App Store

Marketing and Advertising Guidelines
for Developers

September 2012

Contents

Overview

These guidelines are provided to help iOS Developer Program members correctly promote their affiliation with the App Store on websites, advertising, and all other marketing communications. The guidelines include important information on using the App Store badges, best marketing practices related to the App Store, and details on the use of Apple product images.

Important: Apple approval required
All marketing or advertising materials in print or video format, or materials with high visibility in any format, must be submitted to and approved by Apple before publication or broadcast. Submit your initial concept, storyboard, or rough cut via email as described below. Allow a minimum of five to seven business days for a response. Note that no response from Apple in this timeframe does not grant approval of your materials. Apple can review work-in-progress materials; however, all final materials must be approved by Apple before broadcast or publication.

All materials containing custom photography or video of Apple products must be submitted and approved by Apple before publication or broadcast.

Marketing review: Marketing materials for Apple review should be sent to appstoremarketing@apple.com. Marketing includes any promotional communications that are not part of a paid media buy; for example, video trailers and tutorials, printed newsletters and flyers, and other printed promotions. Submit an example of your communication and briefly describe the app you are promoting, the media, and the communication goals.

Advertising review: Advertising materials for Apple review should be sent to appstoreadvertising@apple.com. Advertising includes any promotional communications that are part of a paid media buy; for example, TV spots, print ads, outdoor billboards, and other paid-for media. Submit all creative along with the media plan (flight timing and placements) and spend details.

Submission requirements
Submit all correspondence in English and provide English localization of materials if necessary. Attach materials to an email message, provide login details to your secure FTP site, or use a password-protected web delivery service. Include the following information with your materials: company name and app name as they appear on the App Store, Apple App ID (the nine-digit unique identifier for your app), and contact phone number.

Who can use Apple-provided marketing assets
The App Store badges and the iPhone, iPad, and iPod touch images shown in these guidelines are for use only by iOS Developer Program members who have agreed to the App Marketing Artwork License Agreement. The license agreement is available to review and download from the Marketing Resources section of the App Store Resource Center.

Apple reserves the right to withdraw permission to use the App Store badges or Apple product images anytime their use is inconsistent with these guidelines or is otherwise deemed inappropriate by Apple.

The information in these guidelines is subject to change. Refer to the App Store Resource Center at http://developer.apple.com/appstore for updates.

Support
iOS Developer Program support is available at http://developer.apple.com/contact.

Legal requirements
All materials must properly attribute every Apple trademark with the appropriate symbol and credit lines. See www.apple.com/legal/trademark for more detailed legal requirements.

App Store Badges

Basics

Download on the App Store badge
Use the Download on the App Store badge on all electronic communications including websites, web banner ads, mobile device banner ads, email promotions, online newsletters, and online direct mail.

Available on the App Store badge
Use the Available on the App Store badge for all printed communications and promotions that do not have web-linking capabilities, such as TV spots, print ads, video trailers, printed flyers, and printed direct mail.

Badge use
An App Store badge must be used in both marketing and advertising communications, such as TV spots, print ads, video trailers, email, newsletters, and websites, whenever you promote your app offered on the App Store. Only the badges shown here are approved by Apple. Badges must be used as provided and cannot be modified.

For online communications, you must use the Download on the App Store badge. Provide a link to your app on the App Store wherever the badge is used. To obtain the URL for your app on the App Store, go to your product page in iTunes. Right-click or Control-click your app listing and choose Copy URL. Embed the URL in the App Store badge. Customers will be directed to install iTunes software if needed, then routed to their original destination on the App Store.

Localized badges
Apple provides badge artwork with the "Available on the" and "Download on the" modifiers translated into regional languages. Do not create your own version of a localized badge. Always use artwork provided by Apple without modification.

The trademark *App Store* always appears in English. Never translate *App Store* or alter the localized badge artwork provided by Apple in any way.

Localized guidelines
In some regions, a translated version of these guidelines can be downloaded from http://developer.apple.com/appstore/resources/marketing/index.html.

App Store Badges

Graphic Standards

Minimum clear space and minimum size
- Minimum clear space is equal to one-quarter the height of the badge.
- Do not place photos, typography, or other graphic elements inside the minimum clear space.
- Minimum size is 10 mm for use in printed materials and 40 pixels for use onscreen.
- Always select a size that is clearly legible but not dominant.
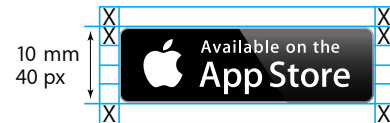
Minimum clear space and minimum size for advertising on mobile devices
When the badge is placed on advertising with very limited layout space, such as banners for mobile devices, follow these guidelines:
- Minimum clear space is equal to one-tenth the height of the badge.
- Select a badge size that is clearly legible on the target mobile devices.
- The badge cannot be the dominant graphic in the layout. It must be placed below or after the app or company name or identity.
- Use the .svg format badge artwork provided for optimum legibility on Retina displays. See "Artwork" to the right.

Backgrounds
The App Store badges always appear in black and white as shown here. The gray border surrounding the badge is part of the badge artwork and must be included. The App Store badges can be placed on:

- A black or white background
- A solid-color background
- A background image as long as legibility is not diminished

Artwork
Badge artwork is provided in .svg format for web or onscreen communications and .eps format for use in printed materials.

App Store Badges

Do's and Don'ts

⊕ Do

- Use only current badge artwork provided by Apple without modification.

- Always use a badge on marketing and advertising materials that promote your app offered on the App Store, including:
  – Web pages
  – Newsletters
  – Email promotions
  – Video trailers
  – Print advertising and promotions
  – Web banner ads
  – Mobile ads
  – TV ads
  – Outdoor advertising

- For online communications, use the Download on the App Store badge. Embed a link to your app on the App Store.

- Use only one App Store badge on a layout or video sequence.

- Place the badge in a subordinate position on the layout following your app or company identity. The badge should be smaller than your main message, company identity, or app graphics.

- On merchandise hang tags or packaging, include the badge only when your app is also promoted on the hang tag or package.

- If the badge appears with badges that represent other platforms, place the App Store badge first.

⊖ Don't

- Do not use an App Store badge on general promotions for your company or overall product offerings. The badge must be associated only with an app that is available on the App Store.

- Do not use the badge if your media cannot reproduce the badge artwork clearly and at high resolution.

- Do not make the badge the primary message or main graphic on your layout. It must be secondary to your main message and company or app identity.

- Do not use the iTunes logo.

- Do not use the Apple logo on its own.

- Do not animate, rotate, or tilt the App Store badge.

- Do not alter the badge artwork in any way.

- Do not refer to iOS. Instead use correct product names.

- Do not use graphics or images from Apple's website or the App Store.

- Do not use the App Store badge as part of a compatibility message. List the names of the products your app supports.
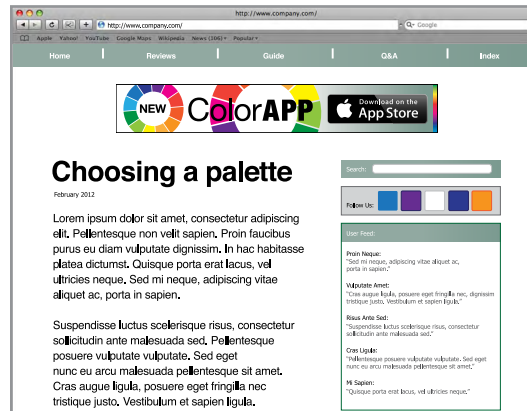
App Store Badges

Examples
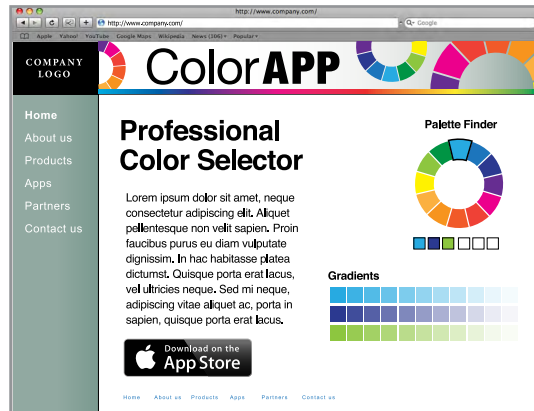
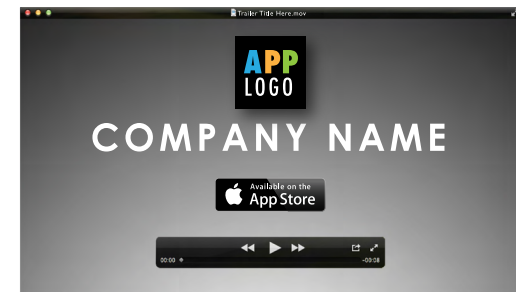**Web page promoting an app**

Banner ad on web page

New color selection app

ColorAPP

Copy promoting
features and updates.

Print ad

Mobile advertising

Mobile ad sign-off

Banner ad on mobile device

Video trailer

Featuring Apple Products

Basics

iPad, iPhone, and iPod touch images
Apple product images of iPad, iPhone, and iPod touch can be used only to promote your app available on the App Store. They cannot be used by developers for any other purpose.

Always use Apple-provided product images. Refer to pages 10 and 11 for examples. Images can be downloaded at http://developer.apple.com/appstore/resources/marketing. Both a vertical format and a horizontal format for each product are provided. Localized images are provided with the appropriate status bar. The screen on the Apple product is blank so that you can display your app in the screen area.

In addition to the iPhone 5 and iPod touch 5th generation images shown on this page, iPhone 4S and iPod touch 4th generation images are also available for use by developers. Feature only products for which your app is currently developed. Do not use the iPhone 5 and iPod touch 5th generation product images if your app is not developed to display on the screen size and resolution of these products. For example, do not feature iPhone 5 unless your app displays at 326 pixels per inch at 1136-by-640 resolution.

If you are promoting an app that is supported only by previous product versions, send email to appstoremarketing@apple.com to request the correct product image.

Do not use Apple product images along with images of competitive products in your communications. References to multiple platforms and competitive products can be made in copy.

Placing your app screen on the iPad, iPhone, or iPod touch image
Only images that appear naturally onscreen when your app is open can appear on the Apple product screen. **Never display promotional copy on the Apple product screen. Never display the iPad, iPhone, or iPod touch Home screen or any icon that you do not own.**

Select the Apple product image that best fits your layout and open the file in Adobe Photoshop. Double-click the icon in the "Open to Update Screen" layer (a Smart Object layer). Open the "Replace Contents to Update Screen" nested layer and place the artwork for your app screen in the window. Save it and close the window. Do not alter the locked "Product Image and Shadow" layer.

The RGB file can be exported or saved for the web. It can be converted to CMYK color mode and saved in .psd or .tiff format for use in print layouts. If you are using the files for printed materials, you must place a screen image in the file that is of sufficiently high resolution (at least 4x screen resolution).

Status bar
Select the correct localized file for your region. The status bar shows a full network icon or product designator, a full Wi-Fi icon, and a full battery icon. If your app runs full screen, it is acceptable to extend your app screen image over the status bar. Status bar options are provided on different layers within the Smart Object layer. Select the status bar that is visible when your app is running.
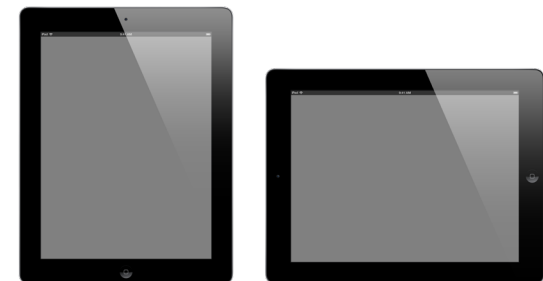

Apple-provided iPhone 5 images
Provided in both vertical and horizontal format.

Apple-provided iPod touch images
Provided in both vertical and horizontal format.

Apple-provided iPad images
Provided in both vertical and horizontal format.

Featuring Apple Products

Do's and Don'ts

⊕ Do

- Use the most current Apple product images provided on the App Store Resource Center site. Apple-provided images show only black products.

- Maintain separation from competitive devices. Always feature Apple products on their own, not grouped with products from other companies.

- If multiple app screens are displayed, it is acceptable to repeat the iPad, iPhone, or iPod touch images by placing them side by side. You can place the images in either vertical or horizontal orientation. Maintain the correct relative product sizes whenever multiple products are shown.

- Secure the display rights to any trademarks or copyrighted material that you display on the product screen.

- Display your app on the product screen exactly as it appears when your app is running. Use only authentic screenshots from your app that appear naturally when your app is open.

- Place violators, bursts, and promotional copy beside the product images, not on top of them.

- Use Apple product images at a size that is clearly legible at the image resolution provided. If you require high-resolution product images for large-scale promotions such as outdoor advertising, send email to appstoremarketing@apple.com and describe your marketing requirements and media.

⊖ Don't

- Do not crop, cut off, overlap, or obstruct any part of the Apple product images.

- Do not alter, distort, or modify the product images. Do not add or modify reflections.

- Do not create buttons or icons with a product image.

- Do not substitute white Apple products for the black product images provided by Apple.

- Do not group Apple products with competitive products. Always display Apple product images on their own.

- Do not display an Apple product on a cluttered background.

- Do not display an Apple product with a blank screen.

- Do not tilt or angle the product images.

- Do not animate, flip, spin, or rotate the product images.

- Do not die-cut a printed promotion in the shape of an Apple product image.

- Do not use graphics or images from Apple's website or the App Store. Do not imitate Apple layouts.

- Do not cover any part of the Apple product image with violators, bursts, or promotional type. Do not surround the product with a highlight.

- Do not overlap multiple Apple products.

- Do not add cases or covers to Apple products.

- Do not render in 3D or create any simulation of an Apple product.

- Do not use illustration to render an Apple product, except for instructional material. If generic portable devices are illustrated, do not include details that are unique to Apple products, such as the Home button.

- Do not use Apple product images on any disposable packaging or food industry promotions. Use the product name in text only.

- Do not add graphic elements that appear to enter or come out of the product screen.

- Do not use images from the App Store on a product screen or desktop application in your communications. Do not show your app's listing in the App Store on the product screen.

- Do not incorporate Apple product images into your screenshots on the App Store. Screenshots should display only the actual screen images from your app that a user will see when the app is running.

Featuring Apple Products

Examples

Feature your app and focus on its functionality, not on the Apple product functions. Display your app screen exactly as it appears when the app is running.
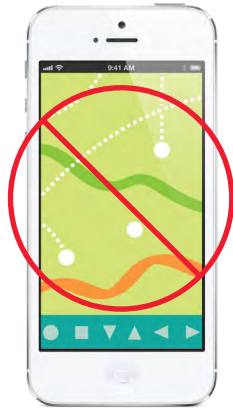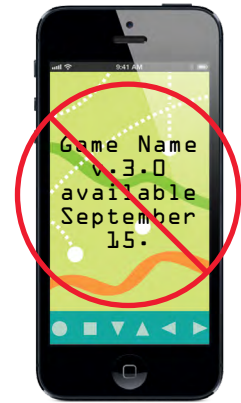
Do not substitute white Apple products for the black product images provided by Apple.

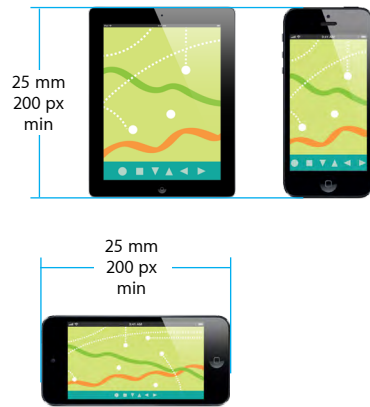Never display an Apple product's Home screen or Dock icons in your communications.

Do not place promotional copy on an Apple product screen. Show only your app screen.

Featuring Apple Products

Examples

25 mm
200 px
min

25 mm
200 px
min

Do not display Apple products smaller than 25 mm in
length for printed materials and 200 pixels onscreen.

Maintain the correct relative product sizes whenever
multiple products are shown.

Do not overlap Apple products.

Custom Photography and Video
Do's and Don'ts

Custom still photography and video of Apple products are allowed only with express written consent and approval from Apple. Follow the submission instructions on page 3 to obtain Apple approval of your photography or video concept.

Feature your app in a realistic and authentic manner when creating custom photography and video. Display the app on an Apple product exactly as a customer will experience it when the app is running.

Never copy or imitate Apple advertising or Apple motion graphics. Reflect the visual style of your company, not Apple.

For details on photographing Apple products with accessories, refer to pages 16 and 17.

⊕ Do

- Show only content you have the legal right to display. For example, do not show album art or celebrity faces you do not have the rights to display.

- Feature only the most current Apple products. If multiple Apple products are shown, display them in the correct relative sizes.

- Use only black Apple products.

- Display only authentic screens from your app. Don't add graphics or messages.

- A straight-on product shot is preferred and is easier to work with. Do not use extreme angles.

- Always display the product "as is" (for example, do not place it in a decorative case).

- If the status bar is clearly visible, make sure that the battery and Wi-Fi icons are full and that no carrier name is displayed.

- In video, use straightforward transitions such as fade or dissolve.

- If app usage video sequences are shortened, display a "sequences shortened" disclaimer.

- Start your app on the splash screen with the app open.

- It is acceptable to show people interacting with the Apple product in an authentic way. Portray the interaction in a simple, clear manner.

- Include Apple credit lines wherever legal information is provided.

⊖ Don't

- Do not alter or distort an Apple product in any way. The product's color, shape, size, and form must be accurate.

- Do not feature Apple product functions; focus on your app's functionality.

- Do not use white Apple products.

- Do not show an Apple product along with a competitive product from another manufacturer.

- Do not use an Apple product to take advantage of the promotional value of the Apple brand. Your app should stand on its own merits.

- Do not use the Apple logo on the back of products to take advantage of the promotional value of the Apple brand.

- Do not display an Apple Home screen.

- Do not display the Dock icons.

- Do not display a blank screen.

- Do not clutter Apple products with props, models, cases, or other accessories, except for app accessories described in these guidelines.

- Do not engage in "suspension of disbelief" by showing Apple products or your app in a fantastic or unrealistic manner. Do not show products engaging in actions they are not capable of performing, such as flying through the air or swimming underwater.

Promoting Your App

Basics

Using Apple product names in copy

You can use Apple product names such as *iPhone, iPad,* or *iPod touch* (or a combination of two or more names) in a referential phrase to indicate that your app is compatible with or runs on the Apple product or products. For example, say "*app name* for iPhone and iPod touch" or "*app name* for iPad," or use a phrase such as "works with" or "compatible with." List all the Apple products that your app runs on. Do not say "iPad *app name*" or "iPhone *app name*."

When including your company name, lead with the company name followed by the app name and end with the appropriate Apple product name(s). For example, it is correct to say "*Company name App name* for iPhone, iPad, and iPod touch."

Apple product names can appear in copy along with the names of other mobile or computing devices. List Apple products first. Although the names of competitive products can be used in promotional copy, never display Apple product images alongside the images of competing computers or mobile devices.

When using the name *iPhone, iPad,* or *iPod touch,* always typeset *iPhone, iPad,* or *iPod touch* with a lowercase *i* and an uppercase *P* followed by lowercase letters. Always set *touch* with a lowercase *t.* The name *iPhone, iPad,* or *iPod touch* should start with a lowercase *i* even when it is the first word in a sentence, paragraph, or title.

See page 19 for information on the use of trademark symbols and credit lines.

Using *App Store* in copy

When using the name *App Store* in headlines or copy, always typeset *App Store* with an uppercase *A* and an uppercase *S* followed by lowercase letters. Always set *App Store* in English, even when it appears within text in a language other than English.

Include only the article *the* before *App Store*. Never include other descriptors; for example, do not say *iTunes App Store, Apple App Store,* or *iPhone App Store.* Do not add superlatives such as *the best App Store.*

Do not use *at the App Store*. Always use *on the App Store* or *from the App Store*.

In U.S. communications, use the service mark symbol (℠) the first time *App Store* appears in body copy.

Suggested messaging

Use these suggested messages to describe the App Store, or develop your own copy.

Short copy block:
  The App Store lets you browse apps and download them directly to your iPhone, iPad, and iPod touch.

Long copy block:
  Tap into the App Store and you'll find apps in every category—from games to business, education to entertainment, productivity to social networking. Apps for iPhone, iPad, and iPod touch take advantage of groundbreaking features such as Multi-Touch and the accelerometer. And they can all be downloaded wirelessly to your iPhone, iPad, and iPod touch.

URL address naming

Apple trademark names can be included in your URL address only when the trademark follows your company and/or product name. Apple trademarks can be used only in URLs for web pages that feature apps developed specifically for the Apple product named. Never start a URL with an Apple trademark.

Acceptable:
www.company.com/app/iphone
or
www.company.com/ipad

Not acceptable:
www.iphoneapp.com
or
www.ipadweatherapp.com

Affiliate Program for App Developers

Join the Affiliate Program and earn commission on qualifying revenue generated by links to the App Store, Mac App Store, iBookstore, and iTunes from your app or website. You can also benefit from the tracking and app metrics provided by affiliate-powered links. Find out more at www.apple.com/itunes/affiliates.

Contests and Sweepstakes

Apple does not approve the use of iPhone and iPad as awards in contests and sweepstakes, or as prizes and giveaways. iPod touch devices or App Store Gift Cards may be acceptable but will require Apple approval of your promotional plan. Submit proposals to promoreview@apple.com for review and approval.

Promoting Your App

Do's and Don'ts

⊕ Do

- Always use the correct Apple product names with the correct capitalization: *iPhone, iPad,* and *iPod touch*. Do not use variations such as *touch* or *iTouch*.

- List the name of each Apple product that your app supports. Do not refer to Apple devices generically as "smartphones" or "tablets."

- Always use the Apple product names *iPhone*, *iPad,* and *iPod touch* in singular form. Never say *iPhones, iPads,* or *iPod touches*.

- Use clear messaging. It is correct to say that an app is *available on the App Store*. It is also correct to say that an app can be *downloaded from the App Store*.

- Typeset all headlines and body copy in your promotions in a manner that is consistent with your company's identity. Match the font used in the rest of your communication when typesetting *App Store* or Apple product names.

- Include a clear call to action in your communications. For example, say S*earch (Company name) on the App Store* or *Search (App name) on the App Store*.

- Include the iTunes link to your app in offline communications. See the iTunes Links page in the Marketing Resources section of the App Store Resource Center.

⊖ Don't

- Do not copy or imitate any Apple advertising, marketing, or messaging for iPhone, iPad, iPod touch, or the App Store.

- Do not use headlines, copy, icons, or images from Apple's website at www.apple.com, iTunes, or the App Store.

- Do not refer to Apple operating systems; use the names of Apple products to describe compatibility.

- Do not list Apple product names that are not compatible with your app.

- Do not imitate Apple typography. App Store messaging should match the typographical style of the rest of your communication.

- Do not suggest ownership or customization of the App Store. For example, do not use *Get your favorite games on the (Company name) App Store*. Instead use *Get your favorite (Company name) games on the App Store*.

- Do not translate *iPhone, iPad, iPod touch*, or any other Apple trademark. Always set Apple trademarks in English, even when they appear within text in a language other than English.

- Do not use the term *downloadable*.

- Do not include an iTunes reference. For example, do not use *the App Store on iTunes* or *iTunes App Store*.

- Do not indicate any kind of sponsorship or endorsement by Apple.

Never refer to Apple operating systems. Instead, list Apple product names.

Never typeset Apple product names using all uppercase letters.

Never typeset Apple product names with a lowercase *i* followed by all uppercase letters.

Never use a Myriad font for App Store-related text.

Promoting Your App

Audio and Video

Always promote your app only as described on pages 13 and 14. Additional instructions for audio and video promotions are listed here.

Audio promotions
Do not imitate Apple advertising. The tone of an audio spot should reflect the style of your company and product, not Apple.

Focus on the benefits and functional advantages of your app. Do not take advantage of the promotional value of the Apple brand. Do not emphasize Apple product functions.

Do not use the native sounds of the iOS device as audio elements of your communications. Use only the sounds that your app makes naturally when running.

Video trailers and promotions
Use the App Store badge only once on a video trailer or promotion.

Do not imitate Apple motion graphics or video advertising. Your video should have the look and feel of your company and product communications.

When listing Mac as part of a compatibility message, follow the guidelines available from the Marketing Resources section of the App Store Resource Center at http://developer.apple.com/appstore.

Do not use Multi-Touch gestures on anything other than an iOS device. For example, do not use gestures to perform scene transitions in a video so they act like an iOS device.
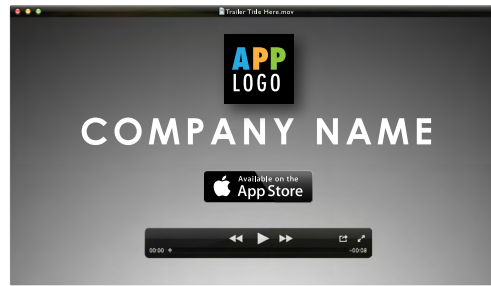
App Store badge
When shown with your company or app identity, the badge must be placed in a subordinate position.

Trademark attribution
At the end of a video, display the correct credit lines only for Apple trademarks actually used in your video. Maintain clear space requirements when credit lines follow the badge.

Avoid mistakes
Do not refer to Apple operating systems. Use the correct Apple product names.

Compatibility message
List the correct Apple product names in text.

Apps with Accessories

Basics

Apple approval required

Only with Apple's approval can an Apple product be used to demonstrate hardware accessories that work with apps.

Custom photography or video that includes Apple products can be produced only for the purpose of demonstrating the accessory function.

Follow the requirements for custom photography and video described on page 12.

Follow the submission requirements described on page 3. Allow a minimum of five to seven business days for a response. In addition, follow these submission guidelines:

• Deliver your storyboard in PDF format.

• Deliver video for review in Apple QuickTime format (use H.264 video and AAC audio codec).

• Provide your FTP site login or use a web-based upload tool with password protection.

• Provide details of your media spend including territories and dates.

Made for iPod

Accessories licensed in the MFi Program do not qualify as the kind of app accessories described in these guidelines. If your accessory is a product that has been approved as a Licensed Product in accordance with the MFi License Agreement and iPhone/iPad Supplement signed by Apple, you must follow the MFi Program requirements in addition to compliance with these guidelines for marketing and advertising the app component of your accessory.

More information on the MFi Program is located at http://developer.apple.com/programs/mfi.

Product icons

On packaging and other promotions, use Apple-provided iPhone, iPad, and iPod touch icons to let customers know which device models and generations your accessory is compatible with. Use icons in accordance with license agreement and usage guidelines. More information is located at https://developer.apple.com/softwarelicensing/agreements/icons.html.

Apps with Accessories

Accessory Packaging

Your accessory should be the primary focus of the package. An Apple product can be shown only to facilitate an understanding of how the accessory and the app work together. Use an Apple-provided product image, or create your own photograph with Apple's permission (see "Custom Photography and Video" on page 12). Follow these guidelines:

- Do not use an Apple product name in the primary headline or as part of your product name.

- Feature Apple products on their own, never grouped with products from other companies.

- Use the term *works with* to describe compatibility. For example, it is correct to say "*Product name* works with iPhone, iPad, and iPod touch."

- Display your accessory as it actually works; do not exaggerate its capabilities.

- Do not crop or distort Apple products.

- Do not cover the Apple product with violators, bursts, or promotional type. Do not surround the product with a highlight.

- Your hardware accessory can be shown interacting with the Apple product in a realistic manner. It must be an accurate display of how the product functions. App screens must be authentic.

- Hands can be shown holding an Apple product, and people can be interacting with the product in a realistic manner, but don't obstruct the product.

- The App Store badge can appear only once on the side or back of the package. Do not place the badge on the package front.

Package front
The Apple product image must accurately portray how the product and accessory function. Keep the product inter-action simple and explanatory. Do not embellish or exagger-ate the capabilities of the accessory or the Apple product.

Avoid mistakes
Do not place the App Store badge on the front of the package. One badge can be placed on the side or the back of the package.

Package side
Place only one badge on the side or the back of the package. When designing for multiple languages, do not use additional localized badges. Instead, display translations in text below the badge.

8 mm min
10 mm max —
badge height

App Store badge placement and size requirements
Use the App Store badge only in association with the app, not the accessory. **Only one badge can be placed on the side or the back of the package. For all accessory packaging, the badge must be displayed at a minimum size of 8 mm high and a maximum size of 10 mm high.** Do not enlarge the badge to a size greater than 10 mm in height.

Place the badge below or beside your app icon. The name of the app in text and promotional copy for the app can be placed near the App Store badge and app icon.

App Store Icon

App Store icon
Use the App Store icon only when displaying a lineup of media icons with a similar shape and size. Never use the icon instead of the App Store badge on marketing communications, even when layout space is limited. The icon artwork is available at http://developer.apple.com/appstore/resources/marketing.

Icon use
The App Store icon can be used only when required for placement alongside other media icons of a similar shape and size.

Avoid mistakes
Never use the Apple logo alone on any communication.

Banner ads
On marketing communications and advertising, use an App Store badge or refer to the App Store in text.

Avoid mistakes
Even when layout space is limited, do not use the App Store icon on marketing communications. The only Apple-approved use of the icon is described on this page.

Legal Requirements

Apple requirements

Your app screen images, iPhone, iPad, and iPod touch product images, or photographs thereof 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 the App Store, iPhone, iPad, iPod touch, or Apple itself.

Obtaining Apple approval

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Visit the Marketing Resources page of the App Store Resource Center, located at http://developer.apple.com/appstore/resources/marketing.