

Adobe® Reader®

Usage guidelines for “Includes Adobe Reader” buttons

Contents

- 2 **Introduction**
- 3 **Specifications**
- 4 **Do’s and Don’ts**

Introduction

We created this signature specifically for you to indicate that your product includes or ships with the latest version of Adobe Reader software. You can use these “Includes Adobe Reader” buttons on packaging, advertising, and other printed marketing materials for your products that include Adobe Reader software. Note that if you currently display earlier versions of this button, it should be updated to reflect the newest version of Adobe Reader. We designed these buttons to resemble the Adobe Reader download button (“Get Adobe Reader”) so that you can benefit from the familiar icon that is widely present on the web.



Using the signature assures customers that they have quality software from Adobe to view your Adobe PDF documents. It also communicates your cooperative relationship with Adobe, a liaison that adds value to your—and our—reputation in the marketplace. We hope that your display of Adobe Reader buttons will help contribute to your success.

The first step is to license the Adobe Reader software by accepting the terms and conditions of the electronic End-User License Agreement and submitting the completed on-line license agreement supplement for distribution of the Adobe Reader software. See the Adobe web site at <http://www.adobe.com/products/acrobat/distribute.html?readstep>

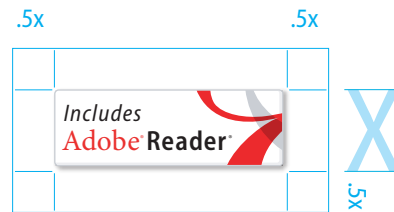
Specifications

Trademark attribution

Always use the following trademark attribution statement:
Adobe and Reader are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

For use of the Adobe logo or Reader button on localized Japanese materials intended for distribution primarily in Japan, include the following attribution statement:
Adobe and Adobe Reader are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

Minimum clear space



Clear space between objects should be no less than $.5x$ surrounding the signature.

Minimum size



Never use the signature smaller than 12 mm (.47").

Color specifications



The full color signature is the preferred usage.

Do's and Don'ts

Do's

- Display the signature only in the forms specified in this guide.
- Display the signature only in the colors specified.
- Reproduce the signature only from the electronic file provided by Adobe.
- Always position the signature alone and apart from other text and graphics, especially other trademarks and service marks.
- Make sure that the signature appears with the ® symbol as shown, and that the trademarks are attributed the correct trademark attribution statement (see below).
- Include a proper trademark attribution statement, as follows: *Adobe and Reader are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.*

For use of the Adobe logo or Reader button on localized Japanese materials intended for distribution primarily in Japan, include the following attribution statement: *Adobe and Adobe Reader are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.*

Don'ts

- Do not rotate, skew, redraw, repropotion, reproduce three-dimensionally, or otherwise alter the signatures or their elements in any way.
- Do not combine the signature with any other elements—such as logos, words, graphics, photos, slogans, or symbols that might seem to create a hybrid mark.
- Do not separate or display any of the signature component parts in isolation.
- Do not translate elements of the signature into another language or change it to another character set, such as Japanese or Arabic, without prior permission.
- Do not display the signature in a way that suggests that your product is an Adobe product, that Adobe Reader buttons are a part of one of your trademarks, or that your product is licensed from, developed, distributed or approved for use by Adobe.