



Adobe Global Services

Identity and messaging platform



Our identity and messaging platform

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Welcome to AGS

Our identity is NOT our logo.

It is the manifestation of who we are and what we expect to be known for. When all other layers are stripped away it is what we stand for at our core.

Our identity includes tangible touch points and intangible behaviors that work in sync to create a distinctive impression and identity of who we are.

It is the expression of the commitment that we make to our customers, partners and selves, and the exceptional experiences we deliver, as a result.

Purpose of this identity and messaging platform

As marketing leaders, we recognize the need to adopt an identity and messaging platform—a playbook that articulates the dimensions of our value proposition so that we fully communicate and make it real every day. Through this we provide an unequivocal declaration of who we are and our reason for being.

This platform makes our essence, attributes, positioning and messaging explicit, providing inspiration for communicating with clarity and distinction. These comprise the pillars for developing ‘on-message’ communications and are included in detail in this document. Our goal is to build and strategically manage the expression of our identity with this platform as a critical component of the Adobe brand.

How we communicate internally is just as important as how we communicate to our partners and clients. We encourage you to spend time developing a personal understanding of our AGS identity, and express it through all of your interactions and engagements.



About us

Adobe Global Services is the group of digital marketing advisors, consultants and strategists within Adobe, the world's leading creative and marketing solutions company.

Guided by our customer passion, we leverage Adobe's unparalleled creative and marketing solutions with expert consulting, training, support and account management to help our customers and partners achieve marketing success.

Our unrivaled expertise enables the world's top brands to become leaders in a complex new marketing environment.

Background

Adobe set out to build the world's leading marketing platform and Adobe Global Services emerged as the engine to accelerate customers' and partners' success. We connect the creative and analytical sides of marketing.

Today, we represent a unified vision and a global force. Our creative and marketing solutions continue to evolve as complexities and needs shift in an ever-changing landscape. Likewise, our team continues to grow, applying our expertise to customer success and fueling the marketing revolution.

About us

We are passionate proponents of our customers' success.

Solution Consulting: Creating a vision of what's possible for customers and partners

Consulting: Expert services to guide marketing transformation

Training: Advancing digital marketing effectiveness, with greater skills and capabilities

Customer Care: Technical expertise, bridging all Adobe Cloud tools and solutions

Account Management: Customer relationships focused on long term success and customer value

The best. The brightest.

Marketers around the world rely on Adobe Global Services every day. We are an extension of their team, fully aligned to their needs, helping them realize marketing success.

Identity architecture

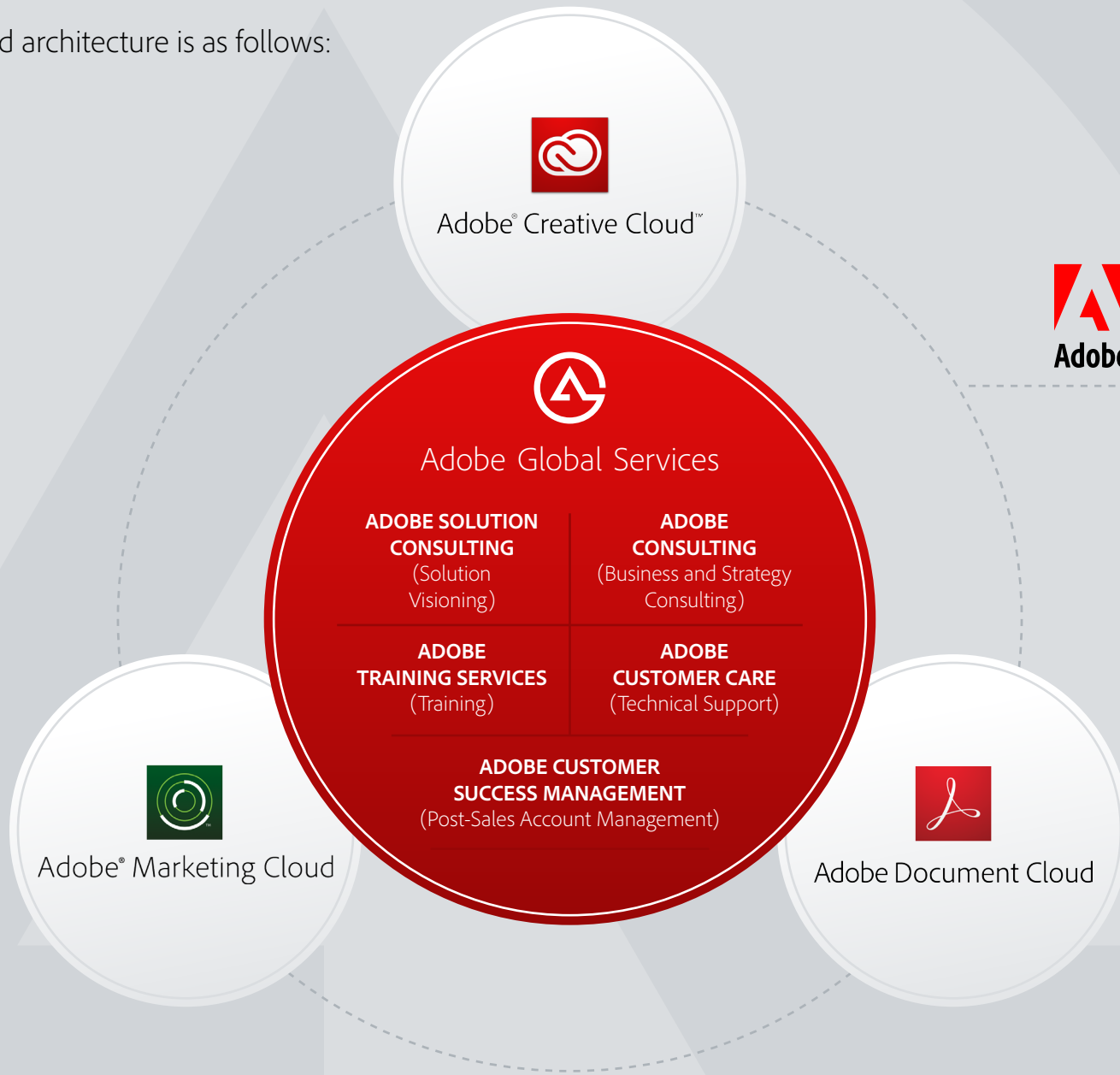
Identity architecture describes the relationship between a brand, its sub-brands, products, and services. It can also illustrate the way an organization's divisions, products and services relate to one another.

The Adobe Global Services identity and messaging is tightly aligned to the parent Adobe brand and is closely integrated with Adobe Creative Cloud, Adobe Marketing Cloud, and Adobe Document Cloud.

All AGS marketing and communications, particularly any external-facing materials, must follow Adobe's brand guidelines. Visit Adobe's Brand Center for corporate style guides, brand-approved assets, and more.

<http://brandcenter.corp.adobe.com/>

Current brand architecture is as follows:



Audiences

Adobe Global Services speaks to a variety of internal and external audiences. We will tailor our message for each audience to help clarify the unique benefits we bring to each constituency and how our collaborative approach—both with our clients and customers and our relationship with other Adobe groups—drives better business results.

Internal audiences

- Adobe Leadership
- Global and regional staff of Adobe Global Services
 - 2,200 Advisors, Consultants and Strategists
- Adobe business units and company-wide teams including sales, marketing and engineering

External audiences

- Partners, Digital Agencies and Systems Integrators
- Customers
 - Global C-suite Executives
 - Digital Marketing Leaders
 - End Users
- Media / Independent Analysts

Tone of voice

Our tone of voice helps to create our character by reflecting the values, words and actions of Adobe Global Services. Every communication, both internally and externally, should be crafted in this tone.

CREATIVE

What it means: painting a vision / helping others see what's possible / willing to see and go further

What it doesn't mean: flowery / airy / buzz-words or jargon

CONFIDENT

What it means: credible / confident in one's choices / assured / intelligent / experienced

What it doesn't mean: arrogant / closed-minded or unwilling to listen

GENUINE

What it means: friendly / approachable / warm / honest / versatile

What it doesn't mean: precious / chest-beating / dominated by style over substance

DISTINCTIVE

What it means: individualistic / holding a unique point of view / comfortable taking the leader's spot

What it doesn't mean: never contrarian or egotistical / never abrasive or snide

Essence

Our essence is the single most powerful thing that a customer can say about us. It is what differentiates Adobe Global Services from our competition. It is a concise and powerful description that connects our present and our future—who we are today and who we aspire to be.

Adobe Global Services essence:

Blending art and science; transforming marketing

Essence expanded

Marketers' needs today are incredibly complex. Adobe Global Services understands better than anyone that marketing is driven by multiple constituents, both analytical and creative. AGS combines creative and cloud-based tools with the support and guidance of experts to create a sum greater than its equal parts.

We combine creativity with data analysis and strategy to transform marketing.

Position

A strong and effective identity distills our differentiator and the singular concept which occupies the minds of our audience down to one word. Positioning is an important component in the process of our strategy; it helps audiences understand how Adobe Global Services is different and unique.

Examples include:

Volvo | **Safety**

Disney | **Magic**

Apple | **Different**

Position

Adobe Global Services position

We reviewed leading competitors—their service offerings and positioning—to arrive at a position that is authentic to Adobe Global Services, ownable and which distinguishes us from our competitors.

The following brand position has emerged:

Transformative

Proof points of our distinctive difference:

- Only Adobe inspires you to continually transform your brand experience
- We deeply understand the needs of our customers. We bring insight, expertise, and perspective to enable and empower creatives and marketers
- With insight to what lies ahead, we enable and activate the digital enterprise
- We optimize digital marketing. The result? A complete marketing transformation
- We collaborate with our partners and clients to develop transformative brand experiences

Attributes

Adobe Global Services attributes can be described as the emotional dimensions of our identity. They give our identity depth and character. Together, they are a projection of how we want Adobe Global Services to be experienced.

PASSIONATE

We are catalysts to unlock the full value of our customers' creative & marketing potential.

Passionate is: ignited / vision / driven / in our DNA / excitement / spirited / inspiring

CUSTOMER-DRIVEN

We are passionate proponents for our customers' success.

Customer-driven is: aligned / visionary / strategic advisor / collaborative / all-hands-on-deck / integrated / anticipate needs / driving to the next level

TRANSFORMATIVE

We are marketing visionaries, anticipating and introducing marketing innovations.

Transformative is: delivering breakthrough brand experiences / accelerate / unlock potential / thriving / solution-seeking / inventive / seeing around the corner

EXPERT

We bring insight, expertise, and perspective to guide partners, customers, and our industry.

Expert is: best and brightest / adept / thought leader / authoritative / out in front / recognized / artful

Our promise

Our promise is what partners, customers, and stakeholders are assured of receiving and the practical benefits they realize as a result of selecting Adobe Global Services.

Given the Adobe essence of “The art and science of marketing” and our “best-in-class” position, the Adobe Global Services promise is:

Transform brand experiences

Promise expanded:

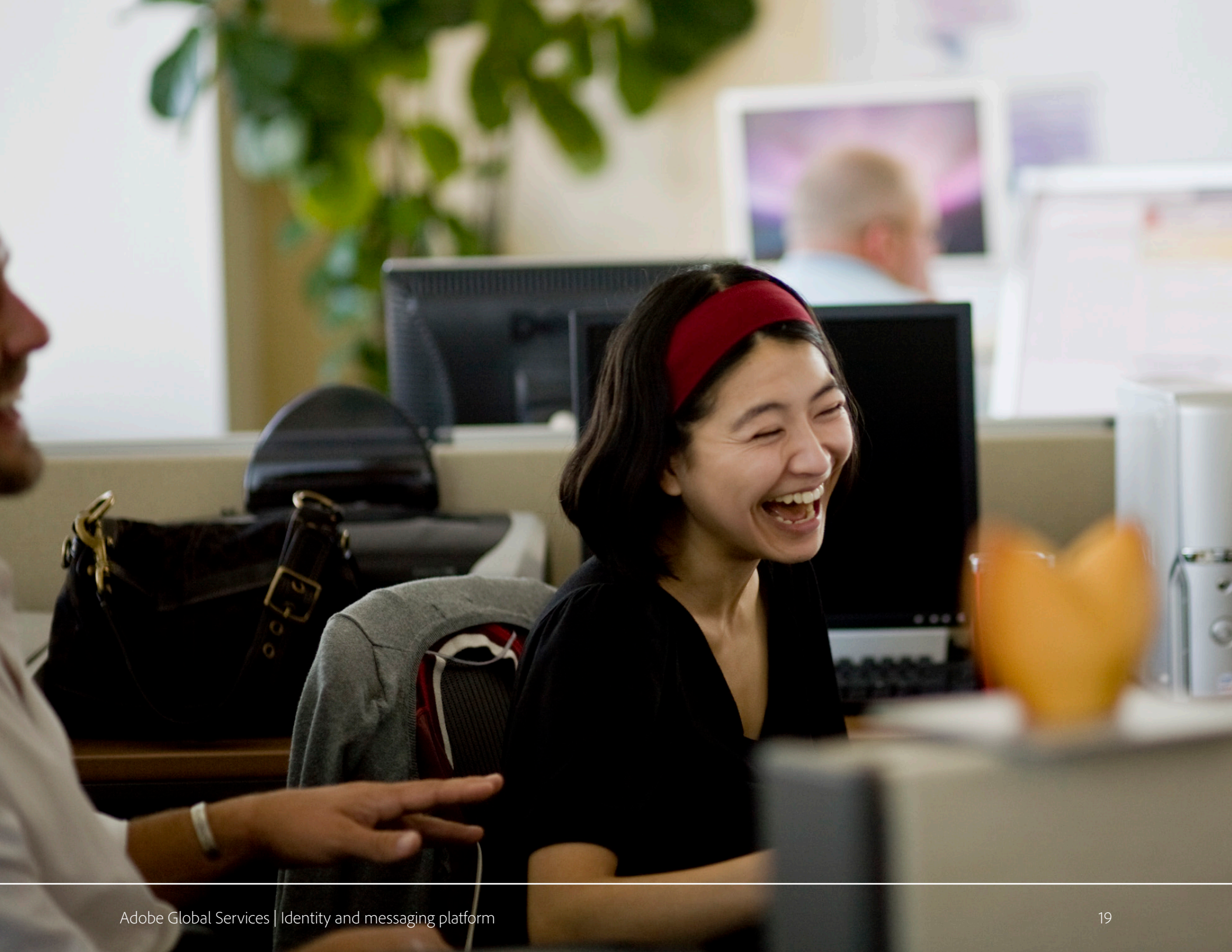
Adobe Global Services drives and accelerates better business results for the world’s top brands.

Adobe Global Services maximizes Adobe’s unparalleled cloud solutions with the insights that drive breakthrough brand moments. We provide strategy, vision, solution design and implementation, combined with expertise and education to enable and empower world-class marketers.

Our track record of success and outcomes with leading brands and partner agencies demonstrates extraordinary customer experiences and retention.

Summary





Key messaging

Below are Adobe Global Services' key messages and support points. Each message is concise and based on authentic distinctions of Adobe Global Services. These messages are not necessarily verbatim for services, marketing and communication, rather they are designed to provide context and inspiration.

Key messaging

Key message:

Who we are

Adobe Global Services is the team of digital marketing advisors, consultants and strategists within Adobe, the world's leading creative and marketing solutions company

Expanded key message

We are the best and brightest marketing minds within Adobe. Our team of dedicated marketing experts have a unique combination of skills and strategies to lead top brands into the new marketing era. Armed with a deep understanding of today's complex marketing landscape and the vision and tools to lead top brands to success, we are passionately dedicated to customer success

Support points

- We collaborate with the world's leading brands, top agencies and global enterprises to devise and implement omni-channel marketing strategies everywhere they engage with their customers
- We are passionate advocates for the tremendous potential and possibilities of digital marketing
- We are driven by an unshakable commitment to customer success
- We help customers optimize the potential of our solutions and maximize their return on investment in Adobe Marketing Cloud

Key messaging

Key message:

What we do

Adobe Global Services drives and accelerates business for digital marketers

Expanded key message

We help the worlds' leading brands become marketing leaders through our insight, expertise, and perspective

Support points

- We transform brand experiences by connecting the art and science of marketing
- We tailor and architect holistic solutions across complex landscapes and multiple channels to connect global audiences
- We combine the expertise of our top digital strategists, Adobe solutions and training to improve skills and support at every step
- We bring the vision and imagination of marketers to life

Key messaging

Key message:

How we do it

We apply our expertise through vision, strategy, implementation, and activation

Expanded key message

We provide strategy, visioning, solution-design, and implementation, combined with expertise and education, to enable and empower world-class marketers

Support points

- Nobody understands marketers better than Adobe
- Our collaborative process pinpoints opportunities, accelerates implementation, and gains success more rapidly and increases ROI
- We deliver world-class marketing and creative tools and an empirical track-record of success

Key messaging

Key message:

Why care?

Only Adobe Global Services combines industry-leading tools fueled by creative vision and the strategic advice of experts

Expanded key message

Adobe is the best-in-class marketing solutions company and the only partner that truly understands the complexity of marketers' needs today

Support points

- Adobe Global Services understands and delivers results from Adobe Marketing Cloud better than anyone
 - Adobe Marketing Cloud is recognized as the industry-leading digital marketing hub (Gartner, Magic Quadrant for Digital Marketing Hubs, December 2014)
- The Adobe Global Services team is passionately driven and keenly focused on total customer success
- We bring our customers success from wherever they are on the digital maturity curve

Taglines

One of the strongest marketing elements is the tagline. A handful of words can make a strong and lasting impression on customers and prospective customers. It conveys our most important message, the AGS essence, in a powerful, succinct way. It adds clarification, differentiation and communicates the value proposition of an organization in less than 10 words.

Taglines we're considering:

We'll show you what digital can do.

- or -

Let us show you what digital can do.

Making it real

The story of Adobe Global Services is one of continual innovation, leadership, commitment to customer success and delivering world-class brand experiences.

We are at the forefront of the marketing revolution, transforming results for customers and partners. In the process, we have set the bar very high for ourselves.

Living our identity is the most powerful way to deliver our essence. Consistent delivery combined with our actions and attitude will build the experiences we aspire to.

Living our promise means:

- We believe in the power of digital marketing to transform brand experiences
- We ignite passion for creatives and marketers
- We are customer advocates, driven by customer success
- We inspire customers and partners to take marketing to the next level
- We elevate the capabilities of marketers
- We are creative, innovative, strategic and insightful
- We are confident leaders
- We are visionaries
- We are collaborative partners, accelerating impact, proving ROI and propelling transformation

Visual usage



Adobe logos

Adobe Global Services is a business unit of Adobe and like any other division or product AGS complements the parent brand.

The AGS mark and logotype are linked to the parent Adobe brand and should never overpower the Adobe logo. The Adobe logo is the primary branding element in all communications and should precede the AGS mark.

Standard Adobe logos



Adobe

Download asset ID 9836.



Adobe

Download asset ID 9839.



Adobe

Download asset ID 9837.



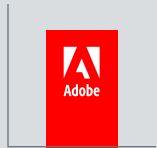
Adobe

Download asset ID 9838.



Download asset ID 9927.

Red tag Adobe logos



Download asset ID 57601.



Download asset ID 9930.

Adobe Global Services mark and logotype



Adobe Global Services



Adobe Global Services



Adobe Global Services



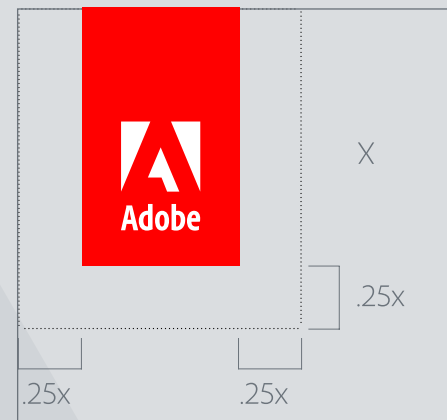
Adobe Global Services



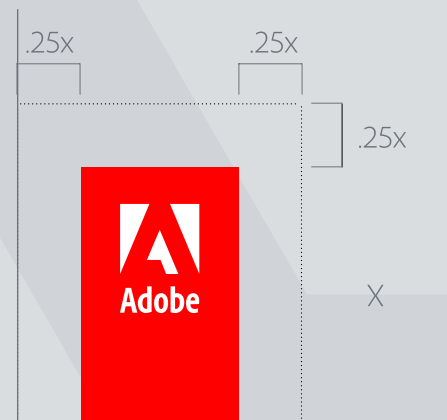
When to use red tag Adobe logos:

- Communications can begin with a red tag logo
- You need a top or bottom edge for logo to hang from (There are two different versions— top or bottom— they are not interchangeable)
- Red tag logo should be used only once in any communication

Clear space & minimum size:



Top placement

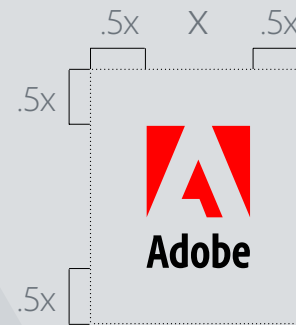


Bottom placement

When to use standard Adobe logo:

- To close a communication (back of datasheet or collateral)
- If there is no bottom or top from which to hang the red tag
- By 3rd parties (they are only permitted to use standard Adobe logo)

Clear space & minimum size:



Non-standard

Horizontal:

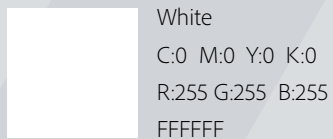
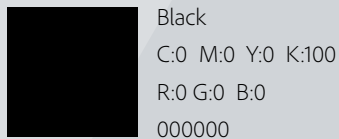
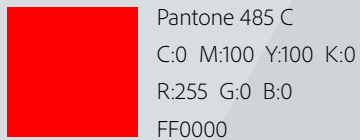
Use ONLY when limited vertical space requires.



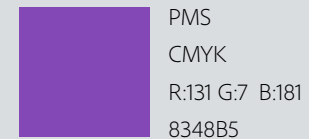
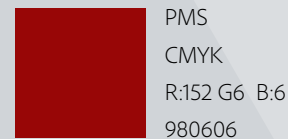
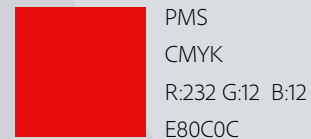
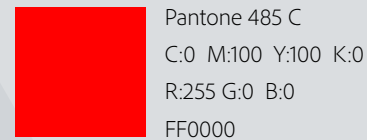
Color

Adobe

Adobe red (Pantone 485) and black or white



AGS



Imagery: Photography

Adobe Global Services relies on the Adobe photography library for its images, with an emphasis on reportage style photos. We focus on the human aspect and our relationships with customers and partners. This could include examples of consumers as they relate to our customers' marketing efforts.

We want to capture and communicate the customer experience in an honest way. This could include examples of Adobe's customers and/or our customers' customers. The photos should always feel natural and authentic. This would include available light, candid photos. This would not include photos that are obviously staged, forced or with people posing.



Typography:

“Good typography is something everyone sees but no one notices.”

John Warnock, Adobe co-founder

Adobe Clean

Adobe Clean is our corporate typeface. This is not available to our partners or to be licensed to the general public. Myriad Pro is used in the Adobe logotype but is not used otherwise.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890
 =~!@#\$%^&*()+[\]{}|:;:'"<>?.,/

Adobe Clean family of fonts

Adobe Clean Light	<i>Adobe Clean Light Italic</i>
Adobe Clean Regular	<i>Adobe Clean Regular Italic</i>
Adobe Clean Bold	<i>Adobe Clean Bold Italic</i>
Adobe Clean SemiCondensed	<i>Adobe Clean SemiCondensed Italic</i>
Adobe Clean Bold SemiCondensed	<i>Adobe Clean Bold SemiCondensed Italic</i>

When using Adobe Clean, auto or metric kerning is recommended. Please follow the guidelines on the right for tracking at various sizes.

Note: Alternate glyphs are available for the letter "g" and number "1" in Adobe Clean Regular.

Tracking Adobe Clean	
Point Size	Tracking
4	+20
5	+16
6	+12
7	+8
8	+4
9	0
10	0
11	0
12	0
14	-3
16	-4
18	-5
24	-6
30	-8
36	-8

Need a serif font?

If necessary you can request Adobe Clean Serif by emailing askbrand@adobe.com. A serif font may be appropriate for very lengthy content, such as legal documents.

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 01234567890
 =~!@#\$%^&*()+[\]
 }|:;:'"<>?.,/

A man with glasses and a grey plaid shirt is pointing at a tablet held by a woman with long dark hair wearing a brown plaid shirt. They are both looking at the tablets in a bright office environment with large windows in the background.

AGS templates

Presentation templates

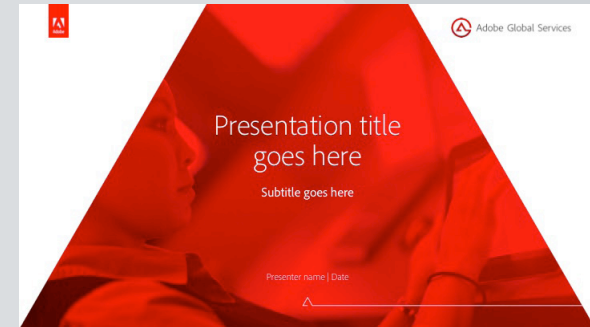
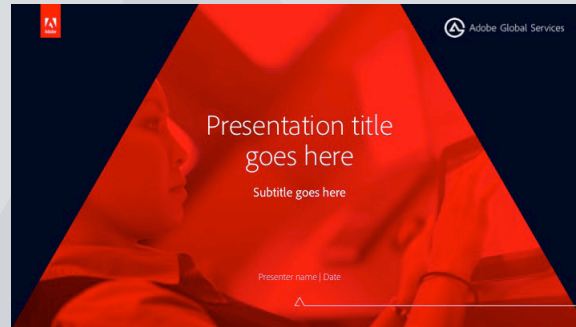
The AGS presentation template is available in widescreen format, in both PowerPoint and Keynote. There is a light version and dark version, depending on where/how it will be projected (If you're presenting in a well-lit room the dark version will look better; in a darkened room the light version is preferable). The presentation templates can be found on the **Marketing Hub** or **Brand Center**.

For tips on how to create a great presentation deck, please see the tutorial on **Brand Center**.

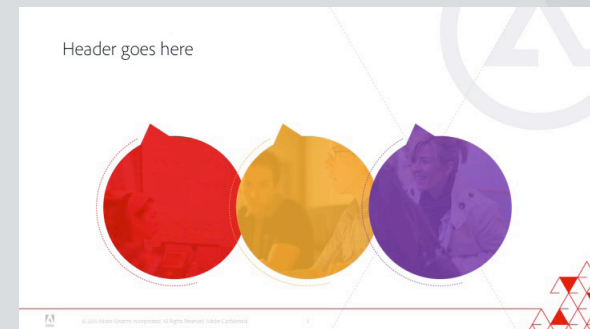
Dark slide sample

Light slide sample

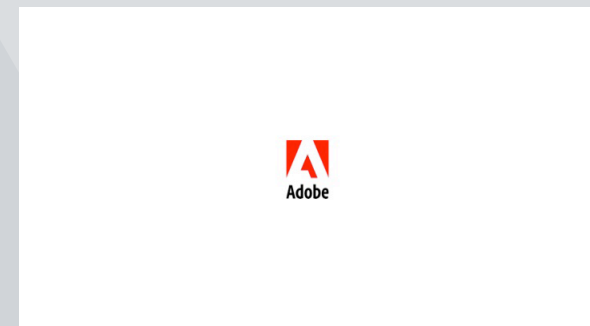
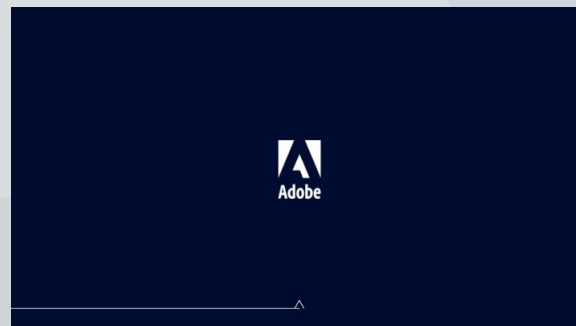
Title slide



Body slide



Closing slide



E-mail signatures

The e-mail signature and set up instructions, can be found on the **Marketing Hub** or **Brand Center**.

Aside from editing the contact information, do not alter the layout in any way, including adding/changing colors, changing the font, etc.

Primary e-mail signature—Windows

FPO

Primary e-mail signature—Mac

FPO

Optional one-line signature for replies/forwards

FPO

Please note:

The company name should be listed as “Adobe” in your email signature. Outside of the US, legal requirements may vary, so please check with your legal representative as to correct usage. The local entity name in full may also be used anytime it’s more appropriate for cultural reasons.

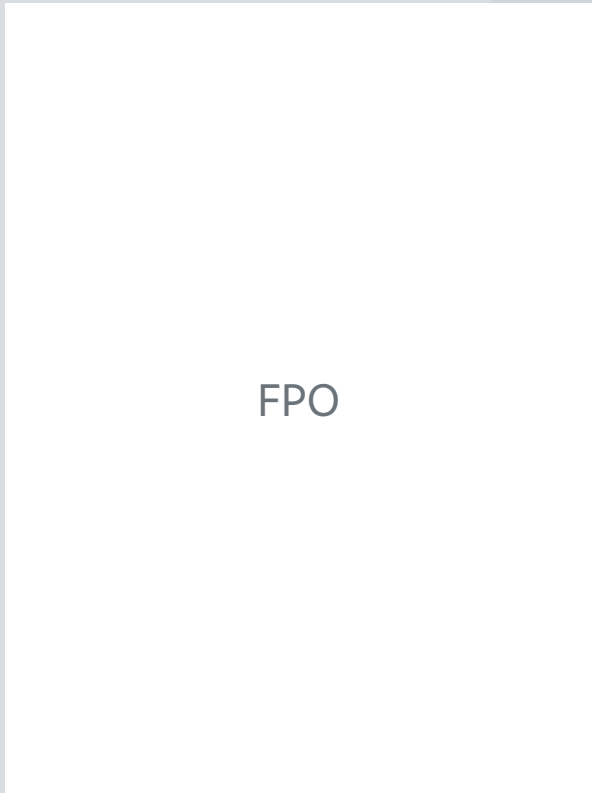
Learn more about how to properly reference the company name on [Brand Center](#).

Collateral templates

Each InDesign template has a layer showing the guidelines for that specific template.

There are a selection of templates, but only the Datasheet template is shown as an example—shown with and without the guidelines layer.

White paper template



FPO

Case study template



FPO



Editorial guidelines

Voice: Overview

Our editorial voice is how we express our ideas, our intentions and communicate why people should care. Our written and spoken voice are the words we choose and are an expression of the people behind Adobe Global Services. It's not just what we do but also who makes it happen. Our voice embodies our personality and values.

We are **creative, confident, genuine** and **distinctive**. The words we choose should reflect this. Keep in mind, write and speak like a real person; don't use jargon or five-dollar words when simple, honest words will do. Conversational and informal communicate better than stuffy and formal. It's alright to have some swagger, it's not okay to be cocky or arrogant. We are experts in what we do, but more importantly we like to share our knowledge and expertise with the world.

Our customers and partners are intelligent, treat them as such. Talk to them about benefits instead of features. Don't tell customers what you're selling, share with them what you can do for them.

Voice: Examples

We define ourselves by the choices we make. This is true in the words we choose. Below are some words we like, and others we don't:

WE LIKE THIS:

Real-time, just-in-time, all the time: Because your people 'need to know.'

WE DON'T CARE FOR THIS:

Real-time and just-in-time solutions for government agencies extend training to people virtually everywhere

THIS:

You're a pro...make sure you look like one.

NOT THIS:

Protect documents and accelerate information exchange with PDF.

WORDS WE LIKE:

- Use
- Goals

WORDS WE DON'T LIKE AS MUCH:

- Utilize
- Key Performance Indicators

For more information

All of the assets detailed in this document are available for download from the Marketing Hub:

www.adobe.com/marketinghub



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