TLDREGISTRY LTD

DOT
CHINESE
ONLINE
.在线

DOT
CHINESE
WEBSITE
.电文网

BILINGUAL CORPORATE IDENTITY AND BRANDING GUIDELINES

AUGUST 2013

域通联达 公司

.在线

.电文网

Table of Contents

About Our Brand

Our Chinese name, "Yu Tong Lian Da" means "Domains Connect Connect Connect", which expresses our mission using contemporary Mandarin.

All Chinese characters in our brandmark and logos are connected, as are the 8 dots in our octagonal logos, symbolizing the power of our TLDs to connect Chinese netizens with the Chinese web, and to connect the world to China.

Copywriting Standards

The key message for our entire presentation to the market is that our TLDs are Culturally Relevant and Linguistically Correct, and that these qualities make The Essential New Chinese TLDS.

Dot Chinese Online

The concise product statement for Dot Chinese Online (internally abbreviated as DCO) is:

Dot Chinese Online is linguistically correct and culturally relevant — the perfect Chinese home for your online business or service!

Dot Chinese Website

The concise product statement for Dot Chinese Website (internally abbreviated as DCW) is:

Dot Chinese Online is linguistically correct and culturally relevant — the perfect Chinese home for your brand's, company's and media property's Chinese language website!

Culturally Relevant

LINGUISTICALLY CORRECT

THE ESSENTIAL CHINESE TLDS

Company Logo

English and Chinese Version

The TLD Registry Logo is shown in both its English and Chinese forms.

The Chinese form is used in all Chinese language contexts, regardless of the local preference for Simplified or Traditional Chinese characters, or dialect.

Both forms are graphic logos, with specially altered letterforms, so the logo graphic files should always be placed into artwork, and never typed.

TLDREGISTRY

域通联达。

Company Logo
Exclusion Zone

An exclusion zone surrounds the logos. No other graphic or text object should appear in the exclusion zone.

The exclusion zone is easy to calculate, regardless of the size of the logo placement: it is half the height of the logo, measured from baseline to topline.

Brand Typography

For English, Finnish and other European languages.

The typeface family is Linotype's version of Avenir (also known as 'Avenir LT Std' or 'Avenir LT').

Several weights of Avenir LT have been defined for use in all forms of documents and marketing collateral. These font files have been made available in OpenType format, which work consistently in Windows and Macintosh computer systems.

Our commonly-used font weights are marked with a start symbol in the right hand column of this page.

In rare cases that OpenType (OTF) font files are not supported by a particular software application (these would be older applications), TrueType (TTF) versions of the font files are available for use. Such use should be minimized however, and the OTF font files should always be used if possible.

Avenir is a geometric sans-serif Humanist typeface designed by the typographic maestro Adrian Frutiger in 1988. The word avenir is French for "future". The font takes inspiration from the early geometric sans-serif typefaces Erbar (1922), designed by Jakob Erbar, and Futura (1927), designed by Paul Renner. Frutiger intended Avenir to be a more organic, humanist interpretation of these highly geometric types.

Avenir 35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Avenir 35 Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Avenir 45 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Avenir 45 Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Avenir 55 Roman ⭐ Normal body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö 1234567890

Avenir 55 Oblique ⭐ Normal body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Avenir 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÅÄÖabcdefghijklmnopqrstuvwxyz
åäö1234567890

Avenir 65 Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÅÄÖabcdefghijklmnopqrstuvwxyz
åäö1234567890

Avenir 85 Heavy ⭐ Normal bold copy and headlines

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÅÄÖabcdefghijklmnopqrstuvwxyz
åäö1234567890**

Avenir 85 Heavy Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890**

Avenir 95 Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890**

Avenir 95 Black Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890**

Brand Typography

For English, Finnish and other European languages.

Used for special purposes -- in several "badges" and on certain promotional items for example -- the typeface family Metroscript allows an injection of light-hearted whimsy to the otherwise fairly direct typographical presentation of TLD Registry.

Metroscript is an amalgam of hand script styles of the 1920s to 1950s, and is suggestive of vintage sports ephemera. It was created by typographer Michael Doret.

Metroscript is available as OpenType (OTF) font files, and work consistently with Windows and Macintosh computer systems.

Metroscript Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Brand Typography

For Chinese

The typeface family is Founder's version of Zhun Yuan (also known as 'FZ Zhun Yuan', 'FZZhunYuan' and 'FZZhunYuan-M02'). In Chinese it is named 方正准圆

FZ Zhun Yuan is a TrueType (TTF) GBK font. The GBK encoding is primarily designed for use in mainland China and contains both simplified and traditional characters in a single font file.

This font supports GB2312 / GB12345 standards in Unicode format, contains 21,003 Chinese characters, is drawn at 1,000 dpi, provides TrueType Standard Type 0 font support for PostScript level 2/3 RIPs.

Only two weights are used: normal "roman" weight, and bolded for use in headings.

FZZhunYuan–M02 方正准圆_GBK

嫣親明經都平步有利汽？接友精保書見然果境個，車他孩朋再，因養向下該給高的，來大接男春父展感久場，多們合裡新手克多系地者試化作得設。我十時觀事們！

FZZhunYuan–M02 方正准圆_GBK

嫣親明經都平步有利汽？接友精保書見然果境個，車他孩朋再，因養向下該給高的，來大接男春父展感久場，多們合裡新手克多系地者試化作得設。我十時觀事們！

Brand Colour

The colour palette provides for three "company" primary colours and two "product" primary colours. Colours from both palettes may be used in all company communications and marketing contexts, so long as the mix results in a pleasing and on-brand outcomes.

A secondary colour palette will be defined at some point in the future.

Company Primary Color Palette

TLD Black

PMS: Black C
CMYK: 0, 0, 0, 90
RGB: 60, 60, 90
HEX: #3C3C5A

TLD Blue

PMS: 7700C
CMYK: 85, 52, 36, 24
RGB: 41, 90, 114
HEX: #295A72

TLD White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Product Primary Color Palette

TLD Orange

PMS: 1505C
CMYK: 0, 70, 99, 00
RGB: 243, 112, 34
HEX: #F36F22

TLD Grey

PMS: 429C
CMYK: 0, 0, 0, 40
RGB: 167, 169, 172
HEX: #A7A9AC

Product Logo:
Dot Chinese Online

International and Chinese versions

The product logo for Dot Chinese Online is rendered as an eight-dotted octagon, containing bilingual copy (for the international version) and Chinese-only copy (for the Chinese version).

Use the Chinese version in mainland China. Use the international version in all other territories.

International Version

Chinese Version

Product Logo:
Dot Chinese Website

International and Chinese versions

The product logo for Dot Chinese Website is rendered as an eight-dotted octagon, containing bilingual copy (for the international version) and Chinese-only copy (for the Chinese version).

Use the Chinese version in mainland China. Use the international version in all other territories.

International Version

Chinese Version

Double Logo Lockup

International and Chinese versions

When the two logos appear together, they should follow all exclusion zones and guidelines on next pages.

International Version

DOT
CHINESE
ONLINE
.在线

DOT
CHINESE
WEBSITE
.中文网

Chinese Version

.在线

.中文网

Product Logo Exclusion Zone

Dot Zai Xian and Double Lockup

An exclusion zone surrounds the logos. No other graphic or text object should appear in the exclusion zone.

The exclusion zone is easy to calculate, regardless of the size of the logo placement: it is half the height of any connecting line between two of the dots.

The double lockup logo should appear aligned and in the same ratio, with a distance between them that should follow the guidelines on this page.
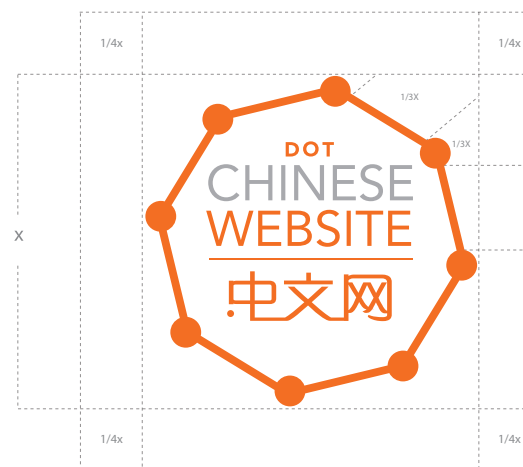
Authorized Registrar Badges

International and Chinese versions

Use the Chinese version in mainland China. Use the international version in all other territories.

International Version

Chinese Version

Foundation Partner Badges

International and Chinese versions

Use the Chinese version in mainland China. Use the international version in all other territories.

International Version

TLDREGISTRY

Foundation Partner

Chinese Version

域通联达

创世计划成员

Geometric Motif

The geometric motif is a "zoomed-in" set of overlapping dotted octagons, drawn from the product logos.

The motif is used as a decorative element in areas of a graphic layout that call for some visual interest.

Use of the geometric motif helps to strengthen the overall integrity of the product logos, and reminds the reader of the brand qualities represented by the dotted octagon.

Geometric Motif

DOT CHINESE
ONLINE

The essential new Chinese home for your domain name

THE ESSENTIAL NEW CHINESE TLDS

Geometric Motif

✓ CULTURALLY RELEVANT

Online and Social Media Standards

As an internet company, TLD Registry must always demonstrate consistent use of online and social media standards.

Website

Website (pre- and post-Go Live)   : www.internetregistry.info
Website (post-Go Live)   : 域.在线 and 域.中文网

Social Media

When listing social media accounts, use the order Sina Weibo, Twitter, LinkedIn, Facebook, Instagram. Use a brand color for the social media graphics. Copy-write the social media accounts as follows:

TLD Registry on Sina Weibo   : e.weibo.com/tldregistry
TLD Registry on Twitter   : twitter.com/tldregistry
TLD Registry on LinkedIn   : linkedin.com/company/tld-registry-ltd-
TLD Registry on Facebook   : facebook.com/tldregistry
TLD Registry on Instagram   : instagram.com/tldregistry

Advertising

TLD Registry web ad

Signage

Large banner

Promotional Items

TLD t-shirts design

Front

Back