Adobe Creative Cloud Developer Brand Guide

Brand Guide for developers of plug-ins, extensions and apps that integrate with Adobe Creative Cloud | 22 June 2018

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These Adobe Brand Guidelines are a reference for developers that build experiences for desktop, mobile, and web using Adobe SDKs to extend Adobe Creative Cloud apps and integrate Creative Cloud API services.

These guidelines give you an overview of the respective Adobe brand assets, including trademarks, names, logos, icons and badges, you are authorized to use in your Developer Software product, on your website and in other marketing for your product, subject to this Brand Guide, the Adobe Developer Additional Terms (incorporated in the Adobe General Terms of Use for Adobe.com) and any additional, applicable license agreement between you and Adobe. They are your guide for proper usage of Adobe branding and product names within and/or in conjunction with your products and marketing efforts.

The Adobe Developer Additional Terms of Use contain a license only for the assets displayed and whose usage is described in these Guidelines.

You are not authorized under those Terms to use the Adobe corporate logo or any other Adobe logo, icon, font, image or other Adobe content not shown in these Guidelines. Please refer to the company's general Usage Guidelines for Adobe trademarks, images, product icons and logos at https://www.adobe.com/legal/permissions.html.

You may not alter in any way the licensed brand assets displayed in these Guidelines, except for resizing or as otherwise noted.

All use of Adobe brand assets must be sent for review before being deemed final. Please send a PDF or link to the website where you plan to use Adobe assets to *CCDeveloperMarketing@adobe.com*. Please allow for a 10 business day turnaround.

License Agreements

When you obtain an Adobe ID as a developer of integrations for Adobe Creative Cloud you agree to and are bound by the Adobe General Terms of Use agreement, including the Adobe Developers Additional Terms.

These Terms apply to your use of the Adobe Creative Cloud developer tools on the Adobe I/O portal and your use of the Adobe Exchange Producer Portal and Adobe Exchange Service.

Please carefully review the Terms: https://www.adobe.com/legal/terms.html.

Avoiding confusion

AVOIDING CONFUSION

Developers are an invaluable part of the Adobe community. But we want to avoid any potential confusion by always being very clear about who is driving a communication. We never want to mislead someone into thinking that they are receiving content from, or communicating directly with, Adobe if that's not the case.

When you refer to Adobe or use any licensed Adobe brand assets, you must do so within your own unique branded look and feel—one that is distinguishable from the Adobe look and feel.

Any licensed Adobe assets you use should be just one element in your communication, secondary to your own brand.

Please do not create any communications that look like a communication coming from Adobe.

AVOIDING CONFUSION IN SOCIAL MEDIA

Your social presence is an important way to engage with customers. But just like in other marketing activities, we want to avoid any confusion and make it very clear who is driving the conversation.

• Account name: This should communicate who you are: your company, organization, or group name

Avoid using an account name that is confusingly similar to an existing Adobe account or could cause confusion by creating a misleading impression that it's an official Adobe account.

• **Disclaimer**: Clearly state your relationship with Adobe in your profile/about section.

Example:

Company XYZ produces Product XYZ which integrates with Adobe Product XYZ. This account is managed by Company XYZ, not Adobe.

Example:

Product XYZ and this account are managed by Company XYZ, not Adobe.

Branding your Developer Software

Please refer to Adobe's trademark usage guidelines on the company's official website: https://www.adobe.com/legal/permissions/trademarks.html

NAMING YOUR PRODUCT

You **may not include** any Adobe trademark, in whole or in part, an abbreviation of an Adobe trademark, or any word or design confusingly similar to an Adobe trademark in your company name, trade name, product name, domain name, or name of your offering. Do not use the version "CC" with your product name to associate it with Adobe products.

If your plug-in or extension product operates with an Adobe product, you **may refer to** the Adobe product name or trademark in the name of your product or service <u>only to</u> <u>indicate compatibility</u>. The Adobe product name should be used in full as outlined on page 8, and shown in the examples below.

Incorrect:	[Your Company name] Adobe InDesign CC plug-in
Correct:	[Your Company name] for Adobe InDesign CC

Incorrect: [Your Company name] Photoshop Action

- **Correct:** [Your Company name] Actions **for** Adobe Photoshop CC
- **Incorrect**: [Your Company name] Lightroom Presets
- **Correct:** [Your Company name] Presets **for** Adobe Photoshop Lightroom Classic CC
- Incorrect: [Your Company name] Brushes CC Pro
- Incorrect: [Your Company name] CC Pro

PRODUCT ICON, LOGO, OR IMAGERY

You **may not** use an Adobe logo, product icon or image, in whole or in part, or any similar variation, in a preview image, product icon or feature image for your product, except by prior, written license agreement from Adobe.

Incorrect:	Do not use the Adobe logo, in whole or in part, in your icon design.
Incorrect:	Do not use Adobe product logos or trademarks, in whole or in part, in your icon design, i.e. the Adobe PDF logo or file icon.
Incorrect:	Do not use Adobe product logo abbreviations, i.e. Ps for Photoshop.
Incorrect:	Do not mimic the style of Adobe product logos.

Editorial guidance

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Editorial overview

- Refer to the company as "Adobe," not Adobe Systems Incorporated. See page 10 for more.
- Do not include Adobe's ticker symbol or logo in any materials unless approved by Adobe PR.
- Follow the approved product, solution, and capability naming guidance on pages 8-9 of this document.
- Adobe product names should not be abbreviated, such as AI for Illustrator. See page 9 for more.

- Avoid using words like partner, partnership or alliance. Instead use words like integration, collaborate, delivers, extends or leverages.
- Avoid terms or phrases that refer to a unique or exclusive relationship with Adobe. Examples include:
 - XYZ is the #1 Adobe Creative Cloud developer/partner
 - XYZ is the highest revenue generator of any Adobe developer/partner
 - Use of terms like exclusive, strategic, limited, elite, privileged, etc.
- Adobe will not approve language that endorses its use of your tools or services unless otherwise agreed upon.
- Remove unsubstantiated claims like best in class, best of breed, first to market, etc., as Adobe cannot verify these claims.

Adobe product names & attribution

Please follow the guidance below for referring to Adobe product names in full in their first reference. Any subsequent references may be in full or as listed in the Secondary Uses column.

Please see page 5 for guidance on naming your offering, and page 10 for guidance on attributing Adobe trademarks.

1ST & MOST PROMINENT USE	SECONDARY USES	TRADEMARK ATTRIBUTION	NOTES
Adobe ActionScript	ActionScript	Adobe, ActionScript	The "S" in ActionScript is capitalized.
Adobe After Effects CC	After Effects	Adobe, After Effects	After Effects is two words.
Adobe AIR	AIR	Adobe, Adobe AIR, AIR	
Adobe Animate CC	Animate	Adobe	
Adobe Audition CC	Audition	Adobe, Adobe Audition	
Adobe Creative Cloud	Creative Cloud	Adobe, Creative Cloud	
Adobe Dreamweaver CC	Dreamweaver	Adobe, Dreamweaver	The "w" in Dreamweaver is lowercase.
Adobe Flash Player	Flash Player	Adobe, Flash, Flash Player	Do not refer to Flash Player as "Flash."
Adobe Illustrator CC	Illustrator	Adobe, Illustrator	
Adobe InDesign CC	InDesign	Adobe, InDesign	The "D" in InDesign is capitalized.
Adobe Muse CC	Muse	Adobe, Adobe Muse	
Adobe Photoshop CC	Photoshop	Adobe, Photoshop	The "s" in Photoshop is lowercase.
Adobe Photoshop Lightroom Classic CC	Lightroom Classic CC, Lightroom Classic	Adobe, Lightroom, Photoshop	Note: the SDK is for Lightroom <u>Classic</u> CC, not Lightroom CC. To avoid confusion, never shorthand to just Lightroom.
Adobe Premiere Pro CC	Premiere Pro	Adobe, Adobe Premiere	The attribution is "Adobe Premiere" not "Premiere."
Adobe Stock	Adobe Stock	Adobe	Do not refer to Adobe Stock as just "Stock."
Adobe Typekit	Typekit	Adobe, Typekit	Typekit is one word. The "k" in Typekit is lowercase.
Adobe XD CC	Adobe XD CC, Adobe XD, XD CC, XD	Adobe	"XD" should not be spelled out as "Experience Design."

Please follow the naming guidance on page 5 and 8 when referring to Adobe products.

Do not use any additional abbreviations or acronyms to shorthand Adobe products.

"CC" is used only as a version to the point products, it should not be used as an abbreviation for the Adobe Creative Cloud product as a whole.

For example:

DON'T USE	USE
€€	Adobe Creative Cloud
Al	Adobe Illustrator CC
PS	Adobe Photoshop CC

Company name & legal lines

PRIMARY

ADOBE

LEGAL

Adobe Systems Incorporated Only when legally required for contracts, attribution statements, etc.

NEVER

Adobe Systems Adobe Systems, Inc. Adobe Incorporated Adobe[®] Systems Incorporated Or any other variation.

LEGAL LINES

Please include an 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, in the About box in an app, or the legal information page of a website.

ADOBE'S STANDARD ATTRIBUTION STATEMENT FORMAT

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

EXAMPLE

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

Adobe Trademarks

Protection of Adobe trademarks is a priority for the company, so we require that you provide an appropriate trademark attribution statement for Adobe trademarks.

The Adobe Trademark Database lists the proper form of each Adobe trademark to help you identify the Adobe trademarks for attribution. You should attribute only those Adobe trademarks designated with a TM or [®] in the Database.

Using Adobe brand assets in Marketing

Your use of the Creative Cloud Connected badge highlights that your integration is built using Adobe Creative Cloud Platform SDK and API services. This includes developer plug-ins and extensions as well as mobile and web apps that integrate with Adobe Creative Cloud.

IN MARKETING MATERIALS AND WEBSITES

You may use the Creative Cloud connected badge on your website or in your marketing materials only to highlight your product's integration with Adobe Creative Cloud.

- Your logo/brand should always be larger and more prominent than the Creative Cloud Connected badge.
- Minimum size: No smaller than 30 pixels tall on screen or .25" in print.
- **Clear space**: Half the height of the badge on all sides.
- It should be placed on a solid color background.

IN AN APPLICATION STORE (I.E. APPLE'S APP STORE, GOOGLE PLAY)

You may include the phrase "Adobe Creative Cloud connected" but do not infer that there is a partnership with Adobe or that Adobe endorses your app.



"Find it on Adobe Exchange" badge

For Adobe Exchange Producers with approved listings on the Adobe Exchange marketplace.

The "Find it on Adobe Exchange" badge shown below is exclusively for use by producers on their website and in other marketing materials to promote the availability of their **Adobe approved** Developer Software through the Adobe Exchange marketplace.



USING THE BADGE AS A LINK

Following the specifications below, you may use the "Find it on Adobe Exchange" badge on your website as an active link solely to your Adobe approved Developer Software listing on the Adobe Exchange marketplace and not in any other linking manner.

CLEAR SPACE



MINIMUM SIZE



The "Find it on Adobe Exchange" badge should not be altered in any way, including separating the elements or using the logo and text off of the gray background.

"Designed for" logo

The "Designed for Adobe [product]" logo is for use in marketing your app that has been validated and approved by Adobe.

In order to use a "Designed for..." logo, you must submit your extension for validation to ensure it works according to your description and meets other criteria for approval. If your extension is eligible, you will receive a written approval message and the applicable "Designed for Adobe [product] logo. If you need to make any changes, you must complete the changes before you receive approval.

- Submit your plug-in or extension for approval to CCDeveloperApproval@adobe.com
- You must re-submit for approval when you update your plug-in or extension.
- Mockups of marketing materials with the logo in place should be sent for brand approval to CCDeveloperMarketing@adobe.com
- Any failure to comply with these guidelines may result in revocation of your license to use the logo.
- You may request a "Designed for..." logo to represent that your app integrates with multiple Adobe products.

USAGE

You may use the "Designed for..." logo on a web page and in marketing material in electronic or printed media solely in connection with your validated and approved extension, and not in any other manner. You may not use the "Designed for..." logo in your software.

COLOR

The logo is available in two color variations as shown below for use on light and dark backgrounds. Always ensure there is enough contrast to retain legibility. Never recolor or alter it in any way.



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LINKING TO ADOBE.COM

You may use the logo as an active link solely to the respective product page on Adobe.com, and not in any other linking manner.

CLEAR SPACE



MINIMUM SIZE



DO'S

- Display the logo only in the form and colors specified in this guide.
- Use only the logo in the electronic file provided by Adobe.
- Always position the logo alone and apart from other text and graphics, especially other trademarks and service marks.
- Use proper trademark attribution.

DON'TS

- Do not combine the logo with any other elements—such as logos, words, graphics, photos, slogans, or symbols that might seem to create a hybrid mark.
- Do not rotate, skew, redraw, reproportion, reproduce three-dimensionally, or otherwise alter the logo or its elements in any way.
- Do not display the logo in a way that suggests your product is an Adobe product, or that it is a part of your product name.
- Do not embed the logo within any main content or body text areas.
- Do not translate elements of the logo into another language or change it to another character set such as Japanese or Arabic, without prior written permission.

File icons

Adobe product file icons are for use in marketing your app that has been validated and approved by Adobe. A file icon may be used solely to represent the supported file type in an instructional workflow diagram.

In order to use an Adobe product file icon in marketing, you must submit your extension for validation to ensure it works according to your description and meets other criteria for approval. If your extension is eligible, you will receive a written approval message and the applicable file icon. If you need to make any changes, you must complete the changes before you receive approval.

- Submit your plug-in or extension for approval to CCDeveloperApproval@adobe.com
- You must re-submit for approval when you update your plug-in or extension.
- Mockups of marketing materials with the file icon in place should be sent for brand approval to CCDeveloperMarketing@adobe.com
- Any failure to comply with these guidelines may result in revocation of your license to use the file icon.

You may use an Adobe product file icon on a web page or in marketing material in electronic or print media solely as an indicator of a file of the corresponding native file format.

You may not use a file icon to represent an Adobe product.

CLEAR SPACE



MINIMUM SIZE



DO'S

- Use only the icon in the electronic file provided by Adobe.
- Always position the icon alone and apart from other text and graphics, especially other trademarks and service marks.
- Use proper trademark attribution.

DON'TS

- Do not combine the icon with any other elements—such as logos, words, graphics, photos, slogans, or symbols that might seem to create a hybrid mark.
- Do not rotate, skew, redraw, reproportion, reproduce three-dimensionally, or otherwise alter the icon or its elements in any way.
- Do not display the icon in a way that suggests your product is an Adobe product, or that it is a part of your product name or logo.
- Do not embed the icon within any main content or body text areas.
- Do not translate elements of the icon into another language or change it to another character set such as Japanese or Arabic, without prior written permission.

Using Adobe brand assets in your app UI

The guidelines in this section are a reference solely for developers of standalone apps (mobile, web, or desktop) that integrate Creative Cloud APIs and SDKs into those applications. It is not for developers of plug-ins or extensions to Adobe Creative Cloud desktop apps. It documents proper, limited use in your application of the specific Adobe trademarks displayed in this section.

Carefully review these guidelines when integrating Creative Cloud APIs and SDKs in your application. You may not use these brand assets on your website or in any marketing materials for your application, except as may be specified in the preceding section of this Guide.

Your use of these branding assets—logos, badges, buttons and icons—is governed by the License Agreements and Usage Guidelines referred to on page 3 of these Guidelines and these Branding Guidelines, and if any use violates the Terms and Guidelines, we may request that you modify or cease usage of the assets. Please be sure to follow the guidance on page 5 when naming your app and/or creating an icon for your app.

We recommend that these assets look at home in your app, so you may customize them as outlined on the following pages to best match the style of your app. Please do not stretch, redraw, or otherwise alter the shape of the assets, letterforms within the icons, or use a different typeface to replace the 2-letter mnemonic for the icons.

Creative Cloud Connected

IN YOUR APPLICATION

In your application you should always refer to Creative Cloud using its full name, e.g. "save to Adobe Creative Cloud" or "Adobe Creative Cloud connected" rather than shortening to "CC."

You may use the "Creative Cloud connected" one-line badge to promote integration with Adobe Creative Cloud within your application. This treatment should be used instead of the version with the border around it. This is the only phrase that should be used within your app to indicate the integration of your app with Adobe Creative Cloud. Do not use any other lock up for this purpose, for example, with phrasing such as "Powered by Lightroom", or "Powered by Photoshop".

© Creative Cloud Connected



Example in an application, by Fabrika

IN AN APPLICATION STORE (I.E. APPLE'S APP STORE, GOOGLE PLAY)

You may include the phrase "Adobe Creative Cloud connected" but do not infer that there is a partnership with Adobe or that Adobe endorses your app.

The Adobe Creative Cloud logo

These assets are for use ONLY in your app UI. You may not use these assets on your website or in your marketing materials.

You may use the Creative Cloud logo ONLY in your application for the following functions:

- 1. As a button that initiates an action with Creative Cloud, such as signing in or saving to Creative Cloud.
- 2. To indicate that a file is stored in Creative Cloud.
- 3. As a button that initiates editing using Creative Cloud technology.

You should always refer to Creative Cloud by its full name, e.g. "save to Adobe Creative Cloud" or "Adobe Creative Cloud connected." Never abbreviate to "CC." Please see page 8-9 for full product name guidance.

It is preferred to use the logo in full color on the red tile. If needed, it can be used in flat color, hex color #db1f29, or used off tile to match your particular UI color.

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Twitter	Creative Cloud	Dropbox	Sta.sh



Creative Cloud Sign in

These assets are for use ONLY in your app UI. You may not use these assets on your website or in your marketing materials.

Creative Cloud sign in is instrumental to the Creative Cloud APIs and providing your customers access to the Creative Cloud technology.

Creative Cloud sign in is used to enable the following experiences:

- 1. Account creation: Creative Cloud sign-in lets people quickly create a free Creative Cloud account, allowing them to access powerful technology across multiple mobile apps and online services.
- 2. File access and storage: When users are signed in to Creative Cloud they can easily save and access Files stored in their Creative Cloud accounts from anywhere, even outside your app.
- **3.** Access to creative technology in web and mobile apps: Many highly retentive apps let people not only use Photoshop enabled tools, for example, within their apps but also integrate the Send-to-desktop technology that allows them to keep working and refining the work on their desktop computer.

THE SIGN IN BUTTON

You can use the sign in button to trigger the Creative Cloud sign in process from your app. When asking users to sign in from your app, you may use either of the buttons below with phrases "Sign in" or "Sign in with Adobe ID" paired with the Creative Cloud logo.

Sign in with Adobe ID

🕲 Sign in

Alternatively, you may use the text "Sign in to Adobe Creative Cloud" without a logo.

Adobe Photoshop CC in-app assets

These assets are for use ONLY in your app UI. You may not use these assets on your website or in your marketing materials.

YOU MAY USE THE PHOTOSHOP PRODUCT LOGO TO INDICATE:

- 1. Using Photoshop enabled technology within your application.
- 2. Sending an image File within your application to open in the desktop version of Photoshop CC. *[See example below]*

When you indicate sending an image to the desktop version of Photoshop, use the phrase "Send to Adobe Photoshop CC" or "Send to Photoshop" along with the product logo, as shown in the example below. Do not use "Open in Photoshop" or shorten "Photoshop" to "Ps" or "PS".

The Photoshop product logo is comprised of the letters "Ps" in a rectangular frame. You may not separate these elements or use "Ps" by itself, without the frame, or in any other format. You may change the color of the logo to match your particular UI color (as shown below). If you choose to keep the Photoshop blue, use hex color #2287B9.





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Example use of sending a File from Adobe Comp CC
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USE THE PHOTOSHOP FILE ICON TO:

 Open a layered Photoshop File (.psd) from Creative Cloud or save a layered PSD File to Creative Cloud. [See examples below]

When you indicate opening a layered Photoshop File, use the terms "Photoshop File", "Layered Photoshop File," or "PSD" along with the Photoshop file icon shown below. "PSD" is the File extension for a Photoshop File.

When you indicate saving a layered Photoshop File, use the phrasing "Save a PSD" or "Save a layered Photoshop File," rather than "Saving to Photoshop" or "Save to Ps".

In UI, never scale the file icon below 32px high, except in a list/folder view at 16px high.





Custom E	Export			
You can send t	these anywhere;	choose on the r	next screen.	
IDC	DNC	81/0	DVE	Den

Example use of saving a PSD File from Concepts

Adobe Photoshop Lightroom Classic CC in-app assets

These assets are for use ONLY in your app UI. You may not use these assets on your website or in your marketing materials.

You may use the Adobe Photoshop Lightroom Classic CC product logo as a button to indicate connecting to or opening a photo from your Adobe Photoshop Lightroom library.

To reference the Lightroom library, you may use the terms "Adobe Photoshop Lightroom Photos", "Lightroom Photos", "Lightroom Photo Collection", or "Photos" along with the Lightroom Classic CC product logo.

The Lightroom Classic CC product logo is comprised of the letters "Lr" in a rectangular frame. You may not separate these elements or use "Lr" by itself, without the frame, or in any other format. You may change the color of the product logo to match your particular UI color. If you choose to keep the Lightroom blue, use hex color #76ACD4.



Product name

Note that the SDK is for Lightroom <u>Classic</u> CC, not Lightroom CC. To avoid confusion, never shorthand to just Lightroom. See page 8 for details on product names.

Adobe Illustrator CC in-app assets

These assets are for use ONLY in your app UI. You may not use these assets on your website or in your marketing materials.

YOU MAY USE THE ILLUSTRATOR PRODUCT LOGO TO INDICATE:

• Sending an image file from your application to open in the desktop version of Adobe Illustrator.

When you indicate sending an image to the desktop version of Illustrator, always use the phrase "Send to Adobe Illustrator CC" or "Send to Adobe Illustrator" along with the product logo (see example below). Do not use the phrase "Open in Illustrator" or shorten "Illustrator" to "Ai" or "AI".

The Illustrator product logo is comprised of the letters "Ai" in a rectangular frame. You may not separate these elements or use "Ai" by itself, without the frame, or in any other format. The icon color may change to match your particular UI color, or if you choose to keep the Illustrator orange, use hex color #DC6920.





Example use of sending a File from Adobe Comp CC

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USE THE ILLUSTRATOR FILE ICON TO:

• Open an Illustrator File (.ai) from Creative Cloud or save a vector AI File to Creative Cloud.

When you indicate opening or saving an Illustrator File, always use the terms "Adobe Illustrator File", or "AI" along with the file icon. "AI" is the file extension for an Illustrator File.



Adobe XD CC in-app assets

These assets are for use ONLY in your app UI. You may not use these assets on your website or in your marketing materials.

USE THE XD FILE ICON TO:

- 1. Open an XD File (.xd)
- 2. Show .xd file info or file workflow

Indicating opening or saving an XD File should always use the terms "Adobe XD File", or "XD" along with the file icon. "XD" is the file extension for an XD File.



Adobe Typekit in-app assets

These assets are for use ONLY in your app UI. You may not use these assets on your website or in your marketing materials.

YOU MUST CLEARLY AND CONSPICUOUSLY DISPLAY THE TYPEKIT PRODUCT LOGO IN YOUR APP TO:

 Indicate the Typekit fonts in your app are from Adobe—for example, beside Typekit fonts in the drop-down menus of a missing fonts view.



Behance in-app assets

These assets are for use ONLY in your app UI. You may not use these assets on your website or in your marketing materials.

Allow your users to connect with millions of creatives by sharing to Behance from within your app.

You may use the Behance logo in your application as a button that initiates an action with Behance, such as publishing to Behance.

If your app takes action with Behance, ensure that the action is clear to the user by clearly stating the action, e.g. "Publish to Behance" or "Publish Work In Progress to Behance".

The Behance product logo is comprised of the letters "Be" in a rectangular frame. You may not separate these elements or use "Be" by itself, without the frame, or in any other format. The icon color may change to match your particular UI color. If you choose to keep the Behance blue, use hex color: #5DA5FF.



Example of Behance branding in Adobe Sketch



Social media

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Avoiding confusion in social media

Your social presence is an important way to engage with customers. But just like in other marketing activities, we want to avoid any confusion and make it very clear who is driving the conversation.

• Account name: This should communicate who you are: your company, organization, or group name

Avoid using an account name that is confusingly similar to an existing Adobe account or could cause confusion by creating a misleading impression that it's an official Adobe account.

• **Disclaimer**: Clearly state your relationship with Adobe in your profile/about section.

Example:

Company XYZ produces Product XYZ which integrates with Adobe Product XYZ. This account is managed by Company XYZ, not Adobe.

Example: Product XYZ and this account are managed by Company XYZ, not Adobe. **Need help?** Email creativecloudsocialmedia@adobe.com.

Using Adobe imagery

When choosing a profile or background image, please use your own look and feel to help communicate your brand.



"CREATIVE CLOUD CONNECTED" BADGE

You may use the "Creative Cloud Connected" badge to communicate that your offering integrates with Adobe Creative Cloud. It may be used as part of your background image, but not as your profile image.





UNLICENSED ASSETS

THE ADOBE LOGO

To help avoid any confusion, please do not use the Adobe logo.

PRODUCT IDENTITY, CAMPAIGN IMAGERY AND OTHER ARTWORK

No other Adobe imagery should be used, including product logos or identity, campaign imagery or any other artwork that you may see on Adobe.com.



Imagery examples

Remember, your social accounts should reflect your own organization's look and feel, so create your own unique background and profile images.

Here's an example of two community pages that did just that, compared to Adobe accounts.



Our principles

Social media gives us an opportunity to earn our customers' trust.

Social media is for listening, not just talking. It's for building a connection with our customers. Our partners help us build social fluency so we become better listeners and communicators.



- Coordinate with the Creative Cloud social media team on content related to major milestones or announcements (e.g. product releases).
- Know your audience.
- Keep your content up to date.
- Be the first to respond and admit to your own mistakes.
- Offer your unique POV and insights.
- Be sensitive to tragic events and anniversaries. Posting about our products during these times is opportunistic and distasteful. Don't do it.



- Use vulgar, offensive, or sexually explicit language nor racial religious or ethnic slurs.
- Defame or pick fights with people or competition.
- Share confidential or financial information.

What drives the most engagement?

	TYPES OF CONTENT	HOW TO BEST ENGAGE
Twitter	Breaking news	Have personality but be true to your brand voice and tone
	Interesting articles	Post consistently
	Clever, witty remarks, but avoid snark	Be relevant, timely
		Leverage hashtags
Facebook	Photos make up 93% most engaged content	Post questions and calls-to-action
		Give shout-outs to customers
		Let them fill in the blank
LinkedIn	 Infographics & slideshares 	Sponsor your best content
	Rich media; informative articles	Best post times: morning and lunch breaks
	Native videos	Exclamations work (unlike Twitter)
Google+	Rich media that's unpredictable and unique	Use Circles to segment your audience and share targeted content
<u>ð</u>	• More user generated content than Facebook	Host Google Hangouts
Instagram	Post photos vs. video during work hours	• Stay up with trends: Ex: #TBT (Throwback Thursdays), but only engage if the
	"Mayfair" highest engaged filter	conversation is authentic to and appropriate for your brand
		 Ask users to share photos of product in use
Pinterest	Beautiful, inspiring content	Add board contributors
	\cdot Offers & deals	 Add pin-able images to websites, blogs, etc.
	Product photos	

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Press releases & MAX sponsorship

Adobe guidelines for developer press releases

Adobe is proud to partner with innovative organizations around the world that share our commitment to helping joint customers achieve exceptional results. We are happy to work with developers to support their success through external PR and marketing activities. <u>All external-facing promotional materials must be approved by Adobe</u>. The following are guidelines to assist in the development and approval of your PR content.

CONTACTS

- **Press releases:** Send requests to *ccpr@adobe.com* and copy your designated partner marketing manager.
- **Social media**: Send requests to *creativecloudsocialmedia@adobe.com* and copy your designated partner marketing manager.

PROCESS AND TIMELINE

- Send all press releases, videos, and blog posts to *ccpr@adobe.com* and copy your designated partner marketing manager. When you send the request, please indicate:
 - The proposed timing of your press release or announcement
 - Type of distribution (wire distribution, posted to a website/blog, media pitching)
 - Level of support you are requesting from Adobe such as press release review, interviews, quotes, etc.
- <u>Allow at least 10 business days for reviews.</u> For MAX 2018, we're asking all partners to submit draft press releases by Friday, September 21st. We'll do our best to turn reviews around as quickly as possible.
- Adobe reserves the right to decline proposals for press releases, videos, blog posts and other external marketing content.
- Quotes from Adobe will be evaluated on a case-by-case basis and are not guaranteed for all third-party press releases. If you would like to request a supporting quote from Adobe, provide a draft of the proposed quote, taking into account your desired branding and positioning for the release. Adobe will provide edits as needed to all drafted quotes and attribute to an appropriate spokesperson. Note that Adobe must review the quote in the context of the entire release before approving.

Adobe participation in third-party press releases

DEVELOPER-DRIVEN PRESS RELEASES

Most developer press releases fall in this category (if you have questions, reach out to *ccpr@adobe.com*. The press release must indicate the developer company is driving the announcement (i.e., position your company first in the headline, subhead and lead sentence; do not use statements like "Together the companies will achieve x,y,z", etc.). Developer-driven press releases may include:

- Developer announcing integration with Adobe Creative Cloud apps
- Customer case studies

JOINT PRESS RELEASES

Joint press releases and announcements are driven at the corporate level and are rare. These types of announcements are backed by substantial investments and signed deals that are typically driven jointly at the CEO and or/top executive level. In these instances, please work closely with Adobe PR to align on joint messaging and external communications plans.

MEDIA INTERVIEWS

If you are planning to conduct media interviews on the announcement, please notify your Adobe PR contact for your announcement. Adobe's participation in media interviews is not guaranteed, but will be evaluated on a case-by-case basis. If reporters ask questions that need to be answered by Adobe, please send them to your Adobe PR contact.

ANNOUNCEMENT	ANNOUNCEMENT	FREQUENCY	OWNERS	POTENTIAL ADOBE ASSETS AND SERVICES	POTENTIAL ADOBE RESOURCES
Joint Press Release	Corporate-level partnerships backed by investments and signed deals	Rare	Driven jointly by CEOs and/or top executives	 Logo Stock symbol Quote from appropriately matched exec. Boiler plate Etc. 	Coordination and support from executives, public relations, analyst relations and social media teams
Developer-led Press Release: For integrations vetted and approved by Adobe	 Developer announcing integration with Adobe Creative Cloud apps Customer case studies Developer involvement in an Adobe or third- party event/keynote 	Common	Driven by Developer's PR team with support from Adobe GMO/PR	 Possible Adobe quote Note: Adobe will determine appropriate spokesperson level for quote, pending developer and Adobe goals in alignment. Social promotion via relevant Adobe social media channels, possible blog posts. 	 Coordination and support from public relations, analyst relations and social media teams. Regional support where emphasis is needed. Coordination and support from industry marketing (e.g., retail, FSI, etc.).
Developer-led Press Release	General announcement mentioning Adobe (sent for Adobe courtesy review).	Common	Driven by Developer's PR team	N/A	N/A

IMPORTANT NOTE ON THE TIMING OF YOUR ADOBE MAX RELEASE

Adobe MAX is a platform for Adobe to make major announcements. These announcements typically occur on the same day as the opening keynote. Therefore, we strongly suggest timing of your Adobe MAX release be during the week before the opening keynote of MAX or after the Day 1 keynote. This helps prevent your announcement from being lost or overshadowed on a crowded news day. Your Adobe PR contact will work with you to help determine the best timing.

12-16 WEEKS OUT	8 WEEKS OUT	4 WEEKS OUT	2 WEEKS OUT	1 WEEK OUT
(MAY - JUNE)	(JULY - AUGUST)	(SEPTEMBER - OCTOBER)		
Discuss goals/objectives	Align strategies	Start approvals	Sync and resources	Execute
 Review potential news announcements with Adobe Make initial plans for announcements 	 Develop press release draft(s) Generate draft quotes and route for approval(s), i.e., joint customers. 	 Finalize messaging and media outreach strategies Route final press release for reviews 	Adobe MAX press list availableSet release date	 Alert social team(s) Push live when appropriate
 Review timing Discuss social amplification	 Identify media targets and outreach strategies/timing 			

ADOBE MAX TIMELINE FOR APPROVALS:

Adobe MAX sponsorships

More than 12,000 creative professionals come together to get inspired, learn, network and see the latest technology and future of creativity. MAX is the largest and fastest growing creativity conference.

OVERVIEW

- Max website: https://max.adobe.com/
- Sponsorship: https://max.adobe.com/sponsors/become-a-sponsor/

AUDIENCE

- Creative Professionals
- Graphic Designers
- Creative and Art Directors
- Interactive/Web designers
- Video Professionals
- Photographers
- Developers
- Marketing/Sales Managers

SPONSORSHIP CONTACT

Elayne Brink Recupero, Sponsorship Sales Director: 267-247-5874

SPONSORSHIP TIMELINE

Please contact Elayne for exact dates. This timeline is provided as an overview only and is subject to change.

Sales:

- Early bird closes roughly 11 months prior to MAX.
- Last call is roughly 4 months prior to MAX.

Sponsorship deliverables:

- Company Profile & Logo for MAX website & app: ASAP
- Exhibit space selection: Starts 2 months prior to MAX
- Booth Layouts and Graphics: Due 1 month prior to MAX
- Booth Activation/Promotional Giveaway Description: Due 1 month prior to MAX

Download assets & More information

THE ASSETS SHOWN IN THIS GUIDE ARE ATTACHED TO THIS PDF.

Expand the attachments section to see the list of files and open or save them.

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EACH USE OF ADOBE ASSETS MUST BE SENT FOR REVIEW BEFORE BEING **DEEMED FINAL.**

Please send a PDF or link to the website where you plan to use an Adobe asset to CCDeveloperMarketing@adobe.com Please allow for a 10 business day turnaround.

MORE INFORMATION OR QUESTIONS

- Brand: askbrand@adobe.com .
- Submit your plug in/extension for validation: CCDeveloperApproval@adobe.com •
- **Developer marketing**: CCDeveloperMarketing@adobe.com •
- **Public relations**: ccpr@adobe.com .
- Social media: creativecloudsocialmedia@adobe.com •

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