Adobe Corporate Brand

Internal guidelines | 08 November 2018

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Our mission

Adobe is changing the world through digital experiences.

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.

Adobe is the global leader in digital marketing and digital media solutions. Our tools and services allow our customers to create groundbreaking digital content, deploy it across media and devices, measure and optimize it over time, and achieve greater business success. We help our customers make, manage, measure, and optimize their content across every channel and screen.

Our values

These four values define **WHO WE ARE**. Let them come through in all that you do.

Consider them in your daily work and actions—with customers, prospects, and team members.

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.

Innovative

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

Exceptional

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

Involved

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

Our personality tenets

These five tenets define our brand tone, personality, and **HOW WE EXPRESS OURSELVES** in all verbal and written communications.

Clean

Simple design and language is a sign of respect for our customers—respect for their work, time, and process.

If you think about it, simplicity is a common courtesy.

Captivating

Through smart use of design and data, we create content that captivates, and that means designing for the end user, making it as personal as possible.

Creativity and precision are at the heart of all we do. Everything we put out into the world should be equally inspiring and relevant.

Inspiring

Our enthusiasm about the future, and what's possible, is what energizes our company and each one of us.

A sense of wonder and enchantment is infused into everything we say, do, and make.

Community

We've committed to a highly collaborative relationship with the creative and professional marketing community. Sometimes we educate; sometimes we simply participate alongside them.

The community is the creative firepower, and we exist to share with them—share tools, ideas, and successes.

Forward

We challenge ourselves and others to aim higher and never settle. Boldness, unexpectedness, and optimism drive us forward, inspiring new categories and tools.

As a tech company with creativity at its core, we have a responsibility to be cutting edge.

Tenets: Clean

"Everything should be made as simple as possible but not simpler."
— Albert Einstein

DESIGN SUCCINCTLY

One clear graphic is better than a few abstract images. And 10 clear words are better than 20 muddy ones.

GET OUT OF THE USER'S WAY

We're here to help people be productive, so let's not block their path with any superfluous functionality, design, or lingo.

LET USERS DRAW THEIR OWN CONCLUSIONS

They can decide if it's amazing. Simply inspire them to experience it—don't tell them what to think.

LIMIT SUPERLATIVES AND HYPERBOLE

Which can be tough. Because you may be working on something that's the best… version… ever. But the truth is, it's better not to boast.

Hey, nobody likes the kid who walks around bragging about himself all the time.

VISUAL TIPS

DESIGN WITH CLARITY
Design what you intend to communicate in the most straightforward and clean way.

VERBAL TIPS

BE CONVERSATIONAL
Use an apostrophe.

BE CONCISE
If you can't say it in 140 characters… you get the point. Be economical. Say it once, say it well, and move on.

SHOW, DON'T TELL
A picture is worth a thousand words.

Tenets: Community

"If you want to go fast, go alone; if you want to go far, go together."
— African proverb

OPEN UP

Invite users in and engage them as equals, and the brand will come to life even more vibrantly. Opening up the Adobe logo to interpretation is a great example of this.

LEAD & LEARN

On one hand, we're thought leaders; it's our responsibility and privilege to share our knowledge with the world. On the other, it's about championing our users; by helping marketers reinvent themselves, we, in turn, continually reinvent ourselves.

CO-CREATE

Elevate and amplify our collaborators so that they get visibility and credit.

BE A GOOD LISTENER

Be so attentive, so curious, so open-eared and open-minded that you soak up not just the words or the content or the idea, but what was actually intended.

CREATE A DIALOGUE, NOT A MONOLOGUE

Respect for our customers means a multivoice conversation, not a one-sided one. (Remember what we said about the guy who talks about himself all the time…)

RESPECT THE USER JOURNEY

Allow for growth and discovery, but don't overwhelm; keep the story focused.

VISUAL TIPS

ENABLE LEARNING
Create opportunities for education, conversation, and thought leadership across the digital media and marketing industry.

COLLABORATE WITH THE COMMUNITY
Invite participation and exploration.

ALWAYS GIVE ATTRIBUTION
Attribute the work properly; give credit where credit is due.

VERBAL TIPS

EMBRACE PARTICIPATION
Champion the original work of our customers and community.

TWO WAY CONVERSATION
Cast a wide net for ideas, and be open to what you get back in return.

Tenets: Captivating

"The world is but a canvas to our imagination."
— Henry David Thoreau

SWEAT THE SMALL STUFF
Tiny details add up into an industry-changing whole.

DON'T COMPROMISE
Especially when it comes to design.

KEEP IT REAL
Speak and act in a way that feels natural, comfortable, and complementary to how people think.

TELL BIGGER STORIES
Be discerning and create awe. Make it a story, communicate the big picture, and always have a narrative thread that your audience can relate to.

VISUAL TIPS

EXPRESS WITH EXAMPLES OR DEMOS
It's amazing how powerful and resonant a well-designed experiential piece of communication can be.

SHOW EXPERIENCES
Be human, be contextual. We create tools that people use with their hands, so the idea of personal connection should shine in all we do.

VERBAL TIPS

HAVE A CLEAR POINT OF VIEW
Assume our audience is contemporary, intelligent, media-savvy, and thoughtful—no over-explaining or marketing speak required. Present information hierarchically—know what's important and what's less important.

PERSONALIZE FEATURES
Help people see the possibilities of our features. Make it matter, make it human.

BE CONVERSATIONAL
Speak like you're explaining to a friend or relative.

INFUSE PERSONALITY
Adding some personality, especially to headlines is a clear way to sidestep corporate jargon.

Tenets: Forward

"The greater danger for most of us lies not in setting our aim too high and falling short,
but in setting our aim too low and achieving our mark."
— Michelangelo

UP YOUR GAME

If you're not continually improving, what's the point? Just as we slowly disclose more and more of our UI to people as they learn, look to push yourself to do better too.

GET OUT OF YOUR COMFORT ZONE

It's about thinking boldly and broadly—outside the silo. If that means asking for help or collaborating with someone new, go for it.

LET DATA SURPRISE YOU

It's the future of our business. And it has huge potential for creatives and marketers alike.

EMBRACE RISK & TENSION

When you do, it usually pays off. The right tensions help us stay true to ourselves and the user.

VISUAL TIPS

PIQUE CURIOSITY
Understand the power of an image to spark a visceral reaction in the viewer and tickle the mind. Choose images and moments that have a clear POV yet leave the viewer inspired to want more.

PUSH THE PARADIGM
Just as we enter new product categories, we explore new ways to visualize our message and make experiences feel fresh.

VERBAL TIPS

REVEAL NEW TIPS AND IDEAS
Embrace the possibilities when discussing the applications of a product. Doing so encourages interaction.

Use new member onboarding as an opportunity to present ways for them to expand their skills.

TELL FUTURISTIC STORIES
Create forward-looking narratives and content by using our past as the springboard to our future.

Tenets: Inspiring

"The power of imagination makes us infinite."
— John Muir

LET THE DETAILS BE GRAND
Because when you do, the result will almost always be greater than the sum of its parts.

BE RESILIENT
We won't get to future successes without the right failures—and the insights that come from them. You don't have to be perfect, but you do have to be able to bounce back.

KNOW YOUR IMPACT
Anything each of us does, no matter how small, will either help or hurt the company and brand. So go for it wholeheartedly, don't look back (launching Creative Cloud is a great example of this), and don't rest until the user is happy. And hey, we are users too, so we know when we've succeeded or failed.

BE CONFIDENT AND OPTIMISTIC
A company that believes in itself is infinitely more powerful. Speak and act with confidence.

VISUAL TIPS

DESIGN WITH ENTHUSIASM
When you put energy and positivity into your work, it shows.

VERBAL TIPS

PLAY WITH NEW IDEAS AND WORDS
As technology changes, so does the language to describe it. We have to speak in a way that's in line with the current vernacular, but we also have a responsibility, as a thought leader, to be unexpected.

BE PASSIONATELY OPEN-MINDED
Not only is it contagious (you'll inspire your coworkers), but it's also likely to bring positive results, for both you personally and Adobe.

Along these lines, feel free to enumerate the possibilities of a given product or service.

Our name & logo

Company name

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

EVERYDAY NAME: GLOBALLY

Adobe

Email signatures, voicemail greetings, marketing, event signage, copyright line, trademark attribution, business cards, social accounts, sponsorships, etc.

LEGAL ENTITIES

Only used when legally required for legal agreements, contracts, financials, etc. Not sure? Check with your legal rep or email *brand@adobe.com*.

- U.S.: Adobe Inc.
  [No comma after "Adobe" / Period after "Inc." / Do not spell out ~~Incorporated~~]

- Globally: Entities vary [see: *Adobe's international local entity names*]

NEVER

~~Adobe Incorporated~~

~~Adobe Systems~~

~~Adobe Systems, Inc.~~

~~Adobe Systems Incorporated~~

Or any other variation.

LEGAL LINES

Please include a copyright notice and 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 COPYRIGHT NOTICES

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

© [Range of Years (generally found in product)] Adobe. All rights reserved.

Note: The word "Copyright" is not required in addition to the © symbol.

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."

Note: "Catch-all" attribution may be used following the standard attribution statement for all third-party trademarks, unless specific notice is required by contract: "All other trademarks are the property of their respective owners."

EXAMPLE

© 2018 Adobe. All rights reserved.

Adobe, the Adobe logo, Creative Cloud, and Photoshop are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

Adobe logos

STANDARD ADOBE LOGOS

Download asset ID 9836.
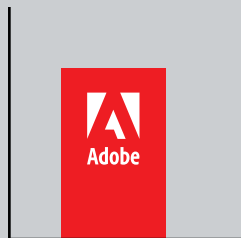
Download asset ID 9839.

Download asset ID 9837.
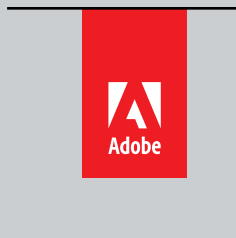
Download asset ID 9838.

Download asset ID 9927.

RED TAG ADOBE LOGOS

Download asset ID 57601.

Download asset ID 9930.

Latest logo updates

As of May 2014, all versions of the logo have been updated so that "Adobe" is in our corporate typeface Adobe Clean.

As of September 2013, there is no longer a legal ® symbol used, but legal attribution is required. See page 63 for details on attribution statements.
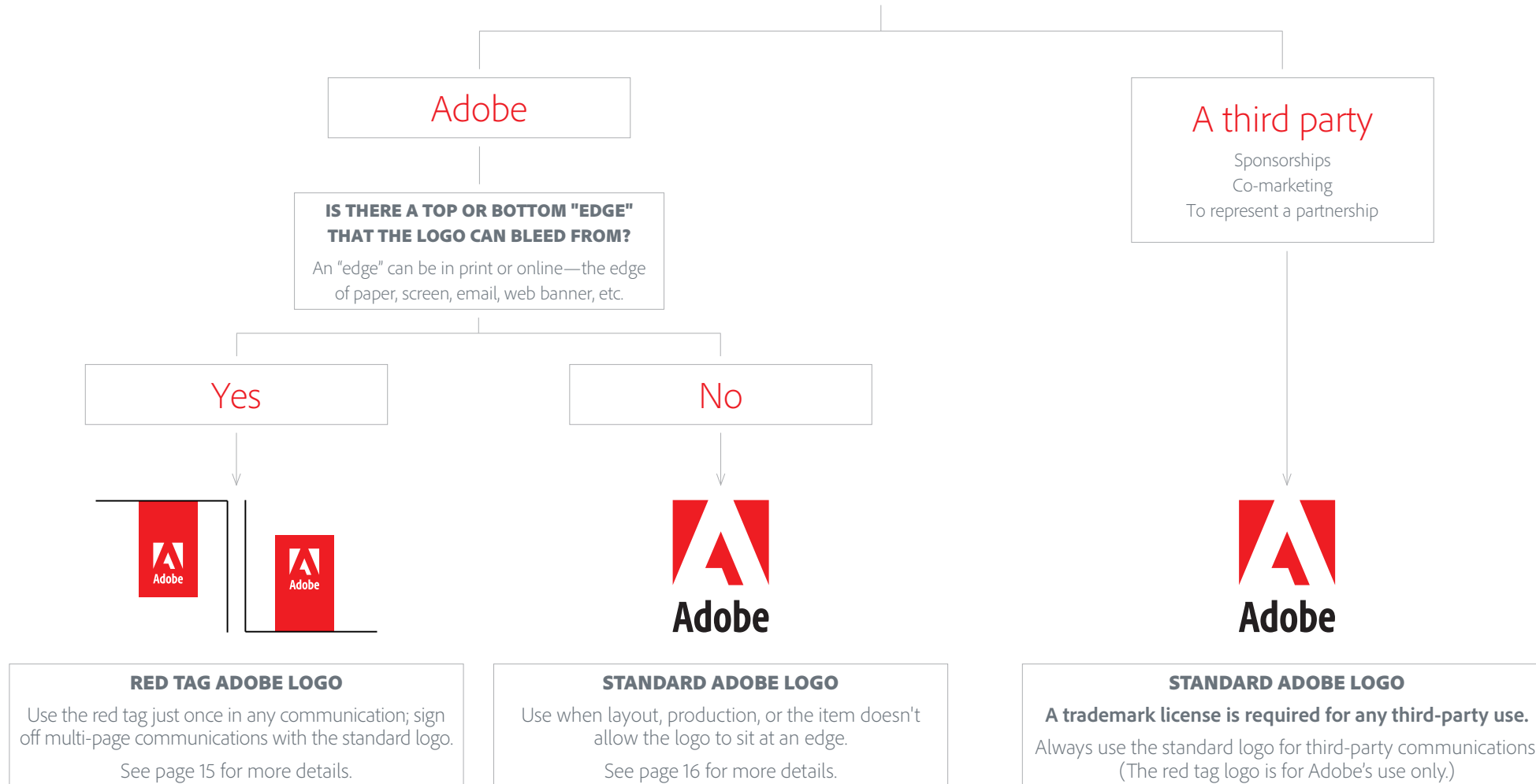
Current

Outdated

Tip: Look at the bottom of the "d" and the "b" to quickly see the difference.

Which logo do I use?

START HERE

Who is the communication coming from?

Adobe

IS THERE A TOP OR BOTTOM "EDGE" THAT THE LOGO CAN BLEED FROM?

An "edge" can be in print or online—the edge of paper, screen, email, web banner, etc.

Yes

No

A third party

Sponsorships
Co-marketing
To represent a partnership

RED TAG ADOBE LOGO

Use the red tag just once in any communication; sign off multi-page communications with the standard logo.

See page 15 for more details.

STANDARD ADOBE LOGO

Use when layout, production, or the item doesn't allow the logo to sit at an edge.

See page 16 for more details.

STANDARD ADOBE LOGO

A trademark license is required for any third-party use.

Always use the standard logo for third-party communications. (The red tag logo is for Adobe's use only.)

Using the red tag logos

The red tag logos are reserved for Adobe use only.

WHEN USING THE RED TAG LOGOS, REMEMBER:

1. **You need a top or bottom edge for it to hang from.**
   Note that there are two different versions for placement at the top or bottom—they are not interchangeable.
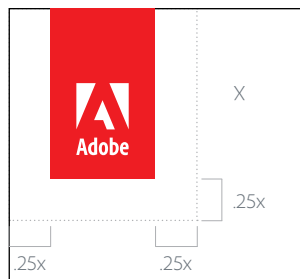
2. **It should be used just once in any communication.**
   Multi-page or multi-screen communications should use the red tag logo as an introduction and the standard logo as the sign-off.
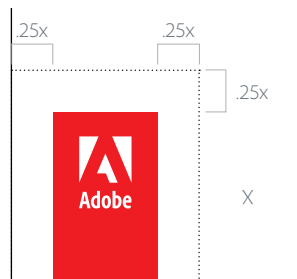
3. **It can only be used in red.**

MINIMUM CLEAR SPACE

Top placement

Bottom placement

SIZE

Use them at exactly the size they are posted.
The logos are posted in exactly the size they should be used for all screen and print communications less than or equal to 11x17".

That includes:

- 8.5 x 11"
- 11 x 17"
- 5 x 7" postcard
- 6 x 9" booklet
- A4
- E-mails and newsletters
- Web banners
- Web pages
- Presentations
- A3

Add a bleed when necessary for the red field, but be careful not to change the proportions of the visible area.

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

COLOR

The red tag logo should only be used in Adobe red.
For black and white printing, or for design/legibility issues with the red, switch to the standard Adobe logo.

COLOR	PMS	C	M	Y	K	R	G	B	HEX
Adobe Red	485 C	0	100	100	0	255	0	0	FF0000

Using the standard logos

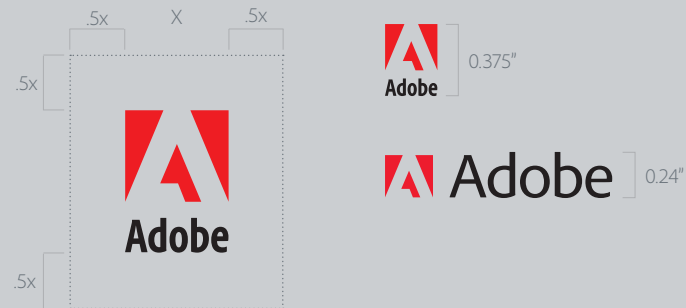**The standard logo may be used by third parties under license only.**

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

USE THE STANDARD LOGO FOR THREE MAIN PURPOSES:

1. To **close** a piece (i.e. back of datasheet or brochure)
2. When there is **no top or bottom edge** from which to hang the tag
3. By **third parties**, under license only (sponsorships, co-marketing, etc)

CLEAR SPACE & MINIMUM SIZE

The clear space guidance shown below applies to all versions.

STANDARD

NON-STANDARD (SEE PAGE 21 FOR EXAMPLES)

Horizontal: Use ONLY when limited vertical space requires.

"A" graphic: For special use cases only, done in collaboration with *Brand*.

COLOR

- **Primary**: Adobe red with black or white
- **Secondary**: All black or all white
- **Other**: On promotional items only, other colors may be used for a tone-on-tone effect, i.e. a gray logo on a gray sweatshirt.

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

COLOR	PMS	C	M	Y	K	R	G	B	HEX
Adobe Red	485 C	0	100	100	0	255	0	0	FF0000

Logo examples: Print

Adobe print pieces, where a bleed is possible, should use the red tag logo since there is an edge for it to hang from.
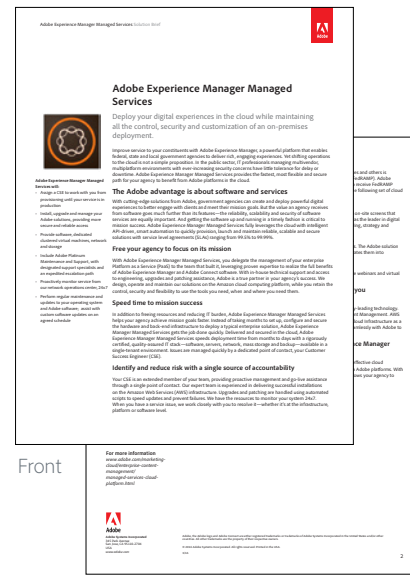
Multi-page pieces may also use the standard logo to close the piece as shown below. (Remember, the red tag should only be used once per piece.)
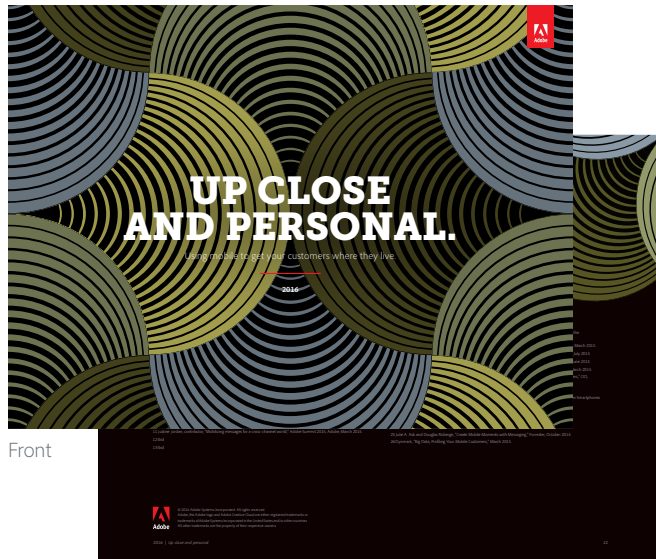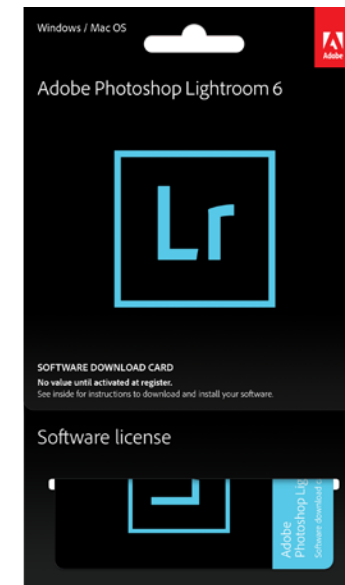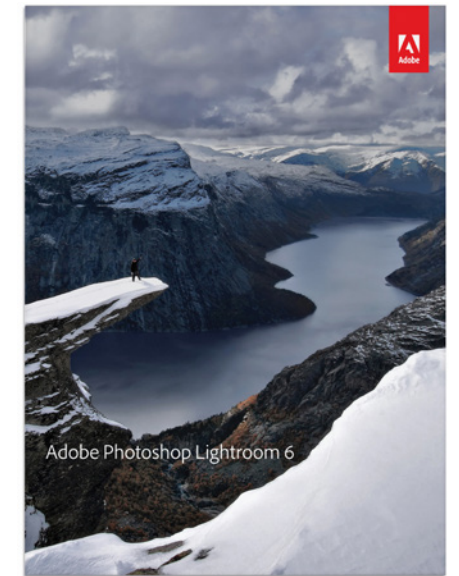

Front
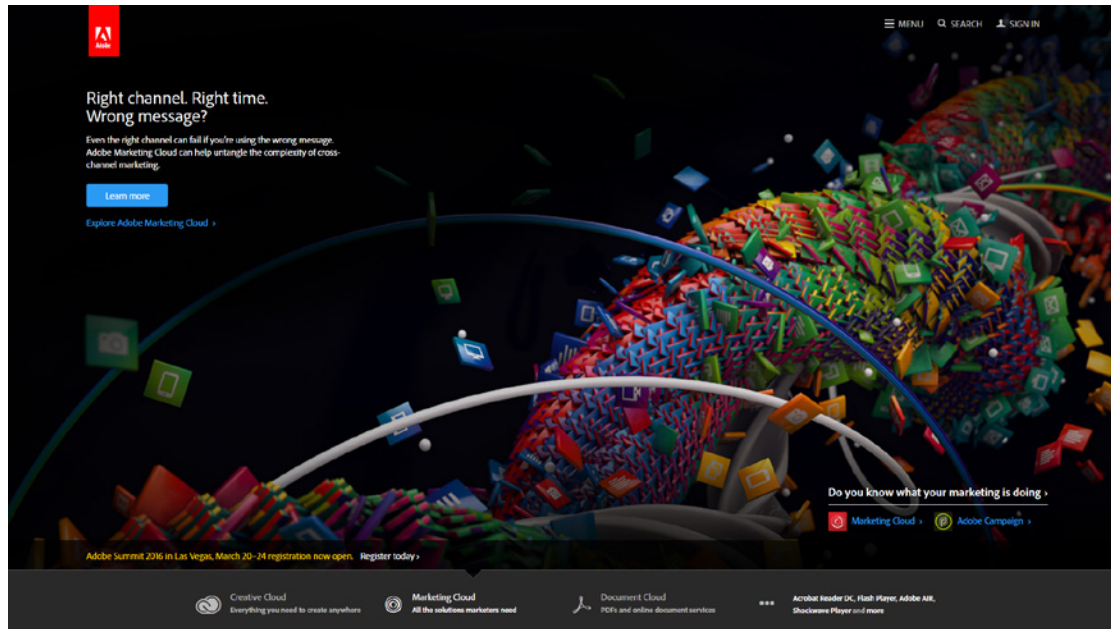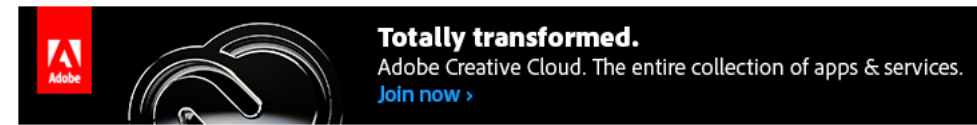
Back

Tier 1 White paper

Front

Back

Solution brief

POSA card

Packaging

Logo examples: Online

Adobe.com

Web banner
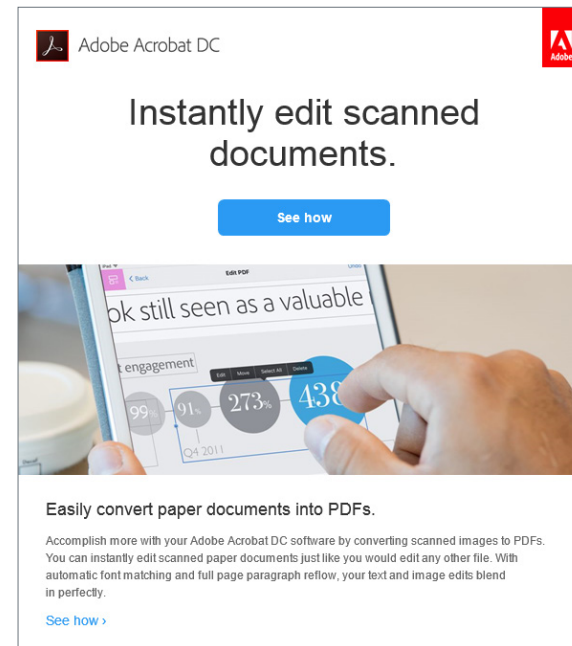
Email

Logo examples: Events

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

In booth graphics, the red tag logo may appear more than once, 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.
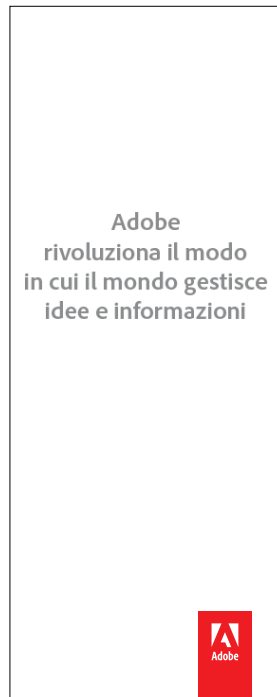
Hanging banners

The red tag logo is placed at the bottom for better visibility when looking up at the banner from the ground.

Large logo-only banners

The red tag logo can be scaled to the size of a hanging banner. In this case—hanging from the top of the building—the building acts as the "edge" from which it hangs. It could also be used indoors hanging from a ceiling, etc. As this is a very bold use, only one should be used in any particular space.

Logo examples: Facilities

Note: even on walls, buildings, etc. the "A" inside the logo should always be transparent, letting the wall show through.
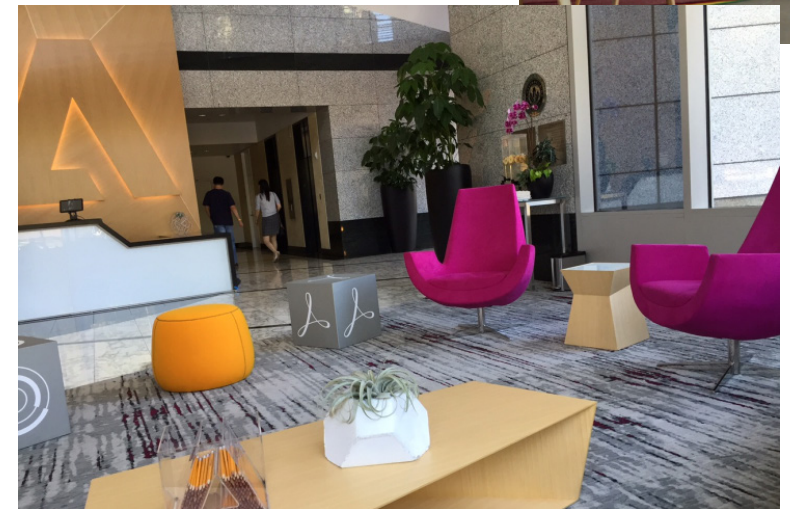
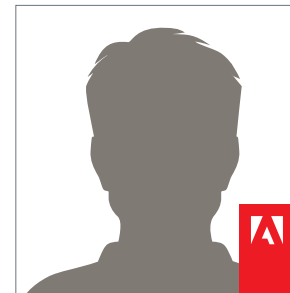# Logo examples: Non-standard

THE HORIZONTAL LOGO

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

(Retail display)

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** *brand@adobe.com* **if you believe you have a use for this version of the logo.**
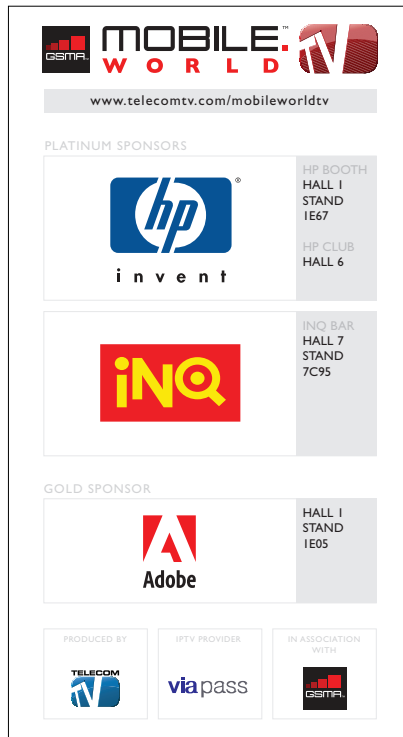

Used for Slack profile pictures to identify employees when communicating with customers.

Logo examples: Third-party use

All third-party communications use the standard Adobe logo (under license only), not the red tag logo.
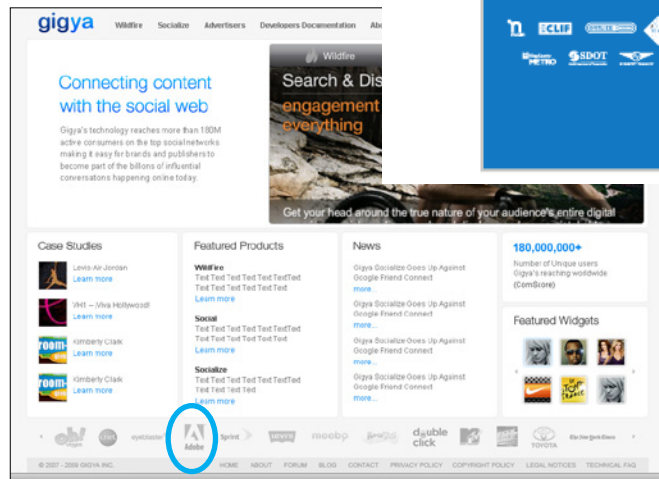

This is a rare case, but shows that the Adobe logo may be recolored to match the other partner logos shown.

Sponsorships

Co-marketing signature

Incorrect logo 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.
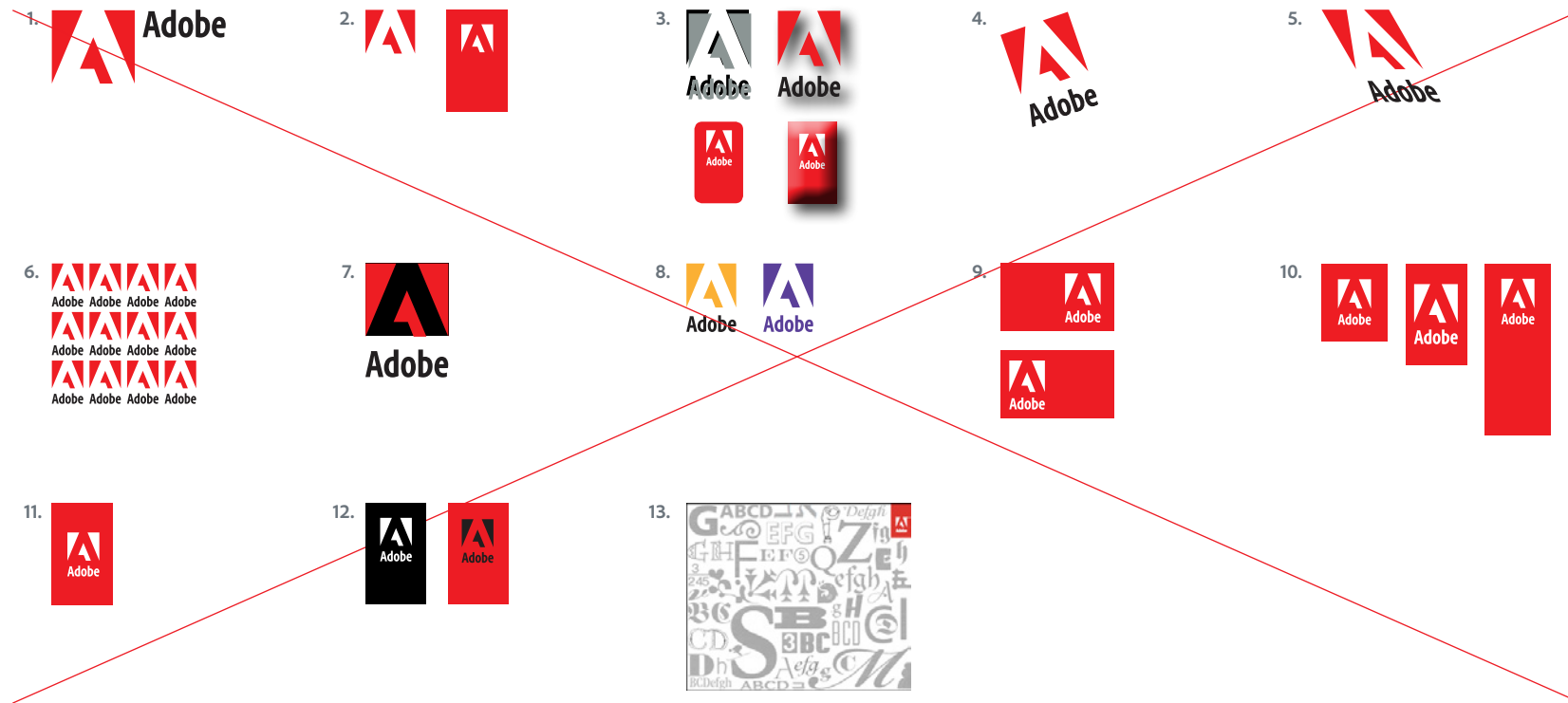
DONT'S

1.   Don't move "Adobe".
2.   Don't remove "Adobe".
3.   Don't apply any effects.
4.   Don't rotate the logo.
5.   Don't skew or attempt to make the logo 3-dimensional in any way.
6.   Don't make a pattern or texture out of the logo.
7.   Don't alter the transparency of the logo.
8.   Don't recolor the logo.
9.   Don't alter the tag to run horizontally.
10. Don't crop or extend the tag.
11. 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:

·   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

Using color

Our corporate color system reflects a rich, dynamic, multi-dimensional Adobe.

We use 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.

It's an open system without a defined color palette. When pairing colors together, use a combination of dynamic and neutral colors, not all dynamic or all neutral.

USE OF RED

Red is elevated to "special" status, reserved primarily for the corporate mark as a nod to our history that is reinforced in every communication.

It shouldn't be used as a primary color choice on any materials or communications, or as a text color.

PRODUCT COLORS

Product colors will still be defined and can be found in their respective brand guides

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'S CORPORATE TYPEFACE IS ADOBE CLEAN.

- **Adobe Clean is proprietary to Adobe**. It is not available for license to the general public or for partners to use.
- **Auto or metric kerning** is recommended. Please follow the guidelines on the right for tracking at various sizes.
- Alternate **glyphs** are available for "g" or "g" and "1" or "1."
- The color **red is reserved for the corporate logo**; avoid using it as a highlight color in text.

LANGUAGE SUPPORT

- **Adobe Clean** supports all European languages, including Greek, Russian, and Ukrainian.
- **Adobe Clean Han** supports Japanese, Korean, Simplified Chinese, and Traditional Chinese.

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

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

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

Download the fonts
- Adobe Clean: *asset ID 200991*
- Adobe Clean Han:
  - Japanese: *asset ID 212596*
  - Korean: *asset ID 212597*
  - Simplified Chinese: *asset ID 212598*
  - Traditional Chinese: *asset ID 212599*

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

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

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
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 *brand@adobe.com* with your request.

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.

IMAGERY SYSTEM:

1. **Corporate and product imagery**
   High concept imagery for corporate, product, or 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, themes, or infographics.

Corporate and product imagery

Reportage lifestyle photography
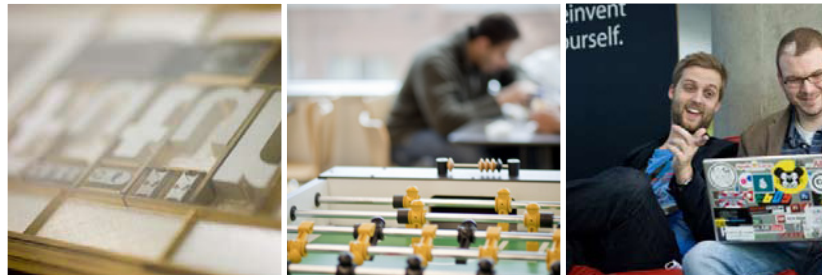
Conceptual imagery
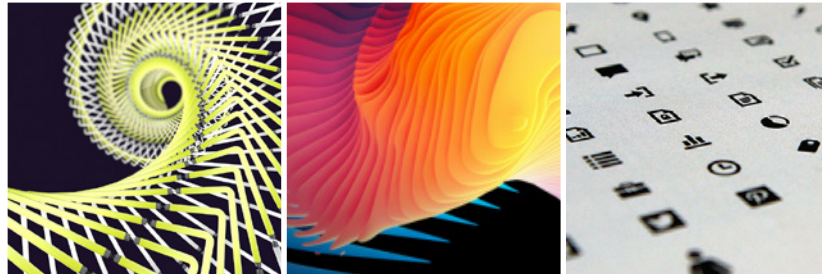
Clip art should never be used.

The previous corporate imagery has been retired.
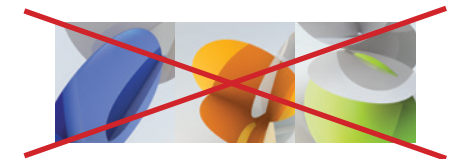
Corporate imagery: Introduction

The Adobe brand is rooted in our community. To celebrate the spirit of creativity within the community, we're inviting a broad mix of creatives to reinterpret our logo—putting their mark on ours.

We call it Adobe Remix.

We invited a select group of creatives to express what Adobe means to them through their work. We asked them to play, experiment, hack, make, socialize, datafy, dimensionalize, illustrate, and mash up our logo any way they see fit as part of the Adobe logo remix. Learn more on Behance.

The program is by invitation only, and the amazing work will be featured as our corporate imagery, giving attribution to the artist in the communication whenever possible.

Below are some of the completed pieces to date, but there is more to come.
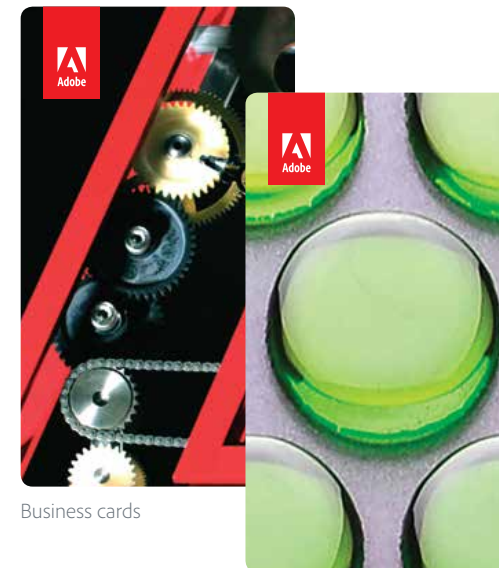
Please note that these are commissioned by the brand strategy team; do not create or commission your own remix works. If you have an artist you'd like to suggest for this project, email *brand@adobe.com*.

Presentation templates

Business cards

Corporate imagery: Gallery

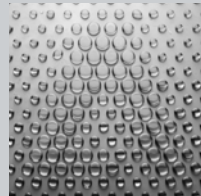The imagery below is what's available to date, but the program is ongoing, so check back for new images.
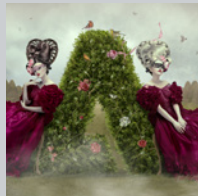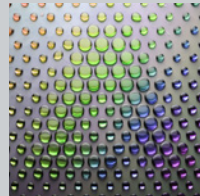
Natalie Shau Asset ID 210320	**Alex Trochut** Asset ID 210288	**Alex Trochut** Asset ID 210286	**Alex Trochut** Asset ID 210284
Alex Trochut Asset ID 210287	**Alex Trochut** Asset ID 210285	**The Made Shop** Asset ID 210319	**The Made Shop** Asset ID 210317
The Made Shop Asset ID 210312	**The Made Shop** Asset ID 210311	**The Made Shop** Asset ID 210315	
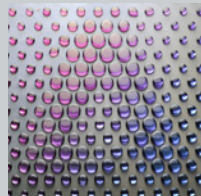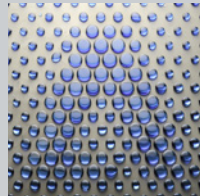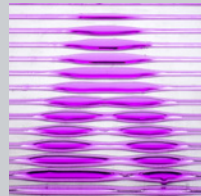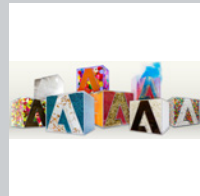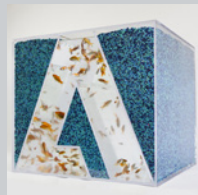
The Made Shop Asset ID 210314

The Made Shop Asset ID 210313

The Made Shop Asset ID 210316
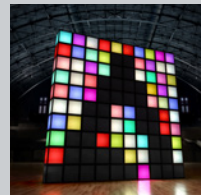
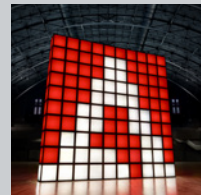**The Made Shop** Asset ID 210318

Sagmeister & Walsh Asset ID 210326

Sagmeister & Walsh Asset ID 210327

Sagmeister & Walsh Asset ID 210328

Goodby Asset ID 212552
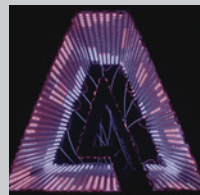
Goodby Asset ID 212551

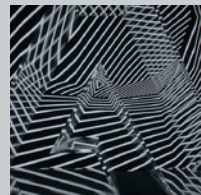**Evolution Bureau** Asset ID 210307

Evolution Bureau Asset ID 210301
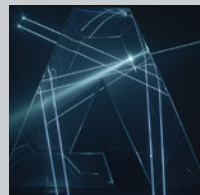
Evolution Bureau Asset ID 210310

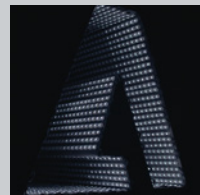**Evolution Bureau** Asset ID 210308

GMUNK Asset ID 210303

GMUNK Asset ID 210304
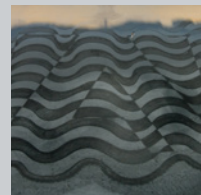
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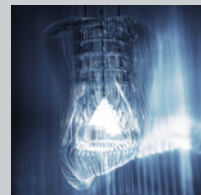
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GMUNK Asset ID 210306
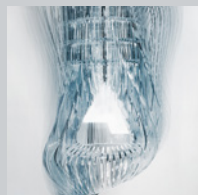
Andres Amador Asset ID 210300

Andres Amador Asset ID 210299

Patrick Tighe Asset ID 210325

Patrick Tighe Asset ID 210321
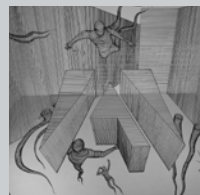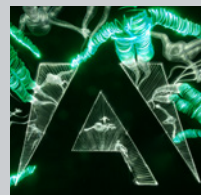
Patrick Tighe Asset ID 212561
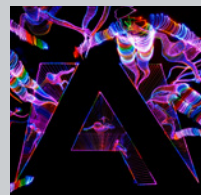
Janne Parviainen Asset ID 210309

Janne Parviainen Asset ID 212554

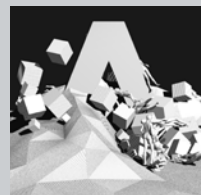**Janne Parviainen** Asset ID 212555
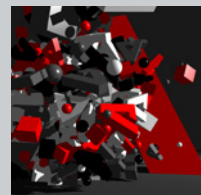
Robert Hodgin Asset ID 210322

Robert Hodgin Asset ID 210323
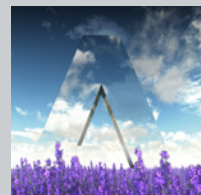
Robert Hodgin Asset ID 210324

Robert Hodgin Asset ID 212558

Robert Hodgin Asset ID 212557

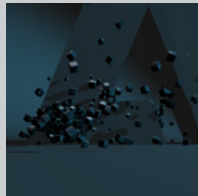**Robert Hodgin** Asset ID 212560

Robert Hodgin Asset ID 212559

Corporate imagery: Gallery, continued

The imagery below is what's available to date, but the program is ongoing, so check back for new images.

Robert Hodgin
Asset ID 212556

NJ(L.A.)
Asset ID 212543

NJ(L.A.)
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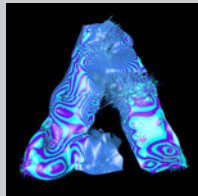
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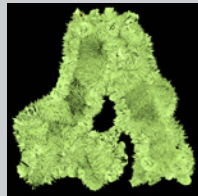
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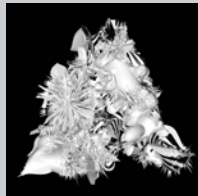
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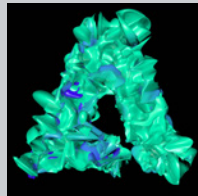
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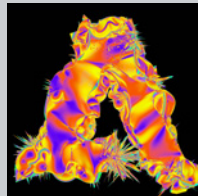
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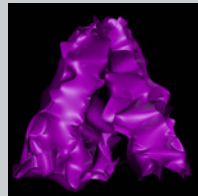
NJ(L.A.)
Asset ID 212542

NJ(L.A.)
Asset ID 212541
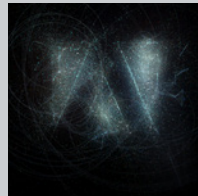
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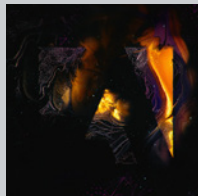
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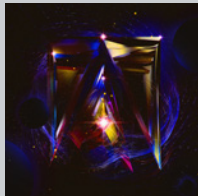
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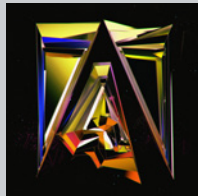
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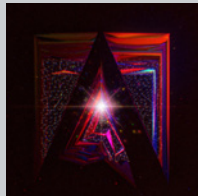
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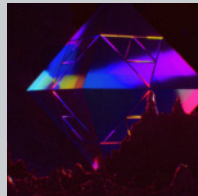
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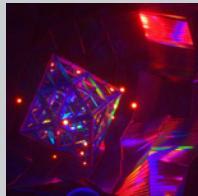
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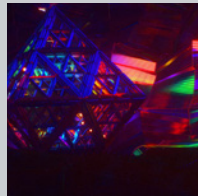
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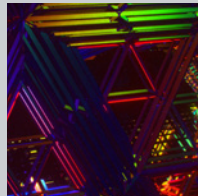
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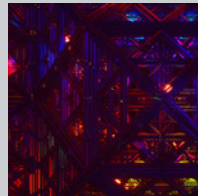
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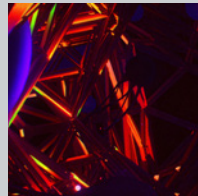
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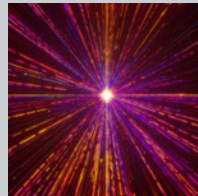
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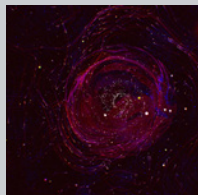
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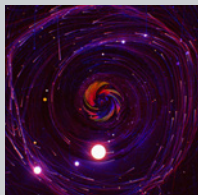
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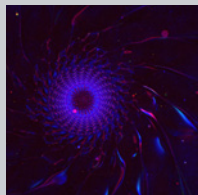
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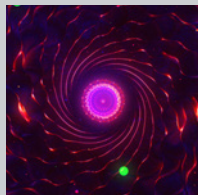
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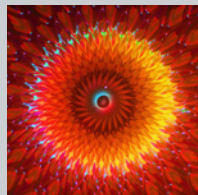
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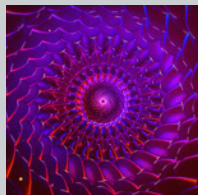
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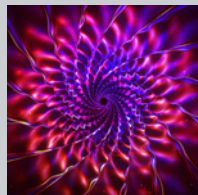
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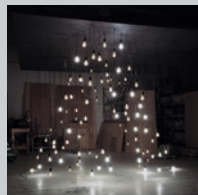
Craig Ward
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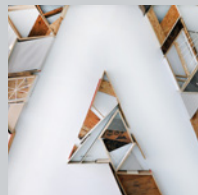
Christopher Bettig
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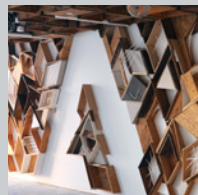
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Christopher Bettig
Asset ID 212985

Christopher Bettig
Asset ID 212986

Klebebande-Berlin
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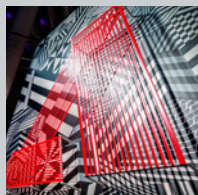
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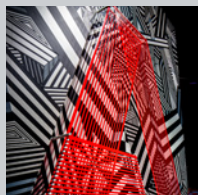
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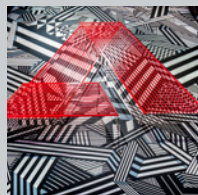
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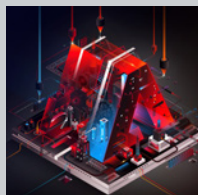
David Mascha
Asset ID 213200

David Mascha
Asset ID 213198

David Mascha
Asset ID 213199

David Mascha
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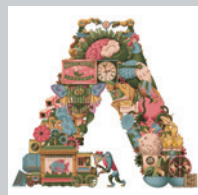
Takehiro Tobinaga
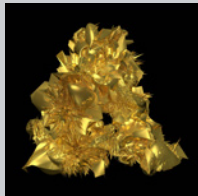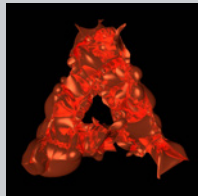*Asset ID 213984*

Takehiro Tobinaga
Asset ID 213983

Corporate imagery: Gallery, continued

The imagery below is what's available to date, but the program is ongoing, so check back for new images.

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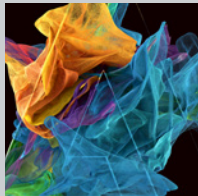
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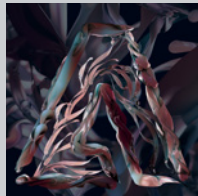
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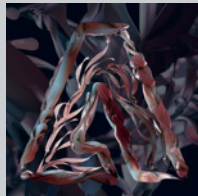
Sougwen Chung
Asset ID 215427

Sougwen Chung
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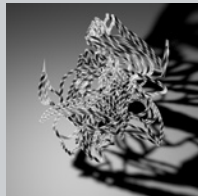
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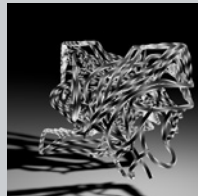
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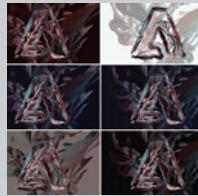
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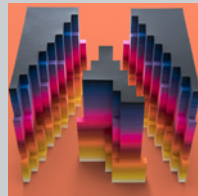
Sam Wick
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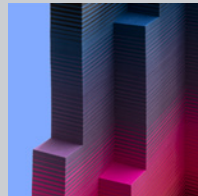
Sam Wick
Asset ID 215921

Sam Wick
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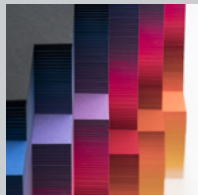
Sam Wick
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Sam Wick
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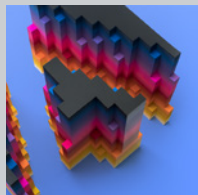
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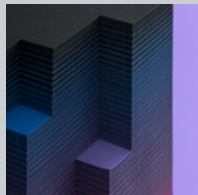
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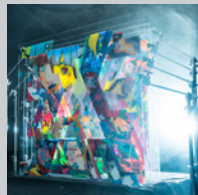
Hiroyuki Mitsume
Asset ID 215915

Hiroyuki Mitsume
Asset ID 215910

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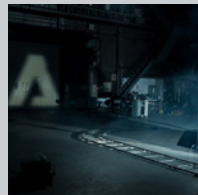
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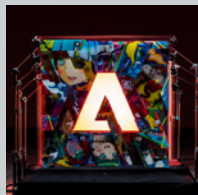
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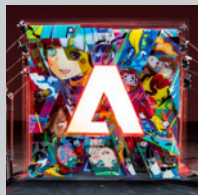
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Lauro Samblas
Asset ID 216051

Lauro Samblas
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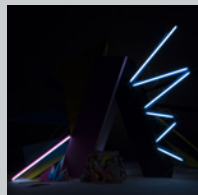
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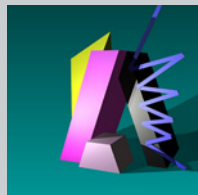
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Lauro Samblas
Asset ID 216050
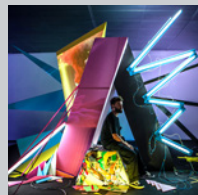
Lauro Samblas
Asset ID 216052

S1T2
Asset ID 216232

S1T2
Asset ID 216233

S1T2
Asset ID 216234
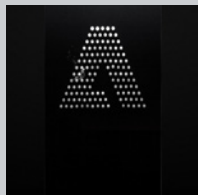
Thomas Wirtz
Asset ID 217144
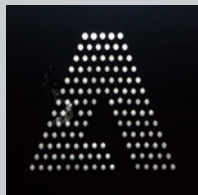
Thomas Wirtz
Asset ID 217149
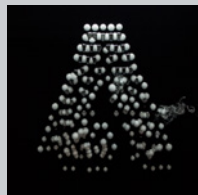
Thomas Wirtz
Asset ID 217150
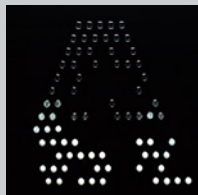
Thomas Wirtz
Asset ID 217146
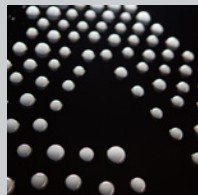
Thomas Wirtz
Asset ID 217143
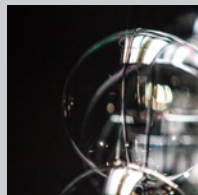
Thomas Wirtz
Asset ID 217152
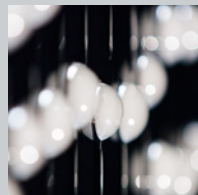
Thomas Wirtz
Asset ID 217151
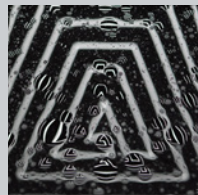
Thomas Wirtz
Asset ID 217142
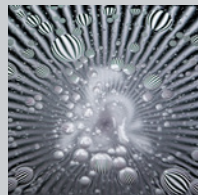
Thomas Wirtz
Asset ID 217141

Corporate imagery: Gallery, continued

The imagery below is what's available to date, but the program is ongoing, so check back for new images.

Thomas Wirtz
Asset ID 217147

Thomas Wirtz
Asset ID 217145
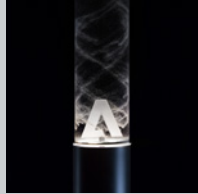
Thomas Wirtz
Asset ID 217148

Siddhant Joakar
Asset ID 217140
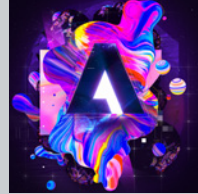
Vasjen Katro / Baugasm
Asset ID 217948

Corporate imagery: Things to know

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

1. **GIVE CREDIT TO THE ARTISTS**. All of these pieces were done in collaboration with our creative community. And in support of them, we want to include attribution to the featured artist right in the communication whenever it's possible. There will be times when layout or functionality doesn't allow for it, but those should be the exception, not the rule.

2. **Each of the images carries its own tone and theme** that can help support your message. When choosing an image for your communication, consider your audience, the message, and the impact you want to achieve.

   Are you working on a thought leadership or corporate-level communication? Consider using an image with red to help reinforce the Adobe brand, i.e. Goodby, Evolution Bureau, or Robert Hodgin.

   Do you need an image for a celebration? Maybe use Sagmeister & Walsh.

3. **None of these pieces represent any particular product, program, department, or business unit.** Use them freely as appropriate for each communication.

4. **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.

5. **The imagery is designed to be flexible and offer a wide range of possibilities**. Each image can be cropped in a number of ways, zooming in or out based on the layout. The full "A" doesn't always need to be visible. For simple communications with minimal text, showing the full "A" is likely the right choice. But for more complex communications, or when combining with photography, zoom way out so the image becomes more of a textural background. See page 32 for more.

Examples:
Corporate presentation template

Poster
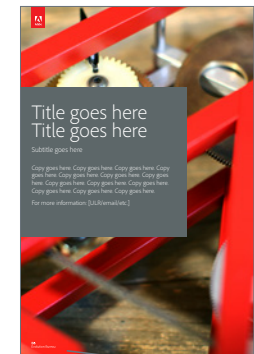
Corporate imagery: Cropping and scale

The flexibility of the imagery is most evident when it comes to cropping and scale. The images can be cropped and zoomed in or out in an assortment of ways to fit your layout. The full "A" doesn't always need to be visible.

But don't rotate, mirror, reflect, collage, or alter the images in any way.

Uncropped image
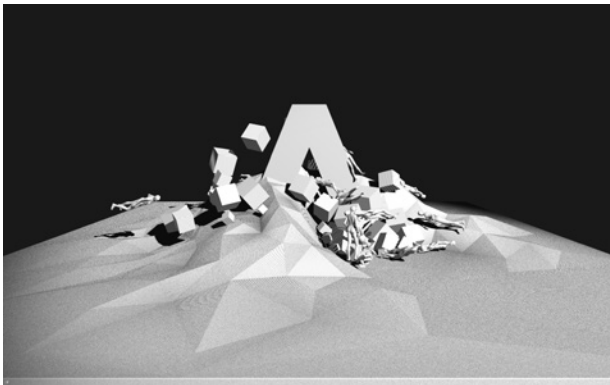
Presentation template cover slide
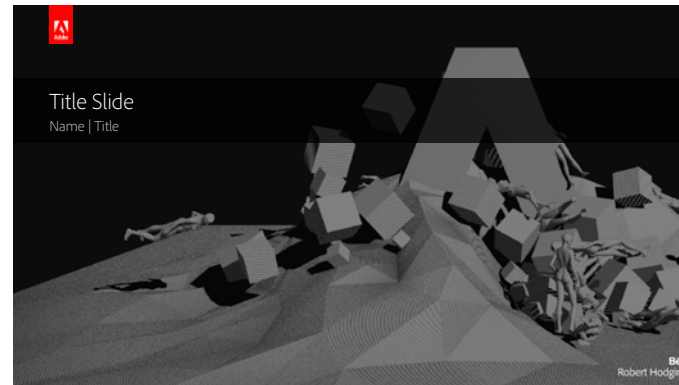
Presentation template section divider
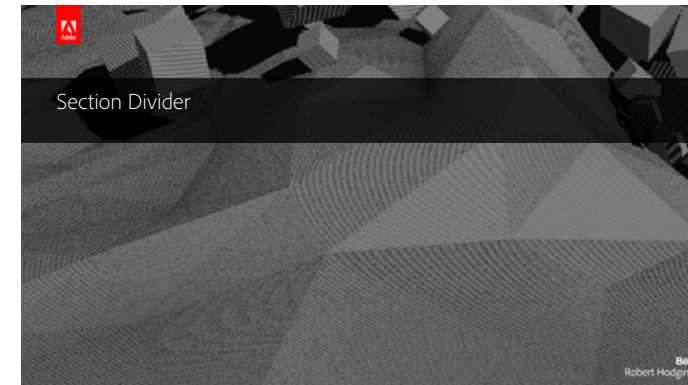
Business card

HERE IS THE SAME IMAGE, USED THREE WAYS.

Micro: Show the "A"
For simple communications with minimal text, crop to show the full "A." For example, the **presentation template cover slide**.

Macro: Zoom out to create a textural background
For small layouts or very complex communications, zoom way out so the image becomes more of a textural background. For example, the **business cards**.

Use both
Consider using both styles when creating a **series** of communications. For example, the **title slide** of the presentation template shows the "A" and the **section divider** is zoomed out to differentiate it, while still creating a cohesive template. The same could be applied to a series of emails, event signage, etc.

Corporate imagery: Scale examples

Micro: Presentation template cover slides

Macro: Presentation template section dividers

Macro: Business cards

Corporate imagery: Examples

Happy Diwali

Thursday, November 5
4:00p - 6:00pm
Park conference room (East Tower lobby)

Join us to celebrate this festival of lights.
Hosted by Adobe IT.

Happy Hour

Hosted by Adobe PR

Your Personal Well-Being

The Doctor Will See You Now!
Stay healthy! You and your family have free access to our onsite doctor and specialists in Noida and Bangalore. If you need a general health check-up, a flu shot, or if you are feeling ill, contact the doctor at ext 33325 in Noida or ext. 39586 in Bangalore to make an appointment.

Set up an Ergonomic Workspace
Is your workspace right for you? Contact the ergonomic specialist at ext. 37004 in Noida or ext. 39586 in Bangalore to schedule an assessment and ensure you have the right lighting, displays and equipment to reduce strain or injuries.

Use the Employee Concierge Service
Travel, movie tickets, legal assistance, grocery delivery and so much more are all available through our employee Concierge Service. If you need help with personal or professional services, contact a Concierge Agent at ext. 3620 in Noida or ext. 39739 in Bangalore to discuss pricing and availability.

Professional Development Benefits

Achieve Your Potential with Leading@Adobe
Whether you manage zero or hundreds, Leading@Adobe is your library for on demand access to online tutorials, research, videos and more centered around Adobe's five leadership capabilities: Demonstrating Strong EQ, Selecting Talent, Role Modeling Check-in, Scaling the Business and Leading Change. Learn more at Inside Adobe.

Employee Education Reimbursement Program
Are you taking classes or would like to further your education? Adobe's education assistance program gives you 100% reimbursement up to INR 150,000 for tuition and required books for coursework related to your career at Adobe. For more information, contact the Employee Resource Center at erc@adobe.com.

Office Supply Swap Meet

October 27 and 28
9:00am - 3:00pm
Albertus (WT02)

Drop off your unused office supplies in good condition to Albertus and take any items you need.

Questions?
Contact Jenny Gonzales: ext 66860
Jennyvil@adobe.com

Posters

Thanksgiving Luncheon

Date:
XX:XXam - XX:XXpm
Location

Event info

Navigate Your Adobe Journey with the ERC

Take advantage of experts in areas like:
- Adobe's Check-in process
- People Resources guidelines and policies
- Career development and planning
- Performance management
- Advisory and coaching
- Data processing

Contact the ERC:
- Email: erc@adobe.com
- Call: Ext 4+HELP, option 1, option 4
- In person: via adobe.inc

Flyers

Employee Resource Center

The Employee Resource Center (ERC) provides employees and managers with the tools and services needed to achieve easy resolution or People Resources related areas. We provide personalized guidance to help you navigate your journey at Adobe.

The ERC supports:
- Inbound: Check-in process
- People Resources guidelines and procedures
- Career development and planning

- Performance management
- Behavioral coaching
- Employee area

- Data processing
- Compensation analysis
- [people management]

Employee self-service resources

Inside Adobe – People Resources
Start your search here:
- Tools and resources for managers
- New Employee Center for new hires
- Career and leadership development
- Newsroom tools and DEPI information

Inside Adobe – about Workday
Log in to personal and job information:
- Initiate job changes
- View job details
- View team members
- Update personal information

Benefits.adobe.com
For benefits policies, resources and tools:
- Benefit enrollment
- Time off
- Holiday schedule
- Discounts

We're here for you.
Email erc@adobe.com. dial 000-000-HELP (ext. 4+HELP), option 3 option 4, or feel free to visit your local ERC at larger sites.

"I have called mostly asking for rules, helping on processes, I have always had a **clear answer** to my queries and the team has been **quite knowledgeable** and **willing to help**."

"I find Workday to be largely intuitive and user-friendly. However, because I don't use all of the features and functionality every day it is helpful to get **real time assistance** from the ERC when needed. Thanks for the **excellent** support!"

– Adobe Employees

Handout

Product & program imagery

Product imagery is **NOT** available for partner use.

OXIDIZED

Use this when telling a cross-cloud story.

It should be used first in the three Cloud lineup and then the individual crops can be used for content specific to Creative Cloud, Experience Cloud, or Document Cloud in the same communication, or at the same event.
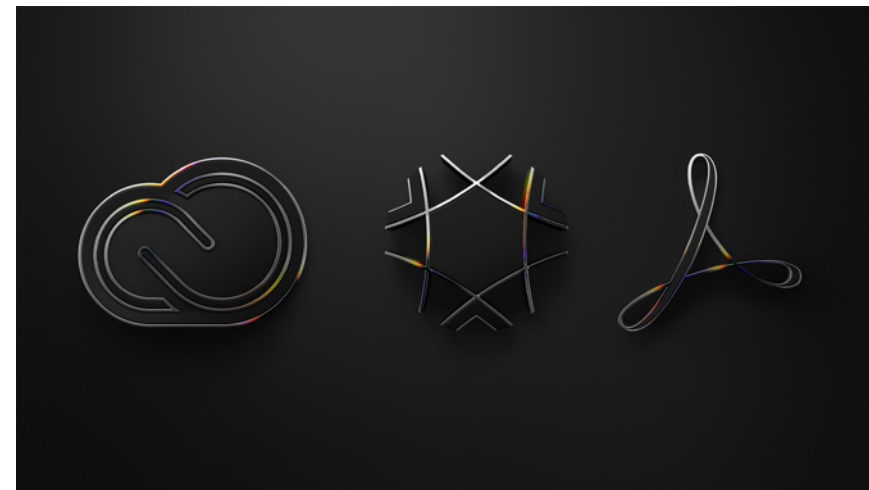
Oxidized imagery
Asset ID 217153

PRODUCT AND PROGRAM IDENTITY IMAGERY

Use these as the primary representation of the product in communications focused on an individual product, rather than the cross-cloud story.

Please see individual product guidelines on Marketing Hub for complete usage details.
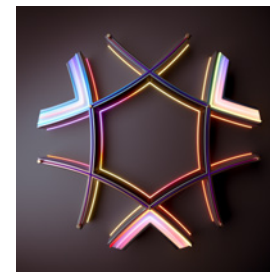
Adobe Creative Cloud   Adobe Experience Cloud   Adobe Document Cloud
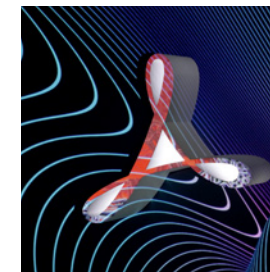
Questions? Need help?
Please do not alter the imagery in any way, including reordering the three cloud logos.

If you have particular business requirements or production needs, such as extending the background for a pullup banner, please contact the brand team or Adobe Studio.

Retired imagery
This image should no longer be used.

Photography

Our corporate photography is a reportage style, using 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 at right 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 from Adobe Stock and sent to *brand@adobe.com* for review before licensing.

Atmospheric

Focuses on spaces, atmospheres, and details.
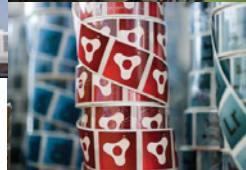
Depersonalized

We see people, but they aren't the primary focus of the image.

Personal

These are highly personal, but notice that we're capturing them in a moment, not posing for the camera.
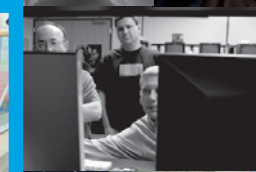
Photography—Using photos together

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.** Try to pair images whose juxtaposition tells a bigger story.
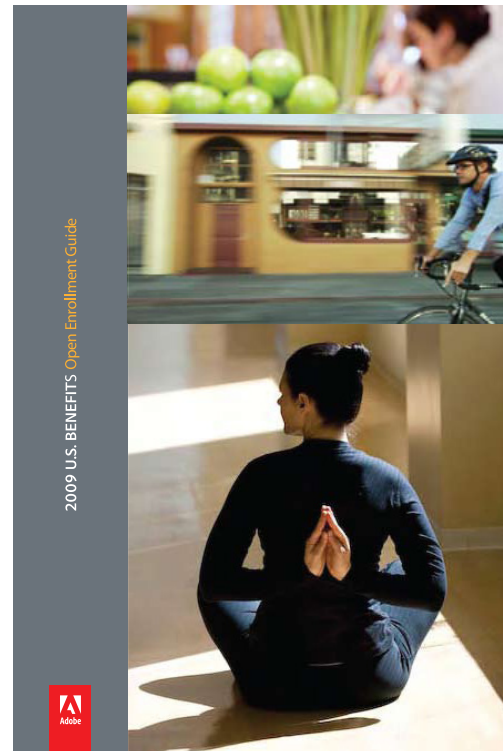
DO
When using more than one photo on the same page a mix of all types should be used.

DON'T
Never run photos together that depict the same emotion and the same camera angle.

Conceptual imagery

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.
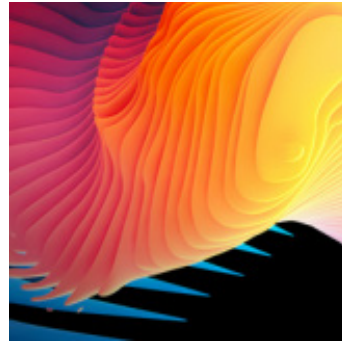
Design advantage imagery
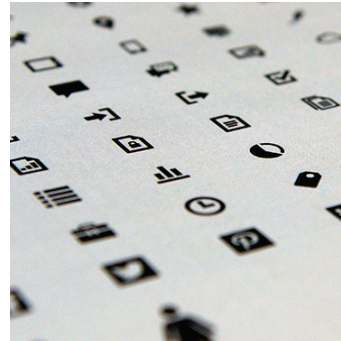
Infographic icons

Logotypes

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

Logotypes **ARE** available for partner use.

Logotypes are available in all black and all white.

They may be used interchangeably based on the background color.

Examples:

Adobe Creative Cloud

Adobe Creative Cloud

Adobe Marketing Cloud

Adobe Marketing Cloud

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

Artwork for all product logotypes is available on Marketing Hub. Please don't (re)create logotypes on your own.

Product logos

Our logos are a visual shorthand for each key brand, product, solution, or service. They are designed to family together and be recognizable as distinctly Adobe. The logos below represent a partial list from our overall portfolio.

Product logos **ARE** available for partner use under license only.

Adobe Creative Cloud

Ps	Pf	Be	En	Ae	Ch	Pr	Ic	Xd	Id	St	An	Ai	Fs	Br	Sy	Tk	Dw	Au	Sg	Lr	Pl	Lr
Photoshop	Portfolio	Behance	Encore	After Effects	Character Animator	Premiere Pro	InCopy	XD	InDesign	Stock	Animate	Illustrator	Fuse (Beta)	Bridge	Story	Typekit	Dreamweaver	Audition	SpeedGrade	Photoshop Lightroom	Prelude	Photoshop Lightroom Classic

Prelude Live Logger | Photoshop Express | Photoshop Fix | Photoshop Mix | Photoshop Sketch | Premiere Clip | Capture CC | Creative Cloud (for mobile) | Illustrator Draw | Preview CC | Spark Page | Spark Post | Spark Video | Photoshop Lightroom

Adobe Experience Cloud

Adobe Marketing Cloud

Adobe Analytics Cloud

Adobe Advertising Cloud

Target | Primetime | Experience Manager | Campaign

Audience Manager | Analytics

Adobe Document Cloud

Acrobat DC | PDF Pack | Export PDF | Send & Track | Sign

USING THE LOGOS

Product logos are created when there is a functional need for an application icon, i.e. launching the app. Please do not create your own logos; email *brand@adobe.com* to discuss branding (naming, icon, identity) for new offerings.

Do not alter the logos in any way or remove the square tile.

Make sure you have "Scale stroke and effects" selected in Illustrator before scaling the logo.

Web, screen, PPT: Use the .png file, at the exact sizes posted. If necessary, scale down the 512px version, never below 48px.

Print: Use the .ai file labeled RGB.

If a CMYK color is required, convert the color space of the RGB file. If a PMS version is required, please email *brand@adobe.com*.

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

Minimum size

.27"
with drop shadow

.25"
without drop shadow

Clear space

.25x   .25x
.25x
X
.25x
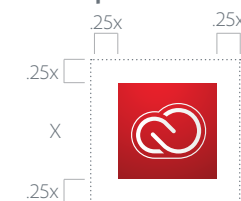
Boxshots and cardshots: Channel use only

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

BOXSHOTS

CARDSHOTS

Clear space

.25x   .25x

.25x

X

.25x

Minimum size

.75"
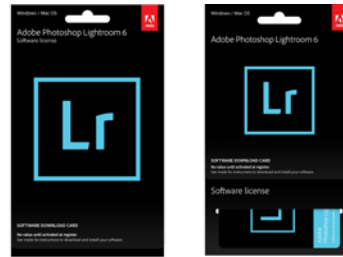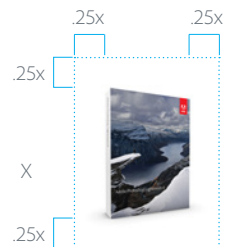
Program badges

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.

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:

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

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

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
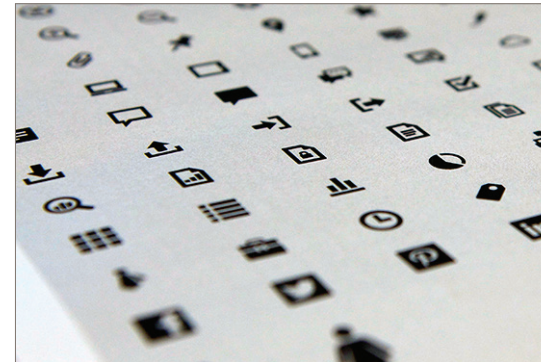
Iconography

Typography

Photography: leverages the style shown on pages 36 & 37
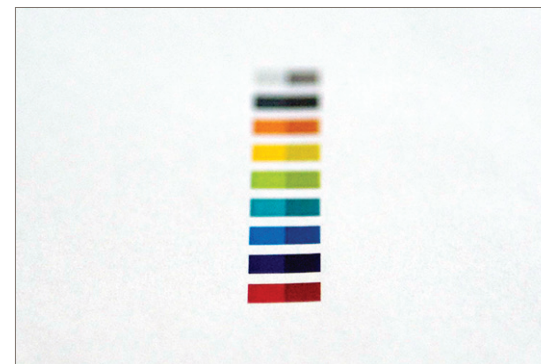
Color

Infographics: Anatomy

With marquee image

Without marquee image
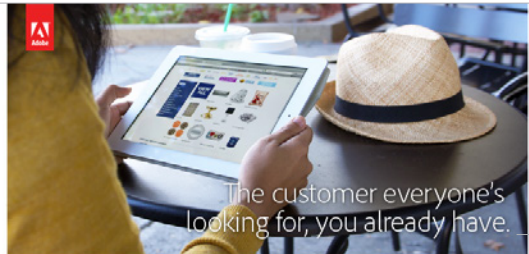
Marquee image
Relevant to the story &
complement the headline
612px or 930px (w) x varies (h)

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

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

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

Infographics: Graphs & charts

Parts of a whole

414
SOCIAL NETWORKING

375
SOCIAL NETWORKING

952
SOCIAL NETWORKING

Line graph

62
49
48
53
76
30

Jan   Feb M   ar A   pr M   ay J   un

Segments

Pie chart

7%
BASIC BROWSING

46%
SOCIAL NETWORKING

31%
DOWNLOADING MUSIC

Line graph

62%
DEVICES BROWSING

Feb, 2012

Ellentesque id nunc auctor est dignissim tincidunt. Sed tincidunt feugiat dolor, eget imperdiet

Jan   Feb   Mar   Apr M   ay J   un J   ul

Bar graph

122%

PC = 100%

62%
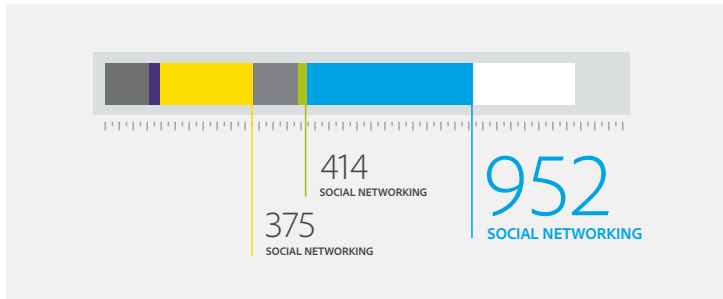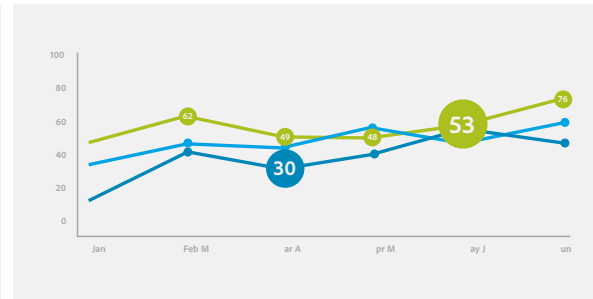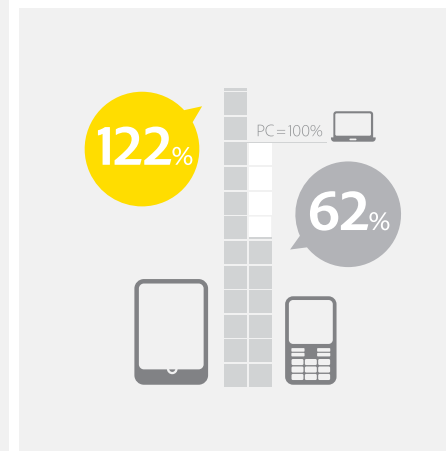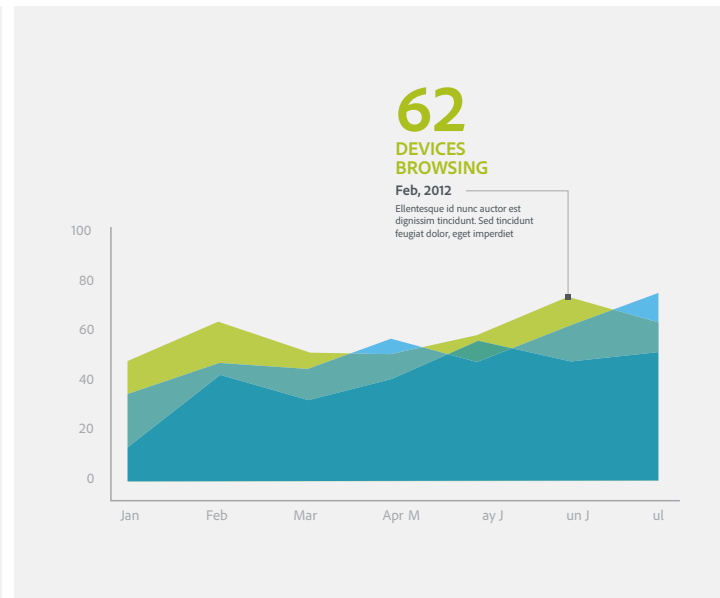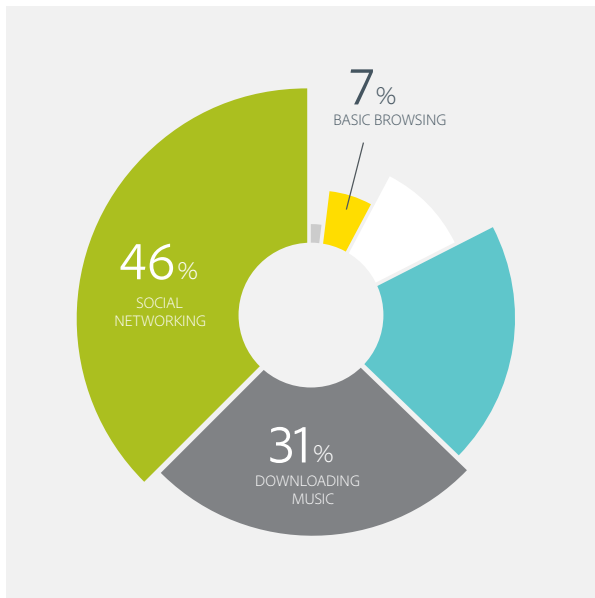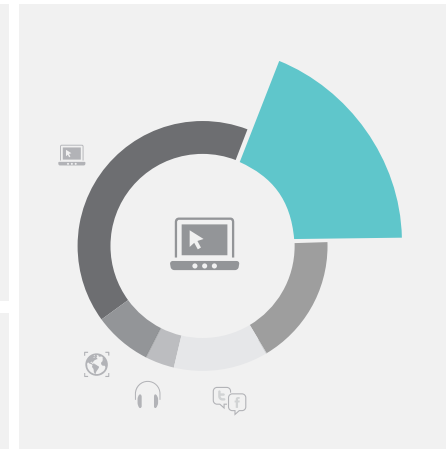
Infographics: Iconography

Marketing Hub *asset ID 204978.*
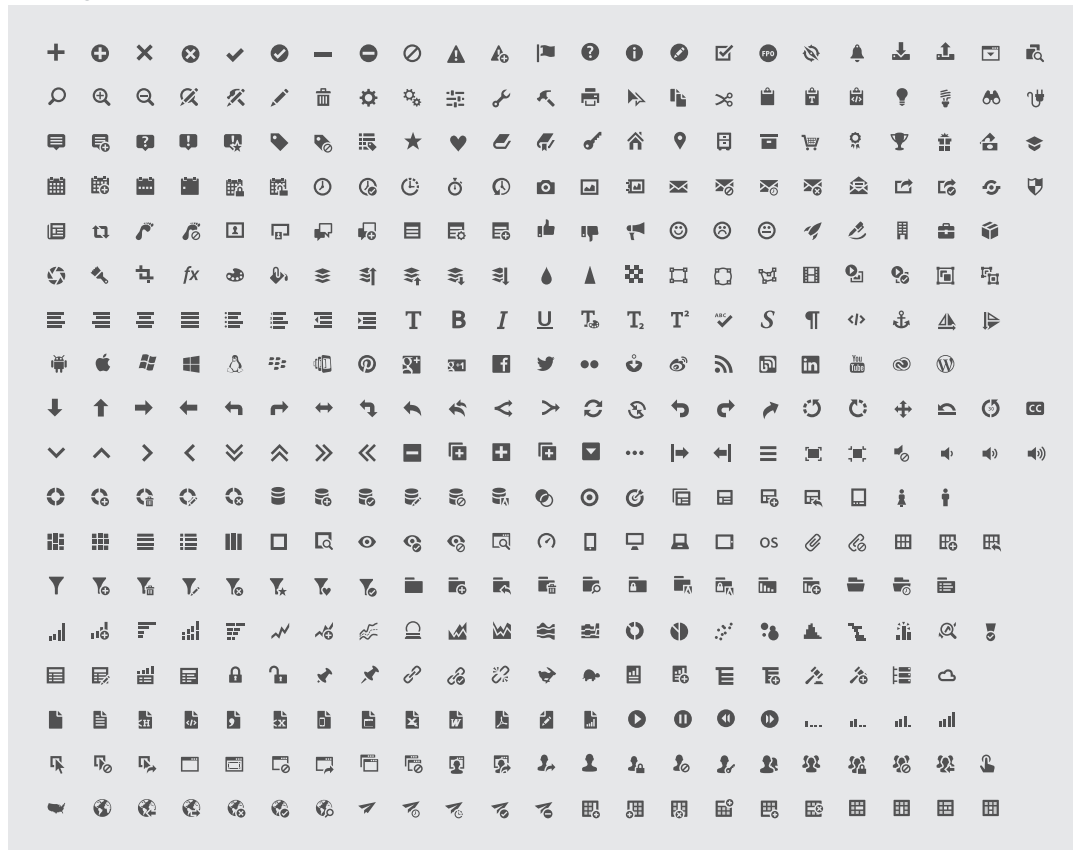
Functional application icons

For any external apps, or internal apps such as the employee directory, Hub, etc. please work with Brand and XD to create the application icon.

Email *brand@adobe.com* to request an icon and also to discuss app naming and distribution.

Infographics: Typography

Etiam convallis sapien et odio fringilla hendrerit.

Mauris rhoncus rhoncus turpis, et semper nisl pretium quis. Donec bibendum urna vitae ante iaculis convallis. Nam varius enim non nibh auctor vitae lacinia nibh lacinia.

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

CYBER MONDAY
NOV 26

1.5x **AVERAGE DAILY SALES**
Green Monday, the second Monday in December and also a high-grossing online shopping day, is predicted to outpace Green Monday 2011 by 7%.

BLACK FRIDAY
NOV 23

MOBILE SHARE
riday people will use s and phones to shop any other day of the year.

GREEN MONDAY
DEC 10

Donec dignisim ante ut nunc tincidunt autor.

Etiam convallis sapien et odeioingilla hendrerit. Donec bibendum urnvaitae ante aiculis convallis. Nam varius enim non nibh autorvitae lacinia nibh acinia.

21%
MESSAGING

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 sparingly, to emphasize key points of the story.

When appropriate, extract complementary color(s), outside 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

SECONDARY ACCENT PALETTE

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

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

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

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

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

Various % of gray

Infographics: Examples

Branded merchandise

Branded merchandise: Overview

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 who make up the company's DNA.

www.adobebrandedmerchandise.com

San Jose: Located in the East Tower, 2nd floor
Open Monday–Friday, 8:00am–5:00pm
Contact: *astore@adobe.com* or 408-536-6592

Lehi, Utah: Located on the first floor just outside the reception desk
Open Monday–Friday, 8:00am–5:00pm
Contact: *recept@adobe.com* or 385-345-2002

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 *brand@adobe.com* before going into production.

When ordering custom items, you're in a unique position to affect how we present the brand. 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, don't create it. Don't create branded disposables.

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

The recipient should see it and say: Wow, cool. (And then put it to use.)
Not: Gee, thanks. (And then toss it.)

PREFERRED VENDORS:

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

Jack Nadel
Contact: Catherine Smith
catherine.smith@nadel.com
916-570-1201

Branded merchandise: Wearables

The goal is create garments someone will truly 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. Opt for subtle and sophisticated over big and red.

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.

Remember, the red tag Adobe logo needs an edge to hang from. On wearables, that typically means a physical tag sewn onto the garment.

The examples on the right show 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.

USING THE RED TAG LOGO

Don't forget that the red tag logo needs an edge.
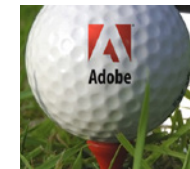
This: NOT this:
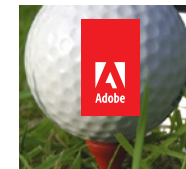
PRODUCT FOCUSED ITEMS

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.

Branded merchandise: Code or team names

CODE 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 name would need to be scrapped. If an item is needed, follow these guidelines:

- Always use "Project" before your code name on the item (ie Project Radiate).
- Don't create your own imagery or logo.
- Email *brand@adobe.com* for a logotype (text treatment of the codename).
- If XD has created a beta-style icon for your project, it may be used.
- The Adobe logo may be used, but ensure there is adequate clear space between the logo and code name or that they are placed in separate areas on the item.

TEAM NAMES

- Don't create your own imagery or logo.
- Email *brand@adobe.com* for a logotype (text treatment of your team name).
- The Adobe logo may be used, but ensure there is adequate clear space between the logo and team name or that they are placed in separate areas on the item.

Corporate templates

Email signature

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

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

Any additional, business necessary information, such as legal requirements for your region can go here – Arial, size 8, italicized. Otherwise, delete this text.

PRIMARY E-MAIL SIGNATURE - MAC

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

OPTIONAL ONE-LINE SIGNATURE FOR REPLIES/FORWARDS

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

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

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

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

Presentation templates

There are a series of templates leveraging the corporate imagery, i.e., Adobe Remix.
Each template is posted individually and can be found on *Brand Center*.

The templates are available in PowerPoint and Keynote in the widescreen format.

Examples:

Title slide

Body slide

Section divider

Title slide

Body slide

Section divider
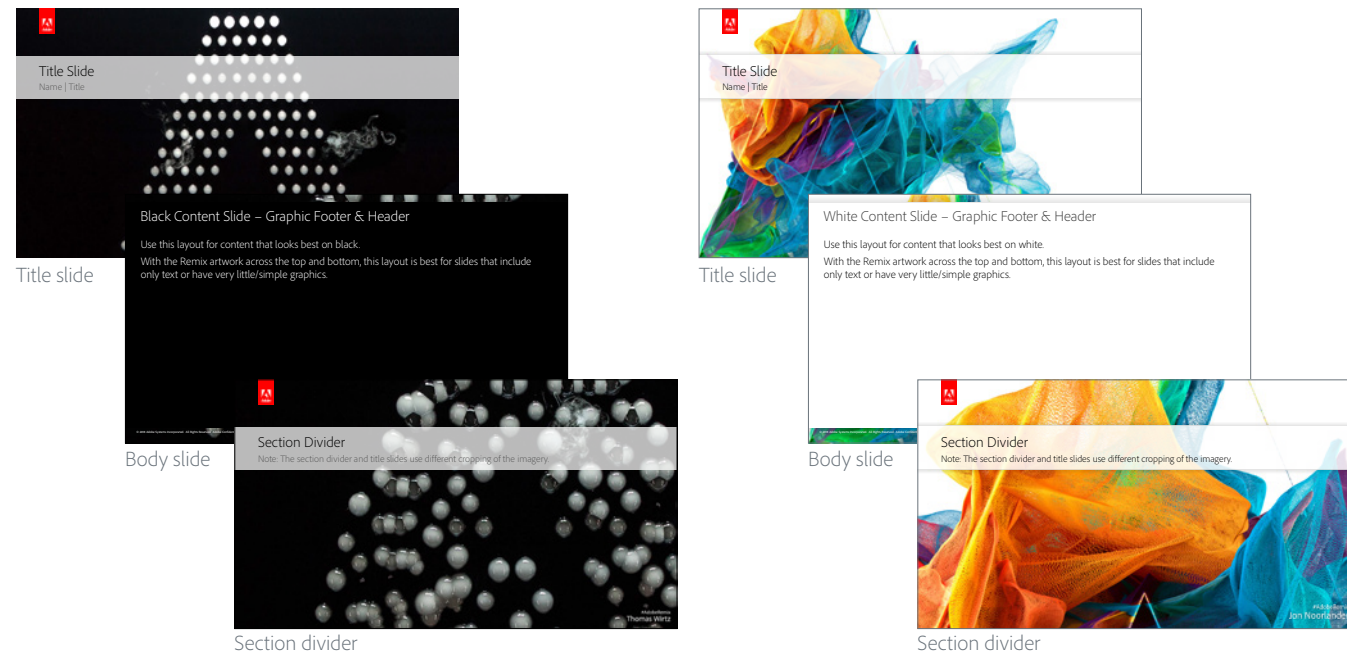
Having trouble with extremely large PowerPoint file size?

Help is here! Learn how to reduce image size, work with master slides, and incorporate video to keep overall file size down.

· *Quick reference: Three Steps to Smaller File Size*

· *PDF: Reducing File Size: Best practices for images, master slides, and video*

· *Video: Working with Master Slides*

· *Video: Reducing Image Size*

Additional resources

· *Tutorial: Tips for creating a great presentation*

· *Video: Work faster with customized quick access toolbar*

Stationery

Corporate stationery uses the standard Adobe logo. Business cards use both the standard and red tag logos.

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

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

Envelope

Letterhead

Business card front

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

Adobe
345 Park Avenue
Mailstop E10
San Jose, CA 95110-2704
T 408 536 6000
F 408 537 6000
lorem@adobe.com

adobe.com
adobe.com/type

Blog: adobe.com/go/acrolawmhjyfd
Twitter: @xxxxxxxxxxxxxxxxxxxxx

Adobe

Business card backs (multiple options)
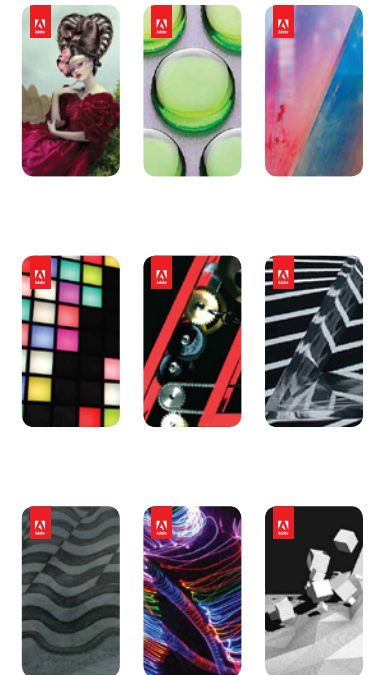
Legal guidelines

Trademark symbols

EFFECTIVE SEPTEMBER 2013

- You are no longer required to use ™ or ® ("circle R") trademark symbols (or "bugs") with Adobe trademarks, including product names and all logos (including the Adobe corporate logo).

- You are not required to use a ™ or ® trademark symbol with the trademarks of other companies, except where product-specific use is contractually required. Please refer to your product audit for this information or contact your legal representative.

This is a global change and is applicable in all Adobe and third-party communications including product UIs, adobe.com pages and other company websites, including localized sites, as well as collateral in all media.

Note: this change only needs to be made in new communications; there is no requirement to edit existing materials.

Protection of our trademarks remains a priority for the company.

- You must continue to use a standard trademark attribution statement (the fine print listing of trademarks and their respective owners, better known as "mouseprint") for Adobe trademarks and for any trademarks of other companies where such notice is contractually required.

- You should use the standard disclaimer trademark attribution statement ("All other trademarks are the property of their respective owners.") where appropriate.

See page 63 for details on writing the standard attribution statement.

The Adobe Trademark Database will continue to list the proper form of each trademark; please refer to it to identify which trademarks should be included in the attribution statement. Only those marked with a ™ or ® need to be included.

- **Internal Database:** *https://inside.corp.adobe.com/content/dam/intellectual-property/Documents/Adobe_Trademark_Database-Internal.pdf*

- **External Database:** *https://wwwimages2.adobe.com/content/dam/acom/en/legal/licenses-terms/pdf/adobe_trademark_database_external.pdf*

Copyright notice & attribution statements

Please include a copyright notice and 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 COPYRIGHT NOTICES

© [Year of Publication] Adobe. All rights reserved.
© [Range of Years (generally found in product)] Adobe. All rights reserved.

Note: The word "Copyright" is not required in addition to the © symbol.

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."

Note: "Catch-all" attribution may be used following the standard attribution statement for all third-party trademarks, unless specific notice is required by contract: "All other trademarks are the property of their respective owners."

EXAMPLE

© 2018 Adobe. All rights reserved.
Adobe, the Adobe logo, Creative Cloud, and Photoshop are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

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

Please refer to the Adobe Trademark Database to identify which trademarks should be included in the attribution statement. Only those marked with a ™ or ® need to be included.

- **Internal Database:** *https://inside.corp. adobe.com/content/dam/intellectual-property/Documents/Adobe_Trademark_ Database-Internal.pdf*
- **External Database:** *https://wwwimages2. adobe.com/content/dam/acom/en/legal/ licenses-terms/pdf/adobe_trademark_ database_external.pdf*

Editorial guidelines

Adobe Sensei overview

Adobe Sensei is the technology that powers intelligent features across all Adobe products to dramatically improve the design and delivery of digital experiences, using artificial intelligence and machine learning in a common framework.

PLEASE SEE THE *ADOBE SENSEI BRAND GUIDELINES* FOR MORE DETAILS.

POWERED BY
Adobe Sensei

1ST & MOST PROMINENT USE	SECONDARY USES	INCORRECT	TRADEMARK ATTRIBUTION	NOTES
Adobe Sensei	Adobe Sensei	~~Sensei~~	Adobe Sensei	Never drop "Adobe" from the name.
				Pronounced 'SEN-say'.
				Do not localize or translate.
				Do not use as a possessive, ~~Adobe Sensei's~~.
				Do not modify for campaign headlines (Adobe Sensei-ational), etc.
				Do not use as a brand extension or add a prefix/suffix modifiers.

Powered by Adobe Sensei
is the ingredient brand to attribute Adobe Sensei in features across Adobe products enabling Adobe to collectively get credit for AI and ML capabilities in our products.

The Adobe Sensei Vision Council has a process to qualify new features and services as using Adobe Sensei. Features should not be publicized as using, or Powered by, Adobe Sensei until approved.

Visit the *Adobe Sensei wiki* for the process and qualifications.

Once approved, email *Brand* for the Powered by Adobe Sensei lockup.

New feature naming
New features should go through our standard naming process.

Submit a *naming brief* to get started.

arcUs by Rik Oostenbroek

Note:
There is no logo/icon for Adobe Sensei. Do not attempt to use the identity as an icon.

Adobe Sensei

Voice: Overview

Our editorial voice reflects our five brand personality tenets: It is simple, forward-thinking, and inspiring and seeks to foster an emotional connection with the Adobe community. 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.

Here at Adobe, we want to maintain a strong and consistent personality. We shouldn't be a chameleon. We use one voice, no matter who we are speaking to. There is a level of informality and personality that shouldn't change, no matter the audience. Content changes; voice doesn't.

ARE YOU A COPY WRITER?
Please download our *Tactical Guide for Writers (Asset ID 212406)* that covers in detail the Adobe tone and voice.

The guide serves as a technical resource for writers and marketers who create copy for the Adobe brand. It's intended as a companion guide to our corporate guidelines, offering a deeper level of insight into the many copy situations we encounter day to day.

Voice: Examples

Even though Adobe is a corporation, our copy shouldn't sound corporate.
Our voice avoids jargon and resonates with personality.

THIS	NOT THIS
Real-time, just-in-time, all the time: Because your people 'need to know'.	Real-time and just-in-time solutions for government agencies extend training to people virtually everywhere
You're a pro. Make sure you look like one.	Protect documents and accelerate information exchange with PDF.
Deadlines just got less dangerous. Adjust images in half the time.	**Adjust images in half the time.** Work faster with new timesaving features.
Find the audience in the haystack.	Looking to optimize your audience management?
Creativity just got a lot more colorful.	Creative Cloud offers new ways to manipulate color.
Unbelievable images. Unbeatable price.	Get great pricing on stock images.

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. 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, 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 on the site. For example, content on a product overview 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.

Headline punctuation

Periods: So small, yet so mighty.

We use periods in most of our headlines on Adobe.com and in emails to give them extra emphasis.
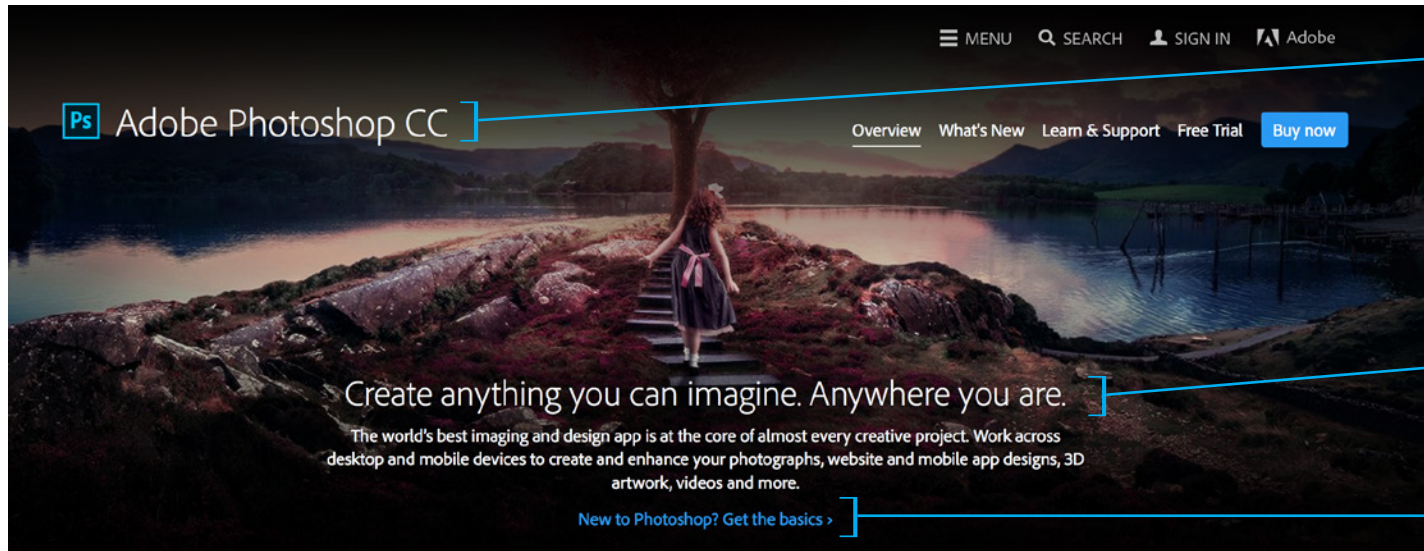
Where we don't use them:

- Adobe.com page titles

- Key benefit and feature description headings

- Buttons and calls to action

- Subject lines in emails

See the following pages for examples.

Headline punctuation, continued

Adobe.com: Page titles and display headings

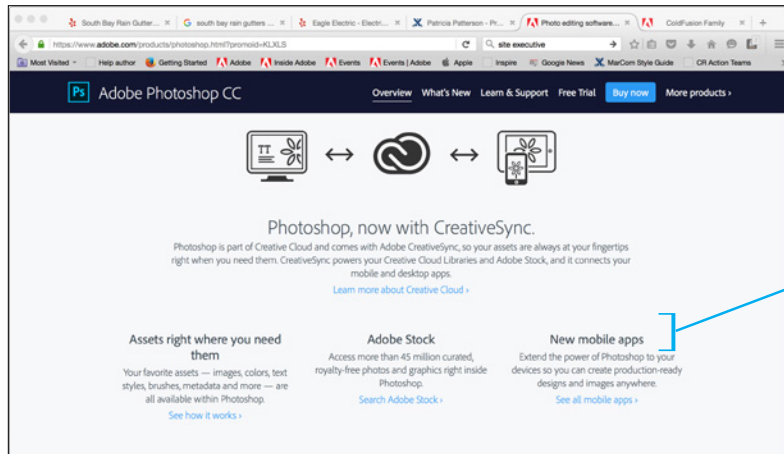The page title does not end in a period.

The display heading has a period.

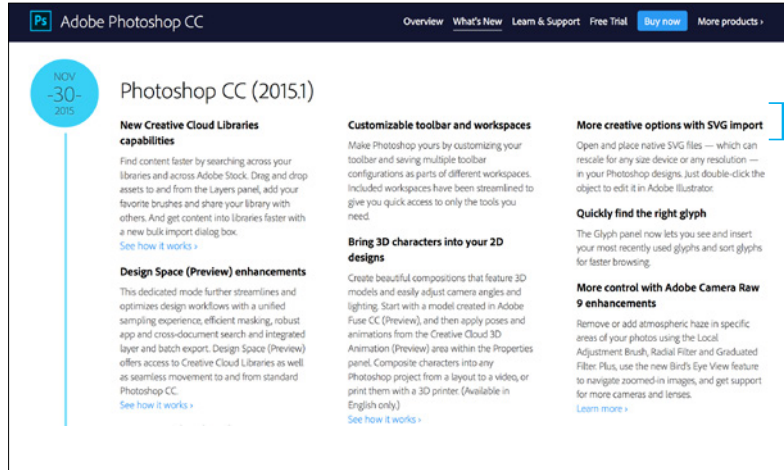The call to action does not end in a period.

Headline punctuation, continued

Adobe.com: Key benefit and feature description headings

Headings on key benefit blurbs and feature descriptions are considered subheads and do not take periods.
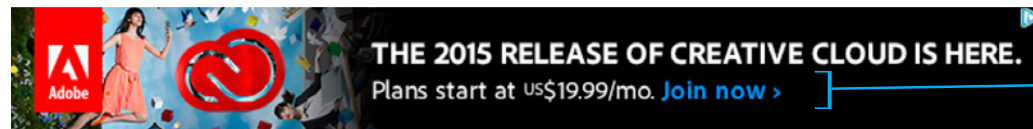
Headline punctuation, continued

Email & web banners

The same principles apply to email:

Both headings on this email use periods.

The call to action does not.

Third-party banner headlines also use periods.

The call to action does not.

For more information

All of the assets detailed in this document are available for download from the Marketing Hub:
https://www.adobe.com/marketinghub.html

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 24-hour turnaround.

Questions? Please e-mail: *brand@adobe.com*