Using Adobe Express Design Templates

A Technical Guide

Date of last update: Sept. 22, 2025

Are you new to using Adobe Express?

Watch the video at the link below for an introduction to using Adobe Express:

Link to video

The video is 39 minutes and 48 seconds long.

You can turn on captions and adjust the playback speed to your preference.

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colorado.edu/music

Where to Find Templates

- The College of Music website has all available templates. Contact Publications Manager Sabrina Green to request new templates: **sabrina.green@colorado.edu**

- Templates are not accessible to the general public or those without a colorado.edu email address.

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How to Access Templates

- Current Adobe Creative Cloud license holders should have immediate access to Adobe Express.

- You may be prompted to log in–use your IdentiKey email address and password.

- If you don't have a Creative Cloud license, you may need to log in or create an account.

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Brand Standards

- Templates are built in alignment with **university brand standards**.

- You can upload photos and make use of design elements such as shapes, lines, and more.

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Generative Artificial Intelligence (AI)

- Review **CU Boulder's guiding principles for AI use** and keep these guidelines in mind when using our templates, especially the following note:

The use of AI-generated images, graphics, music, audio and video—even if used to add objects to a university-owned asset—and including use for social media, remains prohibited in any university communications. AI for audio and visual content can be used only to help brainstorm ideas.

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Run into a problem? Let's fix it.

- If you run into trouble, you can refresh the page or close out the tab and start over.

- Your work with a template does not affect the template for other users.

- If you've encountered a glitch, bug or access issue, let us know! Contact Publications Manager Sabrina Green at **sabrina.green@colorado.edu**.

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Saving Your Work

- Your file will automatically save to a private file space called **Your Stuff** or **Your Files**.

- If you're a member of the College of Music project space, your projects may be saved there.

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Exporting Your Work

- Most advertisers, social media platforms, and other vendors will have preferred specs and file formats. Double-check this guidance before you complete your project!

- When you're ready to export, select **Download** in the top right corner of the web page.

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Exporting Digital Projects

- Export your project as a **JPG** or **PNG**.

- Disregard the size slider; templates are set up at the correct size without further adjustments needed.

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Exporting Print Projects

- If your project will be printed, export as **PDF—Print**. Choose the CMYK color mode.

- Crop marks and bleed can be toggled as needed.

- Not all printers or advertisers will need crop marks and/or bleed–review the guidance provided to you before exporting your file.

If also sharing your project online, we recommend exporting an additional copy as *PDF—Standard* and enabling accessibility tags.