

.Guitars Marketing Kit

.Guitars

Amplify your sound™

Version 1.0

Introduction

Get ready to rock with .Guitars – the domain name that helps your customers reach music enthusiasts everywhere. Memorable and descriptive, the catchy .Guitars domain is made to help your customers strike the right chord with their online presence.

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

- **Logo & Brand Guidelines** **3**
- **Landing Page Content** **8**
- **Top 5 Ways to Use .Guitars** **9**
- **Email Content** **10**

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

The XYZ Team

Logo

The logomark of the .Guitars **Primary Logo** is black (#111111).



.Guitars
PRIMARY LOGO

.Guitars

.Guitars Marketing Kit







Download logos at nic.guitars/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.

	Light backgrounds	Dark backgrounds	Colorful backgrounds
Primary Logo			
Single Color White			

.Guitars

.Guitars Marketing Kit

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.guitars/files>

UNACCEPTABLE LOGO USAGE

The logo ".Guitars" is displayed in a red, cursive font.

X Problem: Wrong colors

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

The logo ".Guitars" is followed by ".xyz" in a purple, rounded, sans-serif font, with no space between them.

X Problem: Insufficient clearspace

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

The logo ".Guitars" is centered on a solid dark red rectangular background.

X Problem: Logo is illegible on this background

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

The logo ".Guitars" is displayed in a cursive font, but the letters are slightly blurred and have a soft shadow effect, indicating a modification.

X Problem: Logo is modified

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

The logo ".guitars" is displayed in a simple, lowercase, sans-serif font.

X Problem: Logo uses incorrect font

Do not alter the logo or font.

The logo ".guitars" is displayed in a bold, lowercase, sans-serif font with a drop shadow effect.

X Problem: Outdated branding

Use only the official logos found at:
<https://nic.guitars/files>

The official logo ".Guitars" in a red, cursive font.

.Guitars Marketing Kit

Brand Colors

Marketing materials should use these primary and neutral colors.

PRIMARY PALETTE

Tints & Shades



NEUTRAL PALETTE

Tints & Shades



Fonts

Use **Roboto Condensed Regular** for most headings.

Use **Roboto Condensed Bold Italic in all caps** for other headings.

Use **Beverly Drive Right Regular** sparingly in marketing materials, taking care that use of this font does not compete with or confuse the logo. This font requires a font license.

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

Roboto Condensed Regular

The quick brown fox jumps over the lazy dog.

Roboto Condensed Bold Italic in all caps

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Beverly Drive Right Regular

The quick brown fox jumps over the lazy dog.

Roboto Regular

Lorem ipsum dolor sit amet, consectetur adipiscing eli. Aenean nisl nunc, [mattis vel facilisis sed \(Link\)](#), 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:

Amplify your sound™

Website:

<https://xyz.guitars>

ROCK ONLINE WITH .GUITARS

Turn up your brand's online presence with .Guitars domains. From shredding on the electric guitar, selling a bountiful inventory of banjos, to sharing irreverent ukulele ratings and reviews, the .Guitars domain will help make your website as memorable as your favorite tune. Hit the right chord for your online presence with a catchy .Guitars domain name that signals your dedication to one of the world's favorite instruments.

The .Guitars domain is perfect for:

- Guitarists and musicians
- Manufacturers and retailers
- Guitar technicians & restoration
- Music teachers and students
- Enthusiasts and collectors
- Clubs and associations
- Guitar publications and blogs

Showcase your headbanging guitar skills with **www.YourName.Guitars** or **www.YourBand.Guitars**.

Display your musical instrument inventory with **www.YourBusiness.Guitars** or **www.YourStore.Guitars**.

Use keyword-rich **www.YourType.Guitars** or **www.YourBrand.Guitars** to match what online shoppers are searching for.

Establish yourself as the go-to destination for buying and selling guitars in your region with **www.YourCity.Guitars** or **www.YourCountry.Guitars**.

Connect with other guitar enthusiasts and share your ratings and reviews with **www.YourPlatform.Guitars** or **www.YourBlog.Guitars**.



Turn up your online presence with the memorable .Guitars domain name.

.Guitars

.Guitars Marketing Kit

Top 5 ways to use .Guitars

1. Catchy .Guitars domains can be key in making your website stick in the minds of guitar and music fans.
 - www.YourName.Guitars
 - www.YourBand.Guitars
 - www.YourShow.Guitars
2. Intuitive .Guitars domains help to promote your music store with a domain that matches what shoppers are searching for online.
 - www.YourStore.Guitars
 - www.YourPlatform.Guitars
 - www.YourBusiness.Guitars
3. Location-specific .Guitars domains establish your website as the go-to destination for buying and selling guitars in your location or region.
 - www.YourCountry.Guitars
 - www.YourCity.Guitars
 - www.YourState.Guitars
4. Descriptive .Guitars domains showcase your guitar playing classes and instructional content on a domain that shows your dedication to music.
 - www.YourClass.Guitars
 - www.YourService.Guitars
 - www.YourName.Guitars
5. Playful .Guitars domains help you to share guitar reviews and ratings on a domain that stands out from other guitar enthusiasts.
 - www.YourBlog.Guitars
 - www.YourPublication.Guitars
 - www.YourClub.Guitars

Email Content

DEDICATED EMAIL CONTENT

Subject: .Guitars: Amplify your sound

Get ready to rock online with the .Guitars domain. Catchy and without restrictions, showcase your musical talents and reach guitar enthusiasts worldwide with the .Guitars domain. From shredding on the electric guitar, selling a bountiful inventory of banjos, to sharing irreverent ukulele ratings and reviews, the .Guitars domain will help to hit the right chord with your audience.

Reasons to choose .Guitars

- Catchy .Guitars domain names can be key in making your website stick in the minds of guitar and music fans.
- Intuitive .Guitars domains can help to promote your music store with a domain that matches what shoppers are searching for online.
- Location-specific .Guitars domains can establish your website as the go-to destination for buying and selling guitars in your location or region.
- Descriptive .Guitars domains can showcase your guitar playing classes and instructional content on a domain that indicates your dedication to music.
- Playful .Guitars domains can help you to share guitar reviews and ratings on a domain that stands out to other guitar enthusiasts.

Ways to use .Guitars

- Showcase your headbanging guitar skills with **www.YourName.Guitars** or **www.YourBand.Guitars**.
- Display your musical instrument inventory with **www.YourBusiness.Guitars** or **www.YourStore.Guitars**.
- Establish yourself as the go-to destination for buying and selling guitars in your region with **www.YourCity.Guitars** or **www.YourCountry.Guitars**.
- Use keyword-rich **www.YourType.Guitars** or **www.YourBrand.Guitars** to match what online shoppers are searching for.
- Share your ratings and reviews with other guitar enthusiasts with **www.YourPlatform.Guitars** or **www.YourBlog.Guitars**.

Turn up your online presence with .Guitars.

REGISTER YOUR .GUITARS DOMAIN NOW

.Guitars

.Guitars Marketing Kit

Thank You

.Guitars

For inquiries, please contact hello@gen.xyz

www.Nic.Guitars