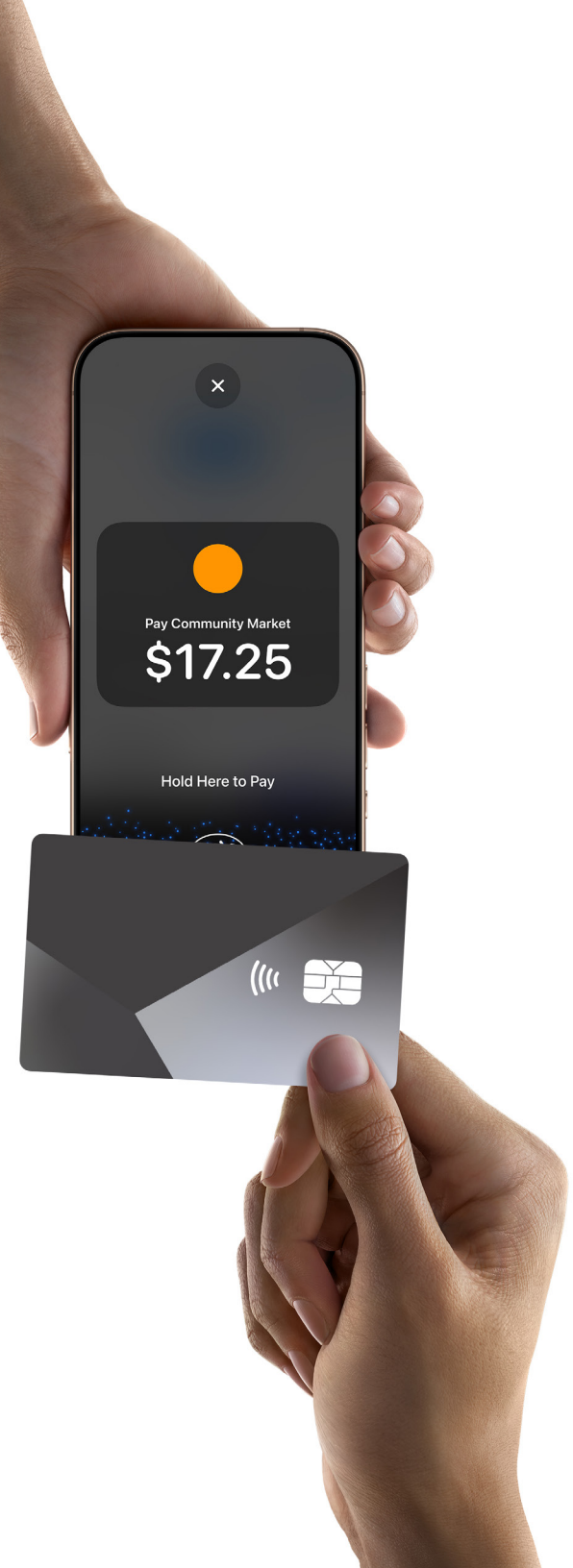




Tap to Pay on iPhone

Marketing Guide

September 2024



Let's make something great together.

This guide is designed to support Payment Service Providers (PSP), App Developers, and other Payment Providers to promote Tap to Pay on iPhone in their marketing and communications channels. It provides a comprehensive overview of the solution and its benefits, and guidelines on how to leverage Apple-approved marketing assets and templates.

Click the links below to navigate through this guide.

①

[Product overview >](#)

②

[Marketing overview >](#)

[Approach >](#)

[Templates >](#)

[Copy >](#)

[Images and videos >](#)

[Design guidance >](#)

③

[Resources >](#)



Product overview

This section provides an overview of Tap to Pay on iPhone and key benefits.

Tap to Pay on iPhone

With Tap to Pay on iPhone and a supported payments app, merchants can accept all types of in-person, contactless payments right on their iPhone—from physical debit and credit cards to Apple Pay and other digital wallets. No extra payment terminals, readers, or hardware needed. It's easy, secure, and private.

Main benefits

Below you will find a list of the main benefits that Tap to Pay on iPhone brings to merchants of any type and size. In the marketing section of this document, you will see how these benefits come to life in approved language for communications use.

- **With only an iPhone:** Now merchants can accept all types of in-person, contactless payments right on their iPhone. No extra hardware needed.
- **All types of contactless payments:** From physical debit and credit cards to Apple Pay and other digital wallets, Tap to Pay on iPhone allows merchants to accept all types of contactless payments.
- **Business expansion:** With Tap to Pay on iPhone, merchants can now do business in more places. They can go mobile, check out their customers away from the cash register, or accept a payment for making a home delivery. All they need is their iPhone and a supported payments app.
- **Streamline operations:** Whether a merchant is starting a business or looking to expand, Tap to Pay on iPhone allows them to accept contactless payments right away. They can say goodbye to investing in and managing card readers and payment terminals.
- **Getting started is easy:** Merchants just need to download a supported payments app and follow the instructions to sign up. Then they are ready to start accepting contactless payments right on their iPhone.
- **Privacy and security built in:** Tap to Pay on iPhone uses the built-in security features of iPhone to help protect the data of businesses and customers. When a payment is processed, Apple doesn't store card numbers on Apple servers. So merchants and customers can rest assured their data stays theirs.

The benefits and copy provided on this page are not approved for marketing or communications purposes. Please refer to the Templates and Copy sections of this guide for approved partner communications content.

Naming and terminology

Naming

- Always refer to the capability as *Tap to Pay on iPhone*. The *T* and *P* are always capitalized.
- In copy, always lead with *Tap to Pay on iPhone*, then add the partner solution name or app name.
- Never shorten the capability to *Tap to Pay*.
- Never use *Apple Tap to Pay* or *Apple Tap to Pay on iPhone*.
- When possible, display the full name of the capability—*Tap to Pay on iPhone*—on one line with no line break.

Terminology

- Tap to Pay on iPhone is a contactless payment acceptance solution.
- Never infer, refer, or state directly that iPhone or Tap to Pay on iPhone is a *payment service device*, *payment terminal*, *payment acceptance device*, *POS*, *card reader*, or *hardware*. However, *do* include these terms in your list of SEO keywords.

Positioning

- Tap to Pay on iPhone should always be positioned first, ahead of the partner app name or solution.
- Tap to Pay on iPhone should always be positioned as a capability developed by Apple. It should not be positioned as the partner's own solution or technology.



Marketing overview

This section provides guidance on how to promote Tap to Pay on iPhone across your channels, with an overview of Apple-produced assets for you to use in your marketing and communications channels. These assets are available in a variety of formats and guidance is provided for how to customize them.

Marketing approach

Marketing objectives

There are two goals to keep in mind when crafting marketing and communications plans to support Tap to Pay on iPhone:

1. Increase awareness and education

Drive familiarity and understanding of Tap to Pay on iPhone and its main benefits with your audience.

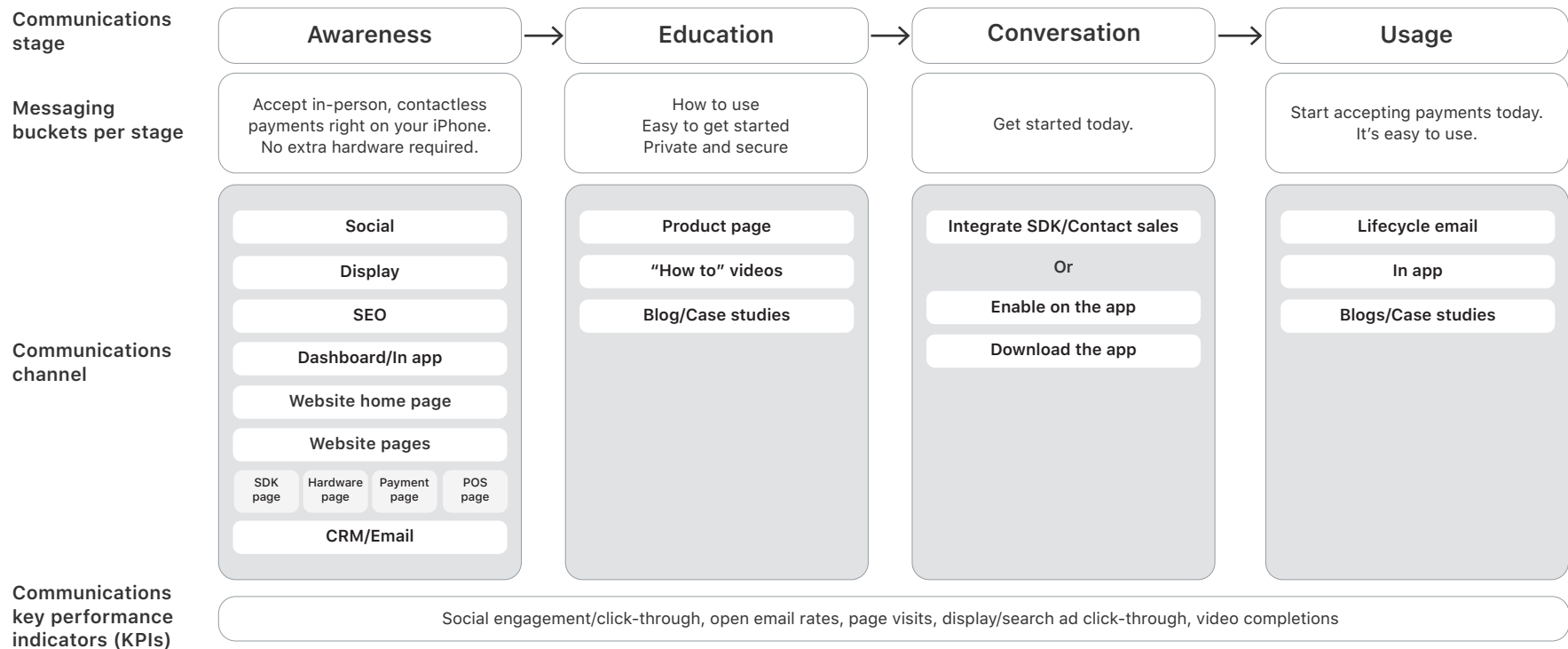
2. Drive integration and usage

If you are a PSP offering an SDK, encourage developers to integrate Tap to Pay on iPhone within their app.

If you are an App Developer, encourage merchants to use Tap to Pay on iPhone with your payments app to accept contactless payments for their business.

Customer journey example

After integrating Tap to Pay on iPhone into your company's offering, design a marketing strategy and communications plan to introduce, educate, and engage your audience on why Tap to Pay on iPhone is right for their business. Paid and owned channels can be leveraged to drive awareness and adoption of Tap to Pay on iPhone. Below is an example of what a customer journey could look like.



Marketing templates

Templates | Structure and availability

Apple has developed Photoshop templates that can be used by your marketing team when promoting Tap to Pay on iPhone. Files include the recommended messaging hierarchy based on the role of the placement.

Templates are customizable and will allow you to tailor the following elements:

Product name

Tap to Pay on iPhone, in copy, must be the first sentence in any layout used in launch and sustain efforts.

Copy

You can update the subheadline to create additional variations. Use the preapproved copy blocks provided in the Copy section of this guide.

Branding elements

You can update the background color, fonts, logo, and CTA buttons based on your brand guidelines. Follow the additional design guidance provided later in this guide.

**Tap to Pay
on iPhone**
Accept contactless
payments right on
your iPhone.

Terms apply.

[Partner Logo]

[Partner CTA] >

Core visual

Choose from built-in transaction images:

- Contactless card to iPhone
- iPhone (Apple Pay) to iPhone
- Apple Watch (Apple Pay) to iPhone

Screen elements

On the Tap to Pay on iPhone screens, you can customize the merchant name and icon and the total to pay. See the Images and Videos section of this guide for additional guidance.

Bank card art

You can customize the featured bank card art in the transaction. Follow the guidance provided later in this guide.

Available templates

- Display banners
- Lifecycle emails
- SEO
- In-app banners
- Website banners
- Push notification
- Social tiles
- Product page

Using the templates

Do's

Do use the templates to communicate Tap to Pay on iPhone is now available as part of your offering.

Do customize the templates according to your brand guidelines. Use fonts and colors in a way that complements Tap to Pay on iPhone product visuals and copy.

Do use only the artwork provided by Apple as part of the templates and when creating additional communications variations.

Do make sure the feature name, Tap to Pay on iPhone, is the first sentence across all the layouts—across launch and sustain.

Do include legal disclaimers across all Tap to Pay on iPhone communications, per the guidance in this document.

Do lead with hero message and visual as the first placement and message across all launch and sustain communications to drive awareness and education around the solution. Following this, rotate in or retarget with additional benefit messaging and visuals.

Do continue to consult the marketing guidelines periodically, as the content may change from time to time.

Don'ts

Don't create your own logo for Tap to Pay on iPhone or use the Apple or iPhone logos in Tap to Pay on iPhone communications.

Don't edit or create your own product claims for Tap to Pay on iPhone.

Don't create your own or alter the product visuals outside of the provided guidance—such as changing the dimension, adding shadows, glows, or reflections, or separating the elements in the product visuals. Don't place the product visuals in, on, or under other objects.

Don't use lifestyle photography as a background image in the templates.

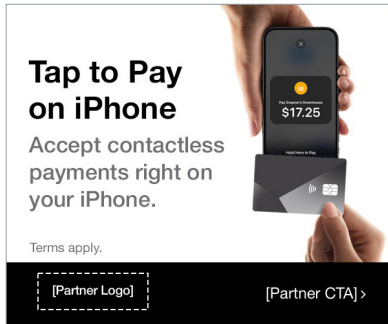
Don't communicate Tap to Pay on iPhone on your channels prior to full availability.

Don't lead with the partner offer or incentive ahead of introducing what Tap to Pay on iPhone is and does (hero message and visual). See guidance on how to include any partner offer or incentives in the following pages.

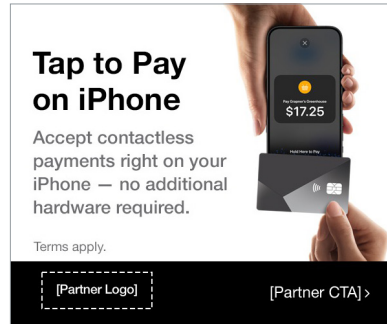
Don't create illustrations or icons that depict iPhone or Tap to Pay on iPhone.

Display banners

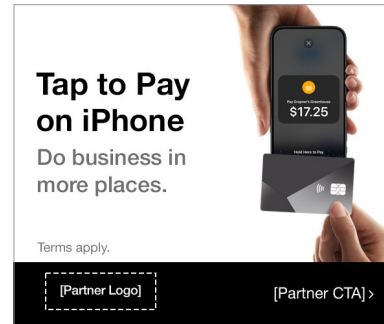
Hero



Streamline business



Enhanced experience



Size availability:

300 x 250, 600 x 160, 728 x 90

Communications role: To build awareness of Tap to Pay on iPhone.

Placement: In paid media.

Usage: At launch and throughout sustain moments, lead with hero visual (card to iPhone) and value proposition as primary placement.

Customization:

- Core visual
- Screen elements
- Bank card art
- Background color, fonts, logo, CTA button

Click-through: Should link to your Tap to Pay on iPhone product page.

Creating new variations: After your target audience has been exposed to all provided variations (hero, streamline business, and enhanced experience), you can create a fourth version of this display banner and present the partner offer or incentive as the submessage.

Partner benefits must be clearly tied to the partner brand and app.

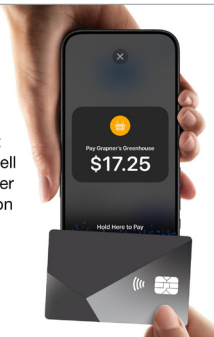
Example:

Tap to Pay on iPhone.

Enable it with [partner name/app] and get [offer].

In-app banners

Hero



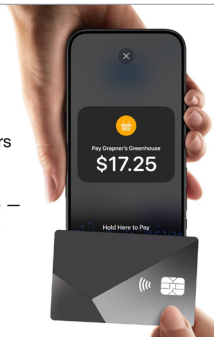
Tap to Pay on iPhone

Accept physical debit and credit cards as well as Apple Pay and other digital wallets. Right on your iPhone.

[Partner Button]

Some contactless cards may not be accepted. Transaction limits may apply. The Contactless Symbol is a trademark owned by and used with permission of EMVCo, LLC.

Enhanced experience



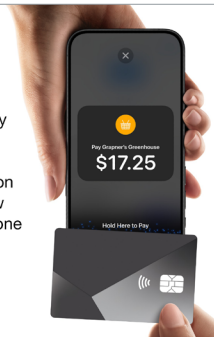
Tap to Pay on iPhone

Reach new customers in more places and provide a simpler checkout experience — right on your iPhone.

[Partner Button]

Some contactless cards may not be accepted. Transaction limits may apply. The Contactless Symbol is a trademark owned by and used with permission of EMVCo, LLC.

How to—card



Tap to Pay on iPhone

Your customer simply holds their card horizontally over the contactless symbol on your iPhone for a few seconds, until the Done checkmark appears.

[Partner Button]

Some contactless cards may not be accepted. Transaction limits may apply. The Contactless Symbol is a trademark owned by and used with permission of EMVCo, LLC.

Size availability: 9 x 16, 1 x 1

Communications role: To build awareness and educate on Tap to Pay on iPhone.

Placement: As part of your app flow—as opening tile, educational tiles, reminder tiles.

Usage: At launch and throughout sustain moments, the order in which this is laid out is the preferred and recommended messaging order.

Customization:

- Core visual
- Screen elements
- Bank card art
- Background color, fonts, logo, CTA button

Click-through: Should link to your Tap to Pay on iPhone product page.

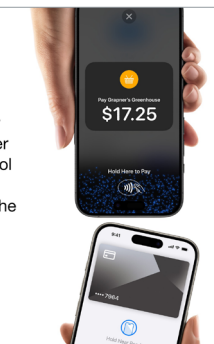
Creating new variations: After your target audience has been exposed to the Apple hero message and all subsequent messages, you can add an additional in-app banner that includes the partner offer or incentive as a submessage.

Partner benefits must be clearly tied to the partner brand and app.

Example:
Tap to Pay on iPhone.

Enable it with [partner name/app] and get [offer].

How to—digital wallets



Tap to Pay on iPhone

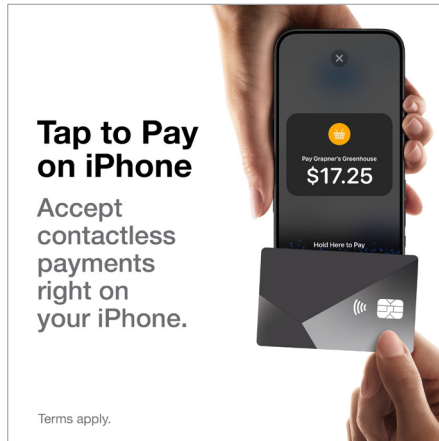
Your customer simply holds their device over the contactless symbol on your iPhone for a few seconds, until the Done checkmark appears.

[Partner Button]

Some contactless cards may not be accepted. Transaction limits may apply. The Contactless Symbol is a trademark owned by and used with permission of EMVCo, LLC.

Social tiles

Hero



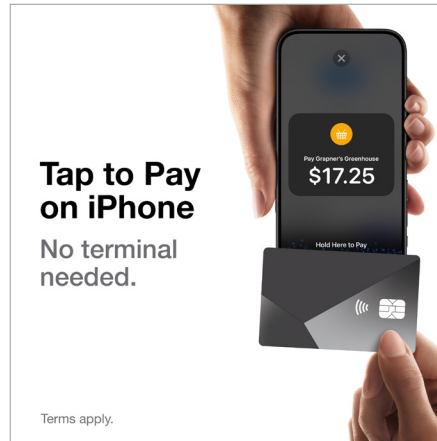
Caption

Tap to Pay on iPhone accepts physical debit and credit cards, Apple Pay, and other digital wallets. No extra hardware needed. It's easy and secure.

Headline (where applicable)

Tap to Pay on iPhone is now available.

Streamline business



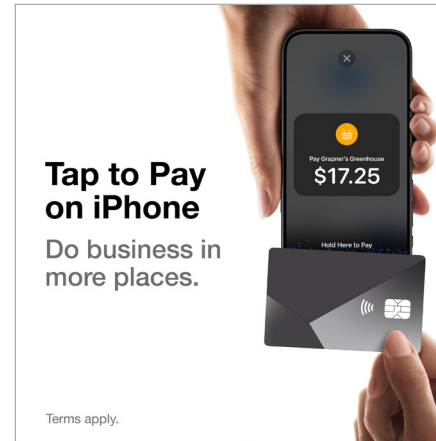
Caption

Accept all types of contactless payments right on your iPhone—whether you are starting up your business or looking to expand. No card readers or terminals needed.

Headline (where applicable)

Tap to Pay on iPhone is now available.

Enhanced experience



Caption

Accept all types of contactless payments right on your iPhone. Reach more customers and streamline your checkout experience.

Headline (where applicable)

Tap to Pay on iPhone is now available.

Size availability: 9 x 16, 16 x 9, 1 x 1

Communications role: To build awareness of Tap to Pay on iPhone.

Placement: Awareness across all social media channels (for example, X, LinkedIn, Facebook, Instagram)

Usage: At launch and throughout sustain moments, lead with hero visual (card to iPhone) and value proposition as primary placement. Additional messaging and visuals can be used as secondary, additional posts or as retargeting options or as second placements in static carousel posts.

Customization:

- Core visual
- Screen elements
- Bank card art
- Background color, fonts, logo
- Caption copy—add your brand, app, name, and any offers as part of the preapproved copy.

Click-through: Should link to your Tap to Pay on iPhone product page.

Creating new variations: After your target audience has been exposed to all provided variations (hero, streamline business, and enhanced experience), you can create a fourth version of this social post and present the partner offer or incentive as the submessage.

Partner benefits must be clearly tied to the partner brand and app.

Example:

Tap to Pay on iPhone.

Enable it with [partner name/app] and get [offer].

Lifecycle emails

Launch

[Partner Logo]

Tap to Pay on iPhone

Accept contactless payments right on your iPhone.

Tap to Pay on iPhone is now available with [Partner Product].¹ That means you can accept all types of in-person, contactless payments — from physical debit and credit cards to Apple Pay and other digital wallets. Right on your iPhone.

[Partner Button]

Expand where you do business.

Accept more customers, accept payments on the go, and explore new sales. All you need is your iPhone.

Streamline checkout with no additional hardware.

Tap to Pay on iPhone is easy to set up and use. No card readers or terminals required.

Privacy and security built in.

Tap to Pay on iPhone uses the built-in security and privacy features of iPhone to help protect your business and customer data.

Get started in a few steps.

- 1 Download the [Partner Name] app.
- 2 Complete sign-up information.
- 3 Accept in-person, contactless payments — right on iPhone.

1 Legal disclaimer: Tap to Pay on iPhone requires a supported payment app and the latest version of iOS. Update to the latest version by going to Settings > General > Software Update. Tap to Pay on iPhone is not available in all markets. For Tap to Pay on iPhone countries and regions, see [Apple's website](#) for more information.

Launch email, which should be sent on the first day of Tap to Pay on iPhone being available as part of your offering.

Finish sign-up

[Partner Logo]

Tap to Pay on iPhone

Get started in the [Partner Name] app.

To use Tap to Pay on iPhone, simply download the app, sign up, and start accepting in-person, contactless payments anytime, anywhere — right on your iPhone. No additional terminals or hardware needed.

[Partner Button]

It's easy to use.

Tap to Pay on iPhone works with physical debit and credit cards, as well as Apple Pay and other digital wallets. Just open the [Partner Name] app and present your iPhone to the customer.

No additional hardware.

With Tap to Pay on iPhone, there's no need for card readers or terminals. So there's no additional hardware to invest in or manage.

Accept payments with the security of iPhone.

Apple doesn't store card numbers on Apple servers, so merchants and customers can rest assured that their data stays theirs.²

Get started in a few steps.

- 1 Download the [Partner Name] app.
- 2 Complete sign-up information.
- 3 Accept in-person, contactless payments — right on iPhone.

1 Legal disclaimer: Tap to Pay on iPhone requires a supported payment app and the latest version of iOS. Update to the latest version by going to Settings > General > Software Update. Tap to Pay on iPhone is not available in all markets. For Tap to Pay on iPhone countries and regions, see [Apple's website](#) for more information.

Follow-up email, which should be sent on day 3–5 post launch to those merchants who started the sign-up process for Tap to Pay on iPhone but have not finished it.

Try Tap to Pay on iPhone

[Partner Logo]

Tap to Pay on iPhone

Streamline and expand your business.

Tap to Pay on iPhone allows you to accept contactless payments right on your iPhone.¹ And there's no need to invest in and manage additional hardware. So get ready for a new checkout experience — and new customers.

[Partner Button]

Accepting payments is easy.

Just open the [Partner Name] app and present your iPhone to the customer. The customer holds their card horizontally or their device over the contactless symbol on your iPhone for a few seconds, until the Done checkmark appears.

No additional hardware.

With Tap to Pay on iPhone, you can accept contactless payments on the spot, without investing in and managing card readers or terminals. All you need is your iPhone.

Privacy and security built in.

Apple doesn't store card numbers on Apple servers, so merchants and customers can rest assured that their data stays theirs.²

Get started in a few steps.

- 1 Download the [Partner Name] app.
- 2 Complete sign-up information.
- 3 Accept in-person, contactless payments — right on iPhone.

1 Legal disclaimer: Tap to Pay on iPhone requires a supported payment app and the latest version of iOS. Update to the latest version by going to Settings > General > Software Update. Tap to Pay on iPhone is not available in all markets. For Tap to Pay on iPhone countries and regions, see [Apple's website](#) for more information.

Follow-up email, which should be sent on day 3–5 post launch to those merchants who have not taken any action, encouraging them to sign up for Tap to Pay on iPhone.

Take your first payment

[Partner Logo]

Tap to Pay on iPhone

Try it today.

[Partner Button]

How to accept your first payment.

- 1 **Open [Partner Name].** Open the [Partner Name] app on your iPhone, and tap the contactless symbol on your iPhone for a few seconds.
- 2 **Tap the card or device.** Your customer holds their card horizontally or their device over the contactless symbol on your iPhone for a few seconds.
- 3 **Look for the checkmark.** When you see the Done checkmark, the card read is complete and the transaction is being processed.

Expand where you do business.

Reach more customers, accept payments on the go, and explore new sales. All you need is your iPhone.

Accept payments, now with the security of iPhone.

When you take a payment with Tap to Pay on iPhone, Apple doesn't store card numbers on your iPhone or on Apple servers, helping to protect your business and customer data.

PIN transaction protection.

Tap to Pay on iPhone uses the built-in security and privacy features of iPhone to help protect your business and customer data. Apple doesn't store card numbers or PIN information on Apple servers, so merchants and customers can rest assured that their data stays theirs.²

1 Legal disclaimer: Tap to Pay on iPhone requires a supported payment app and the latest version of iOS. Update to the latest version by going to Settings > General > Software Update. Tap to Pay on iPhone is not available in all markets. For Tap to Pay on iPhone countries and regions, see [Apple's website](#) for more information.

Follow-up email, which should be sent to merchants as soon as they finish the sign-up process, encouraging them to take their first payment with Tap to Pay on iPhone.

Usage reminder

[Partner Logo]

Tap to Pay on iPhone

Streamline and expand your business.

Accepting contactless payments with just an iPhone can change your business. You won't need additional hardware, so you can reach more customers and do business in new ways — and in new places.¹

[Partner Button]

Accepting payments is easy.

Accept all types of in-person, contactless payments right on your iPhone — from physical debit and credit cards to Apple Pay and other digital wallets.

No additional hardware.

No card readers or terminals — all you need is your iPhone to accept contactless payments right away.

Privacy and security built in.

Tap to Pay on iPhone uses the built-in security and privacy features of iPhone to help protect your business and customer data. Apple doesn't store card numbers or PIN information on Apple servers, so merchants and customers can rest assured that their data stays theirs.²

How to accept payments.

- 1 **Open [Partner Name].** Open the [Partner Name] app on your iPhone, and tap the contactless symbol on your iPhone for a few seconds.
- 2 **Tap the card or device.** Your customer holds their card horizontally or their device over the contactless symbol on your iPhone for a few seconds.
- 3 **Look for the checkmark.** When you see the Done checkmark, the card read is complete and the transaction is being processed.

Get started in a few steps.

- 1 Download the [Partner Name] app.
- 2 Complete sign-up information.
- 3 Accept in-person, contactless payments — right on iPhone.

1 Legal disclaimer: Tap to Pay on iPhone requires a supported payment app and the latest version of iOS. Update to the latest version by going to Settings > General > Software Update. Tap to Pay on iPhone is not available in all markets. For Tap to Pay on iPhone countries and regions, see [Apple's website](#) for more information.

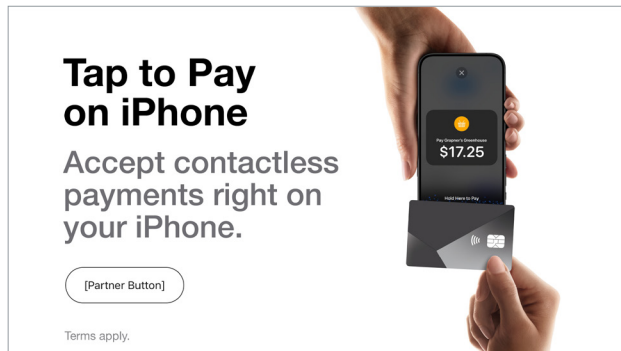
Follow-up email, which should be sent to merchants who have signed up for Tap to Pay on iPhone but have not processed a payment in the last 15–30 days.

- Size availability:**
Desktop and mobile
- Communications role:**
To build awareness of Tap to Pay on iPhone.
- Placement:** As part of CRM strategies and plans.
- Usage:** At launch and throughout sustain moments.
- Customization:**
- Core visual
 - Screen elements
 - Bank card art
 - Background color, fonts, logo, CTA button, icons
 - Copy—update with your brand, app name, and necessary steps for a merchant to get started.
 - Partner app benefits—include additional information on pricing or offers after the last tile of the template.

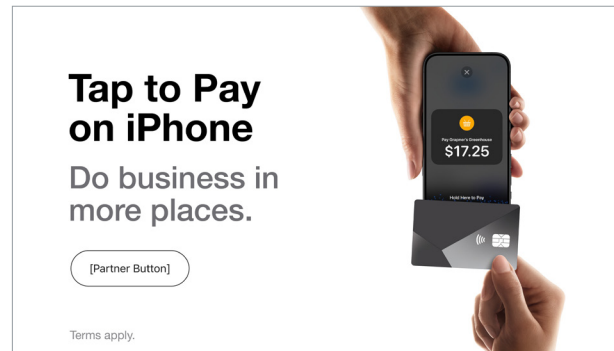
Click-through: Should link to your Tap to Pay on iPhone product page.

Website banners

Hero



Enhanced experience



Size availability: 16 x 9

Communications role: To build awareness of Tap to Pay on iPhone.

Placement: Across home page and category pages on your website in nondedicated email communications.

Usage: At launch and throughout sustain moments, always lead with hero visual (card to iPhone) and value proposition as primary placement.

Customization:

- Core visual
- Screen elements
- Bank card art
- Background color, fonts, CTA button

Click-through: Should link to your Tap to Pay on iPhone product page.

Product page

Tap to Pay on iPhone

Accept contactless payments right on your iPhone.

Tap to Pay on iPhone is now available with [Partner Product].¹ That means anyone can accept all types of in-person, contactless payments — from physical debit and credit cards to Apple Pay and other digital wallets. It's easy and secure, and no additional hardware is needed. All you need is iPhone.

[Partner Button]



How it works.



Expand where you do business.

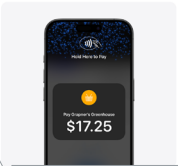
With Tap to Pay on iPhone, anyone can do business in more places simply by accepting contactless payments right on iPhone. The checkout experience makes it easy to reach new customers, take payments on the go, and explore new setups, like the kiosk.

All you need is iPhone and the [Partner Name] app.



No additional hardware.

There's no need to invest in and manage card readers and terminals, so Tap to Pay on iPhone makes it simple to start a new business or expand a current one. With just an iPhone and the [Partner Name] app, anyone can accept contactless payments. It's that simple.



1. Tap to Pay on iPhone is available with select [Partner Product] accounts. See [Partner Name] app for details.

terminating our Tap to Pay on iPhone makes it simple to start a new business or expand a current one. With just an iPhone and the [Partner Name] app, anyone can accept contactless payments. It's that simple.



Privacy and security built in.

Tap to Pay on iPhone uses the built-in security and privacy features of iPhone to help protect your business and customer data. Apple doesn't store card numbers on Apple servers, so merchants and customers can rest assured that their data stays theirs.*

No recording.

When a payment is processed, Tap to Pay on iPhone is designed to prevent all photo, video, screenshot, and screen-recording features from capturing a customer's card number.



Easily enable Tap to Pay on iPhone in your app.

Using Tap to Pay on iPhone with [Partner Product] removes the complexities of developing and maintaining a custom payment product. It provides a fully certified solution that you can easily enable in your app.



Get started with Tap to Pay on iPhone and [Partner Product] today.

[Your Message]

Take advantage of pricing options as low as [\$XX]/month and [X%]/yr per tap.

[Partner Button]

* Tap to Pay on iPhone requires a supported payment app and the latest version of iOS, updates to the latest version by going to Settings > General > Software Updates. Tap Developer > Profile to view developer information and verify the app is signed by a trusted developer. Your device must also have a secure element chip. Tap to Pay on iPhone is not available in all countries. See Tap to Pay on iPhone restrictions and requirements on developer.apple.com/contact/partnerships.

Remove this section when targeting merchants.

- Size availability:** Desktop and mobile
- Communications role:** To educate on Tap to Pay on iPhone.
- Placement:** As part of your website, as the dedicated product page for Tap to Pay on iPhone.
- Usage:** At launch and throughout sustain moments.
- Customization:**
- Core visual
 - Screen elements
 - Bank card art
 - Background color, fonts, logo, CTA button, icons
 - Copy—update with your brand and app name, additional benefits of your app offering, and necessary steps for a merchant to get started.
 - Modular tile—includes an “easily enabled” tile that should be used by PSPs only.
 - Partner app benefits—include additional information on pricing or offers in the last tile of the template.
 - Video—embed the video provided on the landing page, or clearly link out to the video if hosted on YouTube or elsewhere. If you do not use the provided video, then remove that tile altogether.
- Click-through:** Should link to your partner app page, where applicable.
- Layout:** For visual and messaging hierarchy.
- Lead with name of the solution and value proposition.
 - Lead with card to iPhone hero visual.

Copy

This section includes preapproved claims for Tap to Pay on iPhone.
Please do not modify the claims or create your own.

Copy

	Value proposition	Enhanced experience	Streamlined operations
Headline	Tap to Pay on iPhone	Tap to Pay on iPhone	Tap to Pay on iPhone
Subheadlines	Accept contactless payments right on your iPhone. Accept in-person payments right on your iPhone. iPhone now lets you accept contactless payments. Use iPhone to accept contactless payments.	Do business in more places. Expand where you do business. Reach new customers. Explore new setups, like line busting.	No terminal needed. No additional hardware required. Streamline checkout. Easy to implement. Easy to manage.
Advertising copy	With Tap to Pay on iPhone and [partner name solution/app], you can accept all types of in-person, contactless payments right on your iPhone—no extra [terminals/readers] or hardware needed.	With Tap to Pay on iPhone, [now] you can accept all types of in-person, contactless payments right on your iPhone so you can reach more customers, take payments on the go, and explore new setups, like line busting.	With Tap to Pay on iPhone, [now] you can accept in-person, contactless payments right on your iPhone. So there's no need for additional card readers and terminals. All you need is your iPhone and the [partner name] app.
Short copy	With Tap to Pay on iPhone and [partner name solution/app], you can accept all types of in-person, contactless payments right on your iPhone—from physical debit and credit cards to Apple Pay and other digital wallets—no extra [terminals/readers] or hardware needed. It's easy, secure, and private.	With Tap to Pay on iPhone, [now] you can accept all types of in-person, contactless payments right on your iPhone and expand how and where you do business. Reach new customers with a simpler checkout experience, take payments on the go, and explore new setups, like line busting. All you need is your iPhone and the [partner name] app. No extra hardware needed.	Whether you are starting a new business or looking to expand, Tap to Pay on iPhone [now] allows you to accept all types of in-person, contactless payments right on your iPhone. So there's no need to invest in or manage card readers and terminals. All you need is your iPhone and the [partner name] app.
Legal	Please see applicable legal disclaimers for this copy on the last page of this section.		

Copy

	How to use (contactless card)	How to use (Apple Pay and other digital wallets)	How to use (all payments)
Headline	Tap to Pay on iPhone	Tap to Pay on iPhone	Tap to Pay on iPhone
Subheadlines	It's easy to use. It takes just a few simple steps. Accepting payments is easy.	It's easy to use. It takes just a few simple steps. Accepting payments is easy.	It's easy to use. It takes just a few simple steps. Accepting payments is easy.
Advertising copy	1. Open the [partner name] app on your iPhone, and [define next step, such as entering the purchase amount or selecting a specific option within the app]. 2. Present your iPhone to the customer. 3. Your customer holds their card horizontally at the top of your iPhone, over the contactless symbol for a few seconds. 4. When you see the Done checkmark, the card read is complete and the transaction is being processed.	1. Open the [partner name] app on your iPhone, and [define next step, such as entering the purchase amount or selecting a specific option within the app]. 2. Present your iPhone to the customer. 3. Your customer holds their device at the top of your iPhone, over the contactless symbol for a few seconds. 4. When you see the Done checkmark, the card read is complete and the transaction is being processed.	1. Open the [partner name] app on your iPhone, and [define next step, such as entering the purchase amount or selecting a specific option within the app]. 2. Present your iPhone to the customer. 3. Your customer holds their card horizontally or their device at the top of your iPhone, over the contactless symbol for a few seconds. 4. When you see the Done checkmark, the card read is complete and the transaction is being processed.
Legal	Please see applicable legal disclaimers for this copy on the last page of this section.		

Copy

	Easy (merchants)	Easy (app developers)	Privacy and security	No recording
Headline	Tap to Pay on iPhone		Tap to Pay on iPhone	Tap to Pay on iPhone
Subheadlines	Getting started is easy. Accepting payments is easy. Get started in a few steps.	Enabling your app with Tap to Pay on iPhone is easy. Easily enable Tap to Pay on iPhone in your app.	Privacy and security of iPhone built in. Designed to be secure. Accept payments, now with the security of iPhone.	No recording.
Advertising copy	To use Tap to Pay on iPhone, simply download the [partner name] app, sign up, and start accepting in-person, contactless payments anytime, anywhere—right on your iPhone.	Using Tap to Pay on iPhone with [partner product] removes the complexities of developing and maintaining a custom payment product. It provides a fully certified solution that you can easily enable on your app.	Apple doesn't store card numbers on your iPhone or on Apple servers, helping to protect your business and customer data.	Tap to Pay on iPhone is designed to prevent all photo, video, screenshot, and screen-recording features from capturing a customer's card number.
Short copy	To use Tap to Pay on iPhone, simply download the [partner name] app, sign up, and start accepting in-person, contactless payments anytime, anywhere—right on your iPhone. No extra terminals or hardware needed.		Tap to Pay on iPhone uses the built-in security and privacy features of iPhone to help protect your business and customer data. When a payment is processed, Apple doesn't store card numbers on iPhone or on Apple servers. So merchants and customers can rest assured that their data stays theirs.	When a payment is processed, Tap to Pay on iPhone is designed to prevent all photo, video, screenshot, and screen-recording features from capturing a customer's card number.
Legal	Please see applicable legal disclaimers for this copy on the last page of this section.			

Copy

CTA

Copy

Learn more
Enable now
Try it today
Download the app to get started

Legal disclaimers

The following disclaimers must be used across all advertising. In placements where space is limited, the short disclaimer can be used but must click through to your Tap to Pay on iPhone product page where the full disclaimer is displayed.

Short disclaimer

Terms apply.

Full disclaimer

Tap to Pay on iPhone requires a supported payment app and the latest version of iOS. Update to the latest version by going to Settings > General > Software Update. Tap Download and Install. Some contactless cards may not be accepted by your payment app. Transaction limits may apply. The Contactless Symbol is a trademark owned by and used with permission of EMVCo, LLC. Tap to Pay on iPhone is not available in all markets. For Tap to Pay on iPhone countries and regions, see developer.apple.com/tap-to-pay/regions. *Encrypted card numbers are temporarily stored on iPhone only for transactions made in Store and Forward mode.

If your communication mentions "Apple Pay," include this disclaimer in addition to the full disclaimer above.

Apple Pay is a service provided by Apple Payments Services LLC, a subsidiary of Apple Inc. Neither Apple Inc. nor Apple Payments Services LLC is a bank. Any card used in Apple Pay is offered by the card issuer.

Copy | SEO

	Value proposition	Enhanced experience	Streamlined operations
Headline	Tap to Pay on iPhone. Accept contactless payments.	Tap to Pay on iPhone. Do business in more places.	Tap to Pay on iPhone. No terminal needed.
Body copy	With Tap to Pay on iPhone, you can accept all types of contactless payments in the [partner name] app—from physical debit and credit cards to Apple Pay and other digital wallets. Terms apply.	With Tap to Pay on iPhone, you can accept contactless payments right on your iPhone in the [partner name] app and reach more customers with new setups like line busting. Terms apply.	Add Tap to Pay on iPhone and accept contactless payments right on your iPhone in the [partner name] app—no additional hardware required. It's easy and secure. Terms apply.

Size availability: Desktop and mobile

Communications role: To build awareness of Tap to Pay on iPhone.

Placement: In paid media.

Usage: At launch and throughout sustain moments.

Customization:

- Update with your brand and app name.

Click-through: Should link to your Tap to Pay on iPhone product page.

Creating new variations: After your target audience has been exposed to all provided variations (hero, streamline business, and enhanced experience), you can create a fourth version of this SEO and present the partner offer or incentive as the submessage.

Partner benefits must be clearly tied to the partner brand and app.

Example:

Tap to Pay on iPhone.

Enable it with [partner name/app] and get [offer].

Copy | Push notification

	Value proposition	Enhanced experience	Streamlined operations
Headline	Accept in-person payments with Tap to Pay on iPhone.	Do business in more places with Tap to Pay on iPhone.	No card readers or terminals needed. Now with Tap to Pay on iPhone.
Body copy	You can accept all types of contactless payments right on your iPhone—from physical debit and credit cards to Apple Pay and other digital wallets. Terms apply.	Accept contactless payments right on your iPhone. Reach more customers, take payments on the go, and explore new setups like line busting. Terms apply.	You can accept all types of contactless payments right on your iPhone. There's no additional hardware to invest in or manage. Terms apply.
CTA	Get started Learn more	Get started Learn more	Get started Learn more

Size availability: Desktop and mobile

Communications role: To build awareness of Tap to Pay on iPhone.

Placement: In paid media.

Usage: At launch and throughout sustain moments.

Customization:

- Update with your brand and app name.

Click-through: Should link to your partner app.

Creating new variations: After your target audience has been exposed to all provided variations (hero, streamline business, and enhanced experience), you can create a fourth version of this push notification and present the partner offer or incentive as the submessage.

Partner benefits must be clearly tied to the partner brand and app.

Example:

Tap to Pay on iPhone.

Enable it with [partner name/app] and get [offer].

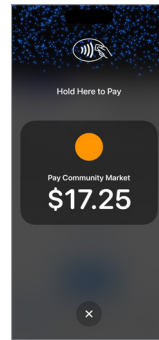
Images and videos

Images | Product images

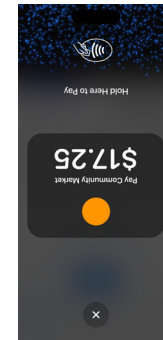
Hardware shells



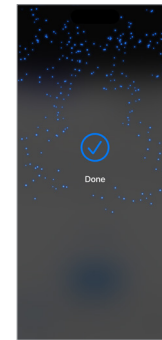
Screens



Hero



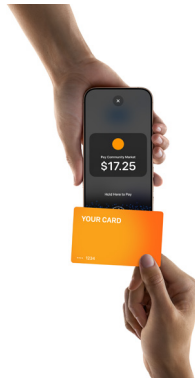
Secondary



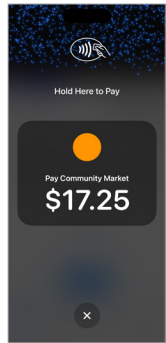
Secondary:
Done

Composed images

These images are available in print, screen, and high-resolution formats.



Images | Putting it together



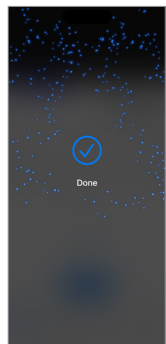
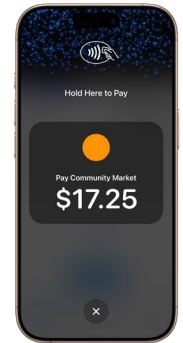
iPhone screen

+



iPhone
hardware shell

=



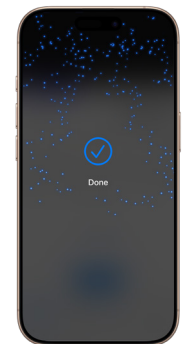
iPhone screen

+



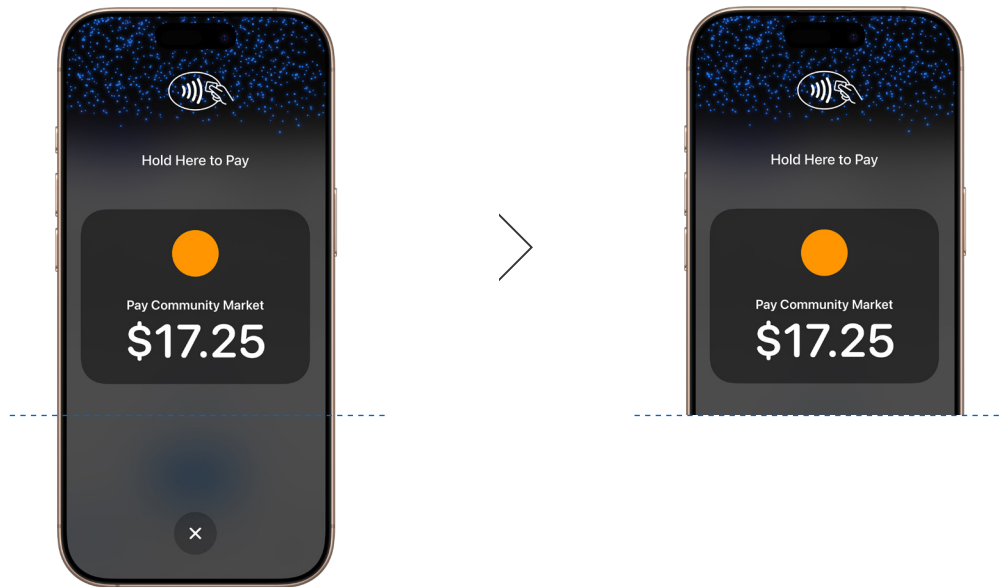
iPhone
hardware shell

=



Images | Cropping guidance

See the images below for a cropping example. Cropped images should sit on the baseline of your communication.



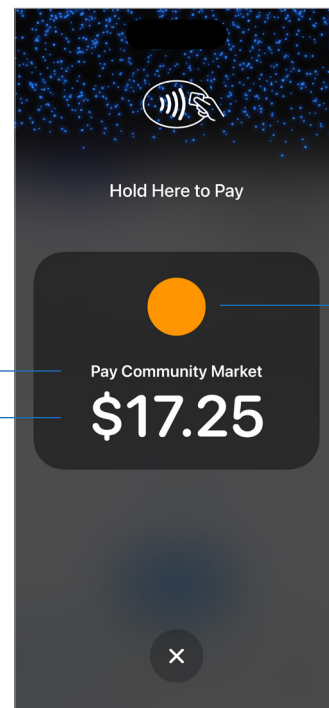
Images | Screen editing guidance

The screen below is provided as a layered PSD so that you can customize the business name, spending category icon, and dollar amount.

To replace text, you can download the SF Pro font and access the associated usage guidelines at developer.apple.com/fonts. Please see additional guidance below for the specific font required for each element.

Replace "Community Market" with your business name. Do not delete "Pay."
Font: SF Pro Semibold

Replace text with your dollar amount.
Font: SF Pro Rounded Semibold



Spending category icon
Icons are available as separate layers. Please turn on/off to select whichever icon is most relevant for your business.



Shopping



Food and Drink



Entertainment



Transit



Services



Health



Travel

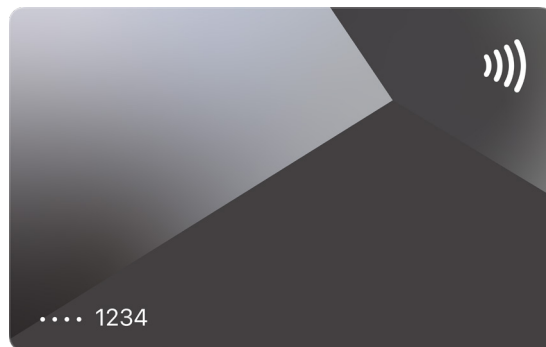
Images | Generic cards

We have designed three cards that can be used to replace the orange FPO cards. These are already implemented in the transaction images in the templates. Should you need to build additional sizes or versions of the display banners, social tiles, or lifecycle emails, you can use the cards shown here.

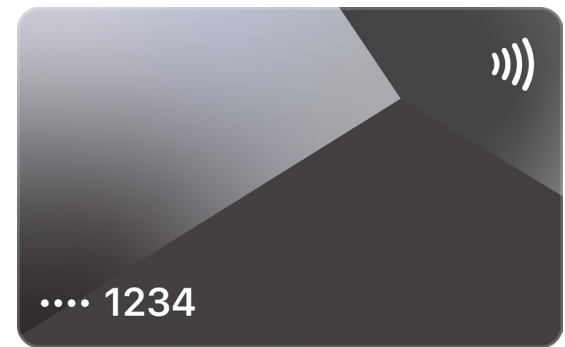
The first card can replace the physical contactless card in templates (contactless card to iPhone transaction moment) and the other two can be used for Apple Pay transaction moments. If you want to feature your own branded card, please see the “Design guidance” section of this guide.



Contactless card



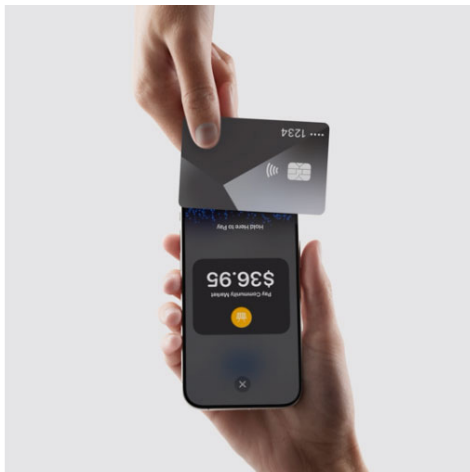
Apple Pay (iPhone)



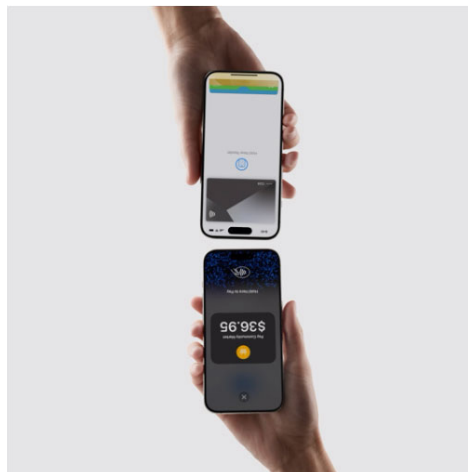
Apple Pay (Apple Watch)

Product animations

Use product animations to help educate users about the hero transaction moment. Animations can be integrated into landing pages, email, social, and digital placements. Please contact your Apple Marketing representative for additional guidance and to access the files.



Card to iPhone



iPhone to iPhone



Apple Watch to iPhone

These animations are available in the following ratios: 1:1, 4:3, 9:16, 16:9

Videos

Tap to Pay on iPhone videos produced by Apple in long and short form will be provided for use without modifications.



Short form (15s)

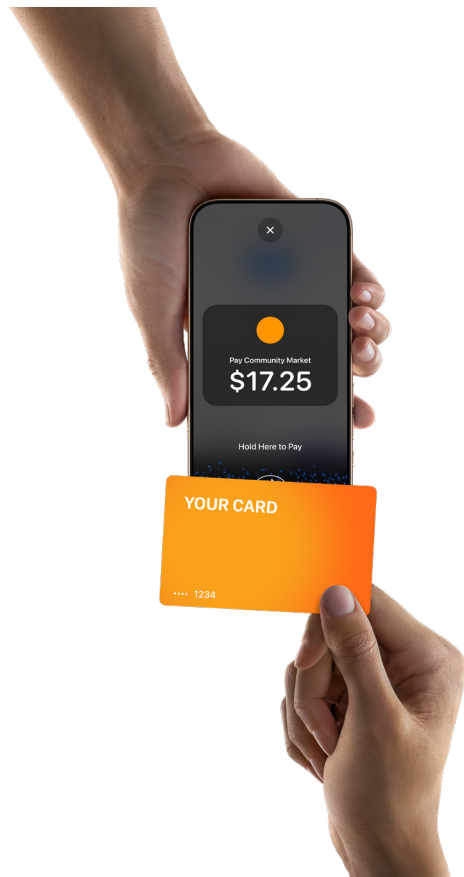


Long form (38s)

Design guidance

Considerations for featuring a physical credit or debit card

Each template features a generic, contactless, physical card. If you want to feature your own, be sure to consider the following guidelines:



Card must have:

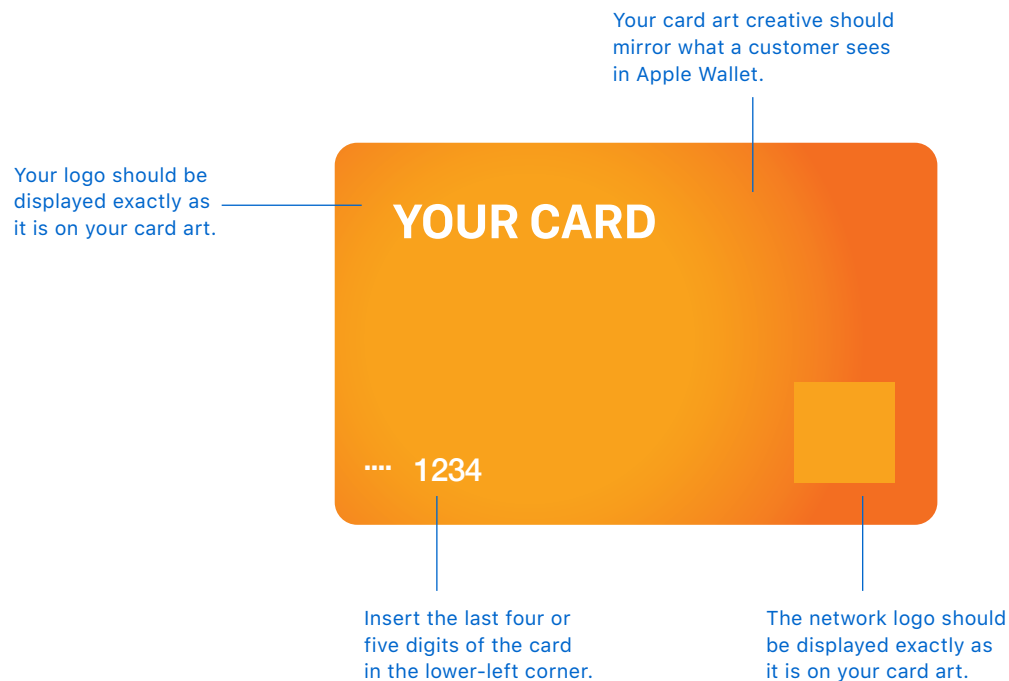
- Contactless symbol
- Contactless chip
- Preference for chip to be on right side as this creates more consistent successful transactions

Card cannot:

- Impose on any existing Apple Card card art beyond that which has been provided from Apple for your communications usage

Considerations for featuring a credit or debit card in Apple Pay

Each template features a generic, contactless card in Apple Pay. If you want to feature your own, be sure to consider the following guidelines:



Card cannot:

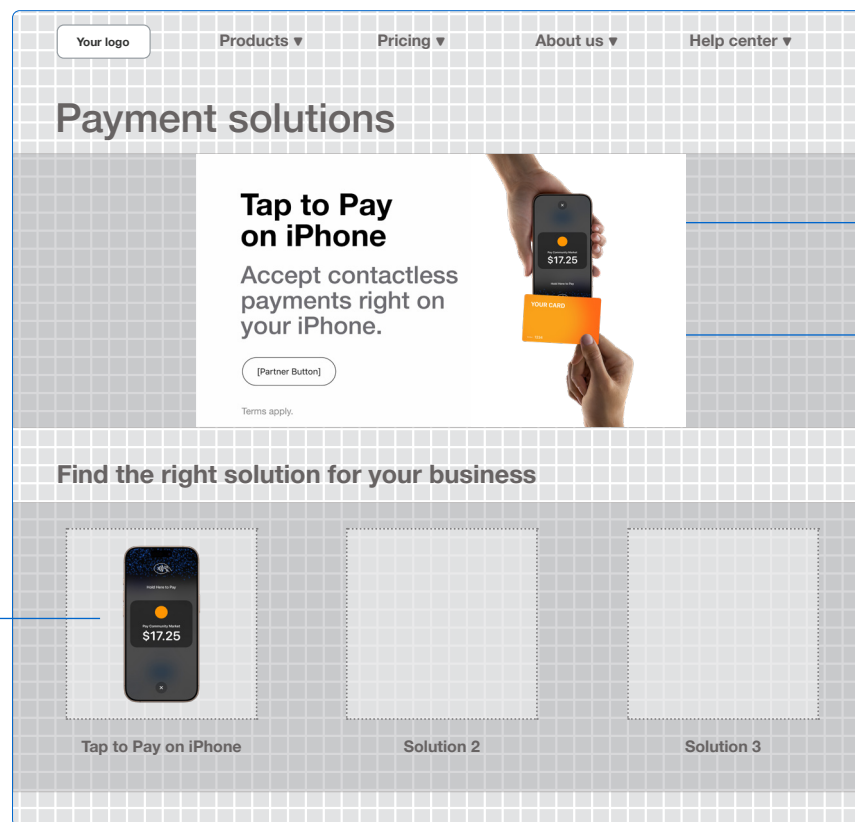
- Show a customer name
- Show an expiration date
- Show physical elements such as chips, but can feature the contactless indicator
- Impose on any existing Apple Card card art beyond that which has been provided from Apple for your communications usage

Considerations for featuring Tap to Pay on iPhone in category pages

Feature Tap to Pay on iPhone across your website—in category pages that showcase payment solutions (both hardware and software based).

List Tap to Pay on iPhone first on the category lineup and link back to your dedicated Tap to Pay on iPhone product page.

Do not combine Tap to Pay on iPhone and its competitors into one offering, such as Tap to Pay on iPhone and Android.



Use Apple-provided website banner.

Lead with card to iPhone hero visual and value proposition for hero banner placement.



Resources

This section includes trademark guidance and other resources available.

Trademarks

Product names

Apple product names must appear exactly as shown on the Apple Trademark List. For example, when using the name *iPhone* or *iPad* in headlines or text, always typeset *iPhone* and *iPad* with a lowercase *i* and an uppercase *P* followed by lowercase letters. The names *iPhone* and *iPad* should start with a lowercase *i* even when they are the first word in a sentence, paragraph, or title.

Most Apple product names are trademarks. Never translate an Apple trademark. Always use trademarks in English even when they are surrounded by text in a language other than English. Always use Apple product names in singular form. Do not use plural form. Do not make possessive. Never say *Apple Watches* or *iPhone's*. Modifiers such as *models*, *types*, or *devices* can be plural or possessive.

Using the name *Apple* in text

Business and consumer-facing communications may refer to the company name as *Apple*. The legal company name, Apple Inc., is reserved for legal documents.

Trademark and legal information

As a reminder, you must obtain Apple's prior written approval before using *Apple* or any other Apple trademark, service mark, and/or product image in any advertising or marketing collateral in a manner not expressly permitted by Apple policies and guidelines provided herein. Additionally, any advertising content provided by Apple to you shall only be used in strict accordance with the use guidelines, specifically use periods, provided by Apple.

Please review the [Apple Trademark List](#) for the latest Apple trademarks when you create marketing materials. See [Guidelines for Using Apple Trademarks and Copyrights](#) for more information.

If you have questions after you have reviewed the information provided on the Apple legal website at apple.com/legal, contact the Apple Trademark Department by email (appletm@apple.com). Allow up to one week to receive a reply.

Resources

Frequently asked questions

Frequently asked questions (FAQs)

For FAQs covering the following Tap to Pay on iPhone topics, see register.apple.com/tap-to-pay-on-iphone/faq/.

- General
- Business
- Troubleshooting

Training videos



Training videos

To learn how to use Tap to Pay on iPhone in your business, go to developer.apple.com/tap-to-pay/how-to-accept-payments/. Topics include the following.

- Contactless payment cards
- Apple Pay on iPhone
- Apple Pay on Apple Watch
- Other digital wallets and wearables

How to use
Tap to Pay on iPhone

Contactless payment acceptance guide

View this quick reference guide on how to use Tap to Pay on iPhone to accept all types of in-person contactless payments at developer.apple.com/tap-to-pay/files/Tap-to-Pay-on-iPhone-Cashier-Guide-July2023.pdf.

