

Brand Book

The Intelligent Alternative to Com Domains





Product Value

To enable every company and person to stand out online and be visible globally through equal access to com domains and creative solutions.





Goal

To become the platform of choice,
providing cost-effective creative
domain names and IT solutions





Principles

Any individual or organization deserves to be visible on the web. Your potential is limitless and borderless. That's why we dare to design the future of the domain name business. Innovation thrives here – you can't change the world standing still. The world is our community. We believe trust can only be earned, and if we focus on the customer, all else will follow.





Brand Characters

We are leading the democratization of domains markets.





Tone of Voice

We are leading the democratization of domains markets.

Inspiring and motivational

Professional and trustworthy

Confident

Relevant

Approachable



Logotype

The rapid outlines of our logo combine confidence in the future, energy and direction for development.

Associations: computer mouse cursor, lightning.

The logo already contains the website address.

[Open Figma File](#)





Logotype Variations

We have 4 ways to use the logo: vertical, horizontal, text and in the form of a symbol. The vertical format is recommended for vertical layouts or close to square proportions. Horizontal is recommended for horizontal formats.

The logo can be dark and light, you should choose the one that provides the best contrast. For motley backgrounds, we recommend using a substrate.

[Open Figma File](#)

Elements: **Logotype**



Vertical light



Horizontal light



Text light



Icon light



Vertical dark



Horizontal dark



Text dark



Icon dark

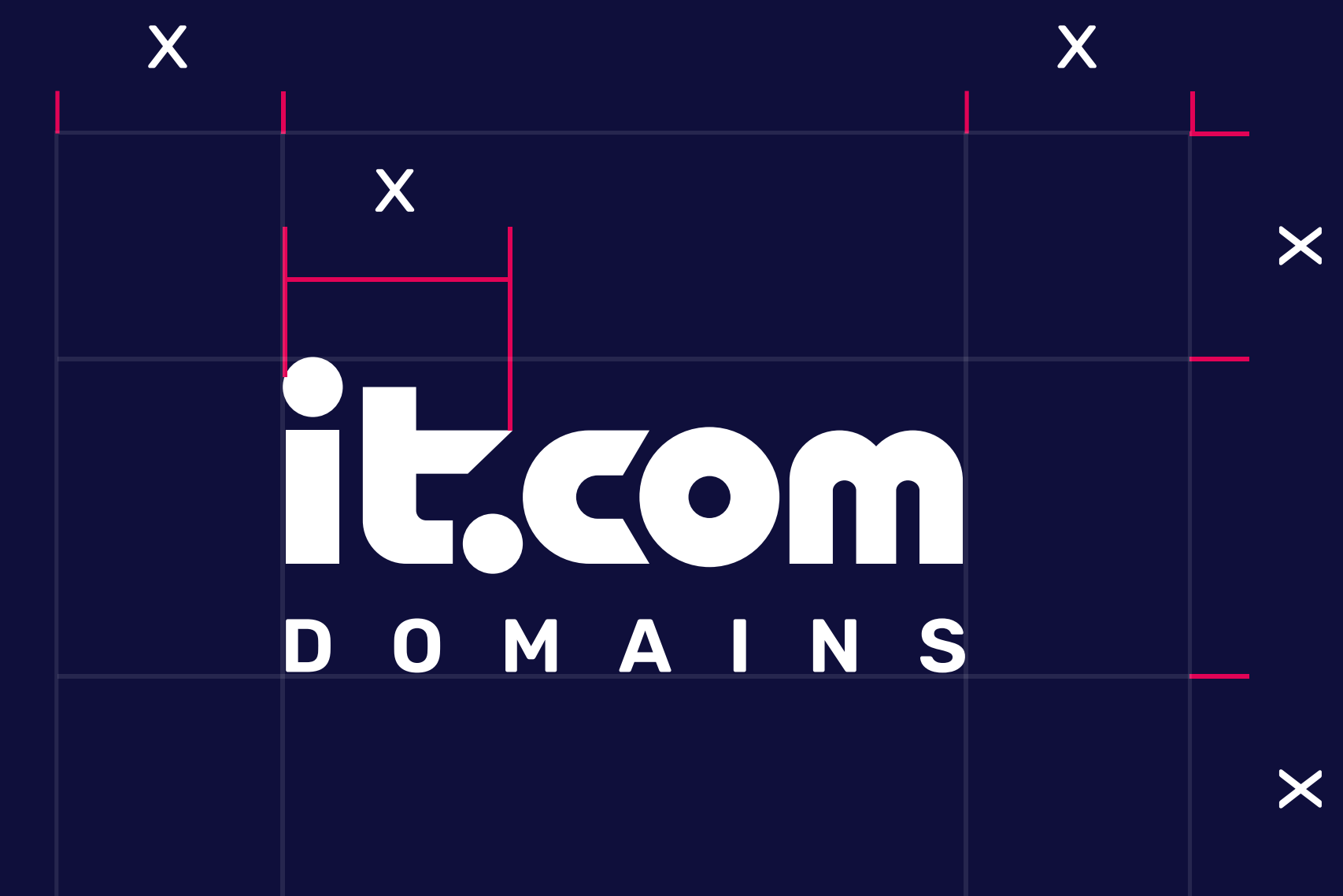
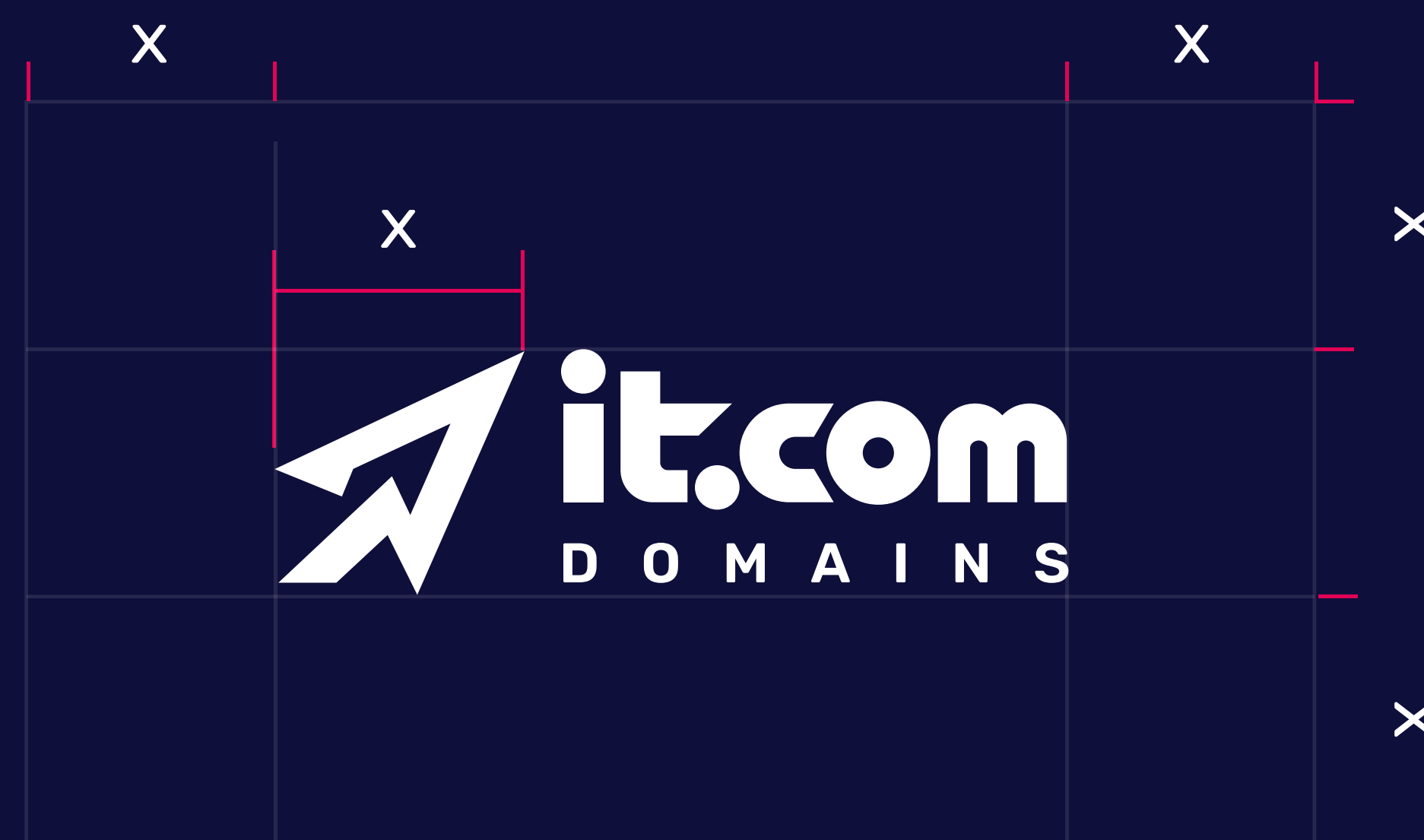
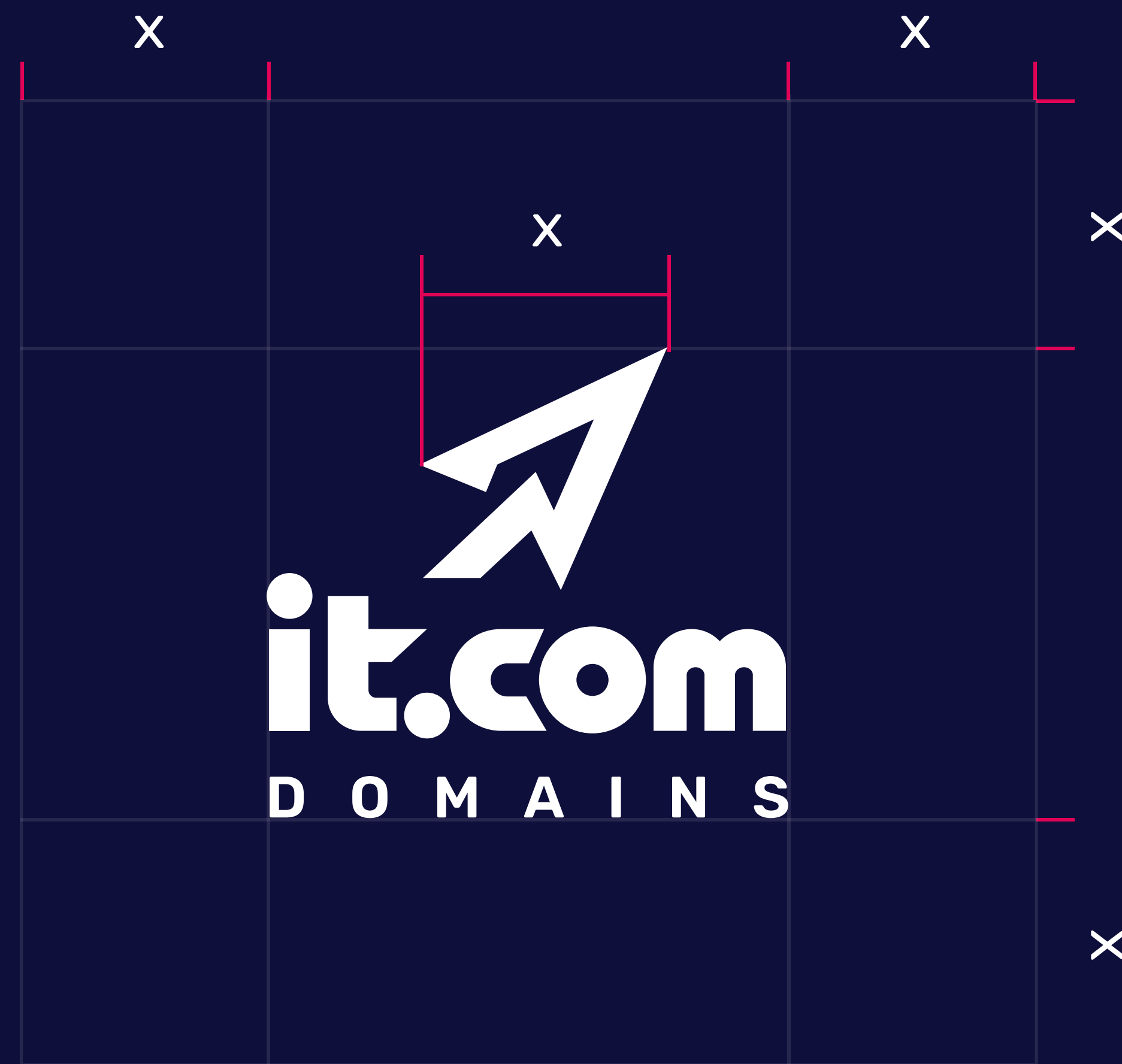


Safe Areas

Please use the recommendations for safe zones around the logo to keep it readable.

When printing, the size of the arrow height must be at least 5 mm.

For screens, the size of the arrow height must be at least 24 pixels.





Typography

We use Rubik font in different styles for all materials. White is used for the text, **yellow is allowed for accents.**

Please see the examples in the Figma file

[Download Rubik font](#)

Header 1

Header 2

Header 3

Subtitle

Strong

Body

Button



Colorimetry

Please stick to the color palette to preserve the recognizability of the materials. You can see examples of using colors in the Figma project

[Open Figma File](#)

Backgrounds



HEX #100F3B
CMYK 100, 98, 42, 52

HEX #16184C
CMYK 100, 99, 35, 41

HEX #222360
CMYK 100, 99, 31, 23

HEX #4956AD
CMYK 81, 74, 0, 0

HEX #7D8BEB
CMYK 53, 45, 0, 0

Accents



HEX #FF025B
CMYK 0, 97, 57, 0

HEX #E8C33C
CMYK 10, 21, 90, 0

Text



HEX #FFFFFF, 100%

HEX #FFFFFF, 80%



Illustrations

We use isometric illustrations. Go to the project in Figma to see more examples of illustrations






[Open Figma File](#)





Usage and Expression of the it.com Suffix

Because uppercase “I” (i) and lowercase “l” (L) look similar in many fonts, we suggest always expressing the suffix it.com in full lower case. Keeping it lowercase makes the brand clearer and reduces the chance of end users confusing “i” with “l”.

 i	 it.com Domains
 I	 IT.COM Domains
	 It.com Domains

In Public

Use “it.com Domains”

In the beginning of the sentence: “The company, it.com Domains”

Examples:

World Chess announces 3-year partnership with **it.com Domains**.

The company, it.com Domains, is an international domain name registry, offering third-level domain names under the it.com zone.

Contracts

Use legal name as registered with the government: “ITcom Domains LTD”

Example:

World Chess plc has signed a three-year partnership agreement (the “Agreement”) with **ITcom Domains LTD** (it.com Domains).

When referring to domains within the it.com zone

Use “.it.com domain/domains”

Example:

The best domains for IT companies are **.it.com domains**.