



# FireWire Logo Guidelines

## Overview

These guidelines show the correct treatment of the FireWire symbol on hardware such as cables, connectors, and other devices, and of the new FireWire logo on marketing and communications materials such as packaging, advertising, promotions, manuals, and websites.

The FireWire logo shown here replaces all previously distributed versions of the FireWire logo. Artwork for the new FireWire logo and symbol can be obtained from Apple Software Licensing at <http://developer.apple.com/mkt/swl/agreements.html#firewire>.



**FireWire Symbol**  
Use for print



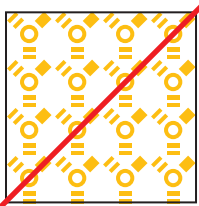
Use for engraving



**FireWire Logo**  
One-color version



Two-color or  
four-color version



Do not use any part of the logo as a graphic element, background, or pattern.



Do not alter the black border. Do not change the logotype.

## The FireWire Symbol

The FireWire symbol or icon (shown at left) refers to the graphic device used to indicate a physical connection between hardware devices that support the FireWire (IEEE 1394) specification. For more information about the IEEE 1394 specification, consult the IEEE 1394 Trade Association website at [www.1394ta.org](http://www.1394ta.org).

The FireWire symbol can be used by itself only on hardware products to identify FireWire connections and to indicate compatibility with other products that contain or use FireWire technology.

## The FireWire Logo

The FireWire logo consists of the FireWire symbol and the FireWire logotype (that is, the name set in specially designed type), and the black border that surrounds them, as shown at left. It should be used in all promotional materials and communications pertaining to FireWire technology.

Always reproduce the complete logo from the electronic artwork provided. Do not separate the elements of the logo, and do not alter or remove the black border that surrounds the FireWire logo.

## Using the FireWire Artwork

Do not alter the symbol or logo in any way. Do not rotate, animate, or render them three-dimensional. Do not use any part of the logo as a decorative illustration, graphic element, background, or pattern.

Do not translate or localize the FireWire logo, and do not add words or version numbers to it. Never attempt to set the logotype yourself, change the font, or alter the size, proportions, or space between letters.



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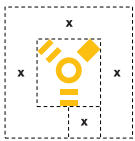


### Minimum Size

The minimum height for the FireWire symbol is 3 mm.

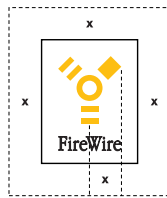


The minimum height for the FireWire logo is 15 mm.

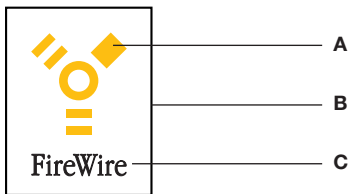


### Minimum Clear Space

The minimum clear space around the symbol should be equal to X on all sides, where X = half the width of the FireWire symbol, as shown above.



The minimum clear space around the logo should be equal to X on all sides, where X = half the width of the FireWire symbol, as shown above.



	PANTONE® Color	Four-Color Process
A	PANTONE® 130	C=0, M=27, Y=100, K=0
B	Black	C=0, M=0, Y=0, K=100
C	Black	C=0, M=0, Y=0, K=100

### Colors for Printing the FireWire Logo

### Minimum Size

The minimum size for the FireWire symbol on hardware is 3 mm.

The minimum size for the complete FireWire logo is 15 mm, as shown. When the logo is used in conjunction with a third-party company or product identity, the FireWire logo must be clearly subordinate in both size and placement to the primary company or product identity.

### Minimum Clear Space

Clear, open space is an integral part of the FireWire symbol and logo. Do not place graphics, type, photographs, or illustrations inside the minimum clear space area surrounding the symbol or logo, as shown.

The minimum clear space area for the FireWire symbol is equal to one-half the width of the symbol. The minimum clear space area for the FireWire logo is also equal to one-half the width of the FireWire symbol.

### Color

The FireWire symbol and logo can be printed using PANTONE® colors or four-color process colors, as shown at left, or solid black. On dark or colored backgrounds, the FireWire symbol should be reversed to white.

On hardware, the FireWire symbol can be embossed, debossed, or molded in plastic, as long as it is clearly legible. Use the outline version of the FireWire symbol to create a die for engraving.

The preferred background color for the FireWire logo is white or off-white. The logo can appear on black or other colors, and on photographic backgrounds, as long as the legibility of the logo is not diminished. Do not alter the white background within the black border that surrounds the FireWire logo.

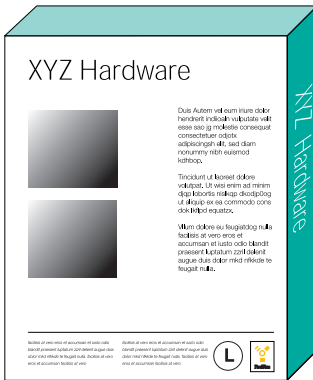


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In advertising, the FireWire logo should be clearly subordinate in both size and position to the advertiser's primary identity.



On most packages and manuals, the FireWire logo should be placed near hardware specifications and other technology ingredient or compatibility marks.

### Using the FireWire Logo In Advertising and Collateral

In advertising and other marketing materials, the FireWire logo should be positioned in a clearly subordinate size and position to the advertiser's primary company or product identity, as shown.

### On Packaging and Manuals

The FireWire logo should be positioned in a visible area on the outside of product packaging and manuals, but should be smaller than and clearly subordinate to the primary company or product identity. On most packages and manuals, the FireWire logo should be positioned in close proximity to the product's hardware specifications and to any other technology ingredient or compatibility marks used.

### Trademark and Credit Lines

In printed materials, place a registered trademark symbol (®) immediately following the first mention of the FireWire trademark (name) in text. Do not use a trademark symbol with the FireWire trademark (name) more than once in a communication.

Always include the appropriate credit line in your legal notices when using the FireWire symbol or logo:

FireWire and the FireWire symbol are trademarks of Apple Computer, Inc., registered in the U.S. and other countries. The FireWire logo is a trademark of Apple Computer, Inc.

### For More Information Apple Trademarks Department

1 Infinite Loop, M/S 38-TM  
Cupertino, CA 95014  
Email: [appletm@apple.com](mailto:appletm@apple.com)  
Telephone: 408-974-6638

### Apple Software Licensing Department

2420 Ridgeway Drive, M/S 198-SWL  
Austin, TX 78754  
Email: [sw.license@apple.com](mailto:sw.license@apple.com)  
Telephone: 800-793-9378 or 512-674-2645  
Web: <http://developer.apple.com/mkt/swl/agreements.html>

### IEEE 1394 Trade Association

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2350 Mission College Boulevard  
Santa Clara, CA 95054-1552  
Telephone: 408-748-9416  
Fax: 408-748-9417  
Web: <http://www.1394ta.org>