



# Promoting Ableton Link

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The Ableton Link badge can be used to promote the technology being integrated into your app. The badge can feature on **banners, product tours, app store screenshots, websites and more.**

There is a **white** and **black** badge available and you should use the color which **best matches** your app communication designs.



(3.1) White Ableton Link badge



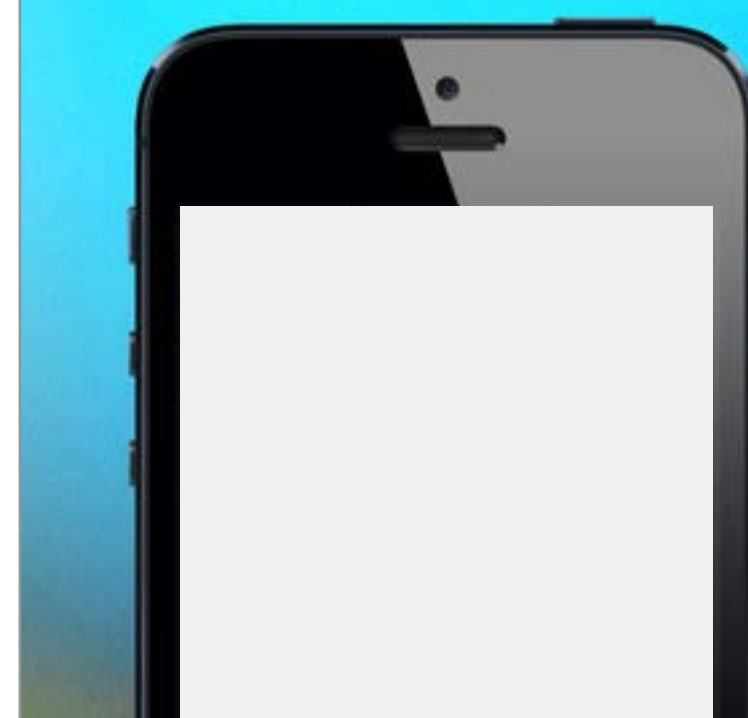
(3.2) Black Ableton Link badge

Play in time with Ableton Link

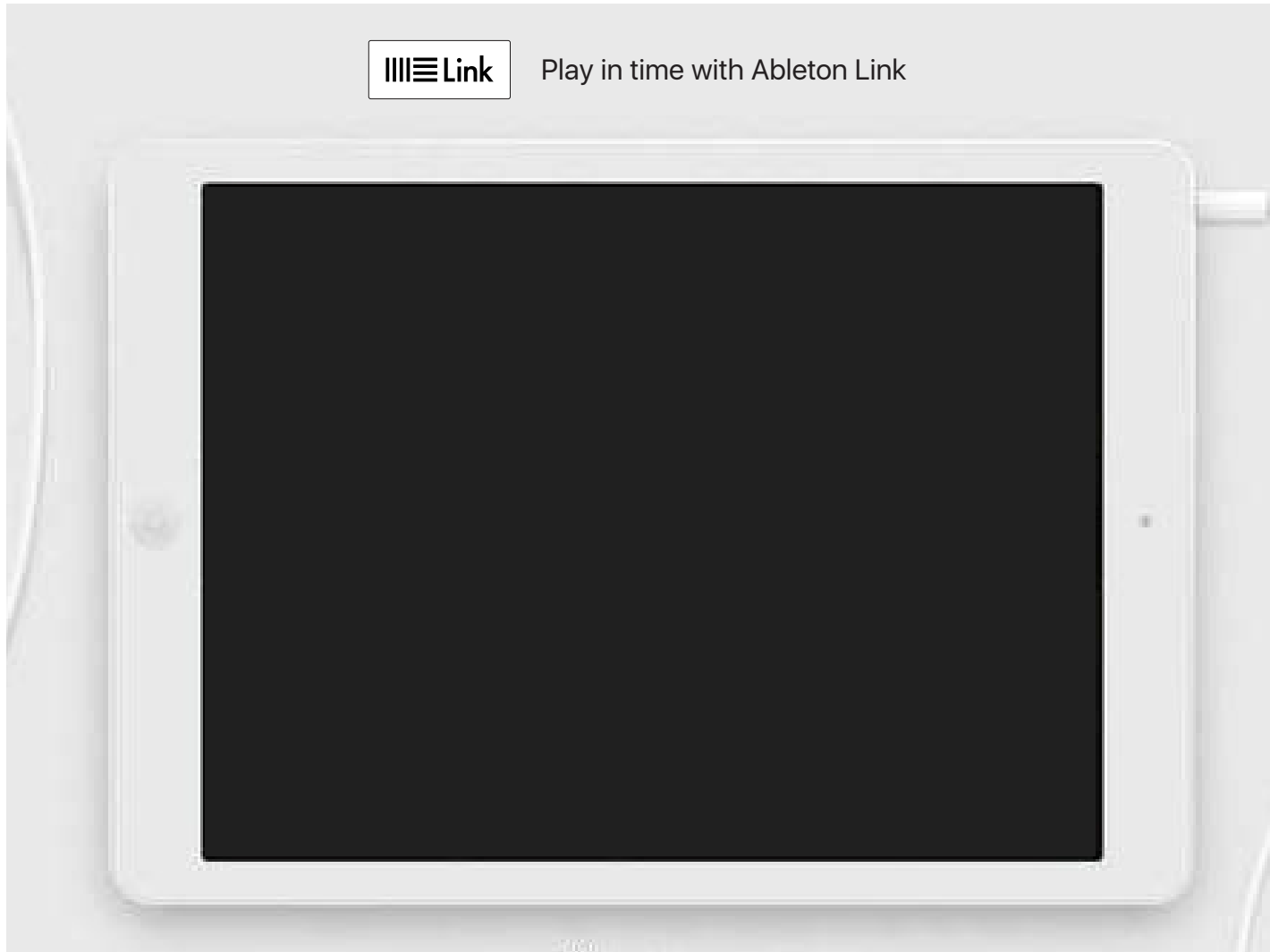



(3.3) **Correct usage:** Use the white badge for white and light colored backgrounds

Play in time with Ableton Link

(3.4) **Correct usage:** Use the black badge for black or dark colored backgrounds



(4.1) **Correct usage:** Use the white badge for white and light colored backgrounds



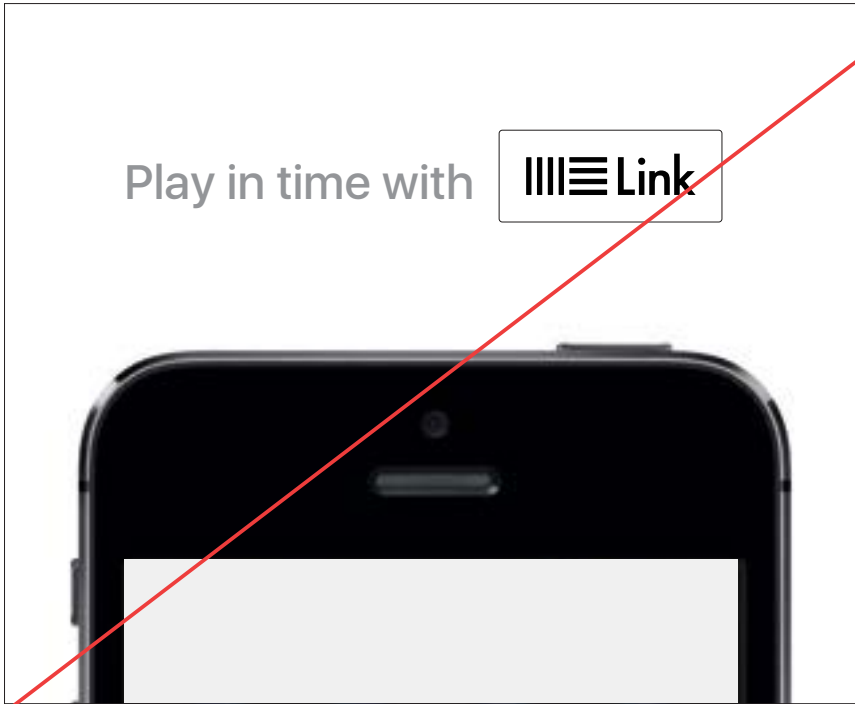
(4.2) **Correct usage:** Use the black badge for black or dark colored backgrounds

The Ableton Link badge should not be edited or modified in any way (5.1). It should never be used to represent the name Ableton Link in text (5.2) and should always appear alone, not with or next to the full Ableton logo (5.3).

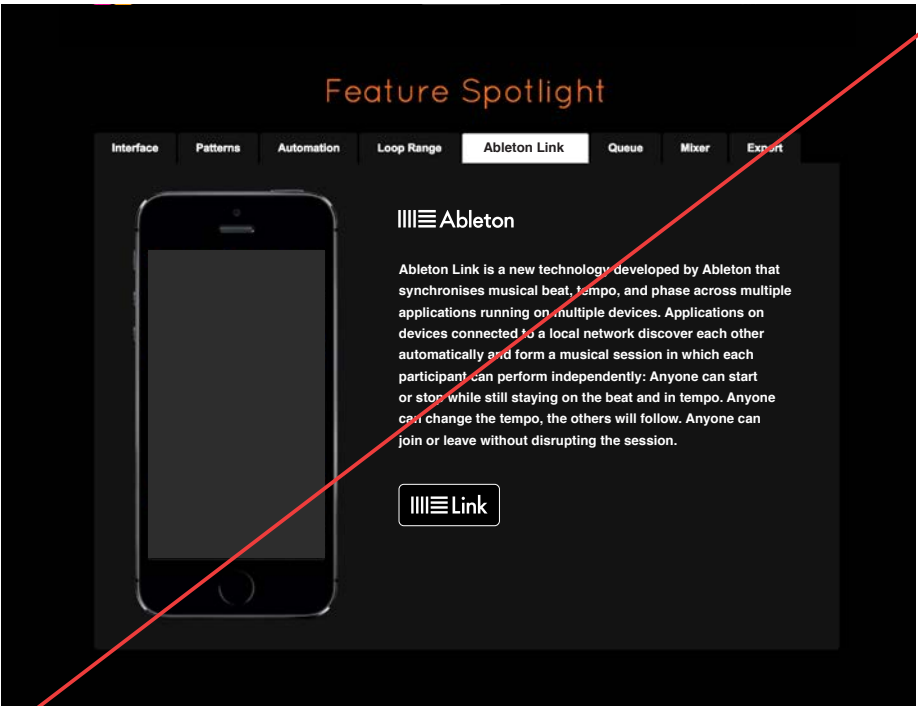
The badge has a stroke outline that should always be present in both **white** and **black** options (5.4).



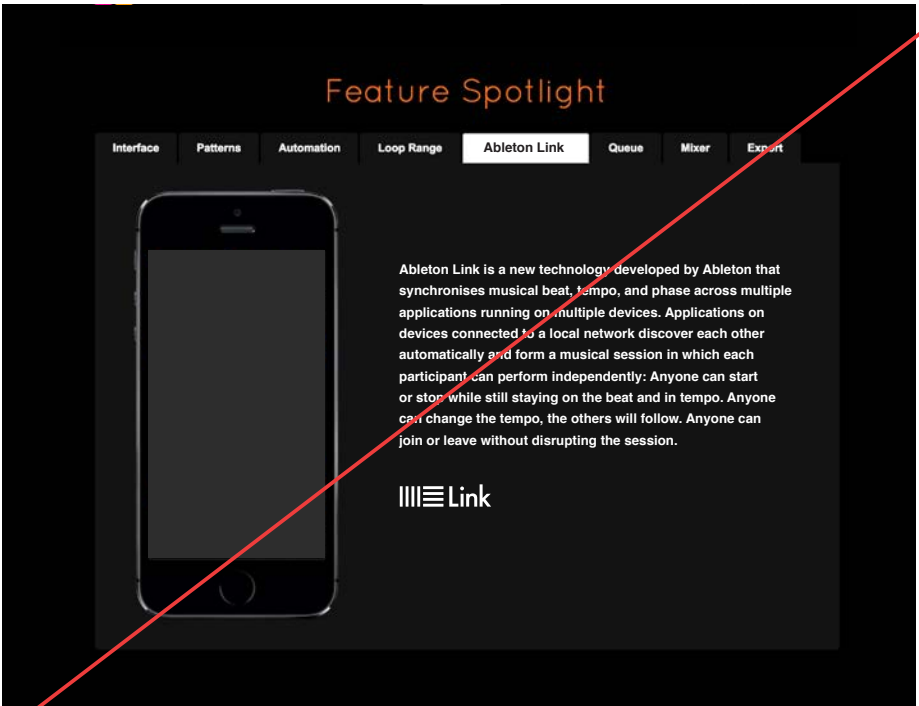
(5.1) **Incorrect usage:** Do not edit or modify the badge



(5.2) **Incorrect usage:** Do not use the badge to represent text



(5.3) **Incorrect usage:** Do not use with or near the Ableton logo



(5.4) **Incorrect usage:** The keyline should always be present

When promoting Ableton Link you will use messaging to describe what the technology does and how it adds to your application. It is important that the name remains consistent across communications when talking about the brand.

When using the name Ableton Link in headlines or copy, always typeset Ableton Link as **two words** with an uppercase A and uppercase L followed by lowercase letters (6.1). Never make Ableton Link one word (6.2) or typeset in capital letters (6.3).

Never use the Ableton Link badge to represent the name Ableton in text (6.4). The same applies to the Ableton Link button, which should also never appear in text (6.5).

New version 2.5.19 now  
with Ableton Link integration.

(6.1) Correct usage

New version 2.5.19 now  
with AbletonLink integration.

(6.2) Incorrect usage: do not make one word

New version 2.5.19 now  
with ABLETON LINK integration.

(6.3) Incorrect usage: do not use all capitals

New version 2.5.19 now  
with  Link integration.

(6.4) Incorrect usage: do not use Ableton Link badge in text

New version 2.5.19 now  
with Ableton  integration.

(6.5) Incorrect usage: do not use Ableton Link button in text

You can use the suggested messaging on the right to promote Ableton Link in app promotions, or you can develop your own copy related to your app. Always follow the guidelines for using the name when talking about Ableton Link.

## **Ableton Link description—short version:**

Ableton Link is a new technology that synchronizes beat, phase and tempo of Ableton Live and Link-enabled iOS apps over a wireless network.

## **Ableton Link description—long version:**

Ableton Link is a new technology that synchronizes beat, phase and tempo of Ableton Live and Link-enabled iOS apps over a wireless network. It lets you play devices together with the freedom of a live band. Anyone can start and stop their part while others keep playing, and anyone can adjust the tempo and the rest will follow. You can use Link to play with several instances of Ableton Live, with Live and iOS apps, or even without Live in your setup: using Link-enabled apps on multiple devices, or multiple apps on the same device.

## **Ableton Link boilerplate:**

About Ableton and Ableton Link

Based in Berlin and run by its founders, Ableton makes Live and Push. With these products, a community of users create and perform music. Now Ableton aims to improve musicians' experience beyond Live and Push, with Link.

Ableton Link technology is lightweight and reliable— it's designed to stay out of your way and enable free-flowing collaboration. Ableton Link is also made to help musicians connect with others—with Ableton Live and beyond it—so the framework to develop it is available free of charge. For more information, head to [Ableton.com/link](https://ableton.com/link).

Here are some suggestions on how you can use social media to promote your app's integration with Ableton Link.

You could build your messages from the post components described to the right, or base your messages on one of the example posts. They can be adapted across Facebook, Twitter, Google+ or Instagram – although you should of course take into account each platform's format, such as video length and number of characters.

## Timing:

Try to establish when your audience is most active on the social network you are using, and post around that time. This is often sometime in the afternoon, and rarely very early or late at night. Posting around the middle of the day also means your message can reach most audiences across the globe.

## Post components:

### Main messaging:

Simply state that your app and Ableton Link are now integrated and what the benefit of using Ableton Link is (see suggested messaging page 20).

### Tags:

To increase visibility of your posts, tag Ableton's official page, using @Ableton across all platforms

### Call to Action:

Call to action and URL to the section about Ableton Link on your website.

### Hashtags:

The use of hashtags is optional, and when it comes to Twitter it depends on the availability of space. Ideally use #AbletonLink, #YourAppName. On Instagram, you can expand the number of hashtags from generic to specific to the content posted.

### Embedded content (optional):

This can be an image (your app + Ableton Link in action) or a video (see also p. 22).

## Example posts:

### Facebook and Google+:

[YourAppName] has now integrated @Ableton's new technology – Ableton Link. Link synchronizes beat, phase and tempo of Ableton Live and Link-enabled iOS apps over a wireless network, so now you can jam together... Go to YourAppUrl.com to learn more.  
[+ embed suitable image or video to support your messaging]

### Twitter:

[YourAppName] has now integrated @Ableton's new Link technology. Details: YourAppUrl.com #AbletonLink  
[+ embed suitable image for improved visibility]

### Instagram:

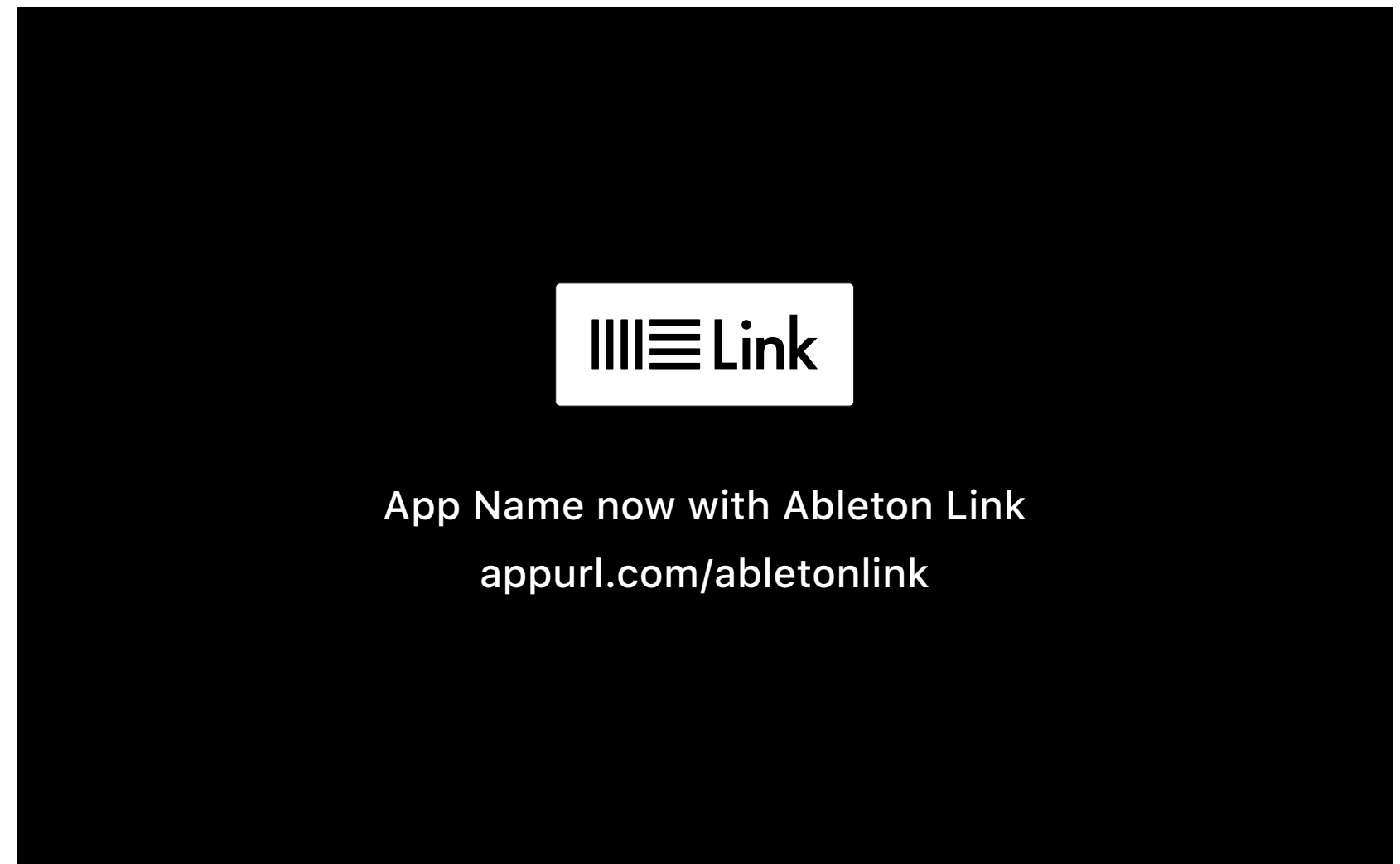
[YourAppName] has now integrated @Ableton's new technology – Ableton Link #Ableton #AbletonLive #AbletonLink #YourAppName #tempoync #ipad #iphone #makingmusic #sequencer #drummachine #mobilemusicmaking etc.  
[+ suitable image or 15 second video to support your messaging]



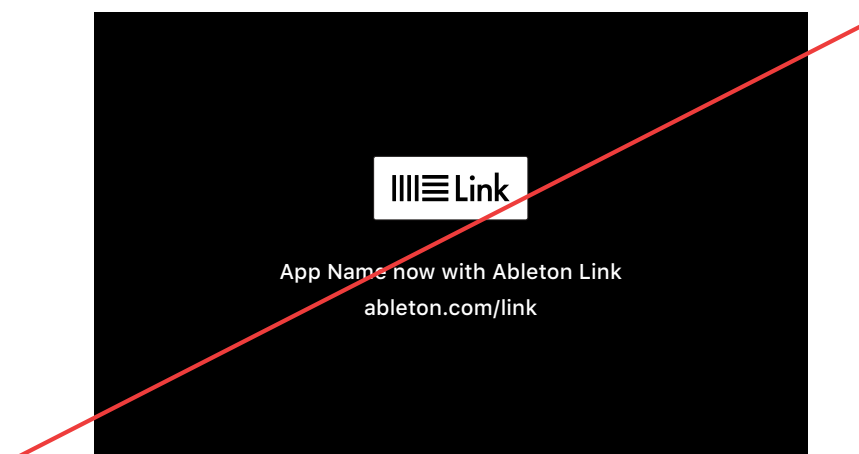
Videos can be created to promote that apps have integrated Ableton Link and demonstrate how it functions across multiple devices. When doing this it should be very clear to the viewer who the app and video is made by. It should not look like Ableton has created the app, video or anything other than the Ableton Link technology.

Video end slides are a good opportunity to display the Ableton Link badge. This must always be accompanied by a sentence stating the app name and explaining that it now has Ableton Link as an integrated feature (9.1). If including a URL, it should not be the Ableton Link URL (9.2). Instead it should have the URL for the Ableton link page (or other appropriate section) on the app's website.

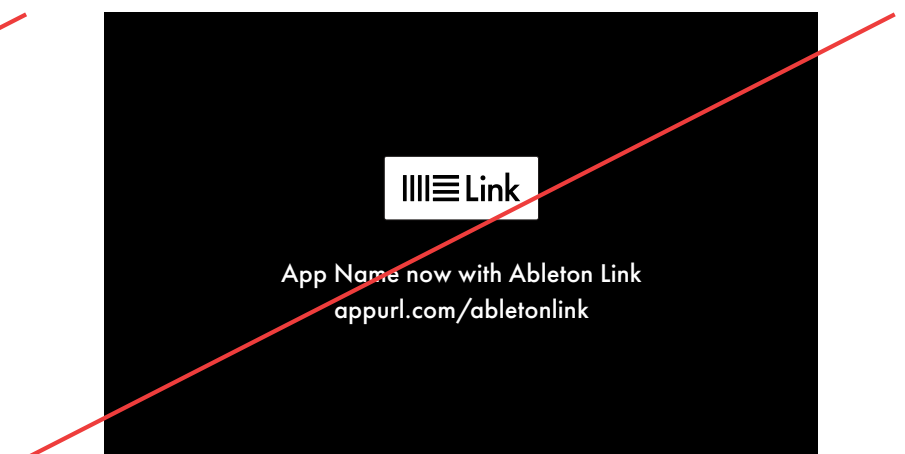
The app's branding should always be present and should not adopt any of Ableton's visual elements, such as color or typography (9.3). The white or black badge can be used depending on which is most suited to the app brand.



(9.1) Correct usage: Video end slide



(9.2) Incorrect usage: Do not use the Ableton's URL



(9.3) Incorrect usage: Do not use Ableton visual elements (typeface)



Ableton.com