

.Yachts Marketing Kit

The logo for 'yachts' features a blue circular icon with a white stylized 'y' shape inside, positioned to the left of the word 'yachts' which is written in a bold, white, lowercase sans-serif font.

For world-class websites™

Version 1.0

Introduction

Welcome to .Yachts - the domain name that creates an elite online presence for the luxury boat industry. .Yachts is an unrestricted domain name that brings elegance and memorability to your customers' websites.

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

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

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

The XYZ Team

About

Tagline

For world-class websites™

Experience luxury in online naming with .Yachts domain names. Powerful, elegant, and memorable, .Yachts crafts an elite online presence for your website.

The only domain name made for the yacht industry, .Yachts anchors your brand in prestige. Create an online showroom for your yacht dealership or charter business on a URL that signals ocean luxury. Establish your yacht club or yacht services business as the premier organization in your area by procuring your region's .Yachts domain name. Distinguish your yacht show or event online with a domain name that utilizes the latest technology in online naming.

Unrestricted and available for any purpose, .Yachts domain names make your website unforgettable for yacht fans and enthusiasts around the world.

Logo

The logomark of the .Boats **Primary Logo** is Primary Blue (#0FAFED).



Primary Logo

.yachts

.Yachts Marketing Kit

Download logos at nic.yachts/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 Blue #192D56	Primary Blue #0FAFED
#C7F7F9	#0E96CB

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:

For world-class websites™

Website:

<https://xyz.yachts>

Craft an elite online presence with a .Yachts domain

The industry known for class and elegance finally has a worthy home online - .Yachts. The .Yachts domain is the completely unrestricted domain made to help you build your website around a world-class domain name.

.Yachts domains are perfect for:

- Yacht dealers and brokers
- Yacht clubs
- Yacht manufacturers
- Online yachting guides
- Marine service providers
- Yacht shows and events
- Yacht charter and rental companies
- Yacht enthusiasts

Signal your product in your URL with www.YourBrand.Yachts and appeal to potential buyers or promote services with www.YourService.Yachts. Create an elegant online presence for your yacht club with www.YourClub.Yachts or www.YourCity.Yachts. Advertise your yacht charter business to customers in your region using www.YourBeach.Yachts or www.ModelName.Yachts domains for each available vessel. Announce your show or event to your target audience with www.YourEvent.Yachts or www.YourAuction.Yachts. Unite yachting fans and enthusiasts around your website using www.YourCommunity.Yachts.

Choose .Yachts and upgrade to a world-class online presence that proclaims your status as an industry leader by using the latest in online naming technology.

How to Choose Your .Yachts Domain

Establish your yacht brokerage

- www.Buy.Yachts
- www.NY.Yachts
- www.Luxury.Yachts

Broker online yacht transactions

- www.Auction.Yachts
- www.PreOwned.Yachts
- www.Reclaimed.Yachts

Promote new models

- www.Catamaran.Yachts
- www.Motor.Yachts
- www.Cruiser.Yachts

Rent available vessels

- www.Rental.Yachts
- www.Vacation.Yachts
- www.Party.Yachts

Showcase your marine services

- www.Repair.Yachts
- www.Charter.Yachts
- www.Clean.Yachts

Gather marina club members

- www.Club.Yachts
- www.Pier3.Yachts
- www.Island.Yachts

Manage your yachting club

- www.MiamiBeach.Yachts
- www.SouthBay.Yachts
- www.NYC.Yachts

Share your nautical expertise

- www.Advice.Yachts
- www.Selling.Yachts
- www.Refurbish.Yachts

How to Choose Your .Yachts Domain

Advertise your show

- www.Expo.Yachts
- www.SanFrancisco.Yachts
- www.International.Yachts

Connect with other yachting enthusiasts

- www.Cruising.Yachts
- www.Famous.Yachts
- www.Future.Yachts

Attract clients needing repairs

- www.Repair.Yachts
- www.Service.Yachts
- www.TuneUp.Yachts

Own your region

- www.LA.Yachts
- www.Florida.Yachts
- www.France.Yachts

Create a cohesive online brand

- Name@Spain.Yachts
- [@Spain.Yachts](https://Spain.Yachts)
- www.Spain.Yachts

Offer yachting technology

- www.GPS.Yachts
- www.Satellite.Yachts
- www.Smart.Yachts

Manage official documentation

- www.Registration.Yachts
- www.License.Yachts
- www.VesselDocuments.Yachts

Top 5 Reasons to Get .Yachts

- 1 .Yachts domains can help attract yacht buyers and owners with a premier domain signaling your product in your URL.**
 - Use [www.YourBrand.Yachts](#) to attract potential customers through an online presence that appeals to interested buyers.
 - Promote your storage, repair, and maintenance services with a polished [www.YourBusiness.Yachts](#) domain name.
- 2 .Yachts domains can create an elegant online presence for your yacht club.**
 - Attract new members, collect fees, and more at [www.YourClubName.Yachts](#).
 - Establish your club as the premier organization in your area with [www.YourCity.Yachts](#).
- 3 .Yachts domains can help you to promote your charter business to potential customers in your region.**
 - Promote your excursions and claim authority in your region using [www.YourArea.Yachts](#).
 - Detail prices for each model available for rent and list specifications on [www.ModelName.Yachts](#).
- 4 .Yachts domains can be used to promote upcoming events and shows to your target audience.**
 - Attract interested customers and enthusiasts with [www.YourEvent.Yachts](#).
 - Center online promotion for your upcoming show around a memorable URL like [www.YourShow.Yachts](#).
- 5 .Yachts domains unite yachting fans and enthusiasts around your website.**
 - Share yachting tips, facts, tutorials, and reviews about yachts on [www.YourBlog.Yachts](#).
 - Promote new models or discuss yachting trends with [www.YourCommunity.Yachts](#).

Email and Newsletter Content

Dedicated Email Content

Subject: Craft an elegant online presence with .Yachts

Create a world-class website with .Yachts domain names. Powerful, elegant, and memorable, .Yachts anchors your brand in prestige.

Reasons to choose .Yachts

- Attract yacht buyers and owners with a URL that signals ocean luxury.
- Create an elegant online presence for your yacht club or services business.
- Promote your yacht charter business to potential clients in your region with a valuable geo-based URL.
- Distinguish your yacht show or event online by using the latest technology in online naming.
- Make your domain name unforgettable for yacht fans and enthusiasts around the world.

Ways to use .Yachts

- Create an online showroom for your yacht lineup with [www.YourBrand.Yachts](#).
- Use [www.YourClubName.Yachts](#) to give your members a memorable domain for registration, fee payment, and more dockside details.
- Claim [www.YourArea.Yachts](#) to match what your audience is searching for and claim authority in your region.
- Generate awareness in the yachting community for your event with [www.YourShow.Yachts](#).
- Procure [www.YourCommunity.Yachts](#) to discuss yachting trends and new model reviews.

Best of all, .Yachts domain names are completely unrestricted. Utilize .Yachts domain names to bring memorability and elegance to any website.

[Register your .Yachts domain](#)

Email and Newsletter Content

Newsletter Content

Subject: [.Yachts: For world-class websites](#)

Bring elegance and memorability to your online presence with the .Yachts domain name.

Reasons to choose .Yachts

- Attract yacht buyers and owners with a URL that signals ocean luxury.
- Create an elegant online presence for your yacht club or services business.
- Promote your yacht charter business to potential clients in your region.
- Distinguish your yacht show or event online by using the latest technology in online naming.
- Make your domain name unforgettable for yacht fans and enthusiasts around the world.

Experience luxury in online naming with .Yachts domain names.

[Get your .Yachts domain](#)

Thank You



For inquiries, please contact hello@gen.xyz

www.Nic.Yachts

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