



Adobe trademark guidelines

for third parties who license or use Adobe trademarks

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Introduction

For use of copyrighted materials, such as images, box shots, screenshots, and text, refer to Adobe's online Copyright and Trademark guidelines at:
www.adobe.com/legal/permissions.html

Adobe counts among its most valuable assets the company's trademarks and the goodwill they represent. Protection of these marks is a priority for Adobe. These guidelines have been developed for licensees, consultants, distributors, developers, authorized resellers, customers, and other third parties to answer common questions about proper use of Adobe trademarks.

These guidelines will help you identify the correct form for Adobe trademarks and the appropriate attribution statement to accompany your use of them. For convenience, these guidelines refer only to trademarks, but the rules apply to service marks as well.

The status of Adobe's trademarks is continually changing and it may be necessary to revise these guidelines from time to time. Please refer to *For more information* for additional resources and details on how to obtain updated information on these guidelines and the status of Adobe trademarks.

If you are a licensee, be sure to consult your agreement with Adobe for any additional or different requirements applicable to your use of Adobe trademarks.

Thank you for your cooperation.

General trademark guidelines

You may refer to Adobe trademarks in text—but not use Adobe logos, taglines, or icons—to identify Adobe products, services, and programs on packaging, promotional, and advertising materials, provided you meet the following guidelines:

1. You may not include any Adobe trademark in your company name, product or service name, or domain name.
2. You may not include any Adobe trademark in your social media account name, page(s), or community name without written authorization from Adobe, except to describe the purpose by referring to the Adobe product (“Forum for Photoshop Users,” for example).
3. You may not include any Adobe logo or product icon, in whole or in part, in your company logo, product logo, or app launch tile image; in your software product or service; or in your social media account, page(s), or community images without a prior written license from Adobe.
4. You should use an appropriate generic term after an Adobe trademark the first time it appears in a publication and as often as possible after that. *See examples of appropriate generic terms for use with Adobe trademarks.*
5. Your product name may not be confusingly similar to any Adobe trademark.
6. You may not use any Adobe trademark on or in connection with any obscene or pornographic materials, and your use of any Adobe trademark may not be disparaging, defamatory, or libelous to Adobe, any of its products, or any person or entity.
7. You may not use Adobe trademarks in any manner that directly or indirectly expresses or implies Adobe sponsorship, affiliation, certification, approval, or endorsement in relation to your product or service or in such a manner that it appears that Adobe is legally associated with your company.
8. You may not use any Adobe trademark, including web logos or any other Adobe logo trademark, on or in connection with a website that provides download links for a fee (whether directly or indirectly via a subscription model or the like) for any Adobe product or service, especially for freeware, such as Adobe Acrobat Reader software or an Adobe web player product, without the express written permission of Adobe.
9. An Adobe trademark may not be the most prominent visual element on packaging, a download page, app store marketing, or other marketing materials for your product or service. Your company name or logo, your product or service name, and your graphic identity should be significantly larger than any Adobe trademark.
10. If you refer to an Adobe product, you should use the full name of the product in the first and most prominent reference.
11. You may not shorten, abbreviate, or modify any Adobe trademark. Always spell out and capitalize Adobe’s trademarks exactly as they appear in the *Adobe trademark database for general distribution*.
12. You should include the proper trademark attribution statement *as outlined in this guide*.
13. You should follow the basic rules for proper trademark use *as outlined in this guide*.
14. You may not copy or imitate Adobe’s trade dress, in whole or in part, including the visual vocabulary of the Adobe brand; the look and feel of Adobe product imagery or Adobe web properties; the distinctive color combinations; or any typography, graphic designs, product icons, or marketing imagery associated with Adobe products or services.

Referring to and attributing Adobe trademarks

You may refer to Adobe trademarks in text—but not use Adobe logos, taglines, or icons—to identify Adobe products or services, provided such references are truthful, fair, and not misleading as to Adobe sponsorship of, affiliation with, or endorsement of your company, products, or services and you follow our trademark guidelines.

You may claim, if true, that your product or service is related to an Adobe product or service by using an appropriate phrase, such as “for use with,” “for,” “works with,” or “compatible with,” as long as nothing in the manner of such use would create consumer confusion about the source or manufacturer of the product.

Identifying and using Adobe trademarks

Always use the correct spelling, capitalization, and format of Adobe trademarks as listed in our trademark database:

www.adobe.com/legal/permissions/trademarks.html.

When referring to an Adobe product, use the full name of the product at its first or most prominent mention (for example, “Adobe Photoshop” in first reference, not “Photoshop”).

Never vary the spelling, add or delete hyphens (even for normal hyphenation at the end of a line of text), make one word two, or use a possessive or plural form of the trademark. Adobe trademarks must always be used as adjectives followed by a generic term (such as “software”), and never as nouns or verbs.

Always follow *proper trademark use*.

Trademark symbols

Marking Adobe trademarks with a ® or ™ symbol is no longer required. However, proper attribution should be included as noted here to identify Adobe trademarks.

Attributing Adobe trademarks

Please include an attribution statement, which may appear in small, but still legible, print, when using any Adobe trademarks in any published materials—typically with other legal lines such as a copyright notice at the end of a document, on the copyright page of a book or manual, or on the legal information page of a website.

Attribution format:

Adobe, [“the Adobe logo”, if used], [any other marks (in alphabetical order)] are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

For example:

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

General-purpose attribution

If it is not feasible to include the attribution statement (and if it is not required by any contract you may have with Adobe), use a general-purpose attribution statement in a form such as this:
All other trademarks are the property of their respective owners.

Proper trademark use

Always follow the basic rules for proper trademark use.

Adobe's Photoshop trademark is used in the following examples, but these apply to all trademarks.

Trademarks are proper adjectives and should be followed by the generic terms they describe.

Correct: The image was manipulated using Adobe Photoshop software.

Incorrect: The image was manipulated using Photoshop.

Trademarks are not verbs.

Correct: The image was enhanced using Adobe Photoshop software.

Incorrect: The image was photoshopped.

Incorrect: The image was Photoshopped.

Incorrect: The image was Adobe Photoshopped.

Trademarks are not nouns.

Correct: The image is of the beautiful sunset.

Incorrect: The photoshop is of the beautiful sunset.

Trademarks should be capitalized and used in their correct form.

Correct: The image was enhanced with Adobe Photoshop Elements software.

Incorrect: The image was enhanced with adobe photoshop elements software.

Trademarks must never be used as slang terms.

Correct: Those who use Adobe Photoshop software to manipulate images as a hobby see it as an art form.

Incorrect: A photoshopper sees his hobby as an art form.

Incorrect: My hobby is photoshopping.

Trademarks must never be used in possessive form.

Correct: New features in Adobe Photoshop software are impressive.

Incorrect: Photoshop's new features are impressive.

Trademarks must never be abbreviated.

Correct: Take a look at the new features in Adobe Photoshop software.

Incorrect: Take a look at the new features in PS.

The trademark owner should be identified whenever possible.

Adobe and Photoshop are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

Adobe company name

When referring to the company, use only one of the two names shown here.

Never use any other variations, such as:

- ~~Adobe Incorporated~~
- ~~Adobe Systems~~
- ~~Adobe Systems, Inc.~~
- ~~Adobe Systems Incorporated~~

Primary use

Adobe

Most everyday references in marketing, advertising, social media, etc.

Legal entity

Adobe Inc.

Used when the legal name is required. Not sure? Email tm@adobe.com.

Note:

- No comma after "Adobe"
- Period after "Inc."
- Do not spell out "Incorporated"

Adobe logos

Unless you are licensed by Adobe under a specific licensing program agreement or equivalent authorization, use of Adobe logos, such as the Adobe corporate logo or an Adobe product logo, is not allowed. You may qualify for use of certain logos under the programs offered through *Partnering with Adobe* (<http://partners.adobe.com>).

Adobe corporate logo

The standard Adobe corporate logo may be used only if you have obtained a prior written license or equivalent authorization from Adobe and your use complies with the terms and conditions of the license or permission. Under no circumstances may you modify, distort, morph, animate, or add to the corporate logo. Please refer to the specific guidelines for use of the standard corporate logo, which you may obtain from your Adobe representative or by writing to brand@adobe.com.

Adobe product logos

An Adobe product logo is a design or image that is associated with and identifies a specific Adobe product or service. As a typically thumbnail size image, a product logo may indicate that an Adobe product has been installed on your computer or other device. Generally, when you click on a product logo in your computer's Dock or Start menu or on your device screen, the related application is launched. Adobe does not allow the use of its product logos by third parties in their products or related materials of any kind, except through an Adobe partnership agreement. You may qualify to use one or more Adobe product logos under an Adobe Partner program. Please refer to your partner agreement.

Examples of product logos:



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Example of a web logo:



Publications, conferences, and seminars

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3. The Adobe trademarks may not be used in the stylized form used by Adobe, and no Adobe logos, taglines, or Adobe product imagery may be used on your publication's cover or your publication, conference, or seminar's website, advertising, or promotional material without express written permission from Adobe.
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6. You must include the proper trademark attribution statement *as outlined in this guide*.
7. You must include a conspicuous disclaimer, preferably on the front or back cover of your publication, but at a minimum, it must appear on the copyright page of the publication, or on the website of your conference or seminar, and state in all capital letters:
THIS PRODUCT [or TITLE OF PUBLICATION, CONFERENCE, or SEMINAR] IS NOT AUTHORIZED, ENDORSED, OR SPONSORED BY ADOBE, PUBLISHER OF [INSERT ADOBE PRODUCT NAME(S)].
8. You must otherwise comply with these guidelines for third parties who use Adobe's trademarks.
9. There should be nothing else in the use of Adobe trademarks or in the circumstances that would lead consumers to believe there is an association with, or endorsement by, Adobe that does not exist, and the Adobe trademarks should be used only to refer to the Adobe products that are the subject of the publication, conference, or seminar.

Plug-ins and extensions for Adobe products

If you are a developer of a plug-in or extension for an Adobe product, you may use Adobe trademarks in a referential manner on packaging, websites, or promotional and advertising materials to give notice that your product is compatible with the referenced Adobe product or technology, provided you meet the following guidelines:

1. You may not incorporate or include any Adobe trademark in your company name, trade name, product name, domain name, or name of your service.
2. You may not include any Adobe trademark or Adobe logo, product icon design, or product imagery, in whole or in part, in your company logo, your product logo, your app launch icon or launcher tile image, or otherwise in your software product or service without a prior written license or equivalent authorization from Adobe.
3. Your product or service name may not be confusingly similar to any Adobe trademark.
4. If you state that your product is compatible with an Adobe product, the product must in fact be compatible with that Adobe product and otherwise work with that Adobe product as intended and described in the documentation of your product.
5. Any notice that your product is compatible with an Adobe product or technology must be made in a referential manner such as “for use with,” “for,” or “compatible with.” Example: “[Your product name] plug-in for Adobe Photoshop” or “ABC extension for Adobe Dreamweaver.”
6. You must comply with the general trademark guidelines (www.adobe.com/legal/permissions/trademarks.html) and these guidelines for third parties who use Adobe’s trademarks.

Commonly used marks

Acrobat and Adobe PDF

Acrobat is an Adobe trademark used to identify the Adobe Acrobat family of software applications, including the Acrobat Standard and Acrobat Pro products, and other Adobe products. The Portable Document Format (PDF), the international standard (ISO 32000-1), is the native file format of the Acrobat product family. Except for such referential use as permitted in these guidelines, you may not use the Acrobat trademark in the name of a related software product or service, unless you have obtained a prior written license from Adobe for such use.

Companies that are not Adobe licensees but that claim to have technology that accurately implements the ISO PDF standard and is compatible with Adobe Acrobat products may claim, if true, for example, that their PDF producer programs create PDF files. Such companies may not use terms such as “Adobe Acrobat file” or “Adobe PDF” in connection with their products or the Adobe PDF logo to identify their products or the PDF output of their products.

Photoshop

Photoshop is an Adobe trademark used to identify the Adobe Photoshop family of image-editing software applications and services.

Never use the Photoshop trademark as a common verb (incorrect: “to photoshop an image”) or as a noun. Since Photoshop is a trademark, you should always use it as an adjective only to describe the Adobe products associated with the Photoshop brand. And you should always use the Photoshop trademark with an initial capital letter “P.” Please see the *examples of proper trademark use* for more information.

PostScript

PostScript is an Adobe trademark used with the Adobe PostScript interpreter, the Adobe PostScript page description language, and other Adobe products. Adobe does not permit the use of the PostScript trademark for software, hardware, or other related products from companies other than Adobe, unless the company has obtained a license from Adobe to do so. Always use the PostScript trademark as an adjective, not a noun. Companies that are not Adobe licensees but that claim to have technology that is compatible with Adobe PostScript products may claim, if true, that their products are “compatible with PostScript Level X” as long as nothing in the circumstances would create consumer confusion. Such companies may not use terms such as “PostScript printer” or “PostScript RIP” in connection with their “clone” products.

Correct: Adobe has developed industry-standard PostScript language solutions.

Incorrect: Adobe has developed industry-standard PostScript.

Correct: the first “real-time” RIP for PostScript language compatibility

Incorrect: the first “real-time” RIP for PostScript

Special program marks

Adobe has a number of trademarks used in support of specific programs such as the Adobe Partner Connection Program, the Adobe Solution Partner Program, and Adobe Certified Expert certifications.

If you are not an approved licensed participant in such programs and in good standing, you may not use these trademarks in word or logo form to claim or imply participation in the program. If you are an approved licensed participant in one of these programs, refer to your program agreement for specific information relating to the use of trademarks in association with these programs. If you are interested in additional information about these programs, refer to the online Adobe Partner pages at: <http://partners.adobe.com/>

For more information

Latest trademark guidance

To find the latest version of these guidelines, as well as Adobe's list of trademarks in their proper form, see our online trademark guidelines: www.adobe.com/legal/permissions/trademarks.html

These guidelines are not intended to be a definitive or complete statement of proper trademark usage. Adobe reserves the right to object to any use of Adobe trademarks that Adobe deems to be unlawful in the circumstances, even if that use is not expressly prohibited by these guidelines. Adobe also reserves the right to revise these guidelines at any time without notice.

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You may also contact your Adobe business or legal contact for more information. If you are a licensee of an Adobe trademark, you should review the specific trademark usage guidelines contained in your license agreement.

You may also contact:

Legal Department/Trademark Program

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