

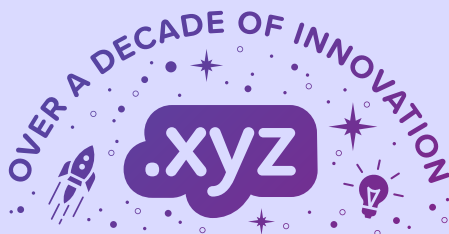


Anniversary Marketing Kit



[Download All](#)

CONTENT & GRAPHICS



Our Brand

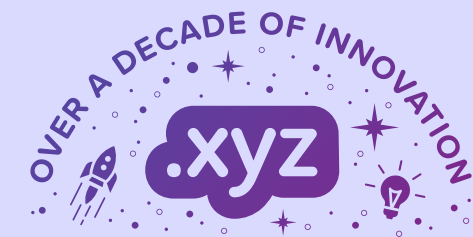
Logo	2
Colors	4
Fonts	5

Our Anniversary

Anniversary Graphics	6
Brand Voice & Anniversary Messaging	9
Landing Page Content	11
Anniversary Email Content	12
Social Media	13
Audience Guides: web3, AI, & more	15
.xyz End User Showcase	19
.xyz Testimonials	20
Display Ads	21

Anniversary Marketing Kit

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.



FULL COLOR LOGO

We fondly refer to our logo as the Bubble Logo.

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

.xyz

.xyz

.xyz

.xyz

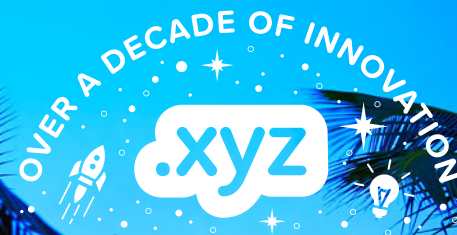
Dark backgrounds

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

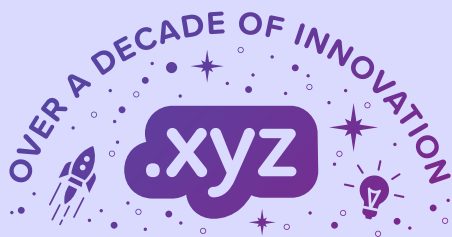
You may also use any of our brand colors with adequate contrast.

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.



.xyz



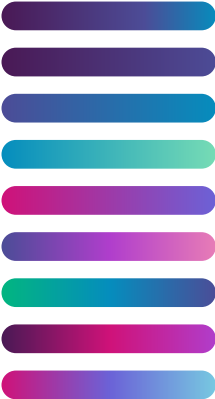
Guidelines

Our primary brand colors are named XYZ Purple, Electric Indigo, Pacific Blue, and Aquamarine Green.

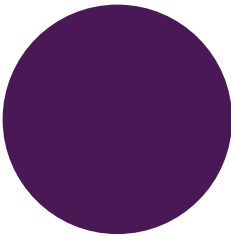
Use our full brand colors for advertising, print, social media, and web design.

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.

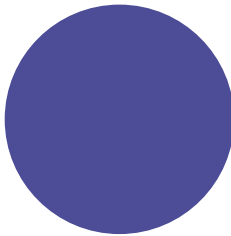
Gradients



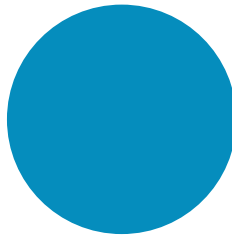
Primary brand colors



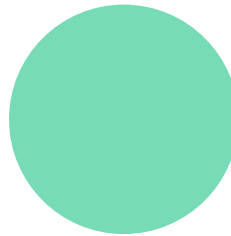
XYZ PURPLE
#4A1955
PMS 525 C, 2612 U



ELECTRIC INDIGO
#4C4CA8

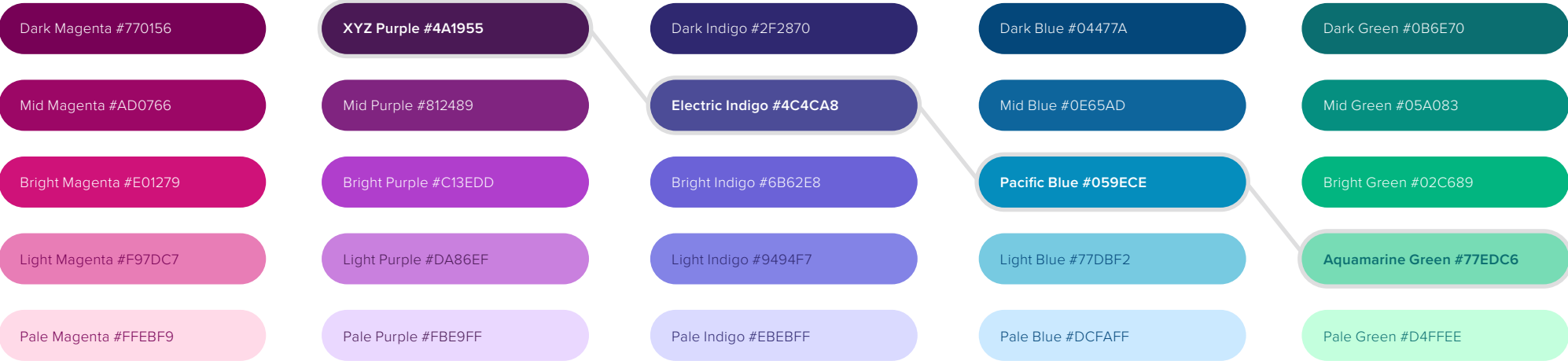


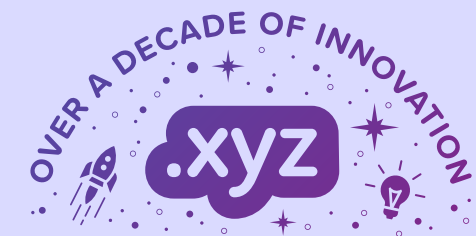
PACIFIC BLUE
#059ECE



AQUAMARINE GREEN
#77EDC6

Full brand colors





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!@#\$%&*~;

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!@#\$%&*~;

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!@#\$%&*~;

Script

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

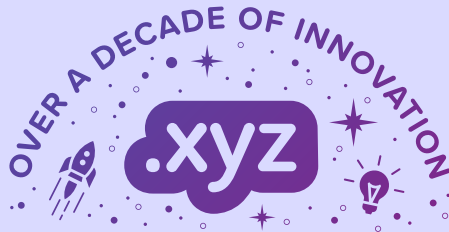
It should never be used in all caps.

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>

Anniversary Graphics



ANNIVERSARY BANNER



ANNIVERSARY SEAL



ANNIVERSARY SEAL

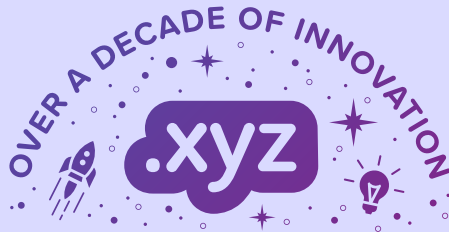
Additional colorway examples



[Download Graphics](#)

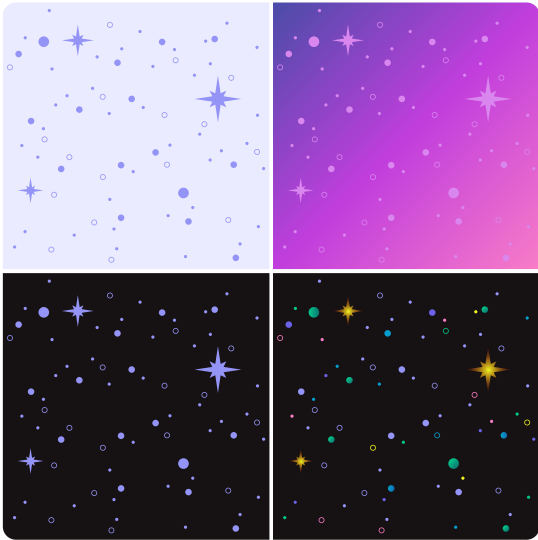
.PNG & .AI

Anniversary Graphics



ANNIVERSARY ICONS

Rocket ship & lightbulb



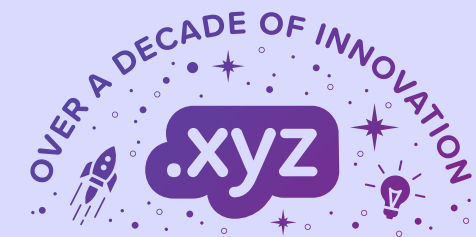
ANNIVERSARY SPARKLES

Single color or multi-color



Anniversary Marketing Kit

Anniversary Graphics



For every



everywhere®

For every



everywhere®

TAGLINE DROPDOWN

“For every website, everywhere®”



PURPLE PEOPLE

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



[Download Graphics](#)

.PNG & .AI



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

For every website, everywhere®

Get the domain you've always wanted

Over a decade of innovation



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

.xyz hit the reset button on the internet

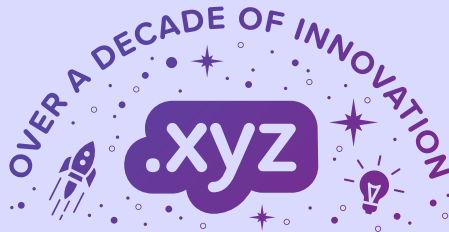
THE NEXT GENERATION OF THE INTERNET

.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 Anniversary Campaign Messaging and .XYZ Brand Messaging when writing about .xyz.

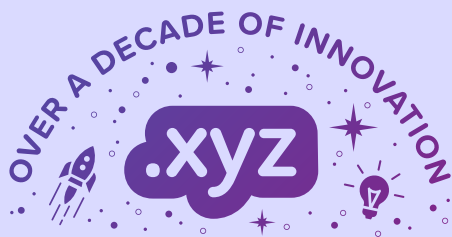


Brand Voice & Anniversary Messaging Kit



Anniversary Marketing Kit

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.

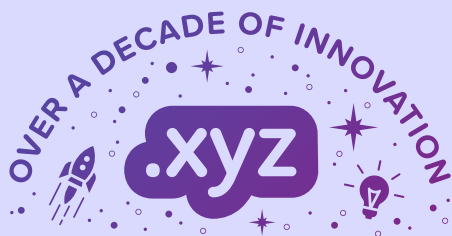


Landing Page Content



Anniversary Marketing Kit

Anniversary Email Content



How to use

Announce .xyz’s anniversary sale to your customers using this email content.

Incorporate .xyz’s Anniversary banner or seal.

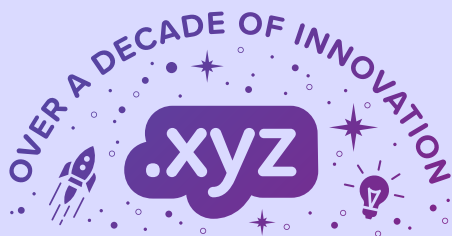


Anniversary Email Content



Anniversary Marketing Kit

Social Media



How to use

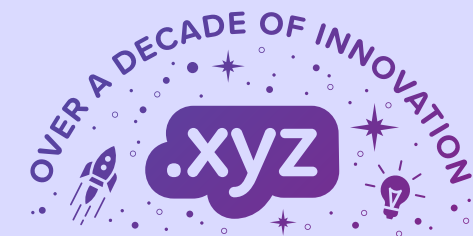
Use this content for your .xyz Anniversary social media communications.

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



HOW TO GET THE Social Media Content





SQUARE SOCIAL POSTS

Ex: Instagram, Facebook, or LinkedIn Posts

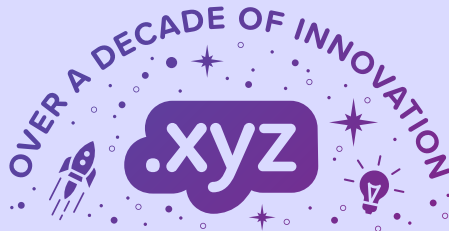


VERTICAL FORMAT

Ex: Instagram, Facebook, or LinkedIn Stories

 [Download Social Graphics](#)
.PNG & .AI

Audience Guide: .xyz & web3



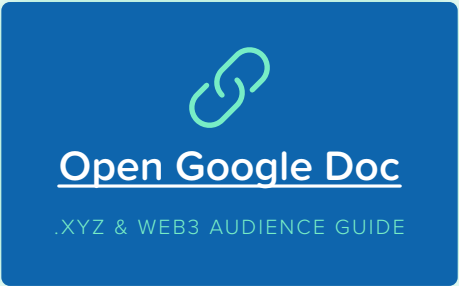
How to use

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

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

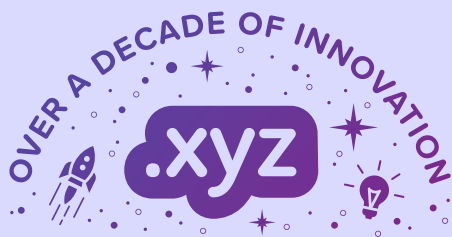


.xyz & web3 Audience Guide



Anniversary Marketing Kit

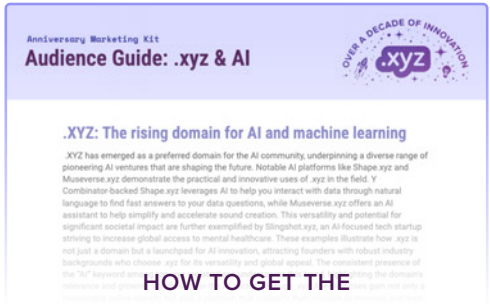
Audience Guide: .xyz & AI



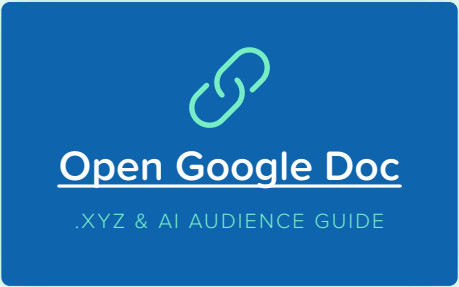
How to use

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

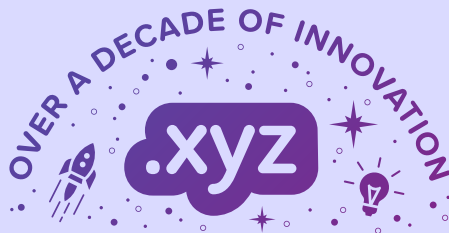
Incorporate our recognizable logo and messaging to resonate with new and returning customers.



.xyz & AI Audience Guide



Audience Guide: .xyz & Business



How to use

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

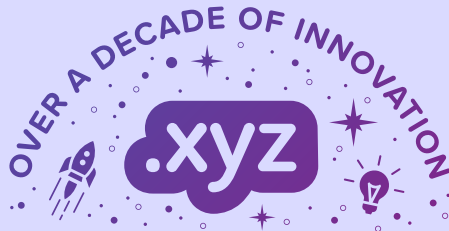
Incorporate our recognizable logo and messaging to resonate with new and returning customers.



.xyz & Business Audience Guide



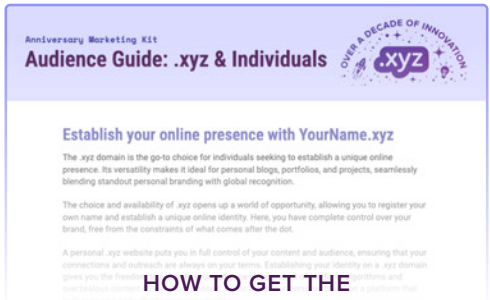
Audience Guide: .xyz & Individuals



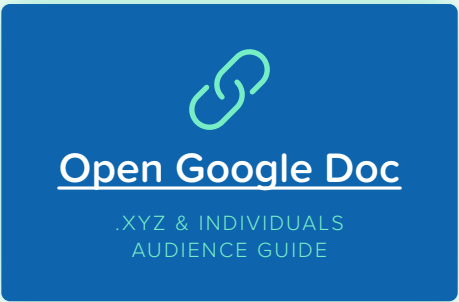
How to use

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

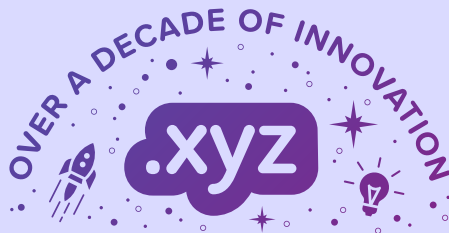
Incorporate our recognizable logo and messaging to resonate with new and returning customers.



.xyz & Individuals Audience Guide



.xyz End User Showcase



How to use

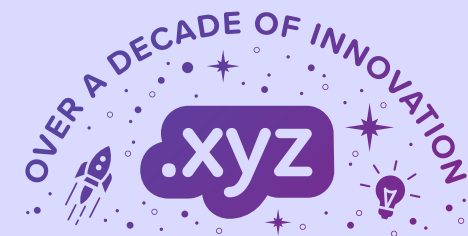
Use this guide to illustrate the broad use and potential of .xyz for any audience, from Fortune 500 companies to personal websites.

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



Anniversary Marketing Kit

.xyz Testimonials



How to use

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

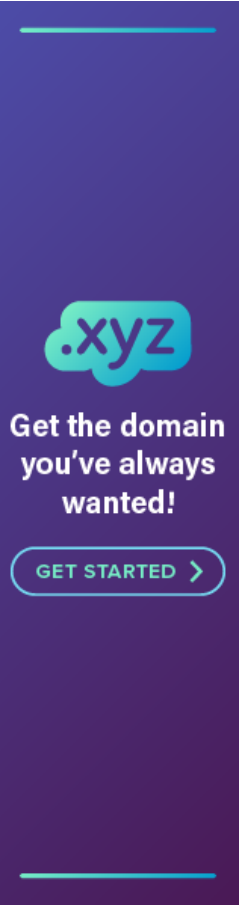
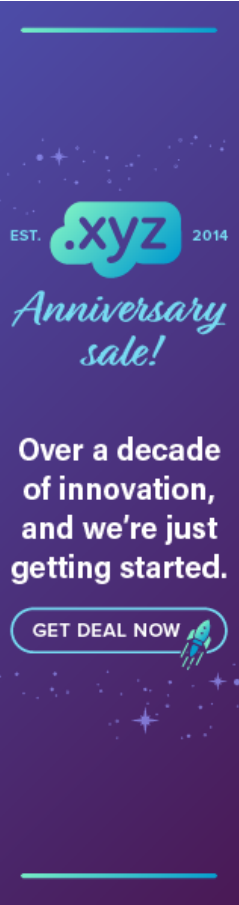
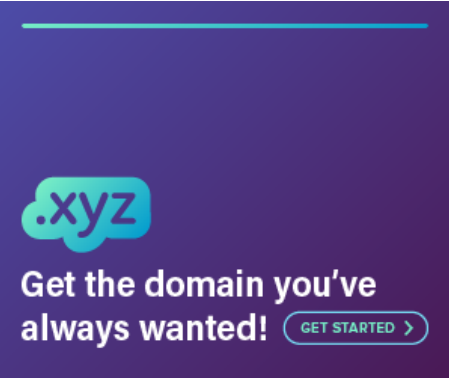
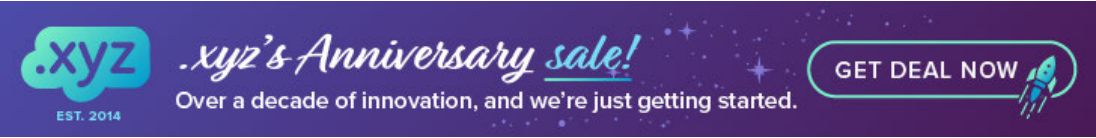
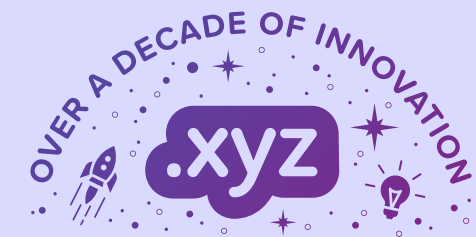


.xyz Testimonials



Anniversary Marketing Kit

Display Ads



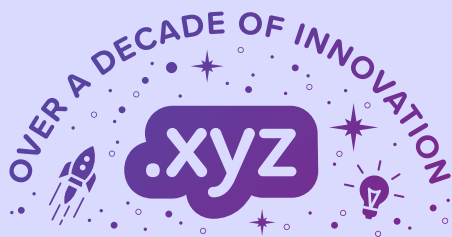
.XYZ BRAND & ANNIVERSARY SALE DISPLAY ADS

Sizes: 300x250, 728x90, and 160x600
(Ready-to-use .PNGs and Editable .PSD 728x90 file)



Download Display Ads

.PNG & .PSD



Need to reach out to someone at .xyz?

hello@gen.xyz



gen.xyz



@xyz



/xyz



@xyz