



Ableton Link Guidelines on Integration and Promotion

These **guidelines** are for iOS developers who wish to **integrate** the Ableton Link SDK into their music apps. Following these guidelines will help ensure that Ableton Link is **represented consistently** across multiple apps; it also will associate your own brand with Ableton and Ableton Link most effectively.

The Promoting Ableton Link section sets guidelines for **presenting Link on your site** and **in promotional videos**. We also offer some suggestions on promoting Link's integration into your app using **social media channels** – feel free to use them as you please.

All assets relating to the Ableton Link identity will be provided by Ableton. All buttons, copy and labels should align with this document, and developers are **not to create, edit or modify** any brand elements relating to Ableton Link.

The information in these guidelines is **subject to change**. Please refer to **github.com/abletonappdev/linkkit** for updates, support and further information.



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What is Ableton Link?

Ableton Link is a **new technology** developed by Ableton that **synchronizes musical beat, tempo, and phase** across multiple applications running on multiple devices. Applications on devices connected to a **local network** discover each other automatically and **form a musical session** in which each participant can **perform independently**: anyone can start or stop while still staying on the beat and in tempo. Anyone can change the tempo, the **others will follow**. Anyone can **join** or **leave** without disrupting the session.

Ableton Link compensates for network latencies and **requires next to no setup**. Ableton Live will support Link as will several iOS music apps that integrate the Ableton Link SDK.

These are the guiding principles for implementing Ableton Link. Consider incorporating them in your app to optimize the user experience.

Recognisable & Coherent

Ableton Link should be recognisable and behave predictably across devices.

Lightweight

Musicians can focus on music making. They are not distracted by the UI/UX. The visible UI is reduced to the absolute necessary to minimize distractions.

Reliable & Clear

Users judge how well something works by how it looks and feels. An implementation that works well is worth a lot less if the experience and UI give the user a different impression.



Add Ableton Link to your application

There are three different ways to access the Ableton Link preference pane. You should implement the best option for your UI structure.

Label	Label >
Ableton Link	Enabled >
Label	Label >
Label	Label >
Label	Label >
Label	Label >
Label	Label >

(08.1) Access Ableton Link preference pane via text **label** in **settings list**

Label




Ableton Link

Label


Label

Cancel

(08.2) Access Ableton Link preference pane via text **label** in **action sheet**



Link



(08.3) Access Ableton Link preference pane via **button**

The most common way to access the Ableton Link preference pane is within an existing settings list. These lists generally consist of three elements:

(A) Section Header

If a section header is required, the label should help categorize what Ableton Link actually does. It is important to note that not all setting lists have a section header, in which case no header is also acceptable (09.2).

(B) Label

The name Ableton Link must always be used in full when displayed in text. Typeset Ableton Link as two words using an uppercase A and uppercase L followed by lowercase letters. Ableton Link can be set in all uppercase only when conforming to an established UI type style.

(C) State

The state of Ableton Link should always be displayed within the settings list. This language should always be consistent, clearly stating whether Ableton Link is **Enabled** or **Disabled**.

	LABEL		
	Label	Label	>
(A)	SYNC		
(B)	Ableton Link	Enabled	> (C)
	LABEL		
	Label	Label	>

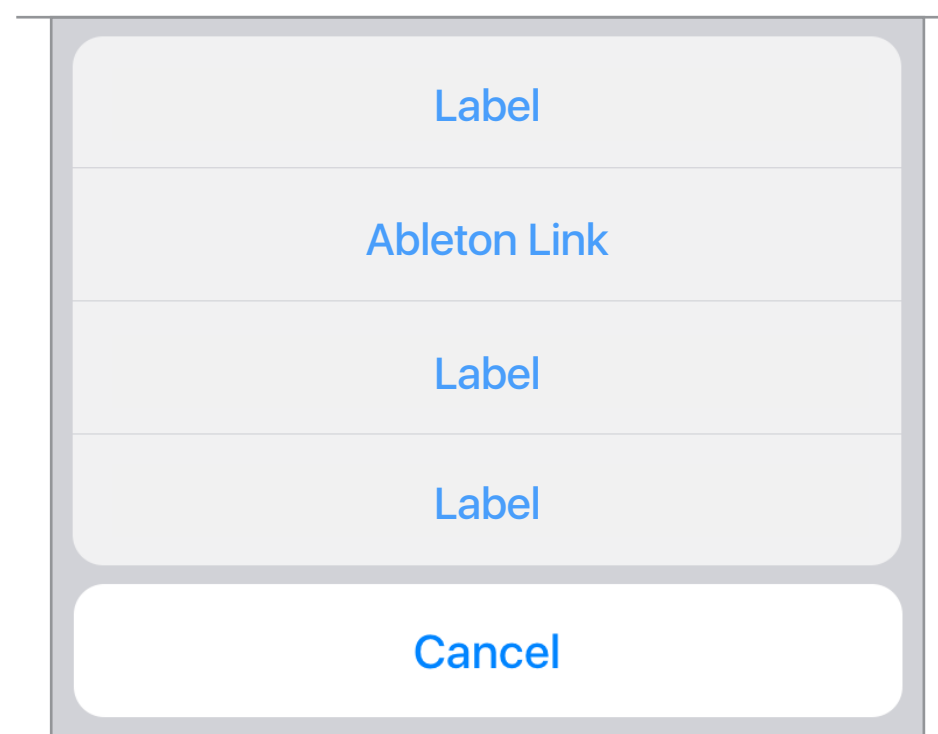
(09.1) Settings list with section header, label and state

	Label	Label	>
(B)	Ableton Link	Enabled	> (C)
	Label	Label	>

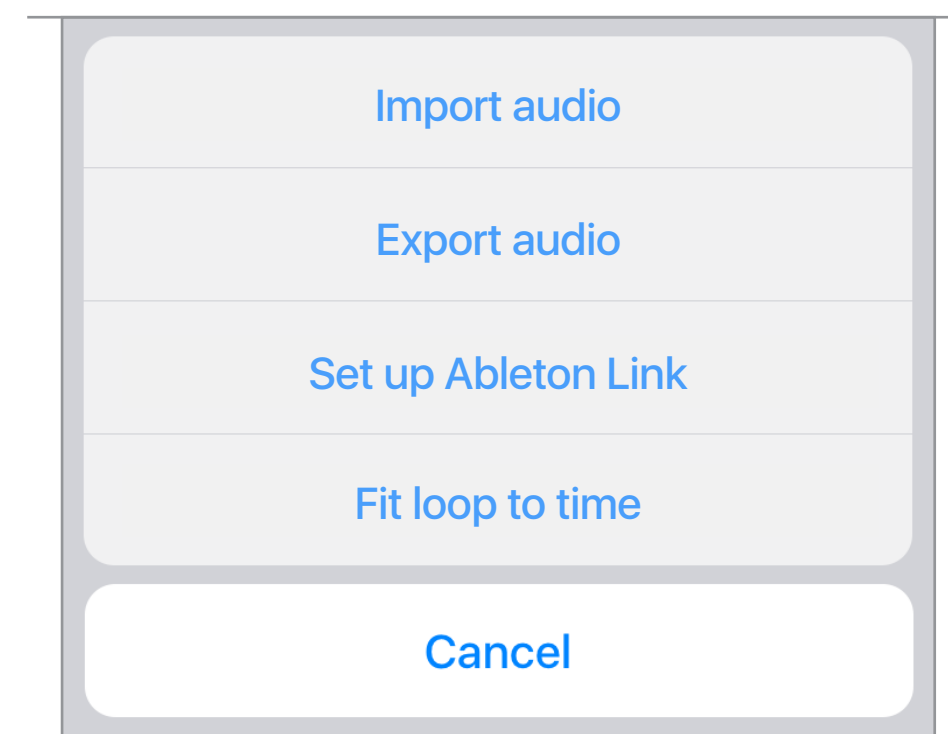
(09.2) Settings list without header

The rules for accessing the Ableton Link preference pane described on page 08 “Text Label in Settings List” also apply for action sheets.

An exception for this is when all other text labels use verbs as a prefix. In this scenario **“Set up Ableton Link”** can be used to fit consistently within established app action sheet lists.



(10.1) Text label in action sheet (without verbs)



(10.2) Text label in action sheet (with verbs)

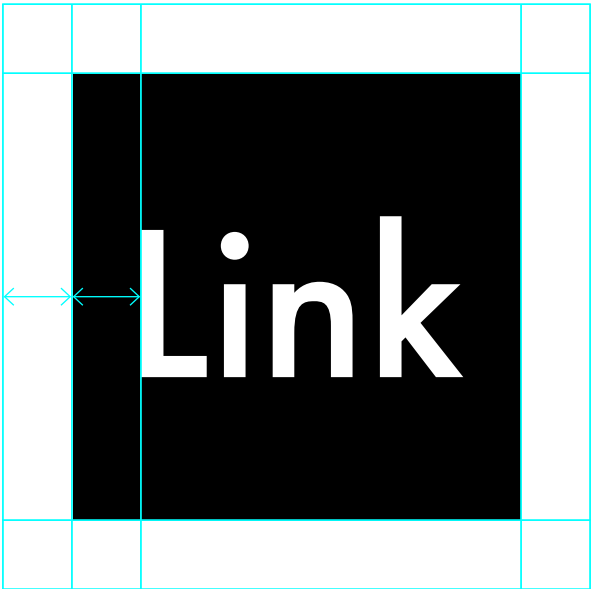
When an Ableton Link text label is not possible, the Ableton Link button can be applied to access the Ableton Link preference pane. It is not a logo and should not be treated as such.

(1) Clear Space

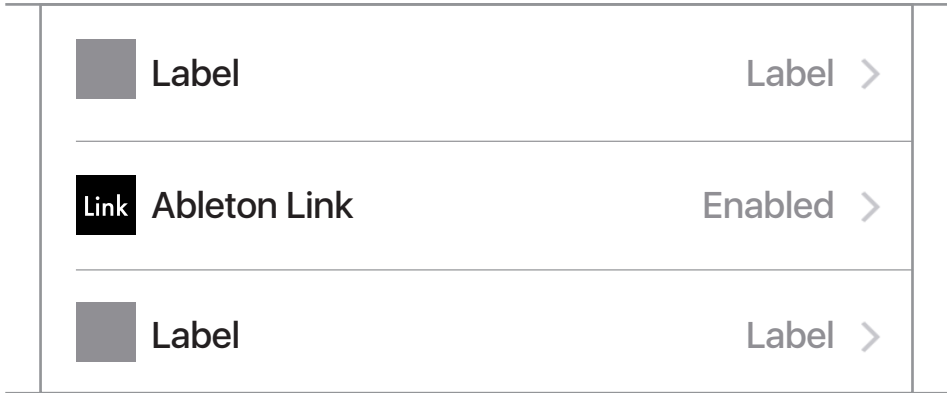
The minimum clear space is the same distance between the L and left edge of the square. Always have more clear space than the minimum if it is available.

(2) Minimum Size

The minimum size of the Ableton Link button is 28 x 28pt. An example of where this minimum size would be used is in a cell list with corresponding icons.



(11.1) Clear space



(11.2) Minimum size — cell list with icon

The button should indicate the state of Ableton Link. For example if other buttons change color when they are enabled, Ableton Link should align with the behaviour of the existing interface.

Similarly, if other buttons in the app have states written below, the Ableton Link button should do the same.

When the state of the button is written below, it is a part of the UI and not the Ableton button. The type should not adopt visual elements of the Ableton brand, and use the app brand or UI font instead.

The language should always be consistent with the Ableton Link label, in which the terms **enabled** and **disabled** are used.



(12.1) Color can be used to show that Ableton Link is enabled



(12.2) Color can be used to show that Ableton Link is disabled



Enabled

(12.3) Labels written below the button can be used to show that Ableton Link is enabled



Disabled

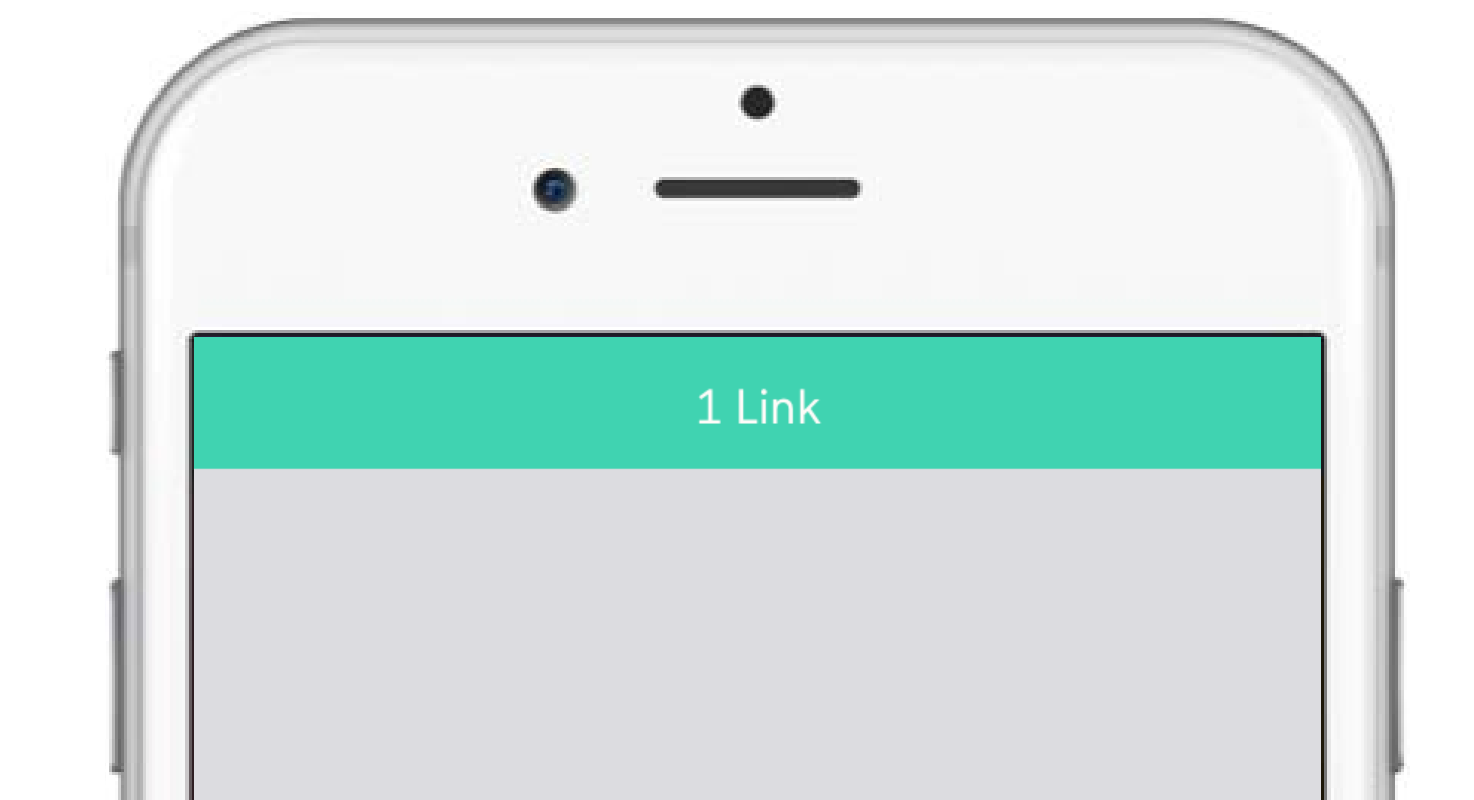
(12.4) Labels written below the button can be used to show that Ableton Link is disabled

In-app notifications are mandatory.

They are important because they tell the user whether someone has joined or left a session.

In-app notifications ensure a consistent experience across devices but can be disabled by the user in the preferences.

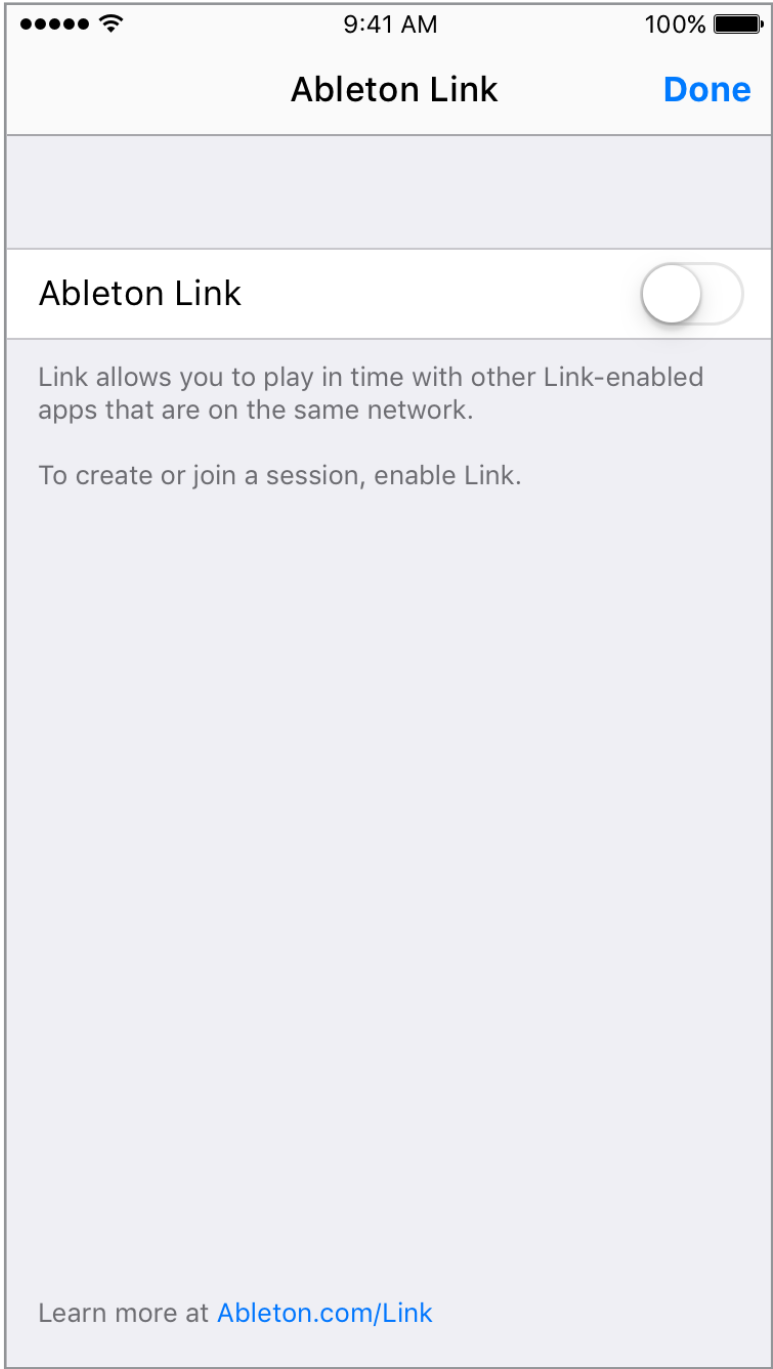
In-app notifications are supplied by Ableton as part of the LinkKit and use the Ableton typeface.



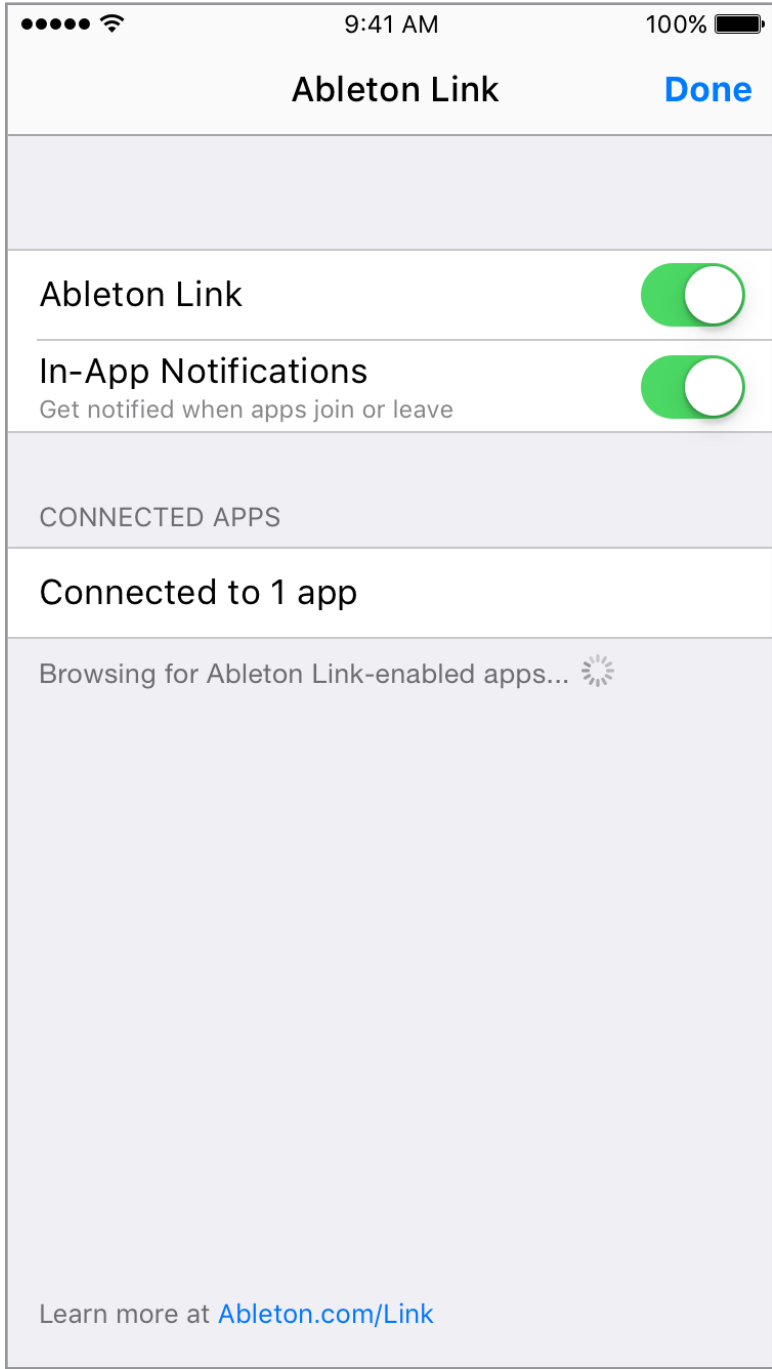
(13.1) In-app notifications bar

The **preference pane** is where users can enable and disable Ableton Link and in-app notifications.

The preference pane is supplied by Ableton as part of the LinkKit.



(14.1) Ableton Link disabled



(14.2) Ableton Link enabled



Promoting Ableton Link

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.**

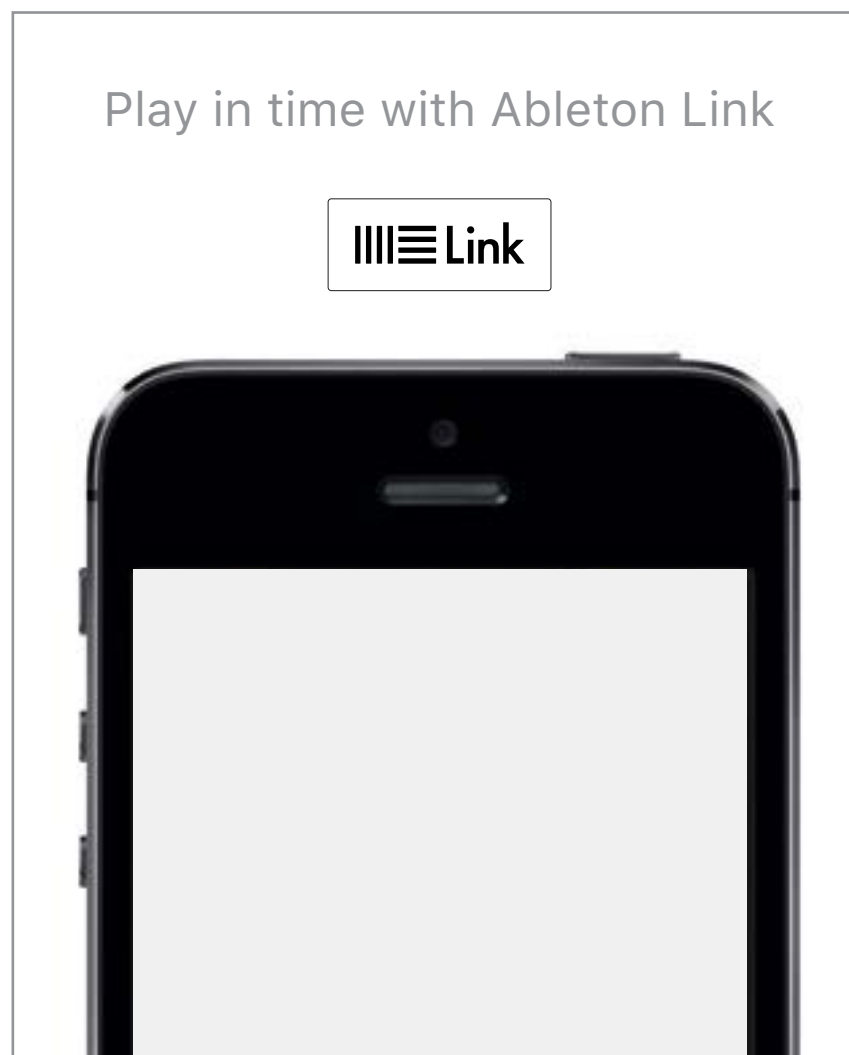
There is a **white** and **black** badge available and you should use the color which **best matches** your app communication designs.



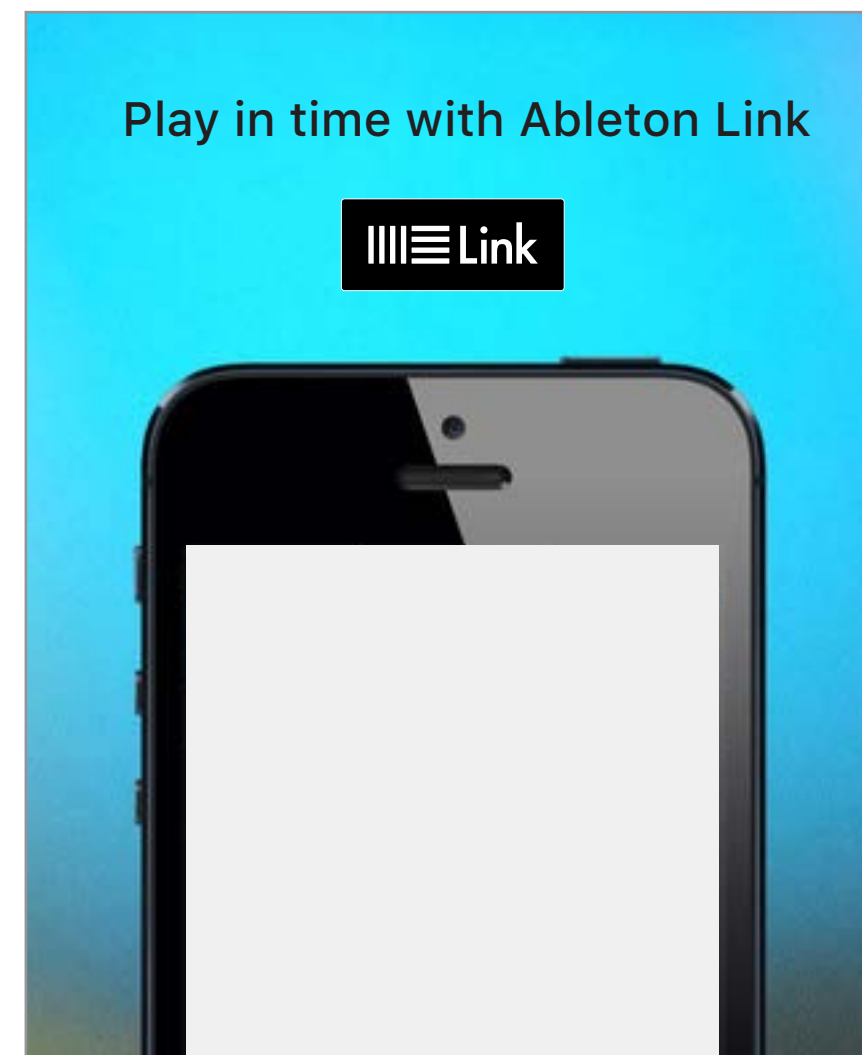
(16.1) White Ableton Link badge



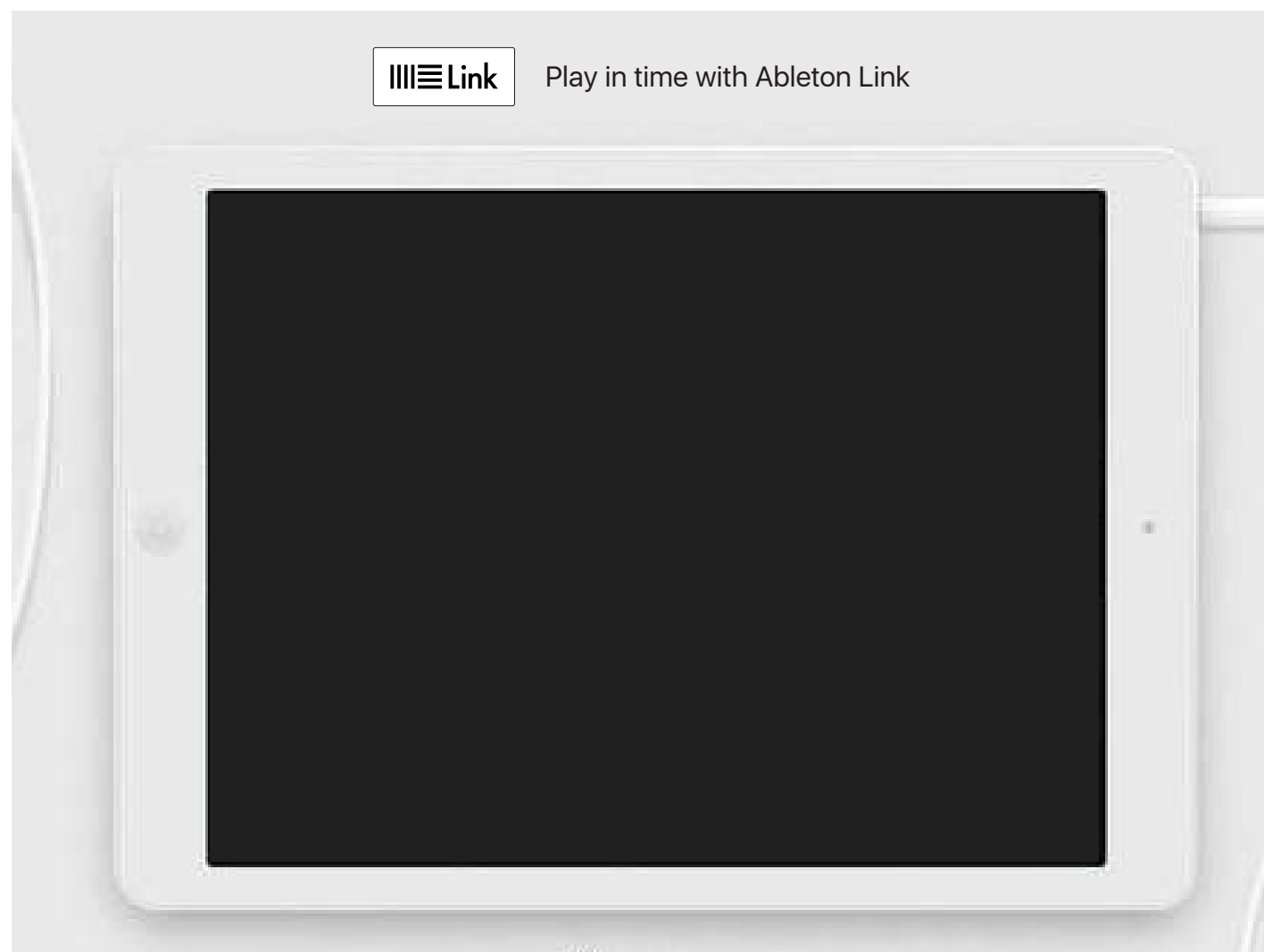
(16.2) Black Ableton Link badge



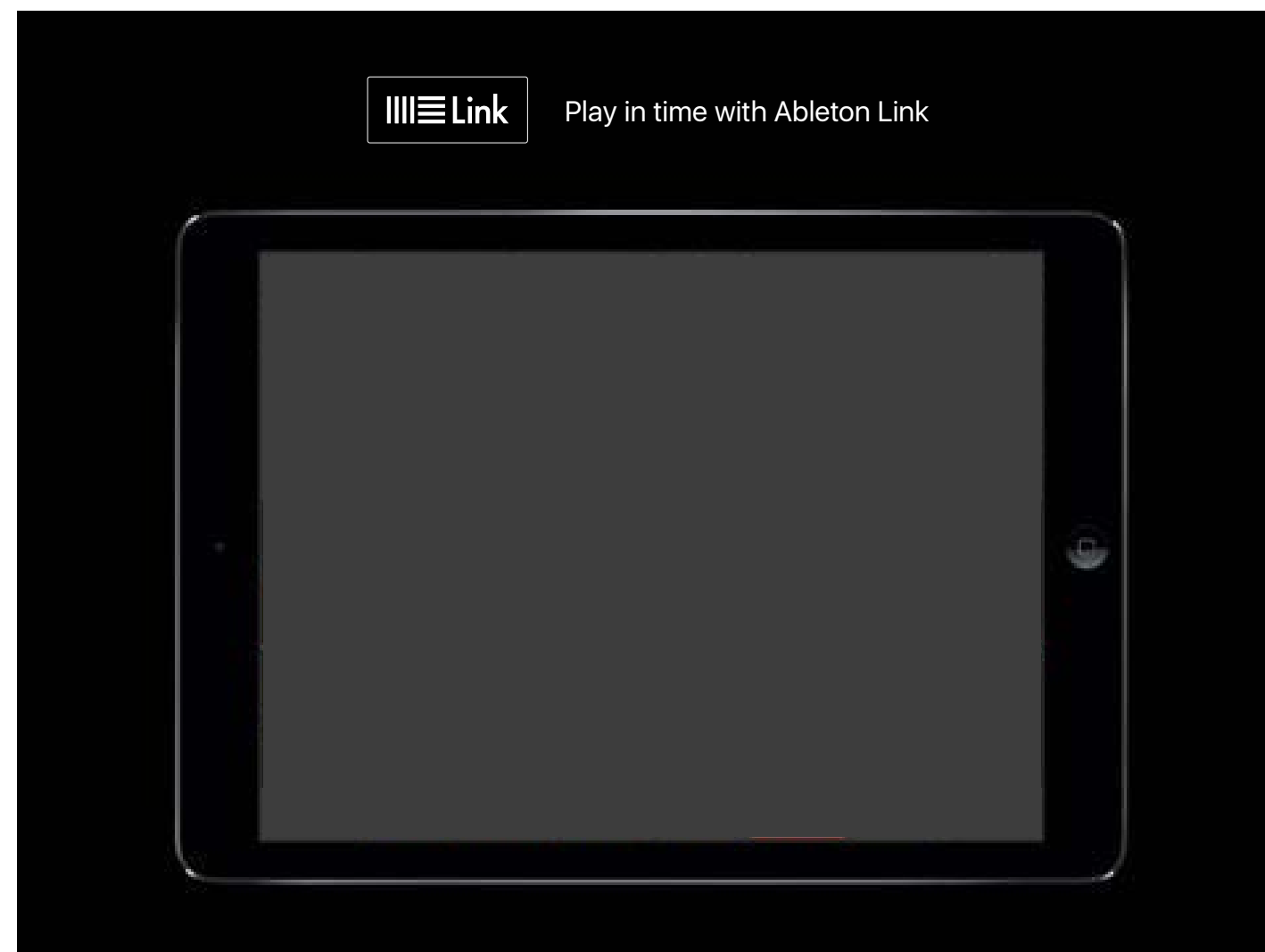
(16.3) Correct usage: Use the white badge for white and light colored backgrounds



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



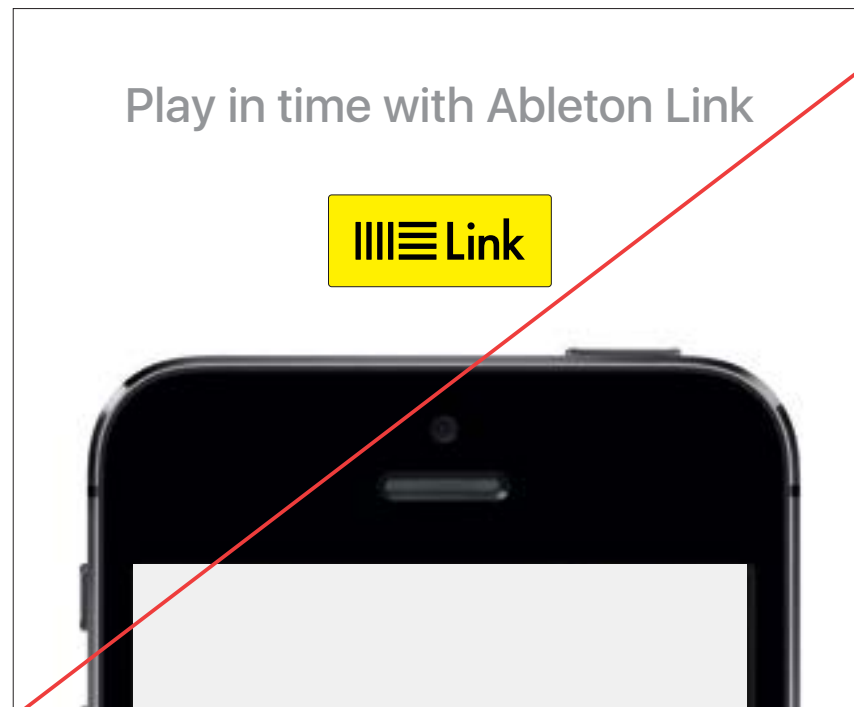
(17.1) **Correct usage:** Use the white badge for white and light colored backgrounds



(17.2) **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 (18.1). It should never be used to represent the name Ableton Link in text (18.2) and should always appear alone, not with or next to the full Ableton logo (18.3).

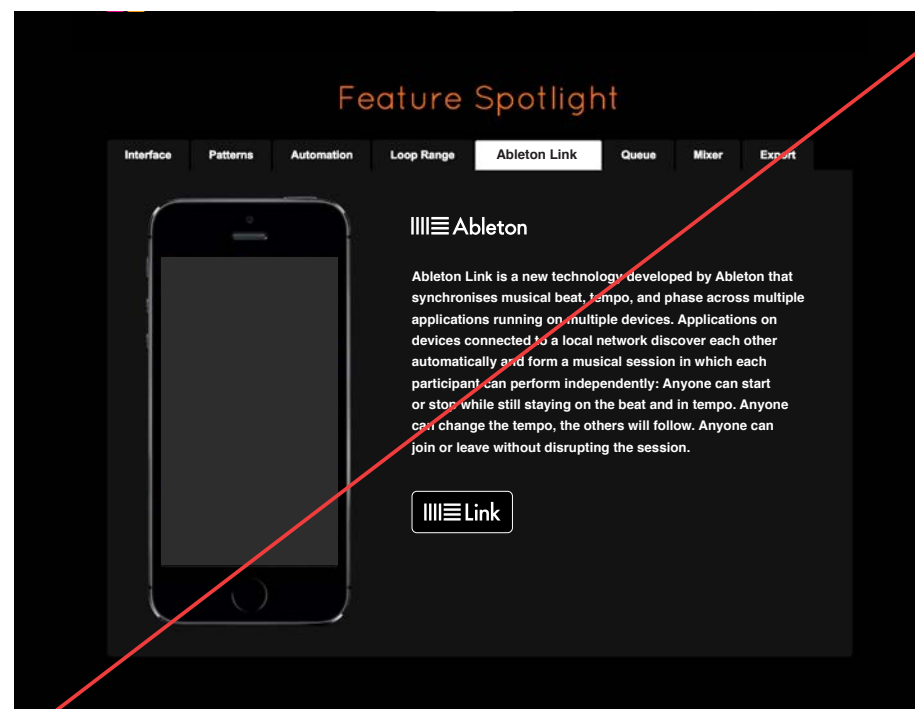
The badge has a stroke outline that should always be present in both **white** and **black** options (18.4).



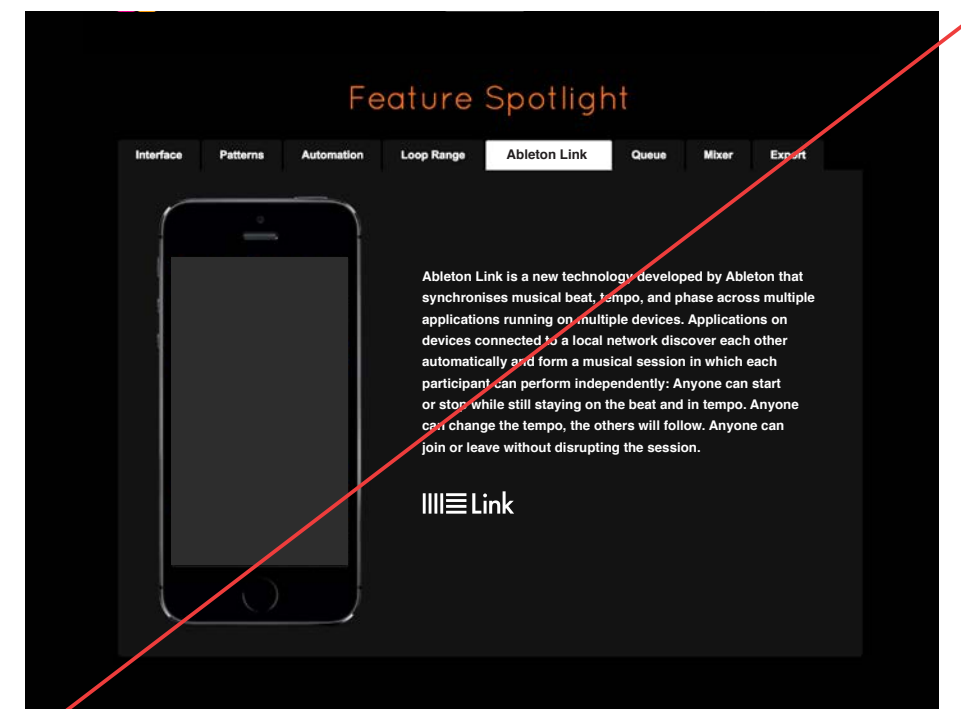
(18.1) **Incorrect usage:** Do not edit or modify the badge



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



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



(18.4) **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 (19.1). Never make Ableton Link one word (19.2) or typeset in capital letters (19.3).

Never use the Ableton Link badge to represent the name Ableton in text (19.4). The same applies to the Ableton Link button, which should also never appear in text (19.5).

New version 2.5.19 now
with Ableton Link integration.

(19.1) Correct usage

New version 2.5.19 now
with AbletonLink integration.

(19.2) Incorrect usage: do not make one word

New version 2.5.19 now
with ABLETON LINK integration.

(19.3) Incorrect usage: do not use all capitals

New version 2.5.19 now
with  Link integration.

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

New version 2.5.19 now
with Ableton  integration.

(19.5) 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]

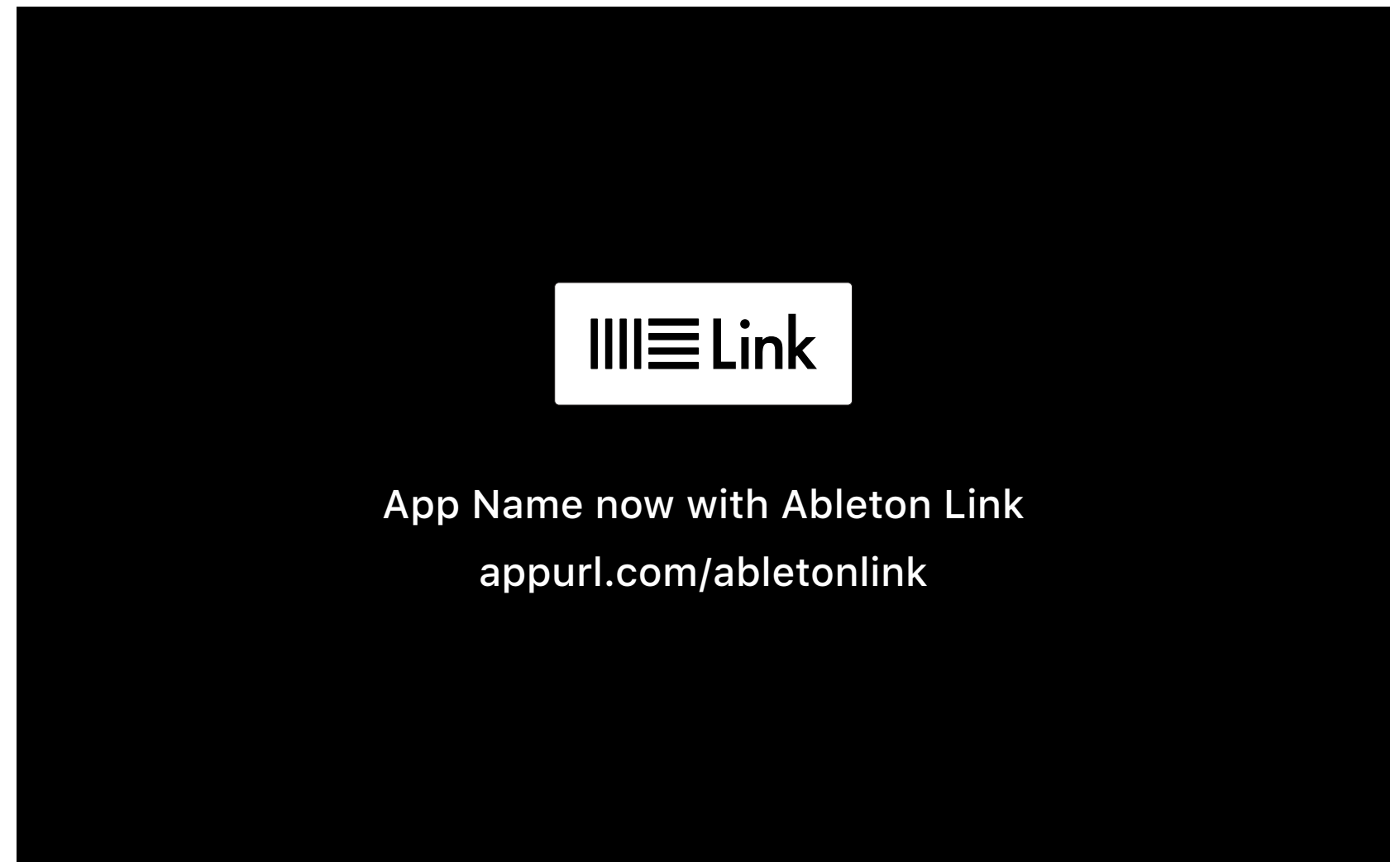
Instagram:

[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]

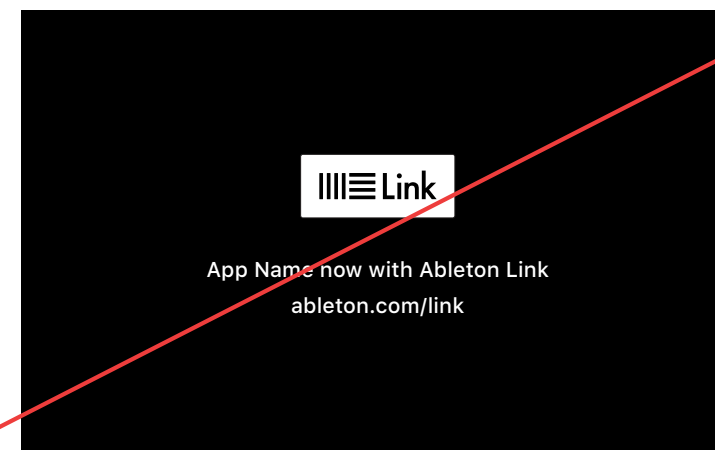
Videos can be created to promote that apps have integrated Ableton Link and demonstrate how it functions across multiple devices. When doing this it should be very clear to the viewer who the app and video is made by. It should not look like Ableton has created the app, video or anything other than the 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 (22.1). If including a URL, it should not be the Ableton Link URL (22.2). Instead it should have the URL for the Ableton link page (or other appropriate section) on the app's website.

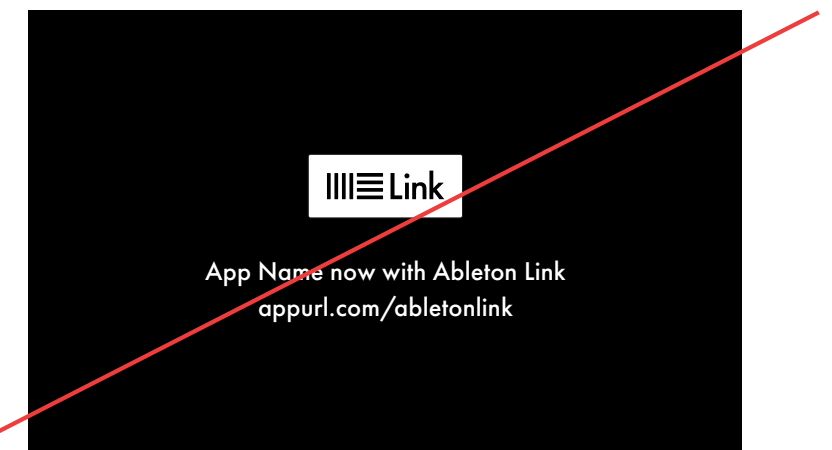
The app's branding should always be present and should not adopt any of Ableton's visual elements, such as color or typography (22.3). The white or black badge can be used depending on which is most suited to the app brand.



(22.1) **Correct usage:** Video end slide



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



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



Ableton.com