



Apple Signature Guidelines

For Apple Teachers with Swift Playgrounds
Recognition

Contents

Overview	3
Apple Signatures	
Basics	4
Graphic Standards	5
Approved Uses	6
Typography	7
Avoid Signature Mistakes	8
Websites and Blogs	9
iBooks Author Multi-Touch Books	10
Social Media	11
Email	12
Presentation Slides	13
Legal Requirements	14

Overview

These guidelines are for use by individuals who have been recognized by Apple as an Apple Teacher and who have earned their Swift Playgrounds recognition. To help maintain the strength of the Apple Teacher brand, it's important to use the approved Apple signature in a consistent manner, as shown in these guidelines. Follow the instructions in these guidelines to correctly promote your Apple Teacher Program recognition in news announcements, websites, print materials, presentations, and other communications.

Apple Teacher signature

The Apple Teacher logo is designed to support communications related to the Apple Teacher Program.

Who can use the signature?

The Apple Teacher featuring Swift Playgrounds signature can be used by teachers who've been recognized by Apple as an Apple Teacher, earned their Swift Playgrounds recognition, and agreed to Apple's terms and conditions for use.

Signature use

Only the signature versions shown in these guidelines are approved by Apple. Use the artwork provided by Apple and do not modify the artwork in any way.

Always use the Apple Teacher featuring Swift Playgrounds signature in place of the Apple Teacher signature.

Apple reserves the right to withdraw permission to use an Apple signature at anytime if its use is inconsistent with these guidelines or otherwise deemed inappropriate by Apple.

Legal requirements

All materials must properly attribute every Apple trademark with the appropriate symbol and credit lines. See "Legal Requirements" on page 14 and visit www.apple.com/legal/intellectual-property for more detailed information on Apple legal requirements.

Support

The information in these guidelines is subject to change. Contact appleteacher-program@apple.com for support or for the most current information.

Apple Signatures

Basics

A signature is the combination of the Apple logo with a logotype—words set in specially designed type.

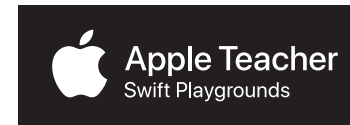
Use only the signature artwork provided by Apple. Do not alter the artwork in any way. Use the signature only in Apple-approved communications. Never give the artwork to a third party. Do not use graphics or images from Apple's public website.

Do not display multiple signatures. Never separate the Apple logo from the logotype or place the logo and logotype in different locations on the communication. Never use the Apple logo alone; always use the complete signature artwork.

Signature color

The Apple Teacher featuring Swift Playgrounds signature is available in two color options, all-black or all-white. When placing a signature on black or color backgrounds, use an all-white signature reversed out of the background color. Never place an Apple signature on a visually cluttered or patterned background.

Apple Teacher featuring Swift Playgrounds signature



Apple Signatures

Graphic Standards

Minimum clear space

The minimum clear space around the signature is equal to one-half the height of the Apple logo, measured from the top of the leaf to the lower edge. To create the greatest impact, allow even more space around your signature. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

Signature sizes

The Apple signature must appear smaller than your identity or the identity of the content it is featured on (such as presentation or document title). See specifications below for minimum print and recommended web sizes.

Minimum size for print materials.



Recommended size for web and screen use.



Apple Signatures

Approved Uses

Follow these guidelines when determining whether you can include the Apple Teacher featuring Swift Playgrounds signature on your communications.

Websites and online

Use the signature on your website only either on the home page or your bio/about me page. Include it in only one location. See page 10 for details on using signatures correctly on your website or blog.

Other communications

The signature can also be used in announcements, Multi-Touch books, presentations, and other iBooks Author communications. See the following pages for guidelines on using Apple signatures in these materials.

Avoid these mistakes

Do not use the signature on vehicles, building exteriors or windows, merchandised items, stationery, or business cards.

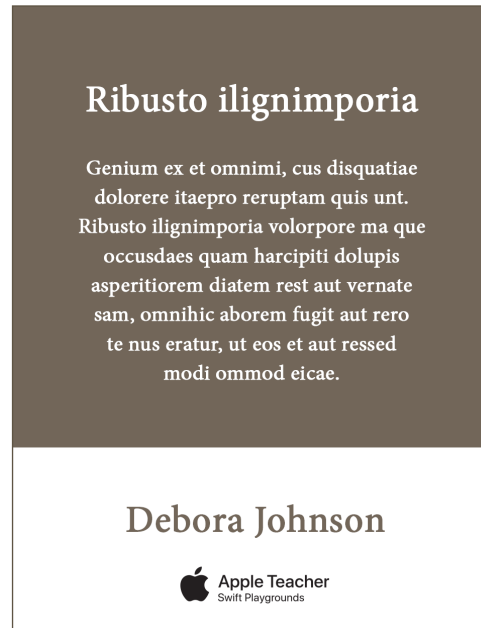
Term and termination

You or Apple may terminate this agreement for any reason and at any time upon notice to the other party. If you have earned Apple Teacher recognition at the time of termination, you may no longer refer to yourself as a recognized Apple Teacher or use the Apple signature.

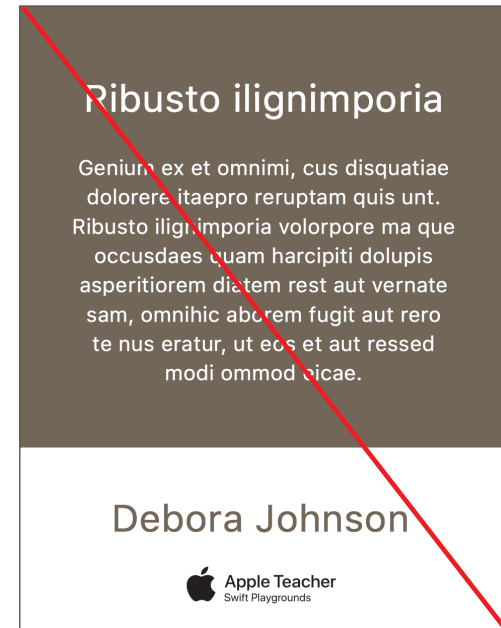
Typography

The Apple corporate font

Apple uses a modified version of the San Francisco font called SF Text and SF Display in Apple marketing materials. It cannot be used in your own or third-party marketing materials or presentations. Do not imitate Apple typography by using any version of San Francisco in your communications.



Use your own identity in your communications, including your font. Never represent yourself as an employee or representative of Apple; never speak on behalf of Apple.



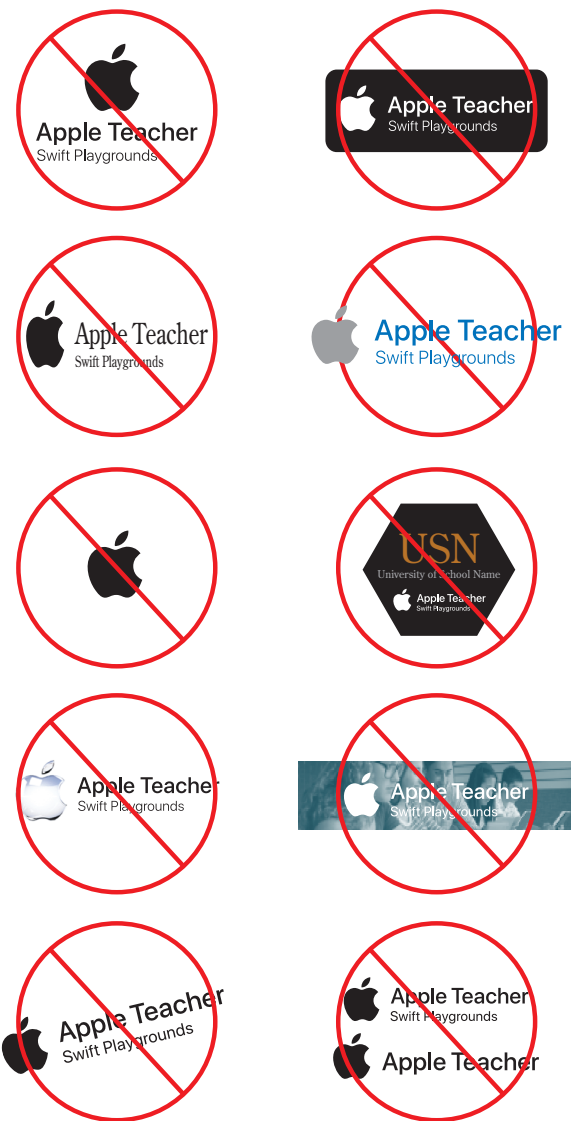
Do not imitate the typographic style of Apple communications.

Avoid Signature Mistakes

Do not alter Apple signature artwork in any way. Always use the complete electronic artwork provided by Apple.

Avoid these common mistakes:

- Do not remove the Apple logo from the signature artwork or alter the relationship of the elements in any way.
- Do not place a shape around the signature.
- Do not change the font or alter the spacing between letters.
- Do not reproduce the signature using any color other than black or white.
- Never use the Apple logo alone in your communications.
- Do not incorporate the Apple signature into your personal or institution's identity.
- Do not add special effects to the signature, such as shadows, reflections, or glows.
- Do not place an Apple signature on a visually cluttered or patterned background.
- Do not rotate or animate an Apple signature or make any of its elements three-dimensional.
- Do not display multiple Apple signatures on a communication.



Websites and Blogs

The Apple Teacher featuring Swift Playgrounds signature can be placed on the home page or your bio page on your individual website or blog. The signature must conform to the color, size, clear space, and other graphic standards in these guidelines.

The signature should be positioned in the bottom left or bottom-right corner of the web page or in a sidebar, away from any other branding on the page.

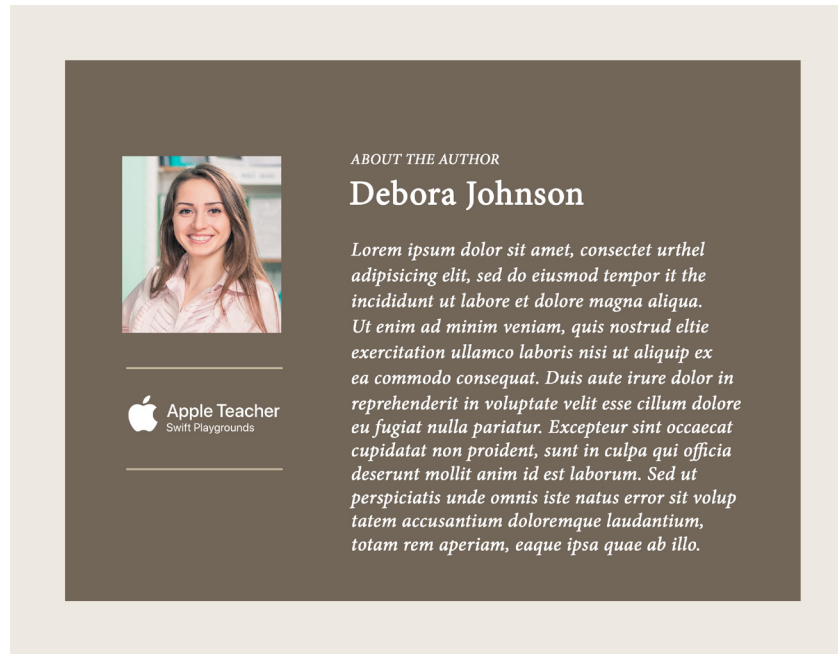
Avoid these mistakes when using the Apple signature on your website or blog:

- Do not position the signature at the top of the page.
- Do not display multiple Apple signatures on a communication.
- Do not place the signature on a visually cluttered or patterned background.
- Do not make the signature transparent.
- Do not rotate or animate the signature.
- Do not use the Apple logo alone.
- Do not exceed the recommended signature size (see guidelines on page 5).



iBooks Author Multi-Touch Books

If you intend to distribute or publish an iBooks Author Multi-Touch book and want to include the The Apple Teacher featuring Swift Playgrounds signature, it can appear only on an “About the Author” or author’s profile page.



Social Media

Being an Apple Teacher is a real achievement, and we encourage you to share your accomplishment on your personal social media accounts. Follow @AppleEdu on Twitter and join the #AppleTeacher conversation. Use the following guidelines to update your profile details.

General guidelines

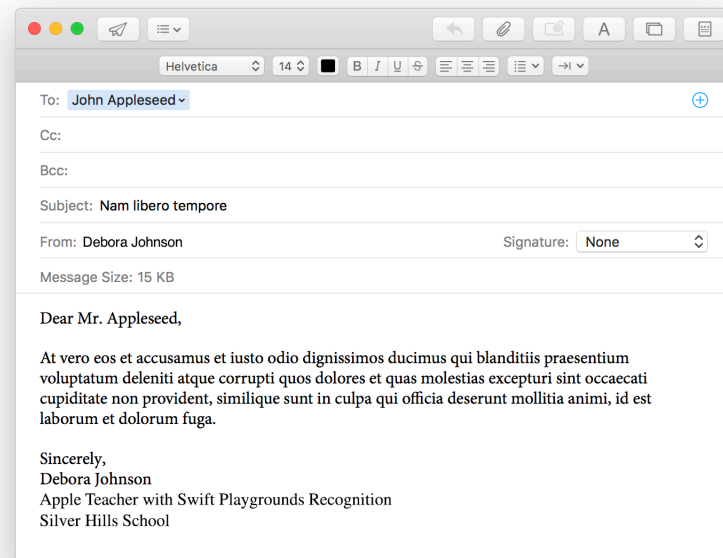
- Add your recognition as an Apple Teacher by using this approved language in your bio messaging:

Apple Teacher with Swift Playgrounds
recognition

- Always use the word Apple. Do not use the Apple Teacher featuring Swift Playgrounds logo in your bio.

Email

You may promote your authorization as part of your email signature only with text, as shown here. Do not include the Apple Teacher featuring Swift Playgrounds signature at the end of your email.



Presentation Slides

You may include the Apple Teacher featuring Swift Playgrounds signature to show your recognition on school or program presentations. However, you can use the signature on only one slide per presentation.

The signature must be smaller than your identity, and it should be positioned in the bottom-left or bottom-right corner of the slide, away from any other brand or identity. You must conform to the color, size, clear space, and other graphic requirements in these guidelines.

Do not use the signature as a repeating header or footer on your slides.



Legal Requirements

Apple requirements

The Apple signatures described in these guidelines cannot be used in any manner that falsely suggests an association with Apple or is likely to reduce, diminish, or damage the goodwill, value, or reputation associated with Apple.

Trademark symbols and credit lines

In communications distributed only in the United States, the appropriate symbol (™, ™, or ®) must follow each Apple trademark the first time it is mentioned in body copy, for example:

Apple®
App Store®
iBooks®
iBooks Store™
iPad®
iPhone®
iPod touch®
iTunes®
iTunes U®
Mac® App Store®

Refer to the Apple Trademark List at www.apple.com/legal/intellectual-property/trademark/appletmlist.html for the correct trademark symbol.

Do not add a trademark symbol to the signature artwork provided by Apple.

In all regions, include the following credit lines wherever legal copy is included, listing only the specific trademarks that are used in your communication:

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

For communications developed for mobile devices, follow standard practices for the placement of legal copy, such as creating additional screens or providing interactive links to legal copy.

For more information about using Apple trademarks, visit “Guidelines for Using Apple Trademarks and Copyrights” at www.apple.com/legal/intellectual-property/guidelinesfor3rdparties.html.

With Apple’s approval, a translation of the legal notice and credit lines (but not the trademarks) can be used in materials distributed outside the U.S. Never translate an Apple trademark.

For more information

If you need more information or have questions about using these guidelines, contact appleteacher-program@apple.com.