



Our Brand Story 2021





Build your business with a .store domain

Get access to tools and resources to work on your own terms and build a successful online business.



Vision

Our vision is that anyone looking to sell should be able to build a credible brand on a high-quality internet namespace so that they can maximize their potential.

Mission

To become the most preferred domain extension for online sellers and help them move closer to their goal of building successful businesses.



.Store is a domain extension that maximizes the potential of business owners by offering relevant domain names and resources to help them succeed.



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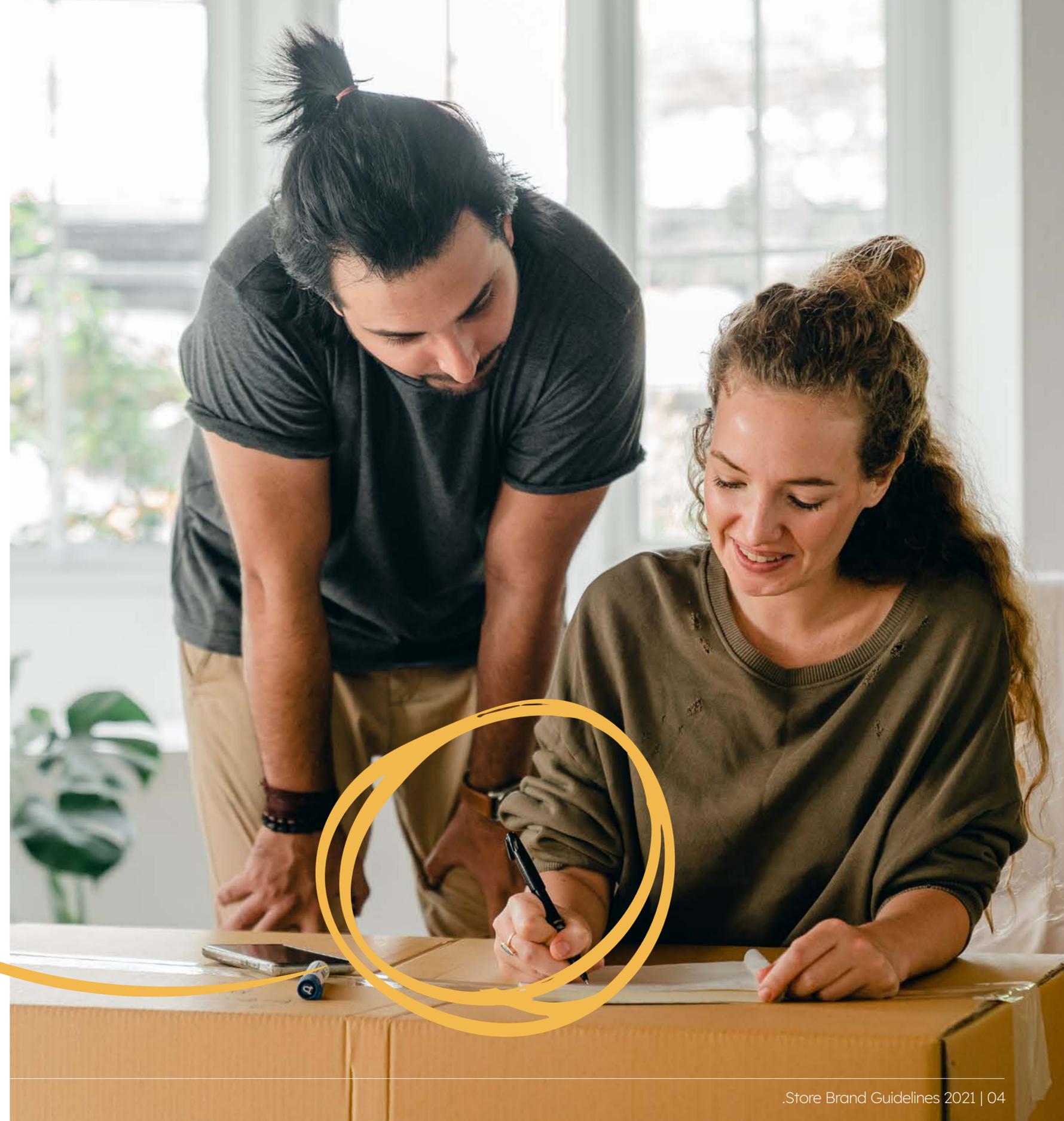
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Let's build a successful online business

Our customers are passionate and driven entrepreneurs who want to build a successful business online. They have a vision and are willing to put in the work to achieve it.

.Store aims to help these entrepreneurs go from one step to the next. Apart from offering them a great internet namespace, we also share carefully curated resources to help them build their business.

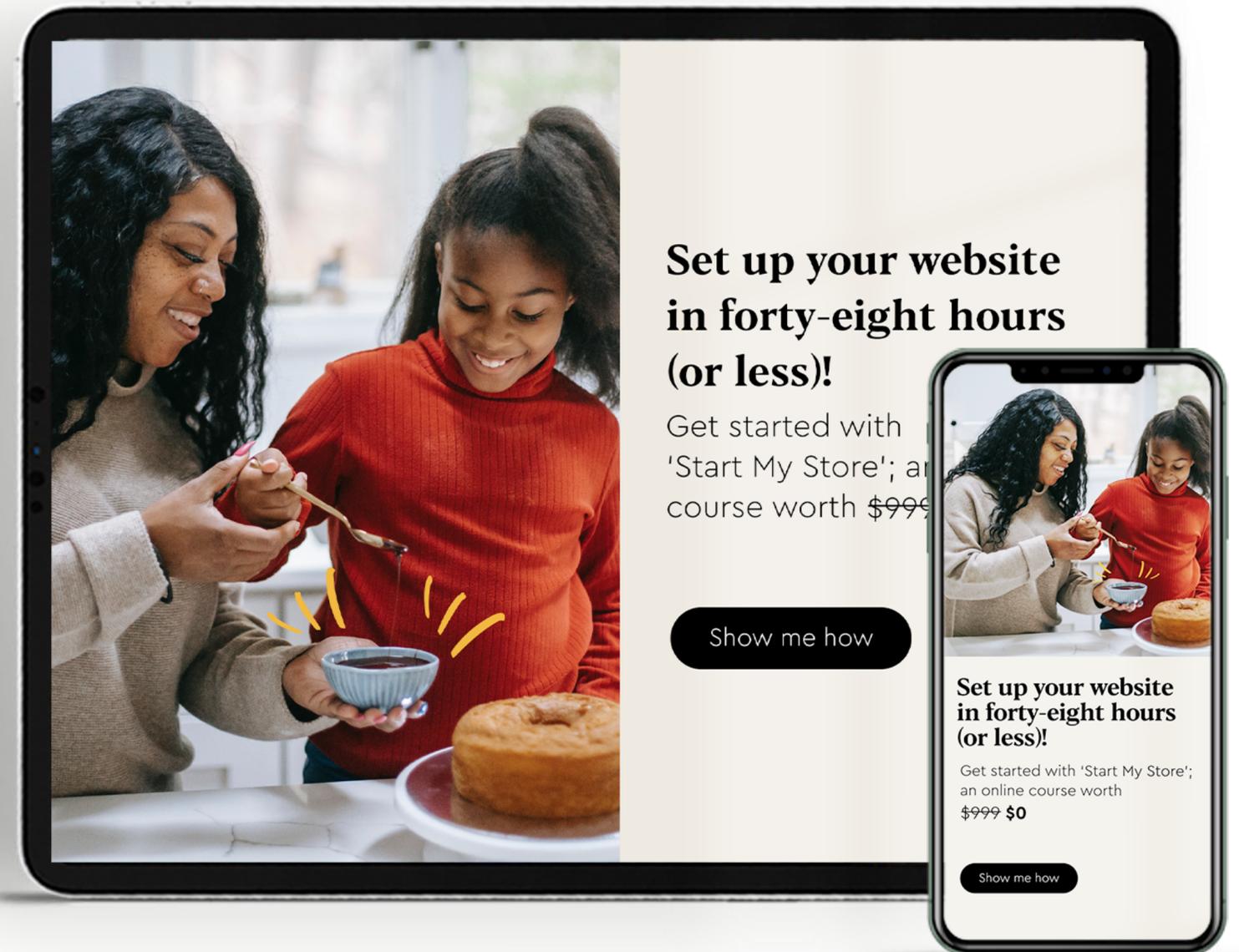
The information is designed in a way that's easy to consume and implement. We're not preaching; we're offering actionable advice that actually works.



Ma'am

We help people transform their ideas into successful stores. Our brand voice and tone need to be consistent and adaptable across touch points, channels and markets.

This will contribute towards creating a lasting brand experience in the minds of all our stakeholders. By maintaining consistency, every interaction can turn into an experience; further building brand credibility and a strong association with all things “selling” and “store”.





**Our communication
makes users feel,
“I want to do this!”**

Expressive

- ✓ Descriptive and visual
- ✗ Verbose and text heavy

Innovative

- ✓ Pushing boundaries
- ✗ Impractical and extreme perfectionism

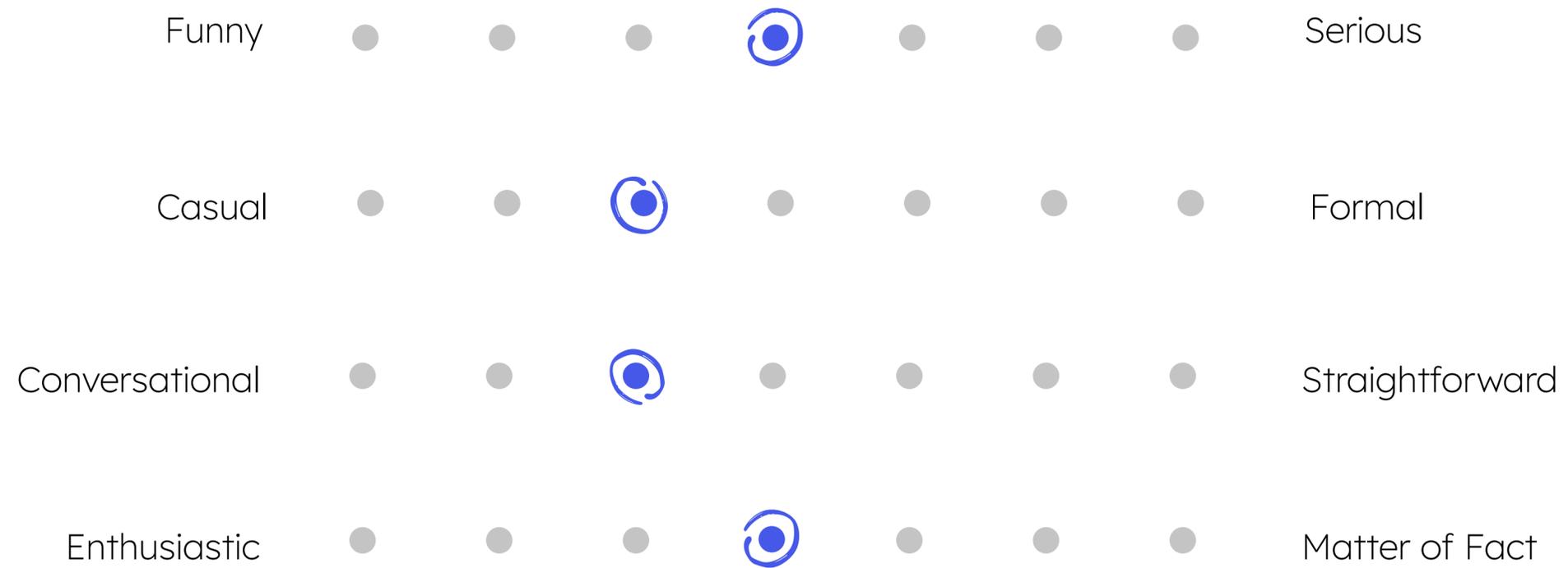
Friendly

- ✓ Inclusive, non-religious, non-political
- ✗ People pleaser



Our Tone

Our tone is friendly and approachable. We want to inspire and excite online sellers into building their business.





When referring to customers and their businesses:

✔ Words to use:	✘ Words to avoid:
stores/businesses store owners/business owners You, your	E-commerce businesses E-commerce store owners They, them



When referring to .Store:

✓ Words to use:	✗ Words to avoid:
We want to help you..	.Store wants to help you...
We are here to help you Or We, at .Store, are here to..	.Store focuses on helping online sellers...
Get your .Store Domain	Get your .Store
Your .Store Domain will save you marketing dollars..	.Store saves you marketing dollars
Domains, (new domain extension in channel communication, or in off-website communication only when necessary to explain)	nTLD
460K+ stores/businesses have chosen .Store Domains.	460K users have registered .Store Domains

Brand Logo

This is the face of our brand. Our logo is what helps us communicate and connect with our consumers.





*Our logo should be reversed on a darker background or on images with dark colours

•Store
Domains

•Store
Domains

•Store
Domains

•Store
Domains

Clearspace of Store Logo

Clearspace protects the integrity and clarity of our brand logo. It is the amount of x-height space used in the word 'domains'



Let's build a successful online business with our partner

We will help you go one step closer to building an amazing online store by sharing helpful resources that will take your business to the next level.

Logo in Different Sizes

The .store logo should not be reduced beyond 80px. The logo will lose its visibility and clarity if exported in a smaller size.



400 PX



250 PX



80 PX

We Do Not Like This Behaviour

Here's how we should not to treat the word mark. No pulling, squishing, tilting, colorizing, or otherwise deviating from our approved assets



Do not alter the elements of the logo



Do not stretch the logo



Make sure that the logo is visible



Do not alter the colours

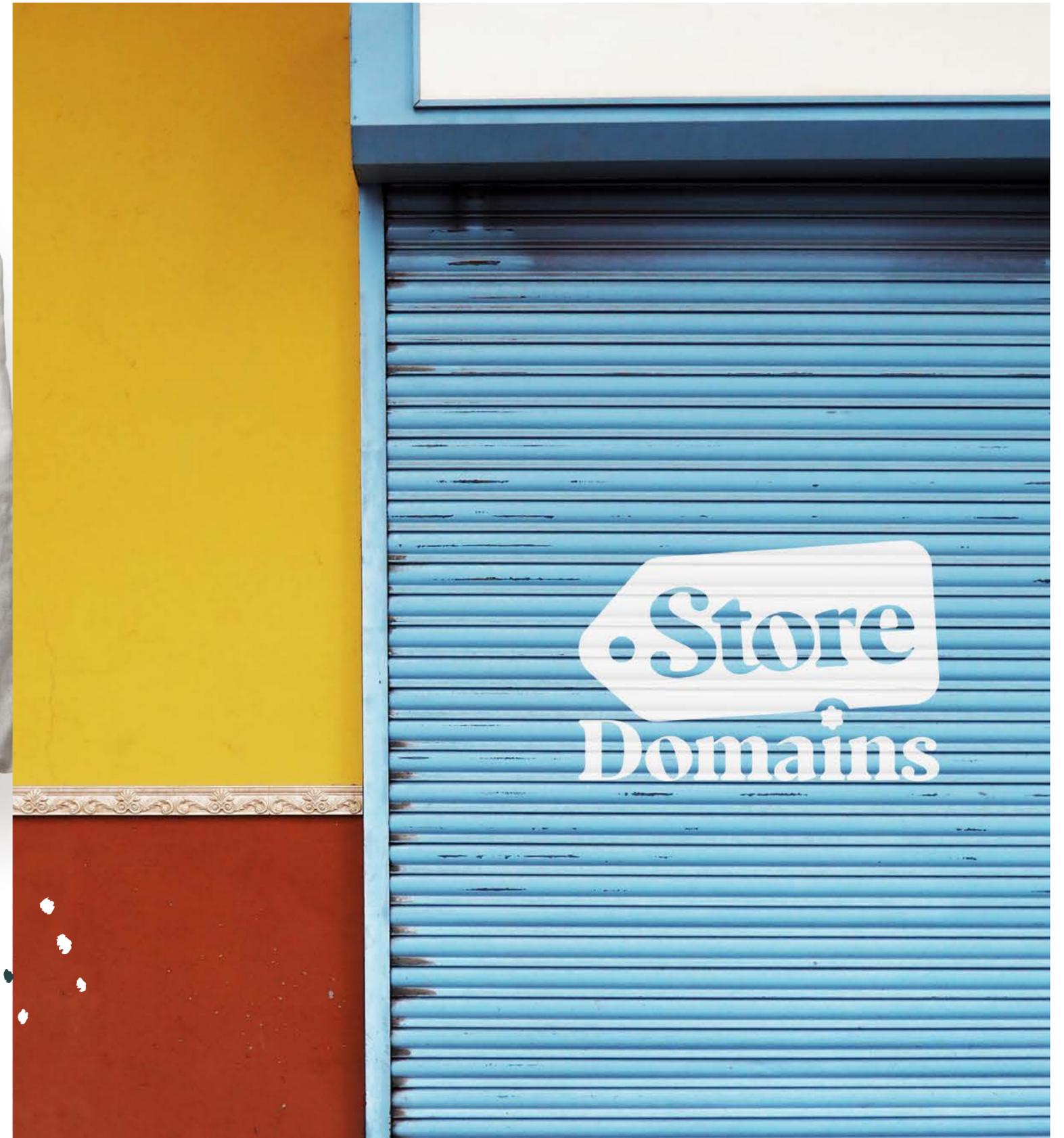
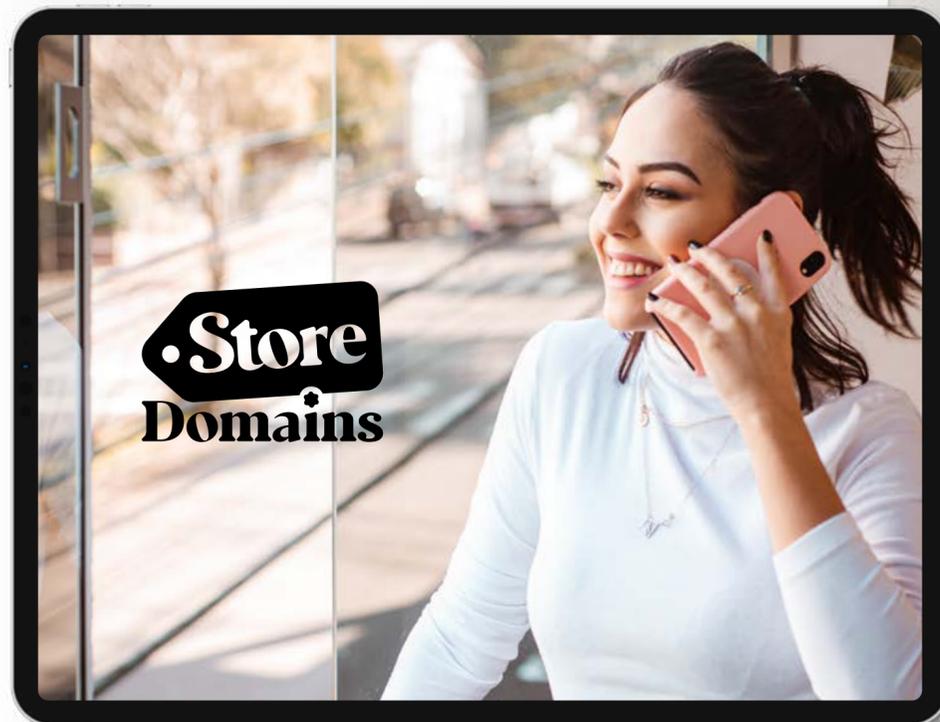


Do not add shadows



Respect the minimum size

Our Logo In The Wild



Our Brand Typography

Blacker Display and Lexend are like the inseparable font pairs. Each has a distinct personality and yet beautifully compliment each other in our collaterals.



Blacker Display

We absolutely love Blacker Display! It looks creative and has an approachable character. Blacker Display is bold as well as unique. We would use this font as a header for all our future collateral.

Blacker Display needs proper leading and tracking. Use this guide to help set the type within your layout.

Blacker Display | Pt: 100pt | Leading: 100pt

100pts ↕
**Lorem ipsum
dolor iset elit.**

Blacker Display | Pt: 40pt | Leading: 40pt

40pts ↕
**A domain extension that maximizes
the potential for business owners.**

Lexend

With Lexend clear font properties and strong legibility in smaller size we use it for body copy. Lexend compliments Blacker Display with the open and geometric properties which makes it the perfect fit.

Lexend needs proper leading and tracking. Use this guide to help set the type within your layout.

Lexend | Pt: 32pt | Leading: 40

↑
↓
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 veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lexend | Pt: 27pt | Leading: 32

↑
↓
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 veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lexend | Pt: 16pt | Leading: 20

↑
↓
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 veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. -----

Please don't wreck it, Ralph!

We are all in for experimenting and creativity. However, we do have a few concerns of going a little overboard.

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 veniam, quis nostrud exercitation 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 et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

✗ Avoid using Blacker Display as body font.

Lorem ipsum
 dolor iset elit.

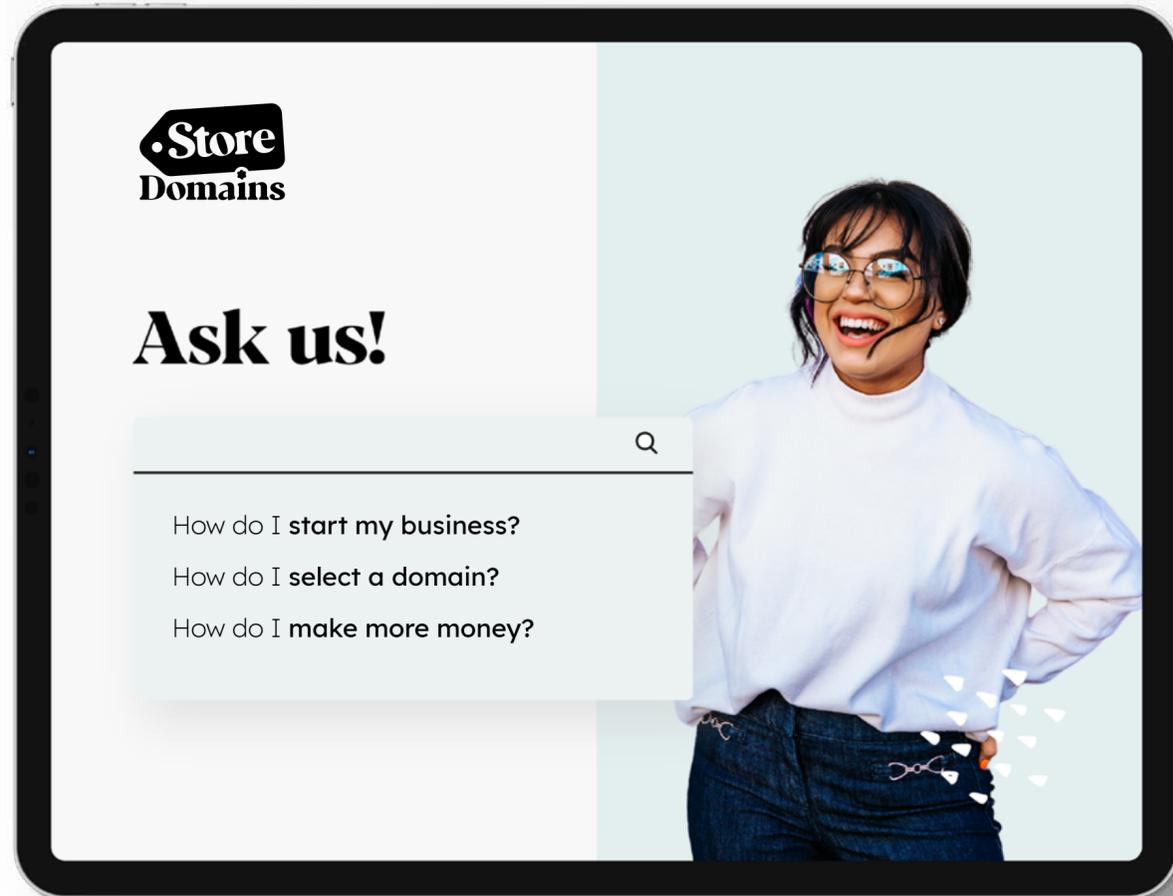
✗ Don't add effects or skew the font in any way.

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 veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

✗ Use appropriate leading.

Go Live

✗ Use the right colour so that the font is legible.



Want to set up your website? All you need is 48 hours!

It's possible with Start My Store, an online course worth

~~\$999~~ \$0

Know how

Congratulations on being a business owner!

Let's start promoting your business and bring in sales. Sounds tough? It's not.

Show me how

Our Brand Colours

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna



White
#FFFFFF

Linen
#EEE9E1

Primary Colours

Our primary colour palette should be the strongest impression of our brand. It should lead communications, being supported by the secondary palettes.

Secondary Colours

Our secondary color palette gives us additional design flexibility while allowing us to stay true to our visual aesthetic.

Hunter Green

RGB 37 68 67
HEX #254443

Pastel Green

RGB 215 232 202
HEX #D7E8CA

Dandelion Yellow

RGB 242 184 77
HEX #F2B84D

Light Yellow

RGB 251 231 108
HEX #FBE7B4

Salmon Pink

RGB 218 153 169
HEX #DA99A9

Quartz Pink

RGB 246 233 236
HEX #F6E9EC

Mid Blue

RGB 69 88 231
HEX #4558E7

Pastel Blue

RGB 227 238 239
HEX #E3EEEF

Colour Proportion

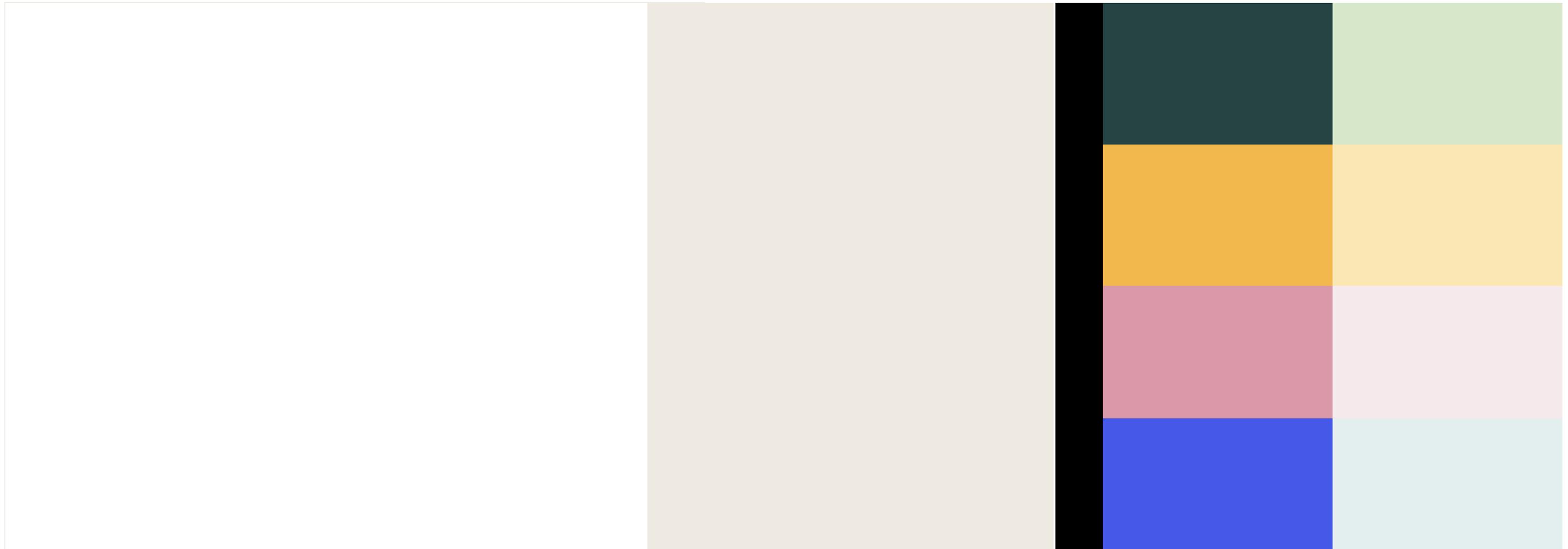
Our design is heavy on white and linens. Secondary colours can be used as colour blocking - sparingly and subtly. Black should never be used for colour blocking.

55% White

25% Linen

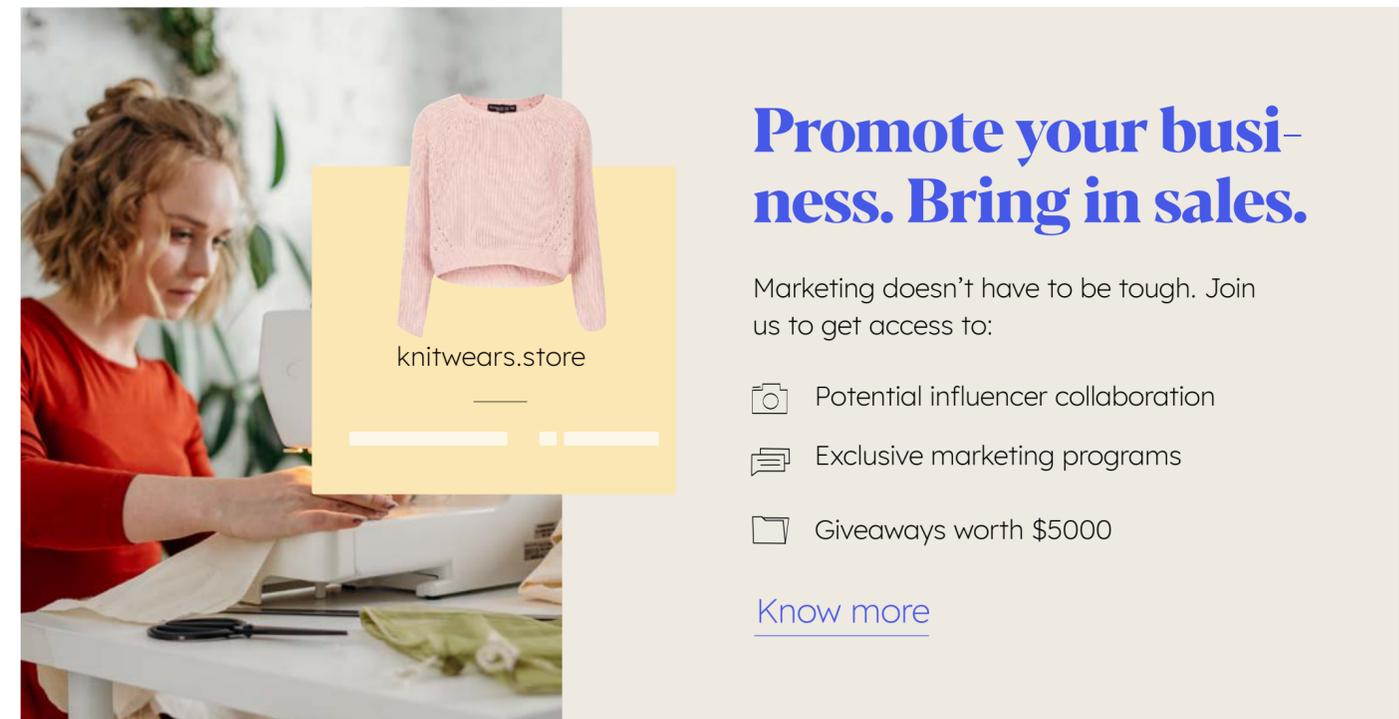
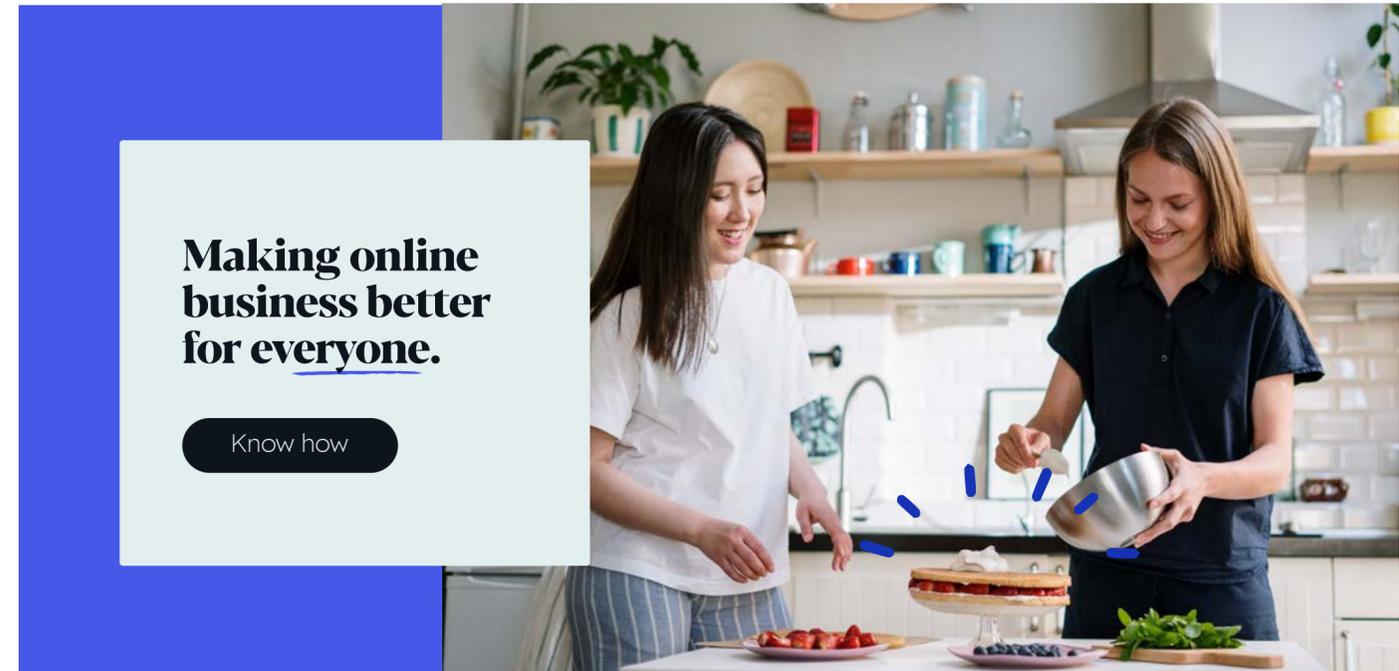
5% Black

15% Secondary colours



Let's not go there.

Avoid using secondary colour as base or on text in collaterals. Try and not use two secondary colours together. Our visuals should not look dull / washed out.





.Store Domains

Make your first sale in seven days.

Our business pack gives you access to tools and resources to get you selling in no time

An advertisement for Store Domains. The top left corner features the Store Domains logo. The background is a photograph of two women in a kitchen; one is wearing a blue headband and denim overalls, and the other is in a white t-shirt. They are both smiling and looking at something on the counter. A dark green rectangular box is overlaid on the bottom half of the image, containing the headline and subtext.

.Store Domains

Ka-Ching! Get your first sale in seven days.

We've got carefully curated packs that can help you kickstart your business in a few days. Log on to www.get.store today.

An advertisement for Store Domains. The top left corner features the Store Domains logo. The background is a photograph of two women in a workshop or craft room; one is wearing a yellow top and a face mask, and the other is wearing a white t-shirt and a face mask. They are both focused on a project on a table. A white rectangular box is overlaid on the bottom half of the image, containing the headline and subtext.

Our Brand Photography

Our photography is key to our visual language. The photos should tell a story and seem relatable to our customers. All the images should be simple, bright, and real.



Our photographs have a natural light which sets a happy tone. We use less background noise that helps us stay focused on our entrepreneurs.



Capture the genuine entrepreneur.

Our photos show individuals from different colours, ethnicity, and age groups. We want to show people who are relatable with tattoos, dreadlocks, cool hairstyles and not perfectly photographed models.



Our images emphasises the love and care with which our customers create their products.

.Store is for anyone who wants to sell online. However, our research suggests that it's most likely to appeal to the following six industries.

- Fashion and accessories
- Beauty and cosmetics
- Food industry
- Packaging and shipping
- Sports and fitness
- Home decor and accents





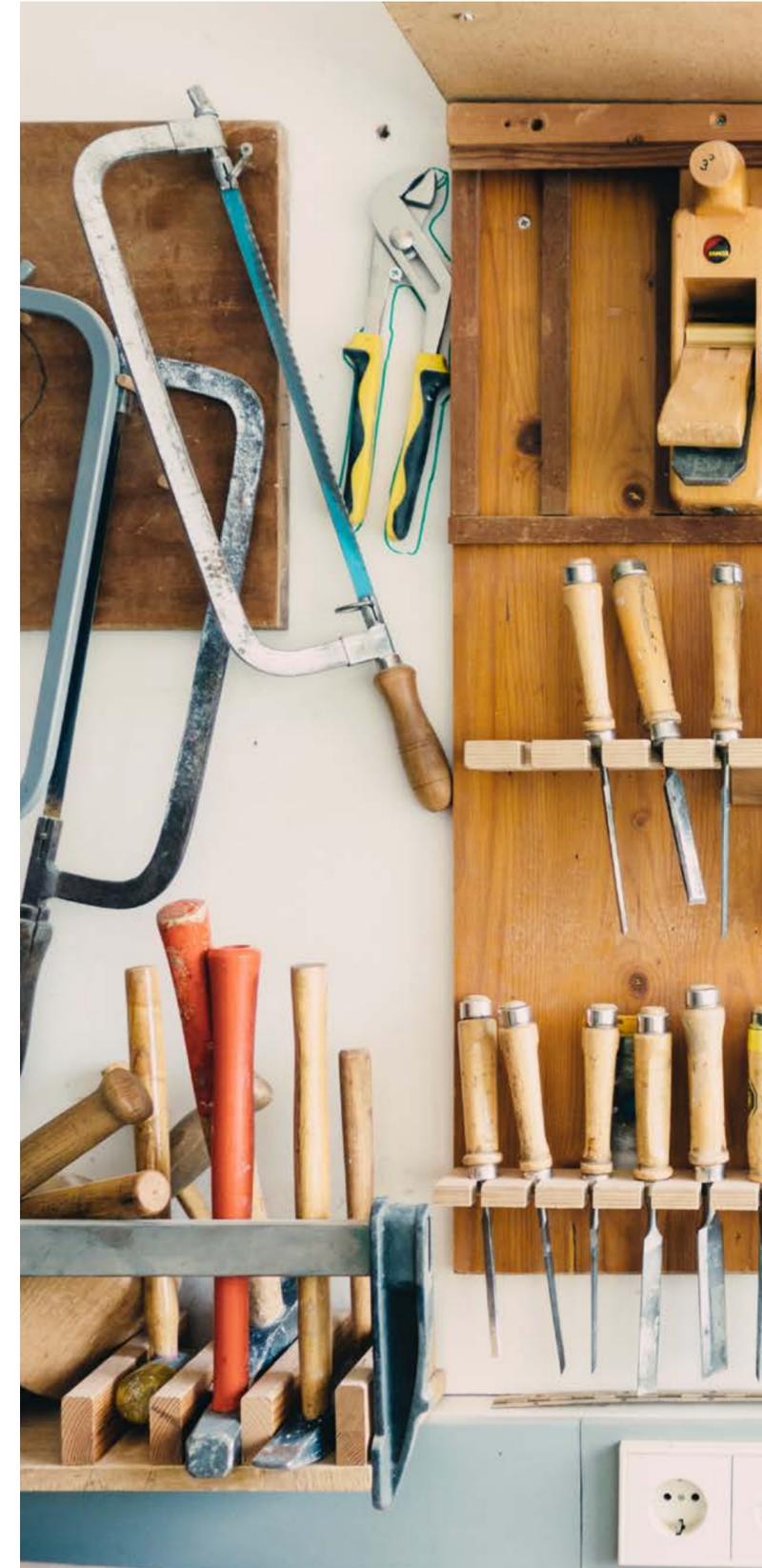
Environmental Portraits

We want to support our customers in every step of their entrepreneurial journey.



Our Customer Going Digital

We want our customers to have all the tools and resources they need to get their business online.



Where they work

Our customers don't work at swanky offices. Their workspace emulates their business journey, their creative spirit, and their grit.

Who they are

Through our photographs, we want to highlight our customers' personalities and energy. We do this by isolating images and adding illustrations and colors to them.



Our photographs are authentic and realistic. They bring out the creative spirit of our customers.

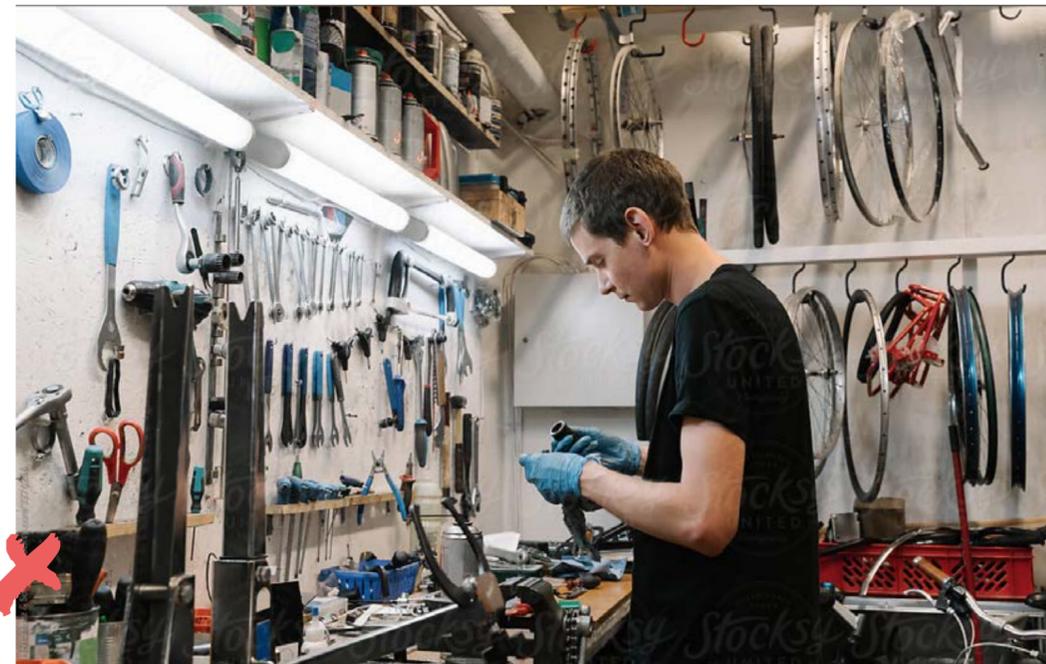
- High clarity bright images with natural light
- Candid images and no poses
- Overall colour balance
- Interaction with family / pets



Avoid using dark / over saturated images



Let's use a better composition?



Avoid noisy/busy backgrounds



Avoid using staged images

Our Brand Illustrations

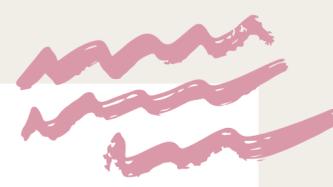
We apply hand-crafted textures and accents as a complement to our visual design. This is to add a bit more fun and zest to the overall visual.



Handmade Scribbles

We have curated a library of 100+ handmade textures and motifs. We use them subtly and elegantly in our collaterals to add a pinch of personality.





Digital Integration

Since we're helping businesses sell online, it's important that we highlight digital elements in our visual language.

How to integrate digital elements:

Be subtle. Illustrate the story behind the images using these elements. Remember to highlight the '.store' in the url. You can do this in the following ways:



Promote your business. Bring in sales.

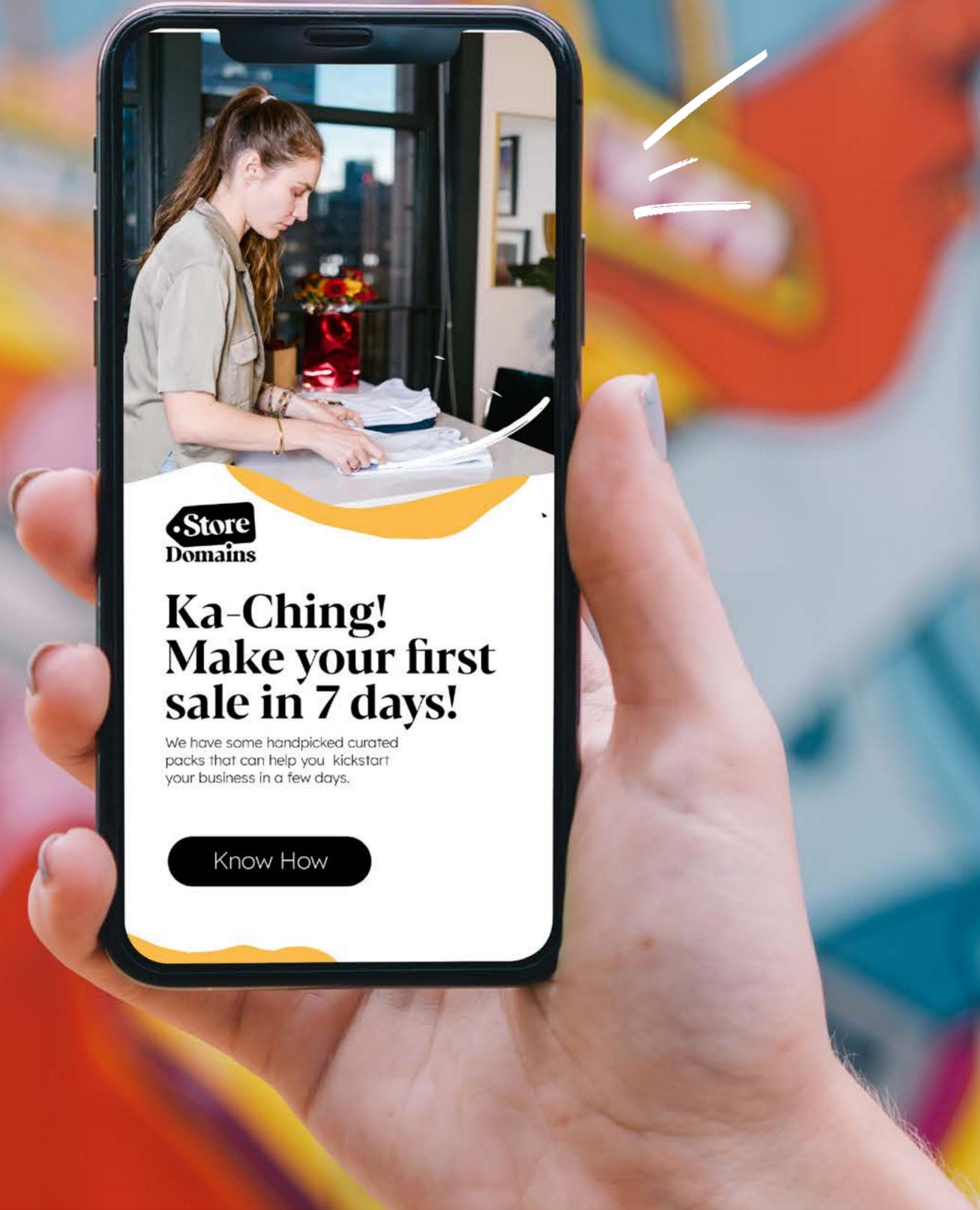
Marketing doesn't have to be tough.
Join us to get access to:

- Potential influencer collaboration
- Exclusive marketing programs
- Giveaways worth \$5000

Selling online can be fun.

Know How





.Store
Domains

Ka-Ching! **Make your first** **sale in 7 days!**

We have some handpicked curated packs that can help you kickstart your business in a few days.

[Know How](#)



www.cermics.store

**Promote your business.
Bring in sales.**

Marketing doesn't have to be tough. Join us to get access to handpicked content.

www.get.store



**Go
Live.**



www.sofieceramics.store 



Ask us!

How do I **start my business?**

How do I **select a domain?**

How do I **make more money?**





Thank You!

www.get.store
support@store.email

