Adobe Stock Implementation Guide

A practical guide for rolling out Adobe Stock for enterprise

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Executive Summary

Adobe Stock for enterprise provides world-class creative assets for your organization while meeting the critical licensing requirements and administrative controls of large enterprises. Adobe Stock offers more than 100 million high-quality images, graphics, videos, templates, and 3D assets—plus our Premium and Editorial collections. Adobe Stock is built into Adobe's Creative Cloud apps for your creative users and accessible via the Adobe Stock web site.

The purpose of this guide is to provide Adobe Stock for enterprise customers with the information they need to get started, as well as best practices for managing end user access and usage reporting.

Asset Types

Adobe Stock provides assets in industry standard formats which may be used in Adobe's creative applications as well as standard business applications.

Asset Type	Formats
Standard Images (including photography, editorial, illustration, and vector artwork)	JPEG, AI, and EPS, depending on the asset
Videos (HD and 4K)	HD (.mov); 4K (various formats, including HD .mov)
Premium Collection images (photos only)	JPEG
3D models, lights, and materials	models (.obj), lights (.exr/.hdr), and materials (.mdl)
Templates	.psdt, .ait, .indt

License Types

Prior to downloading and using Adobe Stock assets, it is important to understand acceptable usage. Adobe offers two license types— Standard and Extended licenses. You can see the type of license associated with an image on its image preview page on the Adobe Stock web site. For verification, please contact your procurement and/or legal department to review your agreement with Adobe.

Standard Licenses

Adobe Stock standard images come with standard licenses unless otherwise specified in your purchasing agreement.

With a Standard license, you may:
- Reproduce up to 500,000 copies of the image in product packaging, printed marketing materials, digital documents, or software.
- Include the image in email marketing, mobile advertising, and a television ad if the expected number of viewers is less than 500,000.
- Use the image in social media. If the image is posted unmodified, attribution is required in the following format: © Author Name–stock.adobe.com
- Include the image in products in a minor way, such as on a page within a textbook.
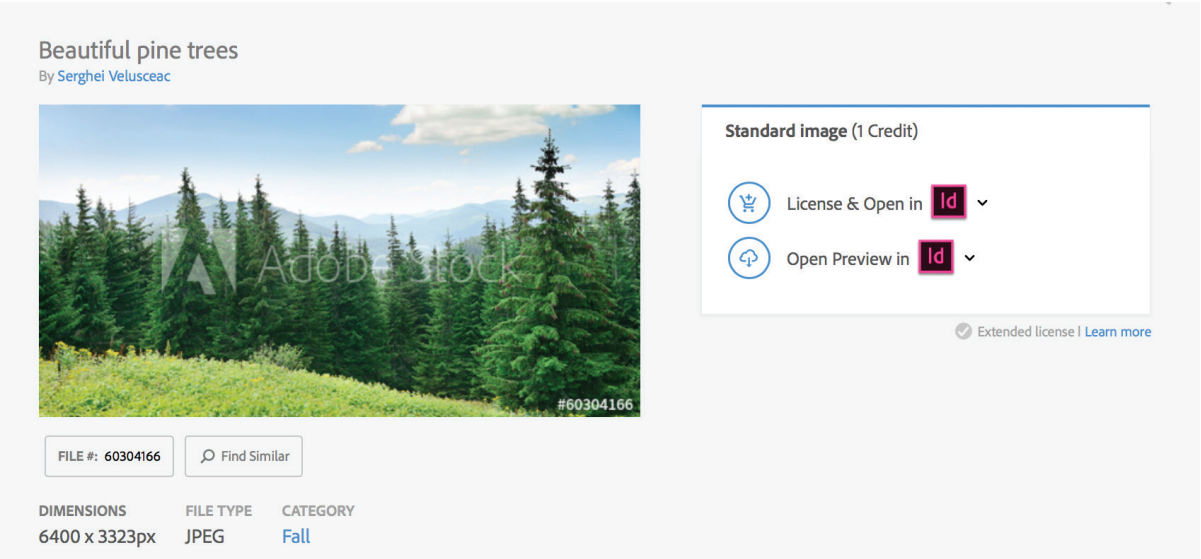
With a Standard license, you may not:
- Create merchandise or products for resale or distribution where the main value of the product is associated with the image itself. For example, you can't use the image to create a poster, t-shirt, or coffee mug that someone would buy specifically because of the image printed on it.

Extended Licenses

Extended licenses may be purchased for standard images if a Standard license is not suitable for your needs. Purchasing an Extended license for an image is a separate action from your subscription plan, and you do not need to use a subscription license in addition to purchasing an Extended license. You can select the Extended license option from the image's preview page on the Adobe Stock web site.

With an Extended license, you may:
- Use the asset with all the rights granted in a Standard license.
- Reproduce the asset beyond the 500,000 copy restriction.
- Create merchandise or products for resale or distribution where the main value of the product is associated with the asset itself.

Beautiful pine trees
By Serghei Velusceac

#60304166

Standard image (1 Credit)

License & Open in [Id]

Open Preview in [Id]

Extended license | Learn more

FILE #: 60304166   Find Similar

DIMENSIONS   FILE TYPE   CATEGORY
6400 x 3323px   JPEG   Fall

The image details on the Adobe Stock web site show the license type, credit value, dimensions, and file type for each asset.
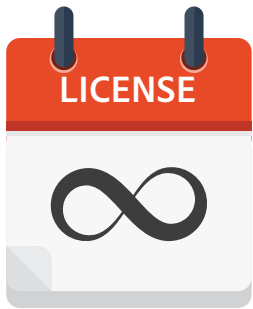
What do we mean by perpetual license?

Customers retain usage rights to assets they've licensed in perpetuity, even if they terminate their subscription to Adobe Stock. All licensed images remain bound by the terms under which they were licensed. A customer has the right to republish the same asset and use it in a new project as long as that use conforms to the original terms and conditions. For example, if the asset in question is an editorial image, it will always be restricted to use in an editorial context.

Special Licensing Situations

Assets labeled "Editorial Use Only" are subject to the license restrictions above under Standard and Extended licenses. In addition, editorial assets may only be used in a context that is newsworthy or of cultural interest, typically in newspaper or magazine articles, news blogs, or similar event-based media.

Assets labeled "Editorial Use Only" may not be:

- Used for commercial purposes such as advertisements, promotions, advertorials, merchandise, etc.
- Edited, except for minor adjustments for technical quality or slight cropping or resizing, and only if the editorial context and meaning of the original is maintained.

When editorial images are used in print, websites, blogs, etc.:

- You must include the credit line shown on the site and contained in the asset's IPTC credit line metadata field (e.g., "Agency Name/Author Name - stock.adobe.com).

When editorial images or videos are used in films, TV shows, podcasts, etc.:

- You must include the credit "Image(s) and/or video(s) used under license from Agency Name/Author Name - stock.adobe.com".

Sensitive Use Restriction for all License Types

You may not use any Adobe Stock assets in a defamatory or morally questionable way. This includes use in pornography (or related uses), in hate or offensive content of any kind, and any use that might depict the subject(s) of the photo in a negative light.

For complete details and additional restrictions, see our _full Terms & Conditions_.

Credit Model

Adobe Stock for enterprise uses a credit model to assign a value to each available asset. Your agreement specifies the dollar cost for each credit. Credit values range between 1 and 50 credits, depending on the asset type.

Asset type	Credit value
Standard Images	1 credits
3D Assets	1 or more credits
Templates	1 or more credits
HD Video	8 credits
4K Video	20 credits
Premium Images	5 to 50 credits
Editorial Images	5 to 50 credits
Editorial Videos	25 to 50 credits

Credit Types

Depending on your Adobe Stock for enterprise agreement, you may have different types of credits that determine what can be licensed within your organization:

- **Standard image credits** can be used to license any type of asset (including but not limited to standard images, HD/4K videos, Premium collection images, templates, 3D assets, and more).
- **Universal credits** can be used to license any type of asset except standard images (including but not limited to HD/4K videos, Premium collection images, templates, 3D assets, and more).

Adobe Stock credits are valid from the date of purchase to their expiration/renewal at the contract anniversary date, irrespective of the date on which they were assigned to a product profile. However, once an asset is licensed, the right to use the asset is perpetual.

Accessing Adobe Stock Content

End users may access Adobe Stock assets using the following methods:

Creative Cloud Destop Apps

Most Adobe creative apps offer built-in search for Adobe Stock assets. The Application Bars in Adobe Illustrator and Adobe InDesign include a button that launches the Adobe Stock site in a browser, as well as a search field that can pass search criteria directly to Adobe Stock, delivering results in the user's browser. Adobe Photoshop has a modal search dialog box from which an Adobe Stock search can be initiated. See more examples [here](.).
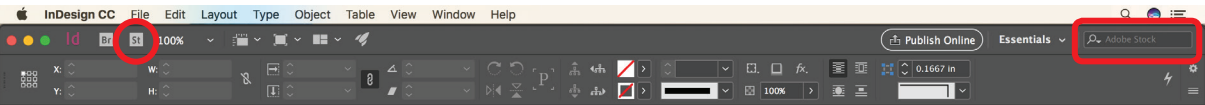
Access to the Adobe Stock web site from InDesign's Application Bar via a button (left) and a search field (right)

Photoshop's search dialog includes a tab from which searches can be initiated from the application to the Adobe Stock website, with results delivered directly in the dialog.

Adobe Stock is deeply integrated with Creative Cloud Libraries, allowing users to search, preview and license assets directly in the Libraries panel of Creative Cloud apps that currently support Libraries—Photoshop, Illustrator, InDesign, Premiere Pro, Dreamweaver, Muse, and After Effects. Watermarked previews can be dragged from the Libraries panel directly into any creative project.
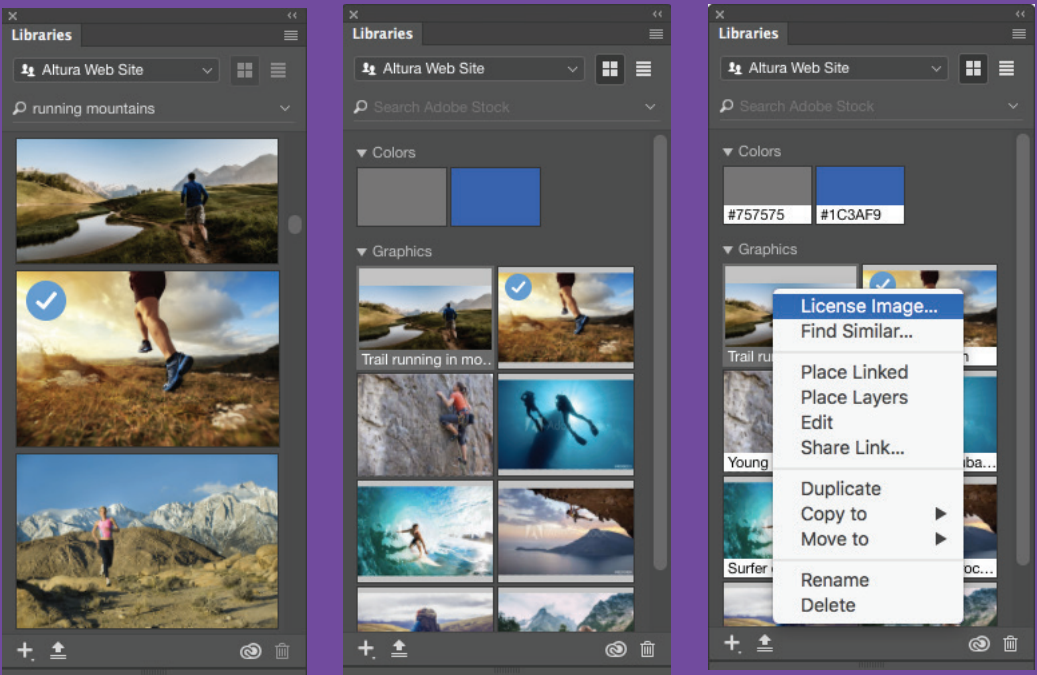
Adobe Stock search results returned in the Creative Cloud Libraries panel (left) indicate previously-licensed assets with a blue "licensed" flag and any asset can either be licensed immediately or saved to a Creative Cloud Library (center) for use in a project prior to licensing. Once approved for purchase, users can license assets by simply right-clicking the preview in the Library.

Once it's determined that the asset is appropriate for the project, users entitled to Adobe Stock can license it directly from within the Libraries panel. All linked instances of the asset in any open documents are automatically updated to the licensed, high-resolution stock asset without the Adobe Stock watermark. In a file that's opened after licensing has taken place (perhaps by another user), the application will prompt the user to update the watermarked preview image with the unwatermarked, licensed image. All non-destructive edits made to the image in the design process—scaling, cropping, layer effects, smart filters, etc.—are preserved, dramatically accelerating the delivery of completed projects.

To learn how to use Adobe Stock assets in desktop apps, see:

Go deep on Creative Cloud Libraries

Want to know more about implementing Creative Cloud Libraries and leveraging their integration with Adobe Stock? Download our comprehensive Creative Cloud Libraries Implementation Guide.

https://adobe.ly/2mQtNdZ

Adobe Stock Website

From **stock.adobe.com**, users can search for and download preview images, as well as license assets. Both previews and licensed assets can be saved to their local computer, to a Creative Cloud library, or opened directly in one of several Adobe creative apps.
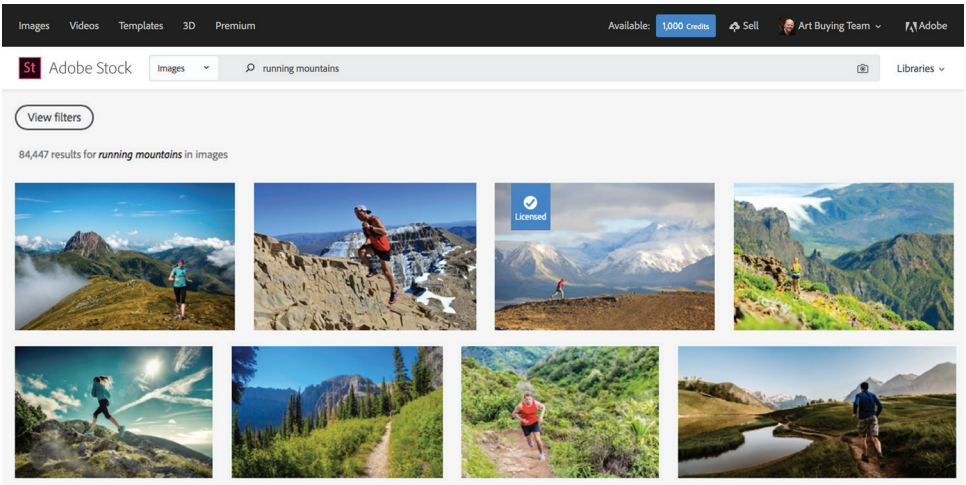
The Adobe Stock web site offers granular search capabilities and robust filtering capabilities, as well as a direct connection back to a user's Creative Cloud Libraries and desktop applications.

Users can add watermarked previews of a stock asset to any of their Libraries directly using the Adobe Stock website. When signed in, the user's Libraries are available for saving previews, and previews can be opened directly from the Adobe Stock site in Photoshop, Illustrator, InDesign, Premiere Pro, and After Effects.
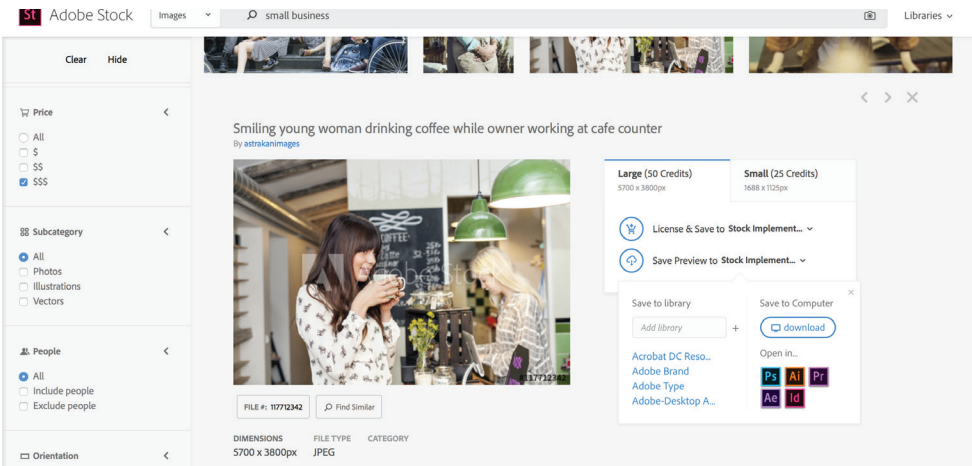
The Adobe Stock web site offers granular search capabilities and robust filtering capabilities, as well as a direct connection back to a user's Creative Cloud Libraries and desktop applications.

For details on using the Adobe Stock website, see: **https://adobe.ly/2pnLNks**

Adobe Mobile Apps

Adobe CC mobile apps—including Adobe Capture CC, Adobe Comp CC, Illustrator Draw, Photoshop Sketch, Photoshop Mix and Photoshop Fix—allow you to search for, place, and use preview assets, as well as license high-res, royalty-free images directly from Adobe Stock for reference, or as part of your composition.

Microsoft PowerPoint

The Adobe Stock add-in lets licensed users of Adobe Stock find, preview, add, and license millions of high-quality curated and royalty-free images and illustrations from directly within Microsoft PowerPoint on Windows and Mac OS. Learn more at **https://adobe.ly/2tngsxv**
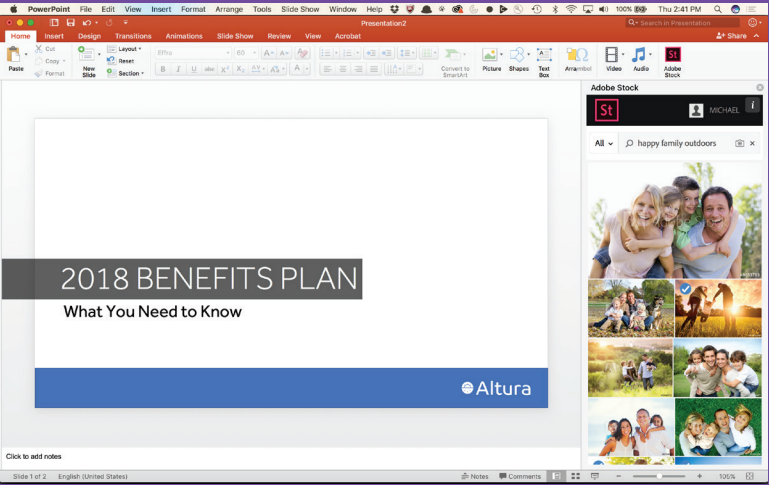
Google Slides

Adobe Stock also integrates seamlessly with Google Slides so you can easily search for images without leaving your presentation. Learn more at **http://bit.ly/2BPUOdi**
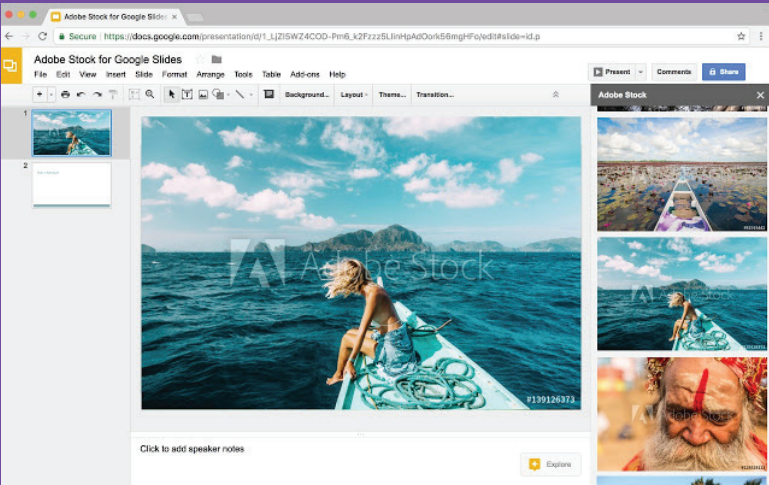
Related Roles

Your organization may have specific job roles that have some connection with the task of finding, selecting, using, and purchasing stock assets. Below we define roles which may already be present in your organization as well as discuss other roles applicable to Adobe Stock for enterprise.

IT Admin

The IT Admin helps set up access for users on the Adobe Admin Console. The IT Admin can set up the organization to support the purchasing workflow and reporting necessary to meet the organization's needs.

Designer

The Designer is a user of Adobe creative tools for print, web, or video who needs a stock asset for a project or campaign. In some organizations, designers select and purchase stock assets on their own. In other organizations, approvals are required and the authority to purchase images is restricted to other staff.

Art Director

Art Directors typically develop the overall design of projects and direct others who produce finished artwork or execute final layouts. In a stock asset context, they may approve the stock selections made by Designers.

Art Buyer

An Art Buyer functions as the art purchasing representative for an advertising agency or commercial entity. Art Buyers manage the business arrangements with stock agencies, model agencies, photographers and illustrators, and work in close association with the Art Director. It is usually the responsibility of the Art Buyer to review all potential stock content for appropriate clearances from the photographer and model, verify usage rights from the stock provider, and track stock purchases back to specific projects for billing and record-keeping purposes.

Knowledge Worker

A knowledge worker is a job role such as an architect, engineer, scientist, public accountant, lawyer, instructor or professor, marketer, etc., who may use stock content for presentations, proposals, internal communications, etc. Knowledge workers may develop output for print, web and video for their jobs, but do not typically author creative projects for others.

Administration Overview

Admin Console Background

Access to Adobe Stock for enterprise is managed on the Adobe Admin Console which provides a central location for managing your Adobe entitlements—such as Adobe Stock—across your entire organization.
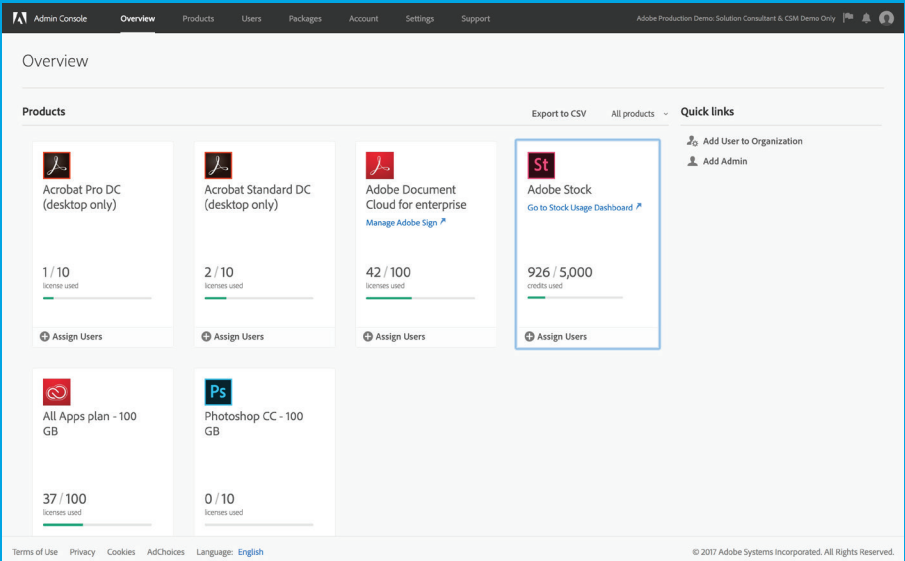
The Adobe Admin Console, showing an organization's Creative Cloud, Document Cloud, and Adobe Stock entitlements.

Typically, an IT Administrator in your organization will perform the following functions to enable Adobe Stock for your organization:

- Create Product Profiles
- Create User Groups
- Assign administrative roles
- Import Users
- Entitle users to Adobe Stock by adding them to a Product Profile or User Group

At its simplest, a user is associated with a user group, which is assigned to a Product Profile which confers the rights to use Adobe Stock.

Products vs. Product Profiles

In the Admin Console, a product is the item purchased as part of your Enterprise Term License Agreement (ETLA). Each product can have multiple profiles to divide up the overall number of licenses for that product and customize certain options. Adobe Stock is a product defined by a credit quota, credit type, and licensing rights. Product profiles are the ideal mechanism for establishing subsets of that product to establish separate credit quotas, enable or restrict licensing privileges, managing users associated with Adobe Stock, and tracking credit consumption in a more granular way.

Planning your Adobe Stock rollout and deployment

Adobe Stock for enterprise allows organizations to allocate and monitor usage of stock assets. Organizations should consider:

- Who is responsible for selecting stock assets?
- Who is responsible for giving approval to license stock assets?
- Who is responsible for tracking licenses (bill back to clients or cost centers)?
- Who can view the assets which have already been licensed by the organization?

Adobe Stock assets can be organized and managed just as you manage other Adobe products in the Admin Console. The product can be broken down into various profiles based on:

- the needs of your organization
- the kinds of assets which users may access
- user licensing authority

Deploying and Managing Adobe Stock

The difference between Adobe Stock and other Adobe software is that the number of users entitled to Adobe Stock is, effectively, unlimited. Instead, each product profile has a quota of available credits that are consumed as assets are licensed. Users are limited to the number of credits defined by that quota. Those profiles also bestow or withhold permission for licensing particular kinds of assets (e.g., Premium Assets) or making unwatermarked HD previews available to its users

Understanding Roles on the Adobe Admin Console

System Admin—A System Admin is the Super user for the organization and can perform all administrative tasks in the Admin Console. The System Admin also has the ability to delegate administrative functionality to other users.
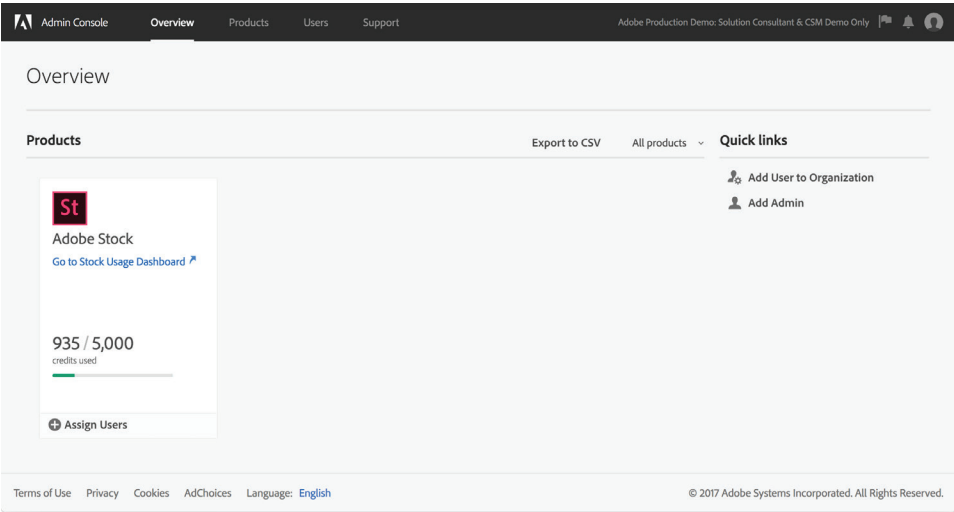
Product Admin—A Product Admin for Adobe Stock is assigned this role by the System Admin. In organizations where Adobe Stock entitlements need to be centrally managed, the Product Admin role might be assigned to an art buyer. The Product Admin can:

- Create additional product profiles to further break down and manage the organization's Adobe Stock entitlements
- Assign Product Profile Administrators to specific profiles
- Add users to the console and assign them to product profiles
- Move users between product profiles and remove users from Adobe Stock entitlements
- Increase or decrease the available credits associated with any product profile

Product Profile Admin—A Product Profile Admin for Adobe Stock is assigned this role by either the Adobe Stock Product Admin or the System Admin. The Product Profile Admin is limited to the profile(s) to which he or she is assigned, and cannot create additional profiles. Profile admins can:

- add users and user groups to the console and assign them to their profiles
- remove users from the profiles they're responsible for
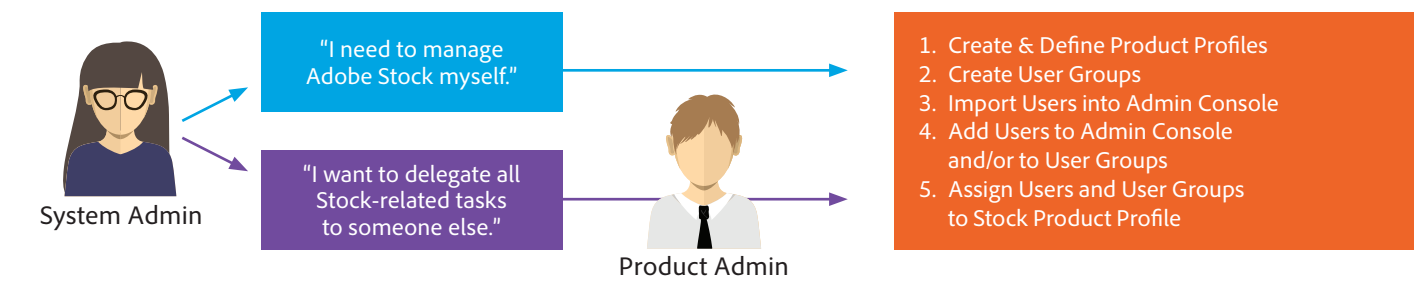- increase or decrease the available credits associated with their profile

Product Admins have limited visibility into the organization's overall entitlements (e.g. Creative Cloud or Document Cloud). When signed in as an Adobe Stock Product Admin, the only tile visible on the overview tab of the Admin Console is Adobe Stock and they can only see Stock Product Profiles under the Products tab.

Adobe Stock Administrative Privileges at a Glance

	SYSTEM ADMIN	PRODUCT ADMIN	PRODUCT PROFILE ADMIN
View details on all Adobe products for the organization on the Admin Console	✔		
Add Product Admins	✔		
Create product profiles	✔	✔	
Add Product Profile Admins	✔	✔	
Define a product profile's credit quota, permissions, reference requirements, etc.	✔	✔	✔
Add users and user groups	✔	✔	✔
Remove users from product profiles or groups	✔	✔	✔
Remove users from Admin Console	✔		
View licensing history on Stock Usage Dashboard	✔	✔	✔

First Steps for Setting Up Adobe Stock (System Admin)

System Admin

"I need to manage Adobe Stock myself."

"I want to delegate all Stock-related tasks to someone else."

Product Admin

1. Create & Define Product Profiles
2. Create User Groups
3. Import Users into Admin Console
4. Add Users to Admin Console and/or to User Groups
5. Assign Users and User Groups to Stock Product Profile

Determine up front who will be responsible for managing and deploying Adobe Stock and delegate a Product Administrator if needed.

A System Admin is initially required to either manage Adobe Stock or delegate responsibility for Adobe Stock to a Product Admin by taking these steps:

1. Go to http://adminconsole.adobe.com/enterprise
2. Click the **Adobe Stock** tile on the Overview page.
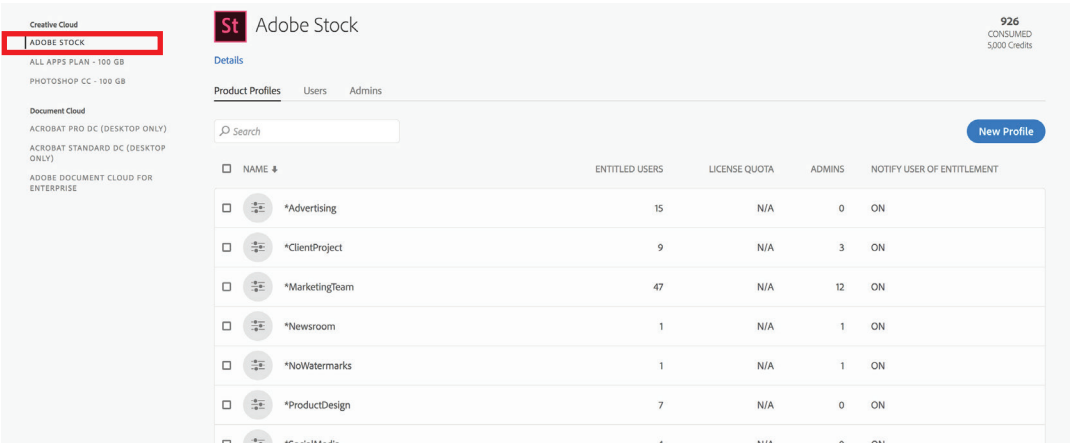
The Adobe Stock product page on the Admin Console

3. Navigate to the **Admins** tab.
4. Click the **Add Admin** button to add an administrative user.
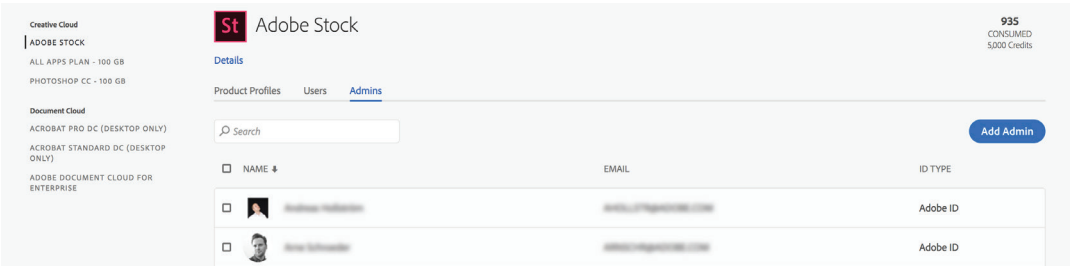
Product-level Admins tab for Adobe Stock

5. Enter the Product Admin's email address in the resulting dialog, then click **Save**.

Adding a Product Admin for Adobe Stock

Next Steps for the Product Admin

The Product Admin receives an email notification regarding their new administrative privileges and they are provided a link to sign into the Admin Console. An Adobe Stock Product Admin can manage all of the tasks related to Adobe Stock including:

- Creating and defining product profiles
- Adding Profile Admins
- Creating User Groups
- Adding users to the Admin Console
- Entitling users and groups to Adobe Stock product profiles
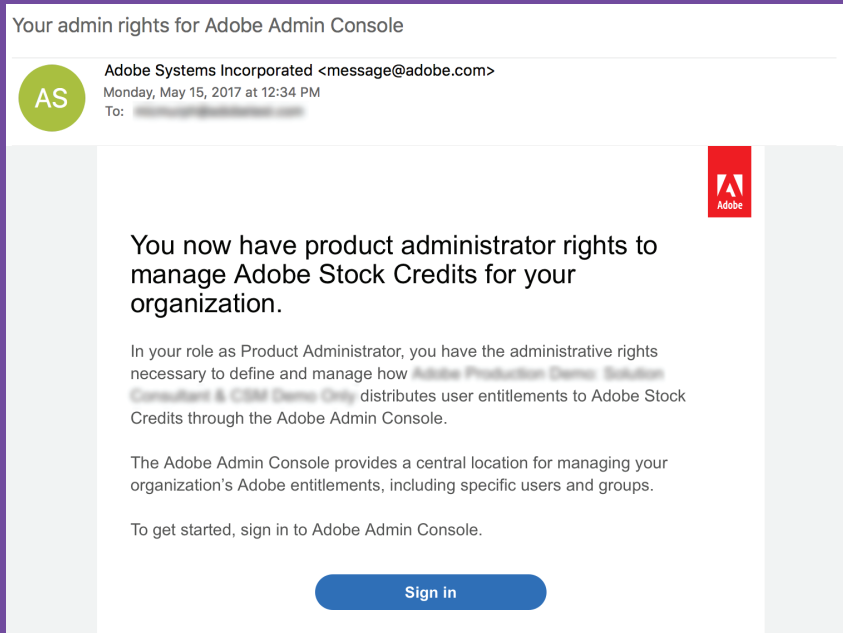
Notification e-mail sent to an Adobe Stock Product Administrator

Creating Product Profiles (Product Admin or System Admin)

A Product Admin can divide the organization's overall Adobe Stock entitlements into specific blocks according to user types, licensing capabilities, regional or departmental groupings, or any combination thereof. It's recommended that the Adobe Stock Product Admin work and plan in advance to determine which profiles are needed to effectively and efficiently manage Adobe Stock within the organization and delegate administrative tasks as needed.

To create a product profile, the Product Admin will:

1. Go to http://adminconsole.adobe.com/enterprise.
2. Click **Adobe Stock** on the Overview page.
3. Click the **New Profile** button.
4. In the resulting dialog, name the profile and provide a brief description to make it easily identifiable by other admins and distinguish between profiles as more are added.

Profile Details within an Adobe Stock product profile on the Admin Console

5. Set a preference for **User Notifications** for users in the profile. You can opt to enable or disable whether users and administrators are notified by email when they are added to or removed from the profile.
6. Click the **Next** button.
7. Define the credit quota for the profile in the resulting **Quota** screen. The quota sets a limit on the number of credits allocated to the users in the profile. By default, all profiles have zero credits assigned. A profile must have a quota greater than zero defined to enable users associated with the profile to license assets.

Setting a credit quota for an Adobe Stock product profile

The product profile name and available credits set in the admin console (top) are visible to signed-in users on the Adobe Stock site.

8. Click the **Done** button to save the profile settings before moving on to settings in the other tabs.

How credit limits work
Each Product Profile gets a quota of available credits, limiting how many credits the users within that profile may consume. This number cannot be exceeded by any user. For example, if a profile has a 100-credit quota, of which 99 credits have been consumed, an attempt to license a 5-credit image will alert the user that they do not have sufficient credits, prompting them to contact their administrator.

Setting asset type permissions

By default, product profiles include access to all asset types—images, premium content, videos, templates, and 3D—available as low-resolution, watermarked previews until they are licensed. In the Permissions tab, the Product Profiles Admin can restrict access to specific asset types and enable access to high-resolution unwatermarked preview.

To disable access to specific asset types from within the Product Profile's settings:

1. Click the **Permissions** Tab, then click **Asset Types**.
2. In the "Included Permission Items" area on the right, click the X next to any of the asset types you wish to prevent users from licensing. Items removed from the "Included Permission Items" list will appear in the "Available Permission Items" list.
3. Click **Save**.

Admins can limit Adobe Stock profiles to specific asset types from the Admin Console for highly granular control.

Defining licensing references

If your agreement allows for license references, IT admins can define both mandatory and optional reference information to be completed by users when they license an asset (such as Customer name, project name, licensee, cost center, and more). When enabled, users who attempt to license an image will be presented with a references dialog into which they must enter specific information (if mandatory) and may also be presented with optional references. These references appear in your organization's license history and usage reports.

Mandatory Reference Options		Optional Reference Options	
• Project name	• Purchase order number	• Project reference	• Purchase order number
• Project reference	• Department	• Customer name	• Department
• Customer reference	• Country	• Customer reference	• Country
• ISBN	• Licensee	• Cost center	• Licensee
		• ISBN	

Establishing mandatory references for a profile:

1. Click **Mandatory References**.
2. In the "Available Permission Items" area on the left, click the Plus icon next to any reference. The option will then appear in the "Included Permission Items" area on the right.

Mandatory and/or Optional References can be added or removed from any profile as needed.

Establishing optional references for a profile:

1. Expand the **Optional References** option area if not already showing.
2. In the "Available" area on the left, click the Plus icon next to any reference. The option will then appear in the "Included" area on the right.

With Mandatory References established, end users are prompted to submit the required reference information when they attempt to license an image.

Reference submission dialog when licensing from within a Creative Cloud desktop application.

Reference submission dialog when licensing from the Adobe Stock web site or the Microsoft PowerPoint add-in.

Enabling unwatermarked previews

Customers who have the Adobe Stock Plus plan in their enterprise agreement have the option to use unwatermarked, high-resolution previews in their projects prior to licensing the images. That capability can be enabled for some profiles and disabled for others. By default, the option is disabled for new profiles.

To enable access to unwatermarked, full-resolution (or HD) assets from the Permissions tab:

1. Click **Preview Option**.
2. In the "Available Permission Items" area on the left, click the Plus icon next to "Access to unwatermarked HD previews." The option will then appear in the "Included Permission Items" area on the right.
3. Click **Save.**

Customers with the Adobe Stock Plus plan, which allows for unwatermarked previews, can enable any profile with that option.

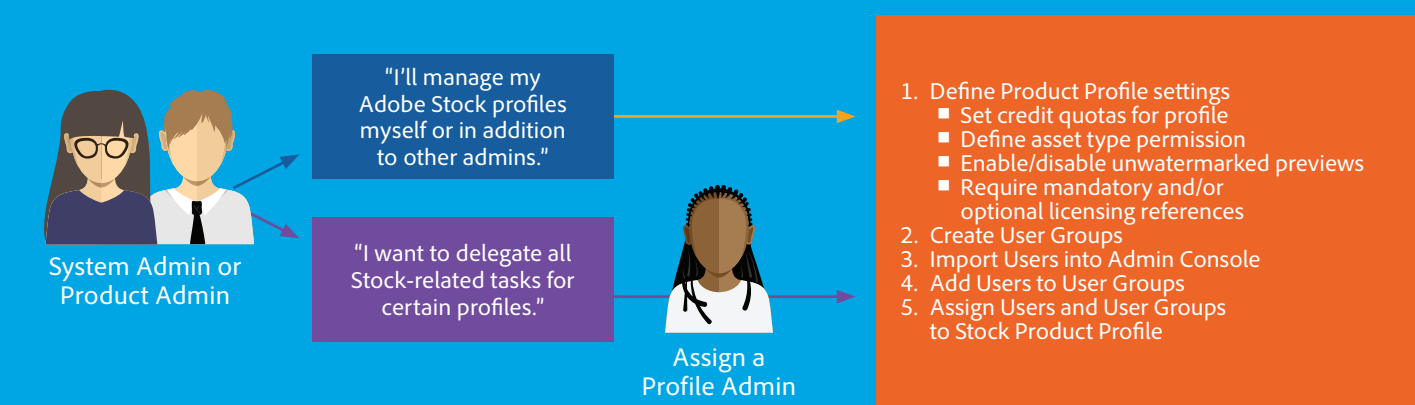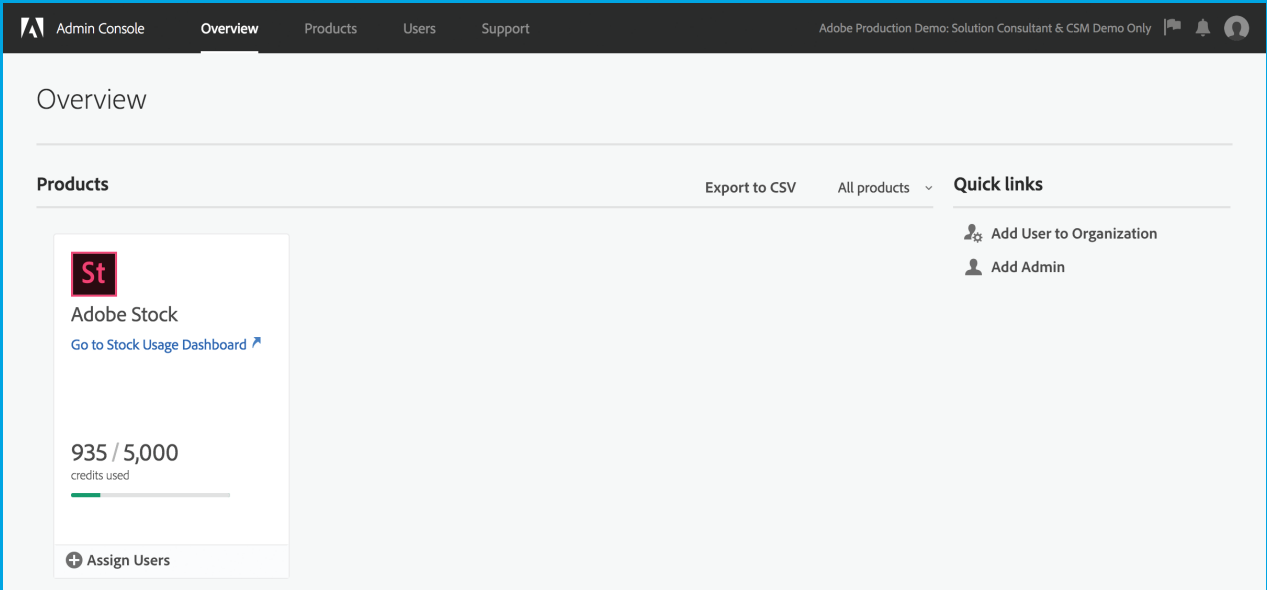# Assigning a Product Profile Admin

Product Admins can additionally delegate the management of Adobe Stock and the users assigned to it by assigning an administrator to a Product Profile.

System Admin or Product Admin

"I'll manage my Adobe Stock profiles myself or in addition to other admins."

"I want to delegate all Stock-related tasks for certain profiles."

Assign a Profile Admin

1. Define Product Profile settings
   - Set credit quotas for profile
   - Define asset type permission
   - Enable/disable unwatermarked previews
   - Require mandatory and/or optional licensing references
2. Create User Groups
3. Import Users into Admin Console
4. Add Users to User Groups
5. Assign Users and User Groups to Stock Product Profile

An Adobe Stock Product Profile Admin can carry out most of the tasks related to Adobe Stock except creating new profiles, modifying profiles for which they're not administrators, or removing users entirely from the Admin Console.

To assign a Product Profile admin, on the Admin Console:

1. Click the **Admins** tab on the Stock overview page.
2. Click the **Add Admin** button to add an administrative user.
3. Enter the desired Profile Admin's email address in the resulting dialog.
4. Click **Add**.

Product Profile Admins have a limited visibility into the organization's overall entitlements. When signed in as an Adobe Stock Profile Admin, the only tile visible on the Admin Console's Overview tab is Adobe Stock and only the credits allocated to that profile are displayed.
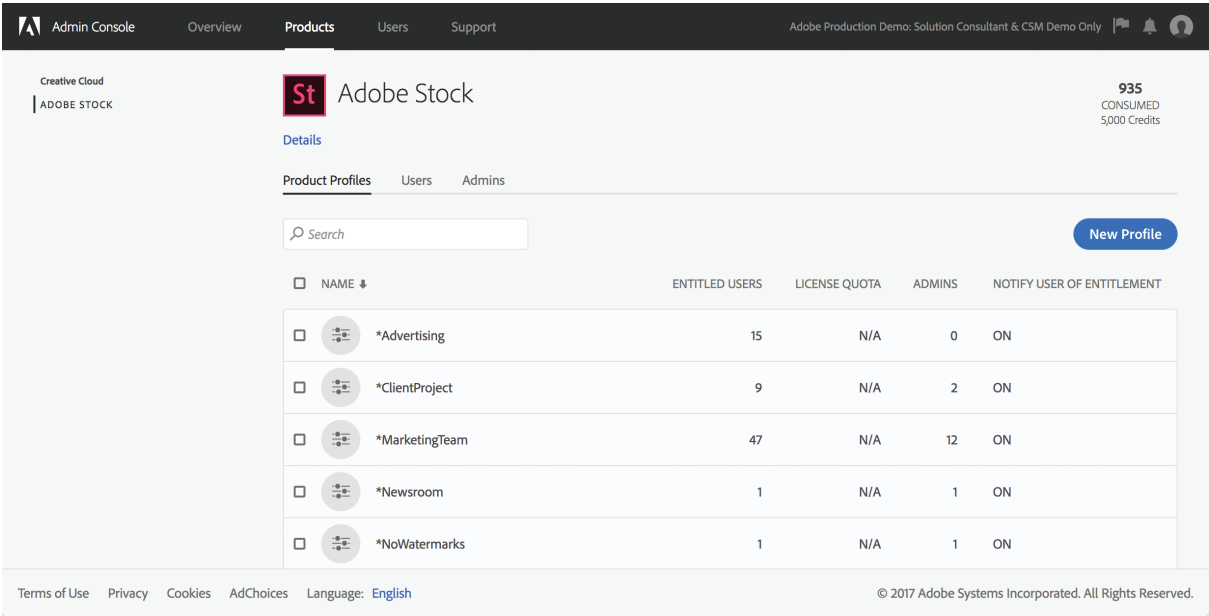
Product Profile Admins cannot see any products or profiles other than those assigned to them.

Can I go over my credit quota?

End users cannot exceed the quota assigned to their product profile, but the organization as a whole has the ability to overdeploy credits beyond what's defined in their ETLA. Overdeployment does not occur until the credits have actually been consumed. For example, a customer with 3000 available credits who creates four profiles with 1000 credits each has enabled the possibility to exceed their contracted credits, but hasn't actually overdeployed. Once the number of credits consumed exceeds 3000, the customer is over-deployed, and will be invoiced on a monthly basis for credits for the remainder of their agreement.
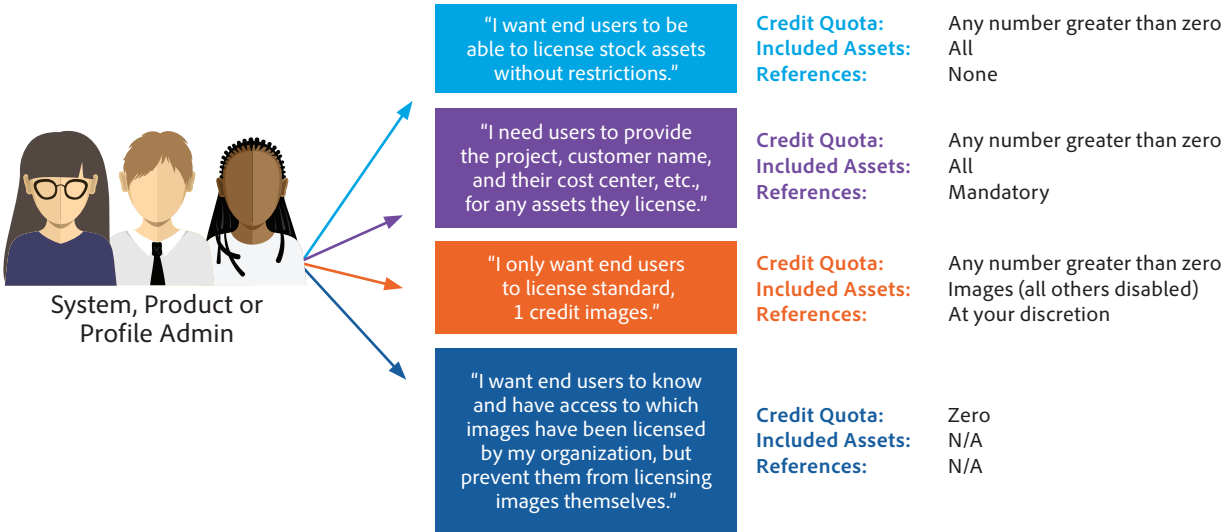
End User Experience

End users will have different experiences with and privileges for Adobe Stock based on whether or not they are attached to an Adobe Stock product profile as well as the quota and permission settings of the profile to which they are assigned.

User Status	Browse the Adobe Stock website	Download previews	Identify and use assets already licensed by your organization	License new Adobe Stock assets
Not part of an Adobe Stock product profile	✔	✔		
Included in an Adobe Stock product profile with a credit quota of zero	✔	✔	✔	
Included in an Adobe Stock product profile with a credit quota greater than zero	✔	✔	✔	✔

Common Workflows

Adobe Stock for enterprise is a flexible system that can accommodate multiple selection and purchasing scenarios.

System, Product or Profile Admin

"I want end users to be able to license stock assets without restrictions."

Credit Quota: Any number greater than zero
Included Assets: All
References: None

"I need users to provide the project, customer name, and their cost center, etc., for any assets they license."

Credit Quota: Any number greater than zero
Included Assets: All
References: Mandatory

"I only want end users to license standard, 1 credit images."

Credit Quota: Any number greater than zero
Included Assets: Images (all others disabled)
References: At your discretion

"I want end users to know and have access to which images have been licensed by my organization, but prevent them from licensing images themselves."

Credit Quota: Zero
Included Assets: N/A
References: N/A

Product profiles should be established to reflect the desired access and capabilities of your end users.

Enabling licensed asset visibility only for all users

End users only have visibility into whether or not assets have been licensed by their organization if they are assigned to an Adobe Stock product profile in the Admin Console. Without this entitlement, the license flags seen in the desktop apps and the Adobe Stock website are not displayed. To expose "Licensed" flags to all users but prevent them from licensing images themselves, create a product profile for Adobe Stock with a quota of zero. Users assigned to that profile will be able to see and use assets licensed within the organization, but the zero-asset quota will prevent them from licensing any images themselves.
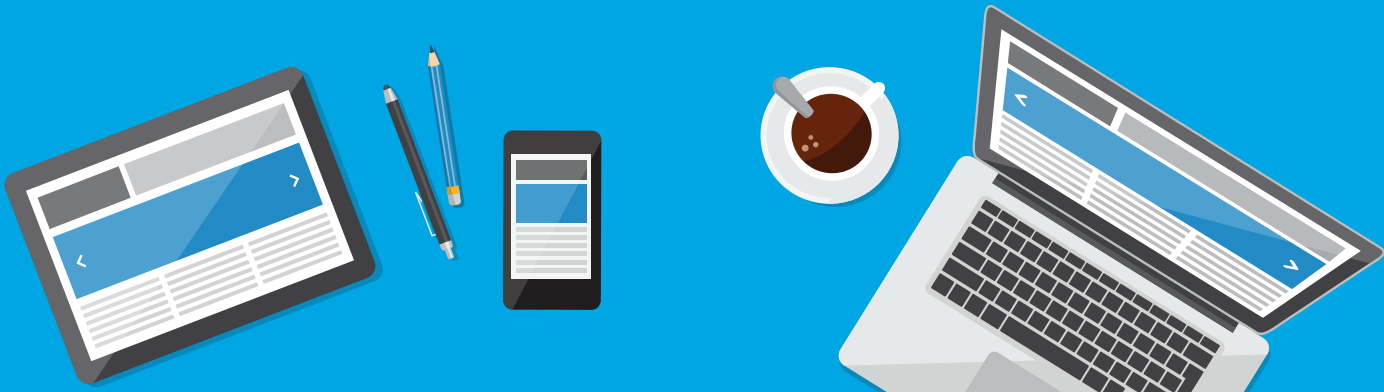
Sample Configuration

Below is one possible scenario for organizing and managing Adobe Stock with several product profiles, each with its own quota of images, asset type permissions, and previewing options.

In this scenario, the organization has an overall entitlement of 5,000 credits. In the Admin Console, five product profiles have been created to meet the organization's needs.

- The "Art Buyers Only" profile is assigned 2,500 credits for any asset type with no restrictions. Users in this profile can license images requested by users without licensing capability.

- Users associated with the "All Assets/Unwatermarked" profile can license up to 1,500 assets of any type, but are required to provide reference information (e.g., project name and/or number, ISBN number, client name, etc.).

- Users associated with the "Images Only/Unwatermarked" profile are limited to licensing images and must also provide references. The remaining profiles have no licensing capabilities and differ only in their access to unwatermarked previews.

		Overall entitlement: 5,000 universal credits (defined by ETLA) **St**		Managed by System admin or Product Profile admin	
Product					
Product Profile	**St** Art Buyers Only	**St** All Assets/ Unwatermarked	**St** Images only/ Unwatermarked	**St** Restricted/ Unwatermarked	**St** Restricted/ Watermarked
Product profile administrator	Art Buyer	IT staff or creative team leader	IT staff or creative team leader	Art Buyer	Art Buyer
Quota	2,500	1,500	1,000	0 (disables asset licensing)	0 (disables asset licensing)
Permissions	Images Premium Assets Videos Templates 3D	Images Premium Assets Videos Templates 3D	Images	N/A	N/A
Preview options	N/A (unless art buyer is also an end user of Adobe Stock)	Unwatermarked HD	Unwatermarked HD	Unwatermarked HD	Watermarked (default)
References	Mandatory and/or Optional	Mandatory	Mandatory	N/A	N/A
User group* associated with profile	Art Buyers	Stock Buyers- All Assets	Stock Buyers- Images Only	Stock Users- Restricted/HD	Stock Users- Restricted
	UNRESTRICTED	**UNRESTRICTED** with Reference data required		**CENTRALIZED BUYING** Requires an assigned Art Buyer	

individual users can also be added to any profile without being part of a user group.
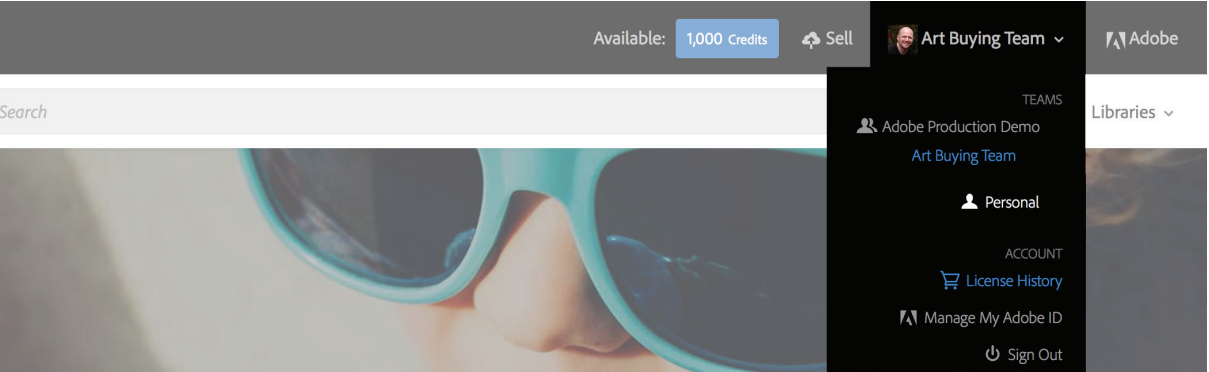
Licensing History

The Admin Console provides information about users and profiles in a granular way, and aggregates your organization's current credit balance from the Adobe Stock tile on the Overview tab.
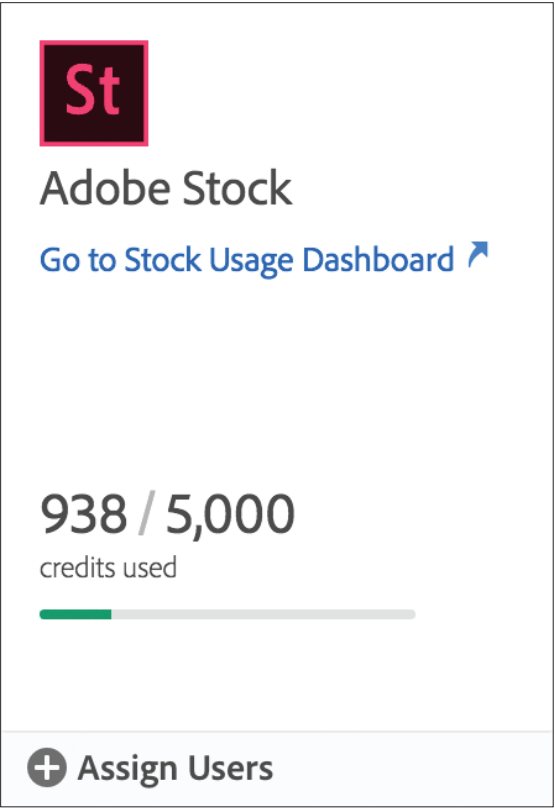
Adobe Stock tile on Admin Console Overview page with aggregate consumption information.

System, Product, and Profile Admins can view detailed licensing activity from the Stock Usage Dashboard on the Adobe Stock web site. System and Product Admins can view all licensing history for the organization. Product Profile admins can ONLY see licensing activity for the profiles they administer. To access your organization's license history:

- Sign in to stock.adobe.com with your enterprise credentials.
- In the drop-down menu with your product profile name, choose License History.

Accessing Stock Usage Dashboard from the Adobe Stock web site.

From the License History view, licensed images are visible and may be sorted by date, user, asset type, group (i.e. Product Profile, not User Group), etc. The License History also permits filtering by any of the Mandatory or Optional References defined within your product profiles, simplifying the task of determining which assets were used for which project or client.
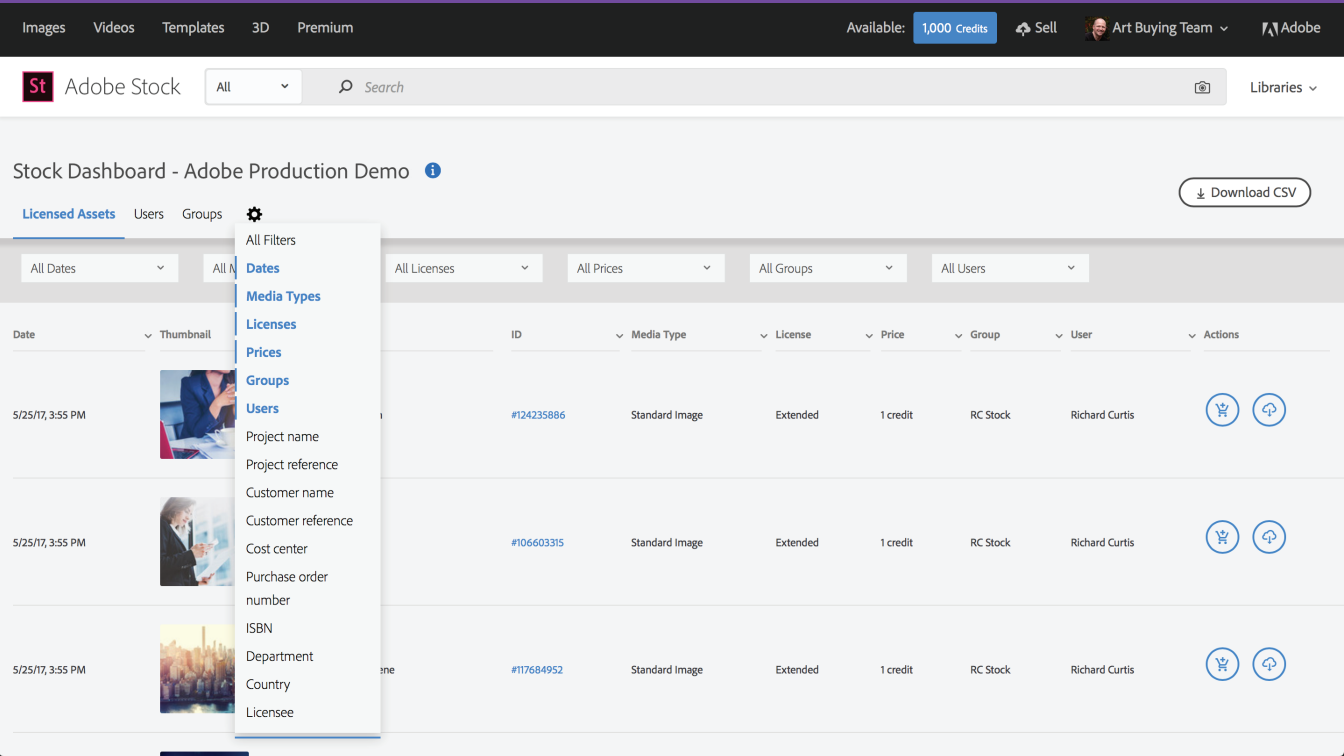
Stock Usage Dashboard showing drop-down menu of filtering options that include mandatory and optional references.

Using License History for internal charge-backs
If your organization needs to track Stock credit consumption back to a specific product, client, group, or cost center, you can use the Stock Usage Dashboard to establish the appropriate filtered view of licensing activity, then click Download CSV. A comma-separated file will be emailed to you with all of the information in spreadsheet format.

⤓ Download CSV

Appendix 1: Frequently Asked Questions (FAQs)

Can my employees share Stock assets?
Yes. Your employees can share licensed assets with employees or subcontractors, provided that they follow all of the license restrictions.

Can I license an asset for a client?
Yes. You can purchase an asset on behalf of a client. However, if you want to use the same asset for the benefit of a different client, the asset must be licensed separately for each client.

Can I purchase an asset that is exclusive to my organization?
Adobe does not offer exclusive licenses at this time.

Do I need to add a photo credit?
Refer to the terms and conditions of your enterprise agreement for credit requirements.

How is the Adobe Stock Premium collection different from other Adobe Stock content?
The Adobe Stock Premium collection contains thousands of hand-picked images from the portfolios of some of the world's top photographers. They have the same file types and resolutions as other Adobe Stock images, but have been selected for exceptional content, style and production quality.

What happens to any unused Adobe Stock entitlements if I terminate my agreement with Adobe?
Once the Adobe Stock subscription terminates, any unused licenses are lost.

Are there any special requirements for using 3D models, lights, and materials from Adobe Stock?
Model, light, and material assets in Adobe Stock are optimized for use in Project Felix in the MDL file format. However, these assets can be used in several 3D apps subject to the following requirements:

> **Models.** Any application that can import .obj files, including Adobe Photoshop, can load the models. However, the models don't look the same as rendered images on the Adobe Stock website if they're loaded in an environment that doesn't support MDL 1.3 or later. Each model has a .mtl file which contains some shader information for applications that don't support MDL. Depending on the application's importer, some manual texture hookups may be required. For best fidelity, these models require a rendering engine that supports MDL 1.3 or later.

> **Materials.** Any application with a rendering engine that supports MDL 1.3 or later

> **Lights.** Any application that can make use of image-based lights, such as Adobe Photoshop.

What resolutions are stock assets available in?
All Adobe Stock content is provided at its highest available resolution. While this resolution depends on the camera used to originally capture the asset, most of the content can accommodate high-quality printed output up to 300 dpi. Vector files can be printed at any size without loss in quality.

In which Creative Cloud apps can I use Adobe Stock?
Adobe Stock content can be used in any Creative Cloud desktop or mobile application in which a user can place a photo, video, illustration, or graphic. Images can also be saved directly into Creative Cloud Libraries for instant access across apps. The Creative Cloud Libraries feature is currently supported in the desktop applications Photoshop CC, Illustrator CC, InDesign CC, Dreamweaver CC, Muse CC, Premiere Pro CC, After Effects CC, XD CC and the mobile apps Illustrator Draw, Photoshop Sketch, and Comp CC. In Photoshop, Illustrator and InDesign, templates from Adobe Stock are also available from right within the New Document dialog boxes. These templates, designed to jump start your creative projects, are in the .psdt and .ait formats. Once you license and download a template, you can build on it just as you'd work with any other Photoshop or Illustrator document.

How do I use Adobe Stock with CC apps that don't support Creative Cloud Libraries?
Adobe Stock images can be downloaded directly from the website to your computer and opened in your desktop app.

Appendix 2: Adding Users to a Stock Product Profile

There are multiple methods to import and manage your users.

Manual Method

If you have a small number of users, you may simply add them manually.

1. In the Admin Console, click **Users**.
2. Click the **Add User** button and enter the email address of the user.

3. Then click **Assign Products**.
4. Click Adobe Stock in the product list on the left and then choose the approproate product profile fro the dropdown menu on the right..
5. Click **Save**.

Bulk Upload Method

If you have many users to add you can upload a CSV of your user list. This will save time by adding the users to the admin console and entitle them to Adobe Stock in a single bulk process

Download Sample Enterprise User List

1. In the Admin Console, click **Users**.
2. Next to the **Add User** button click the ⋯ icon.
3. Click **Download CSV Template** to obtain a sample CSV file for adding users in bulk.
4. Open the CSV in Excel and fill in the columns as appropriate for your organization.
   For details, see "Appendix 3: Create the User Import List in a Spreadsheet" on page 19.
5. Save as a CSV file.
6. In the same section of the Admin Console drag and drop your CSV file into the browser window or click **Select a File from your computer**.
7. Click **Upload**.
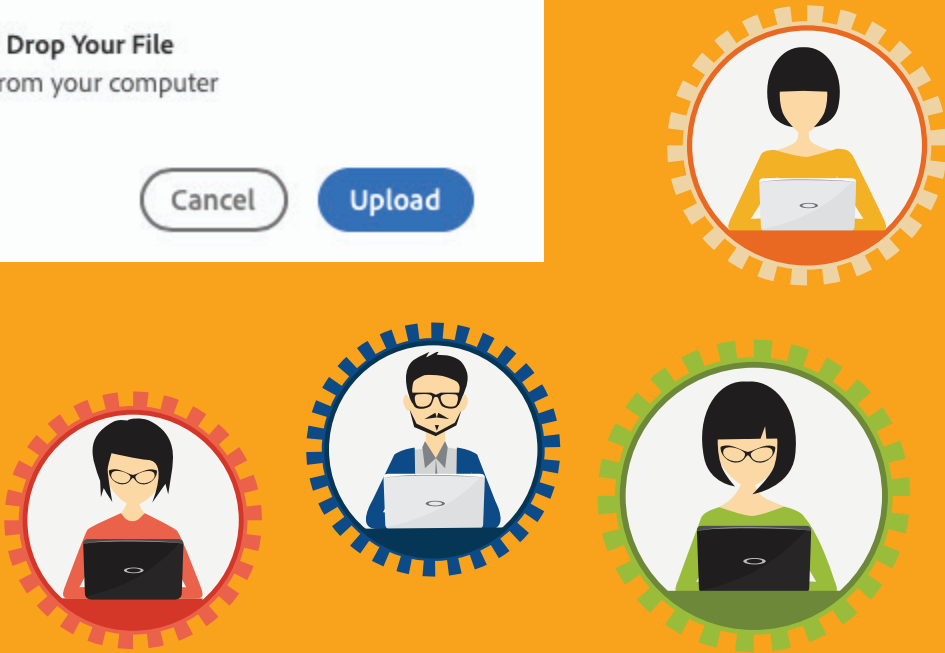
Appendix 3: Create the User Import List in a Spreadsheet

Identity Type	Username	Domain	Email	First Name	Last Name	Country Code	Product Profiles	Admin Roles	Product Profiless Administered	User Groups	User Groups Administered	Products Administered
FEDERATED ID	bsmith@company.com	company.com	bsmith@company.com	Bob	Smith	US	Stock NYC					
FEDERATED ID	jdoe@company.com	company.com	jdoe@company.com	John	Doe	US	Stock LA					
FEDERATED ID	drowe@company.com	company.com	drowe@company.com	Dee	Rowe	US	Stock LA					
FEDERATED ID	lnight@company.com	company.com	lnight@company.com	Linda	Night	US	Stock Chicago					
FEDERATED ID	swright@company.com	company.com	swright@company.com	Jane	Doe	US	Stock NYC					

Required
Options
ADOBE ID
ENTERPRISE ID
FEDERATED ID

Required for Federated ID
Typically the email address

Required for
FEDERATED ID

Required
Enter a valid email address.

Required for
FEDERATED ID
ENTERPRISE ID

Profile Name
Enter Stock Product Profile Name

Optional Fields

Fields that are mandatory depend on the Identity Type. The above notes required fields when using Federated ID. For more details, see Enterprise CSV File Format.

Appendix 4: Getting More Help

You should have received an overview of the Admin Console during your Onboarding call, but you can also schedule a 1:1 virtual session with Adobe Deployment experts if you need more help completing this project.

Here's how to schedule an Expert Services Sessions on the Adobe Admin Console:

1. Log into https://adminconsole.adobe.com
2. Click the *Support* tab at the top
3. Click Expert Sessions on the left and the click New Session on the right. Complete all the fields and click Request Session.

Who has access to Adobe Enterprise Support?

System Administrators are automatically a "support delegate" with the right to contact Adobe, open support cases, and schedule Expert Services Sessions. System Administrators may also delegate this right to others by making them a Support Delegate.