

Adobe



Guidelines for Using the XMP Logo and the XMP Signature

For Co-Marketing Purposes



Tools for the
New Work™

July 2003

Adobe Corporate Branding

Co-Branding Guidelines for Using The XMP Logo with Tagline.

The Adobe XMP logo and the XMP signature (XMP logo with “Adding Intelligence to Media” logotype) have been designed for use in all co-marketing materials to promote XMP technology. Co-marketing is defined as a situation where Adobe and a partner jointly sponsor the promotion of the XMP technology partnership via marketing communications activities, promotions or vehicles. You may use the XMP logo and signature in marketing literature, advertising, direct mail, signage, websites and trade shows.

The XMP logo and signature identify the XMP Metadata Framework published by Adobe. To preserve the legal protection and strength of this trademarked logo and signature, you must use them correctly and consistently, according to the following guidelines. Keep in mind that you must first obtain and sign a logo license agreement with Adobe before using this logo or signature. If you have signature usage questions or need electronic files of this logo or signature, please contact your XMP representative at Adobe.

You may use the XMP logo or the XMP signature if your product conforms to the XMP-Extensible Metadata Platform specification published by Adobe to ensure interoperability with other XMP enabled systems, documents XMP usage, and implements one or more of the following conditions:

- Can read from an already existing XML packet with XMP metadata in two or more file formats,
- Can modify an already existing XML packet with XMP metadata in two or more file formats,
- Can embed a new XML packet with XMP metadata in two or more file formats, or
- Can display XMP metadata in a system’s user interface.

You may also use the logo or signature to promote your product that can be used to generate application plug-ins or extensions that comply fully with the qualifications described above.

You should not use this XMP logo or signature in or on your product or technology to indicate that it conforms to the XMP Extensible Metadata Platform specification published by Adobe. A separate logo has been designed for that purpose.

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DOs

- Use the XMP logo or signature when creating co-branding materials with Adobe such as advertising, collateral, signage, websites, etc.
- Display the logo and signature only in the form specified in this guide.
- Display the logo signature only in the colors specified here or in black and white.
- Always position the logo or signature alone and apart from other text and graphics, especially other trademarks and service marks.
- Make sure that the logo or signature appears with the TM symbol as shown, and that the trademarks are attributed with the correct trademark attribution statement (see page 7).
- Include a proper trademark attribution statement, as follows:

For the XMP logo:

The XMP logo is either a registered trademark or trademark of the Adobe Systems Incorporated in the United States and/or other countries.

For the XMP signature (XMP logo with tagline):

The XMP logo and “Adding Intelligence to Media” are either registered trademarks or trademarks of the Adobe Systems Incorporated in the United States and/or other countries.

DON'Ts

- Do not rotate, skew, redraw, re-proportion, reproduce three-dimensionally, or otherwise alter the signatures or their elements in any way.
- Do not combine the logo or signature with any other elements – such as logos, words, graphics, photos, slogans, or symbols that might seem to create a hybrid mark.
- Do not separate or display any of the signature component parts in isolation.
- Do not translate elements of the signature into another language or change it to another character set, such as Japanese or Arabic, without prior permission.
- Do not display the logo or signature in a way that suggests that your product is an Adobe product, that the Adobe XMP Logo is a part of one of your trademarks, or that your product is licensed from, developed, distributed or approved for use by Adobe.

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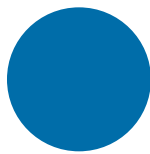
Components

The Adobe XMP logo.

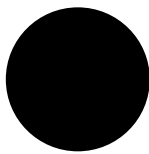


Signature Color Palette

Color specifications for
The Adobe XMP
signature is indicated at left.

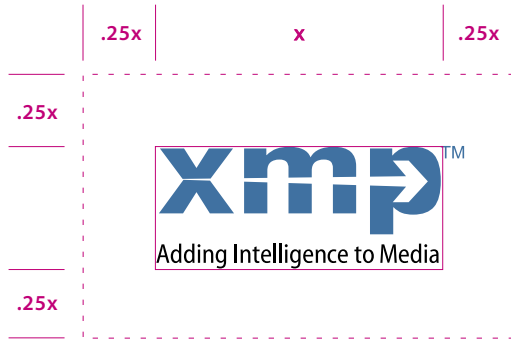


XMP Blue
Spot Color:
Pantone® 3015
Process Color:
100C/24M/0Y/18K
RGB Color:
0R/109G/169B
Web Color:
#006699



Black
Spot Color:
Black
Process Color:
0C/0M/0Y/100K
RGB Color:
0R/0G/0B
Web Color:
#000000

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Minimum Clear Space

The XMP Signature must be surrounded by a clear space at least equal to one-quarter of the width of the XMP symbol, shown at left. Never use less than this specified minimum clear space.



Print Minimum Size

The XMP signature should never be smaller than .0472 inches tall.

Reproductions below these sizes are not recommended since the forms of the logomark may begin to fill in or break up, thereby compromising readability.

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Positive Primary Signature

Two-Color



One-Color



Positive Primary Signature

Two-Color



Positive and Reverse

Color Specifications

The two-color signature is the preferred usage.

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Marketing Collateral



Web



Examples of Usage

The Adobe XMP Logo used in Marketing Collateral, Web and Signage.

Signage



For the XMP logo:

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For the XMP signature (XMP logo with tagline):

The XMP logo and “Adding Intelligence to Media” are either registered trademarks or trademarks of the Adobe Systems Incorporated in the United States and/or other countries.

Trademark Attribution

You need to show one attribution statement for use of the XMP logo and a different attribution for the XMP signature (logo with tagline).

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