

•design

IMAGINE + INSPIRE

MARKETING KIT CONTENTS

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COPY + MESSAGING GUIDE

We have created a wide selection of copy to support your placement of *.design* in various settings, from landing pages to e-mails to social media campaigns. Please note that messages have been optimized per medium. Refer to the copy that best fits your needs and/or use the content and tone to inspire your own creative team. Do not hesitate to reach out to us via info@toplevel.design if you would like personal help with your marketing copy.

SHORT COPY

From the creative portfolio to the online store, *.design* is a home for the innovators, for the changemakers, for those who can't help but create. It is a diverse and global community united through threads of artistic creation. The word is tied to millions of people and billions of dollars of commerce and, to that end, adopting *.design* adds a serious boost to your personal and professional brand. First impressions have never been so powerful.

LONG COPY

From the creative portfolio to the digital storefront, *.design* is a home for the innovators, for the changemakers, for those who can't help but create. It is a collaborative and global community united through threads of artistic creation. The word is tied to millions of people and billions of dollars of commerce and, to that end, adopting *.design* adds a serious boost to your personal and professional brand. First impressions have never been so powerful.

As exemplified by iconic brands like Apple and Nike, a modern company's commitment to design defines its products, its customers, and its business as a whole. The word 'design' directly applies to countless professions and its members come from a diverse array of backgrounds, from web design to fashion design. Even industries that do not 'design' anything are capitalizing on the undeniable cachet of the word, such as the financial institutions that *design* retirement plans and the personal trainers who *design* washboard abs. The word is also international, implying both creativity and prestige, and meaningful to both the consumer and the producer.

DOMAIN BLURB

.design is the mark of a proud member of the design community, and an opportunity to make your web address as personal as your aesthetic. First impressions have never been so powerful.

HEADY BLURB

We believe that design improves everything we create, combining form and function to achieve superior, inherently more human experiences. It defines and enriches our lives as the most fundamental product of intention and creative thought.

BRAND BLURB

A company's design often defines its products, its customers, and its business as a whole. This opportunity is not one to let pass by.

VALUE PROPOSITIONS

Personally Relevant *.design* brings personal branding to a new level. Your domain can now be a part of your story.

Perfectly Packaged As a designer, you understand the importance of smart presentation, and *.design* allows you to create a more succinct, powerful, and elegant URL.

Socially Engaging This is the home of creative studios, digital storefronts, freelancing professionals and everyone in between.

Globally Recognized "Design" is an international word, associated with the creative as well as the prestigious.

FURTHER THOUGHTS

Available...For Now This is a first-come first-served market. It will be the early adopters who get the best .design names.

Powerful .design means something. It carries weight, both to the designer and the consumer. It's descriptive, evocative, and intriguing.

Seamless By utilizing redirects, you can be assured that anyone who wants to find your site, will.

Progressive There are already one million .com domains that include the word 'design.' By shifting the word into the top-level domain, you are crafting a more succinct, powerful, and elegant URL.

BRAND COPY

For those registrars that specialize in brand protection, portfolio, and corporate clients.

Design has become one of the most important filters through which consumers make purchase decisions. As exemplified by Apple and Nike, the most culturally relevant and desired products are usually the most elegant and well-designed. The word is so ubiquitous and has such cachet that even industries that do not 'design' anything per se are using it; think about the financial institutions that claim to design their retirement plans and the personal trainers that design washboard abs. Furthermore, it is an international word that symbolizes both creativity and prestige. There is no domain, old or new, that is as prevalent a word and carries as much meaning and market potential.

A company's design often defines its products, its customers, and its business as a whole. This opportunity is not one to let pass by.

BLOG POSTS

Reach out to us at info@toplevel.design; we'd be happy to provide or collaborate on a blog post or other special material.

OUR BUZZWORDS

ELEGANT

POWERFUL

CREATIVE

EVOCATIVE

MODERN

PRESTIGIOUS

INTERNATIONAL

SMART

ARTISTIC

SOCIAL MEDIA PROMPTS

Our Twitter handle is @YourDotDesign; our preferred hashtags are #YourDotDesign, #design, and #domains.

We'd be excited to work with you on tailored campaigns or social engagement, so don't hesitate to reach out.

CATEGORY: CONVERSATIONAL



Where: Facebook

Specs:

Image: Banner Art, JPG format

Video: 100 character title, H.264 video w/ACC audio or MP4

1280px max width

<30fps

<1 GB or 20 min. max length

Asset to use: Sizzle video/Banner art

What to say:

Introducing .design, giving designers a better web address. What do you design?



Where: Facebook

Specs: Status updates max. 63k+ characters

Asset to use: .design logo + tagline, JPG format

What to say:

Shout out to the newly registered (newly registered domain), congratulations on your new .design!

CATEGORY: SALES



Where: Twitter

Specs: 2 lines, 121 characters

Asset to use: .design logo + tagline, JPG format

What to say:

Design has a new address! Get your .design domain name now! @YourDotDesign #design #newgTLDs

Get ready to re.design your domain name! #YourDotDesign is available now at [registrar]. @YourDotDesign #design #newgTLDs

Get ready to re.design your domain name! @YourDotDesign #newgTLDs



Where: Instagram

Specs: 510x510px image

:15 length

No character limit

Asset to use: :15 launch video (available in late April)

What to say:

What does your .com domain name say about you? .Design will help you showcase your #creativity and proudly identify yourself as a member of the #design community. We've just launched this exciting new domain extension, so grab #YourDotDesign before someone else does!

Design-lovers, it's time to re.design your web address! Show the world your passion for all things #creative when you show them #YourDotDesign



CATEGORY: EVENTS



Where: Twitter

Specs: 2 lines, 116 characters

Asset to use: .design logo + tagline, JPG format

What to say:

Are you a member of the #design community? .design is on sale for the next xxx days! Get your.design before someone else does.

Show your clients that you're serious about #design. Make a powerful first impression with a new .design domain name! On sale now.



Where: Facebook

Specs: Status updates max. 63k+ characters

Asset to use: .design logo + tagline, JPG format

What to say:

Are you a member of the #design community? .design is on sale for the next xxx days! Get your.design before someone else does.



SEARCH + SUGGESTION

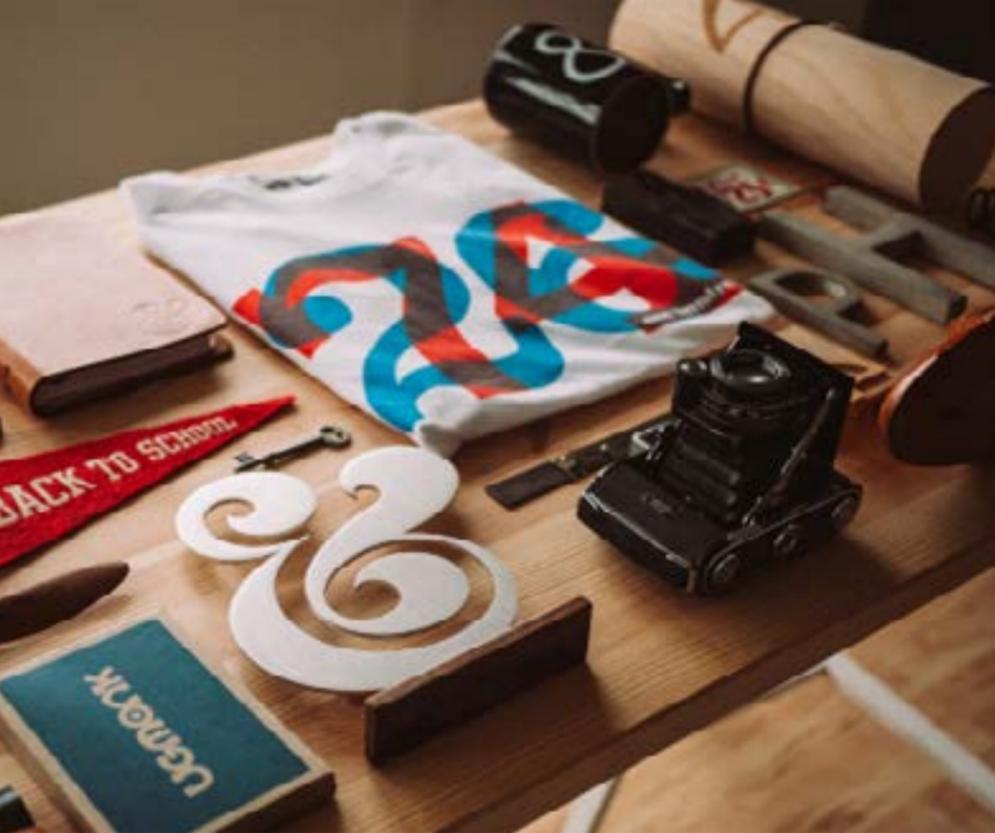
KEYWORDS

The following keywords all have very strong co-occurrence with the word "design" as analyzed in the .com zone file. They are ranked in descending order. Your search algorithms and SLD suggestions should strongly consider this.

- | | |
|-------------|-----------------|
| 1. WEB | 11. JEWELRY |
| 2. STUDIO | 12. LAND(SCAPE) |
| 3. INTERIOR | 13. CREATIVE |
| 4. SITE | 14. HOUSE |
| 5. GRAPHIC | 15. WORKS |
| 6. GROUP | 16. MEDIA |
| 7. HOME | 17. SHOP |
| 8. HAIR | 18. CUSTOM |
| 9. BUILD | 19. FLORAL |
| 10. ONLINE | 20. LAB |

Other important keywords include:

- | | |
|--------|--------|
| PRINT | FILE |
| NAIL | 3D |
| SHIRT | TATTOO |
| CARD | FLYER |
| LOGO | FLOWER |
| SIMPLE | |



SLD COMPOSITION

Based on the early days of launch, we believe that many registrants will be searching for names that will fall into these categories:

First and/or Last Names A freelance designer, Jane Smith, has a few great options to search for.

JaneSmith.design
Smith.design
Jane.design

Studios Design collectives will often include the word 'studio(s)'; 'media'; 'creative;' etc.

ApexStudios.design
Revolution.design
NestCreative.design

Cities Designers that serve a particular region will want to secure their market asap!

NYC.design
ChicagoInterior.design
BigAppleGraphic.design

Specialties Both generic and niche design specialties will not last long.

Contemporary.design
Kitchen.design
TurquoiseJewelry.design
StainedGlass.design

SIMILAR NEW TLDS

Similar new TLDs include the following. Whenever these domains are suggested or searched for, .design should be presented as an alternative or part of a potential package deal.

- | | |
|----------|--------------|
| .AGENCY | .FASHION |
| .BUILD | .HAIR |
| .JEWELRY | .PHOTOGRAPHY |
| .INK | .ARCHI |
| .TATTOO | .ARCHITECT |
| .ART | .LIGHTING |
| .STUDIO | .GRAPHICS |
| .MEDIA | .STYLE |

DESIGN TARGET MARKETS

Our three largest markets are **web designers, graphic designers** and **interior designers**.

All three of our target markets would consider using .design for their

- ONLINE PORTFOLIOS
- DESIGN BLOGS
- DIGITAL STOREFRONTS FOR COMPANY WEBPAGES

They would consider using .design because

- IT CLEARLY AND ELEGANTLY TELLS THE WORLD WHAT THEY DO.
- A BETTER DOMAIN COULD RESULT IN BETTER SEO.
- IT LOOKS GOOD ON THEIR BUSINESS CARDS AND SUPPORTS THEIR INNOVATIVE PRESENTATION AND UNIQUE AESTHETIC.

OUR TARGET MARKETS AT A GLANCE

Web designers

- 222K INDIVIDUALS
- 124K BUSINESSES
- \$21 BILLION INDUSTRY

Graphic designers

- 141K INDIVIDUALS
- 108K BUSINESSES
- \$11 BILLION INDUSTRY

Interior designers

- 120K INDIVIDUALS
- 96K BUSINESSES
- \$10 BILLION INDUSTRY

(All numbers US)

However, design touches our lives in some way nearly every moment of every day, so you can imagine how vast the industry is. Here are other fields of design:

- | | | |
|---------------|---------------|-------------|
| ARCHITECTURE | FASHION | PRODUCT |
| AUTOMOTIVE | FLORAL | PROCESS |
| APP | HAIR | SUSTAINABLE |
| COMMUNICATION | INDUSTRIAL | SOFTWARE |
| CONFIGURATION | INSTRUCTIONAL | SOUND |
| COSTUME | INTERACTION | STAGE |
| JEWELRY | LANDSCAPE | SYSTEMS |
| ENGINEERING | LIGHTING | URBAN |
| ENVIRONMENTAL | MODULAR | UX |
| EXPERIMENTAL | MULTIMEDIA | VIDEO GAME |
| EVENT | NAIL | VISUAL |



VISUAL INDEX

You can find all of our graphics on our [online marketing kit](#). You can also click on any of the following headers to go directly to that section in the online marketing kit.

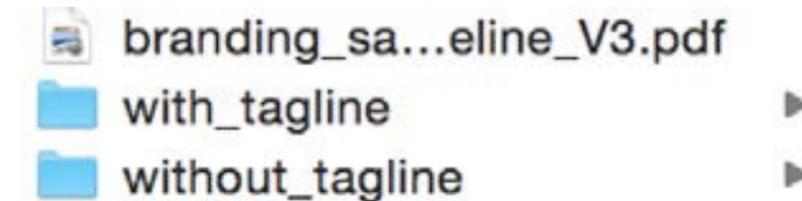
LOGOS + BRANDING GUIDELINES

Logos are provided in a variety of file formats and color choices, with and without a tag line. The Branding Guidelines will help ensure proper use of the logo across media platforms.

Root Folder:



Separate Elements:



STANDARD DIGITAL BANNERS

A variety of banners have been included in the marketing kit. They are clearly labeled by size. If you want to customize a banner, the Branding Guidelines will help you select appropriate imagery from a stock house or other source. See attached folder.



E-MAIL TEMPLATES

Three e-mail templates are included in the marketing kit.

Designer e-mail This e-mail template should be used with customers that are already identified as designers. These could be folks that have previously expressed interest in .design; those who own domains that already contain the word 'design' in the SLD; those that host sites that tag the site or its content as 'design' oriented; etc. Reach out to us for tips on identifying these individuals.

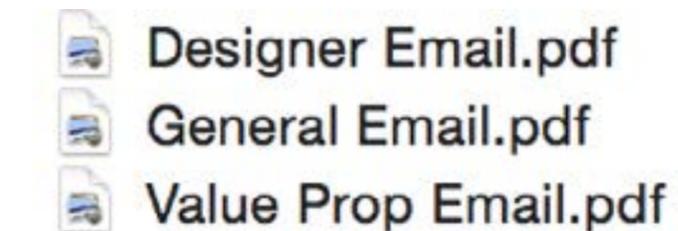
General e-mail This is a generic e-mail template that could be used for all of your customers or any group therein.

Value Proposition e-mail This e-mail relies heavily on graphic elements for those registrars that have a more visually based aesthetic.

Root Folder:

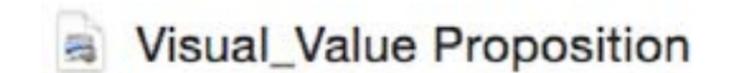


Elements:



VALUE PROPOSITION

A graphical version of the value proposition is included in the marketing kit. This is to be used in e-mails and on .design landing pages.



INFOGRAPHICS

A variety of infographics are included in the marketing kit. These are based off of the above market research and should be utilized to educate resellers and in occasional B2C communications.



VIDEOS

You can find a .design sizzle video in our [online marketing kit](#).



PRICING

As you know, CentralNic supports our backend registry services. More information can be found on the CentralNic console and within our RRA and is repeated here for ease of use, not to replace or override information found elsewhere. Please refer any further technical questions to info@tldesign.co or your CentralNic liaison.

STANDARD PRICING

Registration Fee	Renewal, Transfer Fee
\$33	\$33

PREMIUM PRICING TIERS

Premium Domain Pricing Tier	Premium Domain Name Pricing (Initial Registration, Renewal, Transfer)
Tier 5	\$5,000
Tier 4	\$2,000
Tier 3	\$650
Tier 2	\$250
Tier 1	\$100

OTHER FEES

Sunrise Application Fee	\$70
Redemption Fee	\$90

CONTACT US

Thank you so much for getting on board with .design. We couldn't be more excited to work with all of our registrar partners. I intend this marketing kit to be just the beginning of our relationship. Please don't hesitate to reach out about any specific co-marketing opportunities or for our input in creating unique marketing material. I also really appreciate feedback on our kit and performance as a whole.

Be in touch,



Andrew Merriam
Director of Business Development
andrew@tldesign.co

