

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.

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**

PRIORITY: **CRITICAL** **HIGH** **MEDIUM** **LOW**

Badge	Purpose	Use example	Apple treatment
VERIFIED	Confirmed evidence	“Hero copy appears in first-fetch HTML”	Soft green chip with text label
PARTIAL	Incomplete support	“Two sources agree; one is stale”	Warm chip; never hides uncertainty
INFERRED	Judgement from pattern	“Likely entity drift”	Blue chip; keep caveat nearby
MISSING	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.

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.

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

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