Apple News Identity Guidelines

The following guidelines include information for using Apple News assets. Use the Apple News badges, text lockups, or icon whenever you promote content on Apple News, whether you're linking to magazines, news sources, or individual articles.

1. Apple News Badges

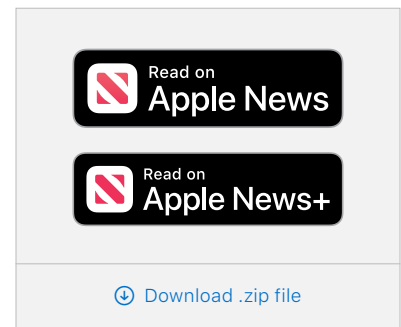## 1.1 Badge Artwork

There are two Apple News badges:

- Use the Apple News badge to promote a single article or any content that can be viewed for free on the News app.

- Use the Apple News+ badge only to promote a magazine or other paid content within the Apple News+ subscription service.

The guidelines below apply to both the Apple News and Apple News+ badges.

Use only badge artwork provided by Apple. Never create your own badge or change the artwork in any way.

Asset artwork is provided in:

- EPS scalable art in CMYK and RGB color profiles for offset printed materials

- Resolution-independent SVG scalable art for apps and on-screen use

1.2 Badge Placement

- Use one Apple News badge for each article or individual content item.

- Place the artwork directly on, adjacent to, or immediately following the content. It must be clear what content is offered on Apple News.

- Use only current artwork provided by Apple.

1.3 Minimum Clear Space

Do not place photos, typography, or other graphic elements inside the minimum clear space. Display the Apple News asset at a size that is clearly legible and no smaller than the minimum size requirement.

1.4 Minimum Size

The minimum clear space is one-quarter the height of the Apple News badge. The minimum height is 30 pixels for onscreen use and 10 mm for printed materials.

1.5 Backgrounds

Artwork can be placed on:

- A black or white background

- A solid-color background

- A background image as long as legibility is not diminished

The surrounding outline rule is part of the artwork and must be included.

1.6 Avoid Mistakes

- Do not let the Apple-provided asset dominate your layout as the primary message or main graphic. It must be secondary to your content, main message, and product or company identity.

- Do not obstruct the badge with text, graphics, violators, or images.

- Do not use the Apple logo.

- Do not rotate, tilt, or animate the assets.

- Do not add visual effects to the artwork such as shadows or glows.

- Do not alter the artwork in any way.

- Do not use graphics or images from Apple's website.

- Do not imitate Apple communications.

- Do not use the Apple logo alone on any communication. Never create your own Apple News icon or alter the icon artwork.

Do not use the Apple logo.

Do not tilt or animate the artwork.

Do not delete the surrounding ourline rule.

1.7 Examples

Web page

Place the Apple News badge directly within or near the content that can be viewed on the News app. The badge must link to the applicable content on the News app.

App

Place the badge directly within or near the content that can be viewed on the News app. The badge must link to the applicable content on the News app.

2. Apple News Lockups

Apple News lockups are a combination of the Apple News icon and type with a call-to-action message — "Read on Apple News" or "Read on Apple News+" — set in specially designed type. Use only lockup artwork provided by Apple and do not alter the artwork in any way.

A lockup can be used in all marketing communications promoting content on Apple News or on the Apple News+ subscription service. Use the Apple News lockup to promote a single article or any content that can be viewed for free on the News app. Use the the Apple News+ lockup only to promote a magazine or other paid content within the Apple News+ subscription service. If badges from other services appear on your communication, do not use a lockup. Instead, use an Apple News badge.

The lockup is designed for greater graphic versatility and can be used on layouts where the Apple News badge is either crowded by limited layout space or appears visually heavy in the layout. The lockup is especially suited to banner ads, print ads, and other forms of advertising. Whenever a lockup is used online, you must include a link to Apple News.

The Apple News lockup is a promise to your audience of a high-quality entertainment experience. Follow these guidelines to make sure you're using the lockup correctly. Marketing materials don't usually require approval by Apple, but there are a few exceptions. Written approval from Apple is required for materials used in:

- TV or print media

- Any marketing format with high visibility

- Custom photography or video in which Apple products appear

Be sure to allow at least seven business days for review and approval. See the Apple Approval section for details.

2.1 Lockup Artwork

Use only the lockup artwork provided by Apple. Do not change the Apple-provided artwork in any way. Never build your own Apple News lockup.

If you create marketing material for the web or onscreen communications, use the high-resolution scalable artwork in SVG format. For printed material, use the lockup artwork in EPS format in the color profile (CMYK or RGB) that matches the color profile of your print production mechanical.

Color lockups, preferred:

Color lockup, black type
Use on light backgrounds.

Color lockup, white type
Use on dark backgrounds.

Solid lockups, optional:

All-black lockup
Use on layouts with minimal color or when the preferred color lockup does not appear clearly against the background. Use on light-color backgrounds. The background shows through the Apple News icon.

All-white lockup
Use on layouts with minimal color or when the preferred color lockup does not appear clearly against the background. Use on dark-color backgrounds. The background shows through the Apple News icon.
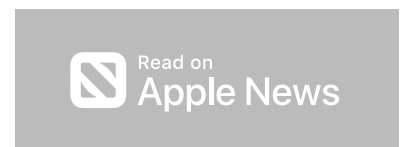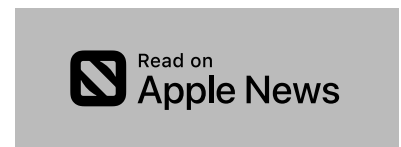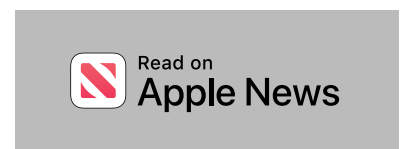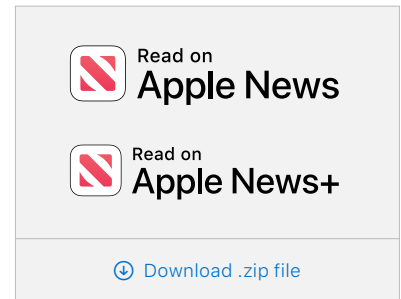
2.2 Localized Lockups

Apple offers the Apple News lockup artwork with the call-to-action messages translated in English and Canadian French.

2.3 Using the Lockup

Follow these requirements for using the Apple News lockup.

- Use only one Apple News lockup in your layout or video.

- A lockup cannot be combined with an Apple News badge. Use either a lockup or a badge, not both.

- Do not make the lockup the dominant artwork. Your content should carry the main graphics or message.

- Place the lockup below or to the right of your images and copy promoting your content. Keep the lockup smaller than the other images and main message.

- Do not use the Apple News lockup along with badges for other news services. Instead, use the Apple News badge and place the badge first in the lineup of badges.

- The option with a color Apple News icon is preferred; however, you can select the option that best suits your layout.

2.4 Minimum Clear Space

Follow these guidelines for print and digital material: Minimum clear space around the lockup should be at least one-quarter the height of the lockup. Do not place photos, typography, or other graphic elements inside the minimum clear space area. Allow more space whenever possible.

2.5 Minimum Size

Minimum lockup size is 6 mm for printed materials and 25 pixels for digital use. Do not make the lockup the dominant graphic.

2.6 Mobile Devices

If you have advertising with very limited layout space, such as banners for mobile devices, use a lockup size that's clearly readable on these devices. Minimum clear space around the lockup should be at least one-tenth the height of the lockup.

2.7 Backgrounds

You can place the lockup on these backgrounds:

- Black or white background, following the guidelines for each option

- Solid-color background

- A clean and uncluttered background that does not affect the readability of the type and the clarity of the Apple News icon

2.8 Avoid Mistakes

Avoid mistakes. Use artwork exactly as provided by Apple.

- Do not use the lockup on a busy, patterned, or cluttered background. Instead, consider using the Apple News badge.

- Do not eliminate the call-to-action message.

- Do not modify, angle, animate, rotate, or tilt the lockup.

- Do not change the font.

- Do not change the color of the type.

- Do not apply special effects such as shadows or glows to a lockup.

- Do not replace the Apple News icon with the Apple logo.

- Do not use the Apple logo alone.

- Do not use icons, logos, or graphics from the Apple website or from Apple apps.

3. Apple News Icon

Only the versions of the Apple News icon shown here are approved by Apple for display alongside social media icons that are a similar shape and size.

Artwork of the Apple News icon is provided as PSD layered artwork with color, white, and black icon artwork on separate layers.

Use the Apple News icon only when displaying an array of icons with similar shape and size. Do not use the Apple News icon instead of the Apple News badges in marketing communications, even when layout space is limited.

⊕ Download .zip file
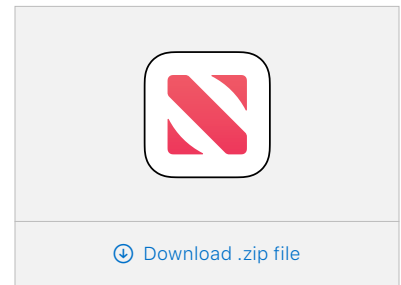
Color
Use on dark backgrounds.

White
For use when other icons also appear in white, or on very dark backgrounds where the black icon is not clearly legible.
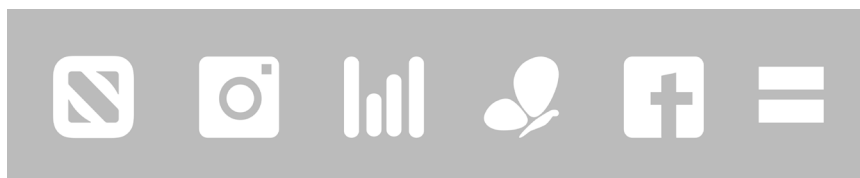
Black
Preferred for use on color backgrounds to provide sufficient contrast

Color Icon
Use the color icon only when other icons are shown in full color.

Black Icon

White Icon

Color Icon

You can customize the icon color only when other social media icons appear in the same custom color. Use the black version of the icon to create a custom color.

Avoid Mistakes

4. Apple Approval

4.1 Requirements

Most marketing materials don't require approval by Apple. However, we require that you obtain written approval from Apple for any material created for:

- TV or print media

- Any high-visibility marketing format

- Custom photography or video in which Apple products appear

4.2 Submission Instructions

Send your materials to our support helpdesk. Give us at least seven working days to review your material.

Make sure you include:

- Contact name with email address and phone number

- Title of the featured Apple News content

- Details of media, such as TV or print

- Where and when the campaign will run

- Amount of your media spend

- How many impressions you expect

If your material is less than 20MB in size, attach it to your email. Attachments larger than 20MB should be provided by FTP server or another web-delivery service. Make sure you provide the link or the user name and password for the FTP server.

All email should be in English. Include an English translation of your materials if necessary.

If we don't respond within seven days, it doesn't mean that the content has been approved.

We can review materials that are in progress. However, all final materials must be approved by Apple before publication.

Send your content in a standard format, such as PDF or JPG for images and MP4 for videos. Submit only high-resolution layouts and images.

5. Legal Requirements

5.1 Credit Lines

Use the appropriate credit lines in all communications worldwide, listing all the Apple trademarks used in your communication. List only the trademarks actually used in your materials.

For example:

- When you use an Apple News badge and mention iPhone, iPad and Mac in copy: The Apple logo, Apple News, iPad, iPhone and Mac are trademarks of Apple Inc., registered in the U.S. and other countries. Apple News+ is a service mark of Apple Inc.

- When you use an Apple News badge, display an iPad product image, and mention iPhone in copy: The Apple logo, Apple News, iPad, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. Apple News+ is a service mark of Apple Inc.

- When you use only the Apple News badge: The Apple logo and Apple News are trademarks of Apple Inc., registered in the U.S. and other countries. Apple News+ is a service mark of Apple Inc.

Place the credit lines wherever you provide legal notification. Follow standard practices for the placement of legal copy, such as creating additional screens or providing interactive links. Include the credit lines only once in your communication or website.

For more information on using Apple trademarks, visit Guidelines for Using Apple Trademarks and Copyrights.

5.2 Trademark Symbols

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: iPhone®, iPad®, and Apple News℠

Don't add a symbol to the Apple News badge artwork provided by Apple and don't add symbols to headline copy.

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 the correct trademark symbols, refer to the Apple Trademark List.

5.3 Association with Apple

Your images including your content within iPhone and iPad, or photographs thereof 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 Apple News, iPhone, iPad, or Apple itself.

5.4 Translations

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.

6. Resources

The information in these guidelines is subject to change.

Apple intellectual property information
www.apple.com/legal/intellectual-property

Apple Trademark List
www.apple.com/legal/intellectual-property/trademark/appletmlist.html

Guidelines for Using Apple Trademarks and Copyrights
www.apple.com/legal/intellectual-property/guidelinesfor3rdparties.html