



# HomePod

## Asset Kit

October 2018



# Let's make something great together.

Use the assets provided with this guide for marketing Apple products.

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## Guidance

Design and messaging guidance to help you develop your marketing materials.

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## Product assets

Apple product images and copy.

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## Resources

Print production guidelines, trademark information, and additional resources.

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## Guidance

As you create your marketing campaign, express your brand identity in a way that complements Apple product images and copy.

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### **Less is more.**

Strive for simple, clean, and uncluttered communications.

### **The product is hero.**

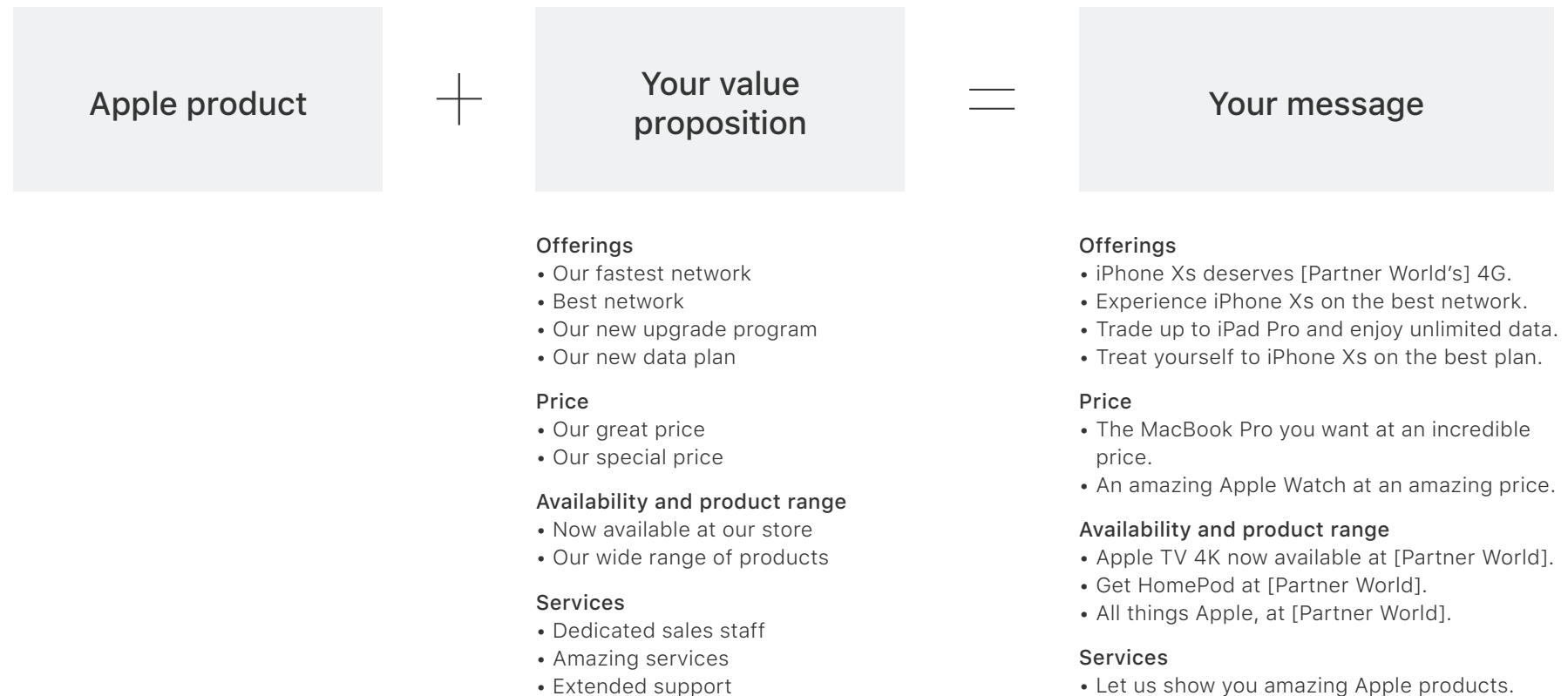
Present product image as the visual focus and not one of many.

### **Keep it simple.**

Develop messaging that clearly conveys why a customer should buy an Apple product from you.

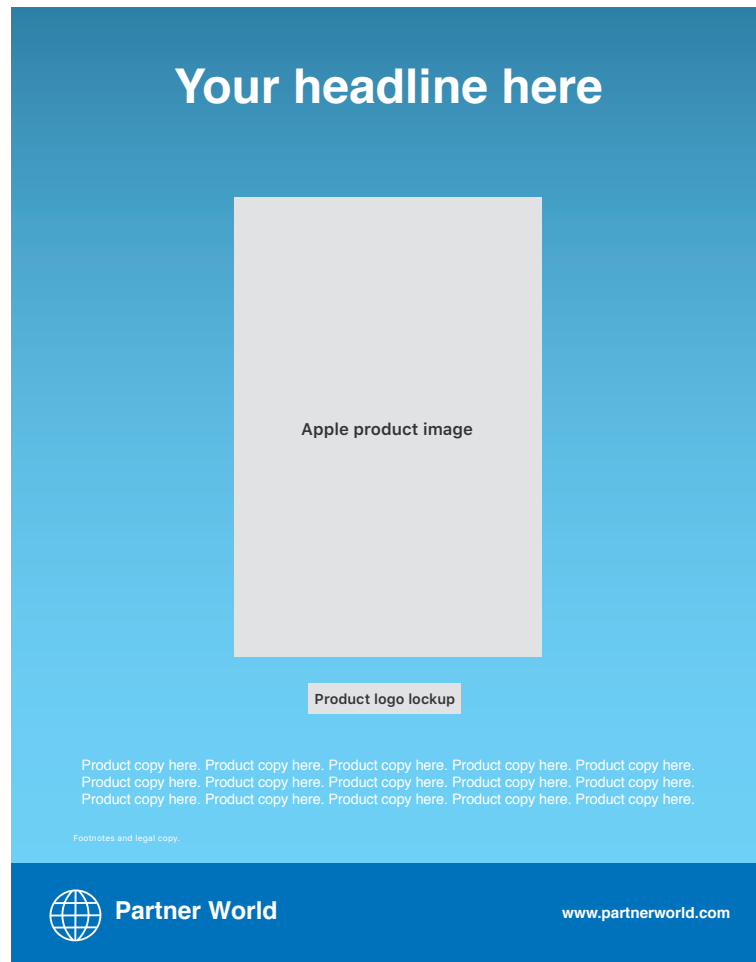
# Messaging guidance

Your headline and message should help customers understand why they should buy Apple products from you. It should be a formula of what's great about your offer and why it's even better with Apple products. When added together, the results should be the best thing for the customer. See the examples below.



## Design guidance

The product should be the hero of your communication and should not be one of many messages or offers. Use the product images as provided; do not place them in, on, or under other objects. Avoid lifestyle images.



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## Product assets

This section gives you an overview of images and copy for all products in the lineup and accessories and related products. Use these assets across multiple media, including paid media\*, online store, in-store, social, and email communications.

\*Please refer to the Usage Guidelines in the Resources section for guidance on in-store signage, media, and promotions.

# Images | HomePod

HomePod

Hero



Additional images



Space Gray



White

# Copy | HomePod

## HomePod

<b>Headline</b>	<b>HomePod. The new sound of home.</b>
<b>Advertising copy</b>	HomePod is a breakthrough speaker, the ultimate music authority built to bring out the best in Apple Music, and an intelligent assistant that controls your smart home accessories—all with just your voice.
<b>Feature copy</b>	HomePod is a breakthrough speaker that senses its location and tunes the music to sound amazing wherever you are in the room. Together with Apple Music, it gives you access to over 45 million songs. And with the intelligence of Siri, it's a helpful home assistant for everyday tasks and for controlling your smart home accessories—all with just your voice. Welcome HomePod.
<b>Key feature bullets</b> Include all features whenever possible. When space is limited, use the bullets in order.	<ul style="list-style-type: none"><li>• Breakthrough speaker with amazing sound</li><li>• Spatial awareness that senses its location</li><li>• Built to bring out the best in Apple Music</li><li>• Learns what you like based on what you play</li><li>• Plays different music in multiple rooms*</li><li>• Stereo pairing for more room-filling sound*</li><li>• Intelligent assistant helps with everyday tasks</li><li>• Controls your smart home accessories</li></ul>
<b>Legal</b>	<p>*Requires multiple HomePod devices or AirPlay 2-compatible speakers.</p> <p>Requires iPhone, iPad, or iPod touch with iOS 12 or later for setup.</p> <p>Siri works with Apple Music. Subscription is required for Apple Music.</p> <p>Only HomeKit-enabled devices can be controlled by HomePod.</p>
<b>Technical specifications</b>	Go to <a href="https://www.apple.com/homepod/specs">www.apple.com/homepod/specs</a> for a complete set.



# Image and copy | AppleCare

AppleCare



## AppleCare+

<b>Headline</b>	<b>Protection for your HomePod.</b>
<b>Copy block</b>	AppleCare+ for HomePod extends your repair coverage and technical support to two years from your AppleCare+ purchase date. And it adds coverage for up to two incidents of accidental damage from handling, each subject to a \$39 service fee plus applicable tax. In addition, you'll get 24/7 priority access to Apple experts by chat or phone.*
<b>Key feature bullets</b>	<b>One stop for technical support</b> <ul style="list-style-type: none"><li>• 24/7 priority access to Apple experts by chat or phone</li><li>• Mail-in or carry-in repairs</li><li>• Express Replacement Service</li><li>• Hardware coverage for your HomePod and AirPort devices</li><li>• Coverage for up to two incidents of accidental damage from handling of your HomePod, each subject to a \$39 service fee plus applicable tax</li><li>• Software support for AirPlay 2 and the Home app</li><li>• Connecting to wireless networks</li></ul>
<b>Legal</b>	<p>AppleCare+ benefits are in addition to any legal rights provided by consumer protection laws in your jurisdiction. Purchase of the plan is not required to purchase HomePod. AppleCare+ is subject to acceptance of the Terms and Conditions. For complete details, see terms at <a href="http://www.apple.com/legal/sales-support/applecare/applecareplus">www.apple.com/legal/sales-support/applecare/applecareplus</a>.</p> <p>The company obligated under AppleCare+ in the United States is AppleCare Service Company, Inc., an Arizona corporation and wholly owned subsidiary of Apple Inc., doing business in Texas as Apple CSC Inc.</p> <p>*Service coverage is available only for HomePod that is defective in materials or workmanship. The replacement equipment that Apple provides as part of the repair or replacement service may be new or equivalent to new in both performance and reliability. AirPort devices must be purchased up to two years before your HomePod purchase or during the term of your AppleCare+ coverage.</p> <p>Local telephone fees may apply. Telephone numbers and hours of operation may vary and are subject to change.</p> <p>Service coverage may be subject to certain restrictions.</p>

# Images | Product logos

Place the HomePod logo below the product at a distance that is equal to the height of the Apple logo, as shown in the example below.

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Product logo

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 HomePod

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Logo width should be approximately 50%  
of the product's horizontal dimension.

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## Resources

In this section, you'll find print production guidelines, trademark information, and additional resources available to you and your team.

# Print production guidelines

## Files—Mechanicals and imagery

Mechanicals are provided as Adobe CC 2017 files with links to the imagery (product shots, logos, and so on). The product photography is supplied as high-resolution flattened TIFF files. All campaign files will use the CMYK assets.

## Proofs, color matching, and press checks

Each deliverable must be reviewed on press before a job is authorized to print. This is the final opportunity to ensure an accurate match to the supplied proofs and overall print quality. Please match the proofs as closely as possible during your press checks. Please watch closely for subtle details. Be patient and persistent until the desired results are attained.

## General printing guidelines

**Substrates:** As a general rule, avoid substrates with a gloss finish. The Apple standard is to employ a silk or matte finish for all materials, including paper, styrene, vinyl, fabric, and so on. Use the best-quality grade materials available when printing Apple support materials. Consult your regional print production manager for guidance if needed.

## Note about G7-certified printers

For CMYK printing (offset or digital), we highly recommend printers who are G7 certified. G7 is a trademark process for achieving gray balance and for the proof-to-print process. It is based on the principles of digital imaging, spectrophotometry, and computer-to-plate technologies. The newest methodology utilizes the most current ISO standards as the basis for high-quality printing. We have found we achieve the best results using G7-certified printers and highly recommend you work with these specialized printers.

# Trademarks

## Product names

All products that start with a lowercase *i* should always be written with a lowercase *i* and an uppercase *P* (or appropriate letter) followed by lowercase letters, even at the beginning of a sentence, paragraph, or title. For example, iPhone, iPad, iMac, and iTunes.

Most Apple product names are trademarks. Never translate an Apple trademark. Always use trademarks in English even when they are surrounded by text in a language other than English. Typeset Apple trademarks exactly as they appear in the Apple Trademark list at [www.apple.com/legal/intellectual-property/trademark/appletmlist.html](http://www.apple.com/legal/intellectual-property/trademark/appletmlist.html). Always use Apple product names in singular form. Do not use plural form. Do not make possessive. Never say *Apple Watches* or *iPhone's*. Modifiers such as *models*, *types*, or *devices* can be plural or possessive.

## Using the name *Apple* in text

Business and consumer-facing communications may refer to the company name as *Apple*. The legal company name, Apple Inc., is reserved for legal documents.

## Trademark and legal information

As a reminder, you must obtain Apple's prior written approval before using "Apple" or any other Apple trademark, service mark, and/or product image in any advertising or marketing collateral in a manner not expressly permitted by Apple policies and guidelines provided herein. Additionally, any advertising content provided by Apple to you shall only be used in strict accordance with the use guidelines, specifically use periods, provided by Apple.

Please review the Apple Trademark List at [www.apple.com/legal/intellectual-property/trademark/appletmlist.html](http://www.apple.com/legal/intellectual-property/trademark/appletmlist.html) whenever you create marketing materials to ensure that you have the latest Apple trademark information.

For more information about using Apple trademarks, visit [www.apple.com/legal/intellectual-property/guidelinesfor3rdparties.html](http://www.apple.com/legal/intellectual-property/guidelinesfor3rdparties.html).

If you have questions after you have reviewed the information provided on the Apple legal website at [www.apple.com/legal](http://www.apple.com/legal), contact the Apple Trademark Department by email ([appletm@apple.com](mailto:appletm@apple.com)). Allow up to one week to receive a reply.

# Usage guidelines

## In-store signage

- Premium locations and media are preferred.
- Avoid backlit fixtures and digital screens.
- Place at eye level.
- Avoid cluttered environments.
- Limit the number of tabletop signs.

## Media guidance

- **Print:** Full-page or page-dominant 4-color ads are required; digital formats of print publications are permitted.
- **Out-of-home:** Large format (billboards, spectaculars, dioramas, airport banners) and street-level (bulletin, bus shelter, kiosk, city light panel, mall, transit station, static digital OOH) are permitted. To discuss large-format or window opportunities, please contact your Apple Marketing representative.
- **Online display (mobile, desktop):** Media should appear above the fold. Conquesting of competitive content, targeting within email environments, ads on gaming consoles, behavioral or IP address targeting or retargeting, and third-party data added to media buys are not permitted. Use HTML5, DHTML/HTML4, animated GIF, or static GIF technology only.
- **Search engine marketing:** Include the featured product in the headline while focusing on third-party relevance. Use of generic terms or modifiers is approved where applicable.

## Promotions

Marketing promotions require approval.

## Video

Please do not produce product videos.

## Partner apps

Apps that you've developed must be marketed separately from your marketing of Apple products. Follow the App Store Marketing Guidelines for developers at <https://developer.apple.com/app-store/marketing/guidelines>.

