



App Marketing and Identity

Guidelines for Developers



Available on the App Store badge

The App Store badge must be used to promote your affiliation with the App Store. On web pages the badge must provide a link to your application on the App Store.



Badge artwork placed on backgrounds

The Available on the App Store badge always appears in black and white as shown here. The white rule surrounding the badge is part of the badge artwork and must be included when the badge is placed on any background color in printed or online communications; see “Background colors” on page 2.

Overview

iOS Developer Program members must follow these guidelines when promoting an affiliation with the App Store on websites, advertising, and other marketing communications.

Requirements for using the badge and the iPad, iPhone, and iPod touch images

The Available on the App Store badge and the iPad, iPhone, and iPod touch images shown in these guidelines are for use only by iOS Developer Program members who have agreed to the App Marketing Artwork License Agreement. The license agreement is available to download from the Marketing Resources page of the App Store Resource Center. Apple reserves the right to withdraw permission to use the App Store badge or Apple product images anytime their use is inconsistent with these guidelines or is otherwise deemed inappropriate by Apple.

Available on the App Store Badge

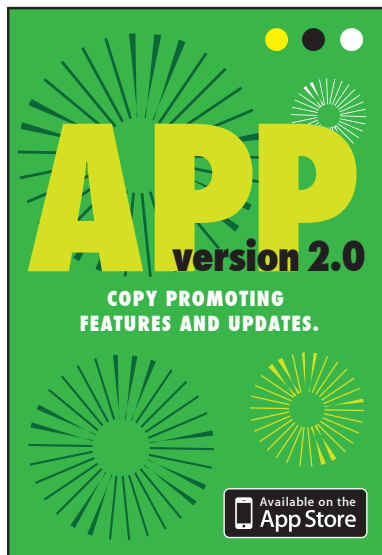
The Available on the App Store badge has unique letterforms and proportions. Only the badge shown here is approved by Apple. Always use the badge artwork provided by Apple in accordance with these guidelines. Do not alter the artwork in any way. Never use graphics or images from Apple’s website or the App Store.

The badge can be used only on communications promoting an application offered on the App Store. Do not use it on your general company communications. When placed on web pages, the badge is used to direct audiences to download your application from the App Store or to download iTunes software so they can access the App Store.

Minimum Clear Space and Minimum Size

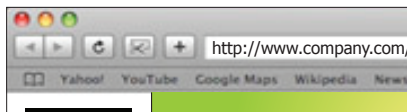


The minimum clear space is equal to one-quarter the height of the badge. Do not place photos, typography, or other graphic elements inside the minimum clear space. The minimum size is 10 mm for use in printed materials and 40 pixels for use onscreen. Use the badge at a larger size whenever possible, selecting a size that is clearly legible.



Printed communications

On printed materials that promote your application, such as the poster shown here, one badge should be placed in a position on the layout that is subordinate to the main message. Do not place the badge near your company identity and make sure it is secondary to the name of your application.



URL address naming

Apple trademark names can be included in your URL address only when the trademark follows your company and/or product name. Apple trademarks can be used only in URLs for web pages that feature applications developed specifically for the Apple product named. Never start a URL with an Apple trademark.

Acceptable:

www.company.com/application/iphone
or
www.company.com/ipad

Not acceptable:

www.iphoneapplication.com

For more information about Apple trademarks, see "Trademark Symbols and Credit Lines" on page 9.

Size and placement

The App Store badge should be clearly subordinate to the main message. It must be smaller than your company, product, or website identity and placed in a secondary position on the layout. The badge can be displayed along with other platform marks in the same size and position as the other marks.

Background colors

The App Store badge can be placed on a black or white background, on a solid color background, or on a background image, as long as legibility is not diminished. Do not place the badge on a visually cluttered or patterned background. If the badge is placed on a photograph or other image, it must be positioned in an area that is uncluttered and provides strong contrast and clear legibility.

Artwork

The App Store badge is provided as an Adobe Photoshop (.psd) file for use on web pages and online communications. Follow the instructions in the file for placing your background on the layer behind the badge and exporting the artwork for web use. A line art version of the badge (.eps) is provided for use on printed materials. Never alter the badge artwork provided by Apple.

Linking to the App Store

You must provide a link to your application on the App Store wherever the App Store badge is used. To obtain the URL for your application on the App Store, go to your product page in iTunes. Right-click or Control-click your application listing and choose Copy URL. Embed the URL in the App Store badge or your marketing copy.

If customers do not have iTunes software installed, the App Store link takes them to the iTunes download page, where they can download the iTunes software for Mac or Windows free of charge. Customers will then be routed to their original destination on the App Store.

Online Communications



Web page

One App Store badge is placed on the home page promoting an application. The badge is in a secondary position on the layout, following the company and application name and headline. The badge links directly to the application on the App Store.



Banner ad

The badge is secondary to the application name and promotional message. The entire banner links to the app preview web page.


Avoid Badge Mistakes

Always use the complete electronic artwork provided by Apple. Do not change the font or alter the spacing between elements of the App Store badge. Never separate the logotype from the iPhone logo. For the Internet and broadcast video, do not rotate, animate, or render the badge in three dimensions.

Do not use the iPhone icon alone. Do not use the App Store icon or other graphics from the iPhone interface. Do not use the iTunes desktop icon to represent the App Store.

Do not use images or copy from Apple's website, ads, or other marketing communications. Do not imitate the layout of Apple's website or other communications. Use only the Apple-approved image that is provided for your use in accordance with the App Marketing Artwork License Agreement.

Avoid Mistakes

	
Do not rotate the App Store badge.	Never use the iTunes desktop icon to represent the App Store.
	
Never remove or rearrange elements of the App Store badge.	Never use the iPhone icon alone.
	
Do not place any portion of the App Store badge in text.	Do not change the color of the App Store badge.



Never display an Apple product's Home screen on your communications.



Do not display any product icons that you do not own. In this example, the application developer has image usage rights to only one of the icons—the developer's own application icon.



When displaying your application screen, do not include Dock icons. Do not display promotional messages. Display only authentic screenshots from your application.

iPad, iPhone, and iPod touch Images

Apple provides images of iPad, iPhone, and iPod touch to developers for use in marketing communications promoting their applications. Assets can be downloaded at <https://developer.apple.com/appstore/resources/marketing/>. All marketing communications must follow the requirements described in "Apple Requirements" on page 8.

Use only the Apple-provided images included in the App Marketing Artwork License Agreement. Do not substitute your own photo of any Apple product. Do not display an illustration or rendering of iPad, iPhone, or iPod touch in promotional communications. Illustrations should be limited to instructional material.

Developers cannot display Apple product images with those of other development platforms. Do not place an Apple product image alongside the image of any other mobile or computing device.

Image files

Both a vertical and a horizontal format for each product are provided. The screen on the Apple product is blank so that you can display your application in the screen area (see "Placing your application screen on the iPad, iPhone, or iPod touch image" below).

Do not remove the reflection. In the horizontal iPhone and iPod touch images, the reflection that appears along the lower edge must match what is displayed on the screen. The reflection remains neutral on all other image files.

Apple product images on backgrounds

The Apple-provided product image can be displayed only on a white background. Never place the image on a black background or on any color or pattern.

Multiple screens

If multiple application screens are displayed, it is acceptable to repeat the iPad, iPhone, or iPod touch image. Do not overlap multiple product images; place them side by side. You can place the images in either vertical or horizontal orientation.

Placing your application screen on the iPad, iPhone, or iPod touch image

Only imagery that appears naturally onscreen when your application is open can appear on the Apple product screen. **Never display promotional copy on the Apple product screen. Never display the iPad, iPhone, or iPod touch Home screen or any icon that you do not own.**

Select the Apple product image that best fits your layout and open the file in Adobe Photoshop. Double-click the icon in the "Open to Replace Screen" layer (a Smart Object layer). A dialog directs you to edit the contents of the layer. Click OK. A new working window opens. Place the artwork for your application screen in the "Your Screen Here" window. Save it and close the window. The gray neutral screen image updates automatically. In the horizontal iPhone and iPod touch images, the reflection updates with your screen image. Do not alter the reflection layer.

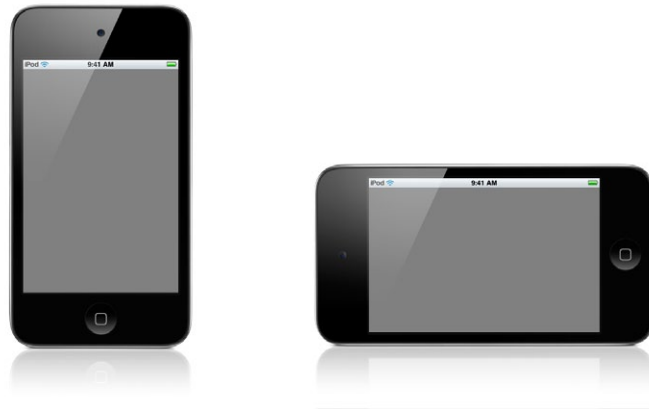
The RGB file can be exported or saved for the web. It can be converted to CMYK color mode and saved in .psd or .tiff format for use in print layouts. If you are using the files for printed materials, you must place a screen image in the file that is of sufficiently high resolution (at least 4x screen resolution).

Do not display Apple products on very large marketing materials, such as large-scale outdoor promotions. The resolution of the product image files is not sufficient for use at very large sizes. Apple product images must be used at a size that displays clearly at the resolution provided.



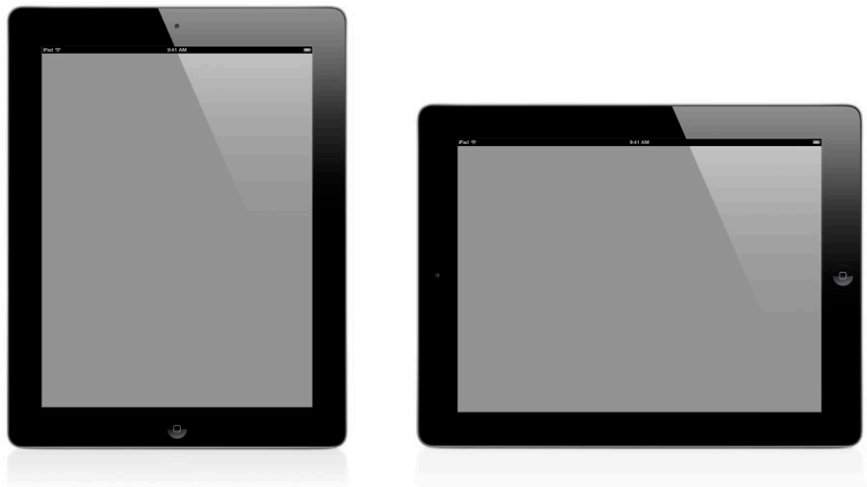
Apple-provided iPhone 4 images

One image file is provided in both vertical and horizontal format.



Apple-provided iPod touch images

One image file is provided in both vertical and horizontal format.



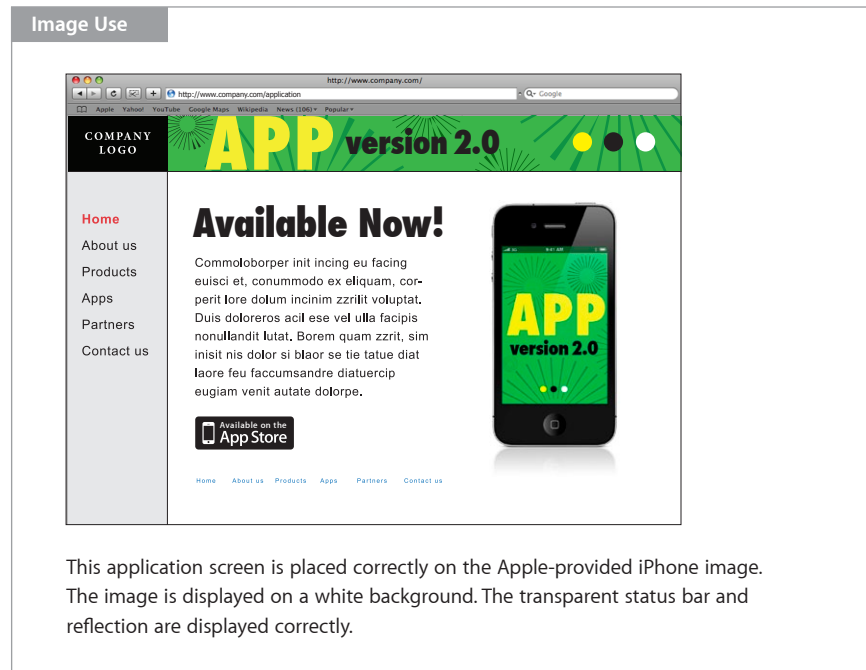
Apple-provided iPad 2 images

One image file is provided in both vertical and horizontal format.

Status bar

The status bar provided shows a full icon set including the 3G, iPod, or iPad designator, a full-battery icon, and the Wi-Fi icon. Do not alter the status bar artwork; use only the status bar provided by Apple as part of the image file. If your application plays full screen, it is acceptable to extend your application screen image over the status bar.

For iPhone 4 images, a white opaque bar and a black transparent bar are provided on different layers of the .psd file. Select the status bar layer that is visible when your application is playing.



Avoid Product Image Mistakes

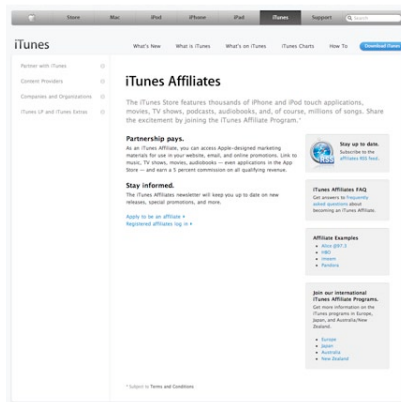
Do not tilt, flip, animate, or rotate an image. Do not alter the product image in any way except to include your application screen. Do not place promotional copy in the screen area. Display only your application screen. Never place violators, icons, type, or graphics over the Apple product image. Never use product images from Apple's website; use only the iPad, iPhone, and iPod touch images provided by Apple. Do not place an Apple product image alongside the image of any other mobile or computing device.

Promoting Your Application

When promoting your application in marketing communications, state that it is “for” Apple products. For example, say “*App name* for iPhone and iPod touch” or “*App name* for iPad.” Do not say “iPod *app name*” or “iPhone app.” When including your company name, lead with your company name followed by the application name and end with the appropriate Apple product name(s). For example, it is correct to say “*Company name Game name* for iPad, iPhone, and iPod touch.”

Using Apple product names

Apple product names can appear in copy along with the names of other mobile or computing devices (see “Trademark Symbols and Credit Lines” on page 9). Although the names of other development platforms can be used in promotional copy, never display Apple product images along with the images of other mobile or computing devices.



iTunes and App Store Affiliate program

As an iOS Developer Program member, you can join the iTunes and App Store Affiliate program and earn commission on qualifying revenue generated by links to iTunes from your website. Find out more at www.apple.com/itunes/affiliates.

Promoting the App Store

Using the name *App Store*

When using the name *App Store* in headlines or copy, always typeset *App Store* with an uppercase *A* and an uppercase *S* followed by lowercase letters. Do not translate the name *App Store* in headlines or body copy. Always set the name *App Store* in English, even when it appears within text in a language other than English. Include only the article *the* before the name *App Store*. Never include other descriptors; for example, do not say *iTunes App Store*, *Apple App Store*, or *iPhone App Store*. It is correct to say that your application is *available on the App Store*. It is also correct to say that your application can be *downloaded from the App Store*.

Suggested messaging

You can use these suggested messages in your communications to describe the App Store, or you can develop your own copy. Make sure that you use the name *App Store* correctly as described above.

Short copy block:

The App Store lets you browse applications and download them directly to your iPad, iPhone, or iPod touch.

Long copy block:

Tap into the App Store and you'll find applications in every category—from games to business, education to entertainment, productivity to social networking. Applications for iPad and iPhone take advantage of groundbreaking features such as Multi-Touch, GPS, and the accelerometer. And they can all be downloaded wirelessly to your iPad, iPhone, or iPod touch.

Describing compatibility

When you describe your application's compatibility, use complete Apple product names as shown on the Apple website at www.apple.com. Do not list Apple products that are not compatible with your application. Avoid using compatibility messages in headlines. Use the term *works with* to describe compatibility in body copy. For example, it is correct to say "*App name works with iPad 2, iPad, iPhone 4, iPhone 3GS, iPhone 3G, the original iPhone, and iPod touch.*"

When using the name *iPad*, *iPhone*, or *iPod touch*, always typeset *iPad*, *iPhone*, or *iPod* with a lowercase *i* and an uppercase *P* followed by lowercase letters. Always set *touch* with a lowercase *t*. The name *iPad*, *iPhone*, or *iPod* should start with a lowercase *i* even when it is the first word in a sentence, paragraph, or title. Do not translate the name *iPad*, *iPhone*, or *iPod touch*. Always set *iPad*, *iPhone*, or *iPod touch* in English, even when it appears within text in a language other than English. Always use the correct names: *iPad*, *iPhone*, and *iPod touch*. Do not use variations such as *touch* or *iTouch*.

Refer to Apple products only to describe their compatibility with your application. Apple does not allow third-party promotion of any kind for iPad or iPhone.

Avoid mistakes

Here are some common mistakes to avoid when you promote the App Store:

- Do not copy or imitate any Apple advertising, marketing, or messaging for iPad, iPhone, iPod touch, or the App Store in your marketing communications.
- Do not incorporate the App Store identity or the iPhone icon in headlines or body copy.
- Do not use headlines, copy, icons, or images from Apple's website at www.apple.com.
- Do not suggest ownership or customization of the App Store. For example, do not use *Get your favorite games on the (Company name) App Store*. Instead use *Get your favorite (Company name) games on the App Store*.
- Do not use *at the App Store*. Always use *on the App Store* or *from the App Store*.
- Do not use *downloadable*. Always use *download from the App Store*.

Apple Requirements

Your application screen images, the iPad, iPhone, or iPod touch product images, or photographs thereof cannot be used in any manner that falsely suggests an association with Apple or is likely to reduce, diminish, or damage the goodwill, value, or reputation associated with the iPad, iPhone, iPod touch, or Apple itself.

TV advertising approval

Apple approval is required for all TV advertising. Your ad should reflect your company's communication style. Never copy or imitate Apple advertising.

The following information must be provided for Apple's evaluation:

- Creative comps or storyboards
- Media plan details (including spend)

Submit all television creative materials to the following address:

appstoremarketing@apple.com. **Please allow five business days for a response.**

Typography

All headlines and body copy that refer to the App Store should be typeset in a manner that is consistent with your company's identity. The font used for App Store messaging should match the font used in the rest of your communication; do not use a different font when setting the name *App Store*. Do not imitate Apple typography. Apple uses a proprietary version of the Myriad font. Under no circumstances are application developers permitted to use Apple's font in their communications. To avoid customer confusion, do not use other versions of Myriad, such as Adobe Myriad, in your communications.

The new version game is
Available on the App Store
24 hours a day, 7 days a week!

Never use a Myriad font for App Store-related text. App Store messaging should match the typographical style of the rest of your communication.

Trademark Symbols and Credit Lines

Use the appropriate symbol (TM, SM, or [®]) the first time an Apple trademark appears in text—for example:

iPad[®]
iPhone[®]
iPod touch[®]
App StoreSM

Refer to the Apple Trademark List at www.apple.com/legal/trademark/appletmlist.html for the correct trademark symbol. Do not add a symbol to the App Store badge artwork provided by Apple.

Use the appropriate credit lines on all communications, listing only the specific Apple trademarks used in your materials or copy:

Apple, iPad, iPhone, iPod touch, and iTunes are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

If iTunes is mentioned in the communication, include the following statement:

Content purchased from the iTunes Store is for personal lawful use only.
Don't steal music.

For more information about using Apple trademarks, visit “Guidelines for Using Apple Trademarks and Copyrights” at www.apple.com/legal/trademark/guidelinesfor3rdparties.html.

Downloading Artwork

Subject to your agreement with the terms of the App Marketing Artwork License Agreement, you can download artwork including the App Store badge and photography of the iPad, iPhone 4, and iPod touch for your marketing purposes. Visit the Marketing Resources page of the App Store Resource Center located at <https://developer.apple.com/appstore/resources/marketing/>.

Content purchased from the iTunes Store is for personal lawful use only. Don't steal music.

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