

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

Table of Contents

1. Express template creation & distribution

- Building locked vs editable templates
- Sharing templates with campus teams
- Use cases for decentralized content creation
- Content Creation Governance

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:

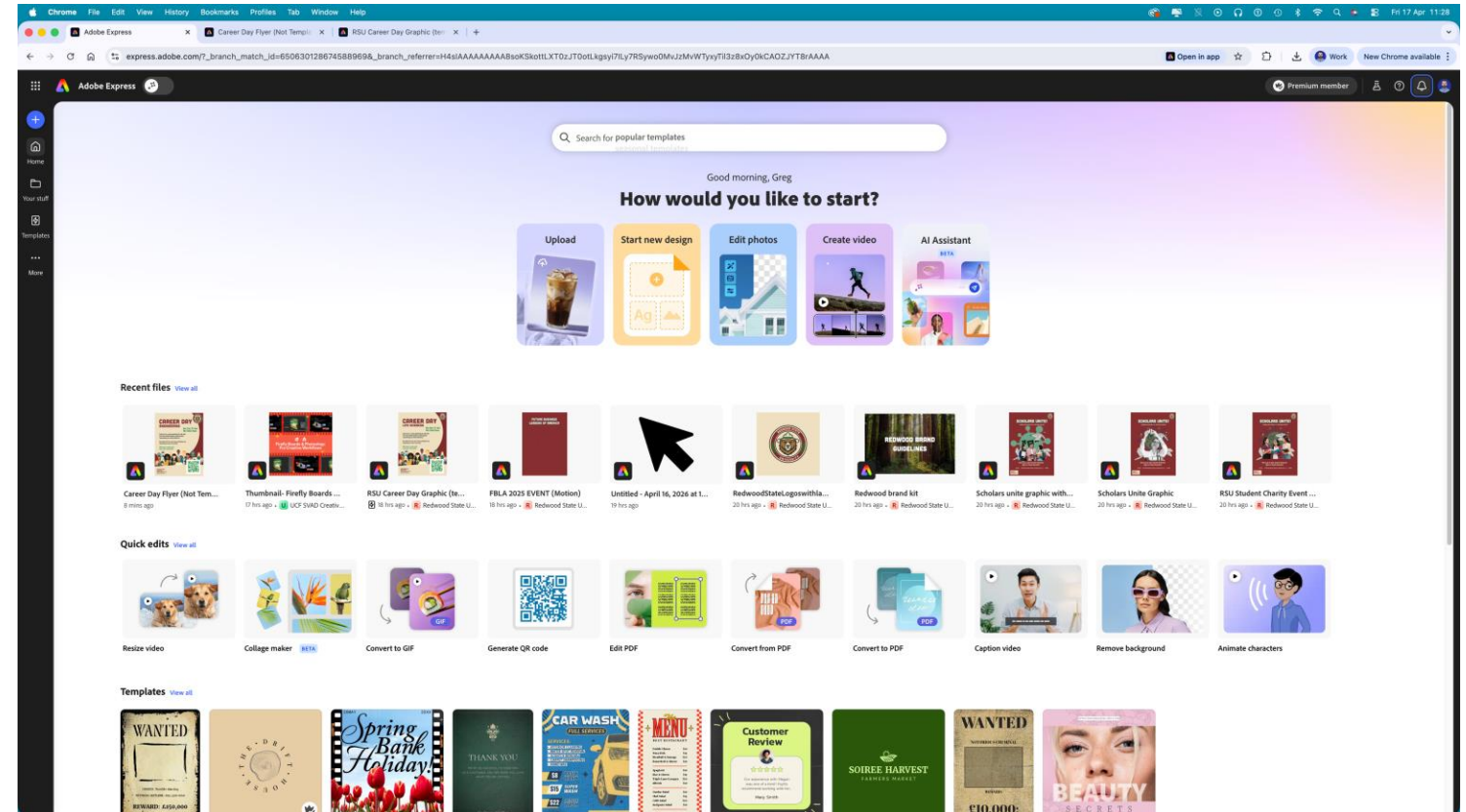
- Open Adobe Express.

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)

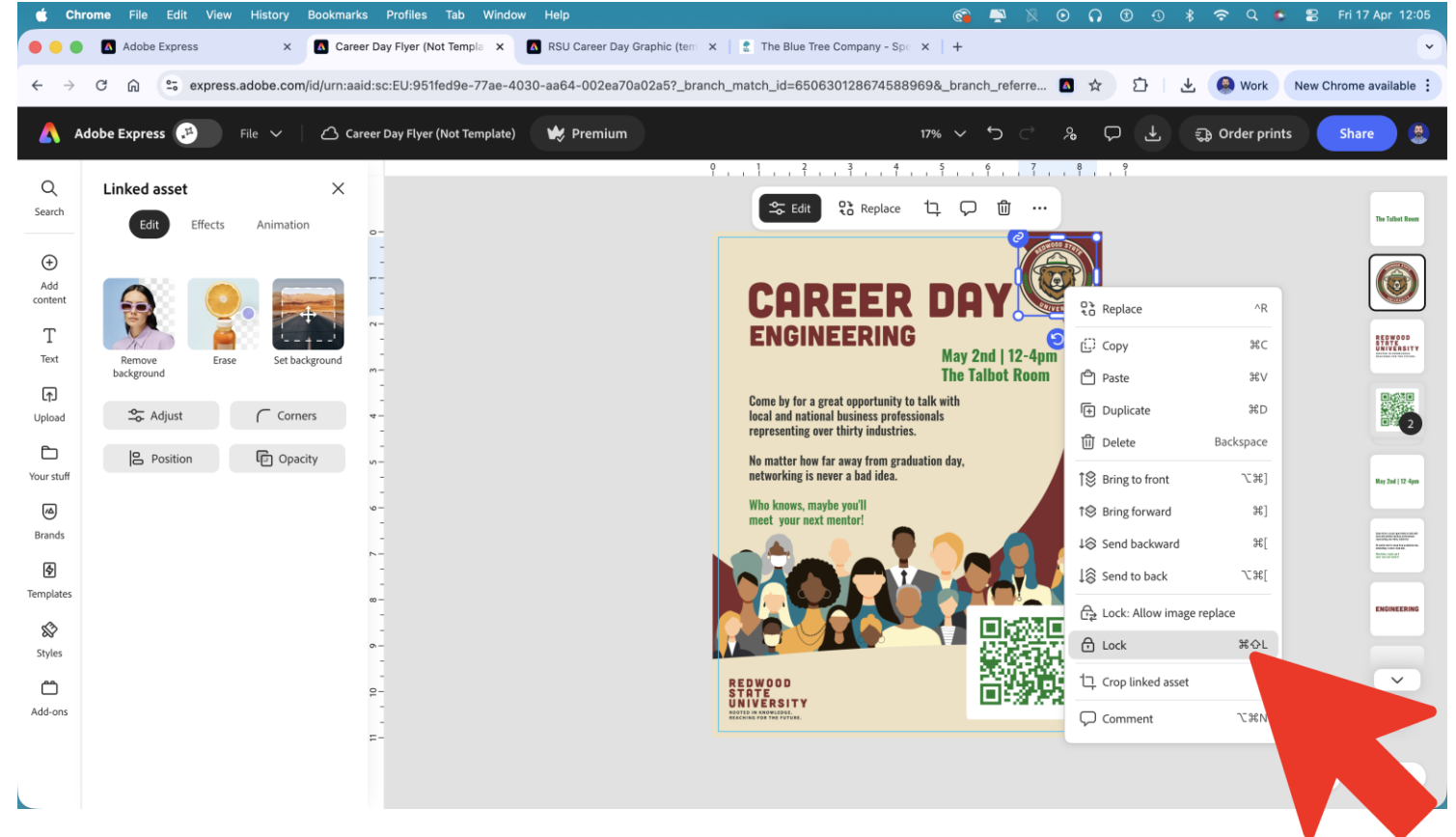
Step 3:

- 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)

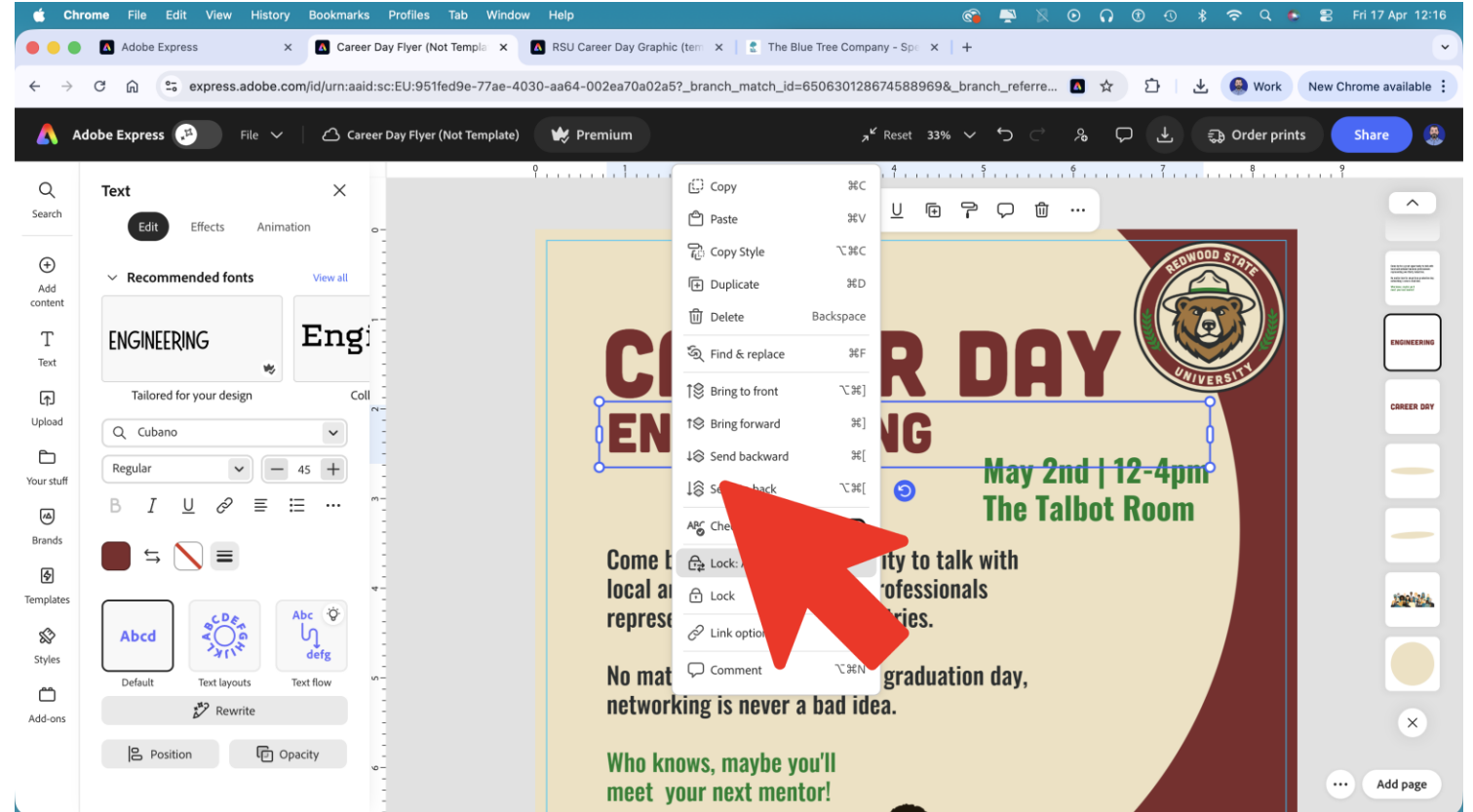
Step 4:

- 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)

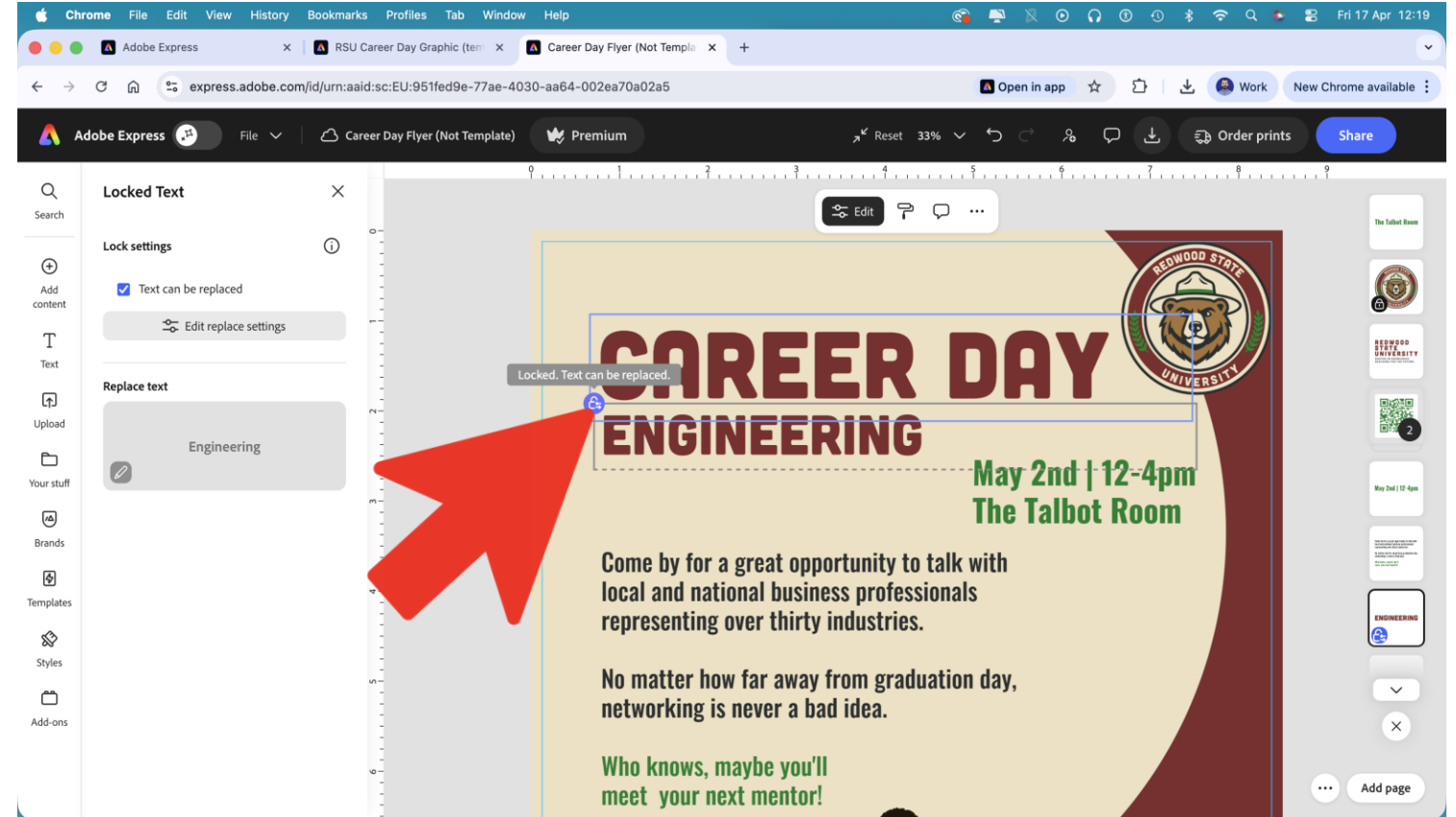
Step 5:

- 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)

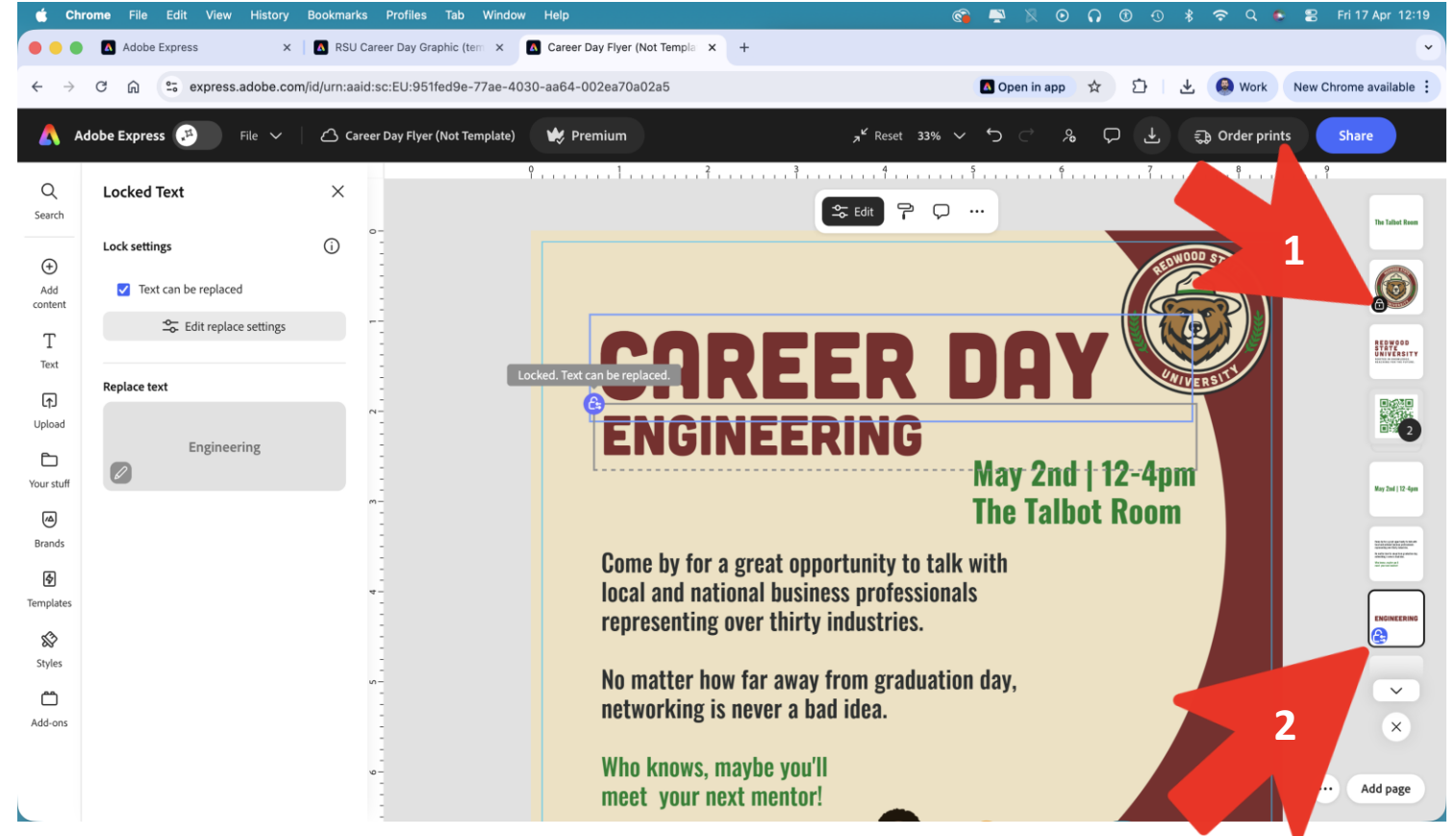
Step 6:

- Check each element on the right-hand side is either locked (grey padlock icon)  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)

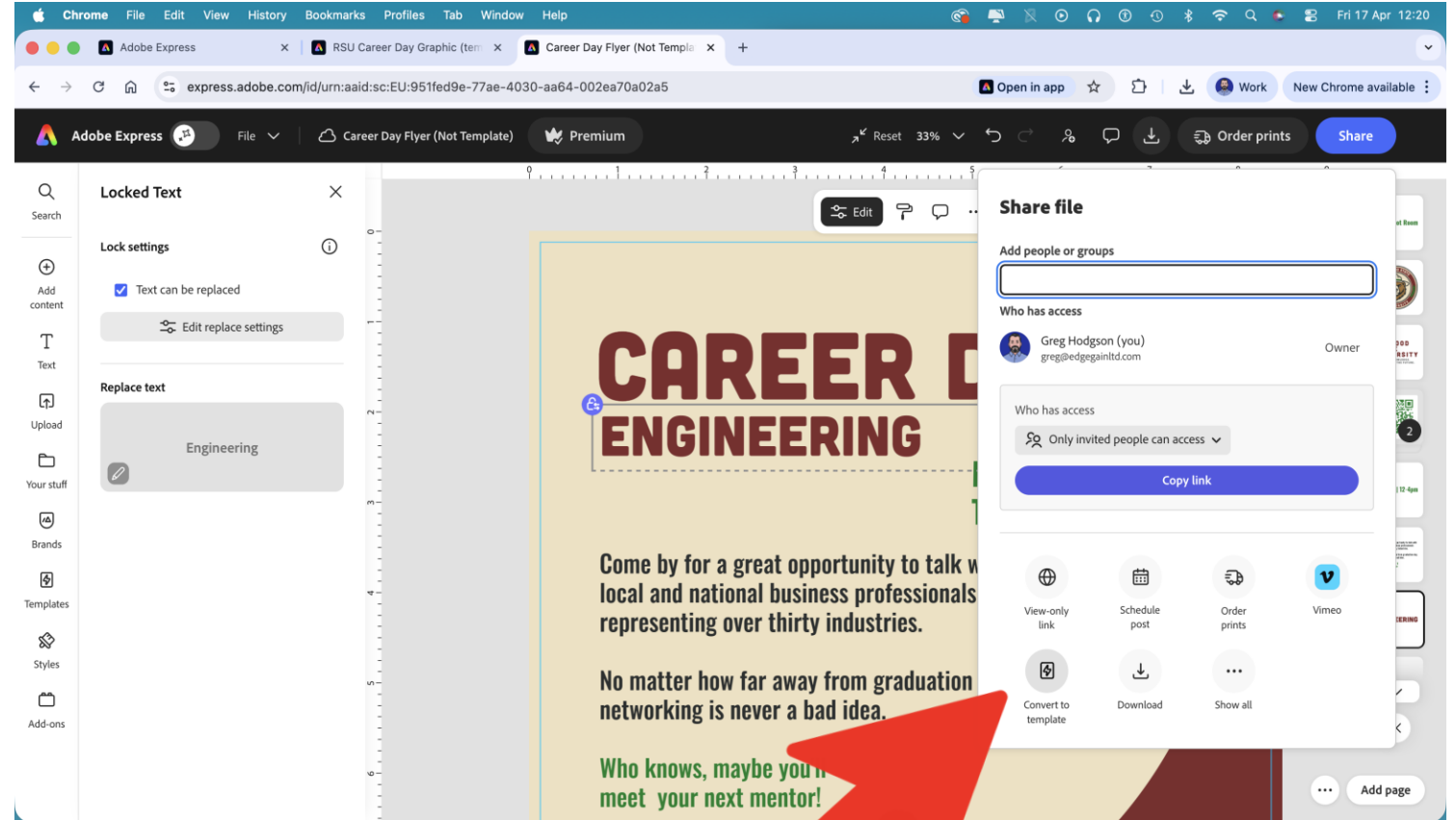
Step 7:

- 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



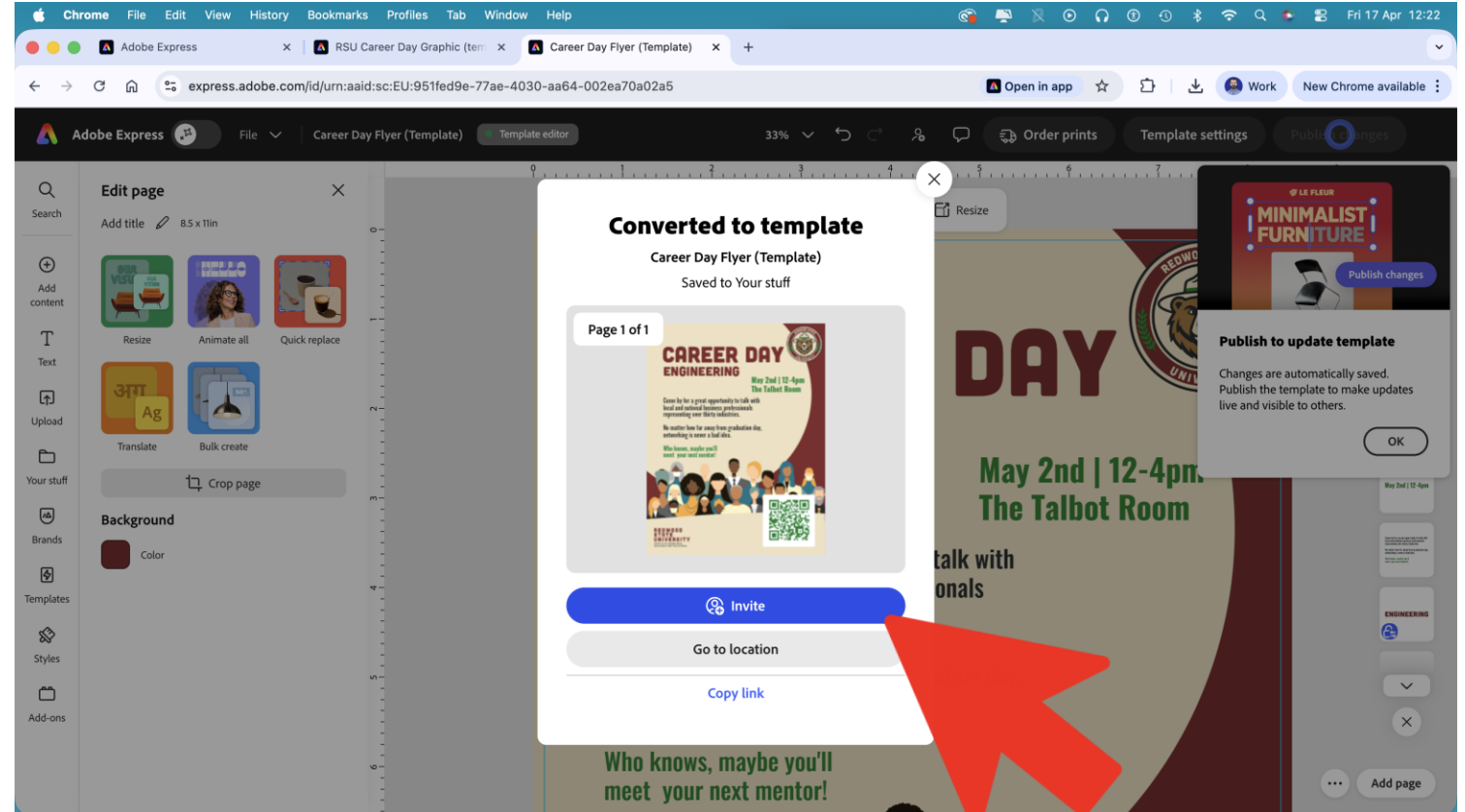
Building Locked vs Editable Templates (8 of 8)

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:

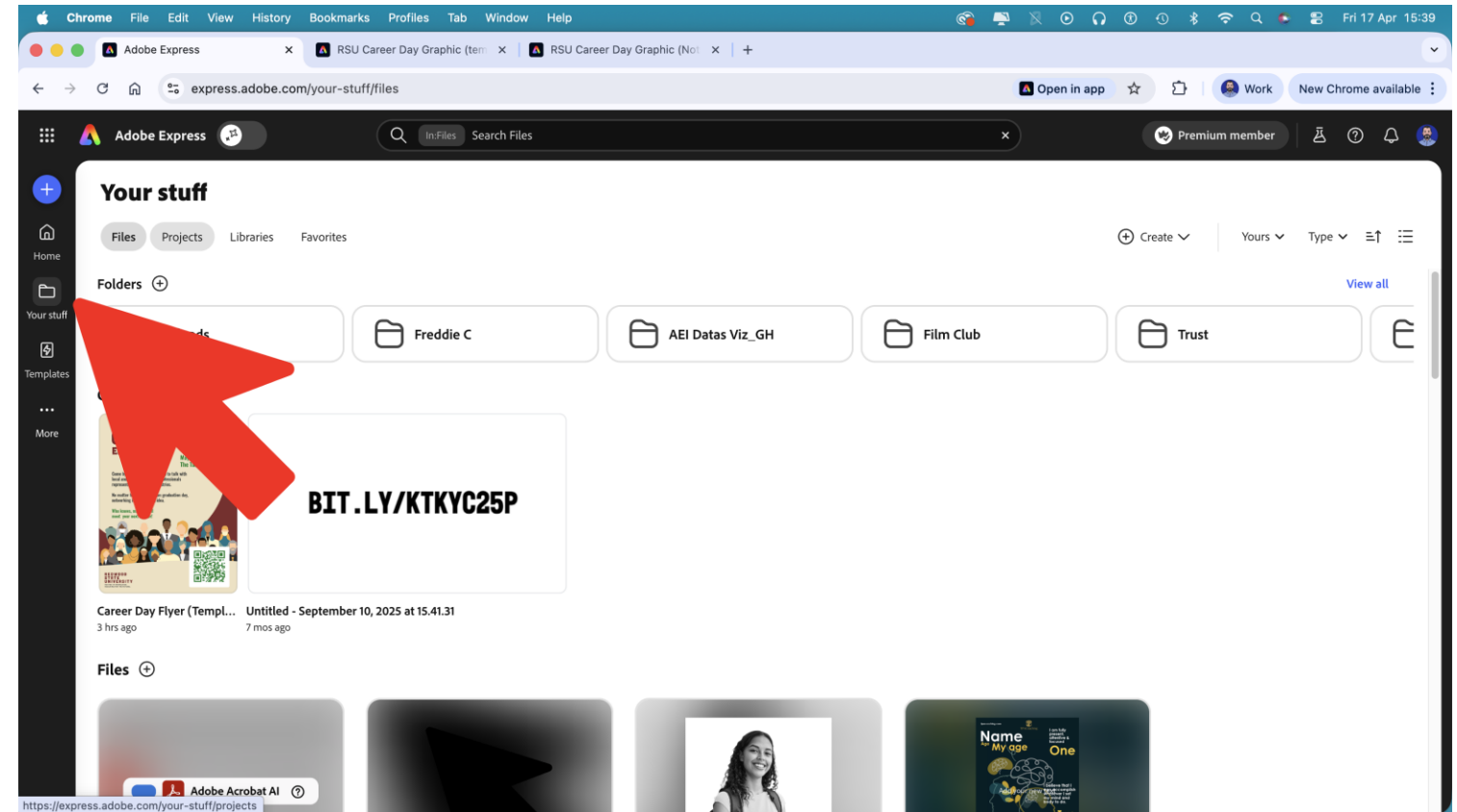
- To create a project, click on Your stuff icon and click the project option.

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)

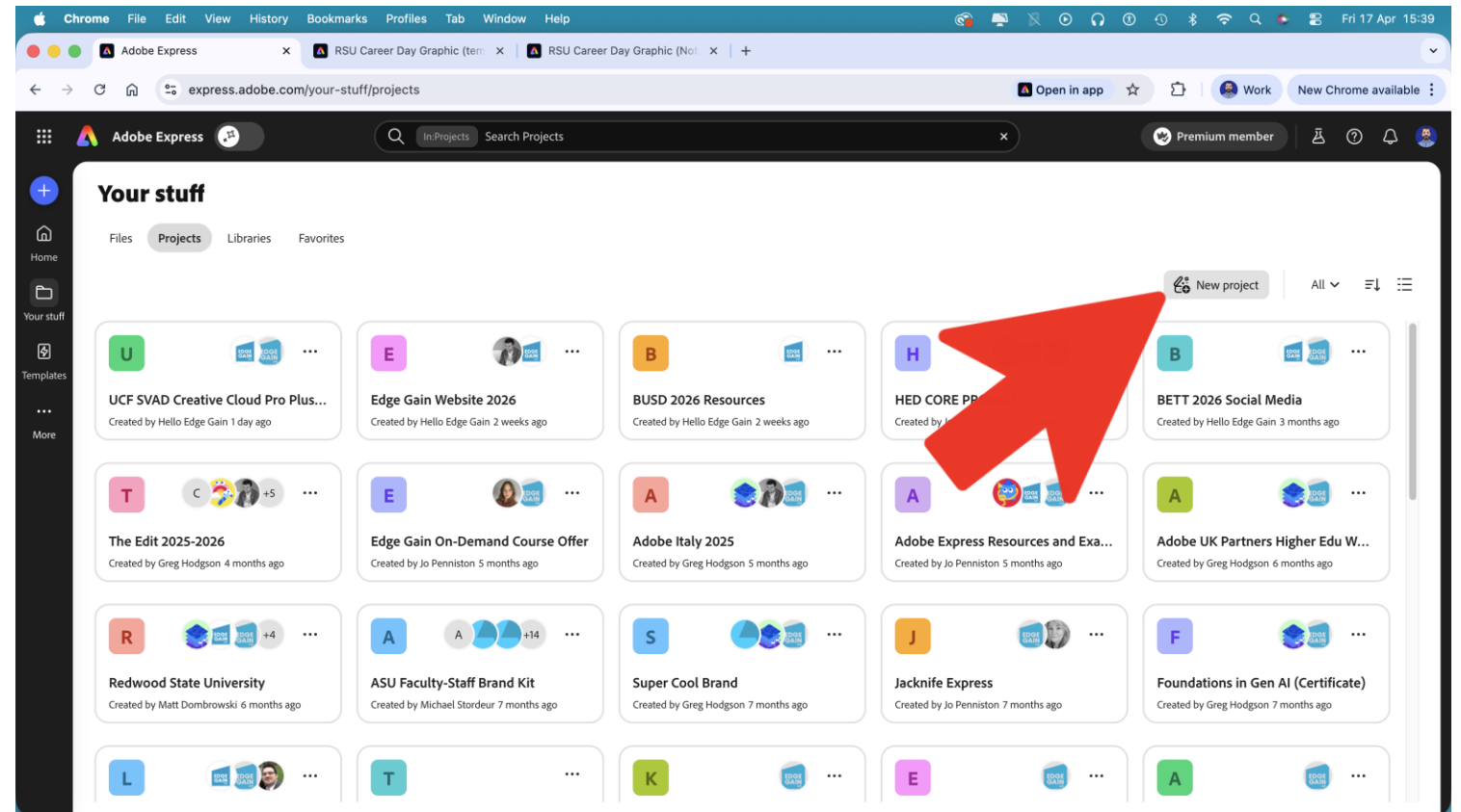
Step 2:

- 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)

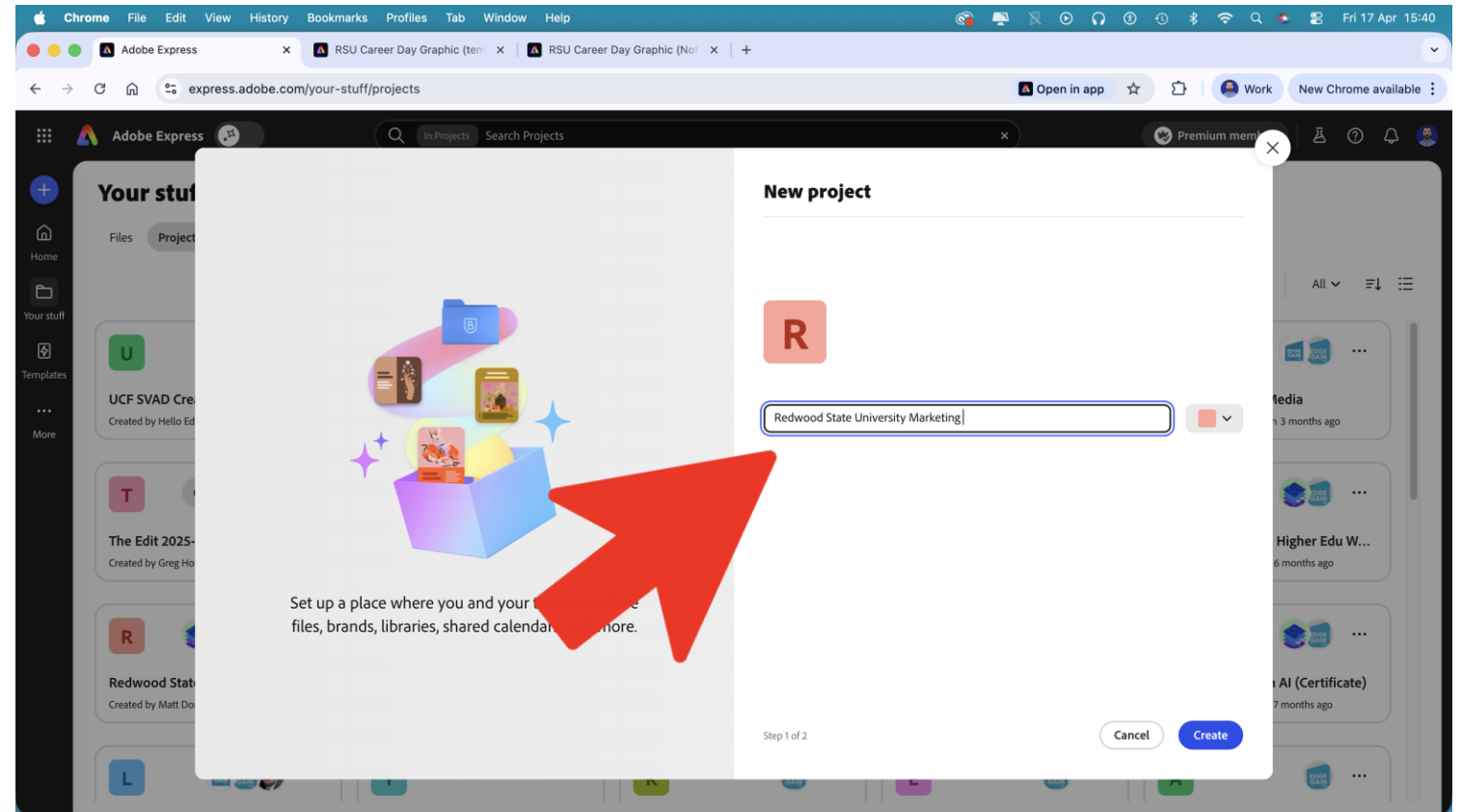
Step 3:

- Name the project.

Go to next slide to continue.



Step 3: Add project name



Sharing Templates with Campus Teams (4 of 11)

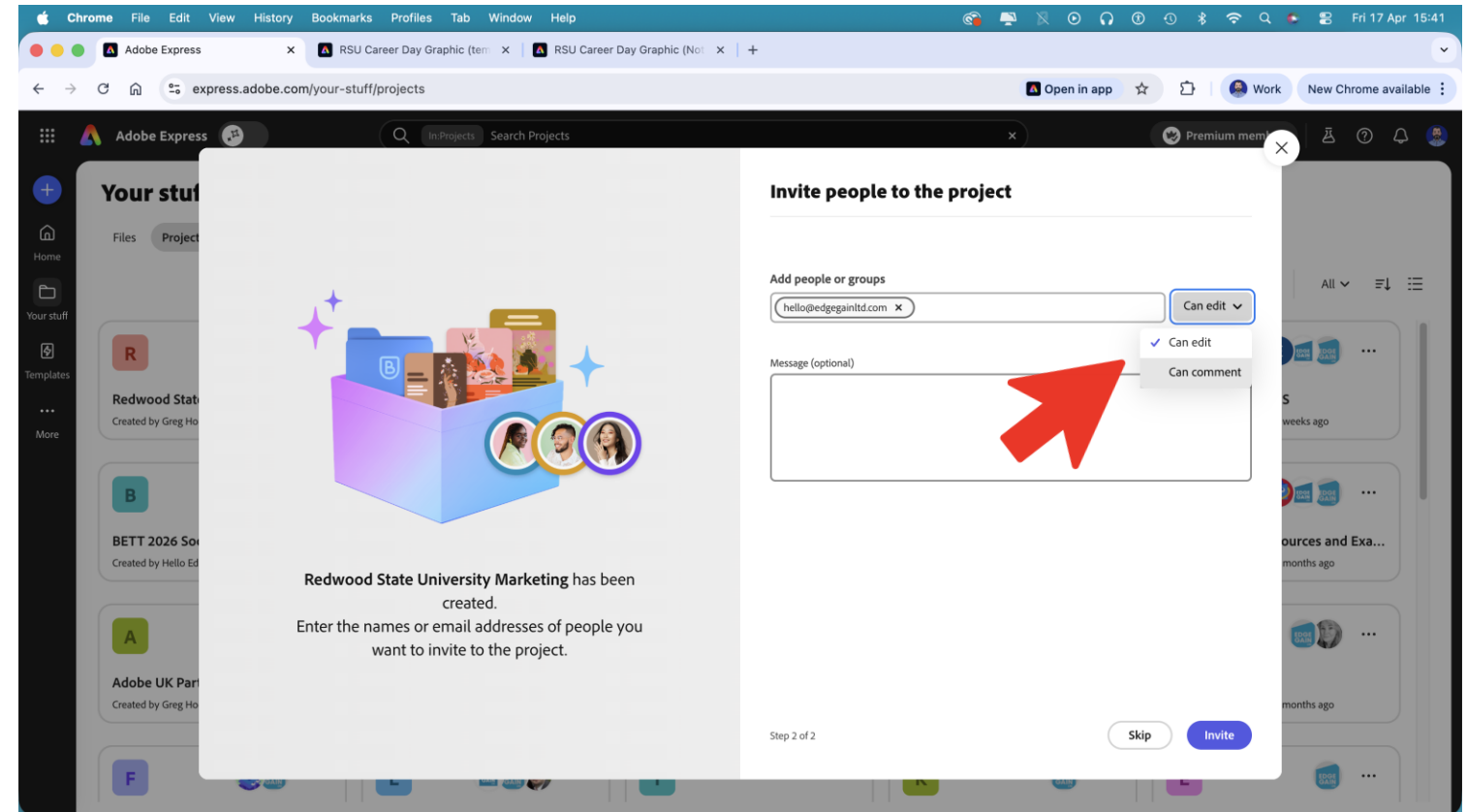
Step 4:

- 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)

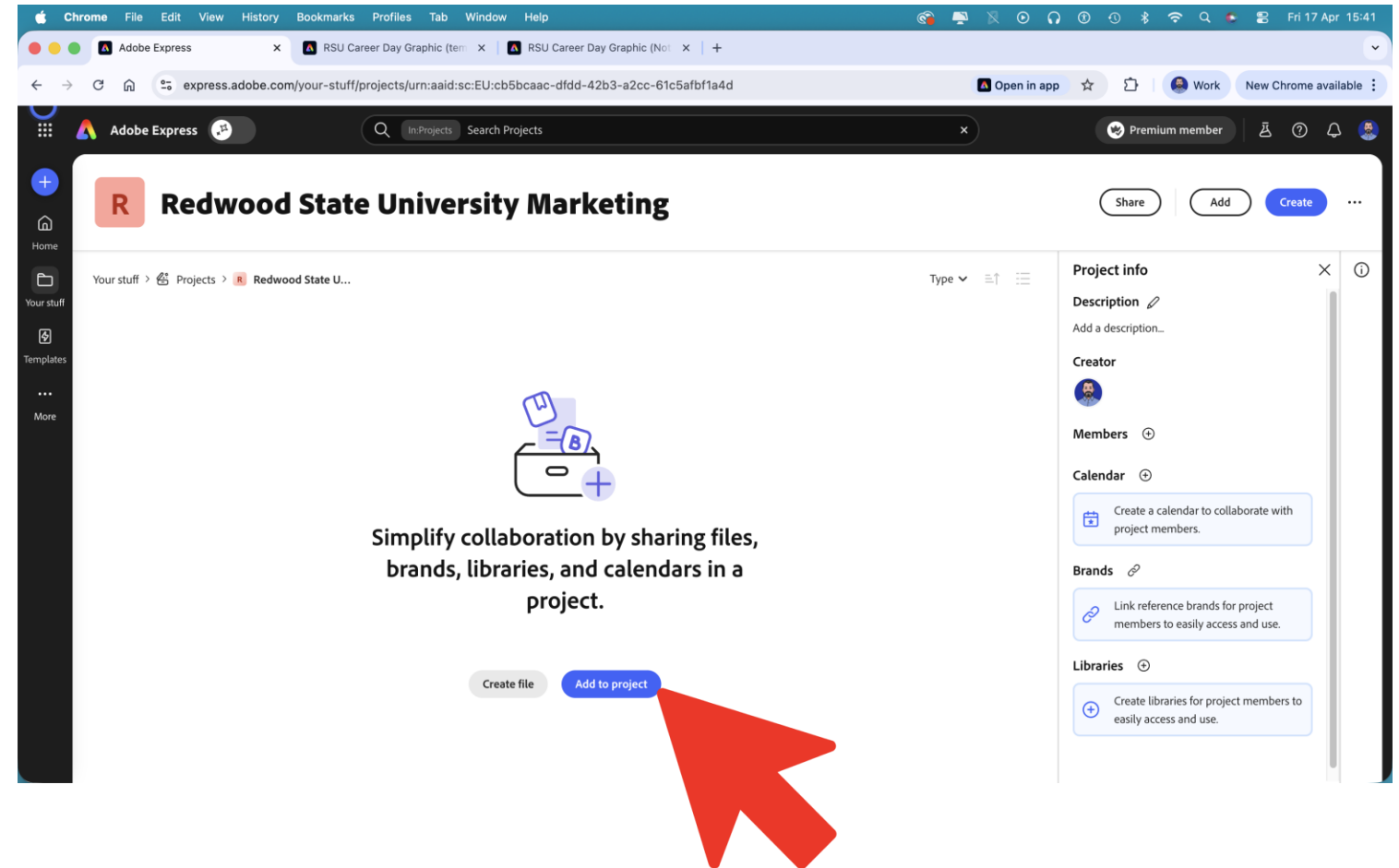
Step 5:

- 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)

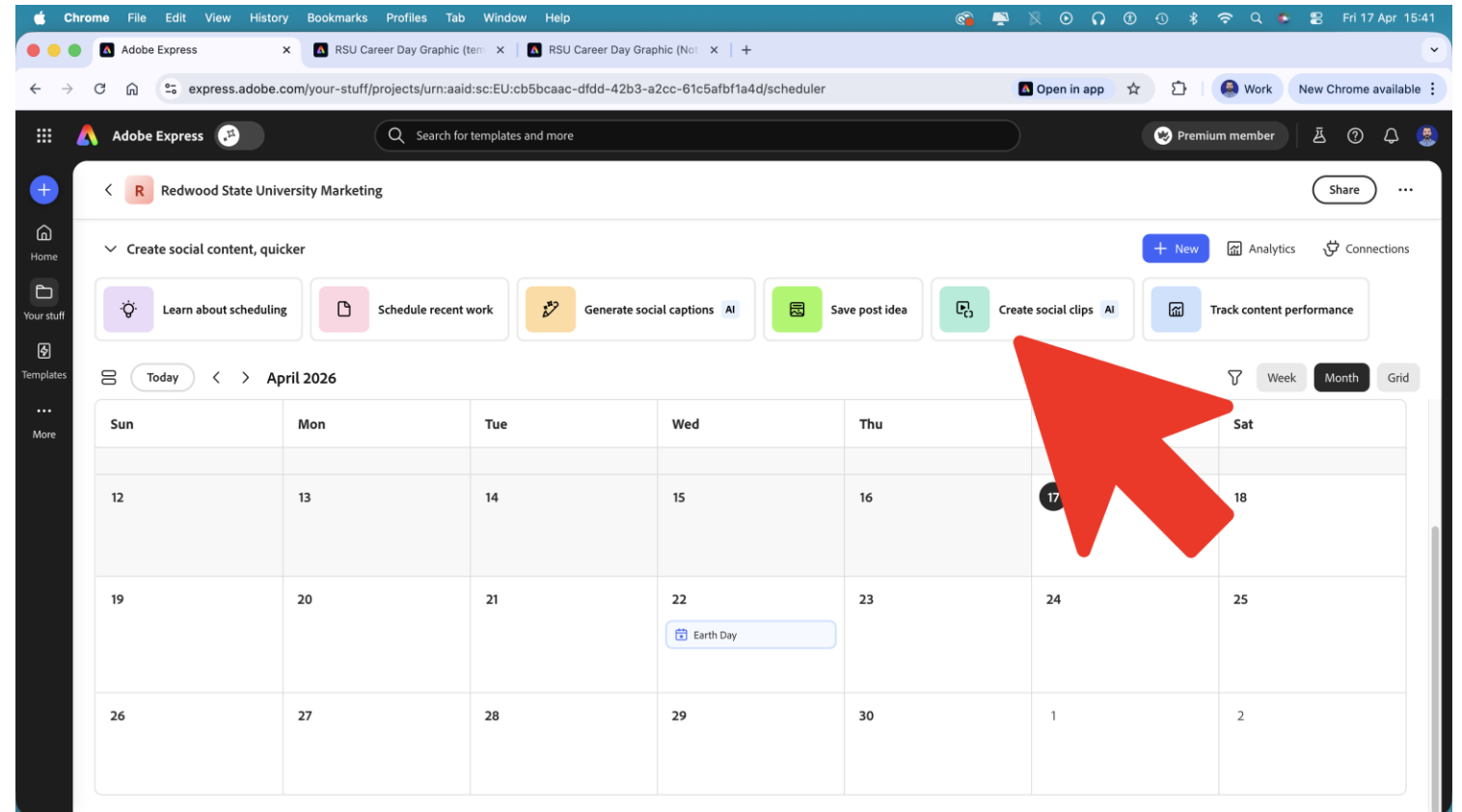
Step 6:

- Create a calendar to collaborate with project members.

Go to next slide to continue.



Step 6: Create a calendar



Sharing Templates with Campus Teams (7 of 11)

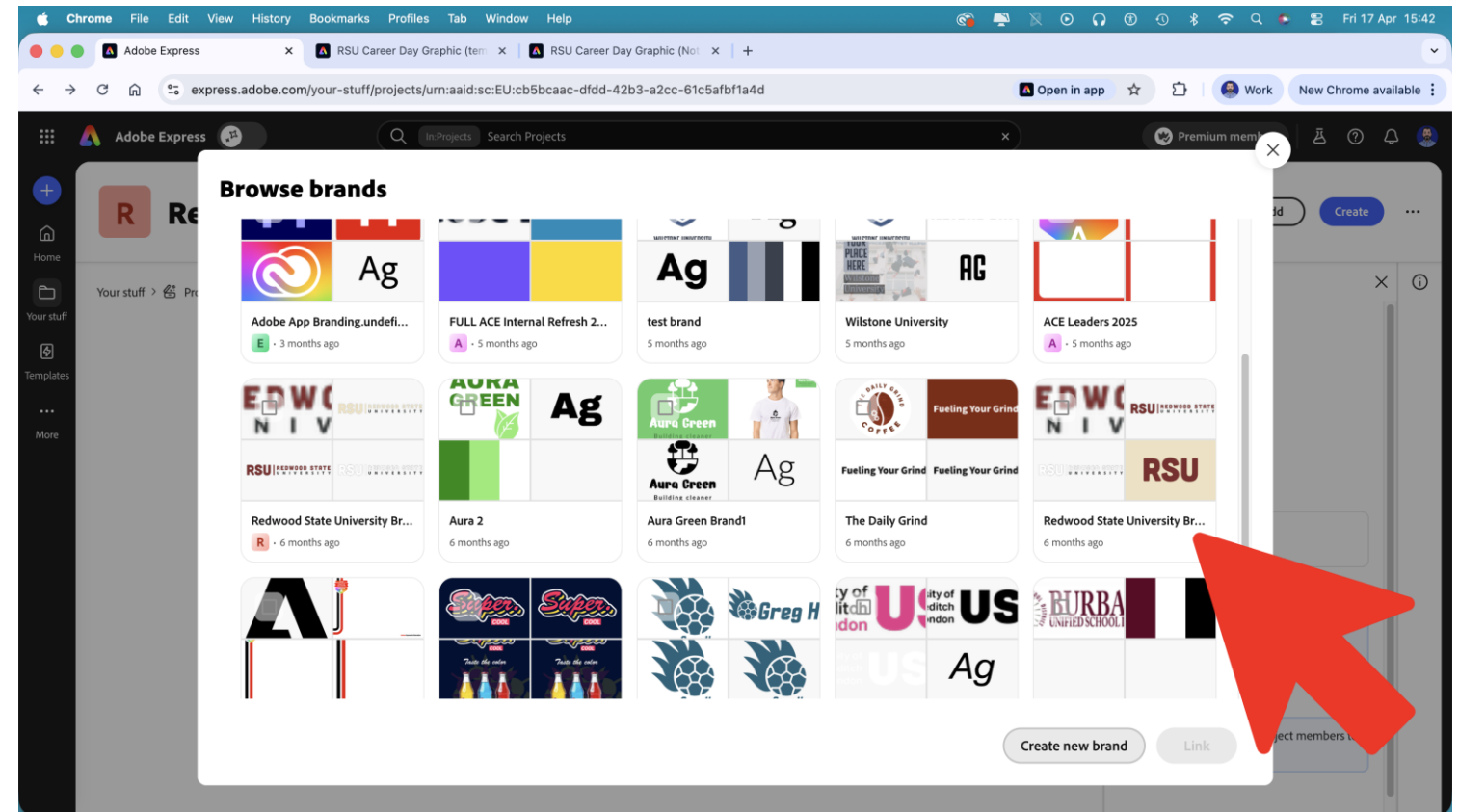
Step 7:

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

Go to next slide to continue.



Step 7: Add your brand



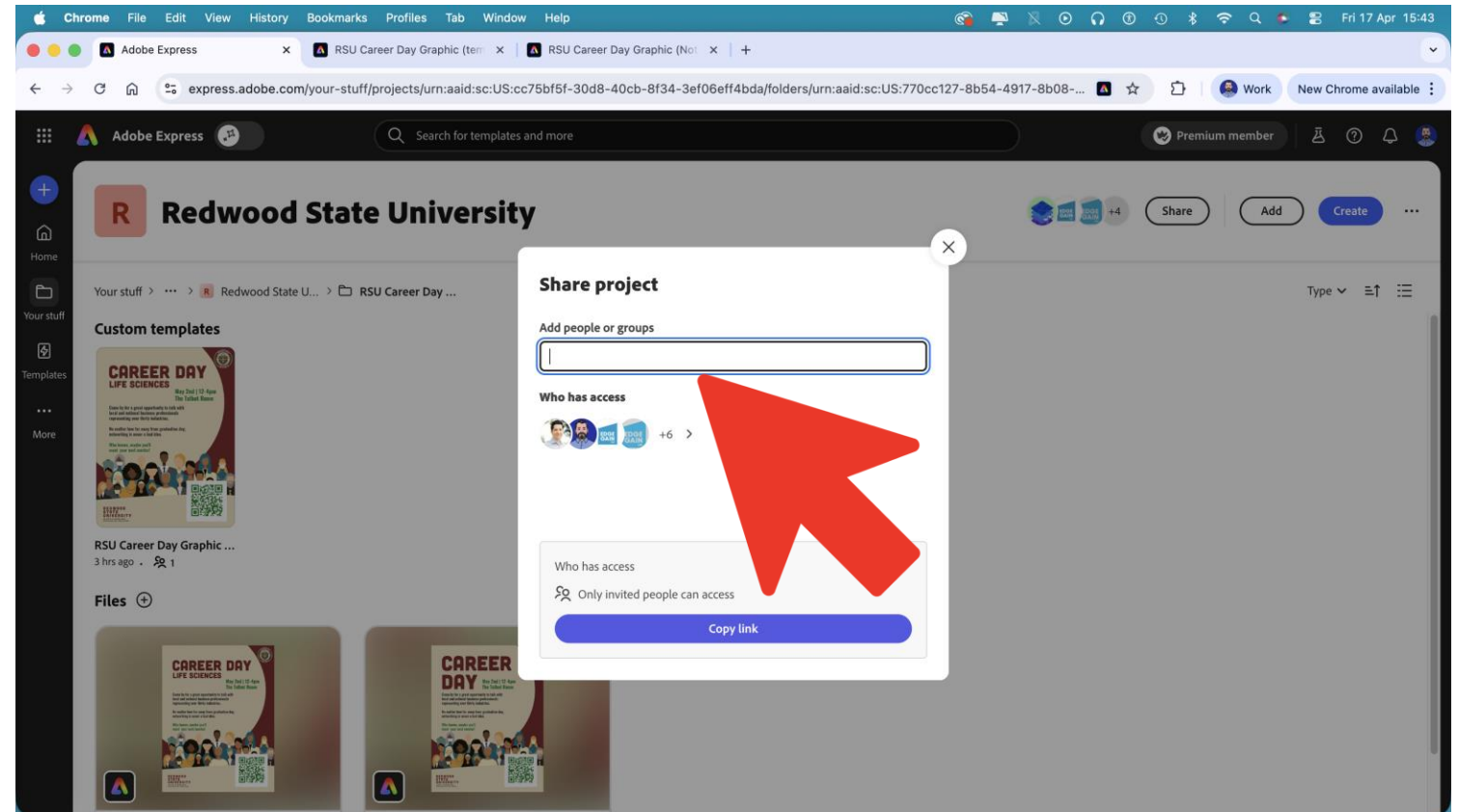
Sharing Templates with Campus Teams (8 of 11)

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)

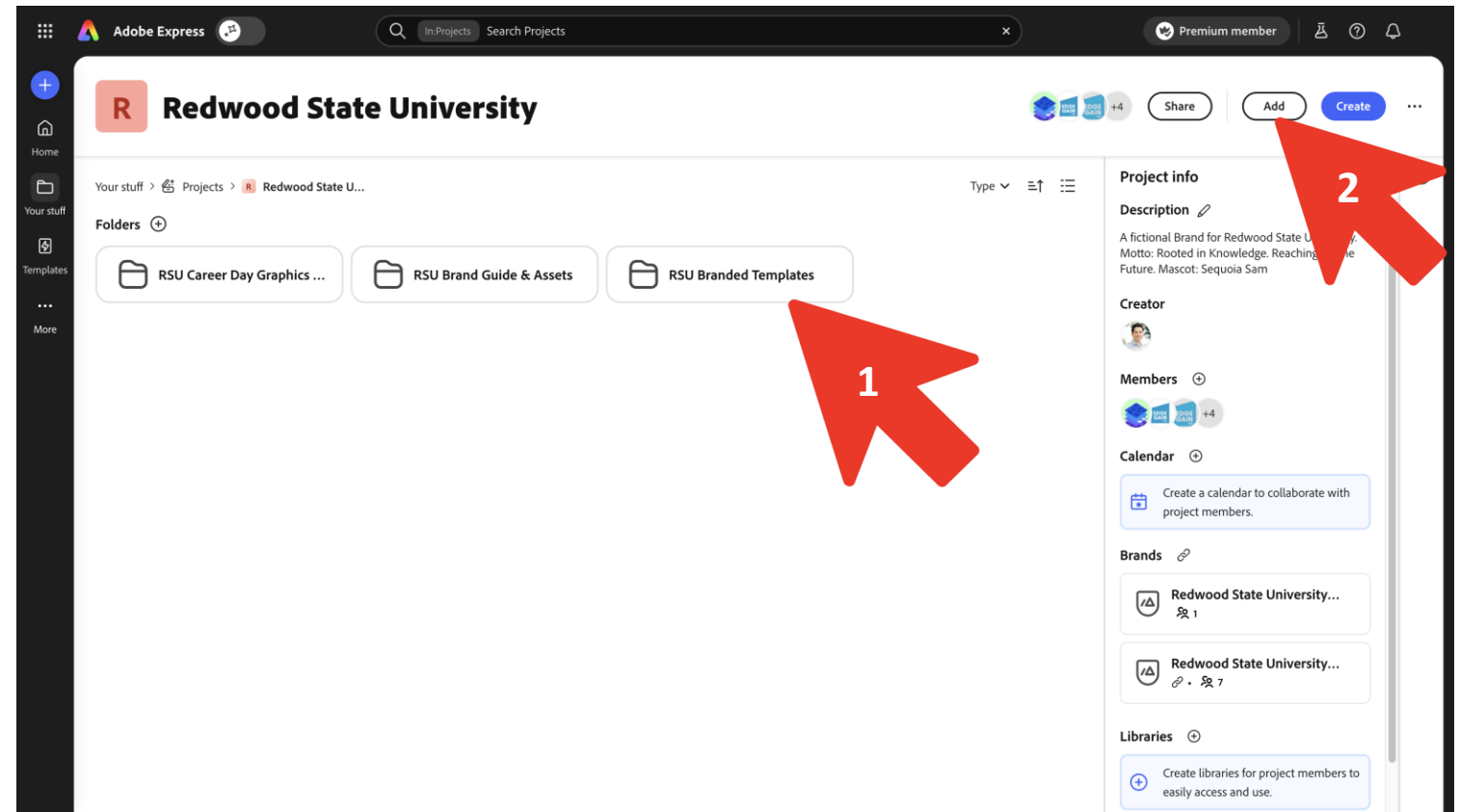
Step 9:

- 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)

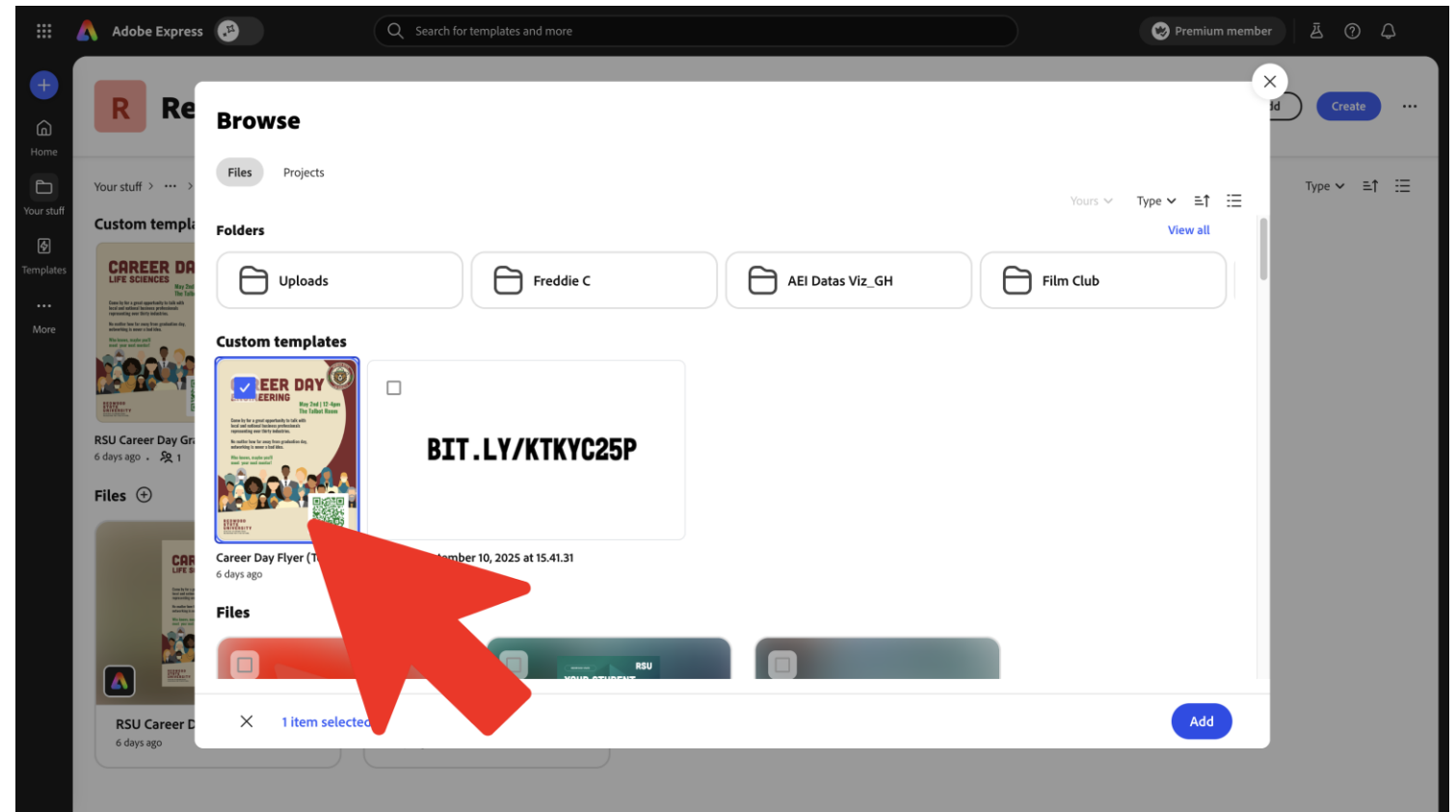
Step 10:

- 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)

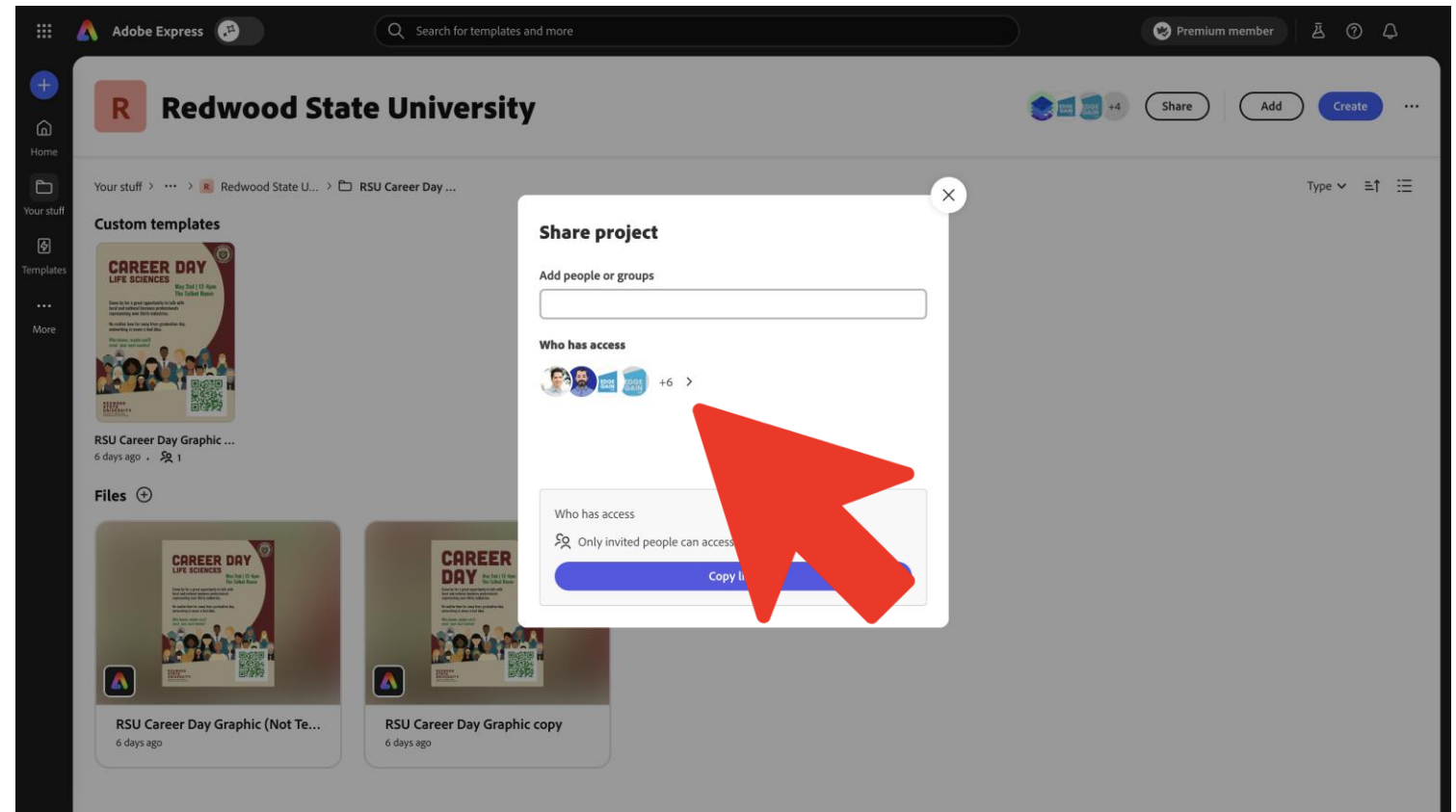
Step 11:

- 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:

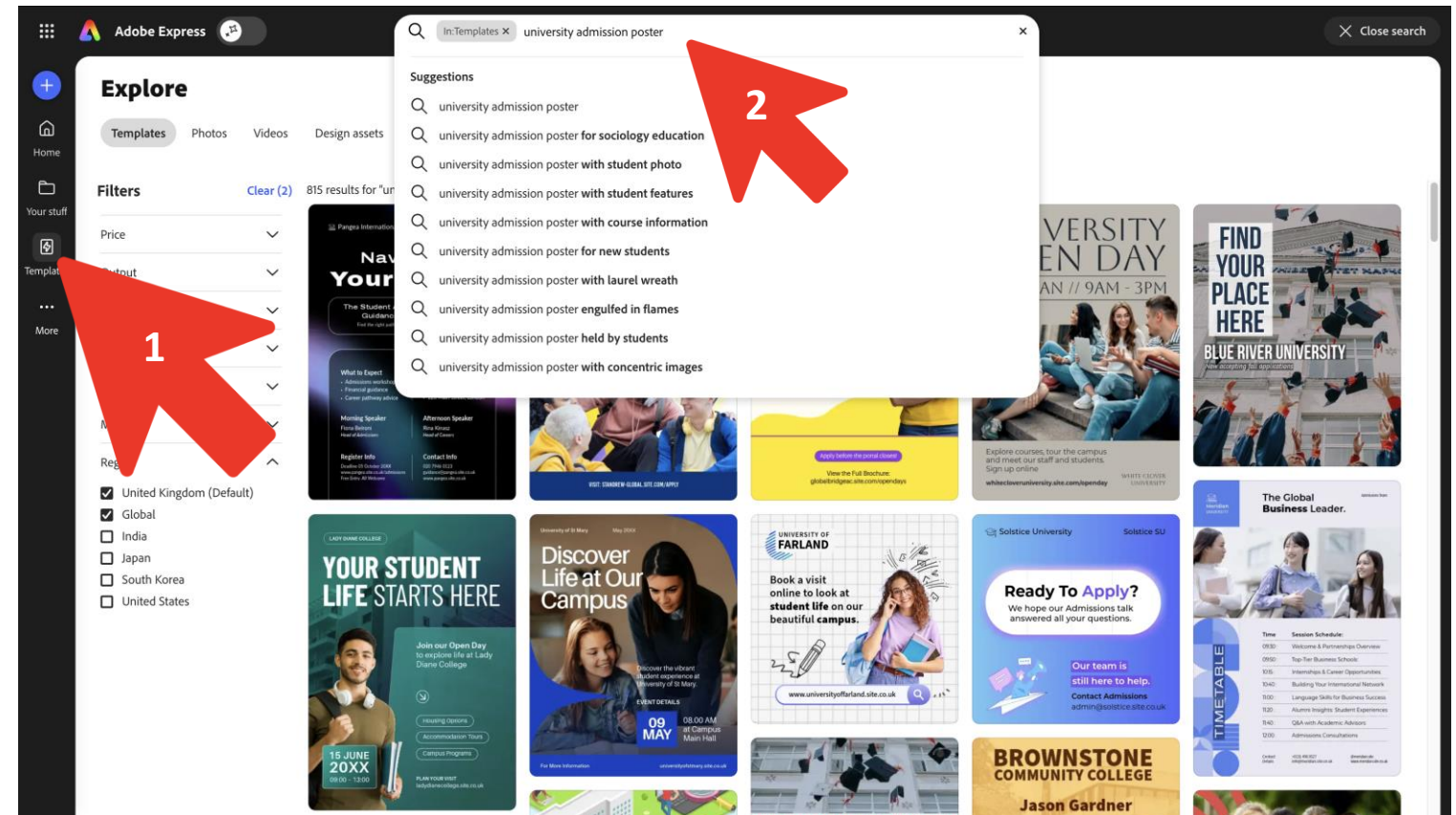
- Click the “**templates**” icon and use the search option to find templates to use as starting points.

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



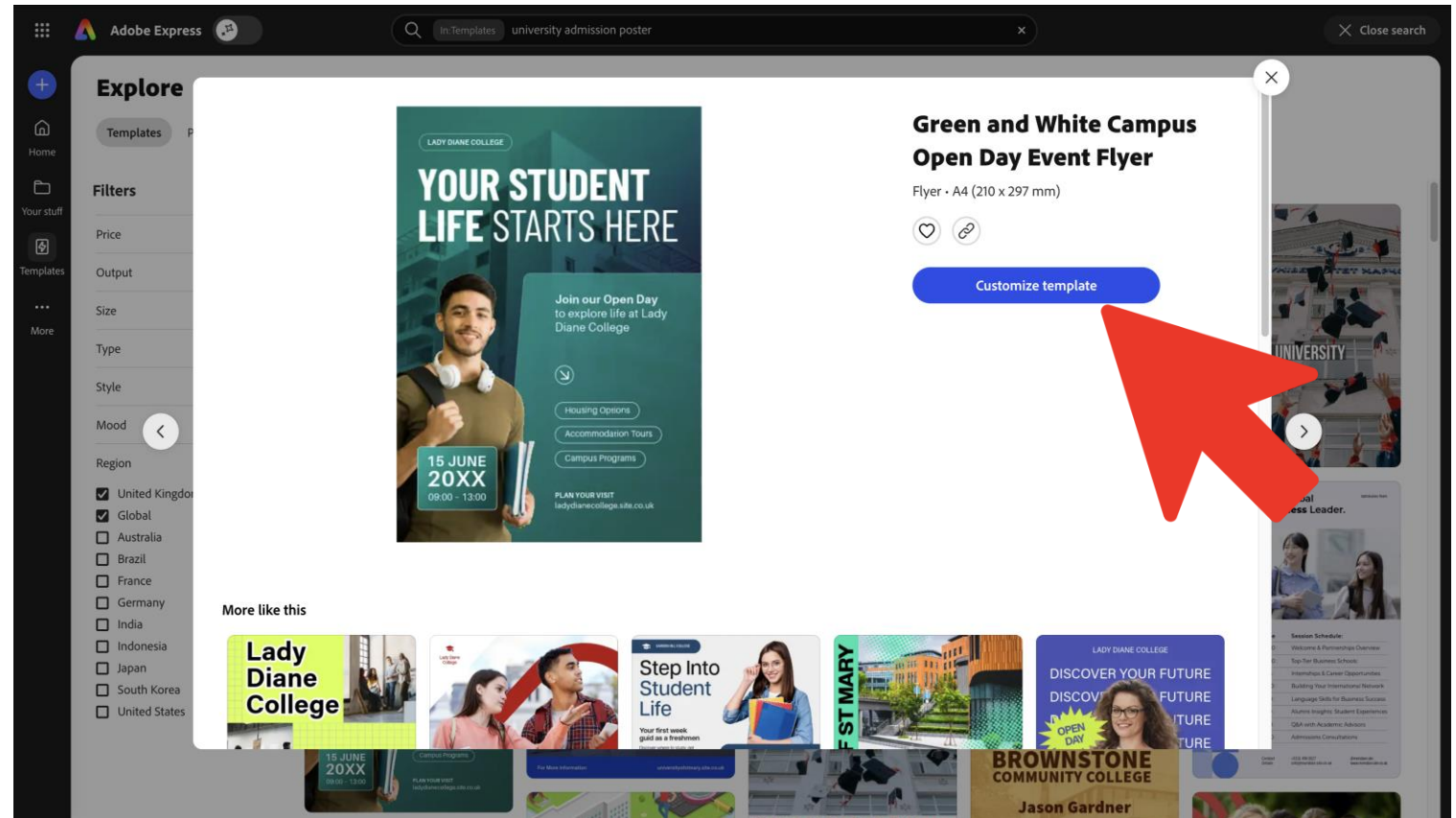
Use Case for Decentralized Content Creation (2 of 8)

Step 2:

- Click the “Customize template” option.

Go to next slide to complete the steps.

Step 2: Customize the template



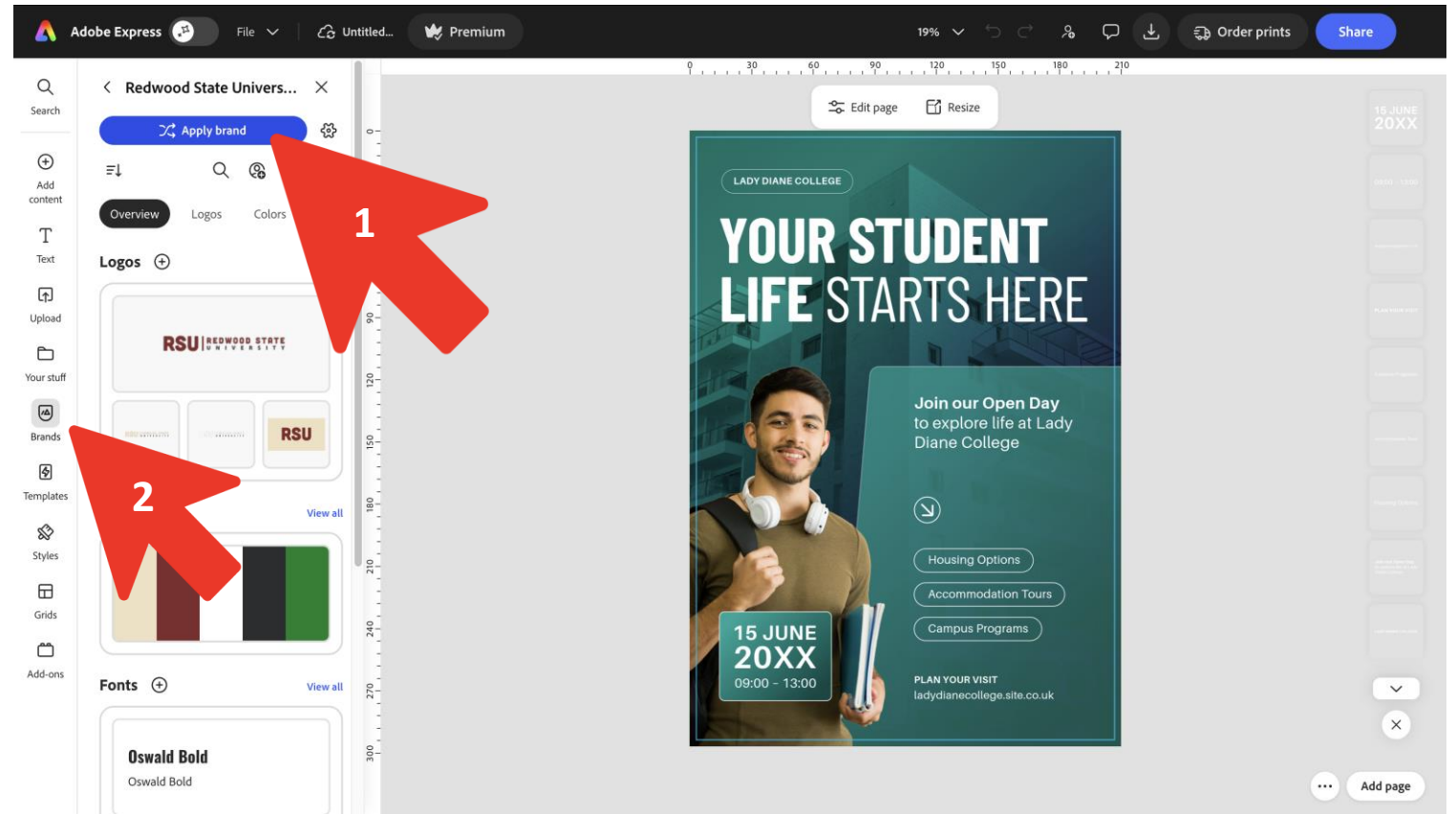
Use Case for Decentralized Content Creation (3 of 8)

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)

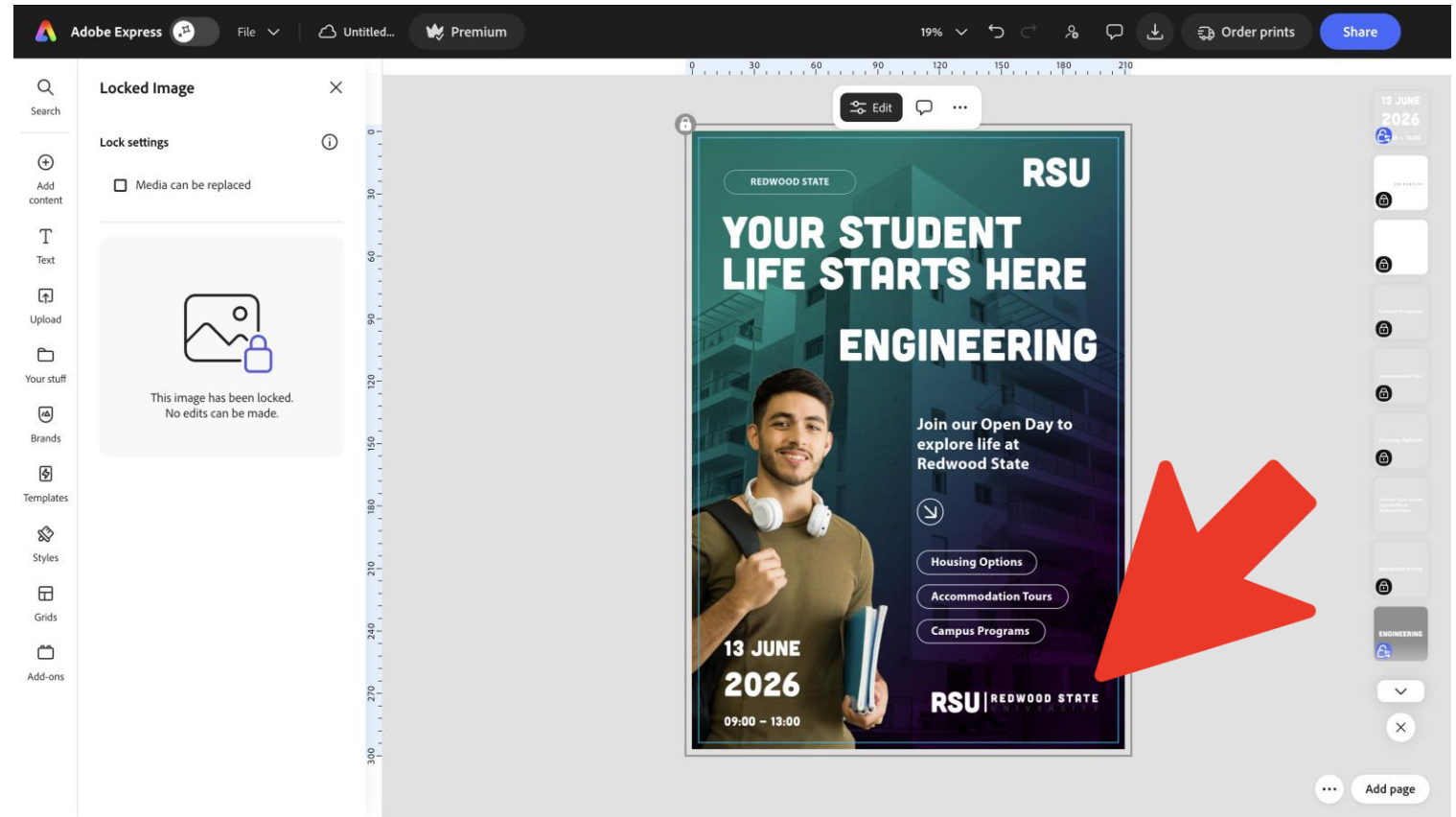
Step 4:

- 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



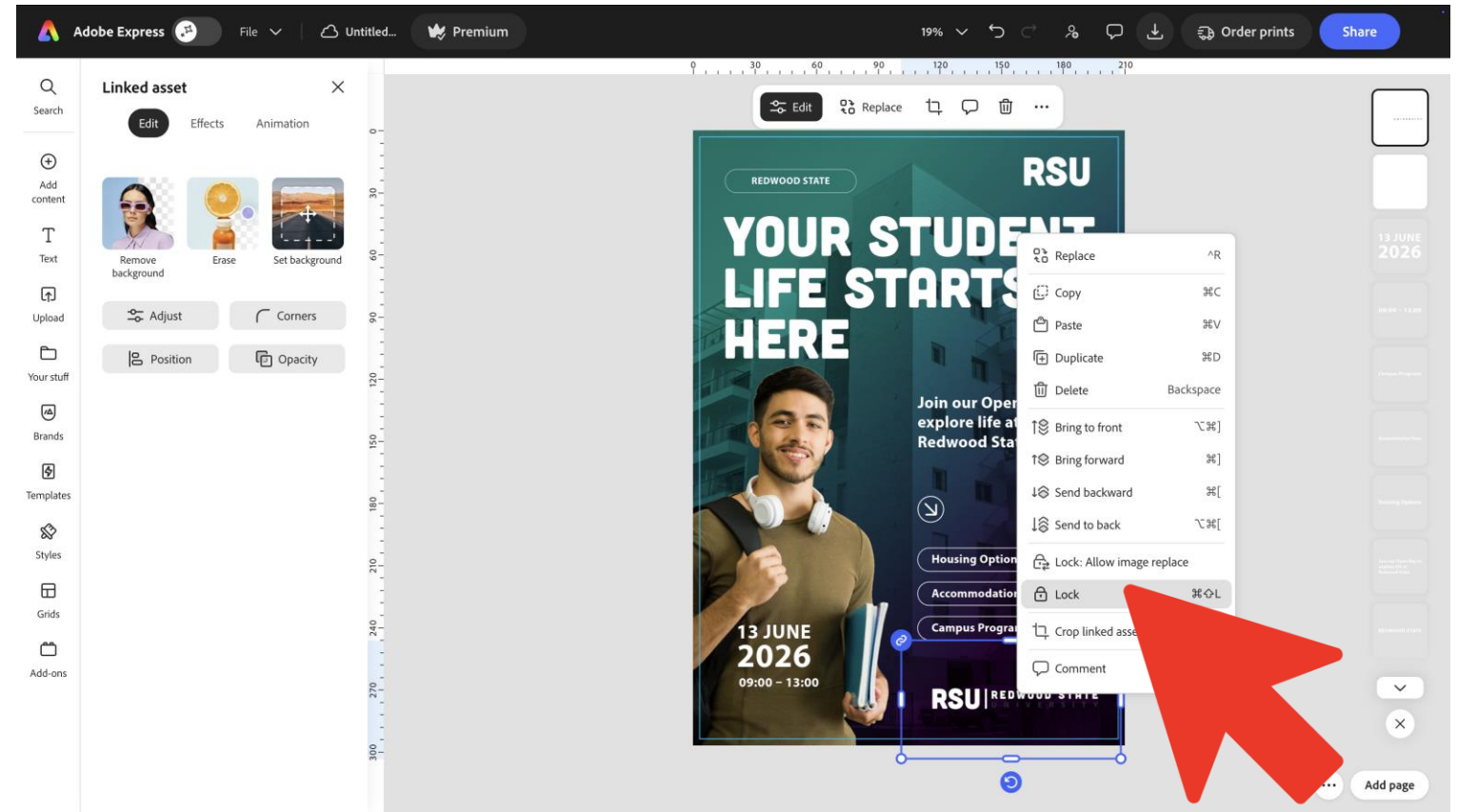
Use Case for Decentralized Content Creation (5 of 8)

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



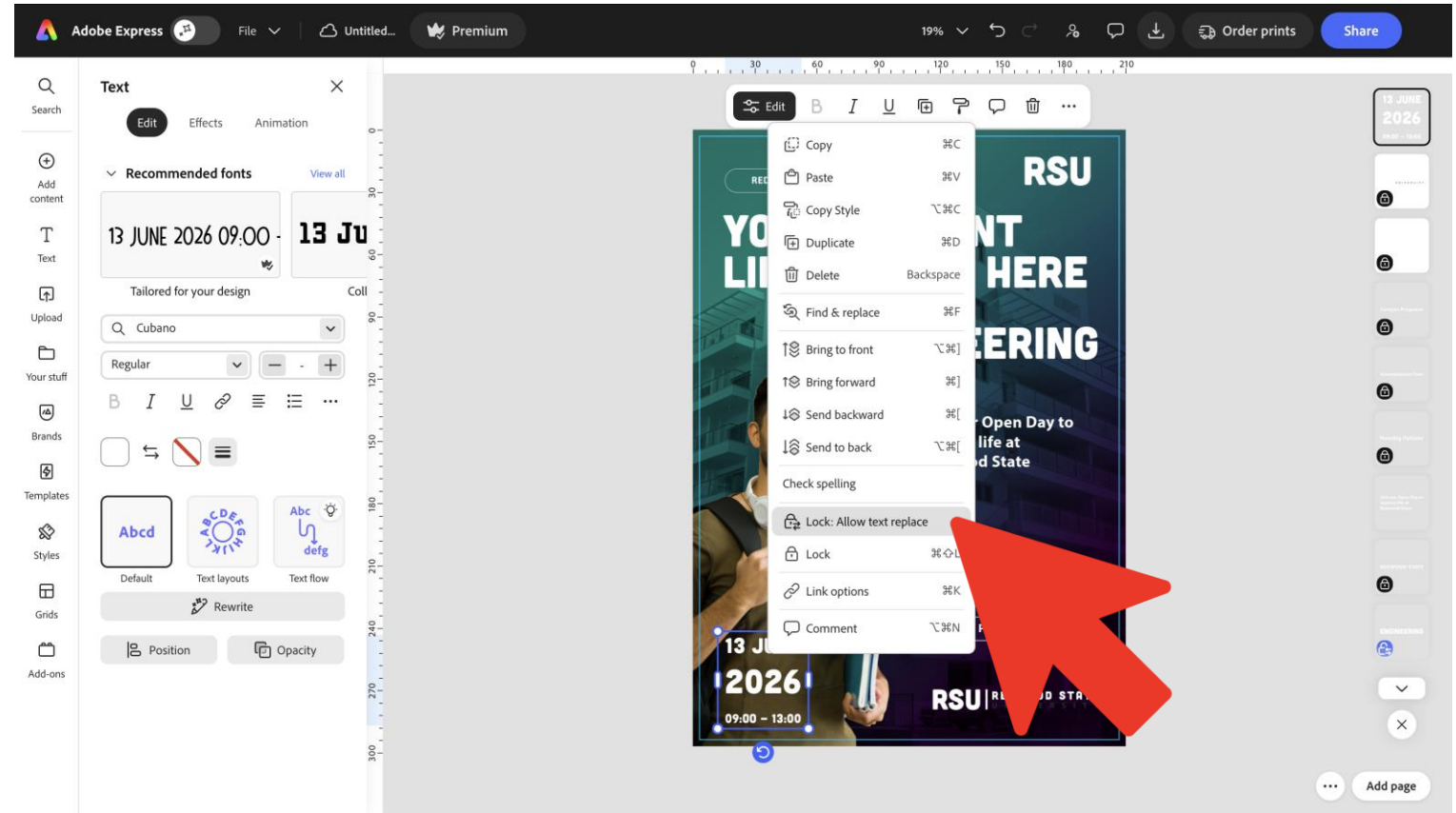
Use Case for Decentralized Content Creation (6 of 8)

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)

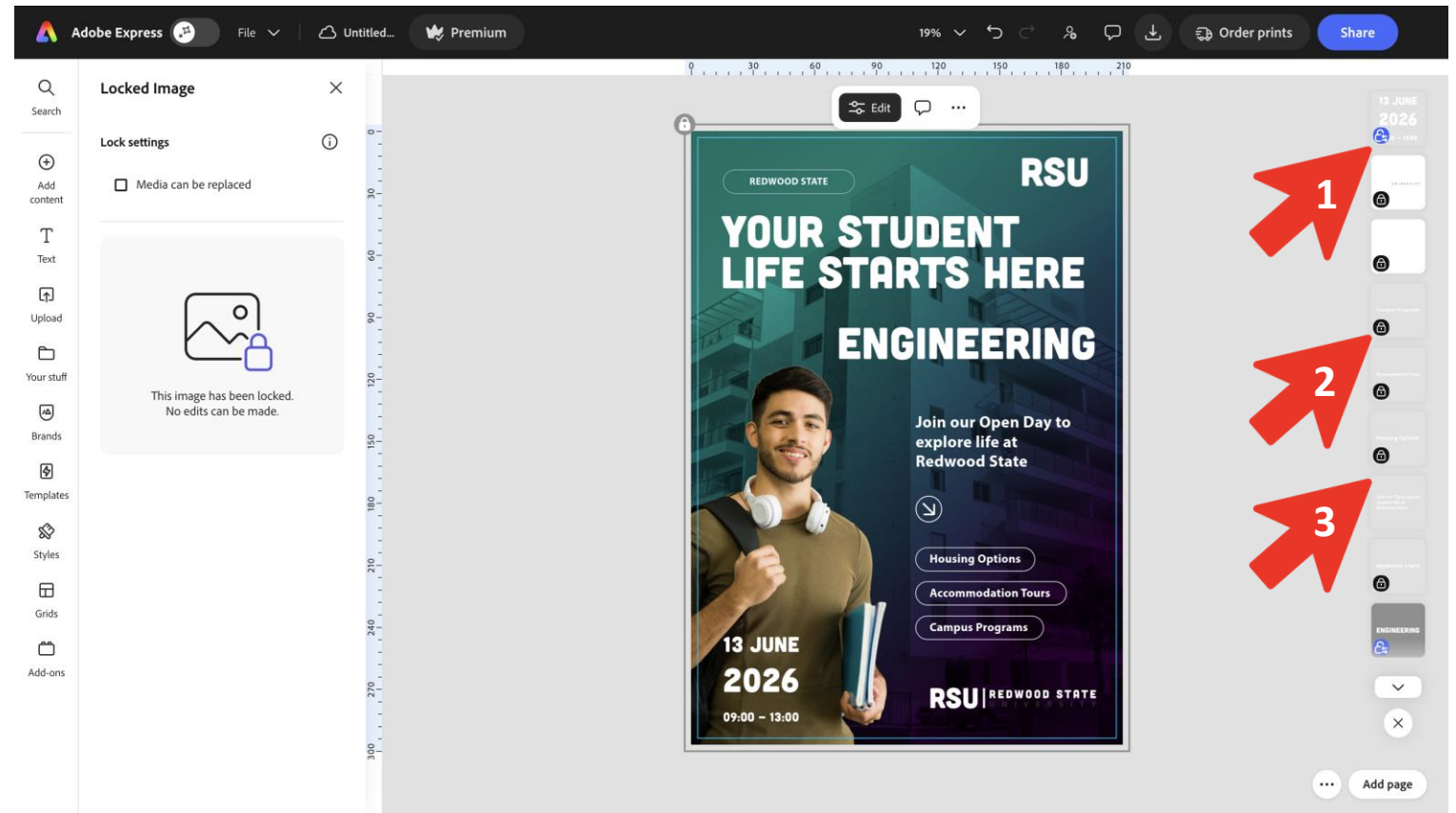
Step 7:

- 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



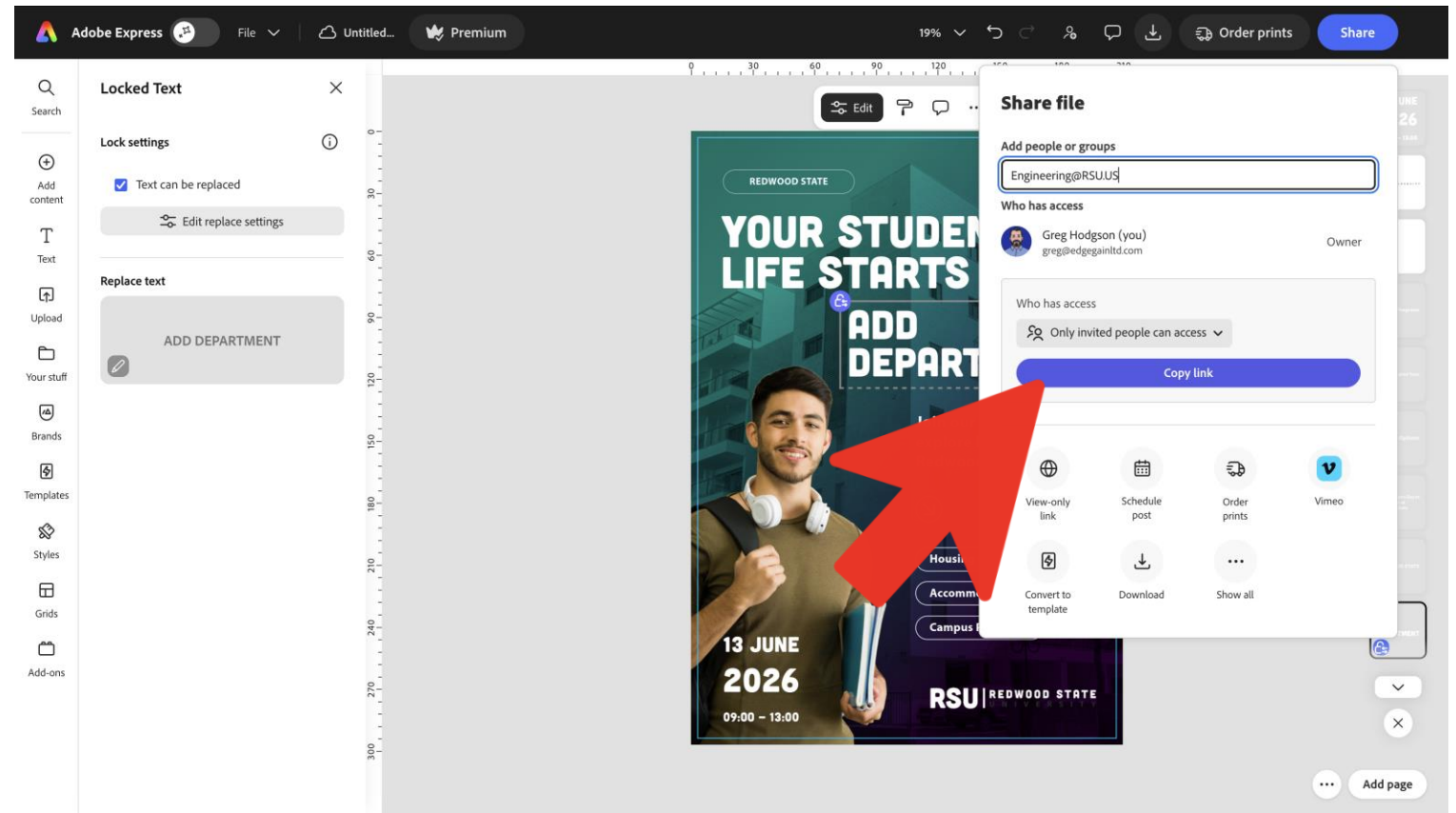
Use Case for Decentralized Content Creation (8 of 8)

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:

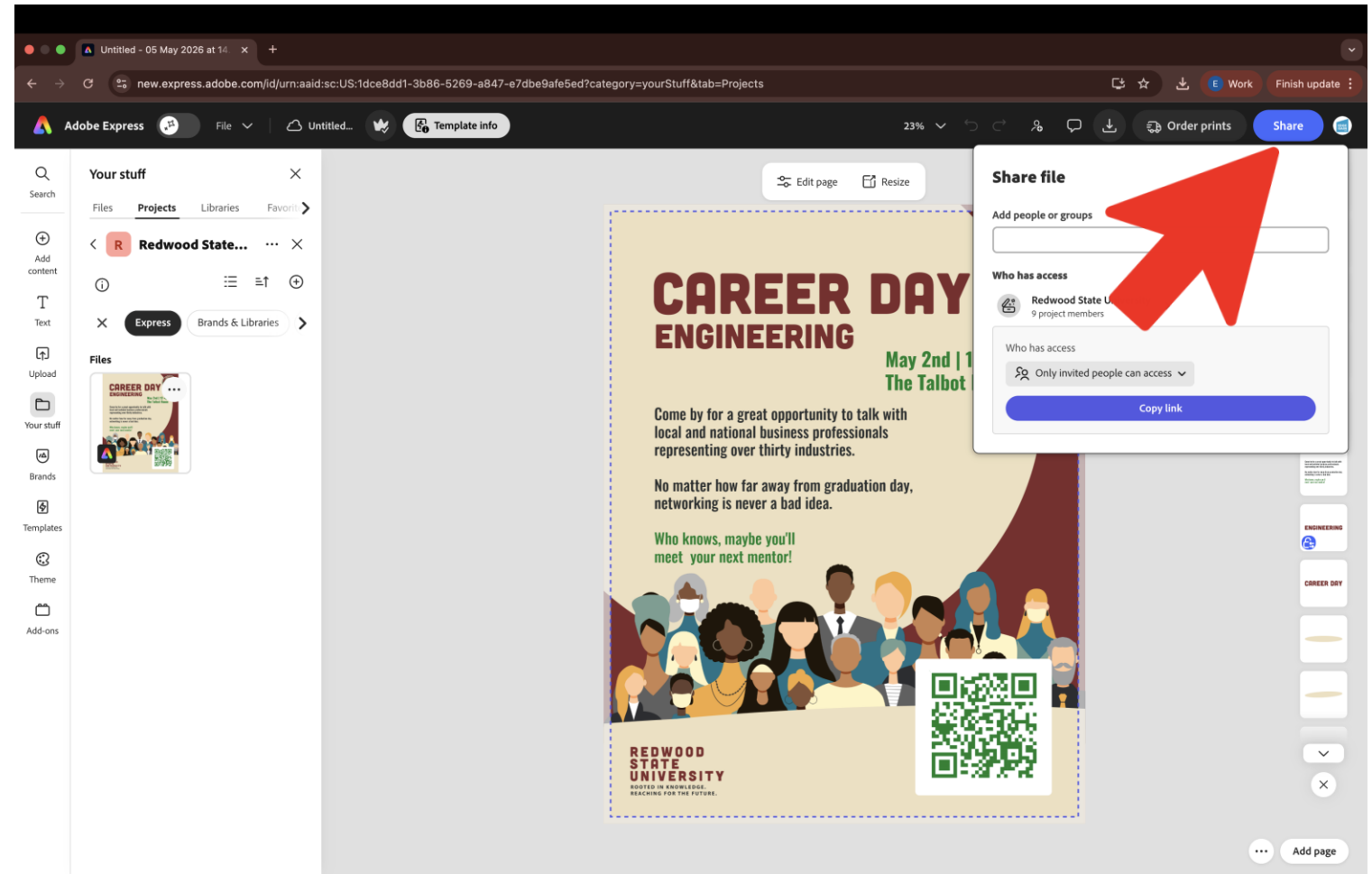
- To control access to a template with both editable and locked elements, click the “Share” button.
- From here, configure the sharing and permission settings to control how users interact with the template.

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)

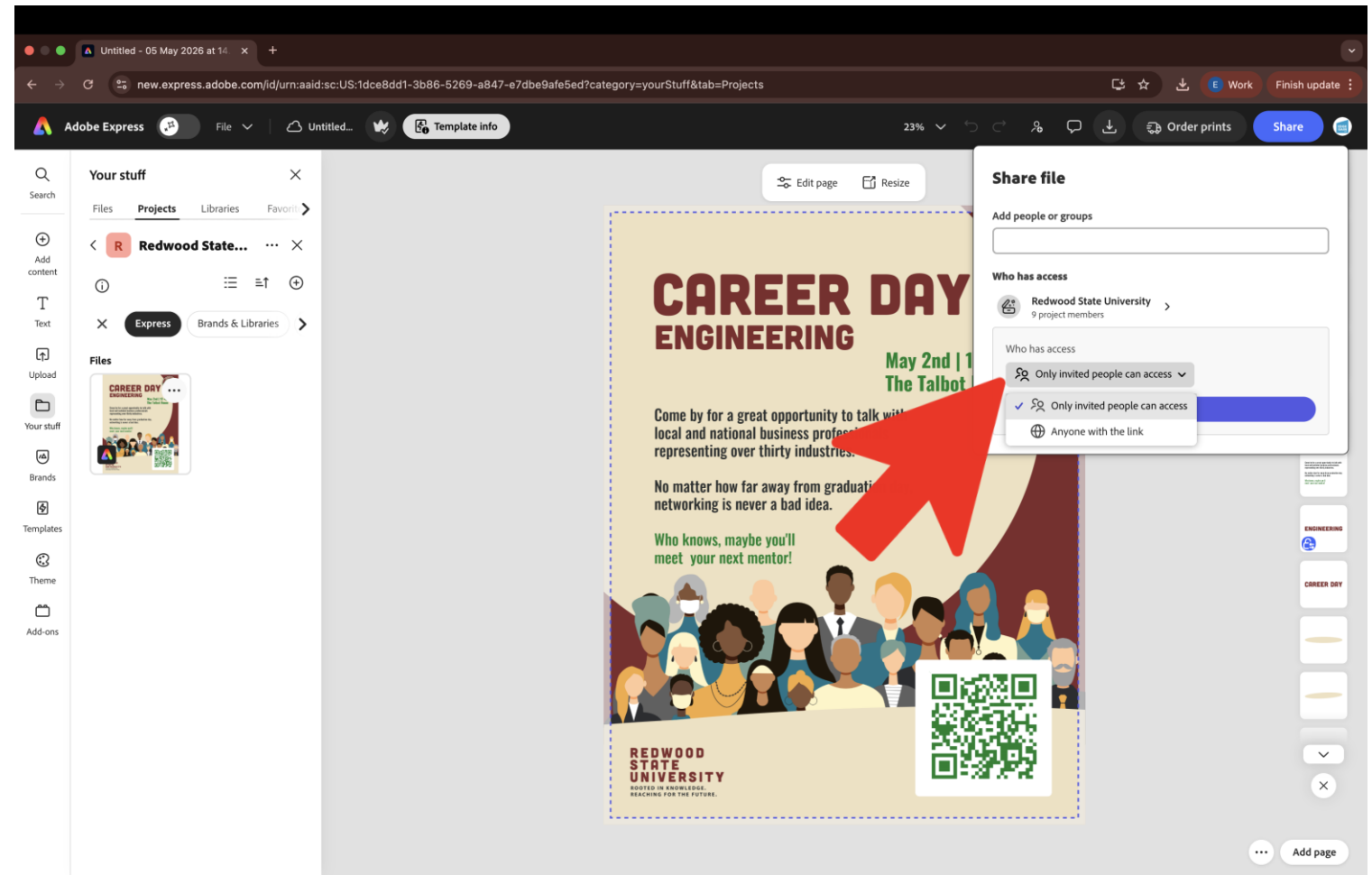
Step 2:

- 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)

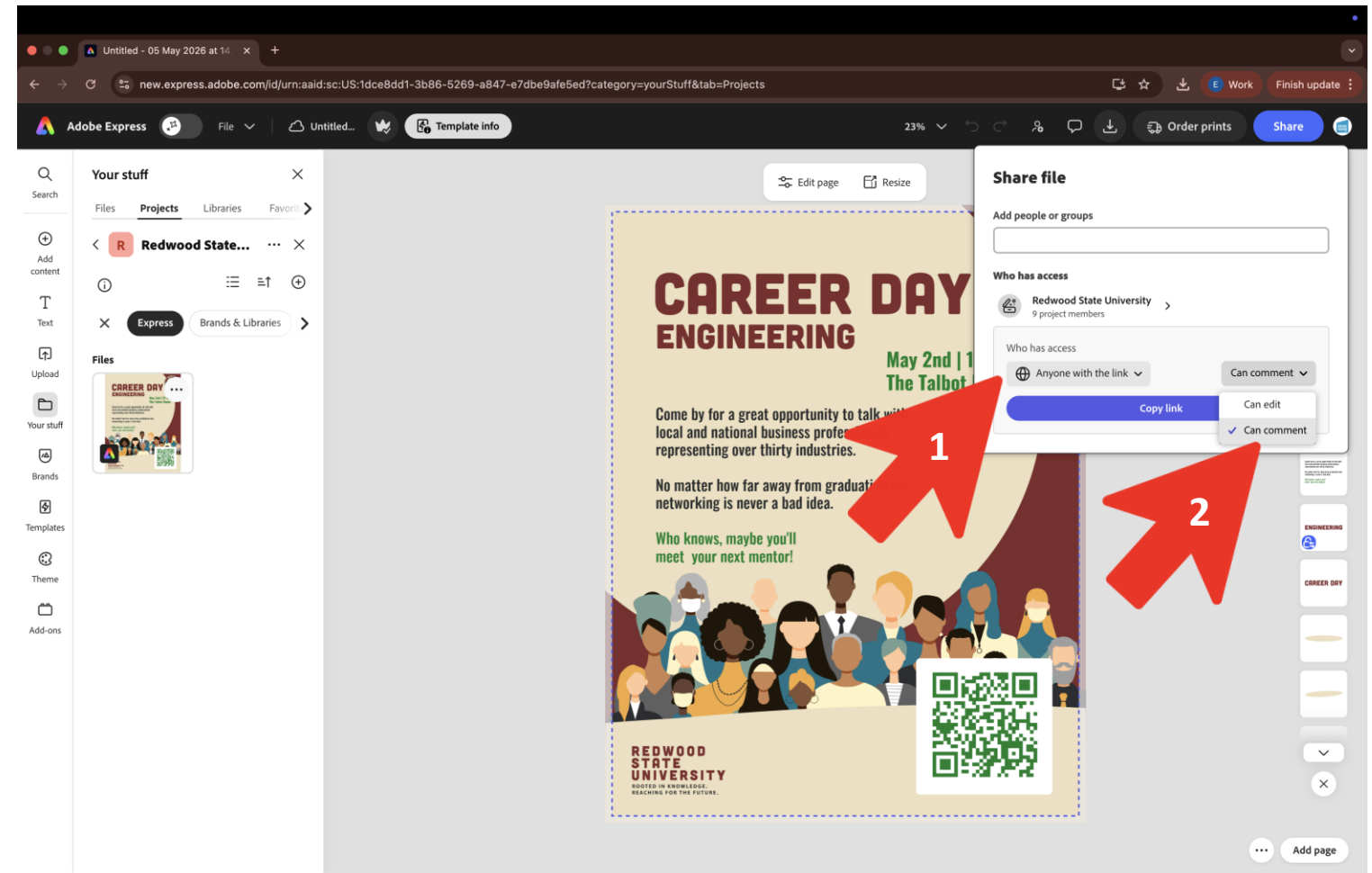
Step 3:

- 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)

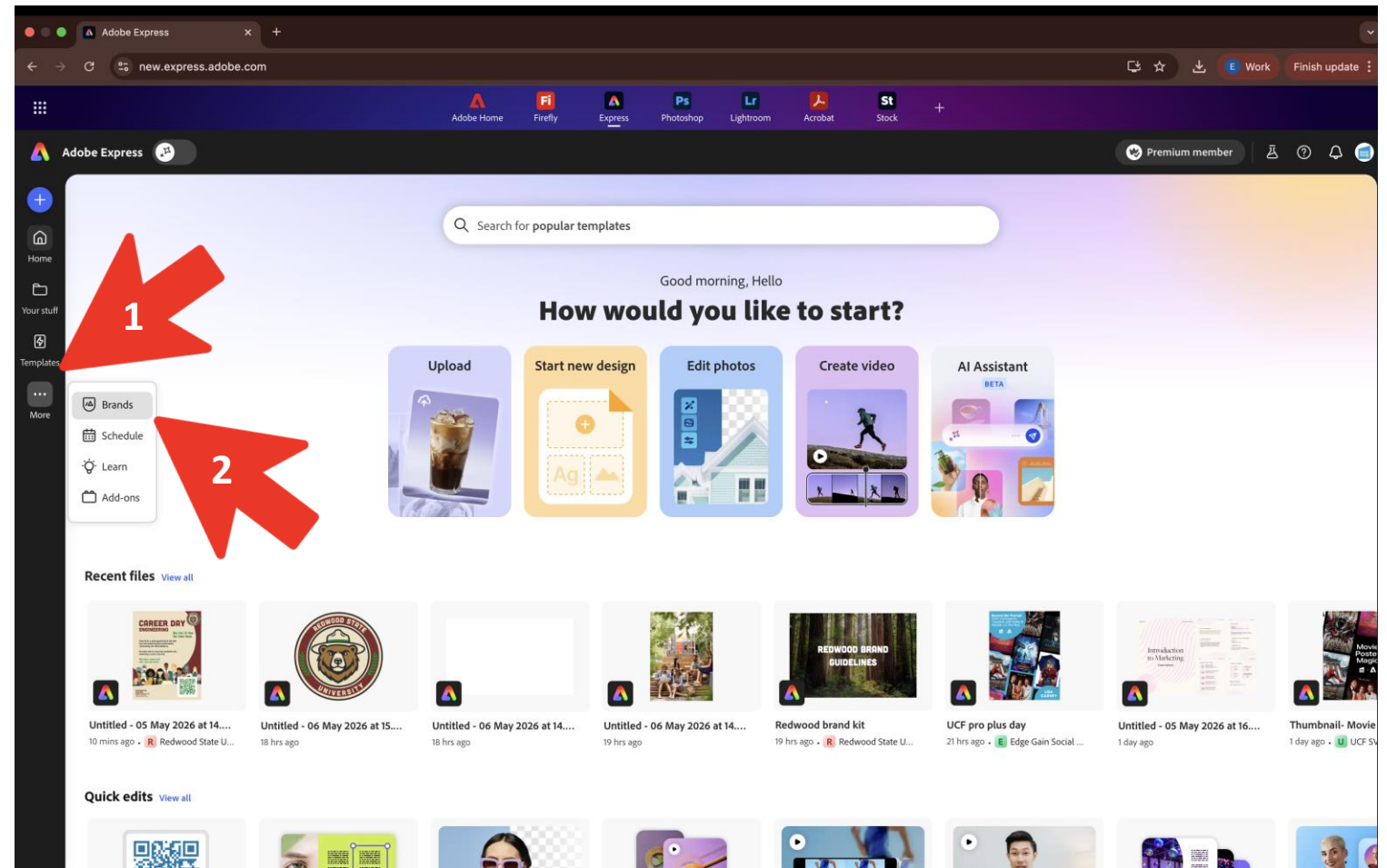
Step 4:

- 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)

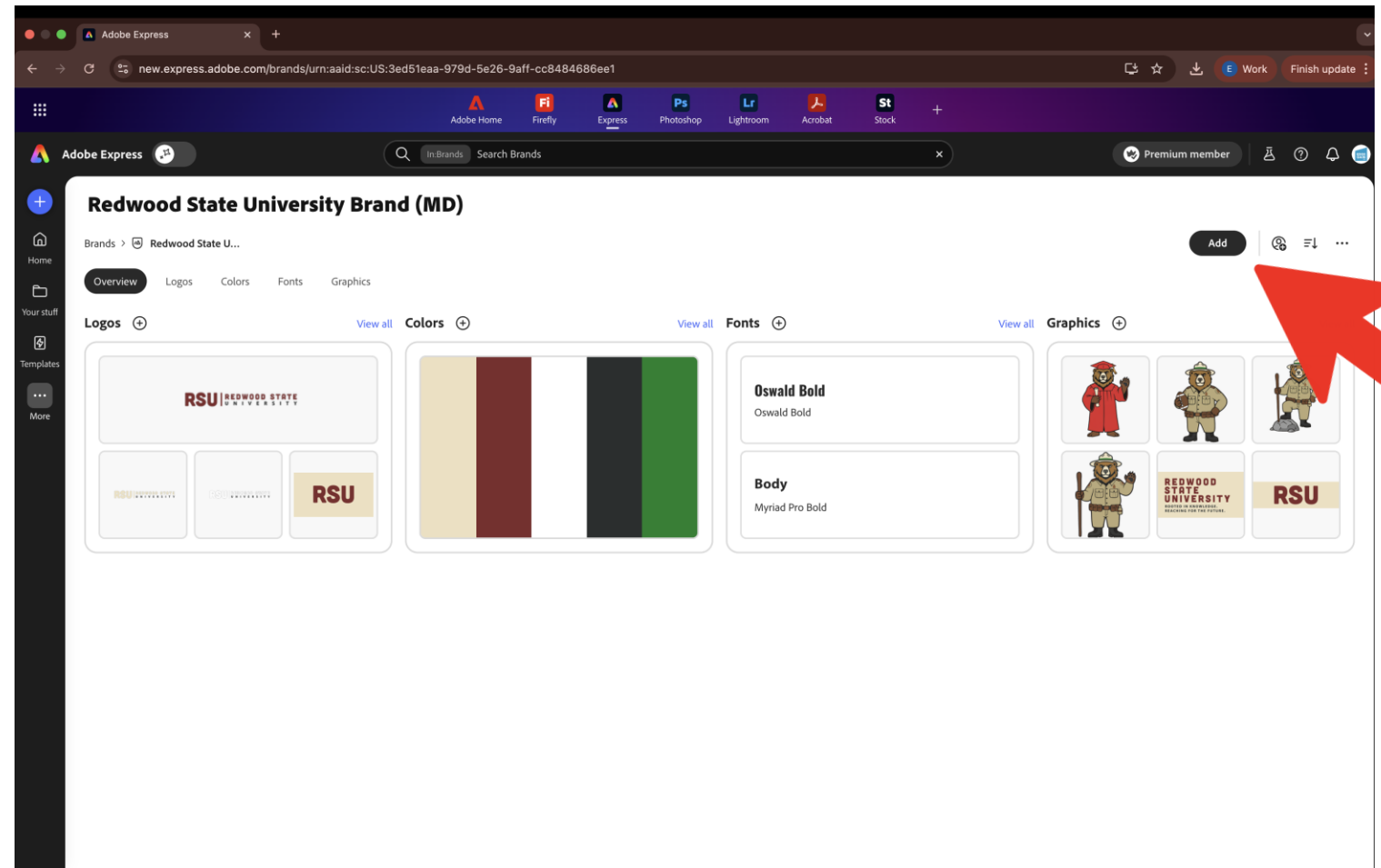
Step 5:

- 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)

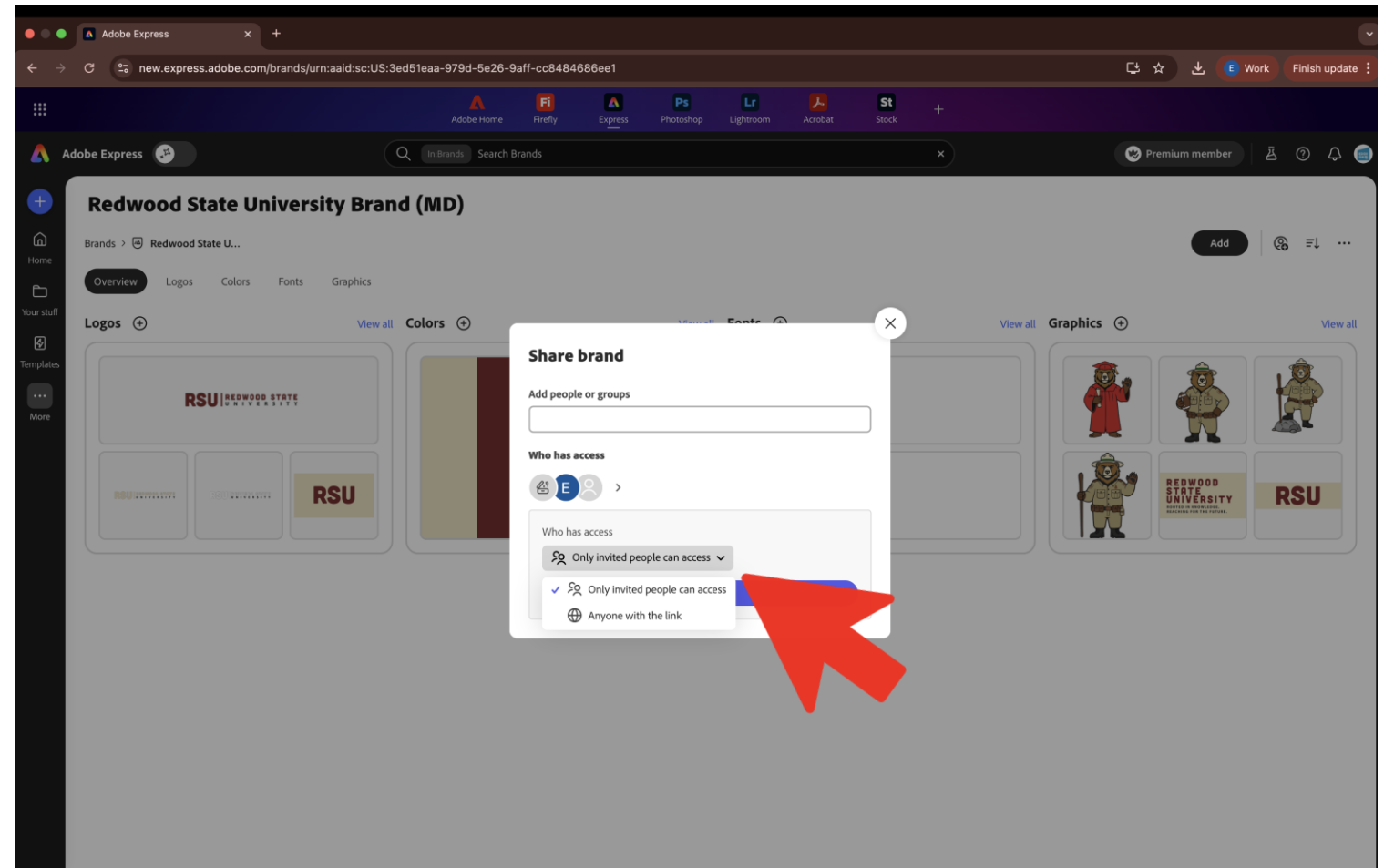
Step 6:

- 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)

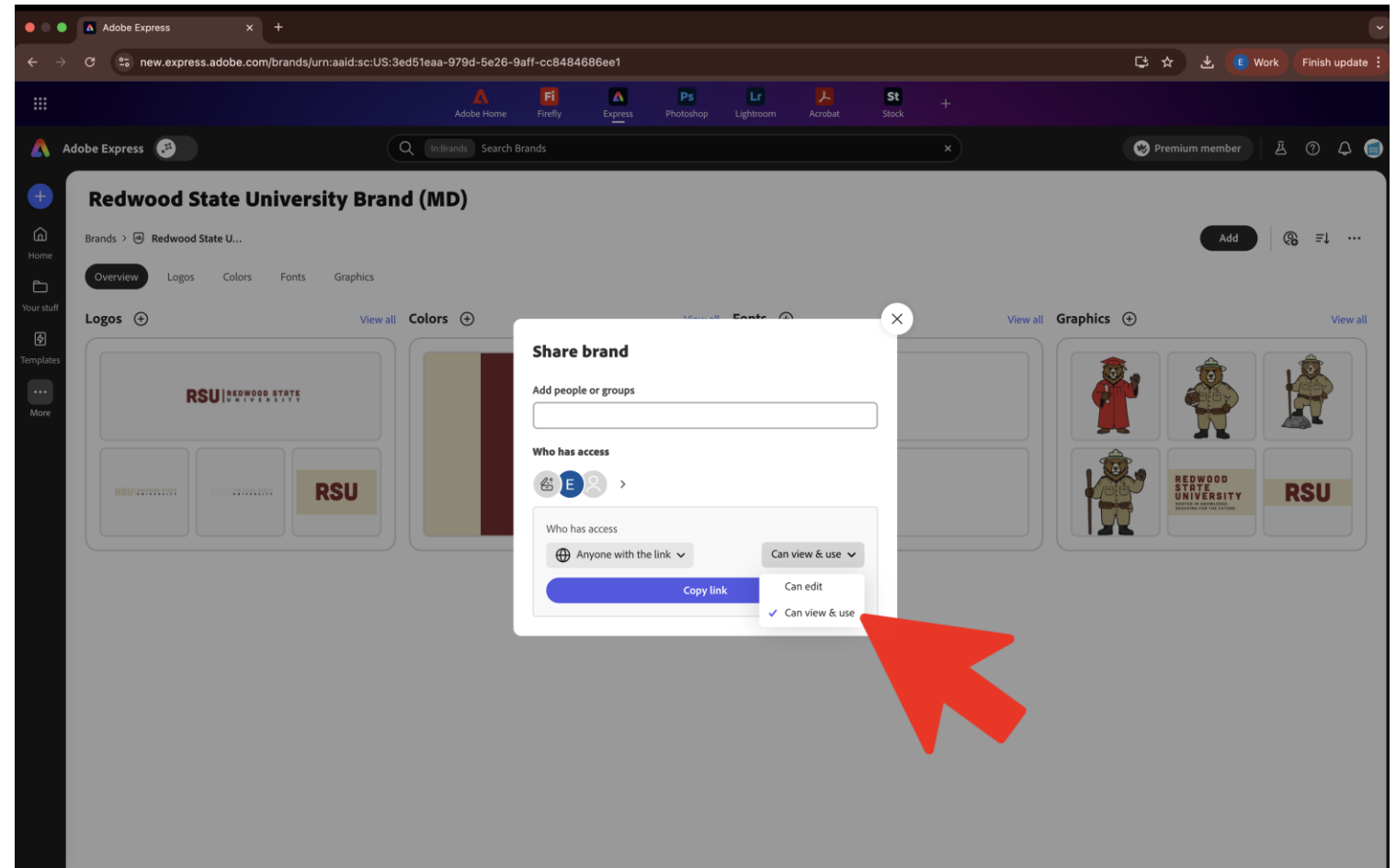
Step 7:

- 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)

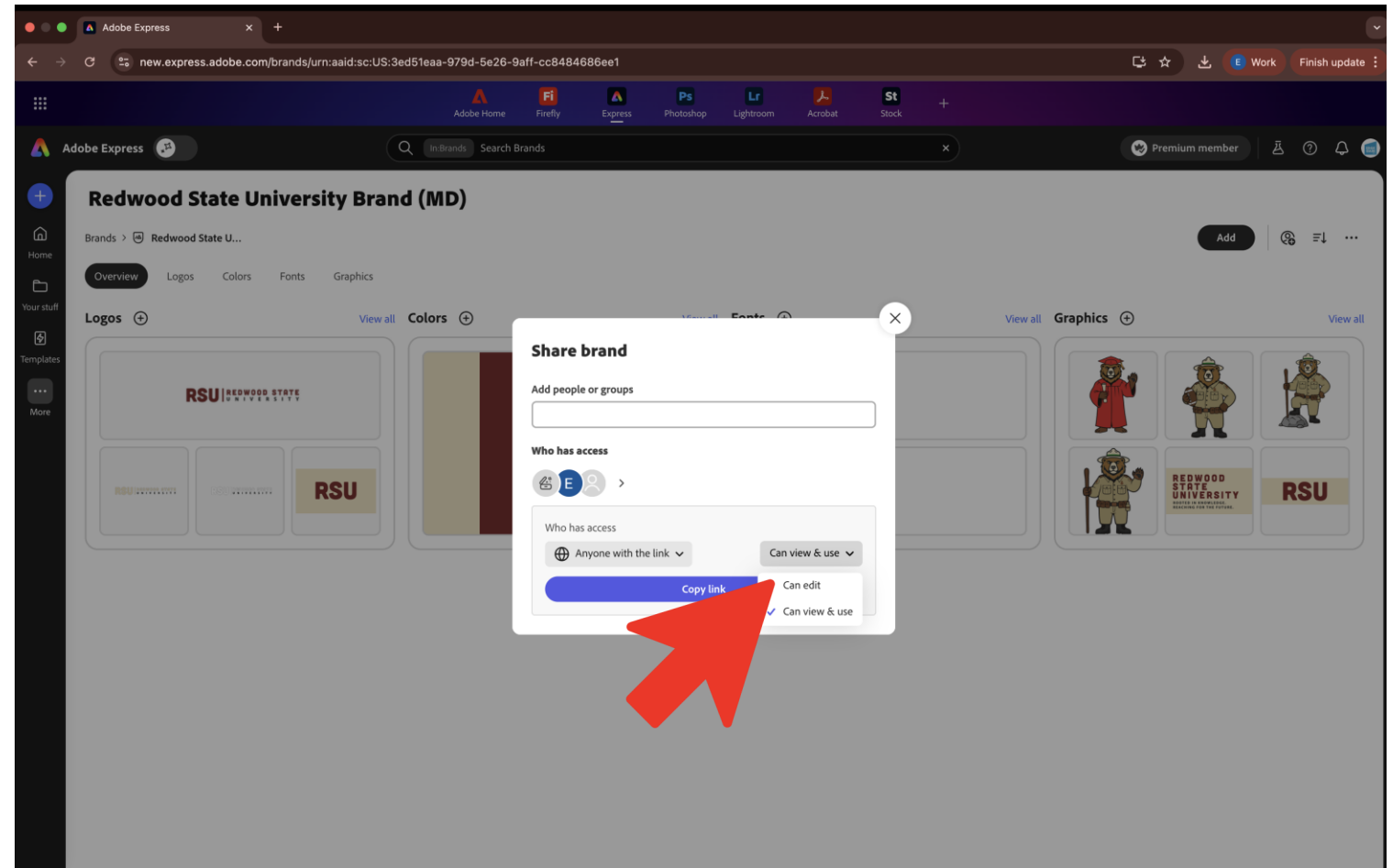
Step 8:

- 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 porta

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.](#)

Adobe