

Adobe **Express**

Level Up Your Day

From Mundane to Marketing Masterpiece



Let's recap our conversation

Teams are under pressure to deliver high-quality content faster, but traditional workflows make it hard to keep pace. Adobe Express offers a fast, efficient way to create assets with templates, Adobe Stock visuals, and generative AI-powered tools. Teams can quickly design, edit, and publish ready-to-use content that keeps campaigns moving in real-world marketing timelines.

Adobe Express can help you to:



Design ready-to-publish assets fast.

Create high-quality content quickly and easily, even without a design background.



Keep campaigns consistent and commercially safe.

Reuse styles to ensure quality across every asset, and ensure outputs are safe for business.



Publish and share from one place.

Deliver content directly from the Adobe Express workspace — to anyone — for faster turnaround.

Step-by-step demo tutorials

Importing Content into Adobe Express

1. Log in to Adobe Express at express.adobe.com using your business email.
2. On the homepage, click Start from your own content.
3. Select the document you want to import (e.g., a Microsoft Word file).
4. Wait for the document to import with high fidelity into Adobe Express.

Step-by-step demo tutorials

Applying Brand Kit to a Document

1. On the left-hand side of the screen, locate your brand kit.
2. Select your preferred font from the available options.
3. Adjust the font style (e.g., switch to Book or another style).
4. Add a header by selecting and customizing the text element.
5. Use design elements like shapes to highlight specific sections.
6. Access the layers panel on the right-hand side to manage design elements.

Step-by-step demo tutorials

Adding Images and Removing Backgrounds

1. Click the Media tab to access Adobe Stock photos.
2. Select an image and drag it into your document.
3. Use the Quick Actions menu to remove the background of the image.
4. Wait for the background removal process to complete.
5. Adjust the image placement (e.g., edge-to-edge or with a background).

Step-by-step demo tutorials

Creating a Reusable Template

1. Click the Share button in the top-right corner of the screen.
2. Select Convert to a template from the sharing options.
3. Name the template and write a template note if needed.
4. Share the template with your team or collaborators.

Locking Elements in a Template (premium feature)

1. Select the element you want to lock (e.g., a logo or text box).
2. Click Lock to prevent any changes to the element.
3. For text boxes, click Lock and allow text replacement to allow text edits while preserving size and font.
4. Use additional style controls on the left-hand side to manage locked elements.

Step-by-step demo tutorials

Collaborating on a Document

1. Click the Share button in the top-right corner of the screen.
2. Add collaborators by entering their email addresses.
3. Alternatively, copy a link and share it via Slack or other communication tools.
4. Choose between Collaborate or View Only access for collaborators.
5. Use the Comments feature to leave feedback directly on the document.

Step-by-step demo tutorials

Using Templates for Quick Design

1. Browse thousands of templates available in Adobe Express.
2. Select a template that fits your needs.
3. Replace placeholder text and images with your own content.
4. Upload your brand materials to create a library for reuse.

Integrating Adobe Express with Other Adobe Tools

1. Import content from Adobe Photoshop, InDesign, or other Adobe apps.
2. Use Adobe Stock for photos, videos, and audio directly within Adobe Express.
3. Access Adobe Fonts to customize typography in your designs.
4. Export your design back into other Adobe tools for further editing.

Your questions answered

For folks who are comparing other products out there, why Adobe Express? What does Express do that competitors do not?

Adobe Express is the only product on the market that's commercially safe for business.

Adobe Express includes seamless integration with other Adobe tools like Photoshop, InDesign, Adobe Stock, and Adobe Fonts. This interoperability allows for a smooth workflow across Adobe's ecosystem.

Adobe Express is designed to be both user-friendly for non-designers and sophisticated enough for professionals. Its browser-based platform and mobile app make it accessible to everyone.

The inclusion of Adobe Stock assets and third-party add-ons further enhances its capabilities, making Adobe Express a unique and versatile tool.

Your questions answered

Why are templates housed in projects instead of brand folders?

The templates capabilities in Adobe Express were re-engineered to support a more intuitive, performance, and scalable workflow for creating your own custom templates. The following improvements are available as a result of these changes:

- Save and organize templates in your files, folders, and projects
- Edit templates after they've been created
- View additional information about a template in the preview, including all pages in the template and information about any template settings
- Link multiple brands to a template to enforce brand style restrictions
- Determine whether to include a template support contact and customize the contact name
- Support for adding pages of a template to existing files
- Improved performance and feature stability

Your questions answered

Can you create templates with limited options for changes?

Yes, Adobe Express provides a premium feature that allows users to lock elements in templates, ensuring certain design aspects (e.g., logos, font sizes) remain unchanged. It also offers a *lock and allow text replacement* feature, enabling users to edit text while preserving the design structure. Additional style controls are available for further customization.

What is the experience like if you want to make a reusable template and collaborate with others beyond just a one-off document?

Click the Share button and invite collaborators via email or a link through platforms like Slack. Users can set permissions for collaboration or view-only access. Additionally, documents can be converted into reusable templates, allowing teams to use them consistently while locking certain elements to maintain design integrity.

Other resources for inspiration

- Tutorials: [Learn Adobe Acrobat](#)
- Product page: [Adobe Express](#)
- Solutions overview: [Adobe Express for Teams](#)
- Blog: [Red Hat accelerates on-brand content creation with Adobe Express](#)
- Remixable link: [From Mundane to Marketing Masterpiece Express template](#)

Try for yourself — ideate, generate, and collaborate with the next evolution of creative AI.

[Create with Express](#)

**Want to learn more about
Adobe Express for Business?**

[Request info](#)

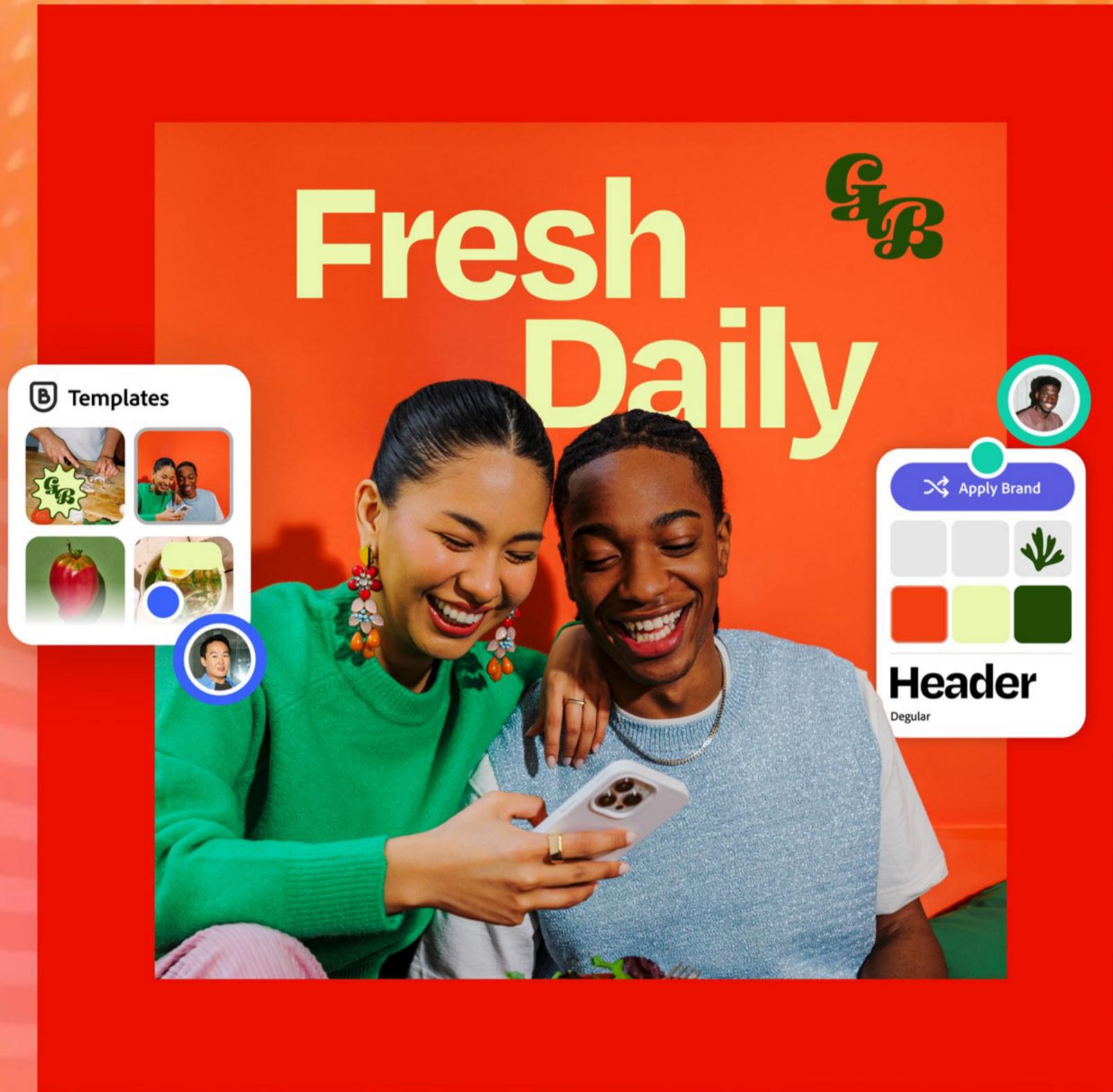
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