



Adobe Flash Trademark Guidelines

Third-party guidelines for use of the Flash trademark | 16 October 2014

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Introduction

These guidelines have been developed to help our partners and customers who use or refer to Adobe's Flash family of products.

Flash is an Adobe trademark that is used with Adobe's multimedia authoring and playback systems based on its family of Flash software products, also referred to as Flash technology.

Use of the Flash trademark should always be in compliance with Adobe's Trademark Guidelines, which state in part that third parties may not incorporate or include, in whole or in part, any Adobe trademark into that third party's company name, product name, service name, trademark, logo or Internet domain name. You can find these general guidelines online at www.adobe.com/misc/agreement.html.

Except for such referential use as permitted in these supplemental guidelines, Adobe does not permit the use of the Flash trademark by companies other than Adobe for software, hardware, or other related products, unless the company has obtained a prior written license from Adobe to do so.

Companies who are not Adobe licensees but who claim to have technology that is compatible with Adobe Flash products may claim, if true, that their products are "compatible with Flash X" as long as nothing in the circumstances would create consumer confusion. Such companies may not use terms such as "Flash files," "Flash animation," or "Flash video" in connection with their clone products or product output.

Flash trademark usage

The Flash trademark must never be used as a generic term for animation, video, or any kind of file format or content. You should only use it as an adjective to describe an Adobe software product, and never as a verb or noun.

For example, the use of “Flash application” is incorrect because it refers to a third party application. Flash = Adobe. So, when talking about third party products, content, tools, etc. the generic terms should be used and not prefaced with our trademark “Flash”.

Q: If “Flash = Adobe” and “To build a Flash application” means “To build an application in Flash”, isn’t the use of “Flash application” in such cases acceptable?

A: While the interpretation of the phrase is understandable, it is the actual usage of the trademark that is the problem. Our trademarks should only be used when referring to Adobe products.

Flash = Adobe, not content interoperable with the Adobe Flash Player runtime software, and not an application published by another company, even if you used Adobe Flash Professional to create the application. If Adobe did not create and publish the application, you should not label it a “Flash application.” You should not refer to your developer application as a “Flash application” to indicate interoperability with the Adobe Flash Player runtime software.

You may however use the Flash trademark when referencing applications created by Adobe Flash Professional software. For example, “You can build an application using Adobe Flash Professional.” In these cases, you should always be referring to the product by its full name (i.e., Adobe Flash Professional software, Adobe Flash technology, etc).

Adobe’s Flash trademark should be used only as an adjective to describe the Flash developer tools and the related Flash Player client runtime from Adobe, and not in any other manner.

Also, Flash=the Adobe authoring tool, Adobe Flash Professional and related developer tools, like Adobe Flash Builder. When you talk about the runtime or the authoring tool, please use the full product names: Adobe Flash Player (“Flash Player” in secondary references); Adobe Flash Professional (“Flash Professional” in secondary references). Otherwise, the messaging is confusing. Be specific when using Adobe’s Flash trademark.

Do’s

- Always capitalize “Flash.”
- Do use “Flash” as an adjective to describe the product, i.e. Flash Professional software.

Don’ts

- Don’t use “Flash” as a verb.
- Don’t use “Flash” as a noun or generic term for animation, content, video, or to describe the output format.
- Don’t use in the possessive form or with a hyphen, i.e. “Flash’s” or “Flash-animated.”

Flash trademark usage, continued

Third parties who implement products or services using Adobe's SWF or FLV file format specification may not use "Flash" in the name of their product or service.

- If a third party has fully complied with one of the above specifications, they may refer to its product(s) or service(s) as "Flash Player compatible" or as featuring "Flash Player compatible output", but not as being "Flash Enabled"
- Third parties may not refer to output files from their product or services as "Flash files," "Flash animation," or "Flash video files." Nor may third parties use "Flash files", "Flash animation," "Flash video," or "Flash content" when referring to the files or content that are compatible with their products or services.

Further, third parties should not describe any output as .SWF or .FLV extensions unless they have fully complied with the SWF and FLV File Format Specification. Third parties may not refer to any other file extensions or products as "Flash Player compatible" or "Flash Player compatible output" unless they are under license from Adobe.

For more information about licensing, please visit www.adobe.com/licensing.

Describing video output files

You should refer to output from Flash Professional or Adobe Video Encoder as a .SWF file, a .FLV file, or as “Flash Player compatible” or “video for Adobe Flash Player.”

You should never use “Flash file,” “Flash video,” “Flash animation,” or similar terms containing Adobe’s Flash trademark to describe a type of file or content.

In communications, you should define the file format in the initial reference; afterwards you may use just the format extension (e.g. FLV playback). Example: “Use Adobe Premiere Pro to export FLV files – the video format compatible with the Adobe Flash Player runtime.”

Definition of Flash terms

Terms	Definition
Adobe Flash Player	client runtime
Adobe Flash Player compatible	video or animation content that is compatible with or plays on Adobe Flash Player
Adobe Flash Professional	authoring tool
Adobe Flash technology	refers to all or specific products under the Flash brand
Adobe Flash	refers to Flash Professional, Flash Builder, or Flash Catalyst authoring tools (not Flash Player)
Flash	refers to Flash Professional, Flash Builder, or Flash Catalyst authoring tools (not Flash Player)
FLV files	refers to the output filetype created using Adobe Flash Professional
video for Adobe Flash Player (note the lowercase "v")	video output that is compatible with or plays on Adobe Flash Player
Adobe Flash software	alternate for Adobe Flash technology - refers to all or specific products under the Flash brand
Adobe Flash authoring tool	Adobe Flash Professional, Flash Builder, or Flash Catalyst
Full web browsing with Adobe Flash Player	general statement for devices that run Adobe Flash Player
Full web with Adobe Flash Player	general statement for devices that run Adobe Flash Player

Terms to avoid and alternate acceptable terms

- The Flash trademark must never be used as a common verb, a noun, or a generic term for animation, content, video or to describe the output format.
- The Flash trademark should always be capitalized and should never be used in possessive form, with a hyphen, or as a slang term. It should be used as an adjective to describe the product, and should never be used in abbreviated form.
- In all acceptable terms below, “Adobe” can be dropped if the product name has been used in full elsewhere in the same communication.

Terms to avoid:	Instead, use:
Flash animation	<ul style="list-style-type: none"> • animations for Adobe Flash Player • Adobe Flash Player compatible animation • animations created with Adobe Flash (<i>meaning one of the authoring tools Flash Professional, Flash Builder or Flash Catalyst</i>)
Flash video	<ul style="list-style-type: none"> • video for Adobe Flash Player • Adobe Flash Player compatible video • video created with Adobe Flash (<i>meaning one of the authoring tools Flash Professional, Flash Builder or Flash Catalyst</i>) • video runs [displays] in Adobe Flash Player
Flash game	<ul style="list-style-type: none"> • game for Adobe Flash Player • Adobe Flash Player compatible game • game created with Adobe Flash (<i>meaning one of the authoring tools Flash Professional, Flash Builder or Flash Catalyst</i>) • game runs [played] in Adobe Flash Player
Flash content	<ul style="list-style-type: none"> • content for Adobe Flash Player • Adobe Flash Player compatible content • content created with Adobe Flash (<i>meaning one of the authoring tools Flash Professional, Flash Builder or Flash Catalyst</i>) • content runs [displays] in Adobe Flash Player
Flash file	FLV file
Flash video file	FLV file
Flash enabled or Flash-enabled (<i>Flash may not be hyphenated</i>)	Adobe Flash Player compatible
Adobe Flash in HD (<i>implies “Adobe Flash” is content, not technology</i>)	HD video for Adobe Flash Player
Flash phone or Flash device	<ul style="list-style-type: none"> • Adobe Flash Player compatible phone/device • phone/device that runs Adobe Flash Player • phone/device with Adobe Flash Player • phone/device features Adobe Flash Player • phone/device includes Adobe Flash Player • phone/device supports Adobe Flash Player
Flash-compatible (<i>Flash may not be hyphenated</i>)	<ul style="list-style-type: none"> • Adobe Flash Player compatible • supports Adobe Flash Player

Usage examples

Incorrect	Correct
I used Flash to create the cartoon.	I used Adobe Flash technology to create the cartoon.
The teacher made Flash videos to present to the class.	The teacher made .FLV files using the Adobe Flash Video Encoder product.
Our products create Flash animations. [Similar changes for “content” or “files” in place of “animation.”]	Our products create animation which can be viewed using the Adobe Flash Player.
Our product exports Flash files [Flash Video].	<ul style="list-style-type: none">• Our product exports .SWF [.FLV] files that are Adobe Flash Player compatible.• Our products are Adobe Flash Player compatible.
We provide comprehensive support for streaming and progressive download of Flash Video.	We provide comprehensive support for streaming and progressive download of .FLV files, playable in Adobe Flash Player.
The speaker described XYZ’s Flash component.	The speaker described XYZ’s component for Adobe Flash Professional software.
The company prides itself on its Flash APIs.	The company prides itself on its APIs for ActionScript language.
Use of this tool will provide broader file format support, e.g. you will be able to review and play back Flash video files as well as image sequences.	<ul style="list-style-type: none">• Use of this tool will provide broader file format support, e.g., you will be able preview and play back Adobe Flash Player compatible .FLV and .SWF files, as well as image sequences.• Use of this tool will provide broader file format support, e.g., you will be able review and playback .FLV and .SWF files, as well as image sequences.
Using this product, one can easily embed Flash software animations.	Using this product, one can easily embed animations created with Flash Professional software.
Adobe Bridge provides direct playback of Flash files.	Adobe Bridge provides direct playback of Adobe Flash Player compatible .SWF and .FLV files.
To build a Flash application, you typically perform the following basic steps:	To build a SWF application, you typically perform the following basic steps:
You can create permanent libraries in your Flash application that are available whenever you start Flash.	You can create permanent libraries in your SWF application that are available whenever you start the Flash Player.
Unicode text encoding in Flash applications	Unicode text encoding in SWF applications.
Not all fonts displayed in Flash can be exported as outlines with a Flash application.	Not all fonts displayed in the Flash Player can be exported as outlines with a SWF application.
The onSoundComplete event of the ActionScript 2.0 Sound object lets you trigger an event in a Flash application based on completing an attached sound file.	The onSoundComplete event of the ActionScript 2.0 Sound object lets you trigger an event in a SWF application based on completing an attached sound file.
To eliminate the need to first activate Flash Player so that users can interact with Flash content, Flash publishes HTML templates that you can use to embed Flash SWF files	To eliminate the need to first activate Flash Player so that users can interact with [rich media] content, Flash [Professional] publishes HTML templates that you can use to embed SWF files
If you’re creating Flash content for mobile devices, Flash also lets you include device sounds in your published SWF file.	If you’re creating content for mobile devices, Flash [Professional] also lets you include device sounds in your published SWF file.

Product name & legal lines

1st & most prominent use	Secondary uses	Incorrect	Trademark attribution
Adobe Flash Builder	Flash Builder		Adobe, Flash, Flash Builder
Adobe Flash Player	Flash Player		Adobe, Flash
Adobe Flash Professional CC	Flash Professional	Flash Pro	Adobe, Flash

Legal lines

Please include an attribution statement, which may appear in small, but still legible, print, when using any Adobe trademarks in any published materials—typically with other legal lines at the end of a document or on the copyright page of a book or manual.

Adobe's standard attribution statement format is:

List of Adobe marks used, beginning with "Adobe" and "the Adobe logo," if used, followed by any other marks (in alphabetical order) "are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries."

Example:

Adobe, the Adobe logo, Flash, and Flash Builder are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

For more information

Each use of Adobe assets must be sent for review before being deemed final.

Please send a PDF or link to the website where you plan to use an Adobe asset to brandapproval@adobe.com, copying your Adobe partner marketing or business development contact, if applicable. Please allow for a 24-hour turnaround.

For brand questions, please e-mail: askbrand@adobe.com

