

ASW Contributor Guide

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Introduction

How to Use this Guide

This guide is intended to offer best practices, business rules and processes to help the ASW contributor community build and maintain a high functioning sales resource tool. It offers methods and ideas for presenting content in a way that is consistent and easy to consume. Use it when creating and managing assets, pages of content, and navigation in ASW.

What's in this Guide

This guide defines best practices for creating and presenting material to your content audiences in a way that is clear, efficient and easy to use. It consists of the following sections:

- *Managing Assets and Files* outlines how file name, size and type affect usability.
- *Managing Page Content* describes the best practices for laying out and organizing content on a page.
- *Defining Navigation* presents guidelines for organizing content into a solid navigation model.
- *Managing Quality* describes various methods for maintaining a high level of quality in ASW, including understanding audiences and archiving content.
- *WW Standards* outlines global standards for publishing content on ASW, such as asset and file naming conventions.
- *Revision History* lists the major revisions of this document.

For More Information

Contact WW Sales Communications at (sales_communications@group.apple.com) if:

- You find an inconsistency between the Apple Sales Web Contributor Guide and other Apple guidelines
- You have questions about the contents in this guide
- You have suggestions for improving the Apple Sales Web Contributor Guide

Other Apple Resources

Apple Marketing Communications Style Guide

Download the latest version of the *Apple Marketing Communications Style Guide* at web.apple.com/areas/marketing/corpid/corpid.html.

Apple Publications Style Guide

Download the latest version of the *Apple Publications Style Guide* at http://developer.apple.com/library/safari/documentation/UserExperience/Conceptual/APStyleGuide/APSG_2009.pdf.

Apple websites

A wide variety of information is available on the company's website (www.apple.com) and its intranet, AppleWeb (web.apple.com). For technical information about older Apple products, visit support.apple.com/specs.

Apple Trademark List and legal guidelines

The Apple Trademark List and other legal guidelines are posted at www.apple.com/legal and web.apple.com/areas/applelaw.

Apple corporate identity guidelines

Guidelines for using Apple logos and other corporate identity elements are available at asw.apple.com and web.apple.com/areas/marketing/corpid/corpid.html.

Viewable document types for iPad

Viewable document types for iPad are listed in the Mail Attachment Support section on the technical specifications page at www.apple.com/ipad/specs/.

Managing Assets and Files

Thoughtful use of asset and file names can greatly enhance the ability for users to identify and locate the content they seek. The following guidelines will help you define useful names for assets and files consistent with usability standards and the standards defined for ASW.

Naming Assets and Files

Use the following guidelines to help the user consume asset and file names on ASW and after download:

- **Make names meaningful.** Create names for assets and files that are meaningful to the audiences that consume them. Each asset's name should help the user differentiate one file from another. Avoid using incomplete names that could refer to different material available in ASW. Refer to the *WW Standards* section for more details on naming conventions.
- **Use common naming conventions across assets.** Common naming conventions help users quickly scan and recognize material on ASW. It's easier to pick out the differences when names are consistently displayed. It's also easier to recognize assets over time because the user learns what to look for to pinpoint what they want. Refer to the *WW Standards* section for details on naming conventions.
- **Keep asset and file names consistent.** Keeping the asset name and file name consistent helps the user find the file easily after download and assures them that they've downloaded the correct item. Refer to the *WW Standards* section for more details on naming conventions.
- **Use common terminology.** Use labels that make sense in the daily routine of the people who access your content. Avoid using terminology that is obscure or technical. Find out what terms make sense to them. In the not-so-famous words of a cherished coworker, use "less latin, more anglo saxon."
- **Be conscientious with acronyms.** Use of acronyms is acceptable when users immediately identify with it. When first presenting an acronym it may

be helpful to include its full name, then users can easily understand future references. Avoid acronyms that might mean different things. For example, *BTB* could mean *Beyond The Box*, *Business to Business*, or *Back to Basics*.

- **Use special characters thoughtfully.** Use spaces, dashes, colons, and underscores thoughtfully in asset and file names. Special characters convey particular concepts and, when used thoughtfully and consistently, can help consumers both understand and find information efficiently. Refer to the *WW Standards* section for details on standard naming conventions that include special characters.

Considering File Size and Type

File size and type can impact how easily accessible downloadable files are to your audiences. Use the following guidelines to help determine when to separate assets into multiple files and when to use certain file types:

- **Consider download file size.** The importance of asset file size relates to download experience. Download speeds vary greatly across our global network. Some audiences have access to a corporate network with quick download speeds, whereas others only have access to dial-up, making file downloads cumbersome and sometimes impossible. Know the download capabilities of your audiences and understand what can be done to help their experience. Small PDF documents aren't much of an issue whereas a large asset, such as the Channel Asset Kit, can equate to a couple gigabytes of data or more. Typically, contributors of these documents have broken them apart into more consumable portions, separating the copy blocks from the print images, etc. For extreme cases, some groups have resorted to offering copies of material on CD or DVD. Another alternative is to offer all downloadable assets on the Akamai server, which provides a much better download experience.
- **Use platform-friendly file types.** Become familiar with your audiences' viewing preferences and understand how you can support their needs by publishing assets in formats that are convenient for them. File type is particularly significant to audiences accessing materials from an iPad.

Typically, PDFs are the most iPad-friendly format. For a list of iPad friendly document types, see the Apple iPad Tech Specs page on www.apple.com.

Managing Page Content

ASW offers a number of features designed to help you present your content in a user-friendly and intuitive fashion. This section includes guidelines to help you make the best use of these features.

General Guidelines

Follow these general guidelines for adding pages of content:

- **Keep things clear and simple.** Look at it from a user's perspective, someone who has work to do and needs to access content efficiently so they can complete the tasks in front of them. Use simple, straight-forward terminology, group content in logical chunks so it is easy to scan and consume, and avoid adding any unnecessary information.
- **Provide a consistent experience.** Provide a consistent experience for users browsing your pages and content. Make sure assets are labeled and organized consistently across pages. If you need to work with other contributors to ensure a consistent experience, it's worth the effort.
- **Describe resources offered.** It might be useful to provide an overview of the resources offered on the page. This content is optional. There are cases where the content is self evident, such as on the Product pages, in which case the products are so well known a description would be superfluous information. When your resource offerings refer to a campaign or program, on the other hand, it may be very useful to introduce the program at the top of the page with some descriptive text. You can also add an image if it aids in clearly identifying the content on the page. (See subsection on *Using Images* below for more information)
- **Making links to other resources clear.** When adding links, make sure the name clearly states what it is and where it goes, especially when linking to another site. Links should not directly download content.

Using Images

Use the following guidelines to determine when to use images and what types of imagery are appropriate for use in ASW:

- **Use images to enhance user experience.** The use of images in ASW should always enhance the user experience for your target audience. We all enjoy attractive images, but keep in mind they are not always useful and can sometimes introduce confusion. If you have a clear and distinct image that helps users understand the nature of your content, great! If not, focus on the text and the resources themselves to provide clear information.
- **Manage image size on the page.** When deciding on the appropriate size of an image for use on the page, consider how much space it takes in relation to other content. Most often, the resources are the most important content for the user to access, so make sure your image isn't so large that it pushes the list of downloadable resources down on the page, requiring the user to scroll.
- **Apple image use standards.** If you are adding imagery to ASW pages, be sure they are in compliance with Apple branding standards. For example, when providing product shots, use front-facing product images and screenshots provided by Apple. Refer to web.apple.com/areas/marketing/corpid/corpid.html for more information.
- **Web-friendly images.** Make sure images used in ASW are optimized for the Web. This means that they are a reasonable download size for displaying in the page and the correct format. Web-friendly file formats are .png, .gif, .jpg and are 72 dpi. Images should be the correct size for display in the page at 100% of it's original size.
- **Naming image files.** Other contributors may see images you add to ASW in the Contributor UI, so consider naming files so that they can be easily identified.

Listing Assets and Links

Assets and related links have designated areas on the page. Use the following guidelines to list assets and links appropriately:

1. **Sales Resources section.** List downloadable assets in the *Sales Resources* section. The system will automatically display the appropriate

metadata for the file, including file type, size and publication date, as well as a link to the asset detail page. This section also automatically displays download options. The user can download each asset individually or select multiple assets to download together. If an asset includes multiple files, as is the case with a Channel Asset Kit, the system will include all of the associated files in the download.

2. **Related Materials section.** Links to other pages or websites that relate to the resources on the page can be listed in the *Related Materials* section. A link to ASTO training materials is a perfect example. Links in this section can also refer to other pages in ASW, such as a product page. This is one way to associate pages while minimizing the amount of maintenance and maintaining one ‘home’ for content. Keeping content in one place reinforces the navigation model, making it easier for users to recognize how the site is organized and remember where to find pages and assets.

Grouping Assets and Links

Grouping downloadable assets and links is optional. If you chose to categorize these items, use the following guidelines:

- **Categories are optional.** With only a few assets, it makes more sense to list the items without adding categories. With more than five or six assets, it might make sense to group them if the category names clearly help users pinpoint what they’re looking for.
- **Make sure assets are appropriately labeled.** Asset names can affect category names, so make sure your assets are labeled appropriately before defining categories for assets and links.
- **Use clear category names.** Make sure category names are clear and apply to all assets in the grouping.
- **Avoid generic labels.** Terms like *Other* or *More* can be used for miscellaneous items that don’t need top priority in the system, but use these terms sparingly. Too many instances of generic or vague terms makes the interface interaction a little too mysterious. We want users to find content quickly, without needing to apply guesswork.

- **Single-asset category.** There are occasions when it's reasonable for a category to have only one asset. For example, when you have a need for categories on the page and there is one outlying asset that has a high degree of significance. An example of this is the *Channel Asset Kit* on a product page.

Ordering Assets and Links

How you organize content in a list has a significant impact on how users consume information. Consider the following models and pick the most appropriate one to organize your content:

- **Ordering by popularity.** For usability reasons, popularity is often used to organize content. Consider what content is most important to your users and most often consumed. The most commonly accessed material should generally be displayed first and the least accessed material should be last. At a high level, Apple products are likely organized based on how popular each product is, which supports audience preferences. Within product family, items are often organized from simple to complex or inexpensive to expensive. Though not always, this method often parallels the model of ordering by popularity.
- **Prescriptive ordering.** Prescriptive ordering lists the items based on how they are best consumed. For example, a document that gives an introduction or overview comes first, then more detailed information is listed. One-offs or sideline data can be last. This is how product assets are organized in ASW. See the *WW Standards* section to see how Products are ordered.
- **Alphanumeric ordering.** If all items have the same significance, order your content alphanumerically.

When to Use Separate Pages

With a large number of assets, you may wish to disperse them across separate pages. Use the following guidelines to determine when this makes sense and how it affects usability:

- **Consider the number of assets.** Too many assets in one place can be difficult to sift through from a user perspective. Conversely, too few assets on a page makes finding those assets more cumbersome when they have to find content in multiple locations and doesn't make use of the bulk download feature. It's a good idea to place assets on the same page when they will likely be downloaded together or when placing them on separate pages makes navigation cumbersome. Ultimately, you'll want balance between the number of assets on a page and how many pages there are to navigate. Use navigation elements and page-level categorization features to organize assets in a way that most benefits the users accessing the material.
- **Consider the number of languages.** Localization is also a consideration. Some regions publish multiple localized versions of each asset. China, for example, offers content in five languages. On the other hand, only two localized versions would be displayed for each user. This means that each document would be listed twice, one for each language the user has access to. This can greatly affect the number of documents on a page and subsequently how easy it is to scan the page for content. It is important to understand how your content is being displayed to the audiences in your region. Talk to your View owner to find out exactly how this is defined.
- **Consider the number of categories.** A large number of categories may also warrant creating separate pages. More than nine or ten categories can be cumbersome for a user to sift through. With a large number of categories, you might want to separate the content into two or more pages. Then it's important to ask the question, "Can you separate them in a way that makes sense to your audiences?"
- **Support use of the Bulk Download feature.** A significant consideration is what files would likely be downloaded together. If so, keep all of these files on the same page to take advantage of the bulk download feature.
- **Consider redundant resources.** If there are resources that apply to many different pages, you can place the material on one page and link to the page from many different places. For example, if one or more sales resources are applied to every page in a particular section, these resources can be placed on one page and a link can be included in the *Related Materials* section of

every other page they are associated with. The benefit of this is that there is only one place where the assets exist, so changes to the file name, file content, number of files, organization of files on the page, etc. can be centrally maintained. In the end, it simplifies the workload.

- **Pay attention to audience targeting.** Just as with the asset localization idea, consider how many assets and categories will be visible to any given audience. When an audience doesn't have access to certain assets, those assets are not displayed. Furthermore, if no assets are displayed in a particular category, the category will not be displayed. Think about what the most common view is and target your decisions for the majority experience. Consider, but don't worry about the few times it might look a little weird.

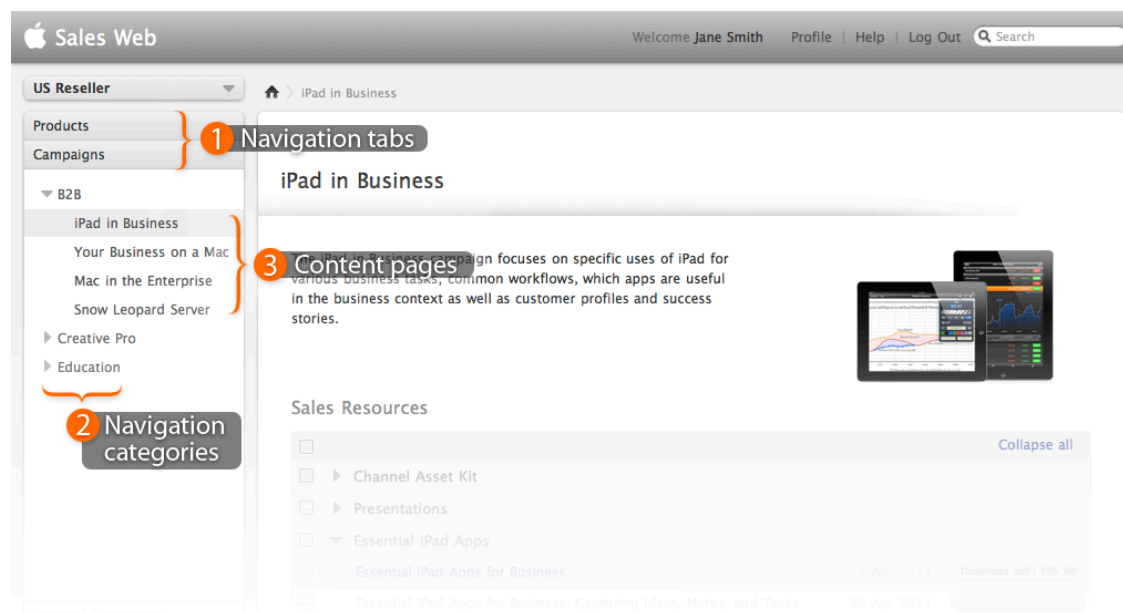
Defining Navigation

The main navigation helps users understand what content is offered and how it is organized. It is consistently visible on the lefthand side of the screen and shows the page that is selected as well as it's context in the navigation hierarchy. This way, individuals learn how content is organized as they use ASW and can easily remember how to find content in the future. The following information is offered to help you provide a positive navigation experience for your audiences.

Navigation Elements

The following three elements make up the navigational structure (See diagram below):

1. **Navigation tabs.** Navigation tabs are always visible on the left-hand side of the page and expand when you click on them to display your content pages. Make sure the labels on these tabs are immediately recognizable, since it presents the first level of options for the user to find information.
2. **Navigation categories.** Categories in the main navigation aren't necessary, but can be used to group content pages when it helps users find information quicker. There are two cases where categories are helpful;
 1. With a large number of pages, categories can help the user target specific content instead of having to scan the whole list.
 2. When a logical grouping is apparent and can help users find content quicker than a flat list.
3. **Content pages.** Content pages are simply the pages that display the content you wish to deliver.



Navigation Principles

The following principles help organize content for an intuitive navigation model:

- **Not too shallow or too deep.** A navigation structure that is too shallow displays too many options at once, requiring the user to wade through lots of options to find what they want. If it is too deep it requires an excess number of clicks and obscures the path to the content. Find the right balance by keeping lists of items and groups of pages to a count of about seven. If it makes sense, it can be more and it can certainly be less, but seven is a good target number. Presenting a large number of options at once or requiring an excessive number of clicks can greatly increase user processing time. Presenting options in a balanced way helps users be as efficient as possible when navigating ASW.
- **Consider using page-level categories.** If you have a set of related pages with only a few assets on each page, consider combining pages and using categories to separate the content into logical groups. If you do, make sure that your audience would expect to see all of the content on one page. This is especially helpful if users might want to download the material together. See *Grouping Assets and Links* in the previous section for more information.
- **Common terminology.** Just as with naming assets and files, use labels that make sense in the daily routine of the people who access your content.

Avoid using terminology that is obscure or technical and take the time to find out what terms make sense to them.

- **Naming tabs and page groups.** Assess whether or not navigation and category names are meaningful to the consumer. When grouping items together, assure grouping applies to all pieces of content within the group, otherwise users may not find the information.
- **Leverage Apple standards.** Most people are familiar with Apple products. Try to be consistent with Apple standards for naming and organizing content. The Apple organization has put a great deal of thought into how products are organized, so leverage that model when presenting similar material. Keep in mind also that there are times when diverging from the Apple standard makes sense, so don't be too stringent.
- **Ordering content.** Three general models can be used to order content. Think about what will make the most sense to your audiences.
 - Ordering by **Priority or Popularity** presents the most commonly used material at the top of the list. When there is a clear distinction for what content is accessed most often, this method might be ideal.
 - **Prescriptive** ordering is based on how the content is consumed. For example, the most general information is first and more detailed information comes later. This makes sense when users generally consume all of the content present and benefit from consuming it in a logical order.
 - **Alpha-numeric** ordering is most useful when all of the content has the same weight or level of importance, allowing the user to scan the list by its name.
- **Character limits for tabs and sub-navigation.** The main navigation panel has limited space. Its height and width are fixed to accommodate a standard minimum resolution. As a result, tab labels will truncate and show an ellipsis if they are longer than the space allowed. Items underneath tabs can be larger than the visible area, but a scrollbar will show up. Use the following guidelines to determine how your labels will display. (These are approximations because different characters take up a variable amount of space, especially when considering various languages.):

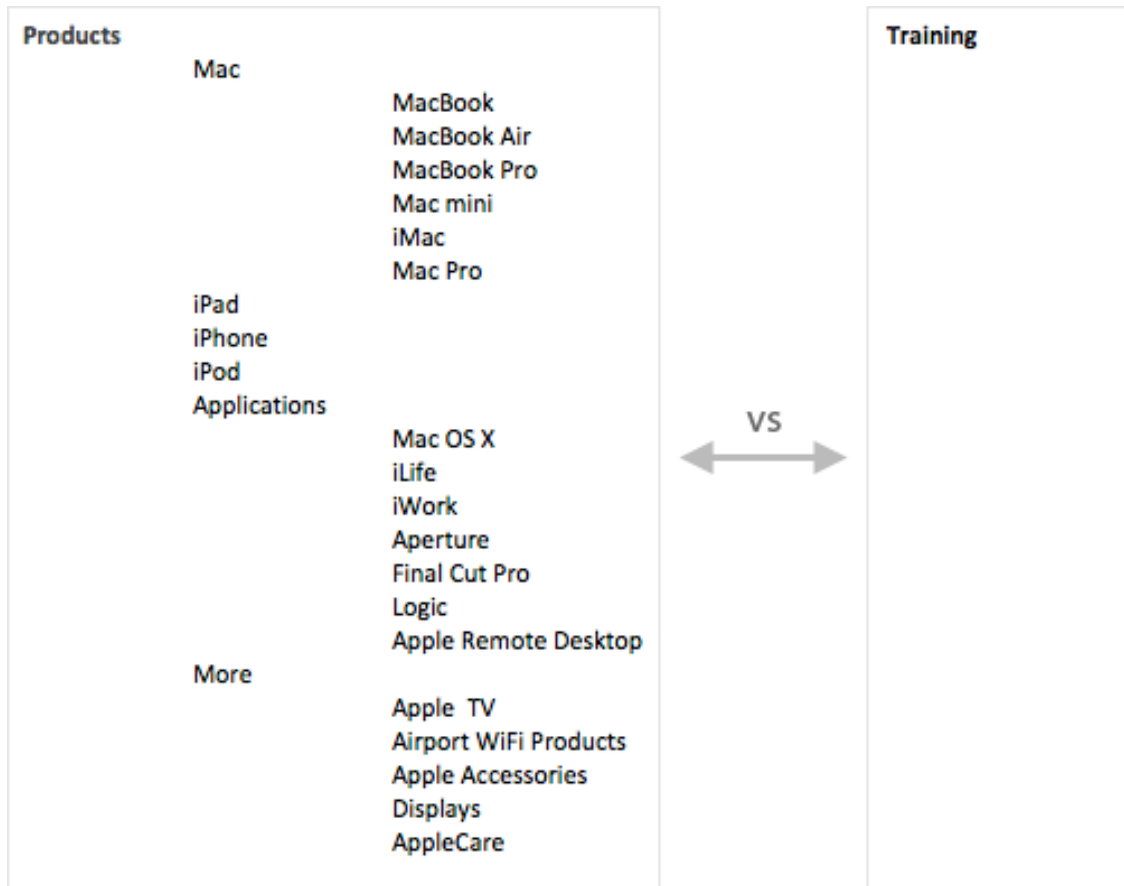
- View button: Approximately 20 characters
- Navigation tab: Approximately 30 characters
- Second and third level navigation: Approximately 25 characters
- **Limit the number of tabs.** Limit the number of tabs in your navigation to 9 or fewer if possible, to help the user easily scan the list. Consider how many tabs will be visible to the majority of your users. Overall, the majority of your users should have a reasonable experience. It's ok for a small number of users to have more than the ideal number of options.

Create a Balanced Information Hierarchy

The design of the main navigation panel is intended for large bodies of content. Keep a reasonable amount of balance in the information hierarchy (how your content is organized) to avoid problems. Below is a description of some problems that can arise and how to solve them.

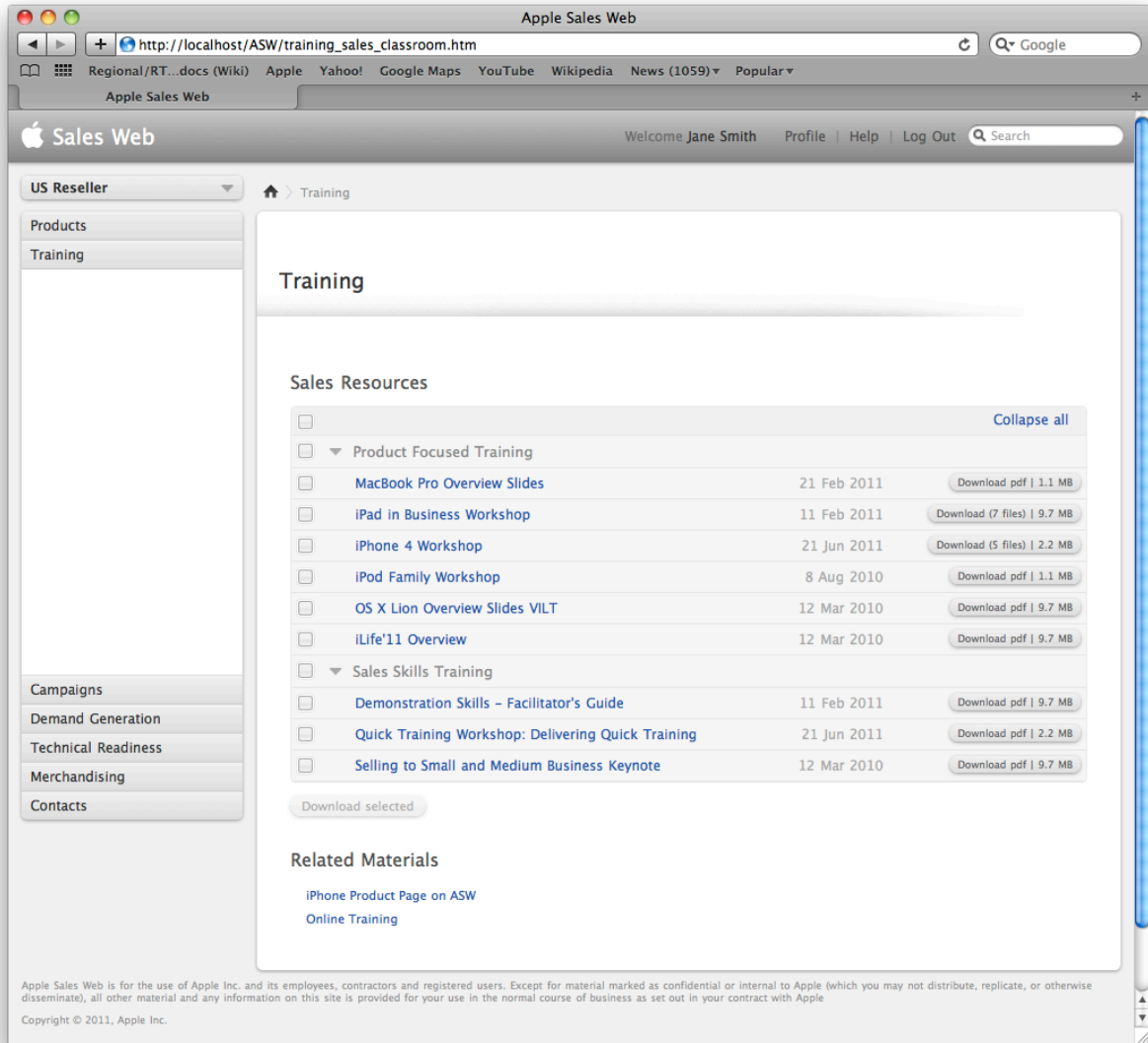
Balance Problems

It's easy to place a page of content you think is important at the top level, making it a tab, but this can be problematic. Consider having three levels of hierarchy and a large body of content under the **Products** tab and then clicking on another tab to see one page (See example below). It's a little discordant and leaves the user wondering why it was organized in such a way.



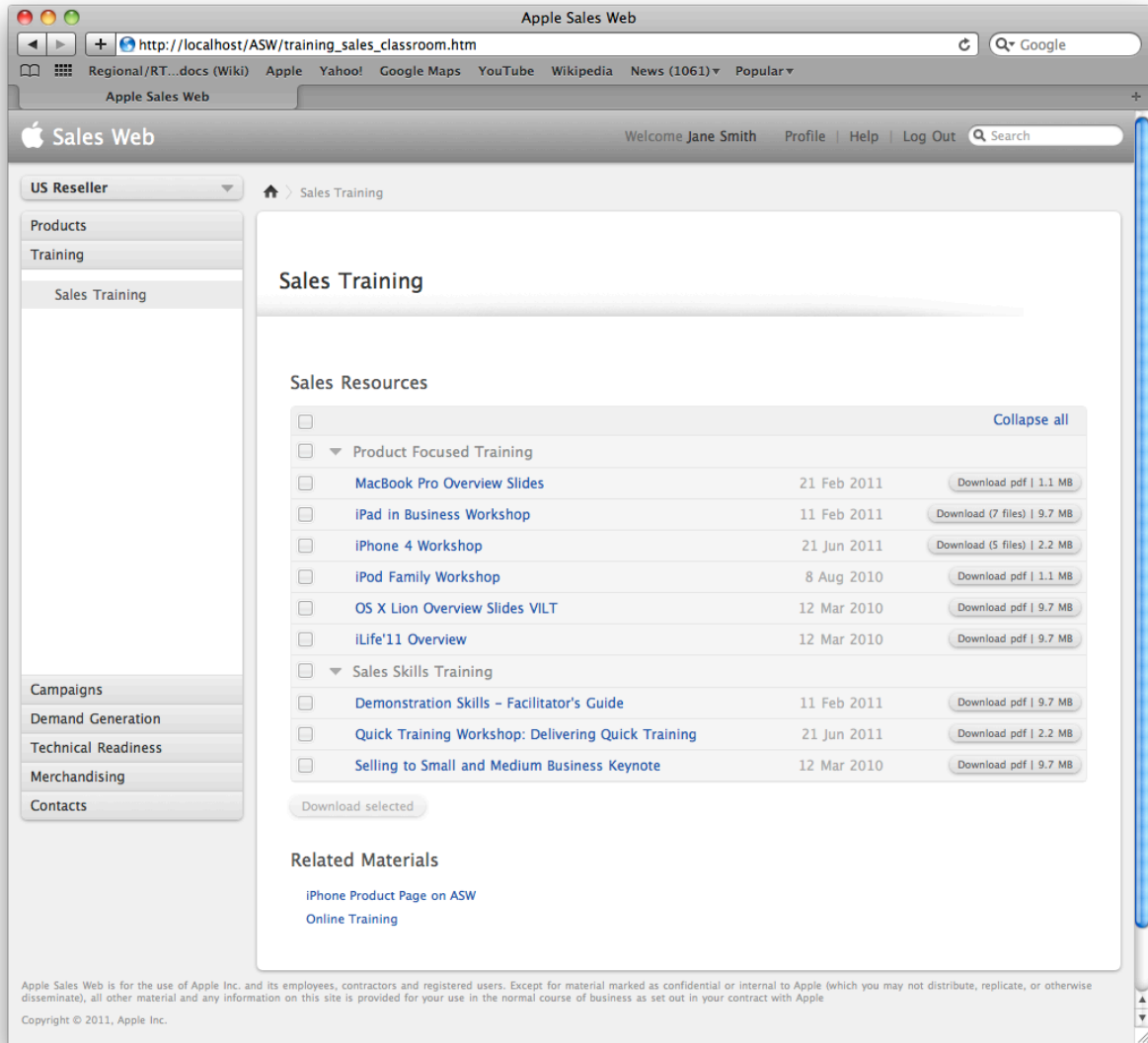
Visual and Behavioral Problems

From a visual and behavioral perspective, our navigation panel is designed to have a tab expanded at all times showing a white area underneath it for sub-navigation. In the example below, no sub-navigation exists under the **Training** tab. As a result, no page selection is displayed and the white space is left empty (See example below). Nothing definitively displays to the user where they are in the navigation and the user ends up wondering if something is missing or broken.



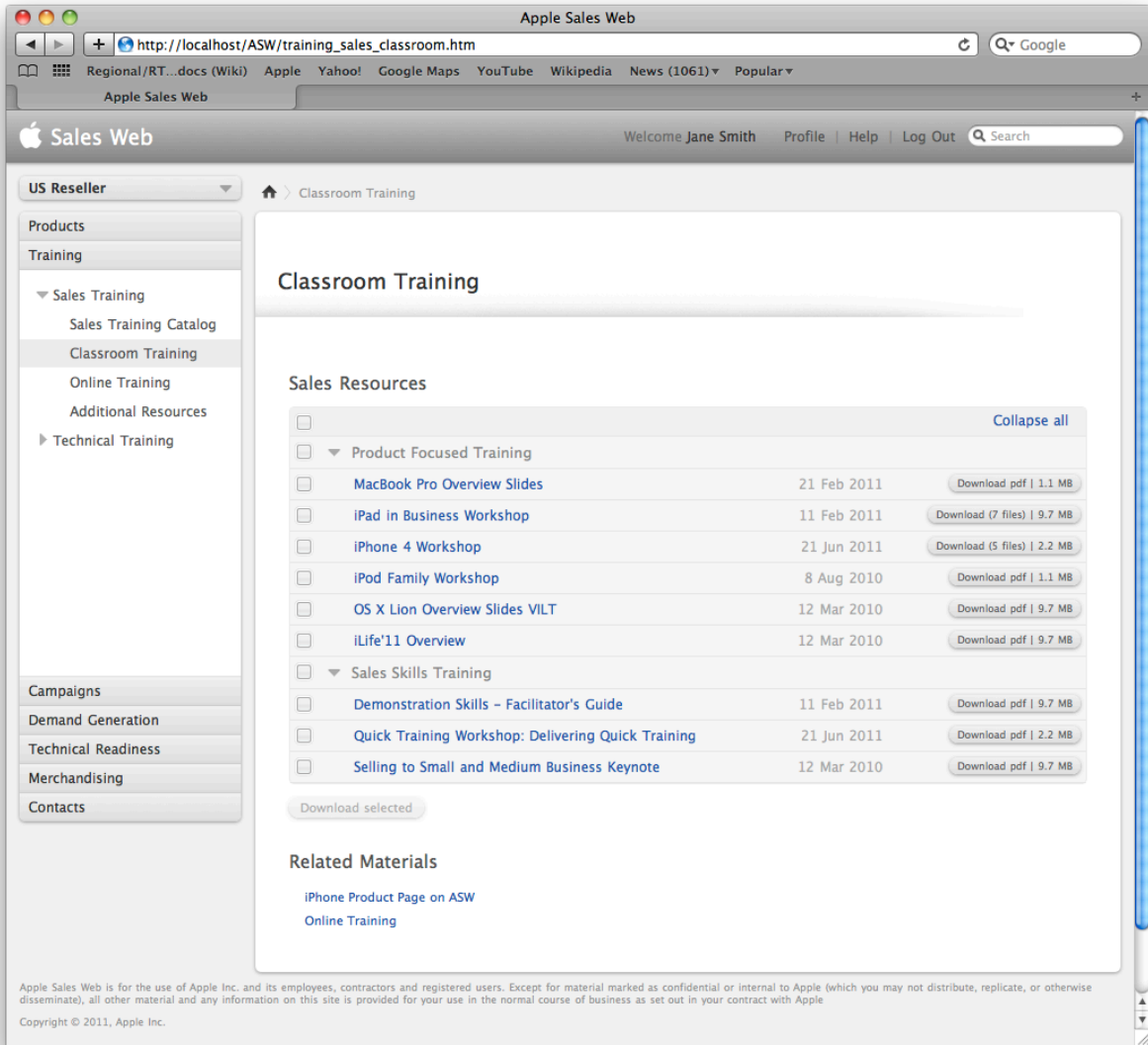
A Simple Solution

One way to deal with this is to place the content on a page under the tab so it shows a selection and something in the whitespace (Note: This will happen in the case where a user has permission to see only one item under a tab). You could simply repeat the title (i.e. a **Training** page under the **Training** tab), but it would seem a little odd. Placing a general title above a more specific title (i.e. a **Sales Training** page under the **Training** tab), is a little better (See example below).



The Best Solution

A better solution is to make sure content is grouped in a way that provides a level two for every tab and shows a reasonably balanced information hierarchy (See example below).



Managing Quality

Manage quality in ASW by understanding your audiences and maintaining a clean, responsive system. It's easy to build your content...The following guidelines can help you build awareness of your users so that your decisions are based on actual usage and user perspectives.

Profiling Audiences

Use the following guidelines to profile your audiences:

- **Define audience types.** Who are the various people that access the information you offer? Are they Apple partners or employees? Are they managers or sales representatives in the storefront? What download speeds do they have? What languages do they speak? What are their daily tasks and how does Apple Sales Web fit into their day? All of these questions can help you answer a myriad of other questions about how to present material to them and respond to their needs.
- **Identify audience motivations.** Consider how your users think of the content you are offering them. What drives users to find your content on ASW? Is it learning about the latest Apple product offerings? Is it obtaining images and scripts for a presentation they need to assemble? Is it locating information that will help them answer customer questions? Maybe it's getting up to speed on policies and procedures necessary for them to be in compliance. Knowing what motivates your audiences, will help you understand the best way to present content to them. One option is to list out the top 5 to 10 reasons why your audiences are motivated to go to ASW. Keep this on hand and update accordingly so that your organization is aware and working in unison to support the same goals.
- **Audience tasks.** One way to get a solid understanding of exactly how your users consume your content is to list the day-to-day tasks users perform in ASW. This list goes hand-in-hand with audience motivations since the tasks describe how they follow through

Feedback Methods

Mix and match the following evaluation methods to gain insight into your audiences and how they use ASW:

- **Quantitative vs qualitative feedback.** Quantitative data can tell you measurable data, such as how many people have accessed each asset in the past week. Qualitative data, on the other hand, can give you more experiential input, such as users preferring to find assets by product as opposed to asset type, or vice versa. Both types of information are valuable. Use reporting and surveys to get quantitative data and some of the face-to-face methods to gain qualitative insight.
- **One-on-one interview.** Sit down and talk to someone. You'd be surprised what you learn from someone when you simply sit down with them and ask what they think of the system and the offerings. They'll tell you things you never would have thought of on your own. Offer a few open-ended questions to get the user talking, such as, "What do you do most often in the site?" or "If you were going to pull up a Channel Asset Kit, what would you do?" Then listen carefully to the answer. If the person responds they would go to the search box, you might ask why they don't use the main navigation. Do they think something is missing?
- **Mock-ups.** Wireframes or high fidelity mock-ups can help you gather feedback before implementing an idea. Use these to present an idea that illustrates how information might be labeled, laid out on a page, or organized in navigation.
- **Card sort exercise.** A card sorting exercise can help you find out how individuals might organize material. For example, print content categories and sub-categories on 3x5 cards, place them on a table in front of a user, then ask them to organize the cards. Sometimes, the most interesting thing you might learn is their thinking behind the solution they come up with.
- **Watch product use.** You can gain valuable insight by watching a user navigate the system. Give them a set of tasks and watch how they accomplish them. Ask them to speak aloud, describing their thoughts as they move through the system. And add follow-up questions to gain even more insight.

- **Comparative models.** Sometimes you need to present options to help people visualize the possibilities. Use mock-ups to display how content might be categorized on a page. Or use a basic outline to display how pages might be organized in navigation. Present two different models and ask users which model makes more sense to them.
- **Surveys.** If you have very specific questions you'd like to answer, taking a survey can be very useful. Identify a reasonable number of valid participants and get their feedback on the exact same questions to see if a clear solution presents itself. If you can also get an idea of why participants provided particular answers, you can use this information to back up your decision. If a clear answer does not surface, you might try another method or implement one method and see how it performs in the system. You can then follow up by retesting after the implementation is live.
- **Reporting.** Don't take my word for it. Look at the numbers to identify what people find important. Learn about what people are consuming, how often and over what period of time. Run a report at regular intervals to gain an understanding of user behavior over time. You can learn a great deal from watching how users behave within a system through access data. What are the most popular assets? what assets haven't been accessed in the past 3 months? How many people are responding to a headline that was posted? How often does this result in a download? You may wish to follow up some report data with interviews or surveys to gain more insight.

Spring Cleaning

Use the following guidelines to keep content fresh and relevant:

- **Archive unused content.** If the system is littered with outdated or unused content, it can hamper usability. Users may spend time looking through material that's not useful to them and then learn over time that the system is not up-to-date, lowering their overall impression of the system. Keep their opinion elevated by delivering targeted and relevant information on a regular basis.

- **Reorganizing content.** Businesses change, and as this occurs, the system should adjust along with it. Evaluate regularly whether the system is accurately reflecting the structure and movement of the business.
- **Data analysis.** Find out what hasn't been used in 6 months and what it at the top of people's lists when accessing ASW. Use this information to keep the system clear out unused content and to have insight for making decisions, such as how to organize content and navigational elements.

WW Standards

The following standards are intended to provide a consistent and thoughtful experience for users of the ASW system by presenting material consistently when it makes sense.

Standards Definitions

The following list describes each WW standard for ASW:

- **Asset naming conventions.** Naming assets in a consistent manner to aid asset scanning and identification.
- **File naming conventions.** Naming files to aid in file identification and scanning before and after download.
- **Product asset list.** Lists the approved assets for inclusion in ASW Product pages.
- **Product asset categories.** Lists the categories and what assets appear in each one.
- **Product navigation.** Displays the Product navigation hierarchy.
- **Training navigation.** Displays the Training navigation hierarchy.

Asset Naming Conventions

To make assets easier to find and identify, use consistent naming conventions. This will help the user identify content quickly and help them find material on their machine after download. For example, if the user has downloaded a number of product-related materials, we believe it will be most useful for those assets to be organized by product. Including the product name at the beginning will ensure that all downloaded assets can be grouped by product name in a flat list when it is organized alpha-numerically. This method can also be used for programs, campaigns, or other high-level groupings of content.

Begin with the product or program name, add a hyphen surrounded by spaces, and follow with the asset type:

(Product Name) - (Asset Type)

MacBook Air - First Look

13-inch MacBook Pro - Channel Asset Kit

(Program Name) - (Asset Type)

iPad in Business - Sales Guide

For any further specification, such as sections of a seminar or customer-specific versions of material, these details can be added to the end of the name. Consider the following examples. The first set of labels would be organized by asset type, whereas the second set would be organized by Customer. think about how your users would most likely wish to consume the information and name your assets to support that.

(Program Name) - (Asset Type) - (Additional Specification)

iPad in Business - Customer Story - G.E.

iPad in Business - Customer Profile - Medtronic

iPad in Business - Customer Video - Medtronic

Or

iPad in Business - Customer - G.E. Story

iPad in Business - Customer - Medtronic Profile

iPad in Business - Customer - Medtronic Video

Note: Do not add part number or language code to the name because the system will append it to the name when you create it.

MacBook Air - First Look (language code)

File Naming Conventions

To help users easily identify files after download, make sure the file name closely resembles the asset name. When uploaded into CMS, the system will automatically add a language code and the part number to the end of the file.

Asset name:

MacBook Air - First Look

Your file name:

MacBook Air - First Look.pdf

Note: Do not add part number or language code to the name because the system will append it to the name when you create it.

MacBook Air - First Look (part # + language code).pdf

For assets with multiple files, include the section titles at the end of the name.

Asset name:

MacBook Air - Channel Asset Kit

Your file name w/section titles:

MacBook Air - Channel Asset Kit - Screen Images.pdf

MacBook Air - Channel Asset Kit - Print Images.pdf

MacBook Air - Channel Asset Kit - Copy Blocks.pdf

MacBook Air - Channel Asset Kit - Guidelines.pdf

Note: Do not add part number or language code to the name because the system will append it to the name when you create it.

MacBook Air - Channel Asset Kit - Screen Images (part # + language code) .pdf **MacBook Air - Channel Asset Kit - Print Images (part # + language code) .pdf**
MacBook Air - Channel Asset Kit - Copy Blocks (part # + language code) .pdf
MacBook Air - Channel Asset Kit - Guidelines (part # + language code) .pdf

Product Asset List

There are a select number of assets showcased in the Products tab in ASW.

Use the following list to determine what assets to place in this section:

- **First Look.** description and example name
- **Then and Now.** XXX
- **Product Presentation.** XXX
- **Channel Asset Kit.** XXX
- **Reviewer’s Guide.** XXX
- **Complete Demo Guide.** XXX

- **Demo Content.** XXX
- **Install Guide.** XXX
- **Price List.** XXX
- **Minimum Advertised Price.** XXX

Product Asset Categories

The following list shows product sales resource categories in bold and the assets included in each category underneath:

- **Overviews**
 - First Look
 - Then and Now
- **Presentations**
 - Product Presentation
- **Channel Asset Kits**
 - Channel Asset Kit
- **Reviewer's Guides**
 - Reviewer's Guide
- **Demos**
 - Complete Demo Guide
 - Demo Content
 - Install Guide

Product Navigation

The following hierarchy shows product navigation under the Products tab:

- Mac
 - MacBook
 - MacBook Air

- MacBook Pro
- Mac mini
- iMac
- Mac Pro
- iPad
- iPhone
- iPod
- Applications
 - Mac OS X
 - iLife
 - iWork
 - Aperture
 - Final Cut Pro
 - Logic
 - Apple Remote Desktop
- More
 - Apple TV
 - Apple Wi-Fi Products
 - Apple Accessories
 - Displays
 - AppleCare

Revision History

Revision Date	Version	Changes
Aug 26, 2011	0.1	Defined TOC and general categorization.
Sep 1, 2011	0.2	Fleshed out content and added a few sections.
Sep 15, 2011	0.3	Reorganized content, added a couple sections and filled out a large amount of content
Sep 20, 2011	0.4	Fleshed out content and reordered a couple sections.
Sep 22, 2011	0.5	Rewrote the Asset and File Naming Conventions and added minor edits.
Sep 23, 2011	0.6	Removed View sections and placed into another document called <i>ASW View Owner Guide v0.6</i>

If you have questions about Apple style and usage or suggestions for improving the guide, contact Sales Communications (sales_communications@group.apple.com).