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Media alert

Adobe unveils Adobe Spark with premium features for branded stories

LONDON, UK – September 19, 2017 – Adobe announced today the release of Adobe Spark with premium features, which lets users create and share branded stories in all three Spark formats: graphics, web pages, and video stories.

Adobe Spark with premium features in English will be included with all Creative Cloud plans, or available for purchase as a new stand-alone plan on the Spark website at spark.adobe.com or in the Spark iOS apps Spark Post (graphics), Spark Page (for web pages), and Spark Video (for video stories). Adobe Spark itself will remain free to use.

To get started, users simply need to upload a logo, choose their brand colours and pick their fonts. Spark then helps their brand come to life by auto-generating a variety of stunning visual content they can use to showcase their unique ideas and messages.

Spark with premium features includes:

- **Branded Templates:** 20 custom-made (and customisable) branded Spark Post templates in a variety of use-cases, from business cards to social media covers to flyers to digital ads. Users will have the ability to "Brandify" any existing Spark Post or Inspiration Wall template with their brand specifications in just one tap.
- **Branded Themes:** Six matching themes in Spark Page and Spark Video. Spark themes have been refreshed for the modern digital storyteller. Users can customise these themes further to stay on brand, whether they are communicating with a web page or a video.
- **Branded surfaces:** A variety of Spark surfaces where users can apply their logo and personalised calls to action. These include Page header and footer, Post and Video stamps, and a video outro, all generated from users' brand ingredients.

Once users have set up their brand on the web, Spark's brand manager will act as their hub to customise each theme, template, and branded surface. Users can then create on the go from the Spark iOS apps, projects will automatically sync.

For more information on Adobe Spark with premium features, visit the blog post [here](#).

About Adobe
Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/uk.

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