



**Apple Logo Policy**  
**HGTV/Food Network/Cooking Channel**  
as of 6.8.21

Shooting electronics such as computers, tablets and phones are a normal part of many storylines in our programming. **Please DO NOT take extra steps on set or in post to mask, greek or blur Apple logos that appear in any show produced for HGTV, Food Network, and Cooking Channel.**

Please help Discovery preserve our important relationship with Apple by following these guidelines:

- If shooting a scene where the subject is sitting in front of a computer, please shoot around the Apple logo on the back of the screen, if possible. If shooting around the branding is not possible, please do not do anything to blur, alter or hide the logo.
- If shooting a scene where the subject is using a protective or decorative case on the device that is covering the logo, do not remove. In these instances, it is acceptable to cover the logo.
- If shooting a scene where the subject is speaking into or using the device and covering the logo with their hands, this is acceptable. Please do not direct them to avoid covering the logo in a way that might not be natural.

If the episode where the Apple product appears also contains a paid integration from a competing electronic device, all Apple branding should be avoided, masked in the field or blurred in post. The series EP will inform production of any paid integration and competitive advertiser challenges.

Productions companies with questions should contact:  
Home: [vendortraderequest@discovery.com](mailto:vendortraderequest@discovery.com)  
Food: [FNvendortraderequest@discovery.com](mailto:FNvendortraderequest@discovery.com)

