



Apple Computer

Logo, Signature, and Typeface Standards

Why standards?

You're responsible for how people see Apple.

Most people see Apple in a positive light. That's no accident. And it demands our ongoing attention.

The positive associations surrounding Apple grow out of our products, our values, and our communications. Simple, clear communications are an essential part of the promise of the company. They are essential to confirming the difference between Apple and its competitors.

The Apple logo, signature, and typeface are three of the most important tools we have for identifying the company. Their consistent use is important to building clear communications.

The purpose of this booklet is to provide guidelines that help you and everyone else at Apple use the Apple logo, signature, and typeface in a consistent manner.

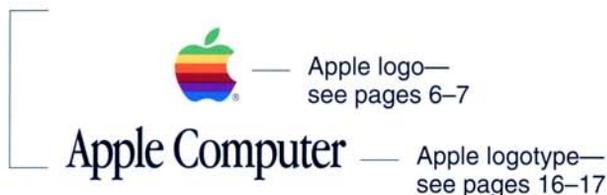
Definition of elements

Apple relies on the consistent use of a few simple elements to identify itself.

Here's what we call those elements:

- Apple logo—the primary symbol of our company, our products, and our services.
- Apple logotypes—the specially designed versions of the words “Apple,” “Apple Computer,” and other official names for the company.
- Apple signatures—the combination of an Apple logo and an Apple logotype.
- Typefaces—Type families and the manner in which they are used in Apple communications.
- Apple colors—the colors of the Apple logo.
- White space—the space that's an integral part of the Apple look.

Apple signature—
see pages 22–23



Typefaces

Apple Garamond—see pages 30–31

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica—see pages 34–35

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Apple colors—see pages 6–7



Apple
Green



Apple
Yellow



Apple
Orange



Apple
Red



Apple
Purple



Apple
Blue

White space—see pages 14–15

Apple logo

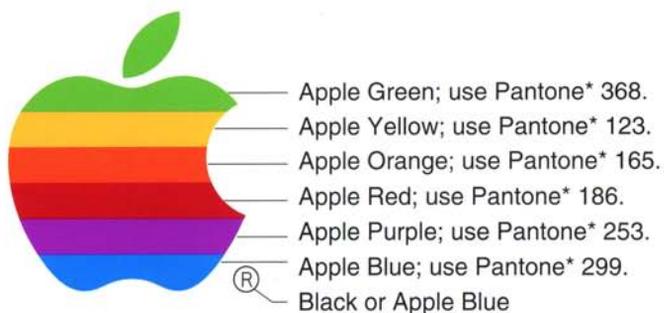
The Apple logo

Use the electronic or photographic artwork provided with these standards every time you reproduce the Apple logo. Do not alter the logo in any way. Use only the colors shown here. Do not substitute colors or rearrange the order of the colors. Do not use the spectrum colors as a “rainbow” design in any other graphics. They are reserved for use on the Apple logo.

Always check the color of the Apple spectrum logo when printing it. Match the printed logo to the color swatches provided. You’ll need to adjust the color to create a more accurate match depending on the paper stocks you use.

The minimum size for the logo is 7 mm. Do not use an Apple logo smaller than this size.

Never use both the spectrum logo and the one-color logo in the same piece. Only one Apple logo should be used on any one surface of your layout.



Apple logo—Spectrum version

This demonstration of the Apple logo is printed with six match colors and black.



Apple logo—One-color version

Minimum size is 7 mm.



*Pantone Matching System. Pantone Inc.'s check standard for color reproduction and color reproduction materials.

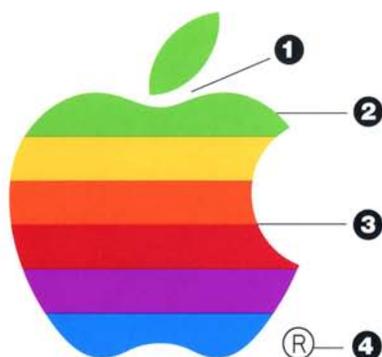
Logo, Signature, and Typeface Standards, May 1993
 Do not use this sheet to match colors after May 1994.

Apple logo

Printing the Apple spectrum logo

Inks produce slightly different results depending on the paper stock or surface material you're printing on. Always check the color and quality of the spectrum logo while on press. To obtain the closest color match possible, use the color swatches provided.

These swatches are printed on coated paper stock. When using various paper stocks, including uncoated stock, visually match the colors as closely as possible to these color swatches.



- 1** There is white space between the leaf and the body of the apple. Do not let them run together
- 2** Make sure the colors match the Apple colors exactly. Carefully check each color. Colors should be bright and fully saturated. The six color bands should be of equal width.
- 3** Make sure that the bands touch without overlapping. There should be no white space between bands.
- 4** If the ® symbol is used, make sure it prints clearly and legibly and is the correct size and position. (See page 15.)

This demonstration of the Apple logo is printed with six match colors and black.

Logo, Signature, and Typeface Standards, May 1993
Do not use this sheet to match colors after May 1994.

Apple logo

Four-color process printing

The Apple spectrum logo is often printed using four-color process to save money. The Apple colors are achieved by mixing screen tints of three of the four standard process colors: cyan, magenta, and yellow.

Choose a line screen that best suits your printer's capabilities and that will achieve good results on your paper stock or surface. A fine screen will produce a sharper logo, but will require more effort on press to ensure that the logo prints correctly.

We recommend that you order color-separation screens directly from an approved Apple vendor. In the United States, contact Apple's vendor Wy'east:

Wy'east
4200 Southwest Corbett Avenue
Portland, OR 97201
1-800-998-2792 or (503) 228-7307
Fax: (503) 228-1831; AppleLink: BREault

For vendor information in Apple Pacific, link [APPLECI](#). In Europe, link [CLEUROPE](#).

Be sure to specify the height of your logo, the line screen, the film type (positive or negative), the film orientation (right reading emulsion up or emulsion down), or the format SyQuest disk your printer uses.



Apple spectrum logo printed using
four-color process with 85 line screen.
Standard for newspaper printing.



Apple spectrum logo printed using
four-color process with 133 line screen.
Standard for magazine printing.



Apple spectrum logo printed using
four-color process with 150 line screen.
Standard for commercial printing. Often
used for Apple brochures and packaging.



Apple spectrum logo printed using
four-color process with 175 line screen.
Standard for fine commercial printing.
Often used for Apple posters and
high-quality brochures.

Apple logo

Apple logo colors

It's important that the Apple spectrum logo be placed only on black, white, or off-white backgrounds. In certain applications, such as exhibits and product labels, a light-gray background can be used.

Use the one-color version of the Apple logo—black, white, or red only—when you can't afford to print the spectrum logo or when your layout warrants a simple color treatment. Always use the electronic or photographic artwork provided when reproducing the Apple logo.

In addition to printing, the Apple spectrum logo can be produced using a variety of methods, such as silk screening, embroidery, or molded plastic.

The Apple one-color logo can also be printed in metallic gold or silver. It can be blind embossed or debossed, or etched on glass. It can be laser-cut into materials. It can be printed or embroidered on fabric.

Always remember that quality control is vitally important. Check the logo when it is being produced to ensure that the colors, shape, and size are accurate.

**On white or off-white
backgrounds:**



Apple spectrum logo
(® prints black or
Apple Blue)

**On black or colored
backgrounds:**



Apple spectrum logo
on black background
(® prints white)



Black logo



White logo on black
background



Apple Red logo
(Use Pantone* 186.)



White logo on any dark
background that provides
strong contrast



Black logo on any light
background that provides
strong contrast

*Pantone Matching System. Pantone Inc.'s check standard for color reproduction and color reproduction materials.

Logo, Signature, and Typeface Standards, May 1993
Do not use this sheet to match colors after May 1994.

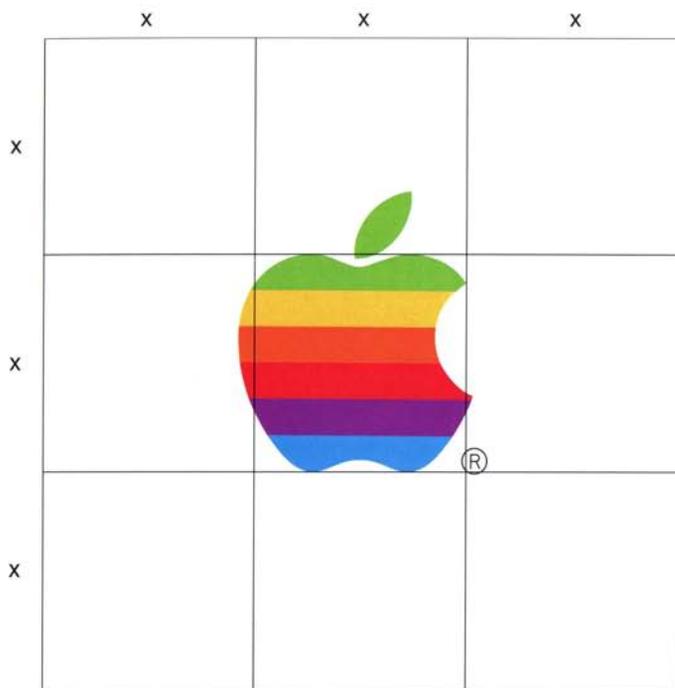
Apple logo

Logo clear space

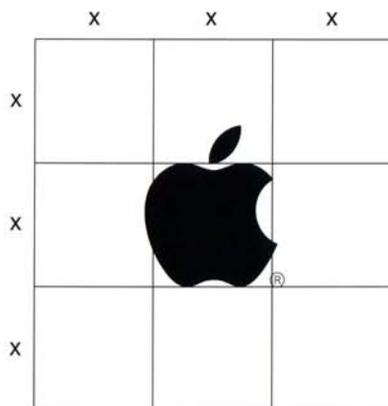
White space is an integral part of the Apple look. Keep the area around the logo clean and uncluttered.

Graphics, type, photographs, and illustrations should not enter the clear-space area, shown here. Placement of the registered trademark notice symbol (®) is also shown.

When using the Apple logo at very large sizes, you'll need to adjust the size and position of the registered trademark symbol. The symbol should be reduced on very large logos and sometimes should be placed closer to the logo, so that it is readable but unobtrusive.



x =height of the Apple logo. The clear space should measure x on all sides of the logo.



The same clear-space rule applies to the one-color Apple logo.

Apple logotypes

Apple logotypes

An Apple logotype is a specially designed version of the words “Apple,” “Apple Computer,” or other official names for the company.

You can use Apple logotypes with or without an Apple logo. For example, you can use an Apple logo at the top of a piece, and a logotype at the bottom.

The “Apple” logotype is reserved for promotional communications—advertisements, merchandising materials, T-shirts, and so forth. Because the word “Computer” isn’t part of this logotype, it should be used only for customers who are familiar with our products and services. The “Apple Computer” logotype is used on corporate communications, such as brochures and forms.

Apple logotypes are kerned—that is, the letter-spacing has been adjusted for the best appearance. Do not alter the logotypes in any way. Use the electronic or photographic artwork provided.

Apple Computer

Apple[®] — Follow the trademark
instructions on page 40.

Apple logotypes

Corporate names

Corporate names are the official names of Apple offices around the world. Corporate names are used in corporate and legal communications, or wherever the corporate address appears. They can also be used on formal communications such as invitations and awards.

If you use the corporate name as part of a graphic layout (for instance, on letterhead), use the corporate name logotype. To set a corporate name logotype in QuarkXPress, use Apple Garamond Book. You must track the type and often you'll need to kern particular letter pairs. For example, you can use 18 point Apple Garamond Book with -8 tracking, or 11 point Apple Garamond Book with -5 tracking.

If you have questions about artwork or the correct legal name of your local office, link APPLECI in the United States and Pacific, and C1.EUROPE in Europe.

Apple Computer, Inc.

Apple Computer France S.A.

Apple Computer Japan, Inc.

Examples of corporate name logotypes

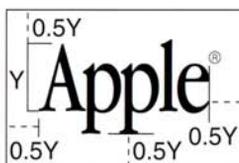
Apple logotypes

Logotype clear space

To create greater visual impact, keep the area around the Apple logotype uncluttered. Graphics, type, photographs, and illustrations should not enter the clear-space area.

The minimum size for a logotype is 2.5 mm, measuring the height of an uppercase “A.” Do not use an Apple logotype smaller than this size.

The size and placement of the registered trademark notice symbol (®) are shown here. On very large logotypes, you may need to adjust the size and placement.



Y=height of uppercase A

Minimum size is 2.5 mm. □ Apple Computer, Inc.

Apple signatures

Apple signatures

Apple signatures can be used in both horizontal and vertical configurations. The version you choose will depend on your layout. The vertical signature for signs is used on square signs. It can also be used on any layout that requires a vertical signature but has limited available space.

Signatures can use the spectrum or one-color Apple logo.

Always use the electronic or photographic artwork provided. Never alter an Apple signature in any way.

Use of the registered trademark notice symbol is explained on page 40. Because the Apple logotype is registered separately from the Apple logo, each carries a registered trademark notice symbol.



A signature can use either the spectrum version or the one-color version of the Apple logo.



Apple Computer

Apple Computer—vertical signature



Apple®

Apple—vertical signature



Apple Computer

Apple Computer—vertical signature
for signs



Apple®

Apple—vertical signature
for signs



Apple Computer

Apple Computer—horizontal signature



Apple®

Apple—horizontal signature

Apple signatures

Corporate signatures

On formal corporate or legal communications, it may be necessary to include the company's name along with the Apple logo. In these cases, you should use an official corporate signature.

Communications that use the corporate signature include brochures, packaging, technical publications, employee communications, forms, legal documents, and awards.

You should use the official, legal corporate name of your local office or region (see page 18). The graphic standards for signatures described on pages 22–23 also apply to corporate signatures.

If you have questions about the artwork for Apple corporate signatures, or if you need to know the correct legal name for your office, link APPLECI in the United States and Pacific, and CI.EUROPE in Europe.



Apple Computer, Inc.

U.S. corporate vertical signature



Apple Computer, Inc.

U.S. corporate vertical signature for signs



Apple Computer, Inc.

U.S. corporate horizontal signature

Apple signatures

Signature construction and clear space

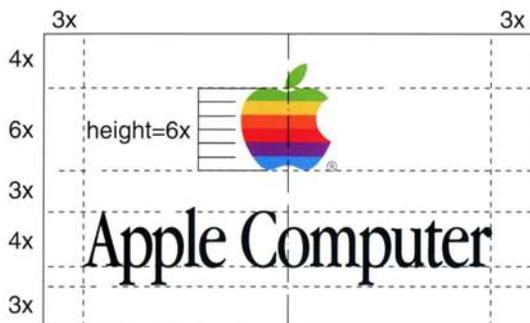
The examples shown here demonstrate signature construction using the “Apple Computer” signature. The proportions are the same for all Apple signatures and Apple corporate signatures.

To ensure accuracy, always use the electronic or photographic artwork provided when reproducing Apple signatures.

Keep the area around Apple signatures clean and uncluttered. Graphic elements, type, photos, and illustrations should not enter the clear-space area.

The clear-space formulas shown here should be followed for all Apple signatures and Apple corporate signatures that use the spectrum or one-color version of the Apple logo.

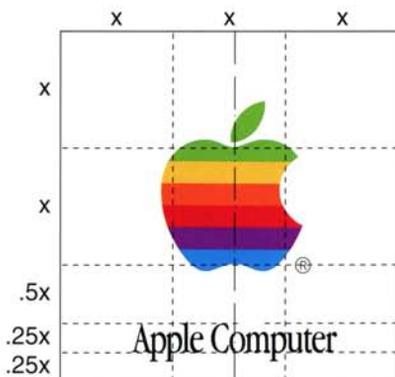
The “dimple to dimple” measurement is taken from the indentations at the top and bottom of the body of the apple.



x =height of one stripe. The clear space measures $3x$ or $4x$ as shown.



height= x (dimple to dimple) The clear space measures x on all sides of the signature.



height= x (dimple to dimple). The clear space measures x or $.25x$ as shown.

Apple signatures

Apple signature colors

The color standards shown here apply to all Apple signatures. Signatures that use the spectrum logo can be printed only on a black, white, or off-white background.

Apple signatures can also be printed in metallic gold or silver. They can be blind embossed or debossed. They can be rendered in a variety of surface materials, such as embossing on metal or etching on glass. They can be laser-cut into materials or printed on fabric.

Always remember that quality control is vitally important. Check the signature when it is being produced to ensure that the colors, shape, and size are accurate.

On white or off-white backgrounds:



Apple Computer

Spectrum logo with black logotype

On black or colored backgrounds:



Apple Computer

Spectrum logo and white logotype on black background



Apple Computer

Black logo with black logotype



Apple Computer

White logo and logotype on black background



Apple Computer

Apple Red logo with black logotype
(For Apple Red, use Pantone* 186.)



Apple Computer

White logo and logotype on any dark background that provides strong contrast



Apple Computer

Black logo and logotype on any light background that provides strong contrast

*Pantone Matching System. Pantone Inc.'s check standard for color reproduction and color reproduction materials.

Logo, Signature, and Typeface Standards, May 1993
Do not use this sheet to match colors after May 1994.

Apple typefaces

Apple Garamond

Apple Garamond has been our primary typeface for more than ten years. Apple Garamond is a specially drawn version of Garamond. Do not substitute other versions of Garamond.

The compact disc included with these standards contains a copy of the Apple Garamond typeface.

Apple Garamond is an ideal typeface for text applications and comes in three weights.

Apple Garamond Light (*and Light Italic*)—Primarily used for text, captions, and headlines.

Apple Garamond Book (*and Book Italic*)—For most display applications (such as signs and some headlines), the book weight provides a heavier weight while retaining the elegant, classic letter forms.

Apple Garamond Bold (*and Bold Italic*)—For limited use to emphasize specific words, such as glossary entries.

Apple Garamond Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
,,:“?!@#\$\$%^ &*()

Apple Garamond Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
,,:“?!@#\$\$%^ &*()

Apple Garamond Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
,,:“?!@#\$\$%^ &*()

Apple Garamond Book Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
,,:“?!@#\$\$%^ &*()

Apple Garamond Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
,,:“?!@#\$\$%^ &*()

Apple Garamond Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
,,:“?!@#\$\$%^ &*()

Apple typefaces

Tracking and scaling guidelines

In QuarkXPress, Apple Garamond can be further condensed. The table gives recommended specifications for tracking (removing space between letters) and horizontal scaling (condensing the shape of the letters)

These specifications are for use in QuarkXPress only, and do not apply to other software.

Tracking and Scaling
 Apple Garamond Light in QuarkXPress

	Point size	Tracking	Horizontal scaling
Body copy	0-7	0	100%
	8	-2	100%
	10	-3	100%
	12	-5	100%
	14	-6	100%
	16	-7	100%
	18	-8	100%
	20	-9	100%
Headlines	24	-9	98%
	36	-10	95%
	40	-11	92%
	48	-12	90%
	52	-13	90%
	56	-14	90%

Apple typefaces

Helvetica

Helvetica is Apple's secondary typeface. It is a sans serif typeface that offers a wide range of weights. The condensed versions can be used in technical publications. The bold and black weights are ideal for headlines and subheadlines.

The examples below show the most typical uses of Helvetica in Apple communications. These examples use Adobe fonts. If Adobe fonts are not available, you can use other versions of Helvetica that closely match these examples.

Helvetica Neue 1 (Adobe font number 59)

95 Black—Heads and subheads.

Helvetica Neue 2 (Adobe font number 60)

55 Roman—The standard for Helvetica. Sometimes used as secondary copy

75 Bold—Secondary subheads.

Helvetica Neue Condensed 3

(Adobe font number 190)

67 Medium—Used for text in technical specifications.

87 Heavy—Used for subheads in technical specifications.

Helvetica Neue 1
95 Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
„:’“?!@#\$\$%^&*()

Helvetica Neue 2
55 Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
„:’“?!@#\$\$%^&*()

Helvetica Neue 2
75 Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
„:’“?!@#\$\$%^&*()

Helvetica Neue Condensed 3
67 Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
„:’“?!@#\$\$%^&*()

Helvetica Neue Condensed 3
87 Heavy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
„:’“?!@#\$\$%^&*()

Apple style

Apple typographic style

What makes a publication look and feel like an Apple publication? Pages 38–39 show you examples of one type of Apple publication and describe a few of the design techniques used.

Apple Garamond is used in a particular manner at Apple. The examples shown here will help you to recognize Apple's way of setting type.

This heading is typeset correctly.

The letterspacing and line spacing in this example are typical of the Apple typographic look. The headline is set in QuarkXPress using Apple Garamond Light 36 point on 35 point leading with -10 tracking and 95% horizontal scaling. This body copy is Apple Garamond Light 13 point on 16 point leading with -5 tracking.

This heading is typeset too tightly.

This example is set too tightly. The ascenders in the headline touch the line above. The letters are cramped and touching each other.

This heading is typeset too loosely.

This example is set with too much letterspacing and line spacing. The big, wide, open feel is not the Apple look.

Apple Computer, OY

Tietokoneita, puh.
(90) 502 1411, telefac (90) 502 9399

©Apple Computer Inc. omistaa seuraavat tässä esitteessä mainitut rekisteröidyt tavaramerkit: Apple, AppleShare, AppleTalk, A/UX, LaserWriter, LocalTalk, Macintosh ja StyleWriter. Apple Computer Inc. omistaa myös seuraavat tavaramerkit: AppleCD, Apple Desktop Bus, Apple SuperDrive, Fine Print, Macintosh Quadra, OneScanner, PhotoGrade, PowerBook, QuickTime, System 7 ja TrueType. Apple Computer Inc. omistaa lisenssin rekisteröityyn Classic-tavaramerkkiin. Claris Corporation omistaa rekisteröidyn tavaramerkin Claris ja tavaramerkin Resolve. International Corporation omistaa rekisteröidyt tavaramerkit IBM ja OS/2. Lotus Development omistaa rekisteröidyn tavaramerkin MS-DOS ja tavaramerkin Windows. Texas Instruments omistaa tavaramerkin NuBus. Light Source omistaa tavaramerkin Ofoto. UNIX System Laboratories omistaa rekisteröidyn tavaramerkin UNIX.

Esitteen tiedot voivat muuttua tuotekehityksen mukana. Esitteessä mainitut muiden valmistajien tuotteet tai palvelut on otettu esille ainoastaan tarkoituksena antaa tietoja tuotteista. Apple ei ota minkäänlaista vastuuta muiden valmistajien tuotteista.

10074LK.D



Macintoshin maailma

Macintosh tietokoneisiin
ja oheislaitteisiin.

The address block

always begins with the corporate name. The corporate name is set in Apple Garamond Book, 10 point on 10 point leading, -3 tracking. The address is set in Apple Garamond Light 8/8 point, -2 tracking, aligned left. (In QuarkXPress, the first address line has 10 points of leading. The following address lines use 8 points of leading.)

Copyright and trademark information

is set in Apple Garamond Light 7/7 point, aligned left/ragged right.

The spectrum version of the Apple logo

is used for high visibility. There is lots of white space around the logo. The registered trademark notice symbol (®) appears only in countries where the Apple logo is registered.

The cover headline

is centered above the image and carefully letterspaced. This headline is set in Apple Garamond Light 34/40 point, -10 tracking, 96% scaling, alignment centered.

The cover subhead

is smaller than the headline but uses the same style. Subheads are carefully letterspaced and set with tight line spacing. They are usually centered. This subhead is set in Apple Garamond Light 20/17 point, -9 tracking, alignment centered.

Headlines are carefully letterspaced. The leading (line spacing) is tight, but the ascenders and descenders do not touch each other. The headline uses an initial cap and lowercase as shown. This headline is set in Apple Garamond Light 48/40 point, -12 tracking, 90% scaling, alignment centered.

Att ta steget in i har aldrig varit

Text is set with the first paragraph aligned left and the following paragraphs indented. There is no additional line spacing between paragraphs. This text is set in Apple Garamond Light 14/15 point, -6 tracking, aligned left/ragged right.

I allt snabbare takt sker banbrytande dator teknologiska genombrott. Nya fantastiska program skapas. Nya kraftfulla maskiner introduceras. Nya intressanta möjligheter öppnas. Och vad händer? Jo, plötsligt börjar den dator du köpte för fem år sedan kännas lite gammalmodig.

Hur gör du för att undvika detta? Svaret är enkelt: Lär känna de två senaste medlemmarna i Macintosh II-familjen – Macintosh IIvi och Macintosh IIvx. Två snabba och flexibla datorer som klarar dagens mest krävande arbetsuppgifter. Och är förberedda att klara morgondagens.

Du kan bygga ut Macintosh IIvi eller IIvx i takt att dina behov växer. Exempelvis kan du lätt ansluta ytterligare en färgskärm, ett acceleratorkort och

Captions are set in Apple Garamond Light Italic. This caption is set in Apple Garamond Light Italic 9/10 point, -3 tracking, aligned left/ragged right.

Du kan välja bland tusentals Macintosh-program, från kraftfulla ordbehandlings- och kalkylprogram till de mest avancerade layout- och presentationsprogrammen. Och de är lätta att lära och arbeta med, eftersom du banterar dem genom att använda vanliga ord och välkända symboler



Photoshop



Persuasion 2.1



PageMaker 4.2



Kid Pix

Additional information

Trademark and copyright information

The registered trademark notice symbol (®) should be included when the Apple logo is registered in the country in which the materials bearing the logo are used. If the Apple logo appears on materials that will be distributed internationally, do not use the ® unless the logo is registered in each country of distribution.

To find out whether the Apple logo is registered in a particular country, link the Apple Trademark Department at [APPLETM](#) or ask your local in-house Apple counsel.

Use of the Apple logo on printed materials should be accompanied by the credit line, “The Apple logo is a trademark of Apple Computer, Inc., registered in the U.S.A. and other countries.”

Everything you need to know about using the Apple logo, other Apple trademarks, and Apple copyrighted materials is in the Trademark Information folder on AppleLink (Employees/HotLinks/Patent, Copyright, and Trademark Information). Or you can link [APPLETM](#) or ask your local in-house Apple counsel for information.



®

Registered trademark
notice symbol

Additional information

Apple support

Link APPLECI for information on corporate identity in the United States and Pacific regions.

Link CLEUROPE for information on corporate identity in Europe.

Link APPLE™ for questions about the use of Apple trademarks and copyrighted materials.

Additional information

Electronic artwork

The Apple Garamond fonts and Apple graphics are provided on the CD-ROM disc that accompanies these standards. The graphics are placed in three folders: logos, logotypes, and signatures. Within each folder, the graphics are further divided into two categories: elements with spectrum logos and elements with one-color logos.

Print all final artwork at high resolution (2,540 lines per inch or finer).

Additional information

Apple support

Link APPLECI for information on corporate identity in the United States and Pacific regions.

Link CLEUROPE for information on corporate identity in Europe.

Link APPLTM for questions about the use of Apple trademarks and copyrighted materials.

Logo colors

Apple Green				
Apple Yellow				
Apple Orange				
Apple Red				
Apple Purple				
Apple Blue				
Apple Green				
Apple Yellow				
Apple Orange				
Apple Red				
Apple Purple				
Apple Blue				
Apple Red				
Apple Red				



Apple Computer



Apple Computer



Apple Computer



Apple Computer



Apple Computer



Apple Computer



Apple Computer



Apple Computer



Apple Computer



Apple Computer



Apple Computer

COMPACT
disc
DIGITAL DATA

CDRM 1089300

2

Logo, Signature, and Typeface Standards

Electronic Artwork

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CDRM1089300

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