

.Boats Marketing Kit

 **boats**

Make waves online™

Version 1.0

Introduction

Say ahoy to .Boats – the domain name made for anyone looking to make a splash with their online branding. .Boats is an unrestricted domain name that’s sure to reel in boating businesses, buyers, and enthusiasts.

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

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

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

The XYZ Team

About

Tagline

Make waves online™

Take your boating website full speed ahead with a .Boats domain name. Short, intuitive, and easy to remember, .Boats domain names help you to attract boat buyers, owners, and enthusiasts to your website.

Perfect for the boating industry, .Boats is unrestricted and open to anyone looking to make a splash with their online branding. It's the ideal domain to mark your business, blog, or event as a boating authority. Get your beach, lake, or bay's .Boats domain so it matches what your audience is searching for. Supply your boat club and marina members with a memorable and catchy URL for checking all of your dockside details.

No matter your website's goal, .Boats helps you to reel in boating fans and enthusiasts on a domain that anchors your brand online.

Logo

The logomark of the .Boats **Primary Logo** is Primary Green (#00D8C3).



Primary Logo

.boats

.Boats Marketing Kit

Download logos at nic.boats/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 Teal #1A535C	Primary Green #00D8C3
#BAE3D9	#00BEAB

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:

Make waves online™

Website:

<https://xyz.boats>

Propel your brand forward with a .Boats domain name

.Boats is the memorable, affordable domain name made to serve the boating industry online. Navigate customers, club members, and enthusiasts to your boating website with a domain that puts your industry keyword right in your URL.

.Boats domains are perfect for:

- Boat dealers and brokers
- Boat manufacturers
- Boat rental companies
- Marine service providers
- Clubs and marinas
- Online boating guides
- Boat shows and events
- Boating enthusiasts

Attract buyers from your area with a geographic-targeted [www.YourCity.Boats](#) domain. Secure clients and increase online sales by promoting your business using [www.YourDealerName.Boats](#) or [www.YourRepairBusiness.Boats](#). Mark your event as a marine industry hotspot with [www.YourShow.Boats](#). Create a dedicated space online for your club or marina members with [www.YourMarina.Boats](#) or [www.YourLake.Boats](#). Reel in boating fans and enthusiasts by sharing tips and tutorials on [www.YourCommunity.Boats](#).

Choose .Boats to show website visitors you are an authority in your industry by using the latest in online naming technology for the boating industry.

How to Choose Your .Boats Domain

Establish your online presence

- www.YourBrand.Boats
- www.NY.Boats
- www.Sailing.Boats

Broker online boat transactions

- www.Auction.Boats
- www.PreOwned.Boats
- www.Reclaimed.Boats

Promote new models

- www.Pontoon.Boats
- www.Jet.Boats
- www.Bass.Boats

Rent available vessels

- www.Rental.Boats
- www.Vacation.Boats
- www.House.Boats

Showcase your marine services

- www.Repair.Boats
- www.Tackle.Boats
- www.Trailer.Boats

Gather marina club members

- www.Club.Boats
- www.Pier3.Boats
- www.Lake.Boats

Manage your boating club

- www.MiamiBeach.Boats
- www.SouthBay.Boats
- www.NYFishing.Boats

Share your nautical expertise

- www.Advice.Boats
- www.Sailing.Boats
- www.Refurbish.Boats

How to Choose Your .Boats Domain

Advertise your show

- www.Expo.Boats
- www.AtlanticCity.Boats
- www.International.Boats

Connect with other boating enthusiasts

- www.Power.Boats
- www.Sportsman.Boats
- www.Fishing.Boats

Attract clients needing repairs

- www.Repair.Boats
- www.Service.Boats
- www.TuneUp.Boats

Own your region

- www.LA.Boats
- www.Florida.Boats
- www.Michigan.Boats

Create a cohesive online brand

- Name@SoCal.Boats
- [@SoCal.Boats](https://www.SocialMedia.com/@SoCal.Boats)
- www.SoCal.Boats

Offer boating technology

- www.GPS.Boats
- www.Satellite.Boats
- www.Smart.Boats

Manage official documentation

- www.Registration.Boats
- www.License.Boats
- www.VesseDocuments.Boats

Top 5 Reasons to Get .Boats

- 1 .Boats domains can help your boating business go full speed ahead with a standout domain name.**
 - Use [www.YourDealerName.Boats](#) in advertisements, on signage at boat shows, and on printed marketing materials to attract customers to your website.
 - Attract clients to use your boat repair and maintenance services with an industry-specific URL like [www.YourShop.Boats](#).
- 2 .Boats domains allow you to optimize your website domain to attract buyers and owners in your local area.**
 - Navigate potential buyers in your area to your website using [www.YourCity.Boats](#), [www.YourBeach.Boats](#), or [www.YourState.Boats](#).
 - Get more organic search traffic by launching your brand on a keyword rich geographic domain like [www.YourArea.Boats](#).
- 3 .Boats domains help mark your show or event as an industry authority with the only domain made for you.**
 - Create a promotional page for your next event with [www.YourShow.Boats](#).
 - Introduce your event to new customers by spreading awareness with [www.YourEvent.Boats](#).
- 4 .Boats domains give club or marina members a memorable URL to use to start a membership, pay fees, and find more dockside details.**
 - Collect marina fees or rent out open slips on [www.YourMarina.Boats](#).
 - Offer memberships and appeal to fellow boating enthusiasts on [www.YourClub.Boats](#).
- 5 .Boats domains help you to reel in boating fans and enthusiasts on an intuitive domain that just makes sense.**
 - Share boating tips, tutorials, and product reviews on [www.YourBlog.Boats](#).
 - Promote new models or discuss boating trends with [www.YourCommunity.Boats](#).

Email and Newsletter Content

Dedicated Email Content

Subject: [Propel your brand forward with .Boats](#)

.Boats is an open and affordable domain ending made to serve the boating industry. Navigate customers, club members, and enthusiasts to your boating website with a domain that puts your industry keyword right in your URL.

Reasons to choose .Boats

- Power your boating business full speed ahead with a standout .Boats domain name.
- Optimize your website domain to attract buyers and owners in your local area.
- Mark your show or event as a marine industry authority with the only domain made for you.
- Give club or marina members a memorable URL for registration, fee payments, and finding dockside details.
- Reel in boating fans and enthusiasts on a domain that appeals to them.

Ways to use .Boats

- Secure [www.YourDealerName.Boats](#) and share your full boat inventory with potential buyers online.
- Claim authority in your region for your boat rental or services business with [www.YourCity.Boats](#).
- Create a promotional page for your next event with [www.YourShow.Boats](#).
- Get [www.YourMarina.Boats](#) to create a memorable domain to collect marina fees or rent out open slips online.
- Share boating tips, tutorials, and product reviews with the boating community on [www.YourBlog.Boats](#).

Claim your spot as an industry authority with .Boats.

[Register your .Boats domain](#)

Email and Newsletter Content

Newsletter Content

Subject: [Get aboard .Boats](#)

Make a splash online with a .Boats domain name.

Reasons to choose .Boats

- Power your boating business full speed ahead with a standout domain name.
- Optimize your website domain to attract buyers and owners in your local area.
- Mark your show or event as a marine industry authority with the only domain made for you.
- Give club or marina members a memorable URL to use to start a membership, pay fees, and find more dockside details.
- Reel in boating fans and enthusiasts on a domain that appeals to them.

Speed past competitors and attract buyers, owners, and enthusiasts from the boating community to your website with a short, memorable .Boats domain name.

[Get your .Boats domain](#)

Thank You



For inquiries, please contact hello@gen.xyz

www.Nic.Boats

The logo for 'boats' features a teal circular icon with three white wavy lines representing water, positioned to the left of the word 'boats' in a bold, black, sans-serif font.

.Boats Marketing Kit