

VISUAL IDENTITY GUIDE

BRAND KIT

Everything you need to use the .co identity correctly:
logo, color, type, spacing and ready-made components.

2026 EDITION



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LOGO

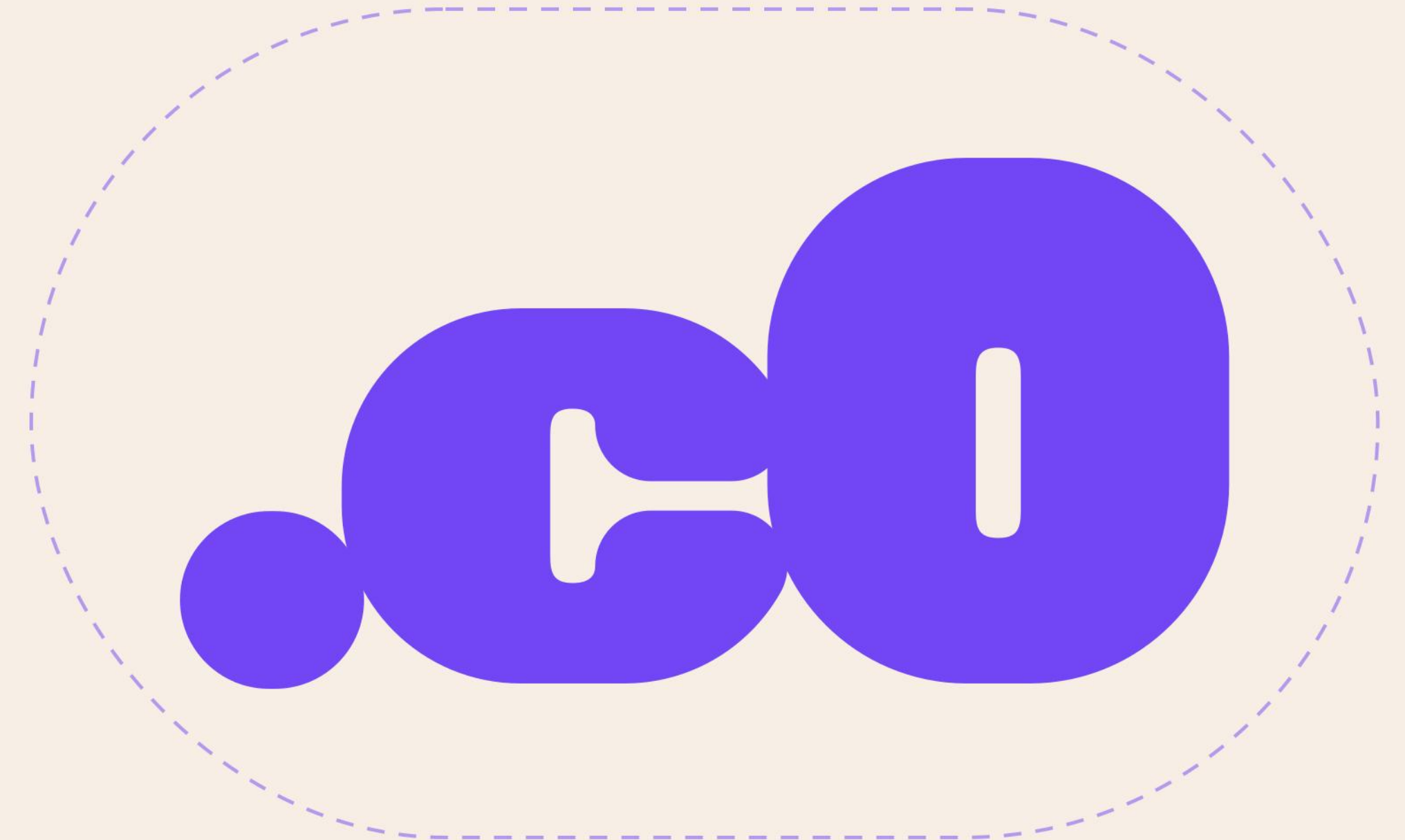
The .CO logo adapts to any format. It can be extended or reduced depending on the layout. A reserved clear space must always remain free around it, so it never interferes with text — equal to the height of the dot.

PRIMARY LOGOTYPE

.CO

Rounded, friendly, extendable. Always keep proportions.

CLEAR SPACE = HEIGHT OF THE DOT



COLOR

Neon yellow and purple lead the brand. Neon yellow is used ONLY for text. Others follow the proportions below.



PROPORTION OF USE

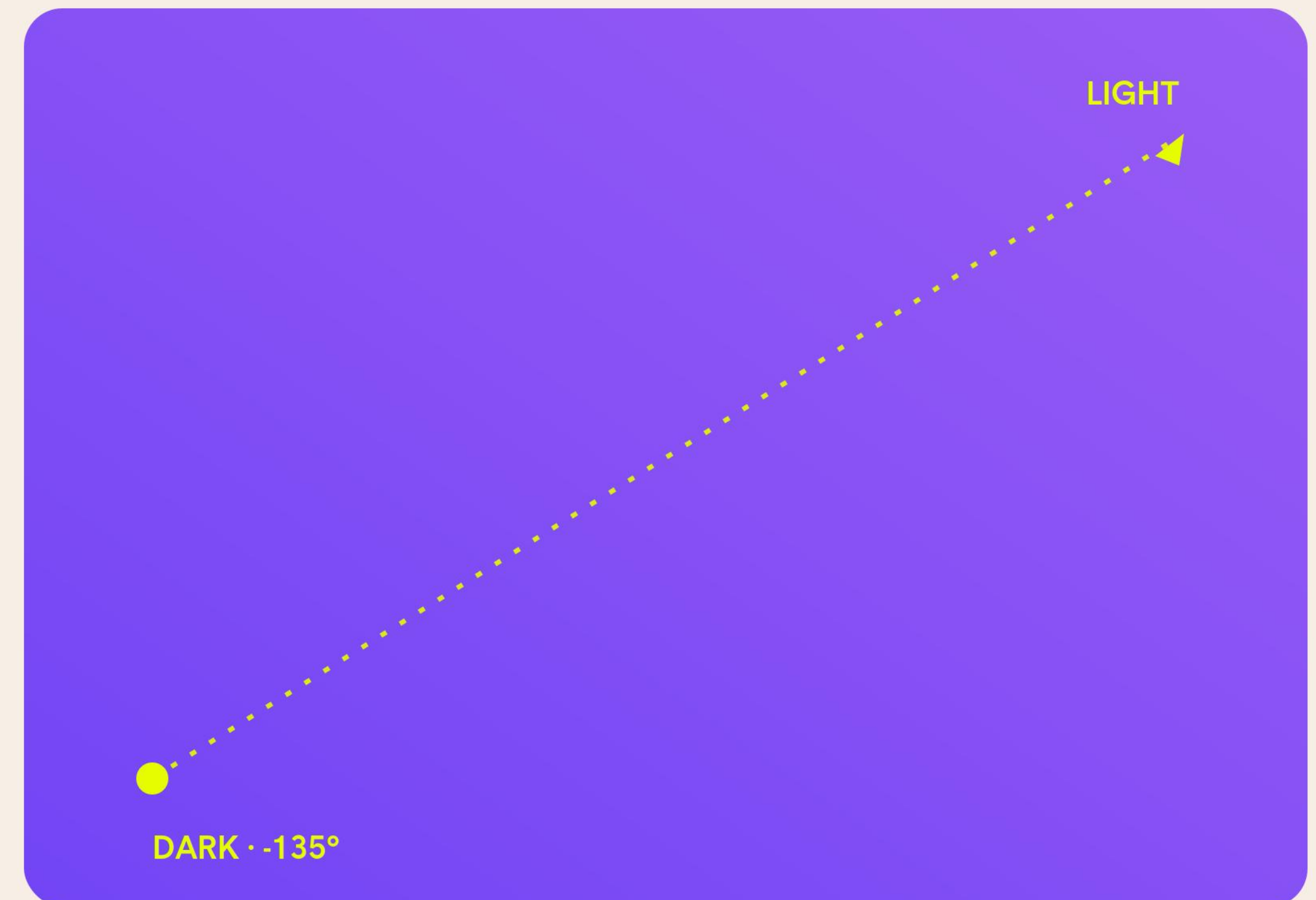


GRADIENT

When color is used as a background, it must always be applied as a gradient — reinforcing the brand idea of progression: moving toward something bigger.

The gradient runs dark → light at a -135° angle, with the lightest point in the top-right corner.

Neon yellow never uses gradients — it is reserved for text and always stays solid.



TYPOGRAPHY

PRINCIPAL · HEADLINES

BAIKAL

Extra Condensed Bold — used for the first, most prominent word.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

COMPLEMENTARY · BODY

Basetica

Medium / Regular — used for body copy and sub-headlines.

HIERARCHY

The first word (Baikal) is the 100% width reference.
The second line (Basetica) spans 60–70% of that width.
Registrar tags (mono) sit at the bottom, ≤ 40%.

Text is ALWAYS left-aligned. Never centered.

GROW FAST

100%

START .CO

60–70%

GET YOUR .CO AT

BIGWITH.CO

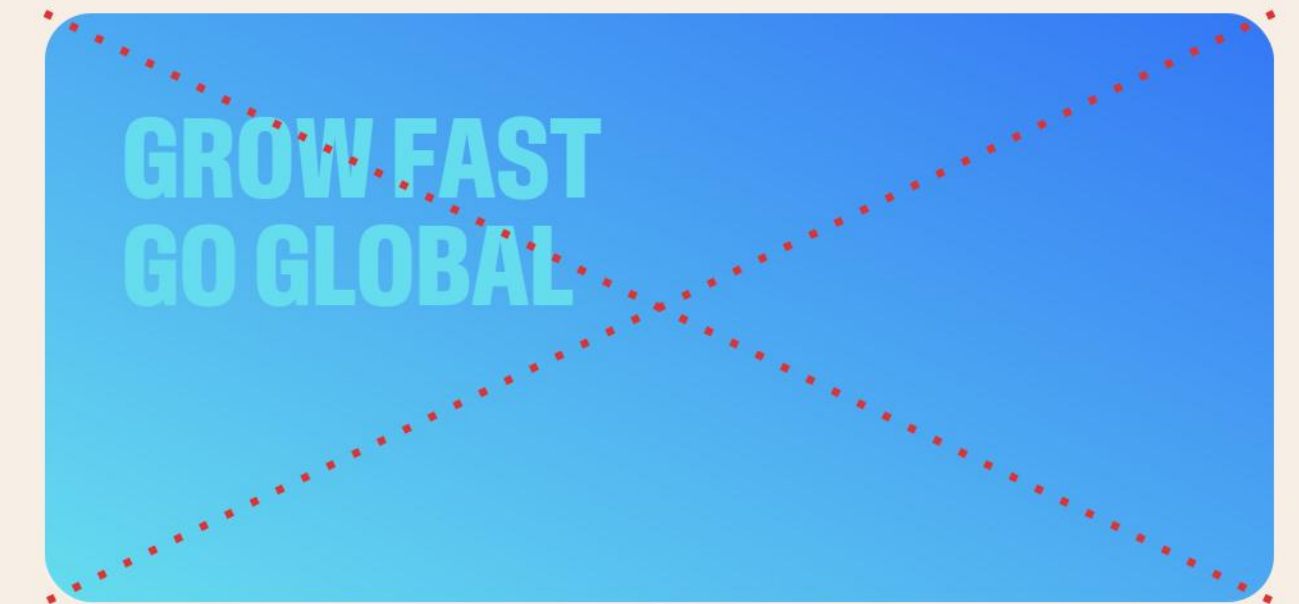
40%

INCORRECT USES

- A. Don't use background colors as text.
- B. Don't use gradients in typography.
- C. Don't use the same color for bg + text.
- D. Don't use neon yellow as a background.



A. Background color used as text color.



C. Same-family color, bg and text.



B. Gradient applied to typography.

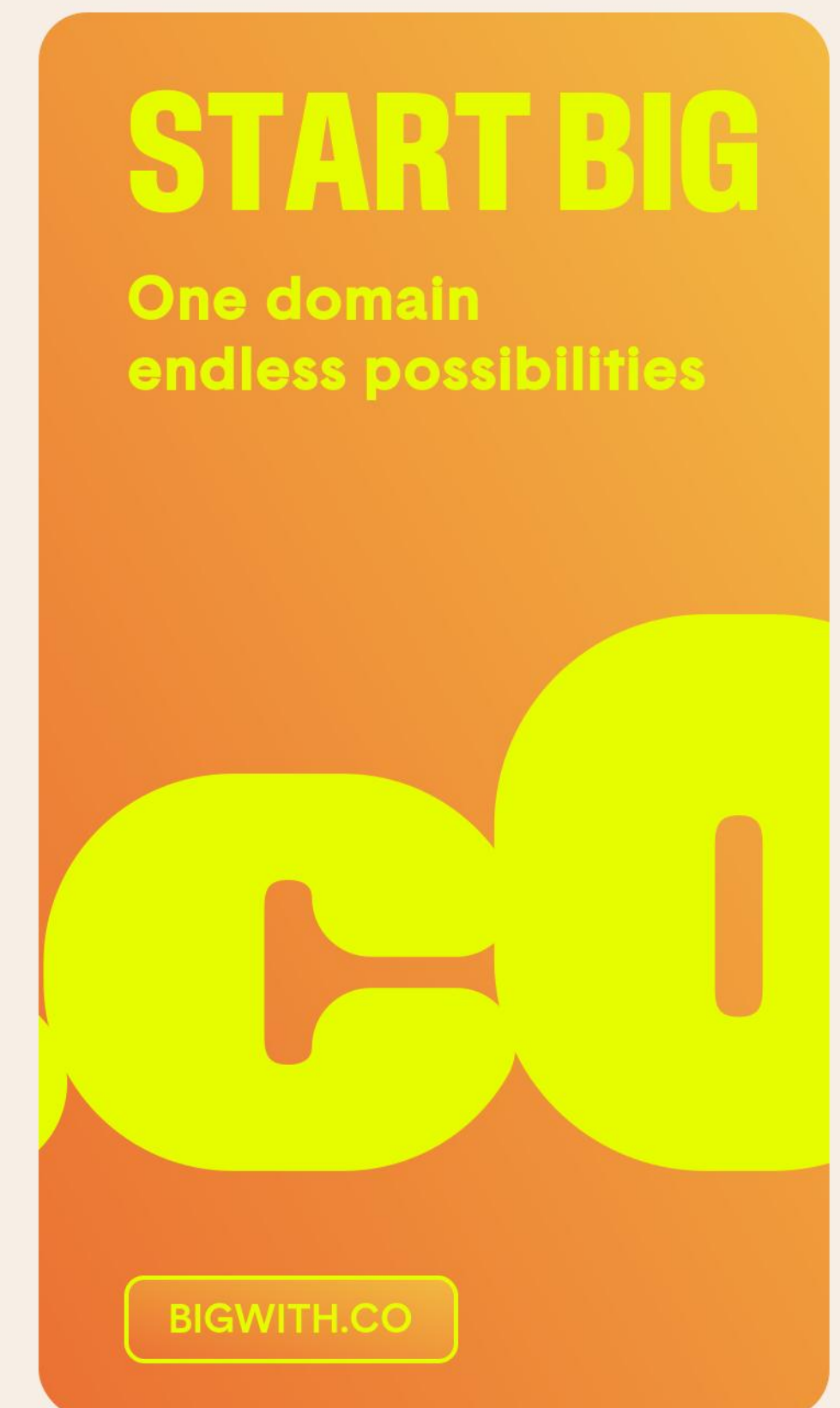


D. Neon yellow used as a background.

READY TO USE

The pack includes ready-made pieces for social, web and animation — all following these rules:

- Gradient backgrounds (-135°)
- Yellow for text only
- Left-aligned hierarchy
- Registrar tags at the bottom



VISUAL IDENTITY GUIDE

START WITH .CO

One domain, endless possibilities.

bigwith.co

