



.online

BRAND GUIDELINES

CONTENTS

01 — **BRAND**

02 — **LOGO**

03 — **TYPOGRAPHY**

04 — **COLOR PALETTE**

05 — **VISUAL LANGUAGE &
ICONOGRAPHY**

06 — **IMAGERY
GUIDELINES**



01

BRAND

ABOUT THE BRAND

.ONLINE is a highly versatile and brandable domain extension. **.ONLINE** can be used for businesses, startups, individuals, destinations, institutions, communities, amongst many others. The word 'online' is used and understood in 24 languages. Therefore, a website on **.ONLINE** domain indicates the global nature of the entity.





FRESH
LIVELY
SIMPLE
UNIVERSAL
APPROACHABLE

BRAND TONE & VOICE

The word 'ONLINE' represents the Internet, quite literally. Anything that's online can use a **.ONLINE** domain. The domain extension **.ONLINE** therefore adds inclusivity as well as universality to websites that use it. **.ONLINE** stands for an all-encompassing image which is receptive to all industries, all geographies and all business stakeholders. The brand '**.ONLINE**' reflects its adaptiveness in its tone and voice.



BRAND VOICE



Voice / Personality

Adaptability and compatibility

Imaginative

Approachable

Reliable

What we mean

Flexible, maximising application, multi-faceted, available

Original, clever, fresh, enterprising

Receptive, friendly, good-humored, open-minded

Believable, sincere, convincing / persuasive

What we don't mean

Reversible / changeable

Poetic, whimsical, too idealistic

Tender, tolerant, inexperienced

Overly righteous, saintly

BRAND TONE

Depending on 'what' needs to be communicated, the 'tone' can vary while keeping the 'voice' consistent with what has been defined. The tone can be:

- Funny vs serious
- Formal vs casual
- Enthusiastic vs matter-of-fact
- Conversational vs straight-forward



APPLICATION OF VOICE & TONE



Context

Product info, offer, sales ad
Thought leadership / business advice
Business trends, industry insights
Customer centric, problem solving

Voice (Personality)

Imaginative, Reliable
Approachable
Reliable
Adaptability and compatibility

Tone

Enthusiastic
Formal
Matter-of-fact
Conversational

TARGET INDUSTRIES



LIFESTYLE



TRAVEL



FINANCE



CONSUMER DURABLES



MEDIA



DIGITAL



FOOD & BEVERAGES



BLOGS



INSURANCE



HOSPITALITY INDUSTRY



ART INDUSTRY



IT INDUSTRY

AND MANY MORE...



02

LOGO

CLEARSPACE & MINIMUM SIZE

Clearspace is used to preserve the integrity and visual impact of the logo. Minimum clearspace around the logo should always be maintained.

Minimum size of the green dot in the **.ONLINE** logo should be 20 px.

Minimum Size:

Print- 20mm
Digital- 60px

.online



LOGO VARIATIONS & RESTRICTIONS

The **.ONLINE** logo has three primary colors - green (dot), grey and white. These are to be used in dual combinations across all web based platforms.

The logo can be used in single color formats as specified only when faced with print restrictions.



Multi-colored logo with **.ONLINE** green and grey to be used on white/light colored backgrounds.



Single-colored logo with **.ONLINE** grey to be used on white/light colored backgrounds.
To be used incase of print restrictions.



Multi-colored logo with **.ONLINE** green and white to be used on black/dark colored backgrounds.



Single-colored logo with **.ONLINE** white to be used on black/dark colored backgrounds.
To be used incase of print restrictions.

LOGO USAGE

The **.ONLINE** logo can be used across web and print media. It is essential to make sure that the logo is used correctly as it is the primary representation of the brand.



Multi-colored logo with **.ONLINE** green and grey to be used on white/light colored backgrounds.



Multi-colored logo with **.ONLINE** green and white to be used on black/dark colored backgrounds.

LOGO DON'TS



Do not stretch/skew/shear/condense the **.ONLINE** logo in any form.



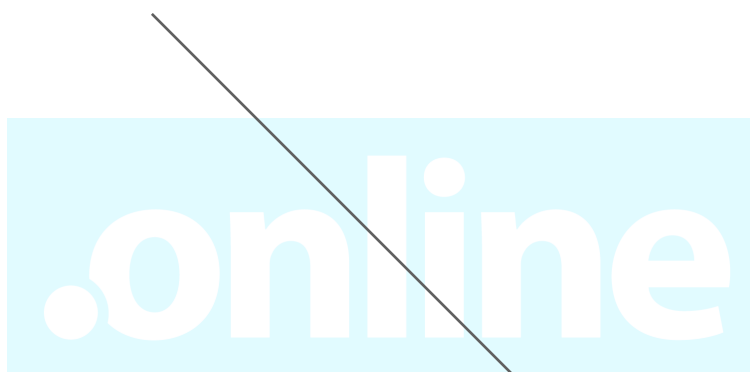
Do not change the color of the **.ONLINE** logo or any elements in any manner.



Do not use the **.ONLINE** logo without its dot or any other element missing.



Do not change the font/typeface of the **.ONLINE** logo in any manner.



Do not use the **.ONLINE** logo in white over a light colored background.



Do not use the **.ONLINE** logo in green and grey over a dark background.

LOGO DON'TS



Do not rotate or change the direction of the **.ONLINE** logo in any form.



Do not reverse the color of the **.ONLINE** logo in any unspecified manner.



Do not alter the proportion or spacing of the **.ONLINE** logo, its dot or any other element.



Do not add drop shadow or stylize the **.ONLINE** logo in any manner.



Do not use the **.ONLINE** logo in an outlined or non solid or gradient format.



Do not use the **.ONLINE** logo in violation of the minimum size or clearspace.

LOGO/TEXT APPLICATIONS

• Headings - ALL CAPS	.ONLINE	Gotham Bold
• Body (Internal) - .ONLINE Domains	.ONLINE	Gotham Bold
• Usecases (Internal) - www.louder. online	.online	Gotham Bold
• Body (External) - .ONLINE Domains	.ONLINE	As per external use fonts
• Usecases (External) - www.louder.online	.online	As per external use fonts
• Body (Ad copies) - .ONLINE Domains	.ONLINE	Gotham Bold
• Usecases (Ad copies) - www.louder. online	.online	Gotham Bold
• Newsletter - www.louder. online	.online	Open Sans Bold
• Portugese Headings - .ONLINE Dominios	.ONLINE	Gotham Bold



03

TYPOGRAPHY

PRIMARY TYPEFACE

Typography plays an important role in communicating the overall tone of the brand. Careful use of typography reinforces the brand personality and ensures clarity.

Gotham has only five weights which are mainly to be used for headers and to highlight important text.

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TYPEFACE

Open Sans has high legibility when used in small font size and text-heavy places. It is to be used primarily for body copy in formats such as PowerPoint presentations and web-based platforms where the use of Gotham is not permitted.

Open Sans Bold is to be used to highlight important text whereas Open Sans Regular and Semi Bold are to be used as body copy and graphic type-treatment.

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans SemiBold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Open Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**



04

COLOR PALETTE

PRIMARY COLOR PALETTE

Color plays an important role in the identity system. The colors are recommended for various media for the brand to look harmonious and cohesive.

The primary color palette should be the strongest impression of the brand. It should lead communications with support from the secondary and extended palettes.

DARK GREEN

#15A54A
R21 / G165 / B74
C92 / M0 / Y100 /K0

LIGHT GREEN

#56BB69
R86 / G187 / B105
C76 / M0 / Y86 /K0

ONLINE GREY

#3E3E3E
R62 / G62 / B62
C68 / M61 / Y60 /K49

SECONDARY COLOR & ACCENTS

The secondary color palette gives the brand additional design flexibility while maintaining the visual aesthetic. The secondary palette should be used to support elements and accents.

LAVENDER

#A6479A
R165 / G72 / B155
C37 / M86 / Y0 /K0

LIGHT LAVENDER

#A85BA3
R168 / G91 / B163
C31 / M81 / Y0 /K0

LIGHT GREY

#606060
R96 / G96 / B96
C61 / M53 / Y52 /K24

LIGHTER GREY

#F0F0F0
R240 / G240 / B240
C4 / M3 / Y3 /K0

APPLICATION OF THE ACCENT COLOR

Color plays an important role in the identity system. The accent color- Lavender, presents an opportunity to break away from the grey and green color palette that **.ONLINE** strictly adheres to, in order to bring emphasis to celebratory collaterals and promotional attractions.

Maximum concentration: 10%

PROMOTIONS
& CELEBRATIONS

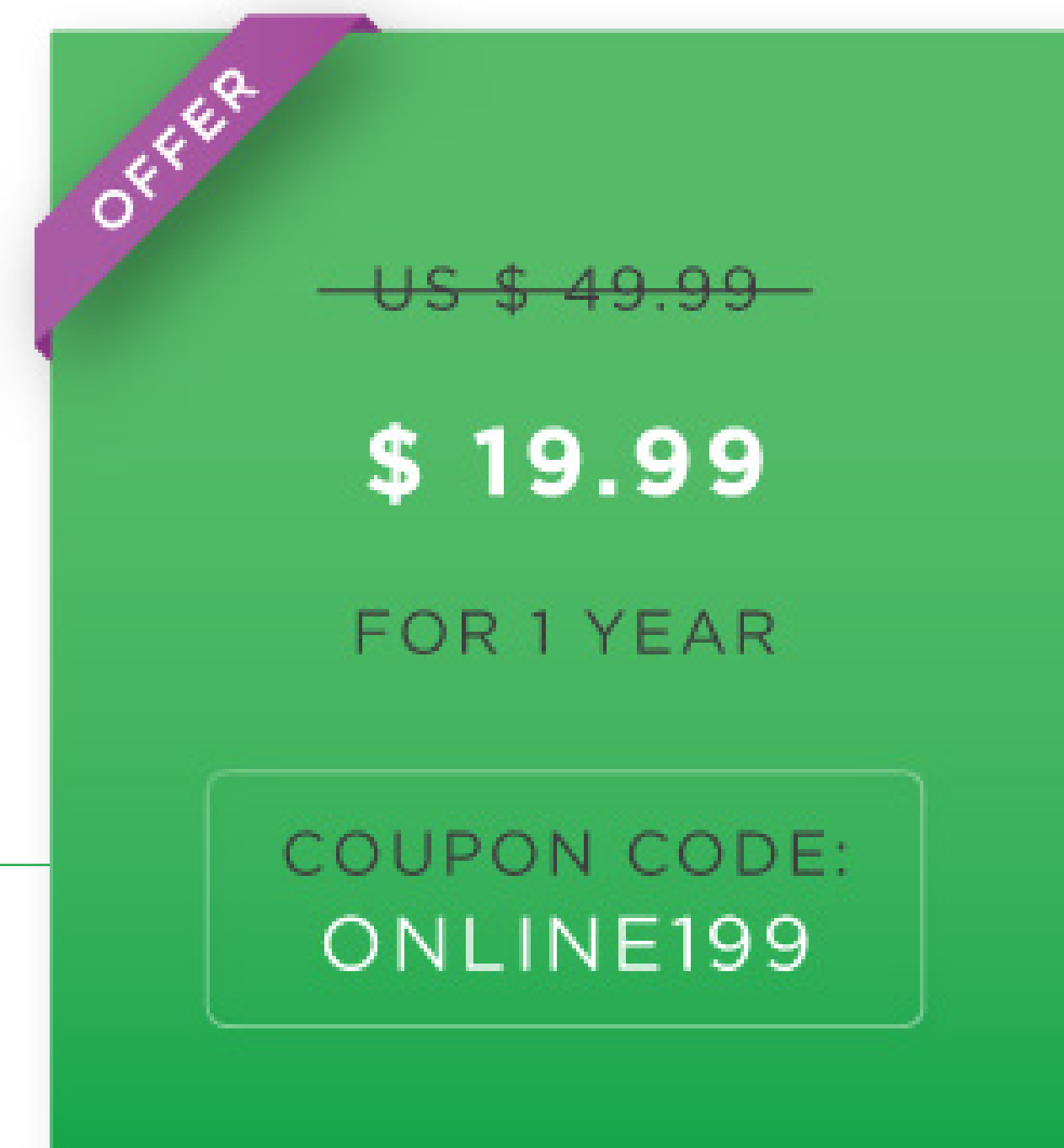
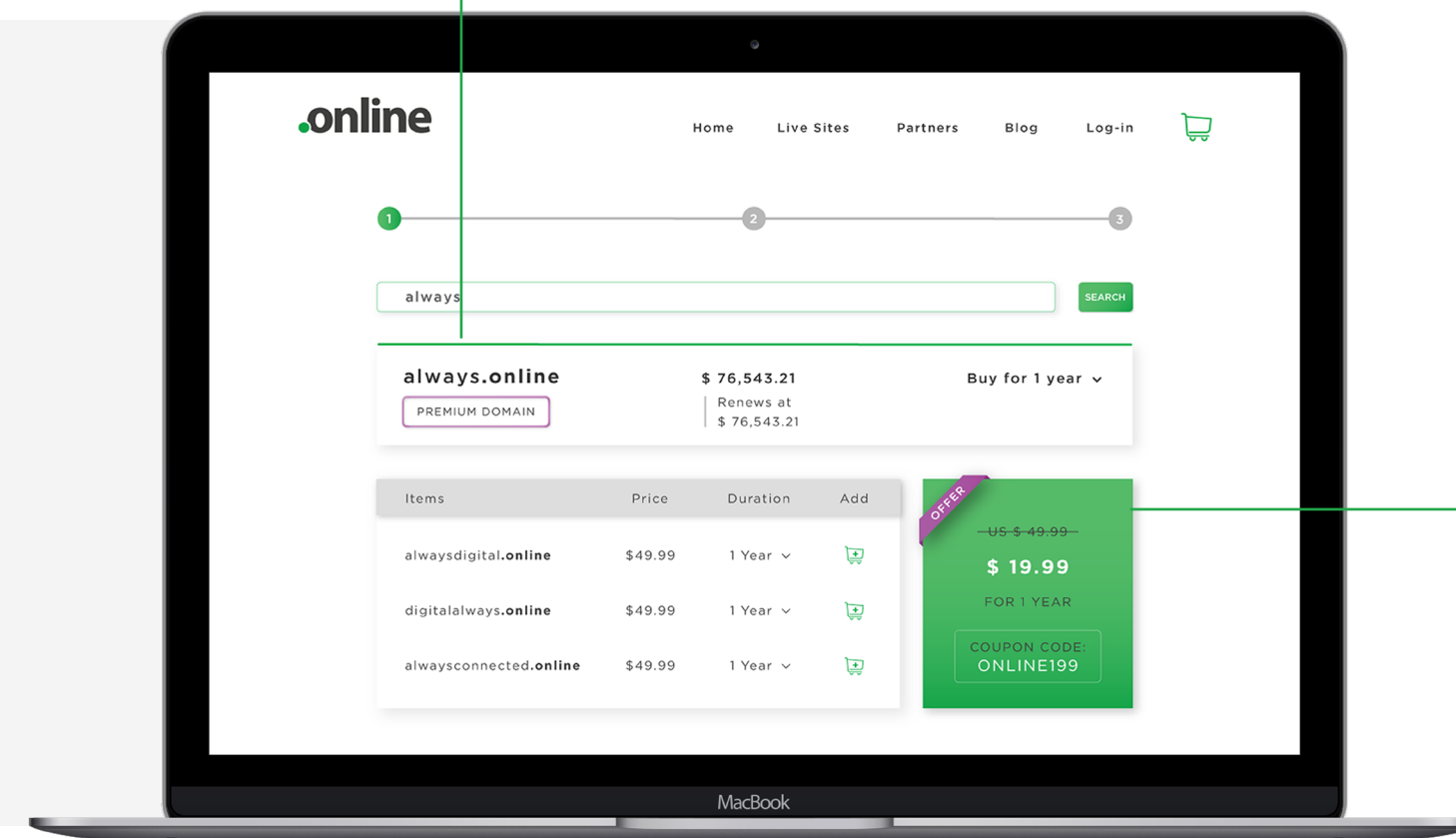


APPLICATION OF THE ACCENT COLOR: LIGHT THEME

In case of highlights around the premium domain, a gradient is to be used.

In case of the 'OFFER' ribbon, the 10% rule can have an exception, depending on the offer content.

OFFERS & PREMIUMS PAGE

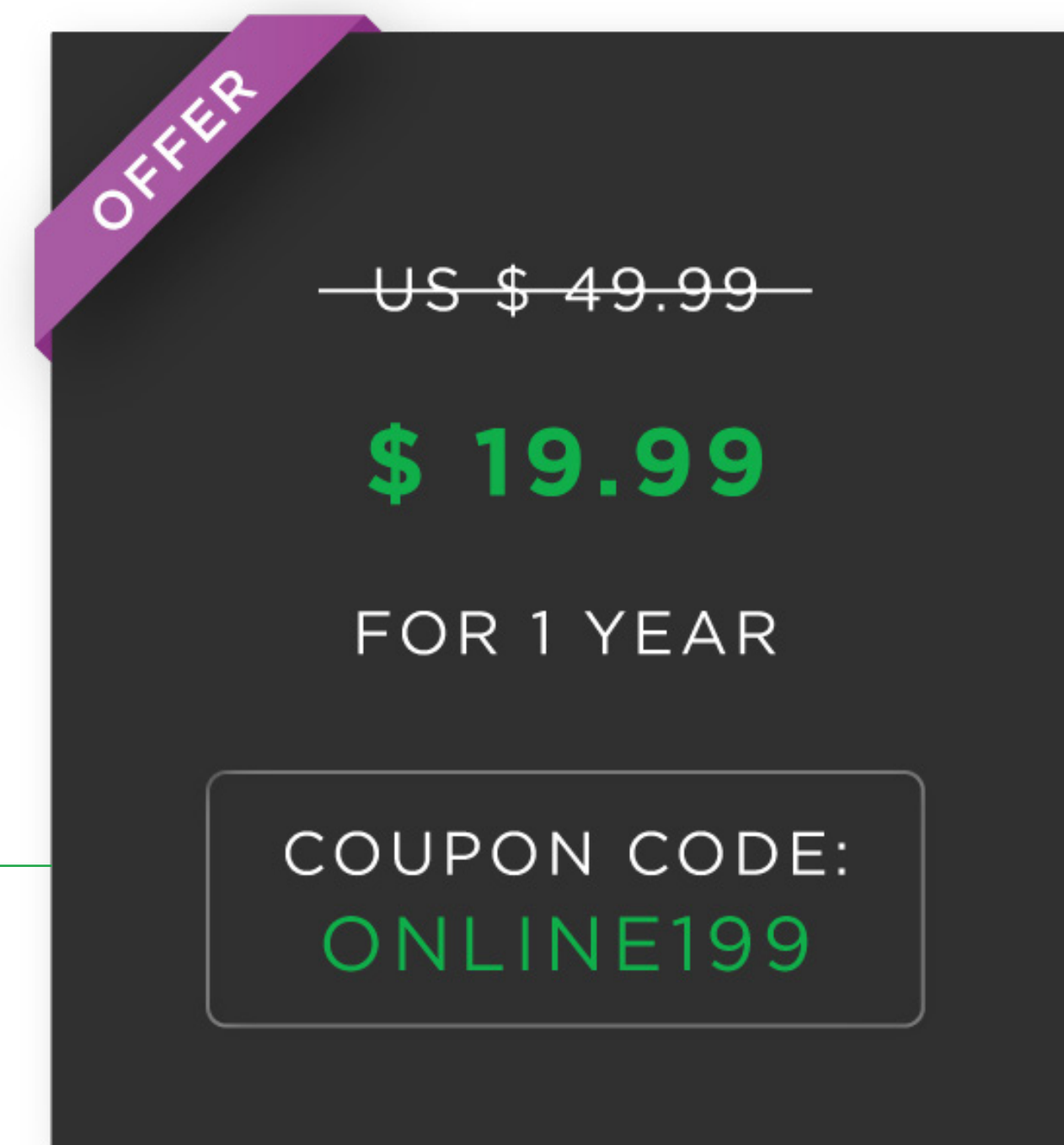
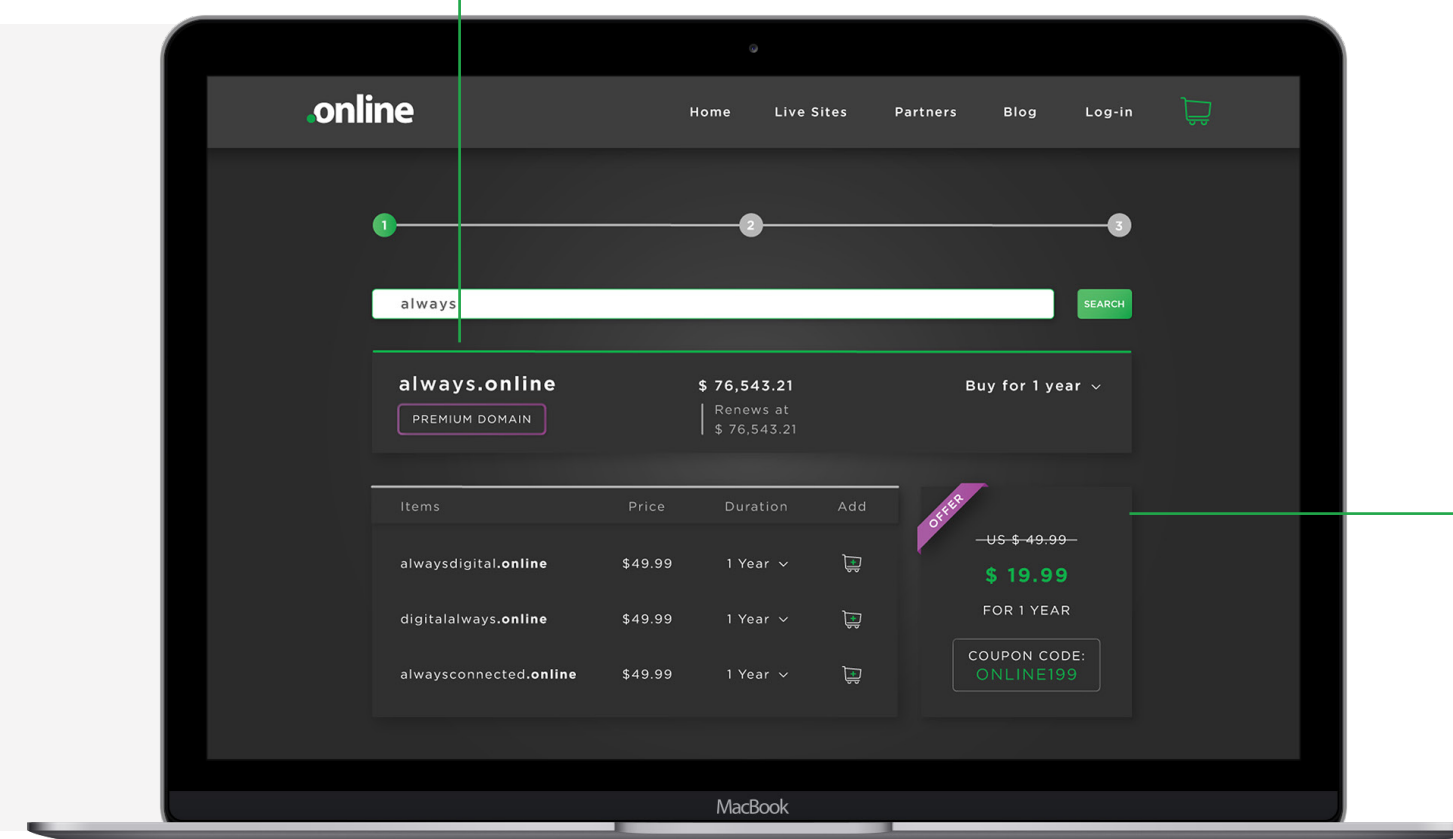


APPLICATION OF THE ACCENT COLOR: DARK THEME

In case of highlights around the premium domain, a gradient is to be used.

In case of the 'OFFER' ribbon, the 10% rule can have an exception, depending on the offer content.

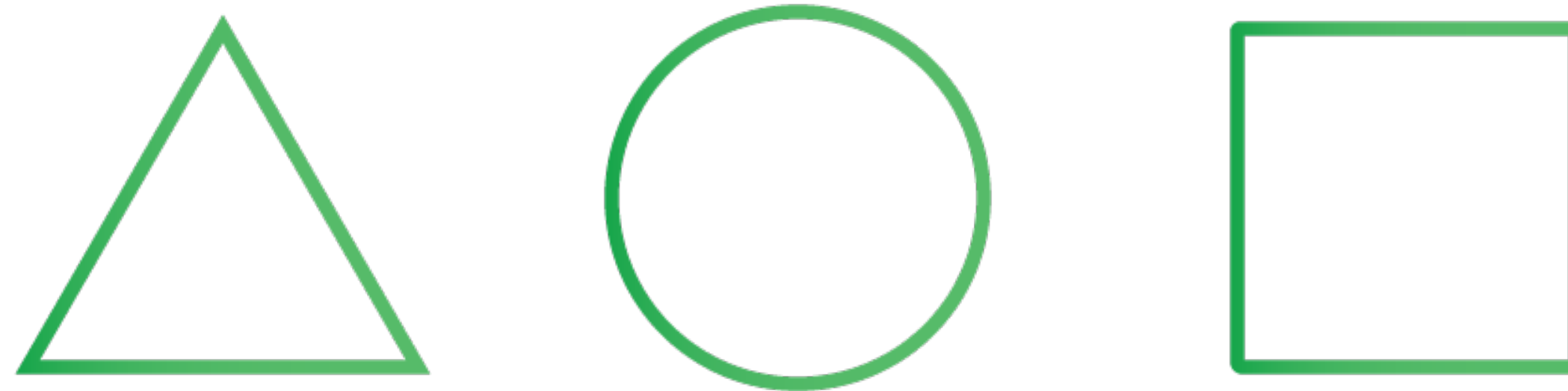
OFFERS & PREMIUMS PAGE





05

VISUAL LANGUAGE & ICONOGRAPHY



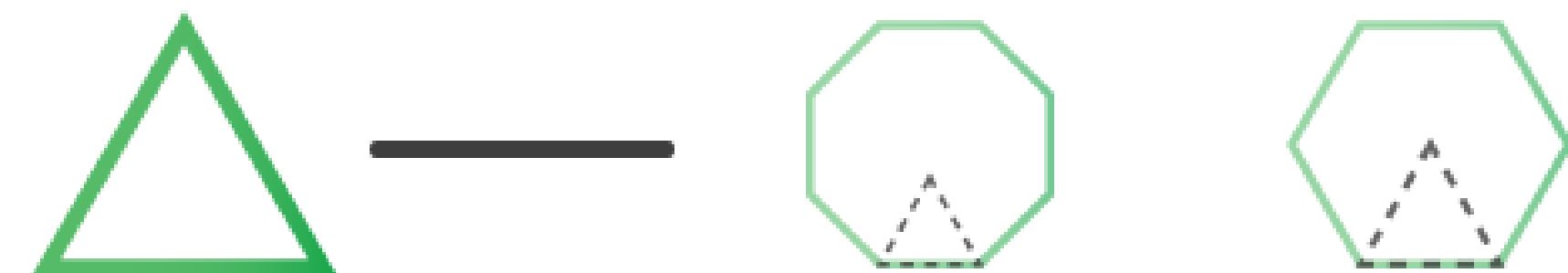
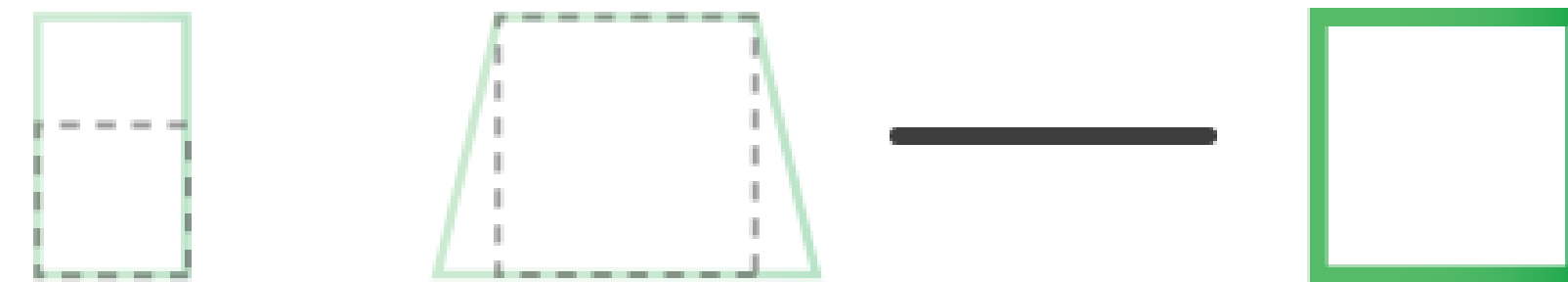
VISUAL LANGUAGE

The idea of using shapes as **.ONLINE**'s primary visual representation stems from the concept that **.ONLINE** is for everyone.

As long as you have a purpose or presence on the Internet, there is a **.ONLINE** domain for you. The three primary shapes that represent **.ONLINE**:

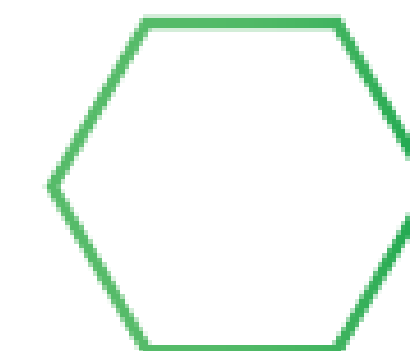
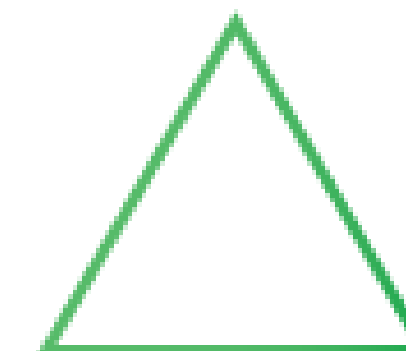
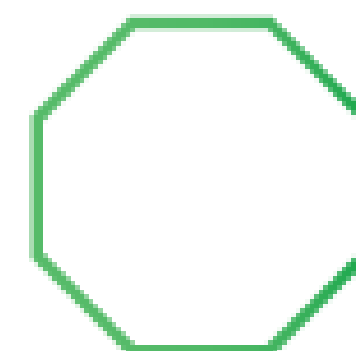
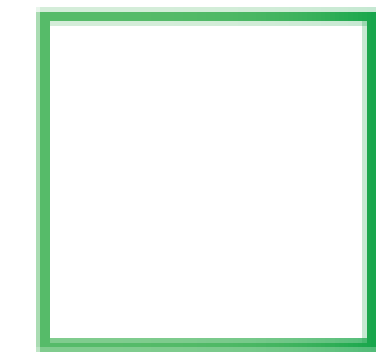
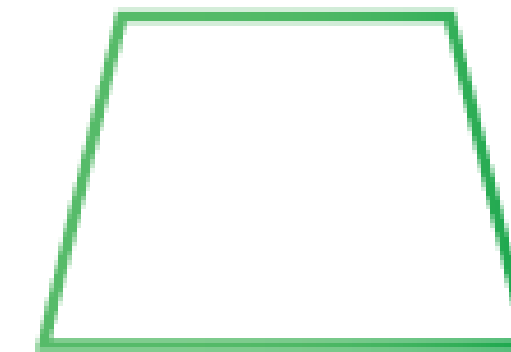
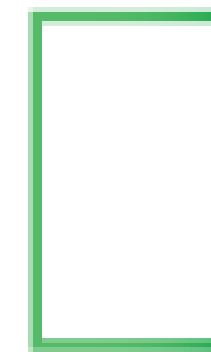
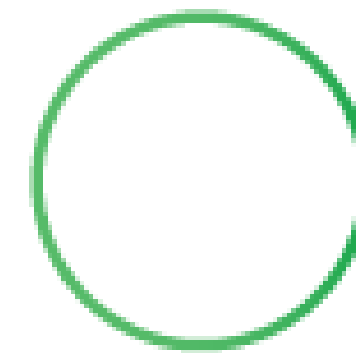
- Who you are
- Where you're from
- What you do

These primary shapes further expand onto a variety of other shapes, further validating the concept.



VISUAL LANGUAGE

The primary shapes can further branch out to a wide variety of different shapes. These can be used to represent an ever expanding world of businesses and personal representations that a **.ONLINE** domain has to offer to its vast audience. The shapes can be used to emphasise the universal adaptive quality of **.ONLINE** as a brand.



APPLICATION OF VISUAL ELEMENTS

As established above, shapes constitute the visual language of the **.ONLINE** brand. They represent the diverse range of people **.ONLINE** addresses.

These shapes can be styled in the following ways:

1. Solid Color
2. Gradients
3. Outline
4. Translucent

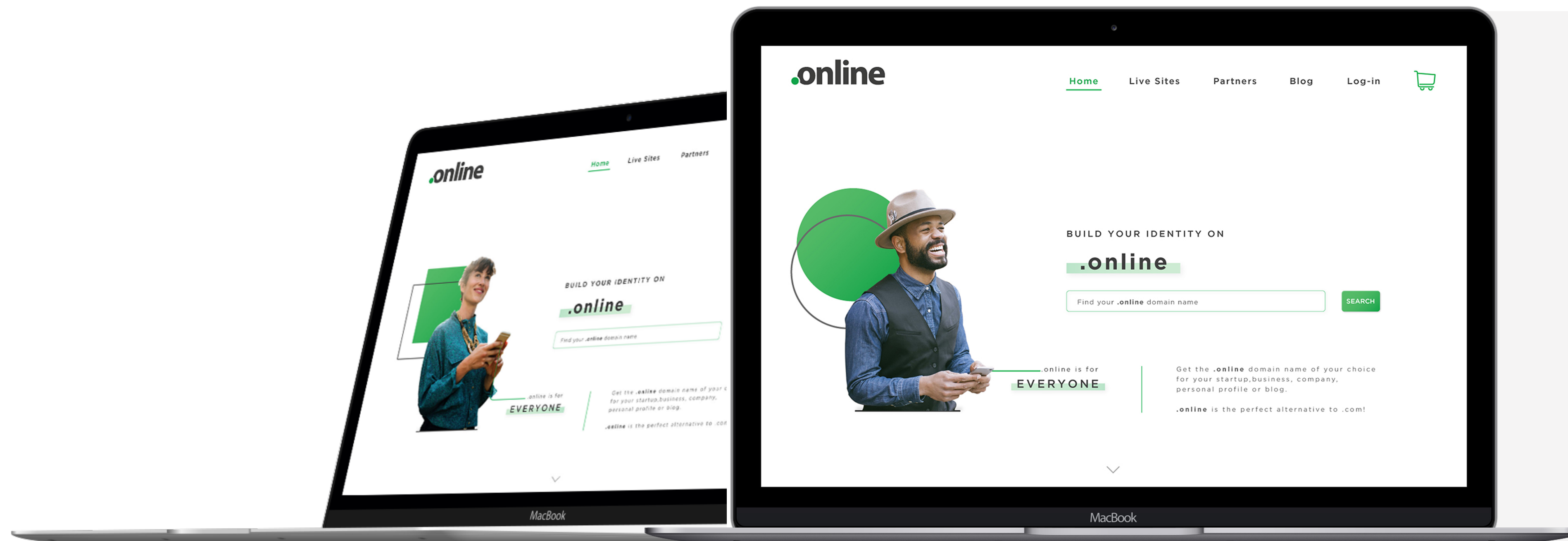


PROMOTIONAL ADS
& LANDING PAGES

APPLICATION OF VISUAL ELEMENTS

Solid color shapes are to be used at the very back, as supporting background elements to images or information cards.

Outlined shapes can be used over the solid shape but must always remain under the images.



HOME PAGE

APPLICATION OF VISUAL ELEMENTS

An outlined shape may be used in interaction with other images and copy subjectively. This shape should always be behind the image.

In case of a translucent shape/element, it can overlap the image but not the body copy.



TESTIMONIALS & LANDING PAGES

APPLICATION OF VISUAL ELEMENTS

A gradient bar between the Dark Green and Light Green is to be used at 60% opacity behind keywords of content heading as a heading highlight.

The height for this heading highlight will always remain as the 'X' height of the content heading and will be implemented as shown in use cases.

.online

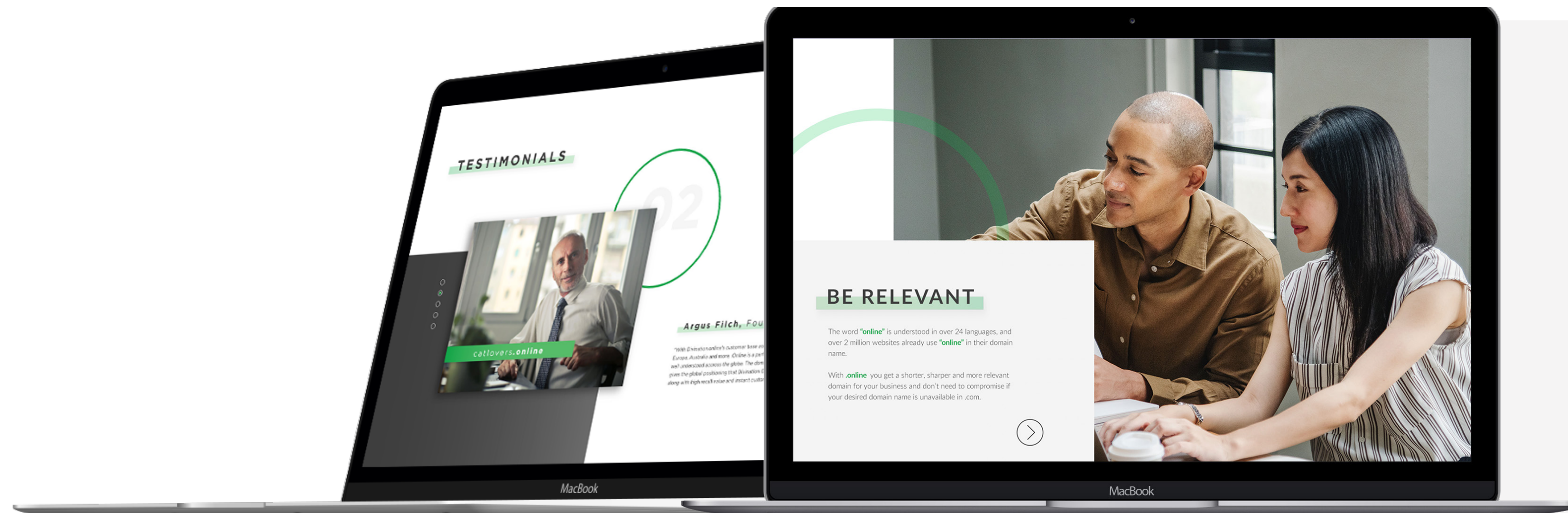
TESTIMONIALS &
LANDING PAGES



APPLICATION OF VISUAL ELEMENTS

When creating the fold layouts in a landing page, print collateral or promotional offer, bear in mind that since **.ONLINE** exudes an approachable persona universally, it cannot appear to be boxed in or limited by its grids.

Although standard grids apply to ensure responsive & clean design, **.ONLINE** follows a broken grid layout where elements such as images, copy containers and visual elements (shapes) interact or overlap with its background and surrounding elements; without causing obstruction of communication messaging in any manner.



TESTIMONIALS &
LANDING PAGES

ICONOGRAPHY

The icons are designed in such a way that they can be used both in print and on the web. The icon set is created on a **360X360 pixel** artboard with stroke weight of **8 pt.** The icon set has a similar stroke weight throughout.

Icons are single colored; either green or white.

The icons do not have a fill or gradient. Icons should always have a stroke weight. **The minimum size of the icon is 36 pixels.**

Icons are opaque and cannot have any unspecified opacity percentage.

SINGLE COLOR

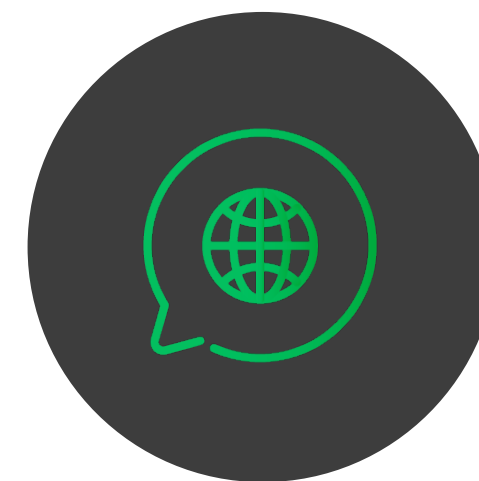
8 PT

ROUNDED CORNERS

OPEN ENDED



APPLICATION:



DARK
BACKGROUND



GREEN
BACKGROUND



LIGHT
BACKGROUND

ICON APPLICATIONS

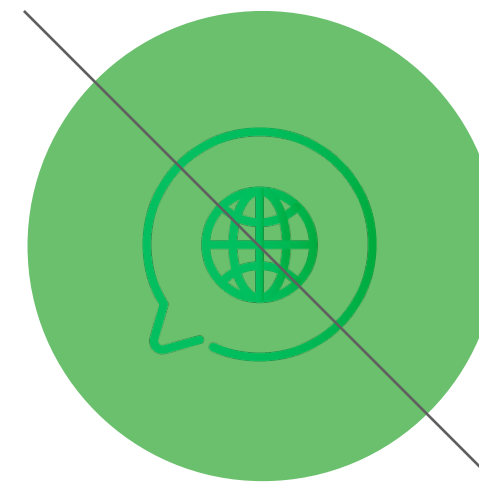
The icons have been created in a certain manner with specific visual instructions and basic contrast.

The all green icons are meant to be used on both light and dark backgrounds, with enough contrast to enable visibility.

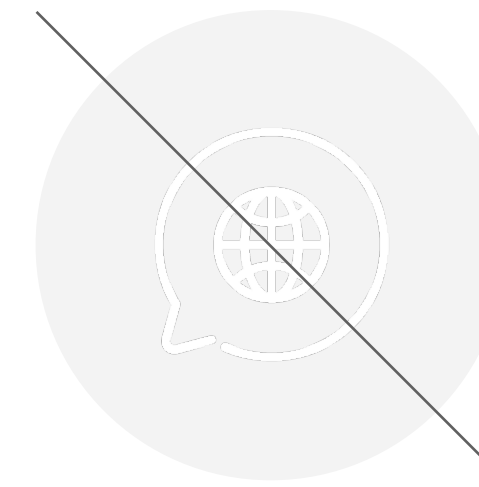
Since **.ONLINE** also permits the use of green in backdrops/backgrounds, an alternative icon set has been created in white to be used in such cases.

Icons apart from the ones available in the icon set, should be created by following set guidelines strictly.

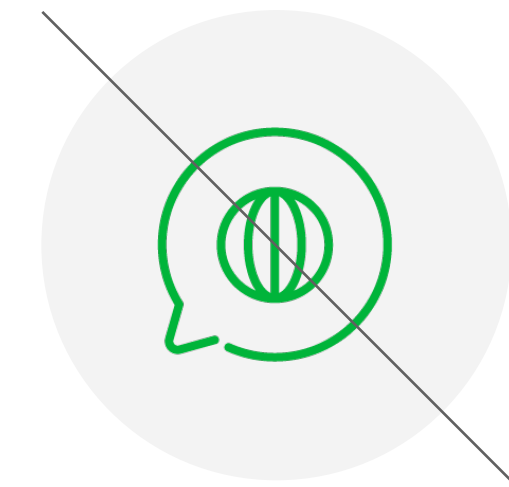
DON'T:



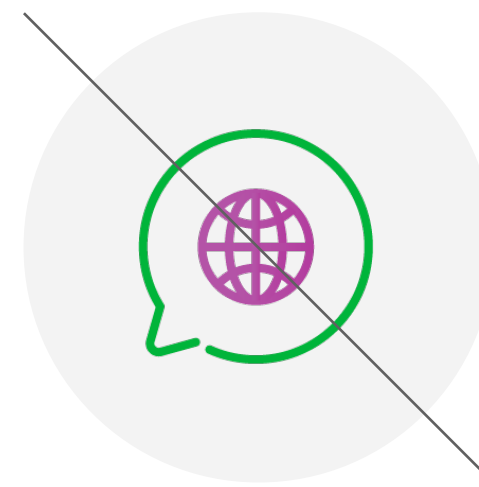
Don't use external colors.



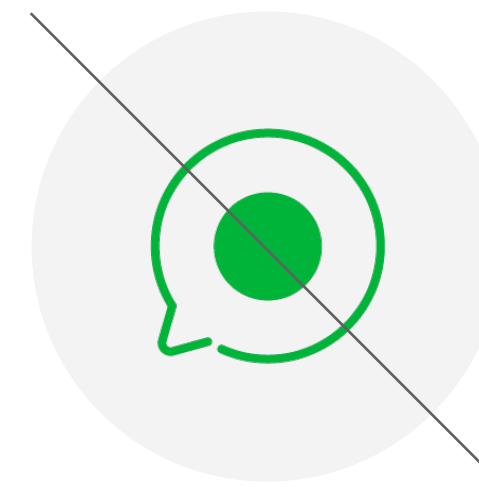
Don't remove contrast.



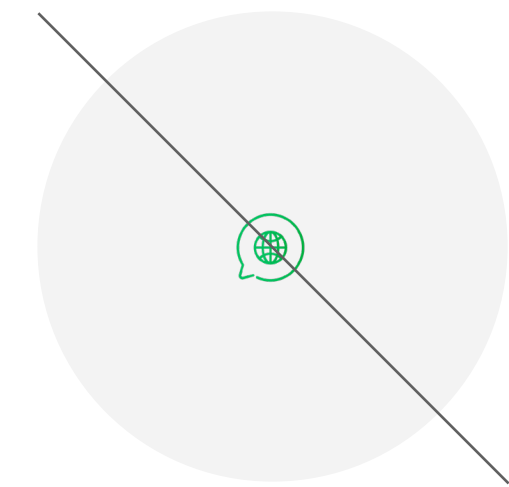
Don't add or remove elements.



Don't add accent color.



Don't add solid colors.



Don't scale down beyond 36px.

ICON SET: LIGHT

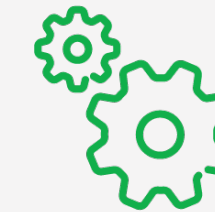
The **.ONLINE** brand uses a precise iconographic system to communicate. Icons are simple and informative. Each icon builds on the visual language of the design system and represents the simplest version of the idea.



GLOBALLY
UNDERSTOOD



DOMAIN
AVAILABILITY



SETTINGS



MAIL/
CONTACT



INTUITIVE
SEARCHES



INDUSTRY
AGNOSTIC



SHOPPING
CART



MOUSE
CURSOR/CLICK



MEMORABLE

ICON SET: DARK

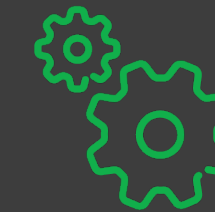
The **.ONLINE** brand uses a precise iconographic system to communicate. Icons are simple and informative. Each icon builds on the visual language of the design system and represents the simplest version of the idea.



GLOBALLY
UNDERSTOOD



DOMAIN
AVAILABILITY



SETTINGS



MAIL/
CONTACT



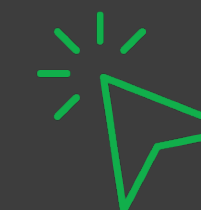
INTUITIVE
SEARCHES



INDUSTRY
AGNOSTIC



SHOPPING
CART



MOUSE
CURSOR/CLICK



MEMORABLE

ICON SET: GREEN

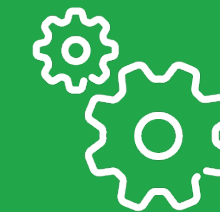
The **.ONLINE** brand uses a precise iconographic system to communicate. Icons are simple and informative. Each icon builds on the visual language of the design system and represents the simplest version of the idea.



GLOBALLY
UNDERSTOOD



DOMAIN
AVAILABILITY



SETTINGS



MAIL/
CONTACT



INTUITIVE
SEARCHES



INDUSTRY
AGNOSTIC



SHOPPING
CART



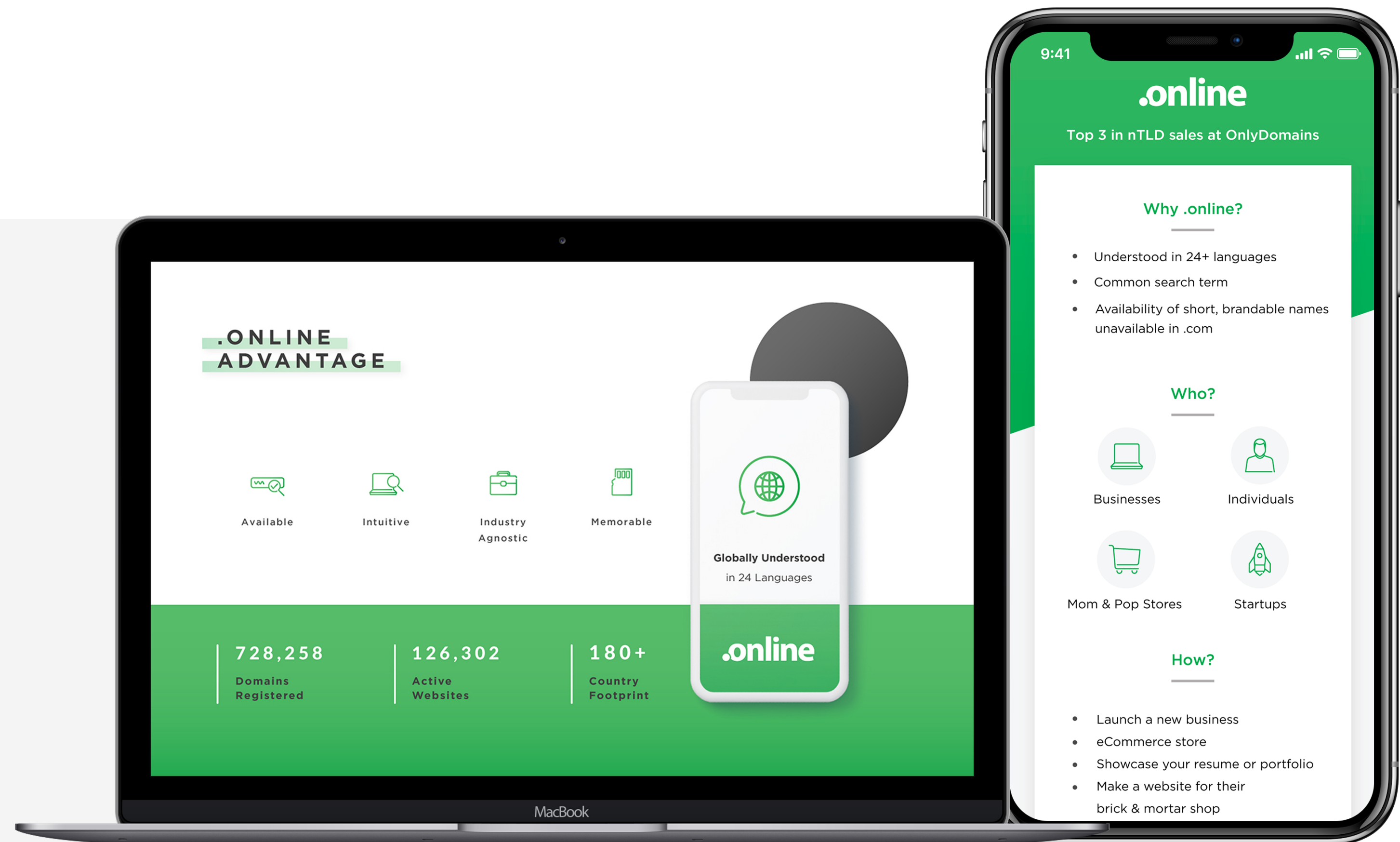
MOUSE
CURSOR/CLICK



MEMORABLE

APPLICATION OF ICONS

.ONLINE ADVANTAGE & USECASES





06

IMAGERY GUIDELINES

PRIMARY IMAGERY

.ONLINE brand imagery is an essential part of its visual representation. It should represent real people in different environments, businesses, situations, professions and individuals that seem happy, genuine, presentable, well-dressed, distinguishable and content, preferably interacting with a device that connects them to their internet presence.

The primary imagery should convey **.ONLINE**'s brand attributes while also keeping in mind that the images should be bright, lively, high in contrast, with a balanced color saturation that puts emphasis on its subject while also distinguishing him/her from the surroundings.

Primary imagery should focus on an individual in a visually clean and clutter-free environment.



PRIMARY IMAGERY

Poses should be natural, genuine and in the moment;
never staged.

The images should have abundant light, enough color and
high contrast without looking heavily edited/treated.

The brand provides a classic but realistic touch to
accurately represent its customers interacting with their
devices. Bright with a touch of color and high-clarity
imagery is the way to portray **.ONLINE** communication.



PRIMARY IMAGERY

DON'T:

Do not use high saturation images with a dominant dark overtone.

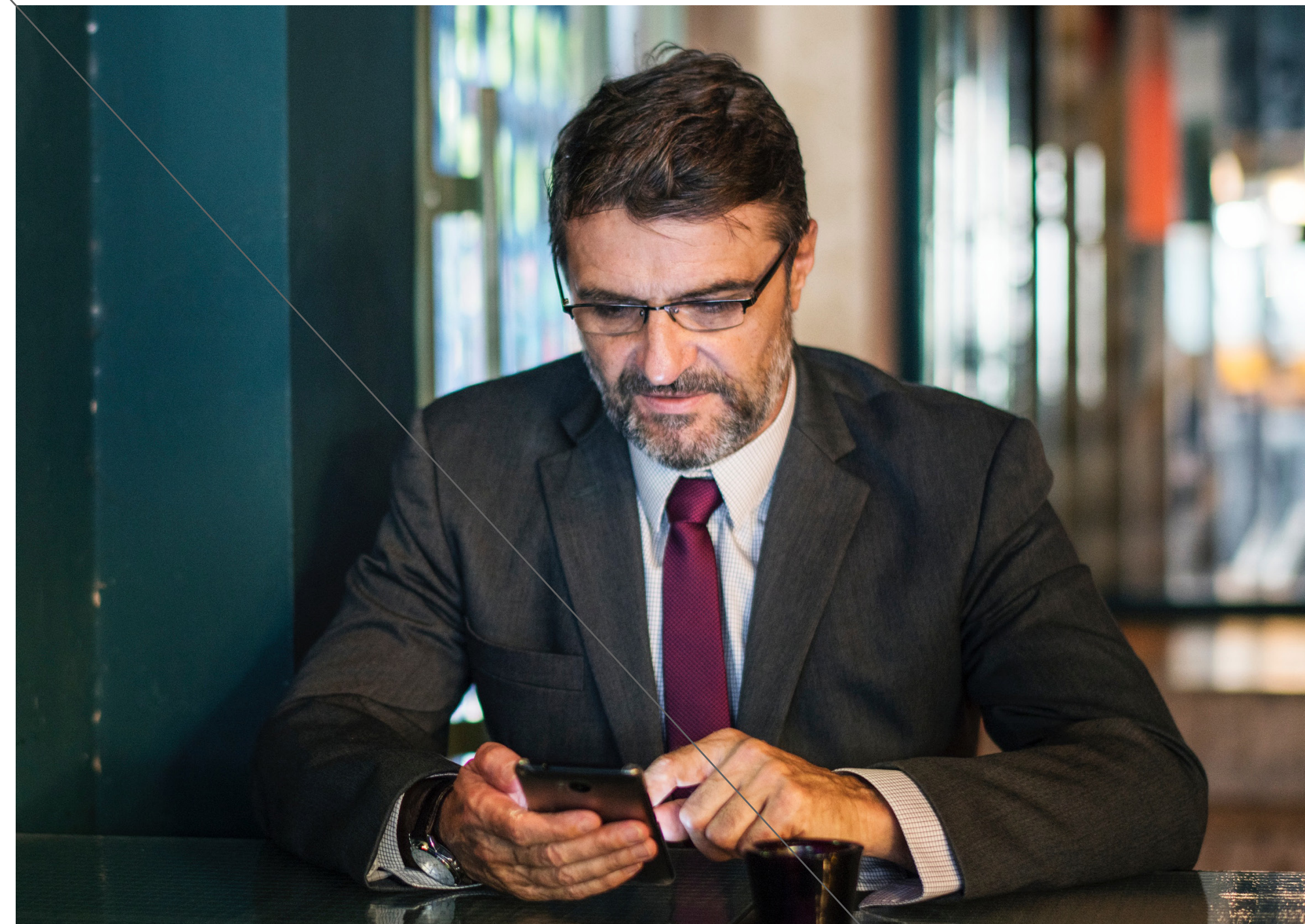
Do not use odd angles that are a poor representation of customers and confuse the brand messaging.

Do not use lifestyle images with insufficient contrast and pastel tones.

Do not use hacky and over-the-top representation of customers shown in the images.

Do not use images that are too bright or pop colored.

Do not use images with a cluttered background or too many elements that confuse the brand messaging.



APPLICATION OF PRIMARY IMAGERY

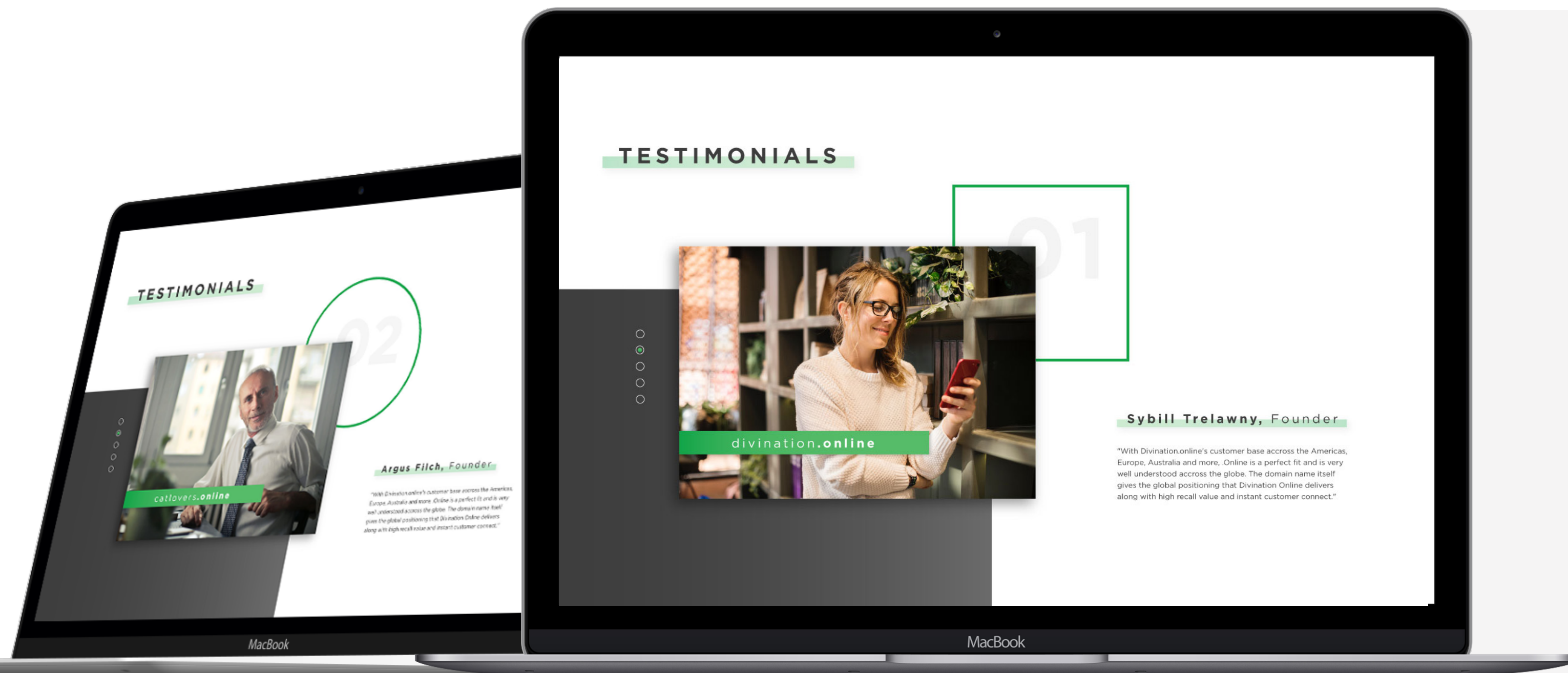
In case where the emphasis is on an individual/person, a primary imagery should be used in cropped form (without background) to direct focus and clear clutter in the form of unnecessary background visuals. This specially applies to customer-centric campaigns and prime assets such as brand home page where the primary focus is on the messaging.



LANDING PAGE & TESTIMONIALS

APPLICATION OF PRIMARY IMAGERY

In the case of testimonials or landing pages about usecase and lifestyle ad related scenarios, primary imagery or similar visuals can be used with the background and other elements of the visual language in interaction with it.



LANDING PAGE
& TESTIMONIALS

SECONDARY IMAGERY

The secondary image style also focuses on people, ideally in teams or groups that are interacting in a possibly professional or business environment.

Images should not be too busy or cluttered, they should represent the **.ONLINE** brand attributes.



SECONDARY IMAGERY

A few more examples of images that further illustrate the secondary imagery style, also focusing on groups of people, ideally in teams that are working or interacting in a professional setting.



SECONDARY IMAGERY

DON'T:

Do not use high saturation images with a dominant dark overtone.

Do not use odd angles that are a poor representation of customers and confuse the brand messaging.

Do not use overcrowded images with too much going on and no free space.

Do not use hacky and over-the-top representation of customers shown in the images.

Do not use images that are too bright or pop colored.

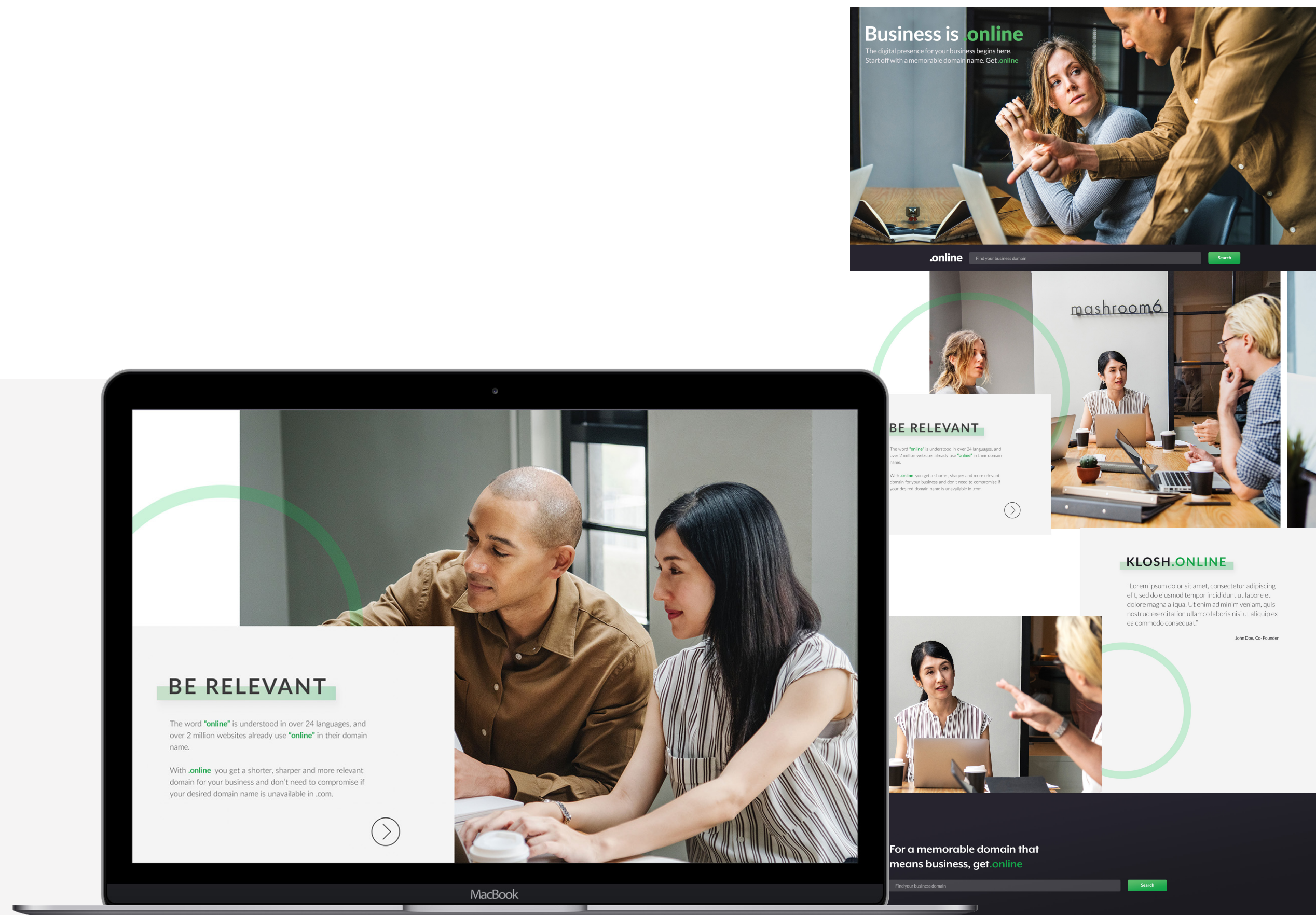
Do not use images with a cluttered background or too many elements that confuse the brand messaging.



APPLICATION OF SECONDARY IMAGERY

In case of landing pages for target specific campaigns, secondary imagery with groups of people or teams relating to the relevant target audience should be used with other elements from the visual language.

LANDING PAGES



THANK YOU