

The background is a solid yellow color. On the left side, there are several overlapping geometric shapes made of thin, light-yellow lines. These shapes include triangles, squares, and rectangles, some of which are filled with parallel lines. The lines are arranged in a way that creates a sense of depth and movement, resembling a stylized architectural or abstract design.

•.design

BRAND REPORT | 2017

•.design is the only nTLD to have major adoption by household brands. It now seems that every month brings a new leader to .design. They are using .design to post interesting content and create communities of followers. It is content marketing and industry engagement.

For years, the domain industry has been discussing the adoption of new TLDs by major brands, or the lack thereof, as a KPI for the individual namespace and the industry as a whole. Other namespaces have not offered brands, advertisers and their consumers the right platform.

Designers and design-first companies are different.

Designers are incredibly active content creators as well as consumers. They read blog posts and follow updates and releases from their colleagues and competitors. By creating design destinations on .design sites, major brands are cementing themselves as thought leaders within the highly engaged and digitally literate design communities, bolstering their recruiting and activating their design departments.



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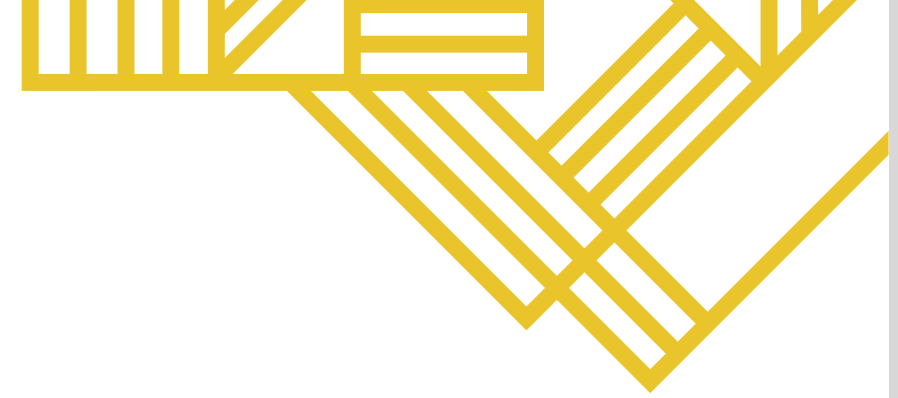
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RECRUITMENT

Arguably, every corporate .design site has recruiting as part of its mission, even those sites that focus on subtle content marketing. These sites open the doors to their design departments in a groundbreaking way, giving the public and potential applicants equal access to curated internal profiles.

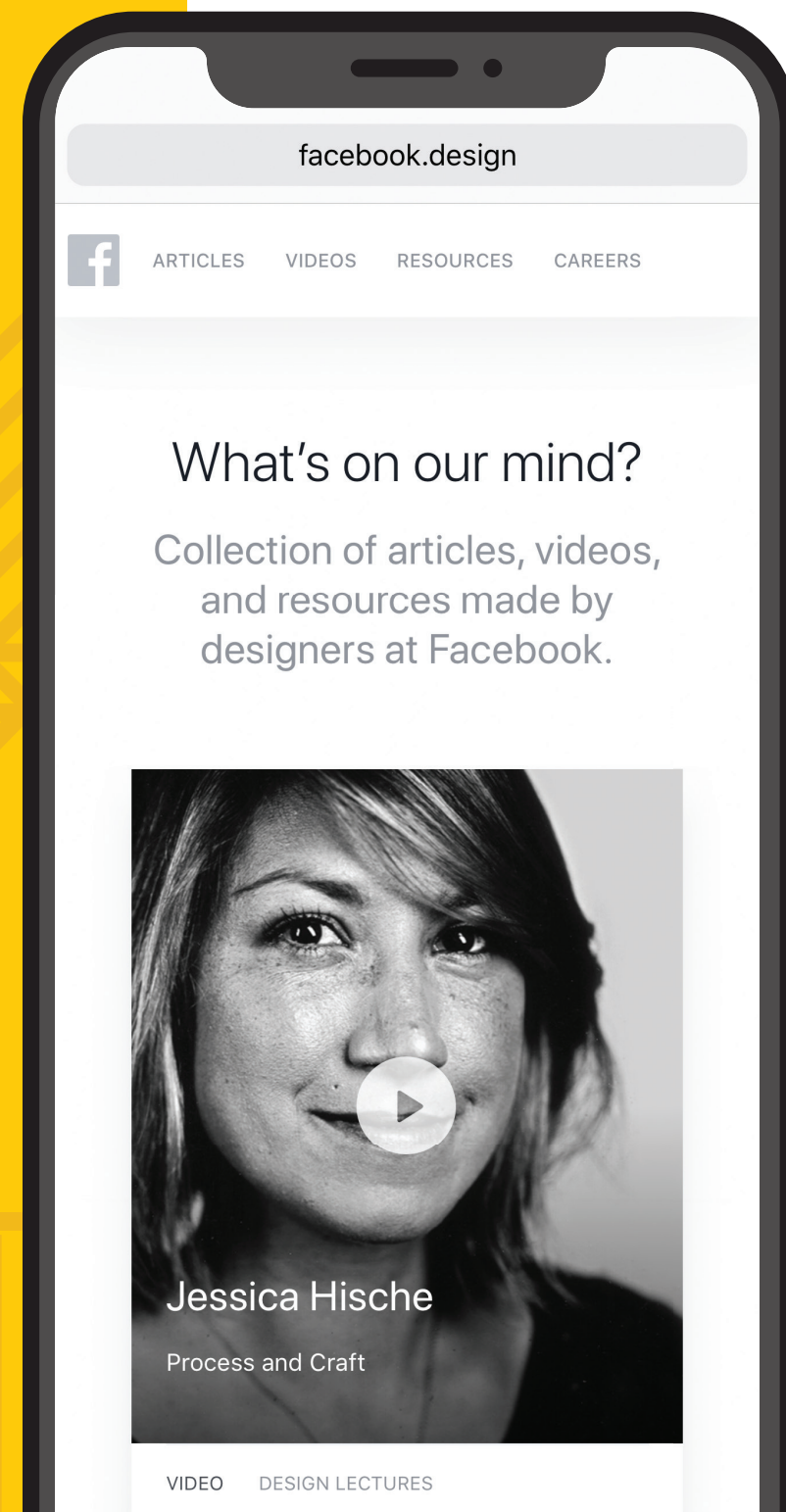
These .design sites tend to feature:

- Expository articles, "What it's like to work here"
- Team member profiles
- Prominent "Careers" or "Apply" tabs



Facebook.design is just getting started. Like most things at Facebook, it will be iterated on frequently. But we hope this becomes a place where designers can find great resources to grow as designers and develop in their career. Ultimately, we hope we can help push our discipline forward."

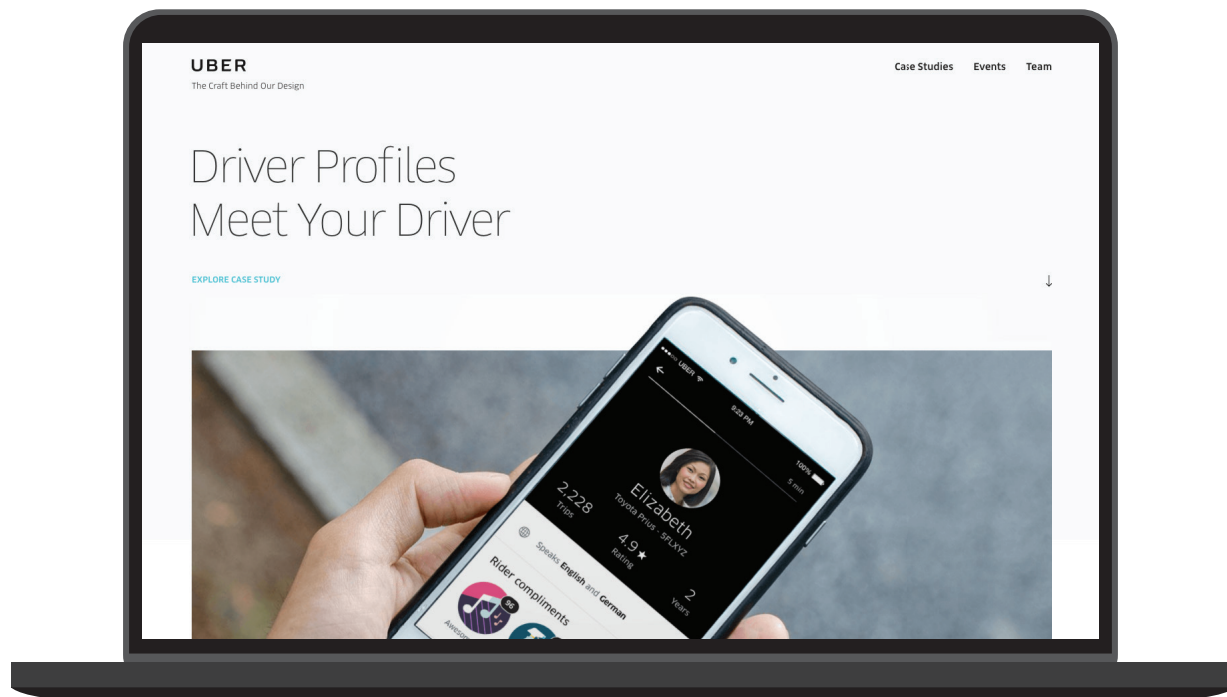
Jeff Smith, Facebook Product Designer



Facebook.design

The company that connected the world had to diverge from its main .com site in order to give its design department a place to create compelling content and facilitate design recruiting. The platform of facebook.com is so well defined that only a new site, facebook.design, could deliver the type of content marketing they needed to stay ahead. While the company has taken an altruistic approach to the site, releasing internal resources to "move our discipline forward," a clear goal is to increase the visibility and draw of their already prestigious design department.

Facebook is using their .design domain to present design team news, house content, and inbound marketing with a clear focus on recruitment, including articles, videos, and apps. The resources tab is full of shared tools meant to streamline designer work flows while the careers tab presents all available design-centric careers.



Uber.design

“ There are a lot of different personalities at Uber, there are some that make the press more often than others but the ones that I work with are all really talented and really sincere ... the three women who are in charge of illustration here are essentially in charge of humanizing the company.”

Jennifer Hom, Uber Illustration Manager interviewed on uber.design

We don't think it was a coincidence that we first found the uber.design site in the midst of a recent spate of bad PR. The company that is synonymous with popularizing “on demand” and “sharing economy” technology has become equally known for its HR issues. It's easy to imagine that their recruiting has taken a hit and so the uber.design site is a refreshing look at the actual team and work. The company profiles highlight many women and minorities in leadership positions.

The site also looks at case studies of major app developments and strategic initiatives. Content like video interviews with current team members and upcoming public and private events flow towards a section featuring open job listings.



Booking.design

Outside the U.S., Booking.com is often referred to as “Booking” and even in the United States it is easily understood that the booking.design site relates back to the team behind the main booking.com site. The fact is that the booking.com site is laser-focused on their travel mission and so a new domain was needed for a behind-the-scenes look at the design teams. This site was incredibly easy for the brand to launch since they just attached the domain to a Medium Publication - a one time fee of \$75 through Medium, which allows for any Medium account to become its own dedicated site on a second-level domain. This strategy is professional with minimal investment.

The site features a prominent external link to their application and careers portal while also sharing expository articles like “Design Critique - the Booking Way” and “A year of working a designer at Booking.com”.



Telekom.design

The domain itself may not be a dead giveaway outside of Germany but the big, pink T-Mobile logo on the page creates a quick “aha” moment. Telekom.design is a design recruiting site from T-Mobile's parent company, Deutsche Telekom. The site beautifully highlights their design ethos, ‘We Design Simplicity’, before launching into profiles of team members. The site features commercial-like videos, highlighting their design thinking and prototyping with a clear target audience of designers that may be interested in joining their team at the white board.

Their videos and content are highly targeted towards design applicant; and stress the company's design-first values. Major corporate goals and innovative product launches supplement these values, and are paired with team photos and stats.

“ We have integrated design as an organizational competence into Deutsche Telekom. Our work is based on three pillars: Design for Innovation, Design for Differentiation, Design for Consistency.”
Telekom.design



02

CONTENT MARKETING

Inbound and content marketing aspires to provide relevant content to the general public and target markets, trusting that useful resources will beget greater brand awareness and customer loyalty.

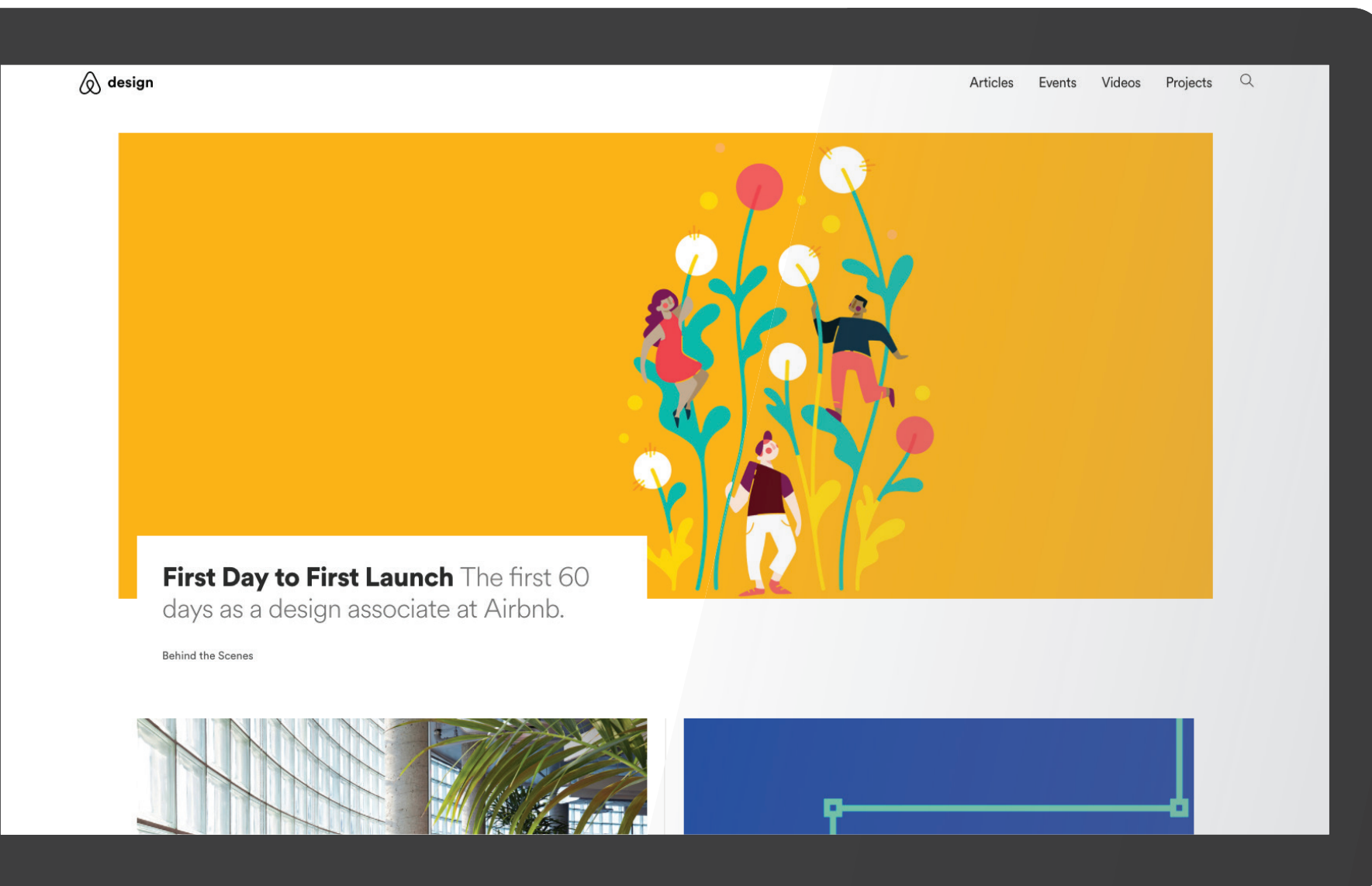
These .design sites tend to feature:

- Contributions from individuals outside the company
- Diverse content, often unrelated to the design team's daily work
- Long-form articles
- Free resources



The main principle in our open source philosophy is that the projects we share bring overlapping communities and practices together. As we start to release more tools and resources, our ambition is to connect a broader range of backgrounds, allowing us to tackle the collaboration gap that tends to slow down innovation.”

Adrian Cleave, Director of Design Ops.



Airbnb.design

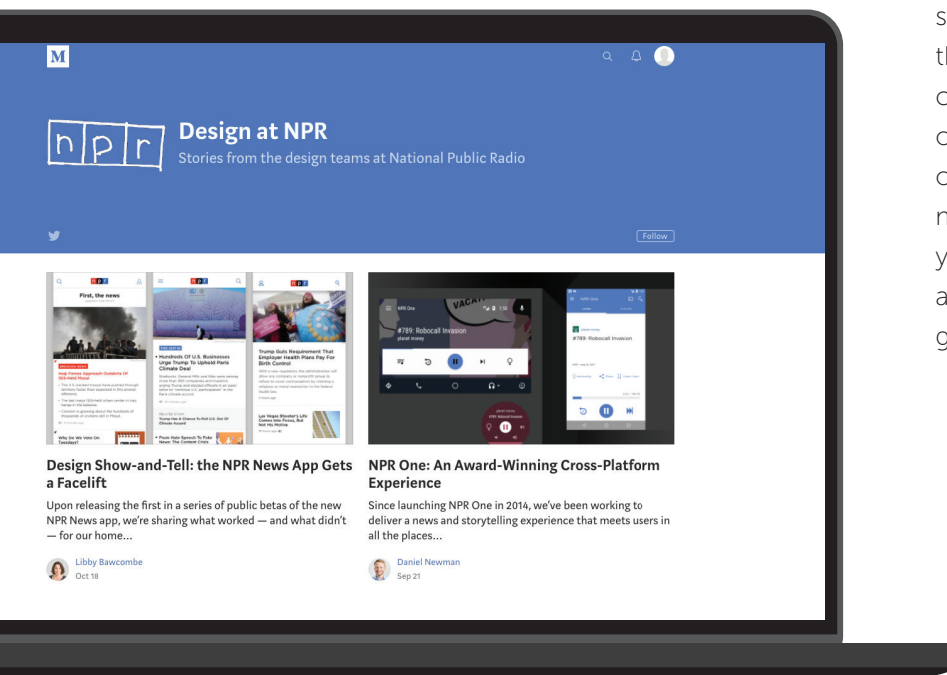
The first major brand to open its doors on .design may have been airbnb.design, and the site was so rich in content and relevant to online design communities that it likely inspired other corporate adoption. It is no surprise that a company that disrupted an industry would redefine what an auxiliary website can do for content marketing and brand reach.

This domain is driven by open-source principles, and features externally sourced articles, talks, and contributors in hopes of achieving their stated goal of 60% of content coming from outside Airbnb’s design team. This website lives up to one of the most prominent values for the company: inclusiveness. Even here, Airbnb is able to further their brand message by connecting diverse people and creating conversation.

NPR.design

Speaking at a 2017 design conference, a designer with National Public Radio referred the audience over and over again to “our blog, npr.design” for more information on the topics being discussed. It is easy to imagine this content could one day be used to seed recruiting interest, but there is no clear call to apply now. Much of the content is the small team sharing their insights on running effective meetings, product testing, and overviews of new app and technology initiatives. The occasional news story relevant to design from NPR makes its way onto the blog as well.

NPR uses their site as a place to host content for content’s sake, a strategy that allows them to engage with their peers and customers. In this way NPR amplifies the energy of a small team interested in sharing internal and external communications.



Kohler.design

You would be hard-pressed to find Kohler products named or featured on the kohler.design site. Rather than show particular models of their ubiquitous bath and kitchen hardware, the kohler.design site covers the art, design and philanthropic work the company surrounds itself with. Having met with the Kohler team, we know that the site comes from a small marketing office out of Bangkok. They work independent of the corporate headquarters and its massive marketing and PR effort, and yet they have received many internal accolades for creating relevant and genuine inbound marketing content.



Origami.design

One .design site wasn't enough for the Facebook team; they also shared their prototyping app on origami.design. It is an internally developed and utilized prototyping tool from Facebook. It compliments the altruistic model of the facebook.design site as it is a fully functional app and tool. When you consider the recruiting goals of the facebook.design site and the fact that they are sharing their internal tools like origami.design as well, you can see that they are creating conversant Facebook designers out of the general public and before they even apply to work at Facebook!



Medium.design

Medium is well known as a blogging platform, and since it allows custom domains to be attached to any “Publication” (a series of posts from the same origin), it is also one way to quickly create an article-based website. Both the booking.design and npr.design sites are Medium publications that are associated with those respective domains. The content on Medium.design runs the gamut from recruiting pieces to brand assets and re-branding announcements. They are simultaneously engaging a design audience while modeling how to use a custom domain to create a curated blog website.



We created Origami to help us design and build many of our products like Facebook, Messenger and Instagram. We're excited to see what you make in Origami."

Facebook's Origami.design



03

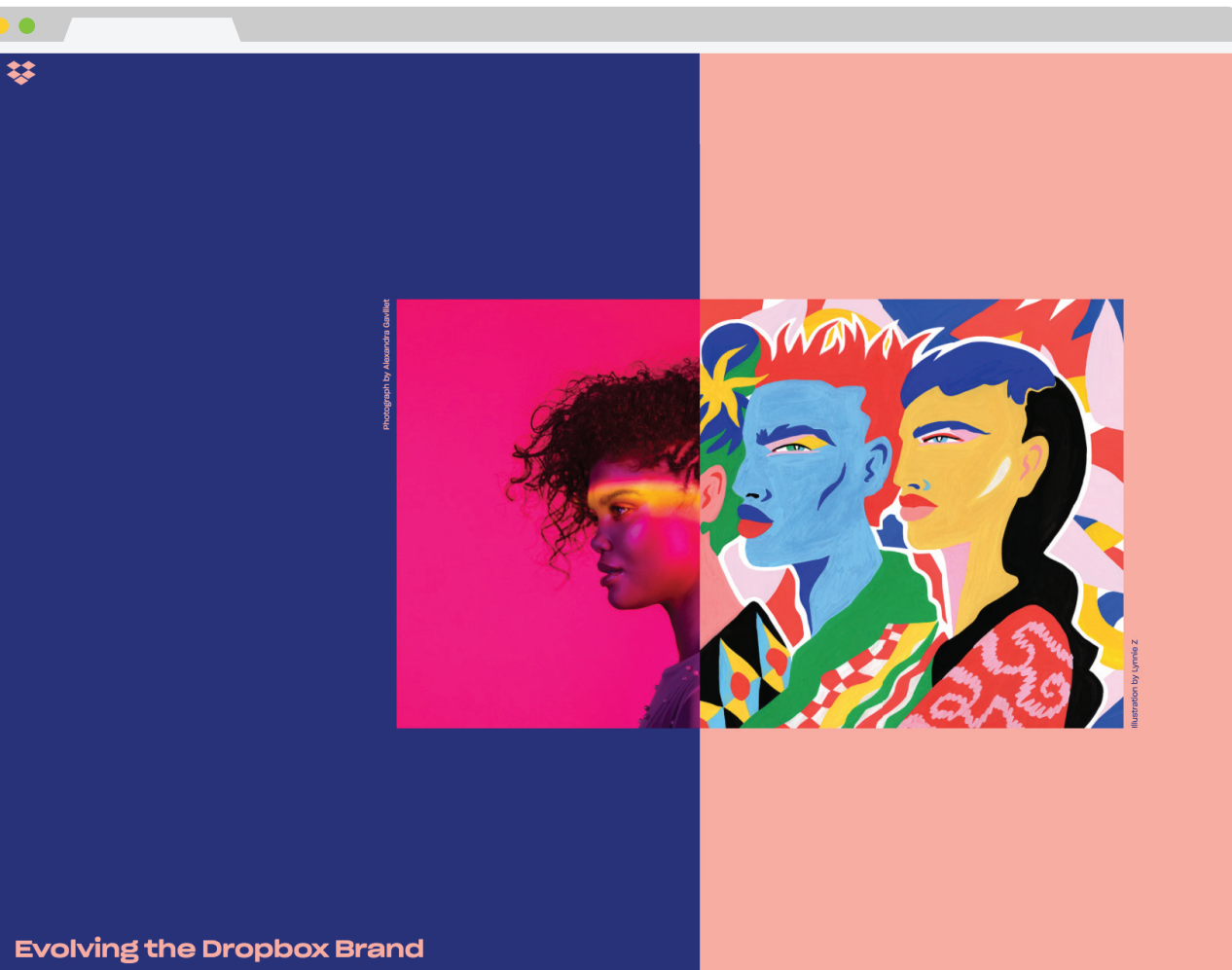
BRAND MANAGEMENT

A growing group of corporate users are taking a very literal and practical approach to utilizing .design sites. On these Brand Management sites, the public can get access to their logo files, typefaces, and their marketing and branding kits. By being transparent with their branding and files, they may be upholding a core value or, being practical and hoping that anyone that visually references them does so using the correct brand assets.

These .design sites tend to feature:

- Brand assets like downloadable logos and other graphic elements
- Branding guides
- A general overview of the company's core values and design philosophy





Dropbox.design

In 2007, Dropbox was the best tool to quickly share large files. As the file sharing space grew increasingly competitive, the target market and users of Dropbox seemed to shift. Dropbox recently did an entire re-brand and showcased the styling and decisions behind it on the site [dropbox.design](#). In relaunching their brand, they are clearly targeting designers and creatives who send high resolution photos and videos, and work collaboratively within organizations. The [dropbox.design](#) site was not only a practical way to make a PR splash, which was widely covered, but a way to re-engage their core users.

“

Today we're announcing the biggest change to Dropbox's look in our 10-year history...We'd like to present the new brand to you with its full expression, so we've built a site just for that purpose. We're so excited to share it with you.”

Collin Whitehead, Head of Brand Studio, Dropbox



Atlassian.design

Atlassian makes collaborative software, so it feels entirely consistent for them to make their brand resources completely open to the public. The level of detail found in all aspects of their brands, such as drop-down menu components and avatars, is astounding and likely intended for an internal audience. Still, they decided to share everything. The site also features links to important meeting styles as well as job opportunities. It could easily be used by internal designers, job applicants, and external partners designing against their cloud-based products.

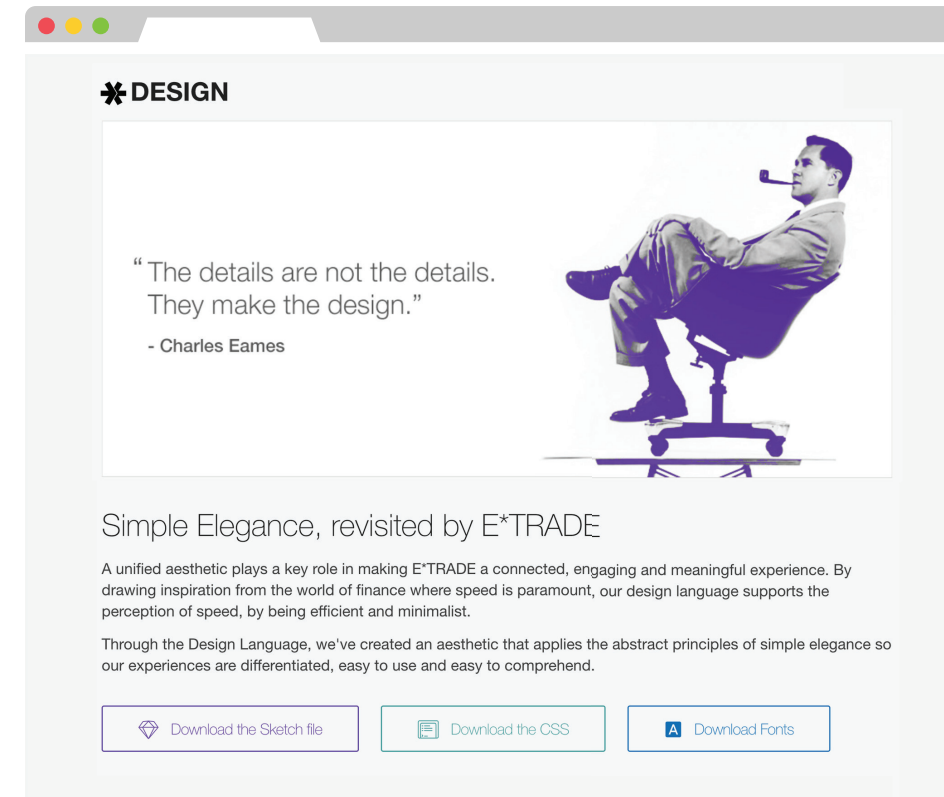
“As with all resources on this site, we’re constantly iterating on and adding to your storytelling toolkit as needs evolve.”

Atlassian.design



eTrade.design

This site is as thorough as atlassian.design, complete with everything from logos to the graphic components of an error message on screen. eTrade.design is likely for an internal audience and shows them working by their design principles. For a company to make design a core competence that may mean owning it in public. One of the more abstract and interesting parts of the site for those outside the organization is the 'mood board' of their own design inspirations.



WeChat.design

Naturally, the site and content for WeChat.design is in both Chinese and English, with Chinese being the default. The site covers their brand guidelines, logos, and font usage and is also available as a dual language downloadable .pdf. WeChat is on its way to 1 billion users and its clear brand guidelines are one way to reinforce its authoritative brand recognition in China and beyond.

