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Apple Brand Guidelines

Apple Identity

Guidelines for Channel

Affiliates and Apple-

Certified Individuals

Marh 2013 12 Do not

use the Apple logo alone

in channel affiliate

communications,

including web pages. Do

not alter the

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typographic

proportions. Do not place a registered trademark symbol next to the Apple logo. Never use an Apple channel signature as

Apple Identity
Guidelines

When using the Apple names Apple Pay, Wallet, Messages, Siri,

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Phone, or Maps, always typeset with a capital letter. iMessage, the service within the Messages app, must be spelled with a lowercase i and an uppercase M followed by lowercase letters. View Apple Pay guidelines View Apple Wallet guidelines. Other Platforms

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Marketing Resources
and Identity Guidelines
- Apple Developer
Guidelines for Using
Apple Trademarks and
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Endorsement or
Sponsorship: Apple does
not support the use of its
logos, company names,
product names, or
images of... 2.

Compatibility: If you
are a developer, you

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may show an image of an Apple product in your promotional/advertising...

Legal - Copyright and Trademark Guidelines - Apple

Apple Brand Identity Guide. This is a brand book I started to work on for my Apple logos. So far I finished the stock,

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partnership, and award logos. All were made in illustrator. The brand book includes sizing instructions, color breakdowns, do 's & don'ts and how the logo with look on a product.

Apple Brand Identity
Guide on Behance
Focus on consistency
and functionality over

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branding. Make sure your app feels like a CarPlay app. It should be intuitive, easy to navigate, easy to use, and offer functionality that's useful while driving. Adhere to Apple's trademark guidelines. Apple trademarks should not appear in your app name or imagery.

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Branding - Visual
Design - Apple
Developer

Apple Affiliate Program
Brand and Photography
Guidelines 2. Content.

These guidelines are for
use by companies that
promote Apple and link
directly from their
website, mobile site, or
app to shop on
apple.com or the Apple

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Store app. To represent Apple correctly on websites, mobile channels, advertising, and other marketing communications, these guidelines should be followed wherever an Apple banner, badge, or text link to apple.com is used.

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If a product or service name is not listed under Apple ' s Trademarks or Apple ' s Service Marks, it should not be followed by a TM, , or ® notation and should not be included in credit lines. However, if a product or service name includes Apple, Mac, or another Apple mark listed in this trademark list, apply the correct

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trademark symbol (™,
, or ®) to that
portion of the name for
U.S. publications only.

Legal - Trademark List -
Apple

Guidelines Get details
on design, app review,
and marketing criteria,
with best practices, case
studies, and more. App
Store Identity

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Guidelines Properly integrate App Store badges, photography and video, Apple product images, and more in your marketing communications.

Guidelines - App Store -
Apple Developer
Editorial Guidelines
Typesetting Apple
Trademarks. Apple

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Trademarks must be typeset exactly as they appear on the Apple Trademark List. For... Suggested Messaging. You can use the suggested messaging below to promote Apple Pay in promotions, or you can develop... Do Not Translate.

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Guidelines - Apple Developer

Apps may not charge a maximum APR higher than 36%, including costs and fees, and may not require repayment in full in 60 days or less.

4. Design. Apple customers place a high value on products that are simple, refined, innovative, and easy to use, and that 's what

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we want to see on the
App Store.

App Store Review
Guidelines - Apple
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is one of the leading
branding companies in

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the world. 23 Slack

Brand Guidelines

Design Elements One-

color use The one-color
logo should be used only

on photographs and

color backgrounds

within the Slack color

palette.

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guidelines -

thereceptionist.com

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Always use Apple product names such as Apple Watch, iPhone, and iPad in singular form. Never make Apple product names plural. Instead, use modifiers in plural form, such as Apple Watch collections or iPhone models. Do not translate Apple Watch, iPhone, iPad, iPod touch, or any other Apple trademark.

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Always set Apple trademarks in English, even when they appear in copy in a language other than English.

iTunes - Music Identity Guidelines - Apple

By following these guidelines, you reap the benefits of the Apple identity and contribute to its strength.

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Signatures. An Apple signature is the combination of the Apple logo with a logotype (a name like 寰廣 authorized Reseller 寰 • set in specially designed type). Never try to re-create or imitate an Apple channel signature.

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Guidelines

Forbes recently published its annual study on one of the world ' s most valuable brands. Coming as no surprise to most, the front-runner Apple topped the list of branding behemoths for the tenth year running, amassing an eye-watering brand value of \$241.2 billion—up 17%

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over last year.

The world ' s most
valuable brand:
Apple ' s secret to
success

Apple Identity
Guidelines For Channel
Associates and
Apple-Certified
Individuals March 2013
The Apple identity is a
seal of approval and a

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promise of excellence.

When you are
authorized or...

Apple Brand Guidelines
by Joe Leadbeater -
Issuu

Same goes for Apple ' s
half-munched apple.

These companies are
practically glued inside
your brain, and strong
brand guidelines are

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part of the glue that makes them stick. But brand guidelines go far beyond a logo or icon. It ' s in their colors, imagery, fonts, tone, and even the feeling you get when you see one of their ads.

12 Great Examples of Brand Guidelines (And Tips to Make ...

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Apple Human Interface guidelines. ... The scrupulously detailed brand guidelines cover all the bases for a campaign that represents the whole state of New York and not just New York City. There's a mission statement and brand pyramid, consistency and typography guidelines, plus a whole

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Creative Bloq

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Issuu is a digital publishing platform that makes it simple to publish magazines, catalogs, newspapers,

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publications and get
them in front of
Issuu ' s millions of
monthly readers.

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anyone in the corporate
identity field. This
volume brings together
all the major elements of

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Corporate identity work
current in the USA
today, including
trademarks and logos,
manuals and
implementation
programmes.

There are a lot of books
out there that show
collections of logos. But
David Airey ' s “ Logo
Design Love ” is
something different:

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it 's a guide for designers (and clients) who want to understand what this mysterious business is all about. Written in reader-friendly, concise language, with a minimum of designer jargon, Airey gives a surprisingly clear explanation of the process, using a wide assortment of real-life

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examples to support his points. Anyone involved in creating visual identities, or wanting to learn how to go about it, will find this book invaluable. - Tom Geismar, Chermayeff & Geismar In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the

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printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last. David not only shares his experiences working with clients, including sketches and final results of his

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Successful designs, but uses the work of many well-known designers to explain why well-crafted brand identity systems are important, how to create iconic logos, and how to best work with clients to achieve success as a designer.

Contributors include Gerard Huerta, who designed the logos for Time magazine and

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Waldenbooks; Lindon Leader, who created the current FedEx brand identity system as well as the CIGNA logo; and many more. Readers will learn: Why one logo is more effective than another How to create their own iconic designs What sets some designers above the rest Best practices for working with clients 25

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practical design tips for
creating logos that last

I don ' t claim to be a branding expert. I don ' t build brands for a living and I haven ' t spent years learning about logo design and color psychology. However, I do know a great deal about business development. From my experiences

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with various growing companies, I ' ve discovered that many small business owners struggle to grasp the full value of branding. They hear about the concept and assume they need a name and logo for their business – but they don ' t see what branding is truly about. Even if you know what a brand is, you may not

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Guidelines
know how to separate your personal brand from your business identity, or what the difference is between the two. Branding Shmanding offers a way to demystify branding once and for all, so you can leverage the true benefits of the brand for your future.

A revised new edition of
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the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, *Designing Brand Identity, Fourth Edition* offers brand managers, marketers,

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Guidelines and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile

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Guidelines
devices, global markets,
apps, video, and virtual
brands. Features more
than 30 all-new case
studies showing best
practices and world-
class Updated to include
more than 35 percent
new material Offers a
proven, universal five-
phase process and
methodology for
creating and
implementing effective

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Guidelines

"Beloved Brands is a book every CMO or would-be CMO should read." Al Ries With Beloved Brands, you will learn everything you need to know so you can build a brand that your consumers will love. You will learn how to think strategically, define your brand with a

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ositioning statement
and a brand idea, write
a brand plan everyone
can follow, inspire smart
and creative marketing
execution, and be able
to analyze the
performance of your
brand through a deep-
dive business review.
Marketing pros and
entrepreneurs, this book
is for you. Whether you
are a VP, CMO,

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Guidelines
director, brand manager
or just starting your
marketing career, I
promise you will learn
how to realize your full
potential. You could be
in brand management
working for an
organization or an
owner-operator
managing a branded
business. Beloved
Brands provides a
toolbox intended to help

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Guidelines you every day in your job. Keep it on your desk and refer to it whenever you need to write a brand plan, create a brand idea, develop a creative brief, make advertising decisions or lead a deep-dive business review. You can even pass on the tools to your team, so they can learn how to deliver the fundamentals

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Guidelines needed for your brands.

This book is also an excellent resource for marketing professors, who can use it as an in-class textbook to develop future marketers. It will challenge communications agency professionals, who are looking to get better at managing brands, including those who

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work in advertising, public relations, in-store marketing, digital advertising or event marketing. "Most books on branding are really for the MARCOM crowd. They sound good, but you find it's all fluff when you try to take it from words to actions. **THIS BOOK IS DIFFERENT!**

Graham does a

Page 52/75

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Wonderful job laying out the steps in clear language and goes beyond advertising and social media to show how branding relates to all aspects of GENERAL as well as marketing management. Make no mistake: there is a strong theoretical foundation for all he says...but he spares you the buzzwords. Next

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year my students will all
be using this book."

Kenneth B. (Ken)

Wong, Queen's

University If you are an
entrepreneur who has a
great product and wants
to turn it into a brand,
you can use this book as
a playbook. These tips
will help you take full
advantage of branding
and marketing, and
make your brand more

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powerful and more profitable. You will learn how to think, define, plan, execute and analyze, and I provide every tool you will ever need to run your brand. You will find models and examples for each of the four strategic thinking methods, looking at core strength, competitive, consumer and

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Guidelines situational strategies. To define the brand, I will provide a tool for writing a brand positioning statement as well as a consumer profile and a consumer benefits ladder. I have created lists of potential functional and emotional benefits to kickstart your thinking on brand positioning. We explore the step-by-

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step process to come up with your brand idea and bring it all together with a tool for writing the ideal brand concept. For brand plans, I provide formats for a long-range brand strategy roadmap and the annual brand plan with definitions for each planning element. From there, I show how to build a brand execution

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plan that includes the creative brief, innovation process, and sales plan. I provide tools for how to create a brand calendar and specific project plans. To grow your brand, I show how to make smart decisions on execution around creative advertising and media choices. When it comes time for the

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analytics, I provide all the tools you need to write a deep-dive business review, looking at the marketplace, consumer, channels, competitors and the brand. Write everything so that it is easy to follow and implement for your brand. My promise to help make you smarter so you can realize your full

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With this book in hand, nonprofits can increase their fundraising potential—and their overall impact—by learning how to ramp up nearly every aspect of their fundraising programs in new and creative ways. • Adopts a comprehensive approach to nonprofit

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fundraising for board members, executives, and those specifically charged with raising money • Explores nonprofits' attitudes and limiting beliefs • Examines best practices related to fundraising, then takes those practices to the next level through creativity and innovation • Provides concrete ways

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harnessing the power of
audience to shape and

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conducting research, identifying target audiences, setting goals, and branding your project. And, you'll learn first-hand how to execute your plan's publicity, events, advertising, trailers, digital and interactive content, and social media. Transmedia Marketing enlivens these concepts with:

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fully versed in the art of
marketing film, TV,
games, and digital
media and primed to
write and achieve the

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winning plan for your
next media project.

Designers will find this book to be an invaluable guide to creating stacks that fit Apple's standard HyperCard interface. Individual chapters cover graphics, buttons, text, sound, stack structure and the user interface.

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In **Logo Design Love**, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing

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brand identity systems that last.

Management fads come and go in the blink of an eye, but branding is here to stay. Closely watched by the stock market and obsessed over by the biggest companies, brand identity is the one indisputable source of sustainable competitive

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advantages, the vital key
to customer loyalty.

David Aaker is widely
recognised as the
leading expert in this
burgeoning field. Now
he prepares managers
for the next wave of the
brand revolution. With
coauthor Erich
Joachimsthaler, Aaker
takes brand
management to the next
level - strategic brand

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Leadership. Required reading for every marketing manager is the authors' conceptualisation of 'brand architecture' - how multiple brands relate to each other - and their insights on the hot new area of Internet branding. Full of impeccable, intelligent guidance, **BRAND LEADERSHIP** is the

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visionary key to business
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