

Brandbook

GUIDELINES FOR THE APPLICATION OF CORPORATE IDENTITY

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2. FIRM STYLE PACKAGE

Pages 15-22



The design concept of the logo of the Bureau of National Statistics symbolizes openness and transparency, readiness for improvement, as well as commitment to the fundamental principles of statistical activity.

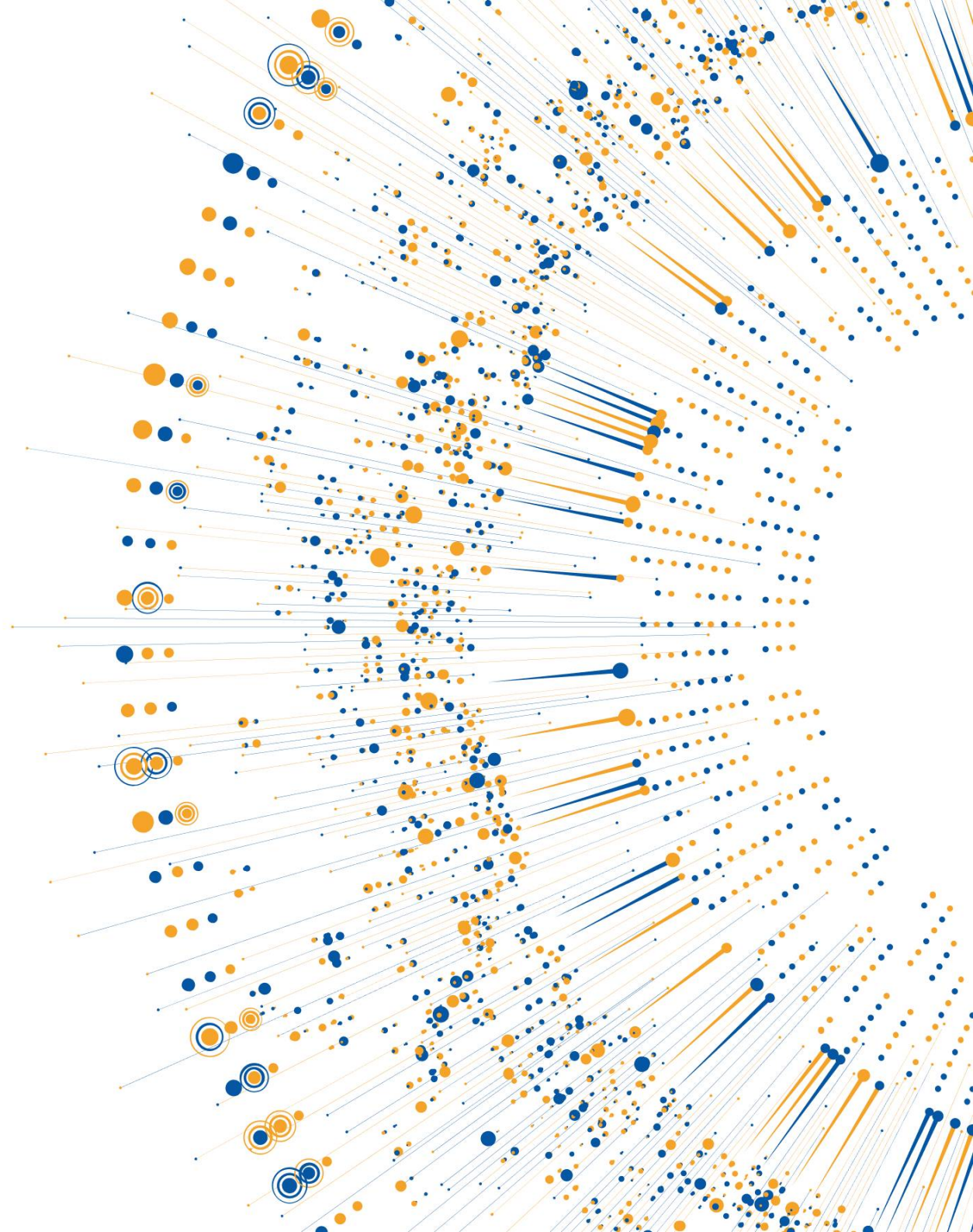
The main element is the letter "Q", which symbolizes the national identity of Kazakhstan.

The rounded shape of the first element, the letter "Q", reflects the principles of confidentiality, the use of primary statistical data exclusively for statistical purposes and ensuring equal access of users to official statistical information.

The second element is a row of three columns, indicates data sources (statistical, administrative and alternative) for the formation of relevant and qualitative information.

The third element, the upward line, illustrates a continuous, systematic development aimed at meeting the needs of users.

Logobook



STANDARD DISPLAY

IT IS ALLOWED TO USE A GRAPHIC SIGN SEPRATELY FROM THE TEXT



HORIZONTAL ARRANGEMENT



Қазақстан Республикасы
Стратегиялық жоспарлау
және реформалар агенттігі
Ұлттық статистика бюросы



Бюро национальной статистики
Агентства по стратегическому
планированию и реформам
Республики Казахстан



Agency for Strategic planning
and reforms of the
Republic of Kazakhstan
Bureau of National statistics

VERTICAL ARRANGEMENT



Қазақстан Республикасы Стратегиялық
жоспарлау және реформалар агенттігі
Ұлттық статистика бюросы



Бюро национальной статистики Агентства по
стратегическому планированию и реформам
Республики Казахстан



Agency for Strategic planning and reforms
of the Republic of Kazakhstan
Bureau of National statistics

BLACK AND WHITE DISPLAY

IT IS ALLOWED TO USE A GRAPHIC SIGN SEPRATELY FROM THE TEXT



HORIZONTAL ARRANGEMENT



Қазақстан Республикасы
Стратегиялық жоспарлау
және реформалар агенттігі
Ұлттық статистика бюросы



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Республики Казахстан



Agency for Strategic planning
and reforms of the
Republic of Kazakhstan
Bureau of National statistics

VERTICAL ARRANGEMENT



Қазақстан Республикасы Стратегиялық
жоспарлау және реформалар агенттігі
Ұлттық статистика бюросы



Бюро национальной статистики Агентства по
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Республики Казахстан



Agency for Strategic planning and reforms
of the Republic of Kazakhstan
Bureau of National statistics

INVERTED DISPLAY

IT IS ALLOWED TO USE A GRAPHIC SIGN SEPRATELY FROM THE TEXT



HORIZONTAL ARRANGEMENT



Қазақстан Республикасы
Стратегиялық жоспарлау
және реформалар агенттігі
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VERTICAL ARRANGEMENT



Қазақстан Республикасы Стратегиялық
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FLAT ОТОБРАЖЕНИЕ

BI-COLOR DISPLAY



BLUE



ORANGE



BLACK AND WHITE DISPLAY



SECURITY ZONES AND LOGO SPACE

The free space around the logo provides its best visual perception and maximum impact on the consumer. The size of the minimum free space around the logo on each side corresponds to a quarter of the width of the sign. No elements of graphics or text should fall into the free margin area of the logo. Compliance with this rule is mandatory in all cases of using the logo!

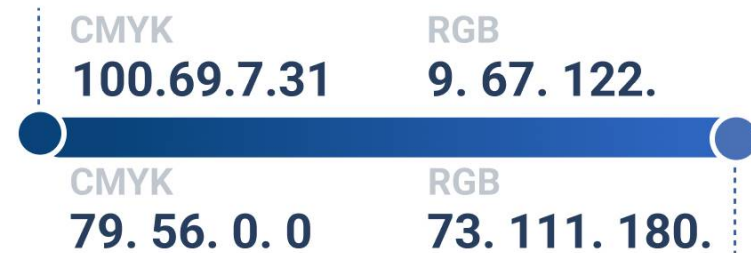
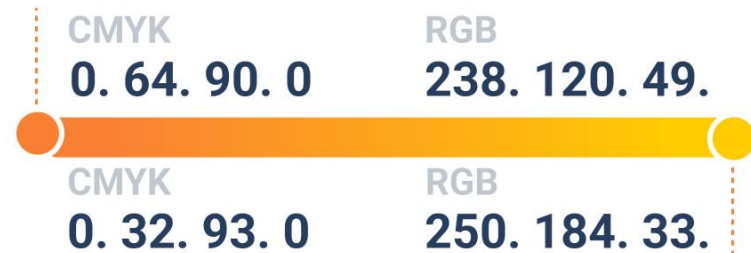
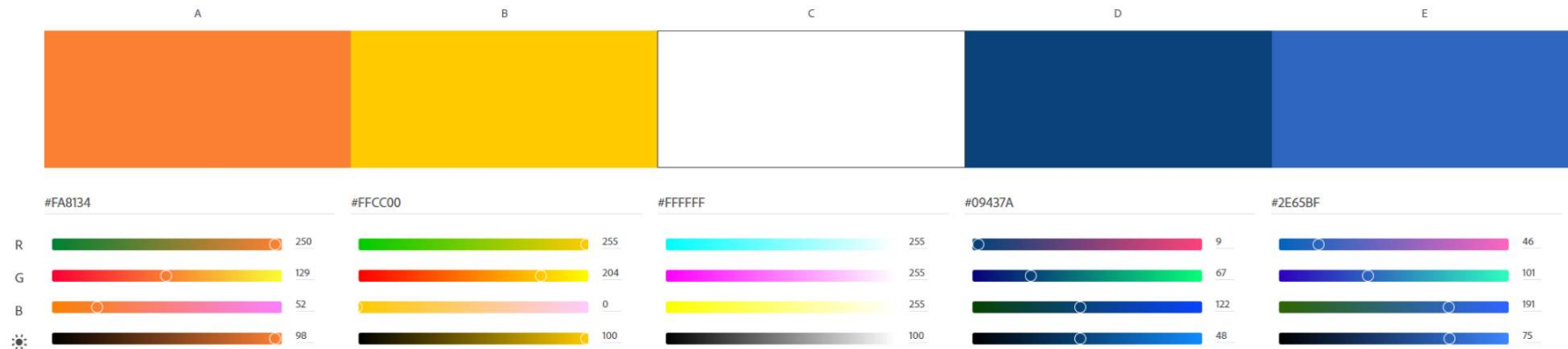
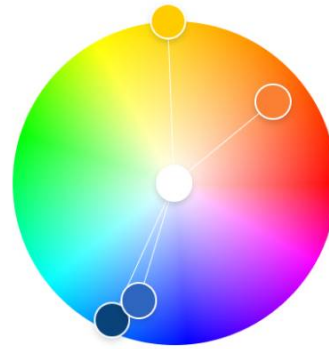


Қазақстан Республикасының
Стратегиялық және реформа
және реформа агенттігі
Ұлттық статистикалық агенттігі

Қазақстан Республикасы Стратегиялық
жоспарлау және реформалар агенттігі

COLOR PANTONES LOGO COLOR SETTINGS

PRIMARY CORPORATE COLORS



The logo uses color solutions of dark blue and orange colors - shades of blue and yellow, the main colors of the national symbols of the republic.

The color scheme of blue color is associated with trust, logic, security. Orange means the color of success, friendliness, courage and confidence.

VERSIONS OF PROHIBITED AND PERMITTED USE OF THE LOGO

ALLOWED BACKGROUNDS

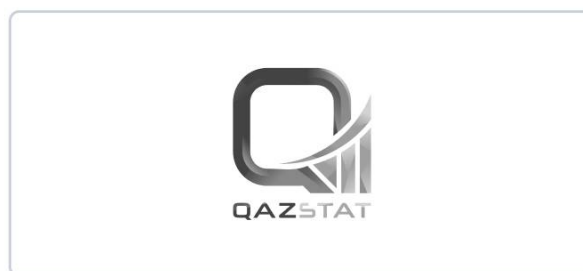


The full-color logo is used only in white or light colors.

An inverted logo can only be used on dark, monochromatic colors.



The use of a monochrome version of the logo is allowed only on the specified backgrounds.



The use of a black and white version of the logo is allowed only on a white background.



VERSIONS OF PROHIBITED AND PERMITTED USE OF THE LOGO

FORBIDDEN BACKGROUNDS



It is prohibited to use the full color logo on the background of corporate colors.

It is forbidden to use any variants of the logo on multi-colored backgrounds, as well as textural backgrounds that make it difficult to read and perceive.

The inverted logo can only be used on monochromatic dark colors.

INAPPROPRIATE HANDLING OF THE LOGO



Logo distortion and stretching



Filling the free space of the logo



Change of colors



The font is an element of the logo that cannot be changed.

FONTS/PARTNERS

Nunito Sans

Nunito Sans Normal

Аа Бб Вв Гг Дд Ее Ёё Жж Зз Ии Йй Кк Лл Мм Нн Оо Пп Рр Сс Тт Уу Фф Хх Цц Чч Шш Щщ ь ы ь Ээ Юю Яя

Roboto

Roboto Normal 123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Аа Бб Вв Гг Дд Ее Ёё Жж Зз Ии Йй Кк Лл Мм Нн Оо Пп Рр Сс Тт Уу Фф Хх Цц Чч Шш Щщ ь ы ь

Ээ Юю Яя

Аа Әә Бб Вв Гг Ғғ Дд Ее Ёё Жж Зз Ии Йй Кк Ққ Лл Мм Нн Ңң Оо Өө Пп Рр Сс Тт Уу Үү Үү Фф Хх Цц Чч Шш Щщ Һһ ь

Ыы Іі Ъ ь Ээ Юю Яя

Roboto Bold

123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Аа Бб Вв Гг Дд Ее Ёё Жж Зз Ии Йй Кк Лл Мм Нн Оо Пп Рр Сс Тт Уу Фф Хх Цц Чч Шш Щщ

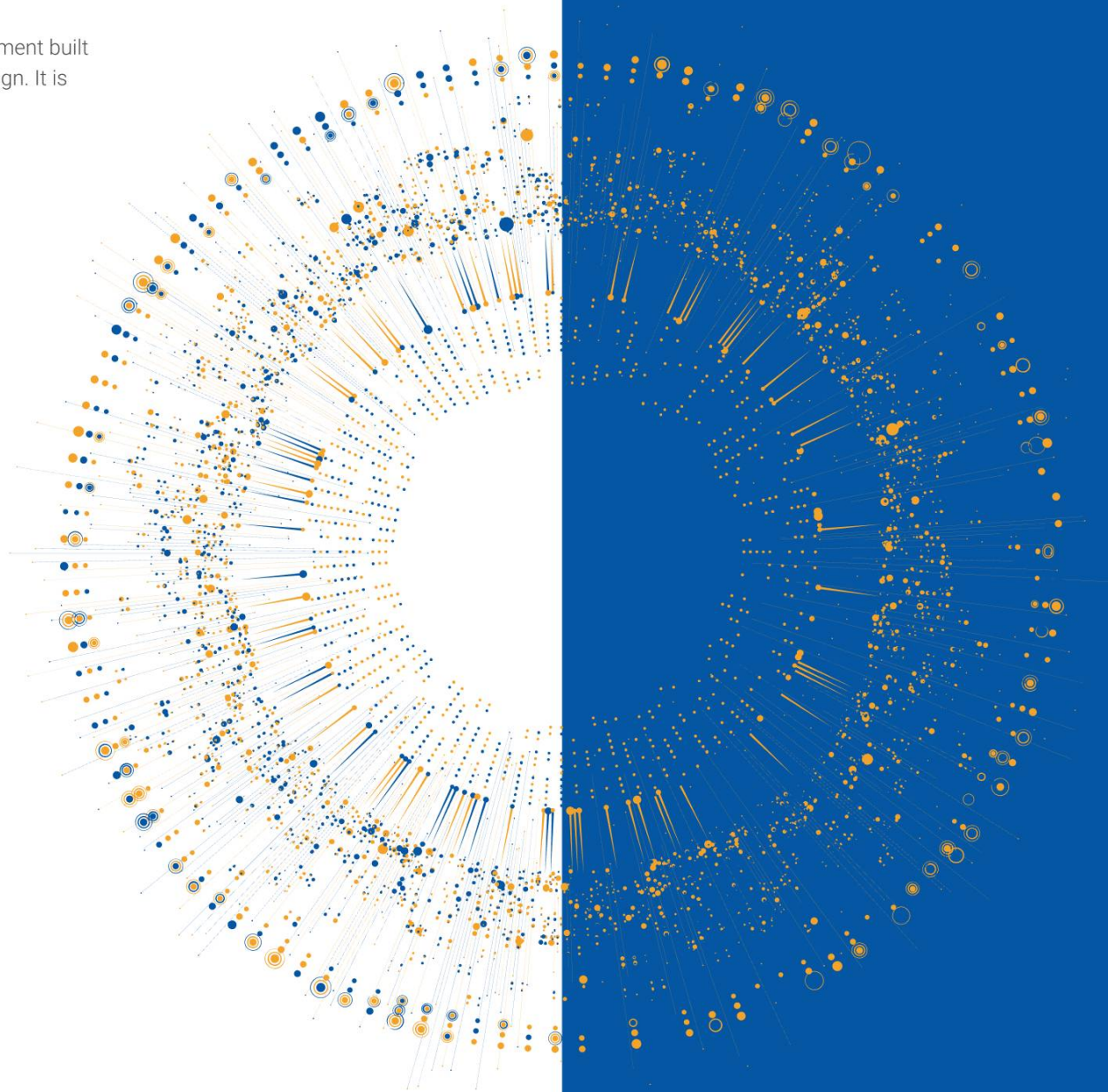
ь ы ь Ээ Юю Яя

Основными шрифтами, которые могут использоваться для внутреннего использования, создания презентаций, рекламной и прочей продукции, являются шрифты семейства Nunito Sans и Roboto.

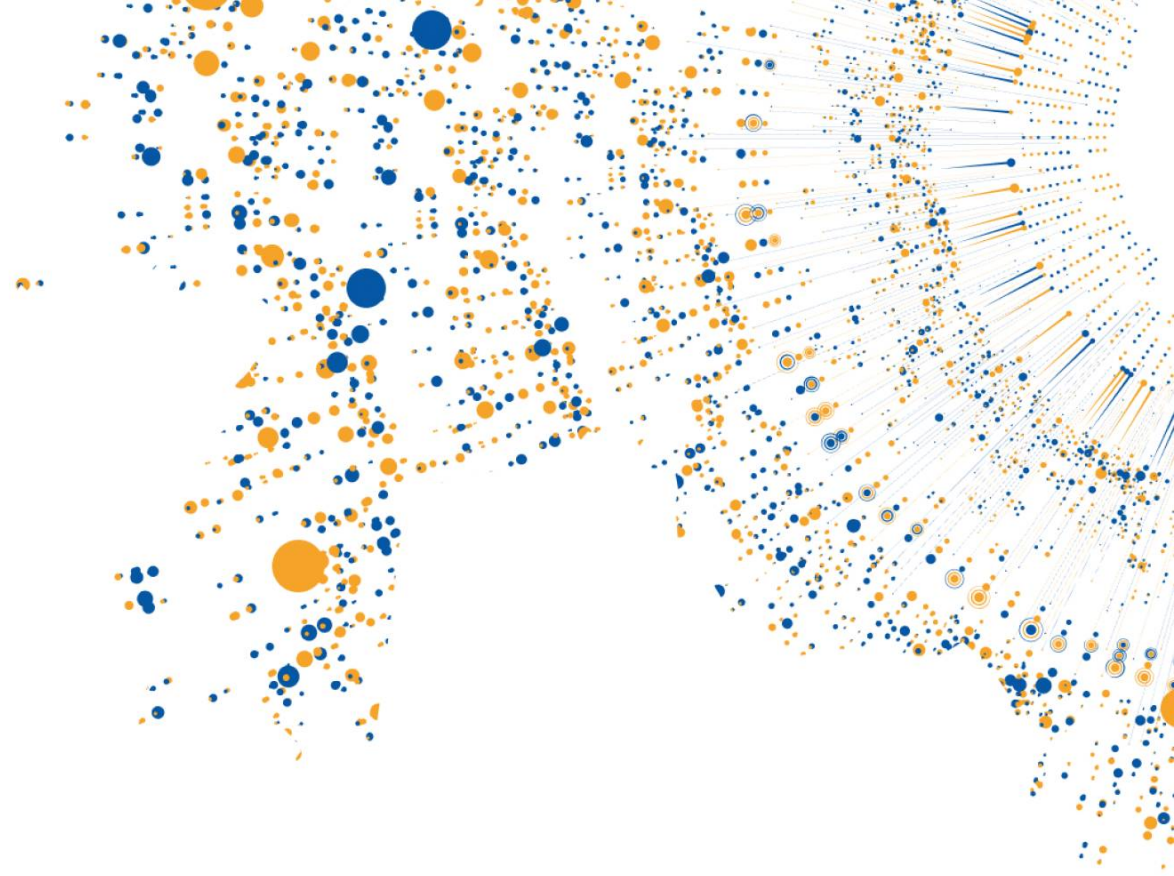
Плюсом этих шрифтов является поддержка казахского языка.

PATTERN

Pattern is a decorative graphic element built on the basis of the graphics of a sign. It is used for decorating surfaces.



Package according to corporate identity



BUSINESS CARD



Notepad



Notepad



Pens



Package



Blank

010000, Қазақстан Республикасы, Астана қаласы, Есіл
өзенінің сол жағалауы, Мәңгілік ел даңғылы,
8, Министрліктер үйі, 4 кіреберіс, E-mail: e.stat@aspire.gov.kz



010000, Республика Казахстан, г. Астана, Левый берег
р. Ишим, Проспект Мәңгілік ел, 8, Дом Министерств, 4
подъезд, E-mail: e.stat@aspire.gov.kz

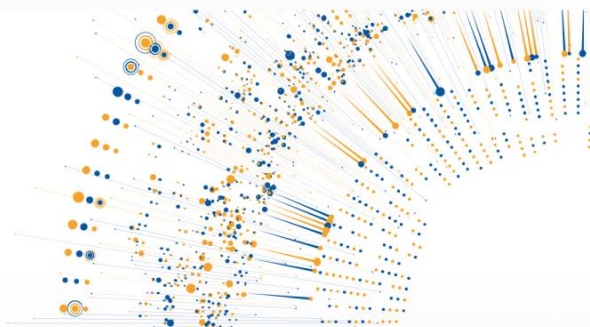


Presentations



БЮРО НАЦИОНАЛЬНОЙ СТАТИСТИКИ
АГЕНТСТВА ПО СТРАТЕГИЧЕСКОМУ
ПЛАНИРОВАНИЮ И РЕФОРМАМ РЕСПУБЛИКИ
КАЗАХСТАН

СТРАТЕГИЯ РАЗВИТИЯ БЮРО.
КОММУНИКАЦИОННАЯ СТРАТЕГИЯ.



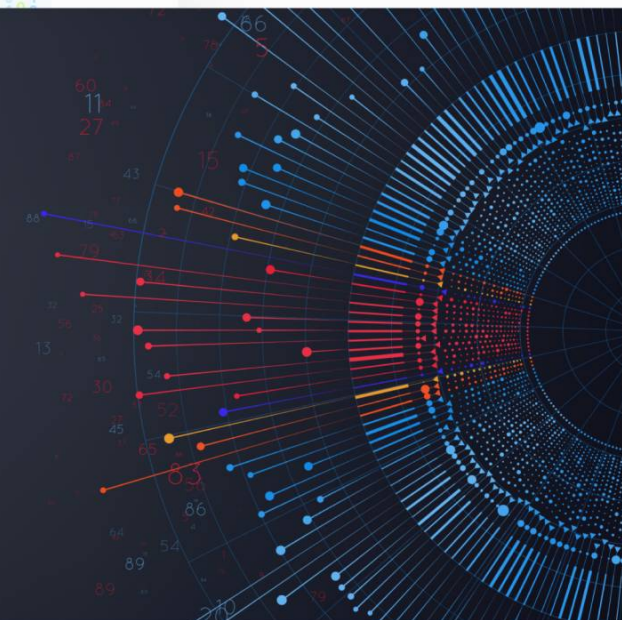
АГЕНТСТВА ПО СТРАТЕГИЧЕСКОМУ
ПЛАНИРОВАНИЮ И РЕФОРМАМ
РЕСПУБЛИКИ КАЗАХСТАН

СТРАТЕГИЯ РАЗВИТИЯ БЮРО.
КОММУНИКАЦИОННАЯ СТРАТЕГИЯ



БЮРО НАЦИОНАЛЬНОЙ СТАТИСТИКИ
АГЕНТСТВА ПО СТРАТЕГИЧЕСКОМУ
ПЛАНИРОВАНИЮ И РЕФОРМАМ РЕСПУБЛИКИ
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КОММУНИКАЦИОННАЯ СТРАТЕГИЯ.



SPORT

FOOTBALL



VOLLEYBALL

