.US™

Brand & Style
Usage Guidelines

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Contents

Introduction

Our visual identity is the foundation of who we are and symbolizes what we do and how we add value to our audience. It's a jumping off point for all of our other communications and materials whether you're creating an ad campaign or sending an email. A unified image helps us present the best version of our brand as a recognizable identity.

These .US brand guidelines provide a comprehensive guide to maintaining the approachable, inspiring and inclusive brand standards of the .US Top-Level Domain — the logo, color palette, typefaces, and photography. We're excited that you'll be a part of the .US brand efforts. Use this guide to make it the best, most intelligible brand it can possibly be.

Logo Usage & Placement

.US™

PRIMARY LOGO

This is the preferred variant for marketing application. It should be only used on white or over photos where a suitable white area exists.

.US™

ONE COLOR REVERSE

Use the reverse variant when a background is too dark to allow use of the positive logo. Reverse lockups are used on dark backgrounds or imagery when there's enough contrast.

.US™

FLAG LOGO

The Flag logo may be used over photography in other formats where it is more appropriate for the layout than the simplistic Primary logo.

.US™
www.about.us

URL LOCKUP

To be use on out of home, print and digital applications when .US is out of context.

LOGO TYPES

To ensure that the integrity of the logo and the .US brand is maintained, the following guidelines detail the acceptable uses of the logo, size, clear space requirements, and modifications to the logo. The .US logos must include the trademark symbol (™) at all times.

Logo Usage & Placement

WIDTH
Print: 0.375"
Web: 35px

WIDTH
Print: 0.5"
Web: 50px

SIZE

To ensure the readability and presence of the logo, use at least the recommended sizing. When scaling the logo, scale proportionately.

BREATHING SPACE

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clear space. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the .US brand.

FLAG EXCEPTION

The Flag logo may be used with a bleed on its top-most edge, as shown above.

Logo Usage & Placement
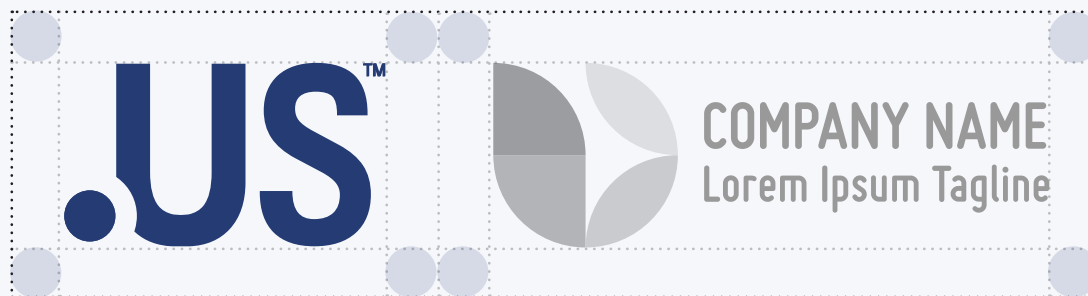
CO-BRANDED LOGO PLACEMENT

Certain layouts require a co-branding with .US Partners. Follow these guidelines for multiple logos:

- ✅ **Always** align the .US logo horizontally with other company logos along their respective baselines.

- ✅ **Always** use an official .US logo, and make sure the correct clear space is maintained as shown. (Ideally two dot widths apart)

- ⊘ **Do not** allow the .US logo to touch partner logos or to be contained within another company's logo.

LOGO USAGE OVERVIEW

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is as follows:

- ✓ **Always** use approved logo and color variations.

- ✓ **Always** follow the spacing and sizing guidelines outlined within this guide.

- ⊘ **Do not** manipulate the logo in any way that makes the logo difficult to read or degrades the integrity of the logo.

Color Palette

.US DARK BLUE
CMYK: 99, 88, 26, 12
PANTONE: 654 C
RGB: 35, 58, 116
HEX: #233A74

Logos, Icons, Headlines,
Overlays, and Graphics

.US BLUE
CMYK: 91, 61, 1, 0
PANTONE: 300 C
RGB: 11, 102, 177
HEX: #0B66B1

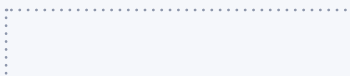Text links, Backgrounds,
Icons, and Graphics

.US RED
CMYK: 6, 100, 83, 1
PANTONE: 199 C
RGB: 224, 30, 55
HEX: #E01E37

Primary Calls to Action,
Text links, and Graphics

.US DARK RED
CMYK: 16, 100, 89, 6
PANTONE: 200 C
RGB: 195, 25, 47
HEX: #C3192F

Button Hover State, Icon
accents, and Graphics

.US LIGHT
CMYK: 3, 2, 0, 0
RGB: 244, 244, 249
HEX: #F4F4F9

Backgrounds and Web
Section Distinctions

.US SUCCESS
CMYK: 64, 0, 67, 0
RGB: 92, 190, 129
HEX: #5CBE81

Available Web, Graphics,
and Success Alerts

.US GOLD
CMYK: 10, 20, 81, 0
RGB: 232, 196, 81
HEX: #E8C451

Premium Web, Graphics,
and Warning Alerts

.US DANGER
CMYK: 9, 57, 99, 1
RGB: 226, 132, 40
HEX: #E28428

Unavailable Web, Graphics,
and Danger Alerts

Color Palette

.US BLUE GRADIENT · Linear
RGB: 35, 58, 116
HEX: #233A74 – #0B66B1

.US GOLD GRADIENT · Linear
RGB: 250, 215, 102 – 212, 175, 55
HEX: #FAD766 – #D4AF37

ADDITIONAL COLORS

To exemplify the diversity that the .US community represents, colorful imagery and complimentary elements should be used.

GRADIENTS

When highlighting key content, navigation elements, or to create a strong graphical element - gradients may be used. The most common gradients utilize .US DARK BLUE in an Opacity Gradient (for Photo Overlays), or to the .US BLUE as a background area.

TEXT

When appropriate, a .US GREY BLUE (or a 50% Tint of .US DARK BLUE) may be used for paragraph text. In instances where fonts are small or legibility is diminished - a full 100% K (Black) should be used instead.
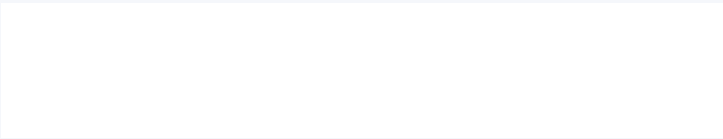
.US GREY BLUE
CMYK: 48, 36, 22, 0
RGB: 141, 151, 173
HEX: #8D97AD

Paragraph Text for Web, posts, when applicable

BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

Small Text, Documentation, where legibility diminished

Brand Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 #$%&*!?

DIN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 #$%&*!?

PRIMARY TYPEFACE

The primary typeface is Din, it is used to compliment the strength of the .US logo.

ALTERNATE TYPEFACE

When Din is unavailable, or fonts may be replaced - Helvetica should be used.

Typeface Examples

Cium labo et ariassuntia vellaccus rem eium venestium

Sed quiae. Lorruntion perspernam, eles eiciam faceper chillorem que qui omnis accullis moloria sam repta dolore el eium volores nam, venimin non nossus ea volo quaspis aut aut lat illacia aut mo con cor accat re voluptius eicipsum sunte et volupta tionessunt.

Id estius. Mo vent, sedipsapit, consequid que non consed ma dolest, que dellendae nullaut omnimus daectatem quam, cuptaspe voluptae versper uptamendae versperchil millorrum ex excepe qui nobissi blab iumque veliberrum num quis maxim aut es erchillutet et ulpa diti re plabo. Nam aut es deniendis sint.

DundisItatios quo quas ducipid eriorum rem fugit ut aut eumquia!

Get Your .US

LEARN MORE

Brand Iconography

PRIMARY ICONS

.US uses line icons that portray strength, variety, and depth of character. The Primary Icons may be used individually to represent ideas and audiences, or as part of a larger group - to tell a story or convey a broader message.

SIMPLIFIED ICONS

When a small icon, bullet, or alternate color treatment is needed - a simplified Font Awesome icon is used.

*Secondary Icons from fontawesome.com

STAY SAFE & SECURE ONLINE

WORKING FROM HOME

CONNECTING WITH FAMILY & FRIENDS

SCHOOLS MOVING ONLINE

Audience

OUR CONSUMER TRIBES

The .US brand is an inclusive community of entrepreneurs, small businesses, corporations, non-profits, creatives, families and individuals across cultural, international and professional categories.

By breaking our audience into niche segments we are able to tailor messaging and creative to the unique motivations and interests of each of these groups.

Our ever-growing list of consumer tribes includes:

Small business owners
Passionate and dedicated small business owners drive economic development in cities across the world.

Families
Whether separated by distance or establishing a central online hub to manage family activities, families are connecting online like never before.

Non-profits
Organizers are moving efforts online to inspire change across communities and champion causes worldwide.
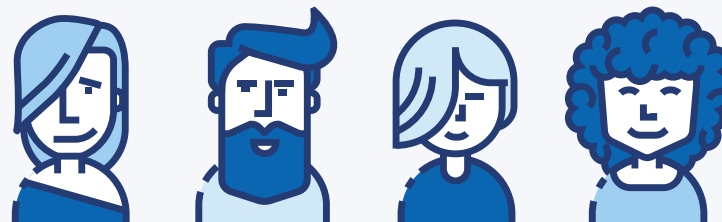
Weddings
Couples are reserving personalized domain names to share their story online.

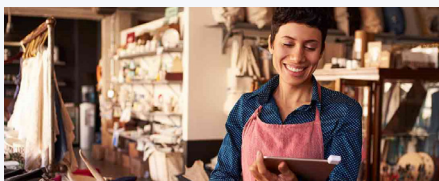## Creatives
Can share their gift and grow their business by building an online brand.

And many, many more...

SMALL BUSINESS   FOR FAMILIES   CIVIC FOCUS   CREATIVES
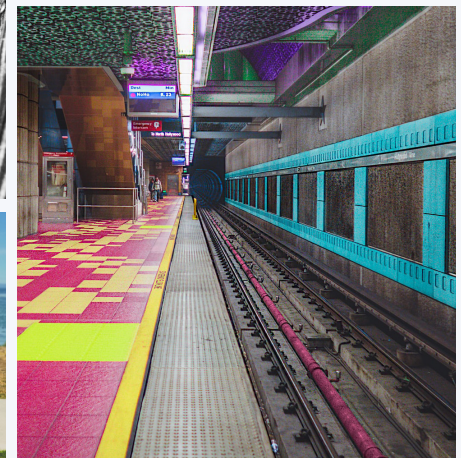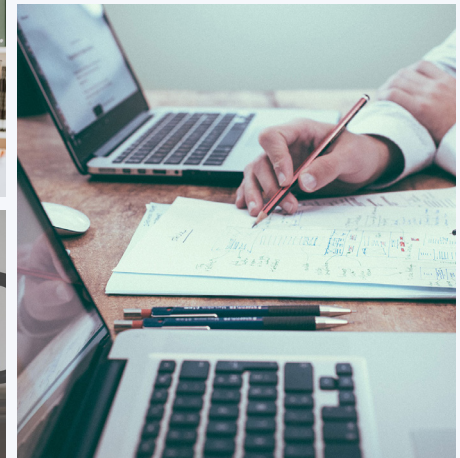
VETERANS   WEDDINGS   STARTUPS   GLOBAL

.US Community

WHO WE ARE

.US is the online destination of choice for anyone with a dream to chase, an idea to share, a cause to champion, or a business to promote. .US welcomes businesses based inside and outside the USA. It doesn't matter who you are or where you come from, a .US domain is the place to share your story online. Whether you've started a business, are building a family, or are working to improve the world around you, .US is the community where you belong.

Our Voice

OUR BRAND VOICE

Our brand voice is the consistent and purposeful expression of the brand across all touchpoints. It communicates the brand's essence, signaling who we are and what we stand for. Our voice remains constant and true to our values and is intended to connect with microcommunities on a personal level that speaks to their needs and goals. The message underscoring all of our communication - .US is for everyone. The four guiding principles of our messaging:

Inspiring
We're passionate about helping our audience succeed through technology and innovation. Our community is full of innovative thinkers, artists, influencers and thought-leaders, and we believe that with the right tools, they can achieve their goals. In communications, be positive and helpful.

Informative
We are leaders in our field and enthusiastic to share our expertise. Be specific when explaining benefits without making things sound better than they are, Teach people the "why" and "how" behind actions—give you advice and share insights with the audience but don't talk down to them.

Genuine
We're passionate about small businesses That means we relate to customers' challenges and passions and speak to them in a familiar, warm, and accessible way.
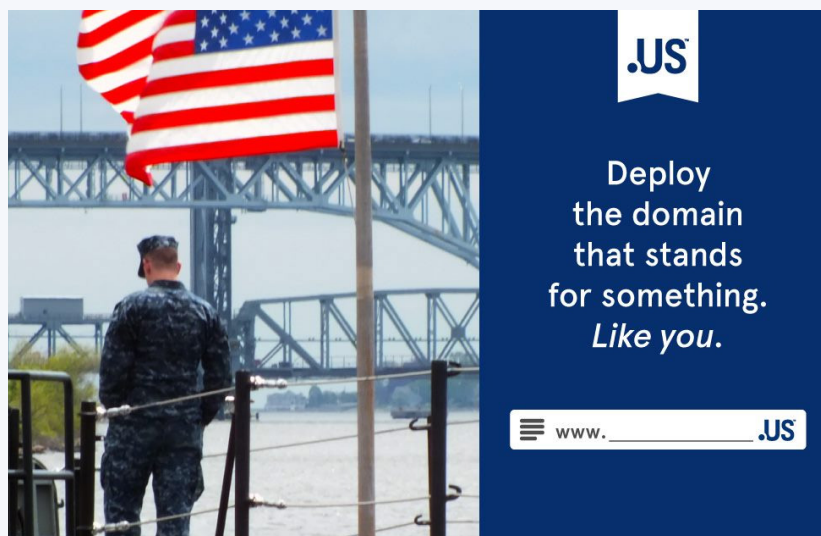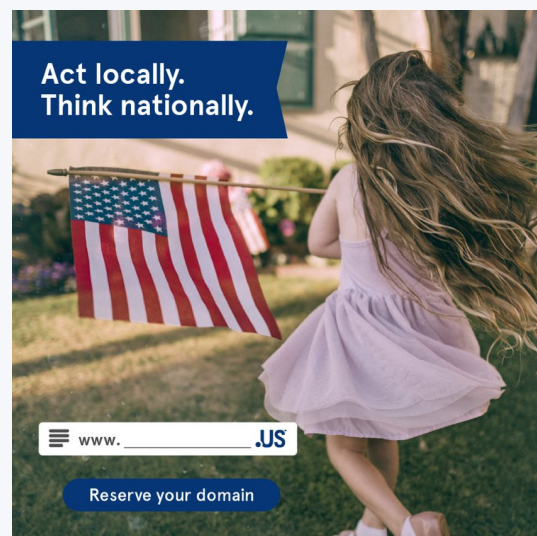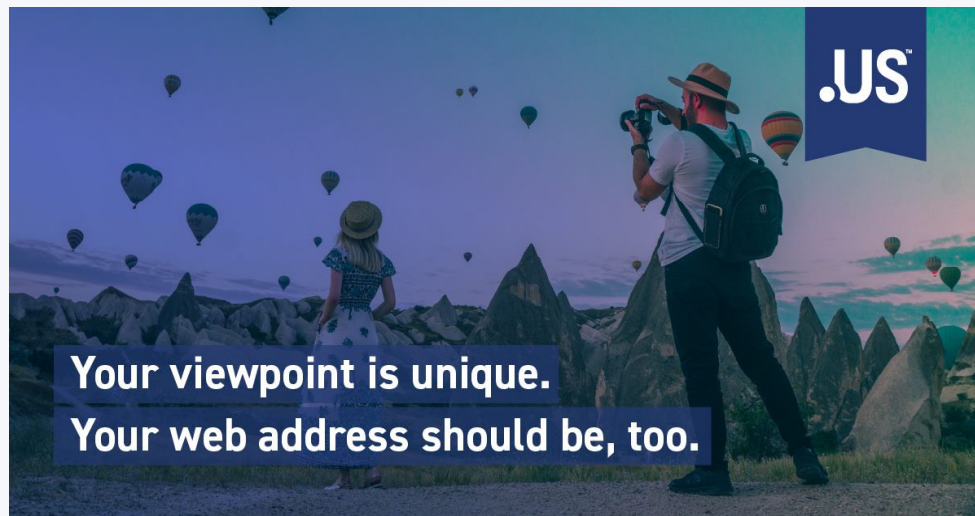
Clear
Our communications should be clear and easy to understand. Avoid jargon, overwriting, excessive formality, and other fillers that detract from a clear message. Be direct and concise, and avoid complex sentence structures.

ADAPTING TONE BY SITUATION
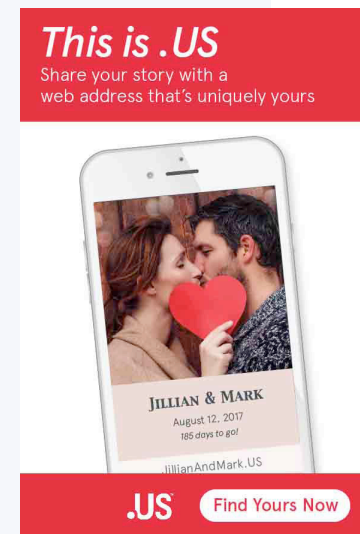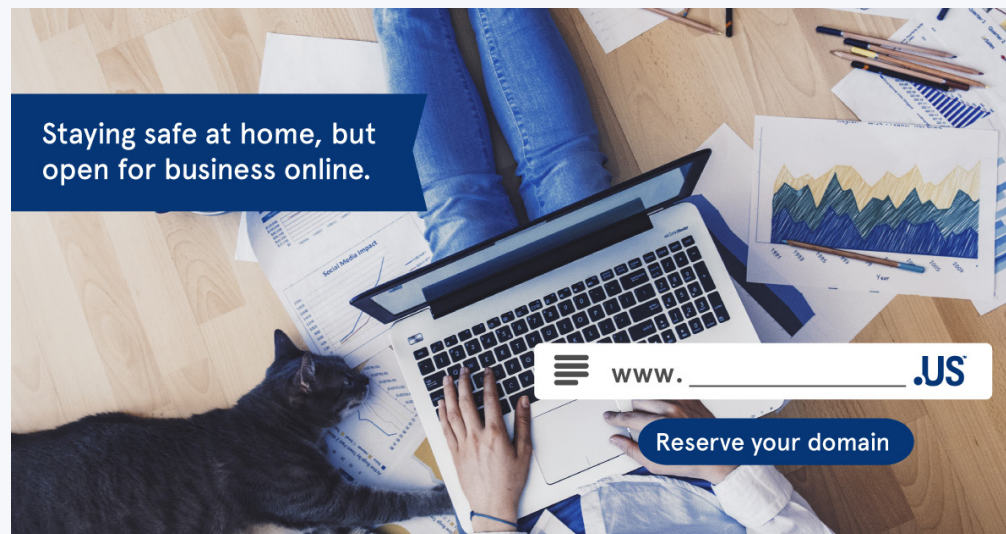
We can tailor our tone to the audience, medium, and situation, but we always stay true to the four principles that are our voice. The principles don't change but we'll use certain voice attributes more or less based on the audience. Tone can be determined by what the reader, listener, or user needs in that moment. In other words: Our voice is what we say; our tone is how we say it.

Creative Execution

Your viewpoint is unique.
Your web address should be, too.

Dream with .US
A Place for Small Business on the Internet

www.YourCompany.US

Find Yours Now

Act locally.
Think nationally.

www. _____ .US

Reserve your domain

Deploy
the domain
that stands
for something.
Like you.

www. _____ .US

Share your story with a web address that's uniquely yours

Find Yours Now

Creative Execution

Connect Your Cause *and* Country

Reserve your .US Web Address

Looking to make a statement? Look no further than *.US*

Register a .US domain name today.

Share your gift. Grow your business.

Register a .US domain name today.

Staying safe at home, but open for business online.

www. _____ .US

Reserve your domain

This is .US
Share your story with a web address that's uniquely yours

JILLIAN & MARK
August 12, 2017
185 days to go!

JillianAndMark.US

.US   Find Yours Now

Thank You.
Still Have Questions? Just ask!

hello@about.us

.US™