





# Table of Contents

## ADOBE FIREFLY

<a href="#">Dream Bigger with Adobe Firefly</a> .....	5
<a href="#">Dream Bigger with Generative Fill</a> .....	6
<a href="#">Dream Bigger with Generative Recolor</a> .....	7
<a href="#">What will you make today?</a> .....	8

## ADOBE EXPRESS

<a href="#">Stand out with professional content</a> .....	10
<a href="#">Quick Actions with Adobe Express</a> .....	11
<a href="#">Text to Image in Adobe Express</a> .....	12
<a href="#">Text Effects in Adobe Express</a> .....	13

## WORKSHOPS & INSPIRATION

<a href="#">Creating a mood board for your brand</a> .....	15
<a href="#">Exploring typography for your brand</a> .....	17
<a href="#">Styling typography for your brand</a> .....	19
<a href="#">Creating a logomark for your brand</a> .....	21
<a href="#">TYRELL Garden &amp; Nursery Brand Guide</a> .....	23
<a href="#">Create a photography style for your brand</a> .....	25
<a href="#">Real Alloy Brand Guide</a> .....	27
<a href="#">Visualize your brand in the real world</a> .....	29
<a href="#">E. &amp; J. Gallo Stands out amid a sea of labels</a> .....	31
<a href="#">Create an experience for your brand</a> .....	33

<a href="#">Meet the future of Carnegie Hall</a> .....	35
<a href="#">Bring your logo to life</a> .....	37
<a href="#">Make some noise for your brand</a> .....	39
<a href="#">Create a video style for your brand</a> .....	41

## WEBINARS

<a href="#">Supercharge Your Creativity with Adobe Firefly</a> .....	44
<a href="#">10 Ways to Make Your Brand Stand Out</a> .....	45
<a href="#">Create a Podcast with Adobe Audition</a> .....	46
<a href="#">3 Ways to Spring Ahead of Seasonal Content Demo</a> .....	47

## COMMUNITY

<a href="#">Adobe Events</a> .....	49
<a href="#">Adobe MAX</a> .....	50
<a href="#">Join the community</a> .....	51
<a href="#">Customize your learning track</a> .....	52



*“The beauty of generative AI is that it breaks the barriers between your imagination and your output. Anything we can ideate, we can feed into Firefly and bring to life, often in surprising ways.”*

— **Matt Dombrowski**  
Creative Director  
Limitless UCF

[Read the story](#)



## *Supercharged creativity leads to empowered brands*

We are excited to present to you this new edition of The Creative's Guide to Branding. We hope this guide leaves you inspired and empowered to dive into the latest in Creative Cloud and to try out our newest additions—Adobe Express and Adobe Firefly.

Real-time collaboration in Adobe Express, Generative Fill in Photoshop, and Vector Recoloring in Illustrator—the new updates are plenty, and we are convinced they will help you supercharge your creative brand and content workflows.

Stay Creative

[Learn More](#)

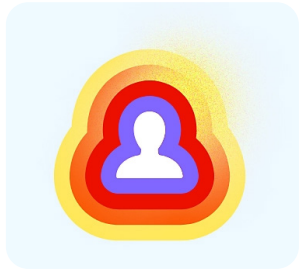
Launch programs to get started:  





# Dream Bigger with Adobe Firefly

*Firefly—Adobe's family of creative generative AI models—allows you to experiment, imagine and create infinitely. Use simple text prompts in over 100 languages to create beautiful images, transform text, play with color, and so much more.*



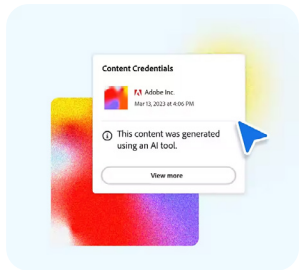
## Enhance the creative process.

The vision for Firefly is to help people expand upon their natural creativity. Available both as an in-browser experience and integrated into Creative Cloud apps. Firefly offers GenAI tools made with creative needs, use cases, and workflows in mind.




## Give creators practical advantages.

Creators will have the option to use content generated in Firefly that is commercially safe. As Firefly evolves, we expect to offer creators a choice of different Firefly models designed for different uses.



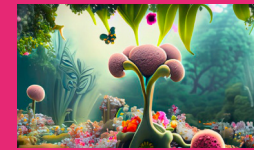
## Set the standard for responsibility.

Through efforts like the Content Authenticity Initiative and Coalition for Content Provenance and Authenticity, we're standing up for accountability, responsibility, and transparency in generative AI. We're working toward a universal "Do Not Train" Content Credentials tag that will remain associated with a piece of content wherever it's used, published, or stored.

Launch Firefly to get started: 



**Dream it, type it, see it with Firefly, our creative generative AI engine.**



**Adobe Firefly**  
Creating cost-effective, on-brand content at scale has never been so simple.

[Learn More](#)



**Explore Firefly in Photoshop**  
Firefly is now in Photoshop and the way you create will never be the same

[Learn More](#)

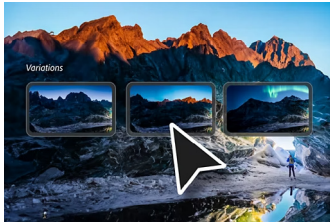


**Experimenting with Firefly**  
Join Howard Pinsky as he dives into Adobe Firefly

[Learn More](#)

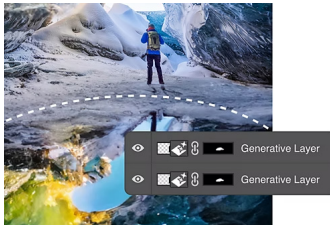
# Dream Bigger with Generative Fill

Quickly create, add to, remove, or replace images right in Adobe Photoshop with simple text prompts powered by Adobe Firefly generative AI.



## More ideas, less time.

Explore and experiment with ideas in seconds, not hours. Use Generative Fill to create dozens of high-quality concepts quickly with results only a few keystrokes away.



## Dream it, type it, see it.

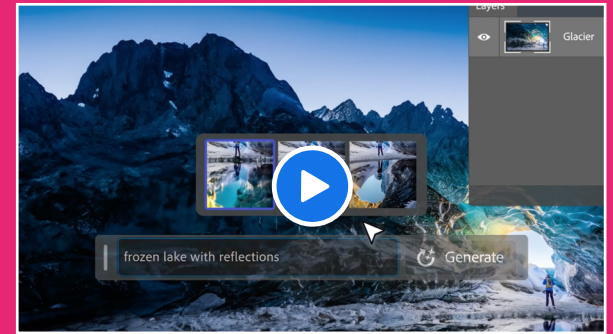
Go from text prompt to astounding art in seconds with Generative Fill—a series of AI-powered capabilities that let you add, extend, and remove content from images or create them from scratch.



## AI fast meets Photoshop fine-tuning.

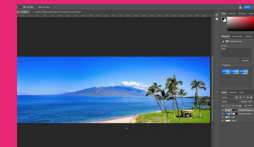
Create more with complete creative control. With Generative Fill integrated into Photoshop, you can use it alongside every other editing tool to adjust AI additions, each generated nondestructively on a new layer.

Launch programs to get started:  



## Make content in powerful new ways with Generative Fill

From conceiving creative ideas to making complex edits and refinements, Generative Fill can help you quickly realize your vision while giving you complete control over every creation.



**Adobe Firefly**  
Learn to use Generative Fill in Photoshop.

[Learn More](#)



**Explore Firefly in Photoshop**  
Firefly is now in Photoshop and the way you create will never be the same

[Learn More](#)

[Discover Generative Fill](#)



# Dream Bigger with Generative Recolor

Explore every color palette and theme you can imagine in Adobe Illustrator with simple text prompts powered by Adobe Firefly generative AI.



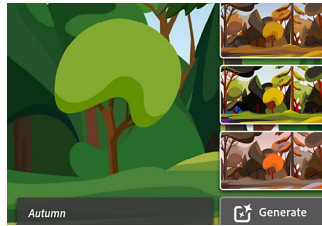
## More inspiration, less work.

Explore a variety of colors, palettes, and themes on your artwork without manual recoloring. See how other color options look in seconds instead of hours.



## Unique versions for every venue.

Generate different color combinations of any piece so the same design or art looks fresh everywhere you use it from social media to print and online.



## Endless exploration.

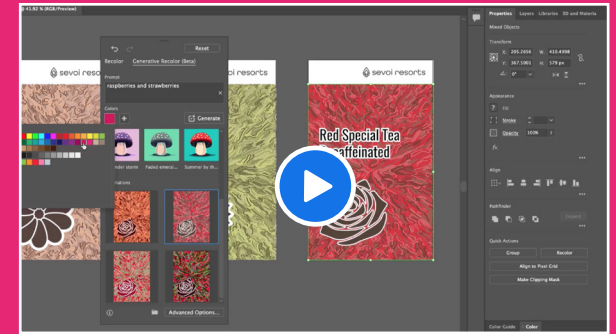
Change colors again and again without losing your original. Try as many Generative Recolor experiments as you want before easily returning to your first version.



## Do you in any hue.

It's your vision and your art. Generative Recolor just helps you bring it to life faster. Experiment and explore with speed so you can create even more.

Launch programs to get started:  



## Quickly experiment with color using Generative Recolor

Whether you're creating product packaging, posters, or artwork, Generative Recolor can help you view color variants of your vector artwork faster. Type a text prompt like "strawberry fields," "faded emerald," or "terracotta desert" and see custom color schemes in seconds.



**Recolor Vectors**  
Learn to recolor vectors in Illustrator

[Learn More](#)

[Discover Generative Recolor](#)

# What will you make today?

Experiment with the latest in generative AI and unlock your imagination with Adobe Firefly.



## Text to Image

Generate images from a detailed text description



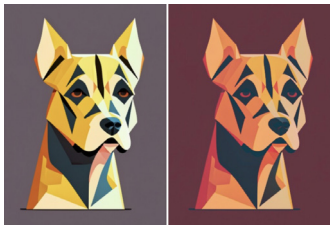
## Generative fill

Use a brush to remove objects, or paint in new ones from text descriptions



## Text Effects

Apply styles or textures to text with a text prompt



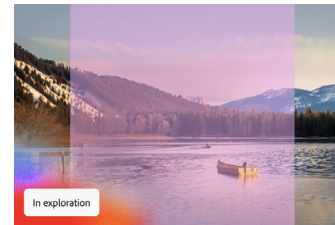
## Generative recolor

Generate color variations of your vector artwork from a detailed text description



## 3D to image

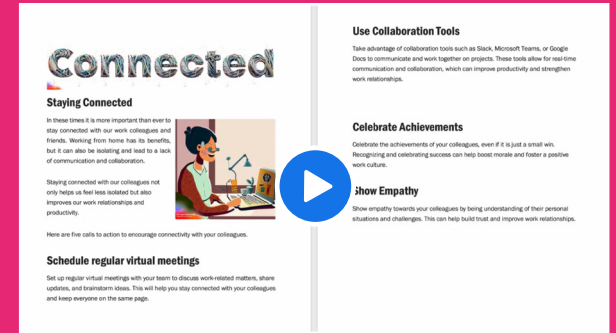
Create a 3D scene and use a text prompt to generate an image



## Extend image

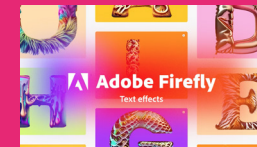
Extend your image with a single click

Launch Firefly to get started: 



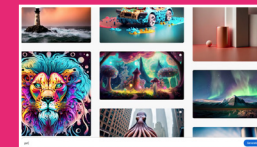
## Learn how to use Text Effects, powered by Adobe Firefly

Create unique and inspiring title imagery for a newsletter.



**Text effects**  
Learn to apply styles or textures to text with a text prompt.

[Learn More](#)



**Text to Image**  
Learn to generate images from a detailed text description.

[Learn More](#)

[Create Text Effects](#)

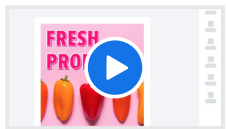




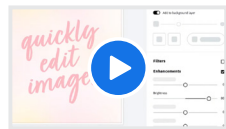
# Stand out with professional content designed using Adobe Express

Design flyers, social assets, presentations, promotion materials and more with the new, all-in-one Adobe Express. Create easier. Dream bigger.

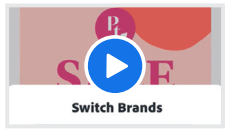
Learn how to create your first design with Adobe Express.



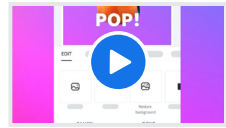
[Create templates](#)



[Use image effects](#)



[Apply your brand](#)



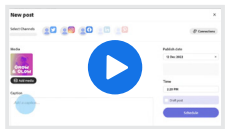
[Remove backgrounds](#)



[Get quick inspiration](#)



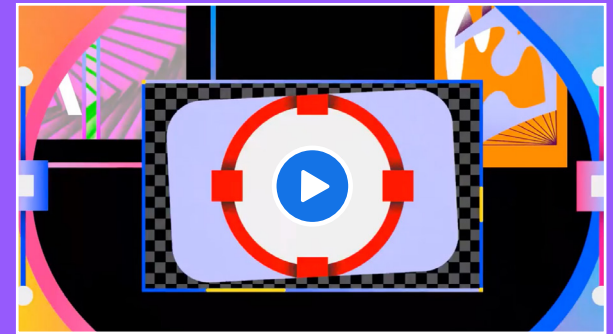
[Invite project collaborators](#)



[Schedule social posts](#)

[Start Designing](#)

Launch Adobe Express to get started: 



Adobe Express is an easy-to-use creative tool, with no experience required

And now, you can stand out with amazing artwork generated by Adobe Firefly.

## Level up with Adobe Express.

Hear from community leaders on how to accelerate your workflows and boost your creativity using Adobe Express.



**How to Make Attention-Grabbing Social Videos with Adobe Express**

[Learn More](#)



**Adobe Firefly Generative AI in Adobe Express: The Best Pro-Tips to Maximize Your Creativity**

[Learn More](#)





# Quick Actions with Adobe Express


Fast and free editing for images, videos, and documents is just a click away.


Discover quick actions used for images, videos, PDF's, and more.

## Image Quick Actions

 [Remove Background](#)


 [Resize Image](#)

 [Convert to JPG](#)

 [Convert to PNG](#)

 [Convert SVG](#)

 [Crop Image](#)


 [Text to Image](#)

 [Text Effects](#)

## Video Quick Actions

 [Convert Video to MP4](#)


 [Convert Video to GIF](#)

 [Crop Video](#)

 [Trim Video](#)

 [Resize Video](#)

 [Merge Videos](#)


 [Animate from Audio](#)

## PDF Quick Actions

 [Create PDF](#)

 [Export PDF](#)


 [Combine PDF](#)

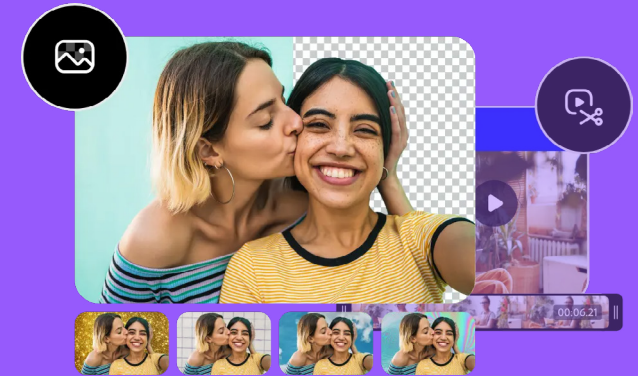
 [Convert PDF](#)

 [Edit PDF](#)

 [Organize PDF](#)

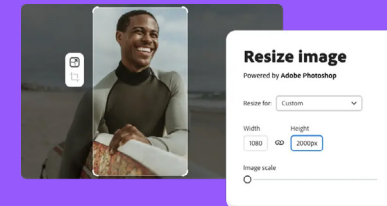
## QR Code Maker

 [Generate QR Code](#)



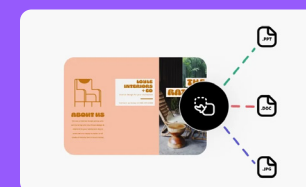
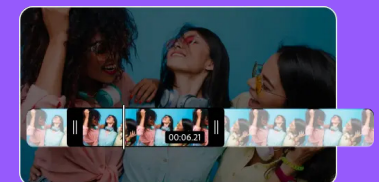
## Design made easy for everyone

Create graphics, videos, flyers and animations that look professional in just a few taps!



Instantly resize images for social media, print, web, and more

Make professional quality edits to your videos in seconds



Edit your files by converting to PDF and JPG

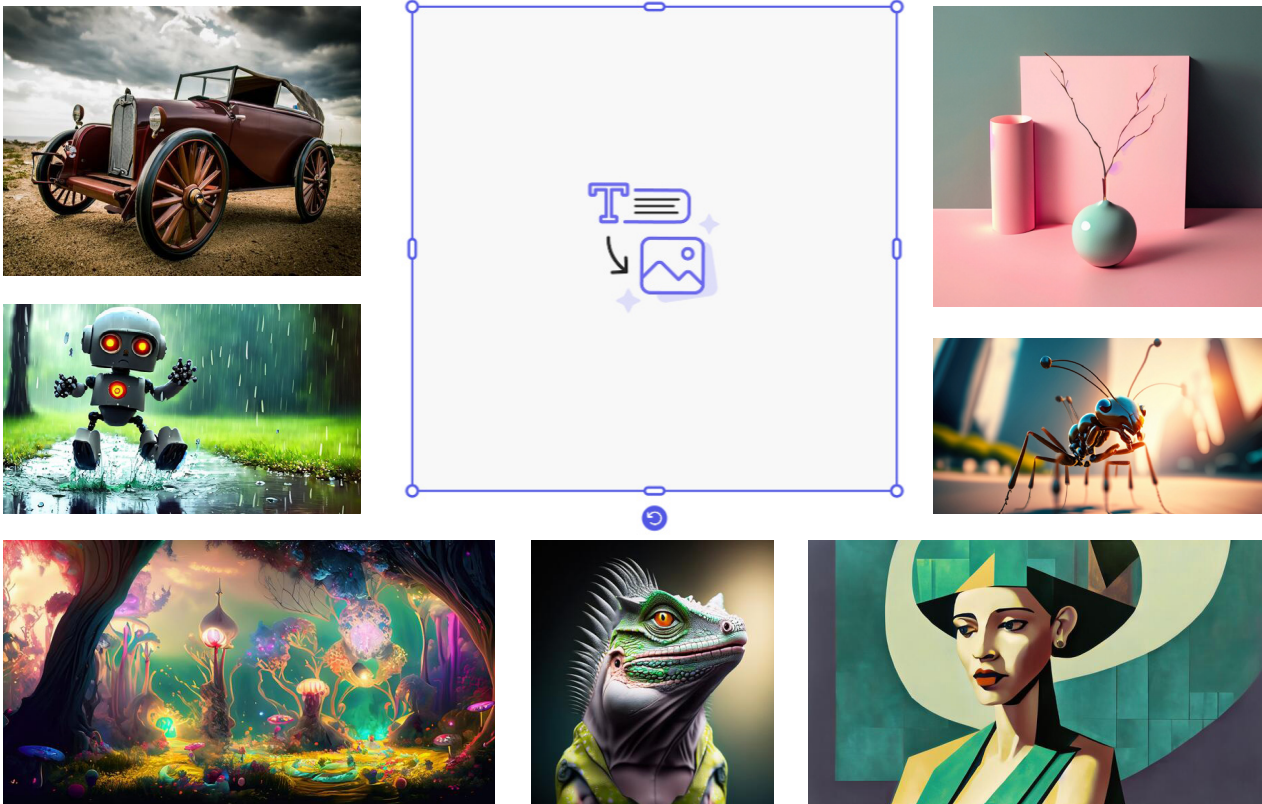
[Get Started with Quick Actions](#)

Launch Adobe Express to get started: 

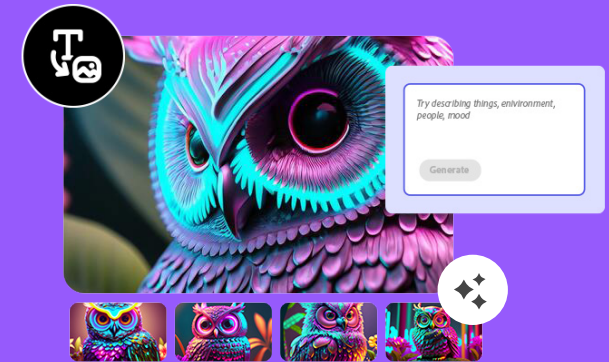
# Text to Image in Adobe Express

Your imagination is your only limitation with text-to-image, powered by Adobe Firefly. You type it. Adobe Express generates it.

Start from a sample prompt and image or generate your own



Launch Adobe Express to get started: 



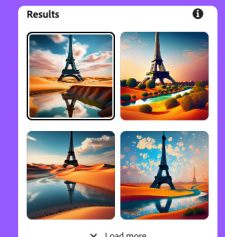
## Just imagine...

Generate unique artwork by describing things, environment, people, mood.



Type your text into the prompt window to generate

Adobe Express, powered by Adobe Firefly generates multiple options



Choose a template and an image — or create your own!

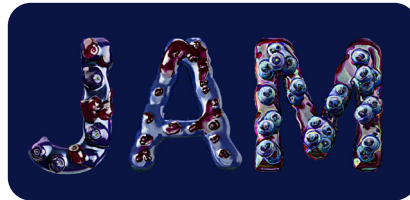
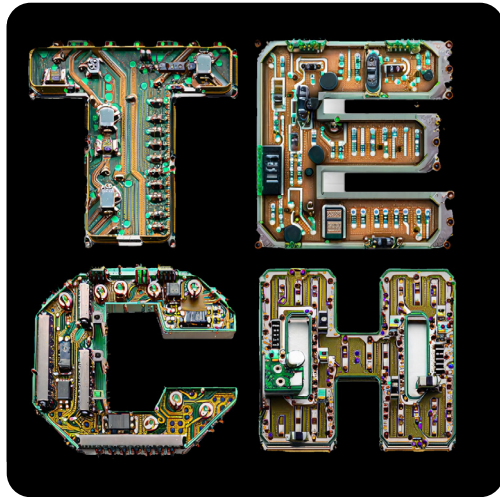
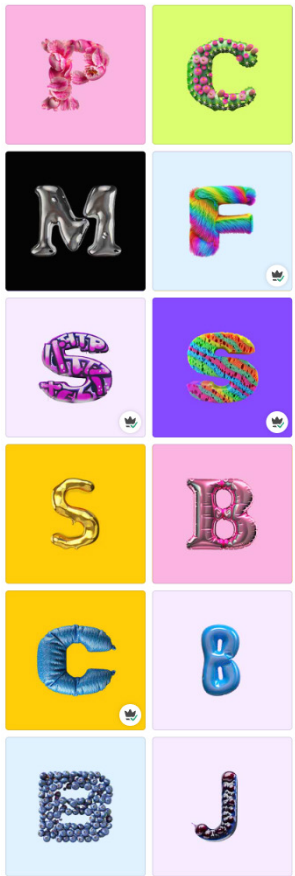
[Get Started with Text to Image](#)



# Text Effects in Adobe Express

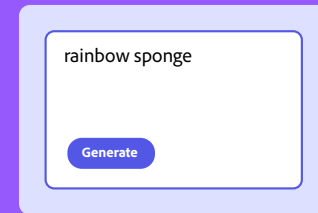
Apply styles or textures to text with a text prompt.

Start from a wide range of sample text effects or generate your own



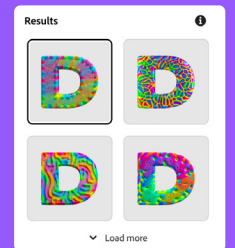
## Just a few words

Type in a style or texture to apply it to the font.



Type your text into the prompt window to generate

Adobe Express, powered by Adobe Firefly generates multiple options



Select your preferred style, then apply the effect to your design template.

Get Started with Text Effects

Launch Adobe Express to get started:



THE CREATIVE'S GUIDE  
**Workshops & Inspiration**

SUN & T  
NURSEP

OVERVIEW

# Creating a mood board for your brand

Capture and convey the unique elements that make a brand unforgettable using Creative Cloud

Mood boards are a great way to develop a brand and give it personality before you actually start the design process. Watch the nine short tutorial videos and discover how Creative Cloud apps and services work together to help you create the right mood for your next branding project. You can design your mood board from scratch, start with a template, or even use Behance. And at the end of this workshop, you'll be able to spin up professional mood boards for your clients and colleagues in no time.





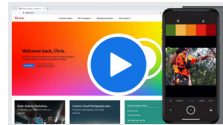
WORKSHOP VIDEOS

# Creating a mood board for your brand

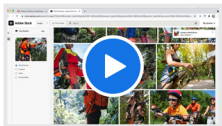
The following step-by-step video lessons are included in this branding workshop:



[Introduction to brand mood boards](#)



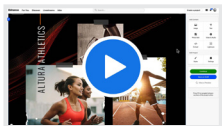
[Adjust color in Adobe Photoshop](#)



[Tools you'll need to get started](#)



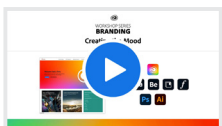
[Create your mood board from a template](#)



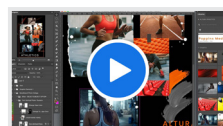
[Get inspired by your environment](#)



[Sharing your brand mood board](#)



[Check out what's happening on Behance](#)

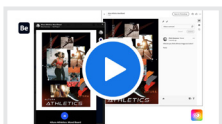


[Next steps](#)



[Find assets on Adobe Stock](#)

Create a mood



[Recolor artwork with Adobe Illustrator](#)

Launch programs to get started:



## Mood Board Templates

Find a mood board template on Adobe Stock in a variety of Creative Cloud apps.



**Maquette de moodboard artisanale naturelle**  
AM Studio

Get Moodboard



**Food Social Media Post with Brown and Orange Accents**  
Valentin Plesa

Download Social Assets



**Ensemble de moodboards mosanque**  
AM Studio

Get Template

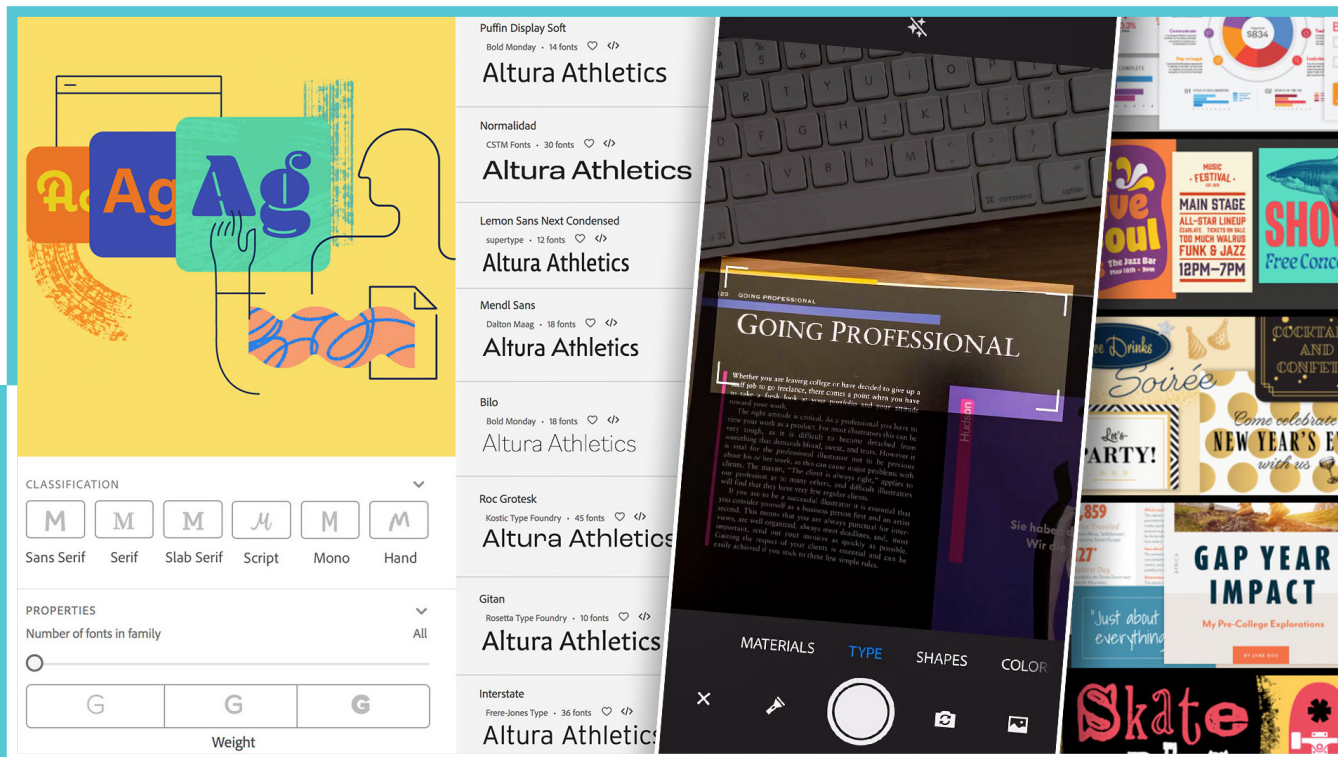
Find more templates on Adobe Stock

OVERVIEW

# Exploring typography for your brand

Identify new fonts in the world around you, then capture them to use in your own branding projects.

Designers are constantly searching the real world for font inspiration. Watch our eight short tutorial videos featuring Creative Cloud apps and services to capture, identify and start using the perfect font. Whether you spot the perfect lettering on the side of a moving bus, or in a photograph you took five years ago, within seconds you can apply that font to your latest branding project.



WORKSHOP VIDEOS

# Exploring typography for your brand

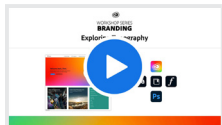
The following step-by-step video lessons are included in this branding workshop:



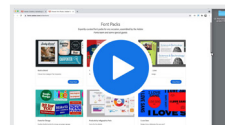
[Introduction](#)



[Find the perfect typeface for your brand](#)



[Tools you'll need to get started](#)



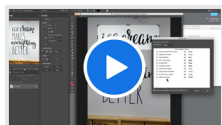
[Explore font packs to match the style and feel of your brand](#)



[How to capture a font](#)



[Use your fonts anywhere](#)



[How to identify fonts in Photoshop](#)



[Next steps](#)

[Find your type](#)

Launch programs to get started:



## Creative Insights

Learn how type designers are inspired by typography. Hear how creative directors at Dalton Maag find inspiration when designing fonts for their customers in the Masterclass kick-off webinar.



**Bianca Berning**  
Creative Director  
Dalton Maag

Bianca is a creative director specializing in the design of brand typefaces for international clients. She graduated from the MA Typeface Design program at the University of Reading (UK) and hold a diploma in communications design.



**Riccardo De Francesch**  
Creative Director  
Dalton Maag

Riccardo is an Italian typeface designer working as creative director for typeface design studio Dalton Maag, South London.



[Watch the Interview](#)

[Find Dalton Maag fonts on Adobe Fonts](#)



الطريقة الشائعة هذه الأيام في إعداد الشاي بأنواعه المختلفة هي مجرد وضع المغلف المهد مسبقاً في مصانع تعبئة الشاي في الكوب وسكب الماء الفاتر عليه، وكذلك الأمر بالنسبة لأوراق الشاي غير المغلفة حيث يتم وضعها في كأس ومن ثم سكب الماء الحار عليها مباشرة، والضيئون لهم طريقة أخرى لتحضير الشاي فهم يقومون بسكب الماء على الشاي في دفعات، وفي الدفعة الأولى يكون الهدف هو غسل أوراق الشاي ومن ثم

Mend Sans Dusk Hair  
Mend Sans Dusk Thin  
Mend Sans Dusk Light  
Mend Sans Dusk Regular  
Mend Sans Dusk Medium  
Mend Sans Dusk SemiBold  
Mend Sans Dusk Bold  
Mend Sans Dusk XBold  
Mend Sans Dusk Black

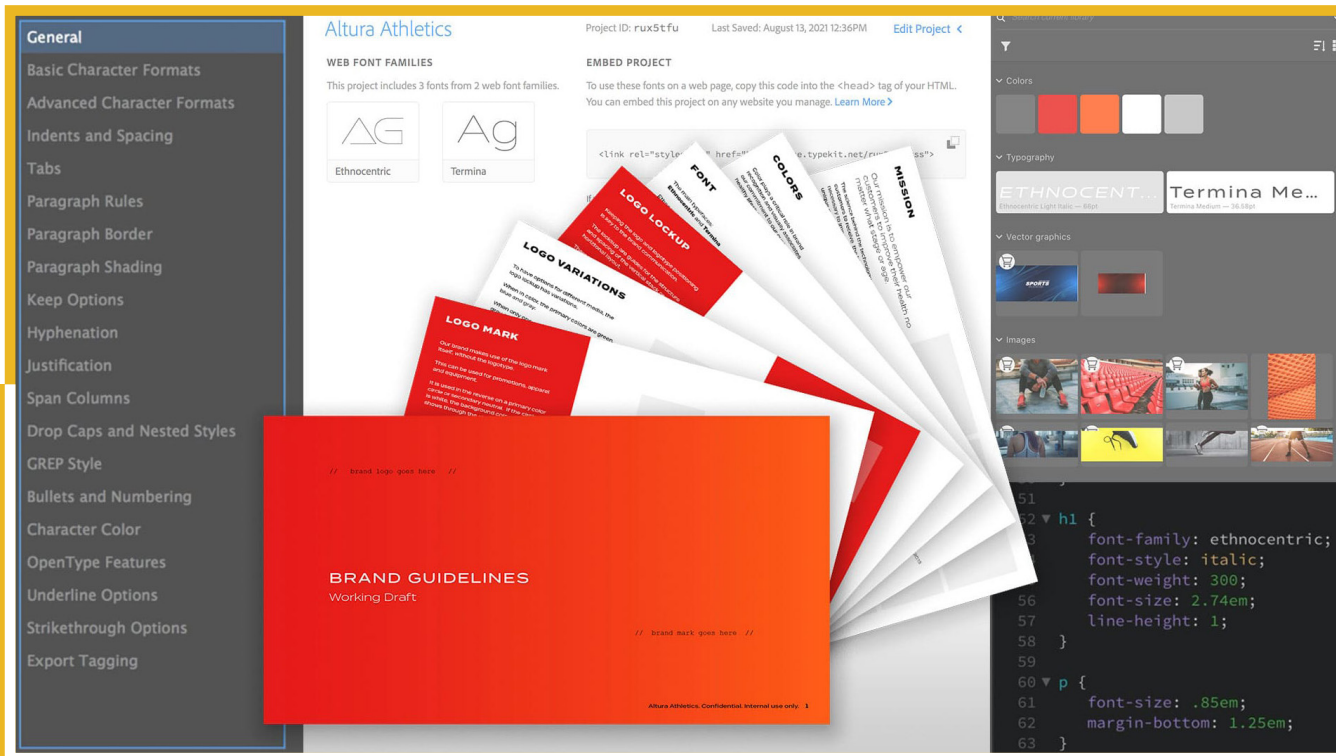


OVERVIEW

# Styling typography for your brand

Learn how to customize and apply consistent typography across your entire branding project.

An original branding project demands the right typography. Watch our nine short tutorial videos to learn how to customize and apply consistent typography using Creative Cloud. Then, apply your custom style across an entire branding project, including web projects like your brand's site.



WORKSHOP VIDEOS

# Styling typography for your brand

The following step-by-step video lessons are included in this branding workshop:



[Introduction](#)



[Activate fonts with auto activate](#)



[Tools you'll need to get started](#)



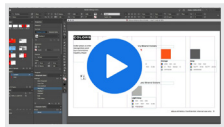
[Use Adobe fonts on the web](#)



[How to add type styles to a library](#)



[Add your own fonts to Creative Cloud](#)



[How to create character and paragraph styles](#)



[Next steps](#)



[Use templates for a typographic head start](#)

Text in style

Launch programs to get started:



## Working with Adobe Fonts

Learn how working with Adobe fonts can simplify your workflow with features like variable font use and font packs. And discover the 40 best Adobe fonts to download now!



**Variable Fonts Are the Future of Web Type**  
Mandy Michael

[Learn about Variable Fonts](#)



**Expertly-curated font packs for any occasion**  
Adobe Stock Team

[Browse Font Packs](#)



**The 40 Best Fonts Available on Adobe Fonts (Typekit)**  
Jeremiah Shoaf

[Check Them Out](#)

[Browse Adobe Fonts](#)



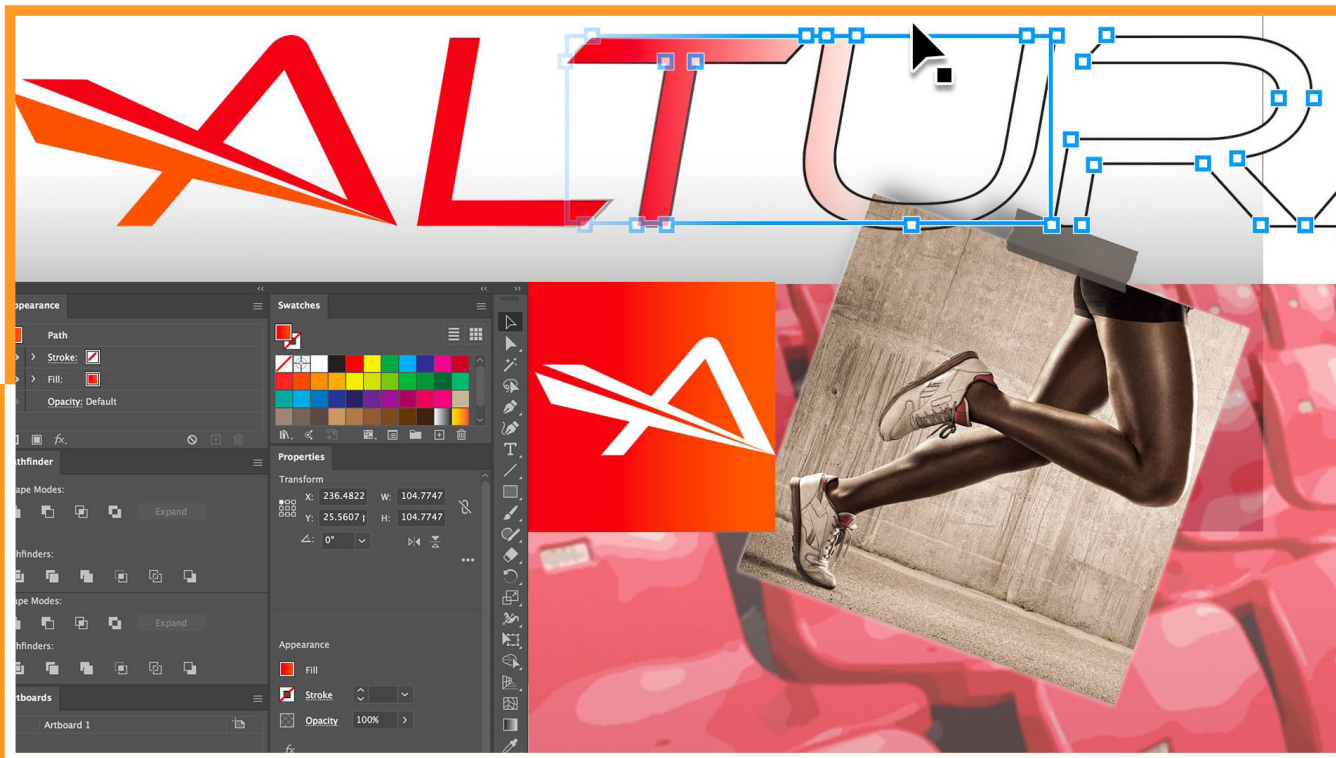
한국어

OVERVIEW

# Creating a logomark for your brand

Transform original vector shapes into an eye-catching logomark for your branding project.

Successful brands have memorable logomarks. Think about the bite in Apple's famous logo, or the hidden arrow in FedEx. Watch our nine short tutorial videos to discover how to draw and customize vector shapes, then create an unforgettable logo using apps and services in Creative Cloud.





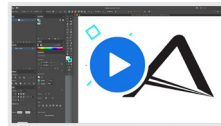
WORKSHOP VIDEOS

# Creating a logomark for your brand

The following step-by-step video lessons are included in this branding workshop:



[Introduction](#)



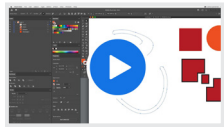
[How to combine shapes with letterforms](#)



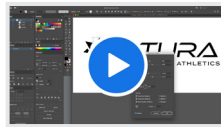
[Tools you'll need to get started](#)



[Create color combinations](#)



[How to create vector shapes using Illustrator](#)



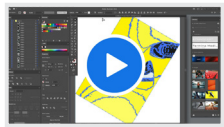
[Explore other design options](#)



[How to capture vectors from your environment](#)



[Next steps](#)



[Create vectors from photos and text](#)

Let's logo

Launch programs to get started:



## New Ways to Make 3D Artwork in Illustrator

Learn new ways to make 3D Artwork in Adobe Illustrator. Expanding capabilities allow you to add 3D materials to your artwork, adjust lighting, and export to various Adobe programs to continue your workflow.



**Brian Wood**  
Founder  
Brian Wood Training, Inc.

Brian Wood is the founder of Brian Wood Training, Inc. and the author of 19 books, including Adobe Illustrator CC 2021 Classroom in a Book and Adobe XD CC Classroom in a Book. Brian is the lead Instructional Designer for the Graphic Design segment for the Learn team at Adobe. You can find Brian on Twitter at @AskBrianWood and on his YouTube channel.

Watch the Adobe MAX Session



# TYRELL Garden & Nursery Brand Guide

*A brand guide for a fictional company*



This brand guide for the fictional TYRELL Garden & Nursery offers a rundown of logo usage, iconography, and typography in fewer than ten pages.

Blake Pack reimagines a local garden and nursery company brand in our world, based on the iconic HBO series, GAME OF THRONES.

The goal was to create an identity that feels familiar rather than rehashed, and yet fresh, clean, and bold.

Find inspiration on how to provide guidelines for logo usage, iconography, typography, choosing a color palette and establishing type treatments.

Be inspired

**TYRELL**

HOUSE

**ROSE**

SIGIL

**GREEN & GOLD**

COLORS

**GROWING STRONG**

WORDS

**GARDEN & NURSERY**

INDUSTRY





OVERVIEW

# Create a photography style for your brand

Fine-tune any photograph and apply a unique look to any image.

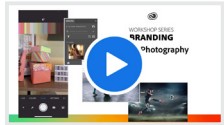
Learn how to create a unified photography style for your brand. Make every photograph look like it was shot exclusively for your branding project, by fine-tuning it using apps and services in Creative Cloud. The result is a dramatic visual look that's perfect for your brand.



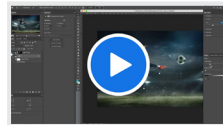
WORKSHOP VIDEOS

# Create a photography style for your brand

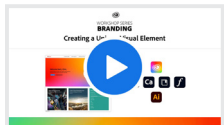
The following step-by-step video lessons are included in this branding workshop:



[Introduction](#)



[Create focus and blur effects](#)



[Tools you'll need to get started](#)



[Get to know the Camera Raw filter](#)



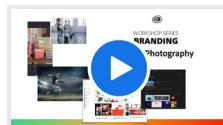
[Using adjustment layers, smart objects, and filters](#)



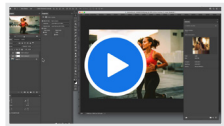
[Learn how to apply presets in Lightroom](#)



[How to capture a look from your environment](#)

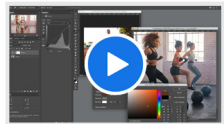


[Next steps](#)



[Work with LUTs in Photoshop](#)

[Apply your look](#)



[How to manage tonal ranges with curve adjustments](#)

Launch programs to get started:



## Photography types and tips

Whether you're a hobbyists or professional photographer, there is a vast variety of genres to photograph. Discover which topics may pique your interest and learn how to take better photographs and create a style that is all you.



**28 types and styles of photography**  
Adobe Creative Cloud Team

[Find Your Focus](#)



**Tips on how to take better photos**  
Adobe Creative Cloud Team

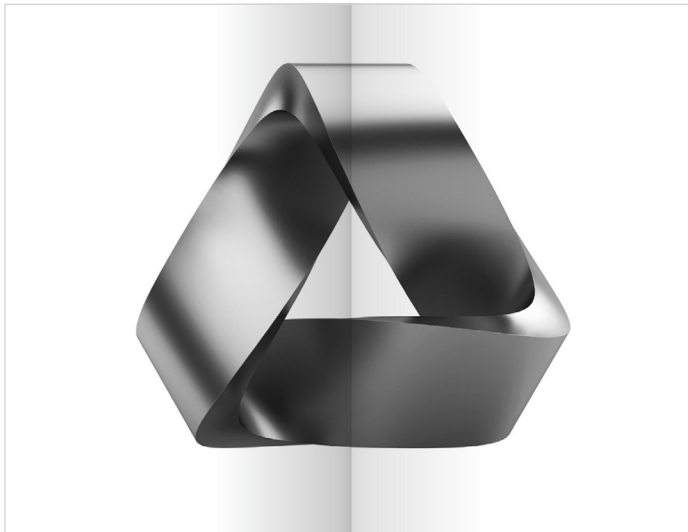
[Get Tips](#)

[Discover More on Photography](#)



# Real Alloy Brand Guide

*A clear brand manual*



The brand manual for Real Alloy provides clear directions about what not to do with the logo, along with several examples of appropriate imagery.

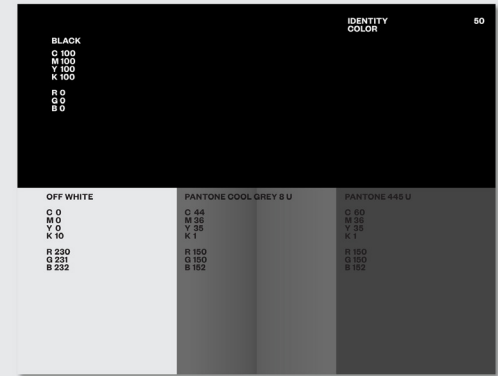
Axel Peemoeller created a very clear and direct brand guide for the company. The brand identity and imagery usage encapsulate the essence of the brand and their values.





Find inspiration on how to provide guidelines for logo usage, iconography, typography, choosing a color palette and establishing type treatments.

Be inspired



01

BRAND

OVERVIEW

# Visualize your brand in the real world

Visualize your brand on billboards and even on 3D products.

You've created a unique brand. Now it's time to visualize it in the real world. Discover how to add your branded artwork and logomark to billboards, shopping bags, and even virtual photography using Adobe Stock, Adobe Photoshop, and Adobe Substance 3D Stager.



WORKSHOP VIDEOS

# Visualize your brand in the real world

The following step-by-step video lessons are included in this branding workshop:



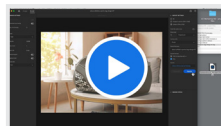
[Introduction](#)



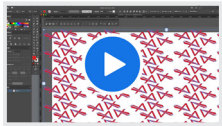
[How to make a branded product from a 3D model](#)



[Tools you'll need to get started](#)



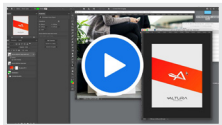
[How to turn a product shot into a virtual photo](#)



[How to create a unique pattern for your brand](#)



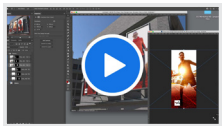
[How to apply a digital interface to a 3D smart watch](#)



[How to apply your brand to a shopping bag](#)



[Next steps](#)



[How to visualize your brand on outdoor signage](#)

Get dimensional

Launch programs to get started:



## Get the Perfect Shot with Adobe Substance 3D Stager

Build and assemble 3D scenes in this intuitive staging tool—Now available with a Free Trial. Then take your first steps and learn to import a model, set up materials and decals, add lights and create a final rendering.



Get Substance 3D Trial



**Substance 3D Stager First Steps**  
Adobe Substance 3D Team

Watch Webinar





# E. & J. Gallo Stands out amid a sea of labels

*We understand the importance of being able to scale and deliver consistent brand experiences. We are continuously focused on a digital approach to design, using tools like Adobe Creative Cloud.*

[Watch the Video](#)



## Designing for a family of brands means nurturing a family of designers

E. & J. Gallo is nothing short of a classic, iconic American wine brand, and also an incredible business success story. The family-owned company has grown over its nearly 90-year history to encompass more than 130 individual brands. "One in three bottles on the shelf in retail in the U.S. are Gallo brands. Our purpose at Gallo is to serve enjoyment in moments that matter and we are focused on bringing new consumers into the wine category," says Scott Elia, Creative Director at E. & J. Gallo. In order to stand out in a sea of labels in supermarkets and liquor stores, it's essential to create eye-catching labels, clever package design, and marketing materials that differentiate all the best each brand has to offer.



E&J. Gallo Winery

"Oftentimes, it feels like we're drinking from a fire hose with so many brands to design for and manage. But we do what we have to do to make sure our team has the design resources to handle workload and meet all our deadlines," Elia says.

As one of the company's creative leaders, Elia is responsible for delivering extraordinary content at a massive scale. To do this, he and his fellow creative directors have had to systemize how they work on everything from label design to marketing activations. Gallo's design team is centralized in the Modesto, California, corporate headquarters. "We have about 25 creatives on staff and a pool of freelance designers to handle the volume of work," Elia says.

What's their secret to being able to manage it all? Creating a style guide for each of the 130+ brands. "We created this very helpful document that the entire design studio and our partners in marketing use as well, and this keeps us all honest — and on brand," says Elia.

"It's challenging, because different brands can overlap styles and borrow each other's equities. Despite that, we still strive to make each brand its own unique experience." To help deal with the challenge, and create and maintain these style guides, E. & J. Gallo relies on Adobe Creative Cloud throughout the entire design process.

[Continue Reading](#)

E. & J. Gallo uses these solutions:



*We created this very helpful document that the entire design studio and our partners in marketing use...*

— Scott Elia

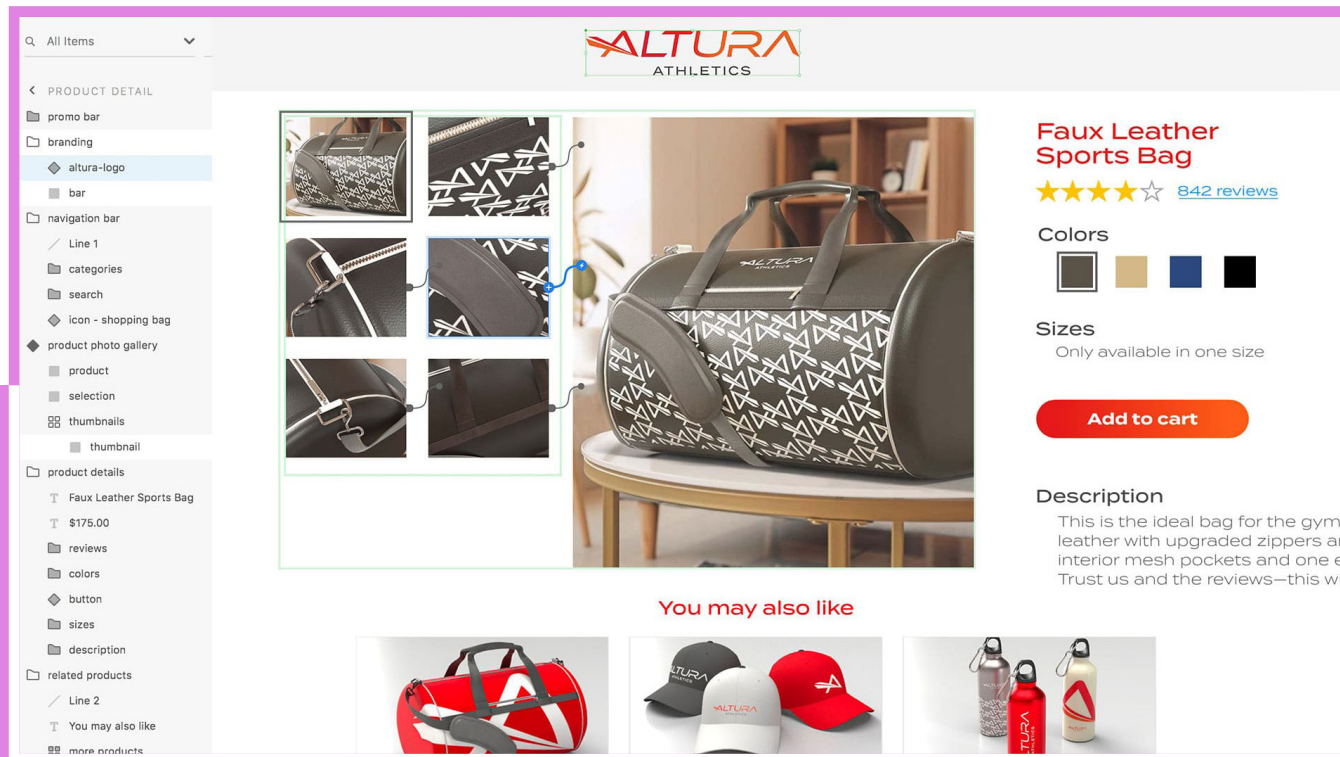


OVERVIEW

# Create an experience for your brand

Make your brand's web store come alive with interactive design elements.

It's time to create an online store for your brand. With XD you can make this web experience interactive, with animated transitions and even a shopping cart that slides out like magic. Designer Chris Converse will also show you the basics of voice-activated interactions.





WORKSHOP VIDEOS

# Create an experience for your brand

The following step-by-step video lessons are included in this branding workshop:



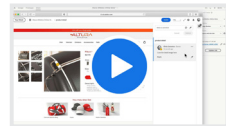
[Introduction](#)



[Reveal additional information with overlays](#)



[Tools you'll need to get started](#)



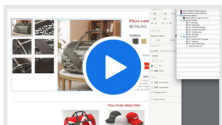
[How to share your prototype and gather feedback](#)



[Importing artwork from Illustrator](#)



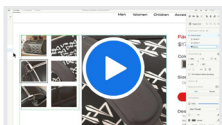
[Introduction to audio prototyping](#)



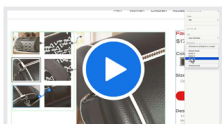
[How to populate repeat grids](#)



[Next steps](#)



[Discover component states](#)



[How to create an interactive gallery](#)

Launch programs to get started:



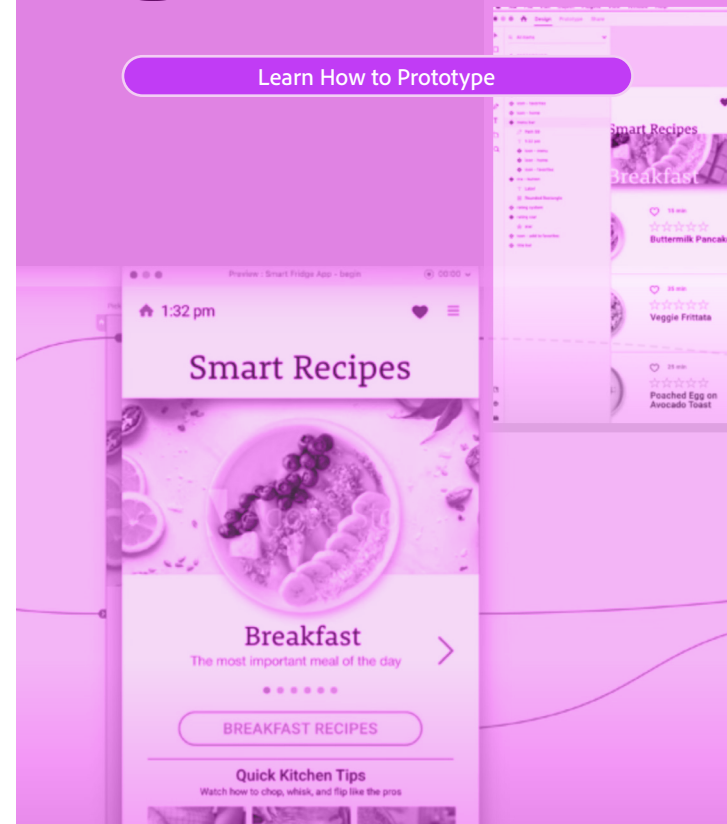
## Step Up to Advanced Prototyping in Adobe XD

Boost your UI and UX design productivity and polish through advanced techniques with Repeat Grid, Stacks, Auto-Animate, and more in this fast-paced, hands-on lab designed to power up your prototyping with Adobe XD.



**Chris Converse**  
Partner, designer, and developer  
Codify Design Studio

[Learn How to Prototype](#)





# Meet the future of Carnegie Hall

*Watch a behind-the-scenes look of Carnegie Hall's epic redesign, featuring Adobe XD.*

Watch Now



Former US President Theodore Roosevelt once said, “Keep your feet on the ground and your eyes on the stars.” It’s this profound sentiment that guided the redesign of Carnegie Hall, according to Executive and Creative Director Clive Gillinson.

Of course, finding the inspiration for a project is only the first step. Reshaping such a monumental music venue — which has seen performances by everyone from Louis Armstrong to David Bowie — requires expert collaboration, innovation, and execution. In celebration of this stunning new era, we’re showing you how the creative team made dreams for the future of Carnegie Hall a reality with tools like Adobe XD.

Champions workshopped design directions with Carnegie Hall over the course of months to expand the brand into a cohesive, structured toolkit that maintains high flexibility for all of the brand's diverse needs. When developing the brand guidelines with the Carnegie Hall creative services team, Champions took an innovative and modern approach by using Adobe XD. With Adobe XD, Champions created a living, sharable brand book that is always up-to-date and available to those who need it.

"Having a brand book built in Adobe XD is such a help for us," says Villagio. "Many projects begin with our graphic design team of five, but we often need to share branding with the larger creative services team, partners, or media agencies. With Adobe XD, we know that everyone is working from the same starting point."

*Having a brand book built in Adobe XD is such a help for us.*

— Sara Villagio

The design team gathered all approved colors, fonts, logos, and other assets into sharable Creative Cloud Libraries. They can make updates to the libraries, such as adjust templates or add seasonal colors, and Carnegie Hall designers can see the changes immediately. Previously designers might have worked directly with Champions for every new event. But now designers have a solid visual foundation at their fingertips through the brand system created with Adobe XD.

Continue reading

Carnegie Hall uses these solutions:



# CARNEGIE HALL

Carnegie Hall's mission is to present extraordinary music and musicians on the three stages

The logo marks recognition from the colored glass and white stepped facade that makes it unique.

# CARNEGIE HALL

Architecture that defines Carnegie Hall is the iconic facade of the building, which is a masterpiece of neoclassical architecture. The facade is made of white marble and is decorated with intricate carvings and sculptures. The building is a landmark of New York City and is one of the most famous buildings in the world.

Upper terminal windows are original, but the lower terminal windows were replaced by the A's. The height of the building is 100 feet. The building is a masterpiece of neoclassical architecture. The facade is made of white marble and is decorated with intricate carvings and sculptures. The building is a landmark of New York City and is one of the most famous buildings in the world.

Apex with how it now looks. The building is a masterpiece of neoclassical architecture. The facade is made of white marble and is decorated with intricate carvings and sculptures. The building is a landmark of New York City and is one of the most famous buildings in the world.

Logos are designed to be used in a variety of ways. The building is a masterpiece of neoclassical architecture. The facade is made of white marble and is decorated with intricate carvings and sculptures. The building is a landmark of New York City and is one of the most famous buildings in the world.

Letters are used in a variety of ways. The building is a masterpiece of neoclassical architecture. The facade is made of white marble and is decorated with intricate carvings and sculptures. The building is a landmark of New York City and is one of the most famous buildings in the world.

Height of the building is 100 feet. The building is a masterpiece of neoclassical architecture. The facade is made of white marble and is decorated with intricate carvings and sculptures. The building is a landmark of New York City and is one of the most famous buildings in the world.

Letters are used in a variety of ways. The building is a masterpiece of neoclassical architecture. The facade is made of white marble and is decorated with intricate carvings and sculptures. The building is a landmark of New York City and is one of the most famous buildings in the world.

Height of the building is 100 feet. The building is a masterpiece of neoclassical architecture. The facade is made of white marble and is decorated with intricate carvings and sculptures. The building is a landmark of New York City and is one of the most famous buildings in the world.

Letters are used in a variety of ways. The building is a masterpiece of neoclassical architecture. The facade is made of white marble and is decorated with intricate carvings and sculptures. The building is a landmark of New York City and is one of the most famous buildings in the world.

+ Identity Toolkit Logo continued +



Each season, there is a responsibility to honorably add a new color to the palette. This helps all the seasons each season have their own color, and marking multiple seasons at once. The combination of Carnegie Hall and a season color must be able to complete.

Theme Tone  
 The season's theme and color should guide the palette of the season color.

How the color is being proposed of this book, the color represents the "current season color."

Usable for a Full Season Cycle  
 The season color must be usable for a full season cycle. The color must be usable for the duration of the season.

Must Work with Carnegie Hall  
 The season color must work well with Carnegie Hall, which will always be present. Seasonal colors are not too similar and are not too dark.



OVERVIEW

# Bring your logo to life

Make your brand's web store come alive with interactive design elements.

It's time to make your logo move. Import your file from Illustrator to After Effects and make your lovingly-designed letters come to life. Designer Chris Converse will show you the basics of animation with practice files to help you follow along.



WORKSHOP VIDEOS

# Bring your logo to life

The following step-by-step video lessons are included in this branding workshop:



[Introduction](#)



[Revealing the logotype](#)



[Tools you'll need to get started](#)



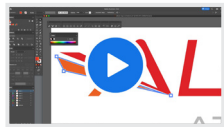
[File types for video and animation](#)



[A brief intro to After Effects](#)



[Rendering from After Effects and Media Encoder](#)



[Prepare your logo for animation](#)



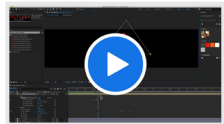
[Workflow examples for animated content](#)



[Creating and animating vector paths](#)



[Next steps](#)



[Compositing and masking](#)

[Make a move](#)

Launch programs to get started:



## Starting Out in After Effects

Learn the basics of how to work in After Effects and then apply those skills to create illustrations and patterns and add lighting to your animations.



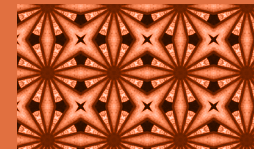
**Intro to After Effects for Designers**

[Watch Webinar](#)



**Create an Illustration from an Adobe Stock Photo with After Effects**

[Read Article](#)



**Create Beautiful Kaleidoscope Patterns with After Effects**

[Read Article](#)



**Add Remarkable Lighting to a Photo with Photoshop and After Effects**

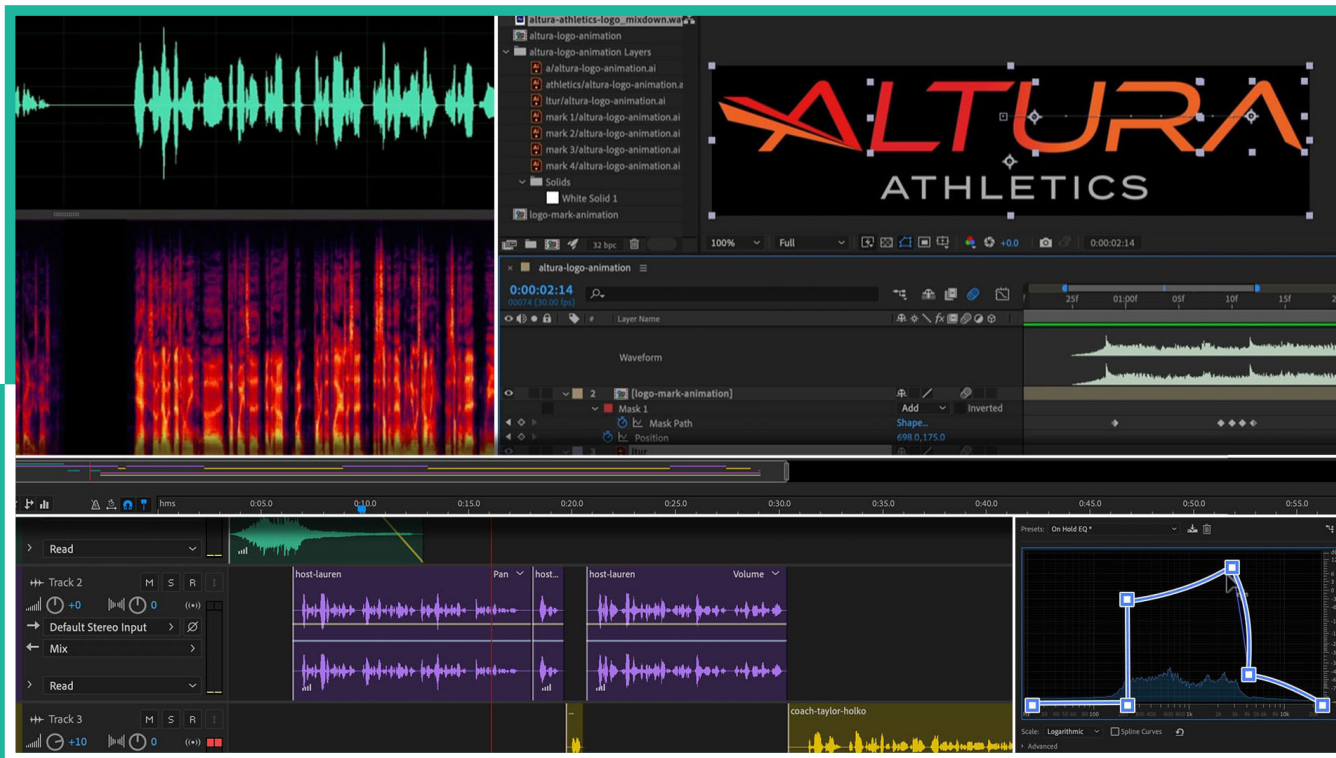
[Read Article](#)

OVERVIEW

# Make some noise for your brand

Add a stunning sound experience to your brand's logomark.

It's time to make your logo loud! Designer Chris Converse will show you how to find, create, and edit the perfect sound for your branding project, with handy practice files to help you follow along.





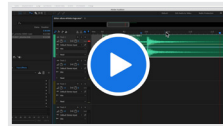
WORKSHOP VIDEOS

# Make some noise for your brand

The following step-by-step video lessons are included in this branding workshop:



[Introduction](#)



[Edit audio for your logo](#)



[Tools you'll need to get started](#)



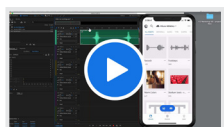
[Combining audio and motion](#)



[A brief intro to Audition and multitrack editing](#)



[Creating an experience with audio](#)



[Become your own foley artist with Capture](#)



[Next steps](#)

[Make your logo sing](#)



[Discover audio on Adobe Stock](#)

Launch programs to get started:



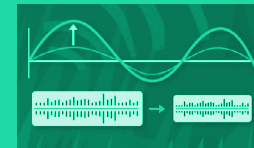
## Edit, mix, record, and restore audio with Adobe Audition

This powerful audio workstation is designed to accelerate video production workflows and audio finishing — and deliver a polished mix with pristine sound.



**Learn to use Audition for precision editing, mixing, and sound effects**  
Maxim Jago

[Watch Video](#)



**Create, open, or import files in Adobe Audition**  
The Audition Team

[Read Article](#)



**Quickly Remove Unwanted Audio with the Spot Healing Brush in Adobe Audition**  
Chris Converse

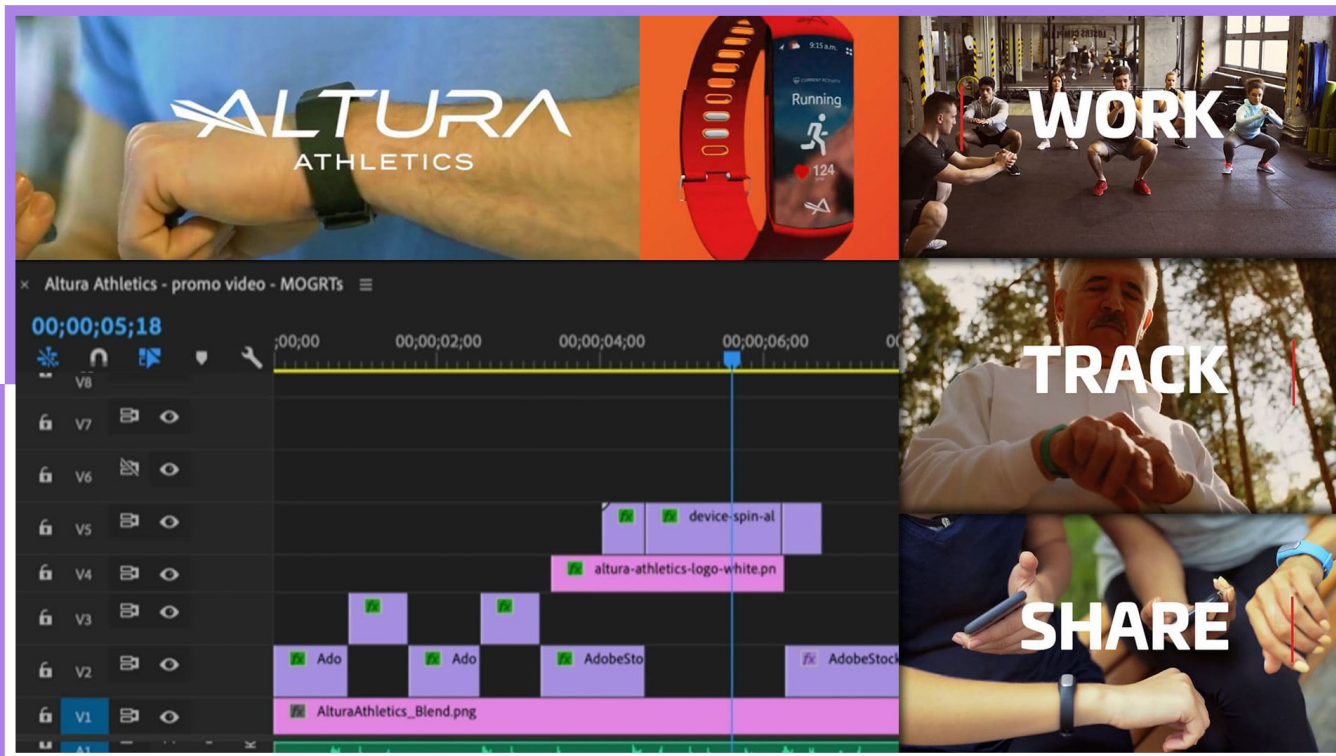
[Read Article](#)

OVERVIEW

# Create a video style for your brand

This workshop will show you how to style videos to match your branding identity.

Make any video look like it was shot exclusively for your brand. Designer Chris Converse will show you how to find the perfect videos on Adobe Stock, adjust colors to match your brand, and even add animations. Adobe Premiere Pro makes it easy to create perfect moving images for your branding project. We've also included handy practice files to help you follow along.



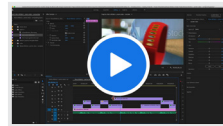
WORKSHOP VIDEOS

# Create a video style for your brand

The following step-by-step video lessons are included in this branding workshop:



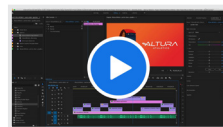
[Introduction](#)



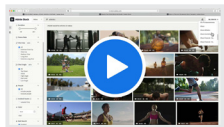
[Compositing video with alpha channels and chroma key tools](#)



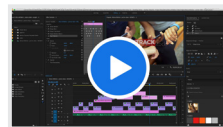
[Tools you'll need to get started](#)



[Adding graphics to your video](#)



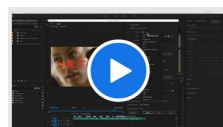
[Finding videos and templates on Adobe Stock](#)



[Adding titles and graphics with MOGRTs](#)



[A brief intro to Premiere Pro and MOGRTs](#)



[Rendering from Premiere Pro and Media Encoder](#)



[Color matching video clips](#)



[Wrap up](#)



[Working with looks \(LUTs\) in Premiere Pro](#)

Lights, camera, action

Launch programs to get started:



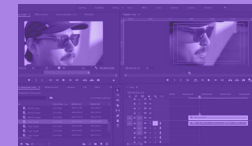
## Craft your story with Premiere Pro

Premiere Pro is the leading video editing software for creating incredible videos fast.



**Learn editing skills in Premiere Pro**  
Maxim Jago

[Read Article](#)



**Learning Premiere Pro Basics in One Hour**  
Josh Olufemii

[Watch Video](#)

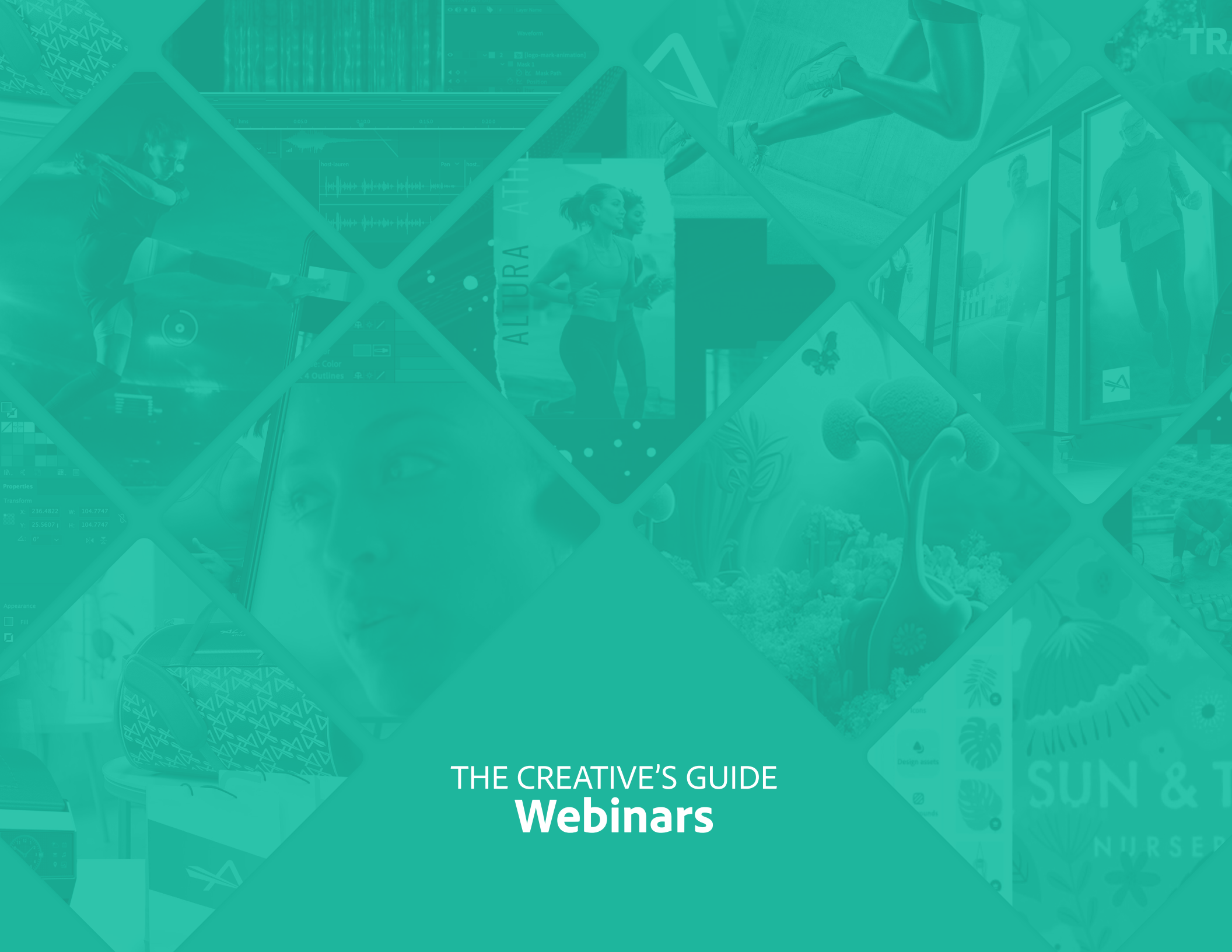
Our Solar System			
Planets	Gravity	Moons	Day Length
1 Mercury	0.38	0	1759.3
2 Venus	0.9	0	5832.14
3 Earth	0.98	1	24.0
4 Mars	2.64	2	24.64
5 Jupiter	1.16	62	9.91
6 Saturn	1.11	27	10.23
Uranus	1.21	14	16.11

**Put data in motion with Adobe Stock & Premiere Pro**  
Chris Converse

[Read Article](#)







# THE CREATIVE'S GUIDE **Webinars**

SUN & T  
NURSEP

# Supercharge Your Creativity with Adobe Firefly

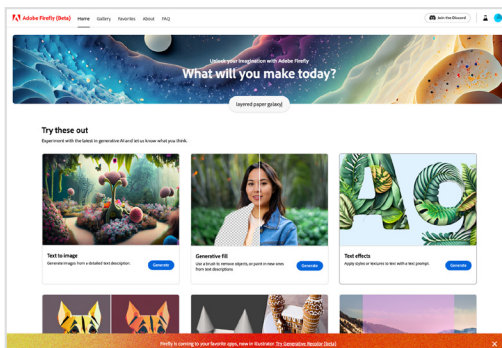
Create high quality content faster and at scale with generative AI and integrated creative apps.

Treehouse in the clouds

Generate



Watch the Webinar



Today's creative teams face skyrocketing content demands fueled by the pressure to deliver high-impact, personalized experiences while optimizing costs. By combining the transformative impact of generative AI with Adobe tools, you now have a powerful co-pilot for creative expression. Accelerate ideation and production, and quickly deliver branded experiences that increase customer engagement.

Watch the webinar *Supercharge Your Creativity with Adobe Firefly* to learn about this revolution in creativity — and ensure your content is consistent with brand standards, safe for commercial use, ethical, and high quality.

*This was amazing!  
Thank you so much. I  
am very excited to get  
into Adobe Firefly and  
Express.*

— Webinar Attendee

*Just the right mix of  
evangelism and how-to.*

— Webinar Attendee



**Brooke Hopper**  
Adobe Principal Designer,  
Machine Intelligence & New  
Technology



**Paul Trani**  
Adobe Principal Creative  
Cloud Evangelist

Launch Adobe Firefly to get started: 



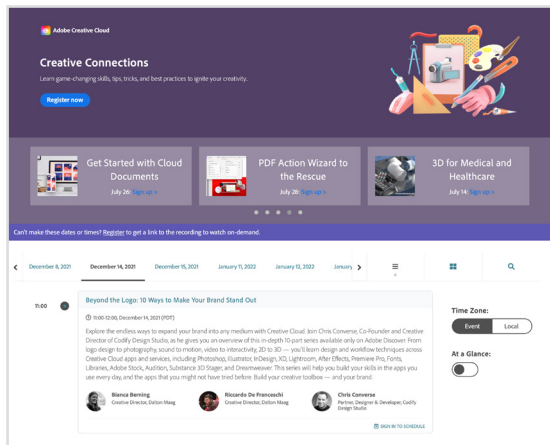


# Beyond the Logo: 10 Ways to Make Your Brand Stand Out

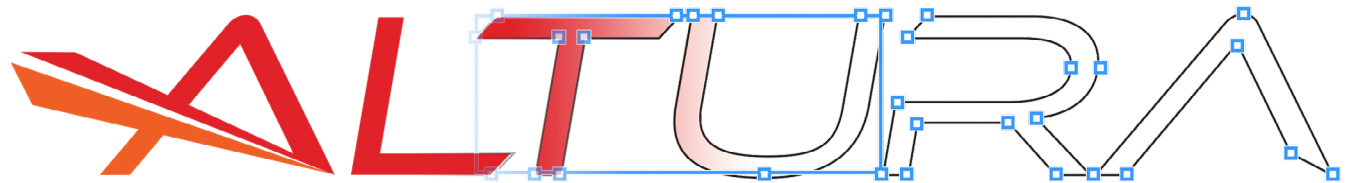
Explore the endless ways to expand your brand into any medium with Creative Cloud.



Watch the Webinar



Join Chris Converse, Co-Founder and Creative Director of Codify Design Studio, as he gives you an overview of this in-depth 10-part series available only on Adobe Discover. From logo design to photography, sound to motion, video to interactivity, 2D to 3D — you'll learn design and workflow techniques across Creative Cloud apps and services, including Photoshop, Illustrator, InDesign, XD, Lightroom, After Effects, Premiere Pro, Fonts, Libraries, Adobe Stock, Audition, Substance 3D Stager, and Dreamweaver. This series will help you build your skills in the apps you use every day, and the apps that you might not have tried before. Build your creative toolbox — and your brand.



**Chris Converse**  
Partner, Designer & Developer  
Codify Design Studio

Chris has 30 years experience in graphic, animation, and interactive design, with a unique focus on both design and development. He earned his BFA in Graphic Design at the Rochester Institute of Technology (R-I-T), and has continued to study the landscape of design and its crossroads with various technologies. In addition to design and development, Chris has authored a wide range of articles for various publications and websites, created and taught over 100 online courses, and has been a featured speaker in over 275 industry-related events, conferences and webinars, including NAB, Adobe MAX, Post Production World, How Design Live, AIGA, CreativePro Week, and CreativeLive.





# Create a Podcast with Adobe Audition

Combine music from Adobe Stock with sound effects and your own voice to create the right mood for your recordings.

Watch the Webinar




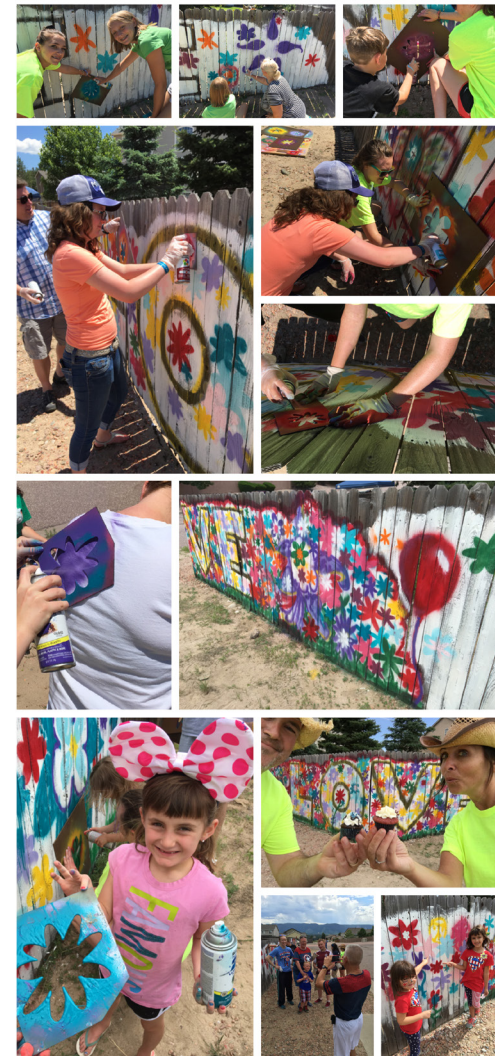
100 million people. That's how many people listen to at least one podcast each month! Chances are, you are one of those folks. That means you're somewhat familiar with variations in audio quality, sound effects, and music — all the elements you'll want to perfect to create a professional podcast with pristine sound.

Explore how to add royalty-free music from Adobe Stock, cleared for commercial use, in combination with sound effects and your voice to enhance your recordings. Join us in this live webinar and learn to record, edit, and stylize multi-tracks with Audition digital audio editing software. Plus, get tips about recording equipment as well as techniques for mixing, fixing, healing, and finishing your audio files.



**Chris Converse**  
Partner, Designer & Developer  
Codify Design Studio

Launch Audition to get started: 

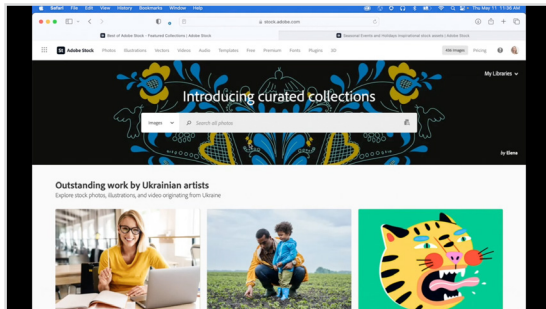




# 3 Ways to Spring Ahead of Seasonal Content Demo

Plan, collaborate, and execute campaigns in Adobe Express.

Watch the Webinar

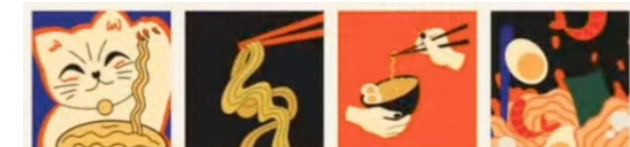
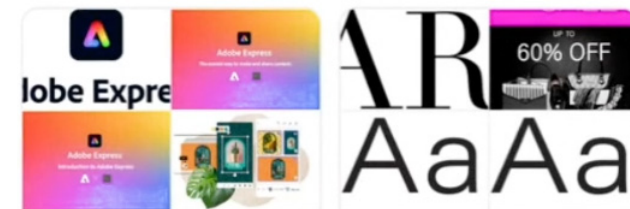
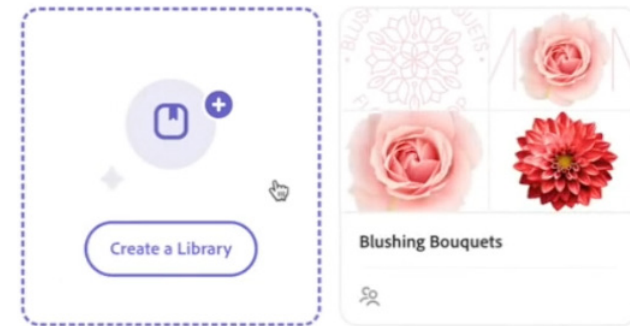
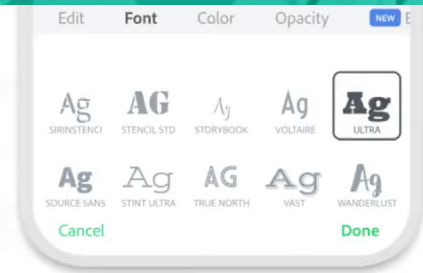


**Jamie Nuzbach**  
Strategic Manager  
of Adobe Express

Design leaders are constantly thinking seasons ahead about keeping campaign assets up to date. How can you and your team plan, collaborate, and execute seasonal campaigns ahead of time? Learn from Jamie Nuzbach, Strategic Manager of Adobe Express, and Kyle Webster, Senior Design Evangelist at Adobe on how to share designs in Adobe Express with co-creators and access reusable design elements for projects.

Watch the whole show to learn from Elyse Larouere, Sr. Manager End-to-End Experience Design, and how her team at The Coca-Cola Company designs and deploys its seasonal campaigns. Then get three ways to spring ahead from Lucas O'Keefe, Content Creator and Social Media Strategist. Access the replay here: <https://adobeteam.work/spring>

Launch Adobe Express to get started: 





THE CREATIVE'S GUIDE  
**Community**

SUN & T  
NURSEP



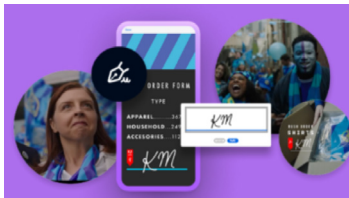
# Adobe Events

Tune in for tips and tricks from our experts designed to help you get the most from your Adobe apps and services — watch live or on-demand.



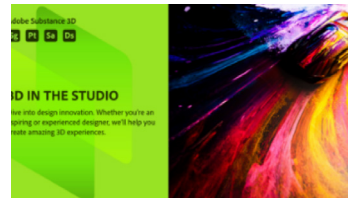
[Explore events](#)

Adobe Events is your source for inspiration. Subscribe to be notified of our upcoming free events and explore everything from how to work within Creative Cloud to live Q&A's with Adobe experts.



**Adobe Sign Events**

[Browse events](#)



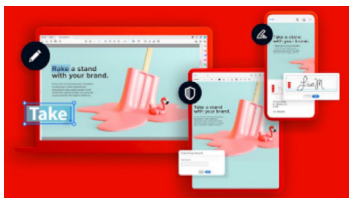
**Adobe Substance 3D In the Studio**

[Browse events](#)



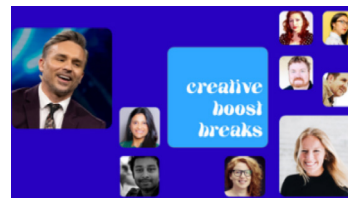
**IT Roundtable Events**

[Browse events](#)



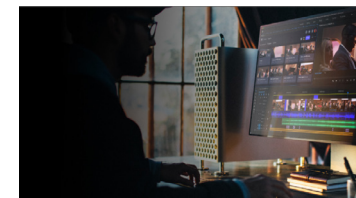
**Adobe Acrobat Events**

[Browse events](#)



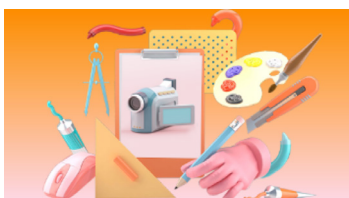
**Creative Boost Breaks**

[Browse events](#)



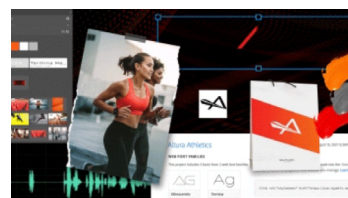
**Adobe Pro Video Meet the Makers**

[Browse events](#)



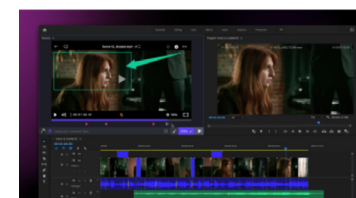
**Creative Cloud Events**

[Browse events](#)



**Branding Masterclass**

[Browse events](#)



**Adobe Pro Video Resources**

[Browse Resources](#)

# Adobe MAX

## Let's make the most of it

October 10-12, 2023

# MAX

[Register now](#)

## Welcome to Adobe MAX 2023 — Inspiration everywhere.

Explore and play with new creative tools, meet other passionate creatives, and be inspired at every turn. Join us in person or online.



### Learn even more.

Preconference courses let you go deep with a product, skill, or workflow.

[Preconference details](#)



### Imagination location.

The Community Pavilion is the place to explore ideas, talk to product experts, and meet our sponsors.

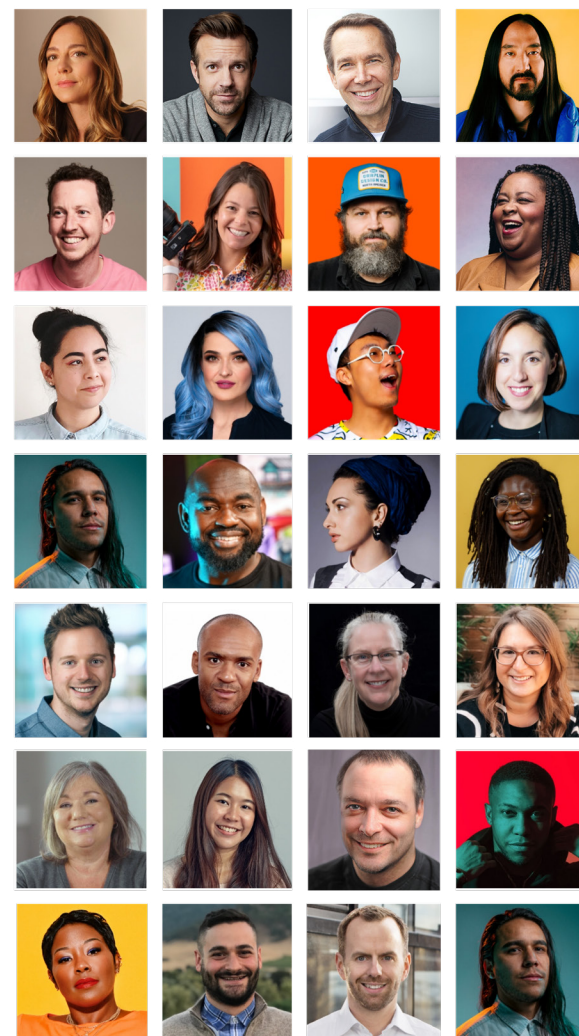
[View community](#)



### Convince your boss.

The top reasons your company will benefit from you attending MAX.

[Download letter](#)



# Join the community

The Adobe Express Insiders group is a great way to connect with other users, share feedback and much more.

Visit the group

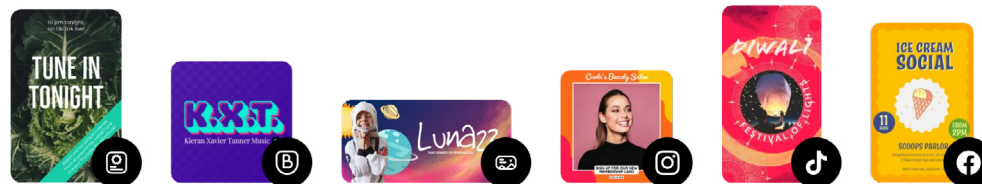


The Adobe Express Insiders Group is your community to connect with other users: to grow as designers and communicators together.

Share feedback about Adobe Express with us, ask each other for advice, and share your latest projects.

This group is your hub to stay connected with the Adobe Express team and learn more about feature announcements, design tips, tutorials, and exclusive information just for you.

What will you create today?

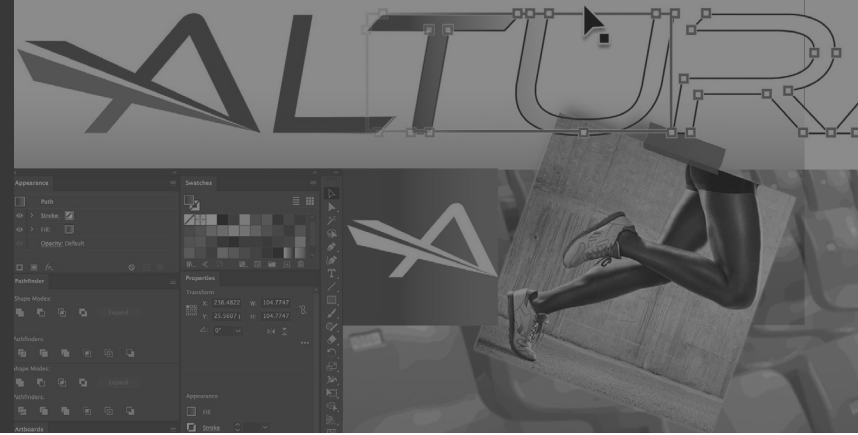




# Customize your learning track and expand your skills with Creative Cloud Masterclass

Get started with the *FREE* online learning resource.

Start learning



To make a brand stand out in the crowd you'll need typography, customized photography, animations, and even sound. Designer Chris Converse will show you how to stay on brand using Creative Cloud. Help you and your team get the most out of your creative process. Choose a workshop, or application, below to get started.

View workshops based on application or service:



Choose a workshop:

[Creating a mood board for your brand](#)

[Exploring typography for your brand](#)

[Styling typography for your brand](#)

[Creating a logomark for your brand](#)

[Create a photography style for your brand](#)

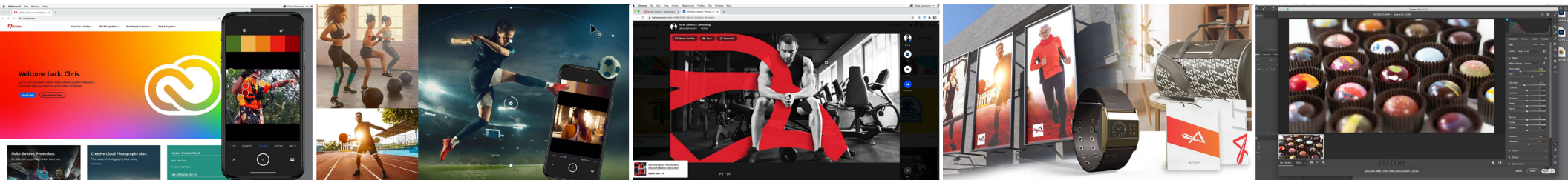
[Visualize your brand in the real world](#)

[Create an experience for your brand](#)

[Bring your logo to life](#)

[Make some noise for your brand](#)

[Create a video style for your brand](#)





THE CREATIVE'S GUIDE TO  
**Branding**

