

.Audio Marketing Kit



Be heard online™

Version 1.0

Introduction

Tune into .Audio – the domain name made for making a hit website online. Catchy and unrestricted, the memorable .Audio domain helps your customers reach the eyes and ears of worldwide audio enthusiasts.

To encourage .Audio customer attachment & add-on product bundling, please use this dedicated marketing kit. This kit includes:

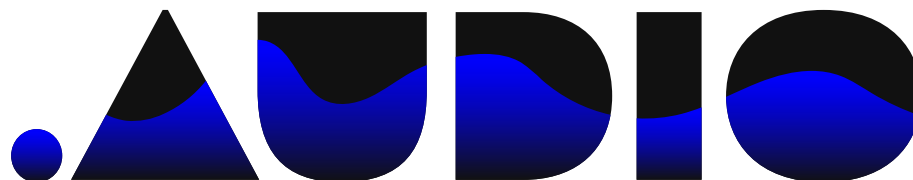
- **Logo & Brand Guidelines** **3**
- **Landing Page Content** **8**
- **Top 5 Ways to Use .Audio** **9**
- **Email Content** **10**

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

The XYZ Team

Logo

The logomark of the .Audio **Primary Logo** uses Black (#000000) and Blue (#0000FF).



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.

	Light backgrounds	Dark backgrounds	Colorful backgrounds
Primary Logo			
Single Color Black			
Single Color White			

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.audio/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.

.audio

X Problem: Logo uses incorrect font

Do not alter the logo or font.

.audio

X Problem: Outdated branding

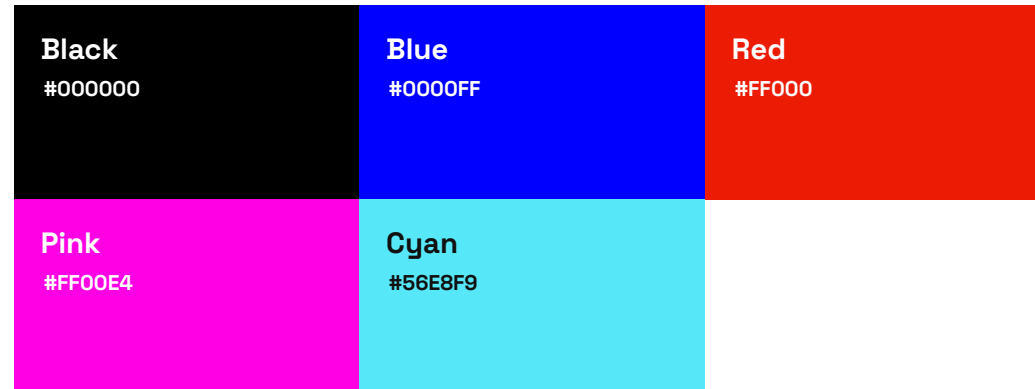
Use only the official logos found at: <https://nic.audio/files>

Brand Colors

Marketing materials should use these primary and neutral colors.

PRIMARY PALETTE

Tints & Shades



NEUTRAL PALETTE

Tints & Shades



Fonts

Use **Space Grotesk Bold** for main headings.

Use **Space Grotesk Bold** for all other headings, optionally in All Caps.

Use **Space Grotesk Regular** only for body paragraphs.

SPACE GROTESK BOLD

The quick brown fox jumps over the lazy dog.

SPACE GROTESK BOLD IN ALL CAPS

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

SPACE GROTESK 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:

Be heard online™

Website:

<https://xyz.audio>

Create a hit online with .Audio

Amp up your brand online with .Audio domains. From blaring your band's latest track across the internet airways, providing your fans an online home for your podcast, to announcing your audio streaming app online, the .Audio domain is made to help anyone reach worldwide music and audio enthusiasts. Make your sound be heard with the cutting-edge .Audio domain that shows you're using the latest technology in online naming.

The .Audio domain is perfect for:

- Musicians, bands, & DJs
- Podcasters & influencers
- Music studios and audio specialists
- Record labels and music companies
- Audio streaming platforms
- Audio equipment manufacturers and retailers
- Audiovisual design and integration

Spotlight your musical talents and live performance schedule on **www.YourName.Audio** or **www.YourBand.Audio**.

Create an online home for your podcast with **www.YourPodcast.Audio** or **www.YourShow.Audio**.

Use keyword-rich **www.YourService.Audio** or **www.YourGenre.Audio** to match what musicians and digital creators are searching for.

Attract clients to your sound and music business in your local area with **www.YourCity.Audio** or **www.YourCountry.Audio**.

Promote your music platform on cutting-edge domains like **www.YourPlatform.Audio** or **www.YourBlog.Audio**.



Turn up your online presence with the memorable .Audio domain name.

Top 5 ways to use .Audio

1. Memorable .Audio domains help your fans find and remember your band's website online.

- www.YourName.Audio
- www.YourBand.Audio
- www.YourBrand.Audio

2. Descriptive .Audio domains help you secure an exact match domain.

- www.YourPodcast.Audio
- www.YourName.Audio
- www.YourShow.Audio

3. Keyword-rich .Audio domains match what musicians and digital creators are searching for online.

- www.YourGenre.Audio
- www.YourService.Audio
- www.YourType.Audio

4. Location-specific .Audio domains establish your website as the go-to destination for audio equipment in your location or region.

- www.YourCountry.Audio
- www.YourCity.Audio
- www.YourState.Audio

5. Industry-specific .Audio domains help to establish your music platform website as an audio authority.

- www.YourBusiness.Audio
- www.YourCompany.Audio
- www.YourBrand.Audio



Email Content

Dedicated Email Content

Subject: **.Audio: Be heard online™**

Turn up your online presence with .Audio domains. Reach worldwide music and podcast fans on a domain that promotes your brand using the latest technology in online naming. From blaring your band's latest record across the internet airways, providing your fans an online home for your podcast, to announcing your blockchain audio streaming platform online, the .Audio domain helps amp up your sound online.

Reasons to choose .Audio

- Memorable .Audio domain names can help your fans find and remember your band's website online.
- Available .Audio domains give you a chance to secure your podcast name's exact match domain.
- Keyword-rich .Audio domains match what sound and music fans are searching for online
- Location-specific .Audio domains can establish your website as the go-to destination for audio equipment in your location or region.
- Industry-specific .Audio domains can help to establish your music platform website as an audio authority.

Ways to use .Audio

- Spotlight your musical talents and live performance schedule on **www.YourName.Audio** or **www.YourBand.Audio**.
- Create an online home for your podcast with **www.YourPodcast.Audio** or **www.YourShow.Audio**.
- Use keyword-rich **www.YourService.Audio** or **www.YourGenre.Audio** to match what online shoppers are searching for.
- Attract clients to your sound and music equipment business in your local area with **www.YourCity.Audio** or **www.YourCountry.Audio**.
- Promote your music platform on cutting-edge domains like **www.YourPlatform.Audio** or **www.YourBlog.Audio**.

Create a hit online presence with .Audio.

[Register your .Audio domain now](#)

Thank You



For inquiries, please contact hello@gen.xyz

www.Nic.Audio