



# Adobe Express Transition

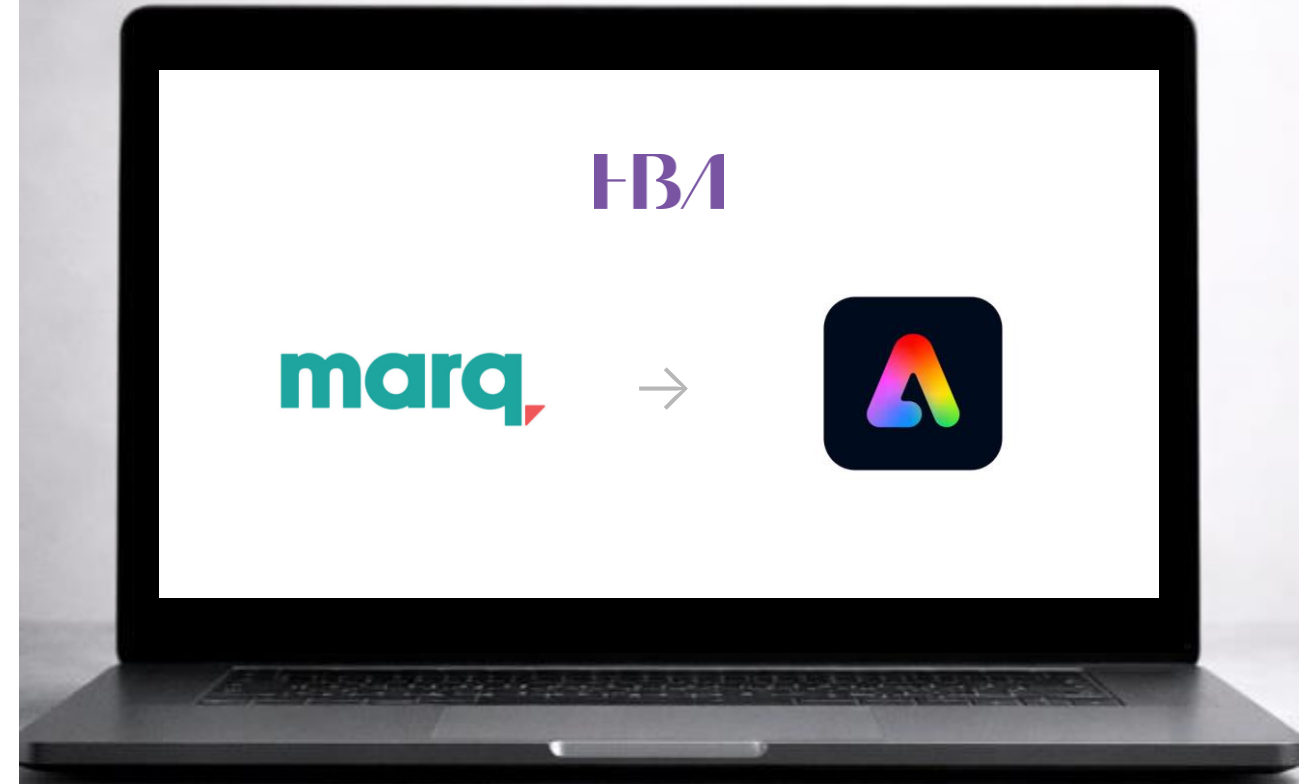
HBA Volunteer Onboarding & Workflow Guide

# Why the Change?

## Moving on from Marq

Transitioning to Adobe Express allows our organization to streamline the design process and empower member leaders with better tools.

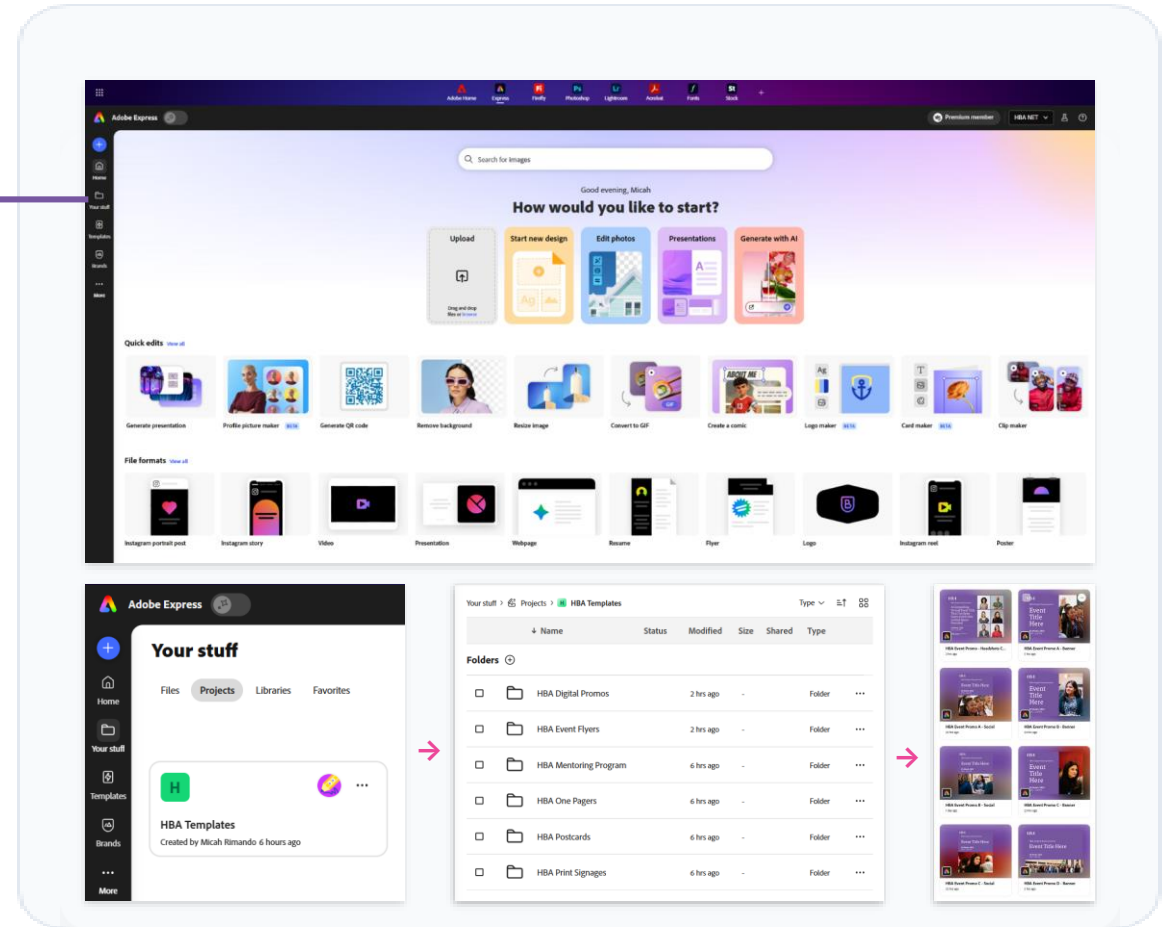
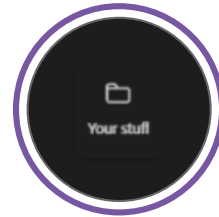
This shift ensures we maintain stronger, unified brand guardrails across all local and regional activities while making it easier than ever for you to customize event materials.



# Navigation & Access

## Finding Your Files

- Log in to your Adobe Express account.
- Navigate to the **"Your stuff"** tab on the left-hand menu.
- Click into the **"Projects"** tab.
- Open the Shared Folder to view the available templates in categorized folders (sorted via format or use i.e. "Event Promos," "Digital Promos," "Print Signages," "Postcards," etc. More templates are being rolled out from the previous materials but the essentials are polished and set up.



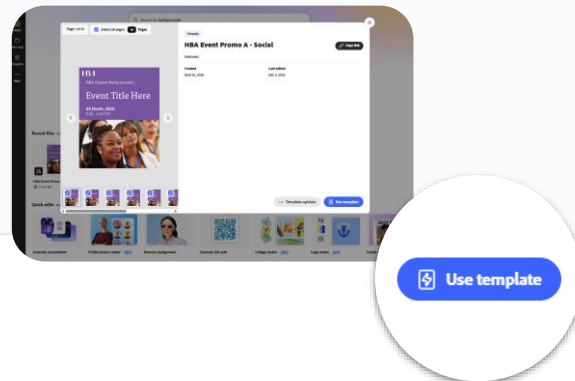
Learn about navigating through projects and files [here](#).

# The Template Workflow

## 1. Generate Your Copy

Members cannot edit the master file. Instead, follow these steps to create your editable file:  
Click on the designated template inside the Project folder (categorized by format and use)  
Select **"Open"** (or Use as Template).

Adobe Express will generate a fresh, unlinked copy for you.

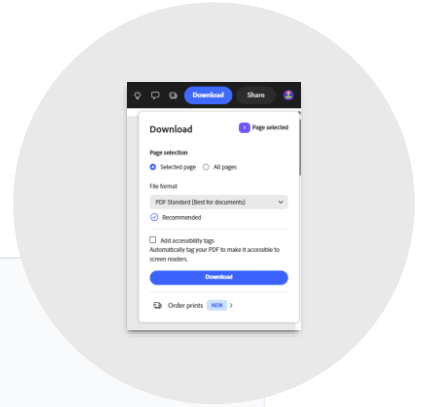


## 2. Customize & Export

Once your personal copy is open in the editor:  
Edit the text fields (e.g., Dates, Times, Locations) that have locked positions.

Swap out image placeholders with your own event photos / headshots as preferred. You may also just use the default curated photos already laid out in the templates.

Click the **Download** button to export as a high-quality PDF or JPG.



Visit the AE Help Center for steps and controls [here](#).

# Brand Guardrails



## Why are some elements locked?

To ensure absolute consistency across the globe, core brand elements have been permanently locked in the templates. This includes our primary logos, master layouts, background designs, and brand colors.

You will only be able to select and modify the specific event information necessary for your outreach, including the specific logo lockup (location / group- based) from the library. Please do not attempt to bypass these restrictions.



**Learn** about the HBA's brand guidelines [here](#).

# Official Adobe Tutorials



## Intro to Express

Get familiar with the primary editor workspace and navigation.

[Watch Tutorial →](#)



## Editing Content

Learn how to safely update unlocked text and image placeholders.

[Watch Tutorial →](#)



## Using Templates

Master the process of duplicating and organizing your own assets.

[Watch Tutorial →](#)

# FAQs & Troubleshooting



## What if I see an "Older Version" error?

Adobe occasionally forces a format update. If a file won't move to a project, simply right-click to "Duplicate" it. The new copy will bypass the error. Learn more [here](#).



## Can I accidentally edit the master file?

No. As a volunteer with "Can Edit" access on a template, clicking it will allow you to generate a separate personal copy for you. Only the Admins could modify and publish templates.



## I can't click on the logo / paragraph to move it.

This is intentional – We utilize the "Lock" feature to protect brand assets and layout quality. Only update the textual details or replace photos for file/page versions with changeable media.

# You're all set!

Thank you for your dedication to HBA.



For questions about Adobe Express and design-related concerns, email: [mrimando@hbanet.org](mailto:mrimando@hbanet.org)