

.Hosting Marketing Kit

.hosting

POWER YOUR ONLINE PRESENCE™

Version 1.0

INTRODUCTION

Say hello to .Hosting – the domain name made to elevate your brand. Memorable and unrestricted, the powerful .Hosting domain helps your customers establish their websites as global hosting leaders.

To encourage .Hosting customer attachment & add-on product bundling, please use this dedicated marketing kit. This kit includes:

- **Logo & Brand Guidelines** **3**
- **Landing Page Content** **8**
- **Top 5 Ways to Use .Hosting** **9**
- **Email Content** **10**

Use this kit to build up your marketing of .Hosting domains. Send questions or feedback to hello@gen.xyz, we look forward to hearing from you.

The XYZ Team

LOGO

The logomark of the .Hosting **Primary Logo** is #7F0822.

The image shows the primary logo for .hosting, which consists of the text ".hosting" in a bold, dark red, sans-serif font. The dot is a solid circle, and the letters are lowercase.

Primary Logo

.hosting

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Download logos at nic.hosting/files

LOGO USAGE

Prioritize use of the **Primary Logo** in full color whenever possible.

Always ensure that there is sufficient contrast between the logo and the background.

Maintain a **comfortable amount of clearspace** around logos at all times.

	Light backgrounds	Dark backgrounds	Colorful backgrounds
Primary Logo			
Single Color Black			
Single Color White			

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LOGO USAGE

These **unacceptable logo usage** examples break branding standards and/or defy formal design principles.

Use the files we provide in our logo package to avoid these problems:
<https://nic.hosting/files>

Unacceptable logo usage



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X Problem: Wrong colors

Use only approved brand colors as specified in these Design Guidelines.



.hosting.xyz

X Problem: Insufficient clearspace

Provide sufficient clearspace around logo to ensure it does not collide or appear to be apart of other artwork.



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X Problem: Logo is illegible on this background

Use the correct logo colorings to ensure sufficient color contrast as required by these Design Guidelines.



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X Problem: Logo is modified

Do not alter the logo design aside from scaling the logo proportionally.



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X Problem: Logo uses incorrect font

Do not alter the logo or font.



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X Problem: Outdated branding

Use only the official logos found at:
<https://nic.hosting/files>

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BRAND COLORS

Marketing materials should use these primary and neutral colors.

Primary Palette

Tints & Shades

Dark Red #341318	Primary Red #7F0F22	Bright Red #BF161F
Gold #D6BB24	Light Gold #F4E79F	Pale Gold #FFFAE8

Neutral Palette

Tints & Shades

#111111	#717171	#D3D3D3	#F7F7F7	#FFFFFF
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FONTS

Use **Barlow Condensed Regular** in all caps for main headings.

Use **Barlow Condensed Regular** or **Barlow Bold** for all other headings.

Use **Barlow Regular** only for body paragraphs.

Barlow Condensed Medium in all caps

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Barlow Condensed Medium

The quick brown fox jumps over the lazy dog.

Barlow Bold

The quick brown fox jumps over the lazy dog.

Barlow Regular

Lorem ipsum dolor sit amet, consectetur adipiscing eli. Aenean nisl nunc, [mattis vel](#) [facilisis sed \(Link\)](#), finibus eu tortor. Aliquam laoreet nunc vulputate diam ornare eleifend. Nunc sed nunc lacus. Nam rhoncus hendrerit nisi, id ultrices sapien vulputate sit amet. Pellentesque non lorem non ante tempus luctus id eget felis. Nulla a mollis ipsum.

LANDING PAGE CONTENT

Main Tagline:

Power your online presence™

Website:

<https://xyz.hosting>

Bring your ideas to life with .Hosting

The .Hosting domain name is at your service. From promoting your top-notch web hosting services, to establishing yourself as a website building whiz, to marketing your event planning and hosting services online, the .Hosting domain is made to help any brand, individual, or organization reach website and event creators everywhere.

The .Hosting domain is perfect for:

- Hosting providers
- Data centers and cloud computing
- Website builders and developers
- Game servers
- Event planning companies and services
- International student exchange hosting
- Travel hosting
- Domain name registrars and resellers

Market your hosting services on **www.YourBrand.Hosting** or **www.YourName.Hosting**.

Use keyword-rich **www.YourType.Hosting** or **www.YourVersion.Hosting** to match what online shoppers are searching for.

Market your platform with **www.YourCompany.Hosting** or **www.YourBusiness.Hosting**.

Attract event planning clients in your area with **www.YourCity.Hosting** or **www.YourState.Hosting**.

Showcase your website builder templates with **www.YourBrand.Hosting** or **www.YourCompany.Hosting**.



SERVE A GLOBAL AUDIENCE WITH
A .HOSTING DOMAIN NAME

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TOP 5 WAYS TO USE .HOSTING

1. Intuitive .Hosting domains establish your website as a web hosting leader.

- www.YourName.Hosting
- www.YourBusiness.Hosting
- www.YourBrand.Hosting

2. Memorable .Hosting domains make it easy for your customers to find your control panel online.

- www.YourRegistry.Hosting
- www.YourResellerName.Hosting
- www.YourCompany.Hosting

3. Keyword-rich .Hosting domains match what website owners are searching for.

- www.YourService.Hosting
- www.YourType.Hosting
- www.YourTechnology.Hosting

4. Location-specific .Hosting domains establish your website as the go-to event planning company in your region.

- www.YourCountry.Hosting
- www.YourCity.Hosting
- www.YourState.Hosting

5. Industry-specific .Hosting domains help to proclaim your website building services to your clients.

- www.YourName.Hosting
- www.YourCompany.Hosting
- www.YourBrand.Hosting

EMAIL CONTENT

Dedicated Email Content

Subject: .Hosting: Power your online presence™

Serve a global audience with .Hosting domains. Attract website and event creators everywhere with the only domain that proclaims your dedication to excellent service. From promoting your top-notch hosting services, to establishing yourself as a website building whiz, or marketing your event planning and hosting services online, the .Hosting domain is made to help any brand, individual, or organization reach website and event creators everywhere.

Reasons to choose .Hosting

- Intuitive .Hosting domain names can establish your website as a web hosting leader.
- Memorable .Hosting domains can make it easy for registrants to find your website online.
- Keyword-rich .Hosting domains match what website owners are searching for.
- Location-specific .Hosting domains can establish your website as the go-to event planning company in their region.
- Industry-specific .Hosting domains can help to proclaim your website building services to your clients.

Ways to use .Hosting

- Market your web hosting services on **www.YourBrand.Hosting** or **www.YourName.Hosting**.
- Use keyword-rich **www.YourType.Hosting** or **www.YourVersion.Hosting** to match what online shoppers are searching for.
- Market your registry with **www.YourCompany.Hosting** or **www.YourBusiness.Hosting**.
- Attract event planning clients in your area with **www.YourCity.Hosting** or **www.YourState.Hosting**.
- Showcase your website builder templates with **www.YourBrand.Hosting** or **www.YourCompany.Hosting**.

Bring your ideas to life with .Hosting.

[Register your .Hosting domain now](#)

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THANK YOU

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For inquiries, please contact hello@gen.xyz

www.Nic.Hosting

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