# Guide on the KASE corporate style

Logo 1.1

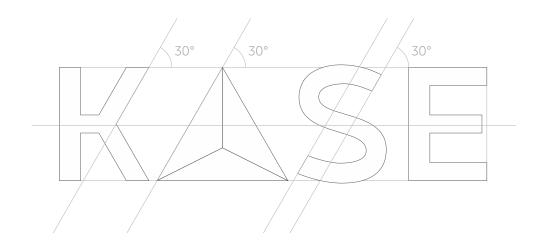
Main version



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.

1.3

Main logo style

KASE

E REPORT OF THE PROPERTY OF TH

- 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.

Logo 1.4

Main logo style Monochrome design

KASE

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- 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.



2. **KASE** 



- 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 scape 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".

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

Main and additional palette

## Main palette

KASE Graphite	KASE Green 1	KASE Green 2	KASE Green 3
C64 M53 Y45 K45 R69 G70 B79 Pantone Cool Gray 11 #45464F	C85 M7 Y100 K30 R3 G135 B38 Pantone 7731 #038726	C73 M0 Y100 K0 R60 G189 B13 Pantone 368 #3CBD0D	C51 M0 Y100 K0 R158 G209 B16 Pantone 375 #9ED110

### Additional palette

KASE Grey 1	KASE Grey 3	KASE Yellow	KASE Orange
C51 M43 Y40 K29 R105 G105 B105 Pantone Cool Gray 10 #696969	C31 M23 Y24 K7 R176 G176 B176 Pantone Cool Gray 5 #B0B0B0		
KASE Grey 2	KASE Grey 4	KASE Blue	
C44 M36 Y35 K20 R130 G130 B130 Pantone Cool Gray 9 #828282		C100 M20 Y0 K0 R0 G148 B222 Pantone Proc. Blue #0094DE	

Corporate fonts 1.9

# Museo Sans

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

### **Arial**

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# **Times New Roman**

абвгдеёжзийклмнопрстуфхцчшщъыьэюя 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.