Mac Logo Guidelines

Dimensional Versions
Four-color   Grayscale

Overview

Macintosh computers are legendary for bringing a human face to technology. Cutting-edge product design, extraordinary technological innovation, and legendary ease of use have made Mac the platform of choice for people all over the world who think and work creatively.

The Mac logo has long been an essential tool for enabling customers to identify Mac-compatible hardware and software products. Now, with the release of Mac OS X, the logo is more important than ever: It reassures customers that third-party software products will run on their Mac (either in Mac OS X or in the Mac OS X Classic environment), and that hardware peripherals will work seamlessly with their Mac OS 9– and Mac OS X–based computers. In any language, anywhere in the world, Mac users will continue to look for the smiling blue face to help them find the latest and the best software titles and peripherals for their Mac.

The Mac logo can be used by authorized licensees who have a signed Mac Logo Trademark/Service Mark License Agreement, licensees who have agreed to the terms of the Mac Web Badge Trademark License, and Apple employees who are responsible for the development of Apple communications related to the Macintosh platform.

What's Changed

The graphic symbol in the Mac logo—the "happy Mac" computer screen with a superimposed human profile—continues to provide a strong visual representation of the synergy between user and technology that is unique to the Mac. Now, to celebrate the launch of the most powerful version of the Mac OS yet, we've modernized the symbol to reflect the stunning 3D interface that characterizes Mac OS X. It's the same friendly symbol our customers have come to rely on, updated for the 21st century.

These guidelines will help you to use the Mac logo properly on Apple and third-party packaging, advertising, websites, and other marketing communications. The continued effectiveness of the logo and the success of the platform depend on it.
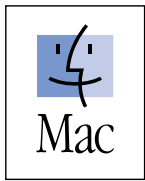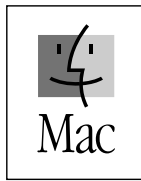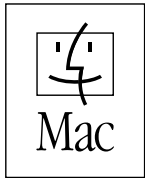
Flat Versions
PANTONE® 659
and black

Black only

Line art

Web Badge Versions

Configurations and Versions

The Mac logo consists of the graphic symbol, the word "Mac," a black border, and the area of clear space surrounding them. To preserve the integrity of the Mac logo, these elements and their relative size and positioning must not be altered.

There are two approved configurations of the Mac logo: vertical and horizontal. Because the graphic symbol is more dominant in the vertical configuration, it is the preferred configuration of the Mac logo. Use the horizontal configuration only when space constraints prevent use of the vertical configuration.

The most sophisticated expression of the Mac logo, the dimensional version is recommended for use on the Web and all four-color process print materials. Flat versions of the Mac logo are available for use in media for which the dimensional logo is not suited (such as silk-screen projects or newsprint). Always use the version of the Mac logo that best suits the design and medium of your communication.

Web-ready versions of the Mac logo are available from www.apple.com/about/webbadges for use on websites that promote Macintosh and Mac-compatible products.

Using the Mac Logo

The Mac logo is used to indicate hardware or software compatibility with Macintosh computers and Mac platform products. As such, it should always be clearly subordinate in both size and placement to the primary product or company identity with which it is used, and cannot in any way suggest that the Mac logo represents the primary product or company identity. Always make sure that the relationship between the Macintosh platform and the compatible product is clear.

Always use the complete electronic artwork provided by Apple. Do not alter the logo in any way. Do not animate or rotate it. Do not separate the elements of the logo, and do not alter or remove the black border that surrounds the Mac logo without the express permission of Apple.

Do not translate or localize the Mac logo, and do not add words or version numbers to it. Never attempt to set the logotype yourself, change the font, or alter the size, proportions, or space between letters.

Keep the number of Mac logos used in a communication to a minimum—usually no more than one Mac logo per surface or page. Do not use any part of the logo as a decorative illustration, graphic element, background graphic, or pattern. Never use the Mac logo as a bullet point or other form of punctuation.
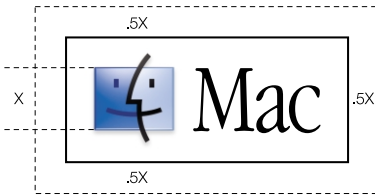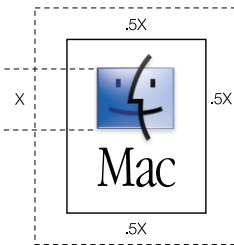
15 mm

10.5 mm
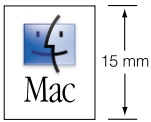
Minimum size for vertical and
horizontal configurations of the
Mac logo

.5X

X   .5X

.5X

.5X

X   .5X

.5X

Minimum clear space for vertical and
horizontal configurations of the Mac
logo is .5X on all sides, where X equals
the height of the graphic symbol

On color, black, or
photographic background

Minimum Size and Clear Space

Minimum Size

The minimum size for the Mac logo (vertical height) is 15 mm for the vertical configuration of the logo and 10.5 mm for the horizontal configuration of the logo, as shown. The recommended size for the vertical configuration on the front, back, and spine of a package is 24 mm high.

Minimum Clear Space

The clear space surrounding the Mac logo is an integral part of its design. Keep the area around the logo clean and uncluttered. The clear space should measure at least .5X on all sides, where X equals the height of the graphic symbol in the logo. Do not place any other trademark, logo, logotype, graphic, text, photograph, or illustration in the minimum clear space area.

Logo Colors

The colors of the Mac logo were chosen to create a specific visual image for the Macintosh platform. It is essential to apply the highest-quality reproduction standards and maintain strict color-matching principles when reproducing the logo.

The dimensional logo must be printed using four-color process or black only. The flat Mac logo can be printed using PANTONE® 659 and black or black only. Output film directly from the electronic artwork provided.

Background Colors

The Mac logo can appear on black or other background colors, and on photographic backgrounds, as long as the legibility of the logo is not diminished.

Do not alter or remove the black border that surrounds the Mac logo. Do not alter the white background within the border.

Black and White

A black-and-white version of the Mac logo is available for black-and-white applications such as newspaper articles, ads, and flyers. This version can be printed only on white backgrounds.

The screen percentages for black-and-white printing are built into the electronic artwork.

A line-art version of the Mac logo is available for faxes or for printing the logo very small at a coarse line screen, such as a 65-line screen. This version can be printed only on white backgrounds.

On the Web

When using the Mac logo on the web, follow the same guidelines for minimum size, clear space, logo placement, and integrity of the electronic artwork as recommended for print materials. As always, do not distort or alter the logo in any way. Do not rotate or animate the logo.
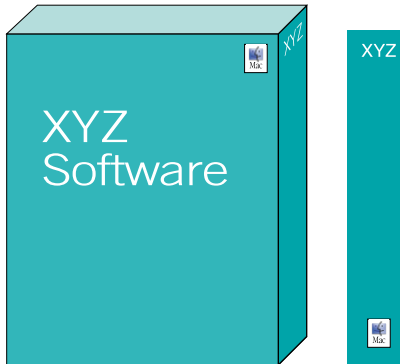
XYZ Software 2.0

LOGO

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Print advertisement

Front and spine of single-platform software package

Back and spine of multiple-platform software package

Using the Mac Logo
In Advertising and Collateral
In advertising and other marketing materials, the Mac logo should be positioned in a clearly subordinate size and position to the advertiser's primary company or product identity, as shown.

On Packaging and Manuals
The Mac logo should be positioned in a visible area on the outside of product packaging and manuals, but should be smaller than and clearly subordinate to the primary company or product identity.

With Multiple-Platform Products
When more than one logo is used in a communication to designate a product's compatibility with multiple platforms, make sure that the Mac logo is prominently placed and clearly visible. Make sure that the Mac logo is the same size as any other compatibility mark and is given equal prominence. Do not place the Mac logo in a size or position that is subordinate to any other technology (ingredient or compatibility) logo.

On packaging, place the Mac logo on the front panel, preferably in one of the corners, and on the lower third of the package spine as shown at left. The ideal placement for the logo is 15 mm from any edge of the package. Refer to the illustration for recommended placement of the Mac logo in relation to other compatibility logos on software packaging.

Trademark and Credit Lines
A credit line must be included whenever the Mac logo is used. The credit line should read:

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

For More Information
Apple Trademarks Department
1 Infinite Loop, M/S 38-TM
Cupertino, CA 95014
Email: appletm@apple.com
Telephone: 408-974-6638

Apple Software Licensing Department
2420 Ridgepoint Drive, M/S 198-SW
Austin, TX 78754
Email: sw.license@apple.com
Telephone: 800-793-9378 or 512-919-2645
developer.apple.com/mkt/swl

Apple Corporate Identity
appleci@apple.com