



## **Media Kit & Brand Guidelines**

08/14/2019

# About

## Tagline

### For newborn ideas®

#### The domain ending made for newborn ideas®

.Baby is an open namespace perfect for new parents, for baby product businesses, and for organizations that cater to growing families. The sweetest way to end a domain name is with .Baby.

.Baby is the newest member of the XYZ family and the 12th domain extension launched by the registry overall. XYZ also operates .xyz, one of the world's most popular domain extensions, along with domain endings like .College, .Rent, and .Cars.

#### Ways to nurture your idea online with .Baby

- Sell baby products online
- Establish your child-focused organization online
- Launch new product lines made to serve new parents
- Share your little one's growth with friends and family
- Announce the coming arrival of your baby
- Create an easy link to your baby registry
- Share your experience as a parent
- Create a supportive community with fellow parents
- Reach parents and families in a specific region



# Logo

Primary logo is displayed in Baby Blue(s) & Pink-Purple.

Use the logo in a **single-color** (Baby Blue(s)) only when absolutely necessary, such as for technical/printing reasons.



Primary logo



Single color logo: only when necessary



# Logo Usage

Prioritize use of the **full color logo** whenever possible.

Use the logo in a **single-color** (Baby Blue(s)) only when absolutely necessary, such as for technical/printing reasons.

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/black backgrounds	Colorful backgrounds
Full Color			x
Single Color			x
Black		x	
White	x		

\* Use only if absolutely necessary (such as technical/printing reasons)



## Heart Dot Usage

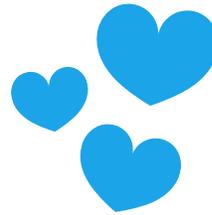
The **heart dot** from the .baby logo can be used separately as a decoration or content separator.

It should always be displayed in **groups of odd numbers** such as 1, 3, or 5.

The heart dot **can be rotated slightly** in either direction. Do not skew or disproportionately stretch the heart dot.

It must only be used in **.baby brand colors**. The heart fill may use a solid color or linear gradient.

**Dolor sit**  **lorem! >**



**Lorem ipsum dolor sit amet!**



# Logo Usage

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

Use the files we provide in our logo package to avoid these problems.



## Unacceptable logo usage



### Problem: Wrong colors

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



### Problem: Logo is illegible on this background

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



### Problem: Logo is modified

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



### Problem: Insufficient clearspace

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



### Problem: Logo is modified

Use the correct logo design. Do not alter or detach the logotype or heart.



### Problem: Logo uses incorrect font

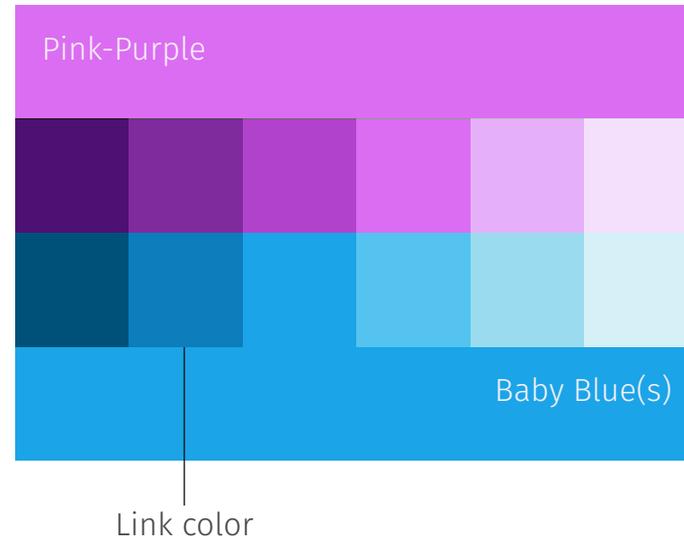
Do not alter the logo or font.

# Brand Colors

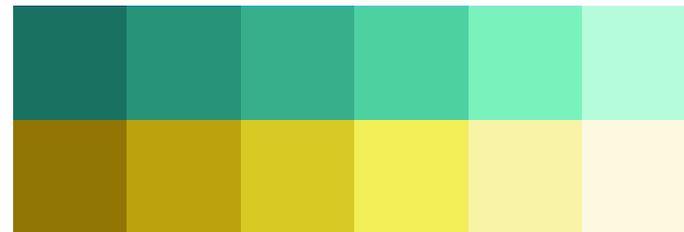
Marketing materials should use **Baby Blue(s)** & **Pink-Purple** as the primary colors (after white/black).

The accent colors should always be used as secondary in marketing and branding materials.

## Primary Palette



## Accent Palette



## Neutral Palette



# Fonts

Use **Snicker Bold** sparingly and only for marketing materials. If Snicker Bold is being used, do not use Overlock Black in the same vicinity unless it is in ALL CAPS. Snicker Bold is the font used in the .baby logo.

Use **Overlock Black** for headings. This font may be used in ALL CAPS as needed.

Use **Fira Sans Light** only for body paragraphs, never headings. **Fira Sans Regular** should be used for bold body text or very small headings. **Fira Sans Light Italic** should be used for italicized body text.

## Snicker Bold

**The quick brown fox jumps over the lazy dog.**

## Overlock Black

**The quick brown fox jumps over the lazy dog.**  
**LOREM IPSUM DOLOR SIT AMET?**

## Fira Sans Light

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



# Thank you!

For inquiries, please contact  
[hello@gen.xyz](mailto:hello@gen.xyz)



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