

.Pics Marketing Kit



Share your world™

Version 1.0

Introduction

Strike a pose with .Pics – the domain name made for photography experts, amateurs, and everyone in between. Short and snappy, the unrestricted .Pics domain helps your customers easily share their digital images with the world.

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

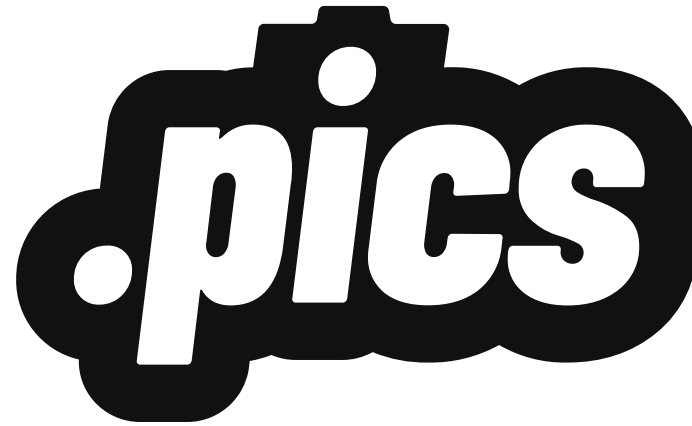
Use this kit to build up your marketing of .Pics domains. Send questions or feedback to hello@gen.xyz, we look forward to hearing from you.

The XYZ Team



Logo

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



Primary Logo



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.

Use the **photo fill** version of the logos only on light backgrounds. Take care to ensure clear visibility of the logotype when choosing a photo.



	Light backgrounds	Dark backgrounds	Colorful backgrounds
Primary Logo			
Single Color White			

Photo Fill



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.pics/files>



Unacceptable logo usage



X Problem: Wrong colors

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



X Problem: Insufficient clearspace

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



X Problem: Logo is illegible on this background

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



X Problem: Logo is modified

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



X Problem: Logo uses incorrect font

Do not alter the logo or font.



X Problem: Outdated branding

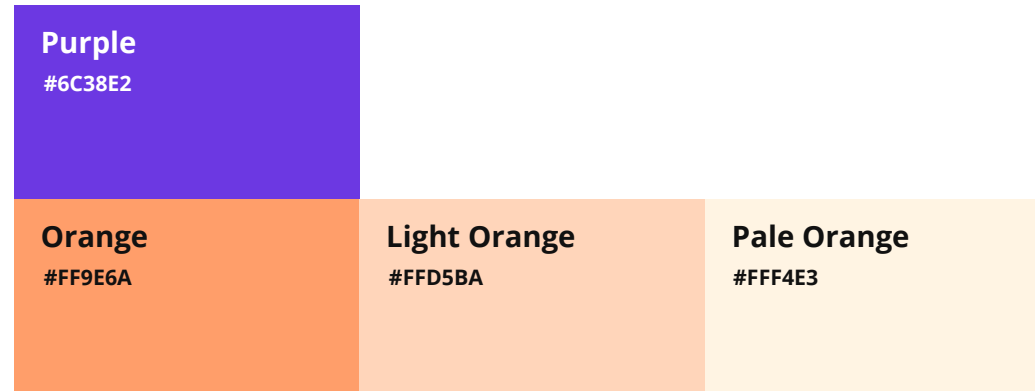
Use only the official logos found at:
<https://nic.pics/files>

Brand Colors

Marketing materials should use these primary and neutral colors.

Primary Palette

Tints & Shades



Neutral Palette

Tints & Shades



Fonts

Use **Oxygen Regular** for main headings.

Use **Open Sans Bold** for all other headings.

Use **Open Sans Regular** only for body paragraphs.

Oxygen Regular

The quick brown fox jumps over the lazy

Open Sans Bold

The quick brown fox jumps over the lazy dog.

Open 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:

Share your world™

Website:

<https://xyz.pics>



.Pics Marketing Kit

Take your shot with .Pics

Create a picture-perfect brand image with the .Pics domain name. From proudly displaying your portrait work online, to sharing tips and tricks with other digital image enthusiasts, or compiling your most fun-loving family photos with an online album, the .Pics domain is made for photography experts, novices, and everyone in between.

The .Pics domain is perfect for:

- Photography portfolios
- Image and photo blogs
- Photography guides
- Photography studios
- Event planners
- Photography clubs and organizations
- Family photo albums

Promote your photography portfolio and pricing information on **www.YourBrand.Pics** or **www.YourName.Pics**.

Use keyword-rich **www.YourType.Pics** or **www.YourSpecialty.Pics** to match what company and special event planners are searching for.

Connect with other photography enthusiasts with **www.YourBlog.Pics** or **www.YourGroup.Pics**.

Attract businesses in your area with **www.YourCity.Pics** or **www.YourState.Pics**.

Create an online home for your family's or friend's photos with **www.YourName.Pics** or **www.YourGroup.Pics**.



Develop your photo-sharing skills online with a .Pics domain name.

Top 5 ways to use .Pics

1. **Snappy .Pics domains catch the attention of those seeking a photographer.**

- www.YourName.Pics
- www.YourBusiness.Pics
- www.YourBrand.Pics

2. **Easy to remember .Pics domains help your friends and family to easily find your online photo album online.**

- www.YourName.Pics
- www.YourVacation.Pics
- www.YourReunion.Pics

3. **Topical .Pics domains can help you to connect with other photography enthusiasts online.**

- www.YourType.Pics
- www.YourBlog.Pics
- www.YourGroup.Pics

4. **Keyword-rich .Pics domains match what company and special event planners are searching for.**

- www.YourService.Pics
- www.YourType.Pics
- www.YourStyle.Pics

5. **Location-specific .Pics domains establish your photography studio as the go-to destination in your region.**

- www.YourCountry.Pics
- www.YourCity.Pics
- www.YourState.Pics



Email Content

Dedicated Email Content

Subject: .Pics: Share your world™

Take your shot online with .Pics domains. From proudly displaying your portrait work online, to sharing tips and tricks with other digital image junkies, or compiling your most fun-loving family photos with an online album, .Pics domain helps anyone create a standout brand image online.

Reasons to choose .Pics

- Snappy .Pics domains can catch the attention of those seeking a photographer.
- Easy to remember .Pics domain names can help your friends and family to easily find your online photo album.
- Striking .Pics domains can help you to connect with other photography enthusiasts online.
- Keyword-rich .Pics domains can match what company and special event planners are searching for.
- Location-specific .Pics domains can establish your photography studio as the go-to destination in your region.

Ways to use .Pics

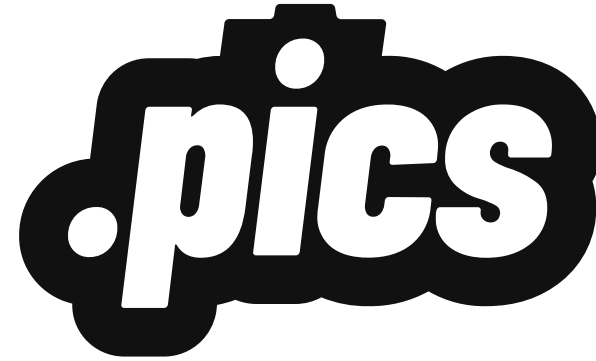
- Promote your photography portfolio and pricing information on **www.YourName.Pics** or **www.YourGroup.Pics**.
- Use keyword-rich **www.YourType.Pics** or **www.YourSpecialty.Pics** to match what company and special event planners are searching for.
- Connect with other photography enthusiasts with **www.YourBlog.Pics** or **www.YourGroup.Pics**.
- Attract businesses in your area with **www.YourCity.Pics** or **www.YourState.Pics**.
- Create an online home for your family's or friend's photos with **www.YourBrand.Pics** or **www.YourCompany.Pics**.

Create a standout brand image with .Pics.

[Register your .Pics domain now](#)



Thank You



For inquiries, please contact hello@gen.xyz

www.Nic.Pics

