.US™

BRAND STYLEGUIDE

V1 – AUGUST, 2021

MANIFESTO

At its core, .US is about the American dream and the diverse bunch of people who are chasing it. It's made to serve individuals, organizations and businesses of all stripes. Instantly calling to mind a great nation and all the humanity that's teeming within it, the .US domain is uniquely positioned to draw in starry-eyed dreamers and American enthusiasts alike.

The true greatness of .US lies in its inherent integrity and the powerful emotions it evokes.

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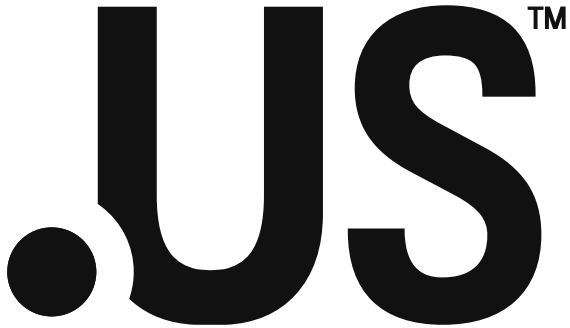
01.
LOGO

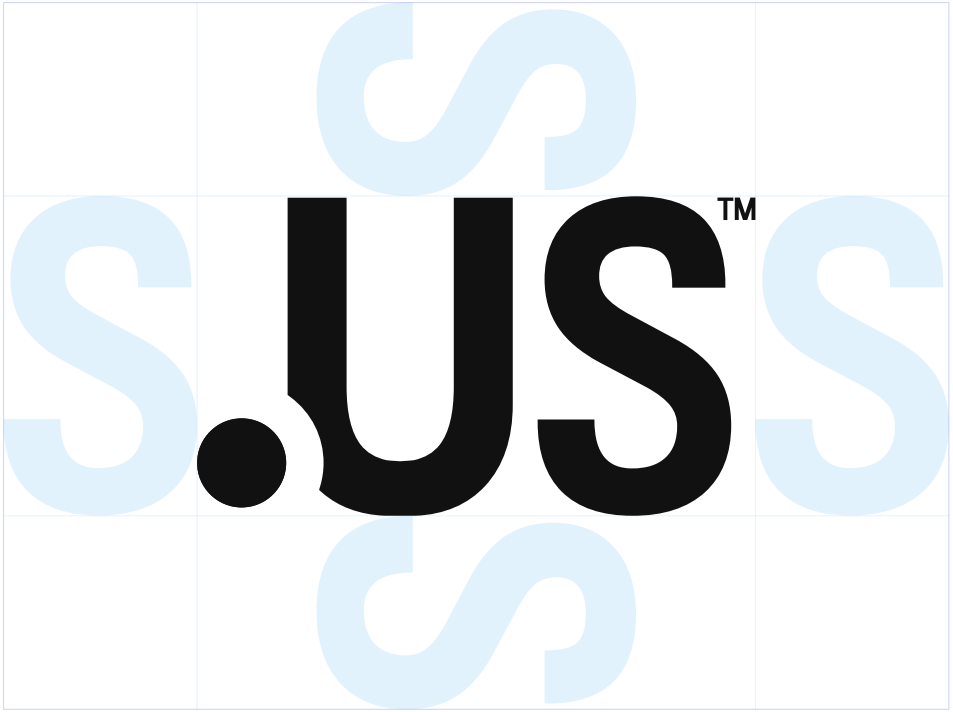
While the .US logo remains the same we are breathing new life into the brand through a new voice and a bold visual feel that better expresses what .US is all about.



The logo was created with specific intent. Please keep the integrity intact.

Clearspace protects the integrity and clarity of the logo.

Use the width of the "S" in .US to keep intruding elements at bay.

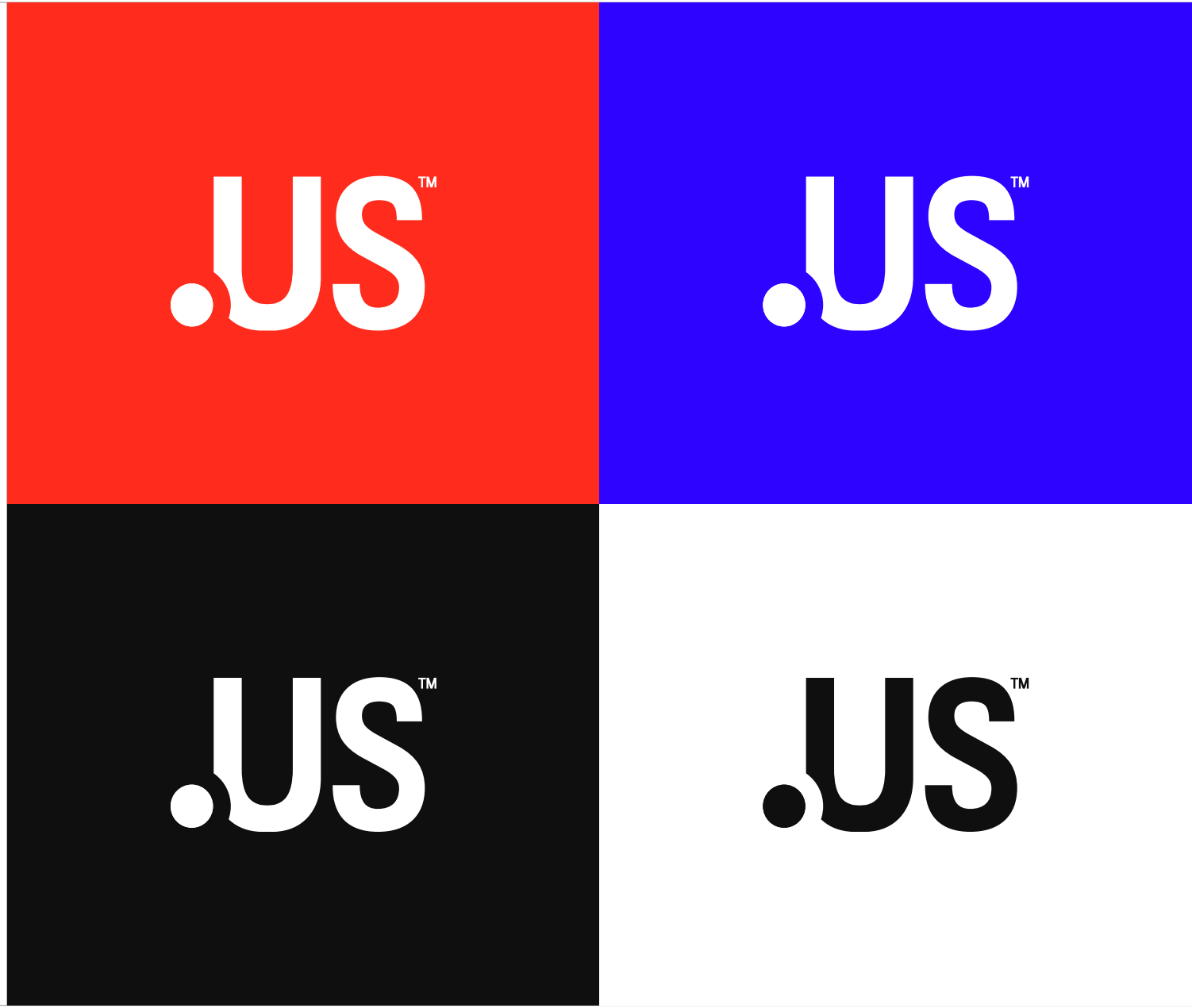


.US™

MINIMUM SIZE
40PX WIDTH

The logo comes in four color variants, so that it stands out in any design scenario.

For all logo variations, it's ideal to feature them on a red, blue, black, or white for best visual recognition.



The logo also comes in a container version. This version is used primarily when featured on visually-busy backgrounds or instances when the logo needs visual focus from its surrounding.

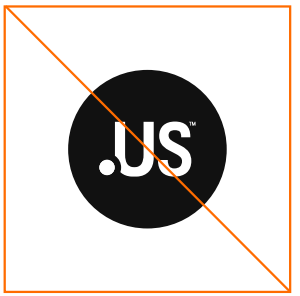
Clearspace protects the integrity and clarity of the logo. Use the width of the dot in .US to keep intruding elements at bay.

MINIMUM SIZE
50PX WIDTH

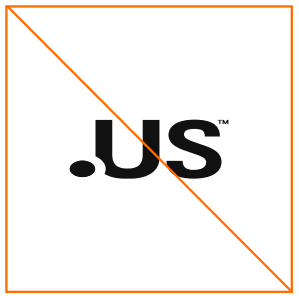
The logo was created with specific intent. Follow these rules to keep the integrity intact.

DON'T ALTER THE COLORS

DON'T ADD EFFECTS

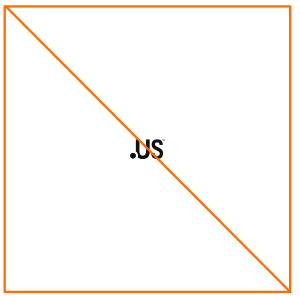


DON'T CHANGE THE SHAPE OF THE CONTAINER

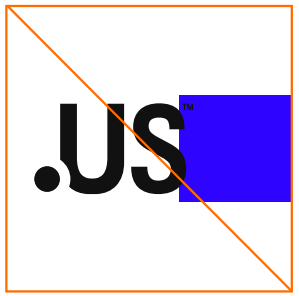


DON'T DISTORT THE LOGO

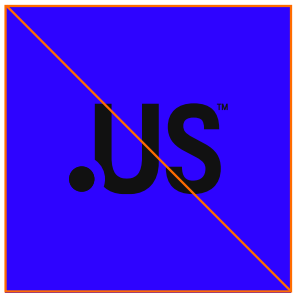
DON'T ALTER OR ADD ELEMENTS



DON'T BREAK MINIMUM SCALE RULES



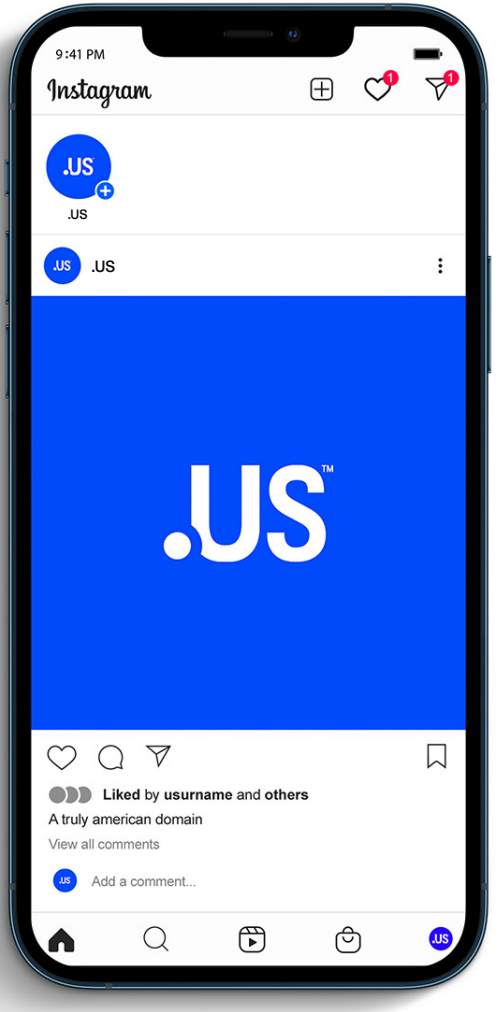
DON'T BREAK CLEARSPACE RULES



DON'T PLACE LOGO AGAINST LOW-CONTRAST BACKGROUNDS

DON'T SET THE LOGO AS PART OF TEXT.

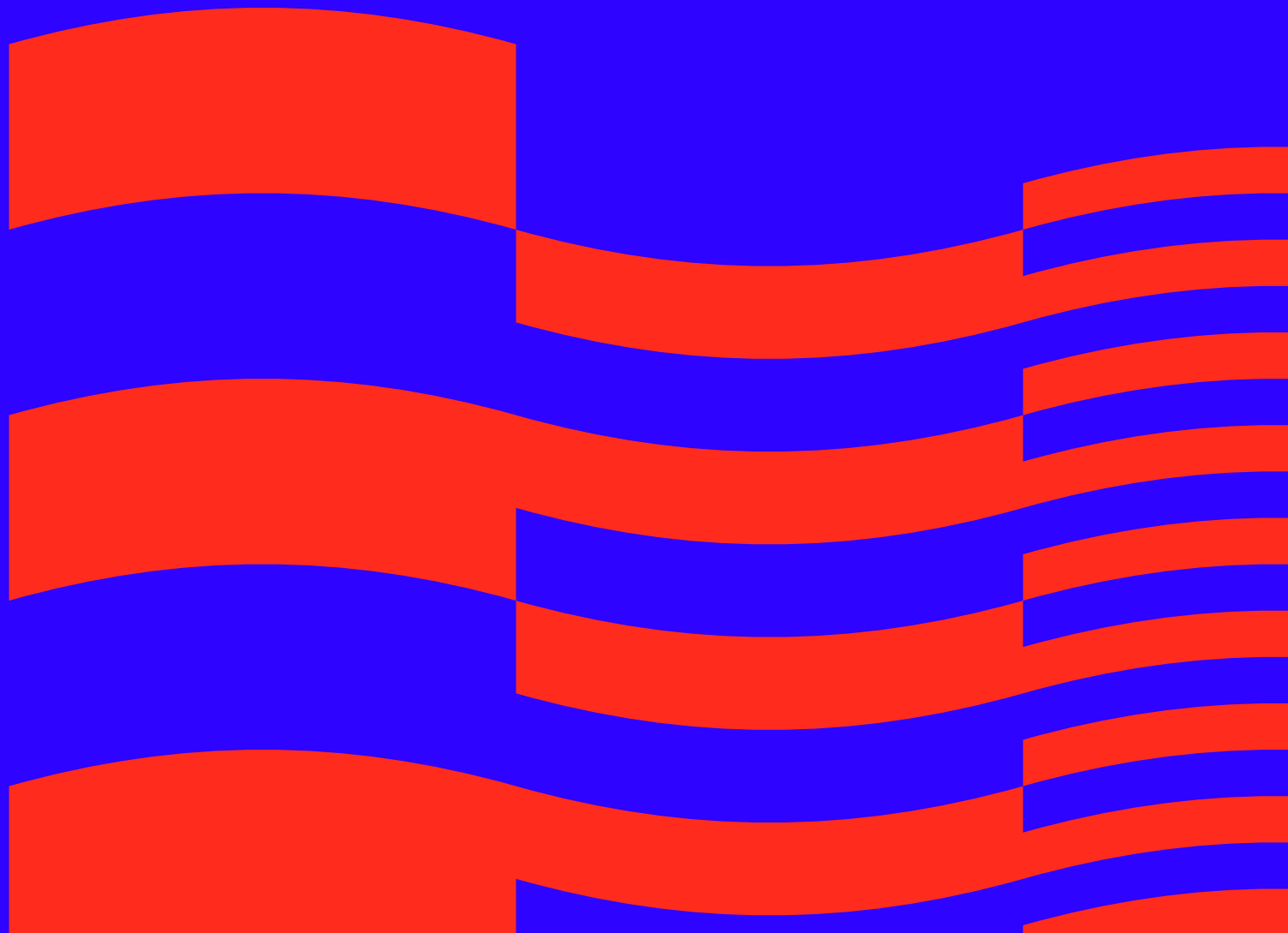
.US
Whether it's
helping
CIVIC FOCUS
YOUR WEDDING
CREATIVES
STARTU


9:41 PM
Instagram
.US
.US
.US
.US
Liked by usurname and others
A truly american domain
View all comments
Add a comment...

02.
COLOR

Rooted in red, blue, and white, our palette speaks to the core principles of what makes .US great.

We then mix those core principles with bold, digital-first colors to engage the audience.



RELEVANT RED

R: 255
G: 43
B: 27

HEX: ff2b1b

IMPACT BLUE

R: 46
G: 3
B: 255

HEX: 2e03ff

CLASSIC BLACK

R: 17
G: 17
B: 17

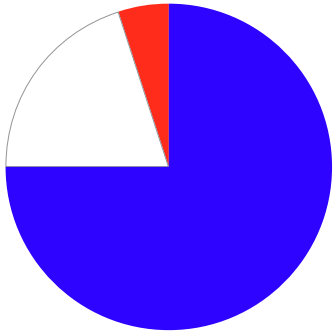
HEX: 111111

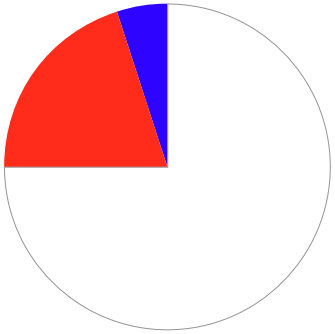
TRUE WHITE

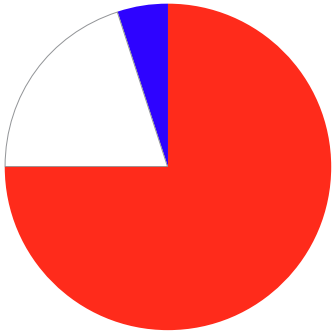
R: 255
G: 255
B: 255

HEX: ffffff

It's important to consider the use of color across your communications. The colors within .US's palette can be used in varying degrees.







Use this select palette only for specific callouts in UI design which calls attention to actions needed.

Use the approved background color for UI design.

ALERT/ERROR	WARNING	SUCCESS	
R: 255	R: 255	R: 0	R: 0
G: 108	G: 197	G: 203	G: 0
B: 0	B: 1	B: 0	B: 0
HEX: ff6c00	HEX: ffc501	HEX: 00cb00	HEX: 000000

CALLOUT COLORS

DEFAULT STATE	HOVER STATE
R: 255	R: 46
G: 255	G: 3
B: 255	B: 255
HEX: ffffff	HEX: 2e03ff

BACKGROUND COLORS

GET
ONLINE
WITH
.US
.US™

03.
TYPOGRAPHY

Akkordeon Ten and Neue Haas Grotesk make up our brand font set.

AKKORDEON

AKKORDEON

Neue Haas Unica

NEUE HAAS UNICA

Both font sets are simple and effective in their chosen weights. We primarily use the following for all brand creative.

TEN

AKKORDEON

Black

Medium

Regular

NEUE HAAS UNICA

Akkordeon Ten brings a strong, commanding attention to headlines and important callouts.

Neue Haas Unica is a workhorse typeface that can be used from giant headlines to small legal copy.

HEADLINE

Akkordeon is used for headlines. Follow Akkordeon leading rules.

A DOMAIN THAT FEELS LIKE HOME.

BODY

Leading values in body copy require breathing room. Set at 150% of the type size.

OUR TONE OF VOICE SHOULD BE OPTIMISTIC, CLEAR AND PURPOSEFUL.

At its core, .US is about the American dream and the diverse bunch of people who are chasing it. It's made to serve individuals, organizations and businesses of all stripes. Instantly calling to mind a great nation and all the humanity that's teeming within it, the .US domain is uniquely positioned to draw in starry-eyed dreamers and government enthusiasts alike. The true greatness of .US lies in its inherent integrity and the powerful emotions it evokes.

There are endless opportunities for text hierarchy. Here are a few callouts for best practices to keep typography consistent across the .US brand.

- Keep headlines concise
- Left justify all text
- Use columns of text to break up larger pieces of information for easier readability
- Brand and advertising will utilize large headlines for effect; digital application will vary as content is more dense

A DOMAIN THAT FEELS LIKE HOME.

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Additionally, for UI/UX follow the type scale for headlines, subtitles, body copy and captions.

96pt / Leading 100% / Tracking/Kerning 10

H1

60pt / Leading 100% / Tracking/Kerning 10

H2

48pt / Leading 100% / Tracking/Kerning 10

H3

34pt / Leading 100% / Tracking/Kerning 10

H4

24pt / Leading 150% / Tracking Optical

SUBTITLE

16pt / Leading 150% / Tracking Optical

Body

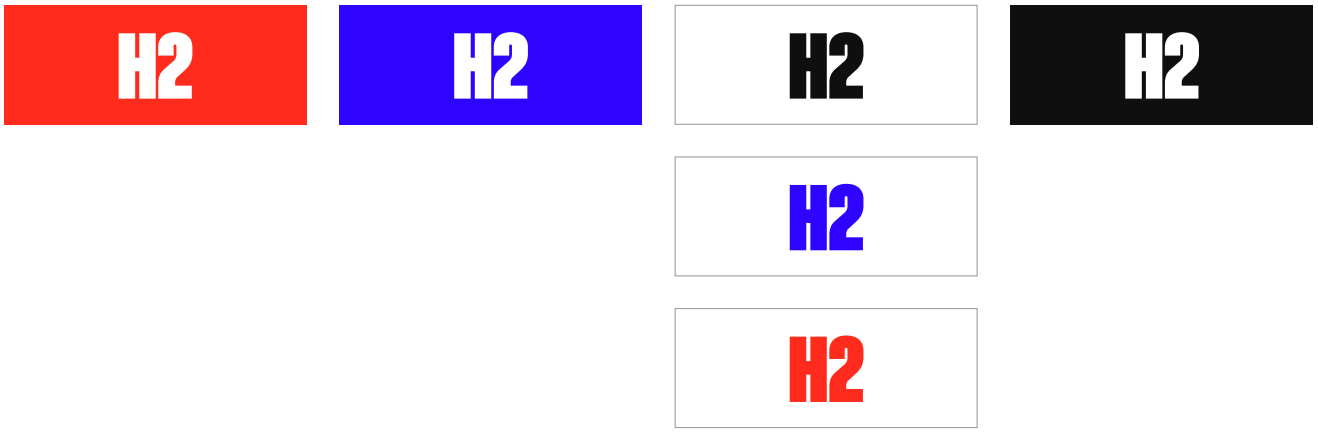
8pt / Leading 150% / Tracking Optical

CAPTION

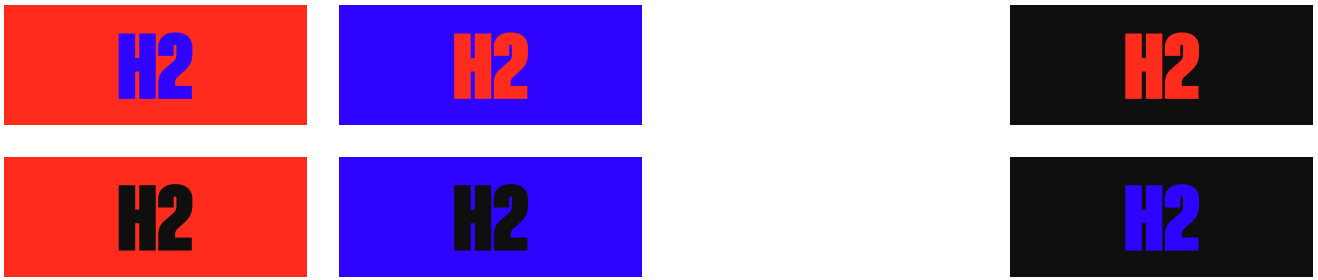
.US is a digital first brand.
With that in-mind, only certain color combinations will pass accessibility testing online. It's best to use black text on the brand colors for best readability.

Avoid pairing color combos that are too similar in value.

GOOD TO USE



DON'T USE



A
TRULY
.US™
AMERICAN
DOMAIN
REAM - BUILD YOUR AMERICAN DREAM - BUILD

04.
VOICE & TONE

Our tone of voice should be optimistic, clear and humble. It can include patriotic elements as long as it's balanced with clarity and humility. When our audience reads the copy, we want to them to feel motivated and uplifted. Aim to evoke a sense of community, connection and hope. Make it known that with .US you're getting a domain that's unlike any other — it's truly American.

Optimistic

Clear

Purposeful

The .US brand revolves around two main taglines—one emotional, and the other rational.

EMOTIONAL

A DOMAIN THAT FEELS LIKE HOME.

RATIONAL

A TRULY AMERICAN DOMAIN.

The .US brand has a couple additional one-liners that are also used in instances such a social statics, display ads, etc.

BUILD YOUR AMERICAN DREAM

GET ONLINE WITH .US

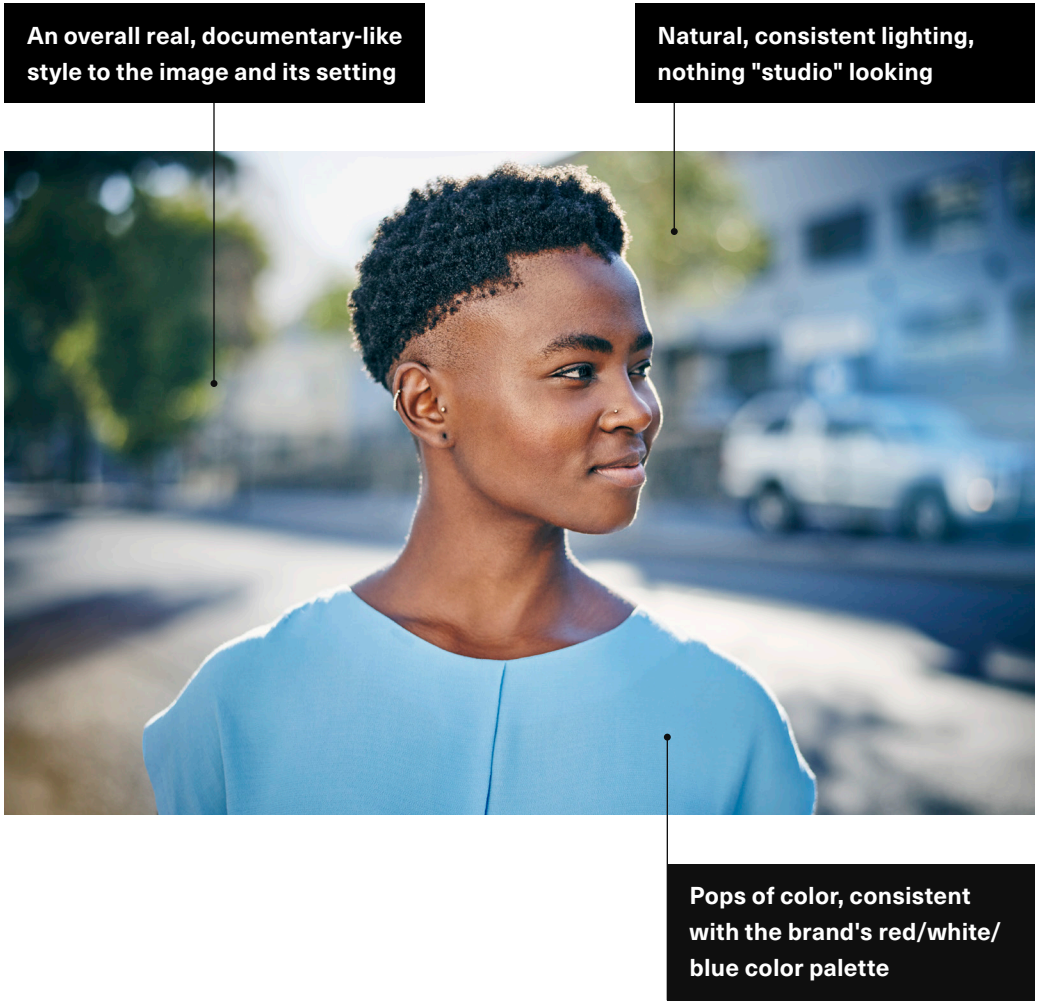
05.
PHOTOGRAPHY

.US photography is always human-first. It's important that .US TLD customers can see themselves in our photography to build rapport and trust.

Photography should showcase people from one of four target audiences: small business, civic, wedding, or veteran. Regardless of the setting, the people must always be the focal point and our photography must capture that.

In addition to showcasing people from one of the four target audiences, supporting elements in our photography choices are key.

There are aesthetic choices to consider when selecting photography for the .US library.

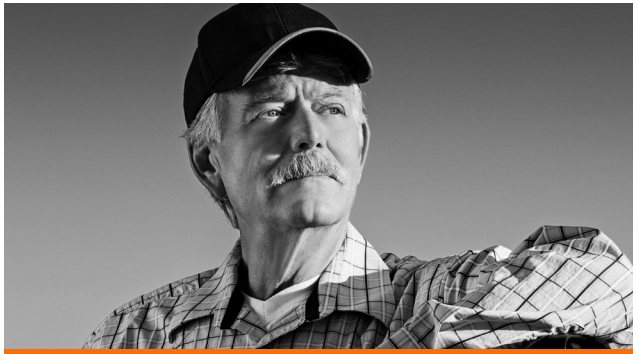


Our full photo and video library is available for use through the .US library.

Please connect with the GoDaddy Registry team for approval of use and access to images and video.

When using photography in design, let it be a main focal point. Avoid all of the Don't examples shown on this page.

DO NOT CROP IMAGE TOO CLOSE



DO NOT CONVERT TO GRAYSCALE OR COLORIZE THE IMAGES

DO NOT OVERLAP TEXT ON MAJORITY PART OF IMAGES

DO NOT USE NON-RECTANGULAR/SQUARE SHAPES TO FRAME IMAGES

BUILD YOUR
AMERICAN
DREAM
.US

BUILD YOUR
AMERICAN
DREAM
.US

BUILD
YOUR
AMERICAN
DREAM
.US

06.
GRAPHIC ELEMENTS

Introducing the Badge! The badge takes a tertiary .US brand tagline and turns it into a circular design asset.

GRAPHIC ELEMENTS –
BADGE VARIATIONS

The badge comes in three color variants, so that it stands out in any design scenario.

Badge variations uses:

Relevant Red Badge

- Use on blue or white backgrounds

Impact Blue Badge

- Use on red or white backgrounds

Impact Blue Badge

- Use on black backgrounds or over photography

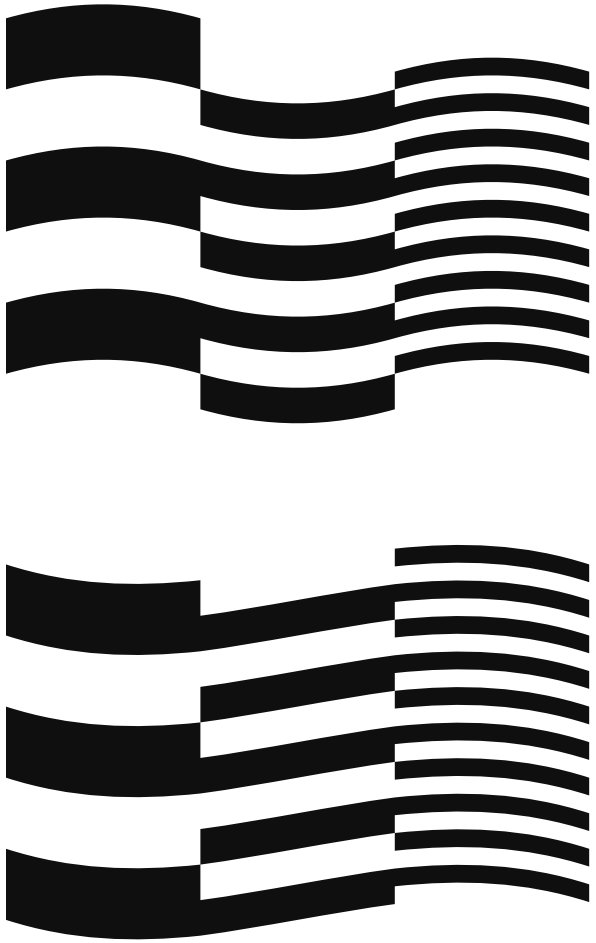
RELEVANT RED BADGE

IMPACT BLUE BADGE

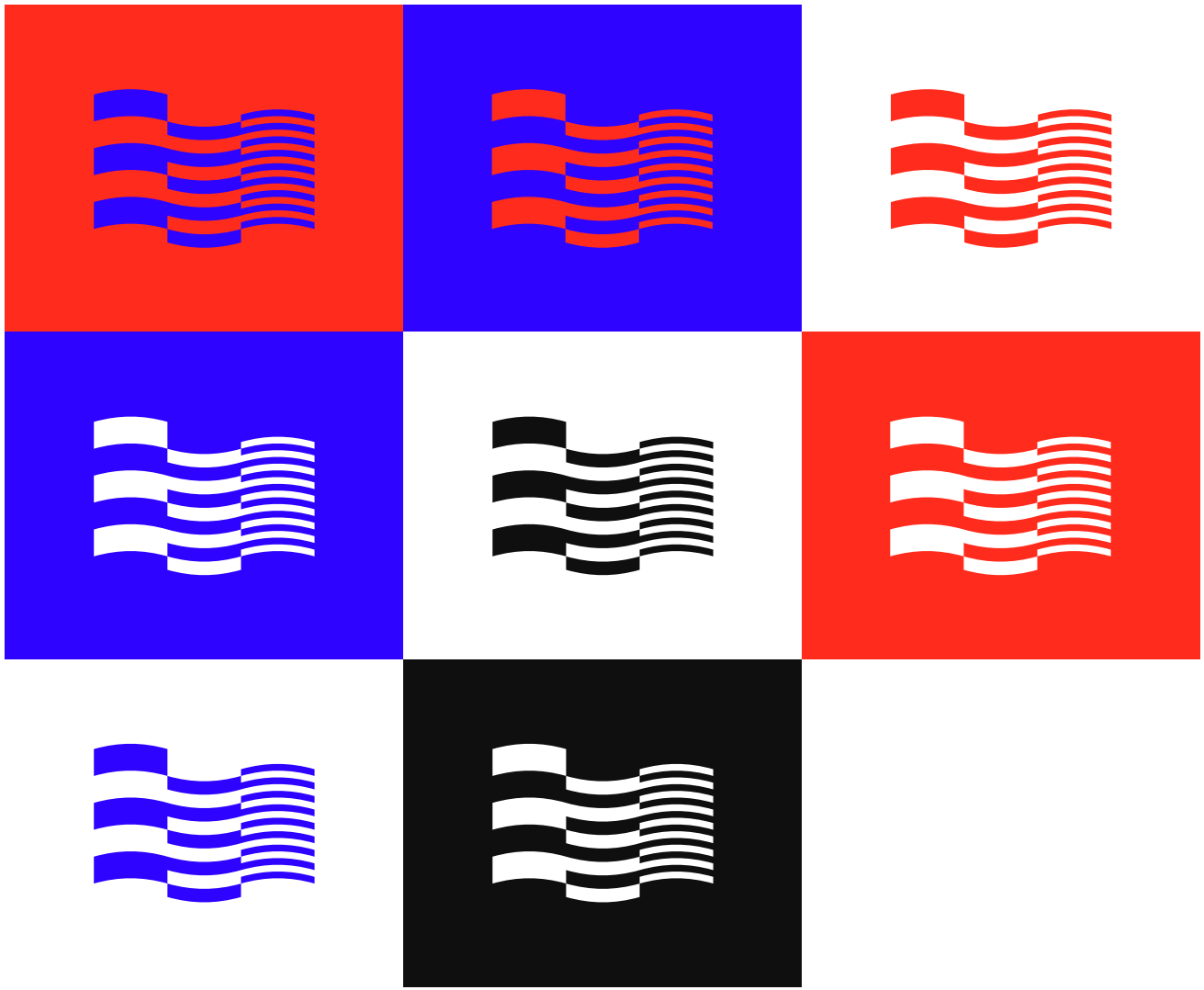
WHITEOUT BADGE

Introducing the stripes! The stripes are representative of the American flag and are one of two vector design elements that round out the .US brand system.

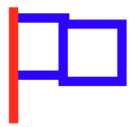
It helps to bring all of the visuals and messaging to life.



Various acceptable color pairings for the stripes.



A revised set of icons for the .US brand, catering to each of their target demographics



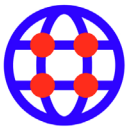
CIVIC FOCUS

YOUR WEDDING

CREATIVES

STARTUPS

BLOGGERS



GLOBAL BRANDS

VETERANS

SMALL BUSINESS

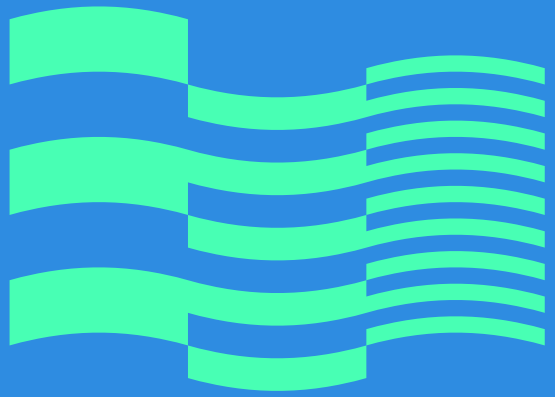
FOR FAMILIES

A revised set of "illustrations" for the .US site reskin, leaning more so on the new aesthetic.

The best rule of thumb when using the vector elements is to keep it simple.

Avoid over-use when designing with the badge and the stripes.

DO NOT MASK PHOTOGRAPHY (ON BRAND OR OTHERWISE) INTO THE .US BRAND VECTORS



DO NOT PAIR NON-BRAND COLORS WITH THE .US BRAND VECTORS

GRAPHIC ELEMENTS –
APPLICATION EXAMPLES

The badge is used to interact with either the .US logo, headlines, and/or photography.

BADGE WITH LOGO

OVERLAPPING TEXT

OVERLAPPING PHOTOGRAPHY

BUILD YOUR AMERICAN DREAM - BUILD YOUR AMERICAN DREAM -
.US

BUILD YOUR AMERICAN DREAM - BUILD YOUR AMERICAN DREAM -
.US

A revised set of "illustrations" shown in place for the .US site reskin.

WHAT IS A .US WEB ADDRESS?

Whatever you want to achieve, establishing your presence on the web is a must. With the internet more crowded than ever, .US offers big advantages. Here are six of the most important.

SHORT & MEMORABLE

.US is short, distinctive, and easy to remember. Capture your idea, business, or cause with a .US web address.

.US IS UNIQUE

.US helps you stand out from the crowd. Get a web address that's as unique as your voice, company, or brand.

FOR YOUR COMMUNITY

With a .US web address, you have the opportunity to become part of a community that shares your values.

.US IS TRUSTWORTHY

Inspire confidence, credibility, and convey a high American standard of quality with a .US web address.

A CAUSE & COUNTRY

Whether you promote a civic group or advance a worthy cause, a .US address can showcase your commitment.

07.
ALL TOGETHER

The following pages illustrate how to use some or all of the elements of the .US brand together. Not all elements need be utilized at one time. Consider your key message and visual focal point for best element use.

Logo +

Color +

Type +

Photography +

Vector Elements

Logo +
Color +
Type +
Photography +
Badge

Logo +
Color +
Type +
Photography +
Stripes

When using the brand elements together in a design where space is limited (like social statics or display ads), refrain from using both the badge element and the stripes element simultaneously.

Logo +

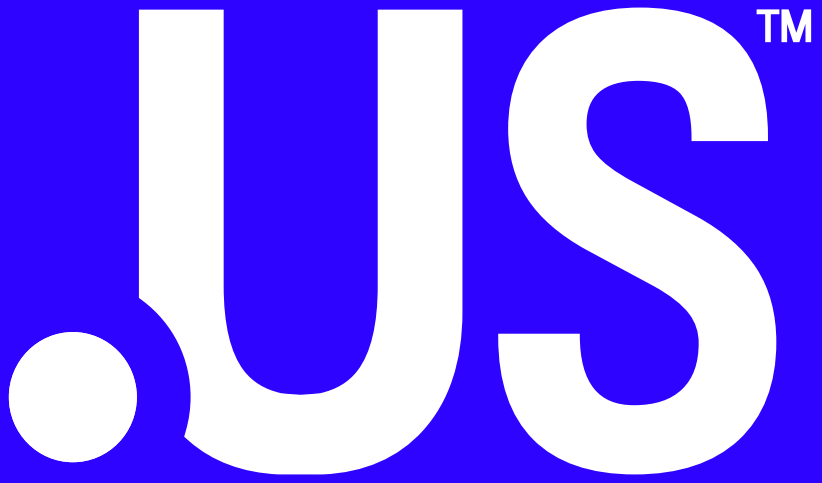
Color +

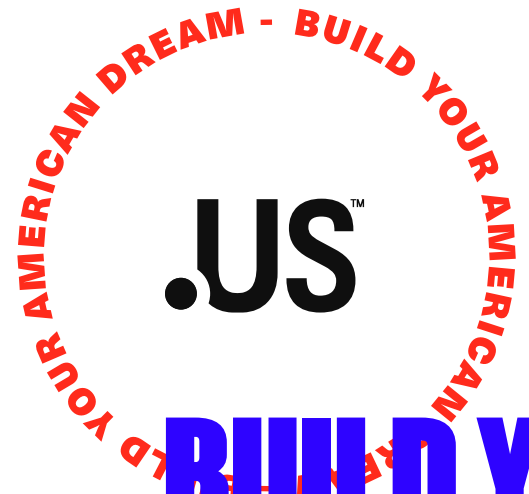
Type +

Photography +

~~**Badge + Stripes**~~

Badge OR Stripes


.US™



BUILD YOUR AMERICAN DREAM AT ABOUT.US