

Ad Orbit

BRAND GUIDELINES

Version 1.0 | June 2023



Aysling & Ad Orbit

ABOUT US

Welcome to the Ad Orbit Branding Guidelines, your comprehensive resource for understanding and implementing the visual and messaging elements that define the Aysling and Ad Orbit brands. These guidelines ensure consistency and cohesiveness across all communication channels, allowing us to present a unified and compelling brand identity to our clients, partners, and the wider audience.

Founded in 2005 in Ann Arbor, Michigan, Aysling has established itself as a trusted provider of software and creative solutions to clients around the globe. As part of The Fry Family Network of products and services, Aysling offers a range of innovative Software-as-a-Service (SaaS) platforms, including MagHub, the Media Publishing Workflow platform, and AdOrbit, the All-in-One Ad Revenue Platform.

Our commitment to excellence and deep understanding of our clients' needs have positioned Aysling as a leader in the industry. Our software solutions empower businesses to effectively manage their back-office operations, streamline their workflows, and drive growth. Our platforms have become indispensable tools for publishers, media companies, and advertising agencies, enabling them to optimize their operations and maximize their revenue potential.

The Ad Orbit brand is characterized by its modernity, professionalism, and forward-thinking approach. Our visual identity and messaging reflect these attributes, creating a distinctive and memorable brand presence. By following these guidelines, you will learn how to leverage our brand assets effectively, ensuring consistent representation and reinforcing our brand's impact.

These guidelines cover a wide range of brand elements, including our logo, color palette, typography, imagery, and tone of voice. Adhering to these guidelines can project a cohesive and unified brand image across various mediums, from digital platforms to print materials.

We encourage you to familiarize yourself with these guidelines and to apply them consistently in all your communications on behalf of Ad Orbit. By doing so, you will play an essential role in strengthening our brand and conveying our commitment to excellence.

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Core Values

Core values are the fundamental beliefs and guiding principles that shape an organization’s culture, behavior, and decision-making, serving as a compass for actions and defining the brand’s essence.

INNOVATION

At Aysling, we value innovation as a core principle of our brand. We believe in pushing the boundaries of what is possible, continuously seeking new solutions, and embracing emerging technologies. Our branding guidelines reflect this value by encouraging creative thinking, forward-looking designs, and cutting-edge approaches. By embracing innovation, we aim to provide our clients with software and innovative solutions that are at the forefront of the industry, enabling them to stay ahead in an ever-evolving business landscape.

EXCELLENCE

Excellence is deeply ingrained in our brand identity at Aysling. We strive for excellence in everything we do, from the quality of our products and services to the level of support we provide our clients. Our branding guidelines embody this value by emphasizing attention to detail, consistency, and a commitment to delivering exceptional experiences. We set high standards for ourselves and work tirelessly to exceed expectations, ensuring that our clients receive the best software solutions and creative services.

COLLABORATION

Collaboration lies at the heart of our brand ethos at Aysling. We believe in the power of partnerships internally within our teams and externally with our clients. Our branding guidelines reflect this value by encouraging a collaborative approach to problem-solving, fostering open communication, and valuing diverse perspectives. We recognize that by working together, we can achieve more significant outcomes and create innovative solutions that truly meet the needs of our clients. Collaboration is the driving force behind our success and the foundation of solid and enduring relationships.

EMPOWERMENT

Empowerment is a fundamental value that shapes our brand at Aysling. We are dedicated to empowering our clients, employees, and partners to achieve their full potential. Our branding guidelines reflect this value by emphasizing user-friendly designs, intuitive interfaces, and providing comprehensive resources and support. We believe in equipping our clients with the tools and knowledge they need to succeed, enabling them to effectively manage their back-office operations, optimize revenue, and make informed decisions. Through empowerment, we aim to be a catalyst for growth, helping our clients unlock their true potential and thrive in their respective industries.

Client Personas

Each client persona represents a distinct user of Ad Orbit, showcasing how the software caters to various roles and their specific needs within the media industry.

PERSONA 1: MARKETING MANAGER

Molly is a marketing manager in a mid-sized media company. She seeks a comprehensive solution for multi-channel sales and order management. Ad Orbit stands out to Molly with its ability to handle diverse sales channels like print, web, newsletter, podcast, webinar, programmatic, events, and services under one platform. The built-in e-signatures and approval rules simplify complex processes, while extensible rate cards and inventory setup offer flexibility in pricing and inventory management. Ad Orbit empowers Molly to streamline workflows and drive growth by effectively managing sales channels.

PERSONA 2: ADVERTISING OPERATIONS SPECIALIST

Alex, an advertising operations specialist at a digital advertising agency, needs an efficient platform to streamline ad ops workflows. Ad Orbit’s seamless integration with ad servers, programmatic networks, and design software ensures accurate campaign delivery. With custom IFTT workflows and real-time notifications, Alex can automate tasks, improve collaboration, and provide timely actions. Ad Orbit helps Alex optimize campaign management, ensuring smooth operations and successful delivery.

PERSONA 3: FINANCE DIRECTOR

Max, a finance director, requires simplified invoicing and payment processing. Ad Orbit’s batch invoicing generates accurate invoices based on line item details, saving time and ensuring accuracy. The payment capture and GL sync features streamline payment processing, automatically recording transactions and transferring funds. Ad Orbit’s seamless integration with ERP solutions provides clean and straightforward financial summaries, enhancing financial reporting and analysis for Max.

PERSONA 4: SALES EXECUTIVE

Sarah, a sales executive in a media publishing company, seeks a self-serve platform for advertisers. Ad Orbit’s customizable permissions settings allow Sarah to grant advertisers access to campaign management features at their own pace. The user-friendly advertiser portal empowers advertisers to manage campaigns, access data, and adjust independently. By reducing the need for constant assistance, Ad Orbit improves Sarah’s productivity and allows her to focus on building relationships and driving sales.



Primary Logo

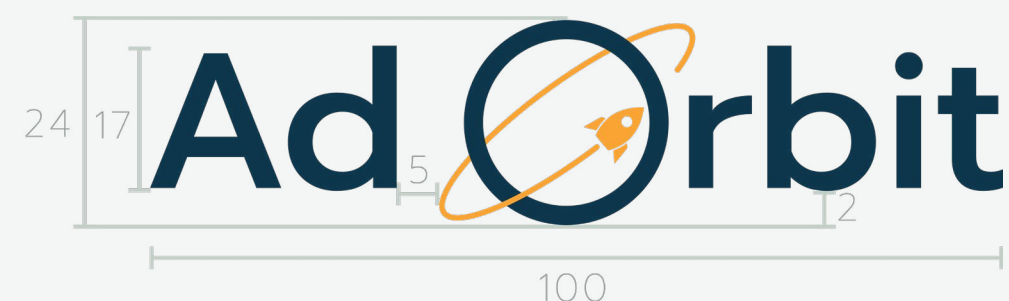
TECHNICAL SPECIFICATIONS

The Ad Orbit logo is made up of a logotype with the logo taking place of the “O”. The logotype is Promp Medium with no alterations to scale ratios, kerning, or tracking. The primary logo should be considered for all use cases first. When the primary logo cannot be used or is impractical, alternative logos should be used instead.



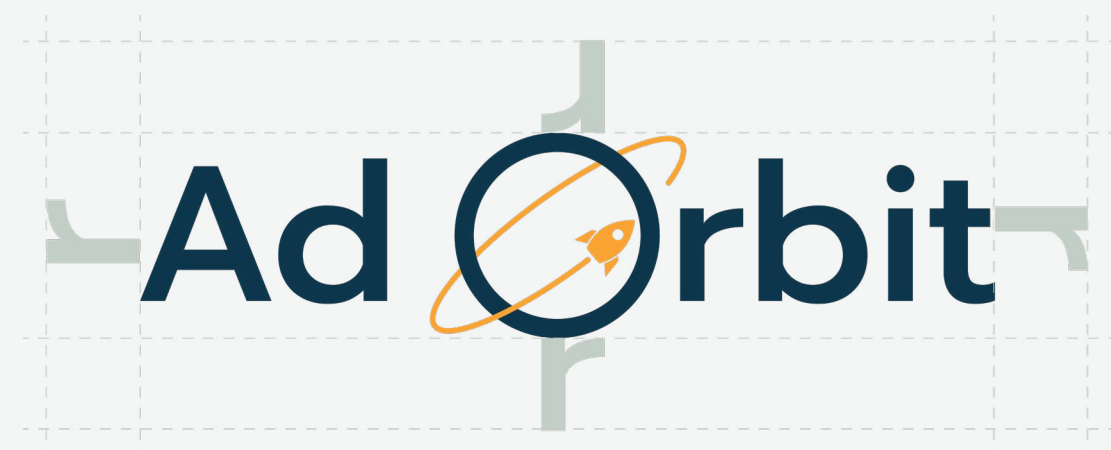
SIZE RATIOS

The ratio of the logotype is 100x24.



CLEAR SPACE

The minimum clear space (safety zone) around the logo is equal to the “r” in the logo on every side of the logotype and tagline.



Alternate Logos

LOGOTYPE WITH TAGLINE

The usecase for this particular logo goes here



VERTICAL

The vertical version of the logo should be used for applications where the horizontal logo cannot be used or does not aesthetically fit an application.



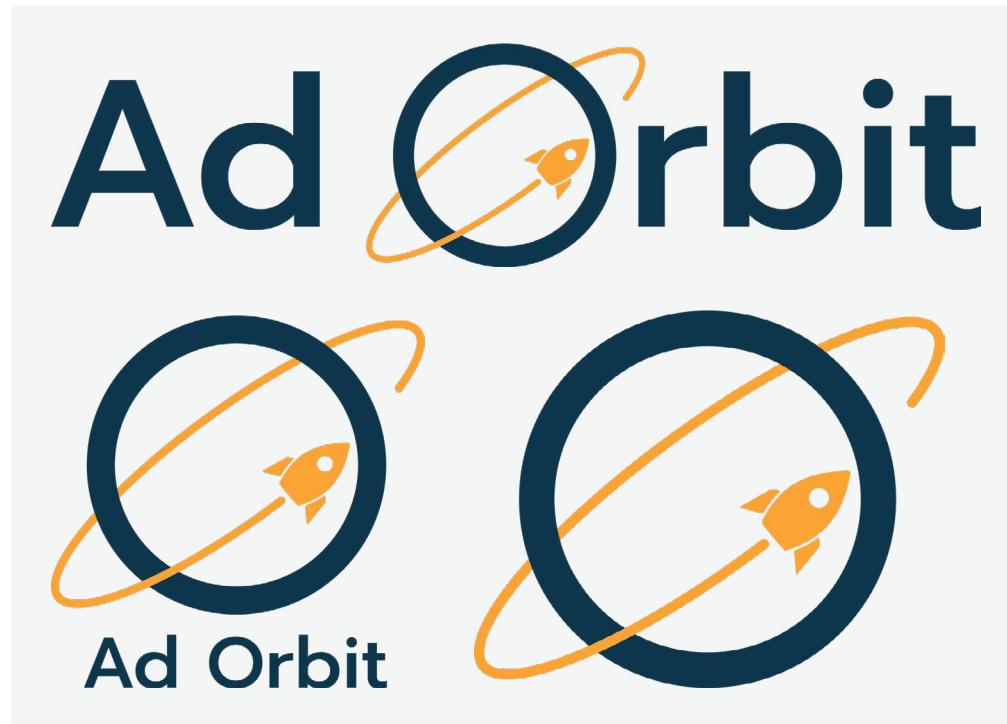
LOGO ONLY

The plain logo should be used for applications in which the logotype in the primary and vertical logos is too small to be legible. The plain logo can be used for social media applications. The plain logo can also be used as an artistic embellishment.

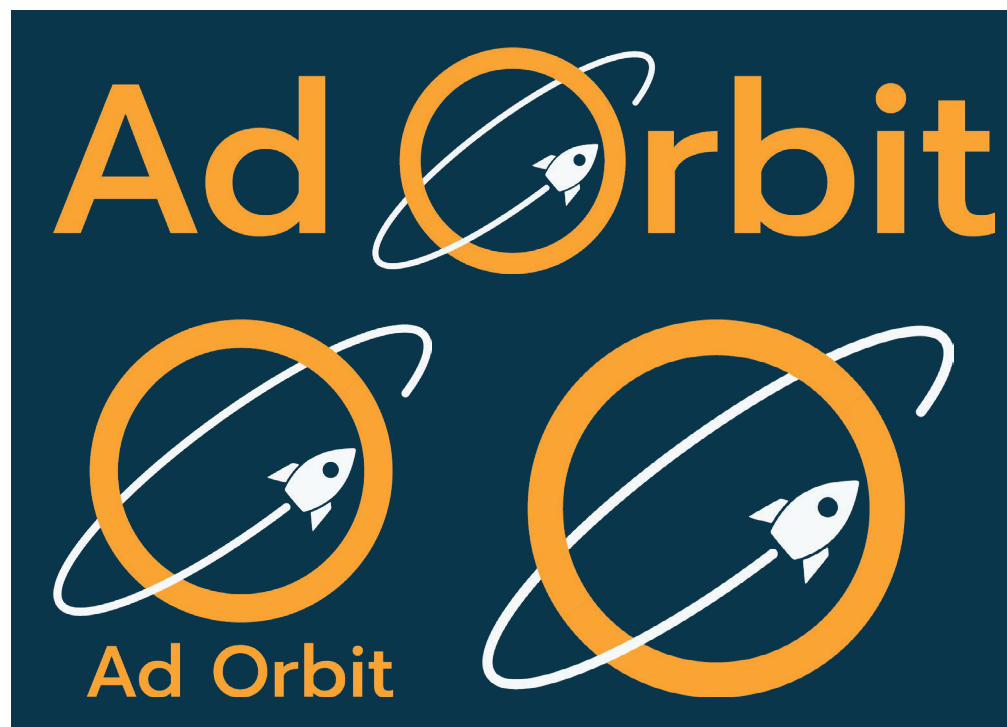


Logo Background

LOGOS ON LIGHT BACKGROUND



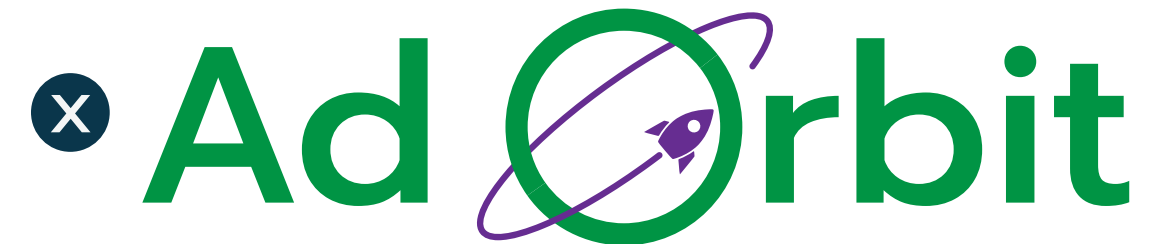
LOGOS ON LIGHT BACKGROUND



Important Reminders

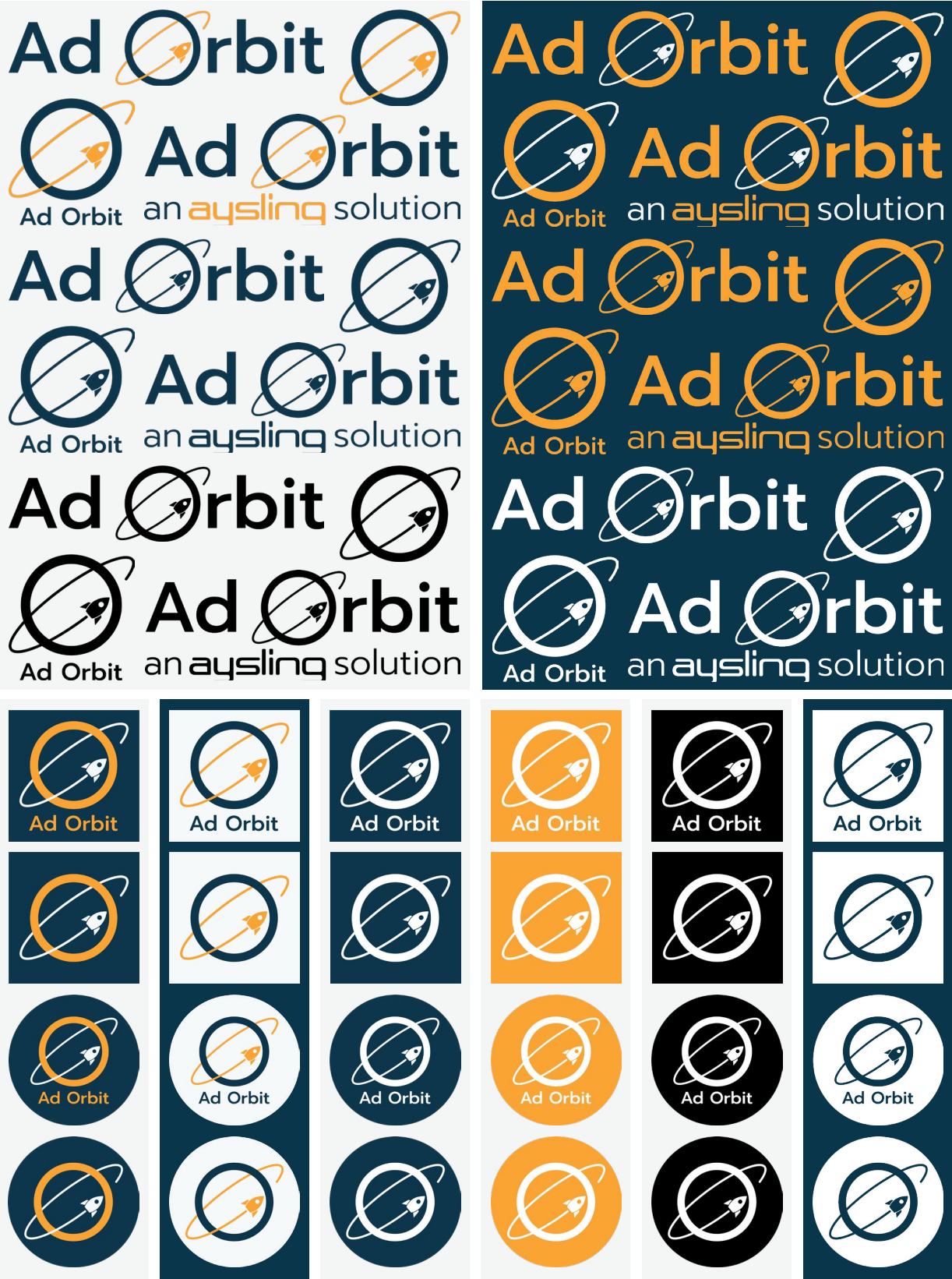
BE COMMITTED TO THE RULES

Never make alterations to the logo such as modifying the colors, altering the aspect ratio, adding effects such as drop shadows or beveling, or changing the spacing between letters. If you have an application where none of the standards logos can be used, consult a member of your creative team to make the necessary changes.



Logo Library

The entire Ad Orbit logo library can be found [here](#).



COLOR PALETTE

Color Palette

HEX and RGB codes should be used for all digital applications. Pantone colors should be used for all print applications and CMYK may be used in print applications when Pantone colors are not available.

BATTLESHIP GREY HEX: #868f89 CMYK: 50, 36, 43, 4 RGB: 134, 143, 137	PANTONE COATED P 176-4 C	PANTONE UNCOATED 416 U
PRUSSIAN BLUE HEX: #0a364b CMYK: 95, 70, 45, 45 RGB: 10, 54, 75	PANTONE COATED 303 C	PANTONE UNCOATED 5463 U
ORANGE PEEL HEX: #faa434 CMYK: 0, 41, 90, 0 RGB: 250, 156, 52	PANTONE COATED 1375 C	PANTONE UNCOATED 1235 U
EARTH YELLOW HEX: #f9c074 CMYK: 1, 27, 62, 0 RGB: 249, 192, 116	PANTONE COATED 1355 C	PANTONE UNCOATED 1355 U
ANTI-FLASH WHITE HEX: #f4f6f6 CMYK: 3, 1, 2, 0 RGB: 244, 246, 246	PANTONE COATED P 179 1 C	PANTONE UNCOATED P 179 1 U

Color Usage - Text

WCAG 2.0 minimum contrast is the requirement of having a sufficient color contrast between text and its background to ensure readability and accessibility for individuals with visual impairments. Maintaining WCAG 2.0 minimum contrast across all websites and assets insures that content is always clear and ledgable for any consumer. Use the chart below to determine which color combinations are acceptable. Combinations with a rating of **AA** or **AAA** can be used with any size of text. A rating of **AA18** can be used when the text size is 18pt or larger. A rating of **DNP** should never be used. To check additional combinations you can use the chart [here](#).

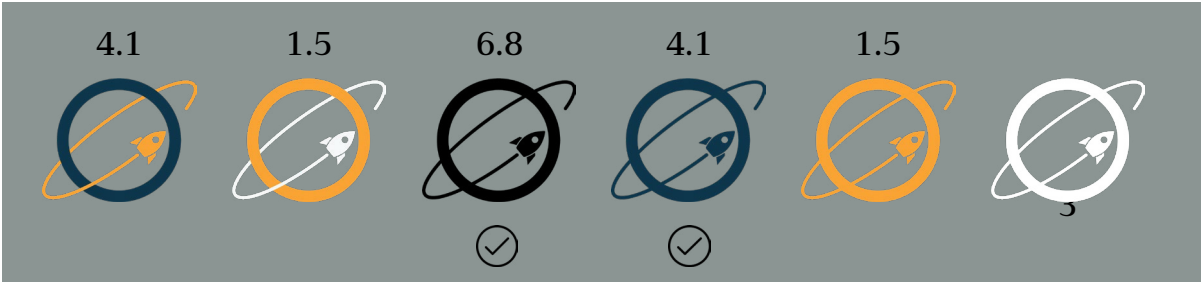
	Battleship Grey	Prussian Blue	Orange Peel	Earth Yellow	Anti-flash White
Black	Text AA	Text DNP	Text AAA	Text AAA	Text AAA
Battleship Grey		Text AA18	Text AA	Text AAA	Text AAA
Prussian Blue	Text AA18		Text AA	Text AAA	Text AAA
Orange Peel	Text DNP	Text AA		Text DNP	Text DNP
Earth Yellow	Text DNP	Text AAA	Text DNP		Text DNP
Anti-flash White	Text AA18	Text AAA	Text DNP	Text DNP	
White	Text AA18	Text AAA	Text DNP	Text DNP	Text DNP

Color Usage - Logos

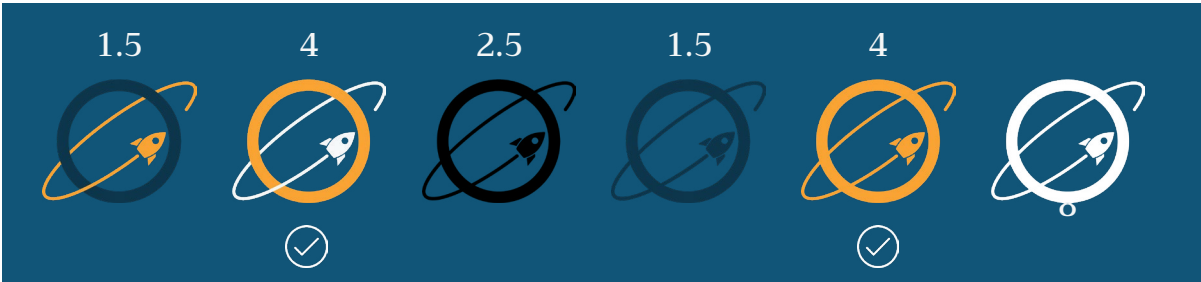
WCAG 2.0 minimum contrast does not officially apply to logos or icons but can be a useful tool when deciding which version of the logo, or what color of an icon to use. By plugging in a background color to the contrast grid you can guage how well the logo or icon will show up based on the the contrast ratings. When deciding between the light logo or the dark logo, use whichever of the main colors (Prussian Blue and Orange Peel) have the best contrast rating. If the background is a color where both options have a relatively low score (3 or under) or if the background color clashes with the one or both of the logo colors and cannot be changed, use a black and white logo or a solid color logo.

NOTE: When possible, the main logos (dark or light) should always be considered for use first.

EXAMPLES



In this example the blue in the main logo is easy to see, however there is not a lot of contrast between the background and the orange so either the solid black or solid blue logo works better.



In this example the the orange and the white in the light version of the logo have a high enough contrast with the background so the light logo should be used. In an instance were a monochromatic logo must be used, it should be white or orange.



Ad Orbit Fonts

Prompt

Black, Extra Bold, Bold, SemiBold, Medium, Regular, Light, ExtraLight, Thin

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Prompt in Thai means “ready,” the same as in English. Prompt is a loopless Thai and sans Latin typeface. The simple and geometric Latin was developed to work harmoniously with the loopless Thai that has wide proportions and airy negative space. It is suitable for both web and print usage, such as magazines, newspapers, and posters.

Trirong

Black, Extra Bold, Bold, SemiBold, Medium, Regular, Light, ExtraLight, Thin

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trirong is a serif Latin and looped Thai typeface, it is characterized by thick and thin strokes, and its narrow and tall structure echoes that of traditional Thai typefaces. It saves space while preserving readability and legibility with its oval-shape looped terminal. This looped Thai and Transitional serif Latin works well in formal contexts.

Font Usage

Prompt, our chosen sans-serif font for titles and headings holds a special significance as it is also the typeface used in the Ad Orbit logotype. By employing Prompt consistently throughout our brand communication, we establish a strong sense of harmony and consistency, enhancing the overall visual identity.

We selected Trirong as the serif font to accompany Prompt to ensure a complementary pairing. Created by the same designer and possessing similar characteristics, Trirong offers a seamless integration with Prompt. With Trirong available in all the same weights as Prompt, it provides a cohesive typographic experience, further reinforcing the brand’s visual identity—the selection of Trirong as the body copy font strengthens our brand materials’ overall aesthetic and readability.

The choice between sans-serif and serif fonts plays a crucial role in defining your brand’s communication’s visual tone and readability. It’s recommended to utilize Prompt for titles and headings. Prompt’s clean lines and contemporary feel convey a sense of efficiency, professionalism, and forward-thinking.

For body copy and longer blocks of text, it’s recommended to use Trirong. Trirong offers excellent legibility and readability, particularly in print and digital mediums, and is more compact. The serif details and subtle strokes of Trirong contribute to a sense of elegance, tradition, and readability, making it ideal for conveying detailed information and maintaining reader engagement.

By adhering to this typographic guidance, you ensure your brand’s cohesive and harmonious visual identity. Utilizing Prompt for titles and Trirong for body copy establishes a consistent hierarchy, enhances readability, and creates a balanced typographic composition that captures your brand’s essence with every written communication.

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