



Media kit and brand guide

June 2021

ruby.[®]

Digital ads

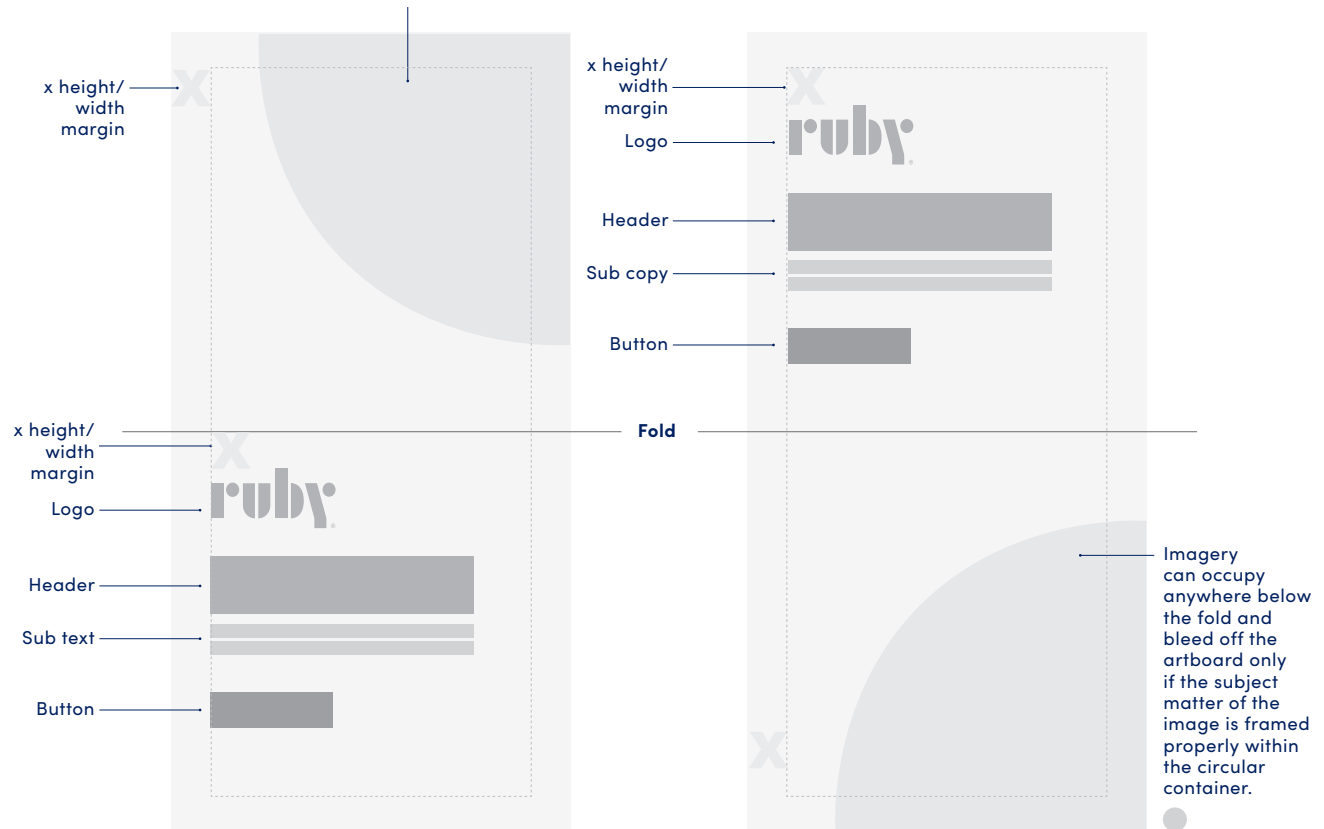
Ruby digital ads vary in size, typically ranging from half page (300x600px) to leaderboard (728x90px).

Ad designs are based on orientation (portrait or landscape). Each ad consists of 6 elements:

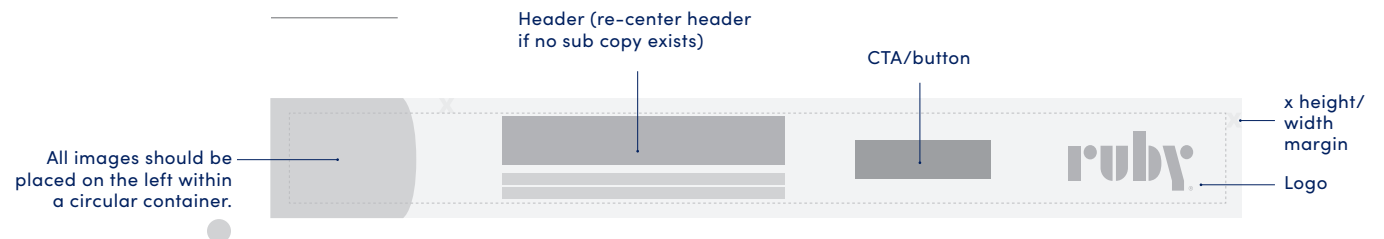
- Headline
- Sub description
- Logo
- Brand elements
- Image
- CTA/button (necessary prompt for action to be taken for downloadables, forms, or more information)

Portrait

Imagery can occupy anywhere above the fold and bleed off the artboard only if the subject matter of the image is framed properly within the circular container.



Landscape



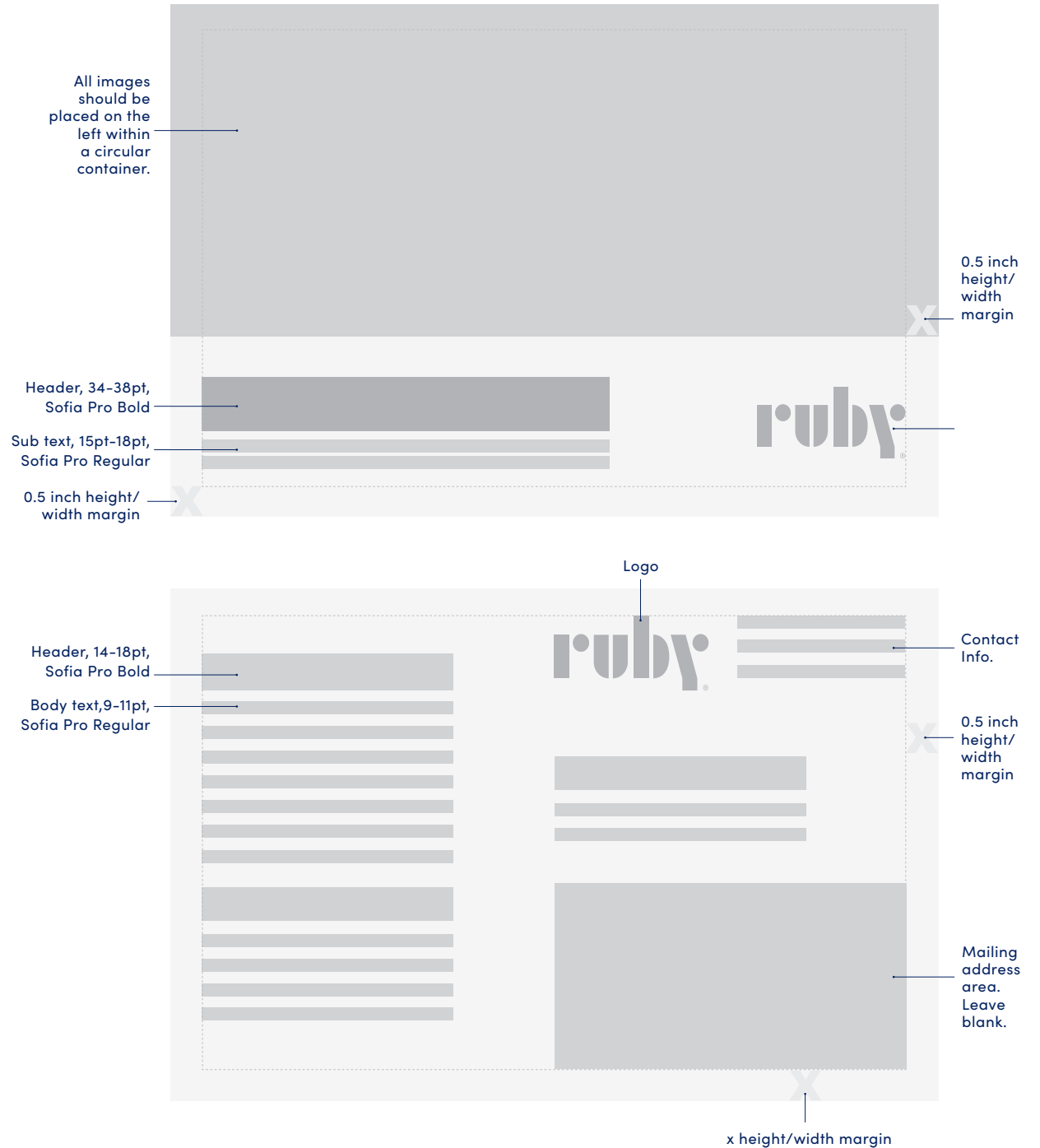
Direct mailers

For targeted audiences and one-on-one communications, Ruby uses a standard sized (9x6 in.) mailer with landscape orientation.

All verbiage placed in the document should maintain a minimum of a 0.5 inch margin of distance or more from the document edge.

The front design consist of 6 elements: title, sub copy (optional), image, brand shape and logo.

As for the back, just 5 elements: verbiage, brand elements, logo, contact information and CTA.



Co-branding

The handy guidelines below allow both of our brands to shine!

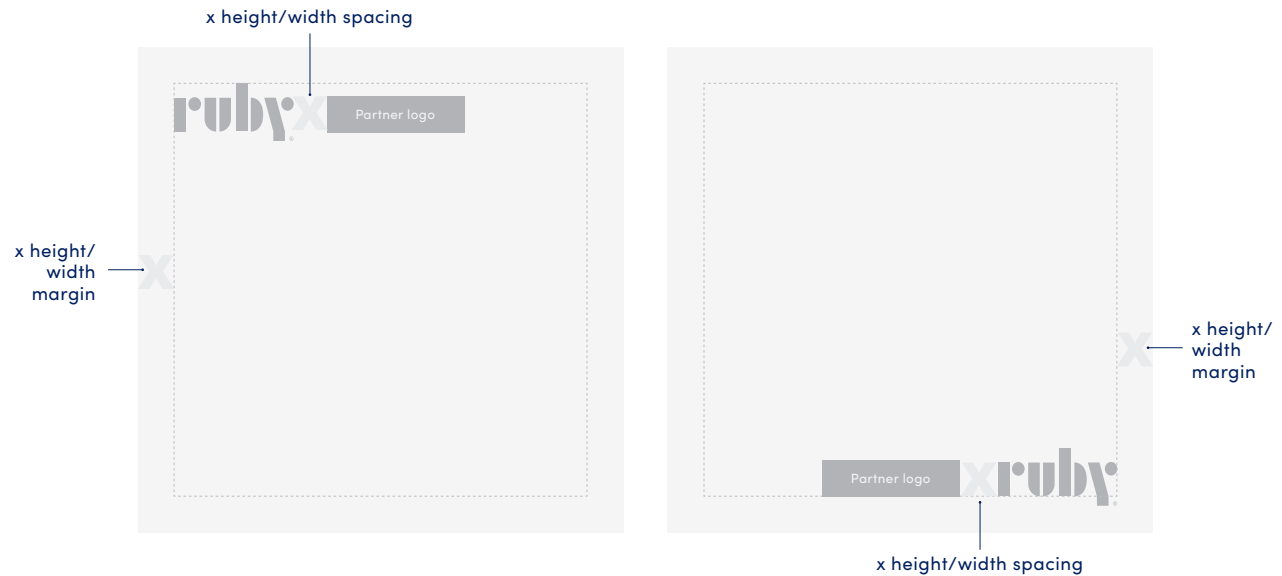
For marketing materials that present opportunities to highlight brand partnerships, the Ruby logo should be comparable or larger in size in relation to your logo.

If the Ruby logo placement is bottom right then your logo should be placed in the same location, but left of the Ruby logo with an X width of space.

In a similar fashion, if the Ruby logo placement is top left then the partner logo should be placed on the right with the same X width of space.

Logo placement

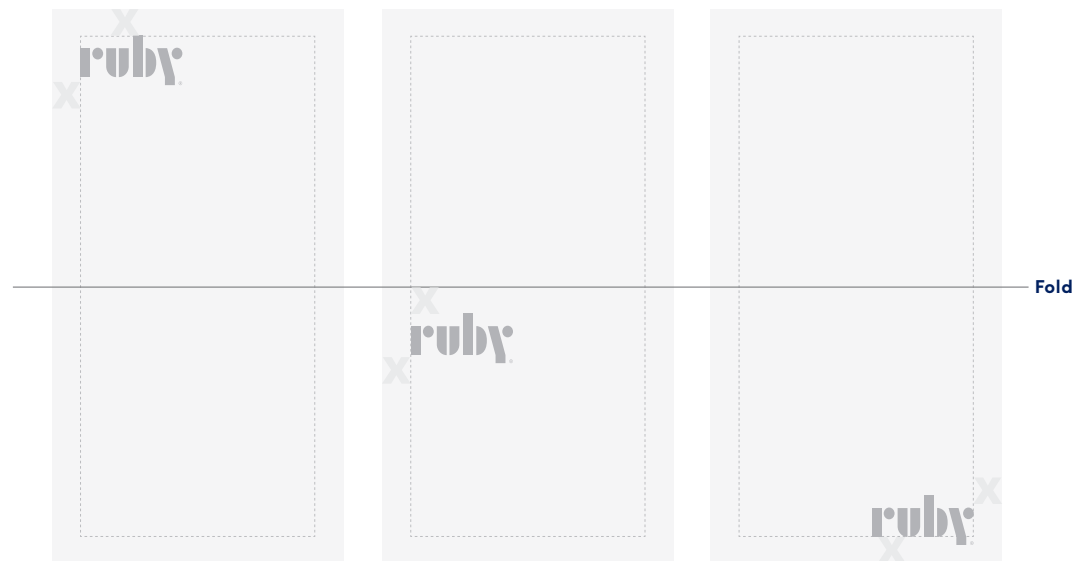
For consistency across all applications, the Ruby logo should be placed at the top left of the composition. For flexibility, the logotype may alternatively be placed within the middle left or bottom right of the composition. Make sure to maintain X width/height of clear space.



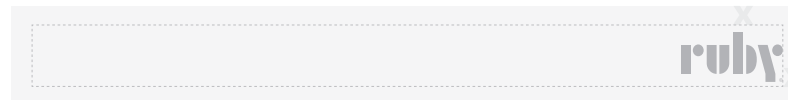
Top left placement

Middle top right placement
(If image above top fold)


Bottom right placement



Right side placement



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Reception and chat services.

[Learn More](#)


Reception and chat services.

[Learn More](#)

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Your next client is calling.

ruby®



Your next client is calling.
Let us answer.

[Sign Up](#)

ruby®



Your next client is calling.



"I have a service there to serve me, not
from my schedule. I love the HUMAN and
your team. I don't feel like a number
because that my business is important to me."

Ms. Anderson
COACHING SERVICES

**In an appointment?
On the other line?
We can help.**

Ruby's award-winning receptionists and chat specialists are available
24/7, 365-days a year to ensure you never miss an opportunity.

Ruby saves you time while growing your business by:

- ✓ Delivering consistent, caring & secure communication
- ✓ Providing part-time, full-time or backup support
- ✓ Sending messages & chat transcripts via email
- ✓ Handling patient intake for easy follow-up
- ✓ Answering common questions
- ✓ Providing receptionist support in English & Spanish

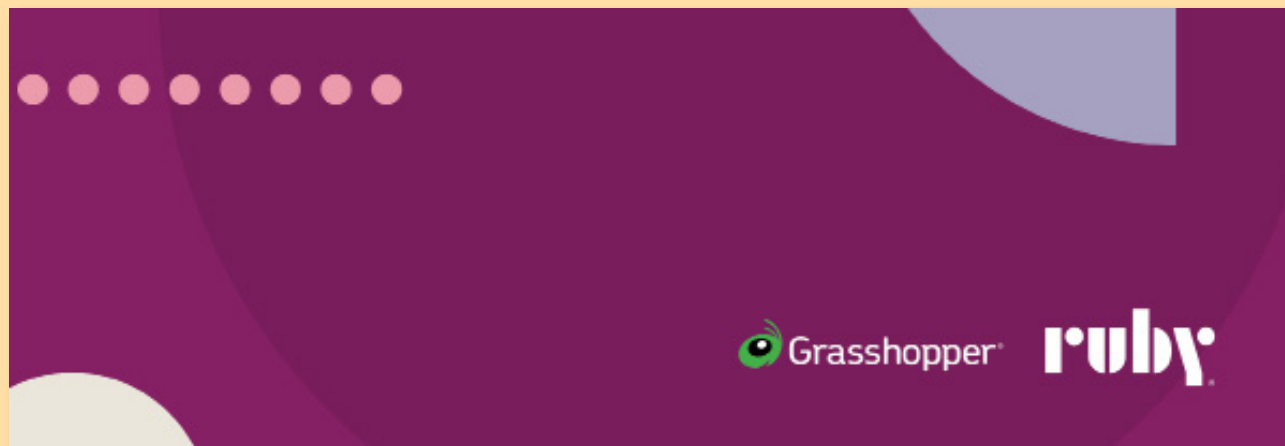
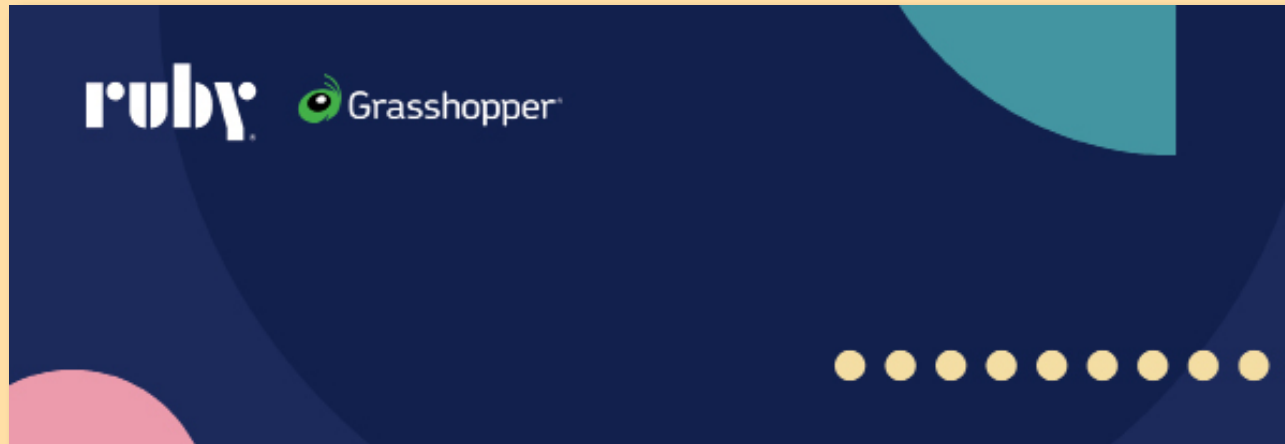


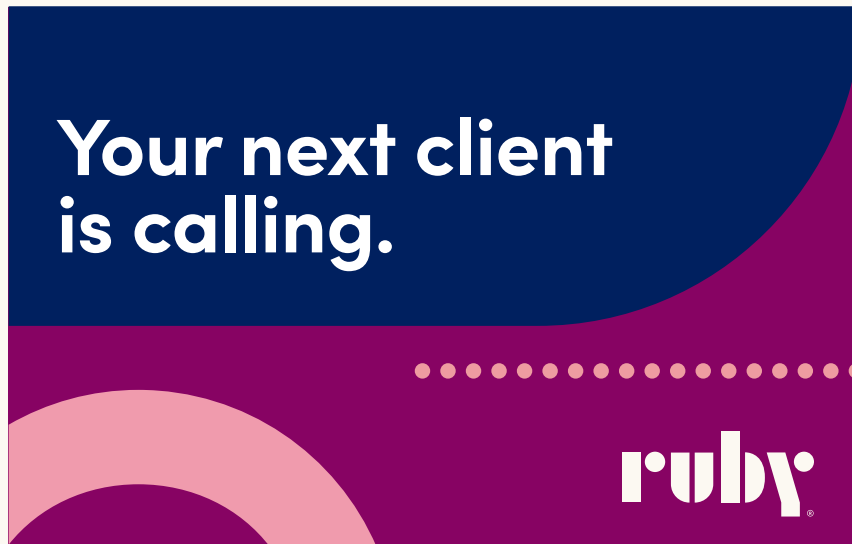
805 SW Broadway #900
Portland, OR 97205
888-735-4943
www.ruby.com

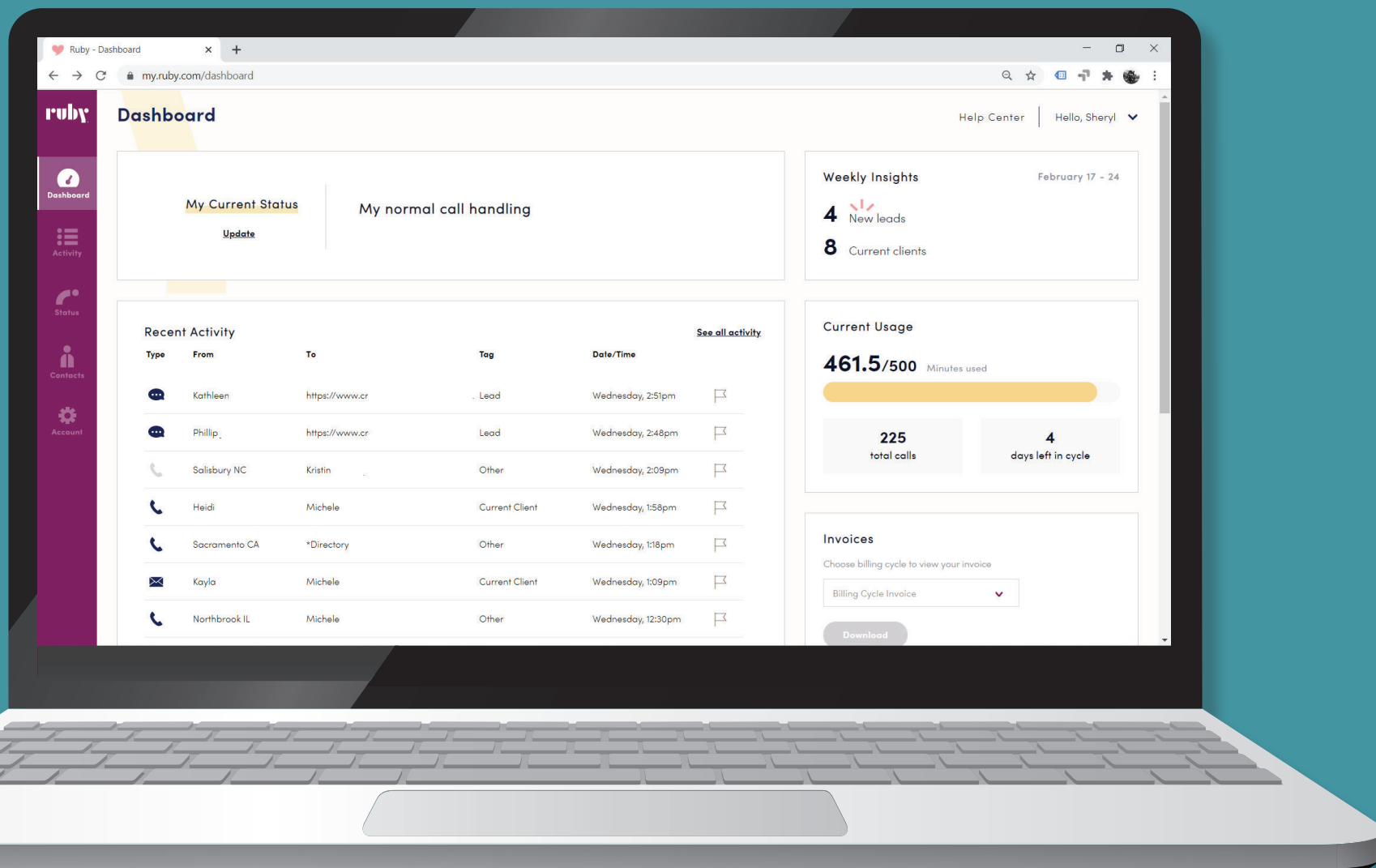
Sign up before month XX, 20XX
and get **XX% off** your first full month!

.....
Visit ruby.com/or call **888-735-4943**
to learn more.

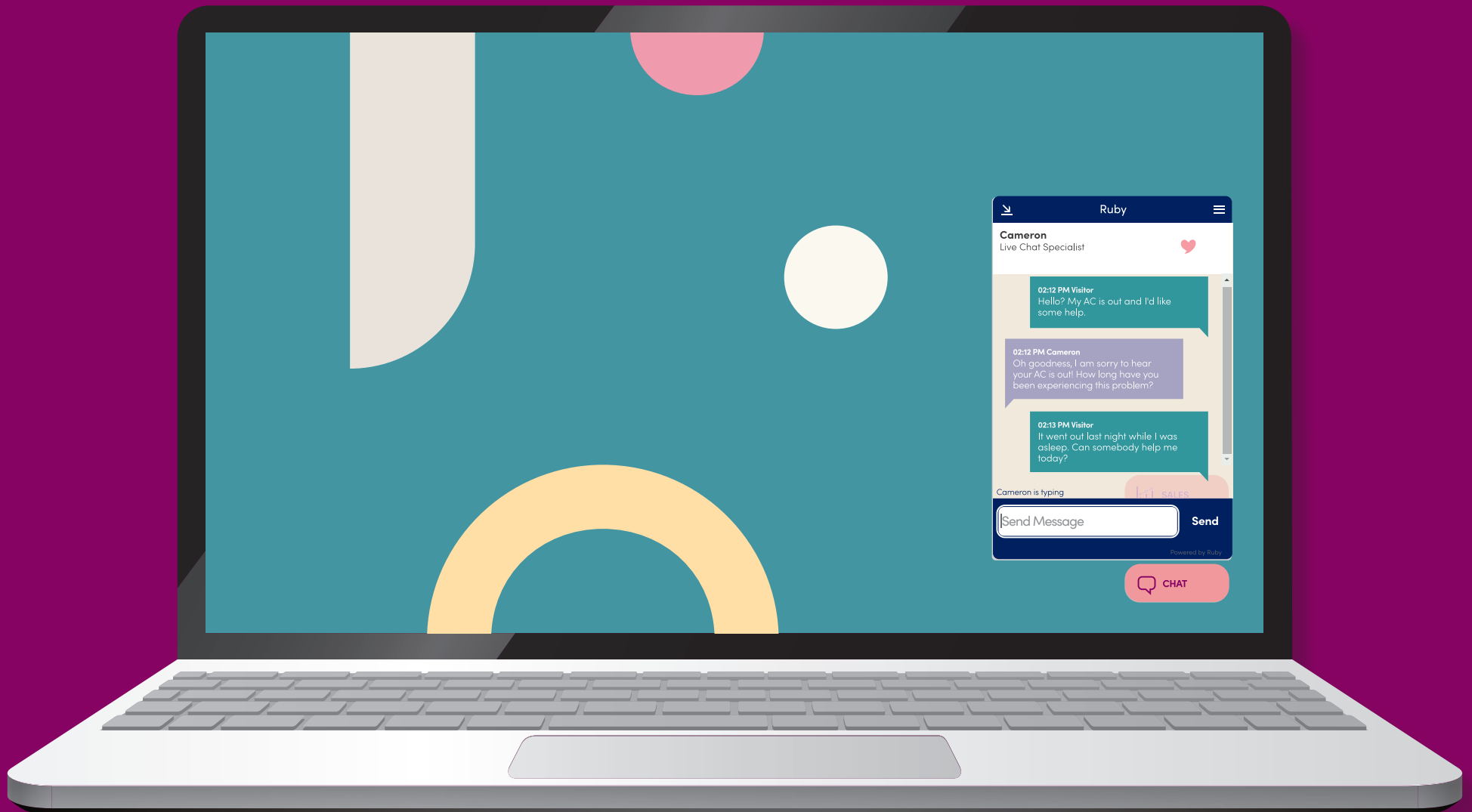
Direct mail



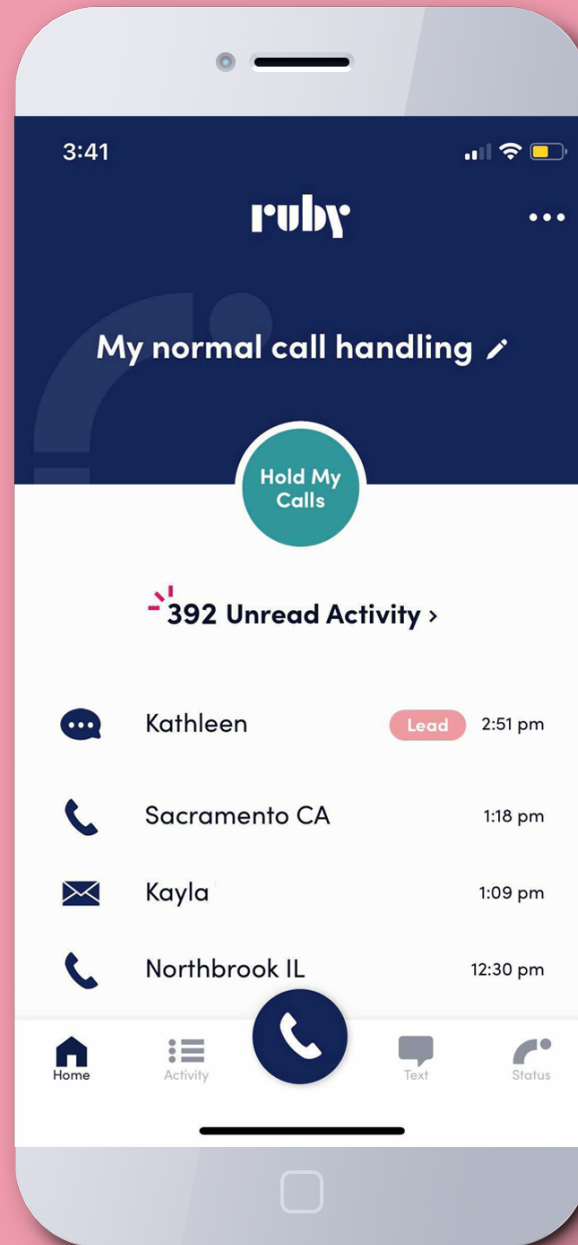




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Ruby chat



Ruby mobile app