

# **Apple Brand Style Guide**

**Apple-inspired brand guide for usable report and content production.** This specimen shows how Apple-styled content handles assets, surfaces, type, tagging badges, notifications, data, recommendations, handoffs, and export checks.

Apple-styled content should feel **calm, precise, generous, and product-like**. Use whitespace and restraint first; use blue for action; use colour states sparingly and with enough contrast to survive PDF and print.

## Apple production manifest

**Brand:** Apple

**Shape language:** refined surfaces, soft rounding, subtle depth, minimal visible chrome

**Writing rule:** make the next action obvious, then remove everything that does not help the reader decide

**Content system:** executive summaries, product narratives, launch notes, client recommendations

**Colour rule:** blue is action; graphite is authority; state colours remain calm but visible

**Export rule:** light themes use light code blocks and public-safe placeholder evidence

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# 1. Brand assets and colour roles

## 1.1 Primary mark on light

Use for covers, title pages, and calm executive documents. Keep clearspace generous and avoid nearby badges or dense controls.

## 1.2 Reverse mark on dark

Use only when the entire module is dark. The mark should feel intentional, not like a contrast workaround.

## 1.3 App or product icon

Use for small cards and preview tiles. Centre it optically and pair with one short label.

## 1.4 Partner lockup

Use for co-branded pages. Keep both names aligned and let whitespace carry the relationship.

### **1.5 White surface**

Primary canvas for reading. Use it for report pages, cards, and tables that need a premium quiet feel.

### **1.6 Grouped surface**

Use for subtle card grouping. The difference must be visible enough to explain structure.

### **1.7 Action blue**

Use for links, selection, chart focus, and the one action you want the reader to notice.

### **1.8 Graphite text**

Use for headings and important facts. Softer greys are for metadata, not critical claims.

### **1.9 Caution state**

Use for pending verification or risk. Keep the hue warm and readable, not faint.

### **1.10 Success state**

Use for verified wins. Pair with a label so the meaning survives grayscale.

## 2. Typography and formatting

### 2.1 H1 / cover title

#### **AI visibility readiness**

Large, confident, and simple. One idea per title.

### 2.2 H2 / section title

#### **What changed this week**

Use section headings to answer what the reader is about to decide.

### 2.3 Body emphasis

Use normal copy for explanation.

#### **Bold**

the decision. *\*Italicise nuance\** or a non-blocking caveat.

### 2.4 Metadata

Keep metadata small and quiet: source, date, owner, version. Do not let it compete with the main action.

*Use quotes for direct feedback, reviewer notes, and cited source language. Keep them short and surrounded by whitespace.*

CHAPTER 3

### 3. Information tagging badges

Badges are inline metadata. They classify evidence beside a claim; they do not replace a notification or explain an action.

EVIDENCE: VERIFIED PARTIAL INFERRED MISSING

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PRIORITY: CRITICAL HIGH MEDIUM LOW

Badge	Purpose	Use example	Apple treatment
<span>VERIFIED</span>	Confirmed evidence	“Hero copy appears in first-fetch HTML”	Soft green chip with text label
<span>PARTIAL</span>	Incomplete support	“Two sources agree; one is stale”	Warm chip; never hides uncertainty
<span>INFERRED</span>	Judgement from pattern	“Likely entity drift”	Blue chip; keep caveat nearby
<span>MISSING</span>	Evidence absent	“No cited source found”	Red chip; do not use as decoration

## 4. Message states and notifications

CRITICAL

### 4.1 Critical alert

**Purpose:** block release until fixed. Use for privacy risk, missing required evidence, or broken export.

**Example:** “The public PDF includes a private source name. Remove it before sharing.”

HIGH

### 4.2 Warning alert

**Purpose:** show risk that needs attention soon. Use for partial evidence or unresolved owner decisions.

**Example:** “Recommendation is ready, but the owner field is still empty.”

MEDIUM

### 4.3 Information note

**Purpose:** explain scope or method. Use when context helps the reader trust the result.

**Example:** “This review covers A4, US Letter, and slide exports.”

LOW

### 4.4 Success note

**Purpose:** record a stable, verified pattern to preserve.

**Example:** “Light code blocks now match the page theme and remain readable.”

## 5. Report component show-and-tell

**92%**

Priority claims have evidence.  
**Source:** A001.

**4**

Message states tested. **Source:** A002.

**12**

Reusable report blocks covered.  
**Source:** A003.

**0**

Private artefacts in public export.  
**Source:** A004.



Component	Purpose	Apple treatment	Example content
Cover	First impression	Large title, calm whitespace	"AI visibility readiness"
KPI	Executive metric	Rounded quiet card, one number	"92% priority evidence coverage"
Notification	Interruptive state	Soft colour, clear recovery action	"Remove private source name"
Brief	Delivery handoff	Light panel with concise fields	Task / files / acceptance / verify

A001 — Token audit — **High confidence**; verifies surface, text, accent, and state roles.

A002 — Component review — **High confidence**; checks covers, cards, tables, badges, and alerts.

A003 — Export review — **Medium confidence**; confirms A4, US Letter, and slides outputs.

A004 — Redaction review — **High confidence**; confirms public-safe placeholders.

## 6. Recommendations and handoff

### 6.1 Critical component issue EVIDENCE: VERIFIED

Use for a blocker that prevents the report from being trusted or read.

**Owner:** Design. **Due:** current iteration. **Verify:** the PDF no longer exposes private material.

### 6.2 High-priority refinement EVIDENCE: PARTIAL

Use for issues that reduce clarity but do not block interpretation.

**Owner:** Content. **Due:** next pass. **Verify:** owner and acceptance fields are present.

### DONE

### 6.3 Completed pattern EVIDENCE: VERIFIED

Use for a verified style pattern that should not regress.

**Owner:** Design. **Verified:** A004. **Preserve:** light code panels and readable state colours.

## 6.4 Preserve

- **Spacious rhythm** and short labels.
- Light code blocks on light pages.
- Clear state labels plus colour.

## 6.5 Avoid

- Dense tables without breathing room.
- Faint state colours that look identical.
- Random panel widths that imply unrelated meaning.

## 6.6 Implementation brief

**Task:** Apply Apple-styled report components to an executive audit.

**Files:** report Markdown, brand renderer CSS, PDF exports.

**Acceptance:** every block has one purpose, clear label, accessible contrast, and print-safe layout.

**Verification:** render HTML, A4, US Letter, and slides; inspect badge, notification, table, and code readability.

Apple light code panel

### TEXT CODE



Do: use fewer, clearer blocks.

Do not: use colour when hierarchy, wording, or spacing can solve the problem.

### PUBLIC ARTIFACT RULE

Apple-styled public examples must not include private client names, URLs, local paths, screenshots, or raw exports.

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**APPLE BRAND STYLE GUIDE SPECIMEN · USABLE PRODUCTION GUIDE · PUBLIC-SAFE  
PLACEHOLDER CONTENT**

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