Adobe Flash Platform Programs

3rd-party guidelines for the Adobe Flash Platform programs
16 December 2009
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Introduction

We created each of the following Flash Platform programs and signatures for you to communicate your cooperative relationship with Adobe, a liaison that adds value to your—and our—reputation in the marketplace. We hope that your display of these signatures will help contribute to your success.

Each of these signatures is for use under license only. Your first step is to obtain a license agreement from Adobe for use of the specific signature you would like to use. Once the license agreement is complete, each use of the signatures must be sent for approval to: brandapproval@adobe.com. Please allow for a 24-hour turnaround.
The programs: Overview

There are 11 endorsement programs under the Adobe Flash Platform umbrella. Please see the following pages for the definition of each program and requirements for use of the signatures.

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<td>“Powered by”</td>
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<td>Powered by ADOBE® AIR®</td>
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<tr>
<td>“Supports”</td>
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<td>Supports ADOBE® AIR®</td>
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<td>“Get”</td>
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The programs: Flash Platform

**Powered by Adobe Flash Platform**

“Powered by Adobe Flash Platform” is for use with applications/content/video, not with hardware or mobile devices. Specifically:

1. applications/content/video that has been created using an Adobe Flash creation and/or authoring tool (Flash Professional, Flash Builder, Flash Catalyst);
2. applications/content/video delivered on the Flash Player, or AIR runtime by licensees of the Flash Player, Adobe Media Player, and/or Adobe AIR; and/or
3. applications/content/video delivered using Adobe Flash servers or services by licensees of Adobe Flash servers or services.

*Requires a license agreement for use.*

**Supports Adobe Flash Platform**

"Supports Adobe Flash Platform" is for use with applications/services, not with hardware or mobile devices.

Specifically, it is meant to indicate that a 3rd-party product and/or service relates to/supports the Flash Platform in some way. For example, a load testing vendor whose product supports load testing Flex applications; an OEM/SoC that optimizes their platform for Flash Player & AIR (ie nVidia, ARM), but may not include the runtimes in their product.

In addition to the “Supports” signature, an optional tagline (subject to brand approval) may be used with the signature to describe the specific “optimization”.

*Requires a license agreement for use.*
The programs: Flash Platform, cont.

The signatures are provided in three formats - a **stacked** and **horizontal** layout that may be used interchangeably based on space requirements; and a 'small use' layout that should be used to retain legibility when the signature must be scaled down to a small size.

Do not create your own signatures - use only the artwork supplied by Adobe.
The programs: AIR

Powered by Adobe AIR

“Powered by Adobe AIR” is intended for use with applications, not with hardware or mobile devices. It is to showcase the use of AIR technology by Adobe or a third party, specifically:

1. the application software product has been created using the Adobe AIR SDK and runs on the Adobe AIR runtime; and/or
2. you bundle the Adobe AIR runtime with your application software product in full compliance with the terms of the Adobe AIR Runtime Distribution Agreement submitted by you & accepted by Adobe & your same application software product runs on the AIR runtime.

Please note: “Powered by Adobe AIR” is for use with applications that meet only the above requirements. For licensees of additional Adobe Flash technology, the “Powered by Adobe Flash Platform” program is preferred.

Requires a license agreement for use.

Supports Adobe AIR

“Supports Adobe AIR” is for use with applications, not with hardware or mobile devices. Specifically, it is for use by libraries (especially AJAX frameworks) that can be used in applications that are Powered by Adobe AIR.

Where possible and libraries work with other elements of the Flash Platform, the Supports Adobe Flash Platform is preferred.

Requires a license agreement for use.
The programs: AIR, cont.

The signatures are provided in three formats - a stacked and horizontal layout that may be used interchangeably based on space requirements; and a 'small use' layout that should be used to retain legibility when the signature must be scaled down to a small size.

Do not create your own signatures - use only the artwork supplied by Adobe.
The programs: AIR, cont.

Get Adobe AIR

The “Get Adobe AIR” web button is for Adobe and 3rd-party use to link to the AIR runtime download page on Adobe.com. The button, terms and conditions, and guidelines are available via the permission and trademarks link on Adobe.com.

Includes Adobe AIR

“Includes Adobe AIR” is for use with hardware/mobile devices, not with applications.

“Includes Adobe AIR” indicates that a 3rd-party product includes or ships with the latest version of the Adobe AIR runtime.

Use requires an agreement for redistribution of the runtime.

Includes Adobe AIR SDK

“Includes Adobe AIR SDK” is for use with hardware/mobile devices, not with applications.

“Includes Adobe AIR SDK” indicates that a 3rd-party product includes or ships with the latest version of one or more Adobe AIR SDK Components.

Use requires an agreement for redistribution of the AIR SDK.
The programs: Flash Player

Get Adobe Flash Player

The "Get Adobe Flash Player" web button is for Adobe/3rd-party use to link to the Flash Player download page on Adobe.com. The button, terms and conditions, and guidelines are available via the permission and trademarks link on Adobe.com.

Includes Adobe Flash Player

"Includes Adobe Flash Player" is for use with hardware/mobile devices, not with applications.

"Includes Flash Player" indicates that a 3rd-party product includes or ships with the latest version of Flash Player.

Additional requirements for mobile devices: Must include Flash Player 10.1+ integrated with an on-device browser. Must support OTA Flash Player updates including future Flash Player releases. Must achieve a certification Flash index number ≥ ‘X’. Device MUST be certified to use "Includes Flash Player". Devices that download a binary for installation without going through certification may not carry the brand.

Use requires an agreement for redistribution of the Flash Player.

Adobe Flash Enabled

"Adobe Flash Enabled" is for use with mobile devices, not with applications or other hardware.

Device must include Flash Player 10.1+ or Flash Lite 4+ integrated with an on-device browser or Flash Lite 4+ implemented as an open standalone player. Must achieve a certification Flash index number of ≥ ‘Y’ for Flash Lite 4+, ‘Z’ ≥ # < ‘X’ for Flash Player 10.1+.

Use requires a license agreement.

Please note: ‘X’, ‘Y’, ‘Z’ to be defined by end of 01/10. Flash Index number is based on device certification tests which include device hardware, performance, compatibility & experience.
The programs: Flex

Includes Adobe Flex SDK

“Includes Adobe Flex SDK” is for use with applications, not with hardware or mobile devices.

“Includes Adobe Flex SDK” indicates that a 3rd-party product or application includes or ships with the latest version of the Adobe Flex SDK.

*Use requires an agreement for redistribution of the SDK.*
Specifications

The signatures must be used correctly and consistently, according to these guidelines. Please apply these specifications to all program variations of these signatures.

Clear space
Clear space between the signature and other objects must be no less than 0.5x surrounding the logo.

Minimum size
Never reproduce the signature so that the square icon is smaller than 0.27” high (including the drop shadow).
Do’s and don’ts

Do’s

• Display the signatures only in the forms specified in this guide.
• Display the signatures only in the colors in the electronic file provided by Adobe.
• Use only the signatures in the electronic files provided by Adobe.
• Always position the signatures alone and apart from other text and graphics, especially other trademarks and service marks.
• Always follow the guidelines for clear space and minimum size to ensure readability.
• Use proper trademark symbols with the correct trademark attribution statement.

Don’ts

• Do not combine the signatures with any other elements—such as logos, words, graphics, photos, slogans, or symbols that might seem to create a hybrid mark.
• Do not rotate, skew, redraw, reproportion, recolor, reproduce three-dimensionally, or otherwise alter the signatures or their elements in any way.
• Do not display the signatures in a way that suggests that a third party’s product is an Adobe product, or that it is a part of a third party’s product name.
• Do not embed the signatures within any main content or body text areas.
• Do not translate elements of the signatures into another language or change them to another character set such as Japanese or Arabic, without prior written permission.
Trademark attribution

Please include an attribution statement (which may appear in small, but still legible, print) when using any Adobe trademarks in any published materials.

When using any signatures for Flash Platform or Flash Player, the statement should read:

Adobe, Flash, and the Flash logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

When using any signatures for AIR, the statement should read:

Adobe, Adobe AIR, AIR, and the AIR logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

When using any signatures for Flex, the statement should read:

Adobe and Flex are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

If your communication includes references to other Adobe products, the format should be:

[List of Adobe marks used, beginning with "Adobe" followed by any other marks in alphabetical order] are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

For example:

Adobe, Adobe AIR, AIR, the AIR logo, Dreamweaver, Flash, the Flash logo, and Photoshop are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

The attribution statement typically is included with other legal lines, such as a copyright notice, at the bottom of a web page or, if in printed material, at the end of the document or on the copyright page of a book or manual.
For more information

Where applicable, ensure a license agreement has been completed with Adobe before using the signatures.

All use of the signatures must be sent for approval to: brandapproval@adobe.com

If you have any questions regarding the Flash Platform programs, signatures and/or licensing, please contact your Adobe representative.

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