.Flowers Marketing Kit

.flowers

Blossom online™

Version 1.0

Introduction

Stop to enjoy .Flowers – the domain name made to help your website flourish online. Naturally distinct and unrestricted, the beautiful .Flowers domain helps your customers catch the eye of botanical buffs everywhere.

To encourage .Flowers customer attachment & add-on product bundling, please use this dedicated marketing kit. This kit includes:

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

The XYZ Team

Logo

The logomark of the .Flowers **Primary Logotype** uses Black (#111111), Pink (#D373DD), and Lime (#D9E021).

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Primary Logo

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	*flowers*	*flowers*	✕
Single Color Black	*flowers*	✕	*flowers*
Single Color White	✕	*flowers*	✕

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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.flowers/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X Problem: Outdated branding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.flowers/files

Brand Colors

Marketing materials should use these primary and neutral colors.

Primary Palette

Tints & Shades

| Dark Purple #382140 | Purple #83329E | Light Purple #AE4BBC |

| Pink #D373DD | Light Pink #F698F9 | |

| Dark Green #4B7F00 | Medium-Dark Green #81A500 | Medium Green #ACC614 | Lime #D9E021 | Light Lime #FFFB73 |

Neutral Palette

Tints & Shades

| #111111 | #717171 | #D3D3D3 | #F7F7F7 | #FFFFFF |

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Fonts

Use **Karla Bold** for headings.

Use **Buffalo** sparingly for other headings. Take care not to place Buffalo headings too close to the logo, which also uses this font.

Use **Karla Regular** for body paragraphs.

Karla Bold

The quick brown fox jumps over the lazy dog.

Buffalo

The quick brown fox jumps over the lazy dog.

Karla Regular

Lorem ipsum dolor sit amet, consectetur adipiscing eli. Aenean nisl nunc, mattis vel facilisis sed (Link), finibus eu tortor. Aliquam laoreet nunc vulputate diam ornare eleifend. Nunc sed nunc lacus. Nam rhoncus hendrerit nisi, id ultrices sapien vulputate sit amet. Pellentesque non lorem non ante tempus luctus id eget felis. Nulla a mollis ipsum.

Landing Page Content

Main Tagline:
Blossom online™

Website:
https://xyz.flowers

Flourish online with .Flowers

Grow your online presence with the .Flowers domain name. From creating an enticing ecommerce website for your floral arrangements, to promoting your lovely landscaping business, to establishing yourself as a gardening supply guru, the .Flowers domain is made to help any brand, individual, or organization catch the eye of worldwide botanical buffs and customers.

The .Flowers domain is perfect for:

- Florists
- Horticulturists
- Home and garden suppliers
- Landscape designers
- Nurseries
- Gardeners
- Gardening clubs and associations
- Blogs and publications

Showcase your floral arrangements, plants, and gifts on **www.YourName.Flowers** or **www.YourShop.Flowers**.

Use keyword-rich **www.YourOccasion.Flowers** or **www.YourType.Flowers** to match what online shoppers are searching for.

Create an online home for your gardening club with **www.YourClub.Flowers** or **www.YourGroup.Flowers**.

Attract clients in your local area to your landscaping business with **www.YourCity.Flowers** or **www.YourArea.Flowers**.

Promote your gardening supply store on eye-catching domains like **www.YourStore.Flowers** or **www.YourBusiness.Flowers**.

Nourish your online landscape with the cheerful .Flowers domain name.

Top 5 ways to use .Flowers

1. **Descriptive .Flowers domain names firmly plant your website as a botanical destination.**

   - www.YourName.Flowers
   - www.YourBusiness.Flowers
   - www.YourBrand.Flowers

2. **Keyword-rich .Flowers domains match what shoppers are searching for.**

   - www.YourEvent.Flowers
   - www.YourOccasion.Flowers
   - www.YourType.Flowers

3. **Memorable .Flowers domains help your nursery or garden supply store customers find you online.**

   - www.YourNursery.Flowers
   - www.YourStore.Flowers
   - www.YourShop.Flowers

4. **Location-specific .Flowers domains establish your website as the go-to destination for landscaping services in your location or region.**

   - www.YourCountry.Flowers
   - www.YourCity.Flowers
   - www.YourState.Flowers

5. **Eye-catching .Flowers domains help to attract botanical buffs to your gardening blog or association website.**

   - www.YourBusiness.Flowers
   - www.YourCompany.Flowers
   - www.YourBrand.Flowers

Email Content

Dedicated Email Content

Subject: .Flowers: Blossom online™

Nourish your online landscape with .Flowers domains. Reach worldwide botanical buffs and customers on a domain that plants your website as part of the floral and plant community. From selling your special occasion floral arrangements online, to promoting your lovely landscaping business, to establishing yourself as a gardening supply guru, the .Flowers domain helps you to cultivate your brand's online growth.

Reasons to choose .Flowers

- Naturally distinct .Flowers domains can firmly plant your website as a standout botanical destination.

- Keyword-rich .Flowers domains can match what floral bouquet and arrangement shoppers are searching for.

- Memorable .Flowers domain names can help your nursery or garden supply store customers find you online.

- Location-specific .Flowers domains can establish your website as the go-to destination for landscaping services in your location or region.

- Delightful .Flowers domains can help to attract botanical buffs to your gardening blog or association website.

Flourish online with .Flowers.

Ways to use .Flowers

- Showcase your floral arrangements, plants, and gifts on **www.YourName.Flowers** or **www.YourBrand.Flowers**.

- Use keyword-rich **www.YourOccassion.Flowers** or **www.YourType.Flowers** to match what online shoppers are searching for.

- Create an online home for your gardening club with **www.YourClub.Flowers** or **www.YourGroup.Flowers**.

- Attract clients in your local area to your landscaping business with **www.YourCity.Flowers** or **www.YourArea.Flowers**.

- Promote your gardening supply store on beautiful domains like **www.YourStore.Flowers** or **www.YourBusiness.Flowers**.

Register your .Flowers domain now

Thank You

For inquiries, please contact hello@gen.xyz

www.Nic.Flowers