Business Connect Partner Asset V3

Updated February 2025

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All marketing materials that promote or refer to Apple Business Connect should be shared with Apple for approval prior to going live.

Wordmark

Wordmark: Horizontal

Use the Apple Business Connect wordmark across communications.

Business Connect

Business Connect

In copy

[XX] Launches Integration
With Apple Business Connect

In copy

[XX] Launches Integration
With Apple Business Connect

Using Apple Business Connect in copy:

- “Apple Business Connect” must be typed out in copy.
- Never use the wordmark in a paragraph or sentence.

Clear space and size

Clear and simple presentation is an important element of the Apple identity. Generous surrounding space and a minimal size allow Apple wordmarks to be instantly recognized.

- Do not use partner logos or other visual branding next to the Apple Business Connect wordmark or next to “Apple Business Connect” in copy.

Minimum clear space
The minimum clear space for use in printed materials and onscreen communications is equal to the wordmark height, as shown. To create the greatest impact, allow even more space. Do not place photos, typography, or other graphic elements inside the minimum clear space.

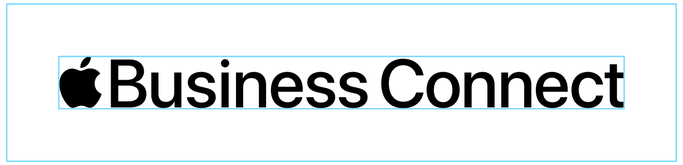
Minimum size
The minimum height of each wordmark for use in printed materials is 5mm. The minimum height for web pages and other onscreen use is 22 pixels at 1x and 44 pixels at 2x. The minimum size should be used only when layout space is extremely limited. Use the wordmark at a larger size whenever possible.

Partnership Asset

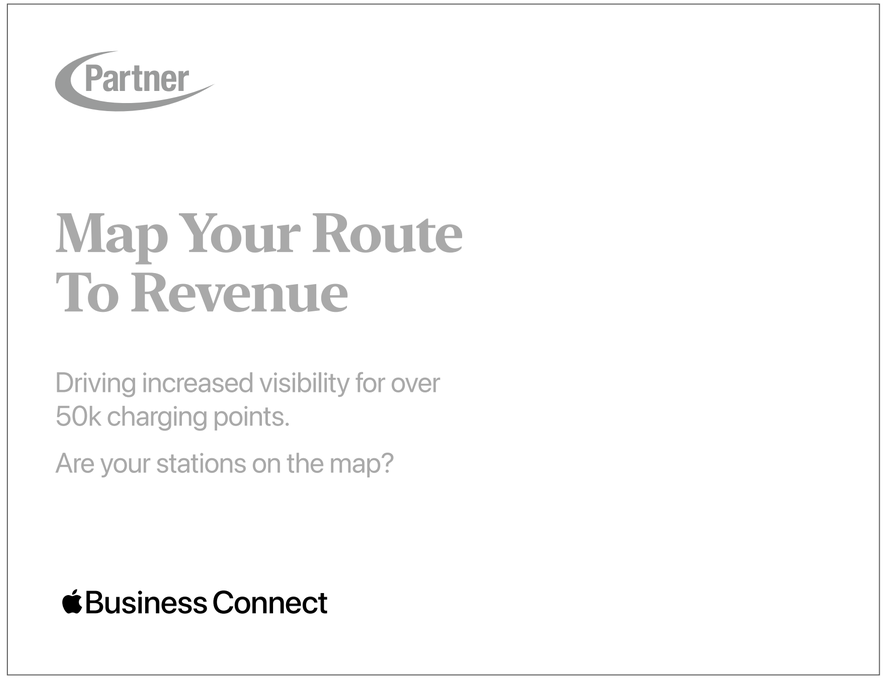
To help our business partners communicate a relationship with Apple Business Connect, we have provided a wordmark for our partners to place alongside messaging to showcase new features and ways for customers to engage with their business.

Wordmarks should not appear as a direct lockup with other brand logos. Wordmarks may only exist alongside other brand logos if they are placed in separate areas of an asset.

For example, this partner logo could be top right, bottom right, or top left aligned - as long as it is not directly next to the Apple Business Connect wordmark.



X = height



Copy is FPO

Dos and don’ts

Consistent expression of our brand is an important part of our success.

To help you create assets that align with our identity, we've put together some friendly guidelines to keep in mind.

Do

- Use only current wordmark artwork.
- Display only one Apple wordmark on a layout.
- Follow the graphic standards in these guidelines.

Don’t

- Do not alter the artwork provided by Apple.
- Do not animate, rotate, or tilt the wordmark.
- Do not add other product names, service names, or version or model numbers to a wordmark.
- Do not place other partner logos directly next to a wordmark.

Approved Assets

Partner Website Tile Option A

Assets to use on your website to promote Apple Business Connect. Tiles should always be posted alongside copy, never standing alone.

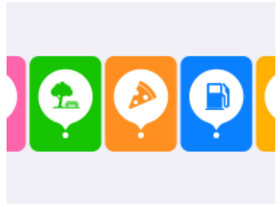
Available sizes:

- 625 x 795px
- 571 x 338px
- 416 x 270px
- 200 x 150px

625 x 795

571 x 338

416 x 270



200 x 150
(No Wordmark)

Partner Website Tile Option B

Assets to use on your website to promote Apple Business Connect. Tiles should always be posted alongside copy, never standing alone.

Available sizes:

- 625 x 795px
- 571 x 338px
- 416 x 270px

625 x 795

571 x 338

416 x 270

Photography and Wordmark

625 x 795

571 x 338

416 x 270

Photography only

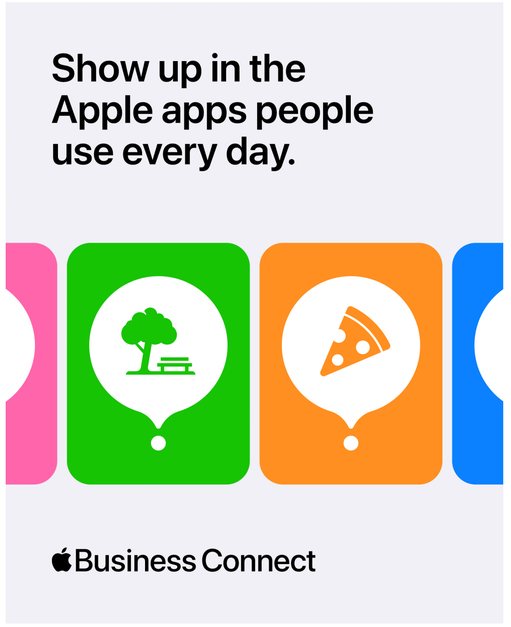
Social Post Option A

Assets for you to use when promoting Apple Business Connect across social channels.

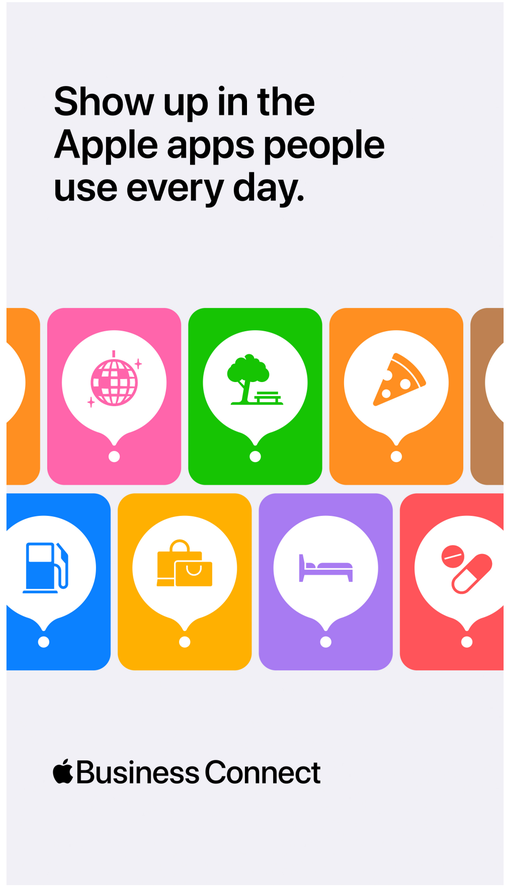
Available sizes:

- 1080 x 1080px (Square)
- 1080 x 1350px (Portrait)
- 1080 x 1920px (Full Screen)

1:1 Post (Square)



4:5 Post (Portrait)



9:16 Full Screen

Social Post Option B

Assets for you to use when promoting Apple Business Connect across social channels.

Available sizes:

- 1080 x 1080px (Square)
- 1080 x 1350px (Portrait)
- 1080 x 1920px (Full Screen)

1:1 Post (Square)

4:5 Post (Portrait)

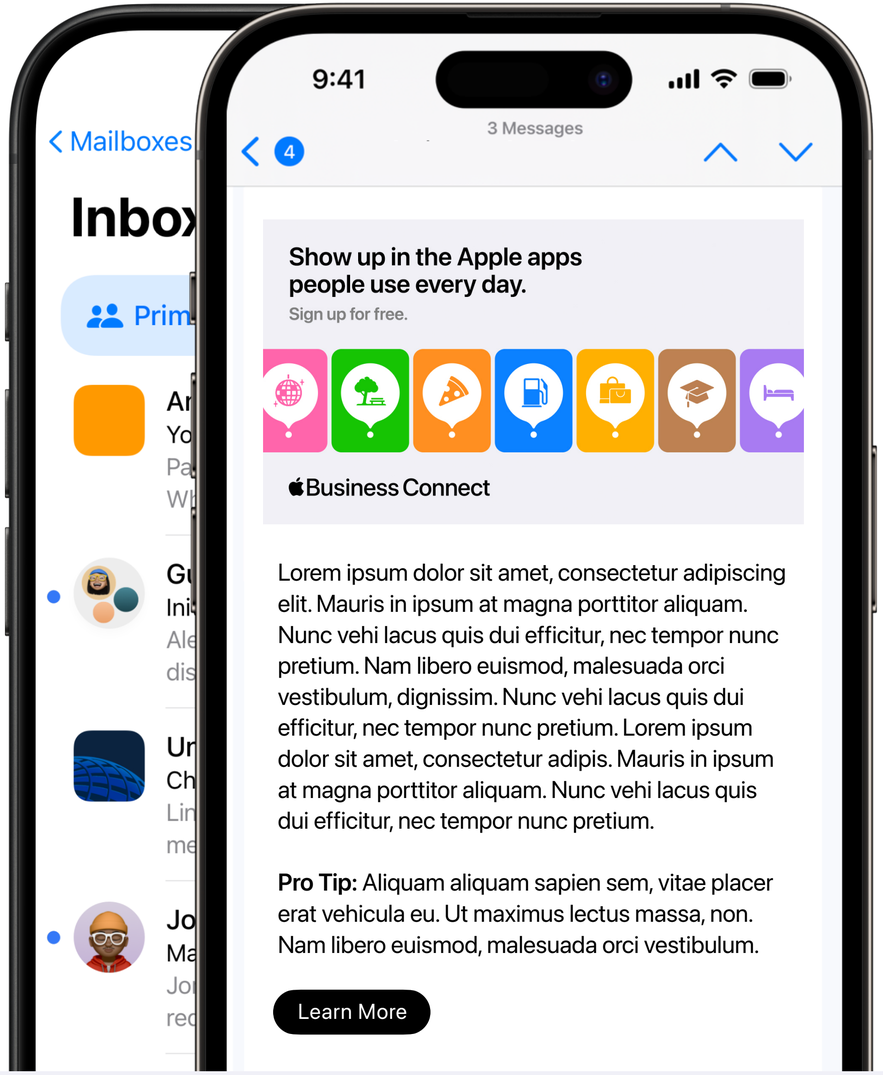
9:16 Full Screen

Email Option A

Assets for you to use as email banners that communicate the benefits of Apple Business Connect directly to businesses.

Available sizes:

- 1472 x 828px (Desktop)
- 640 x 360px (Mobile)

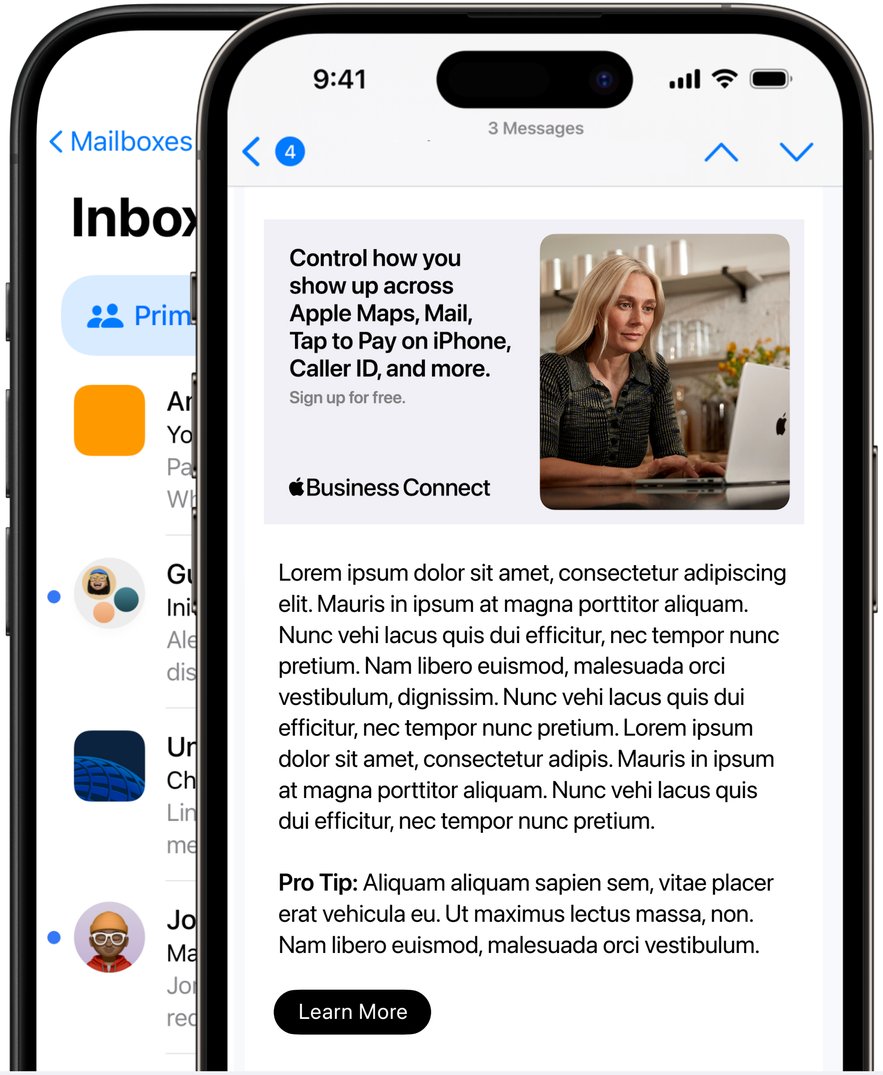


Email
Option B

Assets for you to use as email banners that communicate the benefits of Apple Business Connect directly to businesses.

Available sizes:

- 1472 x 828px (Desktop)
- 640 x 360px (Mobile)



Options:

Control how you show up across Apple Maps, Mail, Tap to Pay on iPhone, Caller ID, and more.
Sign up for free.
Business Connect

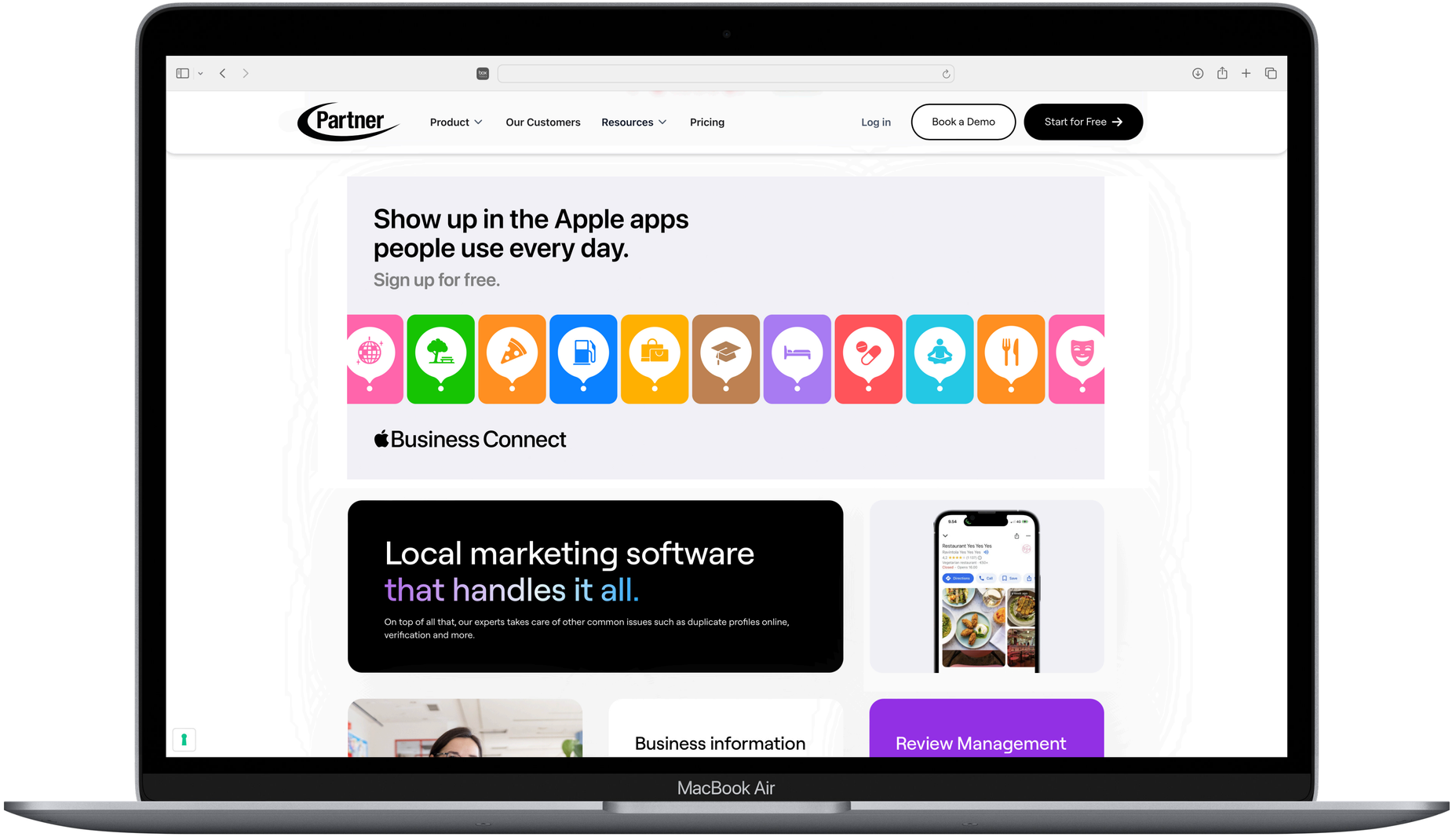
Control how you show up across Apple Maps, Mail, Tap to Pay on iPhone, Caller ID, and more.
Sign up for free.
Business Connect

Website Banner

Asset for you to use as a website banner that communicates the benefits of Apple Business Connect directly to businesses.

Available sizes:

- 2880 x 1152px
- 1536 x 614px
- 720 x 300px

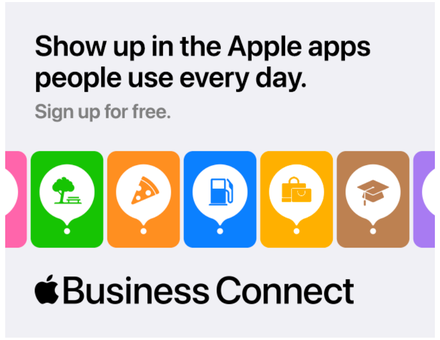


Digital Display Banner

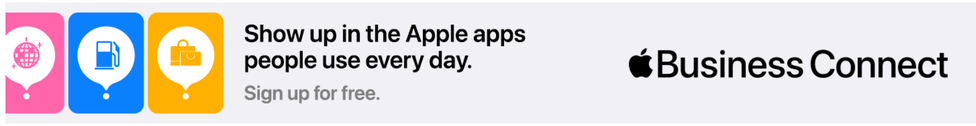
Assets for you to use as digital display banners that inform business owners about Apple Business Connect.

Available sizes:

- 320 x 250px
- 728 x 90px



320 x 250



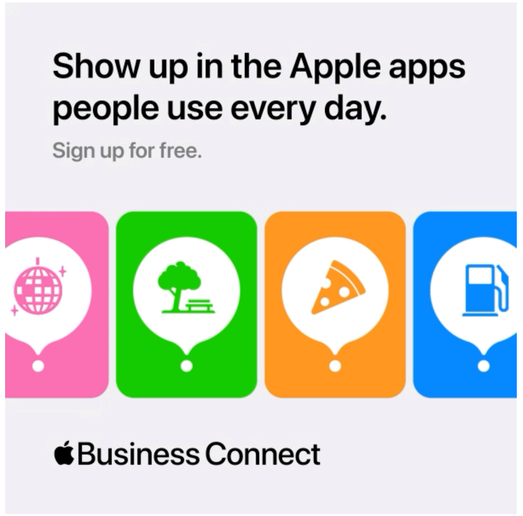
728 x 90

GIF Animation

Animated GIF assets for you to communicate the benefits of Apple Business Connect directly to businesses.

Available sizes:

- TBD



Copy

Copy Guidance

Name usage

Do not abbreviate an Apple trademark, product name, or service name; always use “Apple Business Connect.”

When using the name "Apple Business Connect" as a **headline** or in **body copy** please ensure that "A", "B", and "C" are all capitalized, and that "Apple", "Business", and "Connect" are three separate words.

User guide

Refer to the Apple Business Connect User Guide for guidance on referencing Apple Business Connect and its different features.

Things to avoid

Speculation about future plans or launches.

API specific: do not use the phrase “real-time data.”

Copy Guidance

Headline

Show up in the Apple apps people use every day.

Secondary Headlines

Control how you show up across Apple Maps, Mail, Tap to Pay on iPhone, Caller ID, and more.
Let the world see your business.
Put your brand name out there across Apple Maps, Mail, Tap to Pay on iPhone, Caller ID, and more.

Body Copy

With Apple Business Connect, businesses of all sizes, regardless of whether they have a physical location, can customize how they show up across Apple Maps, Siri, Mail, Tap to Pay on iPhone, Caller ID and other apps.

Feature Copy

Customize

Apple Business Connect lets businesses around the world — even those without a physical location — directly manage their information in the interactive Apple Maps place card, including adding and updating photos and logos; inviting customers to take actions like ordering food or making a reservation directly from Maps; and presenting customers with special promotions.

Promote

Showcases help businesses present customers with offers and incentives, like seasonal menu items, product discounts, and more.

Easy to Use

Business owners can register for Apple Business Connect for free using any computer or smart phone, including non-Apple devices.

Actions

Businesses can also provide customers with useful information by highlighting Actions for them to take directly from the Maps place card, including ordering food, buying tickets to a show, booking a reservation, and more, through apps, websites, or preferred platforms with just a tap.

Insights

Understand your impact with Insights. With a detailed look into searches, taps, and more, you'll have a clearer picture of how customers find and interact with your place card so you can optimize your reach.

API

For third-party partners that manage multi-location data, the Business Connect API allows you to manage this information at scale. When messaging the Business Connect API to your clients, focus on the benefits and value that your specific integrations will bring to them, such as accurate, up-to-date information for customers.

Resources

Trademarks

Use product names

Apple product names must appear exactly as shown on the Apple Trademark List. For example, when using the name *iPhone* or *iPad* in headlines or text, always typeset *iPhone* and *iPad* with a lowercase i and an uppercase *P* followed by lowercase letters. The names *iPhone* and *iPad* should start with a lowercase *i* even when they are the first word in a sentence, paragraph, or title.

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. 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.

When you create marketing materials, please review the Apple Trademark List for the latest Apple trademarks and see Guidelines for Using Apple Trademarks and Copyrights for more information. If you have questions after reviewing this information, refer to the Apple legal website at apple.com/legal.

Resources

Business Connect Website

User Guide

Partner Assets

Wordmark