Apple Photography Guidelines for the Channel

Always show product photographs on a white or light background.

Don't restage photographs or place them on a cluttered or visually noisy background.

Do not alter or distort screen shots provided.

Introduction

We take product design very seriously at Apple. In fact, we take the same care when we photograph our products as we do when we design them. Every aspect of Apple product photography, from framing and composition to lighting and camera angle, is carefully controlled. We expect our partners to use the same care as we do when reproducing these photographs, which is why we make product photography available to our partners via the Apple Resource Library. We agonize over the details, so you don't have to.

Guidelines

Apple product photography is designed to showcase the beauty and innovation of Apple product design: We let those products speak for themselves, rather than cluttering them with props, models, and marketing messages. You can help preserve the integrity of these images and maximize their effectiveness in your own communications by observing a few simple guidelines.

When using Apple photographs:
- Don't distort or alter them in any way.
- Use only photographs provided on the Apple Resource Library web site or CD. (Exception: Catalog resellers can shoot product photography for use in catalogs only.)
- Always show product photographs on a white or light background.
- Don't restage photographs or place them on a cluttered or visually noisy background.
- Don't use photographs as decorative elements or part of a pattern.
- Never animate or alter the dimensions of Apple product photographs on the web.
- If your communication requires that you include a screen shot, use only the screen shots provided by Apple. Do not distort or alter them in any way, and please do not create your own.
- Not all Apple product photography is available for use in the channel. Some photographs, particularly "signature" shots used in advertising and launch materials, are reserved for Apple use only. Consult the Apple Resource Library for up-to-date photograph availability.
- Never download Apple photographs from the public Apple web site. Only photographs designated for reseller use on the Apple Resource Library web site are available for use in the channel.