

GLOBAL COVER ART GUIDE

iTunes & Other Partners

Version 4.3 - June 2018 - Updated by: Jaklyn Cabello
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COVER ARTWORK GUIDELINES

PREFERRED DIGITAL SPECS.

DIGITAL ART Associated with digital product numbers	Squared image - 3000 x 3000 pixels 72 DPI or higher RGB Colorspace 8 bits/channel No specialized alpha channels TIFF or JPEG - Highest/Maximum Quality
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GENERAL ACCEPTABLE FORMATS

ARTWORK SIZES	Must be 3000 x 3000 pixels or larger
	PHYSICAL ART Non-squared sizes acceptable Height and Width can be different sizes with a minimum of 3000 pixels

Linking Physical art to a Digital product	Squared size required (width x height equal) i.e. 3000x3000px
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	DIGITAL ART Associated with digital product numbers Minimum 3000x3000 pixels (Squared)
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IMAGE RESOLUTION	72 DPI or higher - width and height sides equal or greater than 3000x3000px (Preferred) 300 DPI or higher - width and height sides equal or greater 3000x3000 pixels
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COLORSPACE	CMYK or RGB
BITS/CHANNEL	8 bits/channel or 16 bits/channel

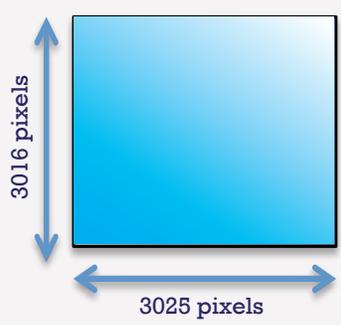
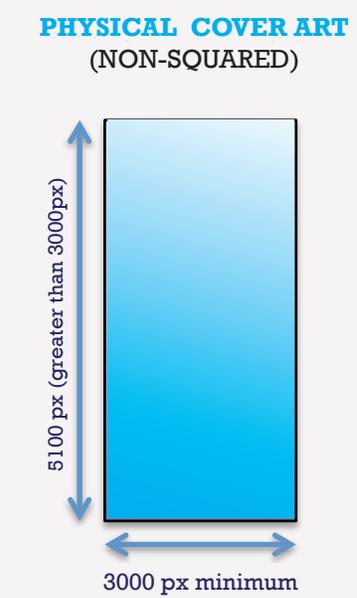
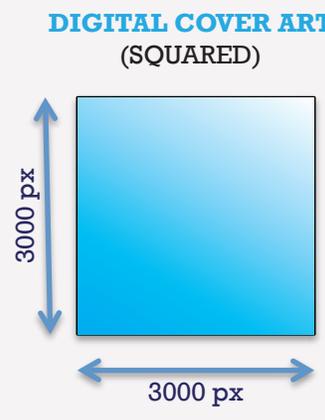
ALPHA CHANNELS	No specialized alpha channels
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FILE FORMATS	TIFF (flattened image) or JPEG
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COMPRESSION	TIFF - Set to "NONE" (no LZW or any other compression types) JPEG - Highest/Maximum Quality
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PIXEL ORDER	Interleaved (RGRGB)
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SAMPLE SIZES



Note: Ratio of the sides must not be greater than 2:1

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GENERAL ART/CONTENT RESTRICTIONS

Do not include the following:

- * Physical references (i.e. CD 1, CD 2, Disc 1, Disc 2, Boxset)
- * Barcodes (*unless it is a creative choice*)
- * No printer marks - i.e. crop marks, registration marks, color bars (*unless it is a creative choice*)

ITUNES STYLE GUIDE SECTION

The DSP will reject cover art assets that have the following:

- * Artwork that is blurry, pixelated, or has image quality issues
 - * Images that promise content that the album does not contain (i.e. “Includes DVD” or “Includes Lyrics”)
 - * References to websites that sell music or compete with iTunes
 - * Artwork that contains the word “iTunes” or the Apple logo - can only be used when the album is produced by Apple
 - * Text that refers to “Exclusive” content - this reference needs prior authorization from Apple
 - * Text that refers to a digital product (i.e. “Digital Exclusive” or “Digital Version”)
 - * References to pricing (i.e. “Reduced Price” or “Low Price” or “Available for \$9.99”)
 - * References to a physical retailer (i.e. “Available at Target” or “Walmart Edition”)
 - * Artwork that contains pornography or a URL for a website that contains or links to pornography
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