

# Brand Guidelines.

# Content Sections.

## B2C and B2B

01. Intro

02. Logo

03. Color Palette

04. Typography

05. Iconography

## B2C

06. Voice

07. Color Usage

08. Elements

09. Photography

10. Application

## B2B

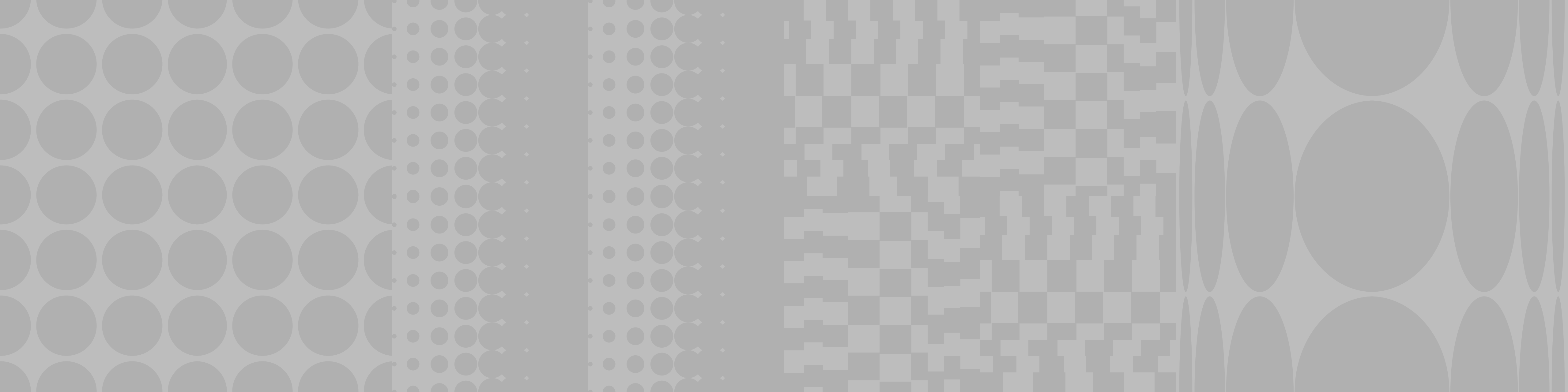
11. Voice

12. Color Usage

13. Elements

14. Photography

15. Application



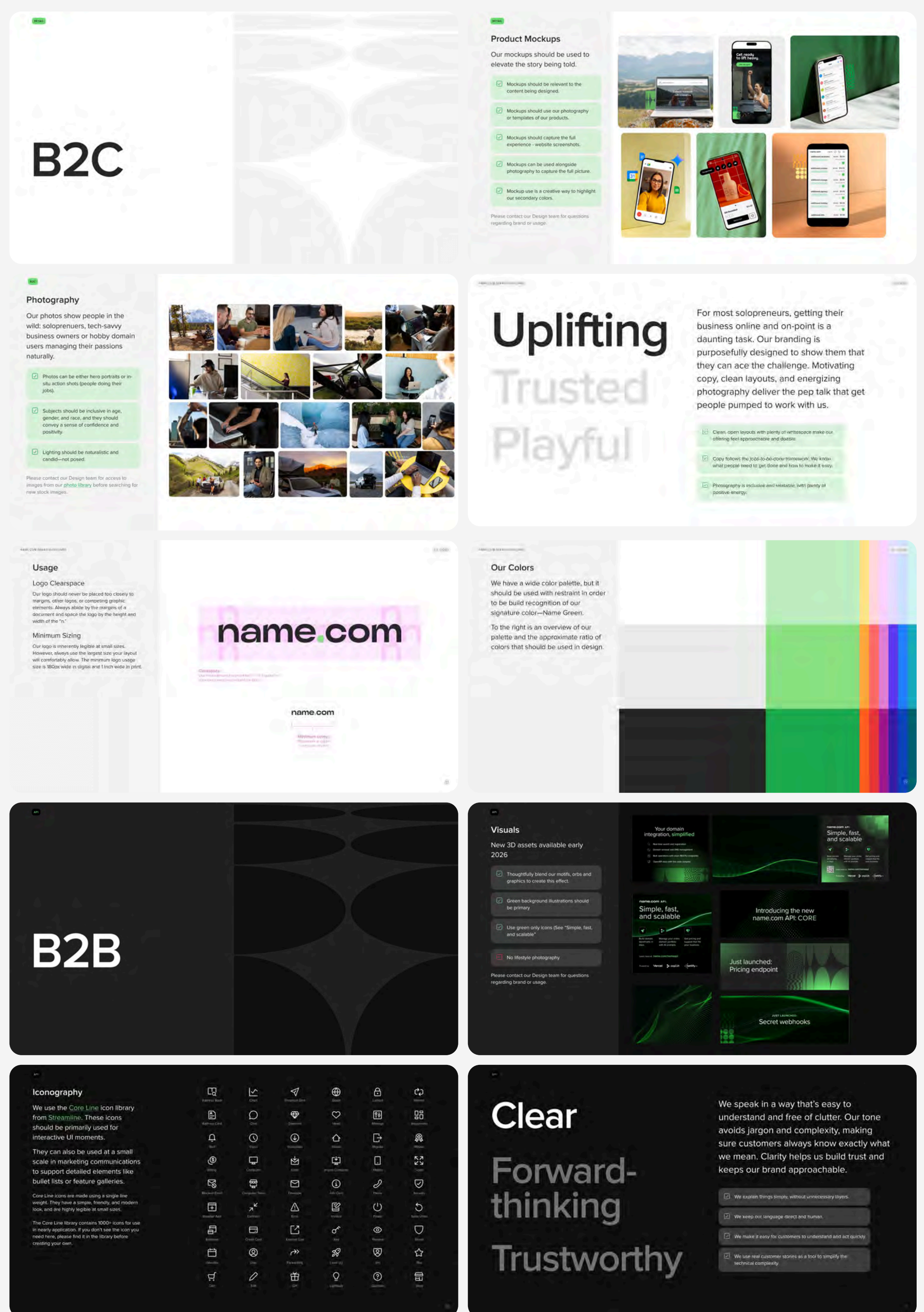
# Intro

# Why this Guide?

Our brand tells the world who we are and what we stand for. It helps us create opportunities, strengthen relationships, and stand out from the competition. This guide will help you apply our brand's identity standards with consistency and impact across a variety of applications.



For questions, approvals, or to locate assets, please contact Makenzi LeMay: [makenzi.lemay@name.com](mailto:makenzi.lemay@name.com)



## Version 2.0

# Updates

This update reflects a new phase for our brand as we expand into the B2B market, beginning with the relaunch of the name.com API. To ensure a cohesive brand experience across all touchpoints, we've introduced new guidelines that accommodate both our B2C and B2B storefronts. While our core visual identity remains the same, these updates provide clear guidance to help us scale effectively. In addition, we've provided further guidance on brand name, color and photography.



For questions, approvals, or to locate assets,  
please contact Makenzi LeMay: [makenzi.lemay@name.com](mailto:makenzi.lemay@name.com)

## What's changed?

- ✓ **Lowercase brand name:**  
Reinforcement of using "name.com" in all lowercase.
- ✓ **Reduced color palette:**  
Our secondary color palette has been streamlined.
- ✓ **New photography guidelines:**  
Updated guidance for all brand photography.
- ✓ **Specific B2C and B2B guidelines:**  
New sections with application examples to guide our work in both the B2C and B2B spaces.

# Logo.

## 01

Our logo is our brand's primary identifier. It embodies the value and experience we provide to customers. It's crucial that we treat it with care in all applications to maintain its integrity and recognizability. The following pages will help you understand and apply the usage rules for our logo.

## Our Logo

Our logotype is a customized sans serif. It balances a confident, monumental presence with a dash of idiosyncrasy for a signature look.

Our logo has two colorways—logo on white or on black. You should select the colorway that provides maximum legibility and contrast for your application. Please do not alter the colorways or create new ones.

The dot in the logotype should always be green.

The logotype should never be substituted for another typeface or altered in any way.

The logo 'name.com' is displayed in a bold, black, sans-serif font on a white background. The dot of the period is a vibrant green color.The logo 'name.com' is displayed in a bold, white, sans-serif font on a solid black background. The dot of the period is a vibrant green color.

# Usage

## Logo Clearspace

Our logo should never be placed too closely to margins, other logos, or competing graphic elements. Always abide by the margins of a document and space the logo by the height and width of the “n.”

## Minimum Sizing

Our logo is inherently legible at small sizes. However, always use the largest size your layout will comfortably allow. The minimum logo usage size is 180px wide in digital and 1 inch wide in print.



### Clearspace:

Use the width and height of the “n” as a guide for minimum clearspace around the logo

name.com



**Minimum sizing:**  
180px wide in digital  
1 inch wide in print

## Abridged Logo

This logomark can be used as a favicon, an avatar in social channels, or as a small signature element in applications where the full logo would be too small for legibility.

- ✓ It can be used with or without the circle frame.
- ✓ It should only be used in these two colorways.
- ✓ It should not be paired with the full logotype.



**Maximum sizing:**  
65px tall in digital  
.5 inch tall in print



**Maximum sizing:**  
120px in digital  
.75 inch in print



## Improper Logo Usage

These examples show common logo alterations in the spirit of showing designers what not to do. To state it clearly, our logo should never be modified in any way, other than the colorways shown on [page XX](#). The only decisions to make when using our logo are how to scale it and where to place it.



# Full Color Palette.

## 02

Color is a key way to build brand recognition and equity. Our goal is to make Name Green (our signature color) instantly recognizable and associated with our brand. The following pages outline our color palette and its usage rules.

## Our Colors

We have a wide color palette, but it should be used with restraint in order to build recognition of our signature color—name green, black and white.

To the right is an overview of our palette and the approximate ratio of colors that should be used in design.



## Primary Palette

Our principal colors are white, grey, black, and name green. They should make up the majority of colors used in all designs.

Please adhere to these specific values when using color in design.

### White

CMYK 0, 0, 0, 0  
Pantone White  
HEX FFFFFFFF

### Light Name Green

CMYK 20, 0, 19, 7  
Pantone 2253 C  
HEX BEEEC1

### Gray

CMYK 0, 0, 0, 8  
Pantone Cool Gray 1 C  
HEX EBEFEB

### Name Green

CMYK 50, 0, 45, 15  
Pantone 2268 C  
HEX 6EDA78

### Black

CMYK 0, 0, 0, 85  
Pantone Black 3 C  
HEX 282828

### Dark Name Green

CMYK 82, 0, 53, 33  
Pantone 2272 C  
HEX 1EAA50

## Secondary Palette

These colors should be used **sparingly** to add impact or call attention to key moments. These colors can be used in iconography or as accent colors in full photography.

They can also be used for UX purposes to signal interactive elements or to communicate success, errors, alerts, warnings, or other experiential states.

Please adhere to these specific values when using color in design.

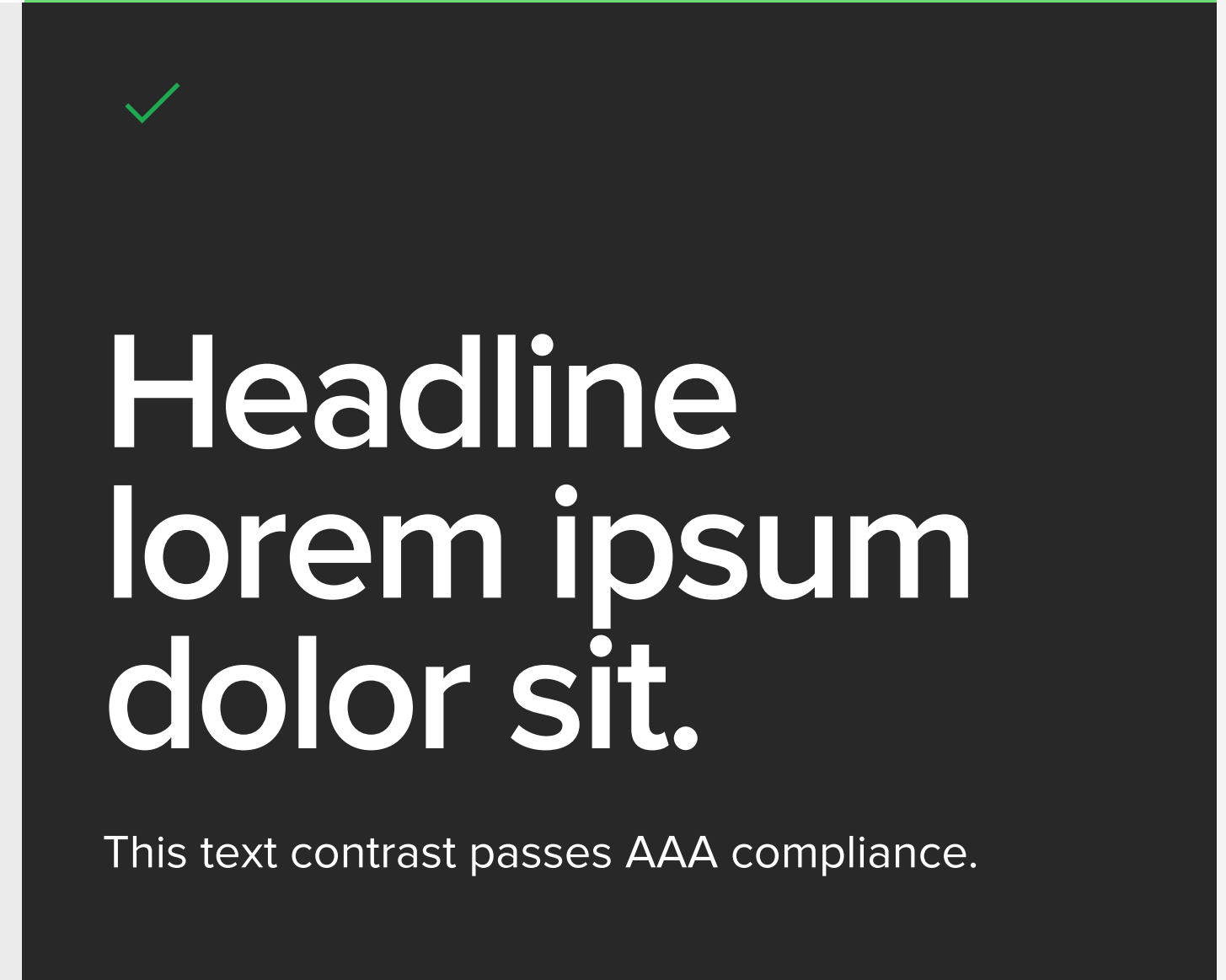
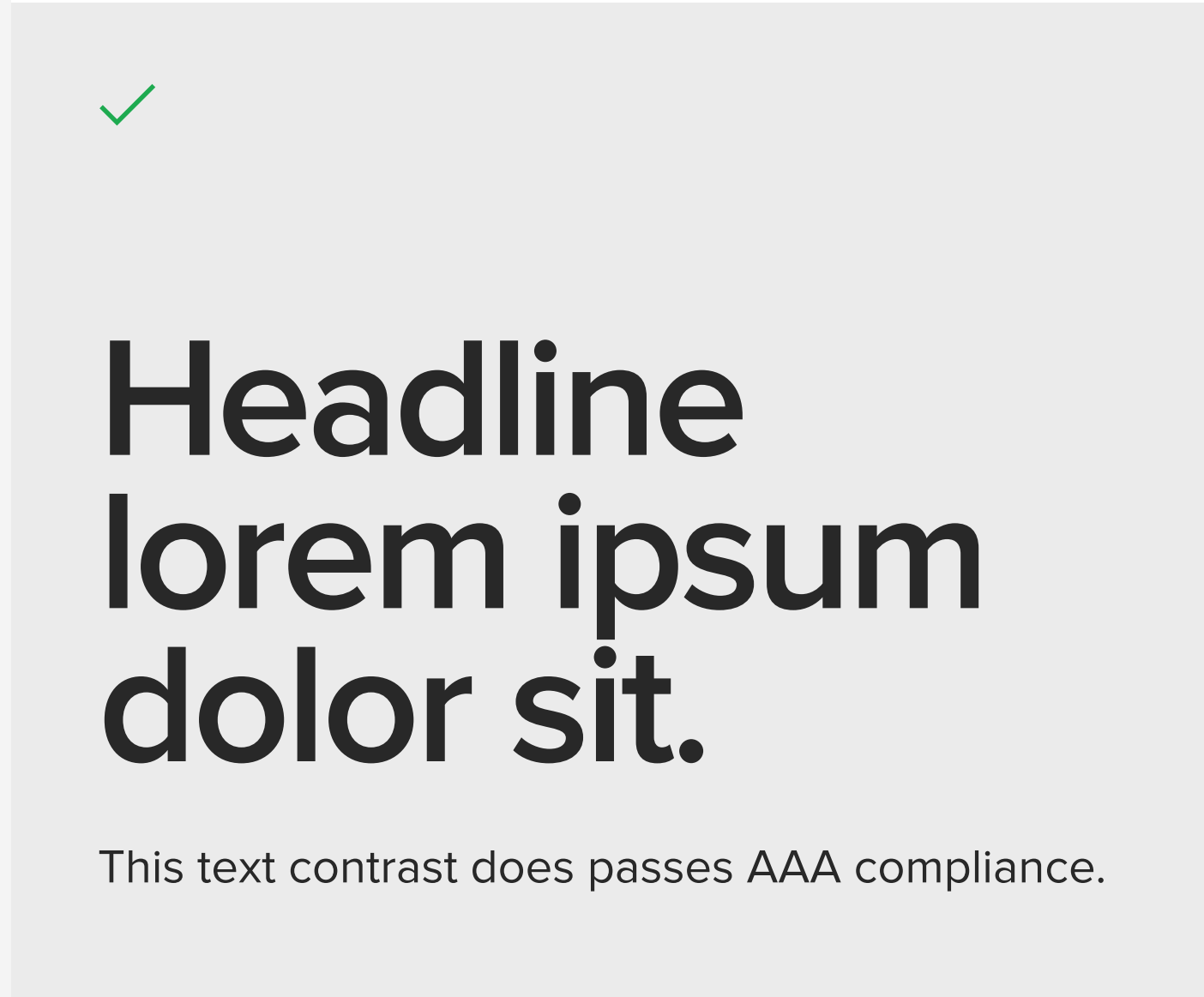
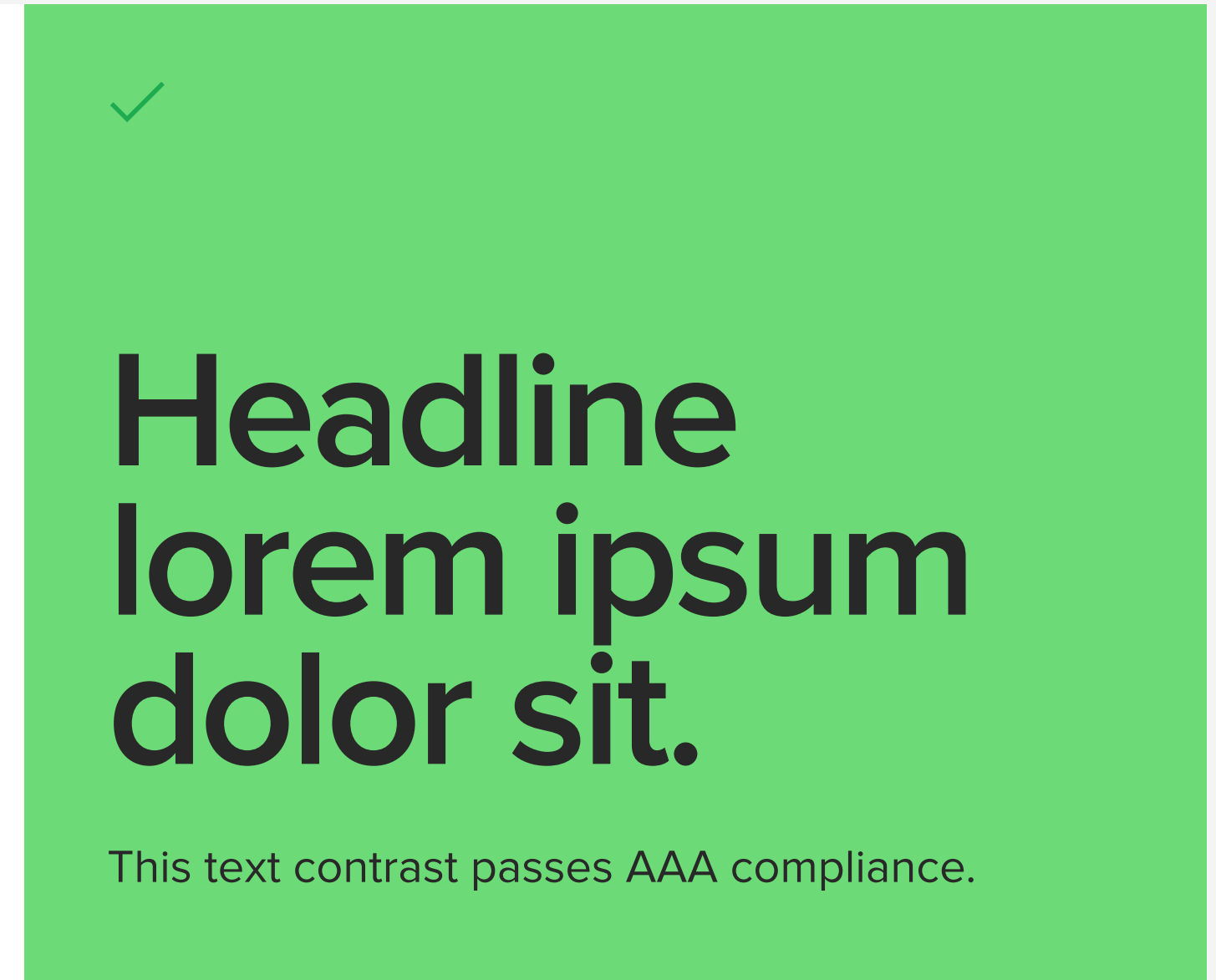
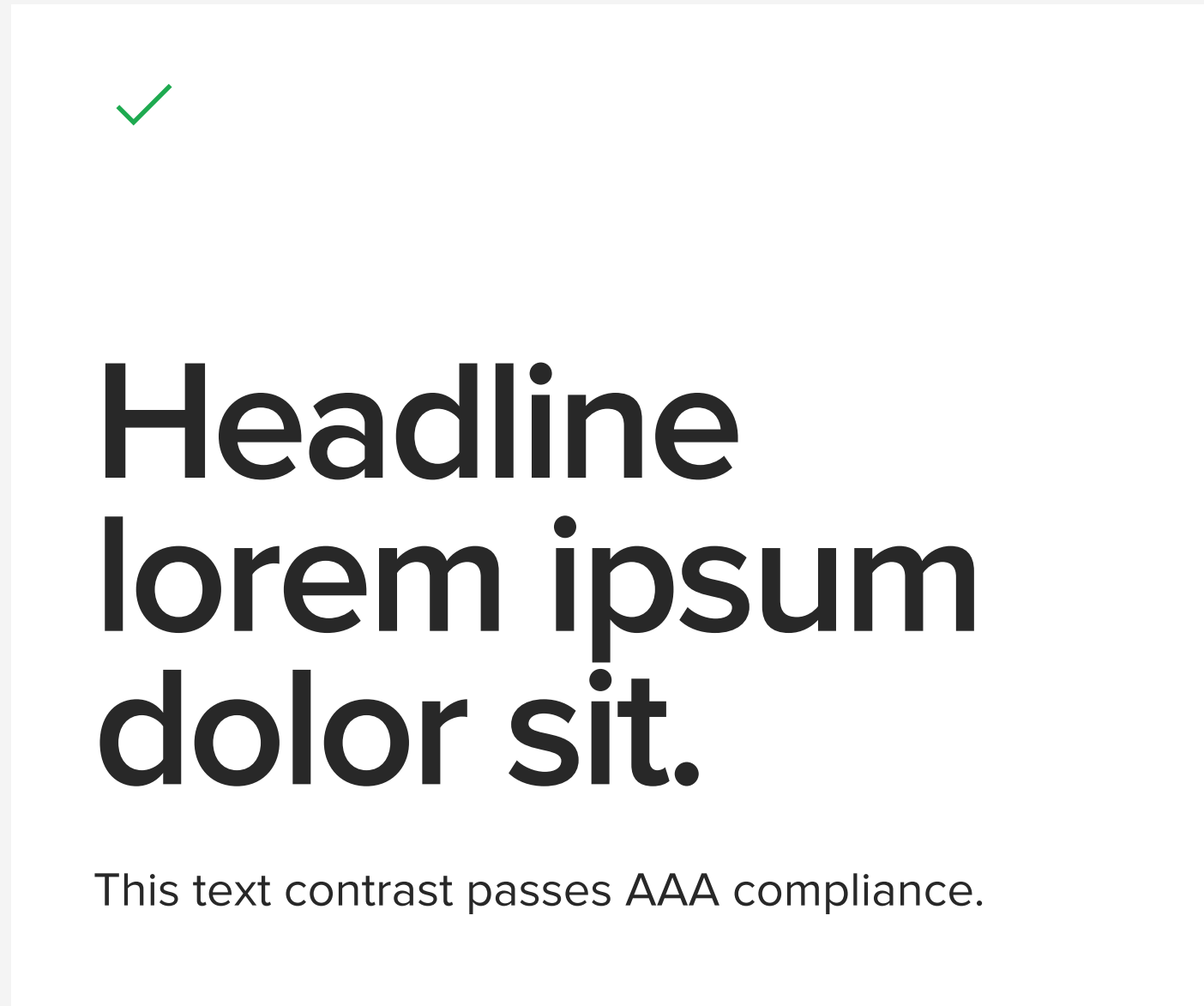
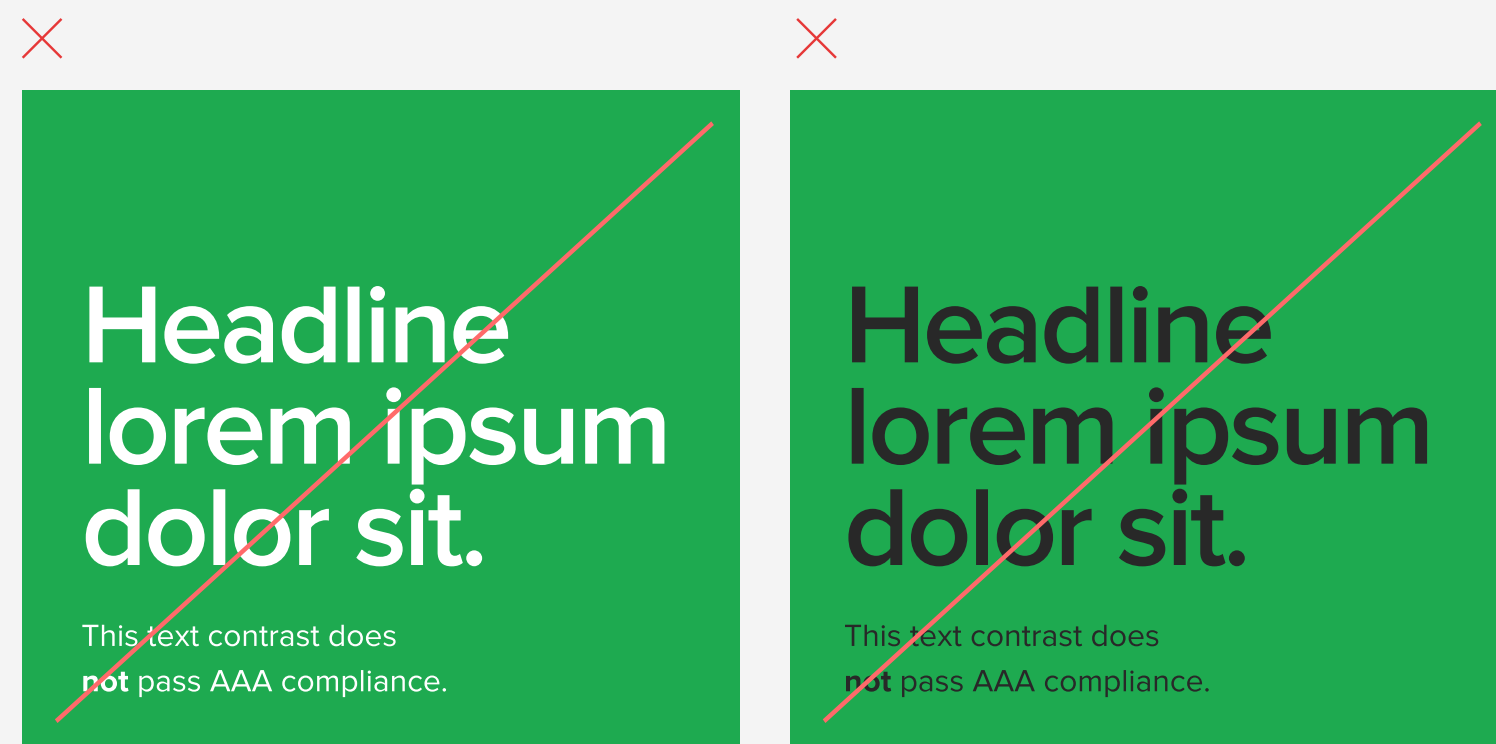
<p><b>Yellow</b></p> <p>CMYK 0, 10, 46, 0 Pantone 2005 C HEX FFE589</p>	<p><b>Light Blue</b></p> <p>CMYK 19, 11, 0, 0 Pantone 2708 C HEX CEE2FF</p>	<p><b>Light Magenta</b></p> <p>CMYK 1, 18, 0, 0 Pantone 243 C HEX FDD2FF</p>	<p><b>Light Purple</b></p> <p>CMYK 11, 13, 0, 0 Pantone 7443 C HEX E4DEFF</p>	<p><b>Light Teal</b></p> <p>CMYK 15, 0, 0, 4 Pantone 304 C HEX D0F4F4</p>
<p><b>Orange</b></p> <p>CMYK 0, 35, 75, 0 Pantone 123 C HEX FFA73F</p>	<p><b>Blue</b></p> <p>CMYK 85, 49, 0, 0 Pantone 2728 C HEX 2681FF</p>	<p><b>Magenta</b></p> <p>CMYK 0, 44, 7, 12 Pantone 245 C HEX E17FD2</p>	<p><b>Purple</b></p> <p>CMYK 60, 75, 0, 6 Pantone 2366 C HEX 5F3CF0</p>	<p><b>Teal</b></p> <p>CMYK 86, 11, 0, 25 Pantone 3545 C HEX 1AAAC0</p>
<p><b>Dark Orange</b></p> <p>CMYK 0, 62, 87, 0 Pantone 123 C HEX FF6022</p>	<p><b>Dark Blue</b></p> <p>CMYK 93, 64, 0, 25 Pantone 2728 C HEX 0E45BF</p>	<p><b>Dark Magenta</b></p> <p>CMYK 0, 83, 13, 36 Pantone 241 C HEX A31C8E</p>	<p><b>Dark Purple</b></p> <p>CMYK 65, 82, 0, 33 Pantone 2371 C HEX 3C1EAA</p>	<p><b>Dark Teal</b></p> <p>CMYK 100, 13, 0, 56 Pantone 3155 C HEX 006271</p>

## Contrast

It's important to prioritize accessibility for all audiences. Please ensure that type has appropriate contrast and legibility, particularly on the web.

To the right are examples of digital content with contrast that complies with Web Content Accessibility Guidelines (WCAG) level AAA. WCAG is the international standard for web design accessibility. The AAA rating is the highest level of compliance and considered to be optimally accessible.

Below are examples of content with too little contrast to pass AAA compliance.



## What to Avoid

Only use our branded white, green, gray or black for background and text combinations

<p>×</p> <p><b>Headline</b> lorem ipsum dolor sit.</p> <p>This text contrast passes AAA compliance.</p>	<p>×</p> <p><b>Headline</b> lorem ipsum dolor sit.</p> <p>This text contrast passes AAA compliance.</p>
<p>×</p> <p><b>Headline</b> lorem ipsum dolor sit.</p> <p>This text contrast does passes AAA compliance.</p>	<p>×</p> <p><b>Headline</b> lorem ipsum dolor sit.</p> <p>This text contrast passes AAA compliance.</p>

# Typography.

03

Typography gives our messaging an emotive quality that creates intrigue, desire, and trust. The following pages outline our brand's typefaces and define the usage rules for type.

## Brand Typeface

Proxima Nova is our primary typeface for headline and body content. It's a humanist sans serif that combines modern proportions with a geometric appearance. It feels like us because it's friendly and assured.

Our brand font is

**Proxima Nova.**

Light

Regular

Semi-Bold

**Bold**

## Usage

The following examples show how to style typography to create proper contrast and messaging hierarchy. Weights and font sizes are shown for reference only—they are not stringent rules. Designers should select weights and sizes that are appropriate for their specific application.

- ✓ Text should only be set in black or white, except when color is needed to denote an interactive function (notes, errors, alerts, links, etc).

**H1 Headline**  
Proxima Nova Semi-Bold

# Get online and on-point.

**H2 Headline**  
Proxima Nova Regular

## Find a name that shines.

**H3 Headline**  
Proxima Nova Semi-Bold

### The easy way to get online, from name to nuts.

**Domain Tag**  
Proxima Nova Light

**.bio** **.education** **.business** **.travel**

**Small Label**  
Proxima Nova Semi-Bold

Customer Stories

**Paragraph Large**  
Proxima Nova Regular

Start something big with a new domain ending. Choose from a world of new domain extensions that help your business stand out and be remembered. Explore your options and don't settle for a less-than-great web address.

**Paragraph**  
Proxima Nova Regular

Our platform makes it simple to find, buy, and manage web domains and digital marketing products. It's for people who would rather grow their business than learn what DNS means.

## Alternate Typefaces

Proxima Nova should be used whenever possible. When that typeface is not available, there are three comparable (and free) typefaces that can be used as alternatives.

Google Fonts: Manrope

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
@ \$ % & abcdefghijklmnopqrstuvwxyz  
0123456789

MS Office (Windows): Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
@ \$ % & abcdefghijklmnopqrstuvwxyz  
0123456789

MS Office (Mac): Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
@ \$ % & abcdefghijklmnopqrstuvwxyz  
0123456789

# Iconography.

04

Iconography is our visual shorthand. Simple and timeless, our icons distill complex ideas into clear, universal symbols. Designed to be minimal and functional, they guide users with ease while reinforcing recognition of the Name.com brand. The following pages outline our icon style, usage rules, and examples.

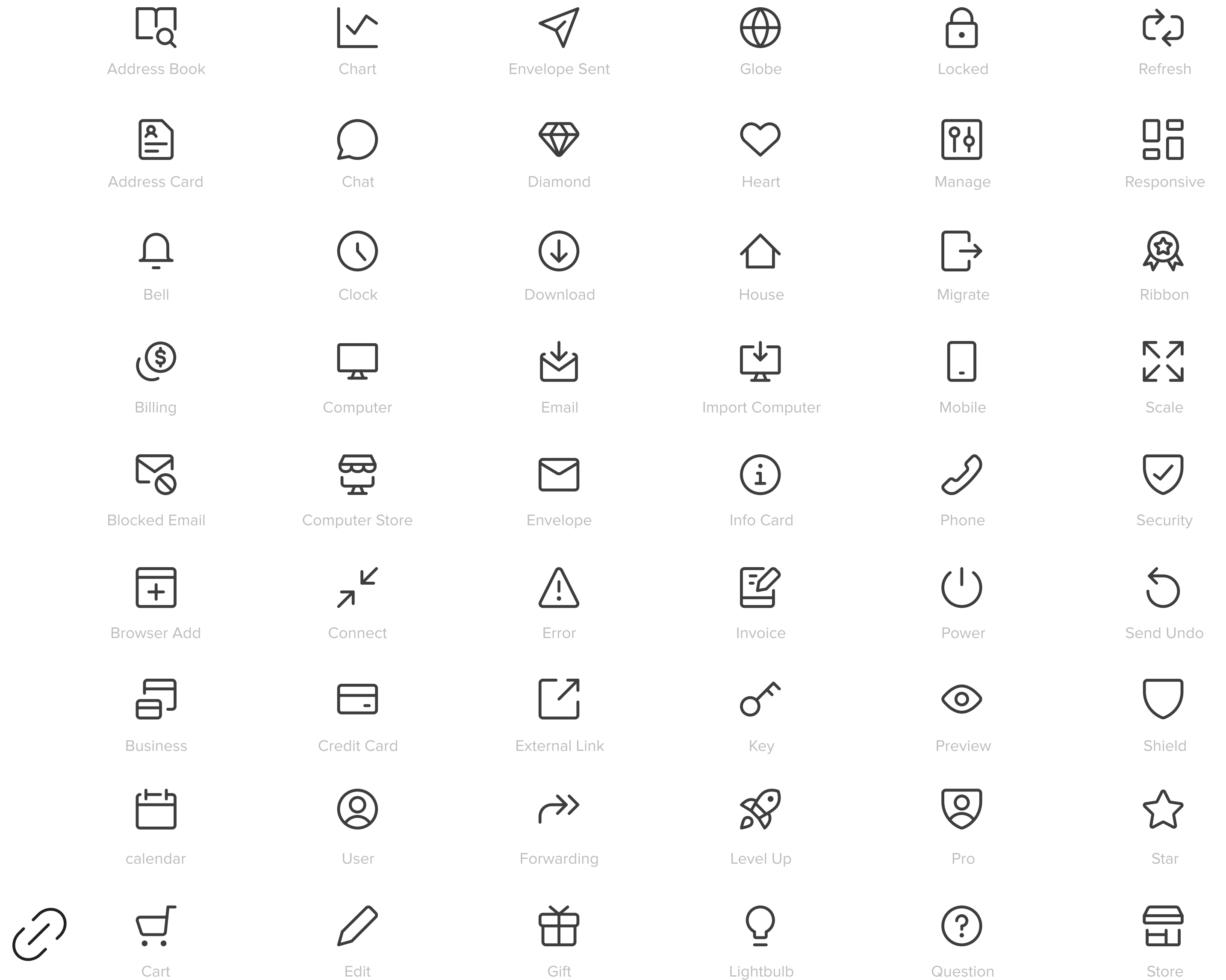
# Iconography

We use the [Core Line](#) icon library from [Streamline](#). These icons should be primarily used for interactive UI moments.

They can also be used at a small scale in marketing communications to support detailed elements like bullet lists or feature galleries.

Core Line icons are made using a single line weight. They have a simple, friendly, and modern look, and are highly legible at small sizes.

The Core Line library contains 1000+ icons for use in nearly application. If you don't see the icon you need here, please find it in the library before creating your own.



# B2C

## Brand Statement

Empowering people to do what they love is the mightiest engine we know for making the world more incredible.

Maybe it's inventing a dog treat that gets tails wagging. Or baking knock-your-tux off wedding cakes. Or keeping backyards Instagram sharp. Or haircuts tight. Or watches ticking. We're here to help you bet on yourself, get online seamlessly and build a integrated digital identity for your project or business.

Because helping you make your name is how we help make the world—and the web—a more fun, fulfilling, and fantastic place to be.

# Voice.

05

Voice traits describe our brand's personality. They help designers, writers, and marketers understand our visual style and copywriting tone. They should be used as creative guidelines that help you imagine how to make things that feel like name.com.

# Uplifting

# Trusted

# Playful

For most solopreneurs, getting their business online and on-point is a daunting task. Our branding is purposefully designed to show them that they can ace the challenge. Motivating copy, clean layouts, and energizing photography deliver the pep talk that get people pumped to work with us.

- ✓ Clean, open layouts with plenty of whitespace make our offering feel approachable and doable.
- ✓ Copy follows the jobs-to-be-done framework. We know what people need to get done and how to make it easy.
- ✓ Photography is inclusive and relatable, with plenty of positive energy.

# Uplifting

# Trusted

# Playful

Solopreneurs have a sea of options for getting online. Our branding helps assure them that they're choosing the right domain and products. Empathetic copy, confident typography, and intuitive UX position us as the one-stop shop to get online and on-point, right out of the gate.

- ✓ The copy tone feels like a trustworthy older sister—we're not selling, we're guiding.
- ✓ Typography feels confident and comforting, like a down-to-earth mentor.
- ✓ Authentic photography feels like real solopreneurs, not digital experts. If they can nail their website, anyone can.

# Uplifting Trusted Playful

Helping solopreneurs do a job well done is a big win. Making it feel fun is unbeatable. Our branding inspires people to believe that we make it enjoyable to get online. Witty copy, energetic patterns, and candid photos elevate the task to the top of the to-do list.

- ✓ Headlines can have a wink when appropriate, and body copy should be informal and jargon-free.
- ✓ Color and pattern should be used to add a jolt of creativity and energy.
- ✓ Photography should lean into people loving what they do and having fun running their business.

## Sample Headlines

Nail your name. Build your business.

Find the domain that gets you found.

The one-stop shop to launch your business.

Find a name that shines.

Start something big with a new domain ending.

Get your business online, with no gaps or gotchas.

Crush all your to-do's right here.

Get your business online and on-point.

Bring your A-name.

The easy way to get online—from name to nuts.

# Color Usage.

06

Color in B2C creates recognition and approachability. Black, green, and white are our primaries, working together to build a bold yet clean look across consumer touch points. Supporting colors are used only to enhance — never to overpower — so our palette feels cohesive, balanced, and unmistakably name.com.

## Our Colors

We have a wide color palette, but it should be used with restraint in order to build recognition of our signature color—name green.

To the right is an overview of our palette and the approximate ratio of colors that should be used in design.



## Primary Palette

Our principal colors are white, grey, black, and name green. They should make up the majority of colors used in all designs.

Please adhere to these specific values when using color in design.

### White

CMYK 0, 0, 0, 0  
Pantone White  
HEX FFFFFFFF

### Light Name Green

CMYK 20, 0, 19, 7  
Pantone 2253 C  
HEX BEEEC1

### Gray

CMYK 0, 0, 0, 8  
Pantone Cool Gray 1 C  
HEX EBEBEB

### Name Green

CMYK 50, 0, 45, 15  
Pantone 2268 C  
HEX 6EDA78

### Black

CMYK 0, 0, 0, 85  
Pantone Black 3 C  
HEX 282828

### Dark Name Green

CMYK 82, 0, 53, 33  
Pantone 2272 C  
HEX 1EAA50

## Secondary Palette

These colors should be used **sparingly** to add impact or call attention to key moments. These colors can be used in iconography or as accent colors in full photography.

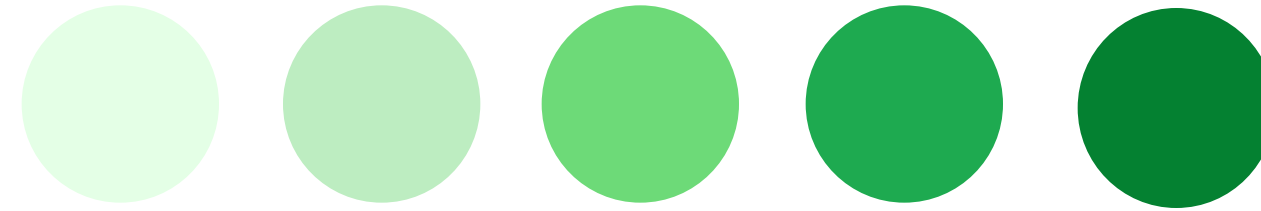
They can also be used for UX purposes to signal interactive elements or to communicate success, errors, alerts, warnings, or other experiential states.

Please adhere to these specific values when using color in design.

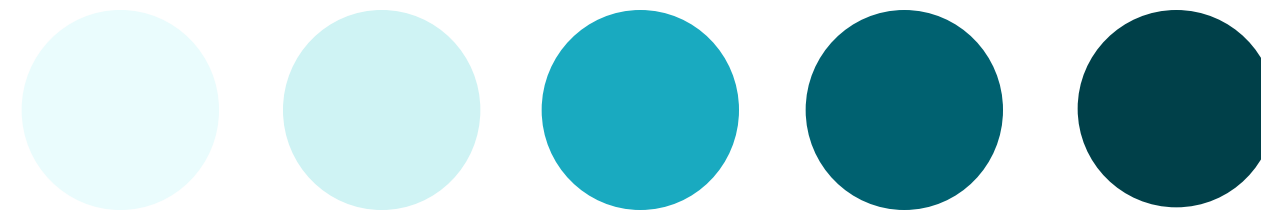
<p><b>Yellow</b></p> <p>CMYK 0, 10, 46, 0</p> <p>Pantone 2005 C</p> <p>HEX FFE589</p>	<p><b>Light Blue</b></p> <p>CMYK 19, 11, 0, 0</p> <p>Pantone 2708 C</p> <p>HEX CEE2FF</p>	<p><b>Light Magenta</b></p> <p>CMYK 1, 18, 0, 0</p> <p>Pantone 243 C</p> <p>HEX FDD2FF</p>	<p><b>Light Purple</b></p> <p>CMYK 11, 13, 0, 0</p> <p>Pantone 7443 C</p> <p>HEX E4DEFF</p>	<p><b>Light Teal</b></p> <p>CMYK 15, 0, 0, 4</p> <p>Pantone 304 C</p> <p>HEX D0F4F4</p>
<p><b>Orange</b></p> <p>CMYK 0, 35, 75, 0</p> <p>Pantone 123 C</p> <p>HEX FFA73F</p>	<p><b>Blue</b></p> <p>CMYK 85, 49, 0, 0</p> <p>Pantone 2728 C</p> <p>HEX 2681FF</p>	<p><b>Magenta</b></p> <p>CMYK 0, 44, 7, 12</p> <p>Pantone 245 C</p> <p>HEX E17FD2</p>	<p><b>Purple</b></p> <p>CMYK 60, 75, 0, 6</p> <p>Pantone 2366 C</p> <p>HEX 5F3CF0</p>	<p><b>Teal</b></p> <p>CMYK 86, 11, 0, 25</p> <p>Pantone 3545 C</p> <p>HEX 1AAAC0</p>
<p><b>Dark Orange</b></p> <p>CMYK 0, 62, 87, 0</p> <p>Pantone 123 C</p> <p>HEX FF6022</p>	<p><b>Dark Blue</b></p> <p>CMYK 93, 64, 0, 25</p> <p>Pantone 2728 C</p> <p>HEX 0E45BF</p>	<p><b>Dark Magenta</b></p> <p>CMYK 0, 83, 13, 36</p> <p>Pantone 241 C</p> <p>HEX A31C8E</p>	<p><b>Dark Purple</b></p> <p>CMYK 65, 82, 0, 33</p> <p>Pantone 2371 C</p> <p>HEX 3C1EAA</p>	<p><b>Dark Teal</b></p> <p>CMYK 100, 13, 0, 56</p> <p>Pantone 3155 C</p> <p>HEX 006271</p>

# Approved Motif Color Combinations

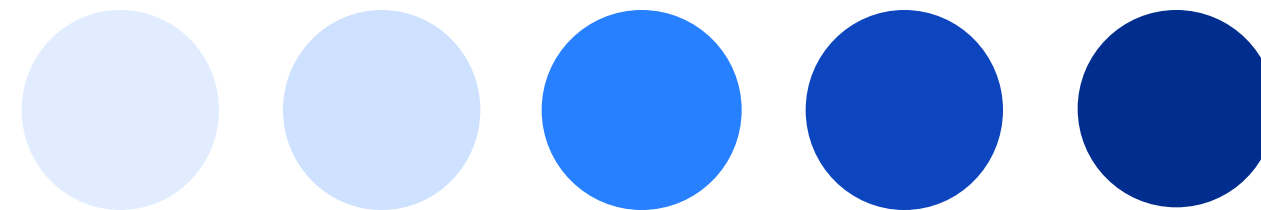
Green Palette



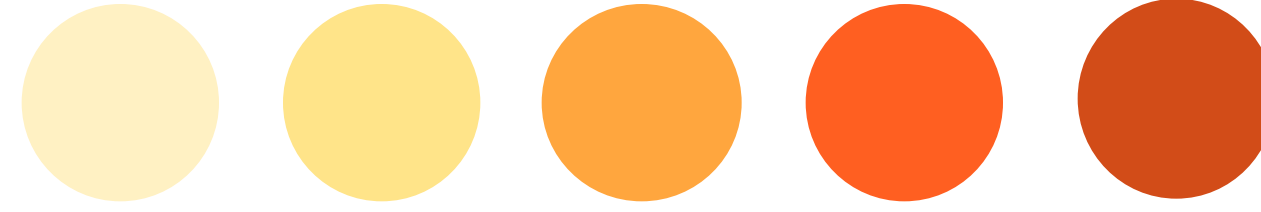
Teal Palette



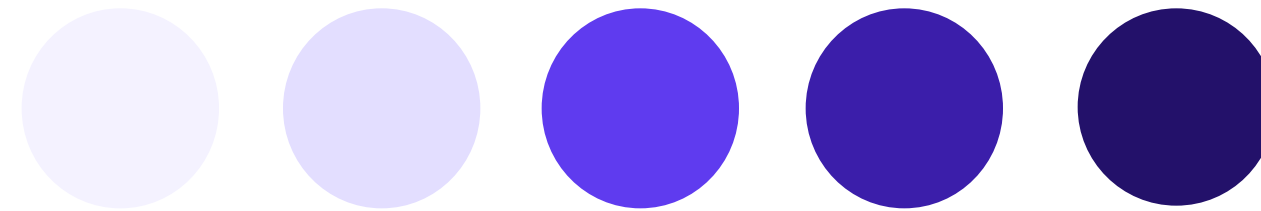
Blue Palette



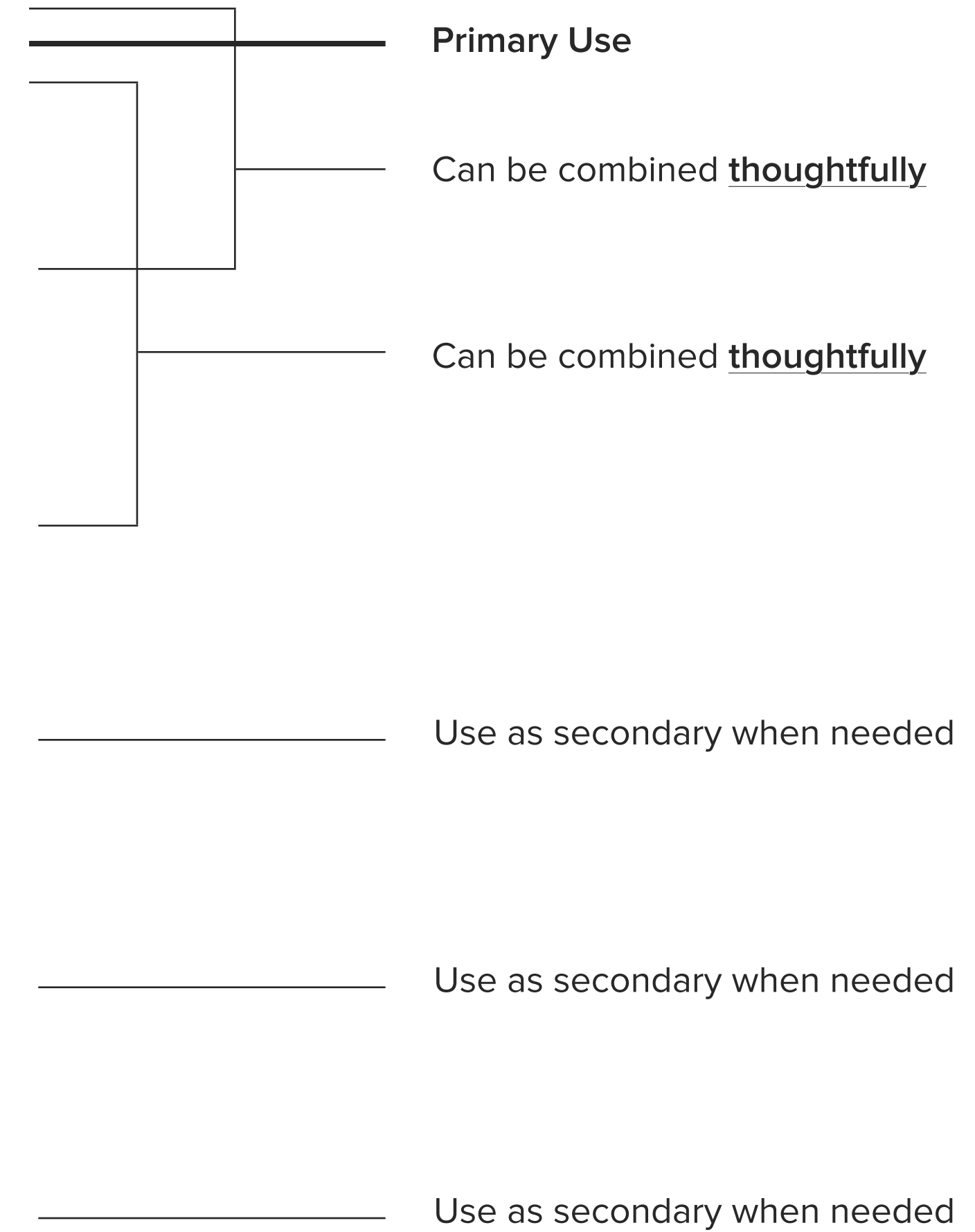
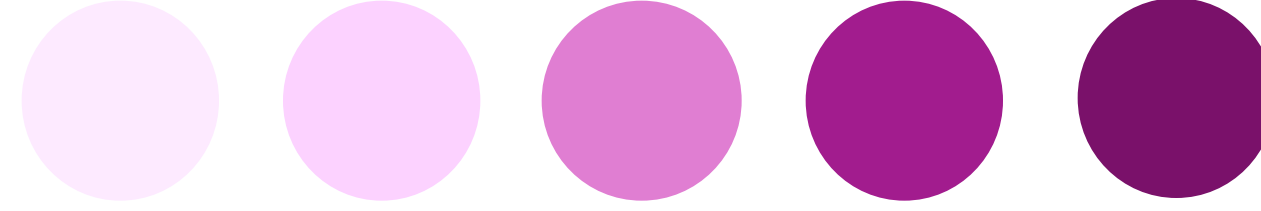
Orange Palette



Purple Palette



Pink Palette



# Elements.

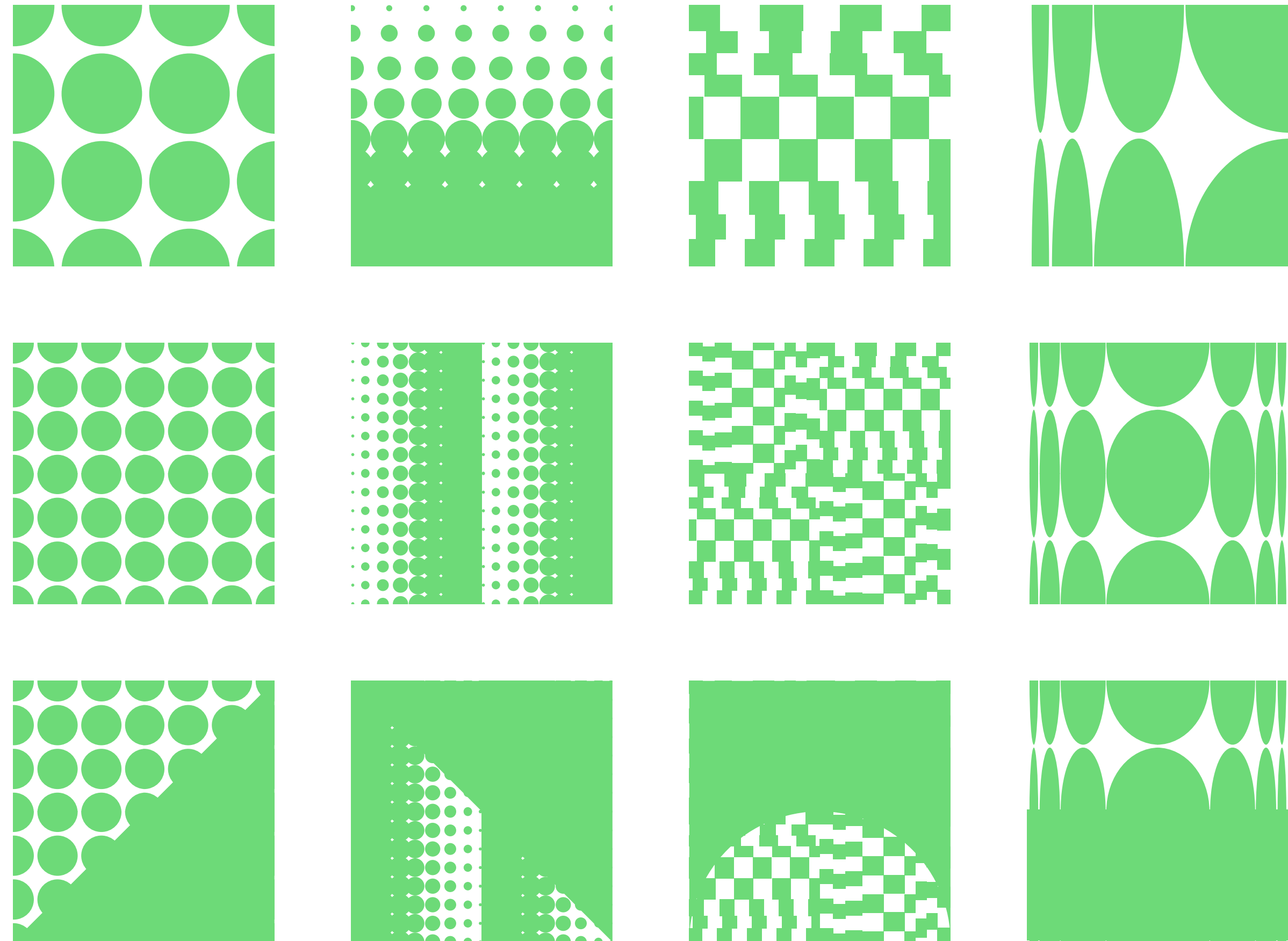
07

Graphic elements add depth, playfulness and creativity to our brand design. They include patterns, illustrations, and icons, as well as web and UI elements.

# Motif

Our bold, playful patterns are inspired by the dot in our name. We use them to add interest and energy to communications.

To the right are approved brand patterns. Please do not create new ones or alter these in any way other than adjusting scale or color.

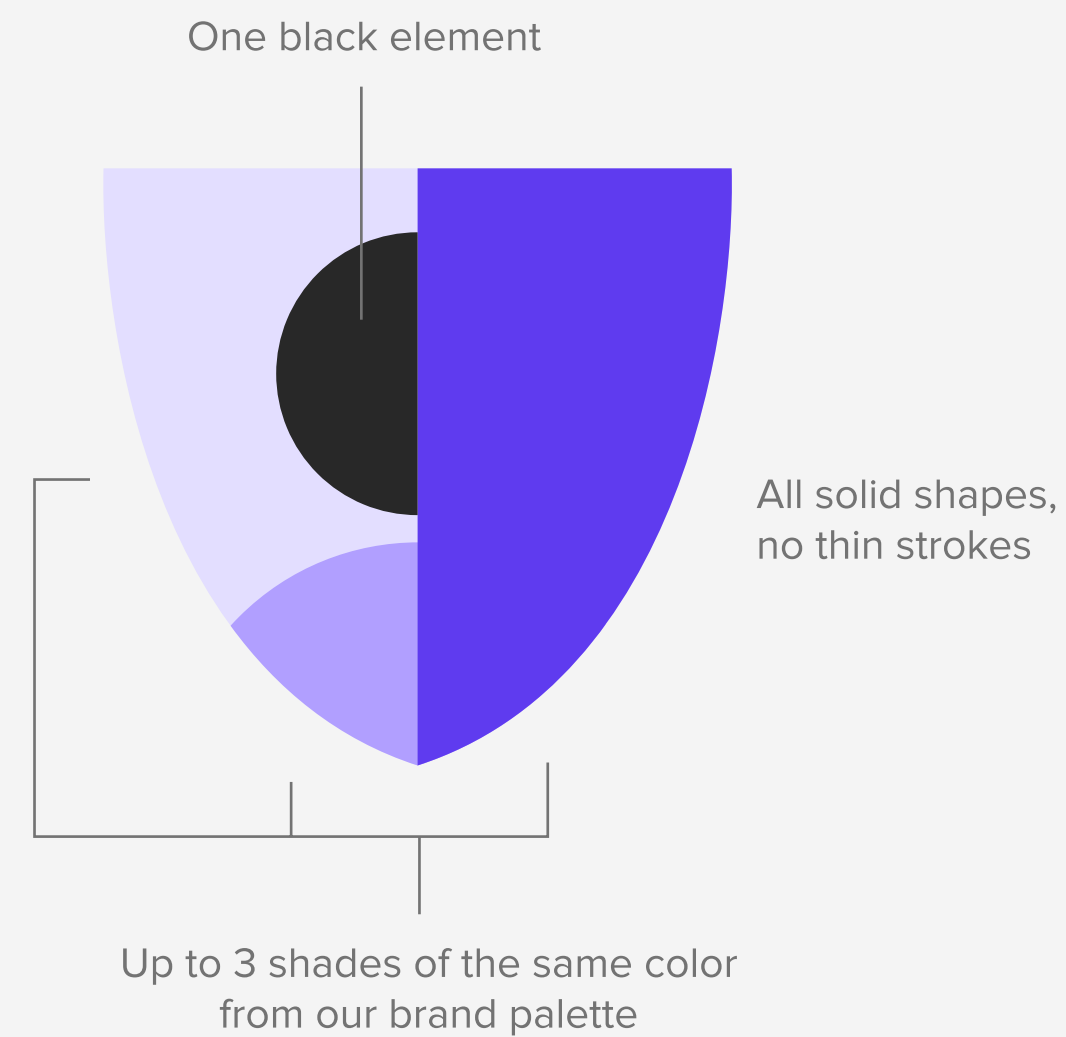


## Illustrations

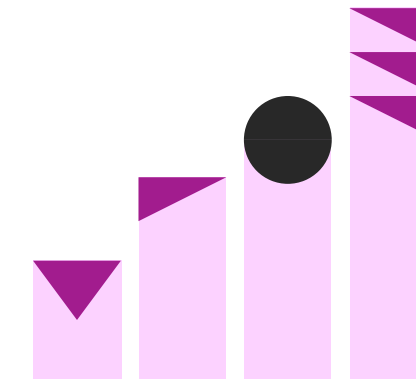
Our illustration style builds on the elemental shapes in our brand patterns. We use these custom illustrations to emphasize key messages or products.

Designers are encouraged to create new illustrations (following this style) as needed for new offerings.

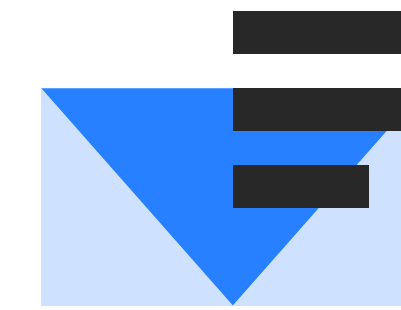
Illustrations should not be used as functional/UX icons in web or product experiences. Please see the next page for icon guidance.



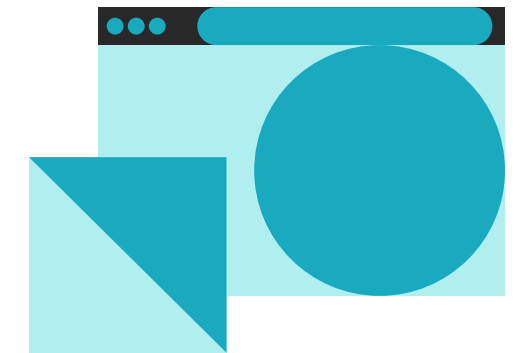
Security



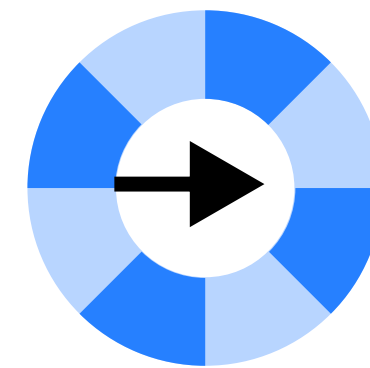
Performance



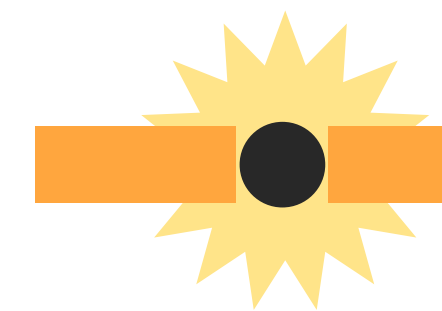
Email



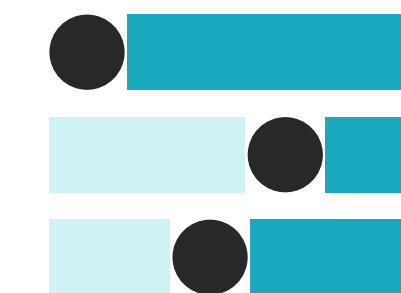
Web Builder



Help



Deals



Domains



Site Lock

# Photography.

08

We use photography to make our products relatable and to pull people into our story. At its best, our photography captures the dynamic spirit of entrepreneurs—their individuality, skill, and vision.

# Photography

Our photos show people in the wild: solopreneurs, tech-savvy business owners or hobby domain users managing their passions naturally.

✓ Photos can be either hero portraits or in-situ action shots (people doing their jobs).

✓ Subjects should be inclusive in age, gender, and race, and they should convey a sense of confidence and positivity.

✓ Lighting should be naturalistic and candid—not posed.

Please contact our Design team for access to images from our [photo library](#) before searching for new stock images.

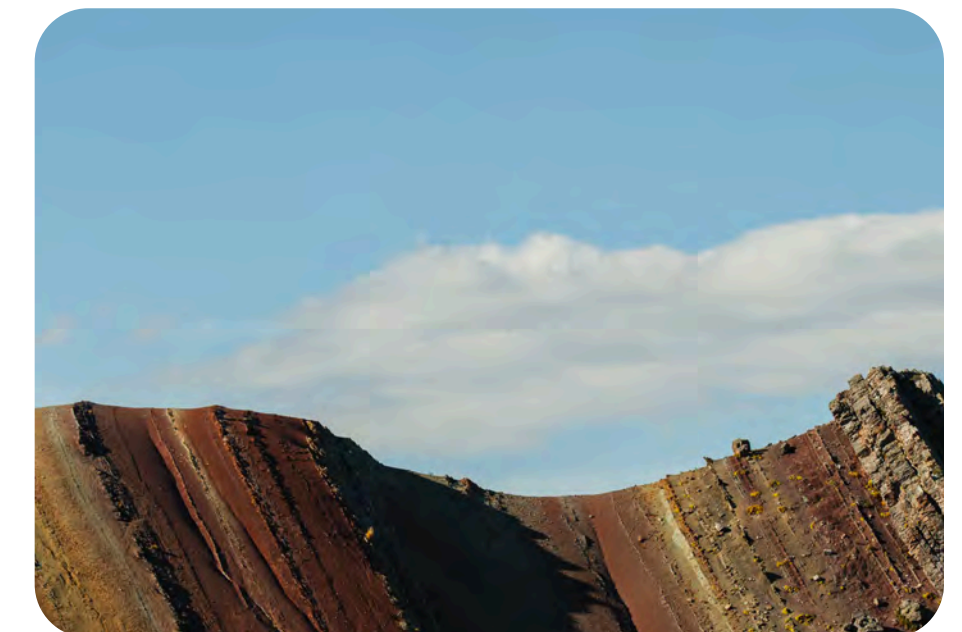


## Textured Backgrounds

These textures are meant to represent a natural aesthetic

- ✓ Textured background should be in our brand palette.
- ✓ Textured backgrounds should feel abstract.
- ✓ Textured backgrounds are meant to add visual interest, not distract from the messaging.
- ✗ Do not overlay text on a background that is too busy. Crop the photo appropriately or choose an alternative.

Please contact our Design team for access to images from our [textured backgrounds library](#) before searching for new stock images.



## What to Avoid

Our brand is all about helping real solopreneurs—with long to-do lists and little digital marketing know-how—get online. If it feels fake, staged, or posed, it's not us.

- [-] No people on blank backgrounds or studio settings.
- [-] No overly artificial lighting or filter effects.
- [-] No staged poses. Shots should always feel somewhat natural and candid.
- [-] No clipped photography. Show full background, full story.



# Application.

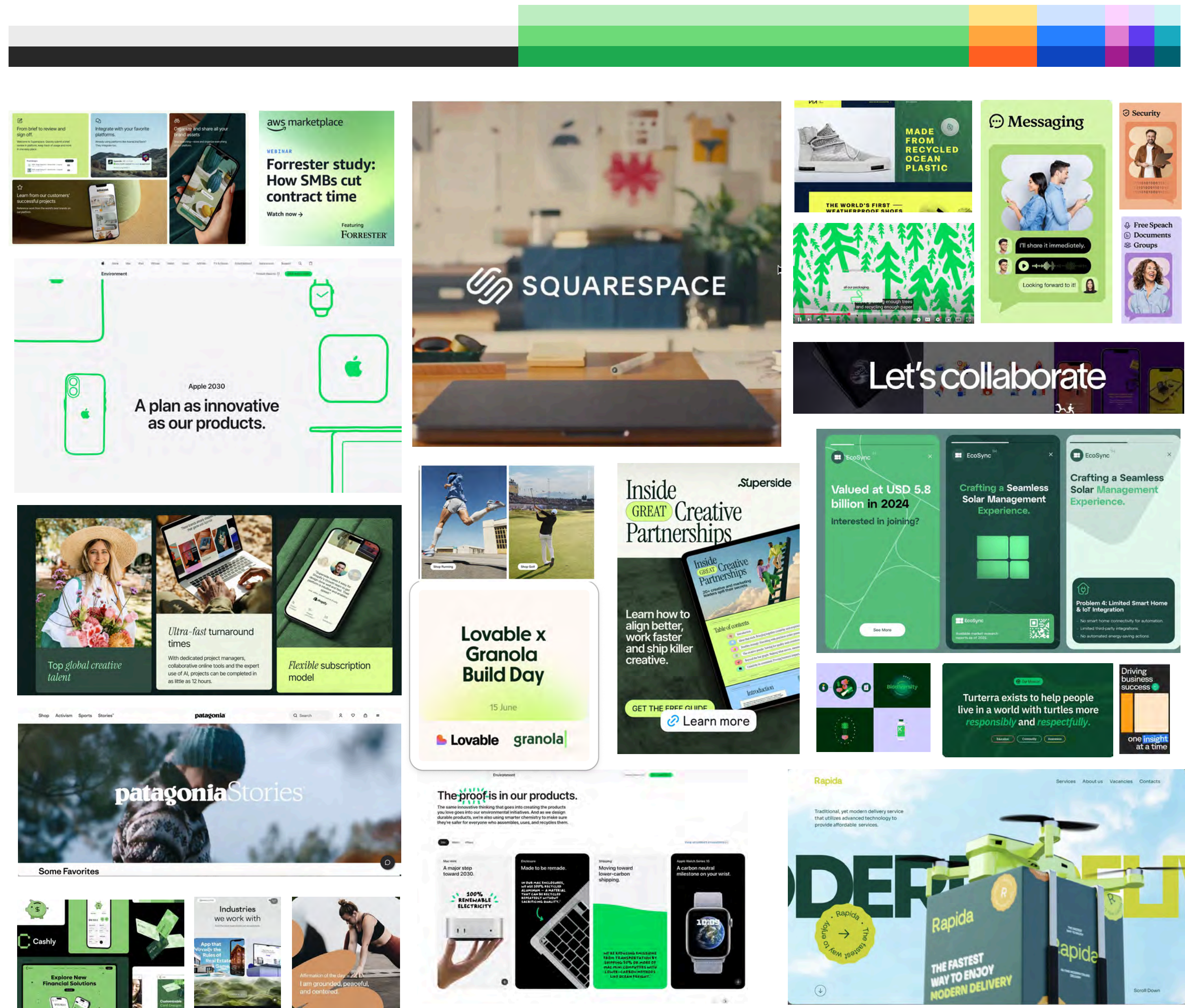
09

Application is where our brand becomes tangible. It shows how our colors, typography, photography, and elements work together across marketing and digital experiences. From mockups and templates to patterns, textures, and UI components, application ensures every execution is both consistent and distinctly name.com. The following pages outline how to bring our brand to life across channels and touch points.

# Moodboard

This moodboard illustrates the B2B brand at a glance — showcasing the balance of color usage, the style of photography, and the treatment of mockups, textures, and supporting elements. It serves as a high-level guide to ensure every execution feels cohesive and distinctly name.com.

Please contact our Design team for questions regarding brand or usage.

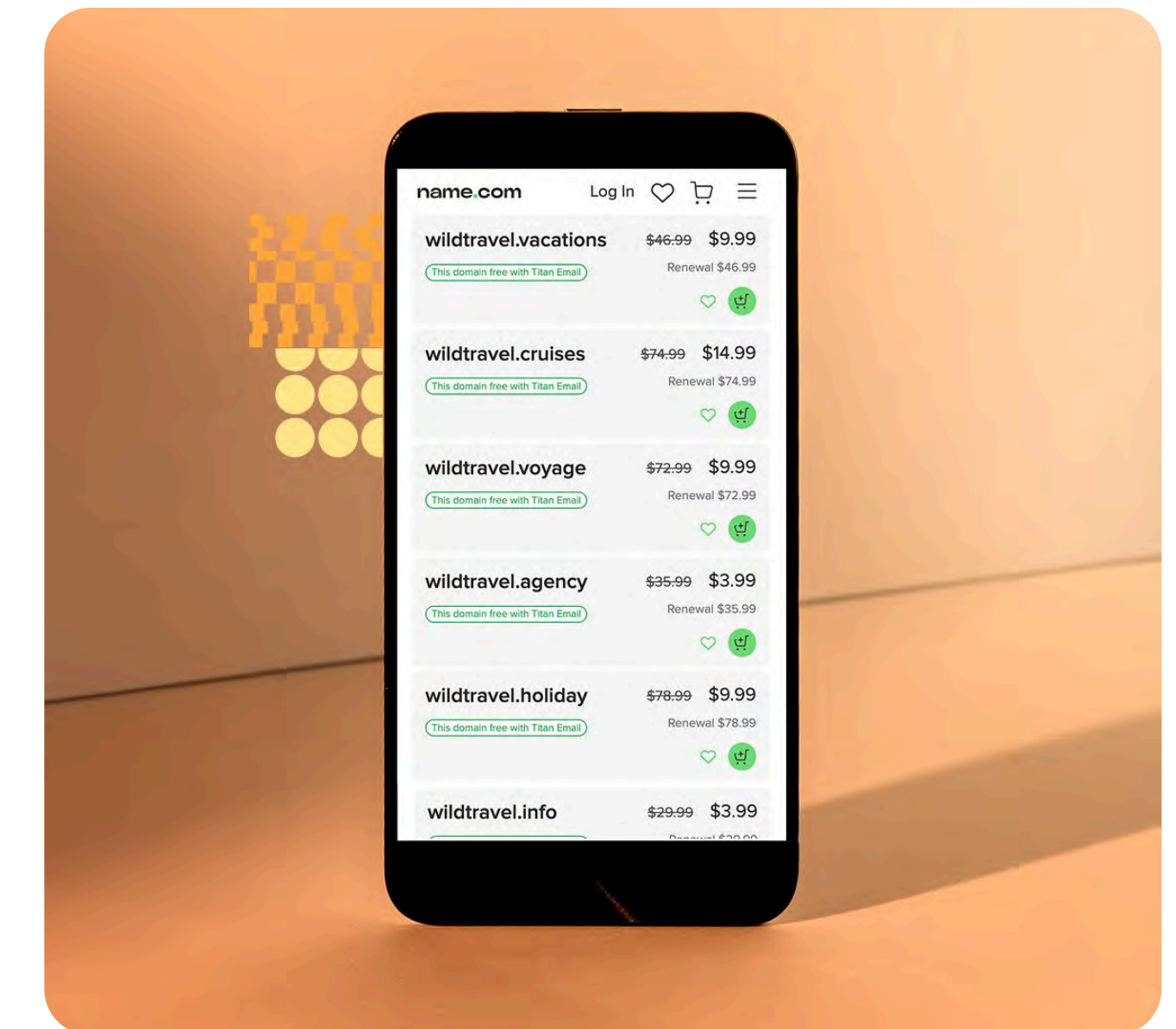
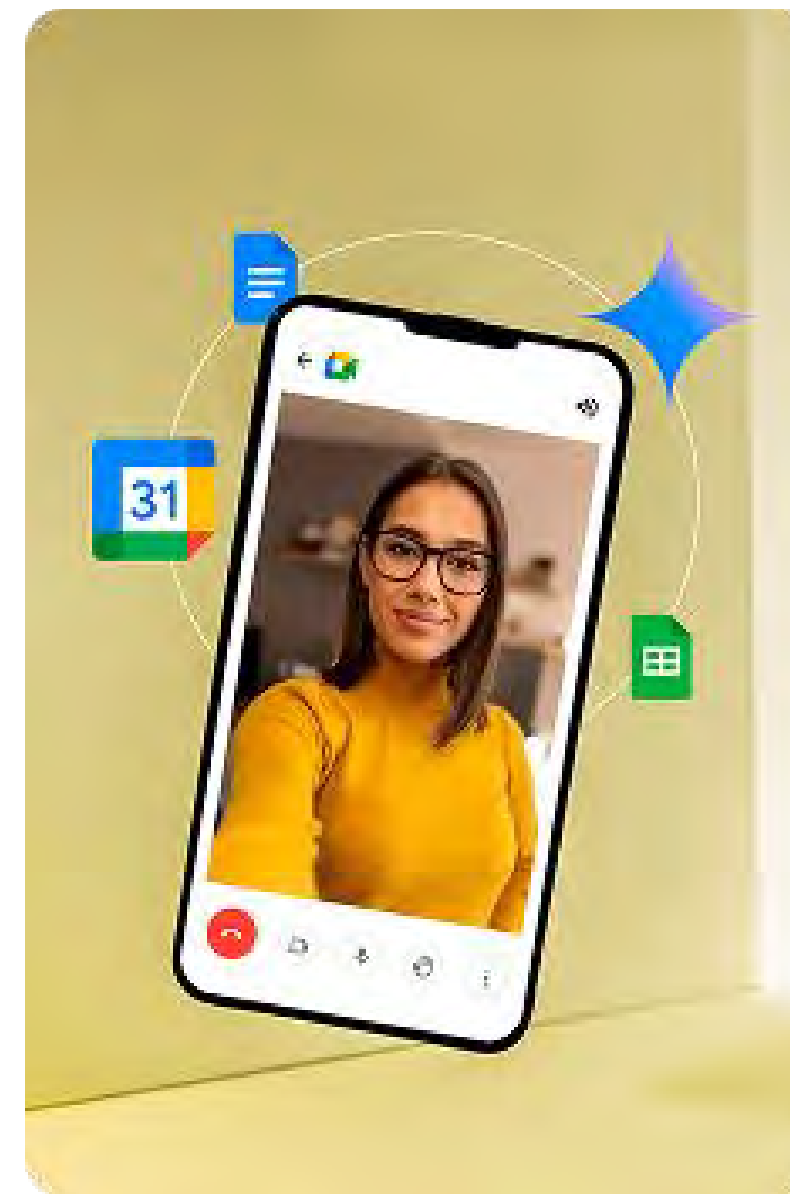
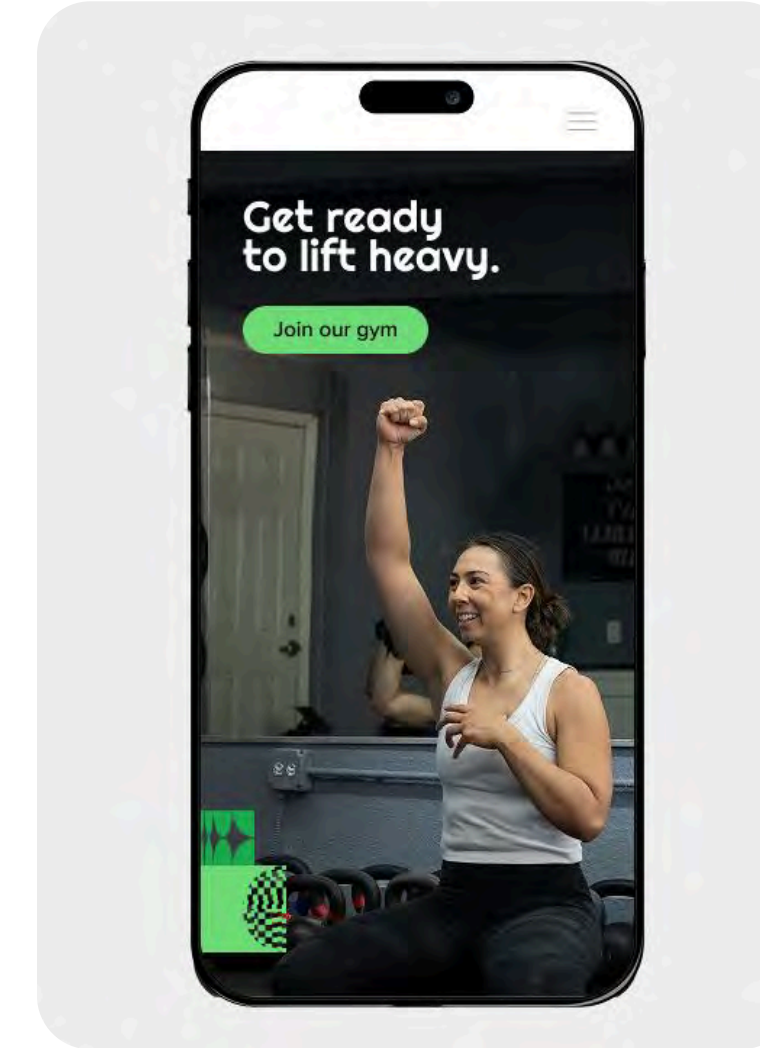
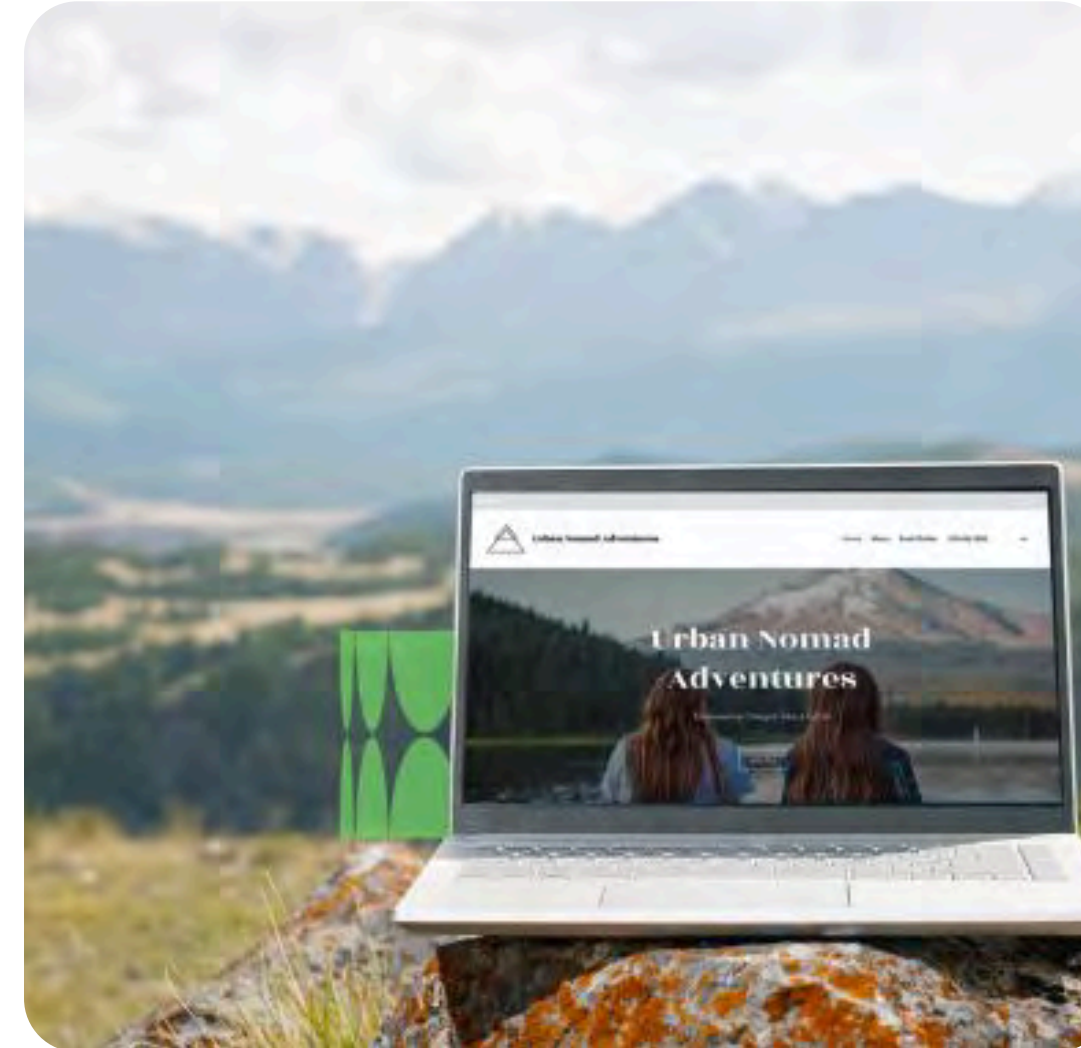


## Product Mockups

Our mockups should be used to elevate the story being told.

- ✓ Mockups should be relevant to the content being designed.
- ✓ Mockups should use our photography or templates of our products.
- ✓ Mockups should capture the full experience - website screenshots.
- ✓ Mockups can be used alongside photography to capture the full picture.
- ✓ Mockup use is a creative way to highlight our secondary colors.

Please contact our Design team for questions regarding brand or usage.

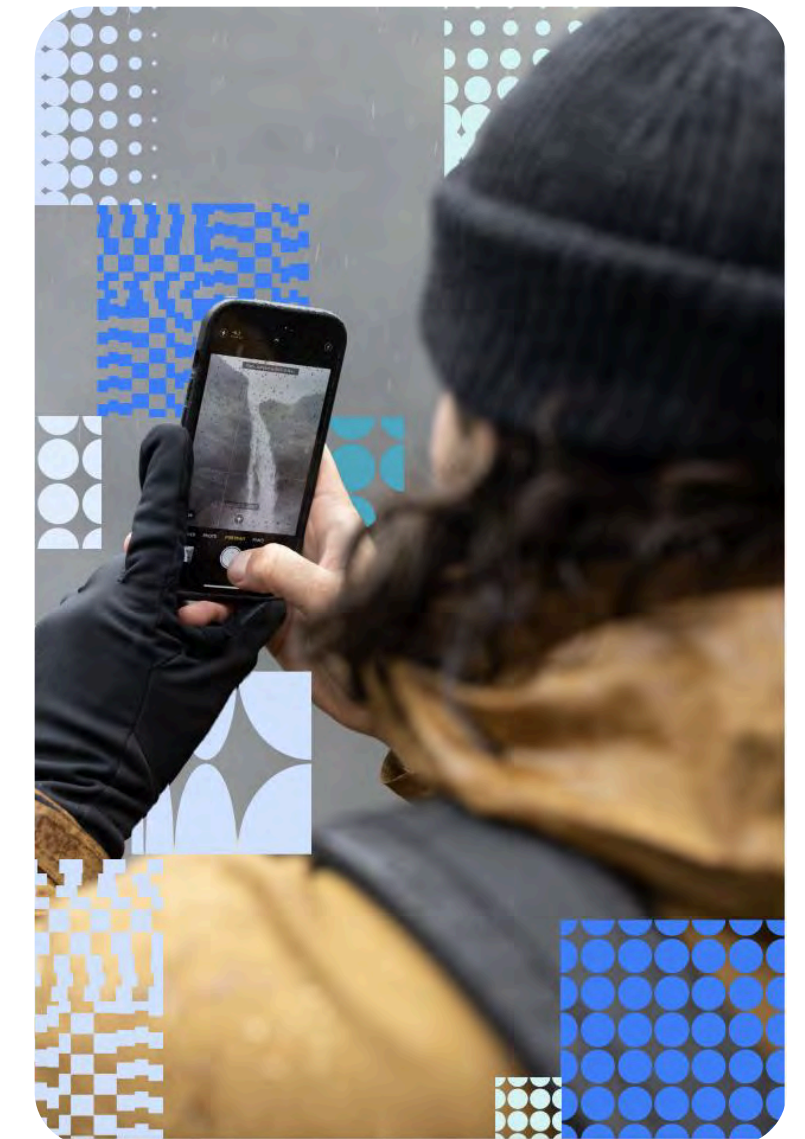
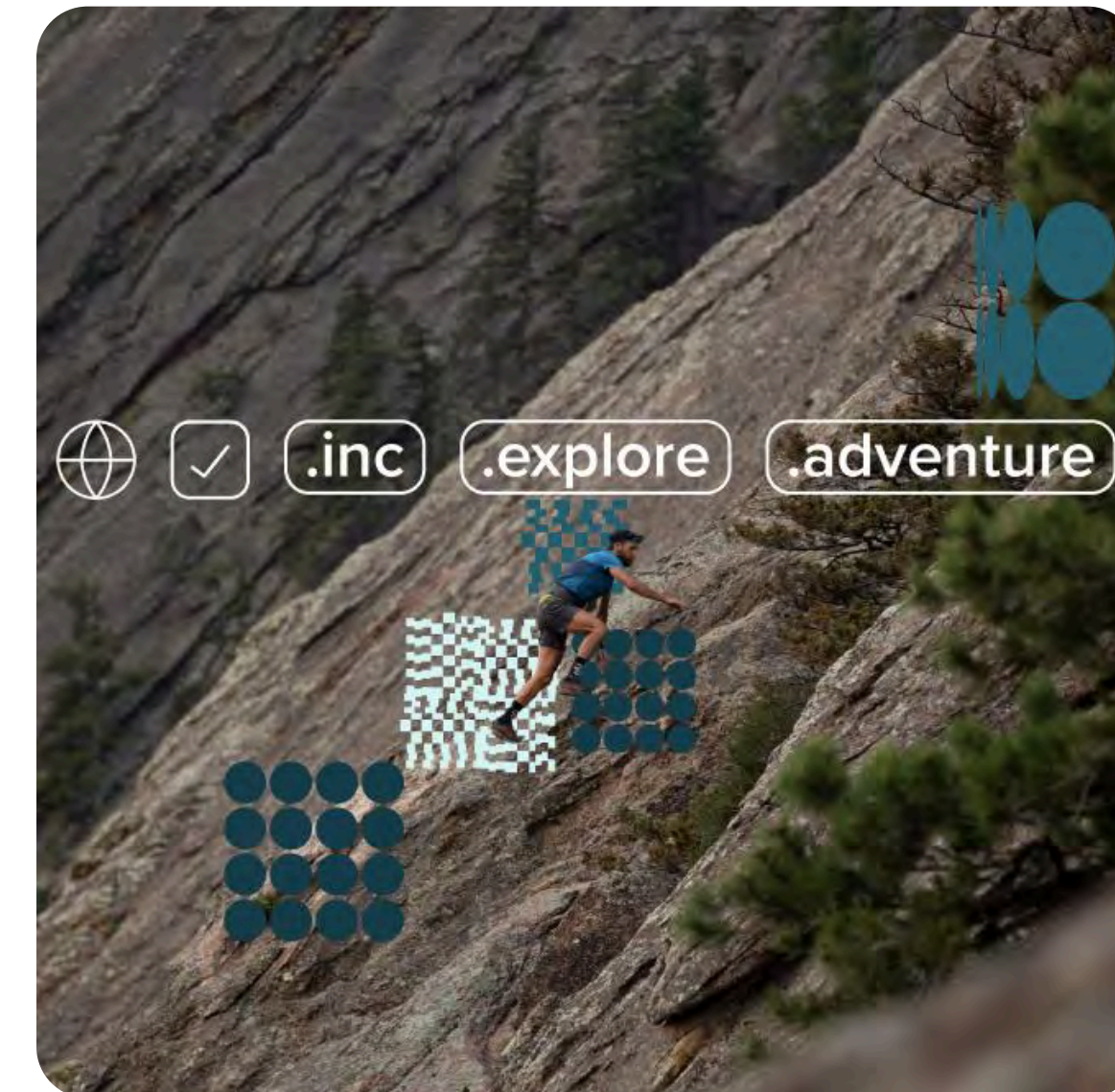


## Motif x Photography Usage

Motifs used within photography should highlight the subject or thoughtfully accent the design.

- ✓ Motifs color use should compliment the photography scene or subject.
- ✓ Motifs should be thoughtfully designed behind the subject.
- ✗ Motifs should not be randomly placed in a design.
- ✗ Motifs should not mix and match colors - only monochromatic. Reference color use on page X.

Please contact our Design team for questions regarding brand or usage.

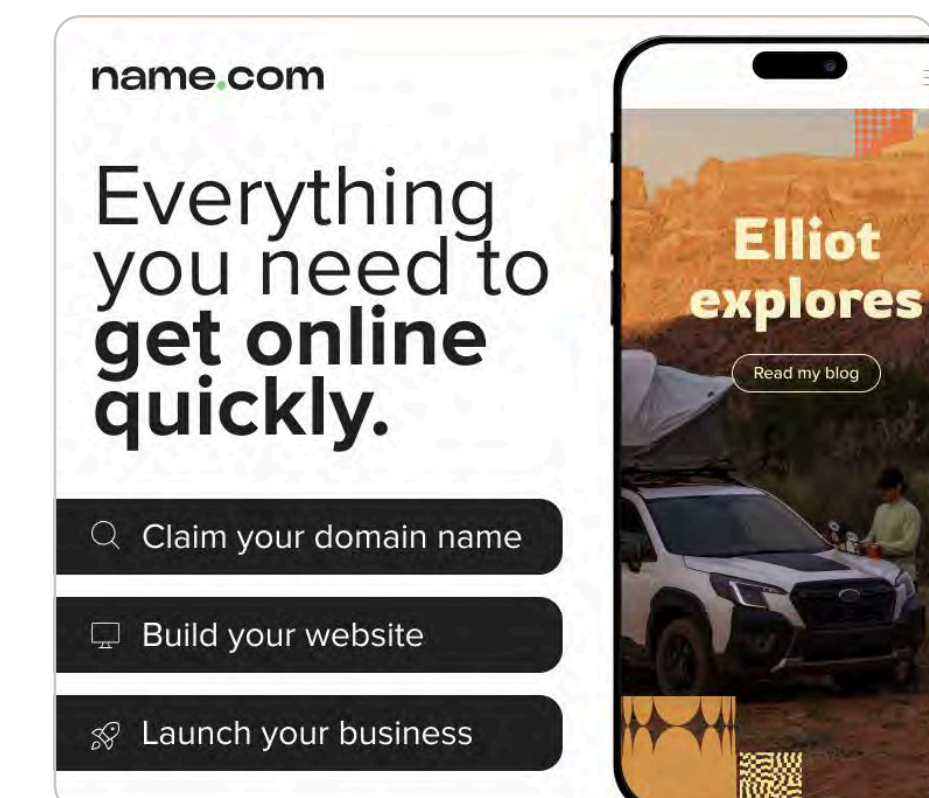
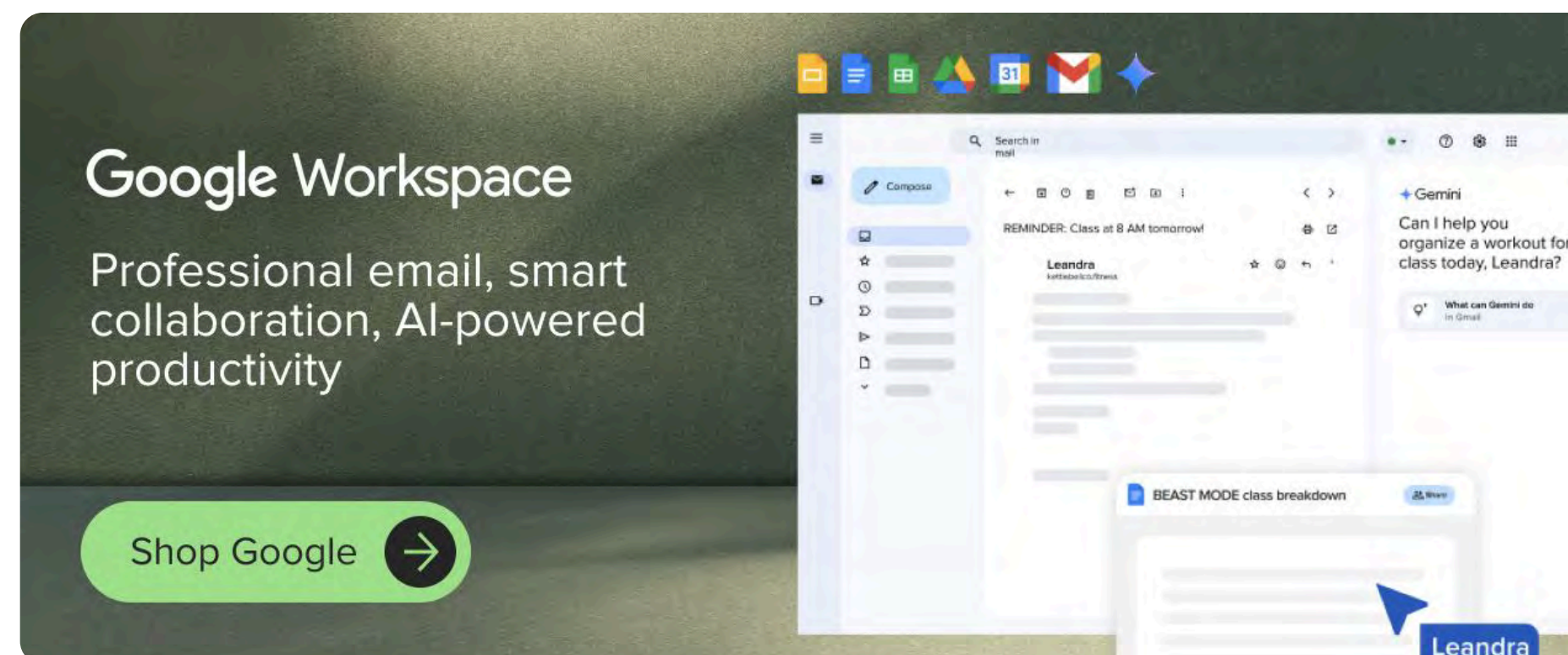
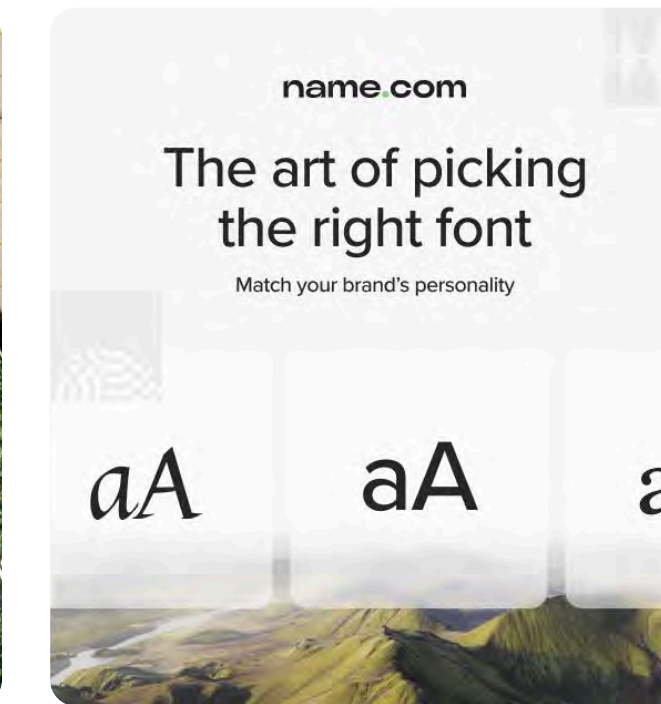
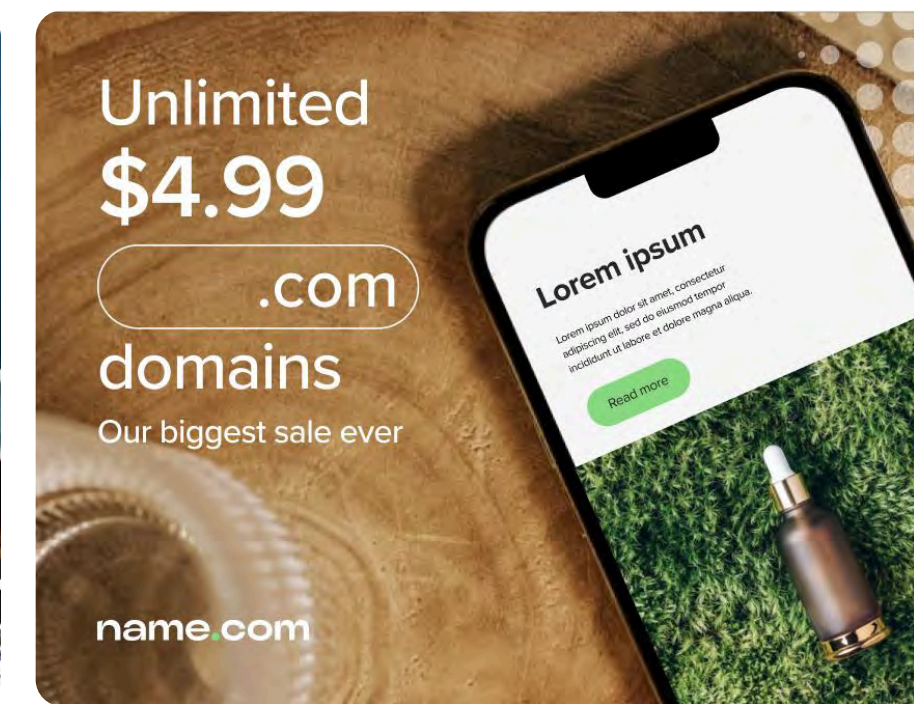
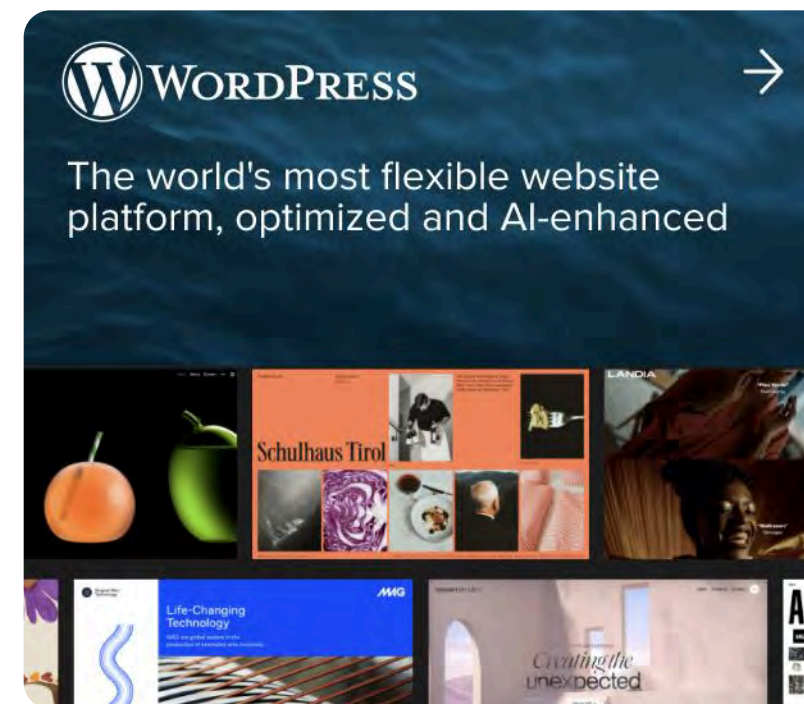
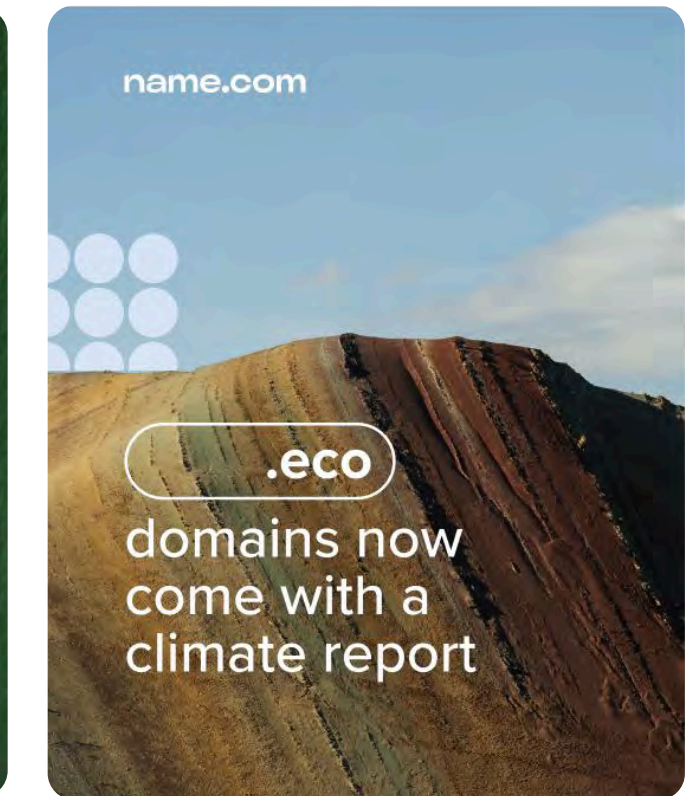
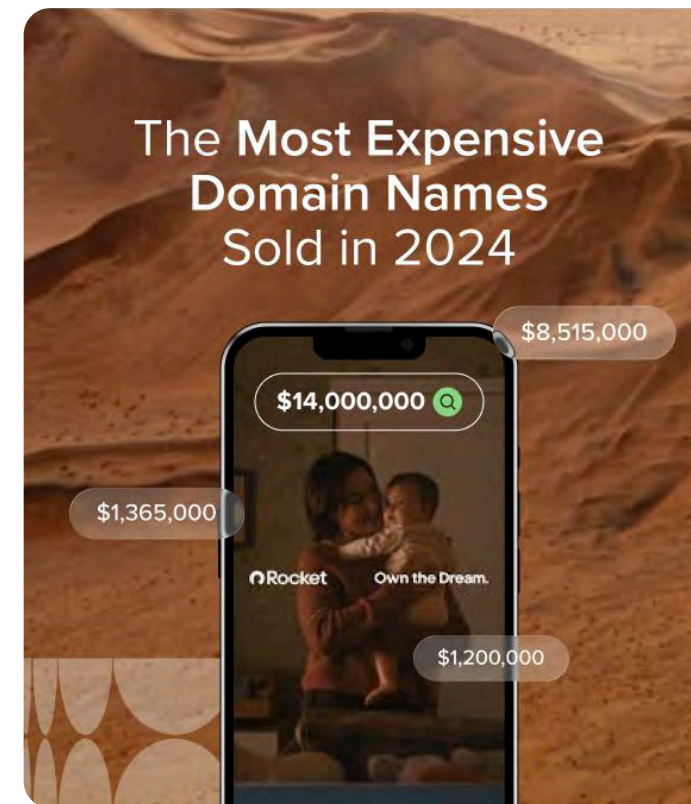


# General Marketing

Marketing materials should be authentic, natural and tell a full story.

- ✓ Marketing designs should show a clear hierarchy of information.
- ✓ Marketing designs should only use mockups that are relevant to the story.
- ✓ Marketing designs should use black, white or green for any text treatment.

Please contact our Design team for questions regarding brand or usage.



# B2B

## Brand Statement

Developing domain management solutions that power best-in-class builders is our future, and it defines our present. We exist to enable your ambition, whether that means scaling your registrar to millions, launching a marketplace with domains at its core, or inventing something the internet hasn't even imagined yet. Whatever drives you to push technology forward, our commitment is to provide tools that are reliable, intuitive, and endlessly scalable, like our new name.com API, taking complexity off your plate and sharpening your edge as a business.

Ultimately, we are the foundational partner for innovation. By focusing on giving builders the freedom to create without limits, we help weave a web that is smarter, faster, and more connected for everyone. That commitment to empowering the pioneers of tomorrow is the single principle that drives our brand.

# Color Usage.

# 10

Color in B2B communicates sleekness and precision. **Black is our primary**, representing a bold, futuristic foundation. Green provides the brand's signature energy, while supporting tones are used sparingly to create balance and clarity. This restrained approach ensures our B2B brand feels modern, professional, and distinctly name.com.

## Our Colors

We have a wide color palette, but for B2B, black is our signature. It embodies the sleek, futuristic nature of our technology and should always take the lead in design. Supporting colors should be used sparingly to provide balance, highlight moments, or create contrast — but never at the expense of black's dominance.

To the right is an overview of our palette and the approximate ratio of colors that should be applied, with black as the foundation.



## Primary Palette

Our principal colors are white, grey, black, and name green. They should make up the majority of colors used in all designs.

Please adhere to these specific values when using color in design.

### Gray-700

CMYK 0, 0, 0, 76  
HEX 3E3E3E

### White

CMYK 0, 0, 0, 0  
HEX FFFFFFFF

### Light Name Green

CMYK 20, 0, 19, 7  
HEX BEEEC1

### Gray-900

CMYK 0, 0, 0, 84  
HEX 282828

### Gray-500

CMYK 0, 0, 0, 25  
HEX BEBEBE

### Name Green

CMYK 50, 0, 45, 15  
HEX 6EDA78

### Black

CMYK 0, 0, 0, 93  
HEX 111111

### Gray-600

CMYK 0, 0, 0, 55  
HEX 747474

### Dark Name Green

CMYK 82, 0, 53, 33  
HEX 1EAA50

## Secondary Palette

These colors should be used **sparingly** to add impact or call attention to key moments. These colors can be used in iconography or as accent colors in full photography.

They can also be used for UX purposes to signal interactive elements or to communicate success, errors, alerts, warnings, or other experiential states.

Please adhere to these specific values when using color in design.

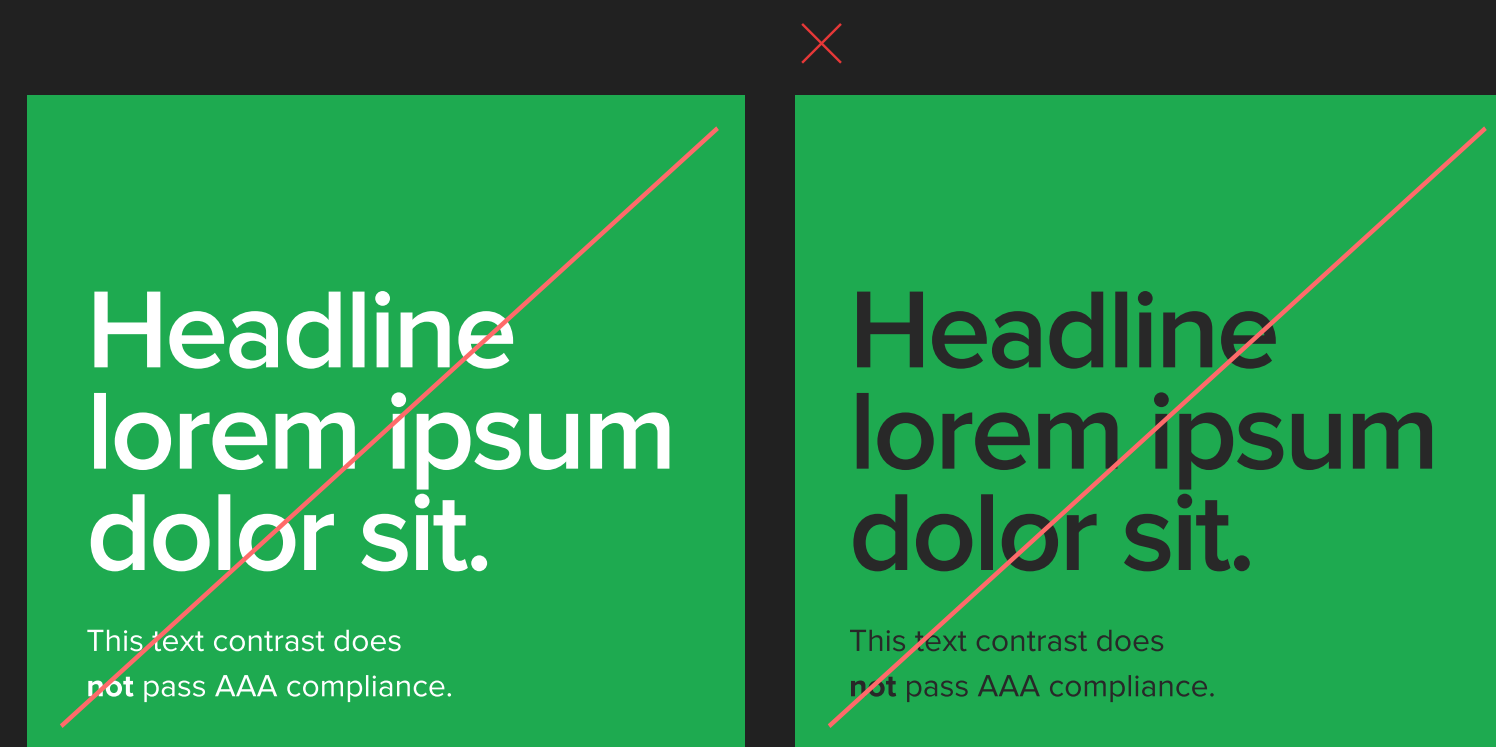
<b>Yellow</b> CMYK 0, 10, 46, 0 Pantone 2005 C HEX FFE589	<b>Light Blue</b> CMYK 19, 11, 0, 0 Pantone 2708 C HEX CEE2FF	<b>Light Purple</b> CMYK 11, 13, 0, 0 Pantone 7443 C HEX E4DEFF	<b>Light Teal</b> CMYK 15, 0, 0, 4 Pantone 304 C HEX D0F4F4
<b>Orange</b> CMYK 0, 35, 75, 0 Pantone 123 C HEX FFA73F	<b>Blue</b> CMYK 85, 49, 0, 0 Pantone 2728 C HEX 2681FF	<b>Purple</b> CMYK 60, 75, 0, 6 Pantone 2366 C HEX 5F3CF0	<b>Teal</b> CMYK 86, 11, 0, 25 Pantone 3545 C HEX 1AAAC0
<b>Dark Orange</b> CMYK 0, 62, 87, 0 Pantone 123 C HEX FF6022	<b>Dark Blue</b> CMYK 93, 64, 0, 25 Pantone 2728 C HEX 0E45BF	<b>Dark Purple</b> CMYK 65, 82, 0, 33 Pantone 2371 C HEX 3C1EAA	<b>Dark Teal</b> CMYK 100, 13, 0, 56 Pantone 3155 C HEX 006271

## Contrast

It's important to prioritize accessibility for all audiences. Please ensure that type has appropriate contrast and legibility, particularly on the web.

To the right are examples of digital content with contrast that complies with Web Content Accessibility Guidelines (WCAG) level AAA. WCAG is the international standard for web design accessibility. The AAA rating is the highest level of compliance and considered to be optimally accessible.

Below are examples of content with too little contrast to pass AAA compliance.



**Headline lorem ipsum dolor sit.**

This text contrast passes AAA compliance.



**Headline lorem ipsum dolor sit.**

This text contrast passes AAA compliance.



**Headline lorem ipsum dolor sit.**

This text contrast does passes AAA compliance.



**Headline lorem ipsum dolor sit.**

This text contrast passes AAA compliance.

# Voice.

Developing domain management solutions that power best-in-class builders is our future, and it defines our present. We exist to enable your ambition, whether that means scaling your registrar to millions, launching a marketplace with domains at its core, or inventing something the internet hasn't even imagined yet. Whatever drives you to push technology forward, our commitment is to provide tools that are reliable, intuitive, and endlessly scalable, like our new Name.com API, taking complexity off your plate and sharpening your edge as a business.

We are the foundational partner for innovation. By focusing on giving builders the freedom to create without limits, we help weave a web that is smarter, faster, and more connected for everyone. That commitment to empowering the pioneers of tomorrow is the single principle that drives our brand.

# Clear

# Future

# Forward

# Trustworthy

We speak in a way that's easy to understand and free of clutter. Our tone avoids jargon and complexity, making sure customers always know exactly what we mean. Clarity helps us build trust and keeps our brand approachable.

We explain things simply, without unnecessary layers.

We keep our language direct and human.

We make it easy for customers to understand and act quickly.

We use real customer stories as a tool to simplify the technical complexity.

# Clear Future Forward Trustworthy

We bring energy and optimism about what's ahead. Our brand voice reflects progress, innovation, and adaptability — showing customers that we're building with the future in mind. We inspire confidence that we're not only ready for what's next but helping to shape it.

- We highlight momentum and progress in our solutions.
- We frame challenges as opportunities to move forward.
- We position our brand as adaptive and ready for the future.

# Clear Future Forward Trustworthy

We show up with honesty and consistency in everything we do. Customers know they can depend on us because we're transparent, steady, and reliable in our voice and actions. Trust is earned through consistency, and we reinforce it every time we communicate.

- We keep our promises and follow through.
- We communicate with openness and honesty.
- We stay consistent, so customers know what to expect from us.
- We are industry experts as a registrar in business for over 20 years.

## Sample Headlines

Power your platform with domains, instantly.

Integrate domains seamlessly, at scale.

Domain infrastructure, built for developers.

From search to sale, all in your app.

The domain API that works as hard as you do.

Own the experience. we'll handle the domains.

Frictionless domain management for your platform.

Domains without the heavy lifting.

Your brand. Your workflow. Our API.

Launch new domain services in days, not months.

# Elements.

# 12

Graphic elements in the B2B brand add structure, clarity, and modernity.

They include patterns, data-inspired motifs, illustrations, and icons, as well as web and UI components. Used with restraint, these elements reinforce a sleek and futuristic look — supporting functionality and precision.

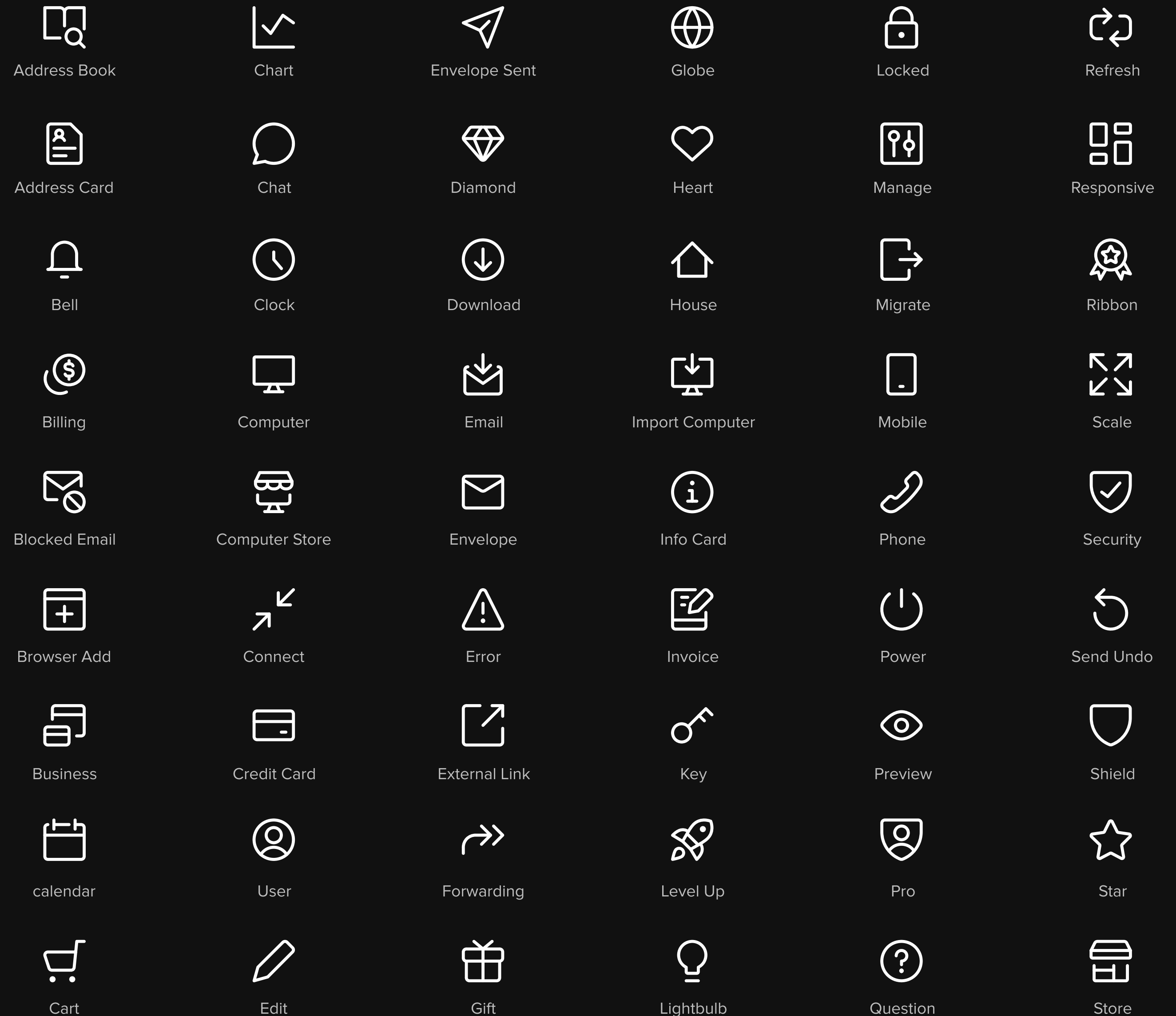
## Iconography

We use the [Core Line](#) icon library from [Streamline](#). These icons should be primarily used for interactive UI moments.

They can also be used at a small scale in marketing communications to support detailed elements like bullet lists or feature galleries.

Core Line icons are made using a single line weight. They have a simple, friendly, and modern look, and are highly legible at small sizes.

The Core Line library contains 1000+ icons for use in nearly application. If you don't see the icon you need here, please find it in the library before creating your own.



## Background Visuals

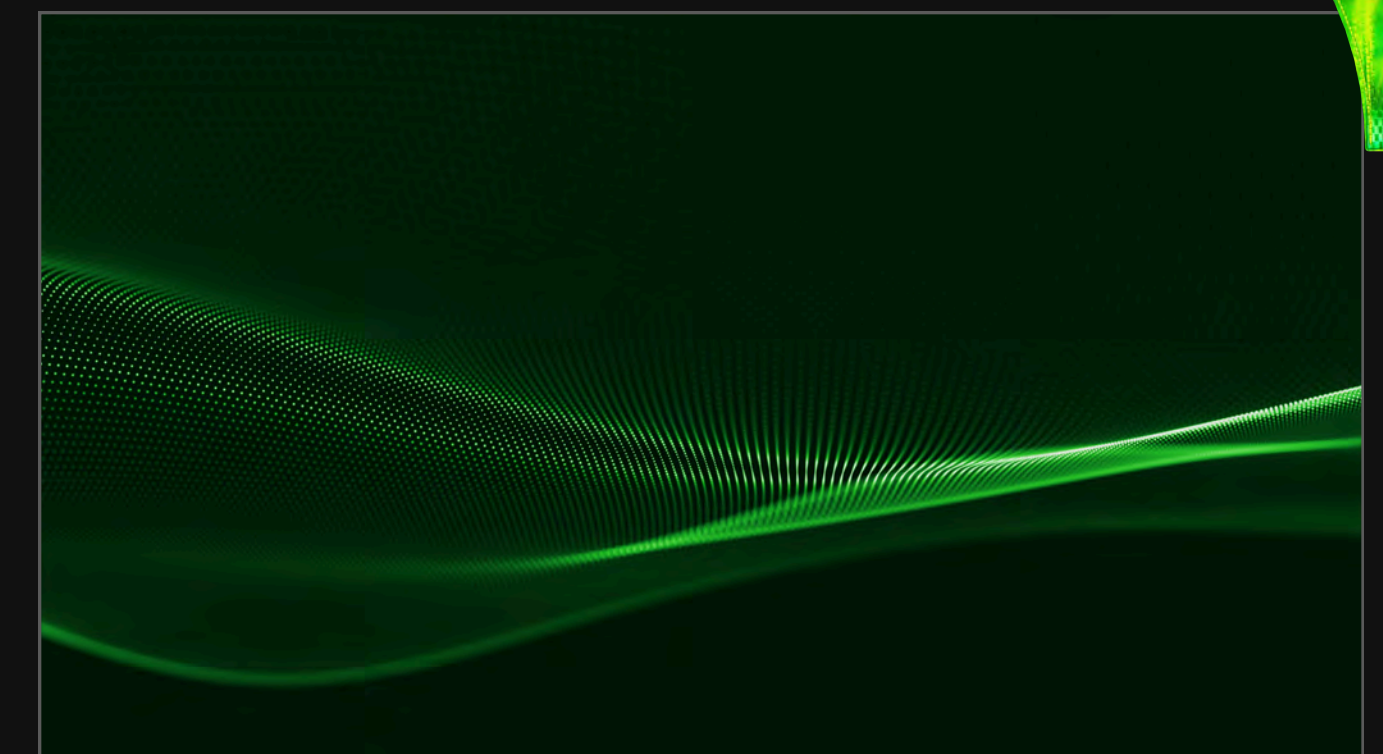
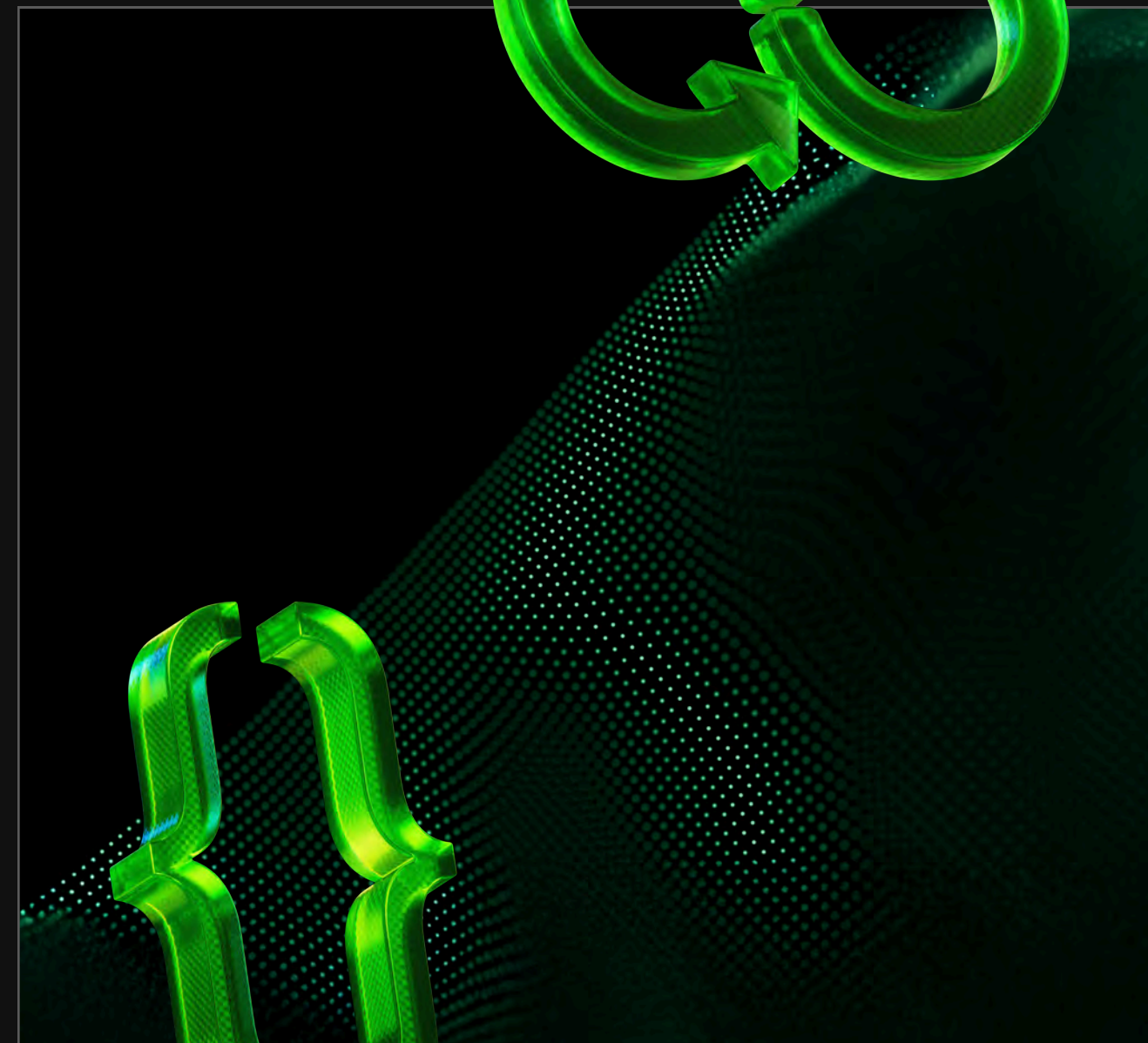
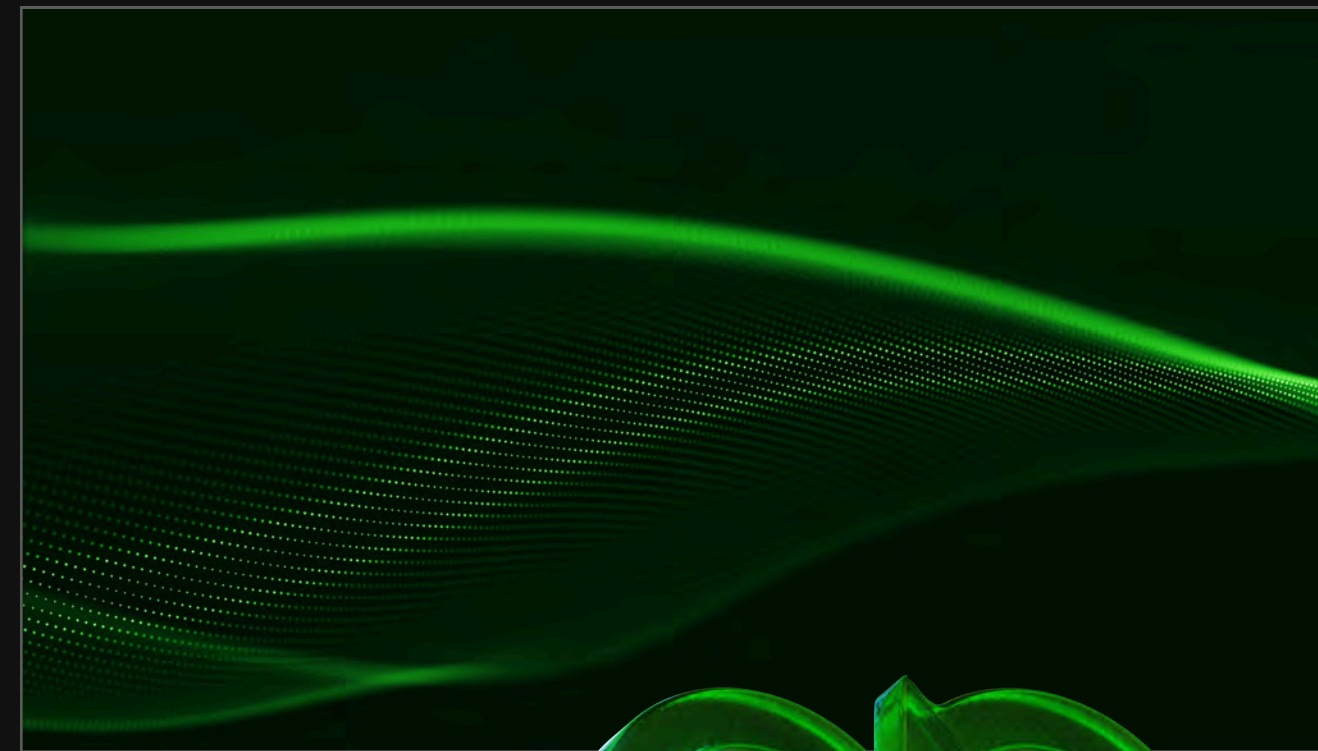
These 3D assets, background graphics and motifs can be blended in a thoughtful way.

Use the 3D graphics when applicable.

✔ Thoughtfully blend the backgrounds on this slide with our motifs and orbs. See application section for examples.

✔ Thoughtfully blend the backgrounds on this slide with our motifs and orbs. See application section for examples.

Please contact our Design team for access to our [background library](#).

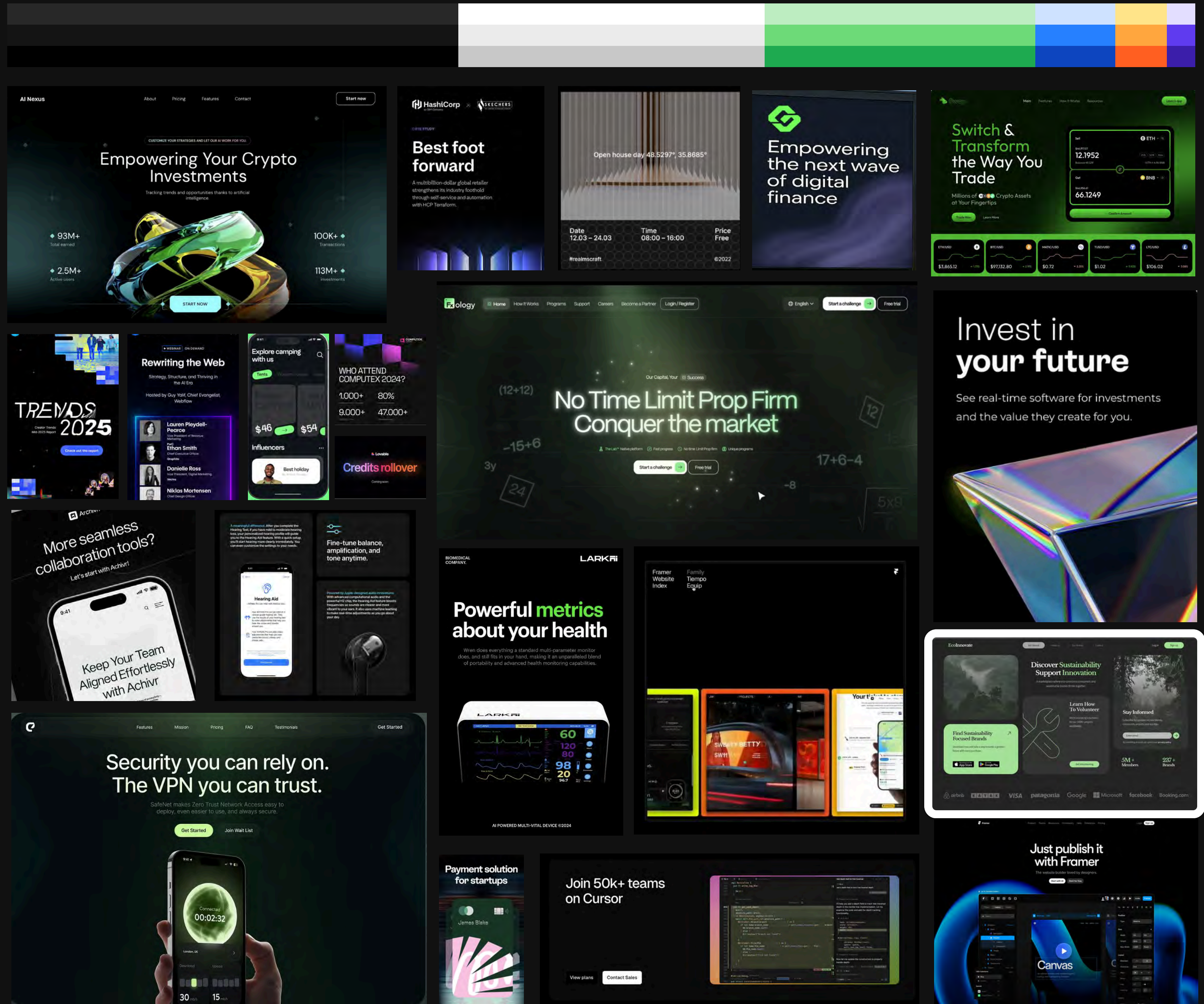


# Application.

13

Application is where our brand becomes tangible. It shows how our colors, typography, photography, and elements work together across marketing and digital experiences. From mockups and templates to patterns, textures, and UI components, application ensures every execution is both consistent and distinctly name.com.

# Moodboard



## Icon and Illustration Usage

These icons should be primarily used for interactive UI moments.

They can also be used at a small scale in marketing communications to support detailed elements like bullet lists or feature galleries.

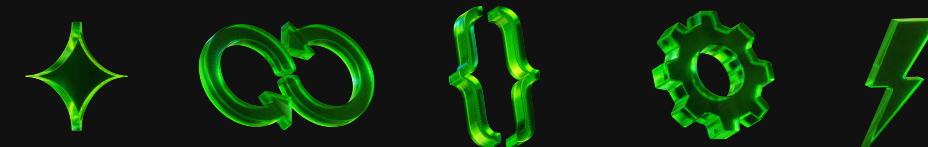
Only use green, white or black for illustrations and iconography

Only use supporting iconography that relates to the copy





Please contact our Design team for questions regarding brand or usage.



Illustration example #1



## Your domain integration, **simplified**

-  Real-time search and registration
-  Domain renewal and DNS management
-  Bulk operations with clean RESTful endpoints
-  OpenAPI docs with live code samples

Icon example #2



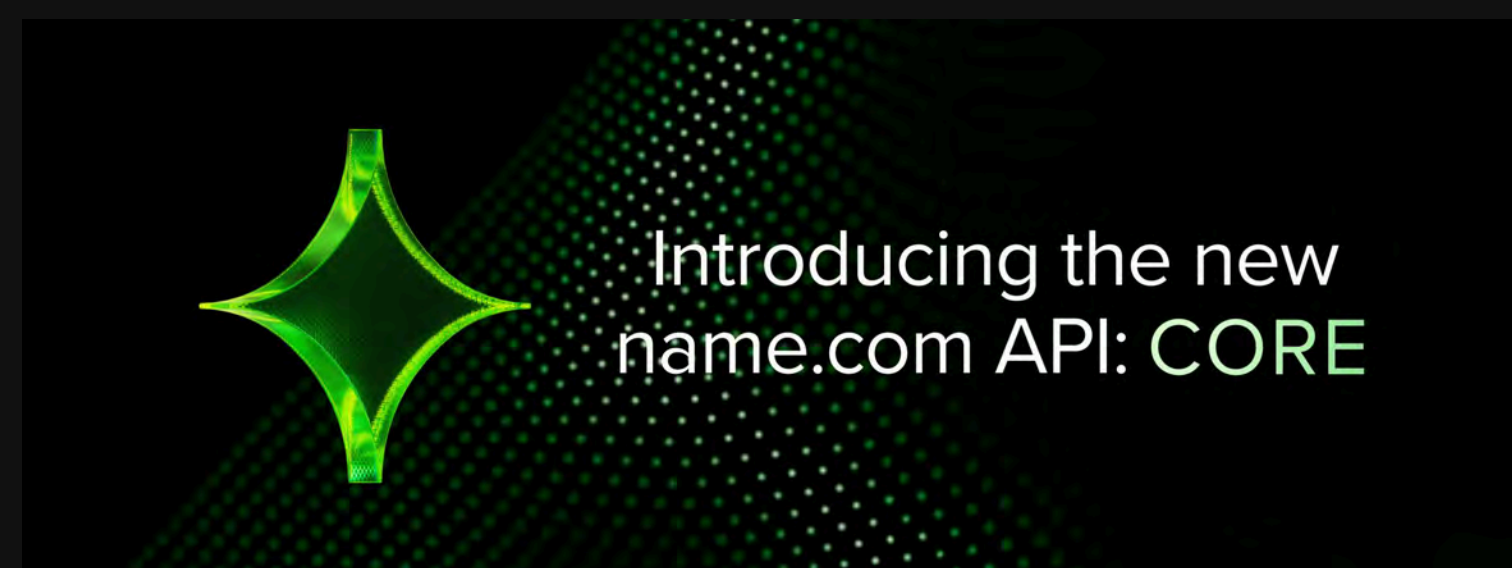
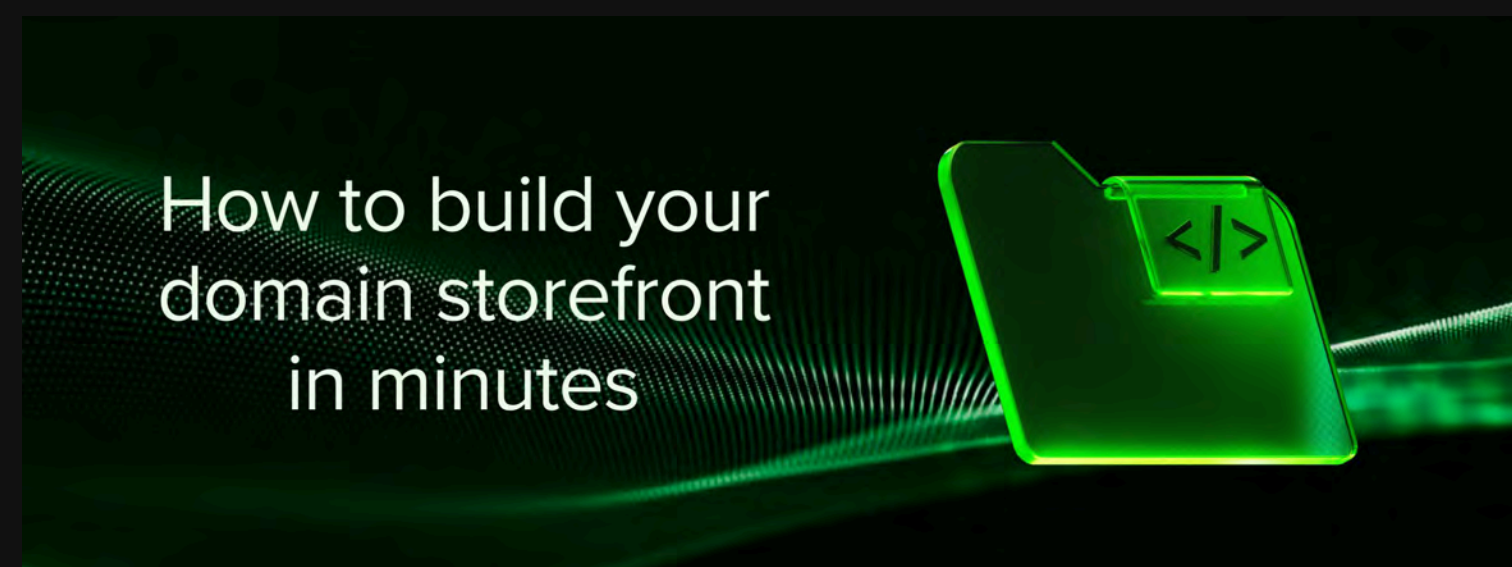
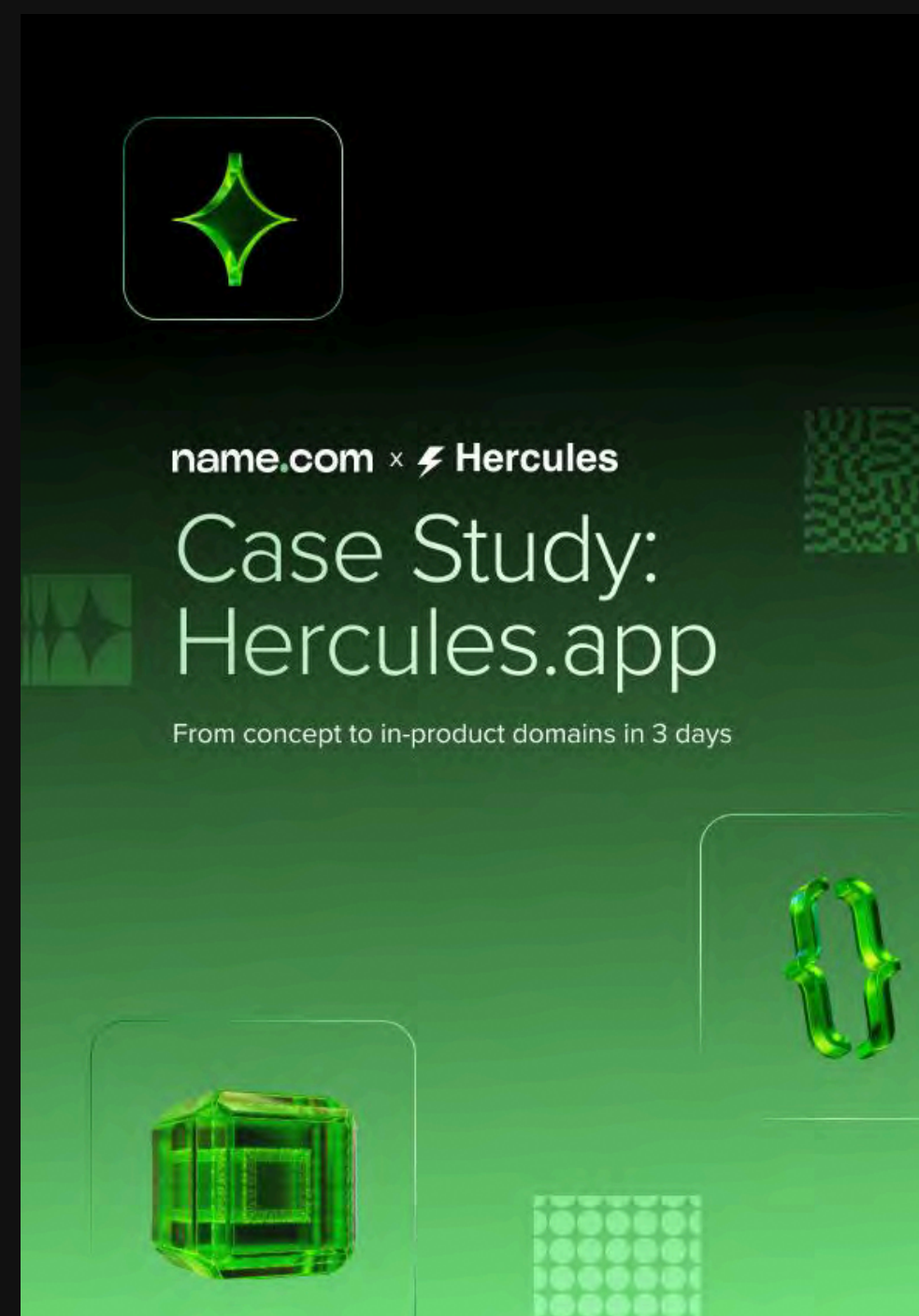
## Visuals

### New 3D assets available early 2026

- ✓ Thoughtfully blend our motifs, orbs and graphics to create this effect.
- ✓ Green background illustrations should be primary
- ✓ Use green only icons (See “Simple, fast, and scalable”)

✗ No lifestyle photography

Please contact our Design team for questions regarding brand or usage.

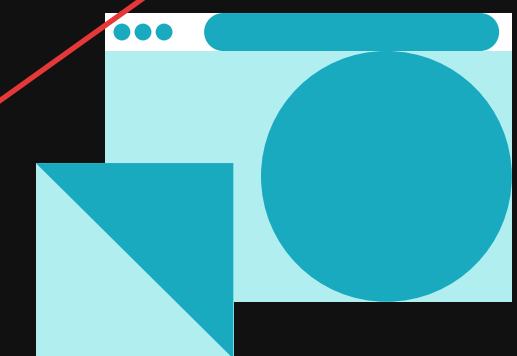
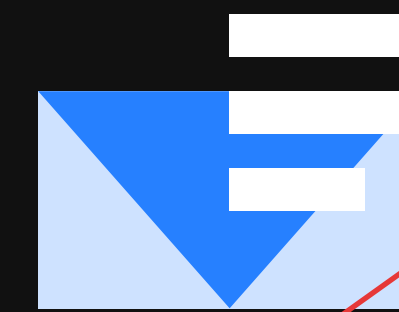
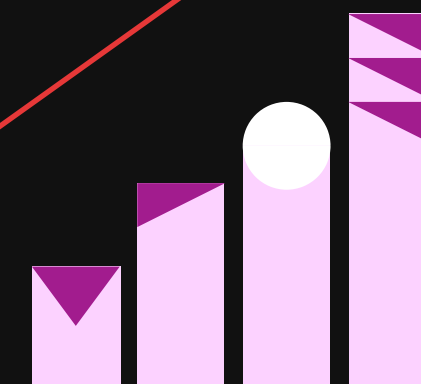


## What to Avoid

Our B2B brand is to help communicate the simplicity of the product, without distractions. If it feels fake, multi-colorful, staged, or posed, it's not us.

[-] Lifestyle imagery

[-] Colorful iconography



name.com

Let's  
make  
our  
name  
shine.

For questions, email design at  
[makenzi.lemay@name.com](mailto:makenzi.lemay@name.com)