



Kazan Neft

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Style Guide

Independent Test Project Design Team
WorldSkills Kazan 2019 Proposed Project

Kazan Neft

STYLE GUIDE

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INTRODUCTION | ONE

Our corporate mission is to make the energy of natural resources serve the interests of mankind, to efficiently and responsibly develop the unique hydrocarbon fields entrusted to us by providing company growth, the wellbeing of its employees and community at large.

As a minor player in the business, our approach is built on respect, being consistent and having the courage to do the right thing. We believe success comes from the energy of our people. We have a determination to learn and to do things better. We are committed to making a real difference in providing the energy the world needs today, and in the changing world of tomorrow.

CHARACTERISTICS | TWO

- These values and characteristics are central to our culture. They've been our guiding star since our founding. They've allowed us to thrive through our many transformations. They make us what we are today.

Integrity:

We are honest, open, ethical, and fair. People trust us to adhere to our word.

Safety:

We are uncompromising in our commitment to the health and safety of our employees, subcontractors, customers, and community.

Excellence:

To achieve outstanding results for all our stakeholders by: inspiring and helping organizations on their journey to excellence, leveraging the knowledge, skill, innovation and team work of our people, and the Business Excellence Institute's community to add real value to their businesses.

THE LOGO | THREE

The logo has been designed with two main colors in mind. Clearance, minimum size, cases for misuse and variations will be shown in this section.

The basic rules of usage are as follows:

EXCLUSION ZONE

To protect the clarity and integrity of the logo, it has an exclusion zone which is a clearance or area of clear space around it. As marked below by gray boxes, the proposed area is 15% of height and width from each side. This improves clarity, retains identity and ensures consistency.



VARIATIONS

The following variations of the logo are provided in three sizes and two languages. It comes at the minimum size, two times the minimum size and four times the minimum size to be used as appropriate. The monochrome is also provided in both white (to be used on dark backgrounds) and black (to be used in light backgrounds). All the images are transparent where applicable.



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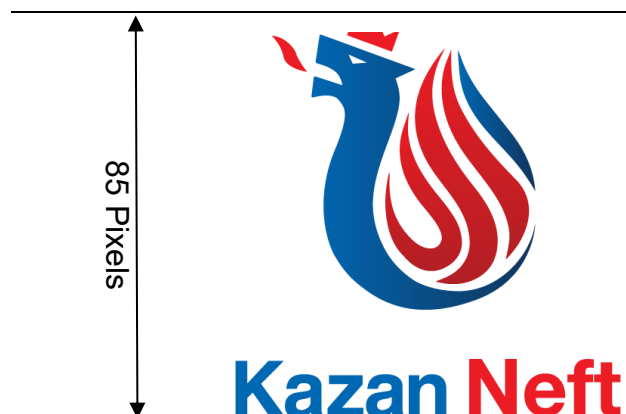
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SIZE

The basic size restraints are described for usage in user interfaces and print.

User Interface:

The minimum height for web/mobile or other usage in user interface



Print:

The minimum size for use in reports/tickets, vouchers, or any other printed material



MISUSE

At all times, you should avoid falling into these traps.

Stretch:

You must not stretch, skew or rotate the logo for use in your work



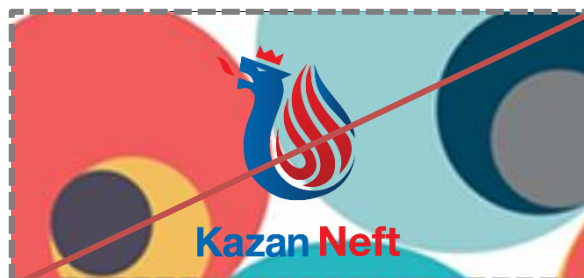
Color:

You may not change the color palette, hue, or saturation used in the logo to match your work



Background:

Never place the logo over a photo, textures, or colored background where there will not be sufficient amount of contrast to make it legible



Remastering:

You may not re-create the logo in any form or shape either by removing or moving around components of the logo

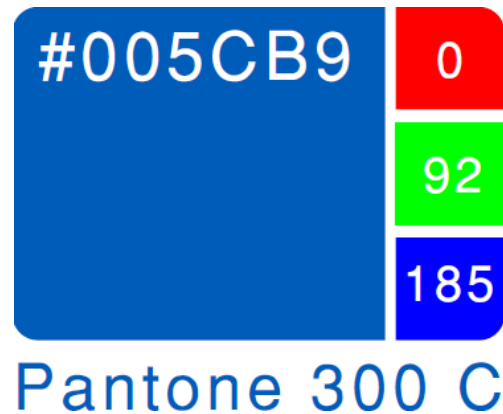
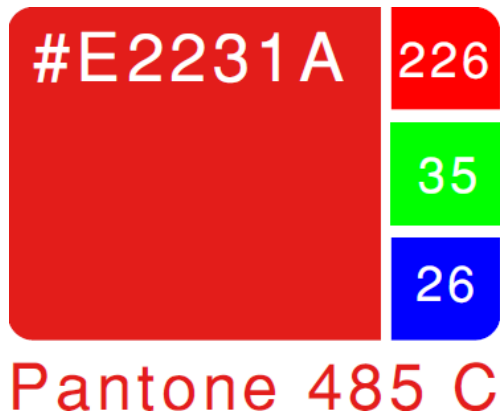


COLOR PALETTE | FOUR

The following are the recommended color palettes to be used in material related to Kazan Neft.

PRIMARY COLORS

Recommended use in all applications.



SECONDARY COLORS

Recommended for promotions material, banners, membership cards and others.



FONTS | FIVE

Here are the recommendations of fonts to be used in designing user interfaces for all applications. We will provide details of a secondary font as well only to be used where the primary font is not available.

PRIMARY FONT

Helvetica Normal

a	b	c	d	e	f	g	h	i	j	K	l	m
n	o	p	q	r	s	t	u	v	w	X	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Helvetica Bold

a	b	c	d	e	f	g	h	i	j	K	l	m
n	o	p	q	r	s	t	u	v	w	X	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

TITLE FONT

Myriad Pro

a	b	c	d	e	f	g	h	i	j	K	l	m
n	o	p	q	r	s	t	u	v	w	X	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Myriad Pro Bold

a	b	c	d	e	f	g	h	i	j	K	L	m
n	o	p	q	r	s	t	u	v	w	X	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

SECONDARY FONT**Verdana Regular (Verdana)**

a	b	c	d	e	f	g	h	i	j	K	L	m
n	o	p	q	r	s	t	u	v	w	X	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Verdana Bold (Verdana Bold)

a	b	c	d	e	f	g	h	i	j	K	L	m
n	o	p	q	r	s	t	u	v	w	X	y	z
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z