



Brand Book



About .Site

.Site is a generic Top Level Domain (TLD) for entrepreneurs who are looking for a .com and in the process, often compromise on the identity of their business, in spite of not wanting to.

It is a new domain extension that can be used by anyone on the internet to bring his/her idea to life and be discovered.


It has a simple, uncomplicated meaning which just stands for a website, and has the potential to be used in meaningful ways to create one's online identity for any idea.



About the Customer

Our customer is anyone who has an idea. They could be freelancers and working professionals, micro-entrepreneurs and SME owners who are passionate about their ideas and want to start something new.

Our sharper focus, however, is on to-be neo-entrepreneurs looking to bring their ideas to life. And to help them create an online identity that gets them discovered.



Who is a neo-entrepreneur?

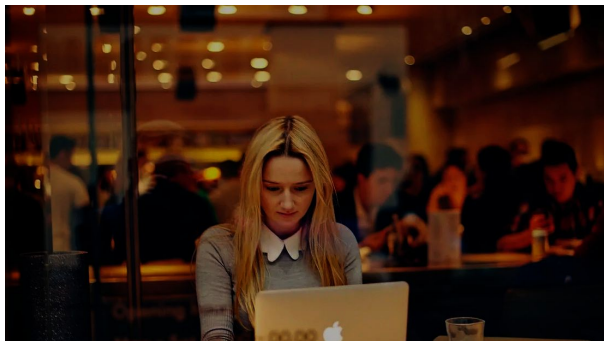
One who is for want of direction & resources but not for want of skill, aspiration or commitment.

People are increasingly moving towards being their own boss, and are looking for freedom in the kind of work they do.

They are ambitious and driven to turn their ideas into reality

These are skillful people who have experience or hold college degrees in their area of expertise.

Meet Isabella



A business executive for 5 years, wanting to set in motion her DREAM of owning an organic skincare company. She's successfully dabbled with homemade organic products, and is now confident of making her DEBUT. While juggling her current job, she manages to explore the various facets of launching HER OWN BRAND.

Persona

Progressive

Go Getter

Tech Native

Interests

Health & Wellbeing

DIY/ Home
Improvements

Live Events /
Outdoor Activities

Eating Out

Media Consumption

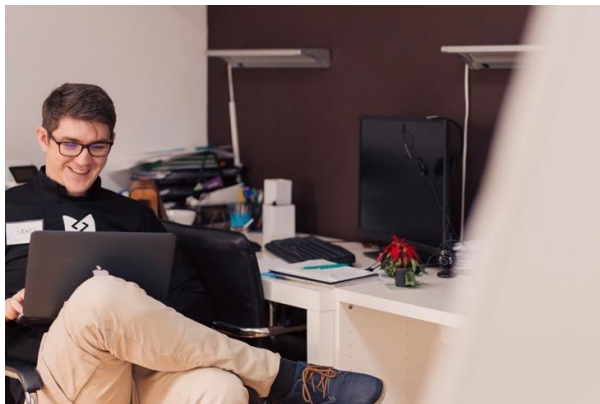
Mobile

Radio

News

Laptop

Meet Max



He is a young TALENTED designer and freelancer. He has designed a series of apps and worked for reputable and renowned brands in the media industry. He is now looking forward to starting HIS OWN app design company.

Persona

Progressive

Thrifty Parents

Parental Investors

Daredevils

Interests

Gambling

DIY/ Home
Improvements

Television

Cooking

Media Consumption

Mobile

Radio

News

Laptop



Brand Positioning

For neo-entrepreneurs looking for a .com but unable to get their desired name, .Site is a no-compromise domain extension that helps them stay true to their business identity and get their business get discovered, because of its generic meaning and better availability.

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01

Brand





Brand Vision

Everyone deserves to own their space on the internet.



Brand Mission

To be the second most-preferred TLD after .com* on the internet.

**Measured by total number of new businesses who have launched websites.*



Brand Purpose

We exist to enable our customers to showcase their best self to the world using the power of the internet.



Brand Values

CUSTOMER-CENTRICITY

INDEPENDENCE

AGILITY

PASSION

INNOVATION

Customer Centricity

The customer is our reason for being. Which is why, he/she lies at the heart of everything we do. From the way we design our product and communicate its virtues across platforms, to developing engagement and redressal models.

.site is 'customer needs-out' and 'customer insights-in'. We believe this is what will help us wear the shoes of our customers, know exactly where it hurts and in doing so, continuously create better fitting shoes.



Independence

This is a value we proudly share with not only the state-of-mind of our customers, but also the way in which they go about their business.

.site listens intently to all its stakeholders but thinks and acts with a distinct sense of independence.

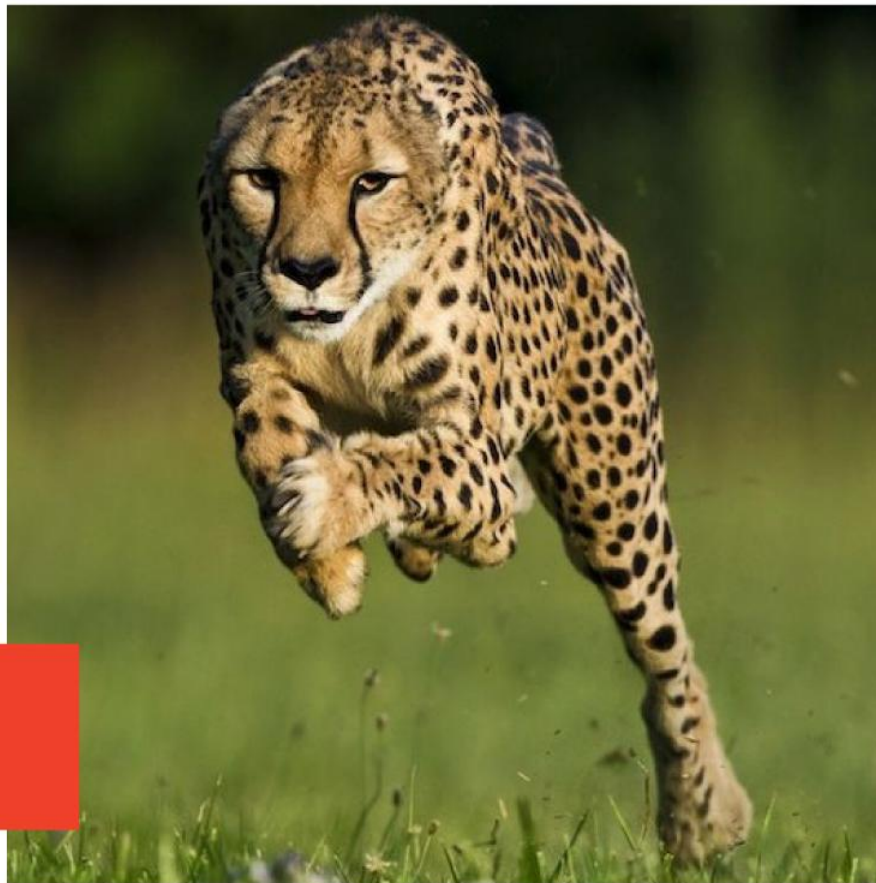
We will do what is right based on our understanding of a situation and will always have the courage to back our conviction.



Agility

Today's business environment demands that we run exceptionally fast, just to ensure that we're still in the same place. Nobody feels this pressure more than our customers. And nobody understands this better than us.

.site gets that speed is of the essence. But we combine this with purpose. And the ability to adapt internally and externally, so that we're not just available when needed but are able to make a meaningful difference, in the shortest possible time.



Passion

Like our customers, we love what we do. From thought to finish. And everything in between. Irrespective of the challenge, there's a palpable energy that forms an integral part of our DNA.

.site can't wait to get up every morning and get on with it. Because no matter how much is done, there's always so much more to do. And the passion to get it done is what continuously pushes us further.



Innovation

A big idea is what helped each of our customers begin their journey. It's also what helped us begin ours. Ever since, we've chased innovation like our existence depends on it. Because in this ever-changing world, it does.

.site has an innate desire to keep finding newer, better ways to do things.

Not because we have to, but because we want to. That's not just the way we approach our business, it's the way we approach every day.



Brand Archetype

THE EXPLORER

A palpable inner drive to push themselves outside their comfort zone.

Brave and adventurous, they love a challenge.

Because it helps them understand how far they can go, as opposed to proving anything to anyone.

They are on an everlasting journey of discovery.





Words that best describe
our brand **personality** are...

Courageous

Curious

Lively

Optimistic

Ambitious

Self-Driven

Enterprising

Exploratory

Liberated



Brand Tone

Our 'Tone' is what connects us to the world - our partners, our employees, and of course, our customers. Those who've heard of us and those who are still discovering who we are.

And because each of them is different, we will speak to them differently. Even though we may be saying the same thing.



The three words that best describe **our tone** are...

Uncomplicated

Jargon makes simple things complicated. Which is everything we're not. We speak in a simple, articulate manner. We use short sentences. Hyperbole has no place in our vocabulary.

Empathetic

We make a conscious effort to get you. And an even more conscious one, to make sure you get us. You won't find us saying things you don't understand. Or don't need to.

Refreshing

We value your time. And your intelligence. Which is why, we won't bore you with stale fare. Or fresh fare, insipidly served. Sure, the what is important. But it's often the how that makes the difference.



Brand Voice

Our Voice is what reflects our values. It is born out of a definite sense of purpose. Which is why it remains steadfast and unwavering. It recognizes the need to constantly look ahead with a sense of enterprise and achievement.



The three words that best describe **our voice** are...

Optimism

Because the best of us, lies ahead of us. We do not look back. We look ahead. With a genuine sense of purpose and excitement.

Confidence

We love what we do. And we truly believe it helps make the world a better place. We make sure this passion shines through in the way we speak.

Passion

We do things only after knowing they can't be done any better. It's what instils in us a sense of self-assurance that our voice will always echo.



Examples - Tone & Voice

Every great idea deserves a great site. Get .Site.

Get your business discovered. Get .Site.

Bring your idea to life. Get .Site.

Have a great idea? Get .Site.

Get found. Get .Site.



What we say...

Have an idea? Get a .Site.
It's as simple as that.
If you have the passion,
we have the site
for you to get found
and become who you were meant to be.
So, stop overthinking
and take a leap.
From where you are
to where your idea can take you.



How we write. And don't.

No argot. No balderdash. No thing-a-magic.

Nothing that suggests 'I know so much'.

No lengthy sentences that run from one end of the page to the other.

Short, precise sentences. Like the one above.

Plenty of paragraphs, each dedicated to a specific thought.

Every point gets its own new paragraph.



How we write. And don't.

We use phrases that elicit interaction. Ex: What do you think?

We're generous with our usage of subheads and insets.

So time-starved readers quickly get a gist of what's being said.

The tone stays conversational but comes from a place of self-assurance.

We have a sense of humour. But we don't try hard to be funny.

02

Logo



Logo Evolution



site
DOMAINS



It all begins with a dot

Which leads to a no-compromise
space online

To help your idea move
in the right direction

Logo Clear Space

.site exists to give you space online
without compromise.

It's only fair that you don't compromise
on the space around the .site logo.



Minimum print size **0.6 inch (15mm)** wide.

Minimum digital size **80 pixels** wide.

Logo in Different Sizes

When scaling our logo to use across assets, make sure that its dimensions are maintained.



Logo Variations

The arrow above the letter t will always be in the brand red as part of the master logo.

In assets where the logo is appearing with the search bar brand mnemonic, the colour of the logo will match the colour of the search bar. (examples of this are included in the logo and brand mnemonic section)



Colored Version



Black & White Version

Incorrect Usage



Do not use our logo without the arrow



Do not change the colour of our logo, beyond the mentioned combinations



Do not stretch, alter or distort our logo in any way



Do not add text to our logo



Do not use only the outline of our logo



Do not rotate or tilt our logo



Do not use graphic effects on our logo (e.g. no drop shadows)



Do not change the pattern of our logo



Do not place our logo over a busy background

03

Colour





Colour Overview

Our primary colour palette defines who we are. And how our customers see us. Our secondary colours give us flexibility in design, while staying true to our visual aesthetic.

We use a minimal combination of primary and secondary colours. Avoid using all colours in one design. If Vermillion is the primary colour, Sky and Lime can't be secondary. You may use a combination of White and Slate as secondary colours.

Images should also contrast the primary colour used and not wash it out.

Primary Colours



Vermillion

#EF4129

C0 M90 Y96 K0
R239 G65 B41



Sky

#3ACCF9

C60 M0 Y0 K0
R58 G204 B249



Lime

#FFBA1F

C0 M30 Y96 K0
R255 G186 B31

Secondary Colours



White

#FFFFFF

C0 M0 Y0 K0
R255 G255 B255

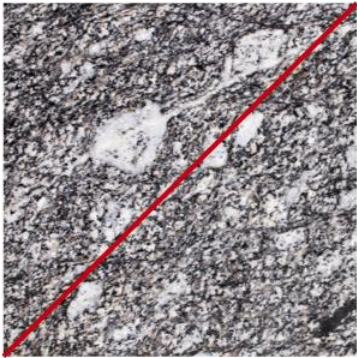


Slate

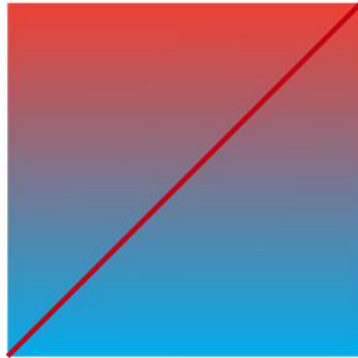
#333333

C69 M63 Y62 K58
R51 G51 B51

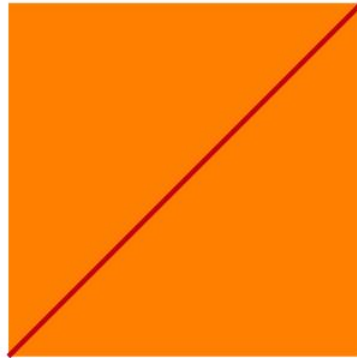
Unacceptable Colours



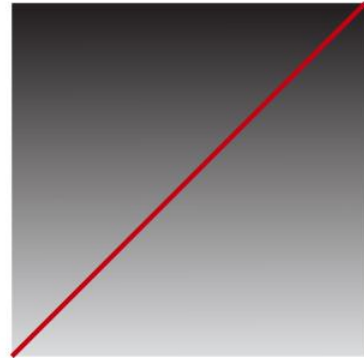
Avoid using busy patterns as background in the layouts



Avoid using gradient of 2 primary colours together in layouts



Avoid using colours brighter than the primary brand color in the layouts



Avoid using stark, contrasting gradient in the layouts

04

Typography



Typography Overview

Mont Extra Light and Mont Heavy
are the two fonts we write with.

Use Mont

Keep it simple

Limit type sizes to three

Keep it flush left

Use sentence case

Typography Overview

We love to keep things light!
And Mont Extra Light does just that.
Everything we put out uses this font.

Unless we need to highlight something
or get someone
to take action.

Then we use Mont Heavy to make
a point.

Mont Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mont Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Font Styles

Our headlines may carry weight.
The font we use shouldn't.

All headline will use only
Mont Extra Light.

Headline (Mont Extra Light)

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi enim ad minim

Leading or line spacing should
always be +40pt to the text size
when using Mont Extra Light.

Font Styles

Our words tell our stories.
Pay attention to how you
treat them.

- **Do use** only the approved .site typefaces.
- **Do set** type in “sentence case” – combination of uppercase and lowercase.
- **Do use** flush left, rag right for body copy.
- **Do use** only approved brand colors for type.
- **Do set** tracking to ‘0’ for headlines over 20 pt in size.
- **Do not** alter the style or color for emphasis; avoid all caps
- **Do not** justify body copy or open letter spacing
- **Do not** substitute Mont for .site for other typefaces
- **Do not** distort the typeface (e.g. using special effects, such as drop shadows, or modify the letterforms)

Headline goes here.

Lorem ipsum dolor

Amet consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat. Vel illum dolore eu feugiat nulla facilisis at vero eros.

Incorrect Use

HEADLINE GOES HERE.

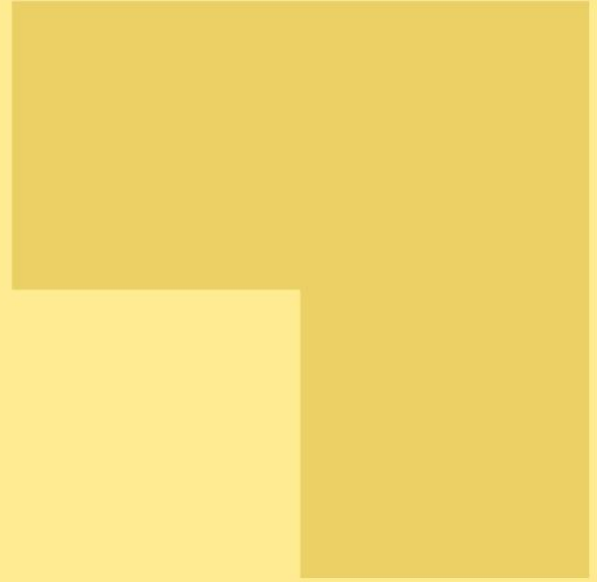
LOREM IPSUM DOLOR

Amet consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat. Vel illum dolore eu feugiat nulla

05

Imagery



Imagery Overview

Candid, in-action pics.

Clean, uncluttered
backgrounds.

Face to be clearly seen.

Focus on subject
and action.

Exude confidence.







What's Not Okay & Why



Cluttered background



Human object out of focus



Subject needs to be closer.



Subject not candid. Posing into camera.



Human elements restricted to just hands. No face included.



Subject is too far away, and has back to camera.

06

Iconography & illustration

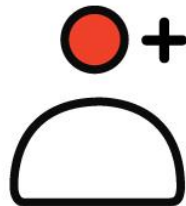
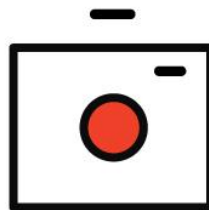
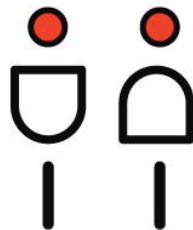


Iconography Overview

Inspired by the dot that is so integral to the .site branding.

The dot is the core around which the iconography is based. The size of the dot will vary depending on the icon.

Colours will fill the dot while the remainder of the icon will be see-through line drawings.



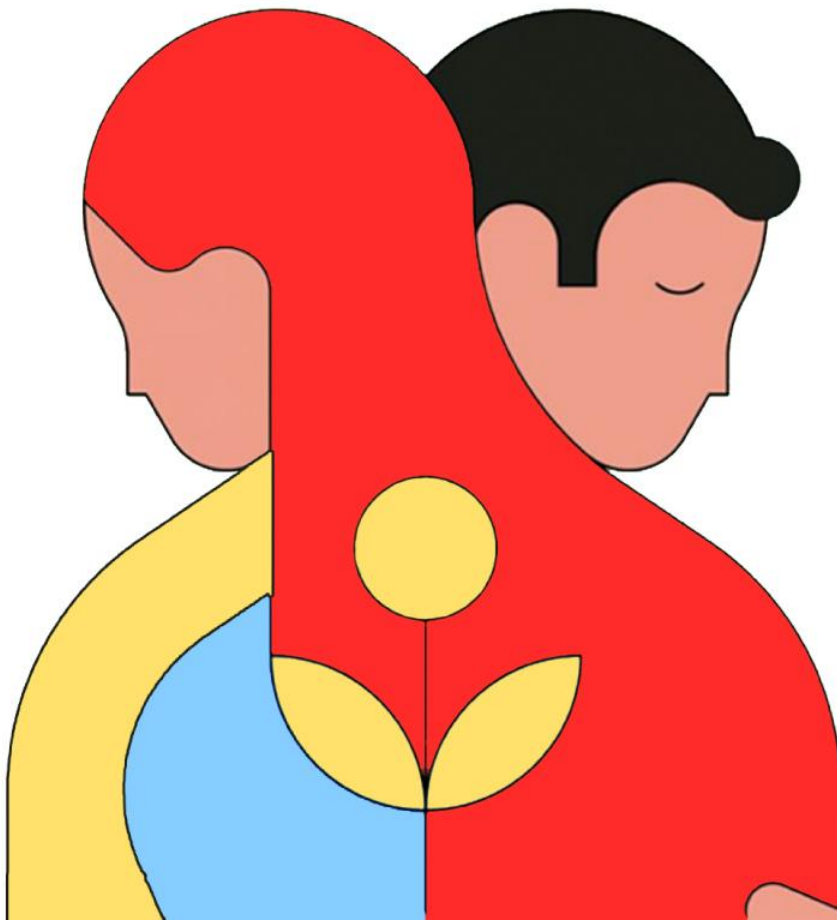
Illustrations

The illustration style is meant to denote a clean, fluid, free-flowing sense of design.

It is minimalist but will not compromise on the subject that needs depicting.

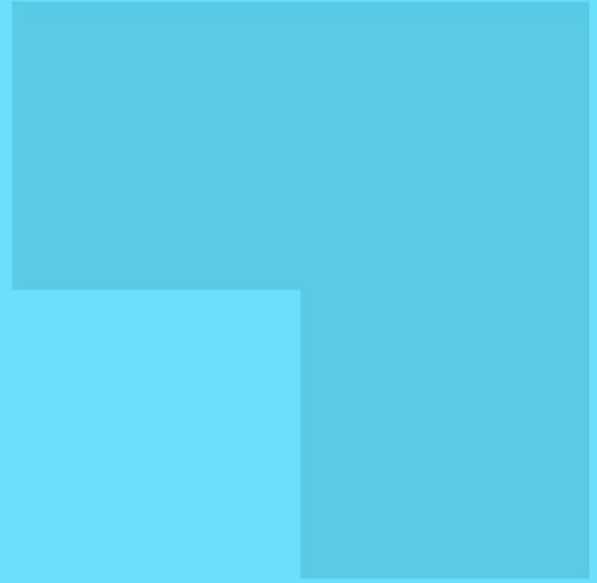
The style has been chosen as it is simple to execute and easy to replicate across formats. It also lends itself to a wide variety of sizes.

The colours used will primarily be a combination of the brand colours along with a secondary colour.
(like the skin tone in the given example)



07

Mnemonic



Brand Mnemonic

A stylized search bar
is the brand mnemonic.
It signifies discoverability.
A shaded area below the
magnifying glass allows it
to stand out against
any given background.



Colour Variations

The search bar can be used in any of our primary brand colours.

Our Colours

A horizontal search bar with a red border and a red background on the right side containing a white magnifying glass icon.

Vermillion

A horizontal search bar with a light blue border and a light blue background on the right side containing a white magnifying glass icon.

Sky

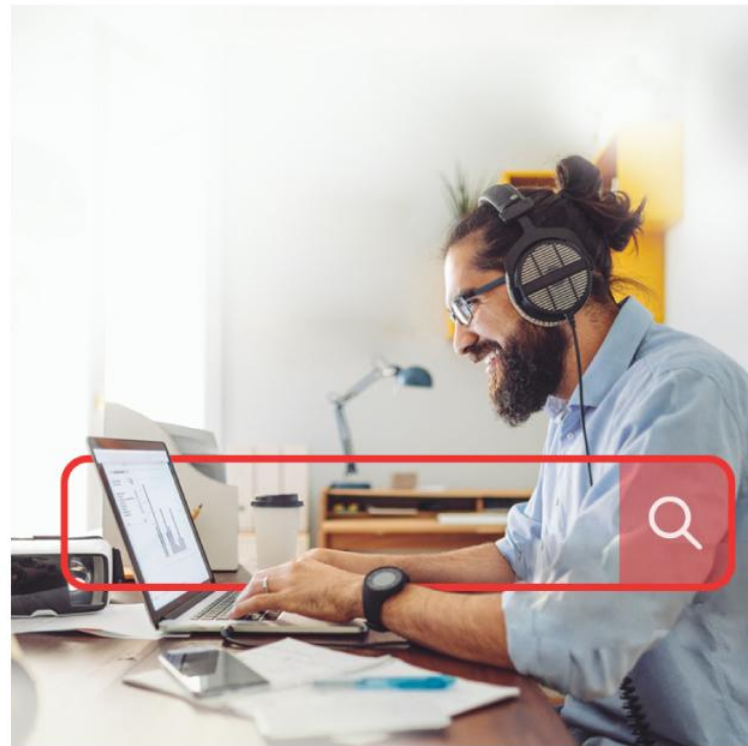
A horizontal search bar with an orange border and an orange background on the right side containing a white magnifying glass icon.

Lime

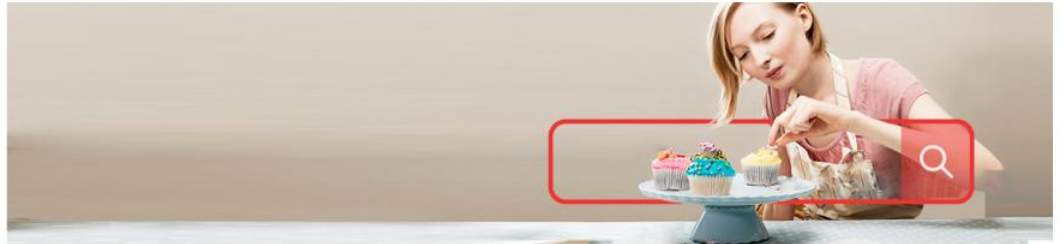
Mnemonic Usage

The search bar is to be used in brand colours in a way that highlights what the person in the image is doing.

The borders of the search bar are not rigid and are meant to provide flexibility of usage across imagery such that the action and key objects are clearly visible.



Sample Mnemonic Usage

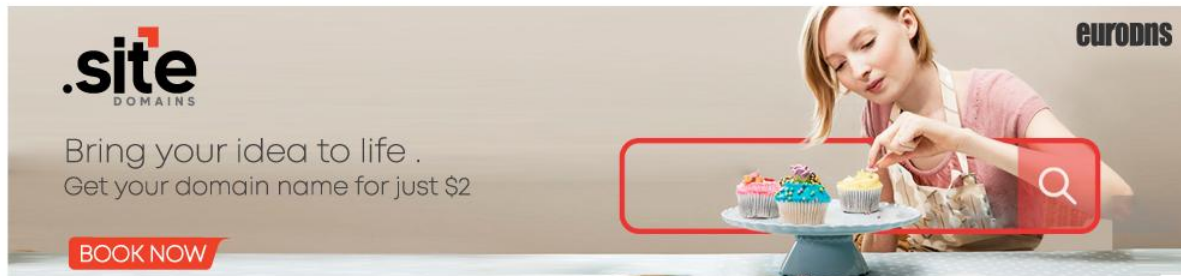


Logo & Search Bar Usage

The colour of the arrow in the logo matches with the colour of the search bar mnemonic. As shown in the examples in this section, when the red search bar is being used the arrow in the logo is the brand red. When the search bar is blue, the arrow in the logo is the brand blue.



Sample Logo & Search Bar Usage



Sample Communication Assets



1:1 banners

Sample Communication Assets



Frame 1



Frame 2

1:1 banners

Sample Communication Assets



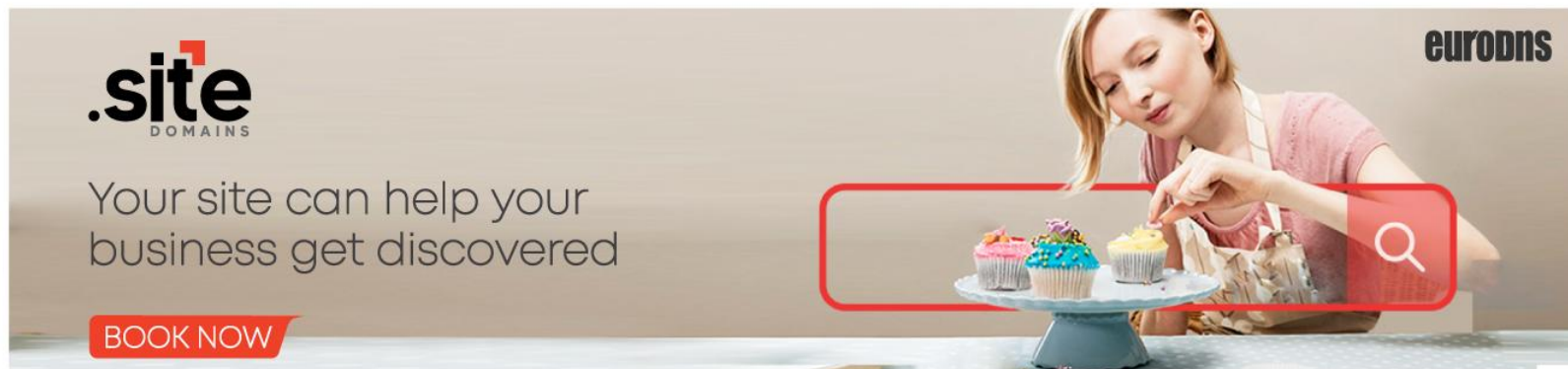
Frame 1



Frame 2

250x300

Sample Communication Assets



Horizontal/Domain Partner site banner



Your site can help your idea
get discovered

BOOK NOW

eurodns



Website Banner

The screenshot shows the Crazydomains website interface. At the top is a green navigation bar with links for USD, a globe icon, a phone icon with the number 000 800 100 3215, Help?, Reseller Partner, Sign Up / Log In, a shopping cart icon, and a search icon. Below this is the Crazydomains logo and a horizontal menu with links for Domains, Hosting, Websites, Online Marketing, Security, Email, and Packages. A search bar contains the text 'www.example.in' with a green Search button. Below the search bar is a large banner for .site domains. The banner features the .site DOMAINS logo, the text 'Get discovered at www.yourname.site', a pink starburst badge saying 'FROM \$0.99 /year', and a photo of a woman decorating cupcakes. A red rounded rectangle highlights a search icon in the bottom right corner of the photo. A blue vertical button on the right edge of the banner says 'Start Chat Now!'. At the bottom of the page are three promotional tiles. The first tile is blue and says 'Secure your website' with a pink starburst badge 'FROM \$48.00 /year'. The second tile is green and says 'Standout Online' with a pink starburst badge 'FROM \$ 0.80 /yr'. The third tile is light blue and lists 'Domain', 'Web Hosting', and 'Email Accounts' with a pink starburst badge 'FROM \$60.67 /year'.

USD ▾ 🌐 ☎ 000 800 100 3215 Help? Reseller Partner 👤 Sign Up / Log In 🛒 🔍

Crazydomains.in Domains ▾ Hosting ▾ Websites ▾ Online Marketing ▾ Security ▾ Email ▾ Packages

🌐 **.in** \$6.10 🌐 **.net** \$11.00 🌐 **.org** \$9.20 **Search**

.site
DOMAINS

Get discovered
at **www.yourname.site**

FROM
\$0.99
/year

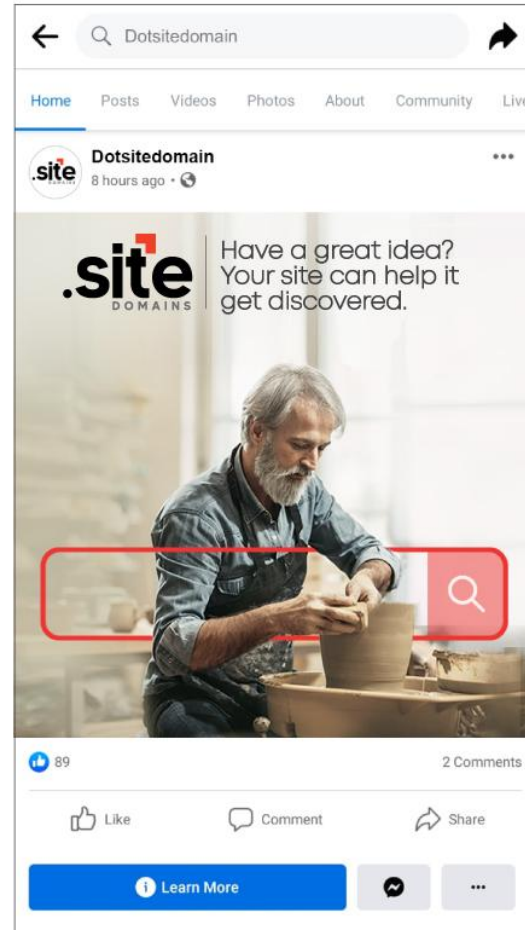
Start Chat Now!

Secure your website FROM **\$48.00** /year

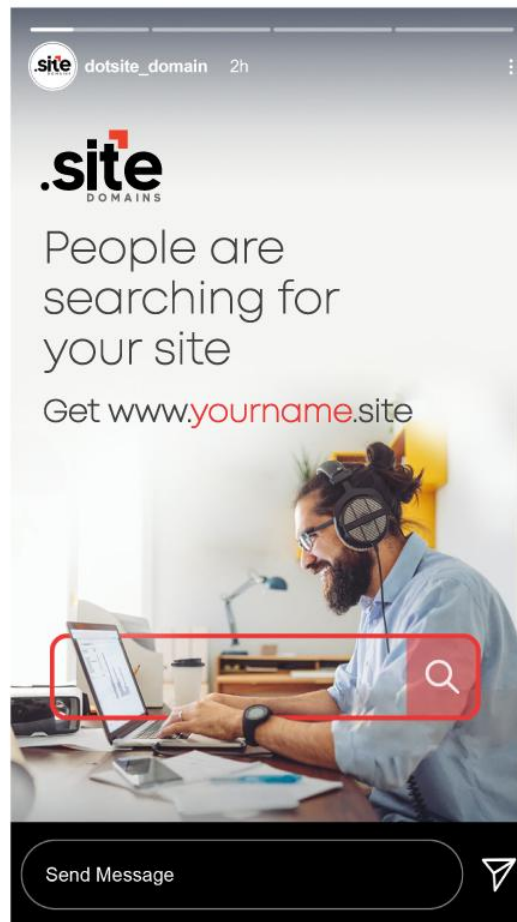
Standout Online FROM **\$ 0.80** /yr

Domain Web Hosting Email Accounts FROM **\$60.67** /year


Social Media Posts



InstaStory



Mailer



.site
DOMAINS

Have a great idea?
Your site can help it get discovered.
Get www.yourname.site

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

.site
DOMAINS

f @ t



08

Merchandise

Coffee Mugs

We use the Master Logo and hence the arrow will be in our brand red.



Tees

We use the Master Logo and hence the arrow will be in our brand red.

If we use messaging either in the form of imagery or text, the logo will appear on the top left hand corner.



Badges

We use the Master Logo and hence the arrow will be in our brand red.



Checklist

Have you used the brand colours?

We hope so. Check that you have used our primary and secondary colours in everything you create.

Does our logo have enough clear space?

Always do a check to ensure that our logo has room to breathe.

Is our logo appearing more than once in the same space?

It shouldn't.

Is our logo placed on a clear background?

Allow sufficient contrast when placing our logo. This helps it stand out. Avoid crowded and noisy backgrounds. We don't want to get lost.

Thank You!

support@get.site

