



Adobe Corporate Brand Guidelines

Implementing the Adobe brand in communications
24 July 2013

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Adobe mission

Adobe is changing the world through digital experiences.

How we deliver on our mission

Adobe is virtually everywhere you look. Whether it's a mobile application, a Facebook game, a YouTube video, a print ad, a logo, an e-commerce business, an e-magazine, or an online banking application, chances are, it was touched by Adobe technology.

We have always been a leader in creating engaging experiences through the content creation and delivery ecosystem. Since 1982, we have empowered businesses to reach consumers on any computer, browser, or device — in sync with the latest technologies and platforms.

For all markets and customers, Adobe helps create and deliver the most compelling content and applications in a streamlined workflow. We optimize those experiences for greater return on investment. And, we enable these across media and devices, better than anyone else in the world.

Adobe values

Adobe is genuine, exceptional, innovative, and involved.

Adobe's values are reflected in our brand personality traits. You can make a big difference in how we express ours:

Genuine

We are sincere, trustworthy, and reliable. Operating with integrity, being ethical, and treating others with respect is at the heart of Adobe's culture.

Exceptional

At Adobe, good enough is not good enough. We are committed to creating exceptional experiences that delight our employees and customers.

Innovative

We are highly creative and strive to connect new ideas with business realities. Ideas are welcome from everyone in the company.

Involved

People are our greatest asset. We are inclusive, open, and actively engaged with our customers, partners, employees, and the communities we serve.

To bring our brand to life in your work, consider these values as guidelines for your communications and actions — with customers, prospects and team members. Let these personality traits come through in all written, verbal, and visual communications.

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*.

There are two versions of the Adobe logo - 1) a red "tag" and 2) the standard logo with no staging.

Red tag logo

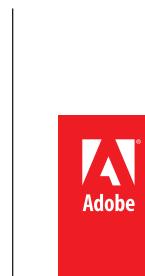
The red tag logo should be used as an introduction of the Adobe brand on a communication, not as a signature to close a communication. Its use must allow the top or bottom to bleed off the edge of the layout like a tag, layered on top of photography, illustration, or color fields in the layout. The red 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

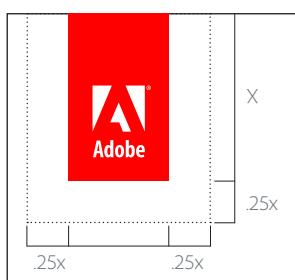
The red tag logo is reserved for Adobe use only.

When using the red tag logo, remember:

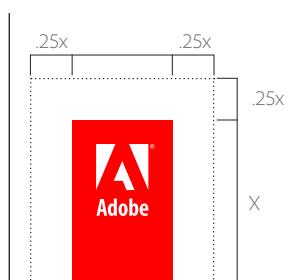
1. Its use must allow the top or bottom to bleed off the edge of the layout like a tag, layered on top of photography, illustration, or color fields in the layout.
2. It should serve as an introduction of the Adobe brand, not a signature, on the communication.
3. It should only appear once per piece. For instance, on a multi-page piece the tag would go on the front cover, but the standard logo would be used for the back cover.

Minimum clear space

Top placement



Bottom placement



Print vs. screen use

Print: The red tag logo for print is 7/8" tall and should ALWAYS include the ® registration mark on the logo. It should be used at exactly 7/8" as posted, for all print sizes less than or equal to 11x17" including:

- 8.5 x 11"
- 11 x 17"
- 5 x 7" postcard
- 6 x 9" booklet
- A4
- A3

The logo should not be altered in any way, but you should add .125" to the top or bottom of the red field to cover bleed. For formats larger than 11x17" or A3, scale the red tag logo proportionally to the piece.

Screen: The red tag logo for screen does NOT include the ® registration mark. It is 63 pixels tall for regular monitors and 126 pixels tall for retina. Screen uses include

- E-mails and newsletters
- Web banners
- Web pages

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—or on dark backgrounds, white 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 match the "A" logo, not the word Adobe.

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.

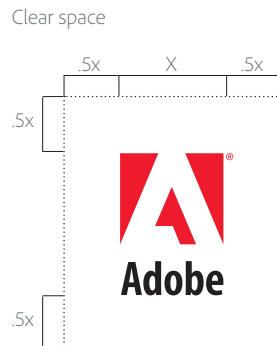
2-color



1-color



Clear space & minimum size



Standard logo: Alternate layouts

The horizontal logo

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



The "A" graphic without "Adobe"

Use of the "A" graphic alone is reserved for very specific use cases where the design warrants a more graphic treatment of the logo. **All use of this version of the logo must be done in collaboration with brand. Please e-mail askbrand@adobe.com if you believe you have a use for this version of the logo.**



Examples:



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.]

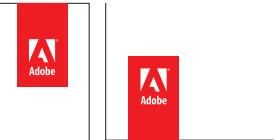
3. Is there an edge from which the red tag logo could hang or bleed?

No. Use the standard logo.

Yes. Use the red tag logo.

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

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



Red tag logo placed at top and bottom of page



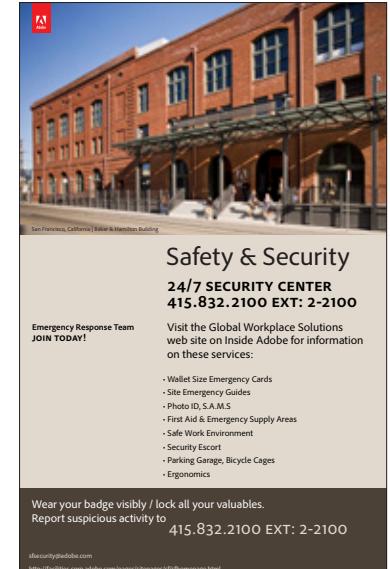
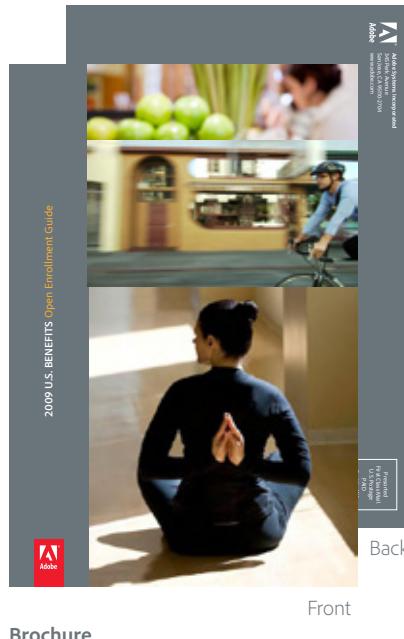
Standard logo

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.

Multi-page pieces may also use the standard logo to close the piece as shown below.

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).



Logo 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.

The screenshot shows the Adobe.com homepage. At the top, there's a navigation bar with links for Products, Business solutions, Support & Learning, Download, Company, Buy, and a search bar. Below the navigation is a banner for the "Adobe Creative Cloud". The banner features a colorful, abstract background of light rays and text that reads: "The new Adobe creative toolset. And new bang for your buck. Now, for just US\$49.99/month, get all-new versions of every Adobe creative tool and service. Only in Creative Cloud." A "Learn more" button is present. The main content area includes sections for "Students, teachers, and schools" (with a photo of a student), "Solutions" (with a section about "BIG DATA"), and "Learning" (with options like "Take a class" and "Get certified"). The bottom of the page has a "Help" section with links for "Find answers fast", "Adobe code signing certificate revocation", and "Adobe AIR".

The screenshot shows an email from Adobe. The subject line is "Jumpstart Series: Top Acrobat XI features. Get started | Read online". The main heading is "Top Acrobat XI features." Below it is a sub-headline: "Tips and tricks to help you get the most out of your Acrobat XI software." A "Get started" button is visible. The body of the email contains a large image of a person working on a laptop displaying the Acrobat interface. At the bottom, there's a section titled "Make everyday tasks easier to accomplish." with a sub-headline: "With your new Adobe® Acrobat® XI software come Acrobat Jumpstart tips. Get ready to ramp up the "can do" with time-saving help in areas like:". A bulleted list follows: • Reusing content—Reuse paragraphs or entire PDF documents as easily as you save a file. • Editing PDF files—Quickly and easily edit PDF files using intuitive tools. • Working with forms—Take your forms online and analyze results in real time. • Merging files—Combine everything, even rich media, into a single, organized file. A "Get started" button is at the bottom. The footer includes the Adobe logo and the hashtag "#Acrobat".

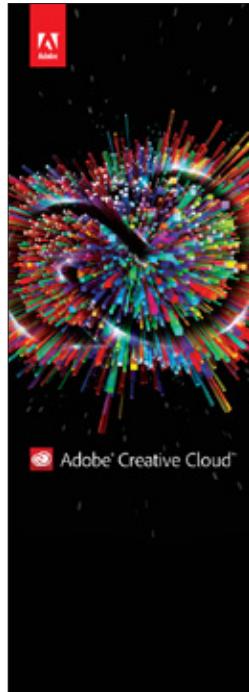
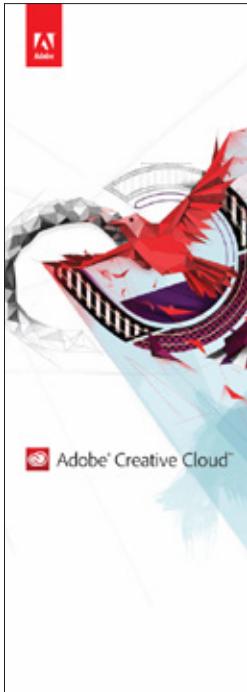
Adobe.com

Email

Logo usage examples: Tradeshow graphics

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

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.



Standing banner

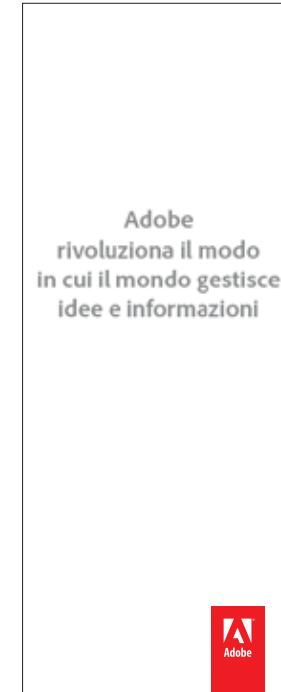
The red tag logo is placed at the top for better visibility at standing height.



Hanging banner

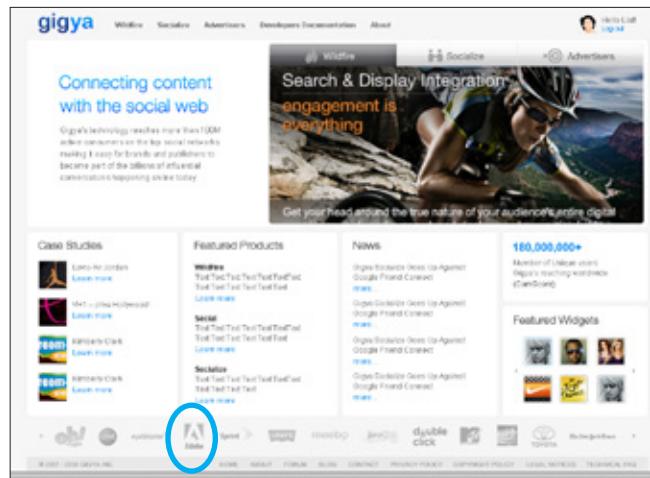
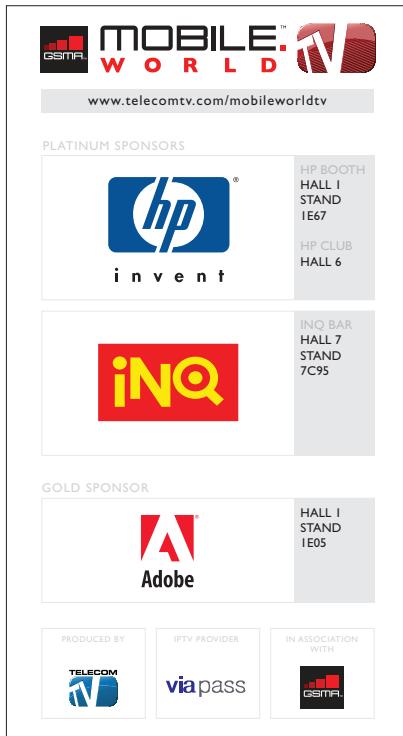
The first example is simply the red tag logo scaled to the size of a hanging banner. In this case, it was hung from the ceiling - the ceiling acts as the "edge" from which it hangs. As this is a very bold use, only one should be used in any particular space.

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.



Logo usage examples: Third-party communications

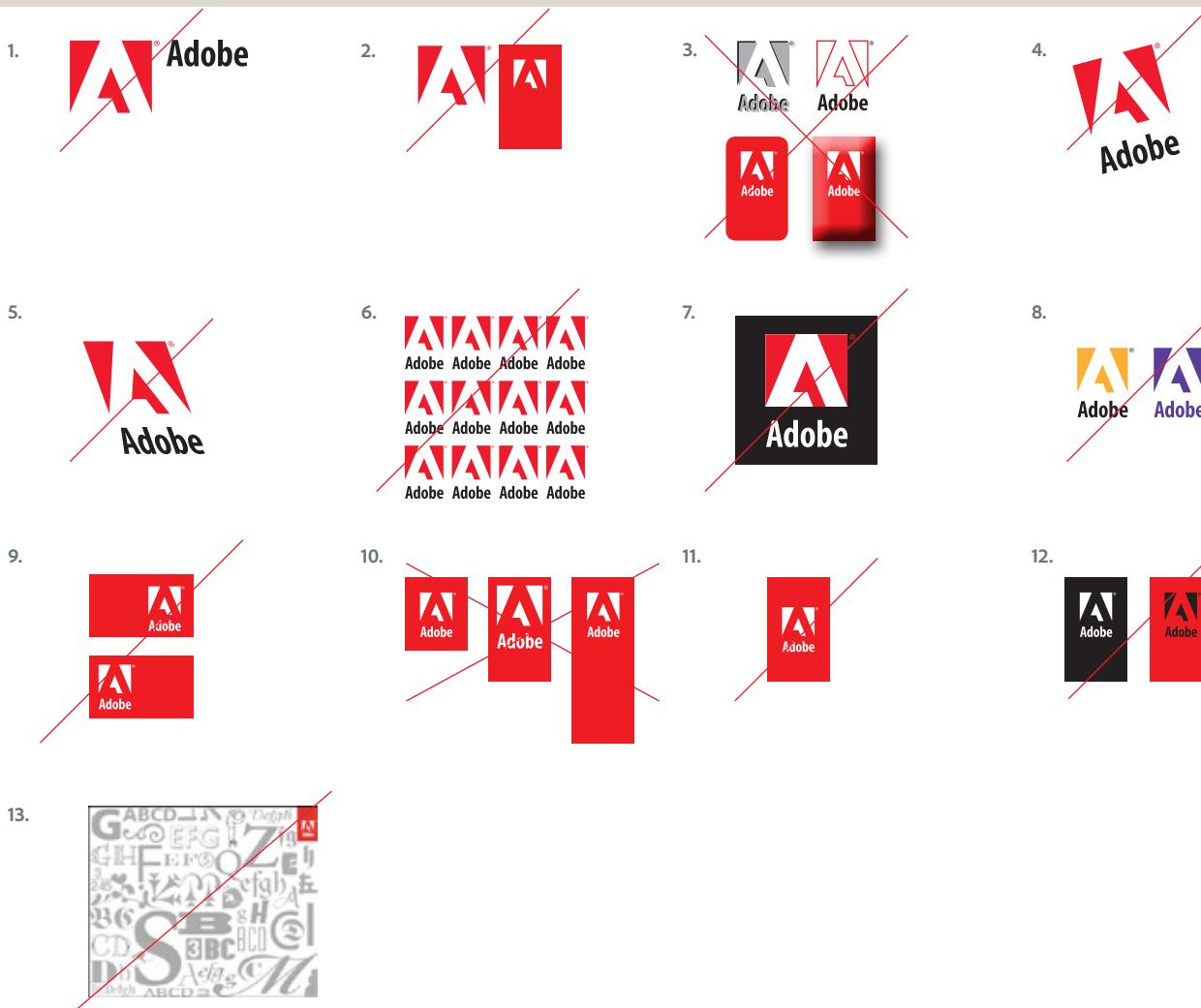
All third-party communications use the standard logo (under license only).



This is a rare case, but shows that the Adobe logo may be recolored to match the other partner logos shown.

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 yourself on a tag or alter the space between the Adobe logo and the red field.



DON'TS

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. Don't 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

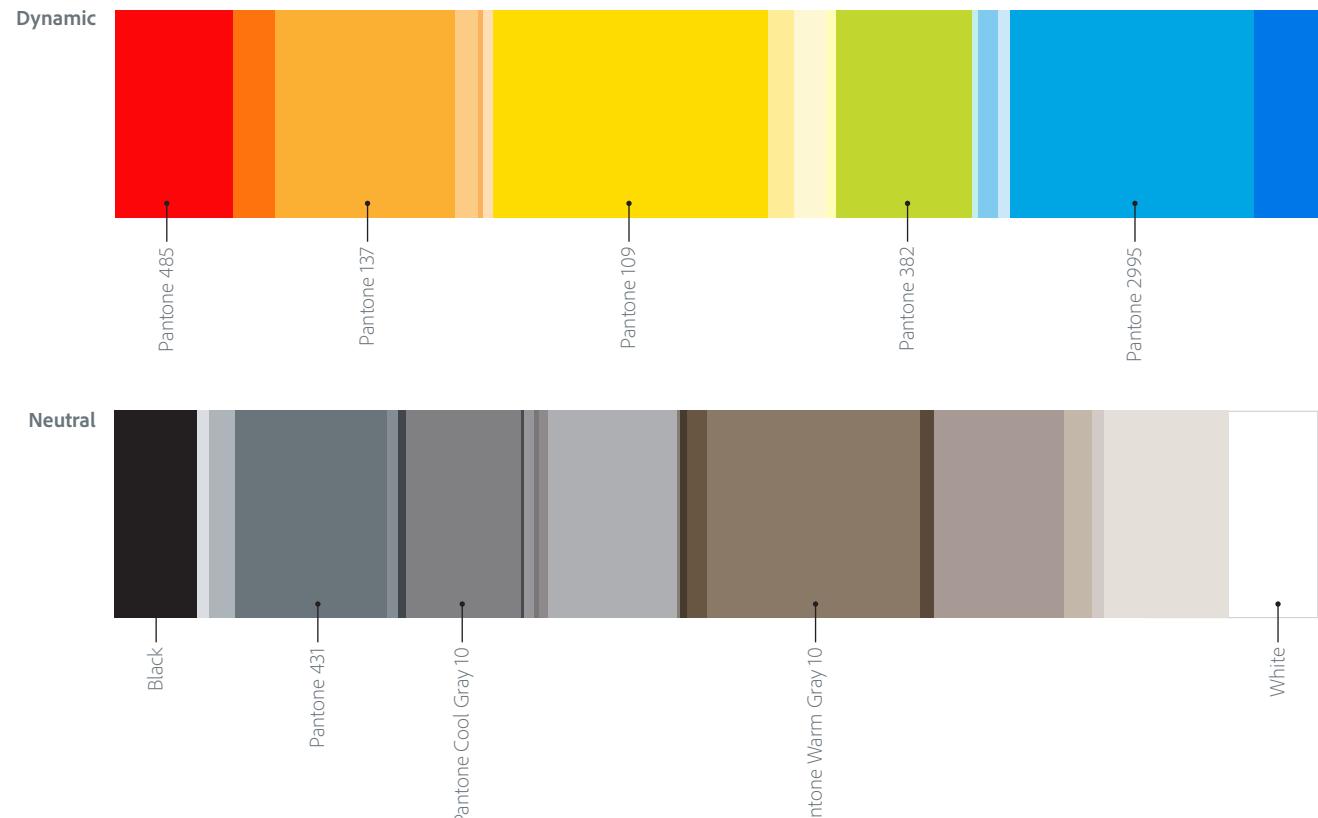
The existing Adobe red/gray/black corporate palette has been expanded to include the use of both dynamic and neutral colors that complement each other and can be used in any combination as long as the integrity of the brand is not diminished.

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.



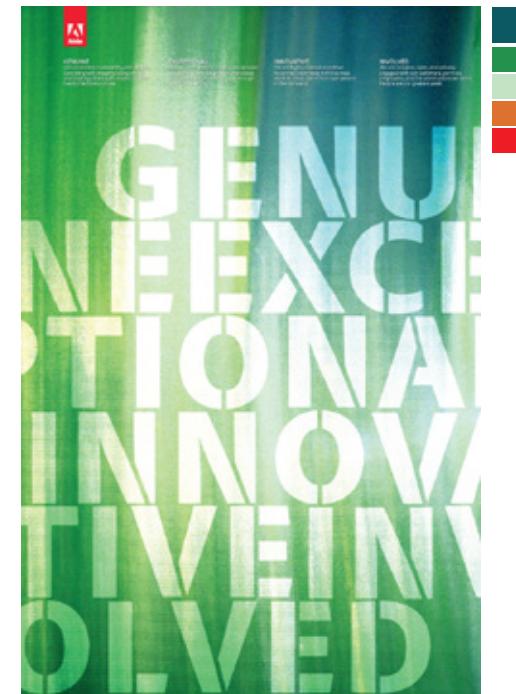
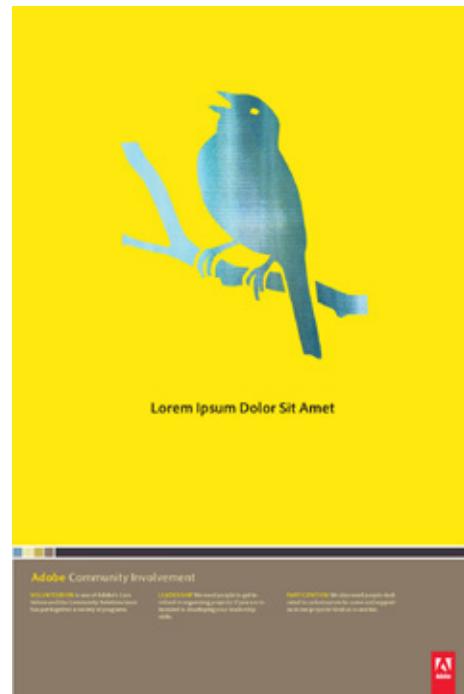
Color: Specifications

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	PMS	C	M	Y	K	R	G	B	HEX
Adobe Red	485 C	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	137 C	0	35	90	0	251	175	52	FBB034
Yellow	109 C	0	10	100	0	255	221	0	FFDD00
Green	382 C	29	0	100	0	193	216	47	C1D82F
Blue	2995 C	90	11	0	0	0	164	228	00A4E4
Warm Gray	Warm Gray 10	0	14	28	55	138	121	103	8A7967
Charcoal Gray	431 C	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: Overview

These assets ARE NOT available for partner use.

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-option imagery system:

1. Abstract metaphor for high concept, corporate, product and program identity.
Do not create your own identity - contact the brand strategy team.
2. Reportage lifestyle photography to document the customer/employee experience.
3. Conceptual imagery to illustrate solutions or themes or infographics

Abstract Metaphor
- Corporate Imagery
- Product Identity

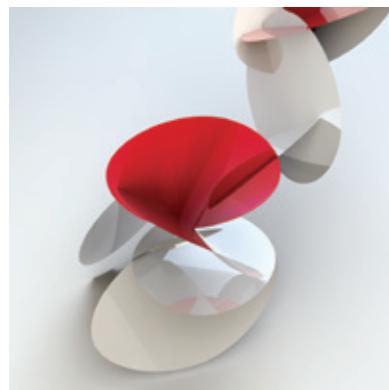
Reportage Lifestyle Photography

Conceptual illustration

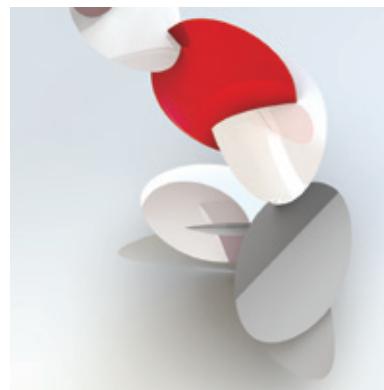


Imagery: Corporate imagery

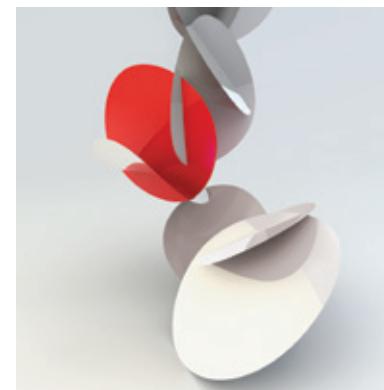
Corporate imagery expresses the movement, energy, integration and interdependence evident across the Adobe universe of product offerings.



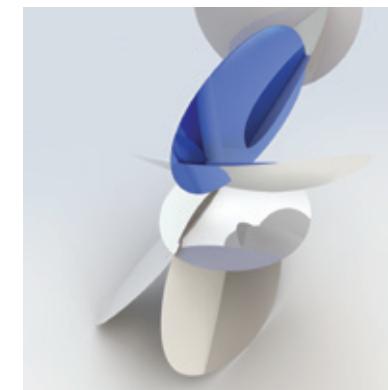
Red 1



Red 2



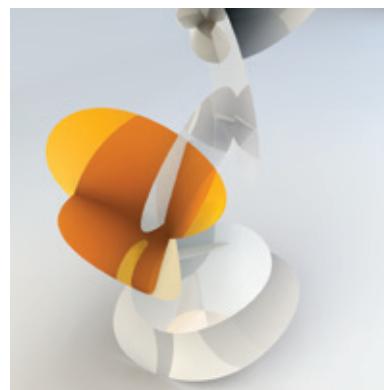
Red 3



Blue



Green



Orange



Neutral 1



Neutral 2

Imagery: Corporate imagery—*Things to know*

The most important things to know about the Adobe corporate imagery:

1. When choosing an image for your communication, consider your audience, the content, and the impact you want to achieve. The color, crop, scale, and position of the image that you use will help convey the right visual tone.
2. The corporate imagery is designed to be flexible and offer a wide range of possibilities. Each image can be cropped, flipped, scaled and rotated in any direction, with one exception...
3. Each image has a ground shadow at its base. If the base of the image is visible in your communication, make sure the ground shadow is always placed at the bottom of the layout.
4. Try to avoid using the full image whenever possible. These images work best when you select a specific area and crop the image to create a focal point.
5. It's important not to assign any of the colors to a specific product, department, or business unit. These colors were chosen to represent the Adobe corporate brand as a whole. So, use the colors freely!
6. When incorporating additional elements such as type or the Adobe logo with the imagery, ensure that all those elements are distinct and legible against the image.

Which image do I use?

Are you working on a thought leadership or corporate-level communication? Consider using a red image to help reinforce the Adobe brand.

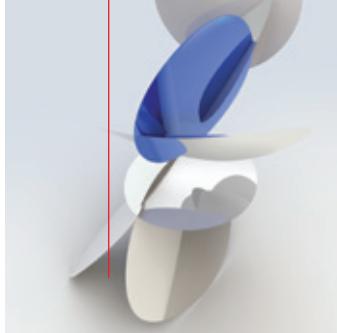
Do you need a background for an email? Consider using one of the neutral images, which provides a subtle backdrop for image- or text-heavy communications.

Imagery: Corporate imagery—Cropping and scale

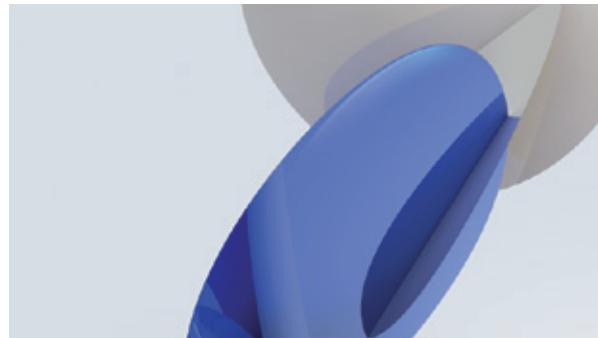
The flexibility of the new imagery is most evident when it comes to cropping and scale. The images can be rotated in any direction, flipped, and cropped at almost any view.*

Here is the same image, used four different ways.

* Because the images are based on sculptures, each image has a ground shadow at its base. If you use the base of the image in your communication, make sure the ground shadow is always placed at the bottom of the layout.



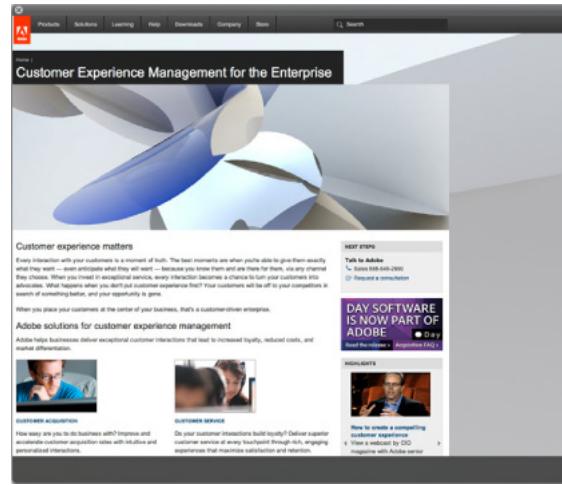
Original Blue



Imagery: Corporate imagery—Usage examples



Tablet



Web



Catalog Cover



Treadeshow property



Mobile device



Poster



Cards

Imagery: Product & program imagery—Examples

Abstract product and program identity imagery can play off of already established product color systems and should embrace the themes of the program or imagery architecture.



Adobe Creative Cloud



Adobe Photoshop CC



Adobe Marketing Cloud

Imagery: Reportage photography

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

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.

A selection of images in each of the three categories below is available on Marketing Hub. Try searching by each category and browsing from there.

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: Reportage photography—Using photos together

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.



DO

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

DON'T

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

Imagery: Conceptual imagery—Usage examples

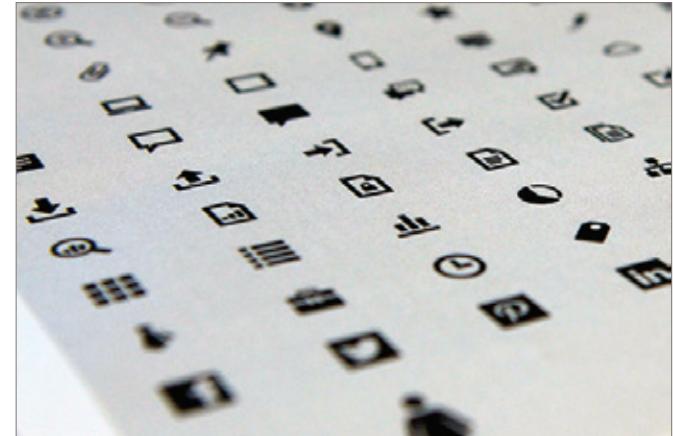
Conceptual illustration. Adobe has long been the standard bearer for illustrators and we should act as curator, keeping style and concepts as current as possible.



MAX 2013



MAX 2013



Icons (learn more on page)

Infographics: Components

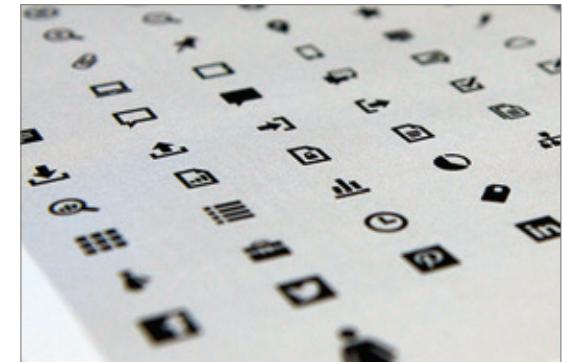
We take an editorial approach to creating infographics—sharing a clear, data-driven, and compelling story. Simply presenting data with no clear story arc, or using excessive visual metaphors, is not our approach.



Anatomy



Graphs & charts



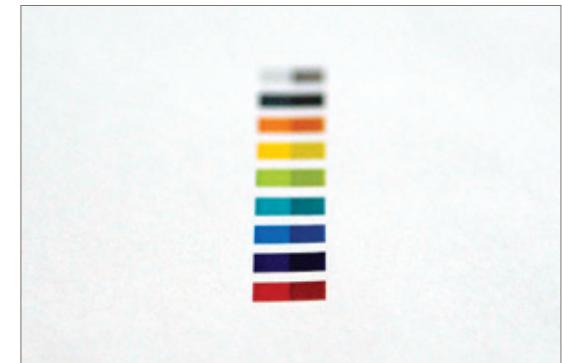
Iconography

A close-up of an infographic with dense, slanted text. Some visible text includes "cash between bu", "U.S. 19% of Shoppers actually make a", "78% of retail marketing", "get", "41% of online revenue", and "The truth is...".

Typography



Photography: leverages the style shown on pages 26 & 27



Color

Infographics: Anatomy

With marquee image

Marquee image
Relevant to the story & compliment the headline
612px or 930px (w) x varies (h)

Marquee headline
42 - 36px / Adobe Clean / Light
90% Black or white

Section image
Relevant to the topic of section & compliment content and graphs
(width x height varies)

Margin and Section padding
35px

Section headline
Sentence case
26px / Adobe Clean / Light / 90% Black

Section paragraph
12px / Adobe Clean / Light / 50% Black

Section image
Relevant to the topic of section & compliment content and graphs
(width x height varies)

Footnote / Legal / Copyright
7px / Adobe Clean / Light / 50% Black

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* Data exempts from: The ROI from Marketing to Existing Online Customers adobe.com/go/digital_index

Without marquee image

Without marquee image

Adobe Digital Index
Expect record sales for the 2012 holiday season.

Adobe predicts a record-setting \$2-billion Cyber Monday, growing by 18% over 2011. Black Friday may fall from the second to the third largest online shopping day as Free Shipping Day occurs on a Monday for the first time, which tends to be the busiest online shopping day of the week. In addition, mobile will represent 23% of total online purchases this holiday, an increase of 110% over last year (13.5% from tablets, 6.5% from smartphones and 1% from other devices such as e-readers).

Holiday 2012 traffic figures

Date	Event	Description	Estimated Increase (%)
NOVEMBER 2012	CYBER MONDAY	Biggest online shopping day of the year	18%
NOVEMBER 2012	BLACK FRIDAY	Second largest online shopping day	12%
NOVEMBER 2012	THANKSGIVING	Normal day of online sales	N/A
DECEMBER 2012	CYBER MONDAY	Second largest online shopping day	18%
DECEMBER 2012	BLACK FRIDAY	Third largest online shopping day	12%
DECEMBER 2012	CHRISTMAS EVE	Normal day of online sales	N/A
DECEMBER 2012	FREE SHIPPING DAY	First time this has occurred	10%

18% GROWTH
The biggest online shopping day of the year should see 18% YoY growth.

24% MOBILE SHARE
On Black Friday people will use their tablets and phones to shop more than any other day of the year.

1.5% AVERAGE DAILY SALES
Green Monday, the second Monday in December and also a non-holiday shopping day, is predicted to outpace Green Monday 2011 by 7%.

LAST-MINUTE SHOPPING BUMP
Sales on the day before Christmas Day by 12%, YoY, particularly because it falls on a Monday for the first time.

NEW YEAR'S EVE

The best deals will actually be found online the week before Christmas, not on Black Friday or Cyber Monday.

12% SALES INCREASE
Black Friday is expected to be the second largest online sales day of 2012 when retailers will see a sales increase of 12% YoY.

300% REVENUE INCREASE
Brick-and-Click retailers will see a 540% increase in revenue compared to an average day throughout the year while online-only retailers will see sales increase by 250%.

150% SALES INCREASE
The typical retailer can expect to see a sales increase of nearly one and a half times compared to an average day throughout the year.

DOUBLE COMPARED TO 2011
Purchases for jewelry will double on this day as a popular last-minute gift for procrastinating shoppers.

Increase in mobile sales

Mobile is expected to represent 21% of total online sales during the 2012 holiday season. Sales from mobile devices are projected to increase 130% YoY, while desktop sales will increase 20% YoY, constituting 13.5% of total sales, more than double that of smartphones (5.5%) and other devices such as e-readers (5%).

Holiday shopping in Europe

European consumers are expected to start holiday shopping sooner and finish later than their U.S. counterparts. While online sales in the U.S. peak during the week before Thanksgiving, European online users are seeing average daily sales increases by 150% the first week of November and will see a similar spike immediately following Christmas.

Out of these social referral sources, referrals from Pinterest is expected to grow the most, doubling from 7% to 14% YoY.

Visit the [interactive graph](#) for daily updates on the actual shopping activity during the season and get more details by retail category, type, and geography.

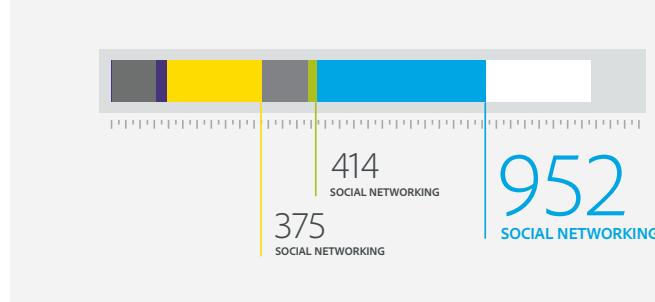
The algorithms used to create the predictive analysis are based on more than 150 billion online visits to over 500 retail websites in the U.S. and Europe over the past six years. The margin of error is two percent with a 90 percent confidence level and the forecast's methodology and degree of accuracy has been evaluated and verified by [Statista](#), an independent analytics and research service provider.

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adobe.com/go/onlineshopping

Infographics: Graphs & Charts

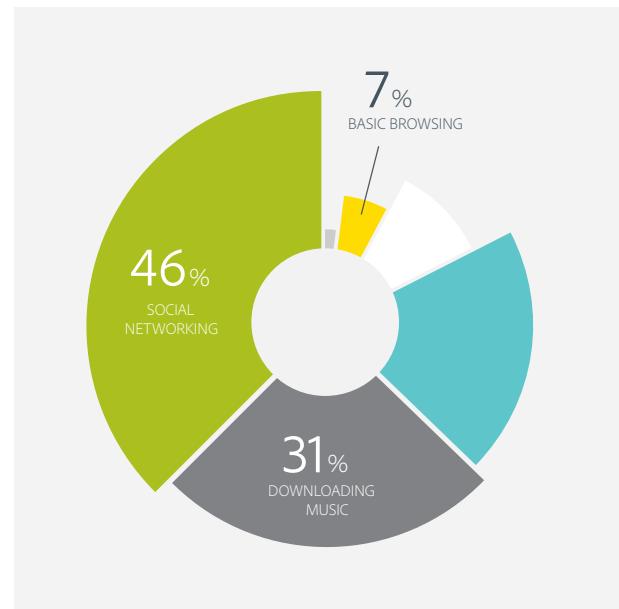
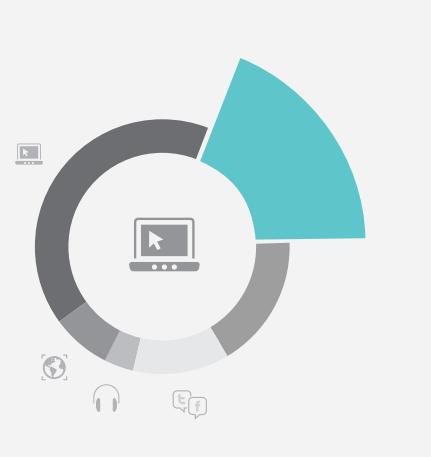
Parts of a whole



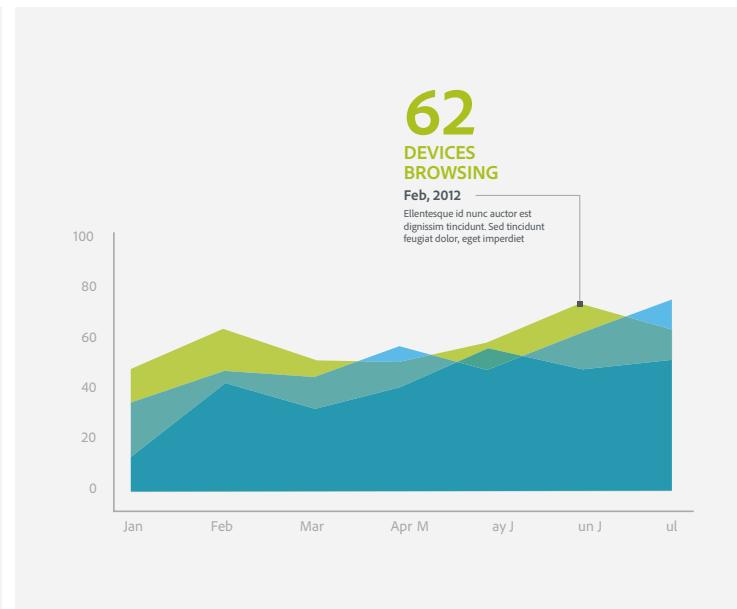
Line graph



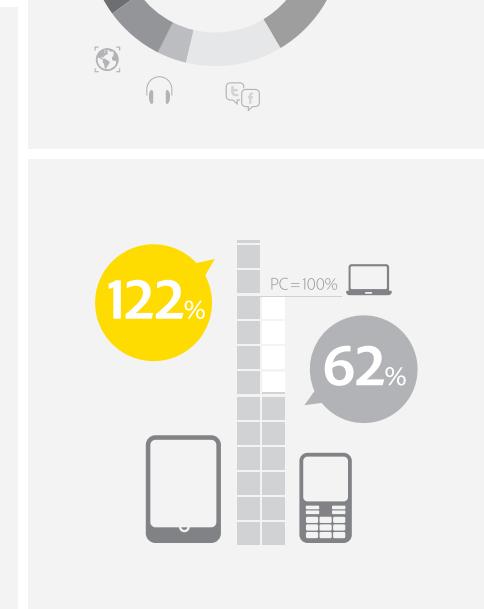
Segments



Pie chart



Line graph

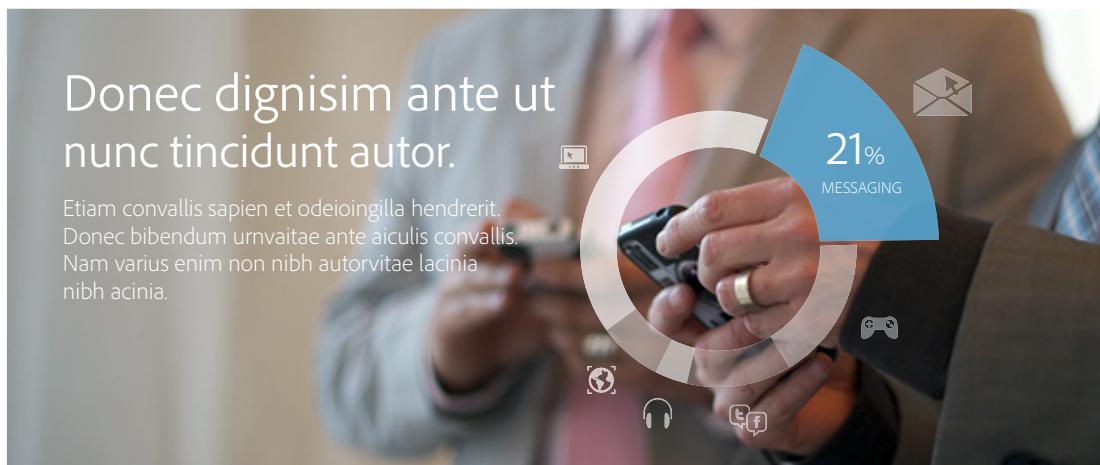


Bar graph

Infographics: Iconography



Infographics: Typography



Section headline
Sentence case
26px / Adobe Clean Light / 90% Black

Section paragraph
12px / Adobe Clean Light / 50% Black

All caps in titled graphs are ok.

Clean Regular and Bold are ok
for certain callouts.

Infographics: Color palette

Use accent colors to sparingly, to emphasize key points of the story.

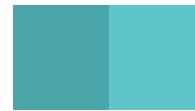
When appropriate extract complimentary color(s), outside of the accent palette, from the image itself for use in vector overlay on photography.

Primary accent palette

CMYK: 90 . 11 . 0 . 0 / RGB: 0 . 164 . 228



CMYK: 58 . 0 . 23 . 0 / RGB: 95 . 198 . 203



CMYK: 29 . 0 . 100 . 0 / RGB: 193 . 216 . 47



CMYK: 0 . 10 . 100 . 0 / RGB: 255 . 221 . 0



Various % of grey



Secondary accent palette

CMYK: 0 . 99 . 97 . 0 / RGB: 237 . 28 . 36



CMYK: 0 . 42 . 100 . 0 / RGB: 255 . 164 . 0



CMYK: 66 . 83 . 0 . 0 / RGB: 120 . 60 . 189



Infographic: Examples



Typography: Adobe Clean

As with our logo, consistent use of our corporate typeface—Adobe Clean—reinforces Adobe's brand identity.

Adobe Clean IS NOT available for partner use.

Adobe Clean

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

Adobe Clean is proprietary to Adobe; it will not be available for license to the general public or for partners to use.

It replaces the previous sans serif corporate font, Myriad Pro.

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

When using Adobe Clean, auto or metric kerning is recommended. Please follow the guidelines on the right for tracking at various sizes.

Adobe Clean Light
Adobe Clean Regular
Adobe Clean Bold
Adobe Clean SemiCondensed
Adobe Clean Bold SemiCondensed

Adobe Clean Light Italic
Adobe Clean Italic
Adobe Clean Bold Italic
Adobe Clean SemiCondensed Italic
Adobe Clean Bold SemiCondensed Italic

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

Tracking Adobe Clean	
Point Size	Tracking
4	+20
5	+16
6	+12
7	+8
8	+4
9	0
10	0
11	0
12	0
14	-3
16	-4
18	-5
24	-6
30	-8
36	-8

Need a serif font?

Should you have a specific need for a serif font, Adobe Clean Serif is available by request to askbrand@adobe.com.

While it is rarely used, it can be considered for very lengthy content, such as legal documents.

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

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.

In these cases, always ensure you are using an Adobe font—and preferably an Adobe original font.

In cases where you feel another font than Adobe Clean is necessary, please ensure you work with both the brand and creative services teams. E-mail brandapproval@adobe.com with your request.

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. DO NOT (re)create logotypes on your own.

These assets are available for partner use.

Logotypes are available in all black and all white.

They may be used interchangeably based on the background color.

Note: The use of "Adobe" in red and the product name in black has been discontinued.

Example:

Adobe® Creative Cloud™

Adobe® Creative Cloud™

Adobe® Marketing Cloud

Adobe® Marketing Cloud

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® Creative Cloud™



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

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

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.

Totems and mnemonic

Download these assets from *Marketing Hub*.

Do not alter these assets in any way, including proportions, letter configurations, or color. Do not create your own totem or mnemonic. If you have a request, please e-mail askbrand@adobe.com.

These assets are available for partner use.

Totem

The totem is the primary representation of the product, and replaces traditional boxshots in all Adobe communications.

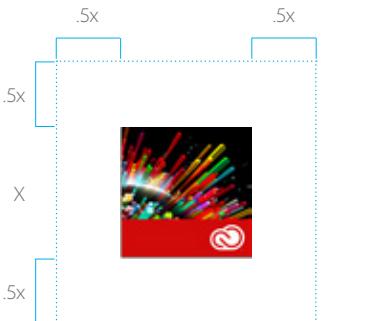
Web, screen, PPT: Use the .png file.

Print: Use the .psd file.

EXAMPLES



Clear space



Minimum size



Mnemonic

Used when the totem is not appropriate due to printing requirements, size, or space (e.g. on giveaways, product identifier on Adobe.com, lined up in PPT).

Web, screen, PPT: Use the .png file, at the exact sizes posted. If necessary, scale down the 512px version, never below 48px. It has a drop shadow, but is available without it for PPT or other layouts where the shadow will not reproduce well.

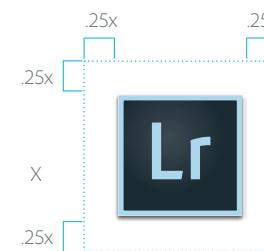
Print: Use the .ai file labeled CMYK.

Novelty items: Use the .ai file labeled PMS, ONLY when production requires flat color.

EXAMPLES



Clear space



Minimum size



Boxshots and cardshots: Channel-use only

Download these assets from Marketing Hub.

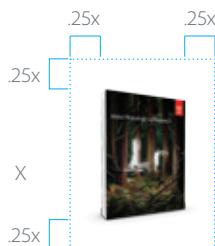
Note: Boxshots and cardshots are for use ONLY by channel partners, and not in any Adobe communications.

Boxshots

EXAMPLE



Clear space



Minimum size

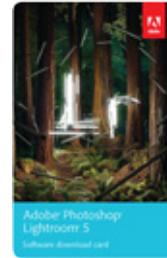


Cardshots

There are two types of retail cards: one with a magnet strip and one with a barcode. The front of the card is the same, but the card carriers are different for the two types of card.

To represent both, there are three cardshots:

CARDSHOT: This is the front of the retail card, which is the same for both types of cards.



CARD CARRIER:
Card w/magnetic strip



CARD CARRIER:
Card w/barcode (card is inside, not visible)



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, descriptors, etc there are several options for the exact layout of the badge. But the overall design, including the font, remains the same for all programs.

Examples:



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

Branded merchandise

Branded merchandise: Overview

Need branded merchandise? Meet the Adobe Store.

Featuring cutting edge and specially curated items for both the workplace as well as for play, the Adobe Store is packed with merchandise that reflects the Adobe brand and affinity for exceptional design. From custom Creative Cloud-branded shoes and hoodies to portable speakers and Adobe mnemonic pillows, the Adobe Store caters to the creative, fun and innovative people that make up the company's DNA.

Adobe Store Online

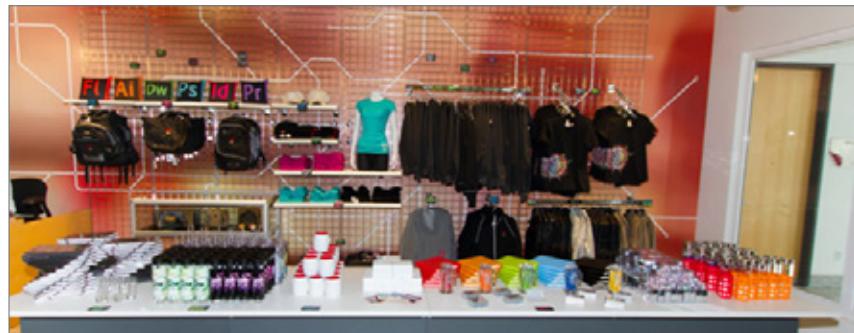
www.adobebrandedmerchandise.com

Adobe Store San Jose

Located in the West Tower, 2nd floor, just outside of the Café

Open Monday – Friday, 8:00 a.m.–4:00 p.m.

Contact: astore@adobe.com or 408-536-6592



Need custom items?

Please use one of our preferred vendors listed below.

They have access to all of our artwork and they're familiar with our brand guidelines and review process.

ALL custom orders should go through brand review. Please send a proof to brandapproval@adobe.com before going into production.

When ordering custom items, you're in a unique position to affect how we present the brand.

Think: Exceptional design. Sustainable. Creative. Fun. Useful.

The recipient should see it and say: Wow, cool.

Not: Gee, thanks. (and then toss it.)

Anything you create needs to reflect the Adobe brand and have a purpose. The goal is to create something interesting and/or useful that the receiver will keep. If you think it's something you would throw away, consider not creating it.

Preferred vendors:

BrandVia

Contact: Doug Kahl
doug.kahl@brandvia.com
408-955-1707

Jack Nadel

Contact: Catherine Smith
catherine.smith@adel.com
916-570-1201

Branded merchandise: Wearables

The goal? To create something someone will actually wear. And enjoy wearing.

We're not trying to put the biggest Adobe logo that will fit on a shirt. It can be subtle. It can be white. It can be tone-on-tone. But it shouldn't be someone's new painting shirt.

When using the Adobe logo, remember that red tag needs an edge to hang from.



Look for stylish, well-fitting garments that people will love to wear.

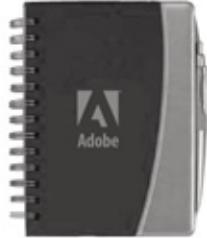
The examples on the left use the standard logo in a subtle, not in-your-face way.

The examples on the right turn the red tag logo into a physical tag sewn over the edge of the piece.

If using more than one type of imagery, ensure each element has adequate clear space or keep them separate.



Branded merchandise: Gifts



Tone-on-tone

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

The red tag logo is NEVER recolored including for a tone-on-tone effect.



Small items

When space is an issue, the horizontal logo is your best bet for legibility.



Product focused items

Whenever possible, the Adobe logo should be used in addition to product art. But don't let that limit your creativity. Unique items such as these coasters and magnets are fine without an Adobe logo.

If the outer packaging accommodates it, the Adobe logo could go there.



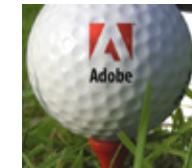
Etching and embossing

Etching and embossing the logo, logotypes or icons is a great way to elegantly brand giveaway items.

A few things not to do:

Don't forget the red tag logo needs an edge:

This:



NOT this:



Don't put the Adobe brand on anything inappropriate or that doesn't align with the company values. Please no alcohol, stress balls, bricks, etc.



Don't alter the logo logotypes into other fonts. Use Adobe Clean for any text, and artwork as it's supplied on Marketing Hub.



Branded merchandise: Using code or team names

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:



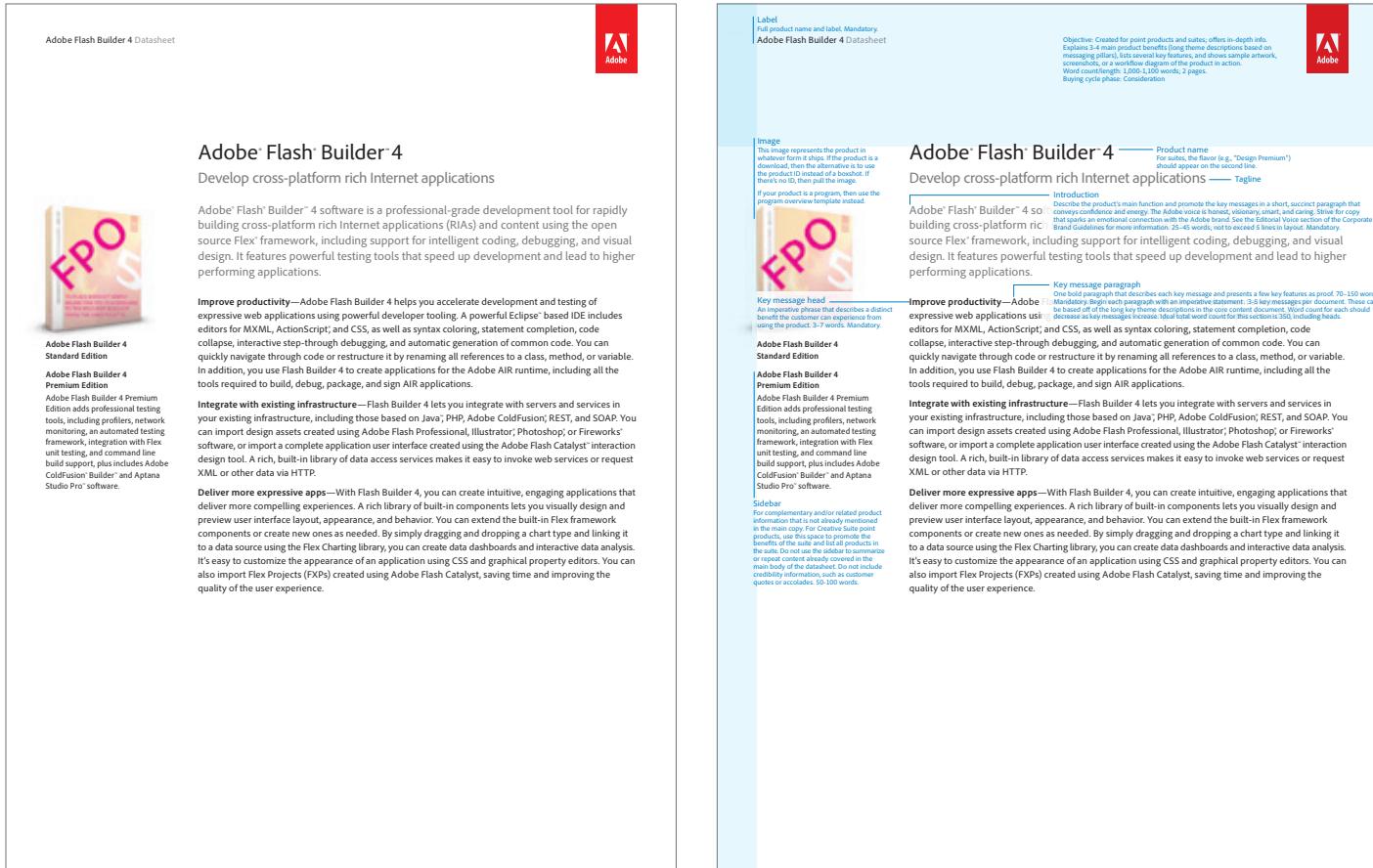
Corporate templates

Collateral templates

Collateral templates can be found on the *Marketing Hub*.

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.



E-mail signature

The corporate e-mail signature and set up instructions, can be found on the *Marketing Hub* or *Brand Center*.

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
Title
Adobe (or BU/dept/etc)

000.000.0000 (tel)
000.000.0000 (cell)
username@adobe.com

Office address
City, state/province, postal, country
www.adobe.com

Please note:

The company name should be listed as "Adobe" in your email signature.

Outside of the US, legal requirements may vary, so please check with your legal representative as to correct usage. The local entity name in full may also be used anytime it's more appropriate for cultural reasons.

Learn more about how to properly reference the company name on *Brand Center*.

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)
XXXXXXXXX@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* or *Brand Center*.

The template is available in both standard and widescreen formats, and in both PowerPoint and Keynote.

For tips on how to create a great presentation deck, please see the tutorial on *Brand Center*.

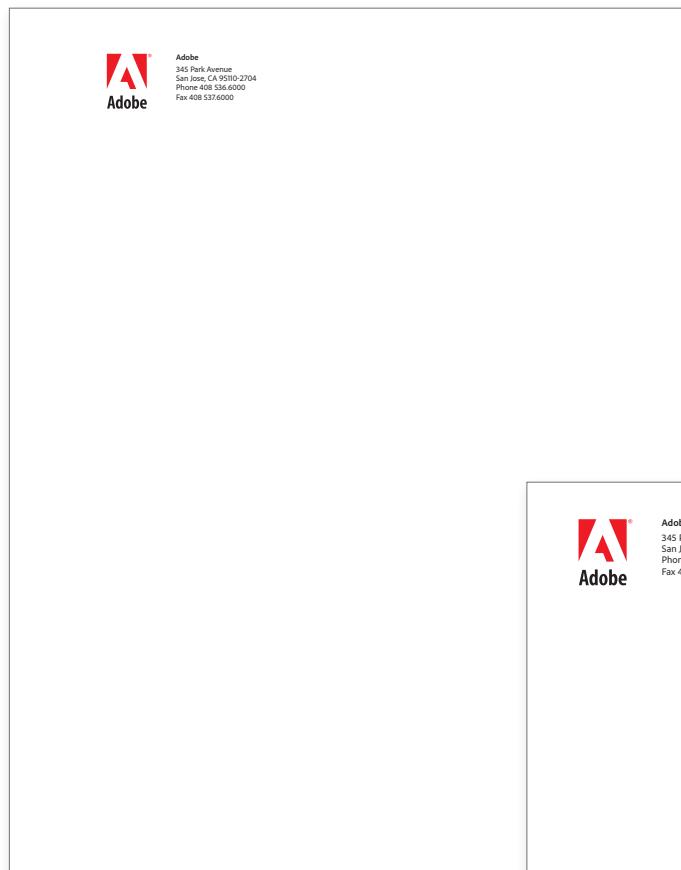
The image displays four slides from an Adobe presentation template:

- Title slide:** Features a dark blue header with the "A" logo, followed by the text "Adobe Title" and "Speaker Name | Title". Below is a vibrant, colorful abstract background with swirling patterns in red, orange, yellow, green, blue, and purple. A small copyright notice at the bottom reads "© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential".
- Body slide (black and gray options also available):** Features a white header with the "A" logo and the text "Standard White Background Bullet Slide". The main content area contains a bulleted list:
 - Level 1 Bullet
 - Level 2 Bullet
 - Level 3 BulletA small copyright notice at the bottom reads "© 2010 Adobe Systems Incorporated. All Rights Reserved. Adobe Confidential." The slide has a black footer bar with the "A" logo and the number "2".
- Closing slide:** Features a dark blue header with the "A" logo, followed by the "Adobe" logo and the word "Closing slide".
- Closing slide:** Features a dark blue header with the "A" logo, followed by the "Adobe" logo and the word "Closing slide".

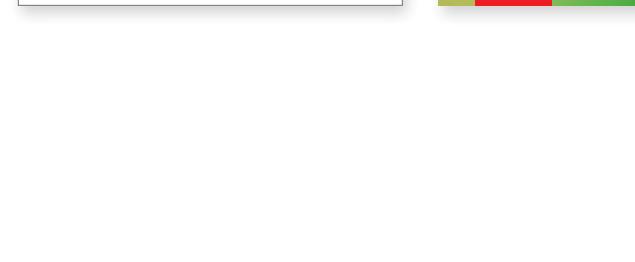
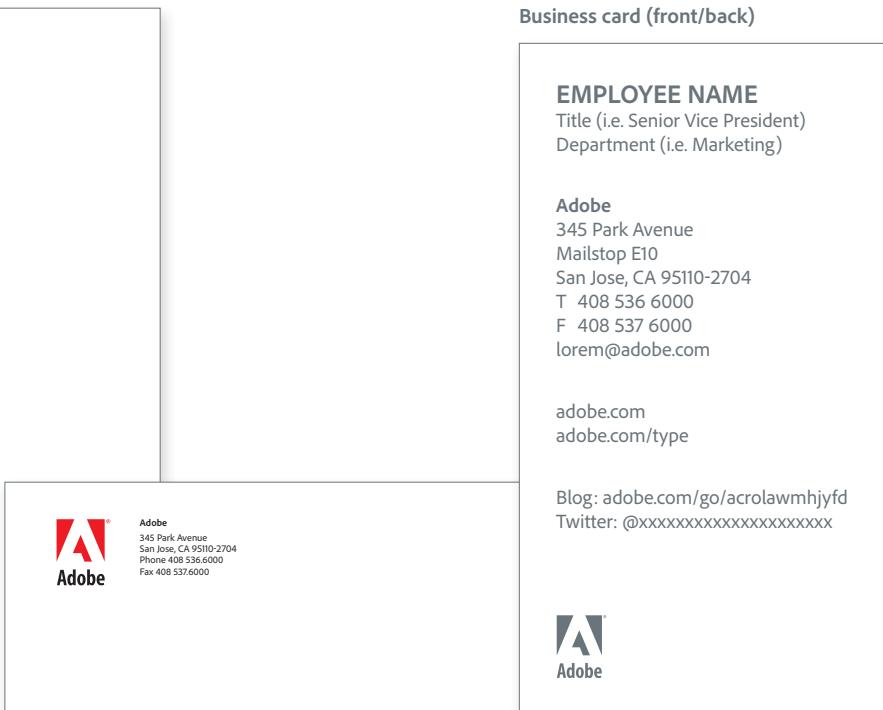
Stationery

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

Business cards use both the standard and red tag logos.



Letterhead



Legal guidelines

Company name

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

Primary use: Adobe

All everyday uses: email signatures, voicemail greetings, business cards, marketing materials, signage, etc.:

For a complete list of Adobe trademarks,
visit the [Adobe Legal website](#) (please note
this is an Adobe-internal site).

Secondary: Adobe Systems Incorporated

Only when legally required for contracts, documentation, copyright line, etc.:

Incorrect: Anything else, such as:

Adobe Systems

Adobe Systems, Inc.

Adobe Incorporated

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

Please note: Outside of the US, legal requirements may vary, so please check with your legal representative as to correct usage. The local entity name in full may also be used anytime it's more appropriate for cultural reasons.

Learn more.

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

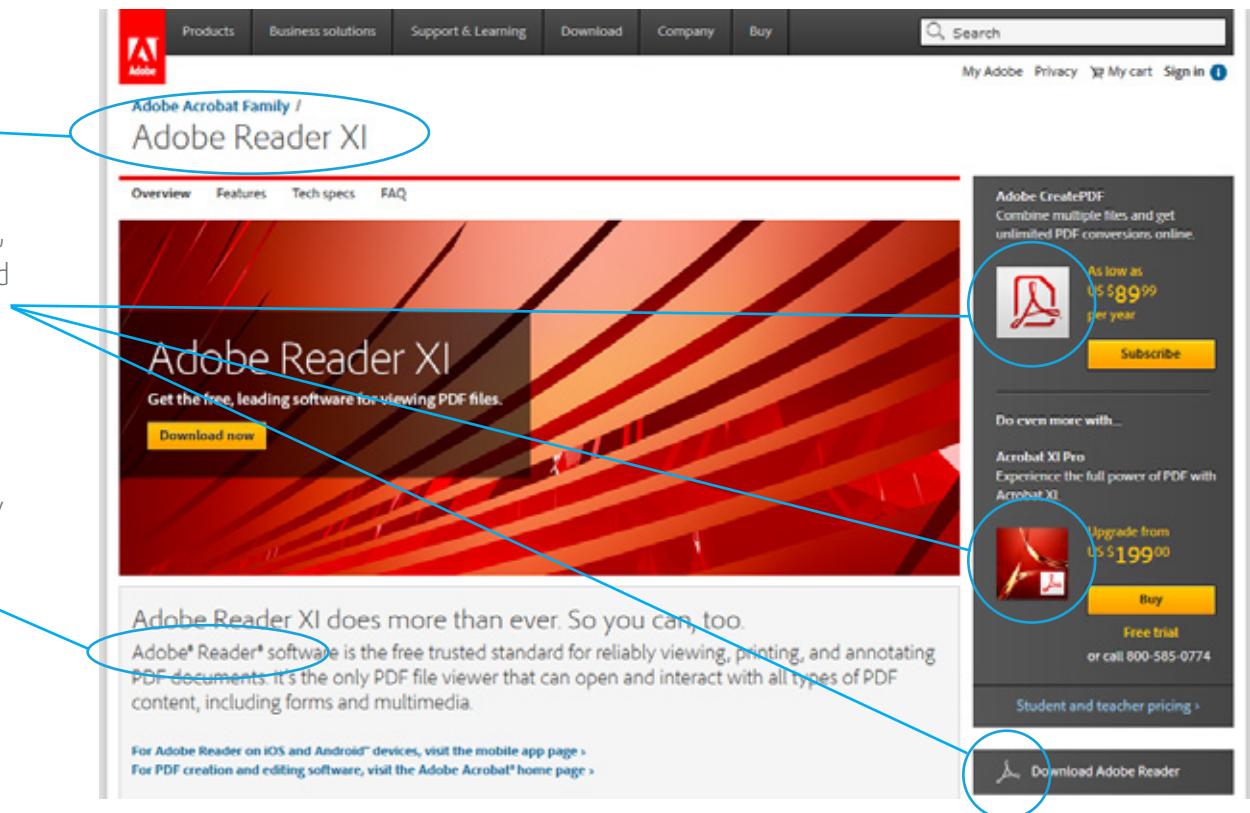
Adobe employees

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.

The screenshot shows the Adobe Acrobat Family website with the URL [http://www.adobe.com/acrobat/family/readers/xi/specs.html](#). The page title is "Adobe Acrobat Family / Adobe Reader XI / Tech specs". The navigation menu includes "Products", "Business solutions", "Support & Learning", "Download", "Company", and "Buy". A search bar is at the top right, along with links for "My Adobe", "Privacy", "My cart", and "Sign in".

The main content area has tabs for "Overview", "Features", "Tech specs", and "FAQ". Below these, it lists "Adobe Reader versions": "Adobe Reader XI", "Adobe Reader X", and "Adobe Reader 9".

A section titled "Adobe Reader XI system requirements" contains a list of system requirements for Windows and Mac OS. The Windows requirements include:

- 1.3GHz or faster processor
- Microsoft® Windows® XP with Service Pack 3 for 32 bit or Service Pack 2 for 64 bit; Windows Server® 2003 R2 (32 bit and 64 bit); Windows Server 2008 or 2008 R2 (32 bit and 64 bit); Windows 7 (32 bit and 64 bit); Windows 8 (32 bit and 64 bit)
- 256MB of RAM (\$12MB recommended)
- 320MB of available hard-disk space
- 1024x768 screen resolution
- Internet Explorer 7, 8, 9, or 10; Firefox Extended Support Release; Chrome

A note states: "Note: For 64-bit versions of Windows Server 2003 R2 and Windows XP (with Service Pack 2), Microsoft Update KB930627 is required."

The Mac OS requirements include:

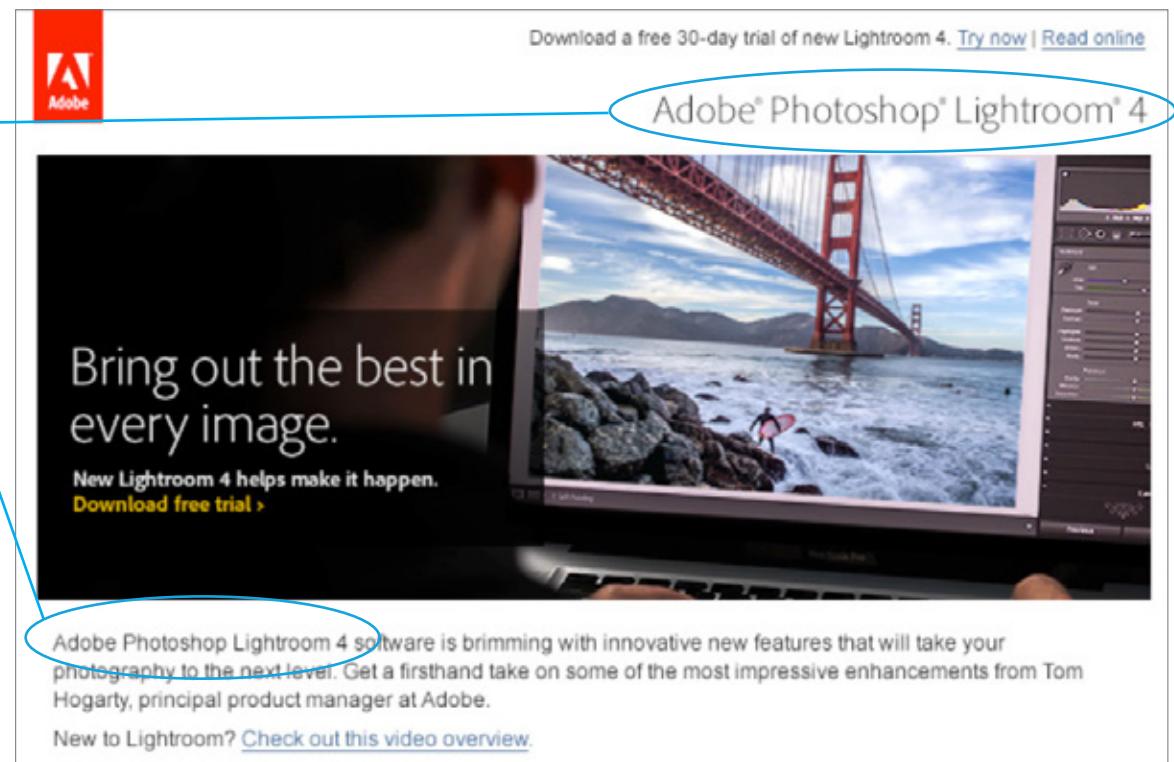
- Intel® processor
- Mac OS X v10.6.4, v10.7.2, or v10.8
- 1GB of RAM
- 150MB of available hard-disk space
- 1024x768 screen resolution
- Safari 5.1 for Mac OS X v10.6.8 or v10.7.2; Safari 5.2 for Mac OS X v10.8; Safari 6.0 for Mac OS X v10.7.4 or v10.8

On the right side of the page, there's a sidebar for "Adobe CreatePDF" with a price of "As low as US \$89.99 per year" and a "Subscribe" button. It also features sections for "Do even more with..." (Acrobat XI Pro), "Upgrade from US \$199.00", "Buy", "Free trial", and "Student and teacher pricing". A "Download Adobe Reader" button is at the bottom.

Trademark symbols on email marketing/landing pages

When do I use trademarks on web pages?

- They should be used in the logotype in the header of the template.
- They do not need to be repeated when the same product is mentioned again in the body of the email.
- They should be used in the first or most prominent use in emails leveraging other templates.
- They should be used in the body of the email for any additional trademarked products are referenced.
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Editorial guidelines

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

THIS

Real-time, just-in-time, all the time: Because your people 'need to know'

You're a pro...make sure you look like one.

Deadlines just got less dangerous.

Adjust images in half the time.

NOT THIS

Real-time and just-in-time solutions for government agencies extend training to people virtually everywhere

Protect documents and accelerate information exchange with PDF.

Adjust images in half the time.

Work faster with new timesaving features.

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.

Adobe & punctuation

Periods: So small, yet so mighty.

When to use periods. (Hint: Most of the time.)

We're adding periods to the end of our headlines.

Full stop.

Adding a period is simple enough, right? But, like all simple things, it helps to have a few examples to make sure we're all on the same page.

So, here goes.

One other note on punctuation.

Apostrophes - curly or straight?

Curly.

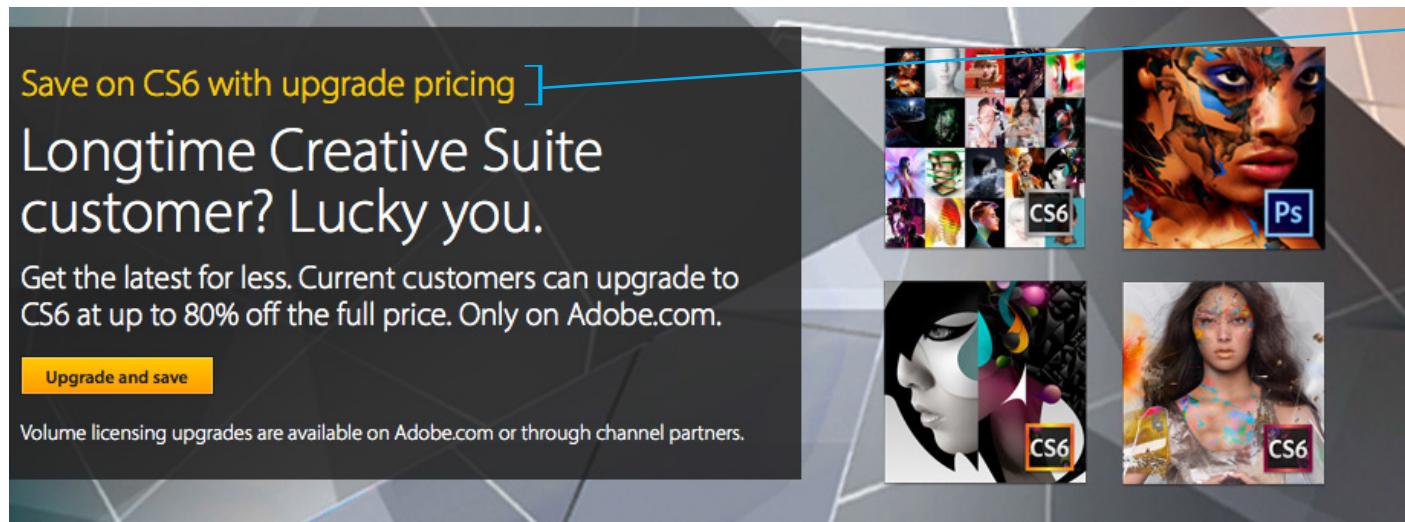
in the past, we've used curly apostrophes in print, but straight in digital/online communications.

No more.

Curly apostrophes across the board.

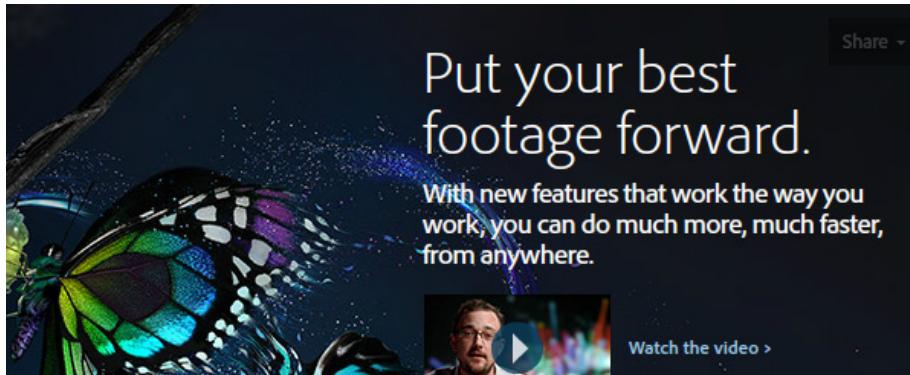
Adobe & punctuation

FMAs / Marquees



Adobe & punctuation

FMAs / Marquees: Headline or Feature name?



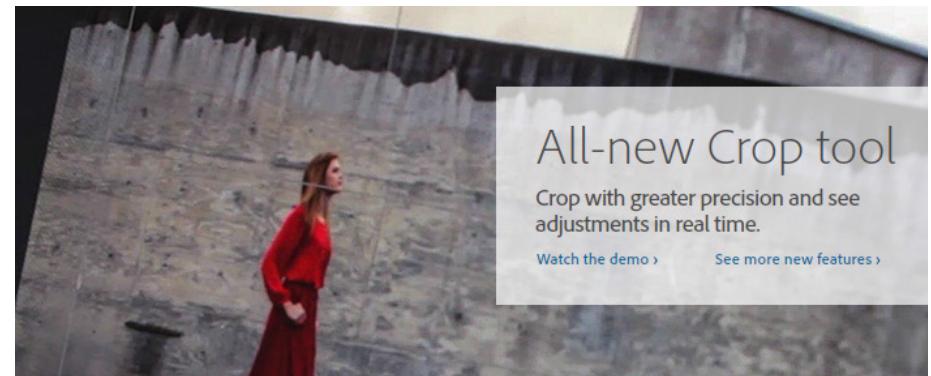
Clearly a headline, not a feature name, this ends with a period.



This is trickier territory: Is it a headline, or just the name of a feature? In this case, it should have a period. But, ideally, the line would be pushed so it's either more clearly a headline ("You have 3D controls at your fingertips.") or a feature ("3D controls").



Here, the line is just the name of a feature (Mercury Graphics Engine), so it doesn't end with a period. The subhead still uses a period.



Again, this is considered a feature name, not a headline, so no period.

Adobe & punctuation

Adobe.com: Copy blocks & right rail

All the tools you love.
Totally re-imagined.

Your favorite tools are about to get even better. Introducing Creative Cloud™ desktop applications, including Adobe® Photoshop® CC and Illustrator® CC. They're the next generation of CS tools. Get hundreds of all-new features. New ways to keep your creative world in sync — feature updates, settings, and feedback from team members. And, as always, your applications live on your desktop, not in a browser and not in the cloud.

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Everything you need to create anything.



Annual plan for
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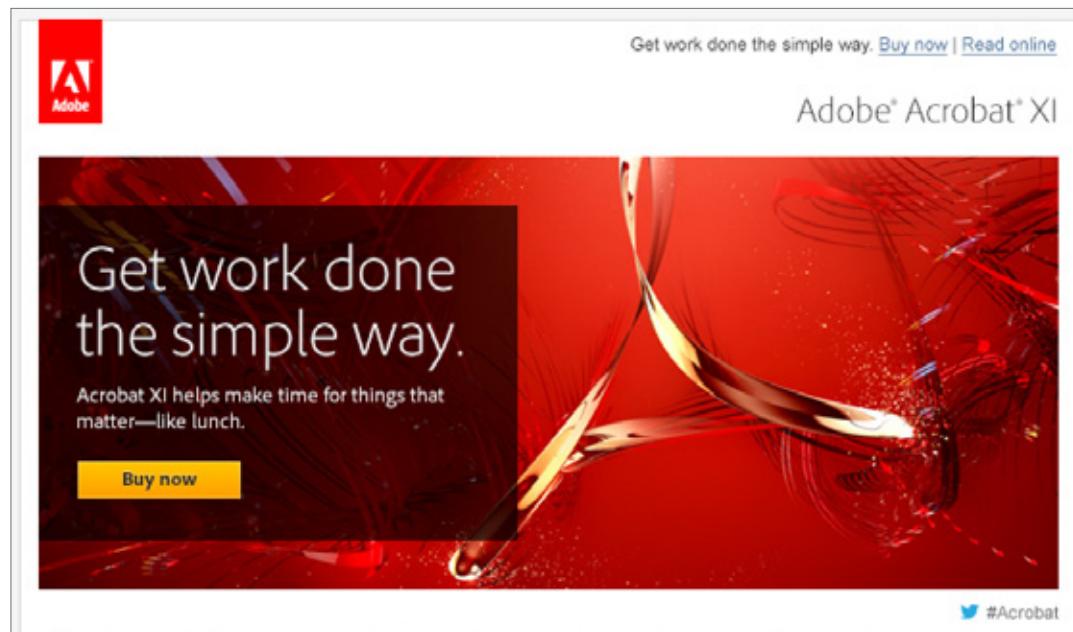
[Try](#)

Headlines above body copy ("All the tools you love. Totally re-imagined.") should use a period.

For copy in the right rail, product names don't end with a period, but the tagline that follows does.

Adobe & punctuation

Email & web banners



The same principles apply to email: Use a period after the headlines.



Banner headlines also use periods.

Adobe & punctuation

When *not* to use periods: When using the ampersand, after feature names, after eyebrow copy

The screenshot shows the Adobe Education website. At the top, there's a navigation bar with links for Products, Solutions, Learning, Help, Downloads, Company, Buy, and a search bar. Below the navigation is a user menu with "My Adobe", "My orders", "My cart (2)", and "Welcome, Steve". The main content area has a breadcrumb trail "Education / Digital Publishing Suite for education". Below the breadcrumb are links for Overview, K-12, Higher ed, Students, Education resources, and Eligibility guide. The main visual is a close-up of a hand holding an iPad displaying a yellow brochure for the University of Dayton. The brochure features the text "They all graduated from the University of Dayton." and "Adobe & University of Dayton". Below the brochure, there's a video thumbnail with a play button and the text "Watch the video >". To the right of the brochure, there's a sidebar with sections for "Next steps", "Student and Teacher Edition", "Not a student or teacher?", "Learn about eligibility", "Students" (with "Up to 80% off retail prices"), "Teachers" (with "Up to 80% off retail prices"), and "Schools" (with "Volume licensing: 800-443-8158").

Never use a period when using the ampersand.

The navigational breadcrumb at the top of the page ("Digital Publishing Suite for education") doesn't end in a period.

For more information

All of the assets shown in this document can be downloaded from the Marketing Hub: www.adobe.com/marketinghub

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