



ADOBE MARKETING CLOUD

CAMPAIGN CREATIVE STRATEGY & GUIDELINES

Published November 11, 2013

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DO YOU KNOW WHAT YOUR MARKETING IS DOING?
ADOBE CAN HELP.

VOICE AND TONE

Marketing has changed more in the past two years than in the previous 50. The opportunities are boundless, but marketers are relying on trial and error to find what works. They doubt their skills, effectiveness, and ability to measure their impact. Marketers don't just need solutions, they need a partner who can turn their questions into confidence, and uncertainty into success.

Every interaction with marketers should demonstrate our dedication to their success. If we're sending an email offer, make it clear why we chose it, why we believe it's important. On adobe.com, pages should be uncluttered, explanations should be clear, paths to deeper content should be obvious.

In other words, we need to prove that partnering with us will help them get ahead.

SOLUTION IDENTITY SYSTEMS

ADOBE MARKETING CLOUD

[Download the Adobe Marketing Cloud brand guidelines >](#)



[Download the identity >](#)



[Download the mnemonic >](#)



[Download the totem >](#)

Adobe Marketing Cloud

[Download the logotype >](#)

ADOBE ANALYTICS



[Download the identity >](#)



[Download the mnemonic >](#)

Adobe Analytics

[Download the logotype >](#)

ADOBE CAMPAIGN



[Download the identity >](#)



[Download the mnemonic >](#)

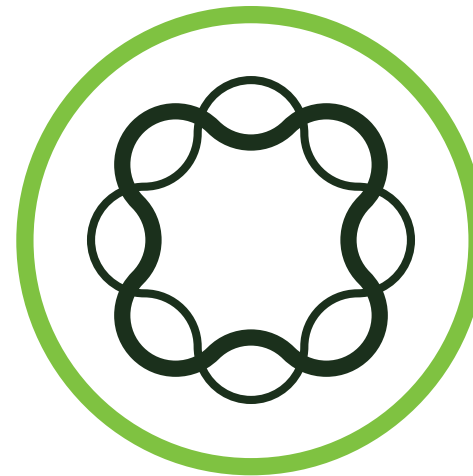
Adobe Campaign

[Download the logotype >](#)

ADOBE EXPERIENCE MANAGER



[Download the identity >](#)



[Download the mnemonic >](#)

Adobe Experience Manager

[Download the logotype >](#)

ADOBE MEDIA OPTIMIZER



[Download the identity >](#)



[Download the mnemonic >](#)

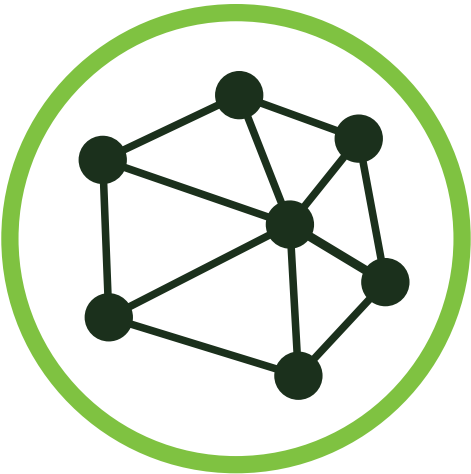
Adobe Media Optimizer

[Download the logotype >](#)

ADOBE SOCIAL



[Download the identity >](#)



[Download the mnemonic >](#)

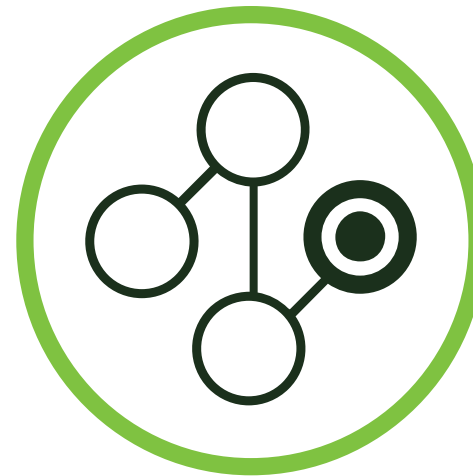
Adobe Social

[Download the logotype >](#)

ADOBE TARGET



[Download the identity >](#)



[Download the mnemonic >](#)

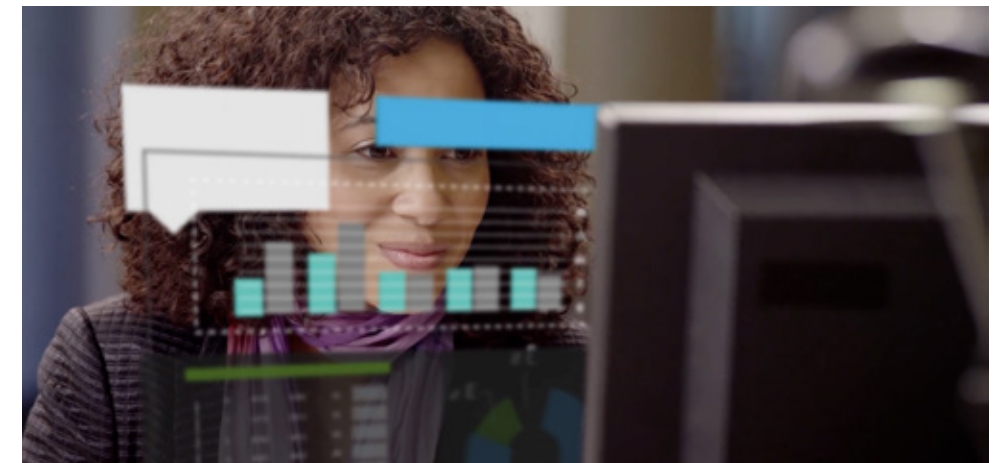
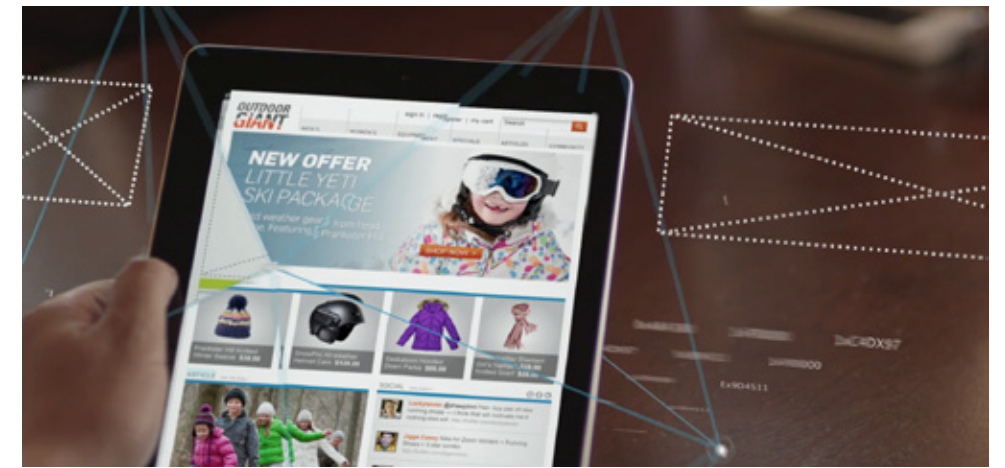
Adobe Target

[Download the logotype >](#)

IMAGERY & ICONOGRAPHY

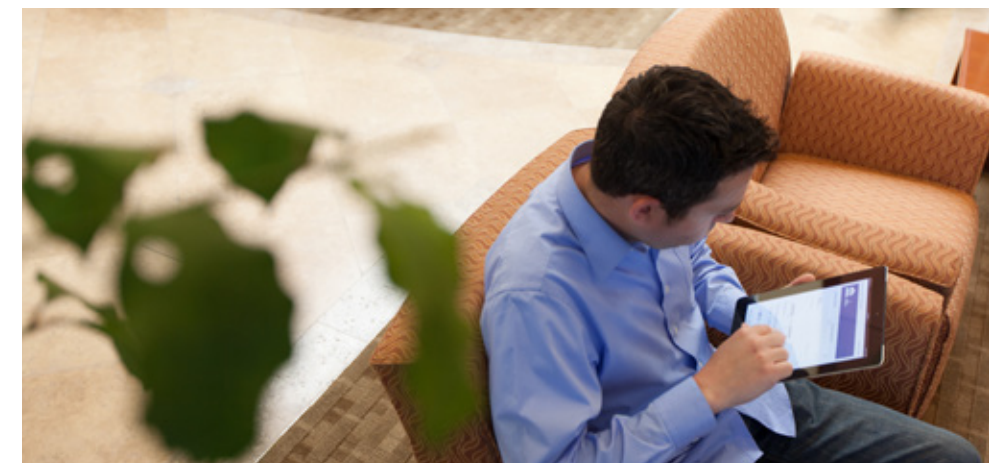
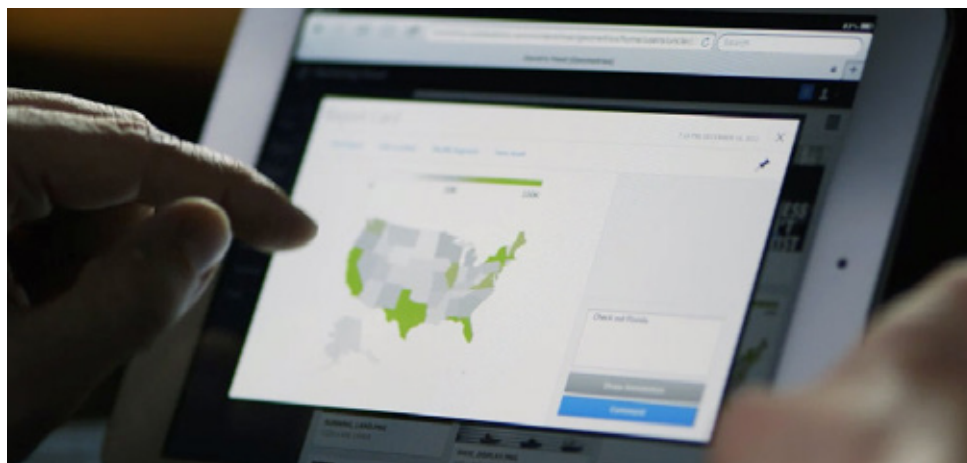
EXPLAINER IMAGERY

Insights imagery is a conceptual approach to the types of insights that Adobe Marketing Cloud can offer. Essentially 'stills' from Explainer videos, these should be used to convey high-level concepts in places like Adobe.com, landing pages, emails, or print ads.



PHOTOGRAPHY

The majority of Adobe Marketing Cloud communications are built around content marketing, often tailored to a specific persona or vertical. This style of imagery—a genuine, journalistic approach called ‘reportage’—is used for the bulk of imagery around offers, direct marketing, or web thumbnails.



ICONOGRAPHY

Our icon set is part of a larger family with Adobe Marketing Cloud product UI icons. Like our charts, they're flat and simple. When it comes to icons, avoid excessive decoration, color, bevels, gradients, or reflections.

[Download these icons >](#)

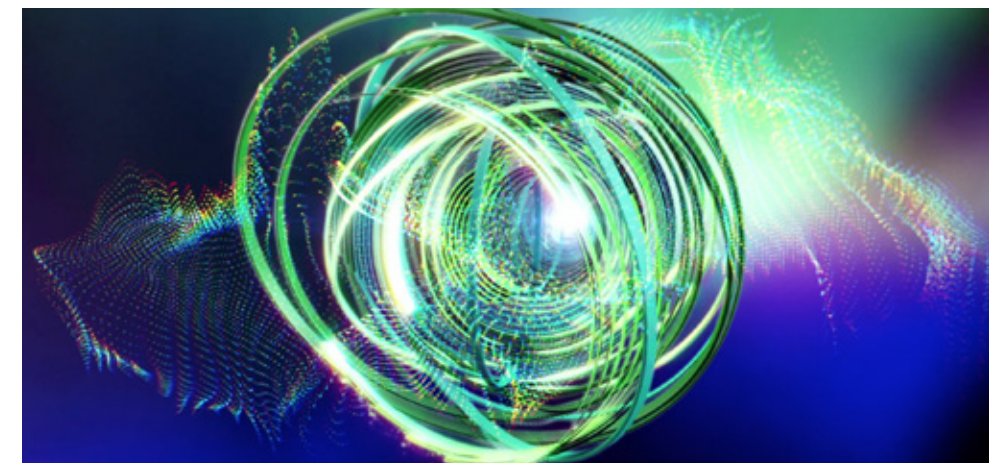
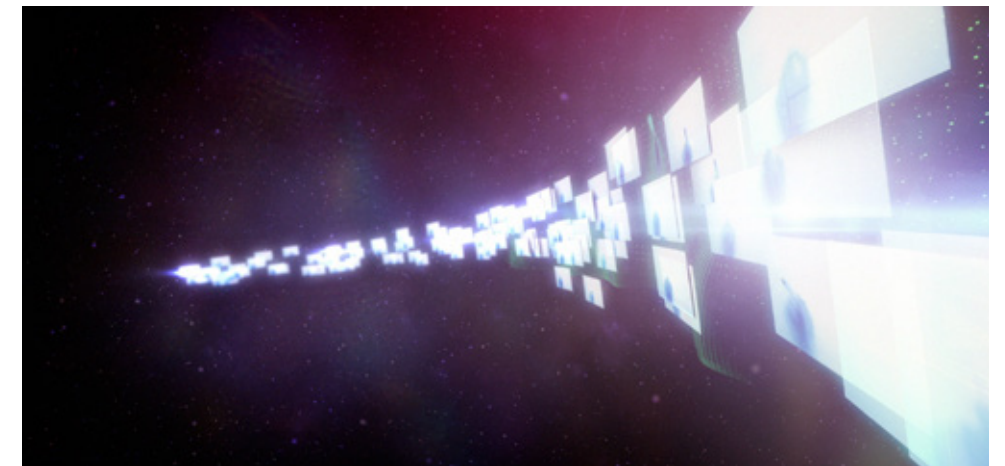
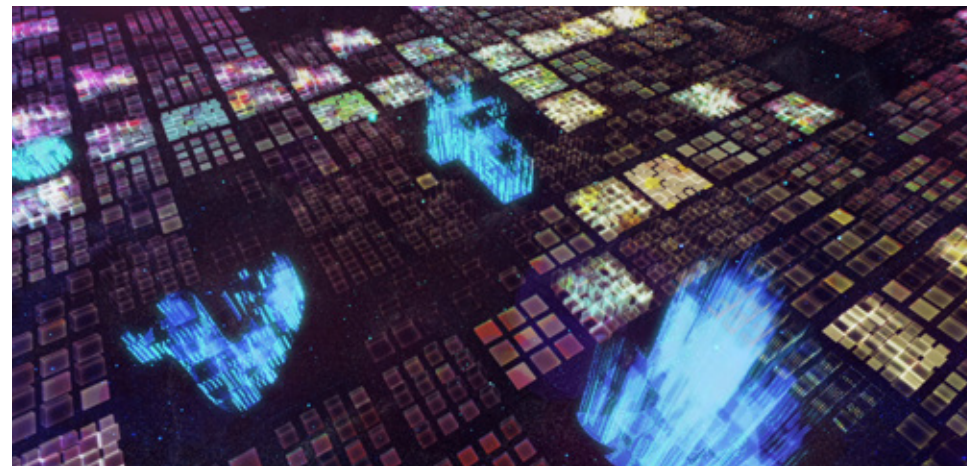


VIDEO & MOTION GRAPHICS

STINGER

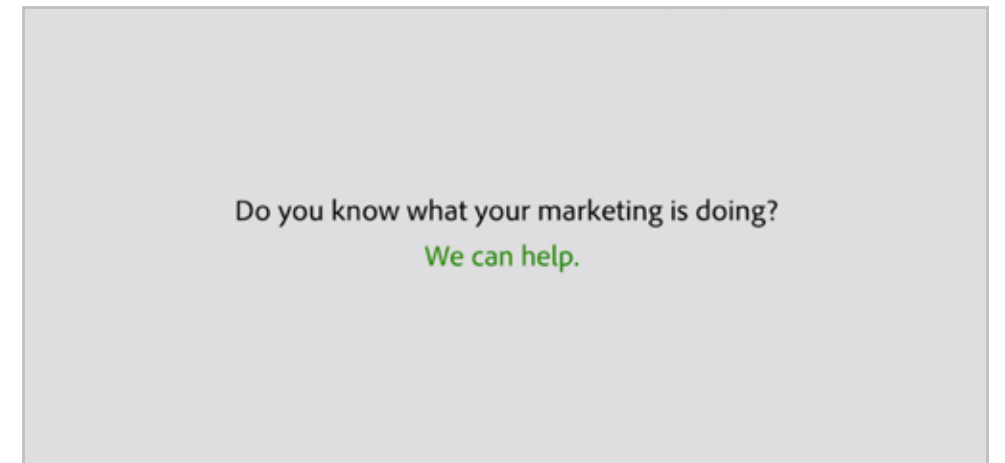
A vibrant and beautiful motion piece that brings Adobe Marketing Cloud to life. Perfect for live events and opening keynotes.

[Download the Adobe Marketing Cloud stinger >](#)



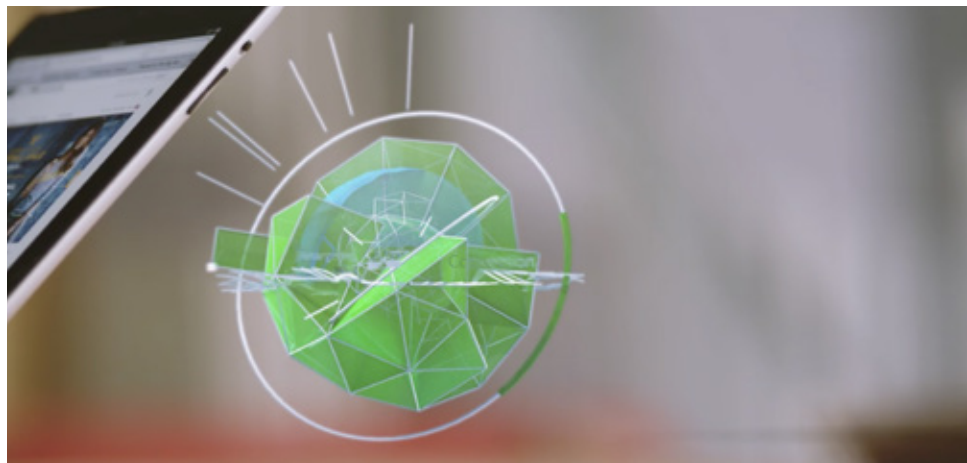
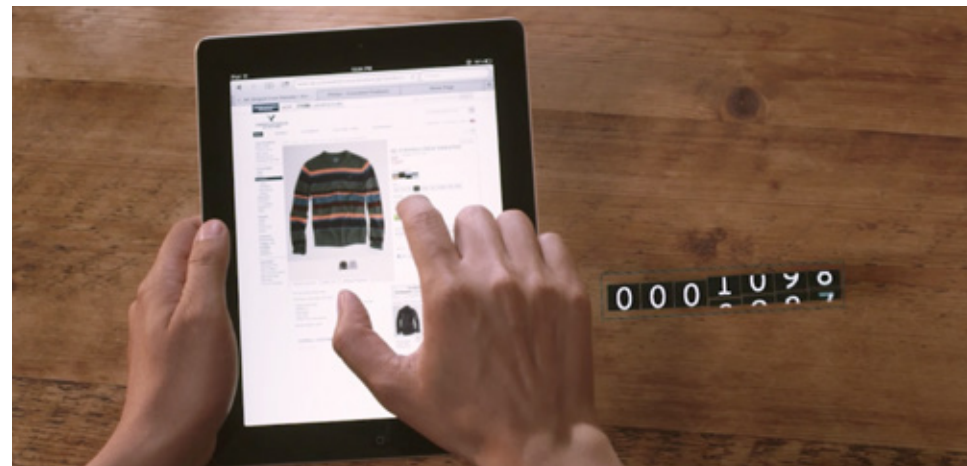
COMMERCIALS

Several humorous video spots have been created for Adobe Marketing Cloud. These are meant to dispel notions about what marketing is and build awareness of Adobe as the leader in digital marketing solutions.



EXPLAINERS

Explainer videos highlight common challenges marketers face, and how Adobe helps marketers get ahead of that challenge. They're brief, clear, and dynamic demonstrations using photography and motion graphics to tell the story.



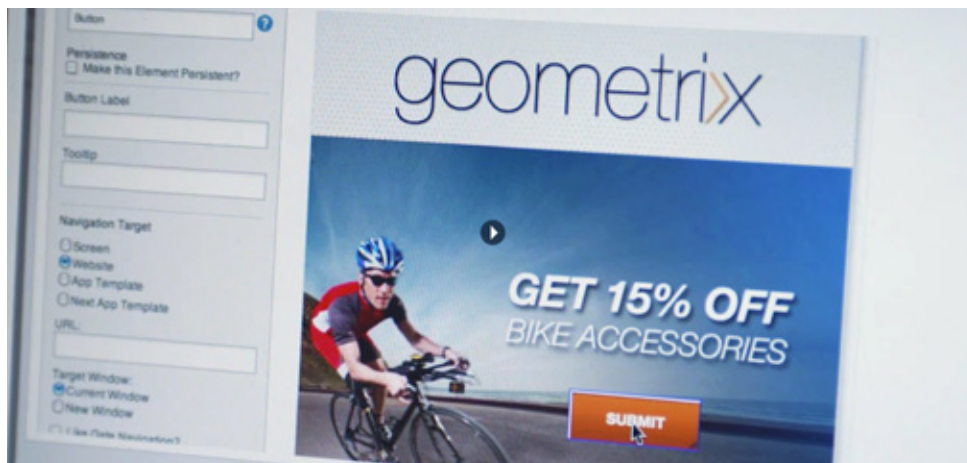
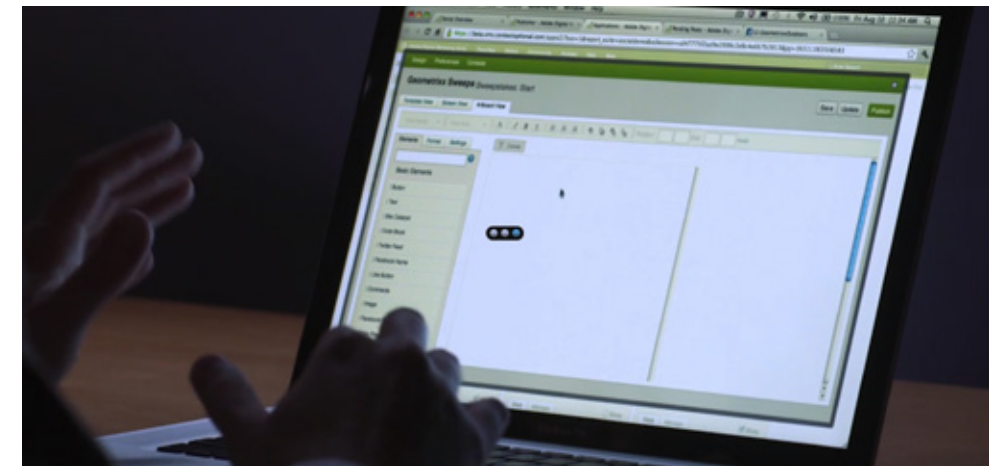
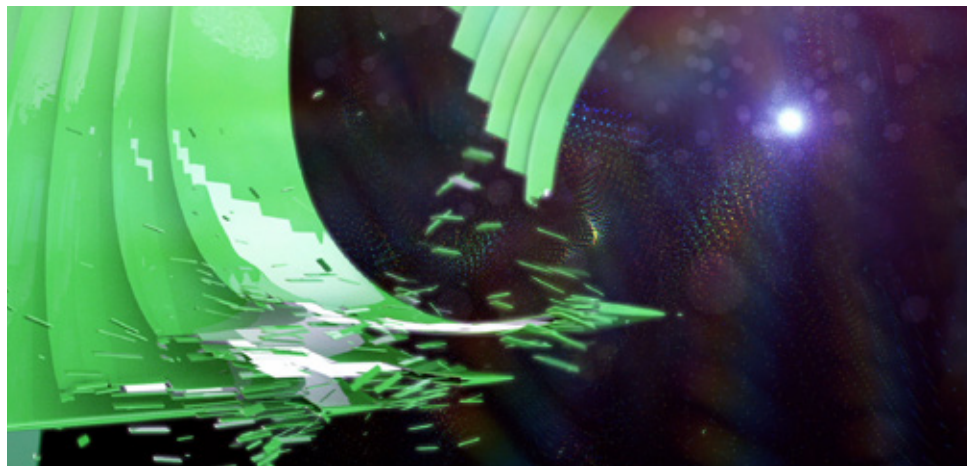
CUSTOMER STORIES

Real-world examples of how Adobe Solutions solve our customer's biggest marketing challenges. In their own words, customers across various industries explain how Adobe Marketing Cloud has helped them solve their marketing challenges.



FEATURETTES

Evangelists share how specific features of Adobe Marketing Cloud Solutions help accomplish specific marketing objectives. Stylistically, they're tight shots of the product in-action, showing the UI, ease-of-use, and benefits.



EXAMPLES

PRINT ADVERTISING

We've done limited, high-impact print advertising with the New York times. These ads are available for other limited print use, like trade publications and events.



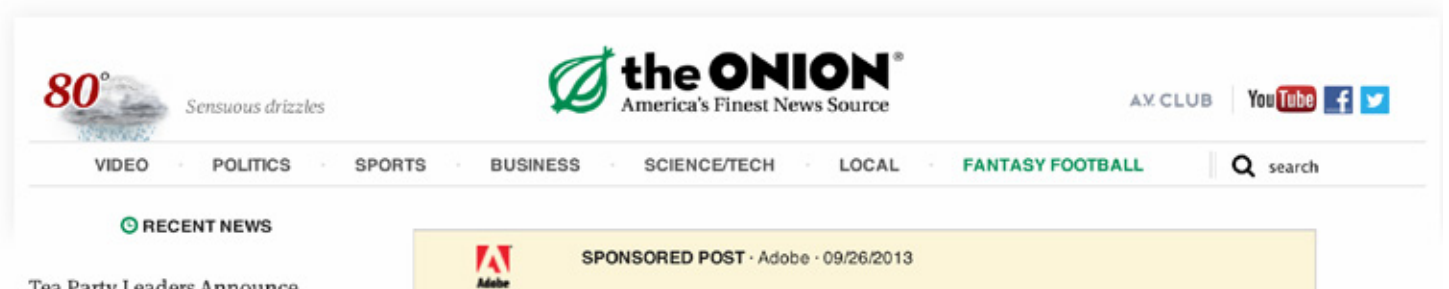
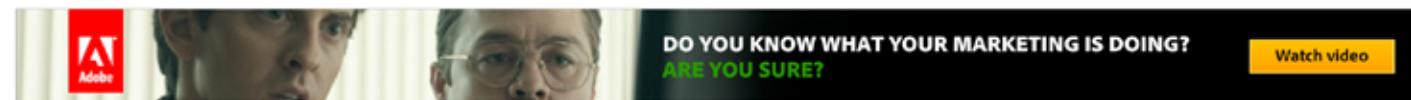
Ad copy example:

**DO YOU KNOW WHAT YOUR
MARKETING IS DOING?**
ADOBE CAN HELP.

Stop guessing and start putting your data to work. Only Adobe Marketing Cloud gives you everything you need to measure your impact and get even better results.

DIGITAL ADVERTISING

Our media plan, in support of our brand and solutions, is focused heavily on digital advertising. We've done display media and video ad units across major publications like New York Times and satirical editorial articles like the Onion.



Example push-down video ad unit.

EVENTS

Digital Marketing BU-specific events should use the Adobe Marketing Cloud identity as the basis for any event design. Campaign assets, like print ads, can be used in tradeshow publications to help tell Adobe’s story, build awareness, and drive traffic to event booths.



INFOGRAPHICS

Adobe takes an editorial approach to info graphics—sharing a clear and compelling story with data. Simply representing data with no clear story arch, or using excessive visual metaphors is not our approach. Infographics include three main elements: charts, photos, and icons.

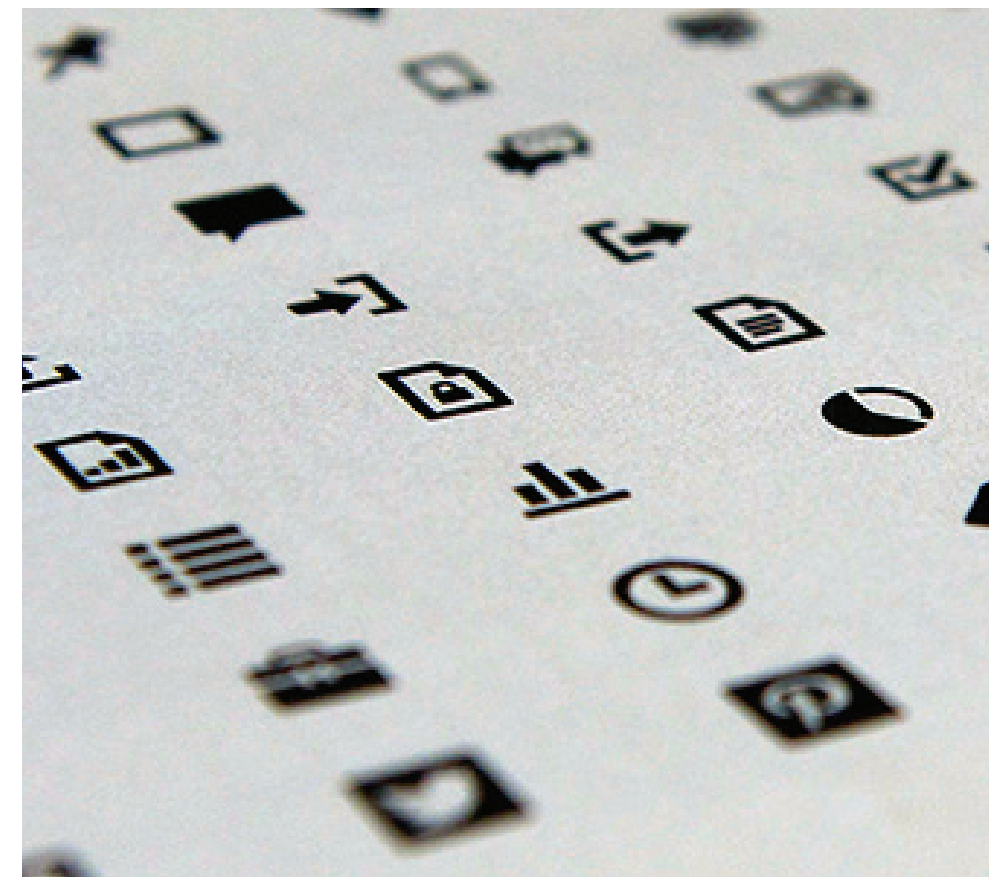
[Download the infographics guidelines >](#)



Chart



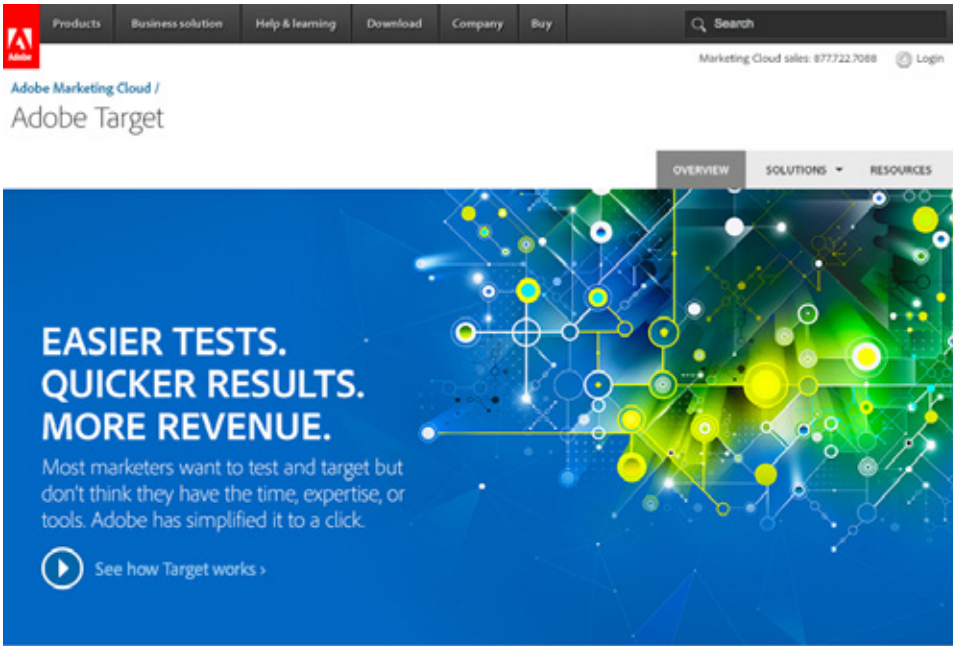
Photography



Iconography

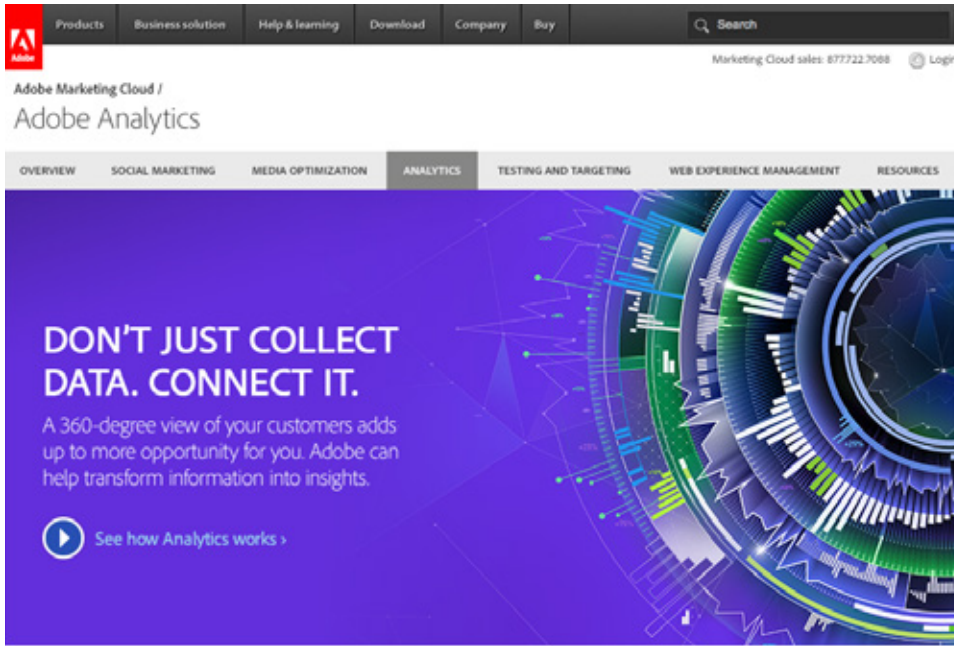
WEB MARKETING

Adobe.com is the place to engage with the Adobe brand, learn more about our Marketing Cloud Solutions, and find out how our solutions solve marketer's biggest challenges. The campaign imagery and copy is integrated throughout our web pages.



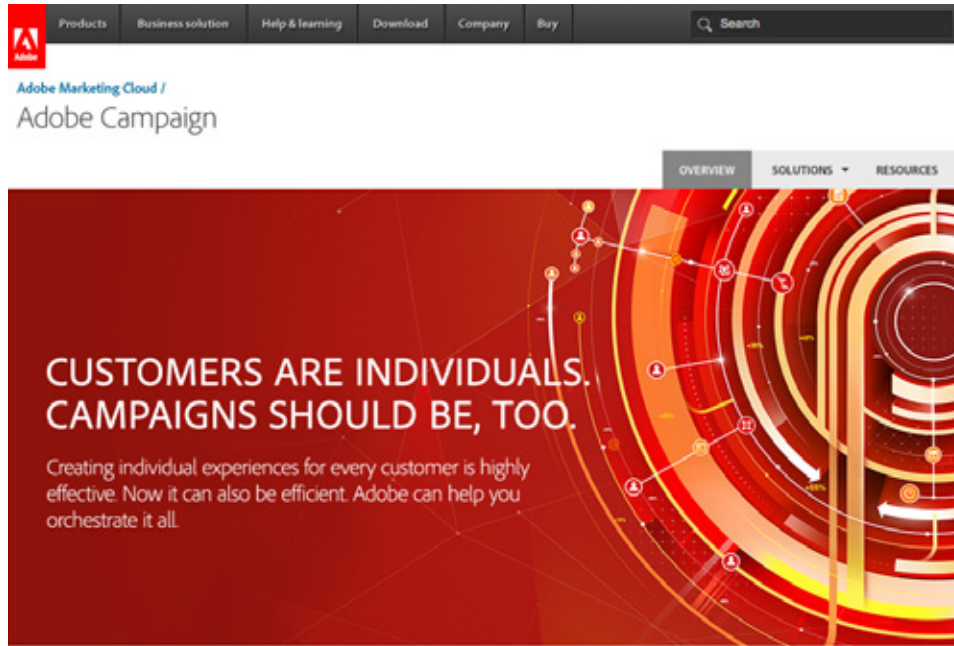
What is Adobe Target?

The most powerful solution for testing and targeting is now easier to use than ever before. With the new Adobe® Target, you get an intuitive user interface, built in best practices, and robust optimization tools, so you can test quickly and often, target site visitors with confidence, and create digital experiences that deliver real results. And real revenue.



What is Adobe Analytics?

Adobe® Analytics helps you create a holistic view of your business by turning customer interactions into actionable insights. With intuitive and interactive dashboards and reports, you can sift, sort, and share real-time information to provide insights you can use to identify problems and opportunities.



What is Adobe Campaign?

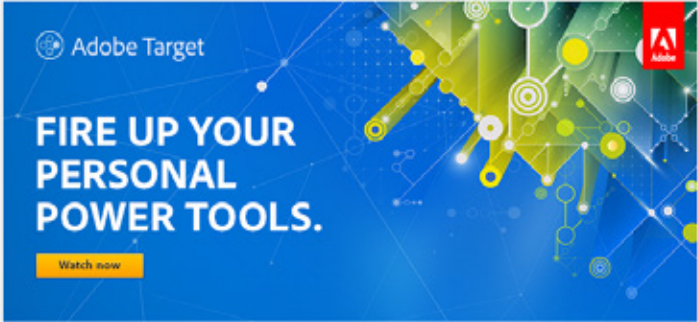
Marketers now have an intuitive, automated way to deliver one-to-one messages across online and offline marketing channels. New Adobe® Campaign, formerly Neolane®, lets you orchestrate personalized experiences determined by the customer's habits and preferences. Finally, a solution that helps you know what customers want even before they do.



RELATIONSHIP MARKETING

Our email and direct marketing communications are some of our strongest ways to reinforce the Adobe brand. Each touch should strike the right balance between direct and brand marketing, and strengthen our relationship with our customers and prospects.

Practical testing and targeting tips. [Watch now](#) | [Read online](#)



Adobe Target

FIRE UP YOUR PERSONAL POWER TOOLS.

[Watch now](#)

Boost conversion with targeted tests.

Not every marketing test you conduct should be a DIY project. See how Home Depot take an easier, more successful path using automated testing and targeting tools from Adobe.

Watch our webinar to learn how the home improvement giant identifies customer segments, custom-builds content for each group, and tests various iterations to see what has the biggest impact — and learn how you can do it, too.

[Watch now >](#)

Featured speakers:

- Jinzhou Hung**
Testing Manager
Home Depot
- Brian Hawkins**
Partner
Web Analytics Demystified

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Practical testing and targeting tips. [Watch now](#) | [Read online](#)



Fire up your personalization power tools.

[Watch now](#)

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Web Analytics Demystified

NOT HITTING YOUR AUDIENCE'S SWEET SPOT? ADOBE CAN HELP.

[Learn more >](#)

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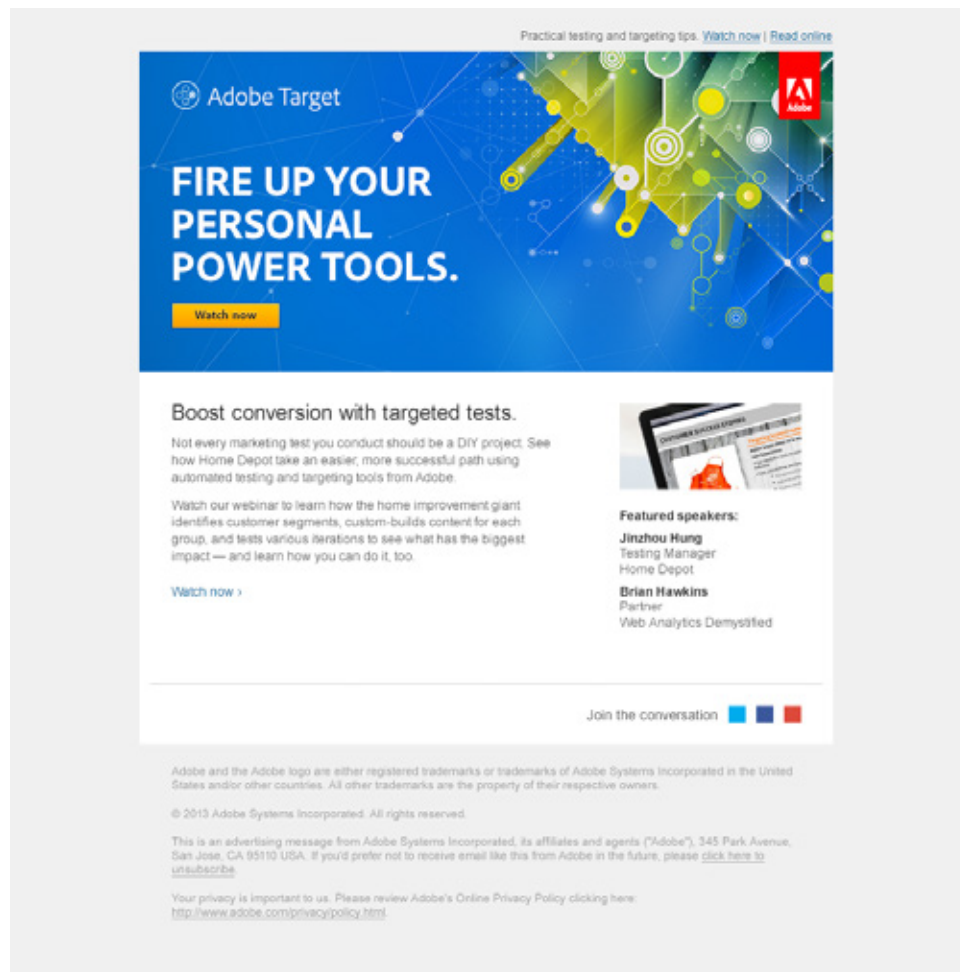
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RELATIONSHIP MARKETING, CONT.

Guidance for emails:

Not every email needs to explicitly use the word “help.” However, the overall takeaway from an email as a whole should be that Adobe has selected this particular offer because we believe it will help marketers succeed. Emails are a system—subject lines, preheaders, headlines, copy, and CTAs all work together. The information is additive, not repetitive.

- Subject lines should be straightforward and clear about what the offer is.
- Headlines should have a point of view that helps the recipient understand why the offer is valuable.
- Body copy should clearly state how we think the offer can help.



CONTACTS

Each use of Adobe assets must be sent for brand review before being finalized.

Please send a PDF or link to the website where you plan to use an Adobe asset to brandapproval@adobe.com.

Please allow for a 24-hour turnaround.

For **brand questions**, email: askbrand@adobe.com

For **design questions**, email Steve Gustavson, creative director, design: gustavson@adobe.com

For **copy questions**, email Toria Emery, creative director, copy: vemery@adobe.com

For **project or asset requests**, email Creighton McEwen, studio manager: creighton@adobe.com

Studio