.mom

Give life to your passion™

Version 1.0

Introduction

Meet .Mom – the domain name made to nurture your online presence. Welcoming and warm, the .Mom domain is for anyone launching a website that attracts parents and family members of all types.

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

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

The XYZ Team

Logo

The logomark of the .Mom **Primary Logo** uses Black (#111111) and Red (#FF0000).
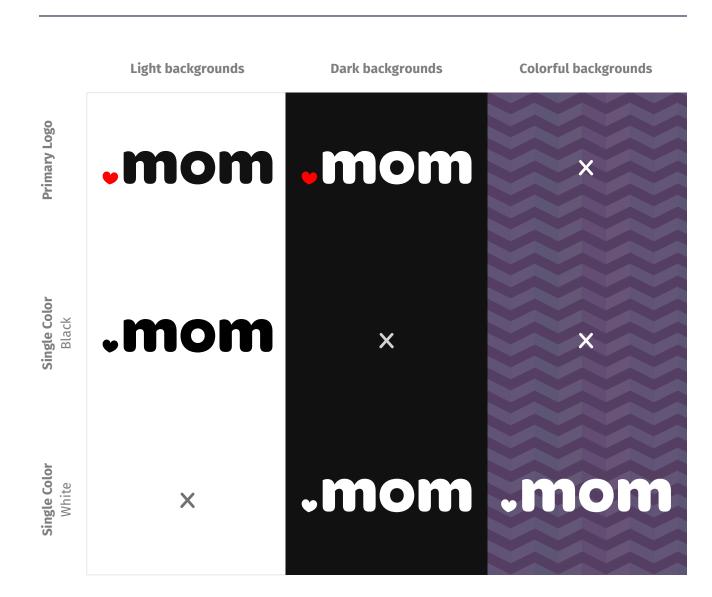

Primary Logo

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	.mom	.mom	✕
Single Color Black	.mom	✕	✕
Single Color White	✕	.mom	.mom

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.mom/files

Unacceptable logo usage

.mom

X Problem: Wrong colors

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

.mom.xyz

X Problem: Insufficient clearspace

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

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X Problem: Logo is illegible on this background

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

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X Problem: Logo is modified

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

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X Problem: Logo uses incorrect font

Do not alter the logo or font.

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X Problem: Outdated branding

Use only the official logos found at: https://nic.mom/files

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Brand Colors

Marketing materials should use these primary and neutral colors.

Primary Palette

Tints & Shades

Purple #543F62	Teal #02495C	Red #EC1B04
Light Purple #F2E9F8	Light Blue #DBEDF2	

Neutral Palette

Tints & Shades

#111111	#717171	#D3D3D3	#F7F7F7	#FFFFFF

.mom

.Mom Marketing Kit

Fonts

Use **Nunito Extra Bold** for main headings.

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

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

Nunito Extra Bold
The quick brown fox jumps over the lazy dog.

Fira Sans Bold
The quick brown fox jumps over the lazy dog.

Fira Sans Regular

Lorem ipsum dolor sit amet, consectetur adipiscing eli. Aenean nisl nunc, <u>mattis vel facilisis sed (Link)</u>, 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:
Give life to your passion™

Website:
https://xyz.mom

Raise your online presence with .Mom

Attract parents and family members of all types with the .Mom domain name. The .Mom domain is for anyone looking to adopt a domain their audience can trust, from launching brands for mothers, companies owned and operated by amazing mothers, blogging parenting tips and tricks, to creating a community of rockstar parents online.

The .Mom domain is perfect for:

- Every mom starting a business online
- Parenting blogs and publications
- Products and services geared towards Moms
- Caregiving companies
- Family albums online
- Motherhood leaders and mentors
- Parenting clubs and organizations

Proudly establish your mother-lead business online with **www.YourBrand.Mom** or **www.YourName.Mom**.

Share your parenting advice on **www.YourName.Mom** or **www.YourBlog.Mom**.

Use keyword-rich **www.YourType.Mom** or **www.YourSpecialty.Mom** to match what those in need of caregivers are searching for.

Connect with other parents in your area with **www.YourCity.Mom** or **www.YourState.Mom**.

Promote your mentorship program with **www.YourBrand.Mom** or **www.YourCompany.Mom**.

Nurture your online presence with a .Mom domain name.

.mom

.Mom Marketing Kit

Top 5 ways to use .Mom

1. **Descriptive .Mom domains establish your amazing mom-lead venture on a domain that builds trust.**
   - www.YourBrand.Mom
   - www.YourCompany.Mom
   - www.YourLabel.Mom

2. **Memorable .Mom domains make it easy for moms and dads to find your parenting advice and product**
   - www.YourName.Mom
   - www.YourBusiness.Mom
   - www.YourBrand.Mom

3. **Intuitive .Mom domains announce that your website will help your audience find a mentor they can look up to.**
   - www.YourBlog.Mom
   - www.YourCommunity.Mom
   - www.YourBrand.Mom

4. **Keyword-rich .Mom domains match what caregiving and babysitting customers are searching for.**
   - www.YourType.Mom
   - www.YourEvent.Mom
   - www.YourStyle.Mom

5. **Location-specific .Mom domains establish your parenting publication as the go-to resource in your area.**
   - www.YourCountry.Mom
   - www.YourCity.Mom
   - www.YourState.Mom

Email Content

Dedicated Email Content

Subject: .Mom: Give life to your passion™

Nurture your online presence with .Mom domains. From launching brands owned and operated by amazing mothers, to blogging about parenting hacks, to creating a community of rockstar parents online, the .Mom domain will help you create an online presence your audience can trust.

Reasons to choose .Mom

- Comforting .Mom domain names can create an online presence your audience can trust.
- Warm .Mom domains can show that your website will help your audience find a mentor they can look up to.
- Short .Mom domains can make your family's photo album website easy to find online.
- Keyword-rich .Mom domains can match what your customers are searching for.
- Location-specific .Mom domains can establish your parenting publication as the go-to resource in your area.

Ways to use .Mom

- Proudly establish your mother-lead business online with **www.YourBrand.Mom** or **www.YourName.Mom**.
- Share your parenting advice on **www.YourName.Mom** or **www.YourBlog.Mom**.
- Use keyword-rich **www.YourType.Mom** or **www.YourSpecialty.Mom** to match what those in need of caregivers are searching for.
- Connect with other parents in your area with **www.YourCity.Mom** or **www.YourState.Mom**.
- Promote your mentorship program with **www.YourBrand.Mom** or **www.YourCompany.Mom**.

Create a welcoming and warm website with .Mom.

Register your .Mom domain now

Thank You

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For inquiries, please contact hello@gen.xyz

www.Nic.Mom