



# Apple Trademark Guidelines for the Channel

**Frank's Computers, an  
Authorized Apple Reseller**

**Frank's Apple Computer**

Do not use an Apple trademark as part of your company name.

**Imation SuperDisk  
Drive for use with iMac**

**Imation iMac  
SuperDisk Drive**

Never incorporate an Apple trademark into a third-party product name.

**PowerBook Computers**

**PowerBooks**

**The capabilities of iMac**

**The iMac's capabilities**

Do not use trademarks in the plural or possessive form.

## Introduction

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 any other company. Because strong 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 investments Apple has made in them.

These guidelines will give you an overview of the principles of trademark and credit line usage, as well as how to use Apple trademarks in your communications. By following these guidelines, you help us to strengthen our corporate and brand identities at the same time that you capitalize on their value.

## Using Apple Trademarks

Do not use an Apple trademark as part of your company name, trade or business name, product or service name, domain name or electronic address, or any similar designation. Never incorporate an Apple trademark name or logo into your company or product logo. Do not use Apple trademarks in any manner that implies that Apple produces, endorses, or supports any third-party product or service.

Do not use a variation of an Apple trademark (for example, a genuine apple) in the name or logo of any computer-related company or product name. Never incorporate an Apple trademark into a third-party product name to indicate compatibility with Apple products. Instead, use phrases like "for use with," "runs on," or "works with."

Never use the Apple logo or any other Apple trademark on merchandise items (such as T-shirts, hats, mugs) for commercial or promotional purposes without express permission from Apple.

Trademarks are adjectives, not nouns. The first time you mention an Apple trademark in text (and frequently thereafter), include a generic or descriptive noun that describes the product or service. Suggested generic terms are provided in the Apple Trademark List, available at [www.apple.com/legal/public/tmlist.html](http://www.apple.com/legal/public/tmlist.html).

Do not use Apple trademarks in the plural or possessive form. Add an appropriate generic noun and make it plural or possessive.

Never translate the Apple name or any other Apple trademark into another language.

Don't combine trademarks with other trademarks or terms to form a new name.

Always spell and capitalize Apple trademarks exactly as they are shown in the Apple Trademark List.



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**Power Macintosh**

~~**PowerMac**~~

**AppleShare IP**

~~**ASIP**~~

Spell Apple product names correctly. Do not shorten or abbreviate them.



Do not add the registered trademark symbol to the Apple logo.

**Apple® computers**

~~**Apple® employees**~~

Use the registered trademark symbol only in connection with an Apple product or service.

Do not shorten or abbreviate Apple product names, and never make up names that contain Apple trademarks.

If you intend to use an Apple trademark in connection with music software, please refer to the "Third Party Music Software Exception" in the Guidelines for Third Parties Using Apple Trademarks and Copyrights available at [www.apple.com/legal/guidelinesfor3rdparties.html](http://www.apple.com/legal/guidelinesfor3rdparties.html).

### Trademark Symbols

#### With Logos

Always reproduce electronic logo artwork exactly as provided by Apple. It is no longer necessary to use the registered trademark symbol in connection with the Apple logo. New Apple channel signature artwork no longer includes the registered trademark symbol. Do not add the symbol to the logo yourself.

#### In Text

Do not use trademark symbols in headlines unless the trademark does not appear in text. Do not use a trademark symbol with the same Apple trademark more than once in a communication.

Do not use a trademark symbol when using the name "Apple" to refer to the company. Use the trademark symbol only in connection with an Apple product or service.

#### In the United States

If your communication will be distributed only in the United States, include the appropriate trademark symbol (®, TM, or SM) the first time you use an Apple trademark in an advertisement, brochure, catalog, or other communication. Trademark symbols are not required on signs or billboards. Refer to the Apple Trademark List for the correct status and spelling of trademarks.

#### Outside the United States

If your communication will be distributed outside the United States, do not use trademark symbols. Instead, use the appropriate international credit line as described on page 3.

Trademark information is updated frequently. Refer to the Apple Trademark List often.

### Apple Credit Lines

Credit lines ensure that trademarks are correctly attributed to their owners. You must include the appropriate credit line or lines whenever you use Apple trademarks. They should be placed at the bottom of advertisements and at the end of promotional materials and other multipage documents. Do not include credit lines for Apple trademarks that don't appear in your communication.

Business cards, store signs, billboards, television ads, and on-screen materials created by channel associates do not need to include credit lines.

#### In the United States

For materials that will be distributed in the United States only, compose the credit lines as follows.

1. If you will be using a copyright statement, include it before any trademark credit lines.
2. List the Apple registered trademarks used in the communication (shown with ® in the Trademarks section of the current Apple Trademark List). Use one sentence for all the registered trademarks and list them in alphabetical order, beginning with Apple and the Apple logo (if used). Use the format shown at left.

© 2000 XYZ Company, Inc. All rights reserved. XYZ is a trademark of XYZ Company, Inc. Apple, the Apple logo, Macintosh, and Power Macintosh are registered trademarks of Apple Computer, Inc. iMac and QuickTime are trademarks of Apple Computer, Inc. AppleCare is a registered service mark of Apple Computer, Inc.

Sample credit line to be used in the United States.



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3. List the unregistered Apple trademarks used in the communication (shown with TM in the Trademarks section of the current Apple Trademark List). Use one sentence for all the trademarks and list them in alphabetical order.
4. List the Apple service marks used in the communication (shown with SM or ® in the Service Marks section of the current Apple Trademark List). Use one sentence for all the registered service marks and list them in alphabetical order, followed by one sentence for all of the unregistered service marks. Follow the format for registered and unregistered trademarks.

© 2000 XYZ Company, Inc. All rights reserved. XYZ is a trademark of XYZ Company, Inc. Apple, the Apple logo, Macintosh, and Power Macintosh are trademarks of Apple Computer, Inc., registered in the U.S. and other countries. iMac and QuickTime are trademarks of Apple Computer, Inc. AppleCare is a service mark of Apple Computer, Inc., registered in the U.S. and other countries.

Sample credit line to be used outside the United States.

### Outside the United States

For materials that will be distributed outside the United States, compose the Apple credit lines as follows.

1. If you will be using a copyright statement, include it before any trademark credit lines.
2. List the Apple registered trademarks used in the communication (shown with ® in the Trademarks section of the current Apple Trademark List). Use one sentence for all the registered trademarks, and list them in alphabetical order beginning with Apple and the Apple logo (if used). Use the format shown at left.
3. List the unregistered Apple trademarks used in the communication (shown with TM in the Trademarks section of the current Apple Trademark List). Use one sentence for all the trademarks, and list them in alphabetical order. Follow them with sentences listing all of the Apple service marks used, first registered, then unregistered. Use the format shown at left.

### For More Information

Apple Trademarks Department

appletm@apple.com

408-974-6638

Current Apple Trademark List

[www.apple.com/legal/public/tmlist.html](http://www.apple.com/legal/public/tmlist.html)

Guidelines for Third Parties Using Apple Trademarks and Copyrights

[www.apple.com/legal/guidelinesfor3rdparties.html](http://www.apple.com/legal/guidelinesfor3rdparties.html)

Current Apple Product List

Apple Channel Site

<https://channelsite.apple.com/us/us.hp/pricelists/authProd.html>

StartingLine

Logo Guidelines and Other Marketing Materials

<https://channelsite.apple.com/startingline>

800-825-2145

Apple Resource Library

Logo Guidelines and Other Marketing Materials

[resourcelibrary.apple.com](http://resourcelibrary.apple.com)