.CO™

BRAND GUIDELINES

Version 1 | April 1st 2019

INTRODUCTION

.CO is a bold, bright, eye-catching brand built on strong graphic and color elements and a fun, modern tone of voice.

In order to protect this identity, it's important we use all its elements consistently and correctly in everything we do.

These .CO Brand Guidelines provide a comprehensive guide to maintaining the bold, fresh brand of the .CO Top-Level Domain.

In this document, we've outlined appropriate standards of usage for all the key .CO brand elements, while allowing you the ability to flex your creative muscles and find innovative solutions using the brand.

As with any brand guidelines, you'll need to use these standards and rules in the context of sound design and communications principles. In short: use your head - you've got this!

All brand assets shown in the document can be found here.

CONTENTS

01 TONE OF VOICE

TONE OF VOICE

.CO's bold visual identity catches the eye, and is reflected in our fun and modern tone of voice.

Informal & casual - .CO is here to chat, not to lecture
We say "hey, what's up?" not "hello, how are you?"

Friendly & familiar - .CO is a friend, not an authority
We say "thought you might like this", not "you should read this."

Modern & practical - .CO inspires but isn't cliche
We say "hustle hard and take risks", not "reach for the moon and you'll land among the stars"

Playful & fun - .CO doesn't take itself too seriously
We say "here are some awesome brands that are killing it", not "strongest startups to watch."

TONE OF VOICE

Brand Personality

Who are we & how do we act?
We're part of your crew. You know that friend who always seems to have the latest news, but never rubs it in your face? Yeah, that's us.

Hey – we're not here to tell you what to do, but we'll give you the tools to decide for yourself. At work, we're the one who brought cake for the entire office but also helped you finish that proposal (which you killed, btw).

We're big fans of just going for it. You do you; we'll have your back. The internet is full of creative, talented, brilliant, quirky people working hard and launching extraordinary ideas. And we're here for all of them.

Language

We use **first-person, inclusive language.** We're about us and we, not you and them. An entrepreneur can be he, she, or preferably, gender-neutral.

We use **startup lingo and jargon appropriately.** We're embedded in this space, so it makes sense that we speak 'startup'. That said, we talk clearly and we explain what we mean. Our language should never be alienating to people who are new to the startup world.

We're **global.** We use U.S. English spelling, but we steer away from phrases or idioms that are particular to the U.S. or any other region. Exceptions may apply for localized campaigns.

We're **relevant and immersed in internet culture.** We reference pop culture, quote modern media and use GIFs and memes. We're casual – like chatting to a friend.

Brand Summary

.CO is the domain name for innovators, entrepreneurs, startups, and creators growing their extraordinary ideas online. It's a space for inspiration, innovation, taking risks, hustling hard and turning ideas into reality.
- A domain name shouldn't need a TL;DR. It should say what it does and do what it says. A .CO domain keeps things short and sweet.
- Your brand wasn't built to blend in – so don't let it. A .CO domain is as unique and memorable as your one-of-a-kind idea.
- Take your idea to an international audience. The world is our market. A .CO domain is truly global.
- We've got your back. Join a community of risk takers and innovators. .CO is where big ideas belong on the web.

02 THE BRAND MARK

THE BRAND MARK

The .CO brand mark (logo) is the primary graphic component of our identity. It's the only symbol by which we identify the .CO brand and its domain name product.

The logo is a visual representation of our name — the letters form '.CO' within a field that represents our online space. To ensure consistency, these graphic elements — the letters and the field — should never be altered, and the logo should always be reproduced from master files obtained from the brand team.

Primary Mark

Reversed

go.co

URL Version
For use on out of home and digital applications when .CO is out of context.

Black Version
Use for internal purposes where color printing is not available, never for external use.

LOGO vs URL

The .CO brand mark is the primary mark when .CO is in context. The URL version is used when the brand is out of context

Example usage situations:

Primary mark
- Website
- Social media
- Presentations
- Word Documents
- Internal use
- Email signature

URL version
- Street posters
- Brochures
- Digital advertising
- Event spaces

.CO™

Primary mark

.CO™
go.co

URL Version

.CO

GLOBAL LOGOS

The .CO brand mark global versions for Colombia and China.

Localized versions of the .CO brand mark have been created for use in the Colombian and Chinese markets. The same principles of use apply.

.CO™

cointernet.com.co

Colombia

.CO™

yi.co

China

LOGO SIZING

Clear Space

Clear space ensures the .CO logo is always clear and visible.

Spacing around the logo: Clear space equal to one-half of the 'O' in the .CO text should be used as a buffer around the logo.

Spacing between the logo and URL: When the go.co URL is included, clear space equal to one dot from the .CO text should be left above and below the go.co text.

These guidelines allow the clear space to change proportionally with the size of the logo. Be sure to maintain this clear space wherever the logo is used.

Minimum size

The logo should never be represented at any size less than 9.5mm wide or 11.5mm wide URL version. When the logo is at these sizes the TM symbol is removed.

Spacing around the logo

Spacing between the logo and URL

= 1/2

9.5mm

Minimum Size

11.5mm
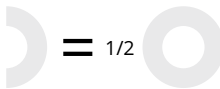
Minimum Size
URL Version

LOGO: WHAT TO AVOID

Incorrectly using our logo compromises the integrity and effectiveness of our brand. Here we've demonstrated some common misuses to avoid. As a rule of thumb, always ensure you're using only original files of the logo and that you are familiar with these guidelines before you start.
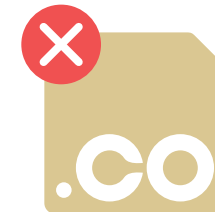
Do not rotate

Do not move letters

Do not rotate letters

Do not stretch

Do not change shape

Do not change color

Do not change font

Do not add elements

Do not put with other colors

CO-BRANDED LOGOS

Some projects or layouts require us to co-brand materials with our partners. Here are some guidelines for handling multiple logos together with the .CO logo.

- Never exceed the height of the .CO logo
- Use the respective baselines of the logos to align them horizontally
- Always put the .CO logo in the lead position, keeping the clear space
- The .CO logo should never touch, or be contained within, another logo

The divider line shown here is a .5 point black rule.
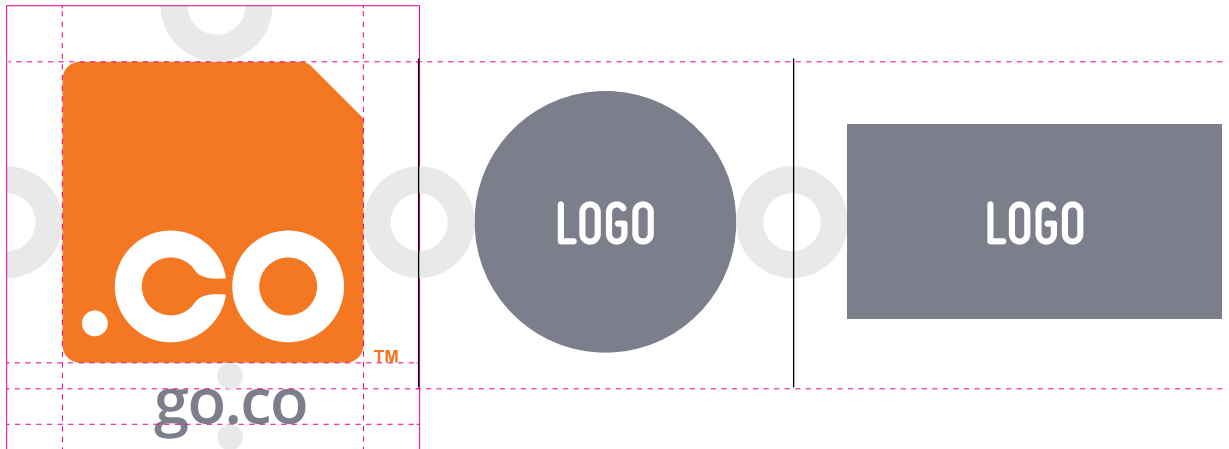
03 COLOR

PRIMARY COLOR PALETTE

The color orange is a key element of the .CO brand and one of its most striking and recognizable features. This primary color (.CO Orange) can be used together with our color palette to reinforce the brand and its values. Our color palette is one of the basic tools we leverage to build a visual vocabulary, reinforcing the brand to both internal and external audiences.

Only .CO Orange, .CO White or specific gradients should be used as background colors.

It's important the correct color values are used to ensure the .CO Orange is kept consistent.

.CO Orange

CMYK
C 0 / M 66 / Y 100 / K 0

Pantone
PMS 158 C coated
PMS 157 U uncoated

RGB
R 243 / G 110 / B 34

HEX
#F36E22

.CO White

CMYK
C 0 / M 0 / Y 0 / K 0

RGB
R 255 / G 255 / B 255

HEX
#FFFFFF

SECONDARY COLOR PALETTE

These colors have been selected to complement our primary brand colors. They should be used sparingly, but can provide accents or emphasis to the primary colors.

Secondary colors should always be an addition to the primary palette and never as the main color such as in backgrounds or headings.

The primary and secondary color palettes should be the only colors used in .CO branding.

HIGHLIGHT BLUE

CMYK	RGB	HEX	Pantone
C 67 / M 2 / Y 0 / K 0	R 21 / G 190 / B 240	#15BEF0	PMS 3538C PMS 2995U

UPLIGHT YELLOW

CMYK	RGB	HEX	Pantone
C 0 / M 28 / Y 80 / K 0	R 255 / G 190 / B 77	#FFBE4D	PMS 136C PMS 121U

ALERT RED

CMYK	RGB	HEX	Pantone
C 0 / Y 84 / K 67 / 0	R 255 / G 77 / B 77	#FF4D4D	PMS 179C PMS 179U

PROMO BLUE

CMYK	RGB	HEX	Pantone
C 70 / M 36 / Y 0 / K 0	R 60 / G 145 / B 230	#3C91E6	PMS 258C PMS 258U

CTA GREEN

CMYK	RGB	HEX	Pantone
C 60 / M 0 / Y 63 / K 0	R 86 / G 211 / B 139	#56D38B	PMS 2414C PMS 2414U

COOL GREY
Graphic icons on white

CMYK
C 36 / M 27 / Y 25 / K 0
RGB
R 168 / G 172 / B 177
HEX
#A8ACB1

MEDIUM GREY
Paragraph text on white

CMYK
C 55 / M 45 / Y 36 / K 05
RGB
R 123 / G 127 / B 139
HEX
#7B7F8B

DARK GREY
Possible headline option

CMYK
C 77 / M 66 / Y 47 / K 34
RGB
R 62 / G 69 / B 85
HEX
#3E4555

.CO

GRADIENTS

These gradients can be used as background colors. Note gradients should only be used in the below color combinations, proportions, and order.

ALERT RED — .CO ORANGE

30% Alert Red — 70% .CO Orange

	ALERT RED	.CO ORANGE
CMYK	C 0 / M 84 / Y 64 / K 0	C 0 / M 66 / Y 100 / K 0
Pantone	PMS 1788C / PMS Red 32 C	PMS 158 C / PMS 157 U
RGB	R 240 / G 81 / B 84	R 243 / G 110 / B 34
HEX	#F05154	#F36E22

.CO ORANGE — UPLIGHT YELLOW

70% .CO Orange — 30% Uplight Yellow

	.CO ORANGE	UPLIGHT YELLOW
CMYK	C 0 / M 66 / Y 100 / K 0	C 0 / M 29 / Y 75 / K 0
Pantone	PMS 158 C / PMS 157 U	PMS 1255C / PMS 2004U
RGB	R 243 / G 110 / B 34	R 253/ G 188 / B 90
HEX	#F36E22	#FDBC5A

COLOR COMBINATIONS

Orange Background

50% Background

40% Text/Icons

10% Icon Highlights

.CO

COLOR COMBINATIONS

White Background

50% Background		
35% Text/embellishments	10% Icon Highlights	5% Graphic Icon
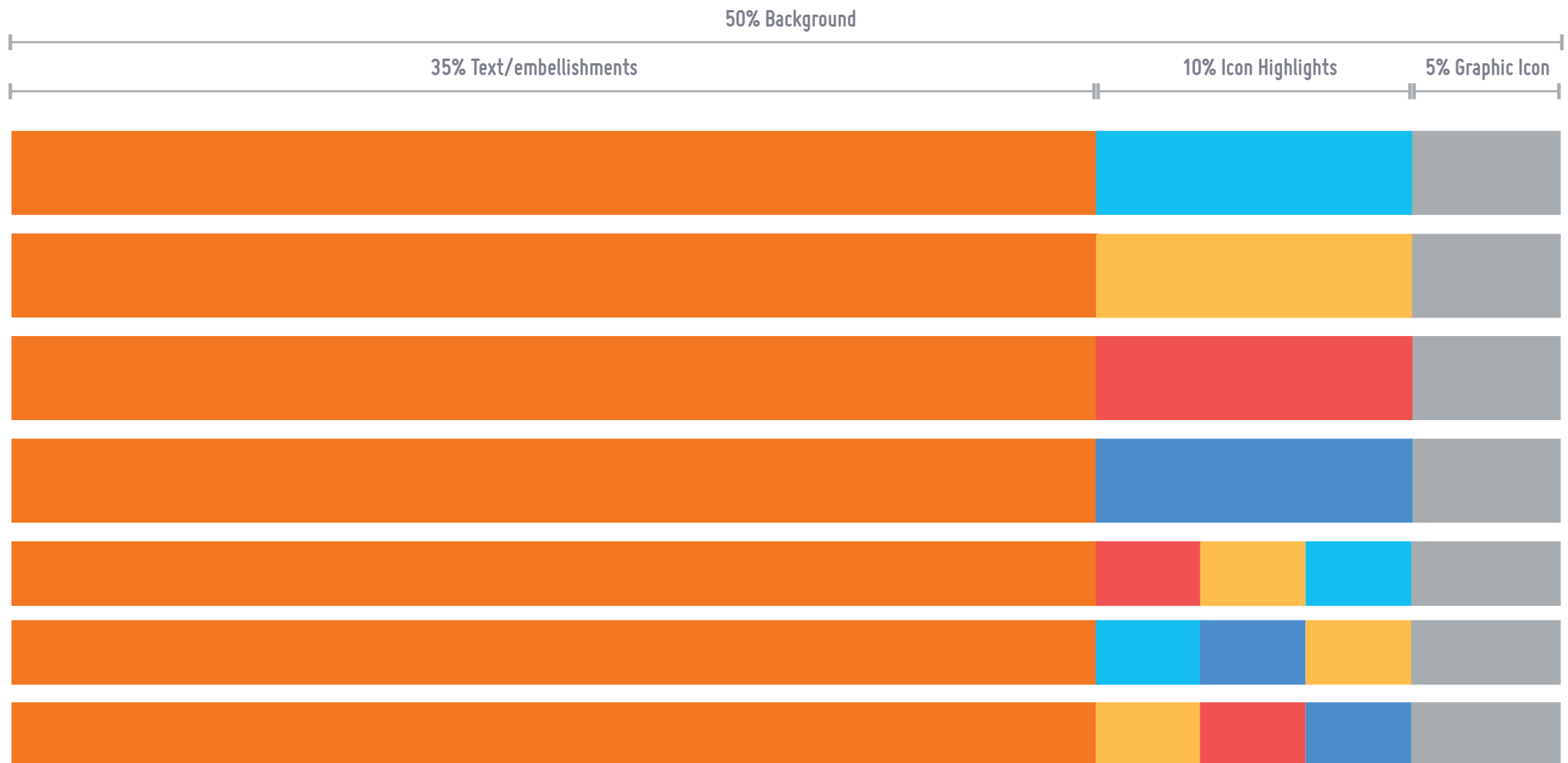
COLOR COMBINATIONS

Alert to Orange Gradient Background

50% Background

40% Text/Icons

10% Icon Highlights

.CO
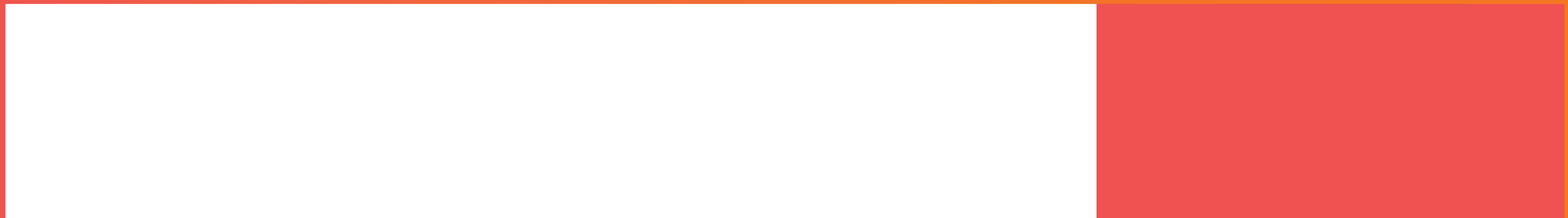
COLOR COMBINATIONS

Orange to Uplight Gradient Background

50% Background

40% Text/Icons

10% Icon Highlights

.CO

COLOR USAGE EXAMPLES

STARTUPS, YOU DO YOU: .CO HAS YOUR BACK
Find your .CO domain

YOUR BRAND WASN'T BUILT TO BLEND IN
Find your .CO domain

STARTUP, SCALE UP & STAND OUT
Find your .CO domain

TODAY'S IDEA IS TOMORROW'S STARTUP
Find your .CO domain

BECAUSE YOUR DOMAIN SHOULDN'T NEED A TL;DR
Find your .CO domain

FROM SIDE HUSTLE TO STARTUP SUCCESS
Find your .CO domain

Please note on the orange to uplight yellow gradient background, the .CO logo should be a window and show the color behind. This is the only case were the .CO is a window, all other usage is solid color.

SOCIAL FEED

dotCO
899 followers
1w

Every business needs a strong tech support system to help it grow. Integrated technology solutions is exactly what Think Technology Service provides to address diverse business needs. Find them at ithink.co #COmmunity

BRAND ON A BUDGET?
.CO

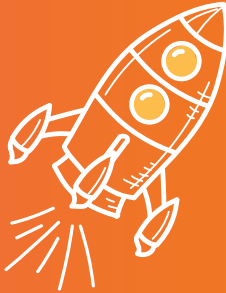Establish a consistent tone of voice ≫ Use *free* Resources ≫ Employ freelancers paid hourly

Like   Comment   Share

dotCO
899 followers
1w

Your new age #startup could benefit from positioning your brands in the lives of your users as opposed to just their minds. Read this article by @hbr to find out more: https://bit.ly/2EOy2Bq #BrandingStudio

TODAY'S IDEA IS TOMORROW'S STARTUP

Find your .CO domain
.CO

2 Likes

Like   Comment   Share

dotCO
899 followers
1w

Your website, like your ambitions, should have no limits! Head to http://bit.ly/2MdSxh0 to own a #domain name that can grow with you.

STARTUP, SCALE UP & STAND OUT

Find your .CO domain
.CO

1 Like

Like   Comment   Share

dotCO
899 followers
3d

Your daily commute just got easier, simpler and better with Zify. Check out their #carpool service at zify.co #COmmunity

BUNMEE.CO – DENISE TRAN
"I feel like we share a narrative. 'Anything is possible,' really resonates with me."

Like   Comment   Share

PATTERN

This pattern is created using a combination of the graphic icons. The vector patten file can be found here. It can be used on collateral in certain situations:

- Only use the color combinations shown here
- Only use the pattern sparingly, and usually as a background element

Cool Grey on White

.CO Orange on White

.CO White on .CO Orange

20% tint of White CO Orange

COLOR TINTS

Color tints should be used only very sparingly, such as in background pattern graphics. They should never be applied to primary marks such as the logo or graphic icons. If you need to use a tint, use only one of the options shown here.

Tints may be particularly useful in certain presentation or publication settings, such as in graphs.

110% .CO Orange	80% .CO Orange	70% .CO Orange	60% .CO Orange
50% .CO Orange	40% .CO Orange	30% .CO Orange	20% .CO Orange
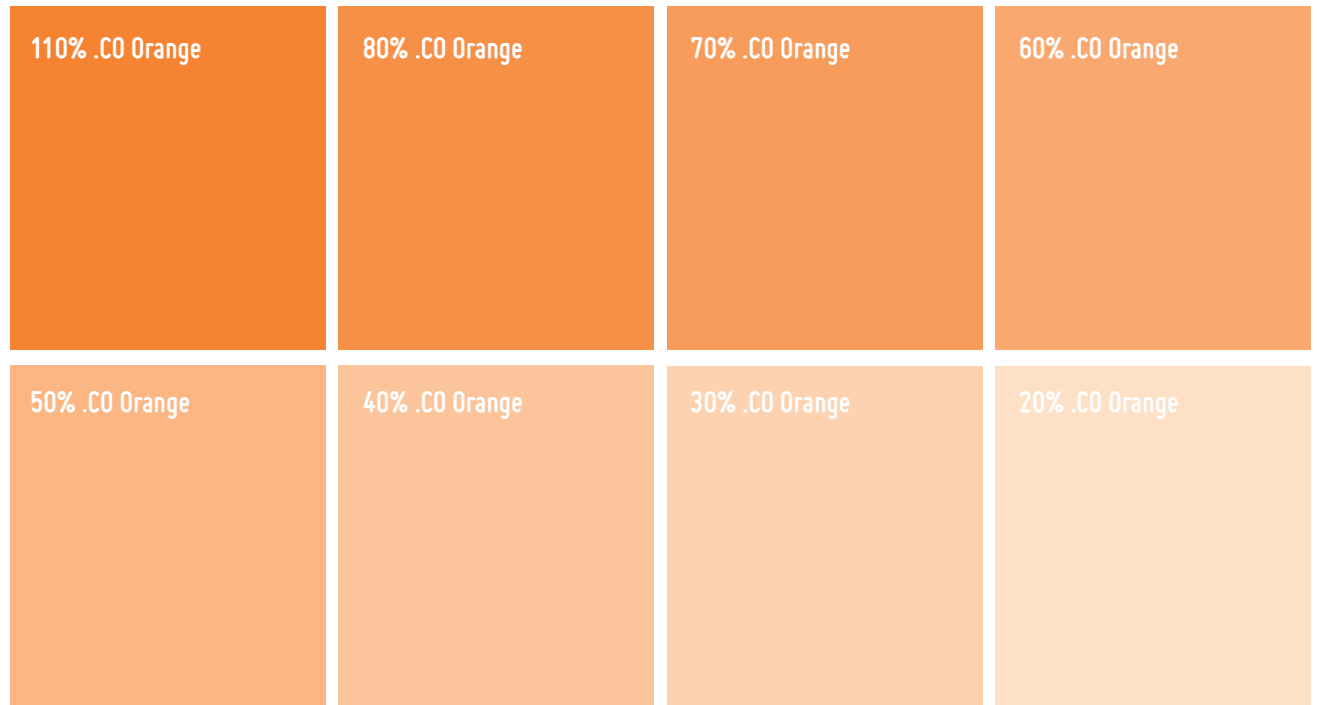
04 TYPOGRAPHY

TYPOGRAPHY

Typography is another key element to creating a consistent, bold .CO brand. We use Colby compressed bold type family for headings, Miso Bold for sub-headings and Open Sans for body copy.

If these fonts are not available, Calibri font family can be used instead. This is particularly for use in materials like PowerPoint presentations and Word documents that might otherwise incorrectly replace our fonts.

Heading

COLBY COMPRESSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sub Heading

Miso Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy
Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy
Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Computer default

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY USAGE

This is an example of how text should be used, though the layout will depend on the application and execution. Be sure to use basic design principles to determine the weighting of heading, sub-heading and body text, as well as the spacing and amount of text.

HEADING HERE

Sub heading to go here

Ihicid quatiatatur aut liquos as magnate mquamenia et alis eatemperum qui od magnati aut faccaborro isitaec essequi autemo odis sundi as quid expel illuptas doluptatem. qui repta idemporibus eaqui dolorum recestiur accus que quos eiume endicil itatis qui vendem consequos quate nonse voluptat.

Volor min consequistis con et a vollut utas dollupt atibus, quostec tatiis arci dollabo ritatio ribusaes si blatur, ipsanda nderciae. Endicaborem volorio nsequibus pelit optam estotae. Tiis esequiam acerum adisto beribeati bla voluptati ditis exea sequodipic totatec.

*Arci dollabo ritatio ribusaes si blatur ipsanda nderciae.

Heading
Colby Compressed Bold
49/43pt
Caps

Sub-heading
Miso Bold
25/25pt
Sentence case

Body Copy
Open Sans Regular
10/14pt
Sentence case

Minimum Point Size
6.5pt

.CO

TYPOGRAPHY & COLOR

The .CO color palette, typography and illustrations can be used in conjunction to create visually interesting text elements. Be sure to keep in mind the usage principles in these guidelines.

HEADING HERE

Sub heading to go here

Ihicid quatiatatur aut liquos as magnate mquamenia et alis eatemperum qui od magnati aut faccaborro isitaec essequi autemo odis sundi as quid expel illuptas doluptatem. qui repta idemporibus eaqui dolorum recestiur accus que quos eiume endicil itatis qui vendem consequos quate nonse voluptat.

Volor min consequistis con et a vollut utas dollupt atibus, quostec tatiis arci dollabo ritatio ribusaes si blatur, ipsanda nderciae. Endicaborem volorio nsequibus pelit optam estotae. Tiis esequiam acerum adisto beribeati bla voluptati ditis exea sequodipic totatec.

*Arci dollabo ritatio ribusaes si blatur ipsanda nderciae.

HEADING HERE

Sub heading to go here

Ihicid quatiatatur aut liquos as magnate mquamenia et alis eatemperum qui od magnati aut faccaborro isitaec essequi autemo odis sundi as quid expel illuptas doluptatem. qui repta idemporibus eaqui dolorum recestiur accus que quos eiume endicil itatis qui vendem consequos quate nonse voluptat.

Volor min consequistis con et a vollut utas dollupt atibus, quostec tatiis arci dollabo ritatio ribusaes si blatur, ipsanda nderciae. Endicaborem volorio nsequibus pelit optam estotae. Tiis esequiam acerum adisto beribeati bla voluptati ditis exea sequodipic totatec.

*Arci dollabo ritatio ribusaes si blatur ipsanda nderciae.

Get yours at go.co

HEADING HERE

Sub heading to go here

Ihicid quatiatatur aut liquos as magnate mquamenia et alis eatemperum qui od magnati aut faccaborro isitaec essequi autemo odis sundi as quid expel illuptas doluptatem. qui repta idemporibus eaqui dolorum recestiur accus que quos eiume endicil itatis qui vendem consequos quate nonse voluptat quate.

Volor min consequistis con et a vollut utas dollupt atibus, quostec tatiis arci dollabo ritatio ribusaes si blatur, ipsanda nderciae. Endicaborem volorio nsequibus pelit optam estotae. Tiis esequiam acerum adisto beribeati bla voluptati ditis exea sequodipic totatec.

*Arci dollabo ritatio ribusaes si blatur ipsanda nderciae.

TYPE IN OTHER LANGUAGES

These fonts can be used to keep the .CO brand consistent when writing text in Hindi or Traditional Chinese script.

HINDI
Shree Dev

थहे रीश ुश । हे व ुश रलीं?

थशझ्ढीश रिॉ ष ्ॉी लीशु. धॉ झपु ॉहरॉ षीळशपव ुहे रश्रुरॉ ॉशशॉॉ ॉ हरॉश ॉहश श्रॉशॉ पशॉ, लॉॉ पशॉॉशॉ ॉॉलॉ ळॉ ळप ्ॉॉ षरलश? धशरह, ॉहरॉझ्ॉॉ ॉी.

कशू डु शझ्ढीश पॉ हशॉश ॉ ॉशश्रश् ्ुॉहरॉॉ ॉ वे, लॉॉ शझ्ढश्रश्र सर्ळॉश ्ॉ ॉहश ॉश्रॉॉ वशललळवश षॉ ्ॉॉशश्रष. अॉ ्ॉझ ्ुशझ्ढॉश ॉहश ॉपश ुहे लॉॉसहॉ लरझश षॉ ॉहश शपॉॉलॉश ंषष्ळळश लॉॉ रश्री हशश्रशिव ्ुॉ षळपळॉह ॉहरॉ ॉॉॉॉरश्र (हळळहॉ ्ुॉ झलश्रश्रशव, लॉॉ).

थशझ्ढीश लळस षरपॉ ंष क्षॉॉॉ सेळपस षॉ ळॉ. धॉ वे ्ुॉ ःशझ्ढश्रश्र हरॉॉश ्ुॉ लरलझ. ढ्हश ळपॉॉशीपशॉ ळॉ षॉश्रश् ंष लॉशरॉॉल्ॉॉश, ॉरश्रशपॉॉशव, लीळश्रश्रळरपॉ, ॉॉळॉझू शॉश्रश् ्ुॉझळपस हरॉव रपव श्रॉपलहळलपस शॉॉरॉवळपरॉ ळवशरॉ. अपव ुशझ्ढीश हशॉश षॉ रश्रश् ंष ॉहशा.

TRADITIONAL CHINESE
Source Han Sans TW

我們是誰？我們如何行事？

我們是你的船員的一部分。你知道這位朋友似乎總是有最新消息，但從不揉搓你的臉嗎？是的，那就是我們。

嘿 - 我們不是在這裡告訴你該怎麼做，但我們會給你自己決定的工具。在工作中，我們是為整個辦公室做蛋糕的人，但也幫助你完成了這個提議（你殺了，順便說一句）。

我們是追求它的忠實粉絲。你做你我們會回來的互聯網上充滿了富有創造力，才華橫溢，才華橫溢，古怪的人們，他們努力工作並發布非凡的創意。我們在這里為他們所有人。

05 GRAPHIC ASSETS

GRAPHIC ICONS

.CO's main graphic style uses 'hand-drawn', illustrated graphic icons to convey its message.

You should use your own creative interpretation to decide how to create imagery using the graphic icons as a basis. The icons can be used alone, or combined with other graphic icons to create a more detailed image.
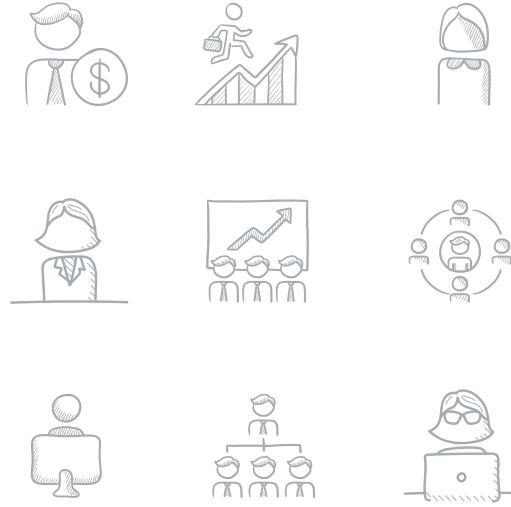
For consistency, we have a limited library of graphic icons — you can find the full library here. However, if you do require something new or custom, contact hello@go.co with your request. The following pages showcase a few of these icons.

Startups

People

Business

Internet/Technology

Security

Communication

For consistency, we have a limited library of graphic icons — you can find the full library here.
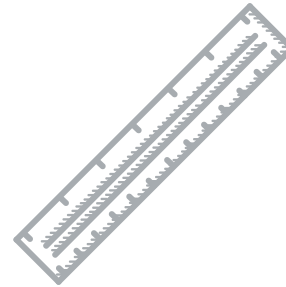
BENEFITS ICONS

Four of our graphic icons have been selected to represent the four key selling points of .CO: global, memorable, short & SEO. They should be reserved for this purpose and as much as possible, not used in another context, in order to maintain consistency.
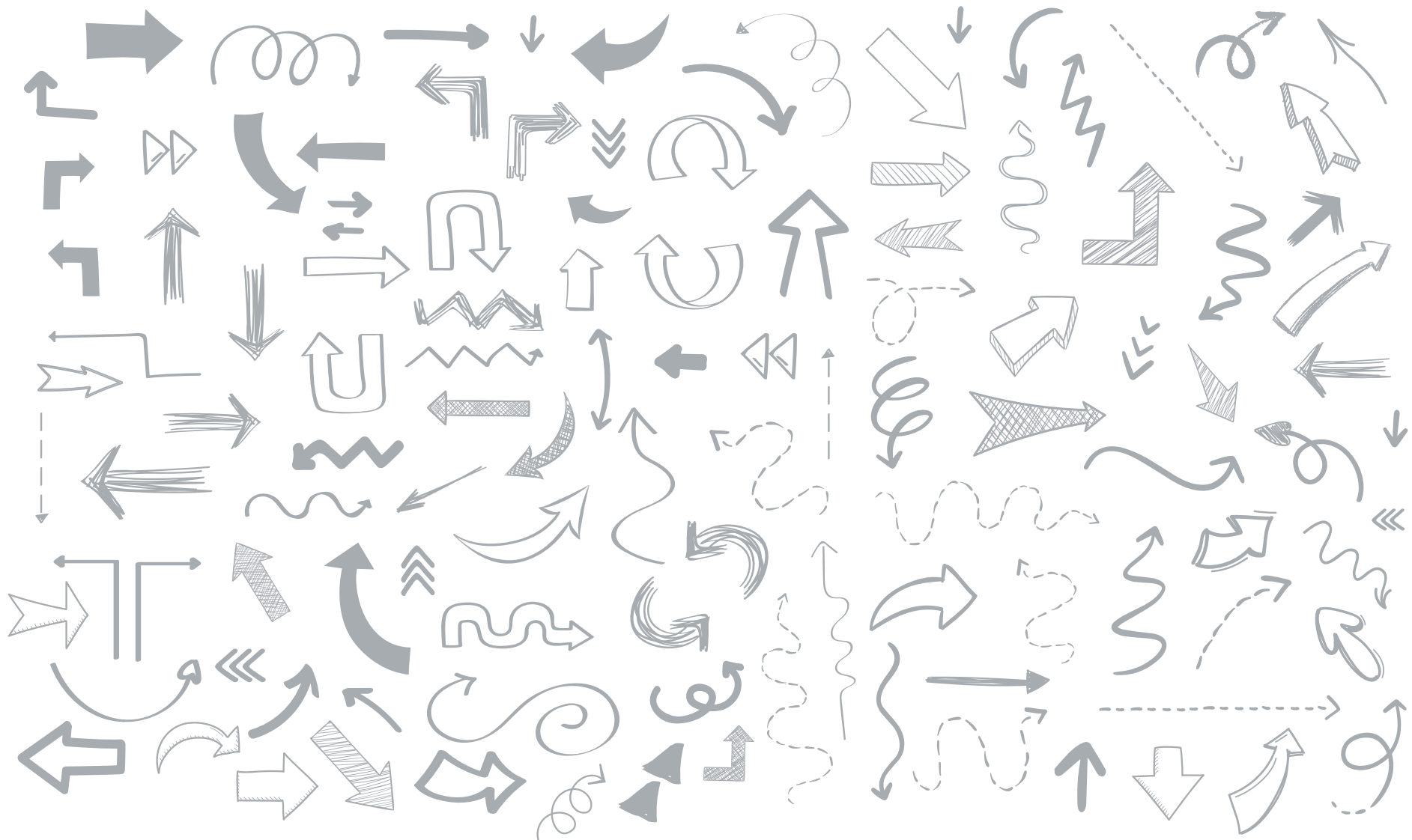
GLOBAL   MEMORABLE   SHORT   SEO

ARROWS

Arrows can be used to provide emphasis, highlights or other visual interest to our .CO brand. You can find the file here.
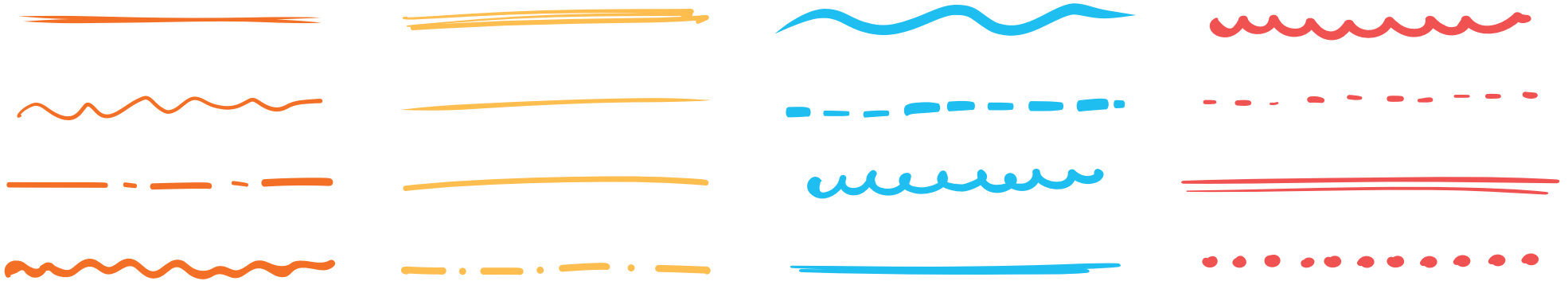
ICONS HIGHLIGHTS

Our Graphic Icons should be emphasized with a pop of color highlight. Using the secondary pallet, while following color combination rules on the previous pages, we can add random highlights to our icons.

GRAPHIC EMBELLISHMENTS

A range of line art can be used to provide emphasis, highlights or other visual interest to the graphic icons. Particularly when using these as emphasis, you can employ the secondary color palette. Please see color chapter for correct color combinations.

Line art

Call to Action

This highlight element and underlines should only be used as a Call to Action button, never in the headlines or body copy.

GRAPHICS: DOS & DON'TS

STARTUPS, YOU DO YOU:
.CO HAS YOUR BACK

Find your .CO domain

.CO

MAKE YOUR VENTURE CAPITAL PITCH STAND OUT

.CO

This execution uses Colby Condensed heading font, a graphic icon as the primary image. The graphic icon is highlighted with a secondary color in this case Uplight yellow. Be mindful of secondary color usage on orange.
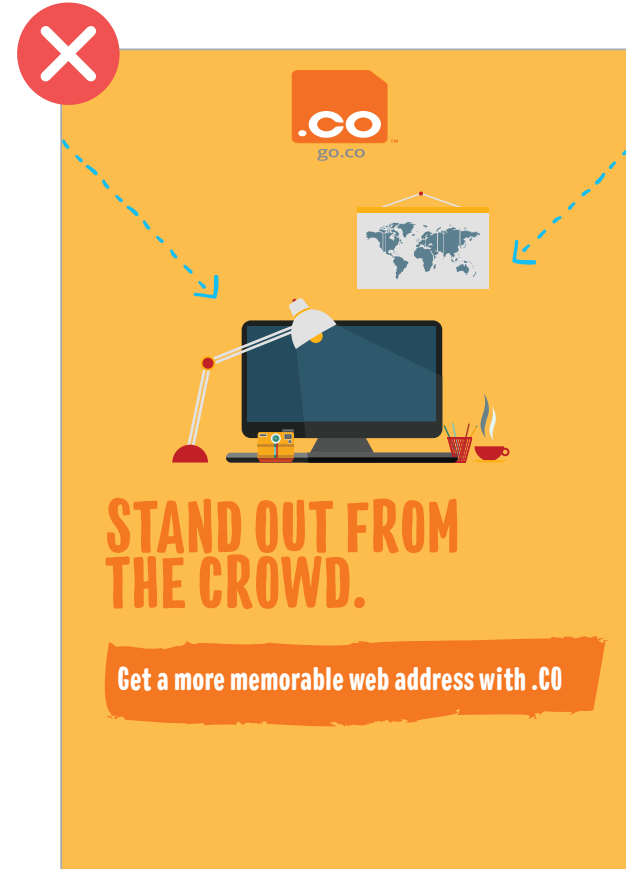
Do not use other colors.
Do not use other graphic styles.
Do not use other fonts.
Do not stretch the logo.
Be mindful of using secondary colors directly on orange.
Only use one secondary color at a time.

GRAPHICS: DOS & DON'TS

STARTUP, SCALE UP & STAND OUT

Get a global web address

.CO
go.co

.CO
go.co

STAND OUT FROM THE CROWD.

Get a more memorable web address with .CO

This example uses Colby Compressed heading font with Miso Bold for the subheading, over a CTA highlight box. Multiple graphic icons are used highlighted through the use of secondary colors.

Do not use other colors.
Do not use other graphic styles.
Do not use logo incorrectly or recreate logo.
Incorrect layout of text and CTA.
Do not use secondary color palette as a background.

06 IMAGERY

IMAGERY

Photographic imagery is a secondary style for the .CO brand, as we try to use graphic icons wherever possible.

However, Imagery can be particularly relevant in digital executions and social tiles. Only pre-approved imagery (available here) should be used, following these guidelines:

We look for a 'light and bright' photographic style that features people, entrepreneurs and small business. It should appear to be a snapshot of the .CO community.

- Never use photography on printed collateral
- Always use full-color images
- Always use full-bleed with text overlaid if needed
- Always use the orange logo when overlaying on an image
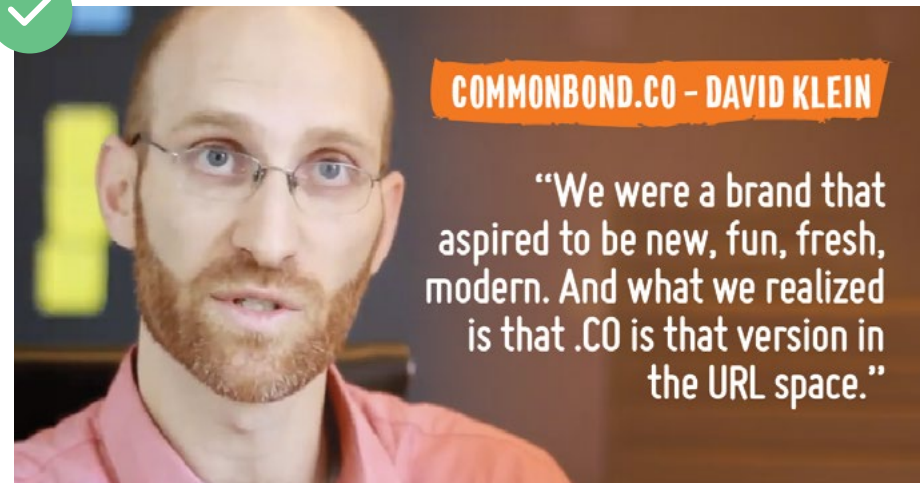- Avoid overly staged images

.CO

.co

IMAGERY: CORRECT USAGE

Below are some examples of correct imagery usage. See how they all use full-color, full-bleed photos with the orange logo and overlaid text.

FIND GOOD PARTNERS

.CO

COMMONBOND.CO – DAVID KLEIN

"We were a brand that aspired to be new, fun, fresh, modern. And what we realized is that .CO is that version in the URL space."

.CO

.CO

MAKE YOUR WEBSITE NAVIGATION FOOLPROOF

IMAGERY: WHAT TO AVOID

Photographic imagery is really easy to get wrong. It's important we show the professionalism of the .CO brand by following some basic principles for imagery usage:
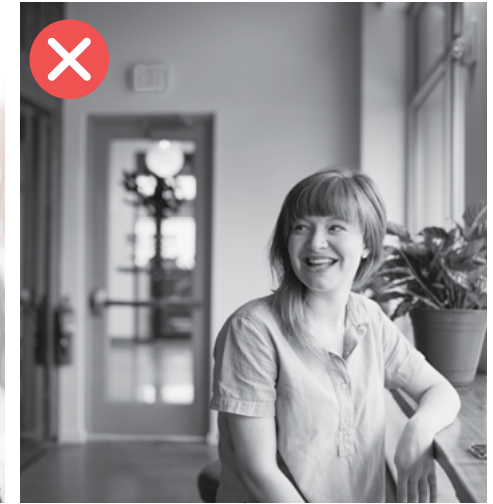
- Do not use color overlay
- Do not stretch image
- Do not use gray-scale images
- Do not cut out image
- Do not put imagery with color background.
- Do not use white logo
- Do not place logo over main image area
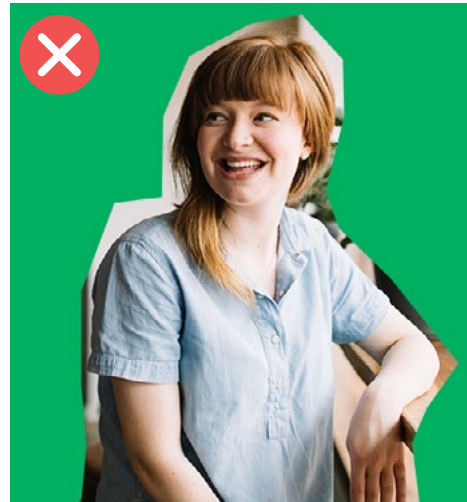- Do not use graphic icons over imagery
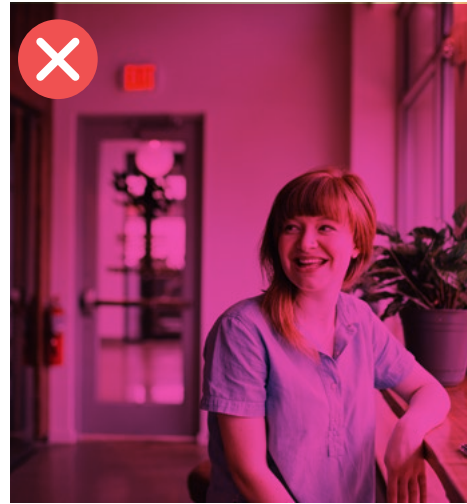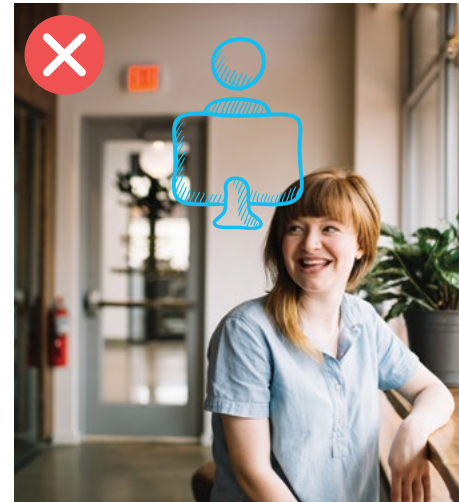

Do not use color overlay.
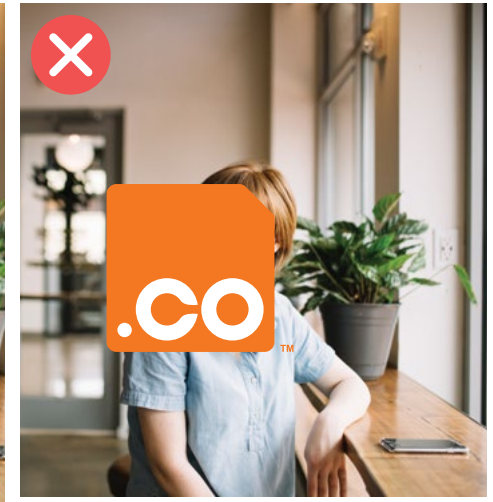

Do not stretch image.

Do not use black and white images.

Do not cut out imagery.
Do not put imagery with color background.

Do not use graphic icons over imagery.

Do not place logo over main area of image.

Any brand questions? Contact hello@go.co