

Adobe

Brand Guidelines

January 6, 2025 | Adobe Internal only

Contents

3 Brand overview

- [4 Our mission](#)
- [5 Our brand belief](#)
- [6 Our connection](#)
- [7 Our driving principles](#)
- [8 Our values](#)
- [9 Our business](#)
- [10 Brand hierarchy](#)

11 Brand expression

- [12 Telling our story](#)
- [13 Behaviors](#)
- [14 Toolkit](#)

15 Brand marks

- [16 Wordmark and icon](#)
- [17 Wordmark vs. icon](#)
- [18 Color](#)
- [19 Clear space](#)
- [20 Minimum size](#)
- [21 Usage over imagery](#)
- [22 Do this / Not this](#)

26 Lockups

- [27 Clouds and products](#)
- [28 On color](#)
- [29 Cloud lockup and logo](#)
- [30 Product lockup and logo](#)
- [31 Usage](#)
- [32 Co-marketing and collaborations](#)
- [33 Program, team, and website names](#)

34 Typography

- [35 Typeface](#)
- [36 Color](#)
- [37 Hierarchy by weight](#)
- [38 Hierarchy by size](#)
- [39 Spacing](#)
- [40 Alterations](#)
- [41 Summary](#)

42 Color

- [43 Adobe red](#)
- [44 Core palette](#)
- [45 Imagery](#)
- [46 Additional colors](#)
- [47 Do this](#)
- [48 Not this](#)

49 Color worlds

- [50 Overview](#)
- [51 Adobe red examples](#)
- [52 Adobe Experience Cloud examples](#)
- [53 Adobe Photoshop examples](#)
- [54 Adobe Express examples](#)
- [55 Adobe Acrobat examples](#)

56 Imagery

- [57 Principles](#)
- [58 Photography](#)
- [59 Illustration](#)
- [60 Libraries](#)
- [61 Adobe Stock](#)
- [62 Adobe Firefly](#)
- [63 Expressive A's](#)
- [64 Video](#)

65 Product expression

- [66 Devices](#)
- [67 Containers](#)

68 Lens

- [69 Introducing the lens](#)
- [70 Roles and states](#)

71 Events

- [72 Lockups and secondary marks](#)
- [73 Regional customer events](#)
- [74 Naming and imagery](#)
- [75 Look and feel](#)

76 Branded gear

- [77 Adobe collection](#)

78 Templates

- [79 Business documents](#)
- [80 Email, display, and paid social](#)

81 Brand voice

- [82 Brand personality](#)
- [83 Brand tone](#)
- [84 Generative AI](#)

85 Editorial and legal

- [86 Company name](#)
- [87 Product names](#)
- [88 Localization](#)
- [89 Copyright notice and attribution](#)

90 More information

This is important:

Images throughout this guide are for inspiration only. Adobe may not have the rights to use them elsewhere. Using any image without permission can result in lawsuits, costly penalties, and very unhappy artists. Please don't.

Brand overview

Our mission

Changing the world through personalized digital experiences.

Transformation has always been about using technology to create new possibilities. It's not just reshaping our daily lives—it's driving the modern economy. But these incredible accomplishments would not be possible without one uniquely human trait: creativity.

Creativity is the ability to transcend traditional ideas. It's about finding new ways to solve problems through imagination, data, and insights. Creativity draws from our different perspectives, and it also brings us together. Nurturing that creativity is at the heart of everything we at Adobe do—for our employees as well as the individuals, businesses, and communities we serve.

More than any other company, we recognize the entirety of what creativity is, what it can enable, and what it takes. The innovation we invest in and products we offer are all designed to empower transformation through creativity. Transforming a business, a school project, someone's future. When you have the right tools, the right insight, and the right mindset, creativity can make anything happen.

We have always distinguished ourselves by looking around the corner. We are drivers of the digital revolution, inspired to create a more connected, engaging, exciting, diverse, and sustainable future. Forever forward, we'll continue empowering our customers, employees, and communities to do the same.

Our brand belief

No matter who you are, you want to stand out.

Whether you're an enterprise marketer, small business owner, creative professional, or just trying to create content for yourself and others, we know that standing out is the key driver behind feeling successful and accomplished. But sometimes, you don't know how or where to start.

At Adobe, we believe that creativity and technology empower everyone to reach their full potential to stand out.

Our connection

The Adobe brand helps our businesses stand out in crowded competitive environments; it shows our audiences what we stand for; and importantly, it helps us show up in the world with consistency.

Our shared objective is to make the Adobe brand as big as our business—to make it instantly recognizable across everything we design, write, say, and do. In every industry in which we compete, and for every audience we serve, the Adobe brand remains our single greatest asset.

Our brand expression system is intended to elevate the Adobe brand and enable us to effectively integrate Adobe into everything we create.

Each of us plays a vital role in ensuring that our brand contributes to this cause. No brand expression is too big, or too small. Whether you're designing a product, delivering a sales presentation, or defining the next marketing campaign, you play a critical role in determining how our brand is received and perceived.

Our driving principles

The Adobe brand is much bigger than our name and wordmark. A host of supporting elements convey our promise across every interaction and touchpoint.

Elevate the Adobe brand.

We center our brand at the core of everything we communicate. From the role of our wordmark to the way we construct communications, the brand system is designed to ensure everything looks, feels, and sounds like Adobe.

Embrace our corporate color.

We have enormous equity in the color red. So we're elevating it in how we express ourselves across all audiences and businesses.

Unite around our typography.

Adobe Clean is our proprietary typeface and should be used across everything we do.

Use a consistent, conversational voice.

Our ability to tell powerful stories is a tremendous strength. To help those stories resonate, we speak and sound like humans. Our language is clear, approachable, and jargon-free so that we may create richer relationships with customers, partners, and employees.

Consider the context.

Our brand is also a strategic tool that engages audiences throughout their experience with Adobe. The way we use our brand enables us to establish, nurture, and sustain lasting relationships with our audiences.

Our values

Our culture is created and nurtured through the actions we each take every day. These four values define who we are and should come through in all that you do. Consider them in your daily interactions with customers, prospects, and team members.

Create the future.

Creativity is in our DNA. We constantly look around the corner to see what is possible. But we don't wait for the future, we create it.

We are builders, makers, and inventors, driven by a deep empathy for our customers and users.

We are open-minded and celebrate new ideas. We have the courage to disrupt the market and ourselves through bold bets and ideas we turn into reality.

Raise the bar.

We aim high and we play to win. We relentlessly focus on execution, celebrate excellence, and are intellectually honest about where we must do better.

We deliver both speed and quality by doing fewer things better. Our success is measured by the success of our customers and users.

Own the outcome.

We think and operate like owners. We take initiative, have a bias toward action, and assume ownership for end results, not just our part.

We are reliable and have clear points of view. We're decisive and learn from our mistakes.

Be genuine.

The ability to be yourself is core to who we are. We embrace and respect diversity.

We support and challenge each other by being honest and direct. We always act with sincerity, integrity, and the highest of ethics.

We do this for our employees, partners, customers, and communities.

Our business

In our refreshed brand system, we have further elevated the Adobe brand across our business segments. Our Clouds and their corresponding products maintain their individual strengths while serving to reinforce our brand.

Visit [Brand Center](#) for full guidelines on developing communications for Creative Cloud, Document Cloud, and Experience Cloud, and the products and services within each Cloud.

Creative Cloud

Adobe Creative Cloud empowers people to tell their stories and express themselves through photography, design, video, web, and mobile experiences.

Document Cloud

Adobe Document Cloud provides an integrated set of apps and services that accelerate business and improve end-to-end employee and customer experiences.

Experience Cloud

Adobe Experience Cloud helps digital businesses of all sizes make the most of content and commerce through customer journey management, data and insights, and work management.

Brand hierarchy

Corporate



Cloud



Adobe Creative Cloud



Adobe Document Cloud



Adobe Experience Cloud

Applications
and platforms



Adobe Express



Adobe Firefly



Adobe Photoshop



Adobe Photoshop Express



Adobe Photoshop Camera



Adobe Photoshop Lightroom



Adobe Photoshop Lightroom Classic



Adobe Fresco



Adobe Premiere Pro



Adobe After Effects



Adobe Audition



Adobe Animate



Adobe Character Animator



Adobe Premiere Rush



Adobe Media Encoder



Frame.io



Adobe Acrobat Reader/Standard/Pro/Premium



Adobe Acrobat Classic



Adobe Acrobat Sign



Adobe Scan



Content, commerce, and workflows

Adobe Experience Manager

Adobe Commerce

Adobe Workfront

Adobe GenStudio for Performance Marketing

Customer journeys

Adobe Journey Optimizer

Adobe Marketo Engage

Adobe Target

Adobe Campaign

Data insights and audiences

Adobe Analytics

Adobe Customer Journey Analytics

Adobe Real-Time CDP

Adobe Mix Modeler



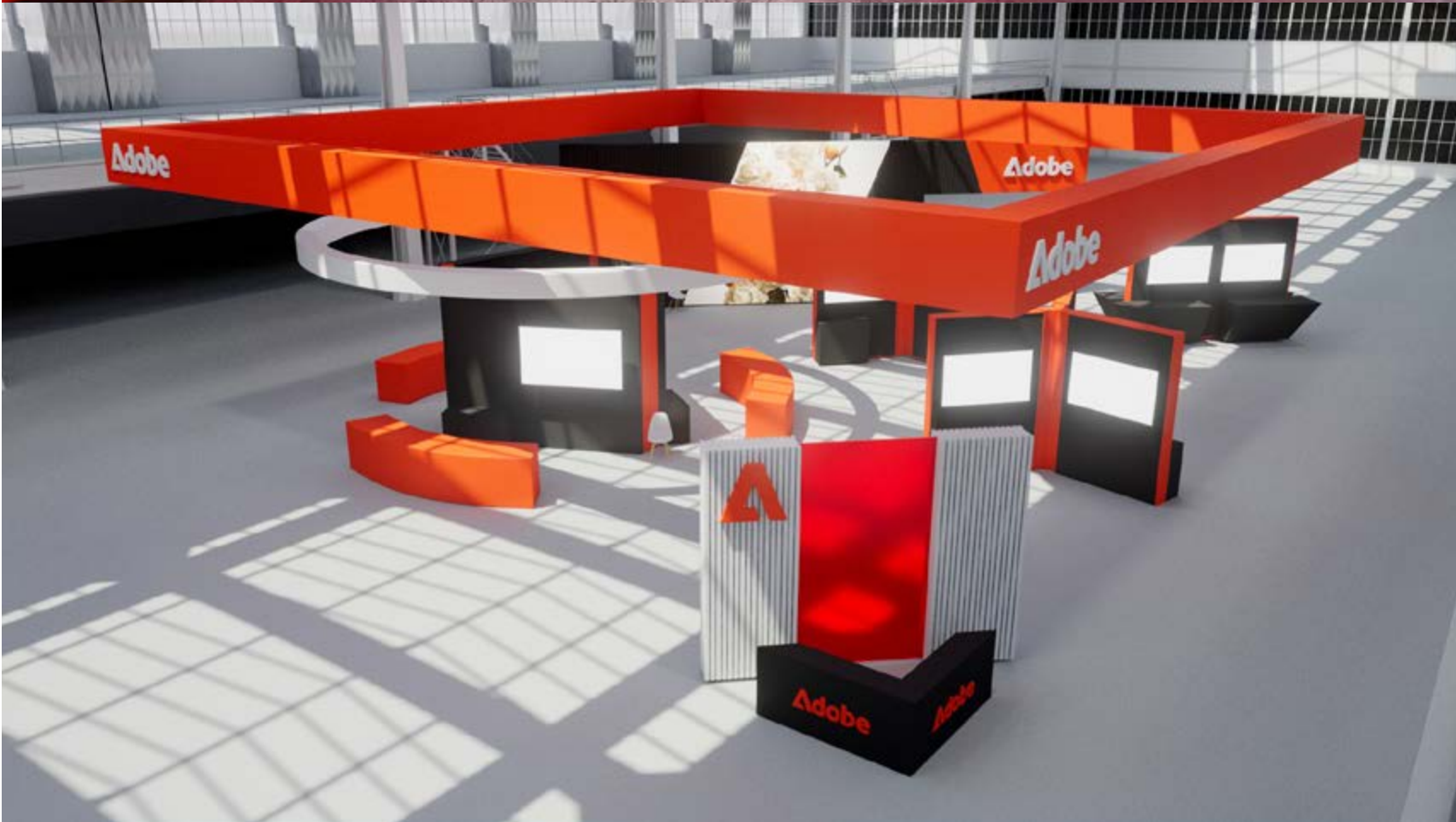
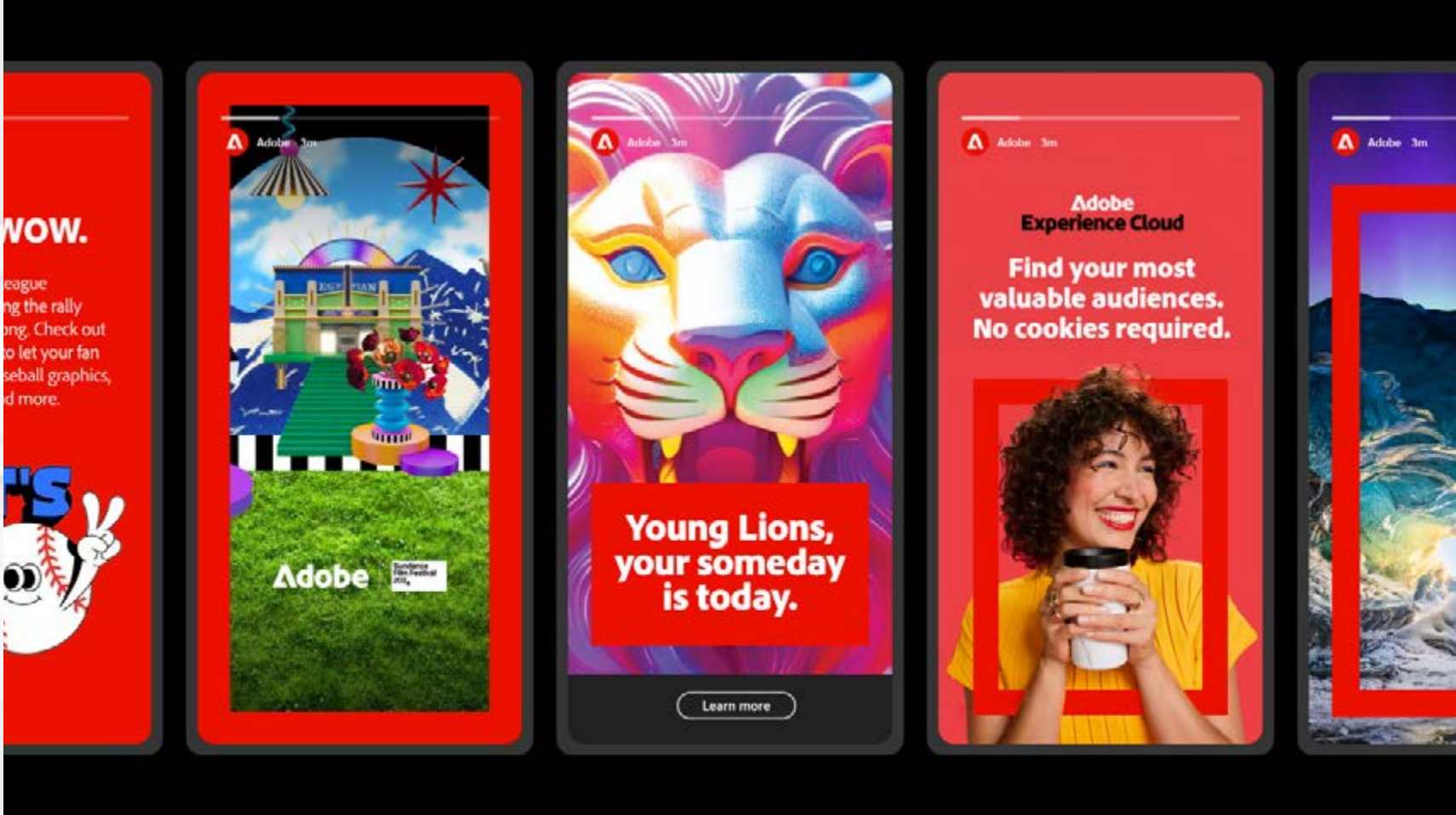
Adobe Experience Platform

**Brand
expression**

Brand expression

Telling our story

Our mission of “changing the world through personalized digital experiences” has never been more relevant. As more people turn to technology to grow their business, share ideas, get inspired, and connect with one another, our brand must be bolder, more exciting, and impossible to ignore. To meet this moment, we’ve evolved our brand expression and assembled this guide to walk you through the tools that will help us all build the Adobe brand together.



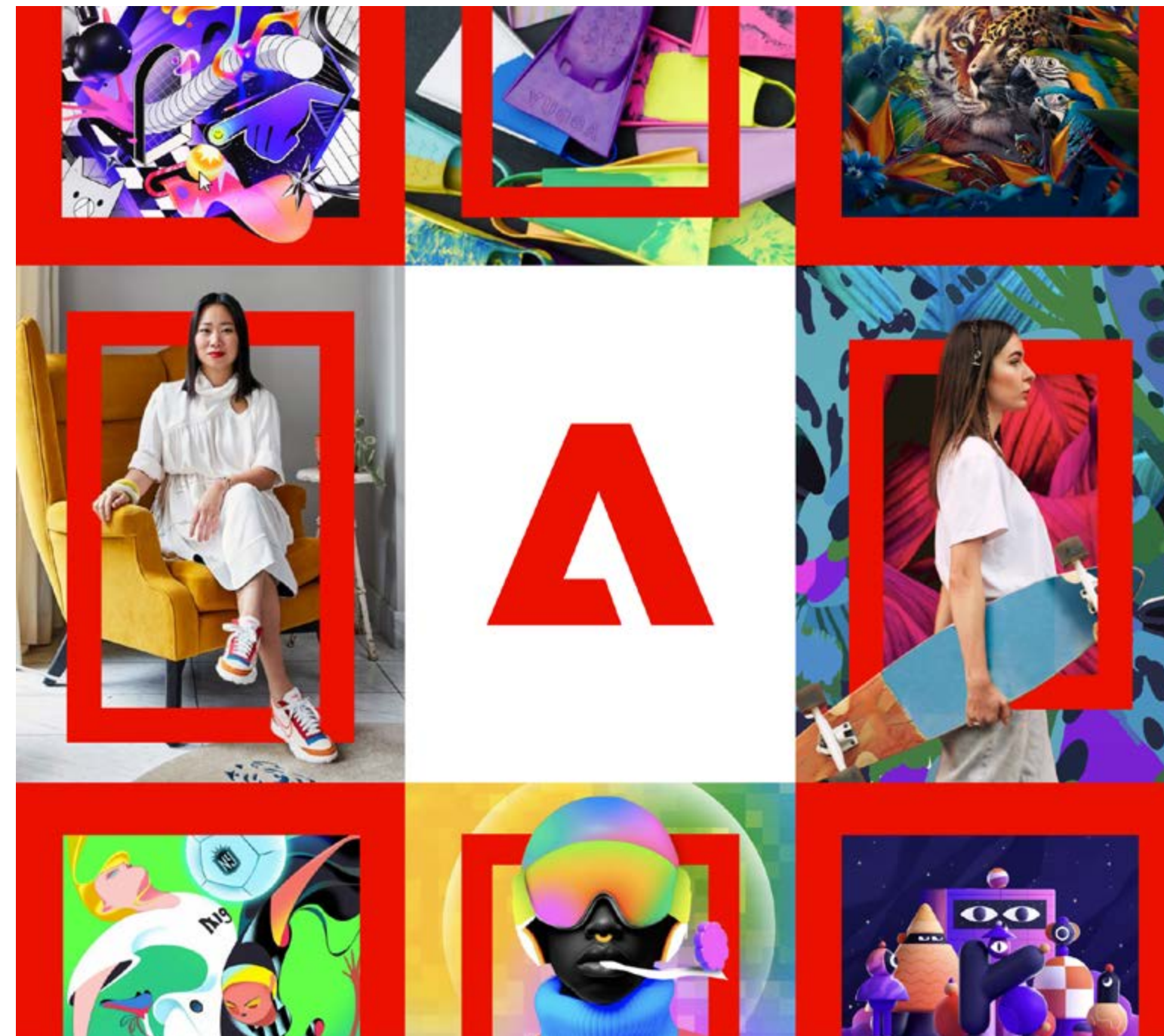
Brand expression Behaviors

The Adobe brand comes across through three key behaviors. Portraying the qualities of each behavior in everything we do reinforces the innovative approach, creative expression, and ambitious aspirations that make up our brand.



Be iconic.

Unique
Bold
Confident



Be consistent.

Focused
Replicable
Unified



Be dynamic.

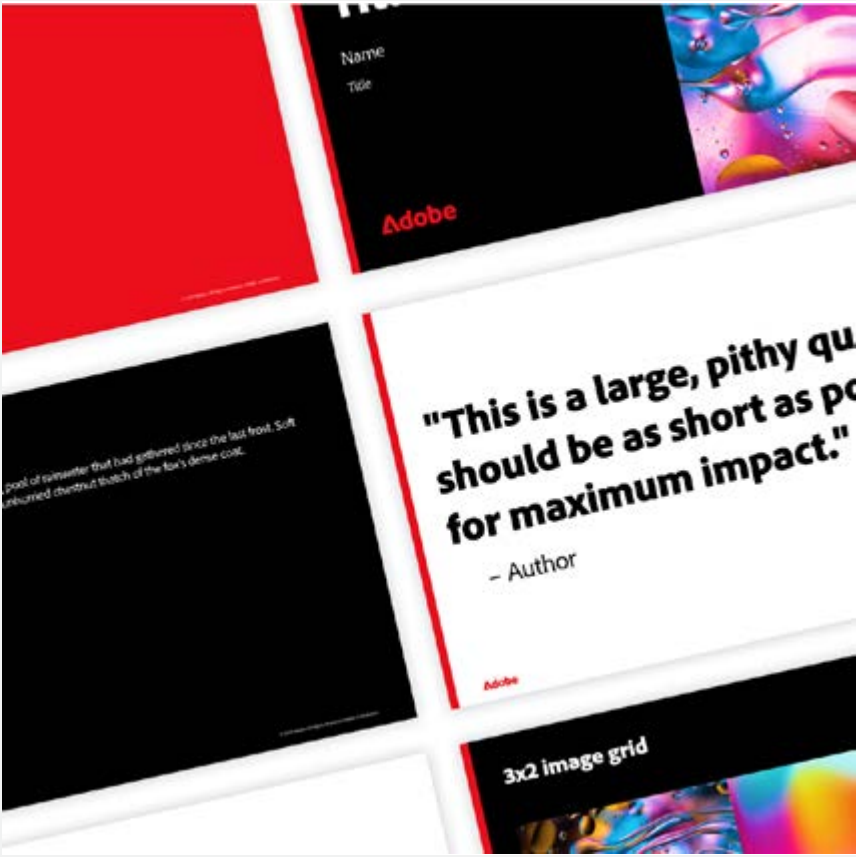
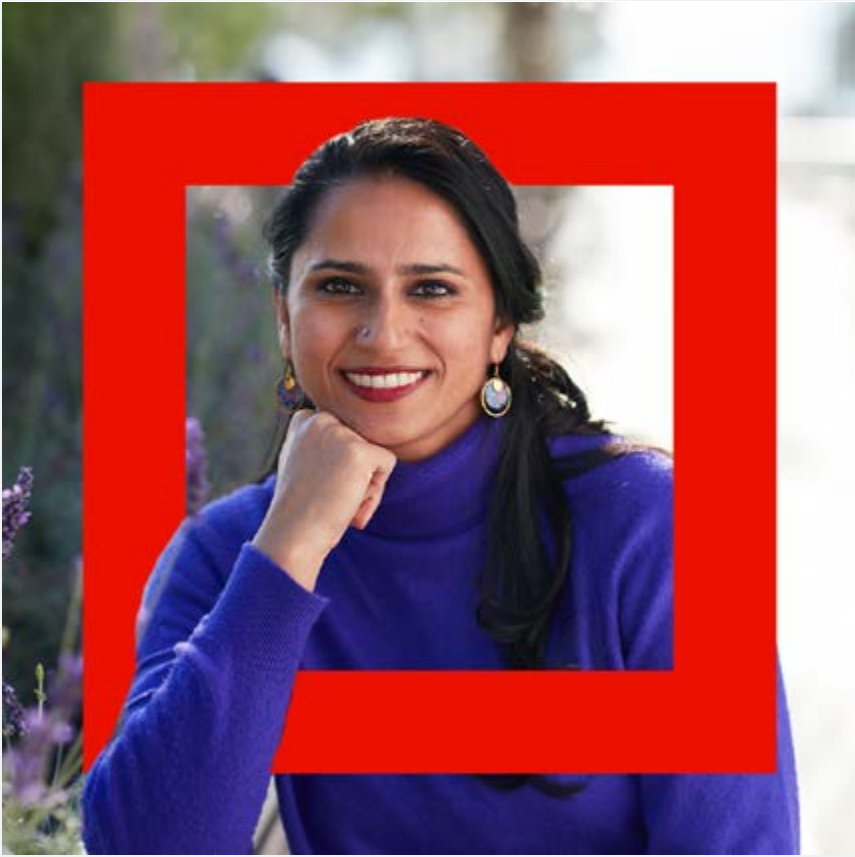
Transformative
Inviting
Entertaining

Brand expression

Toolkit

Our brand is defined by every experience a customer has with us. From our products to our marketing materials, customer service, brand activations, and events, every touchpoint matters. Throughout this guide, we'll outline the visual and verbal identity system that differentiates the Adobe brand in everything we do. Our identity system is designed to create a cohesive look and feel across all brand experiences. It's how we express who we are, our personality, and what we value.

Our identity includes a unified brand personality, consistent lockup structure, shared color palette, single font family, and common layout system. This system is designed to be flexible, so we can engage each audience in the most relevant and compelling way. This helps us curate the right communications for each audience while still driving consistency across the brand.



Brand marks

We have expanded our set of brand marks in a way that both honors our history and moves us forward into the future.

Brand marks

Wordmark and icon

We have expanded our set of brand marks to include the new Adobe wordmark and simplified Adobe icon. By integrating the Adobe icon into our wordmark, we're able to be bolder and more impactful. See the next page for more information on when to use the wordmark versus the icon.

Please do not create the wordmark or icon on your own, and don't alter, crop, or change their structure in any way, including adding text or elements to the design. Instead, please download approved files from [Brand Center](#).

To protect our brand, these marks must be properly attributed in materials we create.

- Adobe wordmark is attributed as: Adobe (Stylized)
- Adobe icon is attributed as: the Adobe icon
- Limited use corporate logos are attributed as: the Adobe logo

See the [Copyright notice and attribution page](#) for details.



Adobe wordmark



Adobe icon



Limited use corporate logos

Reserved for in-product About screens, managed by the Brand team, and building signage, managed by the Workplace Experience team.

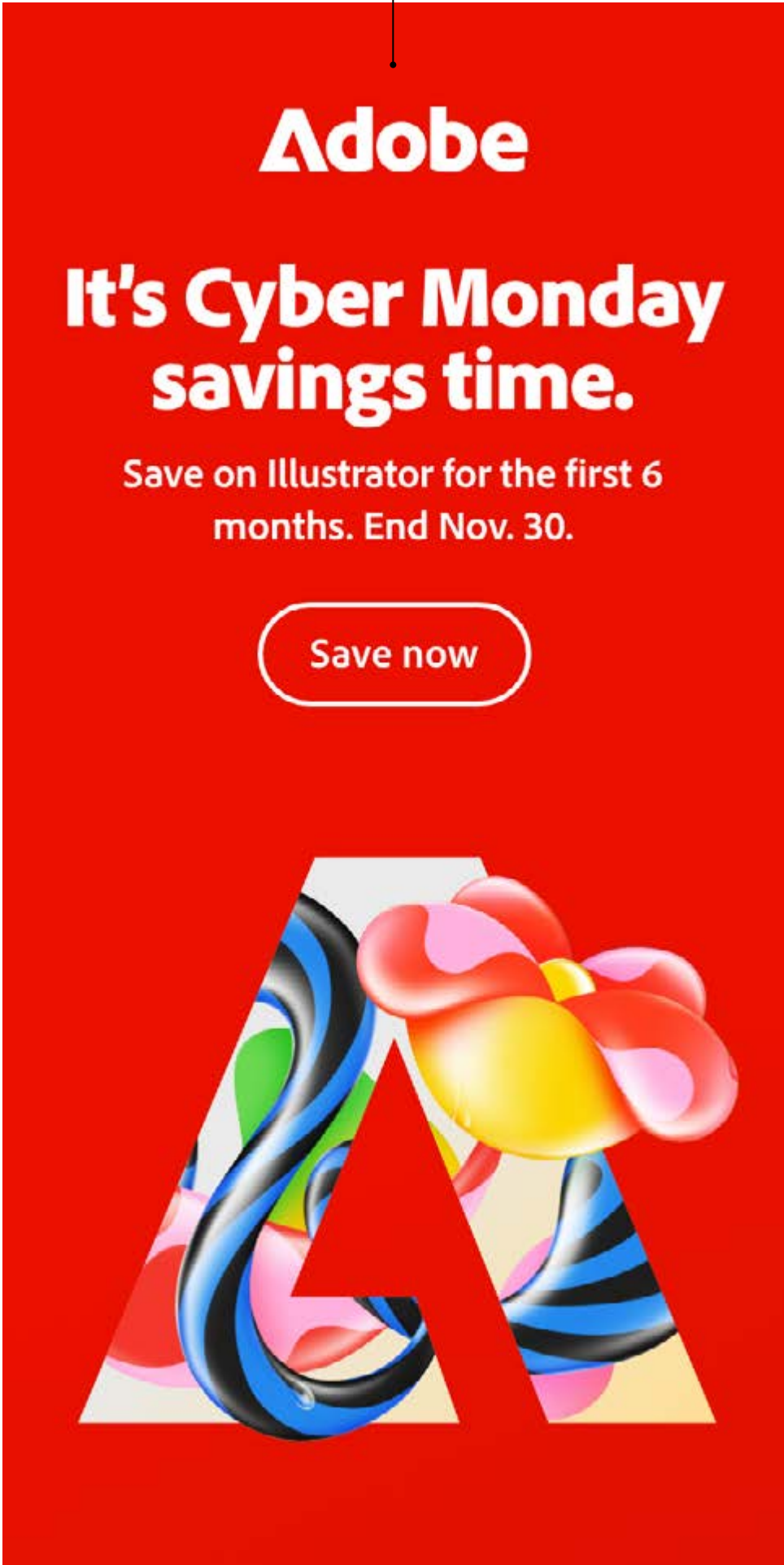
Brand marks

Wordmark vs. icon

The wordmark is the primary identifier for our brand. It should be used consistently across applications where there is no other Adobe identifier. The wordmark is designed to work for all ratios. Do not create new marks or lockups.

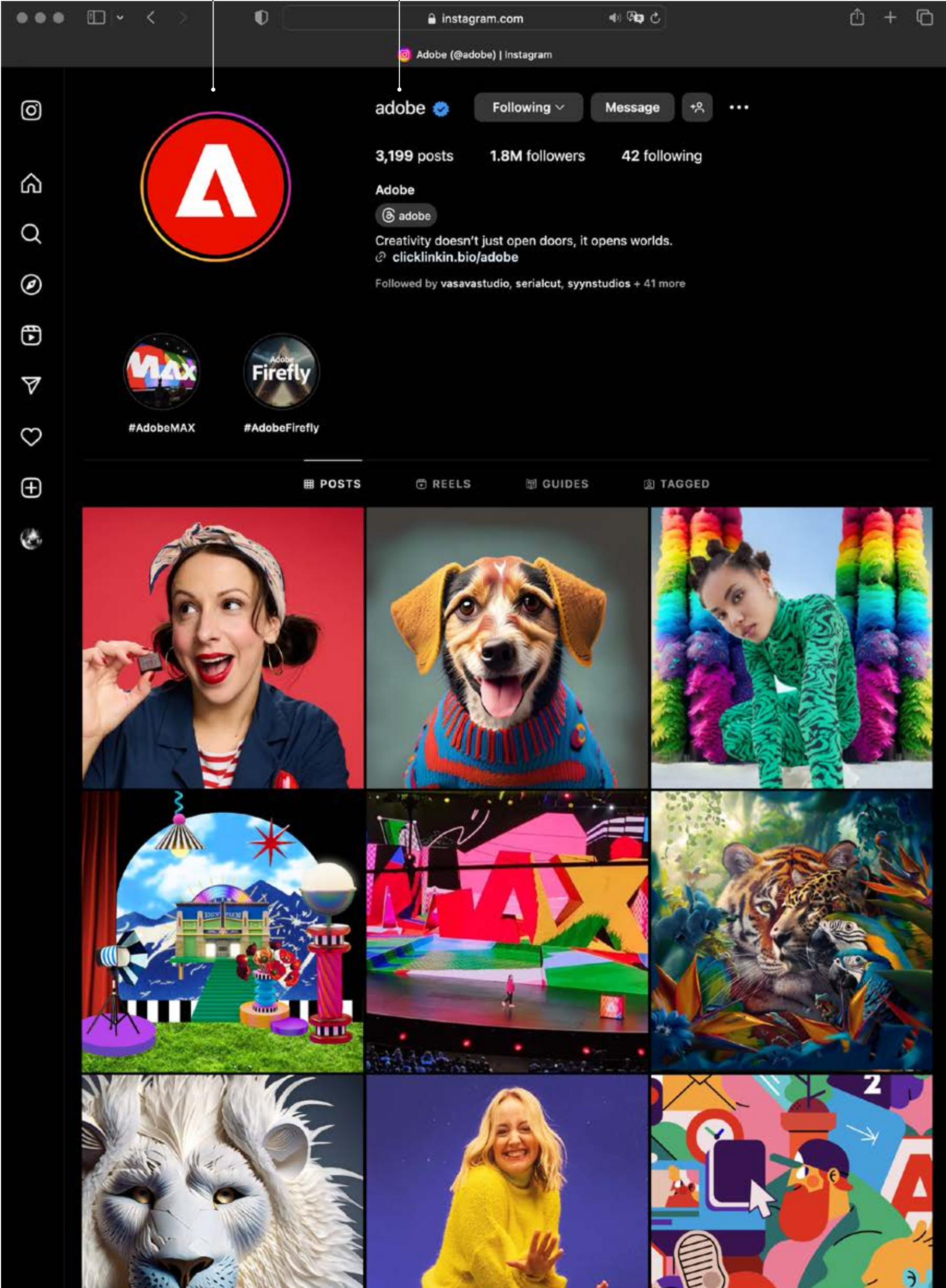
The icon is our secondary identifier and is used in instances where space is small and there is already an Adobe identifier present. An example of this is social avatars, where Adobe is spelled out in text next to the avatar.

Adobe wordmark



Adobe icon

Adobe identifier



Brand marks

Color

Our wordmark and icon should be presented in a combination of our brand colors, Adobe red and white. This combination also works best for accessibility and legibility.

Secondary usage

On merchandise and in other circumstances that do not require the wordmark to be a prominent design element, the wordmark may be rendered in Adobe red over black.

In communications that use only black and white, and under certain sponsorship requirements, the wordmark may be presented in black.



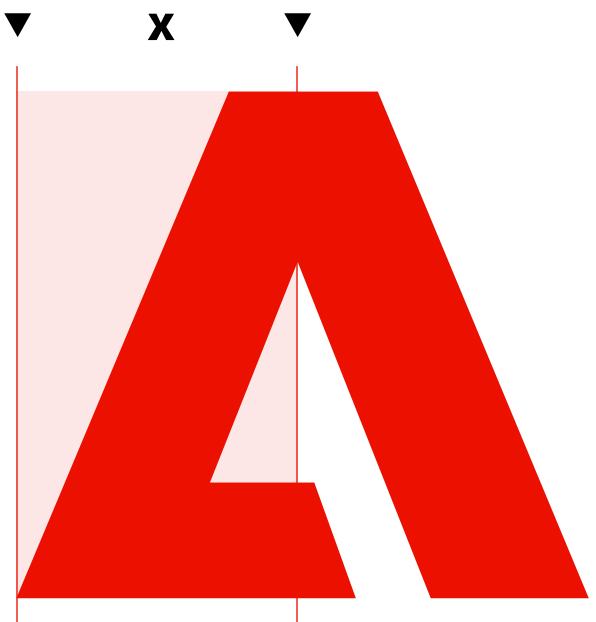
Secondary usage



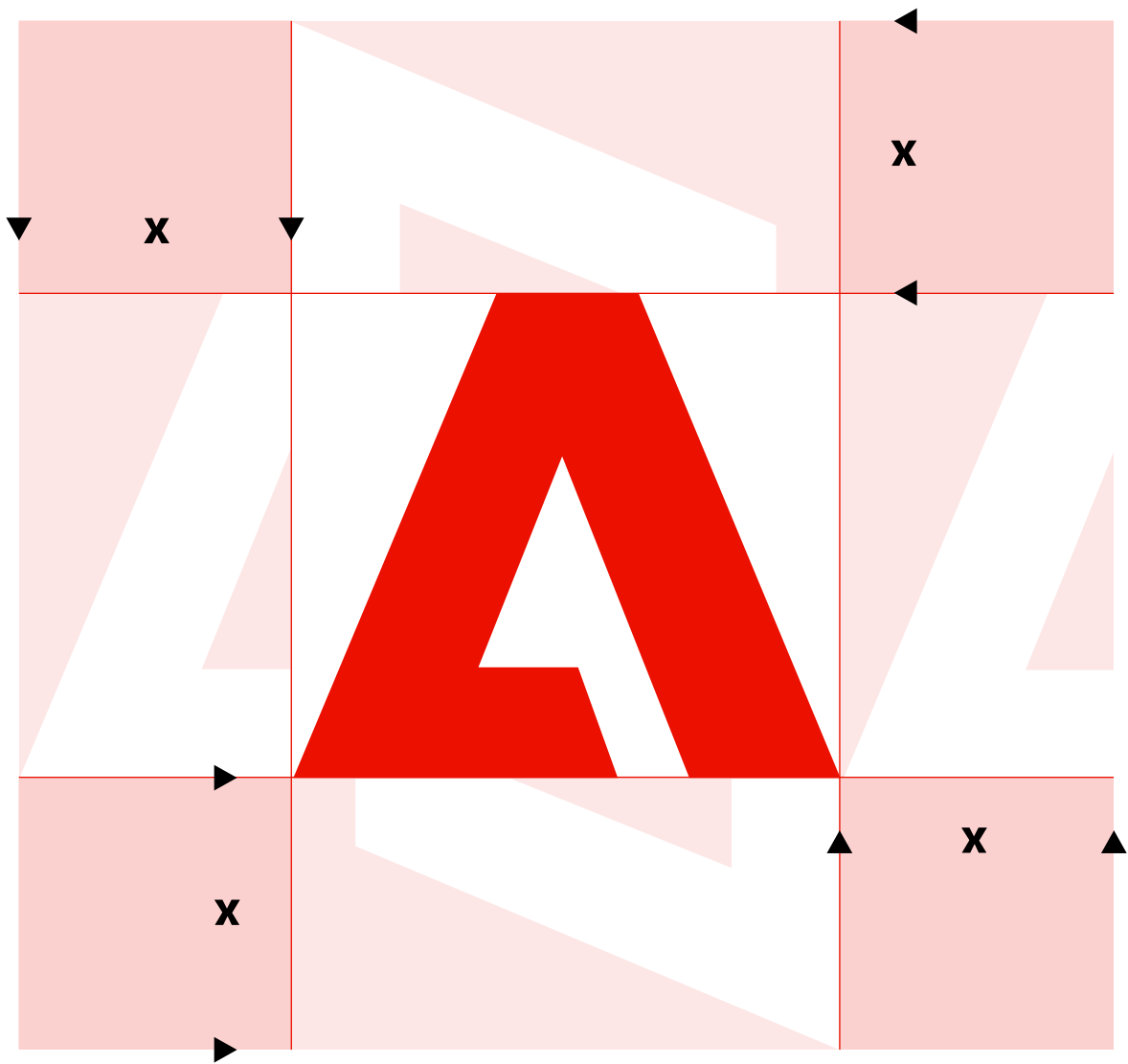
Brand marks

Clear space

It's important to give our marks room to shine. As illustrated in the diagram to the right, make sure to leave at least half the width of the icon clear around the wordmark or the icon in every application.



Half the width of the icon



Minimum size

It's important that the wordmark appears legible and clear in all applications. Ensure all iterations follow the guideline at right. Treat the icon as a prominent design element whenever possible.

Avoid applications requiring the minimum size. Signage, newsprint, and other material applications may not tolerate reproduction at the minimum size. Use your best judgment to ensure the wordmark and icon is reproduced accurately.

Adobe

Adobe

Adobe

Adobe

Adobe



Minimum size
Screen: 16 px height
Print: 0.75 in / 19 mm width

Minimum size
Screen: 16 px height
Print: 0.25 in / 7 mm width

Brand marks

Usage over imagery

In many instances, it is desirable for the wordmark to appear over imagery. In such cases, it's crucial to maintain as much legibility as possible.

There are two parts to making this work—selecting appropriate imagery, and correct use of the wordmark.

Over imagery, we prefer the wordmark to be red, and underlying imagery should be saturated or dark enough for the wordmark to be distinguished from the background. However, in instances where there is not enough contrast between the image and the wordmark, the wordmark should be white. We do not use the wordmark in black over imagery. These same principles apply to the icon.



Brand marks
Do this



The red wordmark maintains sufficient contrast.



Imagery has warm colors, so use of the white wordmark provides necessary contrast.



Use of white wordmark is the best choice for contrast and legibility.

Not this



White wordmark does not provide sufficient contrast with photo.



Red wordmark blends into photo and does not maintain sufficient contrast.



Red wordmark is legible at certain points, but overall it does not maintain sufficient contrast.

Brand marks

Not this



Do not create lockups that combine the corporate logo with the wordmark.



Do not use the Adobe wordmark in black.



Do not recreate the wordmark by setting text.



Do not apply an effect to the wordmark, like a drop shadow or bevel.



Do not create lockups that combine the corporate logo with the wordmark.



Do not use more than one color in the wordmark.



Do not use more than one color in the wordmark.



Do not apply a gradient or any image-fill to the wordmark.

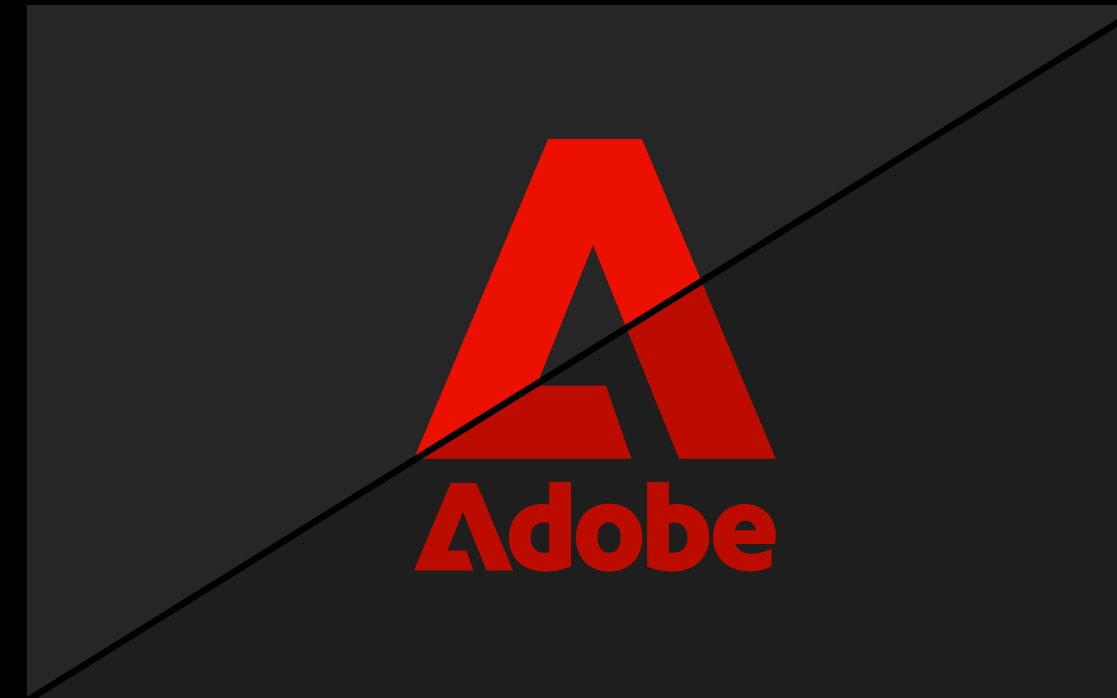
Not this



Do not use the Adobe icon in place of the letter "A" in words.



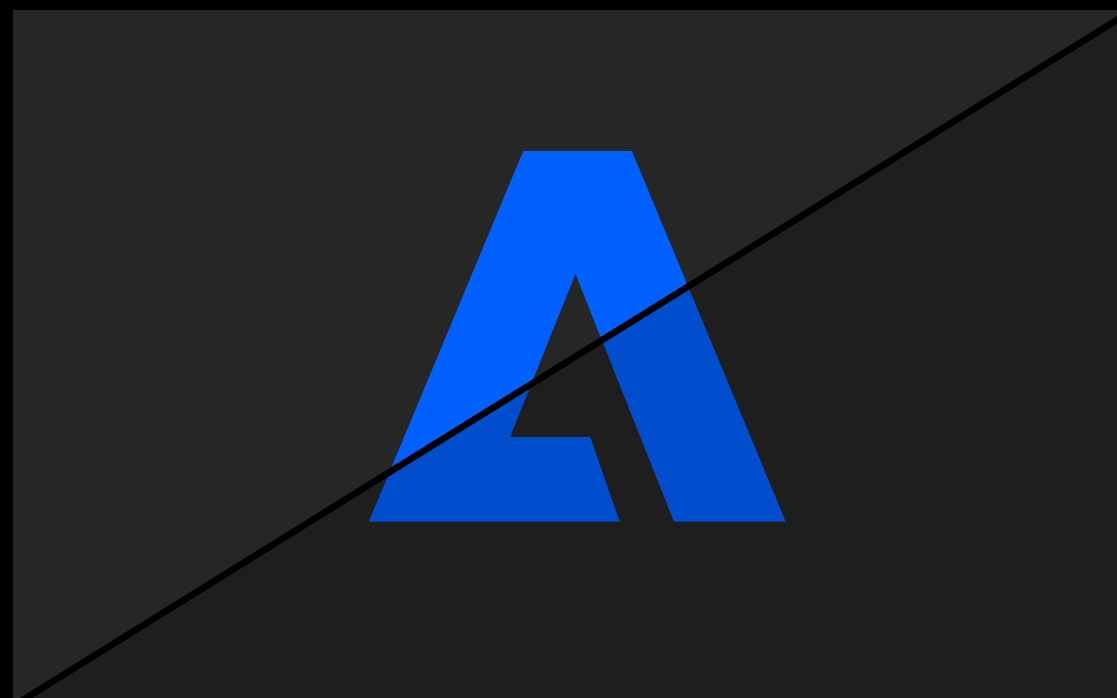
Do not use the Adobe icon in place of the letter "A" in words.



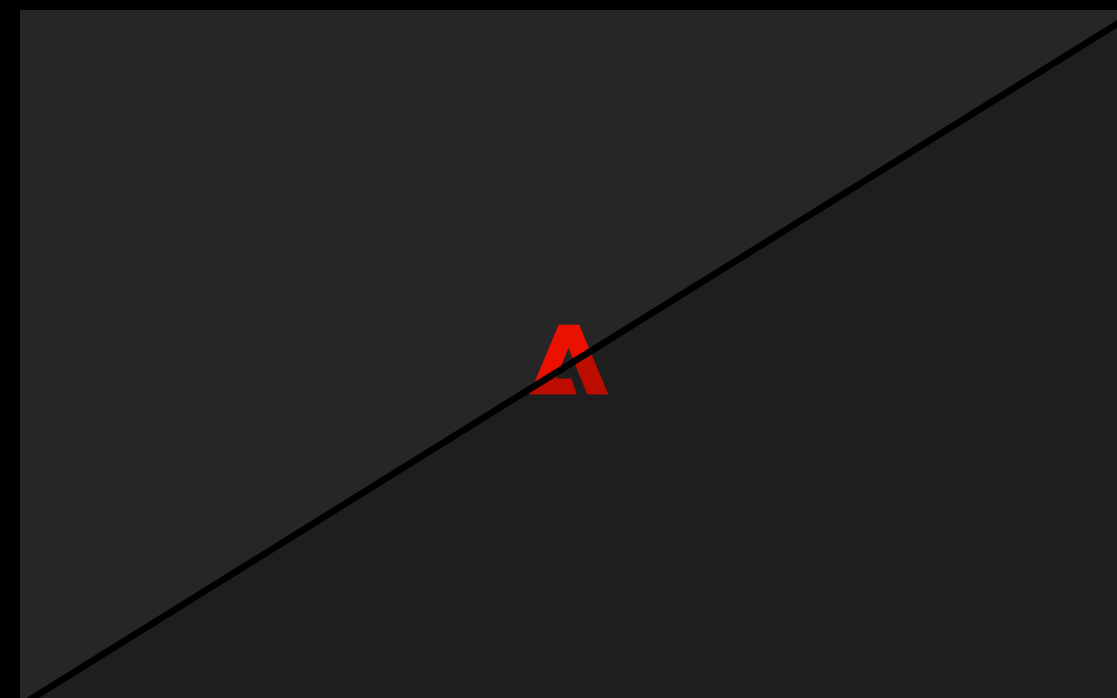
Do not lock up the wordmark with the icon.



Do not use the Adobe Experience Cloud logo as the Adobe icon.



Do not use any color other than those prescribed in the color section.

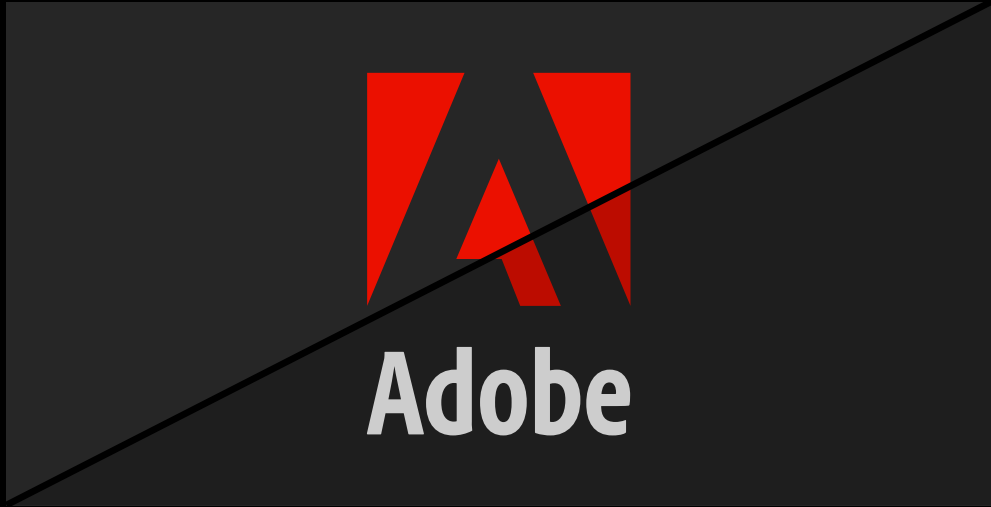
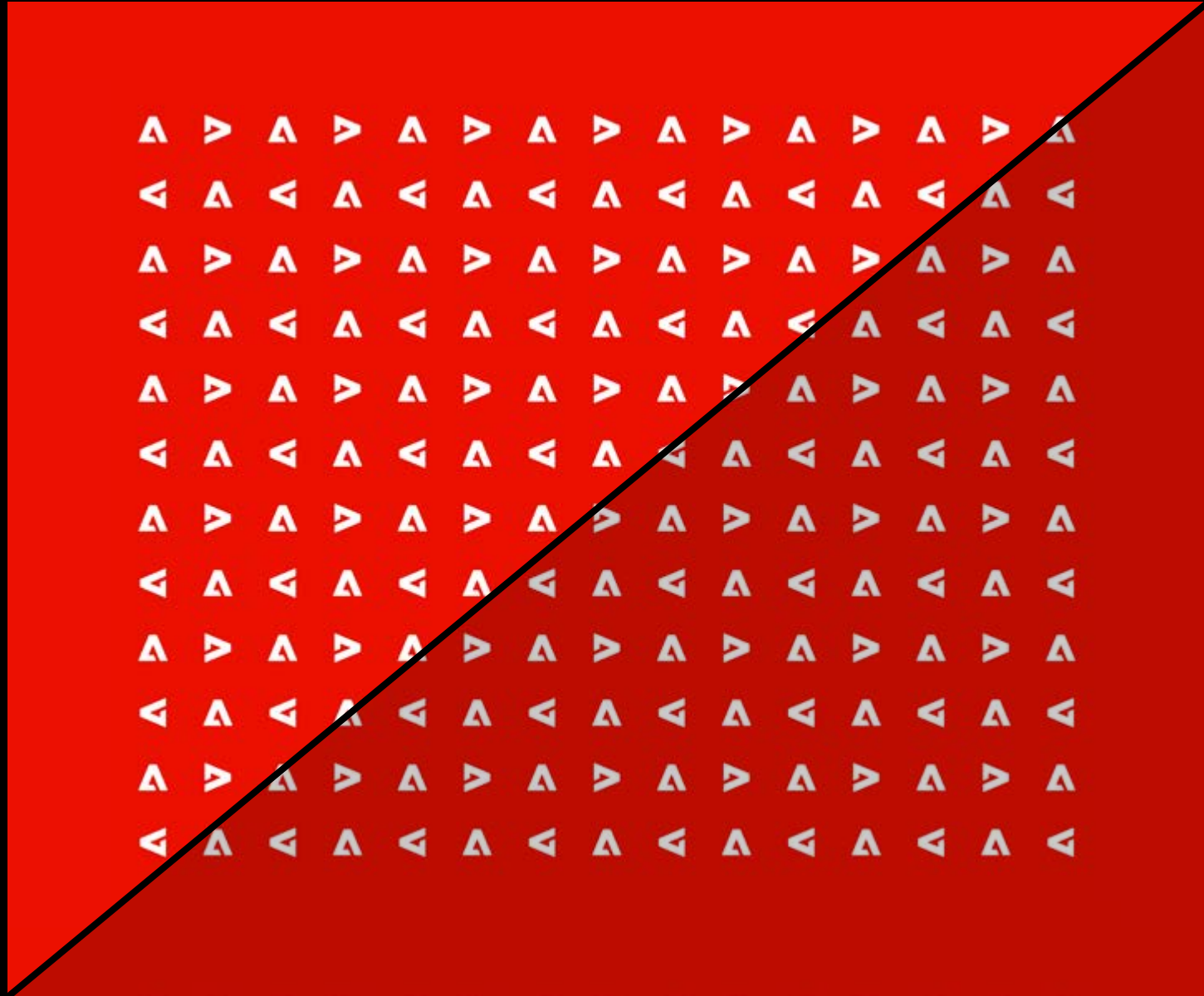
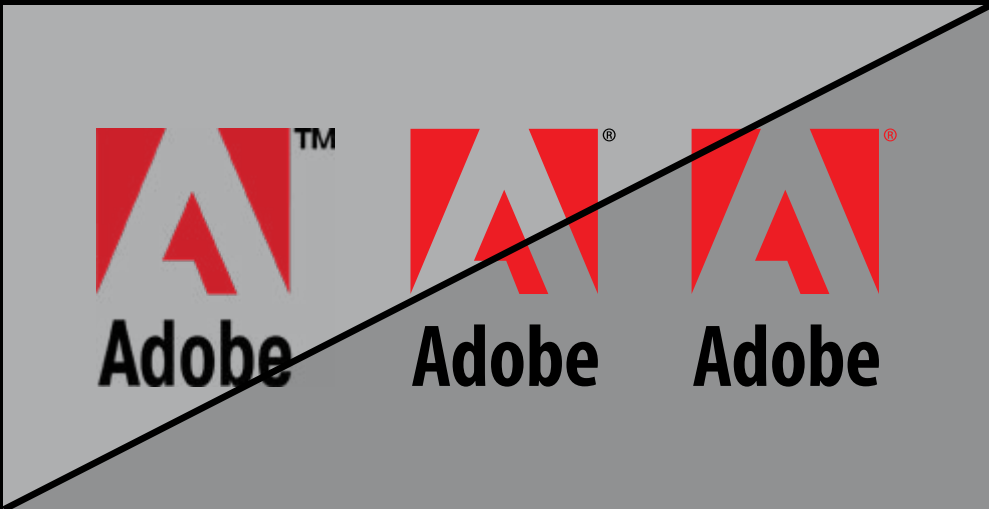
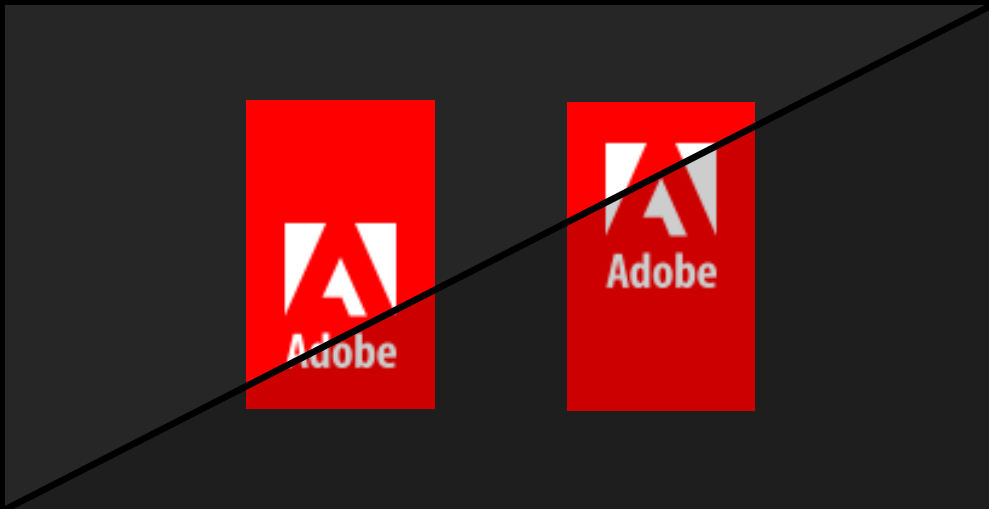


Do not use the icon at sizes that diminish its iconic qualities.

Brand marks

Not this

These legacy logos and patterns have been retired and should no longer be used.



Lockups

All cloud and product lockups now include the Adobe wordmark and should be presented in a combination of our brand colors.

Lockups

Clouds and products

Lockups now consist of the Adobe wordmark + name, as shown at right. Product logos are no longer used in lockups. For more information, see the [Product lockup and logo page](#).

The single line lockup is preferred. If space is limited, the stacked version may be used with the wordmark and product name centered. If a left-justified version is needed, please reach out to brand@adobe.com.

Ready-to-use lockup files can be downloaded from Adobe Marketing Hub for [Creative Cloud](#), [Document Cloud](#), and [Experience Cloud](#). Please do not set your own lockups or alter the structure or color of the files. You may see instances of lockups in all white (for use only in select videos) or in red + gray (for use only in select marketing emails to accommodate devices in dark mode).

Maintain clear space around lockups as you would for the Adobe wordmark and follow similar minimum size guidance.

Adobe Creative Cloud

Adobe Document Cloud

Adobe Experience Cloud

**Adobe
Creative Cloud**

**Adobe
Document Cloud**

**Adobe
Experience Cloud**

Adobe Photoshop

Adobe Acrobat

Adobe GenStudio

**Adobe
Photoshop**

**Adobe
Acrobat**

**Adobe
GenStudio**

Lockups

On color

Our lockups should be presented in a combination of our brand colors. Use the examples to the right as guidance for placing lockups on light or dark backgrounds. Any exceptions to the two-color combinations should be approved by contacting brand@adobe.com.

Adobe Creative Cloud

Adobe Analytics

Adobe Firefly

Adobe Acrobat Pro

Adobe Document Cloud

Adobe Illustrator

Adobe Express

Adobe Real-Time CDP

Adobe Experience Cloud

Adobe Scan

Adobe Premiere Pro

Adobe Workfront

Lockups

Cloud lockup and logo

To support brand and product recognition, we use the Cloud lockup and logo in different ways, depending on context.

Adobe Experience Cloud

For marketing
(promotional materials throughout the customer journey)

- Used in:**
- Out-of-home (OOH) advertising
 - Print
 - Video end cards
 - Marketing emails
 - Display banners ads
 - Web-based product navigation bar

- Not used:**
- In product
 - By partners or other third parties



For product experience and limited marketing uses

- Used in:**
- Adobe.com product pages
 - Cloud promotional materials
 - Artwork for marketing

- Not used:**
- With Adobe wordmark or product lockups



html / system type
↓
Adobe Experience Cloud

For limited marketing uses

- Used in:**
- Adobe.com product pages

- Not used:**
- In email headers or hero cards

Lockups

Product lockup and logo

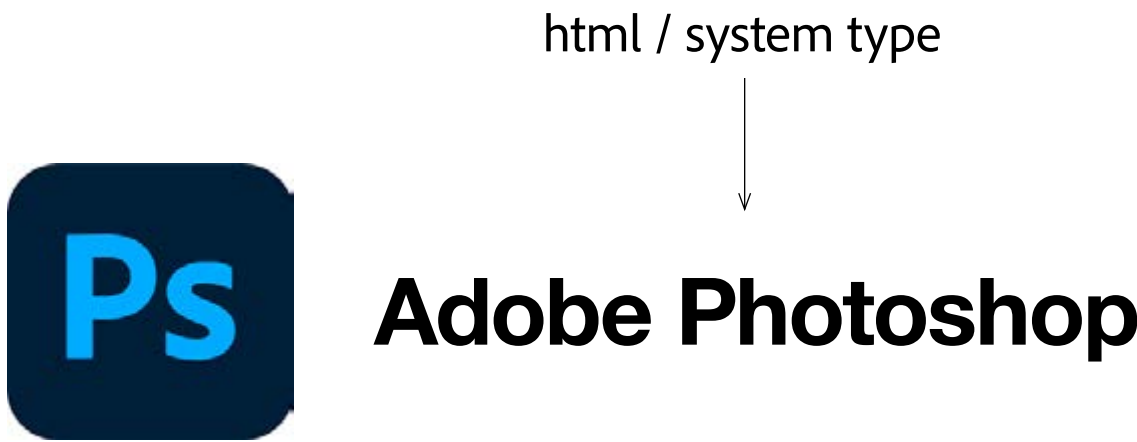
To support brand and product recognition, we use the product lockup and logo in different ways, depending on context.



For marketing
(promotional materials throughout the customer journey)



For product experience and limited marketing uses



For limited marketing uses

- Used in:**
- Out-of-home (OOH) advertising
 - Print
 - Video end cards
 - Marketing emails
 - Display banners ads
 - Web-based product navigation bar

- Not used:**
- In product
 - By partners or other third parties

- Used in:**
- Creative Cloud home screen
 - Product splash screens
 - Adobe.com product pages
 - App store and app store marketing
 - Artwork for marketing

- Not used:**
- With Adobe wordmark or product lockups

- Used in:**
- Adobe.com product pages
 - Email secondary pods

- Not used:**
- In email headers or hero cards

Lockups

Usage

A well-branded communication delivers a clear, concise message to the intended audience. With our brand now incorporated into each product lockup, we’re able to communicate more efficiently.

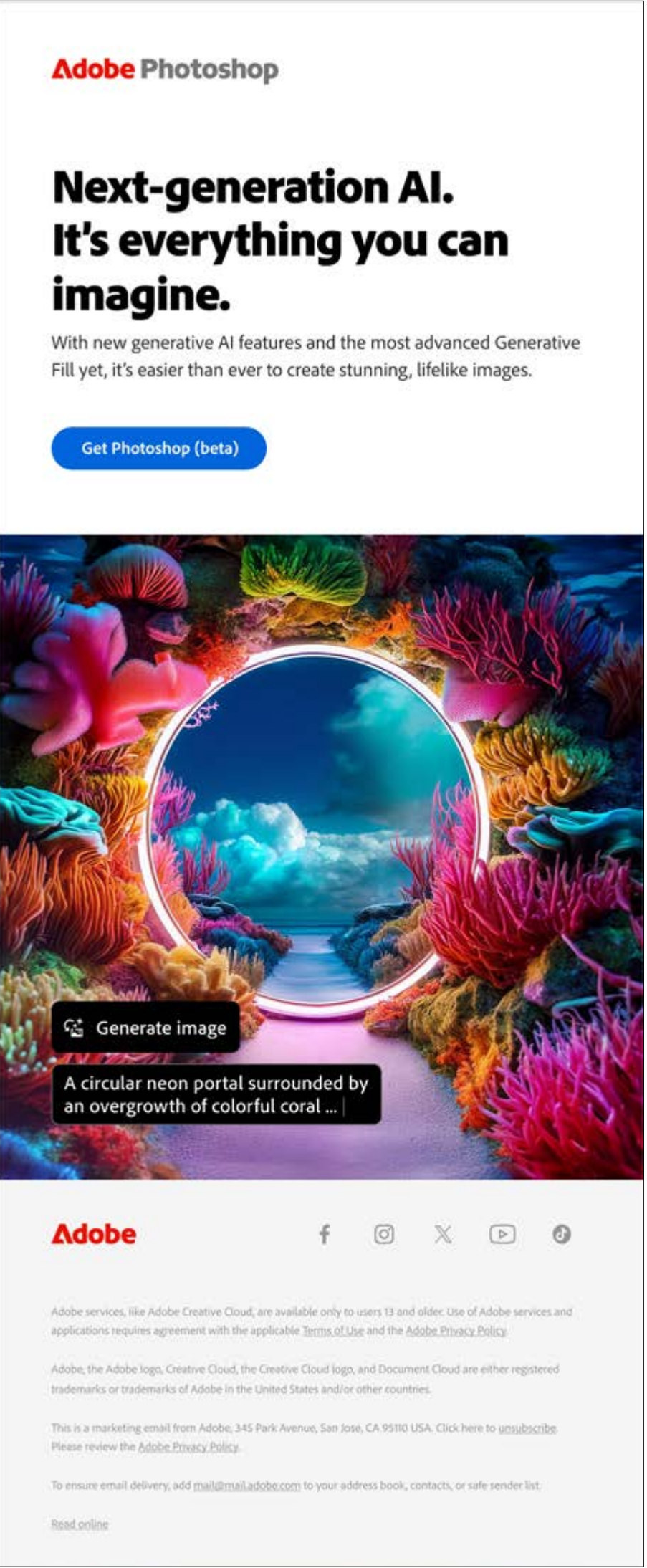
When we’re promoting a single Cloud or product, we should feature that Cloud or product lockup. A display ad should show the single lockup. An email should lead with the product lockup and close with the Adobe wordmark in the footer.

A communication that features multiple products in multiple panels (or pods), such as an email promoting a Cloud, should lead with the Cloud lockup, use product logos accompanied by product names in the supporting sections, and close with the Adobe wordmark in the footer.

If you have questions about lockup usage, please contact brand@adobe.com.



Single wordmark



Lockup with Adobe wordmark



Lockup with product logos

Lockups

Co-marketing and collaborations

Lockups for partner co-marketing activities are used when there is a joint effort between a business partner and Adobe to co-host or co-sponsor a program. The marks will be set to appear visually equal, connected by a thin rule. Note that Solution, Technology, and other partner badges remain the primary way for those partners to communicate their relationship with Adobe in their own marketing materials. Visit [Brand Center](#) for Partner program brand guidelines.

Lockups for collaborations are used when Adobe works with a brand, artist, or other creative professionals to co-create a campaign or brand-level experience. The marks will be set to appear visually equal, connected by a multiplication symbol.

For co-marketing and collaborations, the side-by-side lockup is the preferred format. A stacked version may be requested when space is limited.

Please don't create your own co-marketing or collaboration lockups. To request a lockup or detailed guidelines, email brand@adobe.com and include:

- An overview of the proposed use
- A vector file (.ai or .eps) of the partner/collaborator logo
- Partner/collaborator logo guidelines

Adobe |  **Partner**

Adobe ×  **Collaborator**

Adobe

Partner

Adobe
×
Collaborator

Lockups

Program, team, and website names

Lockups for Adobe programs and website names include the Adobe wordmark followed by the name of the program or website, all in one color (typically Adobe red). We don't use or create unique stylized logos for each of our programs, teams, or sites.

In most communications, programs and teams are included as text in a headline or body copy and a lockup is not needed.

To request a lockup, email brand@adobe.com and include a description of the proposed use and the program, team, or site name. Please don't create your own lockups.

If you wish to create custom branded gear with a program or team name, please refer to the [Branded gear guidelines](#) on Brand Center.

Inside Adobe

Adobe Blog

Adobe Foundation

Adobe Security

Adobe Marketing Hub

Typography

Consistent use of typography ensures everything we say is delivered in our clear, confident brand style.

To add impact, clarity, and boldness to the Adobe brand, we're leaning into our proprietary, corporate typeface, Adobe Clean. It's for Adobe use only and it's the only typeface we use for all external and internal Adobe communications. To request it for Adobe-approved vendors under NDA, please email brand@adobe.com. It should not be shared with partners, and it is not available for sale.

Adobe Clean

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Color

Text should be either white, black, or Adobe red, depending on the background.

A note about accessibility

Adobe believes all users should be able to use our tools and access content. Our brand aligns with the Web Content Accessibility Guideline (WCAG 2.1), which outlines certain success criteria for creating accessible web content. WCAG Level AAA requires a contrast ratio of at least 7:1 for body text and 4.5:1 for large text. Large text is defined as regular weight in 18 point (24px) or larger, or bold weight in 14 point (18.66px) or larger. When working with colors, context and usage is everything. Check your color choices against a contrast checker and make sure they meet the requirements of the situation.

#FFFFFF White
Headlines, subheads, and body copy

#000000 Black
Headlines, subheads, and body copy

#EB1000 Adobe red
Subheads and category labels (limited use)

#FFFFFF White
Headlines, subheads, and body copy

Typography

Hierarchy by weight

Clear hierarchy of information is crucial for any piece of communication. Consistent use of typographic weights helps define the role of each type of information.

For headlines, use Adobe Clean in the Black weight. Two additional display weights exist as part of the typographic toolkit: ExtraBold and Bold. These should still be thought of as display weights and can be used as section headlines or subheads, if needed.

For body copy, stick to Adobe Clean Regular to achieve the best legibility, and to communicate with simplicity and clarity. The same applies to all supporting text. Adobe Clean SemiLight is for use only in Experience Cloud materials for pull-quotes featured in large text.

Note: Black, ExtraBold, Bold, Regular, and SemiLight are the only weights we now use to represent the Adobe brand. If your current fonts do not include these weights, please visit [Brand Center](#) to download the latest set.

Adobe Clean Black

Headline

Adobe Clean ExtraBold

Section headline

Adobe Clean Bold

Subhead

Adobe Clean Regular

Body copy

Adobe Clean SemiLight

Pull-quotes

(For Experience Cloud only)

Typography

Hierarchy by size

Clear hierarchy of information is crucial for any piece of communication. This simple formula not only ensures clear communication, but also makes apparent the roles of each type of information.

C = Cap height

Headline

Adobe Clean Black

Subhead

C / 3

Adobe Clean Bold

Body copy

C / 4

Adobe Clean Regular

Pull-quotes

C / 4

Adobe Clean SemiLight
(For Experience Cloud only)

Typography

Spacing

Sufficient and consistent spacing is necessary for clear communication.

With the headline coming first, the distance between it and the subhead should be equal to 1/3 of the headline's point size. The distance between the subhead and body copy should be 1.5x that figure.

X = 1/3 headline pt size

Creativity
for all.

X

A new era of generative AI.
Built for creators.

1 1/2 X

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam varius tristique nisl ac venenatis. Donec nisl turpis, tempor id velit vel, eleifend mattis nulla. Vestibulum mollis ex in ex fermentum, id feugiat mauris fermentum.

Typography

Alterations

Use these edits to Adobe Clean. Track in headlines and subheads to -20, and always use the stylistic alternate lowercase g to make things feel more cohesive.

Our headline weights feel best with less than 100% line height. As a general rule, as the type gets larger, it should have less line spacing.

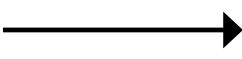
It's not necessary to apply these alterations to everyday internal business documents you create in Word, PowerPoint, and Adobe Express.

Technical note: If you are using software (Adobe XD or Express) that does not offer an “optical” kerning setting, you may use -31 pt tracking to adjust headlines and subheads.

Headlines

Tracking: 0

Create
tomorrow.
Together.



Tracking: -20
Kerning: Optical

Create
tomorrow.
Together.

Subheads

Tracking: 0

Get the world's best
creative apps plus exclusive
business features.



Tracking: -20
Kerning: Optical

Get the world's best
creative apps plus exclusive
business features.

Typography

Summary

Our typographic voice is clear, straightforward, and impactful. By following these guidelines, we ensure that we also approach our typography with consistency.

For headlines and subheads, we typically use sentence-style capitalization and end with a period or question mark. For detailed guidance, see the [Adobe Writing and Style Guide](#).

Headlines, subheads, and body copy are either centered or left-justified, depending on layout and length of copy.

Adobe Clean supports all European languages including Greek, Russian, and Ukrainian.

Adobe Clean Han supports Japanese, Korean, Simplified Chinese, and Traditional Chinese.

Headlines

Tracking -20
Kerning: Optical
Leading: 90% type size
Alignment: Center or Left
Use alt g glyph

Black

Section headline

Tracking -20
Kerning: Optical
Leading: 110% type size
Alignment: Center or Left
Use alt g glyph

ExtraBold

Subheads

Tracking -20
Kerning: Optical
Leading: 110% type size
Alignment: Center or Left
Use alt g glyph

Bold

Body copy

Tracking 0
Kerning: Optical
Leading: 120% type size
(on web — 150% type size)
Alignment: Center or Left

Regular

Pull-quotes

Tracking -10
Kerning: Optical
Leading: 120% type size
Alignment: Center or Left

SemiLight

Color

Linked to memory and recognition, color is often the first thing people notice. Using color consistently helps make our brand instantly identifiable.

Color
Adobe red

Next to our wordmark, the color red is the most iconic and recognizable part of our brand. Use it generously.

HEX #EB1000

RGB 235 16 0

CMYK 0 96 100 0

PMS 2347 C

RAL 3020

Color

Core palette

This is the Adobe brand, in color. Our palette is simple—red, black, and white. Use the guidelines in this section to ensure you’re appropriately using them to communicate our brand.

Adobe red

HEX #EB1000
RGB 235 16 0
CMYK 0 96 100 0
PMS 2347 C
RAL 3020

Black

HEX #000000
RGB 0 0 0
CMYK 60 40 40 100
PMS Black 3 C
RAL 9005

White

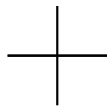
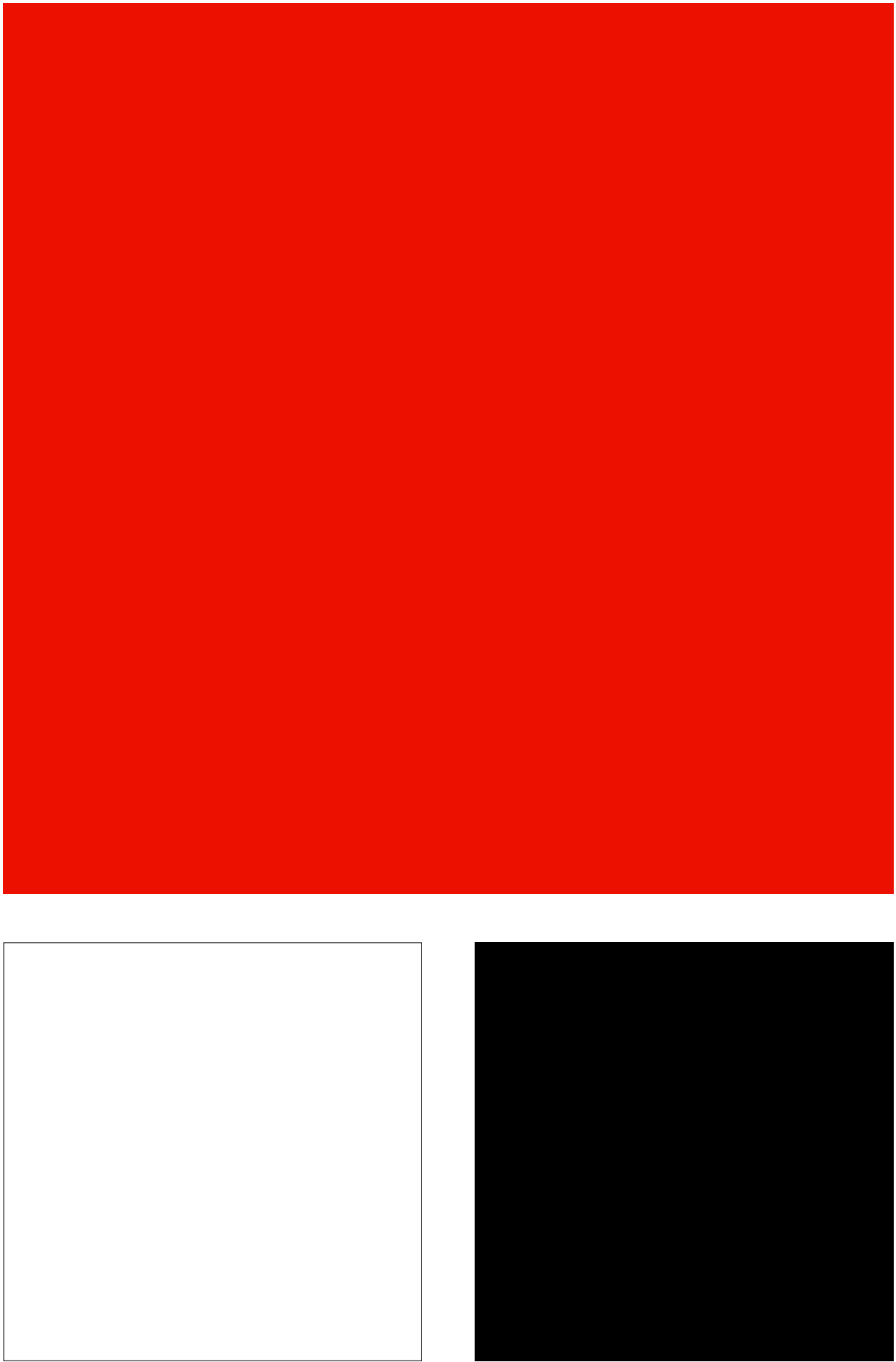
HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0
RAL 9016

Color

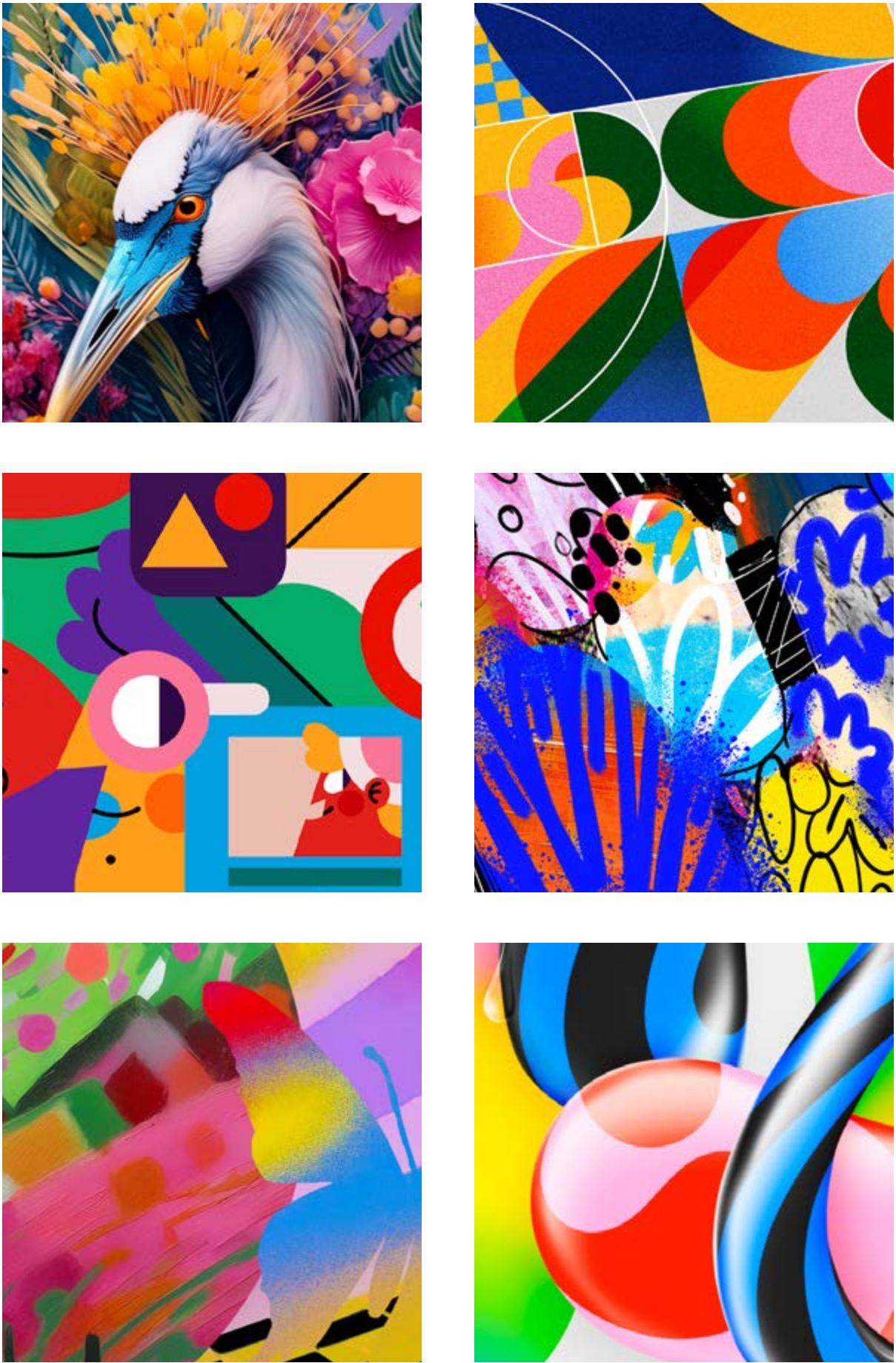
Imagery

A full spectrum of vibrant color is part of the Adobe expression system; it comes through the content and imagery of any given piece. Pairing brilliantly colored imagery with our core palette results in a balanced and identifiable brand color system. Use the guidance in this section to create the appropriate balance between the core palette and imagery, depending on the context.

Core palette



Full-spectrum color through imagery



Color

Additional colors

Beyond our core color palette of red, white, and black, we have an additional palette that brings a modern and bold personality to the Adobe brand.

Use colors from this set for graphics, diagrams, icons, illustrations, and backgrounds. Don’t use tones or transparencies of the colors.

These color aren't for office graphics. Consult with [Brand](#) if office graphics are needed.

A note about accessibility

Adobe believes all users should be able to use our tools and access content. Our brand aligns with the Web Content Accessibility Guideline (WCAG 2.1), which outlines certain success criteria for creating accessible web content.

WCAG Level AAA requires a contrast ratio of at least 7:1 for body text and 4.5:1 for large text. Large text is defined as regular weight in 18 point (24px) or larger, or bold weight in 14 point (18.66px) or larger.

When working with colors and text, context and usage is everything. Check your color choices against a contrast checker and make sure they meet the requirements of the situation.

HEX #FF4885 RGB 255 72 133 CMYK 0 86 19 0 PMS 1915	HEX #F24CB8 RGB 242 76 184 CMYK 9 80 0 0 PMS 806	HEX #C844DC RGB 200 68 220 CMYK 38 79 0 0 PMS 252	HEX #9A47E2 RGB 154 71 226 CMYK 57 76 0 0 PMS 2582	HEX #7155FA RGB 113 85 250 CMYK 69 70 0 0 PMS 2725	HEX #3B62FB RGB 59 98 251 CMYK 78 64 0 0 PMS 2727	HEX #1D95E7 RGB 29 149 231 CMYK 73 32 0 0 PMS 2925
HEX #0FB1C0 RGB 15 177 192 CMYK 74 7 25 0 PMS 7466	HEX #0DB595 RGB 13 181 149 CMYK 76 1 55 0 PMS 3275	HEX #0BA45D RGB 11 164 93 CMYK 82 8 86 0 PMS 3405	HEX #5DB41F RGB 93 180 31 CMYK 67 3 100 0 PMS 361	HEX #A3C400 RGB 163 196 0 CMYK 42 5 100 0 PMS 390	HEX #F5C700 RGB 245 199 0 CMYK 5 21 100 0 PMS 7406	HEX #FFA213 RGB 255 162 19 CMYK 0 42 100 0 PMS 1375

Color

Do this

Use the additional colors for graphic backgrounds, charts, graphs, accent colors for icons, and diagrams.

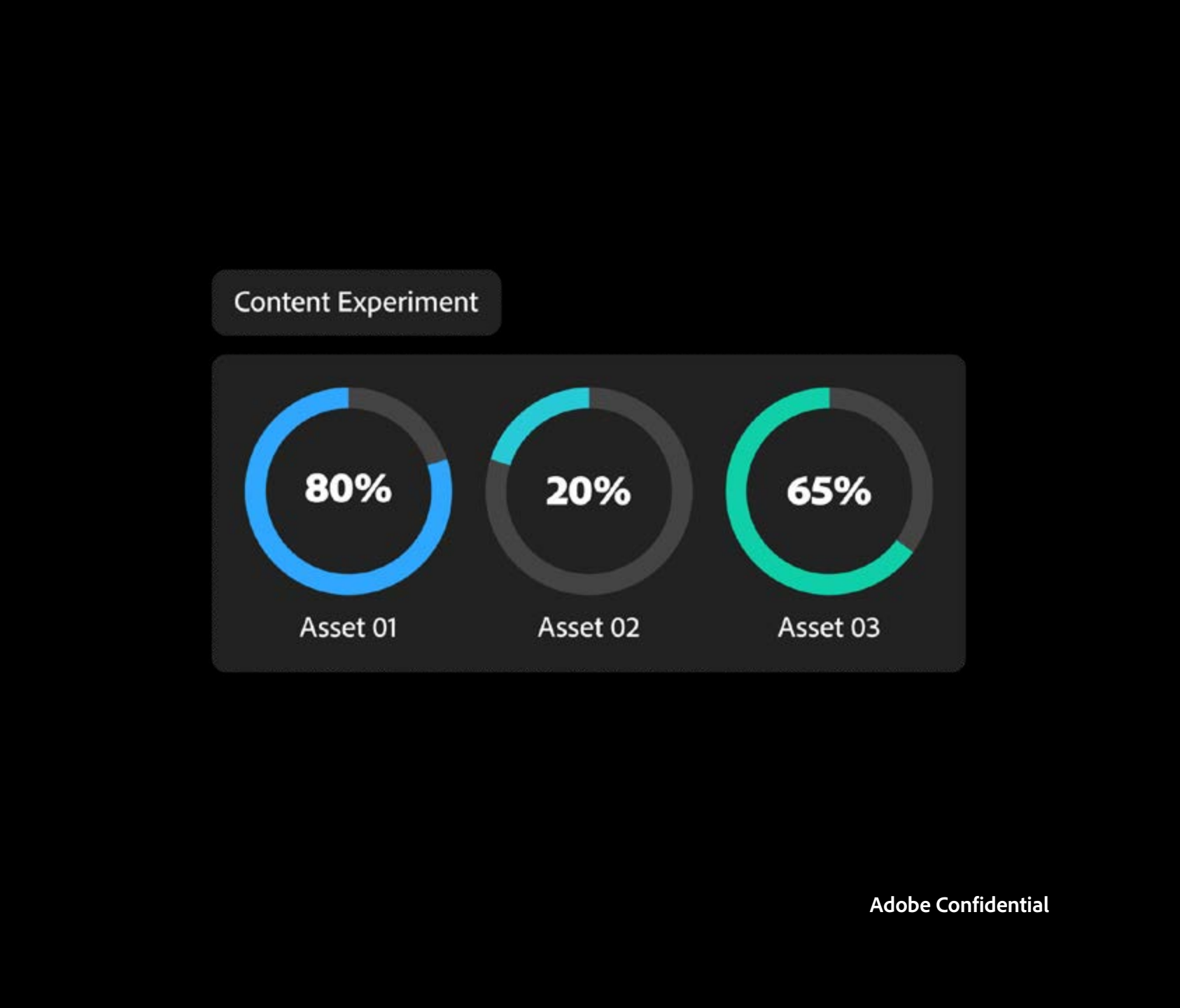
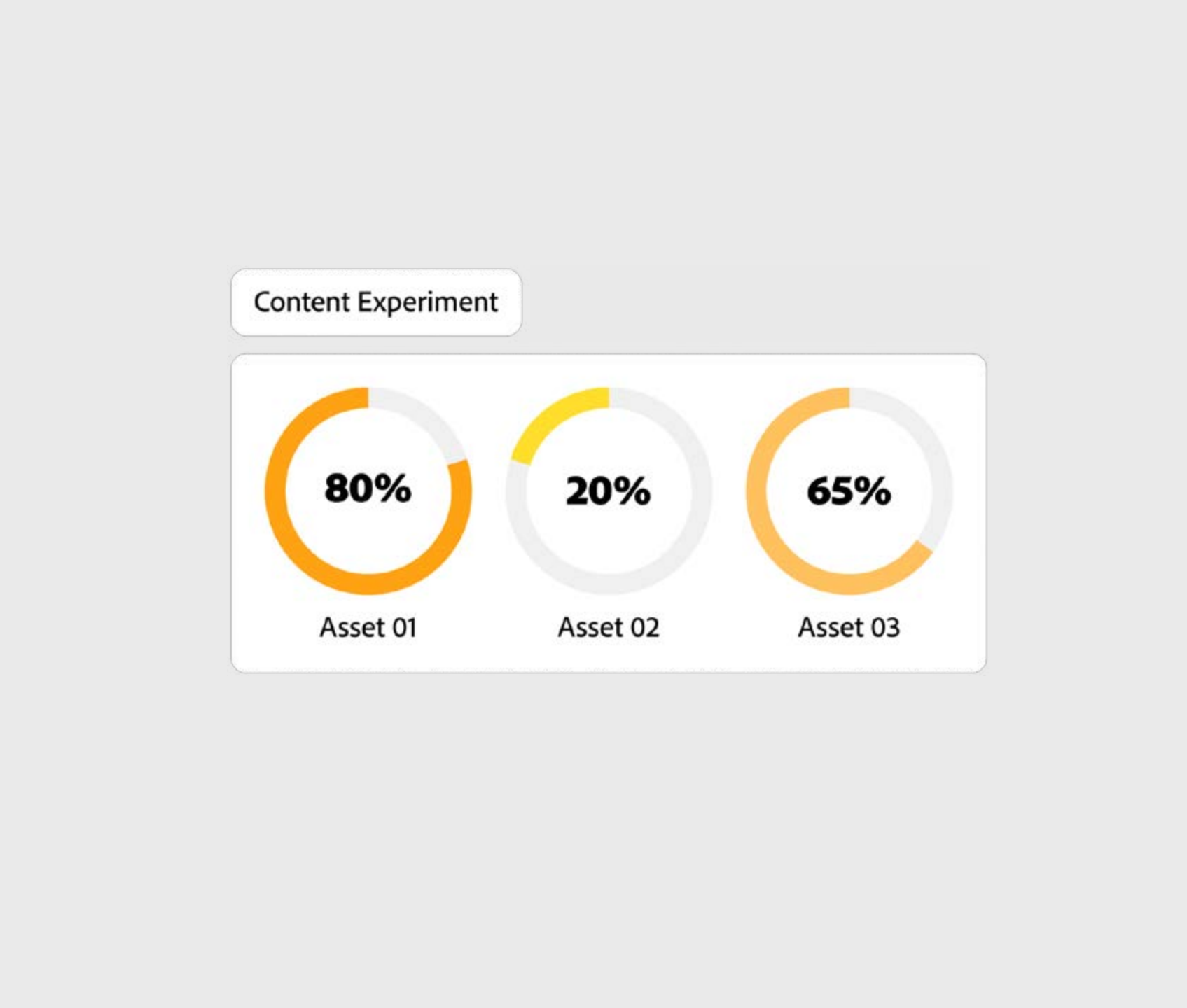
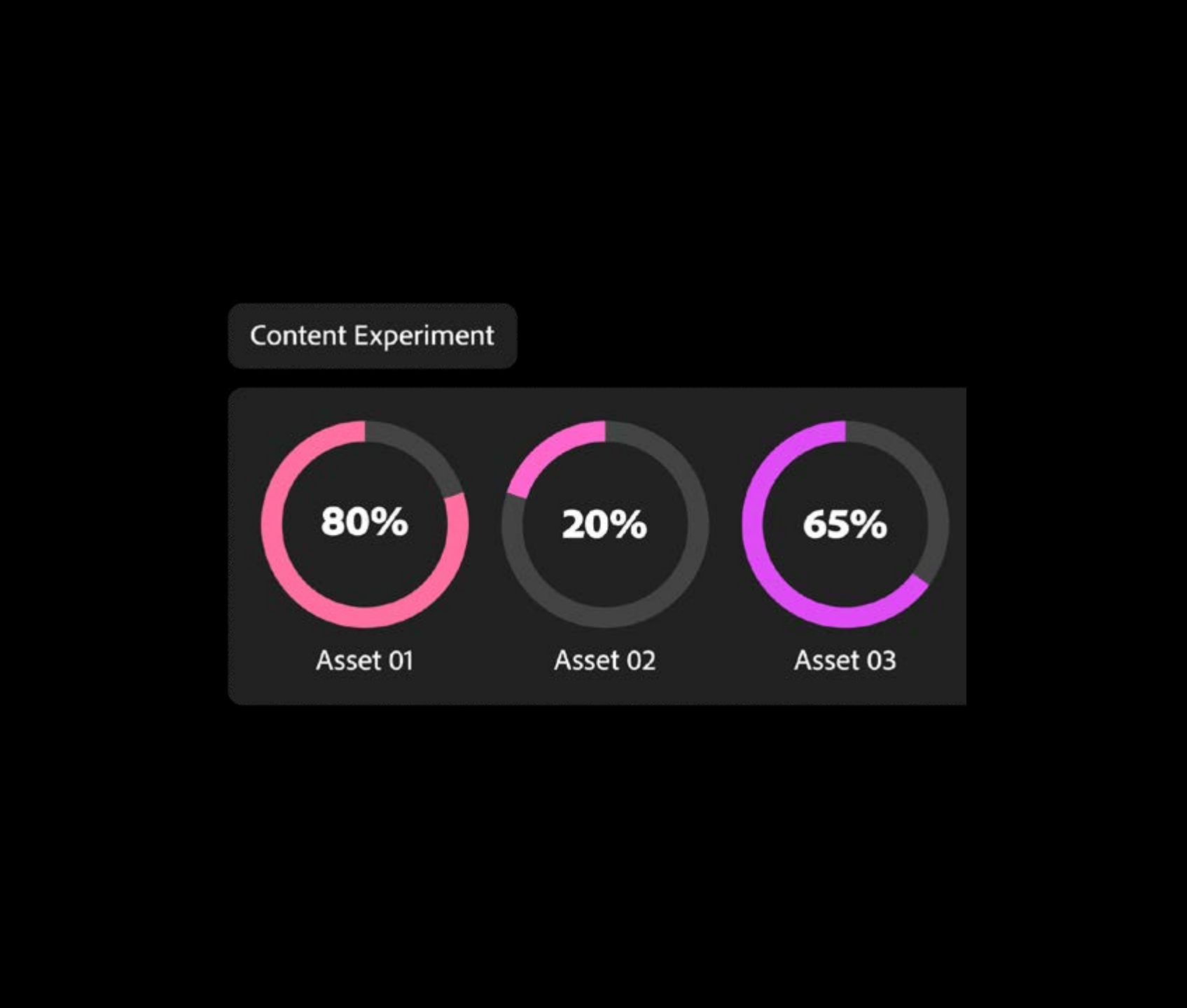
Remember that red is our primary color. Use the additional palette as accent colors, being mindful to avoid overusing any of them so they feel like the primary color theme in your overall communication.

Consider color themes used by competitors and avoid using color in ways that could feel more aligned to another company.

Meaning through color

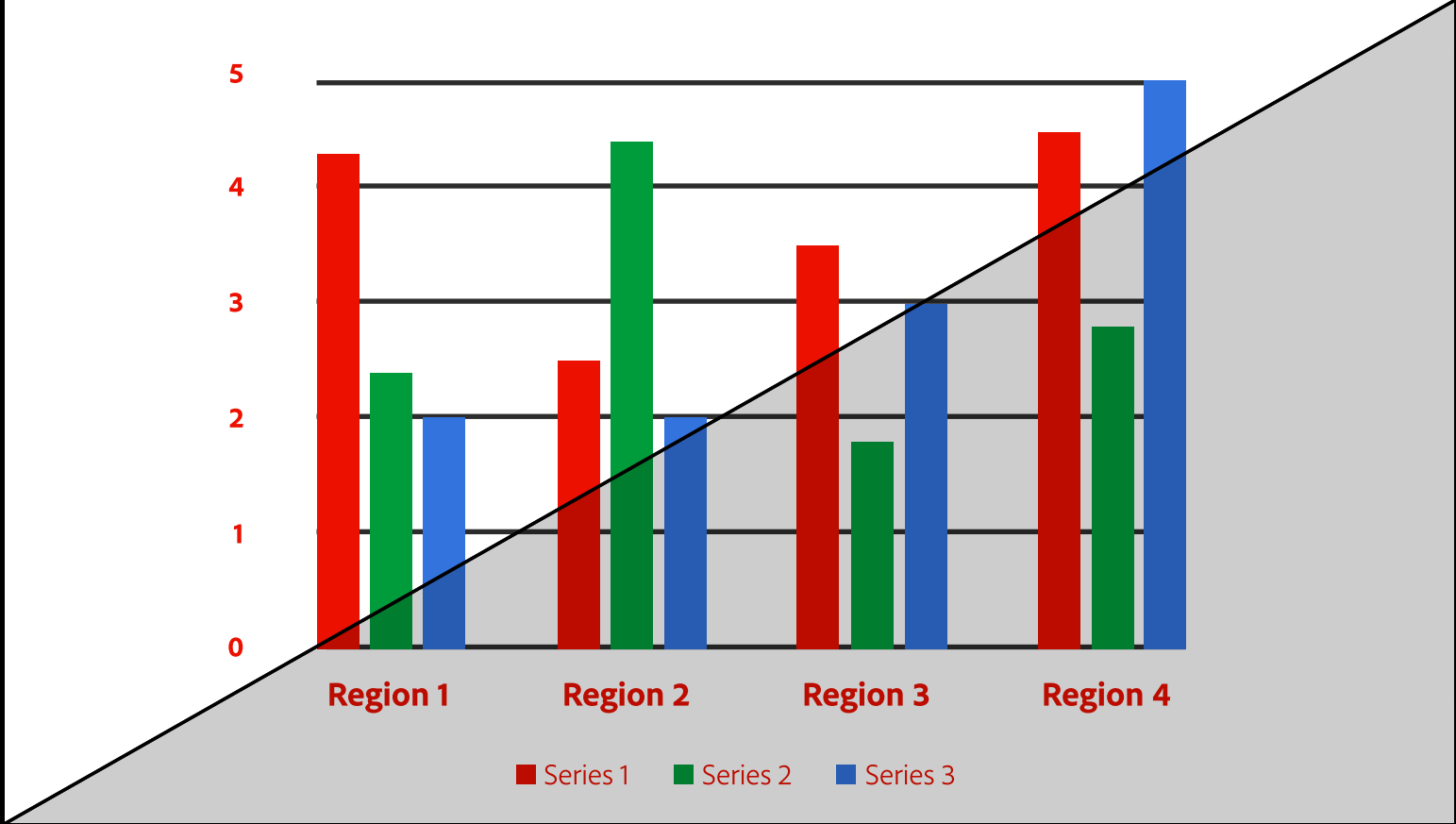
Colors can be used in a variety of ways to communicate meaning to users. When applicable to your communication, think about how color supports themes such as “informative,” “negative,” “notice,” and “positive.” For example, blue as informative, green as positive, orange as notice. Use them as accents; too much color can create cognitive overload.

Avoid reinforcing stereotypes with color, such as using pink to represent women or blue to represent men. Before choosing a color, consider its implications for different audiences.

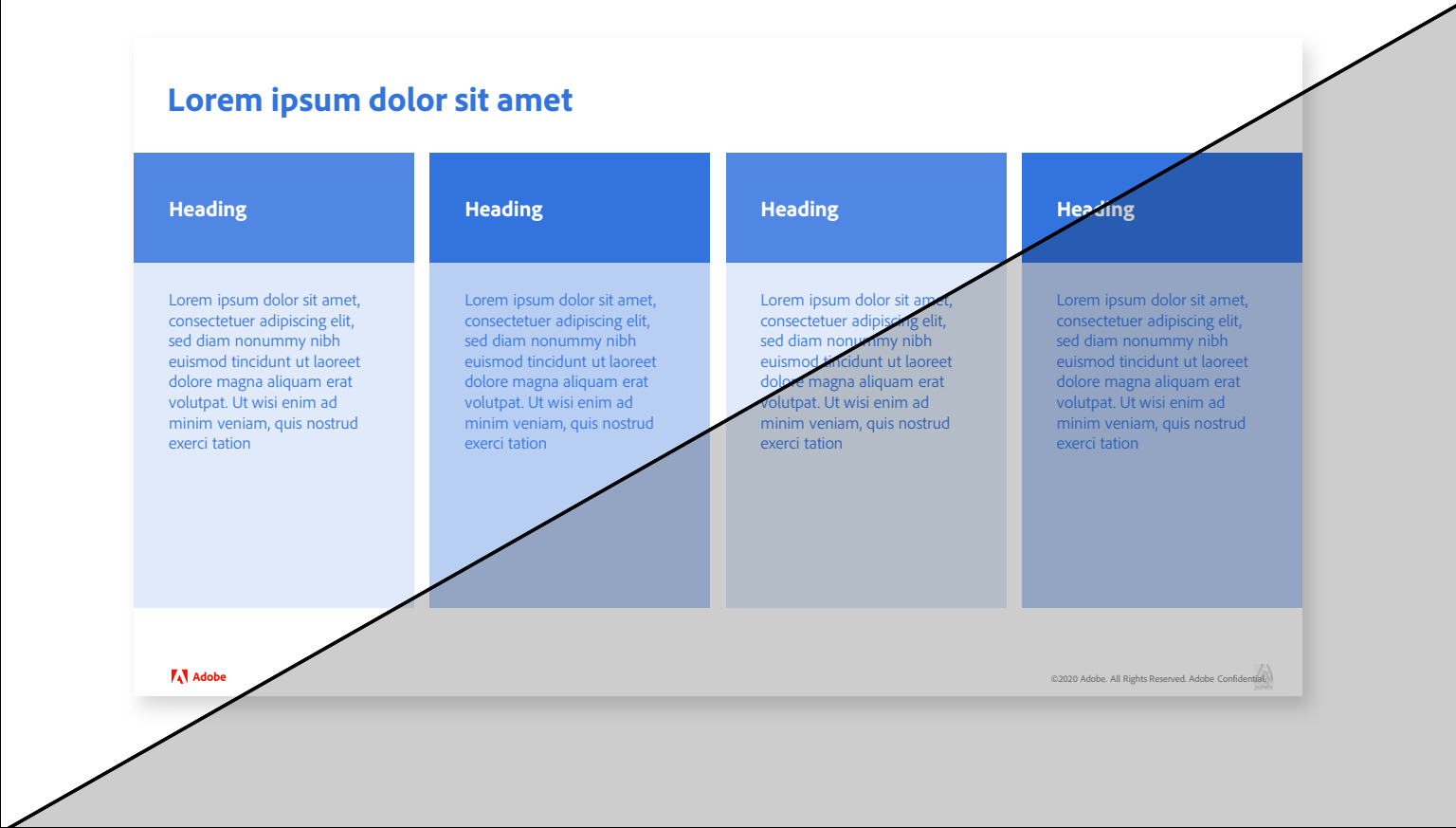


Color

Not this



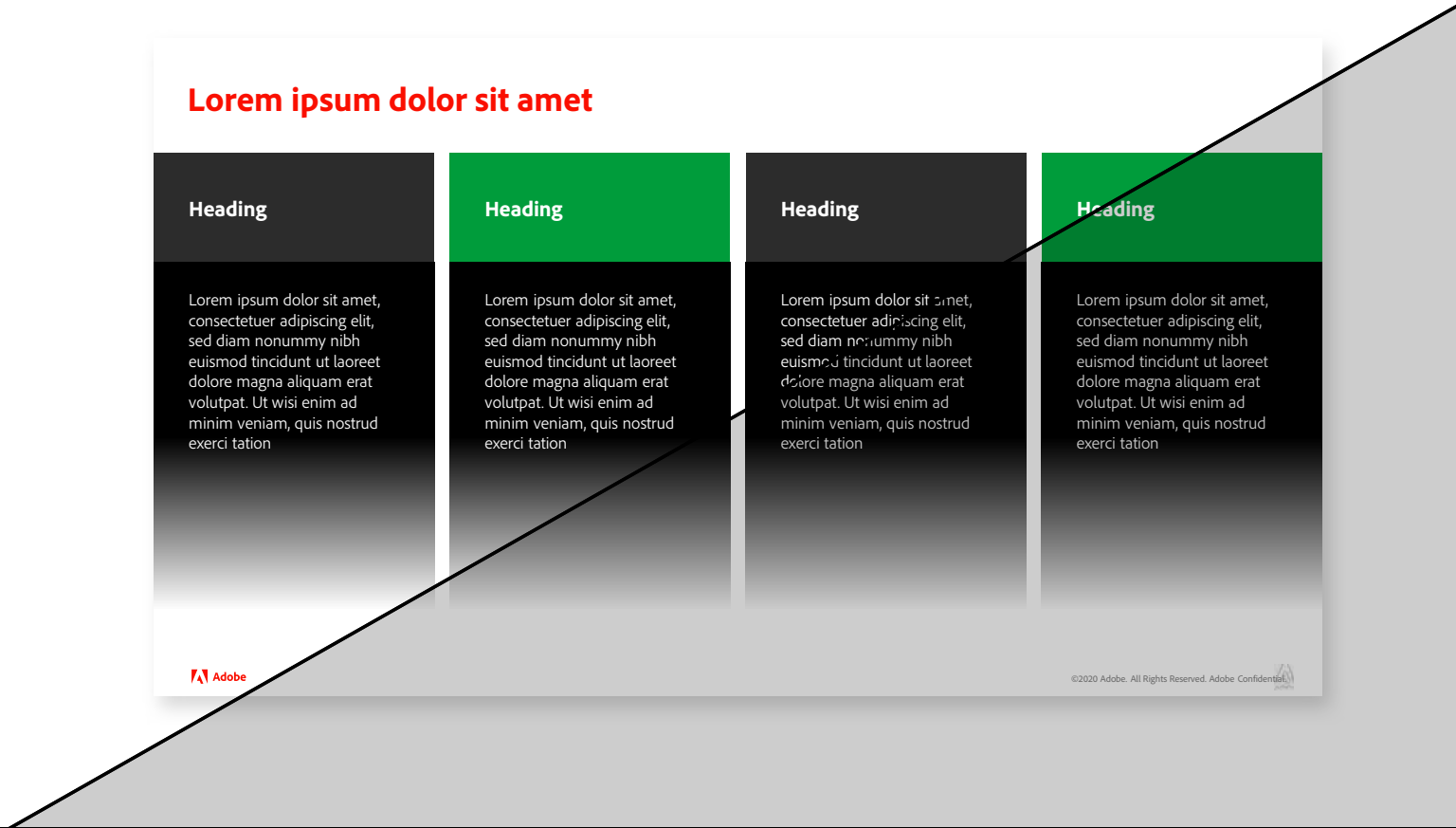
In presentations and other business documents, avoid using red for chart elements and text since it can have a negative connotation.



Don't overuse any one secondary color so it becomes the primary color theme.

Don't use colors that align with competitors.

Don't use tones or transparencies of the colors.



Avoid a dark or somber palette of colors.

Color worlds

We have assigned color worlds to follow for brand and product imagery. This section explains how color worlds should appear in the images you choose.

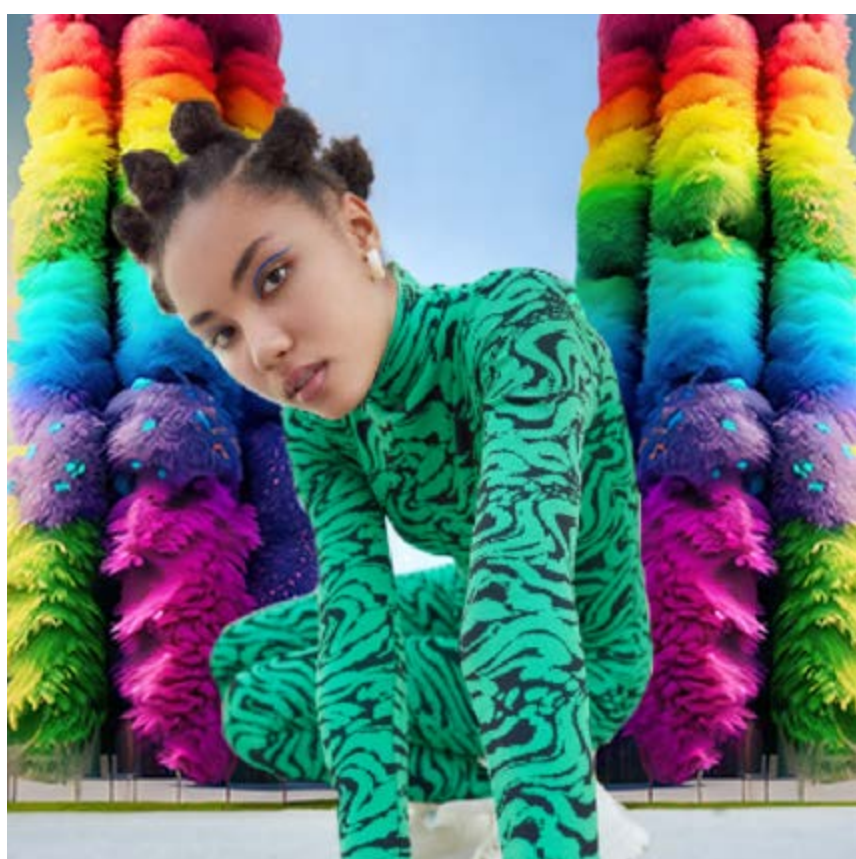
Color worlds

Overview

Each product, as well as our brand, has a color world we follow for the imagery used in communications. For example, we apply the blue color world to imagery promoting Photoshop. For brand-level communications, the color world is red. To determine your product’s color world, look to the product logo.

The amount of a color world present in an image—from a pop to a focus to a flood—depends on context and the strategy for the communication. See the following pages for examples of color worlds and the levels applied. For products not shown in the examples, follow the same color logic.

For more information, contact brand@adobe.com.



Adobe red examples

For imagery promoting the overall Adobe brand, the color world is red.

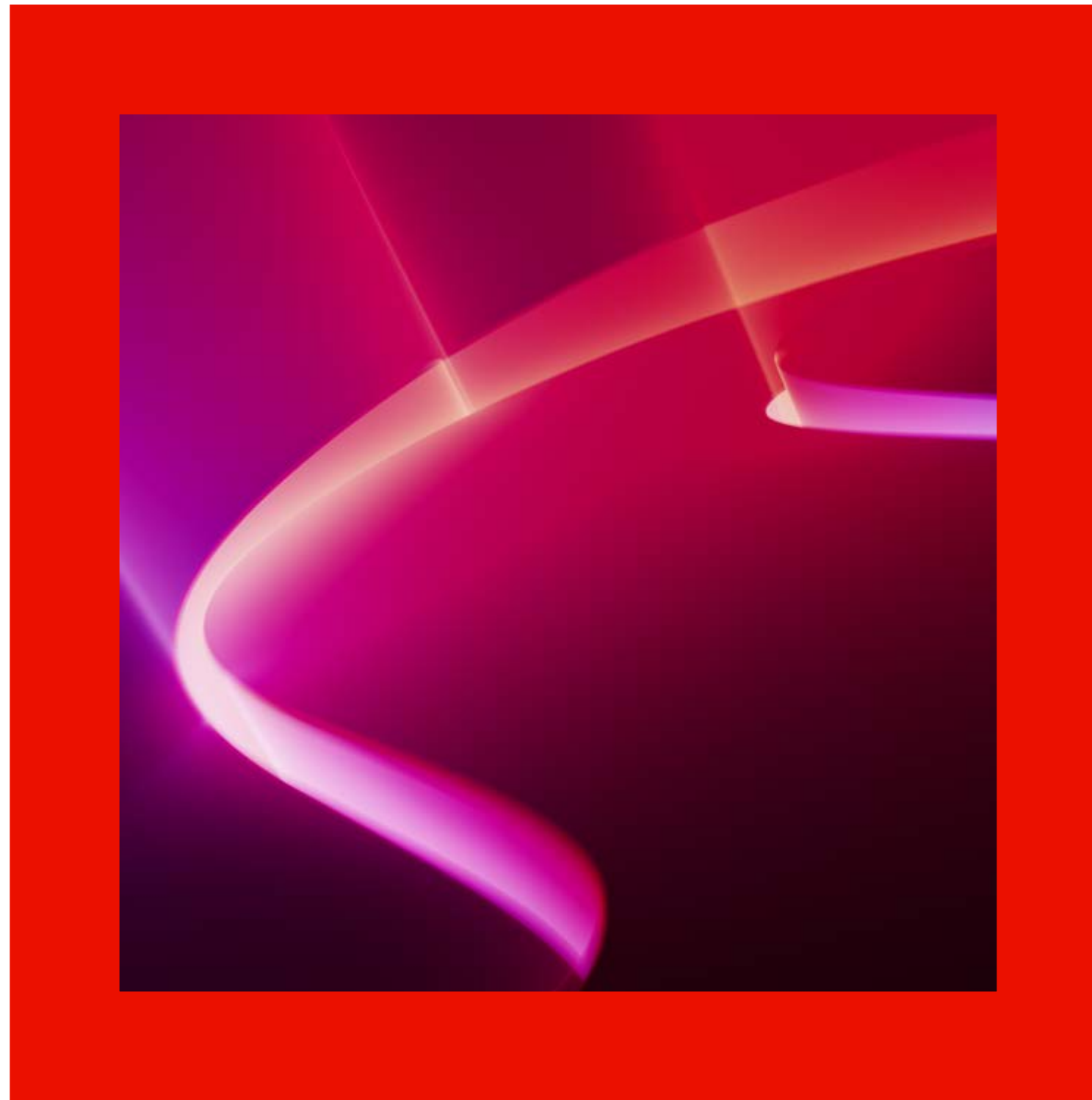
Pop

At the lightest touch, Adobe red is confined to a small but distinct area. In this example, red appears in the article worn by the subject.



Focus

For most applications, Adobe red is represented in the composition and the lens. Here the balance of red to photo colors is modulated by the size of the lens.



Flood

At its boldest, Adobe red becomes a full flood. The background and/or subject is dominated by imagery that is composed of the brand color.



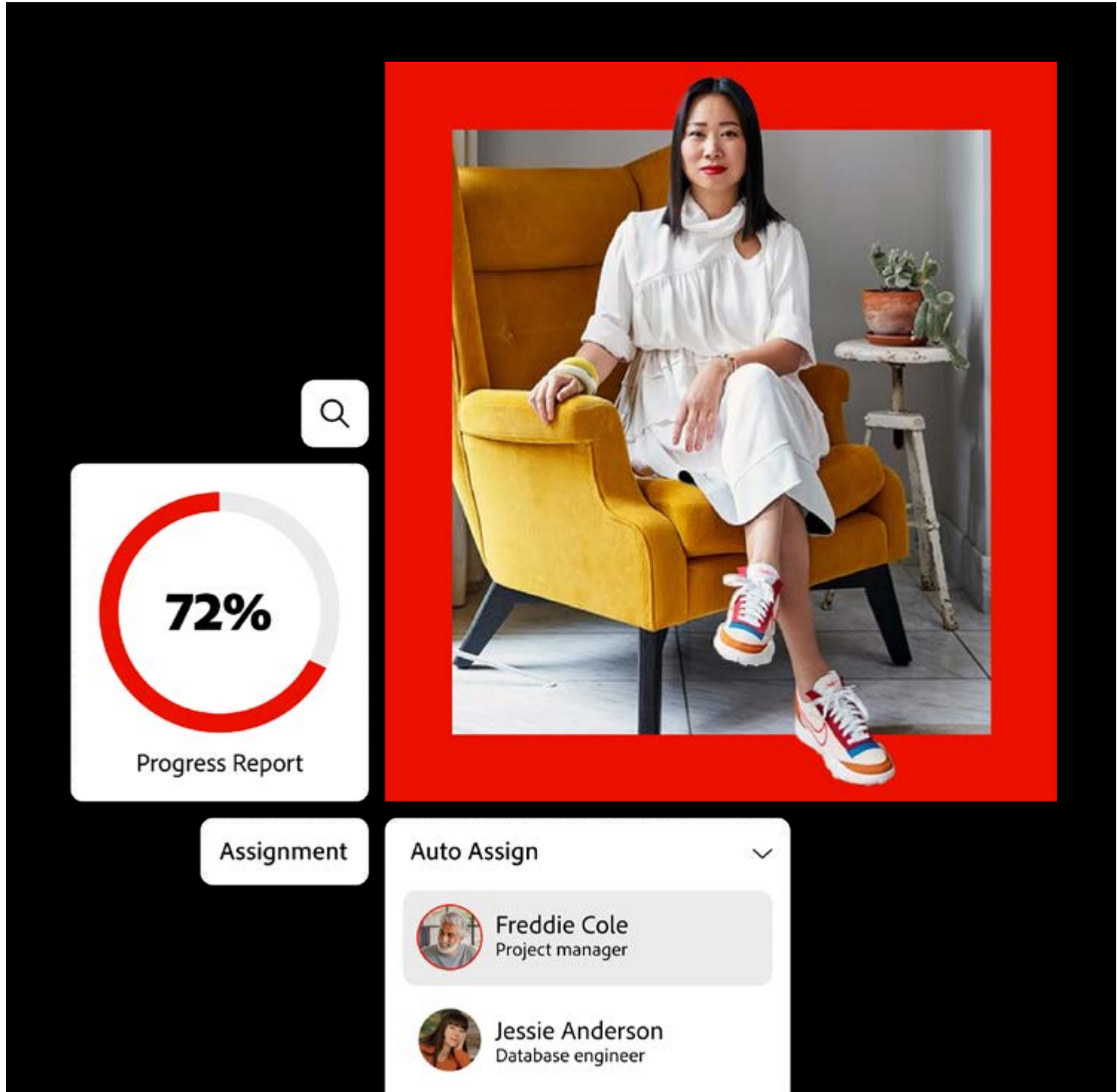
Adobe Experience Cloud examples

For imagery promoting Experience Cloud, the color world is red.



Pop

The dominant part of the image can be in any color space, but red may come through in an article of clothing, and is present in infographics.



Focus

Focal point of customer imagery is framed by the red lens. In imagery of our customers' audiences, the red lens features prominently.



Note: To distinguish Experience Cloud from broader Adobe brand expression, we limit the Experience Cloud color world to Pop or Focus.



Adobe Photoshop examples

For imagery promoting Photoshop, the color world is blue.

Pop

The dominant part of the images can be in any color space, but it includes accents of blue in props, styling, or supporting illustration elements.



Focus

Focal point of the image is blue, while the rest takes on a wider color palette. The blue element is the most dominant, whether it's the sky, a shoe, or a pop-art illustration.



Flood

Image is predominantly blue. Background space, figure, and accents all utilize different shades of blue in photography or illustration.



Adobe Express examples

For imagery promoting Adobe Express, the color world is a full-spectrum gradient.



Pop

The dominant part of the images can be in any color space, but it includes accents of gradient in props, styling, or supporting illustration elements.



Focus

Focal point of the image is gradient, while the rest takes on a wider color palette. The gradient element is the most dominant.



Flood

Image is predominantly gradient. Background space, figure, and accents all utilize color gradient in photography or illustration.



Adobe Acrobat examples

For imagery promoting Acrobat, the color world is red.



Pop

The dominant part of the images can be in any color space, but it includes accents of red in props, styling, or supporting illustration elements.



Focus

Focal point of the image is red, while the rest takes on a wider color palette. The red element is the most dominant, whether it's in wardrobe, props, or an illustration.



Note: To distinguish Acrobat from broader Adobe brand expression, we limit the Acrobat color world to Pop or Focus.

Imagery

Our brand attributes visually translate to a sense of wonder, joy and engagement. Expressing these qualities in imagery helps bring our brand to life.

Imagery

Principles

Adhering to our three guiding principles—bold, optimistic, and inclusive—ensures that we portray our brand with a look that’s unmistakably Adobe.

Alignment with Adobe values

The photographers and illustrators we hire are Adobe brand ambassadors and their work is an extension of our brand. We research and ensure the views they promote on their channels align with our values.

Bold



We set trends, we don’t chase them. We constantly strive to express ourselves in fresh, unexpected, and inspiring ways to motivate others to do the same.

Optimistic



We believe the world is full of possibilities. We fan the flame in others who dream big so they can innovate in ways that change their lives and the world around them.

Inclusive



We want everyone to identify with our brand, knowing they can be themselves and belong to our community. We champion the uniqueness in each of us in all the ways we express and activate our brand.

Imagery

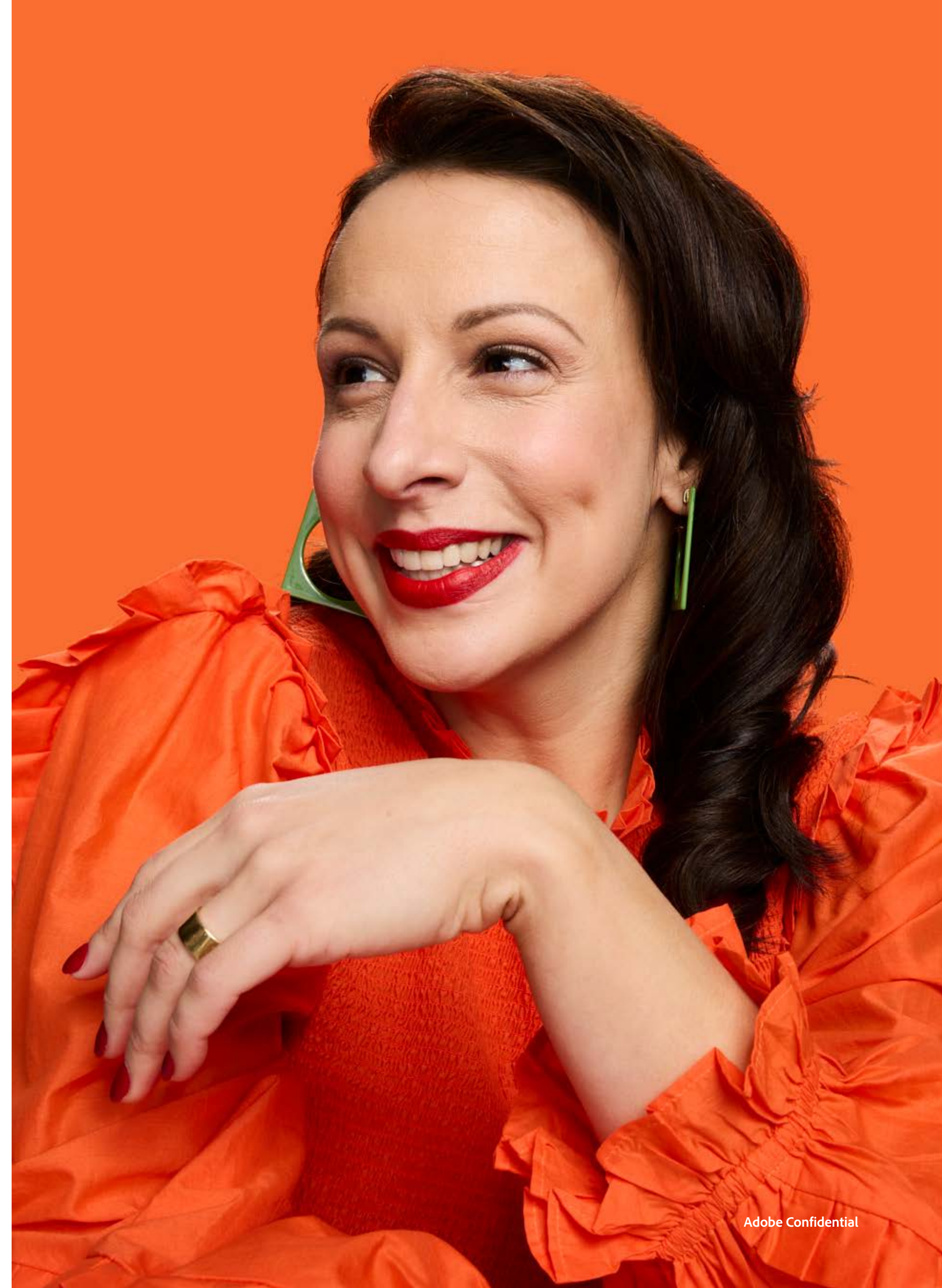
Photography

In photography, our principles—bold, optimistic, inclusive—come across in vibrant color, playfulness, discovery, confidence, and empowerment.

We seek to promote underrepresented communities and we strive to include a variety of gender expressions, ethnicities, races, ages, backgrounds, and abilities in the photography that we highlight.

Note that inclusivity can be localized. An image that works in one region is not necessarily ideal for another. To be inclusive is to recognize that people are different. Speak in the visual language of a local community and be mindful of cultural values.

For more details, see [Cultural Content Guidelines](#).



Imagery Illustration

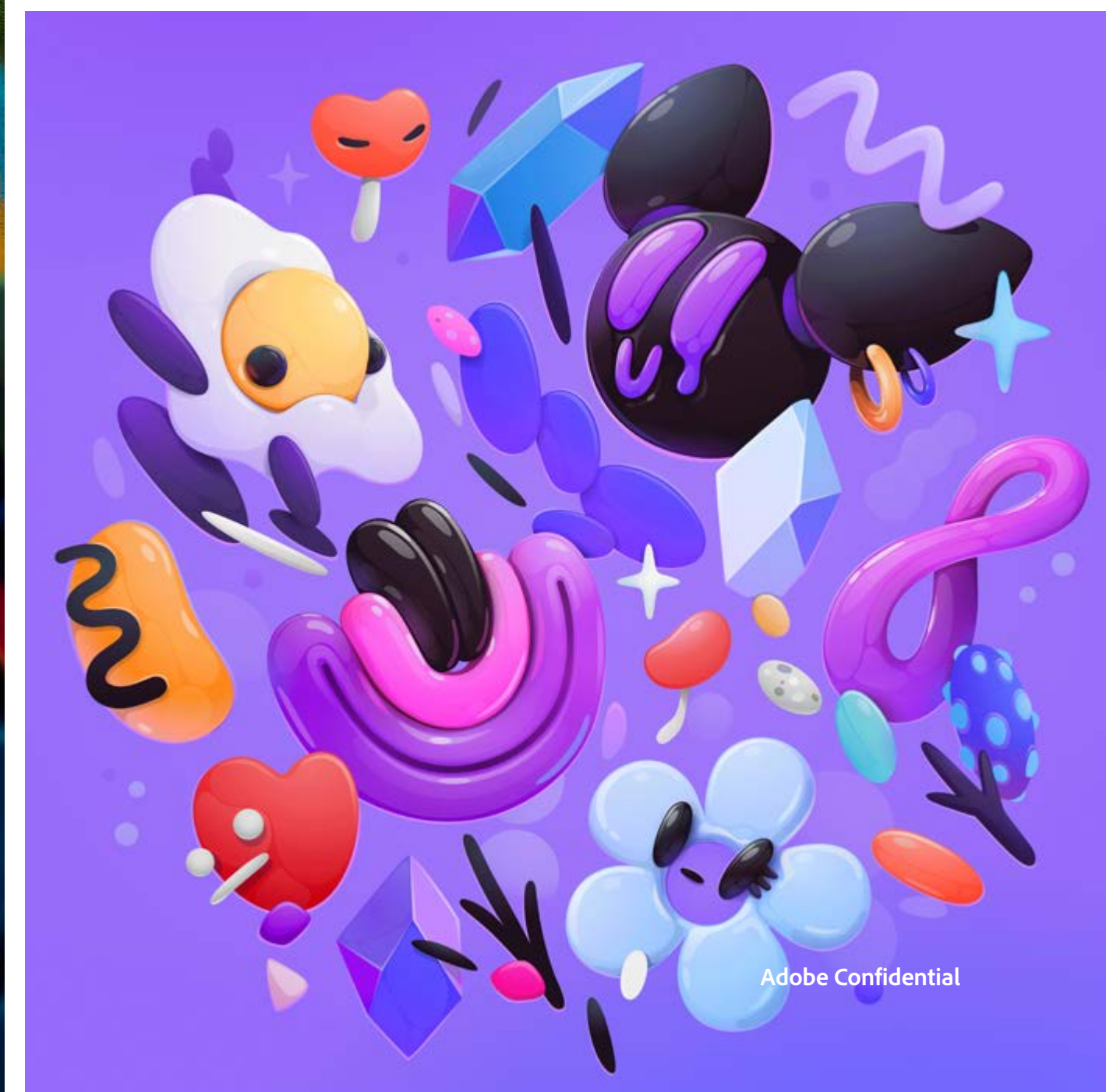
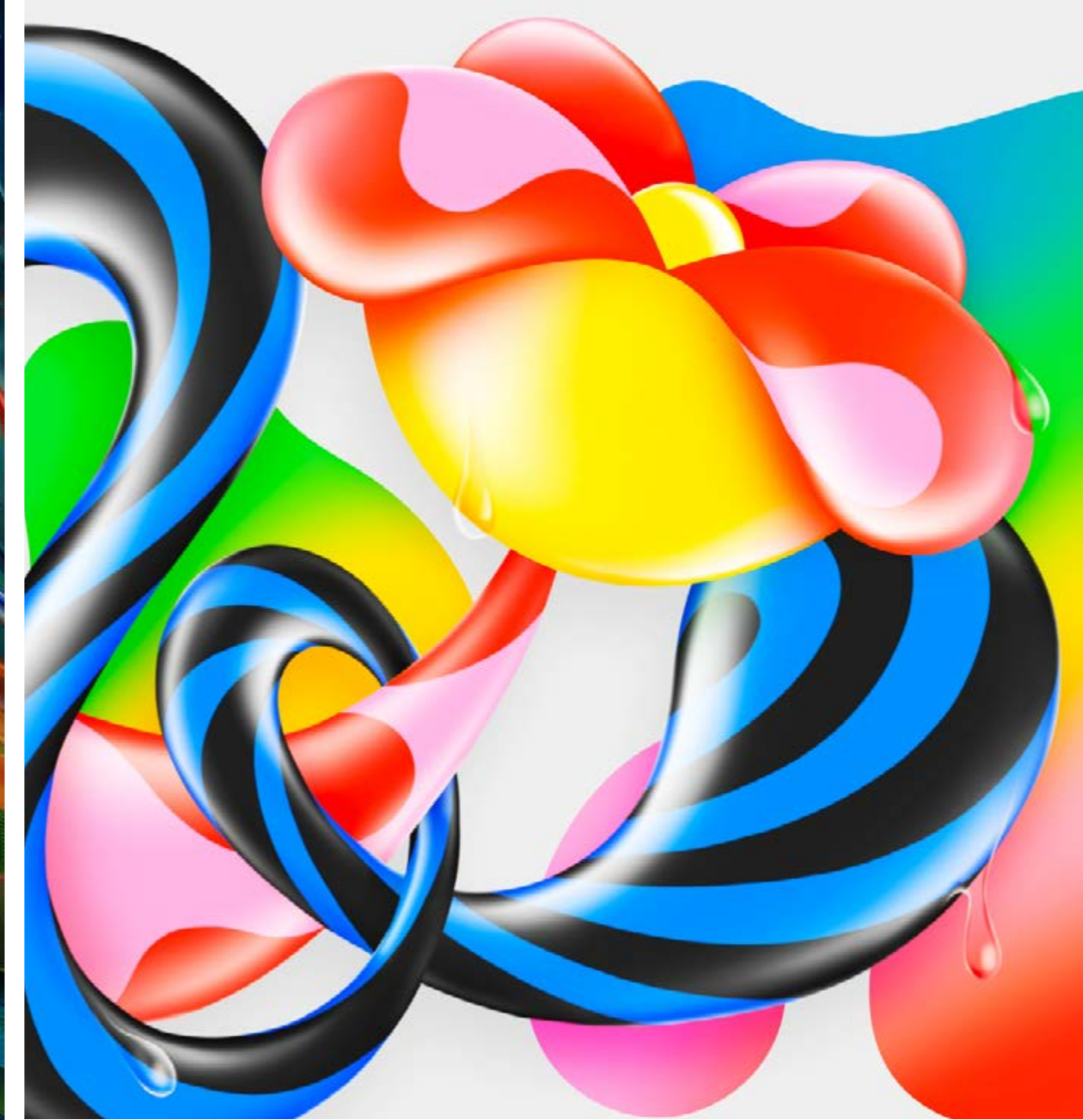
Our principles—bold, optimistic, inclusive—also apply to illustration. We look for bold statements, ideas, and individuals.

Whether the imagery is grounded in reality or strays into the surreal, it must convey hope and promise for something better.

We seek to promote underrepresented communities and we strive to include a variety of gender expressions, ethnicities, races, ages, backgrounds, and abilities in the illustrators and art that we highlight.

Note that inclusivity can be localized. An image that works in one region is not necessarily ideal for another. To be inclusive is to recognize that people are different. Speak in the visual language of a local community and be mindful of cultural values.

For more details, see [Cultural Content Guidelines](#).



Imagery Libraries

A preselected library of images is the best place to start when you need imagery for your project.

The libraries may contain Adobe-owned photography, Adobe Stock images, illustrations, or images generated using Firefly.

Be sure to check image details for any limitations on usage. For example, some images may be approved for Adobe internal use only.

Check image details to see if an attribution caption must be included wherever the image appears.

If you plan to use an image that includes Adobe employees, it's important to verify they are currently employed by Adobe before publishing the image.

Access to our curated libraries is through [Brand Center](#).



Imagery Adobe Stock

Any stock imagery must only be sourced from Adobe Stock.

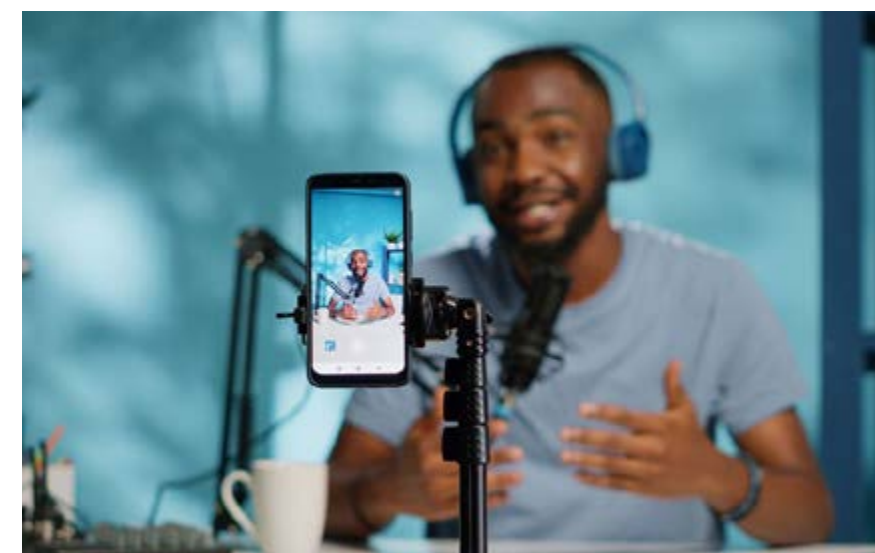
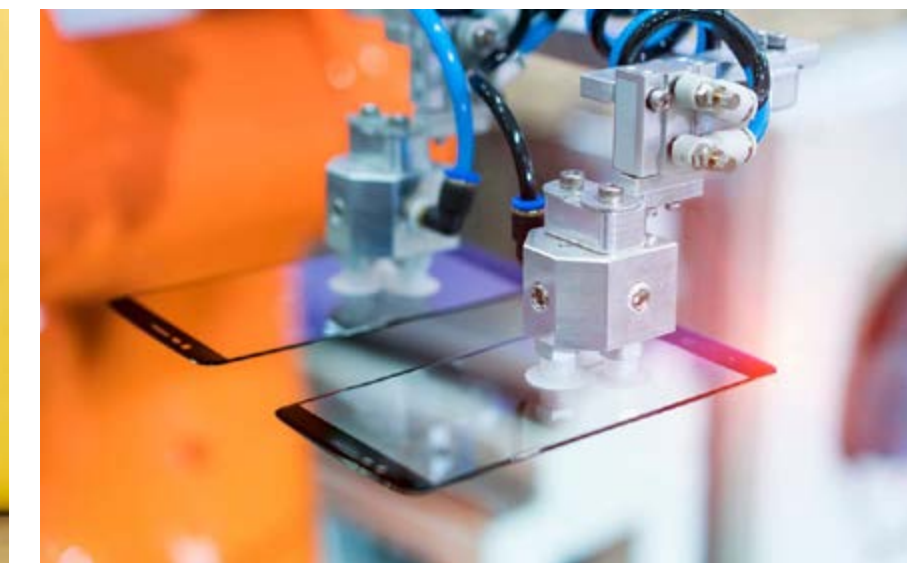
Select photos that are vibrant, clean, and crisp. Photos with people should feel candid and dynamic. For illustrations, ensure there is a singular focal point, vibrant color, and unexpected points of view.

Take care to curate images that are bold, optimistic, and represent our commitment to diversity and inclusivity.

Licensing

For all Adobe business uses, images sourced from Adobe Stock must be licensed using your Adobe user ID. Adobe employees have access to Adobe Stock content for Adobe business use through their team's Adobe Enterprise Account or by using a corporate credit card to purchase a license. [Learn more.](#)

Because Adobe Stock may include images created with generative AI software outside of Adobe technology, be sure to check "Exclude generative AI images" in the filters panel when searching.



Imagery

Adobe Firefly

Adobe is—and always will be—a creator-first company. No tool or technology can replace the human touch. Our commitment to creators compels us to use generative AI responsibly, ensuring any image we create is based on properly licensed or owned content.

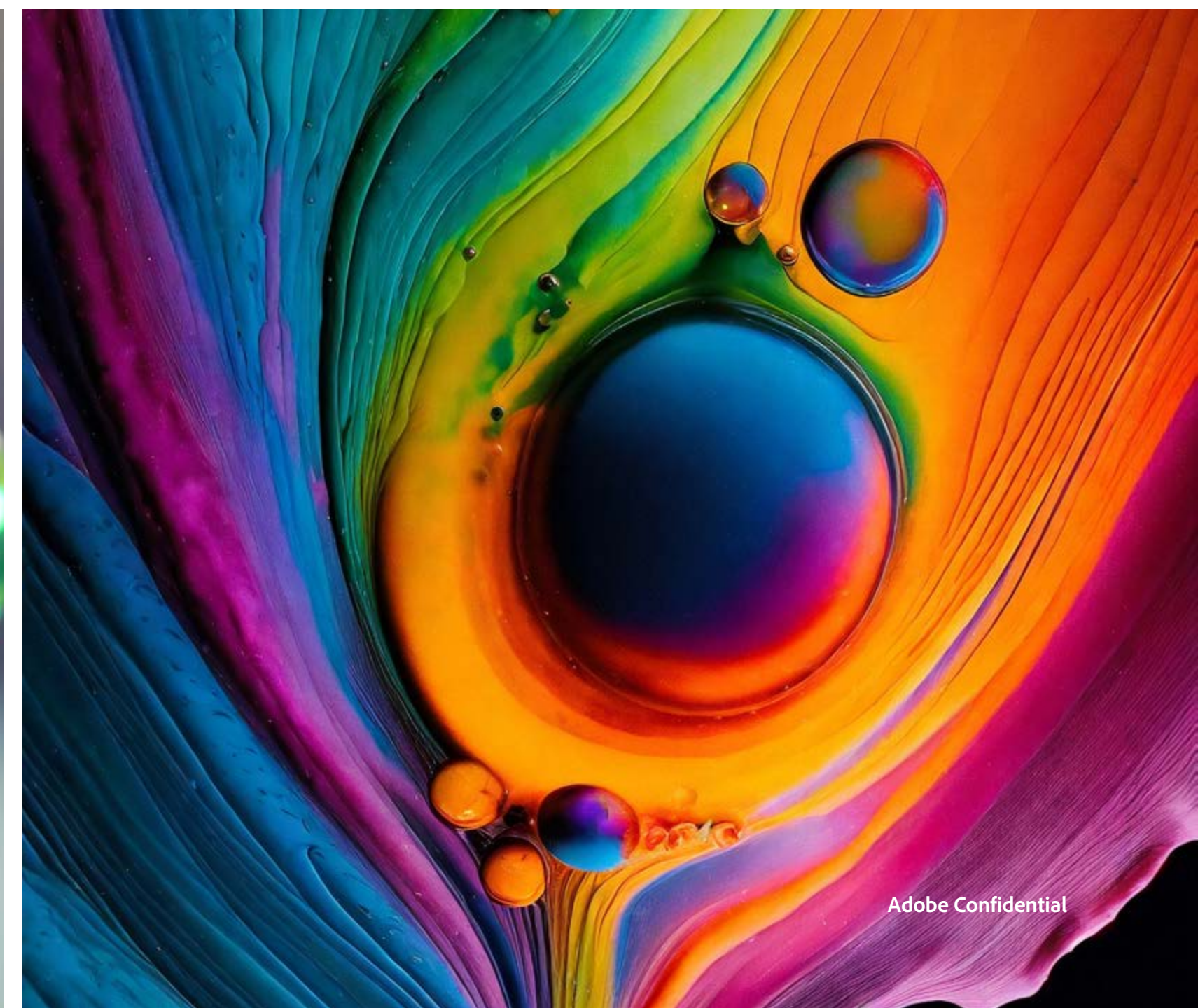
Adobe Firefly can generate images in a variety of styles. Try to create bold, bright, colorful images that capture unexpected natural beauty and light. Images should have a clear focal point. Abstract, textural images, and micro details of materials and nature also work well. But please do not use text effects on type.

Don't generate photographic humans in Adobe Firefly. If you want to show people, use Adobe Stock.

When using the text-to-image feature in Firefly, we've found these settings and options yield the best results:

- Content type: photo
- Movements: none, baroque, cyberpunk, fantasy, psychedelic
- Themes: none, optical illusion
- Techniques: none
- Effects: none
- Materials: none, 3d patterns
- Concepts: none, chaotic

Example prompt: colorful feathers, neon, close up, artistic



Expressive A's

These are for very limited use. Please do not create your own. If you are involved with a project that fits one of these categories and would like to explore the possibility of an Expressive A, contact brand@adobe.com.



Imagery Video

We tell the Adobe story in different types of video, from campaign broadcast commercials to live-action documentaries and shorts. All videos are managed by Adobe Studio. For questions or to initiate a video project, please contact brand@adobe.com.



Product expression

We've created a system to ensure consistency when showcasing product features across marketing applications.

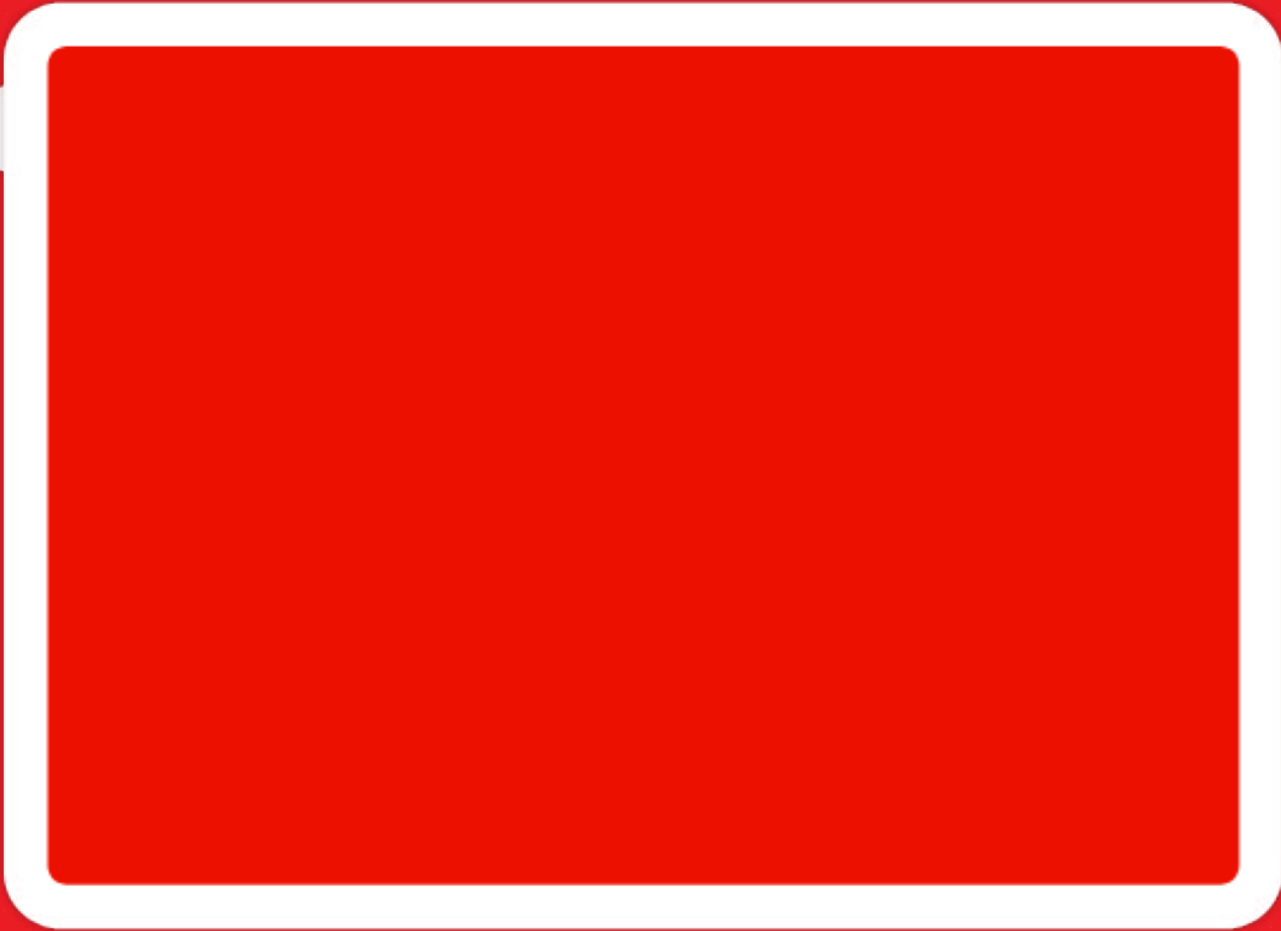
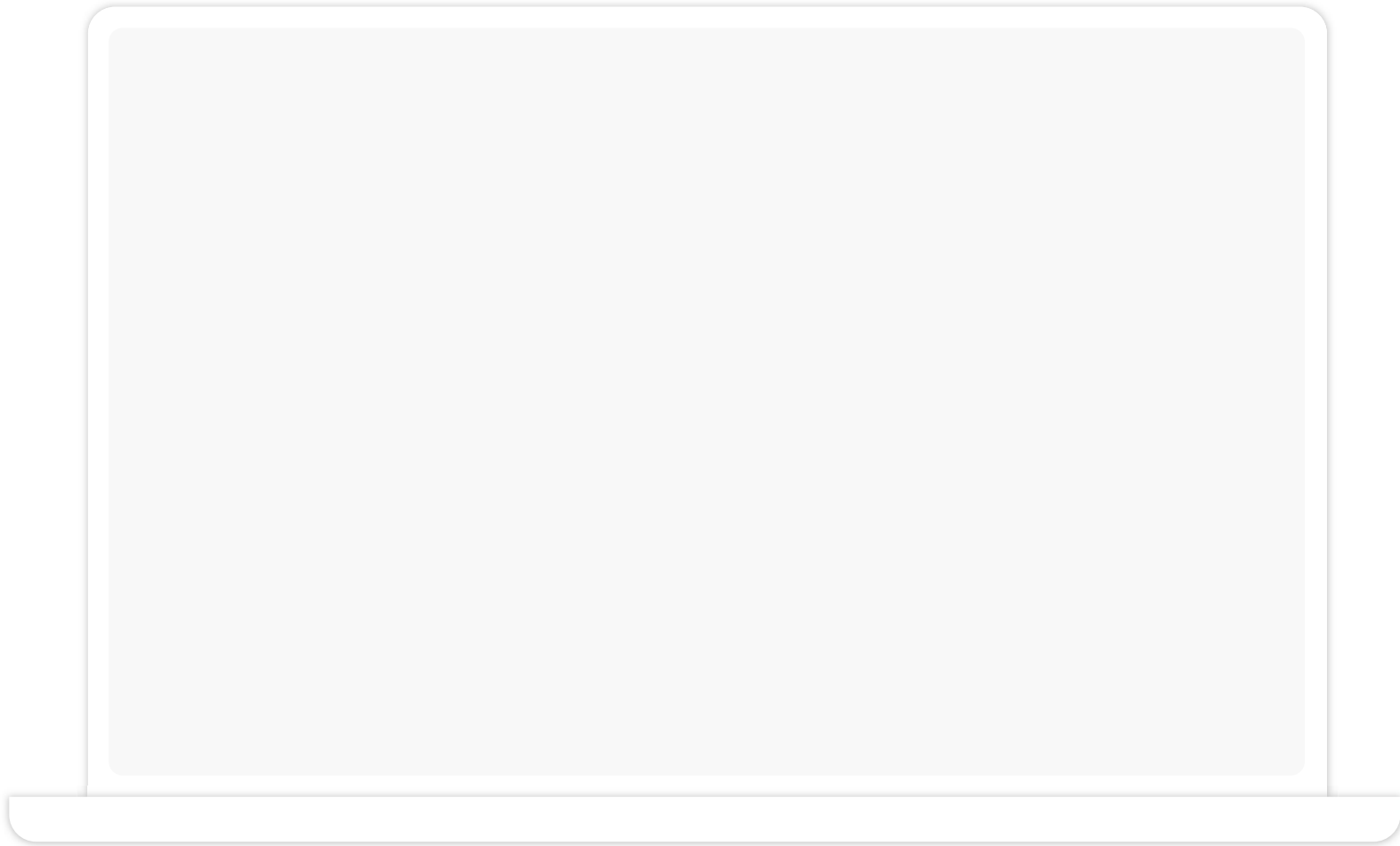
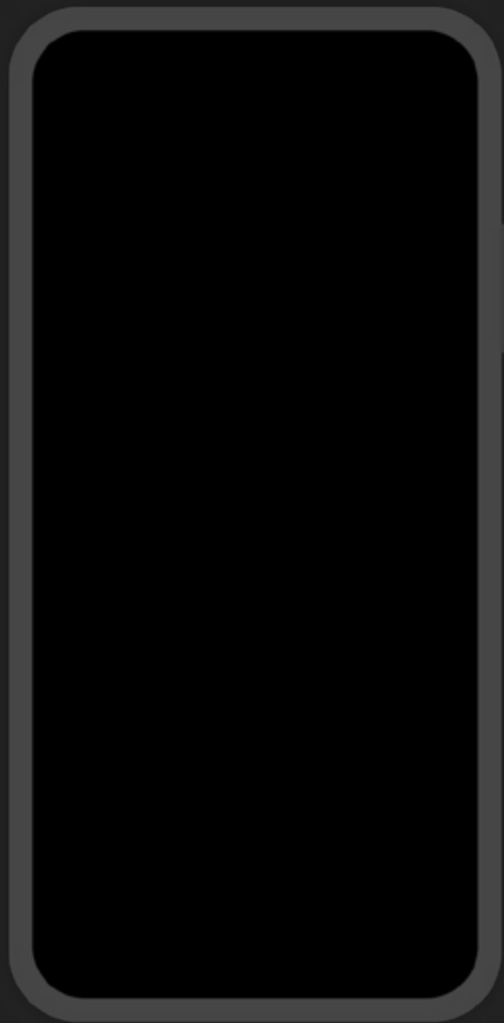
Devices

A device style has been designed for use when you need to showcase a demo asset or product feature within hardware. The simplified style portrays the demo asset in a clutter-free manner.

Device artwork is available within the corporate presentation templates for you to customize the screen area with your imagery.

To ensure viewers focus on the content and not the device, please use white or light gray devices on light backgrounds and dark gray devices on dark backgrounds.

Please do not alter the proportions or colors of the devices.



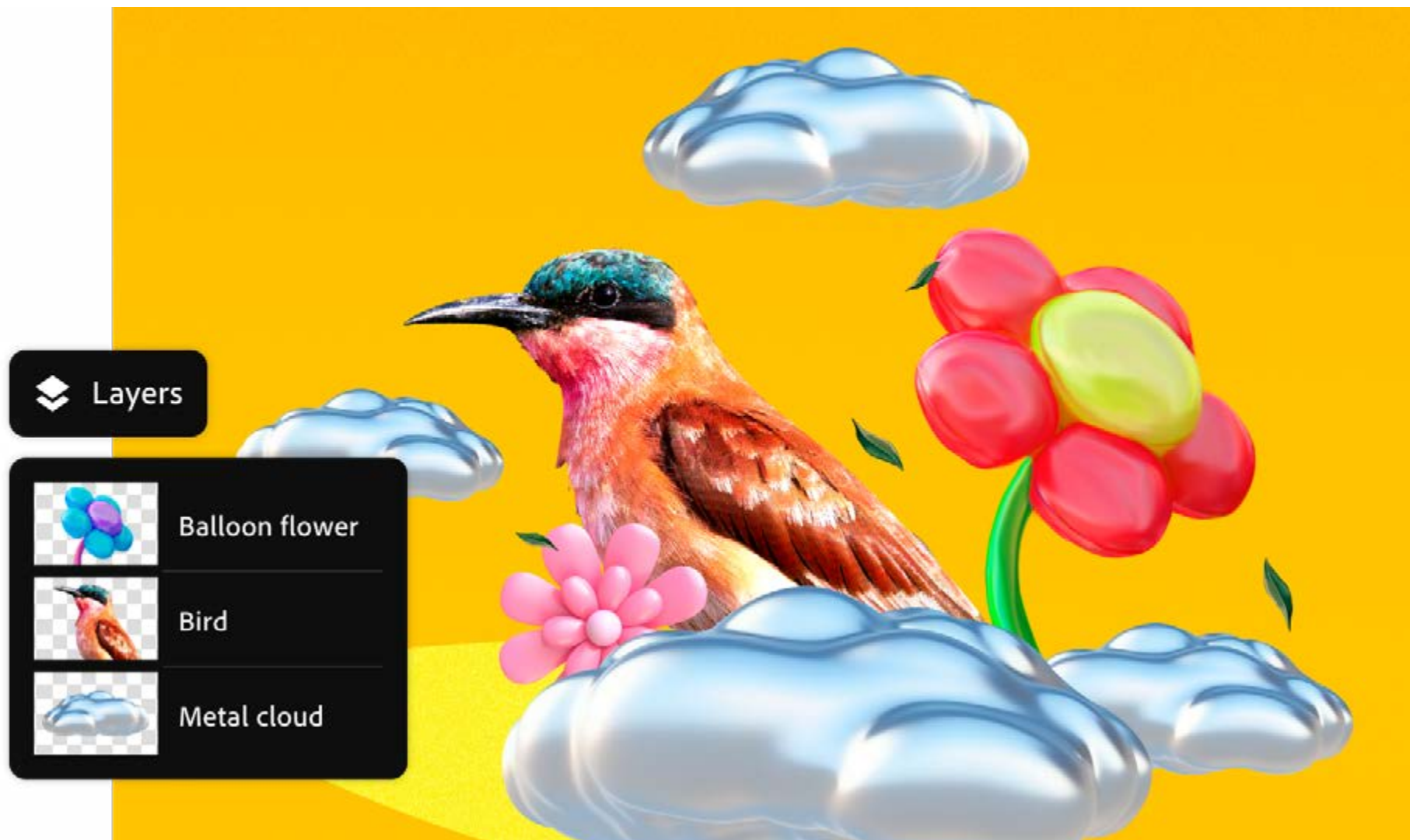
Containers

Imagery for high-level marketing will sometimes include containers to highlight specific product features. We create these simplified containers to house iconography, text, and additional assets. Please don't create your own containers for everyday business documents or other uses.

Simplified containers

For Campaigns / Events / Environments / Partnerships / Internal

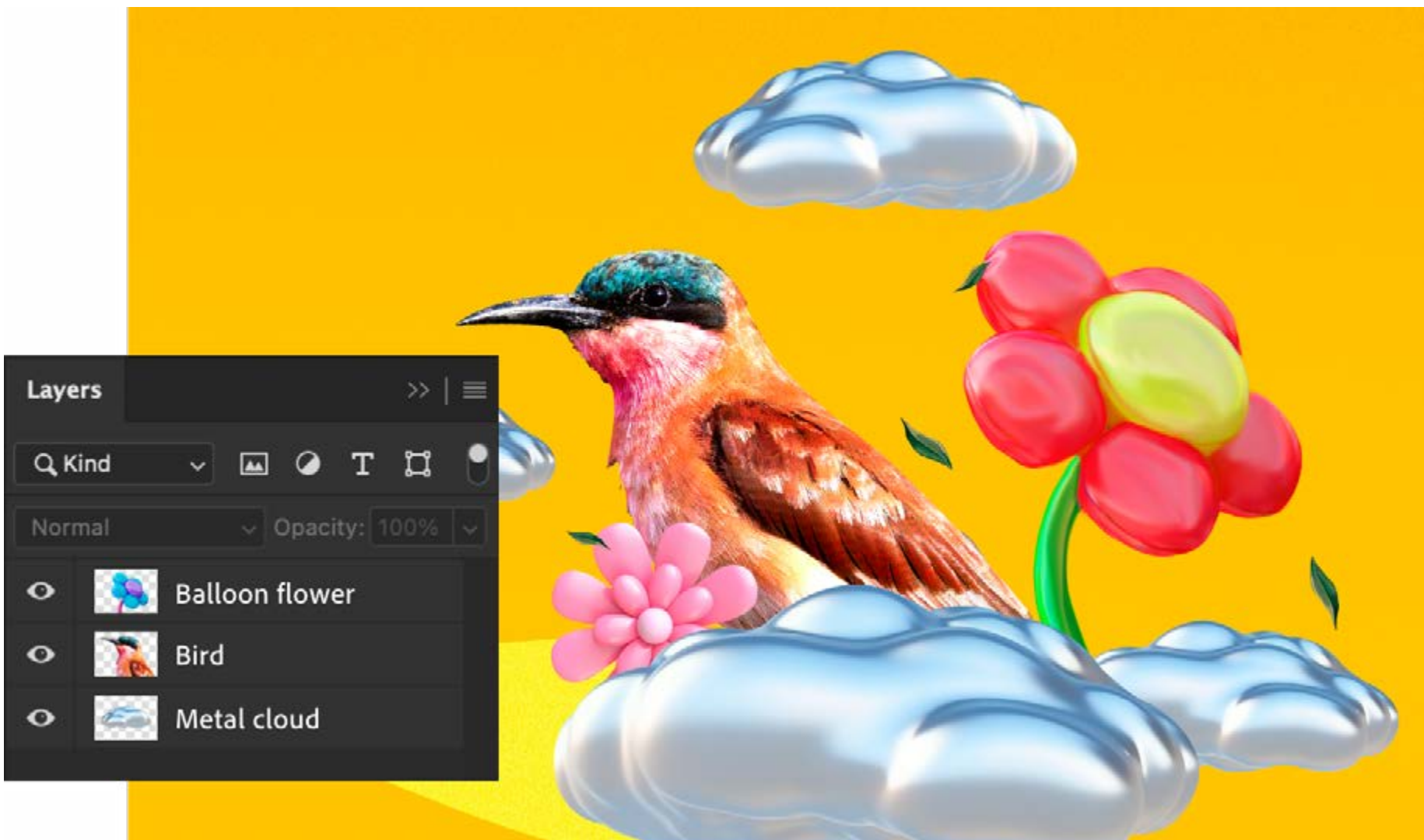
Showcasing product features illustrated in a simplified way with low complexity.



Realistic UI

For Feature / Demo

A faithful depiction of product. Its purpose is instructional and it functions as a reference to complete a task.



Lens

The lens is how Adobe sees the world, and how we invite users, entrepreneurs, and creators in. We use the lens to express diversity, in people and content, but the way we use it is singular and consistent.

Introducing the lens

The lens acts as a unique and unifying brand device for Adobe. The content that is found inside of the lens can be expressive and flexible since it is anchored by the consistency of the lens itself. When the lens is applied to an image or environment, it represents viewing the world through Adobe’s point of view.

The lens is not appropriate for all images or all types of communication. We primarily use the lens to showcase content in broad-based messaging, such as marketing campaigns or employee stories.

In most cases, imagery will be supplied with the lens in place. The lens should not be added to other images without consulting brand@adobe.com.

Lens = unifying brand device

Inside the lens = expressive, flexible, fun



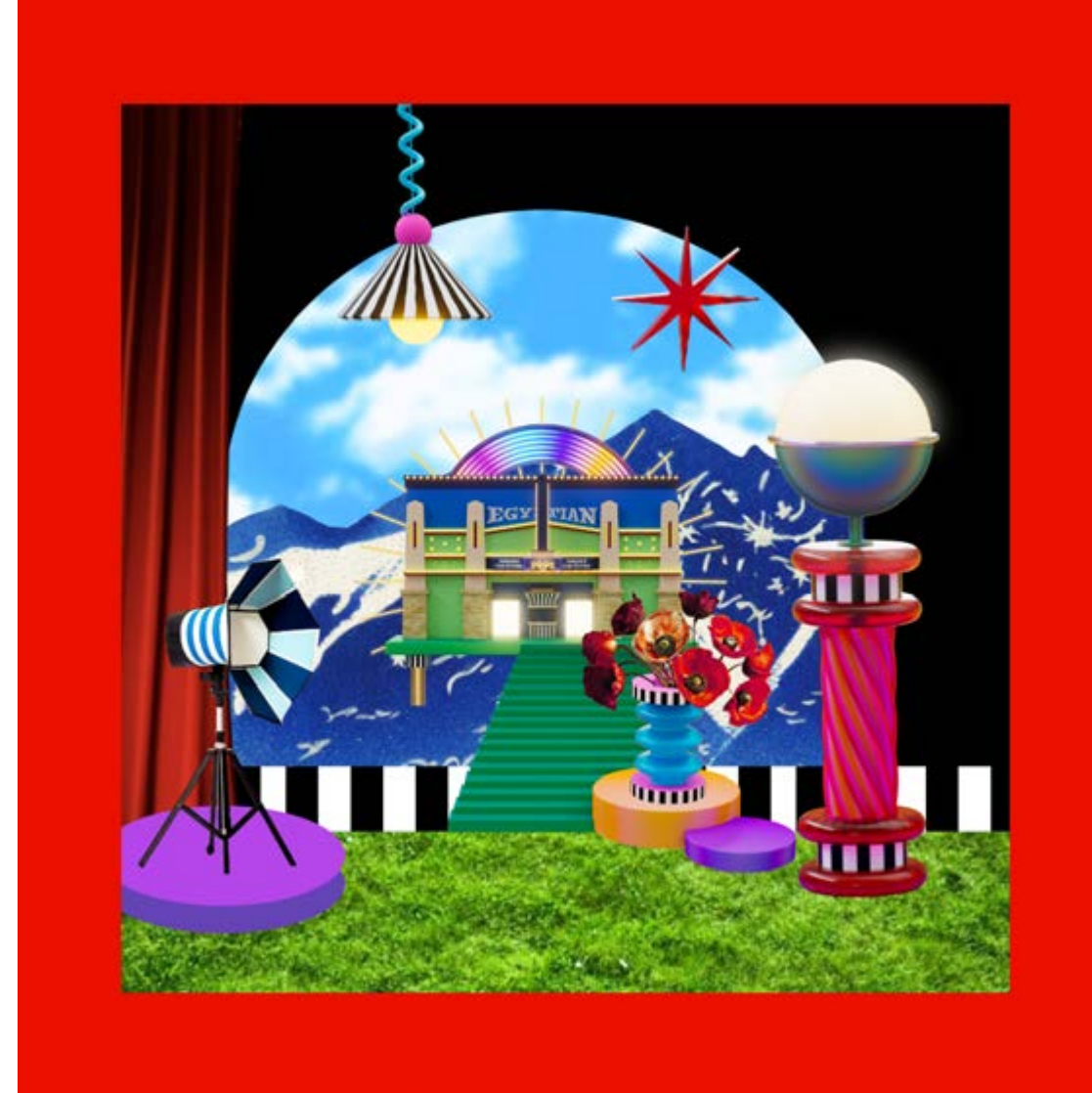
Roles and states

To accommodate a variety of content, the lens can take on a few roles: Feature, Transform, or Focus.

In addition, the lens can take on three compositional states: Frame, Extended Frame, or Stage.

You'll see the lens applied to artist illustration or photography, as well as customer and employee portraits. The lens interacts with the artwork to give a sense of dynamism and integration.

Feature



Transform



Focus



Frame



Extended frame



Stage



Events

Brand expression is essential for driving registration, attendance, and engagement at our marquee events, whether our audience participates in person, virtually, or both.

Events

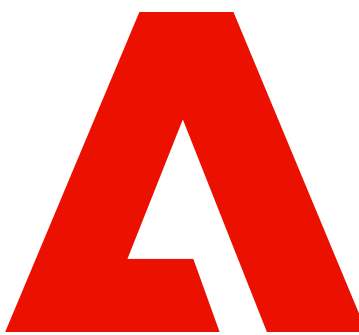
Lockups and secondary marks

We’ve introduced an evolution to the lockups for our marquee customer events. The new lockups create a stronger connection between the MAX and Summit events and the Adobe brand.

Note that only these marquee events have their own lockups and secondary marks. Materials for other events should include the name of the event separate from the Adobe wordmark, and the icon should not be inserted into any other words in place of the letter “a.”

Please do not create your own event lockups or marks.

Brand marks



Event lockup

This version brings the wordmark and event name into one. Note that the icon is only present once in this lockup, within “Adobe.”



Secondary mark

Approved only for limited use and when the Adobe wordmark is also present. Always displayed in a large size so that its boldness takes over the layout.



Events

Regional customer events

For regional MAX and Summit events, append the city or country name to the MAX and Summit lockup or secondary mark using the guidance shown here.

Adobe MAX City/Country

Adobe MAX
City/Country

MAX City/Country

Adobe Summit City/Country

Adobe Summit
City/Country

Summit City/Country

Adobe MAX Japan

Adobe MAX
Japan

MAX Japan

Adobe Summit London

Adobe Summit
London

Summit London

Events

Naming and imagery

All Adobe events, large and small, should help to build our brand. If you're working on an event other than MAX or Summit, it's important to reach out to the Brand team early in the process to discuss the name of the event and the typographic treatment of the name.

Images used to promote your event should follow the guidelines in the [Imagery](#) section.

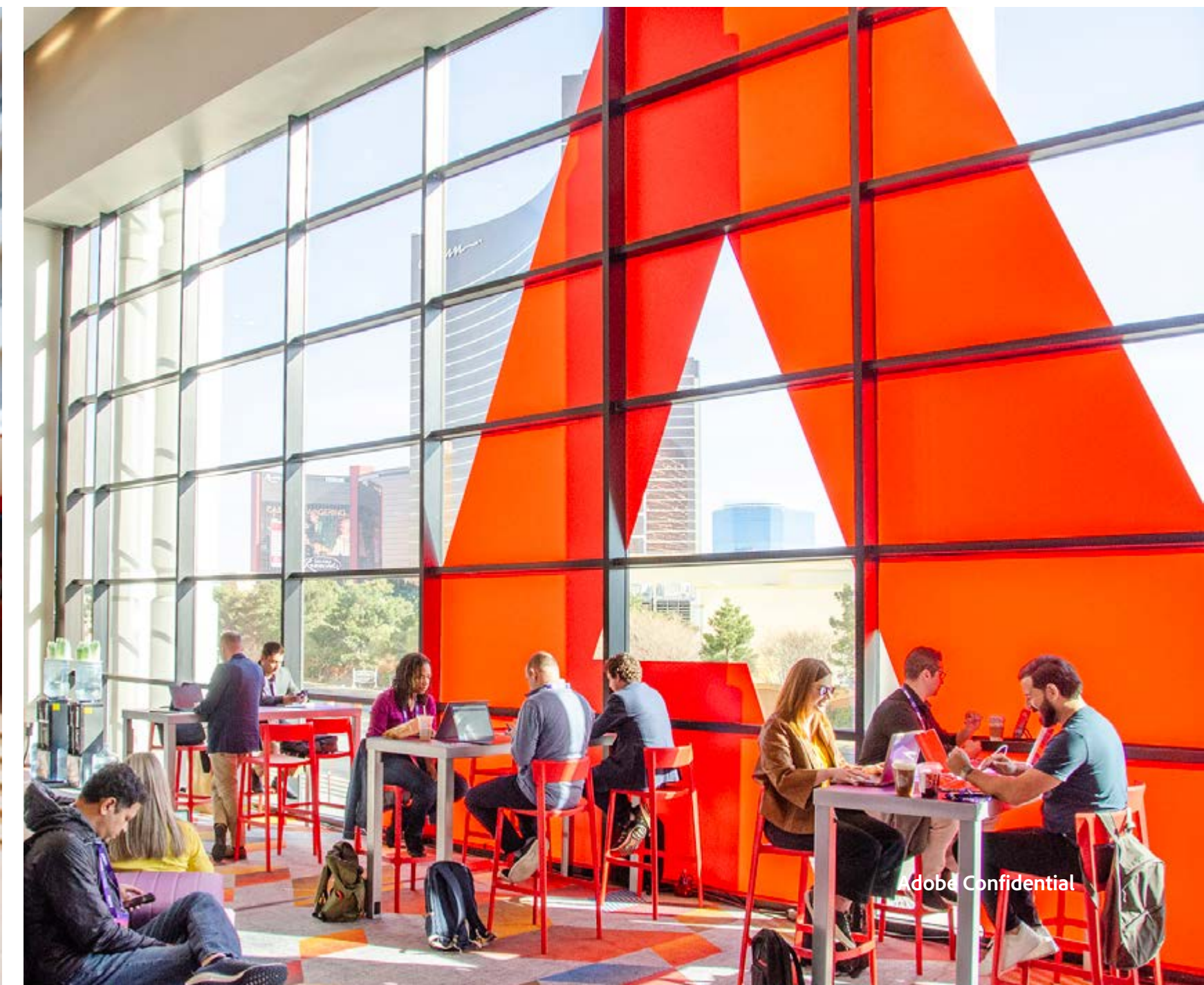
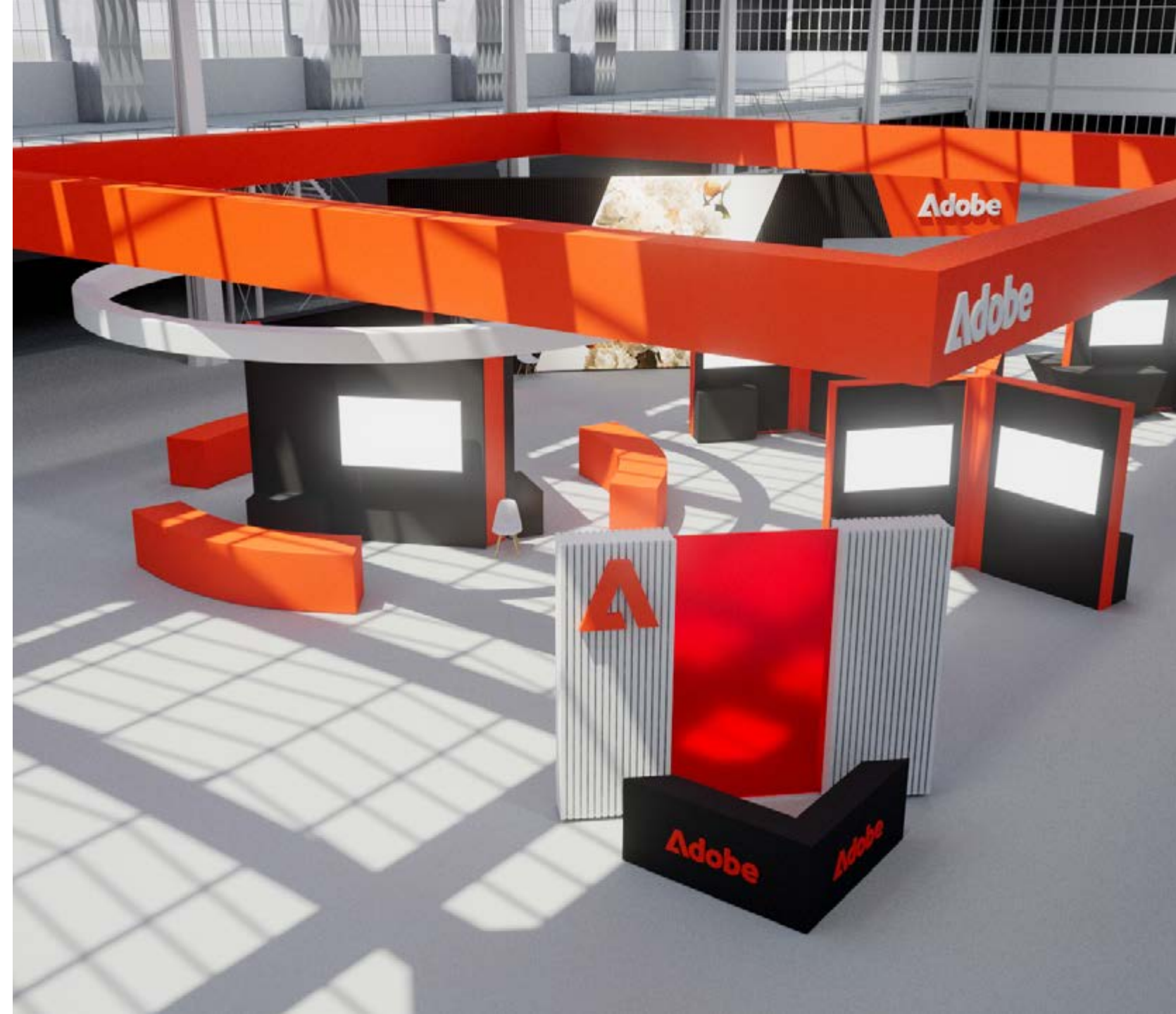
For questions or to schedule a vendor briefing, please contact brand@adobe.com.



Events

Look and feel

All event branding, regardless of location or subject matter, should be consistent and lead with our core color palette of red, white, and black. The Adobe brand should be prominent and bold. Materials should feel premium, but comfortable.



Branded gear

Applying our brand to items that we sell or give away can enhance our image and strengthen our connection to current and prospective customers, and among employees.

Branded gear

Adobe collection

Creativity is always in style. Items we develop and design for the Adobe Store and elsewhere should accurately reflect our brand in spirit and design.

Shop the [Adobe Store](#) for yourself, or when you need gifts for employees, customers, event giveaways, and more. You'll find a curated collection of fresh, fun gear that's already been designed and tested to ensure it meets our brand standards for design and quality.

Note that some of the graphics used in the Adobe Store are custom designs intended only for Adobe Store gear, and are not available to be used in other communications.

Producing custom gear

If you can't find what you need in the Adobe Store, visit [Brand Center](#) for detailed guidelines about our approach to branded items, and contact info for our preferred vendors. All custom gear should be reviewed with brand@adobe.com before being finalized for production.



Templates

Templates are available to help streamline the creation of business documents and marketing materials. These resources provide consistency when communicating with external and internal audiences.

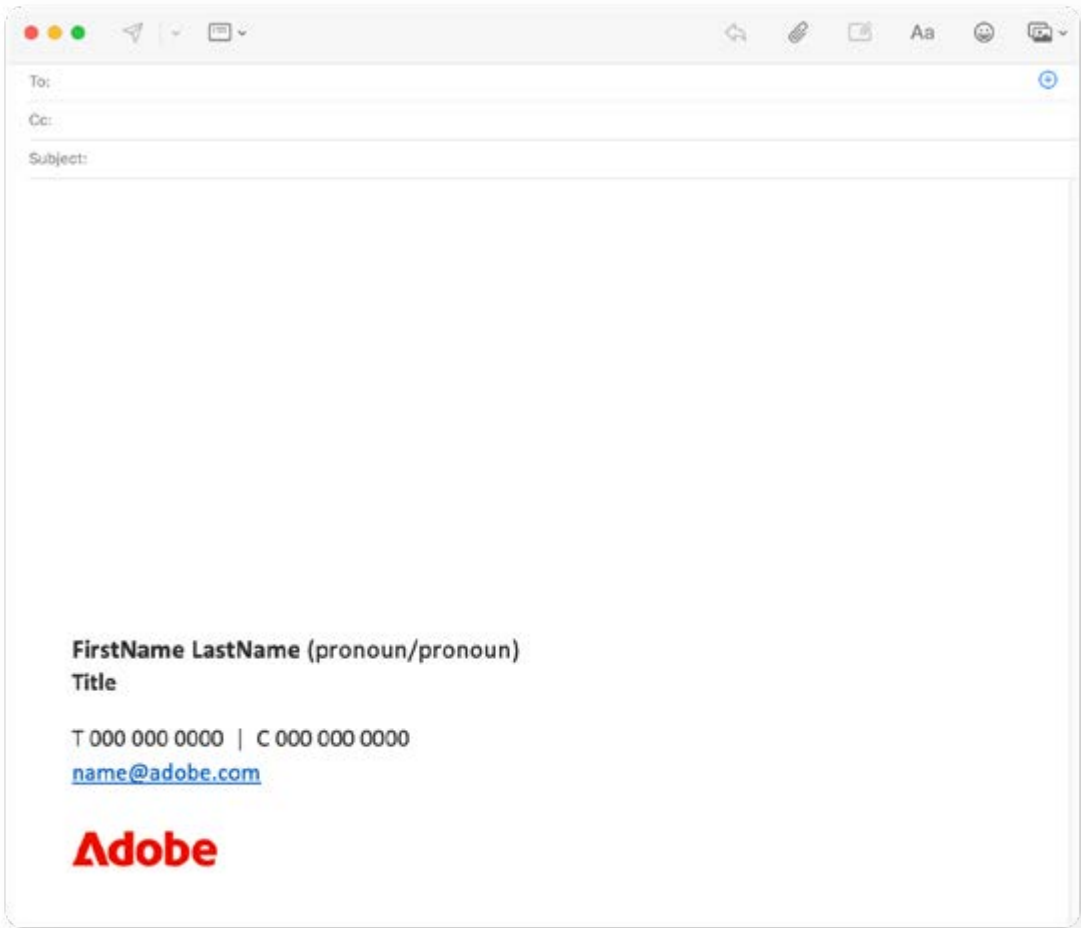
Templates

Business documents

A variety of templates, including PowerPoint, Keynote, and Adobe Express, are available for both internal and external presentations, and other materials.

Be sure you have the latest Adobe Clean fonts installed before using the templates.

The templates and Adobe Clean are available from [Brand Center](#).



Title: Adobe Clean Black, 65pt. Title should be no longer than four lines.

Subtitle: Adobe Clean Regular, 24pt

Adobe

Title: Adobe Clean Black, 110pt. Title should be no longer than three lines.

Subtitle: Adobe Clean Regular, 36pt

Adobe

Adobe **2023 France Gender Equality Index Leadership Heads-up**

Body text is always set in 10pt Adobe Clean Regular. Line spacing throughout should be the Multiple setting at 1.15.

It's a good idea to begin with the purpose of your letter to let the recipient know right away why you are writing. To give your message room to breathe, keep paragraphs brief and skip one line between paragraphs. Please do not adjust the margins. It's okay if your letter goes beyond one page. This template includes a second-page layout (without the Adobe logo) to accommodate longer text.

Headings are always set in 11pt Adobe Clean Bold
Headings help organize your message into manageable sections and let the reader know what to expect.

- Try to avoid bullets in your communications. When they are necessary, use the bullet formatting in Microsoft Word

With so many demands for our attention these days, using simple, concise language in our business communications is best. Adding colors to text, underlining, and italicizing tends to distract and should be avoided.

Use an appropriate closing for your letter, such as Sincerely or Best regards, followed by your full name on the next line. If you are printing your letter, leave room for your signature. One more recommendation: always run the Spelling and Grammar check in Microsoft Word to catch any errors before you print or send your letter.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Aliquam nulla facilisi cras fermentum. Vitae semper quis lectus nulla. Ipsum dolor sit amet consectetur adipiscing elit pellentesque habitant. Suspendit adipiscing bibendum est ultricies integer quis. Adipiscing commodo elit at imperdiet dui accumsan. Aenean vel elit scelerisque mauris pellentesque. Varius duis at consectetur lorem donec massa sapien faucibus et. Dictumst quisque sagittis purus sit amet volutpat consequat. Porttitor massa id neque aliquam vestibulum morbi. Mattis rhoncus urna neque viverra justo nec. Dictum at tempor commodo ullamcorper a lacus vestibulum sed. Ultricies mi eget mauris pharetra et ultrices. Hac habitasse platea dictumst vestibulum rhoncus est pellentesque elit. Diam quam nulla porttitor massa.

Section title, Adobe Clean Bold, 21pt
Page title, Adobe Clean Black, 70pt

- Lead paragraph. Adobe Clean Regular, 32pt. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vitae tempor urna, quis mattis sem. Curabitur nibh risus, iaculis eget sapien rutrum, suscipit feugiat nibh.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 - Fusce blandit dictum mi, mattis varius enim tincidunt posuere.
 - Quisque commodo et justo sit amet ultricies.
 - Suspendisse tincidunt elementum nisl, non commodo ante interdum.
 - Morbi accumsan lobortis dictum etiam maximus, ligula quis semper.
 - Nulla sed nulla pellentesque dolor dictum facilisis.
 - Sed nec imperdiet ligula proin a commodo quam at tortor.
 - Pellentesque blandit enim eros, nec commodo quam aliquet ac.

Templates

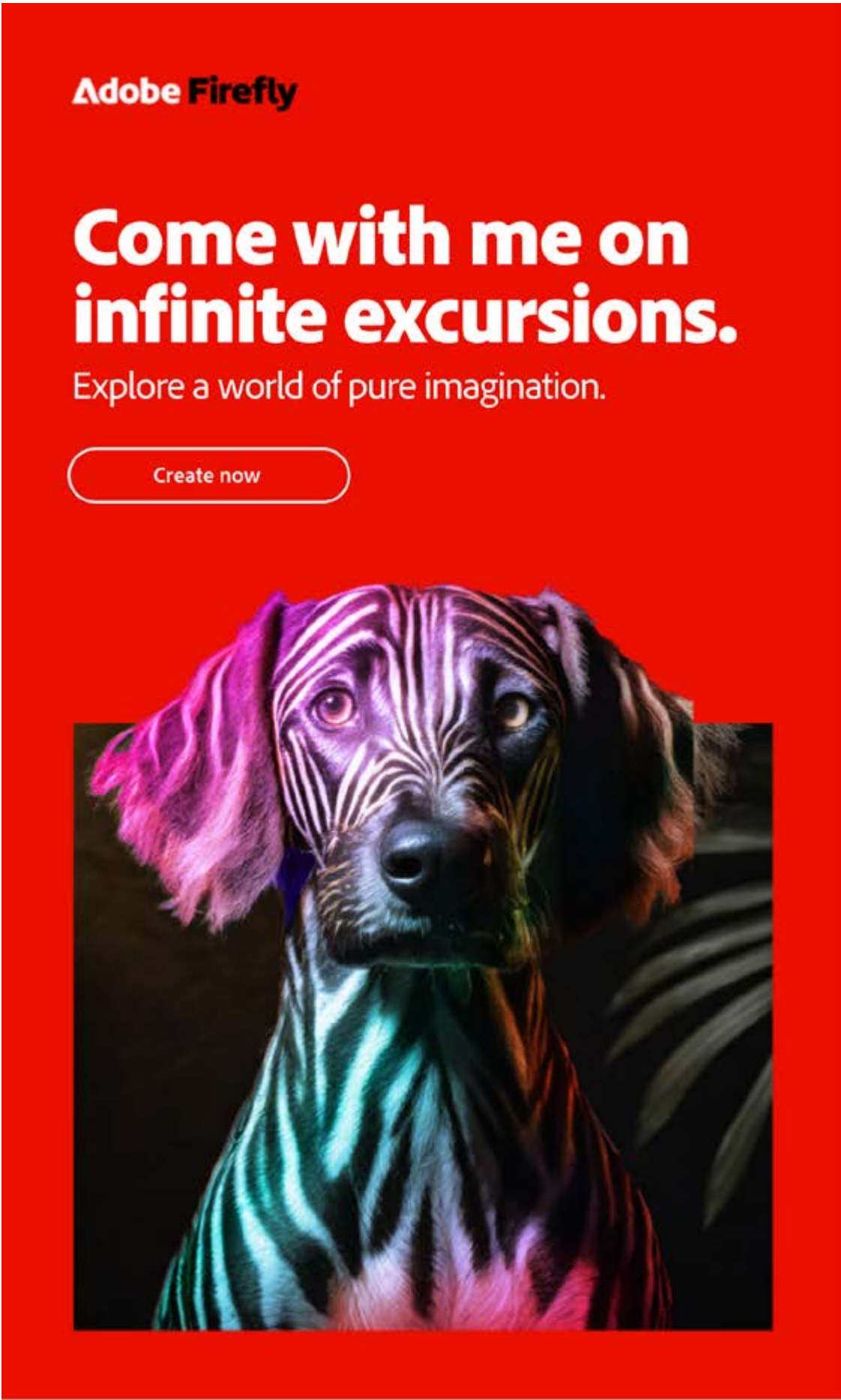
Email, display, and paid social

To ensure compelling marketing, we've created a system that delivers strong, cohesive branding across email, display, and paid social channels.

These types of communications are created by Adobe Studio or approved agencies. Templates for these materials are available at red.adobe.com. To access the site, use Single Sign-On (SSO) authentication with your Adobe email address.

If you have questions about these marketing elements, please contact red@adobe.com.

Emails arrive in our audiences' inboxes and must deliver information worthy of their attention.



Display ads show up in various placements as audiences browse the web and need to be compelling enough to drive a click.



Paid social ads reach audiences on their social media feeds and, whether static or video, must make an impression in less than 2 seconds.

Brand voice

People relate to brands that mirror the human characteristics they value the most. Across all of our businesses and communications, we speak in an approachable voice that reflects the people behind our products. It's human, not corporate. Our writing should sound genuine, confident, and compelling.

Brand voice

Brand personality

Above all else, the Adobe voice is conversational—people talking to people—no matter the product or the audience. Corporate speak is not who we are. Our voice is encouraging and smart with a touch of the unexpected. It's approachable and genuine. Casual and cool. It reflects who we are as a company: human, inspiring, progressive, and creative. Keep these words in the back of your mind when you're writing and for more guidance, check out the [Writing Guide](#).

	Human	Inspiring	Progressive	Creative
Do this	Speak in a conversational tone Be thoughtful and supportive Feel approachable Be honest and sincere Be inclusive	Strike an emotional chord Be compelling Feel energetic and dynamic Encourage action Be optimistic	Be forward-thinking Speak with conviction Feel cutting edge Be culturally relevant Be innovative	Be original Feel fresh and modern Be open-minded and curious Demonstrate uniqueness Be clever and unexpected
Not this	Use buzzwords or technical jargon Be overly formal in our delivery Be overly sentimental or corny	Be ambiguous or vague Be arrogant or aggressive Be elitist	Be mundane or traditional Be antagonistic Be political	Be overly literal or tactical Emulate others or chase trends Be derivative

Brand voice

Brand tone

If our voice is our personality, then our tone is the way we express that personality. Tone changes based on who you're writing for and what you're writing about. If you're writing for a pro film director, your tone will obviously be different than if you're writing for a student. Sometimes you'll craft a straightforward offer and other times you'll get more playful for a paid social ad. Below are some typical tone variations in our writing. For more guidance, check out the [Writing Guide](#).

Encouraging (perfect for tutorials)	Confident (great for talking peer to peer)	Enthusiastic (talking about new features)	Aspirational (works for profiling a creator)	Playful (ideal for social)
What will you dream up today with Firefly? Edit videos that are uniquely you.	Creativity is everywhere. Now Photoshop is too. Generative AI. This changes everything.	We can't wait to show you what's next. See what new can do.	Five million followers. One big dream. The future is yours to imagine	Use your words, please. Draw. Paint. Smile.

Brand voice

Generative AI

How we talk about the advantages of AI in the creative process should be based on one overarching premise: Creativity is a human trait. While AI promises real gains in productivity, it doesn't supplant the creative spark or the aesthetic judgment of the individual using it.

Here are some key considerations for concepting and writing about our AI offerings:

- Don't personify AI as a creative force or a problem-solver; it is a means to an end where the user is the focus.
- Describe AI as a tool that enhances efficiency, productivity, iteration, and ease. Any statements about creativity or results should shift to the human element.
- Highlight safeguards: Whether it's content credentials, metadata, adherence to copyright protections, a "commercially safe" designation, or any form of creative attribution, Adobe must differentiate ourselves from competitors in our efforts to acknowledge sources and establish best practices.
- Never speak about AI as a replacement for a creative occupation—it isn't an editor, a photographer, or a designer.

Do this

Imagine what you can do with AI.

With AI tools, creativity has never been easier or faster.

Finish your photoshoot in a flash.

Every creative journey starts with you. Make the trip easier with AI.

Not this

The magic of AI.

Experience the power of creativity, transforming your ideas into art.

Skip the photoshoot.

Create entire scenes from scratch.

Editorial and legal

Company name

For everyday use globally

Adobe

Refer to ‘Adobe’ in email signatures, voicemail greetings, marketing, event signage, copyright line, trademark attribution, business cards, social accounts, sponsorships, etc. Emails should be from, or signed off by, Adobe or “The team at Adobe.”

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.

Note: 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.

Product names

When using Adobe product names, always refer to the corresponding brand guide for detailed information about how to refer to each product.

First mentions of a product should always be the full name as listed in the guide with “Adobe” (e.g., Adobe Photoshop). Guidance for subsequent mentions may vary as listed in the product guides.

Unless specifically noted, we do not abbreviate product names or use acronyms to refer to our products.

Visit [Brand Center](#) for Adobe Creative Cloud, Document Cloud, and Experience Cloud guidelines.

Localization

Product names

Product names should not be localized.

This includes cloud and platform names—Adobe Creative Cloud, Adobe Document Cloud, Adobe Experience Cloud, Adobe Experience Platform—and individual products such as Adobe Photoshop, Adobe Acrobat Sign, or Adobe Experience Manager.

Plan names

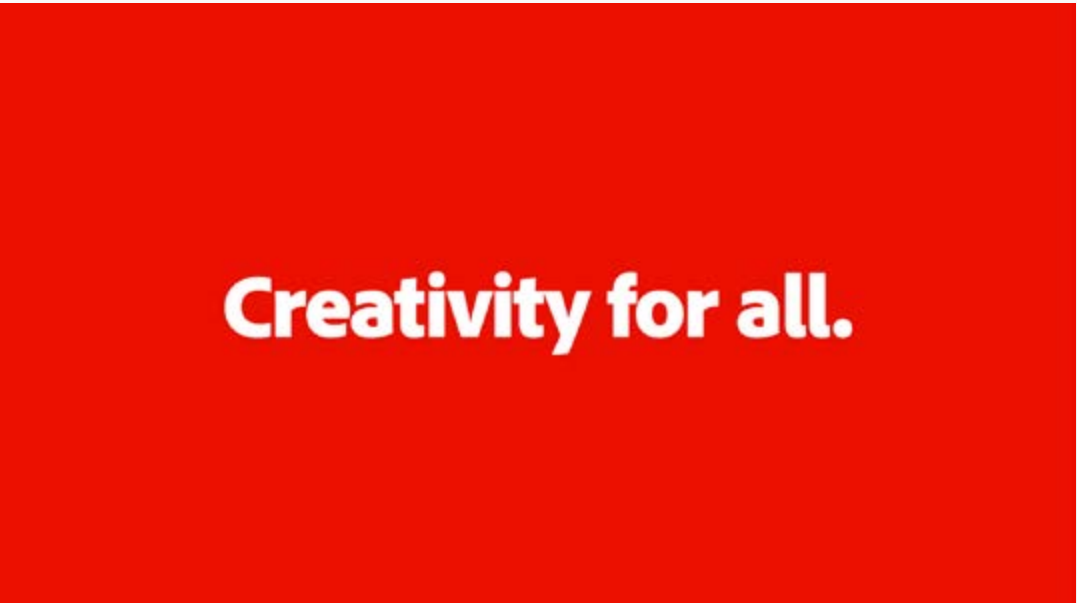
Plan names, such as “photography plan,” may be localized, unless otherwise noted in specific product guidelines.

Services

Treatment of services varies; refer to the corresponding product guide for details.

Features

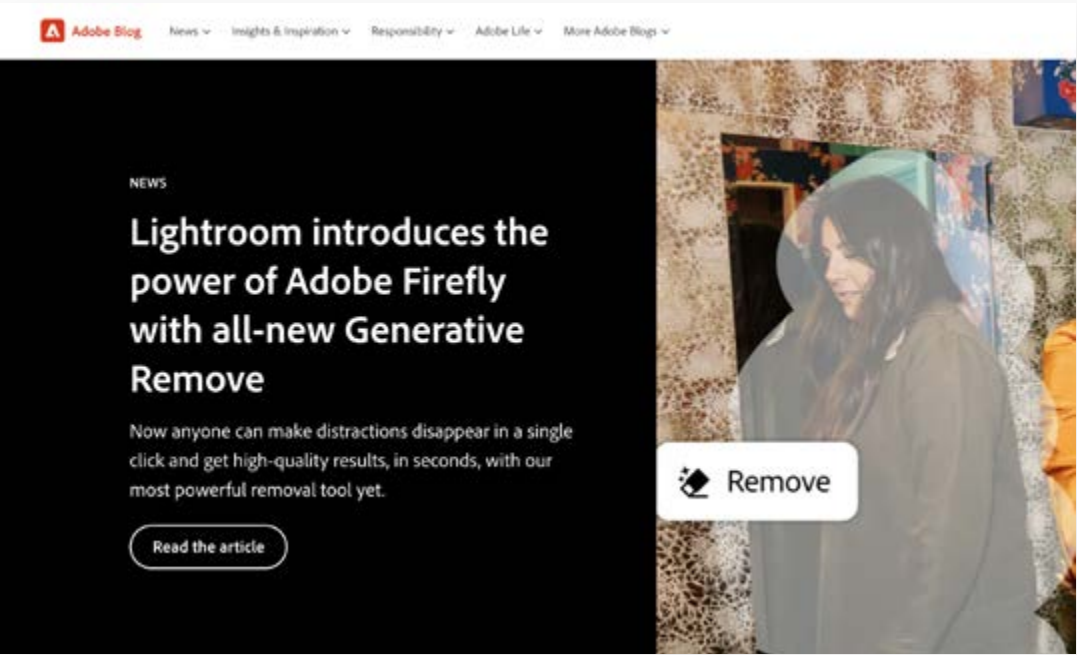
Feature names may be localized, unless otherwise noted in specific product guidelines.



When using a tagline or campaign line as part of our brand identity, or as a branded identity asset, it **should not** be localized.

For example, when we use a treated lockup, or in high-profile communications such as:

- Advertising campaigns
- Video end cards
- Email footers



When we use a tagline or campaign line written into copy to reinforce the message, it **may be** localized. Localization should be done with the goal of communicating the intended meaning to the local audience, rather than translating word for word.

For example:

- Adobe.com web pages
- Local marketing

Copyright notice and attribution

Protection of our trademarks is a priority for the company. You must include a copyright notice and standard trademark attribution statement for any Adobe trademarks referenced in a specific communication. It may appear in small, but still legible print—typically with other legal lines at the end of a document, footer of an email, or copyright page of a book.

If applicable, a statement should also be included for any trademarks of other companies where such notice is contractually required, or you should use the standard disclaimer trademark attribution statement (“All other trademarks are the property of their respective owners.”)

We do not use ™ or ® trademark icons (or “bugs”) with Adobe trademarks, including product names and all logos (including the Adobe corporate logo and wordmark).

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](#)
- [External Database](#)

For more information on copyright notices and attribution statements, and for details regarding attribution of third-party trademarks, visit the [Adobe Legal 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 © icon.

Global trademark attribution statement

Adobe, [“Adobe (Stylized)”, if Adobe wordmark is used],
[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

© 2025 Adobe. All rights reserved.
Adobe, Adobe (Stylized), Creative Cloud, and Photoshop
are either registered trademarks or trademarks of
Adobe in the United States and/or other countries.

More information

Brand review

Each use of Adobe assets must be sent for brand review before being finalized.

Please send a PDF, screenshot, or link showing the proposed use of Adobe assets to brand@adobe.com. Please allow for a 5-business day turnaround.

Additional guides

Adobe brand guidelines and additional product guides can be found on [Brand Center](#).

Questions

Brand

brand@adobe.com

Marketing Hub

marketinghub@adobe.com

Finding assets

Assets detailed in this document are available for download from [Marketing Hub](#).

Accessing assets on Marketing Hub

Links to download our assets will direct you to our asset management system, Marketing Hub. Please note that you will need to log in to access Marketing Hub.

Adobe employees

To log in, please use your Adobe email address, and then choose “Company or school account.”

Vendors

You will need to request access your first time logging in.

Questions or issues logging in:

marketinghub@adobe.com

© 2025 Adobe. All rights reserved. Adobe, Adobe (Stylized), the Adobe icon, the Adobe logo, Acrobat, Acrobat Reader, Adobe Aero, Adobe Audition, Adobe Document Cloud, Adobe Experience Cloud, the Adobe Experience Cloud logo, the Adobe Experience Platform logo, Adobe Express, the Adobe Express logo, Adobe Firefly, Adobe Fresco, the Adobe PDF logo, Adobe Premiere, Adobe Premiere Rush, Adobe Substance 3D, After Effects, Behance, Creative Cloud, the Creative Cloud logo, Document Cloud, Dreamweaver, Frame.io, Illustrator, InCopy, InDesign, Lightroom, Marketo, Photoshop, the Photoshop logo, Premiere Rush, Reader, and Workfront are either registered trademarks or trademarks of Adobe in the United States and/or other countries. All other trademarks are the property of their respective owners.

Adobe