

Logo Licensing for Newton Solutions

Apple's Newton Systems Group has recently embarked on a new logo licensing strategy for third-party Newton platform products. First, and most important, the circular "Newton Compatible" logo (Figure 1) that many developers licensed for use on packaging beginning in late 1993 has been terminated by Apple's Software Licensing group. This means that if you are currently using the mark, you need to discontinue its use on packaging, documentation, or media associated with your Newton platform solution product. These marks may be covered with stickers or removed from artwork when you re-print packaging and documentation.

Figure 1.



Why did we terminate this mark? We found that the logo didn't allow for future growth and changes in the platform operating system without causing customer confusion or modification of the mark. Customers might experience a great deal of confusion upon finding a "Newton Compatible" application on the shelf, only to find that it really isn't compatible with ALL versions of the Newton operating system. The logo would need to be updated for each version of the Newton operating system released, causing developers to have to re-print packaging or cover the old logo with new ones. We wanted to move third-parties to a more universal mark which customers could easily identify and which will work in the long-term without changes each time we rev the OS.

In place of the "Newton Compatible" logo, we have moved to the use of the original vertical Newton Signature (Figure 2) by third-parties, which comprises the familiar light bulb logo and the word Newton.

Figure 2.



For the first time, third-parties will be able to license the Newton Signature for use on their packaging and product promotions. The Newton Signature is a highly recognizable mark that carries with it a great deal of brand equity in the market place. We'd like to extend the use of the mark to third-parties to identify their applications and solutions as platform products, and to leverage the equity that Apple has built around the logo. The Newton Signature logo should be used in combination with system requirements on the solution packaging. Customers will then know to look for the familiar Newton logo on both hardware and software platform products for Newton PDA devices. They will then be able to identify its operating system compatibility by the system requirements placed on the packaging by the developer.

For a no-fee license agreement and guidelines for use of the mark on packaging, contact Apple Software Licensing at SW.LICENSE@applelink.apple.com.

We have also developed a logo strategy to help you communicate to customers about your adoption of new technologies in your solutions. The first of these, seen below in Figure 3, will allow you to communicate to customers that your solution works on Newton 2.0.

Figure 3.



Whether you've got a 1.x application that is compatible with Newton 2.0 or have created a new application from scratch for Newton 2.0, use of this mark will clearly identify it for customers as a product to use on Newton 2.0 PDA devices. This was important, given the number of changes that occurred in the operating system and the number of applications that used undocumented calls under 1.x, thereby making them incompatible with Newton 2.0. Use of this mark will make it easy for developers to communicate to customers which products they should buy and run on new Newton 2.0 PDAs, whether they are original 1.x applications or new 2.0 applications.

Like the Newton Signature logo, this "Works with Newton 2.0" logo is easy to obtain and use. You may request a no-fee license agreement from Software Licensing. Part of the agreement is a technical criteria survey, against which you must test your Newton application. Once your product meets the technical criteria, it qualifies for use of the mark. We encourage all developers to test their applications against the survey criteria and to use the mark whenever possible. Additionally, by licensing the mark, your product will automatically be placed on a list of applications for Newton 2.0, which will be made widely available to Newton customers via on-line postings, fax-back services, and other internal distribution channels. Use of the logo is a great way to educate your customers that your product is one that they should use on a Newton 2.0 device and to gain exposure for your product in Apple's marketing channels.

Questions on any of these logo programs can be directed to Apple's Software Licensing Group at SW.LICENSE@applelink.apple.com or to the Newton Developer Relations Group at NEWTONDEV@applelink.apple.com.