



# QuickTime Logo Guidelines



Four-color version

## **Overview**

These guidelines show the correct treatment of the updated QuickTime logo in collateral, advertisements, promotions, packaging, manuals, the World Wide Web, and other communications materials. This version of the QuickTime logo replaces all previous versions, and should be used in all communications pertaining to QuickTime 5 and subsequent versions of QuickTime software.

## **The QuickTime Logo**

The QuickTime logo consists of the Q graphic, the updated QuickTime logotype (that is, the QuickTime name set in specially designed type), and the black border that surrounds them. 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.

Always reproduce the complete logo from 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, proportions, or space between letters.

## **Logo Colors**

The QuickTime logo is available in the preferred four-color version, as well as one- and two-color 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 for all versions are provided.

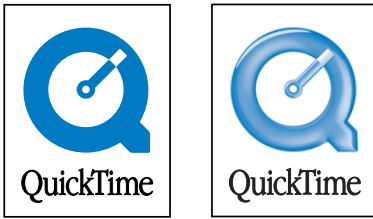
## **Four-Color Version**

The ideal representation of QuickTime, the four-color version of the logo is strongly recommended for use on all color materials.

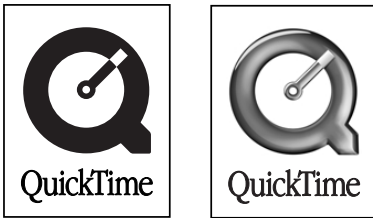


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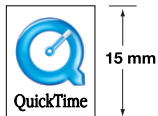
Two-color versions



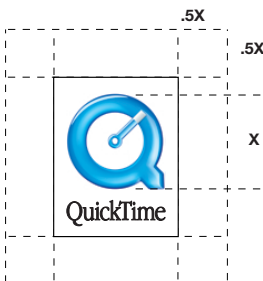
One-color versions



On color, black, or photographic background



Minimum height for the QuickTime logo is 15 mm.



The minimum clear space should be at least .5X, where X is the diameter of the Q graphic.

### Two-Color Versions

When the four-color version is not practical, the grayscale version of the logo can be reproduced using screen tints of PANTONE® 300 Blue\* or a solid blue version can be used. In both cases, the word QuickTime must be reproduced using solid black.

### One-Color Versions

In black-and-white media such as newspaper articles, ads, or flyers, the logo can be reproduced in screen tints of black or in solid black. A grayscale version of the logo is also available for one-color 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.

### Minimum Size and Clear Space

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

### Minimum Size

The minimum size for the QuickTime logo is 15 mm, as shown.

### 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 area.

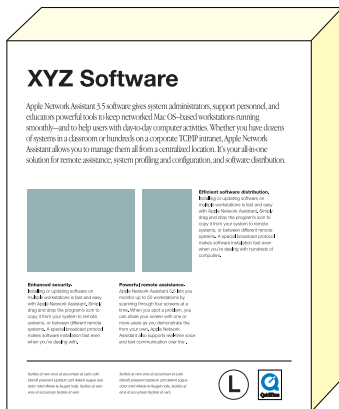
The minimum clear space area is .5X on all sides, where X is equal to the height of the Q graphic, as shown. Always measure clear space from the black border, and whenever practical, allow additional clear space around the logo.

\*The colors shown in these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.



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

### Using the Logo

The QuickTime logo should be used on qualifying third-party product packaging, manuals, advertising, websites, and other product communications. 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 like disks or CD-ROMs, 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, any additional packaging (such as jewel cases and other CD holders), and manuals. On packages and manuals, the QuickTime logo should be positioned in close proximity to the product's hardware specifications.

### On the Web

Specially designed QuickTime promotional web badges for use on Apple and third-party websites are available from [www.apple.com/about/webbadges](http://www.apple.com/about/webbadges). Guidelines and an online trademark license are included.

### Trademarks and Credit Lines

New 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 lines in all printed materials:

QuickTime and the QuickTime logo are trademarks used under license. The QuickTime logo is registered in the U.S. and other countries.

### For More Information

Apple Software Licensing Department  
2420 Ridgepoint Drive, M/S 198-SW  
Austin, TX 78754  
Email: [sw.license@apple.com](mailto:sw.license@apple.com)  
Telephone: 800-793-9378 or 512-919-2645

Apple Trademarks Department  
1 Infinite Loop, M/S 38-TM  
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Email: [appletm@apple.com](mailto:appletm@apple.com)  
Telephone: 408-974-6638