Adobe Creative Cloud Developer Brand Guidelines

May 3, 2023

Contents

Introduction

These Adobe Brand Guidelines are a reference for developers that build experiences for desktop, mobile, and web using Adobe APIs and 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 Terms of Use, 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 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 *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.

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.

Use your branded look & feel

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.

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 and referring to 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 abbreviation "CC" for Creative Cloud with your product name to associate it with Adobe products.

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

Incorrect:	[Your name] Adobe InDesign plugin
Correct:	[Your name] plugin for Adobe InDesign
Incorrect:	[Your name] Photoshop Action
Correct:	[Your name] Actions for Adobe Photoshop
Incorrect:	[Your name] Lightroom Presets
Correct:	[Your name] Presets for Adobe Photoshop Lightroom Classic
Correct:	[Your name] integration with Adobe Creative Cloud Libraries
Incorrect:	[Your name] CC

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.

Domain names

You may create a dedicated product landing page, but the domain name may not include any Adobe trademark or product name, in whole or in part, an abbreviation of an Adobe trademark or product name, or any word or design confusingly similar to an Adobe trademark or product name.

Incorrect:	www.[Your Company name]andAdobeXD.com
Correct:	www.[Your Company name].com/PluginforXD

Editorial guidelines

Editorial overview

- Refer to the company as "Adobe." 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 naming guidance on pages 8-9 of this document.

- **Adobe product names should not be abbreviated, such as AI for Illustrator. See pages 8 and 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 After Effects	After Effects	Adobe, After Effects	After Effects is two words.
Adobe Animate	Animate	Adobe	
Adobe Audition	Audition	Adobe, Adobe Audition	
Adobe Bridge	Bridge	Adobe	
Adobe Creative Cloud	Creative Cloud	Adobe, Creative Cloud	
Adobe Creative Cloud Libraries	Creative Cloud Libraries, Libraries	Adobe, Creative Cloud	Do not shorten to CC Libraries. Ok to translate "Libraries."
Adobe Dreamweaver	Dreamweaver	Adobe, Dreamweaver	The "w" in Dreamweaver is lowercase.
Adobe Illustrator	Illustrator	Adobe, Illustrator	
Adobe InDesign	InDesign	Adobe, InDesign	The "D" in InDesign is capitalized.
Adobe Photoshop	Photoshop	Adobe, Photoshop	The "s" in Photoshop is lowercase.
Adobe Photoshop Lightroom Classic	Photoshop Lightroom Classic, Lightroom Classic	Adobe, Lightroom, Photoshop	The SDK is for Lightroom Classic, not Lightroom. To avoid confusion, never shorten to Lightroom.
Adobe Premiere Pro	Premiere Pro	Adobe, Adobe Premiere	Attribution is "Adobe Premiere" not "Premiere." Note there is an "e" at the end of Premiere.
Adobe XD	Adobe XD, XD	Adobe	Both letters in "XD" are uppercase. Don't spell out "XD" as "Experience Design."

Acronyms & abbreviations

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.

Never use "CC" as an abbreviation for Adobe Creative Cloud.

For example:

Don't use	Use
~~CC~~	Adobe Creative Cloud
~~AI~~	Adobe Illustrator
~~PS~~	Adobe Photoshop

Company name & legal lines

Everyday name: Globally

Adobe

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

Legal entities

Only used when legally required. Check with your Adobe contact.

Never

- ~~Adobe Incorporated~~
- ~~Adobe Systems~~
- ~~Adobe Systems, Inc.~~
- ~~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, or the legal information page of a website.

Global trademark attribution statement

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

Example

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

Using Adobe brand assets in marketing

Asset overview

The Adobe Developer 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: *www.adobe.com/legal/permissions.html*.

This section outlines proper use 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 Terms of Use and any additional, applicable license agreement between you and Adobe.

Access these assets from the *Adobe Brand Assets Download Page.*

"Designed for Adobe [product]" badges

The "Designed for Adobe [product]" badges are for use in marketing your app that has been validated and approved by Adobe, and so long as your use meets terms and conditions published by Adobe.

For example:

Ps Designed for
Adobe Photoshop

"Designed for Adobe Creative Cloud" badge

The "Designed for Adobe Creative Cloud" badge may be used for approved plugins or integrations that work with two or more Adobe Creative Cloud applications, or for standalone apps that integrate Creative Cloud services or APIs.

Designed for
Adobe Creative Cloud

"Designed for" badges

The "Designed for Adobe [product]" badges are for use in marketing materials only for plugins, extensions, or integrations that have been reviewed and approved by Adobe. Your use of the badge must meet terms and conditions published by Adobe. For example:

Designed for
Ps Adobe Photoshop

The "Designed for Adobe Creative Cloud" badge may be used for approved plugins or integrations that work with **two or more Adobe Creative Cloud applications**, or for standalone apps that integrate Creative Cloud services or APIs.

Designed for
Adobe Creative Cloud

In order to use a "Designed for…" badge, you must submit your plugin, extension, or integration for "marketplace" approval to ensure it works according to your description, proper use of Adobe brand assets in UI, and other criteria are met for approval. If your plugin or integration meets the relevant review guidelines, you will receive an approval message from Adobe. If you need to make any changes, you must complete the changes before you receive approval.

- Submit your plugins and integrations for marketplace approval:
    - On the *Adobe Developer Console* for Unified Extensibility Platform (UXP) plugins and Creative Cloud Libraries integrations
    - On *Adobe Developer Distribution*

- You must resubmit for marketplace approval when you update your plugin (including extensions) or integration.

- Any failure to comply with these guidelines may result in revocation of your license to use the badge.

Usage

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

- The badge must be secondary to your brand in size and/or placement. It should not be the primary or lead element on your page. It often works best in a sign off position.

- The badge should be used in context to the approved plugin, extension, or integration, not the developer company.

- The badges can be used to indicate product compatibility but cannot misrepresent a third-party integrations ownership or a third-party's relationship with Adobe.

- The badge may **not** be used on or in the UI of your plugin, extension or integration.

- The badge must be used in full; do not separate the elements to use independently, or remove the phrase "Designed for."

- Don't modify or add effects to the badges.

- Always follow the clear space and minimum size guidance on *Specifications for usage.*

Specifications for use

Clear space

When placing in layouts, always maintain enough space around the badges that is clear of other graphics and typography to ensure visibility.

The minimum clear space requirement for all "Designed for" badges is equal to the height of the product logo in the badge.

x		x
Ps Designed for **Adobe Photoshop**		
x		x

Minimum height

Minimum heights are provided to ensure legibility. Never use the badges smaller than these sizes.

Minimum height for the "Designed for" badges is based on the height of the product logo in the badge.

Ps Designed for **Adobe Photoshop**

Print   0.25"
Digital   18px

Color

The "Designed for" badges are available in two variations for use on dark or light backgrounds to ensure legibility. Do not recolor it in any other way. The product logo in the badge should not be recolored.

Ps Designed for **Adobe Photoshop**

Ps Designed for **Adobe Photoshop**

Visual examples

Your brand and message should lead with the "Designed for" badge in a secondary or sign-off position.

Social post:
[Your name] for
Adobe Photoshop

Ps Designed for
Adobe Photoshop

Your
Brand

[Your name] for Adobe Photoshop

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate

Ps Designed for
Adobe Photoshop

For illustrative purposes only.

Your Brand

[Your name] for Adobe Photoshop

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Ps Designed for
Adobe Photoshop

Headline

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate

Screenshot

Your legal footer

Assets not included

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

You are not authorized under the terms outlined in this guide to use the Adobe corporate logo or any other Adobe logo, icon, font, image or other Adobe content not shown in these Guidelines, including but not limited to:

- The Adobe corporate logo

- Adobe's corporate font

- Adobe product logos

- Adobe campaign or product imagery

Using Adobe brand assets in your UI

Overview

The assets in this section are for use ONLY in your app UI.

You may not use these assets on your website or in your marketing materials.

The guidelines in this section are a reference solely for developers of standalone apps (mobile, web, or desktop) that integrate Creative Cloud service and/or storage APIs into those applications. It is not for developers of plugins 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 service or storage APIs in your application.

You may not use these brand assets on your website or in any marketing materials for your application.

Your use of these branding assets 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 letters for the icons.

All use of the Adobe brand assets outlined in this section for use in UI must be reviewed by submitting your plugin, extension, or integration for "marketplace" approval as outlined on page 29. Any changes to your use of these assets should be resubmitted.

Adobe Creative Cloud 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 Creative Cloud logo ONLY in your application for the following functions:

- As a button that initiates an action with Creative Cloud, such as signing in or saving to Creative Cloud.

- To indicate that a file is stored in Creative Cloud.

You should always refer to Creative Cloud by its full name, e.g. "save to Adobe Creative Cloud." 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 gradient tile. If needed, it can be used off tile to match your particular UI color.

Adobe Creative Cloud
sign-in button

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:

- **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.

- **Creative Cloud Libraries access**
  When users are signed in to Creative Cloud they can easily access and/or save Creative Cloud Library elements from anywhere, even outside your app.

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 with Adobe ID" or "Sign in" paired with the Creative Cloud logo.

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

 Sign in with Adobe ID   Sign in

Adobe Photoshop Lightroom Classic 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 product logo as a button to indicate connecting to or opening a photo from your Adobe Photoshop Lightroom Classic library.

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

The Lightroom Classic product logo is comprised of the letters "LrC" set on a tile. You may not separate these elements or use "LrC" by itself, without the tile, 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 colors #31A8FF and # 001E36.

Adobe XD 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 XD product logo as a button to indicate connecting to or opening an XD file.

The Adobe XD product logo is comprised of the letters "Xd" set on a tile. You may not separate these elements or use "Xd" by itself, without the tile, 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 Adobe XD colors, use hex colors #470137 and # FF61F6.

Adobe product file icons

These assets are for use ONLY in your app UI.

You may not use these assets on your website or in your marketing materials without additional written permission from Adobe.

Use Adobe product file icons to:

- Open an associated file type from Adobe Creative Cloud

- Save an associated file type to Adobe Creative Cloud

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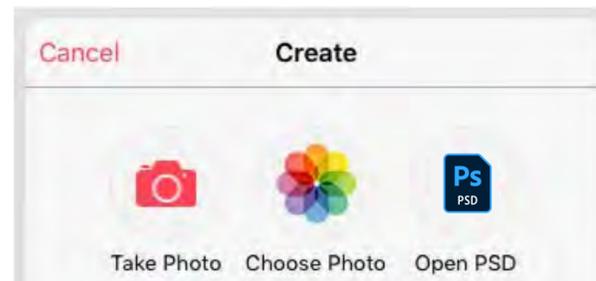
Text references

When indicating opening a file, use the terms below with the associated file icon:

- Adobe Photoshop file, Adobe Illustrator file, Adobe InDesign file, Adobe XD file

- PSD, AI, INDD, XD

When indicating saving a file, use:

- Save an Adobe Photoshop file, Save an Adobe Illustrator file, Save an Adobe InDesign file, Save an Adobe XD file

- Save a PSD, Save an AI, Save an INDD, Save an XD

Don't use:

- Save to Photoshop, Save to Illustrator, Save to InDesign, Save to XD

- Save to Ps or PSD, Save to Ai or AI, Save to Id or INDD
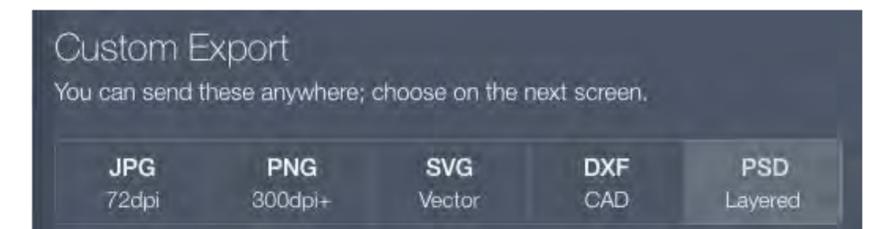
Social media

Avoiding confusion in social media

Need help?

creativecloudsocialmedia@adobe.com

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.

Using Adobe imagery

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

"Designed for" badges

You may use the "Designed for" badges to communicate that your offering integrates with an Adobe product. It may be used as part of your background image, but not as your profile image.
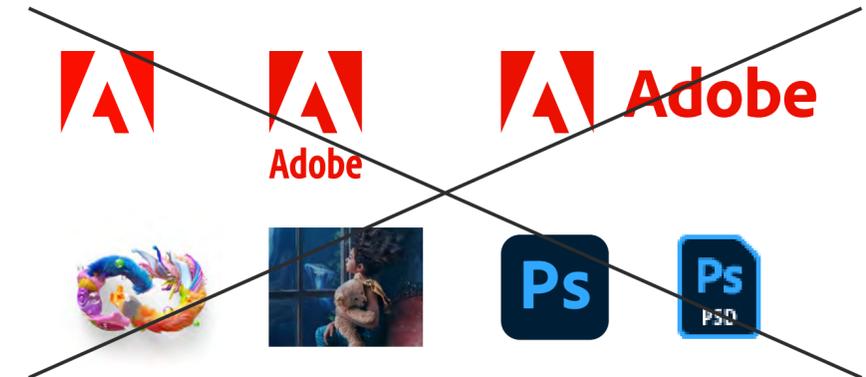

Unlicensed assets

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 in your social content, including product logos or identity, campaign imagery or any other artwork that you may see on Adobe.com.

Imagery examples

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 a community page that did just that, compared to Adobe accounts.

Community user group page

Official Adobe pages

Background image:

Create your own unique image.

Profile image:

Create your own unique profile image. Do not use any Adobe imagery, loogs, or icons in your profile image.
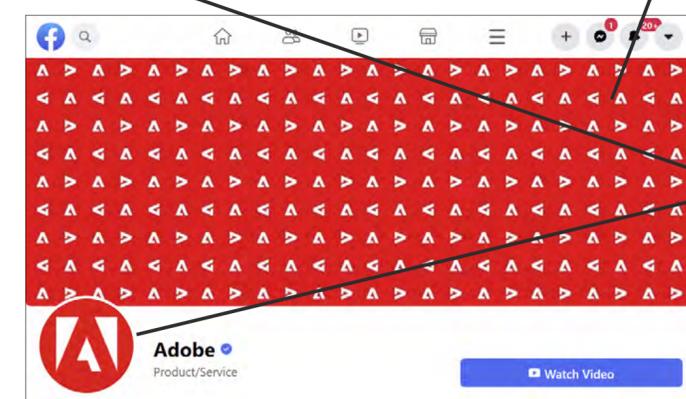
Background image:

Only Adobe accounts may use product or campaign imagery as the background image.

Profile image:

Only Adobe accounts may use official product icons or logos for the profile image.

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.

1 Authentic	2 Engaged	3 Responsible	4 Respectful
Always be transparent. Be up front about who you are. Stick with what you know or want to be known for.	Listen. Share. Respond. Every good conversation starts with listening.	Use good judgement. Express yourself but be smart. Protect your brand, Adobe's brand, and customer information.	Recognize a negative conversation as an opportunity to learn. Don't defame the competition.

DO

- Disclose: Use your company or organization name and relationship with Adobe.

- 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.

DON'T

- Reply directly to negative comments related to the Adobe brand or products from your handles. If you see this type of conversation on your channels, notify the Creative Cloud social media team immediately.

- 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.

For more information

Download assets

Access these assets from the *Adobe Brand Assets Download Page*.

Plugin or integration review

In order to use the assets shown in this guide, you must submit your plugin, extension, or integration for "marketplace" approval to ensure it works according to your description, proper use of Adobe brand assets in UI, and other criteria are met for approval. If your plugin or integration meets the relevant review guidelines, you will receive an approval message from Adobe. If you need to make any changes, you must complete the changes before you receive approval.

- Submit your plugins and integrations for marketplace approval:

  - On the *Adobe Developer Console* for Unified Extensibility Platform (UXP) plugins and Creative Cloud Libraries integrations

  - On *Adobe Developer Distribution*

- You must resubmit for marketplace approval when you update your plugin (including extensions) or integration.

- Any failure to comply with these guidelines may result in revocation of your license to use the badge.

Brand review

Use of the "Designed for" badges does not require brand review so long as it follows the requirements and guidelines outlined in this document. Any additional use, or use of other Adobe assets, requires separate permission and review.

All use of Adobe brand assets in your UI must be reviewed by submitting your plugin, extension, or integration for "marketplace" approval. Any changes to your use of Adobe assets in your UI should be resubmitted.

More information or questions

- **Brand**: *brand@adobe.com*

- **Developer marketing**: *CCDeveloperMarketing@adobe.com*

- **Public relations**: *ccpr@adobe.com*

- **Social media**: *creativecloudsocialmedia@adobe.com*