.xyz

Media Kit & Brand Guidelines

Logo and Color

Logo

There are two types of XYZ logos: full and outline. You are welcome to use these logos for .xyz-related projects and materials.

- White or purple outlined logos may be rotated anywhere from 20 - 45 degrees and offset (as seen at the top of this page).
- You may <u>not</u> alter the proportions, font, outline, or style of these logos for any reason.
- Logos must be clearly visible when used.

Color

White	Purple	Gray	Green
RGB 255, 255, 255 HEX #ffffff CMYK 0, 0, 0, 0	RGB 74, 25, 85 HEX #4a1955 CMYK 78, 100, 34, 29	RGB 85, 85, 85 HEX #555555 CMYK 64, 56, 55, 31	RGB 168, 217, 63 HEX #a8d93f CMYK 39, 0, 93, 0

When using color, white and purple should appear often, gray should be used for body text and forms, and green should be reserved for accents in both text and imagery. Use of color should be easy to see (for example: use white text on dark purple backgrounds instead of gray).

Language and Font

Language

Taglines

For Every Website, Everywhere.™ / It comes after the dot.™

Each tagline must be formatted this way, with the trademark included.

Capitalization

- XYZ must be capitalized when referencing Generation XYZ or the XYZ brand
- xyz must be lowercase when referencing the domain extension .xyz or when referencing .xyz usernames

Font

Bariol Bold

(headlines and accent text)

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
0 1 2 3 4 5 6 7 8 9

Bariol Regular

(accent text)

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
0 1 2 3 4 5 6 7 8 9

Bariol Light

(accent text)

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
0 1 2 3 4 5 6 7 8 9

Muli Light

(body text only)

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
0 1 2 3 4 5 6 7 8 9

Information and Media Contact

The next generation of the internet for Generation XYZ.

Generation XYZ combines Generations X, Y and Z to create a global community inspired by the Internet and its limitless potential. We're giving internet users - young and old, near and far - an innovative new platform to connect with the world in a whole new way.

.xyz is a bold, fresh choice for users who crave creativity and versatility in a domain name. It's short and memorable without the limitations of a label or language barrier - so you can focus on connecting with your audience anywhere in the world.

It's instinctive.
It's natural.
It makes sense.

Need to reach out to someone at .xyz? We've got you covered.

Name: Media Department
Email: hello@xyz.com