

.Diet Marketing Kit



In good health™

Version 1.0

Introduction

Get ready to chow down with .Diet – the domain name that celebrates food in all forms. Short and sweet, the delicious .Diet domain helps your customers feed their online presence.

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

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

The XYZ Team

Logo

The logomark of the .Diet **Primary Logo** is black (#111111), green (#39B54A), red-orange (#F15A24), and orange (#F7931E).



Primary Logo



.Diet Marketing Kit

Download logos at nic.diet/files

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.diet/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X Problem: Outdated branding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.diet/files>

Brand Colors

Marketing materials should use these primary and neutral colors.

Primary Palette

Tints & Shades

Dark Green #1E381F	Green #0F8E17	Light Green #7CF277
Brown #8D4F04	Red-Orange #F15A24	Orange #F2931D

Neutral Palette

Tints & Shades

#111111	#717171	#D3D3D3	#F7F7F7	#FFFFFF
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Fonts

Use **PT Serif Italic** for most headings.

Use **Source Sans Pro Bold** for small headings.

Use **Source Sans Pro Regular** only for body paragraphs.

PT Serif Italic

The quick brown fox jumps over the lazy dog.

Source Sans Pro Bold

The quick brown fox jumps over the lazy dog.

Source Sans Pro Regular

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Landing Page Content

Main Tagline:

In good health™

Website:

https://xyz.diet

Satisfy your hunger with .Diet

Nourish your online presence with the .Diet domain name. From marketing your nutritious meal plans online, to blogging your healthy lifestyle and recipes, or creating your own culinary-conscious community, the .Diet domain instantly shows that your website has good taste.

The .Diet domain is perfect for:

- Nutritionists
- Specialized chefs
- Health enthusiasts
- Food bloggers
- Meal kit services
- Specialized diet clubs and communities

Promote your nutrition and meal planning services on **www.YourName.Diet** or **www.YourCompany.Diet**.

Use keyword-rich **www.YourType.Diet** or **www.YourSpecialty.Diet** to match what health enthusiasts are searching for.

Create an online home for your culinary-conscious community with **www.YourBlog.Diet** or **www.YourGroup.Diet**.

Connect with restaurants and event planners in your area with **www.YourCity.Diet** or **www.YourState.Diet**.

Market your meal service kit with **www.YourBrand.Diet** or **www.YourCompany.Diet**.



*Celebrate food in all forms
with a .Diet domain name.*



.Diet Marketing Kit

Top 5 ways to use .Diet

1. Memorable .Diet domains catch the attention of health conscious foodies everywhere.

- www.YourName.Diet
- www.YourBusiness.Diet
- www.YourBrand.Diet

2. Short and sweet .Diet domain names make it easy for busy professionals to find your meal kit service website online.

- www.YourCompany.Diet
- www.YourKitchen.Diet
- www.YourName.Diet

3. Keyword-rich .Diet domains match what health enthusiasts and restaurant owners are searching for.

- www.YourService.Diet
- www.YourType.Diet
- www.YourStyle.Diet

4. Location-specific .Diet domains establish your type of personal chef and catering business in your region.

- www.YourCountry.Diet
- www.YourCity.Diet
- www.YourState.Diet

5. Descriptive .Diet domains show what food lovers can expect when they visit your recipe-sharing website.

- www.YourBlog.Diet
- www.YourCommunity.Diet
- www.YourBrand.Diet

Email Content

Dedicated Email Content

Subject: **.Diet: In good health™**

Feed your online presence with .Diet domains. From marketing your nutritious meal plans online, to blogging your healthy lifestyle and recipes, or creating your own culinary-conscious community, .Diet domains are for food lovers all over the world.

Reasons to choose .Diet

- Tasty .Diet domain names can catch the attention of health conscious foodies everywhere.
- Memorable .Diet domains can make it easy for busy professionals to find your meal kit service website online.
- Keyword-rich .Diet domains can match what health enthusiasts and restaurant owners are searching for.
- Location-specific .Diet domains can establish your type of personal chef and catering business in your region.
- Descriptive .Diet domains can show what food lovers can expect when they visit your recipe-sharing website.

Ways to use .Diet

- Promote your nutrition and meal planning services on **www.YourName.Diet** or **www.YourCompany.Diet**.
- Use keyword-rich **www.YourType.Diet** or **www.YourSpeciality.Diet** to match what health enthusiasts are searching for.
- Connect with other foodies with **www.YourBlog.Diet** or **www.YourGroup.Diet**.
- Attract businesses in your area with **www.YourCity.Diet** or **www.YourState.Diet**.
- Market your meal service kit with **www.YourBrand.Diet** or **www.YourCompany.Diet**.

Create a well-nourished website with .Diet.

Register your .Diet domain now

Thank You



For inquiries, please contact hello@gen.xyz

www.Nic.Diet