

| brand book |

• онлайн

• сайт

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The background is a solid teal color. Overlaid on this are several concentric circles of varying shades of teal, creating a layered, circular pattern. The circles are centered on the left side of the image, with the largest circle encompassing the text.

**What is our
organization
all about**

CORE

CORE is a Swiss-based Association whose 60+ members are registrars and domain-name resellers with global reach, including areas using Cyrillic script. CORE has fifteen years of experience in the domain redistribution industry both as registrar and as registry provider.

Cyrillic domains .CAЇT and .OHΛAЇH are the latest project of CORE . Their so called „General Availability“ period starts on April 2, 2014; from this date everybody can register a new domain name on a first - come, first - served basis.

.САЙТ and .ОНЛАЙН concept

.САЙТ and .ОНЛАЙН

The „spice” of .САЙТ and .ОНЛАЙН.

.САЙТ and .ОНЛАЙН are the first and most evident general - purpose, cross - language, cross - country, cross-sector generic TLDs in Cyrillic. They give the opportunity: you, your activities, your searches, your organization, your company, your product...to be on the Internet especially IN YOUR OWN LANGUAGE.

They are widely used TLDs, oriented towards registrants and Internet users in Russia, Bulgaria, Belarus and Ukraine, while being also easily recognizable by the population of other neighboring Balkan and Baltic countries that use and/or are familiar with Cyrillic-script languages.

The .САЙТ and .ОНЛАЙН gTLDs will facilitate the creation of local content that is better accepted and easier to read and understand for Cyrillic-alphabet Internet users across the globe. Your website address being entirely in Cyrillic will be easier to write, remember and find on the Internet. These new domain names support all standard Cyrillic characters, including “ж”, “я”, “б”, “в”, “ц”, “д”, “ы”, “э”, “и”, “ї” etc., therefore your name or trademark will be displayed on the Internet in its original form. Cyrillic TLDs will help the registrants to find more effective and convenient ways to represent their activities, services, products and organizations online.

Create your .САЙТ!

The word „сайт” means „site” in the sense of the „web site”. .САЙТ is proposed for the BUSINESS, Governance, Institutions - corporate websites; Institutional sites; business pages, emblematic pages dedicated to physical sites of cultural heritage or governmental institutions, etc. Although its use is aimed to be for more formal websites it can also be connected with personal websites, like „моят.САЙТ”, „мой.САЙТ” (transl. „my.website”).

Which one is better? (examples):

київ.сайт
бизнес.сайт
кюстендил.сайт
автомобили.сайт
школа.сайт
сельский.сайт

kuyv-site.com
businessite.com
kjustendil-site.com
avtomobili-site.com
shkola-site.com
selskiysite.com

.САЙТ and
.ОНЛАЙН

Be .ОНЛАЙН!

The word „онлайн” means „online” in the sense of available on the Internet. .ОНЛАЙН is closer to the people. This IDN in Cyrillic will be more PERSONAL - for private homepages and blogs, youth organizations, modern currents. The big potential of having a domain name using the new generic Cyrillic TLD .ОНЛАЙН is its recognizability. Consequently it will be easily readable, memorable and findable. „Будь.ОНЛАЙН” (transl. „be.online”)!

Which one is better? (examples):

приключения.онлайн
музыка.онлайн
вечеря.онлайн
одежда.онлайн
коптивщица.онлайн
эйнштейн.онлайн

priclucheniaonline.com
musikaonline.com
vecherya-online.com
odezhda-online.com
koprivshitsa-online.com
einshtain-online.com

The background is a solid teal color. It features several concentric circles of varying shades of teal, creating a layered, circular pattern. The circles are centered on the left side of the image, with the largest circle filling most of the frame. The word "Logos" is written in a white, sans-serif font, positioned in the upper left quadrant of the image.

Logos

Separated Logos



**Each of our official logos is in two colors and this format can be used only over the white background. Otherwise, either the white or black variant should be used.*



**You can find and download the materials from this page on www.cyrillicregistry.com/materials-for-registrars*

Both Logos

• сайт • онлайн

OUR OFFICIAL LOGO

сайт
онлайн

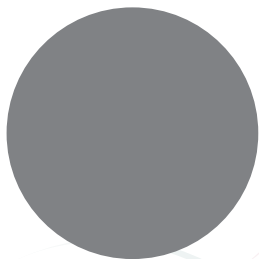
*Variation of our official logo,
best for vertical columns*

сайт
онлайн

*Variation of our official logo,
best for social networks*

Visual Identity

Colors



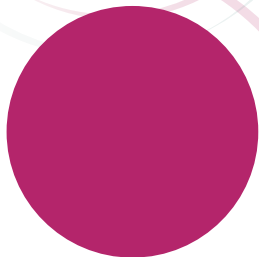
Basic Colour - in each logo

C: 0 M: 0 Y: 0 K: 60



Basic Colour - in .ОНЛАЙН logo

C: 91 M: 46 Y: 62 K: 9



Basic Colour - in .САЙТ logo

C: 7 M: 93 Y: 13 K: 23

Typo graphy

Keeping in mind that .CAЙT and .ОНЛАЙН logos use handmade artistic fonts we only advice you to use the text combined/next to the relevant logo to be in some of the SANS or Semi Typefaces, like the most used ones:

Arial

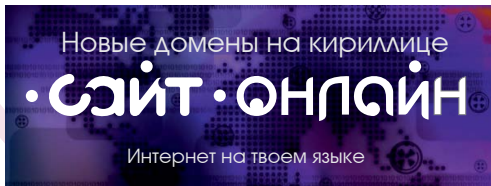
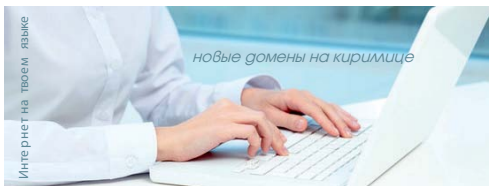
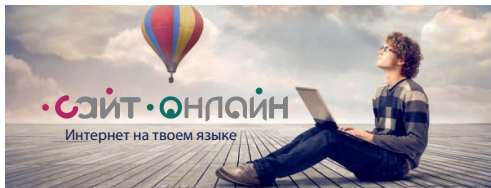
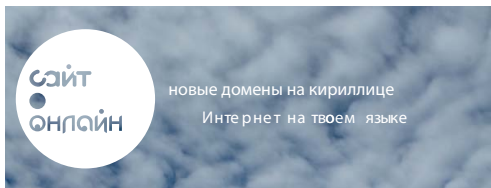
Calibri

Verdana

Candara

Image Style

We like this kind of photos!



*You can find and download the materials form this page on www.cyrillicregistry.com/materials-for-registrars

Branded Merchandise

Merchan- dise

We would like to give you here some examples of how to use our logos on different kinds of promotional materials. Again, the idea is: when you have a white background - use our colorful logos and the reverse, over other black or any other colourful background - use our white logos.



Merchan- dise

T-shirts



USB



BADGES

For more information:

If you have any further questions on this topic,
do not hesitate to contact us on:
promotions@corenic.org

www.cyrillicregistry.com

