Adobe Corporate Brand Guidelines

Implementing the Adobe brand in communications
Updated 25 October 2010

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Adobe brand: Corporate mission statement

Adobe revolutionizes how the world engages with ideas and information.

Since its earliest days, Adobe has established a strong brand identity. Our award-winning products have earned a reputation for quality and excellence that few can rival. Our corporate mission and positioning, as well as our brand platform, reflect that heritage.

Adobe brand platform: Brand promise

Adobe enables people and organizations to create engaging experiences.

Our communications should all play back to the characteristics of an "engaging experience". We believe engaging experiences are:

Available

Readily available to the customer any time, anywhere and on their medium of choice. For example, United Airlines enables you to book a flight, choose your seat, check in, and get flight delay info 24x7 from your desktop or mobile device. Wells Fargo provides 24x7 account information, service enrollment, and transactions.

Collaborative

Facilitates interaction with others (e.g., social networking sites like MySpace, LinkedIn, and Facebook), unlocks tremendous value, is personalized, crosses boundaries between business and personal networks. For example, booking a vacation and reading reviews from previous guests at Yelp.com to find out more about hotels or restaurants in the area.

Compelling

More interactive and entertaining — for example, Nike.com website where you can customize your own shoes with NikeID, order different right and left shoe sizes or different colors for the sole, base, lining, etc.

Easy-to-use

Interactions and transactions are easy. For example, Amazon.com with one-click purchases, iTunes with easy no touch synchronization, and, as you'll see in a short demo, a faster-to-complete insurance claim form process built into LiveCycle and Flex.

Personalized

Customized to individual customer needs — for example, MyYahoo portal, which is an eBay application built on Adobe AIR that enables eBay users to have their own watch list notifying them when they are outbid.

Responsive

Allows you to respond to the customer in a timely fashion, such as live chat on a customer support or direct commerce website — for example, Amazon.com offers to call you at a time you specify. Amazon.com knows who the customer is when the call starts, there is no wait for a representative, and the rep is ready to immediately resolve customer problems.

Adobe brand platform: Brand personality

Adobe is exceptional, involved, genuine, and innovative.

Genuine engaging experiences are the moments when limits disappear and new possibilities snap into focus. An engaging experience creates change, a spark of energy that initiates new things.

To support our position as an enabler of engaging experiences, our visual style must also evolve. We must be seen as passionate challengers of convention, compelled to perfect our every endeavor. Fearless innovators driven to explore. And, at the same time, we must maintain our role as a genuine, trustworthy collaborator. We must project these personality characteristics at every touch point with our customers, consistently and continually.

The brand personality describes the tone and manner of the Adobe brand that we want to communicate, in both the things we say and also in the interactions we have with customers and other key audiences.

Exceptional	We're committed to creating the best products and services: "At Adobe, good enough is not good enough."
Involved	We are inclusive and open with our customers and the communities we serve.
Genuine	We're sincere, trustworthy and reliable.
Innovative	We are highly creative and strive to accomplish things in a manner that no one has done before.

The Adobe logo

The Adobe logo

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.

Download the logo from the Marketing Hub > Corporate > Corporate logos.
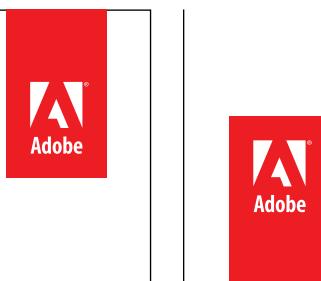
There are two versions of the Adobe logo - 1) a red "tag" and 2) the standard logo with no staging.

Red tag logo

The red tag logo should be used as an introduction of the Adobe brand on a communication, not as a signature to close a communication. Its use must allow the top or bottom to bleed off the edge of the layout like a tag, layered on top of photography, illustration, or color fields in the layout. The red tag logo is a white standard logo, staged on a field of red, which becomes visually more prominent and associates the color with the corporate mark.

The red tag logo is reserved for Adobe use only.

The red tag logo should occur only once per piece. For instance, on a multipage piece the tag would go on the cover, but the standard logo would be used for the back cover.

Red tag logo placed at top of page   Red tag logo placed at bottom of page

Standard logo

The standard logo should be used for three main purposes:

1. To close a piece (i.e. back of datasheet or brochure)

2. When there isn't a top or bottom edge from which to hang the tag (i.e. a golf ball, pen, middle of a document or web page)

3. By third parties, under license only (partner communications, co-marketing, sponsorships, etc).

Standard logo

Red tag logo: Specifications
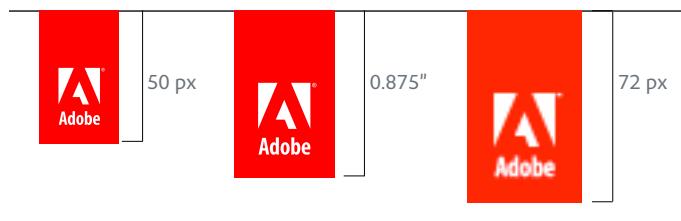
The red tag logo should occur only once per piece. For instance, on a multipage piece the red tag logo would go on the cover, but the standard logo would be used for the back cover.

**The red tag logo is reserved for Adobe use only.**
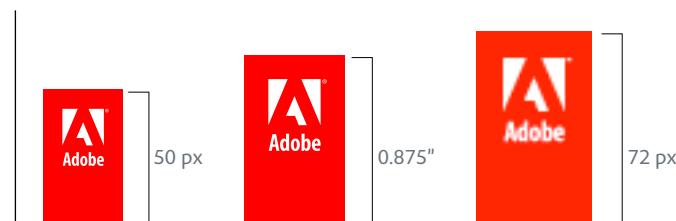
Size & clear space

To standardize the use of the tag, three sizes are provided for most uses—50 pixels high for web banners and e-mail headers, .875" high for printed materials, and 72 pixels high for web pages. These sizes should be considered the minimum size for print/online uses. **For printed communication, add .125" to the top or bottom of the red field to cover bleed.**

Top placement

50 px   0.875"   72 px

Bottom placement

50 px   0.875"   72 px

Minimum clear space

X
.25x
.25x   .25x

.25x   .25x
.25x
X
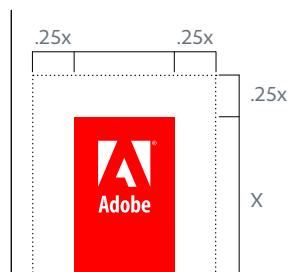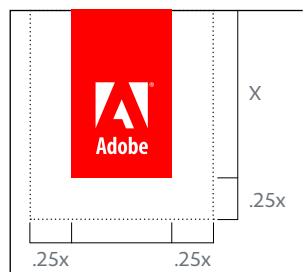
Top placement

Bottom placement

50 pixel logo used for:
- email newsletter
- web banner

72 pixel logo used for:
- web page

7/8" logo used for:
- 5 x 7" postcard
- 6 x 9" booklet
- 8.5 x 11" format
- A4 format
- A3 format
- 11 x 17" format
- PowerPoint presentation

For formats larger than 11x17" or A3, scale the red tag logo proportionally to the piece.

Standard logo: Specifications

The standard logo should be used for three main purposes: 1) to close a piece (i.e. back of datasheet or brochure); 2) where there isn't a top or bottom edge from which to hang the tag (i.e. a golf ball, pen, middle of a document or web page); or 3) by third parties, under license only (partner communications, co-marketing, sponsorships, etc).

**The standard logo may be used by third parties under license only.**
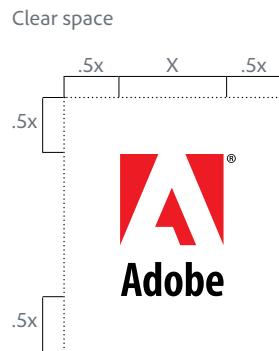
Color

The primary use for the Adobe logo is the 2-color version—black and Pantone 485. When color or printing prohibits this, it may be used in all black or reversed out to white. The registration mark should be black or white to match "Adobe," not red.

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

The logo can appear on color, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.

2-color

1-color

Clear space & minimum size

Clear space

.5x   X   .5x

.5x

.5x

Minimum size

9.525 mm
(0.375")

The horizontal logo

The horizontal logo should ONLY be used in very small spaces such as on pens to retain legibility.

Which logo do I use?

Trying to determine whether to use the red tag logo or the standard logo?

Here are some questions to ask yourself:

1. Is the communication coming from Adobe?

    No. Use the standard logo.

    Yes. Move on to the next question.

    [Third parties should not use the red tag logo. When third parties need a logo to represent a partnership, sponsorship, etc they should use the standard logo. Please note: Use of the Adobe logo by a third party requires a license agreement.]

2. Will the logo be acting as an introduction of the brand, rather than a sign off? (Is this the first or only instance of the logo?)

    No. Use the standard logo.

    Yes. Move on to the next question.

    [The red tag logo should act as an introduction of the brand and appear only once per piece. If the piece in question is multiple pages, the red tag logo may be used on the front as an introduction and then the standard logo to close the piece. See the next page for examples.]
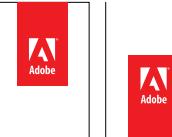
3. Is there an edge from which the red tag logo could hang or bleed?

    No. Use the standard logo.

    Yes. Use the red tag logo.

    [An "edge" can be in print—the edge of paper (see examples); online—the edge of the screen; the edge of a web banner; the edge of an email (see examples); on tradeshow graphics (see examples); on some giveaway/novelty items—such as notepads (see examples).]

For your reference, the two versions of the logo are:

Red tag logo placed at top and bottom of page
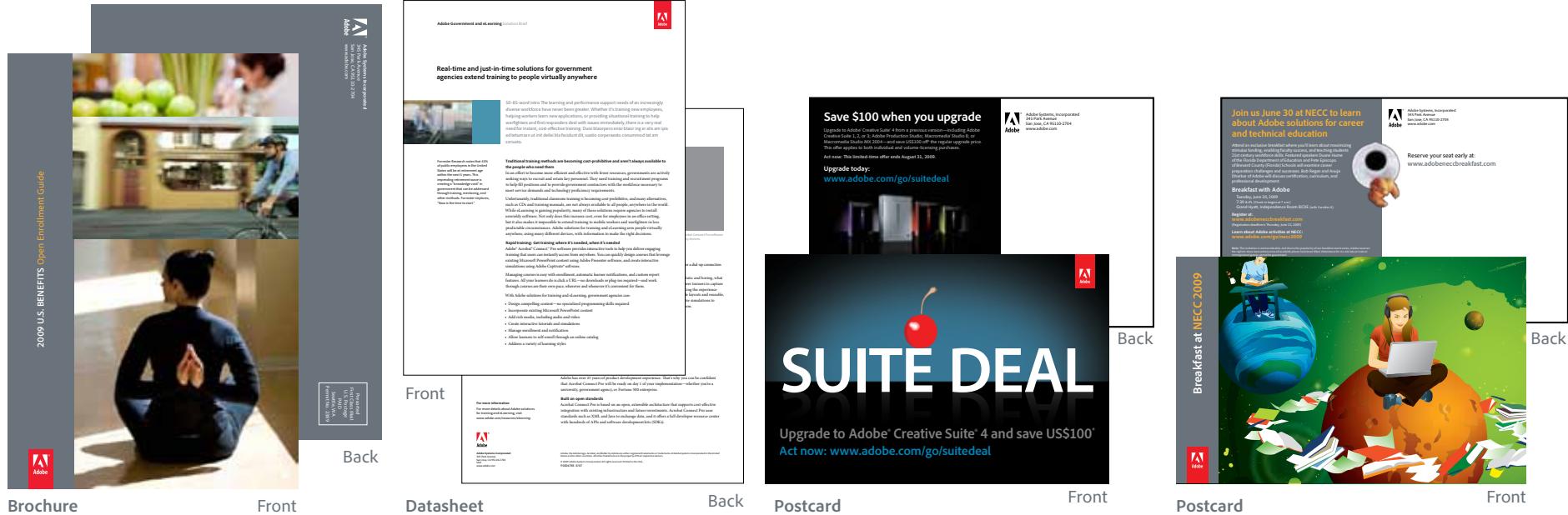
Standard logo

Usage examples: Printed communications

In almost all instances, printed communications coming from Adobe should use the red tag logo. Why? Printed pieces have an edge from which the red tag logo can hang. They may also use the standard logo to close the piece as shown below.

Here are some examples showing both the red tag and standard logos (more on the next page).
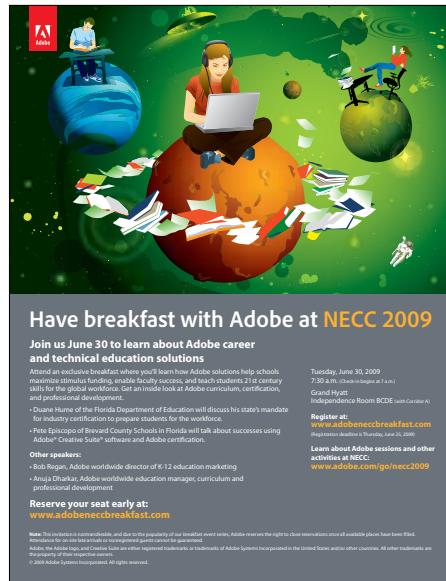
These examples demonstrate how the logo interacts with the content of the piece. The red tag logo introduces the message by placing it in a position that visually plays off of the title or subject of the piece. The red tag logo should only appear once, so the standard logo is used to close the piece (i.e. mailing address, back of datasheet or brochure).

Brochure   Front   Back

Datasheet   Front   Back

Postcard   Front   Back

Postcard   Front   Back

Print ad

Event flyer

Poster

Poster

Tabloid-size poster

8.5x11" flyer

Table-top signs

Tabloid-size poster

Usage examples: Online communications

Online communications coming from Adobe will also likely use the red tag logo, as they too have an edge from which the tag can hang.

Here are some examples showing both the red tag and standard logos (more on the next page).
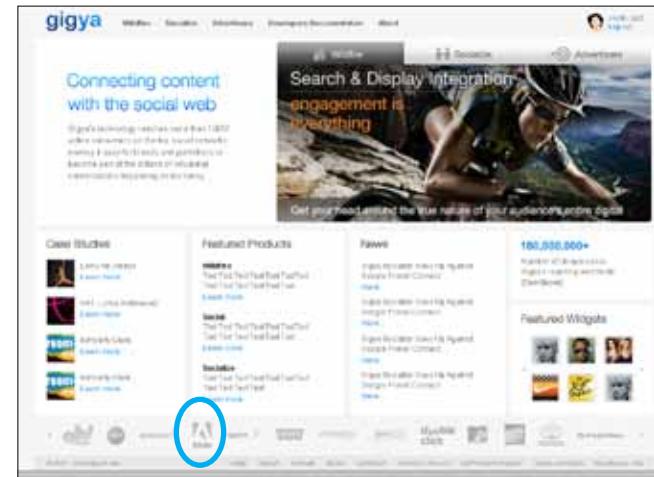
Web page
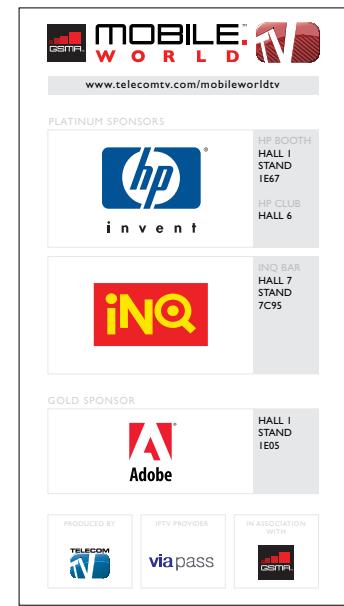
Landing page

These are Adobe webpages, so they use the red tag logo.

3rd-party web page
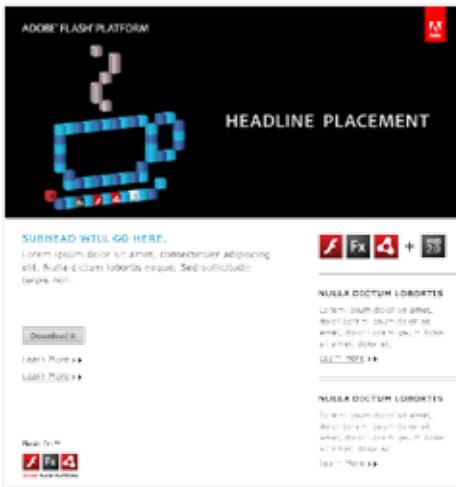
This is a 3rd-party website (and the logo sits in the middle of the page), so this uses the standard logo. This example is a rare example of when recoloring the Adobe logo is allowable to match the other partner logos shown.

3rd-party web page
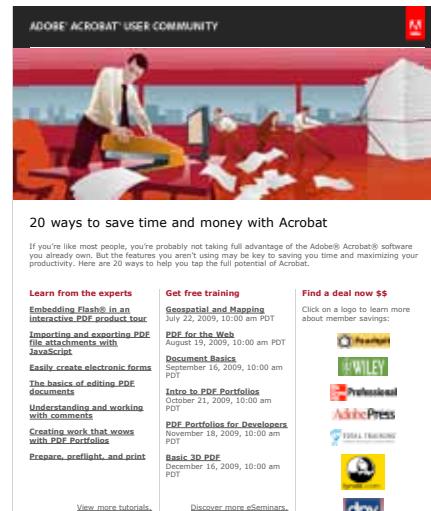
This is a 3rd-party website and the logo sits in the middle of the page, so this uses the standard logo.

Usage examples: Online communications, cont.
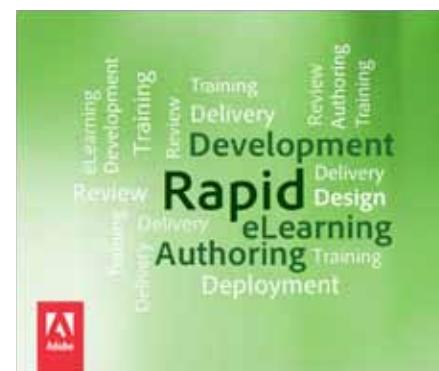
Email

This is an Adobe email, so this uses the red tag logo.

Email

This is an Adobe email, so this uses the red tag logo.

Web banner
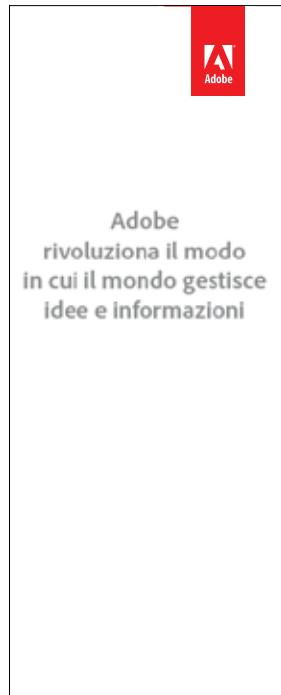
Web banner

Usage examples: Tradeshow graphics

When creating tradeshow graphics, consider the edge of the graphic an edge from which the red tag logo could hang.

(More examples on the next page.)

Standing banner
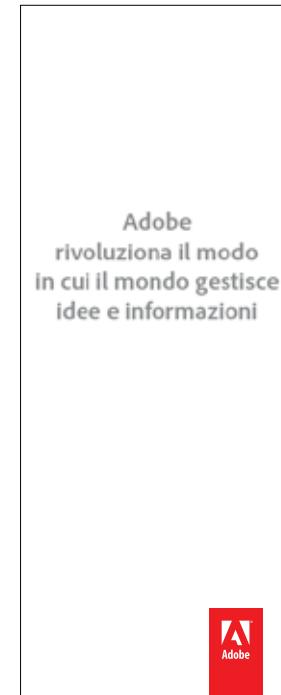
The red tag logo is placed at the top for better visibility at standing height.

Hanging banner
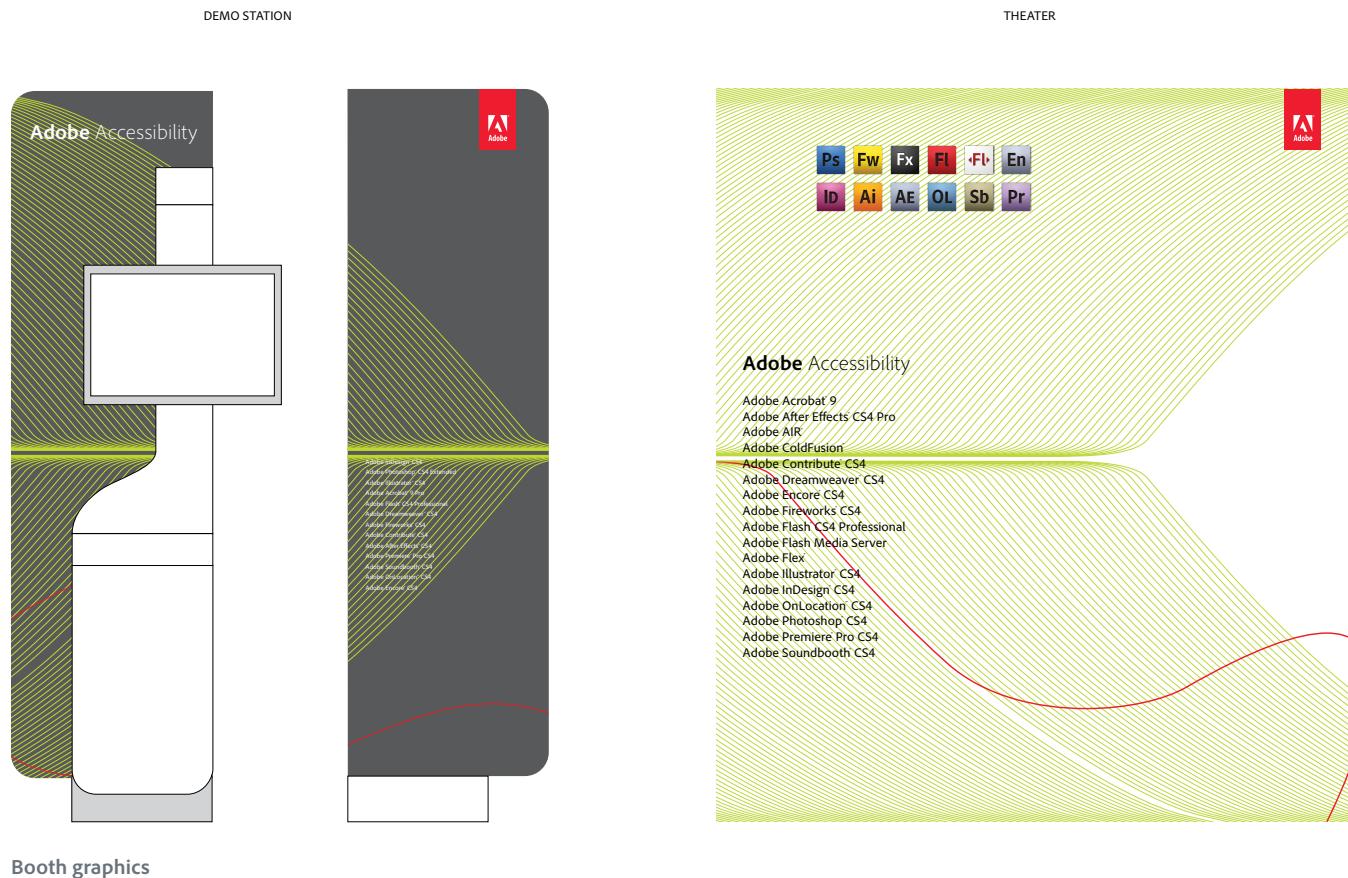
The first example is simply the red tag logo scaled to the size of a hanging banner. In this case, it was hung from the ceiling - the ceiling acts as the "edge" from which it hangs. As this is a very bold use, only one should be used in any particular space.

In the second example the red tag logo is placed at the bottom for better visibility when looking up at the banner from the ground.
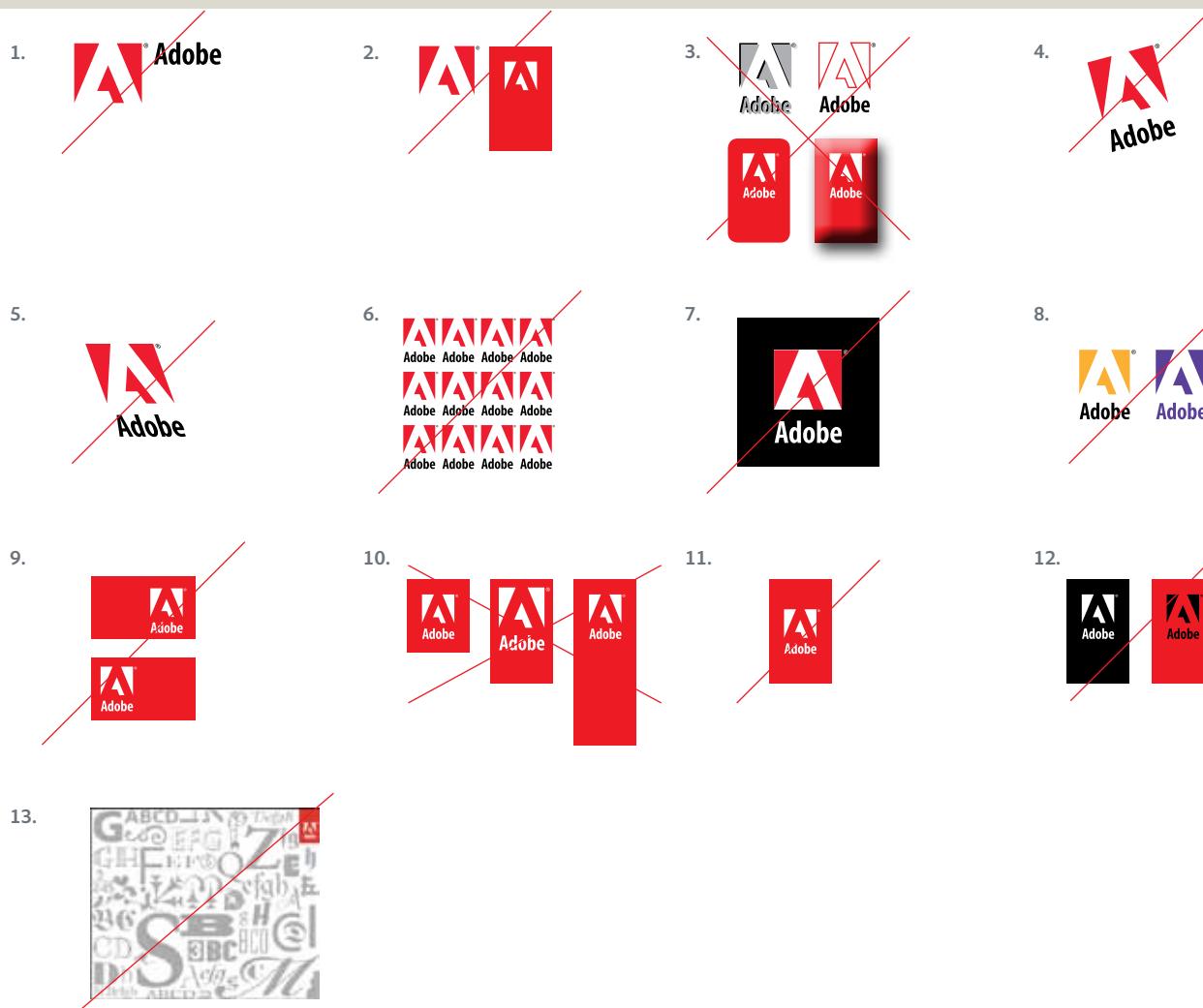
Usage examples: Tradeshow graphics, cont.

When creating booth graphics, the red tag logo may appear more than once in the booth, but it should only be used once per "area" within the booth. For example, in the demo station area, only one panel has the red tag logo.

DEMO STATION

THEATER

Adobe Accessibility

Adobe Acrobat 9
Adobe After Effects CS4 Pro
Adobe AIR
Adobe ColdFusion
Adobe Contribute CS4
Adobe Dreamweaver CS4
Adobe Encore CS4
Adobe Fireworks CS4
Adobe Flash CS4 Professional
Adobe Flash Media Server
Adobe Flex
Adobe Illustrator CS4
Adobe InDesign CS4
Adobe OnLocation CS4
Adobe Photoshop CS4
Adobe Premiere Pro CS4
Adobe Soundbooth CS4

Booth graphics

Incorrect use

Do not alter the Adobe logo in any way. Do not animate, color, rotate, skew, or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions. Do not attempt to stage the logo youself on a tag or alter the space between the Adobe logo and the red field.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

DONT'S
1. Don't move "Adobe".
2. Don't remove "Adobe".
3. Don't apply any effects.
4. Don't rotate the logo.
5. Don't skew or attempt to make the logo 3-dimensional in any way.
6. Don't make a pattern or texture out of the logo.
7. Don't alter the transparency of the logo.
8. Don't recolor the logo.
9. Don't alter the tag to run horizontally.
10. Don't crop or extend the tag.
11. Dont move the logo within the tag.
12. Don't recolor the tag or the logo within the tag.
13. Don't place the red logo tag at the right or left edge of a piece - follow clear space requirements.

Not shown:
- NEVER remove the registration mark.
- 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 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. Please note: Use of the Adobe logo by a third party requires a license agreement

Visual identity

Color

The corporate color system reflects a rich, dynamic, multi-dimensional Adobe. Adobe is no longer simply a one-dimensional "red" company. We will retain red as the primary corporate color, but only use it in deliberate ways as an accent that elevates it to "special" status; a nod to our history that is reinforced in every communication.

The system
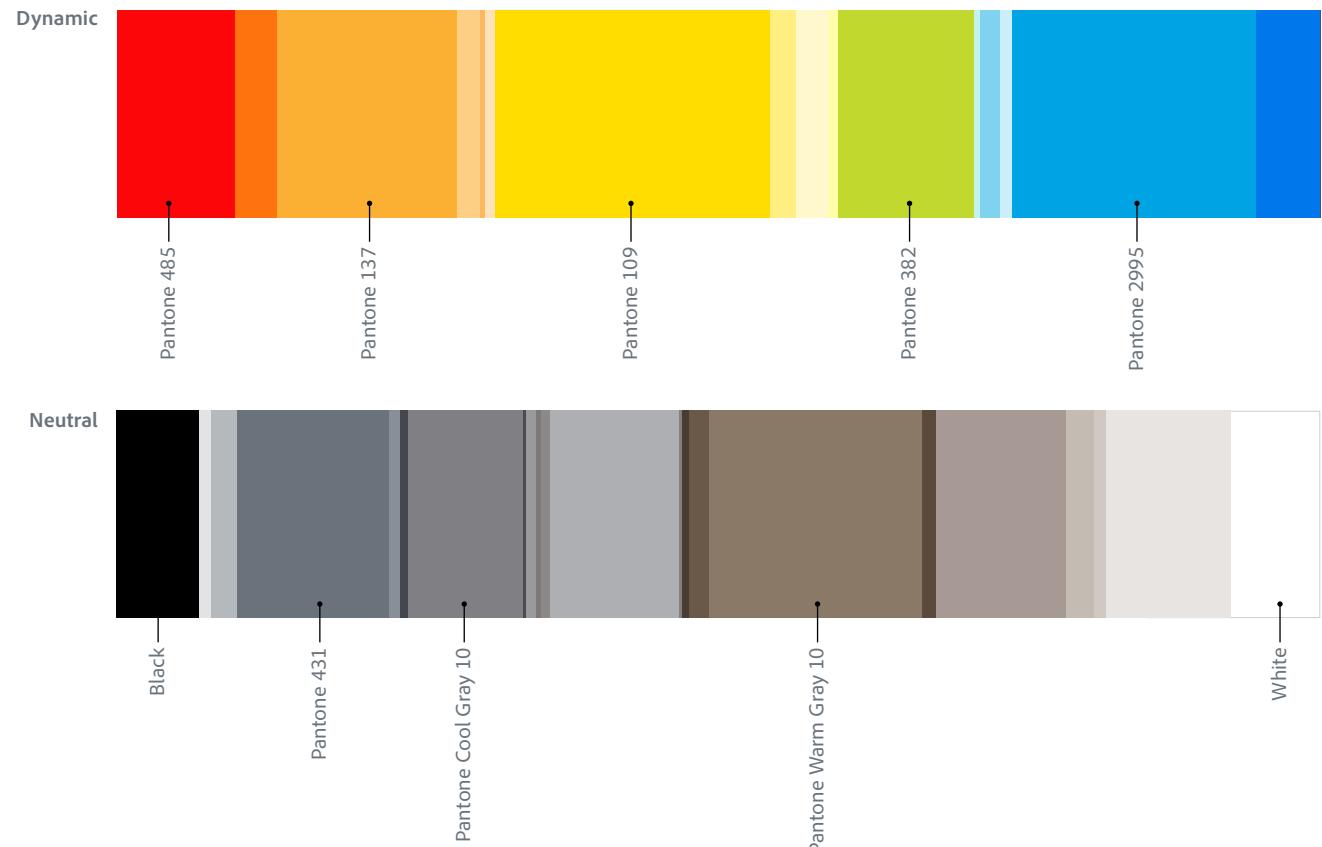
The existing Adobe red/gray/black corporate palette has been expanded to include the use of both dynamic and neutral colors that complement each other and can be used in any combination as long as the integrity of the brand is not diminished.

What does that mean?

Be creative.

When pairing colors together, use a combination of dynamic and neutral colors, not all dynamic or all neutral.

We've defined a core set of colors (shown here with Pantone values) for you to start with. The colors between those are meant to reflect the openness of the system - showing how you could filter the defined colors at various values. Don't feel limited to the colors defined here.

Dynamic

Pantone 485   Pantone 137   Pantone 109   Pantone 382   Pantone 2995

Neutral

Black   Pantone 431   Pantone Cool Gray 10   Pantone Warm Gray 10   White
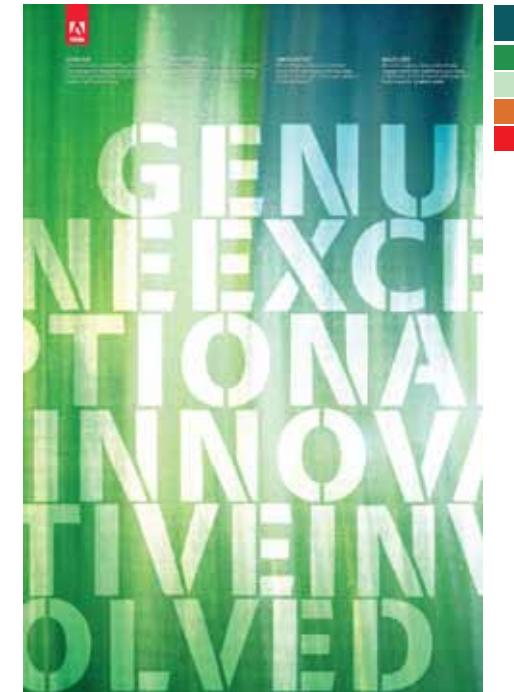
Color: Specifications

The Adobe corporate color palette is based on a core set of colors. Additional colors are available based upon particular products. If your communication is product related, follow the guidelines and relative colors found in the product guidelines.

Color	Pantone	C	M	Y	K	R	G	B	Web #
● Adobe Red	Pantone 485	0	100	100	0	255	0	0	FF0000
● Black	Black	0	0	0	100	0	0	0	000000
● Adobe Gray	Cool Gray 7	0	0	0	50	153	153	153	999999
○ White	—	0	0	0	0	255	255	255	FFFFFF
● Orange	Pantone 137	0	35	90	0	251	176	52	FBB034
● Yellow	Pantone 109	0	10	100	0	255	221	0	FFDD00
● Green	Pantone 382	29	0	100	0	193	216	47	C1D82F
● Blue	Pantone 2995	90	11	0	0	0	164	228	00A4E4
● Warm Gray	Warm Gray 10	0	14	28	55	138	121	103	8A7967
● Charcoal Gray	Pantone 431	11	1	0	65	106	115	123	6A737B

Color: Usage examples

The new system transcends campaign and product release cycles while still being flexible enough to work with already established product color systems. When color is used as an explicit design element the system calls for pairing dynamic colors with neutral colors, letting one dominate the other. If your dominant color is dynamic, then your accents should be neutral and vice versa. **Red is reserved for the logo or associated products, but should not be used as a flood or type color including product logotypes. Going forward product logotypes will be set in all black or reversed out in white.**
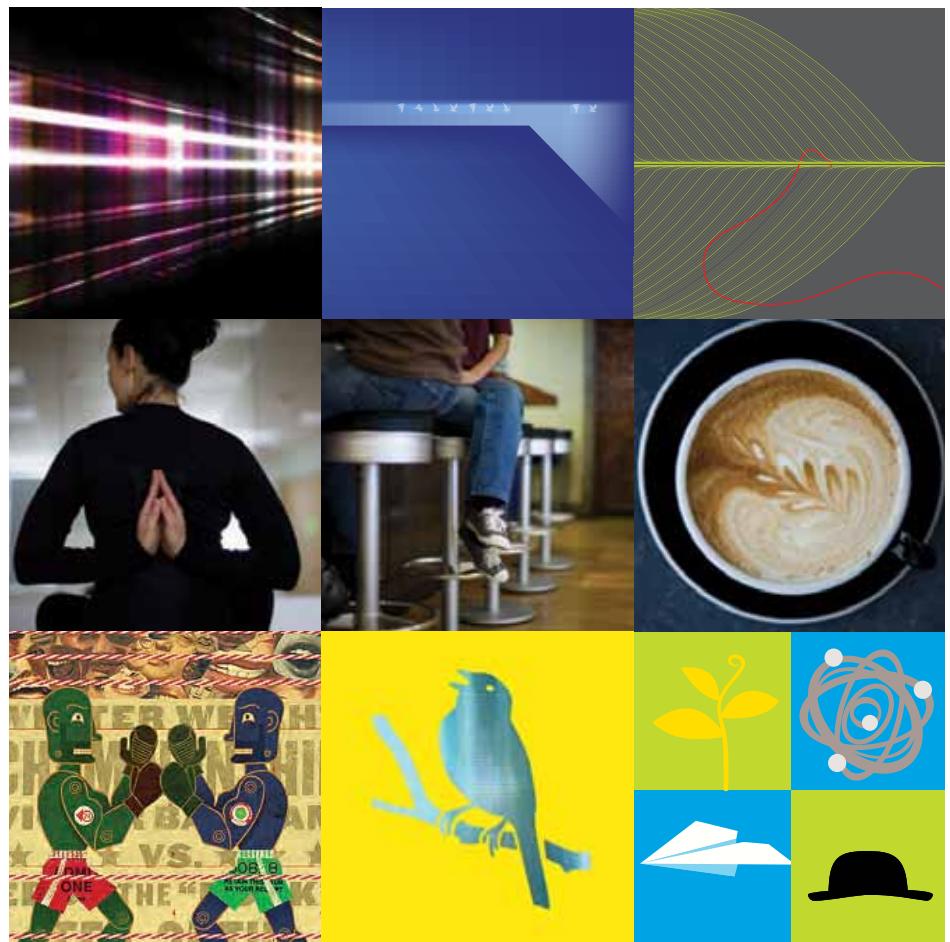
Imagery

The brand imagery creation involves a system that allows for the combination of aspirational, conceptual imagery and dynamic lifestyle photography that is authentic, meaningful, and immersive.

Three-tier imagery system:

1. Abstract metaphor for high concept, program identity (i.e. light, energy, community). *Do not create your own program identity - contact the brand strategy team.*

2. Reportage lifestyle photography to document the customer/ employee experience.

3. Conceptual imagery to illustrate benefits or solutions (i.e. 401K, stock, bonuses)

Abstract
Metaphor

Reportage
Lifestyle
Photography

Conceptual
illustration

Imagery: Usage examples
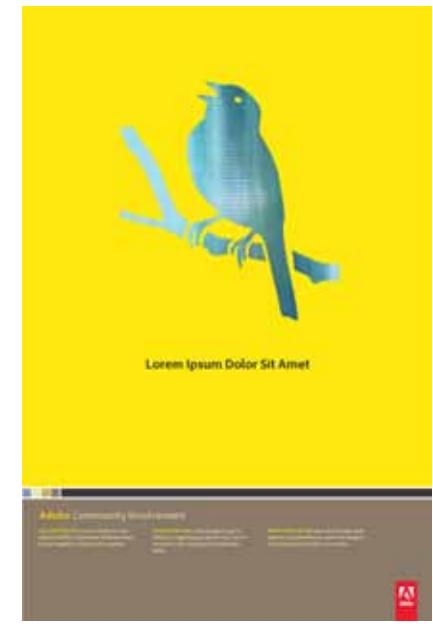
1. **Abstract program identity imagery** can play off of already established product color systems and should embrace the themes of the program.

2. **Lifestyle photography** should be shot with the environment as hero rather than the individual, done in a reportage style, speaking in the visual vernacular of the customer. Natural light, genuine moments of engagement and collaboration, mixing color and black and white. Avoid literal visual metaphors.

3. **Conceptual illustration.** Adobe has long been the standard bearer for illustrators and we should act as curator, keeping style and concepts as current as possible.

1. Web page or Direct mail

2. Brochure

3. Poster
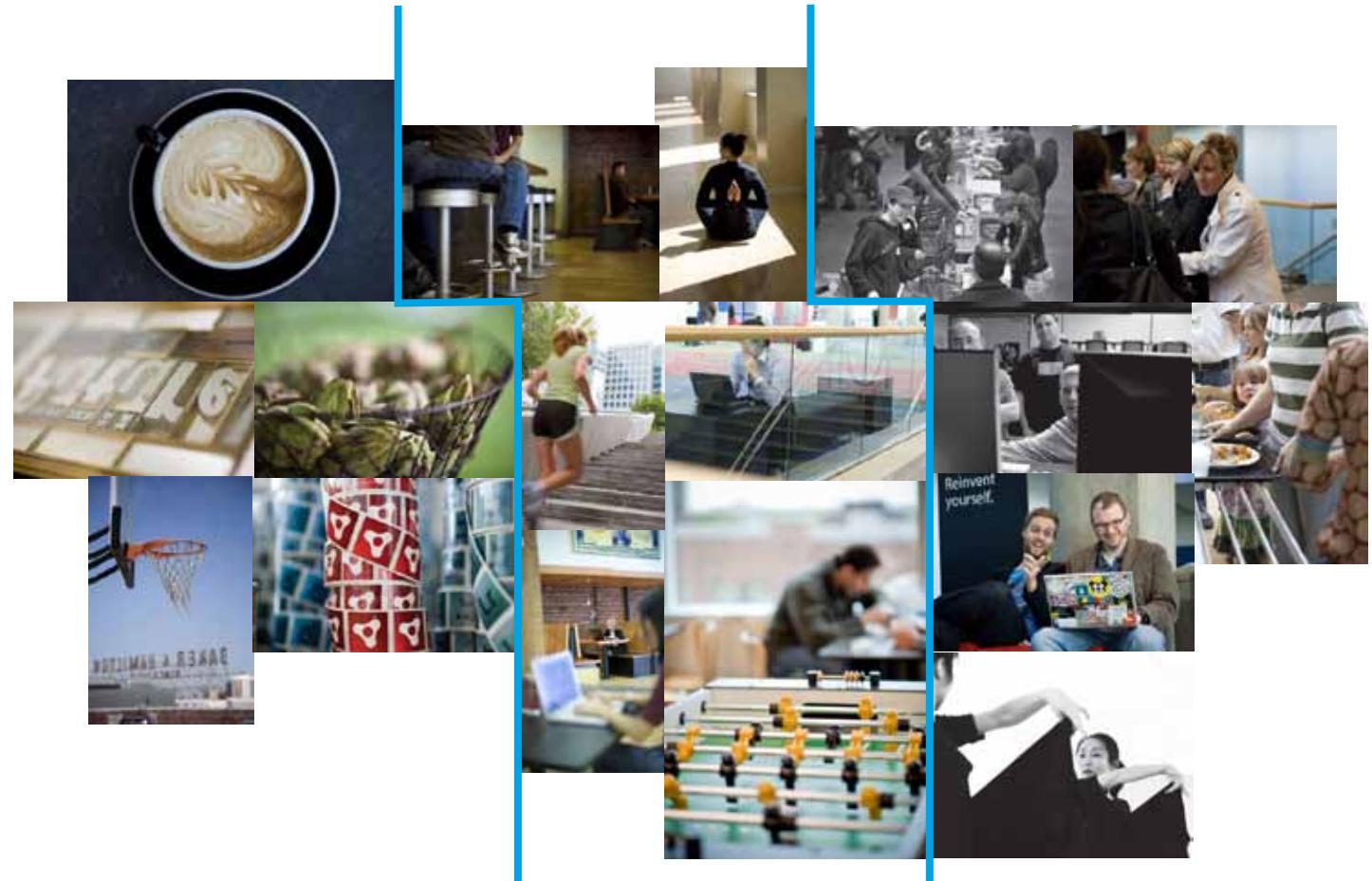
Imagery: Photography

The corporate photography system contains a mix of atmospheres and details, depersonalized and highly personal photos.

A selection of images in each of the three categories below is available on Marketing Hub > Corporate > HR > Photography.
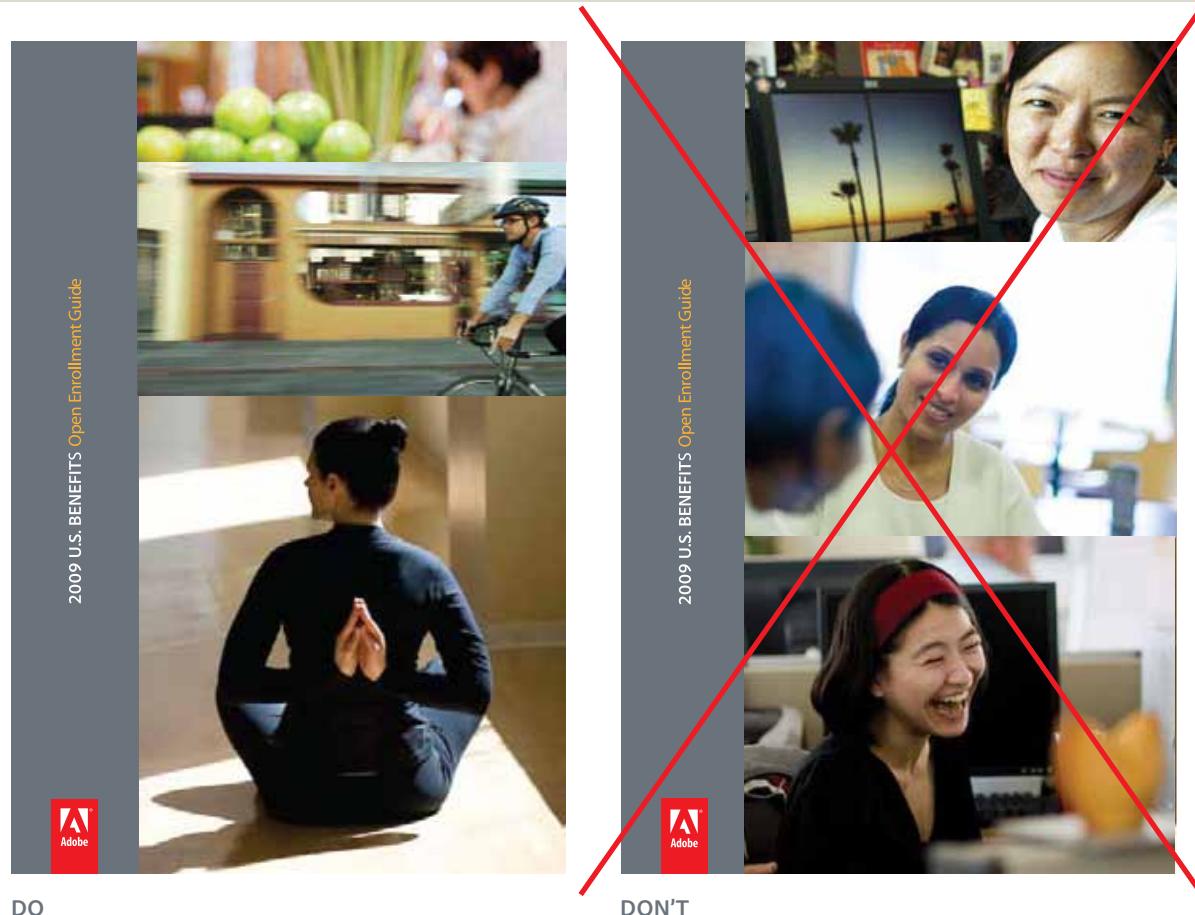
If stock photos become necessary, reportage lifestyle photos should be chosen and sent to *brandapproval@adobe.com* for review before purchasing.

Atmospheric/detail   Depersonalized   Personal

Imagery: Photography examples

Photos should document the customer and/or employee experience in an authentic way that allows the user to identify with the subject matter. When using more than one photo on the same page a mix of all types should be used. **Never run photos together that depict the same emotion and the same camera angle.** Consideration should be paid to pairing images whose juxtaposition tells a bigger story.

2009 U.S. BENEFITS Open Enrollment Guide

DO

When using more than one photo on the same page a mix of all types should be used.

2009 U.S. BENEFITS Open Enrollment Guide

DON'T

Never run photos together that depict the same emotion and the same camera angle.

Typography: Corporate typefaces

As with our logo, consistent use of our corporate typefaces—Adobe Clean and Minion® Pro—reinforces Adobe's brand identity. Both are OpenType™, a cross-platform format that provides richer linguistic support through widely expanded character sets and advanced layout features.

Both fonts are available for download from Marketing Hub under Corporate > Corporate Fonts.

Primary typeface - Adobe Clean

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#$%^&*()+[]\{}|:;'":"<>?,./

Adobe Clean should be used for headlines and may be used for copy. Short headlines or labels can be all caps, otherwise headlines and subheads are sentence case.

The introduction of the proprietary typeface Adobe Clean in April 2009 was to help differentiate Adobe in the marketplace.
It replaces the previous sans serif corporate font, Myriad Pro.
It will not be available for license to the general public.

To use Adobe Clean well along side the corporate logo, which continues to use Myriad Pro, avoid condensed or extended type.

Adobe Clean Light	*Adobe Clean Light Italic*
Adobe Clean Regular	*Adobe Clean Italic*
Adobe Clean Bold	***Adobe Clean Bold Italic***
Adobe Clean SemiCondensed	*Adobe Clean SemiCondensed Italic*
Adobe Clean Bold SemiCondensed	***Adobe Clean Bold SemiCondensed Italic***

Note: Alternate glyphs are available for the letter "g" and number "1" in Adobe Clean Regular.

Secondary type face - Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~!@#$%^&*()+[]\{}|:;'":"<>?,./

Minion Pro should be used primarily for extended running body copy in longer, multiple-page documents, such as brochures and datasheets.

Avoid using weights other than Minion Pro Regular. Use Minion Pro SemiCondensed Bold for emphasis when needed. Avoid using Minion smaller than 9pt. Use standard numerals; do not use Minion's Old Style numerals.

Minion Pro Semibold Condensed	***Minion Pro Semibold Condensed Italic***
Minion Pro Regular	*Minion Pro Italic*
Minion Pro Semibold	***Minion Pro Semibold Italic***
Minion Pro Bold	***Minion Pro Bold Italic***

Typography: Using Adobe Clean

When using Adobe Clean, auto or metric kerning is recommended.

Please follow these guidelines for tracking at various sizes.

4 point: tracked +20
When using Adobe Clean, please follow these guidelines for tracking.

5 point: tracked +16
When using Adobe Clean, please follow these guidelines for tracking.

6 point: tracked +12
When using Adobe Clean, please follow these guidelines for tracking.

7 point: tracked +8
When using Adobe Clean, please follow these guidelines for tracking.

8 point: tracked +4
When using Adobe Clean, please follow these guidelines for tracking.

9 point: tracked 0
When using Adobe Clean, please follow these guidelines for tracking.

10 point: tracked 0
When using Adobe Clean, please follow these guidelines for tracking.

11 point: tracked 0
When using Adobe Clean, please follow these guidelines for tracking.

12 point: tracked 0
When using Adobe Clean, please follow these guidelines for tracking.

14 point: tracked -3
When using Adobe Clean, please follow these guidelines for tracking.

16 point: tracked -4

When using Adobe Clean, please follow these guidelines for tracking.

18 point: tracked -5

When using Adobe Clean, please follow these guidelines for tracking.

24 point: tracked -6

When using Adobe Clean, please follow these guidelines for tracking.

30 point: tracked -8

When using Adobe Clean, please follow these guidelines for tracking.

36 point: tracked -8

When using Adobe Clean, please follow these guidelines for tracking.

Typography: Trademark symbols

It is important that the size of the trademark symbol be in proportion with the text. The trademark symbol should always be legible without being intrusive and the space between the trademark symbol and the preceding letter should be minimized.

Adobe Clean

When using Adobe Clean at text sizes 18 point and up, the trademark symbols should be the same size as the text.

At 18 point or below, the **minimum size** for the trademark symbols is 18 point.

For example—The tex is 10 point, the trademark symbols are 18 point:

Adobe® Photoshop®

Minion Pro

When using Minion Pro, the trademark symbols should be resized to be in proportion to the text.

At 12 point or below, the **minimum size** for the trademark symbols is 12 point.

For example:

Adobe® Photoshop®

18 point Minion Pro regular type
Trademark symbol is 20 pt.

Adobe® Photoshop®

12 point Minion Pro regular type
Trademark symbol is 14 pt.

Adobe® Photoshop®

10 point Minion Pro regular type
Trademark symbol is 12 pt.

Adobe® Photoshop®   Adobe® Photoshop®
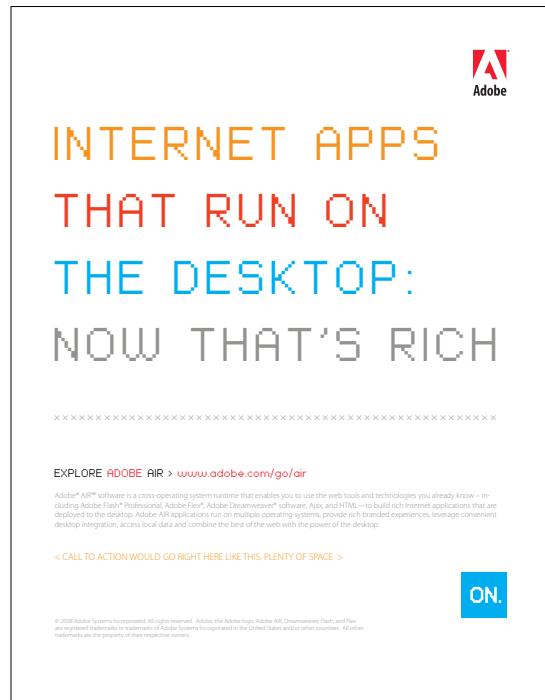
Trademark symbol should visually align with top of the previous letter. Depending on the size, it may technically align or sit slightly above.

Space between trademark symbol is tight but never touching

Typography: Using other fonts

In the rare instance that a font becomes part of a graphical illustration in a multimedia or campaign communication, it may become necessary to use a font other than Adobe Clean or Minion Pro. In these cases, always ensure you are using an Adobe font—and preferably an Adobe original font.

For example: As shown in the email below, the web leadership campaign used text as the focus of the campaign. Because text/coding is the developer's language, this type treatment as the graphic is communicating the message in a way that another font wouldn't have done.

Logotypes

Styling the names of our products consistently is an essential part of maintaining a unified Adobe brand identity.

Artwork for all product logotypes is available on Marketing Hub organized by its product, program or service.

DO NOT (re)create logotypes on your own.

Logotypes are available in all black and all white. They may be used interchangeably based on the background color. Unless as part of a campaign design, do not recolor them.

Example:

Download the logotypes from the Marketing Hub organized by its product, program or service.

Do not create your own logotype.

# ADOBE® PHOTOSHOP® ELEMENTS 8

ADOBE® PHOTOSHOP® ELEMENTS 8

Logotypes: Trademark symbols

You will rarely have to adjust a trademark symbol on a logotype. However, when a logotype is used at a very large size (tradeshows) and rarely at very small size, the trademark symbol should be reproportioned following the guidelines below. The rule of thumb when sizing a trademark symbol is that it should always be legible without being intrusive.

ADOBE® PHOTOSHOP® ELEMENTS 8

Size of trademark symbol as it appears in downloaded logotype suitable for most uses.

Rarely, when a logotype is used at a very small size, the trademark symbol must be enlarged from the standard ratio to make it readable, and it must be moved slightly away from the preceding letter.

BE®

For very large formats, the trademark symbol must be reduced and moved closer to the preceding letter.

Mnemonic system: Strategy

Adobe uses a mnemonic system to identify products in UI, as well as in marketing materials. It's a scalable solution, one that is easy to learn and read, and it doesn't require a fresh learning curve with each product revision.

To learn more, and see a more complete view of the system, visit *http://xd-brand.corp.adobe.com* (Adobe internal only).

Product type	Install	Usage	Examples (not all)
Creative Suite editions Package of Identities — Purchasing & licensing	• Disk	• Provisioning (Manage license) • Help / Training services (e.g. Adobe TV)	CS4 CS4 CS4
Services Package of Capabilites — Subscription	• None - hosted	• Subscriptions • In-product services	*None currently*
Destinations Homes — URLs — for hosted products & services	• None - hosted	• Collection of hosted services, capabilities and online apps.	S7
Desktop Apps Tradtional apps — creation and author	• Disk installation • Download install • Across network	• Open for icon (dock / start bar, desktop shortcut etc.) • Own a file type (e.g. psd, swf)	pse Id
Hosted Products Online create and authoring experiences	• No installation • Used inside a web browser & inside a product	• URL, bookmark, shortcut from inside desktop app • can be used alone	psx prx
Server Products Serve content	• Disk installation	• Installed on dedicated machine	FF Lc Id
Augmentation Apps Add to, modify, ammend and configure applications	• Disk installation	• Installed on dedicated machine	
Feature Apps Process, transcode file types — doesn't author them	• Bundle disk installation • Download installation	• Open from icon (apps folder, possibly start bar/dock) • infequent usage	
Content Apps Installed desktop app, hosted & downloaded content	• Installed desktop application, hosted & downloaded content	• Open from icon / content • Inside another application	
Platform View, read, run	• Download installation • Prompt installation (trying to access content) • Bundled disk installation	• Open content, 'hidden' once installed,: air, .swf, PDF • Applications run on them	
Mobile Device based, hooks into a wider ecosystem	• OTA Install • Connection to a computer	• Launch from phone menu • Initiated by player, e.g. user opens another app	APP
Capabilities Cross product services launched — verbs, actions & activities	• 'Installed' into products through subscriptions	• Accessed, launched from inside products	
Technologies Embedded Tecnologies	• OTA Install • Connection to a computer	• Partner branding • On product?	
New Apps & Labs Code-named, limited Install base, Betas	• Download	• Various	Cc WM Wv

Mnemonic system: Specifications

The mnemonic may be used in marketing materials when:

- The product box shot is not appropriate due to size or space limitations (i.e. on giveaways or when you need visual representation of a list of products in limited space)

- The product/campaign imagery is not appropriate for the layout or message or it does not exist.

Most mnemonics are provided in three versions:

Four-color with a drop shadow—this is the primary version

Four-color without the drop shadow—for use in PowerPoint or other applications where the drop shadow does not reproduce well.

Flat color without the drop shadow—this is for use ONLY on giveaways/novelty items such as hats and shirts where a 4-color process and gradient can not be used.

Please apply these guidelines to all mnemonics:

Clear space

.5x   X   .5x

.5x

.5x

Minimum size

.25"   Lr

Download mnemonics from the Marketing Hub organized by its product or service.

Mnemonic Do's

The mnemonic should always be visually tied to the product name.

When scaling the mnemonics in Illustrator, make sure the "Scale strokes & effects" option is checked.

When placing mnemonics in PPT, use the PNG file type (available on the Marketing Hub), not the AI file. The PNG is a smaller file size and will look better in PPT.

Mnemonic Don'ts

Do not embed the mnemonic within any main content or body text areas.

Do not change the color or letter configuration.

Do not create your own mnemonic to represent a new program or identity - work with the brand and UI teams.

Mnemonic system: Examples

Adobe.com

Mnemonics are used here to represent multiple products, as their box shots would be illegible at this size and too busy with this many products.

Email

Mnemonics are used here to represent multiple products, as their box shots would be illegible at this size and too busy with this many products.

Email

This communication is technical in nature, not sales promotion, so the mnemonic is a clean, non "marketing" representation of the product.

In marketing communications, the mnemonic may be used as the "hero image" only if the product does not have any associated campaign/solutions imagery (ie RoboHelp).

Program badges

All Adobe programs—both internal and externally facing—should go through the standard naming process with the brand strategy team. Approved programs that need an identity will have a badge created as shown below.

Do not create your own badges, logos, or other identities; work with Brand Strategy to create them.

Based on the particular program name and any associate levels, descriiptors, etc there are several options for the exact layout of the badge, as shown below. But the overal design, including the font, remains the same for all programs.

External programs all use the same silver gradient for the background color.

Examples of the various layouts:

Programs that are purely internally facing, can use a flat color for the background. Brand Strategy will work with program owners to select a color.

Each program will have individual guidelines which will include specifications for clear space, minimum size, etc.

Branded merchandise

Branded merchandise overview

As individuals who are responsible for creating Adobe clothing and premium gifts, you are uniquely positioned to ensure that the Adobe brand is consistent and impactful across all items distributed to customers and employees. Here are a few things to keep in mind when creating Adobe branded items:
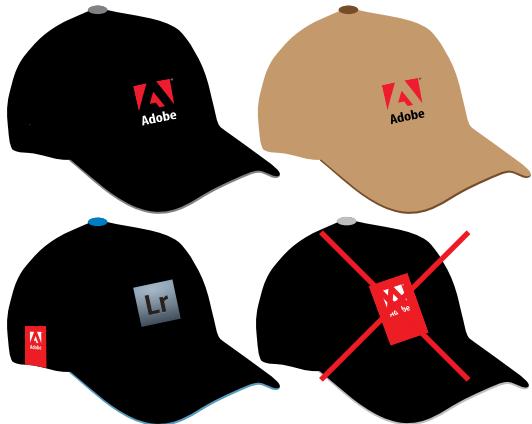
- Use the Adobe logo provided as artwork on the Marketing Hub.

- Use the product identity and logotypes provided on the Marketing Hub.

- Use the corporate typeface of Adobe Clean or Minion Pro for text in addition to the logo.

- Consider using a preferred vendor—they have the correct artwork and are familiar with our guidelines.

  1. BrandVia - *www.brandvia.com*
     Contact: Doug Kahl - *doug.kahl@brandvia.com*

  2. Jack Nadel - *www.nadel.com*
     Contact: Catherine Harkins-Smith - *catherine.smith@nadel.com*

  3. Barrington Gifts - *www.barringtongifts.com*
     Contact: Wes Boyd - *wboyd@barrington-ltd.com*

- Provide these guidelines to your vendors.

And always send your design to *brandapproval@adobe.com* for review before going into production.

Usage examples
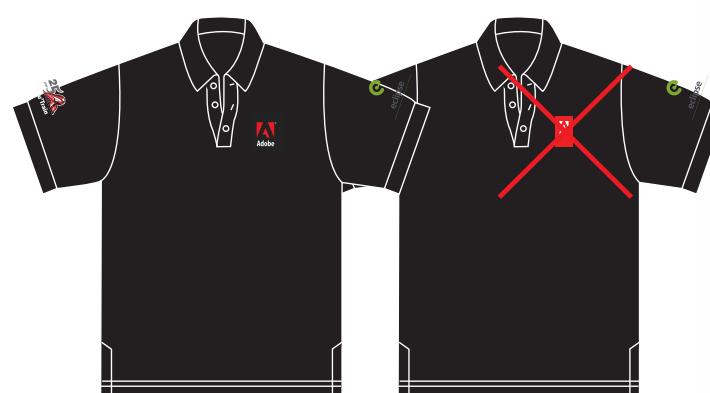
Novelty items may use either version of the logo on a case by case basis. Since there is usually not more than one logo on an item, the primary question is "Is there an edge from which the staged logo tag could hang?"

Here are some examples showing both the staged and standard logos (more on the next page).

Caps
#1 and 2 show the standard logo used if it's the main image on the face of the hat—reversed version on dark background; standard on light. #3 shows how the staged logo tag may be used when it can "hang" from the bottom edge of the back or side of the hat. #4 is an incorrect use of the staged logo since there is no edge there.

Clothing
As clothing does not have an edge from which the staged logo tag could hang, it should use the standard logo.

If using more than one type of imagery, ensure product names, mnemonics and the corporate logo have adequate clear space or keep them separate from each other.

Coffee cups
Coffee cups can use either the staged logo tag or the standard logo. If using the staged logo tag, be sure it's hanging from the top edge not centered on the mug as in the third example.
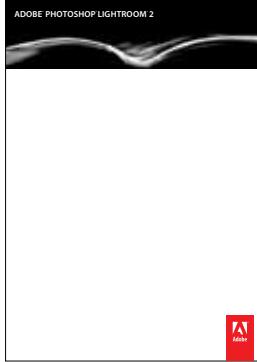
Golfballs
Golfballs and similiar items should use the standard logo as there is no edge from which to hang the staged logo tag.
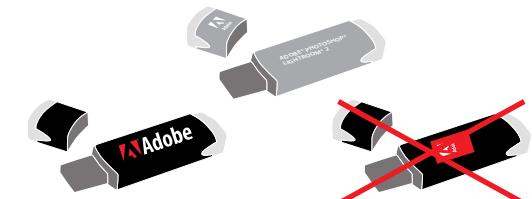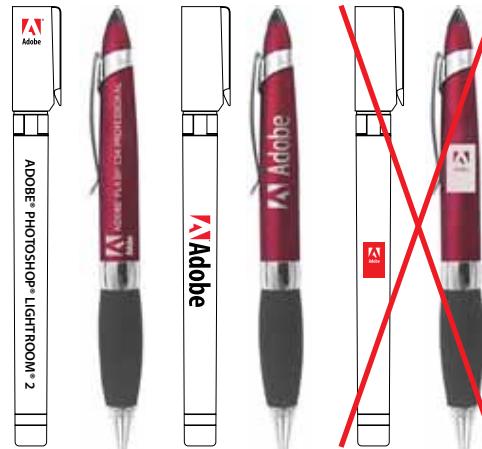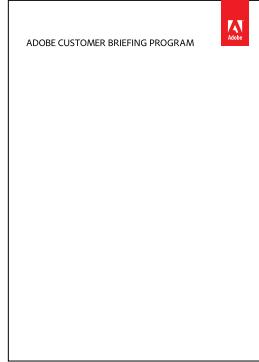
Bags
Similar to clothing, bags are recommended to use the standard logo. Even if there is an edge, manufacturing usually prevents a clean production at the edge so avoid the staged logo tag.

Usage examples, cont.

Notepads
Notepads are a perfect use for the staged logo tag. It can hang from the top or bottom edge as appropriate for the layout.

Small items
Small items such as pens and jump drives should use either the standard logo or the standard logo set horizontally for maximum legibility. The logo and/or logotypes may be etched into metal objects like pens.

As these items do not have a good "edge" from which the staged logo tag could hang and because scale would cause it to be illegible, it should not be used.

Tone-on-tone
The standard logo, as well as product logotypes, may be recolored to created a tone-on-tone effect on giveaways.

The staged logo tag should NEVER be recolored, so should not be used when a tone-on-tone effect is desired, even if there is an edge from which it could hang.

Innapropriate items
Do not select items such as alcohol, stress balls, bricks, etc that do not align with the company image.

Other Fonts
Do not alter the logo or logotypes into other fonts. use the approved corporate logo or logotypes.

Code names and team names on branded merchandise

It is not recommended that code names be placed on branded merchandise. Code names are not cleared by legal, so should a conflict arise, any merchandise carrying the brand would need to be scrapped.

Should you place your team name or it becomes necessary to place a code name on branded merchandise, please follow these guidelines:

- Always use "Project" before your code name on the item (ie Project Radiate).

- Refrain from creating your own imagery or mnemonic for your team or code name. If your code name has a beta mnemonic created by XD, it may be used.

- Use Adobe fonts, but do not replicate our logotype style.

- The Adobe logo may be used, but ensure there is adequate clear space between the logo and your team or code name or that they are placed in separate areas on the item. For example:

Corporate templates

Collateral templates

Collateral templates can be found on the Marketing Hub, under Templates > Collateral.

Each InDesign template has a layer showing the guidelines for that specific template.

There are a selection of templates, but only the Datasheet template is shown as an example - shown with and without the guidelines layer.

Left template (without guidelines):

Adobe Flash Builder 4 Datasheet

Adobe® Flash® Builder™ 4
Develop cross-platform rich Internet applications

Adobe® Flash® Builder™ 4 software is a professional-grade development tool for rapidly building cross-platform rich Internet applications (RIAs) and content using the open source Flex™ framework, including support for intelligent coding, debugging, and visual design. It features powerful testing tools that speed up development and lead to higher performing applications.

Improve productivity—Adobe Flash Builder 4 helps you accelerate development and testing of expressive web applications using powerful developer tooling. A powerful Eclipse™ based IDE includes editors for MXML, ActionScript™, and CSS, as well as syntax coloring, statement completion, code collapse, interactive step-through debugging, and automatic generation of common code. You can quickly navigate through code or restructure it by renaming all references to a class, method, or variable. In addition, you use Flash Builder 4 to create applications for the Adobe AIR runtime, including all the tools required to build, debug, package, and sign AIR applications.

Adobe Flash Builder 4 Standard Edition

Adobe Flash Builder 4 Premium Edition
Adobe Flash Builder 4 Premium Edition adds professional testing tools, including profilers, network monitoring, an automated testing framework, integration with Flex unit testing, and command line build support, plus includes Adobe ColdFusion® Builder™ and Aptana Studio Pro™ software.

Integrate with existing infrastructure—Flash Builder 4 lets you integrate with servers and services in your existing infrastructure, including those based on Java™, PHP, Adobe ColdFusion®, REST, and SOAP. You can import design assets created using Adobe Flash Professional, Illustrator®, Photoshop®, or Fireworks® software, or import a complete application user interface created using the Adobe Flash Catalyst™ interaction design tool. A rich, built-in library of data access services makes it easy to invoke web services or request XML or other data via HTTP.

Deliver more expressive apps—With Flash Builder 4, you can create intuitive, engaging applications that deliver more compelling experiences. A rich library of built-in components lets you visually design and preview user interface layout, appearance, and behavior. You can extend the built-in Flex framework components or create new ones as needed. By simply dragging and dropping a chart type and linking it to a data source using the Flex Charting library, you can create data dashboards and interactive data analysis. It's easy to customize the appearance of an application using CSS and graphical property editors. You can also import Flex Projects (FXPs) created using Adobe Flash Catalyst, saving time and improving the quality of the user experience.

Right template (with guidelines):

Label
Full product name and label. Mandatory.
Adobe Flash Builder 4 Datasheet

Objective: Created for point products and suites; offers in-depth info. Explains 3-4 main product benefits (long theme descriptions based on messaging pillars), lists several key features, and shows sample artwork, screenshots, or a workflow diagram of the product in action. Word count/length: 1,000–1,100 words; 2 pages. Buying cycle phase: Consideration

Image
This image represents the product in whatever form it ships. If the product is a download, then the alternative is to use the product ID instead of a boxshot. If there's no ID, then pull the image.

If your product is a program, then use the program overview template instead.

Adobe® Flash® Builder™ 4
Develop cross-platform rich Internet applications ——— Tagline

Product name
For suites, the flavor (e.g., "Design Premium") should appear on the second line.

Introduction
Describe the product's main function and promote the key messages in a short, succinct paragraph that conveys confidence and energy. The Adobe voice is honest, visionary, smart, and caring. Strive for copy that sparks an emotional connection with the Adobe brand. See the Editorial Voice section of the Corporate Brand Guidelines for more information. 25–45 words; not to exceed 5 lines in layout. Mandatory.

Key message head
An imperative phrase that describes a distinct benefit the customer can experience from using the product. 3–7 words. Mandatory.

Key message paragraph
One bold paragraph that describes each key message and presents a few key features as proof. 70–150 words. Mandatory. Begin each paragraph with an imperative statement. 3–5 key messages per document. These can be based off of the long key theme descriptions in the core content document. Word count for each should decrease as key messages increase. Ideal total word count for this section is 350, including heads.

Sidebar
For complementary and/or related product information that is not already mentioned in the main copy. For Creative Suite point products, use this space to promote the benefits of the suite and list all products in the suite. Do not use the sidebar to summarize or repeat content already covered in the main body of the datasheet. Do not include credibility information, such as customer quotes or accolades. 50–100 words.

E-mail signature

The corporate e-mail signature and set up instructions, can be found on the Marketing Hub, under Templates > E-mail Signatures.

Aside from editing the contact information, do not alter the layout in any way, including adding/changing colors, changing the font, etc.

Primary e-mail signature - Windows

Firstname Lastname	000.000.0000 (tel)	Office address
Title	000.000.0000 (cell)	City, state/province, postal, country
Adobe (or BU/dept/etc)	username@adobe.com	www.adobe.com

Primary e-mail signature - Mac

Your Name
Your Title
Adobe
345 Park Avenue, MS XXX-XXX
San Jose, CA 95110-2704 USA
XXX.XXX.XXXX (tel), XXX.XXX.XXXX (cell)
XXXXXXXX@adobe.com

Optional one-line signature for replies/forwards

FirstName LastName | YourTitle | Adobe | p. 408.XXX.XXXX | c. 408.XXX.XXXX | yourname@adobe.com

Presentation templates

The corporate presentation templates can be found on the Marketing Hub, under Templates > Presentation Templates.
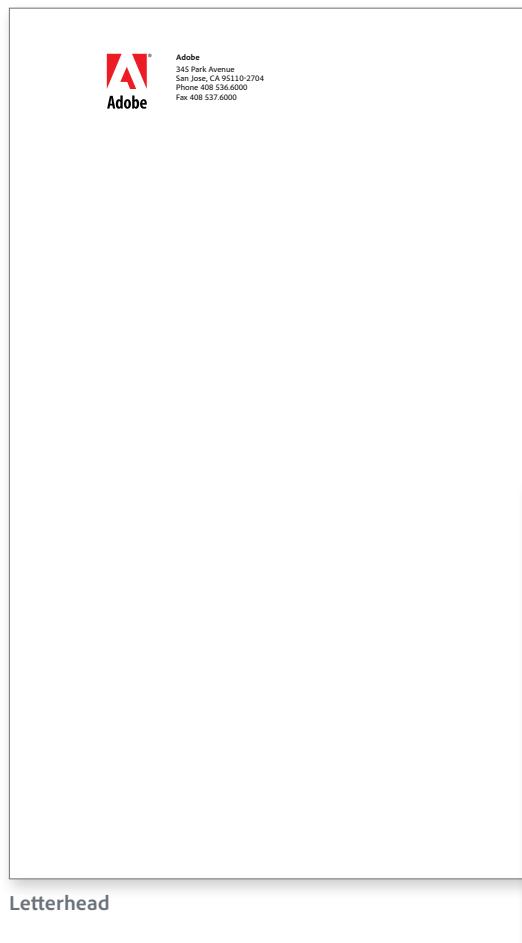
The template is available in both standard and widescreen formats, and in both PowerPoint and Keynote.

Adobe Title
Speaker Name | Title

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.

Title slide

Standard White Background Bullet Slide

- Level 1 Bullet
  - Level 2 Bullet
    - Level 3 Bullet

© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential.   2

Body slide (black and gray options also available)

Adobe

Closing slide
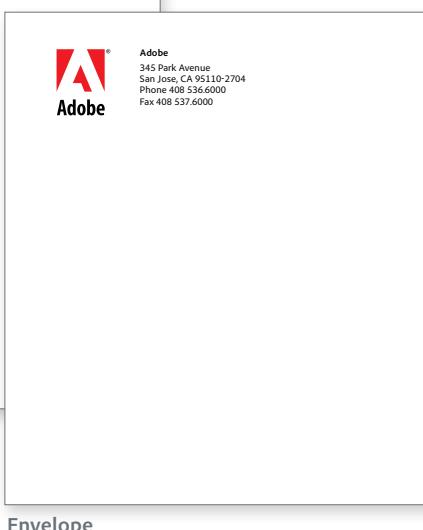
Stationery

Corporate stationery continues to use the standard Adobe logo as shown below.

Business cards use both the standard and red tag logos.
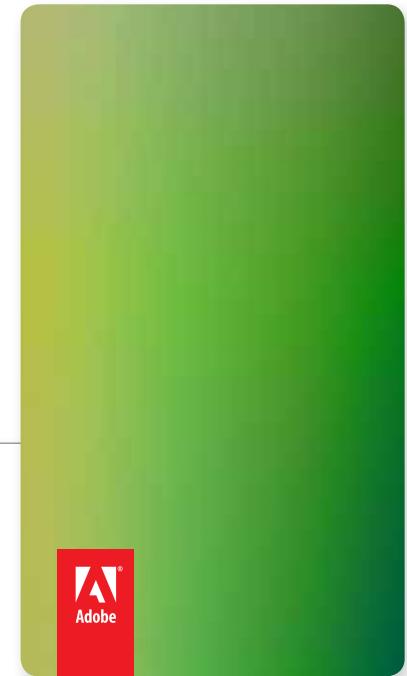
Letterhead

Business card (front/back)

Adobe
345 Park Avenue
San Jose, CA 95110-2704
Phone 408 536.6000
Fax 408 537.6000

EMPLOYEE NAME
Title (i.e. Senior Vice President)
Department (i.e. Marketing)

Adobe
345 Park Avenue
San Jose, CA 95110-2704
T 408 536 6000
F 408 537 6000
lorem@adobe.com

Adobe
345 Park Avenue
San Jose, CA 95110-2704
Phone 408 536.6000
Fax 408 537.6000

Envelope

Legal guidelines

Company name

When using the company name, please follow the guidelines below.

Primary use (for use in all building signage and marketing communications):

Adobe

Secondary (for all legal references):

Adobe Systems Incorporated

Incorrect:

Adobe Systems

Adobe Systems, Inc. (We are not legally an "Inc.")

Adobe Incorporated

Adobe® Systems Incorporated (The logo gets a registration mark, but the company name in text does not.)

When to add a trademark symbol to "Adobe"

The term "Adobe" is both a trademark and a trade name. When used to describe the company's software products or SaaS services, it is a trademark and must be used with the ® symbol; when used only to refer to Adobe Systems Incorporated, it is being used as a trade name and no bugging is necessary—do not use a ® symbol.

Examples where Adobe is a trademark—all products and services (Adobe carries a registration mark)

Adobe® software

Adobe® solutions

Adobe® products

Adobe® Photoshop®

Adobe® Minion®

Examples where Adobe is a trade name (no registration mark on Adobe)

Adobe logo

Adobe has partnered with . . .

Adobe e-store

Adobe brand

Adobe values

Adobe colors
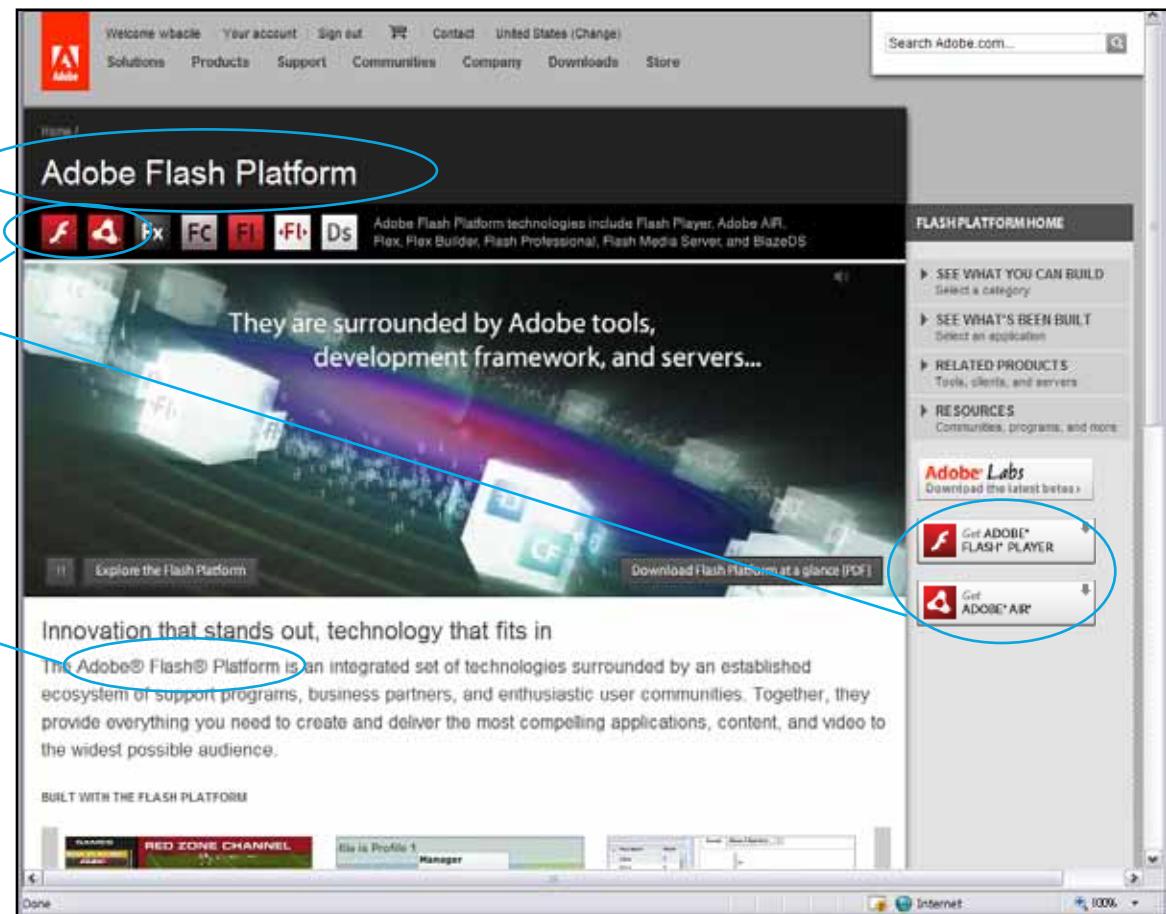
Adobe employees

Trademark symbols on the web

Trademark symbols must be used consistently on our website in order to protect our trademarks.

When do I use trademarks on web pages?

- They do not need to appear in the main title/heading of a page.

- They should be used in all logos, buttons, badges, signatures, applicable mnemonics, etc even if the trademark is already applied elsewhere on the page.

- They should appear in the first or most prominent mention (short of the title/heading) on EVERY web page. (This rule applies even if the page in question is only available by a link from a webpage that already shows the trademark symbol.)

- They should be used in anything that might be used separately from the page it is currently on - ie. web banners, FMA's, interactive pieces, etc.

Trademark symbols on the web, cont.

When do I use trademarks on web pages?

- They should be used to honor third-party legal attribution requirements.

Copyright notice & attribution statements

Please include a copyright notice and an attribution statement, which may appear in small, but still legible, print, when using any Adobe trademarks in any published materials.

The format for Adobe's copyright notice is as follows:

© [Year of Publication] Adobe Systems Incorporated. All rights reserved.

The format for the attribution statement should be:

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, Lightroom, and Photoshop 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 the copyright notice, at the end of a document or on the copyright page of a book or manual.

For more information on copyright notices and attribution statements, and for details regarding attribution of third-party trademarks, please visit the _Adobe Legal website._

Editorial voice

Overview

The editorial voice is honest, visionary, smart, and caring — editorial analogues to our brand personality attributes: genuine, innovative, exceptional, and involved. The editorial voice seeks to foster an emotional connection between customers and the Adobe brand. Therefore, it must contain life and compel a reaction.

We expect a certain level of intelligence from our audience, avoiding lowest-common-denominator communication. Visuals and type should not compete, but support each other. We are direct and confident, bold yet not boastful. In display type, the voice should speak peer to peer and focus on real-world value rather than technical features.

We speak conversationally. We express a passion for technology but an understanding that innovation is nothing without customer benefit. We have a strong voice that understands customer needs, leads changes, and commands trust. We revolutionize the way people communicate with ideas and information. We are revolutionaries.

Voice: Examples

Before

After

Voice: Examples, cont.

Before

After

# Voice: Examples, cont.

Before

After

Voice: Examples, cont.

Before

After

Voice: Examples, cont.

Before

After

Adobe.com and editorial differentiation

As our primary marketing communications vehicle, the Adobe website plays an oversized role in differentiating the Adobe brand from its competitors. Web copy similarly plays an oversized role in differentiation. Follow these guidelines in writing copy and using the Adobe voice on adobe.com.

Writing content that differentiates Adobe

Web content that differentiates the Adobe brand will appear primarily as headlines, subheads, product overview paragraphs, and to a lesser extent navigational elements such as buttons and calls to action. This is where the Adobe editorial voice is strongest and where we're most likely to spark an emotional connection with the brand.

Differentiation in content decreases relative to the depth (position) of the content in the site. For example, content on a product home page, the uppermost page in the product area, should clearly differentiate Adobe from its competitors through the brand voice. Feature descriptions, on the other hand, appearing at the deepest levels of the site, are objective, factual, and concise, and contain very little of the brand voice. At this level, the feature set differentiates Adobe (specifically, the product); the text itself does not.

For more information

All of the assets detailed in this document are available for download from the Marketing Hub.

All use of Adobe assets must be sent for approval to: *brandapproval@adobe.com*

For questions, please e-mail: *askbrand@adobe.com*