

Adobe Express

Control brand chaos and scale your brand reach by empowering every team in your company to self-serve on-brand content with ease



Empower your teams to create on-brand content

Surging content demands are driving unauthorized usage of rogue tools across your company, creating brand chaos and compromising your brand and business efficiency.

Key business benefits of Adobe Express:

Control brand chaos with on-brand content

Control brand chaos and scale your brand reach with company-wide access to on-brand assets

- Share approved templates with locked elements and style controls so users stay on-brand
- Easily share and apply brand kits to ensure on-brand creation across teams
- Unlock instant access to approved templates and assets in a brand-customized Home experience
- Enhance templates with premium Adobe Stock images & videos

Create standout content with ease

Create standout content with Adobe's quick & easy content creation app

- Quickly edit approved graphics and videos with an all-in-one editor and Quick Actions
- Instantly resize content to match multiple channels and generate translations for different regions
- Use industry-leading AI for precise edits, such as insert or remove objects
- Easily import, enhance and stylize PDFs in Express

Protect your business with commercially-safe AI

Empower your teams with commercially-safe AI tools they need before they adopt tools on their own outside of your IT governance

- Generate content with confidence using Adobe Firefly gen AI models, which are designed to be commercially safe
- Minimize rogue app usage with tools centrally managed through the Adobe Admin Console
- Streamline user management with automated provisioning, audit logs, and licensing reports
- Protect your IP by ensuring your content stays with you when employees leave

Break through critical content bottlenecks

Solve the content bottleneck with integrated creative and marketing workflows

- Connect creative teams with the entire company via Creative Cloud interop to keep teams in sync
- Collaborate in real-time with live co-editing and Projects
- Easily manage review & approval workflows in one place

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 AG

"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 & Young