

register.com[®]

BRAND CONNECTION GUIDE

your:strategists

- At Your Strategists, we believe that brands can't be designed for you, only the people within the brand hold that key. That is why we say
- **brands are people too**, they start with the people inside the brand.

People first connect with a company's purpose vs a logo, they connect with that person behind the brand. We are all in it together.

Let's get to know YOU.

y:s

Brand Soul

Purpose and Mission	3
Our Why	4
Our How	4
Our What.....	4

Brand Intelligence

Position.....	6
Pride.....	6
Mindset.....	6
Philosophy.....	6

Brand Anatomy

Bones	8
Personality	9
Voice.....	10

Brand Community

Audience Needs	11
Audience Personas.....	12

Brand Look

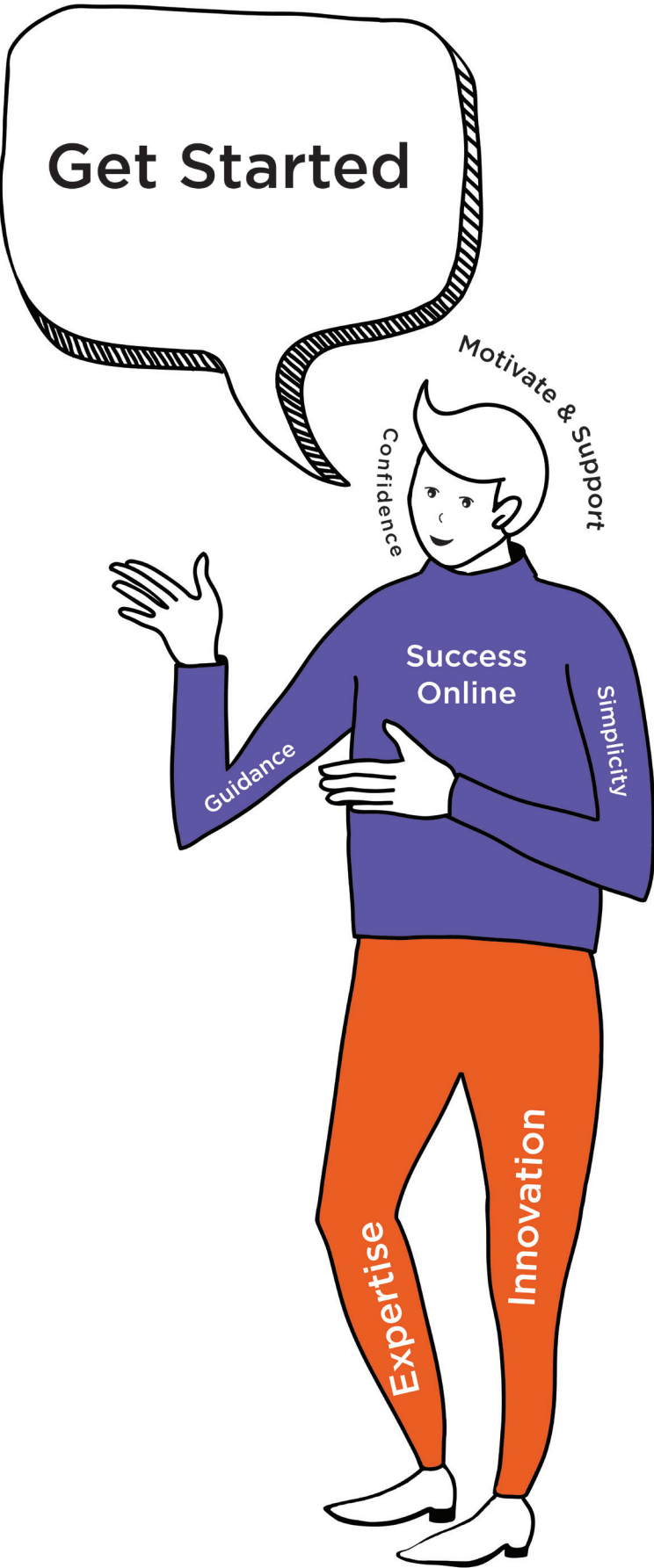
Colors.....	17
Logo	18
Typography	19
Textures.....	20
Imagery.....	21

Brand Language

Tagline	22
Elevator Pitch	22
Platforms.....	22

Brand Life Summary.....	23
-------------------------	----

Each part of the “Brand Body” represents a different touchpoint with our audience aka our Brand Community. The Brand Soul holds our purpose, our drive, our reason for being a brand. The Brand Intelligence shows our community why they should believe in our brand. The Brand Anatomy holds the personality and tones that we will use for communicating. All of these elements need to be defined before the “brand body” can be dressed with a specific Brand Look or Language. These definitions ensure our bond with our Brand Community is truly strong.





BRAND SOUL

The brand can relate to its audience on a more human level, meet them where they are, and ultimately attract them by developing an authentic brand soul. Our purpose and mission are the reasons we do what we do, they are the drive that gets us up in the morning and the energy that takes us through the day. Statements like “why, how, and what” help the brand to mindfully benchmark and control how and when to persevere, when to pivot, and when to continue to develop and innovate.

Purpose

- | Making online success attainable, easy and secure now and in the future.

Condensed Mission

- | To constantly innovate and give the tools and guidance needed to make it easy for people to confidently achieve success online.



Our Why

- | We believe it should be easy for everyone to be successful online.

Our How

- | Making online success attainable, easy and secure now and in the future.

Our What

- | We have the tools and capabilities to develop an online presence, from domain registry to full website deployment and security, and we back it all up with award winning customer service and support.





BRAND INTELLIGENCE

Brand intelligence is the definition of who you are as a brand combined with how you act. Just like a person, a brand needs to wake up in the morning and make choices. These mindful choices ultimately unify and drive the brand forward.

BRAND INTELLIGENCE

Brand Position

When you don't know where to start with your website - we guide you from concept to success.

Brand Pride

We not only have all the tools you need to create success online, but we also have the knowledge and service needed to help get you that success easily.

Brand Mindset

Register.com constantly **innovates** and gives you the **tools** and **guidance** you need to make it easy to achieve **success** online with **confidence**.

Brand Philosophy

Education and **guidance** through simple, intuitive platforms helps our customers **innovate** and **achieve their goals**.



BRAND ANATOMY

Brand Bones

These are your foundational principles and pillars, what you stand on and how you reach out to people.

Brand Bone (Leg) - Expertise

- Audience need addressed - support & trust
- Audience benefit - knowledge

Brand Bone (Leg) - Innovation

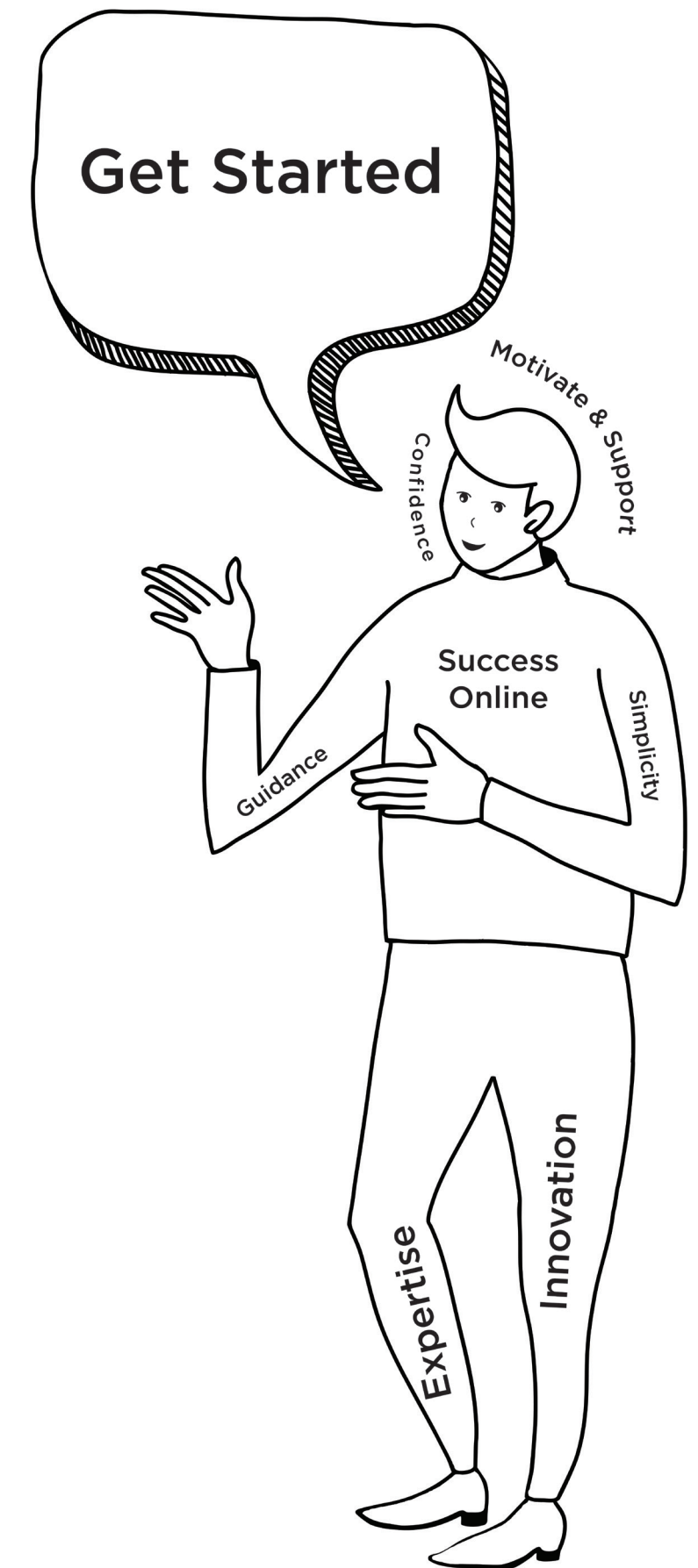
- Audience need addressed - timeliness & return on investment
- Audience benefit - success

Brand Bone (Arm) - Guidance

- Audience need addressed - education & understanding
- Audience benefit - confidence

Brand Bone (Arm) - Simplicity

- Audience need addressed - easy tools & functionality
- Audience benefit - self-sufficiency



BRAND ANATOMY

Brand Personality

Drawn from the 12 Jungian Archetypes of Personality, these personality types are how we express ourselves as a brand. It's how we connect with our audiences. A brand can be one personality or have a blend of two to offset each other and connect with people in different ways.



Hero - The Hero's purpose in life is to improve the world.

The Hero inspires, motivates and leads people to do more, be more and have more. Heros want to leave a legacy and don't mind sacrificing for it. Heros make fast and smart decisions to save the world. They inspire others to believe in themselves as much as they believe in them. Heros help people and businesses reach their full potential.

YOUR DESIRE to prove your worth through courageous acts • **YOUR GOAL** to improve the world

YOUR STRATEGY motivate, encourage and be brave • **YOUR MOTTO** where there's a will, there's a way

YOUR FEAR weakness, vulnerability, being scared • **YOUR ACHILLES HEEL** arrogant and challenging



Caregiver - The Caregiver's purpose in life is to help others.

The Caregiver aims to make people feel secure or nurtured and is focused on generosity and compassion. Caregiver brands give entirely of themselves to make sure others are taken care of.

YOUR DESIRE to care, protect and nurture • **YOUR GOAL** to help others

YOUR STRATEGY do things for others • **YOUR MOTTO** treat others the way you want to be treated

YOUR FEAR neglect, instability and ingratitude • **YOUR ACHILLES HEEL** martyrdom and being exploited

Personality Blended Goal

The smart decisions and motivation of the Hero combined with the nurturing of the Caregiver lead to confident and successful customers fueled by innovative online solutions and strong support.



BRAND ANATOMY

Brand Voice

A brand's voice establishes all tones for communication. It breathes life into the brand as it allows it to talk like a real person. A brand's voice is defined by its tone and the tone comes from the brand personality.

Our Brand Voice

The tone of our brand is that of a motivator, educator and successful entrepreneur. We speak with the tones of **confidence**, **wisdom**, and **nurturing**. Use the graph below for actions, speak and cautions when writing. If stuck, it sometimes helps to channel the voice of someone specific and think through them to get the correct tone. Our brand voice connects with Derek Sivers the innovator and former owner of CD Baby.

TONES	ACTIONS	SPEAK	CAUTIONS
Confidence	Be courageous Lead	Communicate Boldly Prove Points	Don't Be Harsh Don't Be Pretentious
Wisdom	Educate Give Sound Advice	Teach Your Reader Show Proof Points	Make Sure There Is a Purpose to the Lesson Don't Be Preachy
Nurturing	Show Kindness Be Supportive	Feature Your Customer's Successes Encourage Your Reader Use Playful Tones	Don't Be a Fake Don't Be Patronizing Don't Use Harsh Humor



“Include everyone in your success.”

Everyone who is drawn to you before you're famous is thinking the same thing: You might be famous soon!

- fans who want to help you
- professionals who want to meet you
- musicians who want to play with you
- companies that want to work with you

They're all hoping to be included in your glorious future.As you get more successful, share that success with those who helped you years ago.

You aren't pulled to success by destiny. You're lifted there by those around you. So acknowledge their contribution, and bring them along for the ride.

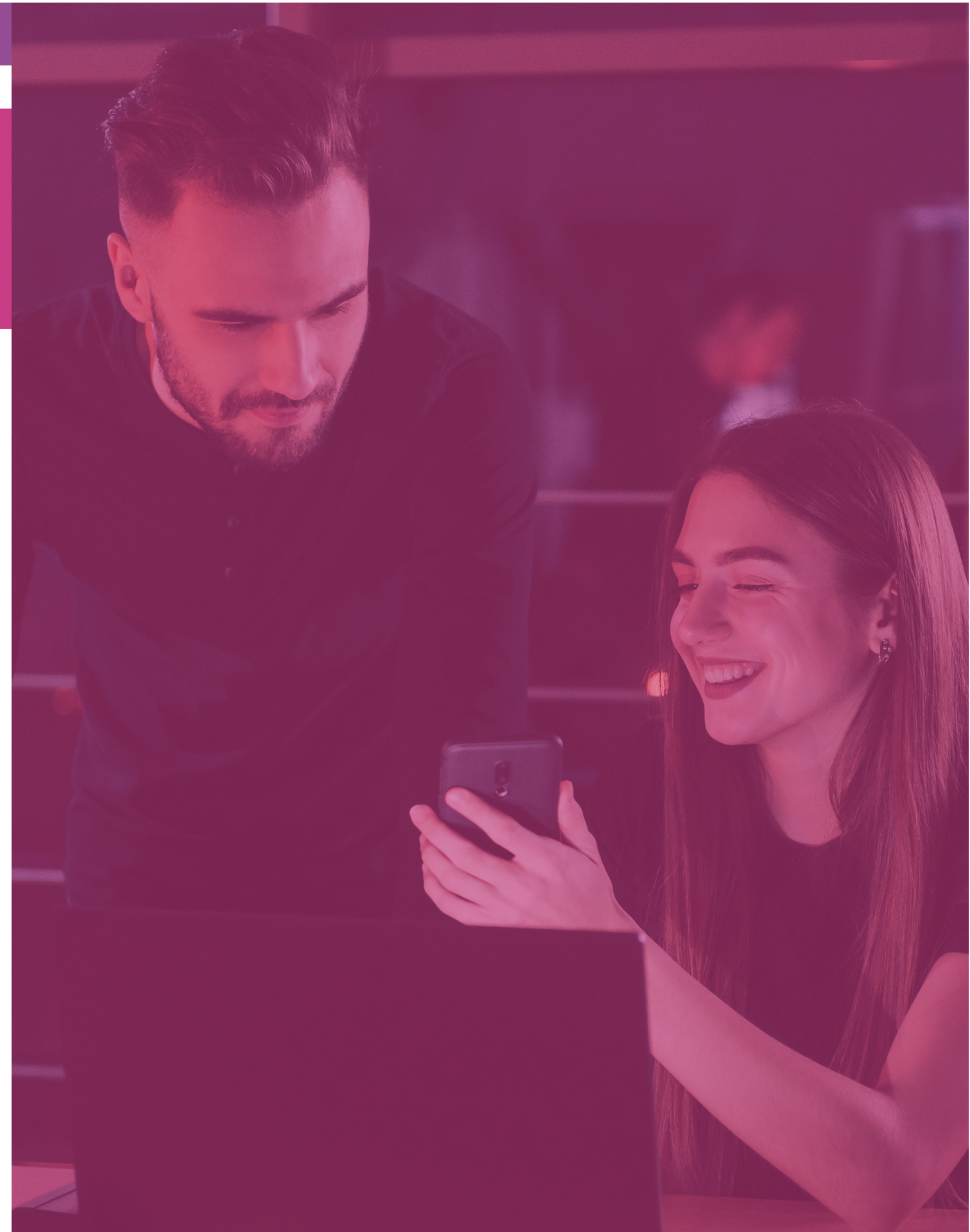
BRAND COMMUNITY

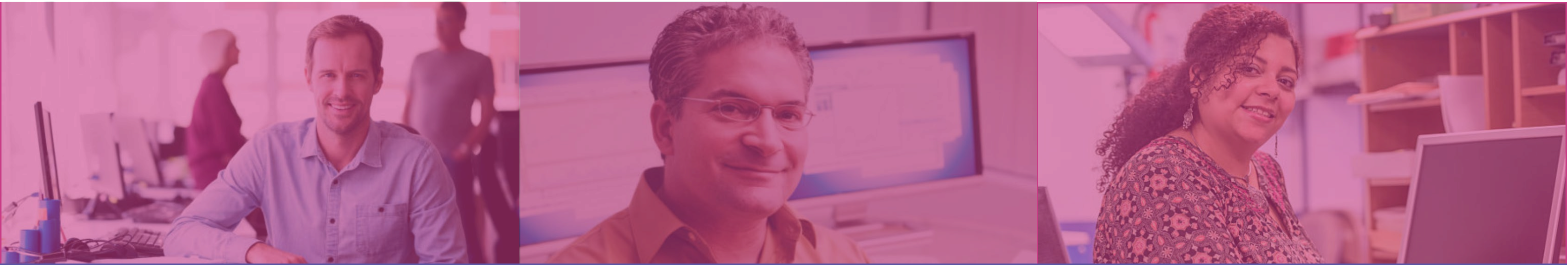
Audience Needs

The brand can relate to its audience on a more human level, meet them where they are, and ultimately attract them by developing an authentic relationship. This is developed by defining and getting to know user personas and the overarching needs of the target audience based on both research and instinct.

Larger Audience

People who want affordable and easy to use web solutions. We connect with the project starters, the business owners, the innovators... the people who not only dream but set out to accomplish those dreams.





AUDIENCE PERSONAS

An Audience persona is a fictional character that embodies the characteristics and behavior patterns our organization's target customer. It is audience generated, emphasizing their goals and how the company can meet those aspirations. There can be multiple personas for a brand, identifying them helps guide how we talk to each type of donor.

BRAND COMMUNITY - PERSONA ONE



Andrew Loya
the loyalist with a profitable side hustle

- Age - 35-40
- Married with young children
- HHI - 80+

My job is great but it is not my life. I have a vision of where I would like to see myself in 10 years and I am working to make it happen online. I know how to navigate the web, and I know the tools I need to succeed. Reliability and ease of use is key when it comes to my web solutions. I consider my web service provider my partner in helping me reach my goals, I will stick by their side if they stick by mine.

Goals

- Highly functional website
- Multiple connections managed in one hub
- Easy to use web tools
- One provider that meets all my needs
- Positive online reputation
- A web solutions partner that values - but does not rely on - self-service
- Having my time used wisely

Tools of Interest

- Domain Services
- Web builder
- Security
- Email
- Payment solutions or eCommerce
- SEO Services
- Support service

More About Andrew

- Current Industry: Sales, Real Estate or Retail
- Moderate business acumen
- Fiercely loyal
- Will work extremely hard to reach his goal
- Has a college degree or higher
- Considers his side-hustle as one of his “children”
- Wife also has a side-hustle
- Always examining current trends to “catch a wave”
- Drives a small SUV
- Will refer anything and everything he likes to friends
- Holds onto relationships for a long time
- Member of social media interest groups and actively posts
- Very well connected but is not aware of the breadth of his influence
- Very busy, but doesn’t necessarily use a calendar
- Travels infrequently, mostly for pleasure not business

Frustrations

- Any type of downtime
- Being put into an electronic customer service vortex
- Having to piecemeal together my site from different providers
- Being treated like I don’t know anything
- Getting ¾ of the way through a project and then hitting a roadblock that can’t be fixed

Preferred Brand Experience

- Self-explanatory tools
- DIY customer service (ex: chat, tutorials)
- Seeing the full suite of services so I can pick and choose what I need
- Only contact me with information or deals that pertain to me

Media Habits

- iPhone user
- Top apps - text messaging platforms, email interface, social media, calendar, news, music, health
- Listens to music streaming services, podcasts or audiobooks
- Watches very little broadcast TV, some sports, mostly Netflix and streaming platforms such as Hulu, YouTube and Amazon Prime
- Reads internet blogs, digital books & online magazines
- Frequents online shops, inspirational & creative websites and looks for “fast solution” softwares & apps
- Social Media focuses: Facebook, Instagram, LinkedIn, Twitter
- **Preferred communication structure: 1. DM, 2. Text, 3. Email**

BRAND COMMUNITY - PERSONA TWO



Curry Wrent
the business owner
craving stability

- Age - 40-55
- Married with children
- HHI - 100k+

I would consider my business very successful. My customers have been depending on me for years and I have not let them down. My website is the life of my business. I know it is stable because I hand-picked the services that I use online. I would prefer to do things myself but have no problem reaching out for help in order to get things working to my liking. To me it doesn't matter who provides what service, as long as it works. Give me a good price with reliable service and I'm happy.

Goals

- Stable website, no risk
- Only paying for what I need when I need it
- Easy to use web tools
- Successful payment transactions every time
- Positive online reputation
- Failsafe online security
- Having my time used wisely

Frustrations

- Being overcharged
- Wasted money on unnecessary software
- Any type of downtime
- Customer service representatives that know less than me
- Customers complaining to me about things that are my website's fault
- Security issues

Preferred Brand Experience

- One point of full-service contact
- Having help but being constantly kept in the loop
- Organizational tools and systems I can monitor constantly
- DIY tools
- Being able to price compare and only take what I want
- Only contact me with information or deals that pertain to me

Tools of Interest

- Domain & Hosting
- Website Builder
- Security
- Email
- Office 365
- Payment solutions or eCommerce
- Support services

More About Curry

- Current Industry: Financial, Insurance, IT, or Law
- Very strong in business acumen
- Has been in his business for over 20 years
- Has a college degree or higher
- Mostly focuses on work life but values family
- Involved in local community
- Happy where he is in his career
- Engages in charitable giving
- Drives a moderate car
- Very well known in his circle but doesn't have high influence
- Extremely busy, but only while at work
- Travels frequently for work

Media Habits

- Android user
- Top apps - text messaging platforms, email interface, social media, calendar, news, music, health
- Listens to music streaming services, broadcast & satellite radio, podcasts or audiobooks; mostly in the car
- Watches sports, broadcast TV, Netflix & streaming platforms
- Reads local news, some business publications and internet opinion pieces, and some novels
- Social Media focuses: Facebook & Linked-In (profile not well structured)
- **Preferred communication structure: 1. Email, 2. Text, 3. DM**

BRAND COMMUNITY - PERSONA THREE



Wanda Growe
the future entrepreneur

- Age - 40-55
- Married with older children
- HHI - 150k+

Finally it is my turn. I have worked hard all my life to support my family, and now that my family is more self-sufficient I would like to go after my dream. I have enough digital savvy to build my own website but I am smart enough to reach out for help when needed. I want guidance but I do not want to be taken advantage of, I know what I need to be successful.

Goals

- Profitable enterprise
- No risk
- Minimal expense
- Large online influence
- DIY online services
- Quick build timeframe
- Positive online reputation
- Failsafe online security
- Having my time used wisely

Tools of Interest

- Domain Services
- Website Builder
- Security
- Online Marketing
- Email
- Office 365
- Payment solutions
- Support services

More About Wanda

- Current Industry: Marketing, HR, Entertainment, or Design
- Moderate financial and business acumen
- Not up-to-date on all trends but feels she knows enough for her business
- May have a college degree or have decades of operational experience instead
- Works hard for her goals
- Drives a higher-end car
- Extremely close with family and friends
- Enjoys spending time with and doing things for her children
- Extremely busy, organized
- Travels for work

Frustrations

- Unclear paths and language
- Family trying to step in and take control because they think I can't do it
- Wasting time
- Paying for programs that don't work
- Being overcharged
- Any type of downtime
- Customer service representatives that know less than me
- Security issues

Preferred Brand Experience

- One point of full-service contact
- Easy onboarding
- Simple language in tutorials
- DIY tools
- Being able to price compare and only take what I want
- Only contact me with information or deals that pertain to me

Media Habits

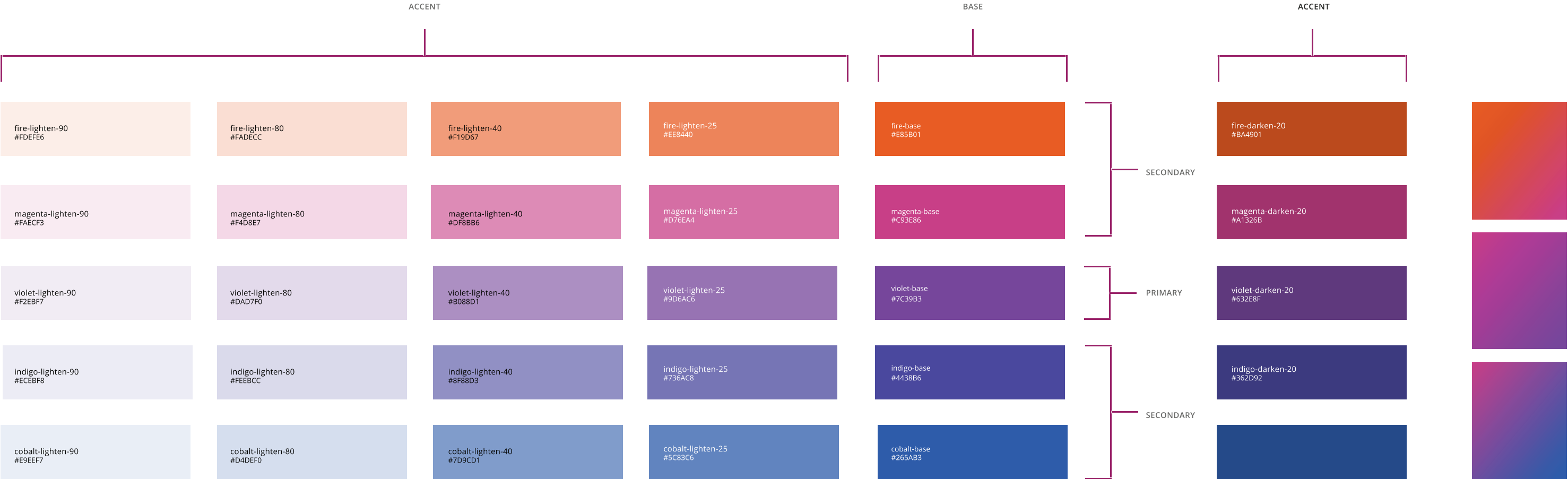
- iPhone user
- Top apps - text messaging platforms, email interface, news, health, calendar
- Listens to streaming music platforms, broadcast and satellite radio; mostly in the car or at her desk
- Watches broadcast or satellite TV and some streaming platforms such as Netflix
- Reads local news, internet opinion pieces, and some novels
- Social Media focuses: Facebook, Linked-In and Instagram
- **Preferred communication structure: 1. Text, 2. DM, 3. Email, 4. Phone**



BRAND LOOK

Our brand look is our first impression. It represents our purpose without words. The way it is used must be consistent so that the message stays clear.

BRAND LOOK



Gradients allow for a continuation of the palette, allowing for expressive blocks of multiple shades.

register.com®

BRAND LOOK

Typography - Open Sans

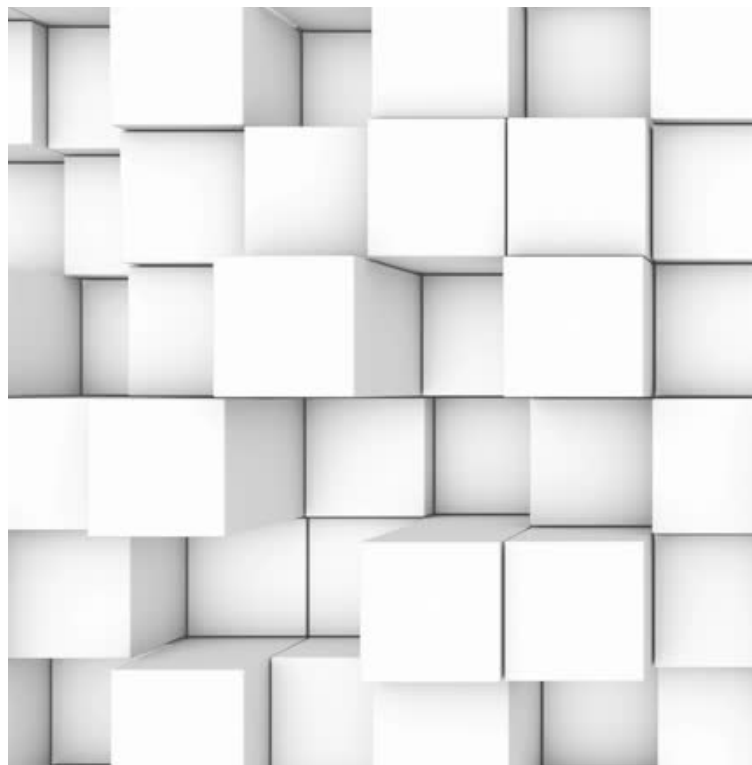
ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćd
 đefghijklmnopqrsštuvwxyzžАБВГГДЂЕЁЄЖЗСИІ
 ЙЈКЛЉМНЊОПРСТЋУЎФХЦЧЏШЩЪЫЬЭЮЯабвг
 ґдђеёєжзсиіїйјклљмнњопрстћуўфхцчџшщъыь
 эюяАВГДЕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩαβγδεζηθικ
 λμνξοπρστυφχψωά'Αέ'Εέ'Ηίϊ'ί'ό'Ού'Ϝ'Ϛ'ϛ'ΩǺǻǼǾ
 ƆǻǻǼǾσϣ1234567890'?''"!"(%)[#{@}/&\<-+÷×=>®
 ©\$€£¥¢:;,.*

Light
Light Italic
Regular
Regular Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic

BRAND LOOK

Textures

- | Simplicity, modernity and clarity are important when choosing backgrounds and textures. Solid colors bring the most clarity.



BRAND LOOK

Photographs and other imagery should stay in line with the Brand Voice and Look. Imagery used in communications and brand brochures should be simple and straight forward.

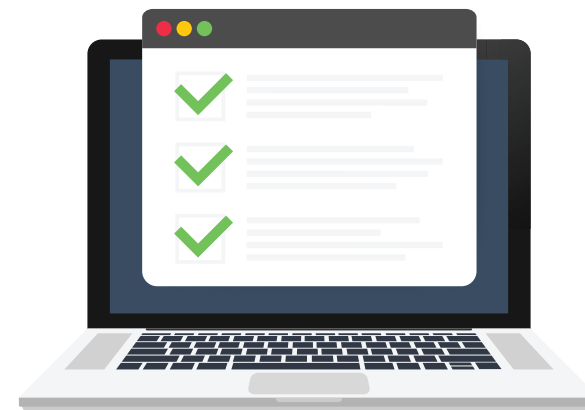
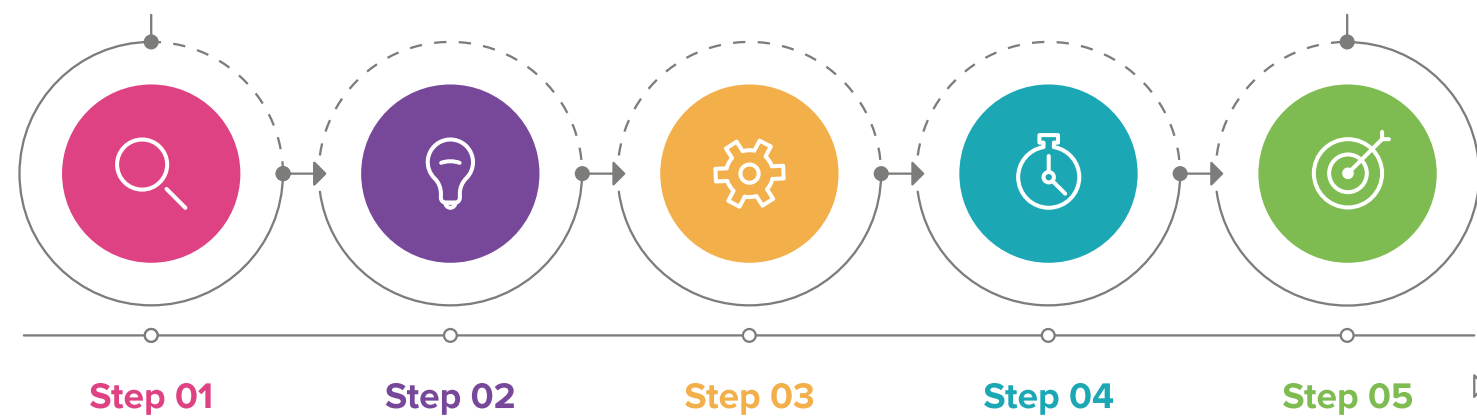
Photography

Show people happy with their online experience and using it to connect with others



Illustrations

Illustrations are used to show flow, instructions, solutions and motivation



Brand Tagline:

| Get Started

Brand Elevator Pitch

At Register.com, we believe that success online should be easy and attainable. With us you are, and always will be, in control of your online presence. We are here to support your goals and help your online influence grow. We have the experience, tools and capabilities to develop your full online presence, from domain registry to website deployment and security, and we back it all up with award winning customer service and support. Your dream, today. Get Started.

Communication Platforms

Main Platform: DM & Text

- Used to connect with - Andrew, Curry & Wanda
- Voice tone -confidence & wisdom
- Imagery - photography & emojis 😊

Secondary Platform: Email

- Used to connect with - Curry & Wanda
- Voice tone - confidence & wisdom
- Imagery - photography and illustrations

Social Media Priorities

Facebook - Used to connect with - Andrew, Curry & Wanda

- Voice tone - wisdom & nurturing
- Imagery - photography & illustrations

LinkedIn - Used to connect with - Andrew & Wanda

- Voice tone - confidence & wisdom
- Imagery - photography & illustrations

Instagram- Used to connect with - Andrew & Curry

- Voice tone - confidence & nurturing
- Imagery - photography

BRAND LIFE SUMMARY

Brand Soul

- | **Purpose:** Making online success attainable, easy and secure now and in the future.
- | **Condensed Mission:** To constantly innovate and give the tools and guidance needed to make it easy for people to confidently achieve success online.
- | **Brand Why:** We believe it should be easy for everyone to be successful online.

Brand Intelligence

- | **Brand Mindset:** Register.com constantly **innovates** and gives you the **tools** and **guidance** you need to make it easy to achieve **success** online with **confidence**.
- | **Brand Philosophy:** **Education** and **guidance** through simple, intuitive platforms helps our customers **innovate** and **achieve their goals**.

Brand Anatomy

- | **Brand Bone - Expertise** (Leg): Audience need addressed - support & trust; Audience benefit - knowledge
- | **Brand Bone - Innovation** (Leg): Audience need addressed - timeliness & return on investment; Audience benefit - success
- | **Brand Bone - Guidance** (Arm): Audience need addressed - education & understanding; Audience benefit - confidence
- | **Brand Bone - Simplicity** (Arm): Audience need addressed - easy tools & functionality; Audience benefit - self-sufficiency

Brand Personality and Voice

- | **Hero** - smart decisions, motivation **Magician** - nurturing, support **Tones:** confidence, wisdom, nurturing

Brand Community

- | **Larger Audience:** People who want affordable and easy to use web solutions. We connect with the project starters, the business owners, the innovators...the people who not only dream but set out to accomplish those dreams.

Brand Look:

register.com[®]

Brand Tagline: Get Started

Brand Language:

- | At Register.com, we believe that success online should be easy and attainable. With us you are, and always will be, in control of your online presence. We are here to support your goals and help your online influence grow. We have the experience, tools and capabilities to develop your full online presence, from do main registry to website deployment and security, and we back it all up with award winning customer service and support. Your dream, today. Get Started.

