Brand Book

The Intelligent Alternative to Com Domains

Version 1.0

Product Value

To enable every company and person to stand out online and be visible globally through equal access to com domains and creative solutions.

Goal

To become the platform of choice, providing cost-effective creative domain names and IT solutions

Principles

Any individual or organization deserves to be visible on the web. Your potential is limitless and borderless. That's why we dare to design the future of the domain name business. Innovation thrives here – you can't change the world standing still. The world is our community. We believe trust can only be earned, and if we focus on the customer, all else will follow.

get.it.com

Brand Characters

We are leading the democratization of domains markets.

Tone of Voice

We are leading the democratization of domains markets.

Inspiring and motivational

Professional and trustworthy

Confident

Relevant

Approachable

Logotype

The rapid outlines of our logo combine confidence in the future, energy and direction for development.

Associations: computer mouse cursor, lightning.

The logo already contains the website address.

Open Figma File

it.com
D O M A I N S

Logotype Variations

We have 4 ways to use the logo: vertical, horizontal, text and in the form of a symbol. The vertical format is recommended for vertical layouts or close to square proportions. Horizontal is recommended for horizontal formats.

The logo can be dark and light, you should choose the one that provides the best contrast. For motley backgrounds, we recommend using a substrate.

Open Figma File

Vertical light

Horizontal light

Text light

Icon light

Vertical dark

Horizontal dark

Text dark

Icon dark

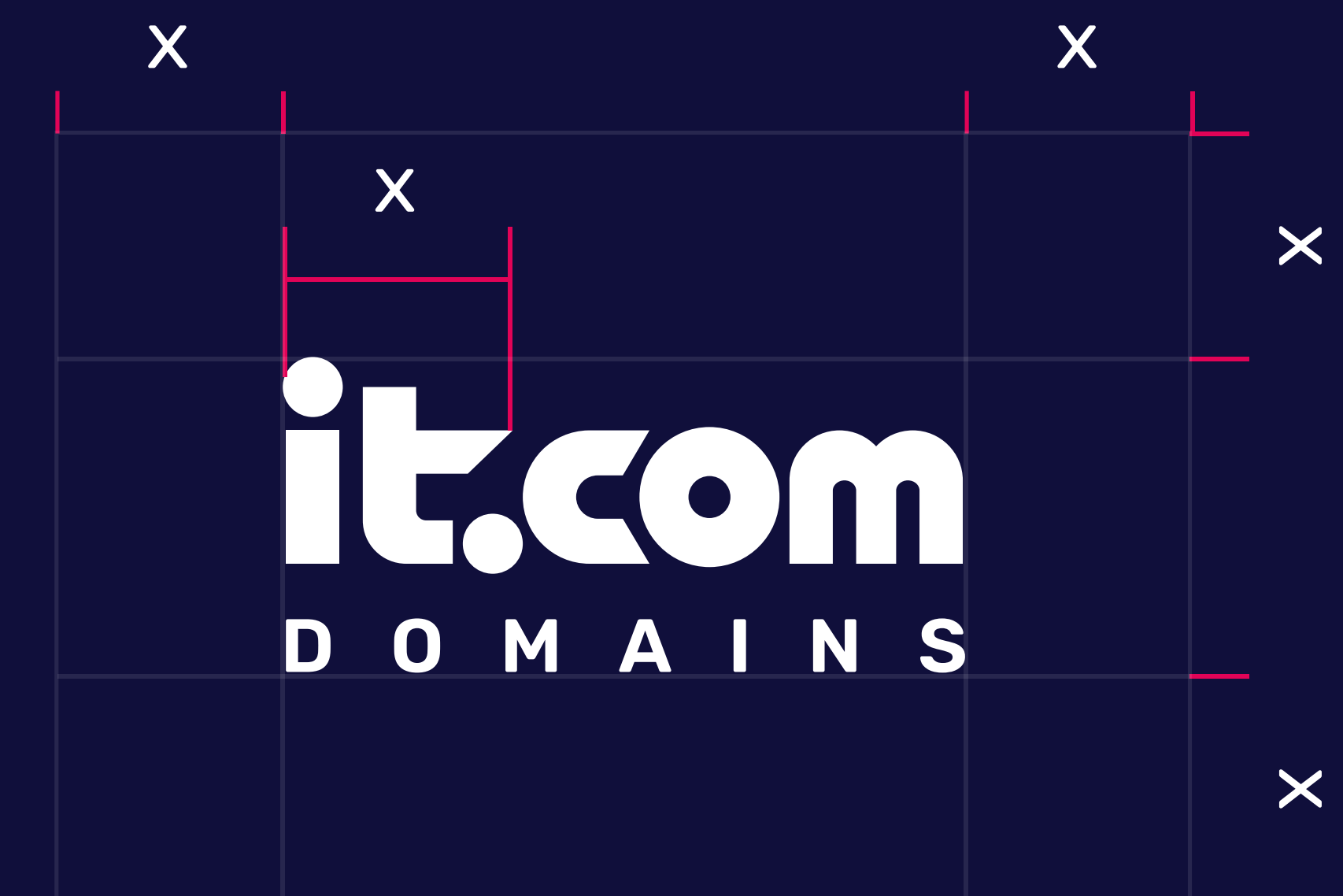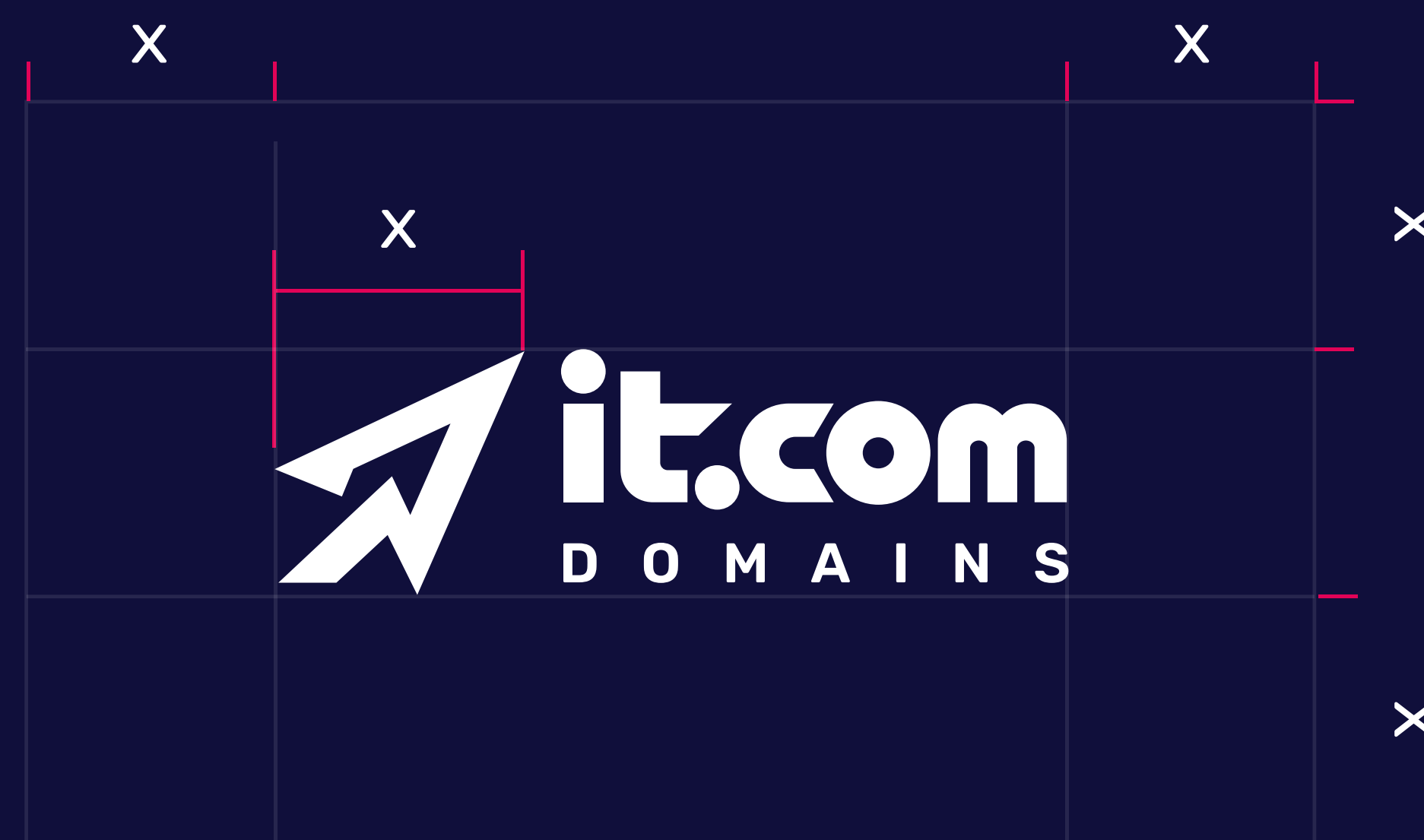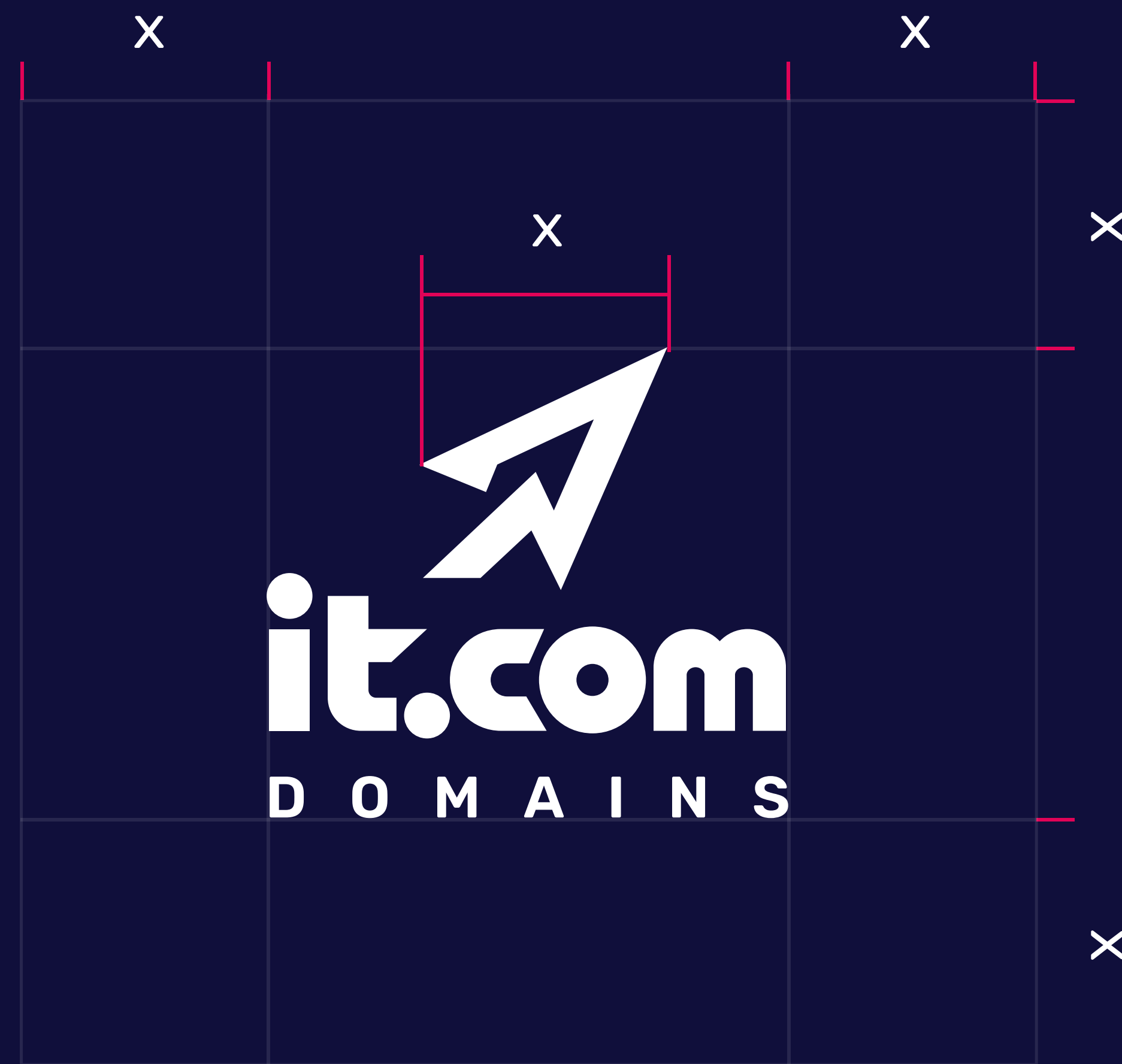Elements: **Logotype**

The it.com Brand Book

Safe Areas

Please use the recommendations for safe zones around the logo to keep it readable.

When printing, the size of the arrow height must be at least 5 mm.

For screens, the size of the arrow height must be at least 24 pixels.

Typography

We use Rubik font in different styles for all materials. White is used for the text, yellow is allowed for accents.

Please see the examples in the Figma file

[Download Rubik font]

Header 1

Header 2

Header 3

Subtitle

Strong

Body

Button

Colorimetry

Please stick to the color palette to preserve the recognizability of the materials. You can see examples of using colors in the Figma project

[Open Figma File](#)

Backgrounds

HEX #100F3B	HEX #16184C	HEX #222360	HEX #4956AD	HEX #7D8BEB
CMYK 100, 98, 42, 52	CMYK 100, 99, 35, 41	CMYK 100, 99, 31, 23	CMYK 81, 74, 0, 0	CMYK 53, 45, 0, 0

Accents

HEX #FF025B	HEX #E8C33C
CMYK 0, 97, 57, 0	CMYK 10, 21, 90, 0

Text

HEX #FFFFFF, 80%	HEX #FFFFFF, 80%

Illustrations

We use isometric illustrations. Go to the project in Figma to see more examples of illustrations

Open Figma File

Usage of the Brand Name

We suggest presenting the domain name in lowercase to reduce confusion between the uppercase expression of the letter i (I) and the lowercase L (l).

In Public

Use "it.com Domains"
In the beginning of the sentence: "The company, it.com Domains"

Example:

World Chess announces 3-year partnership with it.com Domains.

The company, it.com Domains, is an international domain name registry, offering third-level domain names under the it.com zone.

Contracts

Use legal name as registered with the government: "ITcom Domains LTD"

Example:

World Chess plc has signed a three-year partnership agreement (the "Agreement") with ITcom Domains LTD (it.com Domains).

When referring to domains within the it.com zone

Use ".it.com domain/domains"

Example:

The best domains for IT companies are .it.com domains.