



Getting Started

with

ADOBE EXPRESS

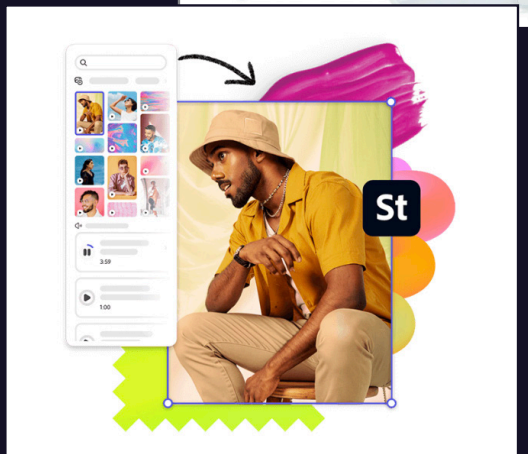
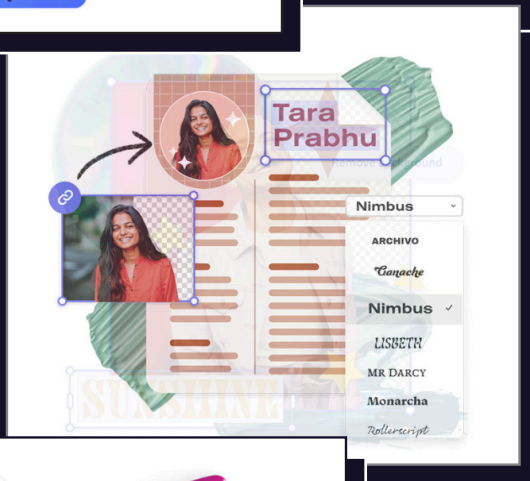
at

SONOMA STATE

UNIVERSITY



Adobe Express



Adobe Express is a user-friendly design tool available to the Sonoma State University community.

Whether you're staff, faculty, or a student, it allows you to quickly create polished graphics for newsletters, class materials, or campus events. The platform offers thousands of templates, fonts, icons, and royalty-free images, making it easy to produce flyers, social media posts, presentations, and more.

Like Canva, Adobe Express provides intuitive, web-based design tools with drag-and-drop functionality and built-in creative assets. It's also available as a mobile app, giving you the flexibility to design wherever you are. With no advanced design skills needed, it's a convenient way to create professional-quality content on the go.



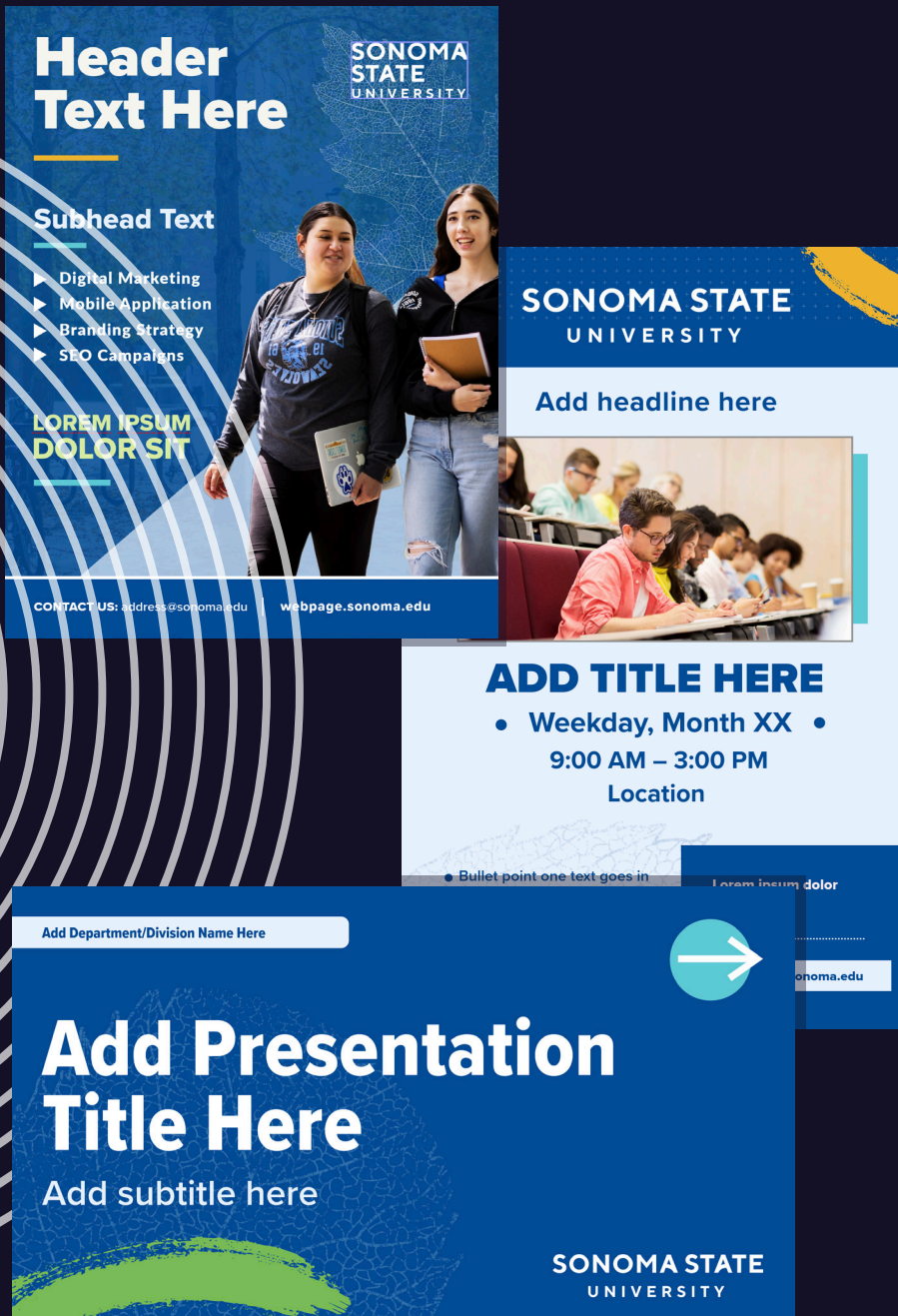
WHY USE ADOBE EXPRESS AT SSU?

- No design background needed
- Easy drag-and-drop interface
- Templates tailored to common campus needs
- Works great for print and digital materials
- **FREE** for SSU employees and students

Sonoma State University employees and students are eligible to sign up for the full version of Adobe Creative Cloud. This includes access to the entire suite of Adobe tools, such as Photoshop, Premiere Pro, and services like Adobe Creative Cloud Libraries.

With Adobe Express and Creative Cloud Libraries, it's easy to design graphics that align with Sonoma State's official brand. You can quickly apply university colors, fonts, and logos, and take advantage of ready-made templates to streamline your design process.

Access Adobe Creative Cloud



SONOMA STATE BRANDED TEMPLATES

Sonoma State University is introducing new Adobe Express templates tailored for schools and departments to support consistent, professional marketing materials.

These templates will be housed in toolkits that also include official logos, color palettes, and other design assets. Designed for ease of use, the templates cover standard collateral such as posters, presentations, and flyers, helping campus groups create branded content quickly and effectively.

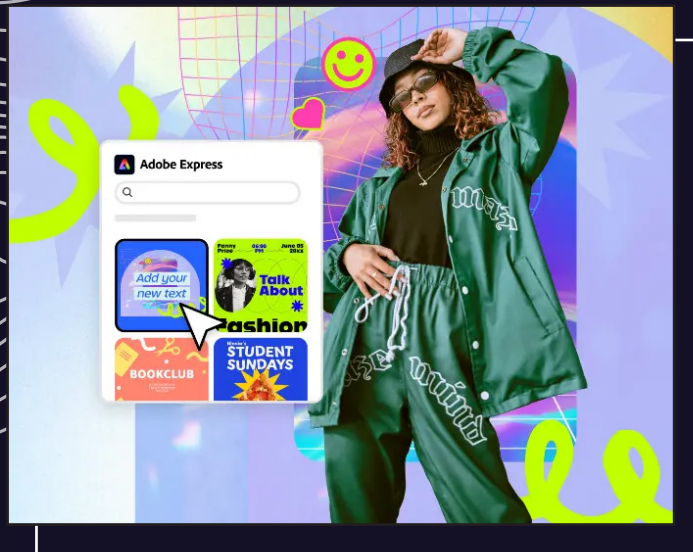


DESIGN BEST PRACTICES

Using design best practices is essential for creating clear, engaging, and effective visual communications. Good design helps guide the viewer's attention, reinforces your message, and builds trust and professionalism.

Whether you're designing a flyer, social media post, or presentation, following basic principles like alignment, contrast, consistency, and readability ensures your content is not only visually appealing but also easy to understand. Thoughtful design can make a big difference in how your message is received and remembered.

Graphic Design Basics Tutorial



LOGO FILES, BRANDING BASICS

To ensure consistent use of the Sonoma State University logo and brand, we ask faculty, staff and students to take our short, online Branding Basics course, after which you will be given access to logo files and other brand assets, as needed.

Please contact Creative Services to take the course.

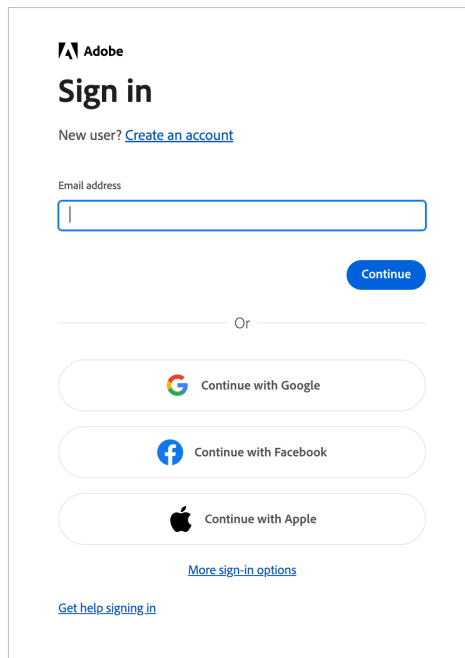
Take the Branding Course

ACCESSING ADOBE EXPRESS

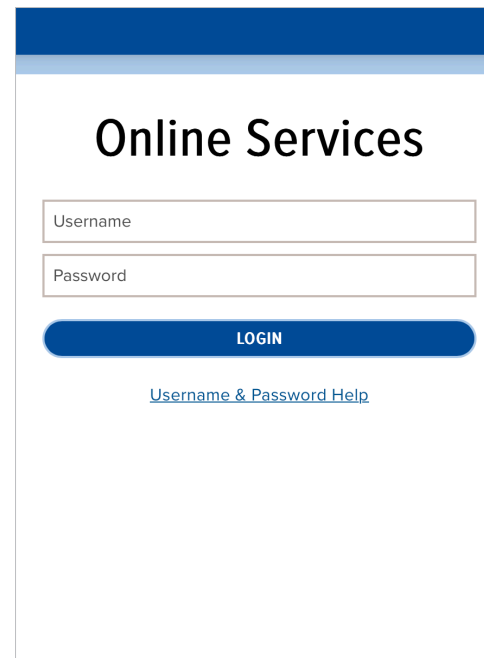
Adobe Express can be accessed on the web or you can download the app for your desktop or mobile device.

Web Version

Download Desktop App



The Adobe Sign in screen features the Adobe logo at the top left. Below it is the heading "Sign in" and a link for "New user? [Create an account](#)". A text input field for "Email address" is followed by a blue "Continue" button. Below this, an "Or" separator is shown. Three social login buttons are provided: "Continue with Google" (with the Google logo), "Continue with Facebook" (with the Facebook logo), and "Continue with Apple" (with the Apple logo). At the bottom, there are two links: "[More sign-in options](#)" and "[Get help signing in](#)".



The Online Services login screen has a blue header. The main heading is "Online Services". Below this are two text input fields: "Username" and "Password". A blue "LOGIN" button is positioned below the password field. At the bottom, there is a link: "[Username & Password Help](#)".

LOGGING INTO EXPRESS

- Enter your SSU username on the Adobe login screen.
- You will be redirected to the SSU login page, where you will enter your SSU username and password.
- After completing the login process you will be redirected back to Adobe Express.

Helpful Links

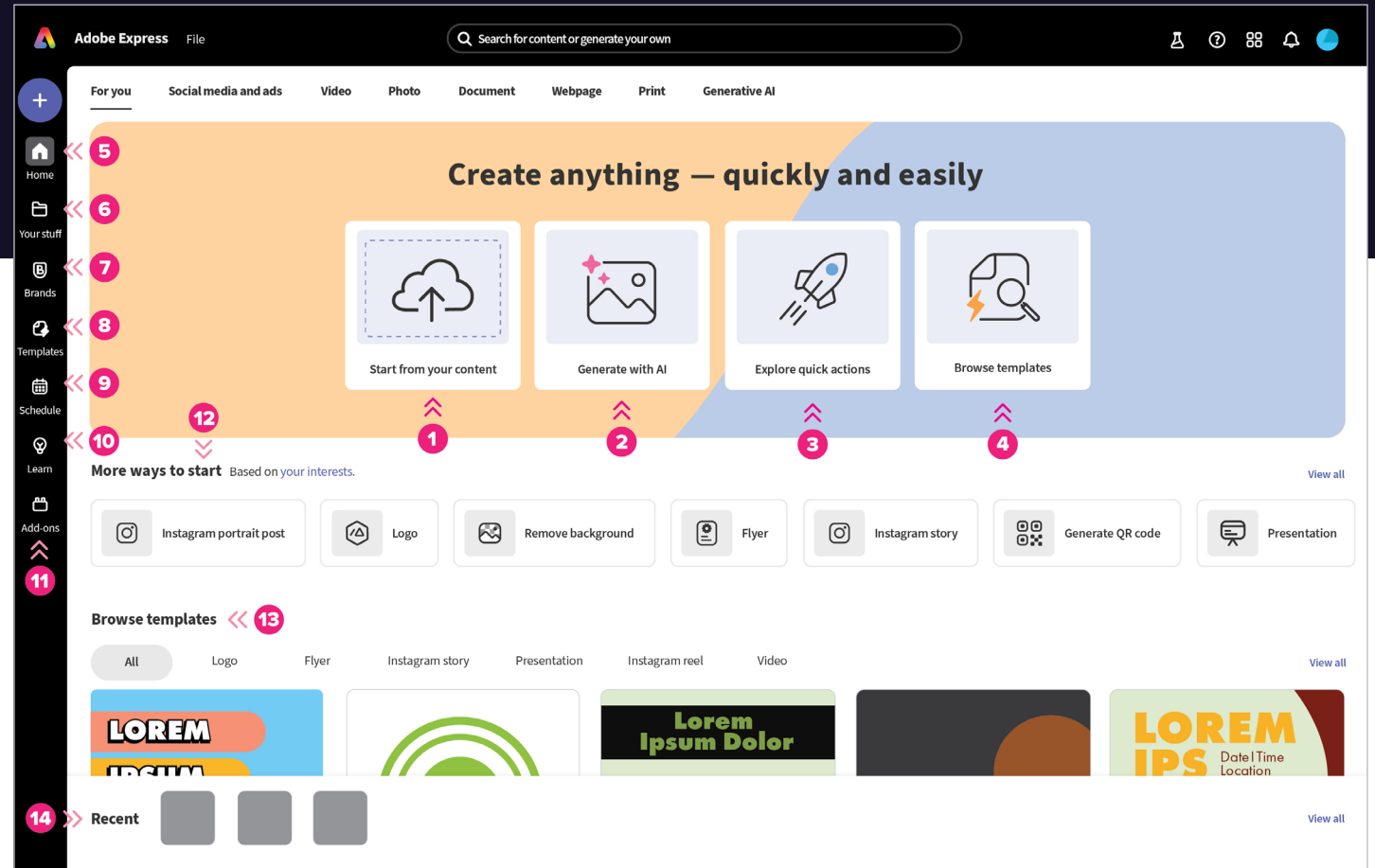
[Adobe Express Help](#)

[Learn Adobe Express](#)

[Adobe Express on Web Overview](#)

[Adobe Express for Beginners](#)

ADOBE EXPRESS HOMESCREEN



1. Start From Your Content: quickly begin a project using your own photos, text, or graphics.

2. Generate with AI: create unique images and text content using artificial intelligence.

3. Explore Quick Actions: perform simple, everyday design tasks quickly and easily like resizing an image, removing a background, trimming a video, or converting a file.

4. Browse Templates: explore a wide selection of professionally designed templates for flyers, social media posts, newsletters, and more.

5. Home: Return to your main dashboard to access recent projects, templates, and creative tools in one place.

6. Your Stuff: Access your saved projects, templates, and media assets in one place. Use it as a workspace to view, organize, and manage content, revisit projects, and reuse design elements.

7. Brands: Manage all brand assets in one place, including logos, colors, fonts, and templates. Easily apply saved elements to designs, streamline creativity, and maintain a cohesive, consistent visual identity across projects.

8. Templates: start a new project using pre-made Adobe layouts. The library provides customizable templates for various formats, such as social media posts, flyers, resumes, and more.

9. Schedule: schedule posts in Adobe Express with the Schedule button. Set dates and times for content across social platforms to stay consistent, organized, and aligned with your overall content strategy.

10. Learn: Discover new skills, tips, and tutorials. Get quick access to step-by-step guides and inspiration.

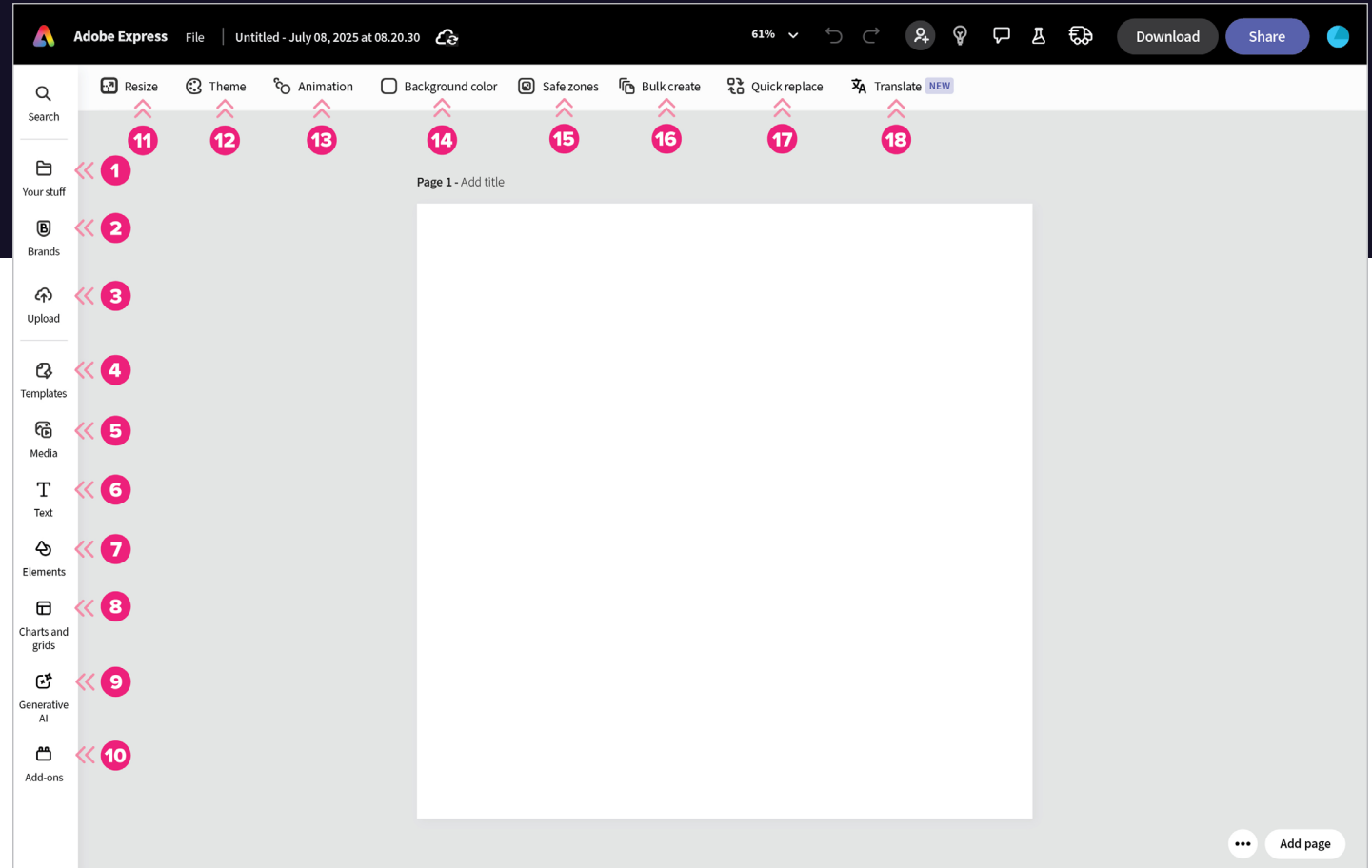
11. Add-ons: Enhance projects with integrated tools and content, including Google Drive, GIPHY, and Adobe Stock. Import assets, add effects, and streamline workflows while staying within the Adobe Express workspace..

12. More Ways to Start: Choose from pre-made templates, quick actions like background removal or text animation, or start from a blank canvas in the format of your choice

13. Browse Templates: Browse professionally designed templates on Adobe Express to quickly create content for any purpose. Easily customize templates for social media, presentations, marketing materials, and more.

14. Recent: Provides quick access to your most recently opened or edited projects, helping you efficiently continue work where you left off.

ADOBE EXPRESS WORKSPACE



1. Your Stuff: Access your saved projects, templates, and media assets in one place. Use it as a workspace to view, organize, and manage content, revisit projects, and reuse design elements.

2. Brands: Manage all brand assets in one place, including logos, colors, fonts, and templates. Easily apply saved elements to designs, streamline creativity, and maintain a cohesive, consistent visual identity across projects.

3. Uploads: Add your own files (images, videos, or documents) into a project. When clicked, it opens a file browser so you can select content from your computer or device. Once uploaded, these assets can be edited, resized, or incorporated into your design alongside other elements.

4. Templates: Start a new project using pre-made Adobe layouts. The library provides customizable templates for various formats, such as social media posts, flyers, resumes, and more.

5. Media: Add various types of content into projects, such as photos, videos, and audio. You can upload media from your device, select from Adobe's stock library, or import files from other sources like Google Drive or Dropbox.

6. Text: Add and customize text elements in your design. Choose from a variety of fonts, styles, and pre-made text templates. You can also adjust the size, color, alignment, and effects of the text.

7. Elements: Add customizable shapes, icons, lines, and illustrations to projects. Adjust size, color, and placement to enhance visual appeal, improve design structure, and create engaging, decorative, or functional design elements.

8. Charts and Grids: Add customizable charts and grid layouts to designs for clear, structured information. Choose chart types like bar, pie, or line, and adjust layouts to make complex data understandable and visually appealing.

9. Generative AI: Quickly create and enhance visual content using artificial intelligence. You can generate images from text prompts, remove backgrounds, or apply effects automatically.

10. Add-ons: Enhance projects with integrated tools and content, including Google Drive, GIPHY, and Adobe Stock. Import assets, add effects, and streamline workflows while staying within the Adobe Express workspace..

11. Resize: Quickly change the dimensions of your project to fit different formats or platforms. Whether you're designing for social media, print, or web, this tool helps you adapt your content to standard sizes like Instagram posts, YouTube thumbnails, or custom dimensions.

12. Theme: Quickly change the overall look and feel of your project. When you click on "Theme," you can choose from a variety of preset themes that automatically update fonts, colors, and design styles across your content.

13. Animation: Add motion to text, images, or elements with animation options like fade, slide, grow, or typewriter. These effects enhance engagement and make designs dynamic for posts, videos, or presentations.

14. Background Color: change the background color of your design or a specific element within it. When you click the button, a color palette appears, giving you the option to choose from preset colors or create a custom one.

15. Safe Zones: adjust spacing between content and edges. Turning them on creates a buffer around text and images, preventing crowding at edges. This results in a cleaner, more balanced layout.

16. Bulk Create: Generate multiple content variations quickly and efficiently. By uploading a spreadsheet (CSV file) containing different text entries, users can automatically populate a template with that data.

17. Quick Replace: swap text, images, or elements. Editing options appear instantly, saving you from manual searches and speeding updates, keeping your workflow smooth, efficient, and productive.

18. Translate: translate your text into another language. A translation panel opens to select the target language. The layout stays intact while only text changes, enabling fast multilingual content creation.



TEMPLATES AND BRAND TOOLKITS

To help streamline the creation of consistent print and digital materials, along with branded templates, brand toolkits will be built for individual colleges, departments and divisions. These resources will ensure easy access to pre-approved logos, colors, fonts, and design layouts, making it simple to maintain a cohesive look across all communications.

The following steps will guide you through how to access and templates and request brand toolkits

Adobe Express

Jane Doe invited you to join **SSU Templates**



SSU Templates
Projects

[Open project](#)

This project was shared with doej@sonoma.edu. If you can't access the project, you may have multiple Adobe profiles linked to this email address. Try switching to your other profile to see if you can access it. [Sign in help](#)

This email was sent from doej@sonoma.edu.

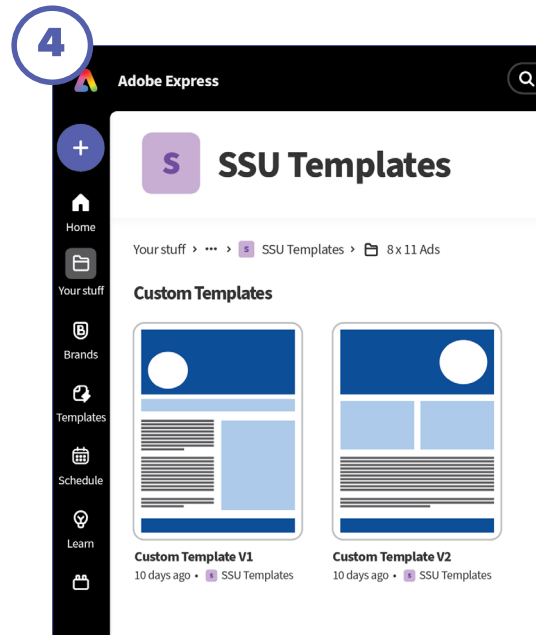
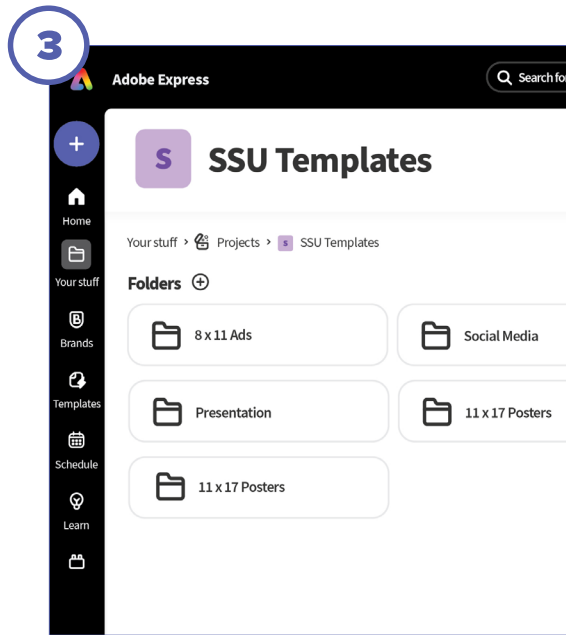
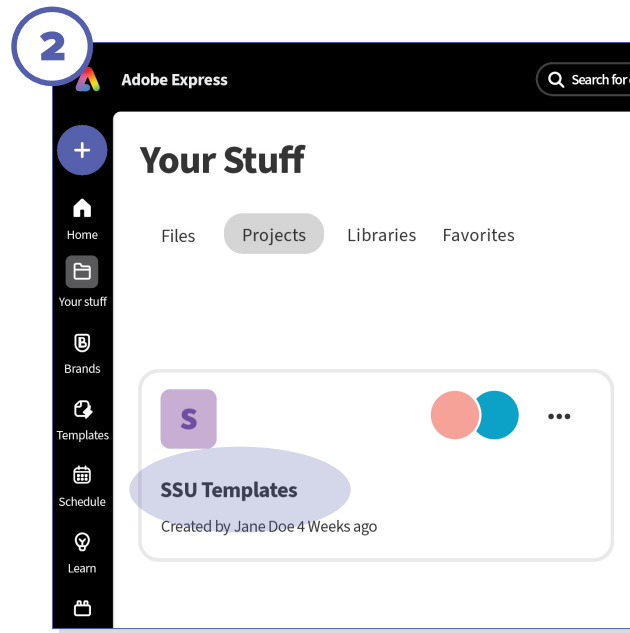
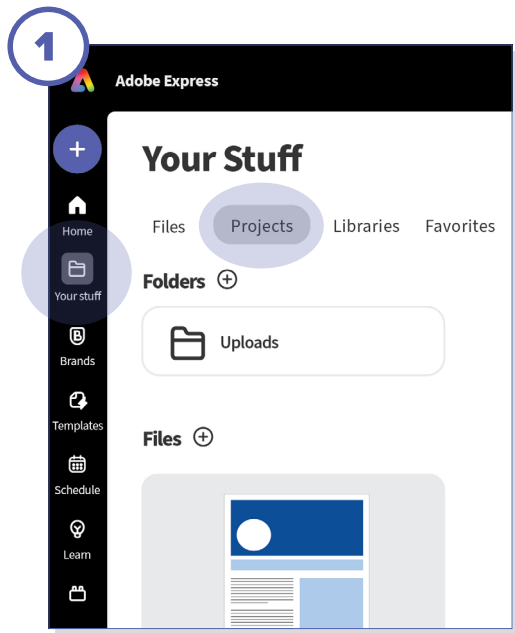
RECEIVING TEMPLATES AND BRAND TOOLKITS

Branded templates will be accessible one of two ways.

- Links to each of the templates will be available through the branded templates webpage.
- You can request access to the Adobe Express project folder SSU Templates and brand toolkits.

[Templates Webpage](#)

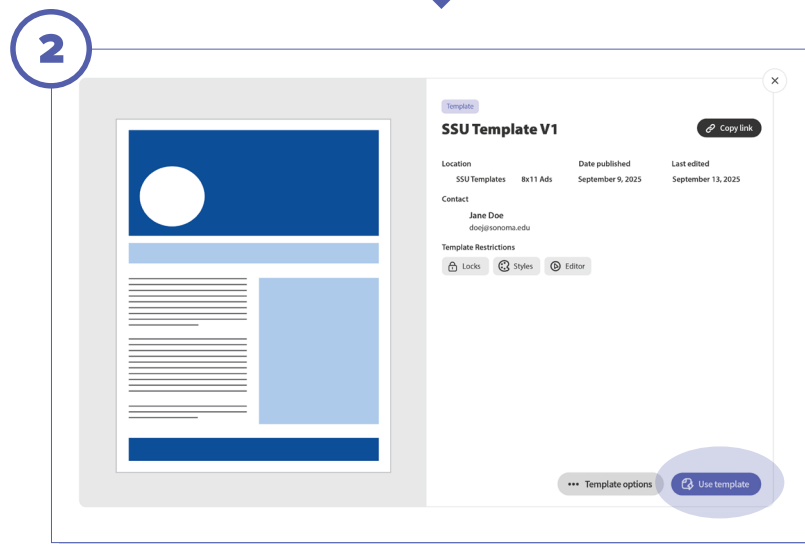
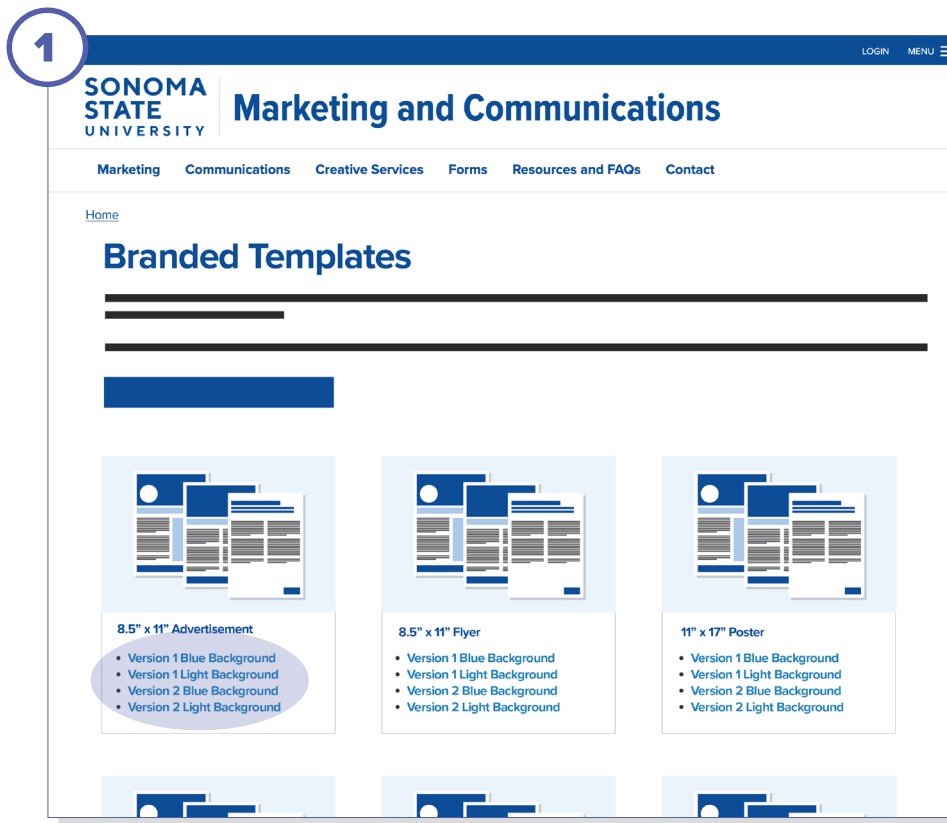
[Request Templates and Toolkits](#)



ACCESSING YOUR TEMPLATES

From the Projects folder:

1. In Adobe Express, click on **"Your Stuff"** in the left-hand navigation. At the top below the **"Your Stuff"** header, click on **"Projects"**
2. Locate the folder titled **"SSU Templates"**
3. Select the folder with the type of template you would like to use.
4. Click on the thumbnail for the template you want to use
5. Click on the purple **"Use template"** button in the bottom right corner of the pop-up window. You will now have access to a working copy of the template



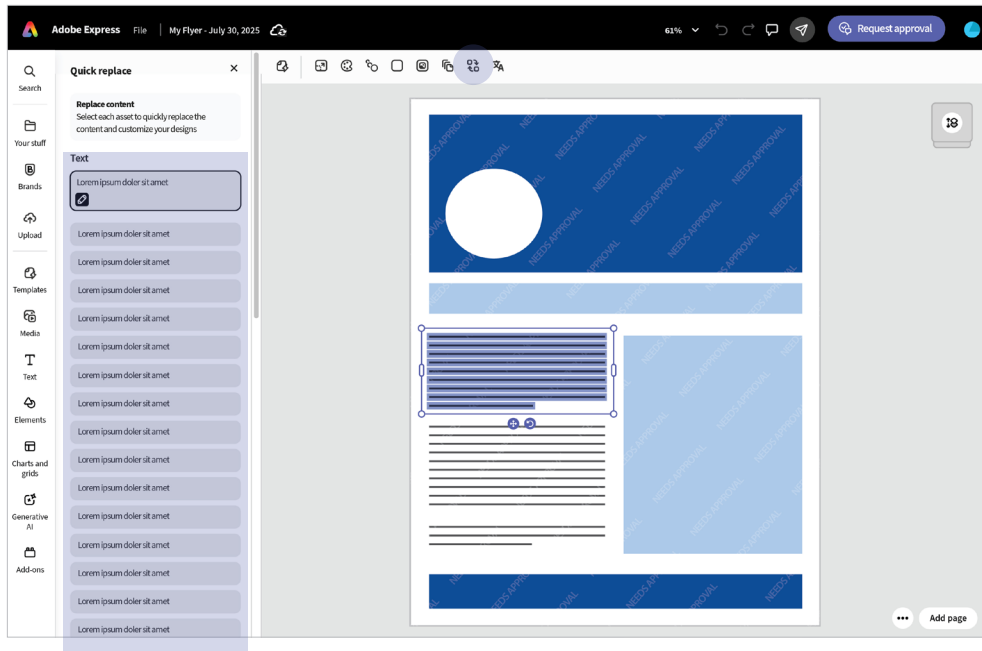
ACCESSING YOUR TEMPLATES (CONTINUED)

From the templates webpage:

1. Click on the link for the template you want to use. There are two versions of each template available, in a dark and light background. The link will open Adobe Express
2. Click on the purple ***“Use template”*** button in the bottom right corner of the pop-up window. You will now have access to a working copy of the template

ALL CHANGES IN EXPRESS ARE AUTOMATICALLY SAVED.

If you exit out of Adobe Express and need to come back to continue working on a template, go to “Your Stuff.” All your saved work will be under “Files”



USING YOUR TEMPLATES:

Once you have chosen to use a template it will open in new workspace where you can edit certain content blocks like text, and images. Some elements will be locked and cannot be changed.

To update text

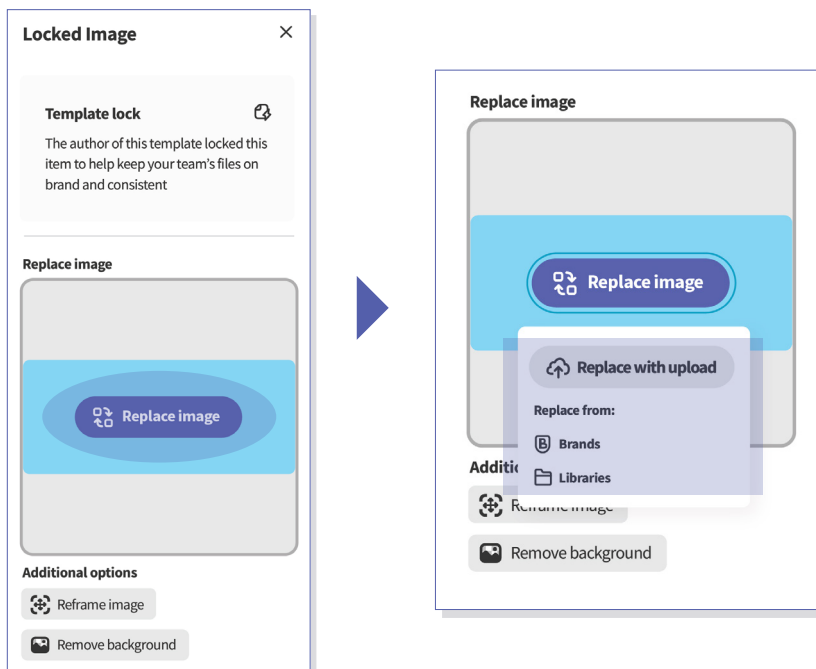
Option 1:

- **Quick Replace:** the quick replace panel will appear on the left-hand side of your workspace when you first duplicate a chosen template. It can also be opened by clicking on the quick replace button
- Select the text you would like to edit in the **Quick Replace** panel. This will highlight the text in the document, where you can type to edit.
- Click on other text boxes in quick replace to edit other text.



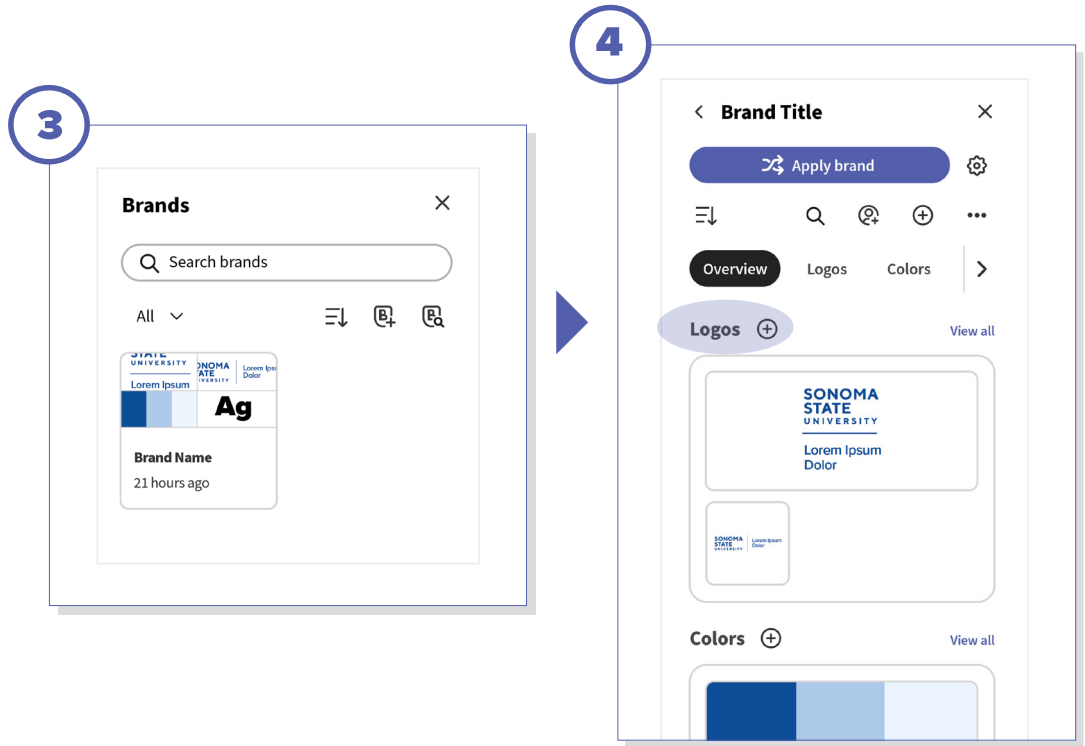
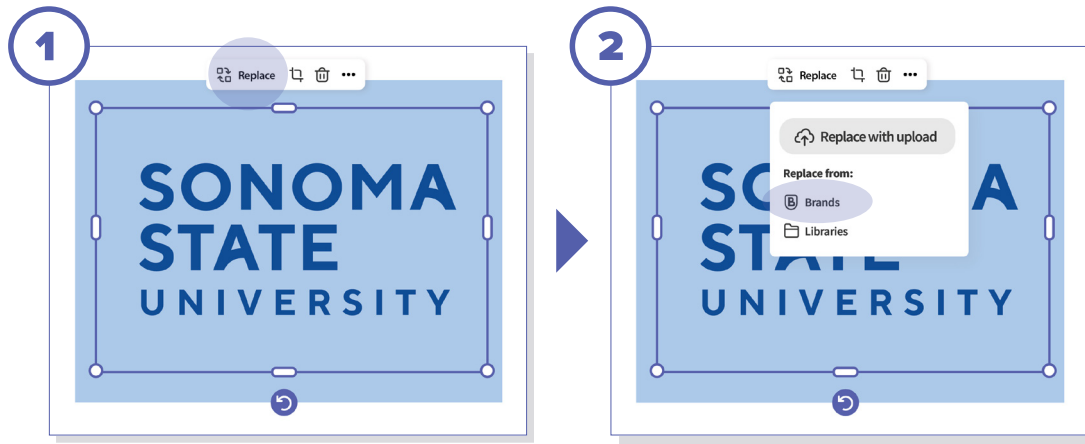
Option 2:

Double-click on the text within the template to edit text.



To insert photos

- Click on a placeholder image in your document.
- The **“Locked Image”** panel will appear on the left-hand side
- Click on the purple **“Replace Image”** button
- Select from **“Replace with upload,” “Brands,”** or **“Libraries”**
- Once the image is placed in the template, double-click on the image to resize (hold a corner circle and drag).
- Click on the image and drag it around to reposition
- To rotate, click and drag on the purple circle with the arrow located towards the bottom of the image



BRAND TOOLKITS

Brand toolkits will be developed in Adobe Express for respective colleges, departments, and divisions. These toolkits will include logo lockups, brand-approved color palettes, and fonts to ensure that all materials created are consistent with the university's visual identity.



Brand elements are accessible from the left navigation panel under *"Brands."*

Replacing the Logo

The Sonoma State University logo is present in all branded templates. If you would like to use your specific logo lockup in its place, follow the steps listed below:

Start by clicking on the SSU logo in the template

1. Select **"Replace"** from the options window above or below the image
2. Select **"Brands."** If you have not received a brand toolkit, select **"Replace with upload"** to upload from your computer.
 - Brands will show up on the left-hand side of the workspace
3. Select your Brand toolkit with your title (e.g., School of Business)
4. Click on the logo from the **"Logos"** section that you would like to use. The placeholder SSU logo will now be replaced with your selected logo.

You may need to adjust the frame and reposition your logo

- Double-click on the updated logo
- **Resize:** You can resize imported images by moving the circles in each of the four corners. The dash in the center of each side allows you to crop starting from that side.
- **Reposition:** You can reposition images by clicking on them, holding the left mouse button down, and moving the mouse to reposition them in the project.
- Make sure to leave enough margin around the edges of your logo. Do not position it too close to the sides of your template.

1



2

Presentation
1,920 x 1,080 px

+ Insert new page

Insert template page

+ Duplicate

Skip page

Delete

Edit timeline

Add transition

Add notes



Start presenting



Present from first page



Present from current page



Presenter mode
Start presenting with presenter notes

Content Playback

Auto



Download

6 Page selected

Page selection

☐ Selected page ☒ All pages

File format

.pptx (Microsoft PowerPoint file)



Download

PRESENTATIONS:

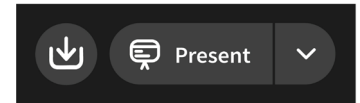
Individual slides are located in the page management bar towards the bottom of the workspace. Click on individual slides to bring them up in the workspace to edit. Click and drag to reorder slides.

Adding additional pages

1. + Page: located at the far right of the page management bar, this will add a blank slide with the selected background color.
2. Click on the circle with three dots in the slide thumbnails
 - **Insert new page:** insert a blank page
 - **Duplicate:** create a copy of the chosen slide

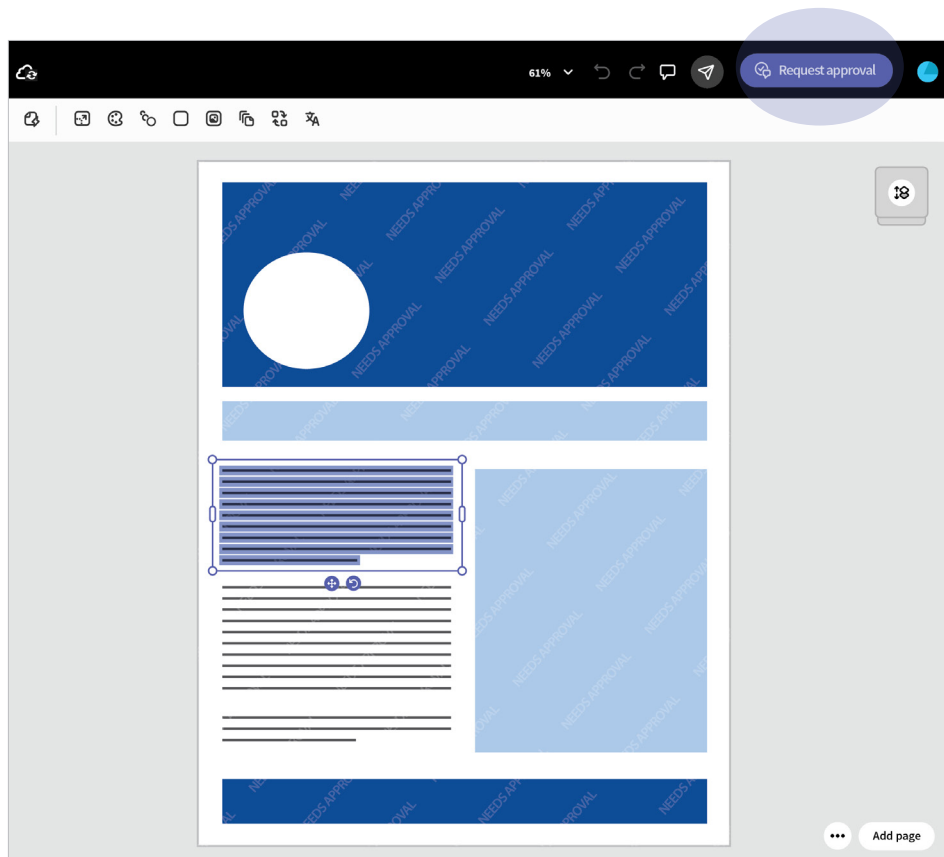
Playing Presentations

- Click on the **“Present”** button towards the top right corner, next to the purple **“Share”** button.
- Click on the down arrow to the right of **“Present”** for presentation options like
 - “Present from first page”
 - “Present from current page”
 - “Presenter mode”



Export PowerPoint File

- To export a copy as a PowerPoint File, click on the download button to the left of the **“Present”** button.
- Select **“All pages”**
- Select “.pptx...” under **“File format”**
- Click **“Download”** button



REQUESTING APPROVAL

 Request approval

All template edits must be approved by creative services before you are able to download a final file.

Three rounds of adjustments will be allowed before you are required to put in a project request with Marketing and Communications.

- Once your updates/edits are complete, select ***“Request approval”*** in the top right corner.
- After submitting for approval, you may either receive an email stating that your document has been approved or that it needs work.

If you receive a **“Needs Work”** email

- Click on the ***“Review in Adobe Express”*** button
- Once in Adobe Express, on the right-hand side, you will find notes on changes that need to be made.
- After completing those changes, click the ***“Resubmit”*** button in the bottom right corner.

If you receive an **“Approved”** email

- Click on the ***“Review in Adobe Express”*** button
- Click on ***“Download”*** from the upper right-hand corner
- Select the desired file format and click download


EXPORTING FINAL FILES, RECOMMENDED FORMATS

Print: PDF Standard or PDF print.

If you require bleeds select ***“PDF Print”*** from the download options Turn on ***“Crop Marks”*** and ***“Show Bleeds”*** before downloading.

Social Media: PNG or JPEG

Presentations: Play directly from Adobe Express by clicking on the ***“Present”*** button located in the top-right next to the purple ***“Share”*** button.

You can also download a PowerPoint file by clicking on the download icon  to the left of the ***“Present”*** button and select .pptx under ***“File format.”***

SONOMA STATE UNIVERSITY

For any questions or concerns, please email stratcomm@sonoma.edu

Fall 2025

