

KDIF ҚАЗАҚСТАННЫҢ ДЕПОЗИТТЕРГЕ
КЕПІЛДІК БЕРУ ҚОРЫ
KAZAKHSTAN DEPOSIT
INSURANCE FUND

BRANDBOOK

CORPORATE IDENTITY GUIDELINES
Kazakhstan Deposit Insurance Fund

Introduction

The Brand Book of Kazakhstan Deposit Insurance Fund is introduced to ensure the correct use of the KDIF brand identity.

This document enables effective use of the KDIF's communications under uniform identity and communications policy. CD containing the brand identity elements in files is attached.

The Logo color as it appears in printed brochure cannot be regarded to as reference for color. To ensure the correct use of color please refer to the Specification on page 13.

KDIF at a glance

After the financial crisis of 1998 burst in the Russian Federation, establishing legal provisions to ensure protection of people's bank deposits became a priority for the Republic of Kazakhstan. At 1 Congress of financiers of Kazakhstan, President Nursultan Nazarbayev recommended to elaborate and implement a comprehensive set of system-wide measures, one being establishment of deposit insurance system.

The KDIF was established by Resolution of the National Bank of the Republic of Kazakhstan Management Board No.393 dated 15 November, 1999 "On incorporation of ZAO "Kazakhstan Individuals Deposit Guarantee (Insurance) Fund".

Mission

To contribute to the financial system stability and protection of rights of the second-tier banks' depositors in the Republic of Kazakhstan.

Vision

KDIF declares to be the Organization that:

- Adheres the Internationally recognized principles for effective deposit insurance systems, and
- Fulfills its Mission applying Global best practices.

Strategic Objectives

- To ensure capacity to fulfill the functions and firmly established business processes
- To raise public awareness of deposit insurance system
- To strengthen partner relations

The Core Functions

- Reimbursement of depositors in the event that any DIS member bank fails
- Accumulation of special reserve for payouts on ax-ante basis
- Participation in temporary administration during a member bank conservatorship and during the period of withdrawal of a member bank's general banking license
- Participation in liquidation commission and creditor committee of a member bank in forced liquidation up to the date when the KDIF's claim associated with reimbursing the depositors is settled

1. THE BRAND IDENTITY GUIDELINES

2. BUSINESS DOCUMENTS

3. PRINTED MATERIALS

4. MARKETING COMMUNICATIONS:
OUTDOOR ADVERTISING

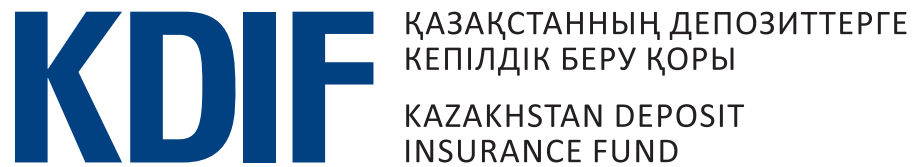
5. SOUVENIR PRODUCTION

6. KDIF CORPORATE IDENTITY IN
THE WEB

1. THE BRAND IDENTITY GUIDELINES

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1.1. The Logo before And after Rebranding



This was the KDIF Logo from 2000 up to May, 2016

This Logo is approved, and will be communicated ever after 1 June, 2016

KDIF

No text body

Horizontal

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Vertical

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The graphic element

Text body

1.2. The Logo. The Sign Followed by Text Body

The options of representing the Logo followed by the text body.

The gaps between the graphic and the text element are identified.

It is agreed that the Logo can be represented both with and without the text body.

Basic Version

KDIF ҚАЗАҚСТАННЫҢ ДЕПОЗИТТЕРГЕ
КЕПІЛДІК БЕРУ ҚОРЫ
КАЗАХСТАНСКИЙ ФОНД
ГАРАНТИРОВАНИЯ ДЕПОЗИТОВ

The basic representation option is to put the
Brand Name in Kazakh and Russian

KDIF

ҚАЗАҚСТАННЫҢ ДЕПОЗИТТЕРГЕ
КЕПІЛДІК БЕРУ ҚОРЫ
КАЗАХСТАНСКИЙ ФОНД
ГАРАНТИРОВАНИЯ ДЕПОЗИТОВ

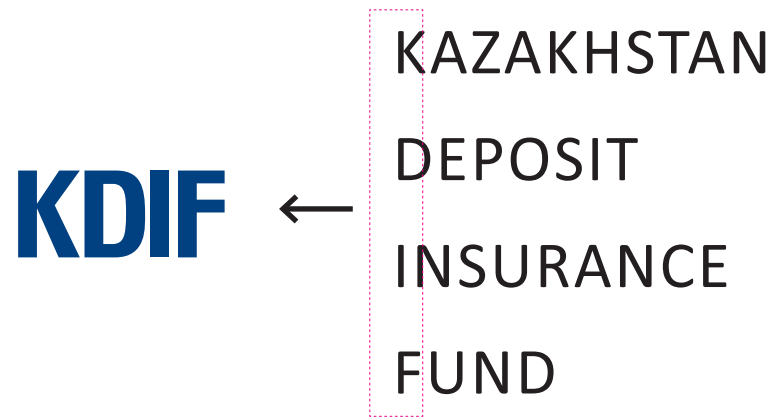
Auxiliary Version

KDIF ҚАЗАҚСТАННЫҢ ДЕПОЗИТТЕРГЕ
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The auxiliary representation option is to put the
Brand Name in Kazakh and English

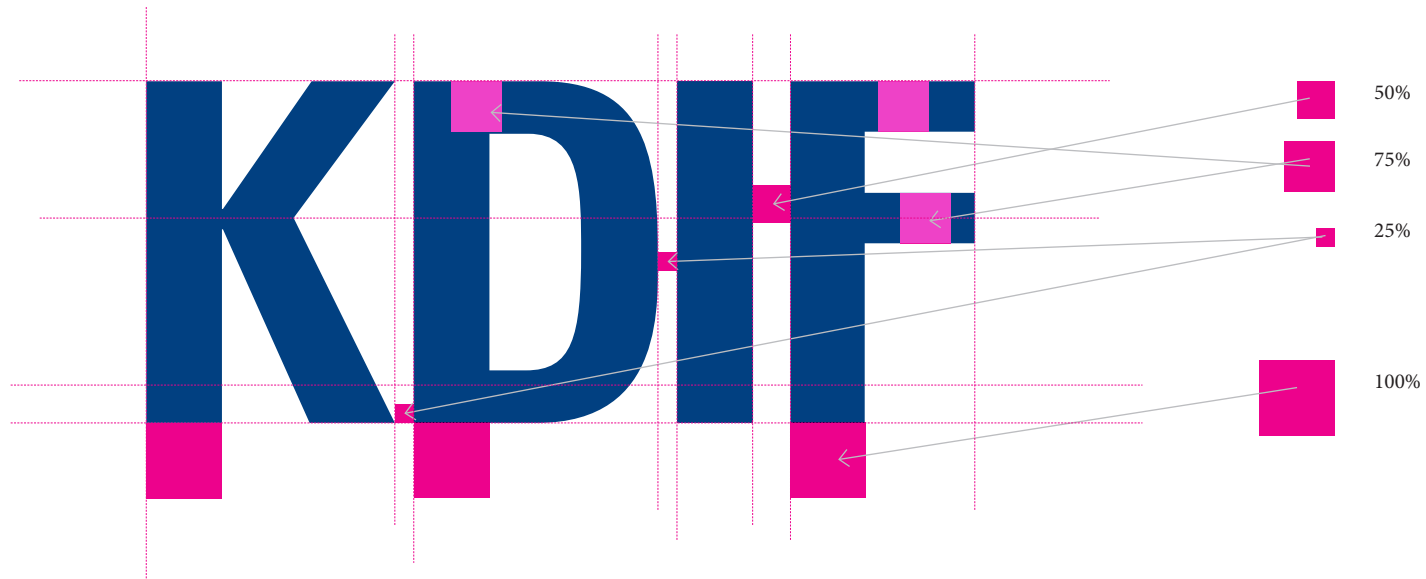
KDIF

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1.3. Building the Logo

The respective positioning of elements compiling the Logo is firmly established. NEVER change neither the proportion of the elements in respect to each other and the color.



1.4. Positioning the Logo

The space by each of the Logo sides shall be left vacant depending the height of the Logo. This marks the area free of any graphic elements or text. This space also indicates the minimum gap between the Logo and the edge of a printed page or common padding property.

The acceptable size

The minimum acceptable Logo size is 7*3 mm

KDIF



Color mark:



Blue is the color of skies and truth symbolizing eternity, infinity, purity, virtue, genuineness, and faith. In European heraldry, Blue is the color of glory, virtue, and commitment.

The Color Proportions for Color Blend are fairly simple and position a minimum pitch of 10 units

Complementary colors at registration:

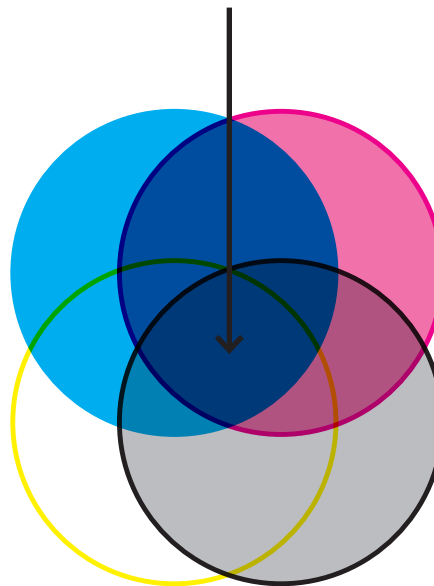
C: 0% M: 32% Y: 100% K: 0%
Printed materials and outdoor advertisement

Pantone 130 C
Printed materials

R: 242 G: 169 B: 0 (#F2A900)
Web-design, presentations, video advertisement

Printing
Settings

C100 M70 Y0 K30



1.5. The Identity Colors and Specification

Blue is the core Identity Color. NEVER use any colors other than indicated in the Brand Book.

It is strongly recommended to position the Logo against white or light background. If impossible, please refer to the Specifications below.

Color Specifications

The Logo shall always be represented in the following colors:

C: 100% M: 70% Y: 0% K: 30%
Printed materials and outdoor advertisement

Pantone 2146 C
Printed materials

R: 0 G: 66 B: 130 (#203873)
Web-design, presentations, video advertisement

1.6. Inverted View

Auxiliary version to represent the Logo

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1.7. Monochrome View

An auxiliary version to represent the Logo used in black-and-white printed materials. The Logo can be set in the Identity Colors (please refer to p. 13). Any other colors shall NEVER be used.

This cannot be applied in advertisement: on web-sites, brochures, posters and other full-color RGB materials.

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1.8. Don'ts

The Logo shall be used solely in approved graphic representations. Any adjustment or modification will negatively impact both brand awareness and visual representation and the overall reputation of the brand!

NEVER:

- Apply any colors which are not indicated in the Identity Colors and Specification section
- Use any special effects, particularly bordering, pseudo-3D representation and other additions to the standard image which impede the perception
- Use any visual effects, particularly highlight
- Apply the Logo against the background contradicting the coloristic code of the Brand
- Apply the Logo against full-colored background

PlumbKz Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
liFfKkHhYyΨψhhθθθ

PlumbKz Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
liFfKkHhYyΨψhhθθθ

PlumbKz Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
liFfKkHhYyΨψhhθθθ

PlumbKz Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
liFfKkHhYyΨψhhθθθ

1.9. The Font

The Font is conpemporary-looking, easily readable and fairly pure.

This Font is adjusted to use in Kazakh.

PlumbKz



1.10. The Stamp

The Stamp to be integrated in the second-tier banks advertisement

■ C: 100% M: 70% Y: 0% K: 30%

■ Pantone 2146 C

■ R: 0 G: 66 B: 130 (#203873)