

.Quest Marketing Kit

 ***quest***

Be the destination[®]

Version 1.0

Introduction

Introducing .Quest — the domain extension that proves you have the solution to your audience’s search. We are thrilled to bring you a powerful TLD that spans across industries and interests, and is perfect for gurus, experts, and authorities in any field.

To help promote .Quest, we put together a dedicated marketing kit. This kit is comprised of:

- **The .Quest Logo and Brand Guidelines** 4
- **Landing Page Content** 9
- **How to Choose Your .Quest Domains** 10
- **Top 5 Reasons to Get a .Quest Domain** 12
- **Email and Newsletter Content** 13

We hope you find this kit useful. If you have any questions or feedback, don’t hesitate to reach out to us at hello@gen.xyz.

The XYZ Team

About

Tagline

Be the destination[®]

End your search for the perfect domain with .Quest, an affordable domain extension that can help your audience easily find your website. Choose .Quest domains to proclaim your website as the leading landing place for your audience and be the destination they need.

.Quest domains are for **gurus**, for **experts**, and for **authorities in any field**. Appeal to potential customers seeking a specific product or service, chart and share your personal path toward achieving your goals, or create a community for like-minded individuals who are on the same journey. Consumers have more choices available to them now than they ever have before, and .Quest is the domain that guides them to the right one.

No matter the subject of the search, prove you have the solution on a .Quest domain that leads your customers, fans, and community members to the destination they're seeking.

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Logo

Primary logo is displayed in
Midnight Blue and Marina Blue.



Primary Logo

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Logo Usage

Prioritize use of the **primary logo (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			
Light Logo			
Single Color Midnight Blue			
Single Color Gray			
Single Color White			

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Logo Usage

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

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

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Unacceptable logo usage



Problem: Wrong colors

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



Problem: Logo is illegible on this background

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



Problem: Logo uses incorrect font

Do not alter the logo or font.



Problem: Insufficient clearspace

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



Problem: Logo is modified

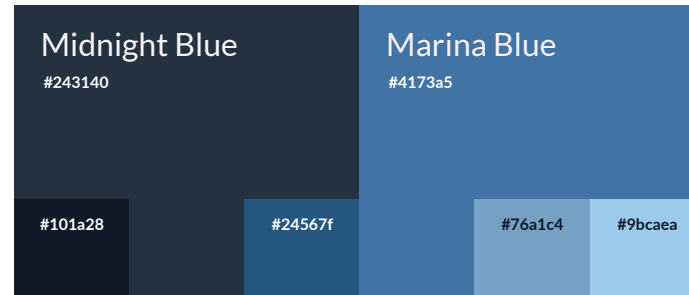
Do not alter the logo design aside from scaling the logo proportionally.

Brand Colors

Marketing materials should use Marina Blue as the primary color (after White/Midnight Blue).

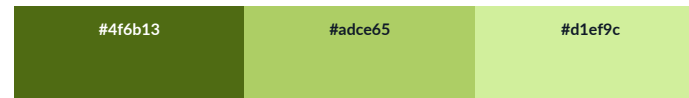
Primary Palette

Tints & Shades



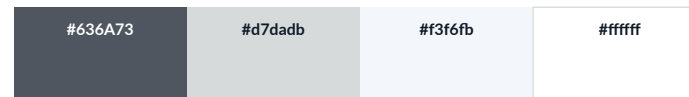
Accent Palette

Tints & Shades



Neutral Palette

Tints & Shades



Fonts

Use **Program Medium Italic** sparingly and only for marketing materials. This is the font used in the .Quest logo.

Use **Program Medium** for headings.

Use **Lato Regular** only for body paragraphs, never headings. **Lato Bold** should be used for bold body text and subheadings. **Lato Regular Italic** should be used for italicized body text.

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Program OT Medium

The quick brown fox jumps over the lazy dog.

Lato 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 (Bold)**, 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:

Be the destination™

Website:

<https://go.quest>

Headline:

End your search for the perfect domain with .Quest.

An expert online presence starts with .Quest

End your search for the perfect domain with .Quest, an affordable domain extension that can help your audience easily find your website. Consumers have more choices available to them now than they ever have before, and .Quest is the domain that guides them to the right one. No matter the subject of the search, prove you have the solution on a .Quest domain that leads your customers, fans, and community members to the destination they're seeking.

.Quest domains are perfect for:

- Experts and authorities in any field
- Organizations and communities gathered around a shared mission
- Educators and influencers seeking to dispense their knowledge
- Small business owners that have products that customers are searching for
- Advisors and guides sharing advice
- Entrepreneurs and artisans to extend their services
- Individuals pursuing their personal path

Appeal to potential customers seeking a specific product or service with YourProduct.Quest. Chart and share your personal path toward achieving your goals with YourName.Quest or YourMission.Quest. Create a community for like-minded individuals who are on the same journey with YourOrganization.Quest.

Choose .Quest domains to proclaim your website as the leading landing place for your audience and be the destination they need.

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How to Choose Your .Quest Domain

Help your audience find what they're looking for

- Insurance.Quest
- Loans.Quest
- Software.Quest

Show your expertise

- FirstNameLastName.Quest
- YourBlog.Quest
- YourBusiness.Quest

Share your skills

- Design.Quest
- Coding.Quest
- Photography.Quest

Arrive at your deeper meaning

- Faith.Quest
- Spirit.Quest
- Volunteer.Quest

Provide education on important matters

- Policy.Quest
- Voting.Quest
- Law.Quest

Promote new entertainment

- Movies.Quest
- Bars.Quest
- Tickets.Quest

Complete your foodie journey

- Burger.Quest
- Restaurant.Quest
- Dessert.Quest

End your patients healthcare search

- Doctor.Quest
- Insurance.Quest
- Dentist.Quest

How to Choose Your .Quest Domain

Pave your customers' financial path

- Retirement.Quest
- Investing.Quest
- Mortgage.Quest

Gather your gaming friends

- BoardGames.Quest
- RPG.Quest
- Gamer.Quest

Establish your area of expertise

- History.Quest
- Trivia.Quest
- Info.Quest

Lead your organization's pursuit

- Fundraising.Quest
- CancerResearch.Quest
- Foundation.Quest

Set off on your personal quest

- Dating.Quest
- Ancestry.Quest
- Career.Quest

Promote exciting trips and excursions

- Vacation.Quest
- Flights.Quest
- Hotels.Quest

Help travelers book transportation

- Flights.Quest
- Tours.Quest
- Europe.Quest

Top 5 Reasons to Get .Quest

1. **.Quest is the only domain ending that shows your audience their search is complete with your URL.**
 - Get YourProduct.Quest to show your customers you have the solution to their search.
 - Attract clients seeking what you have to offer with YourService.Quest.
2. **.Quest brands your business on a TLD made for those who are always pursuing excellence.**
 - Secure YourBrand.Quest and give expert advice as you lead your customers to their goals.
 - Establish your business as the go-to authority in your market using YourIndustry.Quest.
3. **.Quest is the domain for experts who answer their audience's questions by sharing experience and knowledge.**
 - Attract clients or pass your wisdom on to others via YourSkill.Quest.
 - Register YourHobby.Quest and impart what you love to others who share your interests.
4. **.Quest provides a place where your community or organization can gather under the name of your shared journey.**
 - Gather donations and share information that benefits others through YourOrganization.Quest.
 - Claim YourCause.Quest to connect with others who share your mission.
5. **.Quest brands your path to personal growth on a domain focused on going after your goals.**
 - Chronicle your progress towards professional and personal goals on YourFirstName.Quest.
 - Share memorable moments with friends and loved ones on YourFamilyName.Quest.

Email and Newsletter Content

Dedicated Email Content

Subject: The Expert New Domain: .Quest

Your search is over for the perfect domain. Showcase your expertise on .Quest: the dynamic new domain that shows your audience that you will lead them to their goals.

.Quest is the latest domain to launch from XYZ, the operator of 17 domain extensions including .xyz, the world's most popular new domain.

Why .Quest?

- 1. Show that you will guide your customers to exactly what they're looking for.**
 - Get YourProduct.Quest to show your customers you have the solution to their search.
- 2. Brand your business on a domain that's always pursuing excellence.**
 - Secure YourBrand.Quest and give expert advice as you lead your customers to their goals.
- 3. Proclaim your website as the leading landing place for your audience and be the destination they need.**
 - Register YourHobby.Quest and impart your experience about what you love to do.
- 4. Bond your community or organization around a shared journey.**
 - Claim YourCause.Quest to connect with others who share your mission.

Establish yourself as an expert in your field by launching your website on a .Quest domain!

Register your .Quest domain

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Email and Newsletter Content

Newsletter Content

Subject: Introducing the Domain to End Your Search: .Quest

Establish yourself as the go-to authority in your field with .Quest, the expert new domain from XYZ.

Why .Quest?

- Show that you will guide your customers to exactly what they're looking for.
- Brand your business on a domain that's always pursuing excellence.
- Proclaim your website as the leading landing place for your audience and be the destination they need
- Bond your community or organization around a shared journey.

Establish yourself as an expert in your field with .Quest, a domain ending made for **gurus, experts, and for authorities in any field!**

[Get your .Quest domain](#)

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Thank You



For inquiries, please contact hello@gen.xyz

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