



# Mark Guidelines

This kit provides information on how to use the Apple Pay mark. It also includes assets and design principles. Actual examples are used for proper context.

# Apple Pay mark

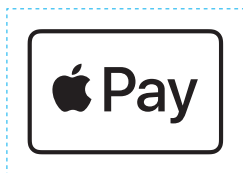
The Apple Pay mark can be used in websites, emails, online display ads, terminals, digital displays and shops to let your customers know that you accept Apple Pay.

The Apple Pay digital mark artwork can be downloaded at [www.apple.com/apple-pay](http://www.apple.com/apple-pay). Glass, register and terminal decals can be ordered at [www.applepaysupplies.com](http://www.applepaysupplies.com).



## Clear space

The minimum clear space for the mark is .1x where x is the height of the button.



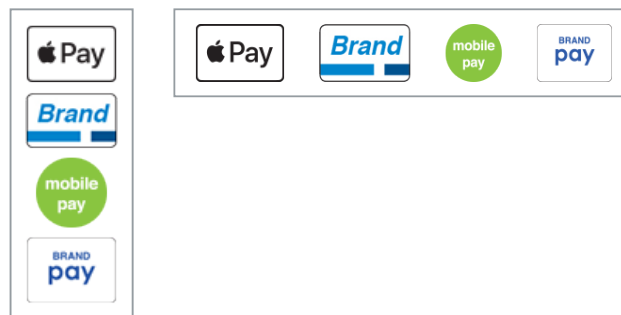
## Background colour

A white or light background is preferred when displaying the Apple Pay mark. The mark can appear on a dark background when a marketing layout features a dark background.



## Apple Pay with other mobile payment marks

To increase acceptance awareness, it is recommended that the Apple Pay mark be positioned first in an arrangement with other mobile payment marks. On all digital media, the size of the Apple Pay mark should conform to the size of other mobile payment marks.



Do not change the colour or alter the artwork in any way. The Apple Pay mark is available only in white with an outline rule.



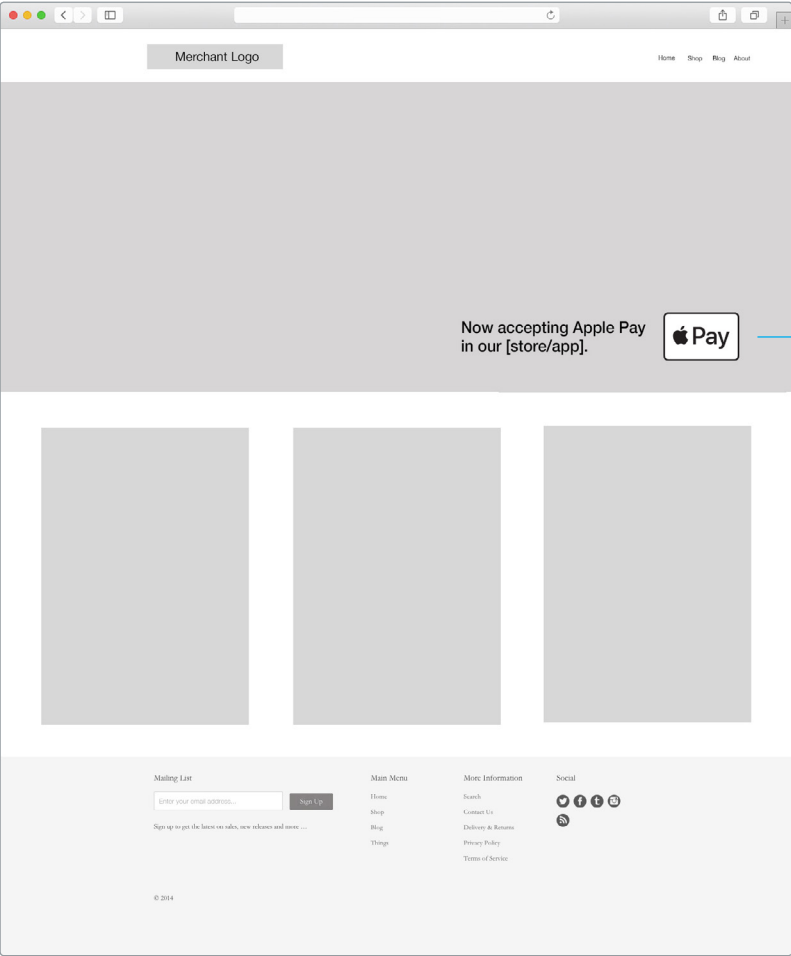
Do not add a message to the mark.



Do not use the Apple Pay logo on its own without the surrounding mark border.

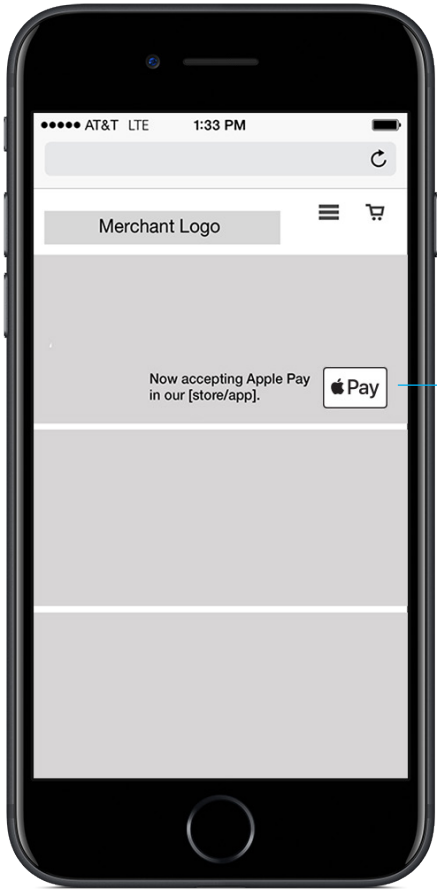
# Design principles — websites

## Apple Pay home page banner



The Apple Pay mark can be used at a maximum pixel dimension of 168x108.

## Apple Pay home page banner — mobile



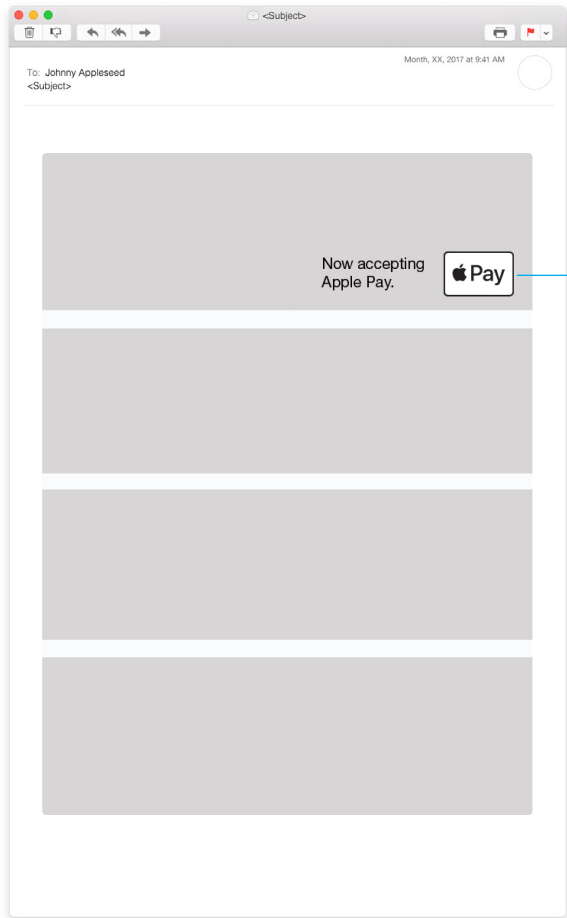
The Apple Pay mark can be used at a maximum pixel dimension of 93x60.

### Notes

Please specify that Apple Pay is accepted in your store and/or app.

# Design principles — email

## Apple Pay email

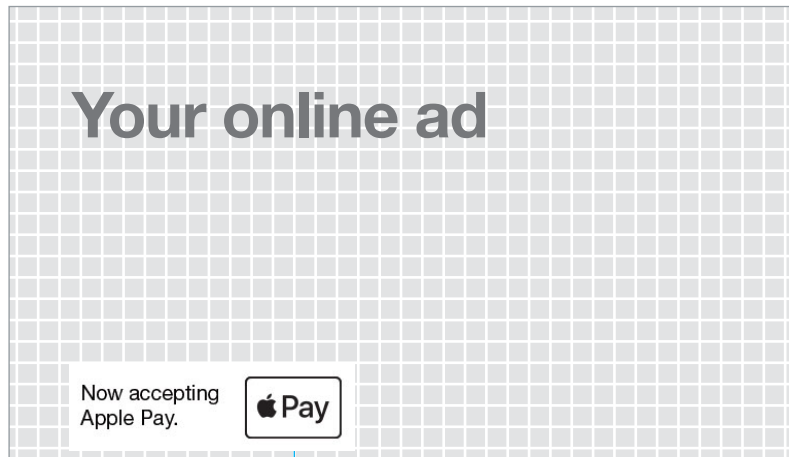


The Apple Pay mark can be used at a maximum pixel dimension of 168x108.

### Notes

Please specify that Apple Pay is accepted in your store and/or app.

## Design principles — online display advertising



The Apple Pay mark can be used at a maximum pixel dimension of 168x108 in desktop ads and 93x60 in mobile ads.

# Terminals

800x480



The Apple Pay mark can be used at a maximum pixel dimension of 168x108.

800x480



The Apple Pay mark should be positioned first in an arrangement with other mobile payment marks and should conform to the size of the other marks.

800x480



800x480



The Apple Pay mark should be equal in height to the contactless symbol.





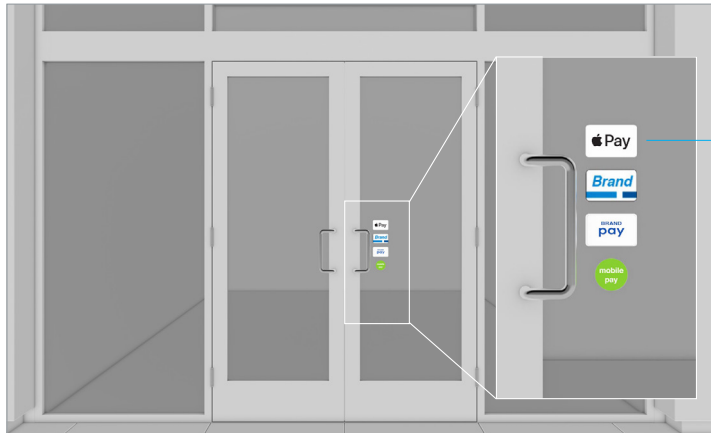

## Notes

Consider payment network and EMV guidelines when designing your terminal screens.

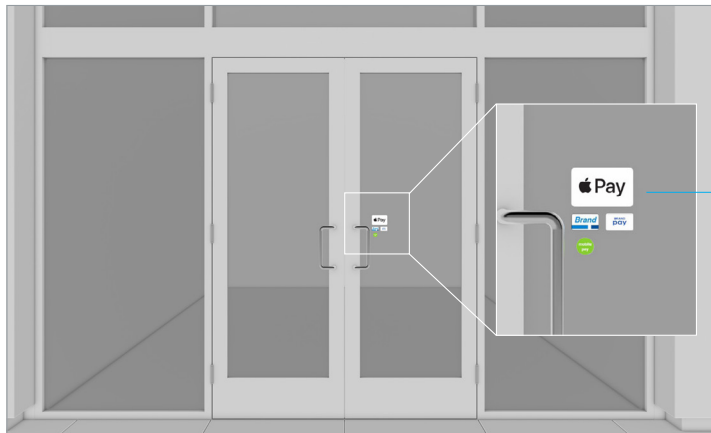
# Apple Pay mark decals

Glass, register and terminal decals are available to let customers know that you accept Apple Pay in your store. You can order decals by going to [www.applepaysupplies.com](http://www.applepaysupplies.com).

## Glass decal placement



To increase acceptance awareness, it is recommended you position the Apple Pay mark glass decal first in an arrangement with other mobile payment marks.



### How to apply:

1. Clean surface.
2. Remove decal from backing.
3. Apply to surface inside glass.

## Register and terminal decal placement



### How to apply:

1. Clean surface.
2. Remove decal from backing.
3. Apply to surface.



# Apple Pay in text

## Apple Pay

Use the name *Apple Pay* in text when other payment options are also displayed in text.

Typeset *Apple Pay* as two words using an uppercase *A* and uppercase *P* followed by lowercase letters. *Apple Pay* can be set in all uppercase only when conforming to an established UI typographical style.

## Don'ts



### Notes

- Match your UI font and typographical style.
- Do not imitate Apple typography.
- Do not typeset Apple Pay in all uppercase letters.

# Trademarks and legal

## Apple requirements

Apple Pay and the Apple Pay assets as 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 Pay, Apple products or Apple itself.

## Trademark attribution

Do not add a trademark symbol to the Apple Pay assets provided by Apple. Include Apple trademark attributions wherever legal information is displayed.

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

Apple®  
Apple Pay®

Refer to the Apple Trademark List at [www.apple.com/legal/intellectual-property/trademark/appletmlist.html](http://www.apple.com/legal/intellectual-property/trademark/appletmlist.html) for the correct trademark symbol.

In all regions, include the following credit line:

Apple, the Apple logo and Apple Pay are trademarks of Apple Inc., registered in the US and other countries.

List only the specific Apple trademarks used in the text or audio of your marketing communications.

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

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

