

# Adobe Express for business



## Empower your teams to create on-brand content.

Adobe Express is the easy, all-in-one content creation app for your business.

### Key business benefits of Adobe Express

#### Create and edit standout content for your business needs.

Make flyers, videos, social content, presentations, and PDFs in a few steps with drag and drop ease in Adobe Express:

- Edit and bulk resize content with a consistent look and feel, for multiple media and platforms.
- Perform image and video edits - for example remove image or video backgrounds
- Use unlimited Quick Actions to perform complex edits in a single click.
- Streamline social content workflow with Content Scheduler to plan, preview, schedule, and publish to your social media channels.

#### Faster content production with generative AI features.

Create and edit high quality outputs – images, designs templates, text effects – from a text description. Built with our AI ethics principles, Adobe Firefly generative AI features are designed to be commercially safe for business.

Features in Adobe Express include:

- Generate Template: Generate templates with a desired style and theme for social posts, posters, flyers, and cards.
- Generate Image: Generate professional images from a detailed description.
- Generative Fill: Replace, remove, or insert content in your images.
- Generate Text Effects: Add style effects and textures to your text.

#### Maintain brand consistency, at scale.

Ensure a consistent look and feel across all your business outputs.

- Create and share brand kits that store your brand fonts, colors, logos and approved assets.
- Share locked templates with your teams to remix and make last-mile edits while upholding brand standards.

#### Work better together.

Collaborate and keep your teams in sync with fast edits across apps.

- Creative teams can share and link Adobe Photoshop and Adobe Illustrator files so all edits within Adobe Express stay synced.
- Add-ons with Microsoft OneDrive, Dropbox, Google Drive to easily access and edit your files
- Collaborate in real time, and get inputs and edits done with live commenting, co-editing, and version history.
- Integration with Adobe Experience Manager\* to easily build content with company assets

\*Adobe Experience Manager is a separate purchase from Adobe Express

#### Do more with Adobe Express content at your fingertips.

Accelerate and level up your content creation game

- Entire collection of over 200 million+ on-trend, royalty-free Adobe Stock collection of photos, videos, and music.
- Static and video templates, and design elements to kickstart your projects

## Learn how Adobe Express gets results for your organization

Ensuring that our brand is represented correctly and coherently in the digital world is paramount, and a task that is distributed across many of our global teams. With Adobe Express, we're creating outstanding and brand uniform content in a way that's scalable.

#### Christina Lehnert

Digital Brand Experience Manager, Carl Zeiss G

Adobe Express has empowered our creatives to focus on high-impact, high-value tasks while equipping our marketing teams with a powerful but easy-to-use design tool, allowing our creative teams to produce content more quickly and empowering marketing teams to move at the speed of social.

#### Bridget Esposito

VP and Group Creative Director, Prudential

Express is the bridge between creatives and non-creatives – it's intuitive enough that non-creatives can easily pick it up and use it. Whatever your background, the learning curve is very quick

#### Tom Barette

Design Director, Ernst and Young