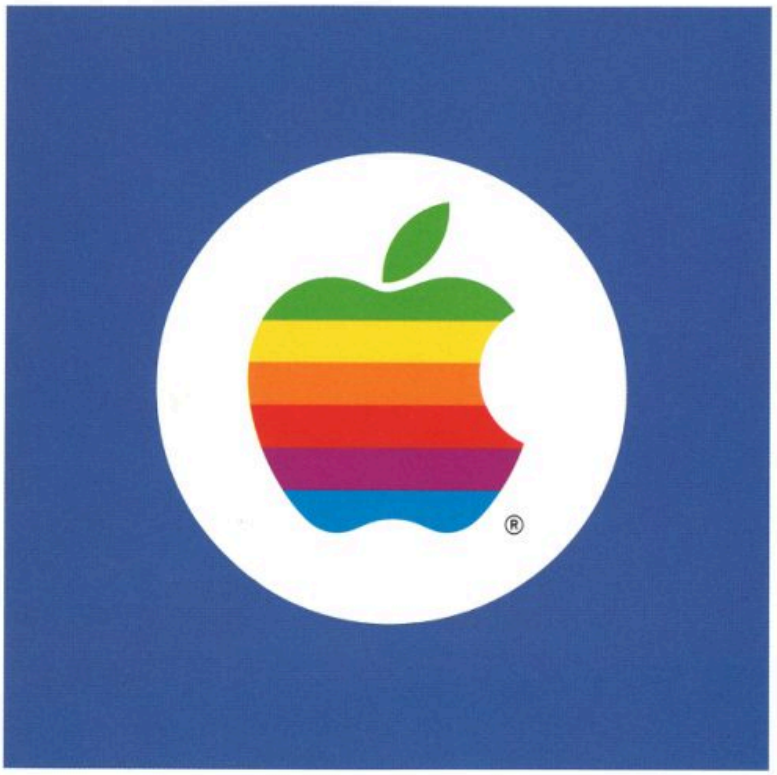
No.



See Logo/Color Variations

Nein.



See Logo/Staging

Nie.



See Logo/Staging

Neen.



See Trademark Identity

Nej.

You're probably wondering what's wrong with this picture. Is it the shape of the logo? The logo colors? The background color? If you don't know by now, then you'll learn soon enough. In fact, you're just a few pages away from the answer. And once you find it, you'll never forget it.



See Logo/Staging

否や



See Logo/Staging

Nao.



See Logo/Color Standards

לא



See Logo/Background Colors

Non.



See Logo History

Yes.

"At first glance, the Apple logo is a deceptively simple, unassuming thing.

And yet that logo—and all of the ways we use it—constitutes something every bit as valuable to our company as the products we sell.

That "something" is our corporate identity.

It's something no other company has. It brings immediate credibility and worldwide recognition to everything it adorns. It's one of the most powerful selling tools in recent history.

Unfortunately, it's also quite fragile. Easily compromised. And sometimes abused.

Fortunately, Apple's Creative Services team has made it their business to clearly define and strictly enforce our corporate identity. I urge you to follow their standards, and to rely on their expertise.

There's no gentle way to say it: If we aren't careful in how we use Apple's identity, we're certain to lose it.

I'm relying on you to help us preserve that identity. Take a few moments to study the guidelines described here. Keep this poster nearby for your reference. And please: Never try to bend the rules.

These rules won't bend. They'll break.

It's important to me that they don't."

John

John Sculley
Chairman, President, and
Chief Executive Officer
September 30, 1987

Logo/Color Standards



PMS 368

PMS 123

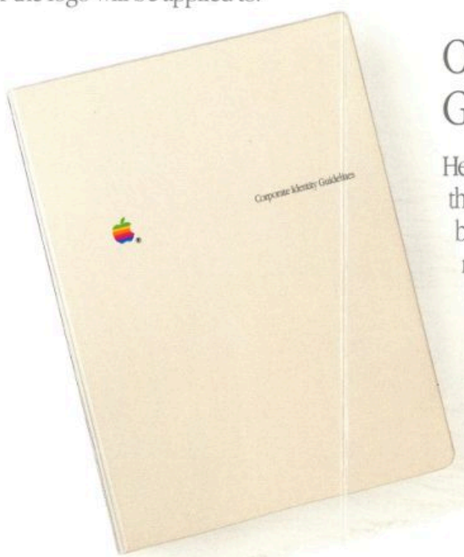
PMS 165

PMS 186

PMS 253

PMS 299

There is only one Apple logo, and this is it. Its shape must not be altered in any way. Its color bands must exactly match the colors shown here, and must always appear in this order, from top to bottom. Also, the bands must always butt against each other. They do not overlap or bleed together; they are never separated by lines, white space, or other colors. If you're ever tempted to try something creative with this logo—don't. Save your creativity for whatever the logo will be applied to.



Logo/3-Color Process



Not every budget can allow for the cost of printing the six matched colors that make up the Apple logo. For the most economical, full-color logo, use the three-color process. But keep an extra-close watch—differences in printing equipment, inks, and paper can produce varying results. Doing it economically is no excuse for doing it wrong.

Corporate Identity Guidelines Notebook

Here's where you'll find the truth, the whole truth, and nothing but the truth when it comes to matters of Apple identity—the *Corporate Identity Guidelines*. If what you need to know isn't answered by this poster, you can bet it will be in this book. To request a copy, contact APPLE CI on AppleLink.®

®

TM

SM

Trademark Identity

Apple owns exclusive rights to the names of a growing list of products and services—the Macintosh™ computer, for example. That ownership is put in jeopardy when you fail to use trademarks properly. The guidelines are simple to follow, and are available on request by contacting APPLE TM on AppleLink.

Logo History

Everyone knows that Apple has changed the look of computing over the years. But did you realize that Apple has also changed the look of Apple? Each step in our logo's evolution was right for its time, but those early logos look old-fashioned today. Be sure that you're using the current version, and not a relic.

1977



1978



1983



Apple

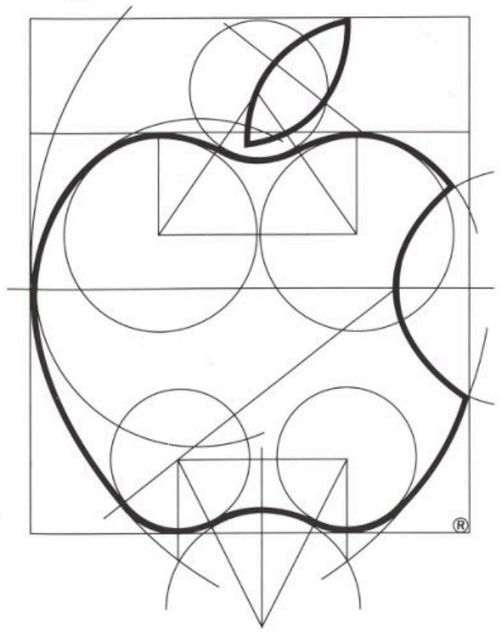
1984



Apple

"One of the deep mysteries to me is our logo—the symbol of lust and knowledg

Logo/Constructed



As you can see, the Apple logo is not just a nice, simple drawing. In fact, its shape is precisely defined and hard to re-create. For that reason you'll be wise not to try. Always use the logo art available to you on request—in a wide variety of sizes—by contacting APPLE CI on AppleLink.

Logo/Color Variations



Three-color process, to visually match the six Apple colors.



Solid black, to use in photocopies, newspaper print advertisements, Yellow Pages, and forms.



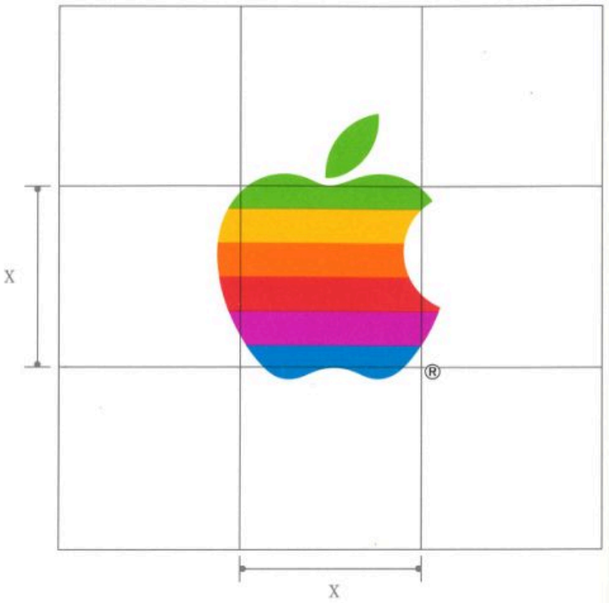
Apple Red
PMS 186



Apple Gray
PMS 423

Again, there is only one Apple logo—and it consists of six colors. Of course, some things simply do not warrant four- or six-color printing. In these cases, the Apple logo may be reversed to white, or printed in any of the three solid colors shown here—but *only* these three.

Logo/Staging



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Logo/Background Colors



White, preferred



Warm Gray, and darker



Warm Gray, and lighter

The Apple logo is often described as a beautiful, six-color jewel. The ideal setting for such a jewel is on a background of pure white or black. However, a background shade that falls somewhere between the warm grays and cool grays shown here is also acceptable.



Black



Cool Gray, and darker



Cool Gray, and lighter

Logo/Reversed to White



Apple Gray
PMS 423

When dealing with a dark image, you may wish to reverse the Apple logo out of the background. If so, be certain that the logo is pure white, and that the background is no lighter than the gray shown here.



Various background colors.

Apple Type

Amazingly, people have come to identify Apple ads, brochures, displays, and the like purely by the typeface used. That's the fortunate result of a consistent approach to our typography. The official Apple type style is ITC Garamond, condensed to 80 percent. The ITC Garamond family is preferred for all primary uses. Light type is best for headlines and body copy, while bold and book type are reserved for headlines. For secondary uses—small headlines or subheads, for instance—the Helvetica family of type is also acceptable. However, body copy should nearly always be ITC Garamond.

ITC Garamond Light Roman, condensed to

Amazingly, people hav
identify Apple ads, bro
displays, and the like p
typeface used. That's t
result of a consistent a
typography. The offici
style is ITC Garamond
to 80 percent. The ITC
family is preferred for
uses. Light type is bes
and body copy, while
type are reserved for
secondary uses—sma
or subheads, for instan
Helvetica family of typ
acceptable. However,
should nearly always
Garamond.

bitten into, all crossed with the colors of the rainbow in the wrong order. You couldn't dream of a more appropriate logo: lust, knowledge, hope, and anarchy." —Jean-Louis Gassée, Executive Vice President

Color Variations



ocess, to visually match
lors.



Solid black, to use in photocopies, newspaper print advertisements, Yellow Pages, and forms.

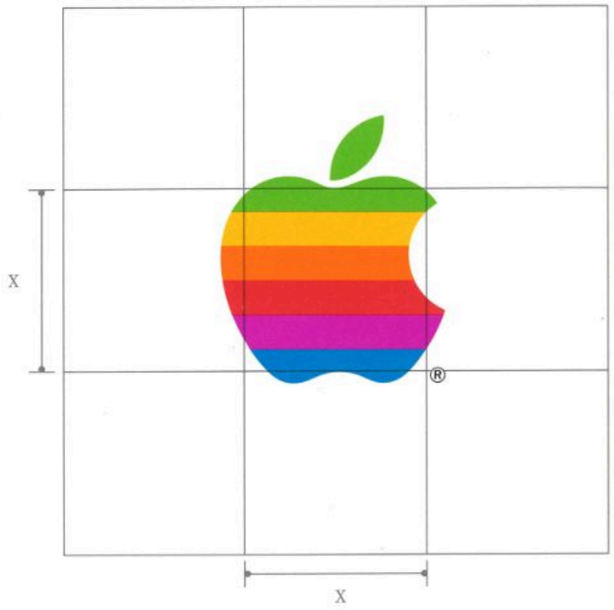




Apple Gray
PMS 423

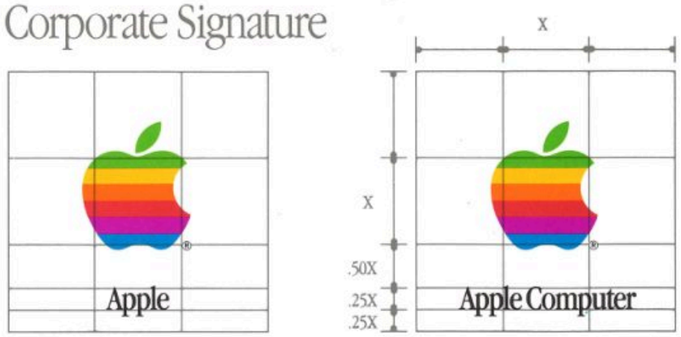
Again, there is only one Apple logo—and it consists of six colors. Of course, some things simply do not warrant four- or six-color printing. In these cases, the Apple logo may be reversed to white, or printed in any of the three solid colors shown here—but *only* these three.

Logo/Staging



It has always been Apple's nature to stand out in the crowd. By the same token, the Apple logo will be most easily noticed if it stands out from the other elements around it. Give it plenty of breathing room. The minimum clear space required on all sides of the logo is equal to the distance between the upper and lower "dimples" of the logo. Only the registered trademark symbol and the corporate logotype are permitted within this clear space.

Corporate Signature



Apple's "corporate signature" consists of the Apple logo accompanied by the corporate logotype. There are only two acceptable positions for that logotype: centered under the logo, or flush left with the logo.

Apple Computer, Inc.
20525 Mariani Avenue
Cupertino, California 95014
(408) 996-1010
TLX 171-576

Logo/Reversed to White



Apple Gray
PMS 423

When dealing with a dark image, you may wish to reverse the Apple logo out of the background. If so, be certain that the logo is pure white, and that the background is no lighter than the gray shown here.



Various background colors.

Apple Type

Amazingly, people have come to identify Apple ads, brochures, displays, and the like purely by the typeface used. That's the fortunate result of a consistent approach to our typography. The official Apple type style is ITC Garamond, condensed to 80 percent. The ITC Garamond family is preferred for all primary uses. Light type is best for headlines and body copy, while bold and book type are reserved for headlines. For secondary uses—small headlines or subheads, for instance—the Helvetica family of type is also acceptable. However, body copy should nearly always be ITC Garamond.

ITC Garamond Light Roman, condensed to 80% of Roman

Amazingly, people have come to identify Apple ads, brochures, displays, and the like purely by the typeface used. That's the fortunate result of a consistent approach to our typography. The official Apple type style is ITC Garamond, condensed to 80 percent. The ITC Garamond family is preferred for all primary uses. Light type is best for headlines and body copy, while bold and book type are reserved for headlines. For secondary uses—small headlines or subheads, for instance—the Helvetica family of type is also acceptable. However, body copy should nearly always be ITC Garamond.

ITC Garamond Book Roman, condensed to 80% of Roman

Amazingly, people have come to identify Apple ads, brochures, displays, and the like purely by the typeface used. That's the fortunate result of a consistent approach to our typography. The official Apple type style is ITC Garamond, condensed to 80 percent. The ITC Garamond family is preferred for

ITC Garamond Bold Roman, condensed to 80% of Roman

Amazingly, people have come to identify Apple ads, brochures, displays, and the like purely by the typeface used. That's the fortunate result of a consistent approach to our typography. The official Apple type style is ITC

Helvetica Light

Amazingly, people have come to identify Apple ads, brochures, displays, and the like purely by the typeface used. That's the fortunate

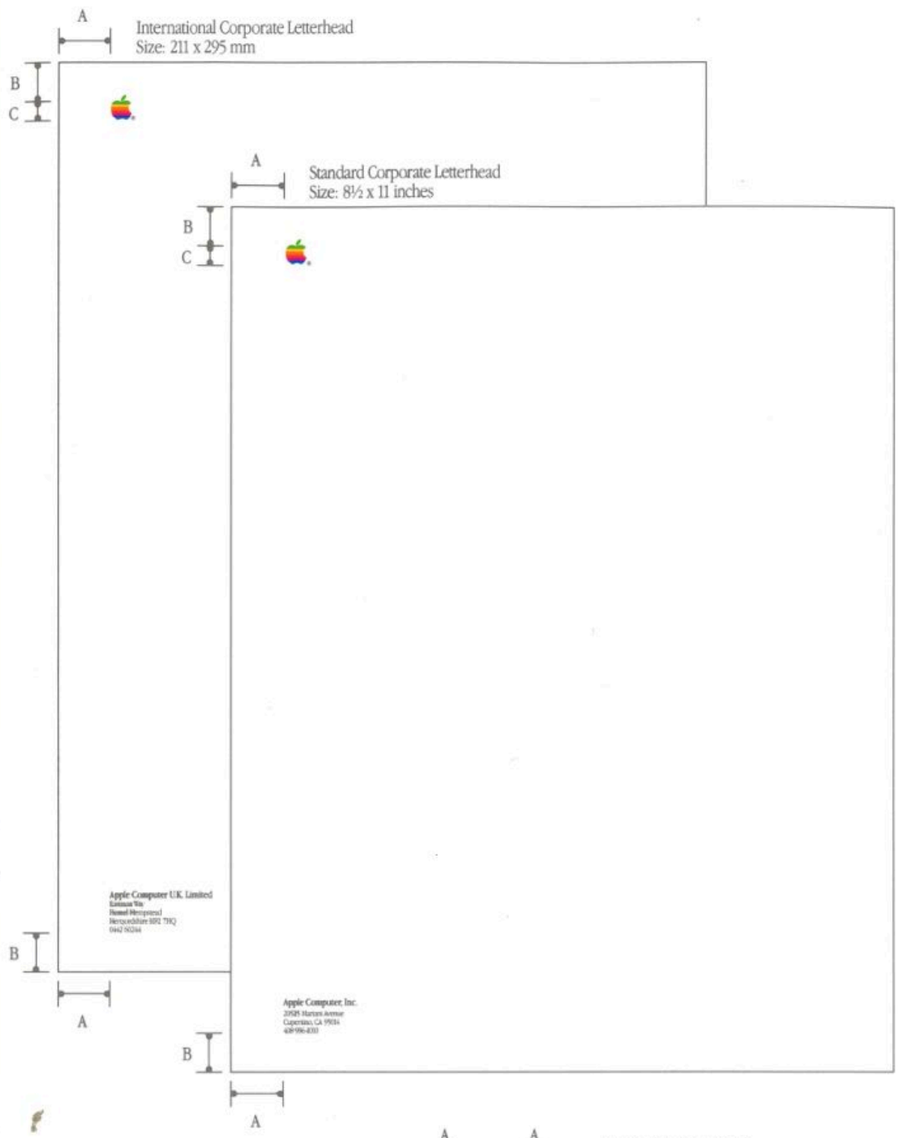
Helvetica Regular

Amazingly, people have come to identify Apple ads, brochures, displays, and the like purely by the typeface used. That's the fortunate result of a consistent

Helvetica Bold

Amazingly, people have come to identify Apple ads, brochures, displays, and the like purely by the typeface used. That's

...e logo: lust, knowledge, hope, and anarchy." — Jean-Louis Gassée, Executive Vice President



Stationery

Corporate identity extends far beyond Apple's ads, brochures, and commercials. In fact, the most common expressions of our identity are the things we all take for granted: business cards, letterhead, envelopes, forms, and so on. What's true everywhere else on this poster is true here: The official way is the only way. Apple's *Corporate Identity Guidelines* notebook spells it out for you, and even provides reproducible art for your stationery and business cards.



Business cards shown at 60% of original size.
A = 5.25 picas
B = 3 picas

Stationery, envelopes, and mailing label shown at 50% of original size.
A = 4 picas
B = 3 picas
C = 1.5 picas

Japanese Business Card



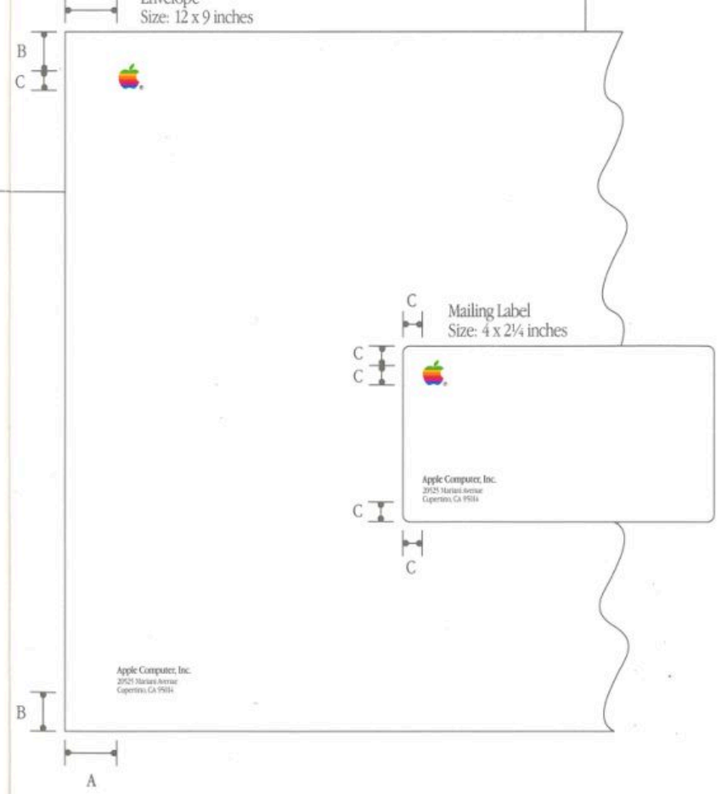
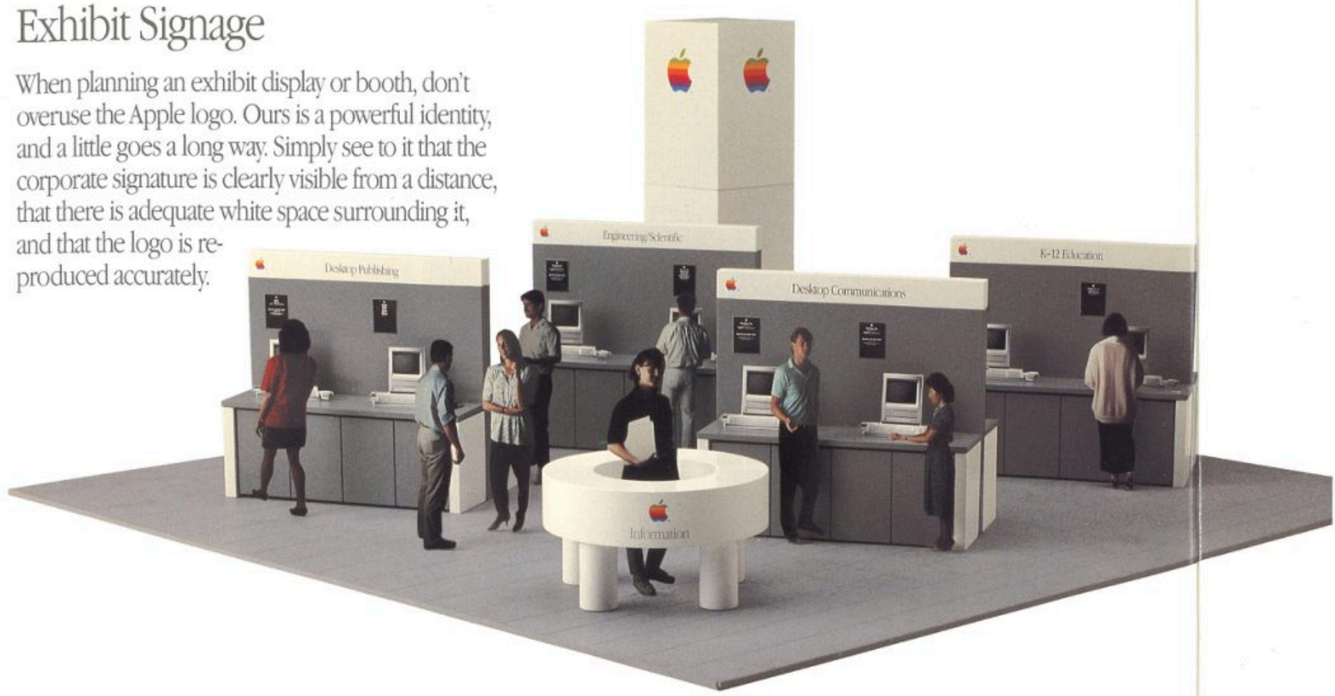
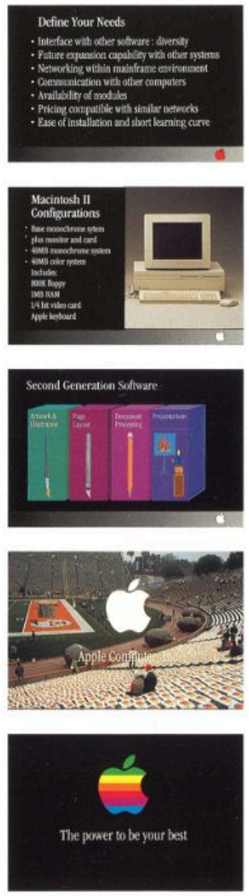


Exhibit Signage

When planning an exhibit display or booth, don't overuse the Apple logo. Ours is a powerful identity, and a little goes a long way. Simply see to it that the corporate signature is clearly visible from a distance, that there is adequate white space surrounding it, and that the logo is reproduced accurately.





AV Presentation

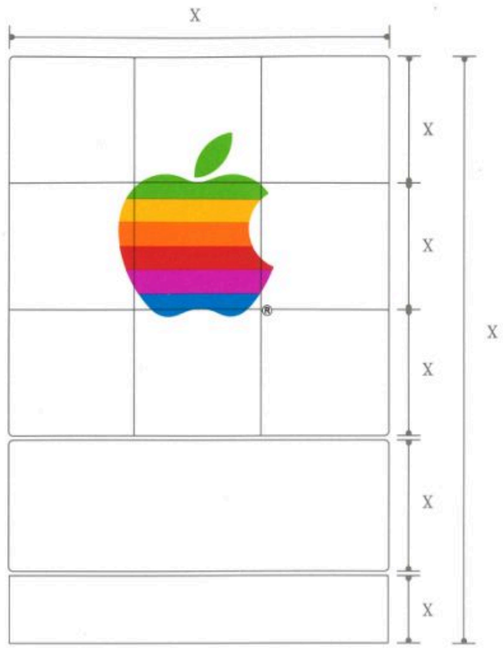
When preparing slides for a multimedia presentation, always place the Apple logo in one of the positions illustrated here. All the standard rules regarding logo colors apply. Whenever you superimpose the logo over a color photo or background, however, you should show the logo in white.

Packaging

As the Apple product family continu the complexity of its packaging syste tional packaging design, however, h system. Products whose sales are le packaging (such as printers) feature an economical two-color graphic design. Products whose sales are more easily influenced by packaging (such as software) are printed in full color.

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X = Multiples of 5 inches.

Site Signage

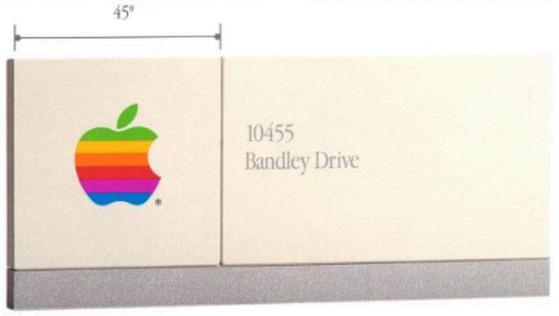
Corporate identity starts at home—beginning with the signs that greet people who visit Apple's facilities. For that reason, a system of modular signs has been designed on 17, 30, and 45 square inch grids. For blueprints, installation procedures, and other details, contact APPLE CI on AppleLink.







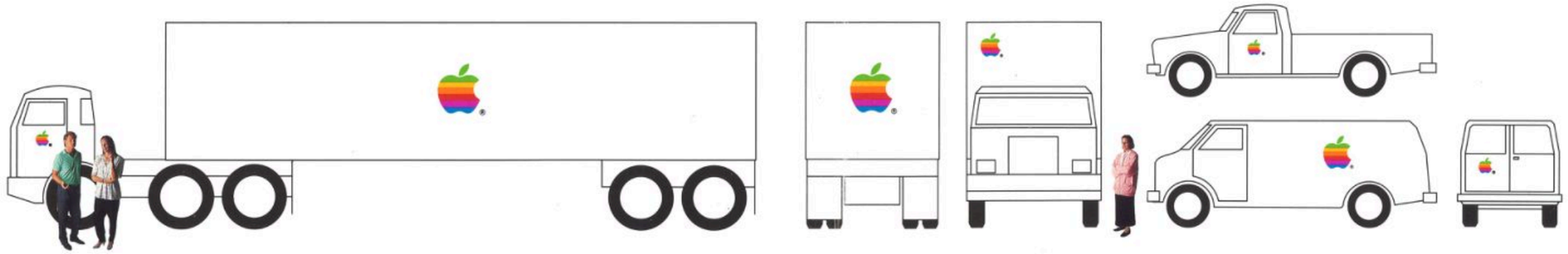






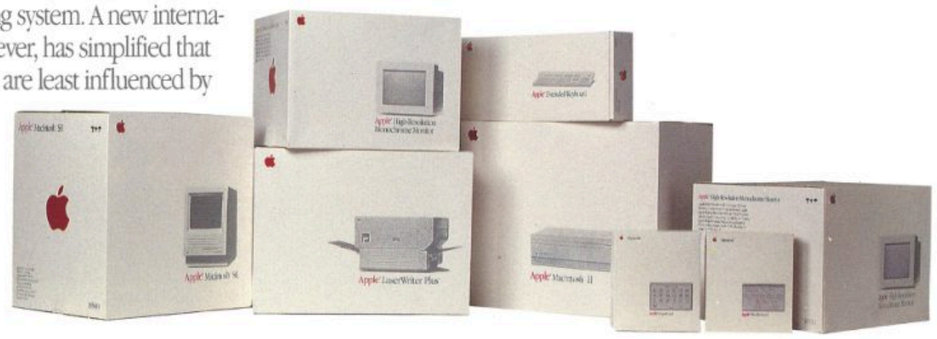


Vehicle Signage



All vehicles that will carry the Apple logo must be painted white (the undercarriage and exposed motor parts may be painted black or gray to hide grime). To determine the size of the logo, divide by 3 the minimum horizontal dimension of the surface that will carry it. This will give you the logo's appropriate height, dimple to dimple. Preprinted logo decals, in a variety of sizes, may be requested by contacting APPLE CI on AppleLink.

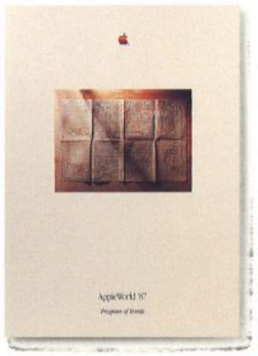
family continues to grow, so does
packaging system. A new interna-
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se sales are least influenced by
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Advertising and Collateral Materials

Apple has always been acclaimed for the imagination and creativity invested in its advertising and literature. A steadfast respect for Apple's corporate identity has never stood in the way of a good idea. There's no reason to believe it ever will.









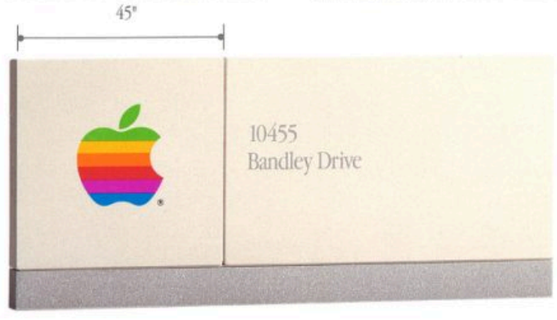
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Corporate Gift Items

The Apple logo shows up on a lot more than just computers these days. Shirts, calculators, and other items sometimes carry our identity. In such cases, only top-quality merchandise may be used. Also, all corporate identity guidelines must be followed. In any event, all gift items not purchased through Apple's Creative Services department in Cupertino or through the official Cupertino APPLE COLLECTION catalog, and that carry the Apple logo must be pre-approved by the Apple Creative Services and Law departments (contact APPLE CI and APPLE TM on AppleLink).

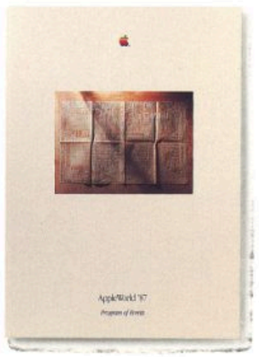




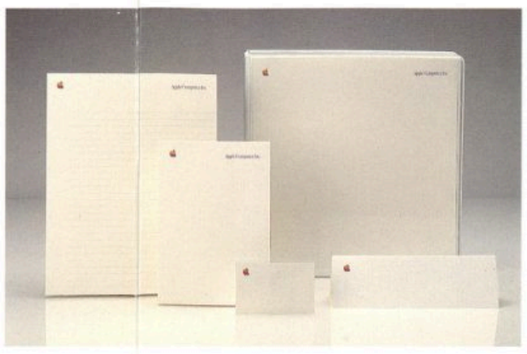
Advertising and Collateral Materials

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Product Logo

This is where it all pays off. Because the more respect we have for our identity, the more respect people will have for our products.



Apple Computer, Inc.
20525 Mariani Avenue
Cupertino, California 95014
(408) 996-1010
TLX 171-576

Created by Apple Creative Services.

All illustrations were drawn on a Macintosh with "Illustrator" by Adobe.

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