

Newton Systems Group Trademark and Branding Guidelines

- Use “Newton” when referring to the Newton platform and platform products from Apple that use Newton as their brand name:

Newton platform, Newton products, Newton Connection Kit, Newton Toolkit, Newton OS, Newton Development Platform, Newton Keyboard, Newton Enhancement Pack, Newton Print Pack.

- Use “for Newton” after the brand name of third-party products for use with the Newton platform—do not use Newton as part of a third-party product name unless the third party has a written trademark license from Apple:

ACT! for Newton, Notion for Newton, etc.

- Use “MessagePad” when referring to Apple products exclusive to the MessagePad product line.

Apple MessagePad, Apple MessagePad Charging Station; Apple MessagePad External Fax Modem; Apple MessagePad AC Adapter, Apple MessagePad product line.

- Do not use “Newton” to refer to the Apple MessagePad product.

Yes: Apple MessagePad

No: Newton MessagePad, Apple Newton, Newton

- A trademark is not and should never be used as a noun.

Yes: The Apple MessagePad device is the premier system on the Newton platform.

No: The Apple MessagePad is the premier Newton.

- Trademarks are never plural.

Yes: Newton devices are available worldwide.

No: Newtons are available worldwide

- Trademarks are never possessive.

Yes: The handwriting recognition capability of the Newton system...

No: The Newton’s handwriting recognition capability...

- The Newton Signature

The Newton signature consists of the light bulb logo and the word, “Newton.” The light bulb logo cannot be used alone—it must always be accompanied by the word Newton.

The Newton signature can be used in either vertical or horizontal orientations.

The Newton signature cannot be animated, muted, morphed, or otherwise distorted in any way.

- The Newton Compatibility Logo

The Newton Compatibility logo is used to identify software applications developed pursuant to a Newton Toolkit sales and distribution agreement.

The logo must be used on product packaging and in communications such as advertisements and brochures. Hardware and software requirements for using the product must appear on the packaging.

Apple U.S. Trademarks

light bulb logo®

Newton®

MessagePad™

Newton Intelligence™

NewtonMail™

NewtonScript™

StarCore™

NOTE: The Newton signature and the Newton Compatible logo can be used only under license from Apple.