

.Game Marketing Kit

**.GAME**

Get in the game™

Version 1.0

# Introduction

Ready, set, play with .Game – the domain name created for a winning online presence. Powerful and intuitive, the .Game domain can help your customers maximize their online branding and reach the rapidly growing gaming community.

To encourage .Game 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 .Game** 9
- **Email Content** 10

Use this kit to build up your marketing of .Game domains. Send questions or feedback to [hello@gen.xyz](mailto:hello@gen.xyz), we look forward to hearing from you.

**The XYZ Team**

# Logo

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

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The image shows the primary logo for .GAME, which consists of a solid black dot followed by the word "GAME" in a bold, uppercase, sans-serif font. The letters are closely spaced and have a slightly irregular, hand-drawn appearance.

Primary Logo

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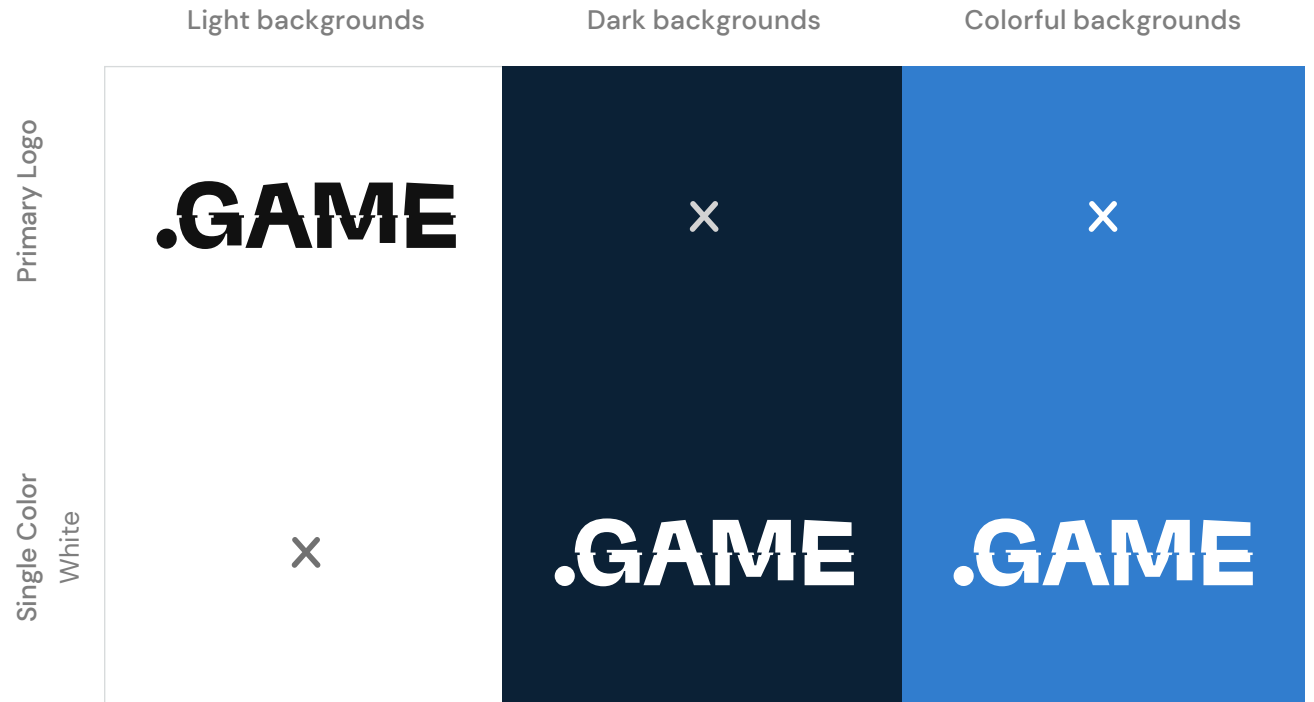
Download logos at [nic.game/files](https://nic.game/files)

# 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.



3D logo



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# 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.game/files>

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## Unacceptable logo usage

**.GAME**

**X Problem: Wrong colors**

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



**X Problem: Logo is illegible on this background**

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

**.game**

**X Problem: Logo uses incorrect font**

Do not alter the logo or font.

**.GAME**.xyz

**X Problem: Insufficient clearspace**

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

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**X Problem: Logo is modified**

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

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**X Problem: Outdated branding**

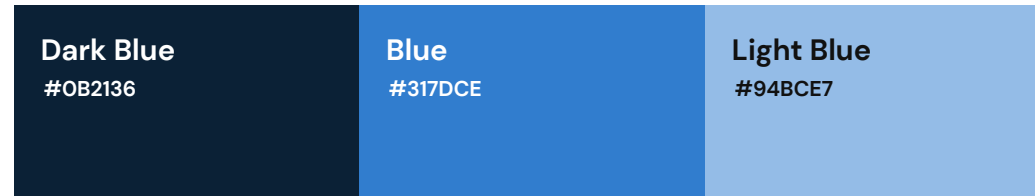
Use only the official logos found at:  
<https://nic.game/files>

# Brand Colors

Marketing materials should use these primary and neutral colors.

## Primary Palette

Tints & Shades



## Neutral Palette

Tints & Shades



# Fonts

Use DM Sans Medium for headings.

Use DM Sans Regular only for body paragraphs.

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DM Sans Medium

The quick brown fox jumps over the lazy dog.

DM Sans Medium

The quick brown fox jumps over the lazy dog.

DM Sans 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:

Get in the game™

## Website:

<https://xyz.game>

## Play to win with .Game

Maximize your online branding with the .Game domain name. From marketing your multiplayer video game, to showcasing your company's stellar gaming skills, to creating a fantastic online home for your football fan club, the .Game domain is made to help any brand, individual, or organization reach the rapidly growing gaming community.

### The .Game domain is perfect for:

- Game creators and developers
- Distributors and retailers
- Gamers & enthusiasts
- App creators
- Sports fans and athletes
- Teams and venues
- Software companies
- Board games, card games, and puzzles

Display your video game or board game on **www.YourBrand.Game** or **www.YourName.Game**.

Use keyword-rich **www.YourCategory.Game** or **www.YourVersion.Game** to match what online gamers are searching for.

Market your gaming company with **www.YourCompany.Game** or **www.YourBusiness.Game**.

Attract fellow local sport fans in your area with **www.YourCity.Game** or **www.YourLeague.Game**.

Show that you're a gaming guru with **www.YourName.Game** or **www.YourPortfolio.Game**.



Create a winning online presence with a .Game domain name.

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# Top 5 ways to use .Game

- 1. Brand name .Game domains help to establish your game company website as a gaming industry leader.**
  - www.YourName.Game
  - www.YourBusiness.Game
  - www.YourBrand.Game
- 2. Descriptive .Game domains help to indicate your type of gaming services to your users.**
  - www.YourCategory.Game
  - www.YourPlatform.Game
  - www.YourGenre.Game
- 3. Location-specific .Game domains establish your website as the go-to destination for your region's sports league or team.**
  - www.YourCountry.Game
  - www.YourCity.Game
  - www.YourLeague.Game
- 4. Memorable .Game domains can make it easy for gamers to find and remember your website online.**
  - www.YourName.Game
  - www.YourBrand.Game
  - www.YourCategory.Game
- 5. Keyword-rich .Game domains match what gamers of all types are searching for.**
  - www.YourBrand.Game
  - www.YourGenre.Game
  - www.YourTechnology.Game

# Email Content

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## Dedicated Email Content

**Subject:** Level up with the .Game domain™

Play to win with .Game domains. Reach the rapidly growing gaming community on the domain made just for them. From marketing your multiplayer video game, to showcasing your company's stellar gaming skills, or creating a fantastic online home for your football fan club, the .Game domain helps you to maximize your online branding and memorability.

### Reasons to choose .Game

- Brand name .Game domain names can help to establish your game company website as a gaming industry leader.
- Descriptive .Game domains can help to indicate your type of gaming services to your users.
- Location-specific .Game domains can establish your website as the go-to destination for your region's sports league or team.
- Memorable .Game domain names can make it easy for gamers to find and remember your website online.
- Keyword-rich .Game domains can match what gamers of all types are searching for.

### Ways to use .Game

- Display your video game or board game on **www.YourBrand.Game** or **www.YourName.Game**.
- Use keyword-rich **www.YourCategory.Game** or **www.YourVersion.Game** to match what online shoppers are searching for.
- Market your gaming company with **www.YourCompany.Game** or **www.YourBusiness.Game**.
- Attract fellow local sport fans in your area with **www.YourCity.Game** or **www.YourLeague.Game**.
- Showcase your video gaming abilities with **www.YourName.Game** or **www.YourPortfolio.Game**.

Go for the gold with .Game.

[Register your .Game domain now](#)

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Thank You

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For inquiries, please contact [hello@gen.xyz](mailto:hello@gen.xyz)

[www.Nic.Game](http://www.Nic.Game)

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