# Adobe Express Developer Program brand guidelines

September 20, 2023

# Contents

# Introduction

These guidelines have been created as a reference for developers that are integrating the Adobe Express Add-on SDK or the Adobe Express Embed SDK, as a reference for the assets available for your use.

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 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.

## Brand review

Each use of Adobe brand assets in marketing or in UI 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 10-business day turnaround.

# 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, or could be confused for, a communication coming from Adobe.

- Use your company's layout templates, not Adobe's.

- Lead with your company's brand/logo.

  - Any Adobe asset used should be one element within your communication, secondary to your own brand.

  - The Adobe logo should not be used.

- Use your company's font, not Adobe Clean.

- Use your company's brand colors, not Adobe's.

## 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.

- **Profile and background image:** This should reflect your own organization's look and feel, using your own unique background and profile images. These should not attempt to look like Adobe images.

- **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 trademark, or that 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.

# 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 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, including but not limited to:

- The Adobe corporate logo
- Adobe's corporate font
- Adobe product logos
- Adobe campaign or product imagery

Please refer to the company's general Usage Guidelines for Adobe trademarks, images, product icons and logos at: *www.adobe.com/legal/permissions.html.*

# Editorial guidelines

# SDK name & integration editorial overview

| 1st & most prominent use | Secondary uses | Trademark attribution | Notes |
|---|---|---|---|
| Adobe Express Add-on SDK | Adobe Express Add-on SDK<br><br>Add-on SDK<br><br>Generic references such as:<br>• the SDK | Adobe, Adobe Express | **Do not use abbreviations or other variations, such as:**<br><br>~~Express Add-on SDK~~ or ~~Express Embed SDK~~<br><br>~~Express SDK~~<br><br>~~Adobe Add-on SDK~~ or ~~Adobe Embed SDK~~<br><br>~~Adobe SDK~~ |
| Adobe Express Embed SDK | Adobe Express Embed SDK<br><br>Embed SDK<br><br>Generic references such as:<br>• the SDK | Adobe, Adobe Express | ~~AEAOSDK~~ or ~~AXAOSDK~~ or ~~EAOSDK~~ or ~~XAOSDK~~<br>~~AEESDK~~ or ~~AXESDK~~ or ~~EESDK~~ or ~~XESDK~~ |

## Branding your offering

**Add-ons for Adobe Express**

For developer software that integrates with Adobe Express, we are using the term "**add-on**" which resonates most with our audience. Use "add-on" instead of other terms such as plugin, extension, or integration.

Please refer to *Branding your developer software* for additional guidance.

**Developer software with Adobe Express embedded**

Please refer to *Messaging overview* for additional guidance.

## Editorial notes about relationship or claim messaging

• Avoid terms or phrases that refer to a unique or exclusive relationship with Adobe. Examples include:
  • XYZ is the #1 Adobe Express Developer
  • XYZ is the highest revenue generator
  • 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.

• Do not use unsubstantiated claims like best in class, best of breed, first to market, etc., as Adobe cannot verify these claims.

# Product name & attribution

| 1st & most prominent use | Secondary uses | Trademark attribution | Notes |
|---|---|---|---|
| Adobe Express | Adobe Express | Adobe, Adobe Express | **Do not use abbreviations or other variations, such as:**<br><br>~~Express~~<br><br>~~Creative Cloud~~   ~~Creative Cloud Express~~   or   ~~CC Express~~<br><br>~~AE~~   ~~AX~~   ~~CCE~~   or   ~~CCX~~ |

**Please note:**

When using the Adobe Express logo, lockup, or buttons, it should be attributed as "the Adobe Express logo"

# Company name & legal lines

## Everyday name: Globally

Adobe

## 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, Adobe Express, and the Adobe Express logo are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

# Marketing add-ons for Adobe Express

# 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

For developer software that integrates with Adobe Express, we are using the term "**add-on**" which resonates most with our audience. Use "add-on" instead of other terms such as plugin, extension, or integration.

If your add-on operates with Adobe Express, you **may refer to** Adobe Express only to indicate compatibility using the referential phrase "**for Adobe Express**" as shown below. The Adobe product name should be used in full as outlined in this guide, and shown in the example below.

You **may not include** Adobe Express, 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.

**Correct:**    [Your name] add-on **for** Adobe Express

**Incorrect:**    [Your name] Adobe Express add-on

## 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 Express logo.

**Incorrect**:    Do not use Adobe product logo abbreviations.

**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.

**Correct**:    www.[Your Company name].com/addonforExpress

**Incorrect**:    www.[Your Company name]andAdobeExpress.com

# "Designed for Adobe Express" badge

The "Designed for Adobe Express" badge is for use in marketing materials only for add-ons that have been reviewed and approved by Adobe. Your use of the badge must meet terms and conditions published by Adobe.

In order to use the "Designed for Adobe Express" badge, you must submit your add-on for review and approval to ensure it works according to your description, proper use of Adobe brand assets in UI, and other criteria are met for approval.

*Learn more about the submission and review process*

- You must resubmit for marketplace approval when you update your add-on.

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

# "Designed for" badge: Specifications for use

You may use the "Designed for Adobe Express" badge on a web page and in marketing material in electronic or printed media solely in connection with your validated and approved add-on 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 add-on, not the developer company.

- The badge 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 add-on.

- 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 badge.

## Trademark attribution

When using the "Designed for Adobe Express" badge, attribute: "Adobe, Adobe Express, and the Adobe Express logo."

## Clear space

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

The minimum clear space requirement is equal to the height of the Adobe Express logo in the badge.

## Minimum height

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

Minimum height is based on the height of the Adobe Express logo in the badge.

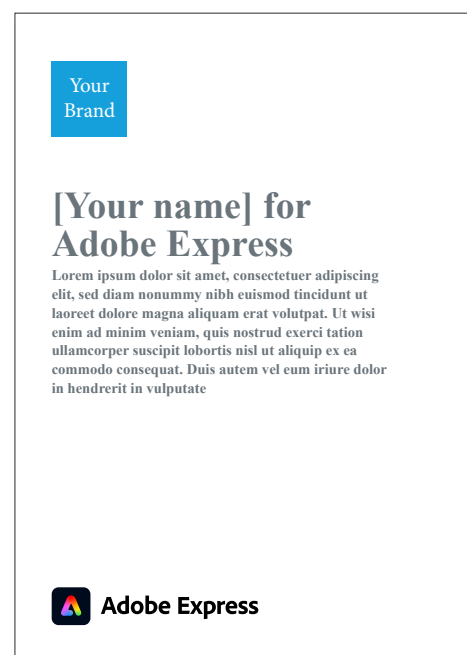Print    0.25"
Digital    18px
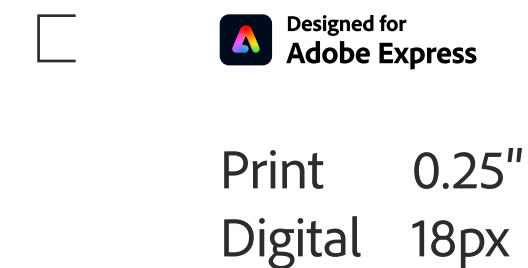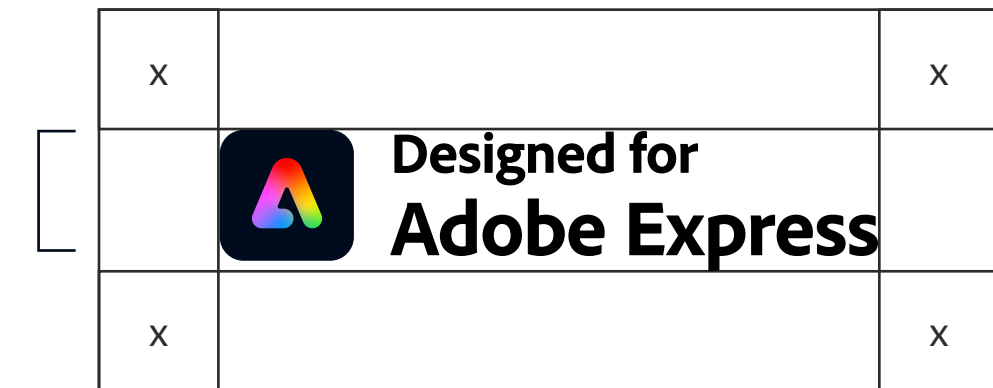
## Color

The badge is available in two variations for use on dark or light backgrounds to ensure legibility. Do not recolor it in any other way.

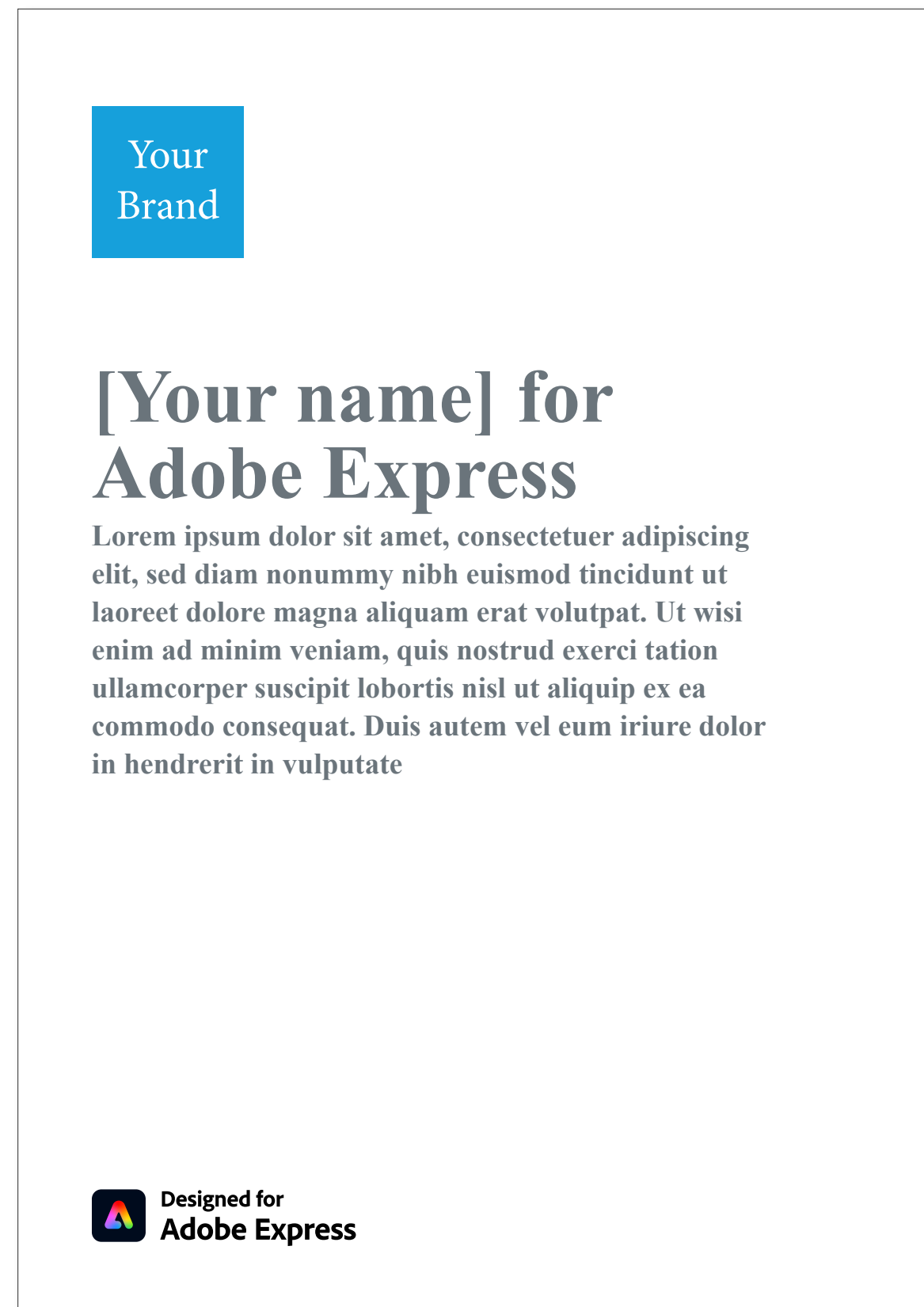The Adobe Express logo should not be recolored.
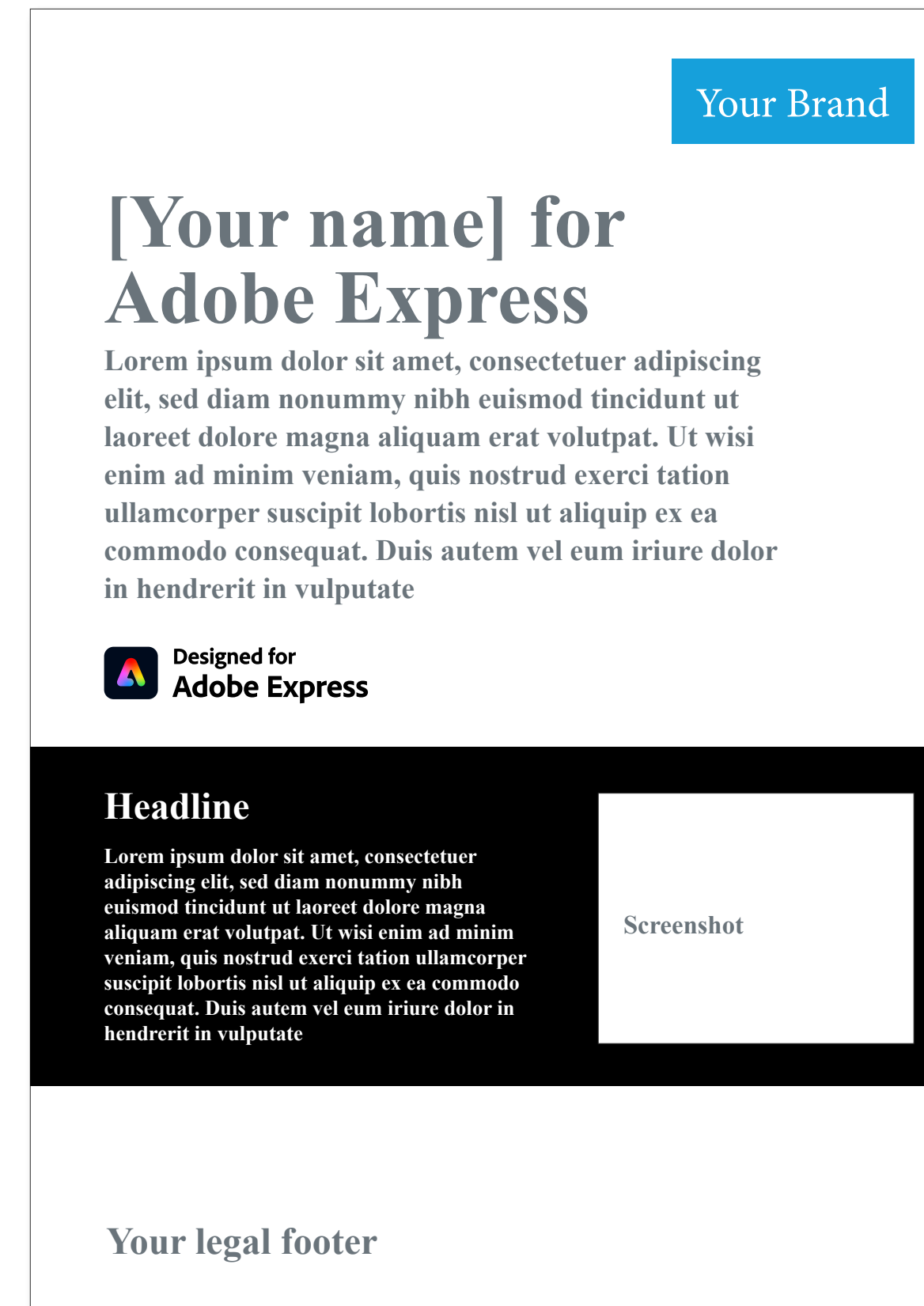
# "Designed for" badge: Placement examples

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

Don't use: the Adobe Express logo, Adobe Express lockup, Adobe logo

For illustrative purposes only.

# Joint product lockups

Joint product lockups may be used in marketing materials only for add-ons that have been reviewed and approved by Adobe, and following these guidelines.

You may lock up your **product** brand with Adobe Express following the format shown here.

Your company brand should not be locked up with the Adobe Express brand.

In order to use a joint product lockup, you must submit your add-on for review and approval to ensure it works according to your description, proper use of Adobe brand assets in UI, and other criteria are met for approval.

*Learn more about the submission and review process*

- You must resubmit for marketplace approval when you update your add-on.

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

The Adobe Express product lockup or logo may be locked up with your product logo separated by "for" or "with" to create a visual representation of the naming format "Your product for/with Adobe Express."
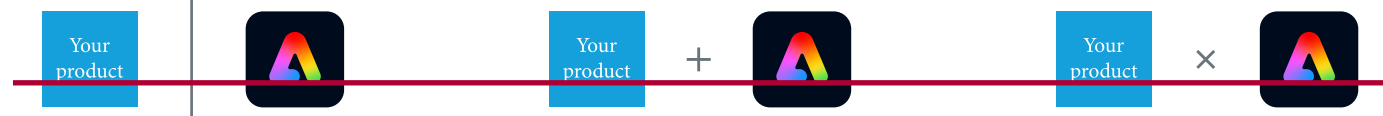
Example with the Adobe Express lockup:



**Your product** for **Adobe Express**



**Your product** with **Adobe Express**

Example with the Adobe Express logo:



Your product for



Your product with

**Usage notes:**

- When using the Adobe Express product logo, the full product name should be used in close proximity for context.

- **Your product lockup/logo should always be in the left position** of the lockup before "for" or "with" followed by the Adobe Express lockup/logo in the right position following "for" or "with"

- The Adobe logo should not be used

- Use your own font or type treatment for "for" or "with"

- Other connectors between the logos, such as a vertical rule, arrows, plus sign, or multiplication symbol should not be used



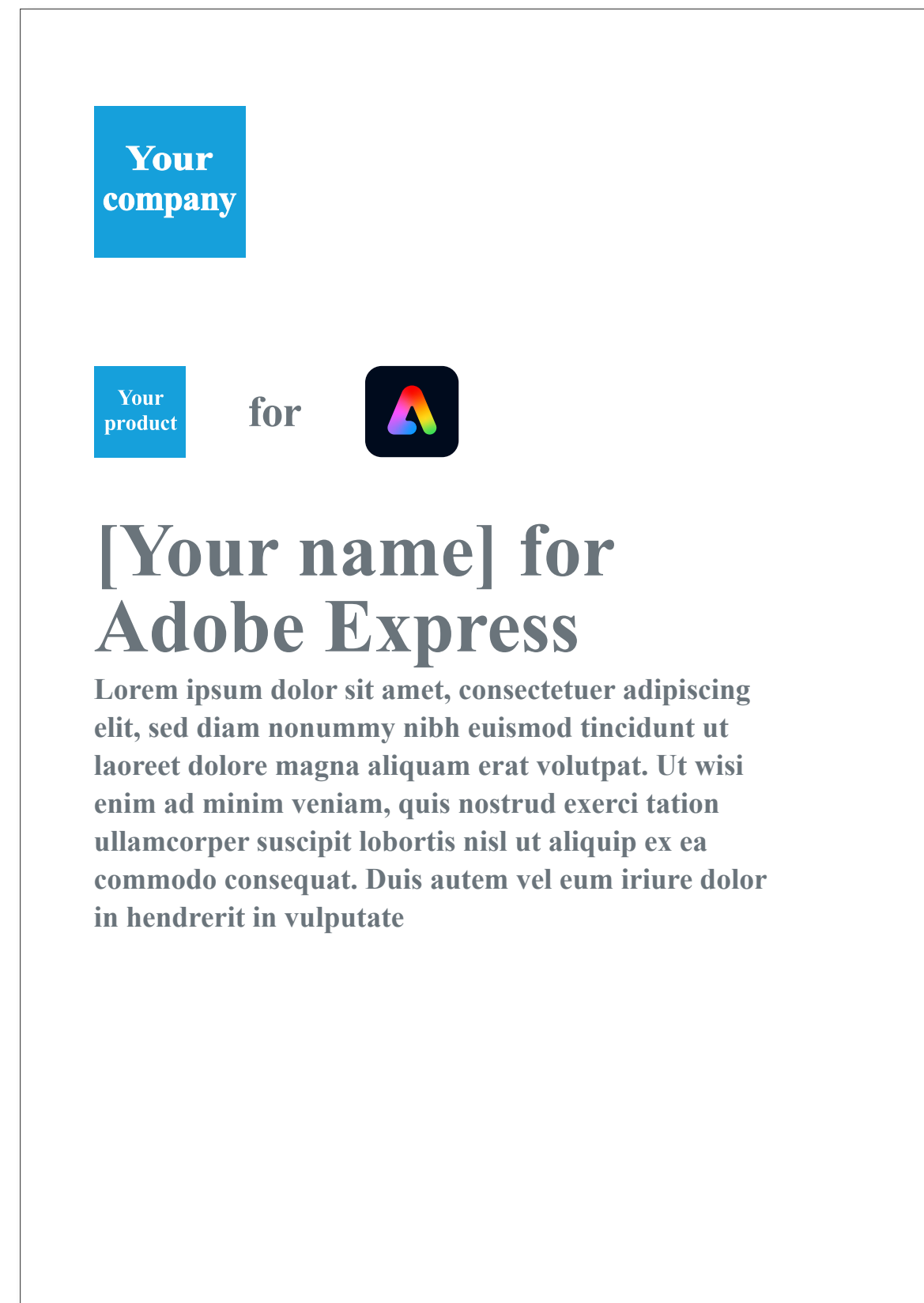- The Adobe Express product lockup or logo **should not be locked up with your corporate logo**.



Your company with

**Trademark attribution**

When using a joint lockup with the Adobe Express lockup or logo, attribute: "Adobe, Adobe Express, and the Adobe Express logo."
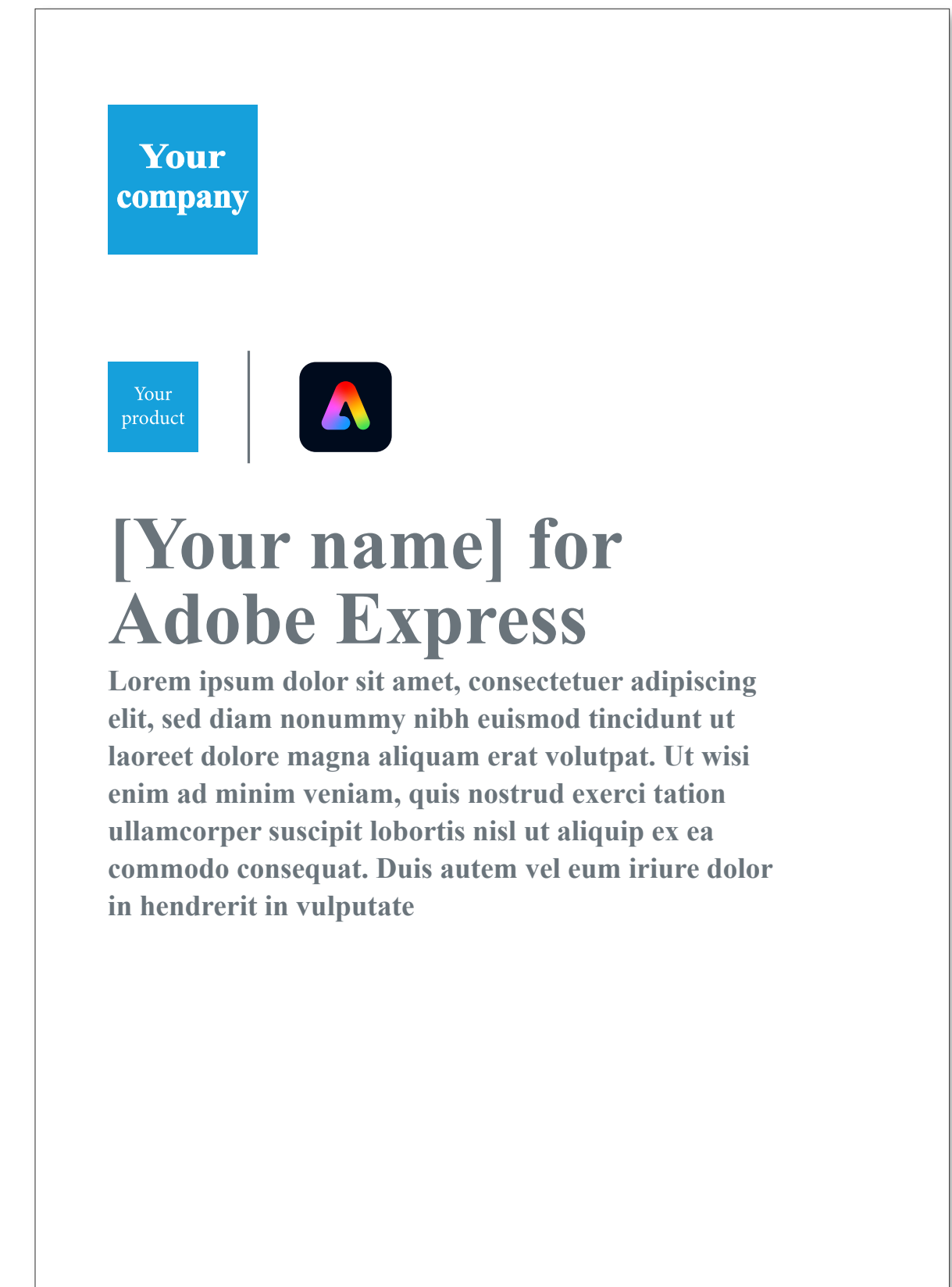
# Joint product lockups: Placement examples

The Adobe Express product lockup or logo may be locked up with your product logo separated by "for" or "with" to create a visual representation of the naming format "Your product for/with Adobe Express."

Your company brand should lead the communication, with the joint product lockup in a secondary or sign-off position.



**Your company**

**Your product** **for** [Adobe logo]

## [Your name] for Adobe Express

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For illustrative purposes only.



**Your company**

**Your product** | [Adobe logo]

## [Your name] for Adobe Express

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Other connectors between the logos, such as a vertical rule, arrows, plus sign, or multiplication symbol should not be used

# Joint product lockups: Specs for Adobe Express logo & lockup

|  | Vertical lockup | Horizontal lockup | Logo |
|---|---|---|---|

## Minimum clear space

When placing in layouts, always maintain enough space around the lockup or logo that is clear of other graphics and typography to ensure visibility.
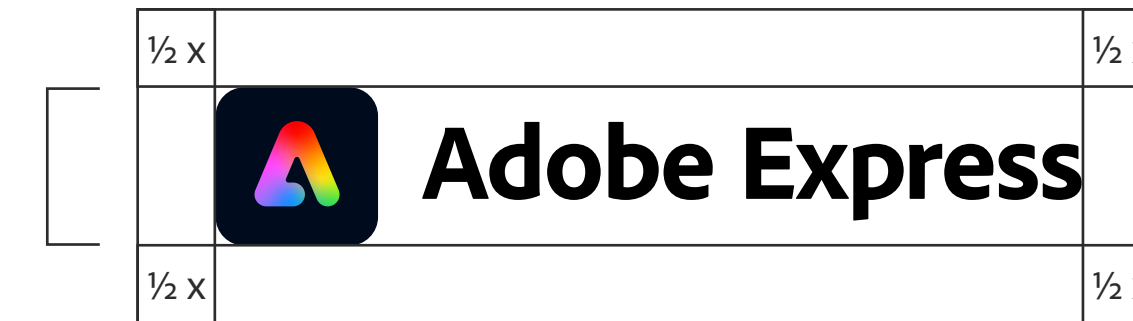
x =
vertical
logo height



## Minimum height

Minimum heights are provided to ensure legibility. Never use the lockup or logo smaller than these sizes.



| Print | 0.5" |
|---|---|
| Digital | 35px |

| Print | 0.25" |
|---|---|
| Digital | 18px |

| Print | 0.25" |
|---|---|
| Digital | 18px |

# Marketing apps with
# Adobe Express embedded

# Messaging overview

Please refer to Adobe's trademark usage guidelines on the company's official website:

*https://www.adobe.com/legal/ permissions/trademarks.html*

### Referring to your product with Adobe Express

When referring to your product with Adobe Express embedded, **you may refer** to Adobe Express to indicate the integration by using the referential phrase "**with Adobe Express**" as shown in the example below. The Adobe product name should be used in full as outlined in this guide, and shown in the example below.

You **may not include** Adobe Express, 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.

| | |
|---|---|
| **Correct:** | [Your product] **with** Adobe Express |
| **Incorrect:** | [Your name] Adobe Express<br>[Your name] and Adobe Express |

### Messaging use of Adobe Express

As applicable to your integration and the communication, use descriptive natural phrases to describe what a user can do.

For example, phrases like these could be used as headlines or messaging copy:

- Design with Adobe Express
- Create with Adobe Express
- Edit with Adobe Express

### Using those messages

Messages like the examples shown here should be treated as copy in your own font and type styles.

| | |
|---|---|
| **Do:** | Treat the message like regular copy<br>Use your own font<br>Use the Adobe Express product name in full |
| **Don't:** | Use Adobe's font<br>Create a badge, logo, or stylized treatment |

# Asset overview

You may use the Adobe Express product lockup or logo in context with messaging that your app includes an integration with the Adobe Express editor.

- When using the product logo, the full product name should be used in close proximity for context. For example, in a headline.

- The product lockup or product logo must be secondary to your brand in size and/or placement.

- The product lockup or logo may be locked up with your product lockup or logo, following the guidance on the following page.

- Adobe product logos may not be used as your icon or logo to represent your product. Do not mimic the style of Adobe product logos to create your own icon or logo.

- The Adobe Express logo may be used to indicate compatibility but cannot misrepresent a third-party integration's ownership or a third-party's relationship with Adobe.

- The product logo must be used in full; do not separate the elements to use the inner shape without the background tile.

**Trademark attribution**

When using the Adobe Express lockup or logo, attribute: "Adobe, Adobe Express, and the Adobe Express logo."



**Adobe Express**



**Adobe Express**

Product lockup



Product logo

# Joint product lockups

Joint product lockups may be used in marketing materials only for integrations that have been reviewed and approved by Adobe, and following these guidelines.

You may lock up your **product** brand with Adobe Express following the format shown here.

Your company brand should not be locked up with the Adobe Express brand.

In order to use a joint product lockup, you must submit your integration for review and approval to ensure it works according to your description, proper use of Adobe brand assets in UI, and other criteria are met for approval.

*Learn more about the submission and review process*

- You must resubmit for marketplace approval when you update your add-on.

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

---

The Adobe Express product lockup or logo may be locked up with your product logo separated by "with" to create a visual representation of the naming format "Your product with Adobe Express."

Example with the Adobe Express lockup:

**Your product**    with    **Adobe Express**

Example with the Adobe Express logo:

**Your product**    with    

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**Usage notes:**

- When using the Adobe Express product logo, the full product name should be used in close proximity for context.

- **Your product lockup/logo should always be in the left position** of the lockup before "with" followed by the Adobe Express lockup/logo in the right position following "with"

- The Adobe logo should not be used

- Use your own font or type treatment for "with"

- Other connectors between the logos, such as a vertical rule, arrows, plus sign, or multiplication symbol should not be used
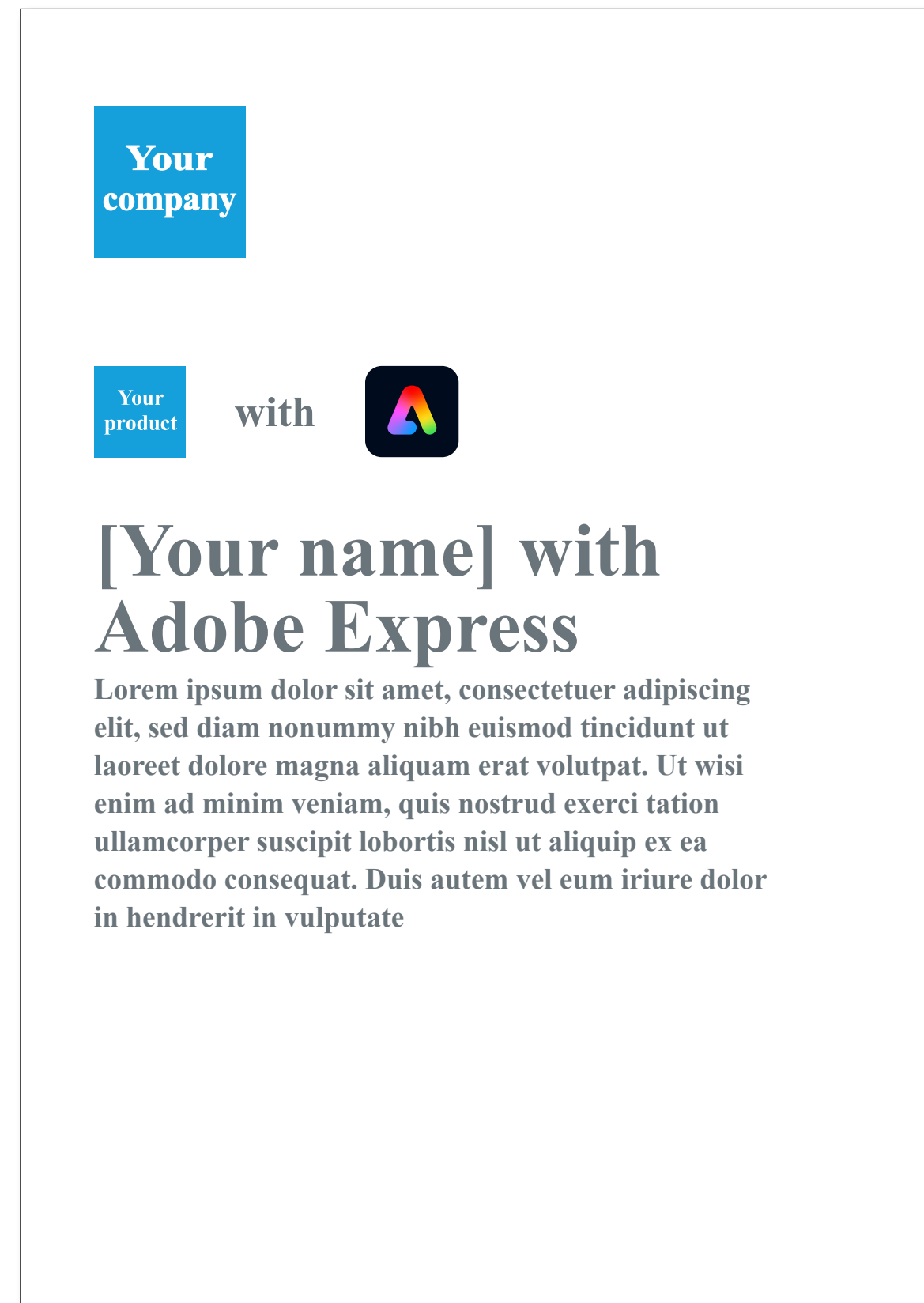


- The Adobe Express product lockup or logo **should not be locked up with your corporate logo**.
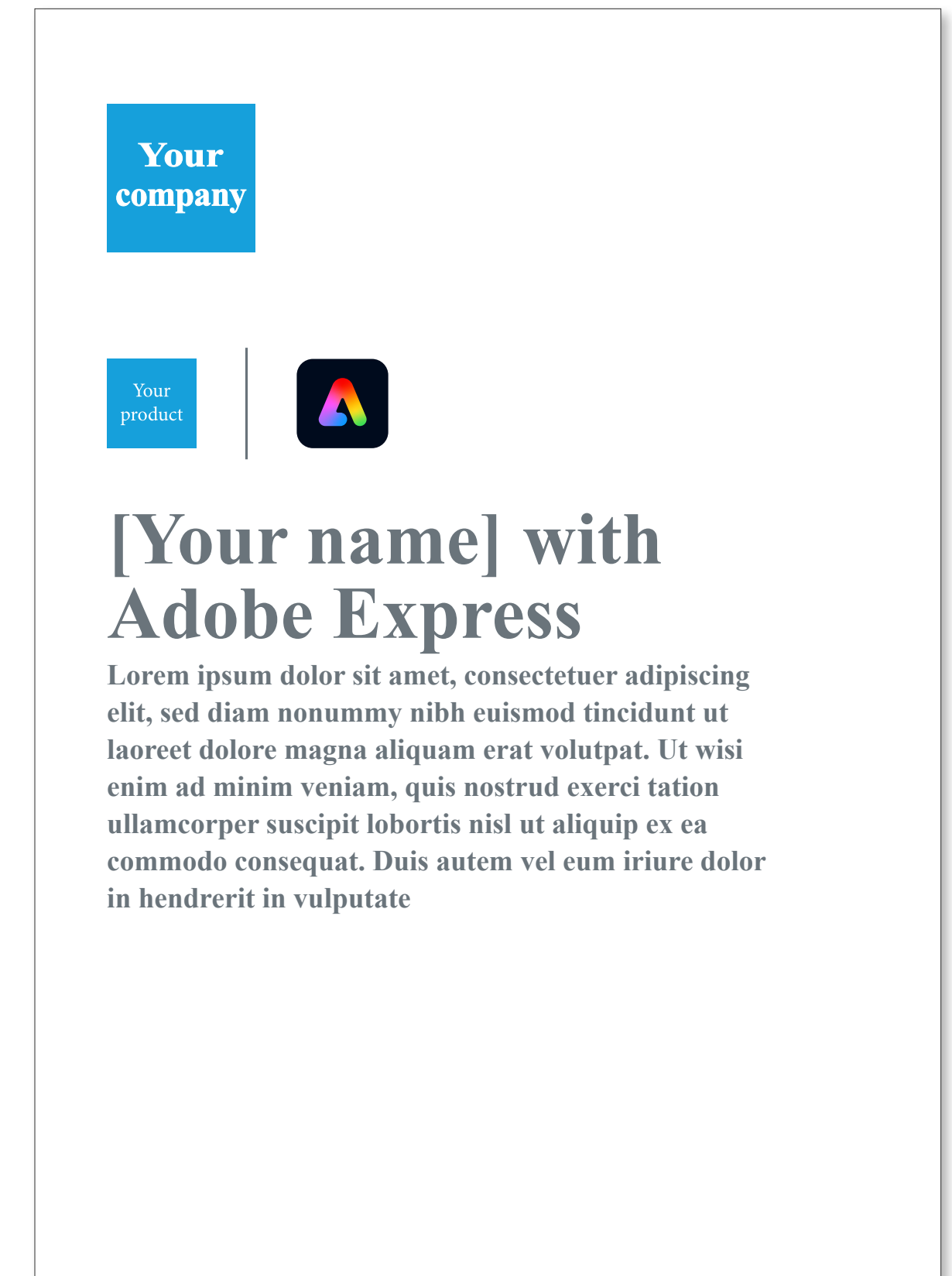
**Your company**    with

# Joint product lockups: Placement examples

The Adobe Express product lockup or logo may be locked up with your product logo separated by "with" to create a visual representation of the naming format "Your product with Adobe Express."

Your company brand should lead the communication, with the joint product lockup in a secondary or sign-off position.

**Your company**

**Your product** with 

## [Your name] with Adobe Express

**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**

For illustrative purposes only.

**Your company**

**Your product** | 

## [Your name] with Adobe Express

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Other connectors between the logos, such as a vertical rule, arrows, plus sign, or multiplication symbol should not be used

# Specs for Adobe Express logo & lockup

|  | Vertical lockup | Horizontal lockup | Logo |
|---|---|---|---|

## Minimum clear space

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

x =
vertical
logo height

## Minimum height

Minimum heights are provided to ensure legibility. Never use the lockup or logo smaller than these sizes.
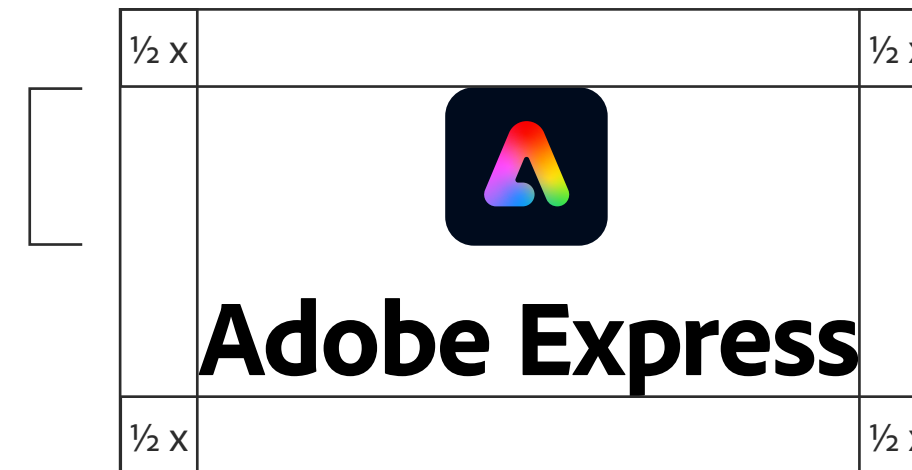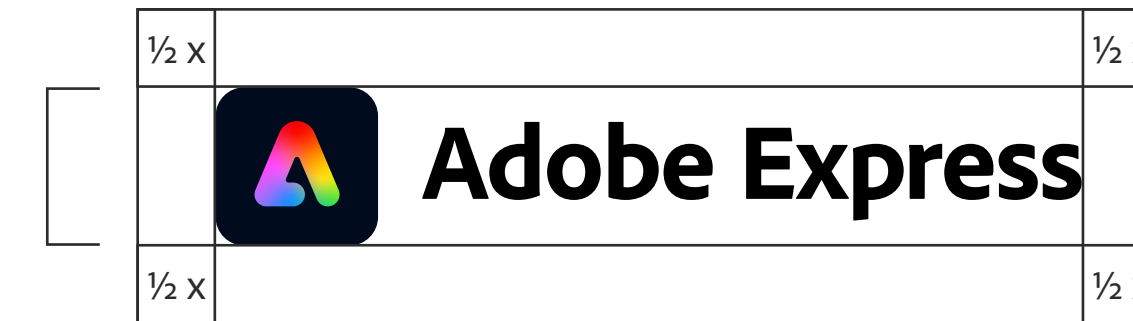
Print    0.5"
Digital    35px

Print    0.25"
Digital    18px

Print    0.25"
Digital    18px

# Using Adobe brand assets in your UI

# Entry points to the Adobe Express editor

These assets are for use ONLY in your app UI.

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

Use the Adobe Express logo on UI elements that lead users to the Adobe Express editor.

How it's integrated, through a button or drop down menu, is flexible based on your UI. For example:

**Button**

**Drop down**
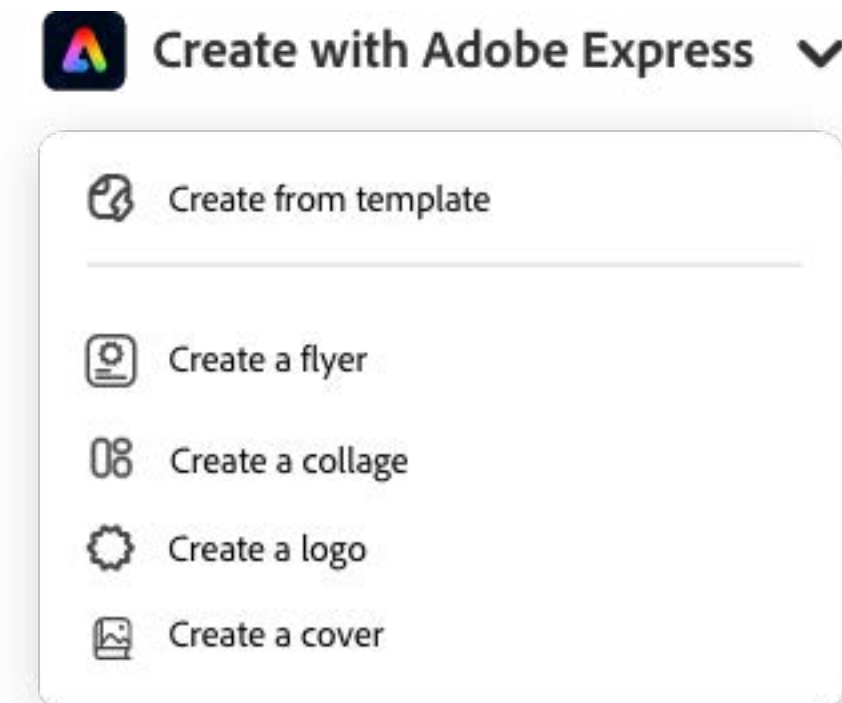
# Button options

## Focused buttons

Focused buttons include one word verbs/actions.
*See configurable label options.*

**Preferred color**



Alternate colors may
be used for best legibility



## Action buttons

Action buttons combine a verb/action with a use case.
*See configurable label options.*
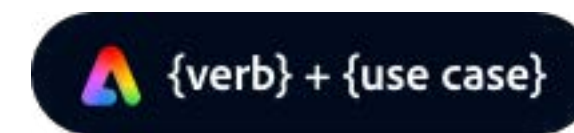
**Preferred color**



Alternate colors may
be used for best legibility
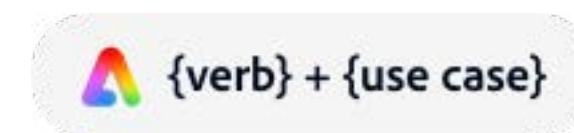


## Hyperlinks

While buttons are preferred, hyperlinks can be used
when a button isn't appropriate for your UI design.

**Preferred color**
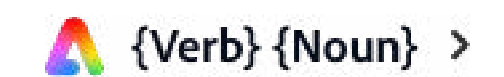


One color hyperlinks may be used if
needed to align with your UI design.

# Button color & size

|  | **Extra large 48px high** | **Large 40px high** | **Medium 32px high** | **Small 24px high** | **Color** |
|---|---|---|---|---|---|
| **Default/preferred** | Create | Create | Create | Create | #000B1D |
| **Light** | Create | Create | Create | Create | #F5F5F5 |
| **Lightest** | Create | Create | Create | Create | #FFFFFF |
| **Spec** | Create | Create | Create | Create | |
|  | 23px rounded corners<br>11px padding above & below text<br>18pt text size | 23px rounded corners<br>10px padding above & below text<br>16pt text size | 23px rounded corners<br>6px padding above & below text<br>14pt text size | 23px rounded corners<br>5px padding above & below text<br>12pt text size | |

# Button configurable labels

Action buttons can be configured with a verb and use case for the applicable workflow.
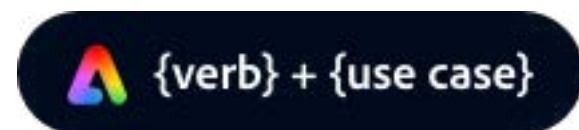
[ {verb} + {use case} ]

| Verb/actions | Use cases | SDK components |
|---|---|---|
| Create | Varies by workflow, for example: Flyer, Banner, Social post | Light editor, Editor |
| Edit | Image, Video, PDF | Quick actions, Light Editor, Editor |
| Resize | Image, Video | Quick actions, Light Editor |
| Remove | Background | Quick actions, Light Editor |
| Convert | to PNG, JPG, MP4, GIF, to/from PDF | Quick actions, Light Editor |
| Crop | Image, Video | Quick actions, Light Editor |
| Trim | Video | Quick actions, Light Editor |
| Merge | Video | Quick actions, Light Editor |
| Combine | Files | Quick actions, Light Editor |
| Organize | Files | Quick actions, Light Editor |

# Drop down menus | Embedded editor

Based on the type of content that may be most relevant for a user, the drop down would offer suggestions for getting started with the embedded editor.

If the user clicks on any of these, they will be moved into the embedded editor.

## "Create" workflows

Whenever space allows, the full product name should be used for context: "Create with Adobe Express"
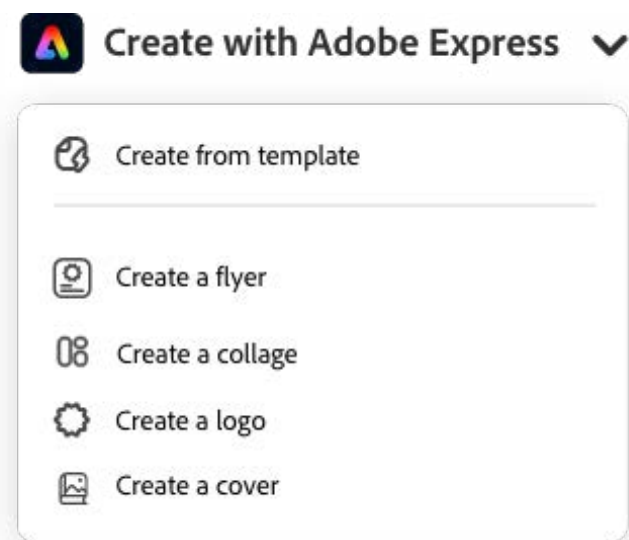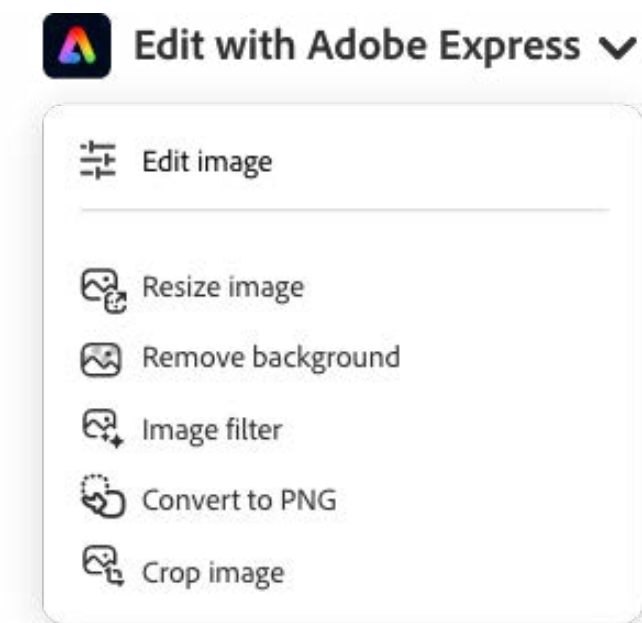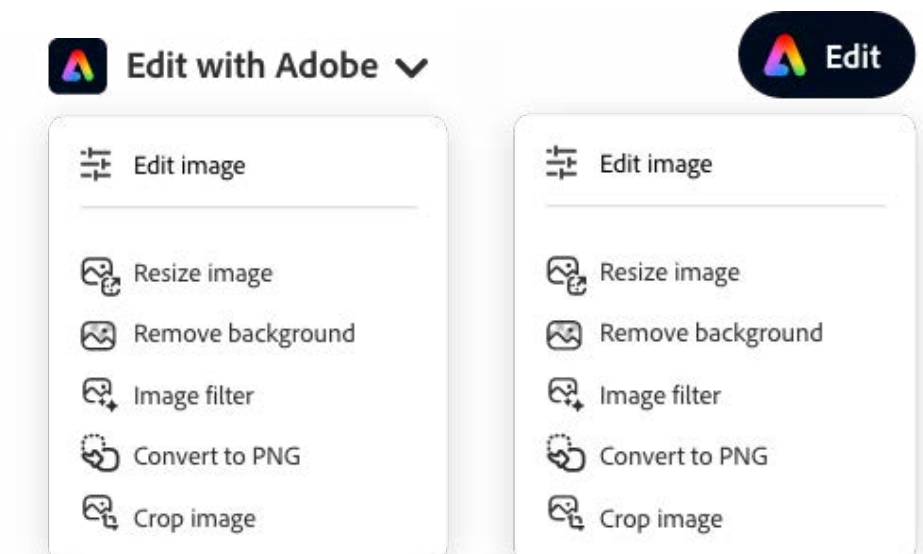


When space doesn't allow for the full name, "Create with Adobe" or "Create" may be used. "~~Create with Express~~" should not be used.
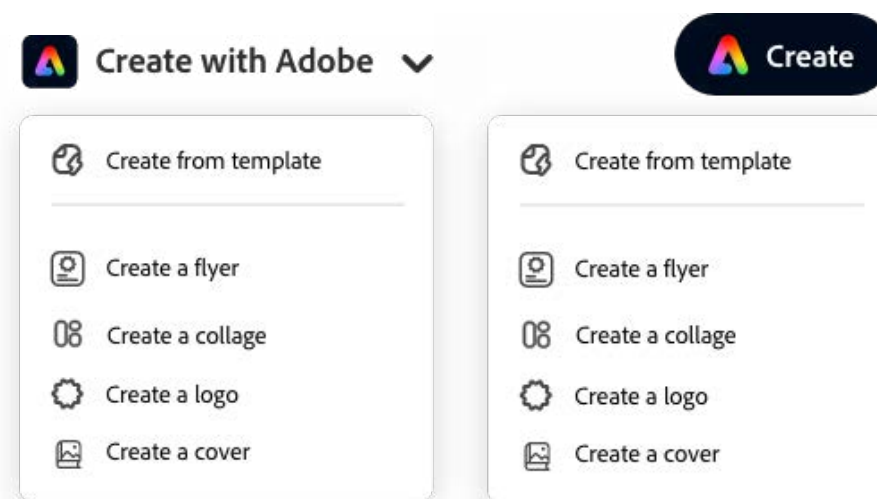


## "Edit" workflows

Whenever space allows, the full product name should be used for context: "Edit with Adobe Express"



When space doesn't allow for the full name, "Edit with Adobe" or "Edit" may be used. "~~Edit with Express~~" should not be used.

# Drop down menus | Dynamic quick actions

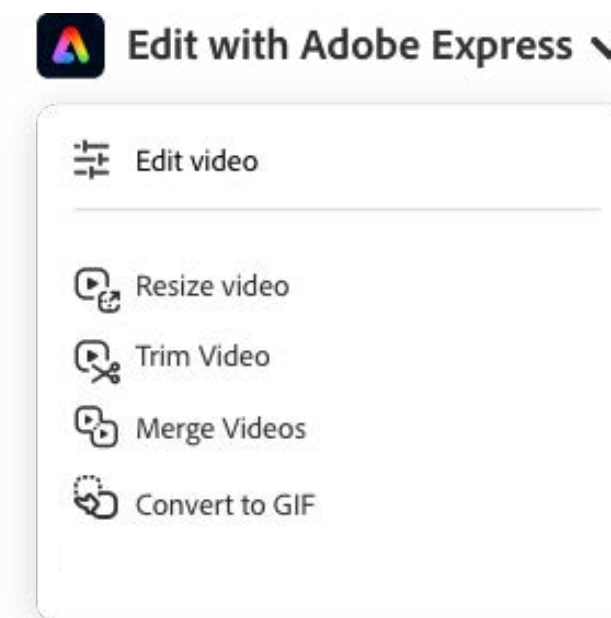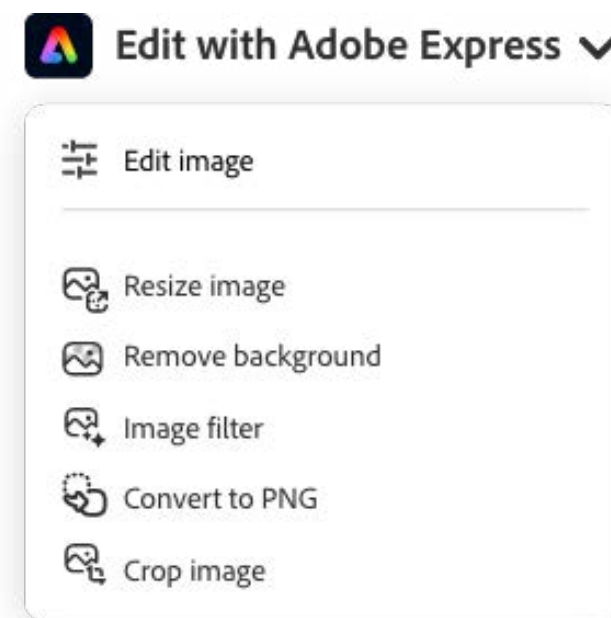Depending on the file type selected, users will see specific quick actions.

Users can select images, videos, or PDFs and the applicable quick actions will be present in the drop down.
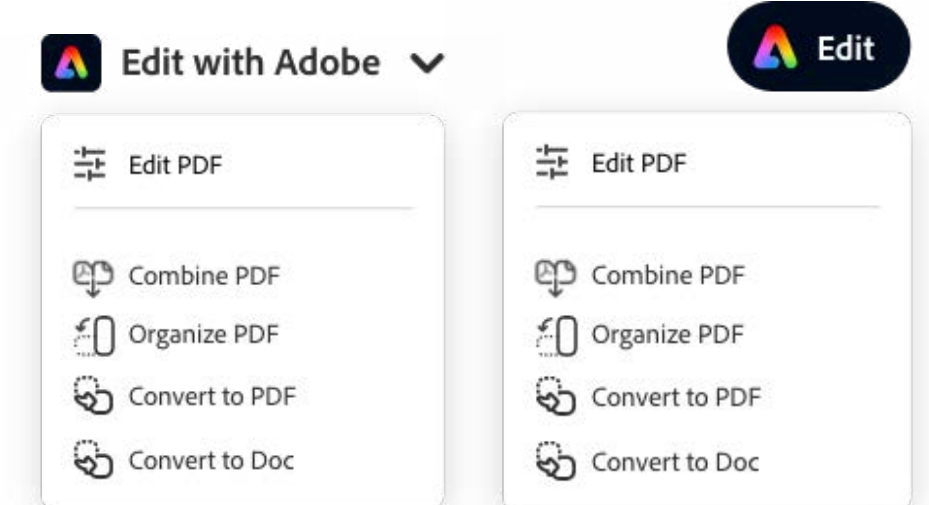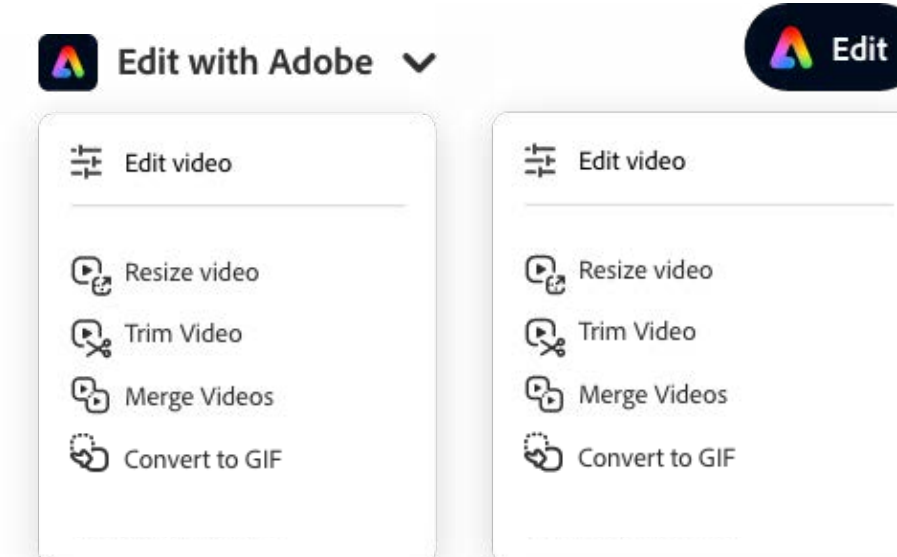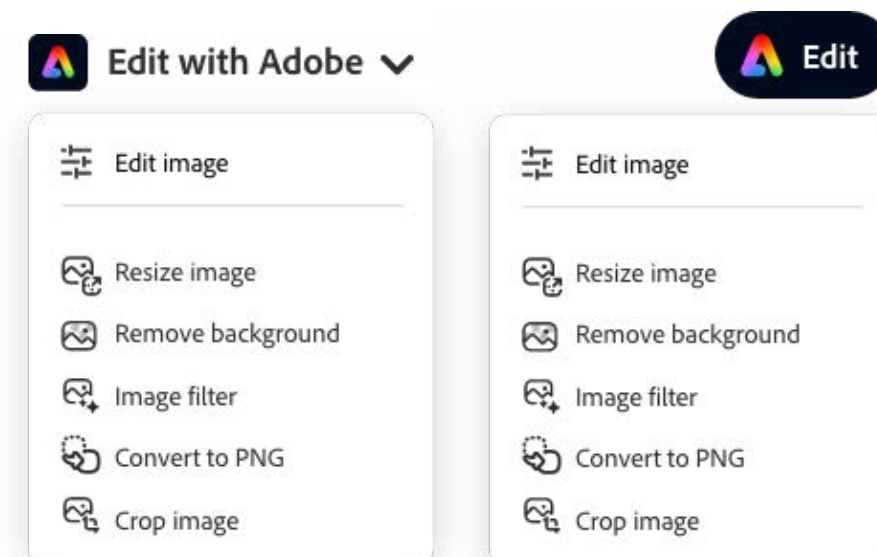
## Image workflows

## Video workflows

## PDF workflows

**Whenever space allows, the full product name should be used for context: "Edit with Adobe Express"**
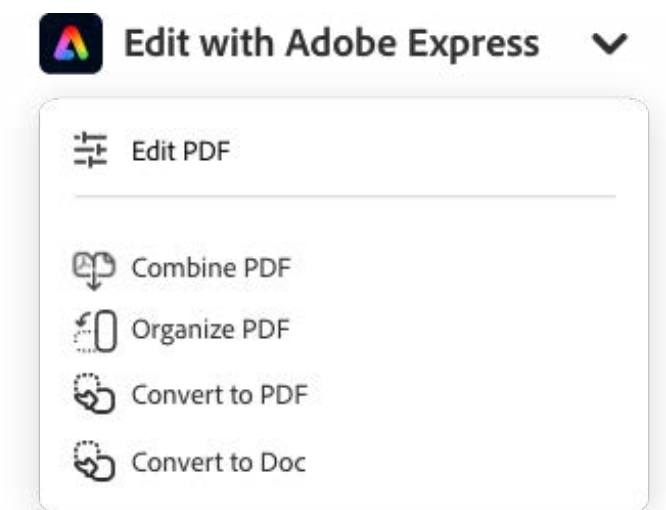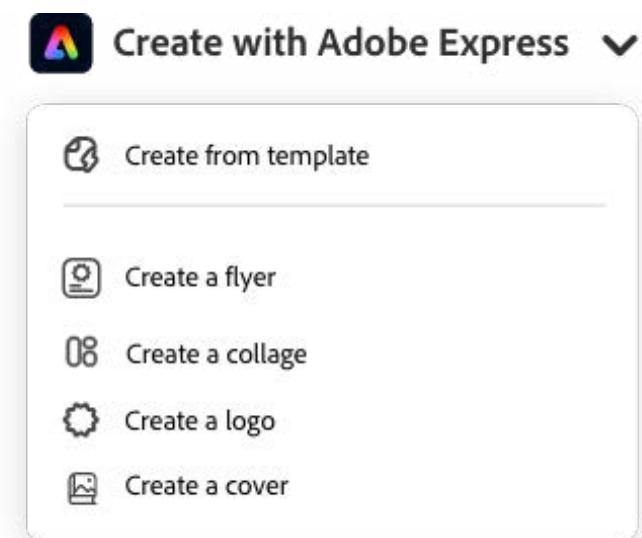


**When space doesn't allow for the full name, "Edit with Adobe" or "Edit" may be used.**
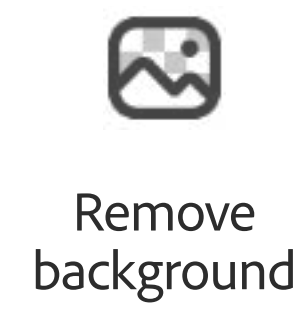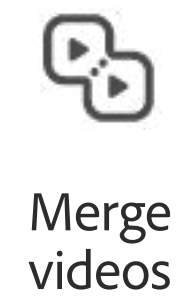**~~"Edit with Express"~~ should not be used.**

# Action icons

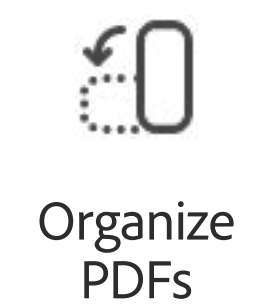Drop down menus can be customized with action icons and the associated label.

**Create with Adobe Express** ∨

- Create from template
- Create a flyer
- Create a collage
- Create a logo
- Create a cover

**Images**

| Remove background | Resize image | Crop image | Convert to GIF | Convert to JPG | Convert to PNG |
|---|---|---|---|---|---|

**Video**

| Trim video | Merge videos | Convert to GIF | Resize video |
|---|---|---|---|

**PDF**

| Convert DOC to PDF | Edit text & image | Convert PDF to DOC | Combine PDFs | Organize PDFs |
|---|---|---|---|---|

# Social media

# Avoiding confusion in social media

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

- **Profile and background image:** This should reflect your own organization's look and feel, using your own unique background and profile images. These should not attempt to look like Adobe images.

- **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 trademark, or that 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.
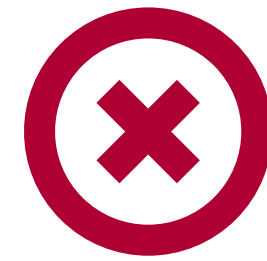
  *Example*:
  Company XYZ produces Product XYZ which integrates with Adobe Express.
  This account is managed by Company XYZ, not Adobe.

  *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.
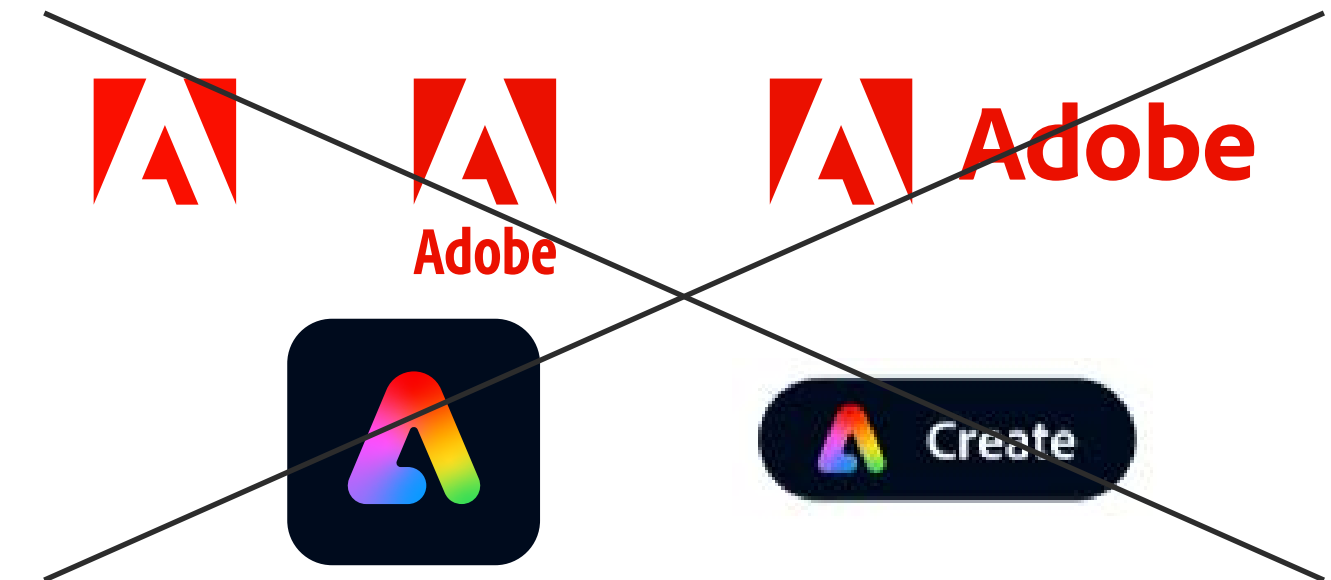


### Unlicensed assets

**The Adobe logo**
The Adobe logo should not be used.

**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 company's look and feel, using your own unique background and profile images.

## Profile image

Create your own unique profile image **(1, 2)**

Don't use the Adobe logo, Adobe product logos, or any Adobe imagery in your profile image **(3, 4, 5)**

Only Adobe accounts may use the Adobe logo, product logos, or Adobe imagery for the profile image.

## Background image

Create your own unique background image **(6, 7)**

Don't use the Adobe logo, product imagery or Adobe corporate imagery in your background image **(8, 9, 10)**

Only Adobe accounts may use the Adobe logo or any product, or campaign imagery in the background image.

**Create your own unique profile and background imagers**



**Don't use Adobe logos or imagery in your background or profile images**
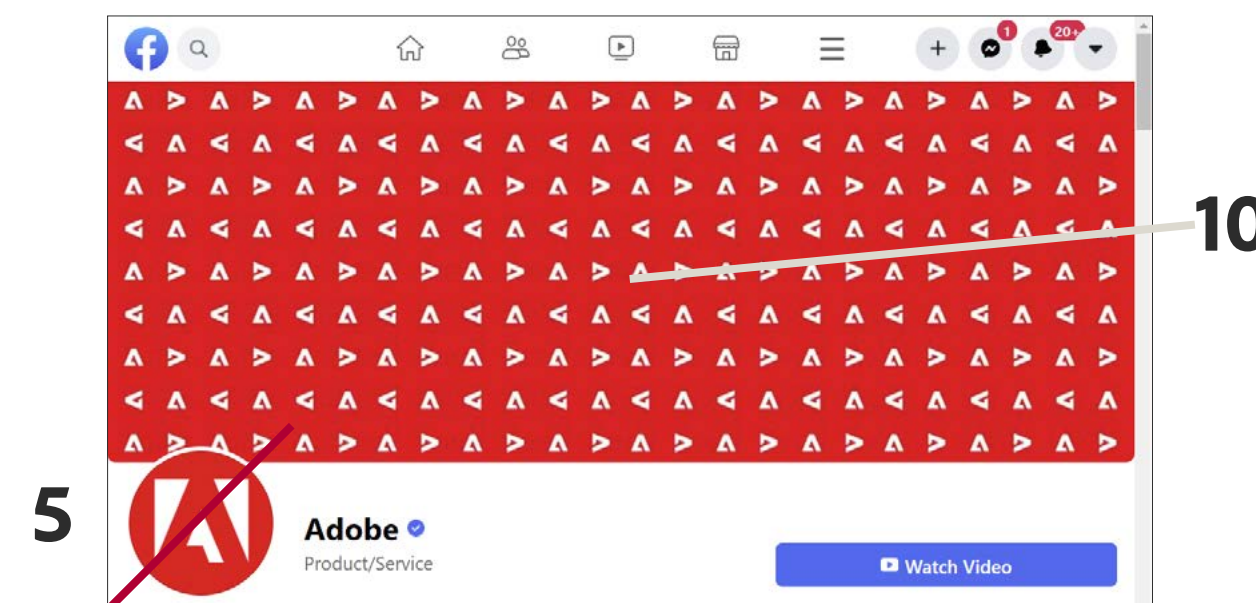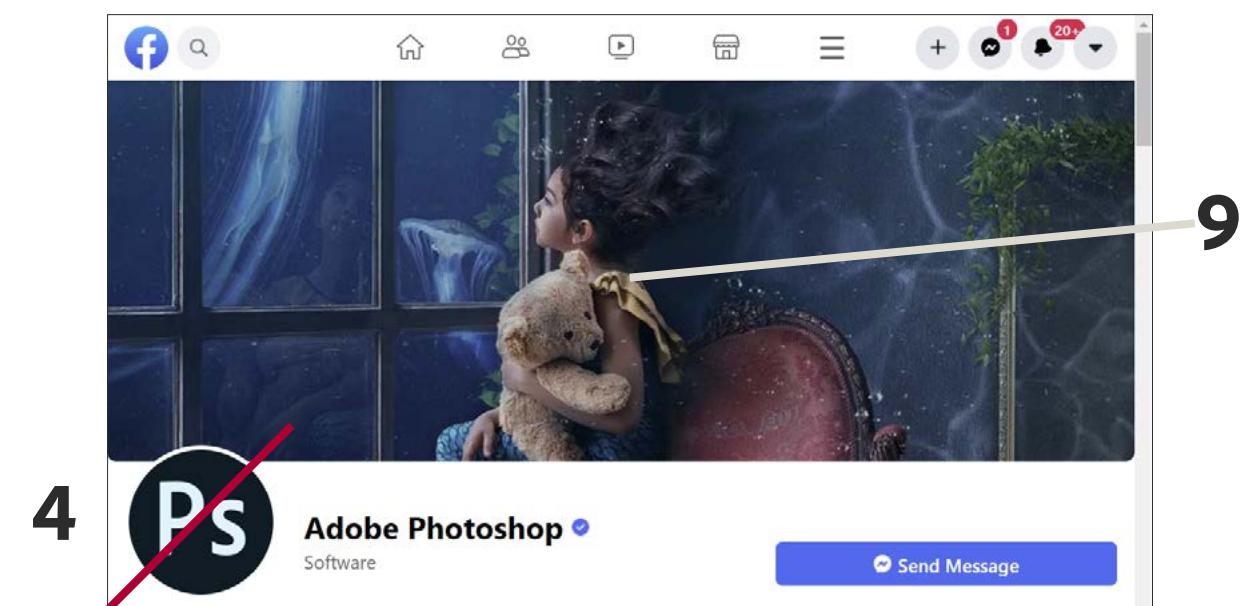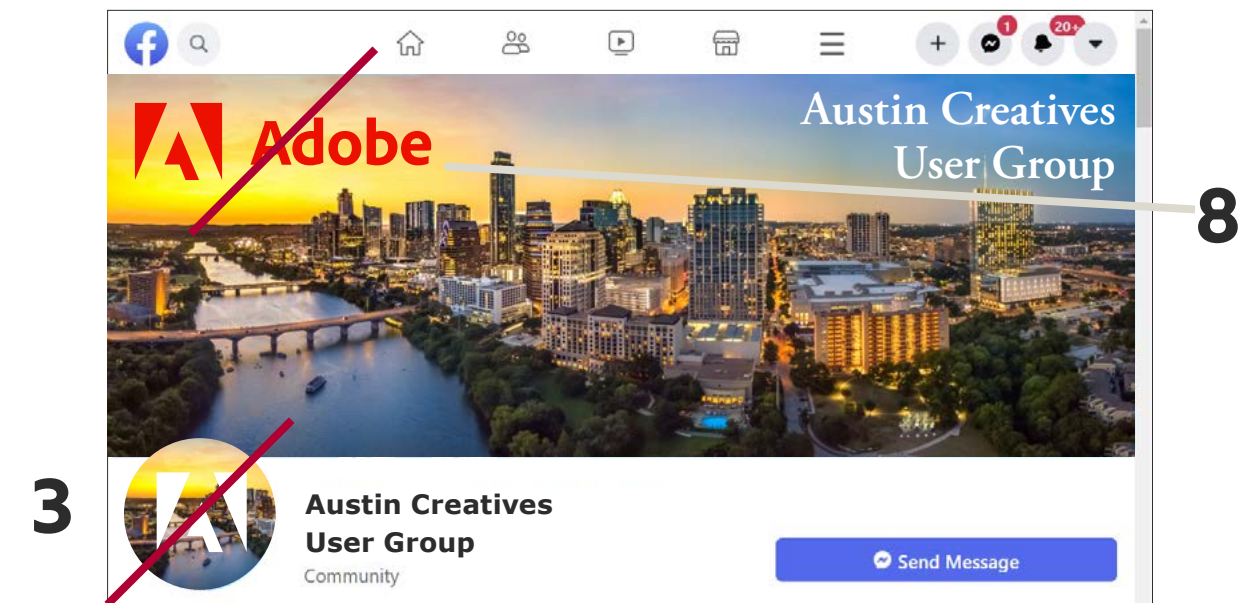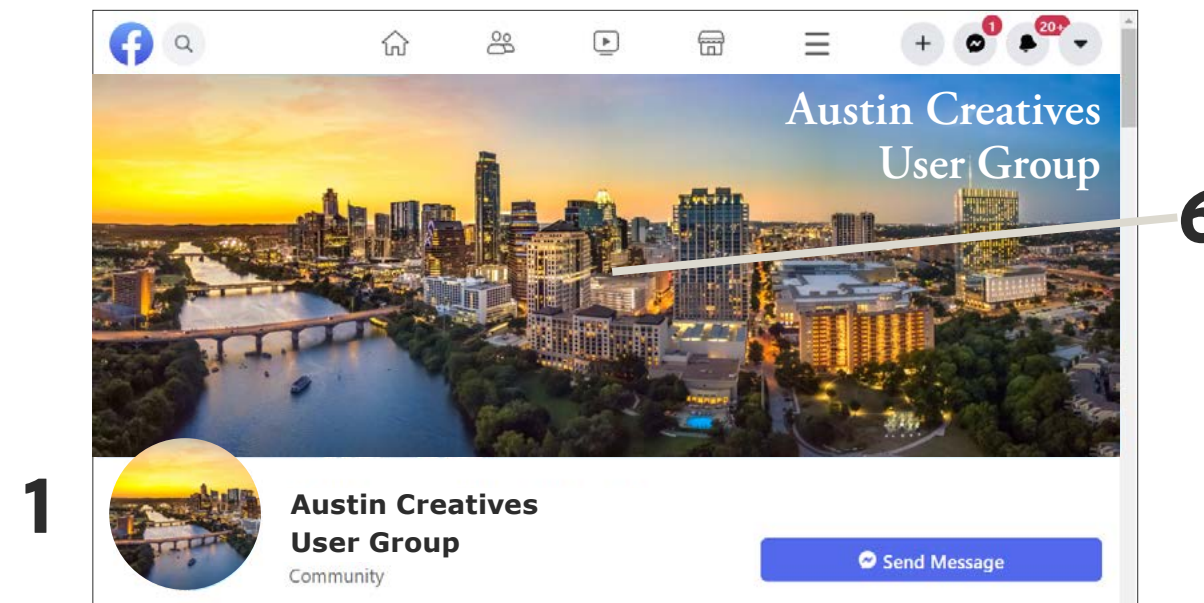
# Our principles

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 |
|---|-----------|

Always be transparent. Be up front about who you are. Stick with what you know or want to be known for.

| 2 | Engaged |
|---|---------|

Listen. Share. Respond. Every good conversation starts with listening.

| 3 | Responsible |
|---|-------------|

Use good judgement. Express yourself but be smart. Protect your brand, Adobe's brand, and customer information.

| 4 | Respectful |
|---|------------|

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

## Integration review process

Adobe reviews all applications that integrate Adobe Express Add-on SDK or Adobe Express Embed SDK before enabling it for public use. Once submitted, please allow up to 10 business days for feedback or approval.

*Learn more about the submission and review process*

## Accessing assets

You can download Adobe Express assets during the developer submission process. Contact your partner manager if you are unable to access appropriate assets.

## Brand review

Each use of Adobe brand assets in marketing or in UI 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 10-business day turnaround.

## More information or questions

- **Brand**: *brand@adobe.com*
- **Adobe Express Developer Program**: *Community forum*
- **Public relations**: *ccpr@adobe.com*