

market & branding guidelines

.L♥VE

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01

fun facts about .Love

- o People in love have similarities with people with OCD
- o The biological sign for women is the symbol of the goddess of love Venus and her mirror
- o Women's hearts beat faster than men's hearts
- o A typical person will have sex 2,580 times in their life
- o Over 4 million people get married each year in the United States
- o The process of undressing a partner burns 187 calories
- o Women are more influence by how a man smells than how he looks
- o The Kama Sutra was written by Vatsyayan, a man who has never had sex himself
- o 10% of women fall in love on the first date

02

target markets

.Love is a provocative and passionate TLD

It arouses our senses, triggers our memories and stimulates our thoughts. Love reflects the exhilaration of a new romance, the search for that special someone, a romantic novel, an event or a passion for a product, a place, a sports team or a hobby. It is also a great way for couples to share their .love story from engagement to weddings to birthdays and anniversaries. Love is finding and celebrating that special ...

While .love is generic it is applicable to specific markets including:



Weddings & Planning



Online Dating & Matchmaking



Literature, Books & Music



Passions & Interests



Fortune Tellers

value Proposition

Have you Found Your .Love?

Whether you are searching for .love, celebrating .love, expressing romantic thoughts or relishing your passion of an object or a hobby, .love is an expressive choice.

Each of these billion dollar industries are highly competitive and eminently visible on the Internet. .Love provides these trailblazing industries a new avenue to create or reflect their existing business.

Domain Name Registrations:

- Existing domains with 'love': ~ half a million
- Portion ending with the term 'love': ~one fifth

Target Industries:

- Online Dating: Over \$2 billion with a 3.5 % yearly growth rate. 91 million people around the world use dating apps.
- Wedding Services: Over \$55 billion with a 1.9% growth rate and over 500,000 businesses in the US.
- Psychic Services: Over \$2 billion in revenues with a 2.2% growth rate and 80,000 businesses in the US.

03

04

taglines

Weddings & Wedding Planning

- Begin your life together with a .love domain
- Found your love, share your story with a .love web address
- Engaged? Create your online story with a .love web address
- True love never dies with a .love web address

Online Dating & Matchmaking

- Discover true love with a .love web address
- Fancy a new relationship, start with a .love web address
- Find that special someone with a .love domain
- Start a new romance with a .love web address

Literature, Books & Music

- Looking for a literature .love affair? Start with a .love domain
- Cite your romantic passions with a .love domain

Passions & Interests

- Publish your passion with .love web address
- Share your enthusiasm of a person, place, hobby or idea with a .love domain
- Show your love of sport, music or shoes with a .love domain name

Blog Content

.Love is the oxygen to your soul - - show your passion online for the world's most powerful and unifying emotion.

The most powerful emotion in the world has come to the Internet, and popular .love domains will go fast! Don't miss out on your chance to ensure that your business or personal online presence includes .love.

Love is sure to be a popular domain moniker for any business that caters to couples, romantics, and anyone looking for .love.

From Hallmark to Coca-Cola, everyone is encouraged to **Share the .love**. And now, a .love domain suffix will do the same for your website! It's the perfect domain to find and share your passions.

Consumers will love using .love too. Whether planning a special event, a wedding or an anniversary, why not share your joy with others online and make your website a .love – examples: KateandWilliam.Love or PamandTony.Love or April21.Love

Is there something you're passionate about? Share your interests, hobbies, life, music, stories, photos and enthusiasm for a product or idea with a .love blog, portfolio or website.

What's .love got to do with it? It's definitely not a second-hand emotion.

05

06

email content

Sunrise

SUBJECT: All You Need Is .LOVE - the internet's most exciting new gTLD!

Trademark holders and brands should act swiftly to advance their reputation and protect their trademarks. Registration for .love domain names in the Sunrise period begins on May 6th.

.Love is expected to swiftly gain popularity among internet consumers due to its universal nature and acceptance in a multitude of foreign languages. Brands should be proactive in seeking to protect themselves from losing their trademark terms within the .love TLD.

In addition to protecting a brand, a website accented by your brand.love can provide additional benefits either as part of a promotional campaign, as a niche website, or to promote a particular line of products or services that your brand offers to the public.

The word .love is so ubiquitous and recognizable that it is already a term used internationally by many brands -- from McDonald's "I'm lovin' it" to the Cartier "Love Collection" to Coke's "Share the Love", many popular brands already rely on the popularity of the term "love".

.Love is a great way for brands to connect social media with their existing marketing activities. In fact, the word "love" is one of the top used hashtags on Twitter.

With over a half a million existing domain names that contain the term "love", this is a great opportunity for brands – All You Need Is .Love!

07

Early Access Program

SUBJECT: All You Need Is .LOVE -- Early Access Program

The exhilaration of a new romance, the search for that special someone, a romantic novel or an elderly couple celebrating their 50th wedding anniversary - everyone knows about that **Crazy Little Thing Called .Love.**

.Love Knows No Boundaries as it touches all ages and demographic groups and crosses many commercial market verticals including dating and matchmaking, weddings, romance, literature, books, flowers, jewelry, along with generic interests and passions. Now .love domain names will provide the opportunity to demonstrate a passion for events, people, places, fashion, beauty, sports, music and much more:

- wine.love
- summer.love
- puppy.love
- poems.love
- travel.love
- shoes.love
- newyork.love
- horoscopes.love
- williamandkate.love

From July 7 to 17, .love domain names will be launched via an Early Access Program - - and all the best domains will be SNAPPED UP FAST. From Hallmark to Coca-Cola, everyone is encouraged to **Share the .Love.** Small businesses and domain experts won't wait to get all the best domains in this exciting, instantly recognizable moniker.

With almost a **half million** registered domains names containing the word 'love' and almost a **90,000** ending with 'love', .love will be popular with consumers and businesses alike. From Gandhi to the Beatles, the message is the well known: **All You Need is .Love.**

.Love is Oxygen for the Soul - - show your passion with the world's most powerful emotion.

08

General Availability

SUBJECT: Love for Sale!
Finally...Money Can Buy You .Love!

All You Need is .LOVE and beginning July 17th it's for sale!

.Love domain names arouse our senses, triggers our memories and stimulates our thoughts. Love reflects the exhilaration of a new romance, the search for that special someone, a romantic novel, an event or a passion for a product, a memorable place, support of a sports team, enjoyment of an activity or the interest of a hobby. It is also a great way for couples to share their .love story from engagement to weddings to birthdays and anniversaries. Love is finding and celebrating that special ...

.LOVE domains will go fast! Don't miss out on your chance to ensure that your business or personal online presence demonstrates .LOVE.

.Love is Oxygen for the Soul - - show your passion online by using .LOVE -- the World's most powerful and best known emotion.

09

.LOVE tweets

.LOVE is finally available on the Internet. [Click here for more.](#)

Share That Crazy Little Thing Called Love with a .love domain. [Click here for more](#)

Have you found love? [Click here for a .love domain name.](#)

Start a new relationship with a .love domain name. [Click here for more.](#)

Still looking for love? [Click here for for a .love domain name.](#)

The world's most powerful emotion is now on the Internet. [Click here for a .love domain name.](#)

While money can't buy you love, it can buy you a .love domain. [Click here for more](#)

Reflect your passions with a .love domain name. [Click here for more](#)

Whatever your passion, .love is all you need. [Click here for more](#)

10

logo identity

Final Logo

The .love logo was carefully stylized to reflect a modern style with provocative and sophisticated accents of the traditional red that global users instinctively recognize.



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Logo with Tagline



Logo Usage

Isolation Zone



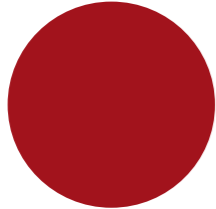
14

basic brand color

Color Palette

The color palette for .love was carefully chosen to reflect its modern feel yet maintain traditional and instinctively romantic notions. The use of color in both print and digital marketing should be simple and clear. Please utilize the palettes below to compliment the logo and any other images that are used. Avoid using other colors when rep-

.love red



FOR WEB USE

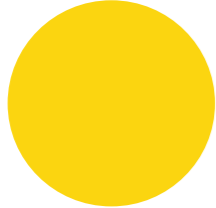
Red: 161 Green: 029 Blue: 032

FOR PRINTING USE

Cyan: 23 Magenta: 100 Yellow: 100 Key: 21

HEX: A10000

.love yellow



FOR WEB USE

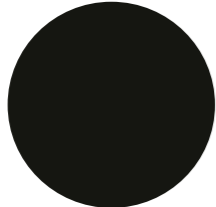
Red: 249 Green: 211 Blue: 049

FOR PRINTING USE

Cyan: 03 Magenta: 14 Yellow: 91 Key: 00

HEX: FAD430

dark charcole



FOR WEB USE

Red: 008 Green: 008 Blue: 008

FOR PRINTING USE

Cyan: 74 Magenta: 68 Yellow: 66 Key: 87

HEX: 080808

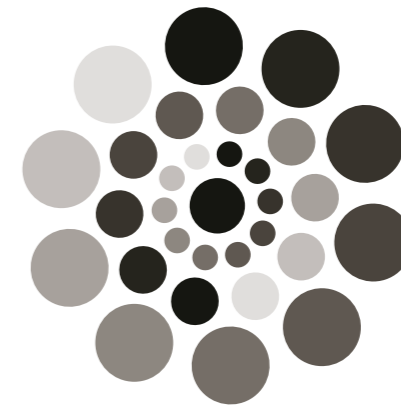
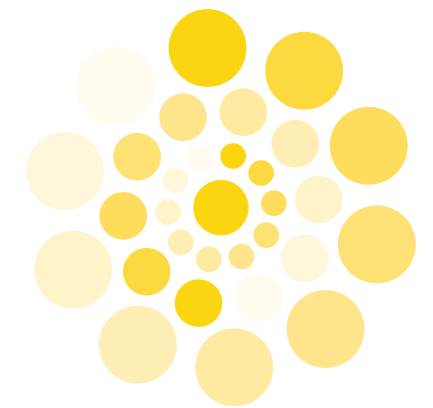
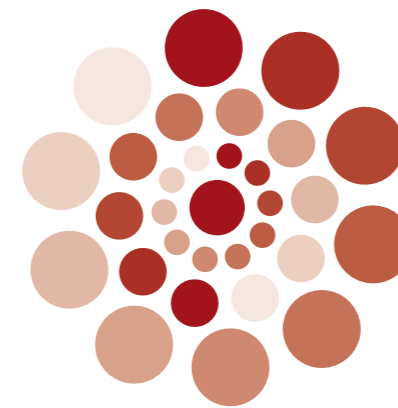
15

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Breakdown

No's & Tints

It's important to remember that the tints are just that: a secondary choice to accent and complement our primary palette of red, yellow and dark charcole. An overpowering use of certain secondary colors and color combinations can evoke the branding.



typography

Typeface

The typography choices for .love were based on keeping a simple, clean classic feel that .love represents.

PRIMARY FONT

Minion Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@\$%

HEADING

Minion Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@\$%

Hierarchy

Minion Pro is used as body copy for all .love marketing materials. Do not use it for headline purposes. Utilize bold when trying to give emphasis to any copy.

FONT SIZE 22 PT

Title

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.,'""'«

123456789£\$?!<>{}[]#¢™®

FONT SIZE 16 PT

Heading

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.,'""'«

123456789£\$?!<>{}[]#¢™®

FONT SIZE 11 PT

Subtitle

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.,'""'«

123456789£\$?!<>{}[]#¢™®

FONT SIZE 9 PT

Content

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.,'""'«

123456789£\$?!<>{}[]#¢™®