



Adobe Certified Programs

Program, editorial and design guidelines for implementing the Adobe Certified badges

23 September 2010

Table of contents

Introduction	1
Program & terminology definitions	2
Certified Associate badges	3
Certified Educator badges	4
Certified Expert badges	5
Certified Instructor badges	6
Specifications for use	7
Do's and don'ts	8
Business use	9
Editorial references	10
E-mail signatures	11
Certification expiration	12
Code of conduct	13
Trademark guidelines & attribution statements	14
For more information	15

Introduction

The certified programs badges and credentials have been created for self-promotional use by individuals who have met all requirements of the Adobe Certified Associate (ACA), Adobe Certified Educator, Adobe Certified Expert (ACE), or Adobe Certified Instructor (ACI) programs.

The full value of the credential is only fully realized when it is recognized by the audience to which you are promoting yourself. Wide recognition and respect for the credential can only be achieved if the badges and references to Adobe certification are used correctly and consistently.

To preserve the legal protection and strength of these badges, you must use them correctly and consistently, according to the following guidelines. Keep in mind that you must first pass the required examinations, agree to the terms and conditions of the Adobe Certified Associate, Adobe Certified Educator, Adobe Certified Expert, or Adobe Certified Instructor program and receive confirmation from Adobe before using any Adobe Certified program badge or credential.

Program & terminology definitions

Adobe Certified Associate - An individual who has passed one or more Adobe Certified Associate (ACA) exams and agreed to the terms and conditions of the Adobe Certified Associate program.

Adobe Certified Educator - An Adobe Certified Associate who has demonstrated his/her teaching skills by providing accepted proof of skills to Adobe. A list of accepted demonstrations of teaching skills can be found at: www.certiport.com/Portal/DesktopDefault.aspx?tabid=640&roleid=103

Adobe Certified Expert – An individual who has passed the latest version of one or more Adobe Certified Expert (ACE) exams and agreed to the terms and conditions of the Adobe Certified Expert program.

Adobe Certified Instructor – An Adobe Certified Expert who has also demonstrated their teaching skills by providing accepted proof of skills to Adobe. A list of accepted demonstrations of teaching skills can be found at www.adobe.com/support/certification/aci_certify.html

Credential – A level of certification achieved by the Certificant and granted by Adobe.

Single Credential - Individuals certified in one Adobe product must use the badge with the appropriate product specification. Use of an Adobe Certified Associate, Educator, Expert, or Instructor badge without product specification is limited to individuals certified in two or more products.

Multiple Credentials - Individuals certified in two or more products may choose to use a version of the Adobe Certified Associate, Educator, Expert, or Instructor badges with no product specification. They may also display any of one the certified badges with product specification for which they are certified or any combination of badges with product specifications, but may not alter the badge to include multiple product names.

Specialist and Master Credentials - Adobe Certified Experts and Adobe Certified Instructors who have passed all exams required of the Specialist or Master level of certification should use the badge reflecting the level of certification they have achieved. In cases where multiple Specialist credentials are achieved, the Certificant may use any one or multiple badges, but may not alter the badge to include multiple credentials.

Certificate – A physical document issued by Adobe acknowledging the certification credential.

Certificant – An individual who has passed all exams required of a specific certification credential, agreed to the terms and conditions of the certification program and has received from Adobe acknowledgement of the credential in the form of a certificate.

Candidate – An individual who is pursuing a credential, but has not fulfilled all the requirements. An individual may be a Certificant for one Adobe Certified Expert credential and a Candidate for another.

Certified Associate badges

If you are certified in one Adobe product, you must use the corresponding badge.

The badge without a product reference is reserved only for individuals certified in two or more Adobe products.

Each badge is available in two layouts, which may be used interchangeably based on space available in the layout.



Certified Educator badges

If you are certified in one Adobe product, you must use the corresponding badge.

The badge without a product reference is reserved only for individuals certified in two or more Adobe products.

Each badge is available in two layouts, which may be used interchangeably based on space available in the layout.



Certified Expert badges

If you are certified in one Adobe product, you must use the corresponding badge.

The badge without a product reference is reserved only for individuals certified in two or more Adobe products.

Each badge is available in two layouts, which may be used interchangeably based on space available in the layout.

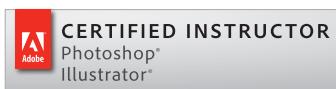


Certified Instructor badges

If you are certified in one Adobe product, you must use the corresponding badge.

The badge without a product reference is reserved only for individuals certified in two or more Adobe products.

Each badge is available in two layouts, which may be used interchangeably based on space available in the layout.



Specifications for use

To preserve the legal protection and strength of the badges, they must be used correctly and consistently, according to these guidelines. Apply these specifications to all versions of the badges.

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

Clear space

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



Please note: Do not separate the elements of the badge to be used independently, including the corporate Adobe logo.

This version of the corporate Adobe logo is not for use by third parties outside of the badge design. If you need a standard corporate Adobe logo, please contact your Adobe representative.

Minimum size

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

On screen:



In print:



.575"



.475"



Do's and don'ts

Do's

- Display the badge only in the form specified in this guide.
- Display the badge only in the colors in the electronic file provided by Adobe.
- Use only the badge in the electronic file provided by Adobe.
- Always position the badge alone and apart from other text and graphics, especially other trademarks and service marks.
- Always follow the guidelines for clear space and minimum size to ensure readability.
- Use proper trademark symbols with the correct trademark attribution statement.

Don'ts

- 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 rotate, skew, redraw, repropportion, reproduce three-dimensionally, or otherwise alter the badge or its elements in any way.
- 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.
- Do not translate elements of the badge into another language or change it to another character set such as Japanese or Arabic, without prior written permission.

Business use

The Adobe Certified badges may NOT be used to promote a business, product or service. Adobe Certified badges may not be used on the cover of a product, book or package without first receiving written consent from Adobe.

A business may promote in an unambiguous manner that they employ Adobe Certified Associates, Educators, Experts, or Instructors or use Adobe Certificants in the development of a product only with the consent of the Certificants and in no way should imply an endorsement, partnership or relationship with Adobe beyond its intended use.

Correct: We employ Adobe Certified Instructors

Correct: Developed using Adobe Certified Experts

Incorrect: We are Adobe Certified Instructors

Incorrect: We are Adobe Certified Experts

Editorial references

Adobe Certified Associate, Adobe Certified Educator, Adobe Certified Expert or Adobe Certified Instructor should NOT be shortened, truncated or rearranged.

Because the ACE and ACI programs require recertification on the latest version of the product, no version designation is included in the logo. However, text references for individuals certified in one Adobe product, must contain both product name and version designation. No product name or version is necessary if an individual is certified on two or more current products.

Text references to Adobe certification must be clearly associated with the complete name of the individual.

Examples based on certification in one product:

Correct: John Doe is an Adobe Certified Instructor in Dreamweaver CS4

Incorrect: John Doe is an Adobe Certified Instructor in Dreamweaver

Correct: Jane Doe, Adobe Certified Expert, Photoshop CS4

Incorrect: Jane Doe, Adobe Certified Expert, Photoshop

Incorrect: John Doe, Adobe Photoshop Expert

Examples based on certification in multiple products:

Correct: John Doe is an Adobe Certified Instructor

Correct: John Doe, Adobe Certified Expert

Incorrect: John Doe, Adobe Expert

Incorrect: John Doe is Adobe Certified

Incorrect: John Doe is certified by Adobe

E-mail signatures

If your email application allows graphics, the appropriate program badge may be used. It must be positioned below the user's name and business name and it may not link to Adobe.com or any other web page.

Always follow the specifications provided for clear space and minimum size.

For example:



If your email application does not allow graphics, the program may be shown in text. Again it should be after the user's name and business name and should include the full credential, product name and version.

Correct: Jane Doe
 Adobe Certified Expert, Photoshop CS5

If multiple credentials are held, then the full text version of each should be used in a stacked manner.

Correct: John Doe
 Adobe Certified Expert, Illustrator CS5
 Adobe Certified Expert, Photoshop CS5

Incorrect: John Doe
 Adobe Certified Expert, Illustrator CS5 and Photoshop CS5

Certification expiration

Periodic recertification is a requirement of the Adobe Certified Program.

An Adobe Certified Expert or Adobe Certified Instructor may promote himself or herself from the moment they receive confirmation of acceptance from Adobe until the expiration of their credential (90 days after the publication of an updated exam required of the credential).

When certification expires, individuals must discontinue use and remove all Adobe logos from collateral, web pages, business cards, stationary, resumes, and marketing materials. An individual may continue to use text references to their certification after expiration ONLY if they clearly state the version of the product for which they were certified or if they recertify on the current product version.

Example: Jane Doe, Adobe Certified Expert, Photoshop 5

Example: John Doe, Adobe Certified Expert, Photoshop CS2

Example: Jane Doe, Adobe Certified Expert, Flex 2

The Adobe Certified Associate and Adobe Certified Educator designations do not expire.

Code of conduct

It is expected that all individuals promoting themselves as Adobe Certified Associates, Adobe Certified Educators, Adobe Certified Experts or Adobe Certified Instructors will:

- conduct themselves in a courteous and professional manner in situations related to their relationship with Adobe or use of Adobe products.
- adhere to all legal guidelines associated with the promotion of their credential and licensing of Adobe products as defined in the Adobe End User License Agreement (EULA).
- not abuse their credential by presenting it in such a way as to exaggerate or misrepresent their relationship with Adobe.

Trademark guidelines & attribution statements

Trademark Guidelines

When using Adobe trademarks, use the appropriate trademark symbol on the most prominent (or if none is prominent, the first) appearance on the materials. It is not necessary to mark subsequent mentions.

Attribution statements

Please include an attribution statement, which may appear in small, but still legible, print, when using any Adobe trademarks in any published materials. The format for the attribution statement should be:

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

For example:

Adobe, the Adobe logo, Acrobat, and Creative Suite are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

The attribution statement typically is included with other legal lines, such as the copyright notice, at the end of a document or on the copyright page of a book or manual.

For more information

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

Adobe Certified Associate program:

For more information, visit: www.adobe.com/go/aca

For questions, email: adharkar@adobe.com

Adobe Certified Educator program:

For more information, visit: www.certiport.com/portal/DesktopDefault.aspx?page=common/pagelibrary/adobe_aca-educator.html

For questions, email: adharkar@adobe.com

Adobe Certified Expert program:

For more information, visit: <http://www.adobe.com/support/certification/ace.html>

For questions, email: partner_mktg@adobe.com

Adobe Certified Instructor program:

For more information, visit: <http://www.adobe.com/support/certification/aci.html>

For questions, email: partner_mktg@adobe.com

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



©2010 Adobe Systems Incorporated. All rights reserved.
Adobe, the Adobe logo, Acrobat, Creative Suite, Illustrator, and
Photoshop are registered trademarks or trademarks of Adobe
Systems Incorporated in the United States and/or other countries.