

.Motorcycles Marketing Kit

 **motorcycles**

Lead the ride™

Version 1.0

Introduction

Get to know the .Motorcycles domain name. .Motorcycles is the unrestricted domain extension that makes it easy for motorcycle riders and enthusiasts to find and remember your customers' websites.

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

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

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

The XYZ Team

About

Tagline

Lead the ride™

Find freedom online with a .Motorcycles domain name. Unrestricted, affordable, and memorable, .Motorcycles helps motorcycle businesses, clubs, and riders to create a standout online presence.

Make it easy for motorcycle riders and enthusiasts to find and remember your website with a .Motorcycles domain. Showcase your motorcycle inventory on a URL that stands out on advertisements, search engines, and printed materials. Secure your area's .Motorcycle domain to establish your repair shop as the authority in your region. Unite with other motorcycle riders on a URL that matches the one on your motorcycle club or riding group's jacket.

Your website's ultimate ride starts with the name made to serve your industry – .Motorcycles.

Logo

The logomark of the .Motorcycles
Primary Logo is Primary Orange
(#FF6E1D).



Primary Logo

.motorcycles

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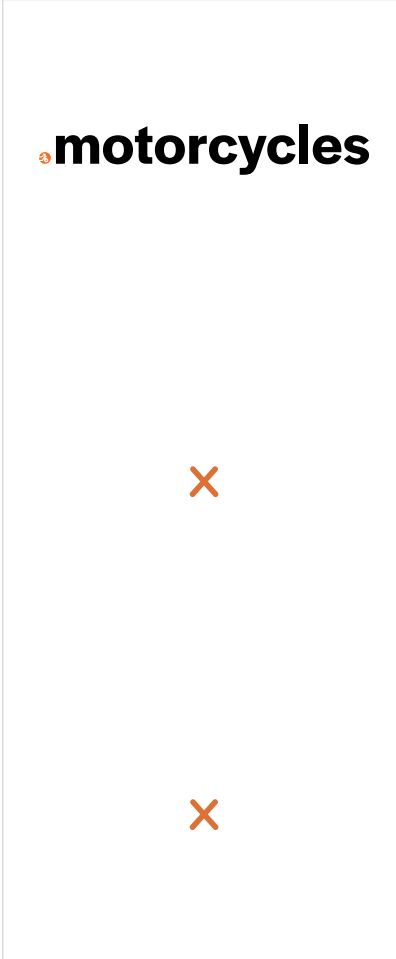

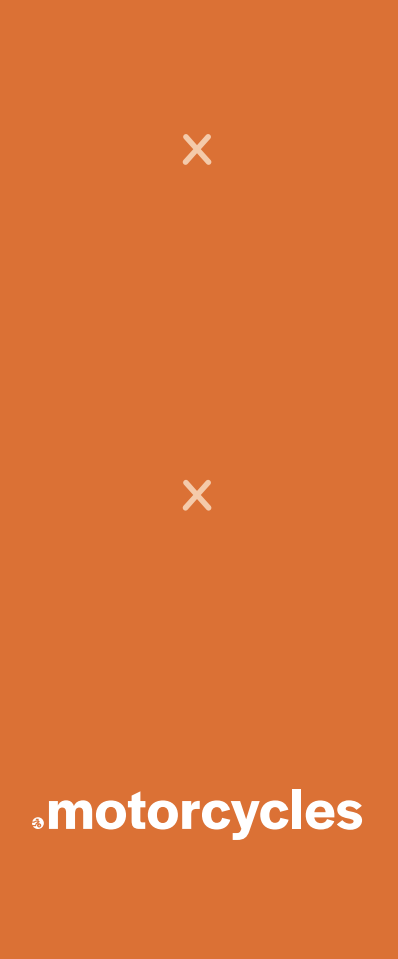
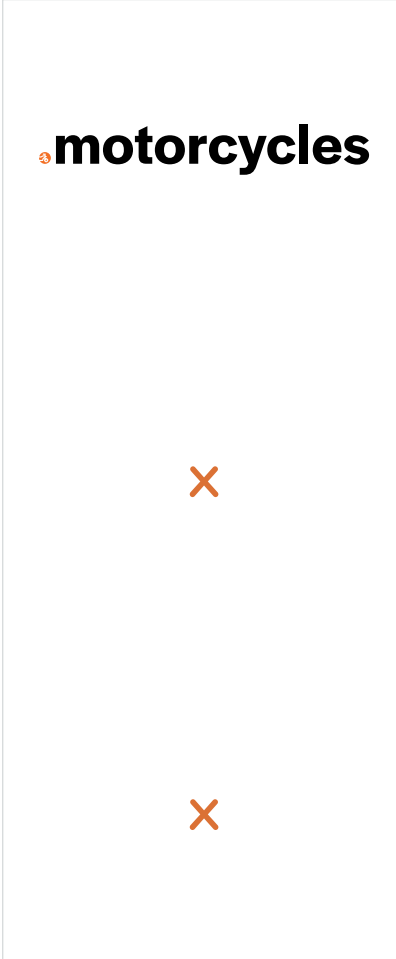

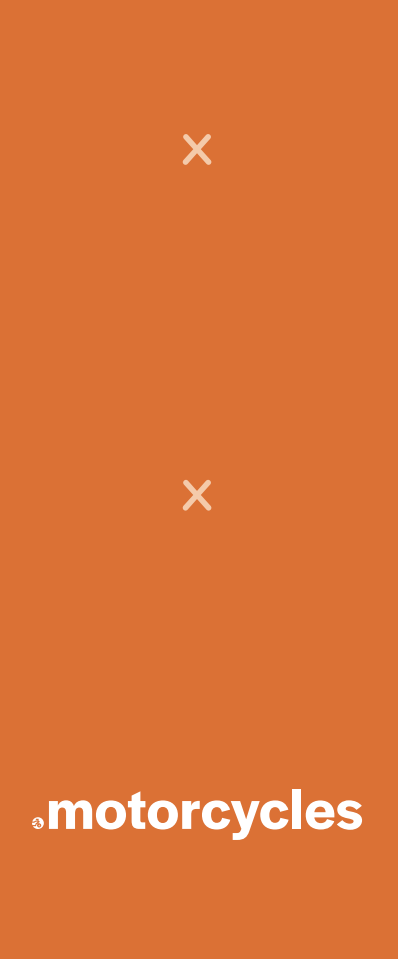
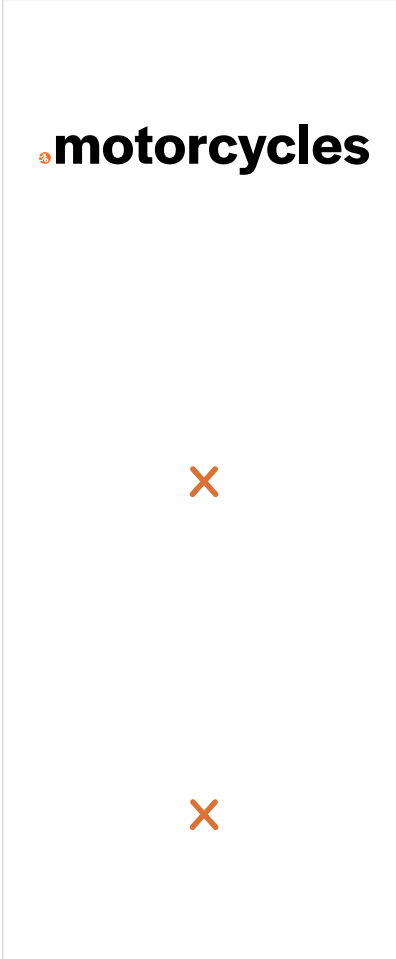

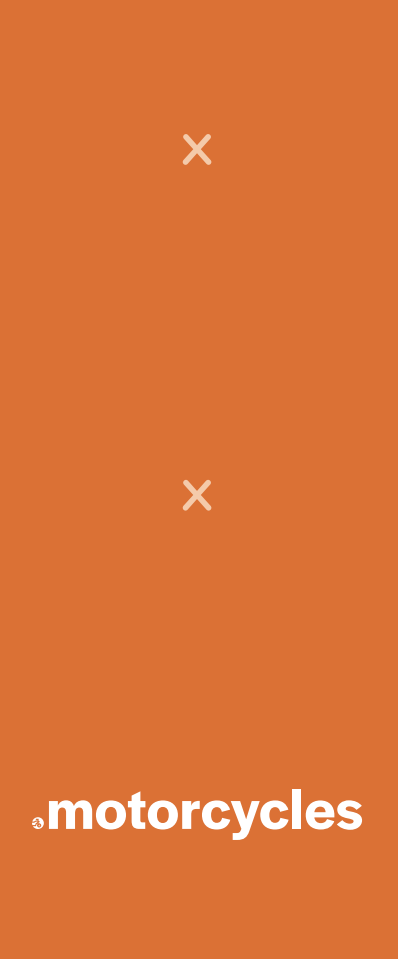
Download logos at nic.motorcycles/files

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			

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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.

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.

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Brand Colors

Marketing materials should use these primary and neutral colors.

Primary Palette

Tints & Shades

Dark Navy #1C1F29	Primary Orange #FF6E1D
#F4CAAA	#DB7135

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:

Lead the ride™

Website:

<https://xyz.motorcycles>

Go the distance online with a .Motorcycles domain

Get more miles out of your website with a .Motorcycles domain name. .Motorcycles is the affordable, unrestricted domain made for motorcycle businesses, individuals, communities, and enthusiasts.

.Motorcycles domains are perfect for:

- Motorcycle dealers and brokers
- Motorcycle brands and manufacturers
- Motorcycle service providers
- Motorcycle rental companies
- Powersport shows and events
- Motorcycle enthusiasts
- Motorcycle clubs

Drive online sales through targeted, memorable URLs like www.YourBrand.Motorcycles or www.YourBrokerName.Motorcycles. Advertise specific products using www.YourProduct.Motorcycles and attract organic traffic from keyword searches for your services with www.YourService.Motorcycles. Speed ahead of area competitors by locking down geographic-specific names like www.YourCity.Motorcycles or www.YourState.Motorcycles to promote your shop. Sell tickets and manage planning for an upcoming show with www.YourEvent.Motorcycles or gather fellow club riders with www.YourClub.Motorcycles.

Lead the pack online with a .Motorcycles domain name.

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How to Choose Your .Motorcycles Domain

Establish your dealership

- www.YourBrand.Motorcycles
- www.Downtown.Motorcycles
- www.Backyard.Motorcycles

Broker online motorcycle sales

- www.Auction.Motorcycles
- www.PreOwned.Motorcycles
- www.Reclaimed.Motorcycles

Promote new models

- www.Ninja.Motorcycles
- www.FatBoy.Motorcycles
- www.Thunderbird.Motorcycles

Rent available bikes

- www.Rental.Motorcycles
- www.Share.Motorcycles
- www.Borrow.Motorcycles

Showcase your motorcycle services

- www.Custom.Motorcycles
- www.Paint.Motorcycles
- www.Helmets.Motorcycles

Gather a riding crew

- www.Sunday.Motorcycles
- www.CrossCountry.Motorcycles
- www.Racing.Motorcycles

Manage your motorcycle club

- www.Freedom.Motorcycles
- www.Burners.Motorcycles
- www.Angels.Motorcycles

Share your bike expertise

- www.Advice.Motorcycles
- www.Safety.Motorcycles
- www.Tips.Motorcycles

How to Choose Your .Motorcycles Domain

Advertise your show

- www.Expo.Motorcycles
- www.International.Motorcycles
- www.Swapmeet.Motorcycles

Connect with other motorcycle enthusiasts

- www.Total.Motorcycles
- www.LiveFree.Motorcycles
- www.Ride.Motorcycles

Attract clients needing repairs

- www.TuneUp.Motorcycles
- www.Restore.Motorcycles
- www.Repair.Motorcycles

Own your region

- www.NY.Motorcycles
- www.LA.Motorcycles
- www.Florida.Motorcycles

Create a cohesive online brand

- Name@California.Motorcycles
- [@CaliforniaMotorcycles](https://www.CaliforniaMotorcycles)
- www.California.Motorcycles

Offer motorcycle technology

- www.Smart.Motorcycles
- www.SelfDriving.Motorcycles
- www.Tech.Motorcycles

Manage official documentation

- www.Registration.Motorcycles
- www.License.Motorcycles
- www.Certified.Motorcycles

Top 5 Reasons to Get .Motorcycles

- 1 .Motorcycles domains can help you to drive more sales online through targeted, memorable URLs.**
 - Showcase your motorcycle inventory with [www.YourDealership.Motorcycles](#).
 - Secure [www.YourBrand.Motorcycles](#) to use in advertisements, paid search campaigns, and printed materials.
- 2 .Motorcycles domains can promote your motorcycle repair or services business with an industry-branded domain name.**
 - Use [www.YourService.Motorcycles](#) domains to attract organic traffic from keyword searches for your services.
 - Secure [www.YourProduct.Motorcycles](#) to advertise specific products for sale.
- 3 .Motorcycles domains can help you to speed ahead of area competitors by locking down geographic-specific names to promote your shop.**
 - Secure [www.YourCity.Motorcycles](#) or [www.YourState.Motorcycles](#) to increase organic traffic from buyers searching in your area.
 - Grab [www.YourZipCode.Motorcycles](#) to share available bikes on your lot and list prices for each.
- 4 .Motorcycles domains can attract potential attendees to your show or event with a domain that appeals to their interest.**
 - Promote your next event to motorcycle enthusiasts on [www.YourEvent.Motorcycles](#).
 - Sell tickets and manage planning for an upcoming show with [www.YourShow.Motorcycles](#).
- 5 .Motorcycles domains unite motorcycle club riders on a domain name that matches the one on their jacket.**
 - Grab [www.YourClub.Motorcycles](#) to coordinate events and upcoming rides.
 - Share popular models, discuss classic bikes, and share industry news on [www.YourCommunity.Motorcycles](#).

Email and Newsletter Content

Dedicated Email Content

Subject: Lead the ride with .Motorcycles

Motorcycle dealers, service providers, and enthusiasts have the perfect home to build a website named for their passion — .Motorcycles. The .Motorcycles domain is the unrestricted and affordable domain made to serve all members of the motorcycle community online.

Reasons to choose .Motorcycles

- Drive more sales online through targeted, memorable URLs.
- Promote your motorcycle repair or services business with an industry-branded domain name.
- Speed ahead of area competitors by locking down geographic-specific names to promote your motorcycle dealership or shop.
- Attract potential attendees to your show or event with a domain that appeals to them.
- Gather motorcycle club riders on a domain name that matches the one on their jacket.

Ways to use .Motorcycles

- Claim [www.YourDealership.Motorcycles](#) to showcase your motorcycle inventory on a URL that is easy to recall.
- Promote your motorcycle repair shop on a domain that matches what your audience is searching for with [www.YourService.Motorcycles](#).
- Help your motorcycle dealership attract organic traffic from shoppers searching in your area with [www.YourCity.Motorcycles](#).
- Register [www.YourEvent.Motorcycles](#) for your bike show and appeal to motorcycle enthusiasts online.
- Coordinate upcoming rides, discuss bikes, and industry news with the online motorcycle community at [www.YourClub.Motorcycles](#).

.Motorcycles lets you gather with your fellow riders and brand your website on a URL that shows your passion. Join the next revolution in online naming for the motorcycle community.

[Register your .Motorcycles domain](#)

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Email and Newsletter Content

Newsletter Content

Subject: **Speed ahead with .Motorcycles**

The .Motorcycles domain is the unrestricted and affordable domain made to serve all members of the motorcycle community online.

Reasons to choose .Motorcycles

- Drive more sales online through targeted, memorable URLs.
- Promote your motorcycle repair or services business with an industry-branded domain name.
- Speed ahead of area competitors by locking down geographic-specific names to promote your shop.
- Attract potential attendees to your show or event with a domain that appeals to their interest.
- Gather motorcycle club riders on a domain name that matches the one on their jacket.

Lead the pack with a .Motorcycles domain that makes your website stand out and showcases your love for riding.

[Get your .Motorcycles domain](#)

Thank You



For inquiries, please contact hello@gen.xyz

www.Nic.Motorcycles