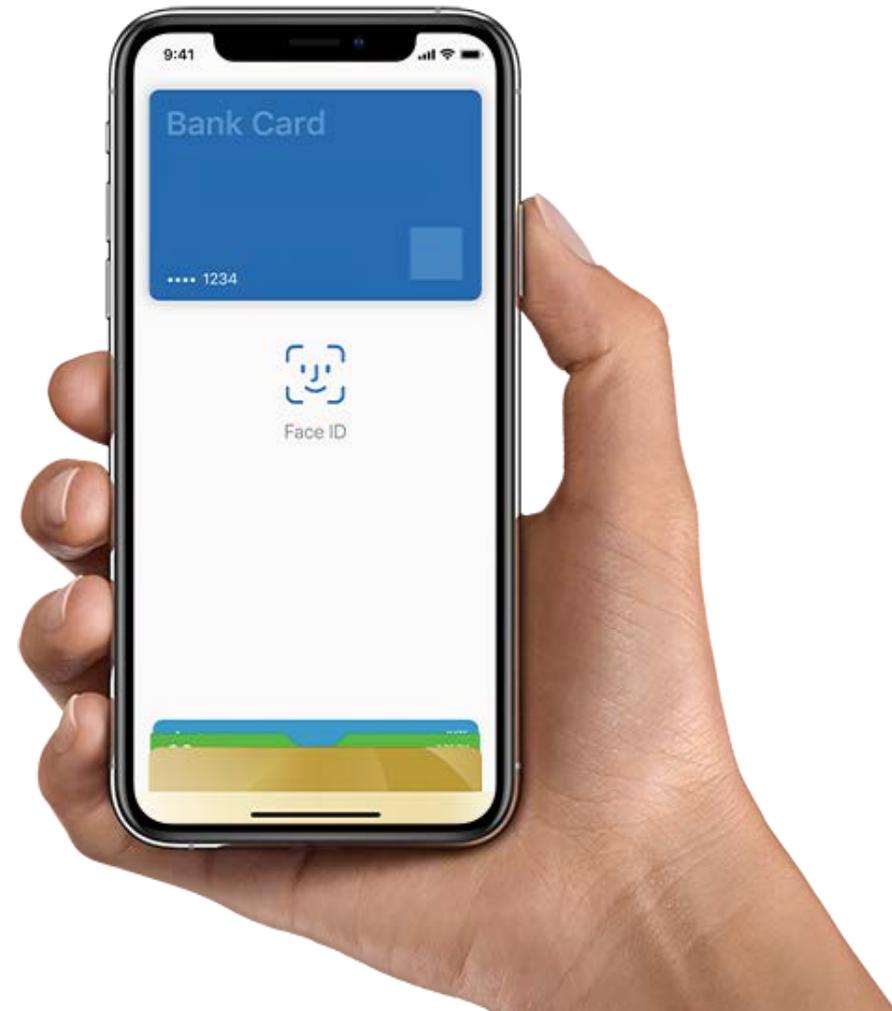




# Merchant Marketing Guide

November 2018



This document is designed to help you build communications informing customers you accept Apple Pay. It's made up of the two sections below. Use the relevant section when creating your communications.

[Click the links below to navigate through this guide.](#)

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1

**How to promote Apple Pay  
at your point of sale and in other  
communication channels.**

[Go >](#)

2

**How to promote that you accept  
Apple Pay in your app, on your  
website, and in your stores.**

[Go >](#)

1

## How to promote Apple Pay at your point of sale and in other communication channels.

On the next few pages, you'll find information on where to use the Apple Pay mark at your point of sale and in other communications.

# Door clings and decals

Door clings and decals introduce Apple Pay to your customers, letting them know you accept Apple Pay in your store. Apple Pay decals are available to you at no cost. Please work with your Apple Pay representative to place an order.



Use door clings to increase awareness of Apple Pay.

Position the Apple Pay decal on the door or add the Apple Pay mark in a payment strip. We suggest you list Apple Pay first in the lineup before other mobile payments.

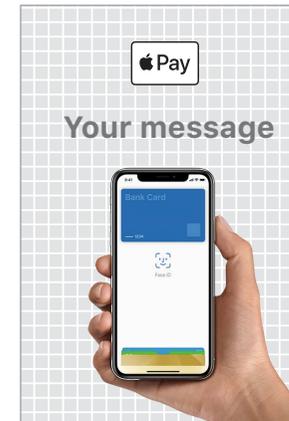
# In-store signs

Use in-store signs to reinforce the message that you accept Apple Pay in your stores.



We prefer Apple Pay signage have a premium placement in your store. Signs should feature your Apple Pay message, brand, logo, and look and feel.

## Creative guidance

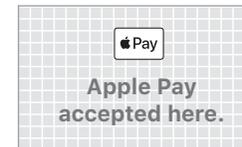


# Checkout register | Option 1

Remind customers at checkout that you accept Apple Pay. We suggest you incorporate Apple Pay into two or three communication channels at your point of sale.

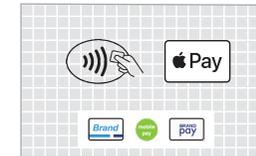


Terminal topper



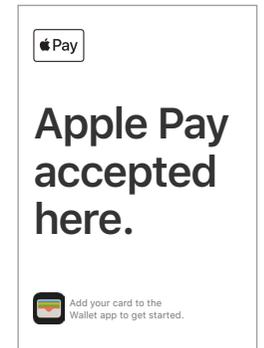
[Reference page 9 for creative guidance >](#)

Terminal screen



[Reference page 10 for creative guidance >](#)

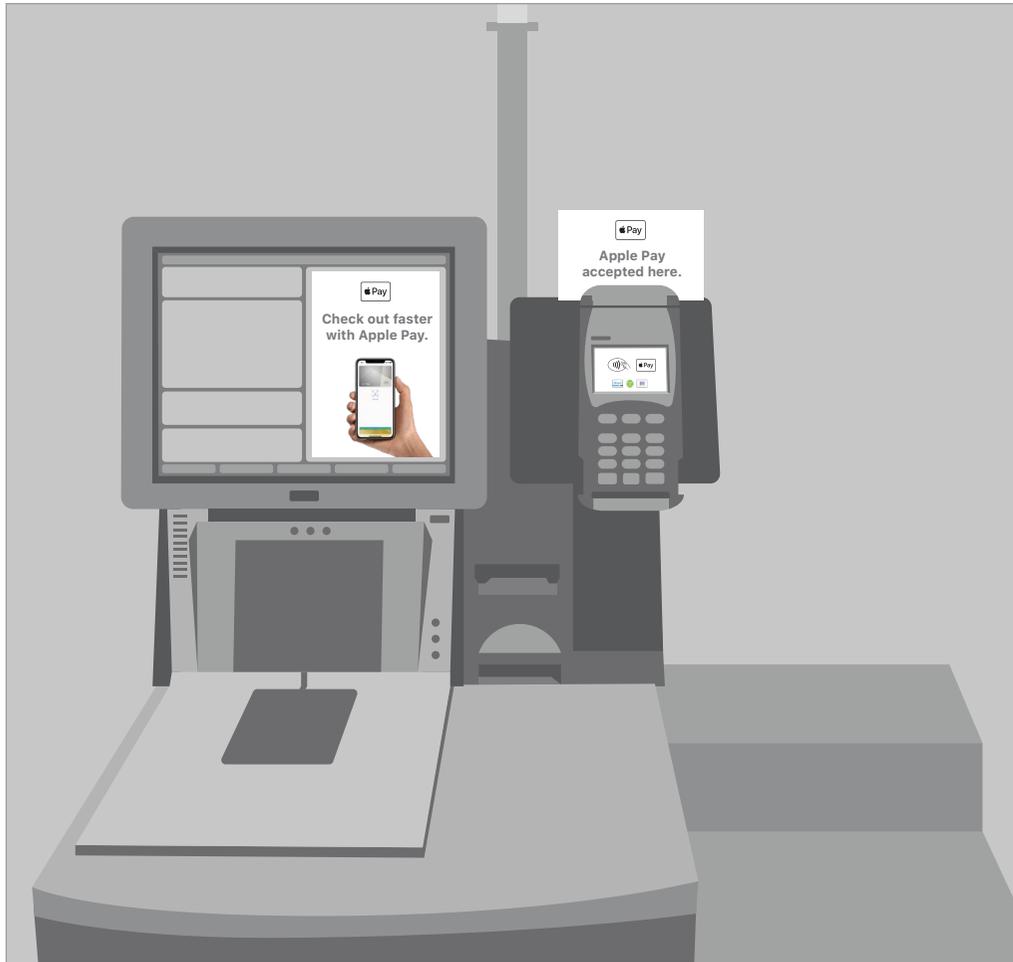
Point-of-sale sign



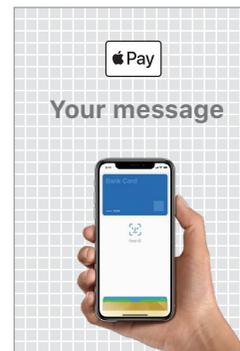
[Reference page 11 for creative guidance >](#)

# Checkout register | Option 2

Remind customers at checkout that you accept Apple Pay. We suggest you incorporate Apple Pay into two or three communication channels at your point of sale.

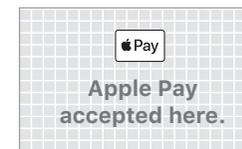


Cash register screen



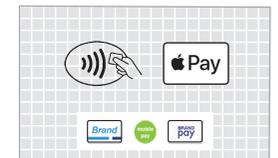
[Reference page 8 for creative guidance >](#)

Terminal topper



[Reference page 9 for creative guidance >](#)

Terminal screen



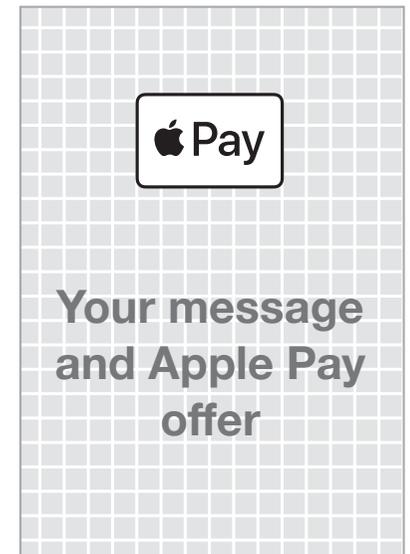
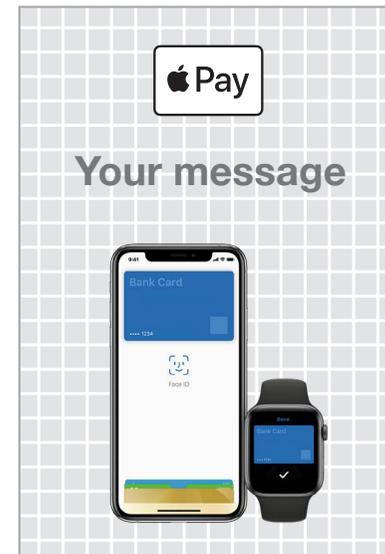
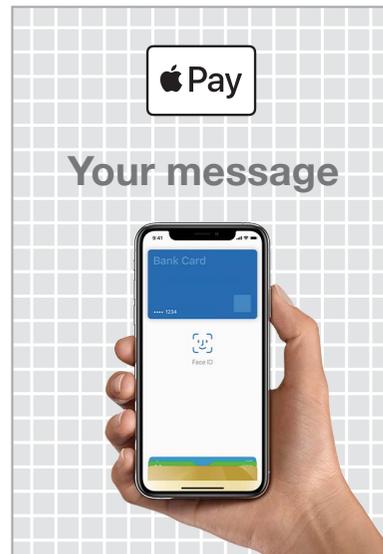
[Reference page 10 for creative guidance >](#)

# Cash register screens

Use cash register screens to remind customers when checking out that you accept Apple Pay.



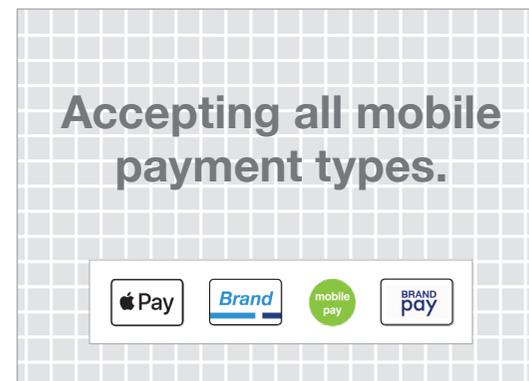
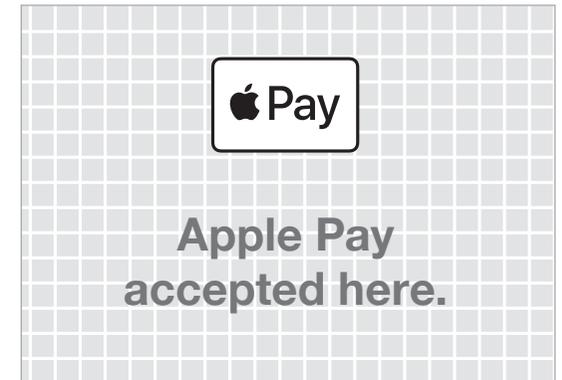
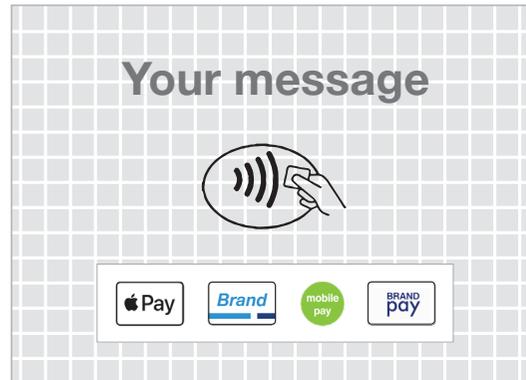
Creative guidance



# Terminal toppers

Use terminal toppers to remind customers when checking out that you accept Apple Pay.

## Creative guidance

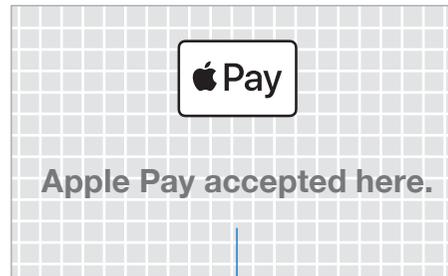


# Terminal screens

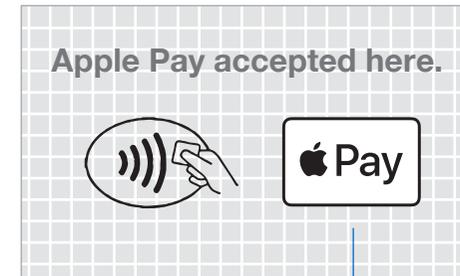
Include Apple Pay on your terminal screens to remind customers when checking out that you accept Apple Pay.



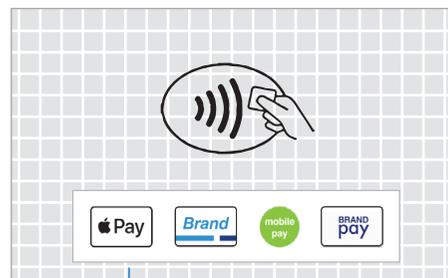
## Creative guidance



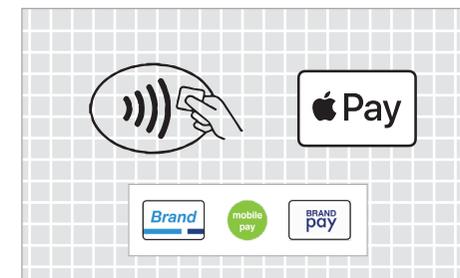
The Apple Pay mark can be used at a maximum pixel dimension of 168 x 108.



The Apple Pay mark should be equal in height to the contactless symbol.



The Apple Pay mark should be positioned first in an arrangement with other mobile payment marks and should conform to the size of the other marks.



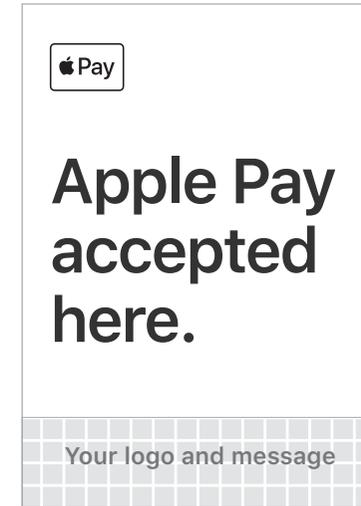
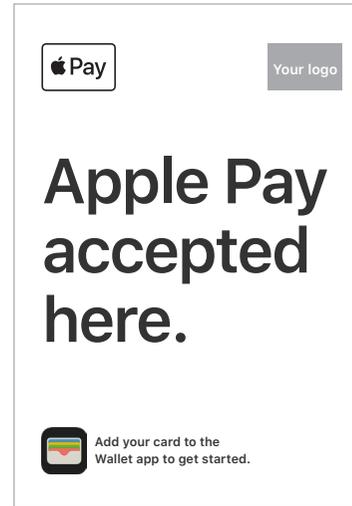
# Point-of-sale signs

Include Apple Pay on your point-of-sale signs to remind customers when checking out that you accept Apple Pay.

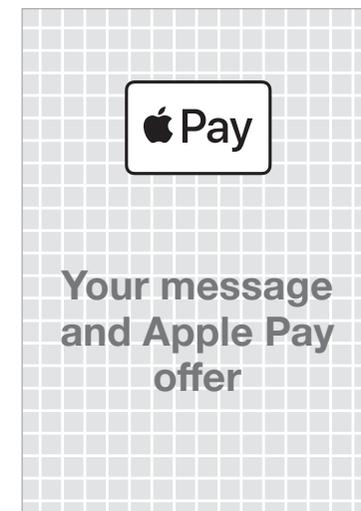
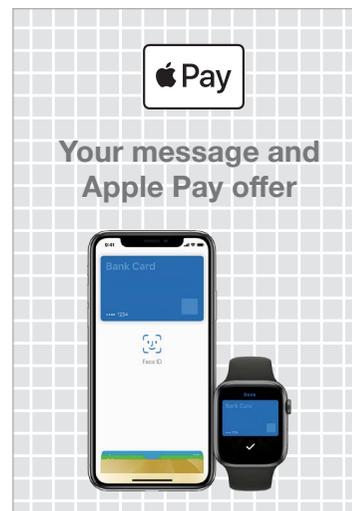


This sign is available for you to download, print, and put up in your store. If you would like to create your own sign, please reference the creative guidance to the right.

## Print-ready signs

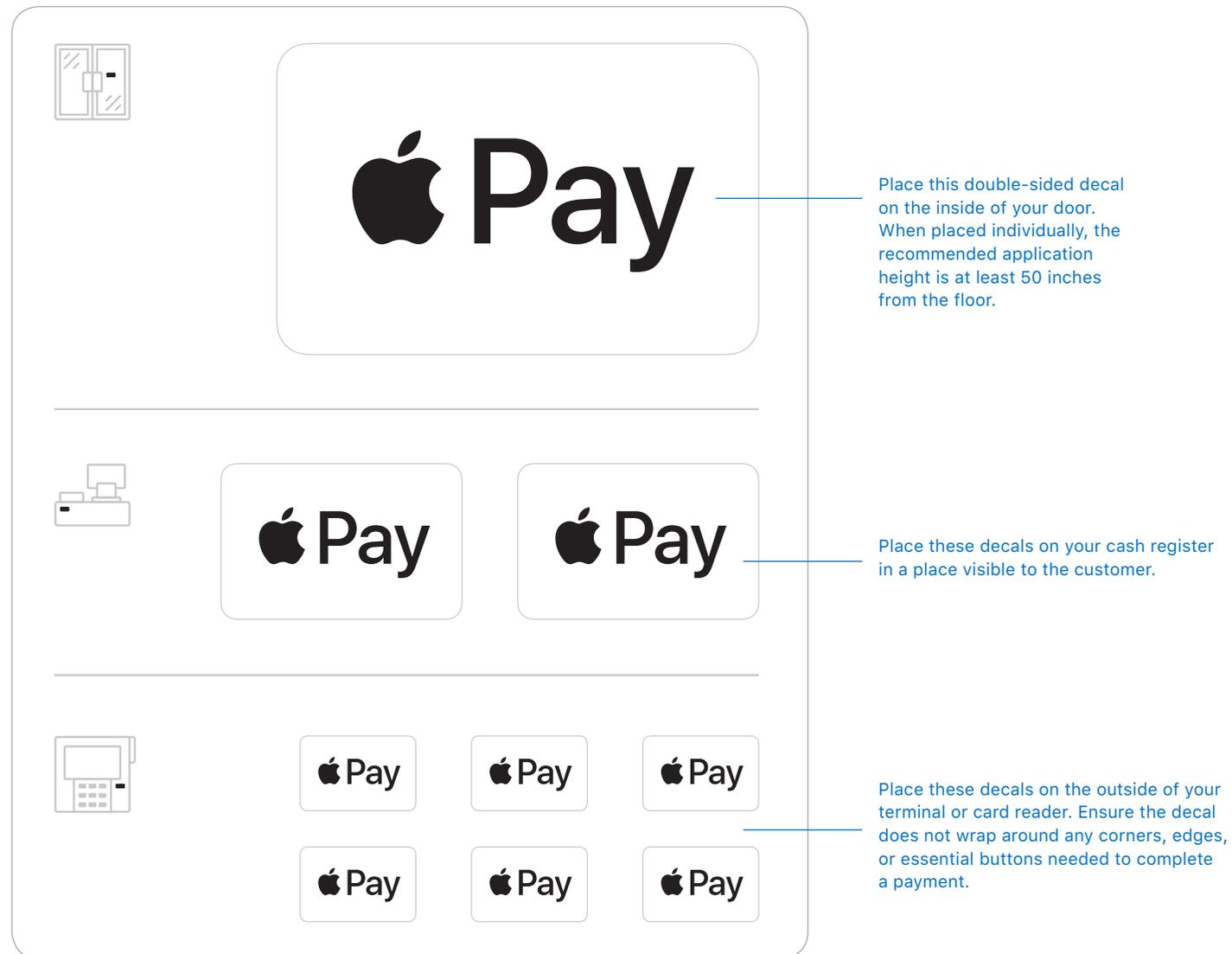


## Creative guidance



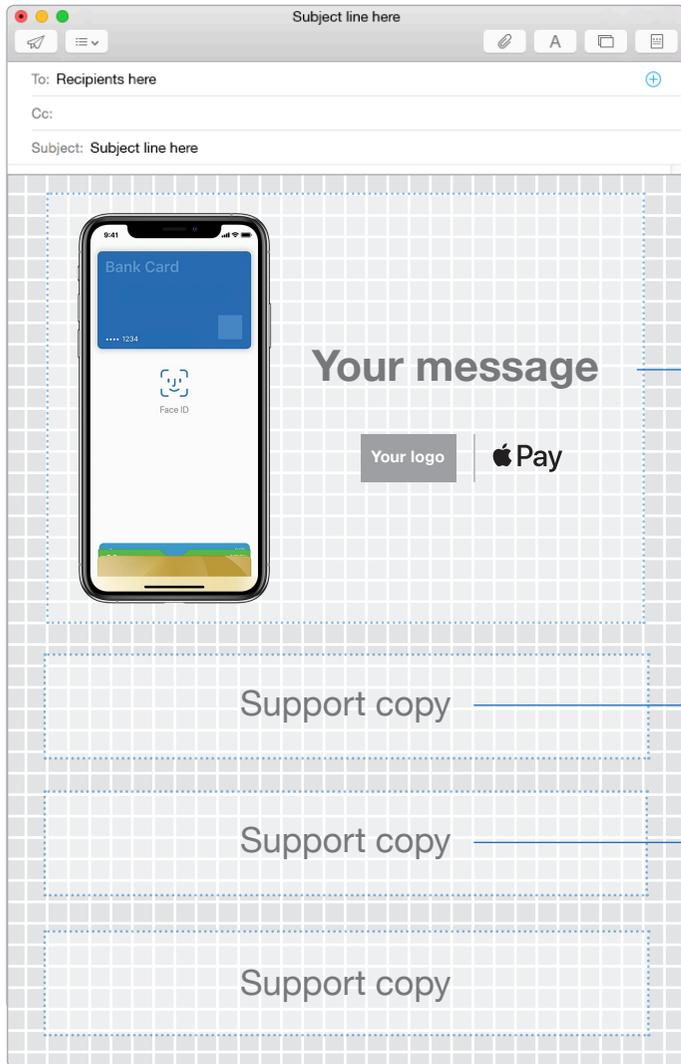
# Apple Pay mark decals

We've created decals for you to place on your store doors, cash registers, and terminals. These are available to you at no cost. Please work with your Apple Pay representative to place an order.



# Email

Follow up with your customers by email to inform them you accept Apple Pay in your stores. Include instructions on how to add a card and pay with Apple Pay.

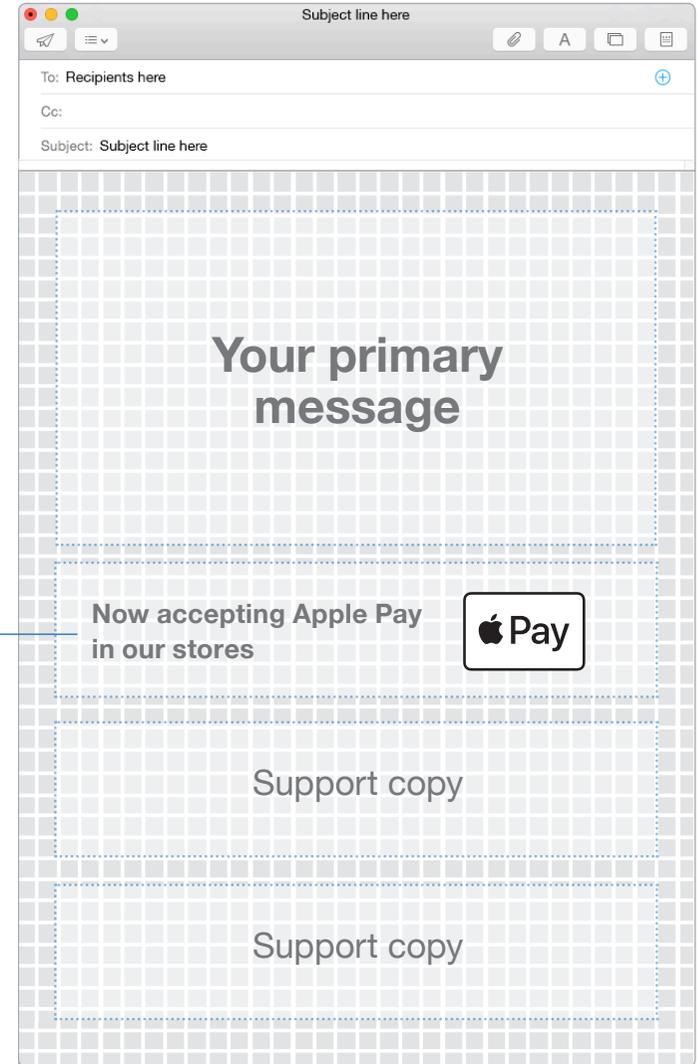


Reference any offers or incentives.

Focus your message on how to add a card.

Focus your message on where and how to pay.

Dedicated Apple Pay email

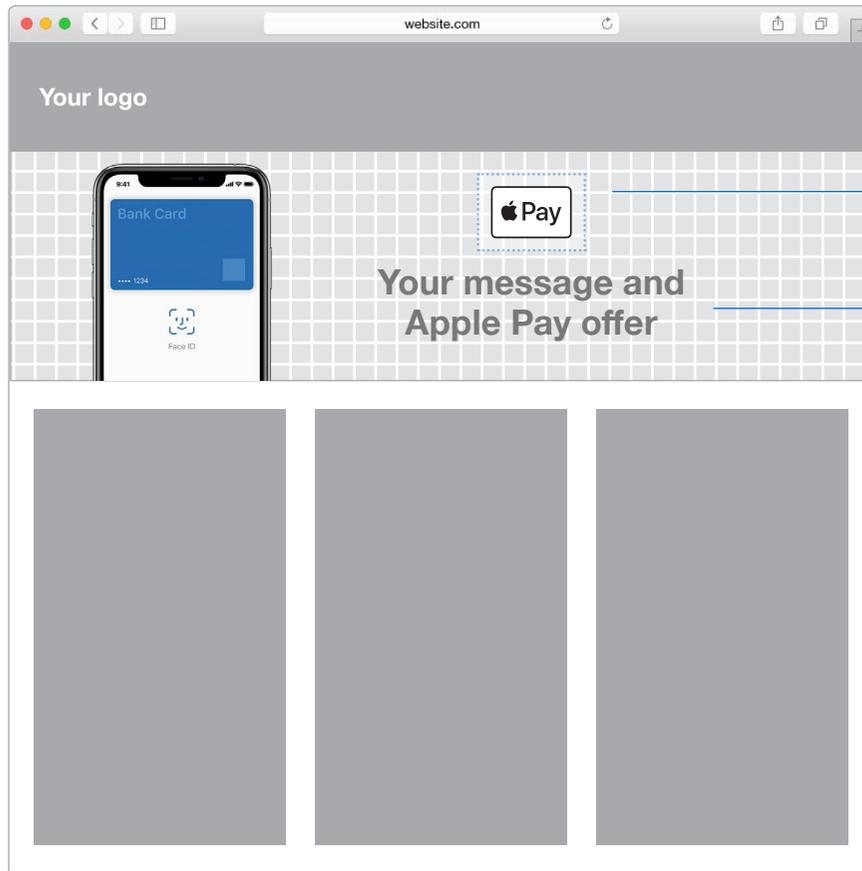


When using a text-only message, place the Apple Pay mark in a secondary banner. Avoid other mobile payment marks in these sections.

Multimessage email

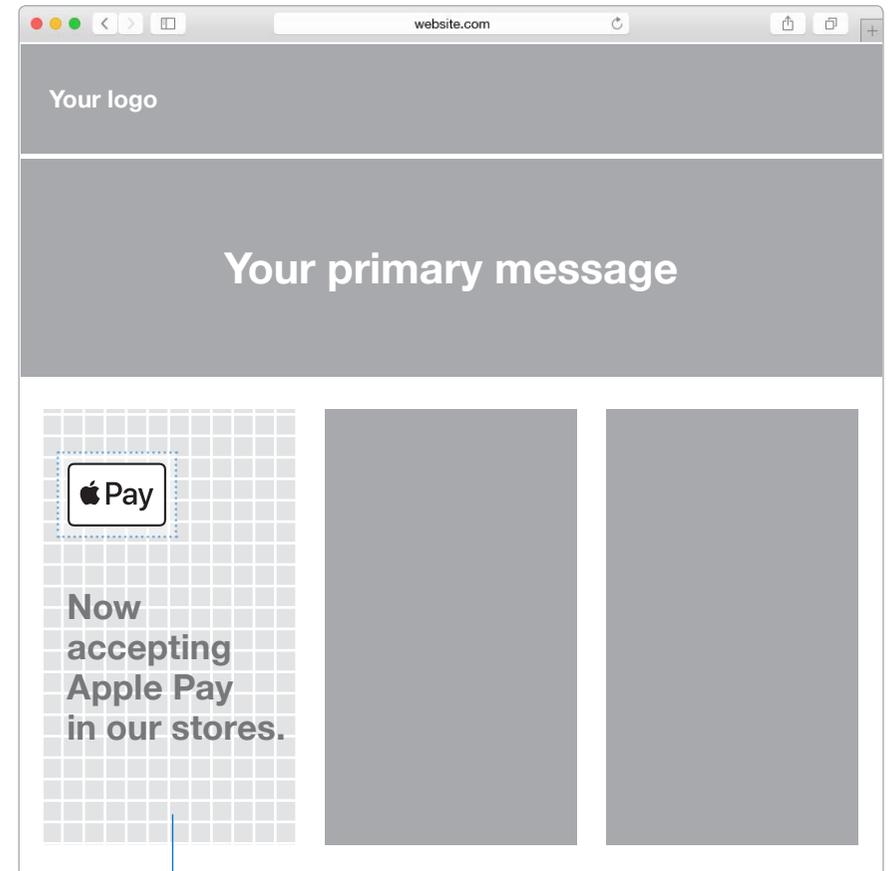
# Web banners

Use web banners to inform your customers you accept Apple Pay in your stores.



The Apple Pay mark can be used at a maximum pixel resolution of 168 x 108.

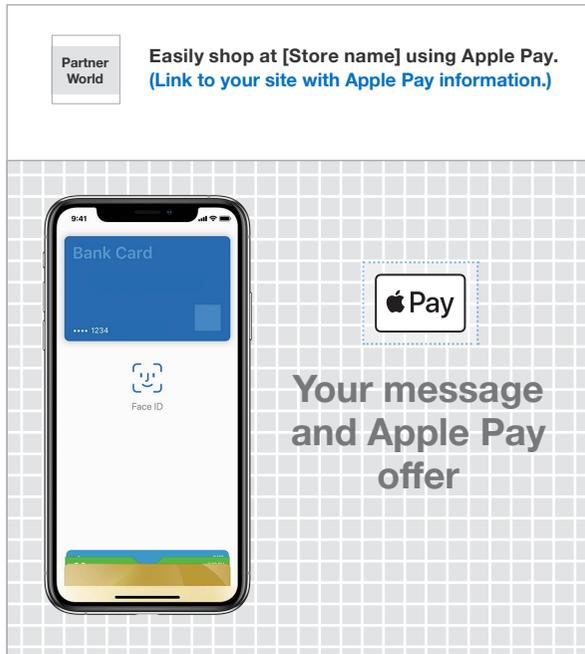
Let your customers know that you accept Apple Pay.



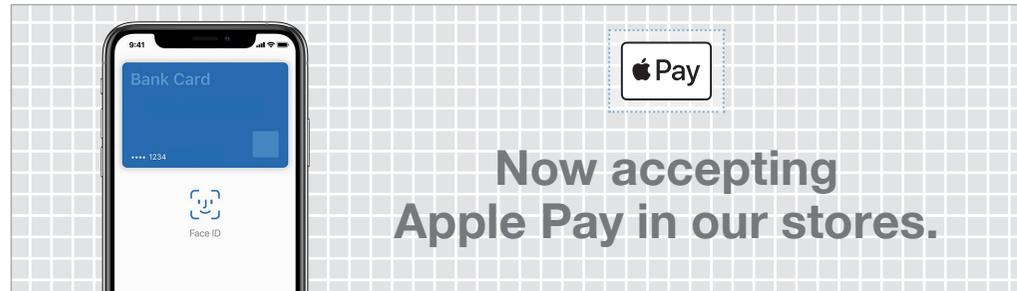
When using a text-only message, place the Apple Pay mark in a secondary banner. Avoid other mobile payment marks in these sections.

# Social media

Leverage your social media channels to inform your customers you accept Apple Pay in your stores.



Your own posts



Cover photos

# Design assets

Use the following hardware shells, screen shells, and card art when building your Apple Pay communications.

## Hardware shells

### iPhone using Face ID



## Screen shells

### Screen shells



### Secondary



## Generic card art

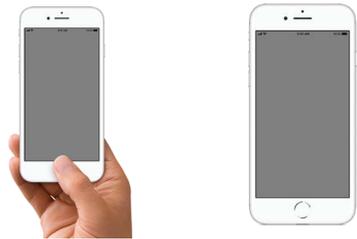


## Apple Wallet app



Wallet app

### iPhone using Touch ID



## Apple Watch



# Design guidance | Apple Pay mark

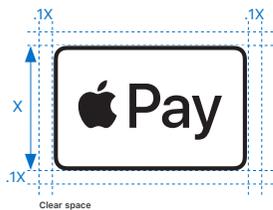
## Artwork

The Apple Pay mark is available only in white with an outline rule. Other color options are not available. Do not alter the artwork in any way or create your own version of the Apple Pay mark. Use only the artwork provided by Apple.



## Clear space

The minimum clear space for the mark is one quarter the height of the mark. Do not place graphics or typography in the clear space area.



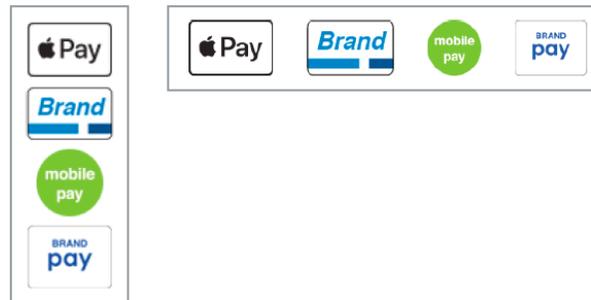
## Background color

A white or light background is preferred when displaying the Apple Pay mark. The mark can also appear on a marketing layout that features a dark background.



## Apple Pay with other mobile payments

To increase acceptance awareness, it is recommended that the Apple Pay mark be positioned first in an arrangement with other mobile payment marks.



## Things to avoid

Do not change the color or alter the artwork in any way. The Apple Pay mark is available only in white with an outline rule.



Do not add a message to the mark.



Do not use the Apple Pay logo on its own without the surrounding mark border.



# Product copy

	General messaging	Security and privacy messaging	How to add a card
<b>Suggested headline</b>	Check out faster with Apple Pay.	Apple Pay is the safer, more private way to pay.	Add your credit or debit card to Apple Pay. Setup is easy.
<b>Alternate headlines</b>	Pay safer and faster with Apple Pay. The easiest way to pay in stores.		
<b>Short copy</b>	Apple Pay is the safer, faster way to pay in stores with your iPhone and Apple Watch. Quickly check out using the devices you carry every day.*	When you make a purchase, Apple Pay uses a device-specific number and a unique transaction code. Your full card number is never stored on your device or on Apple servers, and it can't be shared with merchants. Apple Pay is private because it doesn't keep transaction information that can be tied back to you.	To get started, open the Wallet app on your iPhone.* Tap the "+" sign in the upper-right corner and follow the instructions. For Apple Watch, open the Apple Watch app on your iPhone, select "Wallet & Apple Pay," then follow the onscreen instructions.
<b>Alternate short copy</b>	Apple Pay is the safer, faster way to pay in stores with your iPhone and Apple Watch.* Add your credit or debit card to the Wallet app to get started.		
<b>Long copy</b>			Adding your credit or debit card to Apple Pay is simple.* Here's how to get started. <b>iPhone</b> <ul style="list-style-type: none"><li>• Open the Wallet app.</li><li>• Tap the "+" sign in the upper-right corner.</li><li>• Enter your card's security code to add your credit or debit card affiliated with your iTunes account. Or, select "Add a different card," and use your iPhone camera to scan the card information.</li></ul> <b>Apple Watch</b> <ul style="list-style-type: none"><li>• Open the Apple Watch app on your iPhone.</li><li>• Tap "Wallet &amp; Apple Pay" and select "Add Credit or Debit Card."</li><li>• Enter your card's security code to add your credit or debit card affiliated with your iTunes account. Or, select "Add a different card," and use your iPhone camera to scan the card information.</li></ul>
<b>Legal</b>	*For a list of compatible Apple Pay devices, see <a href="https://support.apple.com/en-hk/km207105">support.apple.com/en-hk/km207105</a> .		*For a list of compatible Apple Pay devices, see <a href="https://support.apple.com/en-hk/km207105">support.apple.com/en-hk/km207105</a> .

# Product copy

## How to pay

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**Suggested headline**    **The easiest way to pay in stores.**

**Short copy**    Apple Pay is the safer, faster way to pay in stores with your iPhone and Apple Watch.\* To pay with Face ID, double-click the side button, glance at your screen, then hold iPhone near the reader. For Touch ID, hold your iPhone near the reader with your finger on Touch ID. On Apple Watch, double-click the side button and hold Apple Watch up to the reader.

**Legal**    \*For a list of compatible Apple Pay devices, see [support.apple.com/en-hk/km207105](https://support.apple.com/en-hk/km207105).

## Where to pay

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Use Apple Pay wherever you see one of these symbols.



# 產品文案

	通用文案	安全與私隱文案	如何加入你的卡
建議標題	使用 Apple Pay，結帳更快捷。	Apple Pay 是更安全、更有效保障私隱的付款方式。	把你的信用卡或扣賬卡加入 Apple Pay，設定至為輕易。
備用標題	以 Apple Pay 付款，更安全，更快捷。 在商店付款，輕易之最。		
短版文案	Apple Pay 讓你透過 iPhone 及 Apple Watch，更安全、更快捷地在店內付款。瞬間完成結帳，只需日常隨身的裝置*。	在你購物時，Apple Pay 會使用一個特定的裝置號碼及獨有的交易編碼。而你的完整卡號則永遠不會儲存在你裝置或 Apple 的伺服器上，亦不能向商戶披露。為保障私隱，Apple Pay 也不會儲存任何可以追蹤到你身份的交易資料。	首先在你的 iPhone 上開啟銀包 app*，再點一下右上角的「+」號，然後按照指示操作即可。而要為 Apple Watch 設定，只需在 iPhone 上開啟 Watch app，選擇「銀包與 Apple Pay」，然後按照螢幕指示操作。
備用短版文案	Apple Pay 讓你透過 iPhone 及 Apple Watch*，更安全、更快捷地在店內付款。現在就把你的信用卡或扣賬卡加入銀包 app，開始使用。		
長版文案			把你的信用卡或扣賬卡加入 Apple Pay*，簡單之至，看看以下設定步驟，馬上開始。 <b>iPhone</b> <ul style="list-style-type: none"><li>開啟銀包 app。</li><li>點一下右上角的「+」號。</li><li>輸入你卡上的保安編碼，即可加入你 iTunes 帳戶關聯的信用卡或扣賬卡；或選擇「加入其他卡」，並以你的 iPhone 鏡頭掃描卡上資料。</li></ul> <b>Apple Watch</b> <ul style="list-style-type: none"><li>在你的 iPhone 上開啟 Watch app。</li><li>點一下「銀包與 Apple Pay」，並選擇「加入信用卡或扣賬卡」。</li><li>輸入你卡上的保安編碼，即可加入你 iTunes 帳戶關聯的信用卡或扣賬卡；或選擇「加入其他卡」，並以你的 iPhone 鏡頭掃描卡上資料。</li></ul>
法律聲明	*請前往 <a href="https://support.apple.com/zh-hk/km207105">support.apple.com/zh-hk/km207105</a> ，參閱 Apple Pay 兼容的裝置列表。		*請前往 <a href="https://support.apple.com/zh-hk/km207105">support.apple.com/zh-hk/km207105</a> ，參閱 Apple Pay 兼容的裝置列表。

# 產品文案

## 如何付款

建議標題	在商店付款，輕易之最。
短版文案	Apple Pay 讓你透過 iPhone 及 Apple Watch*，更安全、更快捷地在店內付款。以 Face ID 支付，只需按兩下側邊按鈕，看一眼螢幕，再把 iPhone 貼近讀卡器即可。若要以 Touch ID 支付，可把手指放在 Touch ID 上，同時把 iPhone 貼近讀卡器。而要透過 Apple Watch 支付，則可按兩下側邊按鈕及將 Apple Watch 貼近讀卡器。
法律聲明	*請前往 <a href="https://support.apple.com/zh-hk/km207105">support.apple.com/zh-hk/km207105</a> ，參閱 Apple Pay 兼容的裝置列表。

## 哪裡可用 Apple Pay

看見以下其中一個標誌，即可使用 Apple Pay。

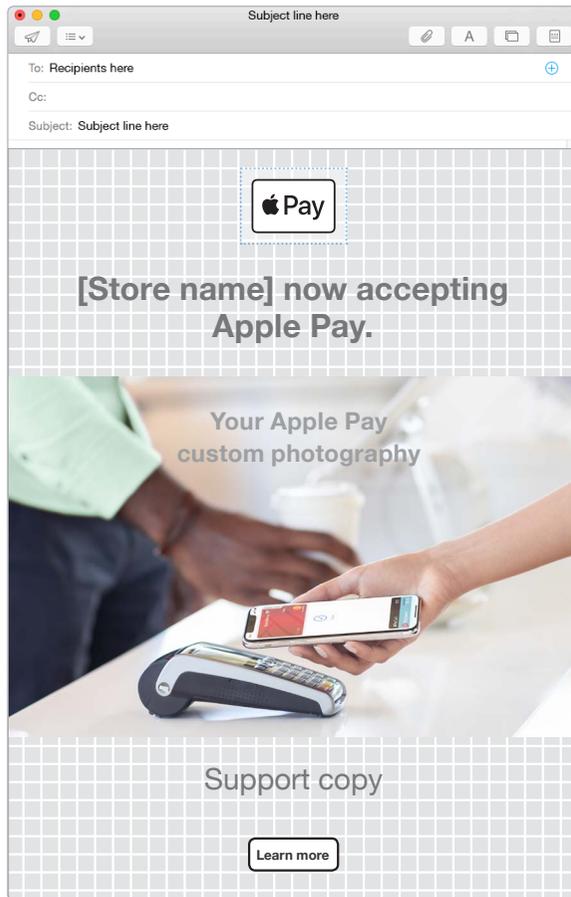


# Custom photography

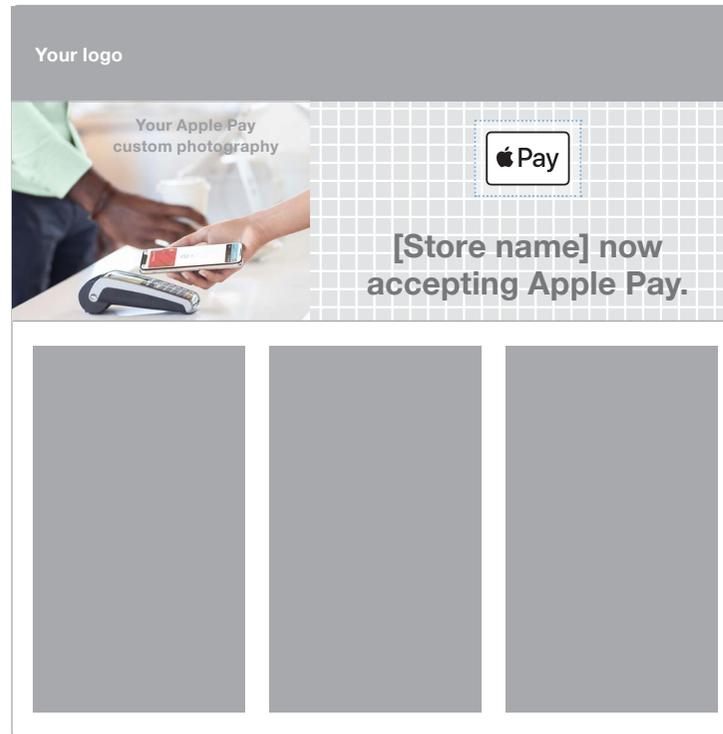
Use custom photography to show Apple Pay being used in an in-store environment. Please do not use stock photography.



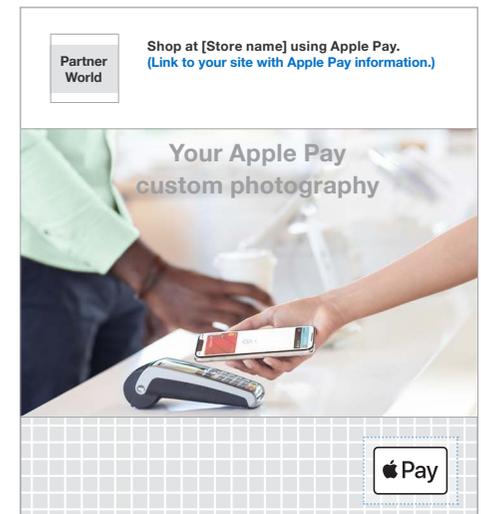
# Custom photography examples



Email



Web banner



Social media

## 2

# How to promote that you accept Apple Pay in your app, on your website, and in your stores.

On the next few pages, you'll find design guidance and messaging on how to build communications informing customers you accept Apple Pay across multiple channels, including in your app, on your website, and in your stores.

# Product images

Use iPhone, iPad, Apple Watch, and Mac shells to visualize your app or online store experience with Apple Pay. For more information about how to promote Apple Pay in your apps and on your website, please visit [developer.apple.com/apple-pay/marketing/](https://developer.apple.com/apple-pay/marketing/).



iPhone

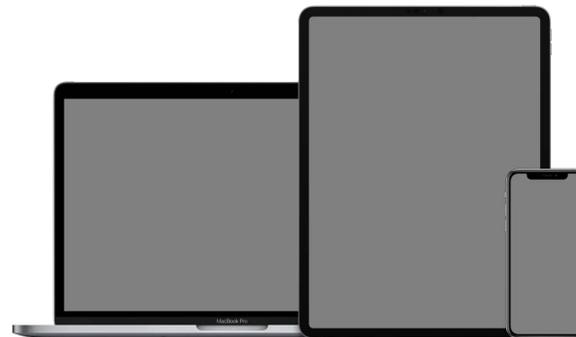
iPhone



Mac



Apple Watch



Mac, iPad, and iPhone



iPad and iPhone

# Screen content

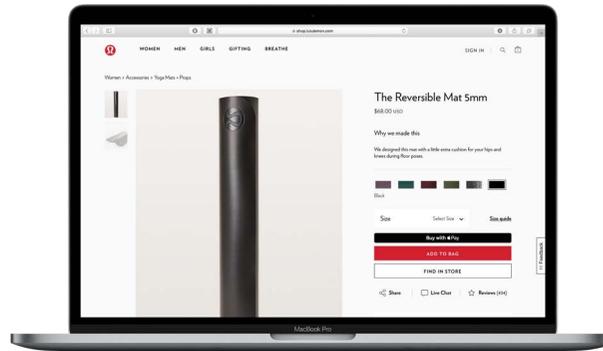
- Content on each product screen should reflect an authentic Apple Pay experience and purchase process.
- Please avoid displaying blank screens or screens without the Apple Pay button at checkout.



iPhone

## Your app

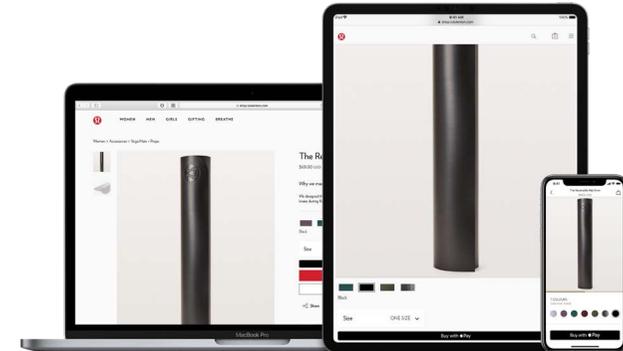
Feature your app showing the Apple Pay button at checkout.



Mac

## Your website with Safari

Feature your website on Safari showing the Apple Pay button at checkout.



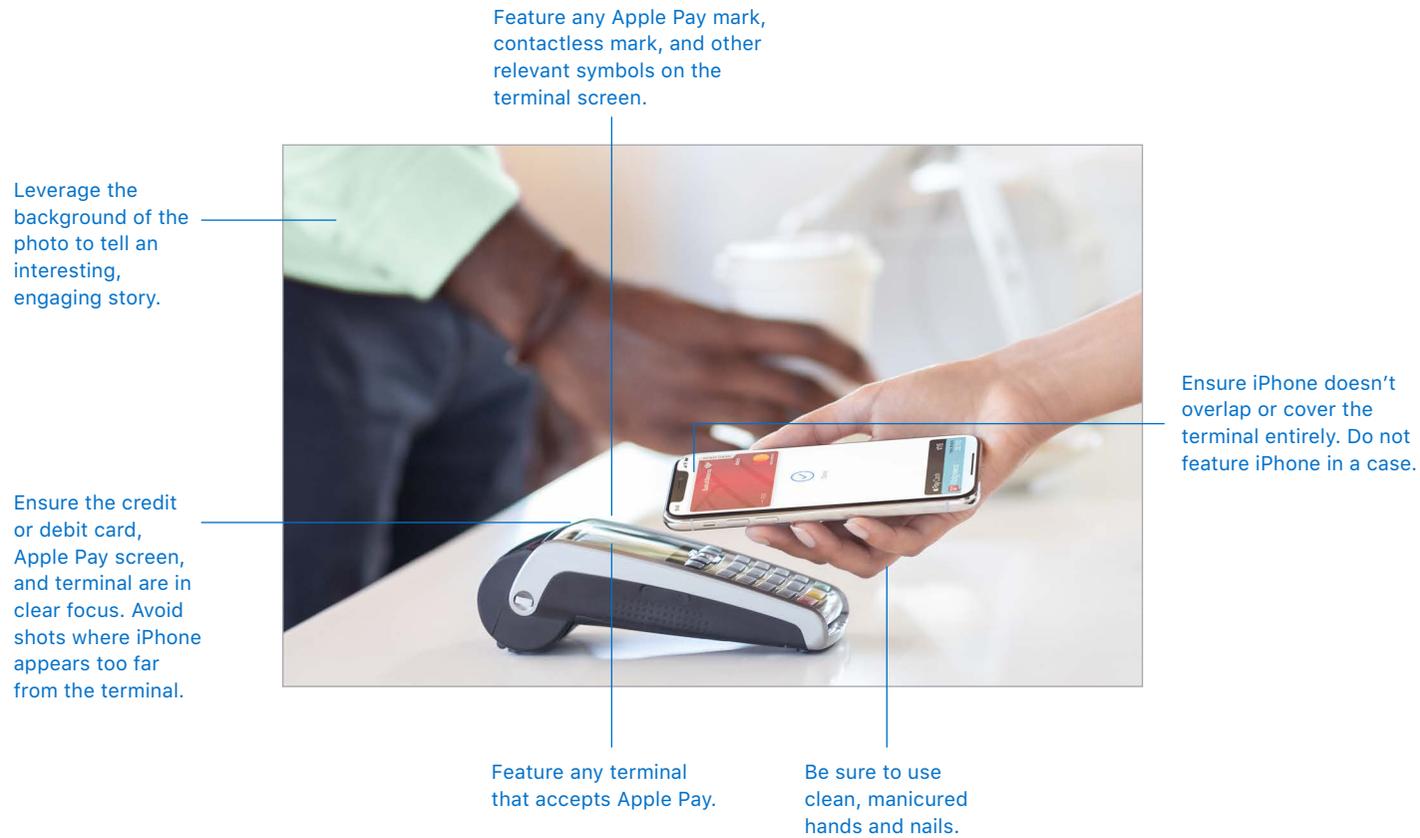
Mac, iPad, and iPhone

## Your app and website with Safari

Feature the Apple Pay button at checkout on your app and your website on Safari.

# Custom photography

Use custom photography to show Apple Pay being used in an in-store environment. Please do not use stock photography.



# Product copy

	General messaging	How to pay in stores	How to pay in apps and on websites
<b>Suggested headline</b>	<b>Pay safer and faster with Apple Pay.</b>	<b>The easier way to pay in stores.</b>	<b>The faster way to pay in apps and on your website.</b>
<b>Short copy</b>	Apple Pay is the easier, safer way to pay in stores, in apps, and on the web with your iPhone, Apple Watch, iPad, and Mac.*	Apple Pay is the easier, safer way to pay in stores with your iPhone and Apple Watch.* To pay with Face ID, double-click the side button, glance at your screen, then hold iPhone near the reader. For Touch ID, hold your iPhone near the reader with your finger on Touch ID. On Apple Watch, double-click the side button and hold Apple Watch up to the reader.	Apple Pay is the faster, safer way to pay in apps and on the web because you no longer have to create an account or fill out lengthy forms.*  To pay in apps and on websites in Safari on your iPhone and iPad, select Apple Pay at checkout and complete the payment using Face ID or Touch ID.  To pay on websites in Safari on your Mac, select Apple Pay and complete the payment using your iPhone or Apple Watch. On MacBook Pro, pay using Touch ID on the Touch Bar.
<b>Long copy</b>	Apple Pay is the easier, safer way to pay in stores, in apps, and on the web with your iPhone, Apple Watch, iPad, and Mac.* You can quickly check out using the devices you carry every day. Apple Pay is also the safer and faster way to pay online and in apps because you no longer have to create an account or fill out lengthy forms.		
<b>Legal</b>	*For a list of compatible Apple Pay devices, see <a href="https://support.apple.com/en-hk/km207105">support.apple.com/en-hk/km207105</a> .	*For a list of compatible Apple Pay devices, see <a href="https://support.apple.com/en-hk/km207105">support.apple.com/en-hk/km207105</a> .	*For a list of compatible Apple Pay devices, see <a href="https://support.apple.com/en-hk/km207105">support.apple.com/en-hk/km207105</a> .

## Where to pay

Use Apple Pay wherever you see one of these symbols.



# 產品文案

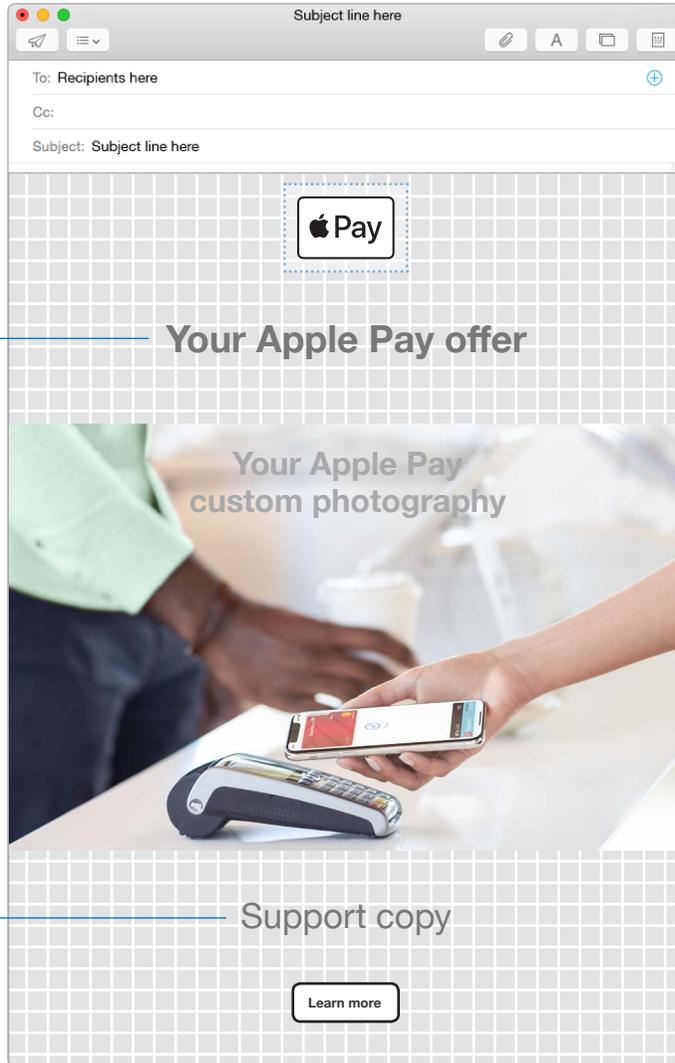
	通用文案	如何在店內付款	如何在 App 內及網站付款
建議標題	以 Apple Pay 付款，更安全，更快捷。	在商店付款，更為輕易。	在 App 內及網站付款，更為快捷。
短版文案	Apple Pay 讓你透過 iPhone、Apple Watch、iPad 及 Mac*，更輕易、更安全地在眾多商店、app 內及網站付款。	Apple Pay 讓你透過 iPhone 及 Apple Watch*，更輕易、更安全地在店內付款。以 Face ID 支付，只需按兩下側邊按鈕，看一眼螢幕，再把 iPhone 貼近讀卡器即可。若要以 Touch ID 支付，可把手指放在 Touch ID 上，同時把 iPhone 貼近讀卡器。而要透過 Apple Watch 支付，則可按兩下側邊按鈕及將 Apple Watch 貼近讀卡器。	使用 Apple Pay 在 app 內及網頁上付款*，無需建立帳戶或填寫冗長表格，更快捷、更安全。 你可使用 iPhone 和 iPad，在 app 內及在 Safari 上的網站付款，只需在結帳時選擇 Apple Pay，再以 Face ID 或 Touch ID 完成支付即可。 要使用你的 Mac 在 Safari 上的網站付款，可選擇 Apple Pay 並以 iPhone 或 Apple Watch 完成支付。而在 MacBook Pro 上，則可使用觸控欄上的 Touch ID 付款。
長版文案	Apple Pay 讓你透過 iPhone、Apple Watch、iPad 及 Mac*，更輕易、更安全地在眾多商店、app 內及網站付款。只需使用日常隨身的裝置，即可瞬間結帳。同時，使用 Apple Pay 在網上或 app 內付款，無需建立帳戶或填寫冗長表格，自然更安全、更快捷。		
法律聲明	*請前往 <a href="https://support.apple.com/zh-hk/km207105">support.apple.com/zh-hk/km207105</a> ，參閱 Apple Pay 兼容的裝置列表。	*請前往 <a href="https://support.apple.com/zh-hk/km207105">support.apple.com/zh-hk/km207105</a> ，參閱 Apple Pay 兼容的裝置列表。	*請前往 <a href="https://support.apple.com/zh-hk/km207105">support.apple.com/zh-hk/km207105</a> ，參閱 Apple Pay 兼容的裝置列表。

## 哪裡可用 Apple Pay

看見以下其中一個標誌，即可使用 Apple Pay。

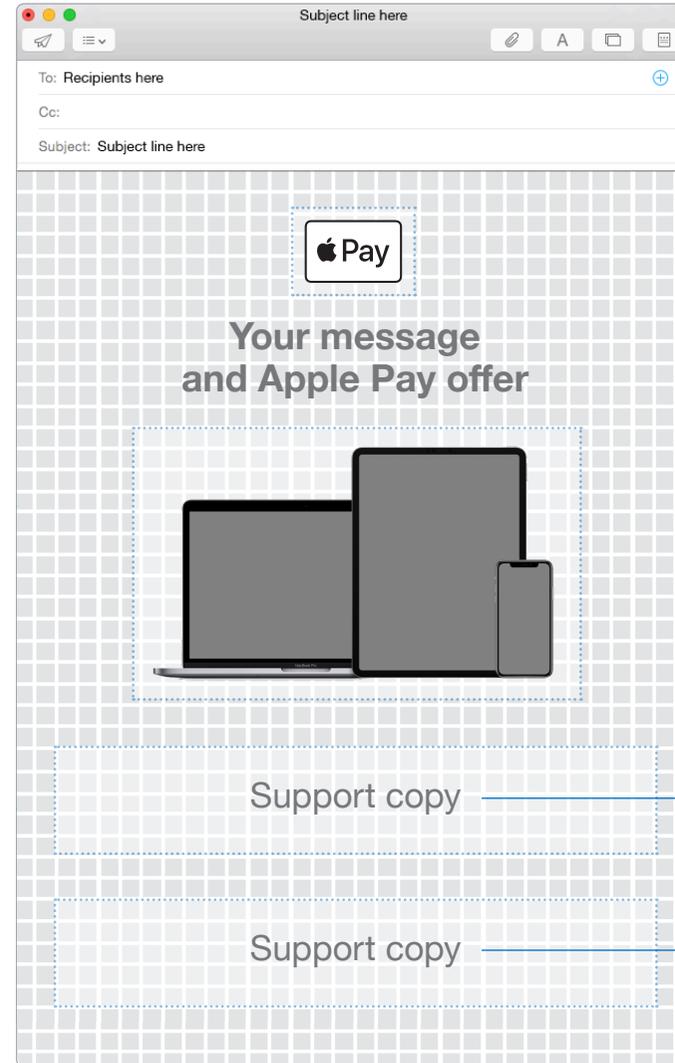


# Email



Let your customers know you accept Apple Pay in your store. Include relevant Apple Pay offers as needed.

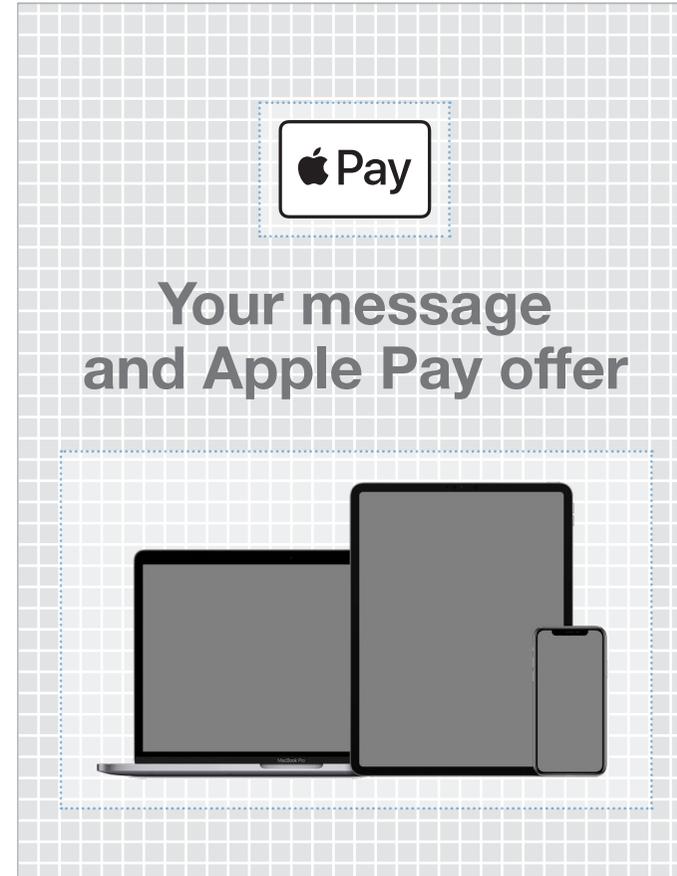
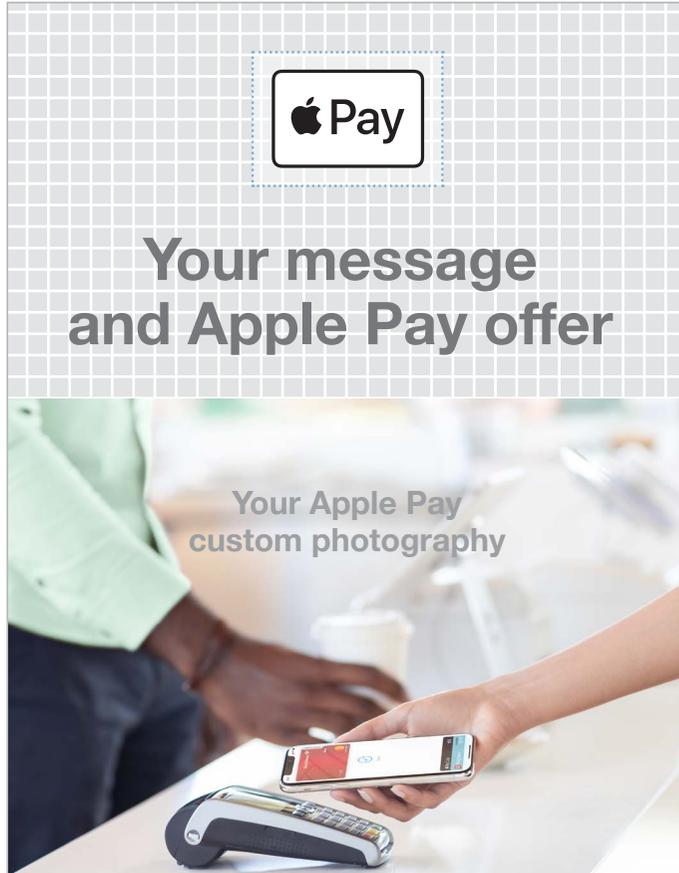
Provide customers with more detail about your Apple Pay offer.



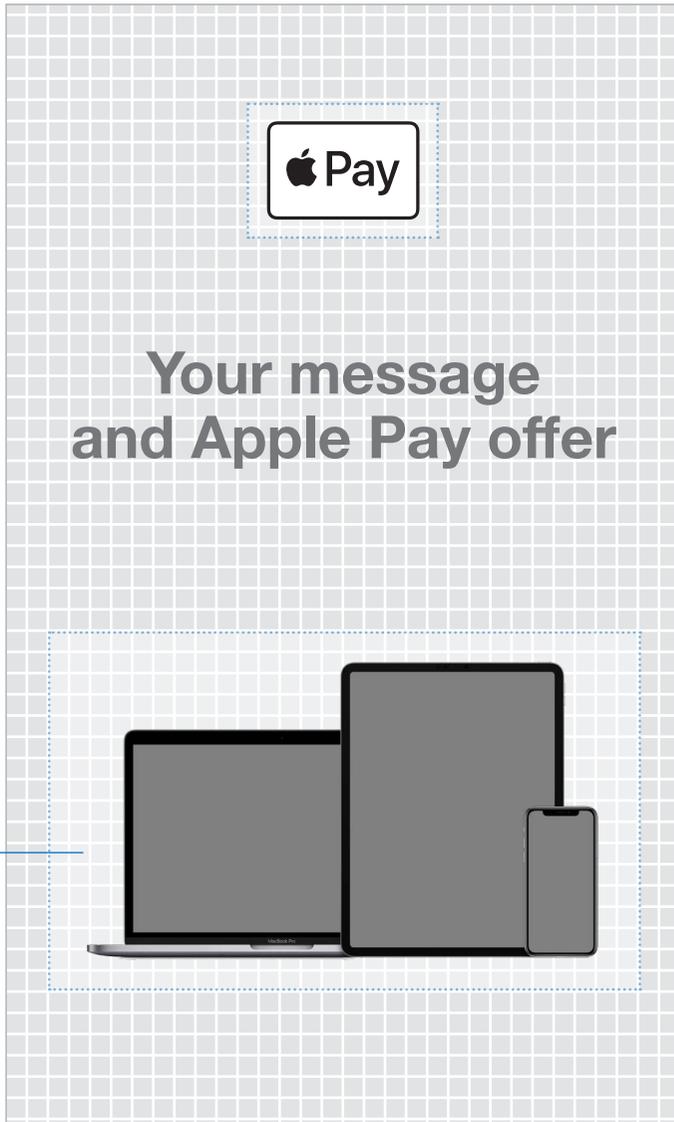
Provide customers with more detail about your Apple Pay offer.

Tell customers how to pay with Apple Pay in your app, online, and in stores.

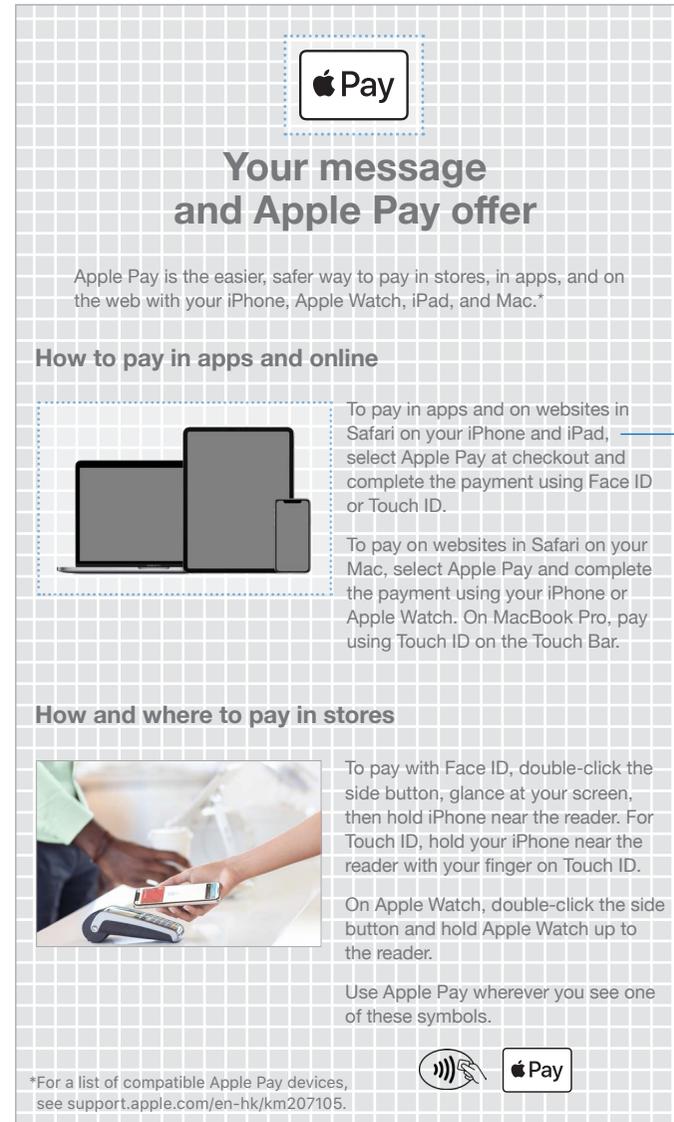
# In-store signs



# Flyers and handouts



Front

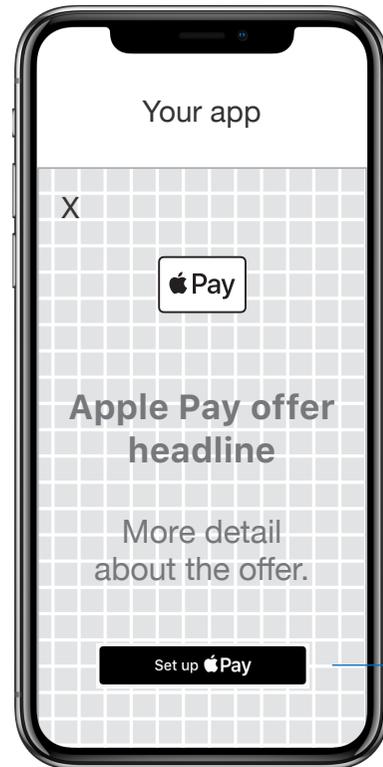


Back

Only include Apple Pay messaging relevant to your store, app, or web offerings.

# Promotions in apps

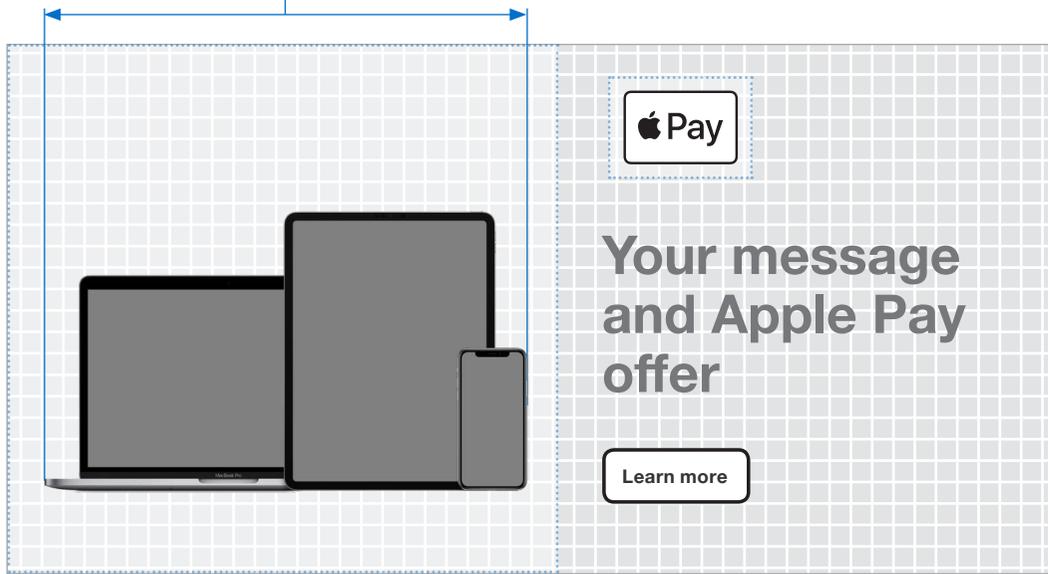
Promote dedicated Apple Pay offers in your apps. We suggest you overlay the message and offer on the opening app screen. Please reference [developer.apple.com/apple-pay/marketing/](https://developer.apple.com/apple-pay/marketing/) for app buttons and style guides.



Work with your Apple Pay representative to get access to this button or go to [developer.apple.com/apple-pay/marketing/](https://developer.apple.com/apple-pay/marketing/).

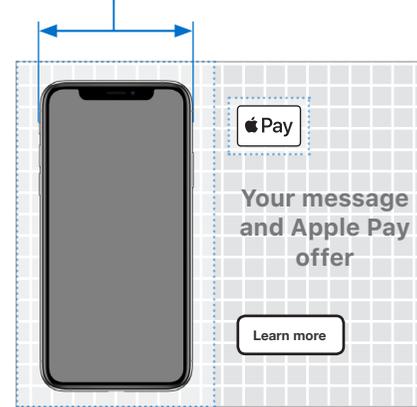
# Web banners

**Product image size**  
Width no less than 30% of horizontal media dimension.



Primary web banner

**Product image size**  
Width no less than 30% of horizontal media dimension.

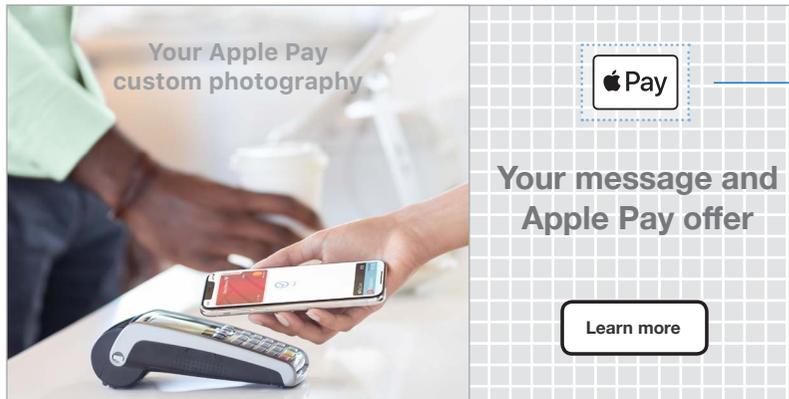


300 x 250

**Product image size**  
Height no less than 20% of vertical media dimension.



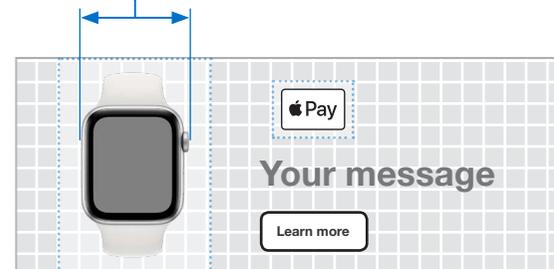
120 x 600



766 x 385

The Apple Pay mark can be used at a maximum resolution of 168 x 108.

**Product image size**  
Width no less than 20% of horizontal media dimension.



405 x 155

# Landing page

Below is guidance on how to build a dedicated Apple Pay landing page and properly use the provided hardware shells and copy blocks.

The wireframe landing page is set against a light gray grid background. At the top center is the Apple Pay logo, enclosed in a white rounded rectangle with a blue dashed border. Below it is the main heading: "Your message and Apple Pay offer". Underneath the heading is a paragraph of introductory text. The page is divided into three main sections: "How to pay in apps and online", "How and where to pay in stores", and a footer with a disclaimer and icons. Blue lines connect external callout text to specific elements on the page.

**Apple Pay**

## Your message and Apple Pay offer

Apple Pay is the easier, safer way to pay in stores, in apps, and on the web with your iPhone, Apple Watch, iPad, and Mac.\*

### How to pay in apps and online

To pay in apps and on websites in Safari on your iPhone and iPad, select Apple Pay at checkout and complete the payment using Face ID or Touch ID.

To pay on websites in Safari on your Mac, select Apple Pay and complete the payment using your iPhone or Apple Watch. On MacBook Pro, pay using Touch ID on the Touch Bar.

### How and where to pay in stores

To pay with Face ID, double-click the side button, glance at your screen, then hold iPhone near the reader. For Touch ID, hold your iPhone near the reader with your finger on Touch ID.

On Apple Watch, double-click the side button and hold Apple Watch up to the reader.

Use Apple Pay wherever you see one of these symbols.

\*For a list of compatible Apple Pay devices, see [support.apple.com/en-hk/km207105](https://support.apple.com/en-hk/km207105).

Icons: NFC symbol, Apple Pay logo

**Callouts:**

- "Include Apple-approved copy blocks." (points to the introductory paragraph)
- "Feature your app and website with Apple Pay at checkout." (points to the image of devices)
- "Include Apple-approved copy blocks." (points to the text under "How to pay in apps and online")
- "Include Apple-approved copy blocks." (points to the text under "How and where to pay in stores")
- "Feature Apple Pay being used at the point of sale." (points to the image of a person using a device at a counter)

# Trademarks and legal

## Apple requirements

Apple Pay and the Apple Pay UI assets as described in these guidelines 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 Apple Pay, Apple products, or Apple itself.

## Trademark attribution

Do not add a trademark symbol to the Apple Pay UI assets provided by Apple. In apps, include Apple trademark attributions wherever legal information is displayed.

In marketing communications, distributed only in the United States, the appropriate symbol (™, ™, or ®) must follow each Apple trademark the first time it is mentioned in marketing copy, for example:

Apple®  
Apple Pay®  
Apple Watch®  
Face ID®  
iPad®  
iPhone®  
Safari®  
Touch ID®

Refer to the Apple Trademark List at [www.apple.com/legal/intellectual-property/trademark/appletmlist.html](http://www.apple.com/legal/intellectual-property/trademark/appletmlist.html) for the correct trademark symbol.

In all regions, include the following credit line:

Apple, the Apple logo, Apple Pay, Apple Watch, Face ID, iPad, iPhone, iTunes, Mac, MacBook Pro, Safari, and Touch ID are trademarks of Apple Inc., registered in the U.S. and other countries. Touch Bar is a trademark of Apple Inc.

List only the specific Apple trademarks used in the text or audio in your marketing communications.

For more information about using Apple trademarks, visit “Guidelines for Using Apple Trademarks and Copyrights” at [www.apple.com/legal/intellectual-property/guidelinesfor3rdparties.html](http://www.apple.com/legal/intellectual-property/guidelinesfor3rdparties.html).

With Apple’s approval, a translation of the legal notice and credit line (but not the trademarks) can be used in materials distributed outside the U.S. Never translate an Apple trademark.

## Notes

- Trademark symbols do not need to be included in marketing headlines. (The mark is only required the first time the name of a trademarked product appears in the text.) If space is restricted, you can include the credit line on the link-to page.

