.gay

MARKETING KIT

MEDIA & PARTNERSHIP:
Logan Lynn
.gay Director of PR, logan@toplevel.design

DOMAIN INDUSTRY:
Andrew Merriam
VP Business Development, andrew@toplevel.design

contents

TOPLEVELDESIGN

our story

On June 28th, 1970, LGBTQ communities joined together to honor the first anniversary of the Stonewall riots. On this "Gay Liberation Day," they marched proudly up New York City's Sixth Avenue to Central Park. With every step, banners held high, they proclaimed that "Gay is Good" — and stood together to denounce prejudice, persecution, bigotry and hate. Thus, the modern Pride Parade was born.

Fifty years later, and in the same spirit of that momentous first march, we proudly launched a new space for LGBTQ communities — .gay.

For decades, the internet has been a place where LGBTQ people go to build relationships, express themselves and be seen. It has long been a place of genuine connection. But for all the internet's openness and accessibility, within it also lies prejudice, hate and discrimination.

The launch of .gay presents an immense and incredibly exciting opportunity. Because with it, comes increased visibility and celebration of LGBTQ people, groups and businesses around the world, clear access to pertinent services and information, and more opportunities to keep LGBTQ communities safe online.

So, join us!

With a .gay domain, you honor decades of history and progress, while inspiring an inclusive, welcoming future for all. For every new domain registered, .gay donates 20% of registration revenue (not just profit) to address important issues facing LGBTQ communities. We are proud to support GLAAD and CenterLink as our inaugural nonprofit beneficiaries.

OUR .GAY DECLARATION

We believe that .gay is something special. It's the safer space where gay people can celebrate and connect online — without fear and without getting lost in the internet sea of straightness. It isn't just any domain. It's OUR domain.

research

We understand that there is no single, all-encompassing LGBTQ experience. Because of this, it was imperative that we engage the communities before launching .gay. In addition to years of preparation and listening to our friends, family and colleagues, we intentionally surveyed and listened to individuals who self-identify as LGBTQ. We also surveyed allies, business owners and people who do not identify as allies, to capture the broader public's perspective.

What we found supports a vision for .gay that is welcoming to all who stand with LGBTQ communities. Our domain will never intentionally exclude, but instead will welcome all viewpoints and forms of expression, except for those that harm or malign LGBTQ people. Our hope is that every site on .gay will support and celebrate all members of LGBTQ communities for who they are, and who they love.

We discovered that more than half of LGBTQ-identified people said they'd be more likely to use a .gay site because of the value they see for their communities. Respondents also shared that .gay would be inclusive and representative of LGBTQ communities, though of course being mindful of wider LGBTQ communities as our target audience will help ensure this spirit of inclusivity is accurately carried though.
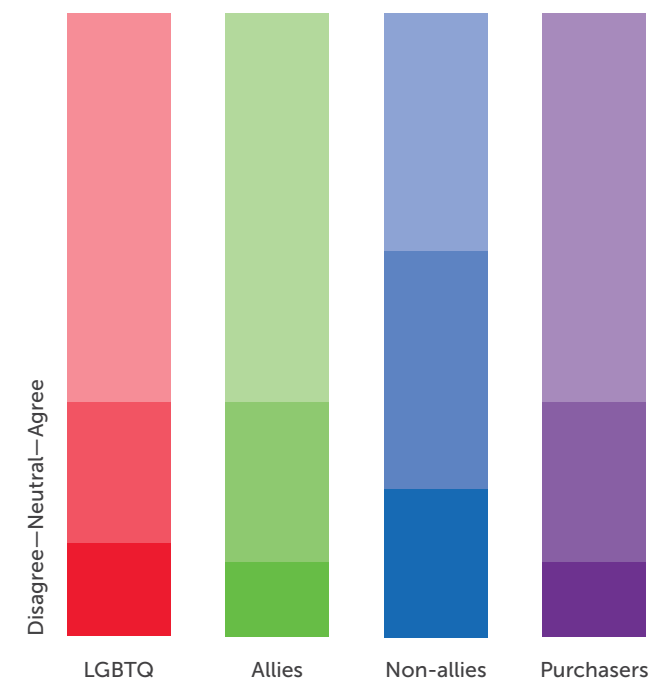
Additionally, we found that future users and purchasers agree that .gay domains have the potential to:

- Build more online spaces that accurately represent LGBTQ communities and create a better online experience.
- Strengthen relationships between LGBTQ communities and their allies.
- Help LGBTQ people and allies find businesses offering LGBTQ-specific content, and allow businesses to demonstrate their support of these communities.

To see who we talked to and how they responded, please see our Audience Perceptions Summary.

We fully support and still hope to work with the voices that do not feel represented by .gay. Regardless of how you identify or choose to support LGBTQ communities, know that .gay will always march with you in solidarity.

"A DOMAIN SUCH AS '.GAY' WOULD BE INCLUSIVE AND REPRESENTATIVE OF PEOPLE WHO IDENTIFY AS LGBTQ"

Disagree—Neutral—Agree

LGBTQ   Allies   Non-allies   Purchasers

Online survey of general consumer and website purchaser perceptions conducted by Edelman Intelligence, October 17 - October 23, 2019, in the United States.

Q21: how much do you agree with the following: "A domain such as ".gay" would be inclusive and representative of people who identify as lesbian, gay, bisexual, transgender, asexual, etc." , Q22: Can you please indicate why you do not agree with the statement below? "A domain such as ".gay" would be inclusive and representative of people who identify as lesbian, gay, bisexual, transgender, asexual, etc." , Base: N All=1000, Non-purchasers=850

audience

We've devoted years of thoughtful planning to ensure .gay delivers on our important mission to create a distinctive and safer digital space that connects and celebrates LGBTQ communities in a way everyone can support.

Like rainbow Pride stickers adorning local shop windows as a beacon of acceptance, .gay serves as the virtual equivalent, welcoming all customers and communities. A badge of honor, .gay invites everyone in, while simultaneously closing the door on hate, bigotry and prejudice. It's a space for businesses, organizations and individuals to belong, stand out and stand together — for something bigger than themselves. It's for you. And for all.

From accomplished artists and budding small business owners, to inclusive global brands, dedicated LGBTQ organizations and the allies who support them — everyone is welcome at .gay.

the .gay difference

.GAY GIVES

With .gay, we created a dedicated space for the global LGBTQ population, enabling better support for businesses and communities around the world.

We want to ensure that .gay directly benefits LGBTQ people — both online and in the community. This is why .gay breaks the industry mold by donating 20% donation of all new registration revenue to benefit LGBTQ nonprofit groups. In short, every new .gay domain registered directly helps address important issues facing LGBTQ communities.

.GAY CARES

Our ".gay Rights Protections" establish .gay as an LGBTQ-friendly internet space. This policy discourages homophobic, anti-LGBTQ usage and provides specific remedies for domains that intentionally use .gay to malign or harm LGBTQ individuals or groups. We are committed to having clear, enforceable policies and expect all domains/owners to comply

with all stated provisions. We realize and accept that we cannot single-handedly transform the entire internet into a safe, supportive place for LGTBQ communities, but that does not mean we accept the status quo.

As an overarching rule, we do not tolerate any hate speech, threats or harassment of a protected class, including race, gender expression or sexual orientation. Any malicious intent to harass, defame or discriminate is strictly prohibited.

To read more about proper codes of conduct and/or report abuse, please visit the .gay Rights Protections Policy.

Verified reports of violations can result in the domain being suspended, preventing the site from resolving. Also, .gay prohibits registrations to parties that are, or are associated with, recognized hate groups. Additionally, .gay domains with forum websites must have enforcement policies and capabilities to respond to contributor behavior that violates the above.

guidance

Language is ever evolving and especially complex when describing groups of people. What was acceptable a few years ago may no longer be appropriate today. Conversely, communities (or subsections of a community) sometimes reclaim pejorative terms. These terms remain off limits to those outside the community and are often still considered offensive to certain people.

Our general advice: assume a broad, diverse audience and always be conscientious.

.gay approaches messaging in an inclusive manner. When .gay messaging references the broader communities, we recommend using "LGBTQ." Additionally, to guide you in choosing acceptable language, .gay defers to guidelines established by GLAAD. ([Download the PDF Here](#))

GLAAD's Media Reference Guide is intended for media and entertainment creators who seek to tell LGBTQ people's stories fairly and accurately. It is not intended to be an all-inclusive glossary of language used within all LGBTQ communities, nor is it designed as a prescriptive guide for LGBTQ people.

USE THE RIGHT WORDS

Language is important. When discussing .gay and LGBTQ communities, we encourage you to use culturally responsive, inclusive and appropriate language that avoids proliferating stereotypes, misgendering individuals and perpetuating harmful narratives online. Here's an initial list of appropriate terms and language to avoid:

RESPECTFUL VOCABULARY:

Use these terms and phrases as appropriate. Always confirm how a person wishes to be identified — don't make assumptions.

- **Gay:** describes people whose enduring physical, romantic, and/or emotional attractions are to people of the same sex (e.g., gay man, gay people).
- **Gender Identity:** a person's internal, deeply held sense of gender. For transgender people, their own internal gender identity does not match the sex they were assigned at birth.
- **Gender Expression:** external manifestations of gender, expressed through a person's name, pronouns, clothing, haircut, behavior, voice and/or body characteristics. Society identifies these cues as masculine and feminine, although these will vary over time and by culture.
- **Lesbian:** a woman whose enduring physical, romantic and/or emotional attraction is to other women. Some lesbians may prefer to identify as gay (adjective) or as gay women.
- **Sexual Orientation:** fully inclusive description of an individual's enduring physical, romantic and/or emotional attraction to members of the same and/or opposite sex. People need not have had specific sexual experiences to know their own sexual orientation; in fact, they need not have had any sexual experience at all.

- **LGBTQ:** acronym for lesbian, gay, bisexual, transgender and queer. Sometimes, when the *Q* is seen at the end of *LGBT*, it can also mean questioning. *LGBTQ+* and/or *LGBTQIA+* are also often used.
- **Out:** a person who self-identifies as LGBTQ in their personal, public and/or professional lives. *Openly gay* is also sometimes used.
- **Bi, Bisexual:** a person who has the capacity to form enduring physical, romantic and/or emotional attractions to those of the same gender or to those of another gender. Do not use a hyphen in the word "bisexual," and only capitalize bisexual when used at the beginning of a sentence.
- **Trans:** used as shorthand to mean transgender or transsexual, or sometimes to be inclusive of a wide variety of identities under the transgender umbrella.
- **Transgender:** an umbrella term for people whose gender identity and/or gender expression differs from what is typically associated with the sex they were assigned at birth; should always be used as an adjective (not a noun). Find more resources at glaad.org/transgender.

USE CAUTION:

Some phrases warrant extra care. As always, confirm an individual's self-identification before using the below terms.

- **Gay Community:** the term *gay community* should be avoided, as it does not accurately reflect the diversity of the community. Rather, *LGBTQ communities* is preferred by GLAAD, and at .gay we also use the LGBTQ acronym to describe the broader communities.

- **Queer:** is not universally accepted and may be considered derogatory by some among the LGBTQ communities. Despite being reclaimed in recent years, avoid this term unless you've confirmed that it is how the individual, group or business you're representing or engaging wants to be identified.

- **Transsexual:** unlike transgender, transsexual is not an umbrella term. If preferred, use as an adjective. Many transgender people do not identify as transsexual and prefer the word transgender. It is best to ask which term a person prefers.

DO NOT USE:

Don't even go there! Avoid the following terms — they're outdated, inaccurate and/or derogatory. For the full list of derogatory terms, words and conditions to avoid, visit GLAAD's Media Reference Guide.

- **Homosexual/Homosexuality:** outdated clinical term considered derogatory and offensive.

- **Lifestyle:** inaccurate term used by anti-LGBTQ extremists to denigrate LGBTQ people. As there is no one straight lifestyle, there is no one LGBTQ lifestyle.

- **Sexual Preference:** typically used to suggest that being attracted to the same sex is a choice and therefore can and should be "cured."

- **Transvestite:** outdated and problematic term due to its historical use as a diagnosis for medical/mental health disorders. Do not use unless someone specifically self-identifies that way.

social

All posts need links and social handles. The .gay profiles and hashtags listed below should be used to help connect your posts to the larger .gay social ecosystem. See the following page for copy examples for your social media posts.

.GAY SOCIAL HANDLES

- Facebook: @OfficialDotGay
- Instagram: @OfficialDotGay
- Twitter: @dotGay
- TikTok: @dotGay
- YouTube: @dotGayLLC
- LinkedIn: @DotGay

.GAY SOCIAL HASHTAGS

- #DotGayLovesYou
- #DotGayGives
- #DotGayCares
- #DotGayIsHere
- #DotGay
- #GetDotGay
- #LGBTQ
- #Domain
- #DomainNews
- #OpenToAll

Still unsure? Check out GLAAD's Media Reference Guide for more information on gender identity and other topics related to the LGBTQ communities.

copy examples

Use these templates to develop your own social content tailored to your audience. Be sure to familiarize yourself with the GLAAD Media Reference Guide so that you can respectfully refer to LGBTQ people and communities.

SOCIAL POST, SHORT

A: We're proud to announce our partnership in and support of the launch of a first-of-its-kind digital space for #LGBTQ communities. Join us in welcoming .gay*!

B: OH HEY!! We finally get to share the news that we're helping to launch the internet's newest #LGBTQ platform: .gay. Join us and learn more.

SOCIAL POST, LONG

In June of 1970, #LGBTQ communities joined together to march in honor of the first anniversary of the #Stonewall riots and the modern #Pride parade was born. In the same spirit of that momentous first march, we are proud to partner with a new destination for LGBTQ communities—.gay.

.Gay provides a distinctive digital space devoted to connecting and celebrating members of LGBTQ communities and their allies. Join us and learn more about .gay.

LANDING PAGE, SHORT

It's not just a domain... it's OUR domain.

For LGBTQ individuals, organizations, businesses and their allies, .gay serves as a virtual Pride flag and inclusive badge of honor. A .gay domain helps everyone, whether small business, global organization or individual ally, express their support and celebration of LGBTQ communities.

LANDING PAGE, LONG

It's not just a domain... it's OUR domain.

For LGBTQ individuals, organizations, businesses and their allies, .gay serves as a virtual Pride flag and inclusive badge of honor. From personal artist profiles to Fortune 500 companies everyone is welcome in the .gay family.

A .gay domain helps everyone, whether small business, global organization or individual ally, express their support and celebration of LGBTQ communities. But .gay doesn't just look good in your profile bio, email address or on your business card — it does good, too! For every domain, .gay dedicates a 20% donation from all new registration revenue to benefit LGBTQ nonprofit groups. This year, .gay is proud to support GLAAD and CenterLink, as inaugural beneficiaries.

LAUNCH EMAIL EXAMPLE (FROM/FOR PARTNERS)

Hello _____,

In June 1970, LGBTQ communities joined together to march in honor of the first anniversary of the Stonewall riots. And thus, the modern Pride parade was born. In the same spirit of that momentous first march, we are proud to partner with .gay, a new space for LGBTQ communities.

We see .gay as an enormous and incredibly exciting opportunity to celebrate, support and uplift LGBTQ communities. And because we know there is no one, all-encompassing LGBTQ experience or worldview, know that .gay sees and supports you even if you do not feel represented by .gay.

We know that .gay should, and will, directly benefit LGBTQ communities. Its mission is to celebrate and connect LGBTQ people as well as their allies, and it creates an entirely new platform for LGBTQ support and visibility. To that end, 20% of .gay's new registration revenue (not just profit!) will be donated to address important issues facing LGBTQ communities. We're proud to share that .gay's inaugural beneficiary partners are GLAAD and CenterLink.

We are so excited about .gay and its beneficial community impact. We invite you to join us in these efforts.

Thank you,

[Insert partner organization]

Learn more about .gay and how you can register your own domain: visit [insert splash page HERE].

We will share our social channels once we are live so you can tag us directly!
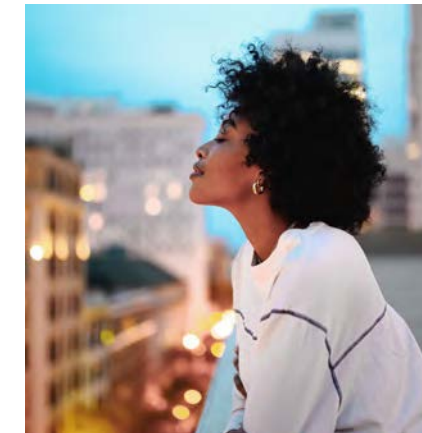
brand guidelines

In the spirit of representation, it's essential for .gay to lead through our values. This commitment ensures that our audiences are seen and heard. As brand managers and marketers, we sit at the front lines, and share the responsibility of creating content that reflects the diverse LGBTQ communities, encourages respectful conversations, and inspires social change.

Beyond diversity, we believe that inclusive imagery and photography will resonate with LGBTQ people and allies when they:

- Consider the impact of the content, not just the intention.
- Break societal and advertising norms to highlight anyone who is under/misrepresented, not limited to LGBTQ but also race, gender, age and physical abilities.
- Show a wide range of people doing common, relatable things (e.g. pet ownership, kissing, hiking, etc.) to balance the burden of representation.

We have collected photography and visual imagery for us and our partners in a gDrive of .gay Assets

logo guidelines

FULL COLOR LOGO

For color breakdown, refer to page 19 of this guide.

Download all versions of the logo here.

SINGLE COLOR LOGO

We encourage partners to use their best judgment when selecting a single color version of the logo, available in white, black and the primary magenta.

x

SAFETY AND CONSTRUCTION

Please maintain a minimum border (x) around all edges of the logo in order to increase readability and impact.

ALTERNATIVE MARKS

We discourage breaking the rainbow motif from the logotype. However, the rainbow motif can be used as a recognizable mark once the full logo has been introduced elsewhere. Please contact the .gay team if you have any questions about the usage of this — or any other — element.

PRIMARY COLORS

The .gay primary colors are featured on the logo.

C0 M100 Y42 K0 R237 G17 B98 #ed1162	C0 M33 Y100 K0 R252 G179 B22 #fcb215	C64 M0 Y100 K0 R101 G188 B70 #65bc45
	C89 M59 Y0 K0 R23 G106 B180 #1769b3	C71 M97 Y3 K0 R109 G50 B143 #6d318e

SECONDARY COLORS

When using secondary colors, strive to showcase them in classic rainbow order (shown here). The .gay secondary colors are listed below and should not be substituted with other versions of each color.

C0 M100 Y90 K0 R237 G27 B47 #ed1b2e	C0 M80 Y89 K0 R241 G90 B50 #f15a32	C0 M33 Y100 K0 R252 G179 B22 #fcb215	C64 M0 Y100 K0 R101 G188 B70 #65bc45
C78 M9 Y49 K0 R11 G169 B152 #0ba998	C89 M59 Y0 K0 R23 G106 B180 #1769b3	C71 M97 Y3 K0 R109 G50 B143 #6d318e	C0 M100 Y42 K0 R237 G17 B98 #ed1162

frequently asked questions

Below please find responses to our frequently asked questions. If you would like to learn more or how to register your own domain, please reach out to info@toplevel.design.

Who is the intended audience for the .gay domain?

.gay is open to all. We've devoted years of thoughtful planning to ensure .gay delivers on our important mission to create a distinctive digital space that connects and celebrates LGBTQ communities in a way everyone can support. We are proud to join a growing cohort of diverse domains and we view .gay as being a microcosm of broader LGBTQ communities across the globe. Our greatest hope is that everyone will feel safe, supported, and celebrated for who they are, and who they love.

What makes .gay unique?

While .gay is operationally similar to other domain extensions, it's also an industry-changing pioneer. First, .gay creates a completely new medium for LGBTQ visibility, positivity and support. Second, it's the first domain to fund LGBTQ causes with every new domain registered. Additionally, .gay strives to be a safer space and has policies in place to ban or remove anti-LGBTQ usage, including harassment, threats, and hate speech. This unprecedented commitment means that for years to come, .gay will continue to directly support key issues that face LGBTQ communities.

Does .gay isolate or exclude members of LGBTQ communities?

No! Studies have shown LGBTQ individuals are more likely than heterosexual individuals to struggle with social isolation. We believe the .gay domain will provide a platform for direct connection, allowing LGBTQ communities to be seen and celebrated. Further, we believe that choice is empowering, and we support individuals choosing the domains that most resonate with them. We recognize that the .gay domain may not be for everyone. But we hope they are heartened by the fact that .gay exists and that we are engaged with — and giving back to — LGBTQ communities.

That said, it was imperative that we engage the communities at-large and learn from a variety of lived experiences before launching .gay. We intentionally surveyed and listened to individuals who self-identify as LGBTQ. To see who we talked to and how they responded please see our Audience Perceptions Summary.

How will LGBTQ communities benefit from .gay?

For decades, the internet has been a place where LGBTQ communities go to build relationships, express themselves and be seen. It has long been a place of genuine connection. With .gay we are taking this one step further, by creating a dedicated space devoted to connecting and celebrating members of LGBTQ communities and their allies.

Further, we want to ensure that .gay will benefit LGBTQ people and communities. This is why we're dedicating a 20% donation from all new registration revenue (not just profit!) to benefit LGBTQ nonprofit groups each year. That means that every new .gay name registered directly helps address key issues facing LGBTQ communities.

How will .gay remain a safe space for members of LGBTQ communities?

We feel a great sense of responsibility to the communities we are engaging and partnering with on .gay, and we take this piece very seriously.

Our .gay Rights Protections policy establishes .gay as an LGBTQ-friendly internet space with a robust set of enforceable policies and procedures. This policy discourages homophobic, anti-LGBTQ usage and provides specific remedies for domains that intentionally use .gay to malign or harm LGBTQ individuals or groups. While the Registry is unable to monitor all content hosted on .gay domains in real-time for compliance, it will accept and investigate complaints in accordance with this policy.

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