



PRESS RELEASE

KKCG Changes Corporate Design and Presents New Logo

The KKCG investment group has launched a new logo and a revamped corporate design as part of remodeling its corporate identity. The new design has been prepared by British designer Martin Blunt.



Original design



New design

Prague, 7 November 2014 – The new design symbolizes KKCG's mission and long-term business vision. *"We seek, and are successful in finding, opportunities in areas that are overlooked by others. During the more than two decades in business, we have transformed a number of our companies into market frontrunners, restored the prominent status of former leaders in their field, and assisted in the development of various business ventures,"* explains KKCG's Corporate Marketing Manager Luboš Veselý. The rebranding decision came at a time when KKCG enjoys growth and stability. The new design will underscore the corporation's brand ideal and four fundamental values – respect, responsibility, courage, and stability.

The rebranding process will take place from 7 November to 31 December 2014 and will involve all facilities and corporate communication channels. From now on, the new logo will also be displayed in all documents used by companies that fall under the KKCG Group.

The author of the new corporate design, British designer Martin Blunt, has completed a number of successful projects both in the Czech Republic and elsewhere on the international scene. He has been catering to Czech clients since 1993, and his portfolio includes such companies as Opavia, Bohemia, JBPR, and numerous others. The design of the new logo is not Martin's first assignment for KKCG. He has previously created a

new visual identity for Sazka and subsequently for Moravské naftové doly. Blunt's designs feature a straightforward and practically oriented style. *"I believe that a successful logo must be the result of close collaboration and communication between the client and the designer, which is exactly how the KKCG logo was created,"* he comments.

The KKCG logotype symbolizes the initials of owner and founder Karel Komárek and the corporation's business vision. The letters C and G are a part of an circle sign in which is situated the character K. Together, they form a symbol epitomizing completeness and integrity. Another important element is the logo's black color, which symbolizes trustworthiness and responsibility, two of KKCG's core values. The other two, stability and respect, are exemplified by the logo's pronounced typeface. The KKCG acronym plays an important role in the overall design. It imparts an image of dependability, professionalism, and stability. Moreover, KKCG's vision is expressed by the underlying words "Vision Beyond the Obvious". The handwriting evokes a manually subscribed signature, underscoring the personal approach of KKCG's individual employees and the group as a whole. Furthermore, the dominant oval shape alludes to the Earth and its natural resources and underlines the clarity of KKCG's long-term vision. "Thanks to the shading and 3D effect, the logo appears mysterious and invites people to discover something new," adds Martin Blunt, the Director of the UK-based Sheerman Blunt design studio and the author of the logo.

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KKCG Investment Group

KKCG is an international investment group with 2,000 employees and assets worth close to EUR 1.6 billion. The group's long-term investment strategies focus on crude oil and natural gas, industrial production, and investment ventures. KKCG holds shares in more than 25 Czech and foreign corporations, including MND Group, SAZKA, OPAP, VÍTKOVICE, FISCHER Travel Group, 1188 Information Service, and others. KKCG operates in 10 countries worldwide.