

# **Adobe Express Developer Program brand guidelines**

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# Introduction

These guidelines have been created as a reference for developers that are integrating the Adobe Express Add-on SDK or the Adobe Express Embed SDK, as a reference for the assets available for your use.

These guidelines give you an overview of the respective Adobe brand assets, including trademarks, names, logos, icons and badges you are authorized to use in your Software product, on your website and in other marketing for your product, subject to this Brand Guide, the Adobe Developer Terms of Use, and any additional, applicable license agreement between you and Adobe. They are your guide for proper usage of Adobe branding and product names within and/or in conjunction with your products and marketing efforts.

The Adobe Developer Terms of Use contain a license only for the assets displayed and whose usage is described in these Guidelines.

You are not authorized under those Terms to use the Adobe corporate logo or any other Adobe logo, icon, font, image or other Adobe content not shown in these Guidelines. Please refer to the company's general Usage Guidelines for Adobe trademarks, images, product icons and logos at [www.adobe.com/legal/permissions.html](http://www.adobe.com/legal/permissions.html).

You may not alter in any way the licensed brand assets displayed in these Guidelines, except for resizing or as otherwise noted.

## Brand review

Each use of Adobe brand assets in marketing or in UI must be sent for brand review before being finalized.

Please send a PDF, screenshot, or link showing the proposed use of Adobe assets to [brand@adobe.com](mailto:brand@adobe.com).

Please allow for a 10-business day turnaround.

# Avoiding confusion

Developers are an invaluable part of the Adobe community. But we want to avoid any potential confusion by always being very clear about who is driving a communication. We never want to mislead someone into thinking that they are receiving content from, or communicating directly with, Adobe if that's not the case.

## Use your branded look & feel

When you refer to Adobe or use any licensed Adobe brand assets, you must do so within your own unique branded look and feel—one that is distinguishable from the Adobe look and feel.

Any licensed Adobe assets you use should be just one element in your communication, secondary to your own brand.

Please do not create any communications that look like, or could be confused for, a communication coming from Adobe.

- Use your company's layout templates, not Adobe's.
- Lead with your company's brand/logo.
  - Any Adobe asset used should be one element within your communication, secondary to your own brand.
  - Adobe corporate marks, including the wordmark or icon, should not be used.
- Use your company's font, not Adobe Clean.
- Use your company's brand colors, not Adobe's.

## Social media

Your social presence is an important way to engage with customers. But just like in other marketing activities, we want to avoid any confusion and make it very clear who is driving the conversation.

- **Profile and background image:** This should reflect your own organization's look and feel, using your own unique background and profile images. These should not attempt to look like Adobe images.

- **Account name:** This should communicate who you are: your company, organization, or group name

Avoid using an account name that is confusingly similar to an existing Adobe account or trademark, or that could cause confusion by creating a misleading impression that it's an official Adobe account.

- **Disclaimer:** Clearly state your relationship with Adobe in your profile/about section. For example:

- Company XYZ produces Product XYZ which integrates with Adobe Product XYZ. This account is managed by Company XYZ, not Adobe.
- Product XYZ and this account are managed by Company XYZ, not Adobe.

# Assets not included

**The Adobe Developer Terms of Use contain a license only for the assets displayed and whose usage is described in these Guidelines.**

**You are not authorized** under those Terms to use any Adobe corporate marks (including the wordmark or icon) or any other Adobe logo, icon, font, image or other Adobe content not shown in these Guidelines, including but not limited to:

- Adobe corporate marks
- Adobe marks as patterns or graphics
- Adobe's corporate font
- Adobe product logos
- Adobe campaign or product imagery

Please refer to the company's general Usage Guidelines for Adobe trademarks, images, product icons and logos at: [www.adobe.com/legal/permissions.html](http://www.adobe.com/legal/permissions.html).

## Co-marketing lockups

**You are not authorized** under those Terms to use any Adobe corporate marks to create a co-branded lockup.

Co-marketing lockups are only used in specific communications where there is joint effort with Adobe specific to that communication, such as:

- Jointly authored content coming from both companies  
*(review by or input from Adobe does not make a communication jointly authored)*
- Jointly hosted events
- Jointly sponsored marketing / campaign activations

### It should not be used:

- On content Adobe did not co-author, co-host or co-sponsor
- In developer communications to promote their add-on for Adobe Express, or their app with Adobe Express embedded

If a co-marketing lockup is needed for use as outlined here, email [brand@adobe.com](mailto:brand@adobe.com) with an overview of the proposed use.



# Editorial guidelines

## Editorial guidelines

# SDK name & integration editorial overview

1st & most prominent use	Secondary uses	Attribution	Notes
Adobe Express Add-on SDK	Adobe Express Add-on SDK Add-on SDK Generic references such as: <ul style="list-style-type: none"><li>the SDK</li></ul>	Adobe, Adobe Express	<b>Do not use abbreviations or other variations, such as:</b> <del>Adobe-SDK</del> <del>Express-SDK</del> <del>Express Add-on SDK</del> or <del>Express Embed SDK</del> <del>Adobe Add-on SDK</del> or <del>Adobe Embed SDK</del> <del>AEAOSDK</del> or <del>AXAOSDK</del> or <del>EAOSDK</del> or <del>XAO SDK</del> <del>AEESDK</del> or <del>AXESDK</del> or <del>EESDK</del> or <del>XESDK</del>
Adobe Express Embed SDK	Adobe Express Embed SDK Embed SDK Generic references such as: <ul style="list-style-type: none"><li>the SDK</li></ul>	Adobe, Adobe Express	

## Branding your offering

### Add-ons for Adobe Express

For developer software that integrates with Adobe Express, we are using the term "add-on" which resonates most with our audience. Use "add-on" instead of other terms such as plugin, extension, or integration.

Please refer to [Branding your developer software](#) for additional guidance.

### Developer software with Adobe Express embedded

Please refer to [Messaging overview](#) for additional guidance.

## Editorial notes about relationship or claim messaging

Avoid terms or phrases that refer to a unique or exclusive relationship with Adobe, or claims that can't be substantiated. Examples of claims to avoid:

- XYZ is the #1 Adobe Express Developer
- XYZ is the #1 add-on for Adobe Express
- XYZ is the highest revenue generator
- Don't use terms like exclusive, strategic, limited, elite, privileged, first, most, highest, #1, best, etc.
- Don't use unsubstantiated claims like best in class, best of breed, first to market, etc., that can't be verified

Adobe will not approve language that endorses its use of your tools or services unless otherwise agreed upon.

## Editorial guidelines

# Product name & attribution

1st & most prominent use	Secondary uses	Attribution	Notes
Adobe Express	Adobe Express	Adobe, Adobe Express	<p><b>Do not use abbreviations or other variations, such as:</b></p> <p>Express— Creative Cloud— Creative Cloud Express— or CC Express— AE— AX— CCE— or CCX—</p>

## Attribution when using the Adobe Express logo

When using the Adobe Express logo, lockup, or buttons, it should be attributed as "the Adobe Express logo"

## When referring to Adobe Express features

Feature names in UI use sentence case.

For example: Remove background

Feature names in marketing should be title case.

For example: Upload your image and try our Remove Background tool.

# Company name and legal lines

## For everyday use globally

**Adobe**

Refer to 'Adobe' in all everyday uses.

## Legal entities

**Only used when legally required.** Check with your Adobe contact.

## Never

~~Adobe Incorporated~~

~~Adobe Systems~~

~~Adobe Systems, Inc.~~

~~Adobe Systems Incorporated~~

Or any other variation.

## Legal lines

Please include an attribution statement, which may appear in small, but still legible, print, when using any Adobe trademarks in any published materials—typically with other legal lines at the end of a document, on the copyright page of a book or manual, or the legal page of a website.

## Global trademark attribution statement format

List of Adobe marks used, beginning with "Adobe" and any Adobe corporate marks if used, followed by any other marks (in alphabetical order) "are either registered trademarks or trademarks of Adobe in the United States and/or other countries."

## Example

Adobe, Adobe Express, and the Adobe Express logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

# Marketing add-ons for Adobe Express

# Branding your developer software

Please refer to Adobe's trademark usage guidelines on the company's official website:

[www.adobe.com/legal/permissions/trademarks.html](http://www.adobe.com/legal/permissions/trademarks.html)

## Naming and referring to your product

For developer software that integrates with Adobe Express, we use the term "**add-on**" which resonates most with our audience. Use "add-on" instead of other terms such as plugin, extension, or integration.

If your add-on operates with Adobe Express, you **may refer to** Adobe Express only to indicate compatibility using the referential phrase "**for Adobe Express**" as shown below. Always use "Adobe Express" in full as outlined in this guide and shown below.

You **may not include** Adobe, Adobe Express, any Adobe trademark, in whole or in part, an abbreviation of an Adobe trademark, or any word or design confusingly similar to an Adobe trademark in your company name, trade name, product name, domain name, or name of your offering.

**Do this:** [Your offering name] add-on **for** Adobe Express

**NOT this:** [Your offering name] Adobe Express add-on

Adobe Express [Your offering name] add-on

Adobe [Your offering name] add-on

[Your offering name] add-on for Adobe  
*(refer to Adobe Express specifically, not just Adobe)*

## Product icon, logo, or imagery

You **may not** use an Adobe corporate mark, logo, product icon or image, in whole or in part, or any similar variation, in a preview image, product icon or feature image for your offering, except by prior, written license agreement from Adobe.

- **Don't** use Adobe corporate marks (wordmark or icon), in whole or in part, in your icon design.
- **Don't** use Adobe product logos or trademarks, in whole or in part, in your icon design, i.e. the Adobe Express logo.
- **Don't** use Adobe product logo abbreviations.
- **Don't** mimic the style of Adobe product logos to create new icons.

## Domain names

You may create a dedicated product landing page, but the domain name **may not include** any Adobe trademark or product name, in whole or in part, an abbreviation of an Adobe trademark or product name, or any word or design confusingly similar to an Adobe trademark or product name.

**Do this:** [www.\[Your Company name\].com/addonforAdobeExpress](http://www.[Your Company name].com/addonforAdobeExpress)

**NOT this:** [www.\[Your Company name\]andAdobeExpress.com](http://www.[Your Company name]andAdobeExpress.com)

## **Marketing add-ons for Adobe Express**

# **Imagery in your marketing**

When promoting your add-on for Adobe Express, show assets created using Adobe Express.

Don't show assets that weren't generated in Adobe Express.

## "Designed for Adobe Express" badge

The "Designed for Adobe Express" badge is for use in marketing materials only for add-ons that have been reviewed and approved by Adobe. Your use of the badge must meet terms and conditions published by Adobe.

In order to use the "Designed for Adobe Express" badge, you must submit your add-on for review and approval to ensure it works according to your description, proper use of Adobe brand assets in UI, and other criteria are met for approval.

- You must resubmit for marketplace approval when you update your add-on.
- Any failure to comply with these guidelines may result in revocation of your license to use the badge.

[Learn more about the submission and review process.](#)



Marketing add-ons for Adobe Express

## "Designed for" badge on color

On white backgrounds, we use the badge with black text.



On light backgrounds, we use the badge with black text.



On dark backgrounds, we use the badge with white text.



# "Designed for" badge specs

## Clear space

When placing in layouts, always maintain enough space around the badge that is clear of other graphics and typography to ensure visibility.

The minimum clear space around the badge is equal to the height of the Adobe Express logo in the badge.



## Minimum size

Minimum sizes are provided to ensure legibility.

Never use the badge smaller than these sizes.



## Trademark attribution

When using the "Designed for Adobe Express" badge, attribute: "Adobe, Adobe Express, and the Adobe Express logo."

# "Designed for" badge do's and don'ts

## Do this

- You may use the "Designed for Adobe Express" badge on a web page and in marketing material in electronic or printed media solely in connection with your validated and approved add-on and not in any other manner.
- The badge must be secondary to your brand in size and/or placement.  
It often works best in a sign off position.
- The badge should be used in context to the approved add-on, not the developer company.
- Follow the specs for clear space and minimum size outlined [here](#).
- Display the badge only in the form and colors in the files distributed by Adobe and shown in this guideline.
- Always position the badge alone and apart from other text and graphics, especially other trademarks and service marks.
- The badge can be used to indicate product compatibility but cannot misrepresent a third-party integrations ownership or a third-party's relationship with Adobe.

## Not this

- The badge should not be the primary or lead element in your communication.
- The badge may not be used on or in the UI of your add-on.
- Don't display the badge in context to your company.
- Don't add additional elements to the badge, including the corporate Adobe wordmark or icon.
- Don't separate the elements of the badge to be used independently.
- Don't combine the badge with any other elements—such as logos, words, graphics, photos, slogans, or symbols that might seem to create a hybrid mark.
- Don't alter the badge or its elements in any way, including translation of the elements of the badge.
- Don't display the badge in a way that suggests that a third party's product is an Adobe product, or that it is a part of a third party's product name.
- Don't embed the badge within any main content or body text areas.

## Marketing add-ons for Adobe Express

# "Designed for" badge placement

### Do this

Your brand and message should lead your communication, with the "Designed for" badge in a secondary or sign-off position.



Your Brand

## [Your name] for Adobe Express

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Designed for Adobe Express

Headline

Screenshot

Your legal footer

Your Brand

## [Your name] for Adobe Express

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Designed for Adobe Express

Screenshot

Social post:

## [Your name] for Adobe Express

Designed for Adobe Express

### Not this

Don't use the Adobe Express logo, Adobe Express lockup, or any Adobe corporate marks



Your Brand

## [Your name] for Adobe Express

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Your Brand

## [Your name] for Adobe Express

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Adobe Express

Your Brand

## [Your name] for Adobe Express

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Adobe Express

Your Brand

## [Your name] for Adobe Express

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Adobe

For illustrative purposes only.

## Marketing add-ons for Adobe Express

# Joint product lockups

Joint product lockups may be used in marketing materials only for add-ons that have been reviewed and approved by Adobe, and following these guidelines.

You may lock up your **product** brand with Adobe Express following the format shown here.

Your company brand should **not** be locked up with the Adobe Express brand.

In order to use a joint product lockup, you must submit your add-on for review and approval to ensure it works according to your description, proper use of Adobe brand assets in UI, and other criteria are met for approval.

- You must resubmit for marketplace approval when you update your add-on.
- Any failure to comply with these guidelines may result in revocation of your license to use the lockup.

[Learn more about the submission and review process.](#)

## Adobe's use only

Lockups in the format below with the Adobe wordmark are for Adobe's use only.

**Adobe Express**

The Adobe Express product lockup or logo may be locked up with your product lockup or logo separated by "for" or "with" to create a visual representation of the naming format "Your product for/with Adobe Express" outlined [here](#).

Examples with the Adobe Express lockup:



Examples with the Adobe Express logo:



## Usage notes

- When using the Adobe Express product logo, the full product name should be used in close proximity for context.
- **Your product lockup/logo should always be in the left position of the lockup** before "for" or "with" followed by the Adobe Express lockup/logo in the right position following "for" or "with"
- Adobe corporate marks should not be used
- Use your own font or type treatment for "for" or "with"
- Other connectors between the logos, such as a vertical rule, arrows, plus sign, or multiplication symbol should not be used



- The Adobe Express product lockup or logo should not be locked up with your company logo.



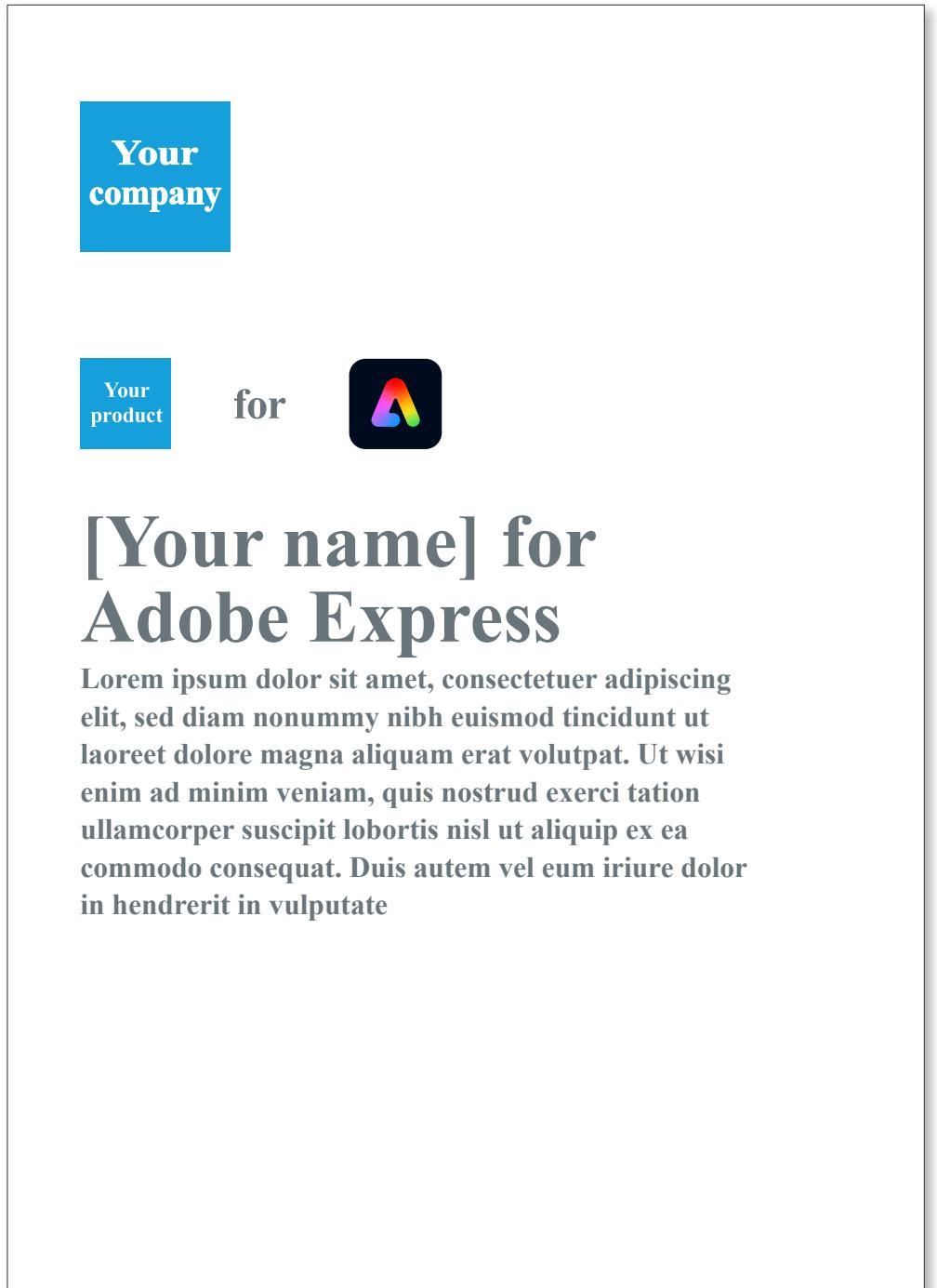
- **Trademark attribution:**  
When using a joint lockup with the Adobe Express lockup or logo, attribute: "Adobe, Adobe Express, and the Adobe Express logo."

# Joint product lockup placement

## Do this

Your company brand should lead the communication, with the joint product lockup in a secondary or sign-off position.

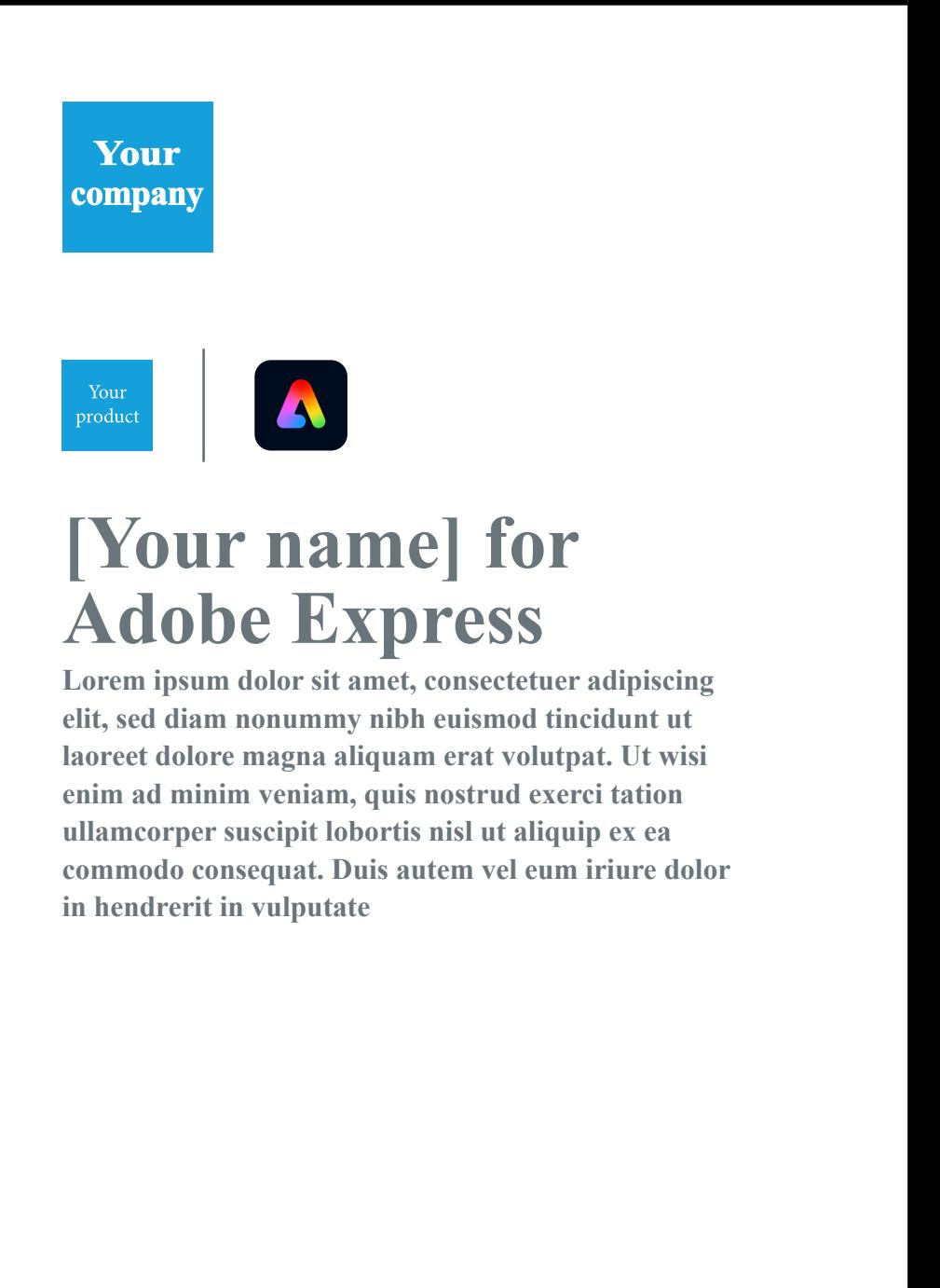
Your product lockup/logo should always be in the left position of the lockup before "for" or "with" followed by the Adobe Express lockup/logo in the right position following "for" or "with."



For illustrative purposes only.

## Not this

Other connectors between the logos, such as a vertical rule, arrows, plus sign, or multiplication symbol should not be used.



## Marketing add-ons for Adobe Express

# Joint product lockup specs

## Clear space

When placing in a joint lockup with your product brand, always maintain enough space around the Adobe Express lockup or logo to ensure visibility.

The minimum clear space around the lockup or logo is equal to half the height of the Adobe Express logo.



## Minimum size

Minimum sizes are provided to ensure legibility. Never use the badge smaller than these sizes.



## Trademark attribution

When using the Adobe Express lockup or logo in a joint product lockup, attribute: "Adobe, Adobe Express, and the Adobe Express logo."

## Adobe's use only

Lockups in the format below with the Adobe wordmark are for Adobe's use only.

**Adobe Express**

# Marketing apps

## with Adobe

# Express embedded

# Messaging overview

Please refer to Adobe's trademark usage guidelines on the company's official website:

[www.adobe.com/legal/permissions/trademarks.html](http://www.adobe.com/legal/permissions/trademarks.html)

## Referring to your product with Adobe Express embedded

When referring to your product with Adobe Express embedded, you **may refer to** Adobe Express to indicate the integration by using the referential phrase "**with Adobe Express**" as shown in the example below. The Adobe product name should be used in full as outlined in this guide, and shown in the example below.

You **may not include** Adobe, Adobe Express, any Adobe trademark, in whole or in part, an abbreviation of an Adobe trademark, or any word or design confusingly similar to an Adobe trademark in your company name, trade name, product name, domain name, or name of your offering.

**Do this:** [Your offering name] with Adobe Express

**NOT this:** [Your offering name] Adobe Express

[Your offering name] and Adobe Express

[Your offering name] with Adobe  
*(refer to Adobe Express specifically, not just Adobe)*

Adobe Express [Your offering name]

Adobe [Your offering name]

Adobe Express with [Your offering name]  
*(your offering should lead followed by 'with Adobe Express')*

## Messaging use of Adobe Express

As applicable to your integration and the communication, use descriptive natural phrases to describe what a user can do.

For example, phrases like these could be used as headlines or messaging copy:

- Design with Adobe Express
- Create with Adobe Express
- Edit with Adobe Express

## Using those messages

Messages like the examples shown here should be treated as copy in your own font and type styles.

**Do this:** Treat the message like regular copy  
Use your own font  
Use the Adobe Express product name in full

**NOT this:** Use Adobe's font  
Create a badge, logo, or stylized treatment

**Marketing apps with Adobe Express embedded**

## **Imagery in your marketing**

When promoting your app with Adobe Express embedded, show assets created using Adobe Express.

Don't show assets that weren't generated in Adobe Express.

## Marketing apps with Adobe Express embedded

# Asset overview

You may use the Adobe Express product lockup or logo in context with messaging that your app includes an integration with the Adobe Express editor.

- When using the product logo, the full product name should be used in close proximity for context. For example, in a headline.
- The product lockup or product logo must be secondary to your brand in size and/or placement.
- The product lockup or logo may be locked up with your product lockup or logo, following the guidance on the following pages.
- Adobe product logos may not be used as your icon or logo to represent your product. Do not mimic the style of Adobe product logos to create your own icon or logo.
- The Adobe Express logo may be used to indicate compatibility but cannot misrepresent a third-party integration's ownership or a third-party's relationship with Adobe.
- The product logo must be used in full; do not separate the elements to use the inner shape without the background tile.

## Trademark attribution

When using the Adobe Express lockup or logo, attribute:  
“Adobe, Adobe Express, and the Adobe Express logo.”



**Adobe Express**



**Adobe Express**



Product logo

## Marketing apps with Adobe Express embedded

# Joint product lockups

Joint product lockups may be used in marketing materials only for integrations that have been reviewed and approved by Adobe, and following these guidelines.

You may lock up your **product** brand with Adobe Express following the format shown here.

Your company brand should **not** be locked up with the Adobe Express brand.

In order to use a joint product lockup, you must submit your integration for review and approval to ensure it works according to your description, proper use of Adobe brand assets in UI, and other criteria are met for approval.

- You must resubmit for marketplace approval when you update your add-on.
- Any failure to comply with these guidelines may result in revocation of your license to use the lockup.

[Learn more about the submission and review process.](#)

## Adobe's use only

Lockups in the format below with the Adobe wordmark are for Adobe's use only.

**Adobe Express**

The Adobe Express product lockup or logo may be locked up with your product lockup or logo separated by "with" to create a visual representation of the naming format "Your product with Adobe Express" outlined [here](#).

Examples with the Adobe Express lockup:



Examples with the Adobe Express logo:



## Usage notes

- When using the Adobe Express product logo, the full product name should be used in close proximity for context.
- **Your product lockup/logo should always be in the left position of the lockup** before "with" followed by the Adobe Express lockup/logo in the right position following "with"
- Adobe corporate marks should not be used
- Use your own font or type treatment for "with"
- Other connectors between the logos, such as a vertical rule, arrows, plus sign, or multiplication symbol should not be used



- The Adobe Express product lockup or logo should not be locked up with your company logo.



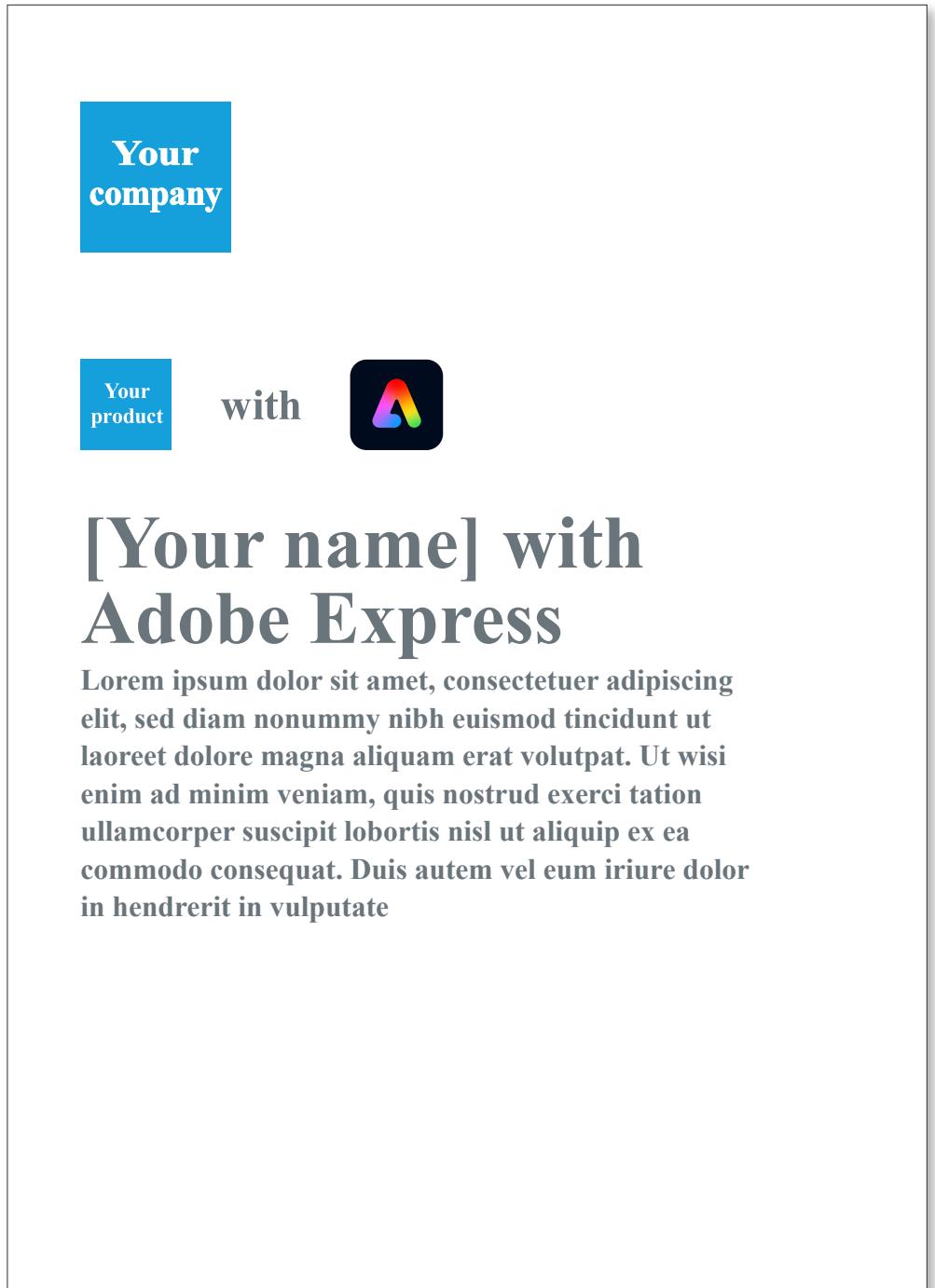
- **Trademark attribution:**  
When using a joint lockup with the Adobe Express lockup or logo, attribute: "Adobe, Adobe Express, and the Adobe Express logo."

# Joint product lockup placement

## Do this

Your company brand should lead the communication, with the joint product lockup in a secondary or sign-off position.

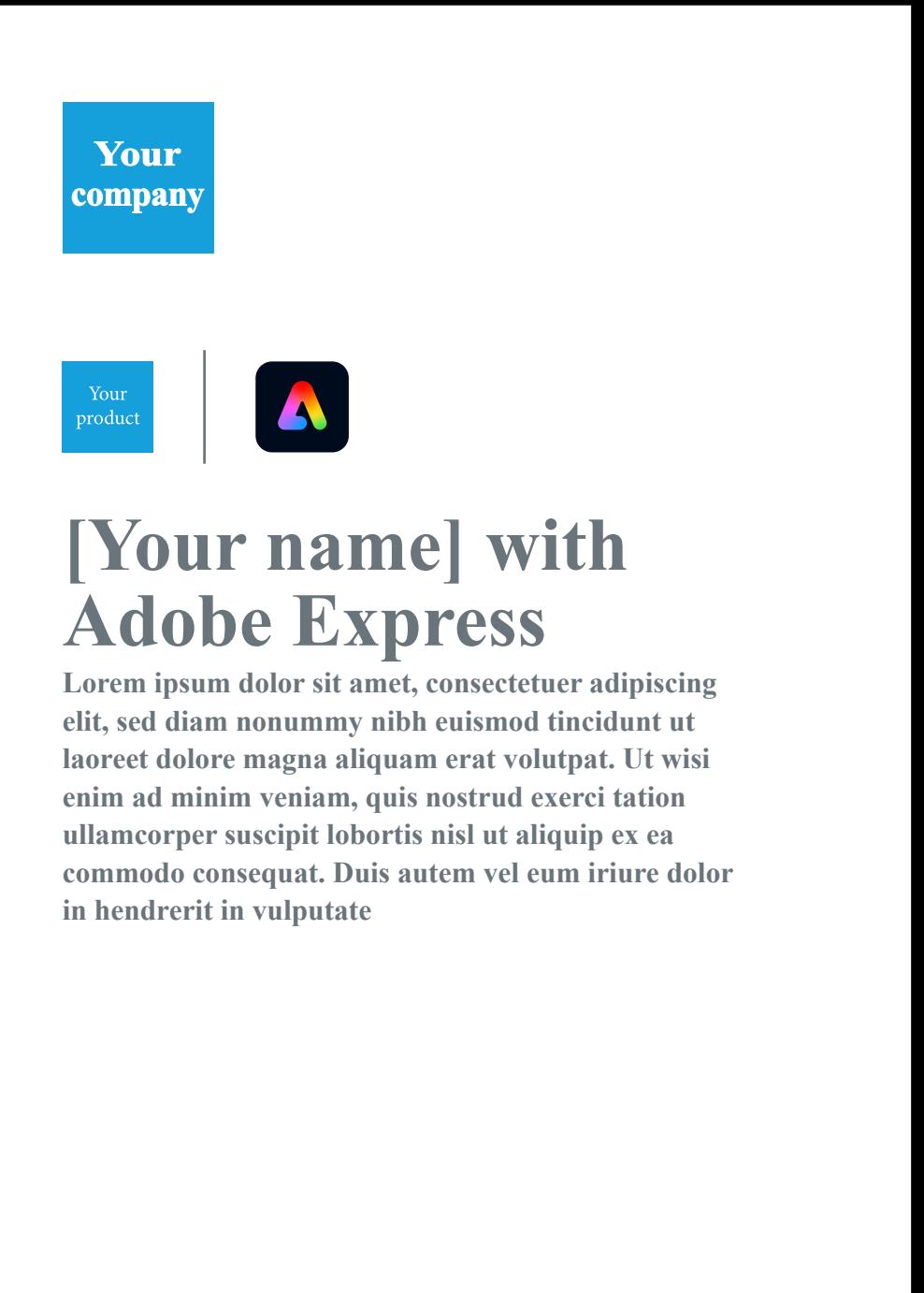
Your product lockup/logo should always be in the left position of the lockup before "with" followed by the Adobe Express lockup/logo in the right position following "with."



For illustrative purposes only.

## Not this

Other connectors between the logos, such as a vertical rule, arrows, plus sign, or multiplication symbol should not be used.



# Product lockup and logo specs

## Clear space

When placing in a joint lockup with your product brand, always maintain enough space around the Adobe Express lockup or logo to ensure visibility.

The minimum clear space around the lockup or logo is equal to half the height of the Adobe Express logo.



## Minimum size

Minimum sizes are provided to ensure legibility. Never use the badge smaller than these sizes.



## Trademark attribution

When using the Adobe Express lockup or logo in a joint product lockup, attribute: "Adobe, Adobe Express, and the Adobe Express logo."

## Adobe's use only

Lockups in the format below with the Adobe wordmark are for Adobe's use only.

**Adobe Express**

**Using Adobe  
brand assets  
in your UI**

# Entry points to the Adobe Express editor

**These assets are for use  
ONLY in your app UI.**

You may not use these assets on your website or in your marketing materials.

The entry point to the Adobe Express editor can be customized to ensure the best experience for your users. If the Adobe Express name can't be used in this entry point, it must be present on the next immediate screen or dropdown menu so users know they will be using Adobe Express.

- Use a hyperlink, button or dropdown menu based on what fits best in your UI
- Favor short, action-based CTAs that reflect user intent, like 'Edit image', 'Customize design', or 'Make a graphic'
- Include "with Adobe Express" following the action when space allows so users know they'll be using Adobe Express
- Choose between action-based icons (for example a pencil for editing) or the Adobe Express logo based on what fits best in your UI and/or what you think will be most successful for your users

## Examples:

### Hyperlink



Edit image with Adobe Express



Edit image



Crop image

### Button



Edit image with Adobe Express



Edit image



Crop image

### Dropdown



Edit with Adobe Express ▾



Edit image



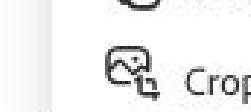
Resize image



Remove background



Image filter



Convert to PNG



Crop image

## Using Adobe brand assets in your UI

# Hyperlink options

### Configurable actions

Use action-based CTA's that best match your user's goals in the workflow, like "Edit image."

See [Configurable actions](#) for verb/action and use case options.

### Icons in hyperlinks

Hyperlinks with an action based CTA can be used with the Adobe Express logo or an action-based icon based on what fits your UI best.

When used, the full color logo is preferred; it should remain on the dark tile.

### Adobe Express name

When used, the product name should be used in full as 'Adobe Express.'

If the Adobe Express name can't be used in this entry point, it must be present on the next immediate screen or dropdown menu so users know they will be using Adobe Express.

### Action 'with Adobe Express'

This combines a verb/action and use case 'with Adobe Express' for clarity that the action will happen using Adobe Express.

#### Examples



### Action only

When space is limited or if it better suits your UI, you can use only a verb/action and use case to align the CTA with the user's goals.

#### Examples



### 'Adobe Express' label

When space is limited or if it better suits your UI, the Adobe Express icon can be captioned with 'Adobe Express.'

#### Examples



### One-color alternate

The Adobe Express logo may be used in one color if needed to align with your UI design.



## Using Adobe brand assets in your UI

# Button options

### Configurable actions

Use action-based CTA's that best match your user's goals in the workflow, like "Edit image."

See [Configurable actions](#) for verb/action and use case options.

### Icons in buttons

Buttons with an action based CTA can be used with the Adobe Express logo or an action-based icon based on what fits your UI best.

When used, the full color logo is preferred on a dark button.

### Adobe Express name

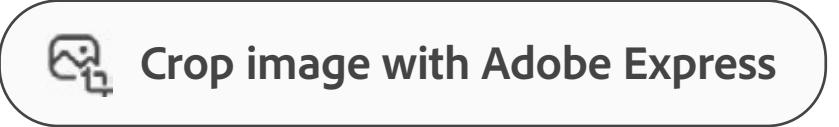
When used, the product name should be used in full as 'Adobe Express.'

If the Adobe Express name can't be used in this entry point, it must be present on the next immediate screen or dropdown menu so users know they will be using Adobe Express.

### Action 'with Adobe Express'

This combines a verb/action and use case 'with Adobe Express' for clarity that the action will happen using Adobe Express.

#### Examples



### Action only

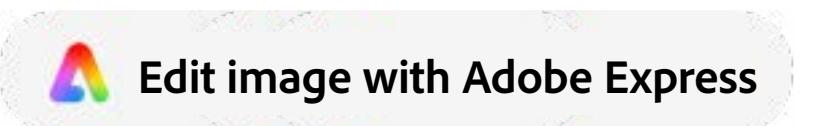
When space is limited or if it better suits your UI, you can use only a verb/action and use case to align the CTA with the user's goals.

#### Examples

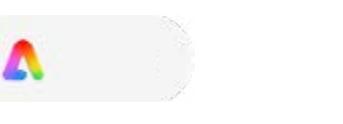
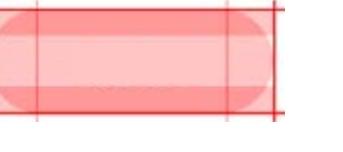


### Alternate button colors

Alternate button colors may be used if needed for legibility.



# Button color and size

	<b>Extra large 48px high</b>	<b>Large 40px high</b>	<b>Medium 32px high</b>	<b>Small 24px high</b>	<b>Color</b>
<b>Default/ preferred</b>					#000B1D
<b>Light</b>					#F5F5F5
<b>Lightest</b>					#FFFFFF
<b>Spec</b>	 23px rounded corners 11px padding above & below text 18pt text size	 23px rounded corners 10px padding above & below text 16pt text size	 23px rounded corners 6px padding above & below text 14pt text size	 23px rounded corners 5px padding above & below text 12pt text size	

# Dropdown menus | Embedded editor

Based on the type of content that may be most relevant for a user, the dropdown would offer suggestions for getting started with the embedded editor.

If the user clicks on any of these, they will be moved into the embedded editor.

## Adobe Express name

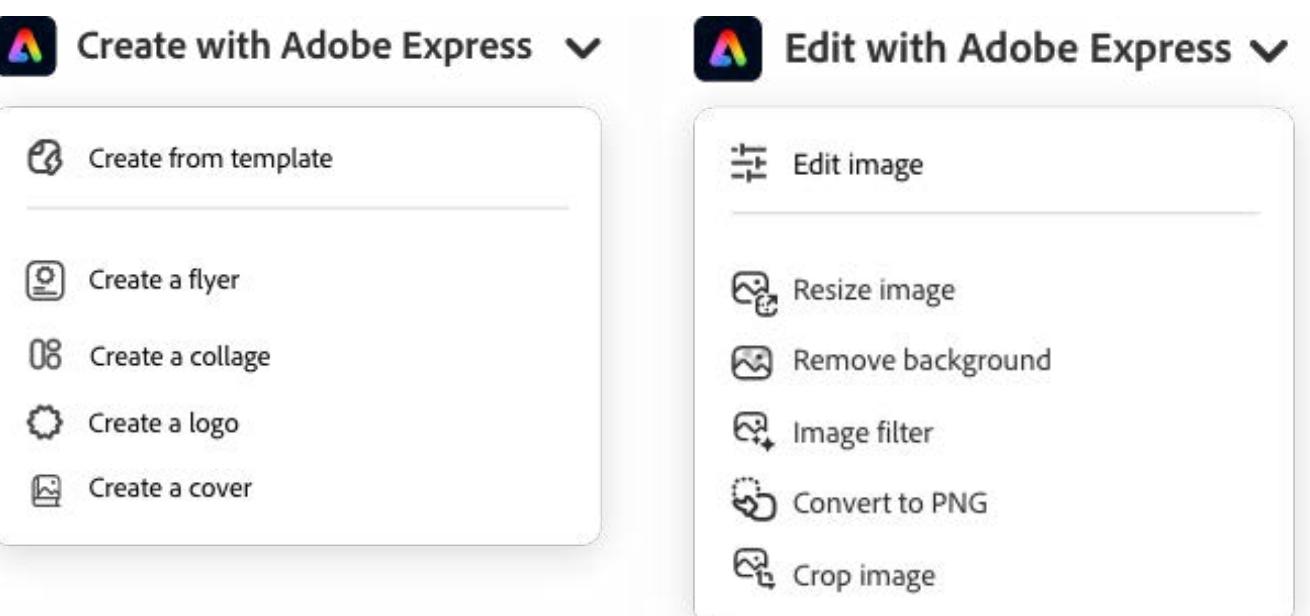
When used, the product name should be used in full as 'Adobe Express.'

If the Adobe Express name can't be used in this entry point, it must be present on the next immediate screen or dropdown menu so users know they will be using Adobe Express.

## Create or Edit 'with Adobe Express'

Based on the workflow, this combines 'Create' or 'Edit' with 'Adobe Express' for clarity that the actions listed in the dropdown will happen using Adobe Express.

### Examples

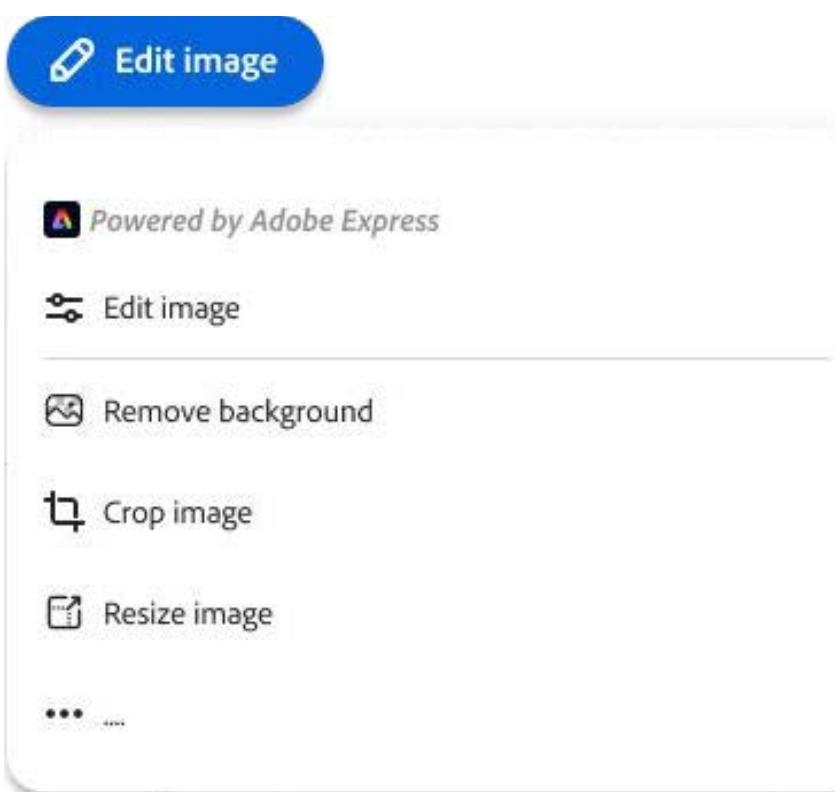


## Action CTA to open dropdown

When space is limited or if it better suits your UI or the users workflow, you can use a verb/action and use case to align the CTA with the user's goals.

The Adobe Express logo and "Powered by Adobe Express" should be included in the dropdown for clarity that the actions listed will happen using Adobe Express.

### Examples



## Using Adobe brand assets in your UI

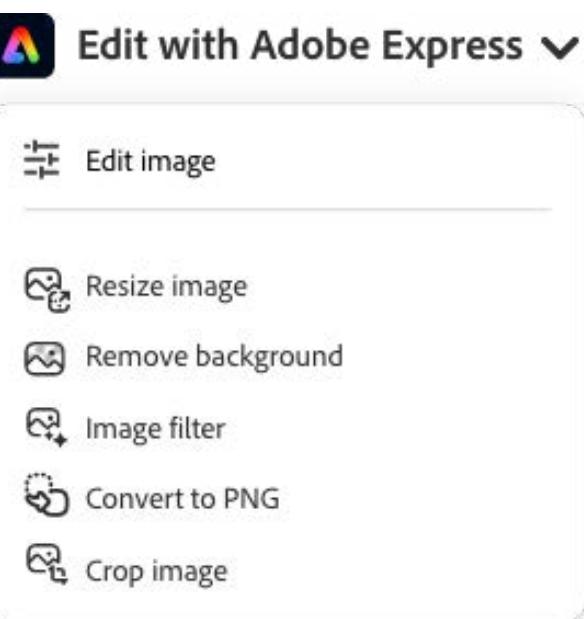
# Dropdown menus | Dynamic quick actions

Depending on the file type selected, users will see specific quick actions.

Users can select images, videos, or PDFs and the applicable quick actions will be present in the dropdown.

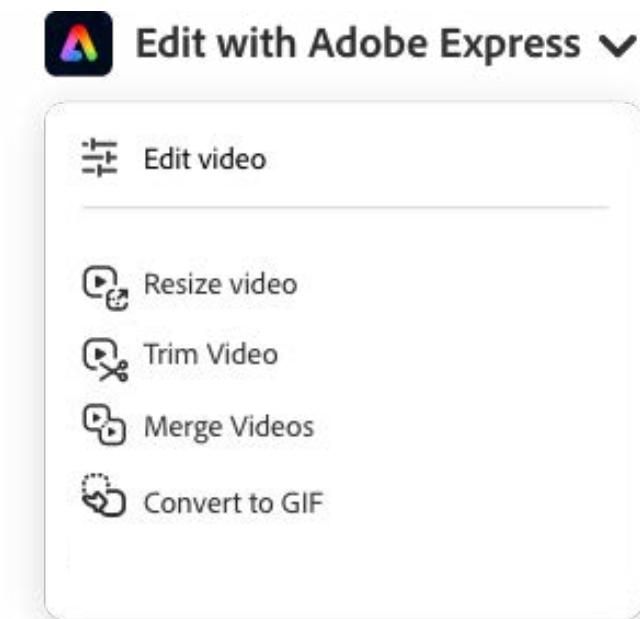
## Image workflows

Whenever space allows, the full product name should be used for context: "Edit with Adobe Express"

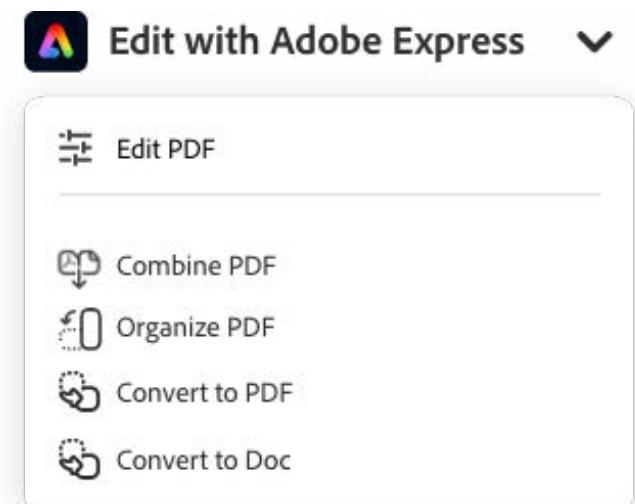


## Video workflows

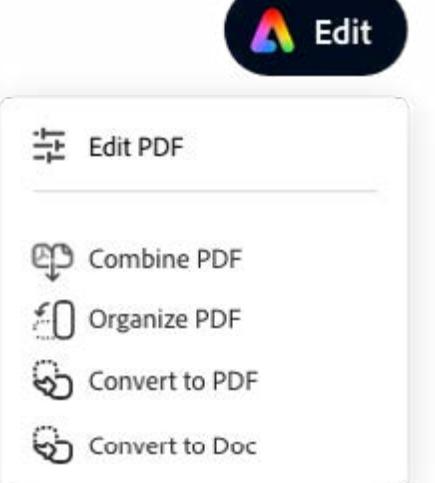
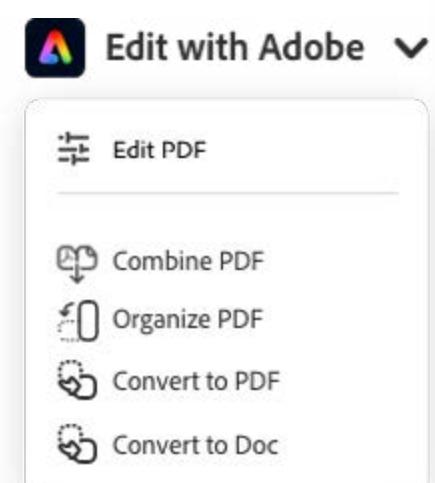
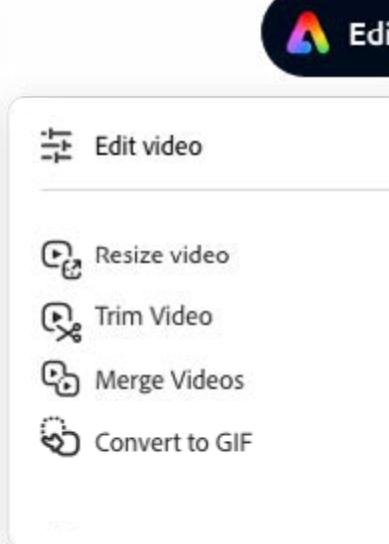
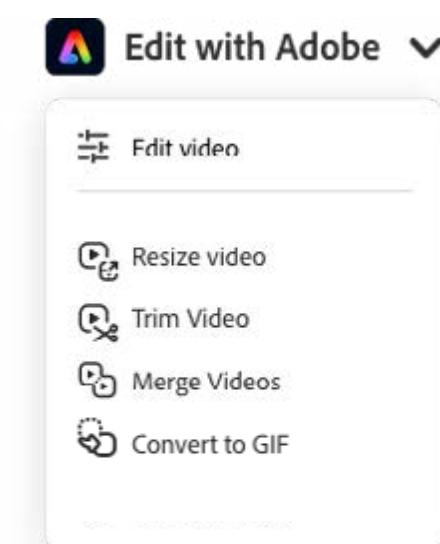
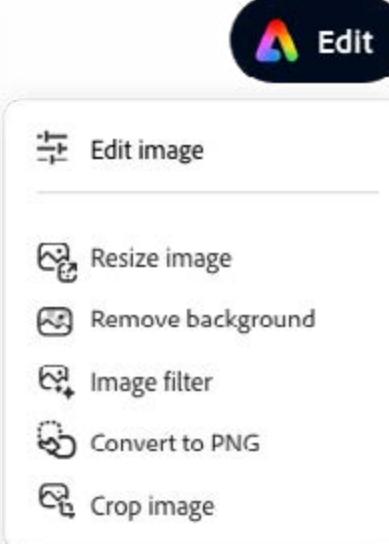
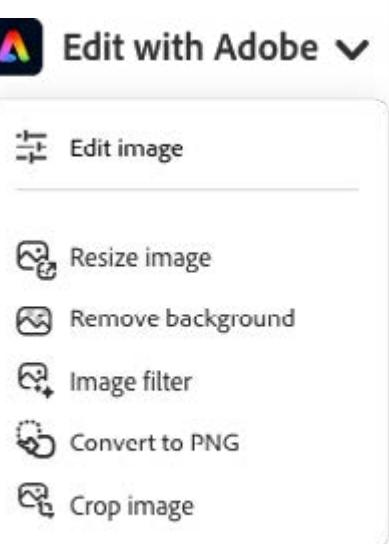
Whenever space allows, the full product name should be used for context: "Edit with Adobe Express"



## PDF workflows



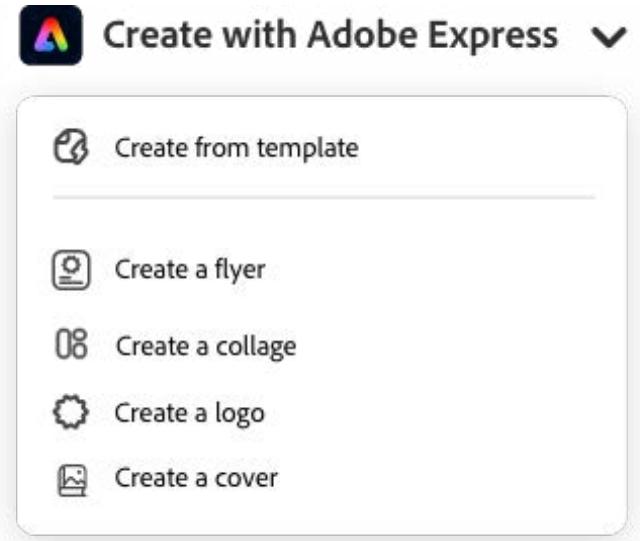
When space doesn't allow for the full name, "Edit with Adobe" or "Edit" may be used.  
—"Edit with Express"— should not be used.



Using Adobe brand assets in your UI

# Dropdown menus | Action icons

Dropdown menus can be customized with action icons and the associated label.



## Images



Remove  
background



Resize  
image



Crop  
image



Convert  
to GIF



Convert  
to JPG



Convert  
to PNG

## Video



Trim  
video



Merge  
videos



Convert  
to GIF



Resize  
video

## PDF



Convert  
DOC to PDF



Edit  
text & image



Convert  
PDF to DOC



Combine  
PDFs



Organize  
PDFs

## Using Adobe brand assets in your UI

# Configurable actions

Hyperlinks, buttons, and dropdowns can be configured with a verb and use case for the applicable workflow to match the user's goals.

For example:

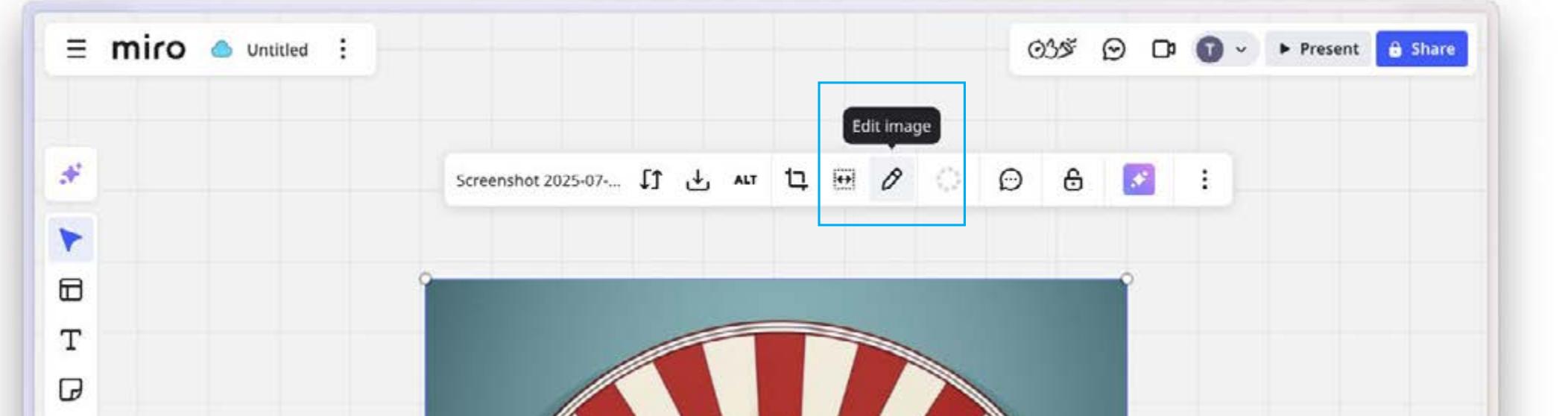
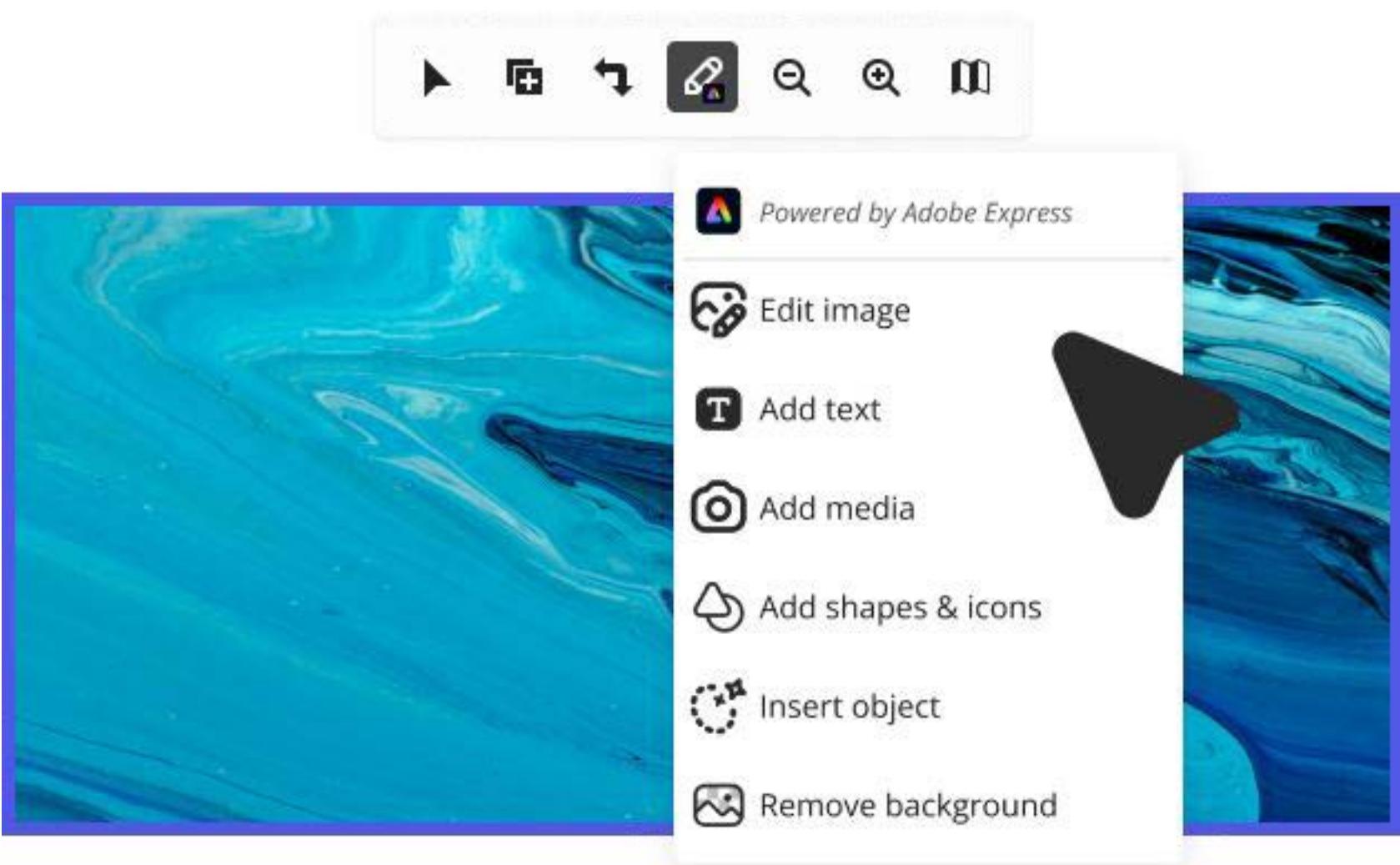
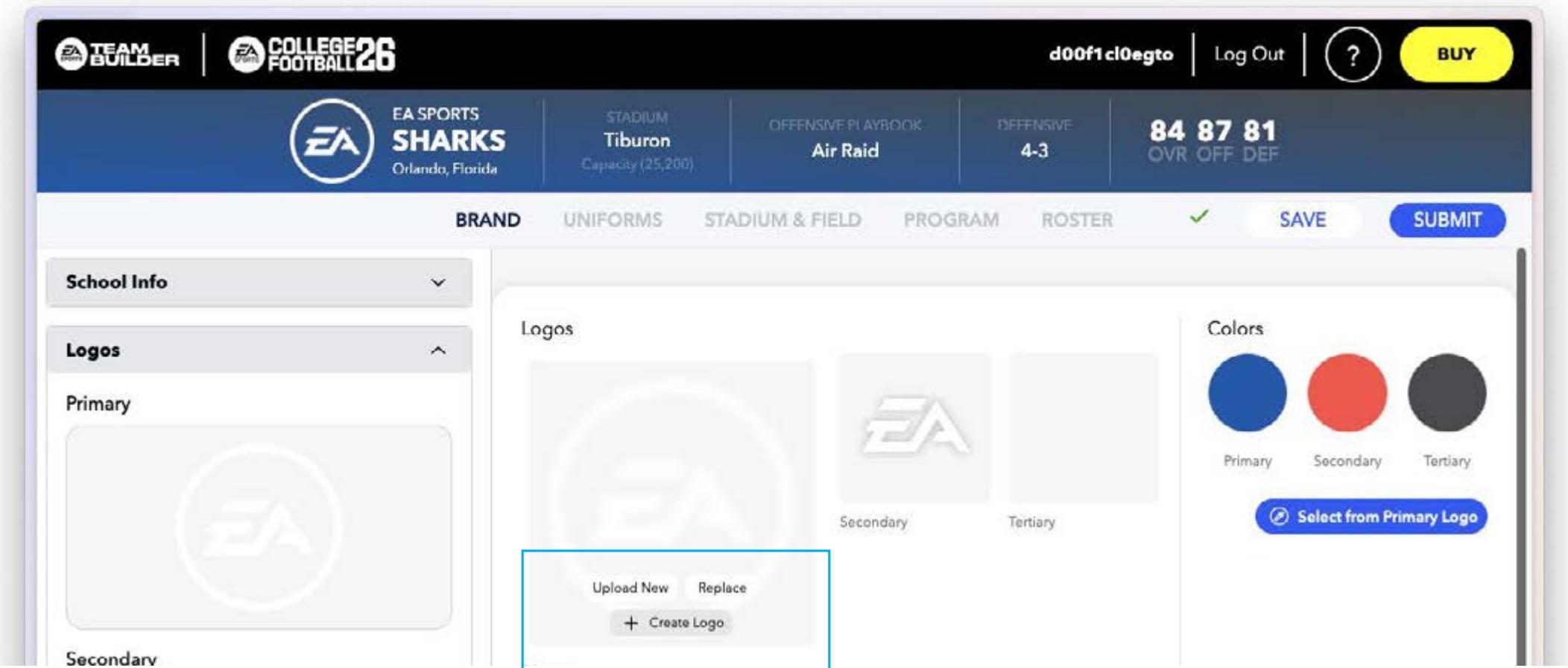
 [Verb] + [use case] with Adobe Express

 [Verb] + [use case]

Verb/action	Use cases	SDK components
Edit	Image, Video, PDF	Quick actions, Edit module, Full editor
Create	Varies by workflow, for example: Flyer, Banner, Social post	Light editor, Editor
Generate	Image	Generate image module
Resize	Image, Video	Quick actions, Edit module
Remove	Background	Quick actions, Edit module
Convert	to PNG, JPG, MP4, GIF, to/from PDF	Quick actions, Edit module
Crop	Image, Video	Quick actions, Edit module
Trim	Video	Quick actions, Edit module
Merge	Video	Quick actions, Edit module
Combine	Files	Quick actions, Edit module
Organize	Files	Quick actions, Edit module

## Using Adobe brand assets in your UI

# Examples in use



# Social media

# Avoiding confusion in social media

Your social presence can be an important way to engage with customers. But just like in other activities, we want to avoid any confusion and make it very clear who is driving the conversation.

## Account name

This should communicate who you are: your company, organization, or group name.

Avoid using an account name that is confusingly similar to an existing Adobe account or could cause confusion by creating a misleading impression that it's an official Adobe account.

## Profile and background image

This should reflect your own organization's look and feel, using your own unique background and profile images.

These should not attempt to look like Adobe images, and should not include any Adobe images, marks, logos, or icons.

## Disclaimer

Clearly and prominently disclose your relationship with Adobe in your profile/about section.

Examples:

- Company XYZ produces Product XYZ which integrates with Adobe Express. This account is managed by Company XYZ, not Adobe.
- Product XYZ and this account are managed by Company XYZ, not Adobe.

## Profile and background images

**When choosing a profile or background image,  
please use your own look and feel to help communicate your brand.**

### Not this

You are not licensed to use any other Adobe imagery in social content, including Adobe corporate marks, product lockups, logos or identity, campaign imagery or any other artwork that you may see on Adobe.com.



## Social media

# Imagery examples

Your social accounts should reflect your company's look and feel, using your own unique background and profile images.

## Profile image

Create your own unique profile image (1, 2)

Don't use Adobe corporate marks (including the wordmark or icon), Adobe product logos, or any Adobe imagery in your profile image (3, 4, 5)

Only Adobe accounts may use Adobe corporate marks, product logos, or Adobe imagery for the profile image.

## Background image

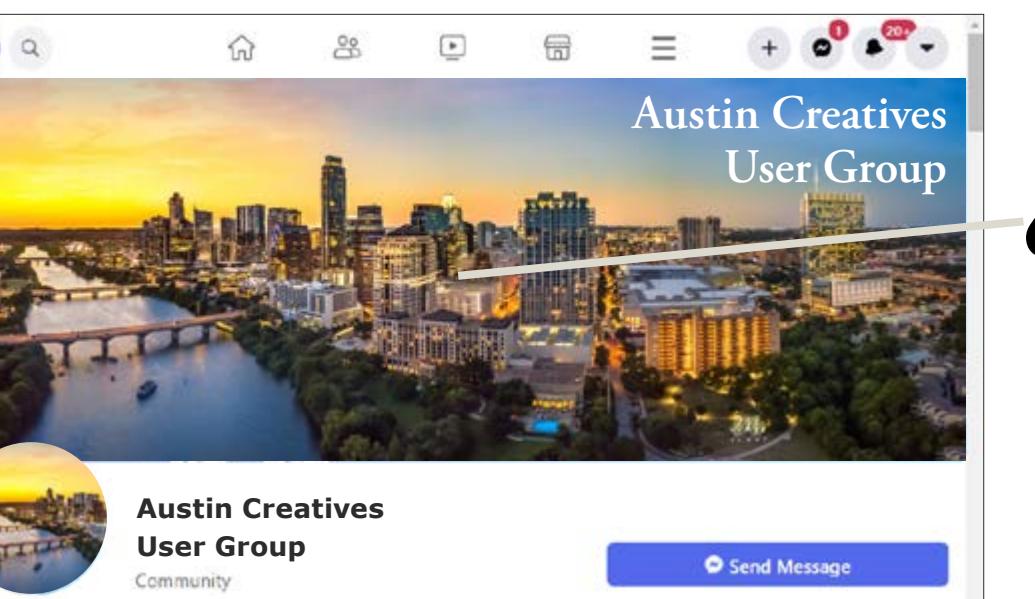
Create your own unique background image (6, 7)

Don't use Adobe corporate marks (including the wordmark or icon), product imagery, Adobe corporate imagery, or create patterns from Adobe corporate or product marks in your background image (8, 9, 10)

Only Adobe accounts may use Adobe corporate marks or any product, or campaign imagery in the background image.

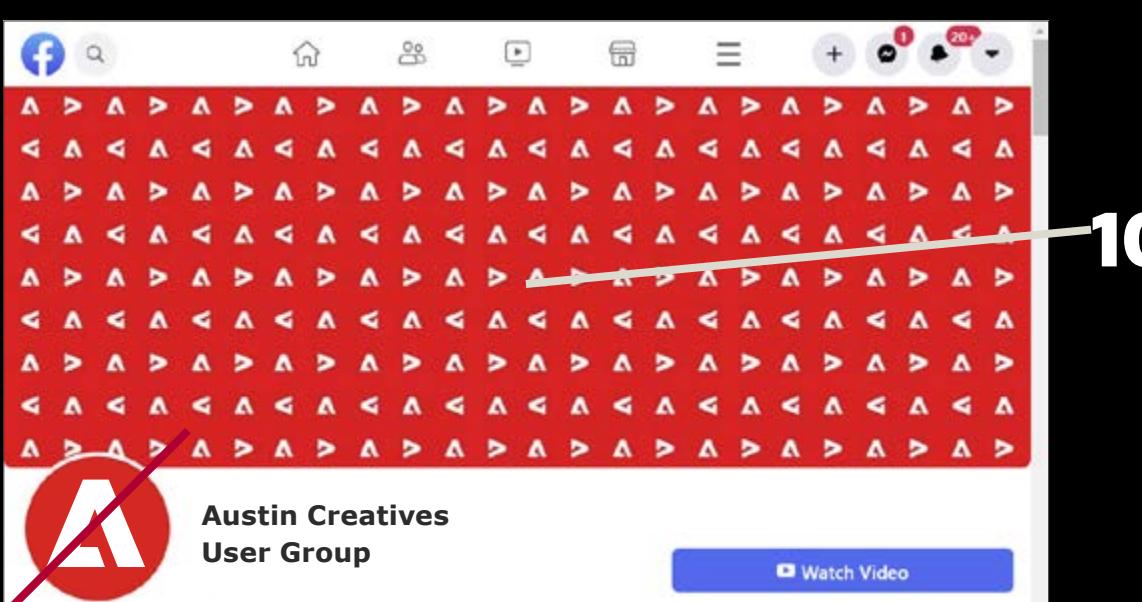
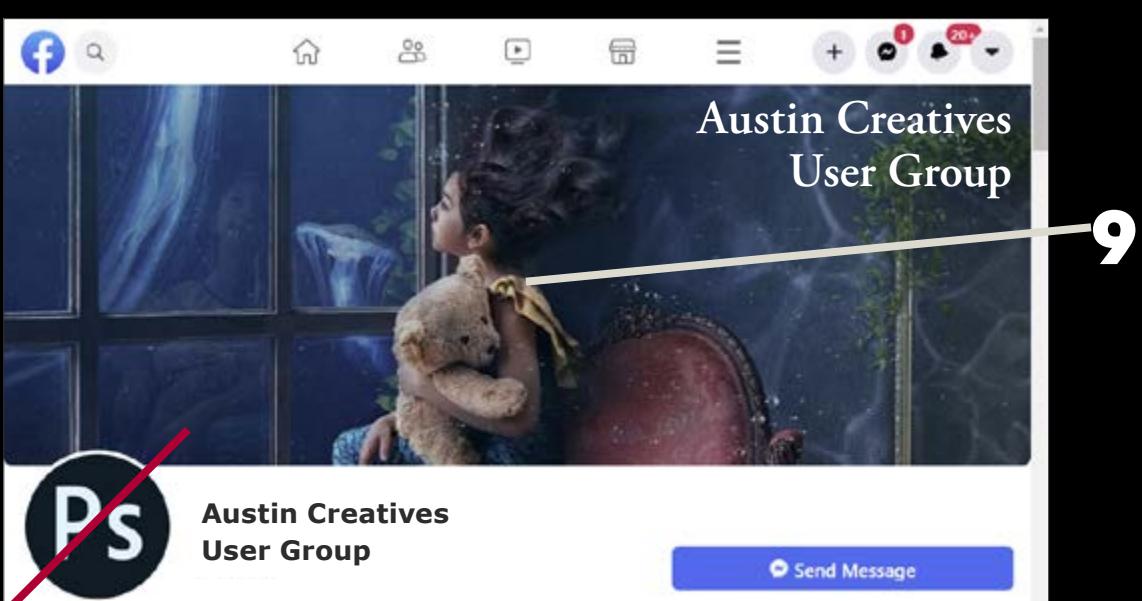
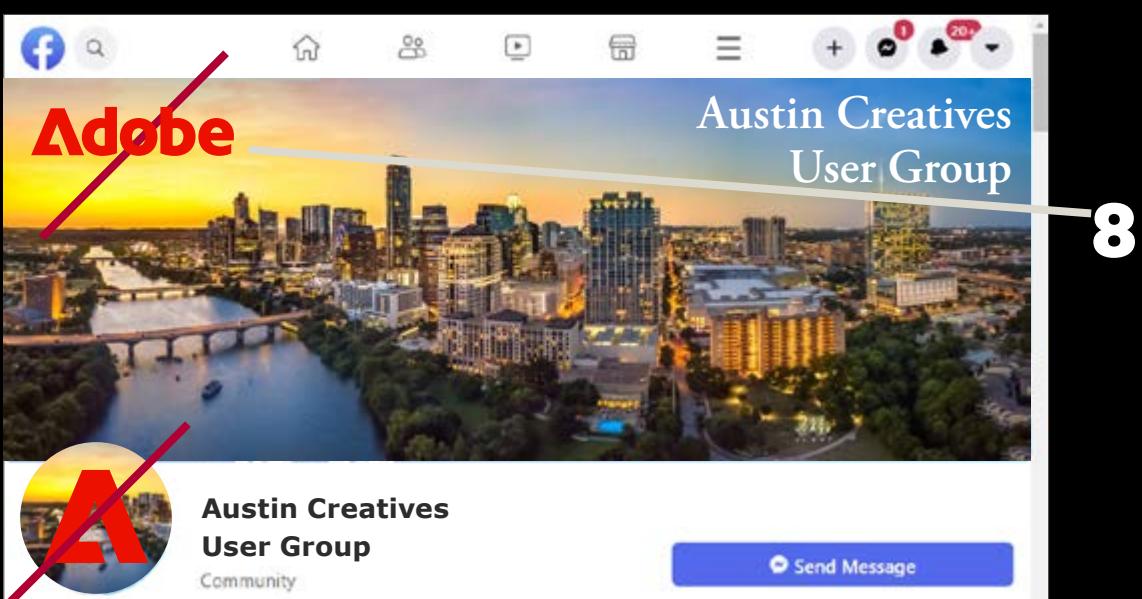
## Do this

Create your own unique profile and background images



## Not this

Don't use Adobe logos or imagery in your background or profile images



# Our principles

Social media gives us an opportunity to earn our customers' trust.

Social media is for listening, not just talking. It's for building a connection with our customers. Our community helps us build social fluency so we become better listeners and communicators.

## 1 Authentic

Always be transparent. Be up front about who you are. Stick with what you know or want to be known for.

## 2 Engaged

Listen. Share. Respond. Every good conversation starts with listening.

## 3 Responsible

Use good judgement. Express yourself but be smart. Protect your brand, Adobe's brand, and customer information.

## 4 Respectful

Recognize a negative conversation as an opportunity to learn. Don't defame the competition.

## Do this

- Disclose: Use your company or organization name and relationship with Adobe.
- Coordinate with the Creative Cloud social media team on content related to major milestones or announcements.
- Know your audience.
- Keep your content up to date.
- Be the first to respond and admit to your own mistakes.
- Offer your unique POV and insights.
- Be sensitive to tragic events and anniversaries. Posting about our products during these times is opportunistic and distasteful. Don't do it.

## Not this

- Don't reply directly to negative comments related to the Adobe brand or products from your handles. If you see this type of conversation on your channels, notify the Creative Cloud social team immediately.
- Don't use vulgar, offensive, or sexually explicit language nor racial, religious or ethnic slurs.
- Don't defame or pick fights with people or competition.
- Don't share confidential or financial information.

# More information

## Integration review process

Adobe reviews all applications that integrate Adobe Express Add-on SDK or Adobe Express Embed SDK before enabling it for public use. Once submitted, please allow up to 10 business days for feedback or approval.

[Learn more about the submission and review process](#)

## Brand review

Each use of Adobe brand assets in marketing or in UI must be sent for brand review before being finalized.

Please send a PDF, screenshot, or link showing the proposed use of Adobe assets to [brand@adobe.com](mailto:brand@adobe.com).

Please allow for a 10-business day turnaround.

## Accessing assets

You can download Adobe Express assets during the developer submission process. Contact your Adobe business contact if you are unable to access appropriate assets.

## More information or questions

### Brand

[brand@adobe.com](mailto:brand@adobe.com)

### Adobe Express Developer Program

[Community forum](#)

### Public relations

[ccpr@adobe.com](mailto:ccpr@adobe.com)



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