

.Tickets Marketing Kit

.tickets

PACK THE HOUSE™

Version 1.0

INTRODUCTION

Take the stage with .Tickets – the domain name that helps your customers create a packed event. Memorable and unrestricted, the powerful .Tickets domain is made to help your customers attract a crowd to their website and sell their event tickets online.

To help market .Tickets domains, we put together a dedicated marketing kit. This kit is comprised of:

- **Logo and Brand Guidelines** **3**
- **Landing Page Content** **8**
- **Top 5 Ways to Use .Tickets** **9**
- **Email Content** **10**

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

The XYZ Team

LOGO

The logomark of the .Tickets **Primary Logo** is black

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Primary Logo

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Download logos at nic.tickets/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			

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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.tickets/files>

Unacceptable logo usage

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X Problem: Wrong colors

Use only approved brand colors as specified in these Design Guidelines.

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X Problem: Insufficient clearspace

Provide sufficient clearspace around logo to ensure it does not collide or appear to be apart of other artwork.

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X Problem: Logo is illegible on this background

Use the correct logo colorings to ensure sufficient color contrast as required by these Design Guidelines.

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X Problem: Logo is modified

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

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X Problem: Logo uses incorrect font

Do not alter the logo or font.

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BRAND COLORS

Marketing materials should use these primary and neutral colors.

Primary Palette

Tints & Shades



Neutral Palette

Tints & Shades



FONTS

Use **Big Shoulders Display Regular** for decorative or short headings.

Use **DM Sans Bold** for all other headings.

Use **DM Sans Regular** only for body paragraphs.

Use **DM Mono Regular** for stylized text.

Big Shoulders Display Regular

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

DM Sans Bold

The quick brown fox jumps over the lazy dog.

DM Mono Regular

The quick brown fox jumps over the lazy dog.

DM Sans 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:

Pack the house™

Website:

<https://xyz.tickets>

Take the stage with .Tickets

Make your event a smashing success with .Tickets. From live music performances, to sporting events, to corporate conferences, attract a crowd to your website with powerful .Tickets domains. Create a seamless call to action for your attendees to purchase your event tickets with a sophisticated domain name that says it all.

The .Tickets domain is perfect for:

- Nightclubs and entertainment venues
- Concert, festivals, and other live music performances
- Games and sporting events
- Ticketing technology startups and providers
- Travel agencies and aggregators
- Corporate event conferences and summits
- Trade shows and expos
- Fundraising and auction events
- Museums and art shows
- Amusement parks, fairs, and carnivals
- Pop-up shops and markets

Let your fans know where they can get tickets to your next event with **www.YourName.Tickets** or **www.YourVenue.Tickets**.

Establish yourself as the go-to destination for shows and events in your region with **www.YourCity.Tickets** or **www.YourState.Tickets**.

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

Proclaim your ticketing area of expertise with **www.YourPlatform.Tickets** or **www.YourBusiness.Tickets**.

Upgrade your online presence and show that you are an elite events and entertainment destination with .Tickets domains.

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TOP 5 WAYS TO USE .TICKETS

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- 1. Intuitive .Tickets domain names provide your fans with a memorable call to action to purchase your event tickets online.**
 - www.YourBrand.Tickets
 - www.YourOrganization.Tickets
 - www.YourShow.Tickets
 - 2. Establish your website as the event ticketing authority in your location or region with .Tickets domains.**
 - www.YourCountry.Tickets
 - www.YourCity.Tickets
 - www.YourState.Tickets
 - 3. Descriptive .Tickets domains give event and entertainment businesses the chance to get on-brand domain names that match their name or entertainment type.**
 - www.YourBrand.Tickets
 - www.YourSport.Tickets
 - www.YourShow.Tickets
 - 4. Promote your ticketing-related software and services with a .Tickets domain that matches what shoppers are searching for online.**
 - www.YourApp.Tickets
 - www.YourService.Tickets
 - www.YourPlatform.Tickets
 - 5. Sophisticated .Tickets domains help business conferences and trade shows market their events on a global scale.**
 - www.YourConference.Tickets
 - www.YourSummit.Tickets
 - www.YourExpo.Tickets

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Dedicated Email Content

Subject: **.Tickets: Pack the house**

Take the stage with the .Tickets domain. Memorable and intuitive, create an easy call to action for your customers to get on your guest list with .Tickets. From live music performances, to sporting events, to corporate conferences, help your customers find and remember your website with the domain name that says it all.

Reasons to choose .Tickets

- Intuitive .Tickets domain names provide your fans with a memorable call to action to purchase your event tickets online.
- Establish your website as the event ticketing authority in your location or region with .Tickets domains.
- Valuable .Tickets domains give event and entertainment businesses the chance to get on-brand domain names that match their name or entertainment type.
- Promote your ticketing-related software and services with a .Tickets domain that matches what shoppers are searching for online.
- Sophisticated .Tickets domains help nightclub and entertainment venues market their entertainment offerings on a global scale.

Ways to use .Tickets

- Promote your event's ticketing page with **www.YourShow.Tickets** to help attendees quickly navigate to your event's check-out.
- Establish your website as the leading resource for live music, sporting events, and comedy shows in your area with **www.YourCity.Tickets**.
- Secure keyword-rich **www.YourService.Tickets** to attract organic search traffic to your software or application building business website.
- Claim **www.YourType.Tickets** to promote your area of event expertise.
- Get **www.YourBrand.Tickets** to share your nightclub's calendar of events and private party options with your customers.

Attract a crowd with the .Tickets domain.

[Register your .Tickets domain](#)

THANK YOU

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For inquiries, please contact hello@gen.xyz

www.Nic.Tickets

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