

# Apple's Design Language

# Dude, you're gonna get an XPS?

RANK	UP	BRAND	ACTIONS
5	12%	Nokia	Trusted, not trendy. One brand for both ends: high-end and low-priced. Expand market share with low price in emerging markets before adding bling & features. Then target specific customers like corporate execs.
6	15%	Toyota	Hybrid, reliability
11	9%	CitiBank	Staying big but going local
12	9%	Hewlett-Packard	"The PC is personal again," celebrity use endorsements
13	10%	BMW	Revamped 3Series, new Z4 coupe
20	44%	Google	It's more about Products than brand. Humility, responsibility, innovation, user focus. Create products people love vs. shouting about them in ads. Do what's right. Solar panels. \$5K incentives to buy Prias.
25	10%	Sony	Flat-panel TVs, cameras, Sony-Ericsson phones make up for Playstation
28	12%	UPS	Brown, expansion across Europe & Asia
29	10%	Nike	Nike+ web site
31	-6%	Dell	NB colors
33	21%	Apple	iPhone, iPod, white wire, ID, simplicity, memorable ads
39	13%	Ikea	Design/Style that's affordable for the masses
42	15%	Philips	Health & Lifestyle technology, dumped semiconductors
44	18%	Nintendo	Wii (beyond gaming to entertainment & exercise) , PR firm, influential bloggers, parties, nursing homes
62	15%	Amazon	Viewed as an online superstore. Adding cool, participatory web services
66	10%	Caterpillar	Makes service calls no matter how tough the terrain
68	17%	Audi	Bold technology & design statements (A5 coupe, TT roadster, R8 roadster)
69	11%	Adidas	Celebrity endorsements (David Beckham, World Cup Soccer)
81	12%	ING	Sponsor of Renault F1 racing team
83	15%	Cartier	Bringing luxury to lower cost goods like perfume & sunglasses
88	17%	Starbucks	The meeting place

# Aspects of Successful Branding

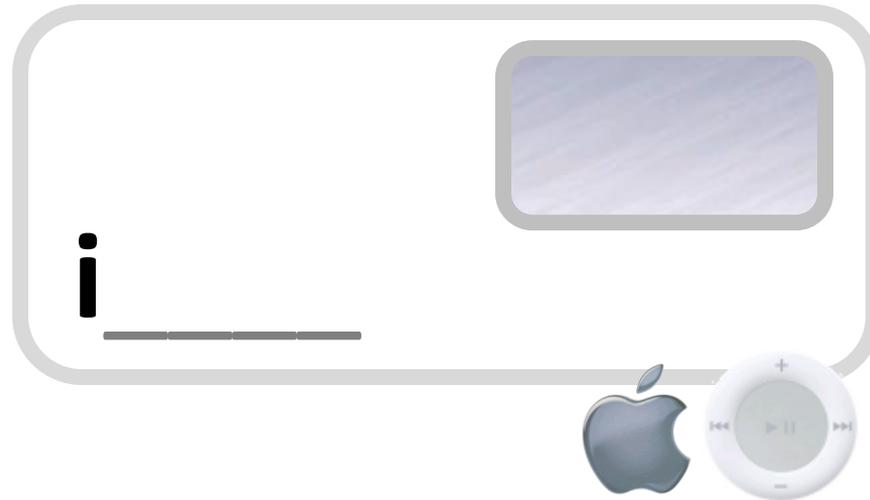
- **Consistency 36.0%**
- **Understanding of Customer/Target 18.2%**
- **Message/Communication 14.7%**
- **Creative/Design/Brand ID 12.8%**
- **Relevance 12.4%**
- **Differentiation/Uniqueness 12.0%**
- Key Stakeholder Buy-In 10.9%
- Positioning 9.7%
- Clarity 8.9%
- Connection to Customer/Target 8.9%
- Awareness/Recall/Rememberable 8.1%
- Focus 7.0%
- Authentic/Truthful/Honest/Accurate 7.0%
- Leadership 5.4%
- Budget/Cost 4.3%
- Strategy 3.5%
- Product 3.5%
- Research 3.1%
- Innovation 2.3%
- Simplicity 2.3%
- Delivering on Promises 2.3%
- Public Relations 1.6%
- People 0.8%
- Marketing 0.8%
- Advertising 0.4%

# Name that Brand

G



# Name that Brand



# Consistency in Apple's Design Language

- **Shape:** rounded corner
- **Color:** white / silver with white cables
- **Materials:** gloss white, brushed aluminum
- **Icons:** Apple logo, navigation circle
- **Name:** iBook, iLife, iMac, iMovie, iPhone, iPhoto, iPod, iSight, iTunes, iWork, MacBook, MacMini, MacPro, .Mac
- **Packaging:** white (Pro products black)







Store

Mac

iPod + iTunes

iPhone

Downloads

Support

Search

# Mac Pro

Intel Xeon

Design

Graphics

Expansion

Performance

Tech Specs

Buy Now



Front



Back



Right Side



PACKAGING

Mac mini distills everything wonderful about Mac into an elegant, compact machine 6.5 inches square and 2 inches tall. Enjoy quality hardware components, built-in amenities not found elsewhere in its class, and a computer you don't mind keeping anywhere in the house. One that frees up volumes of desk space.



#### Pint-size perfection.

Small enough to balance in one hand, its sleek anodized aluminum styling hints at the refined edges and rounded corners of its big brother, iMac. A pearly white cover picks up the tones of your home decor and makes Mac mini the ideal mate to put next to your iPod dock. Best of all, Mac mini purrs along at a whisper-quiet sound level, so there's no reason to hide it under your desk like an old PC to save your ears.

#### Built-in fun.

Mac mini puts the digital lifestyle right at your fingertips. Pop a DVD into the slot-loading Combo drive to watch via Front Row, or make a mix CD. Connect your iPod, digital camera, printer, or DV camcorder via FireWire or USB ports on the back. Surf the Internet over built-in AirPort wireless.



#### Densely packed power.

It's all there. In fact, it's hard to believe that there's any place left for the rest of the computer. But squeezed in under that optical drive and behind all those ports lie an Intel Core 2 Duo processor, room for up to 2GB main memory, and an Intel GMA 950 integrated graphics chip with 64MB shared memory. And a large enough hard drive — up to 160GB — to store today's digital media. There's even space for AirPort Extreme wireless networking and internal Bluetooth.

Mac mini looks great no matter how — or where — you stack it up.<sup>1</sup>



#### BYODKM

Mac mini lets you use any display, keyboard, and mouse you have at hand. Or share these peripherals with a PC via [KVM](#).



Connect your USB keyboard and mouse. Then hook up your DVI or VGA display (adapter included).



Plug in, turn on, and say hello to [Mac OS X](#), the world's most advanced operating system.

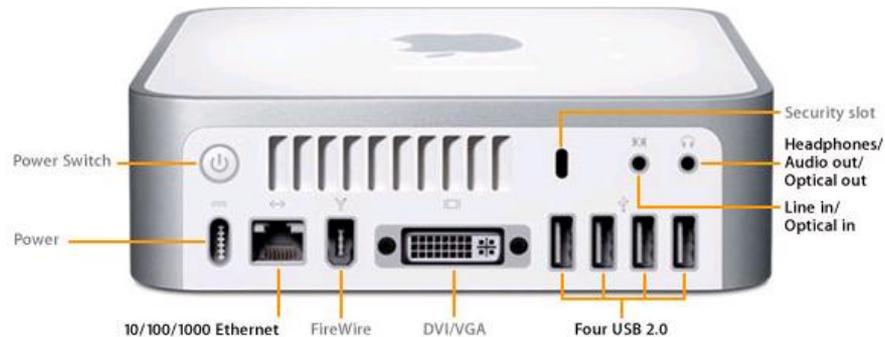
#### Cord-free Simplicity

Mac mini offers built-in wireless to help you minimize unsightly cable clutter. With fewer cables, you can move your Mac mini anywhere in the house on a whim and still surf, print, and stream music.

[AirPort Express](#) with [AirTunes](#) lets you connect to the Internet, stream music to your home stereo, and print remotely. You can set up an AirPort wireless network in minutes.



Internal Bluetooth lets you connect peripherals wirelessly. So you can use a keyboard and mouse with no cables. Or keep your cell phone in your bag while you add new phone numbers and appointments to it via iSync.



Small details. Big impact.





# Versatility sculpted in aluminum.

Introducing all-new wireless and wired keyboards.



USB 2.0



Bluetooth







# Xserve RAID

Up to 10.5TB in 14 hot-swap drives  
High-performance 2Gb Fibre Channel  
Starting at just \$5999

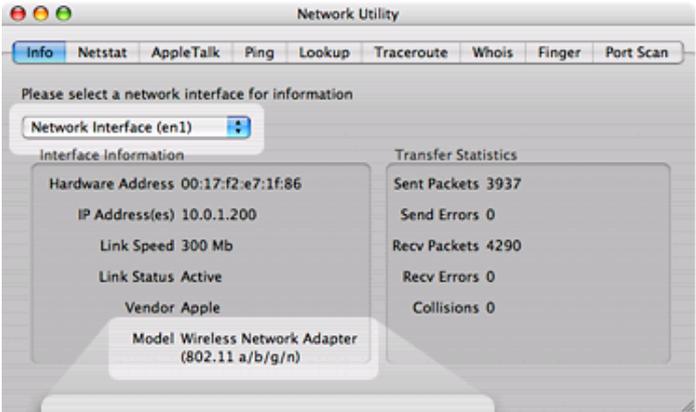


# Which iPod are you?

Maybe you've got thousands of songs in your music library. Maybe you have just a few. Maybe you like watching video on the go. Maybe you just wanna grab some tunes and run. No matter where or what you want to play, there's an iPod made for you.

[Click to Play](#)

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[Find a Store](#)
[Free Trial](#)
[Join Now](#)



**Model Wireless Network Adapter (802.11 a/b/g/n)**

Mac						
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## The Mac experience. On the Internet.

With online tools that work seamlessly with iLife and Mac OS X, .Mac makes doing amazing things on the Internet elegantly simple. There's no better way to take your Mac experience to the Internet. [Learn More](#)



### Web Gallery

Share photos and movies beautifully — directly from iLife '08. [Learn more](#)

[Watch the Demo](#)



### Website Hosting

Publish a great-looking website or blog from iWeb with a click. [Learn more](#)

[Watch the Demo](#)



### IMAP Mail

Stay in touch from anywhere with email that stays in sync. [Learn more](#)

[Watch the Demo](#)



### Back to My Mac

Access and control your Leopard-based Mac from anywhere. [Learn more](#)

[Watch the Demo](#)



### Sync

Sync contacts, calendars, and more across multiple Mac computers. [Learn more](#)

[Watch the Demo](#)



### iDisk

Share and access files from anywhere. [Learn more](#)

[Watch the Demo](#)



### Groups

Keep your team, club, or family on the same page. [Learn more](#)

[Watch the Demo](#)



### 10GB Storage

Spread your wings online with room to spare. [Learn more](#)



## Effortless wireless.

If you think setting up a wireless network is difficult, think again. The new AirPort Utility for Mac and Windows guides you through the process, and you'll have your network up and running in minutes.



### Quick and easy setup.

Other wireless routers make you do all the work — from deciphering obscure instructions to figuring out where to enter your passwords. AirPort Utility for Mac and Windows does most of the work for you by stepping you through the setup process quickly and easily. In most cases, your wireless network can be up and running in less time than it takes to make a cup of coffee.

### Plug in, set up, enjoy.

For the most basic setup, all you have to do is plug the base station into an electrical outlet and connect your DSL or cable modem. Then open the AirPort Utility software and just follow the onscreen instructions. The software takes you through the simple process, asking for relevant information, setting up encryption and security, and configuring your computer to access your new network — all in plain English.

Whether you use a Mac or PC, the whole network can be ready to go in about five minutes. And if you want to do more — such as add a [shared USB printer or external hard drive](#) or set up [access control](#) — it's just as easy.

Mac + PC

# 802.11n

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in wireless technology.



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