

Adobe Solution Partner Program

Program, editorial and brand guidelines for Adobe Solution Partners | 10 October 2019

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Introduction

The Adobe Solution Partner Program is a comprehensive business-to business program supporting companies that design and develop for, market, co-sell and implement Adobe Experience Cloud solutions. The program is designed to provide our community of System Integrators, IT Consultancies, Interactive Agencies and Technology Vendors the tools they need to develop innovative solutions and grow their business.

Our program is built for Experience, Innovation and Results – we look forward to delivering all of those advantages to you as we build a strong partnership together.

The Adobe Solution Partner badges have been created for your promotional use after being accepted into the Program, and for as long as you remain in good standing within the terms of your Adobe Solution Partner Program Agreement which solely governs this partner relationship.

Once you've been accepted into the Program, you can request the appropriate badge by emailing spphelp@adobe.com.

These guidelines have been created to give you an overview of the program, specifics about using your program badge, as well as other Adobe assets available to you. All of these elements are meant to be used within your own uniquely branded look and feel—one that is readily distinguishable from the Adobe look and feel.

All use of the partner badge or any Adobe assets must be sent for review before being deemed final. Please send a PDF or link to the website where you plan to use the badge to brand@adobe.com. Please allow for a 48-hour turnaround.

Avoiding confusion

Partners 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.

The assets shown in these guidelines are meant to be used within your own uniquely branded look and feel—one that is readily distinguishable from the Adobe look and feel.

When you use any Adobe asset, it should be just one element in your communication, secondary to your own brand. The partner badge is the insignia of your relationship with Adobe. Please use your partner badge, not the Adobe logo, to communicate our relationship to your customers and readers.

Please do not create any communication that attempts to look like, or might be understood as, a communication coming from Adobe.

Branding your offering

Please refer to Adobe's trademark usage guidelines on the company's official website:
<https://www.adobe.com/legal/permissions/trademarks.html>

NAMING YOUR OFFERING

You **may not include** 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.

If your offering operates with, or service is designed for an Adobe product, you **may refer to** the Adobe product name or trademark in the name of your product or service only to indicate compatibility. The Adobe product name should be used in full as outlined on pages 17-23, and shown in the examples below.

Incorrect: Adobe Product Name [Your Company/Product name]
Correct: [Your Company/Product name] **for** Adobe Product Name

Incorrect: [Your Company/Product name] Adobe Product Name
Correct: [Your Company/Product name] **with** Adobe Product Name

PRODUCT ICON, LOGO, OR IMAGERY

You **may not** use an Adobe 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.

Incorrect: Do not use the Adobe logo, in whole or in part, in your icon design.

Incorrect: Do not use Adobe product logos or trademarks, in whole or in part, in your icon design.

Incorrect: Do not use Adobe product logo abbreviations, i.e. AEM for Adobe Experience Manager.

Incorrect: Do not mimic the style of Adobe product logos.

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.

Incorrect: www.[Your Company name]andAdobeAEM.com

Correct: www.[Your Company name].com/YourOfferingName

Solution Partner Program levels

The Adobe Solution Partner Program has five levels of participation:



COMMUNITY PARTNERS—Community Partners are regional companies who fit the profile of an Adobe Solution Partner and who have expressed an interest in addressing customer needs with Adobe Experience Cloud solutions. Participation in the program as a Community partner requires the lowest level of commitment, and the qualification criteria are the least demanding.



BRONZE PARTNERS—Bronze partners are regional companies who fit the profile of an Adobe Solution Partner and who elect to participate in extended benefits offered by the Solution Partner Program.



SILVER PARTNERS—Silver partners are regional companies that have made a commitment to developing the skills required to design, develop, sell, and deploy solutions with confidence using Adobe Experience Cloud. They earn Silver level status based on a joint booking attainment, technical proficiency, and customer satisfaction. Silver partners make commitments to Adobe in exchange for Adobe's direct assistance developing their Adobe related practice areas.



GOLD PARTNERS—Gold Partners are regional companies that have earned the highest regional designation in a particular Adobe geographic area (GEO's). Gold partners develop Specialized Adobe practices in multiple Adobe Experience Cloud solutions.



PLATINUM PARTNERS—Platinum partners are companies or collections of related organizations with a significant presence in multiple Adobe geographic areas (GEOs). Platinum partners develop Specialized Adobe practices in multiple Adobe Experience Cloud solutions across multiple Adobe geographic areas (GEOs).

Annual program level review

There is no set expiration date for your participation in the Adobe Solution Partner Program.

However, on an annual basis, a review of your previous year's history will be done to determine if you have maintained your partnership level, or if the level should be adjusted.

If your organization's level is adjusted, you will receive your new level badge via email. You can also request the new badge from spphelp@adobe.com.

Old badges in email signatures, in online media, on business cards, etc. must be replaced within 60 days.

Solution Partner Specializations

Specialization is a key part of the Adobe Solution Partner Program and is a requirement for Partners at the Gold and Platinum levels. Specialization is optional for Silver, Bronze, and Community level partners. Specialized Partners enjoy enhanced program benefits and a market value proposition that will result in greater revenue and differentiation.

Specialized partners are certified by Adobe with proven references and skills on Adobe product implementation. For each Specialization, the partner must prove their knowledge and skills of the product area by certifying their consultants via rigorous exams and submitting proof of successful product implementations using customer references.

GLOBAL SPECIALIZATION

"Global Specialization" is attained by completing specialization in three of the four geos for that Adobe solution:

- Americas (North America and Latin America)
- Europe
- APAC
- Japan

Solution Partner badges

Do not alter the badges in any way or create your own badges - use only the artwork supplied by Adobe.

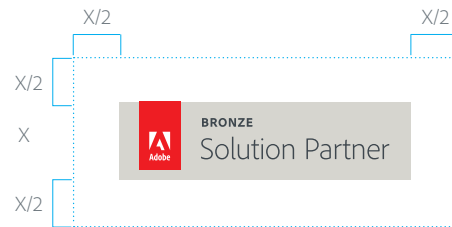
USING THE BADGE AS A LINK

Following the specifications below, you may use the Adobe Solution Partner badge on your website solely as an active link to the Adobe Enterprise Solutions page on Adobe's official website (adobe.com):

<http://solutionpartners.adobe.com/home/partnerFinder.html> (or a future substitute page) and not in any other linking manner.

CLEAR SPACE

Clear space between the badge and other objects must be no less than X/2 surrounding the badge.



MINIMUM SIZE

The minimum sizes shown below are recommended minimums, but always ensure your use retains legibility.

On screen:



In print:



DO'S

- Display the badge only in the form and colors specified in this guide.
- Always position the badge alone and apart from other text and graphics, especially other trademarks and service marks.

DON'TS

- Do not separate the elements of the badge to be used independently, including the corporate Adobe logo.
- Do not combine the badge with any other elements—such as logos, words, graphics, photos, slogans, or symbols that might seem to create a hybrid mark.
- Do not alter the badge or its elements in any way, including translation of the elements of the badge.
- Do not 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.
- Do not embed the badge within any main content or body text areas.

Note: This version of the badge is for Adobe use only to represent the program:



Specialization

Let the world know about your Specialized status.

TIPS FOR PROMOTING YOUR SPECIALIZATION

1. Publish your Specialization Badging.

You will be awarded specialization “stripes” that you can use on your website, business cards and digital and hard copy marketing assets. Review the following pages for usage guidance.

2. Promote your specialization on your social channels.

Tell customers what you’ve achieved! Make sure to tag the appropriate solution (@AdobeAnalytics, @AdobeExpMgr, @AdobeCampaign) in your messaging.

3. Update your Adobe Partner Finder profile to include your specialization.

Adobe Partner Finder will prioritize search result placement based on the number of Specializations a Partner has. Make sure you update your profile to reflect what you’ve achieved.

4. Utilize Specialization promotional slides.

Use the Specialization slides in sales presentations to highlight your qualifications.

5. Leverage Adobe Solution Partner social platforms.

Twitter: Use @AdobePartner when promoting Specialization. You can create your own hashtags, but feel free to use #AdobeCert, #SpecializedAdobe, #SpecializedAEM, #SpecializedAnalytics, #SpecializedCampaign as appropriate.

Specialization “stripes”

Because specializations are earned individually, we have created individual logotypes, or “stripes,” for each specialization that can be added below your Solution Partner badge.

The stripes and the badge must be used together, placing just one badge with up to six stripes, representing each specialization received. For example:



SPECIALIZED Adobe Experience Manager



SPECIALIZED Adobe Analytics
SPECIALIZED Adobe Experience Manager



SPECIALIZED Adobe Analytics
SPECIALIZED Adobe Campaign
SPECIALIZED Adobe Experience Manager

Global Specialized versions:



GLOBAL SPECIALIZED Adobe Analytics
GLOBAL SPECIALIZED Adobe Campaign
GLOBAL SPECIALIZED Adobe Experience Manager

International English, “Specialised” versions:



SPECIALISED Adobe Analytics
SPECIALISED Adobe Campaign
SPECIALISED Adobe Experience Manager



GLOBAL SPECIALISED Adobe Analytics
GLOBAL SPECIALISED Adobe Campaign
GLOBAL SPECIALISED Adobe Experience Manager

Please note:

Specialization is achieved in four geographies (Americas, Europe, APAC, and Japan) and the specialization stripes should only be used in relevant context. For example, if you have a website for North America and a website for EMEA, but you’re only specialized in EMEA, you should only use the Specialization stripe on the EMEA website.

Specialization “stripes”—Specs for use

Adobe will provide you with a template so you can easily add your specialization logotypes to your Solution Partner badge.

Always customize your badge using the files provided by Adobe at their original size. Once you’ve got everything set to the template, you can group and scale up or down as necessary.



Keep in mind:







- As you get multiple specializations, list them in alphabetical order.
- The scale of each specialization logotype should remain the same as shown here.
- Don't recolor the specializations.
- Don't alter the tracking of the specializations to make them the width of the badge.
- International English versions of the logotype using "Specialised" are also available as shown on page 11.

Email signatures

When referring to the Adobe Solution Partner Program in your e-mail, it must be used in relation to a company, not an individual.

Correct:	Jane Doe Title Company XYZ Adobe Solution Partner, Bronze	Jane Doe Title Company XYZ Adobe Bronze Solution Partner
Incorrect:	Jane Doe Adobe Solution Partner, Bronze	Jane Doe Adobe Bronze Solution Partner

If your e-mail application allows graphics, the Adobe Solution Partner badge and Specialization strips may be used. It should be secondary to your own brand, and positioned below the company name, not the personal name of the sender.

Correct:	Jane Doe Title Company XYZ 	Jane Doe Title Company XYZ  
Incorrect:	Jane Doe 	Jane Doe  

Editorial references

WITHOUT SPECIALIZATION

Please use the Adobe Solution Partner program name in full in its first editorial reference. After that, you may shorten it to Solution Partner (without “Adobe”) but do **not** abbreviate it in any other way (i.e. do not use ASP, SP, SPP, etc).

Correct: Company XYZ is an Adobe Solution Partner, Bronze

Correct: Company XYZ is an Adobe Solution Partner, Bronze level

Correct: Company XYZ, Adobe Solution Partner, Bronze

Correct: Company XYZ, Adobe Bronze Solution Partner

Incorrect: Company XYZ is an Adobe Solution Partner
[You must designate the level.]

Incorrect: Jane Doe is an Adobe Solution Partner
[The program is in relation to the company, not individual.]

WITH SPECIALIZATION

When referencing Specialization in editorial content, please note:

1. The “S” in Specialized should always be capitalized.
2. You should always specify the geography where you are Specialized.
3. The term “Specialized” should be used in reference to the Adobe Solution.

Correct: Company XYZ is an Adobe Solution Partner at the Bronze level.
Specialized in Adobe Experience Manager for Japan, we offer...

Incorrect: Company XYZ is an Adobe Specialized Partner
[The program is still “Solution Partner.”]

Incorrect: Jane Doe is Specialized in Adobe Experience Manager.
[The Specialization is in relation to the company, not individual and the geography should be specified.]

Product names & attribution statements

Product overview



Adobe Experience Cloud

Leveraging deep customer intelligence, Adobe Experience Cloud gives you everything you need to deliver a well-designed, personal and consistent experience that delights your customers every time you interact with them. Built on the Adobe Experience Platform, leveraging Adobe Sensei machine learning and artificial intelligence, Adobe Experience Cloud gives you access to the world's most comprehensive suite of solutions across three clouds – Adobe Analytics Cloud, Adobe Marketing Cloud, and Adobe Advertising Cloud. And because it's from Adobe, it's integrated with Adobe Creative Cloud and Document Cloud so that the design of a great experience is inextricably linked to its delivery.



Adobe Marketing Cloud

Integrated set of world-class solutions that empower marketers to craft experiences that differentiate the brand, personally connect with customers, and proactively engage them in the moments that matter.



Adobe Analytics Cloud

Customer intelligence engine that powers businesses by enabling them to move from insights to action in real time by uniquely integrating audience data across all Adobe clouds.



Adobe Advertising Cloud

First independent, cross-channel advertising platform. Simplifies the management and delivery of brand and performance campaigns in display, video, native, social, search and TV across any screen in any format.



Adobe Commerce Cloud

Adobe Commerce Cloud combines Magento Commerce with Adobe Experience Cloud providing an end-to-end platform to manage, personalize, and optimize the commerce experience across every touch point



Adobe Experience Manager

Adobe Experience Manager is a solution that optimizes the authoring, management and delivery of digital media and content across owned channels, including Web, mobile, email, print and social communities, to build brand and drive demand.



Adobe Target

Adobe Target dynamically determines and delivers the right personalized experiences across all digital properties in order to significantly drive higher conversion rates.



Marketo Engage

Marketo Engage is a B2B marketing solution for lead management and account-based marketing that transforms customer experiences across every stage of complex buying journeys.



Adobe Campaign

Adobe Campaign helps marketers design, orchestrate, execute and measure personalized communications across all online and offline channels including web sites, email, direct mail and emerging channels like mobile applications.



Adobe Analytics

Adobe Analytics helps marketers tell the story of what's happening in their business through data by leveraging high-performance, real-time analytics across online and offline marketing channels.



Adobe Audience Manager

Adobe Audience Manager is a data management platform that helps you build unique audience profiles so you can identify your most valuable segments and use them across any digital channel.

DSP

Adobe Advertising Cloud DSP is a platform for planning, buying, measuring and optimizing cross-channel digital advertising.

Search

Adobe Advertising Cloud Search is a platform for planning, buying, measuring and optimizing search advertising.

TV

Adobe Advertising Cloud TV is software that enables automation and data-driven TV planning, buying and measurement.

Creative

Adobe Advertising Cloud Creative is a platform for managing, versioning, sequencing and optimizing advertising creative.



Magento Commerce

Magento Commerce is a flexible, scalable commerce solution with integrated tools for managing, measuring and optimizing every aspect of the commerce experience.

Names & attribution: Adobe Experience Cloud

Attribute cloud logos as listed below; see page 29 for details.

1ST & MOST PROMINENT USE	SECONDARY USES	INCORRECT	ATTRIBUTION	NOTES
Adobe Experience Cloud	Adobe Experience Cloud Experience Cloud	Experience Cloud from Adobe Adobe's Experience Cloud AEC	Adobe	Do not abbreviate to "AEC." Do not attribute the product name "Adobe Experience Cloud" in legal lines. If used, attribute the logo in legal lines as "the Adobe Experience Cloud logo."
Adobe Marketing Cloud	Adobe Marketing Cloud Marketing Cloud	Marketing Cloud from Adobe Adobe's Marketing Cloud AMC	Adobe	Do not abbreviate to "AMC." Do not attribute the product name "Adobe Marketing Cloud" in legal lines. If used, attribute the logo in legal lines as "the Adobe Marketing Cloud logo."
Adobe Analytics Cloud	Adobe Analytics Cloud Analytics Cloud	Analytics Cloud from Adobe Adobe's Analytics Cloud AAC	Adobe	Do not abbreviate to "AAC." Do not attribute the product name "Adobe Analytics Cloud" in legal lines. If used, attribute the logo in legal lines as "the Adobe Analytics Cloud logo."
Adobe Advertising Cloud	Adobe Advertising Cloud Advertising Cloud	Adobe Ad Cloud OR Ad Cloud* Advertising Cloud from Adobe Adobe's Advertising Cloud AAC	Adobe	Do not abbreviate to "AAC." Do not shorten to "Adobe Ad Cloud" or "Ad Cloud." Do not attribute the product name "Adobe Advertising Cloud" in legal lines. If used, attribute the logo in legal lines as "the Adobe Advertising Cloud logo."
Adobe Commerce Cloud	Adobe Commerce Cloud Commerce Cloud	Commerce Cloud from Adobe Adobe's Commerce Cloud ACC	Adobe	Do not abbreviate to "ACC." Do not use "Magento Commerce Cloud." Do not attribute the product name "Adobe Commerce Cloud" or logo in legal lines.

USING "THE"

As a rule, do **not** use "the" preceding the product names above.

Use "the" only when you follow the product name with a generic term (i.e. solutions)

and it sounds better in context, see examples below.

Do this: Adobe Experience Cloud provides...

Not this: **The** Adobe Experience Cloud provides...

Do this: Adobe Marketing Cloud solutions enable...

Not this: **The** Adobe Marketing Cloud solutions enable...

Do this: **The** two Adobe Analytics Cloud solutions...

DON'T USE ABBREVIATIONS

USE	NOT	USE	NOT
Adobe Experience Cloud	AEC	Adobe Analytics	AA
Adobe Marketing Cloud	AMC	Adobe Audience Manager	AAM
Adobe Analytics Cloud	AAC	Adobe Campaign	AC
Adobe Advertising Cloud	AAC	Adobe Experience Manager	AEM
Adobe Commerce Cloud	ACC	Adobe Target	AT
		Magento Commerce	MC
		Marketo Engage	ME

Names & attribution: Adobe Marketing Cloud

Include “the Adobe Marketing Cloud logo” in the attribution statement when using the Adobe Marketing Cloud logo.

1ST & MOST PROMINENT USE	SECONDARY USES	INCORRECT	ATTRIBUTION	NOTES
Adobe Marketing Cloud	Adobe Marketing Cloud Marketing Cloud	Marketing Cloud Marketing Cloud from Adobe Adobe's Marketing Cloud AMC	Adobe	Do not abbreviate to "AMC." Do not attribute the product name "Adobe Marketing Cloud" in legal lines. If used, attribute the logo in legal lines as "the Adobe Marketing Cloud logo."
SOLUTIONS				
Adobe Campaign	Adobe Campaign Campaign	AC	Adobe	Do not abbreviate to "AC." Do not append version (Classic/Standard) in primary mentions of Adobe Campaign.
Adobe Experience Manager	Adobe Experience Manager Experience Manager	AEM	Adobe	Do not abbreviate to "AEM."
Adobe Target	Adobe Target Target	AT	Adobe	Do not abbreviate to "AT."
Marketo Engage	Marketo Engage	ME	Adobe	Do not abbreviate to "ME."

CAPABILITIES

Adobe Campaign
Campaign Management
Visual Cross-channel Orchestration
Integrated Customer Profile
Personalized Targeting
Centralized Offer Management
Real-time Interaction Management
Cross-channel Execution
Operational Reporting
Marketing Campaign Management

Adobe Experience Manager
Sites
Assets
Mobile
Forms
Communities
Screens

Adobe Target
AB Testing
Multivariate Testing
Rules Based Targeting
Geotargeting
Recommendations
Automated Personalization

Marketo Engage
Lead Nurturing & Management
Account-Based Marketing
Personalization
Cross-Channel Engagement
Integrated Sales Applications
Marketing Measurement & Attribution

Names & attribution: Adobe Analytics Cloud

Include “the Adobe Analytics Cloud logo” in the attribution statement when using the Adobe Analytics Cloud logo.

1ST & MOST PROMINENT USE	SECONDARY USES	INCORRECT	ATTRIBUTION	NOTES
Adobe Analytics Cloud	Adobe Analytics Cloud Analytics Cloud	Analytics Cloud from Adobe Adobe's Analytics Cloud AAC	Adobe	Do not abbreviate to "AAC." Do not attribute the product name "Adobe Analytics Cloud" in legal lines. If used, attribute the logo in legal lines as "the Adobe Analytics Cloud logo."
SOLUTIONS				
Adobe Analytics	Adobe Analytics Analytics	AA	Adobe	Do not abbreviate to "AA."
Adobe Audience Manager	Adobe Audience Manager Audience Manager	AAM	Adobe	Do not abbreviate to "AAM." Audience Manager is two words.

CAPABILITIES

Adobe Analytics
Analysis Workspace
Marketing Reports and Analytics
Ad Hoc Analysis
Data Workbench
Data Connectors
Data Warehouse
Tag Management
Report Builder (for Excel)
Federated Analytics

Adobe Audience Manager
Identity Management
Audience Activation
Cross-device Measurement
Audience Marketplace
Audience Optimization

Names & attribution: Adobe Advertising Cloud

Include "the Adobe Advertising Cloud logo" in the attribution statement when using the Adobe Advertising Cloud logo.

Note: Adobe Media Optimizer is retired as of March 2018.

1ST & MOST PROMINENT USE	SECONDARY USES	INCORRECT	ATTRIBUTION	NOTES
Adobe Advertising Cloud	Adobe Advertising Cloud Advertising Cloud	Adobe Ad Cloud* Ad Cloud* Advertising Cloud from Adobe Adobe's Advertising Cloud Adobe Advertising AAC	Adobe	Do not abbreviate to "AAC." Do not shorten to "Adobe Ad Cloud" or "Ad Cloud." Do not attribute the product name "Adobe Advertising Cloud" in legal lines. If used, attribute the logo in legal lines as "the Adobe Advertising Cloud logo."
SOLUTIONS				
Adobe Advertising Cloud DSP	Adobe Advertising Cloud DSP Advertising Cloud DSP DSP	Adobe Advertising DSP Ad Cloud DSP Adobe DSP	Adobe	Do not shorten to "Adobe Advertising DSP" or "Adobe DSP."
Adobe Advertising Cloud Search	Adobe Advertising Cloud Search Advertising Cloud Search Search	Adobe Advertising Search Ad Cloud Search Adobe Search	Adobe	Do not shorten to "Adobe Advertising Search" or "Adobe Search."
Adobe Advertising Cloud TV	Adobe Advertising Cloud TV Advertising Cloud TV TV	Adobe Advertising TV Ad Cloud TV Adobe TV	Adobe	Do not shorten to "Adobe Advertising TV" or "Adobe TV."
Adobe Advertising Cloud Creative	Adobe Advertising Cloud Creative Advertising Cloud Creative Creative	Advertising Cloud Creative Ad Cloud Creative Adobe Creative Ad Creative	Adobe	Do not shorten to "Adobe Advertising Creative" or "Adobe Creative."

CAPABILITIES

DSP

Display
Video
Social
Native
TV

Search

Algorithmic optimization
Integrated Data & Insights
Centralized Audience Activation

TV

Premium Inventory Access
Viewership Data Access
Brand lift measurement
Online and offline metrics

Creative

Integrated asset management
Creative storyboarding
Full Funnel Personalization
Dynamic Content Optimization

Names & attribution: Adobe Commerce Cloud

1ST & MOST PROMINENT USE	SECONDARY USES	INCORRECT	ATTRIBUTION	NOTES
Adobe Commerce Cloud	Adobe Commerce Cloud Commerce Cloud	Commerce Cloud from Adobe Adobe's Commerce Cloud Adobe Magento Commerce Cloud Magento Commerce Cloud ACC	Adobe	Do not abbreviate to "ACC." Do not use "Magento Commerce Cloud." When connecting to the product brand, use the phrase: "built on Magento Commerce." Do not attribute the product name "Adobe Commerce Cloud" or logo in legal lines.
PRODUCTS				
Magento Commerce	Magento Commerce	Adobe Commerce Adobe Magento Commerce Adobe's Magento Commerce Adobe Magento Commerce Cloud Magento Commerce Cloud MC	Adobe	Do not abbreviate to "MC."

CAPABILITIES

- Magento Commerce**
B2C & B2B commerce
Mobile commerce
Segmentation & personalization
Shipping & fulfillment
Inventory management
Order management
Business Intelligence

Using solution and capability names together

EXAMPLES OF HOW YOU MIGHT REFERENCE THE SOLUTIONS AND CAPABILITIES IN EDITORIAL COPY:

- The Adobe Experience Manager Communities capability is...
- Adobe Experience Manager Communities is...
- Adobe Experience Manager with its Communities capability is...
- The Communities capability in Adobe Experience Manger is...
- The Communities capability, part of Adobe Experience Manager, is...
- The Communities capability is...(only after using one of the examples above to tie the capability to the solution)
- Communities is...(only after using one of the examples above to tie the capability to the solution)

Names & attribution: Adobe Experience Platform

1ST & MOST PROMINENT USE	SECONDARY USES	INCORRECT	ATTRIBUTION	NOTES
Adobe Experience Platform	Adobe Experience Platform Experience Platform Platform	The Adobe Experience Platform AXP AEP Adobe XP Adobe Data Platform Adobe Content Platform Adobe Cloud Platform Adobe Experience Cloud Platform	Adobe	Description: Open and extensible platform designed for Customer Experience Management Guidance: <ul style="list-style-type: none">• Always spell the full name out in its entirety in first reference• Always use the brand in English – do not translate• Do not shorten to an acronym in any external facing communications – never use AXP, AEP, Adobe XP or any other abbreviation• Do not use Adobe Data Platform, Adobe Customer Data Platform, CDP, or Adobe Cloud Platform

USING “THE”

Do **not** use “the” preceding Adobe Experience Platform.

Use “the” only when you follow the product name with a generic term (i.e. solutions) **and** it sounds better in context, see examples below.

- Do this:

Adobe Experience Platform provides...
- Not this:

The Adobe Experience Platform provides...
- Do this:

Adobe Experience Platform features enable...
- Not this:

The Adobe Experience Platform features enable...
- Do this:

The two Adobe Experience Platform features...

USING ABBREVIATIONS

Do not use any abbreviations for Adobe Experience Platform in external communications.

USE	DON'T USE
Adobe Experience Platform	AEP AXP Adobe XP

Company name & legal lines

Each of the cloud logos should be attributed in legal lines. See page 29 for details.

The cloud names should not be attributed. See page 17 for details.

EVERYDAY NAME: GLOBALLY

Adobe

All everyday uses in marketing materials, sponsorships, trademark attribution, etc.

LEGAL ENTITIES

Only used when legally required for legal agreements, contracts, etc. 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 information page of a website.

GLOBAL TRADEMARK ATTRIBUTION STATEMENT

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 in the United States and/or other countries.”

EXAMPLE

Adobe, the Adobe logo, the Adobe Advertising Cloud logo, the Adobe Analytics Cloud logo, the Adobe Experience Cloud logo, and the Adobe Marketing Cloud logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

Adobe Trademarks

Protection of Adobe trademarks is a priority for the company, so we require that you provide an appropriate trademark attribution statement for Adobe trademarks.

The [Adobe Trademark Database](#) lists the proper form of each Adobe trademark to help you identify the Adobe trademarks for attribution. You should include only those Adobe trademarks indicated as a ™ or ® in the Database.

Typography

Adobe communications use Adobe Clean. **Adobe Clean is proprietary to Adobe and is for use in Adobe communications only.** It is not distributed for partner use or available for sale to the general public.

We encourage partners to use their own corporate typeface, even when communicating about Adobe products/solutions.

Alternatively, Helvetica is a great web-safe, go-to font for any screen size, and reflects the clean look and feel that is Adobe's stock-in-trade.

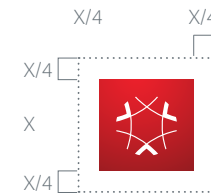
Product logos

Product logos may be used as the visual representation of Adobe Experience Cloud and the solutions.



USING THE LOGOS

Clear space



Use the logos with the logotype or product name in close proximity.

When used, attribute cloud logos as:

- the Adobe Experience Cloud logo
- the Adobe Marketing Cloud logo
- the Adobe Analytics Cloud logo
- the Adobe Advertising Cloud logo

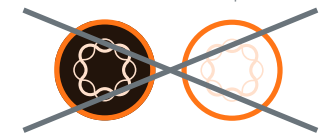
Minimum size



Use the logos on the square tile

Always use logos on the square tile unless there is a production reason to remove it.

Email brand for exceptions: brand@adobe.com.



Black and white printing

For black and white printing only, the icons can be used solid black, off tile.

When scaling logos in Illustrator

Ensure "Scale strokes & effects" is checked.

Capabilities & core services

Capabilities and core services don't have icons, unless a desktop icon is needed to distinguish between its product icon and the app.

Lockups & logotypes

LOCKUPS

Lockups (logotypes with the logo) are provided for Adobe Experience Cloud and each cloud and solution. These are preferred over the logotype and should be used whenever possible.



Adobe Experience Cloud



Adobe Experience Cloud

LOGOTYPES

Logotypes (without the logo) are provided for use when the logo is used elsewhere in the piece or isn't appropriate.

Adobe Experience Cloud

Identity

Cloud and solution imagery is not available for partner use.

If you feel you have a special requirement for it, please email brand@adobe.com.



Cloud and solution imagery is for Adobe use only.

The Adobe logo

Your partner badge should be the primary way you communicate your relationship with Adobe.

The standard Adobe logo may be used by third parties only under prior written license or authorization from Adobe.

Neither this document or the standard partner agreement grants you permission to use the Adobe logo. To obtain a license to use the Adobe logo, please contact your Adobe representative.

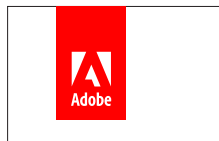
The Adobe logo is not a standard asset for partner use, but may be appropriate in certain instances, i.e. your company's partner web page showing the logos of all of your partners. Please contact your Adobe representative to request permission to use the logo. You may also email brand@adobe.com.

Once a license agreement is in place for use of the Adobe logo, we will provide you with the logo files and guidelines for use.

**Adobe licenses only
the Standard logo:**



**The Red Tag logo is reserved
for Adobe's use only:**



Using social media

Adobe partner social channels to follow

You can engage with Adobe and Adobe content on the following Partner-centric social channels:



@AdobePartner

<https://twitter.com/AdobePartner>



Adobe Partners group

<https://www.linkedin.com/groups/1161317>



Adobe Solution Partner page

<https://www.facebook.com/adobespp/>

If you have any thought leadership content or other appropriate content that you would like Adobe to consider promoting via one or more of these social channels, please submit your request to eric@adobe.com. Content most likely to be promoted will have a clear Adobe tie or angle.

Avoiding confusion in your social media accounts

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 follow the guidance on page 36 and 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 overlaps with another existing one or could cause any confusion that it's an official Adobe account.
- **Disclaimer:** Clearly state your relationship with Adobe in your profile/about section.

Example: Company XYZ is an official Adobe [partner type] partner. This account is managed by Company XYZ, not Adobe.

Example: Program XYZ and this account are managed by Company XYZ, not Adobe.

Using Adobe imagery

When choosing a profile or background image, please use your own look and feel to help communicate your brand. Here's how to use (or not) Adobe imagery in conjunction with your own brand identity.



PARTNER BADGE

We encourage you to use your partner badge as a way to communicate your official partnership with Adobe.



PRODUCT ICONS/MNEMONICS

For product focused accounts, product icons may be used as part of your background image, but please do not use them as your profile image.

They should not be altered in any way.



THE ADOBE LOGO

To help avoid any confusion, please do not use the Adobe logo.

PRODUCT IDENTITY, CAMPAIGN IMAGERY AND OTHER ARTWORK

No other Adobe imagery should be used, including product identity, campaign imagery or any other artwork that you may see on Adobe.com.



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 partners help 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 INVOLVED

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

- Disclose: Use your company or organization name and relationship with Adobe.
- 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.



DON'T

- Use vulgar, offensive, or sexually explicit language nor racial, religious or ethnic slurs.
- Defame or pick fights with people or competition.
- Share confidential or financial information.

Guidelines for editorial content & press releases

Editorial guidelines

- Refer to the company as “Adobe.” See page 26 for more.
- Do not include Adobe’s ticker symbol or logo in any materials unless approved by Adobe PR.
- Below is guidance on how to distinguish between Adobe Experience Cloud, Marketing Cloud, Analytics Cloud and Advertising Cloud:
 - **Adobe Marketing Cloud:** Use when referencing activities with Adobe Campaign, Adobe Experience Manager, Adobe Target, and Marketo Engage.
 - **Adobe Analytics Cloud:** Use when referencing activities with Adobe Analytics and Adobe Audience Manager.
 - **Adobe Advertising Cloud:** Use when referencing DSP, Search, TV, and Creative.
 - **Adobe Experience Cloud:** Use when describing two or more of the clouds above.
- Follow the approved product, solution, and capability naming guidance on pages 17-23 of this document. **Note that abbreviations such as “AEM” should not be used.**
- Avoid using words like partner, partnership or alliance (exceptions: partner award wins and inclusion of the official partner program name – Adobe Exchange partner program). Instead use words like integration, collaborate, delivers, extends or leverages.
- Avoid terms or phrases that refer to a unique or exclusive relationship with Adobe. Examples include:
 - XYZ is the #1 Adobe Experience Manager partner
 - XYZ is the highest revenue generator of any Adobe partner
 - Use of terms like exclusive, strategic, limited, elite, privileged, etc.
- Adobe will not approve language that endorses its use of your tools or services unless otherwise agreed upon.
- Remove unsubstantiated claims like best in class, best of breed, first to market, etc., as Adobe cannot verify these claims.

Adobe guidelines for third-party press releases

Adobe is proud to partner with innovative organizations around the world that share our commitment to helping joint customers achieve exceptional results. We are happy to work with our partners to support their success through external PR and marketing activities. **All external-facing promotional materials must be approved by Adobe.** The following are guidelines to assist in the development and approval of third-party PR content.

CONTACTS

- **Press releases:** Please send your press release to Veselina Buie ([vbui@adobe.com](mailto:vbuie@adobe.com)) or work with your designated marketing manager.
- **Social media:** Please contact Eric V. Anderson (eriander@adobe.com) for social media support requests.

PROCESS AND TIMELINE

- Send all press releases, videos, and blog posts to Veselina Buie (Adobe PR) at vbui@adobe.com and copy in your partner account manager. When you send the request, please indicate:
 - The proposed timing of your press release or announcement
 - Type of distribution (wire distribution, posted to a website/blog, media pitching)
 - Level of support you are requesting from Adobe such as press release review, interviews, quotes, etc.
- **Allow at least 10 business days for reviews.** During Adobe Summit, you need to submit all PR materials three weeks prior to the event start date. We'll do our best to turn reviews around as quickly as possible.
- Adobe reserves the right to decline proposals for press releases, videos, blog posts and other external marketing content.
- Quotes from Adobe will be evaluated on a case-by-case basis and are not guaranteed for all third-party press releases. If you would like to request a supporting quote from Adobe, provide a draft of the proposed quote, taking into account your desired branding and positioning for the release. Adobe will provide edits as needed to all drafted quotes and attribute to an appropriate spokesperson. Note that Adobe must review the quote in the context of the entire release before approving.

Adobe participation in third-party press releases

PARTNER-DRIVEN PRESS RELEASES

Most partner press releases fall in this category (if you have questions, reach out to Veselina Buie at [vbui@adobe.com](mailto:vbuie@adobe.com)). The press release must indicate the partner company is driving the announcement (i.e., position your company first in the headline, subhead and lead sentence; do not use statements like "Together the companies will achieve x,y,z", etc.). Partner-driven press releases may include:

- Partner announcing standardization on Adobe Experience Cloud or individual solution(s)
- Partner announcing a partner-led solution built on top of Adobe solution(s)
- Partner announcing investments (i.e., digital innovation center) in digital marketing
- Partner joining the Adobe Solution Partner Program or the Adobe Exchange Partner Program
- Partner shifting its status in the Adobe Solution Partner Program or the Adobe Exchange Partner Program
- Partner awards
- Customer case studies

JOINT PRESS RELEASES

Joint press releases and announcements are driven at the corporate level and are rare. These types of partnership announcements are backed by substantial investments and signed deals that are typically driven jointly at the CEO and or/top executive level. In these instances, please work closely with Adobe PR to align on joint messaging and external communications plans.

MEDIA INTERVIEWS

If you are planning to conduct media interviews on the announcement, please notify Veselina Buie at [vbui@adobe.com](mailto:vbuie@adobe.com). Adobe's participation in media interviews is not guaranteed, but will be evaluated on a case-by-case basis. If reporters ask questions that need to be answered by Adobe, please send them to Veselina.

Partner announcement matrix

ANNOUNCEMENT	PARTNERSHIP	FREQUENCY	OWNERS	POTENTIAL ADOBE ASSETS AND SERVICES	POTENTIAL ADOBE RESOURCES
Joint Press Release	Corporate-level partnerships backed by investments and signed deals	Rare	Driven jointly by CEOs and/or top executives	<ul style="list-style-type: none"> • Logo • Stock symbol • Quote from appropriately matched exec. • Boiler plate • Etc. 	Coordination and support from executives, public relations, analyst relations and social media teams
Partner-led Press Release	<ul style="list-style-type: none"> • Partner announcing standardization on Adobe Experience Cloud or individual solution(s) • Partner announcing a partner-led solution built on top of Adobe solution(s) • Partner announcing investments (i.e., digital innovation center) in digital marketing • Partner joining Adobe Solution Partner Program • Partner Awards • Customer successes • Partner involvement in an Adobe, partner or third-party event/keynote 	Common	Driven by Partner PR team with support from Adobe GMO/PR	<ul style="list-style-type: none"> • Possible Adobe quote Note: Adobe will determine appropriate spokesperson level for quote, pending partner and Adobe goals in alignment. • Social promotion via relevant Adobe social media channels, possible blog posts. 	<ul style="list-style-type: none"> • Coordination and support from public relations, analyst relations and social media teams. • Regional support where emphasis is needed. • Coordination and support from industry marketing (e.g., retail, FSI, etc.).
Partner-led (seeking Adobe approval)	General partner announcement mentioning Adobe (sent for Adobe courtesy review).	Common	Driven by Partner PR team	N/A	N/A

Adobe Summit announcements

IMPORTANT NOTE ON THE TIMING OF YOUR ADOBE SUMMIT RELEASE

Adobe Summit is a platform for Adobe to make major announcements. These announcements typically occur on the same day as the opening keynote (usually on a Wednesday). Therefore, we strongly suggest timing of your release be during the week before the opening keynote of Summit. This helps prevent your announcement from being lost or overshadowed on a crowded news day.

ADOBE SUMMIT TIMELINE FOR APPROVALS:

12-16 WEEKS OUT (NOVEMBER-DECEMBER)	8 WEEKS OUT (JANUARY-FEBRUARY)	4 WEEKS OUT (FEBRUARY-MARCH)	2 WEEKS OUT	1 WEEK OUT
Discuss goals/objectives <ul style="list-style-type: none">• Review potential news announcements with Adobe• Make initial plans for announcements• Review timing• Discuss social amplification	Align strategies <ul style="list-style-type: none">• Develop press release draft(s)• Generate draft quotes and route for approval(s), i.e., joint customers.• Identify media targets and outreach strategies/timing	Start approvals <ul style="list-style-type: none">• Finalize messaging and media outreach strategies• Route final press release for reviews	Sync and resources <ul style="list-style-type: none">• Adobe Summit press list available• Identify/finalize list of spokespersons for press/analyst reception• Set release date	Execute <ul style="list-style-type: none">• Alert social team(s)• Push live when appropriate

For more information

For more information you can contact spphelp@adobe.com.

EACH USE OF ADOBE ASSETS MUST BE SENT FOR BRAND REVIEW BEFORE BEING FINALIZED.

Please send a PDF or link to the website where you plan to use an Adobe asset to brand@adobe.com.

Please allow for a 48-hour turnaround.

Questions?

- **Adobe Solution Partner Program:** spphelp@adobe.com
- **Brand:** brand@adobe.com

The Adobe Solution Partner website is: <http://solutionpartners.adobe.com/>

