iPhone

Asset Kit – WW

iPhone 6 and iPhone 6 Plus
iPhone 5s
iPhone 5c

This guide is designed to help you plan and create impactful communications for iPhone products. It offers tools for creating your layouts with Apple product images and copy.

This guide is divided into three main sections: Images and copy, your communications featuring iPhone, and merchandising.

1

Images and copy

In this section, you'll find product images, copy, and guidance on where they can be used.

Product images

	iPhone 6 Plus	iPhone 6	Above the line			Below the line						
			OOH	Print ad	Online display	Windows	In-store signage	Circular/ Buyer's guide	Email	Partner website banners	Website pages	Social media
Row 1			● (Approval required)	●	●	● (Approval required)	●	●	●	●	●	●
Row 2			● (Approval required)	●	●	● (Approval required)	●	●	●	●	●	●
Row 3					●							
Row 4				●	●	● (Approval required)	●	●	●	●	●	●
Row 5								●	●	●	●	
Row 6											● (Image gallery)	
Row 7											● (Image gallery)	

Notes

- Please use only the deliverables listed on this page noted with a green dot. If you have additional ideas, submit your proposal to your designated Apple representative.
- Images should be used for no more than one year or until new assets are provided.

Product images and logos

	iPhone 5s	iPhone 5c	Above the line			Below the line						
			OOH	Print ad	Online display	Windows	In-store signage	Circular/ Buyer's guide	Email	Partner website banners	Website pages	Social media
				●	●		●	●	●	●	●	●
				●	●		●	●	●	●	●	●
					●					●		
											● (Image gallery)	

Product logos

iPhone 6 Plus	iPhone 6	iPhone 5 Ⓢ	iPhone 5 Ⓒ	OOH	Print ad	Online display	Windows	In-store signage	Circular/ Buyer's guide	Email	Partner website banners	Website pages	Social media
				●	●	●	●	●	● (Covers only)				●

Notes

- Please use only the deliverables listed on this page noted with a green dot. If you have additional ideas, submit your proposal to your designated Apple representative.
- Logos are used sparingly and when appropriate. Use only across the deliverables noted with a green dot and follow the design principles for placement and size.
- Images should be used for no more than one year or until new assets are provided.

Product copy

	iPhone 6 Plus	iPhone 6	iPhone 5s	iPhone 5c
Headline	iPhone 6 Plus now available at [Partner name]	iPhone 6 now available at [Partner name]	iPhone 5s now available at [Partner name]	iPhone 5c now available at [Partner name]
Advertising copy Use when there is space for supporting copy	iPhone 6 Plus isn't just bigger—it's better in every way. Larger, yet thinner. More powerful, yet power efficient. It's a new generation of iPhone.	iPhone 6 isn't just bigger—it's better in every way. Larger, yet thinner. More powerful, yet power efficient. It's a new generation of iPhone.	The highly advanced iPhone 5s is not only loaded with features and innovations, it's an incredible value.	iPhone 5c is engineered to the brightest specifications. It comes in five colors, and is an eye-catching value.
Specs copy Use when there is space for supporting copy	iPhone 6 Plus isn't just bigger—it's better in every way. A 5.5-inch Retina HD display. An A8 chip with 64-bit desktop-class architecture. A new 8MP iSight camera with Focus Pixels and optical image stabilization. The Touch ID fingerprint identity sensor. Faster LTE and Wi-Fi.[1] Longer battery life.[2] And iOS 8 and iCloud. All in a 7.1mm thin seamless design.	iPhone 6 isn't just bigger—it's better in every way. A 4.7-inch Retina HD display. An A8 chip with 64-bit desktop-class architecture. A new 8MP iSight camera with Focus Pixels. The Touch ID fingerprint identity sensor. Faster LTE and Wi-Fi.[1] Longer battery life.[2] And iOS 8 and iCloud. All in a 6.9mm thin seamless design.	iPhone 5s features a 4-inch Retina display, an A7 chip with 64-bit desktop-class architecture, the Touch ID fingerprint sensor, an 8MP iSight camera, a FaceTime HD camera, LTE and Wi-Fi,[1] iOS 8, and iCloud. It's not only loaded with features and innovations, it's an incredible value.	4-inch Retina display. A6 chip. 8MP iSight camera. FaceTime camera. LTE and Wi-Fi.[1] And iOS 8 and iCloud. iPhone 5c is engineered to the brightest specifications, comes in five colors, and is an eye-catching value.
Key feature bullets Use on buy pages, price tickets, and when space is limited Include all features whenever possible; when space is limited, use the bullets in order	• 5.5-inch (diagonal) Retina HD display with 1920-by-1080 resolution • A8 chip with M8 motion coprocessor • 8-megapixel iSight camera with Focus Pixels, True Tone flash, and optical image stabilization • 1080p HD video recording at 60 fps and slo-mo video recording at 240 fps • FaceTime HD camera • Touch ID fingerprint sensor • LTE[1] and 802.11ac Wi-Fi • iOS 8 and iCloud • Available in silver, gold, or space gray	• 4.7-inch (diagonal) Retina HD display with 1334-by-750 resolution • A8 chip with M8 motion coprocessor • 8-megapixel iSight camera with Focus Pixels and True Tone flash • 1080p HD video recording at 60 fps and slo-mo video recording at 240 fps • FaceTime HD camera • Touch ID fingerprint sensor • LTE[1] and 802.11ac Wi-Fi • iOS 8 and iCloud • Available in silver, gold, or space gray	• 4-inch (diagonal) Retina display with 1136-by-640 resolution • A7 chip with M7 motion coprocessor • 8-megapixel iSight camera with True Tone flash • 1080p HD video recording at 30 fps and slo-mo video recording at 120 fps • FaceTime HD camera • Touch ID fingerprint sensor • LTE[1] and 802.11n Wi-Fi • iOS 8 and iCloud • Available in silver, gold, or space gray	• 4-inch (diagonal) Retina display with 1136-by-640 resolution • A6 chip • 8-megapixel iSight camera • 1080p HD video recording at 30 fps • FaceTime HD camera • LTE[1] and 802.11n Wi-Fi • iOS 8 and iCloud • Available in green, blue, yellow, pink, or white
Legal	[1]Data plan required. LTE is available in select markets and through select carriers. Speeds will vary based on site conditions. For details on LTE support, contact your carrier and see www.apple.com/iphone/LTE. [2]Battery life varies by use and configuration. See www.apple.com/batteries for more information.	[1]Data plan required. LTE is available in select markets and through select carriers. Speeds will vary based on site conditions. For details on LTE support, contact your carrier and see www.apple.com/iphone/LTE. [2]Battery life varies by use and configuration. See www.apple.com/batteries for more information.	[1]Data plan required. LTE is available in select markets and through select carriers. Speeds will vary based on site conditions. For details on LTE support, contact your carrier and see www.apple.com/iphone/LTE.	[1]Data plan required. LTE is available in select markets and through select carriers. Speeds will vary based on site conditions. For details on LTE support, contact your carrier and see www.apple.com/iphone/LTE.
Technical specifications	Go to www.apple.com/iphone-6/specs/ for a complete set.	Go to www.apple.com/iphone-6/specs/ for a complete set.	Go to www.apple.com/iphone-5s/specs/ for a complete set.	Go to www.apple.com/iphone-5c/specs/ for a complete set.

Notes

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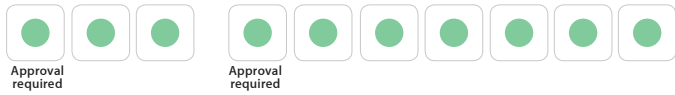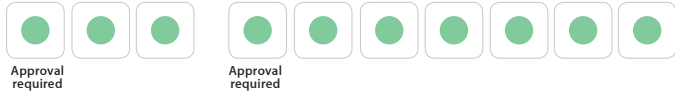
Product images | Seasonal

iPhone 6 Plus	iPhone 6	Combo	Above the line			Below the line						
			OOH	Print ad	Online display	Windows	In-store signage	Circular/ Buyer's guide	Email	Partner website banners	Website pages	Social media

Winter

Above the line: ● ● ● — Approval required
Below the line: ● ● ● ● ● ● ● — Approval required

Above the line: ● ● ● — Approval required
Below the line: ● ● ● ● ● ● ● — Approval required

Spring/Summer

Above the line: ● ● ● — Approval required
Below the line: ● ● ● ● ● ● ● — Approval required

Above the line: ● ● ● — Approval required
Below the line: ● ● ● ● ● ● ● — Approval required

Notes

- Please use only the deliverables listed on this page noted with a green dot. If you have additional ideas, submit your proposal to your designated Apple representative.
- Please keep these images in mind when planning your Winter, Spring, and Summer campaigns.

Product images and copy | Business

			Above the line			Below the line						
iPhone 6 Plus	**iPhone 6**	**Combo**	OOH	Print ad	Online display	Windows	In-store signage	Circular/ Buyer's guide	Email	Partner website banners	Website pages	Social media

	●	●		●	●	●	●	●	●	●

Approval required

	●	●		●	●	●	●	●	●	●

Approval required

Copy | iPhone 6 and iPhone 6 Plus

Headline	Better for business
Product copy	A larger display. A thin, seamless design. An A8 chip with 64-bit desktop-class architecture. The Touch ID fingerprint identity sensor. Great battery life.[1] Thousands of apps for business. Advanced LTE wireless.[2] And iOS 8. iPhone 6 will transform the way you work.
Legal	[1]Battery life varies by use and configuration. See www.apple.com/batteries for more information.
	[2]Data plan required. LTE is available in select markets and through select carriers. Speeds will vary based on site conditions. For details on LTE support, contact your carrier and see www.apple.com/ iphone/LTE.

Notes

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Case images

iPhone 6 Plus	iPhone 6	iPhone 5s	iPhone 5c

Above the line: OOH · Print ad · Online display

Below the line: Windows · In-store signage · Circular/Buyer's guide · Email · Partner website banners · Website pages · Social media

iPhone 6 Plus: Soft Pink · Olive Brown · Midnight Blue · Black · (RED)

iPhone 6: Soft Pink · Olive Brown · Midnight Blue · Black · (RED)

iPhone 5s: Black

iPhone 5c: Pink · Yellow · Blue · Green · White · Black

iPhone 6 Plus: Blue · Green · White · (RED) · Pink · Black

iPhone 6: Blue · Green · White · (RED) · Pink · Black

Case copy

	iPhone 6 Plus	iPhone 6	iPhone 5s	iPhone 5c
Product copy	**iPhone 6 Plus Leather Case** These Apple-designed cases are made from premium leather for a luxurious feel. Because they're precision crafted for iPhone 6 Plus, the case fits snugly and your phone still feels incredibly slim even with the case on. The soft microfiber lining on the inside helps protect your iPhone. And on the outside, you see color that's more than surface deep, thanks to a dye that's infused into the leather. Choose from five complementary colors. (This case is made from natural aniline leather. Its appearance will change as you use it.)	**iPhone 6 Leather Case** These Apple-designed cases are made from premium leather for a luxurious feel. Because they're precision crafted for iPhone 6, the case fits snugly and your phone still feels incredibly slim even with the case on. The soft microfiber lining on the inside helps protect your iPhone. And on the outside, you see color that's more than surface deep, thanks to a dye that's infused into the leather. Choose from five complementary colors. (This case is made from natural aniline leather. Its appearance will change as you use it.)	**iPhone 5s Case** The iPhone 5s Case is made from premium leather that looks and feels luxurious. Precision crafted for iPhone 5s, your phone still feels incredibly slim even with the case on. The leather is deliberately shaped to cover the volume buttons, the on/off switch, and the chamfered edge of iPhone 5s. Inside, a soft microfiber lining protects the exterior of your iPhone. Outside, you see color that's more than surface deep, thanks to a dye that's infused into the leather. (This case is made from natural aniline leather. Its appearance will change as you use it. Compatible with iPhone 5s and iPhone 5.)	**iPhone 5c Case** Take personal expression to the next level with a colorful iPhone 5c Case. It comes in six hues with a design that allows the color underneath to show through, creating 30 fun possibilities. The silicone exterior is pleasant to hold and touch, and the inside is lined with soft microfiber. And precisely drilled holes align perfectly with the speakers. The result is a case that feels like part of the phone, not just something designed around it.
	iPhone 6 Plus Silicone Case These Apple-designed silicone cases fit snugly over the volume buttons, Sleep/Wake button, and curves of iPhone 6 Plus without adding bulk. The soft microfiber lining on the inside helps protect your iPhone. And on the outside, the silky, soft-touch finish of the silicone exterior feels great in your hand. Choose from six bright colors.	**iPhone 6 Silicone Case** These Apple-designed silicone cases fit snugly over the volume buttons, Sleep/Wake button, and curves of iPhone 6 without adding bulk. The soft microfiber lining on the inside helps protect your iPhone. And on the outside, the silky, soft-touch finish of the silicone exterior feels great in your hand. Choose from six bright colors.		

Notes

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Related product images

Above the line			Below the line						
OOH	Print ad	Online display	Windows	In-store signage	Circular/ Buyer's guide	Email	Partner website banners	Website pages	Social media

Compatible with iPhone 6, iPhone 6 Plus, iPhone 5s, and iPhone 5c

Lightning to 30-pin Adapter (0.2 m)

Lightning to Micro USB Adapter

Lightning to 30-pin Adapter

Lightning to USB Cable

Lightning to USB Camera Adapter

TTY Adapter

Digital AV Adapter

Apple In-Ear Headphones with Remote and Mic

Apple EarPods with Remote and Mic

USB Power Adapter U.S.

USB Power Adapter Euro

USB Power Adapter WW

Compatible with iPhone 5s and iPhone 5c

iPhone 5s Dock

iPhone 5c Dock

Notes

• Contact your Apple representative for associated copy blocks.

Related product images

iTunes Gift Cards	Operating system	AppleCare		Above the line			Below the line						
				OOH	Print ad	Online display	Windows	In-store signage	Circular/ Buyer's guide	Email	Partner website banners	Website pages	Social media
					●	●		●	●	●		●	●
(iOS 8)												●	
AppleCare+ / AppleCare Protection Plan								●	●	●		●	
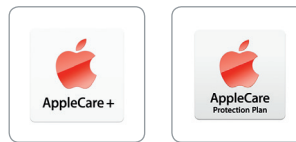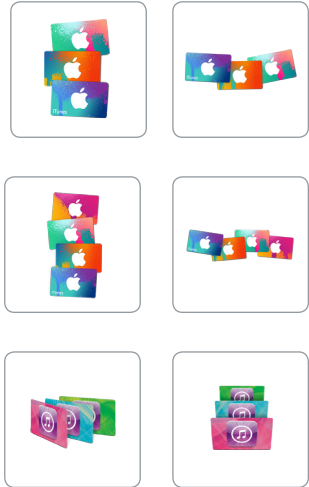
Notes

- Use iTunes Gift Card images in conjunction with product-specific guidelines.
- Not all markets sell AppleCare+ or AppleCare Protection Plan. Use these assets only if the relevant product is available in your market.

Related product copy

	iTunes Gift Cards	iOS 8	iOS 8 Update	AppleCare+ (U.S. copy)	AppleCare Protection Plan
Headline	Music, movies, apps, and books. Ready to download.	iOS 8. The biggest iOS release ever.	Update your iPhone to iOS 8.	Protection for your iPhone.	
Copy blocks	iTunes Gift Cards are perfect for anyone who enjoys music, movies, TV shows, games, apps, and books. And each card can be redeemed on the iTunes Store, App Store, and iBooks Store. (iTunes content type varies by country. Please work with your iTunes representative regarding localized copy.)	iOS 8 was designed with features that make every experience better. Incredible new features will change how you send messages, edit photos, and track your health. And developers now have deeper access to bring some of the amazing new capabilities of iOS 8 to their apps, too.	Now iOS is even better with amazing new features and incredible enhancements to Photos, Messages, Notifications, and more. The free iOS 8 Software Update is available from Apple. Learn more at www.apple.com/ios.	AppleCare+ for iPhone extends your repair coverage and technical support to two years from the original purchase date of your iPhone. And it adds coverage for up to two incidents of accidental damage from handling, each subject to a $79 service fee plus applicable tax.[1] **Features** • One stop for technical support • Direct access to Apple experts • Mail-in or carry-in repairs • Express Replacement Service • Hardware coverage for your iPhone, battery, and included earphones and accessories • Coverage for up to two incidents of accidental damage from handling, each subject to a $79 service fee plus applicable tax • Software support for iOS, iCloud, and Apple-branded iPhone apps • Connecting to wireless networks	(Available in Spain, India, and South Korea.)
Legal				AppleCare+ benefits are in addition to any legal rights provided by consumer protection laws in your jurisdiction. Purchase of the plan is not required to purchase the iPhone. AppleCare+ is subject to acceptance of the Terms and Conditions. For complete details, see terms at www.apple.com/legal/sales-support/applecare/applecareplus. The company obligated under AppleCare+ in the United States is AppleCare Service Company, Inc., an Arizona corporation and wholly owned subsidiary of Apple Inc., doing business in Texas as Apple CSC Inc. [1] Service coverage is available only for the iPhone and its original included accessories that are defective in materials or workmanship or for battery depletion of 50 percent or more from original specification. The replacement equipment that Apple provides as part of the repair or replacement service may be new or equivalent to new in both performance and reliability. Local telephone fees may apply. Telephone numbers and hours of operation may vary and are subject to change. Service coverage may be subject to certain restrictions.	

Notes

• Not all markets sell AppleCare+ or AppleCare Protection Plan. Use these assets only if the relevant product is available in your market. For more information, contact your Apple representative.

• Use the localized marketing copy associated with this guide. Do not take copy from this page.

• For additional related product copy contact your Apple representative.

Trademarks

Product names

All products that start with a lowercase *i* should always be written with a lowercase *i* and an uppercase *P* (or appropriate letter) followed by lowercase letters even at the beginning of a sentence, paragraph, or title.

iPhone 6
iPhone 6 Plus
iPhone 5s
iPhone 5c
iPod
iTunes
iMac
Multi-Touch

Apple product names are trademarks. Never translate an Apple product name or the company name *Apple*.

Using the name *iPhone* in text

When using the name *iPhone 6, iPhone 6 Plus*, *iPhone 5s*, *iPhone 5c*, or *iPhone* in text, it is acceptable to use:

Apple iPhone 6
Apple iPhone 6 Plus
Apple iPhone 5s
Apple iPhone 5c
Apple iPhone
iPhone 6
iPhone 6 Plus
iPhone 5s
iPhone 5c
iPhone

Using the name *Apple* in text

Business and consumer-facing communications may refer to the company name as *Apple*. The legal company name, *Apple Inc.*, is reserved for legal documents.

Trademark information

Please review the Apple Trademark List at www.apple.com/legal/intellectual-property/trademark/appletmlist.html whenever you create marketing materials to ensure that you have the latest Apple trademark information.

For more information about using Apple trademarks, visit www.apple.com/legal/intellectual-property/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.

2

Your communications featuring iPhone

This section includes messaging and design guidance to help you develop communications featuring iPhone that highlight why consumers should buy iPhone from you.
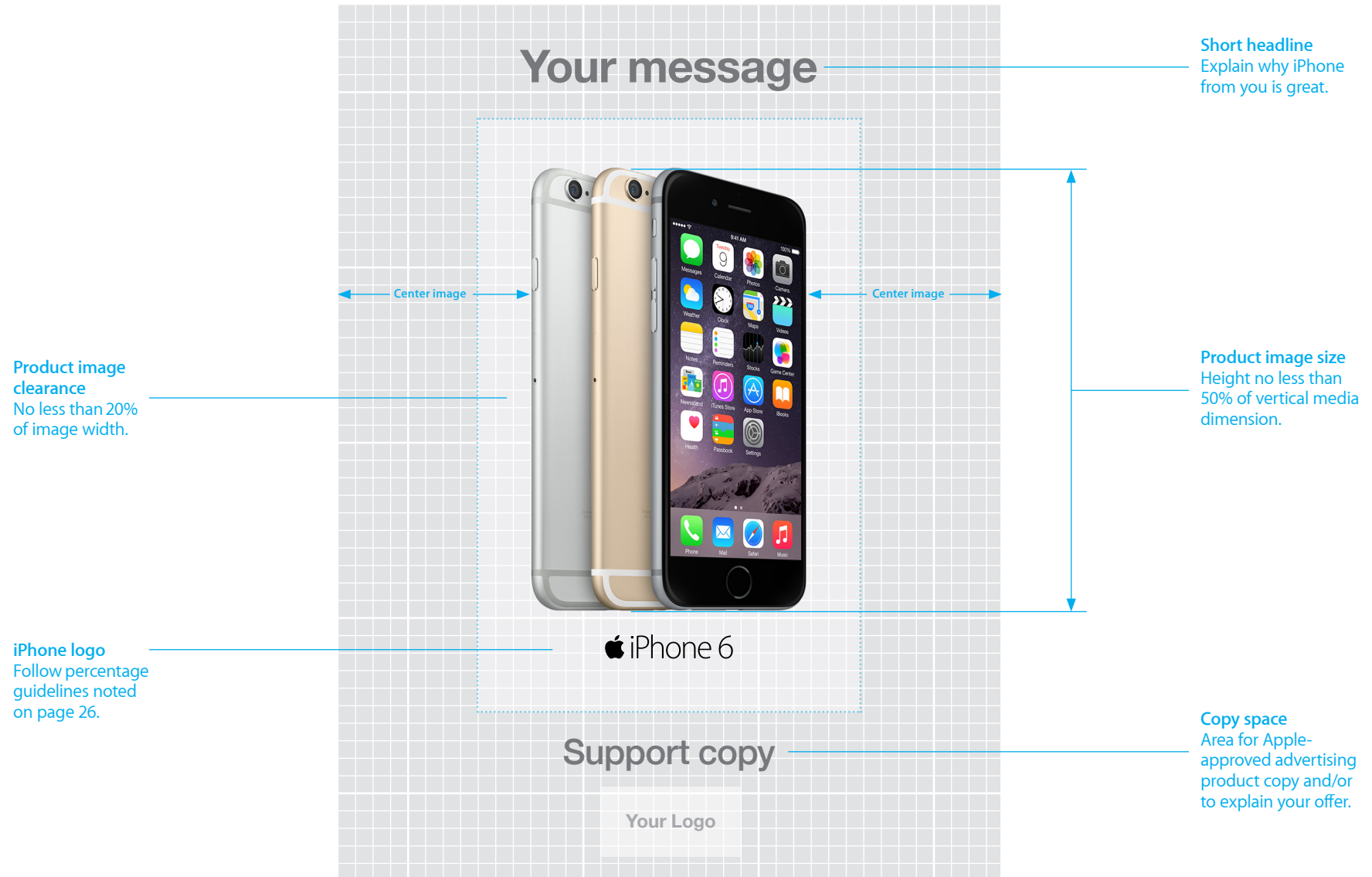
Your message

Your headline and message should help consumers understand why they should get iPhone from you.

It should be a formula of what's great about your offer and why it's even better with iPhone. When added together, the result should be the best thing for the consumer.

| iPhone | **+** | Your value proposition | **=** | Your message |

Price
- Our great price
- Our special price

Availability and product range
- Now available at our store
- Our wide range of products

Network
- Our fastest network
- Now available on our network

Tariff
- Our new data plan
- Our new upgrade program

Price
- The iPhone you want at an unbelievable price
- Get the iPhone you want at a price you'll love

Availability and product range
- iPhone now available at our store
- All things Apple, all at our store

Network
- iPhone now available on the fastest network
- Experience iPhone on the best network

Tariff
- Do more than ever with iPhone on the best plan
- Give yourself an upgrade to iPhone 6

Print advertising

Your message

Support copy

Your Logo

Short headline
Explain why iPhone from you is great.

Product image size
Height no less than 50% of vertical media dimension.

Copy space
Area for Apple-approved advertising product copy and/or to explain your offer.

Center image

Center image

Product image clearance
No less than 20% of image width.

iPhone logo
Follow percentage guidelines noted on page 26.

 iPhone 6

Out-of-home (OOH)

Product image size
Height no less than 70% of vertical media dimension.

Product image clearance
No less than 10% of image width.

iPhone logo
Follow percentage guidelines noted on page 26.

 iPhone 6

Billboard

Your message

Your Logo

Your message
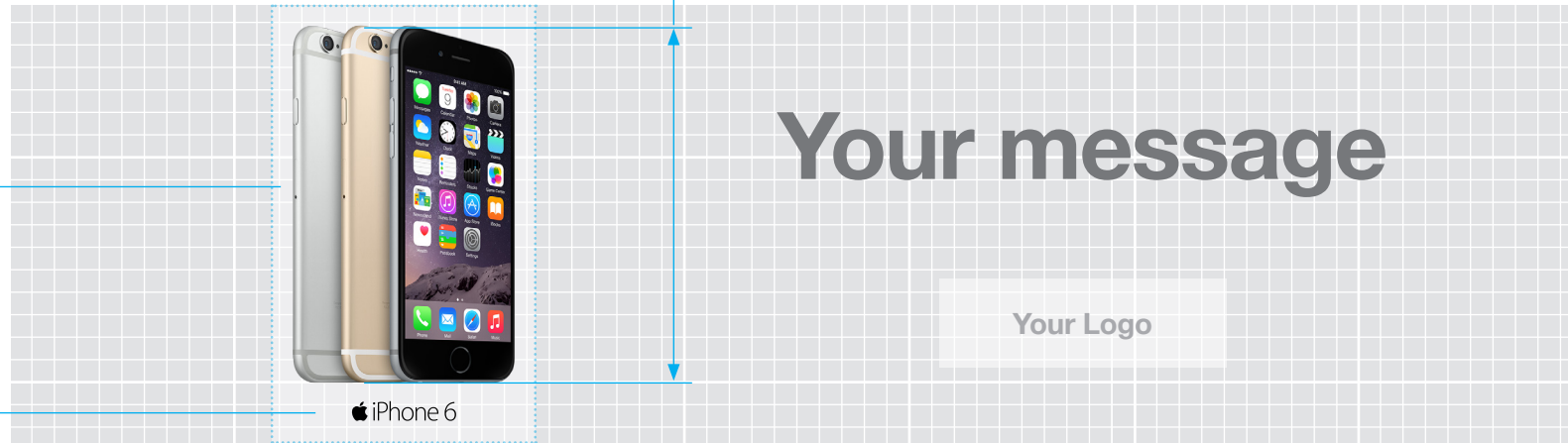
 iPhone 6

Product image size
Height no less than 40% of vertical media dimension.

Your Logo

Online display advertising

Product image size
Width no less than 30% of horizontal media dimension.

Product image clearance
No less than 20% of image width.

iPhone logo
Follow percentage guidelines noted on page 26.

Your
message

Support copy

Buy Now

Your Logo

 iPhone 6

300 x 250

Product image size
Width no less than 20% of horizontal media dimension.

728 x 90

No iPhone logo is needed when using a cropped image.

Your message

Buy Now

Your Logo

Headline needs to mention product name featured in copy.

Your
message

Support copy

Product image size
Height no less than 25% of vertical media dimension.

 iPhone 6

Buy Now

Your Logo

160 x 600

Your message

Support copy

Product image size
Height no less than 50% of vertical media dimension.

 iPhone 6 Plus

Buy Now

Your Logo

300 x 600

Notes

- For online advertising, the iPhone logo may be scaled larger for increased legibility, but should never be wider than the product lockup.

- When using animation, avoid spinning iPhone imagery and ensure the product image and logo appear together.

- Please do not use Flash technology.

Online display advertising – mobile
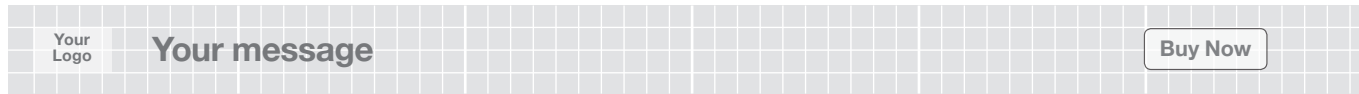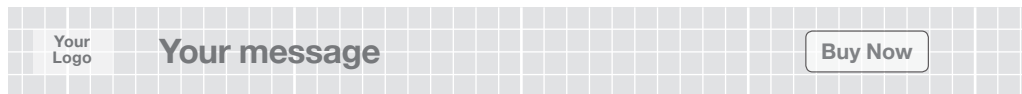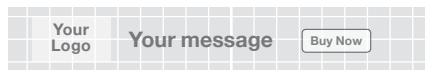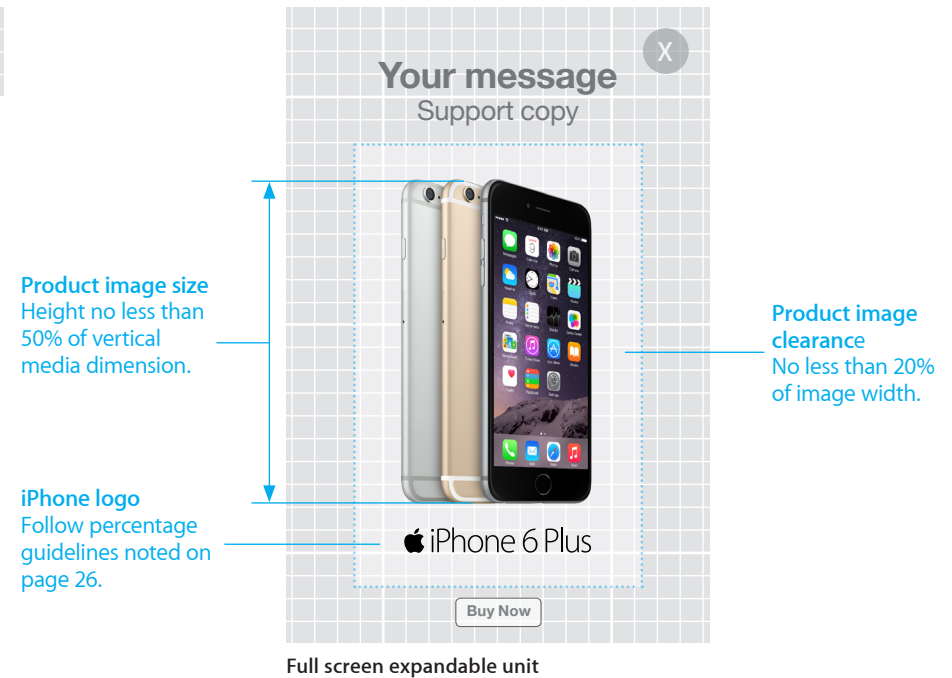
Your Logo | **Your message** | Buy Now

1024 x 66

Your Logo | **Your message** | Buy Now

768 x 66

Your Logo | Your message | Buy Now

480 x 32

Your Logo | Your message | Buy Now

320 x 50

Your message
Support copy

X

Product image size
Height no less than
50% of vertical
media dimension.

**Product image
clearance**
No less than 20%
of image width.

iPhone logo
Follow percentage
guidelines noted on
page 26.

 iPhone 6 Plus

Buy Now

Full screen expandable unit

Notes

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• When using animation, avoid spinning iPhone imagery and ensure the product image and logo appear together.

• Please do not use Flash technology.

Social media

Approved social media platforms

- Facebook
- Twitter
- Instagram
- YouTube

Partner World

iPhone 6 on the best network.
(Link to the iPhone 6 product page on your site or your buy now page.)

Your message
Support copy

 iPhone 6

Partner
logo
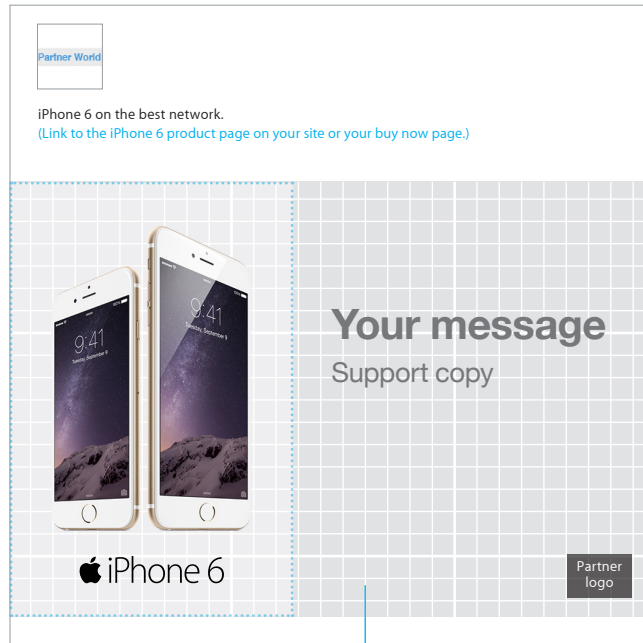
Your own posts

When including a
message within an image,
the text in your post
should be different.

Your message
Support copy

 iPhone 6

Cover photos

 iPhone 6

Partner
logo
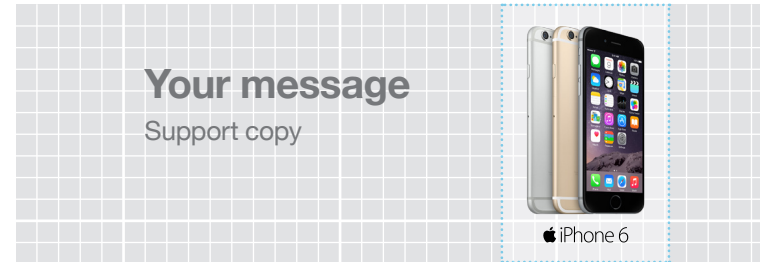
Image-only post

When including an
image on its own,
please remember to
include your own logo.

 iPhone 6

Partner
logo

Videos

Please check with your
Apple representative for
approved video content.

Notes

- If you're planning an integrated campaign that includes multiple posts, please submit your proposal with dates, messaging, platforms, and creative all together.

Window/In-store sign

Your message

Your message

Center image

Center image

Product image size
No less than 40% of vertical media dimension.

Product image size
No less than 40% of vertical media dimension.

Product image clearance
No less than 20% of image width.

iPhone 6

iPhone 6

Your Logo

Your Logo

iPhone logo
Follow percentage guidelines noted on page 26.
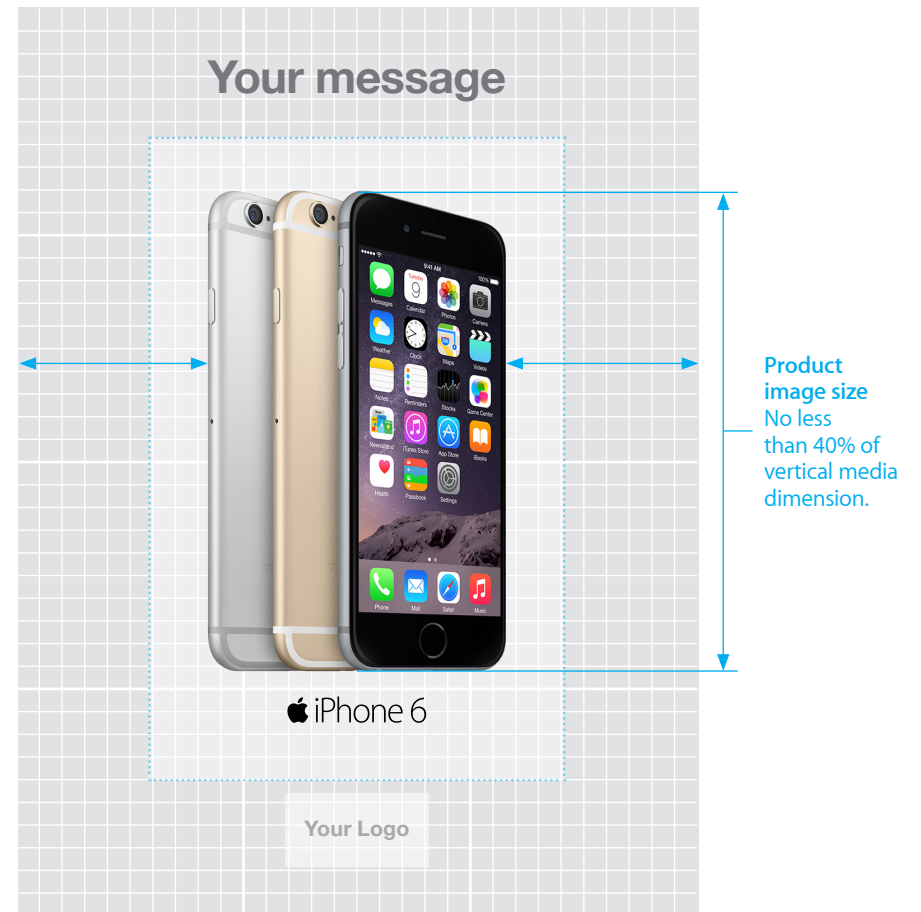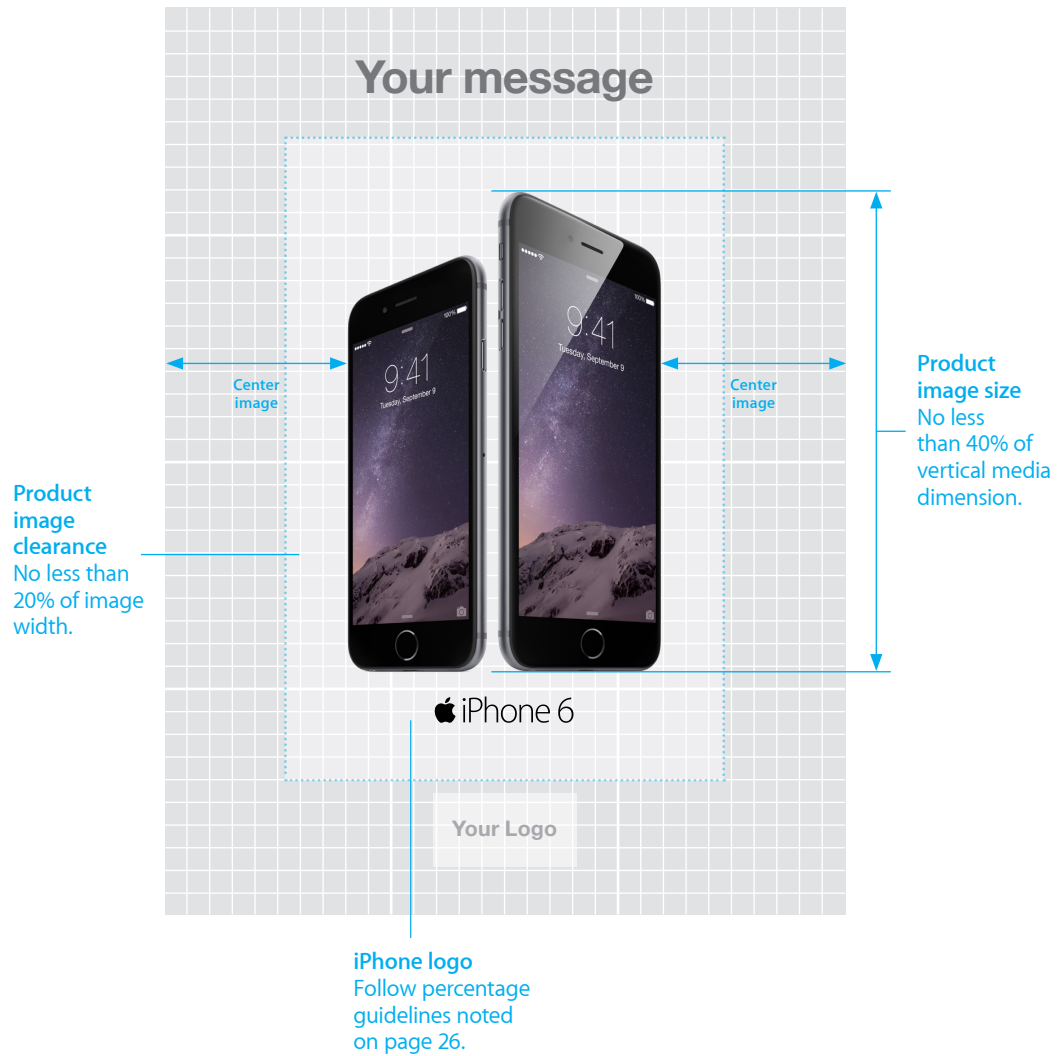
Notes

• Use for windows and large marketing areas in store.

In-store printed materials

iPhone on cover

Product image clearance No less than 20% of image width.

Product image size No less than 40% of vertical media dimension.

iPhone logo Follow percentage guidelines noted on page 26.

Your message

 iPhone 6

iPhone 6 XXXxx Lorem ipsum dolor sit amet, ipsum consectetur adipiscing elit. Integer sollicitudin mauris sed sapien esse vestibulum commodo sit dolor. Pellentesque habitant morbi tristique esse senectus.

Use Apple-approved copy blocks or key feature bullets under product name.

iPhone combo on cover

Your message

 iPhone 6

iPhone 6 XXXxx Lorem ipsum dolor sit amet, ipsum consectetur adipiscing elit. Integer sollicitudin mauris sed sapien esse vestibulum commodo sit dolor. Pellentesque habitant morbi tristique esse senectus et netus et malesuada fames ac velit accumsan vulputate.

iPhone 6 Plus XXXxx Lorem ipsum dolor sit amet, ipsum consectetur adipiscing elit. Integer sollicitudin mauris sed sapien esse vestibulum commodo sit dolor. Pellentesque habitant morbi tristique esse senectus et netus et malesuada fames ac velit accumsan vulputate.

Multiple iPhone products

Your message

iPhone 6 XXXxx

iPhone 5s XXXxx

iPhone 5c XXXxx

iPhone with other Apple products

Your message

MacBook Pro XXXxx

iPhone 6 XXXxx **iPhone 6 Plus XXXxx**

iPad mini with Retina display XXXxx

iPhone 6 Cases XXxx In-Ear Headphones with Remote and Mic XXxx Lightning USB cable XXxx

Prior generation iPhone with other Apple products

Your message

MacBook Pro XXXxx

iPhone 5c XXXxx iPad mini with Retina display XXXxx

iPhone 5c Cases XXxx In-Ear Headphones with Remote and Mic XXxx iTunes Gift Cards XXxx
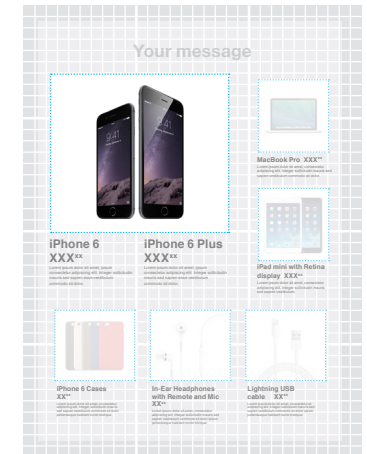
Half page – iPhone with other Apple products

Your message

MacBook Pro XXXxx

iPhone 6 XXXxx iPhone 5c XXXxx
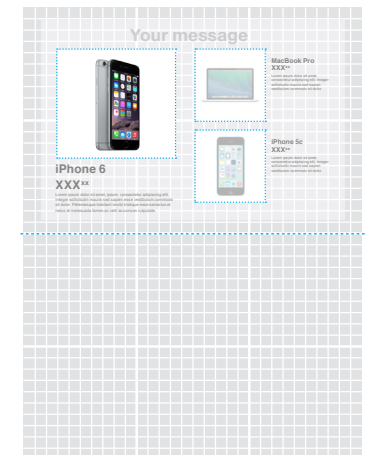
Notes

- Circulars, buyer's guides, magazines, catalogs.
- iPhone 6 and iPhone 6 Plus should not be secondary to iPhone 5s and iPhone 5c.
- Products shown are examples only.

Email

iPhone with related accessories

Product image clearance
No less than 10% of image width.

Use Apple-approved copy blocks or key feature bullets under product name.

Subject line here.

Delete Junk Reply Reply All Forward Print

From: **Partner World**
Subject: **Subject line here**
Date: **October XX, 2014, 12:01:00 PM PDT**
To:

Your message

iPhone 6 XXX××

Lorem ipsum dolor sit amet, ipsum consectetur adipiscing elit. Neser sollicitudin mauris sed sapien esse vestibulum commodo sit dolor. Pellentesque habitant morbi tristique esse senectus et netus et malesuada fames ac velit accumsan vulputate.

iPhone 6 Cases
XX××
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer sollicitudin mauris sed sapien vestibulum commodo sit dolor pellentesque habitant morbi tristique.

Lightning USB Cable
XX××
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iTunes Gift Cards
XX××
Lorem ipsum dolor sit amet, consectetur et adipiscing elit. Integer sollicitudin mauris sed sapien vestibulum commodo sit dolor ipsum pellentesque habitant morbi tristique.

iPhone with other products

Subject line here.

Delete Junk Reply Reply All Forward Print

From: **Partner World**
Subject: **Subject line here**
Date: **October XX, 2014, 12:01:00 PM PDT**
To:

Your message

iPhone 6
XXX××

Lorem ipsum dolor sit amet, ipsum consectetur adipiscing elit. Integer sollicitudin mauris sed sapien esse vestibulum commodo sit dolor. Pellentesque habitant morbi tristique esse senectus et netus et malesuada fames ac velit accumsan vulputate.

Pellentesque habitant morbi tristique esse senectus et netus.

iPhone 6 Plus
XXX××

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Sapien esse vestibulum commodo sit dolor pellentesque habitant mauris sed.

iPad mini with Retina display
XXX××
Lorem ipsum dolor sit amet, consectetur et adipiscing elit. Integer sollicitudin mauris sed sapien vestibulum commodo sit dolor ipsumpellentesque habitant morbi tristique.

Lorem ipsum
XXX××
Lorem ipsum dolor sit amet, consectetur et adipiscing elit. Integer sollicitudin mauris sed sapien vestibulum commodo sit dolor ipsumpellentesque habitant morbi tristique.

Other related products can go here; avoid competitive products.

Notes

- iPhone 6 and iPhone 6 Plus should not be secondary to iPhone 5s and iPhone 5c.
- Products shown are examples only.

iPhone Asset Kit • September 2014 • L535826A-en_WW

Images and copy • Your communications featuring iPhone • Merchandising   24

Partner website banners

Product image
clearance
No less than 10%
of image width.

Your message
Support copy

Learn More   Buy Now

Primary web banner

Product image size
Width no less than 30% of
horizontal media dimension.

Your message
Support copy

Learn More   Buy Now

766 x 385

Product image size
Width no less than 25% of
horizontal media dimension.

Headline needs to mention
product name featured
in copy.

Your message   Buy Now

728 x 90

Product image size
Width no less than 20% of
horizontal media dimension.

Your message
Learn More   Buy Now
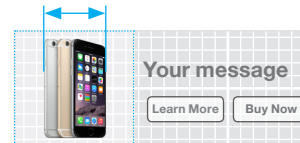
405 x 155

Product image size
Width no less than 30% of
horizontal media dimension.

Your
message
Support copy
Buy Now

300 x 250
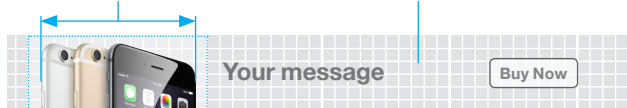
Your
message
Support copy

Product image size
Height no less than
20% of vertical media
dimension.

Buy Now

120 x 600

Product with logo lockup scales

1 Center the product logo below the product image at the proportion indicated here.
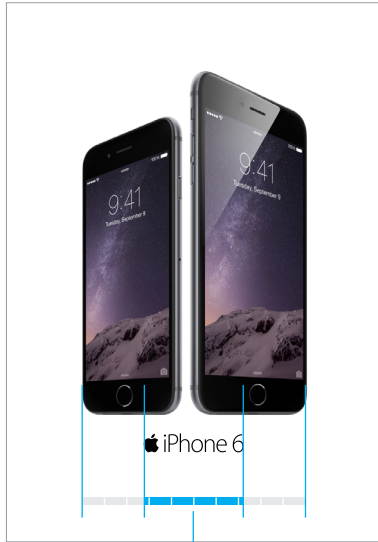
iPhone 6
Width no less than 45% of horizontal product dimension.

 iPhone 6

iPhone 6 Plus
Width no less than 70% of horizontal product dimension.

 iPhone 6 Plus

iPhone 6 Plus
Width no less than 85% of horizontal product dimension.

 iPhone 6 Plus

iPhone 6
Width no less than 45% of horizontal product dimension.
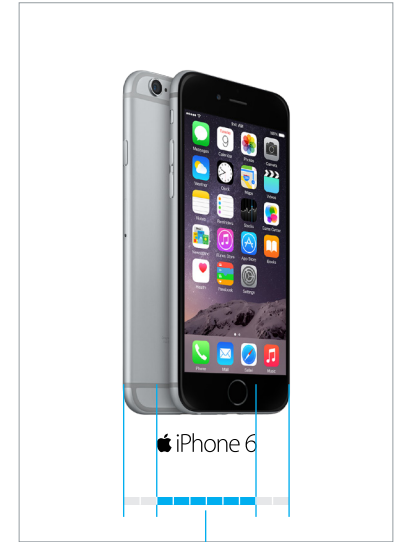
 iPhone 6

iPhone 6
Width no less than 60% of horizontal product dimension.

 iPhone 6

2 Place the product logo at a distance equal to the height of the "P" within iPhone.

x
x iPhone 6

Product with logo lockup scales

1 Center the product logo below the product image at the proportion indicated here.

 iPhone 5 Ⓢ

iPhone 5s
Width no less than 50% of horizontal product dimension.
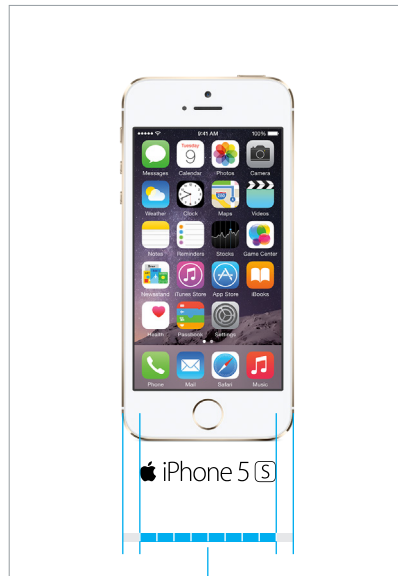
 iPhone 5 Ⓢ

iPhone 5s
Width no less than 80% of horizontal product dimension.

 iPhone 5 Ⓒ

iPhone 5c
Width no less than 40% of horizontal product dimension.
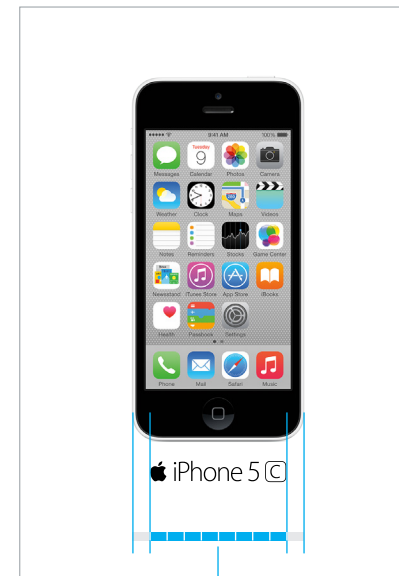
 iPhone 5 Ⓒ

iPhone 5c
Width no less than 80% of horizontal product dimension.

2 Place the product logo at a distance equal to the height of the "P" within iPhone.

x
x   iPhone 5 Ⓢ

Avoiding common mistakes

Do not change, modify, or use unauthorized content. Use only the product assets and content as provided.

This includes placing assets on busy, colorful, textured, or patterned backgrounds; cropping or overlapping; placing violator items on top of assets; replacing screens; copying text or graphics from any website (including apple.com); developing your own product content; and using assets not provided in this kit.
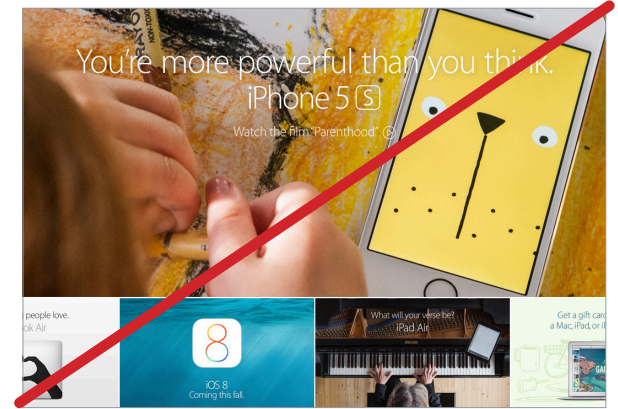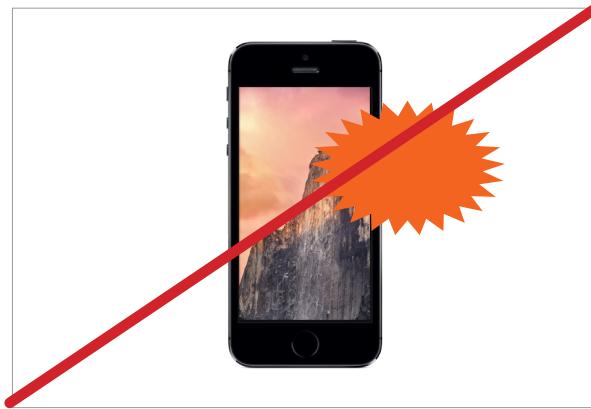
Print production guidelines

Images/Print-ready files

Print-ready files are provided as CS6 InDesign files with links to the imagery (product shots, logos, etc.). The product photography is supplied as high-resolution TIFF files. Usually, we provide RGB assets and CMYK assets (also known as 4-color process), which are typically straight conversions from the RGB assets. The RGB files should be used for web-based executions—noted with "SCREEN" in the file name. CMYK files should be used for printing—noted with "PRINT" in the file name.

The "SCREEN" files are built at no larger than 1024 pixels @ 72dpi and should only be used at 100% of actual size or smaller.

The "PRINT" files are built at no larger than 5100 pixels @ 300dpi and should only be used at 100% of actual size or smaller. If you require a larger file, please contact your Apple representative.

General guidelines for printing

As a general rule, avoid substrates with a gloss finish. The Apple standard is to employ a satin or matte finish for all materials. Use the best-quality grade materials available when printing Apple-supported materials.

GRACoL 7: For CMYK printing (offset or digital), please use only printers who are G7 (GRACoL 7) certified. G7 is a trademark process for achieving gray balance and for the proof-to-print process. G7 is based on the principles of digital imaging, spectrophotometry, and computer-to-plate technologies. The newest methodology utilizes the most current ISO standards as the basis for high-quality printing.

Proofs, color matching, and press checks

Prior to printing, you must approve color, either by being at the printer when the piece goes on press or by having press sheets sent to you for review before the piece is printed. This is the final opportunity to ensure that the piece matches the proofs you have provided to the printer and that it will print as intended.

Check that spot colors, registration, trapping, and the overall condition of the printed piece are in order. Press checks should be attended by a representative with a print production background who can communicate and direct the printer to the desired visual look of a printed piece. Once the color and content are approved on press, the final press sheet should be signed as a guide for the pressman to follow. You should also ask for a "same as" sheet to take with you for future reference or archiving purposes.

Point-of-sale materials

In-store poster. Preferred paper stock is 78# Topkote Gloss Cover or equivalent. The number of inks being used will depend on the piece, but in most cases, you will need a printer that has a 6-color press (offset lithography). This press will print CMYK (4-color process) plus one PMS color (usually gray PMS 429, and possibly one more spot color) with a satin aqueous coating on each side. Gray is commonly used for some of the smaller type. By printing the gray type as a PMS color, the type is more solid and readability is greatly increased. Satin aqueous coating gives the piece a smooth finish that resists fingerprints.

Your print vendor should be instructed to print the materials at 175–200 line screen.

Window posters. Preferred paper stock is (as applicable): 8 pt. Stoplight. Preferred printing method is offset lithography, but in lower quantities, digital printing can be used. Be sure to instruct the printer to use the highest resolution setting on the digital printer. Note: The assets provided on ASW are not at the resolution required for window graphics. Please contact your Apple representative for those assets and approvals.

Notes

- To discuss large format opportunities, please contact your Apple representative.

Usage guidelines

In-store signage

· Premium locations and mediums are preferred.

· Avoid backlit fixtures and digital screens.

· Place at eye level.

· Avoid cluttered environments.

· Limit number of tabletop signs.

Advertising

All advertising must be submitted to your Apple representative for review and approval.

Media guidance:
· Print: Full-page or page-dominant 4-color ads required (digital formats of print publications are permitted).

· Out-of-home: Large format (billboards, spectaculars, dioramas, airport banners) and street-level (bulletin, bus shelter, kiosk, city light panel, mall, transit station, static digital OOH) are permitted.

· Online display (mobile, desktop): Above the fold, no conquesting of competitive content, no targeting within email environments, no ads on gaming consoles, no behavioral or IP address targeting or retargeting, no third-party data added to media buys. HMTL5, dHTML/HTML 4, animated GIF, or static GIF technology only.

· Search engine marketing: Include iPhone in headline while focusing on third-party relevance. Use of generic terms or modifiers approved where applicable.

Review and approval:
· Apple must agree to the final version of all creative before the ad is considered approved.

· For media placements, Apple must review and approve all requests.

Promotions

Marketing promotions with iPhone require approval.

Video

Please do not produce iPhone product videos.

Partner apps

Marketing apps that you've developed must be separate from iPhone marketing communications. Follow the App Marketing and Identity Guidelines for Developers at developer.apple.com.

Do not integrate images or messaging about partner apps into artwork or templates provided by Apple.

3

Merchandising

In this section, you'll find an overview of our merchandising principles and how best to present the iPhone lineup at point of sale.

CE Merchandising Guidelines have been designed to elevate the iPhone product presentation, and associated Apple accessories, on a retailer's fixturing system.

The ideal product presentation includes the following elements:

- iPhone demonstration units

- Pricing information

- Marketing materials (where space allows)

- Apple accessories

The following pages describe how these elements should be combined, and provide guidance on product security.

These guidelines should not be used as part of in-store merchandising displays that bring together multiple product categories, or in environments that specialize only in Apple products.

Product priority

Positions	iPhone 6 Plus (gold)	iPhone 6 Plus (space gray)	iPhone 6 Plus (silver)	iPhone 6 (space gray)	iPhone 6 (silver)	iPhone 6 (gold)	iPhone 5s (silver)	iPhone 5c (blue)
4	1			1			1	1
5	1			1	1		1	1
6	1	1		1	1		1	1
8	1	1	1	1	1	1	1	1

Transitional merchandising

Positions	iPhone 6 Plus (gold)	iPhone 6 (space gray)	iPhone 5s (silver)
2	1	1	
3	1	1	1

Notes

- Merchandise iPhone 6 as the priority, followed by iPhone 6 Plus, iPhone 5s, and iPhone 5c, according to the number of products on display.
- Display products in the color priority shown.
- While transitioning existing presentations to four positions, two- and three-position displays should be updated as shown.

Merchandising principles

Recommended

Four-position iPhone presentation

| iPhone 5s | iPhone 6 Plus | iPhone 6 | iPhone 5c |

1200mm minimum
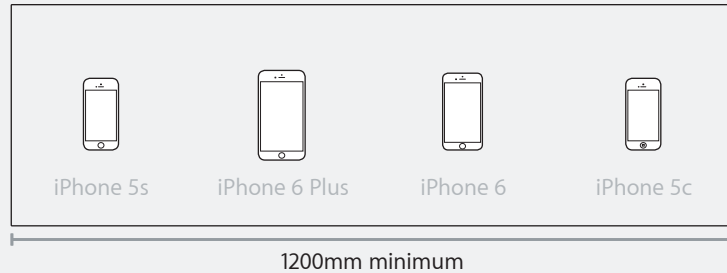
Transitional

Three-position iPhone presentation
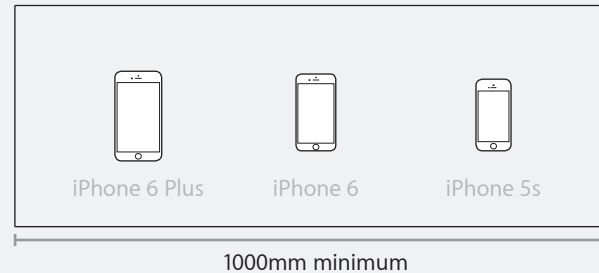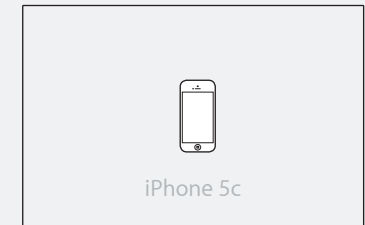
| iPhone 6 Plus | iPhone 6 | iPhone 5s |

1000mm minimum

Adjacent smartphone presentation

| iPhone 5c |

Two-position iPhone presentation

| iPhone 6 Plus | iPhone 6 |

800mm minimum
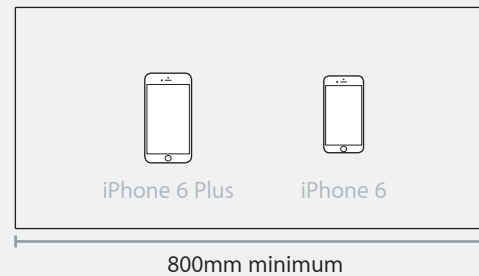
Adjacent smartphone presentation
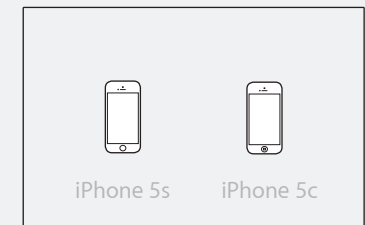
| iPhone 5s | iPhone 5c |

Notes

• Merchandise iPhone 6 as the priority, followed by iPhone 6 Plus, iPhone 5s, and iPhone 5c, according to the number of products on display.

• Display products in the color priority shown.

• While transitioning existing presentation to four positions, two- and three-position displays should be updated as shown.

• A complete Merchandising Guide on how to use all these elements will be provided separately.

Inline display
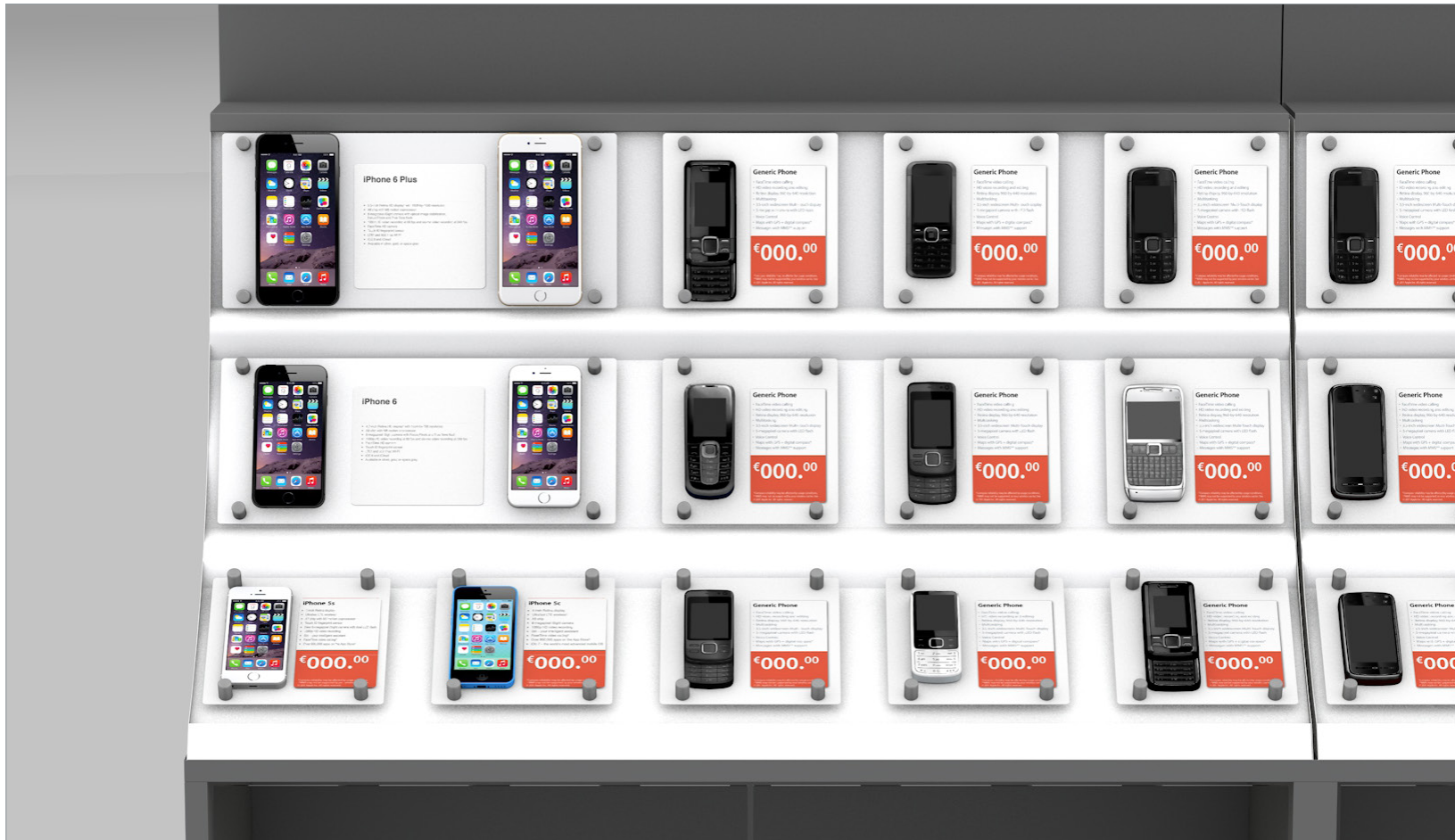
Notes

• Merchandise iPhone on an inline display within the smartphone or mobility category.

• Display demonstration units on recommended security devices, accompanied by pricing information.

• Merchandise iPhone 6 Plus and iPhone 6 as hero products with more space dedicated to their presentation.

Shelves and tables

Price Sign	Price Sign		Price Sign	Price Sign
iPhone 5s (silver)	iPhone 6 Plus (gold)	A4 Comparison Sign	iPhone 6 (space gray)	iPhone 5c (blue)

100

Price Sign	Price Sign	A3 Sign	Price Sign	Price Sign
iPhone 5s (silver)	iPhone 6 Plus (gold)	A4 Comparison Sign	iPhone 6 (space gray)	iPhone 5c (blue)

100
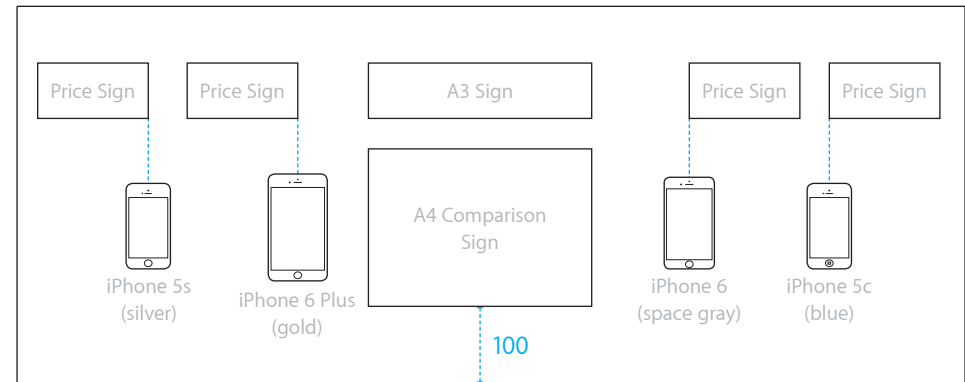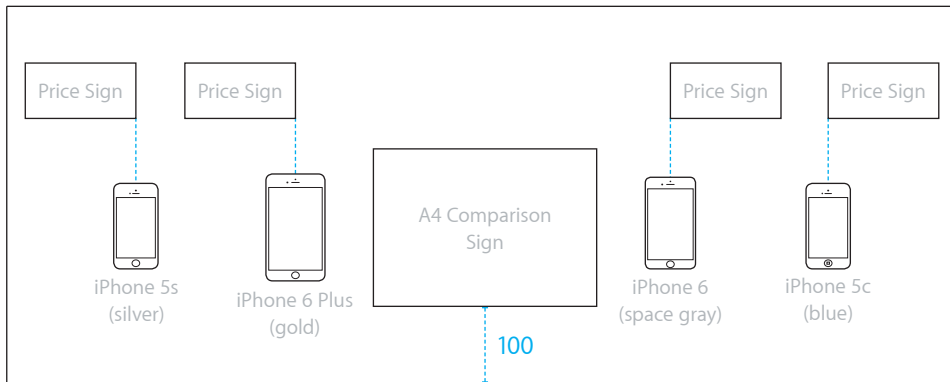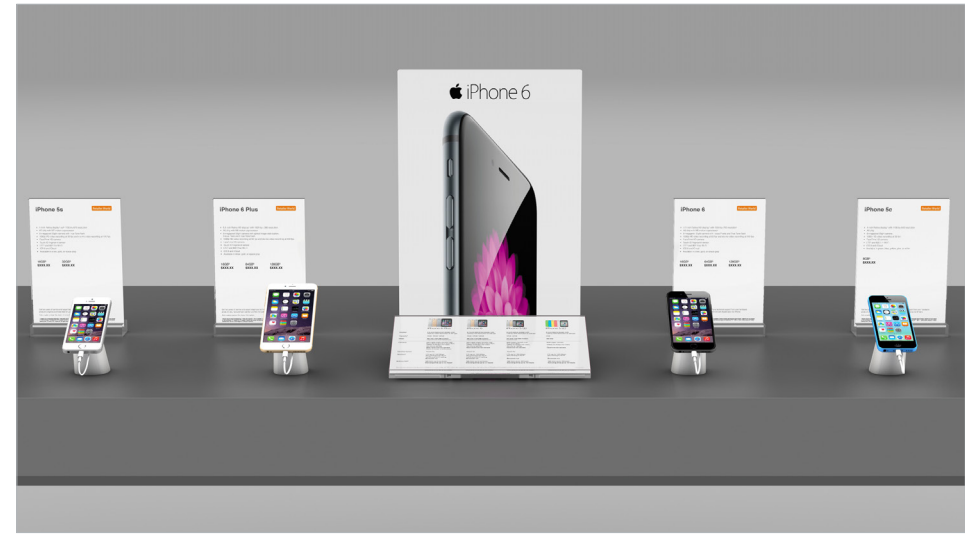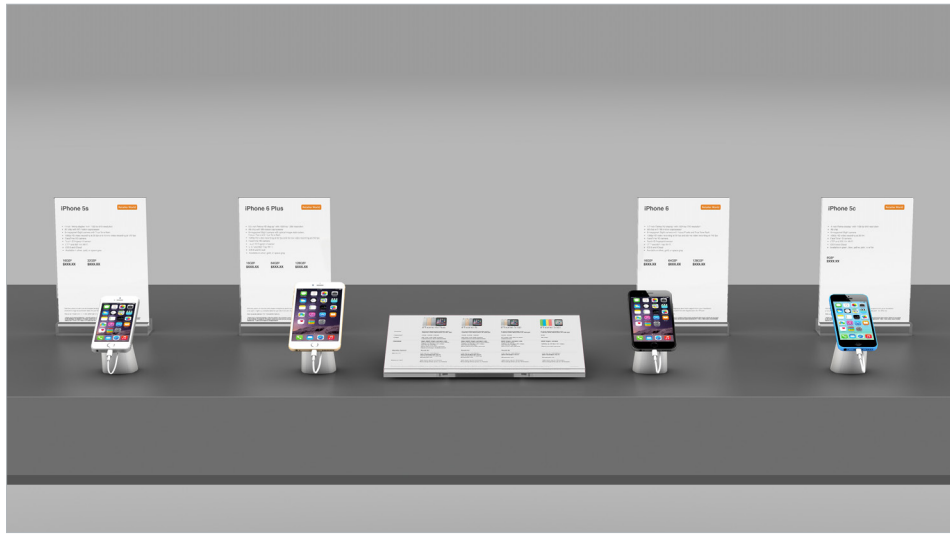
Notes

- Merchandise iPhone within the smartphone or mobility category.
- Display a minimum of four demonstration units.
- Display iPhone 6 Plus and iPhone 6 at the center of your display, with iPhone 5s and iPhone 5c at either end.
- Add pricing information for each model.
- Where space allows, add an A4 iPhone comparison graphic.
- If sufficient space exists, add an A3 iPhone hero sign.

Accessories

iTunes Cards (in the order shown)

iPhone 6 Plus, iPhone 6, iPhone 5s, and iPhone 5c Cases (in the order shown)

Cables and Adapters (in smaller packaging)

Cables and Adapters (in larger packaging), EarPods, and Docks

Cables, Adapters, and Docks (in larger packaging), AppleCare Protection Plan
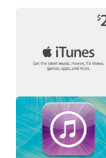
iTunes Card availability and assortments will vary. Icon cards can be used if the iTunes Gift Cards (current) are not available.

Notes

• Display key iTunes Cards and Apple accessories adjacent to the iPhone presentation.

Marketing materials

Graphics

A4 comparison sign

A3 sign

Marketing materials

Price tickets

Example price tickets

iPhone 6 Plus
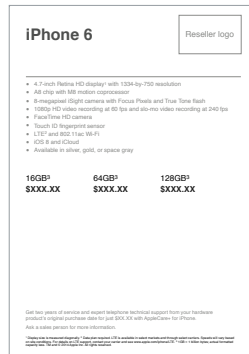
iPhone 6
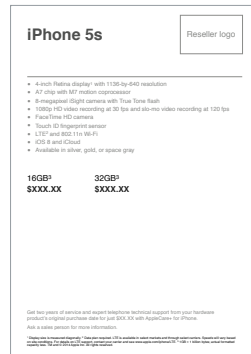
iPhone 5s

iPhone 5c

Notes

- Use the templates provided and resize to fit your own price ticket holders.
- Use your typeface, and not Apple Myriad Set, when creating price tickets.
- Ensure that each iPhone on display has pricing information. When two like products are merchandised next to each other, they can share a price ticket.
- Additional information, such as product images and marketing messages, should not be added to price tickets.

# Merchandising elements

Demonstration units

Notes

- Demo units must be powered and turned on.
- Display iPhone demo units pre-loaded with demo content.
- When converting sales units for demonstration purposes, load the latest iOS and demo content from Apple Sales Web (https://asw.apple.com).
- Demonstration units should have a SIM card in them. The SIM card does not need to be activated but it is required for iPhone functionality. iPhone units without a SIM card will display the error message, "No SIM card installed."
- Each demonstration unit should be connected to the Internet, or alternatively be supplied with a SIM card that allows Internet access.

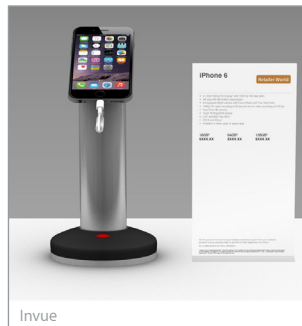# Merchandising elements

Security
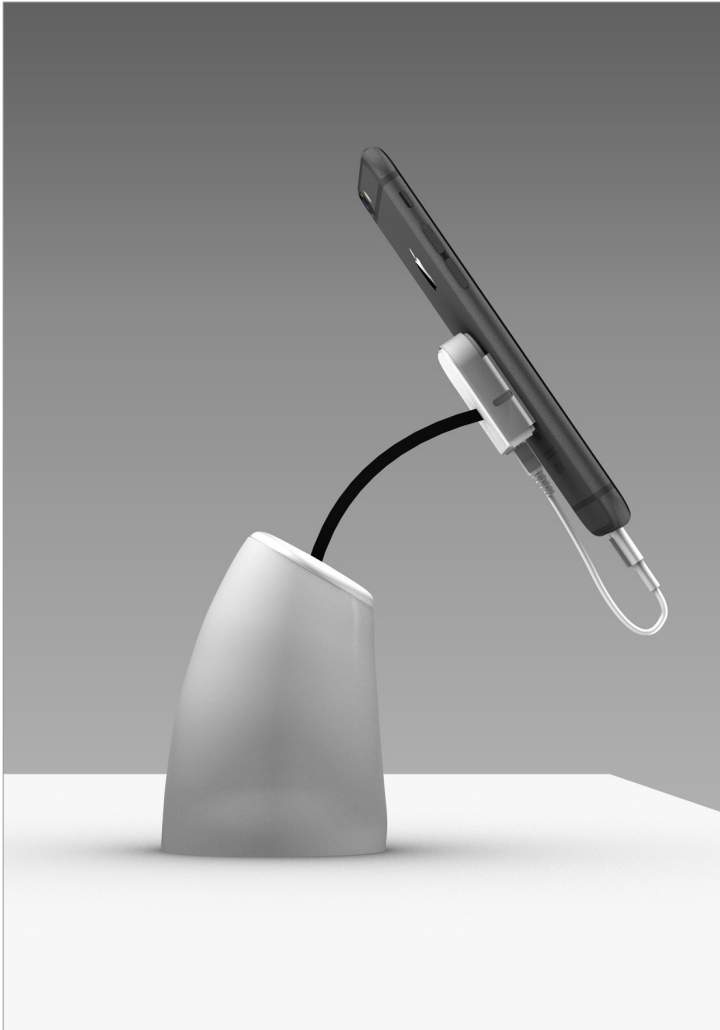
MTI Freedom LP3
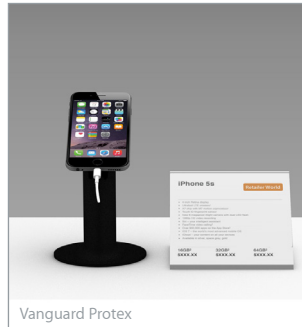
Vanguard Protex

Invue

The security solutions provided in this document are suggested when displaying Apple products in your retail environment. Apple makes no representations or warranties with respect to the effectiveness of such security solutions. Apple shall not be liable for replacement of, or reimbursement for, products lost or stolen notwithstanding the implementation of these security solutions; and Apple shall not be liable in any manner for the failure of such solutions to prevent loss or theft.

Notes

- Present iPhone on a security device that allows hands-on demonstration.
- Demo units should be free from any straps, large clamps, or other attachments that would limit the customer experience.
- Clamps should not encroach on the iPhone screen or impede any of the button functionality.
- Ideal security devices adhere to the back of iPhone and are attached to a recoiler.
- Use a security device with an integrated power supply.
- Check to ensure that your existing security devices successfully adhere to the back of the iPhone 6 Plus and iPhone 6, or has adjustable clamps that can attach to the sides.