

.Lat Marketing Kit



The Latin Way™

Version 1.0

Introduction

Expand your horizons with .Lat – the domain ending that includes all of Latin America in your online presence. A short and memorable .Lat domain name can be used for any generic purpose while infusing your internet presence with LATAM pride.

To encourage .Lat customer attachment & add-on product bundling, please use this dedicated marketing kit. This kit includes:

- **Logo & Brand Guidelines** **3**
- **Landing Page Content** **8**
- **Top 5 Ways to Use .Lat** **9**
- **Email Content** **10**

Use this kit to build up your marketing of .Lat domains. Send questions or feedback to hello@gen.xyz, we look forward to hearing from you.

The XYZ Team



Logo

The .Lat **Primary Logo** is #0A0101 with brand color accents.



Primary Logo



Logo Usage

Prioritize use of the **Primary Logo** in full color whenever possible. The Primary Logo **should not be used at small sizes** below 100px wide.

Always ensure that there is sufficient contrast between the logo and the background.

Maintain a **comfortable amount of clearspace** around logos at all times.



.Lat Marketing Kit

	Light backgrounds	Dark backgrounds	Colorful backgrounds
Primary Logo	<p>MINIMUM 100PX WIDE</p>		
Single Color			
Bubble Outline			

Logo Usage

These **unacceptable logo usage** examples break branding standards and/or defy formal design principles.

Use the files we provide in our logo package to avoid these problems:
<https://nic.lat/files>



.Lat Marketing Kit

Unacceptable logo usage



X Problem: Wrong colors

Use only approved brand colors as specified in these Design Guidelines.



X Problem: Insufficient clearspace

Provide sufficient clearspace around logo to ensure it does not collide or appear to be apart of other artwork.



X Problem: Logo is illegible on this background

Use the correct logo colorings to ensure sufficient color contrast as required by these Design Guidelines.



X Problem: Logo is modified

Do not alter the logo design aside from scaling the logo proportionally.



X Problem: Logo uses incorrect font

Do not alter the logo or font.



X Problem: Primary Logo is too small

The Primary Logo with a color effect should only be displayed at a minimum width of 100px. Use the Single Color logos at small sizes.

Brand Colors

Marketing materials should use these primary and neutral colors.

Primary Palette

Tints & Shades

Red #EA471B	Yellow #7F0F22	Green #BF161F	Light Blue #BF161F
	Pale Yellow #7F0F22 at 20% opacity		Dark Blue #2553D0

Neutral Palette

Tints & Shades

#0A0101	#717171	#D3D3D3	#F7F7F7	#FFFFFF
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Fonts

Use **Epilogue SemiBold** for all headings.

Use **Epilogue Regular** only for body paragraphs.

Epilogue SemiBold

The quick brown fox jumps over the lazy dog.

Epilogue Regular

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Landing Page Content

Main Tagline:
The Latin Way™

Website:
<https://nic.lat>

Your ideal domain name, infused with Latin American pride

Powerfully expressive, .Lat is the domain ending that includes all of Latin America in your online presence. The .Lat domain is generic and there are no requirements to register - it can be used by anyone to create an online presence beaming with LATAM pride. The availability and affordability of .Lat creates an opportunity for you to develop your website with a short and memorable domain name that has the ability to be ranked internationally by search engines.

People choose to use .Lat for:

- Startups
- Restaurants
- Online Stores
- Forums
- Apps & Tools
- Companies
- Personal portfolios
- Organizations and clubs
- Blockchain and crypto projects
- Specialized services

Market your business on **www.YourBusiness.Lat** or **www.YourStore.Lat**.

Demonstrate your company's LATAM pride with **www.YourCompany.Lat** or **www.YourOrganization.Lat**.

Share your resume, work samples, and special skills on **www.YourName.Lat** or **www.FirstNameLastName.Lat**.

Service providers can connect with customers on **www.YourServices.Lat** or **www.YourSolutions.Lat**.

Promote local attractions with **www.YourCity.Lat** or **www.YourState.Lat**.

Create an engaging website for your project with **www.YourBrand.Lat** or **www.YourPlatform.Lat**.



**Empower your online presence
with a .Lat domain name.**



Top 5 ways to use a .Lat domain name

1. Memorable .Lat domains demonstrate LATAM pride.

- www.YourName.Lat
- www.YourBusiness.Lat
- www.YourBrand.Lat

2. Short and generic .Lat domains are easy to type and easy to share.

- www.YourBusiness.Lat
- www.YourGroup.Lat
- www.YourCompany.Lat

3. Descriptive .Lat domains are used as calls to action.

- www.YourService.Lat
- www.YourSolutions.Lat
- www.YourProduct.Lat

4. Location-specific .Lat domains establish your organization or business as the go-to destination in your region.

- www.YourCountry.Lat
- www.YourCity.Lat
- www.YourState.Lat

5. Global .Lat domains expand your online presence internationally to all of Latin America and beyond.

- www.YourOrganization.Lat
- www.YourCompany.Lat
- www.YourName.Lat



Email Content

Dedicated Email Content

Subject: .Lat: The Latin Way™

Empower your online presence with a .Lat domain name. The .Lat domain is the go-to generic domain that embraces all of Latin America. With unrestricted registration, unlimited use, and the ability to be ranked universally by search engines, [.Lat](#) can be used by any brand, individual, or organization to create an online presence with LATAM identity.

Reasons to choose .Lat

- Memorable .Lat domains demonstrate your LATAM pride.
- Short and generic .Lat domains are easy to type.
- Descriptive .Lat domains are used as calls to action.
- Location-specific .Lat domains establish your organization, or business as the go-to destination in your region.
- Global .Lat domains expand your online presence to all of Latin America and beyond.

Ways to use .Lat

- Market your business on **www.YourBusiness.Lat** or **www.YourStore.Lat**.
- Create an online home for your club on **www.YourClub.Lat** or **www.YourGroup.Lat**.
- Share your resume, work samples, and special skills on **www.YourName.Lat**.
- Promote your specialized services with **www.YourServices.Lat** or **www.YourSolutions.Lat**.
- Represent local attractions with **www.YourCity.Lat** or **www.YourState.Lat**.
- Create an engaging website for your project with **www.YourBrand.Lat** or **www.YourPlatform.Lat**.

Celebrate LATAM pride with .Lat.

[Register your .Lat domain now](#)



Thank You



For inquiries, please contact hello@gen.xyz

www.Nic.Lat

