# .CHRISTMAS

## Share the holiday spirit™

Version 1.0

# Introduction

Deck the halls with .Christmas – the domain name that spreads holiday cheer. Festive and fun, the unrestricted .Christmas domain is perfect for anyone who wants to jingle bell rock their online presence.

To encourage .Christmas customer attachment & add-on product bundling, please use this dedicated marketing kit. This kit includes:

Use this kit to build up your marketing of .Christmas domains. Send questions or feedback to hello@gen.xyz, we look forward to hearing from you.

**The XYZ Team**

# Logo

The logomark of the .Christmas **Primary Logotype** uses Dark Red (#4F1313).



Primary Logo

Download logos at nic.christmas/files

# Logo Usage

Prioritize use of the **Primary Logo** in full color whenever possible.

Always ensure that there is sufficient contrast between the logo and the background.

Maintain a **comfortable amount of clearspace** around logos at all times.

.CHRISTMAS

|  | Light backgrounds | Dark backgrounds | Colorful backgrounds |
|---|---|---|---|
| **Primary Logo** | .CHRISTMAS | .CHRISTMAS | ✕ |
| **Single Color** Black | .CHRISTMAS | ✕ | ✕ |
| **Single Color** White | ✕ | .CHRISTMAS | .CHRISTMAS |

# Logo Usage

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

Use the files we provide in our logo package to avoid these problems: https://nic.christmas/files

## Unacceptable logo usage



**X Problem: Wrong colors**

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



**X Problem: Insufficient clearspace**

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



**X Problem: Logo is illegible on this background**

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



**X Problem: Logo is modified**

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



**X Problem: Logo uses incorrect font**

Do not alter the logo or font.



**X Problem: Outdated branding**

Use only the official logos found at: https://nic.christmas/files

# Brand Colors

Marketing materials should use these primary and neutral colors.

## Primary Palette
Tints & Shades

| Dark Red #4F1313 | Medium Red #8C3B3A | Light Red #BC7E7D |
|---|---|---|

| Dark Green #273C33 | Medium-Dark Green #50655C | Medium Green #899A8D | Light Green #D0E3D4 | Pale Green #EFF7F0 |
|---|---|---|---|---|

**Gold** #FFC765

## Neutral Palette
Tints & Shades

| #111111 | #717171 | #D3D3D3 | #F7F7F7 | #FFFFFF |
|---|---|---|---|---|

# Fonts

Use **Marcellus** for main headings.

Use **Marcellus or Marcellus in All Caps** for all other headings.

Use **Lato Regular** only for body paragraphs.

## Marcellus
# The quick brown fox jumps over the lazy dog.

## Marcellus in All Caps
## THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

## Lato Regular

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

# Landing Page Content

**Main Tagline:**
Share the holiday spirit™

**Website:**
https://xyz.christmas

## Bring good cheer with .Christmas

Celebrate the season with the .Christmas domain name. From promoting Christmas gifts and decor, to sharing gleeful gift guides online, to spreading joy with your holiday event website, the .Christmas domain is for holly jolly websites.

The .Christmas domain is perfect for:

- Holiday retailers & seasonal shopping websites
- Gift guides
- Holiday DIY Bloggers
- Christmas events and venues
- Churches and charities
- Christmas tree lots and farms
- Decorating services
- Party planners

Market your Christmas gifts, deals, and decor on **www.YourName.Christmas** or **www.YourCompany.Christmas**.

Share holiday DIY and gift ideas with **www.YourBlog.Christmas** or **www.YourBrand.Christmas**.

Use keyword-rich **www.YourType.Christmas** or **www.YourSpecialty.Christma**s to match what holiday shoppers are searching for.

Establish your website as the go-to destination of holiday events in your area with **www.YourCity.Christmas** or **www.YourState.Christmas**.

Promote your Christmas decorating services with **www.YourBrand.Christmas** or **www.YourCompany.Christmas**.

Create a merry and bright website with a .Christmas domain name.

# Top 5 ways to use .Christmas

1. Merry .Christmas domains will shine bright to holiday shoppers everywhere.
   - www.YourName.Christmas
   - www.YourBusiness.Christmas
   - www.YourBrand.Christmas

2. Festive .Christmas domains announce that your website will help your audience get into the holiday spirit.
   - www.YourBlog.Christmas
   - www.YourCommunity.Christmas
   - www.YourBrand.Christmas

3. Easy to remember .Christmas domain names make your holiday information easy to find online.
   - www.YourSchool.Christmas
   - www.YourChurch.Christmas
   - www.YourVenue.Christmas

4. Keyword-rich .Christmas domains match what holiday shoppers and event attendees are searching for.
   - www.YourMarket.Christmas
   - www.YourEvent.Christmas
   - www.YourStyle.Christmas

5. Location-based .Christmas domains establish your holiday event website in your region.
   - www.YourCountry.Christmas
   - www.YourCity.Christmas
   - www.YourState.Christmas

.CHRISTMAS

**.Christmas Marketing Kit**

# Email Content

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## Dedicated Email Content

**Subject: Share the holiday spirit™**

Spread holiday cheer with .Christmas domains. From promoting Christmas gifts and decor, to sharing gleeful gift guides online, or spreading joy with your holiday event website, .Christmas domain will help you create a holly jolly website.

### Reasons to choose .Christmas

- Merry .Christmas domain names shine bright to holiday shoppers everywhere.
- Festive .Christmas domains show that your website will get your audience into the holiday spirit.
- Easy to remember .Christmas domains can make your holiday information easy to find online.
- Keyword-rich .Christmas domains can match what holiday shoppers are searching for.
- Location-specific .Christmas domains can establish your holiday event website in your region.

### Ways to use .Christmas

- Market your Christmas gifts, deals, and decor on **www.YourName.Christmas** or **www.YourCompany.Christmas**.
- Share holiday DIY and gift ideas with **www.YourBlog.Christmas** or **www.YourBrand.Christmas**.
- Use keyword-rich **www.YourType.Christmas** or **www.YourSpecialty.Christmas** to match what holiday shoppers are searching for.
- Establish your website as the go-to destination of holiday events in your area with **www.YourCity.Christmas** or **www.YourState.Christmas**.
- Promote Christmas decorating services with **www.YourBrand.Christmas** or **www.YourCompany.Christmas**.

Celebrate the season with .Christmas.

**Register your .Christmas domain now**

# Thank You

**.CHRISTMAS**

For inquiries, please contact hello@gen.xyz

www.Nic.Christmas