



Apple at Work

Mac Employee Communications Kit

macOS Sequoia

Empower your employees with Mac

When rolling out Mac as a device choice for your employees, it's important to build awareness and provide a great user experience—from launch through onboarding. This kit supports your internal Mac enablement communications, helping you share information about availability, device selection, setup, and support. To help you promote your Mac program, we've included planning guidance and customizable templates for emails, newsletters, intranet portals, and more.



Stakeholder messaging

It's important to help your stakeholders understand why you're offering Mac. These resources will help you communicate effectively across your organization—with executives, managers, IT, or employees—by highlighting the features that support your vision. Suggested key messages are outlined below.

Intuitive user experience

Whether you're new to Mac or upgrading from an older model, Mac makes it easy to find what you need, stay organized, and take on any task. Its clear, simple design just makes sense—especially if you have an iPhone or iPad. So things like managing multiple windows and keeping track of your files are a breeze. And with quick access to all the controls you need, exactly when you need them, navigating your Mac is easier than ever.

Exceptional performance

Every Mac with Apple silicon offers supercharged performance so employees can take their business workflows to the next level. The game-changing capabilities of MacBook Pro with M4, M4 Pro, or M4 Max supports a range of pro-level workflows, such as editing 8K video, running AI and ML models, or analyzing large data sets. And with all-day battery life, an immersive 14- or 16-inch Liquid Retina XDR display, and an array of pro ports, employees can do more than ever.

Amazing battery life

MacBook Pro delivers up to 24 hours of battery life on a single charge. Lithium-ion batteries charge faster, last longer, and have a higher power density for more battery life in a lighter package.

Compatibility with existing software and systems

Apple devices work with most enterprise systems and apps your company already uses—like mail and messaging, network connectivity, file sharing, collaboration, and more—giving your employees access to everything they need to do their jobs. From Microsoft 365 to Slack and Zoom, Mac has you covered.

Secure by design

Apple develops Mac hardware and software with advanced technologies that work together to run apps more securely, protect corporate data, and keep employees safer on the web. Built-in features keep personal and corporate information separate and protected on the same device without compromising user privacy.

Total cost of ownership

Mac devices are durable, lightweight, and built with the highest-quality materials, making them perfect for employee use. Thanks to their low maintenance, high-quality construction, and high residual value, Mac and iPad last longer and are worth more two, three, and even four years into their use.

Zero-touch deployment

With Apple Business Manager, devices are distributed directly to employees, ready to use straight out of the box, with no manual configuration required. And flexible deployment models across all Apple platforms equip IT with the best tools to get employees up and running faster than ever.

Sustainability

Apple believes it's possible to create the world's most iconic products without depleting the earth's resources. The company's operations are already carbon neutral, and they're working to make every Apple product carbon neutral by 2030. This includes manufacturing Mac with 100 percent recyclable or renewable materials and ensuring that every link in Apple's supply chain upgrades to 100 percent renewable energy.

Built-in accessibility features

Features like text to speech and VoiceOver, Safari Reader, display settings (including Zoom and invert colors), and customizable trackpad controls empower employees to set up their devices in the way that works best for them.

Communications strategy and planning

To develop your internal communications plan, start by outlining your program goals, messaging, and content needs. Then determine resource requirements, timelines, and how you'll measure success along the way.

Defining your vision

The first step in a successful Mac Employee Choice program is defining your vision. The statement should be simple and clear, align with your company's culture, and point to the outcomes of using Mac. Here are a few examples:

- "We want to empower every employee to be productive, collaborative, and creative."
- "We believe that giving employees a choice will help them deliver their best work."
- "Our employees will have the skills and tools they need to thrive."

Setting your goals

As you define your vision, decide which outcomes will signal success. Examples include:

- For employees—increased engagement, satisfaction, and/or retention
- For IT teams—faster deployment, simplified management, and reduced support costs
- For the business—improved affordability, sustainability, and productivity

Naming and identity

Many organizations use an internal name for their Mac Employee Choice program to mark the start of a new project and make it easy to recognize. Some choose simply to use "Mac at [Company Name]" to ensure consistency. If you name your program, please be sure that any branding aligns with the design guidelines found later in this guide.

Planning the basics

It's important to determine how you'd like to handle specific internal communications, such as ordering, employee eligibility, and software compatibility. Key questions to consider include:

- How will employees order devices?
- How will managers approve employee requests?
- How will you train employees?
- How will employees get support (for example, through a help desk or portal)?
- Which software is compatible?

Timeline

Create a timeline for your key milestones and share it with your audience.

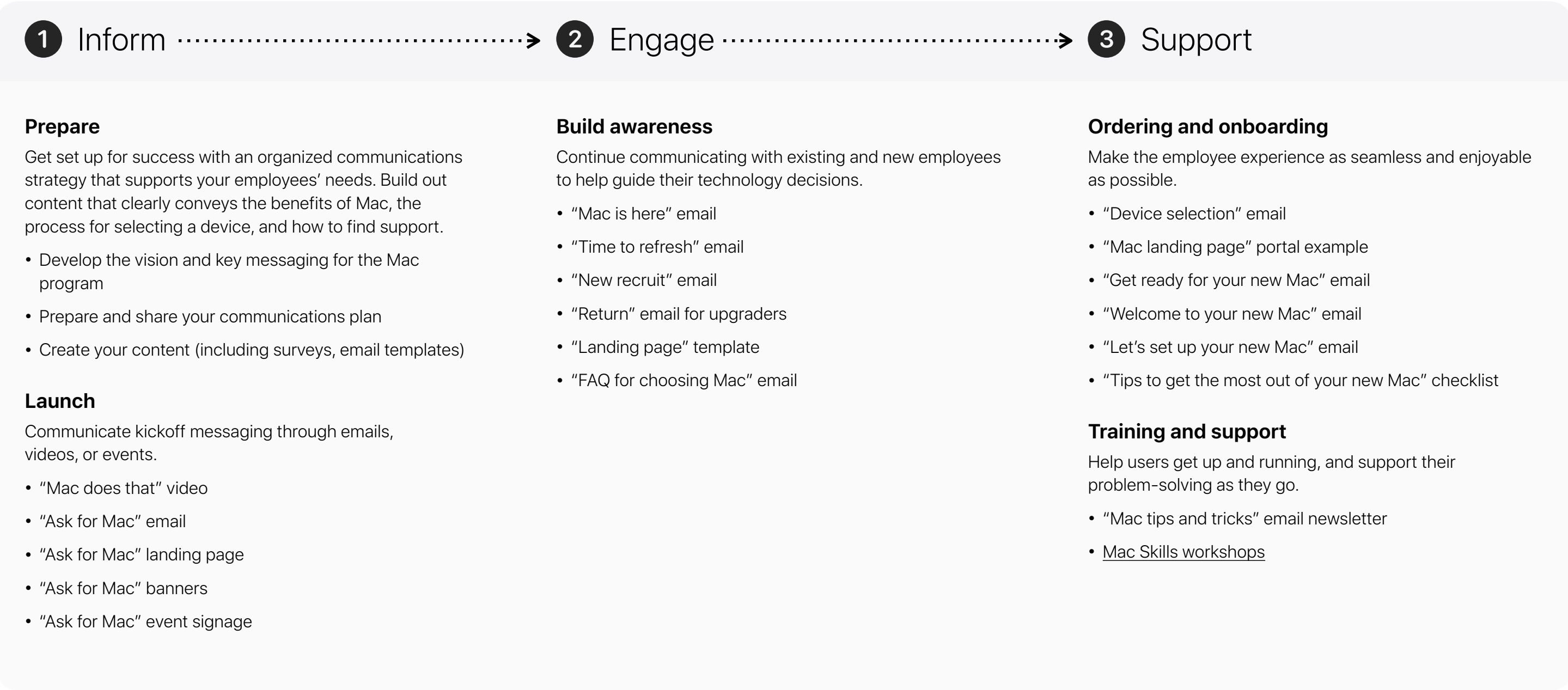
Measuring success

How will you define success? Consider a range of measures, and refer back to your vision and goals to determine your criteria. Think about which measurement practices you'll use—surveys, participant interviews, industry research, TCO, volume of support tickets, or general employee satisfaction rates.

Remember, change takes time. Set expectations that you're aiming for positive outcomes and that you can adjust along the way based on feedback.

Spreading the word about your Mac program

Organize your communications plan into three key phases to generate interest, encourage engagement, and support a successful launch. The following pages include reference materials and templates for each phase.

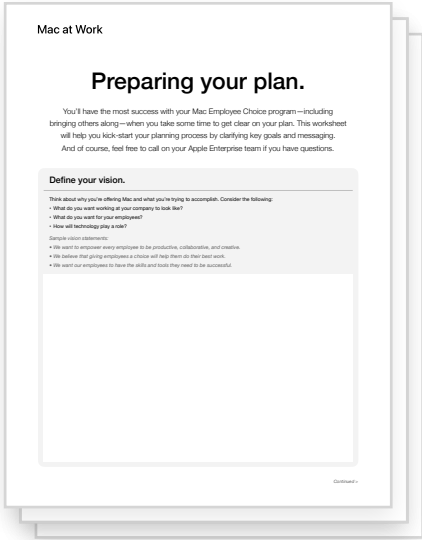


1 Inform

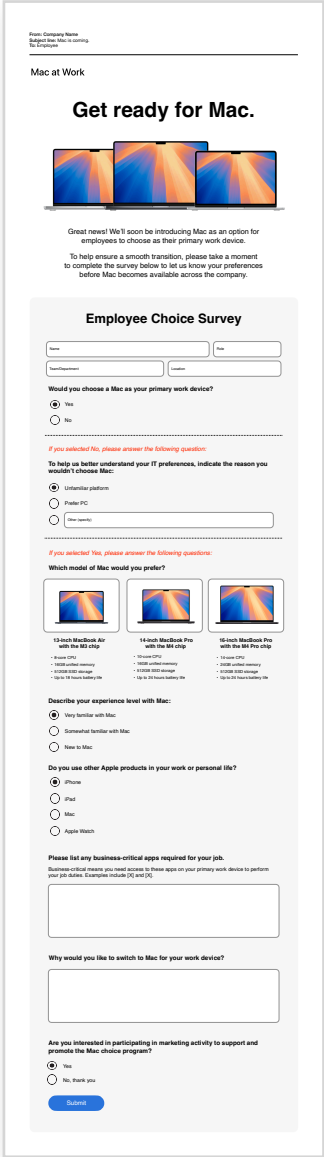
This phase is all about aligning internal teams, defining your strategy, and laying the groundwork for a successful program. During this phase, you'll establish templates, create distribution lists, and survey employees to better understand their unique requirements. Everything created in this phase can be used throughout the rest of your communications plan.

At launch, kick off your program with both in-person and virtual events to ensure that your message reaches the entire organization. Involve your executive team to bolster interest and show support for the program.

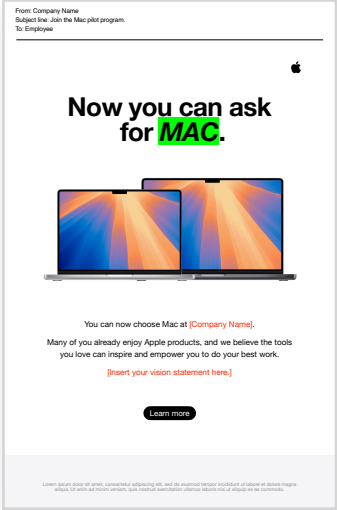
“Preparing your plan” guide



“Mac is coming” survey template



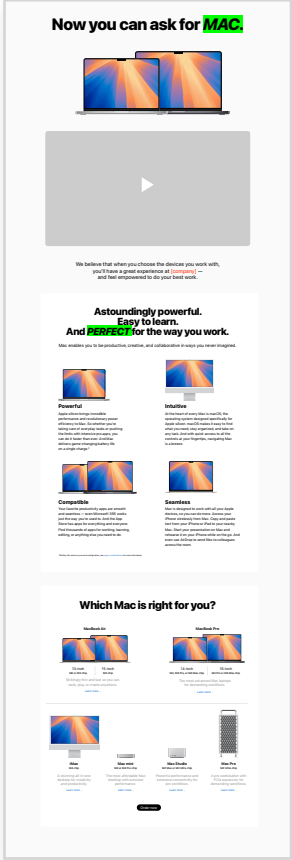
“Ask for Mac” email



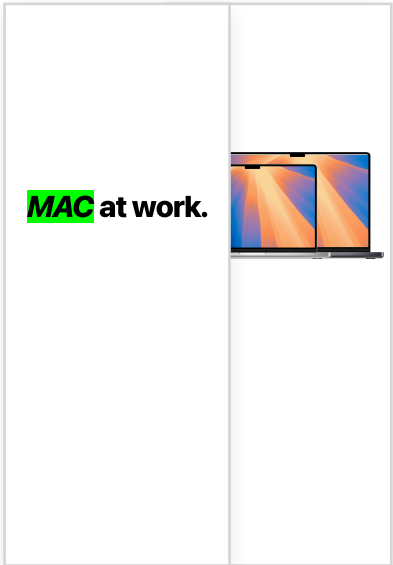
“Ask for Mac” banner



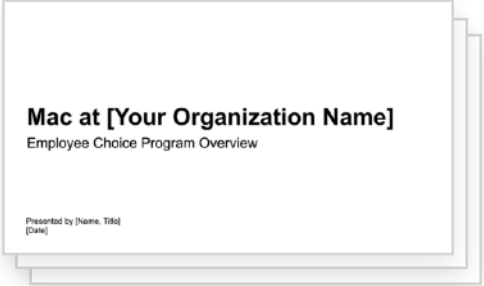
“Ask for Mac” landing page



“Ask for Mac” event signage



“Sharing your plan” presentation



“Mac does that” video



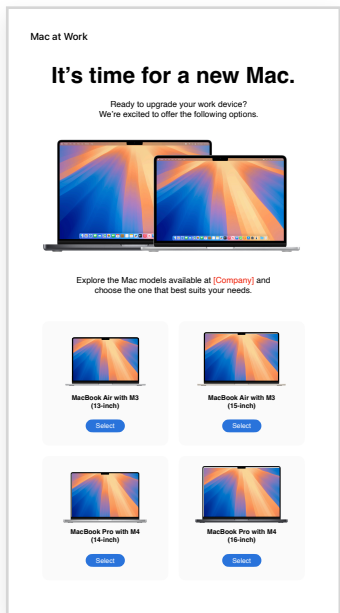
This video asset is available in English and may be used by customers until December 2028 for internal purposes only. Videos and images cannot be manipulated in any way, such as adding superimposed objects, frames, or watermarks.

2 Engage

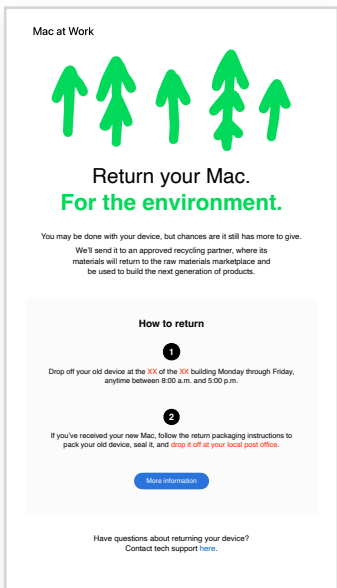
Your program requires ongoing communication to drive employee awareness. Use your existing internal communications channels to engage with them in familiar ways. Remind employees when it's time to refresh or upgrade their devices, how to return old devices, or where they can explore resources to take advantage of new features.

To help employees make a confident, well-informed decision when choosing their device, offer insights on the benefits of using Mac. If they can choose between MacBook Pro and MacBook Air, provide relevant product information to guide them in selecting the right Mac for their job function.

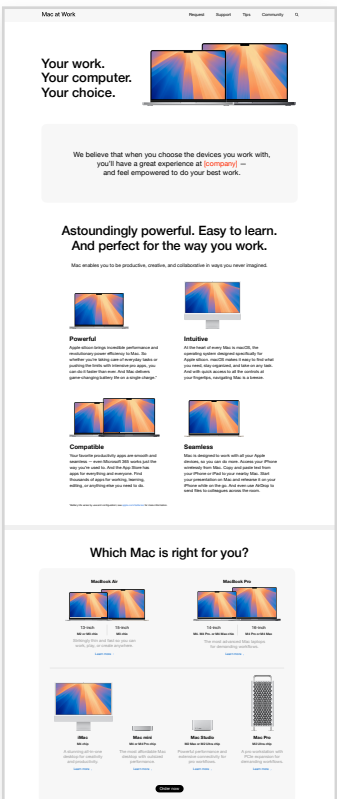
"Time to refresh" email



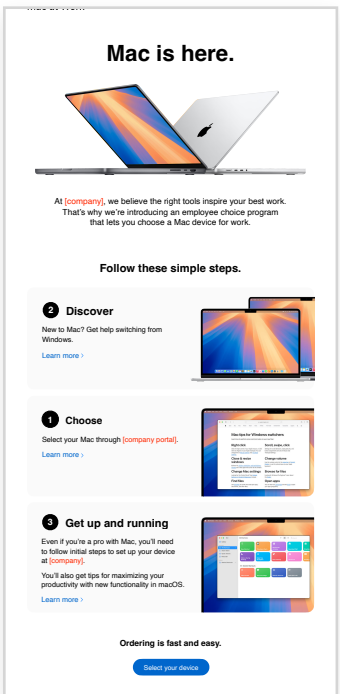
"Return" email for upgraders



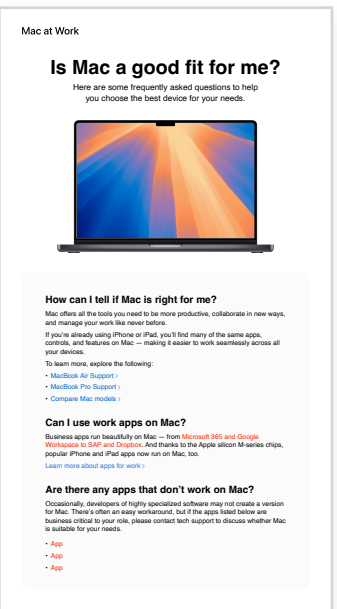
"Landing page" template



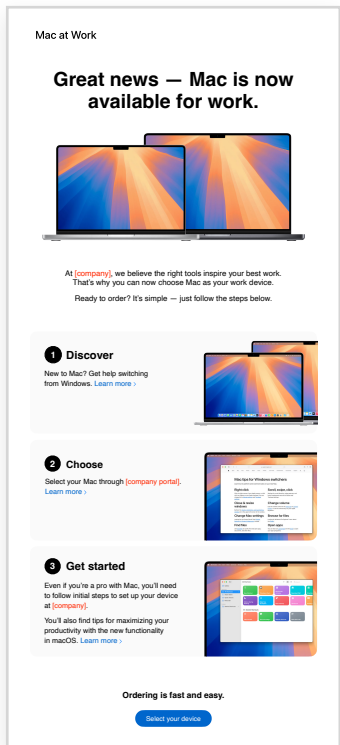
"Mac is here" email



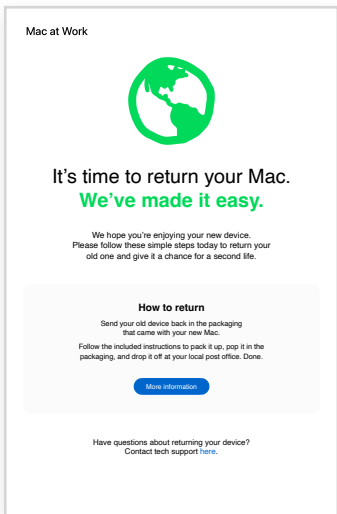
"FAQ for choosing Mac" email



"New recruit" email



Follow-up "Return" email for upgraders

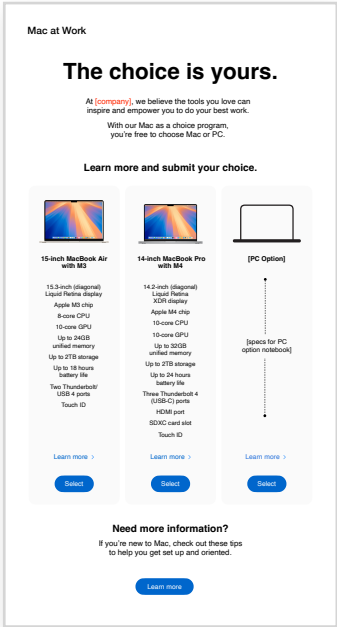


3 Support

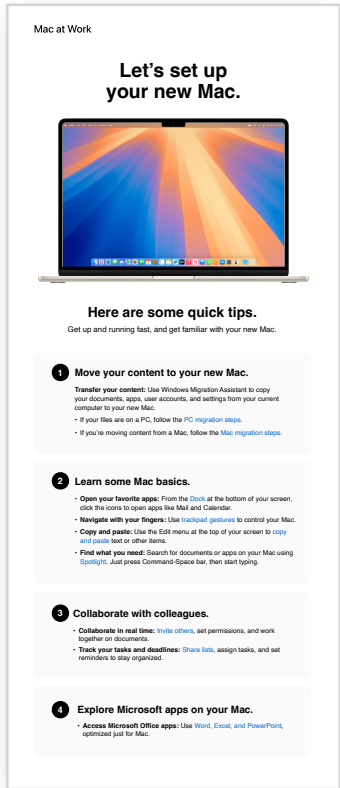
Once an employee has selected Mac, it's crucial to ensure their experience is seamless and positive. Streamlining processes with clear communication and easy access to key resources creates a smooth, engaging experience.

There are many opportunities to deliver a great Mac onboarding process. Consistent communication helps employees know what to expect and when. Some organizations take it a step further by making the experience fun and aligning it with their mission and brand. Training resources—such as the Mac Employee Starter Guide and online skills sessions—are valuable tools to support your efforts.

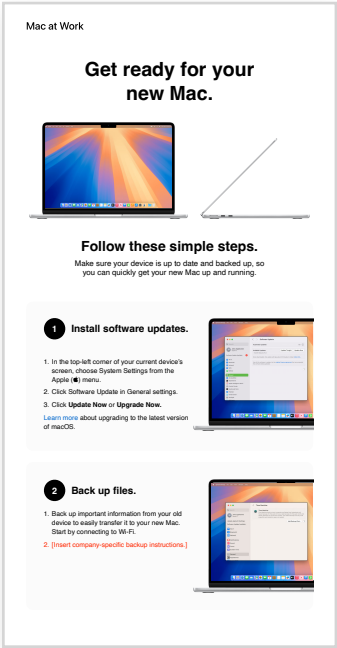
“Device selection” email



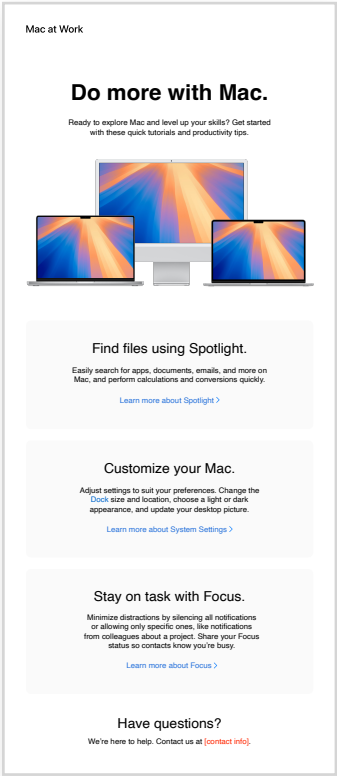
“Let’s set up your new Mac” email



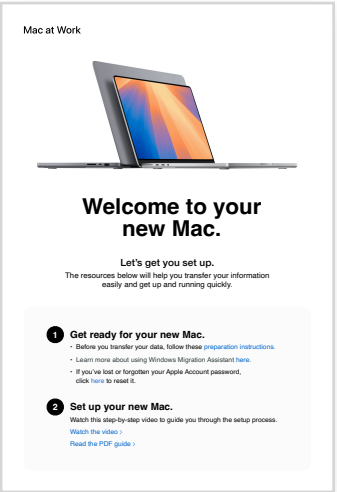
“Get ready for your new Mac” email



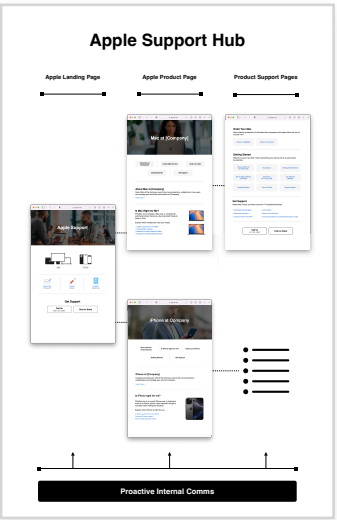
“Hints and tips” email newsletter



“Welcome to your new Mac” email



“Mac landing page” portal example



Apple offers materials and self-service tools to help users get set up and access support. Here are a few ways you can use these resources to support your employees:

- Conduct user surveys to understand how they're adapting to Mac, and follow up with tailored communications.
- Include relevant Apple resources in your newsletters, or target communications to specific users.
- Use Apple presentation materials at events or in tech bars to guide new users in navigating Mac.
- Encourage employees to attend Today at Apple sessions at their nearest Apple Store. Reach out to your account team or visit apple.com/today for more information.

Trademarks and resources

It’s important to help your stakeholders understand why you’re offering Mac. These resources will help you communicate effectively across your organization—with executives, managers, IT, or employees—by highlighting the features that support your vision. Suggested key messages are outlined below.

Using the name *Apple* in text

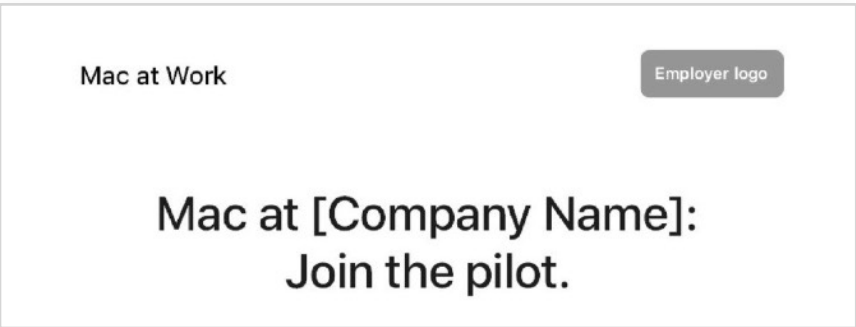
Business and consumer-facing communications may refer to the company name as *Apple*. The legal company name, Apple Inc., is reserved for legal documents.

Using *Mac at Work* and *Mac Employee Choice* in text

Always write the program names as *Mac at Work* or *Mac Employee Choice*, noting the uppercase and lowercase characters.

Logo and lockup

Position the Mac at Work lockup and your logo on opposite sides of the design.



Product names

Apple product names must appear exactly as shown on the [Apple Trademark List](#). For example, when using the name *iPad* or *macOS* in headlines or text, always typeset *iPad* or *macOS* with a lowercase first letter, followed by uppercase or lowercase letters as applicable—even when the names 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 surrounded by text in a language other than English. Always use Apple product names in singular form, and do not add possessive apostrophes. Never use *Macs* or *iPhone’s*. Modifiers such as *models*, *computers*, or *devices* can be plural or possessive.

Trademark information

Review the [Apple Trademark List](#) for the latest Apple trademark information when creating marketing materials. Visit [Guidelines for Using Apple Trademarks and Copyrights](#) for more information.

If you have questions after reviewing the information on the [Apple Legal](#) website, email the Apple Trademark Department at appletm@apple.com. Allow up to one week to receive a reply.

Appendix | Template Examples

Email

Mac at Work lockup

Mac at Work

Headline

All text is centre aligned

Product photo

Centred horizontally on the page and vertically between the headline and the copy

Image, copy, and call to action

Support

Call to action

Mac is here.



At [company], we believe the right tools inspire your best work. That's why we're introducing an employee choice program that lets you choose a Mac device for work.

Follow these simple steps.

2 Discover

New to Mac? Get help switching from Windows.

[Learn more >](#)



1 Choose

Select your Mac through [company portal].

[Learn more >](#)

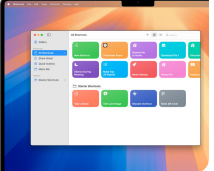


3 Get up and running

Even if you're a pro with Mac, you'll need to follow initial steps to set up your device at [company].

You'll also get tips for maximizing your productivity with new functionality in macOS.

[Learn more >](#)



Ordering is fast and easy.

Select your device

Landing page

Navigation and Mac at Work lockup

Headline

Copy

Headline

Image and copy

Headline

Product information

Call to action

Mac at Work

Request Support Tips Community

Your work. Your computer. Your choice.



We believe that when you choose the devices you work with, you'll have a great experience at [company] — and feel empowered to do your best work.

Astoundingly powerful. Easy to learn. And perfect for the way you work.

Mac enables you to be productive, creative, and collaborative in ways you never imagined.

Powerful

Apple silicon brings incredible performance and revolutionary power efficiency to Mac. So whether you're taking care of everyday tasks or pushing the limits with intensive pro apps, you can do it faster than ever. And Mac delivers game-changing battery life on a single charge.*

Intuitive

At the heart of every Mac is macOS, the operating system designed specifically for Apple silicon. macOS makes it easy to find what you need, stay organized, and take on any task. And with quick access to all the controls at your fingertips, navigating Mac is a breeze.

Compatible

Your favorite productivity apps are smooth and seamless — even Microsoft 365 works just the way you're used to. And the App Store has apps for everything and everyone. Find thousands of apps for working, learning, editing, or anything else you need to do.

Seamless

Mac is designed to work with all your Apple devices, so you can do more. Access your iPhone wirelessly from Mac. Copy and paste text from your iPhone or iPad to your nearby Mac. Start your presentation on Mac and rehearse it on your iPhone while on the go. And even use AirDrop to send files to colleagues across the room.

Which Mac is right for you?

MacBook Air

13-inch M2 or M3 chip

15-inch M3 chip

Lightning fast and fast so you can work, play, or create anywhere.

Learn more >

MacBook Pro

14-inch M4 Pro or M4 Max chip

16-inch M4 Pro or M4 Max

The most advanced Mac laptops for demanding workflows.

Learn more >

iMac

M4 chip

A stunning all-in-one desktop for creativity and productivity.

Learn more >

Mac mini

M4 or M4 Pro chip

The most affordable Mac desktop with subliminal performance.

Learn more >

Mac Studio

M2 Max or M2 Ultra chip

Powerful performance and extensive connectivity for pro workflows.

Learn more >

Mac Pro

M2 Ultra chip

A pro workstation with PCIe expansion for demanding workflows.

Learn more >

Order now

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10

Appendix | Template Examples (continued)

Newsletter

Mac at Work lockup

Mac at Work

Headline and Copy

All text is centre aligned

Do more with Mac.

Ready to explore Mac and level up your skills? Get started with these quick tutorials and productivity tips.

Product photo

Centreed horizontally on the page and vertically between the headline and the copy



Subheadline, copy, and call to action

Find files using Spotlight.

Easily search for apps, documents, emails, and more on Mac, and perform calculations and conversions quickly.

[Learn more about Spotlight >](#)

Subheadline, copy, and call to action

Customize your Mac.

Adjust settings to suit your preferences. Change the [Dock](#) size and location, choose a light or dark appearance, and update your desktop picture.

[Learn more about System Settings >](#)

Subheadline, copy, and call to action

Stay on task with Focus.

Minimize distractions by silencing all notifications or allowing only specific ones, like notifications from colleagues about a project. Share your Focus status so contacts know you're busy.

[Learn more about Focus >](#)

Support

Have questions?

We're here to help. Contact us at [\[contact info\]](#).

Survey

Mac at Work lockup

Mac at Work

Headline

All text is centre aligned

Get ready for Mac.

Product photo

Centred horizontally on the page and vertically between the headline and the copy



Great news! We'll soon be introducing Mac as an option for employees to choose as their primary work device.

To help ensure a smooth transition, please take a moment to complete the survey below to let us know your preferences before Mac becomes available across the company.

Copy

All text is centre aligned

Employee Choice Survey

Name Date

Team/Department Location

Would you choose a Mac as your primary work device?

☒ Yes

☐ No

If you selected No, please answer the following question:

To help us better understand your IT preferences, indicate the reason you wouldn't choose Mac:

☒ Unfamiliar platform

☐ Prefer PC

☐ Other (specify)

If you selected Yes, please answer the following questions:

Which model of Mac would you prefer?



13-inch MacBook Air with the M3 chip

• 8-core CPU
• 16GB unified memory
• 512GB SSD storage
• Up to 18 hours battery life



14-inch MacBook Pro with the M4 chip

• 10-core CPU
• 16GB unified memory
• 512GB SSD storage
• Up to 18 hours battery life



16-inch MacBook Pro with the M4 Pro chip

• 14-core CPU
• 24GB unified memory
• 512GB SSD storage
• Up to 24 hours battery life

Describe your experience level with Mac:

☒ Very familiar with Mac

☐ Somewhat familiar with Mac

☐ New to Mac

Do you use other Apple products in your work or personal life?

☒ iPhone

☐ iPad

☐ Mac

☐ Apple Watch

Please list any business-critical apps required for your job.

Business-critical means you need access to these apps on your primary work device to perform your job duties. Examples include [X] and [Y].

Why would you like to switch to Mac for your work device?

Are you interested in participating in marketing activity to support and promote the Mac choice program?

☒ Yes

☐ No, thank you

Submit button

