



Apple Clean Energy Guidance

Identity Guidelines

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The Apple brand is one of the most recognizable identity systems in the world. It is comprised of elements that work together seamlessly to represent a brand that is synonymous with design, quality, and elegance. When using any assets provided by Apple, it is important to follow the guidelines provided in order to maintain a consistent brand standard.

These guidelines are for EnergyKit developers as defined in the [Apple Developer Program License Agreement](#). They provide information on how to correctly use the Apple Clean Energy Guidance icons and logo lockup in qualifying apps, product packaging, instructional materials, and marketing communications to indicate integration with Clean Energy Guidance from Apple. Adhere to the direction in these guidelines wherever the artwork assets are used.

If you are an MFi Licensee, you must comply with the MFi Identity Guidelines in addition to these requirements.

Identity Elements

Apple Clean Energy Guidance icons

Apple provides two icons to promote Clean Energy Guidance:

- Use the Apple Bolt Sparkles Icon to indicate when electricity is being generated from relatively cleaner energy sources.
- Use the Apple Bolt Smog Icon to indicate when electricity is being generated from relatively less clean energy sources.

The icons are provided in color, all-black, and all-white formats. The color icons are preferred for use but choose the format that best works with your layout. The icons can appear on black, white, or color backgrounds.

Artwork

Icons are provided in these formats:

- Resolution-independent .svg scalable art for web and onscreen use.
- .eps scalable artwork in CMYK and RGB color profiles for printed materials.
- .eps scalable black-and-white art, for communications with limited color use.

Use only the artwork provided by Apple. Do not alter the artwork in any way except to change its size to fit your layout.



Apple Bolt Sparkles icon



Apple Bolt Smog icon

Identity Elements

Apple Clean Energy Guidance logo lockup

The logo lockup consists of the Apple Bolt Sparkles icon followed by the words *Clean Energy Guidance*. Use the lockup in qualifying apps, instructional materials, and marketing communications to promote and communicate integration with Clean Energy Guidance.

The logo lockup is provided in two color formats. Choose the color format that best works with your layout. Lockups can appear on black, white, or color backgrounds—and on photographic backgrounds as long as they are clearly legible against the background.

Artwork

Icons are provided in these formats:

- Resolution-independent .svg scalable art for web and onscreen use.
- .eps scalable artwork in CMYK and RGB color profiles for printed materials.

Use only the artwork provided by Apple. Do not alter the artwork in any way except to change its size to fit your layout.



Graphic Standards

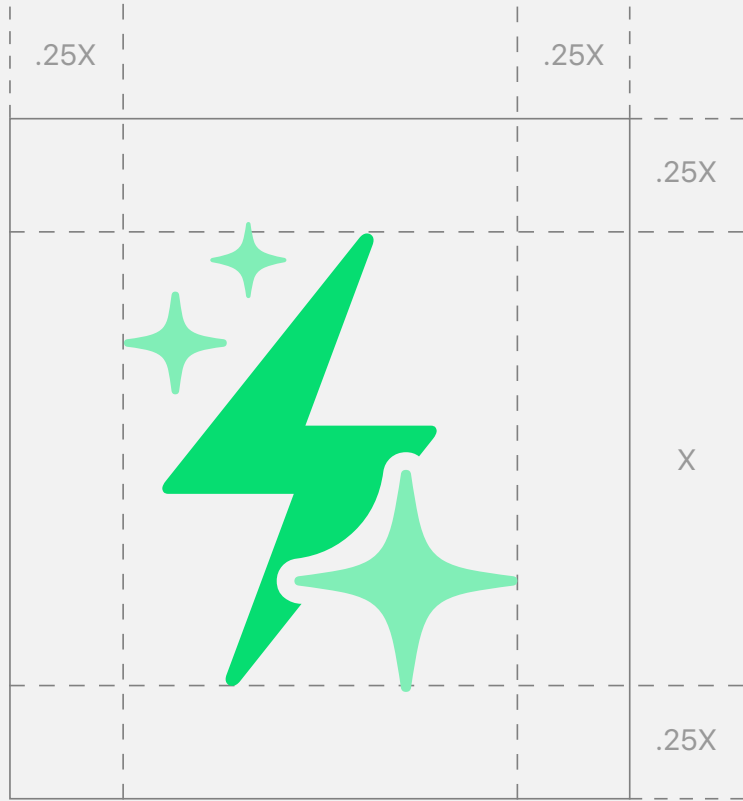
Minimum size and clear space

The minimum height for the icons is 8 mm on printed materials and 30 pixels for onscreen use.

Minimum clear space around the icons is equal to one-quarter the height of the icon. Do not place graphics, type, photographs, or illustrations inside the minimum clear space. Display the icon at a size that is clearly legible and in keeping with the size of other icons used.



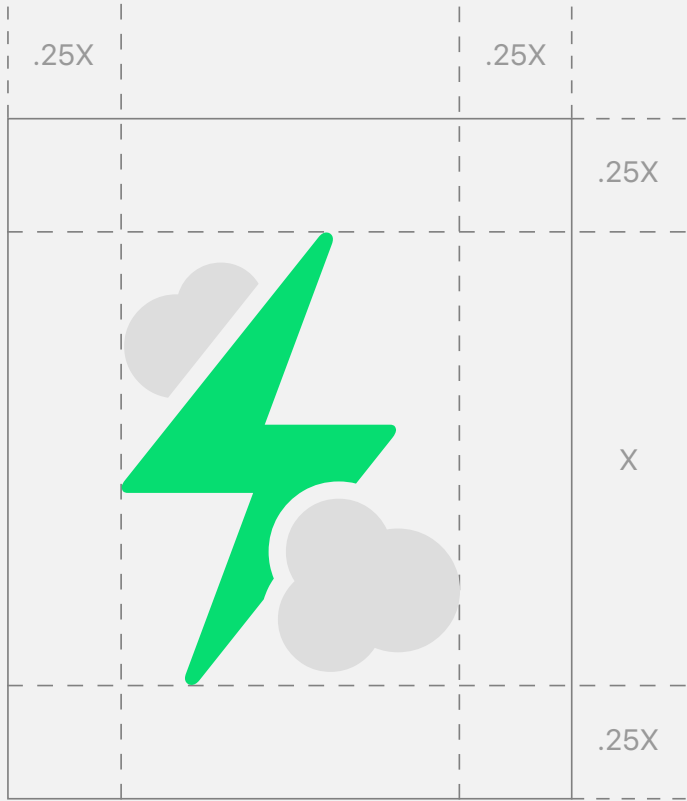
Minimum size:
8 mm for print/30 px @1x for digital



Clear space:
.25X



Minimum size:
8 mm for print/30 px @1x for digital



Clear space:
.25X

Graphic Standards

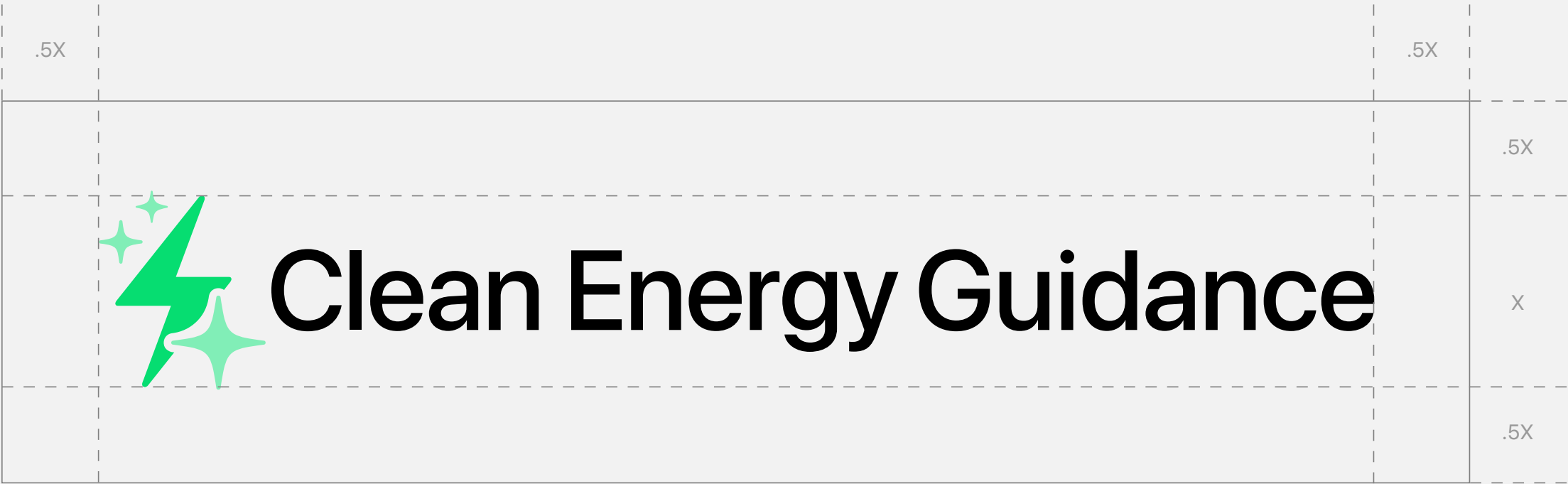
Minimum size and clear space

The minimum height for the logo lockup is 10 mm on printed materials and 40 pixels for onscreen use.

Minimum clear space around the lockup is equal to one-half the height of the bolt graphic in the lockup. Allow more space whenever possible. Do not place graphics, type, or illustrations inside the clear space area.



Minimum size:
10 mm for print/40 px @1x for digital



Clear space:
.5X

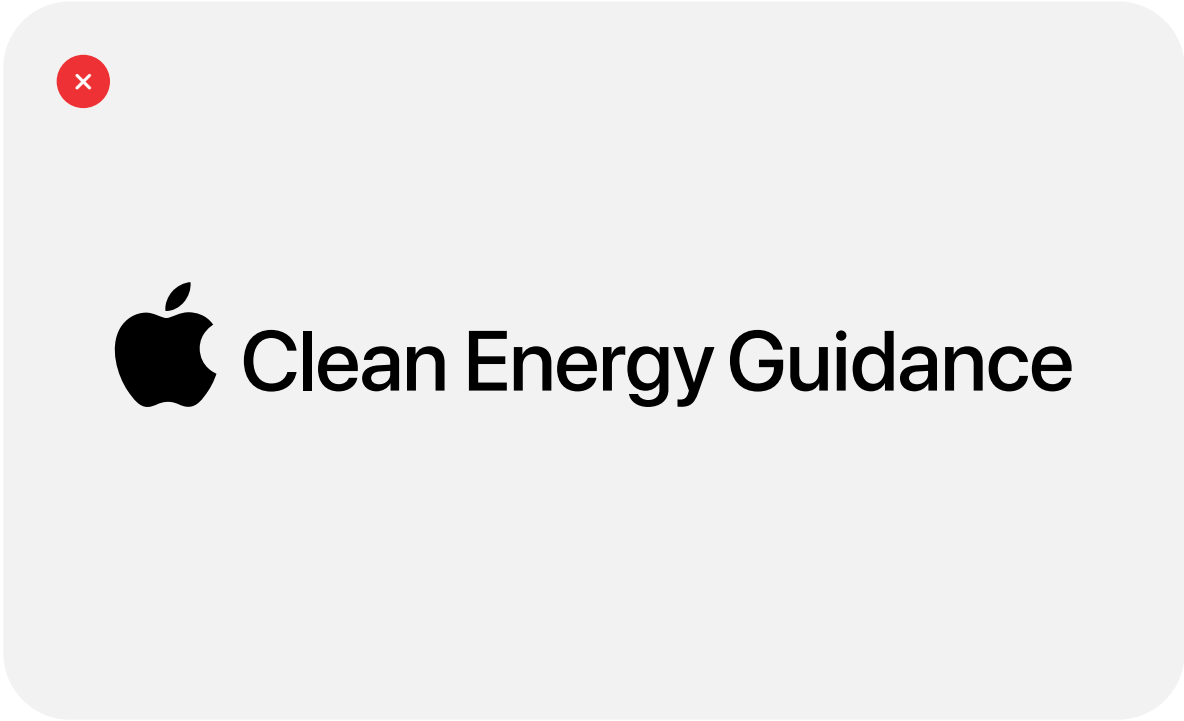
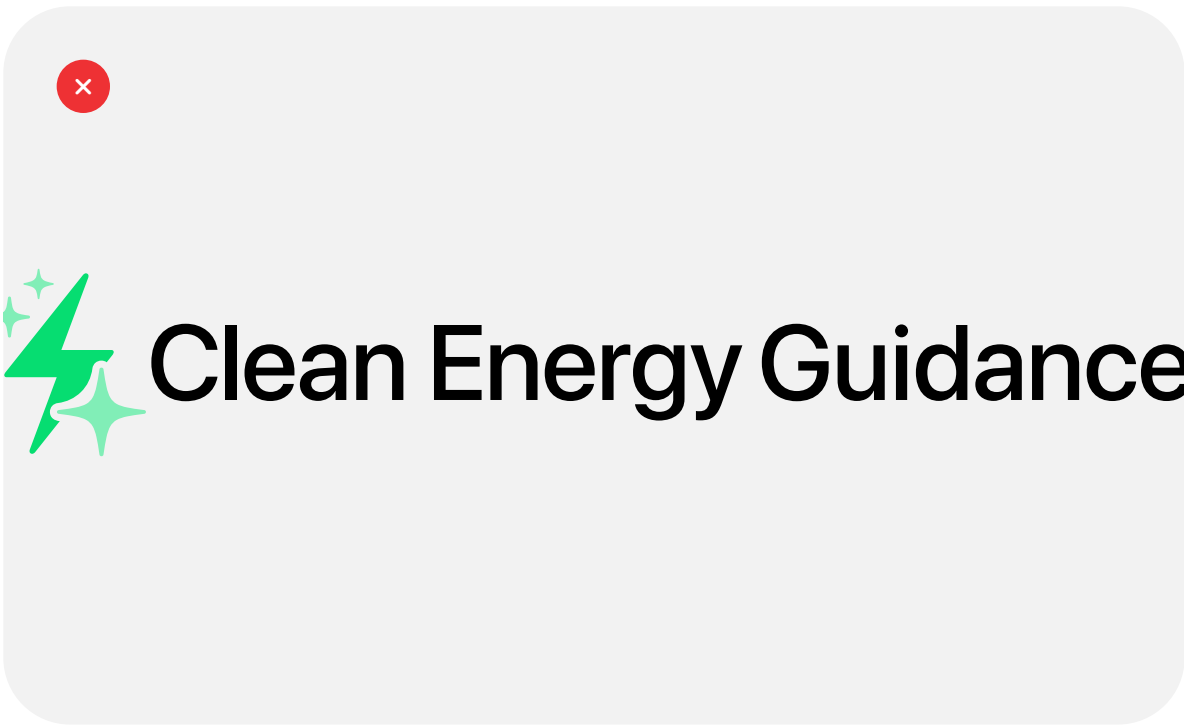
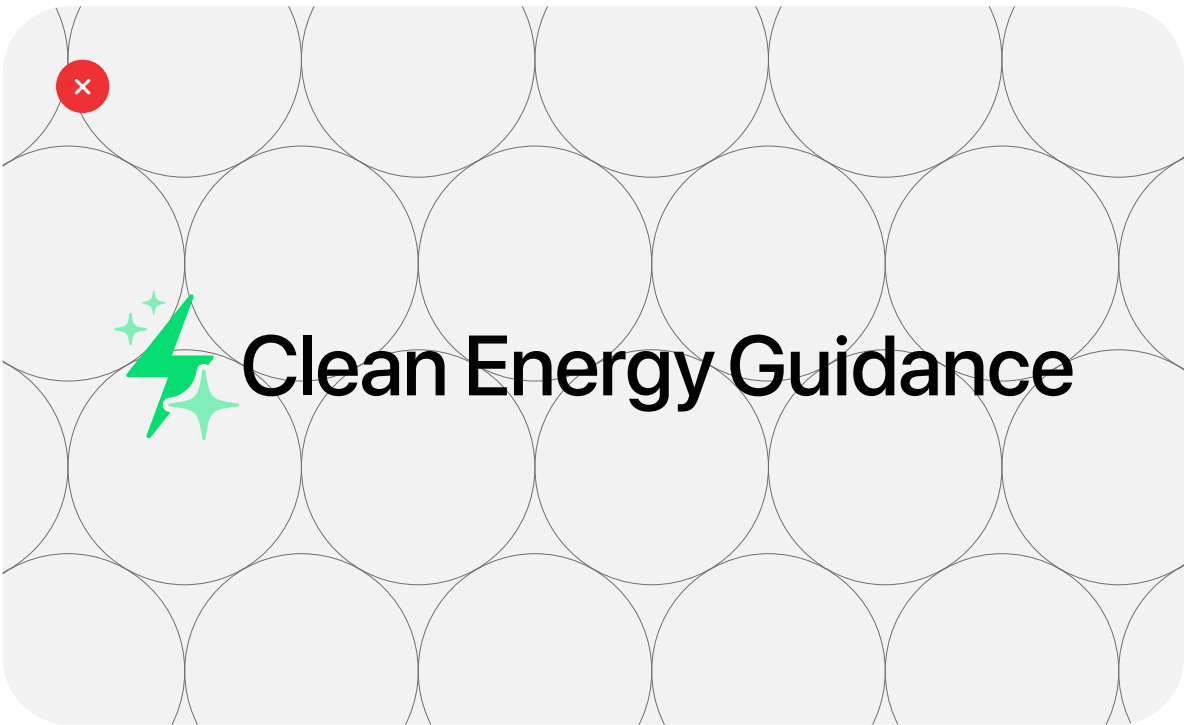
Logo Lockup Usage

Do's

- Use the logo lockup to communicate that Clean Energy Guidance is supported by your app.
- The lockup can be used on advertising and promotions related to Clean Energy Guidance.
- Use only one logo lockup in your app, instructional materials, web page, or marketing communications.
- Accompany the lockup with text that describes the Clean Energy Guidance functions and benefits. See "Suggested Messaging" on page 12.
- Use only current lockup artwork provided by Apple without modification.

Dont's

- Do not place the logo lockup on visually cluttered or patterned backgrounds.
- Do not crop the lockup or place it in a shape.
- Do not change the color of the lockup.
- Do not add special effects such as reflections, shadows, transparencies, or glows around the lockup.
- Do not add taglines to the lockup
- Do not replace the Apple Bolt Sparkles icon with the Apple logo or any other icon.
- Do not alter the lockup in any way.
- Do not use the lockup if your media cannot reproduce the artwork clearly.
- Do not rotate or animate the lockup.
- Do not use the lockup in text. A lockup should be placed on its own, separated from headlines and body copy.
- Do not add other product names, service names, or version or model numbers to the lockup.
- Do not add a trademark symbol (™) or registered trademark symbol (®) to the lockup.



Logo Lockup Usage

Place the logo lockup near Clean Energy Guidance marketing copy. If an entire web page is dedicated to Clean Energy Guidance, the logo lockup can be placed at the top of the page. It must be clearly subordinate in both size and position to your app name, product name, main message, or company identity.

If only a portion or a paragraph in a layout is dedicated to Clean Energy Guidance, place the lockup near that copy so it is clearly associated with that content only.

App promotions

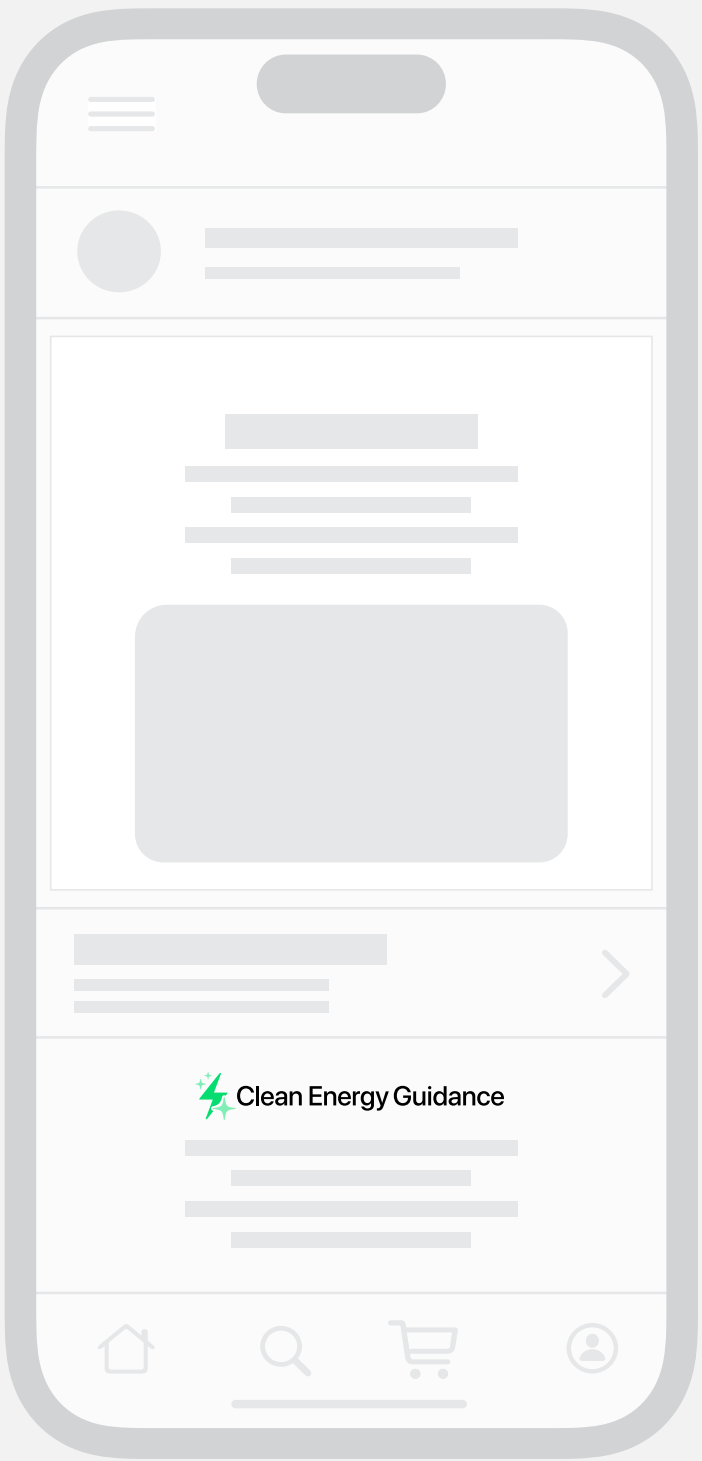
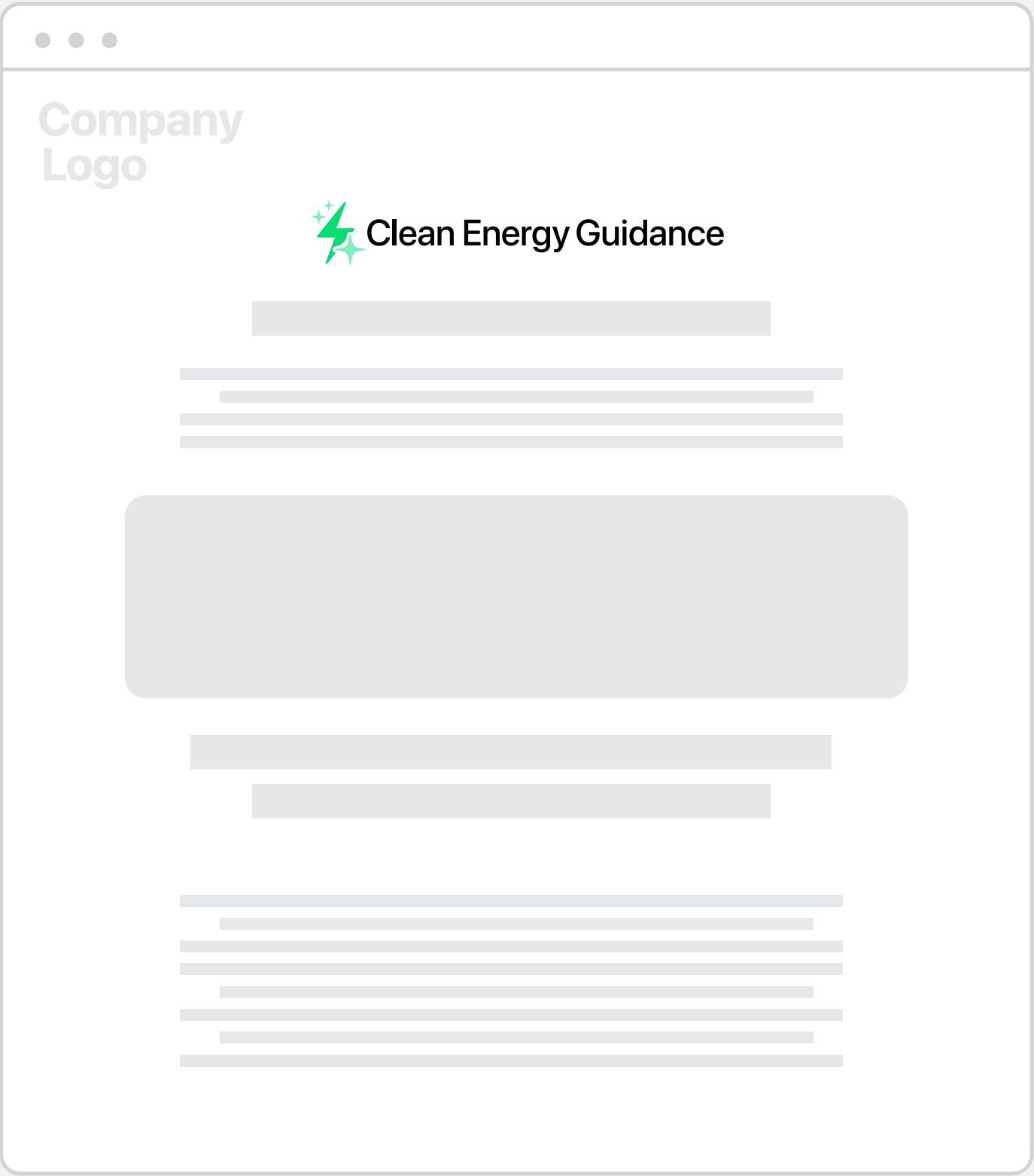
Use the lockup in an app to indicate that your product uses Clean Energy Guidance. See “Suggested Messaging” on page 12.

Packaging

Do not use the lockup on packaging materials. Use the Apple Bolt Sparkles icon instead. Refer to page 10 for more information.

Instructional materials

Use the lockup or icons in instructional materials to show users how Clean Energy Guidance works. The lockup and icons can appear in tutorials, help documentation, or educational content that explains the feature’s functionality.



Icon Usage

Use the Apple Bolt Sparkles icon and Apple Bolt Smog icon to indicate that your product supports EnergyKit grid forecasts by identifying times when energy on the grid is relatively cleaner or less clean.

Using both icons in a communication is not required, but only the Apple Bolt Sparkles icon can appear on its own. The Apple Bolt Smog icon must be used along with the Apple Bolt Sparkles icon.

App promotions

Use the icons to show users the relative cleanliness of the electrical grid and to help them make informed decisions about energy usage.

Packaging

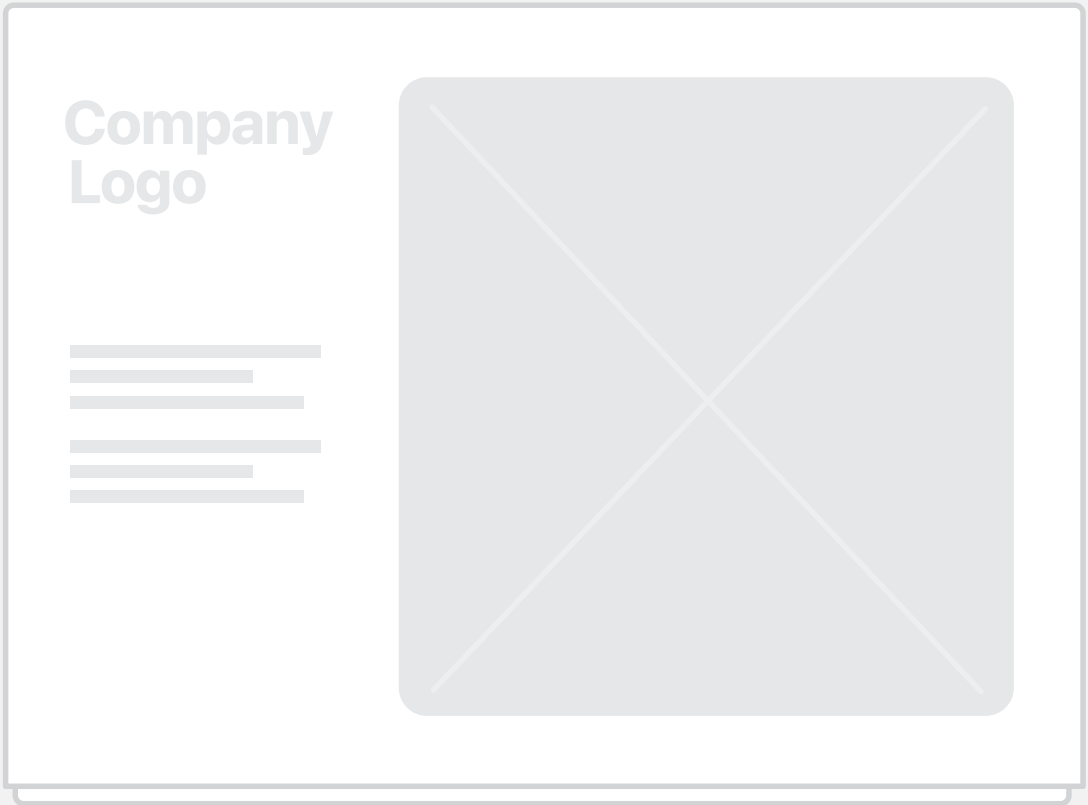
Use the icons with text on packaging to indicate that your product supports Clean Energy Guidance. Icons can also appear in app screenshots that show the feature or demonstrate how it works.

Instructional materials

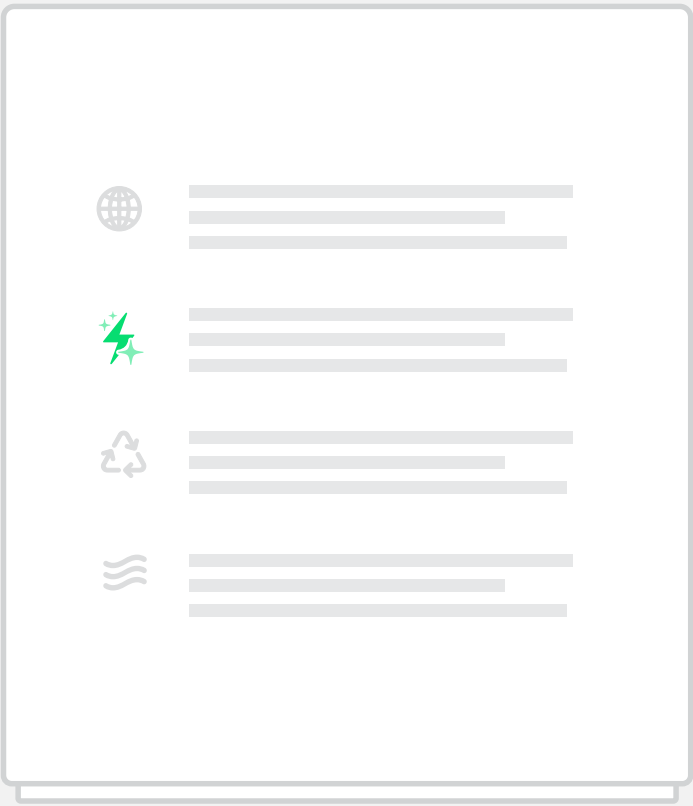
Use the icons in instructional materials to show users how to enable Clean Energy Guidance, how to identify when it's in use, and what each icon represents.

Marketing communications

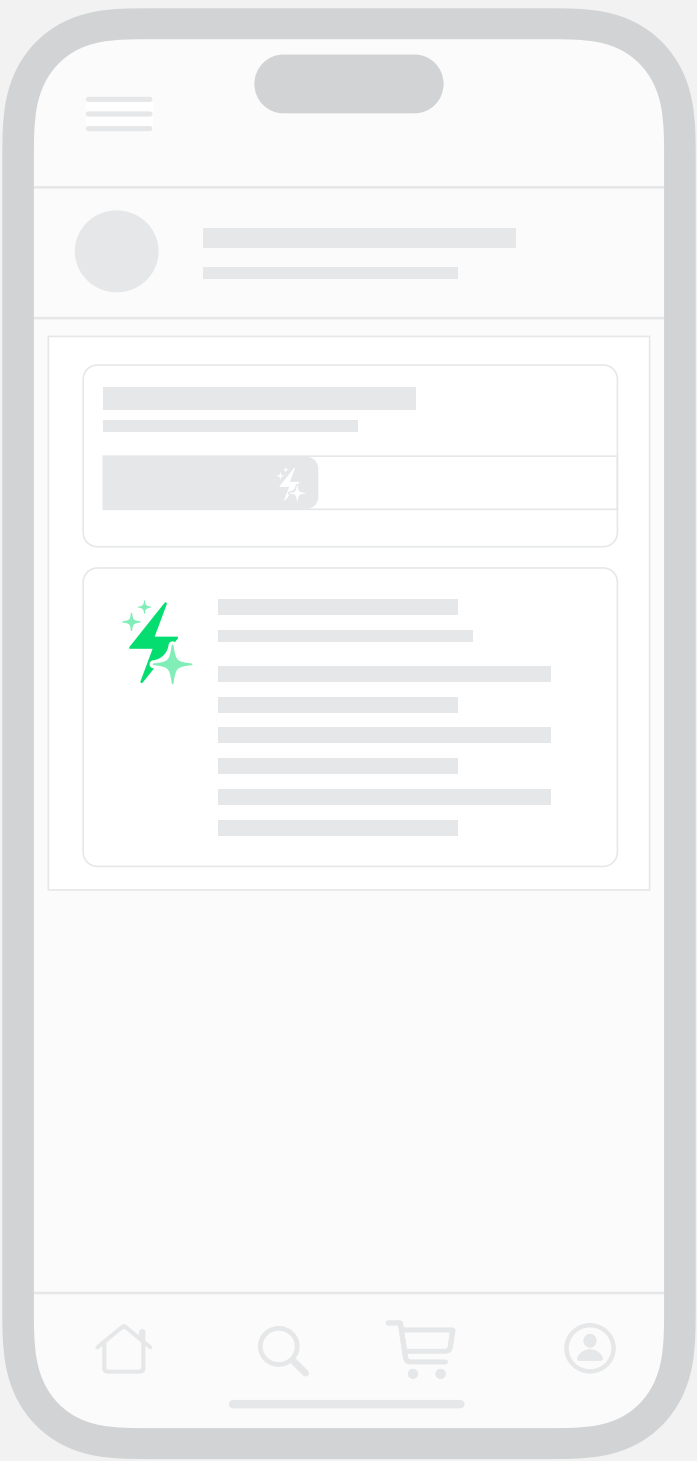
For more information see “Editorial Guidelines” on page 11.



Packaging front panel



Packaging side panel



Editorial Guidelines

Requirements

You can use the name *Clean Energy Guidance* in a referential phrase in your marketing communications to indicate that qualifying apps, electric vehicles, and smart thermostats use or support EnergyKit technology, provided that you comply with the following requirements:

- At first reference in body copy, use the complete name *Clean Energy Guidance from Apple*. Subsequent references can use simply *Clean Energy Guidance*.
- *Clean Energy Guidance* or *EnergyKit* are not part of your app name.
- *Clean Energy Guidance* is used in a referential phrase such as *supports, enabled, with, or uses*.
- *Clean Energy Guidance* is less prominent than your app name, product name, main message, or company identity.

Using the name *Clean Energy Guidance*

When using the name *Clean Energy Guidance* in headlines or body copy, always typeset *Clean Energy Guidance* as three words with an uppercase *C*, *E*, and *G* followed by lowercase letters.

Do not use *Clean Energy Guidance* as a verb phrase.

Correct:

With Clean Energy Guidance, you can optimize your EV charging for cleaner times.

Incorrect:

You can Clean Energy Guidance your electric vehicle with our app.

Do not call your app a Clean Energy Guidance app.

Correct:

<App Name> is an app enabled with Clean Energy Guidance so you can shift your electricity usage to times when there’s relatively cleaner electricity on the grid.

Incorrect:

<App Name> is a Clean Energy Guidance app that helps you shift your electricity usage to times when there’s relatively cleaner electricity on the grid.

Do not integrate *Clean Energy Guidance* into your app name.

Correct:

Clean Energy Guidance–enabled
<App Name>.

Incorrect:

Clean Energy Guidance <App Name>

Describing Clean Energy Guidance

Do not make the name *Apple* possessive.

Do not exaggerate or overemphasize the Apple message.

Do not indicate any kind of sponsorship, partnership, or endorsement by Apple.

Correct:

<App Name> features Clean Energy Guidance from Apple so you can optimize your home electricity usage.

Incorrect:

<App Name> features Apple’s Clean Energy Guidance technology.

Incorrect:

<App Name> features amazing Clean Energy Guidance technology from Apple.

Suggested Messaging

How to promote Clean Energy Guidance

Apart from the name *Clean Energy Guidance*, do not use the phrase *clean energy* to describe what the feature does. Always use *cleaner energy*. This reflects how EnergyKit grid forecasts work: They identify times when energy on the grid is relatively cleaner or less clean. These cleaner times are based on forecasts of peak renewable energy generation, curtailment, and periods when other relatively cleaner generators are responding to changes in electricity demand. Shifting load to these times can help reduce carbon emissions in the short term by using cleaner energy sources available on the grid today, and in the long term by shaping EV charging and other energy use behavior to align with periods of renewable energy generation.

You can use this suggested messaging to promote Clean Energy Guidance, or you can develop your own copy.

Short versions

- Clean Energy Guidance from Apple provides grid forecasts to help people choose when to use electricity by identifying times when there’s relatively cleaner electricity on the grid.
- Clean Energy Guidance for thermostats is designed to reduce electricity use when the electricity grid is less clean.
- An indicator in <App Name> will appear when Clean Energy Guidance is active, letting users know that cleaner energy sources are being used during the charging session.

Long version

- Clean Energy Guidance from Apple provides grid forecasts to help people choose when to use electricity. These forecasts are personalized for each person’s home location and are based on environmental and grid inputs. They identify the times when there’s relatively cleaner electricity on the grid. A person’s electricity rate plan information is also incorporated when they have connected to their utility account in the Apple Home app.

App promotions

- <App name> works with Clean Energy Guidance from Apple, with charging sessions optimized for cleaner energy.

In addition, compatible iPhone models can be listed:

- Clean Energy Guidance works with iPhone SE (2nd generation) or later with iOS 26 or later.

Use *with*, *works with*, or *uses* when promoting a vehicle or thermostat model:

- <Vehicle or thermostat make/model> with Clean Energy Guidance from *Apple*.

For app promotions, use *works with*, *uses*, or *optimized for*:

- <App name> works with Clean Energy Guidance.
- <App name> uses Clean Energy Guidance.
- <App name> is optimized for Clean Energy Guidance.

iOS Developer Program

iOS Developer Program members must follow program requirements when promoting their apps. For more information refer to the [App Store Marketing Guidelines](#).

Media guidance

- Use the opportunity to highlight the benefits of this technology to your industry and company and why you’re excited to bring this new experience to your users.
- Please refrain from discussing the details of your business relationship with Apple or any behind-the-scenes information of the process.
- You can issue press releases or hold press conferences only when the hardware, software, or app becomes available to customers in your region.
- Share any press or marketing materials that mention Clean Energy Guidance for review with Apple at least two weeks prior to issue.
- Advise Apple on all incoming press inquiries and have the reporters contact Apple directly for comments and additional information about the technology.
- Please do not speak on behalf of Apple or its products.

Do's and Don'ts

Do's

- Typeset all headlines and body copy in your promotions in a manner that is consistent with your company's identity. Match the font used in the rest of your communication when typesetting Apple product or technology names and trademarks.
- When using Apple trademarks in text, spell them exactly as shown on the [Apple Trademark List](#).
- Attribute Apple trademarks with the correct credit lines described on page 14. For more information, refer to the [Guidelines for Using Apple Trademarks and Copyrights](#).

Don'ts

- Do not copy or imitate Apple advertising, marketing, or other messaging.
- Do not use headlines, copy, icons, or images from Apple's website.
- Do not imitate Apple typography. Your Clean Energy Guidance messaging should match the typographical style of the rest of your communication.
- Do not list Apple product names that are not compatible with Clean Energy Guidance.
- Do not indicate any kind of sponsorship, partnership, or endorsement by Apple.
- Do not falsely indicate that Apple participated in your app design or promotion.

Legal Requirements

The icons and logo lockup described in these guidelines cannot be used in any manner that falsely suggests an association with Apple or is likely to reduce, diminish, or damage the goodwill, value, or reputation associated with EnergyKit, the Apple Home app, any Apple products, or Apple itself.

These guidelines are governed by the [Guidelines for Using Apple Trademarks and Copyrights](#) and/or the Apple Developer Program License Agreement, as applicable.

Apple reserves the right to withdraw permission to use Clean Energy Guidance artwork assets anytime their use is inconsistent with these guidelines or is otherwise deemed inappropriate by Apple. Use only artwork provided by Apple and follow the instructions for artwork use.

The Apple-provided artwork assets described in these guidelines can be used only in association with devices that incorporate the EnergyKit APIs. Do not use the assets in other product or company promotions.

In localized communications, never translate Clean Energy Guidance.

Do not create your own localized version of the Clean Energy Guidance logo lockup.

Credit lines and trademark symbols

In communications distributed in all regions, the following credit lines must be included, listing only the Apple trademarks used in your copy. For example:

Apple, the Apple logo, iPhone, iPad, and iPadOS are trademarks of Apple Inc., registered in the U.S. and other countries and regions. IOS is a trademark or registered trademark of Cisco in the U.S. and other countries and is used under license. EnergyKit and Clean Energy Guidance logo are trademarks of Apple Inc.

In communications distributed only in the United States, the appropriate symbol ([™], SM, or [®]) must follow each Apple trademark the first time it is mentioned in body copy—for example:

Apple[®]
iOS[®]
iPad[®]
iPadOS[®]
EnergyKit[™]

Refer to the [Apple Trademark List](#) for the correct trademark symbol.

Do not translate an Apple trademark. Apple trademarks must remain in English even when they appear within text in a language other than English.

For advertising, follow standard practices for the placement of legal copy, such as creating additional screens or providing interactive links to legal copy.

With Apple’s approval, a translation of the legal notice and credit lines (but not the trademarks) can be used in materials distributed outside the U.S. Never translate an Apple trademark.

For more information about using Apple trademarks, refer to the [Guidelines for Using Apple Trademarks and Copyrights](#).

Compatibility statements

Apple Clean Energy Guidance is currently designed for use with EV charging and smart thermostats.

EV charging

Include this required compatibility statement on instructional materials wherever technical specifications are shown.

- Requires an iPhone or iPad running software version 26 or later. Clean Energy Guidance is only available in the contiguous United Sates.

Smart thermostats

Include this required compatibility statement on product packaging and instructional materials wherever technical specifications are shown.

- Requires a HomePod, HomePod mini or Apple TV set up as a home hub running software version 26 or later as well as an iPhone or iPad running software version 26 or later. Clean Energy Guidance is only available in the contiguous United States.

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Contact your Apple representative with questions regarding these guidelines.

