

SEPT 2016



MARKETING GUIDELINES

Guidelines for Beats Authorized Resellers Only



HOW TO USE THIS GUIDE

To ensure the Beats brand stays strong and our assets are delivered consistently, we've provided you with this branding guide. These guidelines introduce the tools and different types of marketing campaigns you can use to let customers know about Beats products and your services. They'll help you magnify your partnership with Beats while creating communications that highlight your unique business proposition. Key design principles are included to help you get the most out of each campaign.

There are two different types of campaign: Beats-created and Reseller-created featuring Beats products.

- **Beats-created materials** are for Product Launch, Product Refresh, and Key Seasonal communications. These campaigns are preferred as they are provided by Beats. Contact your Beats marketing representative for the latest campaigns.
- **Your communications featuring Beats products** are for communications that fall between Beats-created campaigns, and should not be launched until 30 days after the Beats campaign has ended. If you need to develop your own communications, follow these guidelines.

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**FOUNDED BY MUSIC INDUSTRY ICONS DR. DRE
AND JIMMY IOVINE, BEATS HAS RISEN TO THE
TOP OF THE AUDIO ELECTRONICS GAME.**

**WITH ITS FAMILY OF INDUSTRY-LEADING HEADPHONES, EARPHONES,
AND SPEAKERS, BEATS OFFERS MUSIC LOVERS AROUND THE WORLD
A STUDIO-QUALITY LISTENING EXPERIENCE.**

BRANDING: THE BEATS WAY

PRODUCT IS KING

Be bold. Make a statement with prominent product placement.

LESS IS MORE

Strive for simple, clean, and uncluttered communications.

BE REAL, DON'T "SELL"

Be direct. Keep messaging succinct and conversational.



THE BREAKDOWN

All communications featuring Beats products must be submitted to Beats for approval. To help your submission speed through the review process, we've included product tag lines and copy, and important information on proper naming, color reproduction, and photography usage.

You'll find more information on submitting communications for review in the Resources section of this guide.





USING BEATS IN PRODUCT NAMES

For product names that don't incorporate the word "beats" (such as Solo³ Wireless, Pro, etc.), the company name should preface the product name (Beats Solo³ Wireless).

Product names that incorporate the word beats (such as Powerbeats³ Wireless or urBeats) should not be prefaced with the company name. Never write out a product name using "beats" more than once.

Capitalization and word spacing in product names should always appear as shown here. When referring to versions of a Beats product, the relevant number or symbol should be in superscript. For example, Powerbeats³ Wireless, Beats Pill⁺, and Beats^x.

Never translate a Beats product name.

BEATS COLLECTIONS

Beats will often develop special color collections. Collection names should never be translated.

USING BEATS IN TEXT

Business and consumer-facing communications should refer to the brand as Beats or Beats by Dr. Dre.

Never translate the Beats or Beats by Dr. Dre marks in text.

On-Ear Headphones	Over-Ear Headphones	Earphones	Speaker
Beats EP	Beats Studio Wireless	urBeats	Beats Pill ⁺
Beats Solo ²	Beats Pro	Beats ^x	
Beats Solo ³ Wireless		Beats Tour ²	
		Powerbeats ³ Wireless	



On this page you will find approved headlines and short copy blocks for use in your campaigns. Longer copy blocks are available through Apple Sales Web (ASW) or your Beats representative.

	Product	Headline	Advertising Copy
On-Ear Headphones	Beats EP	Start Listening.	Beats EP on-ear headphones deliver masterfully tuned sound for any music lover.
	Beats Solo ²	Designed for Sound. Tuned for Emotion.	Beats Solo ² is designed with fine-tuned acoustics that will bring you closer to what the artist intended you to hear.
	Beats Solo ³ Wireless	Designed for Sound. Tuned for Emotion.	Beats Solo ³ Wireless headphones immerse you in rich, award-winning sound, everywhere you want to go.
Over-Ear Headphones	Beats Studio Wireless	Feel the music, not the wires.	The Beats Studio Wireless features the iconic Beats sound with Dual-Mode Adaptive Noise Canceling, plus the added benefit of wireless listening.
	Beats Pro	The headphones used to mix in every major studio.	From the first note to the final mix, the Beats Pro headphones delivers reliable reference sound.
Earphones	urBeats	Upgrade your sound.	Designed for music lovers who strive for the ultimate combination of sound and style.
	Beats ^x	Talk. Listen. Beats.	Fit for your life, Beats ^x earphones are the perfect wireless companion.
	Beats Tour ²	Ultimate Sound. Fit to move.	Beats Tour ² earphones are sweat and water-resistant with a variety of fit options for all-day comfort and big sound.
	Powerbeats ³ Wireless	Performance. Power. Freedom.	Powerbeats ³ Wireless steps up performance, endurance, and intensity for next level workouts.
Speaker	Beats Pill ⁺	Sound bigger than its size.	Beats Pill ⁺ is designed to fill the room with a rich clear sound field that has as much power as it does definition.



Approved headlines and copy blocks for Collections are outlined below. Additional copy blocks are available through ASW or your Beats representative.

Collection	Product	Headline	Advertising Copy
Beats Icon Collection	Beats Solo ³ Wireless	The Beats Icon Collection.	The Beats Icon Collection delivers pure sound in five timeless colors: Gloss Black. Rose Gold. Gold. Silver. Black.
Editions	Solo ² Luxe Edition	Shine On.	The Luxe Edition of Beats Solo ² shines brilliantly in four new colors: Black. Red. Blue. Silver.

WHAT'S UP WITH COLOR?

Beats products are available in a variety of colors. Use the swatches and color breakdowns on the following pages to correctly represent the colors available for each product. Use only squares, circles, or squares with rounded corners, as shown, as your swatch shapes.



ON-EAR
HEADPHONES



BEATS EP



Black

C75 M68 Y67 K90

R0 G0 B0



White

C5 M3 Y3 K0

R255 G255 B255



Red

C0 M98 Y80 K20

R196 G27 B47



Blue

C98 M74 Y9 K35

R0 G58 B112



BEATS SOLO²



Gloss
Black

C75 M68 Y67 K90

R0 G0 B0



Gloss
White

C0 M0 Y0 K0

R255 G255 B255



Luxe Edition
Red

C0 M86 Y51 K37

R142 G56 B65



Luxe Edition
Blue

C93 M26 Y0 K18

R32 G115 B170



Luxe Edition
Silver

C20 M18 Y22 K8

R193 G189 B180



Luxe Edition
Black

C64 M51 Y51 K87

R34 G35 B35



BEATS SOLO³
WIRELESS



Gloss
Black

C75 M68 Y67 K90

R0 G0 B0



Gloss
White

C0 M0 Y0 K0

R255 G255 B255



Gloss
Black

C75 M68 Y67 K90

R0 G0 B0



Rose
Gold

C11 M27 Y19 K0

R217 G191 B188



Gold

C0 M5 Y6 K16

R218 G208 B202



Silver

C17 M13 Y14 K0

R208 G208 B208



Black

C58 M45 Y44 K84

R29 G33 B35

Note: Refer to Apple Sales Web (ASW) for complete product information.



OVER-EAR
HEADPHONES



BEATS STUDIO
WIRELESS



Gloss
Black

C75 M68 Y67 K90

R0 G0 B0



Gloss
White

C0 M0 Y0 K0

R255 G255 B255



Matte
Black

C73 M67 Y65 K80

R22 G22 B22



Titanium

C53 M46 Y49 K12

R122 G119 B115



Metallic
Sky

C63 M47 Y40 K9

R105 G118 B128



Metallic
Gold

C0 M5 Y6 K16

R218 G208 B202



BEATS PRO



Infinite
Black

C75 M68 Y67 K90

R0 G0 B0

EARPHONES



URBEATS



Black

C75 M68 Y67 K90

R0 G0 B0



Rose
Gold

C11 M27 Y19 K0

R217 G191 B188



Gold

C0 M5 Y6 K16

R218 G208 B202



Silver

C17 M13 Y14 K0

R208 G208 B208



Space
Gray

C45 M37 Y34 K1

R148 G147 B151



BEATS^x



Black

C75 M68 Y67 K90

R0 G0 B0



White

C0 M0 Y0 K0

R255 G255 B255



BEATS TOUR²



Black

C75 M68 Y67 K90

R0 G0 B0



Titanium

C71 M53 Y55 K42

R70 G78 B79

Note: Refer to Apple Sales Web (ASW) for complete product information.

EARPHONES



**POWERBEATS³
WIRELESS**



Black

C75 M68 Y67 K90

R0 G0 B0



White

C0 M0 Y0 K0

R255 G255 B255



**Shock
Yellow**

C27 M0 Y100 K0
C75 M68 Y67 K90

R202 G216 B67
R0 G0 B0



**Siren
Red**

C0 M90 Y60 K0
C75 M68 Y67 K90

R207 G66 B86
R0 G0 B0



**Flash
Blue**

C77 M33 Y0 K0
C62 M52 Y49 K20

R86 G141 B202
R98 G101 B104

SPEAKER



BEATS PILL⁺



Black

C75 M68 Y67 K90

R0 G0 B0



White

C0 M0 Y0 K0

R255 G255 B255

PHOTOGRAPHY FOR EVERYTHING

Beats provides single and multi-product photography for each product and color, taken from multiple angles including three-quarter left, three-quarter right, head on, and side view.

Beats product photography should be used only as provided, and never altered or manipulated in any way.

Never remove drop shadows from product photography.

Never shoot your own product photography unless approved by your Beats representative.



Beats product photography is available as single and multi-product images.























Use the grid below for direction on using Beats product images in your Above the Line and Below the Line Communications.

Never shoot or film your own Beats product images for use.

Never remove drop shadows from Beats photography. Use only product photography provided by Beats.

If you do not carry one of the colors shown in a group shot, feature a single-product photo and utilize color swatches to display available colors. See pages 11-14 for color swatch information.

Product photography is available through Apple Sales Web (ASW) or your local Beats representative.

	Above the Line			Below the Line						
	OOH/Billboard	Print Ad	Online Display	Windows	In-Store Signage	Circular/Flyer	Email	Partner Website Banners	Website Pages	Social Media
SINGLE-PRODUCT										
										
MULTI-PRODUCT										
										

● Full- and half-page circular and flyer placements only.

The primary view is the preferred angle. Use the primary and alternate 1 and 2 angles within your communications. Other angles available on ASW are used for long form product page layouts where more product angles are necessary to explain features and benefits.

Single-Product Photography

Multi-Product Photography

Primary

Alt 1

Alt 2

Primary

ON-EAR HEADPHONES

BEATS EP



BEATS SOLO²



BEATS SOLO³ WIRELESS



Beats Icon Collection

Single-Product Photography

Multi-Product Photography

Primary

Alt 1

Alt 2

Primary

OVER-EAR HEADPHONES

BEATS STUDIO WIRELESS



BEATS PRO



Single-Product Photography

Multi-Product Photography

Primary

Alt 1

Alt 2

Primary

EARPHONES

URBEATS



BEATS^x



BEATS TOUR²



Single-Product Photography

Multi-Product Photography

Primary

Alt 1

Alt 2

Primary

EARPHONES

POWERBEATS³ WIRELESS



SPEAKERS

BEATS PILL⁺



DON'T DO THIS

To help speed your submission through the approval process, be sure to avoid the common photography-related mistakes illustrated below.

All photography used to advertise Beats products must be provided by Beats.

DO NOT REMOVE DROP SHADOWS



DO NOT ALTER PRODUCT ANGLE



DO NOT MIX PRODUCT FAMILIES ON YOUR OWN — USE ONLY BEATS-PROVIDED FAMILY PHOTOGRAPHY



DO NOT COMBINE MULTIPLE BRANDS INTO ONE LOCK-UP



DO NOT CREATE PRODUCT REFLECTIONS



DO NOT SHOOT YOUR OWN PRODUCT PHOTOGRAPHY



DO NOT CREATE YOUR OWN MULTI PRODUCT SHOTS — USE ONLY BEATS-PROVIDED IMAGES.



DO NOT USE DISTRACTING BACKGROUNDS



VIDEO EXCITEMENT

Beats produces two types of videos which are available for reseller use:

- Product Animation Videos
- Sizzle Videos

This section explains the benefits of utilizing product videos and outlines how they can be used.

Never alter Beats videos in any way.

Do not create your own videos with Beats products.



PRODUCT ANIMATION VIDEOS

These videos highlight a specific Beats product, focusing on features and specifications, and are presented in a visually exciting graphic presentation.

SIZZLE VIDEOS

Sizzle videos feature top talent using Beats products in various lifestyle situations. These videos demonstrate the breadth of our talent base while presenting real-use scenarios for Beats products. Sizzle videos will elevate

Both Product and Sizzle videos will elevate your Beats presence in an environment with sound, although sound is not required.

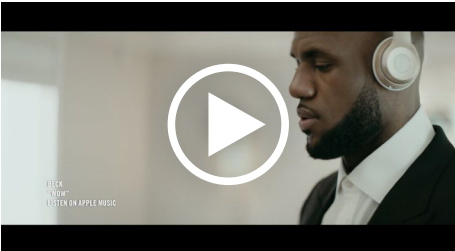
Beats videos can be used between September 2016 and September 2017.

Beats videos are available through Apple Sales Web (ASW) or your local Beats representative.

VIDEO USAGE



Product Animation Videos



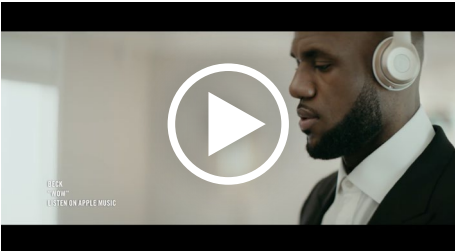
Sizzle Videos

Above the Line			Below the Line					
OOH/Billboard	Print Ad	Online Display	Windows	In-Store TV Displays	Email	Partner Website Banners	Website Pages	Social Media

VIDEO AVAILABILITY



Product Animation Videos



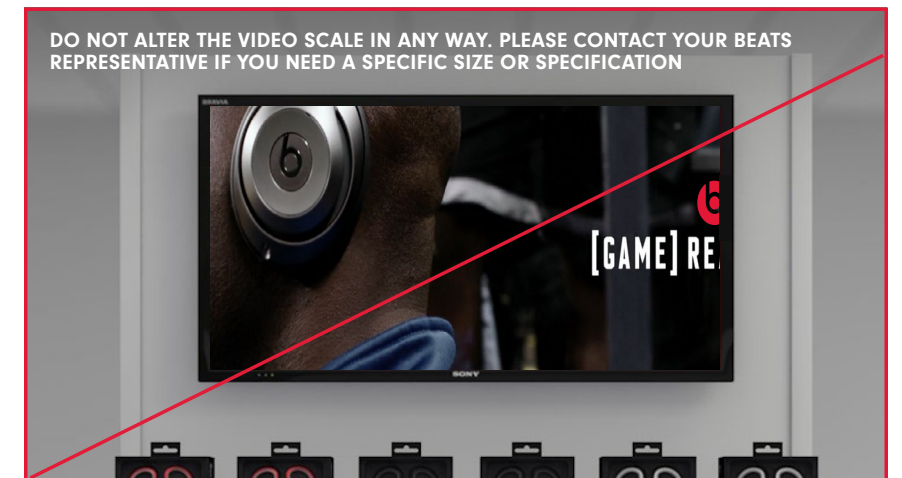
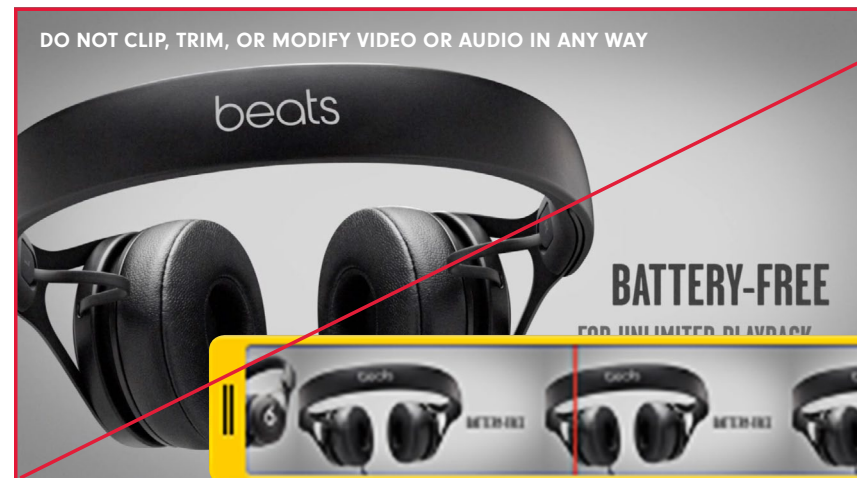
Sizzle Videos

Beats EP	Beats Solo ²	Beats Solo ³ Wireless	Beats Studio Wireless	Beats ^x	Powerbeats ³ Wireless	Beats Pill ⁺

● Full- and half-page circular and flyer placements only.

DON'T DO THIS

Beats videos are a great way to enhance your marketing and merchandising efforts. To help ensure you are using Beats videos correctly, avoid the common mistakes outlined below.



BEATS REPRESENTS

The Beats by Dr. Dre and Beats b logo marks are recognized and respected symbols, and should always be used correctly. This section explains how to properly incorporate these marks into your communications.



Beats has developed certain lock-ups for the combined presentation of the Beats by Dr. Dre and Beats b logo marks. These lock-ups can be used alone or paired with your logo, depending on the communication type.

The full-color red and gray Beats lock-up should only be used on communications with a light background.

When creating communications with both the Beats lock-up and your own logo, use the solid black or white version.

Use the following guidelines for logo use:

- Horizontal versions are the primary logos and should be used whenever possible
- Stacked versions can be used when horizontal space is limited

Refer to the grid below for direction on how to use logos in your communications.

Above the Line				Below the Line						
OOH/Billboard		Print Ad	Online Display	Windows	In-Store Signage	Circular/Flyer	Email	Partner Website Banners	Website Pages	Social Media
BEATS LOCK-UP										
PARTNER LOGO LOCK-UP										

SIZING

Partner and Beats logos should be given equal visual weight.

The horizontal Beats lock-up should always be paired with the horizontal version of your logo.

The stacked Beats lock-up should always be paired with the stacked or vertical version of your logo.

Submit all partner logo lock-ups to Beats for approval.

PARTNERSHIP DIVIDER

As part of the partner logo lock-up, a thin vertical bar should be centered between your logo and the Beats lock-up.

CLEAR SPACE

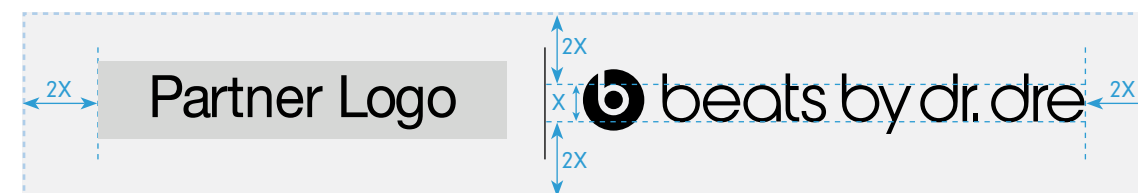
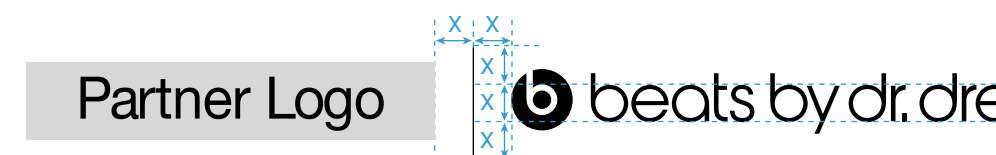
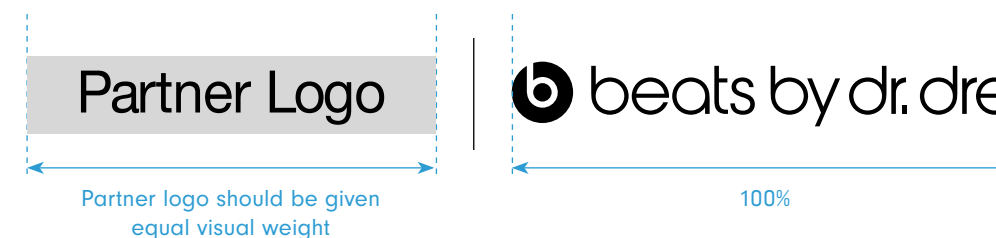
Clear space around the partner logo lock-up should be maintained at all times.

Refer to page 28 for instructions on how to determine the clear space.

STACKED PARTNER LOGO LOCK-UP



HORIZONTAL PARTNER LOGO LOCK-UP

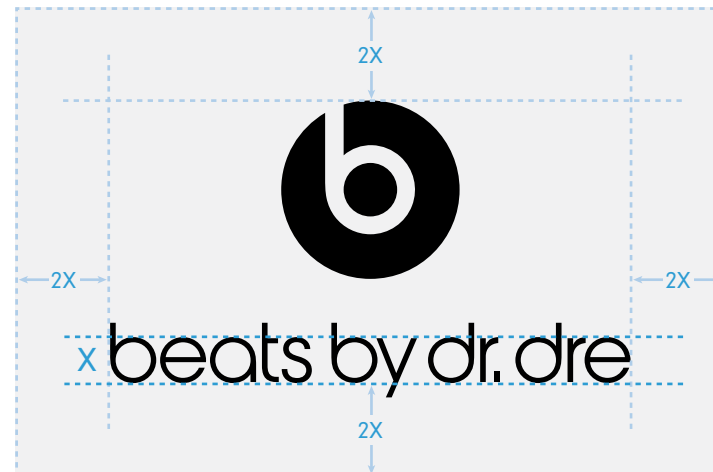


DETERMINING CLEAR SPACE

The Beats lock-up must follow the clear space guidelines illustrated below. No other copy, photography, logos, or graphics can be placed within this space.

The amount of clear space is determined by measuring the x-height of the Beats lock-up (X).

STACKED PARTNER LOGO LOCK-UP



HORIZONTAL PARTNER LOGO LOCK-UP



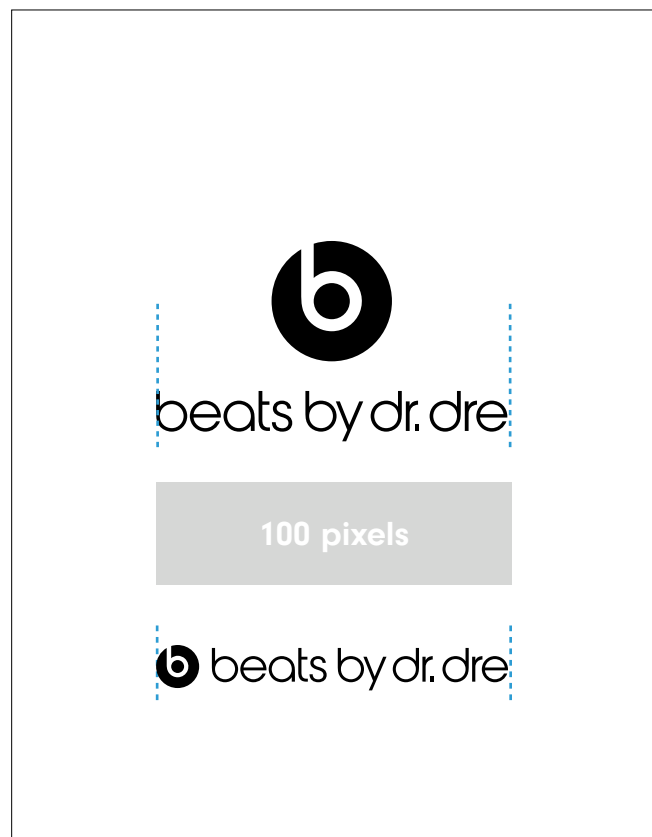
HOW TO DETERMINE MINIMUM SIZE

The allowable minimum sizes for the Beats lock-up are shown here.

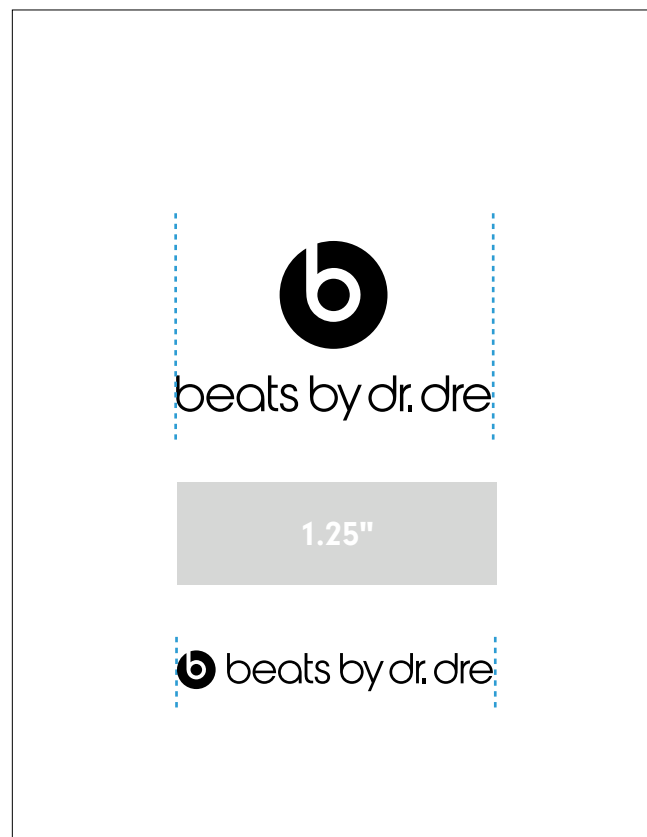
When working in digital formats, the Beats lock-up should never be less than 100 pixels wide.

For larger formats, please consult your Beats marketing representative.

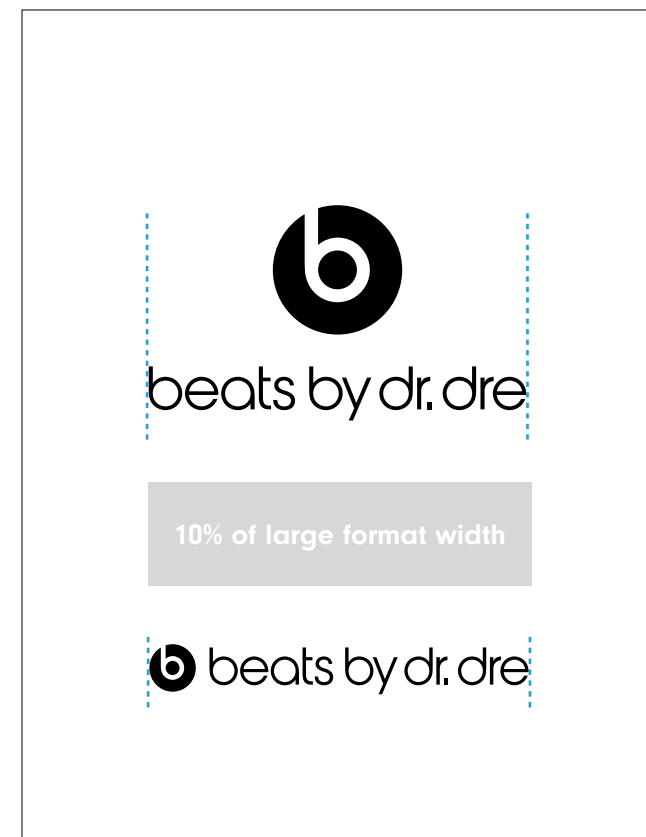
DIGITAL



PRINT



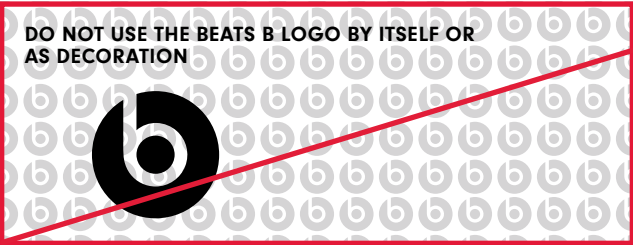
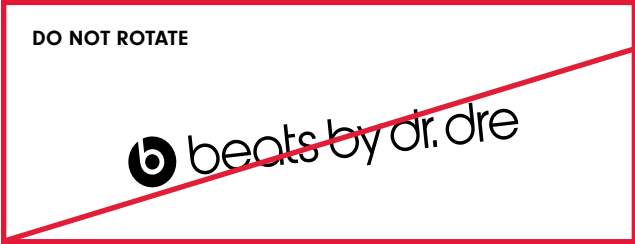
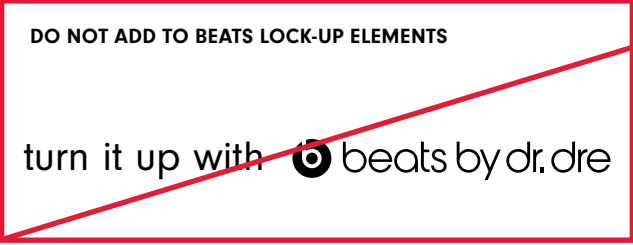
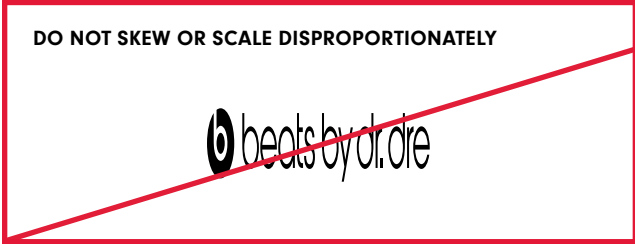
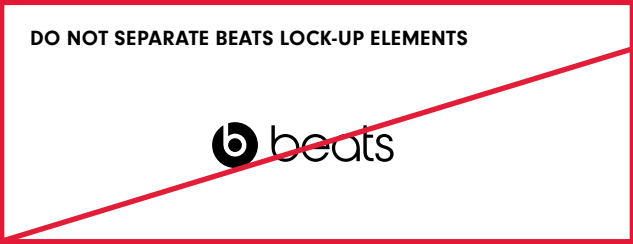
LARGE FORMAT



DON'T DO THIS

In order to speed up the approval process, be sure to use the Beats lock-up and partner logo lock-ups correctly. Avoid the common mistakes illustrated below.

Remember, all partner logo lock-ups must be submitted to Beats for approval.



BEATS × YOU

This section is all about incorporating Beats into your communications. Here we provide messaging and layout guidance, but the materials should be designed around your own brand.



This section provides guidance for creating your own communications using the product images and copy provided by Beats.

For custom marketing opportunities such as store takeovers, contact your Beats marketing representative.

When designing your communications, please use these design guidelines. Be sure to include a brief headline, message, and your logo. Make sure your message aligns with the Beats product image.

See page 08 for product tag lines and advertising copy. Additional product information can be found on Apple Sales Web (ASW).

Short headline

Lead with why Beats from you is great. Include the full name of the Beats product you are featuring in the headline or support copy.

Use your own logo.

You can use the Beats lock-up or your own logo. When using the Beats lock-up, refer to page 26.

Your Message



Support Copy

YOUR LOGO | b beats by dr.dre

Use your own branding.

Apply your corporate brand colors, fonts, and background to your communications.

Product image clearance

Keep clear space around the image. See the guidelines on the following pages for specific clearance areas.

Image placement

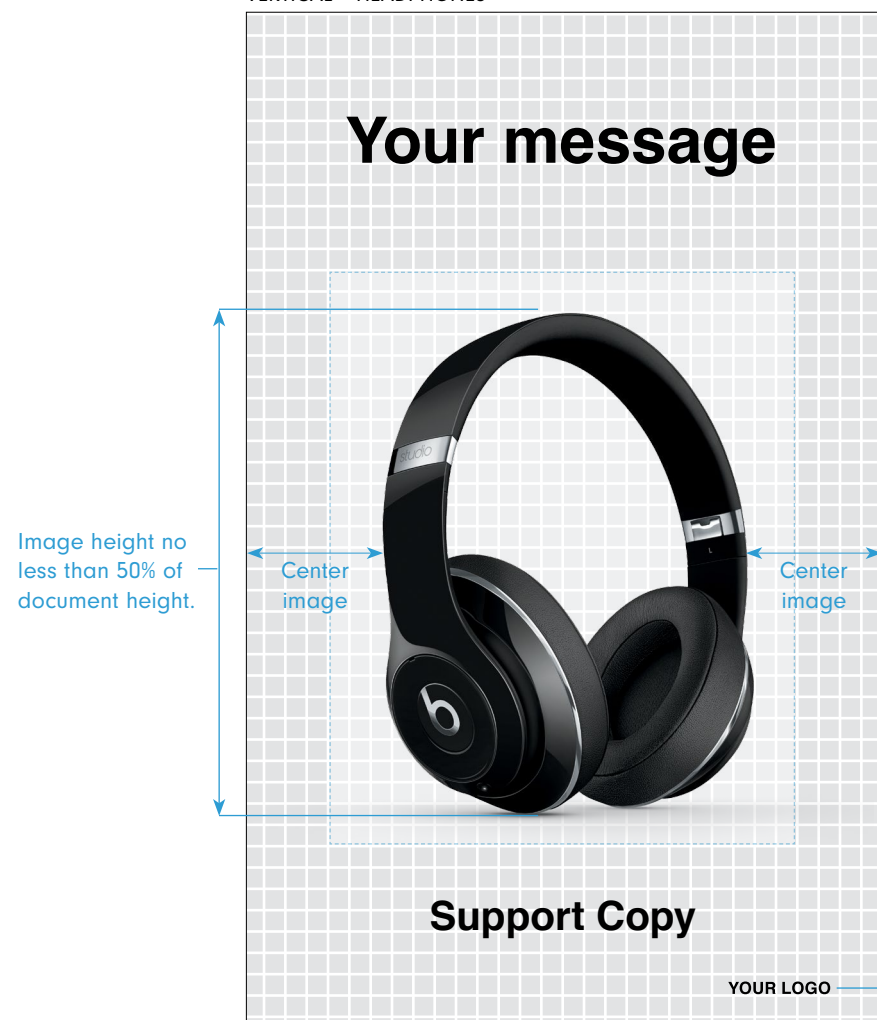
- In most cases the product image should be centered within the media.
- The image should be prominent. In most cases it should not be less than 50% of vertical media height.
- Do not crop or alter the drop shadows.

Your offer

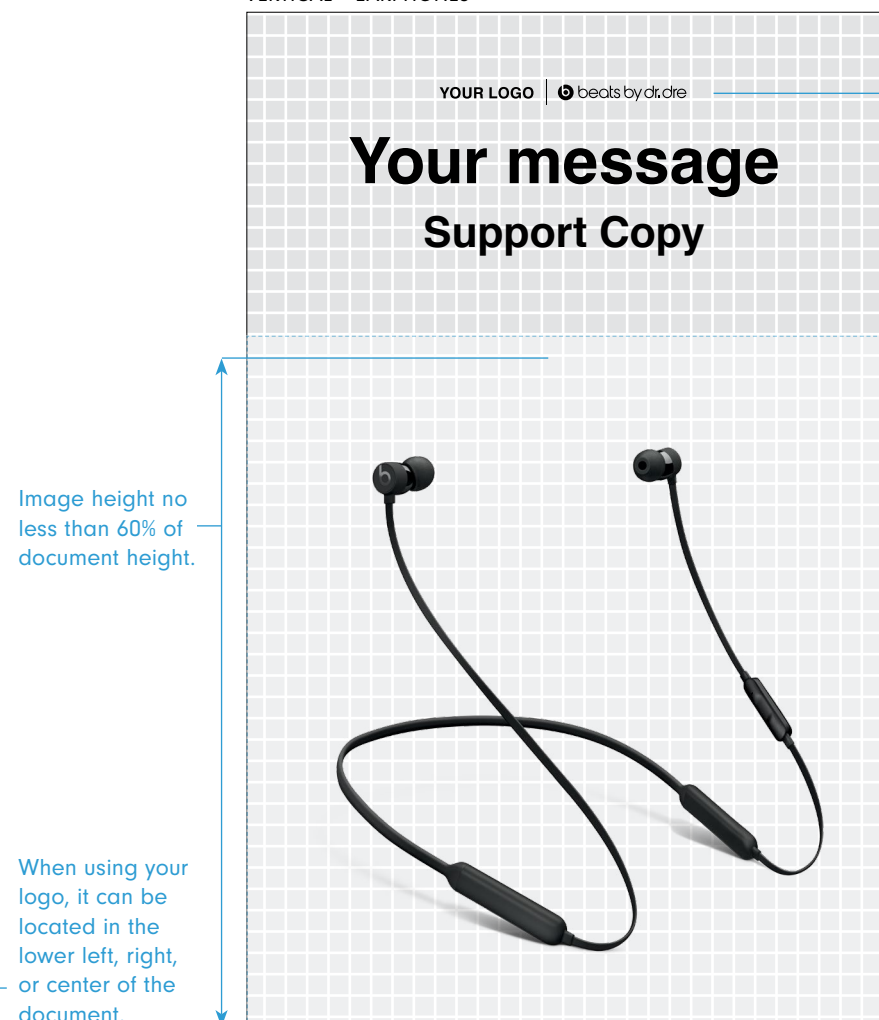
Additional information about your offer or product details. The product fact tag or short copy could be used here.

When using the partner logo lock-up, center it according to the width of the entire lock-up, not placement of the partner divider.

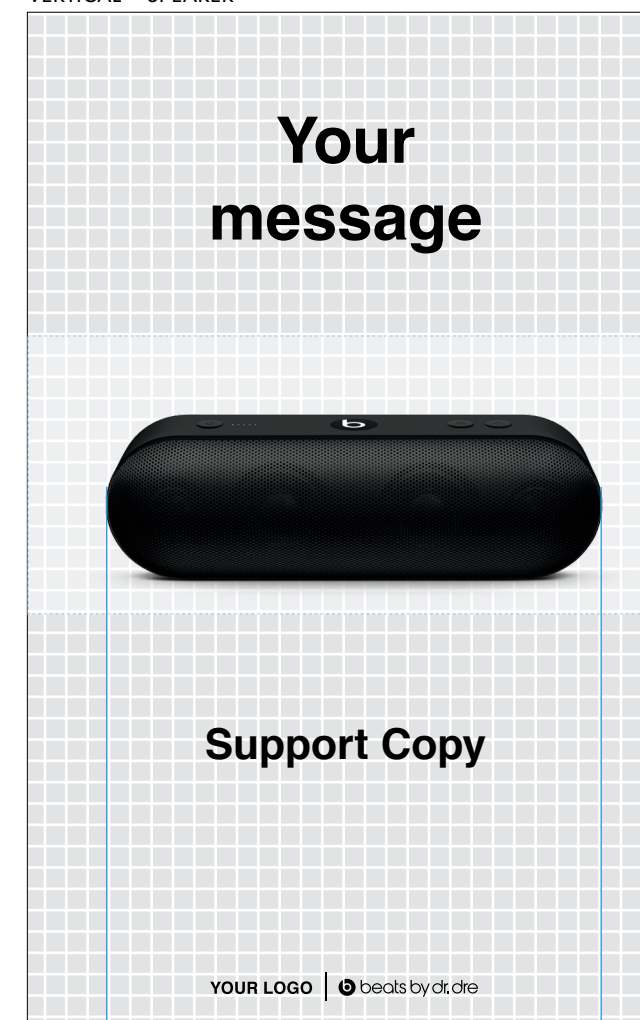
VERTICAL > HEADPHONES



VERTICAL > EARPHONES



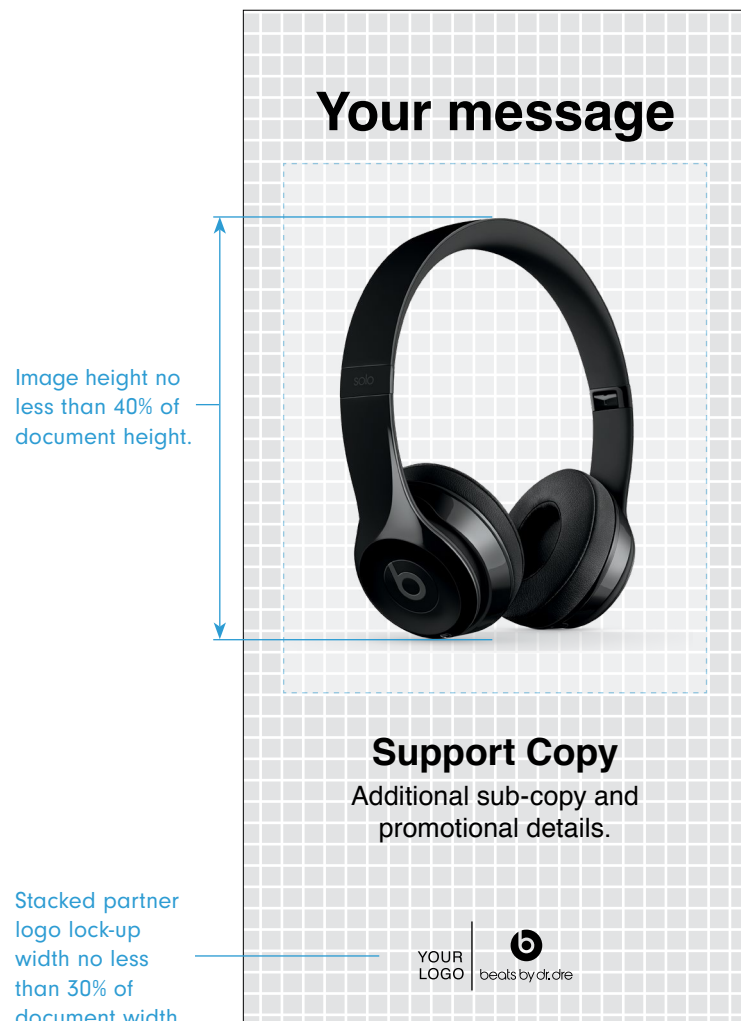
VERTICAL > SPEAKER



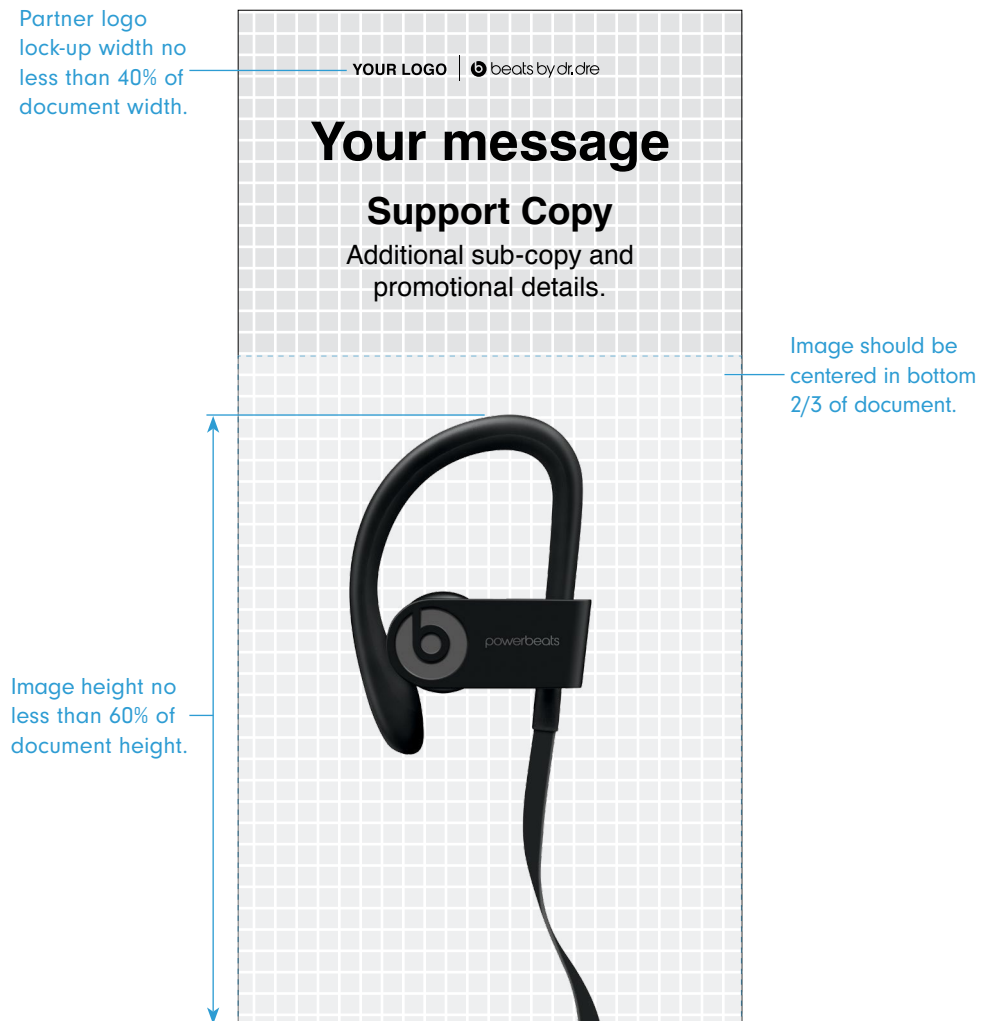
Notes:

- The Beats lock-up cannot be used on all types of print collateral. Refer to the grid on page 26.
- For print ads featuring one earphone color, always use the primary angle product shot.

STRONG VERTICAL > HEADPHONES



STRONG VERTICAL > EARPHONES

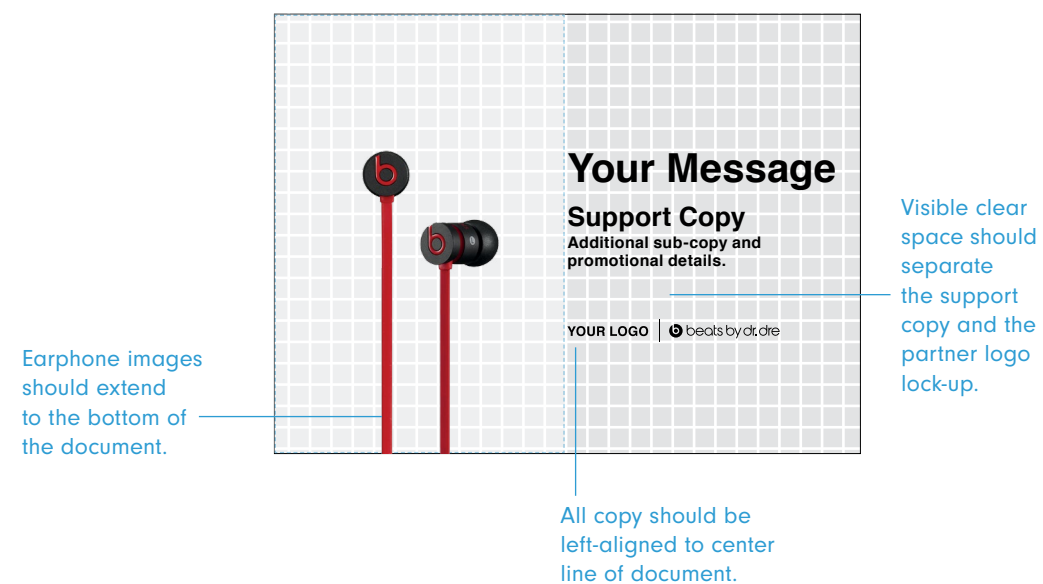
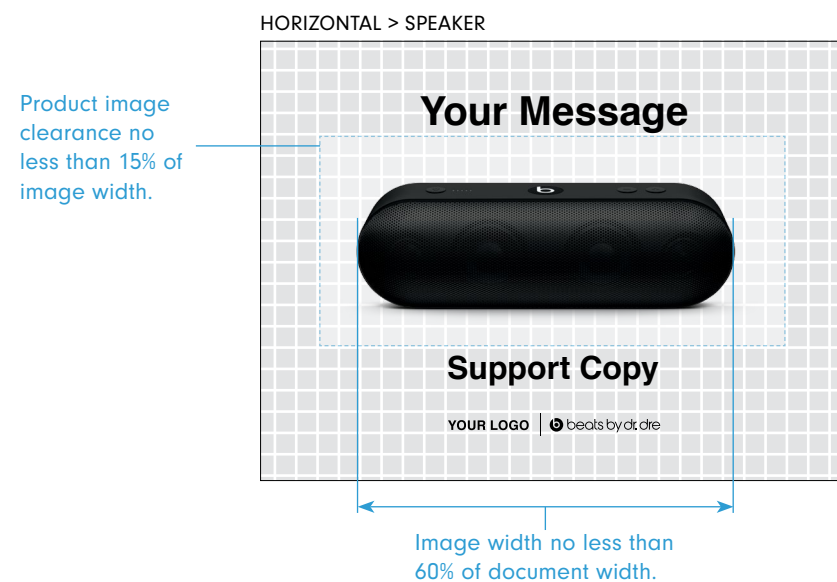
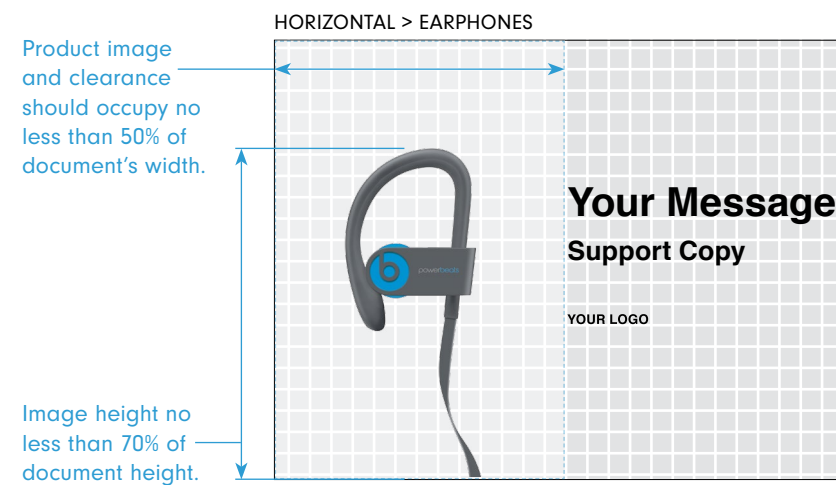
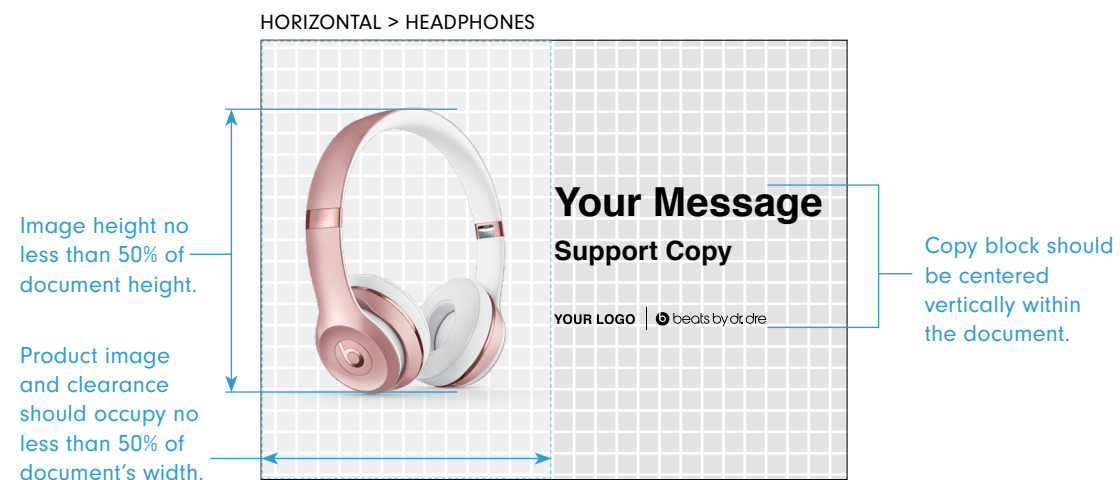


STRONG VERTICAL > SPEAKER



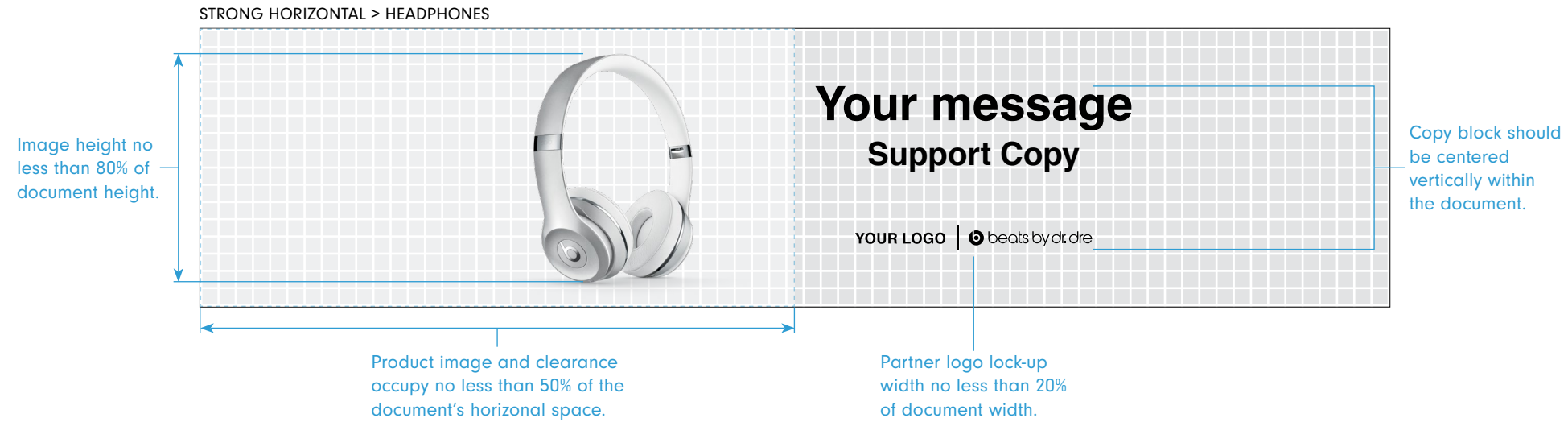
Notes:

- The Beats lock-up cannot be used on all types of print collateral. Refer to the grid on page 26.
- For print ads featuring one earphone color, always use the primary angle product shot.



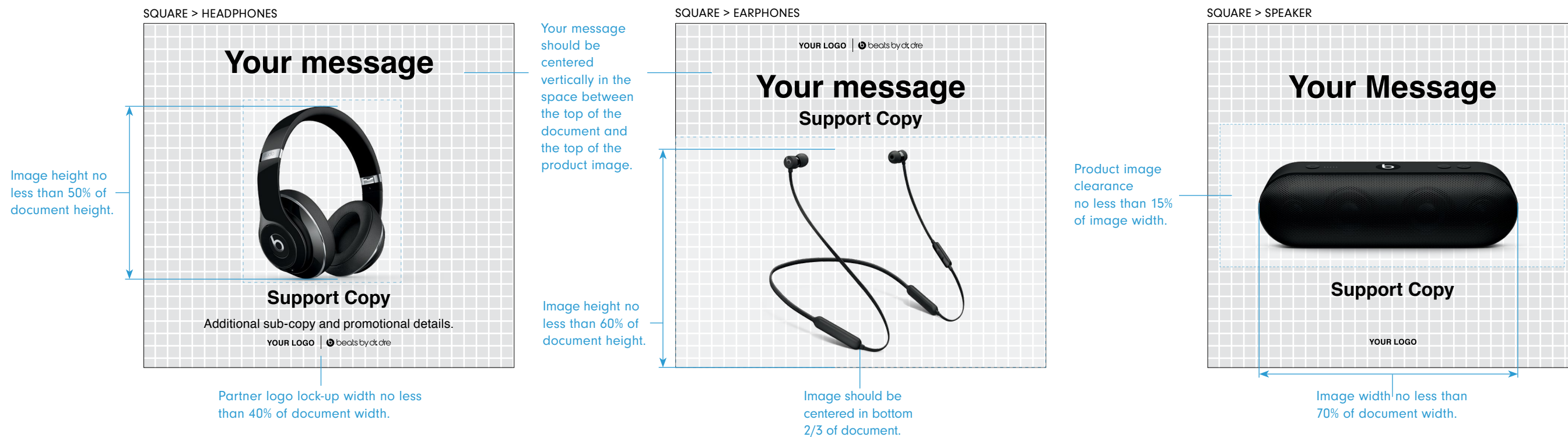
Notes:

- The Beats lock-up cannot be used on all types of print collateral. Refer to the grid on page 26.
- For print ads featuring one earphone color, always use the primary angle product shot.



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Notes:

- The Beats lock-up cannot be used on all types of print collateral. Refer to the grid on page 26.
- For print ads featuring one earphone color, always use the primary angle product shot.

160 X 600 > HEADPHONES

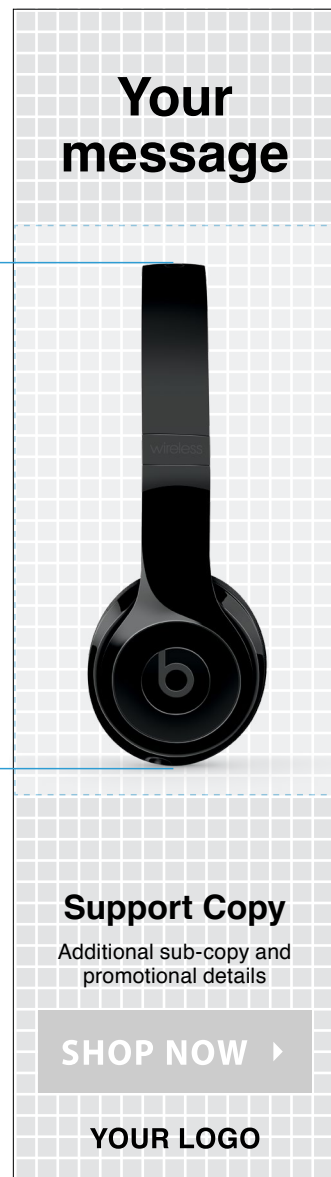


Image height no less than 40% of document height.

160 X 600 > EARPHONES



728 X 90 > HEADPHONES



728 X 90 > EARPHONES

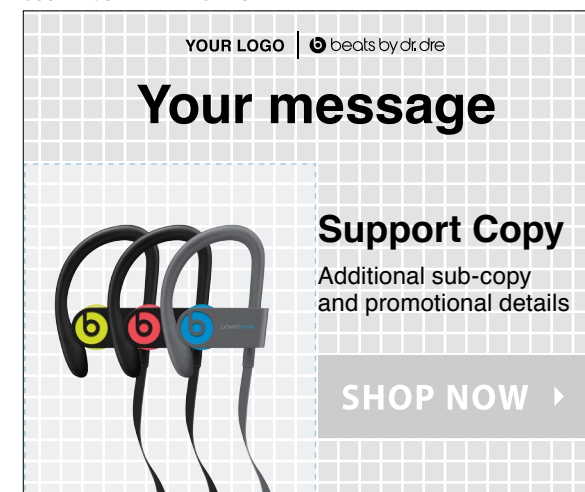


Earphone image should extend to bottom of banner.

300 X 250 > HEADPHONES



300 X 250 > EARPHONES



Subject line here

To: Recipients here

Cc:


Subject: Subject line here

Your message and offer

Beats Solo³ Wireless
\$XXX.xx

Beats Solo³ Wireless headphones immerse you in rich, award-winning sound, everywhere you want to go.


SHOP NOW >



Beats Pill⁺
\$XXX.xx

Beats Pill⁺ is designed to fill the room with a rich clear sound field that has as much power as it does definition.


SHOP NOW >



Beats Studio Wireless
\$XXX.xx

The Beats Studio Wireless features the iconic Beats sound with Dual-Mode Adaptive Noise Canceling, plus the added benefit of wireless listening.

SHOP NOW >



Additional Reseller or offer messaging


Subject line here

To: Recipients here

Cc:

Subject: Subject line here

Your message and offer



Beats^x
\$XXX.xx


Fit for your life, Beats^x earphones are the perfect wireless companion.

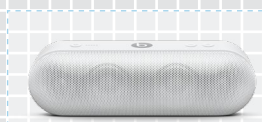
SHOP NOW >

Beats EP
\$XXX.xx

Beats EP on-ear headphones deliver masterfully tuned sound for any music lover.

SHOP NOW >





Beats Pill⁺
\$XXX.xx

Beats Pill⁺ is designed to fill the room with a rich clear sound field that has as much power as it does definition.

SHOP NOW >

Additional Reseller or offer messaging

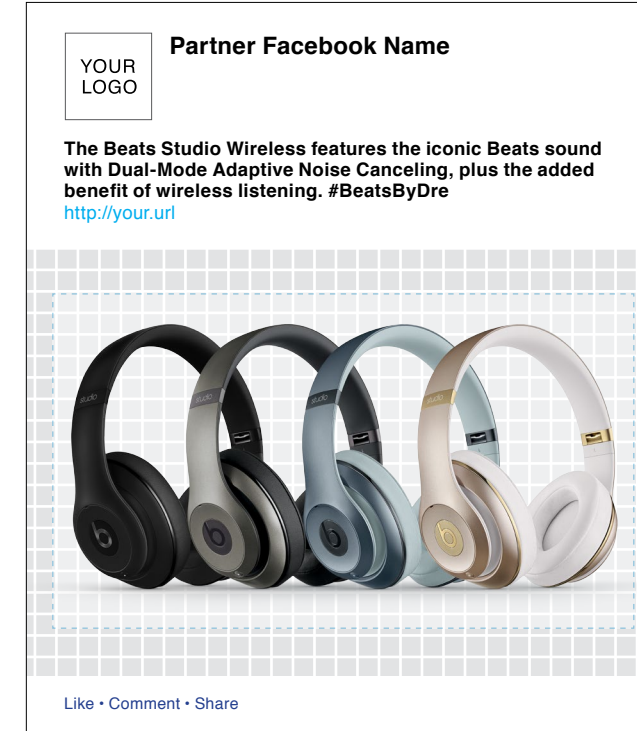
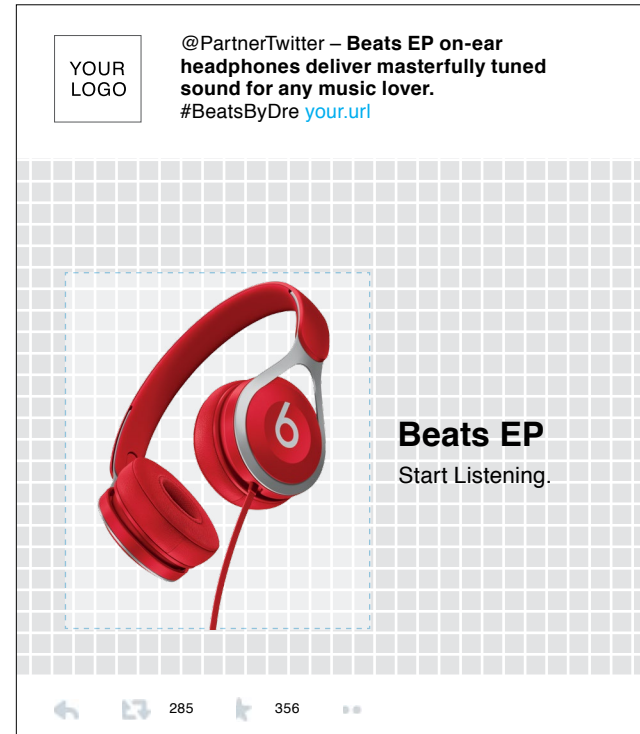
Use Beats-provided copy blocks.

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SOCIAL MEDIA

Always include the #BeatsByDre hashtag in your social media messaging.



FULL-PAGE

Full-page circular and flyer layouts are preferred as they allow you to feature all your Beats products together.

Full-page layouts also offer additional design options:

- Use of multi-product photography
- Optional use of color swatches

beats by dr.dre

Your message



Support Copy



Beats^x
Talk. Listen. Beats.
Fit for your life, Beats^x earphones are the perfect wireless companion.
\$XXX.xx



Powerbeats³ Wireless
Performance. Power. Freedom.
Powerbeats³ Wireless steps up performance, endurance, and intensity for next level workouts.
\$XXX.xx




Beats Studio Wireless
Feel the music, not the wires.
The Beats Studio Wireless features the iconic Beats sound with Dual-Mode Adaptive Noise Canceling, plus the added benefit of wireless listening.
\$XXX.xx



Beats EP
Start Listening.
Beats EP on-ear headphones deliver masterfully tuned sound for any music lover.
\$XXX.xx


Additional Reseller or offer messaging

beats by dr.dre




Your message


Support Copy




Beats Pill⁺
Sound bigger than its size.
Beats Pill⁺ is designed to fill the room with a rich clear sound field that has as much power as it does definition.
\$XXX.xx




Beats EP
Start Listening.
Beats EP on-ear headphones deliver masterfully tuned sound for any music lover.
\$XXX.xx



Powerbeats³ Wireless
Performance. Power. Freedom.
Powerbeats³ Wireless steps up performance, endurance, and intensity for next level workouts.
\$XXX.xx



Beats Studio Wireless
Feel the music, not the wires.
The Beats Studio Wireless features the iconic Beats sound with Dual-Mode Adaptive Noise Canceling, plus the added benefit of wireless listening.
\$XXX.xx



Beats Tour²
Ultimate Sound.
Fit to move.
Beats Tour² earphones are sweat and water-resistant with a variety of fit options for all-day comfort and big sound.
\$XXX.xx

Additional Reseller or offer messaging

HALF-PAGE

Half-page circular and flyer layouts also offer some design flexibility:

- Use of multi-product photography
- Optional use of color swatches

Your message

b beats by dr. dre



Beats EP
Start Listening.
Beats EP on-ear headphones deliver masterfully tuned sound for any music lover.

■ ■ ■ ■
\$XXX.xx



urBeats
Upgrade your sound.
Designed for music lovers who strive for the ultimate combination of sound and style, urBeats deliver pure audio in an ultra-lightweight and durable package.

\$XXX.xx



Et el illuptassus
As es recearcilit, se sus.
Arum etur, to omnihiliquod moloruptatem sinulpa am nulla porae. Nem. Et andio et perchic ienimus.

\$XXX.xx




Et el illuptassus
As es recearcilit, se sus.
Arum etur, to omnihiliquod moloruptatem sinulpa am nulla porae. Nem. Et andio et perchic ienimus.

\$XXX.xx

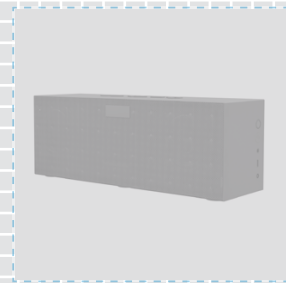
Your message

b beats by dr. dre




Beats^x
Talk. Listen. Beats.
Fit for your life, Beats^x earphones are the perfect wireless companion.

\$XXX.xx




Et el illuptassus
As es recearcilit, se sus.
Arum etur, to omnihiliquod moloruptatem sinulpa qui am nulla porae. Nem. Et andio et perchic ienimus.

\$XXX.xx



Solo³ Wireless
The Beats Icon Collection.
The Beats Icon Collection delivers pure sound in five timeless colors: Gloss Black. Rose Gold. Gold. Silver. Black.

\$XXX.xx



Et el illuptassus
As es recearcilit, se sus.
Arum etur, to omnihiliquod moloruptatem sinulpa qui am nulla porae. Nem. Et andio et perchic ienimus.

\$XXX.xx

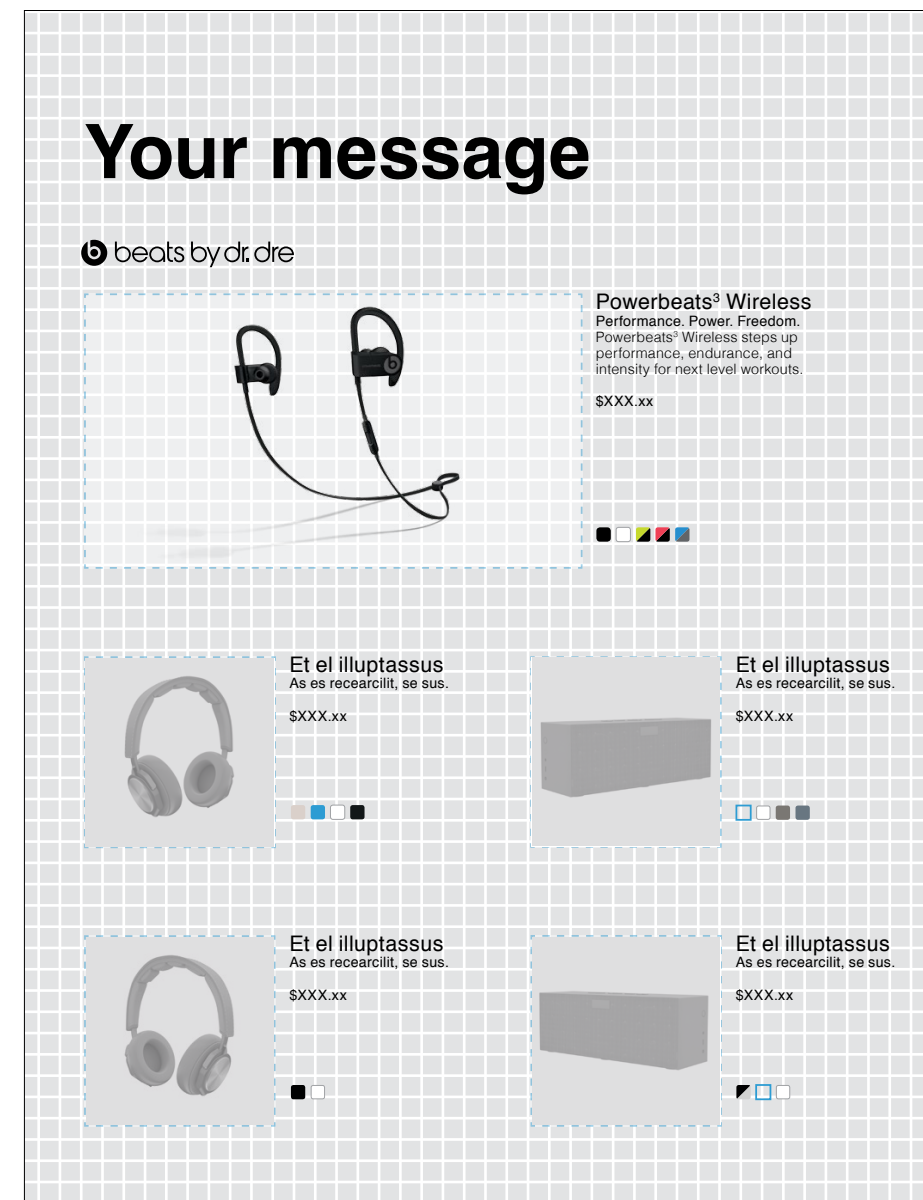
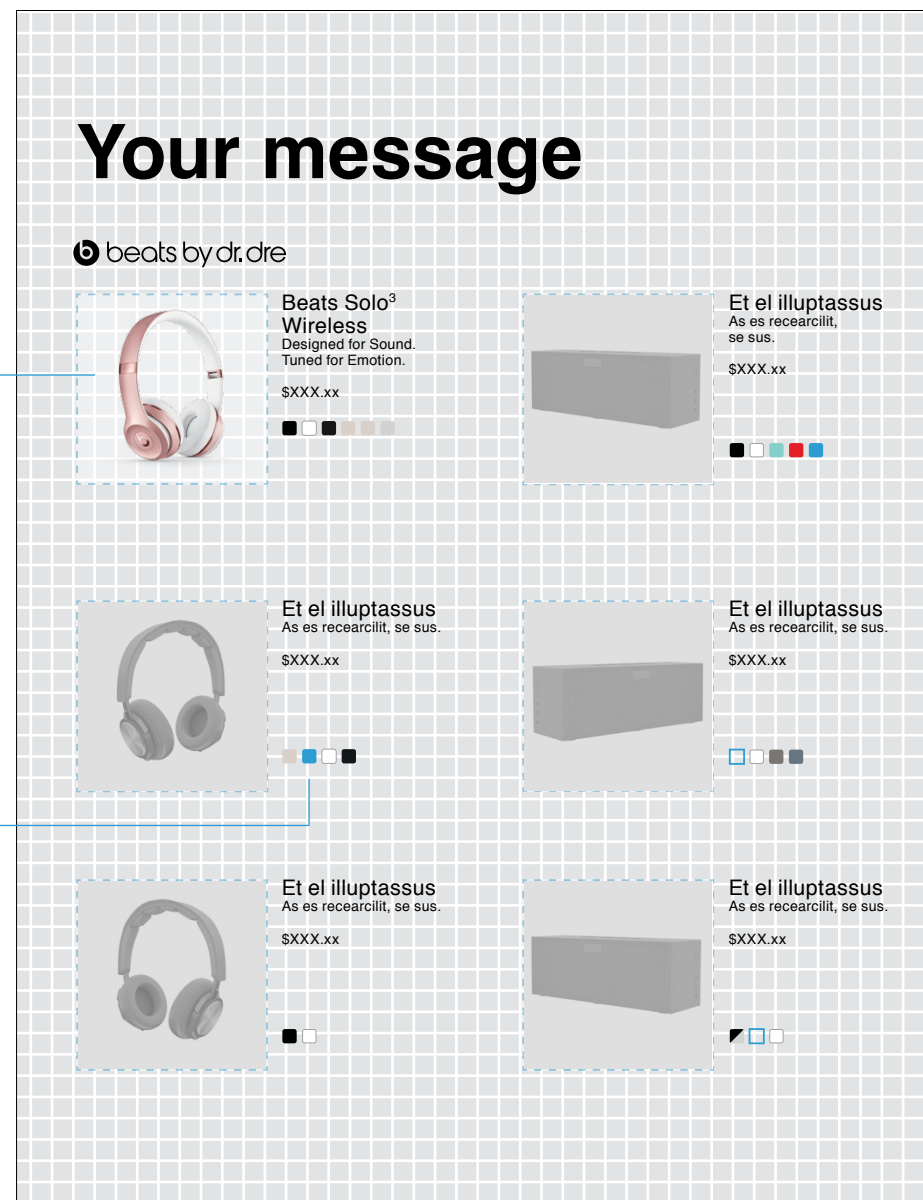
SINGLE PRODUCT PAGE

For layouts that include only one Beats product, the following guidelines apply:

- Use only single-product photography
- Color swatches are required to represent available colors

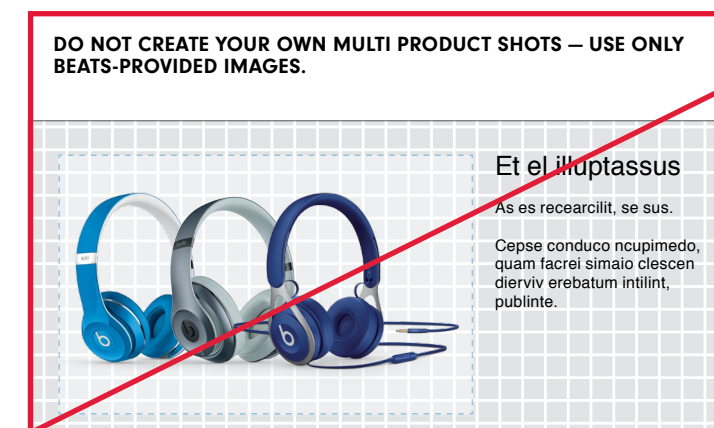
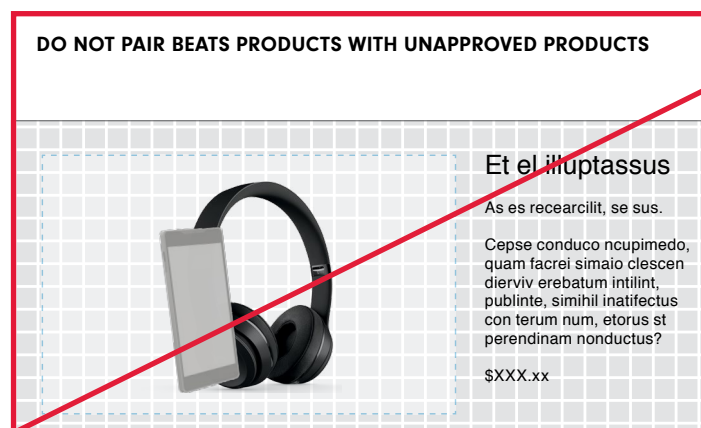
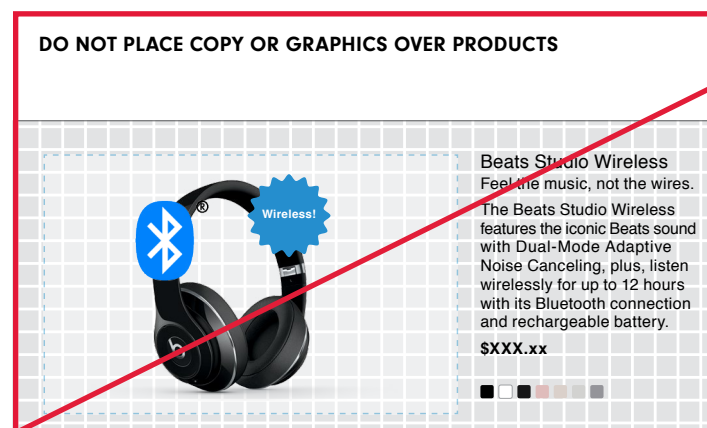
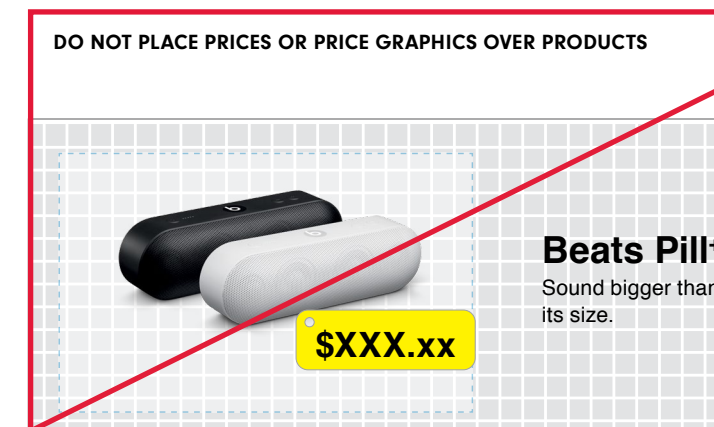
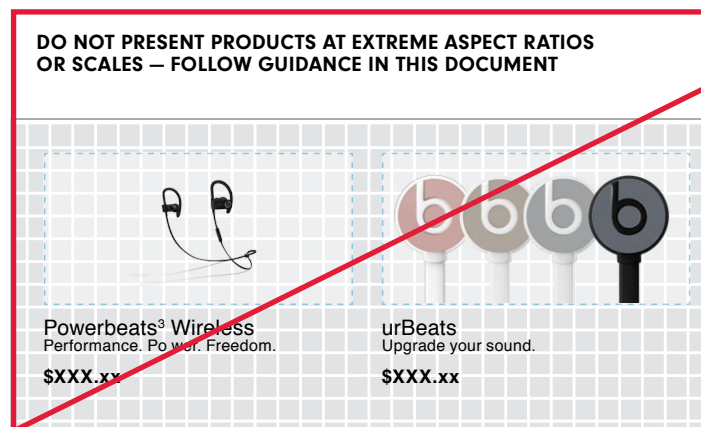
For headphones
use only photos with
3/4 left orientation.

Only show product in one color. Use Beats color swatches to display other available colors.



DON'T DO THIS

When designing circulars and flyers featuring Beats products, avoid these common mistakes.



THE RIGHT WAY TO PRINT

Follow the guidelines on this page when setting up print files. These guidelines can also be shared with your print vendor.

IMAGES/PRINT-READY FILES

Print-ready files (CS6 InDesign) link to imagery such as product shots and logos. Product photos are supplied as high-resolution Photoshop (PSD) and TIFF files.

In most cases, we provide RGB and CMYK assets:

- RGB files (with SCREEN in filenames) are used for web-based executions at 100% of actual size or smaller. Files do not exceed 1024 pixels at 72dpi.
- CMYK files (with PRINT in filenames) are used for print projects at 100% of actual size or smaller. Files are built no larger than 5100 pixels at 300dpi.

If you require a larger file, please contact your Beats representative.

GENERAL GUIDELINES FOR PRINTING

The Beats standard features a satin or matte finish with high-grade materials. In general, avoid substrates with a glossy finish.

For high-quality CMYK printing (offset or digital), use GRACol 7 (G7)-certified printers.

PROOFS, COLOR MATCHING, PRESS CHECKS

You must approve color prior to printing. This can be accomplished on-site at your printer, or by having press sheets sent to you.

Press checks ensure your piece matches preliminary proofs supplied to the printer. Carefully check spot colors, registration, trapping, and overall condition of the piece. Your graphics designer or print production specialist can go through the steps to finalize and approve the piece with the printer.

IN-STORE/IN-BRANCH MATERIALS

Interior posters:

- Preferred paper stock is 78# Topkote Gloss Cover (or equivalent)
- Printers should support 6-color offset lithography, allowing for CMYK plus two PMS colors
- A satin aqueous coating should be applied to both sides
- Print at 175-200 line screen

Exterior posters:

- Preferred paper stock is 8 pt. Stoplight
- Offset lithography is the preferred printing method, but lower quantities can be printed digitally at the highest resolution setting
- Avoid die cuts and window clings

Please contact your Beats representative to get further technical details on printing requirements and approvals.

GET STARTED

This section includes information on where to download the assets discussed in this guide, and tips on submitting your work to Beats for approval.



APPLE SALES WEB (ASW)

Apple Sales Web (ASW) is where you can find product information and assets. New users will need to sign up and request an Apple ID using a business email address.

Request access at <https://asw.apple.com>

MEETING ROOM

Submit your work to Apple through Meeting Room for creative and media approval. New users will need to sign up for an Apple ID by registering for ASW first.

Request access at meetingroom.apple.com

Access limited to partner users -- creative agencies and vendors are not approved for access.

New submission

Please include campaign details so all Beats reviewers understand the context of your submission.

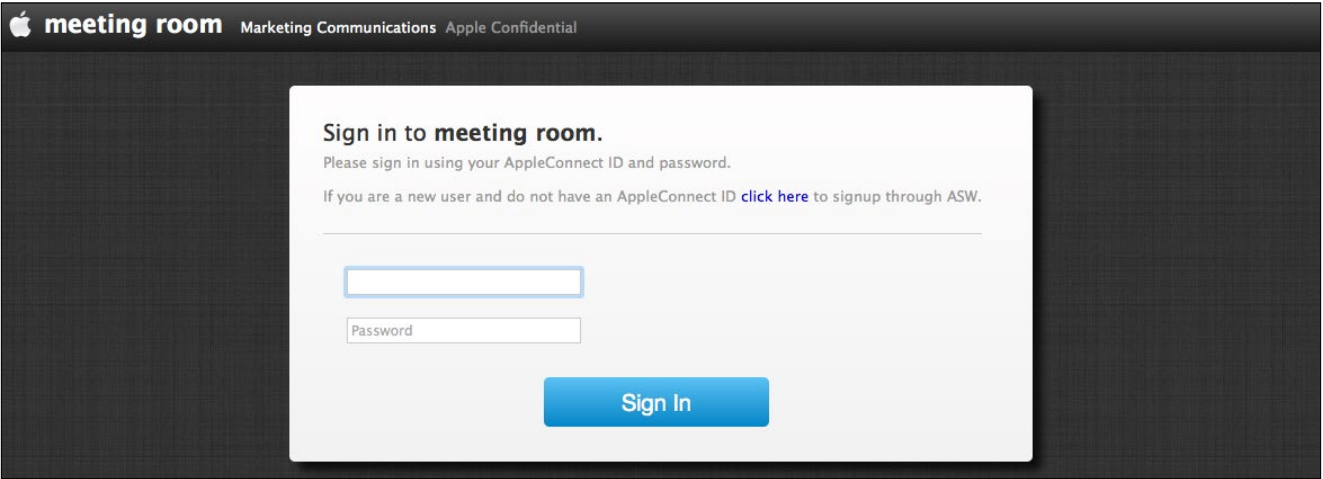
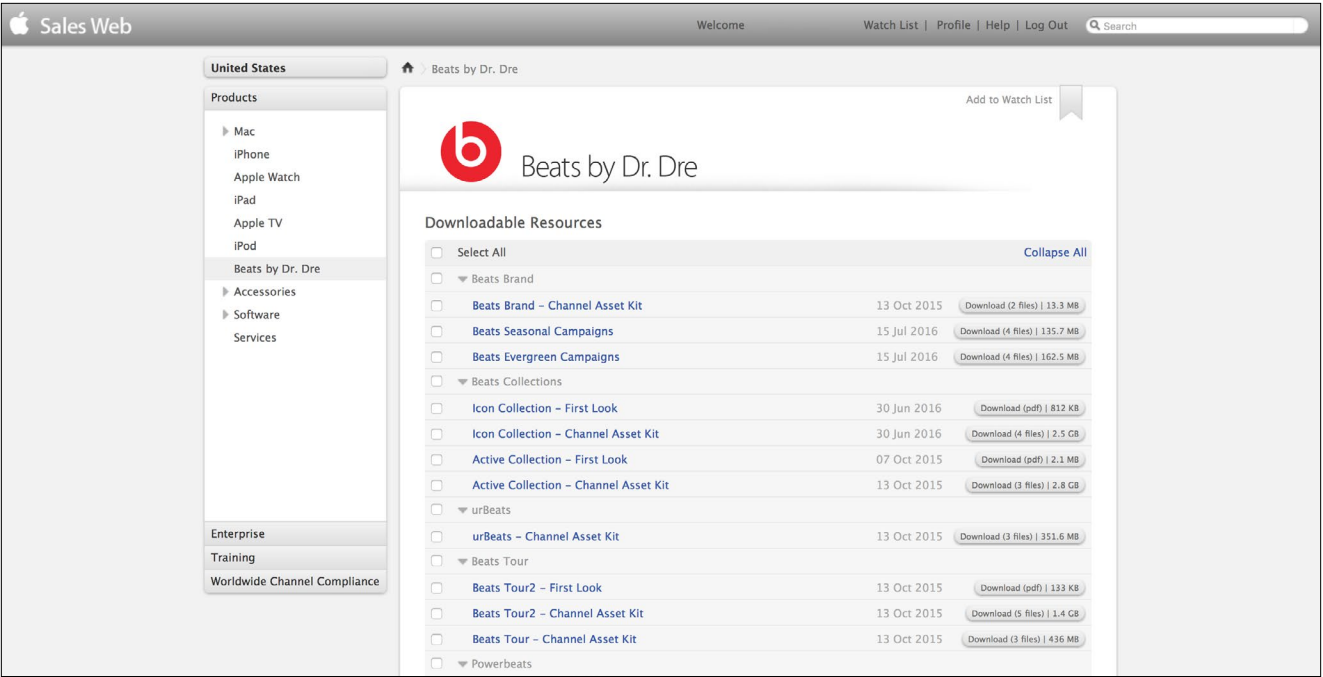
- Go-live date
- If part of a larger campaign, provide overall campaign details
- Channel(s) (social, print, etc)
- Campaign duration
- Destination URL (if applicable)
- Target segmentation (email campaigns)
- Subject line (email campaigns)

Resubmission

Please provide explanations for what changed from previous submission, and what did not change.

Category Selection

The Beats check box must be selected to ensure your submission is received by the Beats team. This applies to new submissions and resubmissions.



RESPECT THE TRADEMARK

USING THE NAME BEATS IN TEXT

Business and consumer-facing communications may refer to the brand name as Beats or Beats By Dr. Dre.

TRADEMARK ATTRIBUTION

In all regions, an attribution line should be included listing the Beats trademarks used in your communication. For example: Beats, Beats by Dr. Dre, the Beats b logo, Solo, and Beats Pill are trademarks of Beats Electronics, LLC.

