ADOBE CORPORATE LOGO

Usage guidelines

Updated 09 June 2008

Adobe

Contents

Specifications

To preserve the legal protection and strength of the trademarked corporate logo, it must be used correctly and consistently, according to these guidelines.

Choosing a logo

The two-color logo should be used whenever possible. The registration mark and "Adobe" should be black on light backgrounds, and white when reversed on dark backgrounds.

The one-color logo should be used when color or printing prohibits use of the two-color logo.

The "A" inside the logo should always be transparent, letting the background color show through.
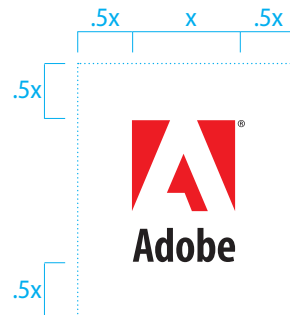
Primary logo

One-color logo

Space and size of logo

To preserve the impact of our corporate logo, never use less than the minimum clear space, as shown.

To maintain legibility, never reproduce the corporate logo smaller than 11.4mm (0.45").

Clear space

.5x   x   .5x

.5x

.5x

Minimum logo size

11.4mm (0.45")

Color

The Adobe logo represents our core colors. When using the logos, ensure it follows these color specifications.

	Color	Spot name	Toyo	C	M	Y	K	R	G	B	Web #
🔴	Adobe Red	Pantone 485	0101	0	100	100	0	255	0	0	FF0000
⚫	Black	Black	1020	0	0	0	100	0	0	0	000000
⚪	White	—	—	0	0	0	0	255	255	255	FFFFFF

Adobe Red

Black

White
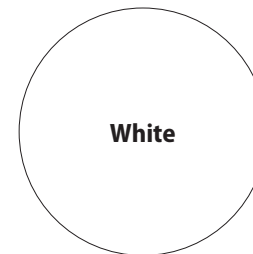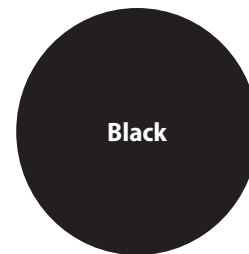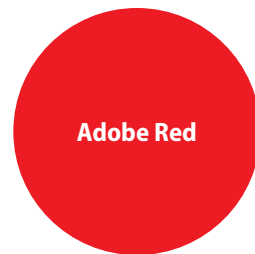
Do's and don'ts

The Adobe corporate logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

Do's

- Display the logo only in the forms specified in this guide.
- Keep the design and logotype elements together.
- Display the logo only in the colors specified.
- Always position the logo alone and apart from other text and graphics, especially other trademarks and service marks.
- Reproduce the logo only from the an electronic file provided by Adobe.
- Make sure that the logo appears with the ® symbol and that the trademark is attributed with the correct trademark attribution statement: Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

Don'ts

- Don't rotate, skew, redraw, reproportion, reproduce three-dimensionally, or otherwise alter the logo or its elements in any way.
- Don't combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.
- Don't translate elements of the logo into another language or change them to another character set.
- Don't display the logo in a way that suggests that a third party's product is an Adobe product, or that the Adobe name is part of a third party's product name.

The Adobe logo may be used to promote Adobe products in marketing literature, advertising, direct mail, trade shows, compact disc or video presentations, and on promotional gift items such as T-shirts or coffee mugs. Resellers and original equipment manufacturers who display the Adobe logo in advertising and promotional literature reinforce the confidence customers already have in our brand.

Incorrect logo usage

To ensure a strong and cohesive impression across all Adobe communications, you must consistently reproduce a proper form of the logo in a crisp, clear manner.

1. Don't modify the logo in any way.
2. Don't use the "A" design element without the logotype.
3. Don't outline any of the logo elements.
4. Don't rotate the logo.
5. Don't skew or attempt to make the logo 3-dimensional in any way.
6. Don't use the logo as a desktop or UI icon.
7. Don't use a staging box.
8. Don't make a pattern or texture out of the logo.
9. Don't alter the transparency of the logo.
10. Don't make a watermark out of the logo.
11. Don't make new lock-ups with the logo.

Attribution statements

When using the Adobe logo, an attribution statement (which may appear in small, but still legible, print) should be used.

The format for the statement is:

[List of Adobe marks used, beginning with "Adobe" and "the Adobe logo," if used, followed by any other marks in alphabetical order] are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

For example:

Adobe, the Adobe logo, Acrobat, Adobe Premiere, After Effects, FrameMaker, PageMaker, Photoshop and PostScript are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

The attribution statement typically is included with other legal lines, such as a copyright notice, at the bottom of a web page or, if in printed material, at the end of the document or on the copyright page of a book or manual.

For more information

The Adobe Brand Center is a convenient source for artwork files and detailed brand information. All of the marketing and product images from this document are available for download in the Asset Library in the Adobe Brand Center: www.adobe.com/brandcenter

All collateral must be sent for approval to: brandapproval@adobe.com

For questions, please contact:

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