



aha media

Aha Media
LOGO

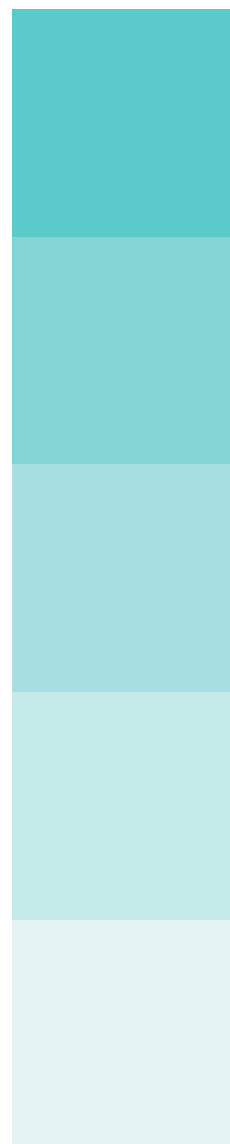
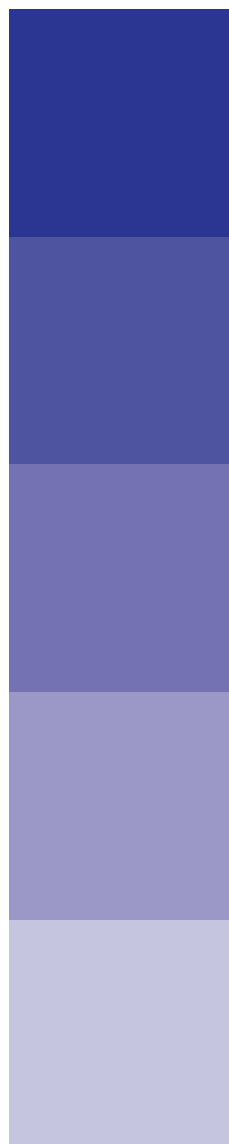
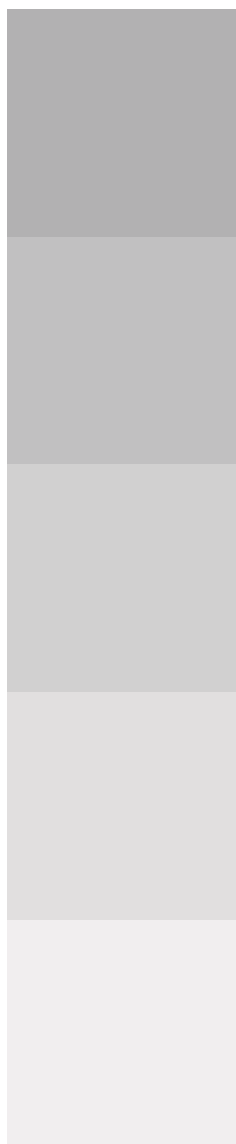
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CMYK 35 28 28 0
HEX# ABABAB

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RGB 233 64 133
CMYK 2 89 15 0
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PANTONE 254 C
RGB 151 52 132
CMYK 47 94 13 1
HEX# 973484

PANTONE 072 C
RGB 44 55 144
CMYK 100 96 4 0
HEX# 2C3790

PANTONE 325 C
RGB 98 203 201
CMYK 57 0 25 0
HEX# 62CBC9



PRIMARY TYPEFACES

Adelle should be used primarily for headers and sub-headers in print and digital.

Font can be found here: <https://fonts.adobe.com/fonts/adelle>

Adelle Sans should be used primarily for body copy in print and digital.

Font can be found here: <https://fonts.adobe.com/fonts/adelle-sans>

Opens Sans is an alternate font that should only be used when Adelle Sans is not available for web.

Font can be found here: <https://fonts.google.com/specimen/Open+Sans>

Adelle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&@£\$%[]!?*°

Adelle Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&@£\$%[]!?*°

**Body Copy should be set at 75% black. For print body copy should be at a 10 pt font with leading at a 15 pt*

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&@£\$%[]!?*°

PHOTOGRAPHY

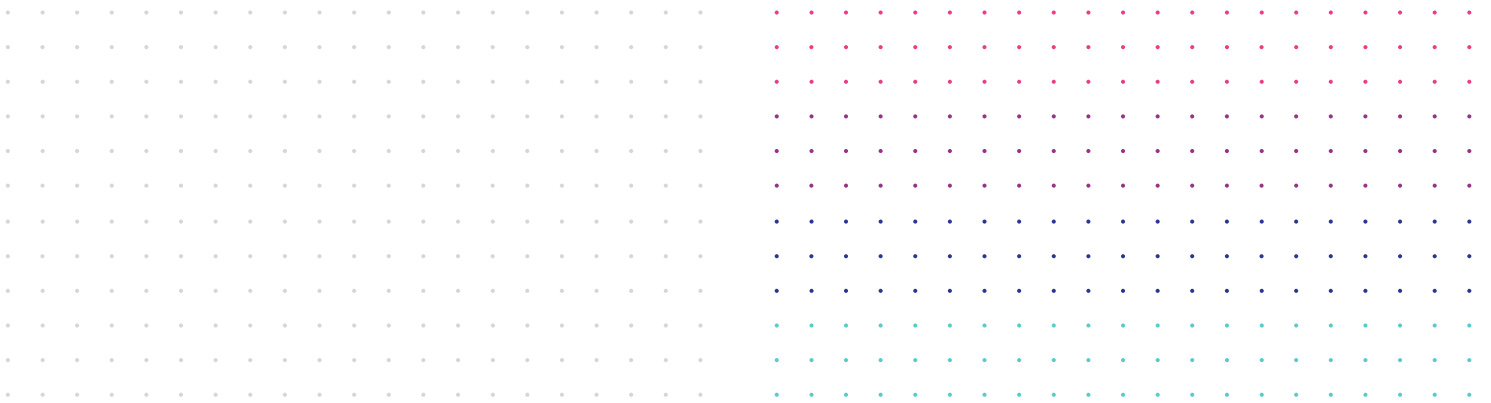
Typically light & bright



Aha Media
PHOTOGRAPHY

DOTS

Dots are typically gray but can be any color if necessary.



QUOTE OR CALL OUT BOXES

Typically aqua but can be any color if necessary. Font should always be Adelle PE.

“

It's great working with a strategic and tactical partner who helps us evolve and experiment with different ways to grow and connect with our audience. The project management and ideation is a huge plus for our team!

- ASHLEY ANDERSON,
SOCIAL MEDIA MANAGER, UCLA HEALTH

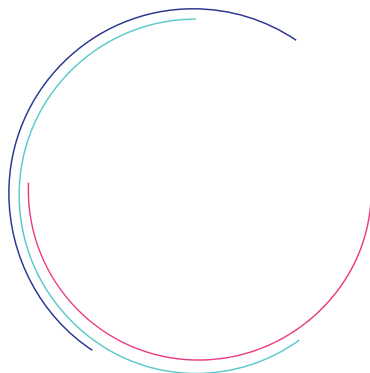
#1

#2

#3

GET IN TOUCH TODAY

CIRCLE



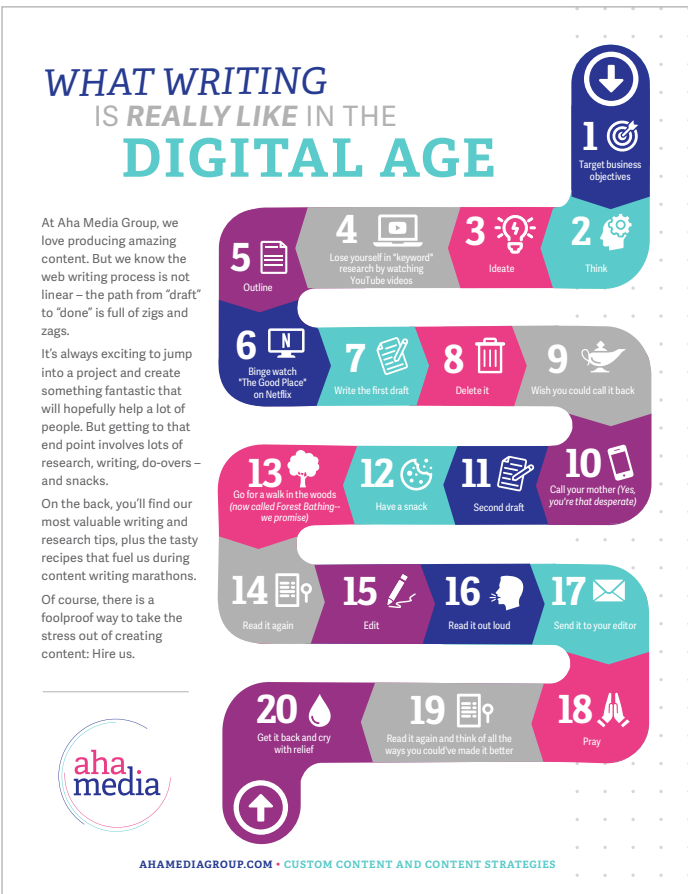
EXAMPLES



Email Header



Social Media Image



infographic



eBook Cover

EXAMPLES

Web Banner

Facebook Covers

CASE STUDY:

Train your staff to write better emails and increase content downloads by 900%

EXECUTIVE SUMMARY

In 2018, a mutual financial services company found that their financial representatives were disengaged from employee-facing content. Employees were ignoring company emails and taking time from client meetings to dig for necessary content. That's when the company's communications team turned to Aha Media Group for a two-day, cross-functional content training.

During the workshop, Aha Media Group taught the communications team strategy and best practices to streamline internal messaging into one Daily Digest email. Using Aha Media's best practices, the daily newsletter quickly surpassed open rate and loyalty rate goals.

THE CHALLENGE

20,000+ financial advisors, staff and leadership were overwhelmed by the volume, lack of prioritization and limited relevance of the communications coming from headquarters. They were disengaged and spending too much time digging through content to find what they needed.

The communications team set out to streamline the content delivered to the field, provide more relevance and improve engagement. They brought in Aha Media to deliver a customized workshop that would encourage and excite their internal content production team.

“

We were looking for somebody who was skilled with digital writing and tailoring to an audience. We brought Ahava in for the workshop. Being able to run through our existing content in parallel with the principles that [Ahava] was covering related to good writing practices was so valuable to the team.

- FINANCIAL SERVICES CLIENT

Lesson learned: Better training will improve your writers' skills and confidence so they can produce content that will gain your audience's trust and keep them coming back for more.	GOAL	ACTUAL
	Email Open Rate Goal: 40%	Email Open Rate Actual: 53%
	Loyalty Rate* Goal: 50%	Loyalty Rate Actual: 51%
	Content Downloads:** 60 /MONTH	Content Downloads: 600 /MONTH

*The percentage of people who opened and read an email 3 times or more over 5 days
**Prior to launch of the Daily Digest compared to 3 months after launch

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Case Study

Trade Show Booth Art

Aha Media
EXAMPLES