



Branded Merchandise

Identity Guidelines

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Overview

Each year, custom merchandise that carries the Apple identity is produced for groups within Apple to promote their participation in events, product launches, and other activities. Because merchandise items can have a relatively long life and are often seen outside Apple, it is important to maintain Apple identity standards. Follow these guidelines to ensure that your merchandise adheres to Apple standards.

Requirements

Order branded merchandise through Apple's approved corporate merchandise vendor, Staples Promotional Products; see "Ordering" on page 10. Custom orders will be reviewed by Apple Marketing Communications to make sure they comply with Apple standards.

Planning your merchandise order

At Apple, less is more. Evaluate your budget and options carefully. A few selected items of high quality have more impact than many small items. Follow the do's and don'ts on page 5.

Apple Logo

Using the Apple Logo on Merchandise

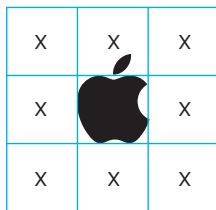
Apple logo

The Apple logo is one of the most widely recognized corporate symbols in the world. To help maintain the strength of the Apple brand, it is important that the Apple logo be reproduced carefully and accurately every time it is used. Work with Apple’s approved vendor to ensure that your item is produced at optimum quality and conforms to Apple standards. See “Ordering” on page 10.

Use only one Apple logo on an item. Avoid cobranding. The Apple logo should be the only visible logo on merchandise.

If a line of type with your group or event name is included, place the type away from the Apple logo, such as on the opposite side of the item.

Never alter the Apple logo artwork in any way. Do not incorporate it into other designs. Do not use the logo instead of the word *Apple* in text.



Clear space

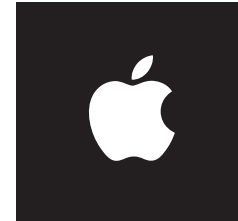
The minimum clear space surrounding the Apple logo is equal to the height of the body of the logo. Follow the clear space requirements whenever possible on merchandise. Small items such as pens or key chains require the logo to fit into a small area; for such items, the clear space guidelines do not apply.

Apple logo color

On most merchandise items, the Apple logo should be used in white, black, or gray PANTONE 429 (or equivalent gray).

The Apple logo can be blind debossed or embossed on merchandise items. It can be screen printed on items, and it can be embroidered on shirts or bags. The logo can be etched or engraved. It can be rendered in metallic silver as an alternative to gray. The Apple logo cannot be produced in gold.

On garments and occasionally on other merchandise, the logo can be shown tone-on-tone or in a color that complements or matches the contrast stitch colors used on the item. Whenever a color logo is requested, your order must be approved by Apple Marketing Communications.



On most merchandise items, the Apple logo should be used in black, white, or gray PANTONE 429 (or equivalent gray).



Black, white, and gray create an immediately recognizable Apple-branded look.

Branded Merchandise

Do's and Don'ts

Merchandise selection

Avoid materials that closely imitate Apple's product materials, such as anodized aluminum in matte silver or colors similar to iPod touch colors.

Never brand accessory items in the computer category, such as thumb drives and cables, with an Apple logo—they could be mistaken as being produced by Apple. These items can have type, such as an event name, but not the Apple logo. Do not brand accessory items in the music category, such as headphones.

Apple does not approve the branding of disposable paper or plastic items. Items associated with gambling or drinking, such as playing cards, wine glasses, or glass tumblers, are not approved. Sports equipment such as balls, gloves, and rackets cannot be Apple branded.

Choose items that reflect a simple, modern approach to design. Select the highest-quality materials and construction available in your budget range.

A few carefully selected items of high quality create more impact than many small items.

Taglines and slogans

Do not include slogans or taglines for a group, event, or conference. Do not coin new names or taglines using *i*, *Mac*, or other words or portions of words from Apple products or marketing campaigns.

When ordering apparel, follow the guidelines for shirts and jackets on page 6.



Do

- Work with Apple's approved vendor, Staples Promotional Products, when ordering branded merchandise; see "Ordering" on page 10.
- Keep it simple. Use one Apple logo and one optional line of type with a group or event name. An additional line (or lines) of type, such as a date or city name, can be added to showcase an event location or date.
- Use the SF Hello font in a straightforward manner with uppercase and lowercase letters.
- Select items in black, white, or gray to support the Apple identity.



Don't

- Do not alter the master artwork for the Apple logo or other Apple trademarks or incorporate them into other graphics or type.
- Do not create new graphics to represent an event, group, promotion, or other activity. Simply use the name of the event or group.
- Do not use acronyms. Always spell out the full names of groups and events.
- Do not coin new names, slogans, or taglines for your merchandise item.
- Do not personalize Apple-branded merchandise with an individual's name.
- Do not use project code names on Apple-branded merchandise.
- Do not use disposable items such as paper cups or plates.
- Do not use items related to gambling or drinking, such as playing cards, gambling tokens, or wine glasses.
- Do not use sports equipment such as golf clubs, balls, team jerseys, and rackets.
- Never sell Apple-branded merchandise items. Do not place images of the merchandise on your personal websites. Resale and promotion of Apple-branded merchandise are not permitted.

Shirts and Jackets

Basics

When ordering shirts, jackets, or other garments, keep it simple. Most shirt layouts use one Apple logo and one optional line of type, such as an Apple group name or an internal meeting or conference title. An additional line (or lines) of text, such as a date or city name, can be added to showcase a conference location or date.

Other Apple trademarks, such as the Apple Music logo lockup, can be used on shirts. Never alter the master artwork for Apple trademarks or incorporate them in other graphics. A product logo lockup can be used on shirts for product teams; see “Using an Apple Product Lockup” on page 7.

Shirt color

The use of black, white, or gray shirts supports the Apple identity. Any solid-color shirt is also acceptable. Do not use a shirt with a pattern or color gradient. Avoid style additions such as unusual trims or collars.

Apple logo size

Below are general recommendations for Apple logo sizes for shirts and jackets, measuring the height of the logo:

- When the logo appears alone on the front of a garment, screen print the logo at 33 mm.
- Embroidered logos are usually sized at 20 mm and are accompanied by an embroidered group name, such as “Security.”



Apple logo height

Taglines and slogans

Do not include slogans or taglines for a group or event. The only exception is the official advertising tagline created by Apple Marketing Communications for a new product launch. The official tagline is sometimes approved for product teams to use on shirts during launch promotions.

Promotional slogans developed for programs or internal events can be used on media related to the event such as invitations or printed programs. However, do not place slogans or taglines on merchandise or wearables that are also branded with the Apple logo. Merchandise has a relatively long shelf life and is often seen outside Apple after the event or program is completed. Because the Apple logo commands very strong brand recognition, a tagline can be misinterpreted as an Apple companywide message or initiative.

Do not coin new names or taglines using *i*, *Mac*, or other words or portions of words from Apple products or marketing campaigns.



Do

- Keep it simple. Use one Apple logo and one optional line of type with a group or conference name.
- Place your group or conference name away from the Apple logo. For example, if the Apple logo is on the front of the shirt, place your group name on the back.
- Follow the instructions on page 4, “Apple Logo,” when using the Apple logo.



Don't

- Do not create logos or graphics to represent a group, conference, or other activity. Simply use the name of the conference or group.
- Do not use acronyms. Spell out the full names of conferences and groups.
- Do not include taglines or slogans for your conference or group. See “Taglines and slogans” to the left.
- Do not personalize Apple shirts or jackets with an individual’s name. Personalization of Apple-branded apparel is not permitted by Apple Security.
- Do not use project code names.
- Never sell Apple-branded apparel, and do not place images of an Apple-branded item on your personal websites. Resale and promotion of Apple-branded apparel and merchandise are not permitted.

Shirts and Jackets

Using an Apple Product Lockup

A product logo lockup is the combination of the Apple logo with a product name in specially designed type. *Apple TV*, *Apple Watch*, *iPad*, *iPhone*, and *iPod* can be displayed in a lockup. Lockup artwork is also available for *App Store*, *Apple Music*, *iBooks*, *iTunes*, and *Mac App Store*. Do not use these product names on their own on a shirt or jacket. Instead, use the lockup.

Only functional teams working on these products are authorized to use their corresponding lockups on shirts and jackets. Product lockups cannot be used on other merchandise.

Use only one Apple product lockup. Never use multiple lockups. Never use a product lockup along with a standalone Apple logo. Only one Apple logo can be shown on an item.

An optional line of type with your team or conference name can be placed in another location on your shirt or jacket. See “Basics” on page 6.



All-black



All-white

Apple product lockups can be used only in all-black or all-white.

Shirts and Jackets

Examples



Front, T-shirt



Back, T-shirt



Front, polo shirt



Back, polo shirt



One sleeve
Alternative location
for Apple logo or
type



Front, T-shirt



Back, T-shirt

Events

Apple internal group meetings, sales conferences, and events are all acceptable occasions to order custom Apple-branded apparel for event attendees. When representing Apple at an event or other function outside Apple, only Apple employees can wear an Apple-branded shirt, jacket, or other apparel. If a non-Apple representative were to wear Apple-branded apparel while working at an event, the person's relationship to Apple could be misinterpreted by the attendees. Do not provide Apple-branded apparel to event contractors to wear while they are working.

Ordering

Apple-approved merchandise vendor

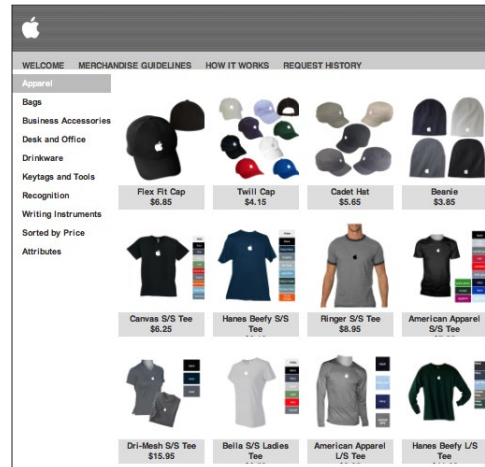
Apple’s approved vendor for merchandise is Staples Promotional Products. Visit its Apple merchandise website at <http://apple.corpmerchandise.com> to view a wide variety of approved Apple-branded merchandise that can be ordered online. For more information, read “How It Works” on the Apple merchandise website.

Timing

Plan ahead to allow time for delivery for your upcoming meeting, conference, or event. Once an order is placed, the items will be custom produced and shipped to the address you provide. Lead times for delivery vary based on the item and quantity ordered. An estimate for delivery timing will be provided when you place an order.

Custom orders

If you can’t find exactly what you need on the merchandise website, you can place a custom order. Contact Kim Duffy at kimduffy@apple.com and you will be directed to the appropriate merchandise support team in your region. They will work with you to source merchandise appropriate for your budget and needs. Custom orders will be reviewed by Apple Marketing Communications to make sure your order meets Apple standards.



The Apple merchandise website at <http://apple.corpmerchandise.com> provides a wide variety of approved Apple-branded merchandise items. Be sure to read “How It Works” to get started.

For More Information

Apple approval

Whenever an Apple logo is used on a custom merchandise order, the layout must be approved by Apple Marketing Communications. When you work with Apple's preferred merchandise vendor, Staples Promotional Products, this approval is part of the ordering process. To expedite approvals, follow the guidelines shown in this document.

For more information

For more information or to place merchandise orders, visit the Apple merchandise website at <http://apple.corpmerchandise.com>. Or contact Kim Duffy at kimduffy@apple.com and you will be directed to the appropriate merchandise support team in your region.

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