



iTunes U

Identity Guidelines

September 2013

Contents

Overview	3
iTunes Badges	
Versions	4
Basics	5
Do's and Don'ts	6
Linking to iTunes U	
Basics	7
Examples	8
Using the Name <i>iTunes U</i>	
Editorial Guidelines	9
Promoting iTunes U	
Do's and Don'ts	10
Additional Tools	11
Apple Legal Requirements	12

Overview

Hundreds of colleges, universities, schools, and cultural institutions use iTunes U to distribute educational content to their students and the public. To help your content get maximum exposure and awareness, and to help maintain the strength of the iTunes brand, it's important to use the iTunes U identity in a consistent manner, as shown in these guidelines.

These guidelines are for use by Apple-approved iTunes U content providers who have agreed to the terms of the iTunes U License Agreement. Follow the instructions in these guidelines to correctly promote iTunes U and maximize exposure and awareness of your iTunes U content in news announcements, websites, syllabi, and other communications.

iTunes Badges

Versions

Only the versions of the iTunes badges shown here are approved by Apple to promote content on iTunes U.



Available on iTunes badge
Use the Available on iTunes badge to direct audiences to your iTunes U content.



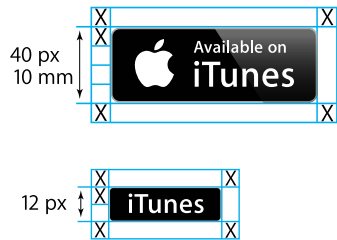
Small iTunes badge
Use the small iTunes badge to indicate that each title in a list can be individually downloaded on iTunes U. Use this badge when layout space is limited.

iTunes Badges

Basics

Minimum clear space and minimum size

- The minimum clear space is equal to one-quarter the height of the badge (one-half the height of the small badge).
- Do not place photos, typography, or other graphic elements inside the minimum clear space.
- The minimum size is 10 mm in height for use in printed materials and 40 pixels for use on web pages (12 pixels high for the small badge).
- Always choose a size that is clearly legible in the selected medium.



Minimum clear space and minimum size for advertising on mobile devices

When the badge is placed on advertising with very limited layout space, such as banners for mobile devices, follow these guidelines:

- Minimum clear space is equal to one-tenth the height of the badge.
- Select a badge size that is clearly legible.
- Use the .svg format badge artwork provided for optimum legibility on Retina displays. See “Artwork” to the right.



Backgrounds

iTunes badges always appear in black and white as shown here. The gray border surrounding the badge is part of the badge artwork and must be included. The iTunes badge can be placed on:

- A black or white background
- A solid-color background
- A background image, as long as legibility is not diminished



Artwork

Badge artwork is provided in .svg format for web or onscreen communications and .eps format for use in printed materials.

Localized badges

Apple provides badge artwork with the “Available on iTunes” modifier translated into regional languages. Do not create your own version of a localized badge. Always use artwork provided by Apple.



The Available on iTunes badge is available in the following languages: Bulgarian, Chinese Simplified, Chinese Traditional, Czech, Danish, Dutch, English, Estonian, Filipino, Finnish, French, German, Greek, Hungarian, Indonesian, Italian, Japanese, Jawi, Korean, Latvian, Lithuanian, Maltese, Norwegian, Polish, Portuguese, Portuguese for Brazil, Romanian, Russian, Slovak, Slovenian, Spanish, Spanish for Latin America, Swedish, Thai, and Vietnamese.

iTunes Badges

Do's and Don'ts

Do

- Use only current badge artwork provided by Apple.
- Use the badge on your institution's website to promote content offered on iTunes U, including:
 - Web pages
 - Newsletters
 - Email promotions
 - Print advertising and promotions
- Place the badge near copy or visuals that promote iTunes U content.
- For online communications, use an iTunes badge to provide a link to your institution's content on iTunes U.
- Use only one badge on a layout, except when the small badge accompanies each item in a content list.
- Place the badge in a subordinate position on the layout following your primary message or identity. The badge should be smaller than the main message, provider, or website identity.
- If the badge appears with badges that represent other media stores, place the iTunes badge first.
- References to multiple platforms and competitive products can be made in copy.

Don't

- Do not use the iTunes badge on general promotions for your institution. The badge must be associated only with iTunes U content.
- Do not use the badge if your media cannot reproduce the badge artwork clearly and at high resolution.
- Do not make the badge the primary message or main graphic on your layout. It must be secondary to your main message and institution or primary identity.
- Do not use multiple versions of the iTunes badge on the same communication, except when the small badge accompanies each item in a content list.
- Do not use the iTunes icon from the iOS interface.
- Do not use the iTunes icon from the OS X desktop.
- Do not use the Apple logo alone.
- Do not animate, rotate, or tilt the iTunes badge.
- Do not alter the badge artwork in any way.
- Do not use graphics or images from Apple's website.
- Do not use the iTunes badge as part of a compatibility message.
- Do not create a new badge identity that includes iTunes U.



Do not use the iTunes icon from the iOS interface.



Do not use the iTunes icon from the OS X desktop.



Never use the Apple logo.



Do not rotate or animate an iTunes badge.



Do not separate or rearrange the elements of the iTunes badge.



Do not distort an iTunes badge.



Do not use graphics from Apple's website.



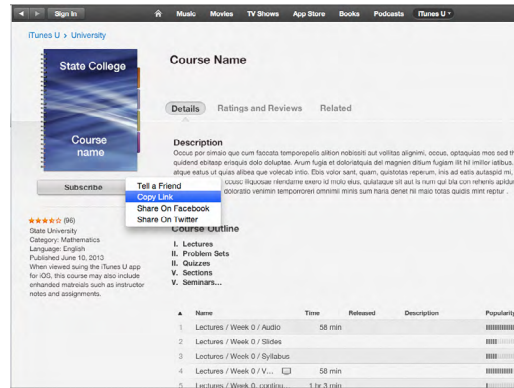
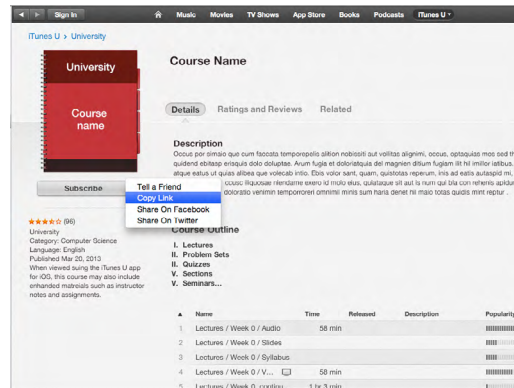
Do not create your own graphics to stand for iTunes or iTunes U.

Linking to iTunes U

Basics

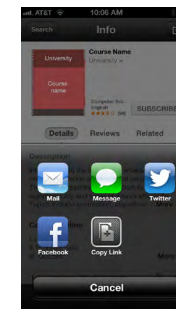
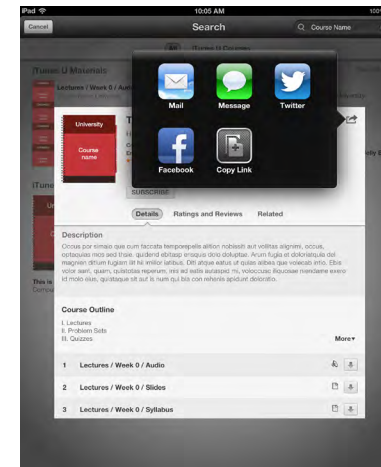
You must provide a link to your content on iTunes U wherever an iTunes badge is used online. You can link to your iTunes U site, courses, or collections (including materials with courses, or episodes within collections.)

If customers do not have iTunes software installed, an iTunes link takes them to the iTunes download page, where they can download iTunes software for Mac or Windows, free of charge.



Linking from a Mac

To link to your content from a Mac, copy the link from within the iTunes Store.

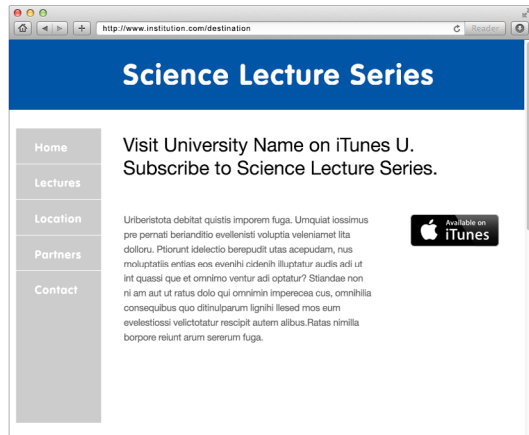


Linking from an iOS device

On an iOS device, select the share icon and share your content via mail, message, Twitter and Facebook. Or you can simply copy the link.

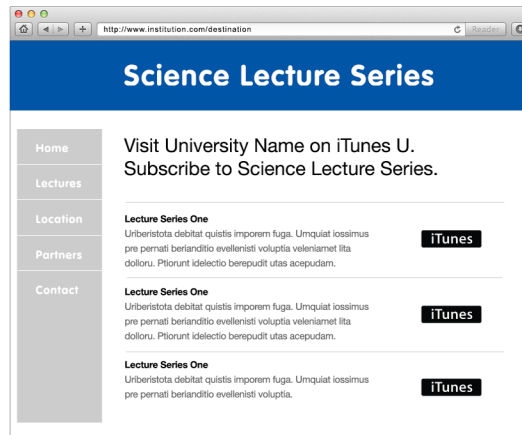
Linking to iTunes U

Examples



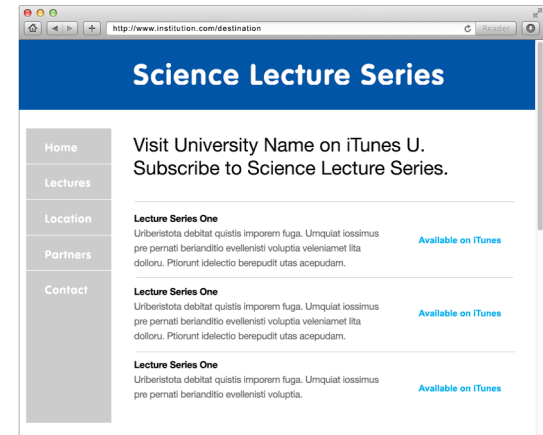
Available on iTunes badge link

Always link to your content whenever the Available on iTunes badge is used online.



Badge link

Each iTunes badge used in online communications must link to your content on iTunes U. The small iTunes badge can be used when multiple content items are listed, as shown above, or when layout space is limited.



Text link

You can use text links for linking to iTunes U. Make sure the text link copy reads *Available on iTunes*.

Using the Name *iTunes U*

Editorial Guidelines

Referring to iTunes U

When using the name *iTunes U* in headlines or body copy, always typeset *iTunes U* as two words, with a letter space between *iTunes* and *U*, as you see it here. *iTunes* is set with a lowercase *i* and an uppercase *T* followed by lowercase letters, and the *U* is always uppercase. The name *iTunes U* should start with a lowercase *i* even when it is the first word in a sentence, paragraph, or title.

Never refer to *iTunes* without the *U* when describing or promoting your iTunes U content or your iTunes U site. Do not use the term *iTunes University*.

When using the name *iTunes U* in copy, avoid line breaks between *iTunes* and *U*.

Combining the name of your institution with *iTunes U*

To combine the name of your institution with the name *iTunes U*, use the full name of your institution, followed by the words *on iTunes U*. For example:

Name of Institution on iTunes U

Do not substitute other words or phrases when combining the name of your institution with the name *iTunes U*. Never translate the name *iTunes U*. The name *iTunes U* must always appear in English, even when it is surrounded by text in a language other than English.

Promoting iTunes U

Do's and Don'ts

Do

- To maintain your institution's identity, use images and icons related to your institution, such as campus photos, images of campus or classroom activities, or emblems and logos that represent your institution.
- In U.S. communications, use the registered trademark symbol (®) the first time the names *iTunes* and *iTunes U* appear in body copy.
- Use clear messaging. It is correct to say that content is *available on iTunes U*.
- Typeset all headlines and body copy in your promotions in a manner that is consistent with your company's identity. Match the font used in the rest of your communication when typesetting *iTunes U* or iTunes U content messaging.
- Use the URL www.itunes.com to refer to the web page where the iTunes application can be downloaded by first-time users or those who need to update their iTunes software.
- Screen captures of your content on iTunes U can be used in training or communications that help familiarize users or content providers with the iTunes U process and environment.

Don't

- Do not copy or imitate any iTunes advertising, marketing, or messaging.
- Do not use headlines, copy, icons, or images from iTunes or from Apple's public website.
- Do not use *at iTunes U* or *from iTunes U*. Always use *on iTunes U*.
- Do not imitate Apple typography.
- Do not incorporate an iTunes badge or the Apple logo in headlines or body copy.
- Do not indicate any kind of sponsorship or endorsement by Apple.
- Do not use screen captures from your iTunes U content in promotional materials.



Use the full name of your institution followed by the words *on iTunes U*.



Do not typeset *iTunes* in all uppercase or all lowercase letters. Always typeset *iTunes* with a lowercase *i* and an uppercase *T* followed by lowercase letters.



Do not place an iTunes badge within text.

Additional Tools

iOS Developer Program

iOS developers with an Apple-approved app available on the App Store can join the iOS Developer Program and use App Store badges to promote their app. Learn more at <https://developer.apple.com/programs/ios>.



App Store badge

Mac Developer Program

Mac developers with an Apple-approved app available on the Mac App Store can join the Mac Developer Program and use Mac App Store badges to promote their app. Learn more at <https://developer.apple.com/programs/mac>.



Mac App Store badge

iBooks publishers

Publishers and authors with an Apple-approved publication available on iBooks can use iBooks badges to promote their publications. Learn more at www.apple.com/itunes/affiliates/resources/badges.html.



iBooks badge

Apple Legal Requirements

Apple requirements

The iTunes badges 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 iTunes, iTunes U, or Apple itself.

Trademark symbols and credit lines

In communications distributed only in the United States, the appropriate symbol (™, ™, or ®) must follow each Apple trademark the first time it is mentioned in body copy, for example:

App StoreSM
iBooks[®]
iPad[®]
iPhone[®]
iPod touch[®]
iTunes[®]
iTunes U[®]
Mac[®] App StoreSM

List only the specific Apple trademarks used in your communication's text or audio. Refer to the Apple Trademark List at www.apple.com/legal/intellectual-property/trademark/appletmlist.html for the correct trademark symbol.

Do not add a trademark symbol to the iTunes badge artwork provided by Apple.

In all regions, use the following credit lines on all communications, listing all the Apple trademarks used in your copy:

Apple, the Apple logo, iTunes, and iTunes U are trademarks of Apple Inc., registered in the U.S. and other countries.

In addition, include the following legal statement:

iTunes is for legal or rightholder-authorized copying only. Don't steal music.

For communications developed for mobile devices, follow standard practices for the placement of legal copy, such as creating additional screens or providing interactive links to legal copy.

For more information about using Apple trademarks, visit "Guidelines for Using Apple Trademarks and Copyrights" at www.apple.com/legal/intellectual-property/guidelinesfor3rdparties.html.

With Apple's approval, a translation of the legal notice and credit lines (but not the trademarks) can be used in materials distributed outside the U.S. Never translate an Apple trademark.

For more information

Share your successes and examples with other iTunes U content providers at www.apple.com/support/itunes-u.

If you have questions or need more information about iTunes U, contact your Apple representative or visit www.apple.com/support/itunes-u. You can send requests to iTunes-U-Request@apple.com.

© 2013 Apple Inc. All rights reserved. Apple, the Apple logo, iBooks, iPad, iPhone, iPod touch, iTunes, iTunes U, Mac, OS X, and Retina are trademarks of Apple Inc., registered in the U.S. and other countries. iTunes Store is a service mark of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Other product and company names mentioned herein may be trademarks of their respective companies.