Adobe

Adobe Experience Cloud Brand guidelines

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Contents

Introduction

Every business has become a digital business, and the imperative for customer experience management has never been more real. With Adobe Experience Cloud, we are powering digital businesses of all sizes, giving them everything they need to design and deliver great customer experiences at scale.

Because people buy experiences, not products. By extending our creative heritage to digital marketing, we deliver the tools that help brands make experience their business. Our mission is to empower more creativity for everyone, from marketers to data scientists. We celebrate all Experience Makers and offer Experience Cloud solutions to help them make experiences that are personal, relevant, and memorable.

In this new, accelerated era of experience, Adobe continues to be a critical partner for businesses trying to break through and keep up with the pace of their customers. We understand that companies that have a deep understanding of their customers' preferences and the ability to personalize experiences at every stage of the customer journey will survive and thrive.

This guide is intended to help you bring the Adobe Experience Cloud brand and portfolio to life in compelling and cohesive ways across everything you do.

1. Make the Adobe brand the focus of all communications, so we can attribute all efforts to Adobe.

2. Adopt the new Experience Cloud logo that is derived from the Adobe mark.

3. Shift from individual application logos as the focus to Experience Cloud and Adobe marks.

4. Embrace red as the primary color for Experience Cloud, along with a rich extended color palette.

5. Tell powerful, personal stories about customer success with Experience Cloud to build our customer community.

Brand hierarchy

Adobe needs to be front and center in all communications. Every amazing piece of content we produce should include the Adobe mark to build equity in the Adobe brand. After all, in the enterprise space, we compete head-to-head at the Adobe brand level against direct competitors.

Lockups now consist of the Adobe wordmark + name, as shown at right. Product logos are no longer used in lockups.

Application logos

We want all brand equity to be attributed to Experience Cloud, rather than multiple application brands. So our brand strategy—and long-term application strategy—is to focus all branding on Experience Cloud. Which means we are no longer branding each application with a unique logo.

The Experience Cloud and Experience Platform logos should only be used to represent Experience Cloud and Experience Platform respectively. They are not interchangeable, should not be locked up with category or application names, or used as the Adobe company mark.

Adobe

Adobe Experience Cloud

Applications

Content, commerce and workflows

Adobe Experience Manager
Adobe Commerce
Adobe Workfront
Adobe GenStudio for Performance Marketers

Data insights & audiences

Adobe Analytics
Adobe Customer Journey Analytics
Adobe Real-Time CDP
Adobe Mix Modeler

Customer journeys

Adobe Journey Optimizer
Adobe Marketo Engage
Adobe Target
Adobe Campaign

Platform

Adobe Experience Platform

Product overview and naming strategy

Adobe Experience Cloud architecture

Adobe brand	Adobe										
Cloud brand	Adobe Experience Cloud										
Categories	Content, commerce and workflows				Data insights and audiences				Customer journeys			
Key applications	Adobe Experience Manager	Adobe Commerce	Adobe Workfront	Adobe GenStudio for Performance Marketers	Adobe Analytics	Adobe Customer Journey Analytics	Adobe Real-Time CDP	Adobe Mix Modeler	Adobe Journey Optimizer	Adobe Marketo Engage	Adobe Target	Adobe Campaign
Platform	Adobe Experience Platform										
Services	Unified Profile	Common Identity	Experimentation	Federation	Multi-Cloud	API-First / Headless	Data Sovereignty	Privacy & Governance			

Data | Content | AI/ML

Architecture evolution

Adobe Experience Cloud is the most comprehensive set of market-leading solutions across content and commerce, customer journey management, data and insights, and work management, all powered by the Adobe Experience Platform. To further our value proposition, we are investing in artificial intelligence and machine learning, delivering next-generation applications and services on Experience Platform, and accelerating the integration of our offerings.

This evolution of our brand architecture is designed to bring our current innovation and future state vision to life in the simplest, most approachable form:

· Strengthening how we express the Experience Cloud and Experience Platform brands

· Organizing around descriptive categories aligned to tools our customers are searching for

· Simplifying the number of branded elements and layers customers need to digest and understand

This new architecture enables us to demonstrate the value of Experience Cloud and Experience Platform in a fresh, modern way designed to scale as we continue to innovate for our customers.

Categories

Adobe created the customer experience management category 10 years ago that we continue to lead. By organizing our portfolio around categories of tools our customers need to deliver world-class customer experiences, we provide them with a more accessible roadmap with which to navigate how Adobe can help them succeed.

Defining our descriptive categories

- Data insights and audiences: Great experiences start with the right data. It takes unifying your data into comprehensive customer profiles and visualizations, so you can discover insights and create the right experience for each customer.

- Content and commerce: Your content is what delivers value to your customer. With content management you can bring personalized experiences to life—at scale. And AI-powered commerce will help you deliver flexible shopping experiences that grow your business.

- Customer journeys: Timing is everything with delivering the right content. Our solutions help you analyze, automate, and deliver comprehensive experiences that track every step of your customer journey.

- Marketing workflows: The best customer experience will never happen if your team can't get on the same page. Our work management solution helps you get projects organized, built right, and delivered on time.

Role of categories

These descriptive categories are here to help us organize but should not be treated as branded components of Experience Cloud or Experience Platform.

- Categories are a way to organize the applications on Adobe.com, in architectures, etc.

- They are not for use in messaging

- They should not be locked up with Experience Cloud or Experience Platform brands

- They are collections of products, not a product themselves.

Category and product overview

Core products and features should always be used in clear context to its respective application.
See <u>editorial guidance</u> for details.

Categories	Content, commerce and workflows					
Applications	Adobe Experience Manager	Adobe Commerce	Adobe Workfront	Adobe GenStudio for Performance Marketers	Adobe Learning Manager	Adobe Advertising
Core products & features	Sites Assets Assets Essentials Forms Screens Guides Headless CMS Dynamic Media Adobe Developer App Builder Content Hub Personalization Edge Delivery Services	B2C & B2B commerce Mobile commerce Segmentation & personalization Shipping & fulfillment Inventory management Order management Intelligence	Fusion Goals Planning Scenario Planner			DSP Search, Social, & Commerce Creative

Category and product overview, continued

Core products and features should always be used in clear context to its respective application.
See editorial guidance for details.

Categories	**Data insights and audiences**				
Applications	Adobe Analytics	Adobe Customer Journey Analytics	Adobe Real-Time CDP	Adobe Product Analytics	Adobe Mix Modeler
Core products & features	Analysis Workspace Algorithmic Attribution Segmentation Comparison Analytics Dashboards Data Connectors Data Warehouse Report Builder (for Excel) Federated Analytics	Analysis Workspace Cross-Channel Analytics Analytics Dashboards Algorithmic Attribution Segmentation Comparison Omni-channel Journey Analysis Data Connections Data Views Report Builder (for Excel)	Adobe Real-Time CDP Collaboration Adobe Real-Time CDP Composable Audiences Adobe Real-Time Customer Data Platform Connections Real-Time Customer Profile Audience Activation Customer AI Destination Service Event Forwarding Federated Audience Composition Identity Management Identity Service Profile Service Segment Match		

Category and product overview, continued

Core products and features should always be used in clear context to its respective application.
See underlined editorial guidance for details.

Categories	Customer journeys						
Applications	Adobe Journey Optimizer	Adobe Journey Optimizer B2B Edition	Adobe Marketo Engage	Adobe Marketo Measure	Adobe Target	Adobe Campaign	Adobe Dynamic Chat
Core products & features	Personalization Omnichannel Orchestration Real-Time Journeys Mobile Marketing Location-Based Engagement Real-time Interaction Management (RTIM) Decision Management Offer Decisioning Customer Lifecycle Marketing		Lead Nurturing & Management Account-Based Marketing Personalization Cross-Channel Engagement Integrated Sales Applications Marketing Measurement & Attribution		AB Testing Multivariate Testing Rules Based Targeting Geotargeting Recommendations Automated Personalization	Cross-channel Campaign Management Email Marketing Data Management Campaign Orchestration Database Marketing Campaign Reporting & Analysis Integrated Customer Profile Audience Segmentation Progressive campaign enrichment Federated Data Access	

Core products and features: Editorial guidance

Core products and features should always be used in clear context to its respective application.

For example:

- The Adobe Experience Manager Assets capability is…

- Adobe Experience Manager Assets is…

- Adobe Experience Manager with its Assets capability is…

- The Assets capability in Adobe Experience Manger is…

- The Assets capability, part of Adobe Experience Manager, is…

- The Assets capability is…
  (only after using one of the examples above to tie the capability to the application)

- Assets is…
  (only after using one of the examples above to tie the capability to the application)

Core products and features are not Adobe branded
For example:

- Use: Assets

- Not: Adobe Assets

Localization
Core product and feature names are not localized.

Application overview

Content, commerce and workflows

Adobe Experience Manager

Create, manage, and deliver personalized immersive experiences at scale with world-class content management, asset management, learning, and digital enrollment system.

Adobe Commerce

Power your digital business and accelerate growth with personalized commerce.

Adobe Workfront

Connect, collaborate, and execute complex workflows and projects with a leading work management system built for enterprise.

Adobe GenStudio for Performance Marketers

A generative AI-first application that enables the modern marketer to self-serve on-brand content with enterprise guardrails and governance for high performing experiences.

Adobe Learning Manager

Easily create on-brand learning experiences that make learning fun. Engage customers. Increase sales. Develop employee skills.

Adobe Advertising

Plan, buy, measure, & optimize your advertising spend across channels and formats for improved customer acquisition.

Data insights and audiences

Adobe Analytics

Only Adobe lets you mix, match, and analyze data from anywhere in the customer journey to surface insights with predictive intelligence.

Adobe Customer Journey Analytics

A single interface where you can track, analyze, and visualize every action in context of the customer journey, to provide more context for decisions.

Adobe Real-Time CDP

Collect, normalize, and unify all data into robust real-time profiles that let B2B an B2C marketers deliver personalized experiences.

Adobe Product Analytics

Enables product teams to self-serve data and insights about their product experience through guided analysis workflows, built on the same cross-channel data of Customer Journey Analytics.

Adobe Mix Modeler

Quantify and maximize your marketing ROI with advanced data modeling and scenario planning.

Customer journeys

Adobe Journey Optimizer

Manage and optimize scheduled omnichannel campaigns and one-to-one moments for millions of customers from a single application.

Adobe Journey Optimizer B2B Edition

A customer journey orchestration application that enables marketing and sales teams to intelligently engage buying groups within target accounts in a highly coordinated and precise way.

Adobe Marketo Engage

Automate your demand engine with end-to-end engagement across every stage of the customer journey.

Adobe Marketo Measure

Gives marketers the insights they need to get the most of their marketing budget to drive more demand & growth.

Adobe Target

A complete optimization engine with AI-powered testing, personalization, and automation at scale.

Adobe Campaign

Use rich customer data to create, coordinate, and deliver dynamic campaigns that connect with customers across email, mobile, and offline channels.

Adobe Dynamic Chat

Adobe Dynamic Chat is a conversational marketing tool that allows B2B marketers to engage buyers with automated, live and generative AI-powered conversations.

Names and attribution: Experience Cloud

1st & most prominent use	Secondary uses	Incorrect	Trademark attribution	Notes
Adobe Experience Cloud	Adobe Experience Cloud OR Experience Cloud	~~Experience Cloud from Adobe~~ ~~Adobe's Experience Cloud~~ ~~AEC~~	Adobe, Adobe Experience Cloud	Do not abbreviate to "AEC." When using the Experience Cloud logo, attribute as "the Adobe Experience Cloud logo"

We don't use acronyms
Speak plainly with full product names.

Use this	Not this
Adobe Experience Cloud	~~AEC~~
Adobe Analytics	~~AA~~
Adobe Campaign	~~AC~~
Adobe Commerce	~~AC~~
Adobe Customer Journey Analytics	~~ACJA~~
Adobe Experience Manager	~~AEM~~
Adobe GenStudio	~~AG or AGS~~

Use this	Not this
Adobe Journey Optimizer	~~AJO~~
Adobe Marketo Engage	~~AME~~
Adobe Mix Modeler	~~AMM~~
Adobe Real-Time CDP	~~ARTCDP~~
Adobe Target	~~AT~~
Adobe Workfront	~~AW~~

Using "the" with Adobe Experience Cloud
As a rule, do not use "the" before Adobe Experience Cloud.

Use "the" only when you follow Adobe Experience Cloud with a generic term (i.e. applications) and it sounds better in context, for example:

Do this: Adobe Experience Cloud provides...

Not this: ~~The~~ Adobe Experience Cloud provides...

Do this: Adobe Experience Cloud applications enable...

Not this: ~~The~~ Adobe Experience Cloud applications enable...

Names and attribution: Categories

Category name	Incorrect	Trademark attribution	Notes
Content, commerce, and workflows	~~Adobe Content, commerce, and workflows~~ ~~Adobe Experience Cloud Content, commerce, and workflows~~ ~~Content and comm~~ ~~CCW, CC&W~~	-----	**Role of categories** Categories are a way to organize the applications on Adobe.com, in architectures, etc. They can be used to describe the portfolio, but shouldn't be treated as lead messages or branded terms. **Not branded terms** Categories are not branded terms. They are not be Adobe branded, and they should not be used in title case unless used in a menu or subhead that uses title case for consistency. For example: Content and commerce, not Adobe Content and Commerce
Data insights and audiences	~~Adobe Data insights and audiences~~ ~~Adobe Experience Cloud Data insights and audiences~~ ~~DIA, DI&A~~	-----	**Not extensions of Adobe Experience Cloud** Categories should not be used as extensions of Adobe Expeirence Cloud. For example: Content and commerce, not Adobe Experience Cloud content and commerce. **Localization** Categories may be localized.
Customer journeys	~~Adobe Customer journeys~~ ~~Adobe Experience Cloud Customer journeys~~ ~~CJ~~	-----	**Capitalization** Categories should not be used in title case unless used in a menu or subhead that uses title case for consistency. **Abbreviation** Do not abbreviate categories or use any acronyms such as C&C, DI&A, CJ, or MW.

Names and attribution: Applications

1st & most prominent use	Secondary uses	Incorrect	Trademark attribution	Notes
Adobe Advertising	Adobe Advertising Advertising	~~AA~~	Adobe	Do not abbreviate to "AA."
Adobe Analytics	Adobe Analytics Analytics	~~AA~~	Adobe	Do not abbreviate to "AA."
Adobe Campaign	Adobe Campaign Campaign	~~AC~~	Adobe	Do not abbreviate to "AC." Don't append Classic/Standard in primary mentions.
Adobe Commerce	Adobe Commerce Commerce	~~Adobe Commerce (Magento)~~ ~~Adobe Commerce Cloud~~ ~~[Adobe] Magento Commerce~~ ~~Magento~~ ~~AC~~ OR ~~ACC~~ ~~MC~~	Adobe	Do not abbreviate to "AC" or "ACC." To audiences that may benefit from an overt brand transition, "powered by Magento" or "formerly Magento Commerce" may be used. The transitional phrase should only be used once in a communication; the Magento and Magento Commerce logos should not be used.
Adobe Customer Journey Analytics	Adobe Customer Journey Analytics Customer Journey Analytics	~~ACJA, CJA~~	Adobe	Do not abbreviate to "CJA" or "ACJA."
Adobe Dynamic Chat	Adobe Dynamic Chat Dynamic Chat	~~ADC~~	Adobe	Do not abbreviate to "ADC."

Names and attribution: Applications, continued

1st & most prominent use	Secondary uses	Incorrect	Trademark attribution	Notes
Adobe Experience Manager	Adobe Experience Manager Experience Manager	~~AEM~~	Adobe	Do not abbreviate to "AEM."
Adobe GenStudio for Performance Marketers	Adobe GenStudio for Performance Marketers GenStudio for Performance Marketers	~~AG, AGS, AGPM~~	Adobe	Do not use abbreviations such as "AG," "AGS" or "AGPM."
Adobe Learning Manager	Adobe Learning Manager Learning Manager	~~ALM~~	Adobe	Do not abbreviate to "ALM."
Adobe Journey Optimizer	Adobe Journey Optimizer Journey Optimizer	~~AJO~~	Adobe	Do not abbreviate to "AJO."
Adobe Journey Optimizer B2B Edition	Adobe Journey Optimizer B2B Edition Journey Optimizer B2B Edition	~~AJO B2B~~	Adobe	Do not abbreviate to "AJO."
Adobe Marketo Engage	Adobe Marketo Engage Marketo Engage	~~Marketo~~ ~~AME~~	Adobe, Marketo	Do not abbreviate to "AME" or "ME."
Adobe Marketo Measure	Adobe Marketo Measure Marketo Measure	~~Marketo~~ ~~AMM~~	Adobe, Marketo	Do not abbreviate to "AMM" or "MM."

Names and attribution: Applications, continued

1st & most prominent use	Secondary uses	Incorrect	Trademark attribution	Notes
Adobe Mix Modeler	Adobe Mix Modeler Mix Modeler	~~AMM~~	Adobe	Do not abbreviate to "AMM."
Adobe Product Analytics	Adobe Product Analytics Product Analytics	~~APA~~	Adobe	Do not abbreviate to "APA."
Adobe Real-Time Customer Data Platform	Adobe Real-Time Customer Data Platform Adobe Real-Time CDP Real-Time CDP	~~[Adobe] RTCDP~~ OR ~~ARTCDP~~ ~~Adobe Real-time Customer Data Platform~~ (with lower case "t") ~~Adobe Experience Platform Real-Time Customer Data Platform~~ ~~AEP Real-Time CDP~~	Adobe	Do not abbreviate further, such as "RTCPD" or "ARTCDP." The "R" and "T" in Real-Time are capitalized. Learn more about Real-Time CDP tiers, editions, and features.
Adobe Target	Adobe Target Target	~~AT~~	Adobe	Do not abbreviate to "AT."
Adobe Workfront	Adobe Workfront Workfront	~~Workfront, an Adobe company~~ ~~AW~~	Adobe, Workfront	Do not abbreviate to "AW."

Adobe Commerce and Magento Open Source

Adobe Experience Cloud is the industry-leading offering for B2C and B2B customer experience management. With the addition of Adobe Commerce, our portfolio now natively provides brands with the ability to monetize these personalized experiences.

It's important we properly use Adobe Commerce to refer to our product and Magento Open Source to refer to the freely available, unsupported code base to which Adobe contributes. Previous collective references are no longer used to avoid confusion.

Related references:

Design elements >
Representing applications & Magento Open Source

Acquisitions & brand transitions >
Magento brand integration

1st & most prominent use	Secondary uses	Incorrect/No longer acceptable	Notes
Adobe Commerce	Adobe Commerce Commerce	~~Adobe Commerce (Magento)~~ ~~Adobe Commerce Cloud~~ ~~[Adobe] Magento Commerce~~ ~~Magento~~ ~~AC OR ACC~~ ~~MC~~	Do not abbreviate to "AC" or "ACC." To audiences that may benefit from an overt brand transition, ok to use: • Adobe Commerce (powered by Magento) • Adobe Commerce (formerly Magento Commerce) The transitional phrase should only be used once in a communication; the Magento or Magento Commerce logos should not be used.
Magento Open Source	Magento Open Source	~~Magento Commerce Open Source~~ ~~Adobe Commerce Open Source~~ ~~Magento~~	To avoid misleading anyone, ensure Magento Open Source is referred to separately from Adobe Commerce, as the open source code base and not as a tier or level of Adobe Commerce. Refer to Magento Open Source as a code base, not as an offering or product to avoid confusion with the licensed product, Adobe Commerce.
Adobe Commerce and Magento Open Source	Adobe Commerce and Magento Open Source	~~Adobe Commerce/Magento~~	Previous collective references are no longer used to avoid confusion.

Adobe Commerce and Magento Open Source—Brand relationships

Given the prominence and historical uses of the Magento brand and our strategy to establish the Adobe Commerce brand, guidance on positioning both brands in the market is essential.

As Adobe, if we are consistent in our use in internal and external communications, baoth verbal and written, it will help drive the clarity and set a good example across the broader community that embraces both Adobe Commerce and Magento Open Source.

Related references:

Design elements >
Representing applications & Magento Open Source

Acquisitions & brand transitions >
Magento brand integration

Brand relationships		
Adobe Commerce	Commercially-licensed product	Adobe Commerce is an agile B2B and B2C commerce platform which enables merchants and brands to accelerate revenue through customer-centric digital commerce experiences across online and physical spaces. It has become the leading choice for mid-size and enterprise organizations as it offers the most flexible deployment models from on-prem to managed cloud with guaranteed SLAs , enables API-first integrations and fully customizable extensions, and the richest set of enterprise-grade commerce experience capabilities from marketing to merchandizing and fulfillment. Adobe Commerce is built on an open source code base to deliver flexibility and extensibility like no other commerce platform.
Magento Open Source	Freely available code base with Adobe as a key contributor	Magento Open Source is the code base that Adobe officially contributes to and ensures compatibility for transition to Adobe Commerce. This is part of Adobe's initiative to empower individual developers and foster small businesses who aspire to grow fast. "Magento Open Source" is only associated with the code base that Adobe officially contributes to. All other variations of open source code and associated claims are supported by third parties and should not be referenced as "Magento Open Source."
Adobe Commerce and Magento Open Source	Brand name of company and products acquired by Adobe	Magento is used to reference the company acquired by Adobe, to refer to the Magento Open Source code base, or for official events governed by entities Adobe has granted use of the Magento trademark.

Adobe Commerce and Magento Open Source—Use cases

It's important we avoid misleading anyone by properly using **Adobe Commerce** to refer to our product and **Magento Open Source** to refer to the freely available, unsupported code base to which Adobe contributes. Previous collective references are no longer used to avoid confusion.

Events

1. Adobe-sponsored
OR Partner events jointly sponsored by Adobe

Only use the Adobe Commerce brand

Given Adobe Commerce is our commercially-licensed product, all Adobe sponsored events should focus on this. We don't want community members who are specifically interested in Magento Open Source to be confused and attend an event that isn't about what they're interested in.

2. Community run events by third-parties

Delineate between Adobe Commerce and Magento Open Source

Community events that cover both Adobe Commerce and Magento Open Source should use clear messaging that accurately portrays Magento Open Source as the open source code and Adobe Commerce as the commercially-licensed offering anywhere they are mentioned, including their event description, tracks and track sessions. This is important so that participants are clear on what is "free" and what is "commercially-licensed."

SEO

SEO content

Content should be written to reference Adobe Commerce and Magento Open Source as two separate things

In order to ensure the relationship between Adobe Commerce and Magento Open Source is clear, and to ensure SEO in cases where the topic is about Adobe Commerce, include a clear description that includes the relationship between the two and makes it clear that they are two separate things.

For example:

About Adobe Commerce
Adobe Commerce is an agile B2B and B2C commerce platform which enables merchants and brands to accelerate revenue through customer-centric digital commerce experiences across online and physical spaces. Adobe Commerce leverages the Magento Open Source code base as part of its core and ensures a path for small merchants and developer experiments to grow to Adobe Commerce.

Communicating about both Adobe Commerce & Magento Open Source

Any communications covering both Adobe Commerce and Magento Open Source

Delineate between Adobe Commerce and Magento Open Source

For example:

- Page builder is compatible with both Adobe Commerce and Magento Open Source.

- B2B features are available in Adobe Commerce, but not in Magento Open Source.

Don't use collective references or use brands interchangeably to avoid confusion or misleading anyone between the free codebase and commercially-licensed product. For example:

- ~~Adobe Commerce (Magento)~~

- ~~Adobe Commerce / Magento~~

- ~~Adobe Commerce / Magento Open Source~~

- Don't use Magento in place of, or to mean, Adobe Commerce

Adobe Commerce and Magento Open Source—Upgrade messaging

Upgrade messaging may continue to refer to previous brands as the product to upgrade from, or to accurately describe upgrades that were completed before Summit 2021. Please refer to the guidance here to accurately describe the upgrades.

Why upgrade messaging & upgrade paths

Upgrade messaging can refer to upgrading **from**:

- Magento 1

- Magento Commerce
  (don't refer to this as Magento 2 or Magento Commerce 2)

- Magento Open Source 1

- Magento Open Source
  (this refers to Magento Open Source 2)

All upgrade paths should be **to**:

- Adobe Commerce

For example:

- Upgrade from Magento 1 to Adobe Commerce

- Upgrade from Magento Commerce to Adobe Commerce

- Upgrade from Magento Open Source 1 to Adobe Commerce

- Upgrade from Magento Open Source to Adobe Commerce

Referring to implementation upgrades

When messaging implementation upgrades, it's from "on-prem" to "cloud."

Referring to completed customer upgrades

When describing completed upgrades, we want to accurately describe the upgrade, while making a connection to the current branding if they upgraded before April 2021.

Completed BEFORE April 2021

Communicate the upgrade from Magento Commerce 1 to Magento Commerce 2, and then make the connection to the new brand Adobe Commerce:
"Magento Commerce 2 (now Adobe Commerce)."

For example:

Customer ABC upgraded from Magento Commerce 1 to Magento Commerce 2 (now Adobe Commerce) ...

Completed AFTER April 2021

Communicate the upgrade from Magento Commerce 1 to the current brand "Adobe Commerce."

For example:

Customer ABC upgraded from Magento Commerce 1 to Adobe Commerce ...

Adobe Commerce and Magento Open Source—Referring to merchants and code contributions

When referring to merchants, enterprises, or code contributions, it's important to be clear if they are applicable to Adobe Commerce, Magento Open Source, or both.

All references should clearly communicate Adobe Commerce and/or Magento Open Source. Previous collective references are no longer used to avoid confusion.

Referring to merchants

When referring to merchants, it's important to differentiate between Adobe Commerce or Magento Open Source. As applicable, we would refer to merchants as:

- Adobe Commerce merchants

- Magento Open Source merchants

- Adobe Commerce and Magento Open Source merchants (for any extension or service that applies to both groups)

We are no longer using "Magento merchants" as a catch-all to refer to merchants collectively to avoid confusion between merchants using the free code base and the licensed product.

Referring to code contributions

When referring to contributions to the underlying code, refer to Adobe Commerce and Magento Open Source separately.

Community contributions should specify that they contribute to Magento Open Source.

Adobe partners referring to code contributions

Partners are able to contribute to BOTH Adobe Commerce and Magento Open Source.

If applicable, partners can refer to code contributions to both Adobe Commerce and Magento Open Source.

For example:

We delivered several critical code enhancements to Adobe Commerce and Magento Open Source in 2021.

Adobe Commerce features and tools

1st & most prominent use	Secondary uses	Incorrect	Trademark attribution	Notes
Adobe Commerce Intelligence Note: Magento Business Intelligence is being rebranded to Adobe Commerce Intelligence	Adobe Commerce Intelligence	~~Adobe Intelligence~~ ~~Magento Intelligence~~ ~~Magento Commerce Intelligence~~ ~~Magento Business Intelligence~~	Adobe	Adobe Commerce Intelligence should be represented in text only; there is not an Adobe Commerce Intelligence logo. Previously known as "Magento Business Intelligence."
Adobe Commerce Marketplace	Adobe Commerce Marketplace Commerce Marketplace	~~Adobe Marketplace~~ ~~Adobe Magento Marketplace~~ ~~Magento Marketplace~~	Adobe	The marketplace supports extensions and apps for Adobe Commerce and Magento Open Source.

Features

1st & most prominent use	Secondary uses	Notes
Live Search	Live Search	
Page Builder	Page Builder	**Features are not Adobe branded** For example, Live Search, not Adobe Live Search
Product Recommendations	Product Recommendations	**Features are not extensions of Adobe Commerce** For example, Page Builder, not Adobe Commerce Page Builder
PWA Studio	PWA Studio	**Features should not be used as extensions to previous brands** For example, PWA Studio, not Magento PWA Studio, or Magento Commerce PWA Studio
Site Wide Analysis Tool	Site Wide Analysis Tool	**Feature names should not be abbreviated or used as acronyms** Do not abbreviate features or use any acronyms, for example do not use SWAT, UCT, etc.
Upgrade Compatibility Tool	Upgrade Compatibility Tool	

Real-Time Customer Data Platform tiers and editions

1st & most prominent use	Secondary uses	Incorrect	Trademark attribution	Notes
Adobe Real-Time Customer Data Platform	Real-Time Customer Data Platform Adobe Real-Time CDP Real-Time CDP	~~[Adobe] RTCDP~~ OR ~~ARTCDP~~ ~~Adobe Real-time Customer Data Platform~~ (with lower case "t") ~~Adobe Experience Platform Real-Time Customer Data Platform~~	Adobe	Do not abbreviate further, such as "RTCPD" or "ARTCDP." The "R" and "T" in Real-Time are capitalized.
Tiers				
Adobe Real-Time Customer Data Platform Ultimate	Real-Time Customer Data Platform Ultimate [Adobe] Real-Time CDP Ultimate	Any combination of the above incorrect references with the tier designation added. These are NOT part of Adobe Experience Platform. Neither "Adobe Experience Platform" or "AEP" should be used in the product names.	Adobe	Previously Adobe Experience Platform Activation
Adobe Real-Time Customer Data Platform Prime	Real-Time Customer Data Platform Prime [Adobe] Real-Time CDP Prime		Adobe	Previously Adobe Real-time CDP
Editions				
Adobe Real-Time Customer Data Platform B2C Edition	Real-Time Customer Data Platform B2C Edition Real-Time CDP B2C Edition The Business-to-Consumer Edition B2C Edition	Any combination of the above incorrect references with the tier designation added. These are NOT part of Adobe Experience Platform. Neither "Adobe Experience Platform" or "AEP" should be used in the product names.	Adobe	
Adobe Real-Time Customer Data Platform B2B Edition	Real-Time Customer Data Platform B2B Edition [Adobe] Real-Time CDP B2B Edition The Business-to-Business Edition B2B Edition		Adobe	
Adobe Real-Time Customer Data Platform B2P Edition	Real-Time Customer Data Platform B2P Edition [Adobe] Real-Time CDP B2P Edition The Business-to-Person Edition B2P Edition		Adobe	

Real-Time Customer Data Platform features

1st & most prominent use	Secondary uses	Incorrect	Trademark attribution	Notes
Core products & features				
Real-Time Customer Profile	Real-Time Customer Profile	~~Adobe Real-Time Customer Profile~~ ~~Adobe Experience Platform Unified Profile~~ ~~Adobe Unified Profile~~ ~~RTCP, RCP~~		
Adobe Real-Time Customer Data Platform Connections	Real-Time Customer Data Platform Connections [Adobe] Real-Time CDP Connections	~~Real-Time CDP Data Connections~~ ~~RTCDP Connections~~ ~~Connections~~ ~~Adobe Experience Platform Collection [Enterprise]~~ ~~Adobe Experience Platform Connections OR AEP Connections~~	Adobe	Do not confuse with Adobe Experience Platform Collection, which is a set of features available for all DX customers at no additional costs.
Event Forwarding	Event Forwarding	~~Server-Side Forwarding~~ ~~Launch Server Side~~ ~~Adobe Experience Platform Collection Enterprise~~		This feature is included in the Adobe Real-Time Customer Data Platform Connections offering.
Audience Activation	Audience Activation			
Customer AI	Customer AI			
Destination Service	Destination Service			
Profile Service	Profile Service			
Identity Service	Identity Service			
Segment Match	Segment Match			

Names and attribution: Services

Intelligent Services

These turnkey AI/ML services provide critical differentiation for how Adobe is innovating for our customers through Experience Platform. As we communicate the value of these unique services, we want to elevate the Experience Platform brand vs. building awareness for a new category of services.

Here are the important shifts to be aware of:

- Content AI, Attribution AI, Journey AI and Leads AI will continue to exist as is

- We will shift from the "intelligent services" label to "AI/ML services" attributed to Experience Platform

Terminology

These defined terms should be used throughout our messaging for a consistent vocabulary.

There may be exceptions for Adobe.com—learn more.

Cloud

We have one "Cloud" branded offering in digital experience: Adobe Experience Cloud.

All previous "Cloud" branded offerings have been retired.
Do not append "Cloud" to any applications or any other offerings.

Do not use "the cloud" or "the Cloud" when referring to Adobe Experience Cloud.

Lowercase "the cloud" may be used as a descriptive term only when not directly referring to Adobe Experience Cloud.

Localization: Adobe Experience Cloud should not be localized.

Categories

Categories are a way to organize the applications on Adobe.com, in architectures, etc. They are not for use in messaging.

They are not branded terms, and should not be Adobe branded or appended to Experience Cloud.

For example, we would not say:

- ~~Content & Commerce includes Adobe Experience Manager~~
- ~~Adobe Content & Commerce~~
- ~~Adobe Experience Cloud Content & Commerce~~

Localization: Categories may be localized.

Applications

Offerings such as Adobe Campaign or Adobe Experience Manager are referred to as applications. We don't refer to them as "apps."

Localization: Application names should not be localized.

Services

Services are value-add, shared services across Adobe Experience Cloud, available to any customer whether they have one or multiple applications.

Localization: Services and groupings may be localized.

Core products & features

Core products and features are functional features of an application, i.e. Assets, Sites, etc.

Localization: Core products and features should not be localized.

Features

A feature is a sub-component of a core product and feature.

Localization: Feature names may be localized.

Platform

We have one "Platform" branded offering in digital experience: Adobe Experience Platform.

Do not append "Platform" to Adobe, Adobe Experience Cloud, any applications, or any other offerings.

Do not use "the platform" or "the Platform" when referring to Adobe Experience Platform. Learn more about Experience Platform.

Localization: Adobe Experience Platform should not be localized.

Terminology: Adobe.com exceptions and retired terminology

Adobe.com exceptions

Adobe.com may use different language to organize content to optimize SEO and to aid customers navigating the site.

For example: customers are looking for "products" so that term may be used in place of "application."

Adobe.com terminology for organizing content is treated as an exception to ensure customers are successful finding the information they're looking for. Messaging should continue to follow guidance outlined in this guide.

Retired terminology

Solution

Applications were previously referred to as "solutions." Moving forward, don't refer to applications as solutions.

Sub-cloud

This term was previously used to refer to Adobe Advertising Cloud, Adobe Analytics Cloud, Adobe Commerce Cloud, and Adobe Marketing Cloud. Moving forward, this should no longer be used.

Versioning

In marketing
Do not use version numbers in marketing content for Adobe Experience Cloud or any of the applications.

Do not use versions/types in primary mentions of application brands, for example: Adobe Campaign Classic, Adobe Experience Manager Managed Service.

Why?

The release cycles and technical version numbers are not in sync across the applications. But we want a cohesive brand story and we only market the latest versions, so leave them out for consistency.

Other types of communication
Version numbers may be used in technical communications, support, or other types of communication where the versioning is required for clarity or to distinguish between versions.

Boilerplates

Sometimes, you just need a paragraph that describes a specific product or solution. A variety of ready-to-use copy blocks are available, so you don't have to recreate product descriptions from scratch. And they help us share a consistent story across the business.

Boilerplates for each product can be found in the Adobe Writing and Style Guide.

Company name and legal lines

For everyday use globally
Adobe

Refer to 'Adobe' in email signatures, voicemail greetings, marketing, event signage, copyright line, trademark attribution, business cards, social accounts, sponsorships, etc. Emails should be from, or signed off by, Adobe or 'The team at Adobe.'

Legal entities
Only used when legally required for legal agreements, contracts, financials, etc. Not sure? Check with your legal rep or email brand@adobe.com.

U.S.: Adobe Inc.
Note: No comma after "Adobe" / Period after "Inc." / Do not spell out Incorporated.

Globally: Entities vary, see Adobe's international local entity names.

Never
~~Adobe Incorporated~~

~~Adobe Systems~~

~~Adobe Systems, Inc.~~

~~Adobe Systems Incorporated~~

Or any other variation.

Legal lines
Please include a copyright notice and 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 page of a website.

Global copyright notice format
© [year of publication] Adobe. All rights reserved.
© [range of years (generally found in product)] Adobe. All rights reserved.

The word "Copyright" is not required in addition to the © symbol.

Global trademark attribution statement format
List of Adobe marks used, beginning with "Adobe" and "Adobe (Stylized)," 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."

"Catch-all" attribution may be used following the standard attribution statement for all third-party trademarks, unless specific notice is required by contract: "All other trademarks are the property of their respective owners."

Example
© 2024 Adobe. All rights reserved.

Adobe, Adobe (Stylized), Adobe Experience Cloud, the Adobe Experience Cloud logo, and Marketo are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

Adobe Experience Platform

Adobe Experience Platform centralizes and standardizes data and content across the enterprise powering real-time customer profiles, enabling data science and accelerating content velocity to drive experience personalization across the customer journey.

Brand strategy

How to talk about Adobe Experience Platform

- Adobe Experience Platform is the only platform product offered from Adobe

- All features will be named as extensions of Adobe Experience Platform, following the same format: Adobe Experience Platform _____.

- The "first and most prominent use" refers to the first mention of the platform – whether it be a reference to the product or one of its component features. For example:

  - **Do this:** "Adobe Experience Platform has a feature called Data Science Workspace"

  - **Not this:** "Adobe Experience Platform has a feature called Adobe Experience Platform Data Science Workspace"

- There are two ways customers can take advantage of Adobe Experience Platform:

  - **Foundation features:** this is a partial set of platform features that come standard with any purchase of an Adobe Experience Cloud application such as Adobe Campaign

  - **Advanced data features:** this is a set of platform features that is included in the paid offering only and can be leveraged with or without an Experience Cloud application

- The three groupings: Data, Adobe Sensei, Content, are not part of the Adobe Experience Platform name and should not be used as extensions of the name. For example, we would not say ~~Adobe Experience Platform Data~~.

Names and attribution: Adobe Experience Platform

1st & most prominent use	Secondary uses	Incorrect	Trademark attribution	Notes
Adobe Experience Platform	Adobe Experience Platform OR Experience Platform	~~The Adobe Experience Platform~~ ~~Adobe Platform~~ ~~AXP or AEP~~ ~~Adobe XP~~ ~~Adobe [Customer] Data Platform~~ ~~CDP~~ ~~Adobe Content Platform~~ ~~Adobe Cloud Platform~~ ~~Adobe Experience Cloud Platform~~	Adobe	**Description**: Open and extensible platform designed for Customer Experience Management **Localization**: Do not translate Adobe Experience Platform. Do not shorten to an acronym in any external facing communications. Never use AXP, AEP, Adobe XP or any other abbreviation. When using the Experience Platform logo, attribute as "the Adobe Experience Platform logo"

We don't use acronyms
Speak plainly with full product names.

Use this	Not this
Adobe Experience Platform	~~AEP~~ ~~AXP~~ ~~Adobe XP~~

Using "the" with Adobe Experience Platform
As a rule, do not use "the" before Adobe Experience Platform.

Use "the" only when you follow Adobe Experience Platform with a generic term (i.e. features) and it sounds better in context, for example:

Do this: Adobe Experience Platform provides...

Not this: ~~The~~ Adobe Experience Platform provides...

Do this: Adobe Experience Platform features enable...

Not this: ~~The~~ Adobe Experience Platform features enable...

Do this: Together, the two Adobe Experience Platform features...

Feature names and attribution

1st & most prominent use	Secondary uses	Incorrect	Trademark attribution	Notes
Adobe Experience Platform Auditor	Experience Platform Auditor Platform Auditor	~~Adobe Auditor~~ ~~Adobe Platform Auditor~~ ~~Auditor, by Adobe~~ ~~Auditor~~	Adobe	**Description**: Automated audits of website tag implementations **Never use**: "Adobe Auditor" or abbreviations such as "AEPA" or "EPA" "Auditor, by Adobe" is not approved for secondary uses
Adobe Experience Platform Auditor extension ("extension" unbranded, lowercase)	Experience Platform Auditor extension Platform Auditor extension	~~Adobe Auditor extension~~ ~~Adobe Platform Auditor extension~~ ~~Auditor extension~~	Adobe	**Description**: This is not a distinct product or feature, it is a browser extension of the Auditor feature. Adobe Experience Platform Auditor has an extension listed on the Google Chrome extension marketplace which extends and integrates the functionality of the core product feature with Google Chrome. This is not treated as an independent brand or name.
Adobe Experience Platform Data Governance	Experience Platform Data Governance Data Governance	~~Adobe Data Governance~~ ~~Platform Data Governance~~ ~~DG, AEPDG, ADG~~	Adobe	**Description**: Data governance tool to label data and facilitate its proper use **Never use**: "Adobe Data Governance" or abbreviations such as "DG," or "AEPDG" Treat as a proper noun. Do not use "the" in front of "Data Governance." Do not capitalize general references to "data governance."
Adobe Experience Platform Data Ingestion	Experience Platform Data Ingestion Data Ingestion	~~Adobe Data Ingestion~~ ~~DI, AEPDI, ADI~~	Adobe	**Note**: Adobe Experience Platform is part of the Data Ingestion services **Never use**: "Adobe Data Ingestion" or abbreviations such as "DI," "AEPDI" or "ADI" Treat as a proper noun. Do not use "the" in front of "Data Ingestion." Avoid using same wording for general references to "data ingestion."
Adobe Experience Platform Data Science Workspace	Experience Platform Data Science Workspace Data Science Workspace	~~Adobe Data Science Workspace~~ ~~Platform Data Science Workspace~~ ~~DSW, AEPDSW, ADSW~~	Adobe	**Description**: Plug and play data model creation tool for data scientists **Never use**: "Adobe Data Science Workspace" or abbreviations such as "DSW"

Feature names and attribution, continued

1st & most prominent use	Secondary uses	Incorrect	Trademark attribution	Notes
Adobe Experience Platform Identity Service	Experience Platform Identity Service Identity Service	~~Adobe Identity Service~~ ~~Platform Identity Service~~ ~~IS, AEPIS, AIS~~	Adobe	**Description**: Device linking service for people-based experience management **Never use**: "Adobe Identity Service" or any abbreviations such as "PIS" or "IS" Do not reference the former name "People Core Service"
Adobe Experience Platform Mobile SDK	Experience Platform Mobile SDK Platform Mobile SDK Mobile SDK	~~Adobe Mobile SDK~~ ~~Adobe Experience Platform SDKs~~	Adobe	**Description**: Software Development Kits for mobile app integrations **Never use**: "Adobe Mobile SDK" or any abbreviations except "SDK" Do not reference the former name "Places Core Service"
Adobe Experience Platform Query Service	Experience Platform Query Service Query Service	~~Adobe Query Service~~ ~~Platform Query Service~~ ~~QS, AEPQS, AQS~~	Adobe	**Description**: Analytics data warehouse supporting omni-channel SQL queries **Never use**: "Adobe Query Service" or any abbreviations such as "AQS," "QS"
Adobe Experience Platform Places Service	Experience Platform Places Service Places Service	~~Adobe Places Service~~ ~~Platform Places Service~~ ~~PS, AEPPS, APS~~	Adobe	**Description**: Location-based data processing for experience targeting **Never use**: "Adobe Places Service" or any abbreviations such as "APS" or "PS" Do not reference the former name "Places Core Service"
Adobe Experience Platform Privacy Service	Experience Platform Privacy Service Privacy Service	~~Adobe Privacy Service~~ ~~Adobe Privacy~~ ~~Privacy~~ (when referencing the feature)	Adobe	**Description**: API and UI to manage privacy compliance **Never use**: "Adobe Privacy" or "Adobe Privacy Service" to reference the Platform feature
Adobe Experience Platform Segmentation Service	Experience Platform Segmentation Service Segmentation Service	~~Adobe Segmentation Service~~ ~~SS, AEPSS, ASS~~	Adobe	**Description**: Real-time segmentation service **Never use**: "Adobe Segmentation Service" or any abbreviation such as "SS," "AEPSS" or "ASS"

Feature names and attribution, continued

| 1st & most prominent use	Secondary uses	Incorrect	Trademark attribution	Notes
event forwarding	event forwarding	~~Adobe Experience Platform event forwarding~~ ~~Adobe Experience Platform Launch~~ ~~Adobe Launch~~	-----	**Previously known as**: Adobe Experience Platform Launch (server side) **Example in use**: See the event forwarding overview for more information.
Experience Data Model (XDM)	Experience Data Model XDM	~~XDM~~ (in first use) ~~Data Model~~ ~~Adobe Data Model~~	-----	**Description**: Standard experience-driven data schema for Adobe and partner solutions Experience Data Model is an open source initiative, therefore it is not Adobe branded. Use the full name: "Experience Data Model (XDM)" before using "XDM."
Real-time Customer Profile	Real-time Customer Profile Profile	~~Adobe Real-time Customer Profile~~ ~~Adobe Experience Platform Unified Profile~~ ~~Adobe Unified Profile~~ ~~RTCP, RCP~~	-----	**Description**: Real-time, centralized profile for targeted and personalized experience management "Real-time Customer Profile" is not Adobe or Adobe Experience Platform branded. **Never use**: "Adobe Real-time Customer Profile" "Adobe Experience Platform Real-time Customer Profile." **Ok to use the possessive**: "Adobe's Real-time Customer Profile." Do not use the possessive of Adobe Experience Platform.
tags	tags	~~Adobe Experience Platform tags~~ ~~Adobe Experience Platform Launch~~ ~~Adobe Launch~~	-----	**Previously known as**: Adobe Experience Platform Launch (client side) **Example in use**: What are tags in Adobe Experience Platform?
AI Assistant	AI Assistant	~~Adobe Assistant~~ ~~Assistant~~ ~~AI assistant~~		

Design elements

Toolkit

Our brand is defined by every experience a customer has with us. From our products to our marketing materials, customer service, brand activations, and events, every touchpoint matters.

Our identity system is designed to create a cohesive look and feel across all brand experiences. It's how we express who we are, our personality, and what we value.

Our identity includes a unified brand personality, consistent lockup structure, shared color palette, single font family, and common layout system. This system is designed to be flexible, so we can engage each audience in the most relevant and compelling way. This helps us curate the right communications for each audience while still driving consistency across the brand.

Please review the Adobe Brand Guide for details on our unified brand system and toolkit.
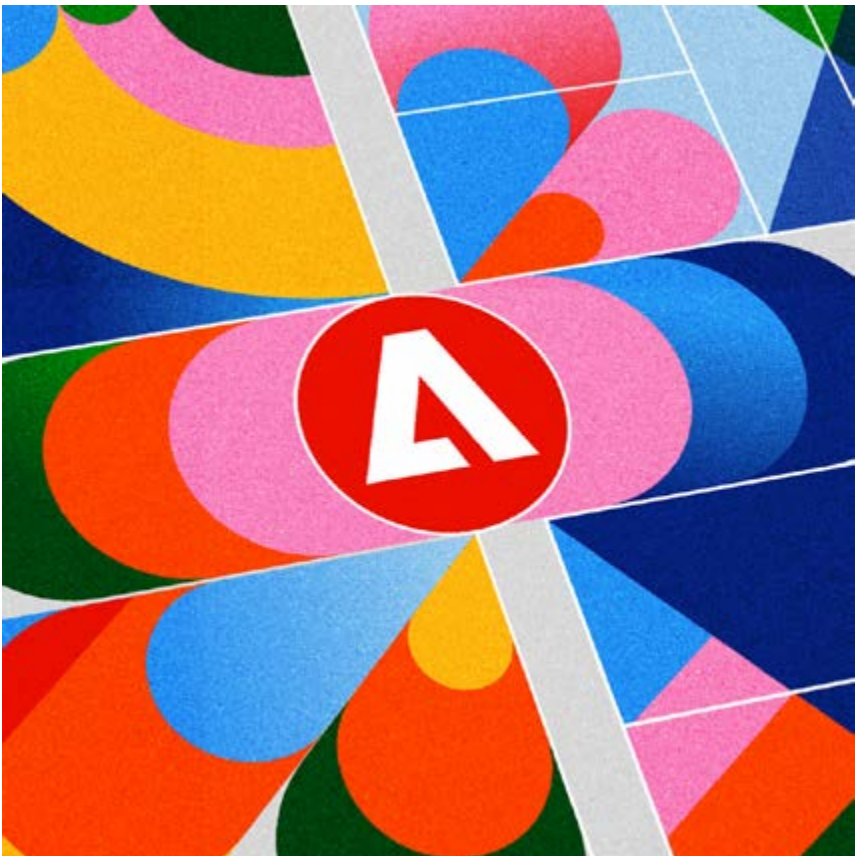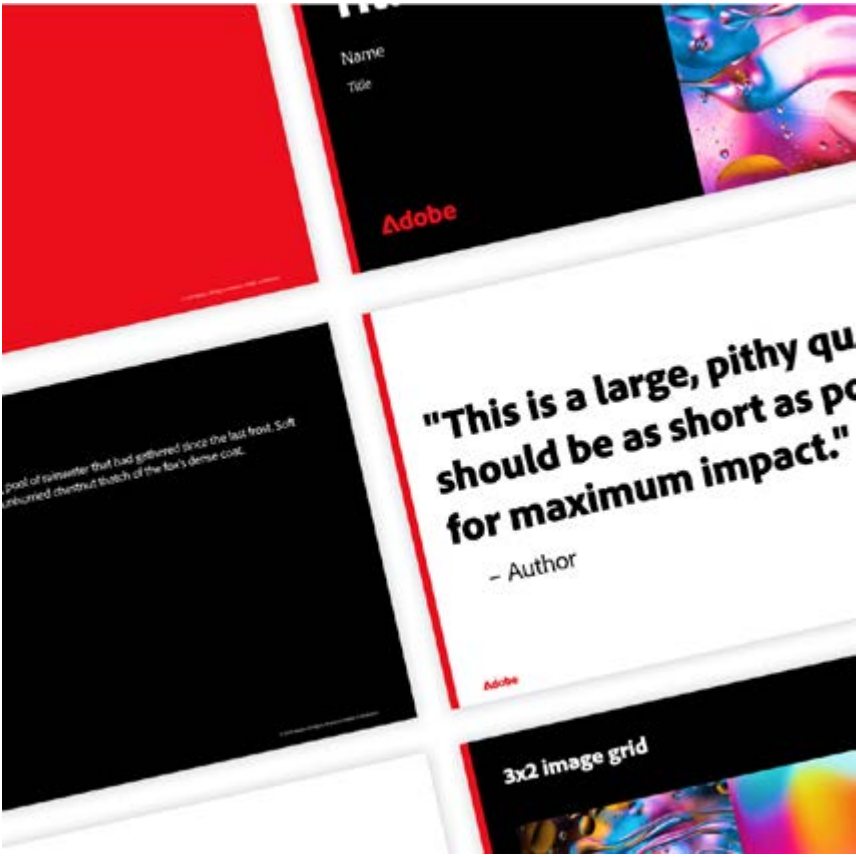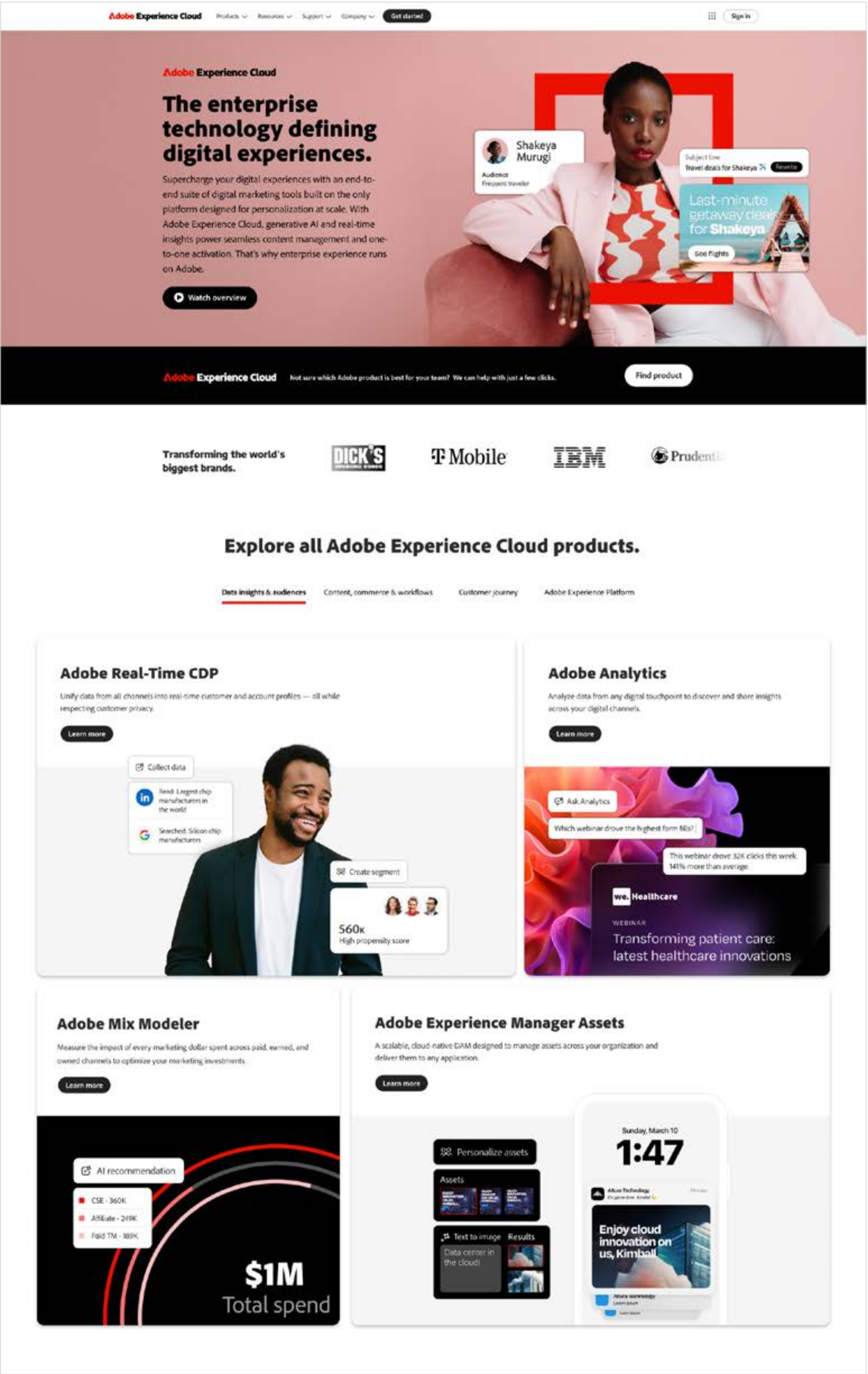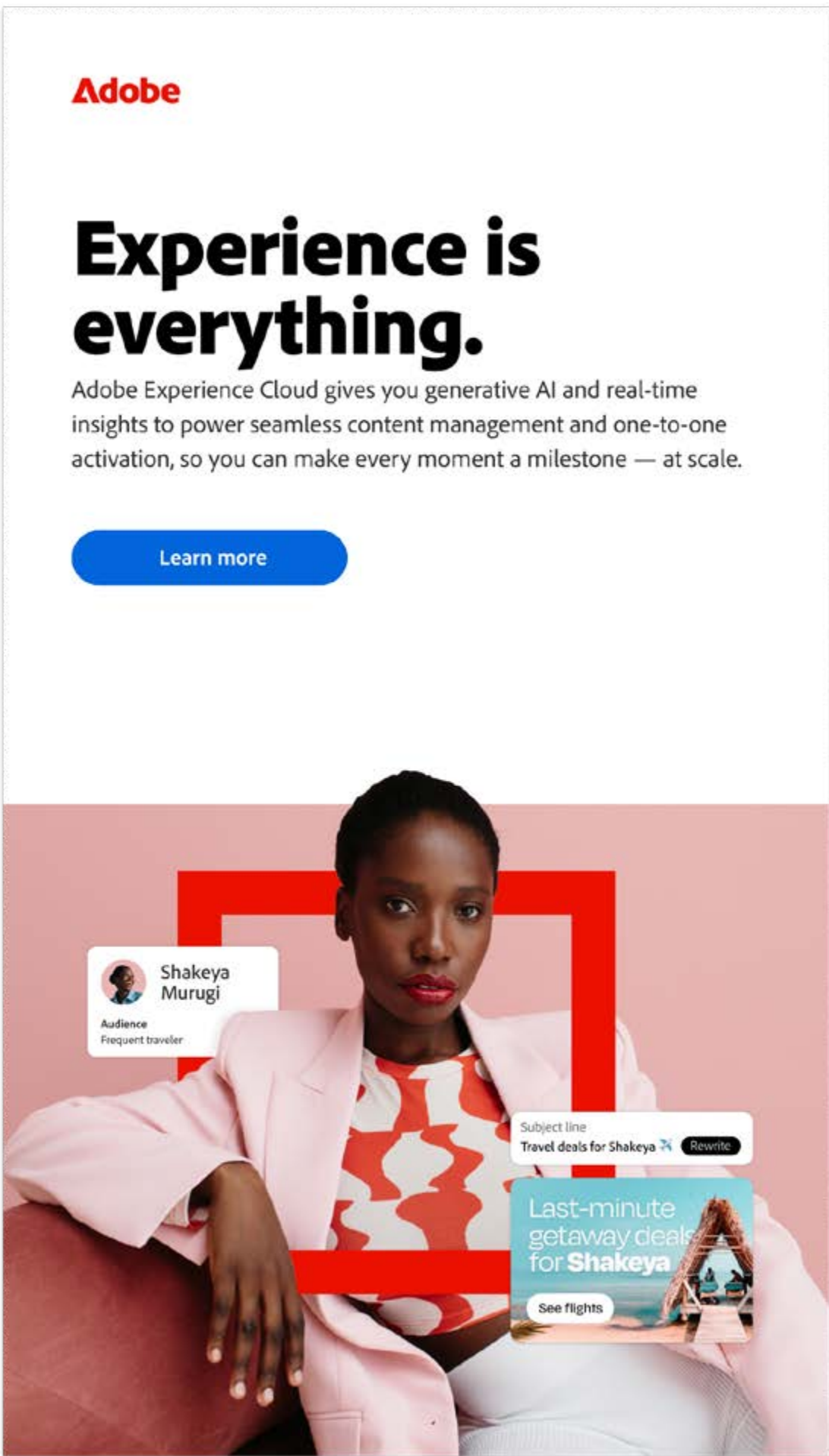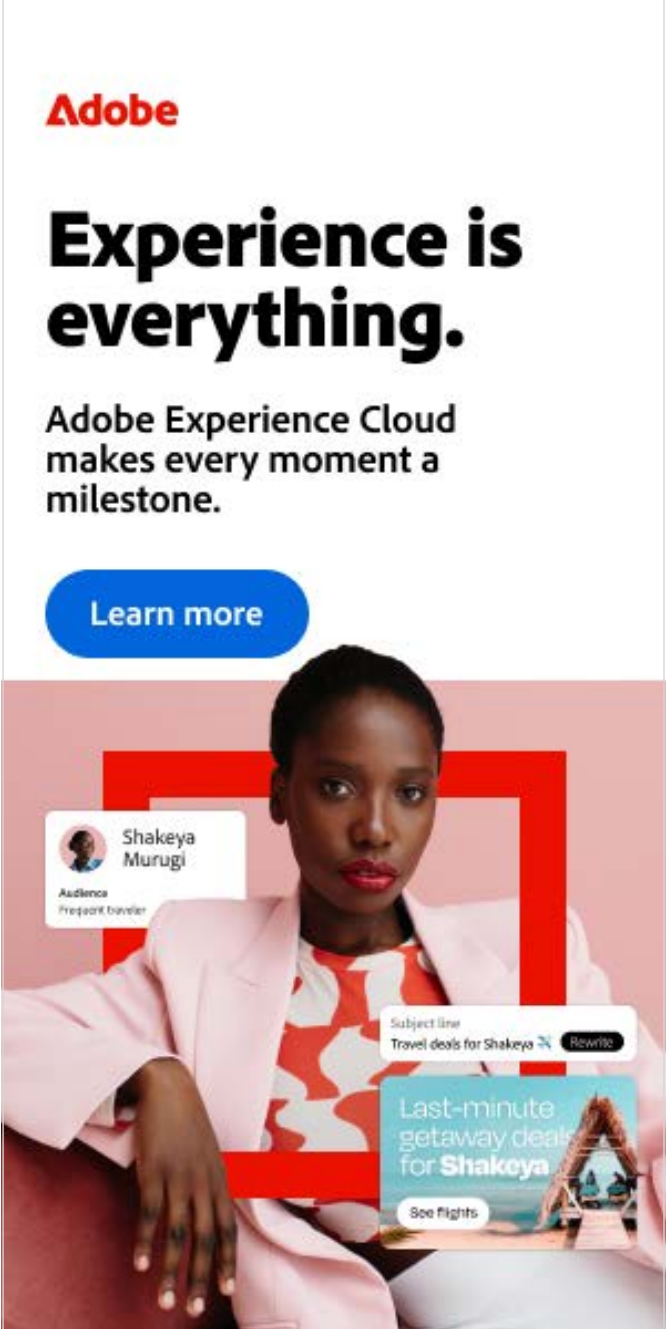
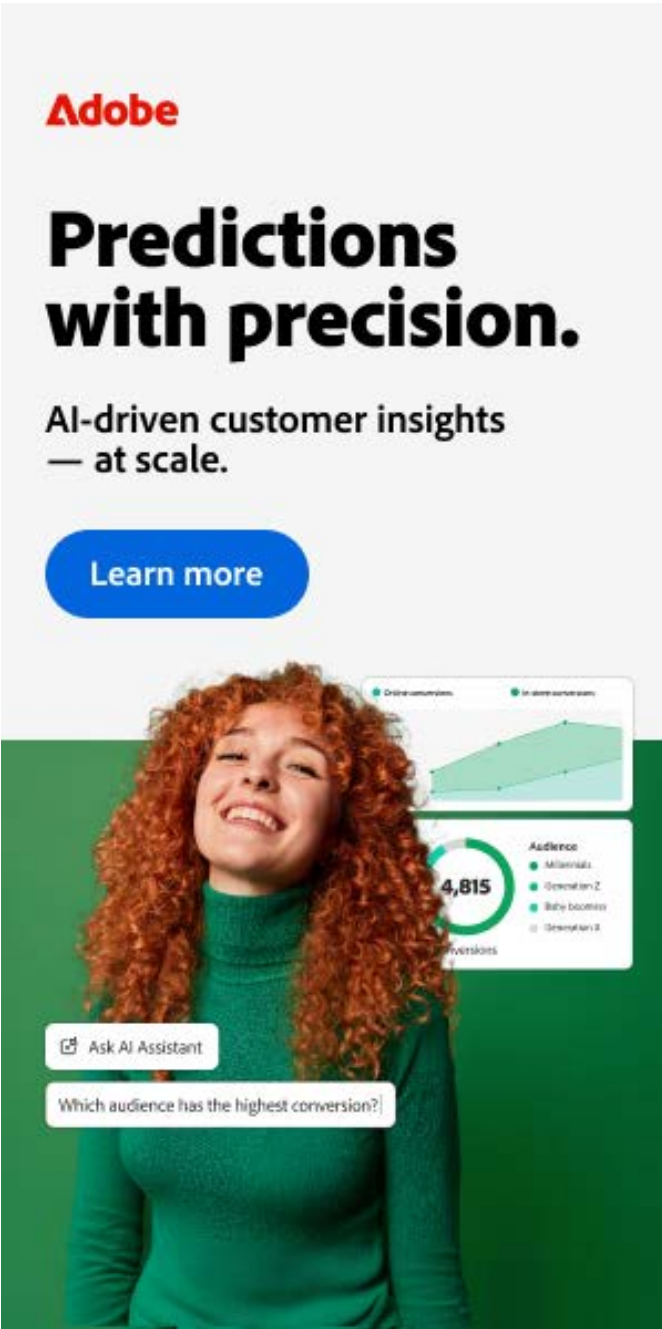# Brand in context

Brand in context
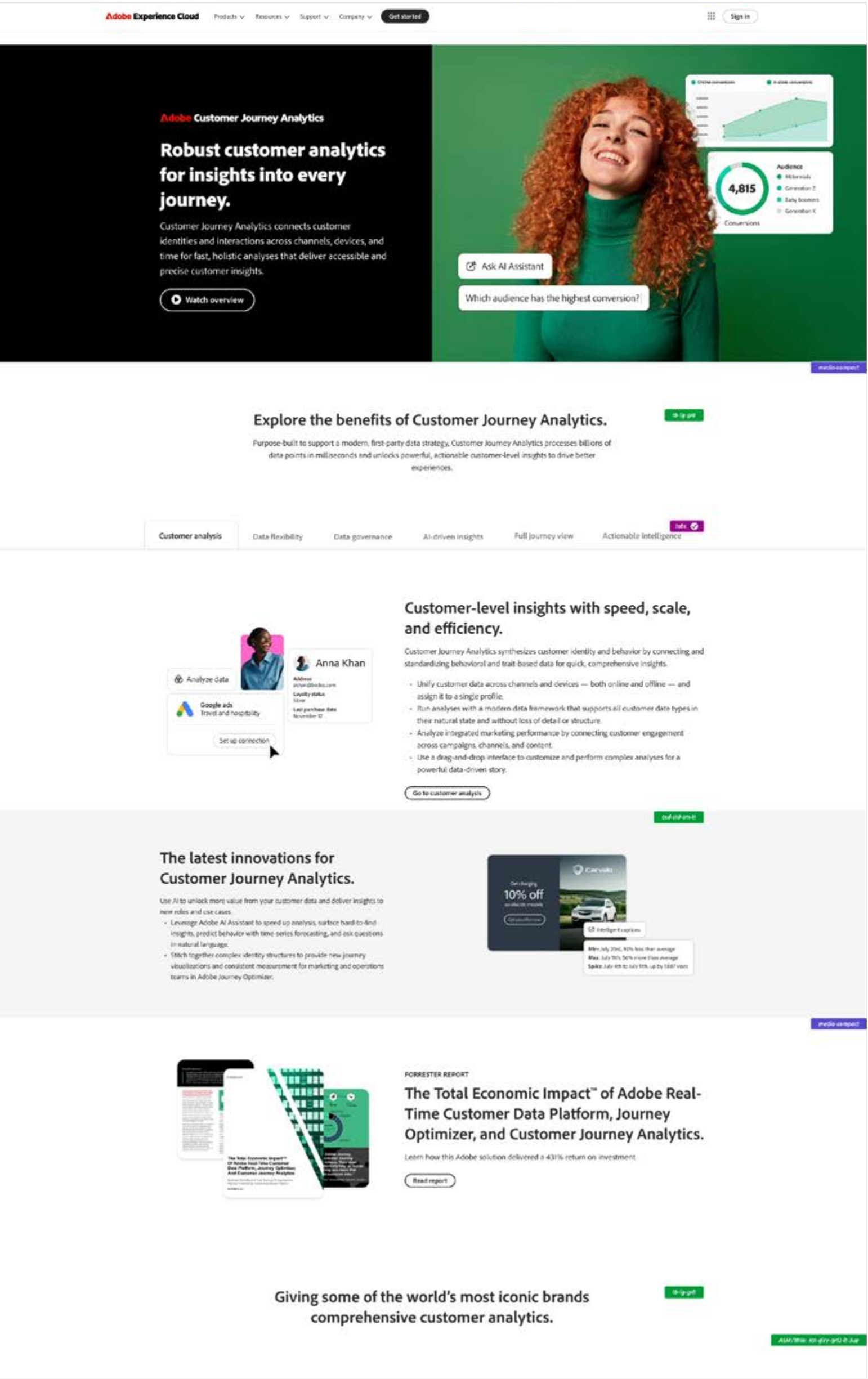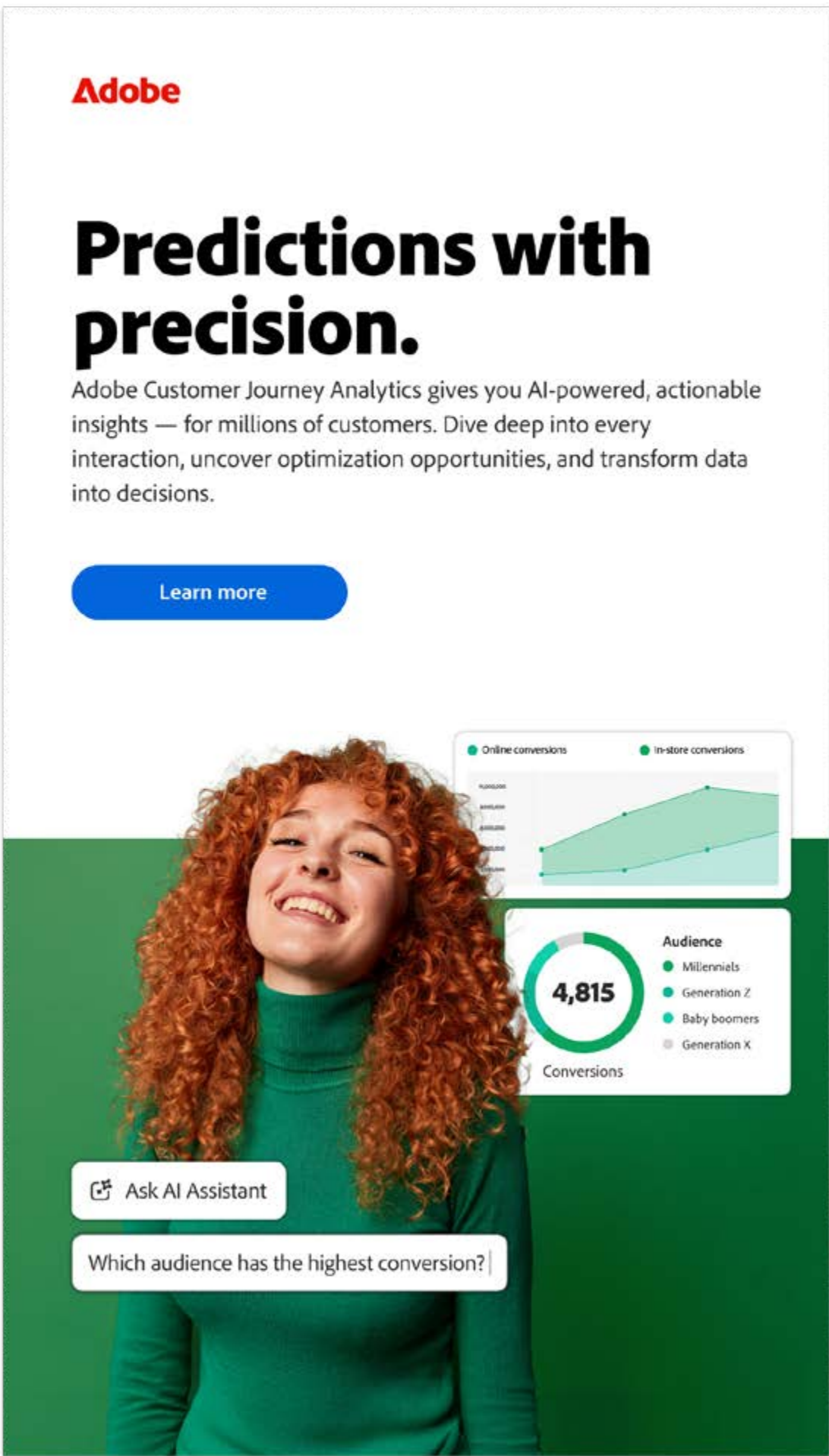
Cloud and product lockups

Lockups now consist of the Adobe wordmark + name, as shown at right. Product logos are no longer used in lockups. For more information, see the Product lockups and logos page.

The single line lockup is preferred. If space is limited, the stacked version may be used with the wordmark and product name centered. If a left-justified version is needed, please reach out to brand@adobe.com.

Ready-to-use lockup files can be downloaded from Adobe Marketing Hub for Creative Cloud, Document Cloud, and Experience Cloud. Please do not set your own lockups or alter the structure or color of the files.

Maintain clear space around lockups as you would for the Adobe wordmark and follow similar minimum size guidance.

These lockups are for Adobe's use only.
Partner specific lockups are available for Adobe Experience Cloud and Adobe Experience Platform. In most cases, partners should represent applications in text only. For special requests, email brand@adobe.com.

Adobe Experience Cloud

Adobe Experience Platform

Adobe Commerce

Adobe Experience Manager

Adobe Journey Optimizer

Adobe
Experience Cloud

Adobe
Experience Platform

Adobe
Commerce

Adobe
Experience Manager

Adobe
Journey Optimizer

Lockups on color

Our lockups should be presented in a combination of our brand colors. Use the examples to the right as guidance for placing lockups on light or dark backgrounds.

Any exceptions to the two-color combinations should be approved by contacting brand@adobe.com.

Adobe Experience Cloud

Adobe Commerce

Adobe Campaign

Adobe Workfront

Adobe Experience Cloud

Adobe Commerce

Adobe Campaign

Adobe Workfront

Adobe Experience Cloud

Adobe Commerce

Adobe Campaign

Adobe Workfront

Experience Cloud lockup and logo

To support brand and product recognition, we use the Experience
Cloud lockup and logo in different ways, depending on context.

html / system type

Adobe Experience Cloud

For marketing
(promotional materials throughout the customer journey)

For product experience and limited marketing uses

For limited marketing uses

Used in:

• Out-of-home (OOH) advertising

• Print

• Video end cards

• Marketing emails

• Display banners ads

• Web-based product navigation bar

Not used:

• In product

• By partners or other third parties

Used in:

• Adobe.com product pages

• Cloud promotional materials

• Artwork for marketing

Not used:

• With Adobe wordmark or product lockups

Used in:

• Adobe.com product pages

Not used:

• In email headers or hero cards

Representing applications and Magento Open Source

Representing applications

Marketing communications from Adobe or our partners, should represent application names in text only.

Previous logos and colors used to represent each application have been retired and should no longer be used.

Do not lock up application names with the Experience Cloud or Experience Platform logos.
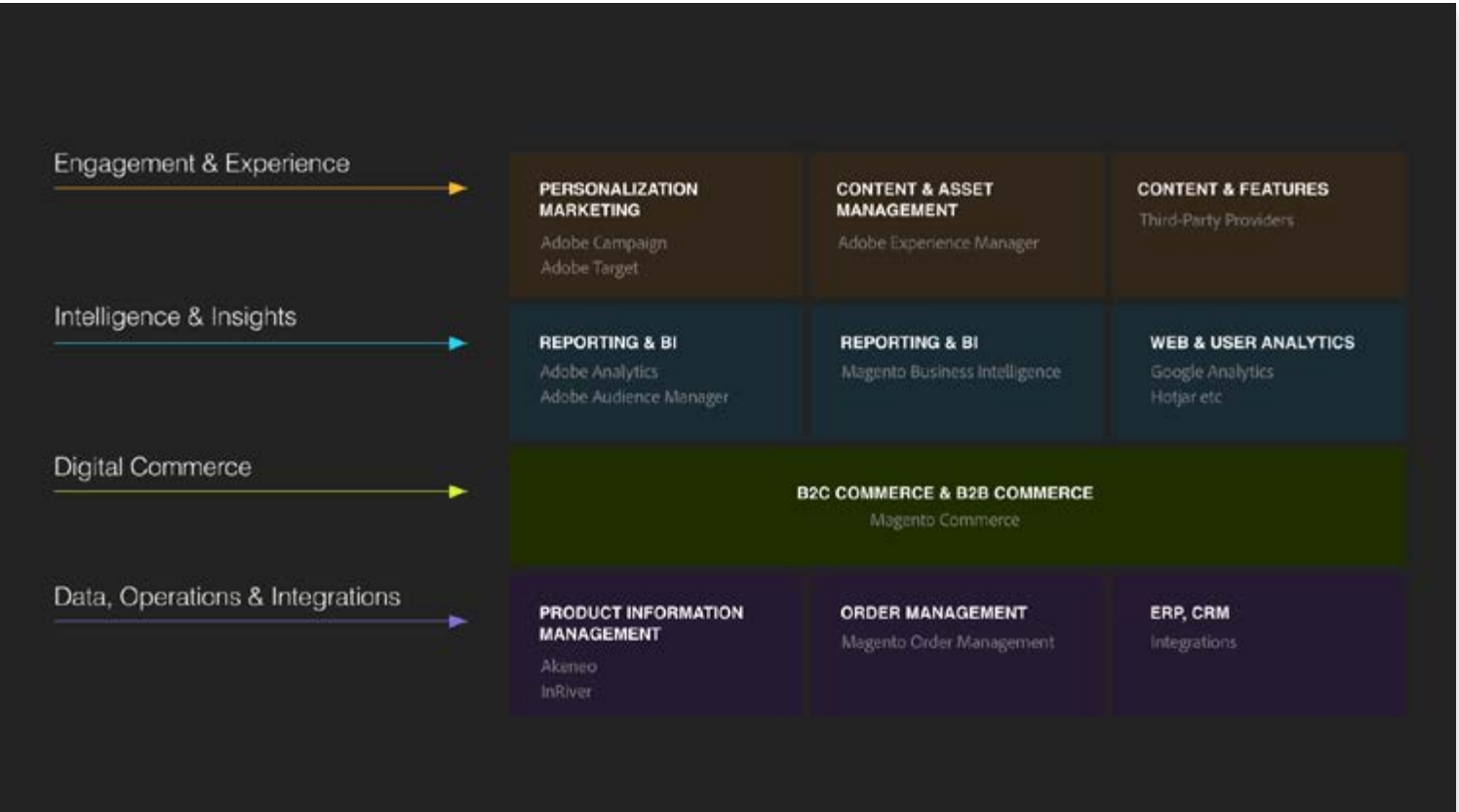
Lockups with the Adobe wordmark are for Adobe's use only.

For questions or special use cases, email brand@adobe.com.

Adobe example

Partner example

Representing Magento Open Source

Magento Open Source continues to be represented by the orange "M" icon with no tile behind it, to further distinguish it from our product logos.

It's a registered trademark owned by Adobe and may be licensed or officially granted to third parties for initiatives and events related to Magento Open Source.

It's important we only use this icon to represent Magento Open Source, the freely available, unsupported code base to which Adobe contributes.

To avoid confusion with our licensed product, it should never be used to represent Adobe Commerce or references to both Adobe Commerce and Magento Open Source.
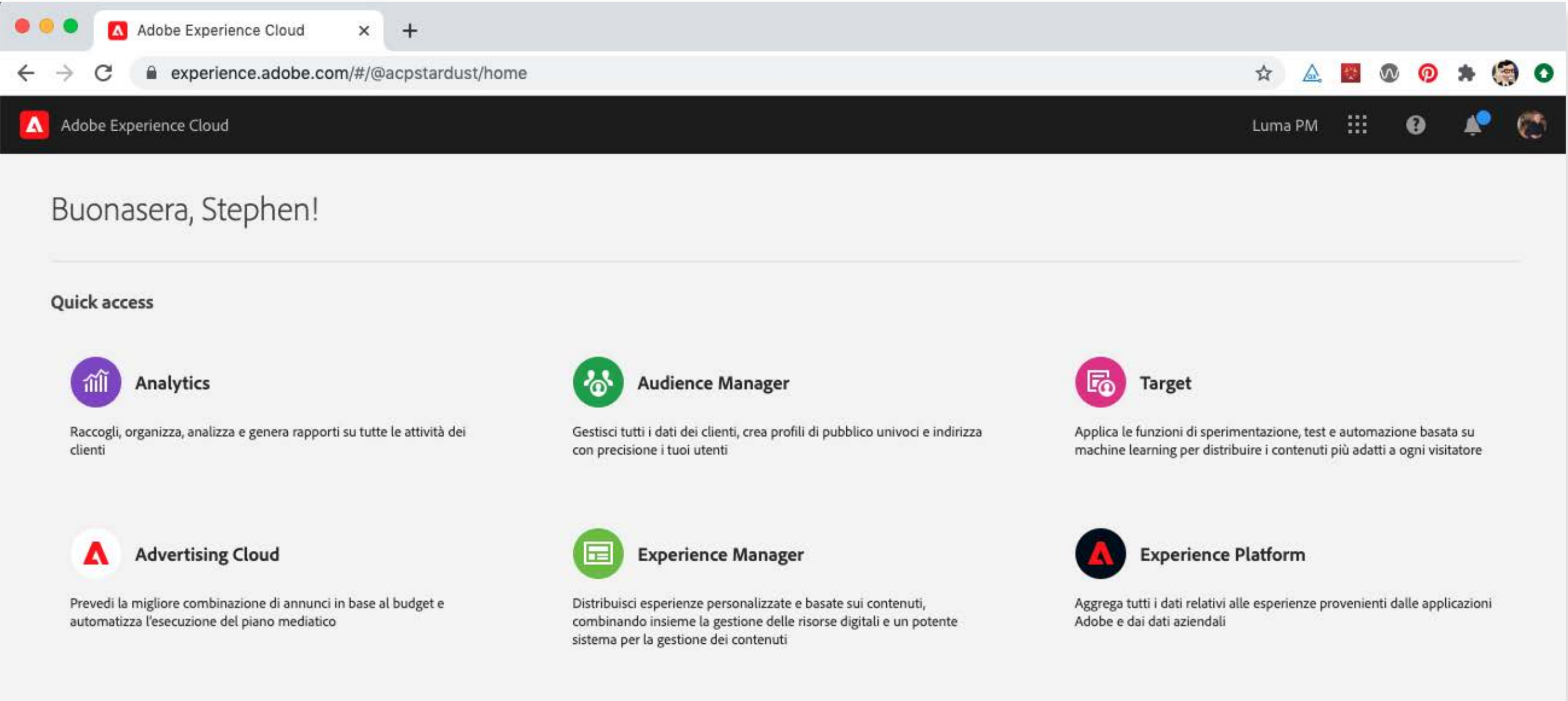
Magento Open Source icon

In-product icons

In product, functional icons are used when needed, for example Experience Cloud home.

These functional icons should not be used in marketing communications, unless they are captured in an in-product screenshot being used in marketing.

In-product example

Color worlds | Overview

Each product, as well as our brand, has a color world we follow for the imagery used in communications. For example, we apply the blue color world to imagery promoting Photoshop. For brand-level communications, the color world is red. To determine your product's color world, look to the product logo.

The amount of a color world present in an image—from a pop to a focus to a flood—depends on context and the strategy for the communication. See the following pages for examples of color worlds and the levels applied. For more information, contact brand@adobe.com.
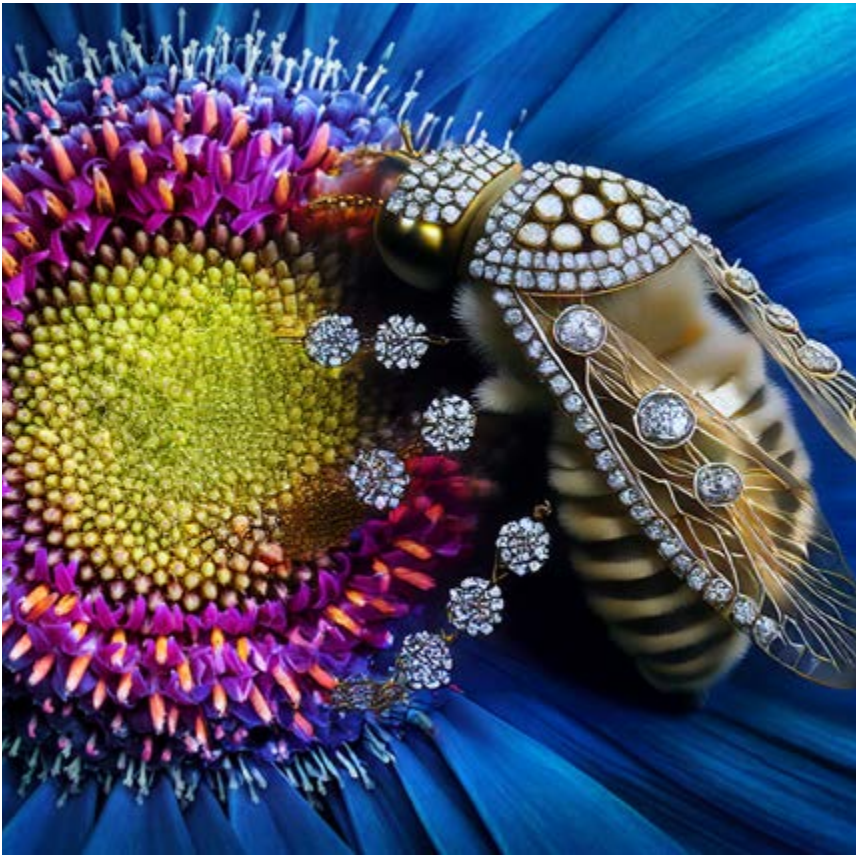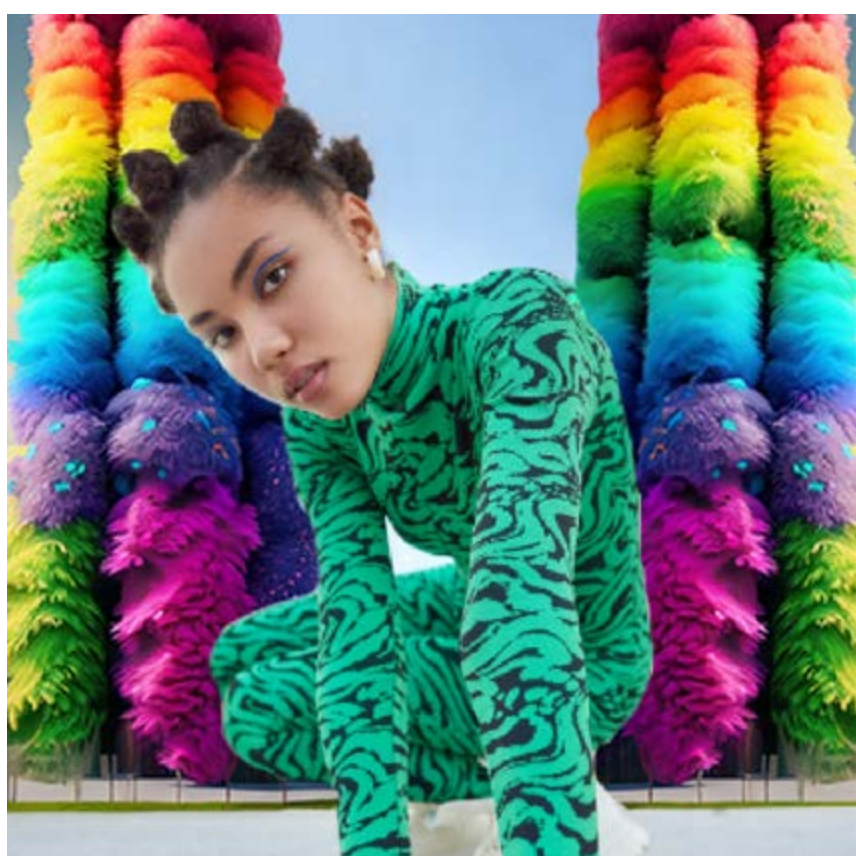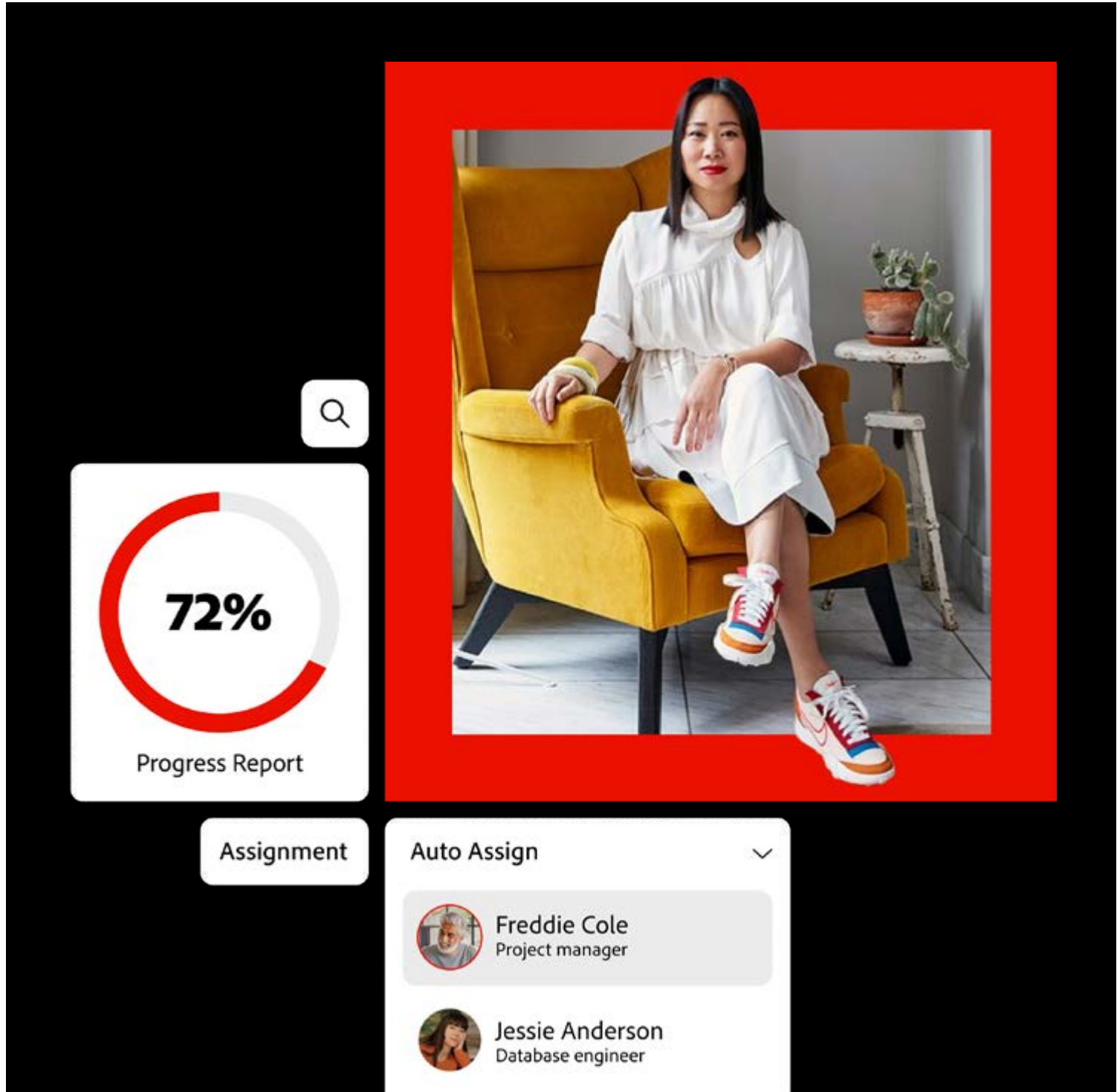
Color worlds | Adobe Experience Cloud examples

For imagery promoting Adobe Experience Cloud, the color world is red.

Pop

The dominant part of the image can be in any color space, but red may come through in an article of clothing, and is present in infographics.

Focus

Focal point of customer imagery is framed by the red lens. In imagery of our customers' audiences, the red lens features prominently.

Presentation templates

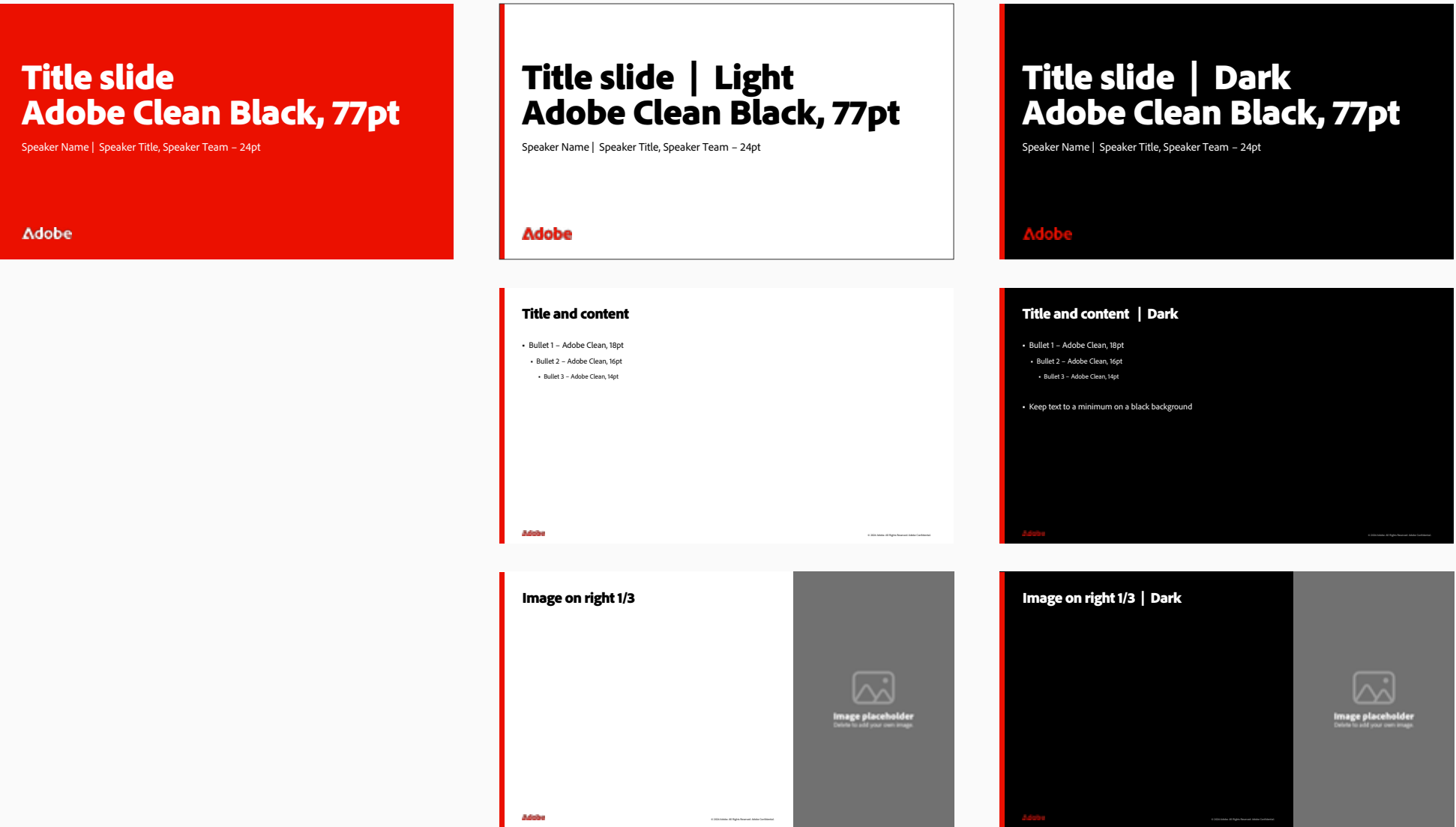Presentation templates in PowerPoint, Keynote, and Adobe Express are available on Brand Center.

Be sure you have the latest Adobe Clean fonts installed before using the templates.

Adobe presentation templates should only be used by Adobe presenters, with Adobe content.

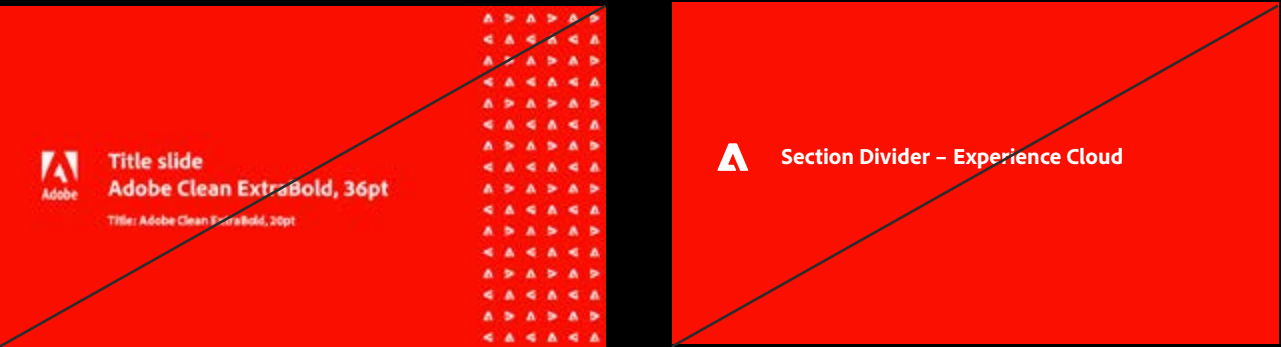Partner presentations should be in their own templates.

Use this

The latest presentation template includes a selection of title slides to choose from, and a variety of content layouts to fit different content needs, as shown in these examples.

Title slide
Adobe Clean Black, 77pt
Speaker Name | Speaker Title, Speaker Team – 24pt

Title slide | Light
Adobe Clean Black, 77pt
Speaker Name | Speaker Title, Speaker Team – 24pt

Title slide | Dark
Adobe Clean Black, 77pt
Speaker Name | Speaker Title, Speaker Team – 24pt

Title and content
- Bullet 1 – Adobe Clean, 18pt
  - Bullet 2 – Adobe Clean, 16pt
    - Bullet 3 – Adobe Clean, 14pt

Title and content | Dark
- Bullet 1 – Adobe Clean, 18pt
  - Bullet 2 – Adobe Clean, 16pt
    - Bullet 3 – Adobe Clean, 14pt
- Keep text to a minimum on a black background

Image on right 1/3

Image placeholder

Image on right 1/3 | Dark

Image placeholder

Not this

The template with the icon pattern has been retired. Please don't transition previous design elements to the new template.

Title slide
Adobe Clean ExtraBold, 36pt
Title: Adobe Clean ExtraBold, 20pt

Section Divider – Experience Cloud

Adobe brand marks

We have expanded our set of brand marks in a way that both honors our history and moves us forward into the future. By integrating the iconic Adobe icon into our wordmark, we're able to be bolder and more impactful.

The use of each mark should be appropriate to the context, as well as purposeful and considered. Templates for various communications will already have the right mark in place. If you are placing a mark into a new layout, please review the Adobe Brand Guidelines for detailed usage information.

Please do not create the wordmark or icon on your own, and don't alter, crop, or change their structure in any way, including adding text or elements to the design. Instead, please download approved files from Brand Center.

When using any of these marks, they need to be included in the attribution statement. See the 'Copyright notice and attribution' page for the attribution format, and include attribution for the mark used in your specific communication:

- When using the Adobe wordmark, attribute as: Adobe (Stylized)

- When using the Adobe icon, attribute as: the Adobe icon

- When using a limited use corporate logo, attribute as: the Adobe logo

Adobe wordmark

Adobe icon

Limited use corporate logos
Reserved for in-product About screens, managed by the Brand team, and building signage, managed by the Workplace Experience team.

Sponsorships

When sponsoring events, we say the event is sponsored by Adobe and use the Adobe wordmark under 'Sponsored by' or similar headings.

Products can be featured in materials distributed at the event, ads, or other communications as part of the sponsorship benefits.

When representing us as a sponsor, we use Adobe—either in text or with the wordmark.

If sponsoring an event, please email brand@adobe.com with information about the sponsorship to request wordmark files and third-party guidelines, and to review the wordmark in use.

Example, in text only:

Sponsored by Adobe

Example, with the wordmark:
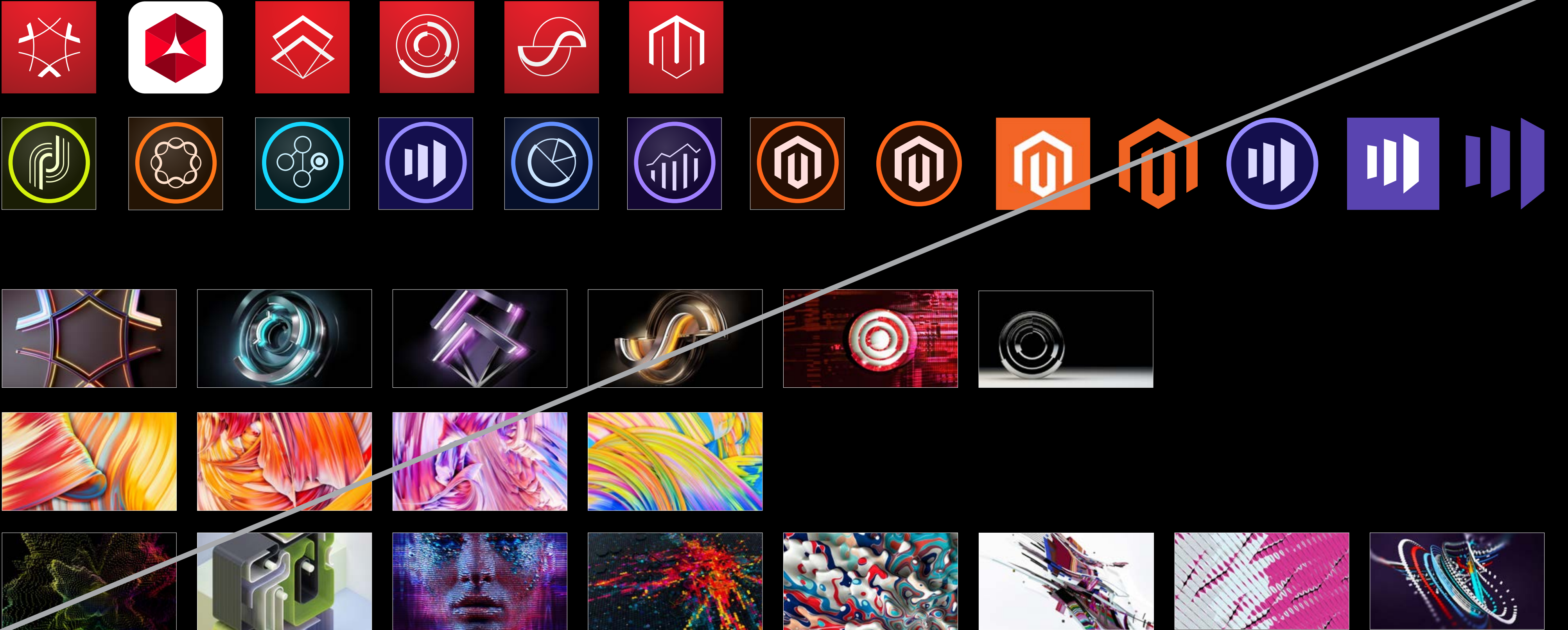
Sponsored by:

Adobe

Featuring products
Products can be featured in program ads, materials distributed at the event, or other communications that are part of the sponsorship benefits.

Retired imagery

This imagery should no longer be used.
Questions? Email brand@adobe.com.

Acquisitions and brand transitions

Adobe Workfront product brands

1st & most prominent use	Secondary uses	Incorrect	Trademark attribution	Notes
Adobe Workfront	Adobe Workfront OR Workfront	~~Workfront, an Adobe company~~	Adobe, Workfront	Only shorten to "Workfront" in secondary references once the context is clear that Workfront is a product from Adobe. Be cautious that "Workfront" is not used in a way to represent the company brand.
Adobe Workfront Fusion	Adobe Workfront Fusion OR Workfront Fusion	~~Fusion~~ ~~AWF~~ ~~WFF~~ ~~WF~~	Adobe, Workfront	Adobe Workfront Fusion is represented in text only. When a branded lockup is needed, we use the Adobe Workfront lockup.
Adobe Workfront Goals	Adobe Workfront Goals - OR - Workfront Goals	~~Goals~~ ~~AWG~~ ~~WFG~~ ~~WG~~	Adobe, Workfront	Adobe Workfront Goals is represented in text only. When a branded lockup is needed, we use the Adobe Workfront lockup.
Adobe Workfront Scenario Planner	Adobe Workfront Scenario Planner - OR - Workfront Scenario Planner	~~Scenario Planner~~ ~~AWSP~~ ~~WFSP~~ ~~WSP~~	Adobe, Workfront	Adobe Workfront Scenario Planner is represented in text only. When a branded lockup is needed, we use the Adobe Workfront lockup.
Adobe Workfront Planning	Adobe Workfront Planning - OR - Workfront Planning	~~Planning~~ ~~AWP~~ ~~WFP~~ ~~WP~~	Adobe, Workfront	Adobe Workfront Planning is represented in text only. When a branded lockup is needed, we use the Adobe Workfront lockup.

Adobe Workfront lockup and logo

The Workfront brand has transitioned from a corporate brand to an Adobe product brand to build connection with Adobe Experience Cloud and Adobe.

Product lockup
In most communications, Experience Cloud applications are represented in text only to keep branding at the Adobe and Adobe Experience Cloud level. In Adobe Workfront specific communications, when a lockup is required, all Workfront products are represented by a single lockup using the same format as other applications, as shown here. This lockup does not include a product logo, and is for Adobe's use only.

Specific products such as Adobe Workfront Fusion or Adobe Workfront Goals should be represented in text only, following the naming guidance.

Product logo
A transitional version of the lion icon, in Adobe red on a white tile, is used in product UI. The red lion icon should not be removed from the white tile. The previous orange lion has been retired.

Learn more about when to use a lockup or a logo.

Partner communications
Most partner communications should represent Adobe Workfront in text only. If a branded lockup is required, please email brand@adobe.com. The lockup shown here is not for partner use.

Product lockup

Product logo

Magento brand integration: Overview

It's important we avoid misleading anyone by properly using **Adobe Commerce** to refer to our product and **Magento Open Source** to refer to the freely available, unsupported code base to which Adobe contributes.

An overview of retired assets is included for historical reference only; they should no longer be used.

Corporate branding

Company name, references, logo: Adobe

All communications should feel like they are coming from Adobe, leveraging the Adobe corporate brand.

Emails should be from, or signed off by, "Adobe" or "The team at Adobe." Product names may be used in the email content, but not as the sender.

Design system & color

Communications focused on Adobe Commerce should use the design system outlined in this document for Adobe Experience Cloud.

The previous design system, including transitional designs and use of orange, are now retired.

Application & open source branding

Application name: Adobe Commerce
Open source name: Magento Open Source

As of April 2021, the product brand no longer includes "Magento," which is now only used to reference the open source code base, Magento Open Source. See the Product overview & naming strategy section for more information.

Application & open source logos

Adobe Commerce: We are no longer branding each application with a unique logo; the "Magento Commerce" logo is now retired.

We want all brand equity to be attributed to Experience Cloud, rather than multiple application brands. So our brand strategy—and long-term product strategy—is to focus all branding on Experience Cloud.

Magento Open Source: Uses the "M" icon with no background tile

It's a registered trademark owned by Adobe and may be licensed or officially granted to third parties for initiatives and events related to Magento Open Source. It's important we only use this icon to represent Magento Open Source. It should never be used to represent Adobe, Adobe Commerce or references to both Adobe Commerce and Magento Open Source, to avoid confusion.

Retired branding

Magento brand integration: Partner and credential programs

As of April 2021, all partner and credential programs have transitioned to Adobe programs and badges.
Previous transitional badges or Magento issued partner and credential badges have been retired.

An overview of retired assets is included for historical reference only; they should no longer be used.

Partner programs & badges
All previous Magento partners have transitoned to a corresponding Adobe program and should use Adobe badges as outlined in the corresponding partner program brand guide. For example:

**Adobe
Solution Partner**
BRONZE

**Adobe
Solution Partner**
SILVER

Credential badges
Credential badges are available only to **individuals** who earn a given credential to promote their skills.

Partner companies may say in text that they employ, or their team includes, people that hold these credentials, however they should not use these badges.

Digital badges are delivered to individuals through a third-party credential partner, with associated metadata that communicates the details of the credential earned. These badges should never be shared as standalone art files such as .ai, .png, or .jpg to be used outside of that digital delivery with the metadata of the credential earned. For example:

Standard badges are delivered to individuals as art files, .ai and .png, to be used to promote their skills in communications not supported by digitally delivered badges, such as their resume. For example:

**Adobe
Certified Professional**
ADOBE COMMERCE
DEVELOPER

Retired partner badges
Magento issued and transitional Adobe partner badges should be updated to a standard Adobe issued badge. For example:

Retired credential badges
Credential badges with the "M bug" issued by Magento are no longer being issued. Individuals who hold these credentials can continue to display them.

Partner companies should discontinue use of these badges. As partners create new communications or make updates to existing ones, these should be removed.

Examples of retired badges:

Marketo brand integration: Overview

Adobe Experience Cloud is the industry-leading offering for B2C and B2B customer experience management. With the addition of Marketo, our portfolio is that much stronger. It is important we present as a unified, integrated, cohesive offering across all communications.

As of Summit 2021, Adobe Marketo Engage is treated like all other applications. An overview of retired assets is included for historical reference only; they should no longer be used.

Corporate branding
Company name, references, logo: Adobe

All communications should feel like they are coming from Adobe, leveraging the Adobe corporate brand.

References to "Marketo" should be as the application Adobe Marketo Engage, not as a company.

Emails should be from, or signed off by, "Adobe" or "The team at Adobe." Product names may be used in the email content, but not as the sender.

Design system & color
Communications focused on Adobe Marketo Engage should use the design system outlined in this document for Adobe Experience Cloud.

The previous design system, including transitional designs and use of purple, are now retired.

Application branding
Application name: Adobe Marketo Engage

See the Product overview & naming strategy section for more information about current naming and architecture.

Application logo
The Marketo Engage logo is now retired.

We want all brand equity to be attributed to Experience Cloud, rather than multiple application brands. So our brand strategy—and long-term product strategy—is to focus all branding on Experience Cloud.

Retired branding

Marketo brand integration: Sub-brands and features

1st & most prominent use	Secondary uses	Incorrect	Trademark attribution	Notes
LaunchPoint by Marketo, an Adobe Company	LaunchPoint	~~Launchpoint~~ ~~Adobe LaunchPoint~~ ~~LaunchPoint by Adobe~~	Adobe	
Marketo Sales Connect	Marketo Sales Connect	~~Adobe Sales Connect~~ ~~Sales Connect~~ ~~Sales Engage~~ ~~Marketo Sales Engage~~		
Marketo Sales Insight	Marketo Sales Insight	~~Adobe Sales Insight~~ ~~Sales Insight~~		When referencing integrated 3rd party solutions, use the phrasing: for _____. For example: Marketo Sales Insight for Microsoft Dynamics.
Marketo Insights	Marketo Insights	~~Adobe Insights~~ ~~Insights~~		When referencing integrated 3rd party solutions, use the phrasing: for _____. For example: Marketo Insights for Google Chrome.

Features: Note that features are not Marketo branded, i.e. Predictive Content, not Marketo Predictive Content

Previous name	Updated name	Incorrect	Notes
Content AI	Predictive Content	~~Content^AI~~ ~~Marketo Predictive Content~~	Predictive Content has been approved for Adobe Sensei attribution. The Adobe Sensei attribution format is "powered by Adobe Sensei"
Account AI	Account Profiling	~~Account^AI~~ ~~Marketo Account Profiling~~	Account Profiling was developed in partnership with Mintigo. Where required by contract, the Mintigo attribution format is "leveraging industry-leading technology from Mintigo."
Audience AI	Predictive Audiences	~~Audience^AI~~ ~~Marketo Predictive Audiences~~	Predictive Audiences has been approved for Adobe Sensei attribution. The Adobe Sensei attribution format is "powered by Adobe Sensei"

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.

Additional brand guides

Adobe brand guidelines, and additional product guides can be found on Brand Center.

Questions

Brand
brand@adobe.com

Marketing Hub
marketinghub@adobe.com

Accessing Marketing Hub

Links to download our assets will direct you to our asset management system, Marketing Hub. Please note that you will need to log in to access Marketing Hub.

Adobe employees
To log in, please use your Adobe email address, and then choose "Company or school account."

Vendors
Your Adobe business contact will need to request access before your first time logging in.

Questions or issues logging in:
marketinghub@adobe.com

Adobe