

FOR DOMAIN MAKEOVERS®

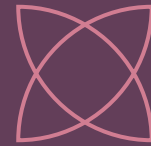
Brand Guidelines

SEPTEMBER 2021 • VERSION 1.1

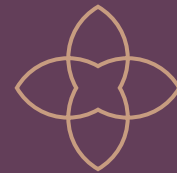
XYZ®



.BEAUTY



.MAKEUP



.HAIR



.SKIN

About

FOR DOMAIN MAKEOVERS®

.Beauty, .Hair, .Skin, and .Makeup make a brand's online presence flawless.

This lineup of new domain names instantly establishes you as a cosmetics, hair care, and skincare leader, and attracts your ideal audience to your website.

.Beauty, .Hair, .Skin, and .Makeup are for anyone looking for a head-turning brand presence.

The beauty industry's explosive innovation, creativity, and entrepreneurship now have a worthy home online. Unite with your fellow beauty companies, professionals, influencers, and fans on the only domain made especially for you.





Full-color primary logos

Download logos at www.nic.beauty/files

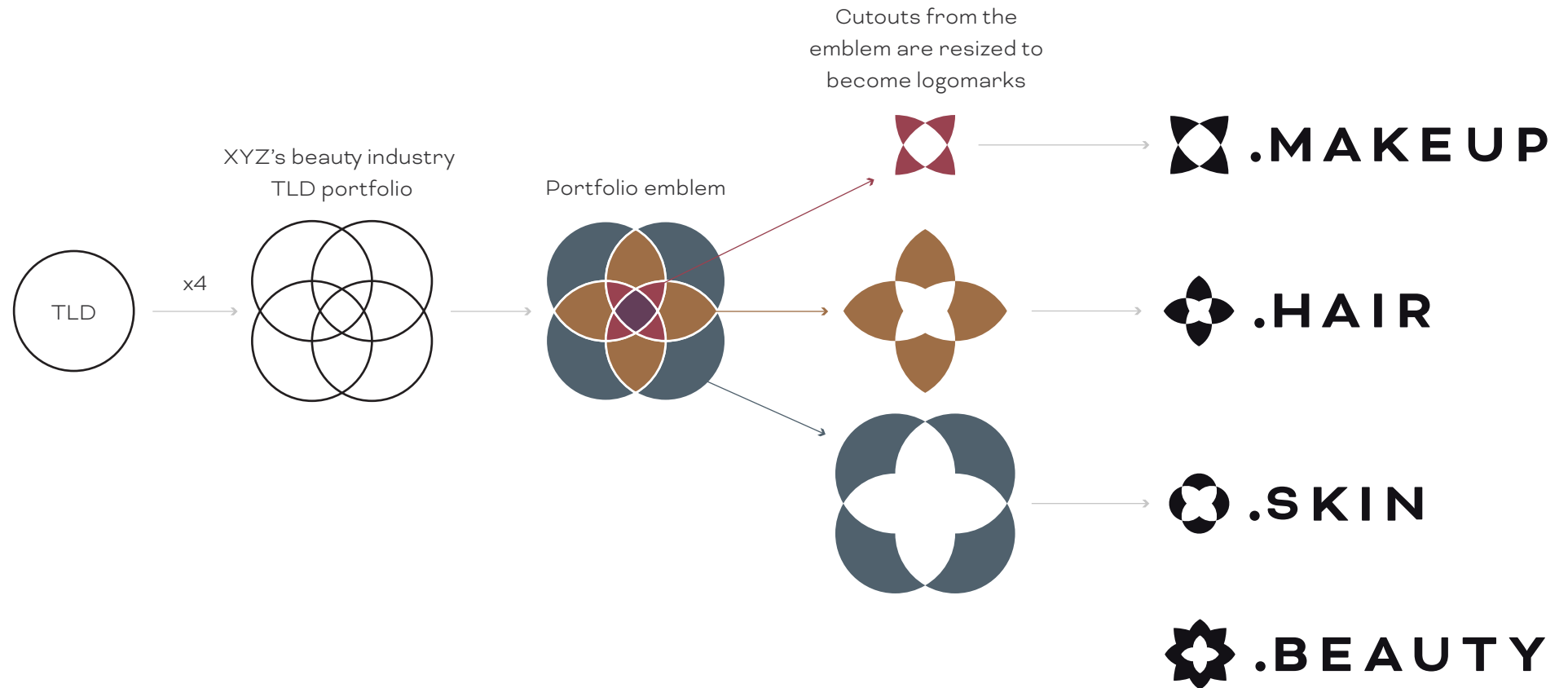
Logo concept

LEARN ABOUT OUR LOGOS

LOGOMARK CONCEPT

This diagram illustrates the creation of the .Beauty, .Makeup, .Hair, and .Skin logomarks.

By deriving all 4 TLD logomarks from the same geometric shapes, the entire brand is both visually and conceptually cohesive.



“The whole is greater than the sum of it’s parts.”

— ARISTOTLE

To visually represent the beauty industry, the .Beauty logomark is a combination of traits from the .Makeup, .Hair, and .Skin logomarks.

Logo usage

GUIDELINES

When displaying all 4 of our logos, take care to align them in a consistent way.

Use the width of the “.B” from the .Beauty logo as the clearspace ruler. Each logo should have 1x1 or 1 x 1.5 sized clearspace around it, depending on arrangement.

Always arrange the order of the logos following these examples:

 .BEAUTY

 .MAKEUP

 .HAIR

 .SKIN

 .BEAUTY  .HAIR

 .MAKEUP  .SKIN



When arranging all 4 logos in a horizontal row, use the plain logotypes without the logomarks in this order

————— .BEAUTY .HAIR .SKIN .MAKEUP

Logo usage

GUIDELINES

Provide adequate contrast between the background and our logos.

Do not swap brand colors or use non-brand colors in our logos.

Do not change the stroke width for the outlined logomarks.

Do not skew, distort, or edit our logos.

Always resize our logos proportionally.

Do not scale our logos smaller than .2in or 35px in height.

.2in [ .BEAUTY

White or light backgrounds



Black backgrounds



Color backgrounds



Complex or photographic backgrounds



Add color overlay to increase contrast and legibility

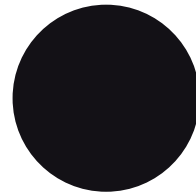
Colors

BRAND COLOR PALETTE

GUIDELINES

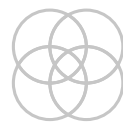
Each of the 4 TLDs has a brand color palette.

Download the color palette:
www.nic.beauty/files

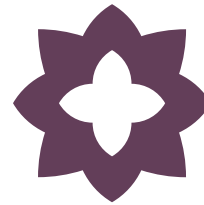


Black

#131116

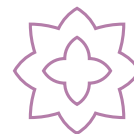


Emblem



.Beauty Purple

#633E59



#B77DAC

PRIMARY



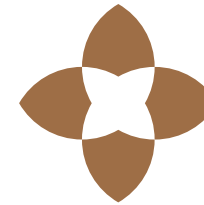
BRIGHT



LIGHT

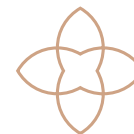


PALE



.Hair Gold

#9E6E46



#D1A688

PRIMARY



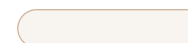
BRIGHT



LIGHT



PALE



.Skin Teal

#50616D



#7FA3B2

PRIMARY



BRIGHT



LIGHT

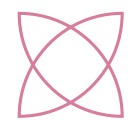


PALE



.Makeup Red

#994250



#DB7D9C

PRIMARY



BRIGHT



LIGHT



PALE



HEADINGS

Bicyclette Bold is our primary heading font.

Only Bicyclette may be used in all-caps. All-caps text must have generous, loose tracking:

Tracking: 100

CSS Letter-spacing: 1.5px

Moret Regular can be used for large headings in order to add variety and visual interest.

Large headings set in Moret look best with 5 tracking.

Bicyclette Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

01234567890!@#&";:

ALL-CAPS LOREM IPSUM DOLOR SIT AMET.

Moret Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

01234567890!@#&";:

BODY TEXT

Bicyclette Light is our body text font. The Bicyclette family requires extra leading for body text:

Leading/line-height: 1.33

Just like the Bold weight, Bicyclette Light may also be used in small headings or captions in all-caps. All-caps text must have generous, loose tracking:

Tracking: 100

CSS Letter-spacing: 1.5px

Bicyclette Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

01234567890!@#&";:

ALL-CAPS LOREM IPSUM DOLOR SIT AMET.

Brand fonts are available via Adobe Fonts
Download more font information at: www.nic.beauty/files

Brand visuals

HOW TO CHOOSE BRAND VISUALS

GUIDELINES

Photography

Primary brand visuals should feature natural photographs of business owners, freelancers, and other beauty professionals in their element.

Photography should feature a clear subject. Avoid overly staged stock photos with harsh studio lighting.

The subjects in our brand photography should reflect the international beauty industry. Photography and other visuals should promote inclusivity and diversity.

Accent or background photography should feature plants, flowers, and other natural examples of geometry.



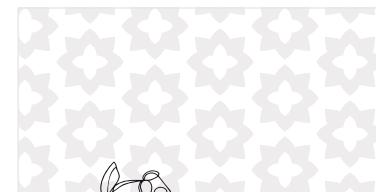
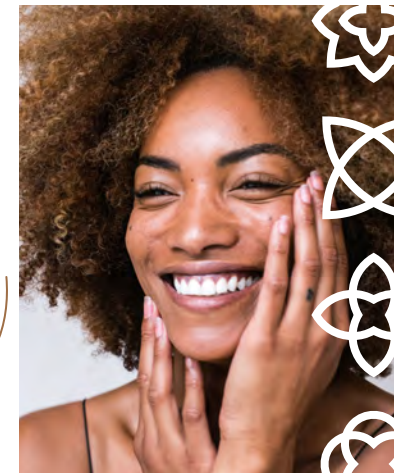
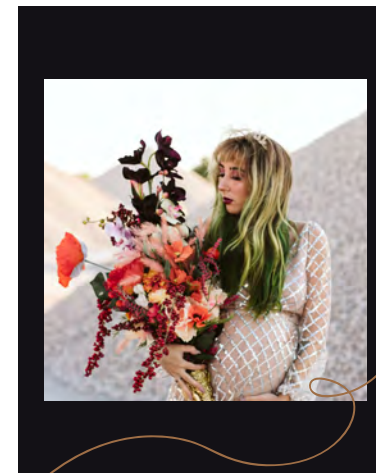
Illustrations & patterns

Combine photography with handdrawn illustrations and organic lines. This mixed media approach represents the joy and creativity found in the beauty industry.

Keep stroke weights consistent: .5px, 1px, or 3px.

Overlapping elements and offsetting elements is recommended within compositions.

Use our logomarks as subtle repeating pattern backgrounds.



Need to reach out to someone at XYZ?



hello@go.beauty

