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.
Our 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.

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

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.

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

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

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

Guards

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.

Guidelines

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

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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.
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 #FF4136  Bright Red #FF230A
Light Yellow #FFBAE  Light Red #FF7669
Pale Yellow #FFFBE9  Pale Red #FF94C5
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.
# Fonts

## Headings

**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

**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!@#$&":;

**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!@#$&":;

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**All fonts are available via Adobe Fonts**

See our site for fallback/alternative fonts: www.gen.xyz/files
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Nulla ac ligula sed mi imperdiet scelerisque quis non justo.


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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.
Need to reach out to someone at .xyz?

hello@gen.xyz

@xyz
/xyz
@xyz