

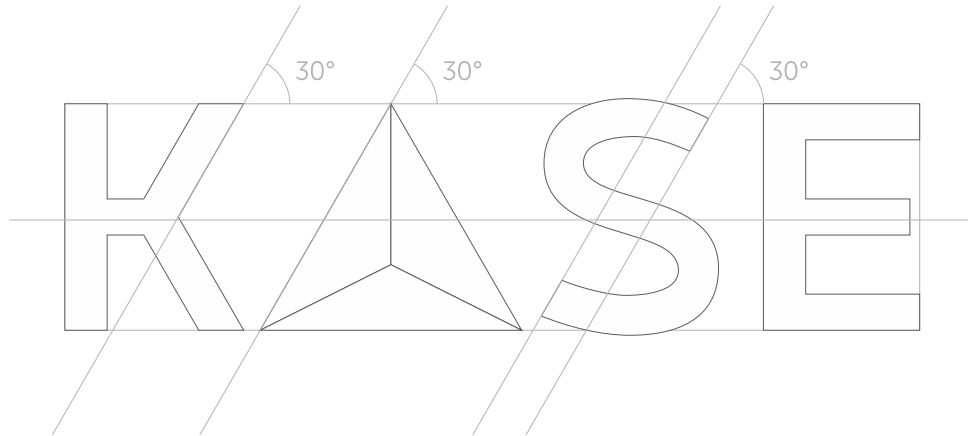
Guide on the KASE corporate style



The logo is the main element of the corporate identity. It is a combination of text and graphic components. The main KASE logo consists of a sign and unique graphic writing.

For the integrity of the perception of corporate constants it is allowed to use the logo only on reproduction examples specified in this guide.

The KASE logo must be available to all partners of the company who have the right to use it, in the formats necessary to comply with corporate constants and corporate identity.

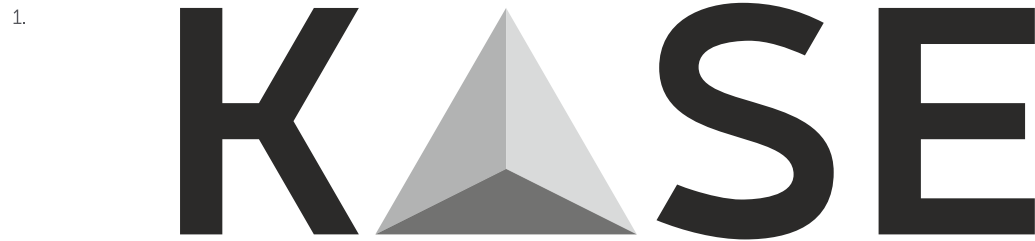


In order to avoid errors when reproducing the logo, all elements of the brand identity must comply with the established ratios and proportions.



1. Color design of the logo in corporate colors on a light background.

2. Color inverse design of the logo incorporate colors on a dark background.



1. Monochrome design of the logo in corporate colors on a light background.

2. Monochrome inverse design of the logo in corporate colors on a dark background.



1. Maximum size of the main logo style
not limited

2. The minimum size of the main logo style is limited by
dimensions 10 mm in width

3. In cases where the size of a corporate identity element
does not allow the use of the recommended minimum size of
the main logo style, it is acceptable to design the sign without
edges and halftones



It is necessary to leave a safe space around the logo and ensure that no foreign elements get into this space. The safe space of the main logo style is 50% of the height of the letter "K".

Inappropriate use of the logo

1.



2.



3.



4.



Examples show inappropriate use of a company logo. Changing the logo in any of these ways destroys the integrity of perception (identity) and, therefore, KASE brand recognition:

1. Outlining is not allowed
2. Violation of the color scheme of the logo is unacceptable
3. No additional effects allowed
4. Distortion of logo proportions is unacceptable

Corporate palette
Main and additional palette

Main palette



Additional palette



Museo Sans

абвгдеёжзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Arial

абвгдеёжзийклмнопрстуфхцчшщъыьэюя
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»„“:;?!@#\$%&*()

Times New Roman

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АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,«»„“:;?!@#\$%&*()

To create layouts for business documentation, image advertising layouts, details, contact information, and main text, the Museo Sans font typeface is used.

For digital formats, as well as typing basic text in business documentation, Arial and Times New Roman fonts are used.