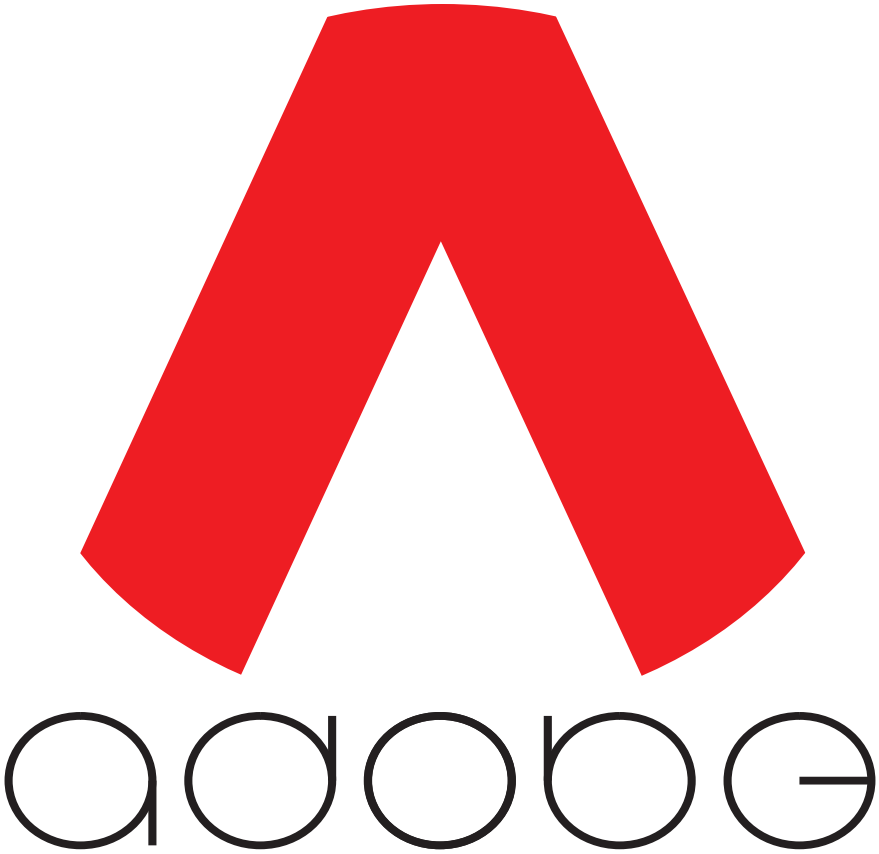

Corporate Style Guide
Updated April 2016

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The Adobe Corporate Logo is the most immediate representation of Adobe as a company.

There are three distinct versions of the Adobe Logo.

- **-The Standard Adobe Logo**
- **-The Adobe Red Tag Logo**
- **-The Adobe Branding Logo**

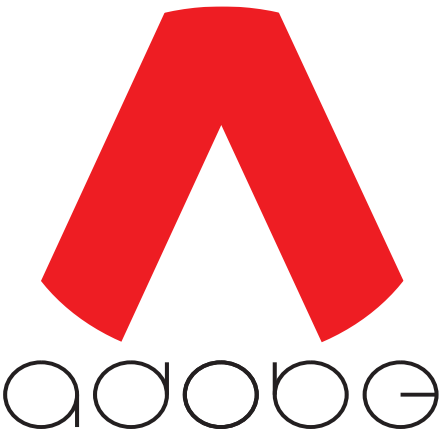
This corporate manual will serve as a guide to correctly using the Adobe Logo in approved forms.

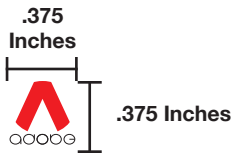
Throughout the process of updating the Adobe logo, hundered of concept logo's were created. Pictured in a light gray behind the final logo are the 8 logos that were used to create the final logo. It all started with the top logo, and slowly transformed througout the process into the final logo you see above the grayed out prototype logos.

The standard Adobe logo consists of tow main colors, black (CMYK: 0 0 0 100) and Adobe Red (CMYK: 0 100 100 0).

The logo is able to appear on any back ground, no matter the color or picture, as long as the visual integrity and legibility of the logo is not comprmised.

The logo should at all times be a minimum of .375” tall, and never any smaller.





The horizontal logo should only be used on small items such as pens, where the standard square logo would not be appropriate.

This is done so the logo can retain its legibility.

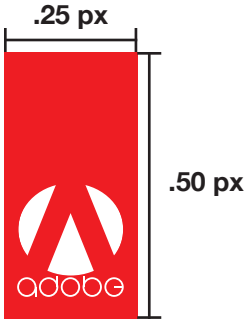
The Adobe red tag logo should occur only onece in a project, usually on the front cover while the standard Adobe logo would go on the back cover.

There are three sizes of the red tag logo; 50 pixels, .875”, and 72 pixels.

The Adobe red tag logo should always be placed in the top right hand corner, or the bottom left hand corner.

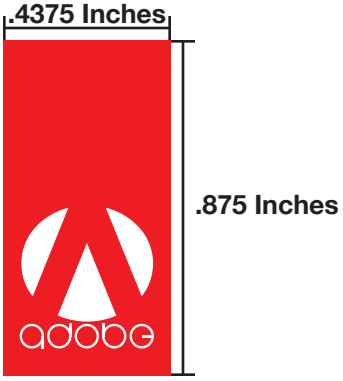
The 50 pixel red tag logo is to be used exclusively for email newsletters and web banners.

The dimensions for the 50 pixel red tag logo are 50 pixels high by 25 pixels wide.



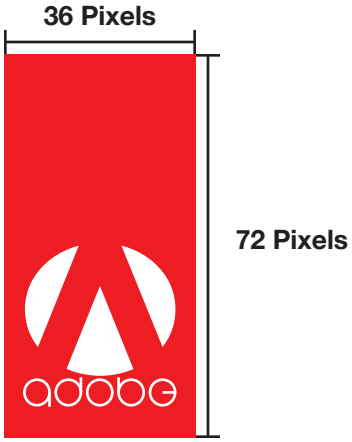
The .875 inch red tag logo is to be used exclusively for printed materials, such as research papers, postcards, Power Point presentations, booklets, etc.

The dimensions for the .875 inch red tag logo are .875 inches high by .4375 inches wide.



The 72 pixel red tag logo is to be used exclusively for web pages.

The dimensions for the 72 pixel red tag logo are .72 pixels high by .36 pixels wide.

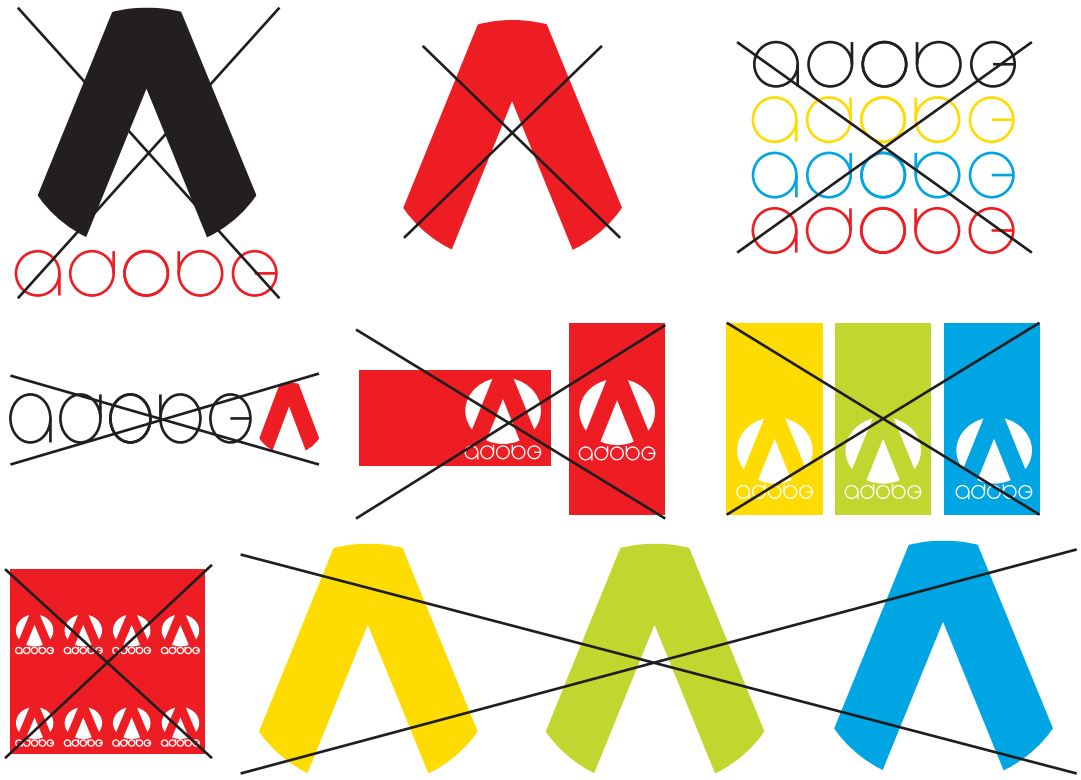


Is the project or communication coming directly from adobe? If not, then use the standard Adobe logo.

If it is coming from Adobe, determine whether or not this is the first and only instance of the logo throughout the project or communication, if it's not, use the standard Adobe logo.

If it is the only instance of the logo throughout the project, then you need to determine if there is an open corner in the top right or bottom left, in which the Adobe red tag logo could hang.

If there is an open corner to hang the Adobe red tag logo, use the Adobe red tag logo. Otherwise, use the standard Adobe logo.



1: Do not switch the colors of the standard font, use only the standard colors.
2: Do not use just the Adobe ‘A’ from the standard logo.
3: Do not use just the Adobe typeface from the standard logo, and do not change the color of the typeface.
4: Do not put Adobe A on the right side of the horizontal logo.
5: Do not change the dimensions of the red tag logo, and do not make it horizontal instead of vertical.
6: Do not change the color of the red tag logo.
7: Do not tile the red tag logo for any reason.
8: Do not change the color of the ‘A’ in the standard Adobe logo.

The Adobe logos consists of three main colors; Adobe Red, White, and Black.

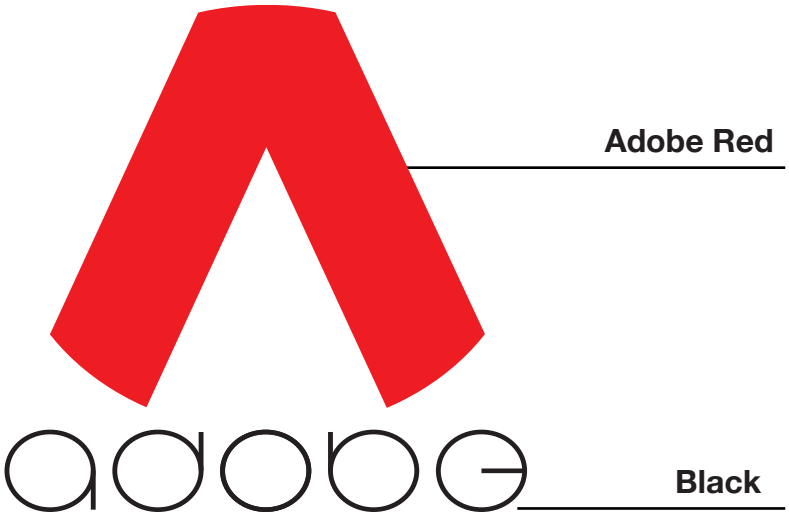
	C	M	Y	K
Adobe Red:	0	100	100	0
White:	0	0	0	0
Black:	0	0	0	100

Adobe Red White Black

The standard Adobe logo contains of two of the three colors mentioned on the Colors page; Adobe Red, and Black.

The Adobe 'A' that is part of the standard Adobe logo should always be Adobe Red, never any other color.

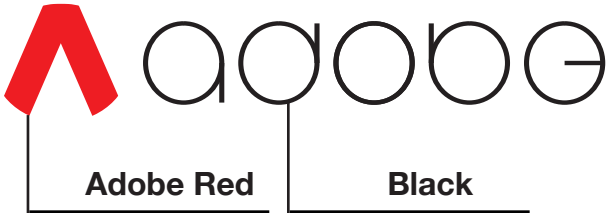
The Adobe typeface that is on the bottom of the sandard Adobe logo should always be black, and never any other color.



The standard Adobe horizontal logo also contains two of the three colors mentioned on the Colors page; Adobe Red, and Black.

The Adobe 'A' remains Adobe Red, just like it is in the standard Adobe Logo. It should never be any other color.

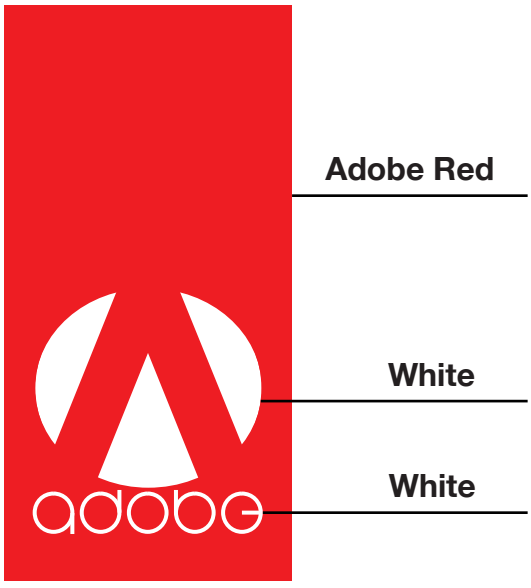
The Adobe typeface should also be Black, just like it is in the standard Adobe logo. It should never be any other color.



The Adobe red tag logo contains of two of the three colors mentioned on the Colors page; Adobe Red, and white.

The “tag” aspect of the logo should always be Adobe Red, never any other color.

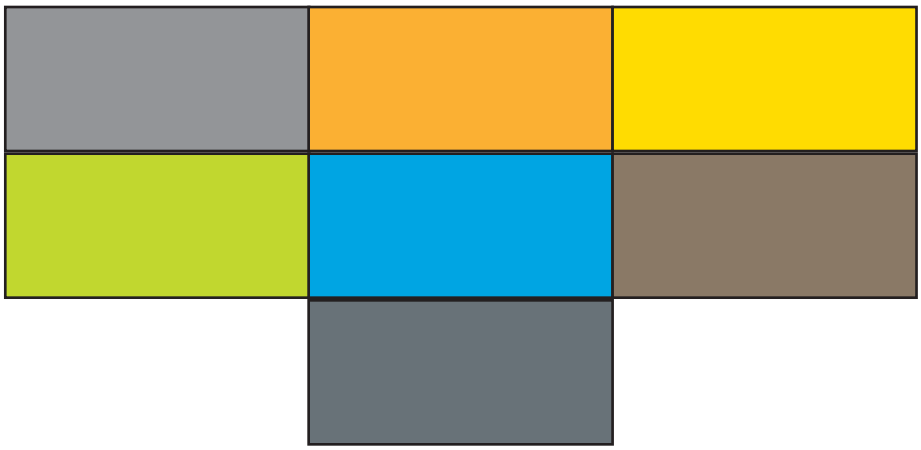
The Adobe logo within the tag should be white, and never any other color.

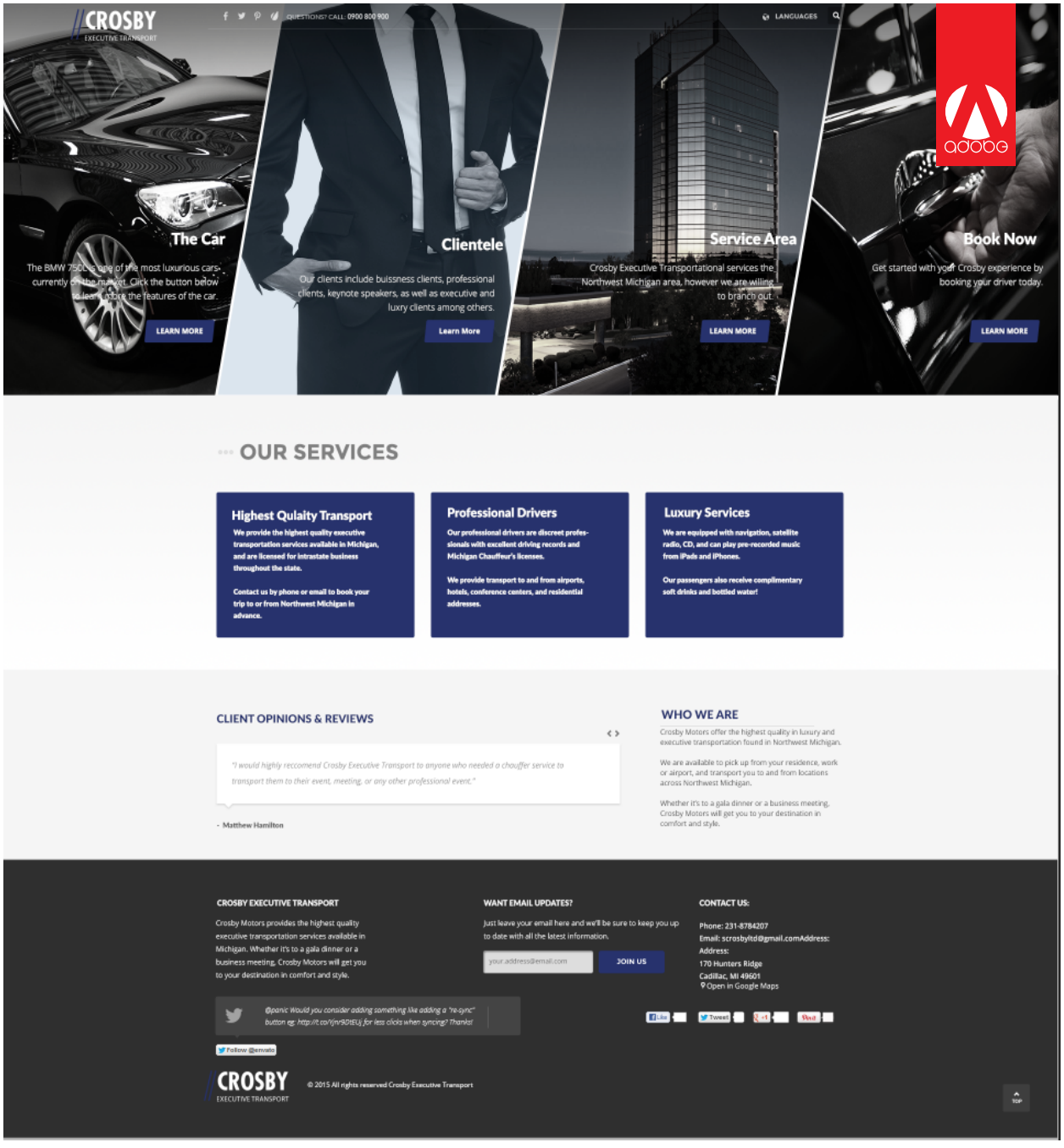


The Adobe logos should never be in any color other than those specified in this guide (Adobe Red, White, and Black).

This includes other Adobe colors such as Adobe Gray, Orange, Green, Yellow, Blue, Warm Gray, and Charcoal Gray.

The colors below should never be used in the logo.

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"I would highly reccomend Crosby Executive Transport to anyone who needed a chauffer service to transport them to their event, meeting, or any other professional event."
- Matthew Hamilton
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Crosby Motors offer the highest quality in luxury and executive transportation found in Northwest Michigan.
We are available to pick up from your residence, work or airport, and transport you to and from locations across Northwest Michigan.
Whether it's to a gala dinner or a business meeting, Crosby Motors will get you to your destination in comfort and style.
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Crosby Motors provides the highest quality executive transportation services available in Michigan. Whether it's to a gala dinner or a business meeting, Crosby Motors will get you to your destination in comfort and style.
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Address:
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Cadillac, MI 49601
Open in Google Maps
@panic Would you consider adding something like adding a "re-sync" button eg: http://t.co/IjnrSDtEUj for less clicks when syncing? Thanks!
Follow @envato
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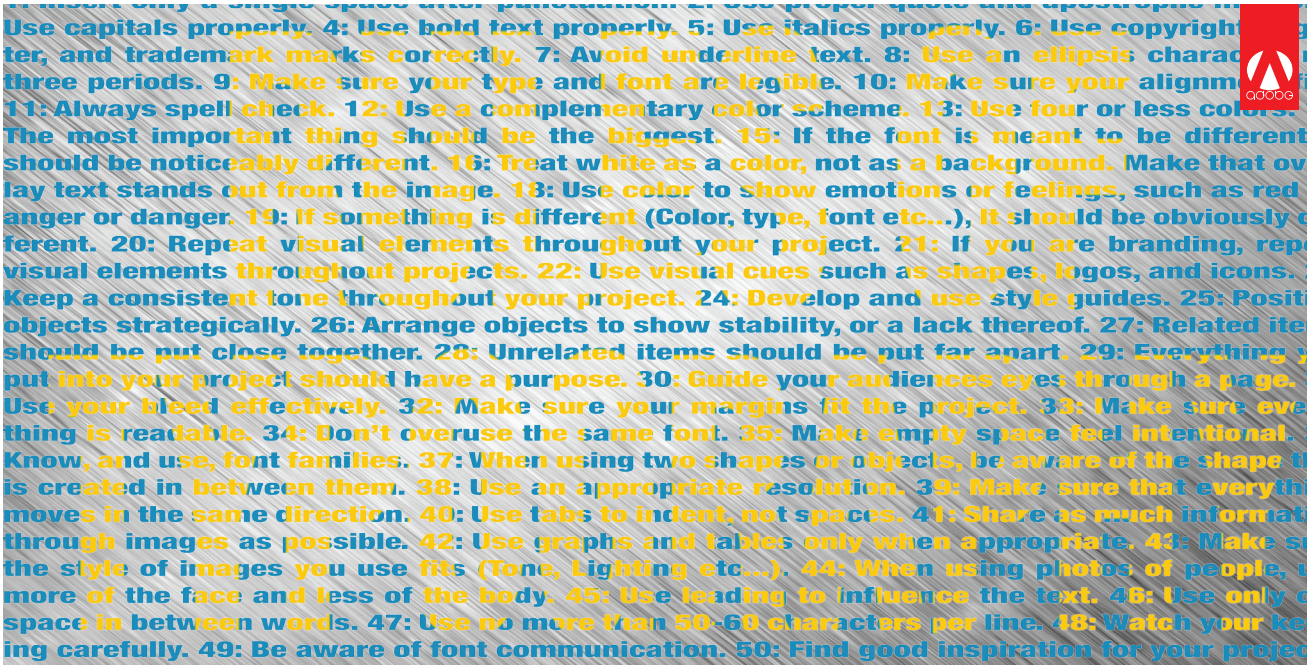
Use capitals properly. 4: Use bold text properly. 5: Use italics properly. 6: Use copyright
ter, and trademark marks correctly. 7: Avoid underline text. 8: Use an ellipsis charac
three periods. 9: Make sure your type and font are legible. 10: Make sure your alignm
11: Always spell check. 12: Use a complementary color scheme. 13: Use four or less colors.
The most important thing should be the biggest. 15: If the font is meant to be different
should be noticeably different. 16: Treat white as a color, not as a background. Make that ov
lay text stands out from the image. 18: Use color to show emotions or feelings, such as red
anger or danger. 19: If something is different (Color, type, font etc...), it should be obviously
ferent. 20: Repeat visual elements throughout your project. 21: If you are branding, rep
visual elements throughout projects. 22: Use visual cues such as shapes, logos, and icons.
Keep a consistent tone throughout your project. 24: Develop and use style guides. 25: Positi
objects strategically. 26: Arrange objects to show stability, or a lack thereof. 27: Related ite
should be put close together. 28: Unrelated items should be put far apart. 29: Everything
put into your project should have a purpose. 30: Guide your audiences eyes through a page.
Use your bleed effectively. 32: Make sure your margins fit the project. 33: Make sure eve
thing is readable. 34: Don't overuse the same font. 35: Make empty space feel intentional.
Know, and use, font families. 37: When using two shapes or objects, be aware of the shape
is created in between them. 38: Use an appropriate resolution. 39: Make sure that everyth
moves in the same direction. 40: Use tabs to indent, not spaces. 41: Share as much informat
through images as possible. 42: Use graphs and tables only when appropriate. 43: Make s
the style of images you use fits (Tone, Lighting etc...). 44: When using photos of people,
more of the face and less of the body. 45: Use leading to influence the text. 46: Use only
space in between words. 47: Use no more than 50-60 characters per line. 48: Watch your ke
ing carefully. 49: Be aware of font communication. 50: Find good inspiration for your projec