

Marketing Image Best Practices

Below are instructions and best practices for featuring an image of a place card in your marketing materials.



How to take a screenshot:

1. Open Maps on an iPhone and type the name of the business into the search bar.
2. Tap the place card so it expands to full screen.
3. Press the Volume Up and Lock buttons simultaneously to take a screenshot.
4. Insert the image into an iPhone device frame.



Best practices for Marketing Images:

- Always use an iPhone, not a computer.
- Ensure that the business is “Open.”
- Display screenshots in [device frames](#) when using them in marketing materials.
- Make sure there are no gaps between your screenshot and the device frame.
- Show a full battery, full Wi-Fi bars, and full cellular bars. Set your iPhone to light mode.
- Make sure the place card is filled out completely and displays accurate information.
- Be sure to display the portion of the place card that’s referenced in any corresponding copy.
- Feature approved content provided by the business in a marketing image. In the event this isn’t available, secure partner consent and approval to feature their content.
- Always display the device upright, ensuring it isn’t warped or tilted.



Important reminders:

- Marketing communications must not appear to be from Apple or authorized by Apple in any way.
- You are 100% responsible for securing the right(s) to use any content displayed in place cards, including images of any persons or items depicted. Only select content if you have express permission to use it for marketing purposes.
- All marketing materials must be approved in writing by Apple prior to use. When sending content for Apple approval, you guarantee such content does not violate the law or infringe on any rights of third parties.
- When featuring Apple or Business Connect, be sure to follow our [Guidelines for Using Apple Trademarks and Copyrights](#).
- All marketing communications are subject to Apple Business Connect [Terms of Service](#) and partner terms as applicable.
- For more information on photo guidelines, visit [Apple’s Marketing Resources and Identity Guidelines](#).