

Adobe Marketing Communications

Workflow guide for higher education

Adobe

Overview

Brand Consistency

Dozens of departments and student orgs create content daily. Off-brand assets are everywhere and manually reviewing everything is impossible.

Brand Efficiency

Everything funnels through one designer or sits in a queue. Routine content creation is killing senior design capacity.

Brand Costs

Senior designers are doing routine work instead of high-value strategy. That's an expensive bottleneck with no clear solution.. until now.



Objectives

- Demonstrate how Adobe tools connect across the content lifecycle
- Clarify governance models for brand consistency and scalable content creation
- Support customer conversations, demos, and onboarding engagements

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Asset Creation

Overview of Content Creation Using: adobe Photoshop

Adobe



Goal

- In this use case, we will take a campus photograph intended for a University Open Day campaign and transform it into a polished, campaign-ready poster. The aim is to enhance the image, remove distractions, and integrate clear event messaging so the final asset can be used across print.

Link to video: https://www.youtube.com/watch?v=gBr_-8feZqA

Adobe



Content Creation Using: Adobe Photoshop (1 of 11)

Step 1:

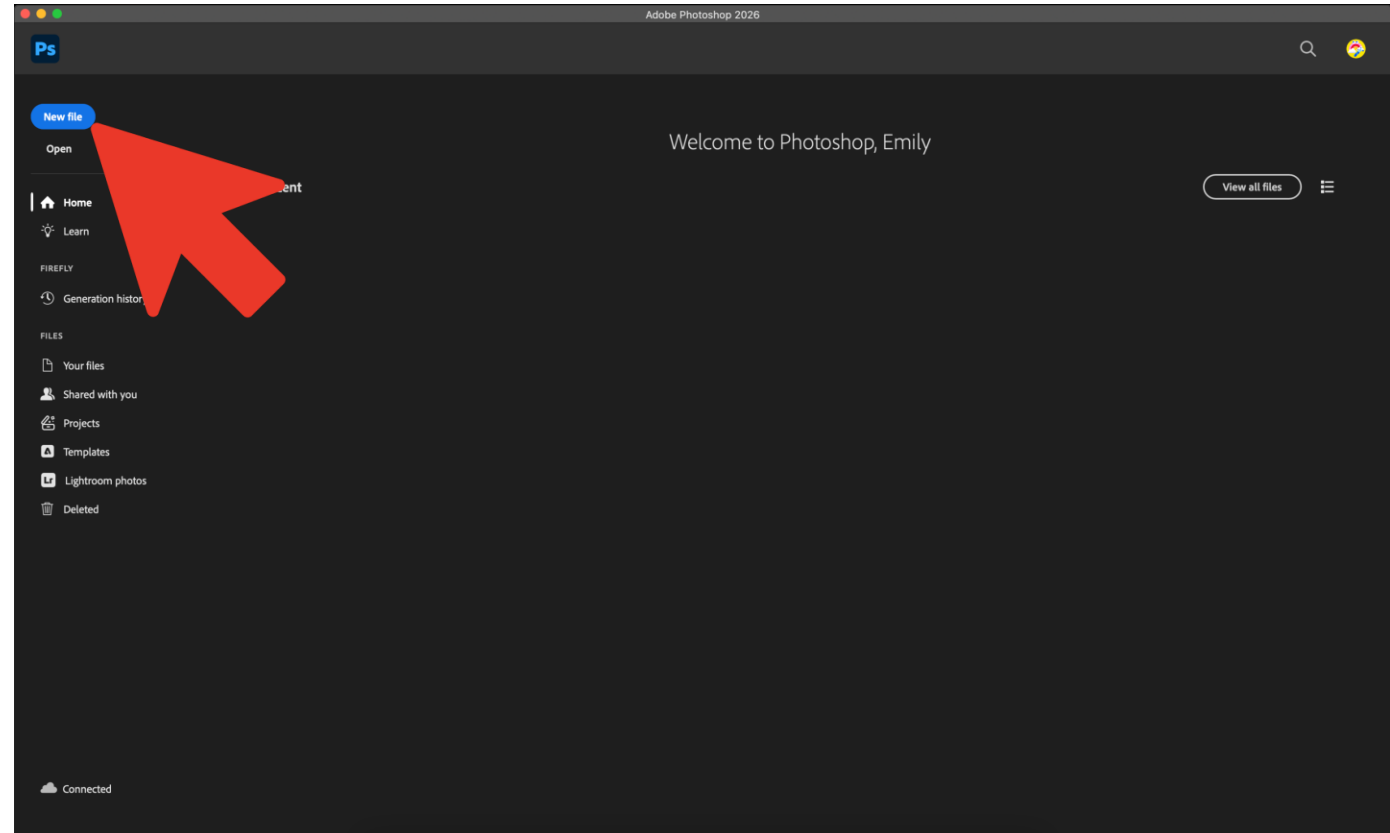
- Open Adobe Photoshop and select “New file.”

Go to next slide to complete the steps.

If you need additional support at any stage, please refer to [Adobe's HelpX](#) resources for tutorials, guides, and troubleshooting information.



Step 1: Open Adobe Photoshop



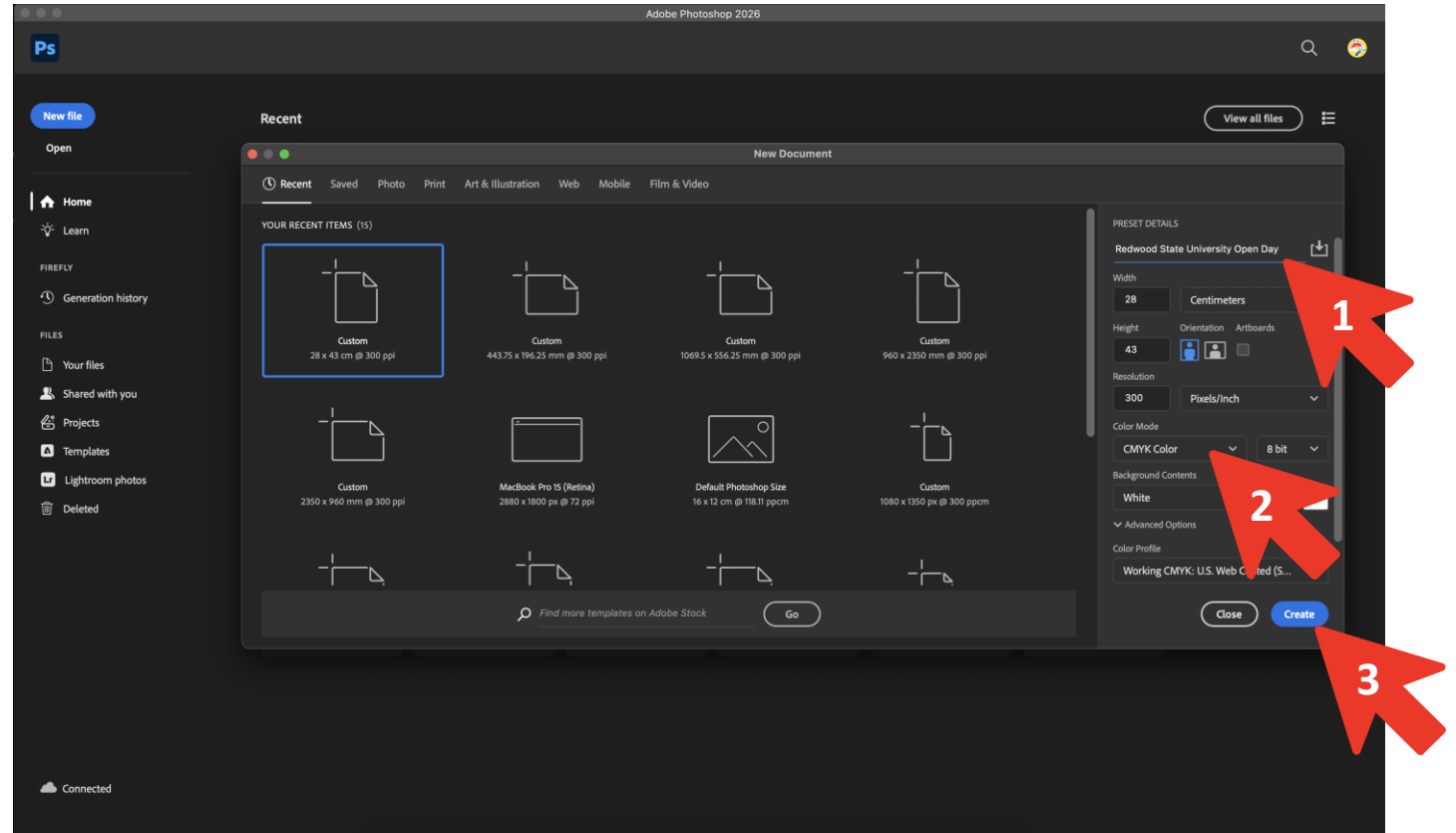
Content Creation Using: Adobe Photoshop (2 of 11)

Step 2:

- Name your file.
- Select the correct document settings.
- Set the **Color Mode** to **CMYK** for print.
- Choose your required document size (in this example, 28 × 43 cm for a poster).
- Review your settings and click “**Create**” to open the document.

Go to next slide to complete the steps.

Step 2: Start a new file



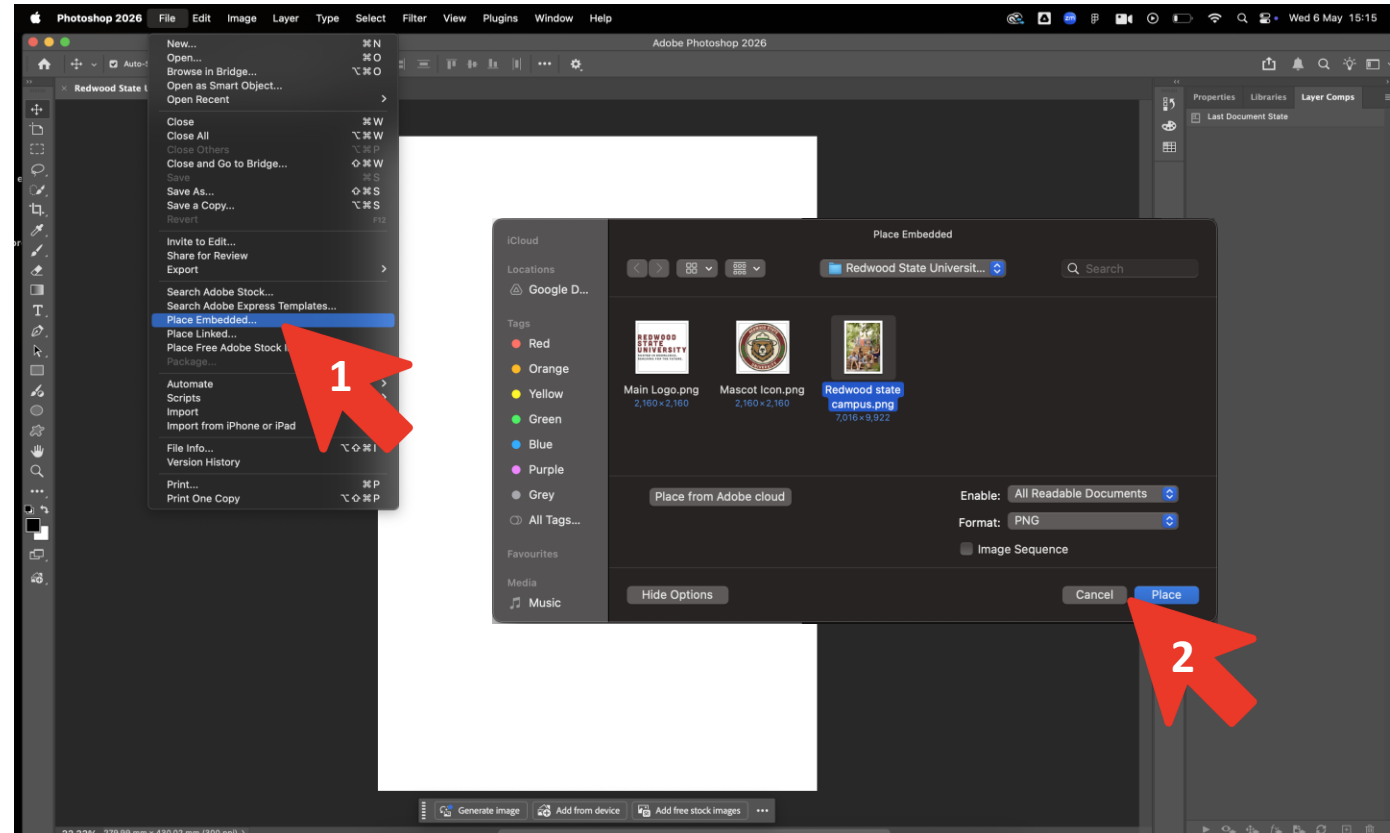
Content Creation Using: Adobe Photoshop (3 of 11)

Step 3:

- Navigate to File in the top menu.
- Select “Place Embedded...”
- When the file browser window appears, choose the image you want to import.
- Click “Place” to add the image to your document.

Go to next slide to complete the steps.

Step 3: Import your content



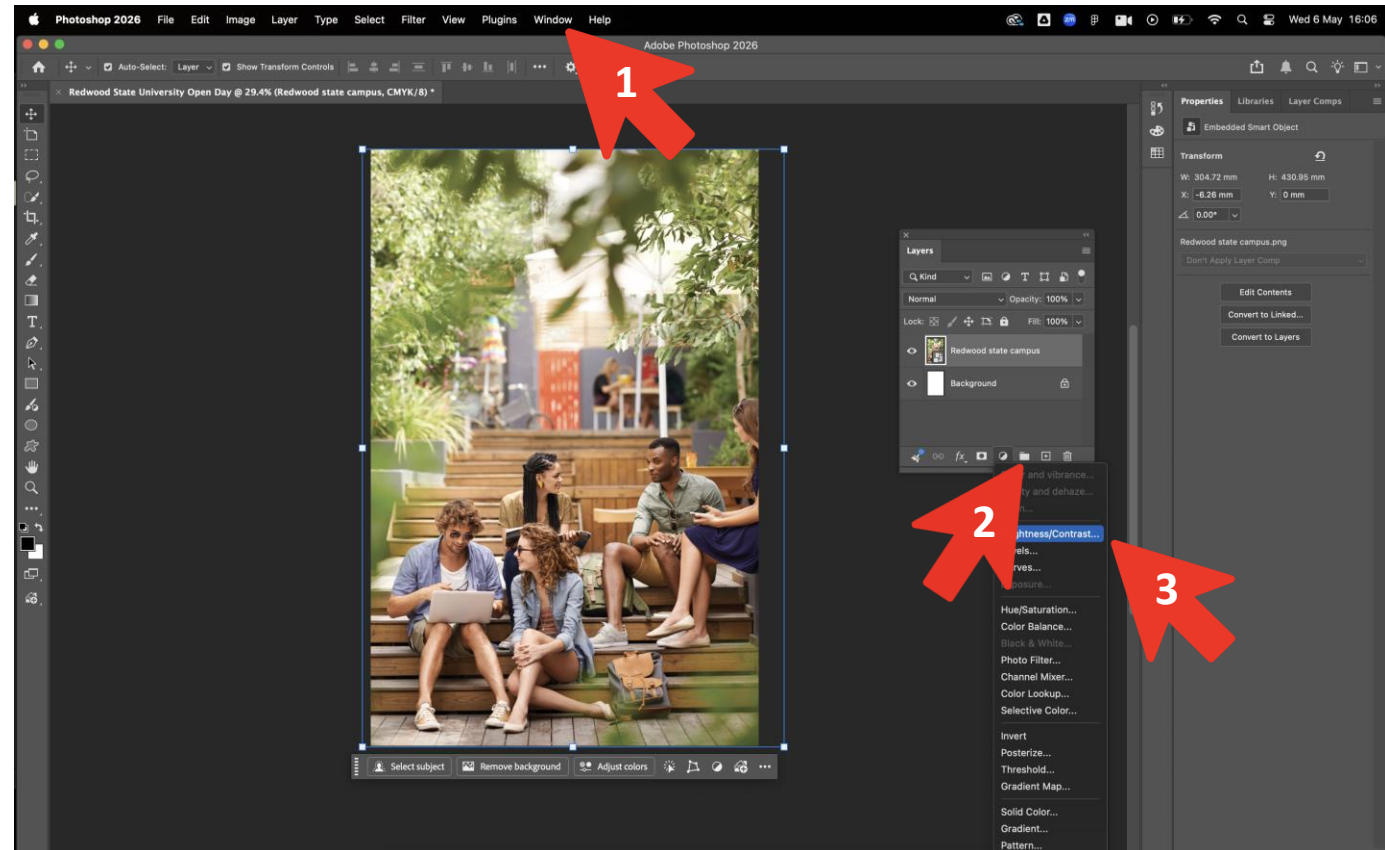
Content Creation Using: Adobe Photoshop (4 of 11)

Step 4:

- Go to **Window** and select “**Layers**” to open the Layers panel. In the Layers panel, select your photo layer.
- Click the half-circle icon (Create New Adjustment Layer) at the bottom of the panel.
- From the adjustment options, select “**Brightness/Contrast**”.
- A new adjustment layer will be created, allowing you to edit the image non-destructively.

Go to next slide to complete the steps.

Step 4: Make an adjustment layer



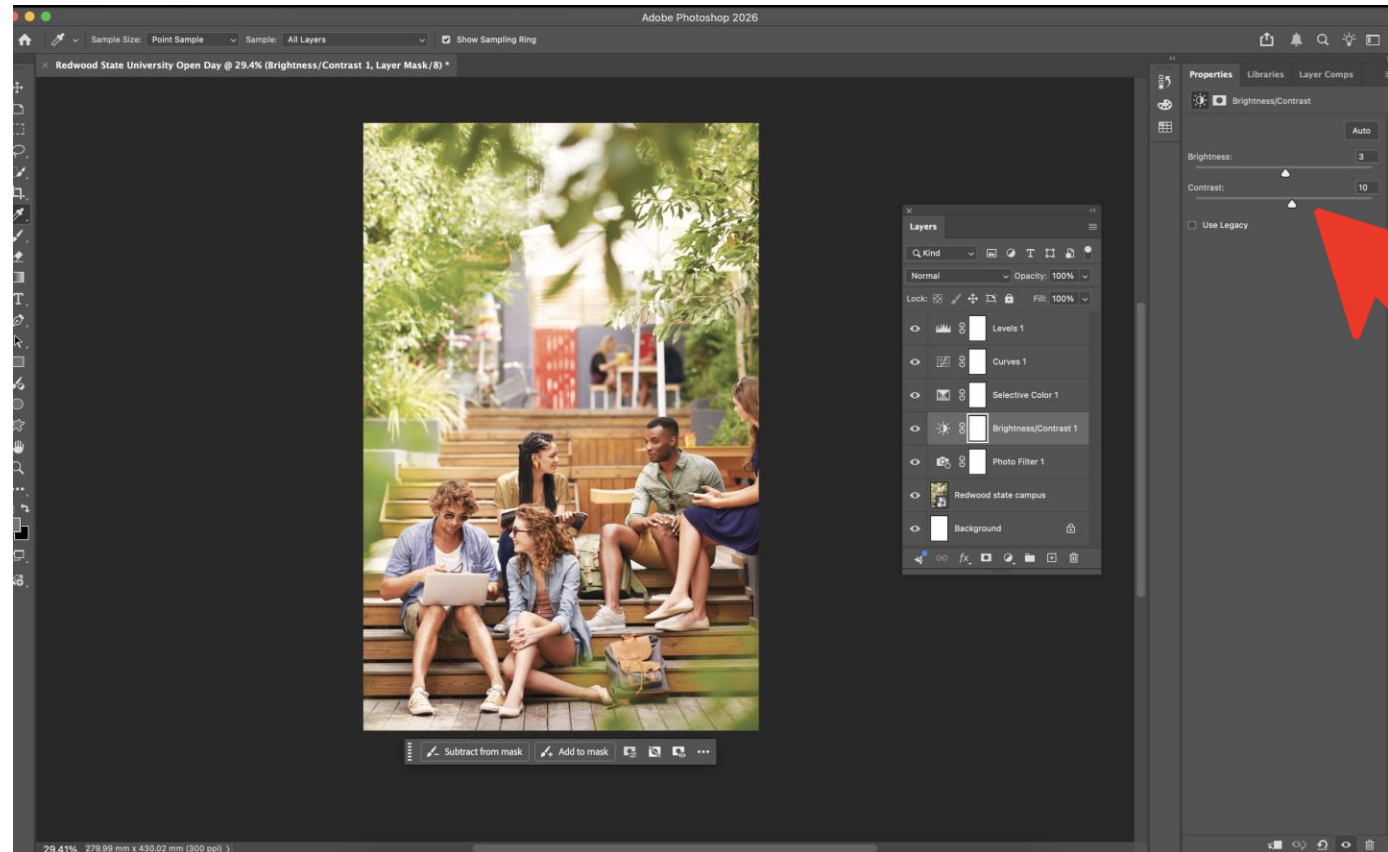
Content Creation Using: Adobe Photoshop (5 of 11)

Step 5:

- In the Properties panel, adjust the **Brightness** and **Contrast** sliders until you achieve your desired result.
- Continue adding adjustment layers as needed by following the same process.
- Refine the image step by step, making changes to individual adjustments as required.
- Repeat until you are satisfied with the final appearance of the photograph.

Go to next slide to complete the steps.

Step 5: Add additional adjustment layers



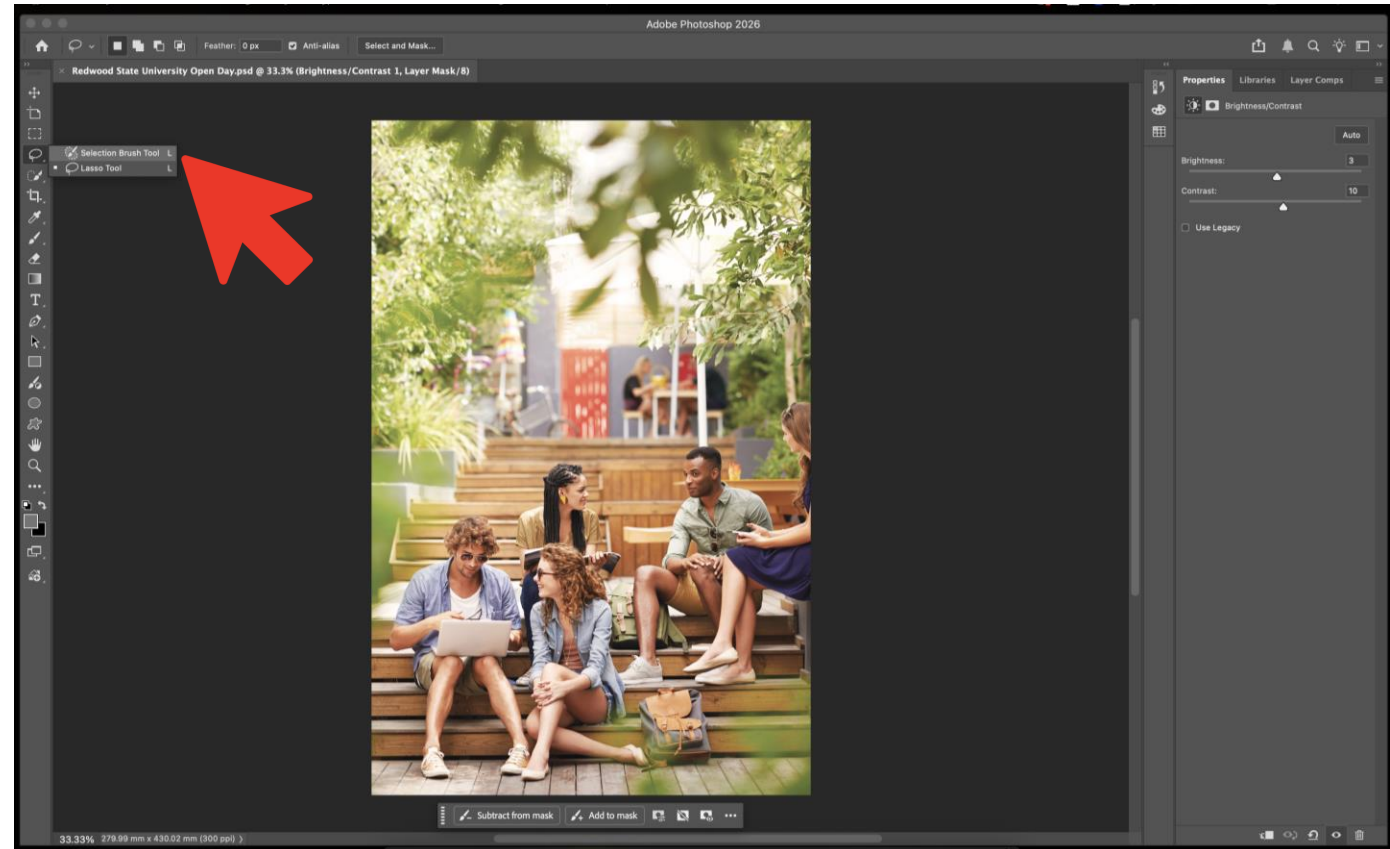
Content Creation Using: Adobe Photoshop (6 of 11)

Step 6:

- We will now remove distractions from the photo.
- In the Tools panel, click and hold the “Lasso Tool” to reveal additional tool options.
- Select the “Selection Brush Tool” from the menu.

Go to next slide to complete the steps.

Step 6: Pick the selection brush tool



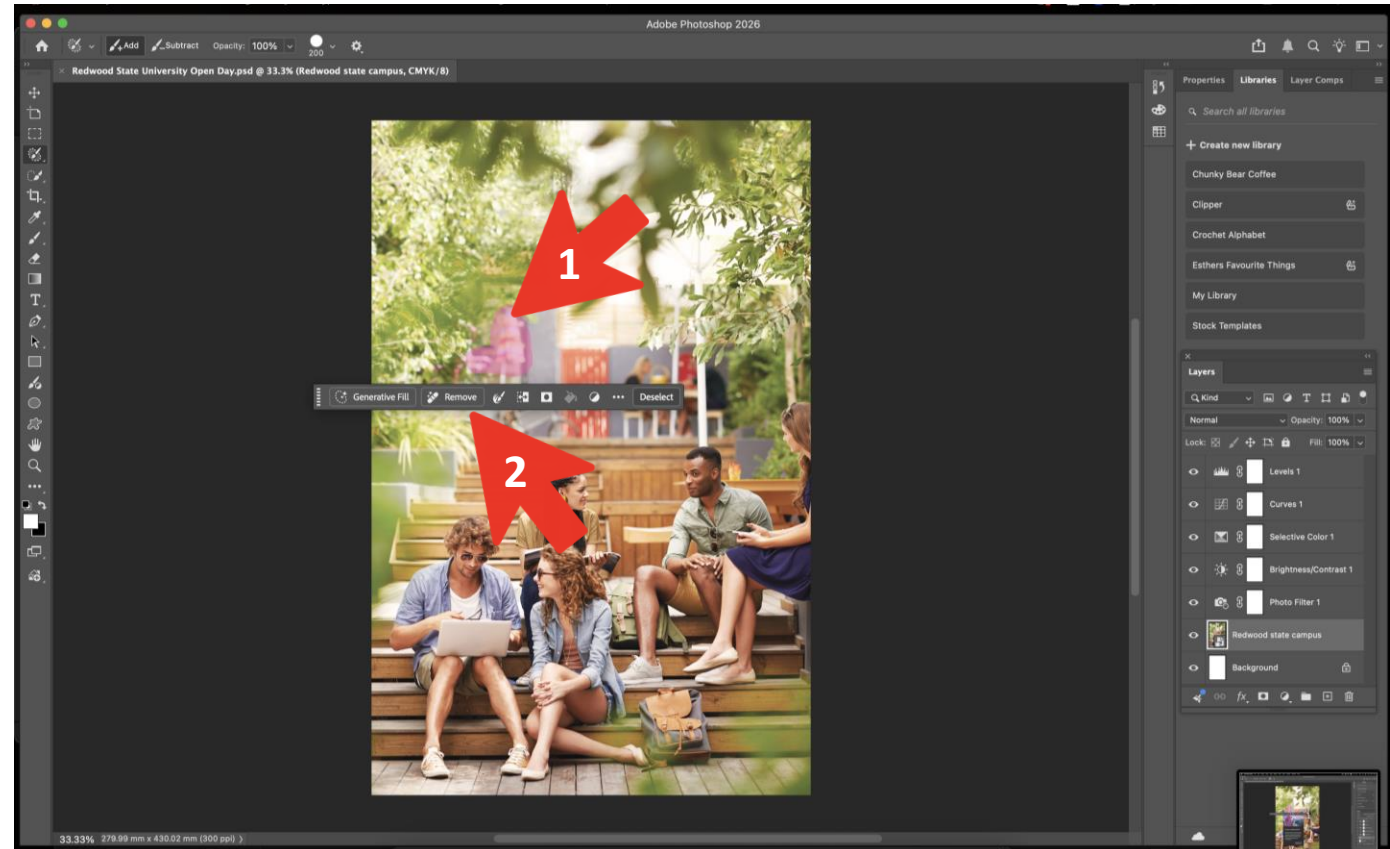
Content Creation Using: Adobe Photoshop (7 of 11)

Step 7:

- Use the Selection Brush Tool to paint over the distracting object in your image.
- Once the object has been selected, a contextual task bar will appear.
- Click **"Remove Object"** to automatically remove the selected distraction from the photo.

Go to next slide to complete the steps.

Step 7: Highlight the distracting object



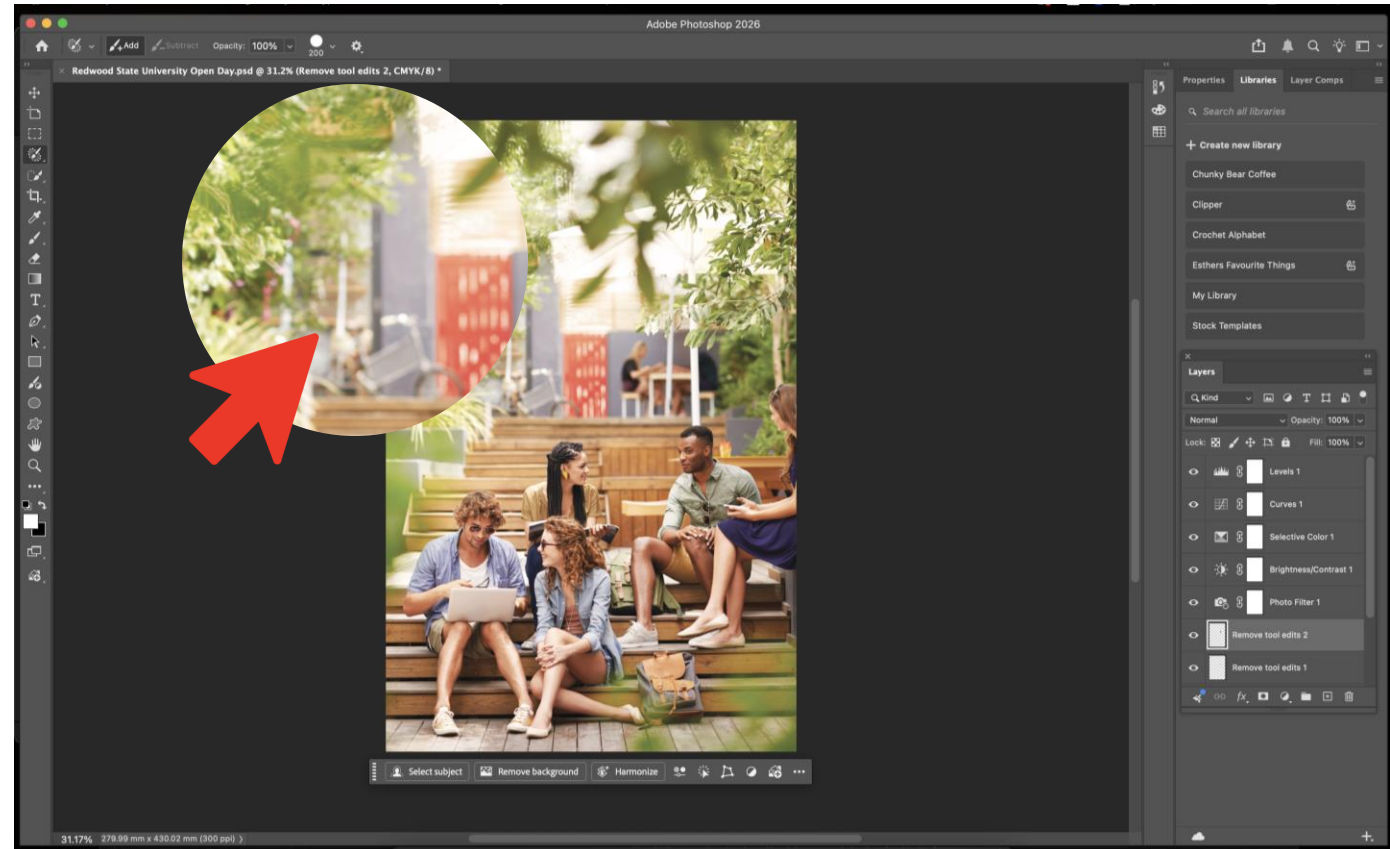
Content Creation Using: Adobe Photoshop (8 of 11)

Step 8:

- Photoshop will use **Generative AI** to remove the distraction while preserving the rest of the image.
- In this example, the umbrella in the background has been removed seamlessly without affecting the surrounding content.
- Repeat this process as many times as needed to clean up your image and remove unwanted elements.

You have successfully cleaned up an image that can now be used across University branding.

Step 8: Generative remove

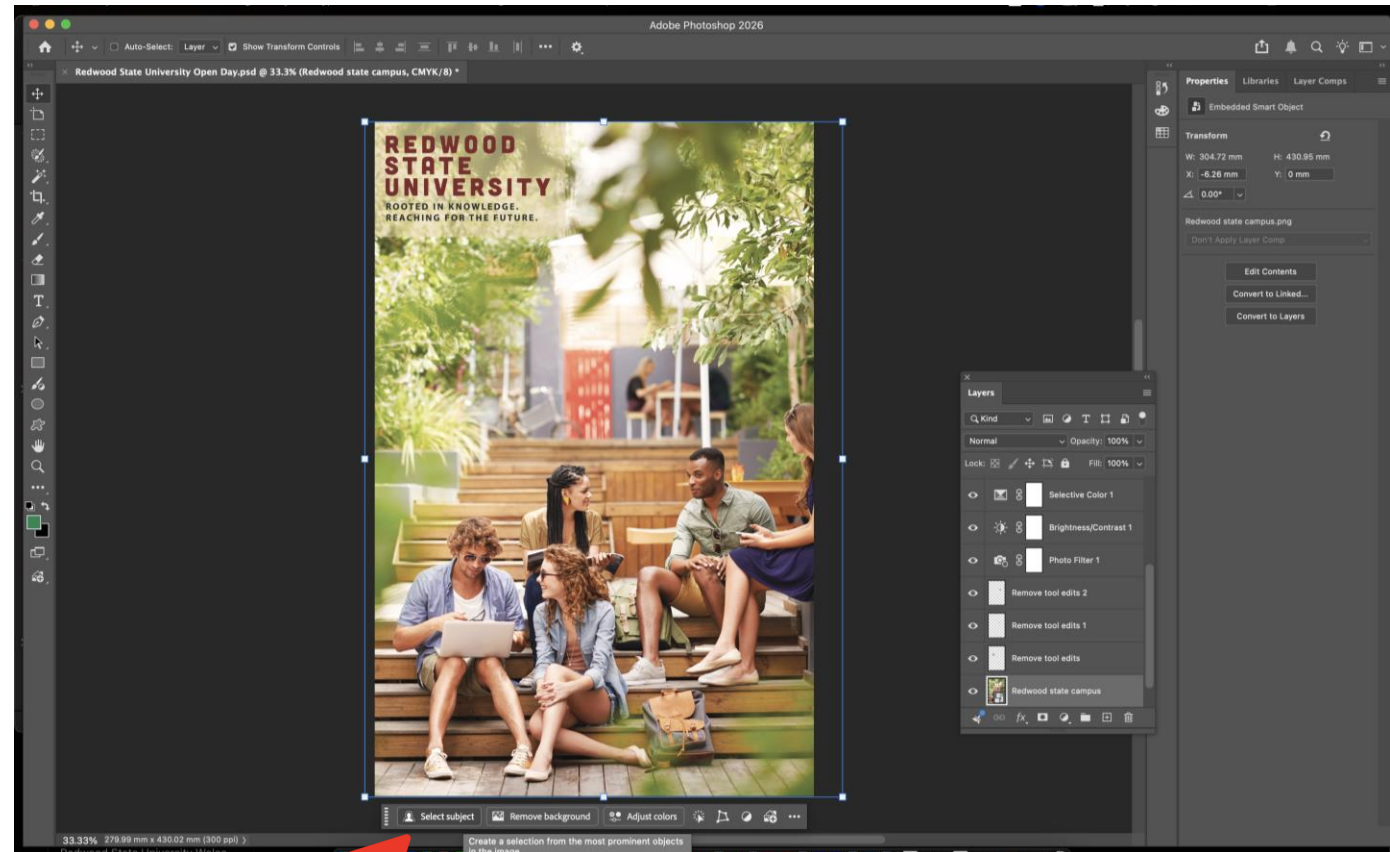


Content Creation Using: Adobe Photoshop (9 of 11)

Step 9:

- Select Subject is another useful tool that can quickly identify and select the main subject within an image, making it easier to cut out or isolate specific areas.
- Once the subject is highlighted copy and paste to create a new layer.

Step 9: Select Subject

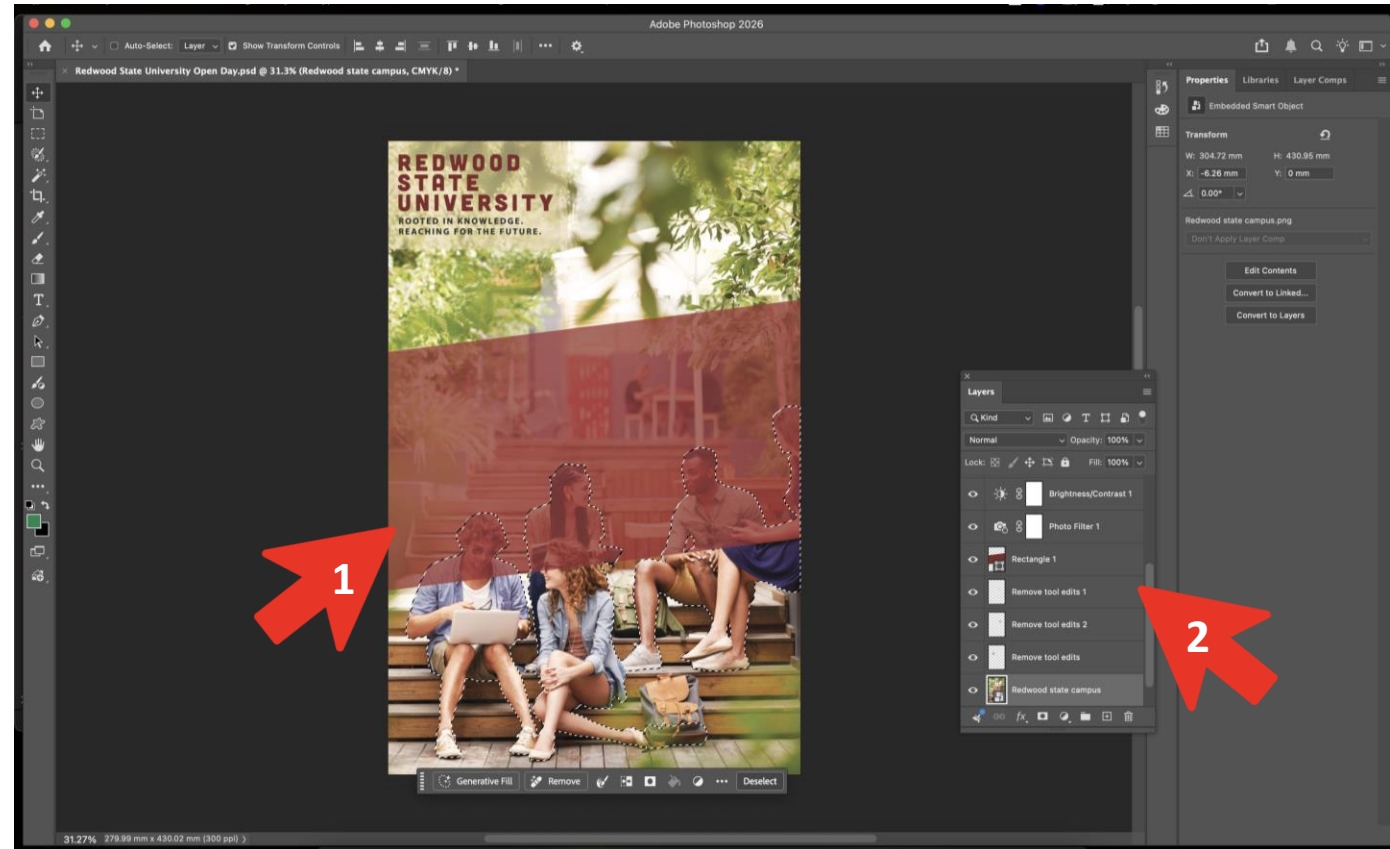


Content Creation Using: Adobe Photoshop (10 of 11)

Step 10:

- Select the “Shape Tool” and add a rectangle shape.
- Rotate the shape to match the composition of the image.
- Then reorder the layers so that the shape sits behind the subject but, in front of the background.

Step 10: Add Shape Layers

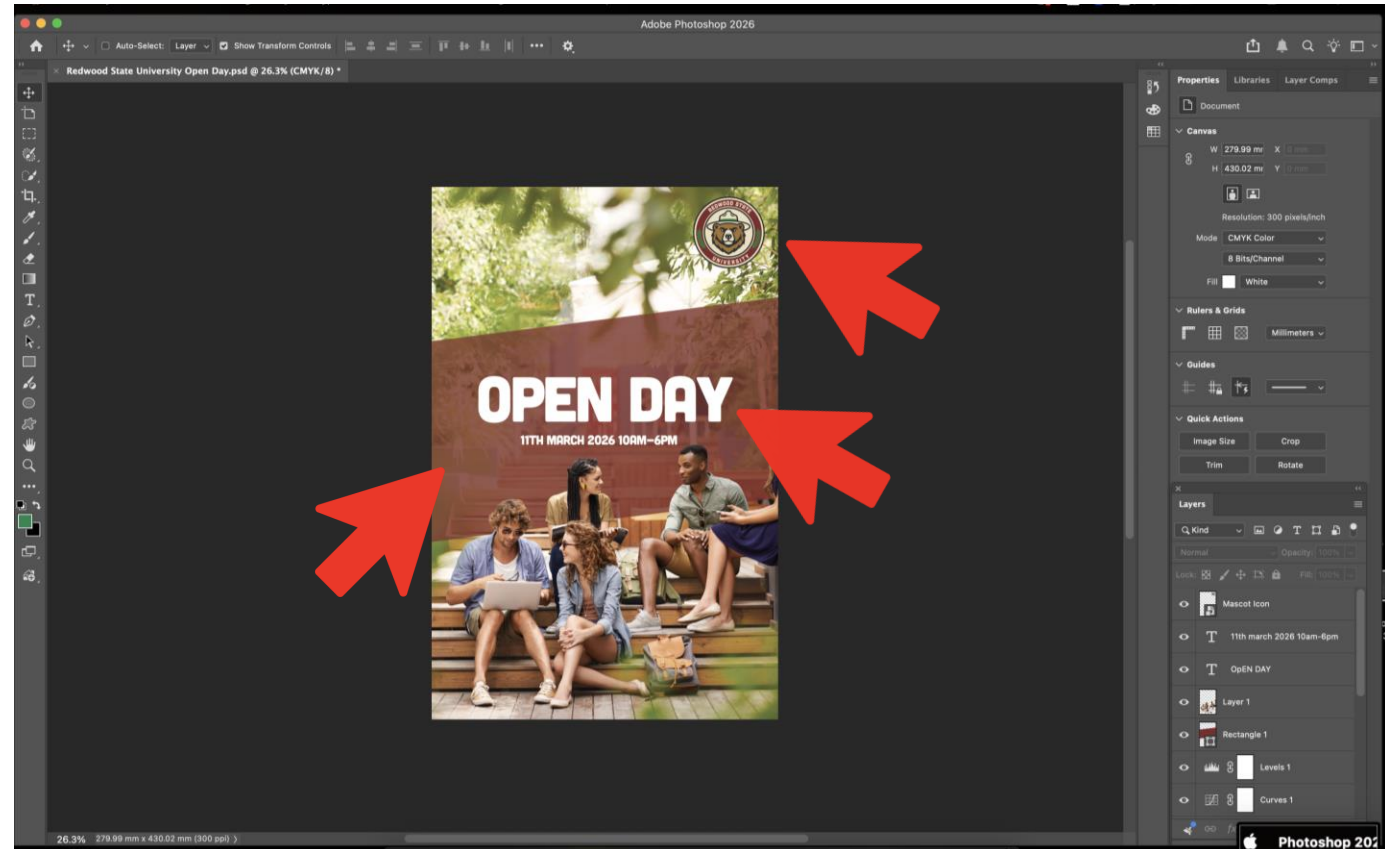


Content Creation Using: Adobe Photoshop (11 of 11)

Step 11:

- Alongside photo editing, Photoshop includes tools for creating promotional and branded content. You can add typography, shapes, graphics, and logos as separate layers to build up your design.

Step 11: Other significant tools

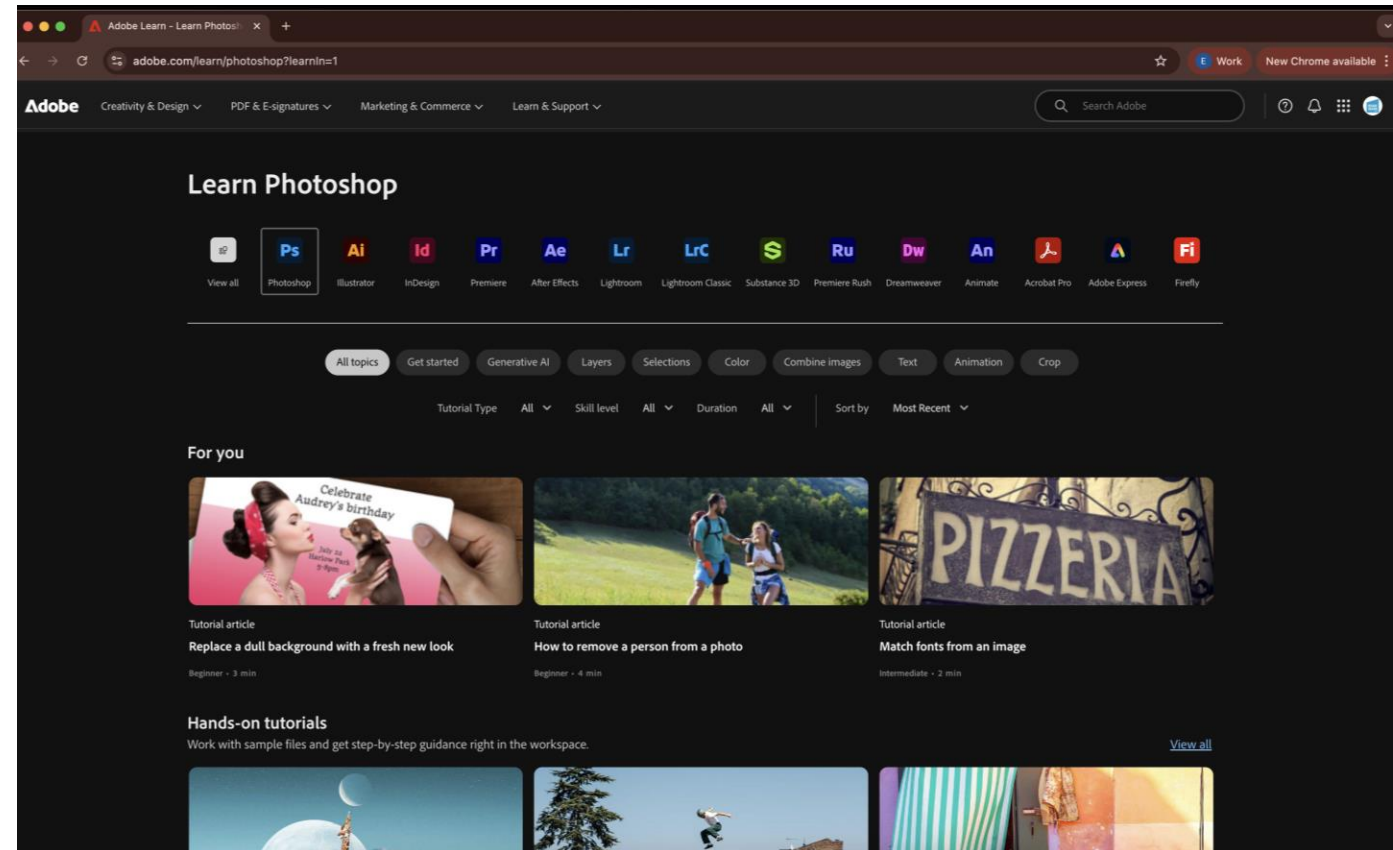


Additional Adobe Photoshop Tutorials

Looking for more tips and inspiration? Browse these additional tutorials and resources to learn more about using Adobe Photoshop for marketing and content creation.

[Browse tutorials here.](#)

Online Photoshop tutorials



Asset Creation

Overview of Content Creation Using: adobe Illustrator

Adobe



Goal

- In this use case, we will create a simple university ranking badge that can be reused across a range of marketing materials. The aim is to design a scalable vector graphic that remains high quality across print and digital formats.

Link to video: <https://youtu.be/D46FRgAZlsU>

Adobe



Content Creation Using: Adobe Illustrator (1 of 12)

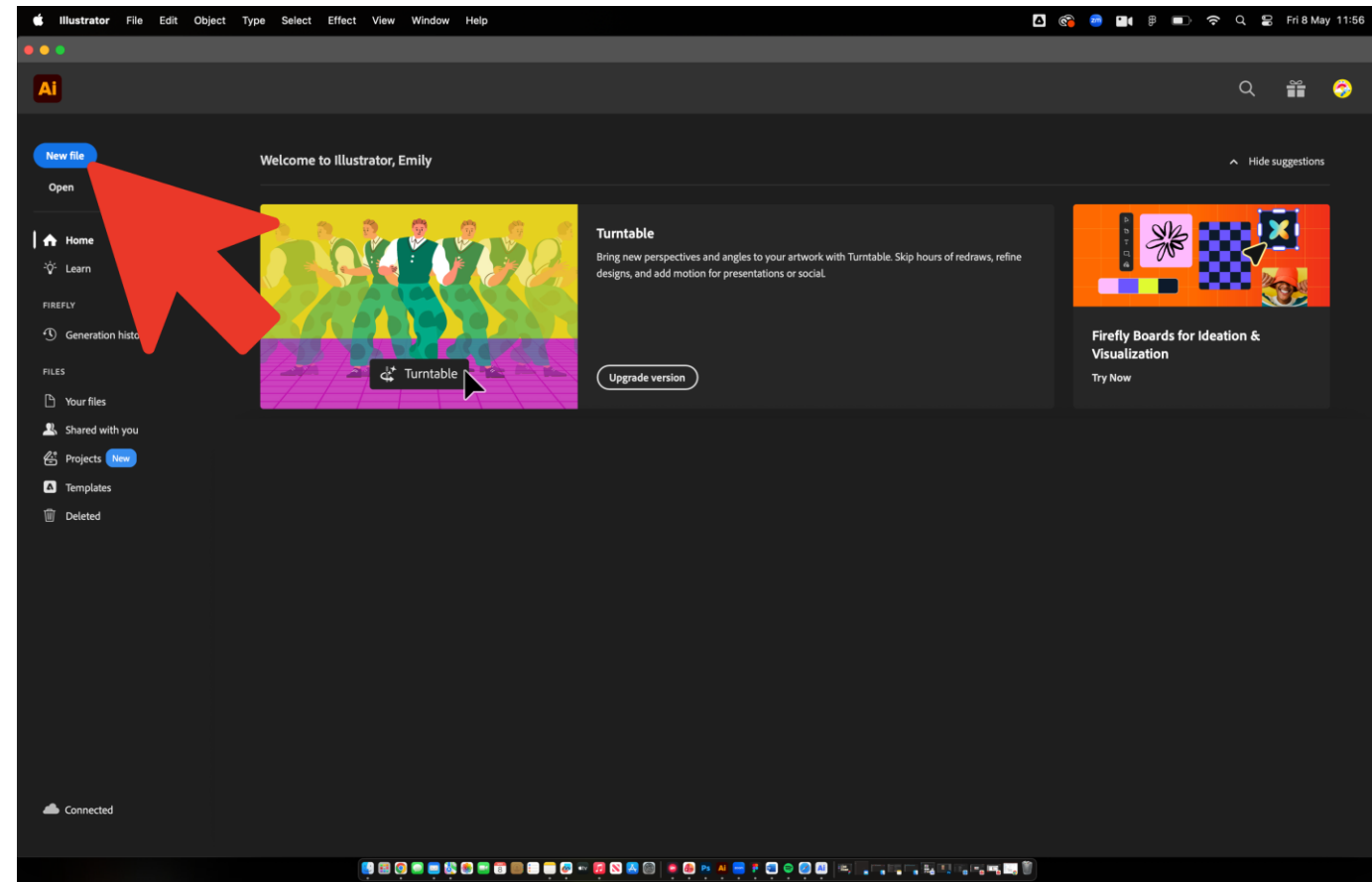
Step 1: Open Adobe Illustrator and select “New file.”

Go to next slide to complete the steps.

If you need additional support at any stage, please refer to [Adobe's HelpX](#) resources for tutorials, guides, and troubleshooting information.



Step 1: Open Adobe Illustrator



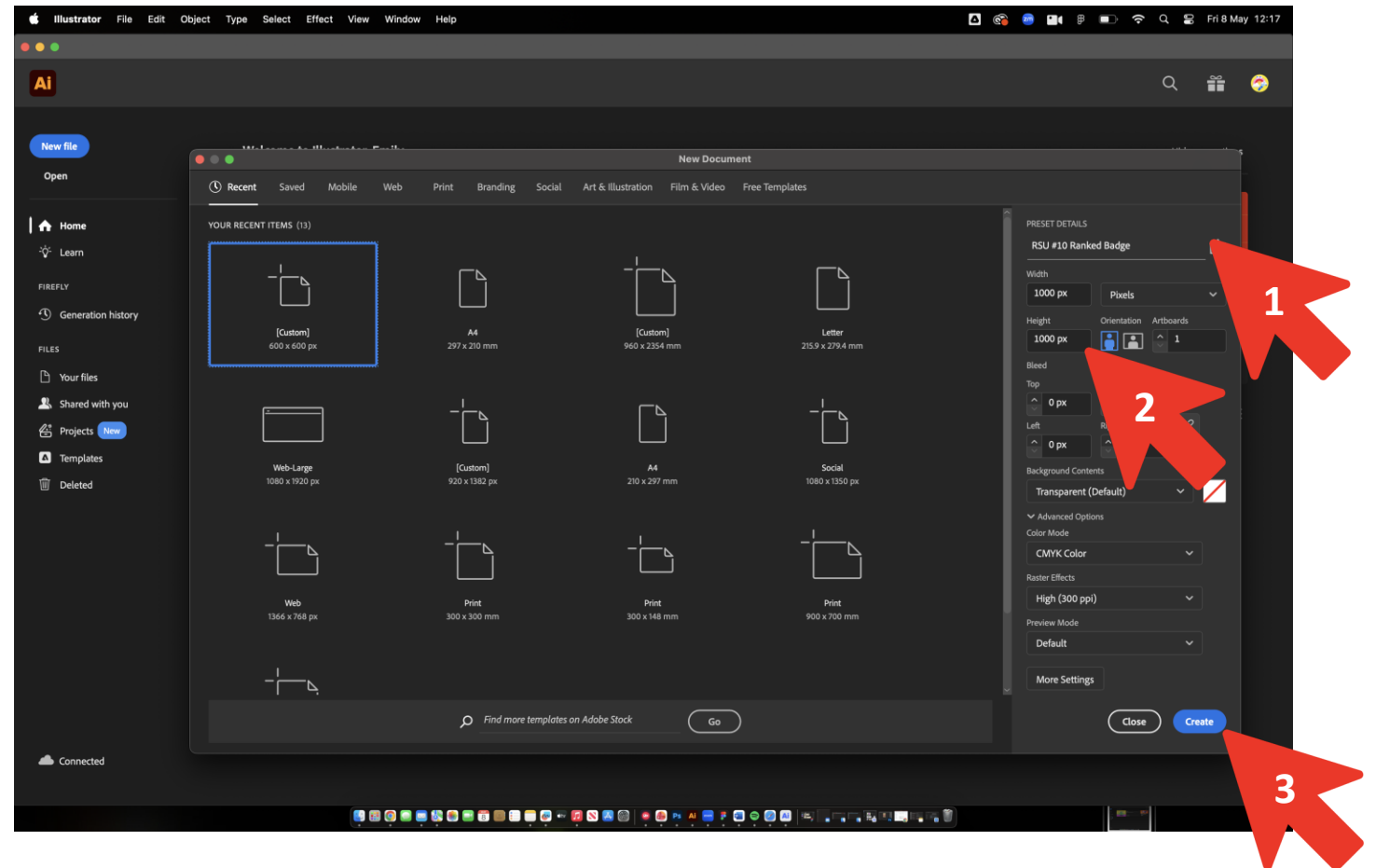
Content Creation Using: Adobe Illustrator (2 of 12)

Step 2:

- A settings window will appear.
- Enter a name for your file.
- Set the required artboard dimensions.
- Review your settings and click “Create” to open the document.

Go to next slide to complete the steps.

Step 2: Start a new file



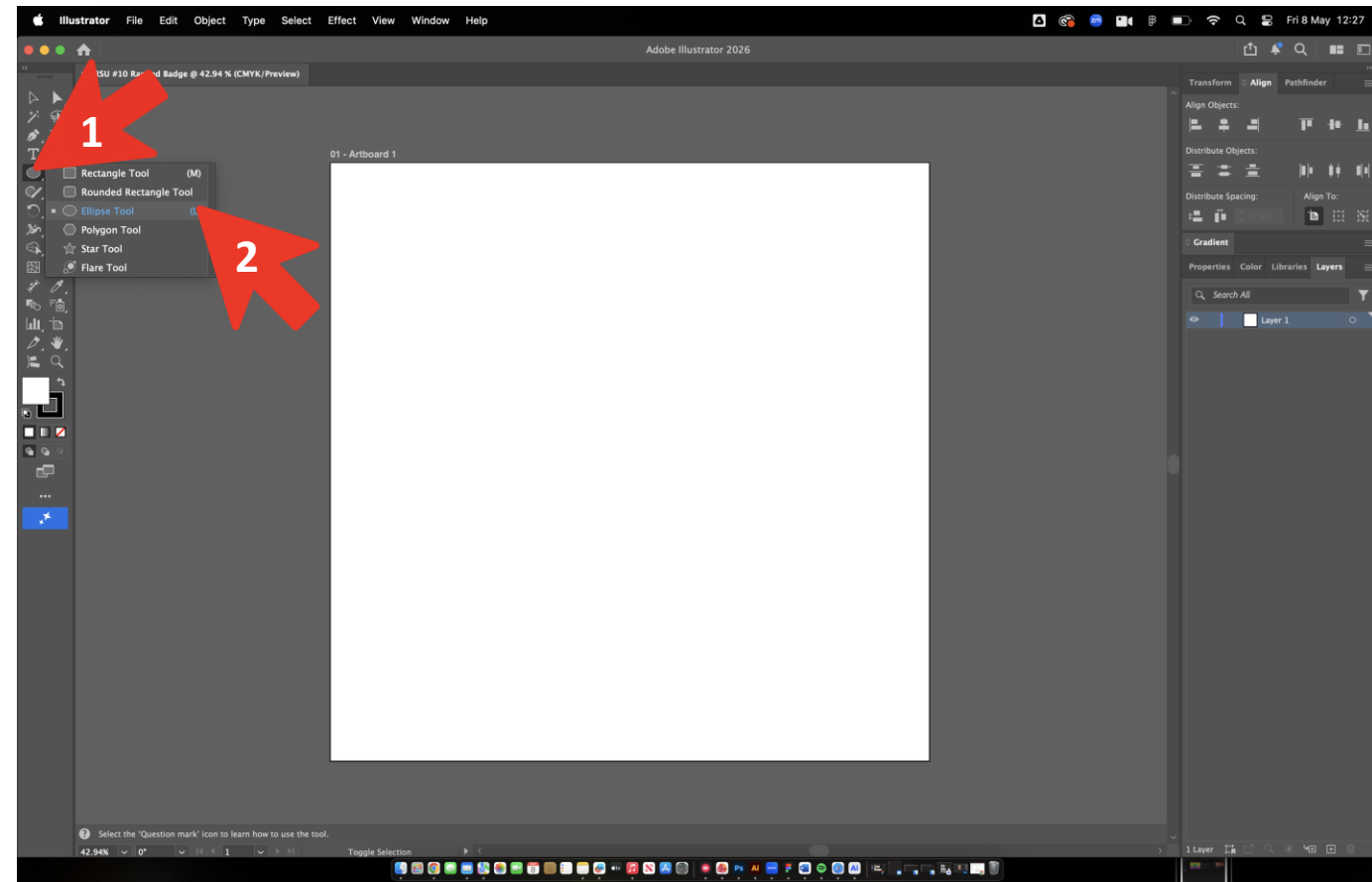
Content Creation Using: Adobe Illustrator (3 of 12)

Step 3:

- Go to the **toolbar** on the left-hand side.
- Click and hold the **"Shape Tool"** to reveal additional shape options.
- From the menu, select the **"Ellipse Tool."**

Go to next slide to complete the steps.

Step 3: Select "Ellipse Tool"



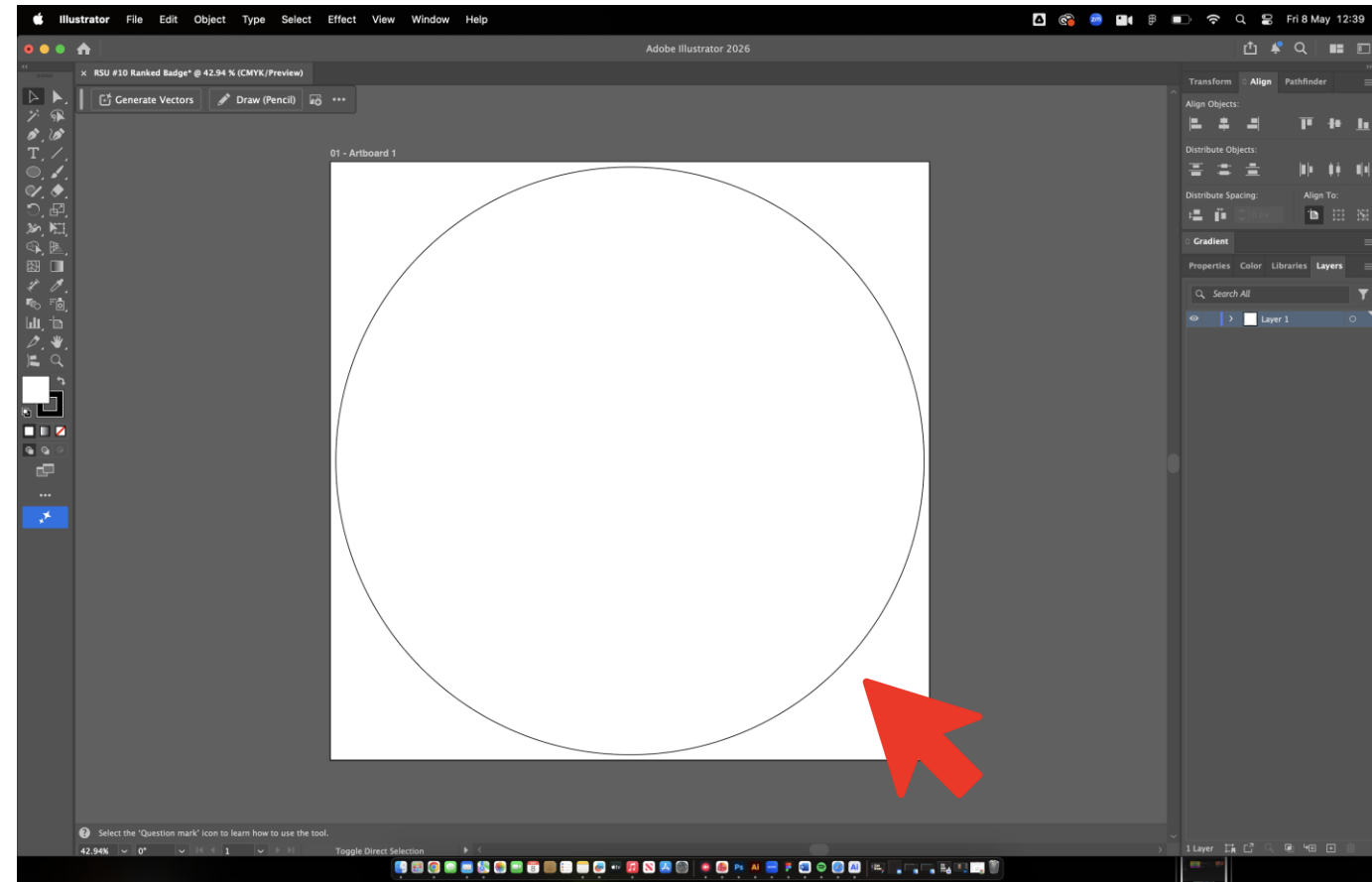
Content Creation Using: Adobe Illustrator (4 of 12)

Step 4:

- Hold the “Shift” key while clicking and dragging to create a perfectly proportioned circle at your desired size.

Go to next slide to complete the steps.

Step 4: Create a circle



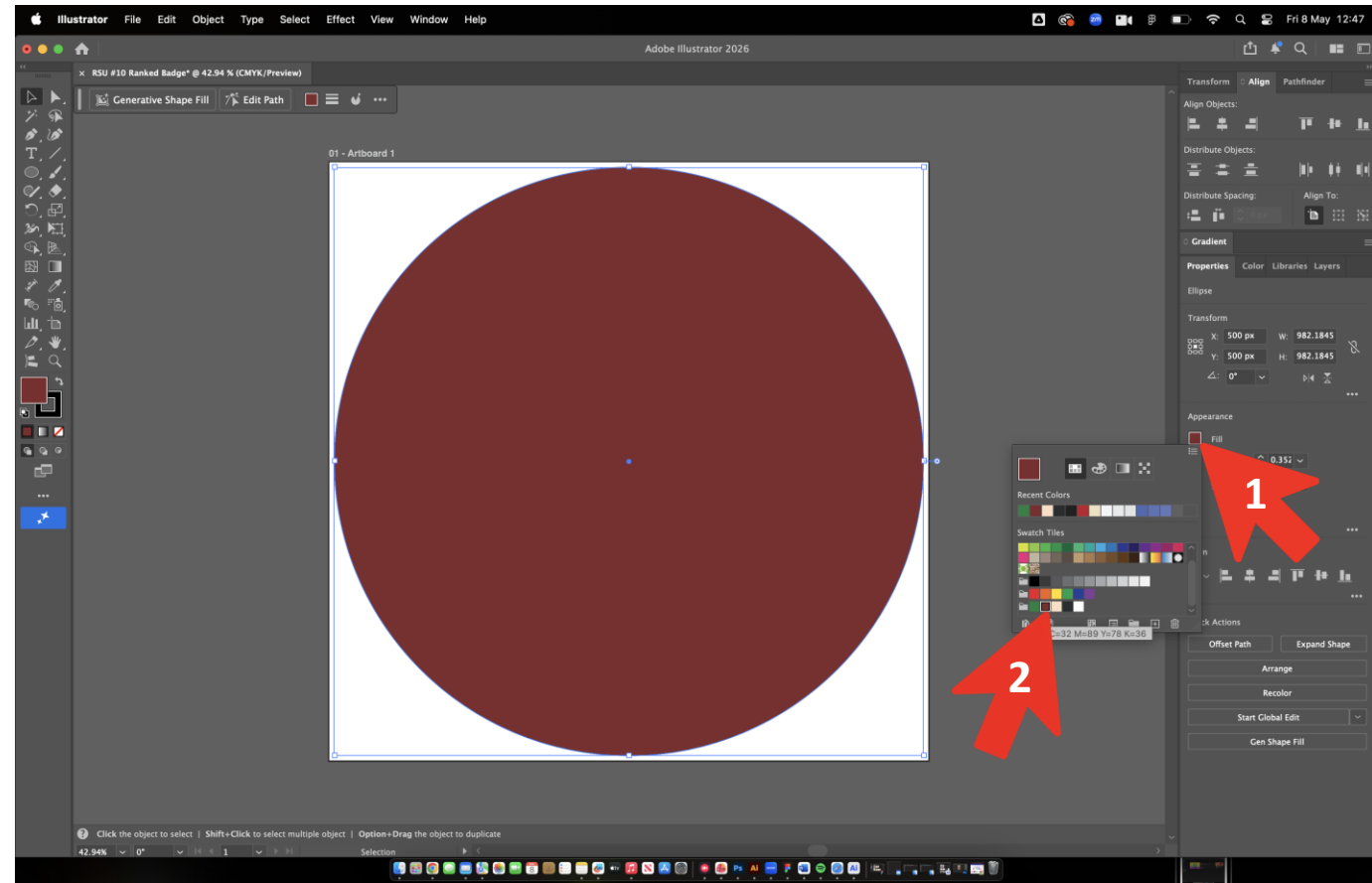
Content Creation Using: Adobe Illustrator (5 of 12)

Step 5:

- Press the “V” key to activate the Selection Tool, then select your circle.
- In the Properties panel on the right-hand side, click the color box next to “Fill.”
- This will open the color options, where you can choose a fill color for your shape.

Go to next slide to complete the steps.

Step 5: Change fill color



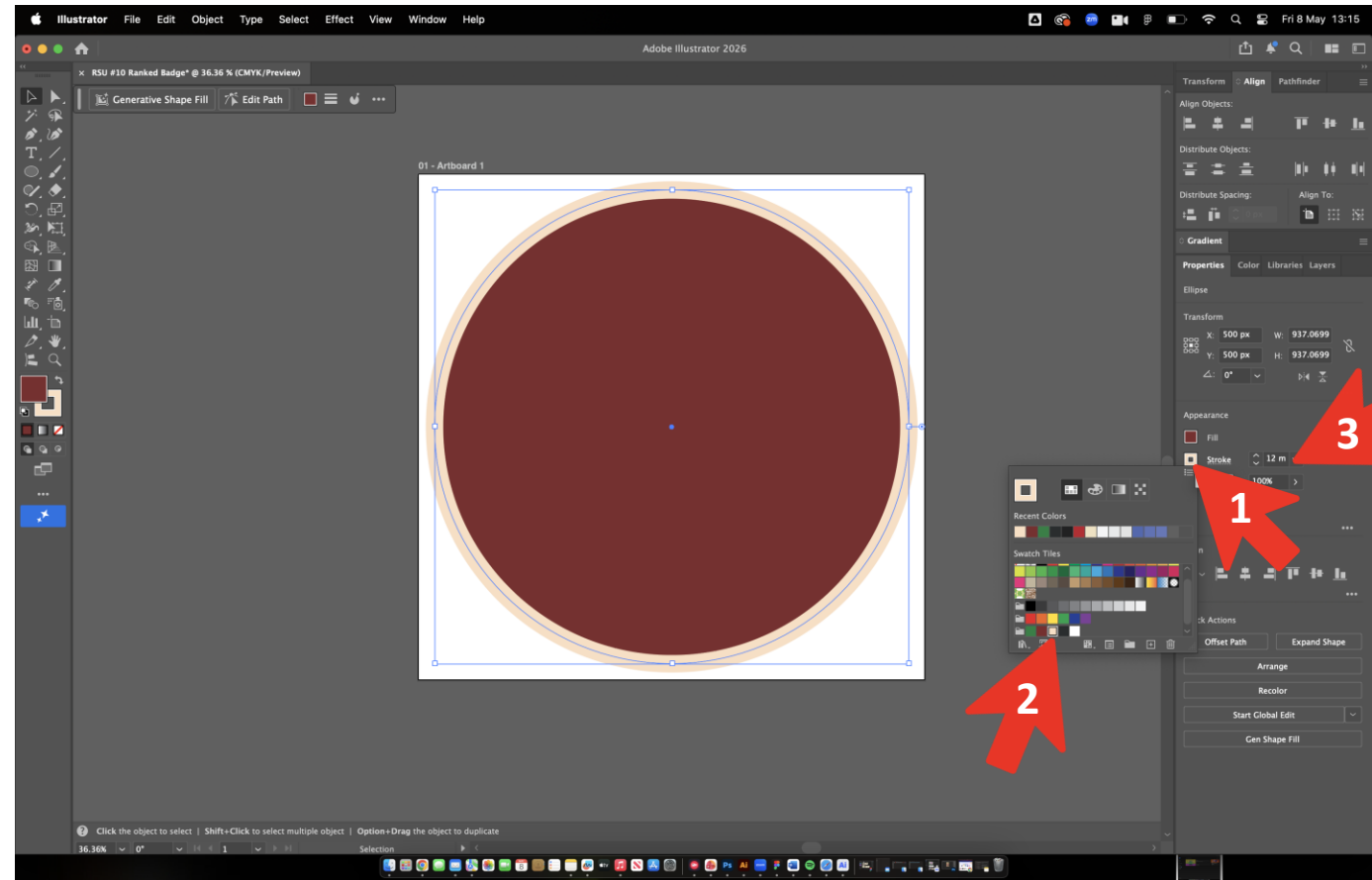
Content Creation Using: Adobe Illustrator (6 of 12)

Step 6:

- To change the color of the stroke (circle outline), click the color box next to **"Stroke."**
- Select your desired color from the color picker.
- To adjust the stroke width, use the dropdown menu to the right of **"Stroke."**
- Choose the thickness you would like to apply to the outline.

Go to next slide to complete the steps.

Step 6: Stroke colour and width



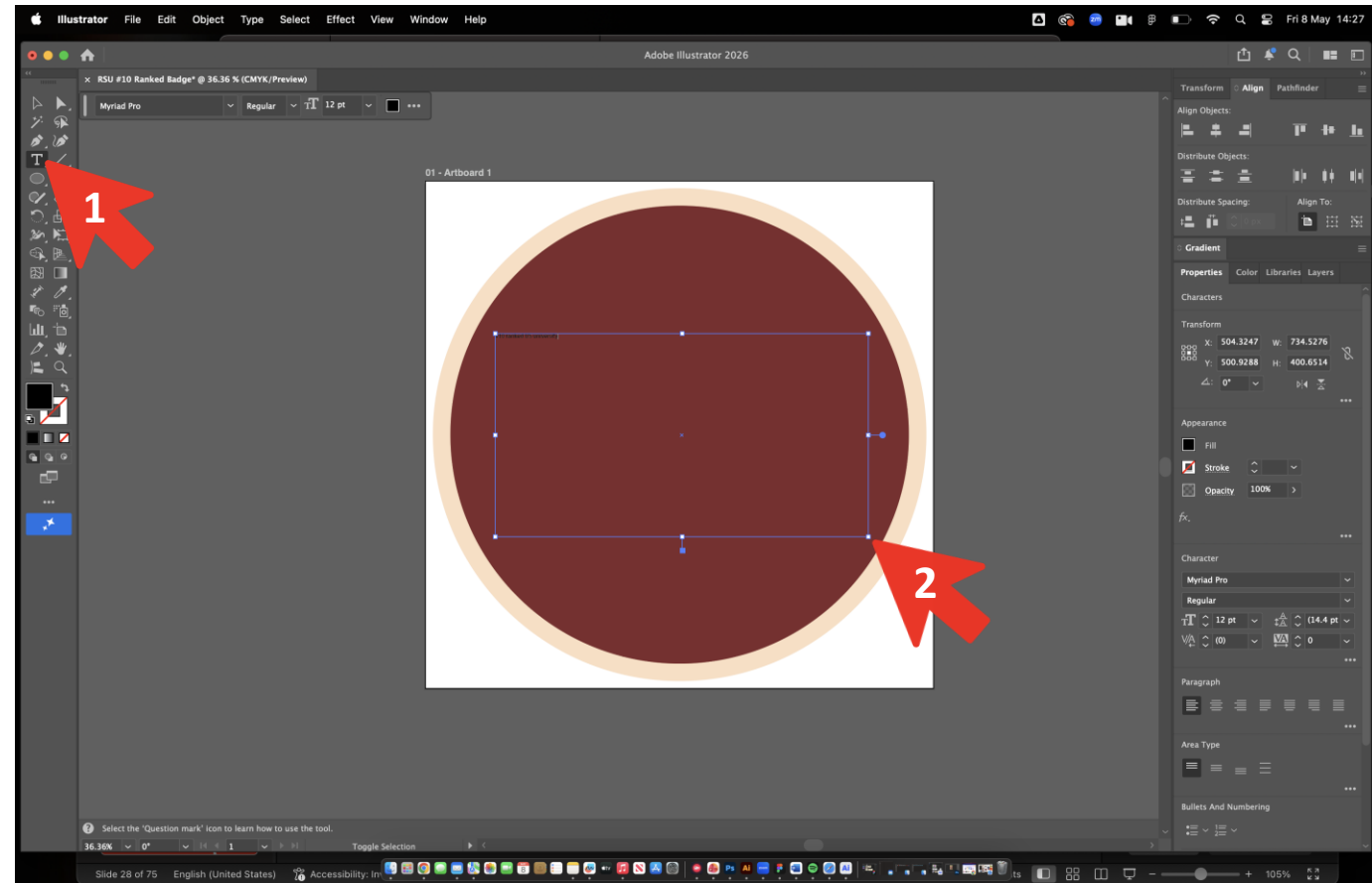
Content Creation Using: Adobe Illustrator (7 of 12)

Step 7:

- Select the “Type Tool” from the left-hand toolbar.
- Click and drag across the artboard to create a text box.
- Enter your desired text into the text box.
- Adjust the size and position of the text box as needed.

Go to next slide to complete the steps.

Step 7: Add textbox



Content Creation Using: Illustrator (8 of 12)

Step 8:

- Highlight the text you want to edit.
- Use the toolbar at the top of the screen or the Properties panel to adjust the text settings.
- Change the font, font size, color, and alignment as needed.

Go to next slide to complete the steps.

Step 8: Edit text



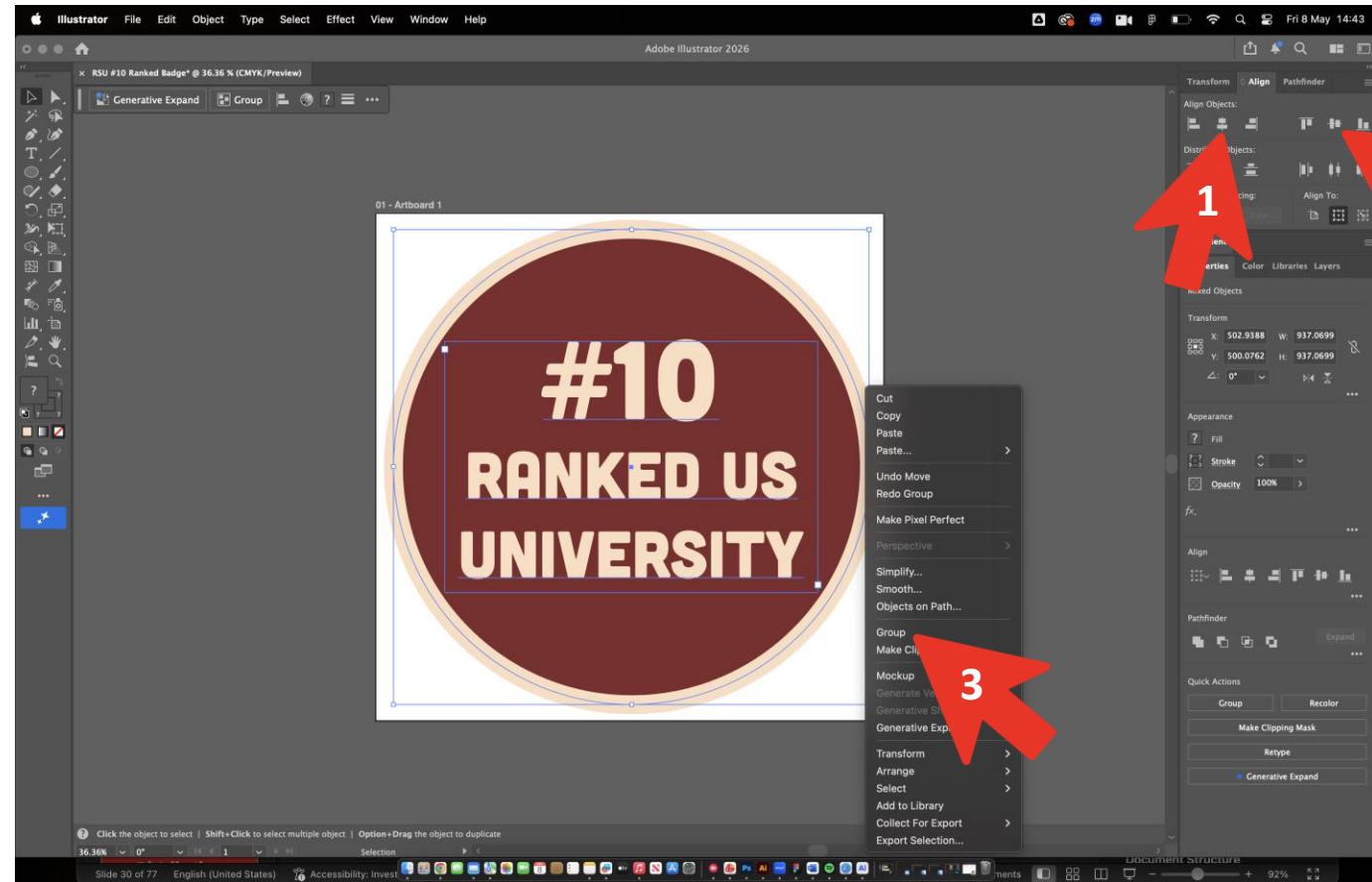
Content Creation Using: Adobe Illustrator (9 of 12)

Step 9:

- Select both the text and the circle by clicking and dragging your cursor over both elements.
- Open the **Align** panel on the right-hand side.
- Click **"Align Center Horizontal"** to align the elements horizontally.
- Click **"Align Center Vertical"** to align the elements vertically.
- The text should now be centered within the circle.
- Right-click on the selected elements and choose **"Group"** to combine them into a single object.

Go to next slide to complete the steps.

Step 9: Edit text



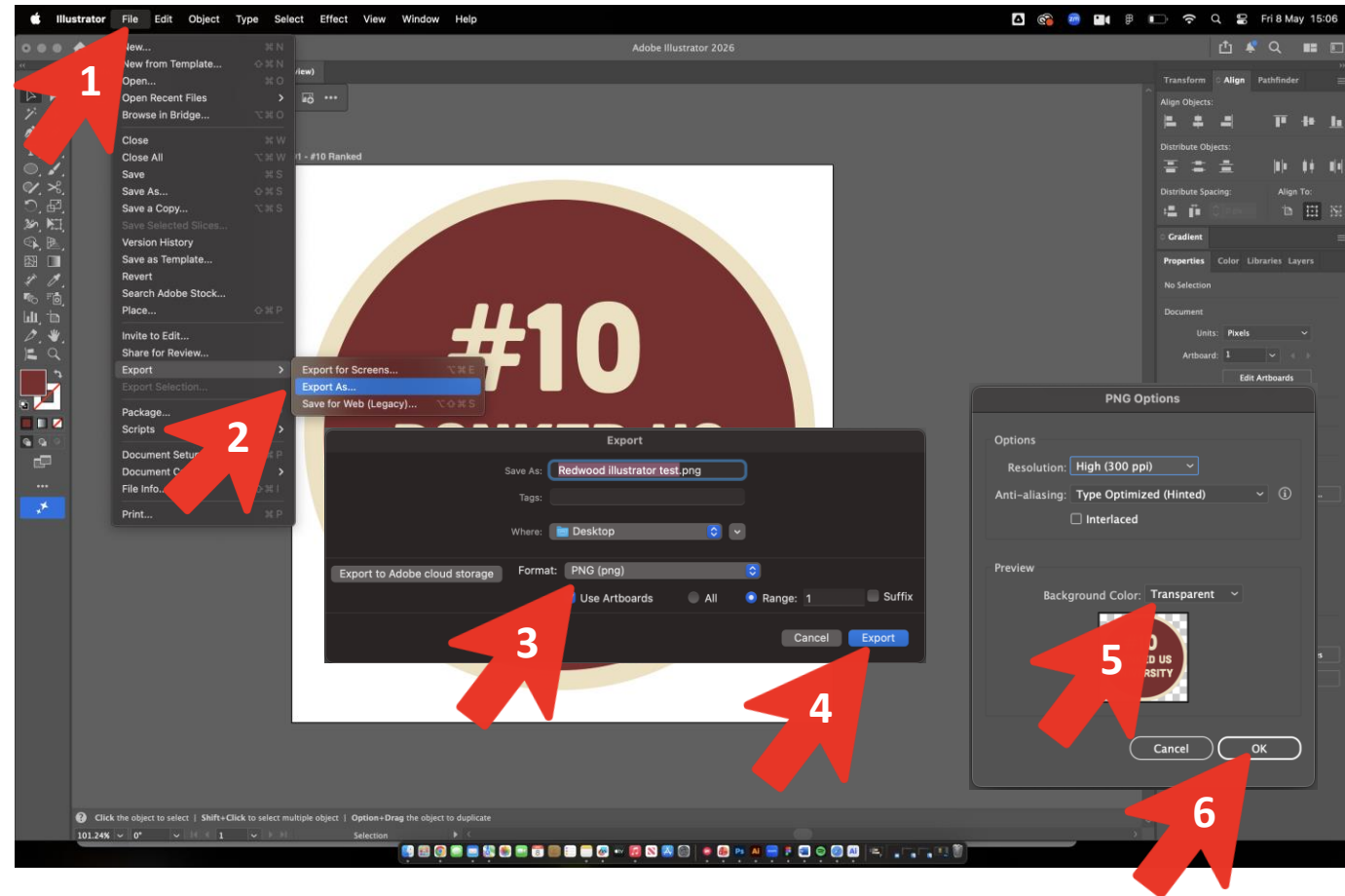
Content Creation Using: Adobe Illustrator (10 of 12)

Step 10:

- Go to File > Export > Export As.
- Enter a name for your file.
- Select PNG as the file format.
- Click “Export.”
- In the export settings window, set the background to **Transparent**.
- Click “OK” or “Export” to complete the process.
- Your graphic can now be placed over existing content without a visible background.

Go to next slide to complete the steps.

Step 10: Export with a transparent background

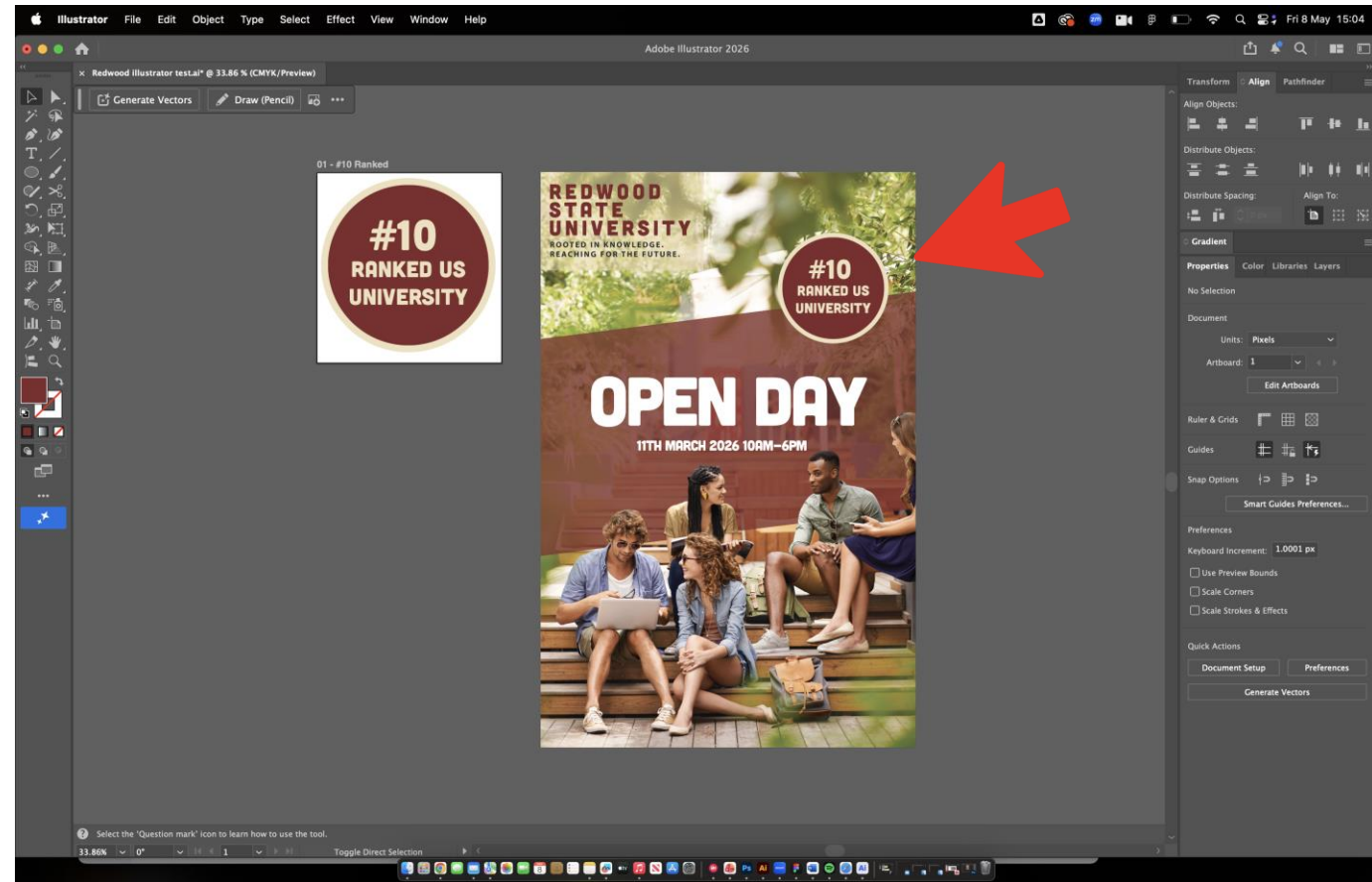


Content Creation Using: Adobe Illustrator (11 of 12)

Step 11:

- Creating scalable graphics in Illustrator allows assets to be reused across multiple projects without losing quality.
- Because vector graphics are resolution-independent, they remain sharp at any size.
- Reusable assets can be quickly adapted for different formats, including social media, print, web, and presentations.
- Building a library of consistent graphics helps streamline content creation and maintain brand consistency across campaigns.
- This approach saves time and reduces the need to recreate assets for different uses.

Step 11: Apply to new or existing graphics

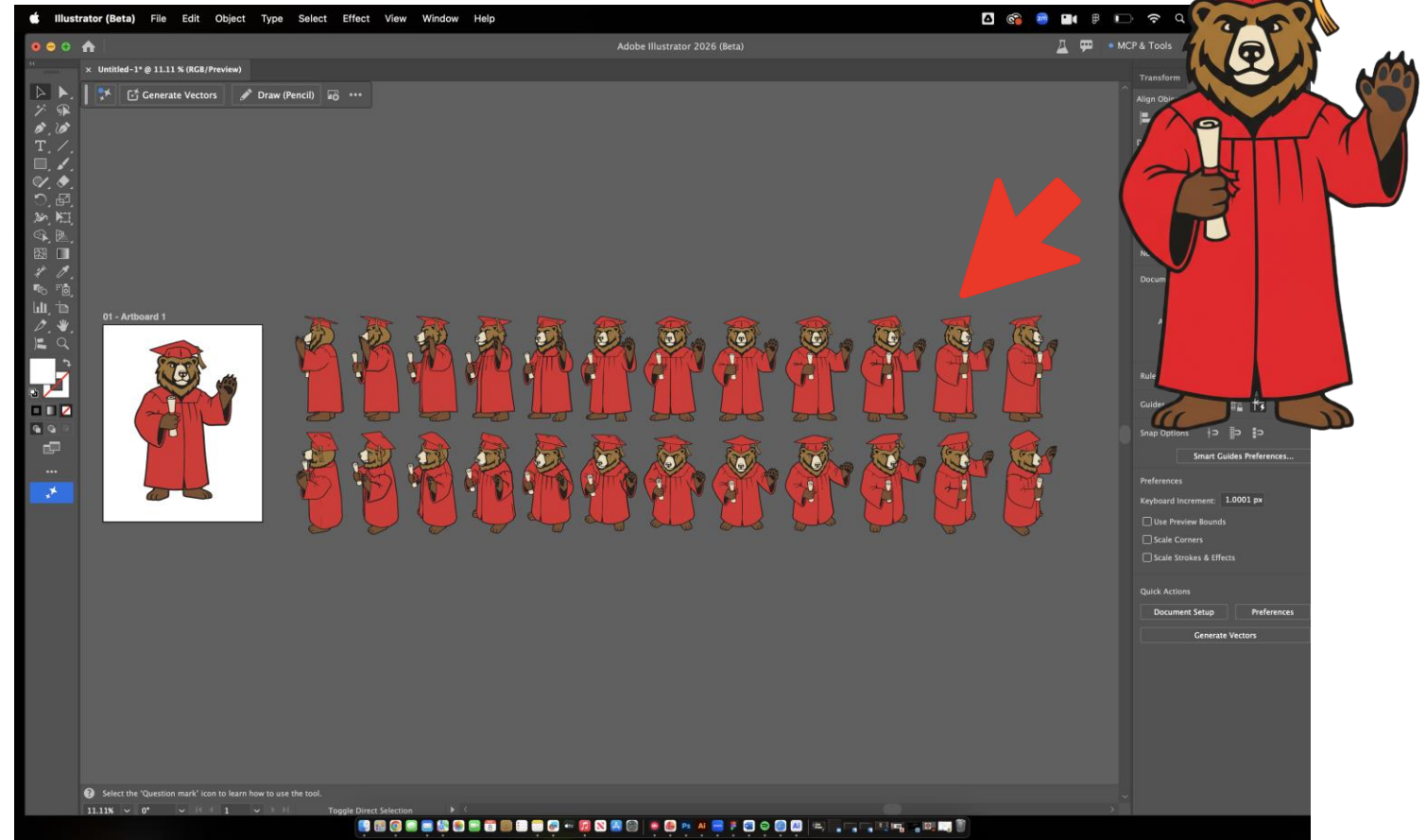


Content Creation Using: Adobe Illustrator (12 of 12)

Step 12:

- Another feature worth pointing out is “Turntable,” available in Adobe Illustrator (Beta). This tool generates multiple angles of a vector with just one click, allowing you to quickly shift the perspective of existing icons, mascots, and other vector assets. This makes your designs more adaptable and helps speed up workflow by reducing the need to manually redraw or adjust different viewpoints.

Step 12: Using turntable to easily adapt graphics

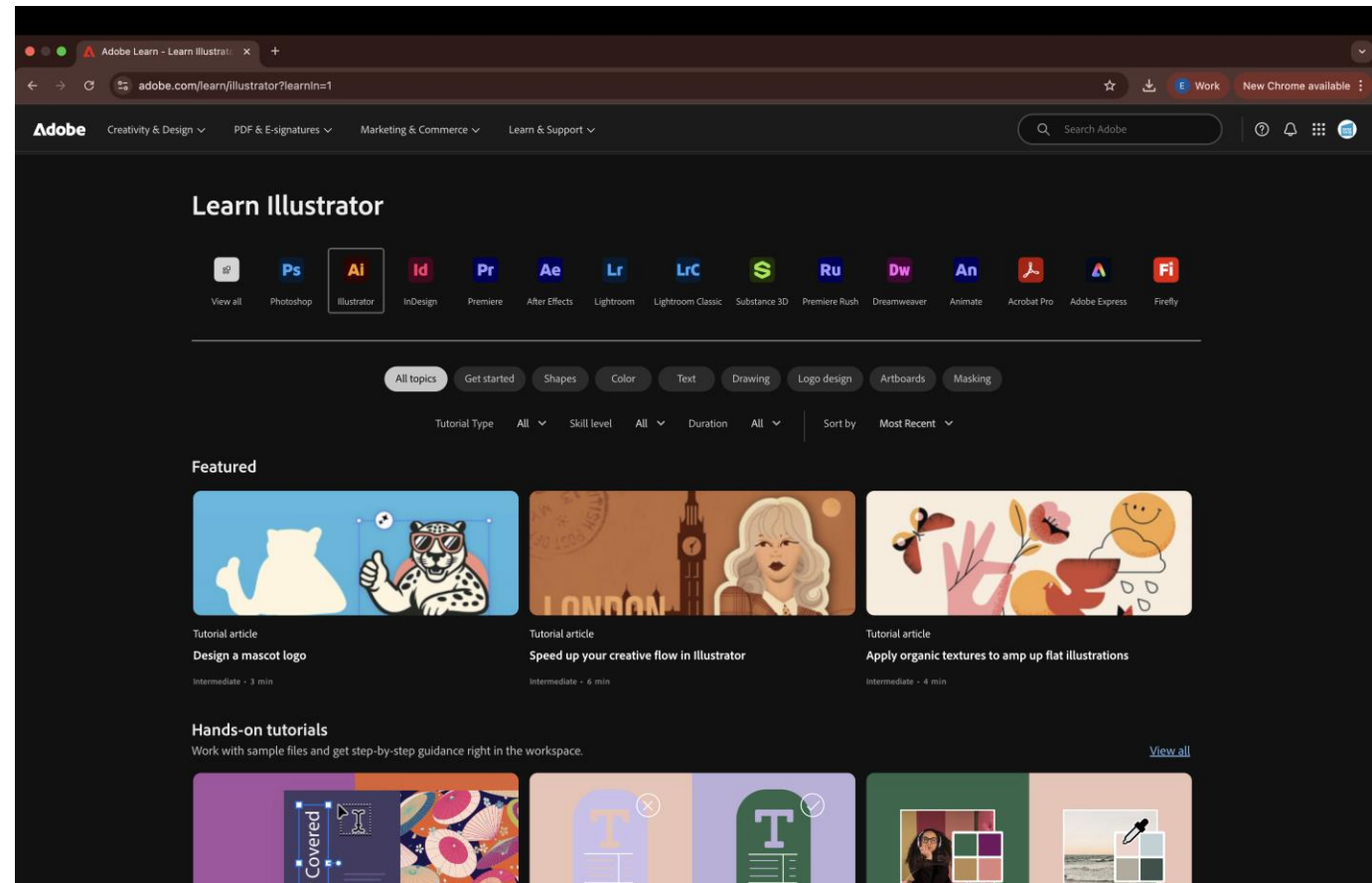


Additional Adobe Illustrator Tutorials

Looking for more tips and inspiration? Browse these additional tutorials and resources to learn more about using Adobe Illustrator for marketing and content creation.

[Browse tutorials here.](#)

Online Illustrator Tutorials



Asset Creation

Overview of Content Creation Using: Adobe Indesign



Goal

- In this use case, we will create a document template using consistent typography, colour, and layout styles. The aim is to streamline content creation and maintain visual consistency across marketing materials.

Link to video: <https://youtu.be/qhxs2QLdKbE>



Content Creation Using: Adobe InDesign (1 of 17)

Step 1:

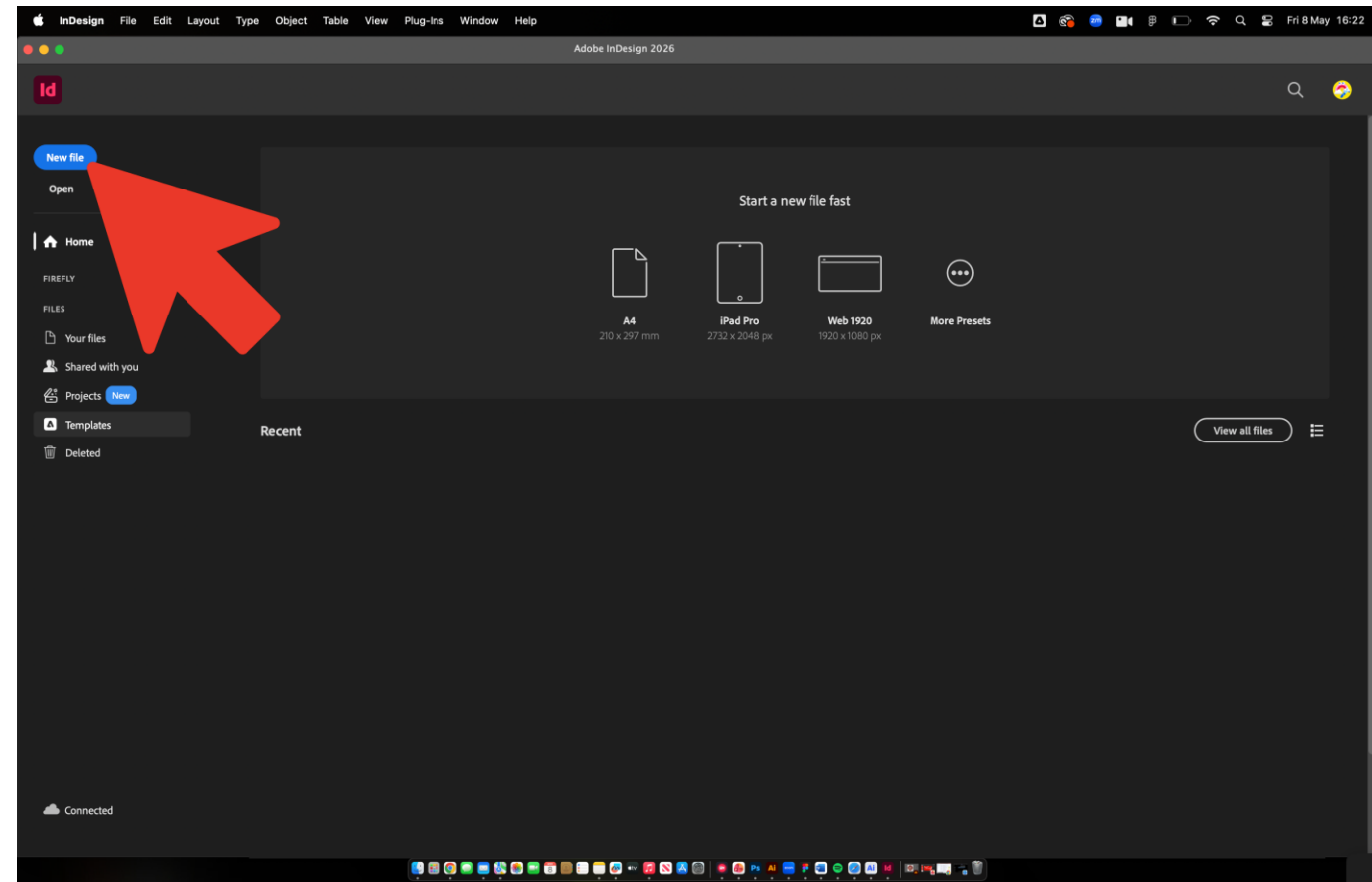
- Open Adobe InDesign and select “New file.”

Go to next slide to complete the steps.

If you need additional support at any stage, please refer to [Adobe's HelpX](#) resources for tutorials, guides, and troubleshooting information.



Step 1: Open Adobe InDesign



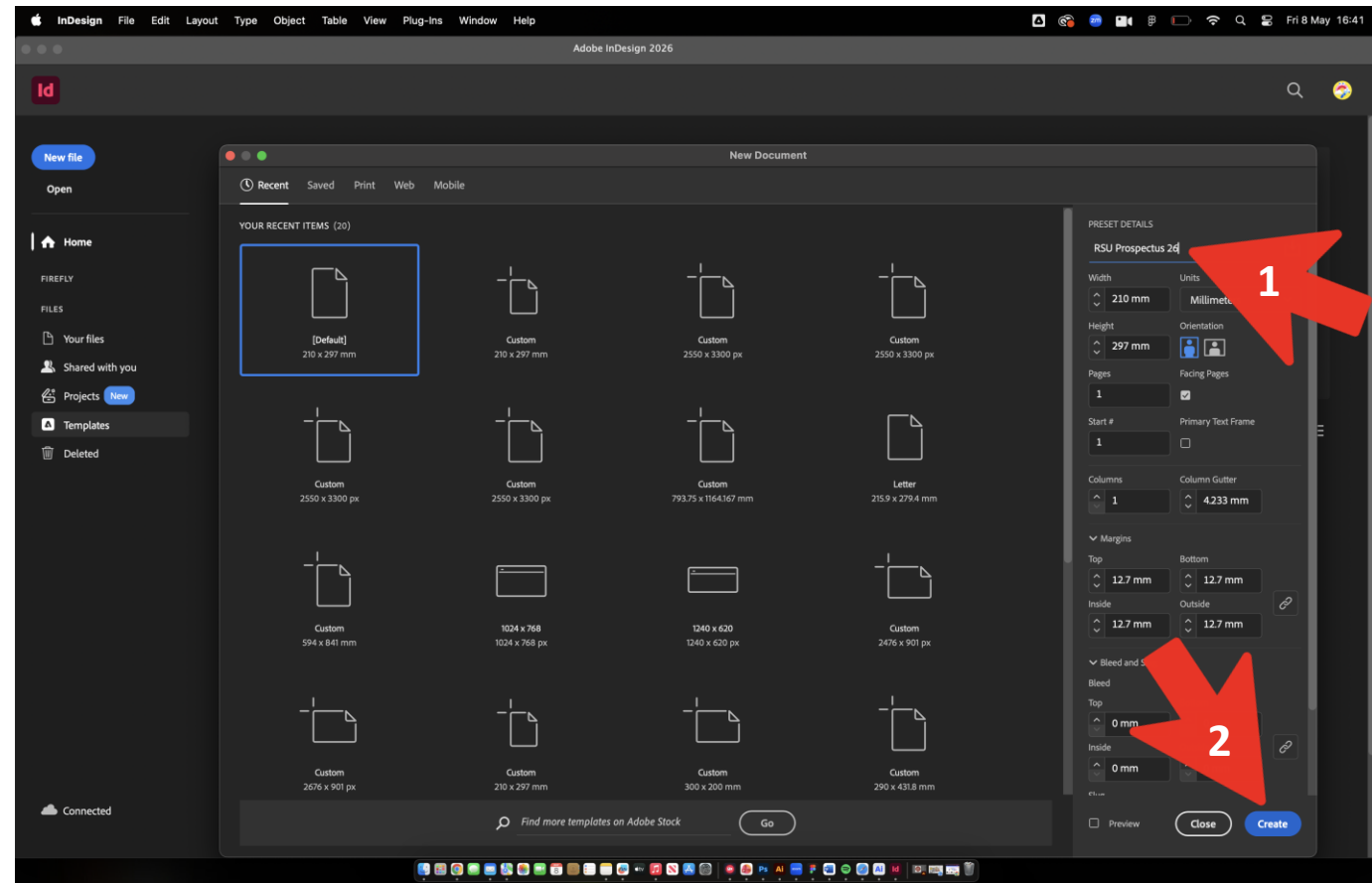
Content Creation Using: Adobe InDesign (2 of 17)

Step 2:

- Enter a name for your file.
- Set up the document specifications, including the page size and margins.
- Review your settings to ensure they meet your requirements.
- Click “Create” to open the document.

Go to next slide to complete the steps.

Step 2: Set-up your file



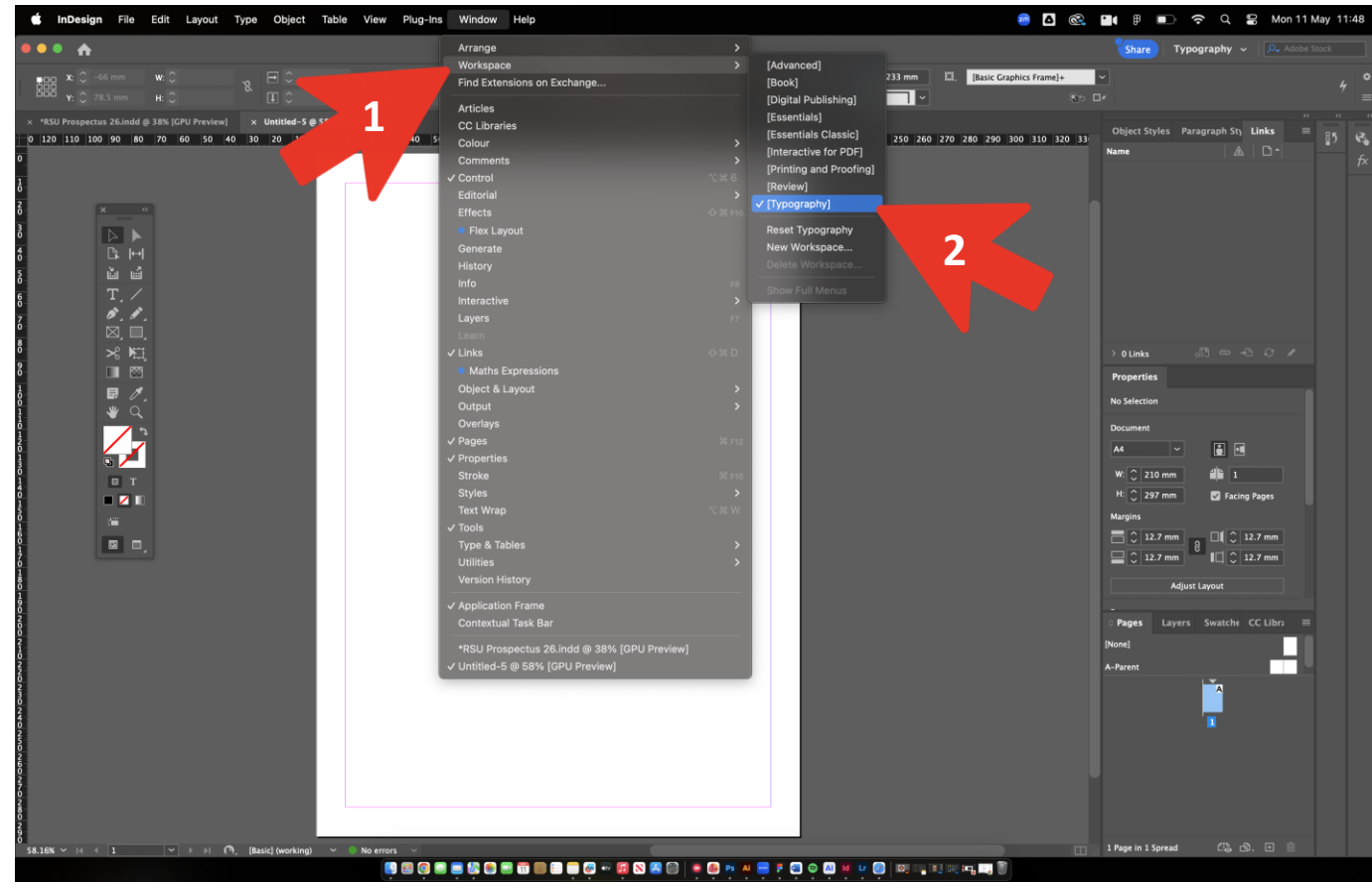
Content Creation Using: Adobe InDesign (3 of 17)

Step 3:

- Go to **Window > Workspace**.
- Select **"Typography"** from the list of workspace options.
- This will adjust the layout of the panels and tools.
- Using the same workspace helps ensure everyone is working with a consistent screen layout.

Go to next slide to complete the steps.

Step 3: Changing your workspace



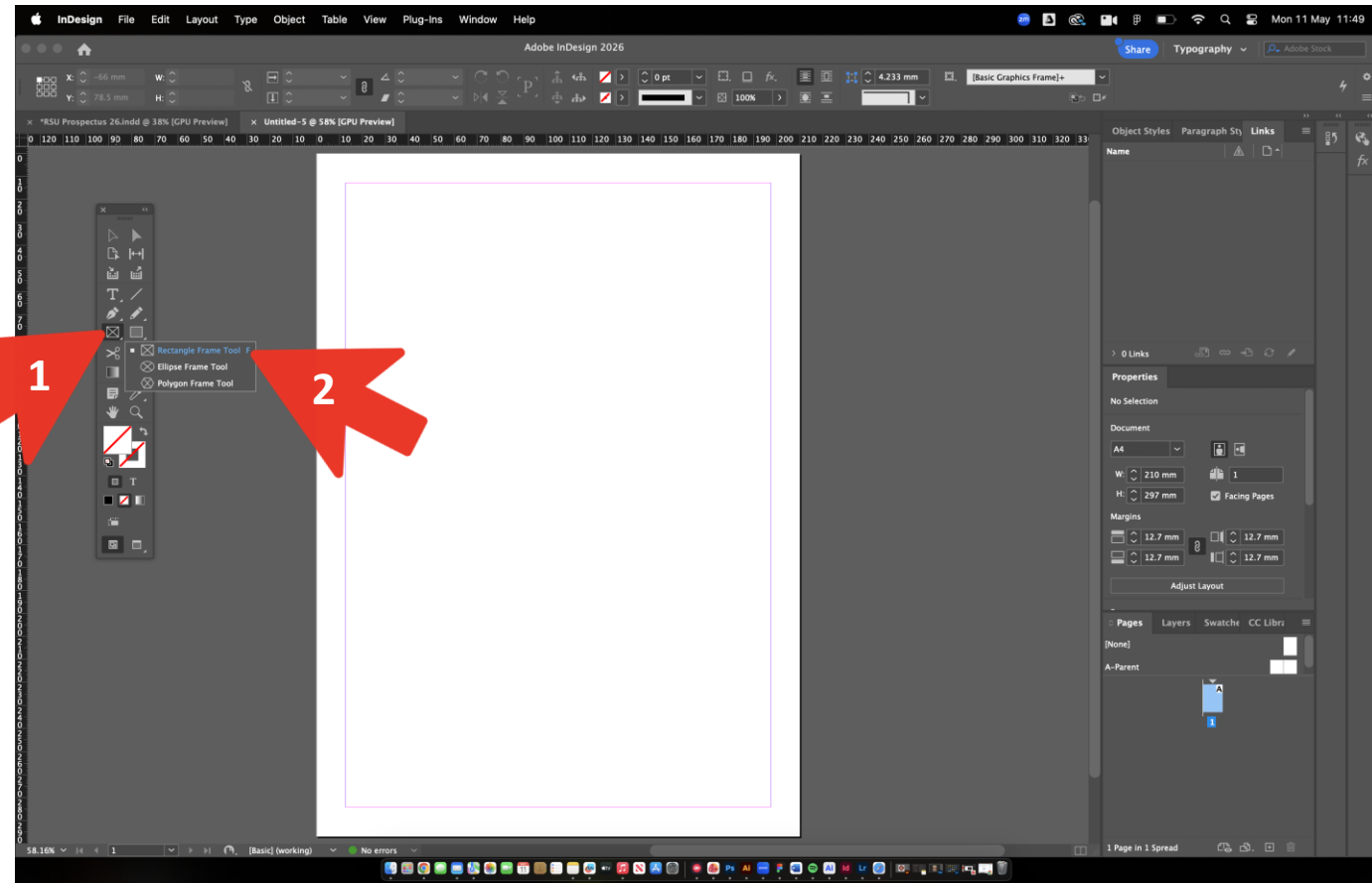
Content Creation Using: Adobe InDesign (4 of 17)

Step 4:

- Select the “Frame Tool” from the toolbar.
- Click and drag to create a frame at your desired size.
- In this example, the frame fills most of the page.
- The frame will act as a placeholder for content such as images, graphics, or text.

Go to next slide to complete the steps.

Step 4: Making a frame



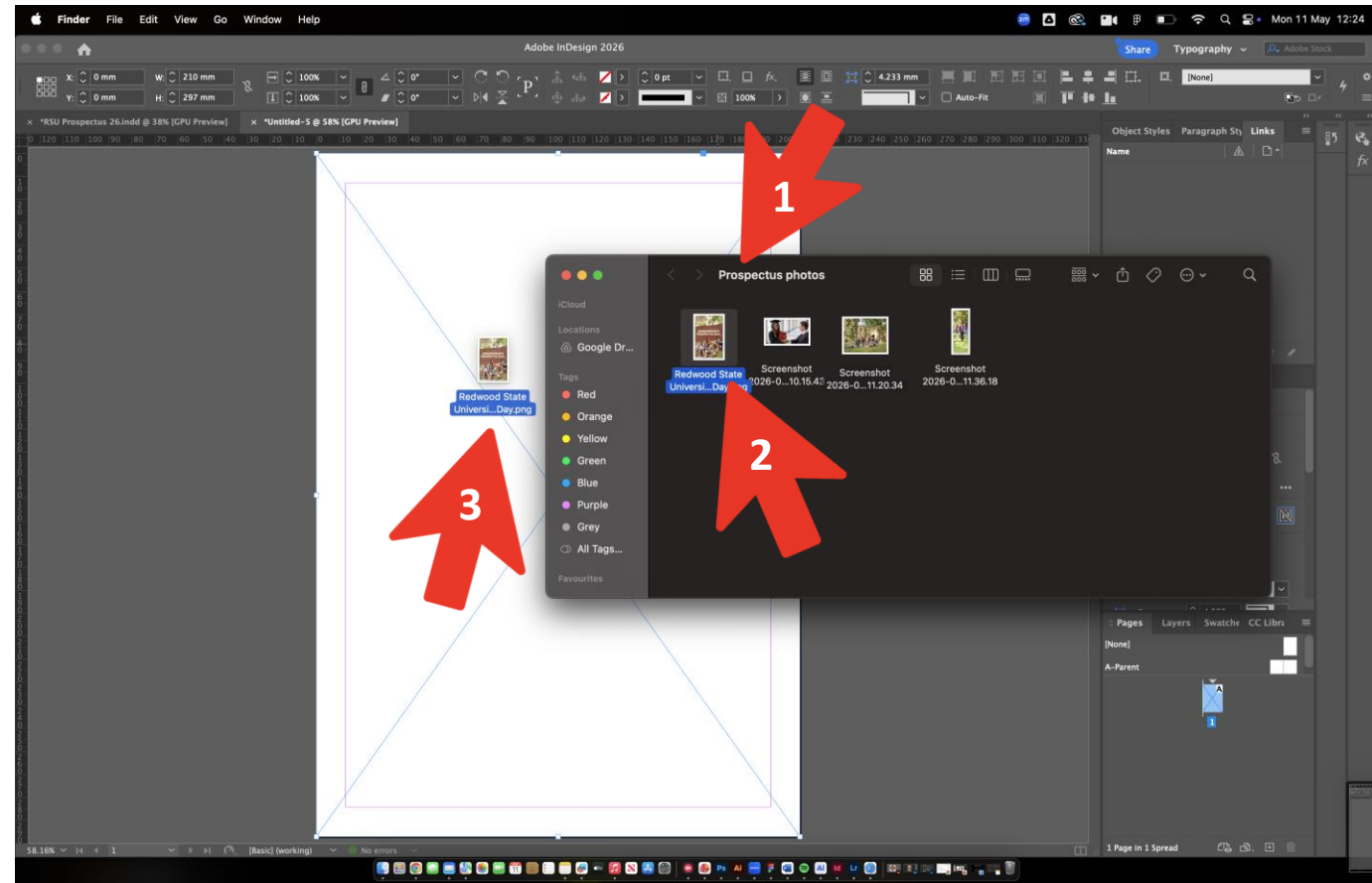
Content Creation Using: Adobe InDesign (5 of 17)

Step 5:

- Open the file on your computer that contains the assets you will be using.
- Drag and drop the cover image into the frame.
- The image will automatically be placed inside the selected frame.
- Position and adjust the image to fit your layout.

Go to next slide to complete the steps.

Step 5: Drop content into frame



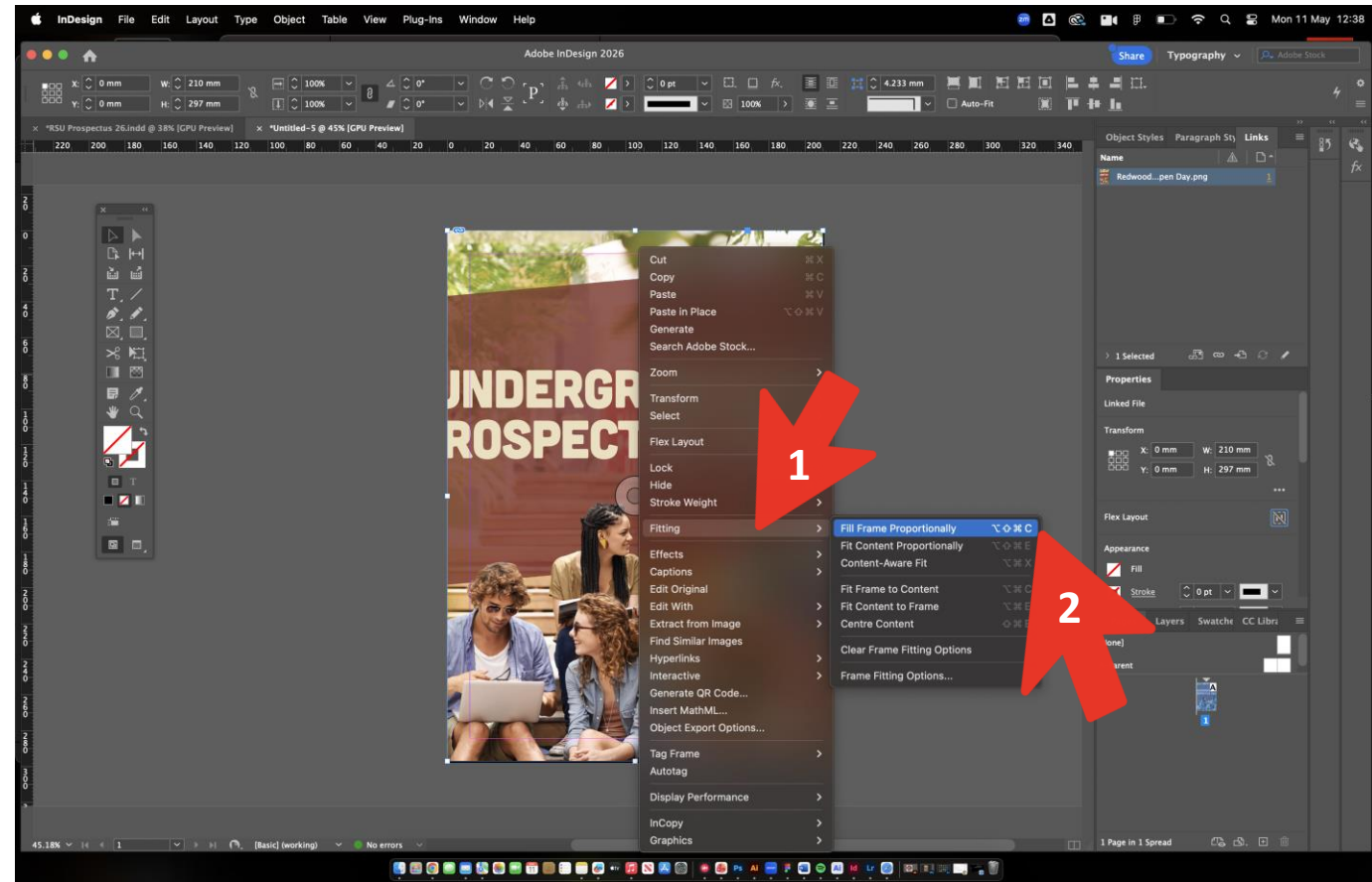
Content Creation Using: Adobe InDesign (6 of 17)

Step 6:

- Now you may find the image doesn't fit the frame exactly as intended.
- To fix this, right-click the image, scroll down to **"Fitting,"** then click **"Fill Frame Proportionally."**
- This will resize the image to fit the frame without distorting it.

Go to next slide to complete the steps.

Step 6: Fill the frame proportionally



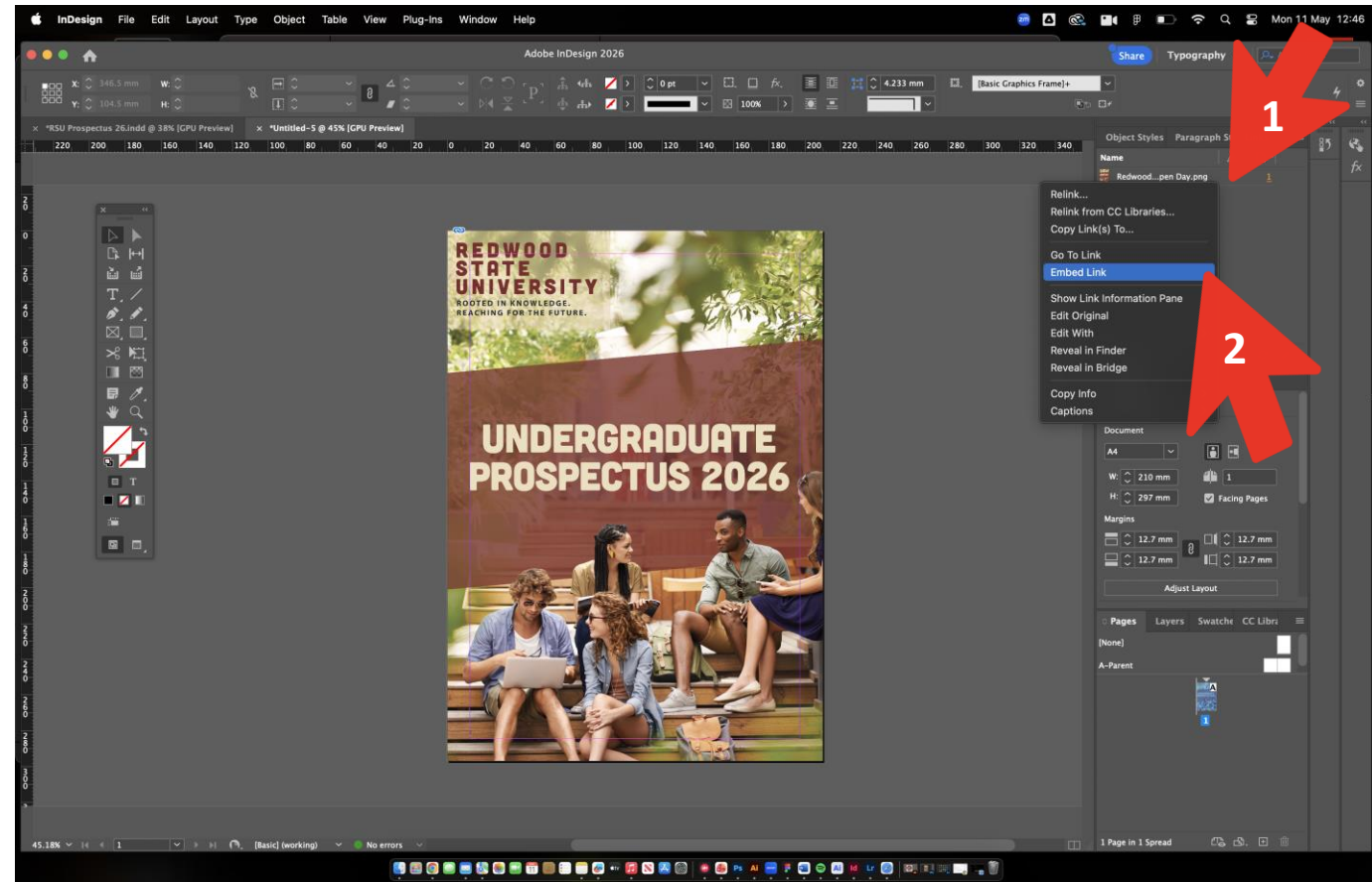
Content Creation Using: Adobe InDesign (7 of 17)

Step 7:

- Go to the Links panel and right-click your photo.
- Scroll down and click “Embed Link.”
- Embedding the link ensures that no images are lost when sharing the file with colleagues or printers.

Go to next slide to complete the steps.

Step 7: Embed content



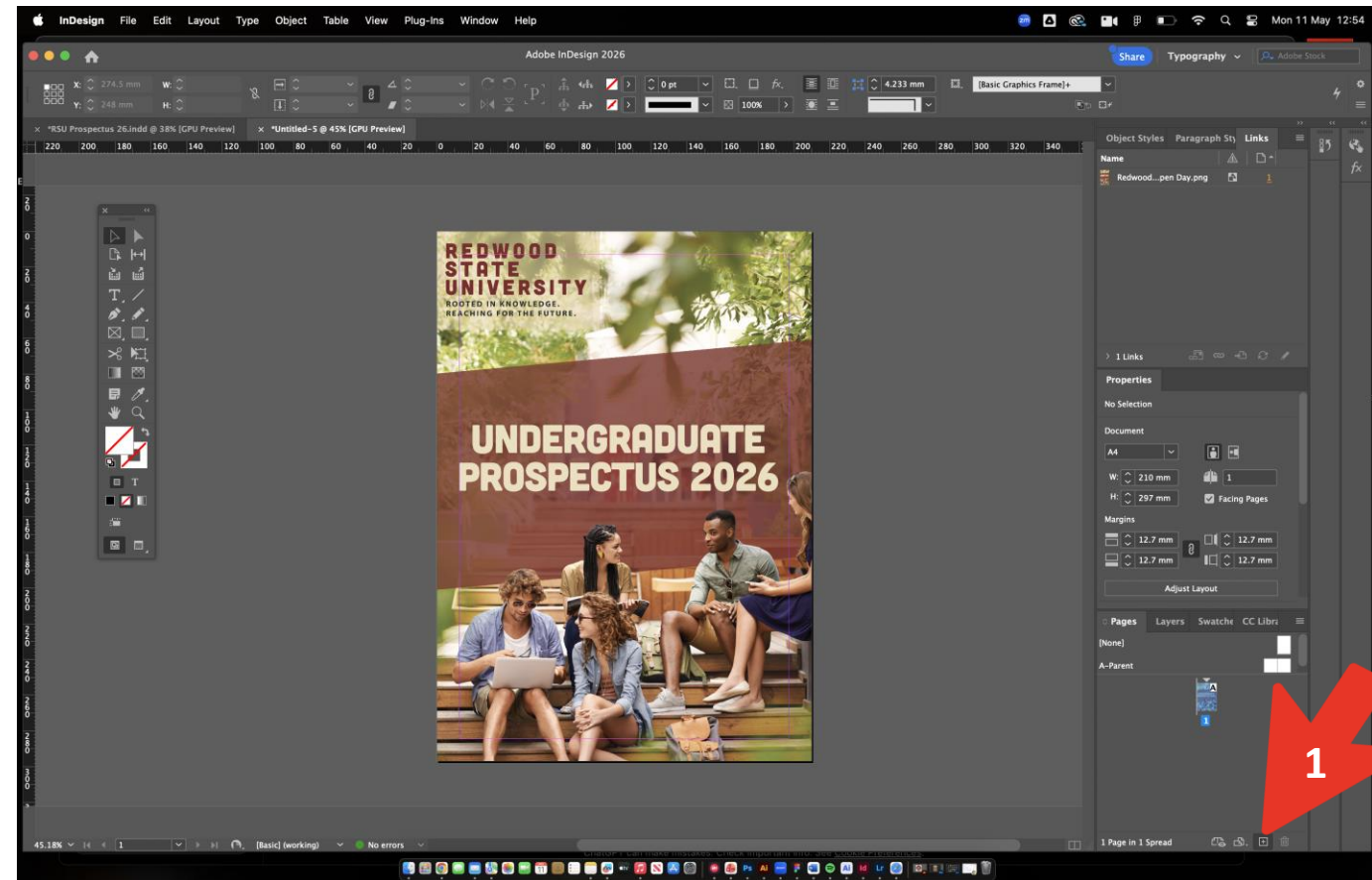
Content Creation Using: Adobe InDesign (8 of 17)

Step 8:

- We're now going to add a double-page spread by clicking the "Create New Page" icon twice.

Go to next slide to complete the steps.

Step 8: Create new pages



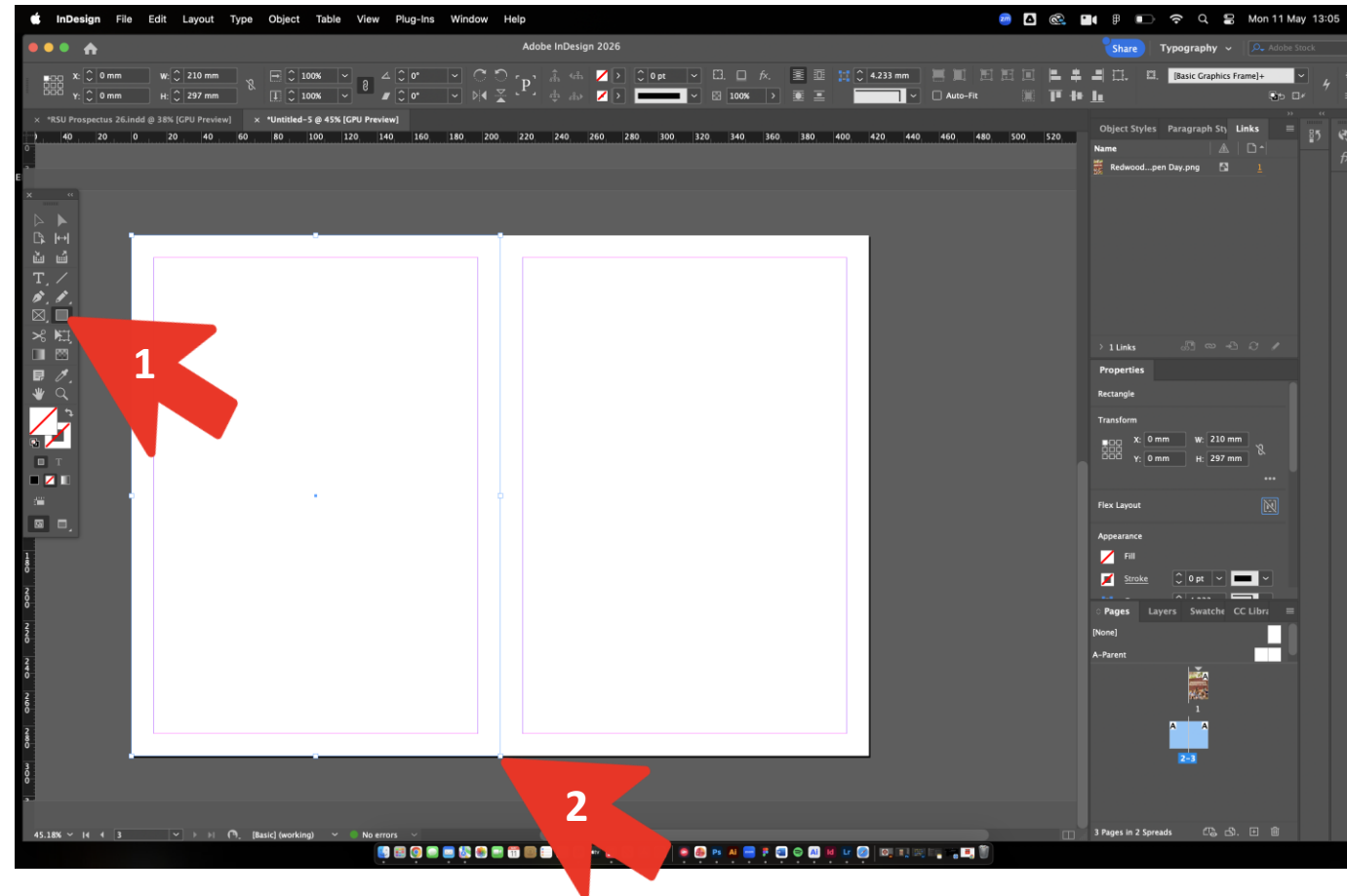
Content Creation Using: Adobe InDesign (9 of 17)

Step 9:

- Go to the toolbar on the left and select the “Rectangle Shape Tool”, then click and drag across half of the page spread to create your shape.

Go to next slide to complete the steps.

Step 9: Create shapes



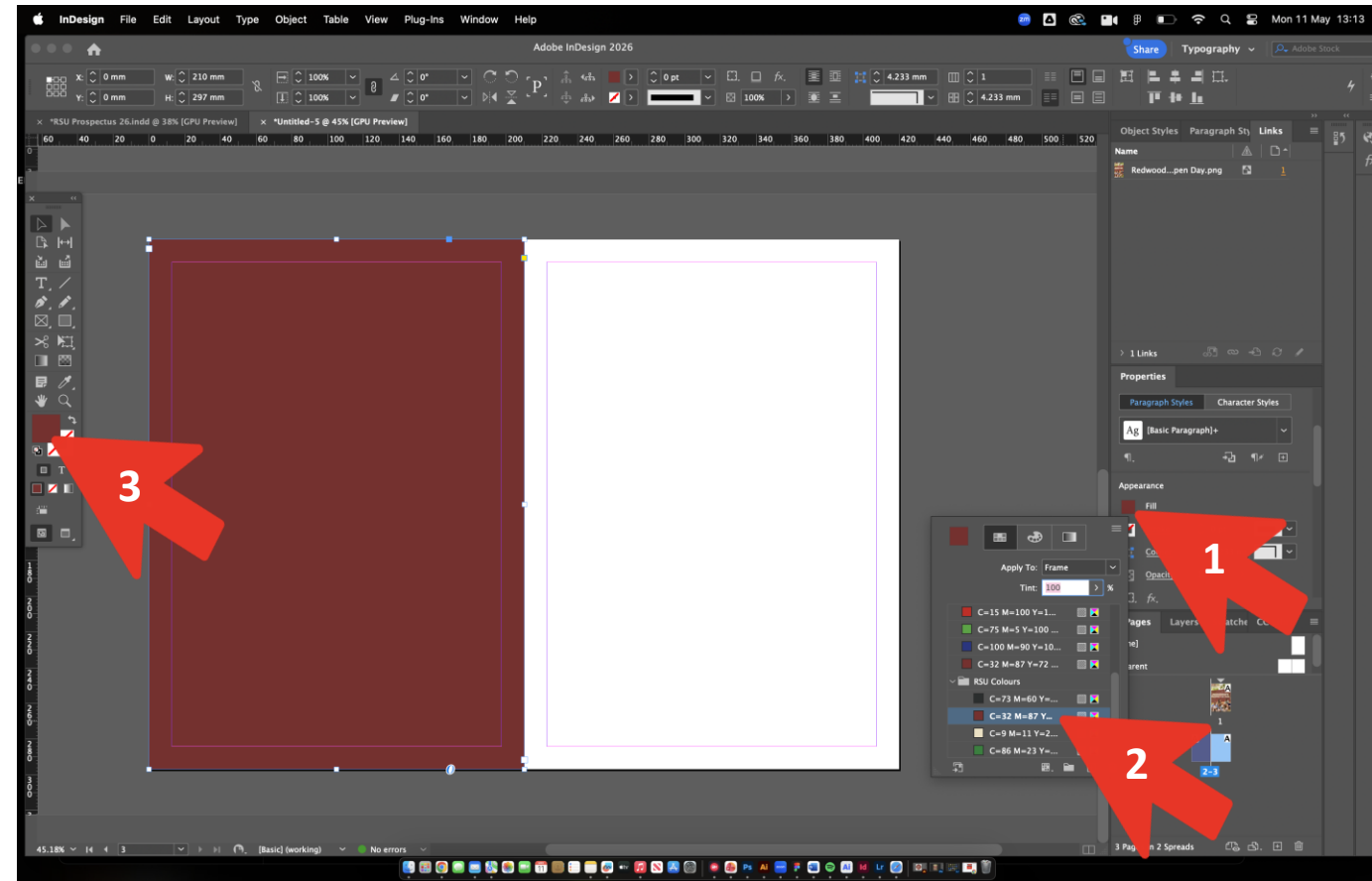
Content Creation Using: Adobe InDesign (10 of 17)

Step 10:

- Make sure your rectangle is selected.
- Go to the Properties panel on the right.
- Click the square box next to “Fill.”
- Choose your color.

Go to next slide to complete the steps.

Step 10: Change colors



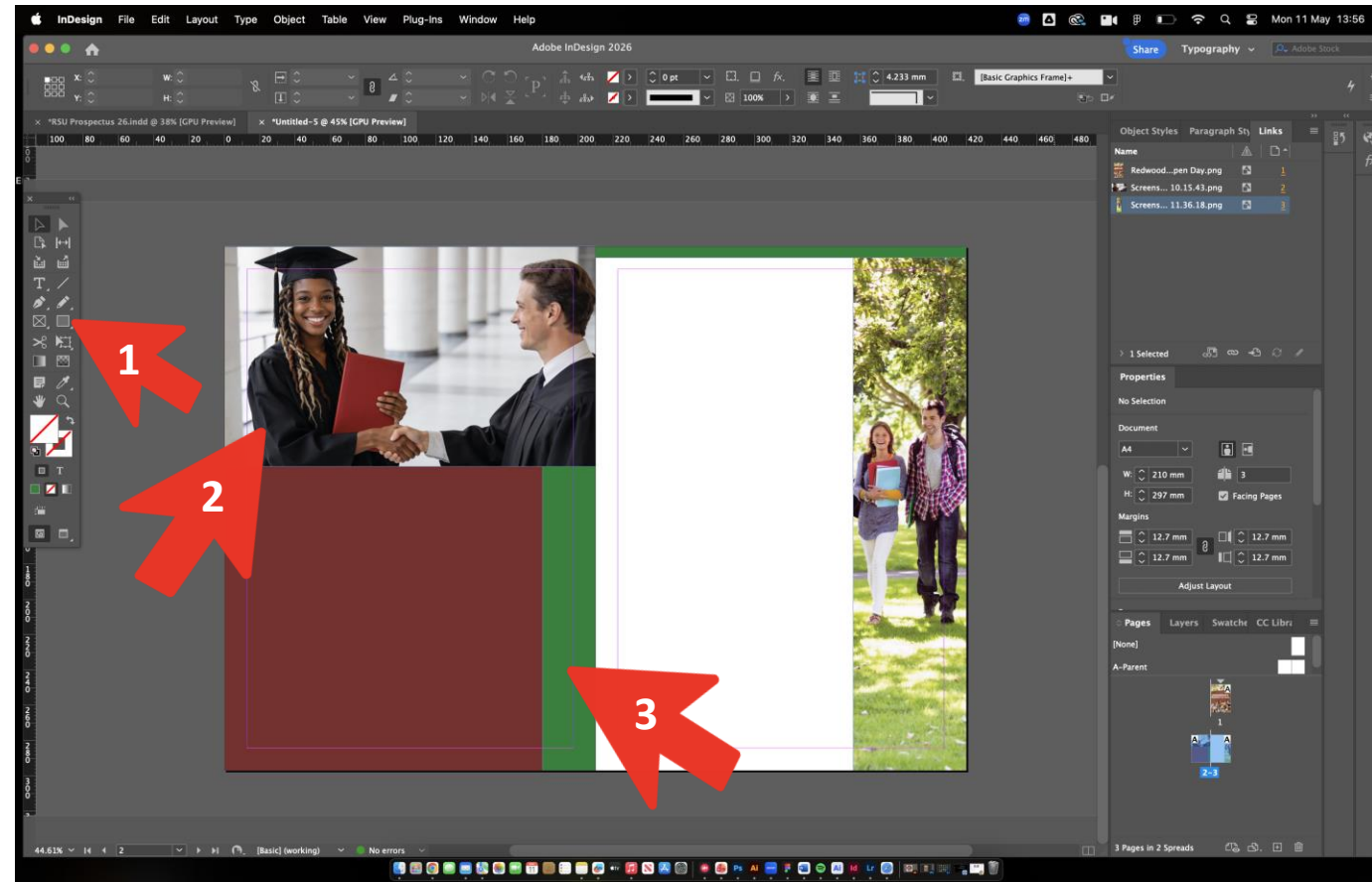
Content Creation Using: Adobe InDesign (11 of 17)

Step 11:

- Using the same steps again, build a layout for where your text will sit.
- Here we are making a welcome and contents page.
- Use the “Frame Tool” to insert your photos. Use the “Rectangle Tool” to create blocks of color.
- Stick to your university color palette to maintain consistency.
- Ensure a cohesive overall design.

Go to next slide to complete the steps.

Step 11: Make layout



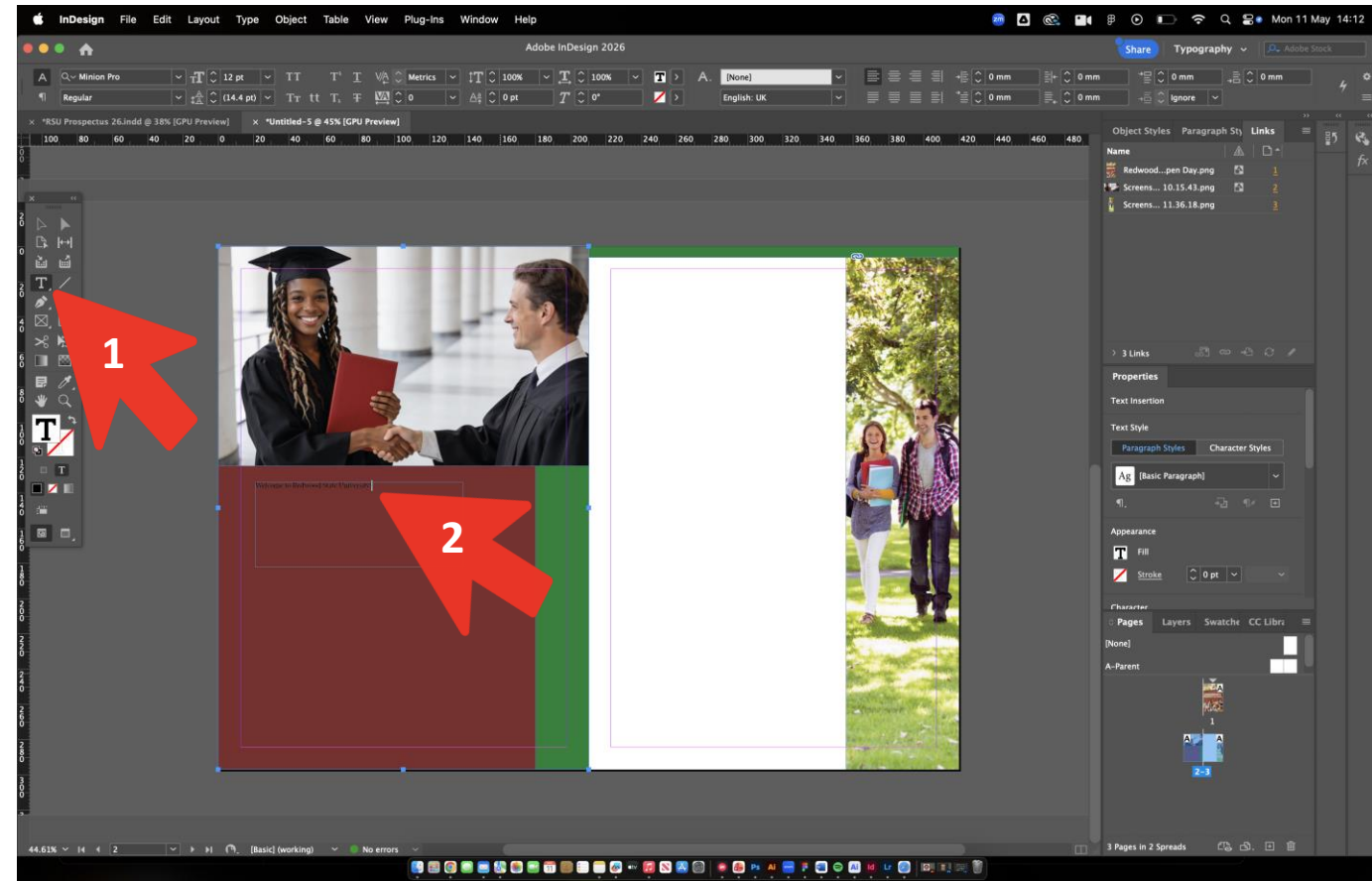
Content Creation Using: Adobe InDesign (12 of 17)

Step 12:

- Select the “Type Tool” in the left toolbar.
- Click and drag in the area where you want your text to appear to create a text box.
- Once the box is created, type your content.

Go to next slide to complete the steps.

Step 12: Make textbox



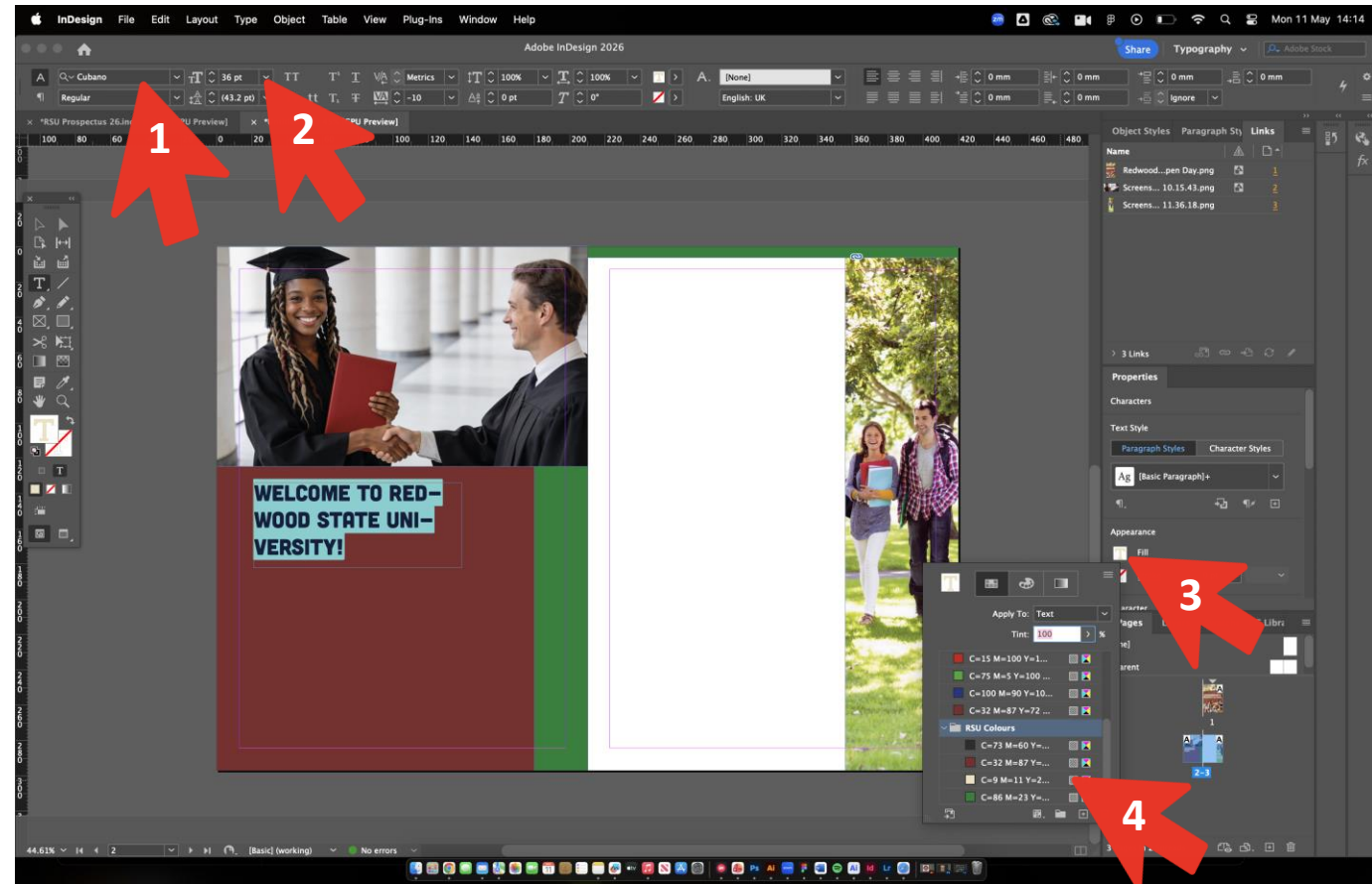
Content Creation Using: Adobe InDesign (13 of 17)

Step 13:

- Change the size and font of your text using the toolbar at the top of the workspace.
- Adjust the color using the same method as the rectangle by selecting the square next to the “Fill” option.
- Choose your color.

Go to next slide to complete the steps.

Step 13: Make textbox



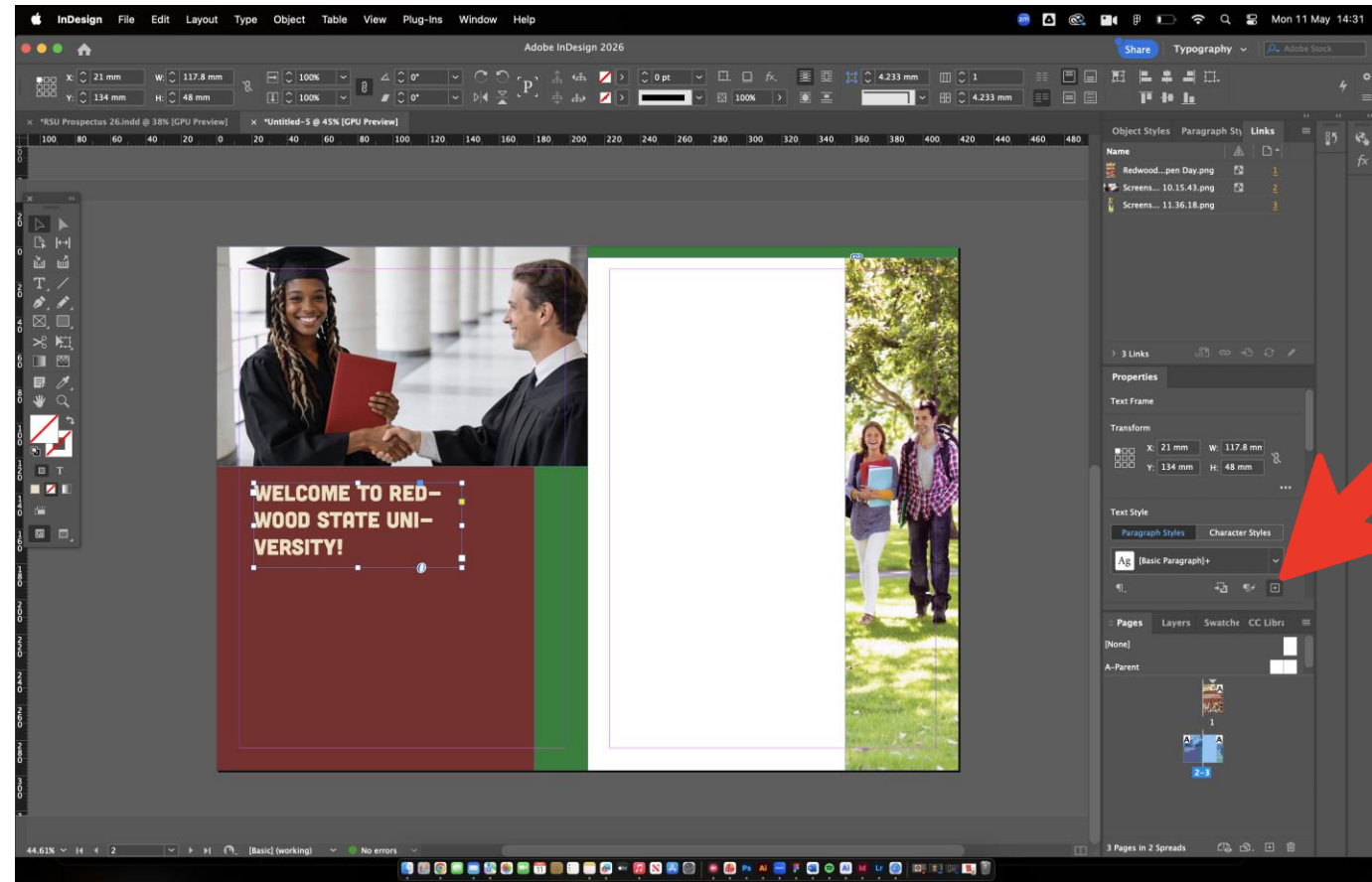
Content Creation Using: Adobe InDesign (14 of 17)

Step 14:

- Make sure your text box is selected.
- Then go to the Paragraph Styles panel and select "Create New Paragraph Style."

Go to next slide to complete the steps.

Step 14: Make new paragraph style



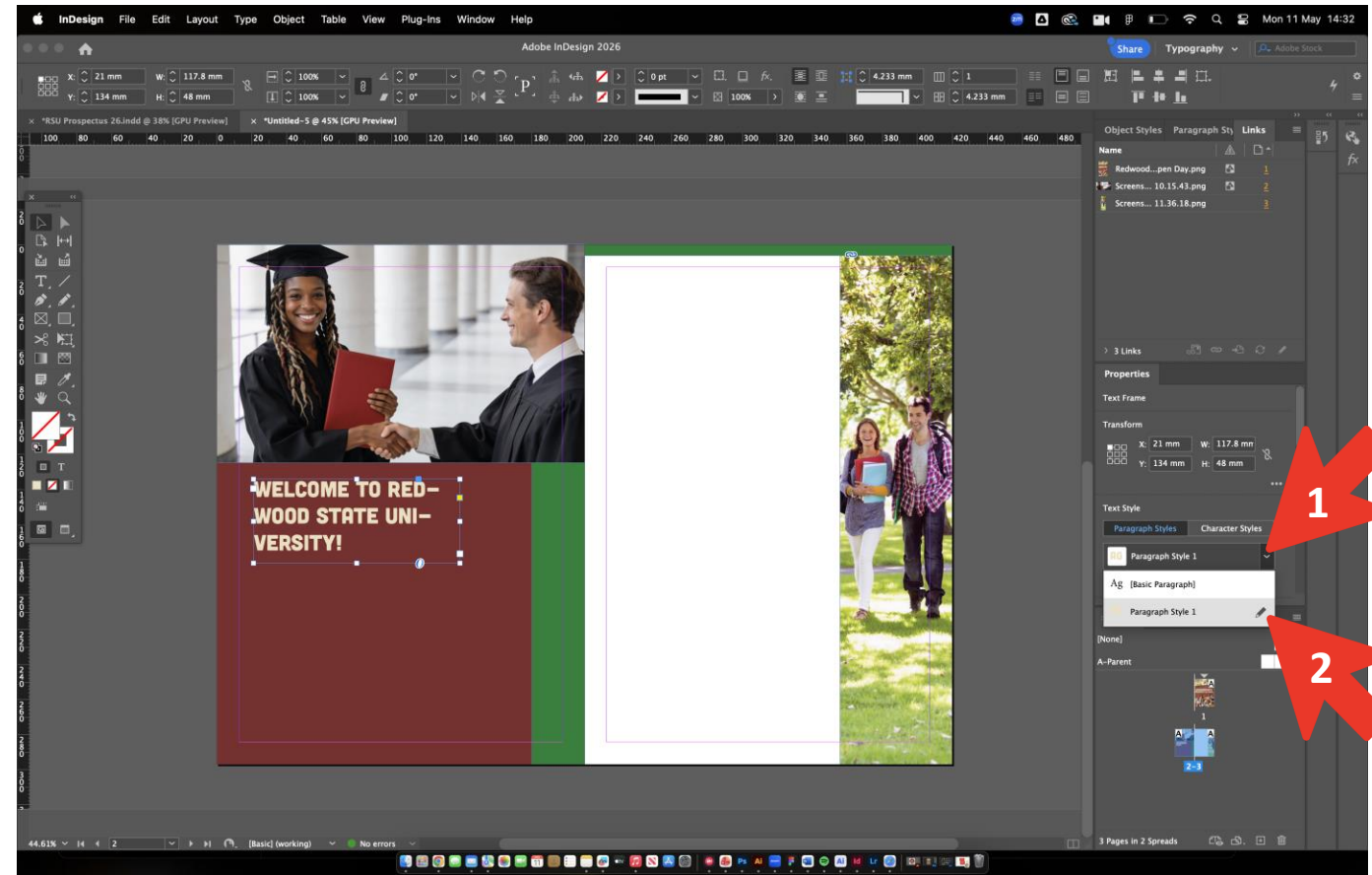
Content Creation Using: Adobe InDesign (15 of 17)

Step 15:

- Click the dropdown icon, then select the pencil icon next to the style you just created.

Go to next slide to complete the steps.

Step 15: Select new paragraph style



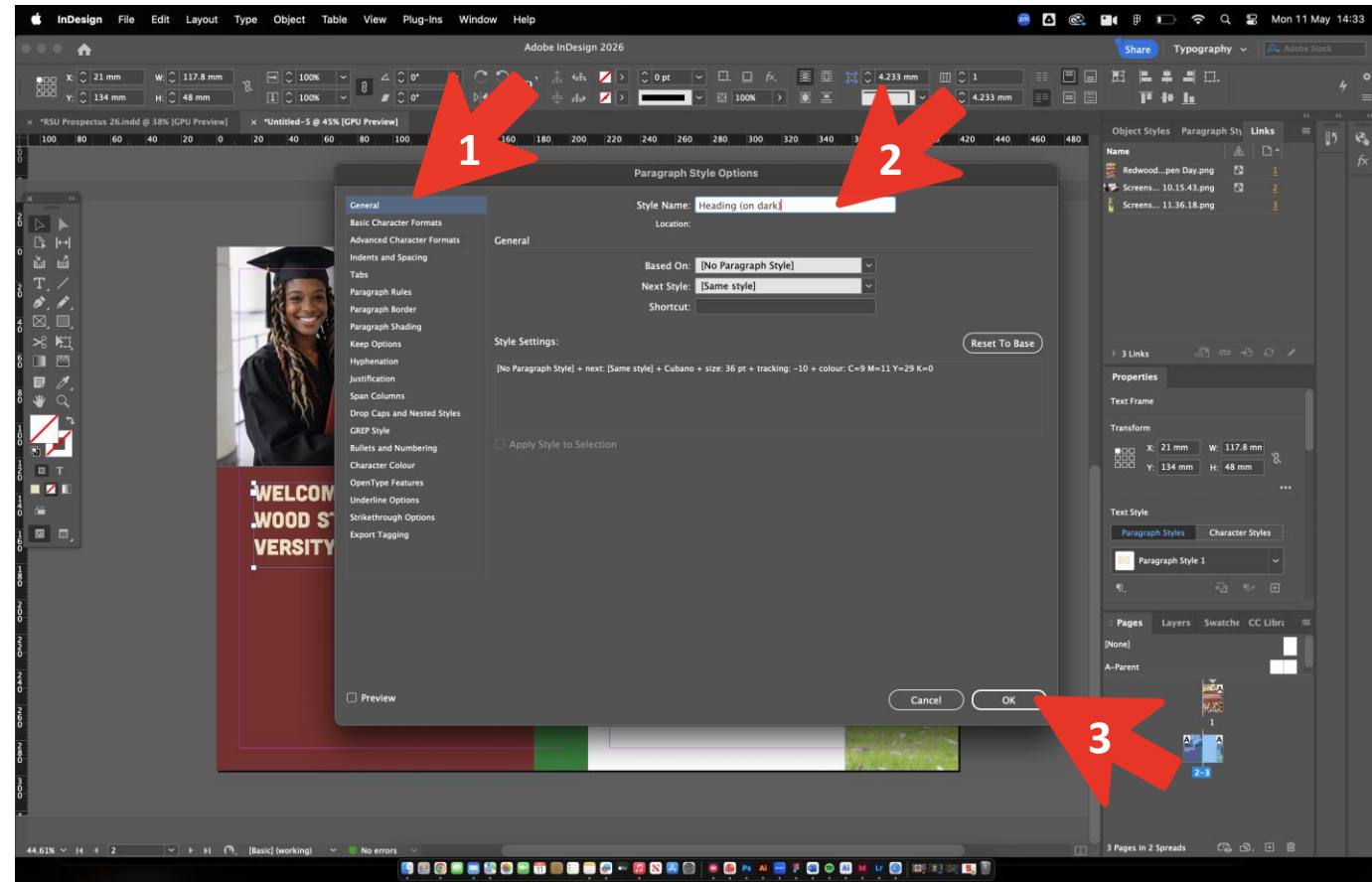
Content Creation Using: Adobe InDesign (16 of 17)

Step 16:

- A window with a range of design options will pop up, where you can control and update your paragraph style settings.
- First, name your paragraph style something that is instantly recognisable.
- In this example, use “Heading (on dark)” so it is clear this style will be used on dark backgrounds.
- Click “OK.”

Go to next slide to complete the steps.

Step 16: Name paragraph style



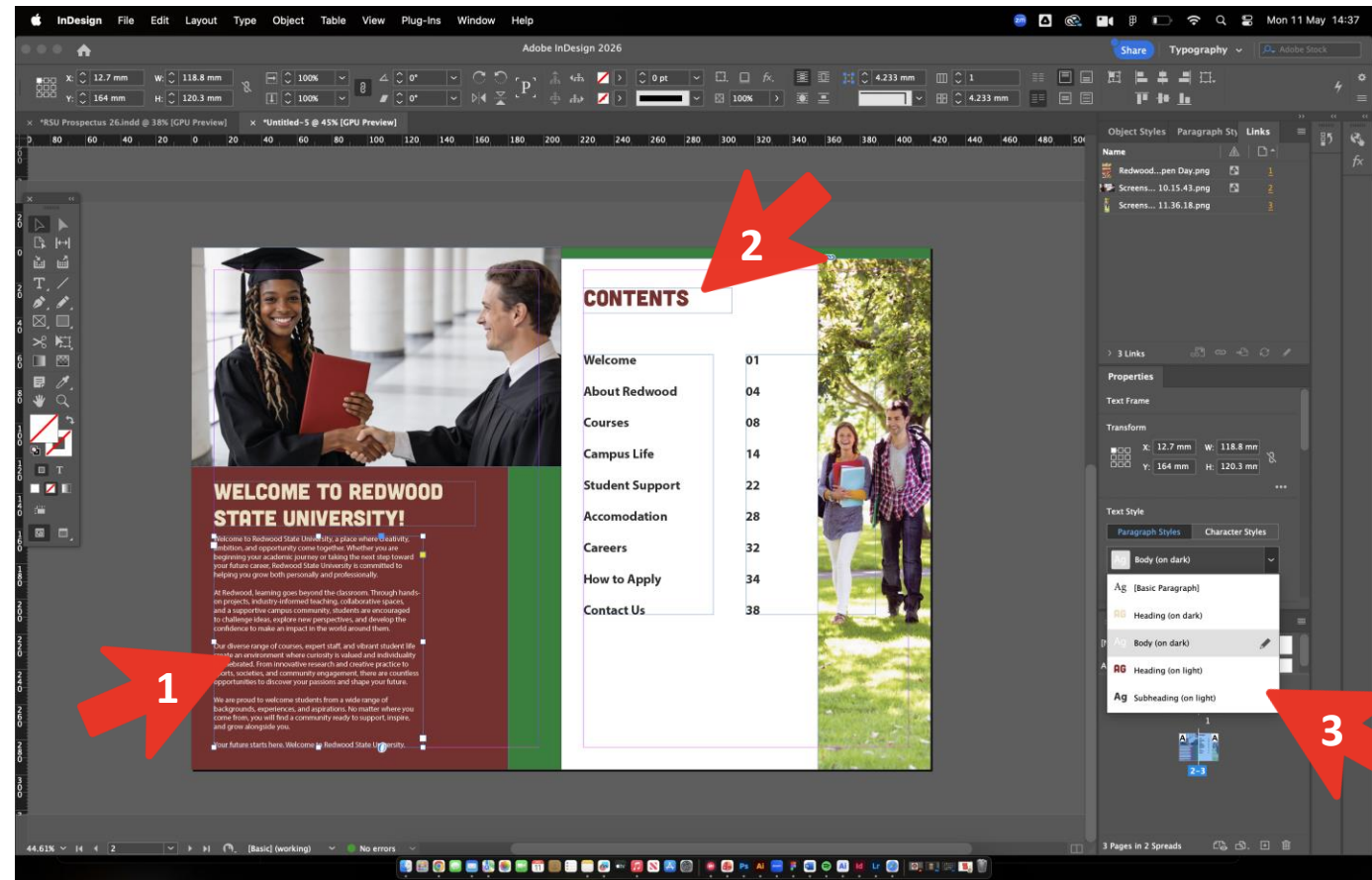
Content Creation Using: Adobe InDesign (17 of 17)

Step 17:

- Repeat this step for any new style you create to build a full set of styles that can be used across each page.

Now that you have the cover, page layouts, and paragraph styles set up, you can continue building out the remaining pages, making small adjustments to the layout as needed to fit the required content.

Step 17: Complete set-up



Asset Creation

Overview of Content Creation Using: Adobe express

Adobe



Goal

- In this use case, we will use Adobe Express to create engaging social media content from editable templates. Our aim is to show how marketing teams can quickly animate graphics, resize content for different social platforms, and create short-form video content.

Link to video: <https://youtu.be/o2Utth54BZQ>

Adobe



Content Creation Using: Adobe Express (1 of 18)

Step 1:

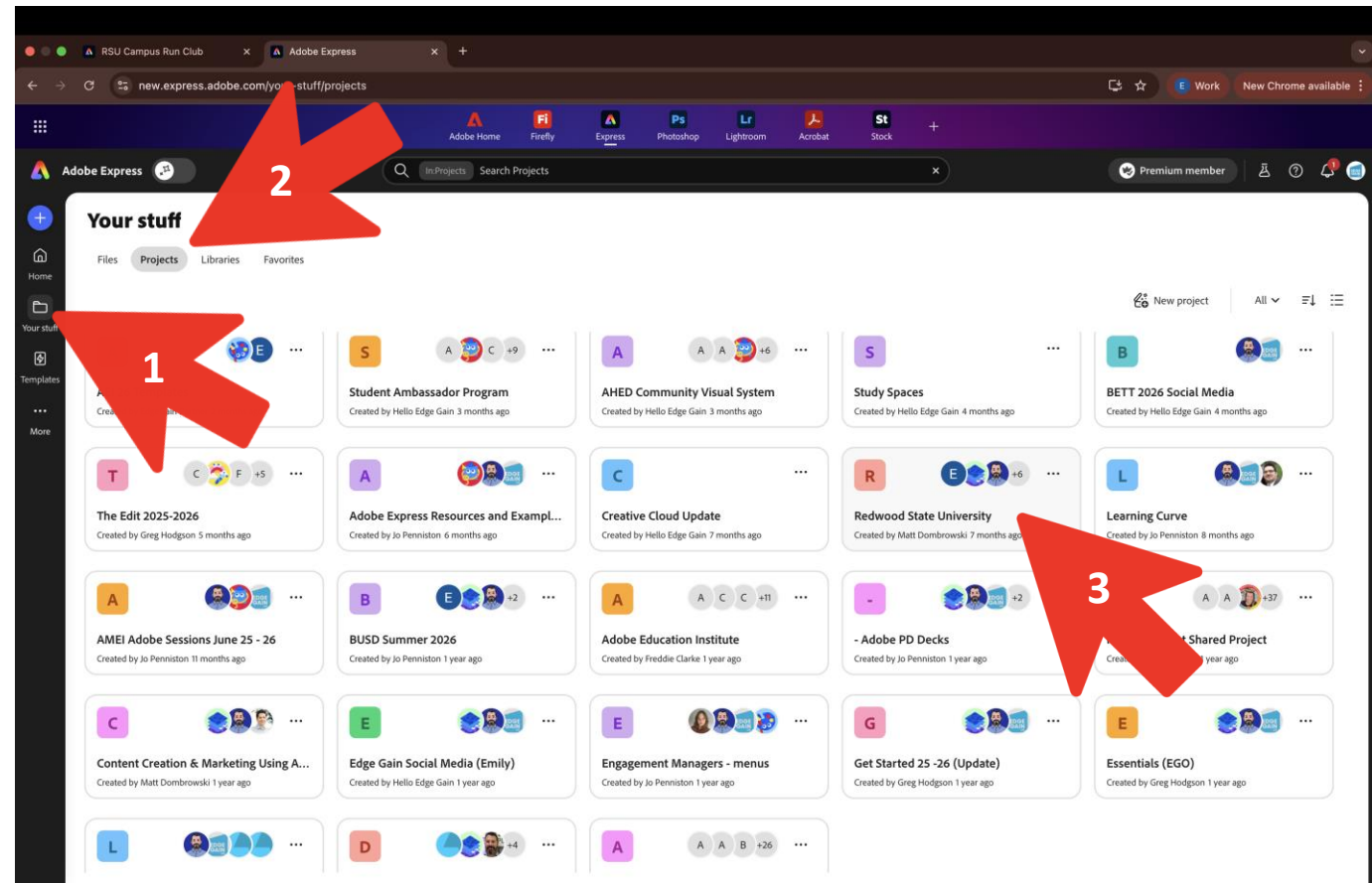
- Open Adobe Express.
- Click "Your Stuff."
- Select "Projects."
- Select the project you will be working from.

Go to next slide to complete the steps.

If you need additional support at any stage, please refer to [Adobe's HelpX](#) resources for tutorials, guides, and troubleshooting information.



Step 1: Open Adobe Express



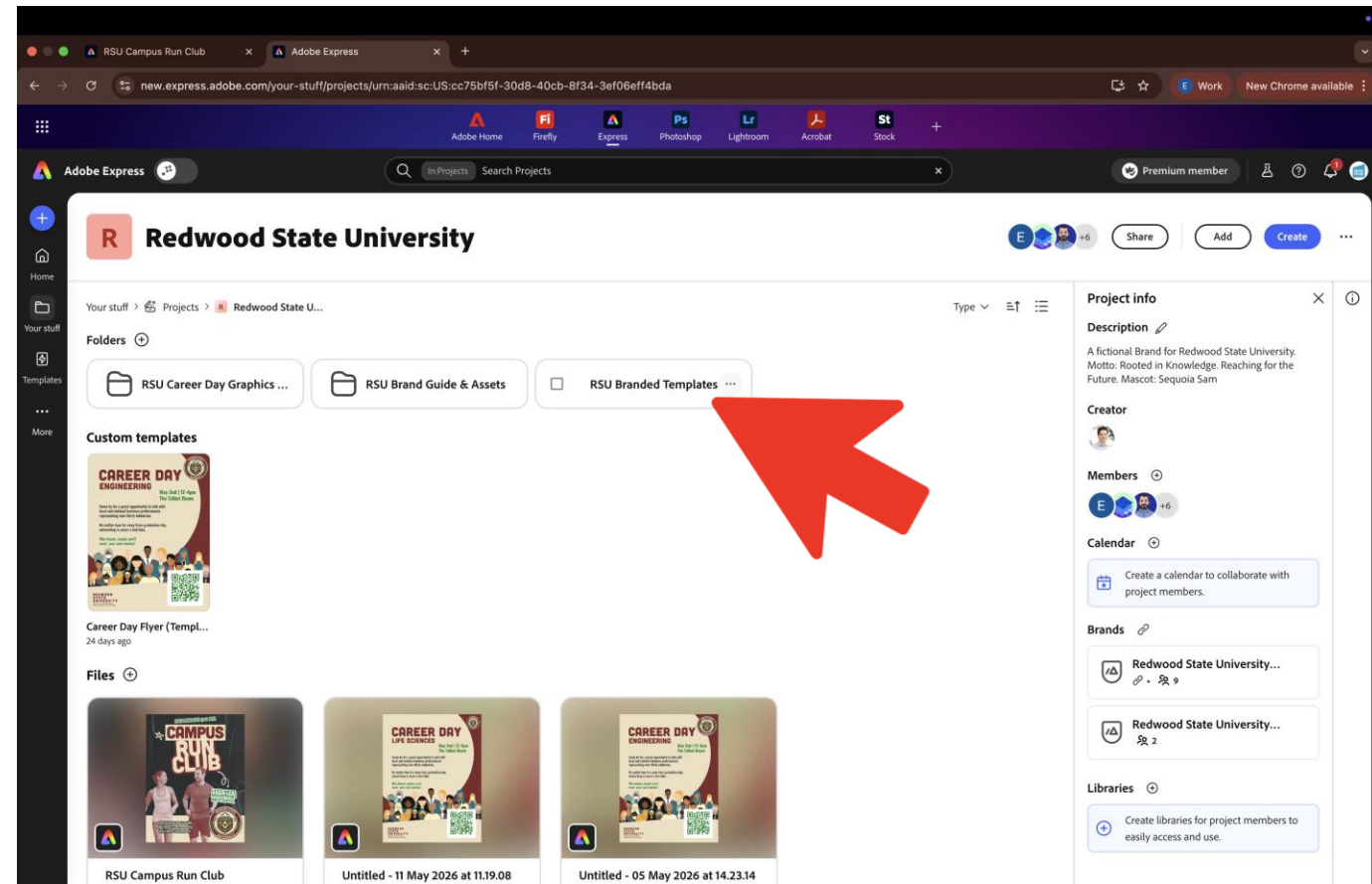
Content Creation Using: Adobe Express (2 of 18)

Step 2:

- From here, select the folder that contains your social media templates.

Go to next slide to complete the steps.

Step 2: Locate Templates



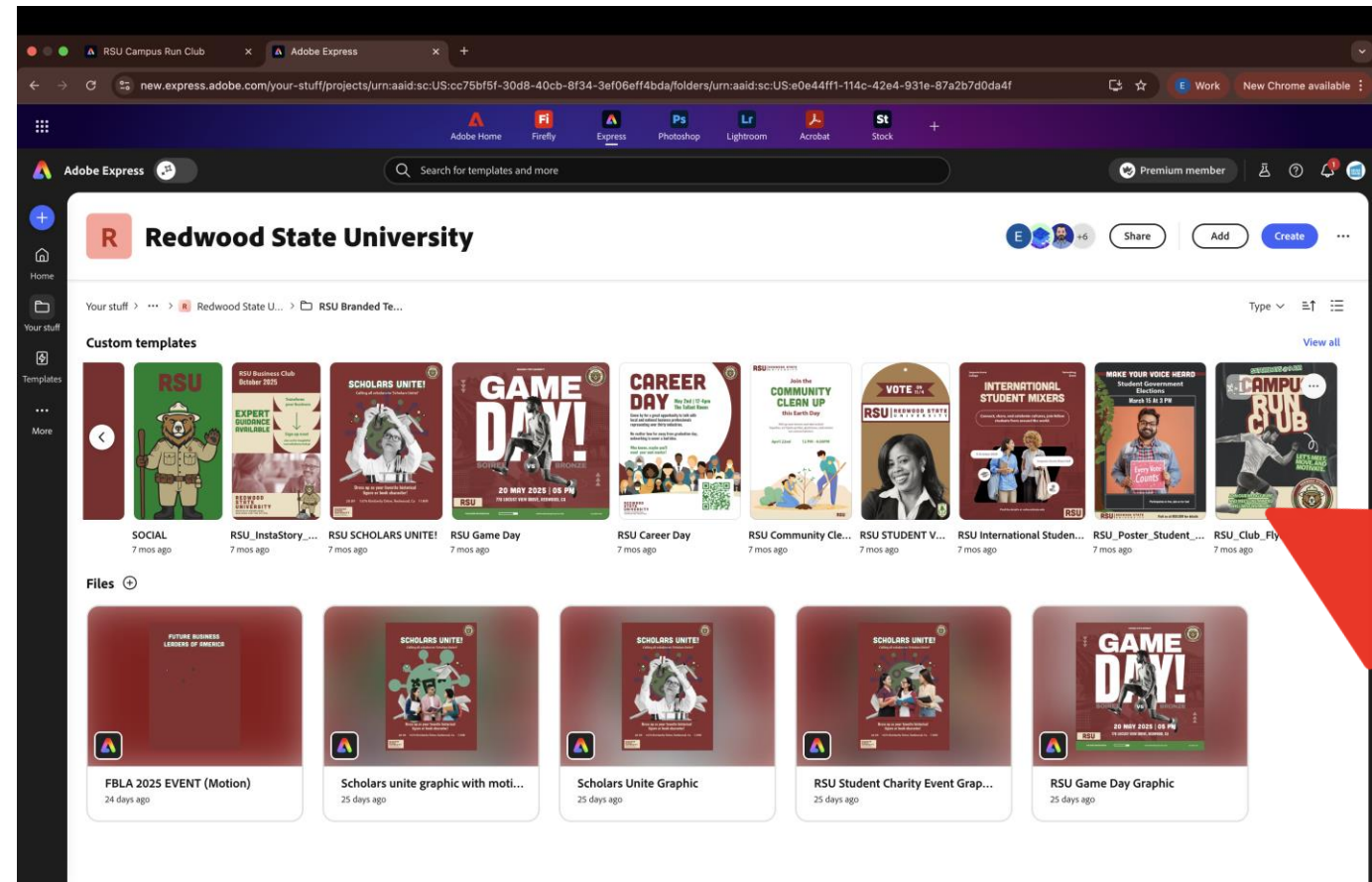
Content Creation Using: Adobe Express (3 of 18)

Step 3:

- Select the template you would like to edit.

Go to next slide to complete the steps.

Step 3: Open Template



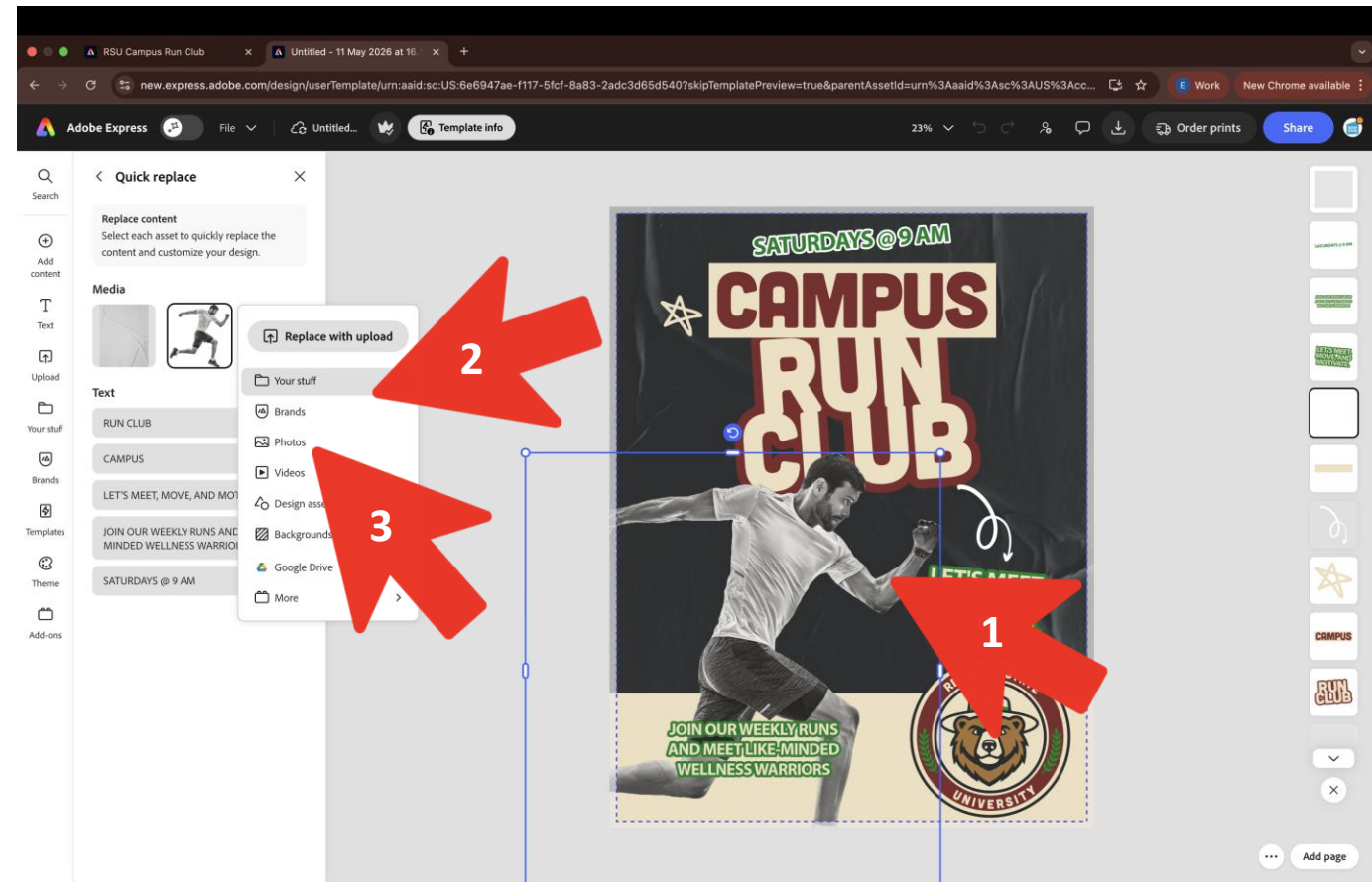
Content Creation Using: Adobe Express (4 of 18)

Step 4:

- Next, you are going to make changes to the template, starting with the photo.
- Go to “Quick Edits” and select the photo.
- Click “Replace” followed by “Photos.”
- Choose a photo that best communicates your message and fits the style of your content.

Go to next slide to complete the steps.

Step 4: Change photo



Content Creation Using: Adobe Express (5 of 18)

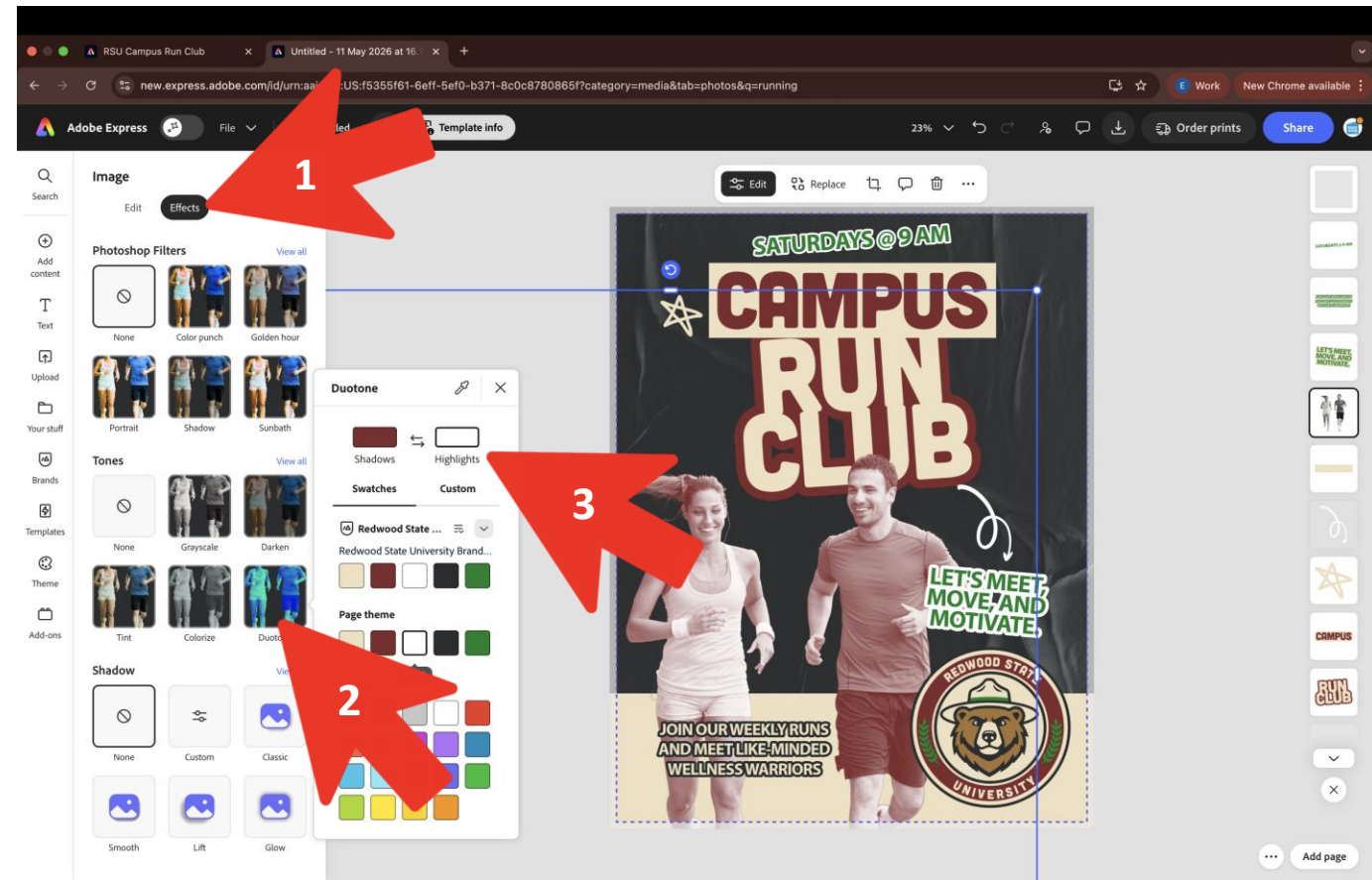
Step 5:

- Experiment with color by going to “Effects” and selecting “Duotone.”
- From here, try adjusting the highlights and shadows to match your university color palette.

Go to next slide to complete the steps.



Step 5: Apply University colours



Content Creation Using: Adobe Express (6 of 18)

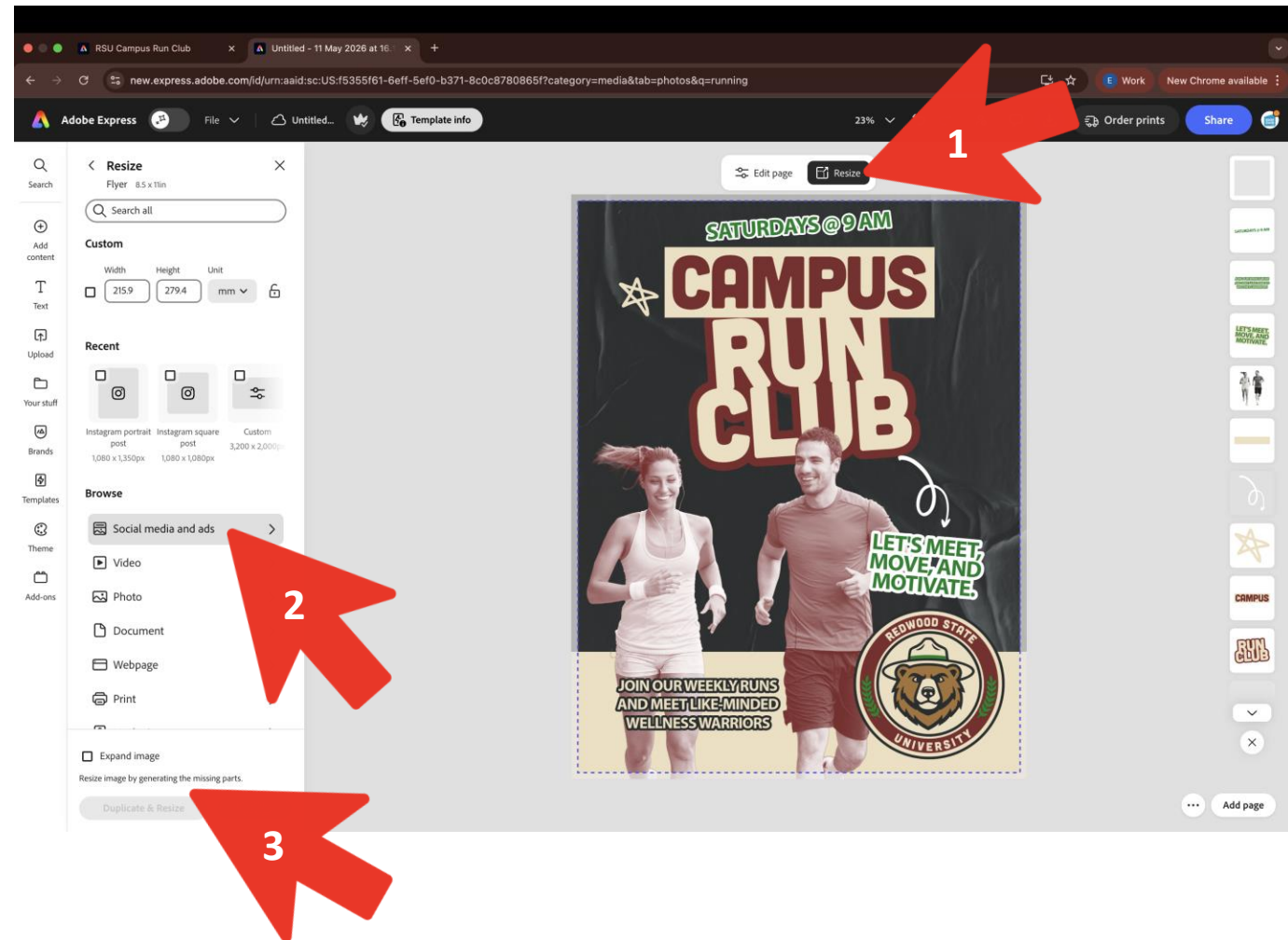
Step 6:

- To resize the artwork for multiple different social media formats, select **"Resize."**
- Then choose **"Social Media and Ads."**
- For this example, select **"Instagram Reel."**
- Click **"Duplicate and Resize."**

Go to next slide to complete the steps.



Step 6: Resize for social media



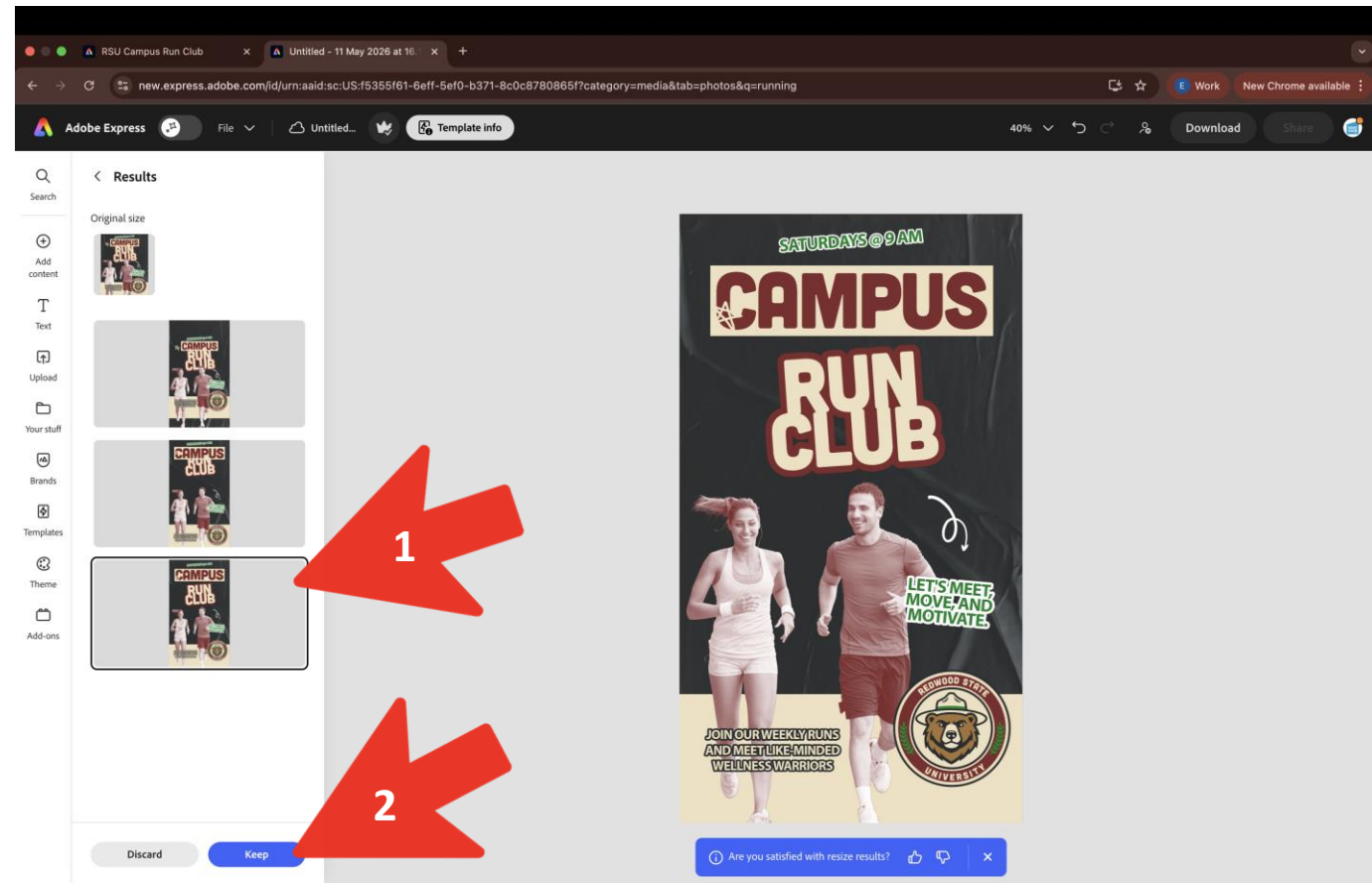
Content Creation Using: Adobe Express (7 of 18)

Step 7:

- Adobe Express will generate three resized versions of your design, each with the elements arranged slightly differently.
- Select the option that most closely matches the layout you want.
- Click “Keep.”
- Move and adjust elements as needed until the design looks visually consistent.

Go to next slide to complete the steps.

Step 7: Select a variation



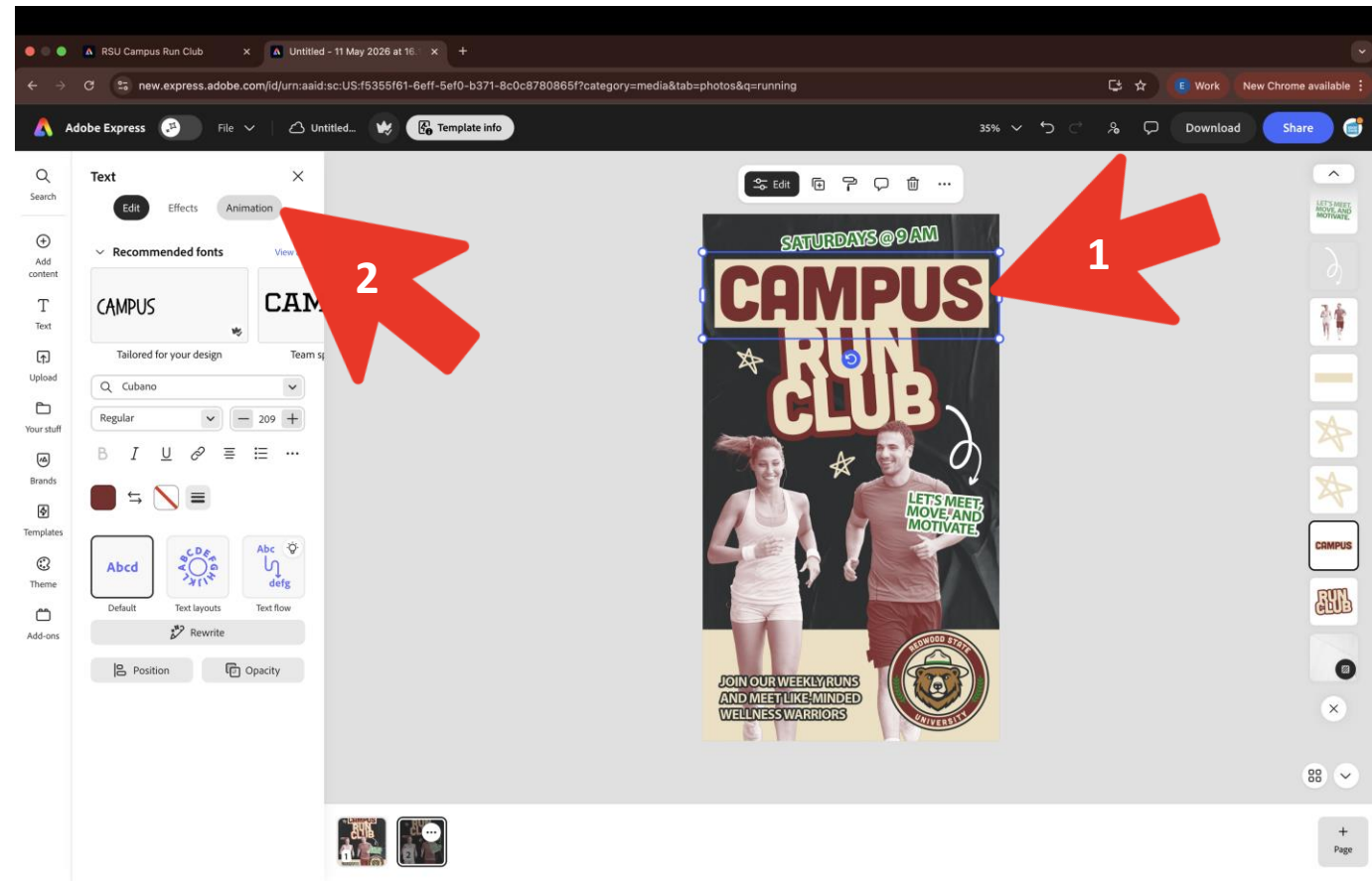
Content Creation Using: Adobe Express (8 of 18)

Step 8:

- We are now going to add animation to the elements to turn this static image into a moving Instagram Reel.
- First, select the element you want to animate.
- Click "Animation."

Go to next slide to complete the steps.

Step 8: Select element to animate



Content Creation Using: Adobe Express (9 of 18)

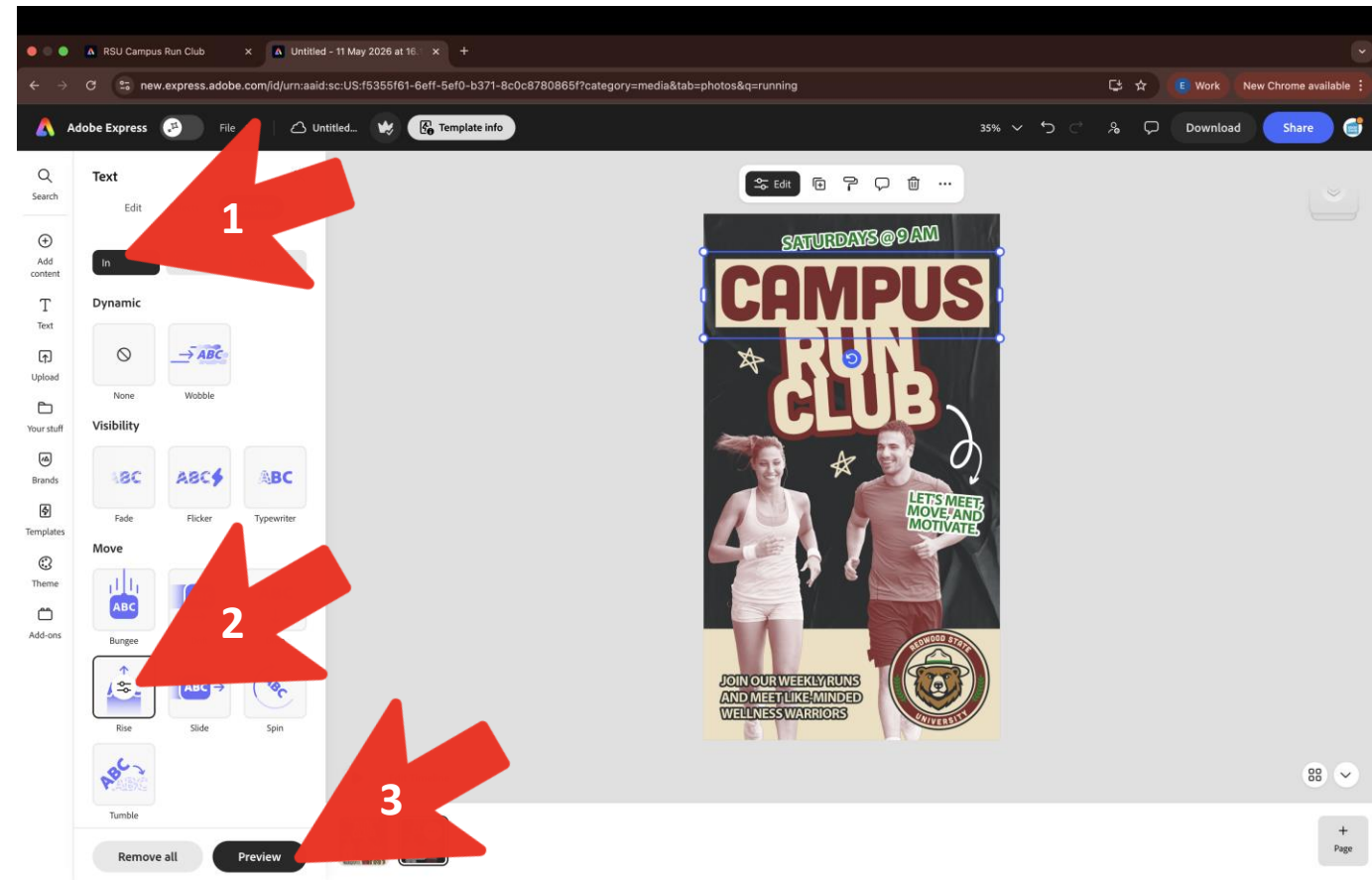
Step 9:

- Now that the animation toolbar has appeared, select **"In"** to control how the element appears in the design.
- Preview different effects by selecting an animation and clicking **"Preview."**
- Once you are happy with the effect, repeat the same steps to animate additional elements.

Go to next slide to complete the steps.



Step 9: Choose animation effect



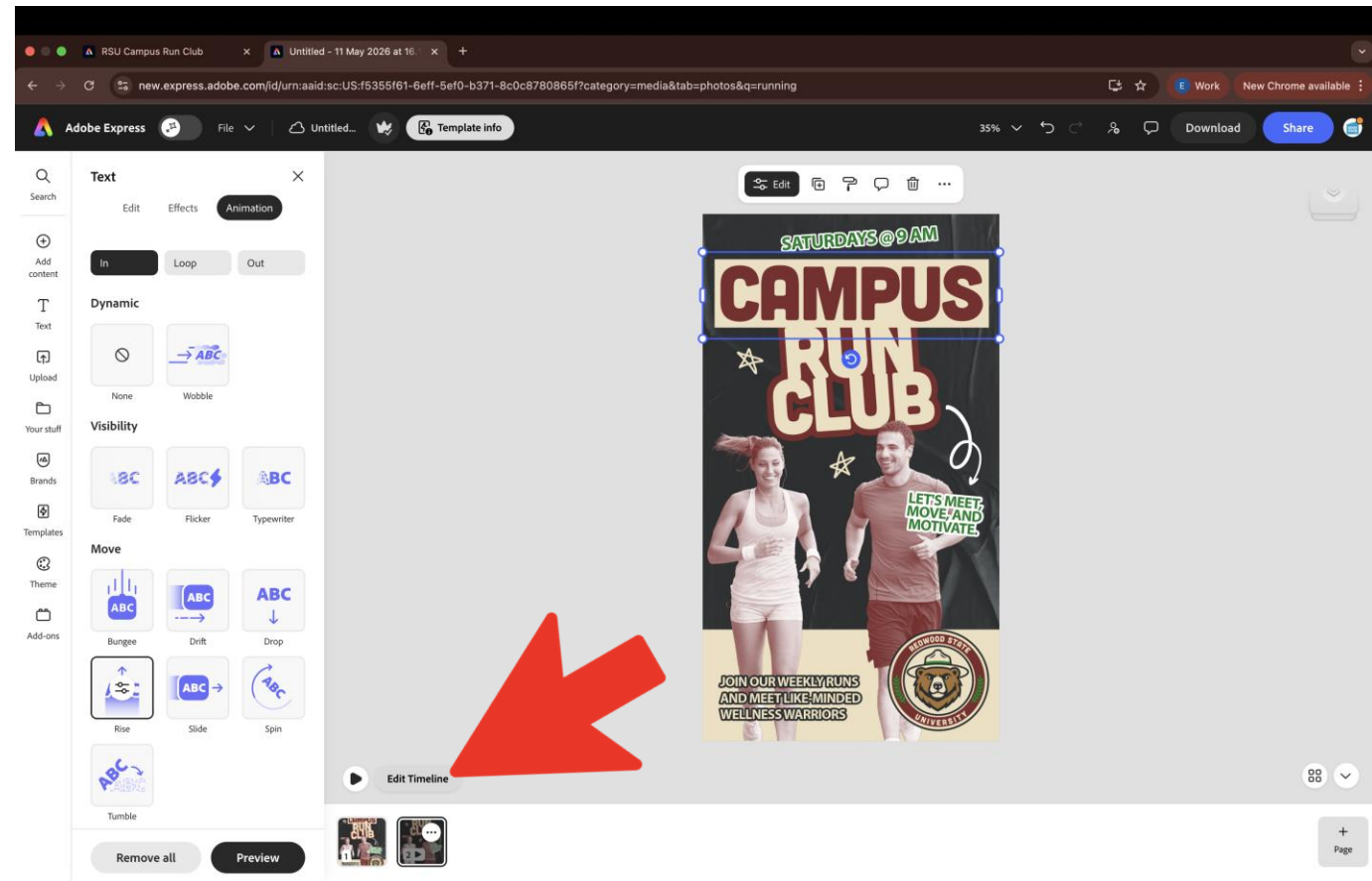
Content Creation Using: Adobe Express (10 of 18)

Step 10:

- Once you've animated several elements, you'll notice they all start at the same time.
- Click "Edit Timeline" to adjust when elements appear.
- Adjust how long each element stays on screen.

Go to next slide to complete the steps.

Step 10: Edit timeline



Content Creation Using: Adobe Express (11 of 18)

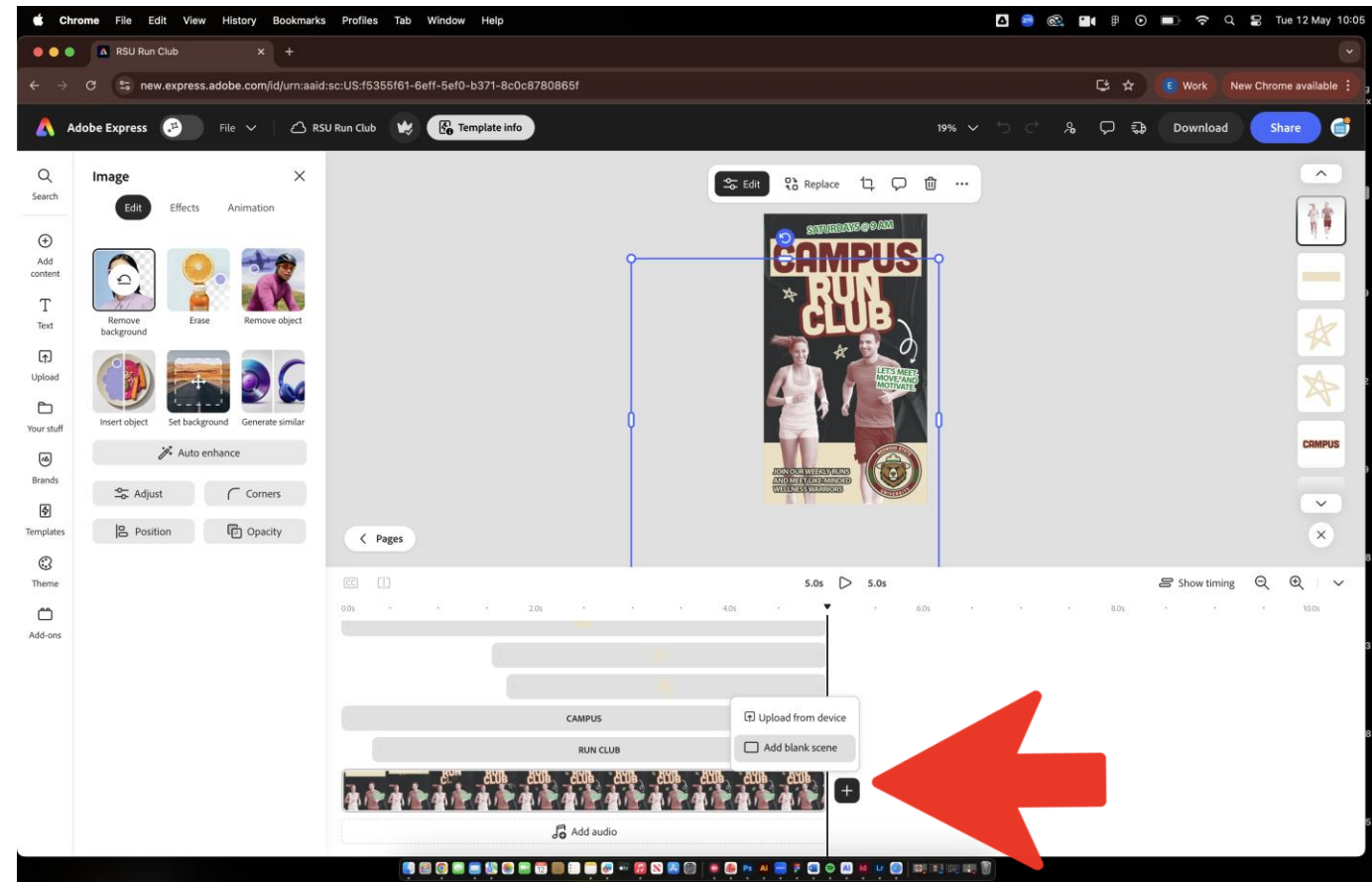
Step 11:

- Click and drag the ends of each timeline bar inward or outward to adjust the length.
- Click and drag the entire element along the timeline to change when it appears.

Go to next slide to complete the steps.



Step 11: Sequencing content



Content Creation Using: Adobe Express (12 of 18)

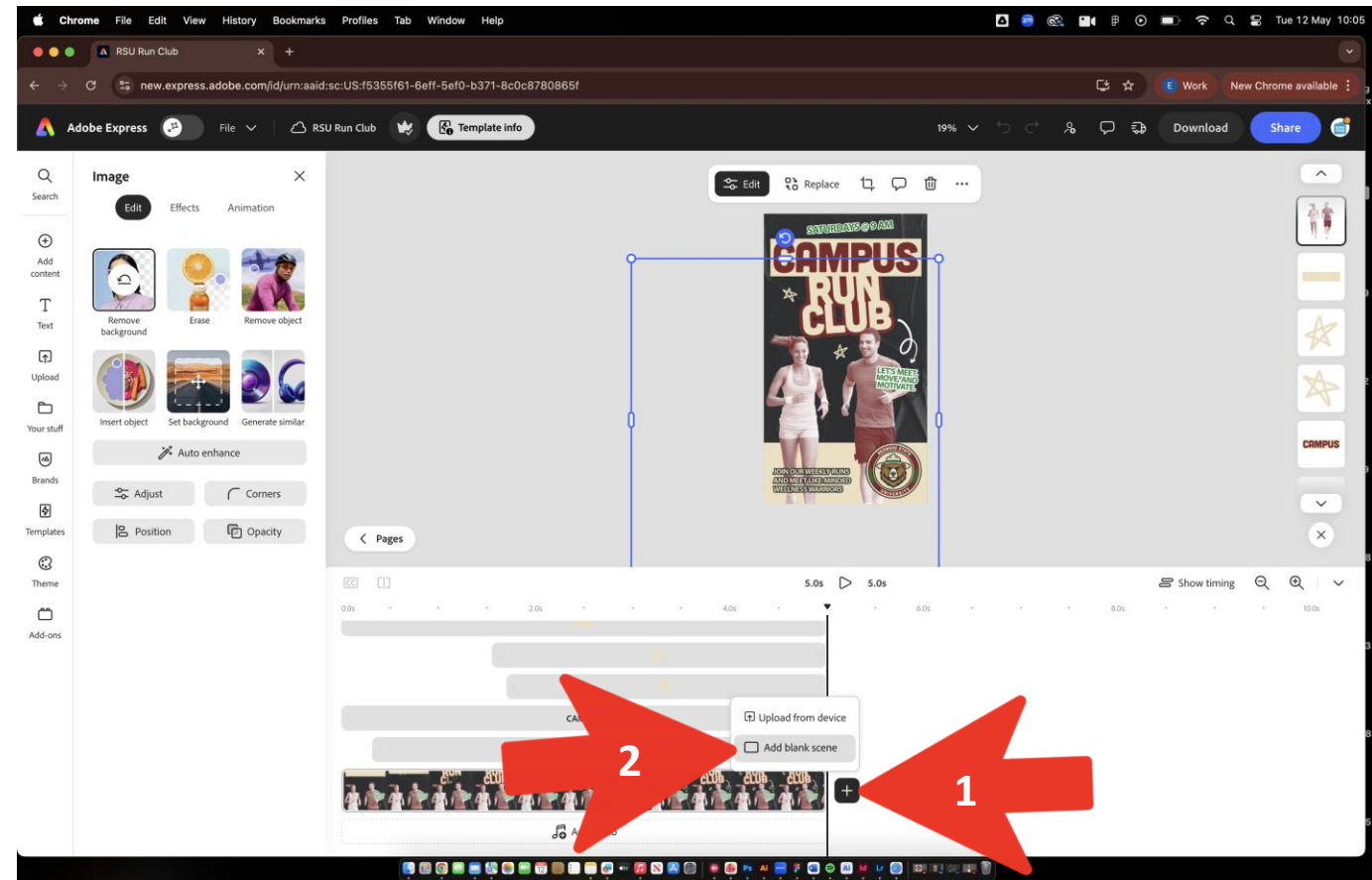
Step 12:

- We're now going to add a new scene by clicking "Add Media" and then selecting "Add Blank Scene."

Go to next slide to complete the steps.



Step 12: Add new scene



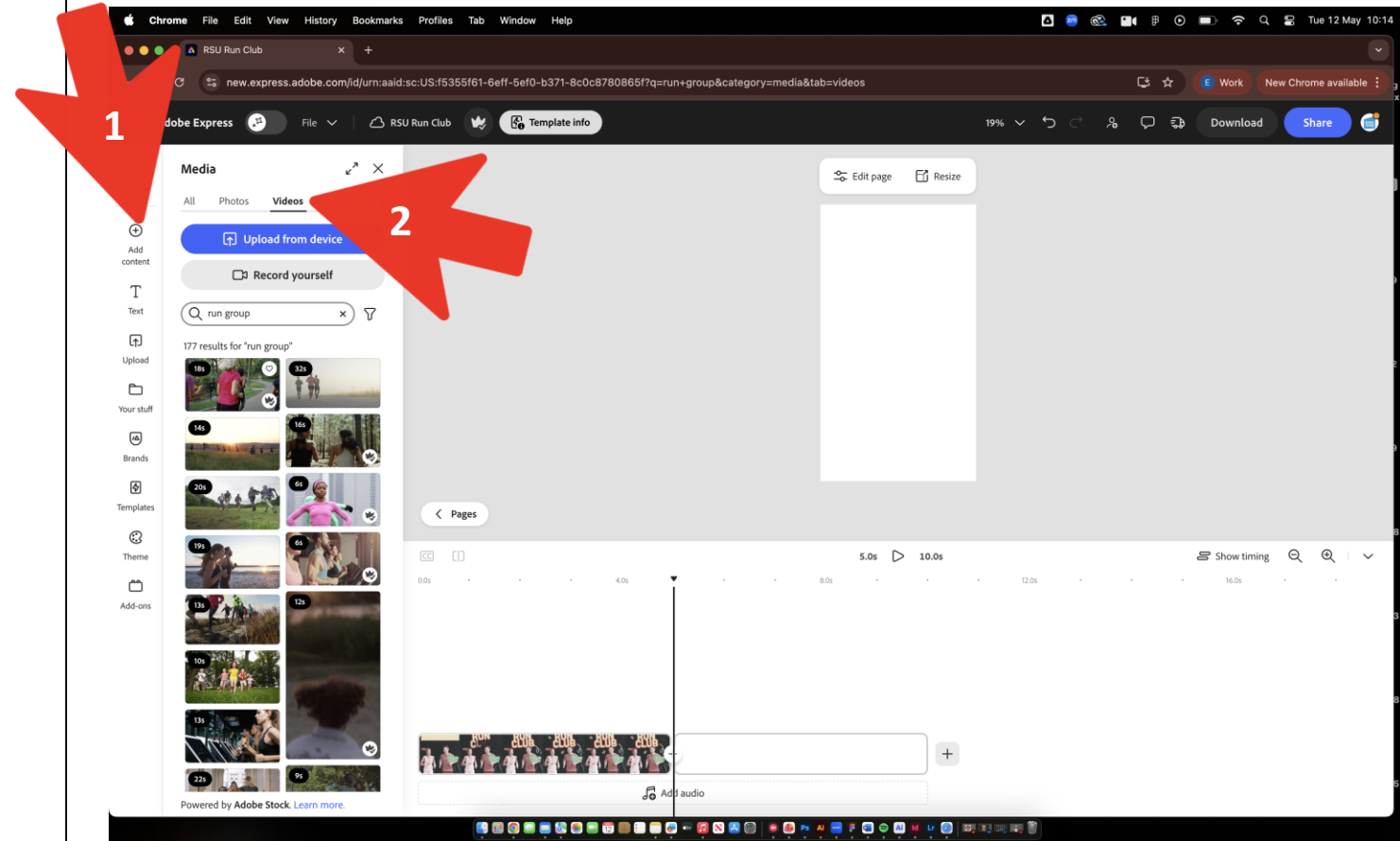
Content Creation Using: Adobe Express (13 of 18)

Step 13:

- Now that you have a new blank scene, go to “Add Content” and select “Media.”
- From here, choose “Video.”
- You can either upload your own video or select one from the stock library.

Go to next slide to complete the steps.

Step 13: Select video



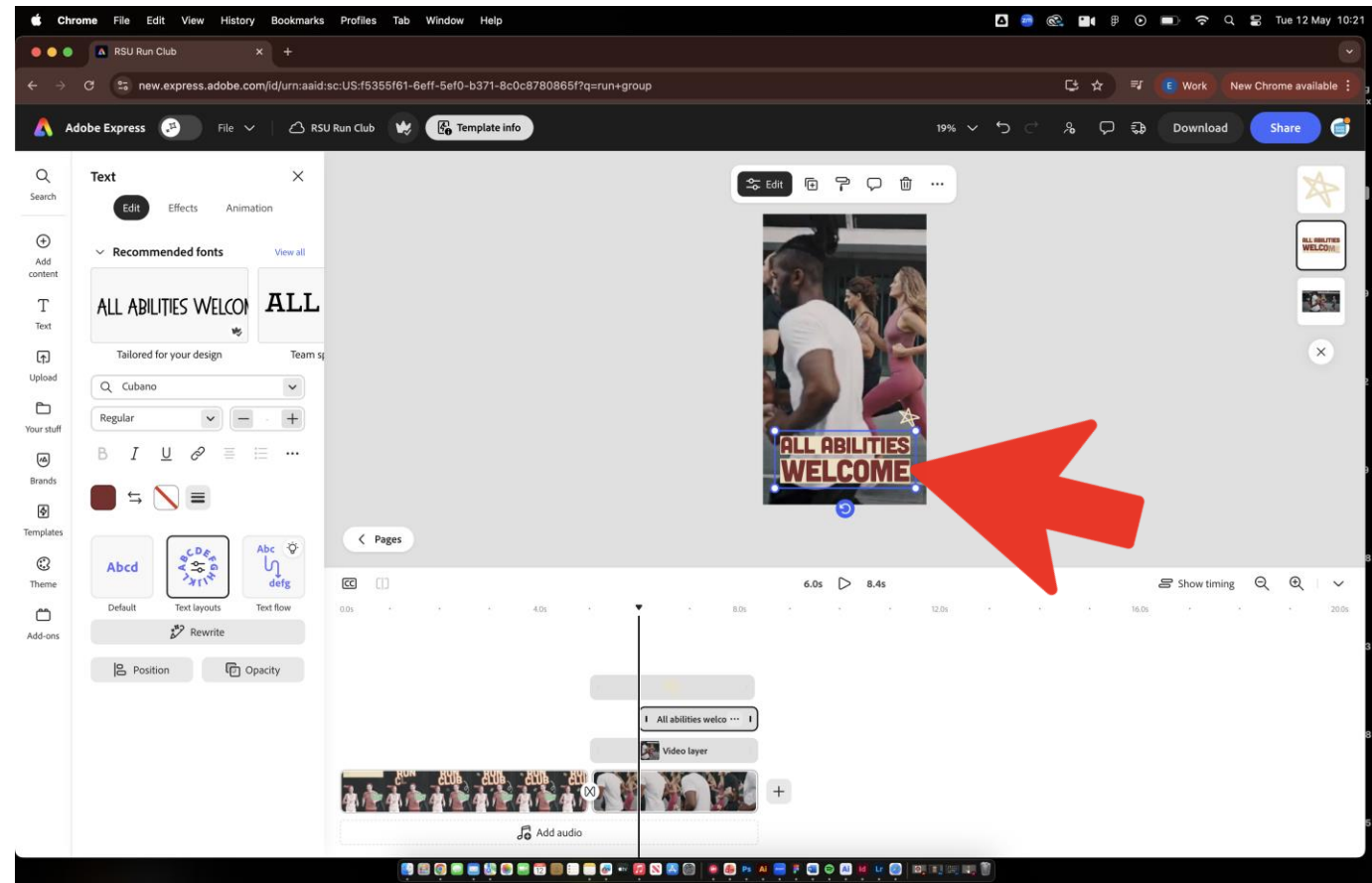
Content Creation Using: Adobe Express (14 of 18)

Step 14:

- Using the same steps as the first scene, add and animate elements to build out your second scene.

Go to next slide to complete the steps.

Step 14: Build out second scene



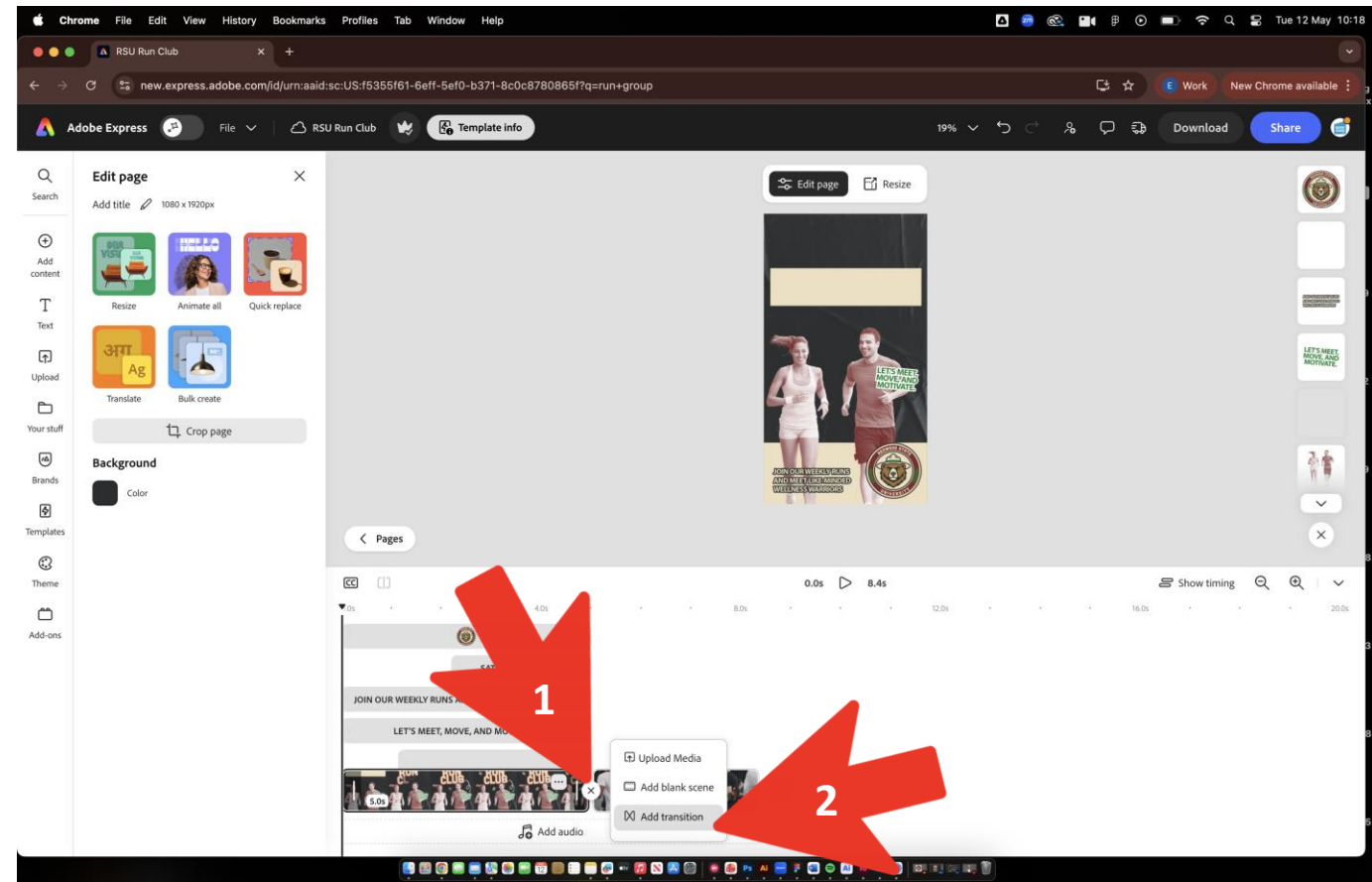
Content Creation Using: Adobe Express (15 of 18)

Step 15:

- To add a transition between the two scenes, select the **plus (+)** icon and click “Add Transition.”

Go to next slide to complete the steps.

Step 15: Add transition



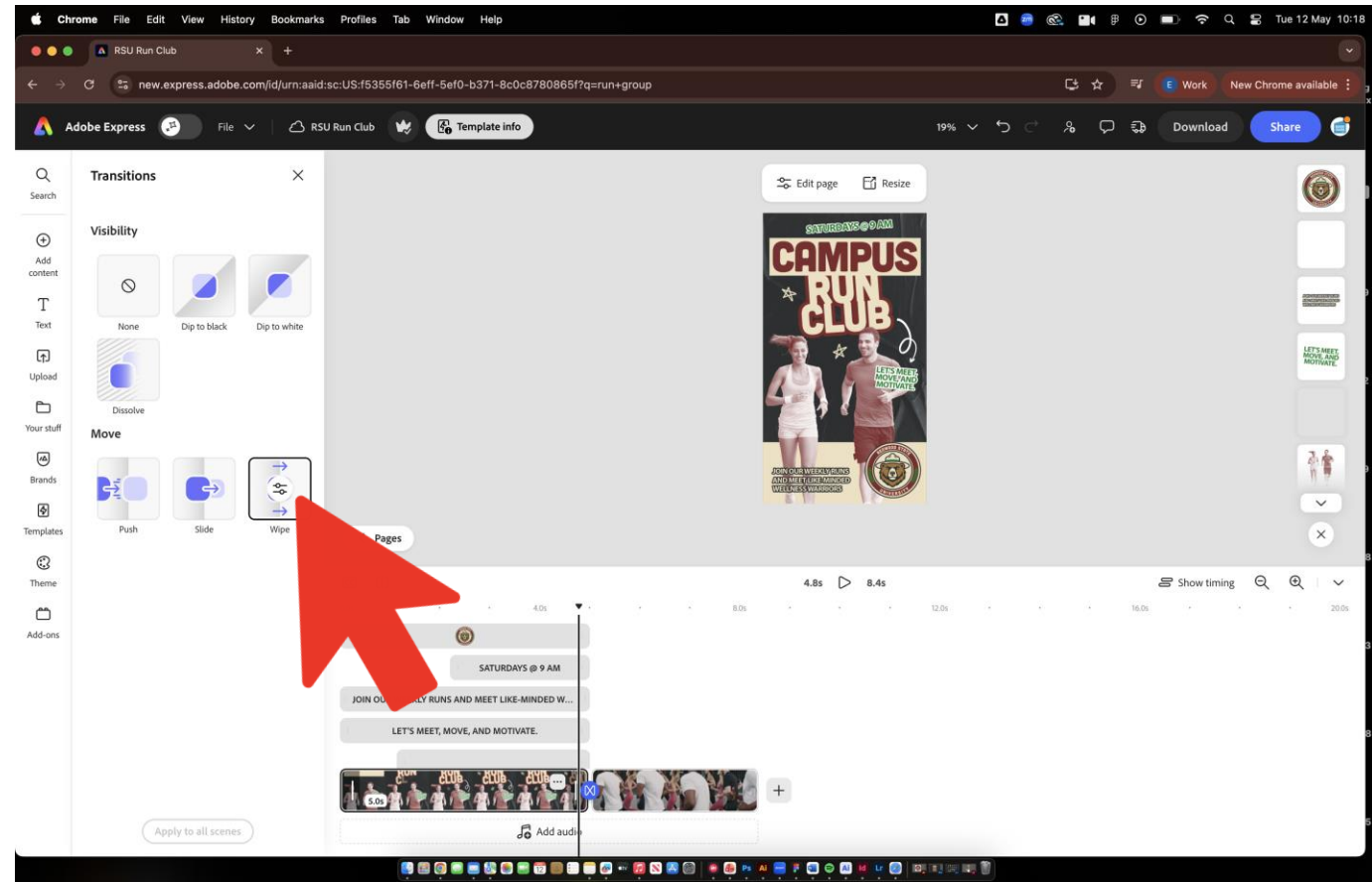
Content Creation Using: Adobe Express (16 of 18)

Step 16:

- Select the transition that fits with your video.

Go to next slide to complete the steps.

Step 16: Select transition



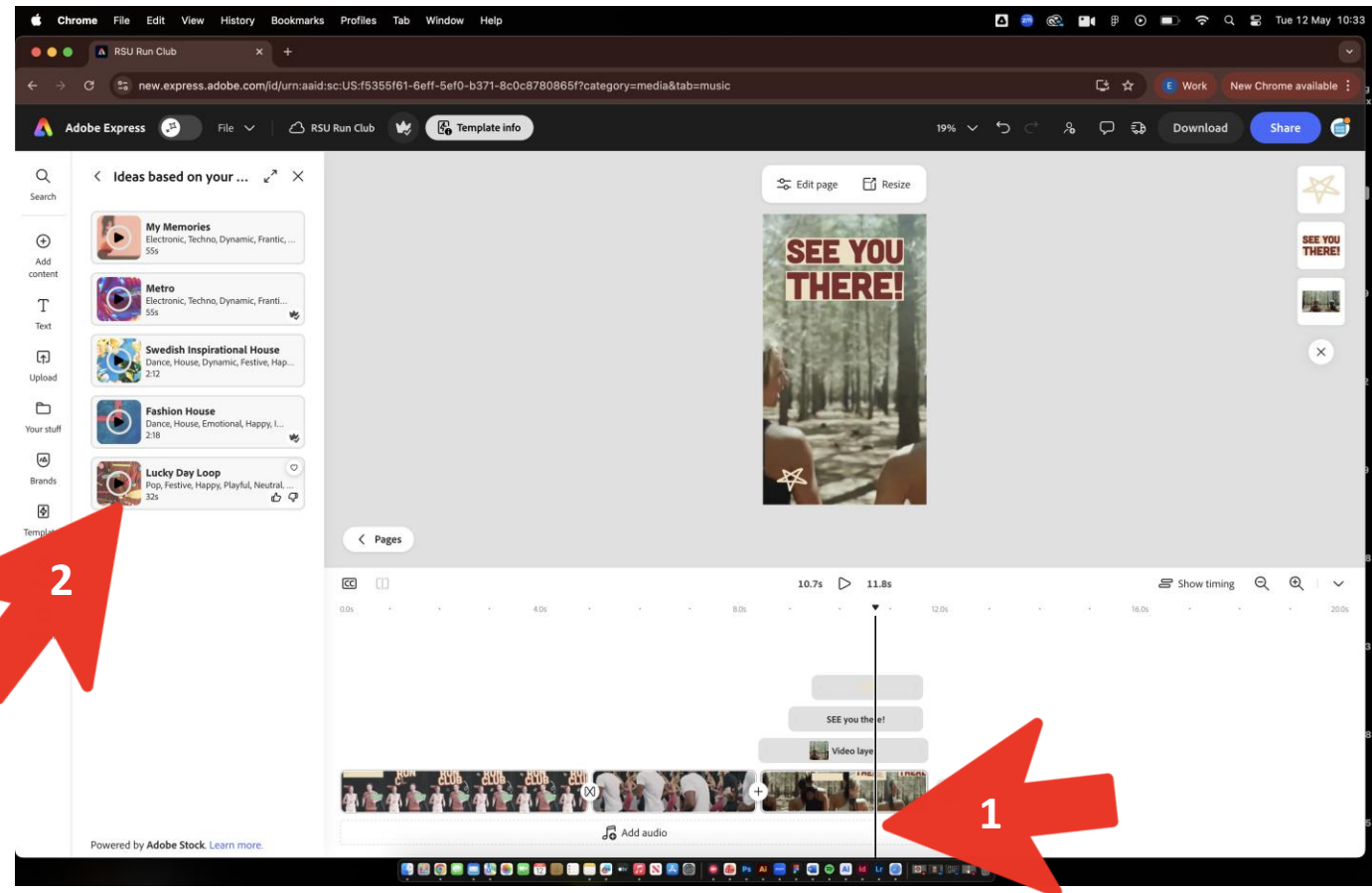
Content Creation Using: Adobe Express (17 of 18)

Step 17:

- Using the previous steps, add as many scenes as you need to build out your video.
- Once you are happy with the length and structure, click “Add Audio.”
- Select a track that best fits your content.

Go to next slide to complete the steps.

Step 17: Add audio



Content Creation Using: Adobe Express (18 of 18)

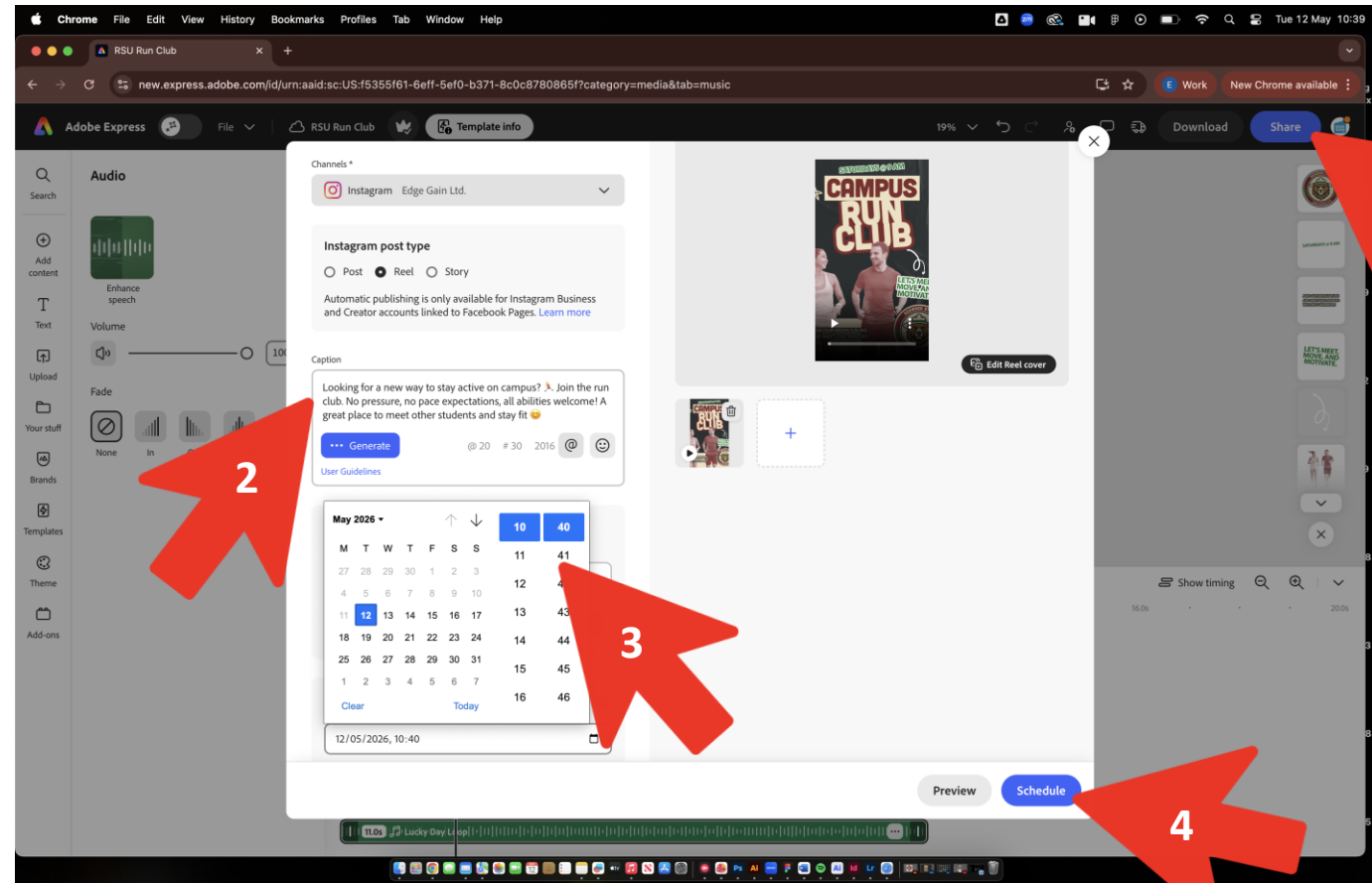
Step 18:

- When your video is finished, click “Share.”
- This will open a window with options to share across social media.
- Select the relevant social media account. Write captions for your post.
- Schedule the date and time for your video to be posted.

Go to next slide to complete the steps.



Step 18: Add audio

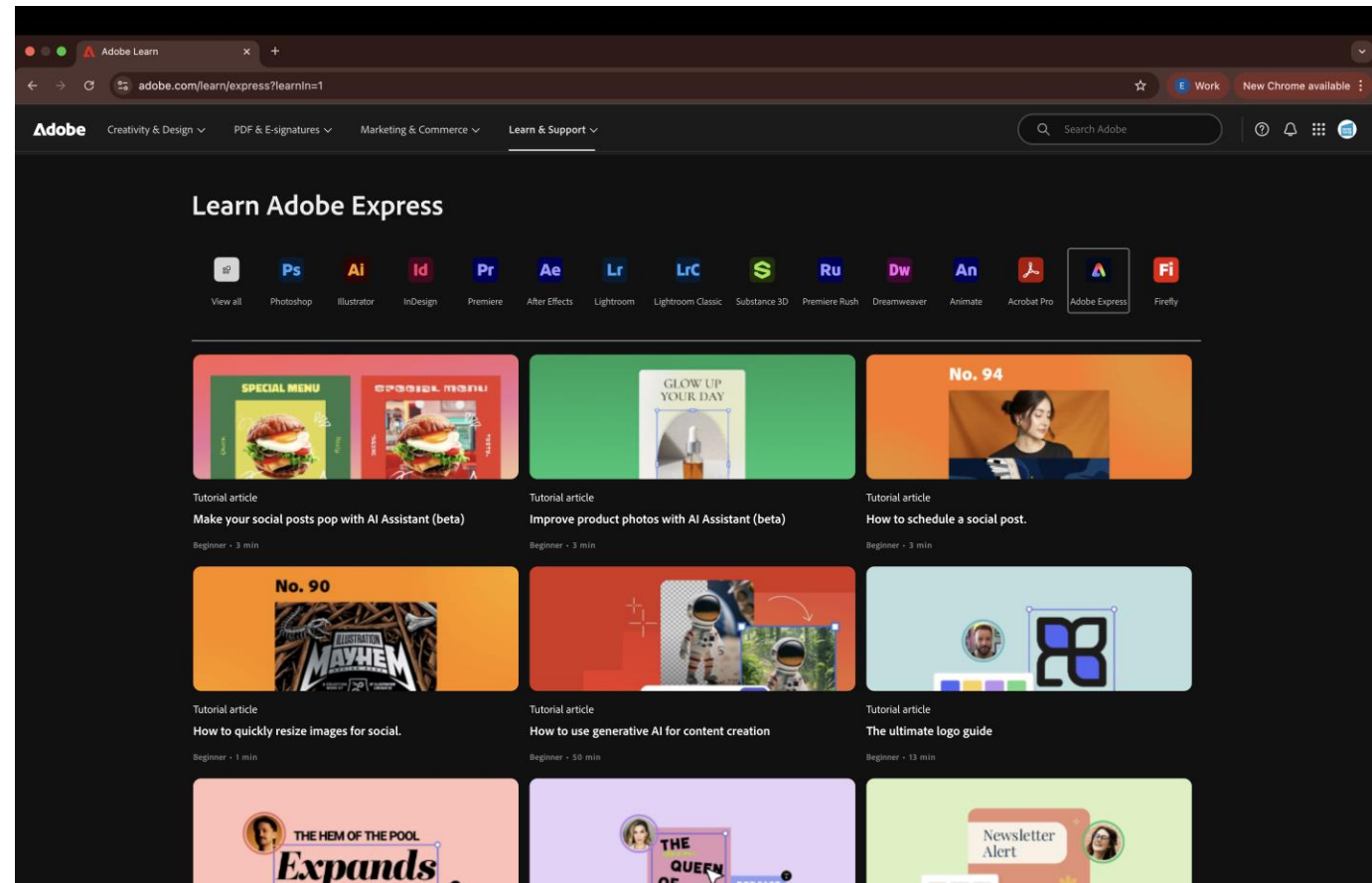


Additional Adobe Express Tutorials

Looking for more tips and inspiration? Browse these additional tutorials and resources to learn more about using Adobe Illustrator for marketing and content creation.

[Browse tutorials here.](#)

Quick Express tutorials



Additional Resources

EXPERT SESSIONS

- An Expert Session consists of a 30-minute phone call that covers a how-to topic to assist users with a specific product feature. Each session is scheduled by appointment at a time chosen by you, with the Adobe Customer Care team. [Find out more.](#)

ADOBE SUPPORT

- For official troubleshooting and comprehensive tutorials, please refer to [Adobe HelpX](#), which serves as Adobe's primary customer support and documentation portal.
- For more information on using your Adobe Admin Console, [watch this video.](#)

BRANDING

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[Watch this video for more information.](#)

Adobe Creative Cloud Libraries

Centralized Brand Assets for HED Marketing teams

Adobe



Goal

- In this use case, we will create a centralized library of approved brand assets that can be shared across university teams. The aim is to help users create content more efficiently while maintaining brand consistency across campaigns.

Link to video: https://youtu.be/oTy2WoJFA_k

Adobe



Centralized Brand Assets for HED Marketing teams (1 of 13)

Step 1:

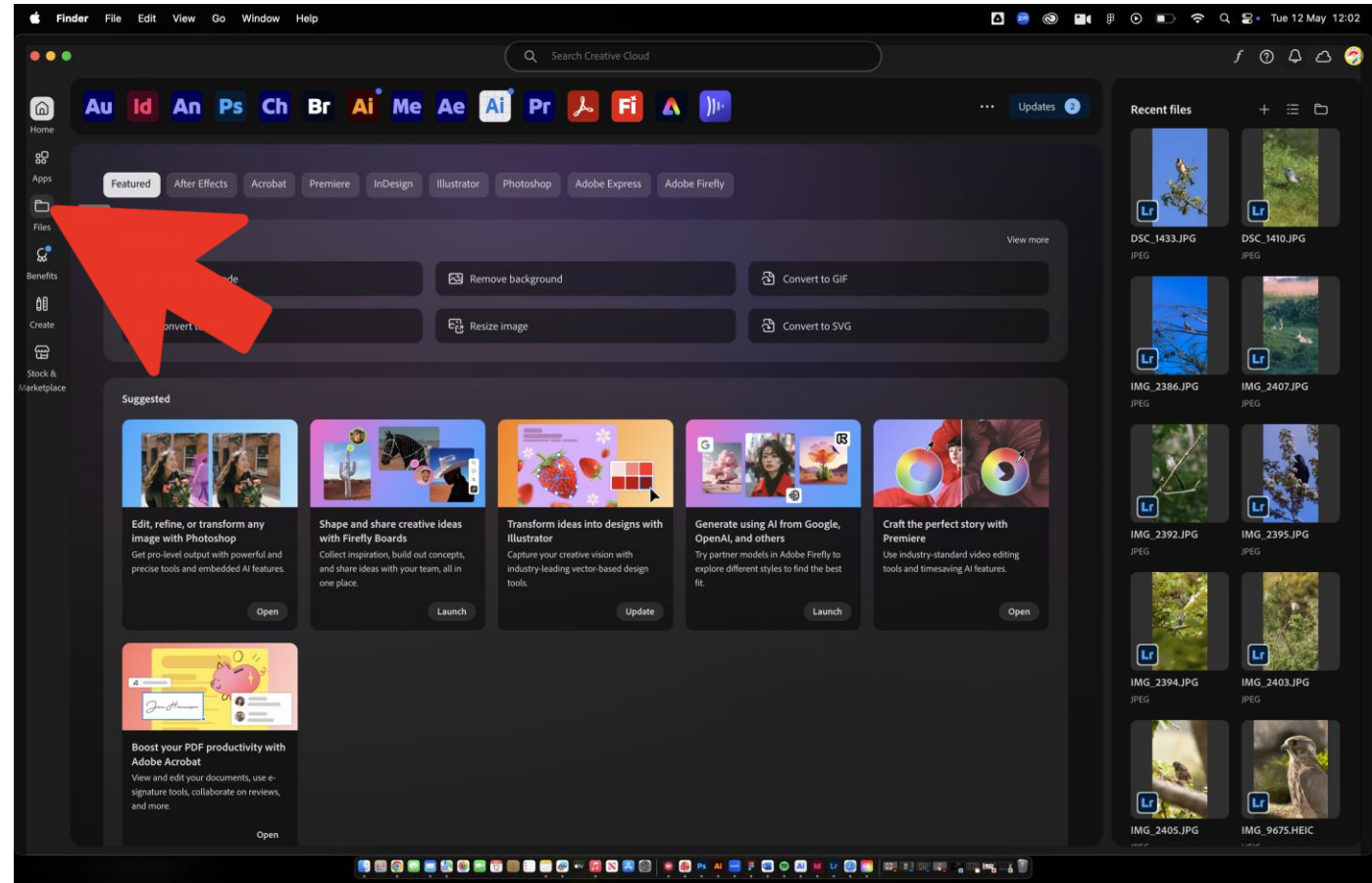
- Open Adobe Creative Cloud and click on “Files” in the side navigation menu.

Go to next slide to complete the steps.

If you need additional support at any stage, please refer to [Adobe's HelpX](#) resources for tutorials, guides, and troubleshooting information.



Step 1: Open Adobe Creative Cloud



Centralized Brand Assets for HED Marketing teams (2 of 13)

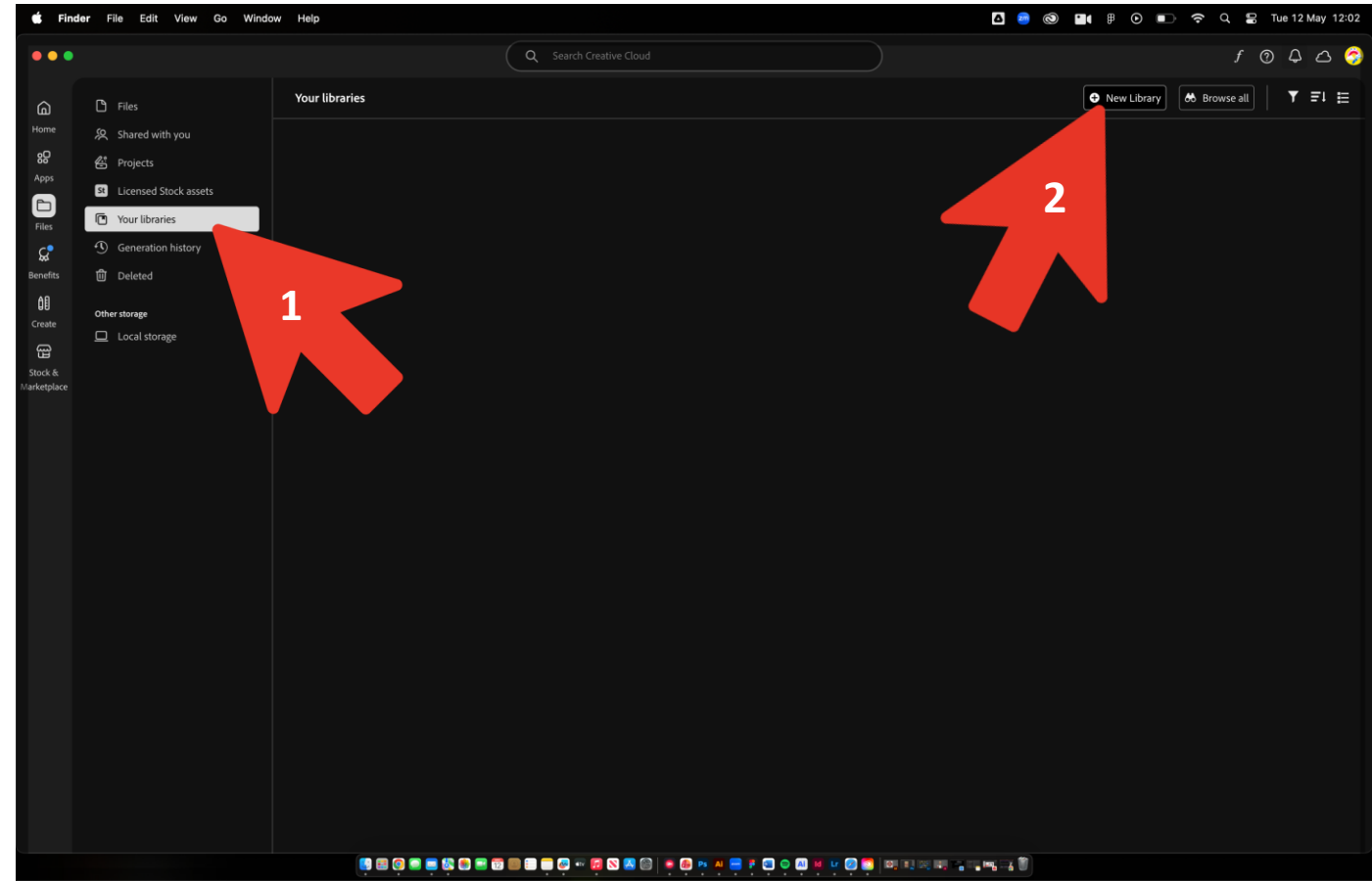
Step 2:

- Select “Your Libraries”, then click “New Library” to create a new shared asset library.

Go to next slide to complete the steps.



Step 2: Create new library



Centralized Brand Assets for HED Marketing teams (3 of 13)

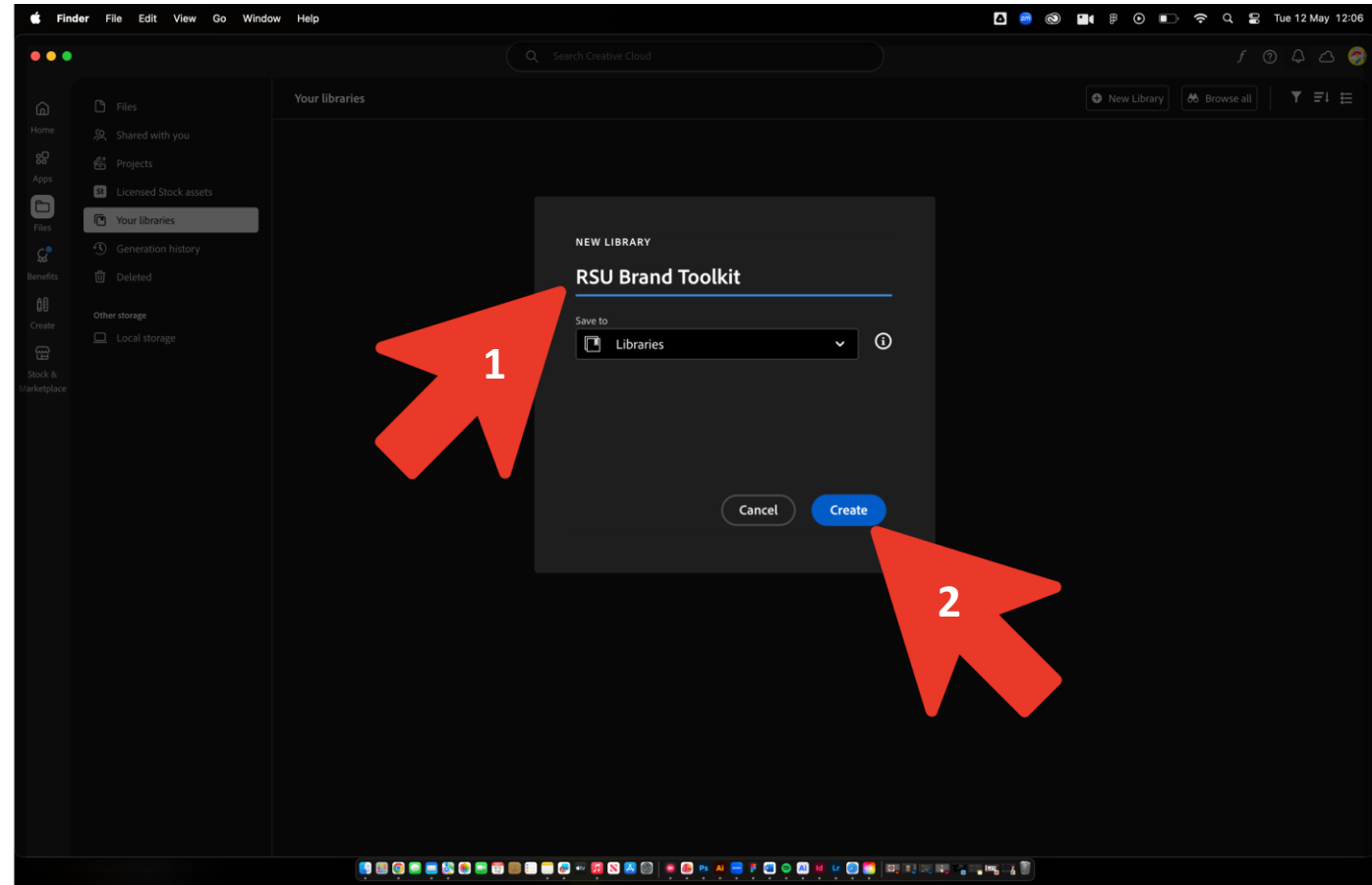
Step 3:

- Give your library a clear and recognizable name so it is easy for teams to locate, then click “Create.”

Go to next slide to complete the steps.



Step 3: Name your library



Centralized Brand Assets for HED Marketing teams (4 of 13)

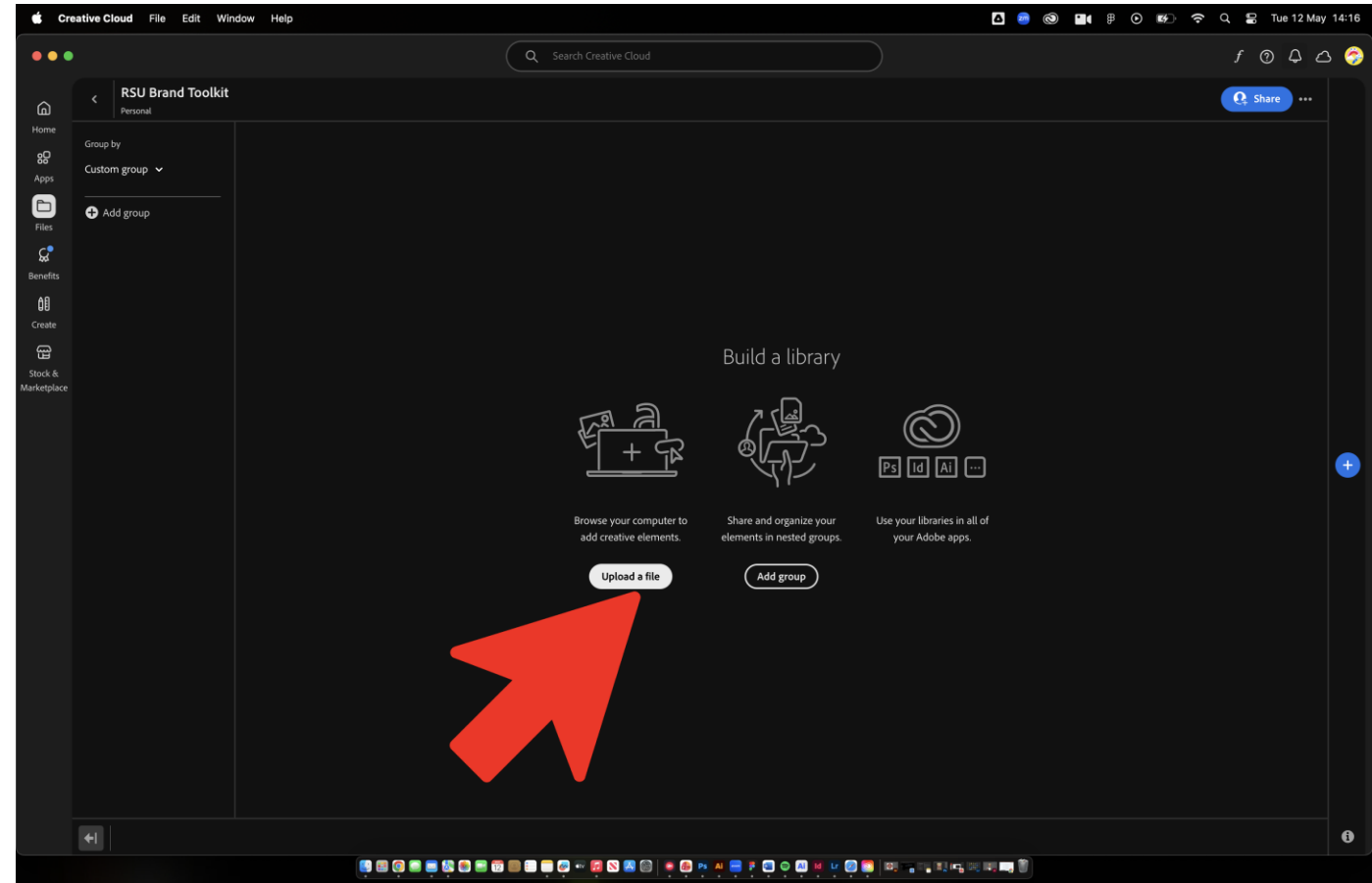
Step 4:

- Click “Upload a File” to add content to your brand toolkit.

Go to next slide to complete the steps.



Step 4: Upload Files



Centralized Brand Assets for HED Marketing teams (5 of 13)

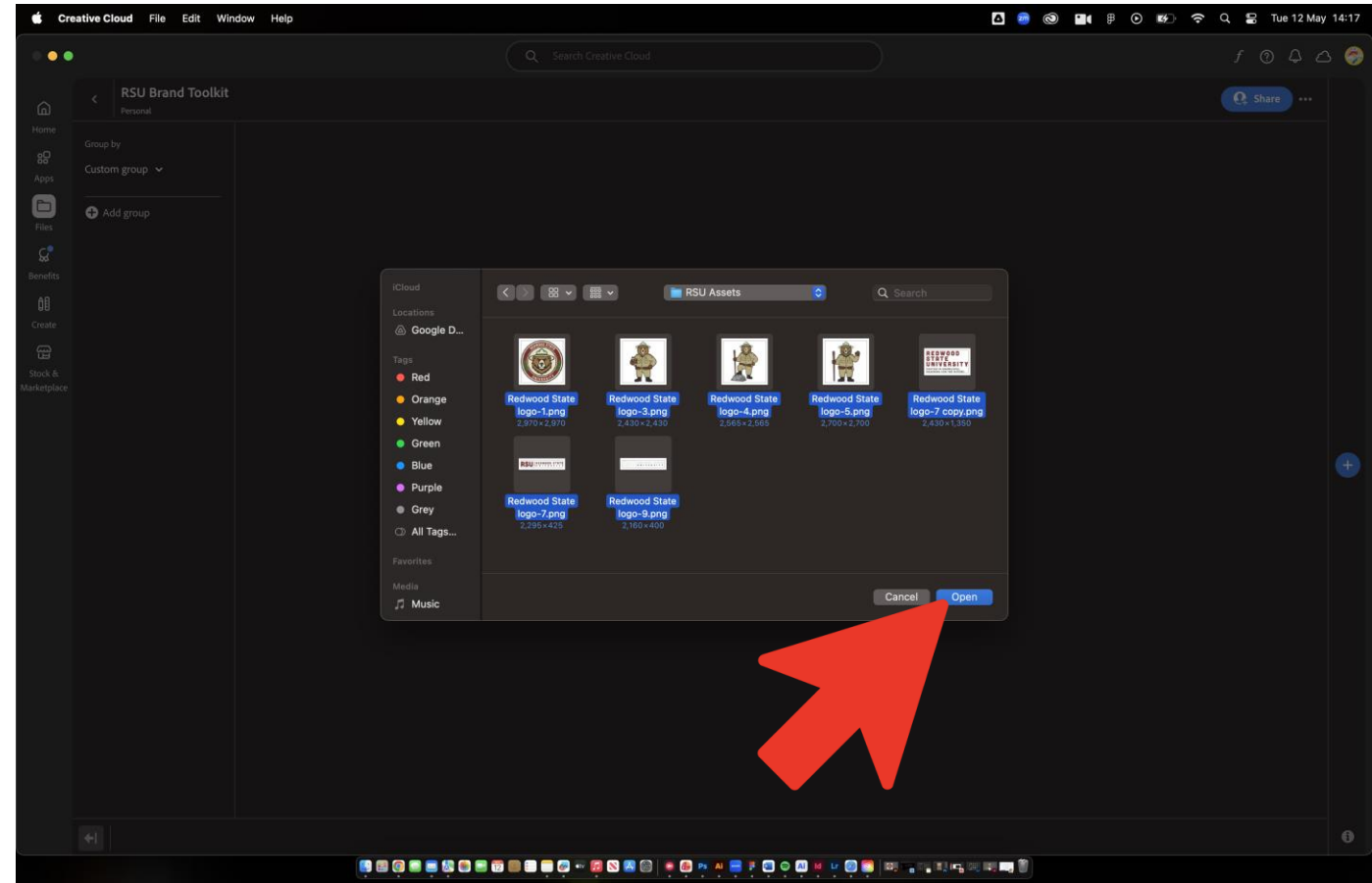
Step 5:

- Select all the files you would like to upload and click **"Open"** to import them into the library.

Go to next slide to complete the steps.



Step 5: Select files



Centralized Brand Assets for HED Marketing teams (6 of 13)

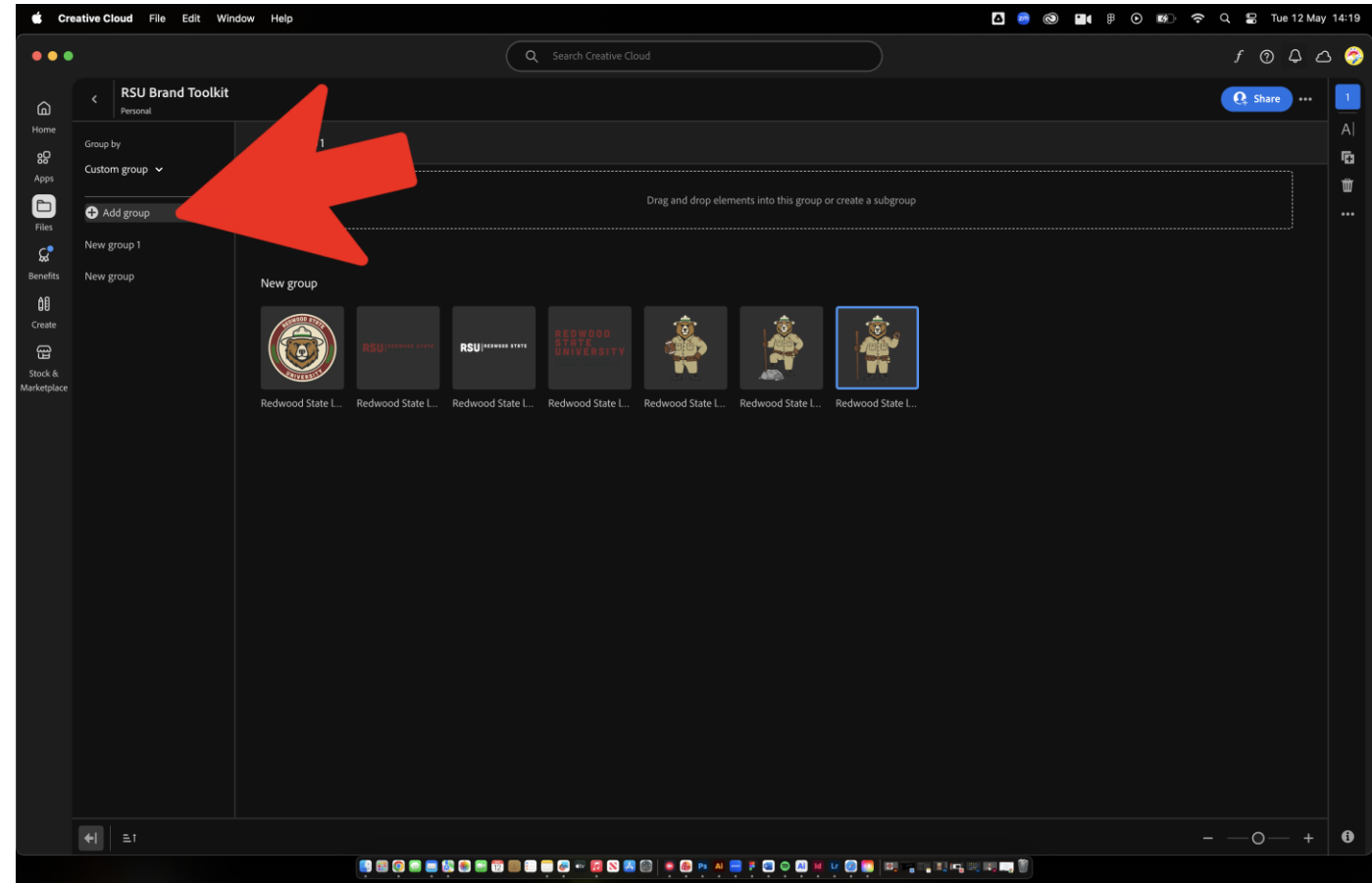
Step 6:

- To organize your library, click “Add Group.” This allows you to sort assets into easy-to-navigate categories, making files quicker to find and manage.

Go to next slide to complete the steps.



Step 6: Group your files



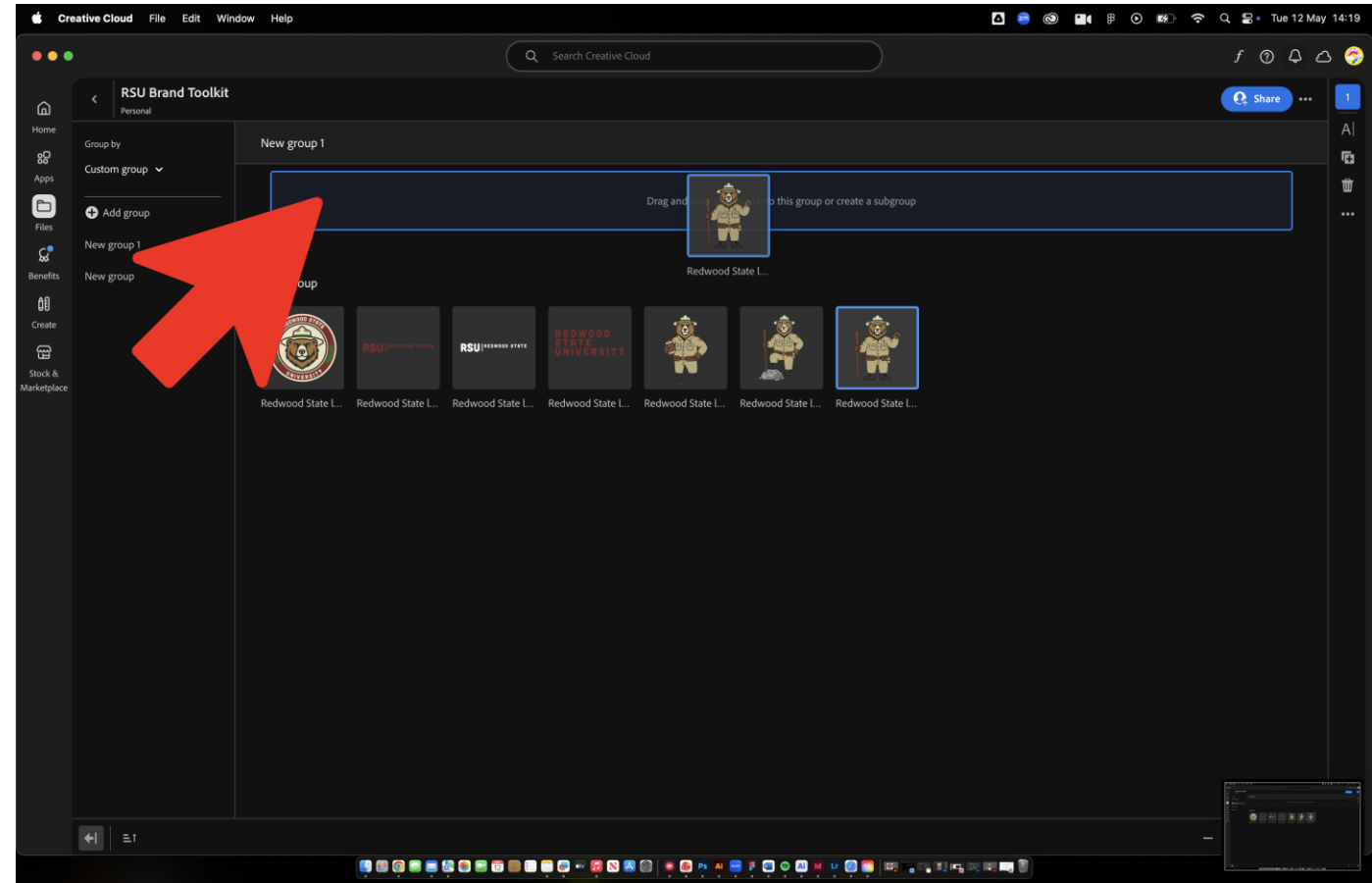
Centralized Brand Assets for HED Marketing teams (7 of 13)

Step 7:

- Drag and drop files into their new groups to organize your library.

Go to next slide to complete the steps.

Step 7: Drag and drop



Centralized Brand Assets for HED Marketing teams (8 of 13)

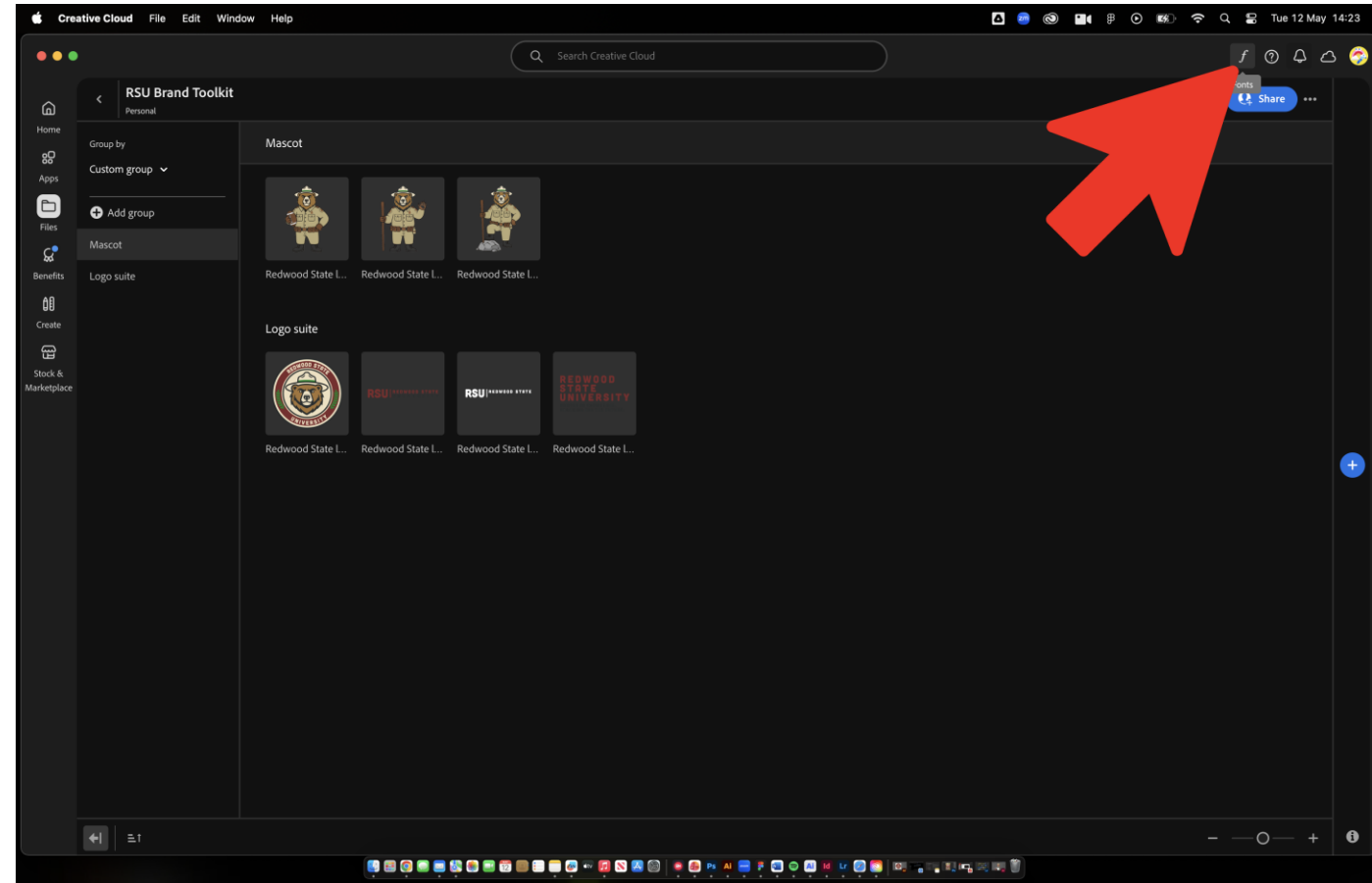
Step 8:

- To add fonts to your library, click the “Fonts” button.

Go to next slide to complete the steps.



Step 8: Adding fonts



Centralized Brand Assets for HED Marketing teams (9 of 13)

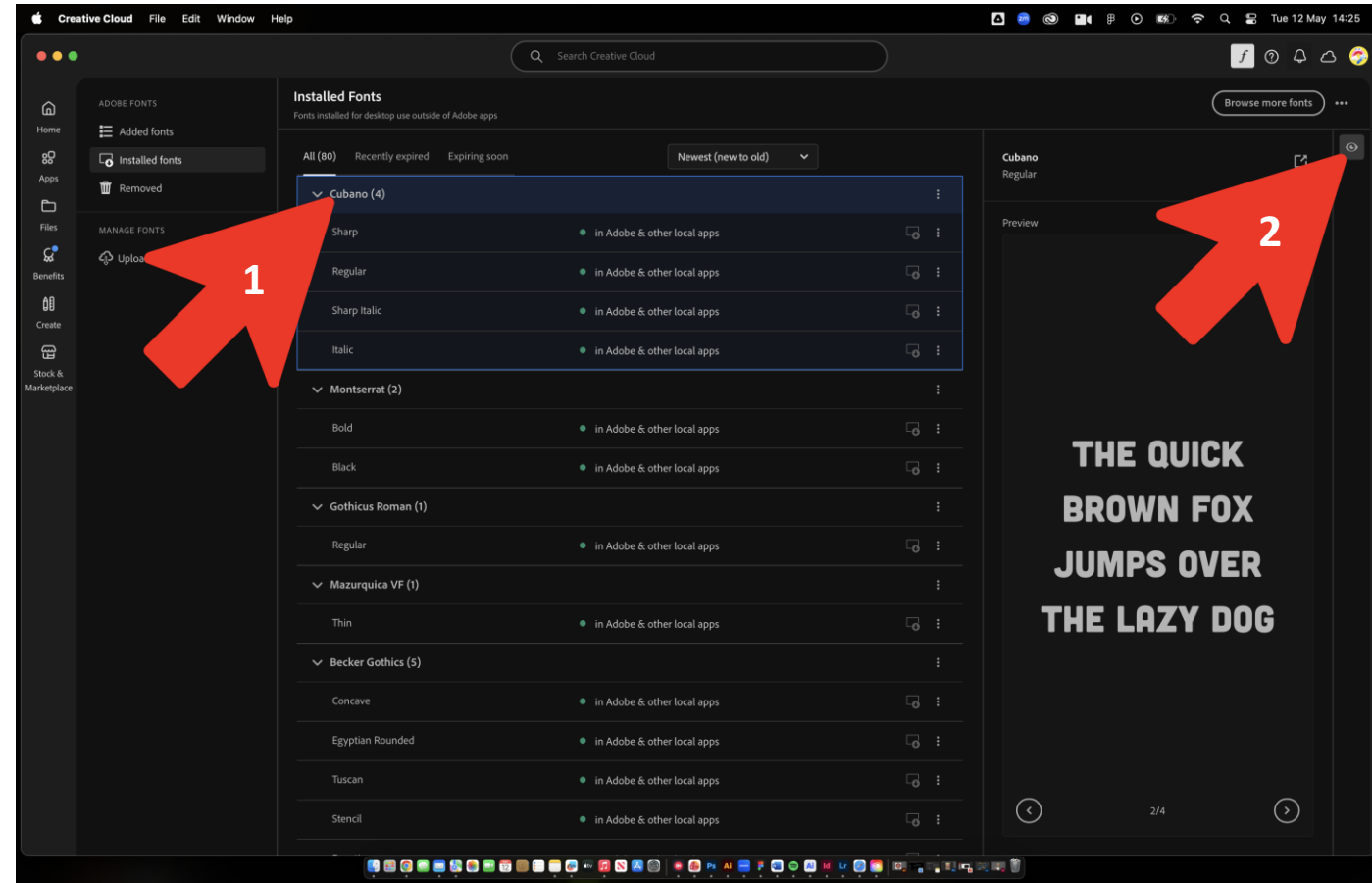
Step 9:

- Select the font you want to add, then click on the eye icon.

Go to next slide to complete the steps.



Step 9: Select font



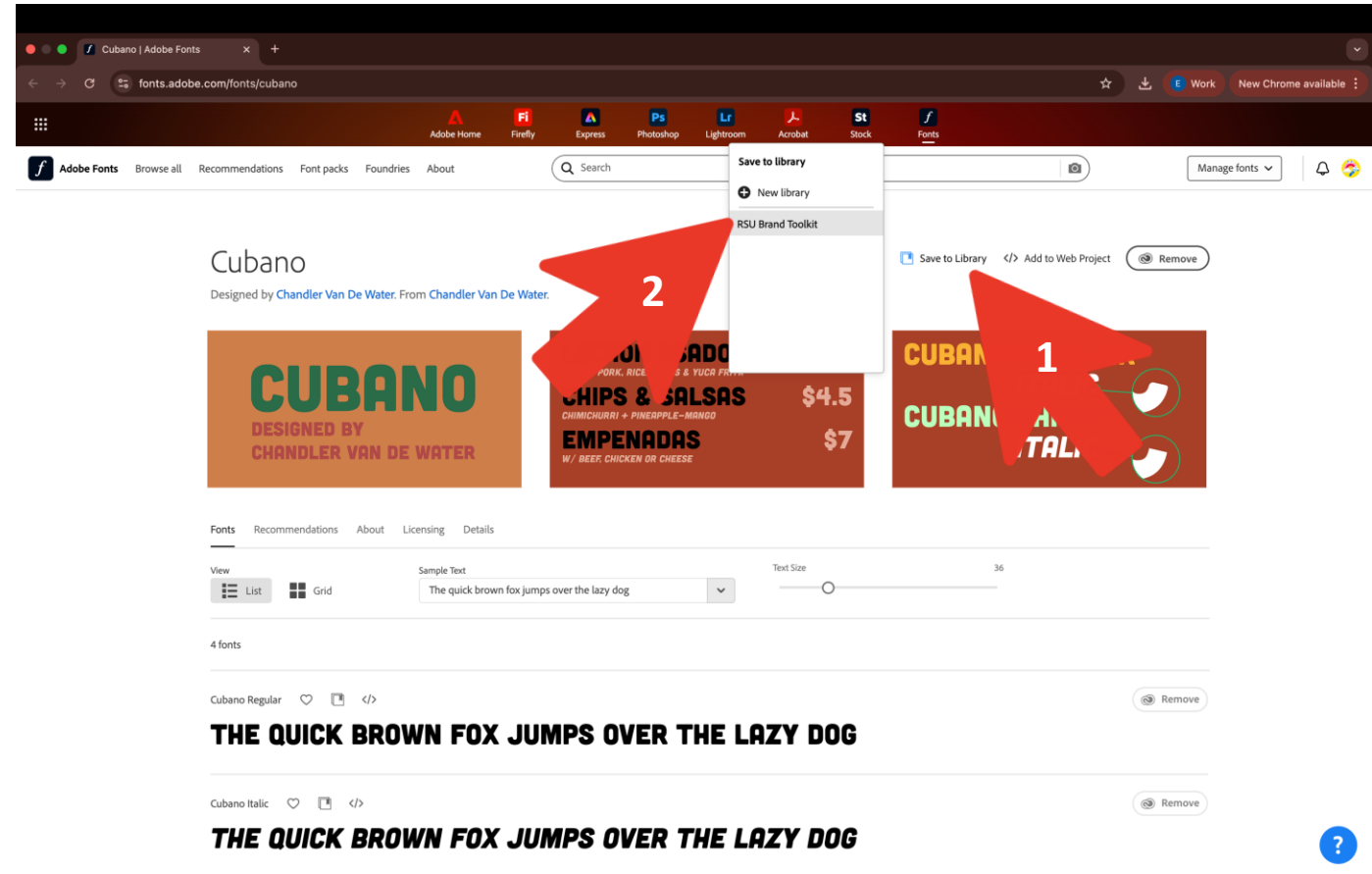
Centralized Brand Assets for HED Marketing teams (10 of 13)

Step 10:

- The Adobe Fonts page will open with your selected font.
- Click “Save to Library” and select the library you want to add it to.

Go to next slide to complete the steps.

Step 10: Add font to library



Centralized Brand Assets for HED Marketing teams (11 of 13)

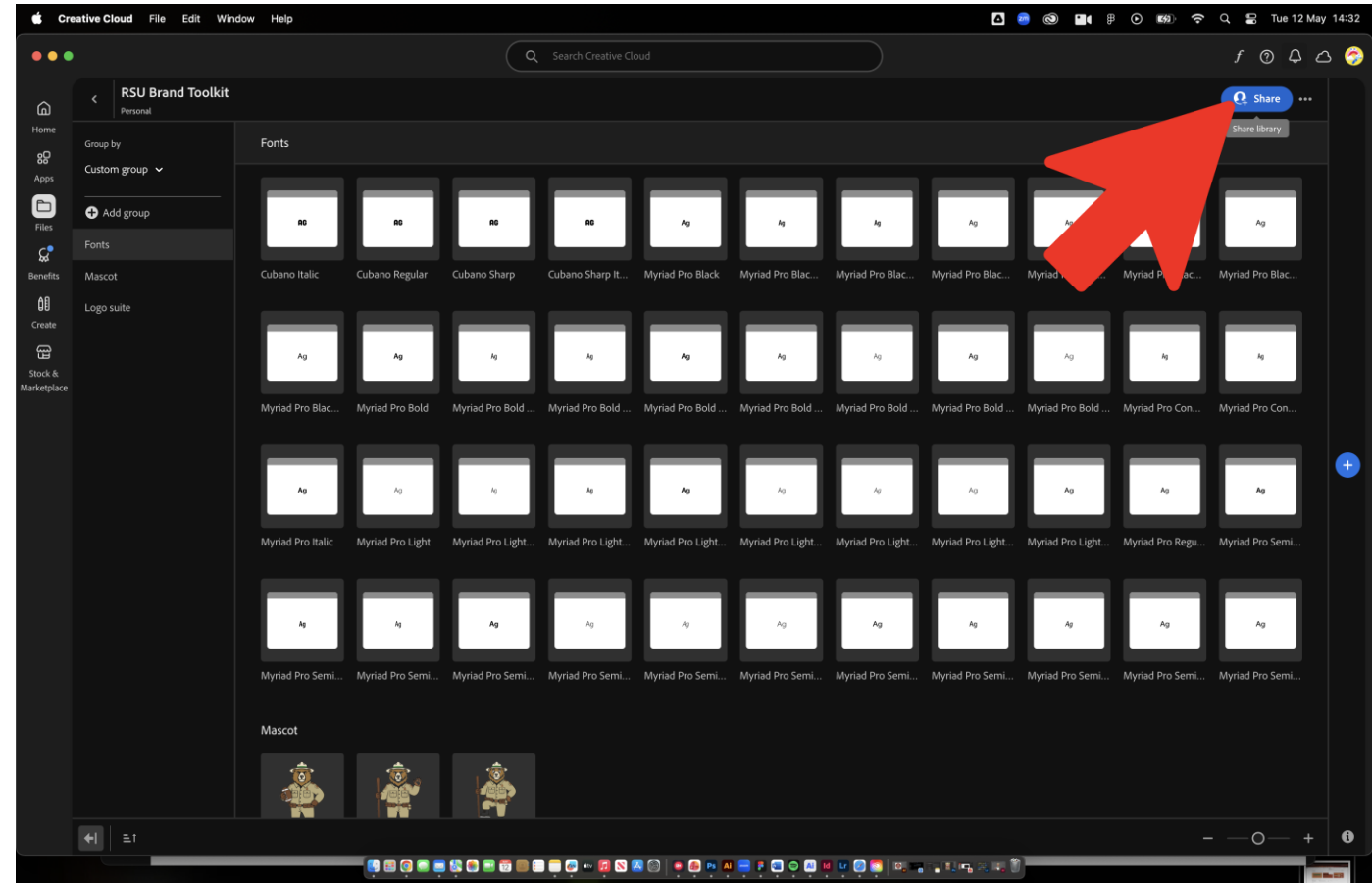
Step 11:

- Click “Share” to begin sharing your library with collaborators or teams.

Go to next slide to complete the steps.



Step 11: Share your library



Centralized Brand Assets for HED Marketing teams (12 of 13)

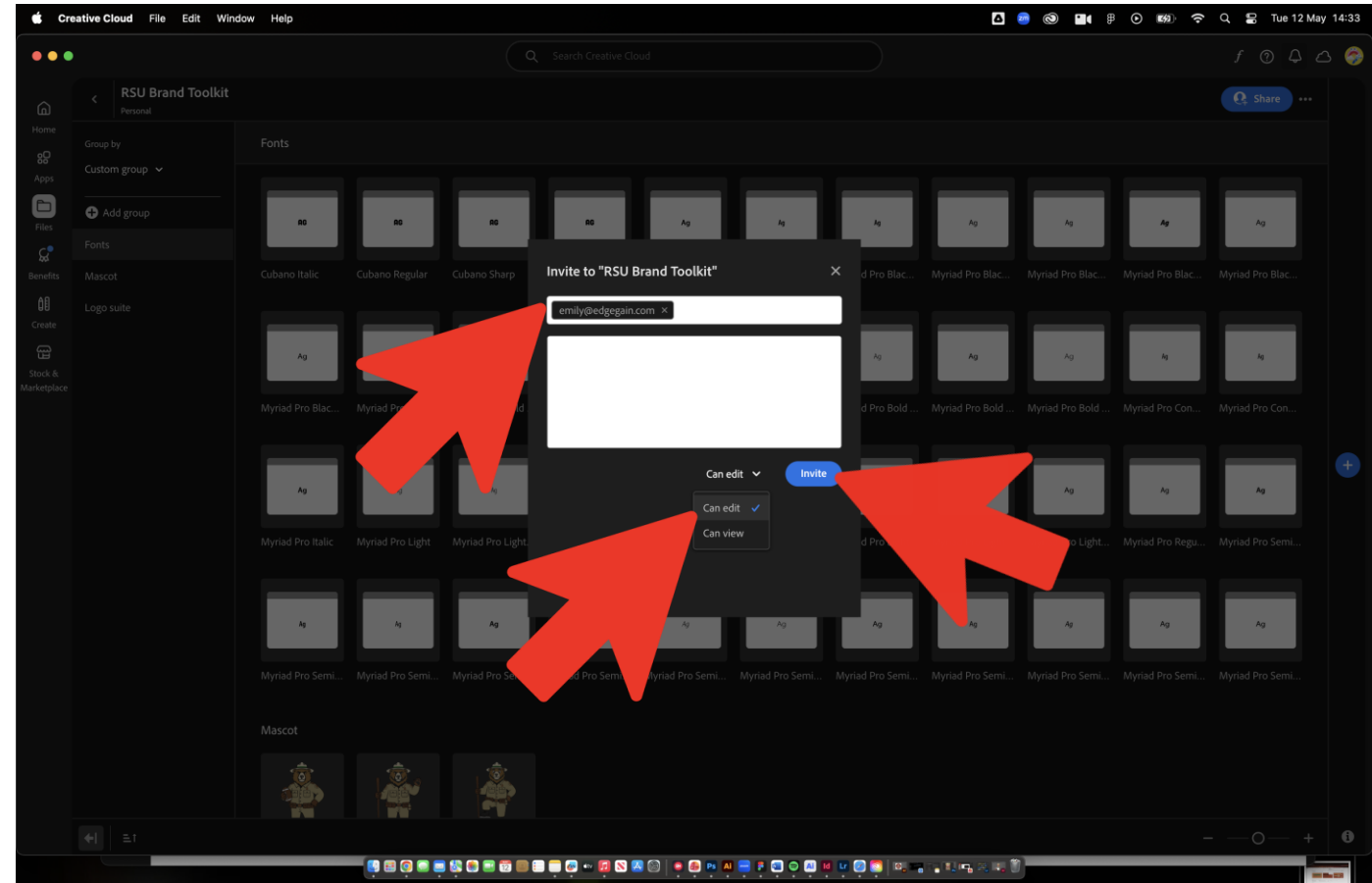
Step 12:

- A window will pop up where you can add collaborators by entering their email addresses.
- Choose **"Can Edit"** if you want them to make changes to the library.
- Choose **"Can View"** if you only want them to access and use the assets.
- Once selected, click **"Invite"** to send the invitation.

Go to next slide to complete the steps.



Step 12: Manage Collaborators



Centralized Brand Assets for HED Marketing teams (13 of 13)

Step 13:

- Now that you've created your library, you can access it from Adobe Creative Cloud apps such as Illustrator, Photoshop, and InDesign. This gives your team quick and easy access to approved brand assets, helping ensure consistency across all applications and projects.



Step 13: Find your library across all Creative Cloud apps



Additional Resources

EXPERT SESSIONS

- An Expert Session consists of a 30-minute phone call that covers a how-to topic to assist users with a specific product feature. Each session is scheduled by appointment at a time chosen by you, with the Adobe Customer Care team. [Find out more.](#)

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BRANDING

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[Watch this video for more information.](#)

Pro Tools > Adobe Express Workflow

Adapting Professional Design Files for Wider Team Use

Adobe



Goal

- In this use case, we will open a legacy university marketing template originally created in Illustrator and prepare it for use within Adobe Express. Our aim is to enable campus marketing teams to quickly adapt approved branded assets while maintaining consistency and control across shared content.

Link to video: <https://youtu.be/CeXhmbF-Nrw>

Adobe



Adapting Pro Design Files for Wider Team Use (1 of 9)

Step 1:

- Begin with an existing Illustrator file (.AI) in Adobe Illustrator that needs minor edits or updates, such as repositioning a logo or updating campaign information.

Go to next slide to complete the steps.

If you need additional support at any stage, please refer to [Adobe's HelpX](#) resources for tutorials, guides, and troubleshooting information.



Step 1: Open Adobe Illustrator



Adapting Pro Design Files for Wider Team Use (2 of 9)

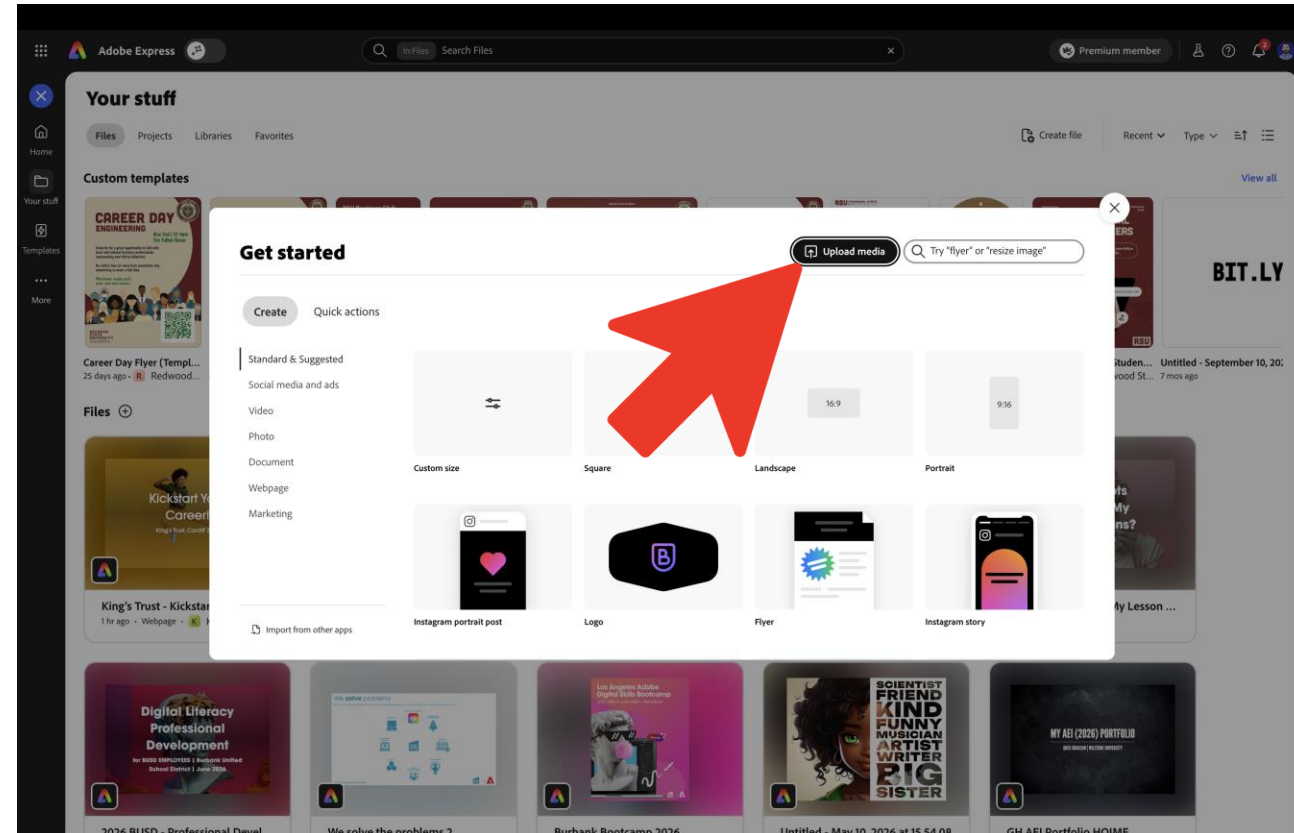
Step 2:

- To add professionally created files into Adobe Express, select an existing project or create a new project where the asset will be stored.
- Click on the blue cross on the home screen and select the “Upload media” option.

Go to next slide to complete the steps.



Step 2: Upload template



Adapting Pro Design Files for Wider Team Use (3 of 9)

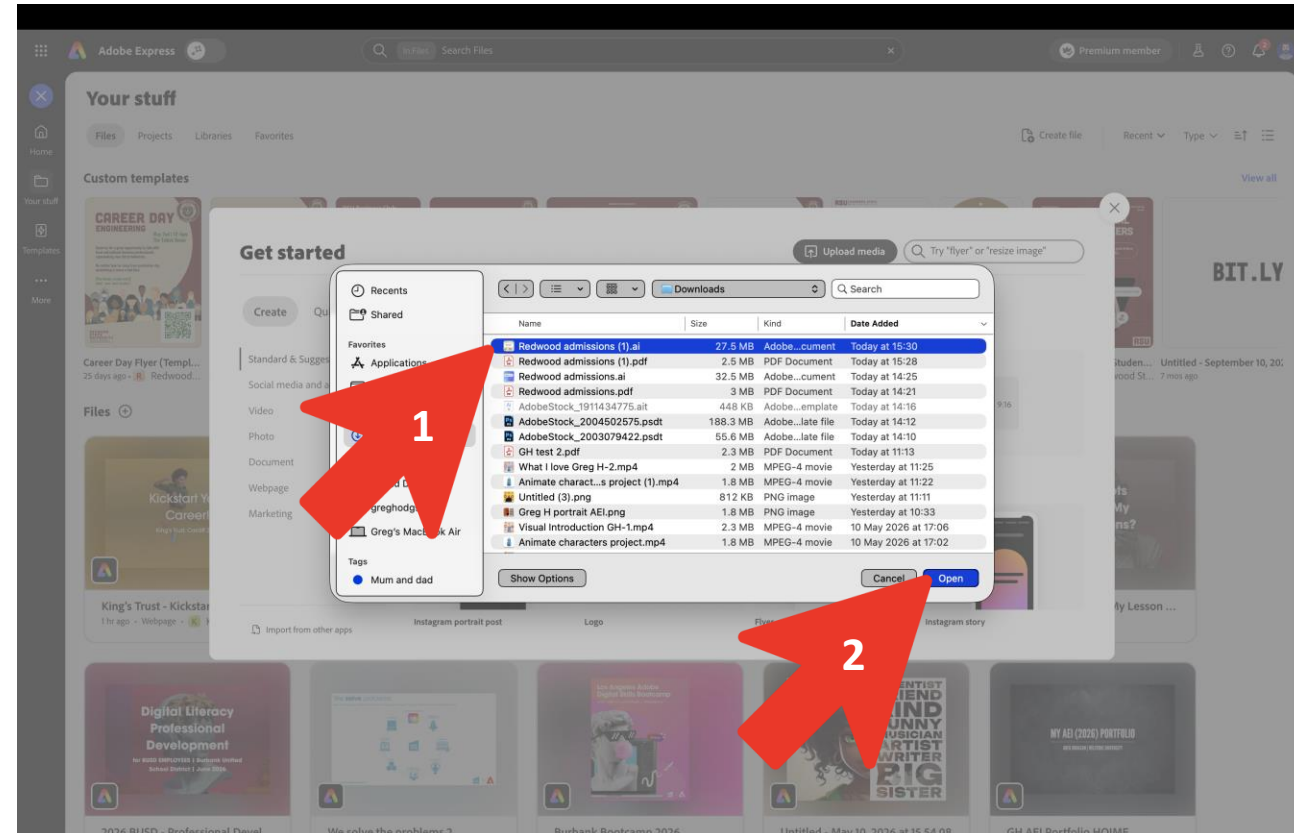
Step 3:

- Select the .AI Illustrator file you would like to upload, then click "Open."

Go to next slide to complete the steps.



Step 3: Select Illustrator file



Adapting Pro Design Files for Wider Team Use (4 of 9)

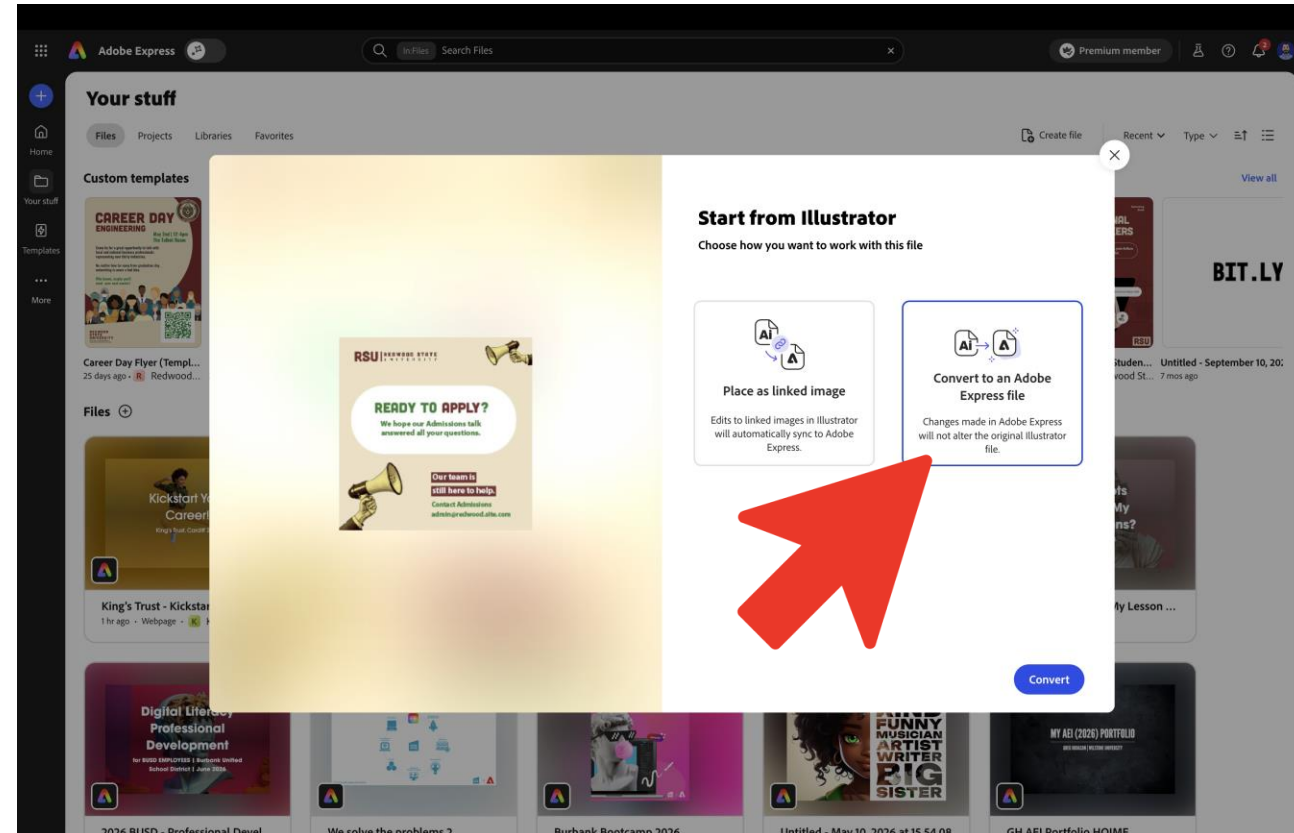
Step 4:

- Adobe Express may upload the file as a linked image or offer to convert it into an editable format.
- For this workflow, choose “Convert to an Adobe Express file.”

Go to next slide to complete the steps.



Step 4: Convert to express file



Adapting Pro Design Files for Wider Team Use (5 of 9)

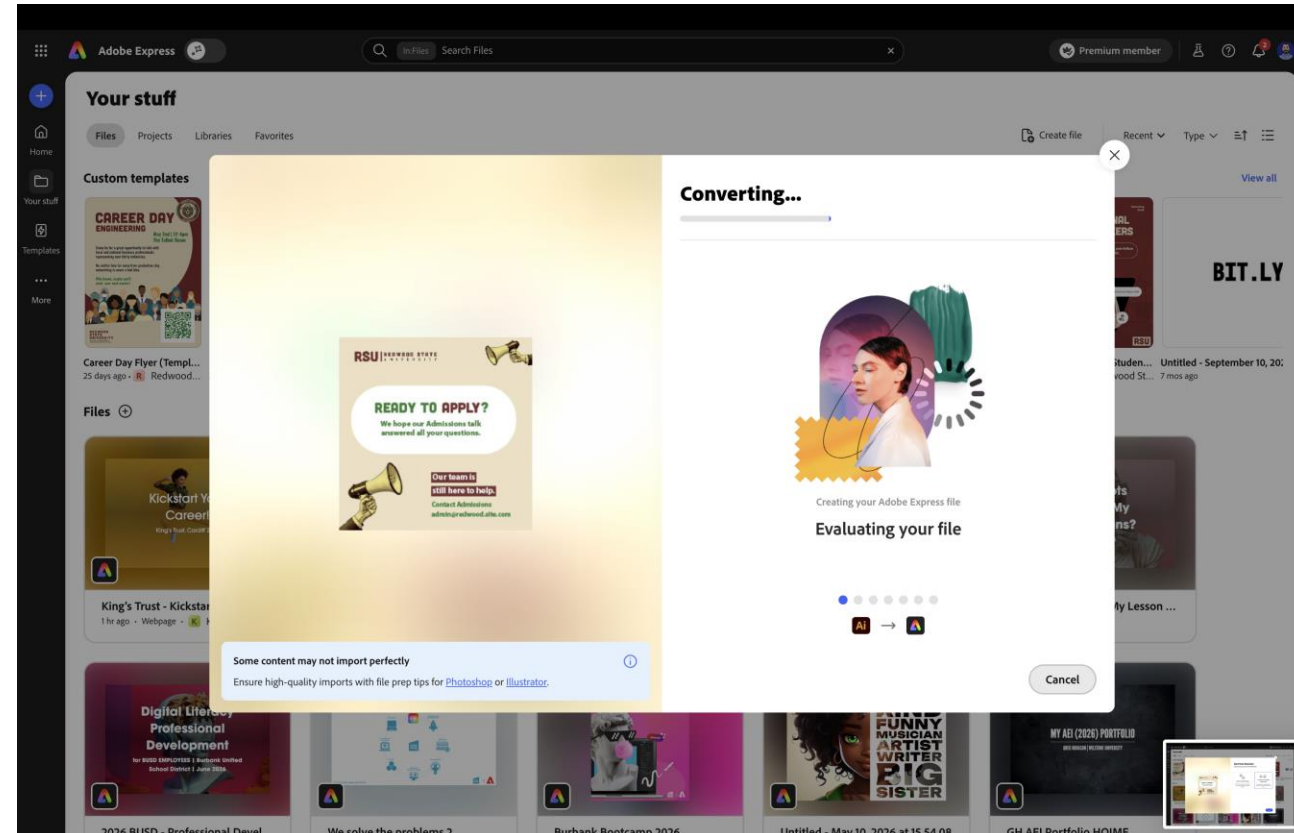
Step 5:

- Your file will begin converting.

Go to next slide to complete the steps.



Step 5: File converting



Adapting Pro Design Files for Wider Team Use (6 of 9)

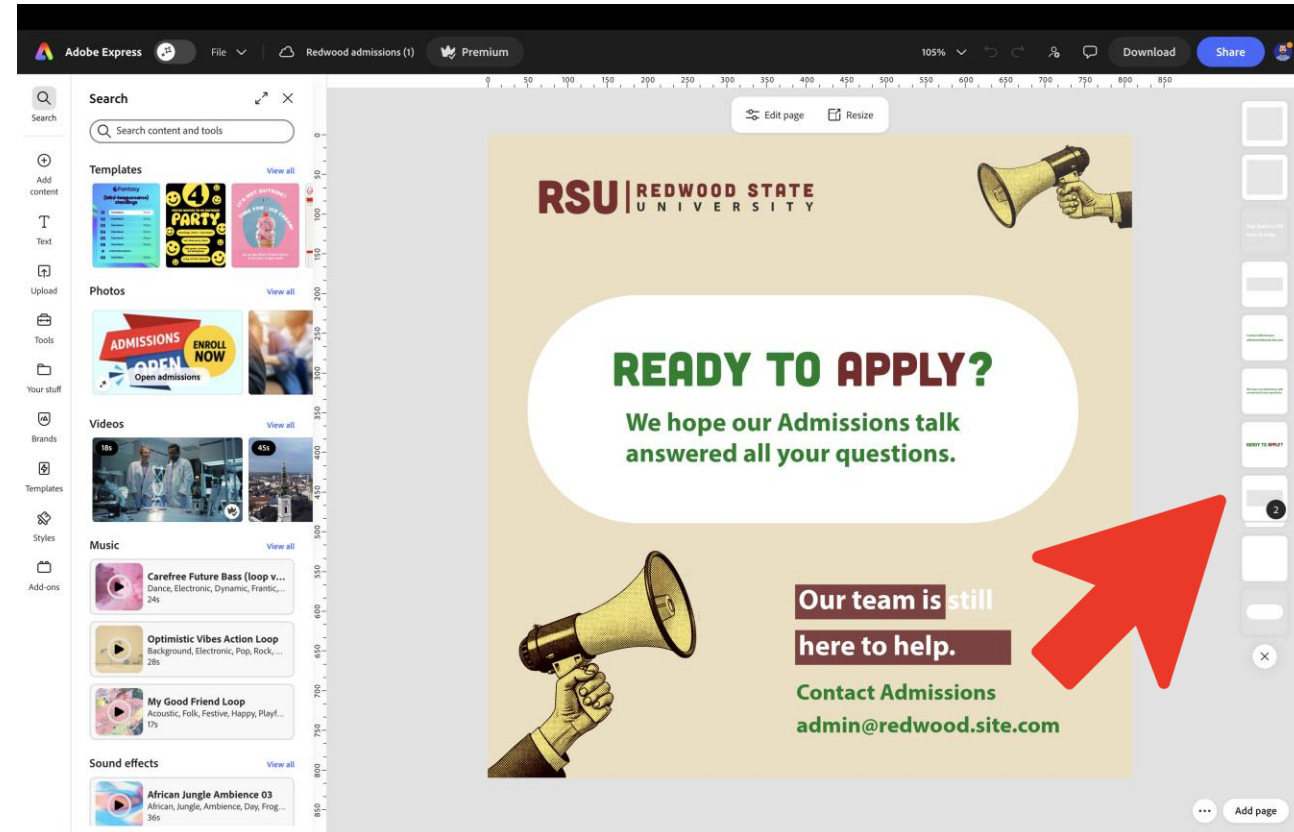
Step 6:

- The graphic is now fully editable in Adobe Express, with individual layers available for updating and customization.

Go to next slide to complete the steps.



Step 6: Template is ready to edit



Adapting Pro Design Files for Wider Team Use (7 of 9)

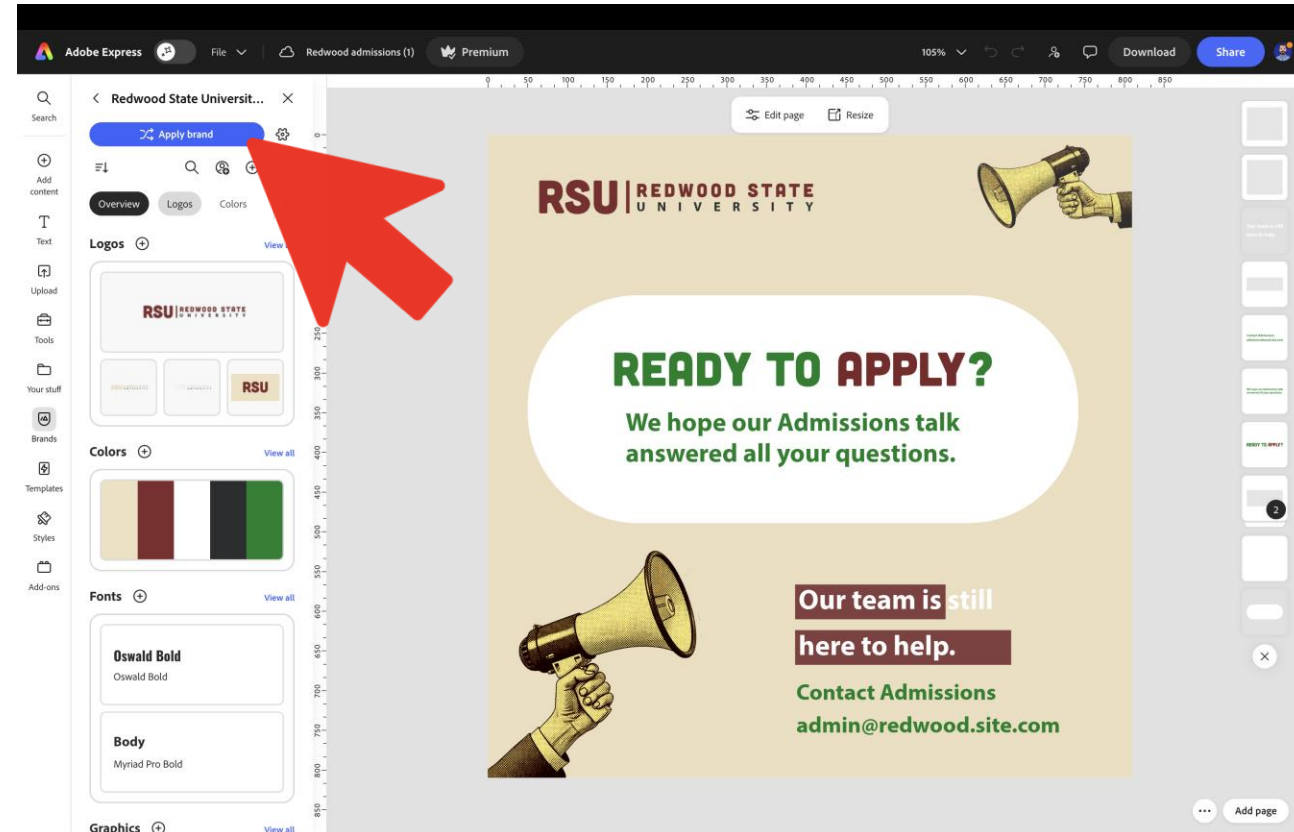
Step 7:

- Use the Brand feature in Adobe Express to update the design with approved brand colors, fonts, and assets.

Go to next slide to complete the steps.



Step 7: Update brand



Adapting Pro Design Files for Wider Team Use (8 of 9)

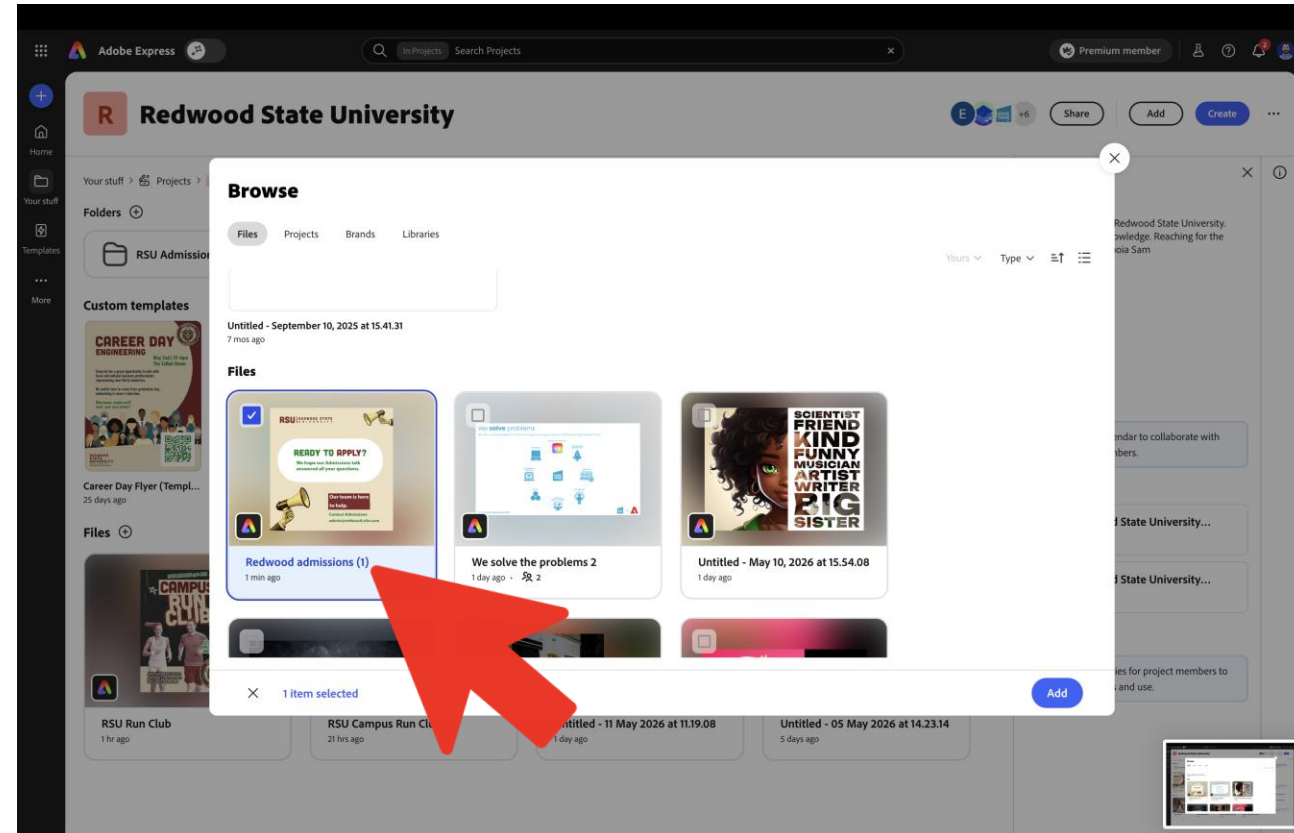
Step 8:

- Return to the project folder and locate the updated file.
- Select it and add it to the project.

Go to next slide to complete the steps.



Step 8: Add file to project



Adapting Pro Design Files for Wider Team Use (9 of 9)

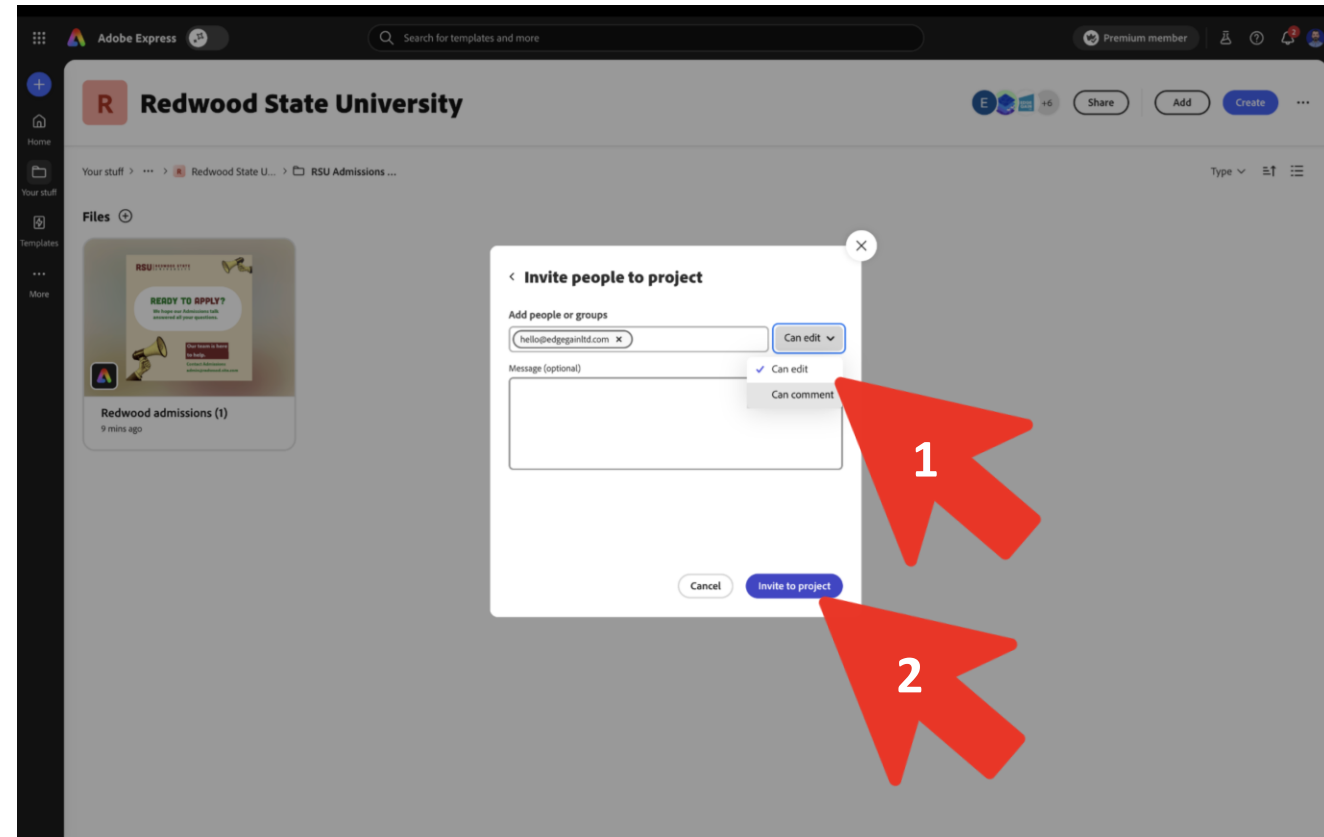
Step 9:

- Add your team members to the project and assign either “Edit” or “Comment” permissions based on how they will interact with the file.

Go to next slide to complete the steps.



Step 9: Share with team members



Additional Resources

▪ EXPERT SESSIONS

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[Watch this video for more information.](#)

Creation & Distribution

Building locked vs editable ADOBE express templates

Adobe



Goal

- In this use case we will open a generic University flyer designed to promote a careers day across the University. Our aim is to distribute the graphic across a campus marketing team who will need to adapt elements of the graphic but also to lock some elements that are not to be adapted.

Link to video: <https://youtu.be/9AkF53u9qLM>

Adobe



Building Locked vs Editable Templates (1 of 8)

Step 1:

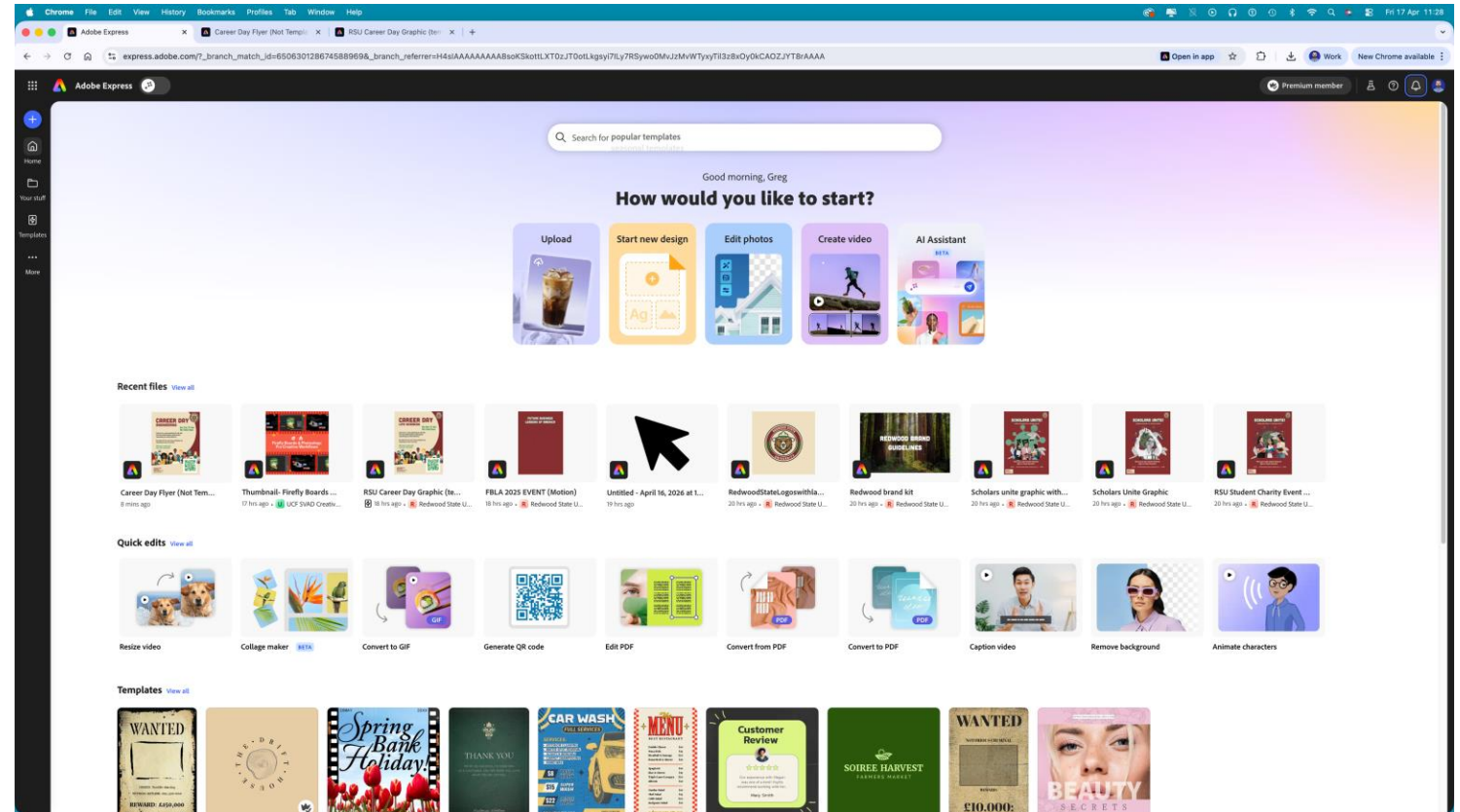
- Open Adobe Express.

Go to next slide to complete the steps.

If you need additional support at any stage, please refer to [Adobe's HelpX](#) resources for tutorials, guides, and troubleshooting information.



Step 1: Open Adobe Express



Building Locked vs Editable Templates (2 of 8)

Step 2:

- Open the Redwood State University “Career Day” graphic template.

Go to next slide to complete the steps.



Step 2: Open the file



Building Locked vs Editable Templates (3 of 8)

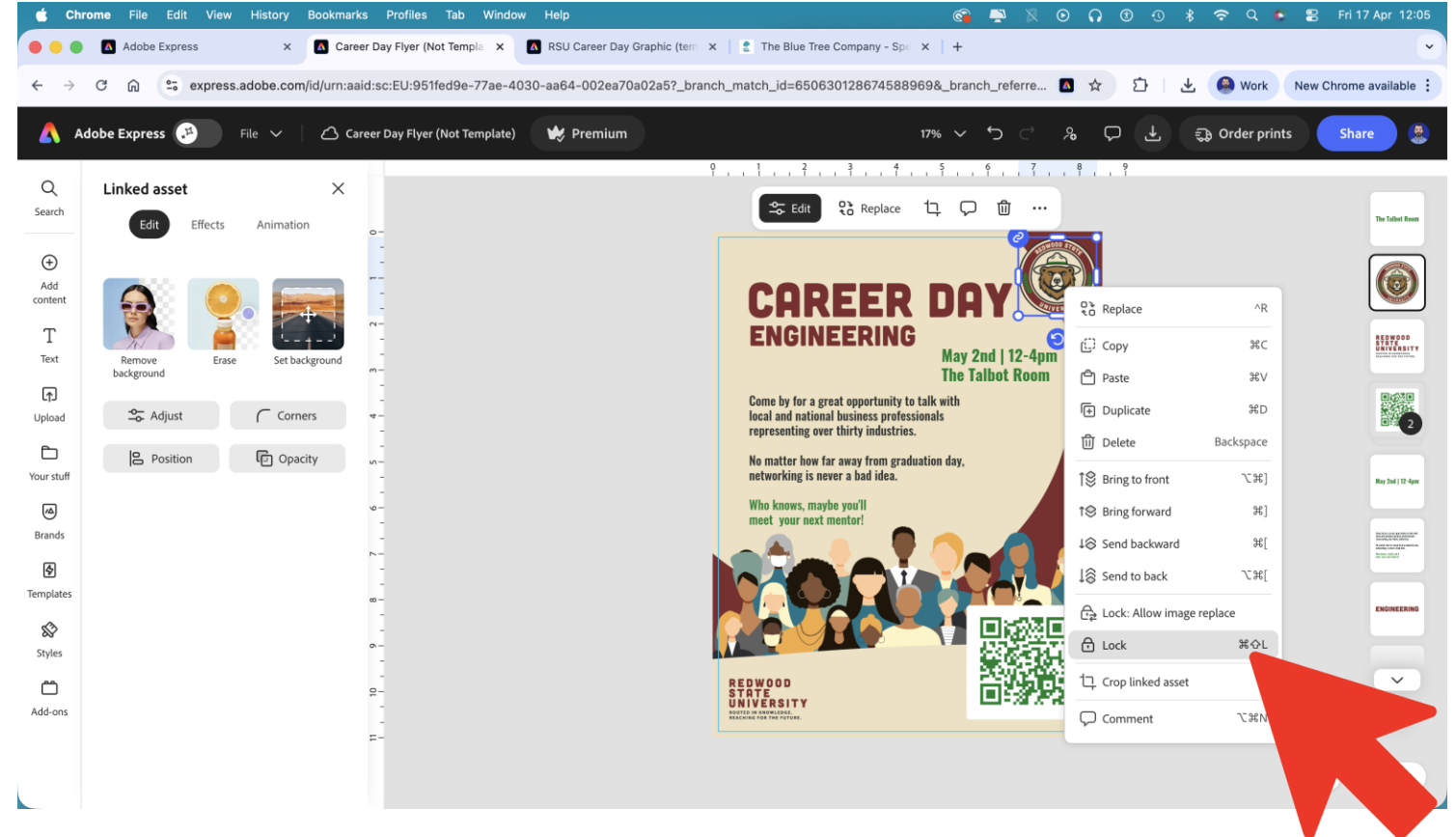
Step 3:

- To enable a distributed team to edit some elements of the graphic and lock other elements of the graphic, select the elements you wish to lock.
- Right-click and select “Lock.”
- A grey padlock icon will appear, indicating the specific graphic is now locked. 

Go to next slide to complete the steps.



Step 3: Lock the logo



Building Locked vs Editable Templates (4 of 8)

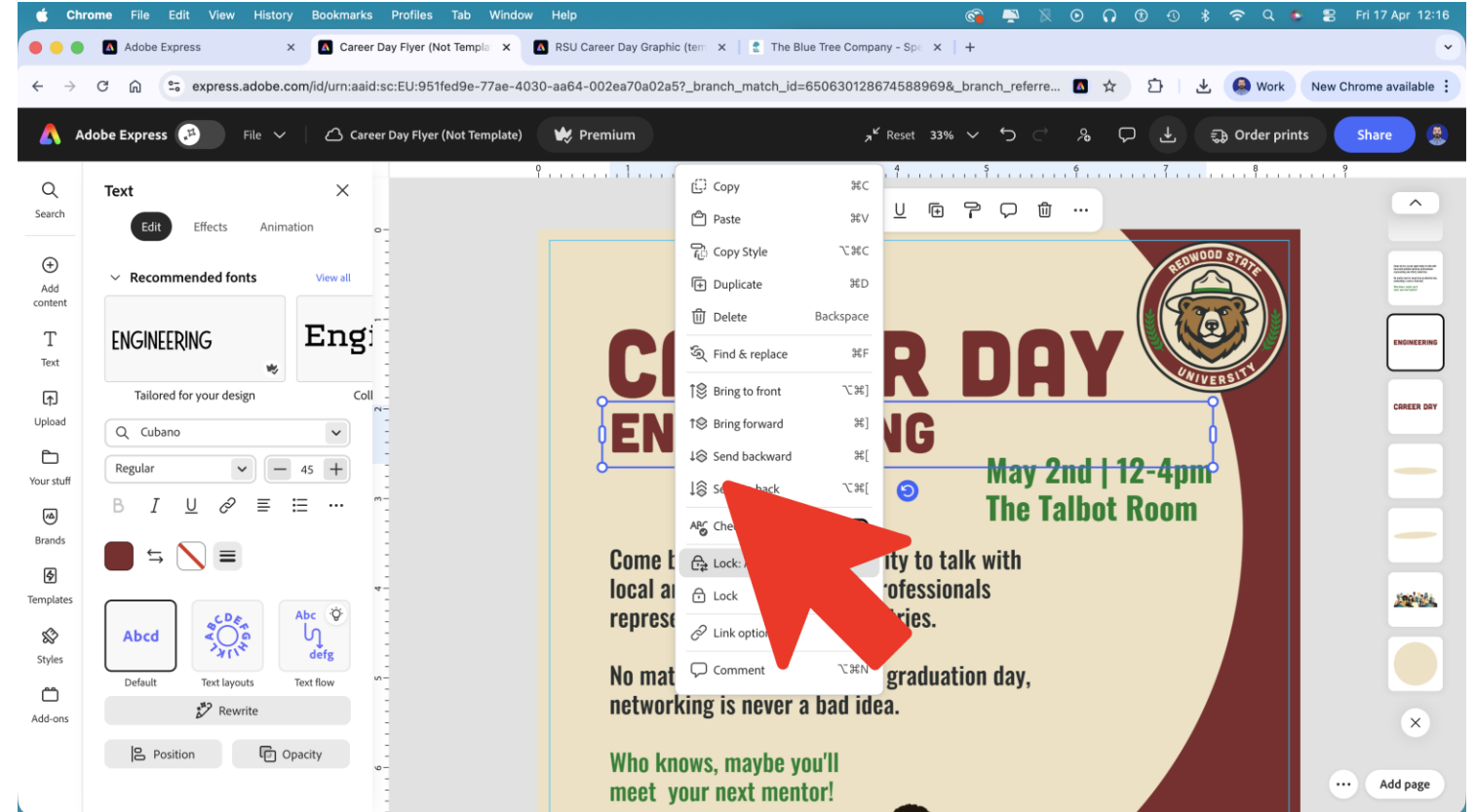
Step 4:

- Text elements can be fully locked or locked with replaceable text.

Go to next slide to complete the steps.



Step 4: Lock and allow text to be replaced



Building Locked vs Editable Templates (5 of 8)

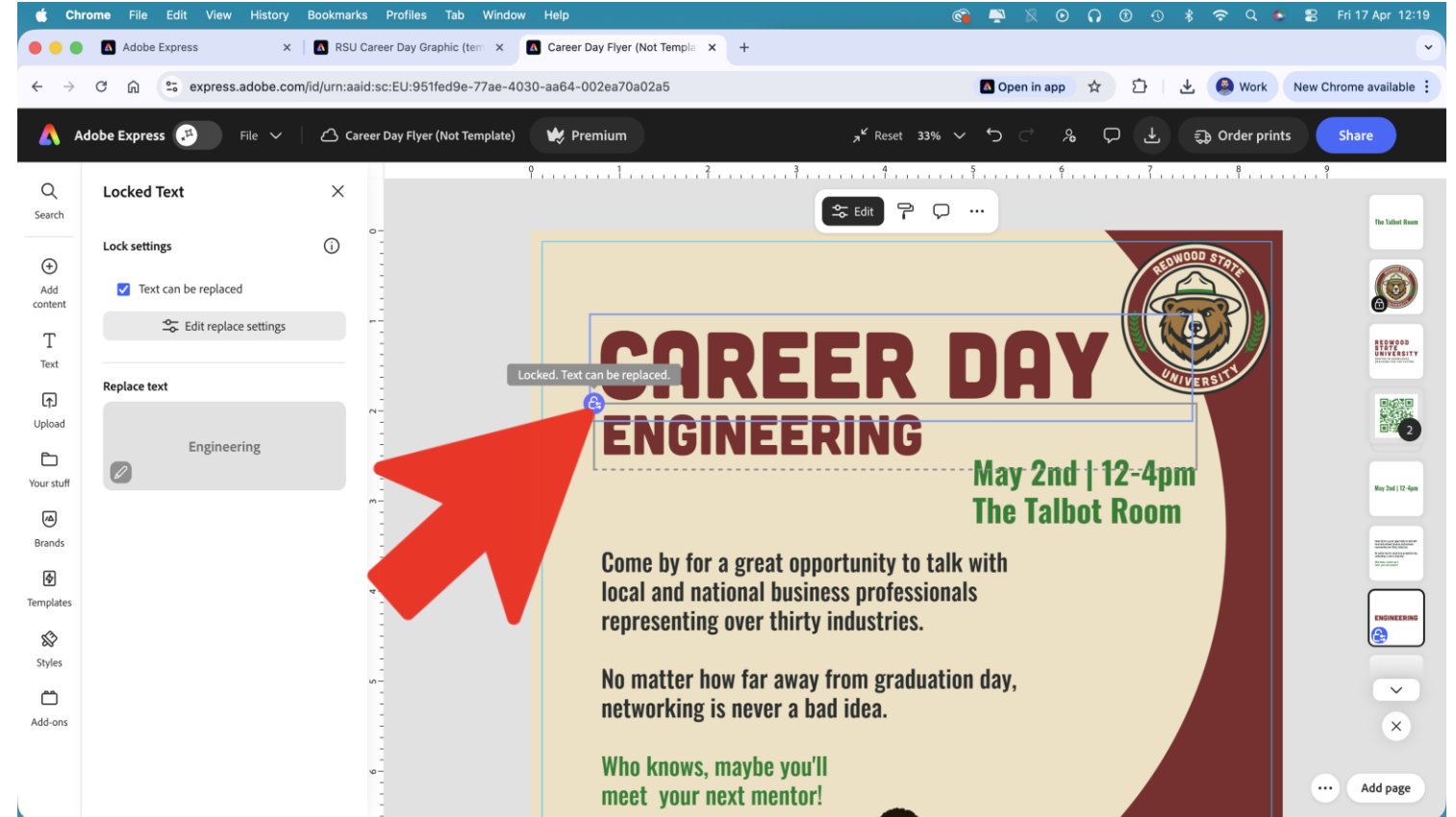
Step 5:

- Lock down all the elements of the graphic.

Go to next slide to complete the steps.



Step 5: Lock the elements



Building Locked vs Editable Templates (6 of 8)

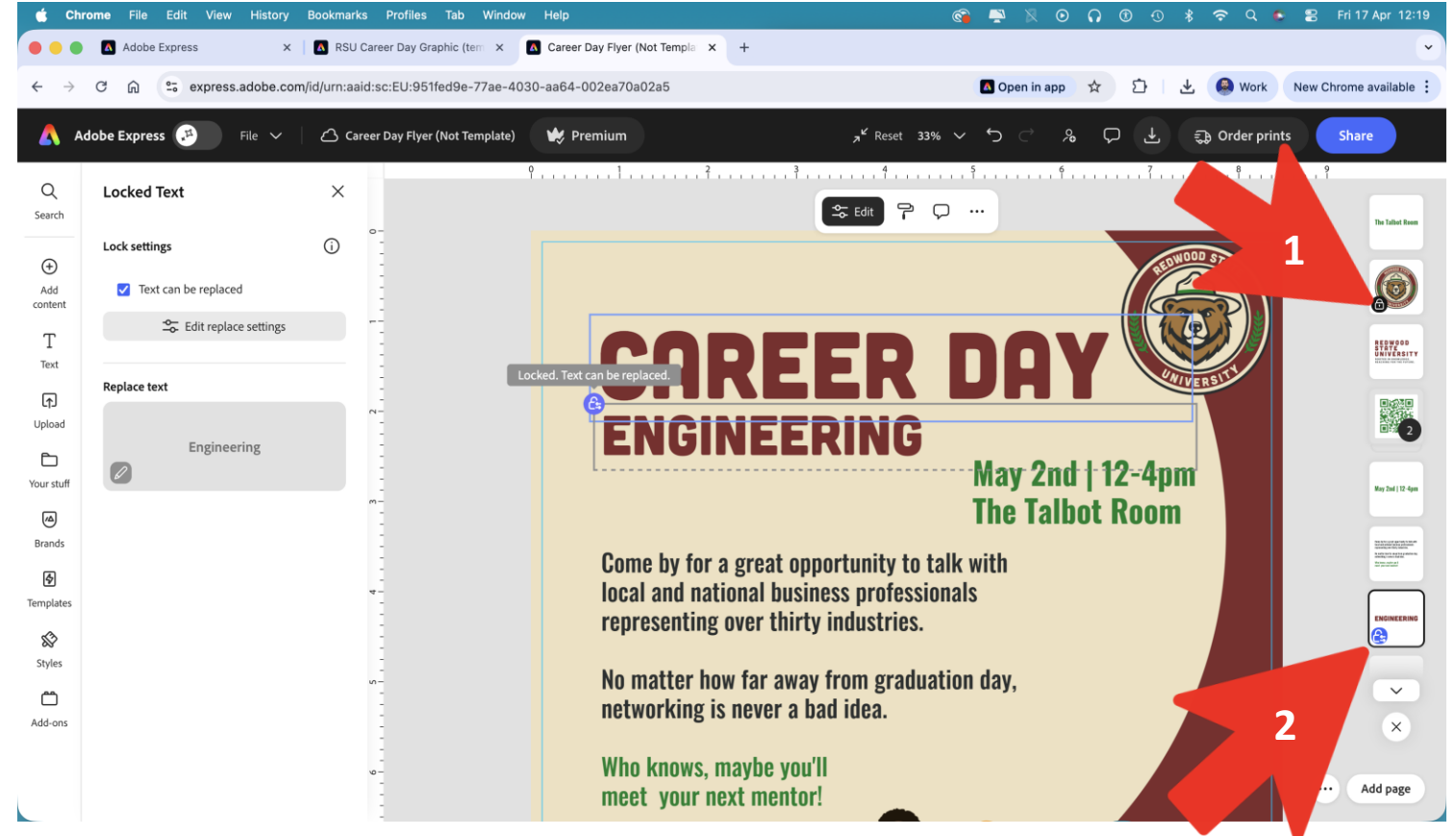
Step 6:

- Check each element on the right-hand side is either locked (grey padlock icon) or locked but replaceable text (blue padlock icon) or unlocked.

Go to next slide to complete the steps.



Step 6: Check what is and is not locked



Building Locked vs Editable Templates (7 of 8)

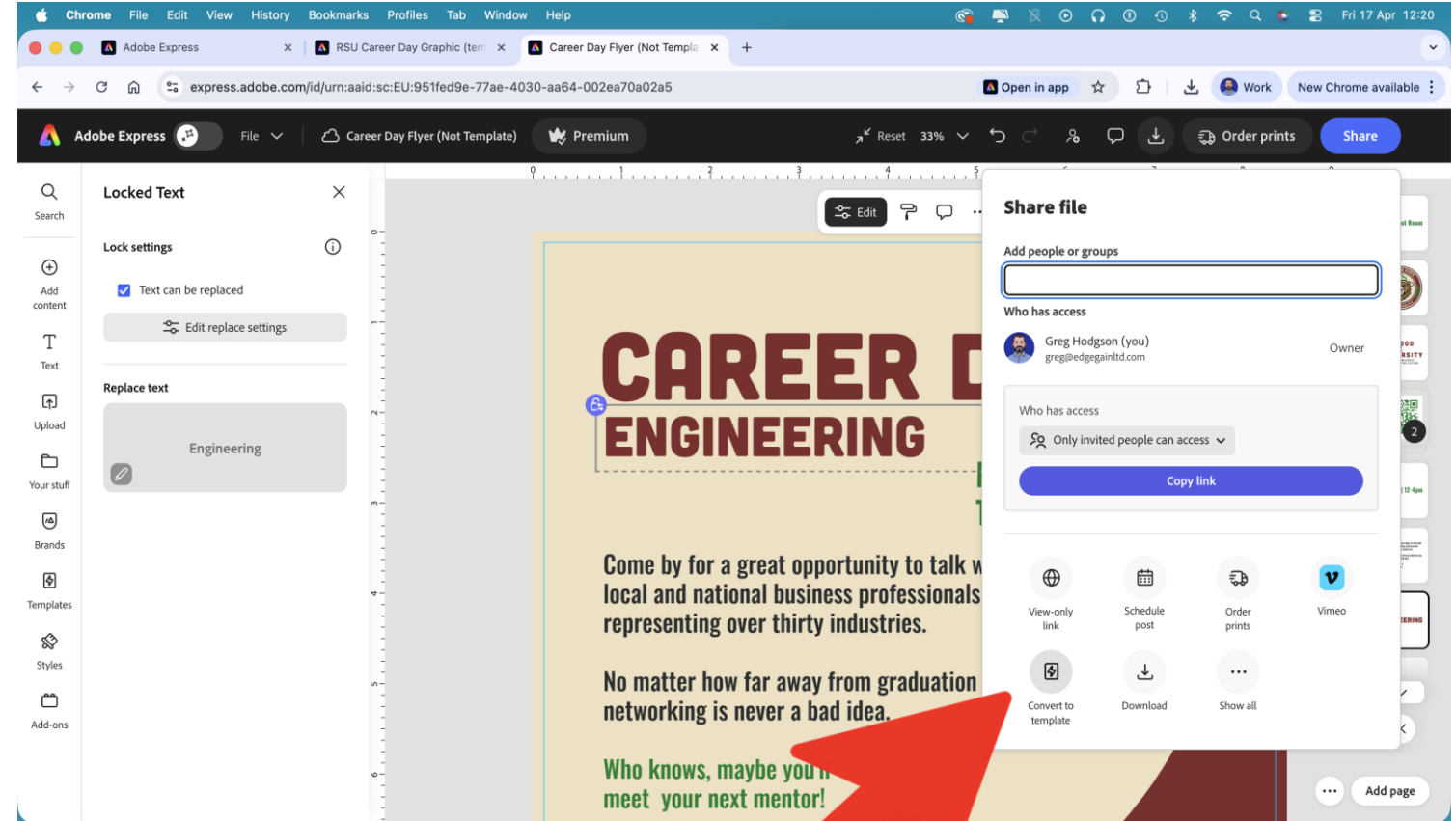
Step 7:

- To change the graphic into a template, click “Share” and “Convert to template.”
- Update the template name and add notes if required.
- Click “Convert to template.”

Go to next slide to complete the steps.



Step 7: Convert to a template



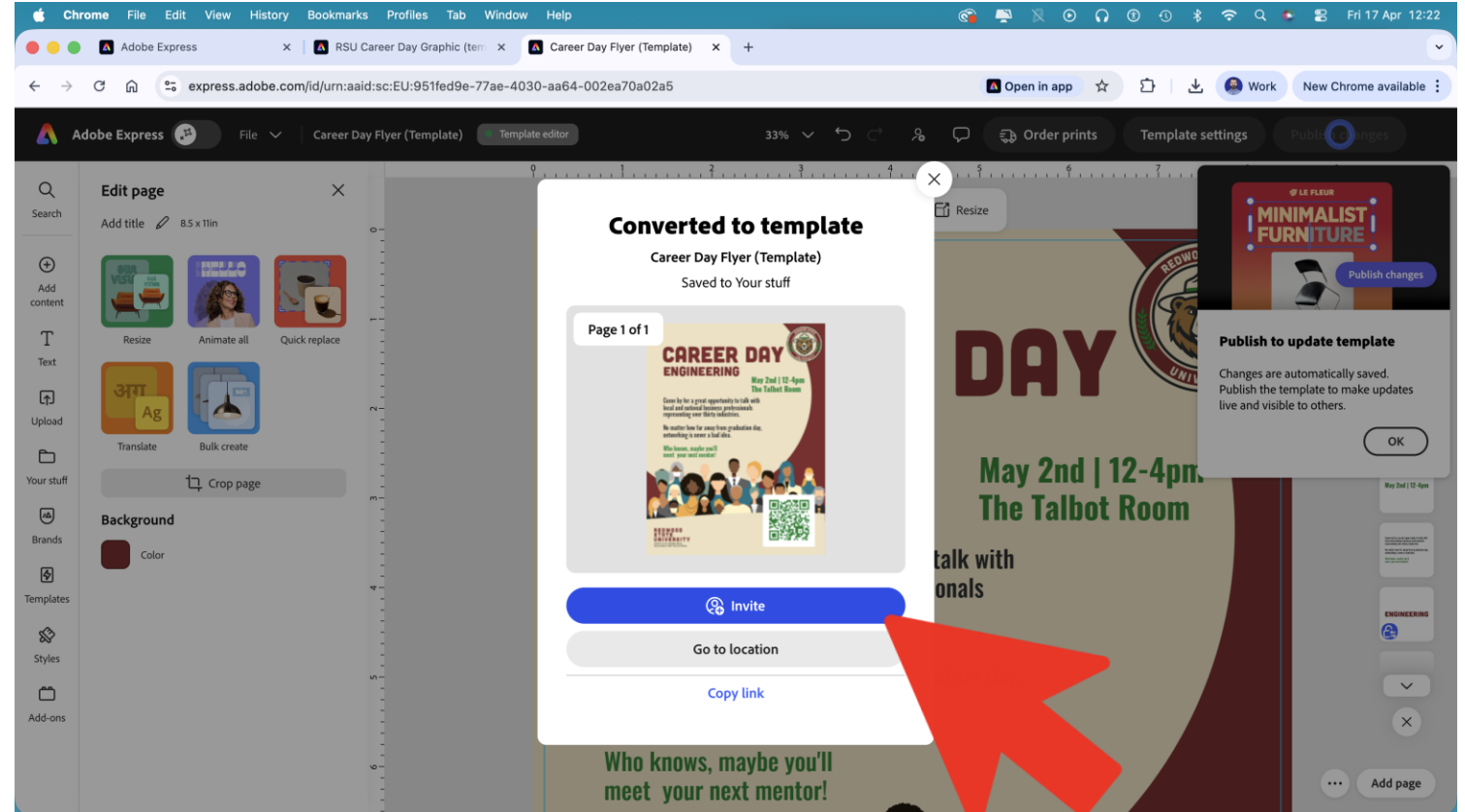
Building Locked vs Editable Templates (8 of 8)

Step 8:

- Click to “Invite” your campus team then share the template.



Step 8: Invite team



Creation & Distribution

Sharing ADOBE express templates with campus teams

Adobe



Goal

- *In this use case we will share assets, templates and files with the wider campus team via a project.*

Link to video: <https://youtu.be/PJc-DjDclvI>

Adobe



Sharing Templates with Campus Teams (1 of 11)

Step 1:

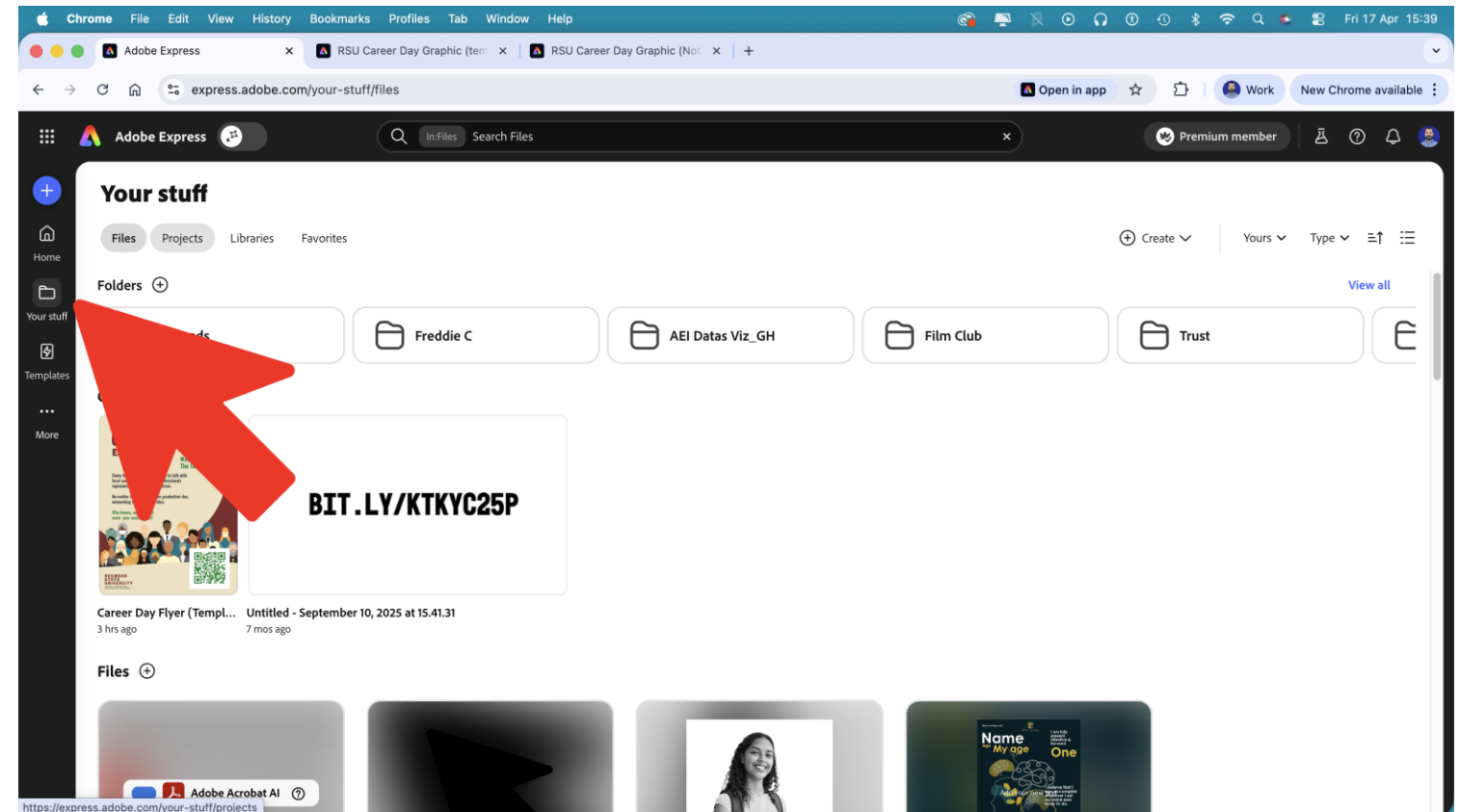
- To create a project, click on Your stuff icon and click the project option.

Go to next slide to continue.

If you need additional support at any stage, please refer to [Adobe's HelpX](#) resources for tutorials, guides, and troubleshooting information.



Step 1: Go to Your stuff



Sharing Templates with Campus Teams (2 of 11)

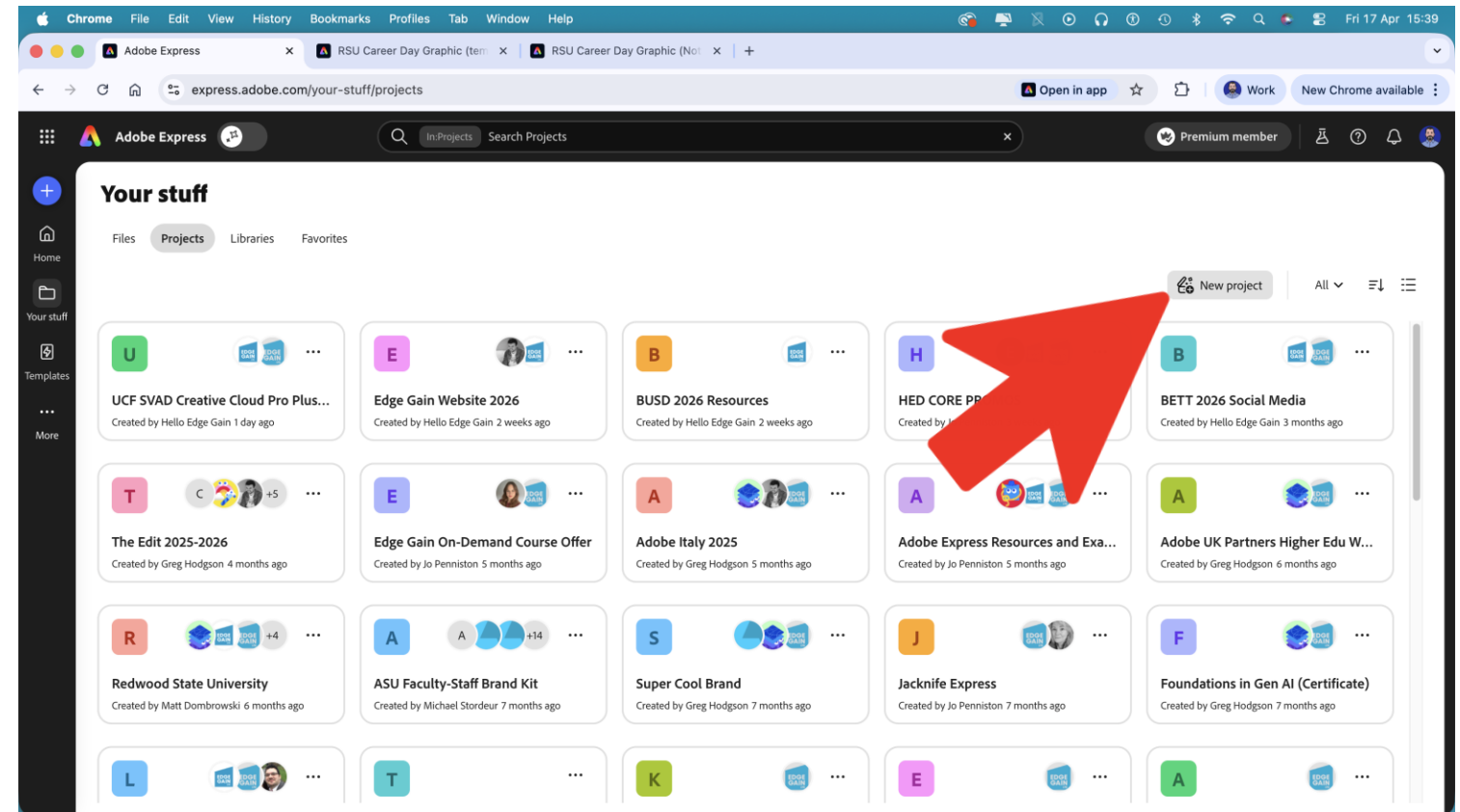
Step 2:

- Create a “new project.”

Go to next slide to continue.



Step 2: Create a project to share



Sharing Templates with Campus Teams (3 of 11)

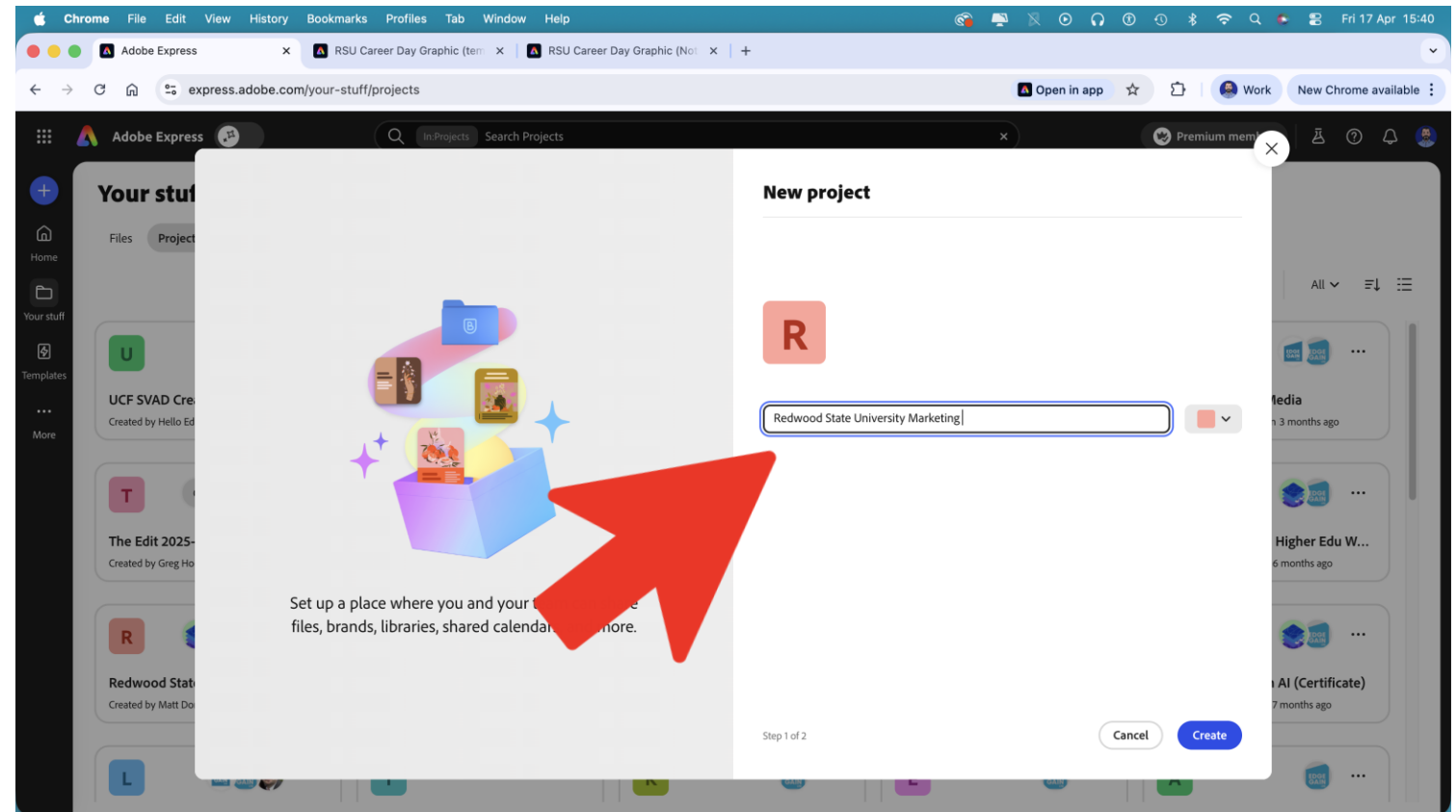
Step 3:

- Name the project.

Go to next slide to continue.



Step 3: Add project name



Sharing Templates with Campus Teams (4 of 11)

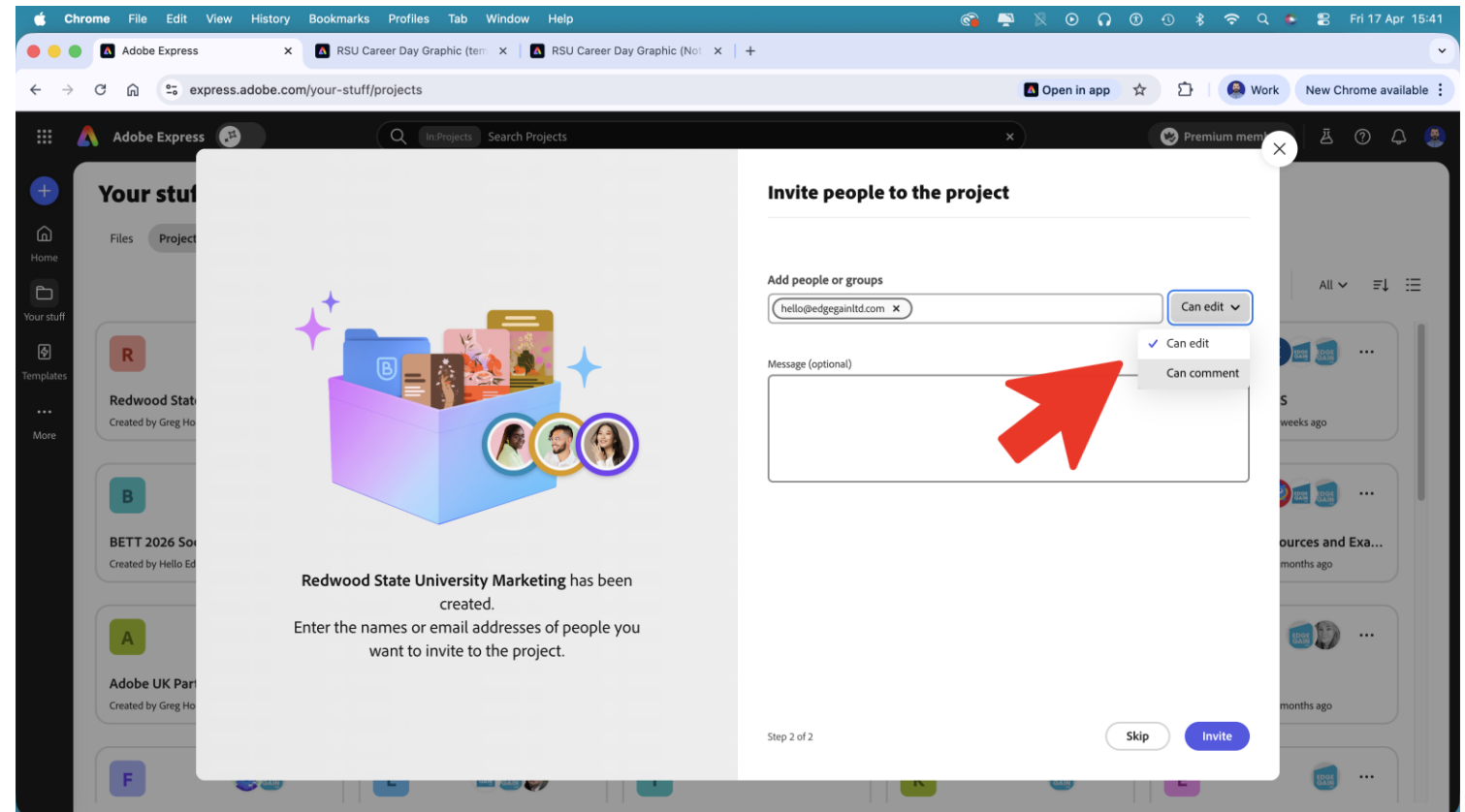
Step 4:

- Invite your team into the project.
- Ensure you select the correct level of sharing permissions, allowing them to edit or comment.
- Add any helpful details in the optional message.

Go to next slide to continue.



Step 4: Invite the team



Sharing Templates with Campus Teams (5 of 11)

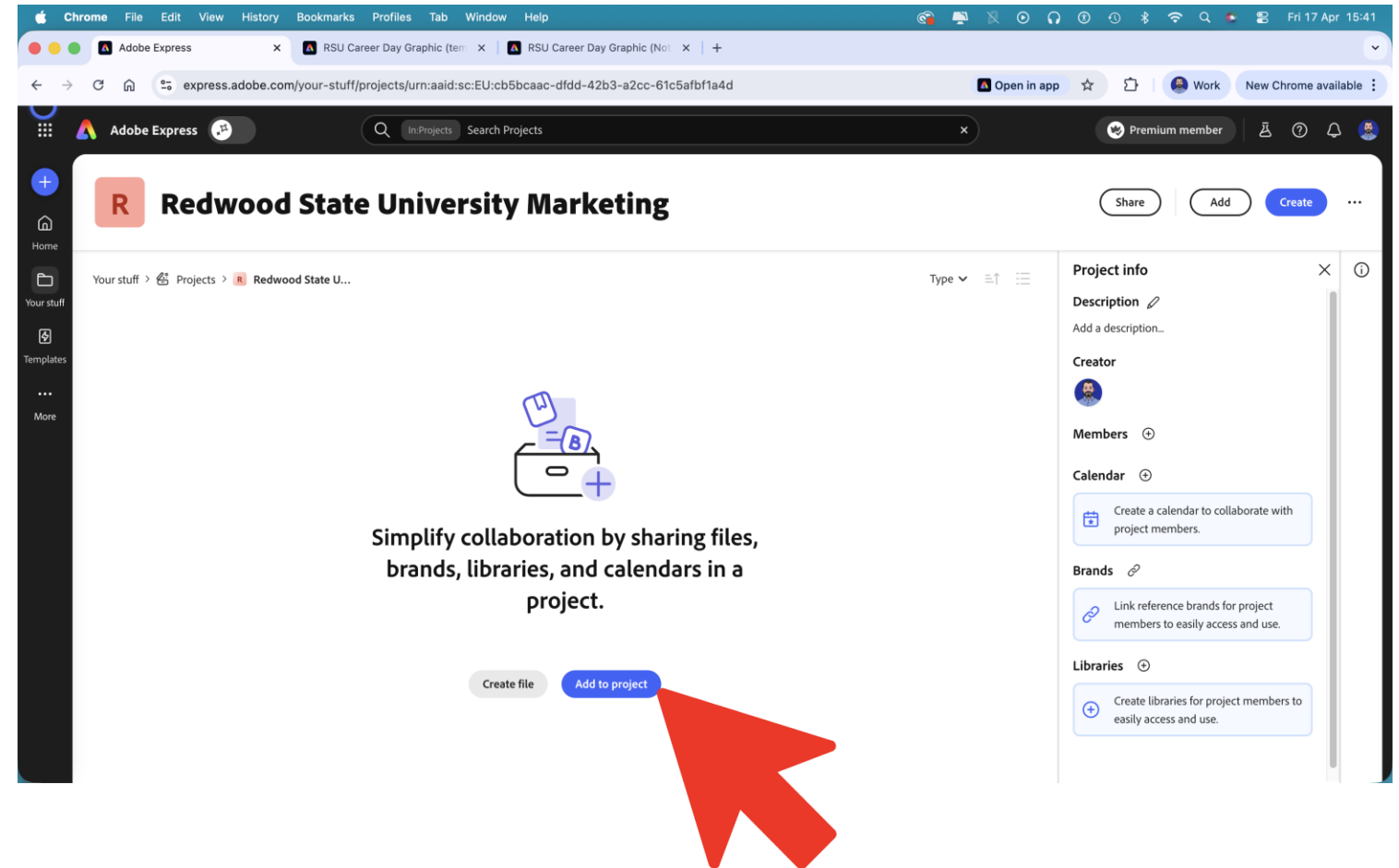
Step 5:

- Add files, assets and content to the project.

Go to next slide to continue.



Step 5: Add files



Sharing Templates with Campus Teams (6 of 11)

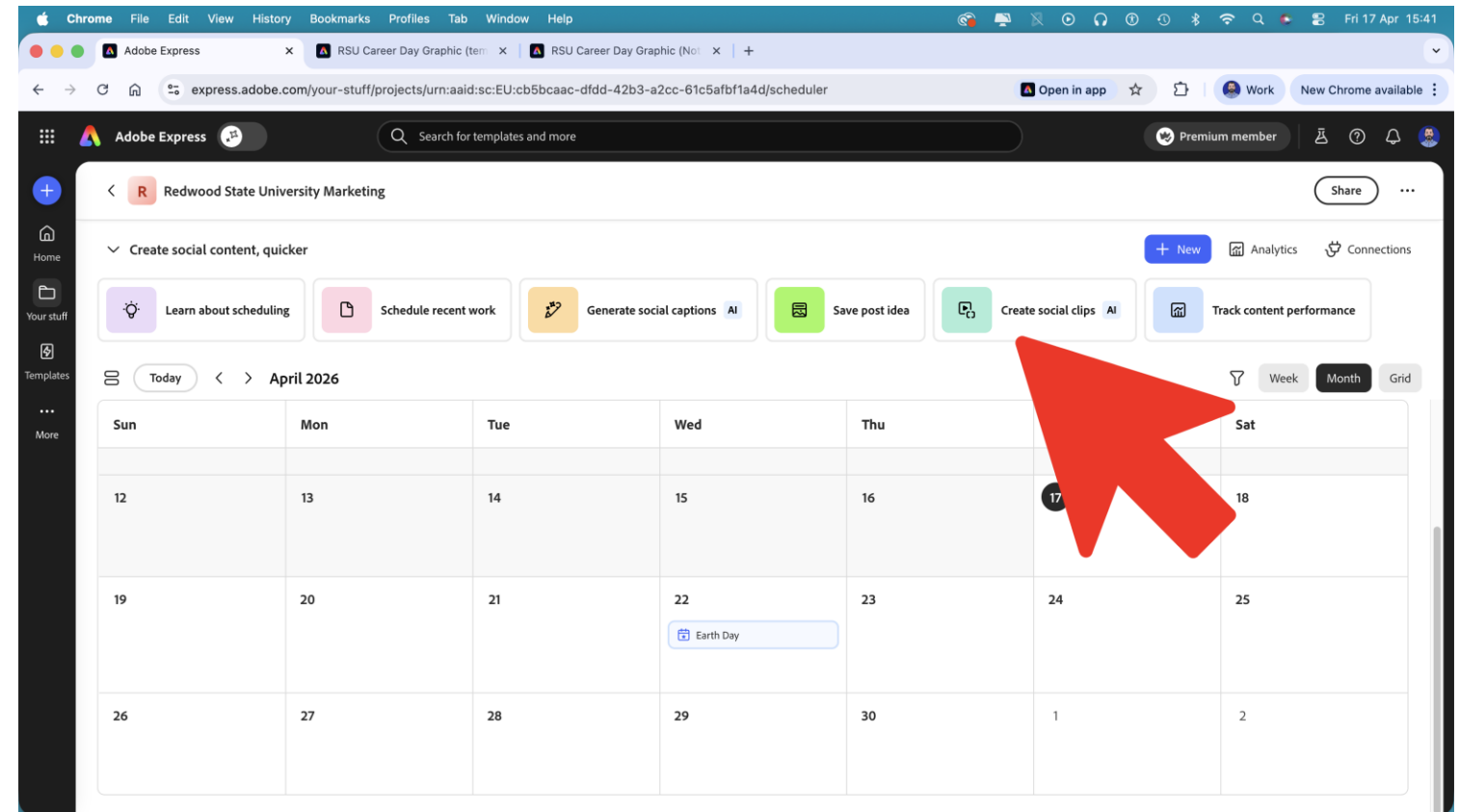
Step 6:

- Create a calendar to collaborate with project members.

Go to next slide to continue.



Step 6: Create a calendar

The screenshot shows the Adobe Express web interface. At the top, there's a navigation bar with the Adobe Express logo and a search bar. Below that, a sidebar on the left contains icons for Home, Your stuff, and Templates. The main content area is titled 'Redwood State University Marketing' and features a section 'Create social content, quicker' with several buttons: 'Learn about scheduling', 'Schedule recent work', 'Generate social captions AI', 'Save post idea', 'Create social clips AI' (highlighted with a red arrow), and 'Track content performance'. Below this is a calendar for April 2026, showing dates from 12 to 2. A red arrow points to the 'Create social clips AI' button.

Sharing Templates with Campus Teams (7 of 11)

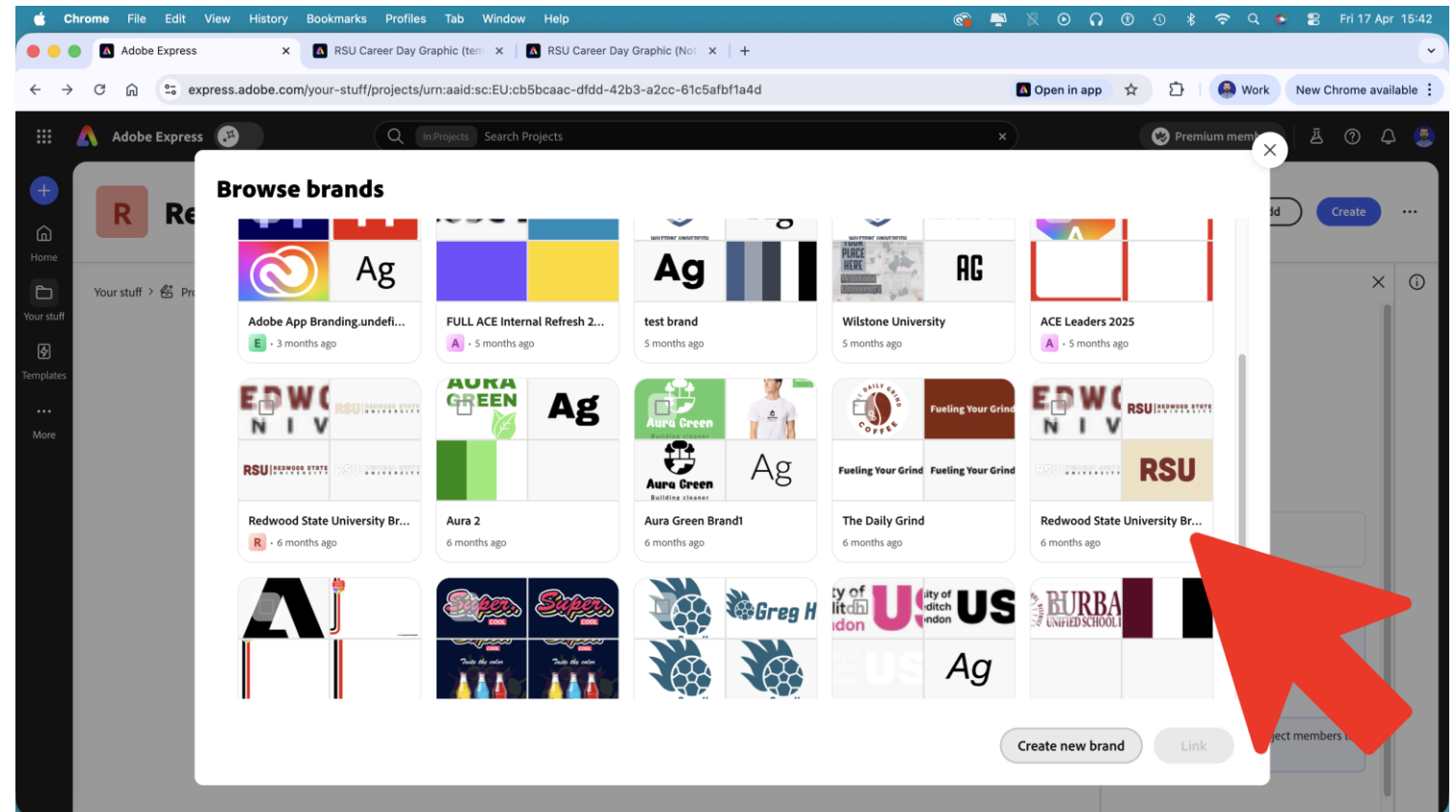
Step 7:

- Add an existing brand or create a new brand for the project.

Go to next slide to continue.



Step 7: Add your brand



Sharing Templates with Campus Teams (8 of 11)

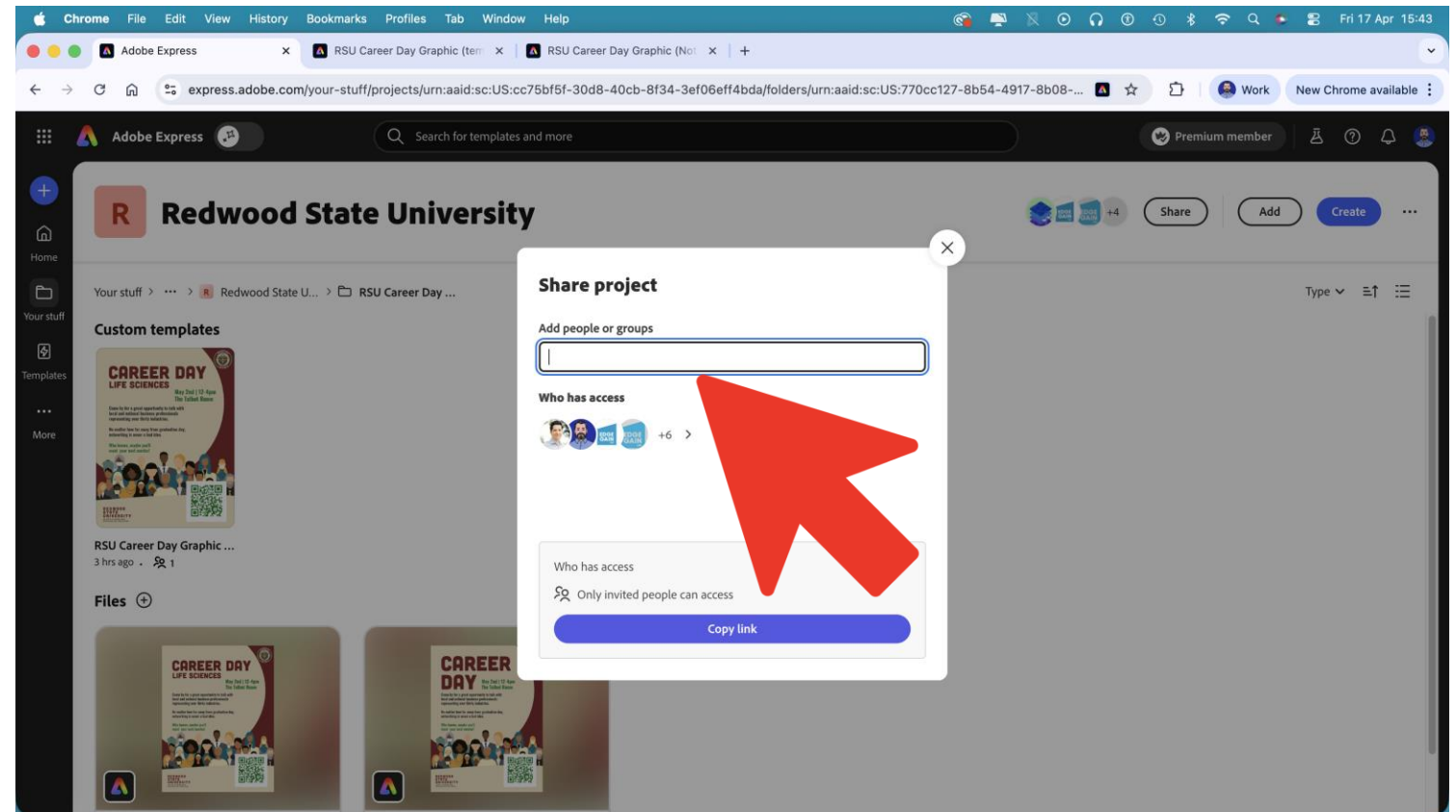
Step 8:

- Share projects with team members.

Go to next slide to continue.



Step 8: Add team members to the project



Sharing Templates with Campus Teams (9 of 11)

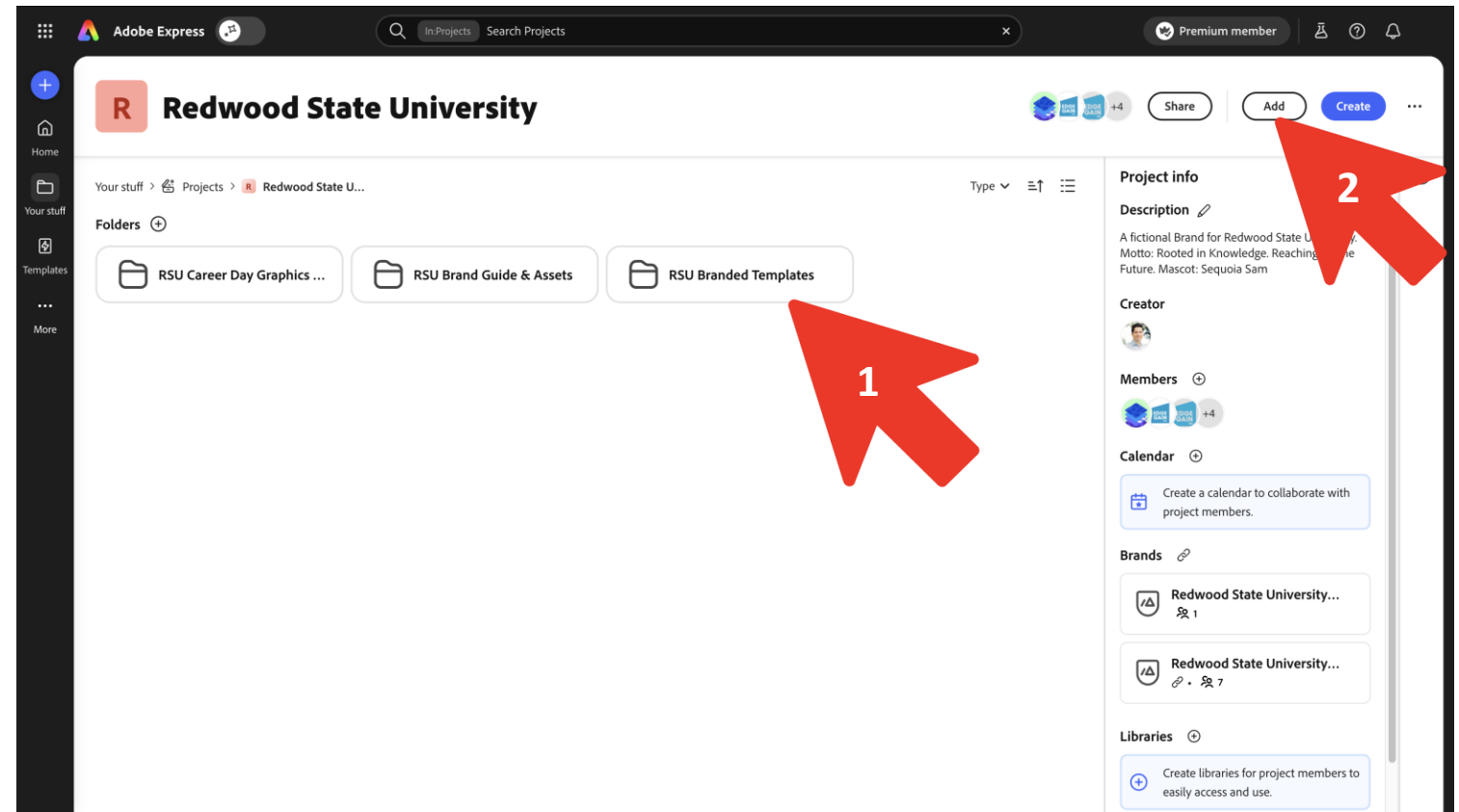
Step 9:

- Select the folder that contains the template you wish to share or add a new folder to share and click “Add.”

Go to next slide to continue.



Step 9: Add files to your project



Sharing Templates with Campus Teams (10 of 11)

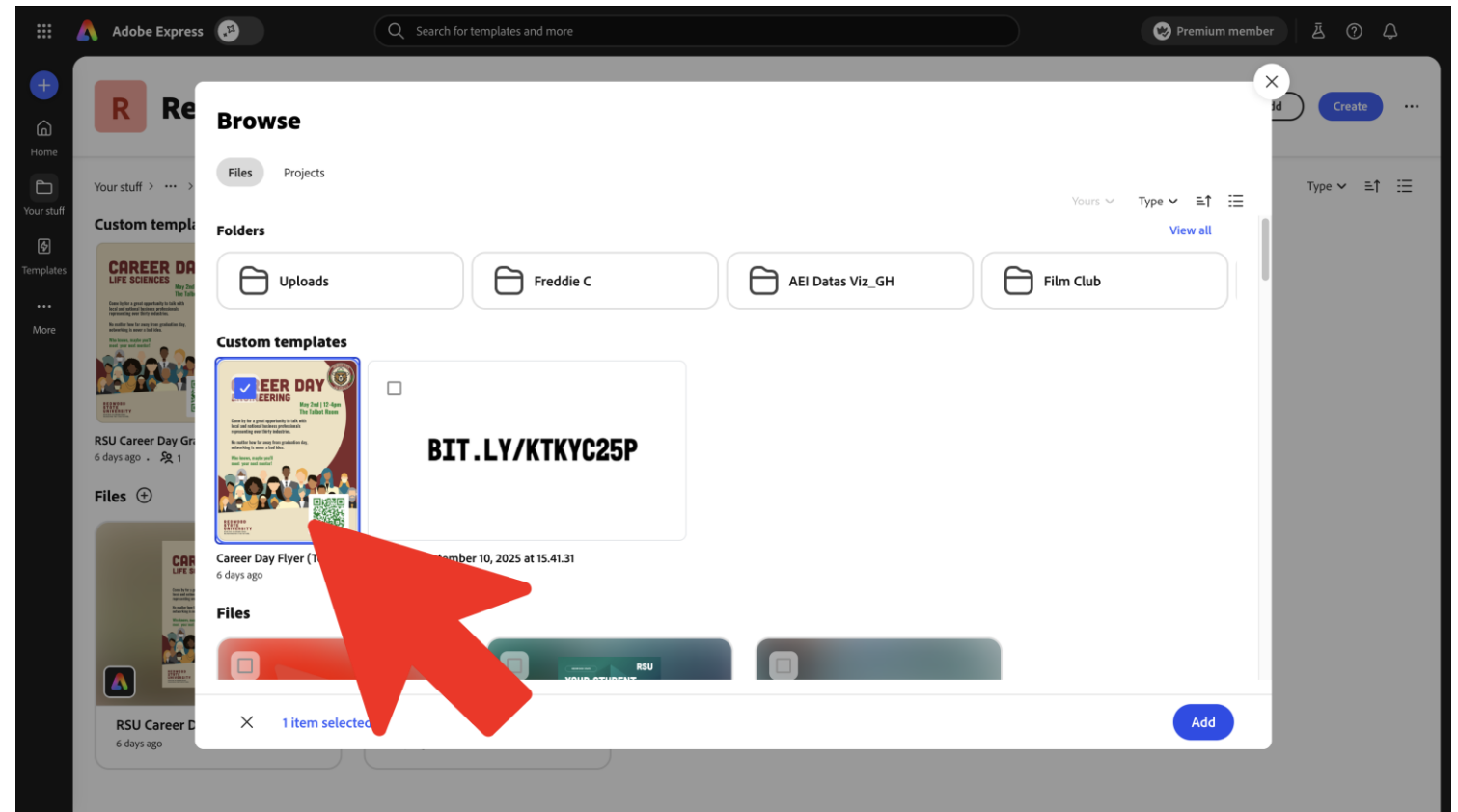
Step 10:

- Select the template to share and add to the project.

Go to next slide to continue.



Step 10: Select template



Sharing Templates with Campus Teams (11 of 11)

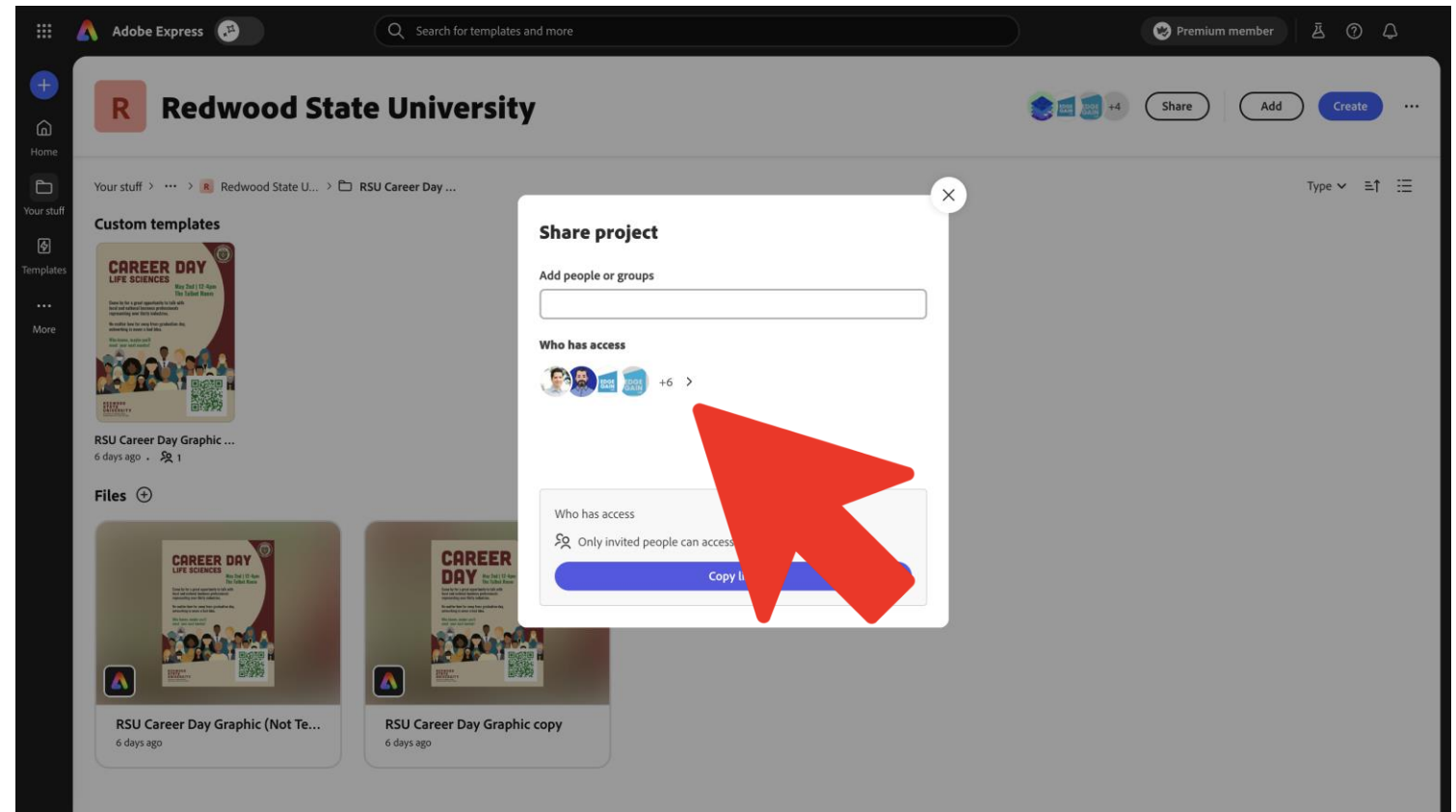
Step 11:

- Click "Share" and add your team to the project to allow them access to the template or templates within the shared project.

Go to next slide to continue.



Step 11: Share your project



Express Templates

Use cases for decentralized content

Adobe



Goal

- In this use case we will open a generic University Poster for a department open day with Redwood State University branding and lock elements of the design to allow each department to adapt the department and the date of the event.

Link to video: <https://youtu.be/DGY40gmMtHM>

Adobe



Use Case for Decentralized Content Creation (1 of 8)

Step 1:

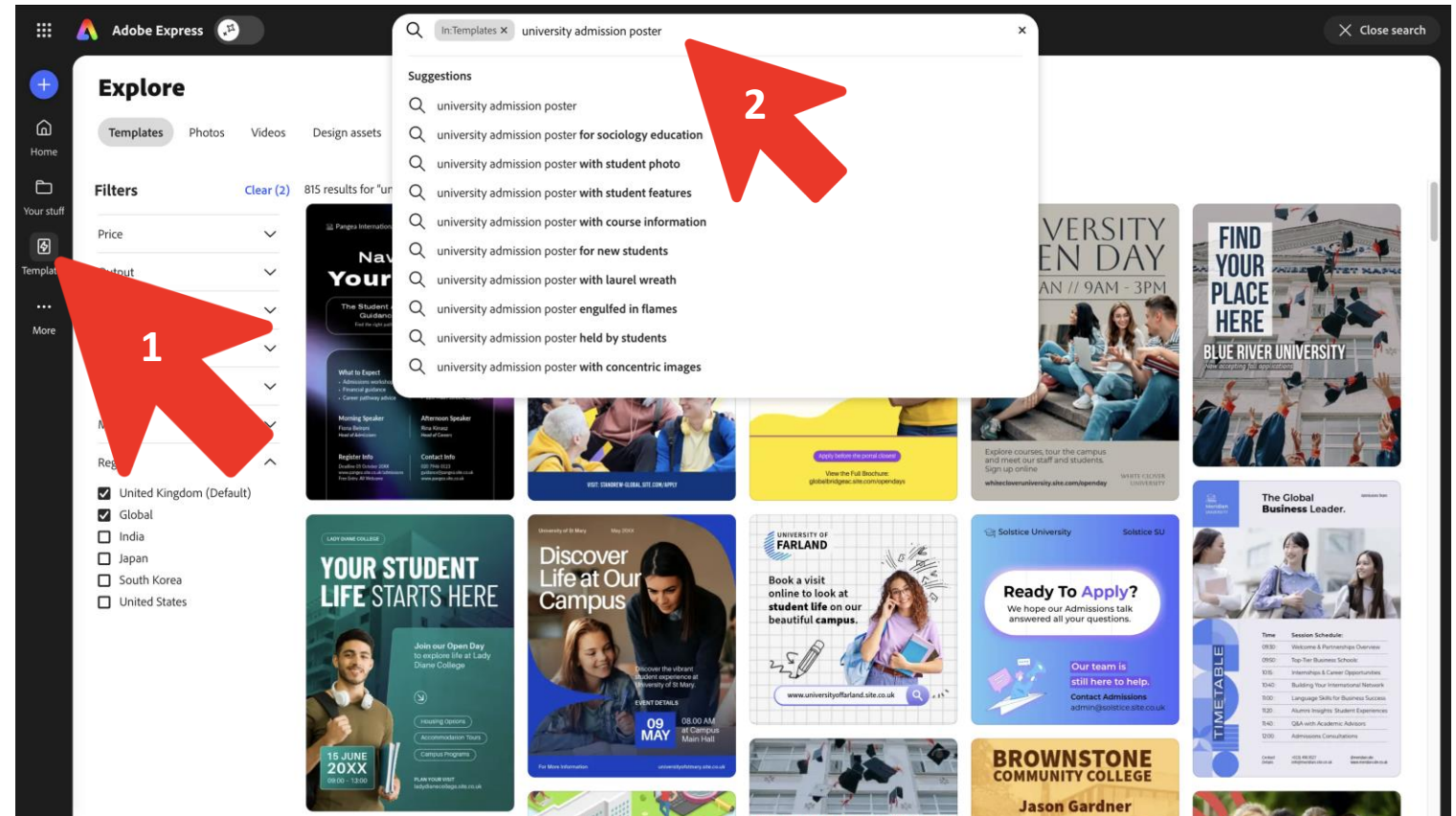
- Click the “**templates**” icon and use the search option to find templates to use as starting points.

Go to next slide to complete the steps.

If you need additional support at any stage, please refer to [Adobe's HelpX](#) resources for tutorials, guides, and troubleshooting information.



Step 1: Search for a specific “open day” template



Use Case for Decentralized Content Creation (2 of 8)

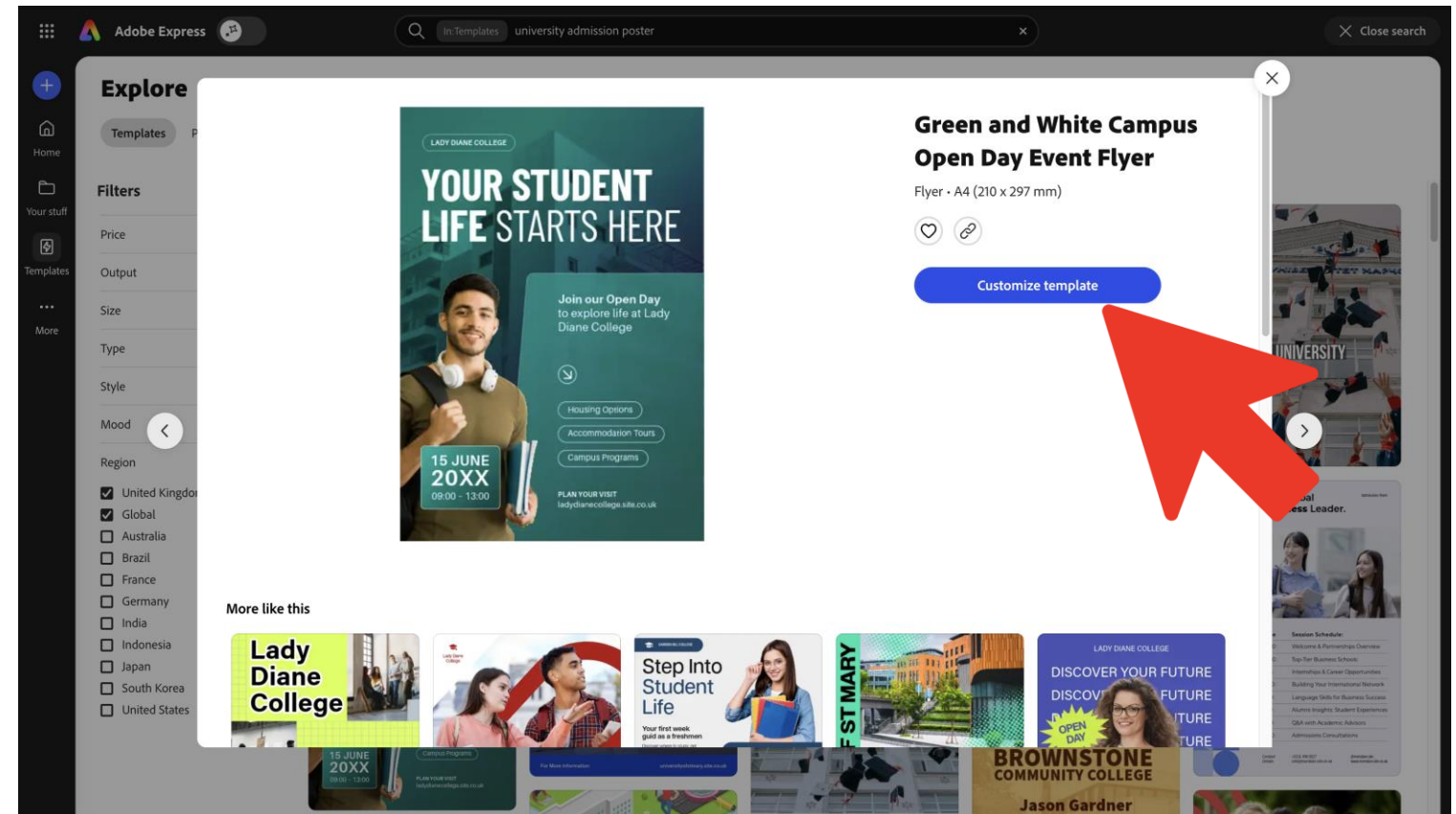
Step 2:

- Click the “Customize template” option.

Go to next slide to complete the steps.



Step 2: Customize the template



Use Case for Decentralized Content Creation (3 of 8)

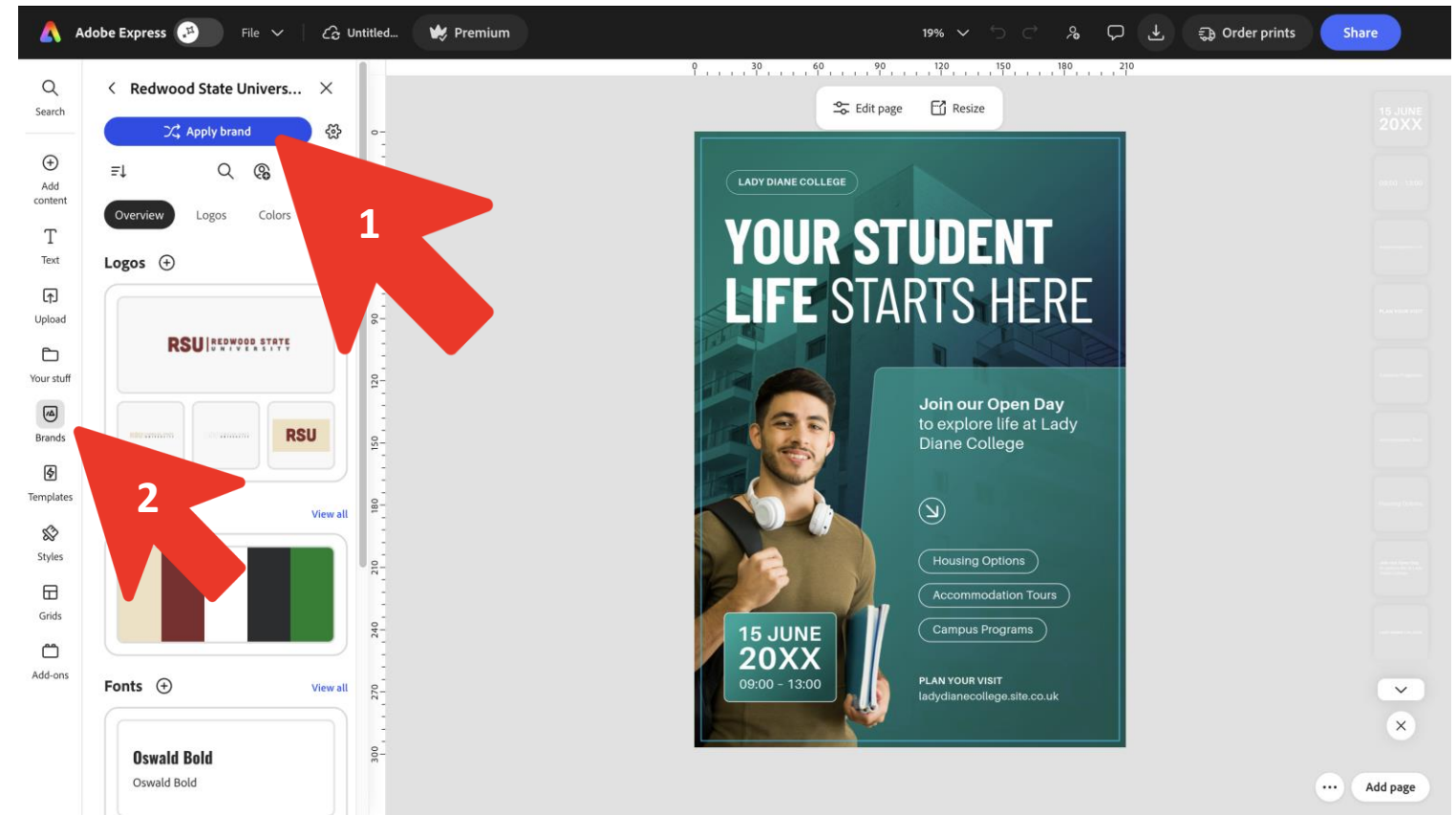
Step 3:

- Open the “Brand” tool.
- Select the brand.
- Click the “Apply brand” button.

Go to next slide to complete the steps.



Step 3: Apply the brand



Use Case for Decentralized Content Creation (4 of 8)

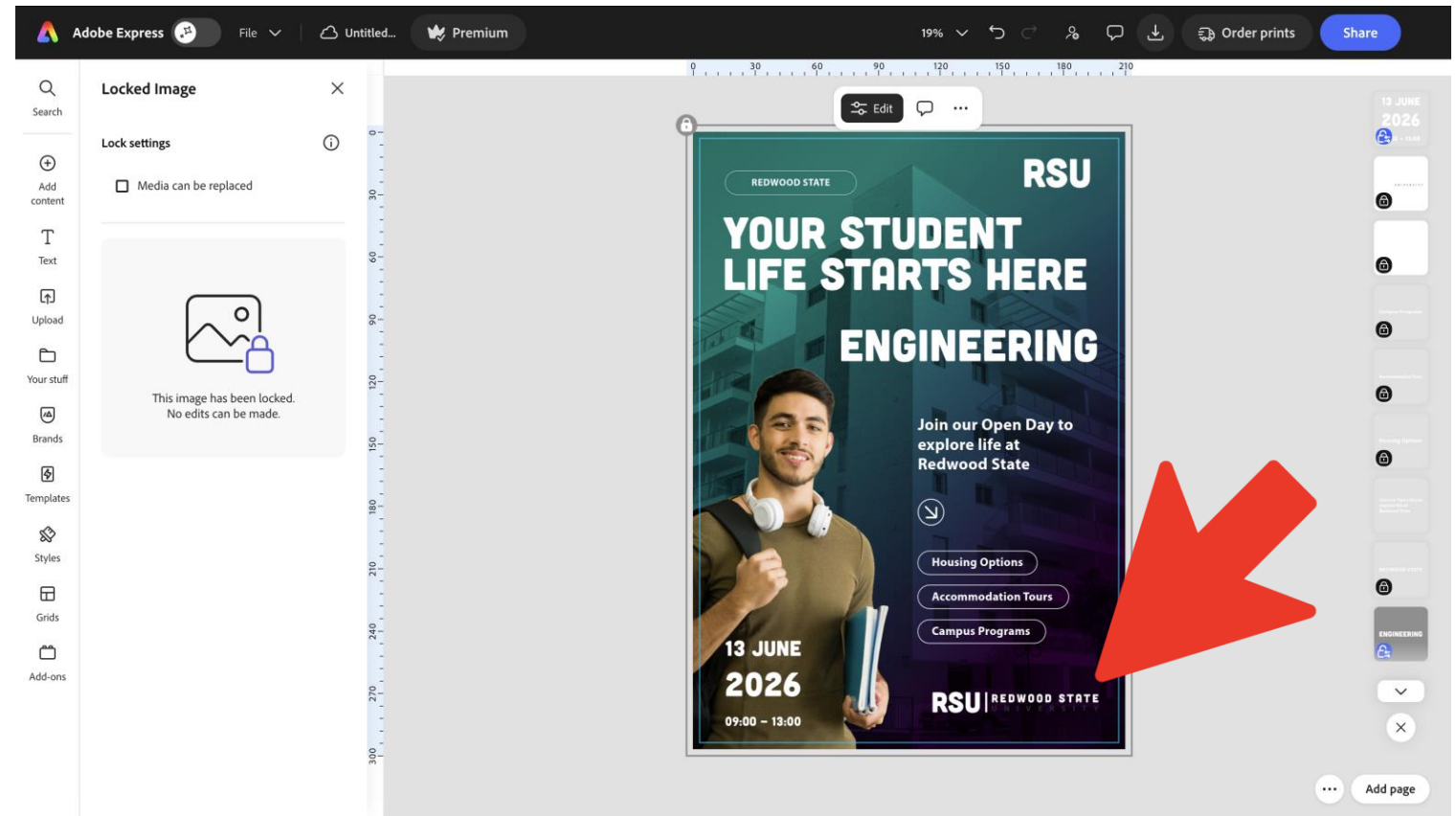
Step 4:

- Adapt the text and images, add logos etc to create your specific template.

Go to next slide to complete the steps.



Step 4: Add and adapt content



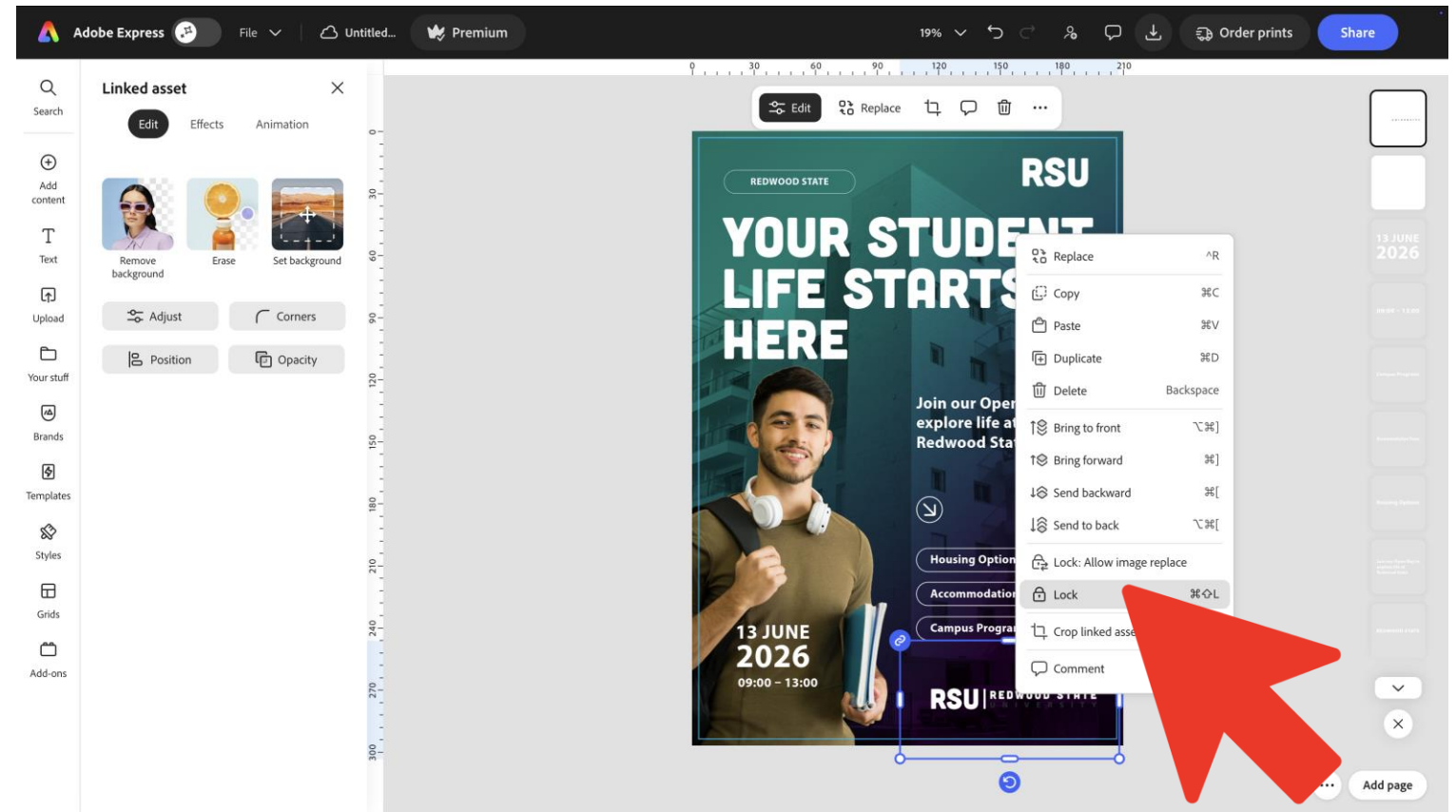
Use Case for Decentralized Content Creation (5 of 8)

Step 5:

- Click “Edit” and select “Lock”  to lock elements that you don’t want to be editable when the template is shared.

Go to next slide to complete the steps.

Step 5: Lock elements



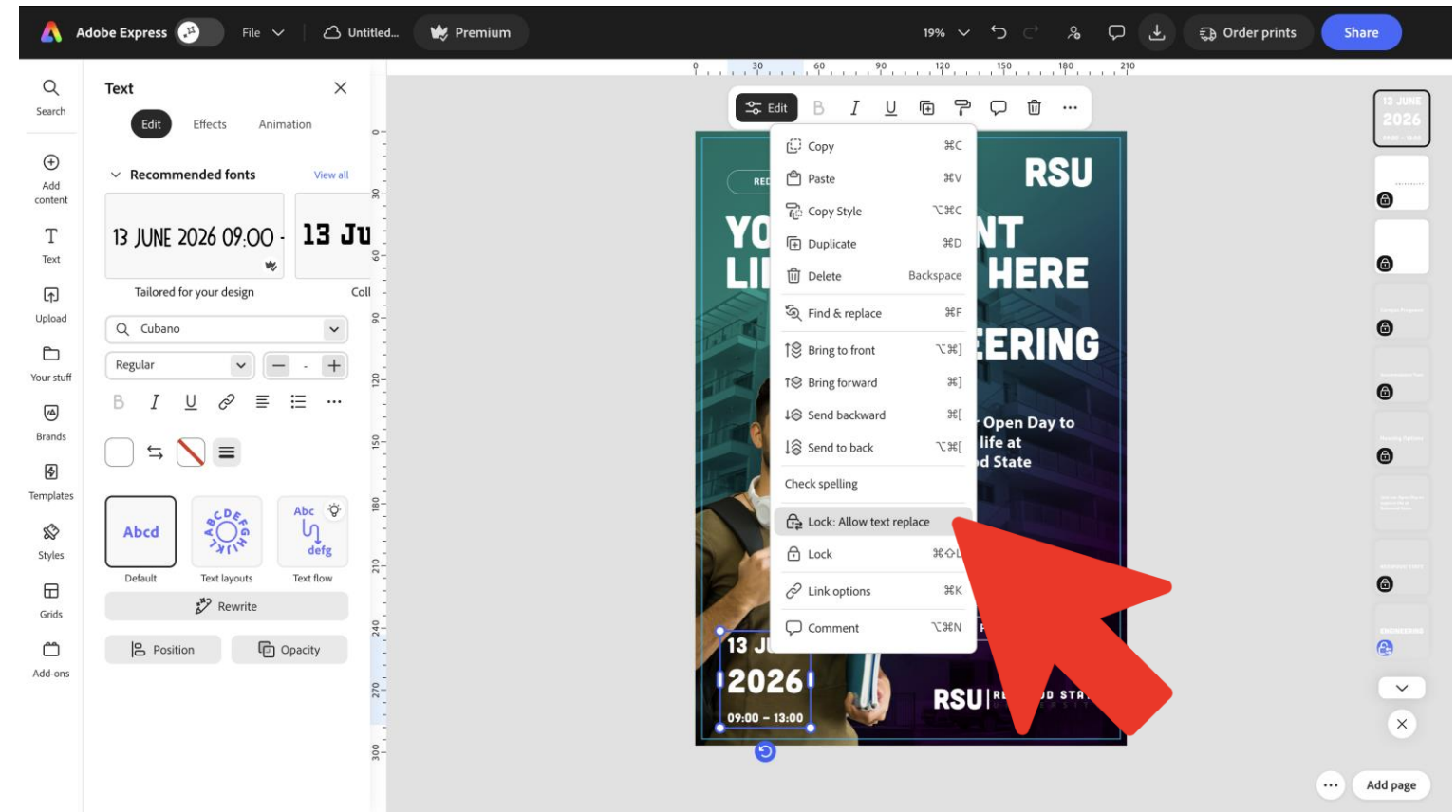
Use Case for Decentralized Content Creation (6 of 8)

Step 6: Click "Edit" again.

- Select "Lock: Allow text replace" for areas of text that you want to remain editable.

Go to next slide to complete the steps.

Step 6: Lock but allow text to be replaced



Use Case for Decentralized Content Creation (7 of 8)

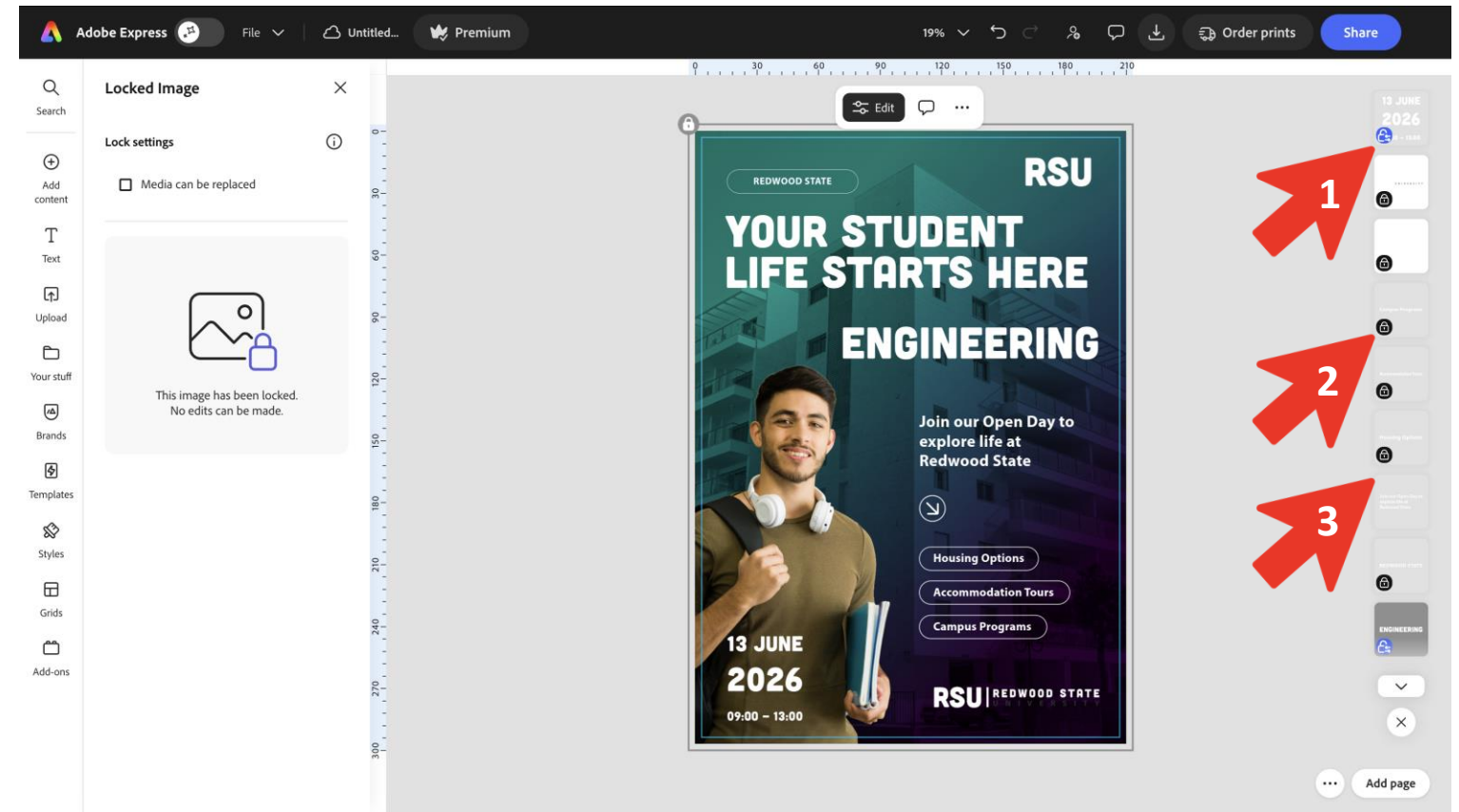
Step 7:

- Check the lock icons in the layers panel: blue locks  indicate editable elements, while black locks  indicate non-editable ones.

Go to next slide to complete the steps.



Step 7: Check



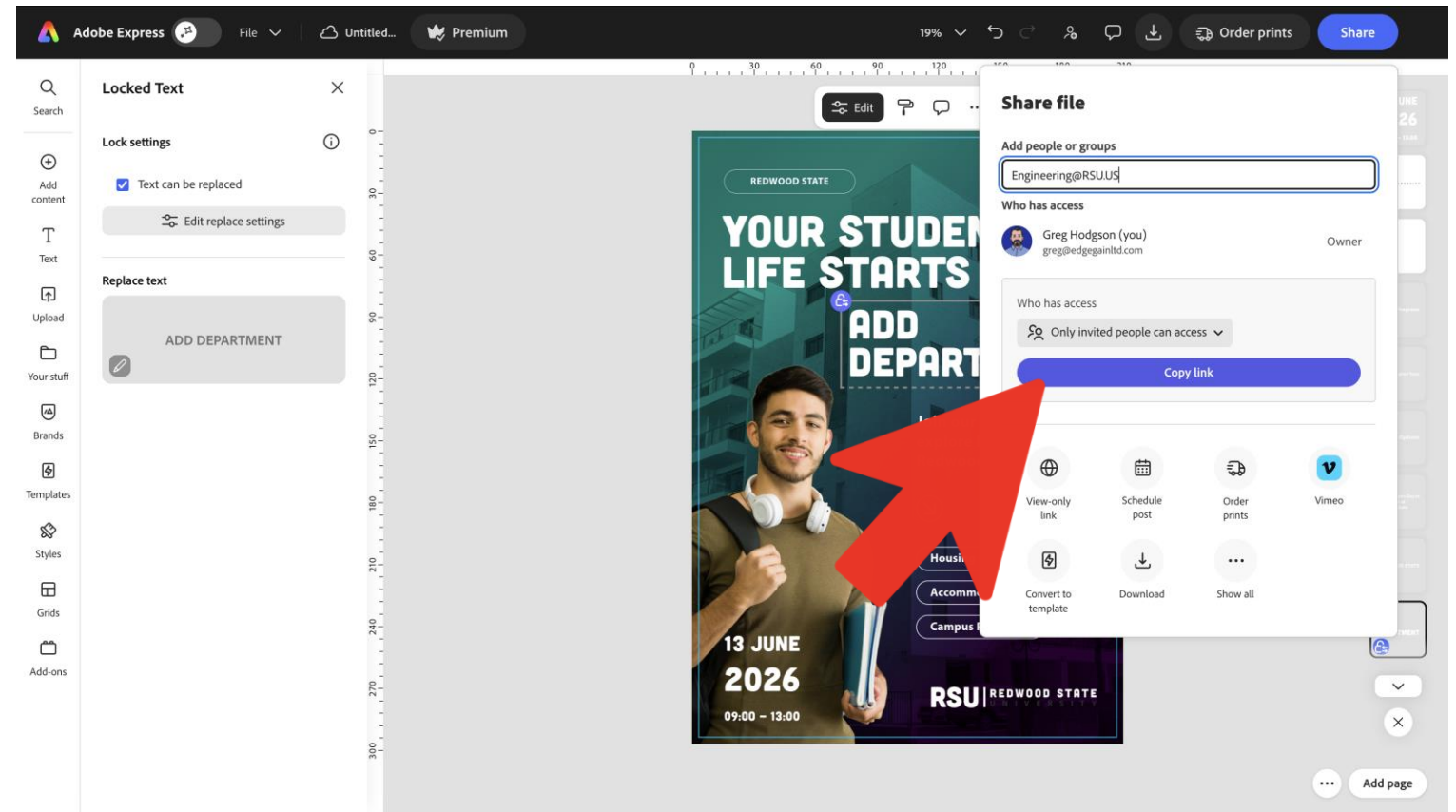
Use Case for Decentralized Content Creation (8 of 8)

Step 8:

- Click "Share" and "Copy link" to share this template with colleagues.

Your department team now have access to the template with locked, locked but replaceable text and unlocked elements.

Step 8: Distribute via email



Content Creation Governance

branded templates and shared assets in Adobe Express

Adobe



Goal

- In this use case, we will set up governed templates and shared brand assets within Adobe Express for a university marketing team. The aim is to allow faculties and departments to quickly create and adapt content while ensuring logos, colours, fonts, and core brand elements remain protected and consistent across all campaigns.

Link to video: <https://youtu.be/8ZonQwaene4>

Adobe



Governance for Distributed Content Creation (1 of 8)

Step 1:

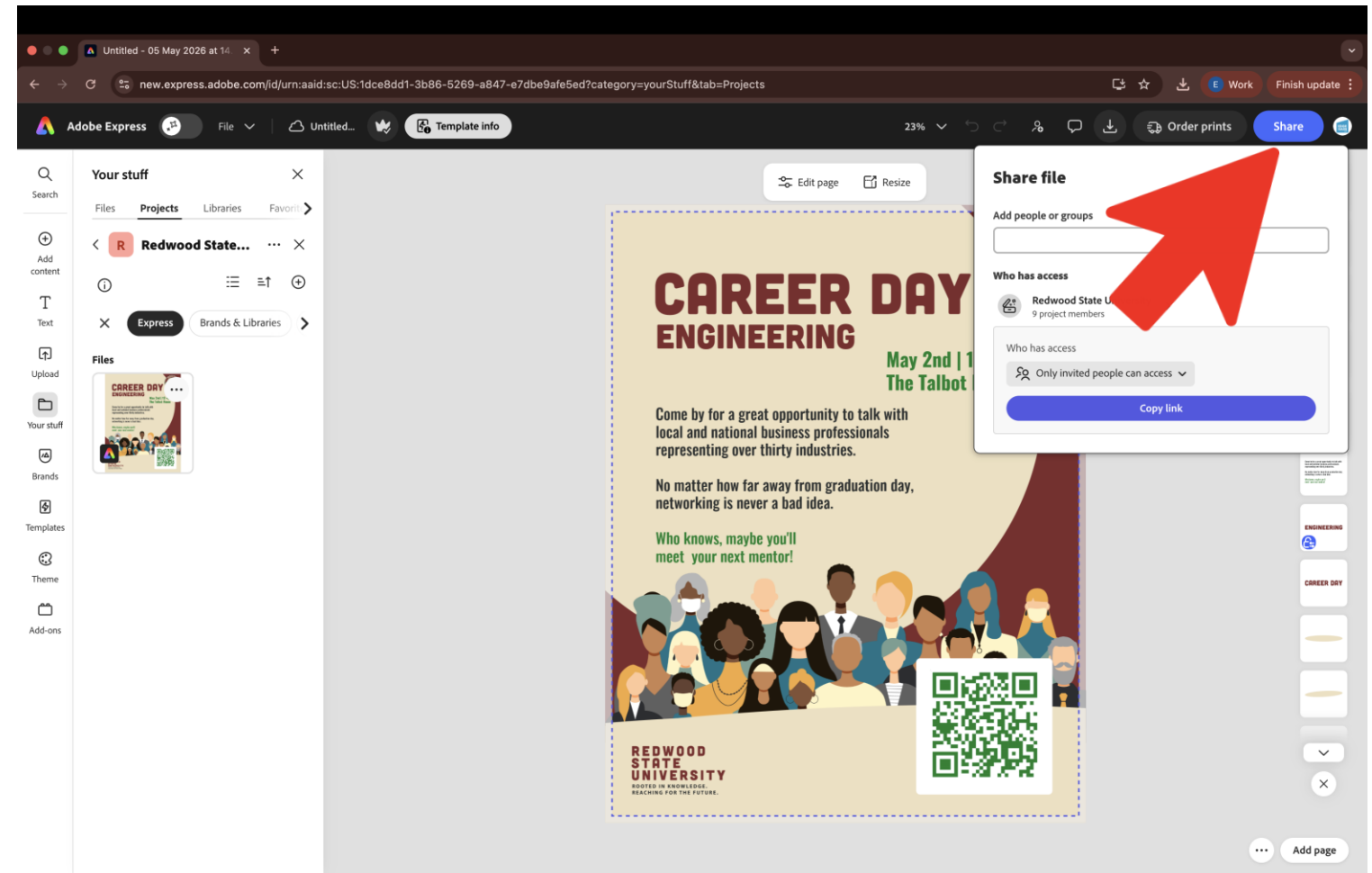
- To control access to a template with both editable and locked elements, click the “Share” button.
- From here, configure the sharing and permission settings to control how users interact with the template.

Go to next slide to complete steps.

If you need additional support at any stage, please refer to Adobe's [HelpX](#) resources for tutorials, guides, and troubleshooting information.



Step 1: Distribute via email



Governance for Distributed Content Creation (2 of 8)

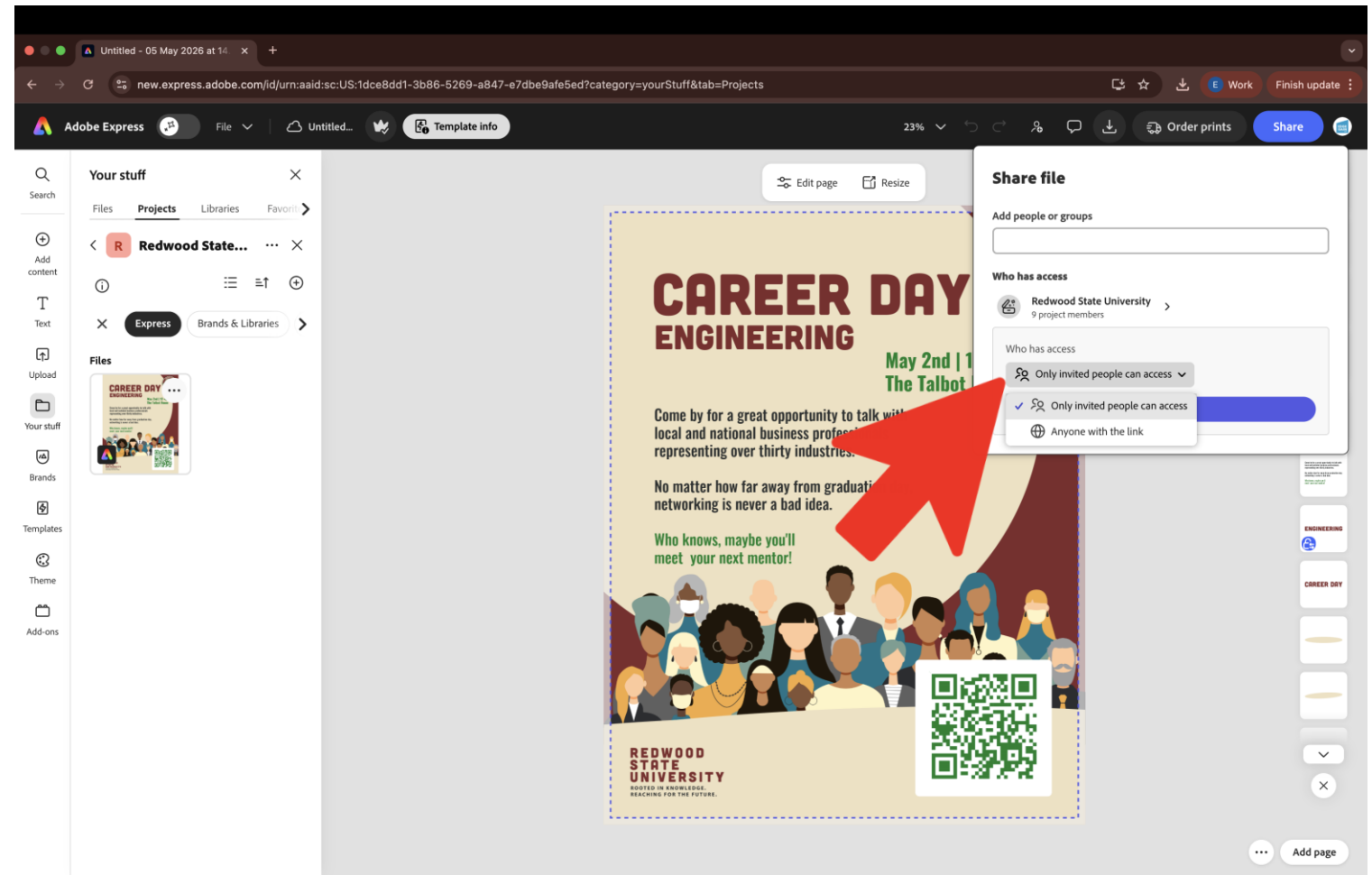
Step 2:

- Under “Who has access”, there are two sharing options available: “Only invited people can access” and “Anyone with the link”.

Go to next slide to complete steps.



Step 2: Setting up access controls



Governance for Distributed Content Creation (3 of 8)

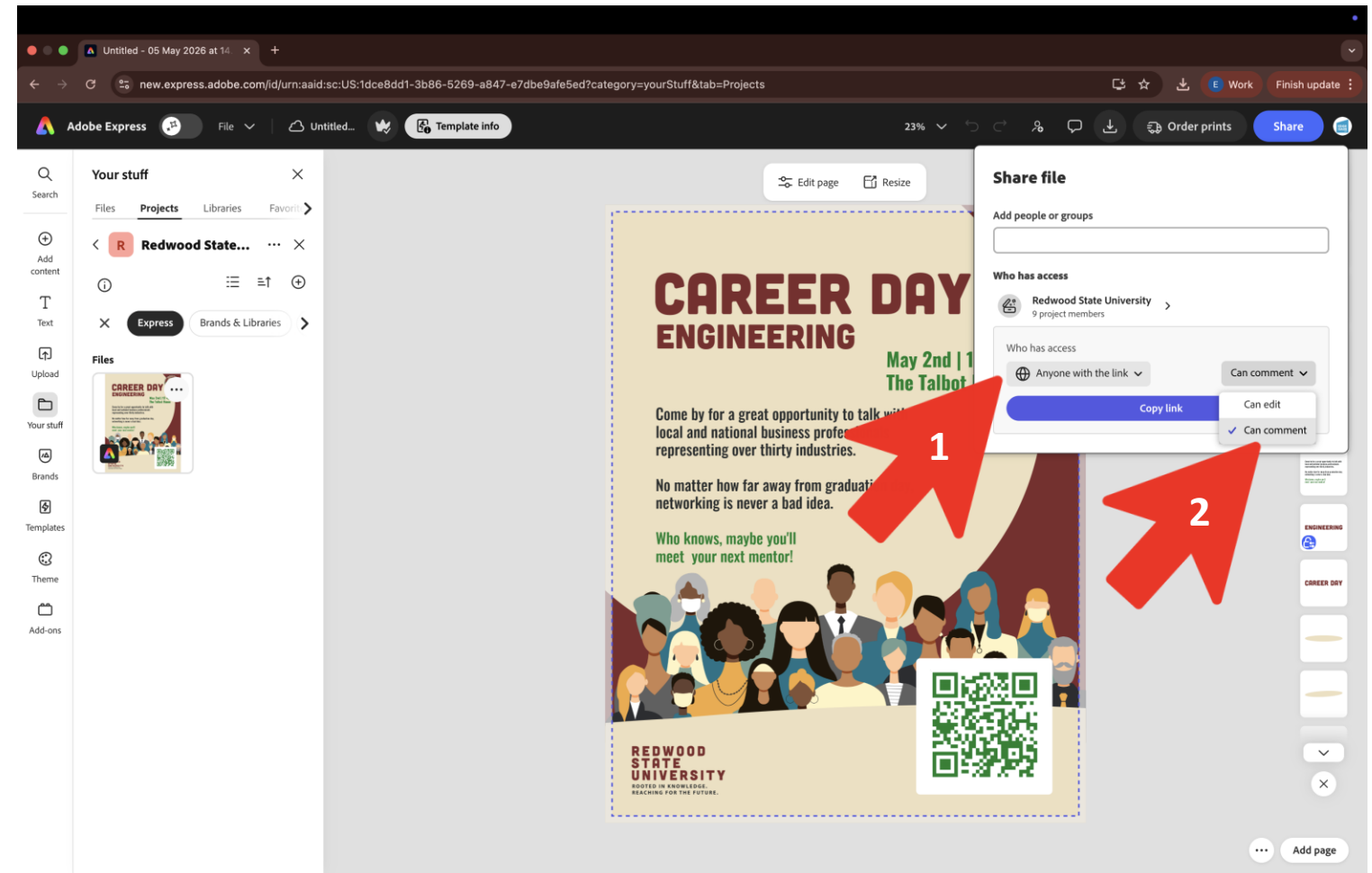
Step 3:

- By selecting “Anyone with the link”, you are allowing access to anyone who receives the shared link.
- From here, there are two additional permission options available.
- The first option is “Anyone with the link can comment.”
- This allows users to leave feedback and comments on the template without being able to make edits to the file itself.

Go to next slide to complete steps.



Step 3: Sharing via link



Governance for Distributed Content Creation (4 of 8)

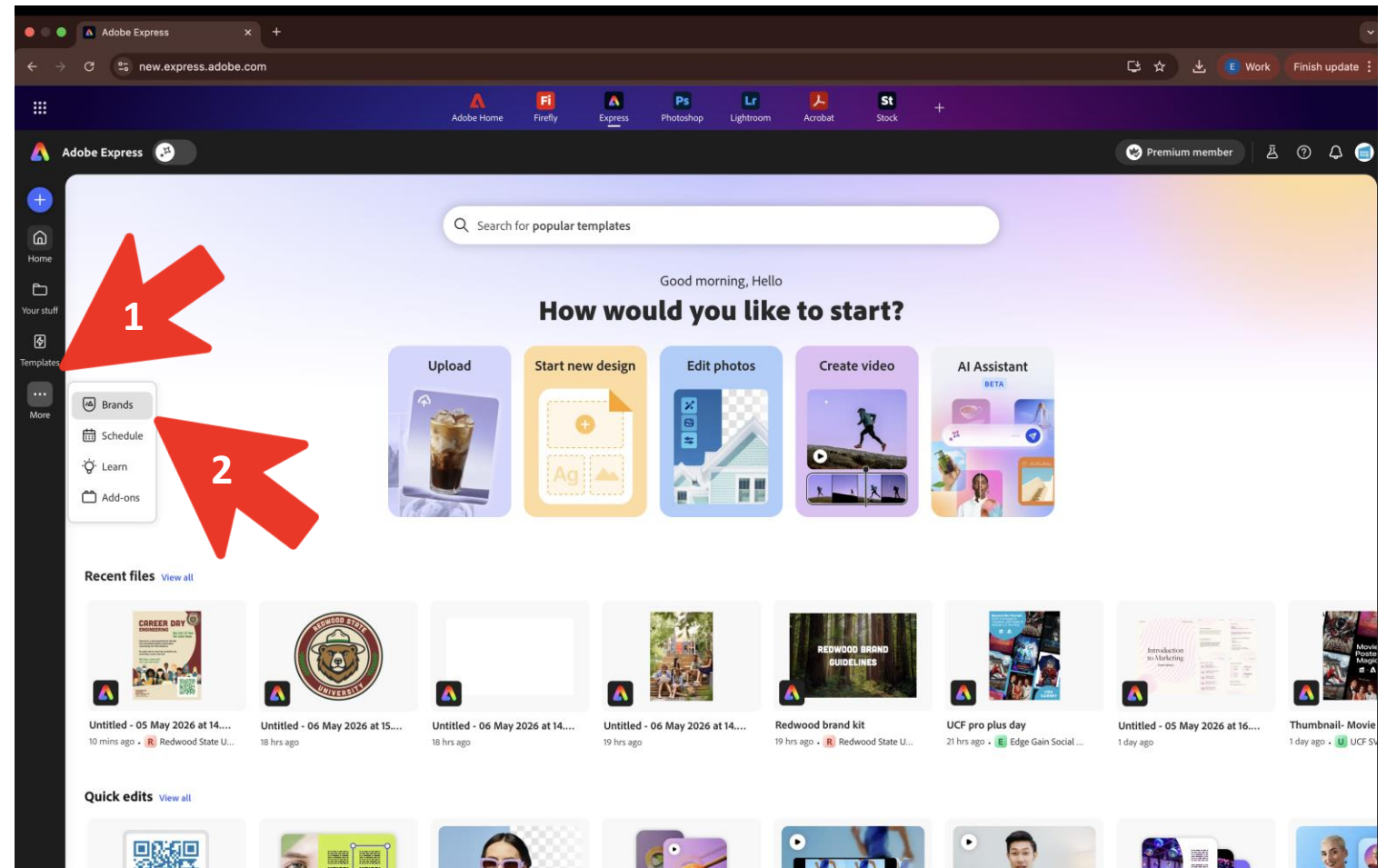
Step 4:

- To share a brand in Adobe Express, navigate to the Brands section from the Express homepage.
- Click **"More."**
- Click **"Brands."**

Go to next slide to complete steps.



Step 4: Sharing a brand



Governance for Distributed Content Creation (5 of 8)

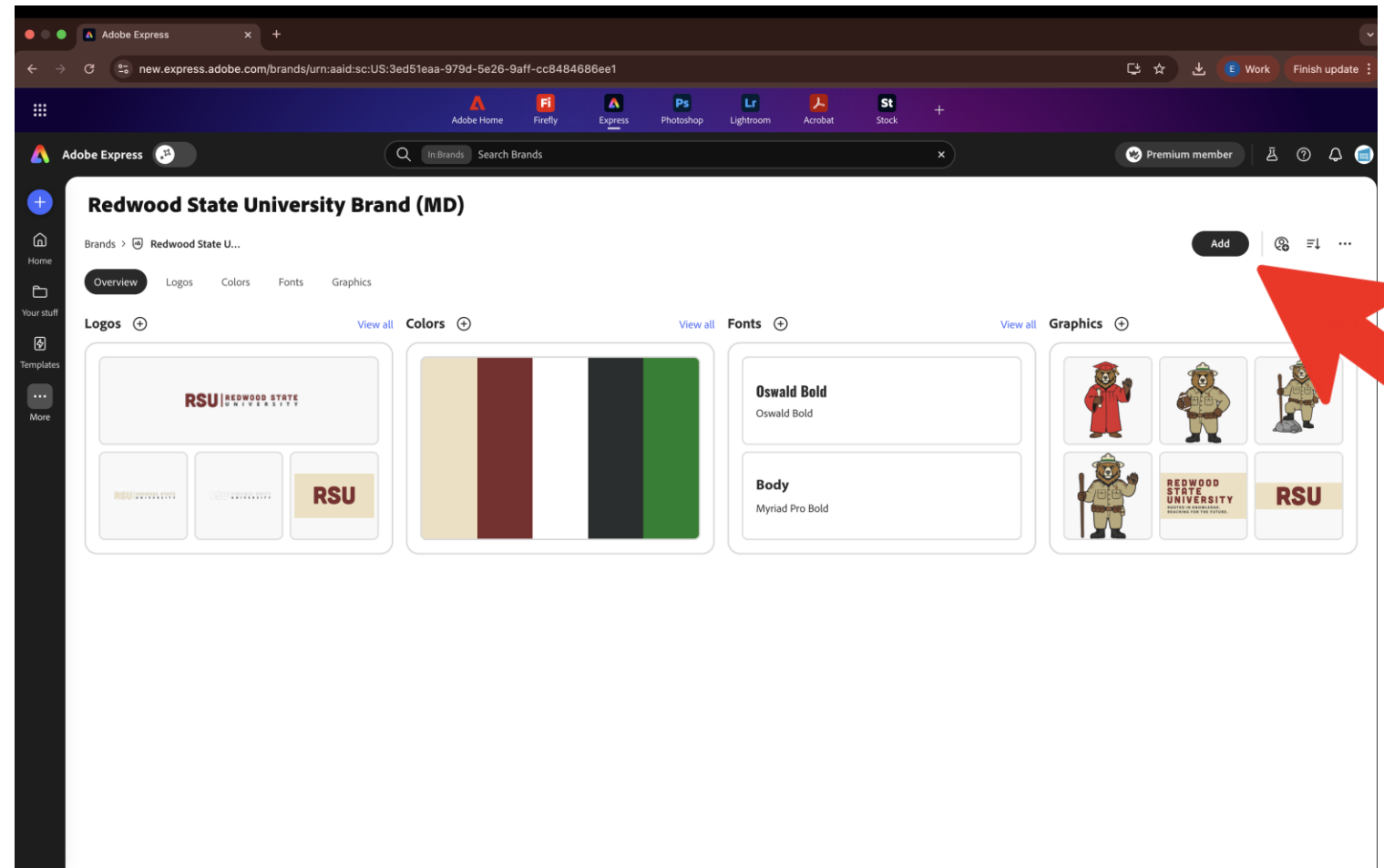
Step 5:

- Select the brand kit you would like to distribute.
- From here, click the **"Add"** button to manage who can access the brand assets.

Go to next slide to complete steps.



Step 5: Select the brand kit



Governance for Distributed Content Creation (6 of 8)

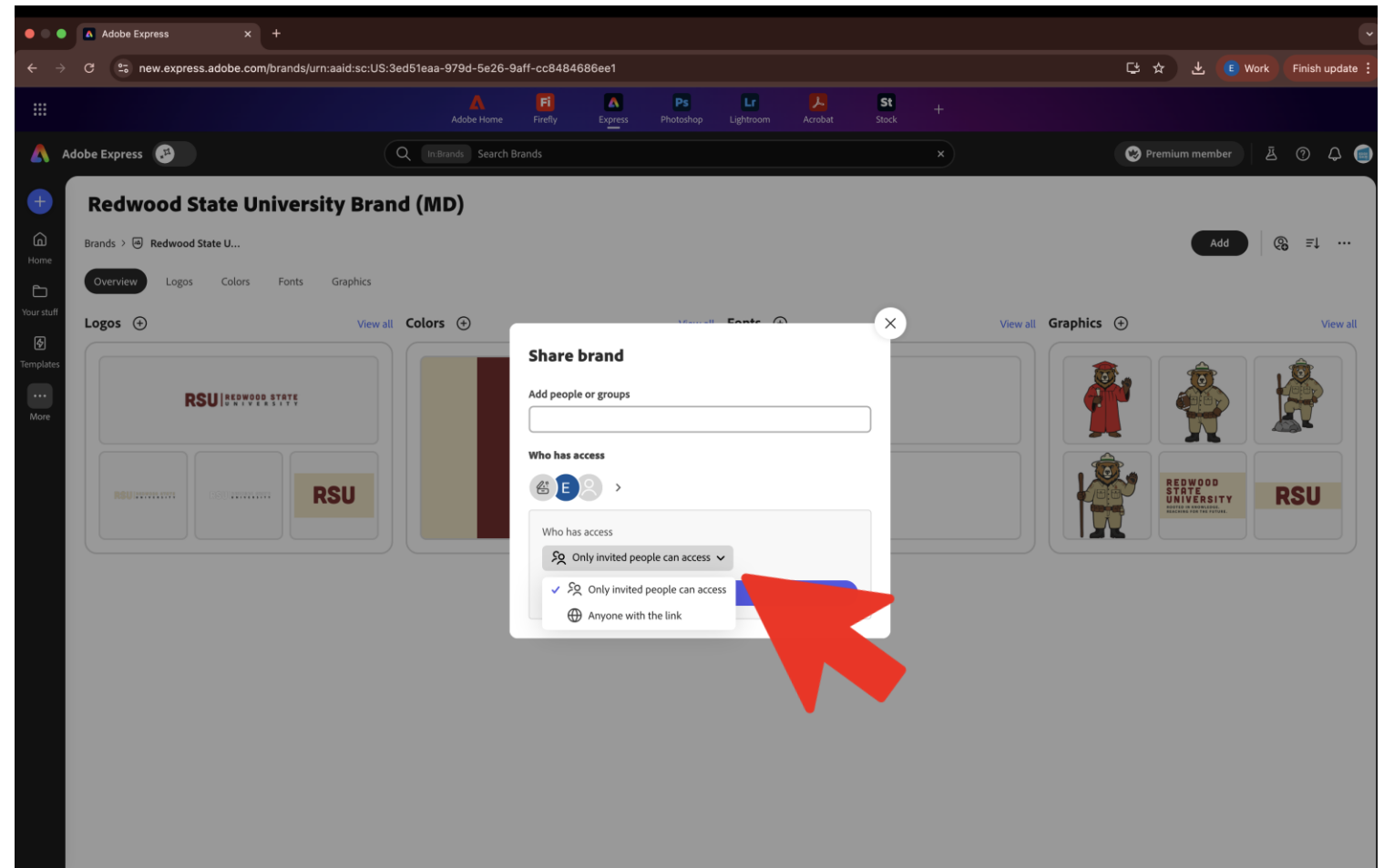
Step 6:

- There are two options available when sharing a brand.
- The first option is “Only invited people can access.”
- This restricts access to specific invited users, giving you direct control over who can access the brand kit.
- This is useful for maintaining tighter control over official brand assets such as logos, fonts, and colour palettes.

Go to next slide to complete steps.



Step 6: Navigating access settings



Governance for Distributed Content Creation (7 of 8)

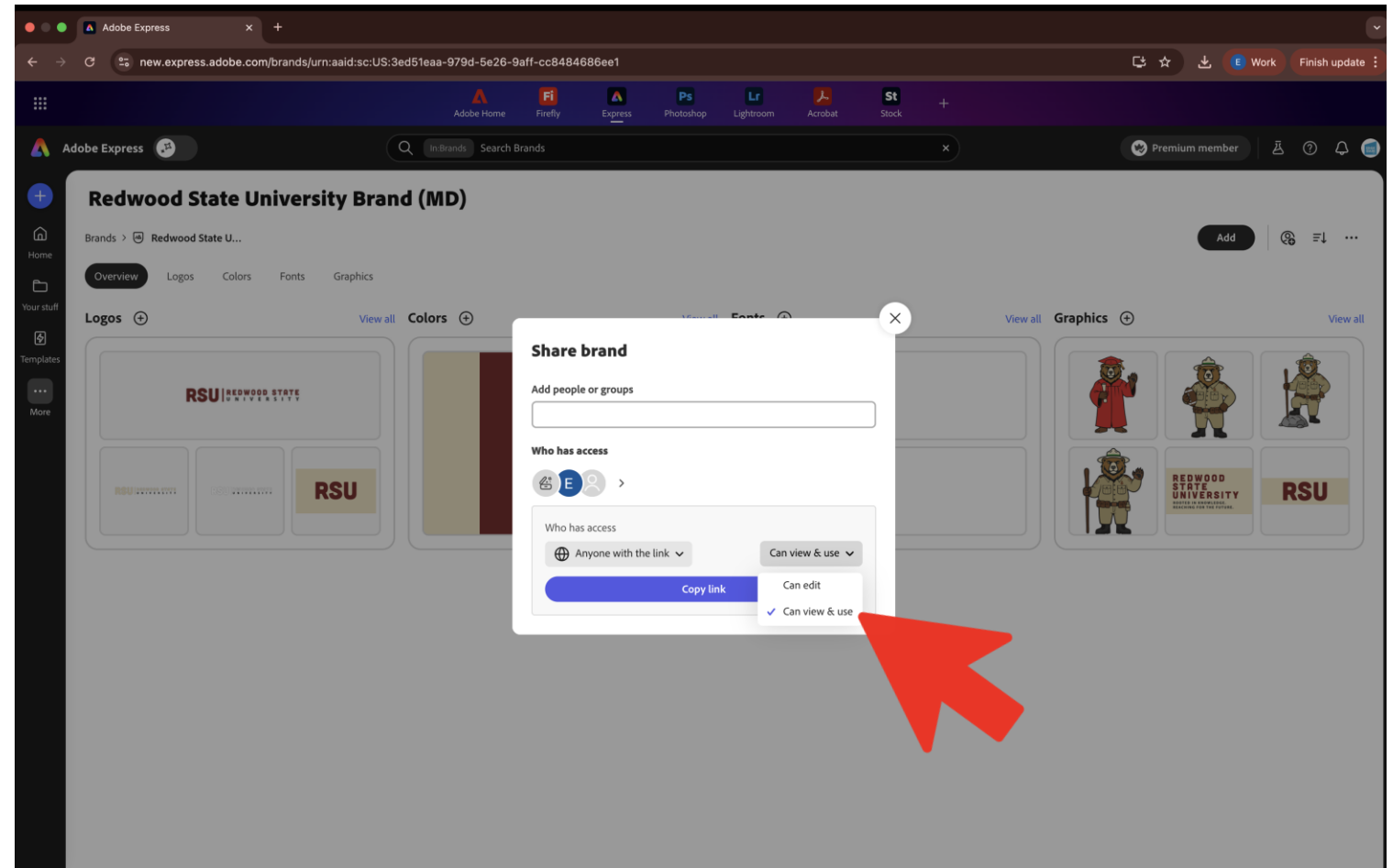
Step 7:

- The second option is **“Anyone with the link.”**
- This allows anyone who receives the link to access the brand kit.
- From here, there are two permission settings available.

Go to next slide to complete steps.



Step 7: Allow anyone with the link to view and use



Governance for Distributed Content Creation (8 of 8)

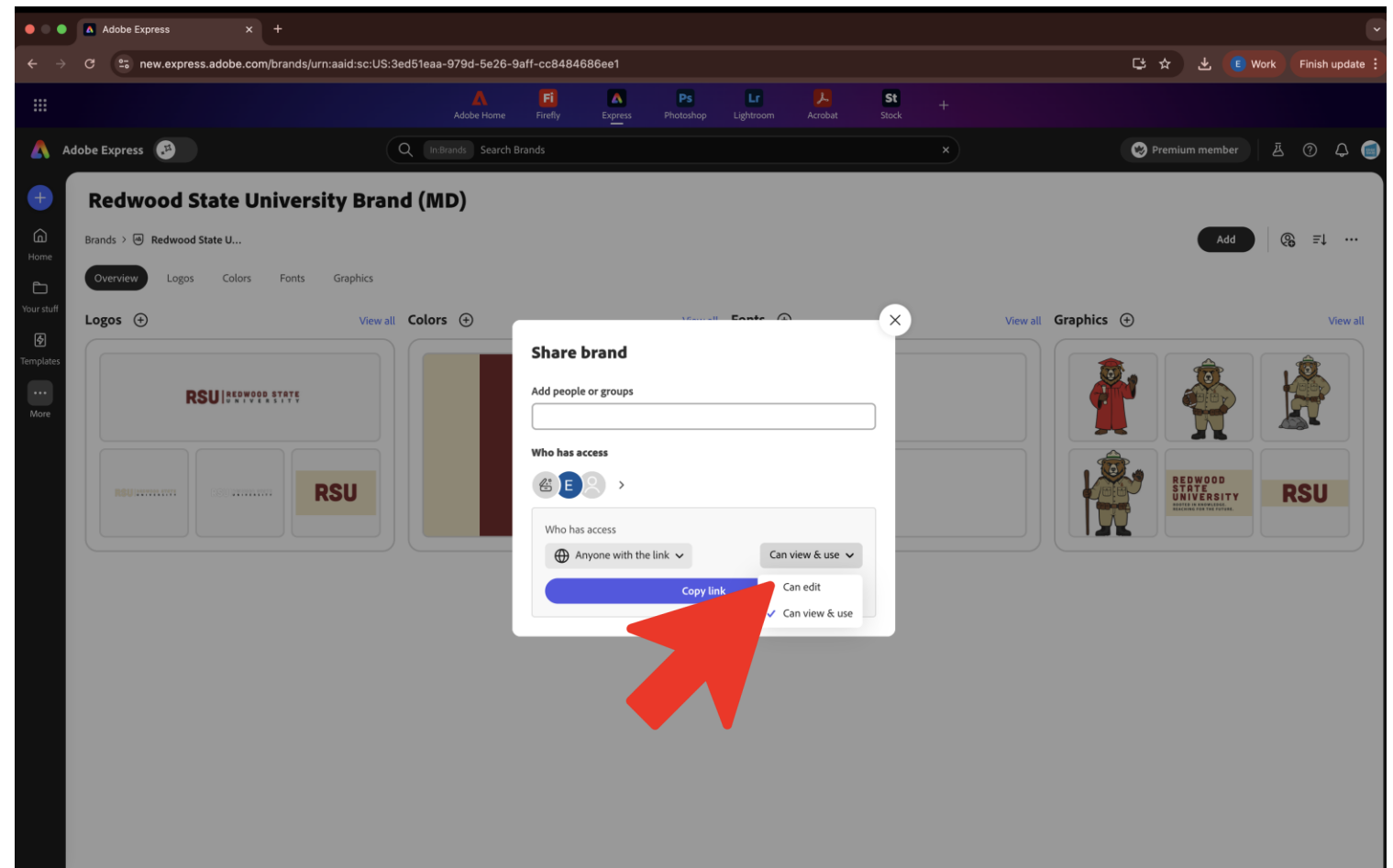
Step 8:

- Selecting “Can edit” allows users to make changes to the brand kit itself, including updating logos, colours, fonts, or other shared assets.
- This option is best suited to central marketing teams or approved brand managers responsible for maintaining the university's visual identity.

Once you've set up the desired controls you can add people using their emails or copy and distribute the link.



Step 8: Allow anyone with the link to edit



Additional Resources

▪ EXPERT SESSIONS

- An Expert Session consists of a 30-minute phone call that covers a how-to topic to assist users with a specific product feature. Each session is scheduled by appointment at a time chosen by you, with the Adobe Customer Care team. [Find out more.](#)

▪ ADOBE SUPPORT

- For official troubleshooting and comprehensive tutorials, please refer to [Adobe HelpX](#), which serves as Adobe's primary customer support and documentation portal.
- For more information on using your Adobe Admin Console, [watch this video.](#)

BRANDING

Here is a complementary resource on setting up [Brands in Adobe Express](#) – created internally – which aligns closely with several of the governance and workflow concepts discussed in this playbook.

[Watch this video for more information.](#)

PDF Collaboration

DOCUMENT REVIEW, COLLABORATION WORKFLOWS, & FEEDBACK
IN ADOBE ACROBAT STUDIO / PDF SPACES

Adobe



Goal

- In this use case, we will collate the materials from an undergraduate marketing course as a PDF Space using Adobe Acrobat Studio, then share that Space with colleagues for feedback and eventual updates. The goal is to create a single location where multiple stakeholders can view and review a collection of documents, while also providing Ai-driven insights to boost everyone's understanding of the material.

Link to video: <https://youtu.be/aMzM5f5ei1o>

Adobe



Document Review & Collaboration in PDF Spaces (1 of 9)

Step 1:

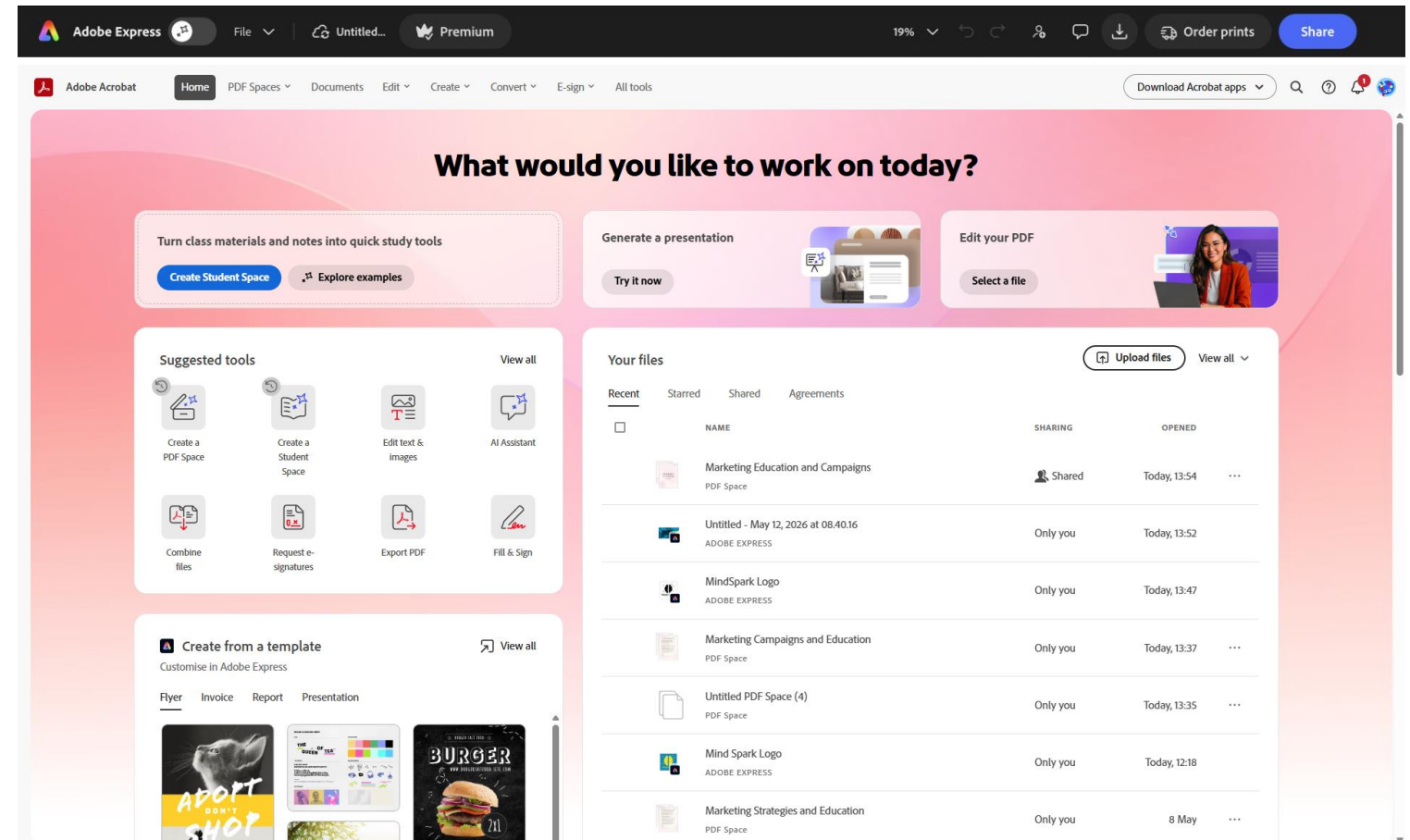
- Open Adobe Acrobat Online by going to acrobat.adobe.com and logging in with your school or institutional ID.

Go to next slide to complete steps.

If you need additional support at any stage, please refer to [Adobe's HelpX](#) resources for tutorials, guides, and troubleshooting information.



Step 1: Open Acrobat Online



Document Review & Collaboration in PDF Spaces (2 of 9)

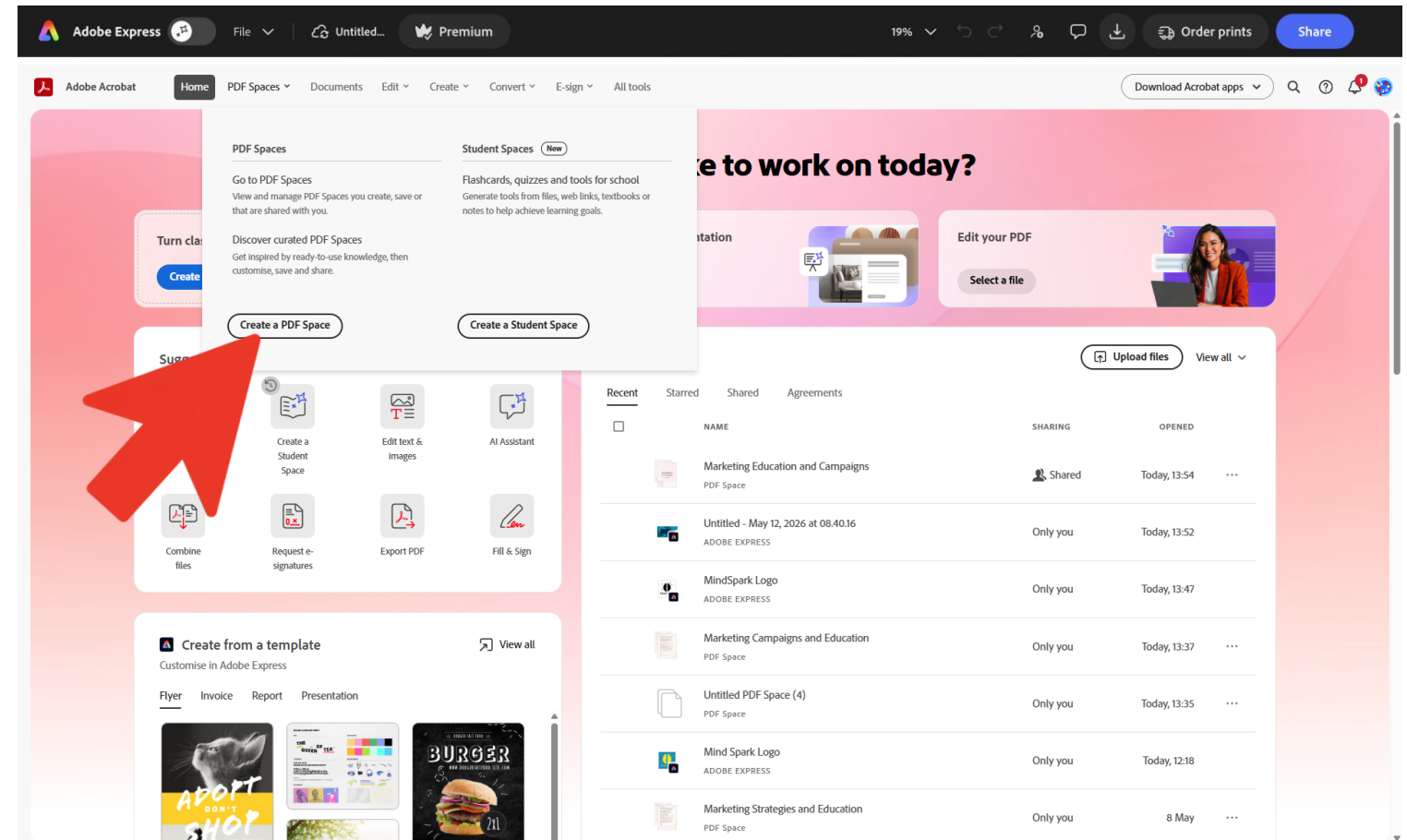
Step 2:

- Hover over PDF Spaces to open the dropdown menu.
- Select "Create a PDF Space."

Go to next slide to complete steps.



Step 2: Create a PDF Space



Document Review & Collaboration in PDF Spaces (3 of 9)

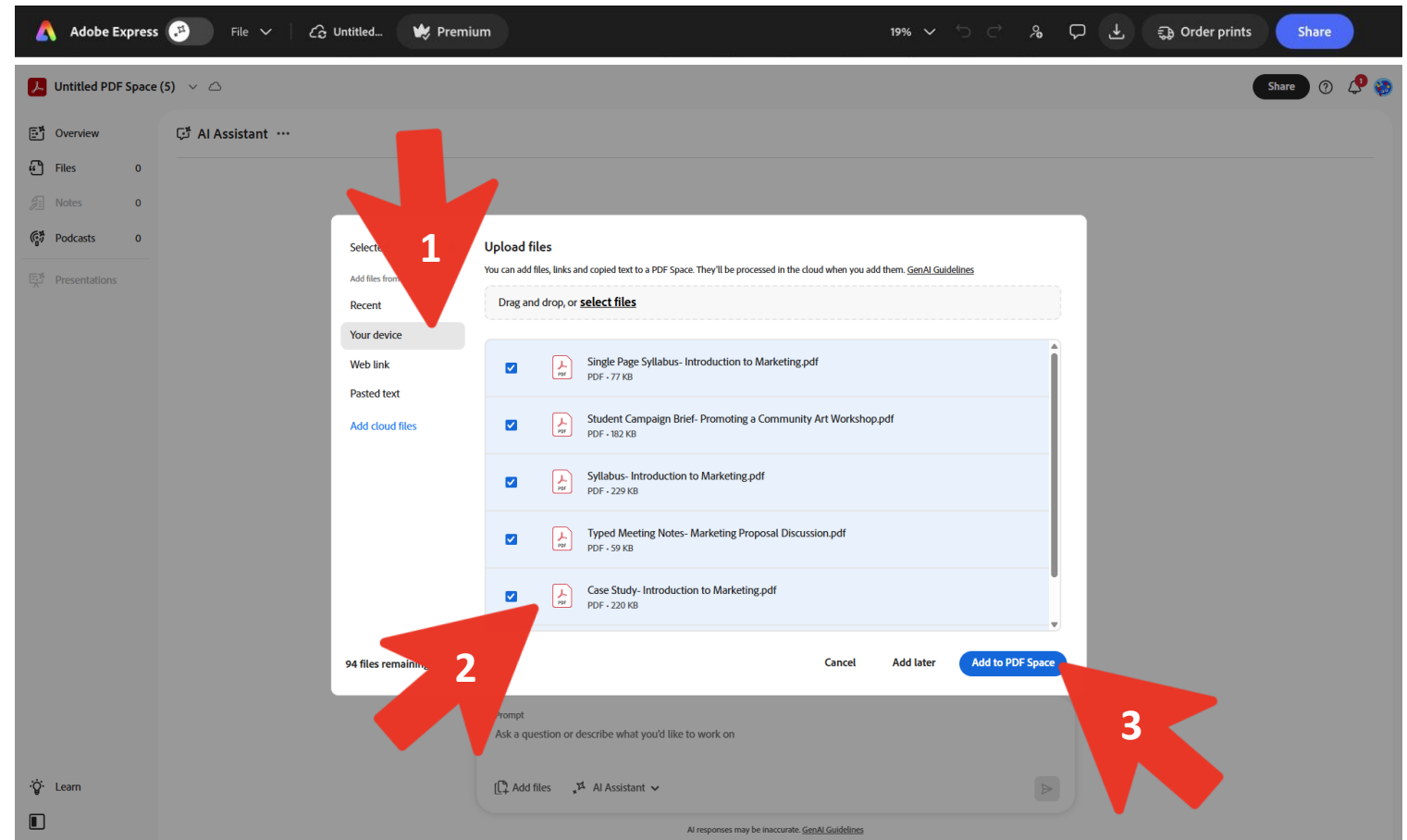
Step 3:

- Select **Your device**, then drag and drop one or more PDFs into the editor upload tool.
- Click “Add to PDF Space.”

Go to next slide to complete steps.



Step 3: Add PDFs to your space



Document Review & Collaboration in PDF Spaces (4 of 9)

Step 4:

- Click "Share."

Go to next slide to complete steps.



Step 4: Share

A screenshot of the Adobe Express web interface. The top navigation bar includes the Adobe Express logo, a 'File' dropdown, 'Untitled...' text, a 'Premium' badge, a '19%' zoom level, and icons for undo, redo, share, comment, download, and 'Order prints'. The 'Share' button is highlighted with a red arrow. Below the navigation bar, the main content area shows a document titled 'Marketing Courses and Campaigns'. The left sidebar has tabs for 'Overview', 'Files', 'Notes', 'Podcasts', and 'Presentations'. The 'Overview' tab is active, displaying a summary of the document with a 'View all' button. The main content area shows a preview of the document with three sample pages. Below the preview, there is an 'Audio summary' section with a play button and a 'Summary of the files' section with a heading 'Unlocking Marketing Success Through Strategy'. The right sidebar features an 'AI Assistant' section with a prompt input field and a 'Share' button.

Document Review & Collaboration in PDF Spaces (5 of 9)

Step 5:

- Add the emails of any specific contributors you want to include.
- Or click “Copy link” and share the URL with them directly.

Go to next slide to complete steps.



Step 5: Add contributors and set their permissions

The screenshot shows the Adobe Express interface for a PDF Space titled "Marketing Courses and Campaigns in Education and Community Outreach". A sharing dialog box is open, titled "Share Marketing Courses and Camp...". The dialog shows "Sharing 6 files and 2 podcasts." and "Your chat history is not shared." Below this, there is a text input field labeled "Add names or emails to invite". Under the "Link access" section, it says "Anyone with the link" and "Can add comments". There is a "Change >" button next to it. At the bottom of the dialog, there are icons for sharing via link, WhatsApp, Email, and Facebook. Two large red arrows are overlaid on the dialog: arrow "1" points to the "Add names or emails to invite" field, and arrow "2" points to the "Change >" button. The background shows the PDF content, including a section titled "Unlocking Marketing Success Through Strategy" with bullet points about strategic campaigns and practical application.

Document Review & Collaboration in PDF Spaces (6 of 9)

Step 6:

- If comments are enabled, contributors reviewing an individual document can click the “Comments” button to add feedback.

Go to next slide to complete steps.



Step 6: Contributor comments

The screenshot shows the Adobe Express web interface. At the top, there's a dark header with 'Adobe Express', 'File', 'Untitled...', 'Premium', and a 'Share' button. Below this, a light gray bar shows 'Marketing Courses and Campaigns' and a 'Reviewer' status. The main area displays a PDF document titled 'Case Study- Introduction to Marketing.pdf'. The document content includes the title 'Introduction to Marketing' and a large heading 'Comparing the Efficacy of Marketing Strategies'. A red arrow points to a small icon in the top right corner of the document viewer, which is used to add comments. To the right of the document, there's a sidebar with an 'AI Assistant' section and a 'Review Marketing Courses and Campaigns' section. The sidebar also contains a list of actions: 'Get key insights from the files in this PDF Space', 'Add a comment to Typed Meeting Notes- Marketing Proposal Discussion...', and 'View Typed Meeting Notes- Marketing Proposal Discussion.pdf'. At the bottom of the sidebar, there's a 'Prompt' section with the text 'Ask a question or describe what you'd like to work on' and a 'Send' button.

Document Review & Collaboration in PDF Spaces (7 of 9)

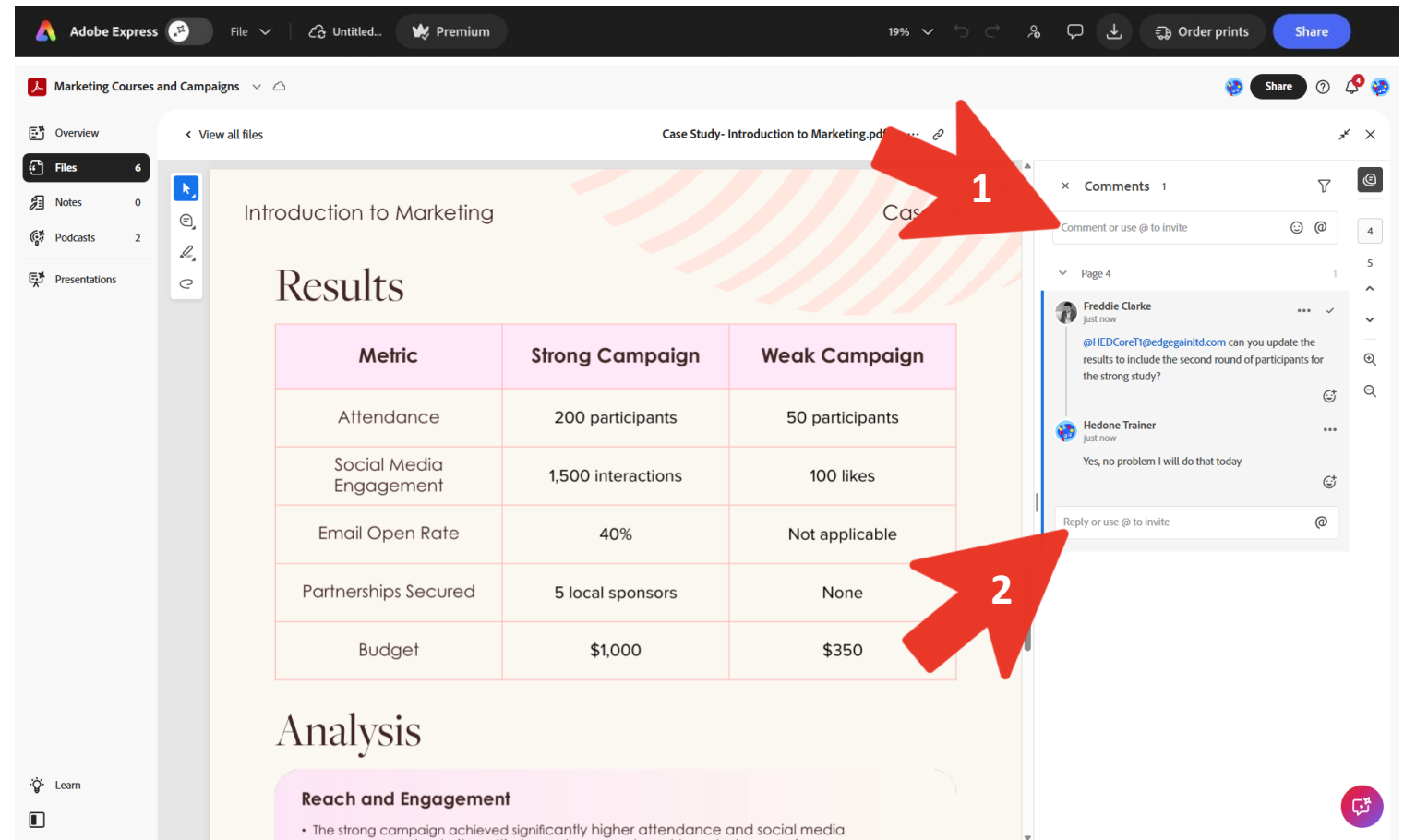
Step 7:

- Each comment starts a thread, and specific contributors can be tagged using an "@" sign.

Go to next slide to complete steps.



Step 7: Comment threads



The screenshot shows the Adobe Express interface with a PDF document titled "Introduction to Marketing" open. The document content includes a "Results" section with a table comparing "Strong Campaign" and "Weak Campaign" metrics, and an "Analysis" section titled "Reach and Engagement". A comment thread is visible on the right side of the document, with a red arrow labeled "1" pointing to the comment input field and a red arrow labeled "2" pointing to the comment text area. The comment thread shows a conversation between Freddie Clarke and Hedone Trainer.

Metric	Strong Campaign	Weak Campaign
Attendance	200 participants	50 participants
Social Media Engagement	1,500 interactions	100 likes
Email Open Rate	40%	Not applicable
Partnerships Secured	5 local sponsors	None
Budget	\$1,000	\$350

Analysis

Reach and Engagement

- The strong campaign achieved significantly higher attendance and social media engagement due to its well-planned approach and targeted messaging.

Comments

Comment or use @ to invite

Page 4

Freddie Clarke just now
@HEDCoreT@edegainltd.com can you update the results to include the second round of participants for the strong study?

Hedone Trainer just now
Yes, no problem I will do that today

Reply or use @ to invite

Document Review & Collaboration in PDF Spaces (8 of 9)

Step 8:

- After actioning feedback on a file, click the **three dots** to remove the old version from your Space.

Go to next slide to complete steps.



Step 8: Action feedback

A screenshot of the Adobe Express PDF Space interface. The top bar shows 'Adobe Express', 'File', 'Untitled...', 'Premium', and a 'Share' button. The main area is titled 'Marketing Courses and Campaigns' and has a sidebar with 'Overview', 'Files' (6), 'Notes' (0), 'Podcasts' (2), and 'Presentations'. The 'Files' section shows a list of 6 files. A red arrow labeled '1' points to the three-dot menu of the file 'Case Study- Introduction to Marketing'. A second red arrow labeled '2' points to the 'Remove file' option in the dropdown menu. The right side of the interface shows an 'AI Assistant' panel with a greeting 'Hi Hedone.' and a list of actions: 'Get key insights from the files in this PDF Space', 'Create a presentation from these files', and 'Listen to an AI-generated podcast from these files'. At the bottom, there is a 'Prompt' input field and a 'Share' button.

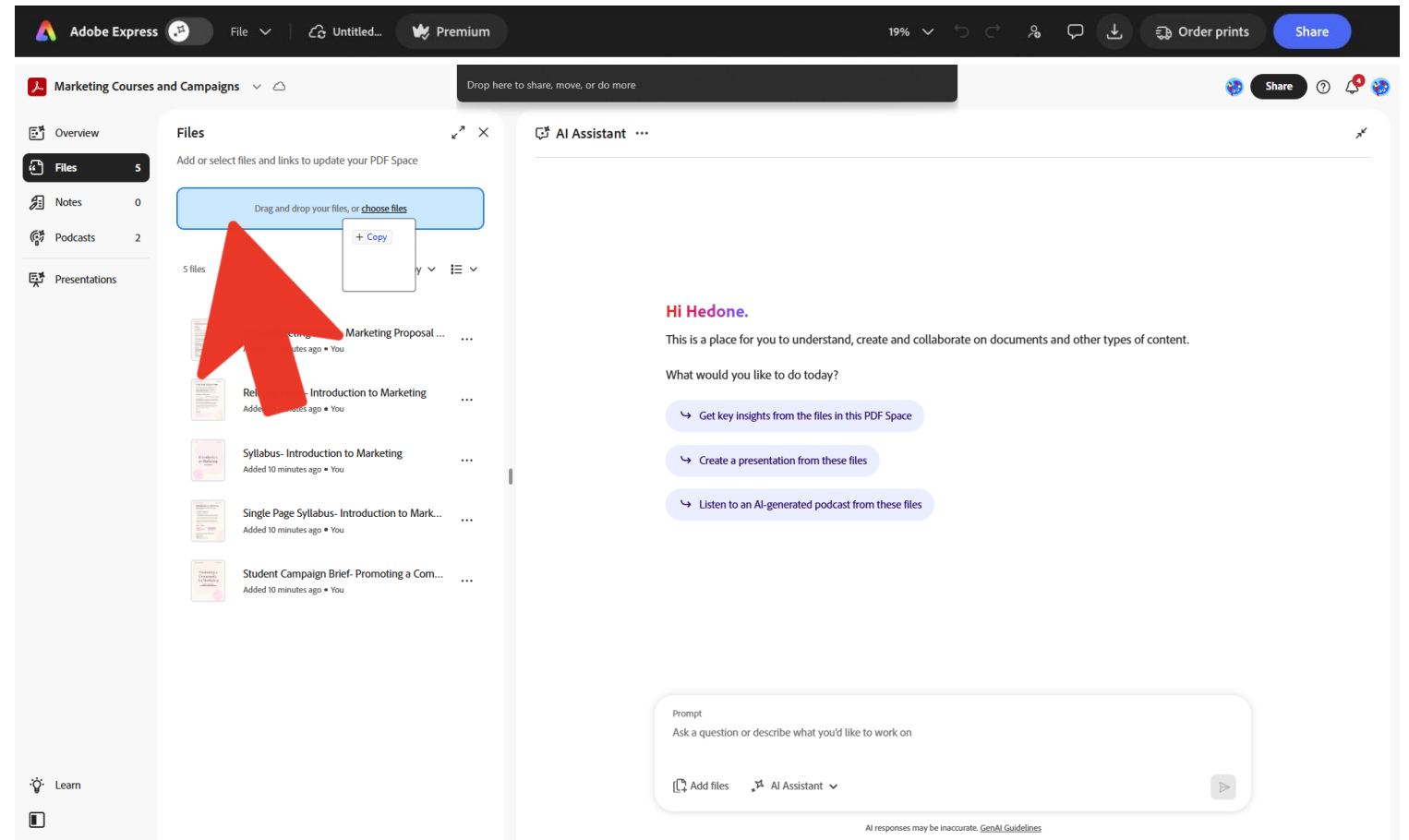
Document Review & Collaboration in PDF Spaces (9 of 9)

Step 9:

- Drag and drop in the new version.



Step 9: Upload the new version



Additional Resources

▪ EXPERT SESSIONS

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Adobe