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Apple channel signatures are

available as a solid gray Apple

logo with red type or black type.

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They are also available in all-black or all-white. Always present the gray-and-red, gray-and-black, and all-black signatures on white or off-white backgrounds. On black or color backgrounds, use only a white signature reversed out of the background color.

## Apple Identity Guidelines

Across Apple devices like the iPhone, Apple Watch, and Mac, the Apple logo appears as it is. It can be created in tvOS, macOS, and iOS software. On external browsers including Firefox, Google Chrome, and Microsoft Edge, it could appear a strange character, square, or something else.

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Branding - Visual Design - iOS -  
Apple Developer  
The colors in your app should

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work well together, not conflict or distract. If pastels are essential to your app's style, for example, use a coordinating set of pastels. In general, choose a limited color palette that coordinates with your app logo. Subtle use of color is a great way to communicate your brand.

Color - Visual Design - Apple Developer

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