# APPLE USER GROUPS SIGNATURE and TRADEMARK LICENSE

Apple is pleased to offer your user group a limited non transferable license to use one of Apple's word marks (i.e., Apple, AppleWorks, Macintosh, WebObjects) as part of your user group name, provided such use is not for commercial purposes and your user group complies with the terms of this license and guidelines. Upon execution of this license, your user group may also use the Apple User Groups signature (The Signature) under the same terms. To activate this license, please complete the requested information, sign the license and submit in its entirety to:

Apple Computer, Inc. Attn: Software Licensing 2420 Ridgepoint Drive Austin, TX 78754

The use of one of Apple's word marks in your user group name and/or the use of The Signature in connection with your user group indicates you agree to the following terms of the Apple User Groups Trademark Signature and Trademark License and the Apple User Groups Signature and Trademark Guidelines.

1. Your user group can use The Signature in its promotional literature, newsletters, web sites, and other non-commercial communications.

2. Your user group can also apply The Signature to t-shirts, hats, and mugs for the purpose of generating member support, as long as it is used in conjunction with the user group name.

3. The following legal notices must appear (either together or separately) in all printed communications and on your user group web site:

Apple and the Apple logo are trademarks of Apple Computer, Inc., registered in the U.S.A. and other countries.

"[Your user group name or title] is an independent user group and has not been authorized, sponsored or otherwise approved by Apple Computer, Inc."

If your user group uses an Apple word mark in your user group name (for example, "Smalltown Macintosh User Group"), include that trademark in the Apple trademark section of the credit line. For Example:

Apple, the Apple logo and Macintosh are trademarks of Apple Computer, Inc., registered in the U.S. and other countries.

A complete list of Apple trademarks is available from Apple's web site at <u>www.apple.com/legal/publictmlist.html</u>.

5. Your user group acknowledges Apple's ownership of the Apple trademarks and The Signature and such use inures to the benefit of Apple Computer, Inc.

6. Apple grants your user group no other rights in the Apple trademarks and The Signature than described herein, and any other use by your user group may be considered an infringement.

# Unauthorized Use of the Apple User Groups Signature and Other Apple Trademarks by User Groups

1. User groups cannot use The Signature or any other trademark owned or licensed by Apple or any variations of such marks, including use of a genuine apple, for commercial purposes or register a trademark, company name, trade name, or business identity incorporating The Signature or any other Apple trademark.

2. User groups cannot use The Signature or any Apple trademark on or in connection with subject matter that Apple may deem, at its sole discretion, in poor taste or to be disparaging to Apple or its products or services. In such circumstances, Apple reserves the right to immediately revoke this license.

- 3. User groups cannot use the Apple logo standing alone, in any color.
- 4. User groups cannot change the color of The Signature.

This license is revocable at Apple's sole discretion. Apple reserves the right to request a copy of your user group's newsletter or any other promotional material, including t-shirts, hats, and mugs, at any time to ensure compliance with the terms of this license and the Apple User Groups Signature and Trademark Guidelines. If we find that your user group is not following the terms of this license or the guidelines, except for number two (2) above, we will provide your members with reasonable guidance and a reasonable time of no less than sixty (60) days to either cure the violation or to stop using Apple's trademarks. If your user group fails to meet the acceptable level of compliance, then Apple shall have the right to revoke this trademark license. Apple further reserves the right, at its sole discretion, to modify this license, the Apple User Groups Signature and Trademark Guidelines, or to terminate this entire program or any aspect of it. You will have thirty (30) days after notice to conform to the new changes and/or guidelines. If this license is revoked, your user group agrees to immediately stop all use of the Apple trademarks licensed herein.

I have read and agree to the terms of the Apple User Groups Signature and Trademark License and Guidelines. I confirm that I have the authority to sign this license on behalf of my user group.

Print Name:
Signature:
Date:
User Group Name:
Mailing Address:
City:
State/Province:
Zip/postal Code:
Country:
Email Address:
Phone Number:
Fax Number:

User Group URL:

After your user group has completed and submitted this License, its members will be able to download the Apple User Groups Signature and use it in accordance with the terms of the Apple User Groups Signature and Trademark License and Guidelines.



Apple User Groups Signature and Trademark Guidelines November 1999

# Apple User Groups Signature and Trademark Guidelines

## **Overview**

These guidelines show the correct treatment of the Apple User Groups signature in user group promotional literature, merchandise, communications, and web sites, and how to credit Apple trademarks in user group names. Please note that use of Apple trademarks (including the Apple User Groups signature) requires a signed license agreement with Apple Computer, Inc., available from the Apple Software Licensing web site at http://developer.apple.com/mkt/swl/ agreements.html.

Additional guidelines for using Apple trademarks in user group names are included in the Apple User Groups Trademark License.

# **Apple User Groups Signature**

The Apple User Groups signature consists of the black Apple logo and the Apple User Groups logotype (that is, the words "Apple User Groups" set in specially designed type). It is available in either a horizontal or a vertical configuration. The horizontal configuration is the preferred version of the signature.

The signature can be applied to user group literature, signage, promotional merchandise, web sites, and other noncommercial user group communications, as long as the Apple User Groups signature is clearly subordinate to your particular user group identity. Do not incorporate any elements of the Apple User Groups signature into your user group, company, or business identity, and never use an Apple User Groups signature in place of that identity.

Always reproduce the complete Apple User Groups signature from the electronic artwork provided. Do not alter the signature in any way. Do not remove the Apple logo or alter the relationship between the elements of the signature. Do not change the typeface or alter the spacing between letters in the logotype.

Never reproduce the Apple User Groups signature using logo artwork that has been rendered to look three-dimensional. On the web, do not animate, rotate, or distort it in any way. Do not use any part of the signature as a decorative element, background, or pattern.

#### Color

Always reproduce the Apple User Groups signature in solid black. No other logo or typeface color can be used.

The preferred background color for the Apple User Groups is white or off-white. The signature can also appear on other light colors, as long as the legibility of the signature is not diminished.



Vertical version of the Apple User Groups signature



Horizontal version of the Apple User Groups signature

# **Apple User Groups Signature and Trademark Guidelines**

November 1999

# **Minimum Size and Clear Space**

The minimum size for the Apple User Groups horizontal signature in most applications is 4mm, measured from the top of the apple to the bottom of the apple.

The minimum size for the Apple User Groups vertical signature in most applications is 7.5mm, measured from the top of the word "Apple" to the baseline of the word "Groups."

Always maintain adequate clear space around the signature. Do not place graphics, type, or illustrations within the minimum clear space area, which is indicated below left.

## Legal Notices

Include the following credit line and disclaimer in all materials in which the Apple User Groups signature is used:

Apple and the Apple logo are trademarks of Apple Computer, Inc., registered in the U.S. and other countries.

[Your user group name or title] is an independent user group and has not been authorized, sponsored, or otherwise approved by Apple Computer, Inc.

If you use an Apple trademark in your user group name (for example,"Smalltown Macintosh User Group"), include that trademark in the Apple trademark section of the credit line. For example:

Apple, the Apple logo, and Macintosh are trademarks of Apple Computer, Inc., registered in the U.S. and other countries.

A complete list of Apple trademarks is available from Apple's web site at www.apple.com/legal/publictmlist.html.

#### For More Information

For information about how to use Apple trademarks, consult the Apple User Group Trademark License available at http://developer.apple.com/mkt/swl/ agreements.html.

Additional trademark information is available in the "Guidelines for Third Parties Using Apple Trademarks" at www.apple.com/legal/guidelinesfor3rdparties.html.

Usage guidelines for other Apple proprietary logos are available from Apple Software Licensing at developer.apple.com/mkt/swl/agreements.html.

Apple web badges for use on third-party web sites are available at www.apple.com/ about/webbadges.

nle User Groups Clear space for the horizontal signature

x = the height of the signature from the top of the apple to the bottom of the apple. The clear space should measure at least .5x on all sides.



## Clear space for the vertical signature

x = the height of the signature from the top of the word "Apple" to the bottom of the word "Groups" The clear space should measure at least .5x on all sides.



4mm

of the apple.

Apple 7.5mm User

#### Minimum size for the vertical signature

Minimum size for the vertical signature, measured from the top of the word "Apple" to the baseline of the word "Groups."

Apple User Groups

