.xyz Brand Guidelines

About .xyz

What is .xyz?

.XYZ is the world's favorite new domain ending. It's short, memorable, and bold: for those who crave versatility and freedom of choice. A domain ending that you simply can't forget, .xyz is quickly becoming the universal choice for internet users.

With influential adopters like MIT (Engine.xyz), the co-founders of Skype (Starship.xyz), and HBO (Hooli.xyz), along with millions of others in over 230 countries and territories worldwide, .xyz is for every website, everywhere.

A globally recognized domain, .xyz is giving millions of new internet users around the world a chance to get the domain name they want, with a domain ending that just makes sense.

The world's favorite new domain

.xyz

For every website, everywhere®

OUR BRAND MOODBOARD

Our logo

FULL COLOR LOGO

We fondly refer to our logo as the Bubble Logo.

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

Logo usage

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.
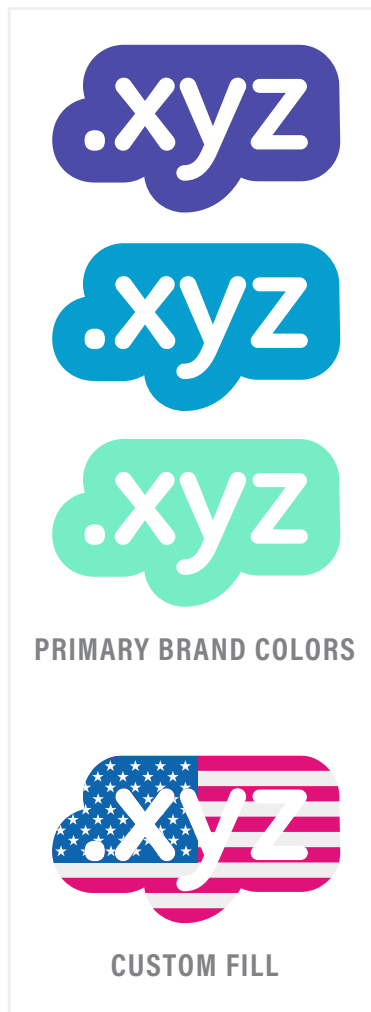
Always resize our logo proportionally.

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

.xyz

.25in

Typical usage

On light and white backgrounds, our logo should primarily be used in solid XYZ Purple (#4A1955).

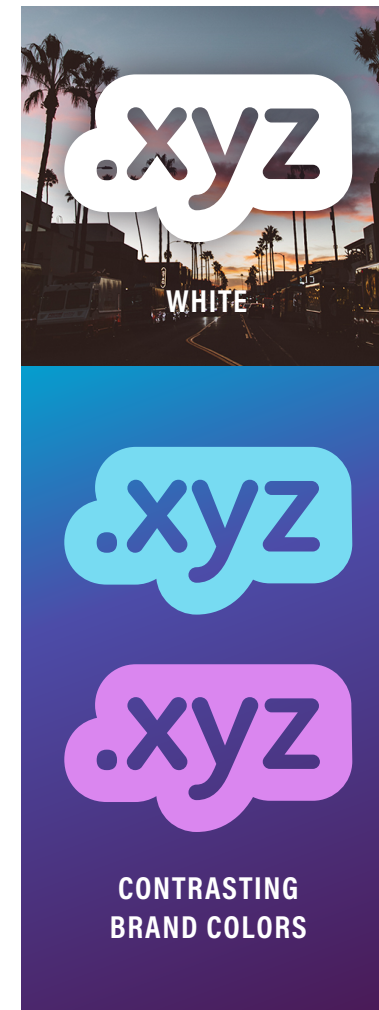**XYZ PURPLE**

PRIMARY BRAND COLORS

CUSTOM FILL

Light backgrounds

When the design calls for it, on white backgrounds, our primary brand colors (see Colors section) may be used instead.

Special occasions

For holidays, promotions, or special occasions, our logo may be strategically filled with an on-brand pattern or photograph.

WHITE

CONTRASTING BRAND COLORS

Complex backgrounds

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

Dark backgrounds

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

When the design calls for it, any of our brand colors (see Colors section) with adequate contrast may be used instead.

Our colors

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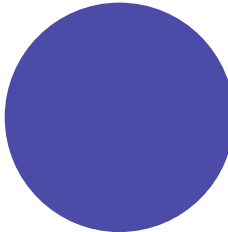
Our full brand colors and tints work together in harmony. We recommend using analogous brand colors that vary in lightness/tint, as seen in our primary brand color palette.
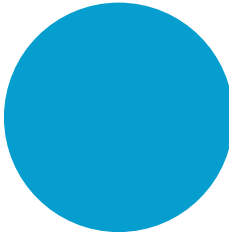
Download our colors at www.gen.xyz/files.
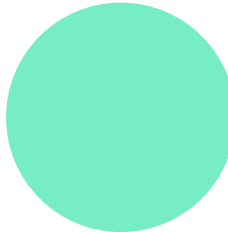
Primary brand colors
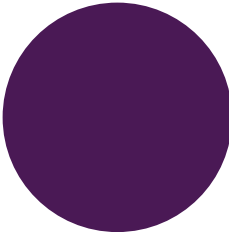
XYZ PURPLE
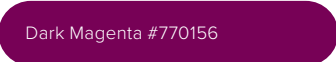#4A1955
PMS 525 C, 2612 U

ELECTRIC INDIGO
#4C4CA8

PACIFIC BLUE
#059ECE

AQUAMARINE GREEN
#77EDC6

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
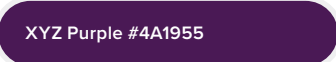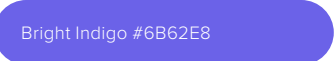
More colors
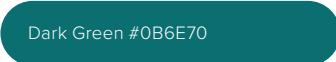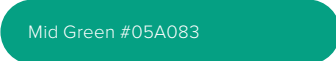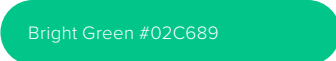
Guidelines

Use these supporting colors for UI or complex illustrations.

Of the neutral colors, primarily Black and Dark Gray should be used for text on white/light backgrounds. They both meet WCAG AA/AAA color contrast standards.

Do not use #000000 black, use our defined #161112 brand Black.

Supplementary UI colors are exclusively for supporting the brand colors in web design. These UI colors can be used to communicate warnings, errors, or other statuses.

Neutral colors

| Black #161112 | Dark Gray #58595B | Mid Gray #A7A9AC | Base Gray #D1D3D4 | Light Gray #EFEFF0 | Pale Gray #F7F8F9 | White #FFFFFF |

Supplementary UI colors

Note: Use sparingly

Dark Yellow #CEB311	Dark Red #930E07
Bright Yellow #EFF421	Bright Red #F2300A
Light Yellow #FFFBAE	Light Red #FF7B69
Pale Yellow #FFFBE9	Pale Red #FFD4C5

Color usage

Additional guidelines

Be sure to also refer to the guidelines attached to the brand colors and supporting colors on the previous pages.
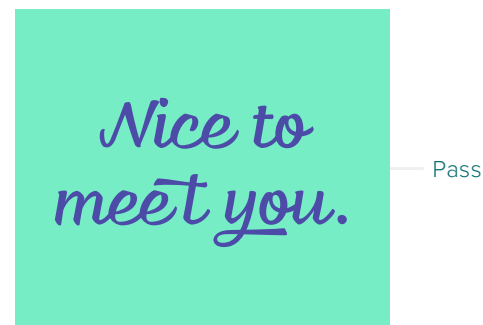
Provide adequate contrast between foreground text and the background. Refer to WCAG AA/AAA standards whenever possible.

Do not edit our colors or create unofficial tints or shades.

Do not add non-brand colors to gradients.

Be thoughtful when creating gradients by selecting harmonious brand colors.

Download our colors and brand gradients at www.gen.xyz/files.

Looks good! — Pass WCAG AAA

Not so much. — Fail WCAG AAA

Looks good! — Pass

Not so much. — Fail

Looks good! — Pass

Not so much. — Fail

Nice to meet you. — Pass WCAG AAA

Nice to meet you. — Pass

Nice to meet you. — Pass
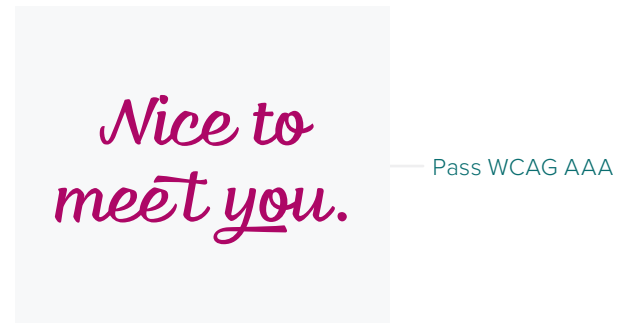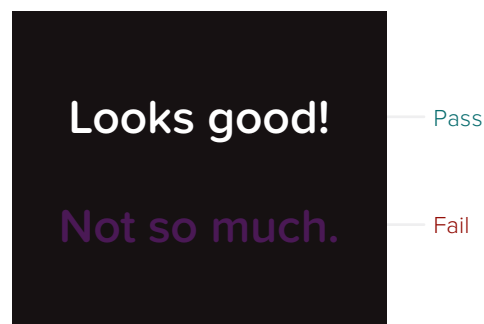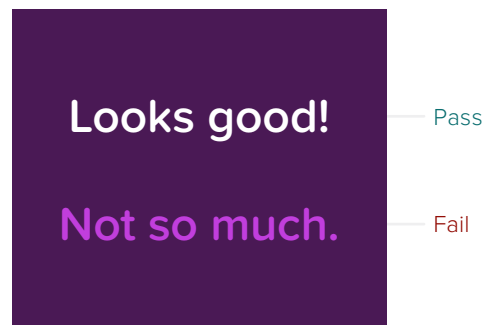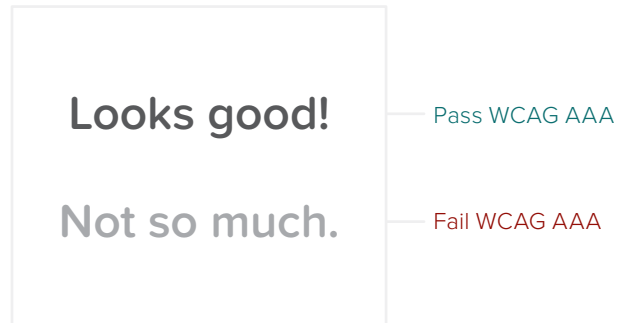
Primary brand colors
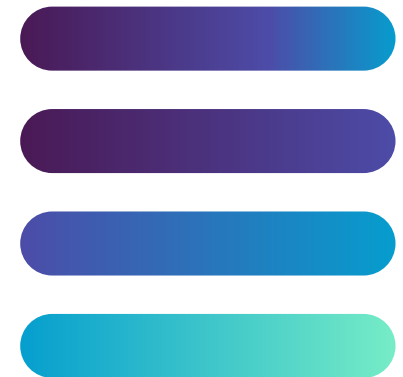
Full brand colors
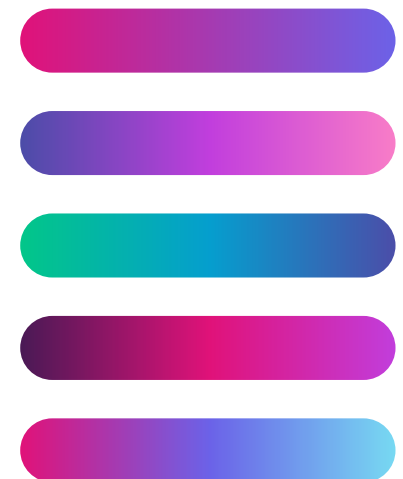
Fonts

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!?@#$&";:

Accent

Feltro Normal is our script that should be used sparingly.

It should never be used in all caps.

Feltro Normal

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 fonts are available via Adobe Fonts

See our site for fallback/alternative fonts: www.gen.xyz/files

Typography

Guidelines

Use font, font size, font weight, and color to indicate content hierarchy. The largest headings should be set in Acumin, then Proxima Soft, then Proxima Nova.

Use comfortable line-height based on the following ratios: 1.17 for headings and 1.33 for body text.

Limit body text width to 60-70 characters maximum.

Avoid typographic widows and orphans (a single word on the first or last line).

Use all caps text sparingly and never for body text. Include adequate letter-spacing.

Stylize decorative text with brand color gradients.

Hello!

Lorem ipsum dolor sit amet

Nulla ac ligula sed mi imperdiet scelerisque quis non justo.

Etiam cursus luctus lectus, bibendum luctus leo egestas eget. Praesent porta maximus ligula sit amet cursus. Maecenas dolor orci, pretium eget **tincidunt sagittis**, venenatis eu ex. In id interdum ligula, et tempus velit. In rhoncus mi sit amet nisi malesuada tincidunt. Donec quis neque sed justo ultricies varius. In eu blandit magna. Nunc eget suscipit sapien.

Nunc venenatis turpis ultrices tincidunt faucibus. Nulla ac ligula sed mi *imperdiet scelerisque* quis non justo. Sed laoreet enim dolor, pulvinar vehicula tortor consequat at. Ut sodales gravida vehicula.

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The quick brown fox jumps over the lazy dog.

SMALL CAPTION TEXT

LOREM IPSUM

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Quis nostrud exerci tation

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Ut wisi enim ad minim veniam nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Language

Voice

These are brand-approved snippets of content.

Use these headlines, taglines, and paragraphs as a template or starting point.

The world's favorite new domain

TAGLINE

.XYZ is quickly becoming the universal choice for internet users. More people use .xyz than any other new domain in the world. With adopters in over 230 countries and territories and support for more than 200 languages, .xyz is a bold, fresh new domain ending that is preferred by people of all ages.

Hitting the reset button on the internet

HEADLINE

As one of the first new domains in the world, .xyz hit the reset button on the internet, giving millions of new internet users around the world a chance to get the domain name they want, with a domain ending that just makes sense.

Every passion, dream, or idea has a home with .xyz – start your revolution today.

For every website, everywhere®

HEADLINE

XYZ is universally known as the last three letters of the alphabet, and it makes sense to end your domain the same way. It's short and memorable, it's catchy, and it's globally recognized by community members that span across ages, interests, industries, cultures, and languages.

Join the thousands of entrepreneurs, small businesses, and creators who choose .xyz to end their domain search.

Contact

Need to reach out to someone at .xyz?

hello@gen.xyz

@xyz   /xyz   @xyz