



.Storage

Media Kit & Brand Guidelines

08/14/2019

Timeline



Tagline

Claim your space[®]

The trusted namespace for storage businesses & professionals

.Storage is the unrestricted, generic domain extension that creates instant recognition for storage businesses and facilities of all sizes.

.Storage is the tenth domain extension acquired and launched by XYZ, the registry operator behind the world's most popular new domain extension, [.xyz](#), as well as other premium domain endings like [.Security](#) and [.Cars](#). [Learn more about XYZ](#).

Establish consumer confidence with .Storage domains for each sector of the storage industry:

Physical storage

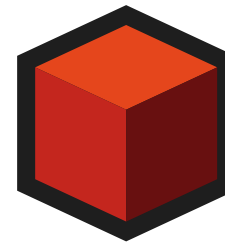
- Self storage
- Dry warehousing
- Logistics
- Vehicle, boat, & plane storage
- Moving services
- Cold storage

Data storage

- Local drive storage
- Network storage
- Cloud storage
- Backup storage
- File sharing services
- Optical storage

Primary Logo

Space permitting, always use the primary stacked logo in full color.



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Alternate Horizontal Logo

Use in situations without
much vertical space. Secondary
choice to primary stacked logo.



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Alternate Logo without Mark

Use this alternate when logo must be displayed at small sizes. Use this simpler logo if the primary logo has already been used prominently to reduce redundancy.

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Logo with Tagline

When using the **tagline with the stacked primary logo**, tagline must always be placed below it with a comfortable amount of space.

When using the **tagline with the horizontal alternate logo**, tagline must be placed to the right with a divider line in a brand color.



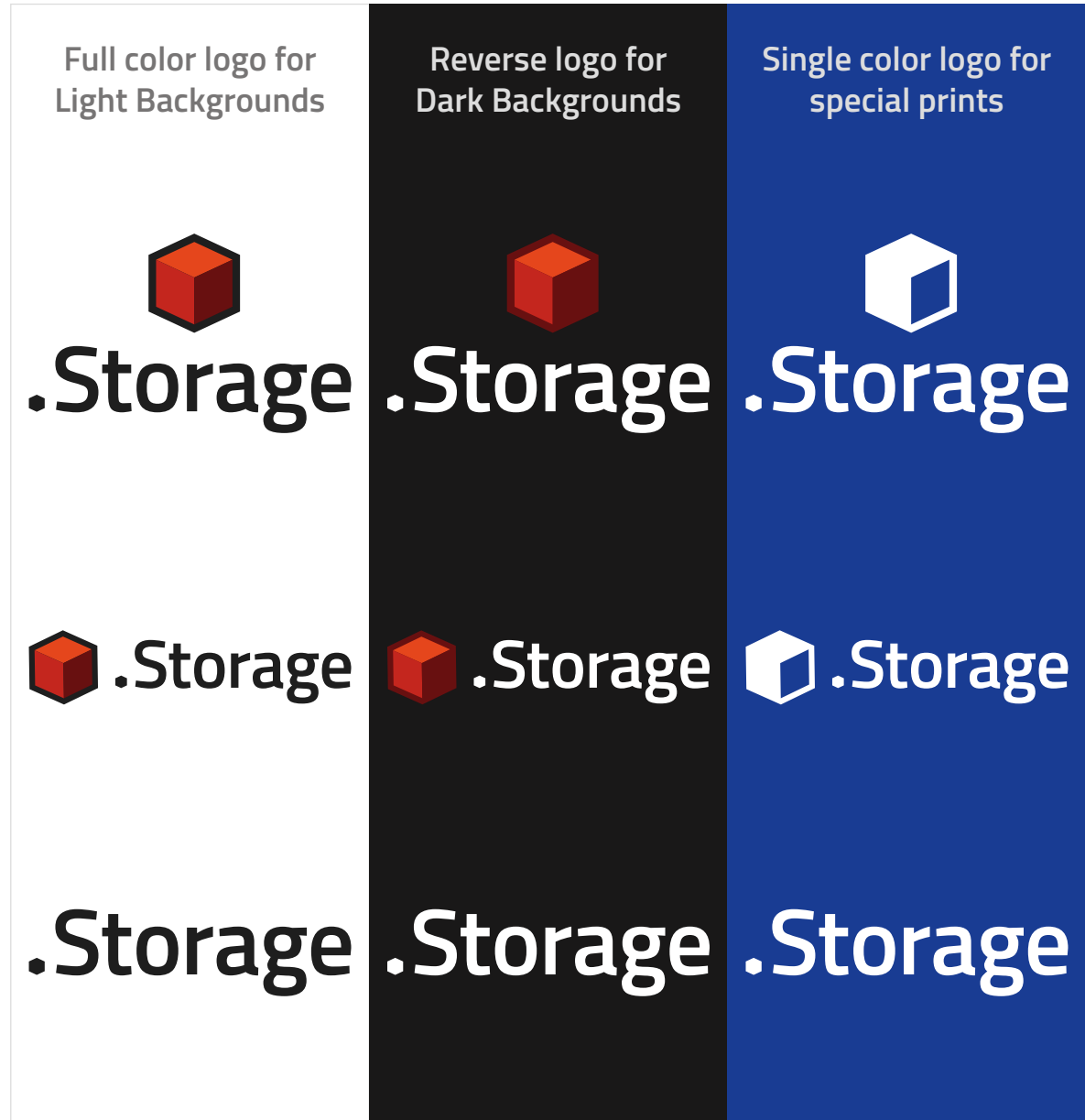
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Logo Usage

Use the **full color logo** whenever possible unless there is not enough contrast and it becomes illegible.

Use the **reverse logo** on very dark backgrounds. The logotype is reversed (white) and the logomark has an alternate color border.

Use the **single color logo** only when absolutely necessary – for example, on single color print t-shirts or spot UV on a business card.



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Logo Usage

Maintain a comfortable amount of clearspace around logos at all times. Use the “dot” size as a rough reference – use 1.5 or 1 dot(s) of space between the logo and any other element.

The **Logomark** refers to the “box” element

Logotype refers to the text part of the logo – “.Storage”



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Logo Usage

These unacceptable logo usage examples break .Storage branding standards and/or defy formal design principles.

Use the files we provide in our logo package to avoid these problems.

Unacceptable logo usage



Problem: Wrong colors

Use only approved brand colors as defined previously in these Design Guidelines.



Problem: Logo is illegible on this background

Use the correct logo colorings as defined previously in these Design Guidelines.



Problem: Logo is skewed or rotated

Do not alter the logo design aside from scaling the logo proportionally.



Problem: Incorrect arrangement of elements

Use only approved logomark and logotype pairings (stacked or horizontal with logomark to the left).



Problem: Logos are illegible at these sizes

Use the correct logo (Alternate Logo without Mark) defined previously in these Design Guidelines. Don't display the logo smaller than .625 inches in width or .17 inches in height.



Problem: Logo uses incorrect font

Do not alter the logo or font.

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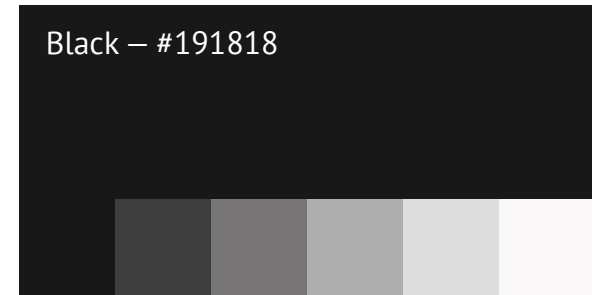
Media Kit & Branding Guidelines

Colors

Use mostly red, white, and black. Use the blue accent palette sparsely – for example, web links, decorative lines, etc.

Primary Palette

Tints & Shades of Primary Palette



Accent Palette

Tints & Shades of Accent Palette



Fonts

Use **Titillium Web Semibold** for headings or important, bolded text.

Use **PT Sans Regular** only for body paragraphs, never headings.

Use **PT Sans Regular Italic** sparingly, for emphasis or for small print.

Titillium Web Semibold

The quick brown fox jumps over the lazy dog.

PT Sans Regular

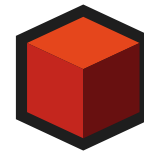
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PT Sans Regular Italic

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Thank you

For inquiries, please contact
hello@go.storage



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