



TOPLEVELDESIGN

The Top Level Design Marketing Kit has been created to take the guess work out of selling and promoting Top Level Design's products. As a naming solution for creatives, our core values stem from good design and clear communication. Use this guide as a resource to align with our voice and vibe when promoting our TLDs.

This guide is an all-encompassing instructional booklet for our brand. As such, it is broken down into three sections: an introduction to our markets, a guide to our copy and communications, and an in-depth review of our branding guide. Feel free to bookmark these sections to help you access the information you need quickly.

If you have any questions about this book, the content in it, or for potential custom content, please contact info@toplevel.design.

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INTRODUCTION

TARGET MARKETS AT A GLANCE | PRICING



Target Markets at a Glance

.DESIGN

For .design, the largest target markets are web and UX designers, graphic designers, and interior designers. However, .design does not target one single vertical and perfectly describes dozens of unique industries, from jewelry design to landscape design to lighting design.

These diverse, creative markets would consider using .design for their online portfolio, digital storefront, and company website.

.design's target market understands the value and importance of good design. They like the way .design looks on their business card, resume, and in their email address. It breaks up their branding and makes it more legible. Their chosen SLD says who they are and the .design TLD explains what they do.

There is an important trend among design led companies, such as Facebook and Airbnb, to use .design for auxiliary sites. Please see our [Brand Report](#) for further discussion and usable content.

.INK

The .ink domain has cultivated a diverse yet largely creative user base. We've found that users identify with its artistic and evocative nature. These individuals tend to be writers and bloggers, visual artists, and tattooists. We were surprised to find that writers and bloggers far outpaced other groups in their use and adoption of the domain.

We believe that writers and bloggers are gravitating to .ink as they are looking for something creative, nuanced, and unique. The .ink domain evokes the traditional writing process, with written ink being shared on the page, so it has a romantic quality as well.

The word "ink" also being synonymous with "tattoo" in certain areas of the world has further cultivated a user base of artists, usually visual artists.

By partnering with registrars in China, we have welcomed a user base that gravitates toward .ink for an entirely different reason. Chinese users like that it is three characters and is easy to pronounce. In fact, we've learned that it was interpreted to mean "INternet King" and so we plan to further encourage this reading of the domain there.

.WIKI

The average .wiki user is likely more Internet savvy than the standard domain registrant given that a .wiki generally implies that the site is running wiki software. This means that this is a technical and active online crowd, and their interest may lie in specific fields or areas such as academic pursuits or fandom.

A wiki can be on any given topic. Of course, Wikipedia.org consistently ranks as one of the world's most important and trafficked websites. This is a boon to .wiki since even the layperson will associate the term "wiki" with knowledge and authority. Some people may not yet understand that Wikipedia is not the only wiki and, in fact, sites on .wiki can be about any given topic and don't even have to be running wiki software.

There are plenty of examples of companies both large and small using .wiki to host their internal wiki, which of course would be password protected and behind a firewall. Most companies have an internal wiki or similar source and often these URLs are very hard to remember. Using .wiki to host or redirect to an internal wiki is an intuitive solution.

Pricing

As you know, CentralNic supports our backed registry services. More information can be found on the CentralNic console and within our RRA and is repeated here for ease of use, not to replace or override information found elsewhere. Please refer any further technical questions to info@toplevel.design or your CentralNic liaison.

	.design	.ink	.wiki
Standard Pricing			
Registration fee	\$33	\$19	\$19
Renewal Fee	\$33	\$19	\$19
Premium Pricing Tiers			
Tier 5	\$5,000	\$5,000	\$5,000
Tier 4	\$2,000	\$2,000	\$2,000
Tier 3	\$650	\$650	\$650
Tier 2	\$250	\$250	\$250
Tier 1	\$100	\$100	\$100
Other Fees			
Redemption Fee	\$90	\$45	\$45
Transfer Cost	\$33	\$19	\$19

MESSAGING

COPY & MESSAGING | SOCIAL MEDIA PROMPTS

Copy & Messaging

We have created a wide selection of copy to support your placement of .design in various settings, from landing pages to e-mails to social media campaigns. Please note that messages have been optimized per medium. Refer to the copy that best fits your needs and/or use the content and tone to inspire your own creative team. Do not hesitate to reach out to us via info@toplevel.design if you would like personal help with your marketing copy.

SHORT COPY

For professional and aspiring designers, .design is the domain that matches exactly what you do and improves your branding. It looks great on resumes or business cards, and it looks professional when you use .design as part of your email address.

LONG COPY

For professional and aspiring designers, .design is the domain that matches exactly what you do and improves your branding. It looks great on resumes or business cards, and it looks professional when you use .design as part of your email address.

The domain is already in use by some of the world's premier design departments and studios, such as [facebook.design](#) and [airbnb.design](#), where those teams share an inside look at their design work. Since there are so many different fields and practices of design, the .design domain links together a diverse, creative community from web and UX design to interior design and lighting design.

BRAND BLURB

For corporate registrars and brand advisors

The trend of major corporations using .design to connect with designers cannot be ignored as brands like Facebook and Airbnb create auxiliary design blogs on .design, see [facebook.design](#) and [airbnb.design](#). Every company that has a design department, aspires to recruit better talent, or create a design-centric culture could join their peers on .design.

BRAND COPY

For corporate registrars and brand advisors; be sure to see our [Brand Report](#).

The trend of major corporations using .design to connect with designers cannot be ignored as brands like Facebook and Airbnb create auxiliary design blogs on .design, see [facebook.design](#) and [airbnb.design](#). Every company that has a design department, aspires to recruit better talent, or create a design-centric culture could join their peers on .design.

In fact, household brands are using .design for at least three distinct reasons: recruiting, content marketing, and brand management. Sites like [facebook.design](#) and [uber.design](#) clearly have a recruiting focus with expository articles like, "Inside a Design Critique at Facebook," and clear "Careers" tabs. Meanwhile, sites like [airbnb.design](#) and [kohler.design](#) focus on content marketing with many articles not focusing on the company at all. Finally, sites like [atlassian.design](#), [etrade.design](#) and [wechat.design](#) are good examples of brand management. There, companies are publicly posting their brand guidelines, logos, and related brand assets.

BLOG POSTS

Reach out to info@toplevel.design, we'd be happy to provide or collaborate on a blog post or other long form material.

VALUE PROPOSITIONS

RELEVANT

.design brings personal branding to a new level. Your domain can now be a part of your story.

ATTRACTIVE

As a designer, you understand the importance of smart presentation. A .design domain allows you to create a more succinct, powerful, and elegant URL and email address.

ENGAGING

By using .design, you are tying yourself to a creative class of studios, stores, freelancing professionals, and major design departments.

RECOGNIZABLE

"Design" is an international word associated with the creative as well as the prestigious.

AVAILABLE

Unlike older domain options, now is the time to get short and brandable .design domains while they're still available!

BUZZ WORDS

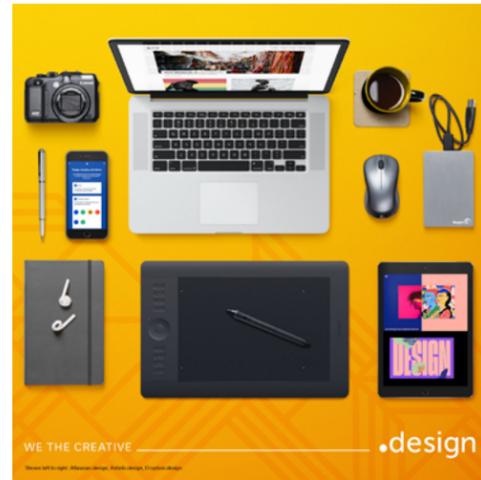
- Creative
- Elegant
- Powerful
- Smart
- Succinct
- Professional
- Intuitive
- International

Social Media Prompts

Our Twitter handle is @YourDotDesign.

Our preferred hashtags are #YourDotDesign, #design, #newdomains, and we'd be excited to work with you on tailored campaigns or social engagement. Don't hesitate to reach out for recommendations.

CONVERSATIONAL PROMPTS



Copy Check out how big companies like airbnb.design and facebook.design are using .design as a way to share ideas, articles and videos made by their design teams.



Copy Introducing .design, giving designers a better web address. What do you design?



<Include screen shot of designer's or company's website>

Copy Check out how ___ and others are using .design as a way to showcase their portfolios. <URL of designer's portfolio .design>

SALES PROMPTS



<Include screen shot of designer's or company's website>

Copy Maybe you already have a website name but want it to be more reflective of what you do as a designer. Maybe you've come up with a great idea for a website name, only to find that it's already taken.

Either way, a .design domain is your chance to get a website domain name that reflects what you do and helps you showcase your work.



Copy Claim your .design domain name before someone else does. #newgtlds #YourDotDesign #design <embed URL to registrar site .design landing page>



Copy Get a domain name that matches what you do! .design will help you showcase your #design work as well as help your website stand out. Grab your .design domain name before someone else does!

SALES PROMPTS



Copy Are you a member of the <insert design related organization> community? .design is on sale for the next <xx> days! Get your .design before someone else does.



Copy Make a powerful first impression with a .design domain name. Having .design on your business card at the upcoming <event> event will help you stand out and get your name out there.

Copy & Messaging

SHORT COPY

The .ink domain is evocative of different creative pursuits, especially blogging and writing. Diverse artists like writers, painters, calligraphers, and tattooists have all been naturally gravitating to .ink URLs and email addresses as it emphasizes their own personal, unique style.

LONG COPY

The .ink domain is evocative of different creative pursuits, especially blogging and writing. Diverse artists like writers, painters, calligraphers, and tattooists have all been naturally gravitating to .ink URLs and email addresses as it emphasizes their own personal, unique style.

Many domain names are generic or buttoned-up so one of the most interesting things about .ink is that it is being used by the ink and printing industries as well as by creatives and artists. T-Shirt printing and general print shops have a clear and natural affinity with .ink while visual artists and writers of all types, even those not using ink in their work, appreciate the free-association between ink and creativity. The .ink domain is short and brandable and looks great in URLs as well as email addresses

BLOG POSTS

Reach out to info@toplevel.design, we'd be happy to provide or collaborate on a blog post or other long form material.

VALUE PROPOSITIONS

UNIQUE

Stand out as innovative and creative with a URL or email address ending in .ink.

EVOCATIVE

The .ink domain is particularly loved by writers and bloggers that want to associate their work with ink on the page, even when read online.

EDGY

Given 'ink' often refers to tattoos, the .ink domain has a modern and offbeat resonance.

AVAILABLE

Unlike older domains, short and brandable .ink domains are still available, for now!

BUZZ WORDS

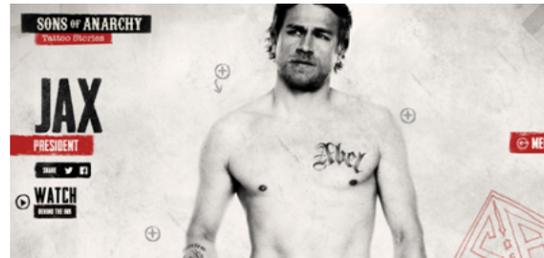
- Creative
- Innovative
- Evocative
- Edgy
- Artistic
- Unique

Social Media Prompts

CONVERSATIONAL PROMPTS



Copy Introducing .ink, giving writers and bloggers a better web address to show off their work and their voice.



Copy Check out how Sons of Anarchy and others are using .ink as a way to showcase their tattoo work with a unique domain name. soatattoostories.ink

SALES PROMPTS



Copy Make an impression with .ink. Show the world your writing skills with a .ink domain name and get your customers to associate your website name with high quality writing.



Copy Get a domain name that matches what you do! .ink will help showcase your writing or art as well as help your website stand out. Grab your .ink domain name before someone else does!



Copy Claim your .ink domain name before someone else does. #makeyourmark

Copy & Messaging

SHORT COPY

Wiki technology is strongly associated with one of the world's most popular websites, Wikipedia, so the .wiki domain is well positioned to not only denote wiki technology but also helps lend an air of authority to your website's content as well!
The .wiki domain helps anyone present themselves as a wiki enthusiast when used in their URL or email address.

LONG COPY

Wiki technology is strongly associated with one of the world's most popular websites, Wikipedia, so the .wiki domain is well positioned to not only denote wiki technology but also helps lend an air of authority to your website's content as well!
The .wiki domain helps anyone present themselves as a wiki enthusiast when used in their URL or email address.

While you would expect any site ending in .wiki to utilize some of the popular wiki software, such as Mediawiki, it is not a requirement. Anyone can use .wiki. That is why we also see users that have an education or collaborative site that is not technically a wiki use .wiki for their domain and branding. With .wiki, you can clearly market your site as an actual wiki or associate yourself with learning, collaboration, and academic authority.

BLOG POSTS

Reach out to info@toplevel.design, we'd be happy to provide or collaborate on a blog post or other long form material.

VALUE PROPOSITIONS

AUTHORITATIVE

.wiki associates your site with wiki technology and Wikipedia.org.

COLLABORATIVE

.wiki and wiki technology are all about collaboration.

INFORMATIONAL

You can expect to teach and learn on a .wiki website.

ENTHUSIASTS WELCOME

Academics and fanatics are welcome to start or contribute to .wiki websites that focus on their specialty and interests. They can further broadcast their interest by creating a personal email address using .wiki as well.

AVAILABLE

Unlike older domains, short and brandable .wiki domains are still available, for now!

WORDS

- Collaboration
- Mediawiki
- Wiki software/technology
- Wikipedia
- Group edit
- Knowledge Base

WIKI CONCEPTS

Wikis are editable sites and have their own vocabulary and culture.

RADICAL TRUST

By contributing to a wiki, you are trusting others to edit your content and they are trusting you to treat their contributions with the same respect.

REAL PEOPLE

Username should often be real names rather than pseudonyms.

REFACTORING

Reorganizing and improving is a good thing.

TRANSPARENCY

It is important to know who made what change and for what reason.

WORK ON YOUR INTERESTS

Focus on what is important to you and aligns with your interests.

Social Media Prompts

Our Twitter handle is @dotWiki.

CONVERSATIONAL PROMPTS



Copy Perfect for informational websites, .wiki is a domain name that allows people to share knowledge and collaborate online.



Copy Introducing .wiki, giving collaborators and companies a better web address to share knowledge online.

Copy .wiki is a modern way to share information whether it's a place to house training documents for employees or a place for enthusiasts to share ideas, .wiki lets people know your site is about knowledge sharing.

SALES PROMPTS



Copy Grab a .wiki domain to house all of your company's knowledge base materials. Create a place where employees can go for training and collaboration resources.

Copy Get a .wiki domain name to create a place for sharing knowledge online



- SUBSCRIPTION EXPIRATION?

LEADIN : [REVIEW]
present "whole-check"
concept & products
[FOR ASSES] *
[FOR CHECK CONSULTANTS] *
FOR STEWARDSHIP DIRECTORS

"HIGHLIGHT" -> "CLIP"



BRANDING

VISUAL INDEX



Logo & Branding Guidelines

Logos are provided in a variety of file formats and color choices. These branding guidelines will help ensure proper use of the logo across media platforms. Logos and graphics can be found in our [online marketing kit](#).

TOP LEVEL DESIGN LOGO

Use this logo when you need to represent the registry and all its TLDs. Please use the specific TLD's logo for all marketing. This logo should be used only on a white background unless otherwise approved.

The minimum height of this logos is 0.5".

VARIATIONS

There are cases when the logo would be used without the company name. In these instances the logo can be placed on a photograph or colored background so long as the white circle appears behind it.

Due to the limited amount of instances for this logo, these are the two most common use cases. If you require an alternate version, please contact info@toplevel.design and we will provide you with any other styles needed.

SAFETY AREA

The safety area around this logo is defined by twice the innermost triangle within the logo (x) around the lock-up. This area will ensure an adequate amount of white space and reduce clutter around the logo.



Each of Top Level Design's TLDs has its own logo and guidelines. When promoting each of these please consider the following rules for proper use across all platforms.

LOGOS

Each of the three TLDs is preceded by the "dot" in it's product color. See page 24 for more color information.

The minimum height of these logos is 0.5".

VARIATIONS

Each of these logos is available in a variety of uses. It is strictly against guidelines to alter any of the assets provided to you by Top Level Design.

For any alternate logo requests please contact info@toplevel.design.

SAFETY AREAS

The safety area around each logo is defined by twice color dot (x) around the lock-up. This area will ensure an adequate amount of white space and reduce clutter around the logo.



Support Gray

C0 M0 Y0 K86
R74 G75 B76
PANTONE

Product Colors

Each of these colors has been curated to represent its target demographic. For more information about target audiences see page 8.

These colors should be used as the main product color when specifically targeting each of the products, with the gray as the supporting color throughout.

Design Yellow

C0 M20 Y100 K0
R255 G203 B5
PANTONE

Ink Purple

C50 M70 Y0 K0
R141 G100 B170
PANTONE

Wiki Teal

C80 M10 Y30 K0
R0 G168 B181
PANTONE

Typography

The primary typeface for all communications should be Usual Light. This font can be found on Adobe's Typekit among other resources.

Usual was chosen for its modern aesthetic and extreme legibility.

As an accent typeface Usual can be paired with Quatro Slab, also available on Adobe's Typekit.

USUAL
LIGHT

AaBbCcDdEe

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

1234567890

USUAL
MEDIUM

AaBbCcDdEe

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

1234567890

USUAL
BOLD

AaBbCcDdEe

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

1234567890

QUATRO SLAB
REGULAR

AaBbCcDdEe

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

1234567890

QUATRO SLAB
BOLD

AaBbCcDdEe

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

1234567890

Type Hierarchy

These typefaces can be used in various combinations to create a distinct hierarchy in communications.

Consider using a catchy headline with a more informative sub-headline. From here the body copy should lead to a more precise message about the promotion. If needed this can be accompanied by a fine-print style copy treatment to include any and all legal considerations.

Examples of this can be found on pages 32-35.

HEADLINE 1

HEADLINE 2

Body Copy 1 – Lorem ipsum dolor sit amet, mea possit iisque intellegam ne. Cum diam malis maluisset no, ut porro utamur recteque vel. Est quod fabellas ea, sea posse necessitatibus no. Eum ut stet delenit pertinax, movet verterem ut sea, virtute accusata indoctum cum id. Sumo graece gloriatur in qui, nam molestie accusamus et.

Body Copy 2 or Fine Print – Lorem ipsum dolor sit amet, mea possit iisque intellegam ne. Cum diam malis maluisset no, ut porro utamur recteque vel. Est quod fabellas ea, sea posse necessitatibus no. Eum ut stet delenit pertinax, movet verterem ut sea, virtute accusata indoctum cum id. Sumo graece gloriatur in qui, nam molestie accusamus et.

STANDARD DIGITAL BANNERS

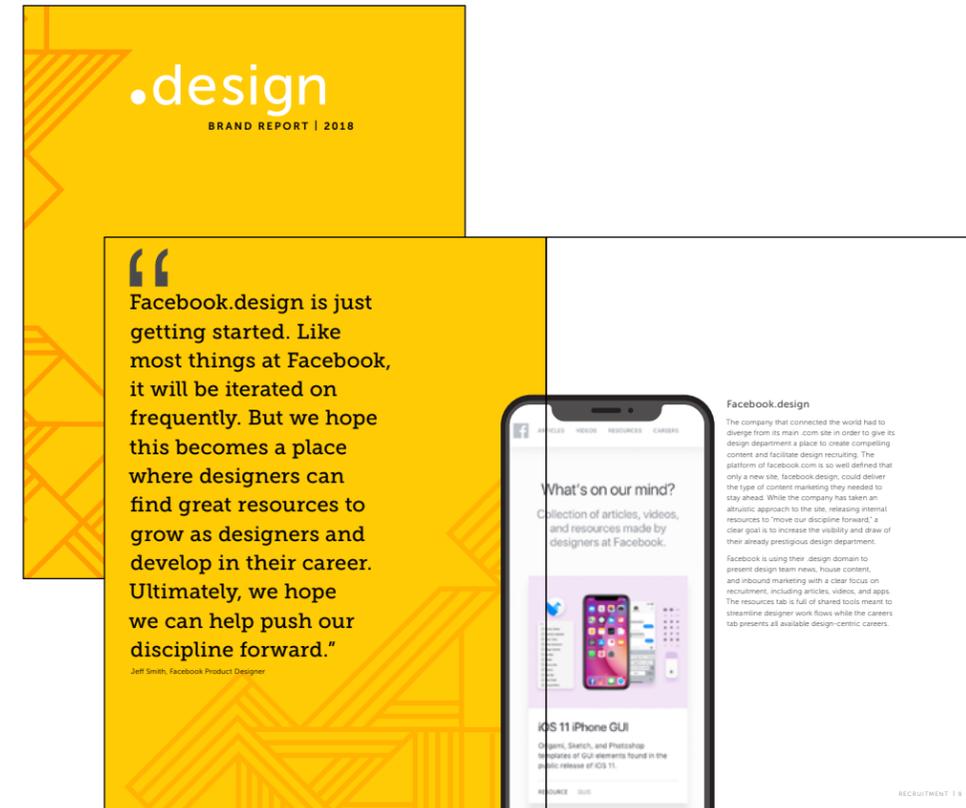
Our aesthetic should be kept clean and interesting. A short headline is followed by the detailed copy and ended with the promotion. Visuals should include a tool or product relevant to the target audience.



Web banner / Static / 300x250



Web banner / Static / 728x90



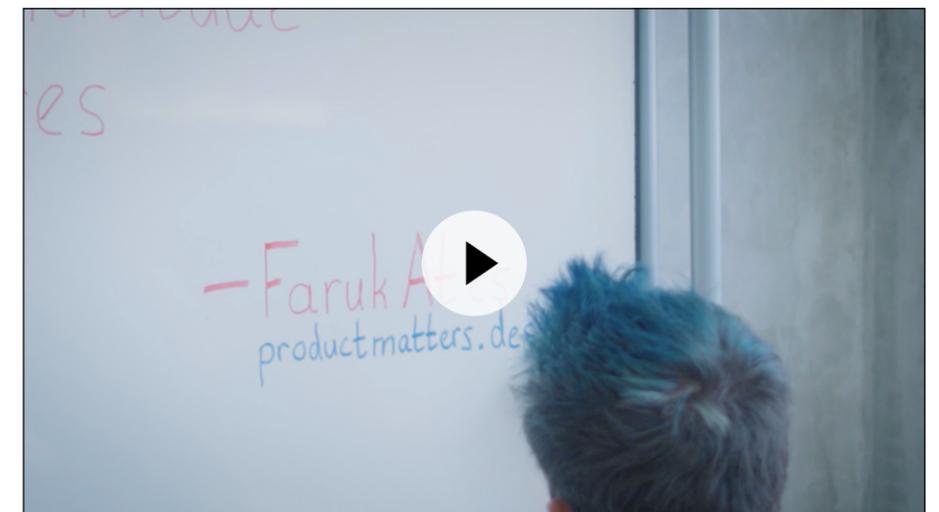
BRAND REPORT & INFOGRAPHICS

The .design Brand Report 2017 features the stories of the big-name companies using .design domains for their brand design communications.

This booklet can be found [here](#).

VIDEOS

Along with the Brand Report, our founder stories have been curated into an inspirational video about the design community. Videos can be found in our [online marketing kit](#).



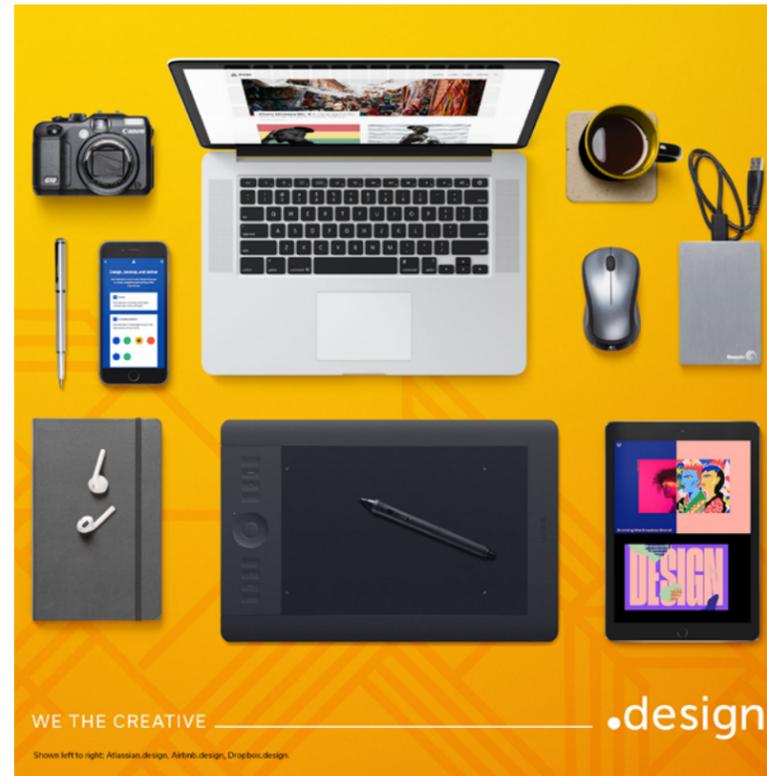
SOCIAL MEDIA & EMAIL POSTS

There are several options available when sending an email or posting on social media about our TLDs. Use this guide, along with the Messaging section of this guide as a reference point for source material.

These graphics can be found in our [online marketing kit](#).



Standard Post
Use for everyday social media post. This format is clean and simple and to the point.



Founders' Post
Use when wanting to highlight the different brands that use .design for their recruitment options. Also available in gif and animation format.



Upsell Post
Use when needing to upsell the additional services like email hosting and website design.

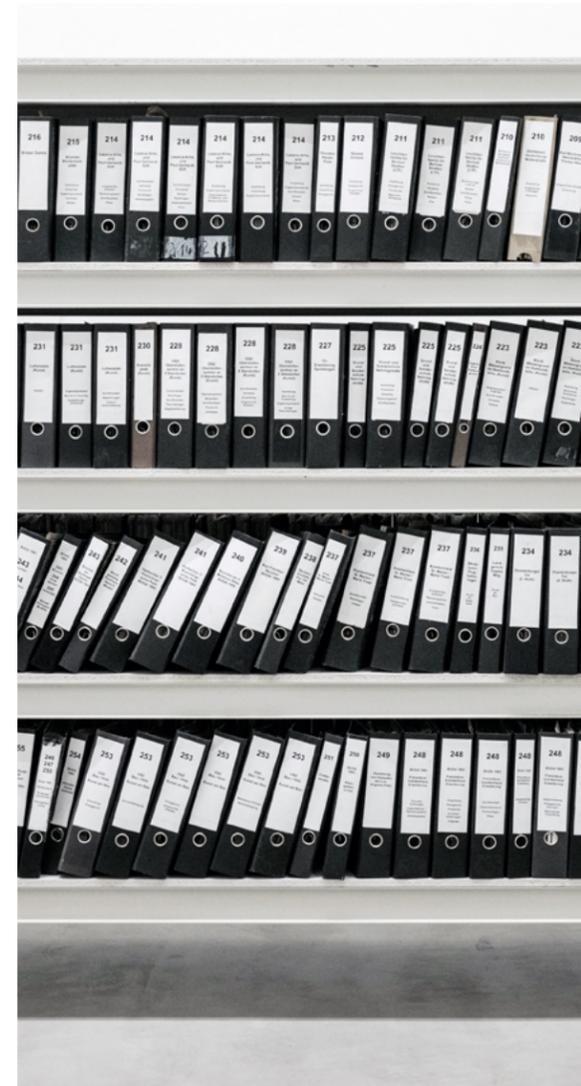
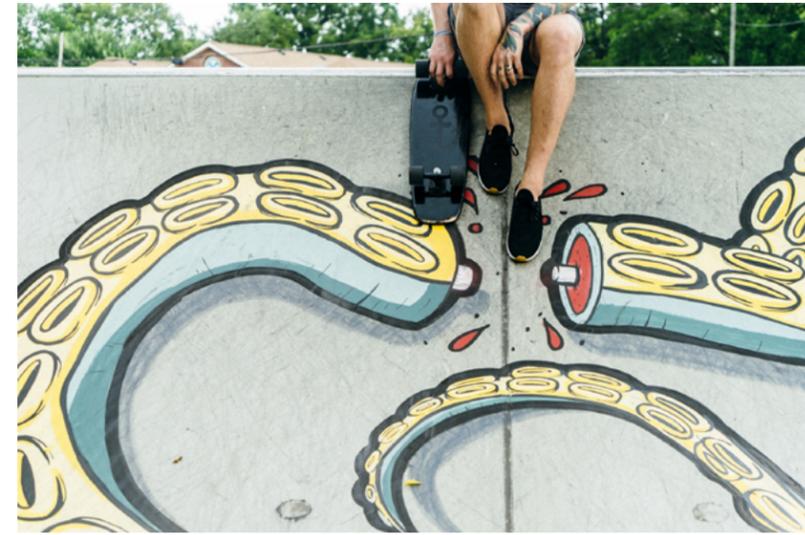
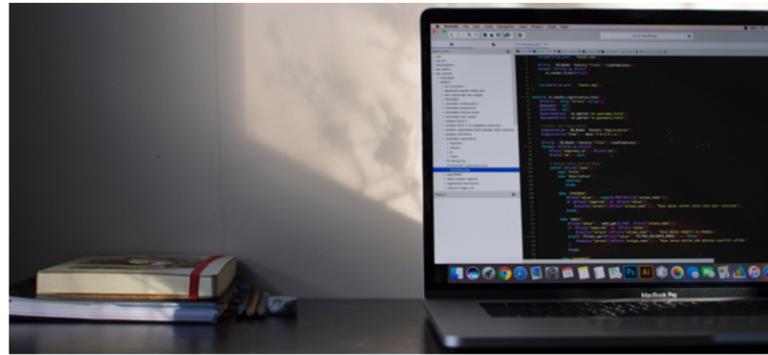
Photography

When selecting stock photography, consider our aesthetic and our target audiences. Any publication should be kept clean of busy imagery, when paired with any kind of copy.

When choosing photography for each of our TLDs consider their respective audiences on page 8. Designers respond well to computers and organized compositions. Writers, bloggers, and tattoo artists will be inspired by the tools they use. Consider encyclopedias, books and white boards for wiki audiences.

All photography should be clean and crisp, with natural light and clear legibility. Consider the audience and what speaks to them. A selection of approved stock photography can be found in our [online marketing kit](#).







CONTACT

Thank you for getting on board with our domains. We couldn't be more excited to work with all of our registrar partners. This marketing kit is just the beginning of our relationship. Please don't hesitate to reach out about any specific co-marketing opportunities or for our input in creating unique marketing material. We also really appreciate feedback on our kit and performance as a whole.

Top Level Design
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