.xyz

Media Kit & Brand Guidelines

Generation XYZ

Generation X

1960 - 1980

Named after Douglas Coupland's novel Generation X: Tales from an Accelerated Culture, this is the first generation to grow up amidst digital technology. These overly-educated Gen Xers have been represented by the likes of Kevin Smith, Quentin Tarantino, and Steven Soderbergh. They grew up eager to create change through social institutions, rather than in spite of them. With .xyz, Gen Xers will be able to continue spreading their message in a way that is both new and familiar.

Generation Y

1977-2004

Also known as the Millennial Generation, Generation Y is all about interaction. As a group constantly sharing, streaming, and updating, Ys are heavily influenced by MTV and digital technology. With icons like Oprah Winfrey and Michael Jordan, this generation has been raised to dream big, making .xyz the perfect stage to share their stories.

Generation Z

Early 2001 - Present

The Pluralist Generation is growing up in a diverse, fragmented world, held together only by the constant communication provided through the internet. Always connected, they've never known a world without smart phones, computers and the web. Z's are truly digital natives, and .xyz will be the platform leading them into the next generation of the internet.

Logos

Outline Logo (Light Backgrounds)

.xyz

Outline Logo with Tagline (Light Backgrounds)

.xyz

For every website, everywhere®

Shadow Logo (Light Backgrounds)

.xyz

Outline Logo (Dark Backgrounds)

.xyz

Outline Logo with Tagline (Dark Backgrounds)

.xyz

For every website, everywhere®

Logo Usage

White or purple <u>outline</u> logos may be rotated anywhere from 10 - 45 degrees and offset (as seen at the top of this page). Do not rotate the shadow logo. Non-rotated logos may <u>not</u> be offset.

You may <u>not</u> alter the proportions, font, outline, or style of these logos for any reason. You may alter the color of the outlined logos if it is absolutely necessary, but if using purple or green, it <u>must</u> be XYZ purple or green - no variations. You may <u>not</u> alter the color of the shadowed logo. The color of the logo must be clearly visible against the background.
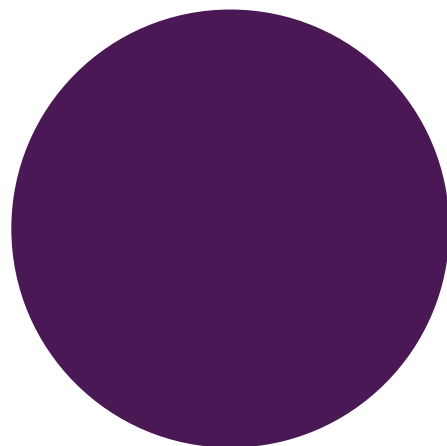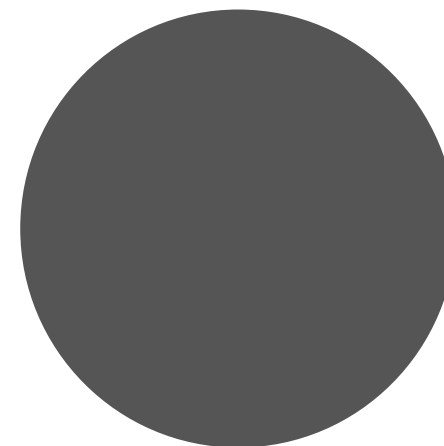
Color Palette
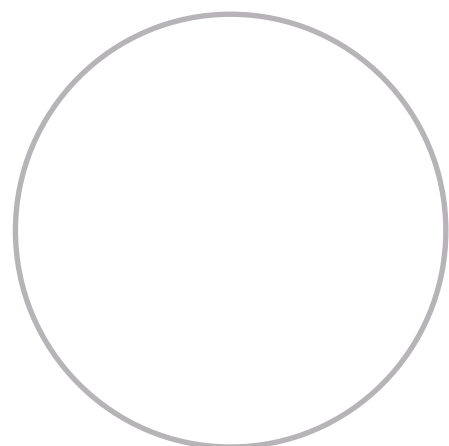
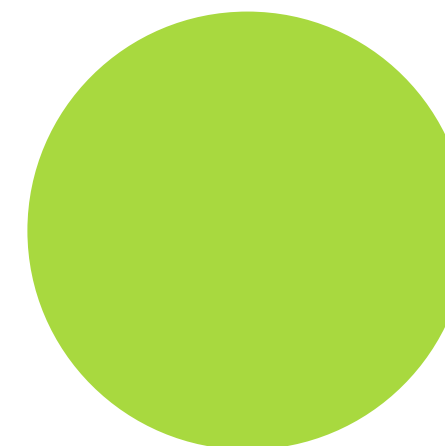**White**

#ffffff
CMYK 0, 0, 0, 0

Purple

#4a1955
Pantone 525 C
Pantone 2612 U

Gray

#555555
CMYK 64, 56, 55, 31

Green

#a8d93f
Pantone 375

When using color, white and purple should appear often, gray should be used for body text and forms, and green should be reserved for buttons and accents in both text and imagery. Ads and banners should always have a purple background unless otherwise specified. Buttons must always have white text on a green background.

Please pay attention to the material(s) being printed on (coated vs uncoated) and use the appropriate Pantone spot color for XYZ purple.

Font

Bariol Bold
(headlines, 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
(paragraph 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
(paragraph 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

Headings should always be Bariol Bold, and are usually centered. Muli is used for body text on websites and anything with more than a few sentences. For ads and other goods with less text, Bariol Regular or Light may be used. Button text must always be Bariol Bold. Taglines should be in Bariol Bold whenever possible. When using a tagline underneath an XYZ logo, text must always be Bariol Bold.

.xyz

Language

Taglines

For every website, everywhere®

It comes after the dot®

.xyz is the go-to ending for your domain

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

The next generation of the internet for Generation XYZ.

Generation XYZ is the online community of innovators XYZ is cultivating to connect the next generation of internet users regardless of their age, location, or interest.

.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.**

.xyz

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

Name: Media Department
Email: hello@gen.xyz

@xyz   /xyz   @xyz