

Oil Industry



Karachaganak is a giant oil and gas condensate field in the Uralsk region of Western Kazakhstan covering an area of approximately 500 square kilometres.

Agip, BG, LUKOil and Texaco have a production sharing agreement with the Republic of Kazakhstan. This venture is called the Karachaganak Integrated Organisation.

KIO asked Verve to consult on their online branding strategy - internet, extranet and intranet. These three mediums are interconnecting and any visual design work would need to integrate. An audit of the KIO Visual Identity was undertaken that demonstrated how disparate their marketing communications were. With offices in Russia, Kazakhstan and the UK their visual identity had become diluted and inconsistent.

A new identity programme has wide reaching implications. Every item of communication needs to be replaced from stationery to signage. KIO did not have the resources for this level of operation. We sought to rationalise the existing identity and put in place simple management tools to ensure its future use.

We refined the existing elements to create a new identity that would be recognisable to KIO's clients and staff. The developed identity is robust enough to work across the multitude of media that led the previous version to be disfigured.

It was a requirement of the identity that both cultures would be represented - hence the two languages. We drew upon the blue and yellow of the Kazakhstan Flag and created a simplified form that would work consistently on-screen and in print.

KIO's literature appears in both Russian and English. This presented a challenge in standardising the use of fonts. The font Arial is available in Russian and English it is also available as an internet browser font.

Verve supplied KIO with an identity guideline in Portable document Format (PDF) for easy distribution online. The guideline describes use of the Corporate Mark across media, the corporate colour palette and typography. The Corporate Mark was supplied as digital artwork for print and online reproduction.

STEPPE HORSEMEN - BRAND IMAGE



WEBSITE - HOMEPAGE, TYPICAL CONTENT AND POP-UP PAGE

STATIONERY

DEVELOPMENT

Anne Omer
Business Planning Manager

Karachaganak Integrated Organisation
Development

ENI House, 10 Ebury Bridge Road,
London SW1W 8PZ

Direct: 020 7540 6586 Mobile: 0788 0741 449
Tel: 020 7344 6000 Internet: www.kiovo.com
Fax: 020 7344 6292 Email: info@kiovo.com

CORPORATE IDENTITY GUIDELINES

KIO VISUAL IDENTITY
Basic elements guidelines
Winter 2003
1 Introduction

The elements described in this guideline are fundamental to KIO's visual identity. The logo is the key element of the KIO visual identity. The logo is the key element of the KIO visual identity. The logo is the key element of the KIO visual identity.

Your part in maintaining and developing the KIO visual identity

The strength of a visual identity depends upon the consistent application. Whenever the logo is used, it must be of the same high standard, using the correct elements in the right way.

Please refer to this document when planning a communication or layout of KIO. It will provide an understanding of your part in maintaining and developing the KIO corporate identity.

Original artwork for the reproduction of the Corporate Mark is available with this guideline on the KIO Internal site or from the HR department.

Element	Resolution
Corporate Mark	2
Applying the Corporate Mark	2
Typography	4, 6
The Colour Palette	2

KIO VISUAL IDENTITY
Basic elements guidelines
Winter 2003
2 Applying the Corporate Mark

For production on-line to use the KIO Corporate Mark in colour please refer to the Colour Palette section.

The Corporate Mark must always appear horizontally and never at an angle.

Do not use the Corporate Mark identifiable or in black or white within text or icons.

The KIO Corporate Mark must always be displayed clearly above a clear space. The space should be equal to the height of the tallest letter 'K'.

Never reduce or alter the Corporate mark, except to reproduce it from original artwork.

KIO VISUAL IDENTITY
Basic elements guidelines
Winter 2003
3 The Colour Palette

Colour plays an important part in the communication of the organisation. KIO uses carefully chosen colours which reflect the company.

The key KIO colours are:
KIO Blue (PMS 286)
KIO Yellow (PMS 102)

The design represents the exact reproduction of the colour palette.

The KIO Corporate Mark may be reproduced in single colour (black and white), four colour printing (process) or Digital Colour Printing (Digital System colour reproduction).

It is preferred that the KIO Corporate Mark is printed in spot colours:
PMS 286 (Blue) / PMS 102 (Yellow)

All KIO printed materials should be produced when possible with spot colour & 100% black.

Colour	Hex	CMYK
Blue	#0056b3	100, 50, 0, 0
Yellow	#ffcc00	0, 100, 100, 0
Black	#000000	100, 100, 100, 100
White	#ffffff	0, 0, 0, 0