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The Adobe logo

The Adobe corporate logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

Download the logo from *Brand Center*.

There are two versions of the Adobe logo - 1) a red “tag” and 2) the standard logo with no staging.

**Red tag logo**

*The red tag logo should be used as an introduction of the Adobe brand on a communication, not as a signature to close a communication.* Its use must allow the top or bottom to bleed off the edge of the layout like a tag, layered on top of photography, illustration, or color fields in the layout. The red tag logo is a white standard logo, staged on a field of red, which becomes visually more prominent and associates the color with the corporate mark.

**The red tag logo is reserved for Adobe use only.**

The red tag logo should occur only once per piece. For instance, on a multipage piece the tag would go on the cover, but the standard logo would be used for the back cover.

**Standard logo**

The standard logo should be used for three main purposes:

1. To close a piece (i.e. back of datasheet or brochure)
2. When there isn’t a top or bottom edge from which to hang the tag (i.e. a golf ball, pen, middle of a document or web page)
3. By third parties, under license only (partner communications, co-marketing, sponsorships, etc).
Red tag logo: Specifications

The red tag logo should occur only once per piece. For instance, on a multipage piece the red tag logo would go on the cover, but the standard logo would be used for the back cover.

The red tag logo is reserved for Adobe use only.

Size & clear space

To standardize the use of the tag, three sizes are provided for most uses—50 pixels high for web banners and e-mail headers, .875” high for printed materials, and 72 pixels high for web pages. These sizes should be considered the minimum size for print/online uses. For printed communication, add .125” to the top or bottom of the red field to cover bleed.

Recommended usage for 50 pixels:
• e-mail newsletter
• web banner

Recommended usage for .875”:
• 5 x 7” postcard
• 6 x 9” booklet
• 8.5 x 11” format
• A4 format
• A3 format
• 11 x 17” format
• PowerPoint presentation

Recommended usage for 72 pixels:
• web page

Note: For formats larger than 11x17” or A3, scale the red tag logo proportionally to the piece.
Standard logo: Specifications

The standard logo should be used for three main purposes: 1) to close a piece (i.e. back of datasheet or brochure); 2) where there isn’t a top or bottom edge from which to hang the tag (i.e. a golf ball, pen, middle of a document or webpage); or 3) by third parties, under license only (partner communications, co-marketing, sponsorships, etc).

The standard logo may be used by third parties under license only.

Color

The primary use for the Adobe logo is the 2-color version—black and Pantone 485. When color or printing prohibits this, it may be used in all black or reversed out to white. The registration mark should be black or white to match "Adobe," not red.

The “A” inside the logo should always be transparent, letting the background color show through.

The logo can appear on color, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.

Clear space & minimum size

The horizontal logo

The horizontal logo should ONLY be used in very small spaces such as on pens to retain legibility.
Which logo do I use?

Trying to determine whether to use the red tag logo or the standard logo?
Here are some questions to ask yourself:

1. Is the communication coming from Adobe?
   - No. Use the standard logo.
   - Yes. Move on to the next question.

   [Third parties should not use the red tag logo. When third parties need a logo to represent a partnership, sponsorship, etc they should use the standard logo. Please note: Use of the Adobe logo by a third party requires a license agreement.]

2. Will the logo be acting as an introduction of the brand, rather than a sign off? (Is this the first or only instance of the logo?)
   - No. Use the standard logo.
   - Yes. Move on to the next question.

   [The red tag logo should act as an introduction of the brand and appear only once per piece. If the piece in question is multiple pages, the red tag logo may be used on the front as an introduction and then the standard logo to close the piece. See the next page for examples.]

3. Is there an edge from which the red tag logo could hang or bleed?
   - No. Use the standard logo.
   - Yes. Use the red tag logo.

   [An “edge” can be in print—the edge of paper (see examples); online—the edge of the screen; the edge of a web banner; the edge of an email (see examples); on tradeshow graphics (see examples); on some giveaway/novelty items—such as notepads (see examples).]
### The Adobe logo: Color specifications

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>Web #</th>
</tr>
</thead>
<tbody>
<tr>
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<td>0</td>
<td>0</td>
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<tr>
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</tr>
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<td>0</td>
<td>0</td>
<td>255</td>
<td>255</td>
<td>255</td>
<td>FFFFFF</td>
</tr>
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</table>
Usage examples: Printed communications

In almost all instances, printed communications coming from Adobe should use the red tag logo. Why? Printed pieces have an edge from which the red tag logo can hang. They may also use the standard logo to close the piece as shown below.

Here are some examples showing both the red tag and standard logos (for more examples, please see the Adobe Corporate Brand Guidelines).

These examples demonstrate how the logo interacts with the content of the piece. The red tag logo introduces the message by placing it in a position that visually plays off of the title or subject of the piece. The red tag logo should only appear once, so the standard logo is used to close the piece (i.e. mailing address, back of datasheet or brochure).
Usage examples: Online communications

Online communications coming from Adobe will also likely use the red tag logo, as they too have an edge from which the tag can hang.

Here are some examples showing both the red tag and standard logos (for more examples, please see the Adobe Corporate Brand Guidelines).

These are Adobe webpages, so they use the red tag logo.

These are 3rd-party websites and the logo sits in the middle of the page, so these use the standard logo.

The bottom example is a rare example of when recoloring the Adobe logo is allowable to match the other partner logos shown.
Usage examples: Tradeshow graphics

When creating tradeshow graphics, consider the edge of the graphic an edge from which the red tag logo could hang.

Booth graphics
When creating booth graphics, the red tag logo may appear more than once in the booth, but it should only be used once per “area” within the booth. For example, in the demo station area, only one panel has the red tag logo.

Standing banner
The red tag logo is placed at the top for better visibility at standing height.

Hanging banner
The first example is simply the red tag logo scaled to the size of a hanging banner. In this case, it was hung from the ceiling - the ceiling acts as the “edge” from which it hangs. As this is a very bold use, only one should be used in any particular space.

In the second example the red tag logo is placed at the bottom for better visibility when looking up at the banner from the ground.
Incorrect use

Do not alter the Adobe logo in any way. Do not animate, color, rotate, skew, or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions. Do not attempt to stage the logo yourself on a tag or alter the space between the Adobe logo and the red field.

DONT’S
1. Don’t move "Adobe".
2. Don’t remove “Adobe”.
3. Don’t apply any effects.
4. Don’t rotate the logo.
5. Don’t skew or attempt to make the logo 3-dimensional in any way.
6. Don’t make a pattern or texture out of the logo.
7. Don’t alter the transparency of the logo.
8. Don’t recolor the logo.
9. Don’t alter the tag to run horizontally.
10. Don’t crop the tag.
11. Don’t move the logo within the tag.
12. Don’t recolor the tag or the logo within the tag.
13. Don’t place the red logo tag at the right or left edge of a piece - follow clear space requirements.

Not shown:
- NEVER remove the registration mark.
- Don’t combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.
- Don’t display the logo in a way that suggests that a third party’s product is an Adobe product, or that the Adobe name is part of a third party’s product name. Please note: Use of the Adobe logo by a third party requires a license agreement.
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Please include a copyright notice and an attribution statement, which may appear in small, but still legible, print, when using any Adobe trademarks in any published materials.

The format for Adobe’s copyright notice is as follows:

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The format for the attribution statement should be:

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 Systems Incorporated in the United States and/or other countries.”

For example:

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The attribution statement typically is included with other legal lines, such as the copyright notice, at the end of a document or on the copyright page of a book or manual.
For more information

All of the assets detailed in this document are available for download from the Asset Library on the Adobe Brand Center: [www.adobe.com/brandcenter](http://www.adobe.com/brandcenter)

All use of Adobe assets must be sent for approval to: [brandapproval@adobe.com](mailto:brandapproval@adobe.com)

For questions, please e-mail: [askbrand@adobe.com](mailto:askbrand@adobe.com)

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