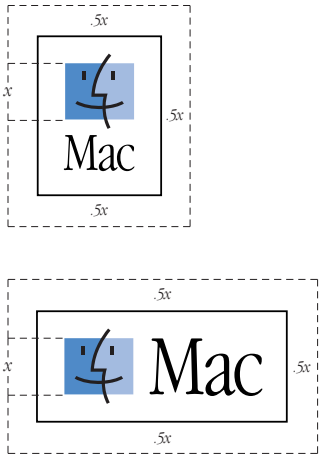
Mac Logo Guidelines

Apple Macintosh computers are legendary for bringing technology to a human level. Elegance of design, innovation, and ease of use make Macintosh computers and the Mac OS operating system the platform of choice for people who think and work creatively. The graphic symbol in the Mac OS Logo—the "Happy Mac" computer screen with a super-imposed human profile—provides a strong visual image of this principle. This symbol represents a dialog between user and technology that is unique to Macintosh and the Mac OS.

The Mac OS Logo has become an essential element in identifying the Macintosh operating system. It has also been a signal to customers that hardware and software products are compatible with Macintosh computers. Correct and consistent use of the Mac OS Logo has always been important in building recognition of and demand for the Mac OS and Macintosh-compatible products.

To make this identification even easier, we've simplified things. We've created the new Mac Logo, using the familiar "blue face" image and the word "Mac," that will clearly indicate compatibility with all Macintosh products. Now hardware and software that's compatible with Macintosh will use the same language our customers have always used: "Mac." The Mac Logo will replace the Mac OS Logo on all communications moving forward. These guidelines will help you to apply the new logo in your communications.



Mac Logo Configurations
Minimum clear space for vertical and horizontal orientations of the Mac Logo is .5x on all sides, where x equals the height of the graphic symbol in the logo.

Definition

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.

The Mac Logo can be used by authorized licensees who have a signed Mac Logo Trademark/Service Mark License Agreement, and by employees of Apple Computer who are responsible for advertising, packaging, merchandising, retail environments, product design, public relations, or the development of any other Apple communications related to the Macintosh platform.

Logo Configurations

Like the Mac OS Logo, the Mac Logo consists of the combination of the "blue face" graphic symbol and a logotype, in this case the word "Mac," using specially designed typography. Neither the symbol nor the typography can be used alone. They must always appear together, in an approved configuration.

There are two approved configurations of the Mac Logo: vertical and horizontal. In the vertical configuration, the graphic symbol is positioned above the typography. 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.

Do not alter these configurations in any way. Do not translate or localize the Mac Logo. Do not animate, mutate, or otherwise distort it. Do not use any part of the logo as a decorative illustration, graphic element, or background graphic, or as part of a pattern. Do not alter or remove the black border that surrounds both configurations of the Mac Logo without the express permission of Apple Computer.

Minimum Size and Clear Space

The size selected for the Mac Logo will depend on the design of the communications piece, the printing technique, and the printing surface. The minimum size (vertical height) is 11 mm for the vertical configuration of the logo and 6 mm for the horizontal configuration of the logo. Recommended logo size for placement on the front, back, and spine of a package is 24 mm high by 19 mm wide.

The clear space surrounding the Mac Logo is an integral part of the logo. 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, or logotype, or any other 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 to provide a consistent representation of the logo.

The Mac Logo can be printed using PANTONE® colors or four-color process printing. Choose the method that best suits your printing budget and application. Output film directly from the electronic artwork included with these guidelines. Do not alter the Mac Logo in any way.

The screen percentages for four-color process printing are built into the electronic artwork.

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

Printing in 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.

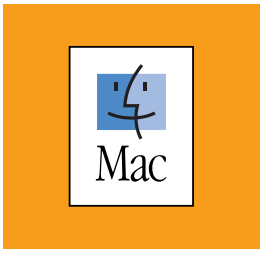
A line-art version of the Mac Logo is available for faxes or for printing the logo very small at a coarse line screen, such as a 65-line screen. This version can be printed only on white backgrounds.

Do not reverse or otherwise alter the logo.

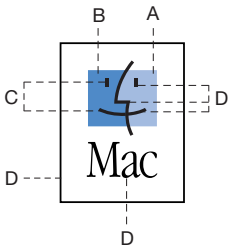
Use of the Mac Logo

The Mac Logo should be used to indicate hardware or software compatibility with Macintosh computers. As such, it should always be clearly subordinate to the primary product identity with which it is used. Always make sure that the relationship between the Macintosh platform and the compatible product is clear.

When the Mac Logo is used in combination with a company logo, corporate trademark, or logotype, the Mac Logo should be clearly subordinate in both size and placement. It cannot appear to be the name of the product or the manufacturer.



Background color and the Mac Logo

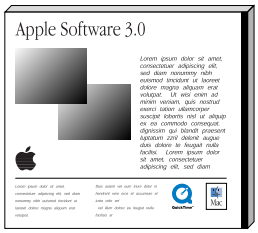


Colors for printing the Mac Logo

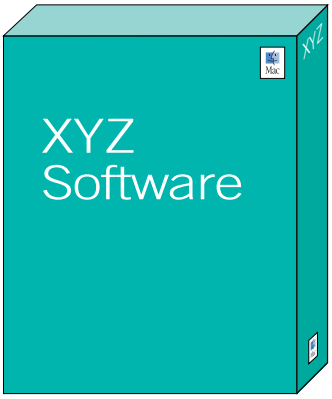
	3 PANTONE Colors + Black	1 PANTONE Color + Black	4-Color Process Percentages
A	**PANTONE 2708**	**50% PANTONE 659**	**C=30.5, M=14, Y=0, K=0**
B	**PANTONE 659**	**PANTONE 659**	**C=66, M=41, Y=0, K=0**
C	**PANTONE 661**	**Black**	**C=100, M=82, Y=0, K=8.5**
D	**Black**	**Black**	**Black**

Print advertisement

Mac OS start-up screen: This is the only case in which the Mac OS Logo will be used in the future.

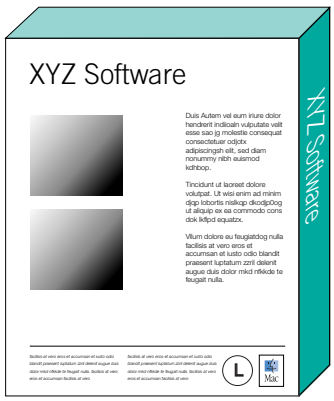


CD-ROM and back of jewel case



Front panel of single-platform software package

On the spine, recommended placement for the Mac Logo is 15 mm from the bottom of the package, measured from the base of the spine.



Back of multiple-platform software package

Spine of multiple-platform software package

In Advertising and Collateral

In third-party advertising and other marketing materials, the Mac Logo should be positioned in a clearly subordinate size and position to the advertiser's primary identity.

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 logo and is given equal prominence. Do not place the Mac Logo in a size or position that is subordinate to any other platform logo or logos.

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 the bottom of the package, measured from the base of the spine. Refer to the illustration for recommended placement of the Mac Logo in relation to the other compatibility logos on software packaging.

Trademark and Credit Line Usage

A credit line must be included whenever the Mac Logo appears in printed materials. It should be placed at the bottom of the package or wherever other legal text appears.

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 about trademark usage, contact the Apple Trademark Department at appletm@apple.com or (408) 974-6638.

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