
Kinross Gold Corporation

Brand Standards Guide

KINROSS

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Kinross Gold Corporation

**Brand Standards
Guide**

*Kinross Brand
Standards Templates*

The enclosed DVD includes Kinross corporate and operations logo files, and templates for letterhead, fax, memo, business cards, shipping labels and envelopes. All templates can be used by professional printers, or printed onsite as required. Save appropriate templates at each location.

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How to Use this Guide

These guidelines should be reviewed in full before developing any communications featuring the Kinross logo.

This Guide is a tool to help people working with the Kinross brand develop a clear and consistent look for all communications. Our brand represents Kinross to the world, and it is critical that it is represented clearly and consistently wherever and whenever it appears.

These guidelines clarify what is required from both a legal and a design standpoint. Page 5 outlines legal considerations you need to be aware of when working with the Kinross logo.

The first section of this guide describes the standards we have established for the Kinross brand and our logo – as it appears corporately, and at our 100% wholly-owned operations. In the second section, you will see a number of examples to show you how the Kinross brand should be applied.



The enclosed DVD includes easy-to-use, downloadable templates and logo files that will help you apply the Kinross logo in a way that meets legal and design requirements.

*Our brand represents
Kinross to the world,
and it is critical
that it is represented
clearly and consistently
wherever and whenever
it appears.*

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Why We Need Brand Standards

Kinross has experienced several years of rapid growth and change, including acquisitions and geographic expansion. As we have grown and evolved, we have become a global organization made up of several smaller, local companies – each of which has its own legal name (e.g. Rio Paracatu Mineração S.A.), and often its own logo. This has led to the Kinross logo and other local logos being used together, often in ways that fail to meet our requirements from a legal liability perspective, and also in ways that fail to represent the Kinross brand consistently across our global organization.

The standards outlined in this Guide have been developed to ensure that we present the Kinross name and all of our 100% wholly-owned operations correctly and consistently in all communications. These standards are important because they will help unify our company, connect our operations and protect us from a legal standpoint. They also support the evolution of Kinross into a stronger, more well-established global brand.



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What Our Brand Stands For

Our brand is the visual representation of who we are and what we stand for in the communities and markets where we operate around the world. It describes what people think when they hear or see the Kinross name.

Our brand stands for our core purpose – *to lead the world in generating value through mining* – and our values: *putting people first, outstanding corporate citizenship, high performance culture and rigorous financial discipline*. It is also strongly connected to the concept we have termed “The Kinross Way” – a philosophy that defines who we are and how we work.

This Guide focuses on the proper usage of our brand architecture, as described on page 6.



Our brand stands for our core purpose – to lead the world in generating value through mining – and our values: putting people first, outstanding corporate citizenship, high performance culture and rigorous financial discipline.

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Legal Considerations

There are important legal considerations to be aware of when implementing and/or applying Kinross Gold Corporation branding.

In order to satisfy legal requirements, it is critical that the proper legal entity name (e.g. Rio Paracatu Mineração S.A., Fairbanks Gold Mining, Inc., etc.) is identified on all externally-facing communication materials. These materials include, for example: letterhead, business cards, envelopes, fax and memo templates, email signatures, invoices, employee cheques and pay stubs, mine entrance signage, and signage for vehicles that travel outside the mine.

To fulfill legal requirements and protect Kinross Gold Corporation and its affiliates from potential liability, external communication materials must include the:

- Kinross logo;
- Mine name (e.g. Paracatu), if applicable;
- Local legal entity name (e.g. Rio Paracatu Mineração S.A.), including the descriptor “A Kinross company”

Examples of how these elements should appear together are provided in this Guide on pages 13 to 24. Site-specific image files are included on the enclosed DVD.



In addition to these requirements, employees communicating verbally with third parties should ensure that they correctly identify the legal entity with which they are affiliated.

Internal items such as uniforms, hats, stickers and office supplies should include the Kinross logo and mine name (if applicable), but need not include the legal entity name and the phrase “A Kinross company”.

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Kinross Brand Architecture

“Brand architecture” describes how different elements come together to show the relationship between Kinross (the corporate/parent company), our operations (e.g. Paracatu), and local legal entity names (e.g. Rio Paracatu Mineração S.A.), as shown in Figures 1-3.

In order to satisfy important legal requirements (see page 5), it is critical that the local legal entity name (e.g. Rio Paracatu Mineração S.A., Fairbanks Gold Mining, Inc., etc.) is identified on all externally-facing communication materials. The local operating company (legal entity) must also be identified as “A Kinross company”, as shown in Figure 3.

These requirements have been pre-built into the templates and logo files available on the enclosed DVD.



Figure 1 – Corporate Logo



Figure 2 – Operations Logo



Figure 3 – Local Legal Entity Name

Rio Paracatu Mineração S.A.
A Kinross company

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Kinross Corporate Logo

Our corporate logo (Figure 1), is the cornerstone of the Kinross identity and it appears on all communications coming from our head or corporate offices. It has also been incorporated into the logos that have been designed for our 100% wholly-owned operations.

There are a number of options for printing the gold colour within the logo. For example, in external materials – such as letterhead or event invitations – you may use a gold foil stamp on a black background. If you are able to print with Pantone® colours, use the full-colour logo pictured here. This logo uses a colour known as Pantone 871, a two-colour gold metallic ink. If metallic inks or gold foil are not available, use CMYK and RGB equivalents. In cases where colour printing is impossible – as with faxes and contracts – use the one-colour version shown in Figure 2.

When printing in local offices or using non-professional colour printers, it is expected that colours may not exactly match the specifications outlined here.



Full-colour and one-colour logo files are available on the enclosed DVD.

Figure 1 – Full-colour Corporate Logo



– Pantone 871 / Gold Foil

Figure 2 – One-colour Corporate Logo



Alternative Colours to Pantone 871



Kinross Gold
CMYK: 0, 25, 60, 25
RGB: 197, 155, 95

Kinross Black
CMYK: 00, 00, 00, 100
RGB: 00, 00, 00

Colour Definitions

The **PANTONE** matching colour system is widely used by printers around the world. Colours in this system are also known as PMS colours. When printing signage, promotional material and stationery, it is preferred that this colour format be used. When Pantone colours are not available, CMYK colours should be used.

CMYK is an acronym for the colours cyan, magenta, yellow, and black. It is also referred to as Process Colour and Four Colour.

RGB is an acronym for the colours red, green, and blue. Use the logo in its RGB format for digital application such as websites.

FOIL stamping is a specialty commercial printing process using foil to create a realistic metallic finish.

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Corporate Logo Presentation Requirements

In order to ensure that the Kinross logo remains legible and has maximum visual impact, a minimum height of 0.25" or 6.35 mm and a minimum width of 0.82" or 21 mm (for print) has been established (Figure 1).

To further promote legibility and impact, always maintain a clear space around all sides of the logo. This clear space – equivalent to the width of the “S” within the Kinross logo (Figure 2) – should be clear of any graphics, except when the logo is placed over an image, as shown in Figure 3.

Figure 1 – Minimum Size



– Print: minimum height of 0.25" or 6.35 mm, and minimum width of 0.82" or 21 mm

Figure 2 – Clear Space



– One “S” width

Figure 3 – Logo Over Image



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Kinross Operations Logo

Our operations logos identify specific mines. The mine name is integrated with the Kinross corporate logo, as shown in Figures 1 and 2.

This logo should replace any existing local logos in use at your site or location.

There are a number of options for printing the gold colour within the logo. See page 7 for more information.

In cases where colour printing is impossible – as with faxes and contracts – use the one-colour version shown in Figure 2.

When printing in local offices or using non-professional colour printers, it is expected that colours may not exactly match the specifications outlined here.



Full-colour and one-colour operations logo files are available on the enclosed DVD.

Figure 1 – Full-colour Operations Logo



– Pantone 871 / Gold Foil

Figure 2 – One-colour Operations Logo



Alternative Colours to Pantone 871



Kinross Gold
CMYK: 0, 25, 60, 25
RGB: 197, 155, 95

Kinross Black
CMYK: 00, 00, 00, 100
RGB: 00, 00, 00

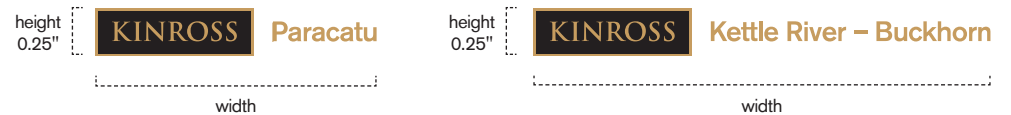
Operations Logo Presentation Requirements

In order to ensure that the Kinross operations logo remains legible and has maximum visual impact, a minimum height of 0.25" or 6.35 mm (for print) has been established (Figure 1). Minimum width will vary by operation.

To further promote legibility and impact, always maintain a clear space around all sides of the logo. This clear space – equivalent to the width of the "S" within the Kinross logo (Figure 2) – must be clear of any graphics, except when the logo is placed over an image, as shown in Figure 3.

It is recommended that the operations logo only be used over contrasting images, to ensure that the mine/location name can be clearly seen.

Figure 1 – Minimum Size



- Print: Minimum height of 0.25" or 6.35 mm
- Width varies based on operation name

Figure 2 – Clear Space



- One "S" width

Figure 3 – Logo Over Image



⊘ Improper Logo Usage

In order to maintain maximum impact, clarity and consistency, avoid altering the logo from its original format.

All of these examples apply to both our corporate and operations logos. For our operations logos, the proportions between "Kinross" and the mine name must be respected.



Reversed colours (black on gold)



Type only (no rectangle)



Changing the colours in any way



Adding a drop shadow



Moving the wordmark within the rectangle



Rounding or altering the corners of the rectangle



Tilting the logo (logo should always be level with type, never rotated)



Not respecting the proportions of the wordmark and rectangle



Adding text effects, such as embossing



Reversed colours (black and white version)



Altering the size relationship



Altering the order

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Imagery Overview

Imagery helps us communicate our brand by showcasing our people, places, and commitment to the environment and local communities.

When using images depicting people at work at our operations, it is critical to ensure that the employees pictured are wearing appropriate safety equipment (e.g. hard hats, safety glasses, etc.).

When using pictures of our operations, ensure that all regulations, environmental and otherwise, are being met in the image shown.



Examples:

The following pages show how to correctly apply our brand standards in common applications. Many of the examples outlined are available as downloadable template files on the enclosed DVD. These templates have been pre-built to the standards and specifications shown on the following pages. Templates have been translated as required.



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Large Signage

It is critical that all major identifying signage at your location (main entrance, main reception, other large signs) be updated to reflect the brand standards outlined in this Guide. An example of what is required is provided in Figure 1. Note that the local company name and explanatory line that reads "A Kinross company" are required.

Figure 1 – Main Building Signage



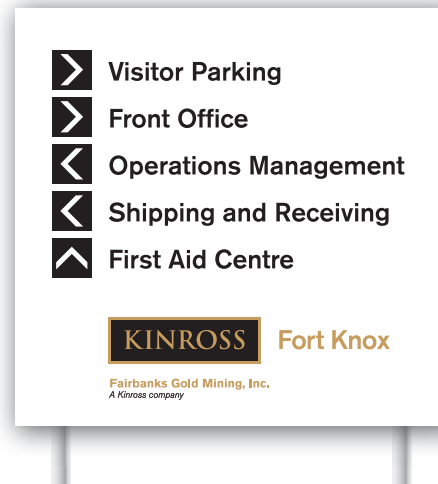
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Secondary Signage

Secondary or smaller signs at your operation or location should also reflect the standards outlined in this Guide. An example of what is required is provided in Figure 1. Note that the local company name and explanatory line that reads "A Kinross company" are required.

Figure 1 – Secondary Signage



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Business Cards

These illustrations show the correct layout for Kinross business cards for corporate employees (Figure 1), and operations employees (Figure 2).

Note that business cards must display the correct legal name of the company which employs the cardholder (e.g. Echo Bay Minerals Company), as well as the explanatory line that reads “A Kinross company”.

The reverse side of all Kinross business cards should feature the Kinross values and the Kinross website URL (www.kinross.com), as indicated in Figure 3. There are a number of options for printing the gold colour on the reverse side. See page 7 for more information.

For employees requiring dual language business cards, replace the values and gold colour on the reverse of the card shown in Figure 3 with appropriate translated information. In this instance, the layout outlined in Figures 1-2 should be followed for both sides of the card.



The templates included on the enclosed DVD have been pre-built to these standards and specifications.

Figure 1 – Corporate Sample



Figure 2 – Operations Sample



Figure 3 – Reverse (Values)



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Letterhead

The letterhead samples on this page show how the different elements of our brand architecture come together – the operations logo, regional legal company name, and the explanatory line that reads “A Kinross company”.

Note that operations letterhead (Figure 2) must display the correct legal name of the company (e.g. Echo Bay Minerals Company), as well as the explanatory line that reads “A Kinross company”.



The templates included on the enclosed DVD have been pre-built to these standards and specifications.

Figure 1 – Corporate Sample



Figure 2 – Operations Sample

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Envelopes

Note that operations envelopes (Figure 2) must display the correct legal name of the company (e.g. Echo Bay Minerals Company), as well as the explanatory line that reads "A Kinross company".



The templates included on the enclosed DVD have been pre-built to these standards and specifications.

Figure 1 – Corporate Sample

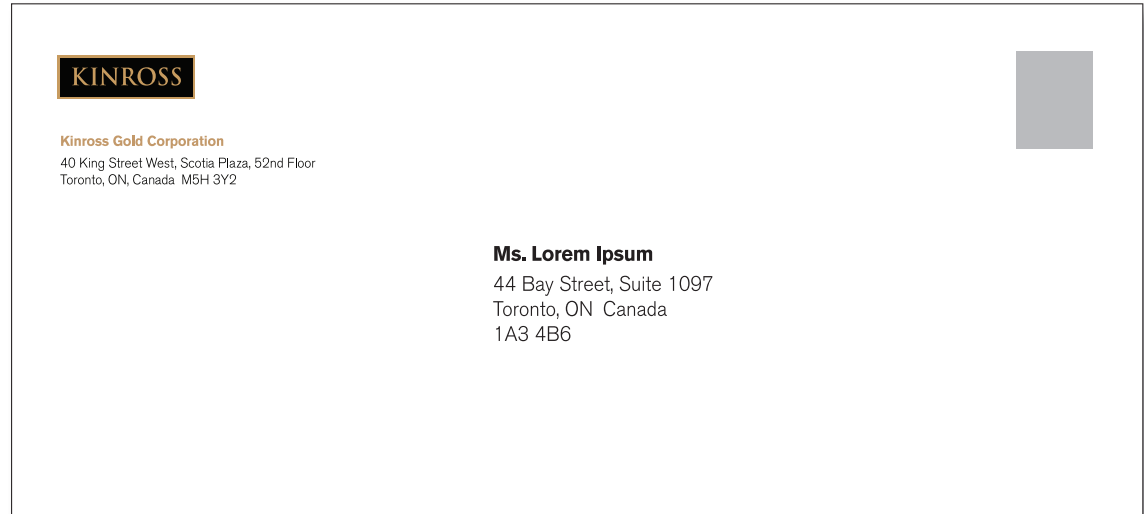
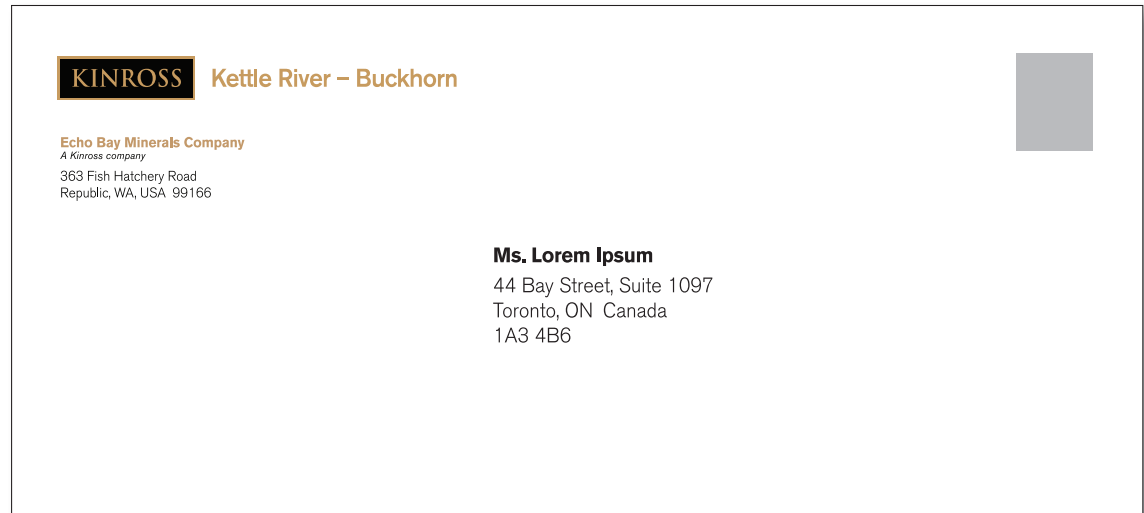


Figure 2 – Operations Sample



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Shipping/Mailing Labels

Note that operations labels (Figure 2) must display the correct legal name of the company (e.g. Echo Bay Minerals Company), as well as the explanatory line that reads "A Kinross company".



The templates included on the enclosed DVD have been pre-built to these standards and specifications.

Figure 1 – Corporate Sample



Figure 2 – Operations Sample



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Fax and Memo

Note that operations faxes and memos (Figure 2) must display the correct legal name of the company (e.g. Echo Bay Minerals Company), as well as the explanatory line that reads "A Kinross company".



The templates included on the enclosed DVD have been pre-built to these standards and specifications.

Figure 1 – Corporate Memo Sample

KINROSS Kinross Gold Corporation
40 King Street West, Scotia Plaza, 60nd Floor
Toronto, ON, Canada M5H 3Y2
phone: (416) 365-5123
fax: (416) 363-6622

MEMO

TO: _____
FROM: _____
RE: _____
DATE: _____

KINROSS Kettle River – Buckhorn

Echo Bay Minerals Company
A Kinross Company
363 Fish Hatchery Road
Republic, WA, USA 99166
phone: (509) 775-3157
fax: (509) 775-3447

Fax Cover Sheet

TO: _____ FROM: _____
FAX: _____ FAX: _____
PHONE: _____ PHONE: _____
SUBJECT: _____
DATE: _____
PAGES: _____ including cover sheet

COMMENTS:

Figure 2 – Operations Fax Sample

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Email Signatures

Email signatures act as our digital business card and the content presented on them must meet our legal requirements. Note that in operations email signatures, the legal name of the company that employs the employee (e.g. Echo Bay Minerals Company), as well as the explanatory line that reads, "A Kinross company", must be included (Figure 2).

It is recommended that Arial font is used for email signatures.

Figure 1 – Corporate Sample

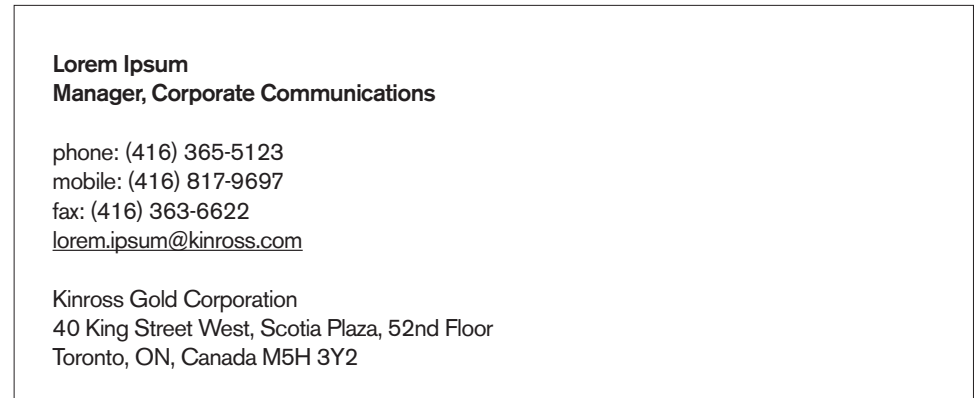


Figure 2 – Operations Sample



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Workwear

Note that the local company name and explanatory line that reads "A Kinross company" are not required.

Kinross operations logos should be applied at chest height on the left side (Figure 1).

The operations logo should be centred on the front of hard hats (Figure 2) and ball caps (Figure 3). Flags and other emblems can be placed on the back of the caps. Multiple flags should be centred on the back of the cap (Figure 4).

Figure 1 – Work Shirt



Figure 2 – Hard Hat



Figure 3 – Ball Cap (front)



Figure 4 – Ball Cap (back)



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Associated Logos and Other Graphics

Other logos and crests (e.g. safety crests, operational awards) can be placed on workwear as well. These associated logos should be sized and positioned so that they do not interfere with the Kinross operations logo.

The associated logo should be placed on the right-hand chest location. The logo should be no larger in size (considering both height and width) than the operations logo, and should be positioned at the same height (Figure 1).

Flags, crests and other graphics may appear on workwear shoulders following the same size rules as the associated logos (Figure 2).

Figure 1

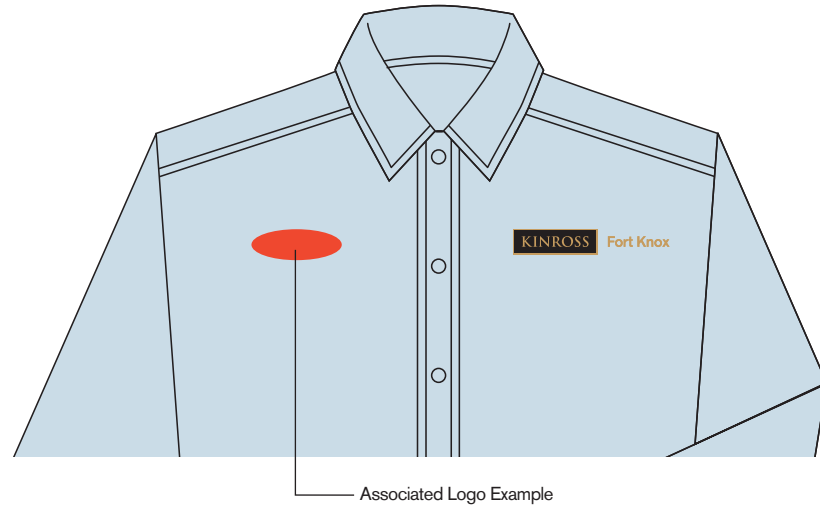
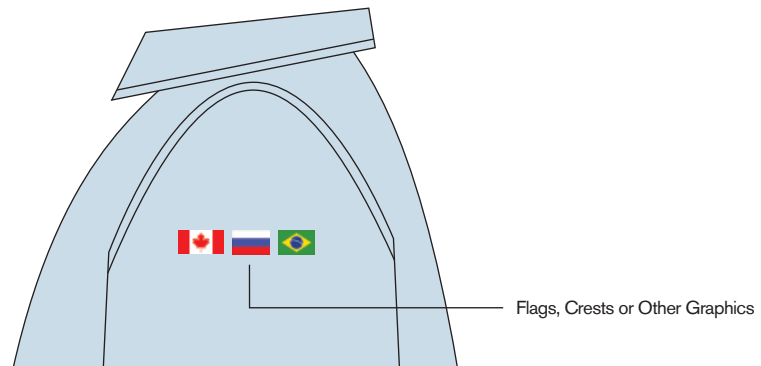


Figure 2



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Premiums and Promotions

Premium and promotional items like the examples pictured here should be designed using your local operations logo. Note that the local company name and explanatory line that reads "A Kinross company" are not required.



Figure 1 – Coffee Mugs

Figure 2a – Leather Agenda with Debossed Logo



Figure 2b – Operations Logo: Embossed/Debossed Version

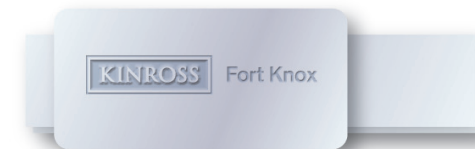


A custom version of the Kinross Operations Logo exists for special processes such as embossing, debossing and engraving. The outside line is twice as thick in this version as the normal one-colour version.



Embossed/debossed versions of corporate and operations logo files are available on the enclosed DVD.

Figure 3 – Money Clip with Engraved Logo



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How to Get Help

Contact:

brandstandards@kinross.com

or

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Manager, Corporate Communications
Kinross Gold Corporation
(416) 365-3034
nicole.hamilton@kinross.com

or

Louie Diaz
Senior Communications Specialist
Kinross Gold Corporation
(416) 369-6469
louie.diaz@kinross.com