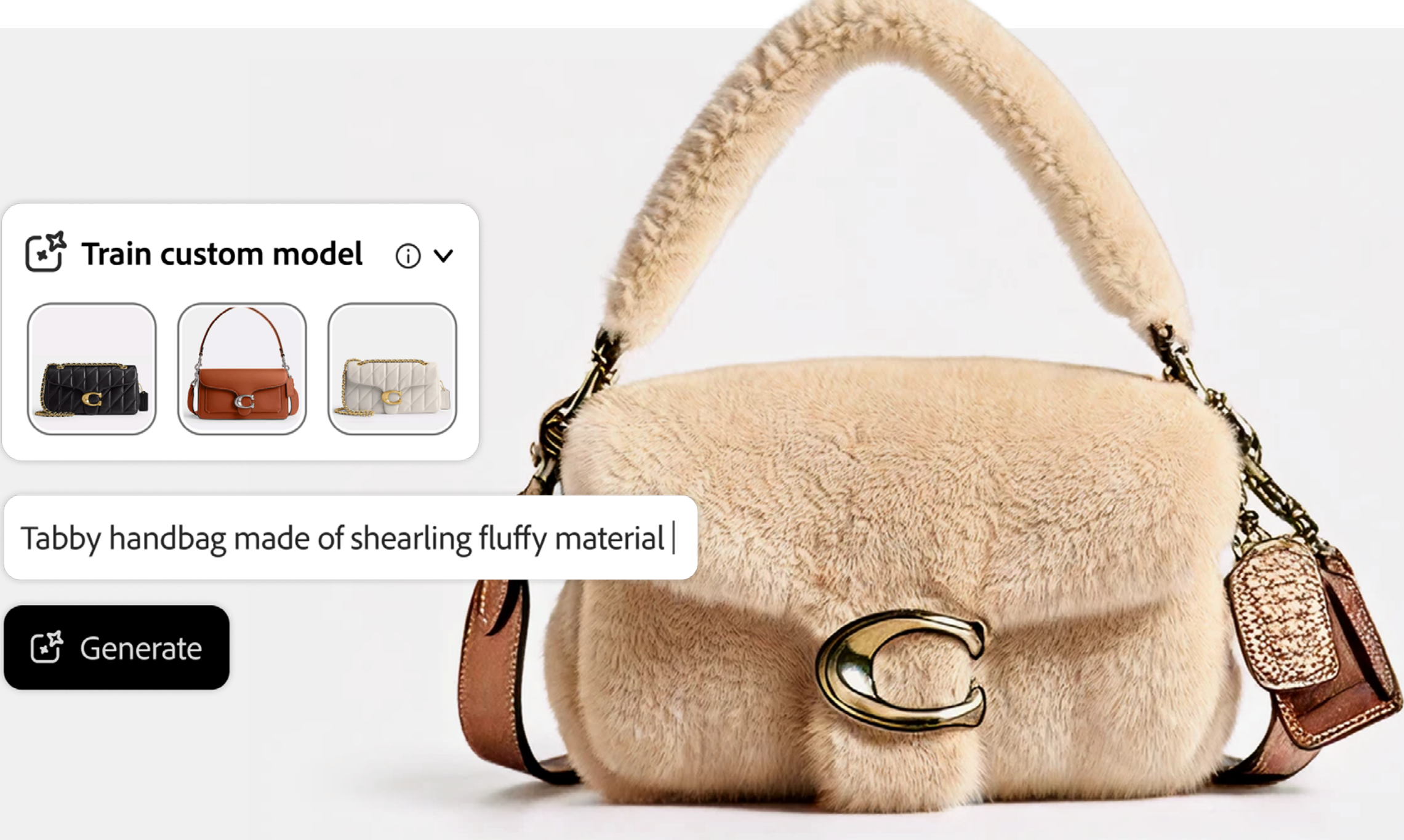**Adobe Firefly**

A customer guide to customized generative AI.

Scaling your brand while maintaining control has never been more complex or critical. With tailored generative AI, you can produce a vast amount of content, nurture your team's creative spirit, and protect your brand at the same time.

Adobe Firefly Custom Models let you train commercially safe generative AI models on your assets so your teams can create on-brand content with simple text prompts. Major organizations are already using this cutting-edge technology in innovative ways, fostering creativity and streamlining production for success on a previously unimaginable scale.

Coach transforms product storytelling with Firefly.

> "We felt confident in what Adobe Firefly could generate, and the result from our customized model will dramatically change how we support our brands from concept to consumer."
>
> J.J. Camara
> Senior Director of Digital Product Creation
> Tapestry

To meet soaring demand for digital twins, Coach trained Adobe Firefly on its own product imagery. Now, when designers enter a text prompt like "shearling Tabby handbag," Firefly generates visuals so on brand that they mimic the look, material, and style of an existing product.

Business impact:
- Faster concept testing aligned with real product specs
- Consistent visuals across marketing and product design
- Early feedback from consumers using digital prototypes
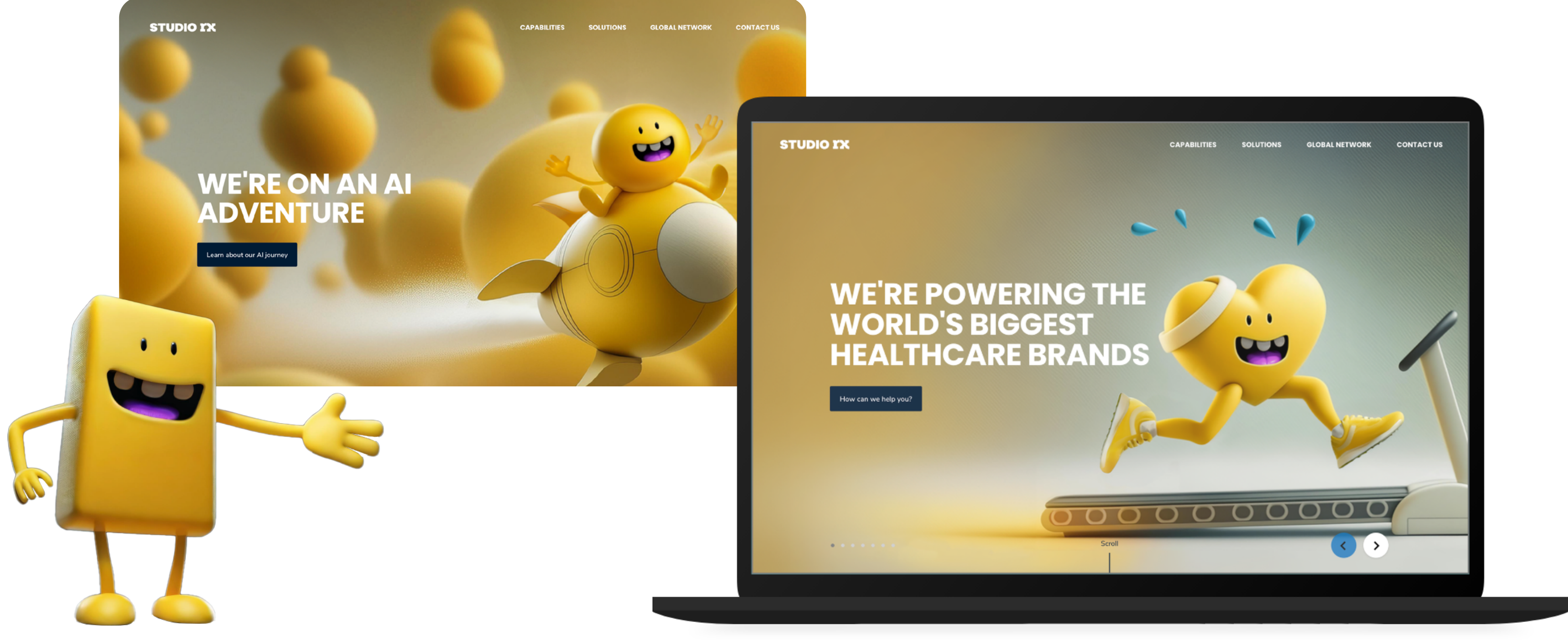
## Studio Rx reimagines brand identity — 5x faster.

Studio Rx used Firefly to bring its new brand characters, the "Rxies," to life in just 10 days — five times faster than before. By training a custom model with its original sketches, the team generated a full suite of on-brand content that retained the handcrafted feel of the artist's work.

Business impact:
- 5x faster production timeline
- Hand-drawn style preserved through AI
- New assets created at scale for multichannel use

> "We knew we had trusted technology that could provide the efficiency gains we were looking for while enabling us to maintain creative control over the content."
>
> Matt Hall
> Executive Creative Director
> Studio Rx
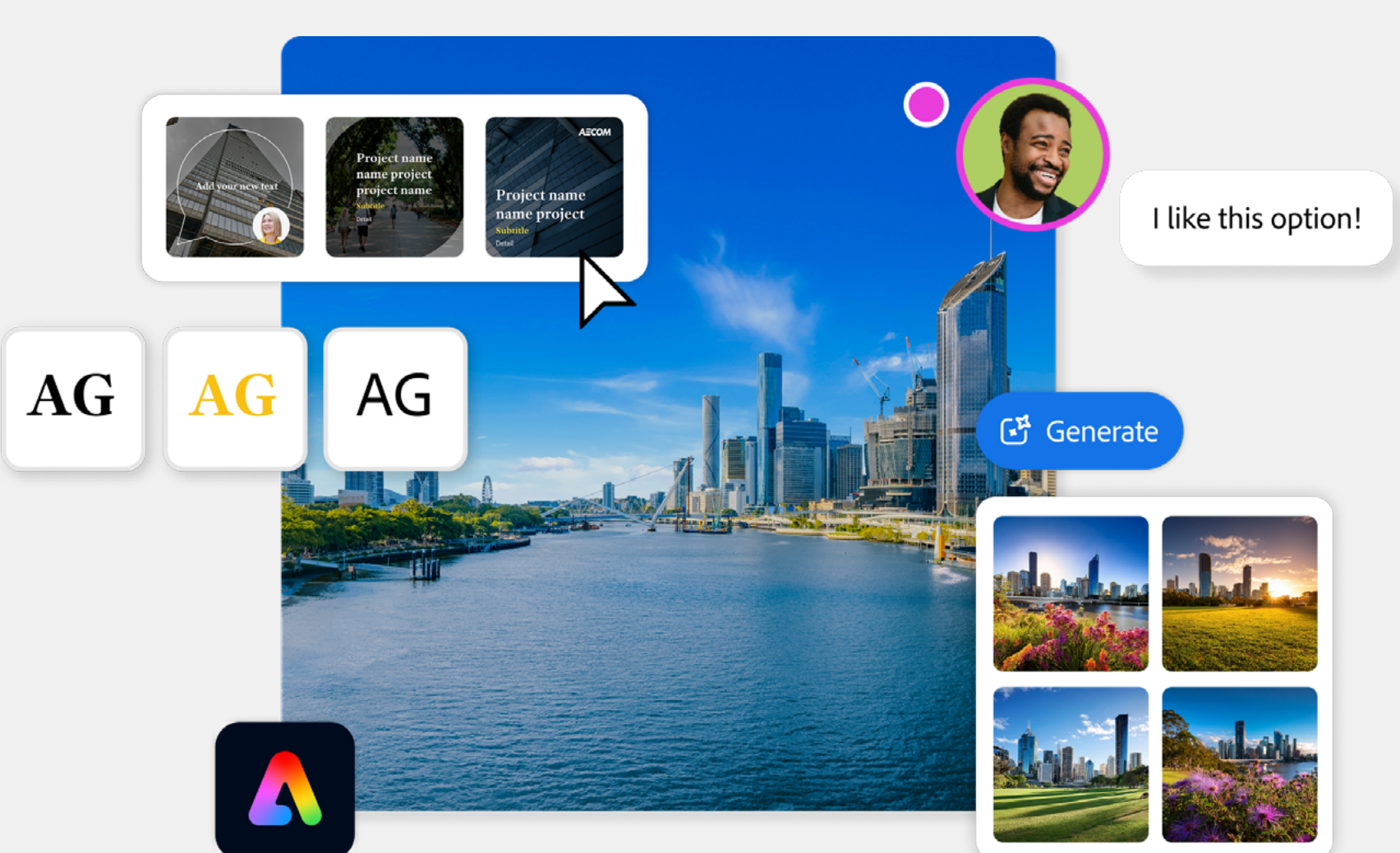
AECOM fosters high-speed creativity.

AECOM's creative teams are using Adobe Firefly to produce branded visual storyboards in days instead of weeks. The next stage of its strategy is training Custom Models to scale on-brand content.

> "What used to take weeks can now be done in just a couple of days with the Adobe tools. It's a game changer for us and for our clients, who see us as incredibly agile and responsive."
>
> John Van Der Holst
> Technical Practice Lead
> AECOM

Monks scales campaigns while staying on brand.

Monks' diverse, global clients demand a constant flow of compelling visuals. Using Custom Models, Monks can train Firefly on a client's unique brand style, allowing teams to quickly generate content that's both on-brand and highly adaptable.

> "The real benefit for brands is that AI helps reach larger audiences. Because we can create variations faster, people will see content made for them on their preferred channel, strengthening their connection to a brand."
>
> Michael Dobell
> Executive VP of Innovation
> Monks

Deloitte Digital blends speed and storytelling.

With Adobe Firefly, Deloitte Digital reshaped its global visual language and drastically sped up asset creation across 30 markets. At the heart of this transformation is Orb Foundry, a tool integrated with Firefly that lets teams create vivid 3D brand elements with just a text prompt.

> "We were able to build our brand in a way that allows teams to personalize their work, all while staying consistent with brand guidelines and freeing up creatives to do deeper, more innovative work."
>
> Mark Singer
> US CMO and Agency Lead
> Deloitte Digital

Adobe Brand Studio leads with human creativity.

The team used Firefly to turn abstract designs into hundreds of custom assets for visually explosive installations, all reflecting a theme of creative possibility. Firefly enhanced the team's output while preserving the integrity and personality of hand-crafted design, highlighting how AI can be a creative ally, not a replacement for human creativity.

> "We wanted Firefly to be a key part of the process, but we didn't want to lose the hand of the creator."
>
> Michael Jarrott
> Creative Director
> Adobe
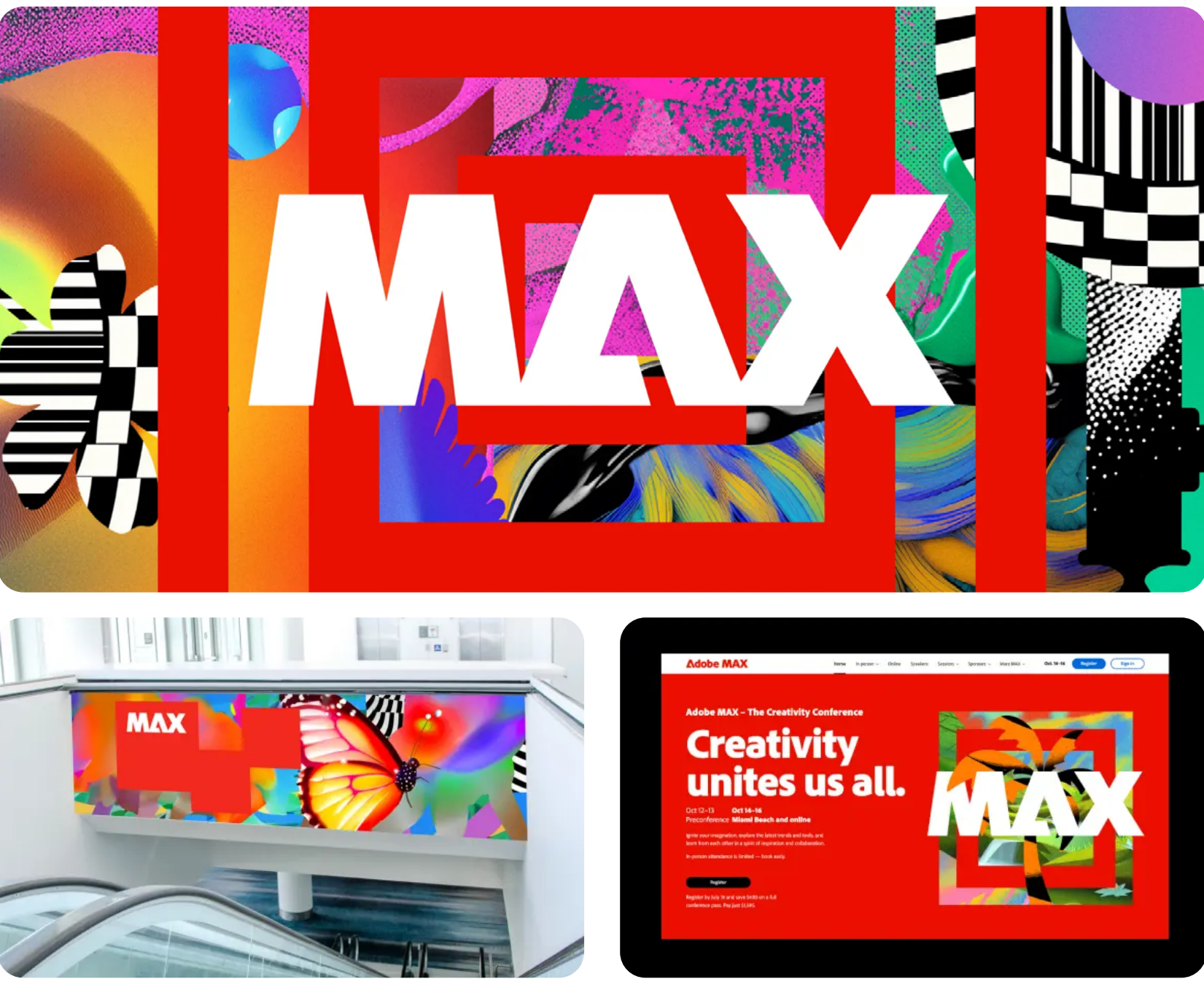
Scale creativity. Stay in control.

With enterprise-level security and governance, Custom Models ensure that your brand's assets are only made available to your organization. You control permissions across teams and workflows. Credentials and provenance details show what was created using a custom model, and you can rest assured that foundational Firefly models are safe for business since they are trained on licensed and public-domain content.

We do not train our foundational Firefly generative AI models on your enterprise content.

[Request a demo]　[Learn more]

Sources:
"AECOM: Building stories that move the world," Adobe, 2025.
"Coach reimagines handbag design process with Adobe Firefly generative AI," Adobe, 2025.
"How 5 iconic brands use Firefly generative AI to turn dreams into reality," Adobe, 2024.
"Reimagining our global brand with Generative AI," Deloitte, 2024.
"Unleashing creativity with help from generative AI," Adobe, 2025.