



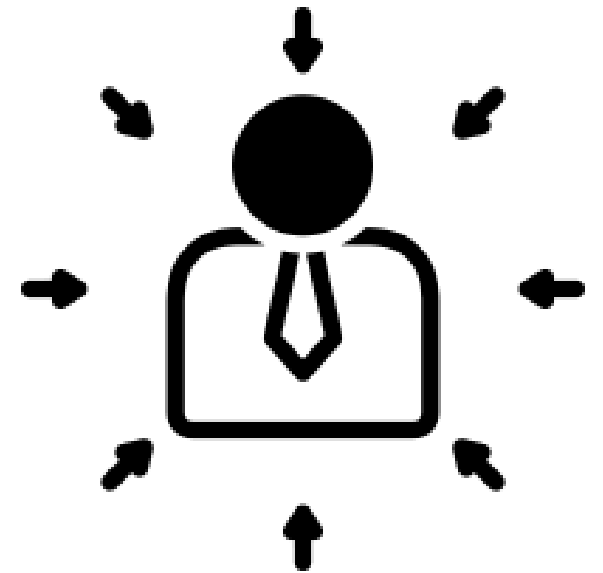
Branding at LK Domain Registry

About Me

Name - Avishka Kariyawasam

Occupation - Senior Registrations Officer at LK Domain Registry

Education - University of West of England



Who we are

LK Domain Registry is the sole administrator of .lk domains in Sri Lanka.

As the national Internet domain, we provide the unique brand identity on the internet.

We are the first registry to register two IDN's.

Branding

What is Branding

“Brand is a name, term, design, symbol, or any other feature that identifies a product or service as distinct from those of other sellers”



Source : American Marketing Association (AMA)

The Power of Branding in ccTLDs

- National Identity
 - ccTLD represents the country on the internet
- Global Visibility
 - Users from around the globe will know the country of the domain
- Promotes Local Businesses and Culture
 - Valuable online asset to establish the digital presence internationally
- Community Engagement
 - Create a belonging and use as a symbol of the country



Two Different Methods of Branding related to TLDs

- Customer branding in their domain name

Ex- ikman.lk

- Branding of the LK Domain Registry
- We concentrate on the 2nd one today



Major Brands of LK Domain Registry



Major Brands of LK Domain Registry



BestWeb.LK stands out as Sri Lanka's sole web design competition to showcase and enhance web presence across the country

DigiGo.lk

DigiGo.lk, a platform that forming a Digital Playbook for SME's under the brand DigiGo.lk.

Elite Club

The Elite Club is an exclusive service tailored for customers seeking a seamless domain registration process without the hassle of filling out detailed information and we handle all concerns related to your registered domains, ensuring a trouble free experience

- No request submissions from you
- Personalized Assistance
- Service at your doorstep
- Immediate and priority service

ELITE CLUB

How we promote .lk domains

Major Brands are always connected to the main brand and we take .lk to the customers through the brands which we have under LK Domain Registry.

Further, there are multiple channels to promote .lk domains such as Resellers, Social Media, Partnerships, Seminars.

Our branding guidelines and policies

- Brand Personality
- Logo Guidelines
- Publications
- Affiliations
- Digital



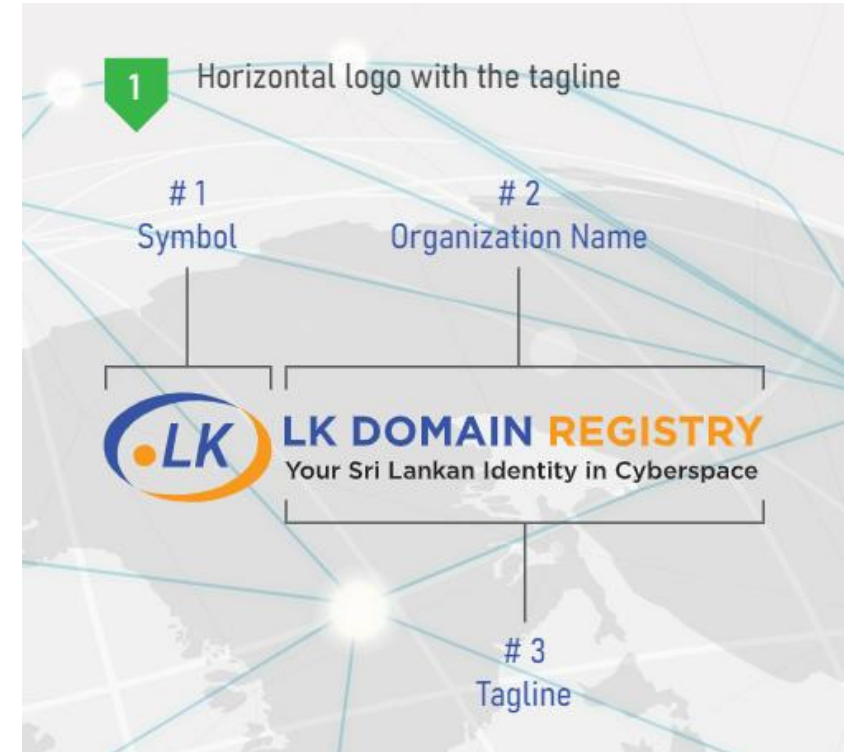
Brand Personality

- Our Values
- Branding Attributes
- Tone of voice



Logo Guidelines

- Primary version of the logo
- Always use approved artwork
- Don't Re-create
- Always scale it properly



Points to remember !

- ccTLD is unique to your country
- Brand represents not only the Registry but also the Country
- Build and protect your brand





LK DOMAIN REGISTRY

Your Sri Lankan Identity in Cyberspace

THANK YOU!

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