Adobe Experience Platform Guidelines

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Introduction

Adobe Experience Platform centralizes and standardizes data and content across the enterprise powering real-time customer profiles, enabling data science and accelerating content velocity to drive experience personalization across the customer journey.

Brand Strategy

HOW TO TALK ABOUT ADOBE EXPERIENCE PLATFORM

- Adobe Experience Platform is the only platform product offered from Adobe

- All features will be named as extensions of Adobe Experience Platform, following the same format – Adobe Experience Platform _____.

- The "first and most prominent use" refers to the first mention of the platform – whether it be a reference to the product or one of its component features. For example:
  - **Yes** – "Adobe Experience Platform has a feature called Data Science Workspace"
  - **No** – "Adobe Experience Platform has a feature called Adobe Experience Platform Data Science Workspace"

- There are two ways customers can take advantage of Adobe Experience Platform:
  - **Foundation features** – this is a partial set of platform features that come standard with any purchase of an Adobe Experience Cloud solution such as Adobe Campaign
  - **Advanced data features** – this is a set of platform features that is included in the paid offering only and can be leveraged with or without an Experience Cloud solution

Platform name & attribution

1ST & MOST PROMINENT USE	SECONDARY USES	INCORRECT	ATTRIBUTION	NOTES
Adobe Experience Platform	Adobe Experience Platform Experience Platform Platform	~~The Adobe Experience Platform~~ ~~AXP~~ ~~AEP~~ ~~Adobe XP~~ ~~Adobe Data Platform~~ ~~Adobe Content Platform~~ ~~Adobe Cloud Platform~~ ~~Adobe Experience Cloud Platform~~	Adobe	**Description**: Open and extensible platform designed for Customer Experience Management **Guidance**: • Always spell the full name out in its entirety in first reference • Always use the brand in English – do not translate • Do not shorten to an acronym in any external facing communications – never use AXP, AEP, Adobe XP or any other abbreviation • Do not use Adobe Data Platform, Adobe Customer Data Platform, CDP, or Adobe Cloud Platform (see page 13 for Adobe Cloud Platform transition guidance)

USING "THE"

Do **not** use "the" preceding Adobe Experience Platform.

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

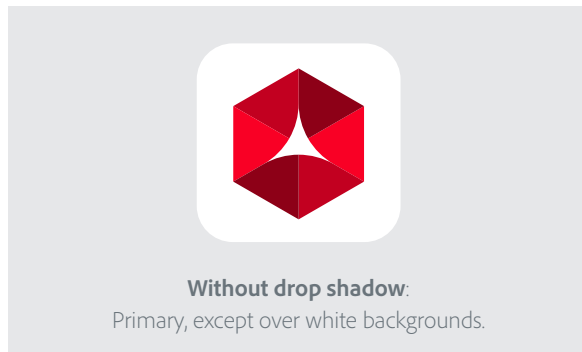|	
Do this:	Adobe Experience Platform provides…
Not this:	**The** Adobe Experience Platform provides…
Do this:	Adobe Experience Platform features enable…
Not this:	**The** Adobe Experience Platform features enable…
Do this:	**The** two Adobe Experience Platform features…

USING ABBREVIATIONS

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

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

Platform identity

The logo is available by request: *brand@adobe.com*

Brand Strategy: Adobe Experience Platform is the foundation for all Adobe offerings. It's a strategic differetiator and plays a unique role in our portfolio. To signal its importance we want it to be visually distinct from other products in the portfolio.

Without drop shadow:
Primary, except over white backgrounds.

With drop shadow:
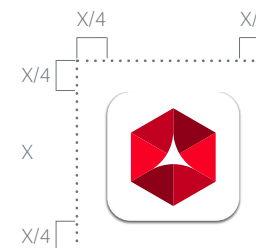Use on white, so the tile is visible.

USING THE LOGO

The Adobe Experience Platform logo should be used with the logotype or product name in close proximity. Do not lock up the logo with any other text besides Adobe Experience Platform.

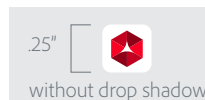**Do not alter the logo design or color in any way.**

Use the logo on the white tile:

- The logo sits on a white tile. If used on a white background, use the version with a drop shadow so the tile is visible.

- The version without the drop shadow can be used on darker backgrounds where the tile is visible or the shadow will not reproduce well.

- The tile is part of the logo and should only be removed for in-product branding or if there are production constraints. Email *brand@adobe.com* for approval of these exceptions and to request assets.

Clear space

X/4   X/4

X/4

X

X/4

Minimum size

.27"

with drop shadow

.25"

without drop shadow

Sizing the logos:

- Use the .png files at the exact sizes provided. If necessary, scale down the 512px version, never below 48px.

- When scaling the .ai files in Illustrator, make sure that the "Scale strokes & effects" option is checked.

RGB, CMYK, PMS:

- RGB files are provided for both screen and print use.

- CMYK and RGB files are available from *brand@adobe.com* if your printer specfically requests them.

Black and white printing
A black and white version of the logo is currently not available. If you are producing something that requires one-color printing, please email *brand@adobe.com* with details.

Features
Platform features do not have individual icons, and should not be locked up with the Platform logo.

Lockups & logotypes

The lockups and logotypes are available by request: *brand@adobe.com*

LOCKUPS

Lockups of the logo + logotype are prefered over the logotype.
The formats shown below are available based on layout and background color.

LOGOTYPES

Use when the logo is placed separately or production does not allow for use of the logo. Logotypes are provided in both black and white text.

Without drop shadow: Primary, except over white backgrounds.

Adobe Experience Platform

Adobe Experience Platform

Adobe Experience Platform

Adobe Experience Platform

Adobe Experience Platform

Adobe Experience Platform

With drop shadow: Use on white, so the tile is visible.

Adobe Experience Platform

Adobe Experience Platform

Feature names & attribution

The first reference to a feature name in a communication should always be in full as listed in the "1st & Most Prominent Use" column.

1ST & MOST PROMINENT USE	SECONDARY USES	INCORRECT	ATTRIBUTION	NOTES
Adobe Experience Platform Launch	Experience Platform Launch	~~Adobe Launch~~ ~~Adobe Platform Launch~~ ~~Launch, by Adobe~~ ~~Platform Launch~~ ~~Launch~~	Adobe	**Description**: Data collection and technology activation for sites and apps. **Never use**: "Adobe Launch" or any abbreviations such as "AEPL" or "EPL" "Launch, by Adobe" is **no longer approved** for secondary uses
Adobe Experience Platform Auditor	Experience Platform Auditor	~~Adobe Auditor~~ ~~Adobe Platform Auditor~~ ~~Auditor, by Adobe~~ ~~Platform Auditor~~ ~~Auditor~~	Adobe	**Description**: Automated audits of website tag implementations **Never use**: "Adobe Auditor" or any abbreviations such as "AEPA" or "EPA" "Auditor, by Adobe" is **not** approved for secondary uses
Adobe Experience Platform Auditor extension *("extension" unbranded, lowercase)*	Experience Platform Auditor extension	~~Adobe Auditor extension~~ ~~Adobe Platform Auditor extension~~ ~~Platform Auditor extension~~ ~~Auditor extension~~	Adobe	**Description**: This is not a distinct product or feature, it is a browser extension of the Auditor feature. Adobe Experience Platform Auditor has an extension listed on the Google Chrome extension marketplace which extends and integrates the functionality of the core product feature with Google Chrome. This is not treated as an independent brand or name.
Adobe Experience Platform Mobile SDK	Experience Platform Mobile SDK Mobile SDK	~~Adobe Mobile SDK~~ ~~Adobe Experience Platform SDKs~~	Adobe	**Description**: Software Development Kits for mobile app integrations **Never use**: "Adobe Mobile SDK" or any abbreviations except "SDK" Do not reference the former name "Places Core Service"
Adobe Experience Platform Data Science Workspace	Experience Platform Data Science Workspace Data Science Workspace	~~Adobe Data Science Workspace~~ ~~Platform Data Science Workspace~~ ~~DSW, AEPDSW, ADSW~~	Adobe	**Description**: Plug and play data model creation tool for data scientists **Never use**: "Adobe Data Science Workspace" or any abbreviations such as "DSW"
Adobe Experience Platform Query Service	Experience Platform Query Service Query Service	~~Adobe Query Service~~ ~~Platform Query Service~~ ~~QS, AEPQS, AQS~~	Adobe	**Description**: Analytics data warehouse supporting omni-channel SQL queries **Never use**: "Adobe Query Service" or any abbreviations such as "AQS," "QS"

Feature names & attribution, continued

1ST & MOST PROMINENT USE	SECONDARY USES	INCORRECT	ATTRIBUTION	NOTES
Adobe Experience Platform Unified Profile	Experience Platform Unified Profile Unified Profile	~~Adobe Unified Profile~~ ~~Experience Profile~~ ~~AEPUP, AUP~~	Adobe	**Description**: Unified profile for targeted and personalized experience management **Never use**: "Adobe Unified Profile," "Experience Profile" or any abbreviations such as "AUP, or UP"
Adobe Experience Platform Identity Service	Experience Platform Identity Service Identity Service	~~Adobe Identity Service~~ ~~Platform Identity Service~~ ~~IS, AEPIS, AIS~~	Adobe	**Description**: Device linking service for people-based experience management **Never use**: "Adobe Identity Service" or any abbreviations such as "PIS" or "IS" Do not reference the former name "People Core Service"
Adobe Experience Platform Location Service	Experience Platform Location Service Location Service	~~Adobe Location Service~~ ~~Platform Location Service~~ ~~LS, AEPLS, ALS~~	Adobe	**Description**: Location-based data processing for experience targeting **Never use**: "Adobe Location Service" or any abbreviations such as "ALS" or "LS" Do not reference the former name "Places Core Service"
Adobe Experience Platform GDPR Service	Experience Platform GDPR Service GDPR Service	~~Adobe GDPR Service~~ ~~Adobe GDPR~~ ~~GDPR~~ *(when referencing the feature)*	Adobe	**Description**: GDPR API and UI to process Access and Delete requests **Never use**: "Adobe GDPR," "Adobe GDPR Service" or simply "GDPR" to reference the Platform feature
Adobe Experience Platform Data Ingestion	Experience Platform Data Ingestion Data Ingestion	~~Adobe Data Ingestion~~ ~~DI, AEPDI, ADI~~	Adobe	**Description**: Batch and streaming data ingestion from Adobe solutions and 3rd parties **Never use**: "Adobe Data Ingestion" or any abbreviations such as "DI," "AEPDI" or "ADI" Treat as a proper noun. Do not use "the" in front of "Data Ingestion." Avoid using same wording for general references to "data ingestion."
Adobe Experience Platform Data Governance	Experience Platform Data Governance Data Governance	~~Adobe Data Governance~~ ~~Platform Data Governance~~ ~~DG, AEPDG, ADG~~	Adobe	**Description**: Data governance tool to label data and facilitate its proper use **Never use**: "Adobe Data Governance" or any abbreviations such as "DG," "AEPDG" or DG" Treat as a proper noun. Do not use "the" in front of "Data Governance." Do not capitalize general references to "data governance."
Adobe Experience Platform Segmentation Service	Experience Platform Segmentation Service Segmentation Service	~~Adobe Segmentation Service~~ ~~SS, AEPSS, ASS~~	Adobe	**Description**: Real-time segmentation service **Never use**: "Adobe Segmentation Service" or any abbreviation such as "SS," "AEPSS" or "ASS"
Experience Data Model (XDM)	Experience Data Model XDM	~~XDM (in first use)~~ ~~Data Model~~ ~~Adobe Data Model~~		**Description**: Standard experience-driven data schema for Adobe and partner solutions **Note**: Experience Data Model is an open source initiative, therefore it is not Adobe branded. Before using "XDM" in secondary references, it must be defined in the first reference: "Experience Data Model (XDM)."

Company name & legal lines

Platform product and feature names should **not** be attributed. See pages 5, 8-9.

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

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EXAMPLE

© 2019 Adobe. All rights reserved.
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For more information

BRAND REVIEW

Each use of Adobe assets must be sent for brand review before finalizing.
Please send a PDF or link to *brand@adobe.com.* Allow for a 48-hour turnaround.

REQUEST ASSETS

The assets shown in this guide are available by request to *brand@adobe.com.*

QUESTIONS?

• **Brand** questions: *brand@adobe.com*
• **Product/marketing** questions: Ronell Hugh, *ronell@adobe.com*

ADDITIONAL BRAND GUIDES

• Adobe Creative Cloud: *Asset ID 211284*
• Adobe Document Cloud: *Asset ID 209469*
• Adobe Experience Cloud: *Asset ID 215624*

Visit *Brand Center* for more.

Appendix

Adobe Cloud Platform end of life & brand transition

RATIONALE FOR SHIFT TO ADOBE EXPERIENCE PLATFORM

Adobe Cloud Platform has been a focus for Adobe for several years. Since our reveal at Adobe Summit 2017, we recognized the greater opportunity and responsibility to enable our customers to deliver deeper and richer customer experiences. Adobe Experience Platform is centered on driving real-time experiences for customers seeking enterprise technologies for customer experience management needs. Shifting from Adobe Cloud Platform to Adobe Experience Platform furthers our commitment to deliver on the promise and allows us to emphasize the importance of experience to our enterprise customers.

BRAND STRATEGY

- Adobe Cloud Platform is retired as of September 24, 2018

- Adobe Experience Platform brand replaces Adobe Cloud Platform brand in all use cases, Adobe.com, sales materials and presentations

- All Cloud Platform products will become features of Experience Platform

  - For example: Adobe Cloud Platform Data Science Workspace becomes Adobe Experience Platform Data Science Workspace, see pages 8 and 9 for full feature listing

TRANSITION REFERENCES

- Optional use of "Adobe Experience Platform, formerly Adobe Cloud Platform" is permitted for 6 months in communications to audiences familiar with the legacy brand

- "Formerly Adobe Cloud Platform" should only appear once per communication, in body copy, not in headlines

END OF LIFE ⟶	GOING FORWARD
Adobe Cloud Platform	**Adobe Experience Platform**
Adobe Cloud Platform Launch	Adobe Experience Platform Launch
Adobe Cloud Platform Auditor	Adobe Experience Platform Auditor
Adobe Cloud Platform Debugger	Adobe Experience Platform Auditor extension
Adobe Experience Cloud Mobile SDK	Adobe Experience Platform Mobile SDK
Adobe Cloud Platform Data Science Workspace	Adobe Experience Platform Data Science Workspace
Adobe Cloud Platform Query Service	Adobe Experience Platform Query Service
Adobe Experience Cloud Profile	Adobe Experience Platform Unified Profile
Adobe Experience Cloud Device Co-op	Adobe Experience Platform Identity Service
Adobe Experience Cloud Private Identity Graph	Adobe Experience Platform Identity Service
Places Core Service	Adobe Experience Platform Location Service
Adobe Cloud Platform GDPR API	Adobe Experience Platform GDPR Service
Adobe Cloud Platform Core Services (Assets, Activation, People, Places, Mobile)	EOL