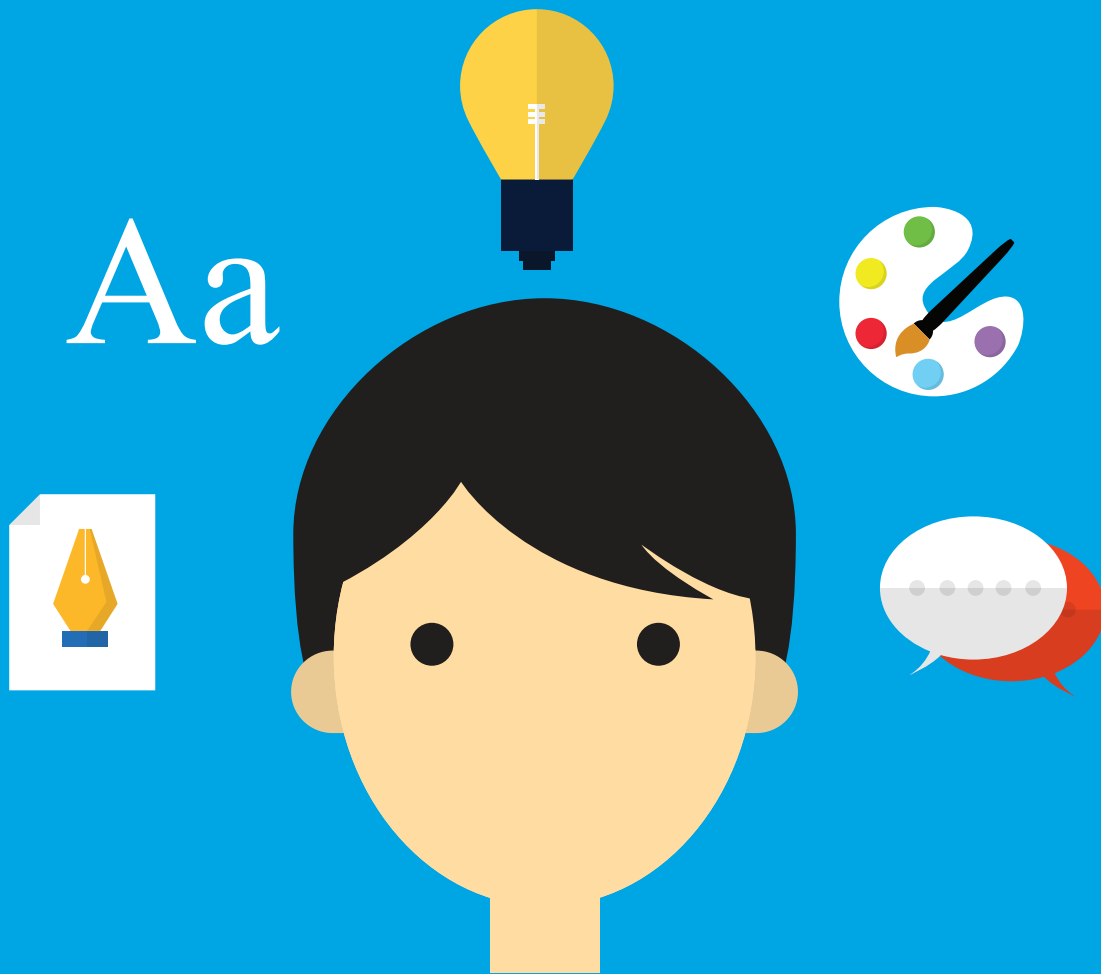# Creative Best Practices
Collaboration with brand and style guides
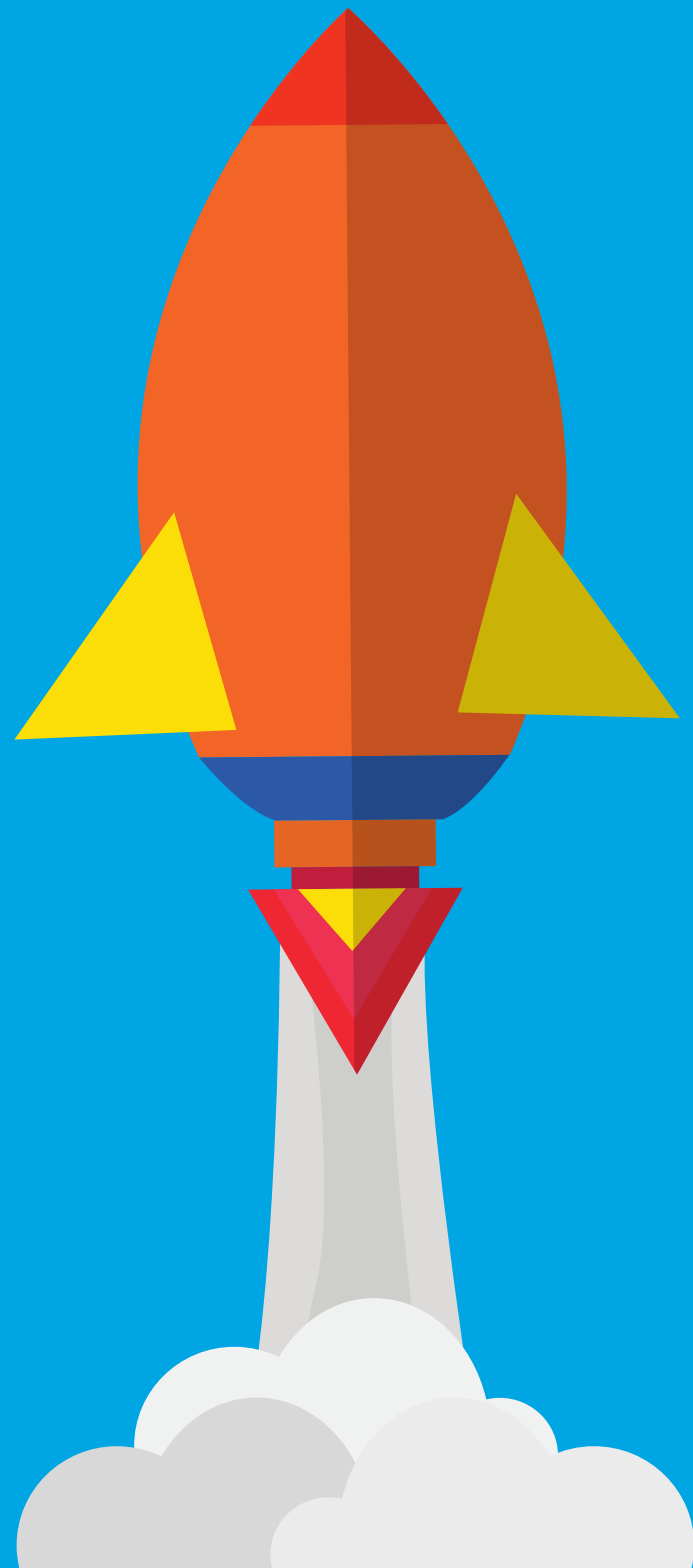
Have you ever...

1 Struggled to find the approved version of your corporate logo?

2 Found it tedious to update brand elements across your marketing materials?

3 Needed to work on the go?

Solve these problems and more using Adobe Creative Cloud.

Set Up for Success

Problem

You're working at breakneck speed and need to find the right logo for a pressing deadline. We all know how long it can take to find the right assets, if you can find them at all!

Best Practice

Tell your IT admin you need Creative Cloud assigned to named users with the **Adobe Admin Console**.

Centrally house your brand assets in **Creative Cloud Libraries**.

Never lose a logo or swatch again. Instead, store your corporate brand assets in ONE place, and quickly access them within the creative process, giving you up to a **10x productivity boost***.
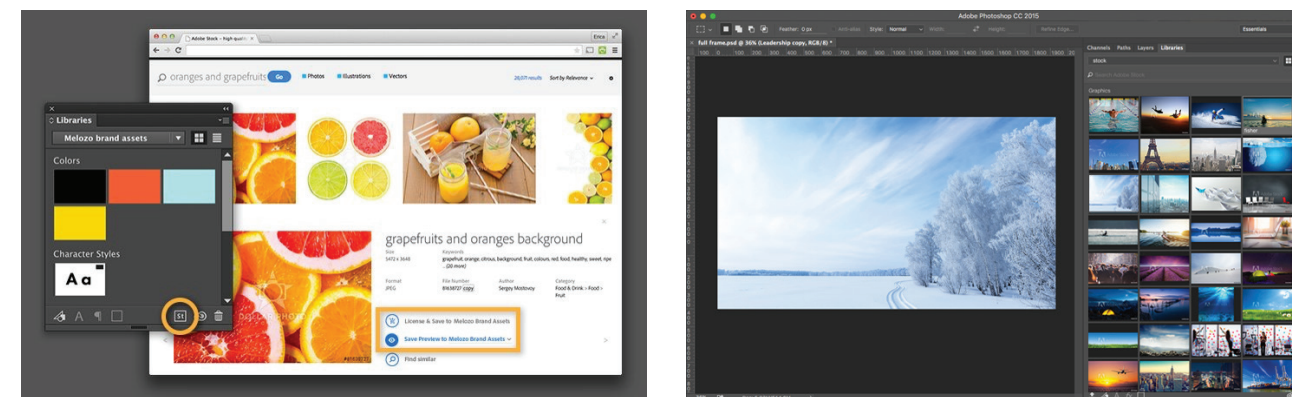
Up Next: Equip your team for success.

*Don't take our word for it, take a look at this third party report by Pfieffer Consulting http://adobe.ly/1REqy5y

Equip your team for success

1 **Designate a Brand Champion**
- Choose someone who's familiar with your brand assets to oversee the initial set-up.
- Suggested Champions: a designer, brand manager, art director, or campaign manager.

2 **The Brand Champion gathers valued assets**
- The Brand Champion's first job is to gather your team's favorite assets.
- We suggest core elements of your brand guidelines such as corporate logos, color swatches, vector shapes, artistic brushes, and type styles.
- The Brand Champion can simply drag these into the Creative Cloud Libraries panel.

3 **The Brand Champion organizes and shares Libraries with the rest of the creative team**
- The Brand Champion can create multiple Libraries for different workflows.
- Consider organizing your CC Libraries by corporate brand, campaign, client, or project.
- The Brand Champion should then share the Libraries they create with the rest of the team.
- Choose the collaboration option that's right for you: the Edit option lets everybody on the team use and update the assets while the View option limits people to using the assets.

Up Next: Collaborate quickly and easily!

Collaborate Quickly and Easily

Problem

Have you ever found it tedious to update a logo or color swatch across a campaign with a long list of marketing materials?

You're in the middle of a project and suddenly the color swatches for a campaign or brand asset change. Say goodbye to a few hours of your precious time while you make mind-numbing manual updates across all your documents. Repeat as needed every time somebody changes their mind.

Best Practice

Share your brand assets in CC Libraries and let CreativeSync save you time and ensure consistency. Just update an asset **once** within the CC Library panel and watch as the library design documents update across all your users – so you can focus your time on what really matters: great design.
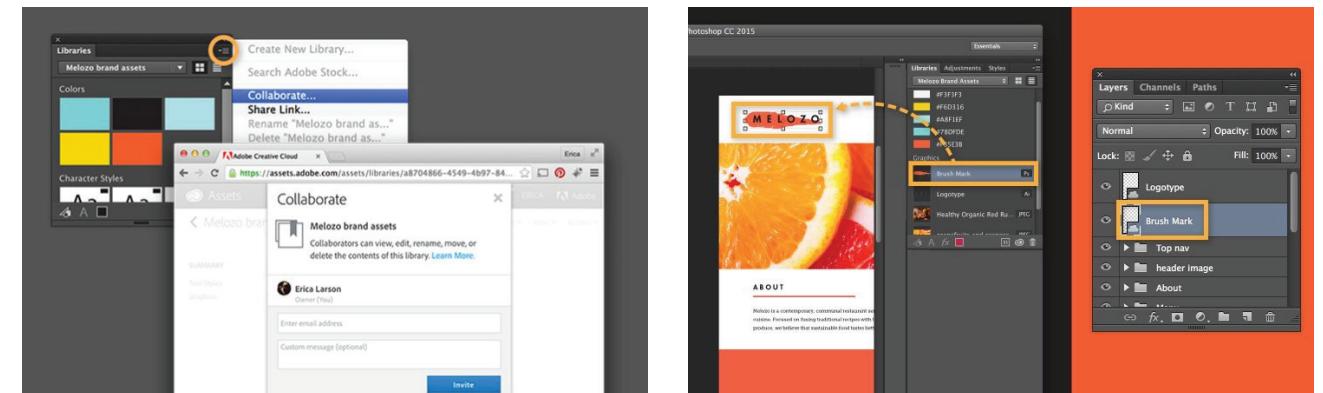
Up Next: Equip your team to collaborate successfully.

Equip your team to collaborate successfully
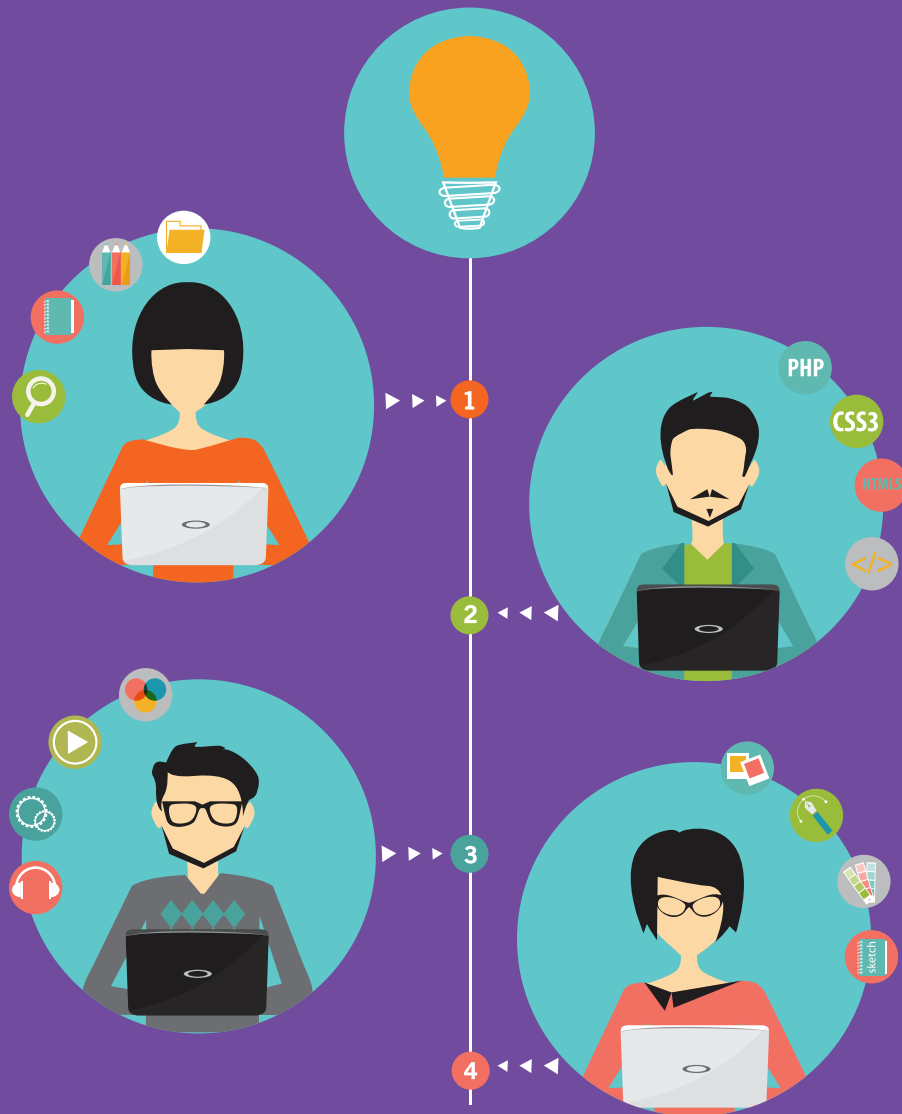
1 **Empower creatives to use the assets stored in Libraries**

- Suggestions: The Champion can host a lunch and learn or a hands-on tutorial.
- Make it easy: Creatives simply need to drag and drop the brand assets from the CC Libraries panel in the apps they know and love, like Photoshop and InDesign.

2 **Update brand guidelines in an instant**

- Identify changes: With your team, identify any brand guideline changes.
- Update once: Makes changes once within the Library.
- Rapidly reflected everywhere: When you update the Library, the brand guidelines will refresh throughout your materials – just like magic.

Success! You've saved your team from hours of mind-numbing work.

Up Next: Creative Ideas for how to use Creative Cloud Libraries.

Ready to experiment in new ways?
# Here are some inspiring tips:
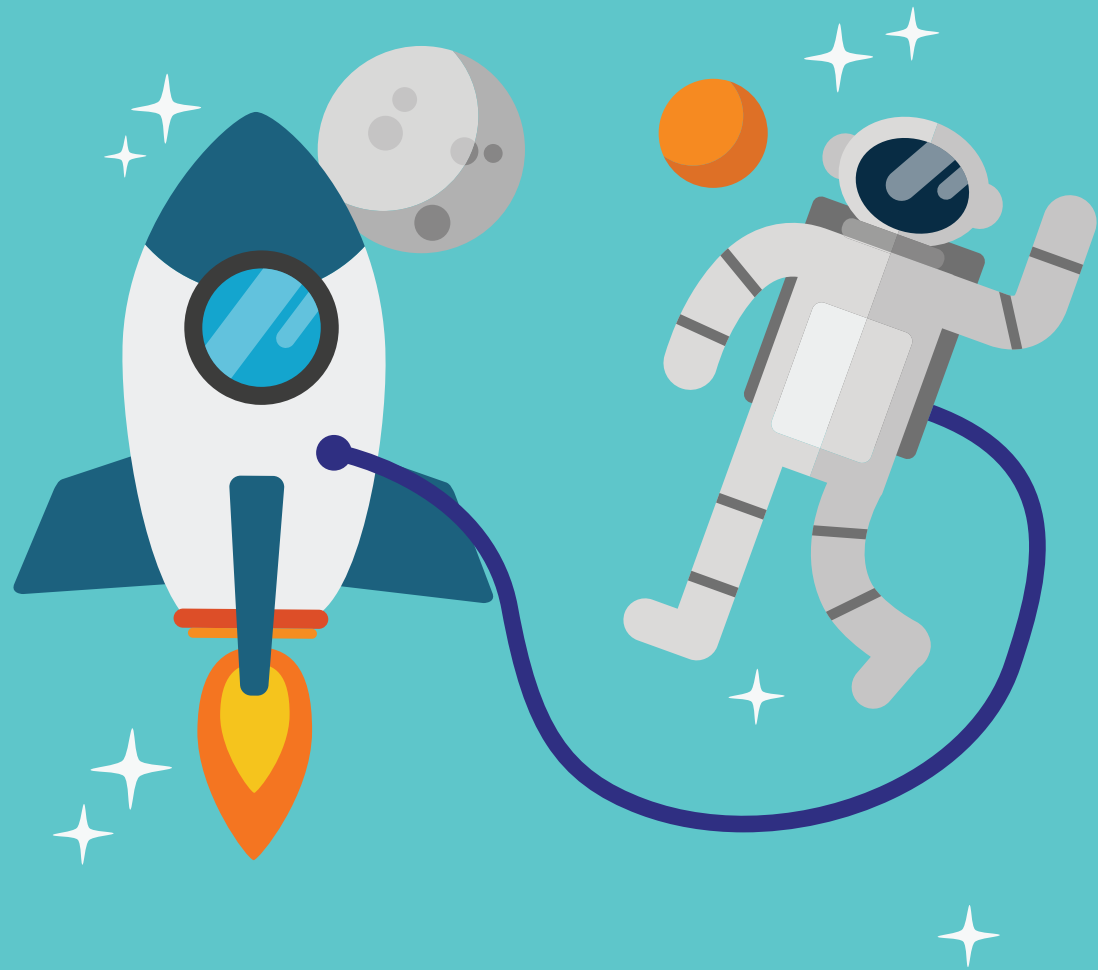
1 **Mood Boards**
Gather a set of inspirational assets to build a virtual "mood board" for your next project.

2 **UX Design**
Create a "kit" of user interface elements to quickly whip out screen prototypes.

3 **Style Guide**
Keep all your brand assets in one library that functions as your brand style guide with ready-to-use assets and the optional control of read-only access.

Up Next: The nitty gritty. Where can you access Creative Cloud Libraries?

Where can you access Creative Cloud Libraries?

Desktop
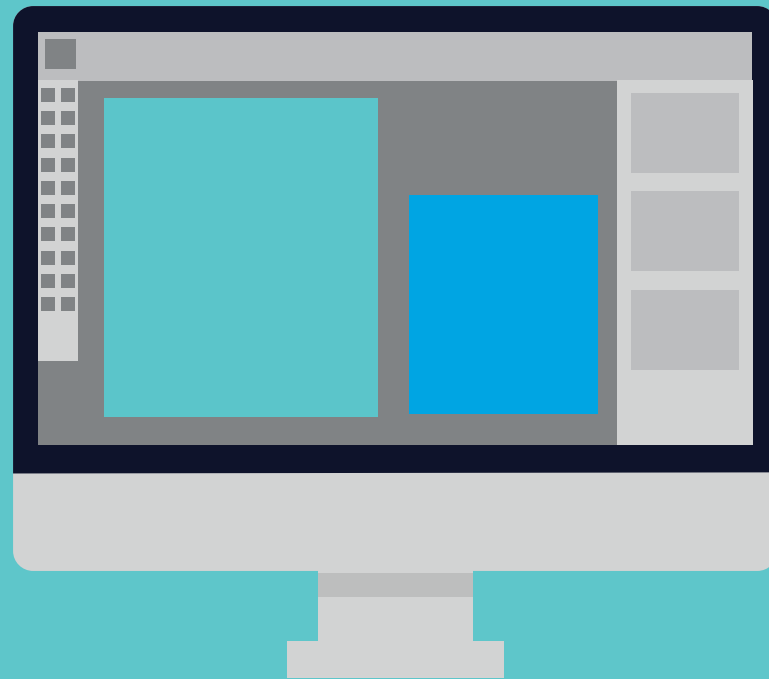
Photoshop
Illustrator
InDesign
Premiere Pro
After Effects
Dreamweaver
Muse

Mobile

Capture CC
Photoshop Fix
Illustrator Line
Comp CC
Premiere Clip
Photoshop Mix

We know creation spans many apps – that's why you can create, access, reuse, and share Libraries across the Adobe apps you know and love.

Looking for More?

Schedule an Expert Services session and we'll get you started:
https://helpx.adobe.com/enterprise/help/expert-services.html

Learn the ins and outs of collaborating with CC Libraries:

Libraries overview:
http://www.adobe.com/creativecloud/libraries.html

What you can do with Libraries in detail:
https://helpx.adobe.com/creative-cloud/help/libraries.html

Read-only Libraries to protect your brand and style guides:
https://blogs.adobe.com/creativecloud/collaboration-everywhere-with-read-only-creative-cloud-libraries-and-files/

Improve your productivity 10x with CC Libraries:
http://adobe.ly/1REqy5y

Adobe