# Table of contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table of contents</td>
<td>2</td>
</tr>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>Avoiding confusion</td>
<td>4</td>
</tr>
<tr>
<td>Branding your Developer Software</td>
<td>5</td>
</tr>
<tr>
<td><strong>EDITORIAL GUIDANCE</strong></td>
<td>6</td>
</tr>
<tr>
<td>Editorial overview</td>
<td>7</td>
</tr>
<tr>
<td>Adobe product names &amp; attribution</td>
<td>8</td>
</tr>
<tr>
<td>Acronyms &amp; abbreviations</td>
<td>9</td>
</tr>
<tr>
<td>Company name &amp; legal lines</td>
<td>10</td>
</tr>
<tr>
<td><strong>USING ADOBE BRAND ASSETS IN MARKETING</strong></td>
<td>11</td>
</tr>
<tr>
<td>Asset overview</td>
<td>12</td>
</tr>
<tr>
<td>Creative Cloud Connected</td>
<td>13</td>
</tr>
<tr>
<td>&quot;Find it on Adobe Exchange&quot; badge</td>
<td>14</td>
</tr>
<tr>
<td>&quot;Designed for&quot; badges</td>
<td>15</td>
</tr>
<tr>
<td>File icons</td>
<td>16</td>
</tr>
<tr>
<td>Requesting additional assets</td>
<td>17</td>
</tr>
<tr>
<td><strong>SOCIAL MEDIA</strong></td>
<td>18</td>
</tr>
<tr>
<td>Avoiding confusion in social media</td>
<td>19</td>
</tr>
<tr>
<td>Using Adobe imagery</td>
<td>20</td>
</tr>
<tr>
<td>Imagery examples</td>
<td>21</td>
</tr>
<tr>
<td>Our principles</td>
<td>22</td>
</tr>
<tr>
<td>What drives the most engagement?</td>
<td>23</td>
</tr>
<tr>
<td><strong>PRESS RELEASES &amp; MAX SPONSORSHIP</strong></td>
<td>24</td>
</tr>
<tr>
<td>Adobe guidelines for developer press releases</td>
<td>25</td>
</tr>
<tr>
<td>Adobe participation in third-party press releases</td>
<td>26</td>
</tr>
<tr>
<td>Developer announcement matrix</td>
<td>27</td>
</tr>
<tr>
<td>Adobe MAX announcements</td>
<td>28</td>
</tr>
<tr>
<td>Adobe MAX sponsorships</td>
<td>29</td>
</tr>
<tr>
<td><strong>ACCESS ASSETS, REVIEW PROCESS, MORE INFORMATION</strong></td>
<td>30</td>
</tr>
</tbody>
</table>
These Adobe Brand Guidelines are a reference for developers that build experiences for desktop, mobile, and web using Adobe SDKs to extend Adobe Creative Cloud apps and integrate Creative Cloud API services.

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

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

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

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

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

License Agreements
When you obtain an Adobe ID as a developer of integrations for Adobe Creative Cloud you agree to and are bound by the Adobe General Terms of Use agreement, including the Adobe Developers Additional Terms.
These Terms apply to your use of the Adobe Creative Cloud developer tools on the Adobe I/O portal and your use of the Adobe Exchange Producer Portal and Adobe Exchange Service.
Please carefully review the Terms: https://www.adobe.com/legal/terms.html
Avoiding confusion

AVOIDING CONFUSION

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

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

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

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

AVOIDING CONFUSION IN SOCIAL MEDIA

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

• **Account name**  This should communicate who you are: your company, organization, or group name
  Avoid using an account name that is confusingly similar to an existing Adobe account or could cause confusion by creating a misleading impression that it’s an official Adobe account.

• **Disclaimer**  Clearly state your relationship with Adobe in your profile/about section.
  **Example:**
  Company XYZ produces Product XYZ which integrates with Adobe Product XYZ. This account is managed by Company XYZ, not Adobe.

  **Example:**
  Product XYZ and this account are managed by Company XYZ, not Adobe.
Branding your Developer Software

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

NAMING YOUR PRODUCT

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

If your plugin or extension product operates with an Adobe product, you **may refer to** the Adobe product name or trademark in the name of your product or service 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 Company name] Adobe InDesign plugin
**Correct:** [Your Company name] for Adobe InDesign

**Incorrect:** [Your Company name] Photoshop Action
**Correct:** [Your Company name] Actions for Adobe Photoshop

**Incorrect:** [Your Company name] Lightroom Presets
**Correct:** [Your Company name] Presets for Adobe Photoshop Lightroom Classic

**Incorrect:** [Your Company name] CC Pro

PRODUCT ICON, LOGO, OR IMAGERY

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

**Incorrect:** Do not use the Adobe logo, in whole or in part, in your icon design.

**Incorrect:** Do not use Adobe product logos or trademarks, in whole or in part, in your icon design, i.e. the Adobe PDF logo or file icon.

**Incorrect:** Do not use Adobe product logo abbreviations, i.e. Ps for Photoshop.

**Incorrect:** Do not mimic the style of Adobe product logos.

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 guidance
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, solution, and capability naming guidance on pages 8-9 of this document.
- Adobe product names should not be abbreviated, such as AI for Illustrator. See page 9 for more.

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

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

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

<table>
<thead>
<tr>
<th>1ST &amp; MOST PROMINENT USE</th>
<th>SECONDARY USES</th>
<th>TRADEMARK ATTRIBUTION</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe After Effects</td>
<td>After Effects</td>
<td>Adobe, After Effects</td>
<td>After Effects is two words.</td>
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<td>Adobe AIR</td>
<td>AIR</td>
<td>Adobe, Adobe AIR, AIR</td>
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<td>Adobe Animate</td>
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<td>Audition</td>
<td>Adobe, Adobe Audition</td>
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<td>Adobe Creative Cloud</td>
<td>Creative Cloud</td>
<td>Adobe, Creative Cloud</td>
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<td>Adobe Dreamweaver</td>
<td>Dreamweaver</td>
<td>Adobe, Dreamweaver</td>
<td>The &quot;w&quot; in Dreamweaver is lowercase.</td>
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<tr>
<td>Adobe Flash Player</td>
<td>Flash Player</td>
<td>Adobe, Flash, Flash Player</td>
<td>Do not refer to Flash Player as &quot;Flash.&quot;</td>
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<tr>
<td>Adobe Illustrator</td>
<td>Illustrator</td>
<td>Adobe, Illustrator</td>
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<tr>
<td>Adobe InDesign</td>
<td>InDesign</td>
<td>Adobe, InDesign</td>
<td>The &quot;D&quot; in InDesign is capitalized.</td>
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<td>Adobe Muse</td>
<td>Muse</td>
<td>Adobe, Adobe Muse</td>
<td></td>
</tr>
<tr>
<td>Adobe Photoshop</td>
<td>Photoshop</td>
<td>Adobe, Photoshop</td>
<td>The &quot;s&quot; in Photoshop is lowercase.</td>
</tr>
<tr>
<td>Adobe Photoshop Lightroom Classic</td>
<td>Photoshop Lightroom Classic</td>
<td>Adobe, Lightroom, Photoshop</td>
<td>Note: the SDK is for Lightroom Classic, not Lightroom. To avoid confusion, never shorthand to just Lightroom.</td>
</tr>
<tr>
<td>Adobe Premiere Pro</td>
<td>Premiere Pro</td>
<td>Adobe, Adobe Premiere</td>
<td>The attribution is &quot;Adobe Premiere&quot; not &quot;Premiere.&quot;</td>
</tr>
<tr>
<td>Adobe Stock</td>
<td>Adobe Stock</td>
<td>Adobe</td>
<td>Do not refer to Adobe Stock as just &quot;Stock.&quot;</td>
</tr>
<tr>
<td>Adobe XD</td>
<td>Adobe XD, XD</td>
<td>Adobe</td>
<td>&quot;XD” should not be spelled out as &quot;Experience Design.&quot;</td>
</tr>
</tbody>
</table>
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:

<table>
<thead>
<tr>
<th>DON'T USE</th>
<th>USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CC</td>
<td>Adobe Creative Cloud</td>
</tr>
<tr>
<td>AI</td>
<td>Adobe Illustrator</td>
</tr>
<tr>
<td>PS</td>
<td>Adobe Photoshop</td>
</tr>
</tbody>
</table>
EVERYDAY NAME: GLOBALLY
Adobe
All everyday uses in marketing materials, sponsorships, trademark attribution, etc.

LEGAL ENTITIES
Only used when legally required for legal agreements, contracts, etc. 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.

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

The Adobe Trademark Database lists the proper form of each Adobe trademark to help you identify the Adobe trademarks for attribution. You should attribute only those Adobe trademarks designated with a™ or ® in the Database.
Using Adobe brand assets in Marketing
Asset overview

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 Additional Terms (incorporated in the Adobe General Terms of Use for Adobe.com) and any additional, applicable license agreement between you and Adobe.

Access these assets from the Brand Asset Download Page on the Adobe Exchange Program Portal.

Creative Cloud Connected badge: Page 13

Find it on Exchange badge: Page 14

Designed for [product] badges: Page 15
For example:

Product file icons: Page 16
For example:

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

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

You are not authorized under those Terms to use the Adobe corporate logo or any other Adobe logo, icon, font, image or other Adobe content not shown in these Guidelines.

Creative Cloud Connected

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

**IN MARKETING MATERIALS AND WEBSITES**

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

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

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

You may include the phrase “Adobe Creative Cloud connected” but do not infer that there is a partnership with Adobe or that Adobe endorses your app.
"Find it on Adobe Exchange" badge

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

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

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

**CLEAR SPACE**

**MINIMUM SIZE**

![Diagram of badge specifications with dimensions and clear space annotations]
"Designed for" badges

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

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

- Submit your plugin or extension for approval to CCDeveloperApproval@adobe.com
- You must re-submit for approval when you update your plugin or extension.
- Mockups of marketing materials with the badge in place should be sent for brand approval to CCDeveloperMarketing@adobe.com
- Any failure to comply with these guidelines may result in revocation of your license to use the badge.
- You may request a "Designed for..." badge to represent that your app integrates with multiple Adobe products. Integrations with three or more Adobe products, may also request a "Designed for Adobe Creative Cloud" 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 extension, and not in any other manner. You may not use the "Designed for..." badge in your software.

**COLOR**

There are two variations for use on light or dark backgrounds. Always ensure there is enough contrast to retain legibility. Never recolor or alter it in any way.

**CLEAR SPACE**

<table>
<thead>
<tr>
<th>Adobe Bridge</th>
<th>Adobe Bridge</th>
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<td>.25&quot;</td>
<td>.25&quot;</td>
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</tbody>
</table>

**LINKING TO ADOBE.COM**

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

**DO’S**

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

**DON'TS**

- 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 rotate, skew, redraw, reproportion, reproduce three-dimensionally, or otherwise alter the badge or its elements in any way.
- Do not display the badge in a way that suggests your product is an Adobe product, or that it is a part of your product name.
- Do not embed the badge within any main content or body text areas.
- Do not translate elements of the badge into another language or change it to another character set such as Japanese or Arabic, without prior written permission.

**MINIMUM SIZE**
File icons

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

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

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

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

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

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

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

Use of any additional Adobe assets requires separate permission from Adobe. You can request permission using our online Permission Request Form.

Examples for when permission may be granted include:

- Product logos for use in custom graphics for launch announcements for use on web pages, blog headers, social media
- Product logos for use in event booth graphics
- Corporate logo to include in a lineup of other partner company logos, such as on a Partner webpage

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

- **Account name**: This should communicate who you are: your company, organization, or group name
  Avoid using an account name that is confusingly similar to an existing Adobe account or could cause confusion by creating a misleading impression that it’s an official Adobe account.

- **Disclaimer**: Clearly state your relationship with Adobe in your profile/about section.
  
  **Example**:
  Company XYZ produces Product XYZ which integrates with Adobe Product XYZ.
  This account is managed by Company XYZ, not Adobe.

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

Need help?
Email creativecloudsocialmedia@adobe.com.
Using Adobe imagery

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

"CREATIVE CLOUD CONNECTED" BADGE
You may use the "Creative Cloud Connected" badge, or the applicable approved "Designed for" badge, to communicate that your offering integrates with Adobe Creative Cloud. It may be used as part of your background image, but not as your profile image.

UNLICENSED ASSETS

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

PRODUCT IDENTITY, CAMPAIGN IMAGERY AND OTHER ARTWORK
No other Adobe imagery should be used, including product logos or identity, campaign imagery or any other artwork that you may see on Adobe.com.
Imagery examples

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

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

**BACKGROUND IMAGE:** Community accounts should create their own unique image.

**PROFILE IMAGE:** Community accounts should create their own unique 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 mnemonics, 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
   Always be transparent. Be up front about who you are. Stick with what you know or want to be known for.

2. INVOLVED
   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.
## What drives the most engagement?

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

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

CONTACTS

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

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

PROCESS AND TIMELINE

- **Send all press releases, videos, and blog posts to ccpr@adobe.com and copy your designated partner marketing manager.** When you send the request, please indicate:
  - The proposed timing of your press release or announcement
  - Type of distribution (wire distribution, posted to a website/blog, media pitching)
  - Level of support you are requesting from Adobe such as press release review, interviews, quotes, etc.

- **Allow at least 10 business days for reviews**: For MAX 2018, we’re asking all partners to submit draft press releases by Friday, September 21st. We’ll do our best to turn reviews around as quickly as possible.

- Adobe reserves the right to decline proposals for press releases, videos, blog posts and other external marketing content.

- Quotes from Adobe will be evaluated on a case-by-case basis and are not guaranteed for all third-party press releases. If you would like to request a supporting quote from Adobe, provide a draft of the proposed quote, taking into account your desired branding and positioning for the release. Adobe will provide edits as needed to all drafted quotes and attribute to an appropriate spokesperson. Note that Adobe must review the quote in the context of the entire release before approving.
Adobe participation in third-party press releases

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

Developer-driven press releases may include:
- Developer announcing integration with Adobe Creative Cloud apps
- Customer case studies

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

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

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

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

ADOBE MAX TIMELINE FOR APPROVALS:

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

Discuss goals/objectives:
- Review potential news announcements with Adobe
- Make initial plans for announcements
- Review timing
- Discuss social amplification

Align strategies:
- Develop press release draft(s)
- Generate draft quotes and route for approval(s), i.e., joint customers
- Identify media targets and outreach strategies/timing

Start approvals:
- Finalize messaging and media outreach strategies
- Route final press release for reviews

Sync and resources:
- Adobe MAX press list available
- Set release date

Execute:
- Alert social team(s)
- Push live when appropriate
Adobe MAX sponsorships

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

OVERVIEW

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

AUDIENCE

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

SPONSORSHIP CONTACT

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

SPONSORSHIP TIMELINE

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

Sales:

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

Sponsorship deliverables:

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

**DOWNLOAD ASSETS**
Download the assets shown in this guide from the Brand Asset Download Page on the Adobe Exchange Program Portal.

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

**MORE INFORMATION OR QUESTIONS**
- **Brand**: brand@adobe.com
- **Submit your plugin/extension for validation**: CCDeveloperApproval@adobe.com
- **Developer marketing**: CCDeveloperMarketing@adobe.com
- **Public relations**: ccpr@adobe.com
- **Social media**: creativecloudsocialmedia@adobe.com

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