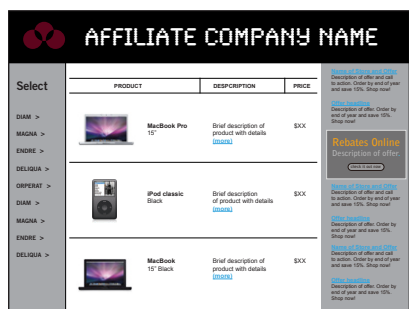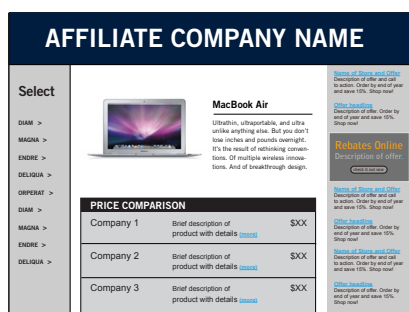# Using Apple Product Photography

Guidelines for Apple Online Store Affiliate Publishers

Each Apple product photo must be placed near content related to that product. For standard sales and merchandise listings, use only one photo of a particular Apple product on a web page. Only shopping comparisons can display an additional photo of the same product in each vendor listing.

Overview

Every aspect of Apple product photography, from framing and composition to lighting and camera angle, is carefully controlled by Apple. When your company is approved to use Apple product photographs, it is important to use them correctly as shown in these guidelines.

Using Apple-provided product photography

The Apple-provided product photographs shown in these guidelines are for use only by Apple Online Store Affiliate Publisher partners (affiliates) that have agreed to the terms and conditions of the Apple Online Store Affiliate Publisher program and have been approved to participate in the program. The photographs can be also used by third-party companies that have permission from Apple. You must follow these guidelines whenever Apple-provided product photographs are used.

Apple reserves the right to withdraw permission to use the photographs anytime their use is inconsistent with these guidelines or is otherwise deemed inappropriate by Apple.

Apple Product Photography

Use only current product photos designated for use by Apple Online Store affiliates and provided through the affiliate vendor interface or data feed from Apple's approved affiliate vendor in your region.

Never download or copy images from the Apple Online Store or from Apple's website at www.apple.com. Do not produce your own photos of Apple products for merchandising use; use only the assets provided by Apple when linking to the Apple Online Store. Never use Apple's lifestyle or other promotional imagery.

For editorial purposes, use photography provided by Apple Public Relations (PR) at www.apple.com/pr/products. Product images from Apple PR should not link to the Apple Online Store.

Placement and size

Apple product photos must not dominate your web page. They must always be subordinate to your company or store identity and cannot take the place of that identity. Photos are provided to supplement content that is clearly related to Apple products.

Always use Apple product photos at the size provided. Never enlarge or reduce product photo files.

Avoid Mistakes

Avoid these common mistakes when using Apple product photos.

- Do not place an Apple product image on a busy, colorful, textured, or patterned background. Apple product photos can be placed only on a white, off-white, light gray, or black background.
- Do not alter Apple product photos or add type, violators, or other graphics.
- Do not animate or enhance Apple product photos.
- Never place a product photo from the Apple Online Store Affiliate program within editorial content. Apple product photos obtained through the affiliate program are for use only with sales and merchandising content.
- Use only the screen shots (images shown on the screen of the featured product) provided by Apple; do not alter them or create your own screen images and place them on Apple product photos.
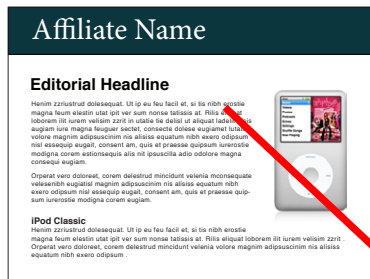
Affiliate program product photo within editorial content

One Apple PR product photo within editorial content

Never use photos or banners from the affiliate program in editorial content. Editorial content that analyzes a business, industry, or product or offers the author's opinion can be accompanied only by Apple product photos obtained from Apple PR at www.apple.com/pr/products. Do not use multiple photos of the same product or multiple photos from the same product line. One photo from the Mac product line or one photo from the iPod product line can be used. One photo from each product line can be used if the content is related to both product lines. Apple PR product photos cannot link to Apple or the Apple Online Store.

Avoid Mistakes

Graphics and type
Do not place type, graphics, or other elements on Apple product photos.

Backgrounds
Do not place Apple product photos on a busy, colorful, or cluttered background. Use the background provided by Apple as part of the photo.

Violators
Never place a violator on an Apple product. Violators and other graphics can be placed beside the product photo or in the text that describes the product.

Photo selection
Apple product photographs provided to affiliates feature a solid white or solid black background to make it easier for customers to see the product. The Time Capsule photo shown above contains a promotional background image and is not for affiliate use.

Image Size and Resolution

Correct
Make sure you use Apple product photos at the size provided. Do not enlarge them. The photos should appear crisp and clearly legible.

Incorrect
In this example, the image is displayed at a size that is too large for the digital resolution of the photo file, resulting in a blurry image.

Keep Apple Photos Current

Apple continually updates the product photos that are available to affiliates. Do not show outdated Apple products. Use only the most current Apple product photos provided by Apple's approved affiliate vendor in your region.

Linking to the Apple Online Store

Apple product photos are provided via code from the affiliate vendor interface and contain a link to the corresponding page on the Apple Online Store. If you publish the photo outside the data feed on your own server, do not override the link. Apple product–related text in body copy can also link to the Apple Online Store. For complete information on linking to the Apple Online Store, refer to your Apple Online Store Affiliate Publisher program documentation.

Promoting the Apple Online Store

Using the name *Apple Online Store*
When using the name *Apple Online Store* in headlines or copy, always typeset it as three words with an initial capital letter followed by lowercase letters. Do not translate the name in headlines or body copy. Always set *Apple Online Store* in English, even when it appears within text in a language other than English.

Avoid mistakes
Here are some common mistakes to avoid when you promote Apple product offers in your communications:

- Do not incorporate Apple photography or the Apple logo in headlines or body copy.
- Do not use headlines, copy, or images from the Apple Online Store or from Apple's website at www.apple.com.
- Do not suggest ownership or customization of the Apple Online Store. For example, do not say *Use points to shop at our Online Store from Apple*. Instead say *Use your points to shop at the Apple Online Store*.

Using Trademarks and Credit Lines

A trademark can be a name, a logo, or even a slogan—any word, symbol, or device used to identify a company's products or services and distinguish them from those of other companies. Because trademarks are essential in building strong brands, they are extremely valuable assets. It is important that you use Apple trademarks carefully to prevent customer confusion about ownership and responsibility and to protect the valuable investment Apple has made in its trademarks.

Trademark symbols

Use the appropriate symbol (™, ℠, or ®) the first time any Apple trademark appears in your copy. Refer to the Apple Trademark List at www.apple.com/legal/trademark/appletmlist.html for the correct trademark symbols. Do not use these trademark symbols in communications that will be distributed outside the United States. Do not add trademark symbols to Apple-provided assets, Apple signatures, or the Apple logo in any communications.

Credit lines

Include credit lines in all communications, listing the Apple trademarks that appear in your copy. Always list Apple and the Apple logo. Refer to the Apple Trademark List at www.apple.com/legal/trademark/appletmlist.html for the correct trademark names and status. Use the following form and make sure the spelling, capitalization, and punctuation are correct:

> Apple, the Apple logo, iPod, iTunes, and Mac are trademarks of Apple Inc., registered in the U.S. and other countries. iPhone and MacBook Air are trademarks of Apple Inc. MobileMe is a service mark of Apple Inc.

Place the trademark credit lines with other legal notices in your communications.

For more information about using Apple trademarks, visit www.apple.com/legal/trademark/guidelinesfor3rdparties.html.

If you have questions after you have reviewed the information provided on the Apple legal website at www.apple.com/legal, contact the Apple Trademark Department via email (appletm@apple.com). Allow up to one week to receive a reply.

For More Information

To obtain Apple product photography, contact the Apple account representative or sales administrator in your region or refer to your Apple Online Store Affiliate Publisher program agreement and work with Apple's approved affiliate vendor in your region.

If you need more information or have questions about using these guidelines, contact the Apple representative or Apple's approved affiliate vendor in your region.