



Apple Affiliate Program

Brand and Photography Guidelines

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Overview

Apple.com is the world's #1 resource for purchasing Apple products online. When your company is approved to use an Apple-provided asset, such as a web banner or badge to direct your customers to apple.com, it's important to use those assets as directed and approved in these guidelines.

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 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.

Promoting apple.com

When describing shopping with Apple, the following phrases can be used:

- Shop apple.com
- Shop the Apple website
- Shop Apple online
- Shop the Apple Store app
- Shop with Education Pricing

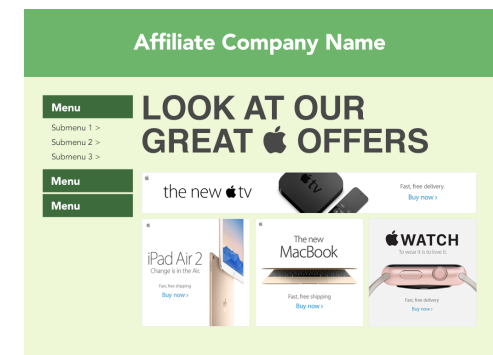
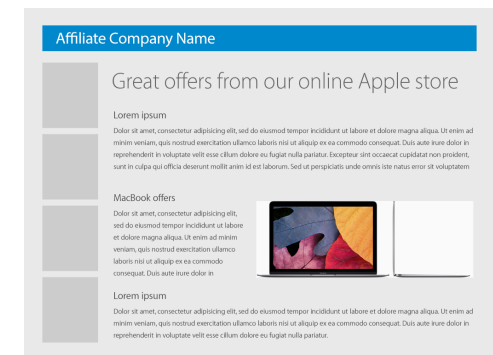
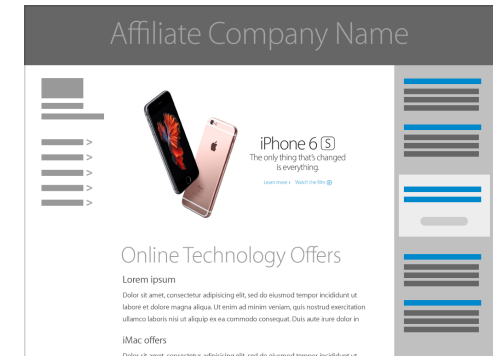
The name of the company, Apple, should always remain in English, independent of the language in which it appears.

Scenarios to Avoid

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

- Do not incorporate Apple assets (Apple banners, the Apple logo, or Apple product photography) in headlines or body copy. Exceptions will be made upon review and written approval.
- Do not use headlines, copy, or images from Apple's website.
- Do not suggest ownership or customization of apple.com. For example, do not say "Use points to shop at apple.com." Instead say "Use your points to shop at apple.com."

Examples of scenarios to avoid



Apple Logo

Best Practice

Only Apple and its authorized/approved licensees may use the Apple logo in advertising, promotional, and sales materials. The Apple logo may only be used as follows.

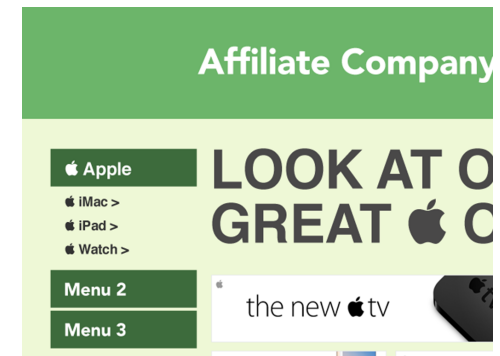
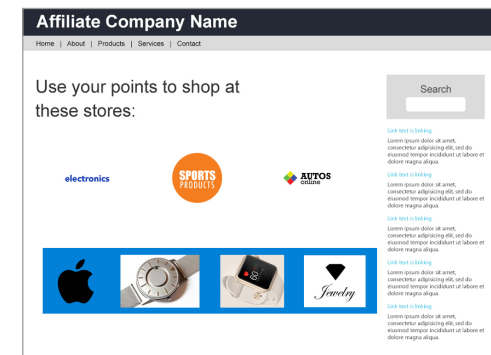
Do's

- Use the Apple logo in the size provided.
- Use one Apple logo in a collection of logos identifying companies related to the affiliate offer.
- One Apple logo can be used on a page dedicated to Apple product promotions.

Don'ts

- Do not place the Apple logo within a banner.
- Do not use the Apple logo as part of your menu options.
- Do not use the Apple logo as a navigation device.
- Do not place the Apple logo within editorial content.

Examples of scenarios to avoid



Apple Web Banners

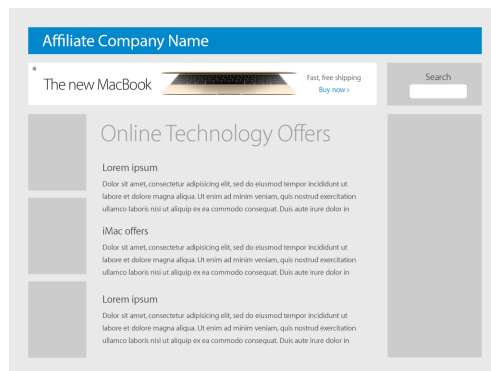
Best Practice

Do's

- Use only current web banners available from the affiliate platform.
- Display only one Apple banner on a web page. For example, you can display one iPod or one Mac banner on a web page, but do not display both banners.
- The Apple banner must be placed in the advertising area at the top or side of the web page above the fold.
- Use Apple banners at the size provided.
- Your website should reflect your company's unique corporate identity.

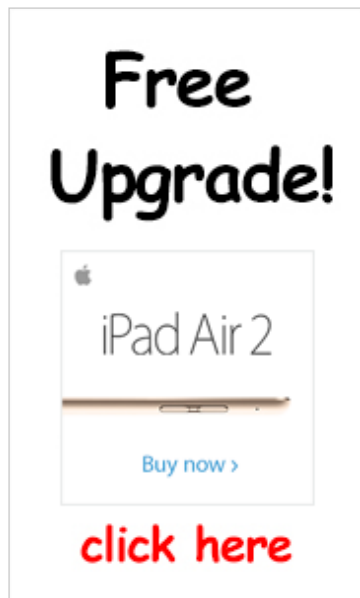
Don'ts

- Do not repeat a banner multiple times on the same page.
- Do not alter the banner size or layout to fit your web page. If you need a size that is not provided, please contact your affiliate team.
- Do not translate an Apple banner on your own.
- Do not place an Apple banner within another banner.
- Do not add violators, type, or graphics to an Apple banner.
- Do not place other banners or messages in an Apple banner.
- Do not distort an Apple banner.
- Do not remove an Apple product photo from an Apple banner and use it.
- Do not display only a portion of an Apple banner.
- Do not use Apple-provided banners as your primary source of content. Apple banners are developed to support your content and direct customers to the correct location on apple.com.
- Never use Apple headlines and copy as if they are your own.
- Do not use pop-up or pop-under banners to promote Apple products.

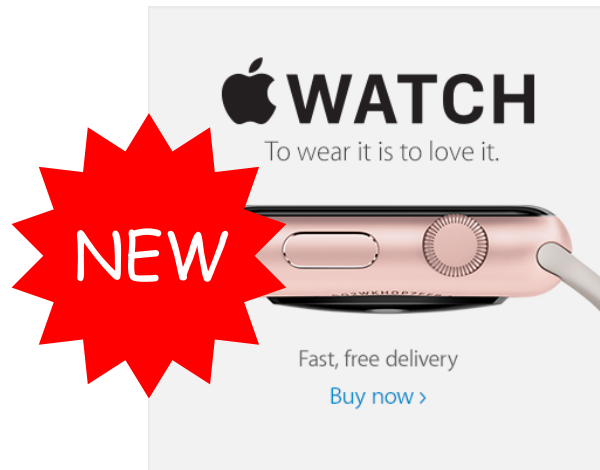


Apple Web Banners

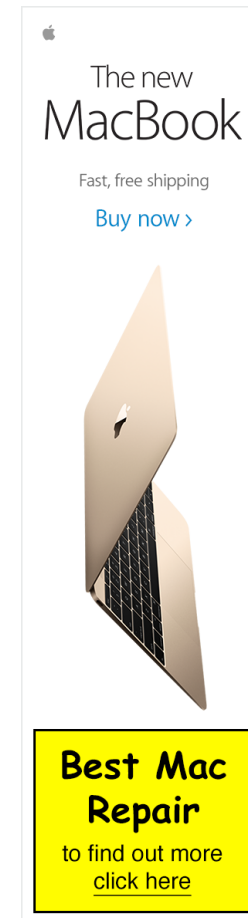
Banner Design Mistakes to Avoid



Do not place an Apple banner within another banner.



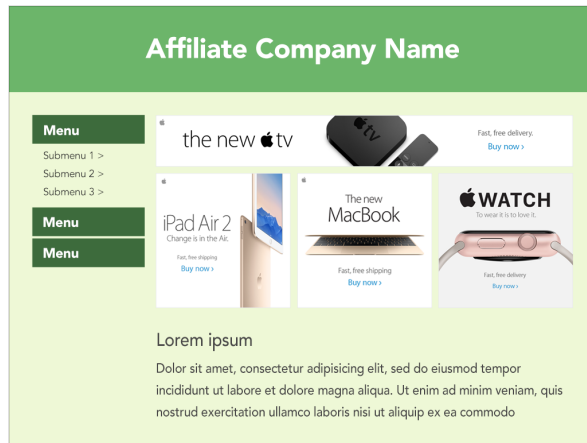
Do not add violators, type, or graphics to an Apple banner.



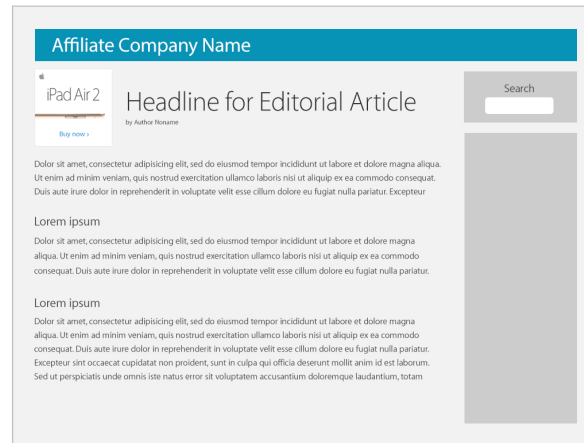
Do not place other banners or messages in an Apple banner.

Apple Web Banners

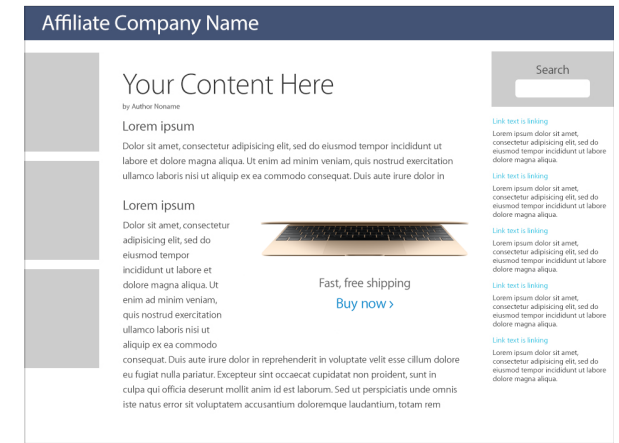
Layout Mistakes to Avoid



Do not use multiple Apple banners to create your web page content. Your web page should feature content created by your company.



This example leads with an Apple banner followed by an editorial headline, suggesting that Apple has endorsed or provided the editorial content. It must be clear to readers that the affiliate is the source of the content.



Do not remove an Apple product photo from an Apple banner and use it alone. Do not rearrange the elements of a banner or create a new banner. Never display only a portion of an Apple banner.

Apple Product Photography

Overview

Every aspect of Apple photography, from framing and composition to lighting and camera angle, is carefully controlled by Apple. When your company is approved to use Apple product photos it is important to use them 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 Affiliate Publisher partners (affiliates) that have agreed to the terms and conditions of the Apple Affiliate Publisher program and have been approved to participate in the program. The photos can also be 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

Best Practice

Apple Product Photography

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

Never download or copy images from apple.com. Do not produce your own photos of Apple products for merchandising use; use only the assets provided by Apple when linking to apple.com. 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.

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 and show the products in their entirety. Apple products should be presented in correct proportions to one another. Never enlarge or reduce product photo files.

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 the approved affiliate vendor in your region.



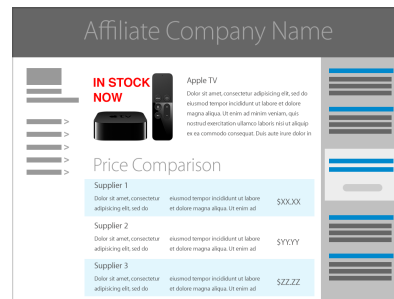
Each Apple product photo must be placed near content related to that product. For standard sales and merchandise listings, use only one photo of a particular Apple product on a web page. Only shopping comparisons can display an additional photo of the same product in each vendor listing.

Apple Product Photography

Mistakes to Avoid

Avoid these common mistakes when using Apple product photos.

- Do not place an Apple product photo 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 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.



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



Apple product photos provided to affiliates feature a solid white or solid black background to make it easier for customers to see the product.



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



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

Your Content

Typography

All headlines and body copy on your website that refer to Apple or to any Apple product should be formatted in a manner that is consistent with your company's identity. Do not imitate Apple typography. Apple uses a proprietary version of the Myriad font. Apple affiliates are not permitted to use this font in their communications. To avoid customer confusion, do not use other versions of Myriad, such as Adobe Myriad, in your communications.

Social Marketing Policy

All posts on social media networks promoting Apple products or promotions should be pre-approved in writing. Any approved posts should refer and link to content on your site. Apple does not allow affiliates to use social media posts to solely promote and link directly to apple.com.

Email Marketing Policy

Email marketing content promoting Apple products must be pre-approved. Content should link to your site. Apple does not allow affiliates to use email and newsletters to link directly to apple.com.

Apple Approved Offer Copy

When writing about Apple products, do not misrepresent Apple or exaggerate the offer. Here are a few rules to follow.

Offers

Apple does not issue promotional codes, coupons, or vouchers, so do not represent our offers as coupons, vouchers, discounts, or promo codes. If necessary you can use the term "Offers".

Other prohibited terms -

- Discount(s)
- coupon(s)
- coupon code(s)
- promo code(s)
- voucher(s)
- voucher code(s)
- Apple cash back
- Do not use exclamation marks to represent Apple offers (e.g. Hot!!)

Price Language

For Apple Education Pricing, "Save with Apple education pricing," or "Save on a Mac" is recommended. Do not refer to the pricing as an education discount.

Your Content

Best Practice

Apple affiliates must adhere to the criteria below when developing content for their website, email, and apps.

- Content including articles on the publisher website should show new information and current articles.
- Cannot contain any rumors regarding Apple.
- Cannot contain any article encouraging jail breaking content for Apple products.
- Cannot have content that supports a specific religious group or a political party.
- No sexual or violent content.
- No illegal software or content download sites.

For publisher sites that have a page dedicated to promoting Apple, a full list of Apple value propositions must be presented. This can be provided by the Apple Affiliate Program account representative in your region.

The Apple Affiliate Program only supports online promotion of apple.com and the Apple Store app. Any offline marketing communications must be pre-approved in writing.

Linking to apple.com

Apple banners and logos are provided via code from the affiliate program interface and contain a link to the corresponding page on apple.com. Do not host a banner or badge outside of the Apple Affiliate Program hosted links. Apple product-related text in body copy can also link to apple.com.

Never link an Apple banner to an Apple reseller's web page. Instead, use a banner provided by the reseller.

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 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 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 banners, the Apple logo, or other Apple-provided assets.

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. Make sure the spelling, capitalization, and punctuation are correct. Place the trademark credit lines with other legal notices in your communications.

Selecting a website address

Your website's address, or domain name, is subject to Apple's Trademark Guidelines at www.apple.com/legal/trademark/guidelinesfor3rdparties.html. You may not select an identical or virtually identical Apple trademark as a second-level domain name for your website. However, you may incorporate Apple trademarks in your domain name if you meet all the following criteria:

- Your domain name does not consist solely of an Apple trademark or trademarks.
 - Your site is editorial and/or provides information about Apple's products.
 - Your site is not a commercial website or an e-commerce website that sells products or services online.
 - Your domain name or website does not imply or create a sense of endorsement by, sponsorship of, or false association with Apple or Apple products or services.
- **Not** acceptable for any website:
 - imac.com
 - imacapple.com
 - imac-apple.com
 - ipodnano.com
 - **Not** acceptable for an e-commerce website:
 - appleproducts.com
 - cheapmacbooks.com
 - macdeals.com
 - ipodaccessories.com
 - podmart.com
 - Acceptable for an editorial, informational website:
 - appleinfo.com
 - macdeals.com
 - iphonenews.com

Nothing in these guidelines authorizes you to use Apple trademarks in your business name or product names, as detailed in Apple Trademark Guidelines.

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.

Prohibited Activity

Apple specifically prohibits any affiliates on the Apple Affiliate Program to:

- Buy traffic from spyware vendors.
- Bid on Apple trademarks on search engines and networks.
- Use any type of “spyware” software, adware, browser hijackers, “malware” or SPAM.
- Use toolbars (Apple should not be included in any loyalty program toolbars) or Adware, “loyalty programs,” and similar software automatically invoking affiliate links when users request merchants' sites.
- Load affiliate links invisibly, without an affirmative end-user click on an affiliate link (“cookie stuffing”).
- Load affiliate links in popups and pop unders, without an affirmative end-user click on an affiliate link.
- Promote Apple on social networks without prior approval from your Apple affiliate manager.

More Information

If you need more information or have questions about using these guidelines, contact the Apple Affiliate Program representative in your region.

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Any statement made by an Apple representative that contradicts these guidelines is expressly unauthorized and disclaimed by Apple.