upgrader iPhone 12

## iPhone 12 upgrade

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### Headlines

**Upgrade to iPhone 12.**  
**iPhone 12. Blast past fast.**  
**5G option**  
**Upgrade to 5G.**

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### 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.

.....

### 5G-capable/Non-5G alt

Upgrade to iPhone 12. 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.

---

### 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](https://apple.com/iphone/cellular).

.....

### 5G-capable/Non-5G alt

*Remove legal footnote.*

# Copy | Switcher

## Switcher

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### Headlines

**Life is easier on iPhone.**

**There's nothing quite like iPhone.**

**There are so many reasons to switch to iPhone.**

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### 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 easy to move from Android to iPhone. Simply download the Move to iOS app to transfer contacts, photos, WhatsApp messages, and more.

# Images and copy | Business

## iPhone 14 Pro Max

### Images



### Small business

### Medium/large business

### Headlines

**iPhone 14 Pro Max. All Systems Pro.**  
**iPhone 14 Pro Max. Pro-level productivity.**  
**iPhone 14 Pro Max. Pro power for business.**  
**iPhone 14 Pro Max. Brilliant for your business.**

**iPhone 14 Pro Max. All Systems Pro.**  
**iPhone 14 Pro Max. Power workplace productivity.**  
**iPhone 14 Pro Max. Pro power for work.**  
**iPhone 14 Pro Max. Brilliant for business.**

### Advertising copy

iPhone 14 Pro Max. Always see what matters with Always-On display and Dynamic Island, a magical way to interact with iPhone. Launch work apps, review presentations, and take a video conference call all at once—even while on the go—with the incredible performance of A16 Bionic. All-day battery life is all-in for demanding work days.

### Key feature bullets

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

- 6.7-inch Super Retina XDR display<sup>1</sup> featuring Always-On and ProMotion
- Dynamic Island transforms how you see alerts and activities
- All-day battery life for long work days and up to 29 hours of video playback<sup>2</sup>
- A16 Bionic, the ultimate smartphone chip, for pro speed and pro efficiency
- Superfast 5G cellular<sup>3</sup> for remote collaboration and high-quality video conferencing
- Vital safety technology—Crash Detection<sup>4</sup> can detect a severe car crash and call for help

- Industry-leading durability features with Ceramic Shield and water resistance<sup>5</sup>
- 48MP Main camera delivers incredible image quality for content creation and video conferencing
- Cinematic mode now shoots to film industry standard at 24 fps for pro-level content
- Action mode for smooth, steady, handheld videos
- iOS 16 offers even more ways to personalize, communicate, and share<sup>6</sup>

### 5G-capable alt

- 5G capable<sup>3</sup>

### Non-5G alt

*Remove fifth feature bullet.*

### Legal

For non-5G alt, remove third legal footnote.

<sup>1</sup>The display has rounded corners. When measured as a rectangle, the screen is 6.69 inches diagonally. Actual viewable area is less.

<sup>2</sup>Battery life varies by use and configuration; see [apple.com/batteries](https://apple.com/batteries) for more information.

<sup>3</sup>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](https://apple.com/iphone/cellular).

<sup>4</sup>iPhone 14 Pro Max can detect a severe car crash and call for help. Requires a cellular connection or Wi-Fi Calling.

<sup>5</sup>iPhone 14 Pro Max 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.

<sup>6</sup>Some features may not be available for all countries or all areas.

### Technical specifications

Go to [apple.com/iphone/compare](https://apple.com/iphone/compare) for a complete set.

# Images and copy | Business

## iPhone 14 Pro

### Images



### Small business

### Medium/large business

#### Headlines

**iPhone 14 Pro. Pro. Beyond.**  
**iPhone 14 Pro. All Systems Pro.**  
**iPhone 14 Pro. Pro power for business.**  
**iPhone 14 Pro. Brilliant for your business.**

**iPhone 14 Pro. Pro. Beyond.**  
**iPhone 14 Pro. All Systems Pro.**  
**iPhone 14 Pro. Pro power for work.**  
**iPhone 14 Pro. Brilliant for business.**

#### Advertising copy

iPhone 14 Pro. Always see what matters with Always-On display and Dynamic Island, a magical way to interact with iPhone. Launch work apps, review presentations, and take a video conference call all at once—even while on the go—with the incredible performance of A16 Bionic. All-day battery life is all-in for demanding work days.

#### Key feature bullets

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

- 6.1-inch Super Retina XDR display<sup>1</sup> featuring Always-On and ProMotion
- Dynamic Island transforms how you see alerts and activities
- All-day battery life for long work days and up to 23 hours of video playback<sup>2</sup>
- A16 Bionic, the ultimate smartphone chip, for pro speed and pro efficiency
- Superfast 5G cellular<sup>3</sup> for remote collaboration and high-quality video conferencing
- Vital safety technology—Crash Detection<sup>4</sup> can detect a severe car crash and call for help
- Industry-leading durability features with Ceramic Shield and water resistance<sup>5</sup>
- 48MP Main camera delivers incredible image quality for content creation and video conferencing
- Cinematic mode now shoots to film industry standard at 24 fps for pro-level content
- Action mode for smooth, steady, handheld videos
- iOS 16 offers even more ways to personalize, communicate, and share<sup>6</sup>

#### 5G-capable alt

- 5G capable<sup>3</sup>

#### Non-5G alt

*Remove fifth feature bullet.*

#### Legal

For non-5G alt, remove third legal footnote.

<sup>1</sup>The display has rounded corners. When measured as a rectangle, the screen is 6.12 inches diagonally. Actual viewable area is less.  
<sup>2</sup>Battery life varies by use and configuration; see [apple.com/batteries](https://apple.com/batteries) for more information.  
<sup>3</sup>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](https://apple.com/iphone/cellular).  
<sup>4</sup>iPhone 14 Pro can detect a severe car crash and call for help. Requires a cellular connection or Wi-Fi Calling.  
<sup>5</sup>iPhone 14 Pro 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.  
<sup>6</sup>Some features may not be available for all countries or all areas.

#### Technical specifications

Go to [apple.com/iphone/compare](https://apple.com/iphone/compare) for a complete set.

# Images and copy | Business

## iPhone 14 Plus

### Images



### Small business

### Medium/large business

#### Headlines

**iPhone 14 Plus. Big for business.**  
**iPhone 14 Plus. A big leap forward.**  
**iPhone 14 Plus. Now that's big.**

**iPhone 14 Plus. Big on business.**  
**iPhone 14 Plus. A big leap forward.**  
**iPhone 14 Plus. Now that's big.**

#### Advertising copy

iPhone 14 Plus. Think big at work with a 6.7-inch display<sup>1</sup> and the longest battery life of any iPhone ever.<sup>2</sup> Tackle tough tasks with the power of A15 Bionic.

#### Key feature bullets

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

- 6.7-inch Super Retina XDR display<sup>1</sup>
- All-day battery life for long work days and up to 26 hours of video playback<sup>2</sup>
- Industry-leading durability features with Ceramic Shield and water resistance<sup>3</sup>
- A15 Bionic chip with 5-core GPU for lightning-fast performance
- Superfast 5G cellular<sup>4</sup> for remote collaboration and high-quality video conferencing
- Advanced camera system for improved image quality for content creation and video conferencing
- Action mode for smooth, steady, handheld videos
- Cinematic mode now shoots to film industry standard at 24 fps for pro-level content
- Vital safety technology—Crash Detection<sup>5</sup> can detect a severe car crash and call for help
- iOS 16 offers even more ways to personalize, communicate, and share<sup>6</sup>

#### 5G-capable alt

- 5G capable<sup>4</sup>

#### Non-5G alt

*Remove fifth feature bullet.*

#### Legal

For non-5G alt, remove fourth legal footnote.

<sup>1</sup>The display has rounded corners. When measured as a standard rectangular shape, the screen is 6.68 inches diagonally. Actual viewable area is less.

<sup>2</sup>Battery life varies by use and configuration; see [apple.com/batteries](https://apple.com/batteries) for more information.

<sup>3</sup>iPhone 14 Plus 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.

<sup>4</sup>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](https://apple.com/iphone/cellular).

<sup>5</sup>iPhone 14 Plus can detect a severe car crash and call for help. Requires a cellular connection or Wi-Fi Calling.

<sup>6</sup>Some features may not be available for all countries or all areas.

#### Technical specifications

Go to [apple.com/iphone/compare](https://apple.com/iphone/compare) for a complete set.

# Images and copy | Business

## iPhone 14

### Images



### Small business

### Medium/large business

#### Headlines

**iPhone 14. Full of hard-working features.**  
**iPhone 14. A huge leap forward for business.**  
**iPhone 14. Way more wow at work.**

**iPhone 14. Full of hard-working features.**  
**iPhone 14. A huge leap forward for work.**  
**iPhone 14. Way more wow for work.**

#### Advertising copy

iPhone 14 is packed with impressive features for work. Lightning-fast A15 Bionic delivers incredible performance for tough tasks. All-day battery life is all-in for demanding work days.

#### Key feature bullets

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

- 6.1-inch Super Retina XDR display<sup>1</sup>
- All-day battery life for long work days and up to 20 hours of video playback<sup>2</sup>
- Industry-leading durability features with Ceramic Shield and water resistance<sup>3</sup>
- A15 Bionic chip with 5-core GPU for lightning-fast performance
- Superfast 5G cellular<sup>4</sup> for remote collaboration and high-quality video conferencing

- Advanced camera system for improved image quality for content creation and video conferencing
- Action mode for smooth, steady, handheld videos
- Cinematic mode now shoots to film industry standard at 24 fps for pro-level content
- Vital safety technology—Crash Detection<sup>5</sup> can detect a severe car crash and call for help
- iOS 16 offers even more ways to personalize, communicate, and share<sup>6</sup>

#### 5G-capable alt

- 5G capable<sup>3</sup>

#### Non-5G alt

*Remove fifth feature bullet.*

#### Legal

For non-5G alt, remove fourth legal footnote.

<sup>1</sup>The display has rounded corners. When measured as a standard rectangular shape, the screen is 6.06 inches diagonally. Actual viewable area is less.

<sup>2</sup>Battery life varies by use and configuration; see [apple.com/batteries](https://apple.com/batteries) for more information.

<sup>3</sup>iPhone 14 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.

<sup>4</sup>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](https://apple.com/iphone/cellular).

<sup>5</sup>iPhone 14 can detect a severe car crash and call for help. Requires a cellular connection or Wi-Fi Calling.

<sup>6</sup>Some features may not be available for all countries or all areas.

#### Technical specifications

Go to [apple.com/iphone/compare](https://apple.com/iphone/compare) for a complete set.

# Images and copy | Business

## iPhone SE

### Images



### Small business

### Medium/large business

#### Headlines

**iPhone SE. Serious power. Serious value.  
Bring 5G to work. With iPhone SE.  
iPhone SE. Work with the most powerful 4.7-inch iPhone ever.**

**iPhone SE. Serious power. Serious value.  
iPhone SE with 5G. More speed. Less lag.  
Team up with iPhone SE. Now with 5G.  
iPhone SE with 5G. Team up with the most powerful 4.7-inch iPhone ever.**

#### Advertising copy

iPhone SE. With the power of A15 Bionic and a leap in battery life,<sup>1</sup> it's the 5G phone that your business has been waiting for.<sup>2</sup>

#### 5G-capable/Non-5G alt

iPhone SE. With the power of A15 Bionic and a leap in battery life,<sup>1</sup> it's the phone that your business has been waiting for.

#### Key feature bullets

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

- 4.7-inch Retina HD display<sup>3</sup>
- Single-camera system with 12MP Main camera
- 7MP FaceTime HD camera
- A15 Bionic chip with 4-core GPU
- Up to 15 hours of video playback<sup>1</sup>

- 5G cellular<sup>2</sup>
- Durable design and water resistance<sup>4</sup>
- Home button with Touch ID for secure authentication
- iOS 16 offers even more ways to personalize, communicate, and share<sup>5</sup>

#### 5G-capable alt

- 5G capable<sup>2</sup>

#### Non-5G alt

*Remove sixth feature bullet.*

#### Legal

For non-5G alt, remove second legal footnote.

<sup>1</sup>Battery life varies by use and configuration; see [apple.com/batteries](https://apple.com/batteries) for more information.

<sup>2</sup>Data plan required. 5G is available in select markets and through select carriers. For details on 5G support, contact your carrier and see [apple.com/iphone/cellular](https://apple.com/iphone/cellular).

<sup>3</sup>Display size is measured diagonally.

<sup>4</sup>iPhone SE (3rd generation) 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.

<sup>5</sup>Some features may not be available for all countries or all areas.

# 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

iPhone 13. Superfast 5G and powerful A15 Bionic for incredible performance, so it's easier to multitask.<sup>1</sup> A big leap in battery life for long work days.<sup>2</sup>

#### 5G-capable/Non-5G alt

iPhone 13. Powerful A15 Bionic for incredible performance, so it's easier to multitask. A big leap in battery life for long work days.<sup>2</sup>

#### Key feature bullets

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

- 6.1-inch Super Retina XDR display<sup>3</sup>
- Cinematic mode adds shallow depth of field and shifts focus automatically in your videos
- Dual-camera system with 12MP Main and Ultra Wide cameras
- 12MP TrueDepth front camera
- 5G for superfast downloads and high-quality video conferencing with your team<sup>1</sup>
- A15 Bionic chip with 4-core GPU.
- Up to 19 hours of video playback<sup>2</sup>
- Industry-leading durability features with Ceramic Shield and water resistance<sup>4</sup>
- iOS 16 offers even more ways to personalize, communicate, and share<sup>5</sup>
- MagSafe accessories for easy attach and faster wireless charging<sup>6</sup>

#### 5G-capable alt

- 5G capable<sup>1</sup>

#### Non-5G alt

*Remove fifth feature bullet.*

#### Legal

For non-5G alt, remove first legal footnote.

<sup>1</sup>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](https://apple.com/iphone/cellular).

<sup>2</sup>Compared to previous generation. Battery life varies by use and configuration; see [apple.com/batteries](https://apple.com/batteries) for more information.

<sup>3</sup>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.

<sup>4</sup>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.

<sup>5</sup>Some features may not be available for all countries or all areas.

<sup>6</sup>Accessories 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.<sup>1</sup> A leap in battery life for long work days.<sup>2</sup>

#### 5G-capable/Non-5G alt

iPhone 13 mini packs major features for business. Powerful A15 Bionic for incredible performance, so it's easier to multitask. A leap in battery life for long work days.<sup>2</sup>

#### Key feature bullets

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

- 5.4-inch Super Retina XDR display<sup>3</sup>
- Cinematic mode adds shallow depth of field and shifts focus automatically in your videos
- Dual-camera system with 12MP Main and Ultra Wide cameras
- 12MP TrueDepth front camera
- 5G for superfast downloads and high-quality video conferencing with your team<sup>1</sup>
- A15 Bionic chip with 4-core GPU
- Up to 17 hours of video playback<sup>2</sup>
- Industry-leading durability features with Ceramic Shield and water resistance<sup>4</sup>
- iOS 16 offers even more ways to personalize, communicate, and share<sup>5</sup>
- MagSafe accessories for easy attach and faster wireless charging<sup>6</sup>

#### 5G-capable alt

- 5G capable<sup>1</sup>

#### Non-5G alt

*Remove fifth feature bullet.*

#### Legal

For non-5G alt, remove first legal footnote.

<sup>1</sup>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](https://apple.com/iphone/cellular).

<sup>2</sup>Compared to previous generation. Battery life varies by use and configuration; see [apple.com/batteries](https://apple.com/batteries) for more information.

<sup>3</sup>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.

<sup>4</sup>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.

<sup>5</sup>Some features may not be available for all countries or all areas.

<sup>6</sup>Accessories are sold separately.

# Images and copy | Business

## iPhone 12

### Images



### Small business

### Medium/large business

### Headlines

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

**iPhone 12. Take business further. Fast.**  
**Experience iPhone 12 for enterprise teams.**  
**iPhone 12. An essential for big business.**

### 5G options

**Transform how you work with iPhone and 5G.**  
**Work with 5G speed.**

### Advertising copy

iPhone 12 for business. Superfast 5G.<sup>1</sup> 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.

### 5G-capable/Non-5G alt

iPhone 12 for business. 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 display<sup>2</sup>
- Superfast 5G cellular<sup>1</sup>
- A14 Bionic chip
- Dual-camera system with 12MP Main and Ultra Wide cameras

- 12MP TrueDepth front camera
- Industry-leading durability features with Ceramic Shield and water resistance<sup>3</sup>
- MagSafe accessories for easy attach and faster wireless charging<sup>4</sup>
- iOS 16 offers even more ways to personalize, communicate, and share<sup>5</sup>

### 5G-capable alt

- 5G capable<sup>1</sup>

### Non-5G alt

*Remove second feature bullet.*

### Legal

For non-5G alt, remove first legal footnote.

<sup>1</sup>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](https://apple.com/iphone/cellular).

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

<sup>3</sup>iPhone 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.

<sup>4</sup>Accessories are sold separately.

<sup>5</sup>Some features may not be available for all countries or all areas.

# Images and copy | Business

iPhone 11

## Images



Small business

Medium/large business

## Headline

**iPhone 11. Ready for business.**

**Stay productive with iPhone 11.**

## Advertising copy

Fast and fluid performance. Long-lasting battery life.<sup>1</sup> And iOS 16 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 display<sup>2</sup>
- Water and dust resistant<sup>3</sup>
- Dual-camera system with 12MP Main and Ultra Wide cameras
- 12MP TrueDepth front camera
- Face ID for secure authentication
- A13 Bionic chip
- Fast-charge capable
- iOS 16 offers even more ways to personalize, communicate, and share<sup>4</sup>

## Legal

<sup>1</sup>Battery life varies by use and configuration; see [apple.com/batteries](https://apple.com/batteries) for more information.

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

<sup>3</sup>iPhone 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.

<sup>4</sup>Some features may not be available for all countries or all areas.

# Images and copy | Business

## iPhone family

### Images



### Small business

### Medium/large business

#### Headline

**There's an iPhone that's right for your business.**  
**There's an iPhone that works for your business.**

**There's an iPhone that works for your teams.**  
**Put an iPhone to work for your enterprise.**  
**Empower your teams with a new iPhone.**

#### 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 for business.

#### Key feature bullets

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

- Brilliant displays
- Advanced camera systems
- Fast chips for lightning-fast performance
- Durable design and water resistance
- Built for privacy and security
- iOS 16 offers even more ways to personalize, communicate, and share\*

#### Legal

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

# Product color guidance | iPhone

## iPhone 14 Pro

Colors	Hex Color #
 Deep Purple	#594F63
 Gold	#F4E8CE
 Silver	#F0F2F2
 Space Black	#403E3D

## iPhone 14

Colors	Hex Color #
 Yellow	#F9E479
 Purple	#E6DDEB
 Blue	#A0B4C7
 (PRODUCT)RED™	#FC0324
 Starlight	#FAF6F2
 Midnight	#222930

## iPhone SE

Colors	Hex Color #
 Midnight	#232A31
 Starlight	#FAF6F2
 (PRODUCT)RED™	#BF0013

## iPhone 13

Colors	Hex Color #
 Green	#394C38
 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 11

Colors	Hex Color #
 White	#F9F6F0
 Black	#1F2020

# Product logos | iPhone

The product logo can go above or below the product image. Logos can be used in all paid media communications. Please contact your Apple Marketing representative for more detailed guidance.

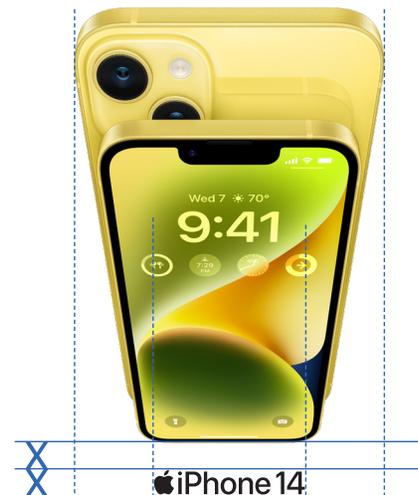
---

🍏 iPhone 14 Pro Max	🍏 iPhone 14 Plus	🍏 iPhone SE	🍏 iPhone 13	🍏 iPhone 12	🍏 iPhone
🍏 iPhone 14 Pro	🍏 iPhone 14		🍏 iPhone 13 mini	🍏 iPhone 11	

---



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



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

# Product logos | iPhone

The product logo can go above or below the product image. Logos can be used in all paid media communications. Please contact your Apple Marketing representative for more detailed guidance.

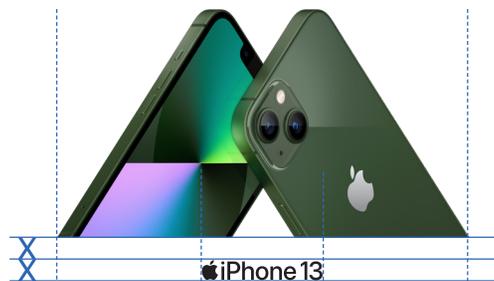
---

🍏 iPhone 14 Pro Max	🍏 iPhone 14 Plus	🍏 iPhone SE	🍏 iPhone 13	🍏 iPhone 12	🍏 iPhone
🍏 iPhone 14 Pro	🍏 iPhone 14		🍏 iPhone 13 mini	🍏 iPhone 11	

---



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



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



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

# Product logos | iPhone

The product logo can go above or below the product image. Logos can be used in all paid media communications. Please contact your Apple Marketing representative for more detailed guidance.

---

🍏 iPhone 14 Pro Max	🍏 iPhone 14 Plus	🍏 iPhone SE	🍏 iPhone 13	🍏 iPhone 12	🍏 iPhone
🍏 iPhone 14 Pro	🍏 iPhone 14		🍏 iPhone 13 mini	🍏 iPhone 11	

---



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

# Image crop guidance | iPhone 14 Pro

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

## Horizontal Cropping

For horizontal crops, please crop within the **safe space** highlighted. Do not crop above the minimum crop or below the maximum crop. This image should not be cropped vertically.



## Horizontal Cropping

For horizontal crops, please crop within the **safe space** highlighted in the upper or lower crop areas. Do not crop between these areas. Do not crop above the minimum crop or below the maximum crop. This image should not be cropped vertically.



# Layout examples | iPhone 14 Pro

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



# Image crop guidance | iPhone 14

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

## Safe Space

Safe space is derived from the device flash, as indicated here.

This image should not be cropped.

Full image



Cropped image

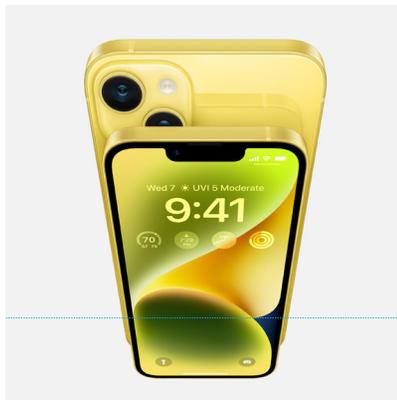


## Cropping

In extreme cases, image may be cropped at the bottom. Use only the crop indicated here.

Whenever possible, use image uncropped.

Full image



Cropped image



# Image crop guidance | iPhone 14

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

## Safe Space

Safe space is derived from the yellow device's camera and lilac device's flash, as indicated here.

## Full image



## Cropped image



# Image crop guidance | iPhone 14

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

## Cropping

Image may be cropped at the positions indicated here.

When cropping the sides: both sides should be cropped together.

## Full image



## Cropping Examples

When cropping this image, use only one of the crops shown above.

Otherwise, refer to the safe space guidelines.

## Cropped image



Crop A



Crop B



Vertical crop

# Layout examples | iPhone 14

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

iPhone 14 LOGO



This is where the iPhone 14 headline should go

Example Partner Offer  
\$XXX

iPhone 14

This is where the iPhone 14 headline should go

Example Partner Offer  
\$XXX

LOGO



iPhone 14

This is where the iPhone 14 headline should go

Example Partner Offer  
\$XXX

LOGO



iPhone 14 LOGO



This is where the iPhone 14 headline should go

Example Partner Offer  
\$XXX



This is where the iPhone 14 headline should go

Example Partner Offer  
\$XXX

iPhone 14

LOGO



This is where the iPhone 14 headline should go

Example Partner Offer  
\$XXX



iPhone 14 LOGO

This is where the iPhone 14 headline should go

Example Partner Offer  
\$XXX

iPhone 14



LOGO

# Image crop guidance | iPhone 14

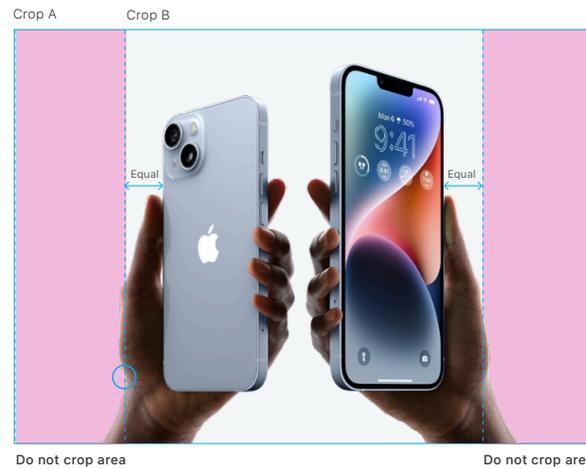
Follow the guidelines below for cropping product images to fit your communications. Please contact your Apple Marketing representative for more detailed guidance.

## Vertical Cropping

When cropping this image for vertical placements, leave equal space on either side of the devices.

Use only the crops indicated here. Any crop wider than crop A may also be used.

### Full image



### Cropped image



## Horizontal Cropping

Safe space is derived from the alarm clock widget on the Plus device's wallpaper. Use this as a minimum when making horizontal crops.

Whenever possible, keep equal spacing on the top and bottom of the devices.

● = Minimum safe space

■ = Safe space for cropping

### Full image

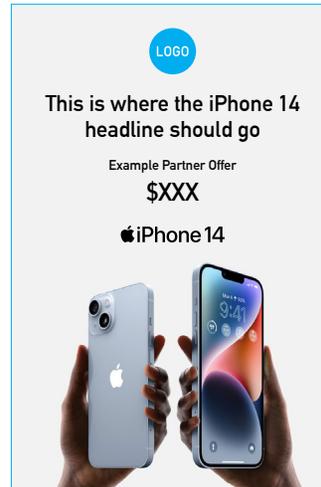


### Cropped image



# Layout examples | iPhone 14

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



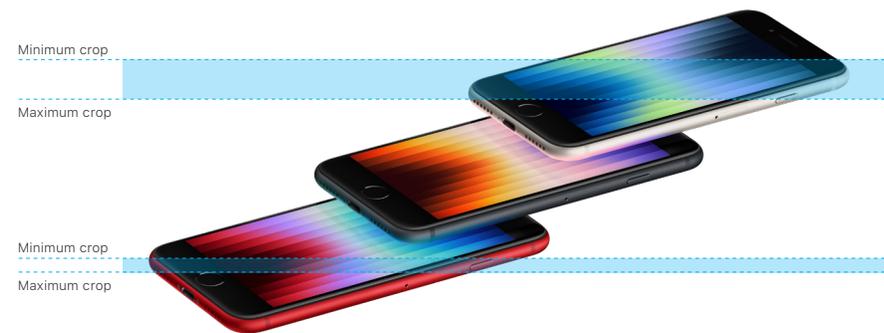
# Image crop guidance | iPhone SE

Product images may be cropped to fit your communications. See the examples below. Please contact your Apple Marketing representative for more detailed guidance.

## Two-Sided Crop: Top-Bottom

The middle device should appear vertically centered. Reserve the tightest crops only for extreme horizontal assets.

### Full image



### Cropped image

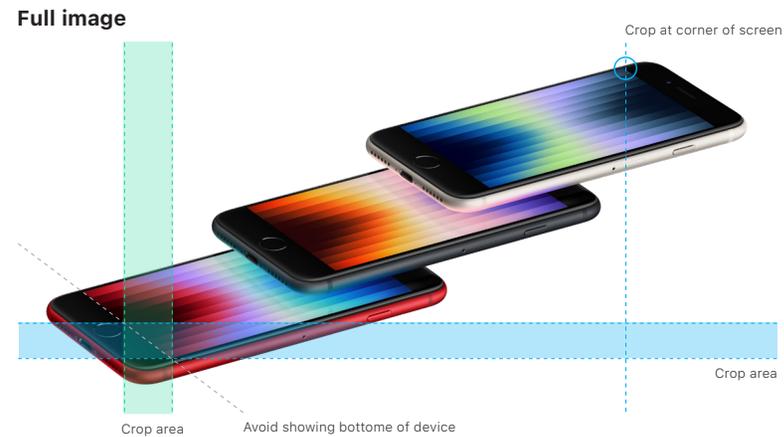


# Image crop guidance | iPhone SE

Product images may be cropped to fit your communications. See the examples below. Please contact your Apple Marketing representative for more detailed guidance.

## Three-Sided Crop: Left-Right-Bottom

For left-right-bottom crops, always avoid showing the bottom of the bottom device.



## Cropped image

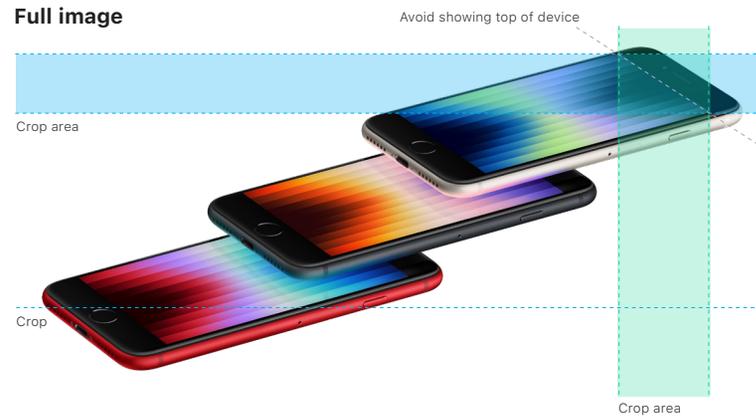


# Image crop guidance | iPhone SE

Product images may be cropped to fit your communications. See the examples below. Please contact your Apple Marketing representative for more detailed guidance.

## Three-Sided Crop: Top-Right-Bottom

For top-right-bottom crops, always avoid showing the top of the top device.



## Cropped image

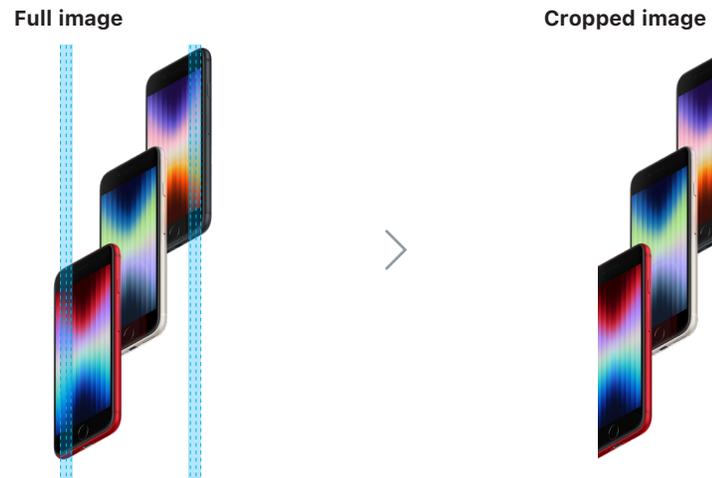


# Image crop guidance | iPhone SE

Product images may be cropped to fit your communications. See the examples below. Please contact your Apple Marketing representative for more detailed guidance.

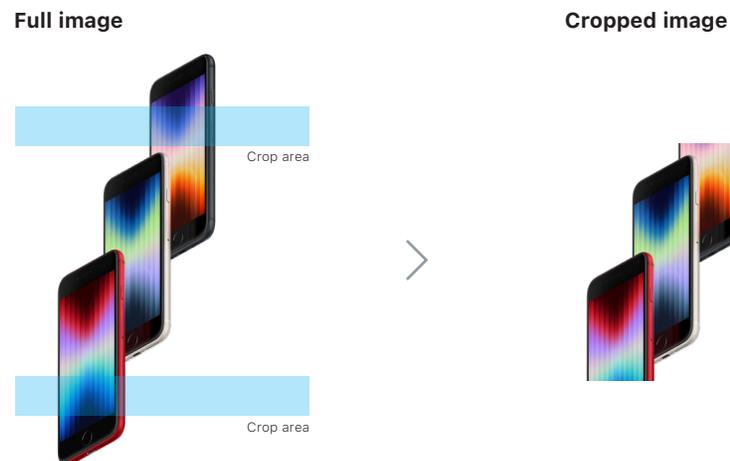
## Vertical Cropping

For extreme verticals, always crop along a stripe in the wallpaper. The middle device should appear centered.



## Vertical Cropping

In select instances, we suggest cropping only at the bottom—see the "Layout examples" section of this document.



# Layout examples | iPhone SE

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



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 14 Pro and iPhone 14

Assets will be provided for iPhone 14 Pro Max, iPhone 14 Pro, iPhone 14 Plus, and iPhone 14.

## 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

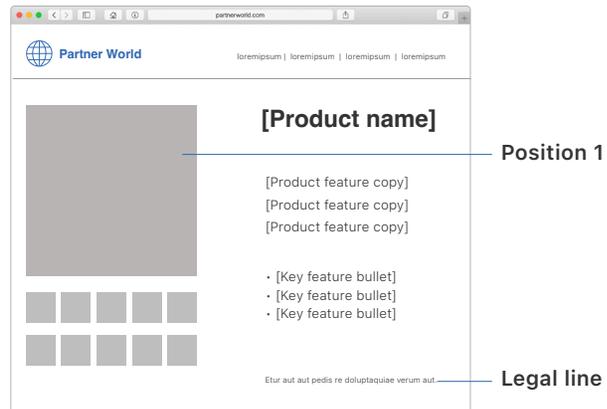


Position 1

Position 2

Position 3

### Guidance



# Images | Leather Case with MagSafe iPhone 14 Pro and iPhone 14

Assets will be provided for iPhone 14 Pro Max, iPhone 14 Pro, iPhone 14 Plus, and iPhone 14.

## 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

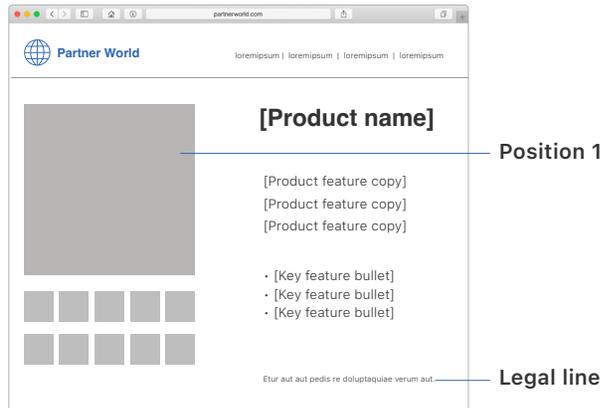


Position 1

Position 2

Position 3

### Guidance



**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. If you're concerned about this, Apple suggests using a non-leather accessory.

# Images | Clear Case with MagSafe iPhone 14 Pro and iPhone 14

Assets will be provided for iPhone 14 Pro Max, iPhone 14 Pro, iPhone 14 Plus, and iPhone 14.

## 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

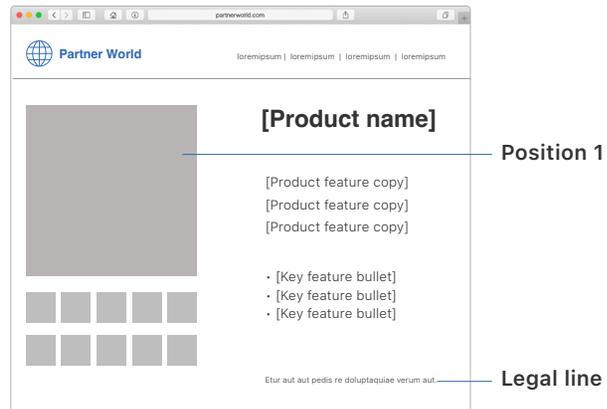


Position 1

Position 2

Position 3

### Guidance



# Images | Silicone Case with MagSafe iPhone 13

Assets will be provided for 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



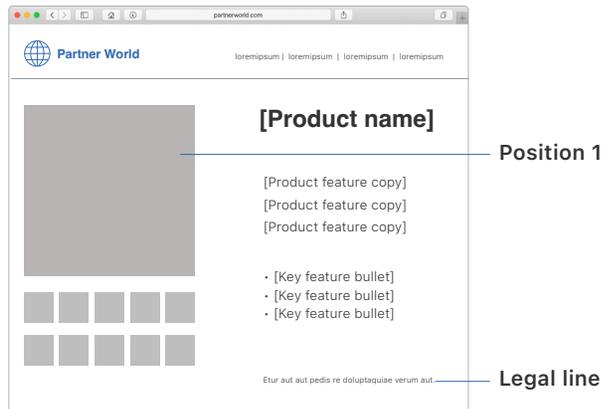
Position 1

Position 2

Position 3

Position 4

### Guidance



# Images | Leather Case with MagSafe iPhone 13

Assets will be provided for 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



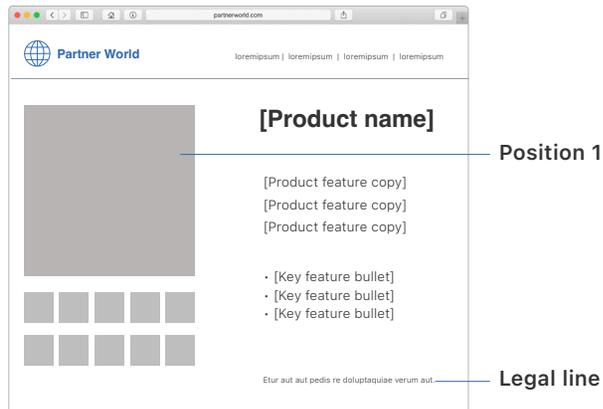
Position 1

Position 2

Position 3

Position 4

### Guidance



**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. If you're concerned about this, Apple suggests using a non-leather accessory.

# Images | Clear Case with MagSafe iPhone 13

Assets will be provided for 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



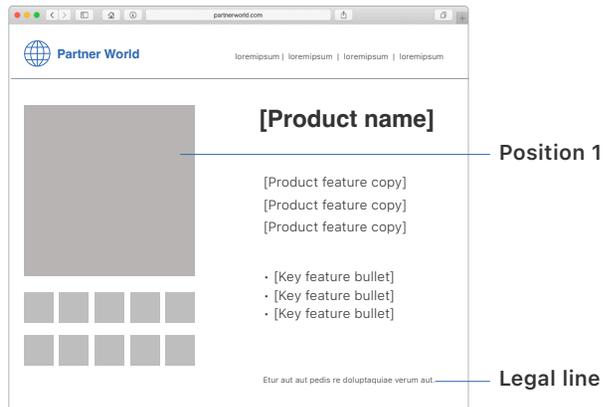
Position 1

Position 2

Position 3

Position 4

### Guidance



# Images | Silicone Case with MagSafe iPhone 12

Assets will be provided for iPhone 12.

## 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



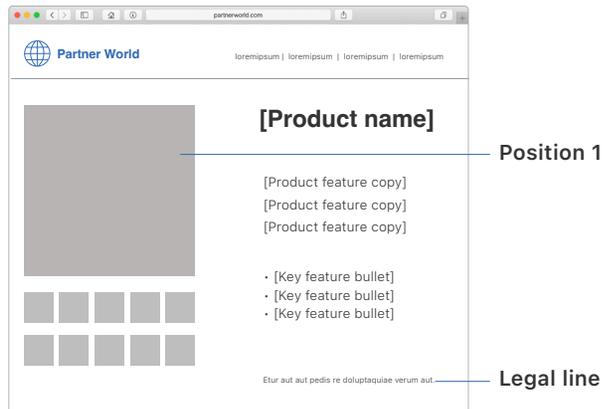
Position 1

Position 2

Position 3

Position 4

### Guidance



# Images | Leather Case with MagSafe iPhone 12

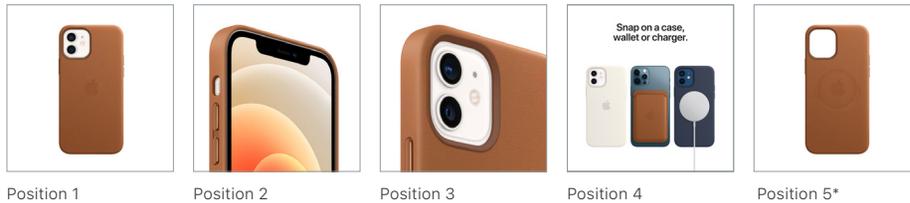
Assets will be provided for iPhone 12.

## Product detail page

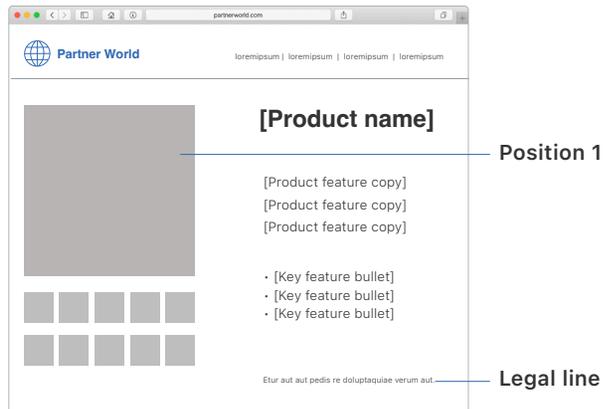
### Product gallery

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



### 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

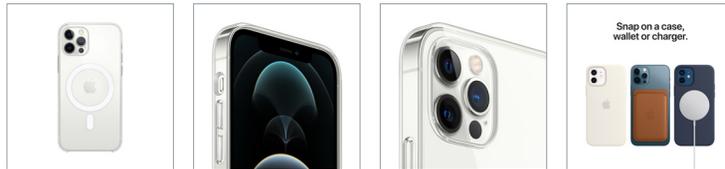
Assets will be provided for iPhone 12.

## 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



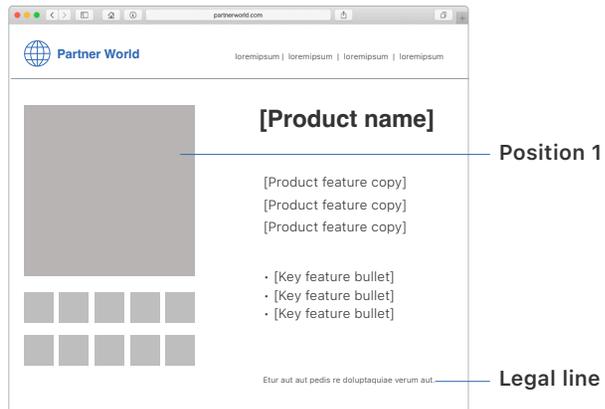
Position 1

Position 2

Position 3

Position 4

### Guidance



# Images | Leather Wallet with MagSafe

## Product detail page

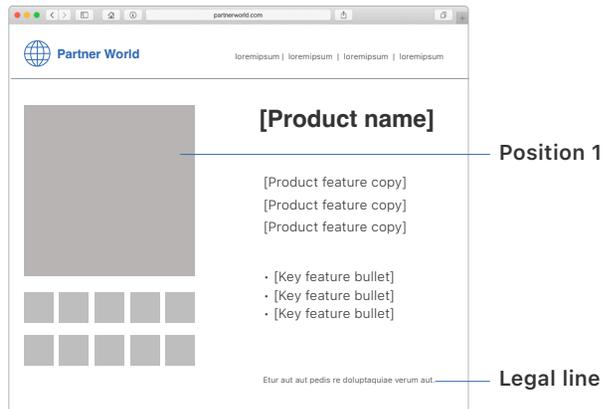
### Product gallery

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



### Guidance



# Images | MagSafe Charger

## Product detail page

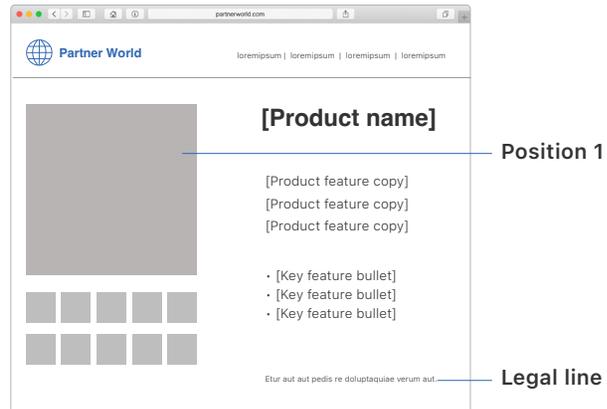
### Product gallery

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

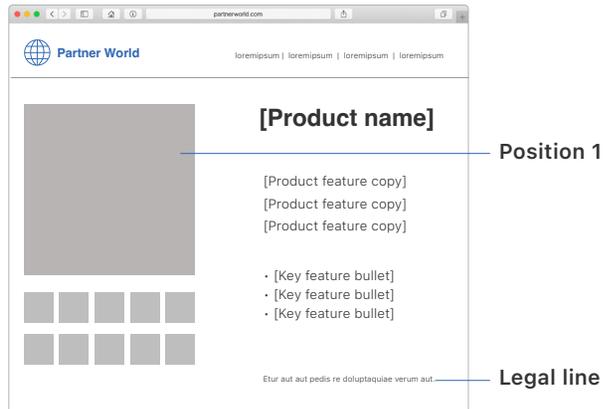
### Product gallery

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 beneath your PDF gallery: iPhone and Apple Watch are sold separately.

# Images | MagSafe Battery Pack

## Product detail page

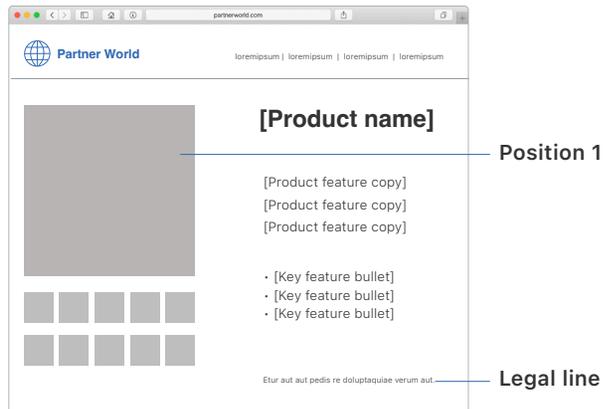
### Product gallery

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 14 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 14 Pro Max



iPhone 14 Pro



### Colors

- Canary Yellow\*
- Olive\*
- Sky\*
- Iris\*
- Chalk Pink
- Midnight
- (PRODUCT)RED™
- Storm Blue

## Leather Case with MagSafe

iPhone 14 Pro Max



iPhone 14 Pro



### Colors

- Midnight
- Orange
- Umber
- Forest Green
- Ink

\*Indicates new color for March 2023.

# Images | iPhone 14 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 14 Pro Max

Colors



Clear

Clear Case with MagSafe

iPhone 14 Pro

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 that accompanies these images, see the associated copy deck.

## Silicone Case with MagSafe

### iPhone 14 Plus



### iPhone 14



### Colors

- Canary Yellow\*
- Olive\*
- Sky\*
- Iris\*
- Chalk Pink
- Midnight
- (PRODUCT)RED™
- Storm Blue

## Leather Case with MagSafe

### iPhone 14 Plus



### iPhone 14



### Colors

- Midnight
- Orange
- Umber
- Forest Green
- Ink

\*Indicates new color for March 2023.

# Images | iPhone 14 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 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 that accompanies these images, see the associated copy deck.

## Silicone Case with MagSafe

### iPhone 13



### iPhone 13 mini



#### Colors

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

## Leather Case with MagSafe

### iPhone 13



### iPhone 13 mini



#### Colors

- Midnight
- Sequoia Green
- Golden Brown

# 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



### Colors

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

## Leather Case with MagSafe

iPhone 12



### Colors

- Baltic Blue
- Saddle Brown
- Black

# 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

# 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

- Midnight
- Orange
- Umber
- Forest Green
- Ink

# 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

<b>Headline</b>	<b>MagSafe. Everything just clicks.</b>
<b>Advertising copy</b>	MagSafe is an ecosystem of accessories for easy attachment and faster wireless charging. With endless combinations, there is a mix to match any style.
<b>Feature copy</b>	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.
<b>Key feature bullets</b>	<ul style="list-style-type: none"><li>• Compatible with iPhone 12 mini, iPhone 12, iPhone 12 Pro, iPhone 12 Pro Max, iPhone 13 mini, iPhone 13, iPhone 13 Pro, iPhone 13 Pro Max, iPhone 14, iPhone 14 Plus, iPhone 14 Pro, and iPhone 14 Pro Max.</li><li>• Faster wireless charging with magnetic alignment</li><li>• 100% recycled rare Earth elements in magnets</li></ul>
<b>Legal</b>	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



- 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 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 16

# iOS 16

AppleCare



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

## App Store & iTunes Gift Card

**Headline**

**A gift that keeps on giving.**

**Copy**

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

④

## Resources

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

# Print production guidelines

## Files—Mechanicals and images

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

## Proofs, color matching, and press checks

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

## Printing materials

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

## Note about G7-certified printers

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

# Trademarks

## Product names

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

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

## Using the name *Apple* in text

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

## Trademark and legal information

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

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

If you have questions after you have reviewed the information provided on the Apple legal website at [apple.com/legal](https://apple.com/legal), contact the Apple Trademark Department by email ([appletm@apple.com](mailto: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](https://developer.apple.com/app-store/marketing/guidelines).

