Ableton

These **guidelines** are for developers who wish to **integrate** Ableton Link into their music software. While Ableton Link will exist within multiple third-party applications, it is important that a **consistent identity** and tone of voice is maintained. These guidelines should be followed carefully when implementing Ableton Link.

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 **ableton.github.io/link** for updates, support and further information.

Ableton Link

What is Ableton Link?

Ableton Link is a **new technology** developed by Ableton that **synchronises 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**.

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 minimise 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.
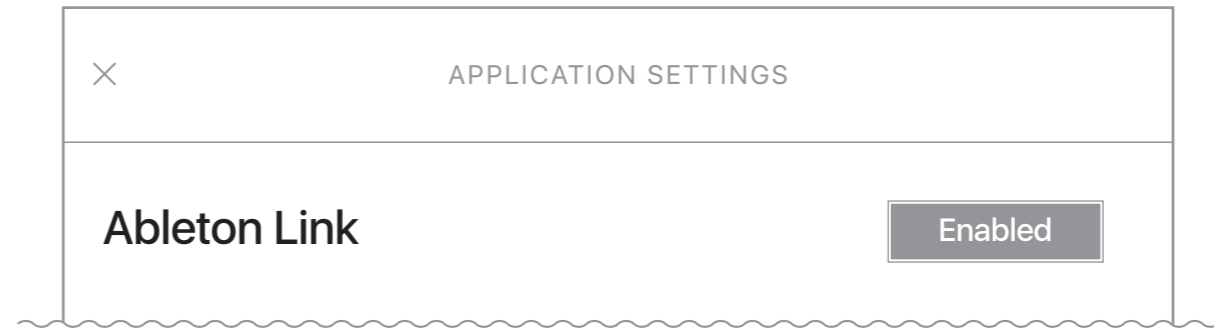
Add Ableton Link
to your application

The most common way to access the Ableton Link setting is within an existing settings section.

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.

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.

APPLICATION SETTINGS

Ableton Link

Enabled

(08.1) Example settings list with label and state

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.

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 application 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.

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

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

Enabled

Disabled

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

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

Promoting Ableton Link

The use of the Ableton Link badge to promote the technology being integrated into your application is recommended. The badge can feature on **banners, product tours, screenshots, websites and more**.
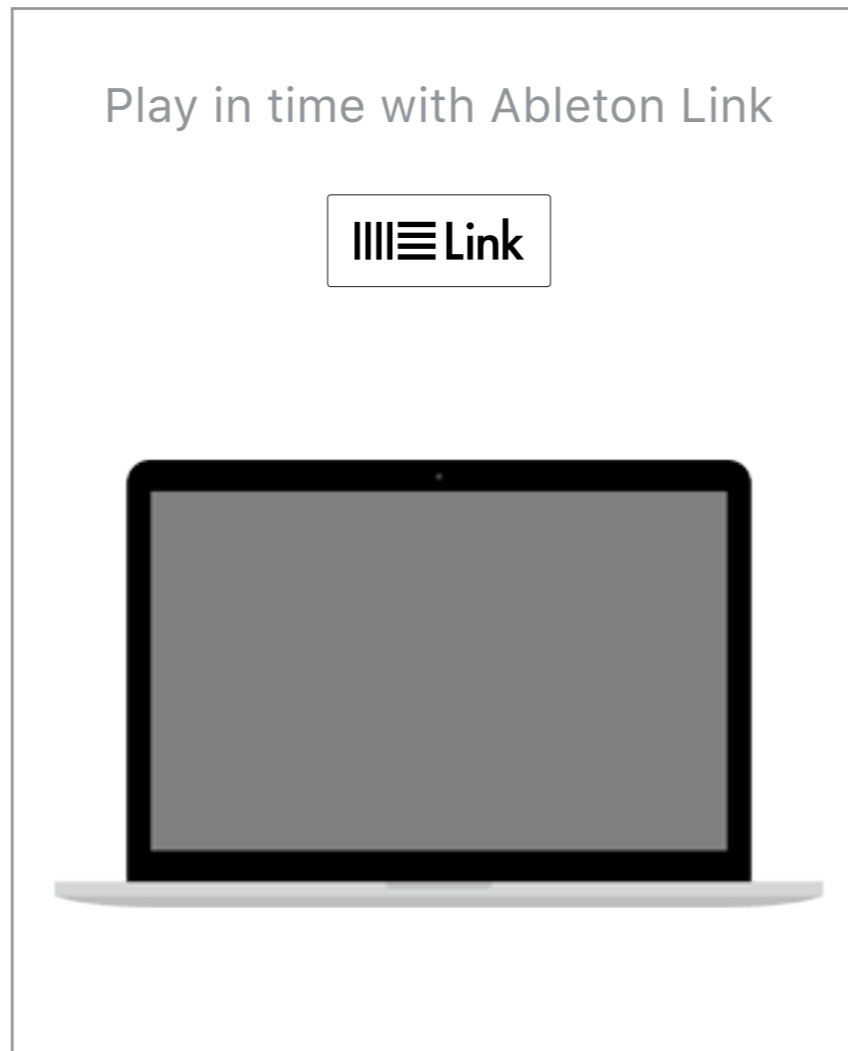
There is a **white** and **black** badge available and you should use the color which **best matches** your app communication designs.
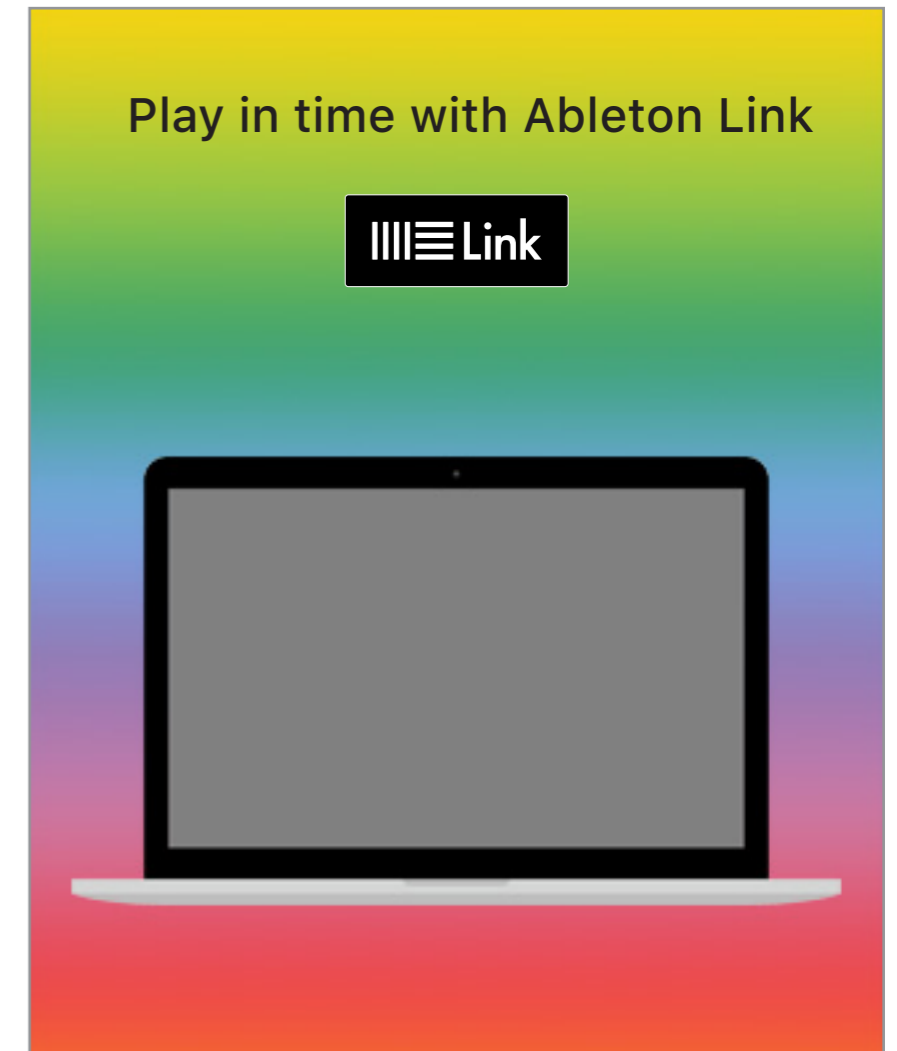

(11.1) White Ableton Link badge

(11.2) Black Ableton Link badge

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

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

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

(12.2) **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 (13.1). It should never used to represent the name Ableton Link in text (13.2) and should always appear alone, not with or next to the full Ableton logo (13.3).

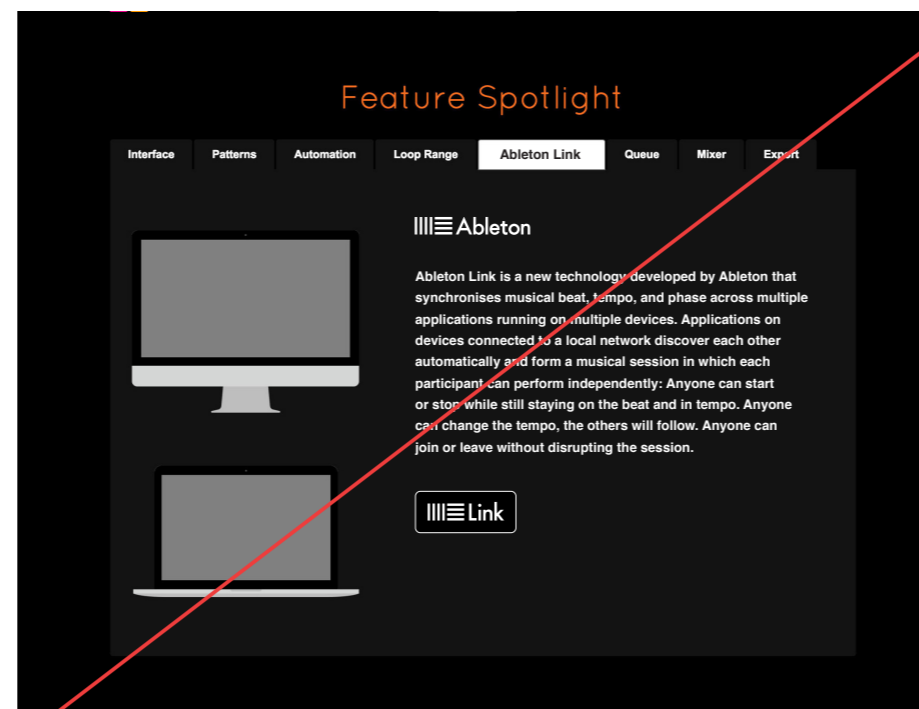The badge has a stroke outline that should always be present in both **white** and **black** options (13.4).
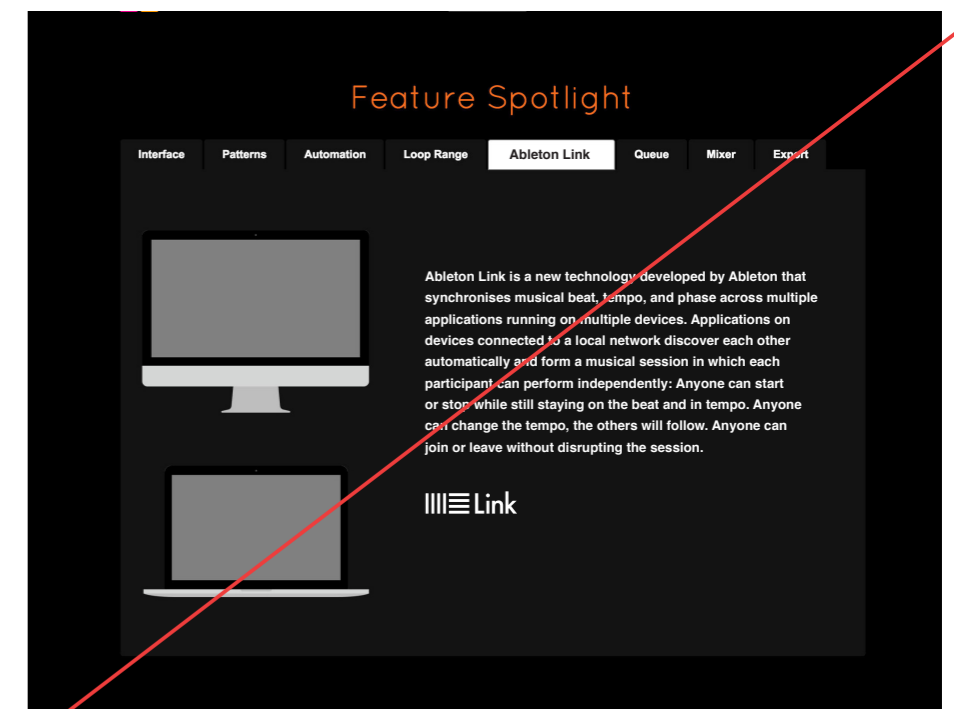

(13.1) Incorrect usage: Do not edit or modify the badge

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

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

(13.4) 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 (14.1). Never make Ableton Link one word (14.2) or typeset in capital letters (14.3).

Never use the Ableton Link badge to represent the name Ableton in text (14.4). The same applies to the Ableton Link button, which should also never appear in text (14.5).

New version 2.5.19 now with Ableton Link integration.

(14.1) Correct usage

New version 2.5.19 now with AbletonLink integration.

(14.2) Incorrect usage: do not make one word

New version 2.5.19 now with ABLETON LINK integration.

(14.3) Incorrect usage: do not use all capitals

New version 2.5.19 now with ‖‖≡Link integration.

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

New version 2.5.19 now with Ableton Link integration.

(14.5) 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 application. 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 synchronises beat, phase and tempo of Ableton Live and Link-enabled applications over a wireless or wired network.

Ableton Link description—long version:
Ableton Link is a new technology that synchronises beat, phase and tempo of Ableton Live and Link-enabled applications over a wireless or wired 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 Ableton Link with an increasing number of Link enabled applications – even without Live in your setup.

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.
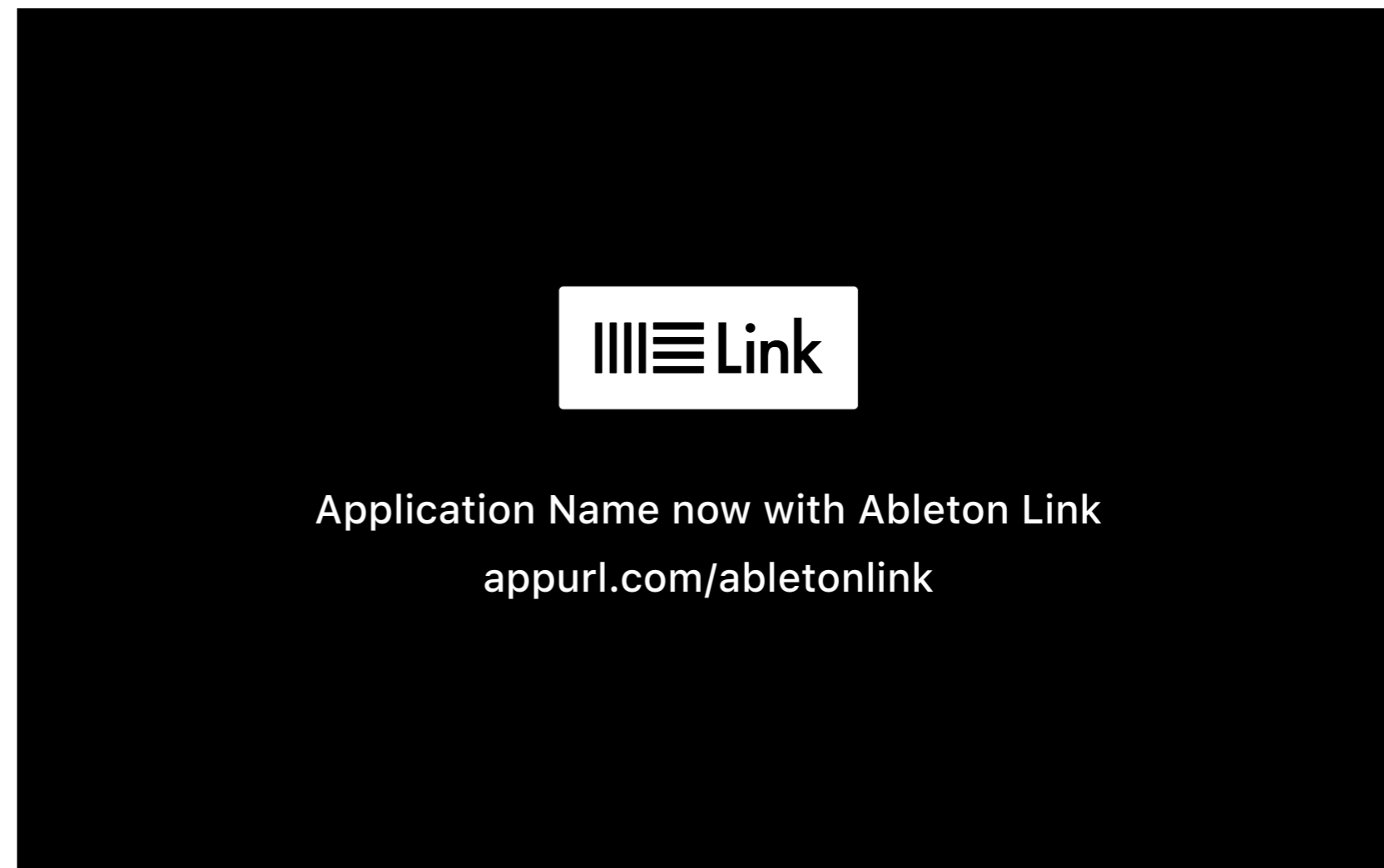
Ableton Link technology is lightweight and reliable—it's designed to stay out of your way, enabling free-flowing collaboration. Ableton Link is also made to help musicians connect with others—with Ableton Live and beyond it—so the framework to develop it is available free of charge. For more information, head to Ableton.com/link.
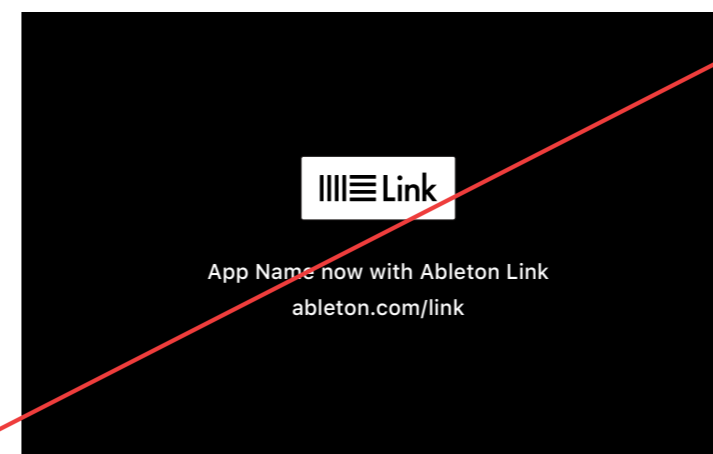
Videos can be created to promote applications that have integrated Ableton Link and demonstrate how it functions across multiple devices. When doing this it should be very clear to the viewer who the application and video is made by. It should not look like Ableton has created the application, video 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 application name and explaining that it now has Ableton Link as an integrated feature (16.1). If including a URL, it should not be the Ableton Link URL (16.2). Instead it should have the app's URL for their Ableton Link page or website section.
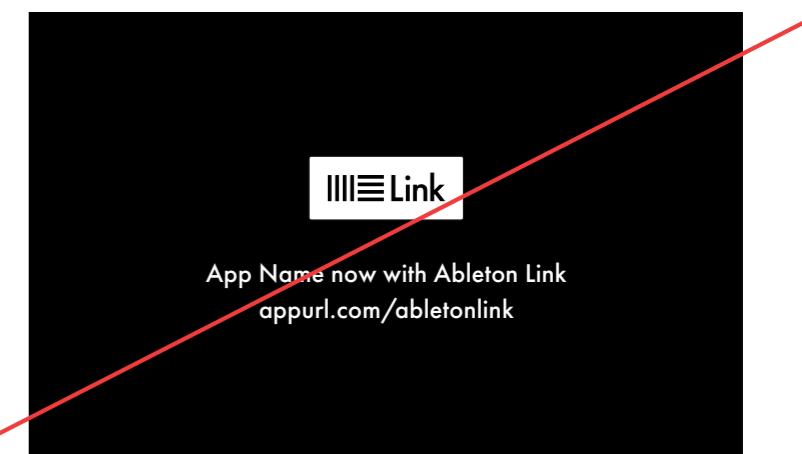
The application's branding should always be present and should not adopt any of Ableton's visual elements, such as color or typography (16.3). The white or black badge can be used depending on which is most suited to the application's brand.

Application Name now with Ableton Link

appurl.com/abletonlink

(16.1) Correct usage: Video end slide

App Name now with Ableton Link
ableton.com/link

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

App Name now with Ableton Link
appurl.com/abletonlink

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

Ableton.com