



Style & Usage Guide

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// Introduction

INTRODUCTION

Our visual identity is one representation of the core .biz brand—a web address that can help take your business to the next level, no matter what stage you're at today. Our identity must communicate not only that .biz is versatile enough to grow with business owners and their goals, but also that it is an established, dependable web address. By presenting a unified corporate image, with enough flexibility for unique promotions, services and products, we can capture the essence of the .biz brand. This consistent brand identity will help keep us focused as we continue to grow our presence in the market. We will know we have achieved our goal if a consumer can look at one of our marketing materials, whether it's collateral, print, direct marketing or an online promotion, and recognize the communication as coming from .biz.

This guide provides information on the design elements that make up .biz's visual identity—the logo, color palette, typefaces and photography. The guidelines presented must be followed for all internal and external communications, including print publications, presentations and online communications.

// Brand Summary

Globally recognized to mean “business,” the .biz domain helps hard-working businesses realize their full potential online. Whether a business is just moving online or looking to expand its reach, .biz is versatile enough to grow with business owners and their goals. Established in 2001, .biz is familiar, easy to remember and meets the highest security standards.



// Logo Usage & Placement

LOGO TYPES

The logo is the primary graphic elements of the .biz brand. Consistent application and precise production of the logo is absolutely essential. Any variation of the logo diminishes the visual identity of the brand.

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

ACCEPTABLE USE OF THE LOGO

Different versions of the logo are available depending on where the logo will be placed. Do not alter or change the colors of the logo for any reason.

SIZE

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

FULL COLOR LOGO



1-COLOR / BLACK LOGO



REVERSED OUT LOGO



0.75"



// Logo Usage & Placement

CLEAR 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 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 .biz brand.

The clear space minimum is equivalent to the height of the “z” regardless of the size at which the logo is reproduced.

When integrated with design elements, clear space needs to occur around 50% or more of the logo edges. See p. 13 for sample executions.



// Logo Usage & Placement

LOGO WITH DOMAIN

In instances where there is no other product context (i.e. printed banners, shirts, etc.) use the logo lock up with the domain.

SIZE

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

FULL COLOR LOGO



1-COLOR / BLACK LOGO



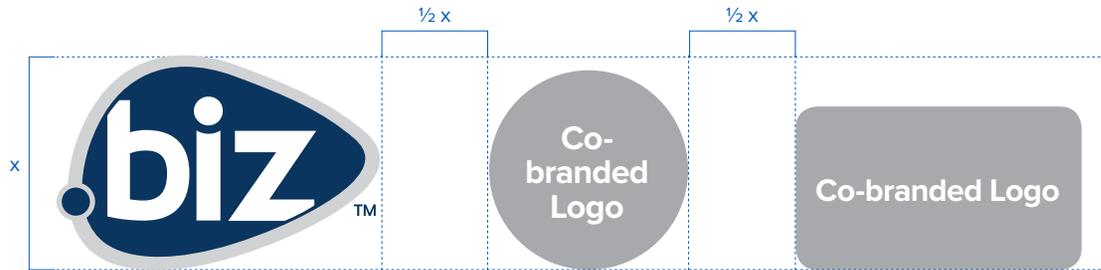
REVERSED OUT LOGO



0.75"



// Logo Usage & Placement



CO-BRANDED LOGOS

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

- ✓ **Always** align the .biz logo horizontally with other company logos along their respective baselines.
- ✓ **Always** put the .biz logo in the lead position, and make sure the correct clear space is maintained as shown.
- ✓ **Always** reproduce the .biz logo in full color. In the event that for technical or budgetary reasons the .biz primary colors cannot be used, then use the black logo or reversed out brand mark alternates.
- ⊘ **Do not** allow the .biz logo to touch another logo or be contained within another logo.

// Logo Usage & Placement



Do not crop the logo in any way.



Do not add any effects, place patterns or photos inside the logo.



Do not rotate the logo.



Do not modify the color of the logo in any way.



Do not stretch or expand the logo to make it wider or taller.

LOGO USAGE GUIDELINES

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

- ✓ **Only** use approved logo and color variations.
- ✓ **Always** follow clear space guidelines.
- ✓ **Always** follow minimum and maximum size guidelines.
- ✓ **Always** reproduce logo artwork from a digital files. It should never be reproduced from previously printed materials.

In general, any use that makes the logo difficult to read or degrades the integrity of the logo is unacceptable.

// Color

PRINT COLORS

CMYK

Use CMYK builds for 4 color printing. To ensure correct color reproduction of our logos, please try to use the Pantone® Matching System (PMS) whenever possible.

PMS

Primarily for logo color matching and two-color printing. PMS Colors are the color standard with the majority of printers around the world.

IMPORTANT

Never match to the color samples provided in this document. Always refer to the PMS color swatch books or CMYK shades when specifying ink color.

WEB/SCREEN COLORS

RGB/HEX

Used for web and screen applications, including PowerPoint presentations. RGB/HEX colors will not reproduce the correct colors if printed, therefore they are not to be used for printed materials. Your screen may convert the colors differently depending on specific settings and calibration. HEX values are standard on the Web.

LOGO COLORS



.biz Dark Blue

PMS: 534C
CMYK: 95, 72, 9, 38
RGB: 38, 63, 106
HEX: #263f6a



.biz Grey

CMYK: 0, 0, 0, 20
RGB: 209, 211, 212
HEX: #d1d3d4

SECONDARY COLORS

Graphics (see p. 12–13)



.biz Magenta

PMS: Rubine Red C
CMYK: 0, 100, 18, 3
RGB: 202, 0, 93
HEX: #ca005d



.biz Yellow

PMS: 396C
CMYK: 11, 0, 90, 0
RGB: 223, 223, 0
HEX: #dfdf00

PRIMARY COLORS

Text, Calls to Action, Active Buttons, Graphics (see p. 12 - 13)



.biz Purple

PMS: 267C
CMYK: 86, 96, 0, 0
RGB: 82, 35, 152
HEX: #522398



.biz Green

PMS: 361C
CMYK: 75, 0, 100, 0
RGB: 52, 178, 51
HEX: #34b233

SECONDARY COLORS

On-Click Buttons (see p. 13)



.biz Dark Purple

PMS: 2627C
CMYK: 84, 100, 7, 33
RGB: 66, 20, 95
HEX: #42145f



.biz Dark Green

PMS: 356C
CMYK: 95, 8, 93, 27
RGB: 0, 121, 52
HEX: #007934

// Typography

PRIMARY TYPEFACES

The primary typeface is Proxima Nova and should be used because it compliments the .biz logo and shapes of the brand graphics.

ALTERNATIVE TYPEFACES - INTERNAL USE ONLY

The alternate typeface is Arial for internal use when the primary fonts are not available. It should be used within Microsoft Office applications such as Word, PowerPoint, Excel, etc. It is also to be used for body copy in letters, memos and faxes.

Proxima Nova Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 \$£€™®@;:!?

Proxima Nova Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 \$£€™®@;:!?

// Photography

Photography and images for .biz should capture the hard-working attitude of business owners.

IMAGE GUIDELINES

- ✓ **Always** include a diversity of businesses.
- ✓ **Always** use images with people, they can both be looking at the camera and looking away from the camera.
- ✓ **Always** use images of happy, confident individuals, proud of the hard work they've put into their businesses. This may include people actually working, or people standing/sitting confidently within their workspace.
- ✓ **Always** use images with pops of color that complement the brand palette.



SMALL BUSINESS



COUNTRY SPECIFIC: CHINA



COUNTRY SPECIFIC: INDIA



SMALL BUSINESS



COUNTRY SPECIFIC: CHINA



COUNTRY SPECIFIC: INDIA

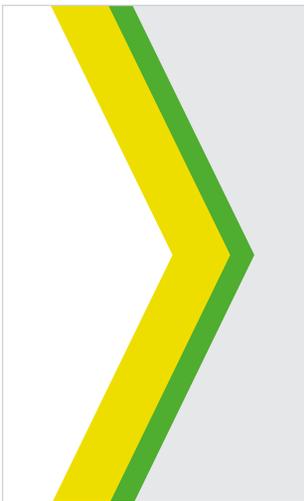


// Graphics

FORWARD MOVEMENT

A variety of graphics may be used in combination with photography to demonstrate forward motion and momentum. See p. 13 for sample executions.

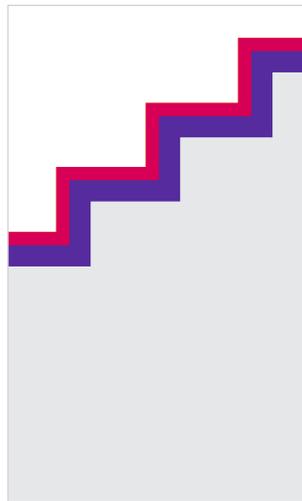
ARROWS



GROWTH CHART



STEPS



PIN STRIPES

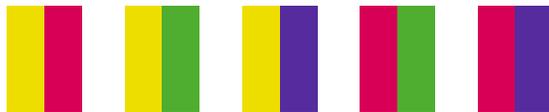


FORWARD SLASH IN TEXT

DESIGN USAGE:
PowerPoint, long-form content,
direct mail, ect.

// Graphics

ACCEPTABLE COLOR COMBINATIONS



// Sample Execution

LOGO

When integrated with design elements, clear space needs to occur around 50% or more of the logo edges.

PHOTOGRAPHY/GRAPHICS

Photographs are to be incorporated into the forward movement graphics.

COLOR

Typography should be displayed in .biz Purple.

.biz Green and .biz Purple are to be used for buttons.

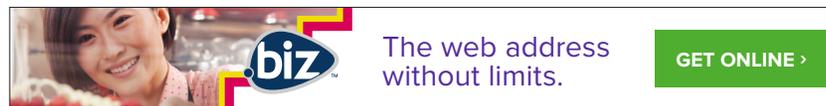
300x250 BANNER AD



REGISTRAR LANDING PAGE



728X90 BANNER AD



BUTTONS: ACTIVE & ON CLICK STATES



// Contact

If you have any questions about the contents of this guide,
please don't hesitate to ask!

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