



Adobe Creative Cloud Creative Cloud gives you all of the Adobe video tools: world-class design, web, and photography apps; and Adobe Stock for sourcing assets. Get high performance video editing with powerful color, graphics, and audio tools, integrated workflows, collaboration features, and support for the latest formats. With regular updates and learning resources, Creative Cloud puts everything you need at your fingertips. www.adobe.com/go/video

Press release guide

Resources for Adobe video partners

Press releases are still a great way to get the word out about new products or events, and showcase your Adobe integrations. Press releases that mention Adobe or the Adobe applications must meet Adobe brand guidelines, and we're here to help with that.

This guide includes:

- Tips and best practices
- Adobe guidelines for approving partner press releases
- Correct Adobe product names and trademark bugging
- Press release template

The advantages of writing a press release

Writing a press release is a great opportunity to refine your message: What are you announcing? Who is it for? How will it help them?

A good press release is worth reading and provides useful information. Good press releases get more pick-up in the media—and get more readers.

8 tips for a better press release

- 1. Get right to the point. A good headline that tells the reader instantly what the story is about
- 2. Focus on *one* thing: If you are bringing multiple new products to the show, choose one product or theme for your headline.
- Mention Adobe or the relevant Adobe product after your company name and announcement.
 e.g. [COMPANY] announces launch of [PRODUCT] for Adobe Premiere Pro
- 4. Start with a summary: cover all the key information in the first paragraph: what you are announcing, who it is for, and how it will help those users?
- News is only news once. Do not recycle previous announcements, although you can reinforce important information, as long as it's in a news story.
- Use clear language and avoid extravagant claims. Include quotes by your CEO, a senior team member or a customer to add energy or commentary.
- 7. Proofread! Make sure there are no spelling mistakes in your release.
- 8. End with a Call To Action: let readers know where they can get your product, where they can see you at the show, or where they can learn more.

Following Adobe guidelines and trademarking will help speed the review of your press release.

Leverage your news: Besides sending your press releases to the media, you can also post your news on blogs and use social media channels to spread the word.

Adobe guidelines

Adobe's PR team must comply with Adobe policies and brand guidelines when approving partner communications. Here are the key points:

This is your news.

Your press release should be written from your company's point of view. Avoid giving the appearance that this is a joint release. This means:

- Start the headline with your company name and what you are announcing.
- Avoid words like "partner" or "partnership" in the press release use words like "collaborate" or "working together to deliver solutions," etc.
- Don't include the Adobe stock symbol (ADBE) or Adobe boilerplate content.

Quotes from Adobe

Where possible, we will approve the use of quotes from Adobe spokesperson in your press release.

- · Draft the quote to give us an idea of what you'd like it to address.
- · Provide a complete, final draft of your press release so that we can see context of the quote.

Adobe and the Adobe logo

Refer to the company as "Adobe" or "Adobe Inc." Unless your own PR guidelines require full company names, just using "Adobe" is fine, and arguably more attractive.

Do not use the Adobe logo or product logos in your press release!

Adobe product names and trademarking

Adobe trade names in headlines

In headlines, use full product names (e.g. "Adobe Premiere Pro CC") without trademark symbols.

Use trademark symbols for first reference

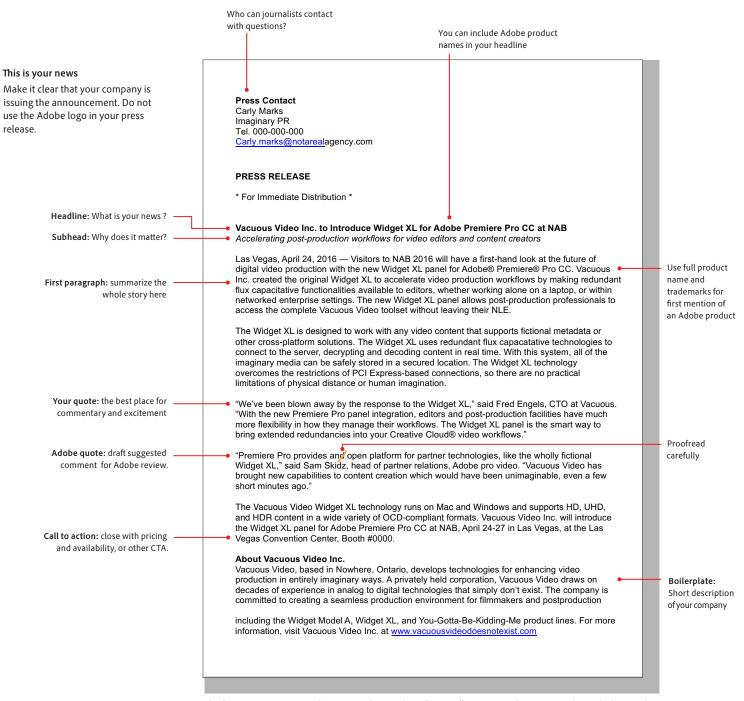
"Adobe" and Adobe product names should include the trademark symbol in the first reference. After the first usage of a product name, you can omit the trademarking.

Trademark symbols for commonly used Adobe video trade names

Adobe°	After Effects®
Adobe® Audition®	Adobe® Character Animator
Adobe® Media Encoder	Photoshop®
Adobe® Premiere® Pro	Creative Cloud®
Adobe® Stock	Adobe® Fonts
Behance [®]	Lumetri™

Find complete Adobe trademark, copyright and permissions guidelines at www.adobe.com/legal/permissions/trademarks.html

Press release template



This fictitious announcement shows a typical press release format. Effective press releases respect the reader by providing clear information with a minimal use of superlatives.

Let's make news together!

Let us know if you have any questions or suggestions for improving this Adobe technology partner guide. We wish you a successful year—with lots of good news to share!

The Adobe Video Partner Program team

Adobe, the Adobe logo, Adobe Premiere, Adobe Sensei, After Effects, Creative Cloud, the Creative Cloud logo, Frame.io, Lumetri, and Photoshop, are either registered trademarks or trademarks of Adobe Inc. in the United States and/or other countries. All other trademarks are the property of their respective owners.



Adobe Inc. 345 Park Avenue San Jose, CA 95110-2704 USA www.adobe.com