

.Autos Marketing Kit

 **autos**

Manejando hacia el futuro™

Driving towards the future™

Version 1.0

Introduction

Say ¡Hola! to the .Autos domain name. Meaning “cars” in Spanish, .Autos is an unrestricted domain extension that makes it easy for Spanish-speaking car buyers to find your customers’ websites.

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

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

Use this kit to boost your marketing of .Autos. Send questions or feedback to hello@gen.xyz — we look forward to hearing from you!

The XYZ Team

About

Tagline

Manejando hacia el futuro™

Driving towards the future™

Give your online presence a boost with the .Autos domain. Catchy, affordable, and dynamic, .Autos makes it easy for worldwide car buyers to find your website online.

Translating to “cars” in Spanish (as well as French, German, and Dutch), .Autos internationally marks your website as a part of the automotive industry. Give customers a memorable website address to browse your vehicle inventory and book service appointments. Position your dealership as the leading business in your area with a geographic-specific domain targeting car buyers and owners in your region. Show potential collaborators and investors you embrace the latest technology and new ideas.

For every automotive idea, .Autos is the domain that helps to drive car fans and insiders to your website.

Logo

The logomark of the .Autos **Primary Logo** is Primary Gold (#FCAD10).



Primary Logo

 **autos**

.Autos Marketing Kit










Download logos at nic.autos/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			
Full Color White			
Single Color White			

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.

Unacceptable logo usage



Problem: Wrong colors

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



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 illegible on this background

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



Problem: Logo is modified

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



Problem: Logo uses incorrect font

Do not alter the logo or font.



Brand Colors

Marketing materials should use these primary and neutral colors.

Primary Palette

Tints & Shades

Dark Gray #2E2C2B	Primary Gold #FCAD10
#FFE09C	#DD9F25

Neutral Palette

Tints & Shades

#111111	#7E7E7E	#D3D3D3	#F7F7F7	#FFFFFF
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Fonts

Use **Roboto Slab Regular** for main headings.

Use **Inter Bold** for all other headings.

Use **Inter Regular** only for body paragraphs, never headings.

Roboto Slab Regular

The quick brown fox jumps over the lazy dog.

Inter Bold

The quick brown fox jumps over the lazy dog.

Inter 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:

Manejando hacia el futuro™
Driving towards the future™

Website:

<https://xyz.autos>

Obtenga más de su dominio

Get more from your domain name

.Autos is an affordable domain that helps you appeal to the international automotive community. Give customers a memorable website address to find your inventory, services, technology, or club.

.Autos domains are perfect for:

- Spanish automotive market businesses
- International dealerships and dealer groups
- Automotive brokers
- Service and maintenance providers
- Vehicle financial services
- Car rental companies
- Car leasing platforms
- Automotive startups
- Automotive apps and projects
- Independent dealerships
- Automatic technology companies and apps

Upgrade your URL with a shorter, more relevant domain name for your business using [www.YourBrand.Autos](#). Position your dealership as the leading business in your area with [www.YourMunicipality.Autos](#). Show potential collaborators and investors you embrace the latest technology and new ideas with [www.YourStartup.Autos](#). Promote your automotive business or community to an international audience using [www.YourDealershipName.Autos](#) or [www.YourDealerGroup.Autos](#).

Choose .Autos domains to mark your industry in your website URL and promote your products or services to an international audience.

 **autos**

.Autos Marketing Kit

How to Choose Your .Autos Domain

Craft an online presence that appeals to Spanish speakers and international markets

- www.Madrid.Autos
- www.Mexico.Autos
- www.Deutschland.Autos

Show that your automotive startup is part of the next generation of naming

- www.SelfDriving.Autos
- www.Electric.Autos
- www.Green.Autos

Promote your inventory to a worldwide audience

- www.Used.Autos
- www.PreOwned.Autos
- www.BuyHerePayHere.Autos

Share new models

- www.ModelS.Autos
- www.4Door.Autos
- www.SUV.Autos

Rent available vehicles

- www.Cheap.Autos
- www.ExoticRental.Autos
- www.Vacation.Autos

Offer leasing options

- www.Lease.Autos
- www.Lending.Autos
- www.TradeIn.Autos

Help buyers finance their automotive purchase

- www.Financing.Autos
- www.Loans.Autos
- www.Credit.Autos

Showcase your automotive services

- www.Protection.Autos
- www.Servicing.Autos
- www.OilChange.Autos

How to Choose Your .Autos Domain

Broker online automotive transactions

- www.Auction.Autos
- www.Vintage.Autos
- www.Discount.Autos

Launch your automotive project

- www.Robot.Autos
- www.Smart.Autos
- www.Future.Autos

Make your independent dealership stand out

- www.Local.Autos
- www.ForSale.Autos
- www.Family.Autos

Announce your automated technology

- www.AI.Autos
- www.VR.Autos
- www.Software.Autos

Connect with other gearheads

- www.Classic.Autos
- www.Exotic.Autos
- www.Racing.Autos

Top 5 Reasons to Get .Autos

- 1 .Autos domains give your customers a memorable website address to browse your vehicle inventory and book service appointments.**
 - Get [www.YourDealership.Autos](#) and upgrade to a shorter, more relevant domain name for your business.
 - Build brand recognition with a [www.YourBrand.Autos](#) domain that exactly matches your business name.
- 2 .Autos domains can help you attract car buyers in your local area.**
 - Secure [www.YourMunicipality.Autos](#) to position your dealership as the leading business in your area.
 - Promote your repair and maintenance services to your local clientele with [www.YourDistrict.Autos](#).
- 3 .Autos domains tell potential collaborators and investors that you embrace the latest technology and new ideas.**
 - Update your company URL to [www.YourStartup.Autos](#) for increased brand recall from online promotions.
 - Promote your work while attracting collaborators and potential customers with [www.YourProject.Autos](#).
- 4 .Autos domains can help drive automotive fans and insiders to your website with a domain that shows your passion for autos.**
 - Share the latest automotive news about popular models and exciting concept cars with [www.YourCommunity.Autos](#).
 - Connect with other car enthusiasts and promote your restoration tips, tutorials, and product reviews with [www.YourBlog.Autos](#).
- 5 .Autos domains can help you to promote your automotive business to an international audience.**
 - Appeal to customers in English, Spanish, French, German, and Dutch-speaking markets using [www.YourDealerGroup.Autos](#) in advertisements, paid search campaigns, and on printed materials.
 - Showcase your inventory on a domain that attracts a global audience with [www.YourDealership.Autos](#).

Email and Newsletter Content

Dedicated Email Content

Subject: Power Your Online Presence with .Autos

Go the extra mile online with .Autos — the domain made to serve the international automotive community online.

Reasons to choose .Autos

- Appeal to customers in English, Spanish, French, German, and Dutch-speaking markets.
- Make your domain name more relevant and easier to remember for your customers.
- Position your dealership as the leading business in your area with a geo-based domain name.
- Drive automotive fans and insiders to your website with a domain that shares your passion for autos.
- Show potential collaborators and investors that you embrace the latest technology and new ideas.

Ways to use .Autos

- Use [www.YourDealership.Autos](#) to promote your car dealership to an international audience.
- Give your auto repair business customers a memorable website to book appointments with [www.YourService.Autos](#).
- Get geo-targeted domains like [www.YourMunicipality.Autos](#) to own your dealership or repair business's region.
- Secure [www.YourStartup.Autos](#) to increase brand recall from online promotions.
- Share product reviews, tutorials, and restoration tips online at [www.YourBlog.Autos](#).

Accelerate past the competition and towards the future with an affordable, memorable .Autos domain.

[Register your .Autos domain](#)

Email and Newsletter Content

Newsletter Content

Subject: **The World's Automotive Domain: .Autos**

Speed past your competition on .Autos — the domain made to serve the international automotive community online.

Reasons to choose .Autos

- Appeal to customers in English, Spanish, French, German, and Dutch-speaking markets.
- Make your domain name more relevant and easier to remember for your customers.
- Position your dealership as the leading business in your area with a geographic-based domain name.
- Drive automotive fans and insiders to your website with a domain that shares your passion for autos.
- Show potential collaborators and investors that you embrace the latest technology and new ideas.

Upgrade your online presence with the domain that shows your passion and expertise: .Autos.

[Get your .Autos domain](#)

Thank You



For inquiries, please contact hello@gen.xyz

www.Nic.Autos