



iPhone + iPad

Energy Label Guidelines

June 2025

EU energy labelling of smartphones and tablets

On 20 June 2025, EU regulation on energy labelling for smartphones and tablets comes into effect. iPhone and iPad must comply with this new regulation, requiring you — as an Apple partner — to display specific energy labels at point of sale and energy arrows within advertising.

In your stores, energy labels should be displayed in proximity to the product, and placed in such a way as to be clearly visible and unequivocally associated with the specific model. Online, the energy labels and arrows should be clearly visible and accessible within the buy flow.

In your communications, the energy arrow needs to be featured whenever a specific model name is shown. It also needs to be featured whenever a price is shown.

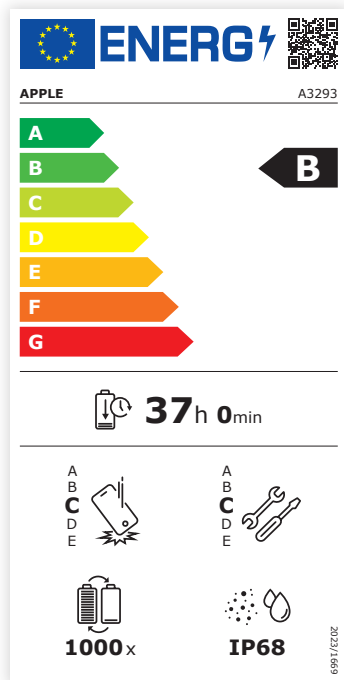
This guide includes the energy documentation and labelling guidance to help you develop your communications.

Note: This communication is provided for your information only and does not constitute legal advice. Please consult your qualified legal counsel for any questions you might have about these regulations and compliance obligations.



Three supplied energy label assets

For iPhone 15 and later models, three energy labelling assets are provided to use across marketing, online and offline touchpoints.



Energy label

To be displayed next to the relevant device (in-store) and linked to at point of purchase (online).

For Apple-branded programmes, we will provide labels. Please contact your Apple Marketing representative for more information.



Energy arrow

Required on marketing and promotional communications.

Energy arrows on your website should be clickable, and link to the energy label and product information sheet.

Product information sheet	
1. Trade mark (a) (b)	Apple
2. Model identifier (a)	A2886
General product parameters:	
Parameter	Value
4. Device type	tablet
5. Operating system	iOS
6. Energy efficiency class	G
7. Battery run-time (a) (b) (c)	n/a
8. Battery endurance per cycle (a) (b) (c)	729h 00m
9. Battery endurance in cycle - default settings (c) (d)	> 1000
10. Rated battery capacity (C rated) (mAh)	8160
11. Shipped with protective cover	no
12. Reported time full reliability test - fully without display (e)	> 0
13. Reported time full reliability test - fully without display, tested in fully extended state (e)	n/a
14. Reported time full reliability class	E
15. Ingress protection rating	IP42
16. Specified immersion depth in water, in case of IP-X4 (e)	n/a
17. Screen scratch resistance on MoS2 hardness scale	4
18. Charger (a)	no
	Reported output power (W)
	Power-to-weight ratio (per device weight)
Reliability information:	
19. Minimum guaranteed availability of operating system security updates, corrective updates and functionality updates (a) (b) (c) (d) (e)	5
20. Reliability Class (based on the index below)	C
21. Reliability index (a)	2.7105
22. Customer Support (CSAT) score (a)	8.6505
23. Customer Support score (a)	2.7105
24. Tools (a) (b) (c) (d) (e)	2.0005
25. Spare Part score (a) (b) (c)	1.0005
26. Software Updates (a) (b) (c) (d) (e)	1.0005
27. Repair information score (a) (b) (c)	8.6505
28. Access to information on repair and availability for professional repairs and end users (a) (b) (c)	100%
29. Access to repair instructions for end users (a) (b) (c)	100%
30. Access to repair instructions for end users (a) (b) (c)	100%
31. Access to repair instructions for end users (a) (b) (c)	100%
Additional information:	
32. Minimum duration of the guarantee offered by the supplier (a) (b) (c) (d) (e)	24
Supplier's address (a) (b) (c)	Apple Distribution International Limited 1277855, Castle Road, Dublin 15, Ireland

Product information sheet

Should be made available at point of purchase online and for in-store printing should a customer request it.

Using the assets

This section gives you an overview of how we propose energy labels are used within marketing materials in your product communications, including paid media, online store, in-store and email.

Apple-led digital assets

Digital assets must be updated to include the energy arrow, and are available to download for implementation in your future communications.

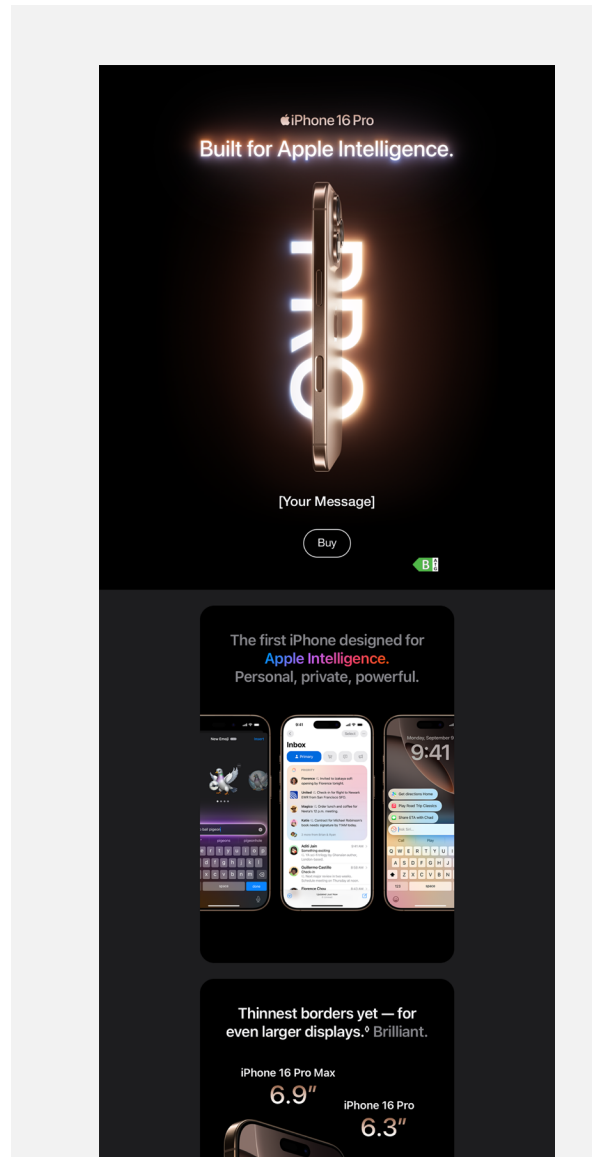
Apple provides the following assets which include the required energy arrows:

- Social carousel
- Social video
- Marketing page
- Compare tool
- Banners
- Email tiles

Note that energy arrows should be clickable on partner sites, and Apple is supplying assets with that capability.

This is one example of the assets provided.

Please follow your own legal and regulatory counsel on where and how the click should trigger opening the energy label and product information sheet; refer to page 20 of this guide for Apple suggestions.

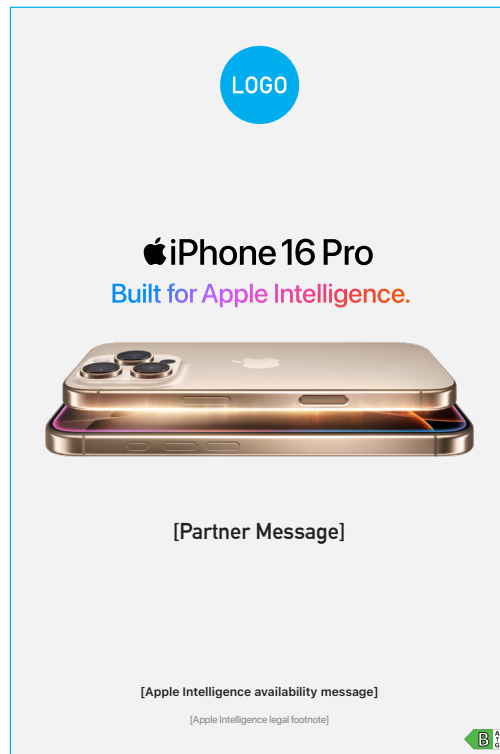


A18 Pro chip 6-core GPU	A18 chip 5-core GPU
	
Camera Control Faster access to photo and video tools	Camera Control Faster access to photo and video tools
	
Pro camera system	Advanced dual-camera system
48MP Fusion camera	48MP Fusion camera
5x Telephoto camera	2x Telephoto
48MP Ultra Wide camera	12MP Ultra Wide camera
	
Emergency SOS	Emergency SOS
Emergency SOS via satellite*	Emergency SOS via satellite*
Crash Detection*	Crash Detection*
Roadside Assistance via satellite*	Roadside Assistance via satellite*
	
Up to 33 hours video playback*	Up to 27 hours video playback*
	
USB-C	USB-C
Supports USB 3	Supports USB 2
	
Face ID	Face ID
	
Superfast 5G cellular*	Superfast 5G cellular*

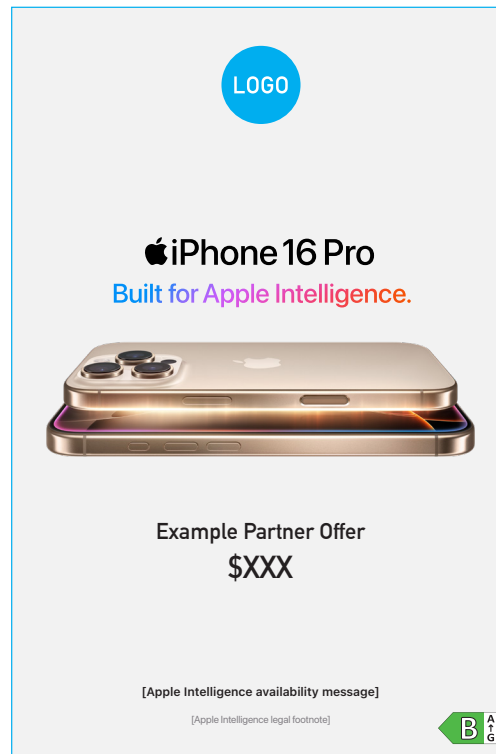
iPhone 16 Pro Max	
iPhone 16 Pro	
iPhone 16 Plus	
iPhone 16	
iPhone 16e	
iPhone 15 Plus	
iPhone 15	

Partner-led digital assets

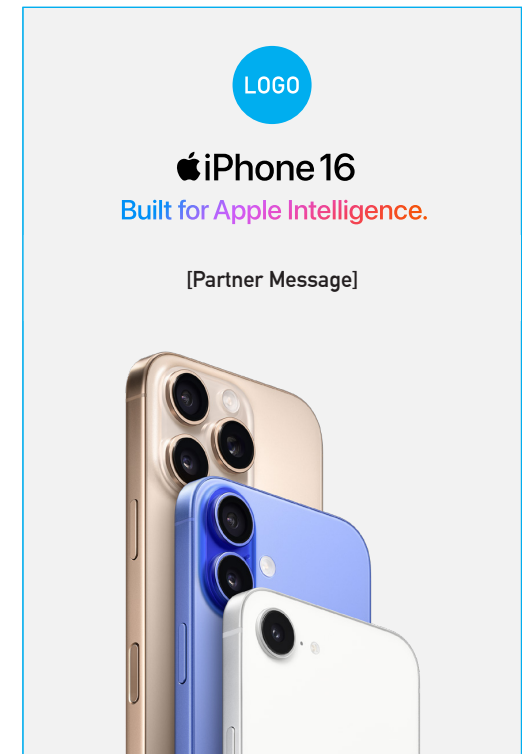
Apple is providing energy-labelling loose assets for implementation in your communications. Below is our guidance for the broad use cases of the energy arrow, including layout examples.



When a specific product model is communicated, the energy arrow is legible and positioned in the bottom-right corner where possible.



If a specific product model is communicated alongside a price, the energy arrow is the same point size as the price.



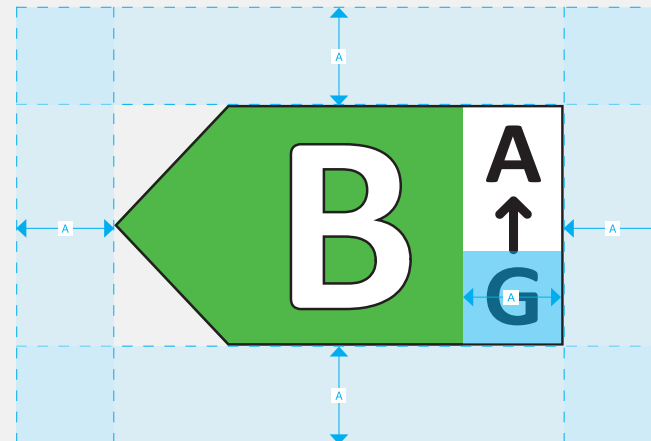
If it's a product family communication, not calling out a specific model, no energy arrow is required.

Energy arrow crop guidance | Optimised arrow

Apple is supplying an energy arrow that is optimised for consumer legibility with a larger point size on the energy rating letter.

Safe space

The [safe space](#) is derived from the width of the white portion of the energy arrow as indicated here. When using this asset, always maintain this minimum spacing on all sides.



Energy arrow placement guidance

The energy arrow should be placed bottom right where possible and made proportionately legible. Below are the principles to follow and some examples of layouts.

Placement rules

Please follow the crop guidance to ensure the minimum spacing is maintained.

The energy arrow should ideally sit in the bottom-right corner, with equal space below and to the right.

For assets that don't allow for this placement, the other options in order of priority are bottom left, top right and top left.

In instances where multiple energy arrows are required on a single communication, group the arrows together in an ordered way, so it's clear which arrow relates to which model.

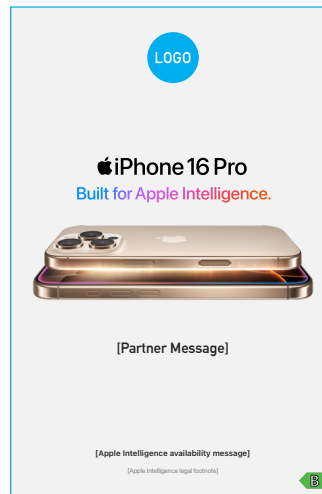
Don'ts

The energy arrow must never be placed on top of a product image and generally should avoid interfering with the other elements in the composition.

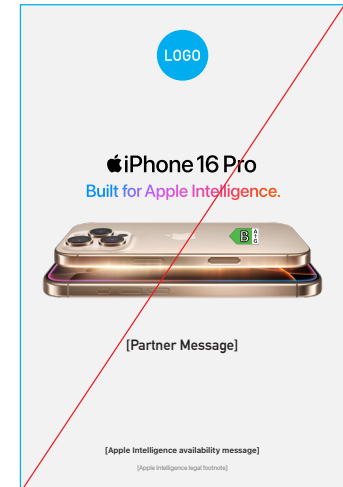
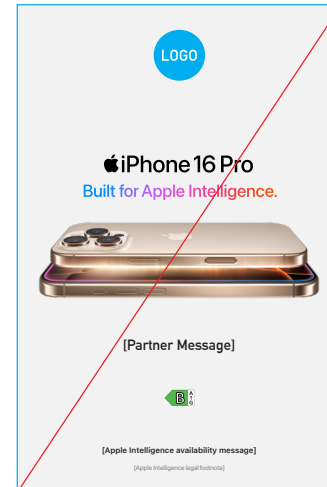
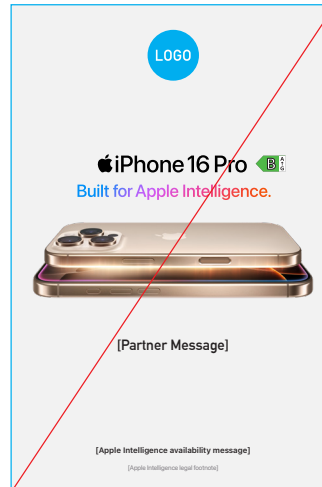
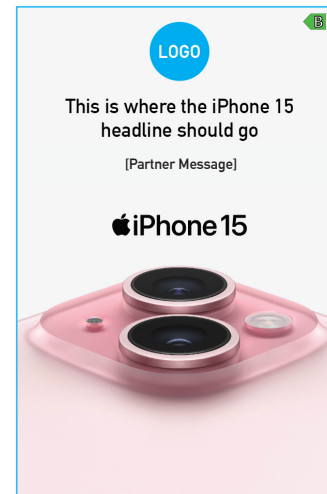
The energy arrow should not be locked with the product name, nor should it be placed anywhere other than the preferred positions listed above.

Layout examples

Preferred placement



Position the energy arrow top right if bottom-right and bottom-left corners are not possible.



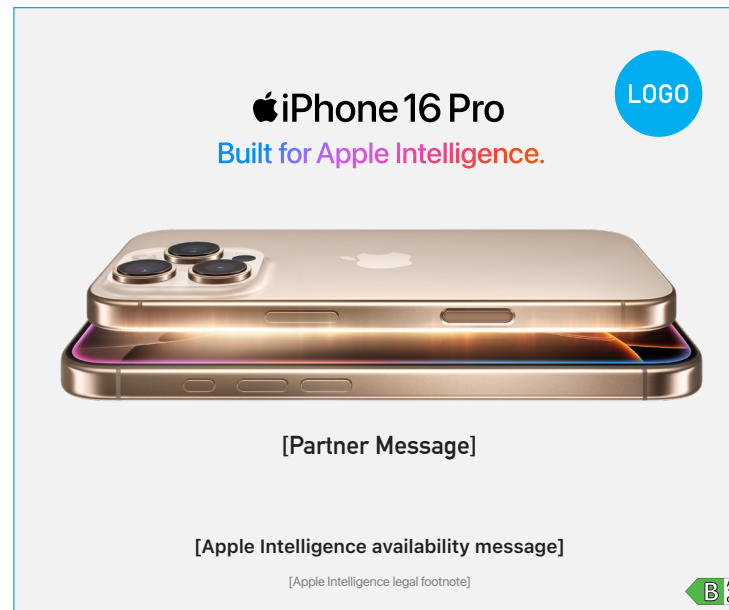
Energy arrow sizing guidance | Specific model, no price

The energy arrow should be made legible and balanced within the layout.
Below is an example of a recommended layout to help you create your communications.

Sizing guidance

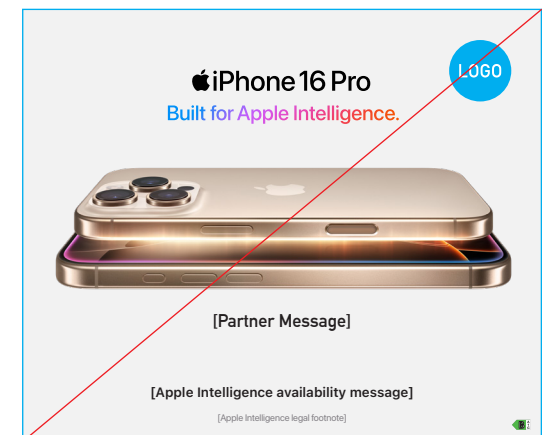
For communications without pricing, ensure the size of the energy arrow feels balanced within the composition. The letter rating must be clearly legible.

Layout example



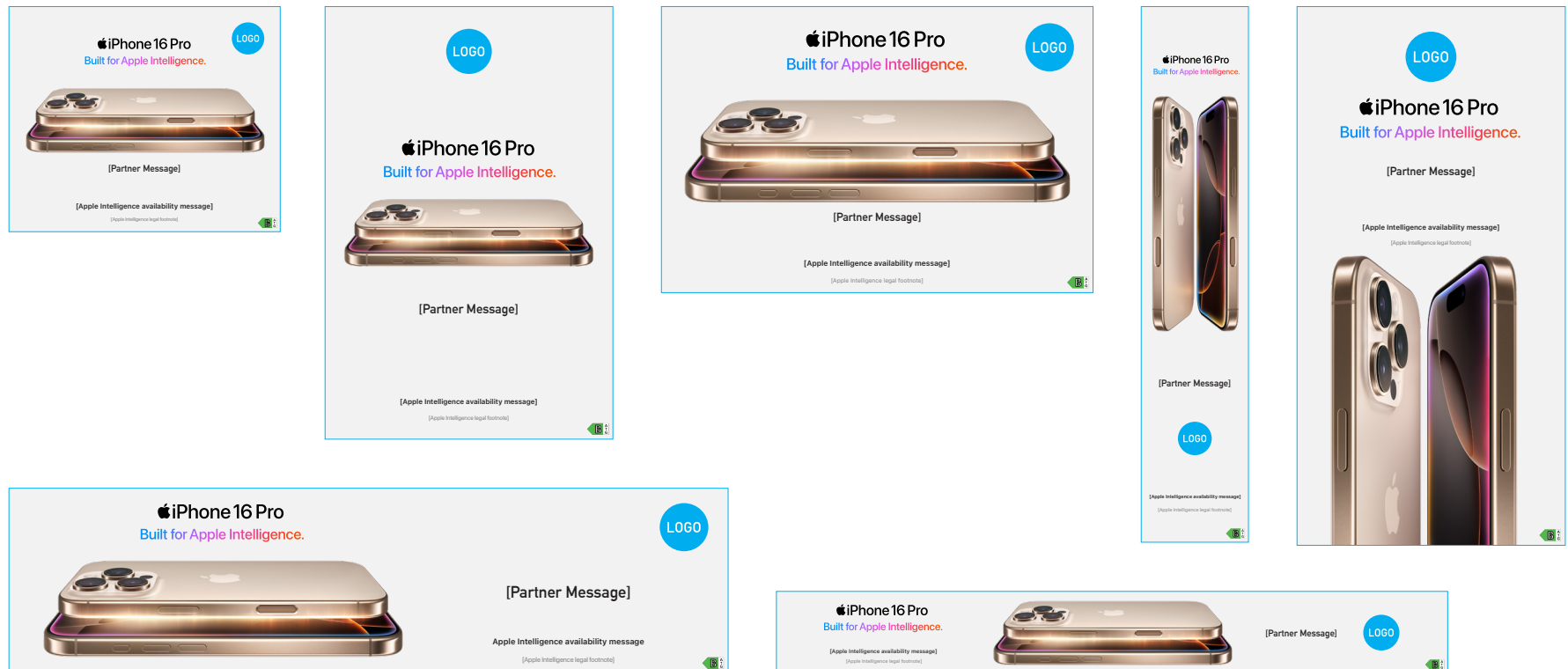
Don'ts

The energy arrow shouldn't feel disproportionately large to the other elements in the layout and it must maintain an appropriate scale for legibility.



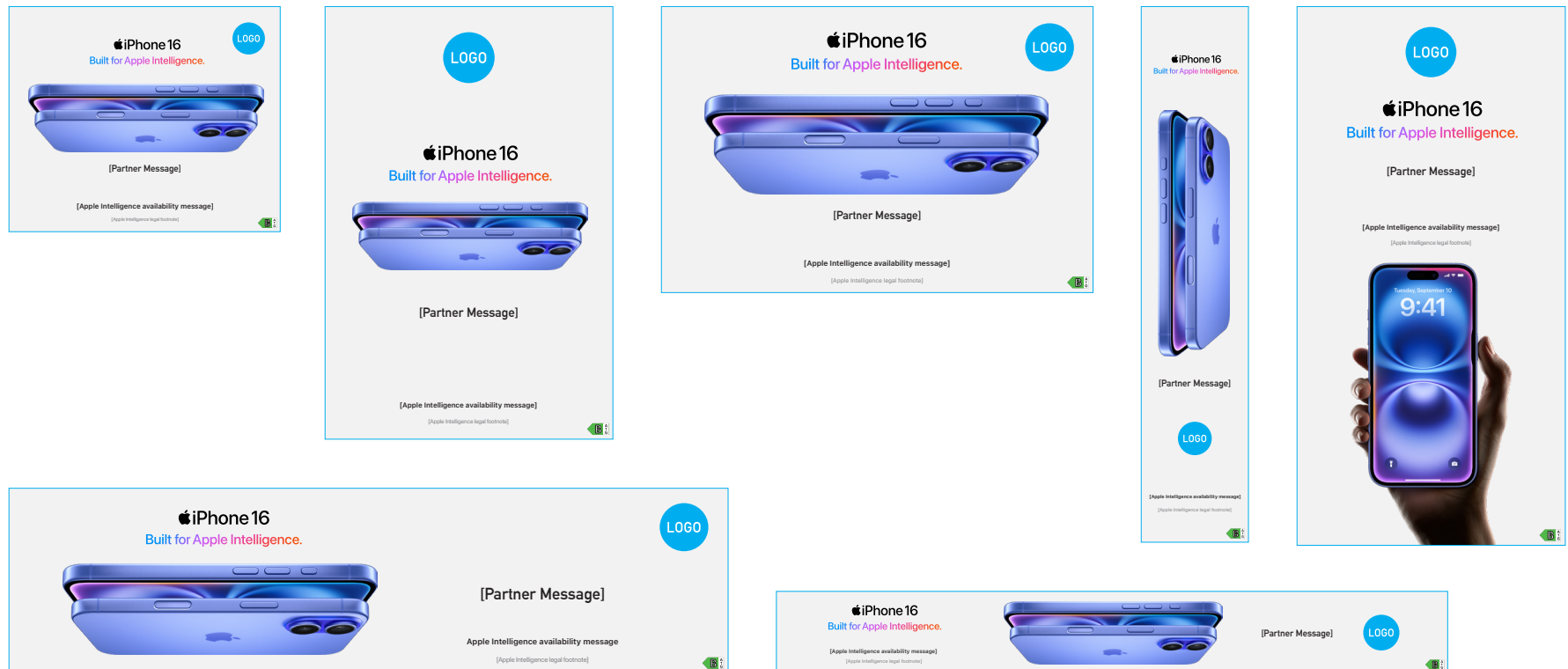
Layout examples | iPhone 16 Pro

Below are examples of recommended layouts to help you create your communications.



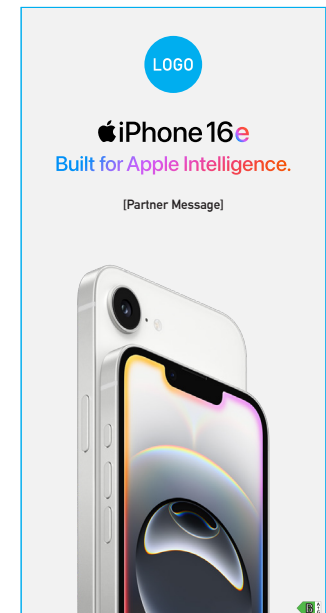
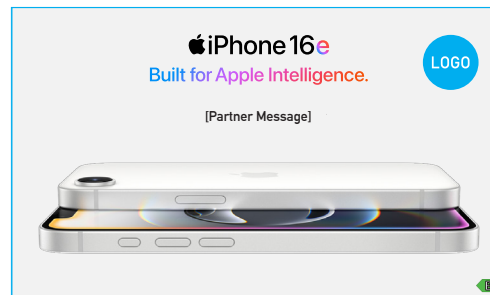
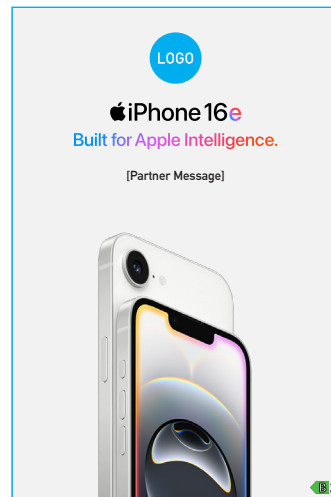
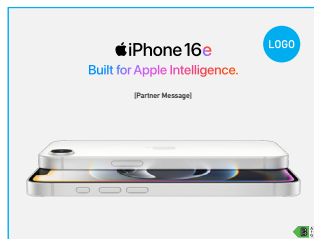
Layout examples | iPhone 16

Below are examples of recommended layouts to help you create your communications.



Layout examples | iPhone 16e

Below are examples of recommended layouts to help you create your communications.



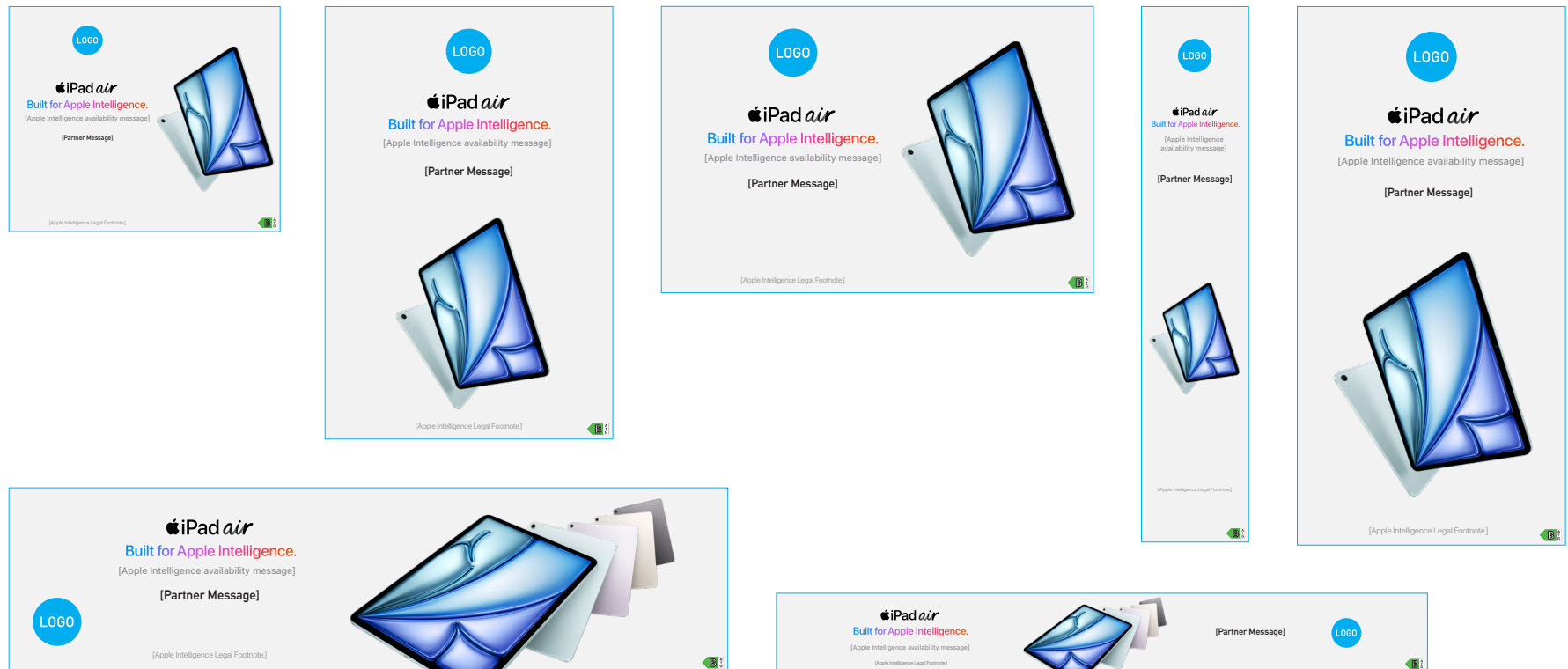
Layout examples | iPad Pro

Below are examples of recommended layouts to help you create your communications.



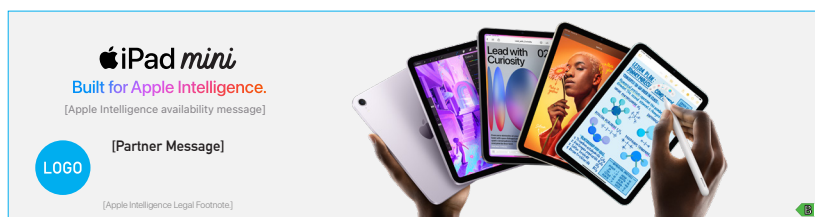
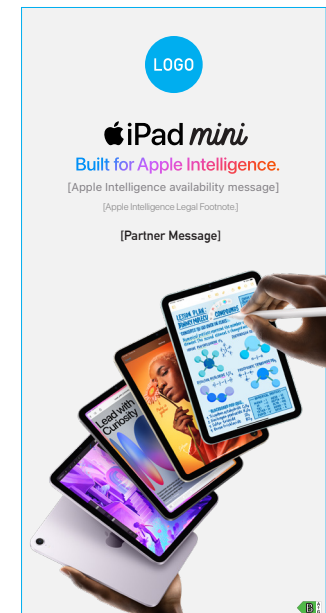
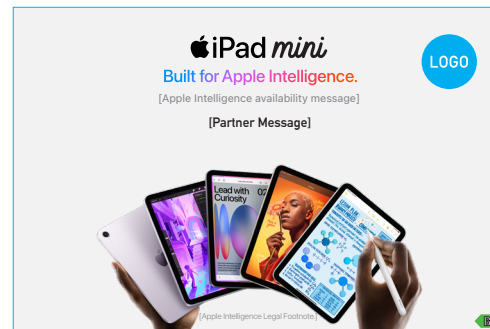
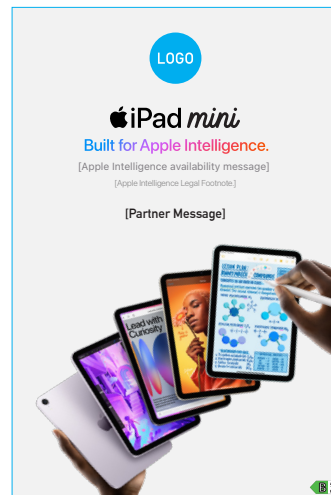
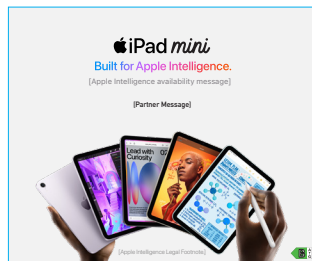
Layout examples | iPad Air

Below are examples of recommended layouts to help you create your communications.



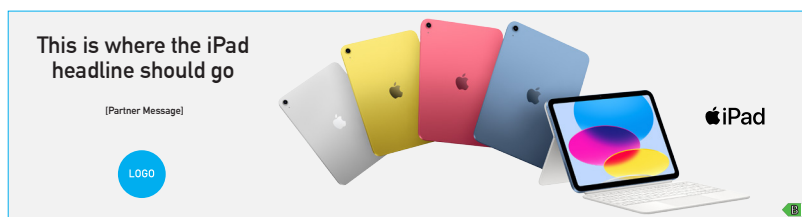
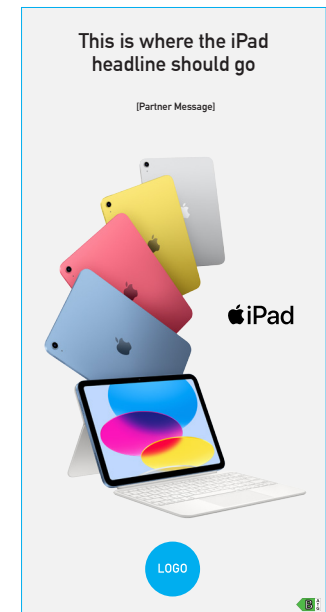
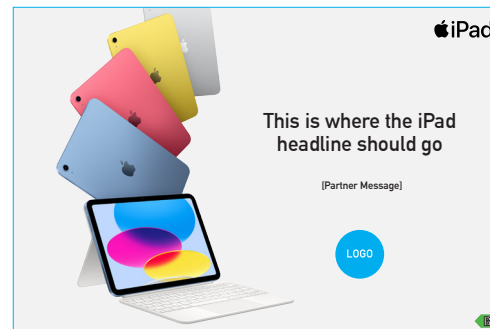
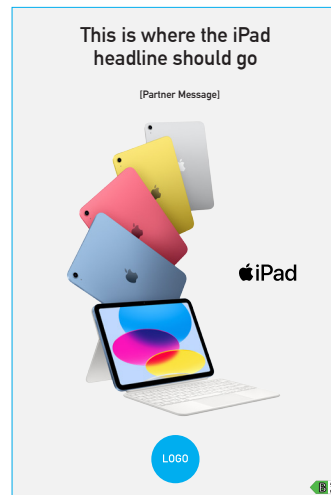
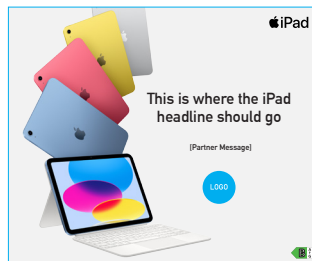
Layout examples | iPad mini

Below are examples of recommended layouts to help you create your communications.



Layout examples | iPad

Below are examples of recommended layouts to help you create your communications.



Energy arrow sizing guidance | With price

Sizing guidance

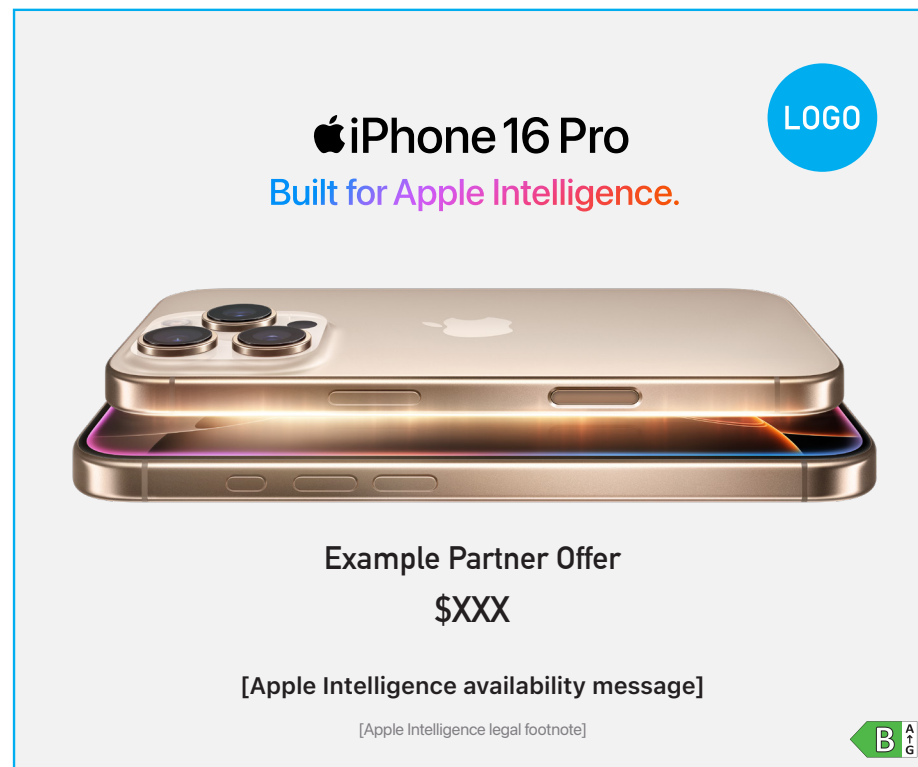
In a layout where price is shown, the letter rating inside the energy arrow must be scaled to match the point size used for the price.

Be mindful of the point size of the price when building communications as this affects the scale of your arrow.

For placement guidance, please refer to the rules on page 9 of this guide.

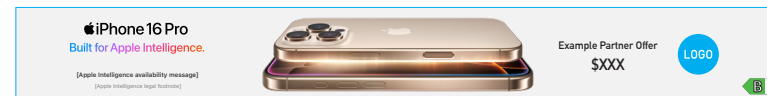
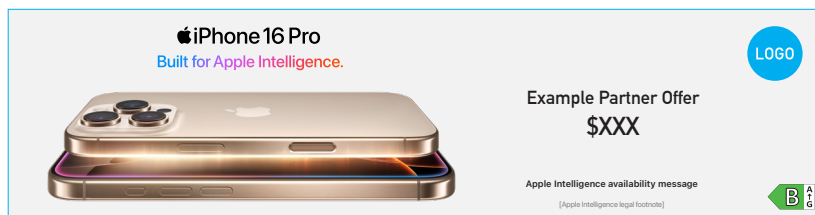
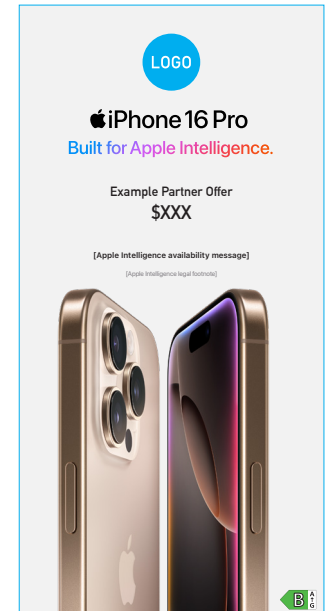
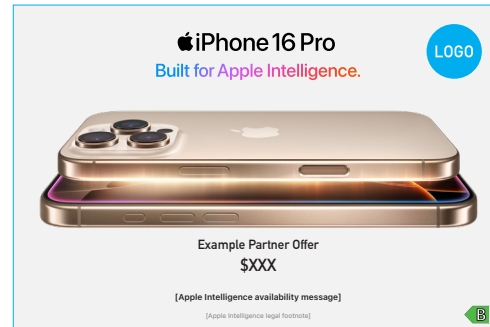
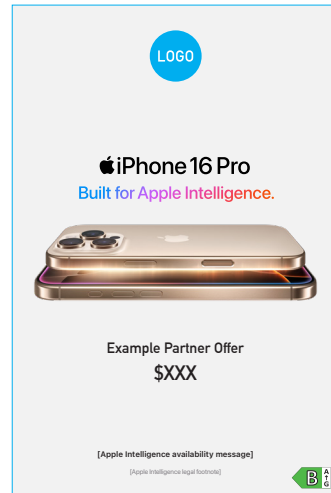
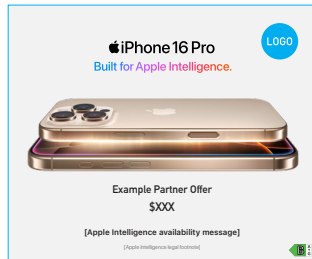


Layout example



Layout examples | iPhone 16 Pro | With price

Below are examples of recommended layouts to help you create your communications.



Energy assets on partner.com

Energy arrows are available as loose assets and should appear on the PDP, PLP, marketing pages, compare tool and banners. Energy labels and product information sheets are available as loose assets to be implemented as a modal. Wherever an energy arrow appears on your site, it should be clickable and open up the full energy label and product information sheet. Below is an example of a PDP together with Apple guidance on how the energy arrow should link to the additional energy information.

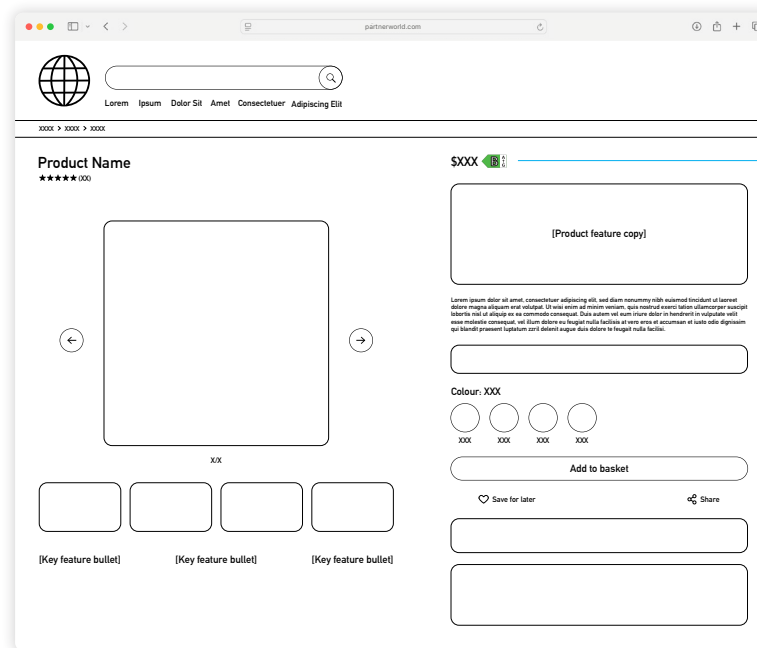
Modal guidance

Clicking on the energy arrow should display a modal where users can scroll to see both the energy label and product information sheet.

An additional call to action should appear under the product information sheet to make it viewable and downloadable as a PDF.

Note: Follow your legal and regulatory counsel on when and how to trigger the full energy label and product information sheet.

Partner website example



Modal

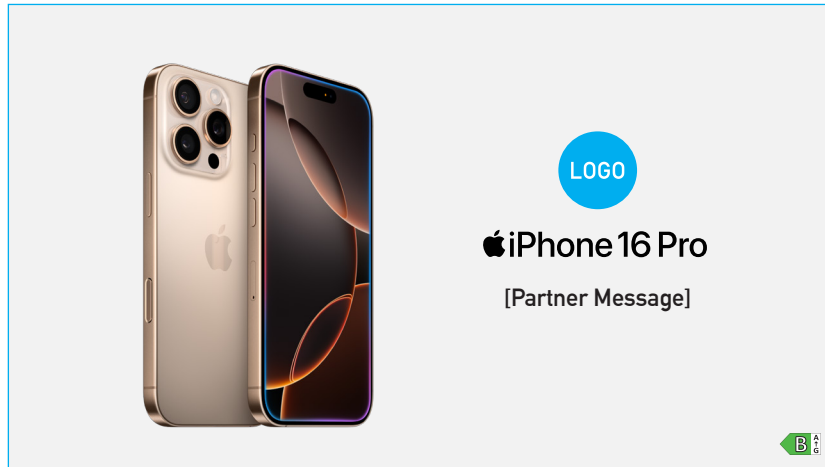


Energy arrow inclusion on TV and film end cards

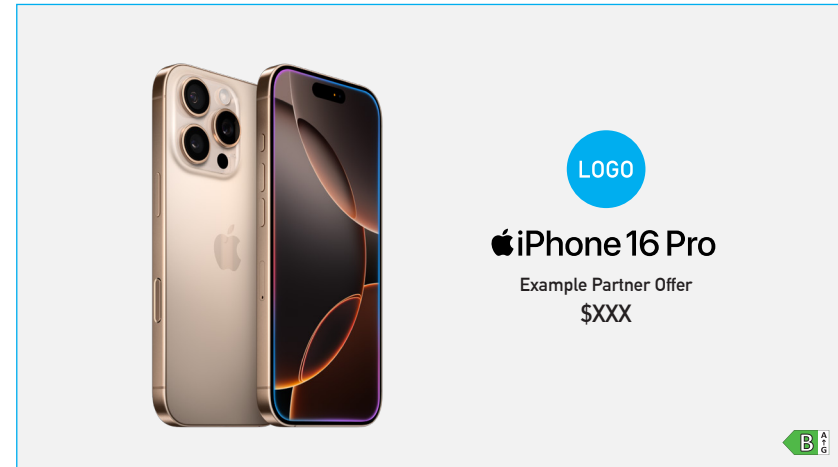
Energy arrows are available as loose assets for inclusion on TV and film end cards. Follow the guidance and examples below to see how they should be incorporated. Energy arrows are to be featured at a legible size for the duration of the product animation, and at the same size as the price point (when shown).

Layout examples

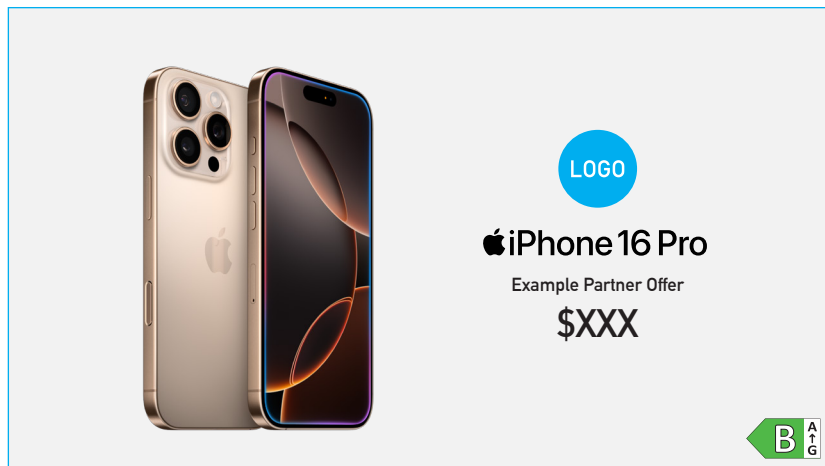
Specific model, no price; energy arrow in corner.



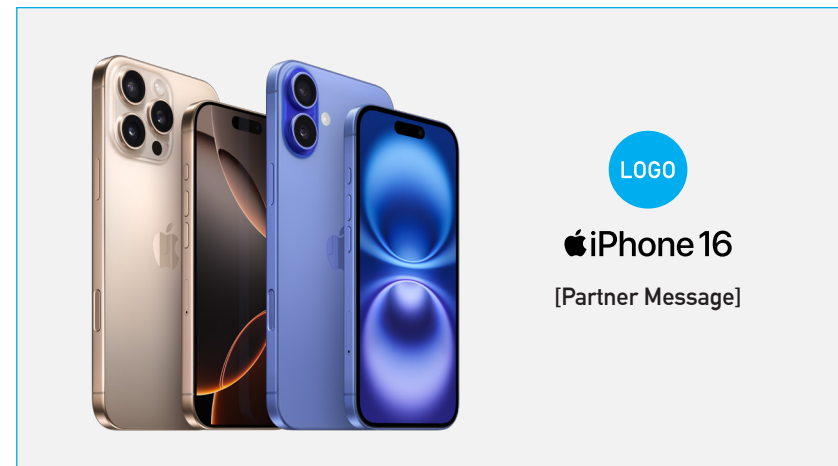
Price shown; letter size in energy arrow the same point size as the price; energy arrow in corner.



Note: Be mindful of the scale of the price as this affects the energy arrow size as shown below.



Family; no energy arrow.



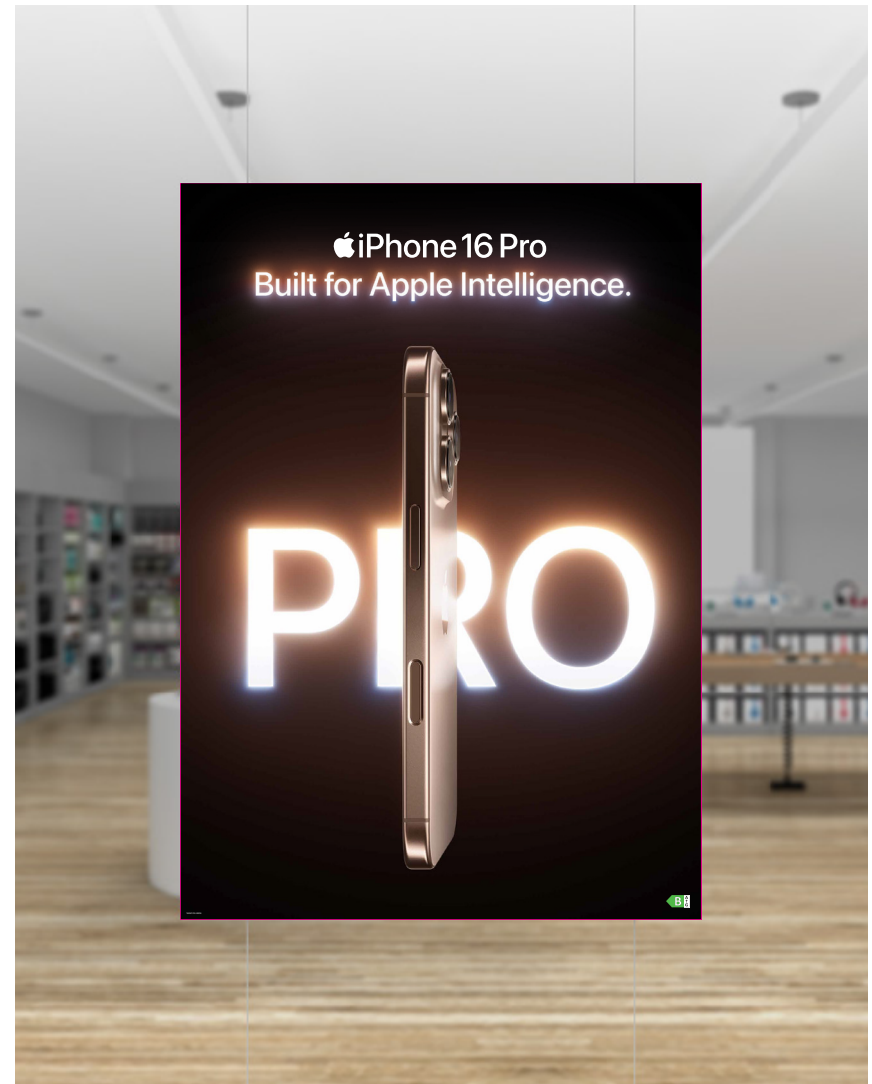
Exterior-facing store comms

Exterior-facing comms, such as LFGs in close proximity to the store or window posters facing outside the store, should use energy arrows whenever they meet the legislation criteria. Below are two layout examples.

LFG example



Window poster example



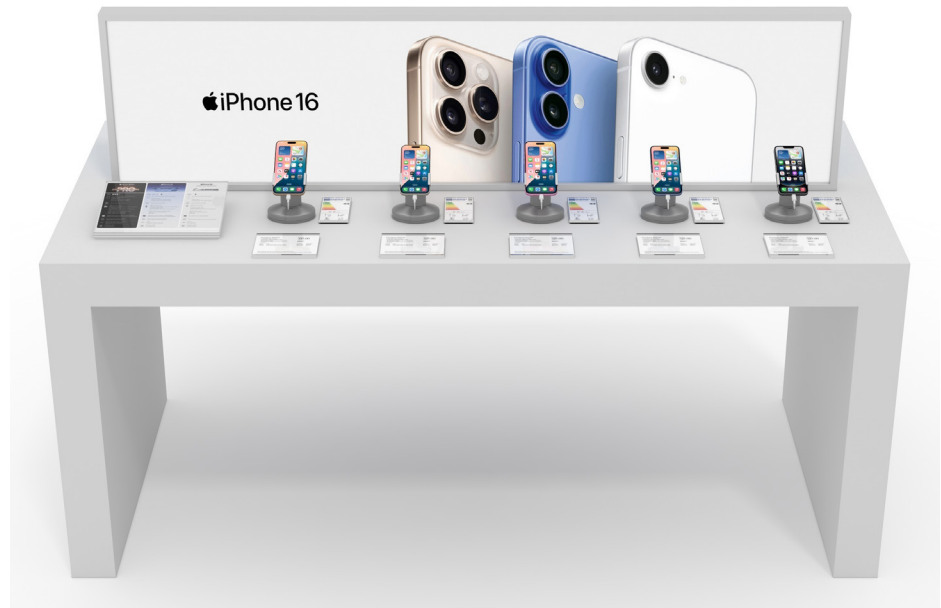
FISO

Energy labels should be displayed next to each demo device merchandised with a price ticket in-store.

You can access assets and guidance via your standard document distribution route (Relay or BOX).

Please contact your Apple Marketing representative if you have any questions.

FISO examples



Energy label placement

When merchandising Apple products, please ensure the product remains the hero. The price ticket and the energy label should take a secondary position.

Ideally, place the energy label next to the product, not behind or in front of it. Be consistent in placing the label on either the right or the left side, to avoid confusion for customers.

Don't space the energy label equally between two products, but instead position it closer to the product it relates to.



Cheat sheet | Principles

Below are some guidelines to help you navigate specific use cases.
Please contact your Apple Marketing representative for more detailed guidance.

In-store

- Position energy labels in close proximity to the merchandised models, so it's clear which label relates to which product.
- Do not include energy arrows on additional in-store communications if they are in the immediate proximity of the merchandised models (e.g. feature signs, compare sign, graphic panels, etc).
- Include energy arrows on outward-facing comms like LFGs and window posters.

Online stores

- Energy arrows should appear on the PDP, PLP, marketing pages, compare tool and banners.
- Energy arrows should be clickable, and open up the relevant energy label and product information sheets.

Promotional communications

- If a specific model features a price, it needs an energy arrow.
- If a customer looking at the asset could think "Apple is trying to sell me a specific iPhone or iPad", it needs an energy arrow.
- If it's an asset with family or lineup names and/or shows multiple models, no energy arrow is required.

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Please consult your qualified legal counsel for any questions you might have about these regulations and compliance obligations.

Cheat sheet | Assets

Below is a summary of the various touchpoints where the energy arrow should be included, so long as the asset itself fits the criteria for including one.

Digital launch assets

	iPhone	iPad
Social Carousel	✓	✓
Social Video	✓	✓
Email	✓	✓
Email Tiles	✓	✓
Web Banners	✓	✓
Marketing Page	✓	✓
Compare Tool	✓	✓
PDP Images		
PDP Videos		
Lot X - Loose Assets	✓	✓

Digital sustain assets

	iPhone	iPad
Banners	✓	✓
Email/Email Tiles	✓	✓
Modular Tile	✓	✓
Social Tiles	✓	✓
Marketing Page	✓	✓

In-store

	iPhone	iPad
Hero (Front Facing)	✓	✓
Inward-facing Hero Panels		
Comparison Sign		
Feature Sign		
Digital Signage	✓	✓
Hero Table Sign		
What's New Easel		
Price Tickets		
Print Assets (Window Poster)	✓	✓
SDS (Storefront Digital Signage)	✓	✓
Digital Brand Wall		
Print Assets Family (Window Poster)	✓	✓
Lot X - Stand-alone Table Sign	✓	✓
On Device		
LFG	✓	✓

A final note

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and does not constitute legal advice.

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you might have about these regulations and compliance obligations.

