



Adobe™ Acrobat™

Guidelines for Using the Adobe
Acrobat Product Signatures

July 1995

To the Users of Adobe Acrobat Product Signatures:

When we introduced Adobe Acrobat software in 1993, we created a special logo to give customers something to look for when buying Acrobat and compatible products. We're using these easy-to-identify signatures ourselves on packaging, advertising and other marketing materials for Adobe products that support or include Acrobat technology. We invite you to do the same for your products.

Using the signatures not only helps customers find the products that include or work with Acrobat software, but it also helps increase the number of people who choose Acrobat technology in the first place. And it communicates your cooperative relationship with Adobe, a liaison that adds value to your—and our—reputation in the marketplace.

The following guidelines are designed to help you correctly and consistently apply the trademarked Acrobat signatures to your packaging and marketing materials. We hope that you find the information useful and that your display of the Acrobat signatures helps contribute to your success.

The first step is to license the Acrobat product signatures from Adobe. If you need an Acrobat signature license agreement or additional guidelines for using Adobe trademarks, call (415) 962-2707 or send e-mail to grobles@adobe.com Or see our home page on the World Wide Web: <http://www.adobe.com/>

Thank you for your cooperation and for your support of Adobe Acrobat technology.

General Guidelines

The Adobe Acrobat signatures identify products and technologies that are compatible with Acrobat software or technologies that we license to selected third parties, including OEMs, independent software vendors, bundle affiliates, systems integrators and user groups.

To preserve the legal protection and strength of these trademarked Adobe Acrobat signatures, you must use them correctly and consistently, and you must accompany them with the appropriate legal attribution statement.

Please follow these guidelines when using Acrobat signatures. If you have usage questions, please call (415) 962-2707.



Here's how to apply the Adobe Acrobat signatures correctly:

Display the signatures only in the form specified in this guide. Do not rotate, skew, redraw, reportion, reproduce three-dimensionally, or otherwise alter a signature or its elements in any way.

Keep the logo and logotype together; do not display the graphic "A" separately.

Reproduce the signatures only from the electronic files that Adobe provides.

Display the signatures only in the two colors specified: red and black. PANTONE® Matching System (PMS), Dainippon® and Toyo™ inks produce the richest color, but you can also use a screen mix of process inks to produce the red logo.

Do not translate the signatures into another language or change them to another character set, such as Japanese or Arabic.

Do not display the signatures in a way that suggests that your product is an Adobe product, that the Adobe or Acrobat trademark is part of your product or company name, or that your product is licensed from, developed by, distributed by or approved for use by Adobe. Your trademarks should always be more prominent.

Always position the signatures as distinct and apart from other text and graphics, especially other trademarks and service marks.

Do not combine the signatures with any other element—such as logos, words, graphics, photos, slogans or symbols—that might appear to create a hybrid mark.

Make sure that signatures appear worldwide with a ™ symbol and the appropriate legal attribution statement.

Adobe Acrobat Signatures

Four versions of the Adobe Acrobat signature have been designed specifically for use by parties whose products support or include Acrobat software. See the examples to select the version that relates most appropriately to your product.

If you have questions about which Acrobat signature is right for you, or if you need an Acrobat signature license agreement or electronic files of the signatures, please call (415) 962-2707.



Supports
Adobe Acrobat



Includes
Adobe Acrobat



Plug-In for
Adobe Acrobat



Adobe Acrobat
Player

Color Specifications

One-color version: 100% Black
30% Black



30% Black

100% Black



Keyline only— not to be printed



Two-color version:

100% Black

SPOT COLOR: PMS 485/Toyo 8096/Dainippon 2497

PROCESS COLOR: Cyan: 0, Magenta: 100, Yellow: 100, Black: 100



Keyline only— not to be printed



Minimum Size



2 cm



2 cm



Versions

Choose the Adobe Acrobat signature that applies to your product.

Supports Adobe Acrobat

Use this signature if your product:

- Contains files in the Adobe Portable Document Format (PDF)
- Supports the pdfmark operator
- Integrates with but does not contain Acrobat software
- Generates PostScript™ language files that use the pdfmark operator in their output
- Recognizes PDF files and permits Acrobat program users to launch Acrobat Reader or Acrobat Exchange™ software from within your product to view PDF files
- Uses Apple® events or DDE to control Acrobat Reader or Acrobat Distiller™ software
- Generates PDF files as output
- Includes a file translator that converts PDF files to or from another file format



Includes Adobe Acrobat

Use this signature if your product:

- Contains and ships with Acrobat software products from Adobe, including Acrobat Reader



Plug-in for Adobe Acrobat

Use this signature if your product:

- Includes calls to the Application Programming Interface (API) in Acrobat Exchange, Acrobat Exchange LE or Acrobat Distiller software



Adobe Acrobat Player

Use this signature if your product:

- Contains and ships with the Acrobat Player™ software product from Adobe



Legal Attribution Statement for Use with Any of the First Three Acrobat Signatures

Adobe, Acrobat and the Acrobat logo are trademarks of Adobe Systems Incorporated or its subsidiaries and may be registered in certain jurisdictions.

Legal Attribution Statement for Use with the Acrobat Player Signature

Adobe, Acrobat Player and the Acrobat logo are trademarks of Adobe Systems Incorporated or its subsidiaries and may be registered in certain jurisdictions.



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