



Made for iPod

Logo Guidelines

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Overview

These guidelines explain the correct use of the Made for iPod, Made for iPhone, Made for iPad, and Combination logos. To help maintain the strength of the iPod, iPhone, and iPad brands, it is important that the logos be used in a consistent manner, as shown in these guidelines.

The “Made for” logos are designed to communicate that your company offers a product that is compatible with iPod, iPhone, or iPad. The Combination logos can be used only when your company’s product is compatible with more than one of these Apple products (see “Combination Logos” on page 4).

The logos shown in these guidelines must be used only with products that have been approved as Licensed Products in accordance with the Made for iPod License Agreement and iPhone/iPad Supplement signed by Apple.

Important: Failure to adhere to these guidelines may result in the revocation of your Made for iPod License.

“Made for” Logos



Made for iPod logo



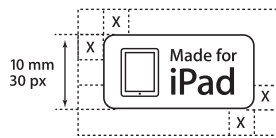
Made for iPhone logo



Made for iPad logo

Made for iPod, Made for iPhone, and Made for iPad logos

The “Made for” logos are for use on packaging and marketing communications to clearly communicate that a product is compatible with iPod, iPhone, or iPad. Select the logo that correctly communicates your product’s compatibility. If your product is compatible with more than one of these Apple products, use a Combination logo (see “Combination Logos” on page 4).



Minimum size and clear space

The minimum height for each “Made for” logo is 10 mm on printed communications and 30 pixels for onscreen use. The minimum clear space around the logo is X on all sides, where X is equal to one-third the height of the logo. Do not place graphics, type, photographs, or illustrations inside the clear space.



On color backgrounds

The area within the black border is always white, even on color, black, or photographic backgrounds.

Graphic Standards

Size and placement

The “Made for” logo must be clearly subordinate in size and placement to the company or product identity and should be placed with other technology or ingredient brands. Only one “Made for” logo or Combination logo can appear on a layout surface (see “Combination Logos” on page 4). A “Made for” logo can appear on large-size exhibits or displays as long as it remains subordinate in size and placement to the product identity.

Color

The logo always appears in black and white except on printed materials where black ink is not available. The area within the border is white, even on color backgrounds.

One- and Two-Color Printing



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A “Made for” logo can be printed in color only when black is not available, as on some one- or two-color printed materials. When black is not available, the logo can be printed in the color of the layout, as long as it provides sufficient contrast for clear legibility.

Logo Usage

The “Made for” logos consist of a logotype (the words *Made for* and a product name set in specially designed type), a line drawing, and the white background defined by the linear border that surrounds the line drawing and the logotype. The English version is used in most regions worldwide. A French version of each logo is available for use in France and other countries where French is required.

Use the “Made for” logo only on product-related communications, including advertising, packaging, manuals, web pages, and printed collateral. Never place the logo on products. For example, do not engrave it on an FM transmitter, do not embroider or print it on clothing or cases, and do not use a sticker to affix it to a product.

Incorrect



Never place a “Made for” logo on the product itself. The logos are for use only on product-related communications.

Examples



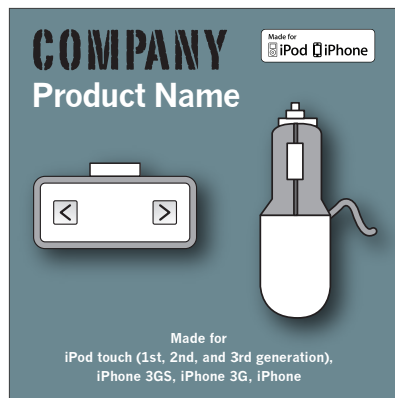
In each example, the “Made for” logo is clearly subordinate to the company or product name. Only one “Made for” logo is displayed. The correct wording is used to identify the iPod and iPhone models for which the product is designed (see “How to Specify Supported iPod, iPhone, and iPad Models” on pages 8–9).

Combination Logos

Combination logos are used to indicate that a third-party product is compatible with more than one Apple product: iPod and iPad; iPod and iPhone; iPhone and iPad; or iPod, iPhone, and iPad.

The Combination logos must be used only with products that have been approved as Licensed Products in the Made for iPod License Agreement and iPhone/iPad Supplement signed by Apple.

Important: Make sure you select the correct Combination logo to indicate your product's compatibility. Only one Combination logo can appear on a layout surface. Comply with the complete graphic standards and usage guidelines provided in the preceding pages.



A Combination logo can be used on product communications, including advertising, packaging, manuals, web pages, and printed collateral. The logo should be clearly subordinate to the company or product name. Always use the correct wording when identifying the models for which your product is designed (see “How to Indicate Support for Multiple Apple Products” on page 9).

Combination Logos

Made for



iPod iPad



Made for iPod and iPad logo

Use only with products that are compatible with both iPod and iPad.

Made for



iPod iPhone



Made for iPod and iPhone logo

Use only with products that are compatible with both iPod and iPhone.

Made for



iPhone iPad



Made for iPhone and iPad logo

Use only with products that are compatible with both iPhone and iPad.

Made for



iPod iPhone iPad



Made for iPod, iPhone, and iPad logo

Use only with products that are compatible with all three Apple products.



Do not use an obsolete logo. Use only current artwork.



Do not use two or more “Made for” logos together. Instead use a Combination logo as shown on page 4.



Do not change the font, the color, or any of the elements of the logo.



Do not tilt or animate the logo. Never add the Apple logo to any “Made for” or Combination logo artwork.



Do not reverse the logo colors. Do not change the order of product names.

Avoid Logo Mistakes

Only the logos shown in these guidelines are approved by Apple. Do not alter the artwork in any way.

Always use the complete electronic artwork provided by Apple. Do not substitute elements or change the proportions. Never attempt to reset the logotype, change the font, or alter the size or proportions of letters or the space between letters. Do not render the artwork to look three-dimensional. For the Internet, do not rotate or animate any of the elements. Do not translate or localize the logotype, and do not add words or model numbers. Do not use the Apple logo in conjunction with any “Made for” or Combination logo.

Avoid Mistakes



Use a “Made for” or Combination logo only in association with your authorized accessory product. Do not use a logo when no accessory product is mentioned or when the product mentioned is not approved for use in the Made for iPod Program.



Do not separate the line drawing from the logo and place it on your layout.

Apple Product Images

Don't allow the image of any Apple product to dominate your layout. Apple product images, if used, should be shown only in association with your accessory product. Do not use line art to depict Apple products in your product packaging and promotions except to indicate compatibility (see "Apple-Provided Compatibility Icons" below).

Photography

If you choose to show an image of an Apple product, follow these guidelines when photographing the product:

- Do not distort or alter photos of Apple products in any way, including blurring, colorizing, or creating abstracts of images.
- Do not crop (cut off) any portion of an Apple product. Show the entire product.
- Do not clutter photos with props, models, or marketing messages, and do not obscure the product photo with type or other images.
- Show Apple products on a white background whenever possible.
- Never animate or alter photos for use on web pages. Do not make the product do anything it is not capable of doing (such as hovering, moving, growing, and so on).
- Show the screen with the backlight on and with a full battery.
- Do not download or copy photos from Apple's public website.

Illustration

Do not separate the line drawing from any "Made for" or Combination logo for use on your layout. Apple provides product icons solely for the purpose of describing product and model compatibility (see "Apple-Provided Compatibility Icons" below).

Copyright-protected artwork

Promotional imagery from the entertainment industry is usually copyright-protected. Copyright protection is granted to album cover art, music and movie promotional material, photos of artists and entertainment industry professionals, and many promotional images and videos. Anytime copyright-protected imagery is displayed on an iPod, iPhone, or iPad screen in your communications, your company must have sufficient rights and privileges to use that imagery. If your company does not have the rights to use the imagery, it must be removed and replaced.

Apple-Provided Compatibility Icons

Apple provides line art icons to represent the different iPod, iPhone, and iPad models for the purpose of indicating compatibility only. These icons are for use only on product-related communications, including advertising, packaging, manuals, and web pages. The icons cannot be placed permanently on the product itself.

The compatibility icons must be used in a manner consistent with the "Guidelines for Using Apple Trademarks and Copyrights" at www.apple.com/legal/trademark/guidelinesfor3rdparties.html. An icon may not be used as a trademark for your products or services, including any usage as part of a product or company name or any usage that could serve as a source identifier for your product.

Using the Names *iPod*, *iPhone*, and *iPad*

iPod

When using the name *iPod* in headlines or body copy, always typeset *iPod* with a lowercase *i* and an uppercase *P* followed by lowercase letters. The name *iPod* should start with a lowercase *i* even when it is the first word in a sentence, paragraph, or title.

iPhone

When using the name *iPhone* in headlines or body copy, always typeset *iPhone* with a lowercase *i* and an uppercase *P* followed by lowercase letters. The name *iPhone* should start with a lowercase *i* even when it is the first word in a sentence, paragraph, or title.

iPad

When using the name *iPad* in headlines or body copy, always typeset *iPad* with a lowercase *i* and an uppercase *P* followed by lowercase letters. The name *iPad* should start with a lowercase *i* even when it is the first word in a sentence, paragraph, or title.

Editorial guidelines

Do not translate the name *iPod*, *iPhone*, or *iPad* in headlines or body copy. Always set *iPod*, *iPhone*, and *iPad* in English even when the name appears in text in a language other than English.

The names *iPod*, *iPhone*, and *iPad* should not be made plural; instead use a plural noun such as *models* or *devices*, as in *iPhone models* or *iPod devices*. Likewise, do not make the names possessive; use a possessive noun such as *model's* or *device's*, or rewrite to avoid the possessive form.

Requirements

You may use the name *iPod*, *iPhone*, or *iPad* (or a combination of two or more names) in a referential phrase on your packaging to indicate that your product is compatible with the Apple product or products mentioned, provided that you comply with the following requirements:

- *iPod*, *iPhone*, or *iPad* is not part of your product name, model number, or SKU.
- *iPod*, *iPhone*, or *iPad* is used in a referential phrase such as “for use with,” “for,” or “compatible with.”
- *iPod*, *iPhone*, or *iPad* is less prominent than your product name.

How to Specify Supported iPod, iPhone, and iPad Models

To communicate which iPod, iPhone, and iPad models are supported by your product, list the model names or use the icons provided by Apple (see “Apple-Provided Compatibility Icons” on page 6). Display either the model names or the icons, not both.

It is preferred that models be listed with one model name on each line. If layout space does not accommodate this, the model names can be listed in one or more lines of text with a comma following each name. If models are listed as a line of text, make sure the length of the line provides clear legibility. Keep in mind that extremely long lines of text can be difficult to read.

iPod model names

List all iPod models supported by your product, using the exact wording and capitalization shown below. List models from newest to oldest. Head your list with the phrase “Made for.”

- iPod touch (4th generation)
- iPod touch (3rd generation)
- iPod touch (2nd generation)
- iPod touch (1st generation)
- iPod classic
- iPod with video
- iPod nano (6th generation)
- iPod nano (5th generation)
- iPod nano (4th generation)
- iPod nano (3rd generation)
- iPod nano (2nd generation)
- iPod nano (1st generation)
- iPod shuffle (4th generation)
- iPod shuffle (3rd generation)
- iPod shuffle (2nd generation)
- iPod shuffle (1st generation)
- iPod with color display
- iPod mini
- iPod with dock connector
- iPod with Click Wheel

To combine multiple generations of the same iPod model, list the generations in sequence from lowest to highest. When more than two generations are listed, follow each ordinal number by a comma and place the word *and* before the last ordinal number. Do not use an ampersand. For example, to list three iPod nano generations, say: iPod nano (4th, 5th, and 6th generation).

Some iPod models, such as iPod with dock connector and iPod with video, vary in thickness according to capacity. If your product is thickness-specific, please identify the supported thicknesses by listing the capacities in gigabytes. Capacities should be placed in parentheses following the model description. Separate capacities with commas (don't use *and*) and end with the word *only*—for example: Made for iPod with video (30GB only) or Made for iPod with video (60GB, 80GB only).

iPhone model names

List all iPhone models supported by your product, using the exact wording and capitalization shown below. List models from newest to oldest. Head your list with the phrase “Made for.”

- iPhone 4
- iPhone 3GS
- iPhone 3G
- iPhone

Do not combine multiple model designations for iPhone. For example, do not say: iPhone 3GS and 3G. List each product separately:

- iPhone 3GS
- iPhone 3G

iPad model names

List iPad models supported by your product, using the exact wording and capitalization shown below. List models from newest to oldest. Head your list with the phrase “Made for.”

- iPad 2
- iPad

How to Indicate Support for Multiple Apple Products

To communicate which Apple product models are supported by your product, list the model names or use the icons provided by Apple. Display either the model names or the icons, not both.

List iPod model names, then Phone model names, then iPad model names. Comply with the instructions above and on page 8 for specifying supported models.

**Legal notice example**

Include the appropriate version of the legal notice. When using only the Made for iPhone logo, for example, the legal notice should read:

"Made for iPhone" means that an electronic accessory has been designed to connect specifically to iPhone and has been certified by the developer to meet Apple performance standards. Apple is not responsible for the operation of this device or its compliance with safety and regulatory standards. Please note that the use of this accessory with iPhone may affect wireless performance.

Trademark Guidelines and Legal Notice

Use of Apple trademarks, including the "Made for" and Combination logos and the compatibility icons, must be consistent with Apple's trademark guidelines, available at www.apple.com/legal/trademark/guidelinesfor3rdparties.html.

When using a "Made for" logo or Combination logo, include the appropriate version of the legal notice below on all printed materials and include it wherever legal information appears on other communications. (For product packaging, the notice can be placed either on the package or on the user guide or other material inside the package.) Include only the appropriate logo names and Apple product names.

"Made for iPod," "Made for iPhone," and "Made for iPad" mean that an electronic accessory has been designed to connect specifically to iPod, iPhone, or iPad, respectively, and has been certified by the developer to meet Apple performance standards. Apple is not responsible for the operation of this device or its compliance with safety and regulatory standards. Please note that the use of this accessory with iPod, iPhone, or iPad may affect wireless performance.

Trademark Symbols and Credit Line

In communications distributed only in the United States, the trademark symbol (™) or registered trademark symbol (®) must follow each Apple trademark the first time it is mentioned in text, as follows:

iPad®
iPhone®
iPod®
iPod classic®
iPod nano®
iPod shuffle®
iPod touch®

In all regions, include the following credit line in your communication whenever a "Made for" logo or Combination logo is used. List the Apple trademarks that appear in the communication.

iPad, iPhone, iPod, iPod classic, iPod nano, iPod shuffle, and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries.

With Apple's approval, a translation of the legal notice and credit line can be used in materials distributed outside the U.S. Contact your Apple representative.

For More Information

Contact madeforipod@apple.com with questions regarding the Made for iPod Program.