

# Business Partner Toolkit V4.2

March 18, 2026

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

# Logotype

**Logotype: Horizontal**

Use the Apple Business logotype across communications.



The Apple Business logotype is centered on a white background. It consists of the Apple logo (a silhouette of an apple with a bite taken out) followed by the word "Business" in a bold, sans-serif typeface.



The Apple Business logotype is centered on a dark gray background. It consists of the Apple logo (a white silhouette of an apple with a bite taken out) followed by the word "Business" in a white, bold, sans-serif typeface.

In copy

**[XX] Launches Integration  
With Apple Business**

In copy

**[XX] Launches Integration  
With Apple Business**

Using Apple Business in copy:

- "Apple Business" must be typed out in copy.
- Never use the logotype in a paragraph or sentence.

### Clear space and size

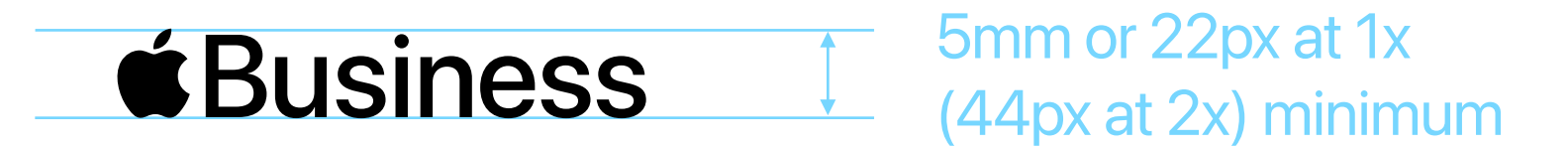
Clear and simple presentation is an important element of the Apple identity. Generous surrounding space and a minimal size allow Apple logotypes to be instantly recognized.



### Minimum clear space

The minimum clear space for use in printed materials and onscreen communications is equal to the logotype 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.

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



### Minimum size

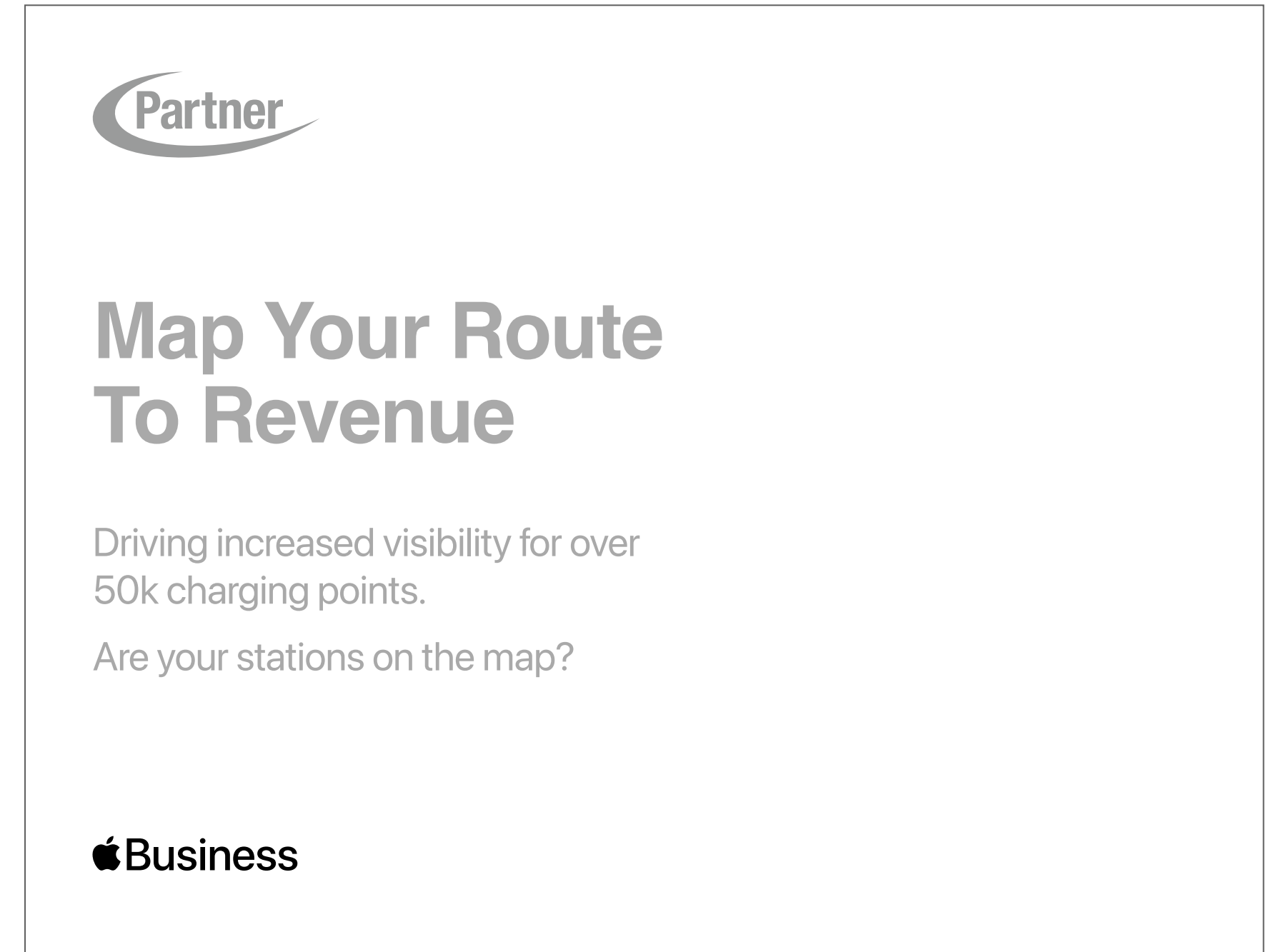
The minimum height of each logotype for use in printed materials is 5mm. The minimum height for web pages and other onscreen use is 22 pixels at 1x and 44 pixels at 2x. The minimum size should be used only when layout space is extremely limited. Use the logotype at a larger size whenever possible.

## Partnership Asset

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

Logotypes should not appear as a direct lockup with other brand logos. Logotypes 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 logotype.



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 logotype artwork.
- Display only one Apple logotype 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 logotype.
- Do not add other product names, service names, or version or model numbers to a logotype.
- Do not place other partner logos directly next to a logotype.

~~Share your story with~~  
~~Apple Business~~

~~Partner~~ Apple Business

Partner ~~Apple Business~~

# Approved Assets

## Website Tile

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

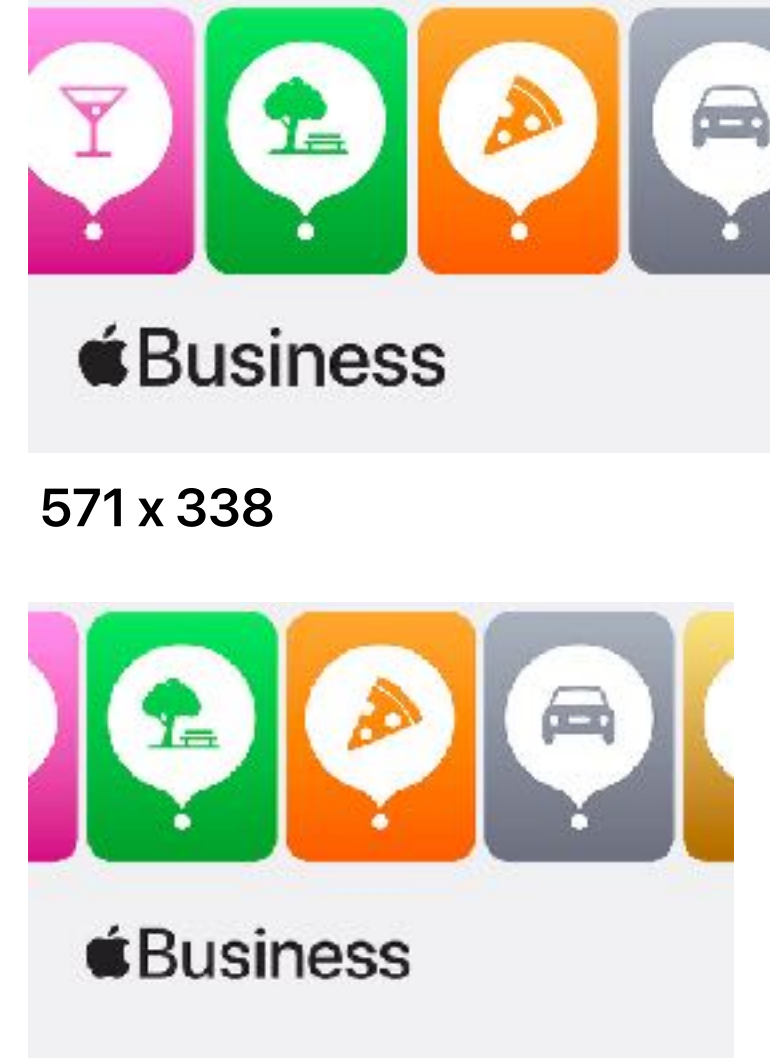
These options are for businesses with a physical retail or commercial location.

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  
(Logotype only)

## Website Tile

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

These options are for businesses with a physical retail or commercial location.

Available sizes:

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



625 x 795



571 x 338



416 x 270

Photography and Logotype



625 x 795



571 x 338



416 x 270

Photography only

## Website Tile

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

These options are for businesses that do not have a physical location and operate a digital and/or online presence.

Available sizes:

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



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Photography only

\*Final photo retouching pending

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Photography and Logotype



625 x 795



571 x 338



416 x 270

\*Final photo retouching pending

Photography only

## Social Post

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

These options are for businesses with a physical retail or commercial location.

Available sizes:

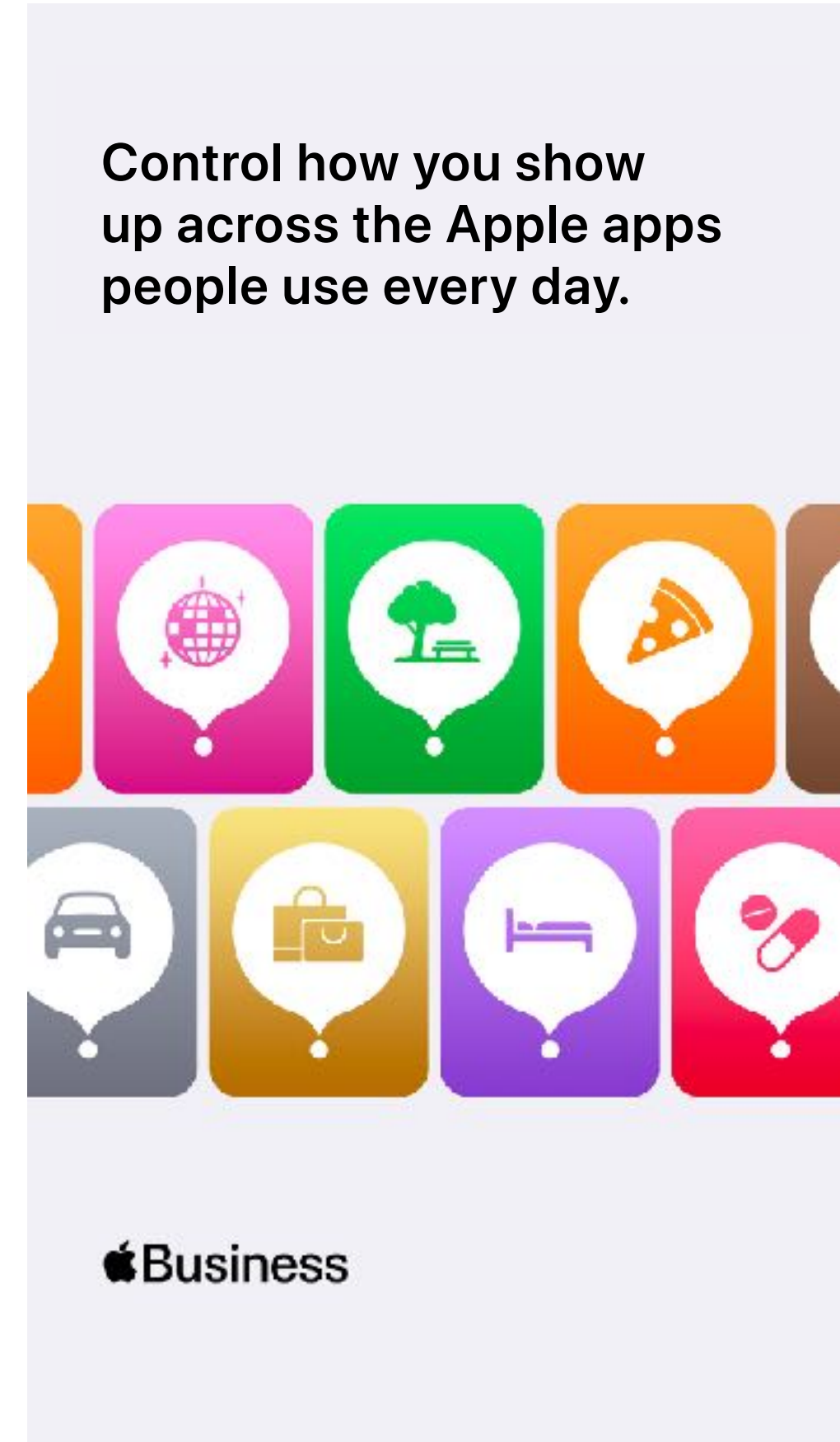
- 1080 x 1080px (Square)
- 1080 x 1350px (Portrait)
- 1080 x 1920px (Full Screen)



1:1 Post (Square)



4:5 Post (Portrait)



9:16 Full Screen

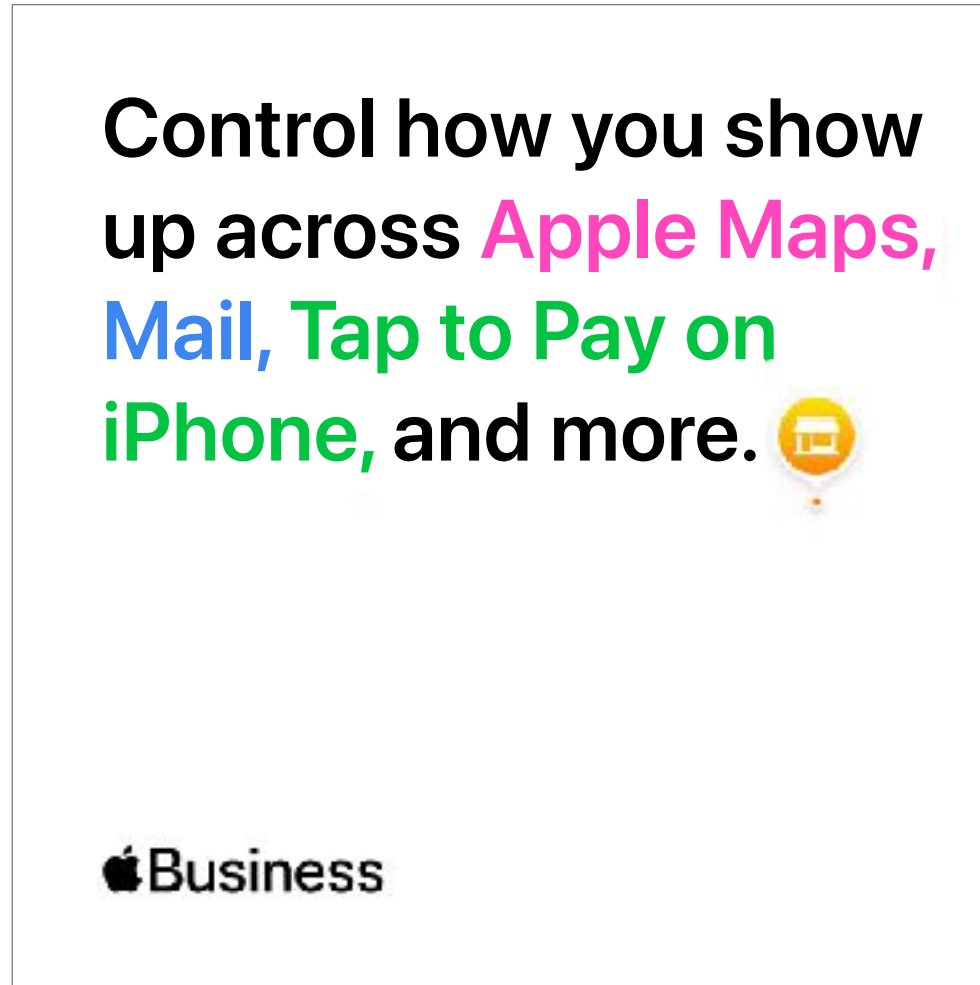
## Social Post

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

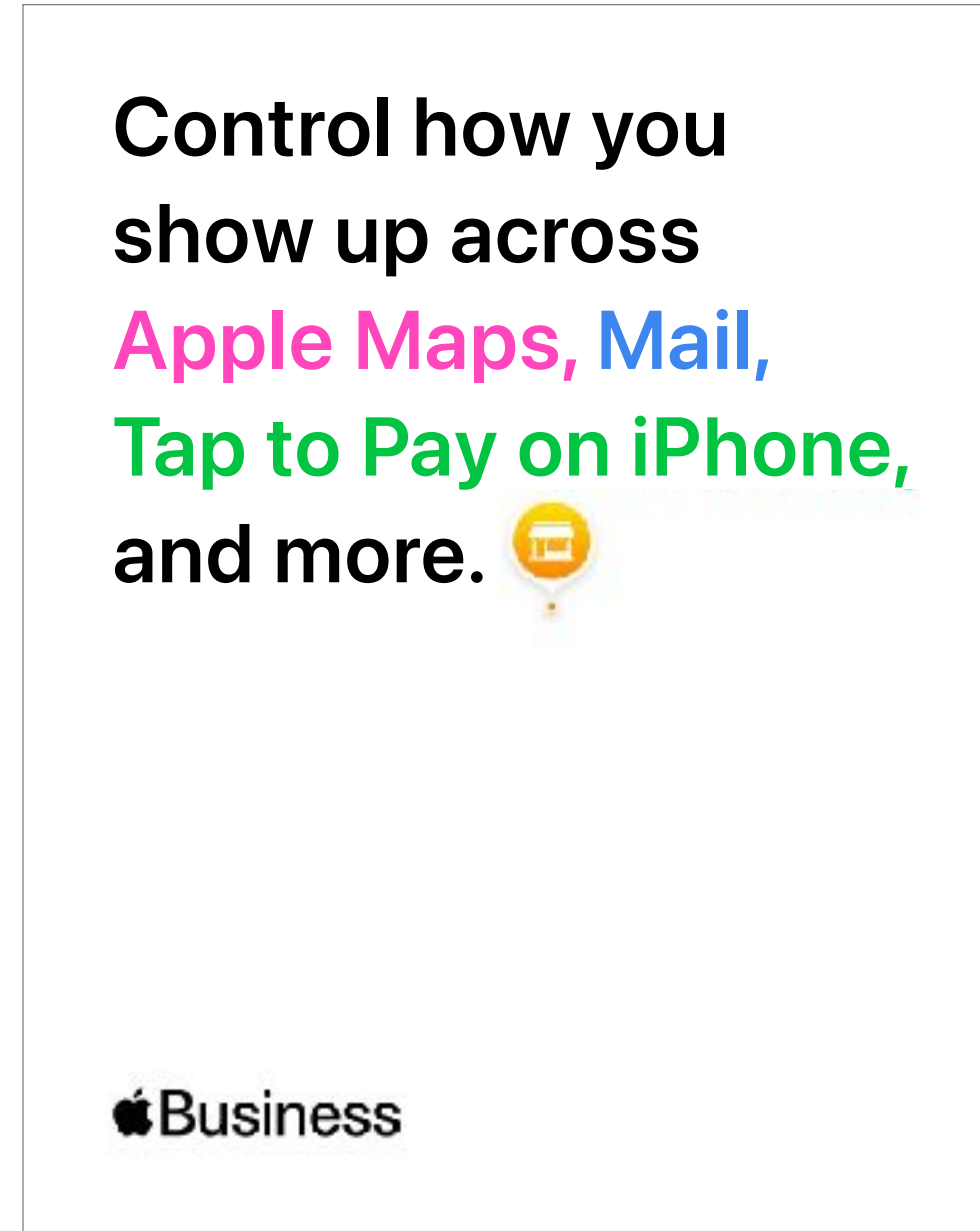
These options are for businesses that do not have a physical location and operate a digital and/or online presence.

Available sizes:

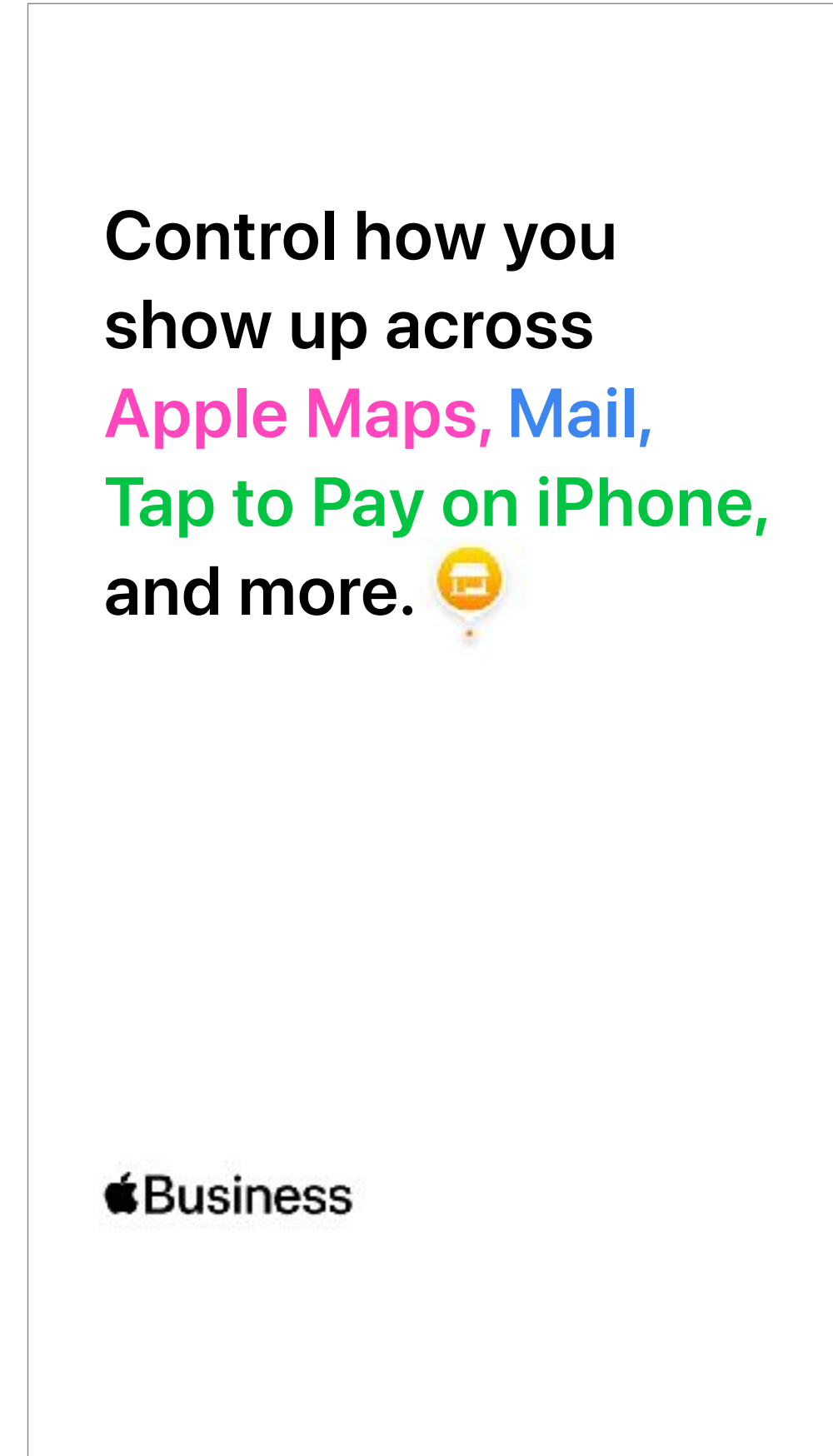
- 1080 x 1080px (Square)
- 1080 x 1350px (Portrait)
- 1080 x 1920px (Full Screen)



1:1 Post (Square)



4:5 Post (Portrait)



9:16 Full Screen

## Social Post

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

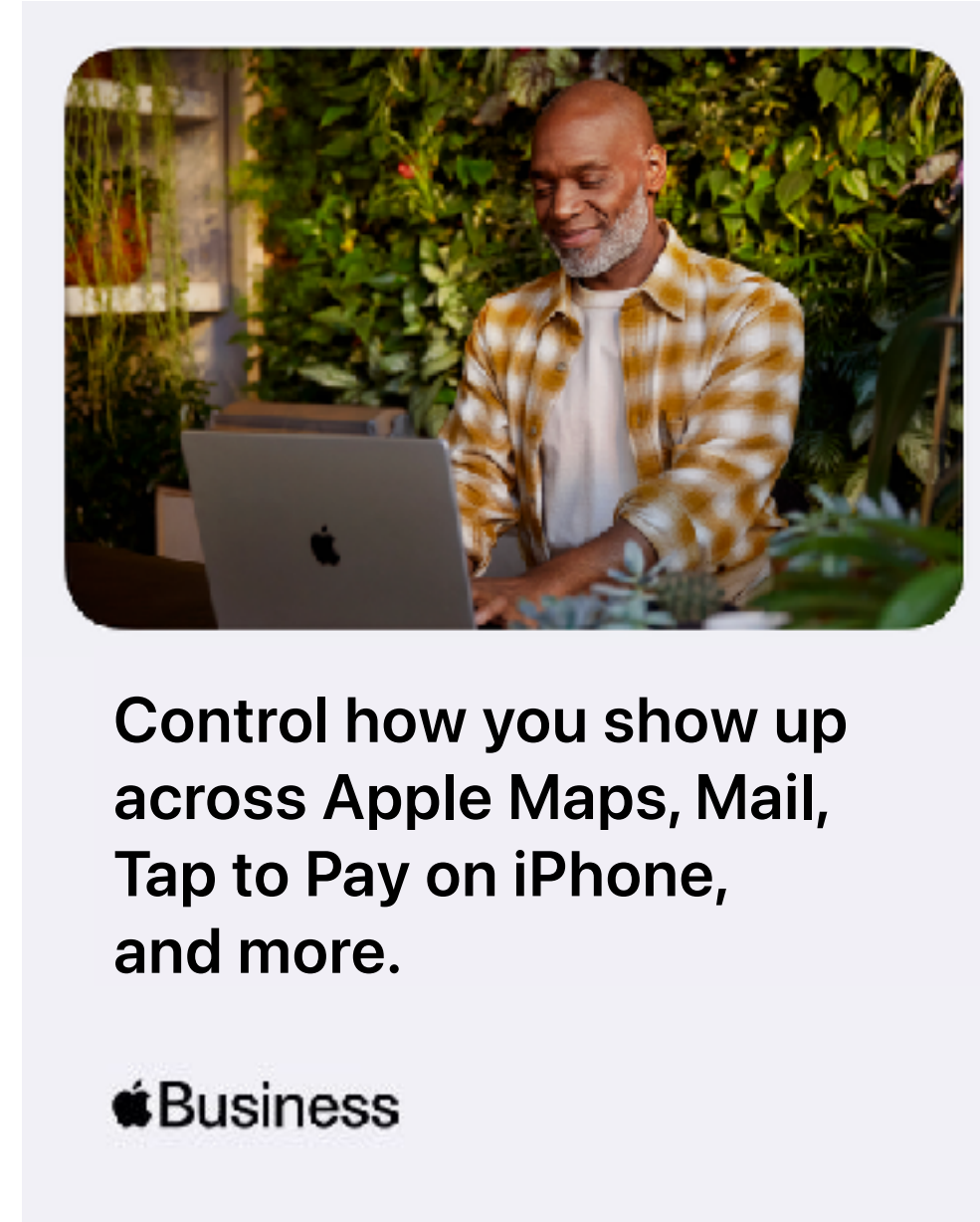
These options are for businesses with a physical retail or commercial location.

Available sizes:

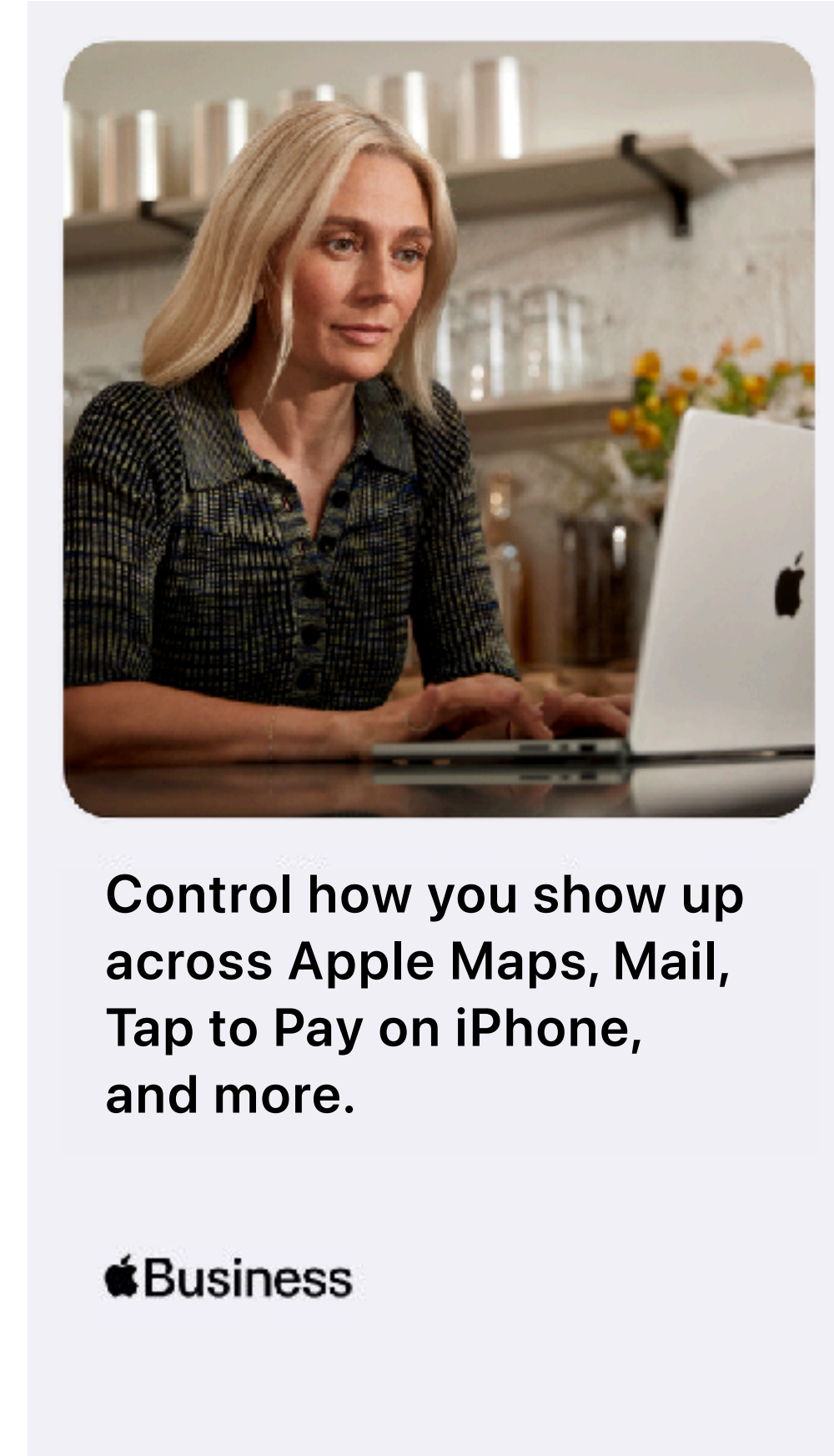
- 1080 x 1080px (Square)
- 1080 x 1350px (Portrait)
- 1080 x 1920px (Full Screen)



1:1 Post (Square)



4:5 Post (Portrait)



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



**Control how you show up across Apple Maps, Mail, Tap to Pay on iPhone, and more.**

**Apple Business**

1:1 Post (Square)



**Control how you show up across Apple Maps, Mail, Tap to Pay on iPhone, and more.**

**Apple Business**

4:5 Post (Portrait)



**Control how you show up across Apple Maps, Mail, Tap to Pay on iPhone, and more.**

**Apple Business**

9:16 Full Screen

\*Final photo retouching pending

## Social Post

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

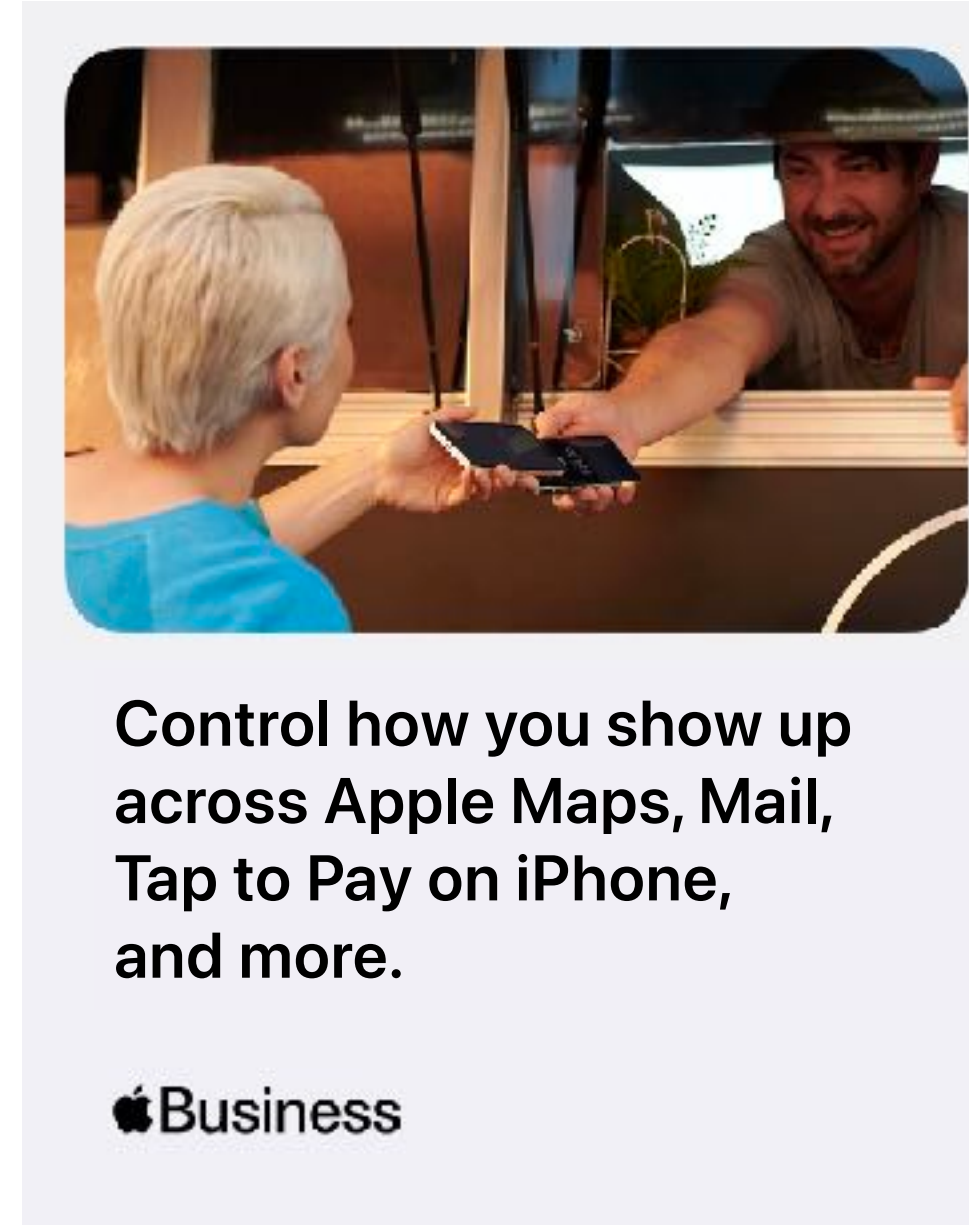
These options are for businesses that do not have a physical location and operate a digital and/or online presence.

Available sizes:

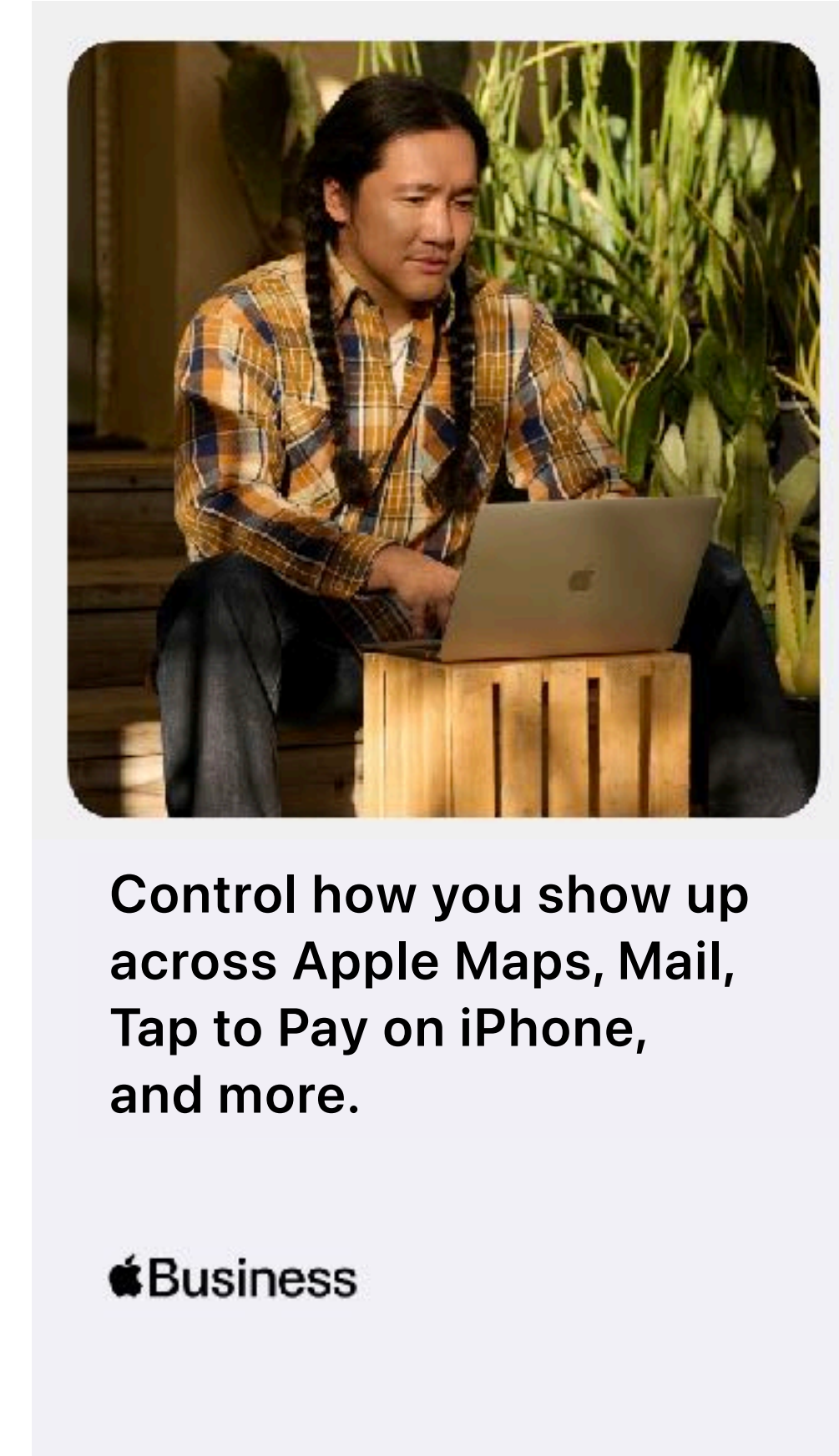
- 1080 x 1080px (Square)
- 1080 x 1350px (Portrait)
- 1080 x 1920px (Full Screen)



1:1 Post (Square)



4:5 Post (Portrait)



9:16 Full Screen

## Social Post

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

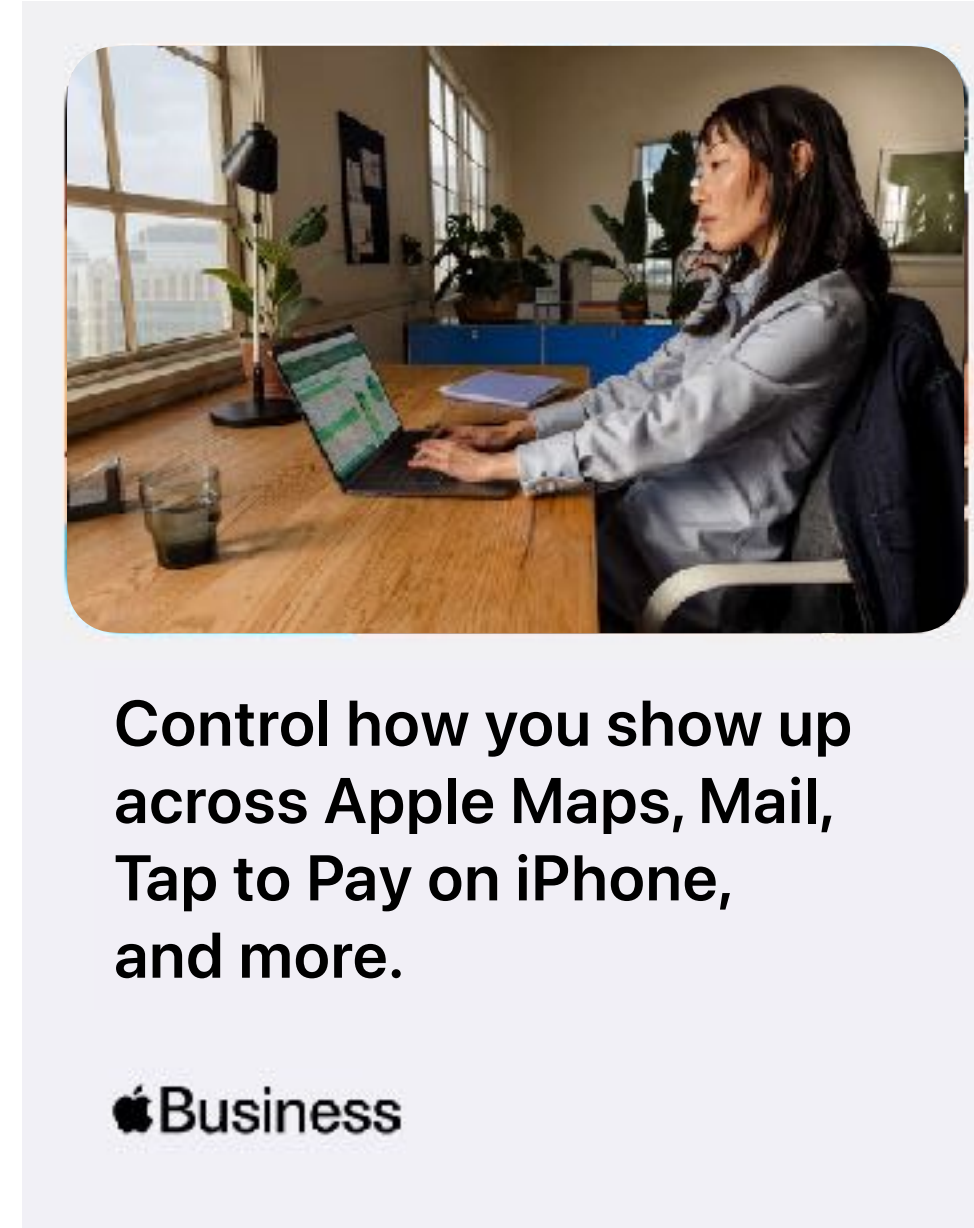
These options are for businesses that do not have a physical location and operate a digital and/or online presence.

Available sizes:

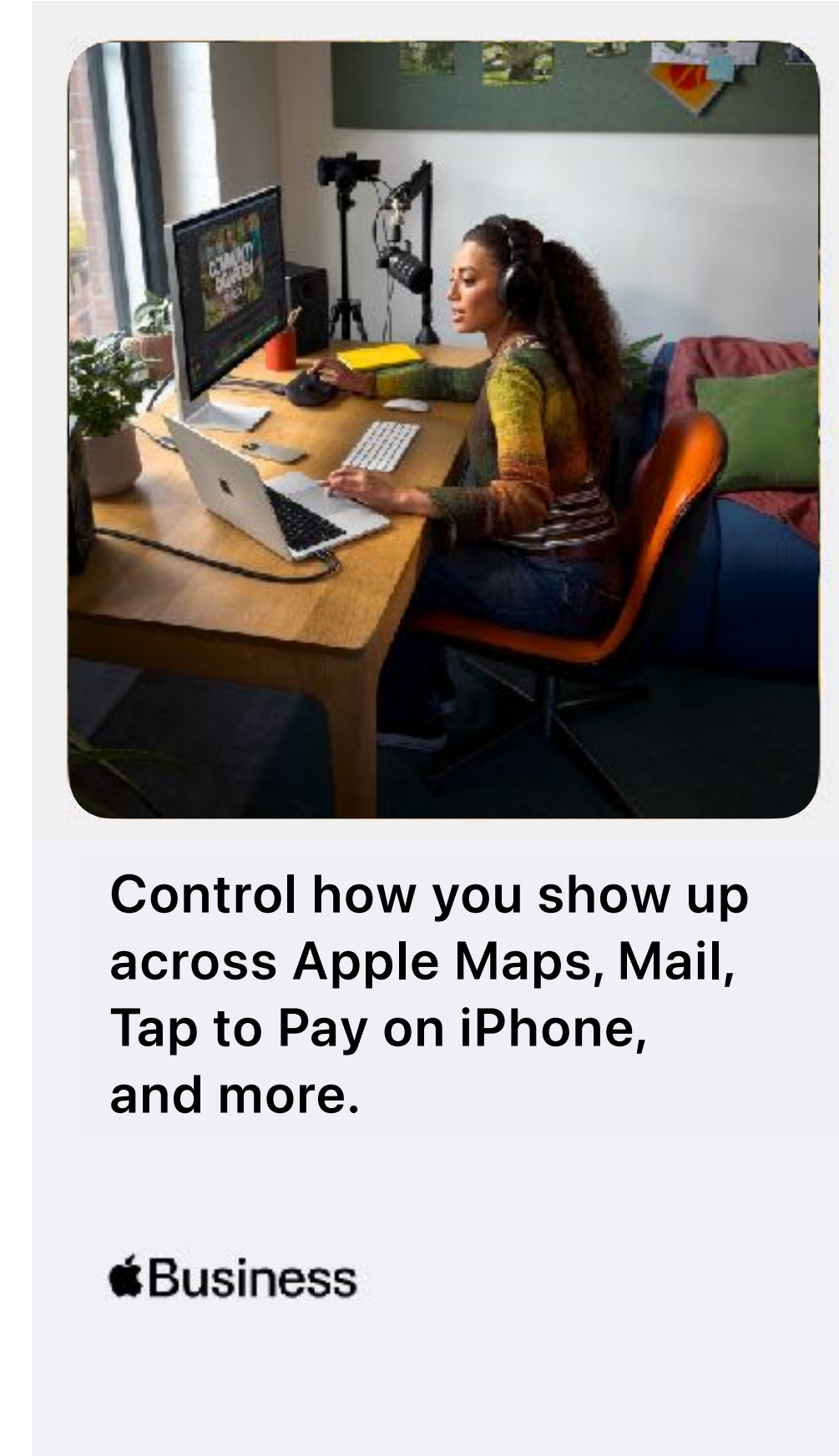
- 1080 x 1080px (Square)
- 1080 x 1350px (Portrait)
- 1080 x 1920px (Full Screen)



1:1 Post (Square)



4:5 Post (Portrait)



9:16 Full Screen

\*Final photo retouching pending

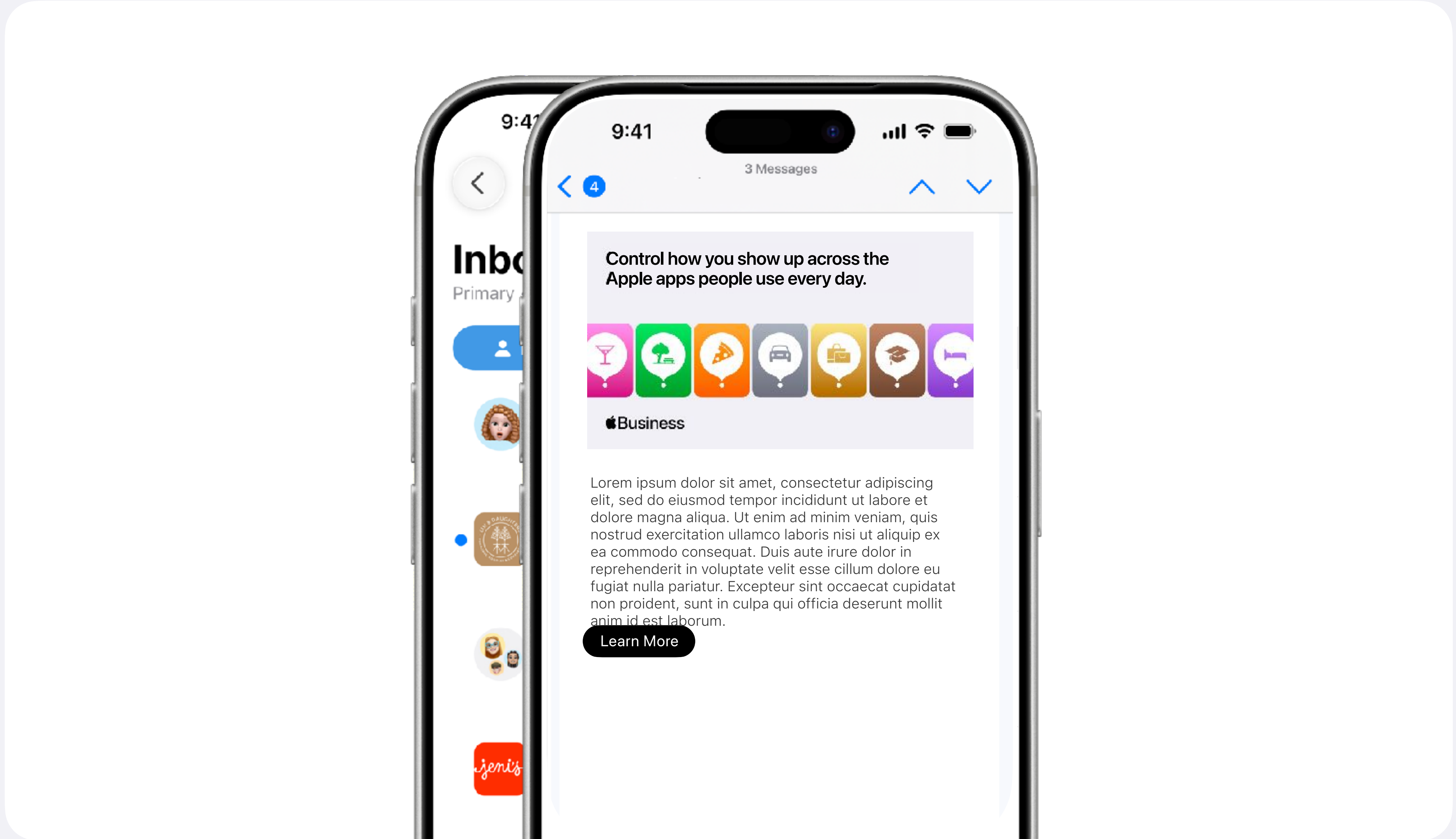
## Email Banner

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

These options are for businesses with a physical retail or commercial location.

Available sizes:

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



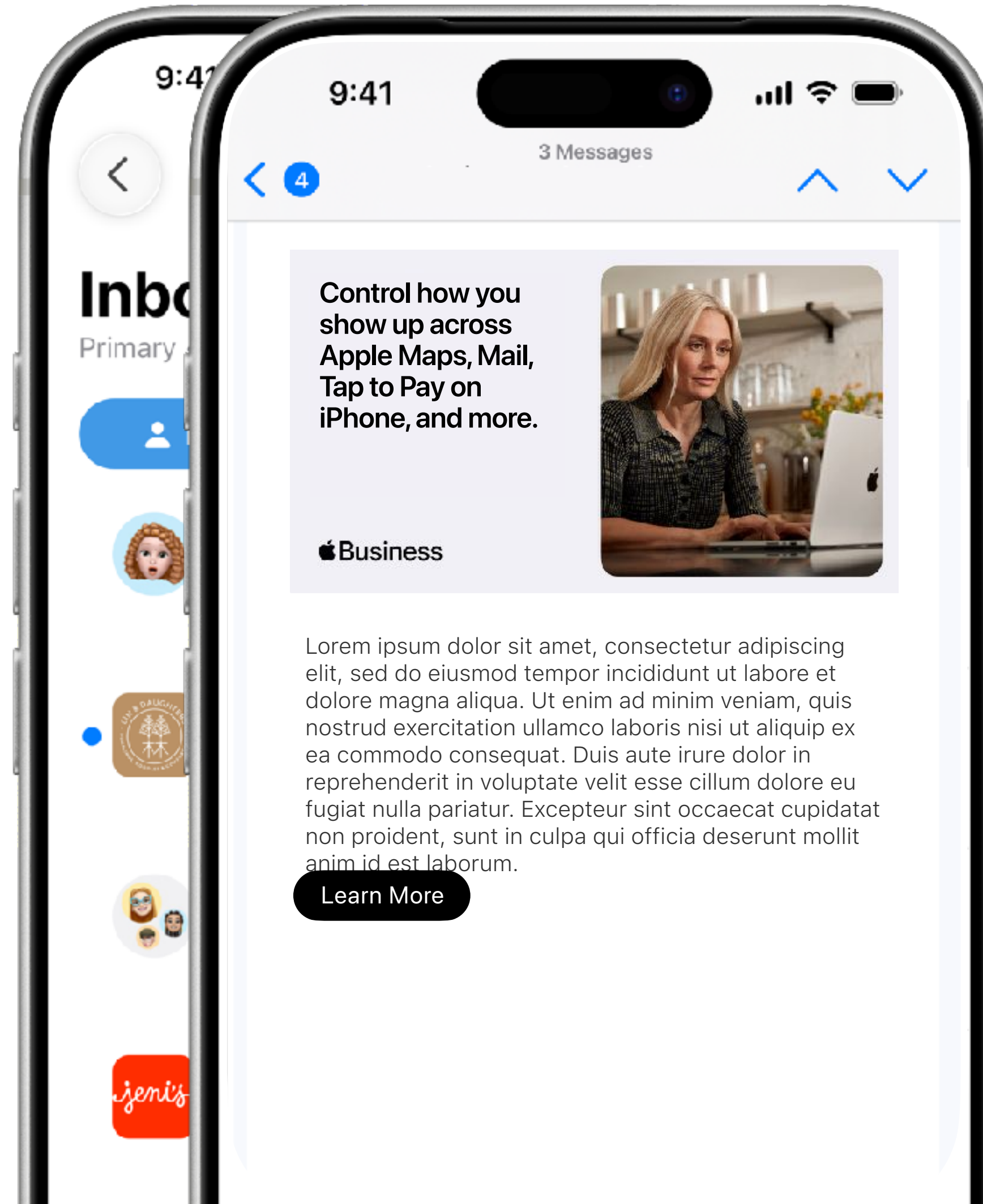
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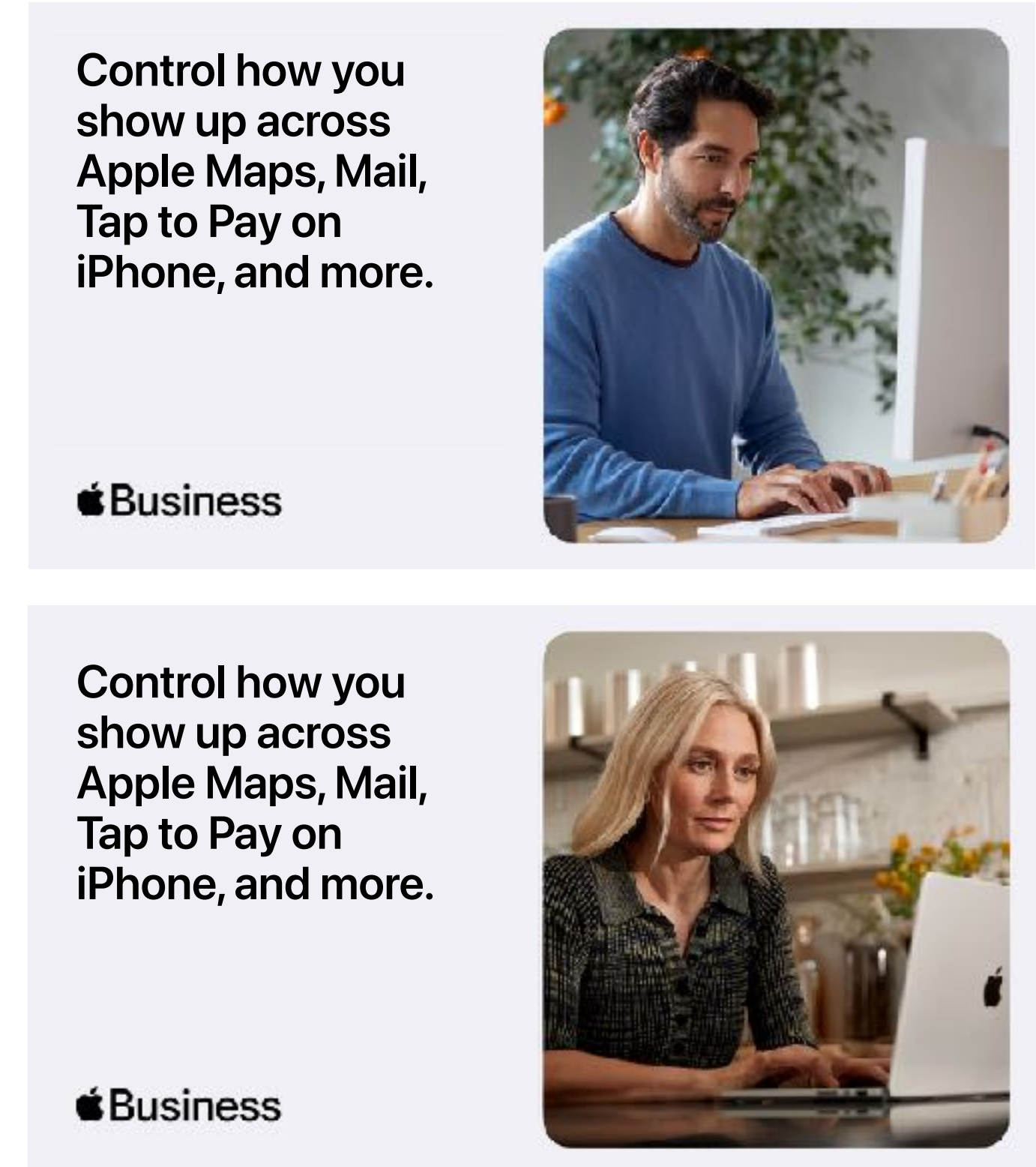
These options are for businesses with a physical retail or commercial location.

Available sizes:

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- 640 x 360px (Mobile)



Options:



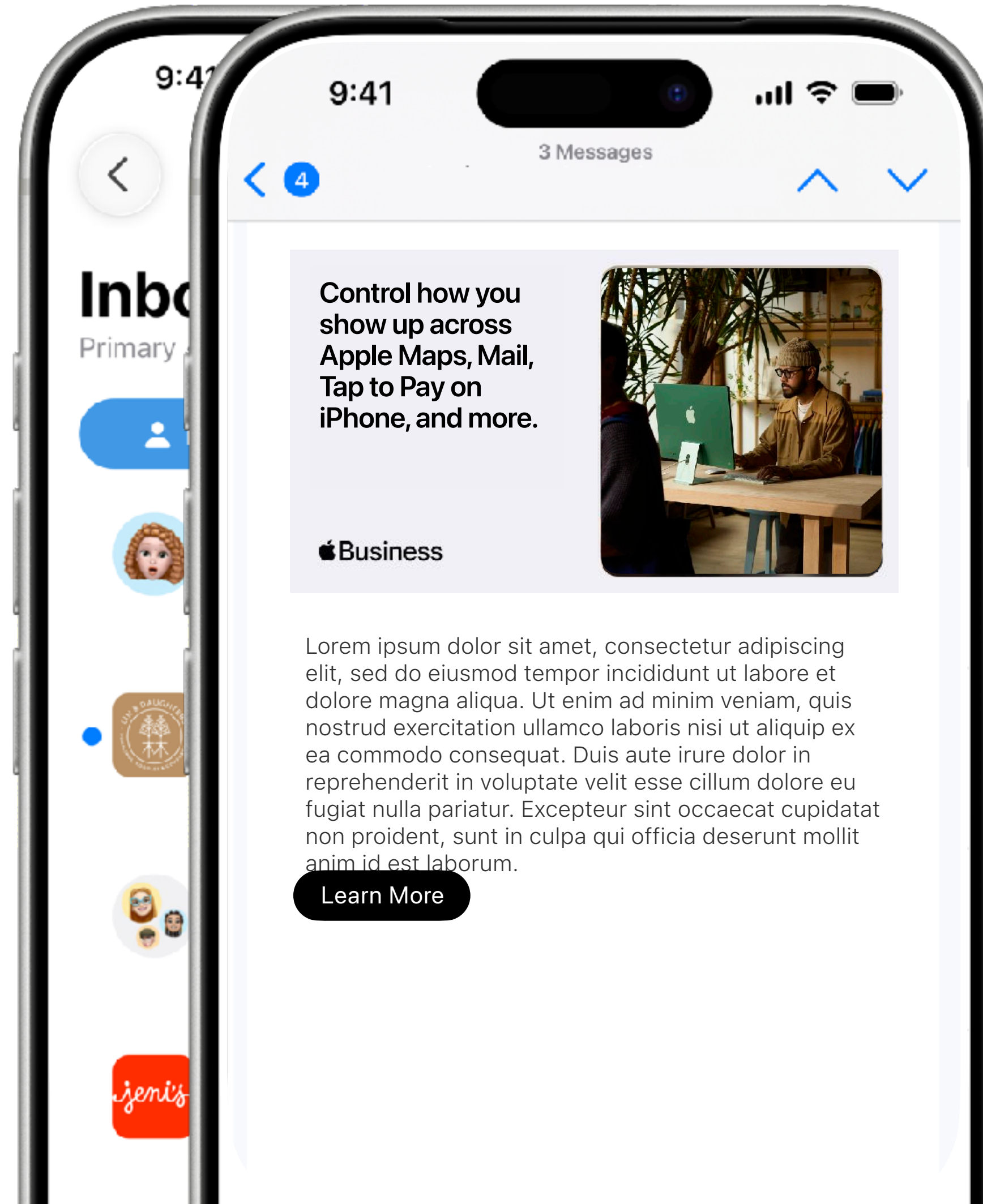
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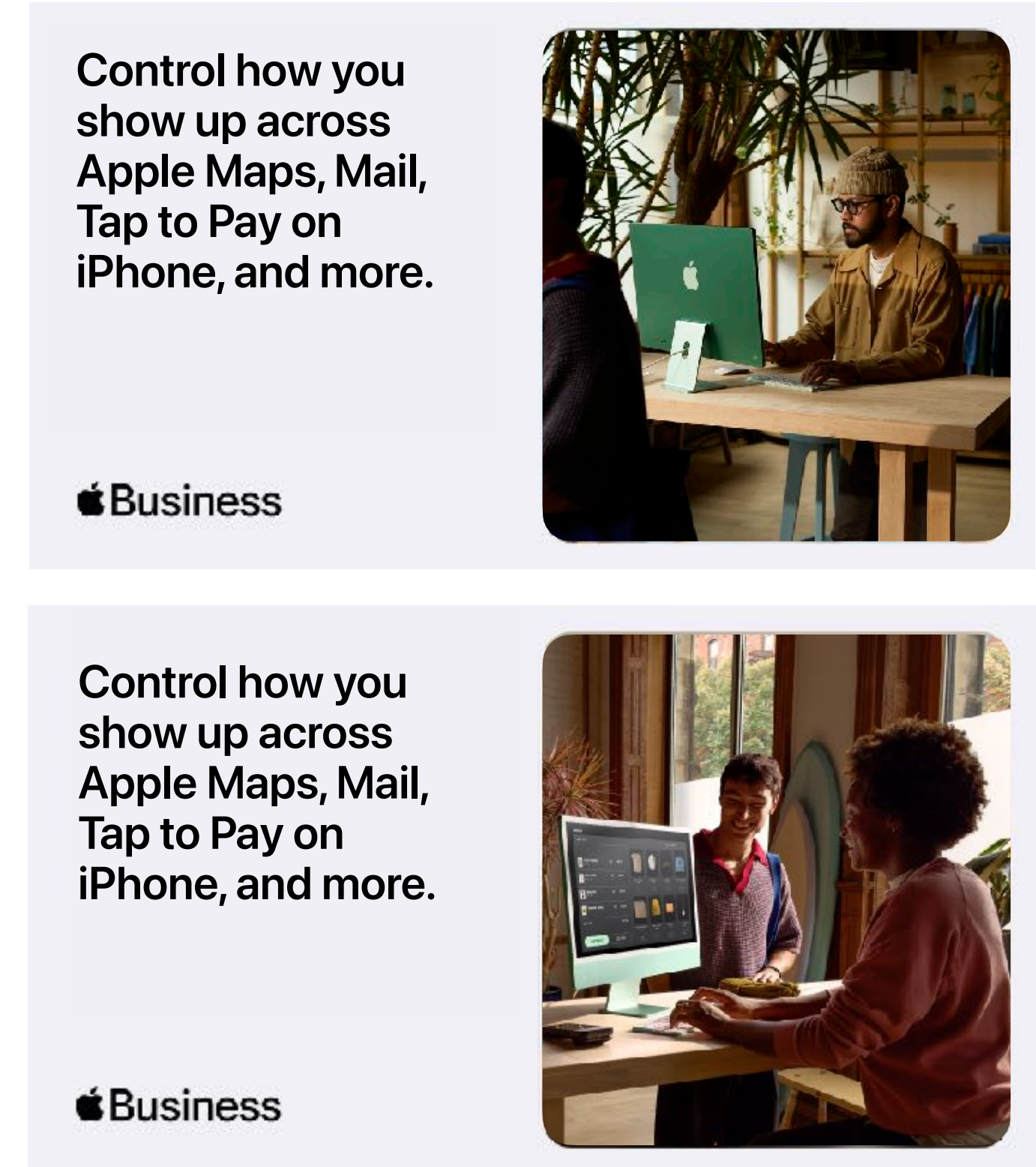
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Options:



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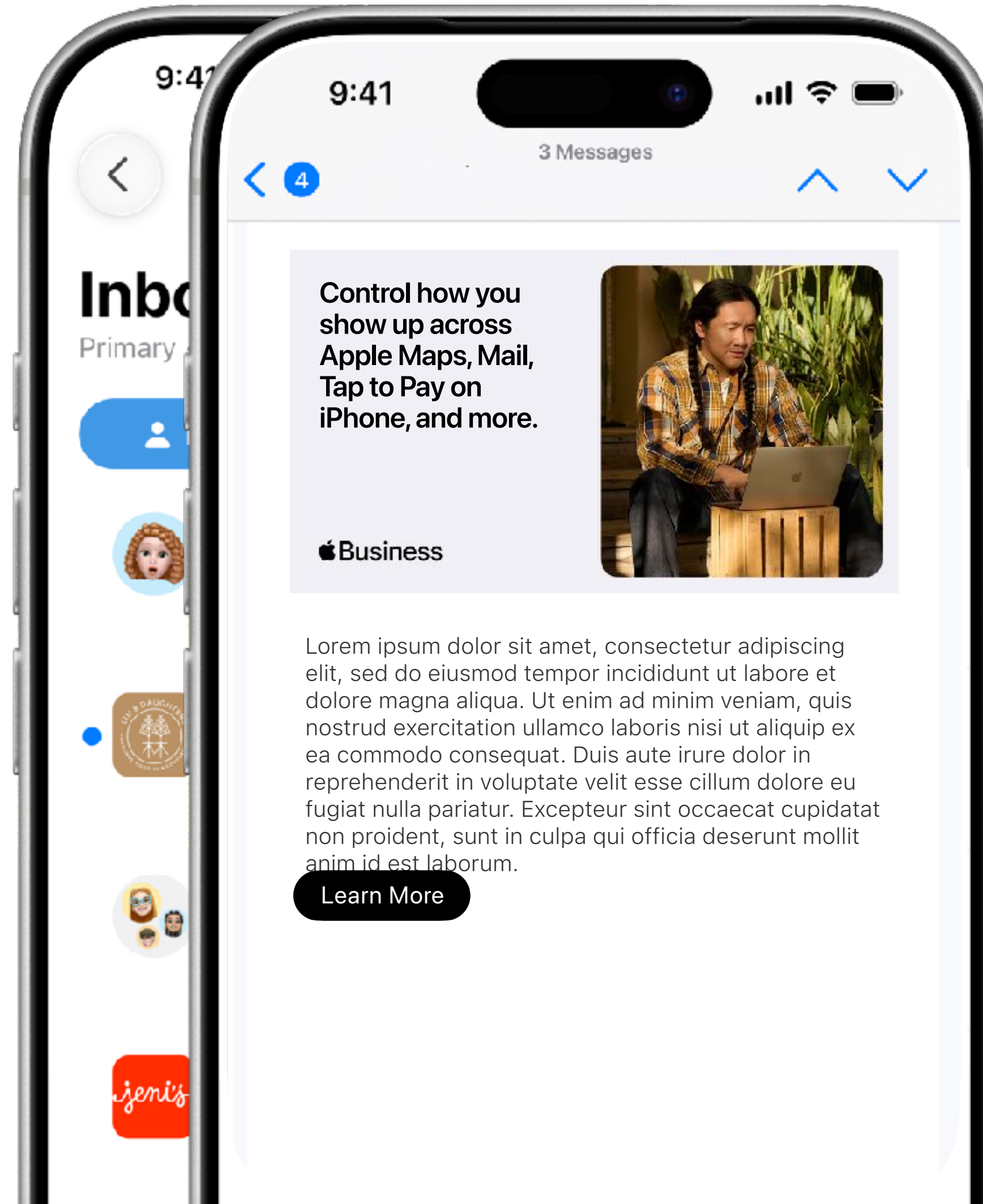
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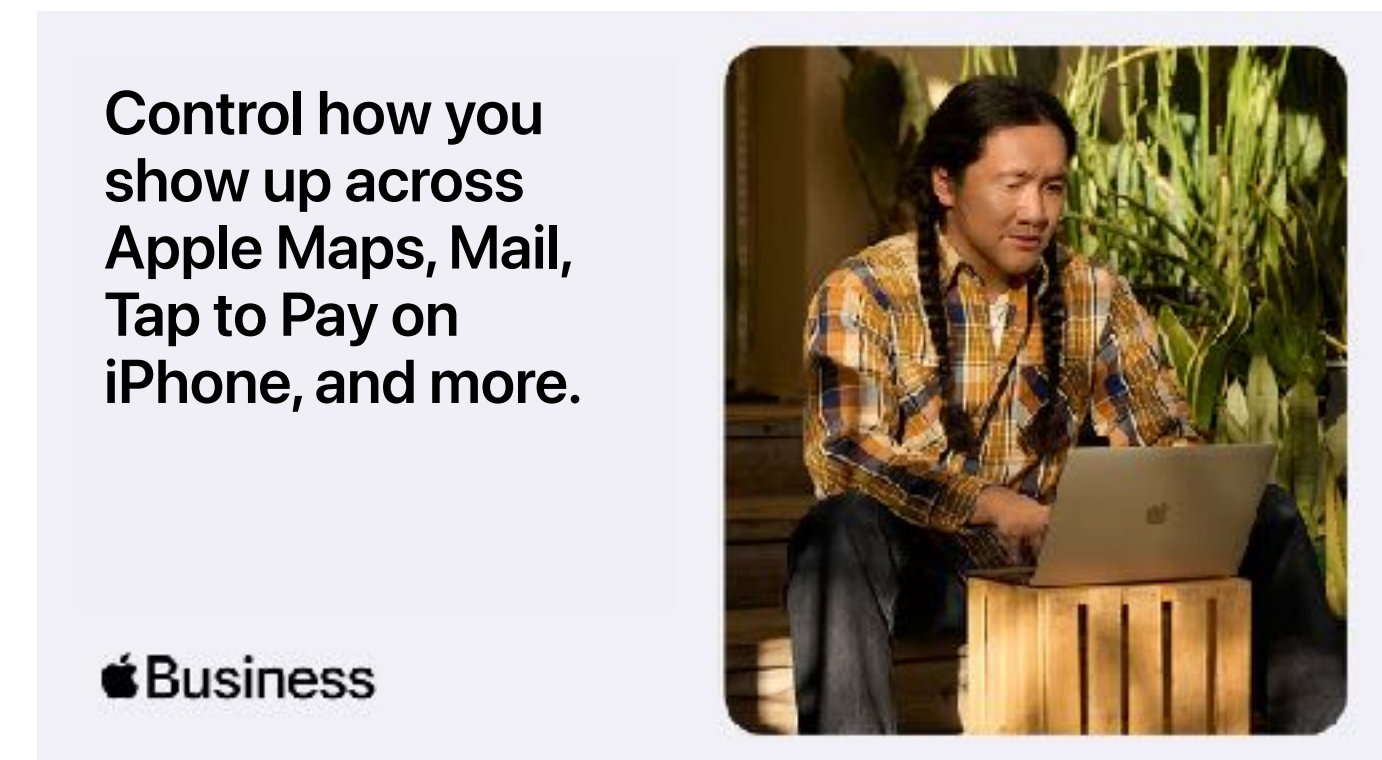
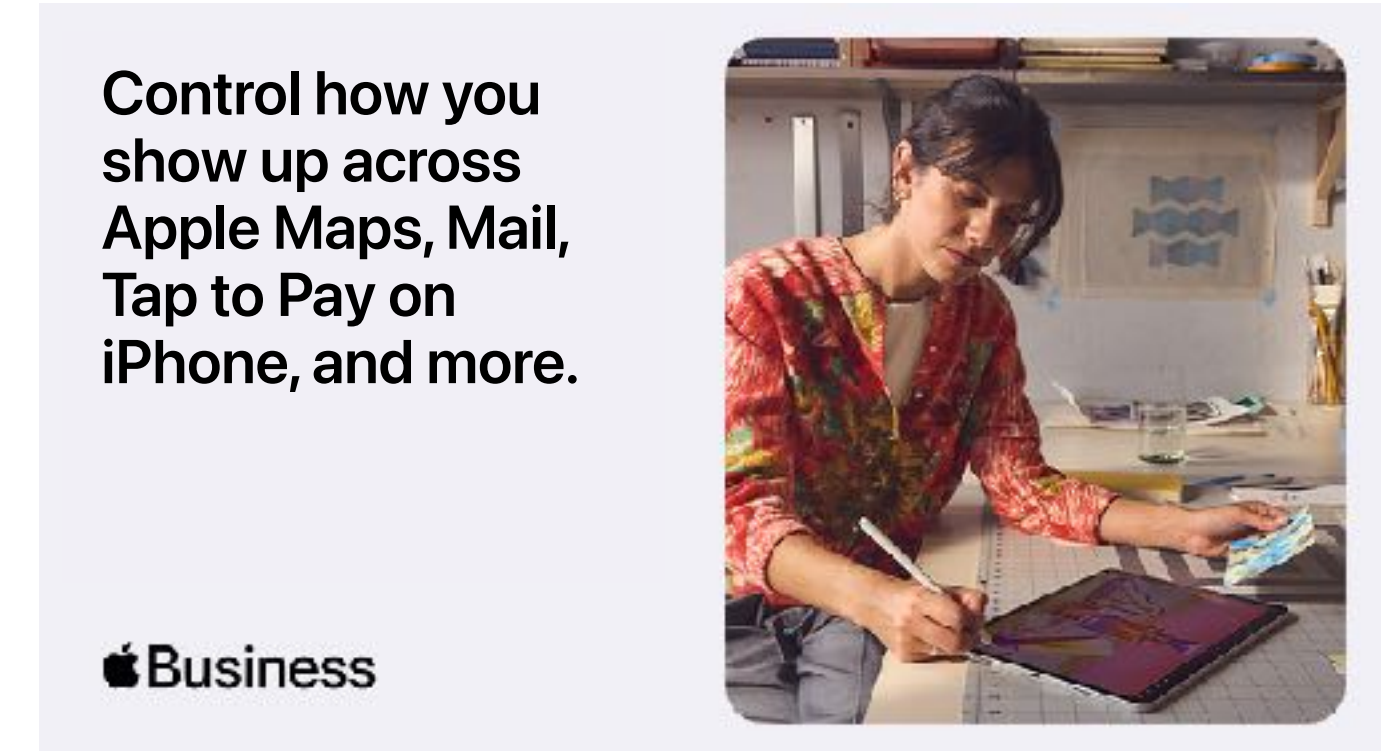
These options are for businesses that do not have a physical location and operate a digital and/or online presence.

Available sizes:

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



Options:



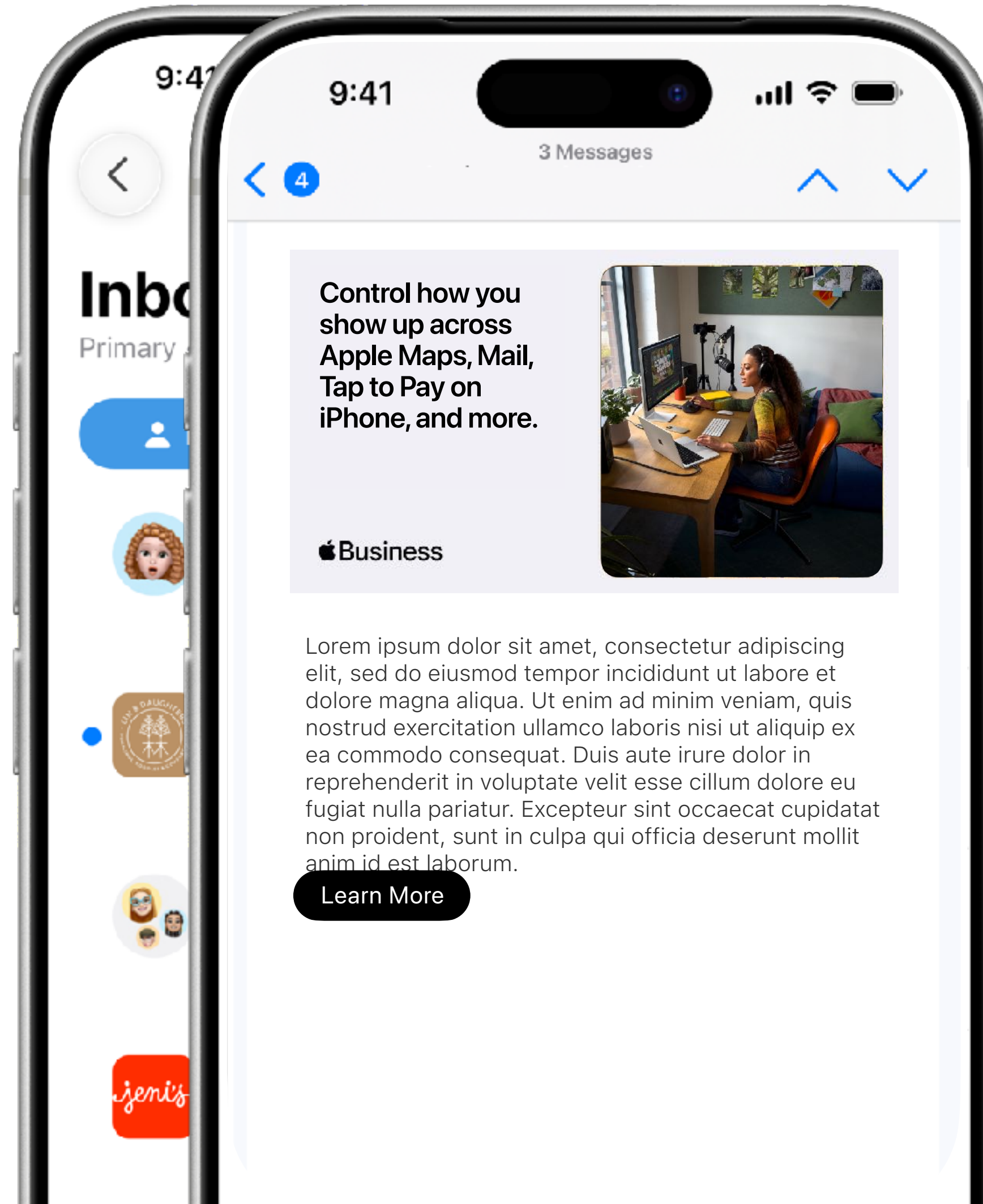
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Assets for you to use as email banners that communicate the benefits of Apple Business directly to businesses.

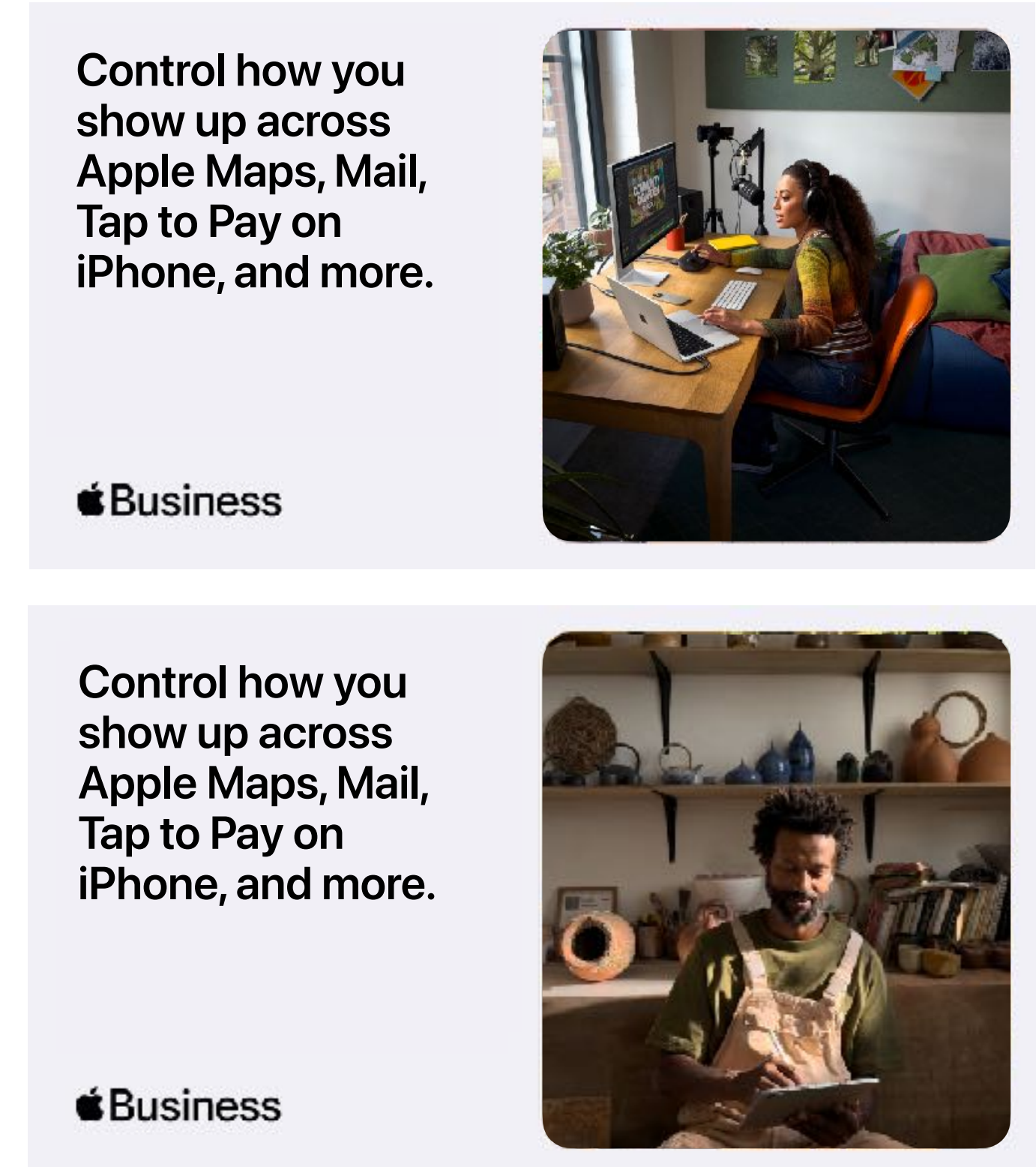
These options are for businesses that do not have a physical location and operate a digital and/or online presence.

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- 640 x 360px (Mobile)



Options:



\*Final photo retouching pending

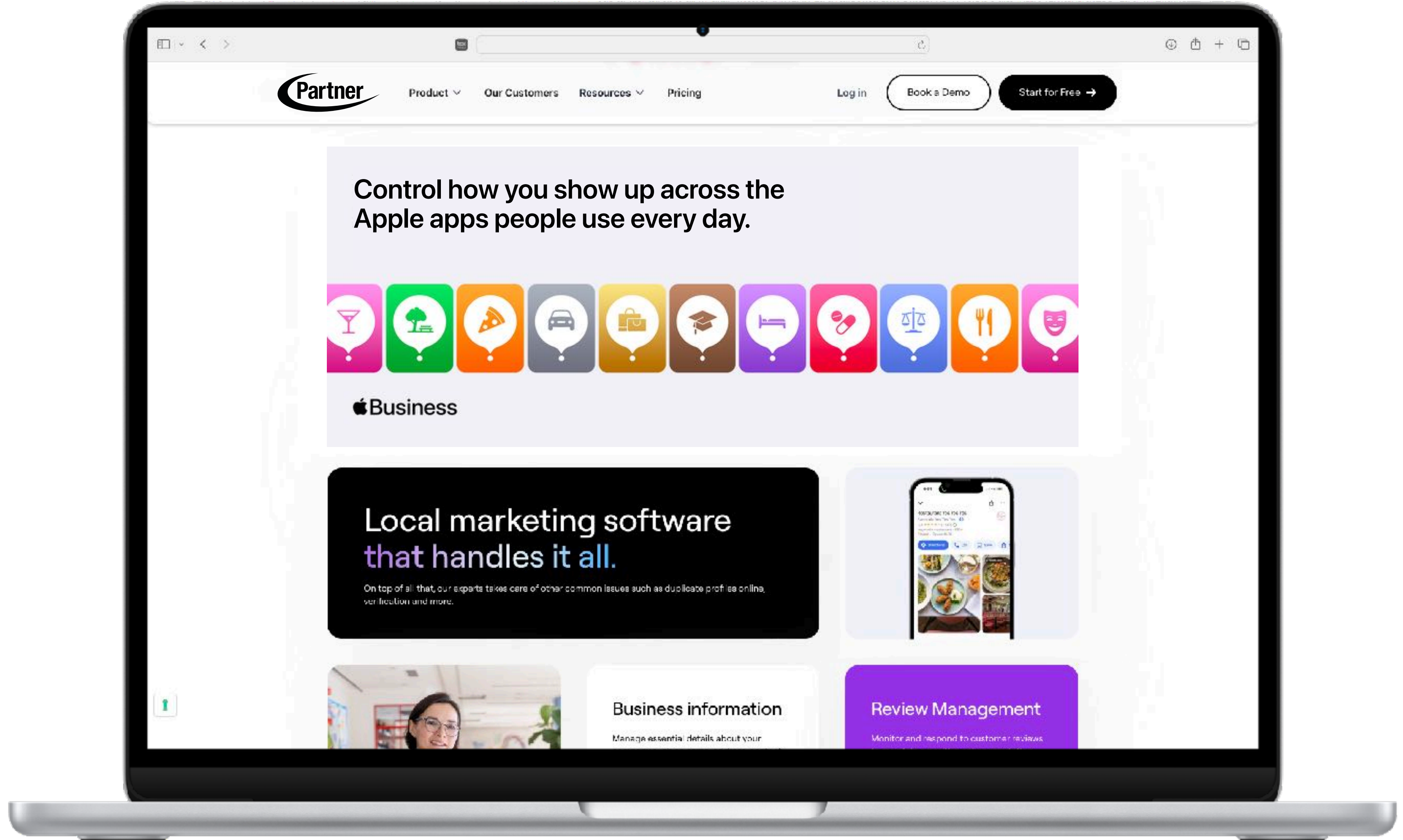
## Website Banner

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

These options are for businesses with a physical retail or commercial location.

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.

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 directly to businesses.

Available sizes:

- 300x300
- 600x600



# Copy | Messaging Playbook

## Copy Guidance

### Name usage

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

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

### User guide

Refer to the [Apple Business User Guide](#) for guidance on referencing Apple Business and its different features.

### Things to avoid

Speculation about future plans or launches.

# Apple Business | Messaging Playbook

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## Headlines

- Grow your business with Apple Maps, Mail, Tap to Pay on iPhone, and more.
- Control how your business shows up on the Apple apps people use every day.
- Show the world you're open for business.
- Explore engaging tools to market your business on Apple apps.

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## Long copy

- Apple Business provides marketing tools for businesses of all sizes—regardless of whether you have a physical location. Customize how you show up across Mail, Tap to Pay on iPhone, and more. Plus, explore location tools and new opportunities to increase exposure with ads on Apple Maps.
- Build brand recognition with Branded Mail, earn trust with Tap to Pay on iPhone, and help your physical locations stand out by updating your Apple Maps place cards. Get started by registering with your Apple Account using any computer or smart phone, including non-Apple devices.
- Grab the attention of customers by showcasing promotions, events, and more in Apple Maps. Plus, learn how to best reach your customers with Insights. No physical location? No problem. Promote your business by adding a logo to Branded Mail and Tap to Pay on iPhone transactions.

Ads on Apple Maps coming summer 2026.  
Available in US and Canada only.

## Feature Specific | Place card

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### Headlines

- Make your business stand out on Apple Maps.
- Drive traffic to your business with Apple Maps.
- Customize how your business shows up on Apple Maps.

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### Short copy

- Claimed businesses get 30% more views. Take control of how your business shows up on Apple Maps by claiming your location in Apple Business.
- Share helpful information about your business on Apple Maps including hours, photos, and contact options.
- Get discovered on Apple Maps by claiming your retail stores, restaurants, corporate offices, and other locations.

---

### Long copy

- Customize your Apple Maps place card to include important information that will help convert customers. Upload high-quality product and location photos, update business info including hours, contact information, and any useful information such as Wi-Fi or parking.
- Show off your business in Apple Maps with the perfect cover photo—and curate your gallery of photos to attract new customers. Plus, leverage impactful marketing tools designed to drive customer engagement.
- Take full advantage of the free marketing tools available in Apple Business. Claim your location on Apple Maps to help attract new customers by adding beautiful imagery, helpful information, and seasonal updates. Claimed businesses get 30% more views.

## Feature Specific | Showcases

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**Headlines**

- Highlight sales and special events with a Showcase.
- Let customers know about special events and promotions with a Showcase.

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**Short copy**

- Highlight holiday deals and promotions, share discounts, seasonal items, and more with a Showcase.
- Showcases enable businesses to create engaging content like featured promotions, discounts, and more.

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**Long copy**

- Publish a Showcase on your place card to highlight deals, new products, and share promotional content. You can also include a call-to-action button to encourage customers to engage further on your app or website.

## Feature Specific | Actions

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### Headlines

- Let customers place orders or make reservations with Actions.
- Actions help customers easily interact with your business on Apple Maps.

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### Short copy

- Actions allow customers to easily make reservations, buy tickets, and interact with your business directly through Apple Maps.
- Adding Action links can increase your clickthrough rate by 31% across website, call, and action buttons. It's an easy way to let your customers interact with your business directly through Apple Maps.

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### Long copy

- Adding Action links can increase your clickthrough rate by 31% across website, call, and action buttons. Help your customers book reservations, place orders, schedule appointments, and more—all from your place card.
- Highlight helpful Actions for customers to take directly from your Apple Maps place card. With just a tap, anyone can place orders, make reservations, book appointments, and more.

## Feature Specific | Branded Mail

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### Headlines

- Make your business emails stand out with Branded Mail.
- Stand out in your customer's inbox with Branded Mail.

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### Short copy

- Grab customer attention by adding your business name and logo to your emails.
- Add your business name and logo with Branded Mail and let customers easily find you in their inbox.

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### Long copy

- Display your business name and logo in emails to stand out in the Mail app. Build trust and let your customers know when your emails are coming from you.
- Make business emails and newsletters stand out in your customer's inbox. Add your business name and logo to Branded Mail today.

## Feature Specific | Tap to Pay on iPhone

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### Headlines

- Add your logo to Tap to Pay on iPhone.
- Build trust by adding your logo to Tap to Pay on iPhone.
- Customize the checkout experience for Tap to Pay on iPhone.
- Put your brand front and center with Tap to Pay on iPhone.

---

### Short copy

- Build brand recognition and trust by adding your logo to Tap to Pay on iPhone transactions.
- Display your business name and logo during checkout and on digital receipts in Wallet.
- Ensure peace of mind with every transaction. Add your logo to Tap to Pay on iPhone.

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### Long copy

- Display your business name and logo on digital receipts in Wallet so customers track purchases with confidence.
- Build trust with customers by displaying your business name and logo on Tap to Pay on iPhone transactions.

# Feature Specific | Insights

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**Headlines**

- Make smart business decisions with data in Insights.
- Learn what makes customers click with Insights.

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**Short copy**

- Learn how customers find your business and interact with your place card, showcases, custom actions, and more.
- Insights provides helpful data to understand how customers are engaging with your business. Explore the feature today.

---

**Long copy**

- Learn how customers find and interact with your place card, showcases, and custom actions. Browse helpful data to understand the impact your business is making, and see how you measure up against the competition.
- Understand your business impact with Insights. Get a detailed look into searches, taps, and more, and learn how customers find and interact with your place card.

# Feature Specific | Apple Ads

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**Headlines**

- Promote your business with ads on Apple Maps.
- Easily purchase ads for Apple Maps in Apple Business.

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**Short copy**

- Promote your business with ads for every budget on Apple Maps.

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**Long copy**

- Now you can easily promote your business with ads on Apple Maps. Purchase ads easily through Apple Business and bring your business right to the top of search results.
- Businesses of all sizes can now easily purchase ads on Apple Maps. Simply select your [duration and reach] to boost exposure to new potential customers.
- Apple Ads offers targeted, localized advertising for your business on Apple Maps. With options for every budget, you can easily elevate your business to attract new potential customers.

Ads on Apple Maps coming summer 2026.  
Available in US and Canada only.

## PR Copy Guidance

Any press releases, blog posts, and media lists must be approved by Apple ahead of publication.

Materials should be submitted at least two weeks prior to any announcement.

All PR should focus specifically on integrations with Apple Business, with the goal of educating current and potential customers about these offerings. Focus on the benefits that your specific integration with Apple Business Partner API will bring to your clients.

Apple cannot provide a dedicated quote or boilerplate for press releases.

### Things to avoid

Please refrain from speaking on behalf of Apple. If you receive any incoming inquiries from journalists, refer them to your Apple marketing contact.

# Design Templates

# Email

Here are some best practices for utilizing Apple Business partner assets for email.

We recommend using one key visual per email, and one that more closely aligns with your intended audience.

Use the non-photographic email banner to highlight a more generalized, and non-specific overview of promoting Apple Business.

Alternate email banner



It's best to focus on a particular feature or benefit when promoting through email.

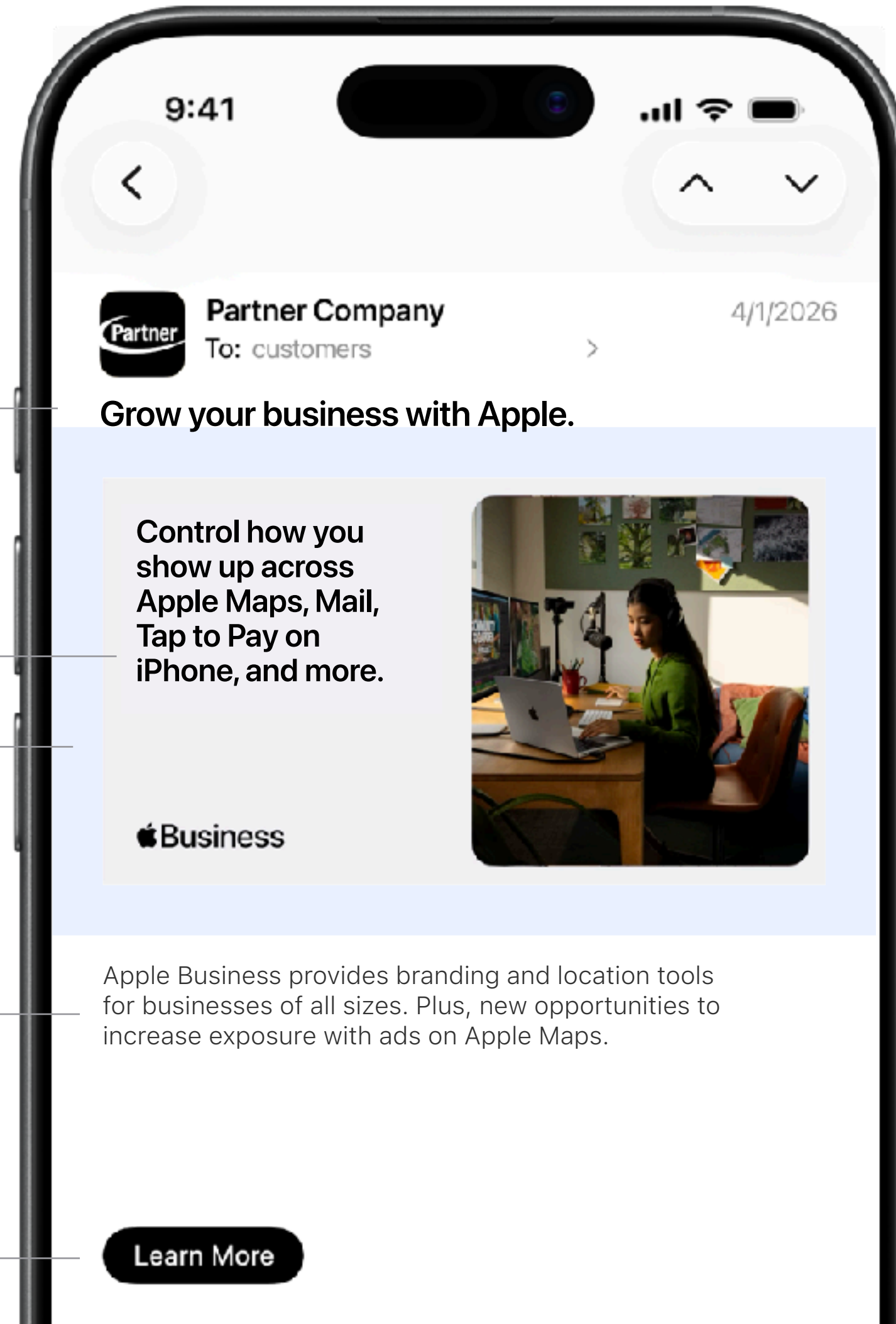
Subject line should be short. Try to keep all relevant information in the beginning as longer subject lines tend to truncate.

Choose an email banner visual.

And make sure to have equal margins for spacing around the image.

Refer to our copy guidelines, and remember less is more.

Add a call to action to drive your customers to a specific url.



Apple Business provides branding and location tools for businesses of all sizes. Plus, new opportunities to increase exposure with ads on Apple Maps.

Ads on Apple Maps coming summer 2026. Available in US and Canada only.

## Display

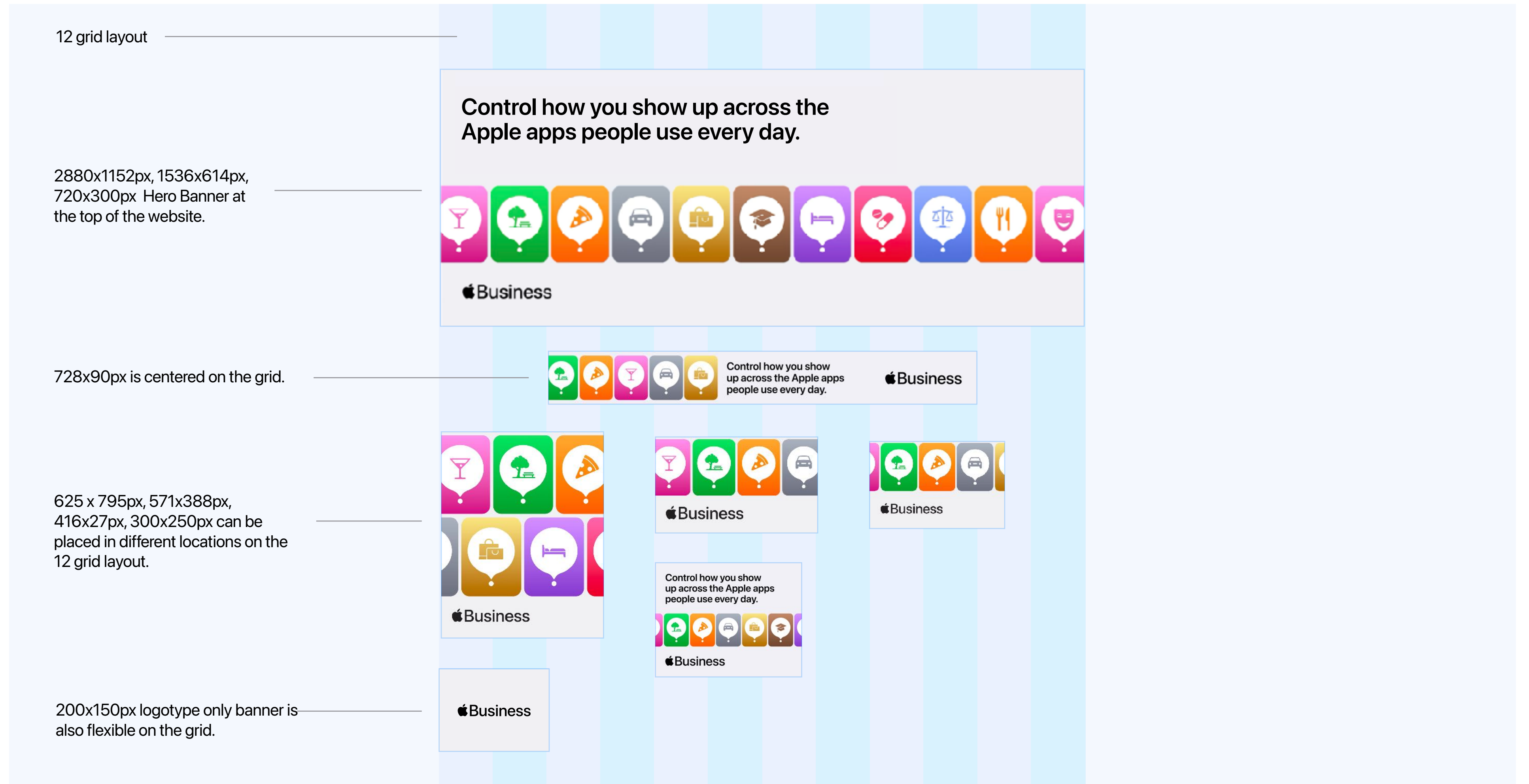
Here are some best practices for utilizing Apple Business partner assets to promote on your own website.

The banner display images work best in a 12 grid layout.

It's best to display the hero banner at the top of the page when promoting Apple Business. Ensure there's equal padding, margins, and space around the banner.

And the 728x90 banner also works best in the center of the grid, with sufficient padding around the banner.

The other banner sizes are more flexible with regards to placement. It can shift between left and right-aligned depending on the site content.



## 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](https://apple.com/legal).

