



Adobe Video Partner Program brand guidelines

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Introduction

These guidelines have been created to give you an overview of the program, specifics about referring to the partnership, as well as other Adobe assets available to you. All of these elements are meant to be used within your own unique branded look and feel—one that distinguishes them from the Adobe look and feel.

The Adobe Video Partner Program is a holistic program across Adobe video products to fuel joint innovation with our partners and empower end customers in their video creation journey.

The program includes three partner types:

- **Video Technology Partners:** Software, hardware, platform, storage and cloud technologies that integrate and optimize with Adobe applications and ensure streamlined customer solutions
- **Video Solution Partners:** Video system integrators that deliver consulting, support and integration services to end customers
- **Camera to Cloud Partners:** Camera to cloud certifications give customers confidence that our certified devices have passed rigorous performance policies and meet the highest standards from our team

These guidelines have been created to give you editorial guidance for representing the partnership or referring to Adobe products, and to outline Adobe brand assets you are authorized to use, subject to this Brand Guide, the Adobe Developer Terms of Use, your partnership agreement, and any additional, applicable license agreement between you and Adobe.

All of these elements are meant to be used within your own unique branded look and feel—one that distinguishes them from the Adobe look and feel.

Each use of an Adobe brand asset 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.

Partner-led 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.**
 - **You may refer in copy to the your applicable partner type. *Learn more.***
 - **The Adobe logo should not be used.**
- 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 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 offering, service, 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 in the *editorial guidelines*, and shown in the examples below.

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

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

Example: [Your name] plugin **for** Adobe Premiere Pro
Not: [Your name] Adobe Premiere Pro plugin

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
- Incorrect:** Do not use Adobe product logo abbreviations, i.e. Ps for Photoshop.
- 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 name]andAdobeAudition.com
- Correct:** www.[Your name].com/PluginforAdobeAudition

Code of conduct

It is expected that all individuals and companies promoting themselves as an Adobe partner will:

- conduct themselves in a courteous and professional manner in situations related to their relationship with Adobe or use of Adobe products.
- adhere to all legal guidelines associated with the promotion of their relationship with Adobe as stated in this document and contract.
- not abuse their relationship with Adobe by presenting it in such a way as to exaggerate or misrepresent their relationship with Adobe.

Editorial guidelines

Editorial overview

- Use Adobe product names in full in their first reference, and follow the included guidance for subsequent references. Note that Adobe product names should not be abbreviated, such as Pr for Premiere Pro. *Learn more.*
- Refer to the company as "Adobe." *Learn more.*
- Don't include Adobe's ticker symbol or logo in any materials unless approved by Adobe PR.
- When referring to the partnership, the first reference should refer to your applicable partner type in full. Don't create abbreviations or acronyms. *Learn more.*
- Don't use unsubstantiated claims like best in class, best of breed, first to market, etc., as Adobe cannot verify these claims.
- Avoid terms or phrases that refer to a unique or exclusive relationship with Adobe. Examples include:
 - XYZ is a ~~premier~~ Adobe Video Solution Partner
 - XYZ is a ~~certified~~ Adobe Video Solution Partner
 - XYZ is ~~the leading~~ Adobe Video Solution Partner
 - XYZ is ~~the #1~~ Adobe Video Solution Partner
 - XYZ is ~~the highest revenue generator~~ of any Adobe Video Solution Partner
 - Use of terms like exclusive, strategic, limited, elite, privileged, etc

Referring to your partnership type

Referring to your partnership level

First references should refer to your applicable partner type in full.

Correct: Company ABC is an Adobe Video Technology Partner.
Company ABC is an Adobe Video Solution Partner.
Company ABC is an Adobe Camera to Cloud Partner.

Correct: As an Adobe Video Technology Partner, we...
As an Adobe Video Solution Partner, we...
As an Adobe Camera to Cloud Partner, we...

Secondary references may drop “Adobe” if that context is clear.

Correct: As a Video Technology Partner, ...
As a Video Solution Partner, ...
As a Camera to Cloud Partner, ...

Don’t leave out the specifics of your program participation or use any abbreviations or acronyms:

Incorrect: Company ABC is an AVTP—
Company ABC is an AVSP—
Company ABC is an AC2CP—
[Don’t abbreviate or use any acronyms]

Incorrect: Company ABC is an Adobe Solution Partner— [Adobe Technology Partner]—
Company ABC is an Adobe Video Partner—
Company ABC is an Adobe Partner—
[Do not leave out the specifics of your partner type: “Video,” “Technology,” “Solution”]

Avoid terms or phrases that refer to a unique or exclusive relationship with Adobe, or add an additional level or status. Examples include:

Incorrect: XYZ is a **premier**— Adobe Video Solution Partner
XYZ is a **certified**— Adobe Video Solution Partner
XYZ is **the leading**— Adobe Video Solution Partner
XYZ is **the #1**— Adobe Video Solution Partner
XYZ is the **highest revenue generator**— of any Adobe Video Solution Partner
Use of terms like exclusive, strategic, limited, elite, privileged, etc.

Email signatures

When referring to the partnership in your e-mail, make an effort to associate it with your company, not the individual. Or it could be listed with other partner programs.

Correct: Jane Doe
 Company ABC
 Adobe Video Solution Partner

Incorrect: Jane Doe, Adobe Video Solution Partner

Product names & attribution

1st & most prominent use	Secondary uses	Incorrect	Trademark attribution	Notes
Adobe Creative Cloud	Adobe Creative Cloud Creative Cloud	Adobe CC CC	Adobe, Creative Cloud	Do not abbreviate to “CC”
Adobe After Effects	After Effects		Adobe, After Effects	
Adobe Animate	Animate		Adobe	
Adobe Audition	Audition		Adobe, Adobe Audition	
Adobe Character Animator	Character Animator		Adobe	Character Animator is two words.
Adobe Media Encoder	Media Encoder		Adobe	
Adobe Premiere Pro	Premiere Pro	Premiere	Adobe, Adobe Premiere	The attribution is “Adobe Premiere” not “Premiere.”
Adobe Premiere Rush	Premiere Rush	Rush	Adobe, Adobe Premiere, Adobe Premiere Rush, Premiere Rush	
Frame.io	Frame.io	Frame	Frame.io	

Using “the” with Adobe Creative Cloud

As a rule, do **not** use “the” with Adobe Creative Cloud.

You may use “the” **only when** you follow Adobe Creative Cloud with a generic term (i.e. services) **and** it sounds better in context, see examples below.

Do this: Adobe Creative Cloud includes...

Not this: ~~The~~ Adobe Creative Cloud includes..

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

Design elements

“Designed for” badges

Badges using the phrase “Designed for Adobe [product]” have been created to communicate that your offering, service, plugin, extension, or integration has been designed or offered for a specific Adobe product.

“Designed for Adobe [product]” badges

The “Designed for Adobe [product]” badges are available for each Adobe video product.

For example:



“Designed for Adobe Creative Cloud” badge

The “Designed for Adobe Creative Cloud” badge may be used for offerings that work with two or more Adobe video applications.



"Designed for" badges | Usage overview

General usage guidelines

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 related offering, service, 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 in any communication. It often works best in a sign off position.
- The badge should be used in context to the related offering, service, approved plugin, extension, or integration, not in context with your 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*.

Plugins, extensions, and integrations

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: <https://console.adobe.io/home>
 - On Adobe Exchange Program Portal: <https://partners.adobe.com/exchangeprogram/creativecloud#>
- 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.

“Designed for” badges | 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.

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.



Print 0.25"
Digital 18px

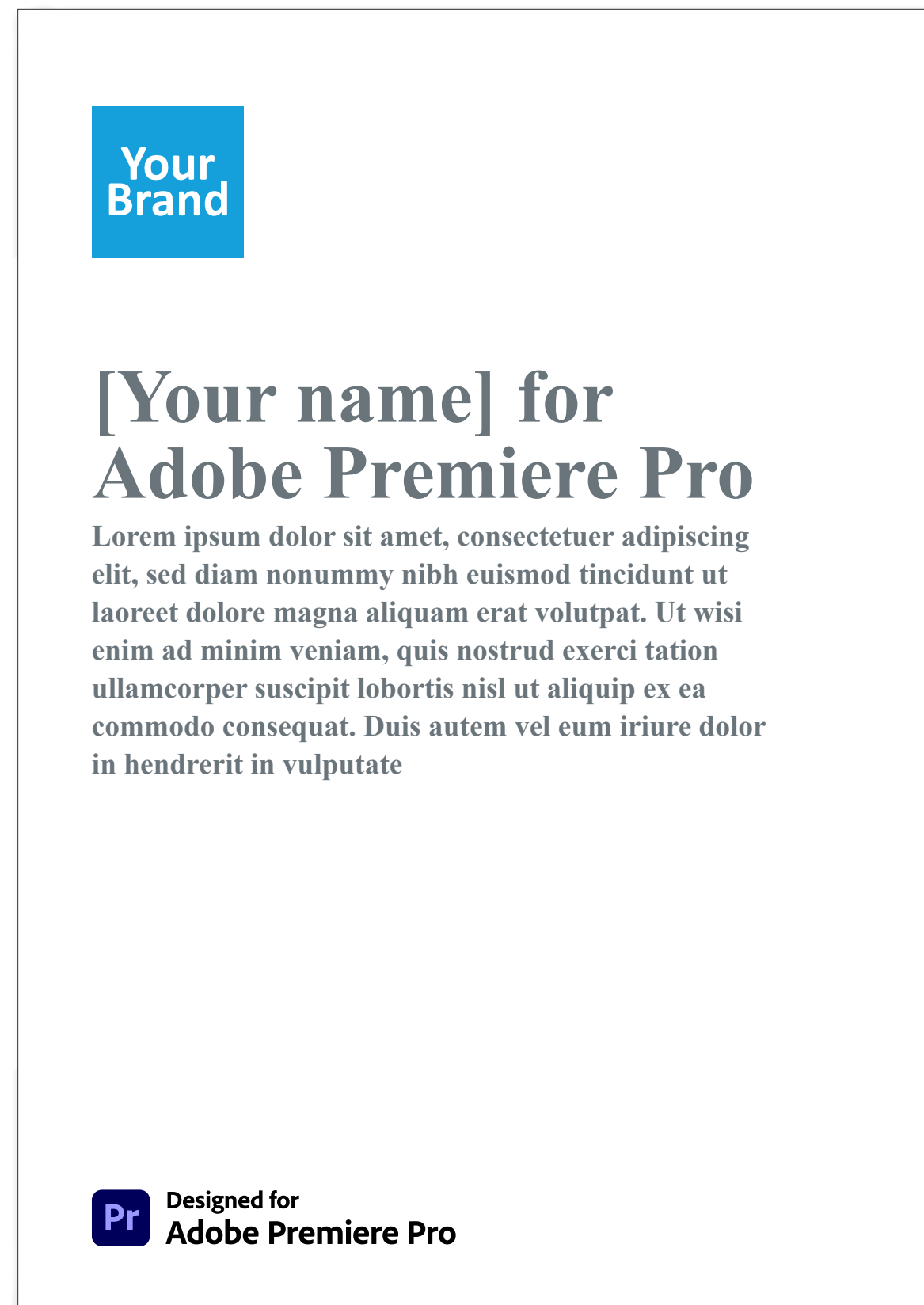
Color

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.

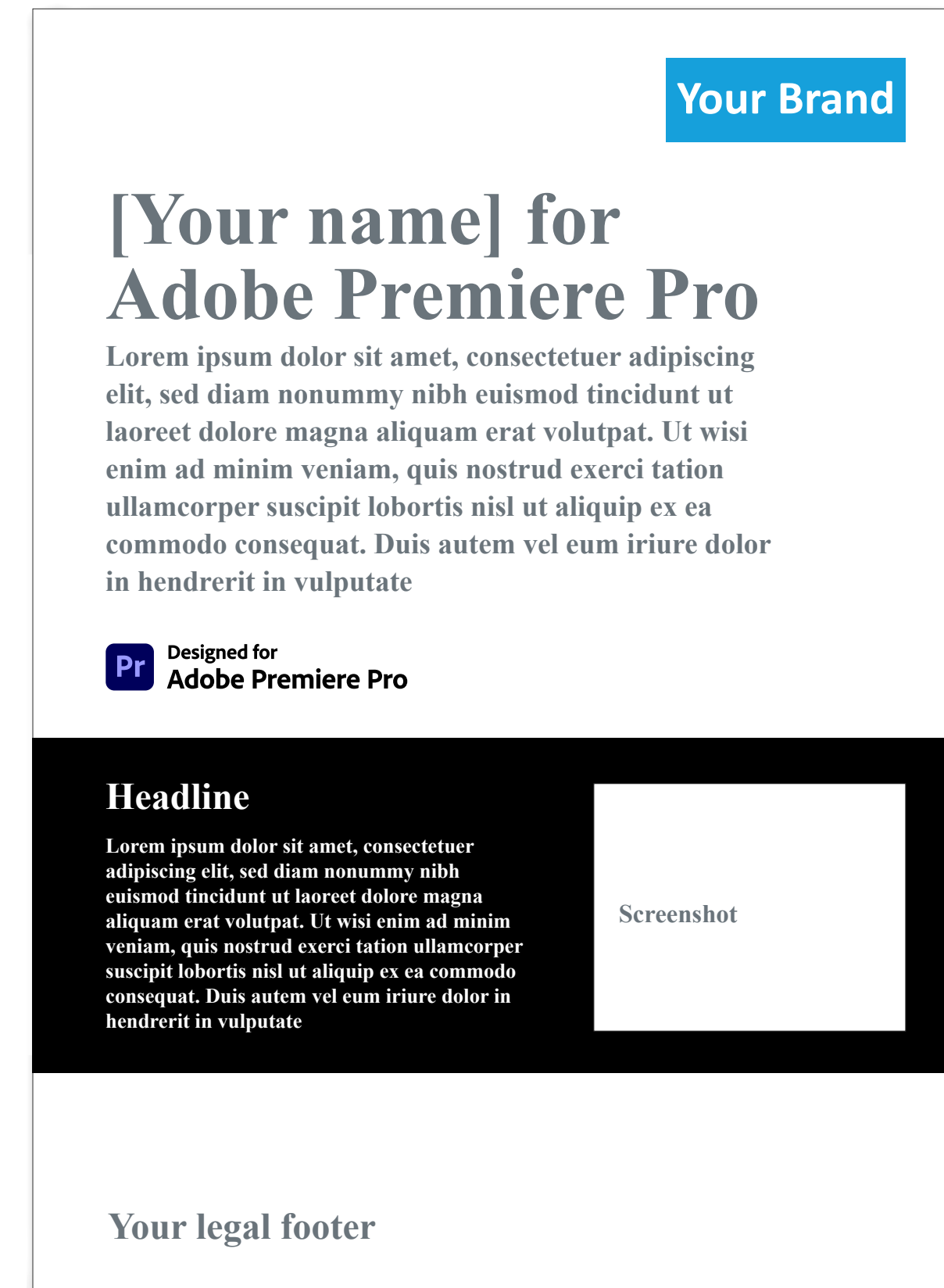


“Designed for” badges | Placement examples

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



For illustrative purposes only.



Product screenshots

You may use screenshots in advertising, on documentation (including educational brochures), in tutorial books and tutorial apps, in video, or on websites, provided you meet the guidelines outlined in the Copyrights, trademarks and permissions section of Adobe.com:

<https://www.adobe.com/legal/permissions/images-user-guides.html#tab3>

Always ensure you're taking screenshots of the latest release of the application.

Assets not included

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

The Adobe corporate logo

Neither this document or the standard partner agreement grants you permission to use the Adobe logo.

The Adobe logo may only be used by third parties under written license from Adobe. To request permission to use the Adobe logo, please contact your Adobe representative with a description of your proposed use. You may also email brand@adobe.com.

Once a license agreement is in place for use of the Adobe logo, we will provide you with the logo files and guidelines for use.

Typography

Adobe communications use Adobe Clean. **Adobe Clean is proprietary to Adobe and is for use in Adobe communications only.** It is not distributed for partner use or available for sale to the general public.

We ask partners to use their own corporate typeface, even when communicating about Adobe products/solutions.

Product logos

The “Designed for” badges should be the primary way to communicate the relationship between your offering and an Adobe product. Product logos and lockups, stand-alone from the “Designed for” badges are not a standard asset for partner use. If you have a specific use case where the “Designed for” badges don't feel appropriate, please email brand@adobe.com.

Adobe campaign or product imagery

Adobe corporate or product campaign imagery, and product imagery are reserved for Adobe communications.

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.

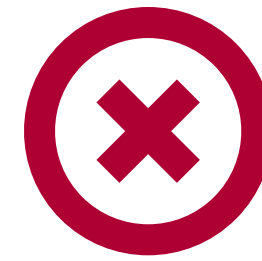
Example:

Company XYZ s an Adobe Video Solution Partner.

This account is 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.



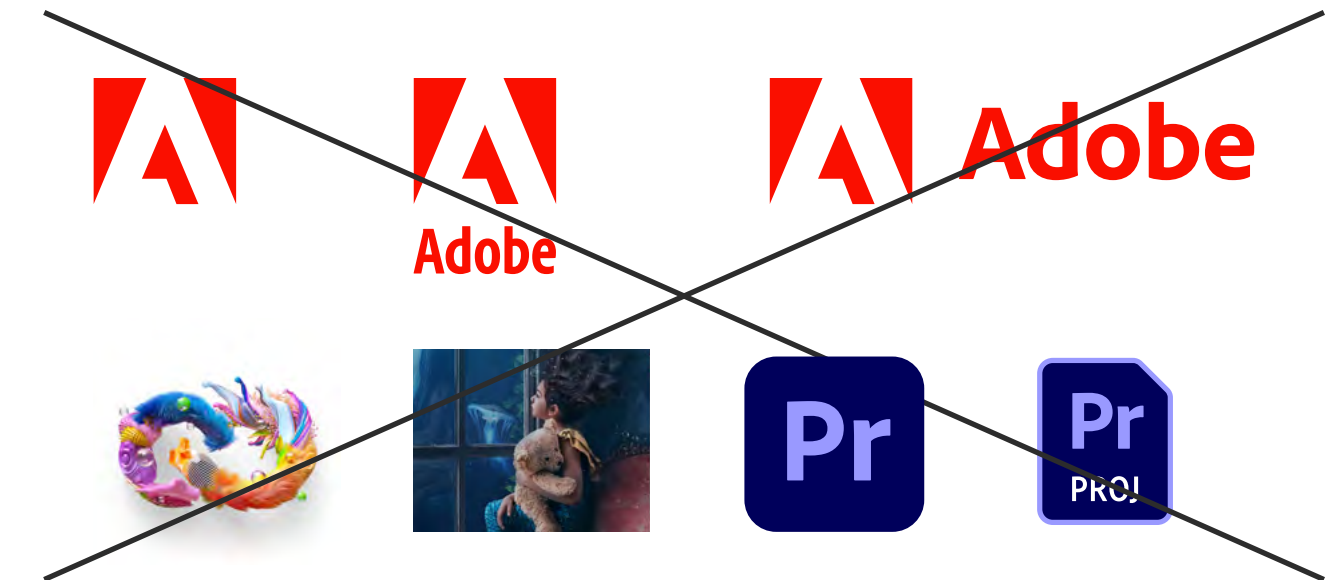
Unlicensed assets

The Adobe logo

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

Product identity, campaign imagery and other artwork

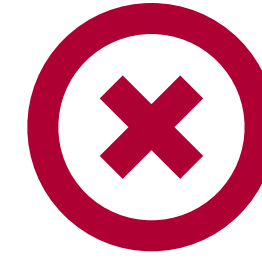
No other Adobe imagery should be used in your social content, including product logos or identity, campaign imagery or any other artwork that you may see on Adobe.com.



Imagery examples



Create your own unique profile and background images



Don't use Adobe logos or imagery in your background or profile images

Your social accounts should use your own imagery and look and feel, using your own unique background and profile images.

Please follow these do's and don'ts using these pages as examples.

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.

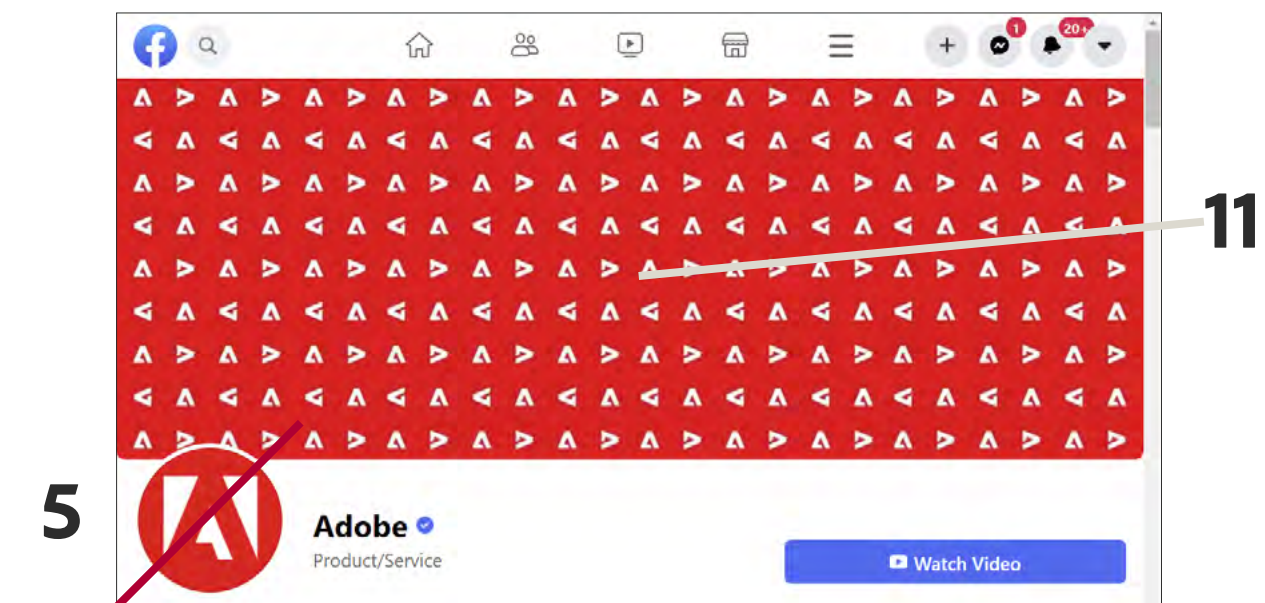
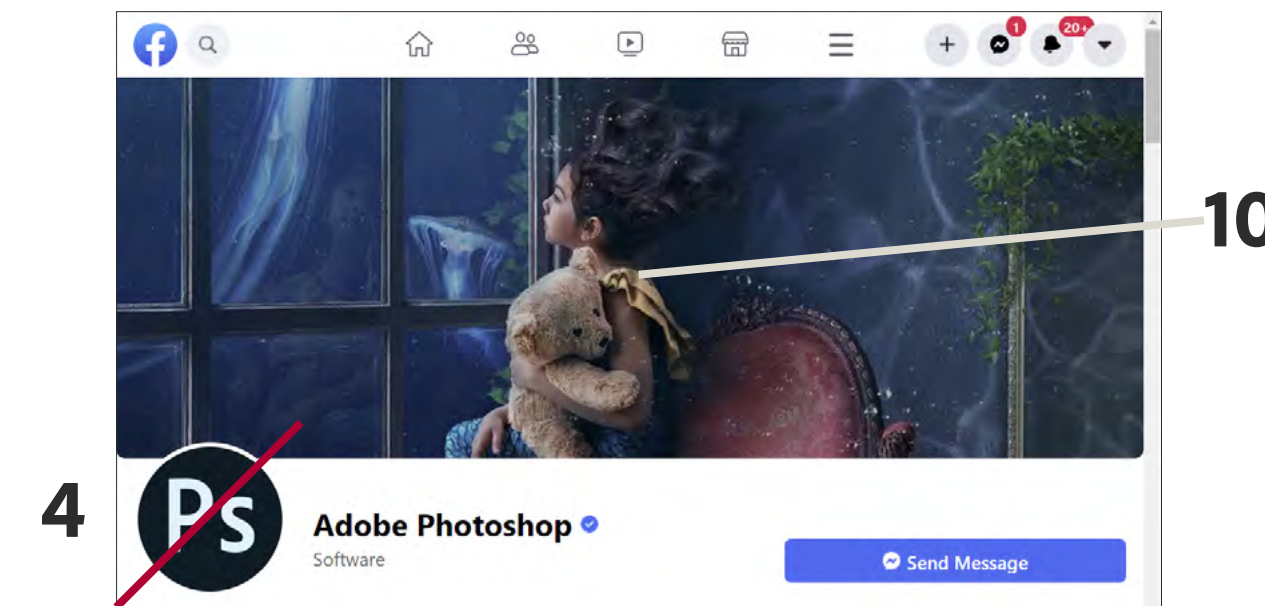
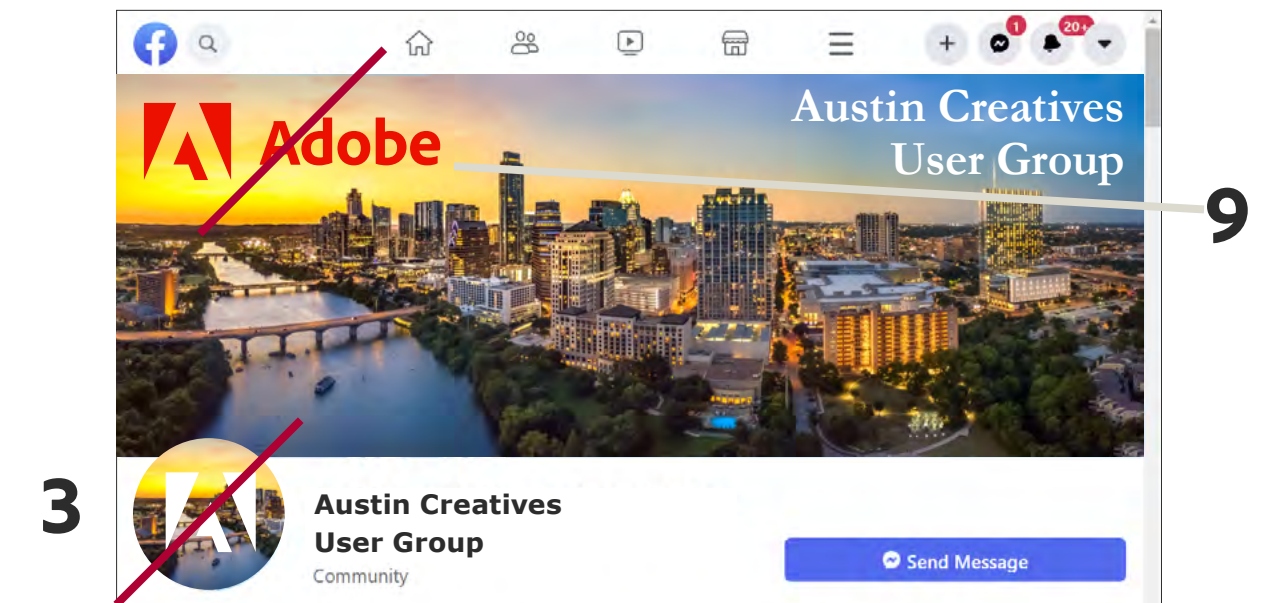
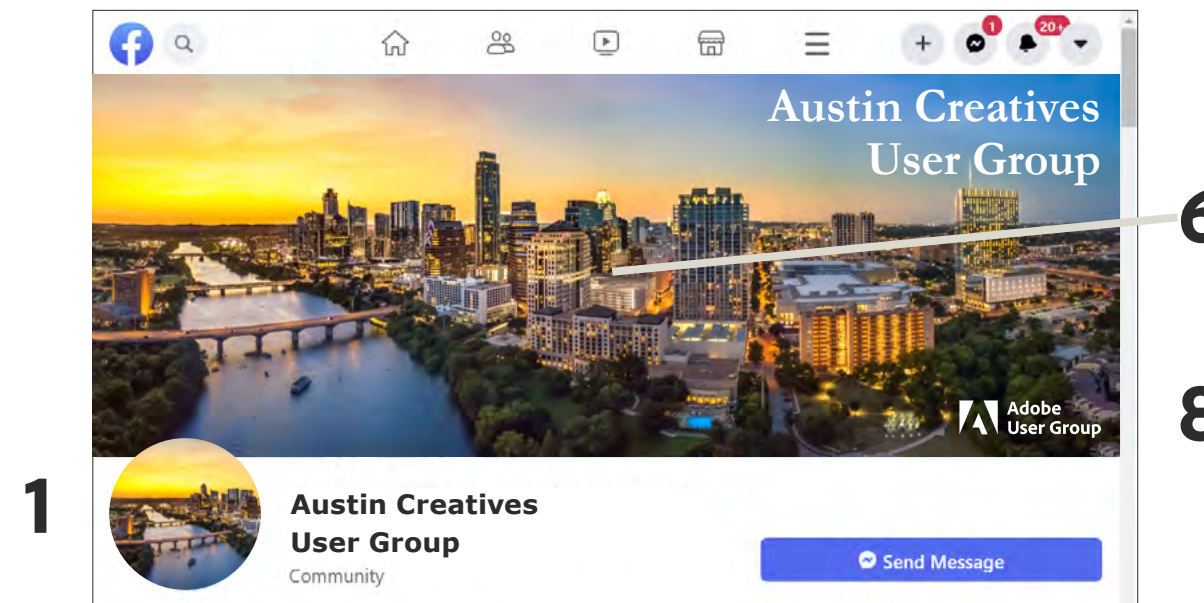
Background image

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

If applicable, your Adobe partner badge may be used in a secondary position (User Group in this example) **(8)**

Don't use the Adobe logo, product imagery or Adobe corporate imagery in your background image **(9, 10, 11)**

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



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

Finding assets

The assets outlined in this guide are subject to a successful partner application.

To request related assets, email vidprtntn@adobe.com

Brand review

Each use of 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.

Questions

Brand: brand@adobe.com

Adobe Video Partner Program: vidprtntn@adobe.com



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