



Adobe Exchange Assurance Program guidelines

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Introduction

These guidelines have been created to give you an overview of the Adobe Exchange Assurance Program, and specifics about using your program badge. All of these elements are meant to be used within your own uniquely branded look and feel—one that is readily distinguishable from the Adobe look and feel.

This guide covers the use of the Adobe Exchange Assurance Program and badge only. Additional brand and editorial guidance is available in the Adobe Technology Partner program brand guidelines.

The Adobe Exchange Assurance Program is exclusively for Adobe Technology Partners, providing a review of partner apps intended to give customers greater confidence that the application adheres to best practices and high-quality standards.

The program badge has been created for your promotional use after your app has been approved for the Program, for a term of one year, or as long as the app continues to be approved, and you remain in good standing within the terms of your Adobe Technology Partner Program Agreement which solely governs this partner relationship.

Each use of the badge or any 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.



Annual program review

Adobe Exchange Assurance Program Apps are valid for one year from the date of approval.

Annually, from the date of approval, approved apps will be reviewed to ensure that the app still meets the program requirements.

If it meets the current requirements, the Assurance Program status will remain active. If it does not meet the current requirements, use of the Assurance Program badge must be retired within 60 days.

Partner communications

Partners are an invaluable part of the Adobe community and a critical part of our business.

However, we always want to be clear who is driving a communication, so the recipient knows who they are receiving content from or communicating with.

Is it a partner communication or an Adobe communication?

Partner communications should be in your own branded look and feel—one that is readily distinguishable from the Adobe look and feel. Partner communications should not attempt to look like a communication that might be understood as an Adobe communication.

- Use your company's layout templates, not Adobe's, unless specifically provided to you as a Partner template.
- Lead with your company's brand/logo.
 - The applicable Adobe Technology Partner badge may be used to communicate that official relationship. It should be **secondary** (size and/or placement) to your company's brand. It should be used almost as a signature or subtle endorsement of the partnership to help the reader understand our companies' relationship.
 - The Assurance Program App badge may be used in relation to the **approved app**. It should not be used at the company level to replace the Adobe Technology Partner badge.
 - The Adobe logo should not be used. Please use your partner badge, not the Adobe logo, to communicate our relationship to your customers and readers.
- Use your company's font, not Adobe Clean.
- Use your company's brand colors, not Adobe's.
- Any Adobe asset used should be one element within your communication, secondary to your own brand.

Branding your offering

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

<https://www.adobe.com/legal/permissions/trademarks.html>

Naming your offering

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.

If your offering operates with, or service is designed for 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 in this guide, and shown in the examples below.

Correct: [Your company/offering name] **for** Adobe Product Name

Correct: [Your company/offering name] **with** Adobe Product Name

Correct: [Your company/offering name] **and** Adobe Product Name

Incorrect: [Your company/offering name] Adobe Product Name

Incorrect: Adobe Product Name [Your company/offering name]

Incorrect: [Your company/offering name] for Adobe
(refer to the specific Adobe product, not just Adobe)

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 offering, 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.

Incorrect: Do not use Adobe product logo abbreviations, i.e. AEM for Adobe Experience Manager.

Incorrect: Do not mimic the style of Adobe product logos to create new icon designs.

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]andAdobeAEM.com

Correct: www.[Your Company name].com/YourOfferingName

Badge placement

The Adobe Exchange Assurance Program App badge should always be used in relation to the approved **app**, not your company.

Placing the badge in your layout

The Adobe Exchange Assurance Program App badge does not replace the Adobe Technology Partner badges. The Technology Partner badges remain your primary way to communicate our partnership at the company level.

The Assurance Program App badge should always be used in relation to the approved **app**, not your company.

It should be **secondary in size and/or position**, to the approved app name/brand, almost as a sign off.

It should not be placed in a way that associates it with the partner company, or a specific individual.

Helping customers “Learn more”

When using the badge, either in digital or print communications, **you must include a link or URL where customers can learn more** about the program and what requirements have been met to be an Assurance Program App.

- **Electronic communications:** You must include “Learn more” directly below the badge that links to this URL:
<https://adobeexchangeec.zendesk.com/hc/en-us/articles/360039198931-Adobe-Exchange-Application-Verification>
- **Print communications:** You must include “Learn more” and the following URL directly below the badge:
<https://adobeexchangeec.zendesk.com/hc/en-us/articles/360039198931-Adobe-Exchange-Application-Verification>

For example:

Learn more: <https://adobeexchangeec.zendesk.com/hc/en-us/articles/360039198931-Adobe-Exchange-Application-Verification>

Badge placement examples

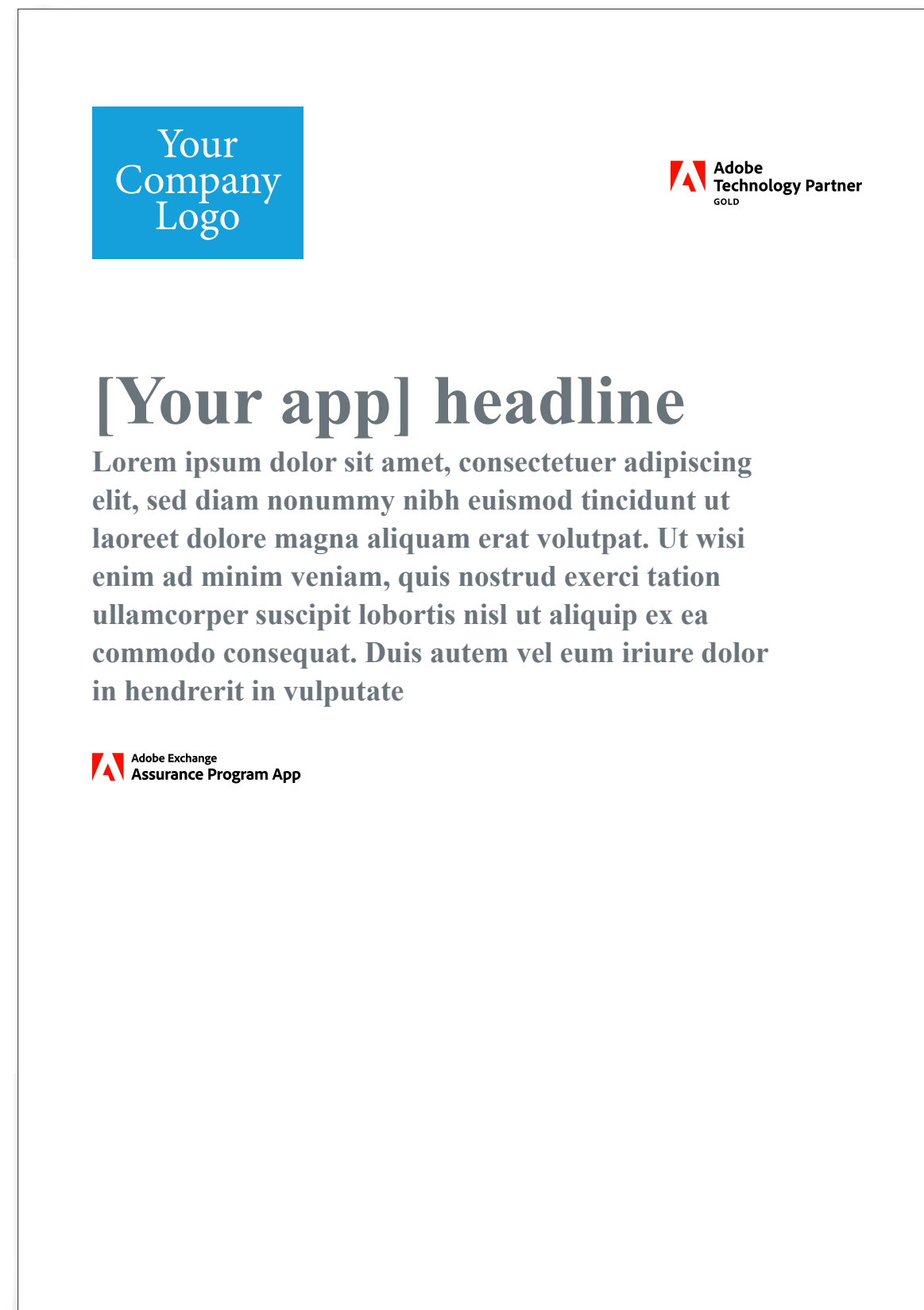
The Adobe Exchange Assurance Program App badge does not replace the Adobe Technology Partner badges.

The Technology Partner badges remain your primary way to communicate our partnership at the company level.

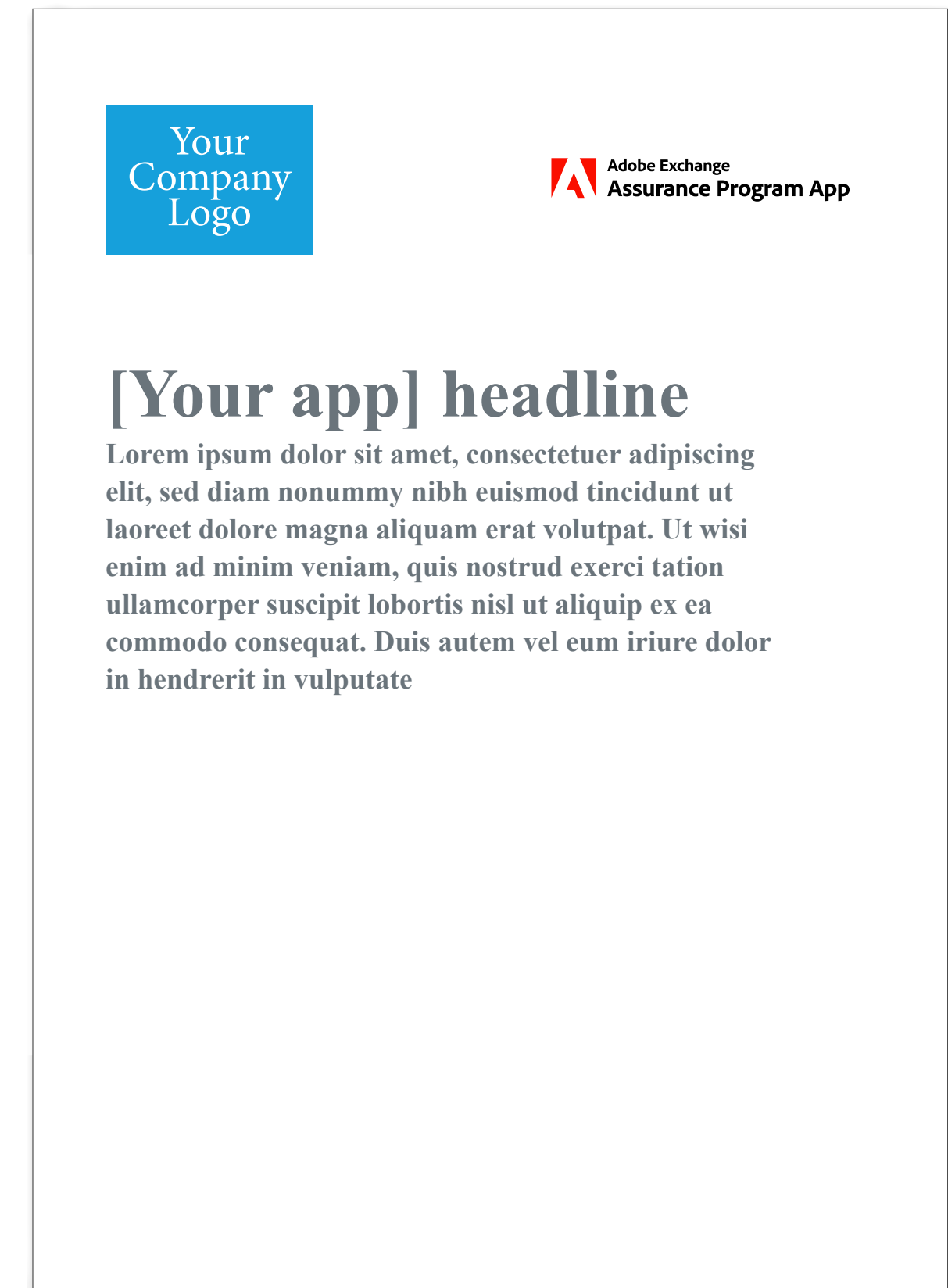
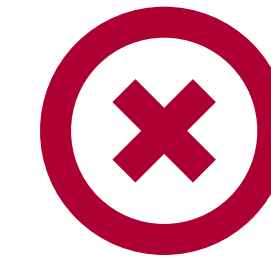
The Assurance Program App badge should always be used in relation to the approved **app**, not your company.

It should be **secondary in size and/or position**, to the approved app name/brand, almost as a sign off.

It should not be placed in a way that associates it with the partner company, or a specific individual.



The Technology Partner badge should be in relation to your company.
The Assurance Program App badge should be in relation to your approved app.
For illustrative purposes only.



Do not use the Assurance Program App badge in relation to your company.
For illustrative purposes only.

Badge specs

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 symbol

Minimum height

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

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.



Print 0.35"
Digital 25px



Badge do's & don'ts

Do's

- Always display the Adobe Exchange Assurance Program App badge in context to the approved app, not your company. The Technology Partner badge should be used at the company level to communicate that official partnership.
- When using the Assurance Program App badge, you must include a URL where customers can learn more about the program. See "*Badge placement*" for details.
- Display the badge only in the form and colors in the files distributed by Adobe and shown in this guideline.
- Always position the badge alone and apart from other text and graphics, especially other trademarks and service marks.

Don'ts

- Do not display the Adobe Exchange Assurance Program App badge in context to your company. The Technology Partner badge should be used at the company level to communicate that official partnership.
- Do not add additional elements to the badge.
- Do not separate the elements of the badge to be used independently, including the corporate Adobe logo.
- Do not combine the badge with any other elements—such as logos, words, graphics, photos, slogans, or symbols that might seem to create a hybrid mark.
- Do not alter the badge or its elements in any way, including translation of the elements of the badge.
- Do not display the badge in a way that suggests that a third party's product is an Adobe product, or that it is a part of a third party's product name.
- Do not embed the badge within any main content or body text areas.

Editorial references

Program name

When referring to the program, the name is: Adobe Exchange Assurance Program

Do **not** shorten the program name, or use any abbreviations such as AEAP.

Referring to your approved app

First references to your app should be in full: Adobe Exchange Assurance Program App

Do **not** shorten the name in any other form or use abbreviations such as AEAPA, and do not incorporate the program name into your app name.

Subsequent mentions can be in full, or shorten to “Assurance Program App,” as long as the full name has been used and the context is clear.

When communicating your app’s acceptance into the program, use “approved.” Do not use other words like verified or certified to replace the program language.

Correct: Company XYZ’s ABC App has been approved as an Adobe Exchange Assurance Program App

Correct: Company XYZ’s ABC App, an Adobe Exchange Assurance Program App is...

Correct: As an Assurance Program App...

[Only in secondary references after a full reference: Adobe Exchange Assurance Program App]

Incorrect: Company XYZ’s ABC App has been ~~verified~~ as an Adobe Exchange Assurance Program App

Company XYZ’s ABC App has been ~~certified~~ as an Adobe Exchange Assurance Program App

[Use approved, not verified or certified.]

Incorrect: Company XYZ’s ABC App is ~~Adobe Assured~~ / is an ~~Adobe Assured App~~

[Do not rephrase or abbreviate; use “an Adobe Exchange Assurance Program App”]

Incorrect: Company XYZ is an Adobe Exchange Assurance Program App / Program participant

[The designation should be to the app, not the company.]

Incorrect: Company XYZ’s Adobe Exchange Assurance Program App

[The app name and designation should not be combined.]

Company name & legal lines

Everyday name: Globally

Adobe

All everyday uses in marketing, trademark attribution, 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, and Adobe Experience Cloud are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

For 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.

Adobe Technology Partner website

<https://partners.adobe.com/technologyprogram/experiencecloud/home.html>

Questions

Technology Partner program

Visit the *support page* for an FAQ or to submit a request.

Brand

brand@adobe.com

