

.LOL Marketing Kit



Laugh out loud™

Version 1.0

Introduction

Let the good times roll with .LOL – the domain name for everything fun and entertaining. Short and catchy, the unrestricted .LOL domain helps your customers make their mark online.

To encourage .LOL 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 .LOL** **9**
- **Email Content** **10**

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

The XYZ Team



Logo

The logomark of the .LOL **Primary Logo** is black (#111111) and yellow (#FFFF00)



Primary Logo



Logo Usage

Prioritize use of the **Primary Logo** in full color whenever possible.

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

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

	Light backgrounds	Dark backgrounds	Colorful backgrounds
Primary Logo			×
Single Color Black		×	×
Single Color White	×		



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.lol/files>

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X Problem: Outdated branding

Use only the official logos found at:
<https://nic.lol/files>



Brand Colors

Marketing materials should use these primary and neutral colors.

Primary Palette

Tints & Shades



Neutral Palette

Tints & Shades



Fonts

Use **Work Sans Extrabold** for most headings.

Use **Work Sans Regular** for small headings.

Use **Work Sans Regular** only for body paragraphs.

Work Sans Extrabold

The quick brown fox jumps over the lazy dog.

Work Sans Regular

The quick brown fox jumps over the lazy dog.

Work Sans Regular

Lorem ipsum dolor sit amet, consectetur adipiscing eli. Aenean nisl nunc, [mattis vel facilisis sed \(Link\)](#), finibus eu tortor. Aliquam laoreet nunc vulputate diam ornare eleifend. Nunc sed nunc lacus. Nam rhoncus hendrerit nisi, id ultrices sapien vulputate sit amet. Pellentesque non lorem non ante tempus luctus id eget felis. Nulla a mollis ipsum.



Landing Page Content

Main Tagline:

Laugh out loud™

Website:

<https://xyz.lol>

Harness your humor with .LOL

The .LOL domain name is the hilarious choice for all things funny. From promoting your latest comedy tour online, to serving the best knee-slapping memes around, or creating an online hub for your comedy club, the .LOL domain is made to help any brand, individual, or organization create an online presence as amusing as they are.

The .LOL domain is perfect for:

- Viral marketing
- Comedians
- Entertainers
- Comedy clubs and entertainment venues
- Video and image creators
- Meme artists
- Writers
- Producers
- Funny websites and blogs
- Gamers and gaming companies
- Blockchain and crypto businesses
- Smiling on the inside

Market your comedy show schedule and merchandise on **www.YourName.LOL** or **www.YourGroup.LOL**.

Use keyword-rich **www.YourType.LOL** or **www.YourShow.LOL** to match what online entertainment shoppers are searching for.

Promote your comedy writing and creation skills with **www.YourCompany.LOL** or **www.YourBusiness.LOL**.

Attract comedy and entertainment club customers in your area with **www.YourCity.LOL** or **www.YourState.LOL**.

Share your most hilarious videos, images, and memes with **www.YourBrand.LOL** or **www.YourJoke.LOL**.



Top 5 ways to use .LOL

1. Memeable .LOL domains help to catch attention and encourage sharing

- www.YourName.LOL
- www.YourBusiness.LOL
- www.YourBrand.LOL

2. Short .LOL domain names make it easy for your fans and comedy club owners to find your website online.

- www.YourBusiness.LOL
- www.YourGroup.LOL
- www.YourCompany.LOL

3. Intuitive .Lol domains match what entertainment seekers are searching for.

- www.YourService.LOL
- www.YourType.LOL
- www.YourStyle.LOL

4. Location-specific .LOL domains establish your comedy or night club as the go-to entertainment destination in your region.

- www.YourCountry.LOL
- www.YourCity.LOL
- www.YourState.LOL

5. Funny .LOL domains show your audience how hilarious your website is.

- www.YourName.LOL
- www.YourTheme.LOL
- www.YourHumor.LOL



Email Content

Dedicated Email Content

Subject: .LOL: Laugh out loud™

Spread the fun online with .LOL domains. Amuse the masses with the go-to domain for all things funny. From promoting your latest comedy tour online, to serving the best knee-slapping memes around, or creating an online hub for your comedy club, the .LOL domain helps any brand, individual, or organization catch the attention of comedy fans everywhere.

Reasons to choose .LOL

- Funny .LOL domain names can catch attention anywhere.
- Short .LOL domains can make it easy for your audience to remember your website.
- Keyword-rich .LOL domains can match what entertainment seekers are searching for.
- Location-specific .LOL domains can establish your comedy or night club as the go-to entertainment destination in your region.
- Unique .LOL domains show your audience how fun your website is.

Ways to use .LOL

- Market your comedy showtimes and merchandise on **www.YourName.LOL** or **www.YourGroup.LOL**.
- Use keyword-rich **www.YourType.LOL** or **www.YourVersion.LOL** to match what online shoppers are searching for.
- Promote your comedy writing and creation skills with **www.YourCompany.LOL** or **www.YourBusiness.LOL**.
- Attract comedy and entertainment club customers in your area with **www.YourCity.LOL** or **www.YourState.LOL**.
- Share your most hilarious videos, images, and memes with **www.YourBrand.LOL** or **www.YourCompany.LOL**.

Harness your humor online with .LOL.

[Register your .LOL domain now](#)

Thank You



For inquiries, please contact hello@gen.xyz

www.Nic.LOL

