

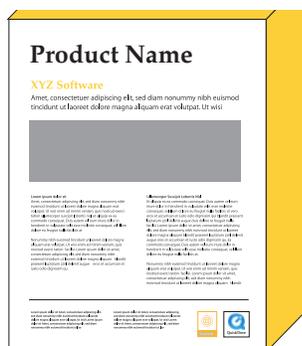


QuickTime Logo Guidelines



The QuickTime logo

The QuickTime logo consists of the Q graphic, the QuickTime logotype, and the white background defined by the linear border that surrounds them.



On packaging and manuals, the QuickTime logo should be placed near specifications or other technology ingredient or compatibility marks.

Overview

These guidelines show the correct treatment of the QuickTime logo in collateral, advertisements, promotions, packaging, and manuals, on the web, and in other communications materials. This version of the QuickTime logo replaces all previous versions, and should be used in all communications pertaining to QuickTime 7 and subsequent versions of QuickTime software.

Using the QuickTime Logo

The QuickTime logo should be used on qualifying third-party product packaging, manuals, advertising, websites, and other product communications. The QuickTime logo can be used only by authorized licensees and Apple employees who are responsible for the development of communications related to QuickTime. When used on third-party products, the QuickTime logo must be clearly subordinate in size and placement to the manufacturer's primary product, website, or company identity.

On products

On software media such as CDs and DVDs, place the QuickTime logo in a clearly subordinate position to the primary company or product identity, as shown at left.

On packaging and manuals

The QuickTime logo must be positioned in a visible area on the outside of product packaging and on additional packaging (such as jewel cases and other CD holders). On packaging and manuals, the QuickTime logo should be positioned close to the product's hardware specifications.

On the web

QuickTime promotional web badges for use on Apple and third-party websites are available from www.apple.com/about/webbadges. Guidelines and an online trademark license are included. Do not rotate or animate the logo.



The QuickTime logo
Four-color version (preferred)



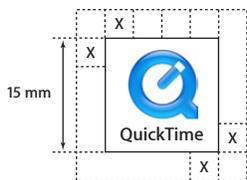
One-color versions
Grayscale



Solid black



The area within the black border is white, even on color, black, or photographic backgrounds.



The minimum size is 15 mm square. The minimum clear space is X on all sides, where X is equal to one-quarter the width of the box.

Graphic Standards

The QuickTime logo consists of the Q graphic, the QuickTime logotype, and the white background defined by the linear border that surrounds them, as shown at left. Do not separate the elements of the QuickTime logo, and do not remove the black border or use the Q graphic alone without the express permission of Apple.

Logo colors

The QuickTime logo is available in the preferred four-color version, as well as grayscale and solid black versions. The version selected will depend on the medium and design of the communication, as well as the method of reproduction. Four-color process mixes and properly separated electronic artwork are provided.

Four-color version

The ideal representation of QuickTime is the four-color version of the logo. Apple strongly recommends its use on all color materials.

One-color versions

In black-and-white media such as newspaper articles, ads, or flyers, the logo can be reproduced in grayscale or solid black. A grayscale version of the logo is available for black-and-white print projects that can accommodate a greater level of detail.

Background colors

The preferred background color for the QuickTime logo is white. The logo can appear on color, black, or photographic backgrounds, as long as the legibility of the logo is not diminished. The area within the black border must always be reproduced in white.

Artwork sizes

The four-color and grayscale versions of the logo are available in a range of sizes. Each can be reduced to fit the requirements of your communication, but cannot be enlarged beyond its optimal size. The one-color black version of the QuickTime logo is available in one size only, which can be reduced or enlarged as needed.

Minimum size

The minimum size for the QuickTime logo on most communications is 15 mm, as shown. On CDs and CD jewel cases, the QuickTime logo can be reduced to a minimum size of 11 mm, as long as legibility of the logo is not compromised. The one-color black version of the logo is recommended for use on CDs at sizes below 15 mm.

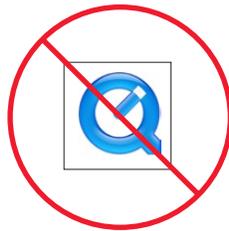
Clear space

A generous area of clear, open space surrounding the QuickTime logo is an integral part of its design. Do not place graphics, type, photographs, or illustrations inside the minimum clear space.

The minimum clear space area is X on all sides, where X is equal to one-quarter the width of the logo box, as shown. Always measure clear space from the black border and whenever practical allow additional clear space around the logo.



Do not change the font or any of the elements of the QuickTime logo.



Do not remove elements of the logo.

Avoid Mistakes

Always reproduce the complete logo using the electronic artwork provided. Do not alter the logo in any way. Do not redesign, redraw, animate, or alter the proportions of the logo. Do not rotate it or render it three-dimensional. Do not incorporate the logo into any other design, and never add new elements to the logo. Do not use any part of the logo as a decorative element, background, or pattern.

Do not alter the relationship between the graphic and logotype in any way, and do not add words or version numbers to the logo. Do not set the type yourself, change the font, or alter the size or proportions of, or space between, letters.

Trademark Symbols and Credit Line

QuickTime logo artwork does not include the trademark symbol (™) or registered trademark symbol (®). Do not add either of these symbols to the logo. Instead, use the following credit line in all printed materials:

QuickTime and the QuickTime logo are trademarks or registered trademarks of Apple Computer, Inc., used under license therefrom.

For More Information

Visit <http://developer.apple.com/softwarelicensing/agreements/quicktime.html> to obtain a trademark agreement and downloadable artwork files.

If you need more information, contact corpID@apple.com.