

The UK's internet champion

From Nominet, the guardian of the UK internet space, comes the UK Domain Family.

For the last three decades, the internet has seen significant growth across the world, featuring what are now familiar and established domains. From 2014 hundreds of new top-level domains will be launched worldwide. The internet landscape is evolving and we are at the forefront of that change.

Shown here are the core products of the UK Domain Family which between them represent millions of websites.

.co.uk

The number one space for UK businesses online is .co.uk and we champion UK business here.

.org.uk

Non-commercial UK endeavours flourish in their home at .org.uk

.me.uk

For individuals .me.uk hosts personal blogs and websites.

.uk

And now the newest member of the UK Domain Family .uk launches, offering a shorter, sharper domain for online pioneers to define in this next era of the web.

About this pack

How we communicate the different purposes and mutual benefits of each product is a huge part of our own future and the future growth of the UK internet.

We have developed this pack to help you understand the new brand identity and the different positioning and audiences relevant to each product in the UK Domain Family.

UK domain family

Choosing the right domain

There are four primary products that make up the UK Domain Family, each with their own distinct purposes and identity.

Alongside each domain logo is a short description of the domain and how you can position each one to your customers, helping them to make the right choice.



The shorter, sharper domain

You are at the forefront of the contemporary online landscape with .uk – the domain for online pioneers.



The No. 1 domain for British business

Prosperous, trusted, and populated with brilliant businesses, you're in good company at .co.uk.



For your cause

It's all in the name: with a .org.uk address, you'll instantly distinguish your site as non-commercial, and champion your cause or community.



A place for you

Your idea, your story, your adventure. Whatever you want to make of it .me.uk is the place for you.

Other domains

These four domains also form part of the UK Domain Family. They are specific to the industries and sectors that use them and require certain criteria to be met before registering.



The domain for schools*



The domain for private limited companies*



The domain for public limited companies*



The domain for Internet Service Providers only*

UKdomain family

For everyone

We are the UK's internet champion. This simple but meaningful phrase is the overall brand mission of the UK Domain Family. Through our domains, we enable a brighter, safer and more prosperous future for all the people that use them.

This responsibility, combined with our unfaltering passion and expertise, makes our domains champions of all British online endeavours - from personal sites, to community ones and online business - at home and on the world stage.

The personality of the UK Domain Family is based on our core values - we are a guardian, we are proud and we are reliable. Warm, approachable and with a smattering of the famous British sense of humour, our brand and our domain family is designed to be engaging and inclusive for everyone.

Guardian

We carry a public mission with integrity and strength. In representing the UK, we are authentic and inclusive.

Proud

We celebrate the brilliance of Britain and support our nation's enterprise, from individuals to industry, and culture to charity.

Reliable

We are secure and trusted due to our technical brilliance. Simple and authoritative.



The shorter, sharper domain

The internet landscape is changing. The newest product in the UK Domain Family is .uk, and it is at the forefront of the online revolution, offering an exciting new territory for online pioneers to make their own.

It's short and it's sharp. This is the domain for fearless, modern, digital natives – people ready to make their mark in uncharted online territory.

Who's it for?

We are targeting digital natives and online pioneers – a more tech savvy crowd, eager to learn and explore online. They're confident and creative. We're here to inspire them to continue to define .uk and realise their ambitions online.

What are we telling them?

.uk has got a bit more attitude than some of the UK Domain Family members – it's new and it's making its mark. The passion of our users as they define this new domain will be reflected in our enthusiasm and encouragement.

Pioneering

.uk represents opportunity – anything goes and it's yours to define. Bold, fearless, brave – digital explorers can establish their online presence and businesses here.

Modern

The domain for tomorrow, .uk is modern through and through. If it's new online, it's happening here.

Credible

We may be a new territory, but we're safe and secure.
.uk is built on a wealth of experience.

Dynamic

Fast moving, ever evolving.
Change happens here.



The No. 1 domain for British business

Established, solid and trusted, .co.uk is the most popular domain for business and enterprise in the UK. One of the most well-known domains in the world, this is the online arena in which UK businesses can flourish.

Because .co.uk is so well known and familiar to everyone, we help support new users as they take their first steps into online business. We ensure that they know they are in safe hands with a domain where they can prosper.

Who's it for?

We are targeting SMEs who are both starting out or growing their business online. They'll have questions and concerns, but they'll also be ambitious and driven. Our primary purpose is to guide them, particularly if they are getting online for the first time.

What are we telling them?

We are informed, straight-talking and honest and that's why our customers' trust us. More than anything, we are helpful, offering support and acting as a guide for our customers to consult. We are clear and explanatory bringing clarity, not confusion.

Heavyweight

We're powerful. The .co.uk domain lends its credibility to each and every website on it, representing solid British enterprise.

British

With years of experience representing British business online, the UK is our heritage, our present and our future. We represent everything wonderfully British, both to our own nation and to the wider world.

Trusted

4 out of 5 people searching online in the UK prefer .co.uk websites. We're recognised and well respected.



For your cause

Everything third sector lives here online. Proudly non-commercial, .org.uk is the space for charities, community groups, public services, and not-for-profit organisations.

Who's it for?

Our users are passionate about their cause and community. We aim to help them to turn the volume up on these causes by ensuring that .org.uk is the best place for them to build their site amongst like-minded company.

What are we telling them?

Our third sector positioning allows us to be a little less corporate, but we remain professional and proper. The one thing we never lose is our optimism and positivity in our communications – we're always upbeat in our tone. All kinds of causes are championed on this domain, some very sensitive, so we are always understanding and personable.

Not-for-profit

It's the essence of .org.uk, and we're proud of it. Every .org.uk shares this positioning, and the domain represents this.

Respectful

We're proud, but we're not loud.
We're measured and respectful.

Spirited

There is a passion behind all the causes and endeavours which build their online presence with .org.uk, and we echo this spirit.



A place for you

There's a space for everyone online, and the domain for individuals is .me.uk.

Whether people are launching a blog, a portfolio, a social news stream or a site to show off hobbies and talents, this domain is the place for individuals to build a unique online presence.

Who's it for?

Anyone and everyone who wants to create a site that represents them as an individual, or their personal projects, passions and hobbies, can find their space with us here. Individual and unique, one size doesn't fit all.

What are we telling them?

As the most personal domain, this means we can be a bit more informal and conversational when speaking to our .me.uk audience. We're there to be supportive and encouraging. We speak like we're talking to friends when we talk to these users.

Personal

A more approachable domain than some corporate alternatives, .me.uk represents people. It's human and accessible.

Celebratory

It's uplifting and celebrates the brilliant endeavours of our users. From bright new talent to individual insights to cutting-edge creativity.

Ambitious

This is a domain full of opportunity, and we encourage our users to fulfil their online ambitions with us - there are no limits.