.xyz

10th Anniversary
Marketing Kit

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CONTENT & GRAPHICS

Our Brand

10th Anniversary

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Brand Logo

Guidelines

Provide adequate contrast between the background and our logo.

Take care to leave adequate space between our logo and other elements.

Take care to optically center our logo by counterbalancing the dot and descending "y".

Do not skew, distort, or edit our logo.

Always resize our logo proportionally.

Do not scale our logo smaller than .25in or 35px in width.

We fondly refer to our logo as the Bubble Logo.

Primarily it should be used in solid XYZ Purple (#4A1955).

FULL COLOR LOGO

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Dark backgrounds

On dark backgrounds, our logo should be used in solid white.

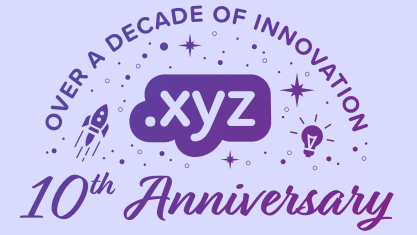You may also use any of our brand colors with adequate contrast.

Photo backgrounds

On dark, complex, or photographic backgrounds, our logo should exclusively be used in solid white. Add a subtle drop-shadow to improve legibility.

Brand Colors

OVER A DECADE OF INNOVATION

.xyz

10th Anniversary

Guidelines

Our primary brand colors are named XYZ Purple, Electric Indigo, Pacific Blue, and Aquamarine Green.
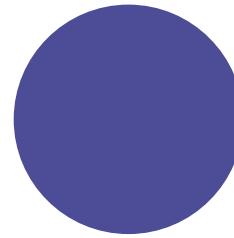
Use our full brand colors for advertising, print, social media, and web design.

Our full brand colors and tints work together in harmony. We recommend using analogous brand colors that vary in lightness/tint, as seen in our primary brand color palette.
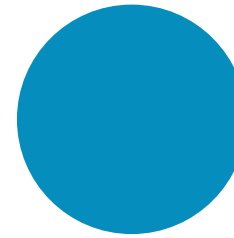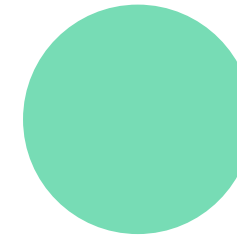
Primary brand colors
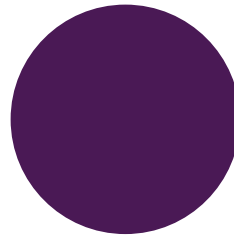
XYZ PURPLE
#4A1955
PMS 525 C, 2612 U

ELECTRIC INDIGO
#4C4CA8

PACIFIC BLUE
#059ECE

AQUAMARINE GREEN
#77EDC6

Gradients

Full brand colors

Dark Magenta #770156	XYZ Purple #4A1955	Dark Indigo #2F2870	Dark Blue #04477A	Dark Green #0B6E70
Mid Magenta #AD0766	Mid Purple #812489	Electric Indigo #4C4CA8	Mid Blue #0E65AD	Mid Green #05A083
Bright Magenta #E01279	Bright Purple #C13EDD	Bright Indigo #6B62E8	Pacific Blue #059ECE	Bright Green #02C689
Light Magenta #F97DC7	Light Purple #DA86EF	Light Indigo #9494F7	Light Blue #77DBF2	Aquamarine Green #77EDC6
Pale Magenta #FFEBF9	Pale Purple #FBE9FF	Pale Indigo #EBEBFF	Pale Blue #DCFAFF	Pale Green #D4FFEE

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Brand Fonts

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Headings

Acumin Pro Condensed Bold and Proxima Soft Semibold are our heading fonts.

Use our main font Acumin for the biggest, boldest headings. Either font can be used in all caps as long as adequate letter-spacing is added.

Acumin Pro Condensed Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890!?@#$&";:

Proxima Soft Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890!?@#$&";:

Body text

Proxima Nova Light and Semibold are our body text fonts.

They may also be used as small headings or captions in all caps with adequate letter-spacing.

Proxima Nova Light & Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890!?@#$&";:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890!?@#$&";:

Techy Alternative

Space Mono Regular & Bold are alternative fonts for marketing & content related to tech subjects like web3 and AI.

They may also be used as small headings or captions in all caps with adequate letter-spacing.

Space Mono Regular & Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890!?@#$&";:

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890!?@#$&";:

Script

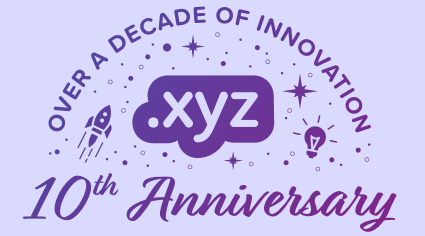Relation Two Bold is our script that should be used sparingly.

It should never be used in all caps.

Relation Two Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890!?@#$&";:

All brand fonts are available via Adobe Fonts

See our site for free alternatives: https://gen.xyz/files

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Anniversary Graphics

ANNIVERSARY BANNER

ANNIVERSARY SEAL

ANNIVERSARY SEAL

Additional colorway examples

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.PNG & .AI

Anniversary Graphics
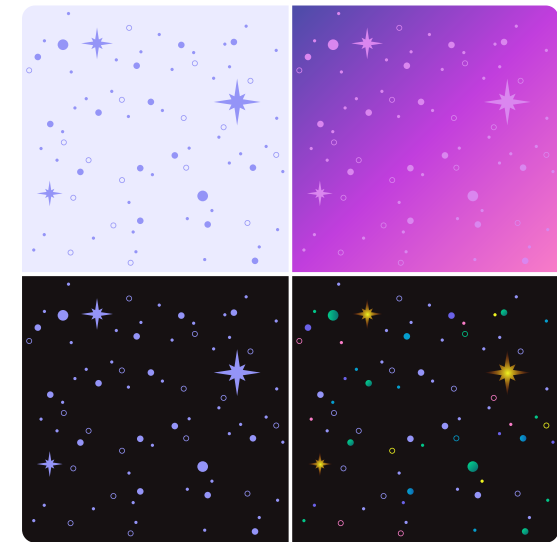
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.xyz
10th Anniversary

ANNIVERSARY ICONS
Rocket ship & lightbulb
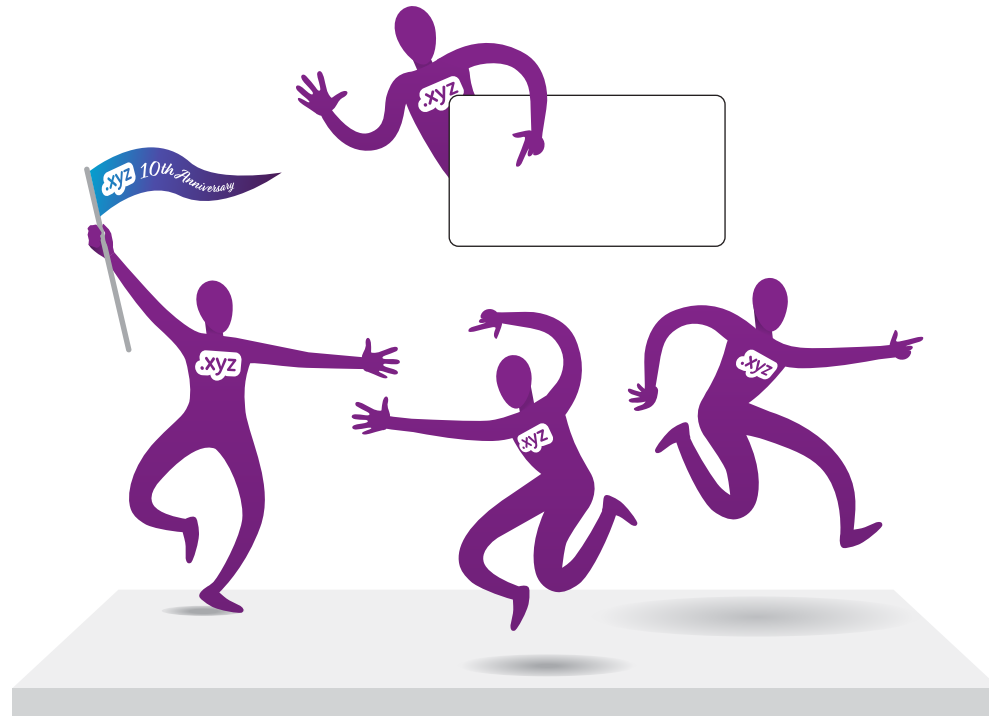
PURPLE PEOPLE
Ready-to-use .PNGs and Editable .AI Illustrator files

ANNIVERSARY SPARKLES
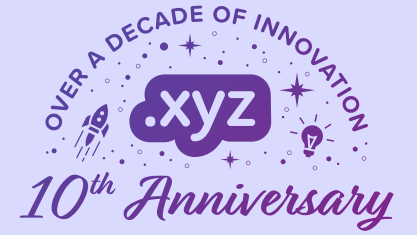Single color or multi-color

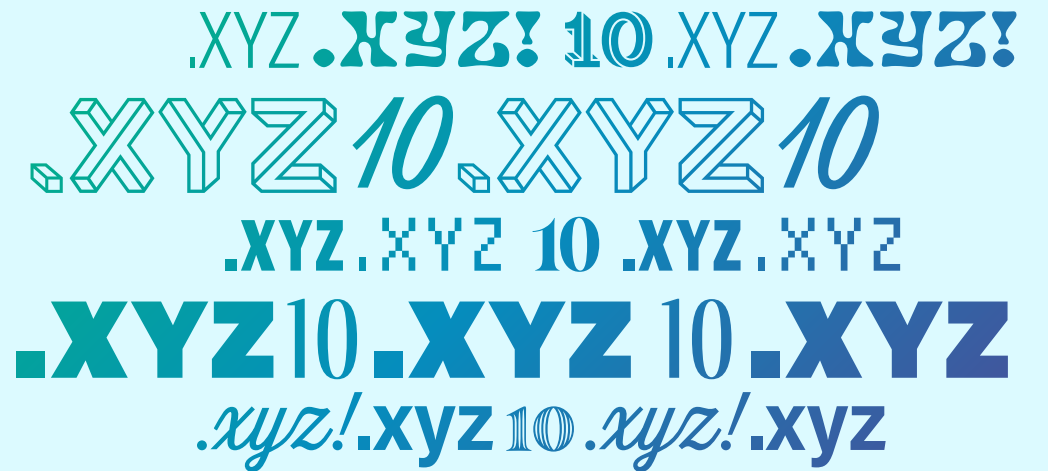**Download Graphics**
.PNG & .AI

Anniversary Graphics

OVER A DECADE OF INNOVATION

.xyz

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For every

WEBSITE ▼
PERSON
BUSINESS
IDEA
PRODUCT
MISSION
GENERATION

everywhere®

For every

WEBSITE ▼
PERSON
BUSINESS
IDEA
PRODUCT
MISSION
GENERATION

everywhere®

.XYZ .XYZ! 10 .XYZ .XYZ!
.XYZ 10 .XYZ 10
.XYZ .XYZ 10 .XYZ .XYZ
.XYZ 10 .XYZ 10 .XYZ
.xyz! .xyz 10 .xyz! .xyz

TAGLINE DROPDOWN

"For every website, everywhere®"

10 YEAR FONT COLLAGE

Use as a decorative background or to adorn
social media posts about .xyz's 10th anniversary

Download Graphics
.PNG & .AI

.xyz

For every website, everywhere®

A bold, fresh choice for users who crave creativity and versatility in a domain name.

Get the domain you've always wanted

`Over a decade of innovation`

.xyz

It's instinctive.
It's natural.
It makes sense.

.xyz hit the reset button on the internet

—— THE NEXT GENERATION OF THE INTERNET ——

.xyz is what **you** make it

BRINGING CHOICE, ACCESSIBILITY, & INNOVATION TO THE INTERNET

.xyz is the go-to ending for your domain

Brand Voice & Anniversary Messaging

How to use

Stay on-brand by referring to the 10th Anniversary Campaign Messaging and .XYZ Brand Messaging when writing about .xyz.

HOW TO GET THE

Brand Voice & Anniversary Messaging Kit

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BRAND VOICE

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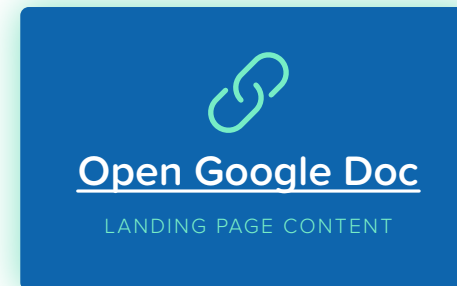BRAND VOICE

Landing Page Content

How to use

Update your website with the latest .xyz brand messaging.

Incorporate our recognizable logo and messaging to resonate with new and returning customers.

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Landing Page Content

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LANDING PAGE CONTENT

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LANDING PAGE CONTENT

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Anniversary Email Content

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How to use

Announce .xyz's 10th anniversary sale to your customers using this email content.

Incorporate .xyz's 10th Anniversary banner or seal.

HOW TO GET THE

Anniversary Email Content

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Open Google Doc
ANNIVERSARY EMAIL CONTENT

Social Media
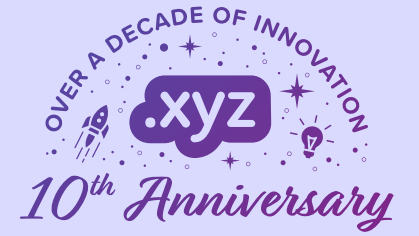
How to use

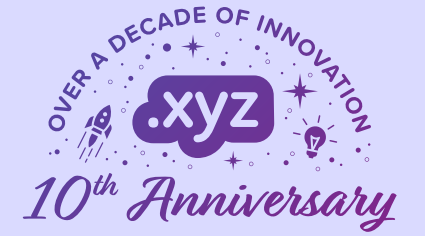Use this content for your .xyz 10th Anniversary social media communications.

Incorporate our recognizable logo and messaging to resonate with new and returning customers.

HOW TO GET THE

Social Media Content

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SOCIAL MEDIA CONTENT

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SOCIAL MEDIA CONTENT

Social Media

SQUARE SOCIAL POSTS

Ex: Instagram, Facebook, or LinkedIn Posts

VERTICAL FORMAT

Ex: Instagram, Facebook, or LinkedIn Stories

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Audience Guide: .xyz & web3

How to use

Use this kit to write about .xyz's popularity in web3.

Incorporate our recognizable logo and messaging to resonate with new and returning customers.
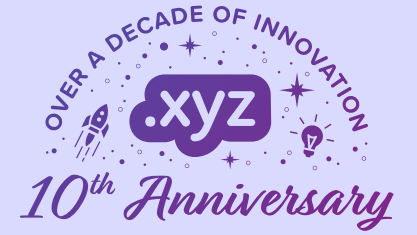
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.xyz & web3 Audience Guide

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.XYZ & WEB3 AUDIENCE GUIDE

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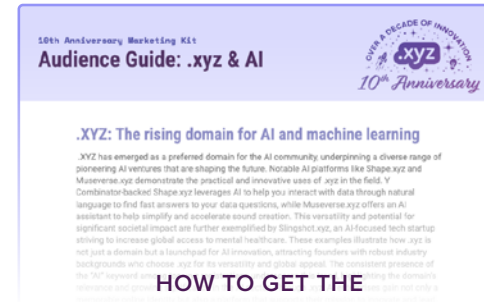.XYZ & WEB3 AUDIENCE GUIDE

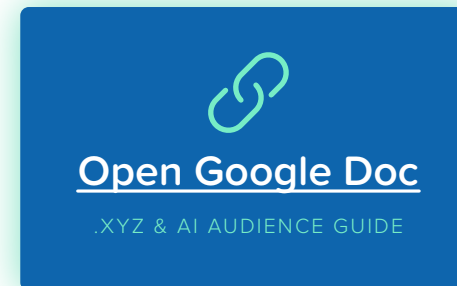Download All Assets

Audience Guide: .xyz & AI

How to use

Use this kit to write about .xyz's popularity in AI.

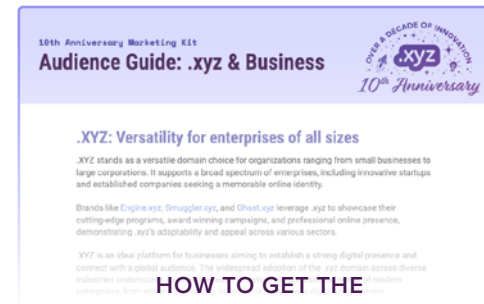Incorporate our recognizable logo and messaging to resonate with new and returning customers.

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.xyz & AI Audience Guide

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Audience Guide: .xyz & Business

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How to use

Use this kit to write about .xyz's versatility in business and popularity with professionals.

Incorporate our recognizable logo and messaging to resonate with new and returning customers.

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.xyz & Business Audience Guide

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AUDIENCE GUIDE

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.XYZ & BUSINESS
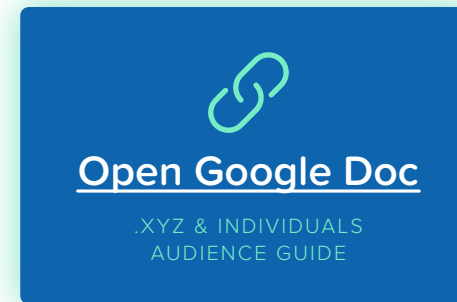AUDIENCE GUIDE

Audience Guide: .xyz & Individuals

How to use

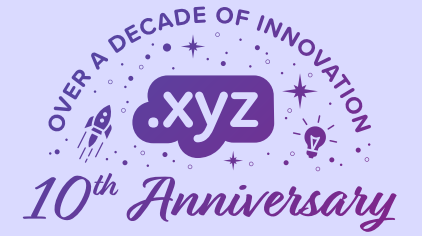Use this kit to write about .xyz's popularity in personal use.

Incorporate our recognizable logo and messaging to resonate with new and returning customers.

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.xyz & Individuals Audience Guide

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.XYZ & INDIVIDUALS
AUDIENCE GUIDE

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.XYZ & INDIVIDUALS
AUDIENCE GUIDE

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.xyz End User Showcase

How to use

Use this guide to illustrate the broad use and potential of .xyz for any audience, from Fortune 500 companies to personal websites.

Highlight #GenXYZ with compelling screenshots and facts to inspire new and returning customers.

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.xyz End User Showcase

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.XYZ END USER SHOWCASE

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.XYZ END USER SHOWCASE

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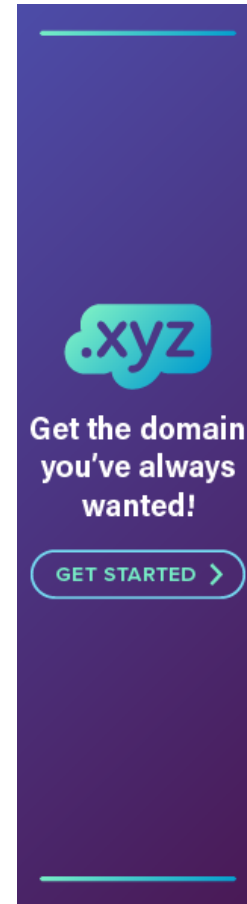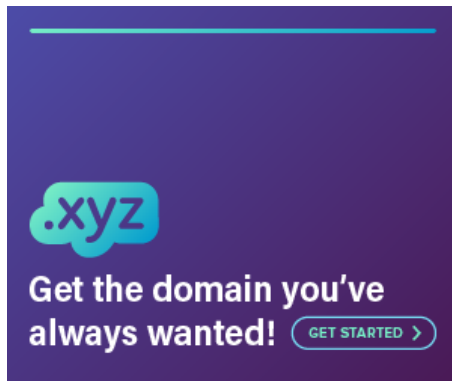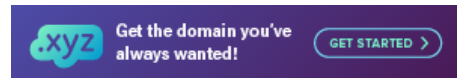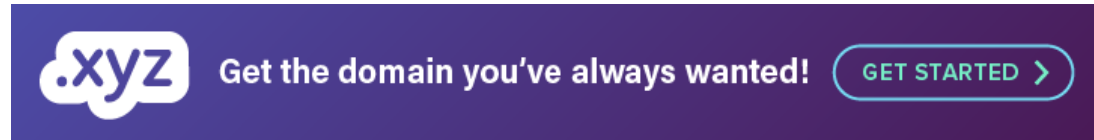
.xyz Testimonials

How to use

Use these testimonials to illustrate the broad use and potential of .xyz to inspire new and returning customers.

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.xyz Testimonials

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.XYZ TESTIMONIALS

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10th Anniversary
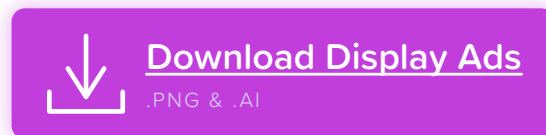
.XYZ BRAND & ANNIVERSARY SALE DISPLAY ADS

Sizes: 300x250, 728x90, 300x50, and 160x600

(Ready-to-use .PNGs and Editable .AI Illustrator files)

↓ Download Display Ads
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Need to reach out to someone at .xyz?

hello@gen.xyz

gen.xyz

@xyz

/xyz

@xyz