

BRAND GUIDELINES



The brand guidelines is a comprehensive tool to manage communications of .ORG, PIR and .NGO in a unified and consistent manner. Here you'll find information and guidance on the language and design elements that make up the visual identity and brand playbook. It provides a framework to ensure a consistent look and feel across all applications.

A brand is similar to a personality. Its attributes define who and what a company is all about. Successful brands inform clients, in a memorable way, about the company, its employees, and its core values.

It is important to use a brand faithfully and accurately, so that the brand and its various components are communicated, manifested, and promoted consistently. Brand guidelines provide the foundation on which any brand recognition can then be built. From strong and consistent brand recognition there comes competitive differentiation, and from differentiation comes brand loyalty.



BRAND ASSETS

BRAND LANGUAGES

- 01 Brand Messaging .ORG
- 02 Brand Messaging PIR
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VISUALS ELEMENTS

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- 06 Texture
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For diverse global communities and individuals who want to do great things online, .ORG is the original open gTLD, purpose-driven to empower and connect those who inspire.

**POWER YOUR INSPIRATION.
CONNECT YOUR WORLD.**



ELEVATOR PITCH

.ORG is open for anyone to use, providing a powerful stage for organizations, associations, clubs, businesses and individuals to bring their inspiration to the world. It is the original open domain where millions of websites connect people's shared interests and passions.

For more than 30 years, .ORG has built an enduring legacy of trust, preserving an open and secure Internet where diverse communities can establish a trusted online identity and freely share ideas. .ORG is purpose-driven to empower and connect the people who inspire the world.



BRAND VOCABULARY

Advocate	Global	Possibilities
All-in	Great	Principles
Belonging	Happiness	Purpose
Better	Identity	Reliable
Committed	Inclusive	Reputation
Community	Integrity	Safe
Connect	Meaning	Secure
Culture	Mission	Values
Democracy	Modern	Vision
Difference-maker	Open	Voices
Forward-looking	Passion	Worldwide
Free	People	

BRAND PERSONALITY

Altruistic, Authentic, Bold, Decisive, Energetic, Evocative, Inclusive, Selfless, Vibrant, Warm, Youthful

POSITIONING STATEMENT

For diverse global communities and individuals who want to do great things online, .ORG is the original open gTLD, purpose-driven to empower and connect those who inspire the world.

MANTRA

Power Your Inspiration. Connect Your World.



PILLARS, BENEFITS & KEY MESSAGES

PILLARS .ORG is...	Helping millions of people do great things online	Connecting a global community of mission-driven organizations	Preserving the integrity of the Internet
BENEFITS Registrants get...	The original open domain	Three letters that bring the world together	A trusted online identity
KEY MESSAGES	Millions of organizations and individuals trust .ORG to bring their ideas to life. Open for anyone to use, .ORG gives voice to the world’s most forward-looking businesses, professional associations, civic groups, non-profits, clubs and families. .ORG is a powerful stage for people to bring their inspiration to the world.	.ORG provides a global platform for organizations and individuals to connect with like-minded people everywhere. From the world’s most influential charities and associations, to local clubs and individuals, mission-driven organizations choose .ORG as the best way to unite communities around a common purpose.	For more than 30 years, .ORG has enabled people and organizations the world over to build a trusted online identity. By addressing Internet privacy issues, combating abuse, and enhancing security, the .ORG domain ensures a secure, reliable online environment today and into the future.

AUDIENCE MESSAGES

REGISTRANTS It’s for anyone, it’s for you	INTERNET USERS Trusted	REGISTRARS Right for your customer
Open for anyone in the world to use, .ORG provides a powerful stage for organizations, associations, clubs, businesses and individuals to bring their inspiration to the world. Powering more than 10 million websites, .ORG has worked for over 30 years to preserve an open and secure Internet where diverse communities can freely share ideas. Power Your Inspiration. Connect Your World.	For more than 30 years, .ORG has given voice to millions of the world’s most trusted organizations. .ORG provides a secure and open environment where communities can connect, share ideas and inspire action that leads to positive impact. From the International Red Cross to PBS to the World Wildlife Fund, some of the world’s most influential names choose to build their websites on .ORG.	.ORG gives voice to millions of forward-looking organizations and individuals around the world. For more than 30 years, .ORG has been open for anyone to use, providing a secure and open environment where diverse groups, associations, clubs, businesses and individuals can share ideas and create positive impact. .ORG is a reliable online venue that empowers and connects the people who inspire the world.



PROOF POINTS

- . .ORG was one of the six original top-level domains born with the Internet itself in 1985.
- . More than 10 million domains are currently registered with .ORG - from individuals and families, to small local clubs, to businesses and the world's largest organizations.
- . As the first open top-level domain to implement DNSSEC, .ORG launched a cross-industry coalition to foster education and adoption within the Internet community.
- . .ORG websites cut across nearly every industry vertical from manufacturing and membership organizations, to social and educational services, to engineering, healthcare, recreation, restaurants, legal services, construction and many more.
- . .ORG is one of the most recognized and trusted domains in the world, with a long-standing reputation for security and reliability.
- . 68% of NGOs, nonprofits and charities use .ORG worldwide, according to the 2018 Trends In Giving Report, and 72% of donors are more likely to trust websites and email addresses that use .ORG, according to the 2018 Global NGO Technology Report.



Serving the global Internet community,
Public Interest Registry is the mission-driven
registry dedicated to the integrity of the
Internet and betterment of the world.

**PROTECTING THE INTERNET.
IMPROVING THE WORLD.**



ELEVATOR PITCH

We are the people behind .ORG. A nonprofit organization, PIR's mission for more than 15 years has been to empower people everywhere to use the Internet to make a positive impact in the world. A champion for privacy and security, PIR fosters collaboration among the Internet community, industry leaders and world governments, to preserve a free and open Internet that forever serves the public interest.



BRAND VOCABULARY

Advocate	History	Reputation
Anti-abuse	Influential	Safe
Clarity	Information	Secure
Collaboration	Integrity	Stable
Consistent	Interest	Support
Education	Lasting	Trusted
Effective	Legacy	Unique
Empower	Neutral	Valuable
Engaging	Partner	Value-added
Exemplary	Quality	Visible
Forward-looking	Recognizable	White hat
Global	Reliable	

BRAND PERSONALITY

Altruistic, Authentic, Bold, Committed, Decisive, Inclusive, Knowledgeable, Responsible

POSITIONING STATEMENT

Serving the global Internet community, Public Interest Registry is the mission-driven registry dedicated to the integrity of the Internet and betterment of the world.

MANTRA

Protecting the Internet. Improving the World.



PILLARS, BENEFITS & KEY MESSAGES

PILLARS
PIR is...

Helping millions of people
do great things online

Connecting a global community
of mission-driven organizations

Preserving the integrity
of the Internet

BENEFITS
Internet community
gets...

A champion for people
who do great things online

A supporter of the global
Internet community

An advocate for an Internet
that serves the public interest

KEY MESSAGES

Public Interest Registry, the people behind .ORG, is a global nonprofit team working to empower millions of organizations and individuals who use the Internet to make a positive impact. Whether that be nonprofits, clubs, associations, businesses, families or individuals, PIR provides open online environments and resources that allow diverse inspirations to thrive.

Public Interest Registry is driven by its mission to help people bring theirs to the world. PIR works closely with and provide financial support to the global Internet community, supporting ISOC to foster collaboration between industry leaders, governments, domain registrars, website owners and Internet users. Because when global stakeholders work together to make the Internet a better place, they make the world better too.

The people of Public Interest Registry work every day to support a trusted, reliable Internet that helps people do more online. PIR is recognized as a strong global advocate for privacy and security, relentlessly combating abuse to ensure the Internet forever serves the public interest.

AUDIENCE MESSAGES

REGISTRARS

Business partner

Public Interest Registry is a strong partner to the global domains community, helping provide exceptional value to Registrars and Registrants alike. Through its people, technology and resources, PIR works hard to provide trusted domains that empower millions of organizations and individuals around the world.

INTERNET USERS

Champion

Public Interest Registry has been a champion for a free and open Internet for more than 15 years. Our mission is clear: empower those who use the Internet to make a positive impact in the world. PIR fosters collaboration between the Internet community, industry leaders and world governments, to ensure the Internet remains a secure and reliable space where diverse ideas thrive.

POLICY MAKERS

Public Interest

Public Interest Registry has been a champion for a free and open Internet for more than 15 years. By bringing together Internet users, the domains community, industry and governments, PIR continues to lead the way in combating abuse and strengthening security. We believe the Internet should be a tool to serve the public interest, and we dedicate our lives to keeping it that way.



PROOF POINTS

- As a global nonprofit organization created by the Internet Society (ISOC) in 2002, Public Interest Registry is mission-driven to put the public interest at the heart of the Internet
- At PIR, we are the people behind .ORG, .NGO, .ONG and four IDNs - empowering the global noncommercial community to use the Internet more effectively and have a positive impact on the world
- PIR shares common goals with ISOC, providing financial and advocacy support to address global privacy and security issues, and helping improve Internet access around the world
- PIR is an advocate for collaboration, safety and security on the Internet, supporting both ICANN and ISOC in ensuring the Internet serves the public interest
- PIR's intent is to proactively improve the quality of the .ORG namespace and implement one of the most aggressive abuse policies among gTLDs



Supporting non-governmental organizations who enhance the social good, .NGO and .ONG are the only validated new gTLDs that enhance the credibility of NGOs and increase their impacts on the communities they serve.

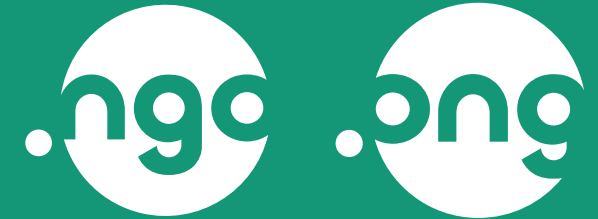
**POWER YOUR MISSION.
IMPACT THE WORLD.**



ELEVATOR PITCH

.NGO and .ORG are exclusive domains from .ORG, created to better empower trusted ngos to increase their impacts around the world. Donors and supporters immediately distinguish best-in-class organizations who choose .NGO and .ONG to set them apart.

With a rigorous validation process, only independent ngos actively working to support the public interest can gain access to the enhanced credibility, valuable resources, and supportive global community that .NGO and .ONG provides.



BRAND VOCABULARY

Advocate
Appeal
Benefit
Better
Cause
Change the world
Community
Connect
Educate
Empower
Engage
Effective

Global
Good
History
Influential
Integrity
Interest
Legacy
Legitimacy
Mission
Passion
Philanthropy
Platform

Principles
Purpose
Relevant
Reliable
Reputation
Safe
Secure
Social good
Success
Support
Trusted

BRAND PERSONALITY

Altruistic, Authentic, Bold, Credible, Decisive, Engaging, Philanthropic, Purposeful

POSITIONING STATEMENT

Supporting non-governmental organizations who enhance the social good, .NGO and .ONG are the only validated new gTLDs that enhance the credibility of NGOs and increase their impacts on the communities they serve.

MANTRA

Power Your Mission. Impact The World.

PILLARS, BENEFITS & KEY MESSAGES

PILLARS

.NGO is...

Helping millions of people do great things online

Connecting a global community of mission-driven organizations

Preserving the integrity of the Internet

BENEFITS

Nonprofits get...

An exclusive platform to empower NGOs

A supportive community of world changers

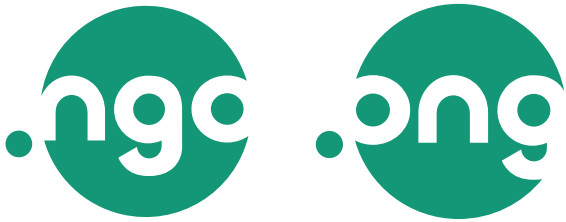
A premium resource for organizations who serve the public interest

KEY MESSAGES

.NGO and .ONG were created exclusively for independent NGOs who actively improve the world. A rigorous validation process ensures donors and supporters can immediately distinguish trusted organizations who work hard every day to enhance the social good. Because NGOs who raise the bar on trust, also raise the bar on good.

.NGO and .ONG registrants make up a select community of mission-driven organizations tackling the world’s toughest challenges, and doing so with the highest standards of integrity. .NGO and .ONG empowers registrants to connect, share best practices and support each other to achieve their common purpose – making the world a better place.

.NGO and .ONG were created to help NGOs make bigger impacts on the world. Registrants benefit from enhanced credibility with donors and supporters, and greater visibility with stakeholders. .NGO and .ONG also provides its registrants with valuable resources to help navigate the complex world of privacy, security, and the global not-for-profit environment. When NGOs put the public interest first, the world win.



AUDIENCE MESSAGES

REGISTRANTS

Benefits

.NGO and .ONG are exclusive domains from .ORG, created to better empower trusted NGOs to increase their impacts around the world. Donors and supporters immediately distinguish best-in-class organizations using .NGO and .ONG. The NGOs who use them join a tightly-knit global community of like-minded organizations who share knowledge and resources to help make the world a better place.

DONORS/SUPPORTERS

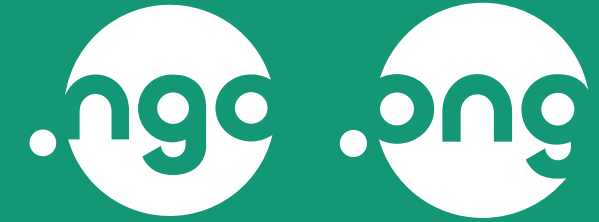
Trust

It’s easy to distinguish NGOs who raise the bar on trust, just by seeing their domain name. Organizations seeking to use the .NGO and .ONG domains must pass a rigorous validation process to demonstrate they are independent, active, lawful organizations who put the public interest first. They are part of a select community of validated NGOs tackling some of the world’s toughest challenges, with the highest standards of integrity.

REGISTRARS

Upsell Opportunity

.NGO and .ONG are premium domains from .ORG, exclusive to world-class non-governmental organizations. Organizations who utilize .NGO and .ONG join a select community of NGOs who raise the bar on trust by putting the public interest first. Organizations seeking greater credibility, enhanced visibility, and access to valuable resources, should consider .NGO and .ONG as a powerful tool to increase their impact.



PROOF POINTS

- The .NGO and .ONG domains are only available to genuine NGOs, identifying them as validated organizations, providing credibility and international reach to help NGOs advance their mission
- NGOs must complete a rigorous registration process and meet key eligibility requirements in order to be validated
- Organizations who use .NGO and .ONG demonstrate they adhere to world-class standards for eligibility and helping share their stories with the broader global NGO community
- .NGO and .ONG registrants are featured in the OnGood online NGO directory, helping them be more visible to supporters, partners, and peers
- .NGO and .ONG are available to NGOs anywhere in the world, in nearly any field of work, provided the organization actively serves the public interest



VISUAL ELEMENTS

Typography provides a strong, unifying element and can help convey a consistent brand voice across various marketing communications.

● PRIMARY TYPEFACE

This friendly geographic san serif is not only unique (without sticking out), but also highly legible and perfect for title and body copy.

We recommend making the title Bold when the body copy is Regular, or using Regular for the title and Light for body copy.

● SECONDARY TYPEFACE

This elegant soft serif font can be used in place or in combination with Odudo to establish a more formal tone or in any other applicable special circumstances.

● DISPLAY TYPEFACE

This super bold geometric typeface is meant to be used sparingly at large sizes for headlines of 5 words or less. As the type face used in our logos, Typographica is perfect for billboards, digital ads, videos and other highly graphic, short-form applications that are meant to grab attention and establish strong brand presence.

01 Odudo

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

02 Ovo

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

03 Typographica

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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Lorem Ipsum dolor sit amet

The Pantone color bridge coated and uncoated set is a multi-purpose tool for printers, graphic and web designers. Colors are each displayed along with coordinating numbers and CMYK, RGB and HEX values so that graphic and web designers can easily translate solid colors to their ultimate printed or digital design intent.

● PRIMARY (BRAND) COLORS

Each of the three brand colors is associated with a specific division:
Pantone 286 C with .ORG
Pantone 2995 C with PIR
Pantone 334 C with .NGO



PANTONE 286 C
RGB 0 51 160
HEX 0033A0
CMYK 100 75 0 0



PANTONE 2995 C
RGB 0 169 224
HEX 00A9E0
CMYK 83 10 0 0



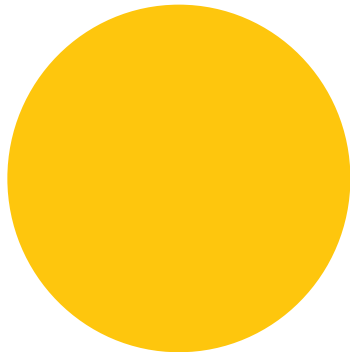
PANTONE 334 C
RGB 0 151 117
HEX 009775
CMYK 99 0 70 0



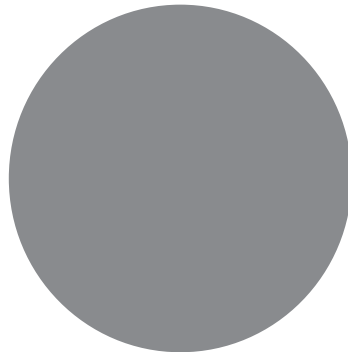
● SECONDARY COLORS



PANTONE 485 C
RGB 218 41 28
HEX DA291C
CMYK 0 95 100 0



PANTONE 7548 C
RGB 255 198 0
HEX FFC600
CMYK 0 12 98 0

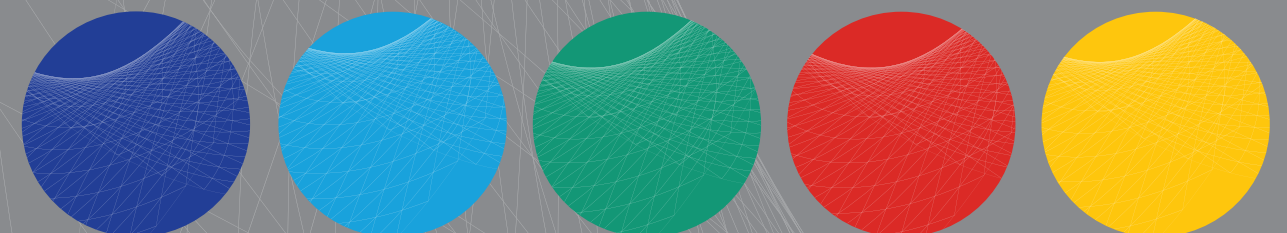


PANTONE Cool Grey 8 C
RGB 136 139 141
HEX 888B8D
CMYK 23 16 13 46



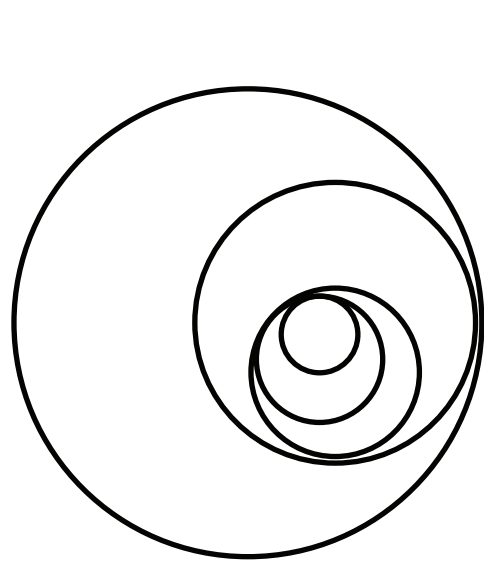
Texture is a powerful technique for creating compelling design. Texture is generally only a visual Thing –“treatment/method/style”, but it creates a physical illusion and it continues to play a leading role in the creation of the of the visual elements.

- Use textures as backdrops
- Use the texture combos below, patterns should be subtle and compliment photography.
- Do not apply textures over photography
- Do not use patterns in bold colors and high-contrast with backdrop.

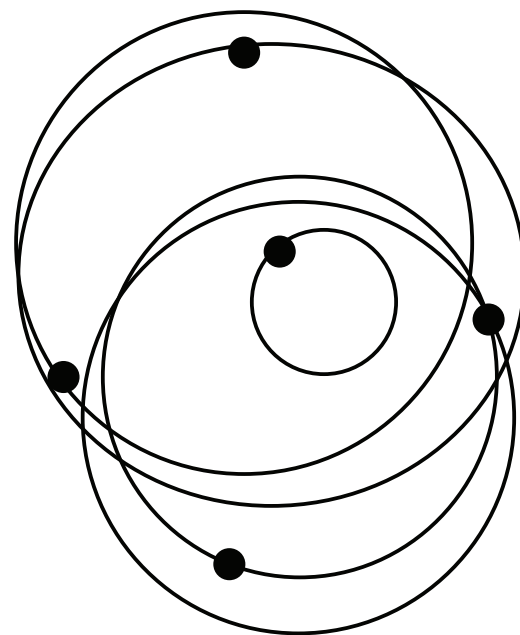


07 Logo Inspiration

- Telling photographic stories through a global lens
- Negative space creates visual interest
- The ability to rotate photography keeps the brand fresh
- Works seamlessly as a system
- Strong and flexible; can stand alone in black and white, or can tell stories through photography



ABSTRACT SPACE



ABSTRACT
CONNECTIVITY

+



LETTERS CREATING
NEGATIVE SPACE WITHIN
WORLD/SPHERE



PHOTOS WITHIN LOGO
CAN BE ROTATED
KEEPING BRAND FRESH





07 Logo: Imagery

Selective imagery approved from the marketing team may be used on special occasion.



- **Do consult and get approval from the marketing team before using any images with the logo.**
- Use the logo in the correct brand color or with approved textures and image overlays.
- Leave sufficient padding (the size of the "O" in .ORG at the minimum) on all sides of the logo.
- Align the left and top edges of the logo to copy or any other graphic element.
- Use an approved variation of the logo that will achieve the highest contrast from the background and surrounding content.
- .ONG and .NGO lock-up vertical or horizontal use (the size of the "O" in .ONG at the minum) on all sides of the logo.



07 Logo: Dont's

For both building brand awareness and protecting the trademark of our brand, it's important to retain consistent and correct use of all our logos.

In general, do not alter any of the logos in any way. The following examples illustrate possible misuses and simple rules to follow. These examples apply across our entire suite of logos.



THE CORRECT LOGO USAGE



Don't add any gradients of any kind to the logo.



Don't use low contrast background and logo color combination



Don't alter the · in the logo, leave is its original placement.



Don't stretch the logo vertically or horizontally.



Don't alter the color of either parts.



Don't outline the logo



Don't use unauthorized images with the logo



Don't use unauthorized colors with the logo

Please check with the marketing team for approval on special use cases. Motion graphics is an excellent platform to tell a story more dynamically.



CLICK TO VIEW SAMPLE ANIMATION



Photography is a critical component of how we communicate the brand. The goal is to use photography to help create and convey a distinct look for .ORG, PIR and .NGO. We have incorporated multiple styles of photography - mood, lifestyle and portrait - to connect with the audience.

- Photography should represent the community with photos rich and bold in color. Interesting angles with a sense of authentic urban backdrops.
- Community images should consist of people in authentic and positive working environments.
- Portraits should have bright colored backdrops.



10 Ad Examples

A few explorations for ad composition using the brand elements.





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