AIFC

BRAND GUIDELINES

2024

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I.
Brand Architecture

What Is Brand Architecture?

Brand Architecture is a system that organizes brands, products and services to help an audience access and relate to a brand.

A successful Brand Architecture enables consumers to form opinions and preferences for an entire family of brands by interacting or learning about only one brand in that family.

When brands and sub-brands are organised in a logical, intuitive way, marketing efforts are exponentially more efficient. A well-defined brand architecture clarifies brand positioning, naming, and messaging. It also increases flexibility for future product and service expansion.

Masterbrand Strategy

The AIFC follows a masterbrand strategy. The masterbrand architecture is defined by one high-level corporate brandmark (AIFC logo), and every entity in the organisation is linked directly to the corporate brandmark.

With this strategy, all names are descriptive, and they follow a unique visual signature system, creating a consistent visual identity.

Each organisation within the AIFC plays an important role in building your brand equity and communicating effectively your mission.

As masterbrand strategy requires that a single brand play an important role in all levels, and each organisation must link to the AIFC logo by communicating with a standard visual system.

Following the rules of use and respecting the masterbrand will also allow the AIFC to maximise the brand awareness and reinforce your purpose.

AIFC BRAND ARCHITECTURE

Master Logo

Color

Font

Grid

Sub-Brand Logo

Pattern

3D & 2D

Assets

II. Visual Identity

Master Logo

The AIFC brandmark is an evolution of our original marque. The logo consists of a logotype and a font part. The symbolic component embodies the brand's mission: to serve as a hub for investments and opportunities.

Thus, the center, acting as a core, is surrounded by participating companies, with the open space allowing for the inclusion of new entrants.

The logotype uses a modern, sans serif typeface, complementing the clean lines of the brandmark.

The AIFC logo represents the Astana International Financial Centre at the very highest level and is a vital component of the brand. It is a stamp of quality and should always be the most consistent element in all communications, including external, internal and third party communications as requested.

Master Logo

Composition

Here is the compositional solution for integrating the symbolic and font parts of the logo. It is necessary to keep the balance and ensure contrast and readability.

Minimum Size

EPS logo files may be scaled to any size necessary for the application, as long as the minimum size requirements are met. Minimum size refers to the smallest allowable logo size. To maintain full legibility, the minimum size the logotype can be set to is 25mm in width on print, and 80px in width for digital.

Master Logo

Descriptor

The descriptor serves as the explanatory part of the abbreviation “AIFC”. It is placed to the right or below the Master Logo with a fixed indentation.

This version is used on large media to ensure all text is readable and legible. The current logo is recommended for use on thematic media such as event banners, billboards, external communications, etc.

Descriptor

Composition

Master Logo

Slogan

The slogan is the verbal component of the identity. The key message of AIFC is located at the bottom of the Master Logo with a fixed indentation and is coloured in Teal's corporate colour (and any other, depending on the logo's colour combination).

This version is used on large media to ensure all text is readable and legible. The current logo is recommended to be used on thematic media such as banners for the AIFC's events, billboards, internal communication, etc.

Slogan

Composition

Master Logo

Lockups

Primary logo

The AIFC Primary logo should be used across all AIFC communications.

Brand icon

In cases when the AIFC brand has already been established, the brand icon can be used on its own. While the icon can exist without the wordmark, the wordmark should never exist without the icon. The brand icon can also be used across apps and responsive digital communications, where space is limited.

Primary logo

Slogan

Brand icon

Descriptor

Master Logo

On Backgrounds

The AIFC logo should always be reproduced in AIFC colours. Legibility of the logo is paramount. Care must be taken to make sure that the background on which the logo is placed is tonally even and sufficiently light or dark to ensure clear stand-out.

It is important to remember that the colour of the core should match the colour of the font part.

The exception to this rule is Teal and the colours from the sub-brands palette (see section III. Sub-Brands System for detailed examples). This measure is necessary to ensure readability on both printed media and digital screens, including computers and phones. Nevertheless, it is recommended to prefer a two-colour version of the logo.

White background

Black background

AIFC teal background

AIFC blue background

Master Logo

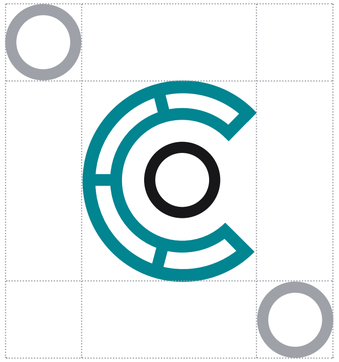
Clear Space

The Logotype is our key visual asset and should be treated with appropriate care and attention.

Clear space is the minimum “breathing room” maintained around the logo. It also defines the minimum distance between the logo and the edge of a printed piece.

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here. Use the width of the inner circle of the icon as measurement to form your lockup.

The maintenance of the safety margin applies to all versions of the Logotype.



Master Logo

Don’ts

The AIFC logo should not be altered in any way. Visibility against backgrounds should always be maintained. Where necessary, the reversed-out version can be used.

The following examples show various uses to avoid.

Do not distort the shape of the logo

Do not change the colours of the logo

Do not change the proportions of the logo

Do not use the logo at an angle

Do not re-arrange the elements of the logo

Do not place the logo on a complex background

Colours

Main colour palette

Main 1

#161719

CMYK 74 68 64 79
RGB 22 23 25
Pantone Neutral Black C
RAL 9005

Main 2

#008591

CMYK 85 31 39 4
RGB 0 133 145
Pantone 321 C
RAL 5018

Main 3

#002554

CMYK 100 90 36 36
RGB 0 37 84
Pantone PQ-655 C
RAL 5026

Secondary colour palette

Pastel 1

#DAF7DC

CMYK 13 0 17 0
RGB 218 247 220
Pantone 621 C
RAL 6019

Accent 1

#59BBA2

CMYK 63 3 45 0
RGB 89 187 16
Pantone 338 C
RAL 6027

Accent 2

#0B4349

CMYK 91 57 57 43
RGB 11 67 73
Pantone 316 C
RAL 5020

Pastel 2

#9AC1E2

CMYK 38 14 2 0
RGB 154 193 226
Pantone 644 C
RAL 5014

Bright 1

#635DC6

CMYK 71 70 0 0
RGB 99 93 198
Pantone 272 C
RAL 4005

Bright 2

#ED6B1C

CMYK 2 72 100 0
RGB 237 107 28
Pantone 1505 C
RAL 2008

Colours

Grey Palette

Given the extensive colour palette, a range of grey shades has been developed to complement the design, serving as backgrounds, accents, and footnotes in PowerPoint presentations, brochures, charts, and more.

Avoiding the use of colours that clash with each other and maintaining legibility are always important.

See the next slide for examples of colour combinations.

COLD 1	COLD 2	COLD 3	COLD 4	COLD 5
#323941	#575D63	#9DA1A8	#D7DBE2	#F4F4F4
CMYK 76 65 55 4	**CMYK** 66 55 49 24	**CMYK** 41 32 28 0	**CMYK** 14 9 6 0	**CMYK** 3 2 2 0
RGB 50 57 65	**RGB** 87 93 99	**RGB** 157 161 168	**RGB** 215 219 226	**RGB** 244 244 244
Pantone 432 C	**Pantone** 431 C	**Pantone** 430 C	**Pantone** 427 C	**Pantone** PMS Cool Gray
RAL 7016	**RAL** 7011	**RAL** 7040	**RAL** 7035	**RAL** 9003
WARM 1	**WARM 2**	**WARM 3**	**WARM 4**	**WARM 5**
#3A3A3A	#A2A5A8	#C8C9CB	#D8D8D8	#EDEDED
CMYK 69 62 61 5	**CMYK** 39 30 29 0	**CMYK** 21 16 16 0	**CMYK** 14 11 11 0	**CMYK** 6 4 4 0
RGB 58 58 58	**RGB** 162 165 168	**RGB** 200 201 20	**RGB** 216 216 216	**RGB** 237 237 237
Pantone 426 C	**Pantone** 423 C	**Pantone** Cool Gray 3 C	**Pantone** PQ-10101 C	**Pantone** 2712
RAL 7021	**RAL** 9023	**RAL** 9006	**RAL** 7047	**RAL** 9016

Colours

Sub-Brands

These colours are the primary colours for the divisions and are recommended to be combined with the AIFC basic palette and grey shades. As for additional colours, their combination is undesirable.

It is vibrant and varied, with deep, bright colours.

Avoiding the use of colours that clash with each other and maintaining legibility are always important.

For examples of colour combinations, please refer to Section III. Sub-Brands System.

AFSA	COURT	AUTHORITY	IAC
#8B1057	#07A7E1	#008AAC	#0047BA
CMYK 41 100 39 18	**CMYK** 73 16 0 0	**CMYK** 83 32 22	**CMYK** 93 78 0 0
RGB 139 16 87	**RGB** 7 167 225	**RGB** 0 138 172	**RGB** 0 71 186
Pantone 7648 C	**Pantone** 2995 C	**Pantone** 3135 C	**Pantone** 2728 C
RAL 4006	**RAL** 5024	**RAL** 5012	**RAL** 5000

TECH	GFC	EXPAT CENTRE	ACADEMY
#5B118B	#129139	#5FA511	#DA0032
CMYK 80 100 7 2	**CMYK** 85 18 100 4	**CMYK** 68 12 100 1	**CMYK** 8 100 86 1
RGB 91 17 139	**RGB** 18 145 57	**RGB** 95 165 17	**RGB** 218 0 50
Pantone 2597 C	**Pantone** 7732 C	**Pantone** 369 C	**Pantone** 186 C
RAL 4007	**RAL** 6037	**RAL** 6018	**RAL** 3018

Colours Combination

Working with grey shades

Cool colour palette

Warm colour palette

Dividing into cool and warm tones allows you to use a wide palette of corporate colours more harmoniously.

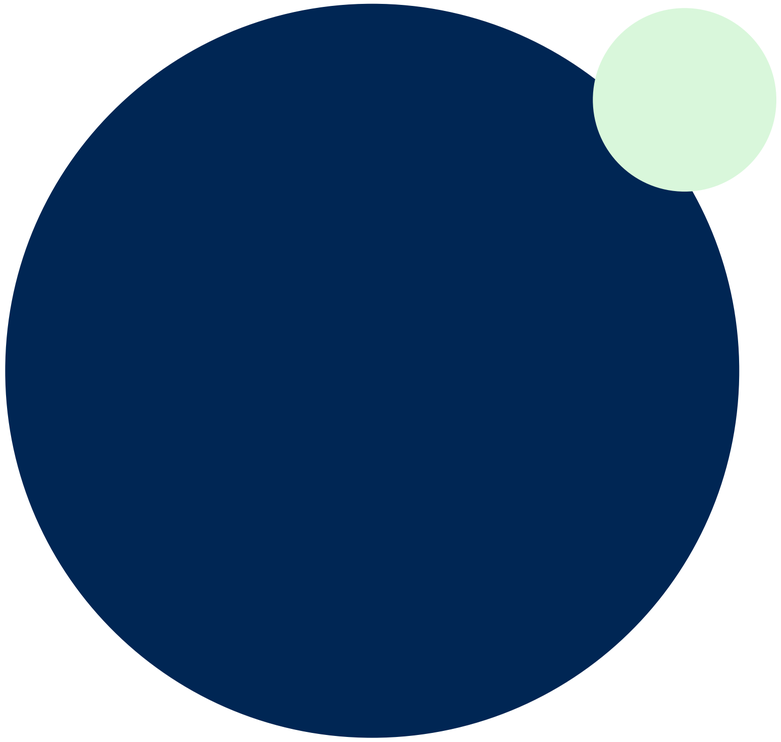
This slide serves as a recommendation.

Colours Combination

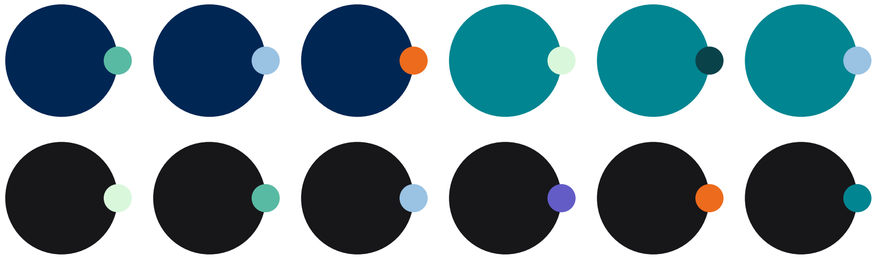
Colour pair (1+1)

Any primary colour
<80%

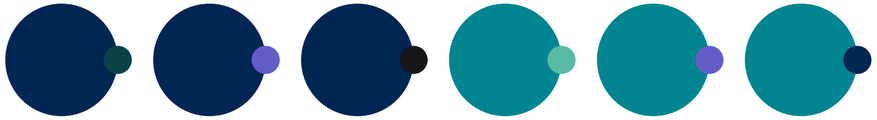
Any complementary colour
<20%



Other colour combinations:



Do not use colours with low contrast



Do not use two accent colours, only with the primary colour

Given the wide variation of colours, colour combination guidelines have been created. Examples of colour pairs are shown here. Always use one of the 3 primary colours: black, blue or teal.

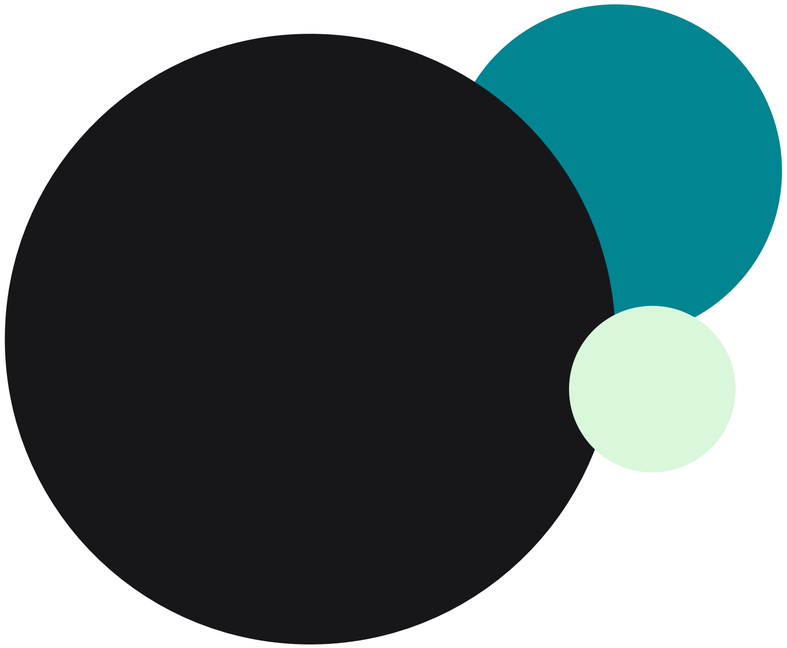
Colours Combination

Colour triad (2+1)

Any primary colour 1 **<55%**

Any primary colour 2 **<30%**

Any complementary colour **<15%**



Other colour combinations:

Do not use dark colours together

Do not use non-contrasting colours together

Given the wide variation of colours, colour combination guidelines have been created. Examples of colour triads are shown here. Always use at least one of the 3 primary colours: black, blue or teal.

Colours Combination

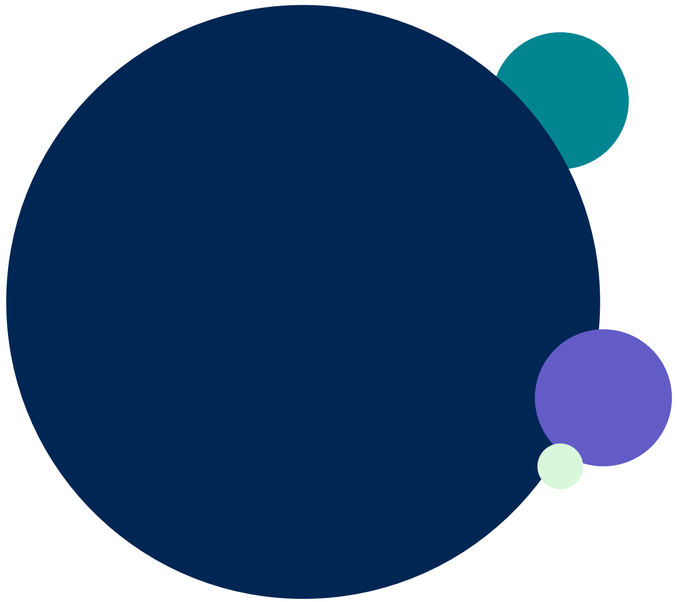
Colour pairs (2+2)

Any primary colour 1
<65%

Any primary colour 2
<15%

Any complementary colour 1
<15%

Any complementary colour 2
<5%



Other colour combinations:

Do not use dark colours together

Do not use 3 accent colours (max.2)

Given the wide variation of colours, colour combination guidelines have been created. Examples of two colour pairs are shown here. Always use at least one of the 3 primary colours: black, blue or teal.

Typeface

The typeface **Geologica** is the brand typeface of AIFC and is always used across the AIFC brand architecture, as well as digital and printed communications.

This shows examples of lettering and when to use it. Denser lettering is suitable for titles, subtitles and highlights in text, while thin lettering is suitable for text blocks.

The typerface **Geologica** is a typerface from Google fonts and comes with an open-source licence. We recommend installing on your computer before opening layouts and working files. If this option is not available, the typerface **Arial** is an alternative.

Header

Geologica Semibold

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
Ұұ Үү Фф Хх Һһ Цц Чч Шш
Щщ Ъъ Ыы Ьь Ээ Юю Яя

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

0 1 2 3 4 5 6 7 8 9

Sub-Header

Geologica Medium

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
Ұұ Үү Фф Хх Һһ Цц Чч Шш
Щщ Ъъ Ыы Ьь Ээ Юю Яя

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

0 1 2 3 4 5 6 7 8 9

Text

Geologica Light

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
Ұұ Үү Фф Хх Һһ Цц Чч Шш
Щщ Ъъ Ыы Ьь Ээ Юю Яя

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

0 1 2 3 4 5 6 7 8 9

Typeface

Do and don’ts

Format texts considering visual hierarchy:

>2x — Lorem ipsum dolor sit amet

1.5x — Lorem ipsum dolor sit amet

x — Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Write high volume text in uppercase

✓ — LOREM IPSUM

✓ — LOREM IPSUM DOLOR SIT AMET

✗ — LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR.

Use lettering bolder than Bold

✗ — LOREM IPSUM

✗ — LOREM IPSUM DOLOR SIT AMET

✗ — LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA.

Use too much spacing (1:1.25 is recommended)

✓ Lorem ipsum dolor sit amet, con sectetuer adipiscing elit, sed diam nonummy nibh euismod idunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, con sectetuer adipisc-ing elit, sed diam nonummy nibh euismod idunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, con sectetuer adipiscing elit, sed diam nonummy nibh euismod idunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, con sectetuer adipisc-ing elit, sed diam nonummy nibh euismod idunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, con sectetuer adipiscing elit, sed diam nonummy nibh euismod idunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, con sectetuer adipisc-ing elit, sed diam nonummy nibh euismod idunt ut laoreet dolore magna aliquam erat volutpatd idunt ut laoreet.

✗ Lorem ipsum dolor sit amet, con sectetuer adipiscing elit, sed diam nonummy nibh euismod idunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, con sectetuer adipisc-ing elit, sed diam nonummy nibh euismod idunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, con sectetuer adipiscing elit, sed diam nonummy nibh euismod idunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, con sectetuer adipisc euismod idunt ut laoreet dolore magna aliquam erat volutpat.

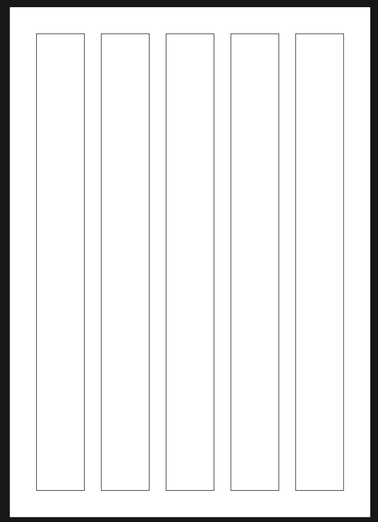
Grid

A unique five-column grid has become one of the highlights of the corporate style. The odd number of columns makes the layout asymmetrical, dynamic, and modern, in line with current design trends.

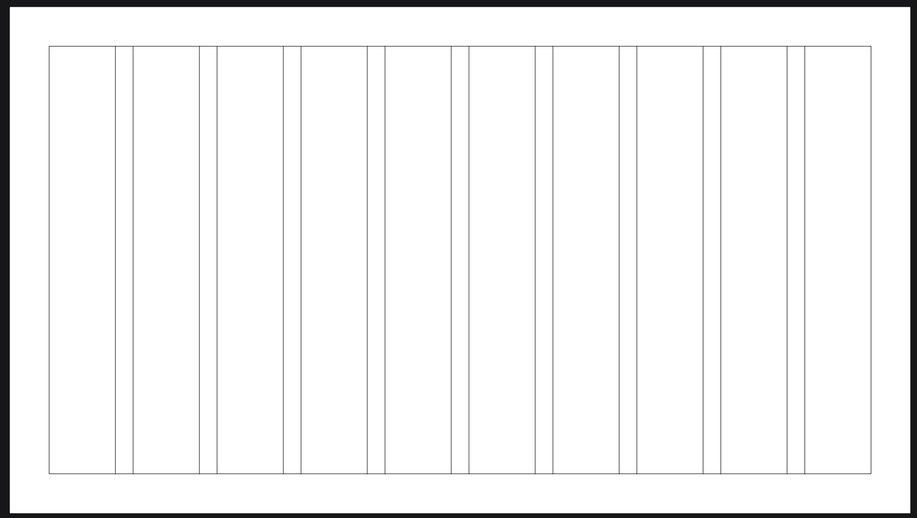
On wide-format media, such as horizontal banners and presentations, the number of columns is doubled.

To design layouts, first create a frame beyond which important information or logo cannot extend. Then, build the columns within this frame. The following are examples of different formats.

Vertical



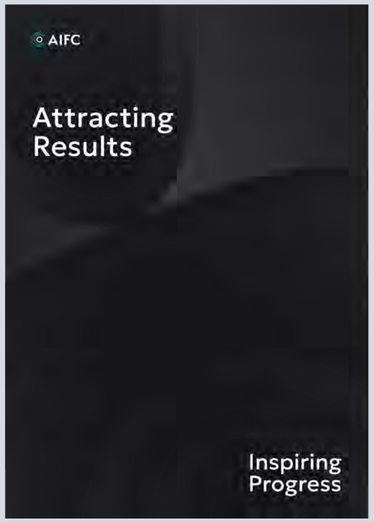
Horizontal



Grid

Examples

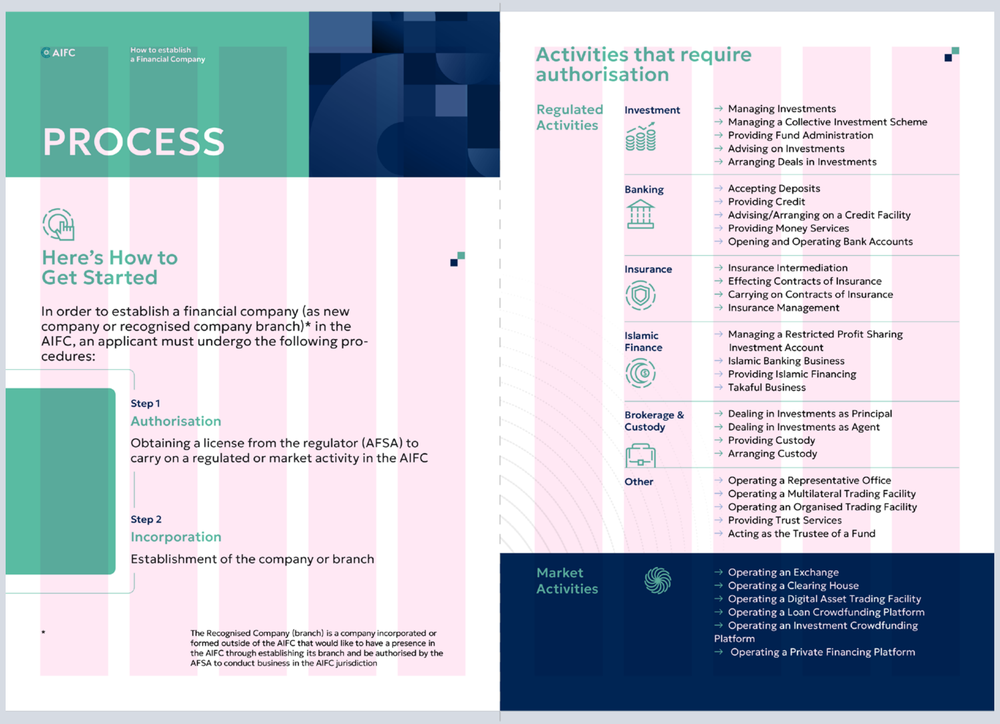
Covers of printed media: booklets, brochures, handbooks, annual reports, etc.



Grid

Examples

Internal content of the handbook, spread 1



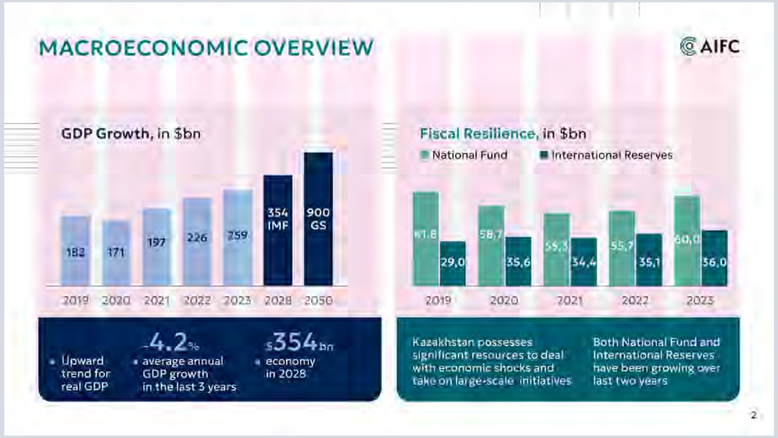
Internal content of the handbook, spread 2

Grid

Examples

Presentation cover

Infographics



Map

Pattern

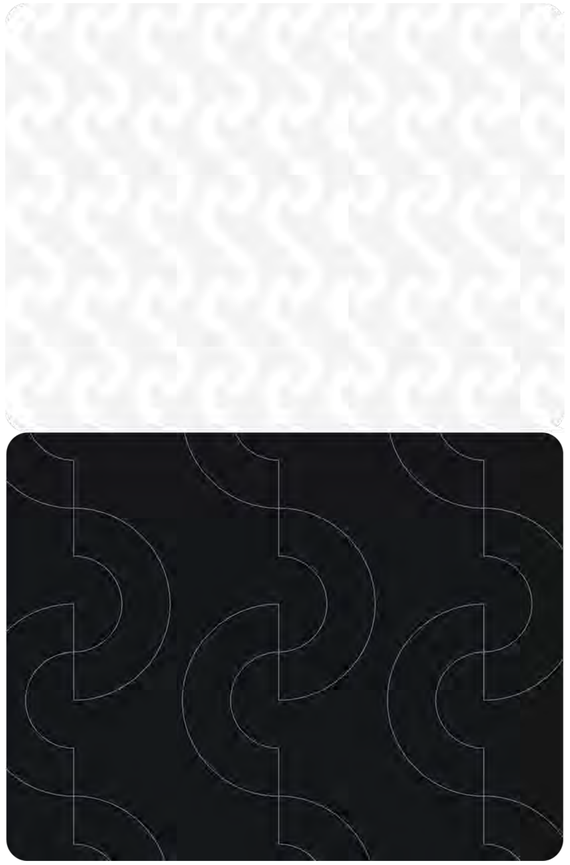
Pattern is one of the most important components of identity, as brand recognition and integrity are formed through various channels.

This pattern continues the idea of attraction: symmetrical forms are directed towards each other according to the principle of magnetic fields, and the gradient maintains a serious and businesslike tone.

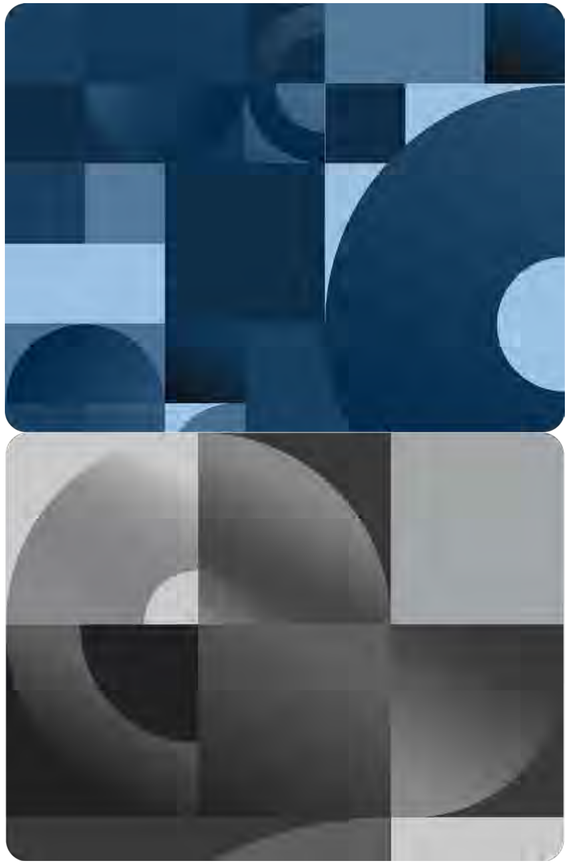
A series of other patterns has also been developed for each of the directions, see the next slide.

Pattern

I. Basic pattern
(universal application)

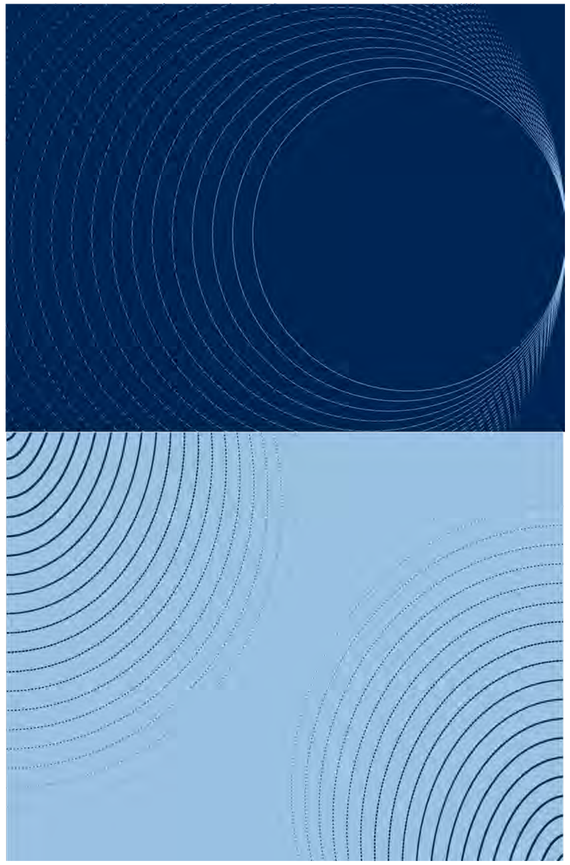


II. Pattern-canvas
(self-sufficient accent element)



III. Magnetic field (external
communication design)

IV. Linear silhouettes (internal
communication design)



Pattern

Do and don’ts

TO DO:

For filled shapes, use medium and small scale

For filled shapes, use medium and large scale

TO DO:

Use ready-made canvases

Scale

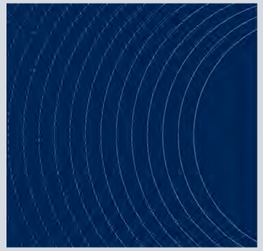
TO DO:

Use ready-made canvases

Rotate and paint in corporate colours

TO DO:

Scale to the size of the media



Duplicate and arrange in the corners

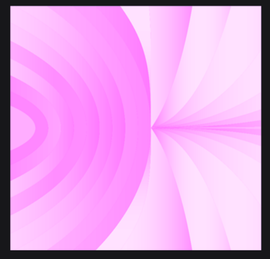
For filled shapes, use a large scale

For filled shapes, use a small scale

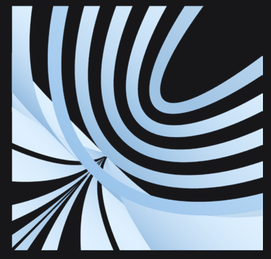
Use non-brand colours

Paint each element separately

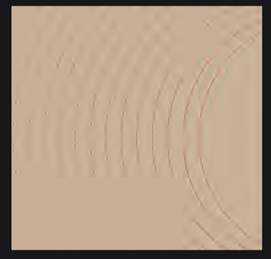
Use non-brand colours



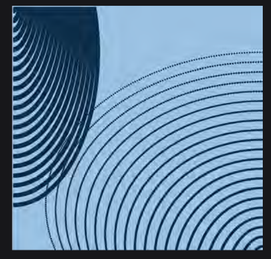
Stratify the pattern



Use non-brand colours



Deform contours



Pattern

Example

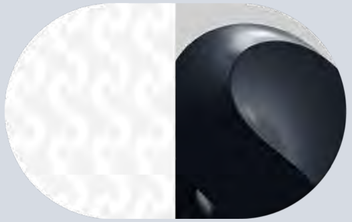
Here is a presentation stand for a screen in the AIFC conference hall. Considering the multi-level structure and size, the pattern-canvas is diluted with a universal print, maintaining a balance between decorativeness and restraint.

Layout

Pattern

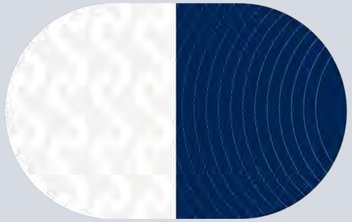
Combination with other branded assets

TO DO:



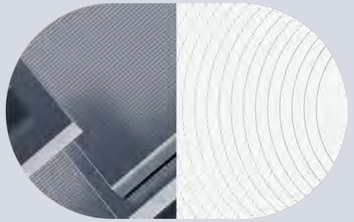
Light base pattern+dark 2D/3D graphics (and vice versa)

Base pattern + magnetic field



Base pattern + linear silhouettes

Magnetic field/pattern canvas + linear silhouettes



2D/3D graphics + linear silhouettes

Pattern

Combination with other branded assets

NOT TO DO:

Light base pattern + light 2D/3D graphics (and vice versa)

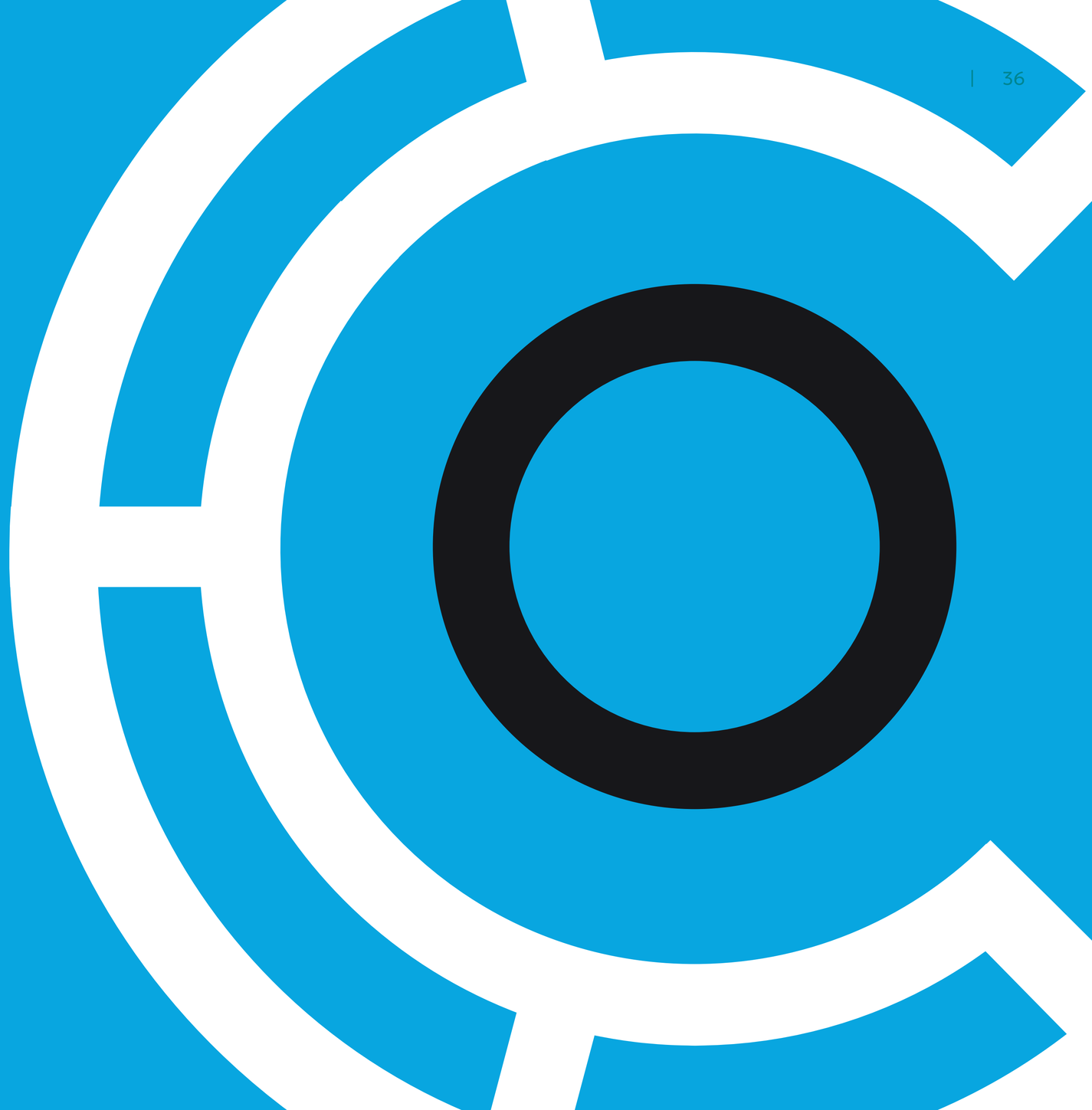
Canvas pattern + magnetic field

Canvas pattern + base pattern

Canvas pattern + 2D/3D graphics

2D graphics + 3D graphics

III.
Sub-Brands System



Sub-Brands System

The AIFC logo system is an essential tool for understanding how each different part of AIFC – Organisations, programmes, initiatives, divisions – communicate verbally and visually.

Each category is defined by how closely the team's identity needs to be linked to the AIFC logo.

The shown logos are the category 2 logos to date under AIFC.

Sub-Brands System

Upcoming Divisions

Here is a layout diagram for the logo and font part. This logic applies to both current and upcoming company divisions.

The logo can only exist in a horizontal format; tiered and vertically centered variations are not allowed.

It is necessary to adhere to the concept of the main logo: the core and font part are in the same colour, and the circular arc, symbolising the participants, is painted in the corporate colour of the division.

It is important to remember about readability, margins, and security margin.

Sub-Brands System

Court Overview

The Court stationery follows the look and feel of the AIFC stationery, yet reflects the unique colour of the organisation.

Sub-Brands System

AFSA Overview

The AFSA stationery follows the look and feel of the AIFC stationery, yet reflects the unique colour of the organisation.

Sub-Brands System

IAC Overview

The IAC stationery follows the look and feel of the AIFC stationery, yet reflects the unique colour of the organisation.

Sub-Brands System

Tech Overview

The Tech stationery follows the look and feel of the AIFC stationery, yet reflects the unique colour of the organisation.

Sub-Brands System

GFC Overview

The GFC stationery follows the look and feel of the AIFC stationery, yet reflects the unique colour of the organisation.

Sub-Brands System

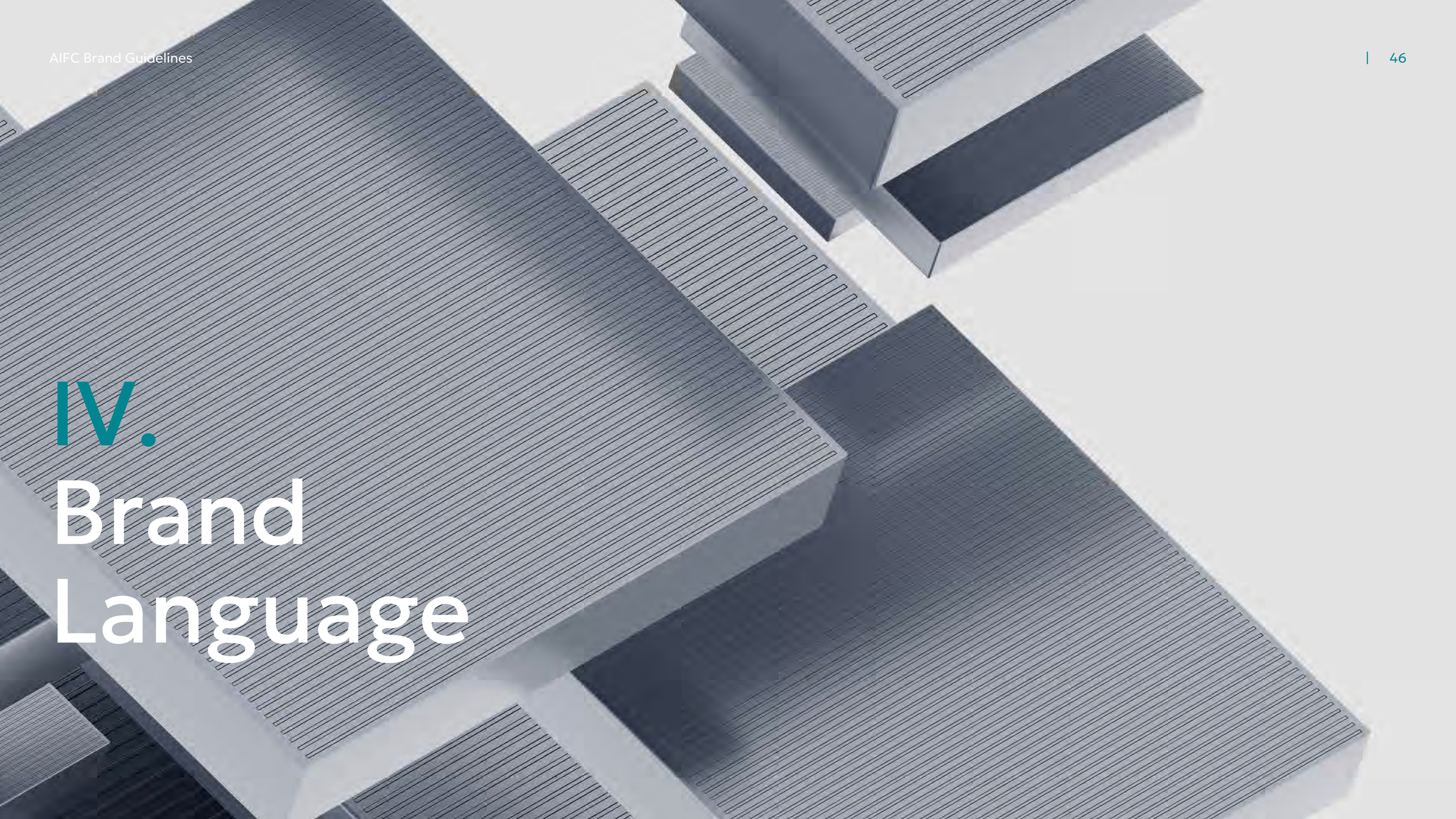
Expat Centre Overview

The Expat Centre stationery follows the look and feel of the AIFC stationery, yet reflects the unique colour of the organisation.

Sub-Brands System

Academy Overview

The AIFC Academy stationery follows the look and feel of the AIFC stationery, yet reflects the unique colour of the organisation.



IV. Brand Language

Brand Language

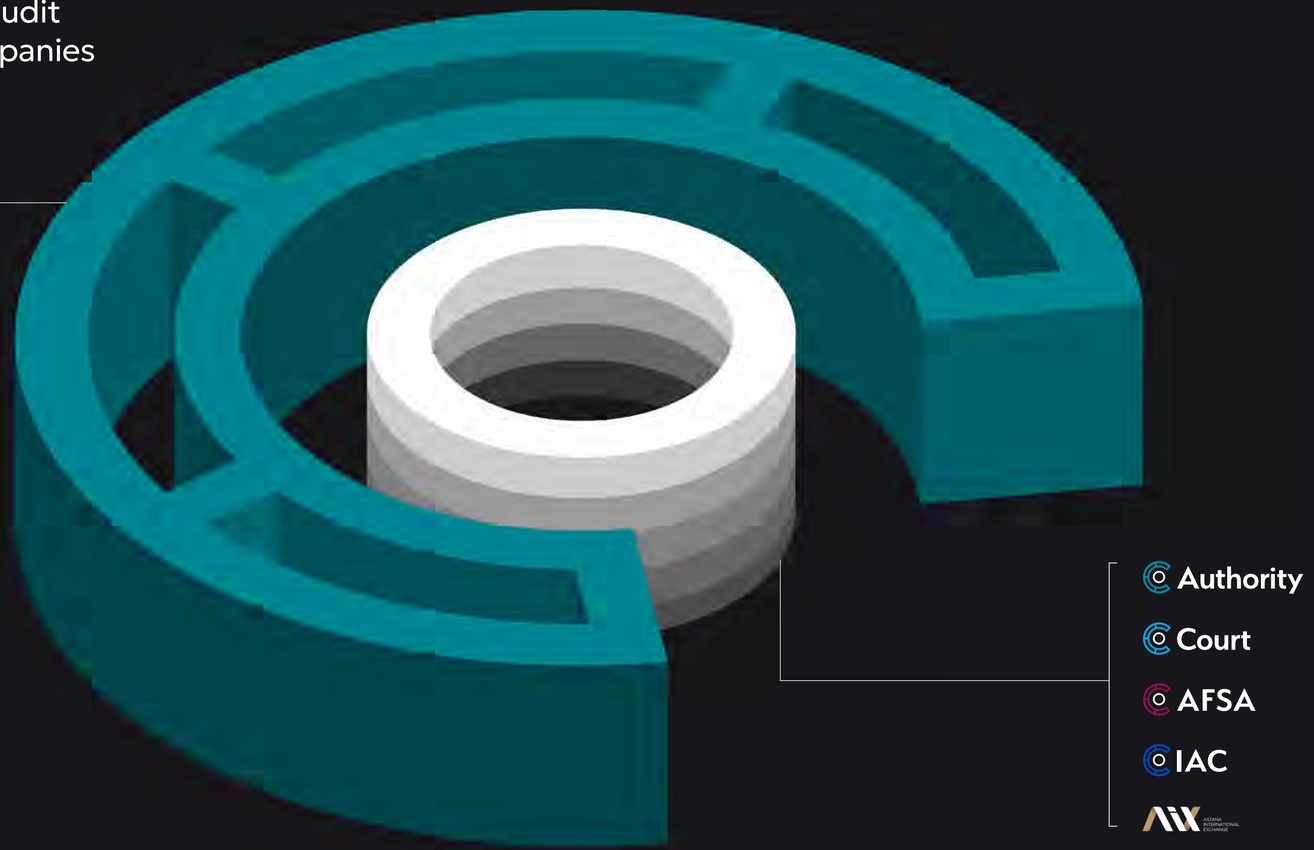
Metaphore

Metaphore is based on the logotype, which consists of a five-layer core (representing the main divisions of AIFC) surrounded by participating companies, divided into 4 main groups. Thus, two stylistically contrasting elements attract each other, forming a dynamic interaction. This concept was the foundation for a thematic video created in 3D space.

It further developed into brand photo and video stock collections.

4 types of participants:

I. Financial companies
II. Non-financial companies
III. Consulting, audit
IV. FinTech companies

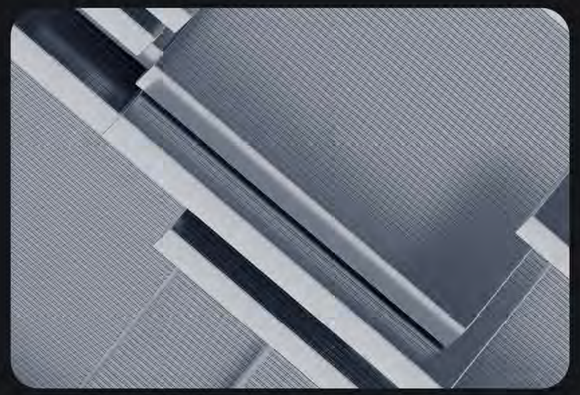


Brand Language

3D images

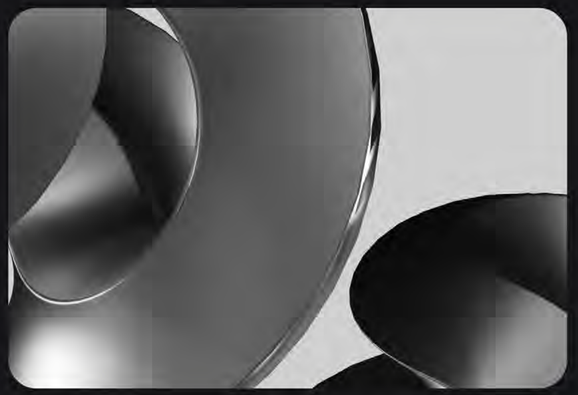
I. Financial companies

II. Non-financial companies



III. Consulting, audit

IV. FinTech companies



Brand Language

3D images

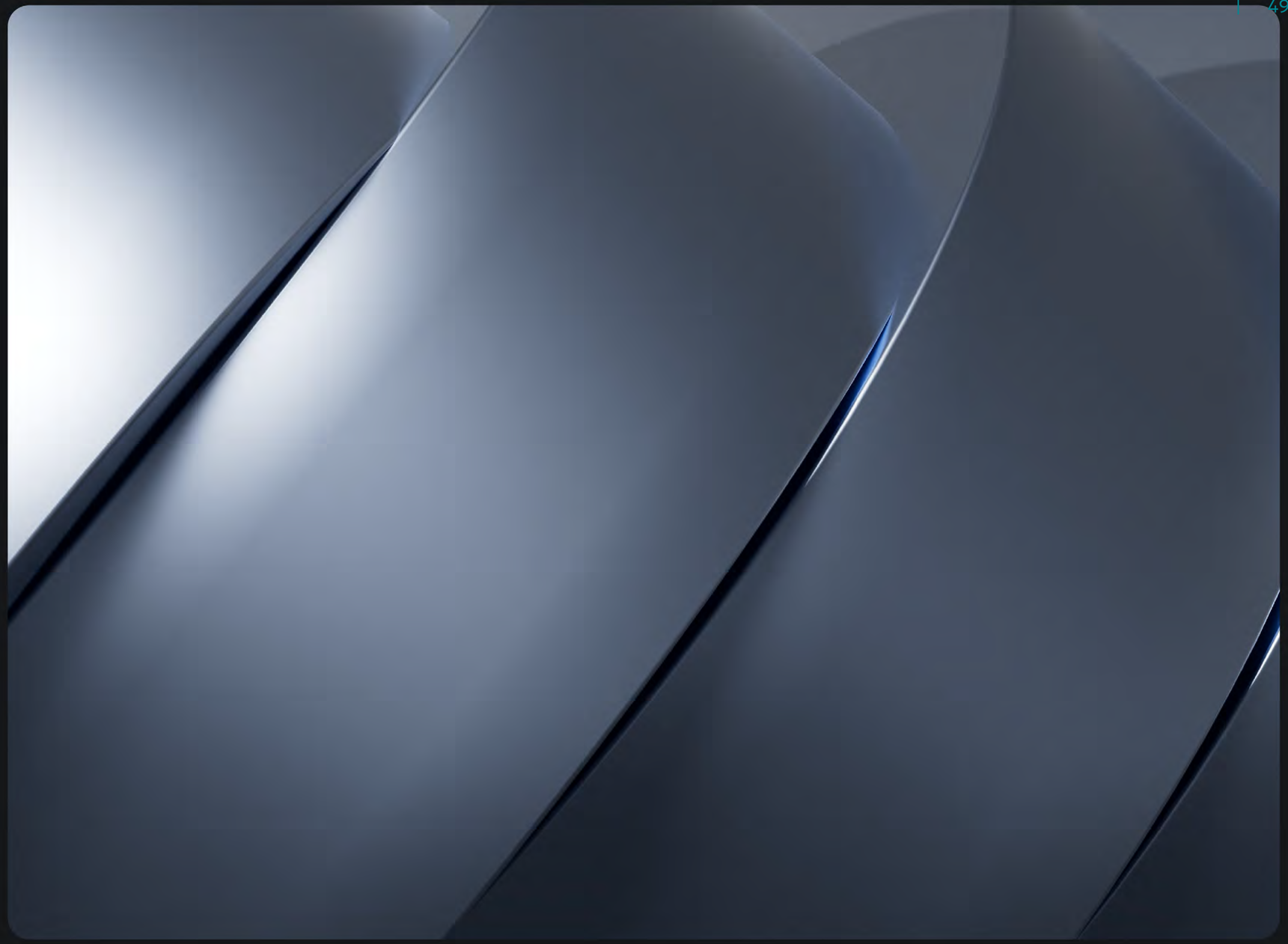
I. Financial Companies

The corporate pattern for this group of participants is inspired by metal, an element that is both malleable and flexible, yet solid.

Presented in cool steel shades, it extends the gray color palette and conveys a strict, corporate tone.

The key characteristics of this pattern are:

- Shine
- Solidity
- Substantiality
- Flexibility
- Swiftness



Brand Language

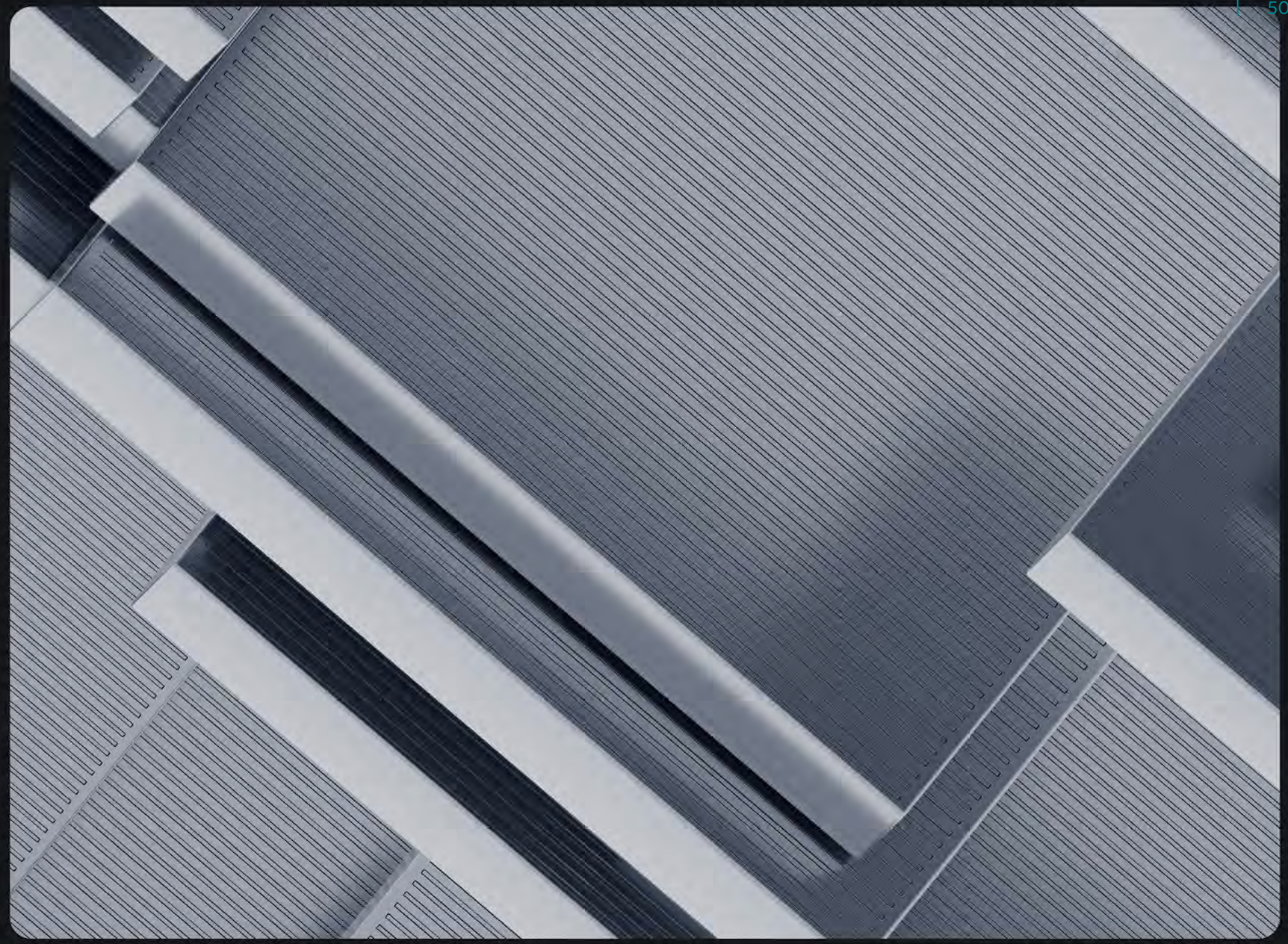
3D images

II. Non-Financial Companies

The corporate pattern for this group of participants is inspired by metal, but with a textured surface that reflects the diversity and variability of each participant.

Key characteristics of this pattern are:

- Diversification
- Rigor
- Monolity
- Structure



Brand Language

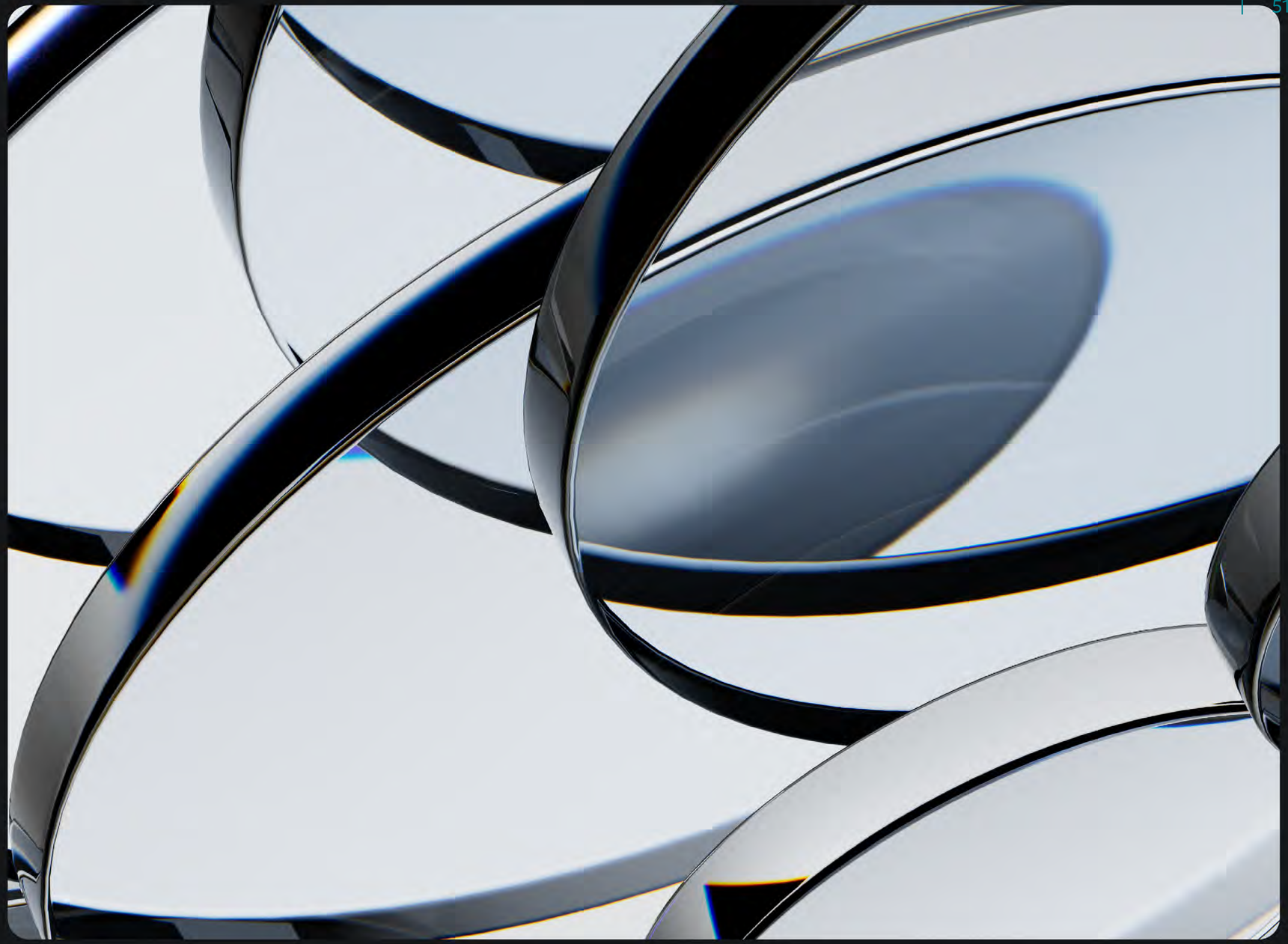
3D images

III. Consulting Companies

The corporate pattern for this group of participants is glass, symbolizing transparency and the ability to zoom in and out, as is common in analytical, auditing, and consulting activities.

Key characteristics of this pattern are:

- **Transparency**
- **Light refraction: highlighting the important aspects of the work process**
- **Dynamism**
- **Order and cleanliness**



Brand Language

3D images

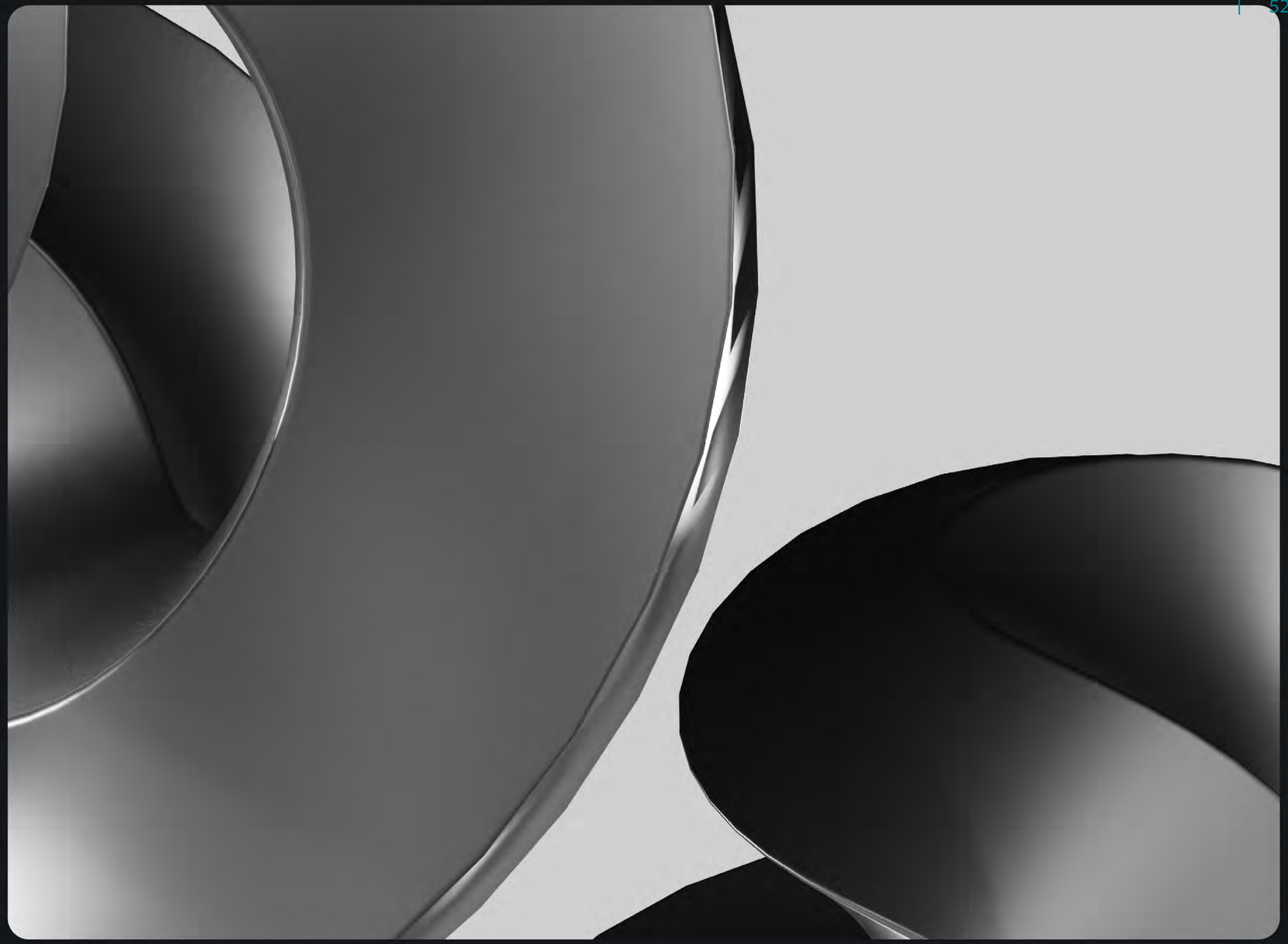
IV. Fintech Companies

The most flexible and “lively” of all patterns due to the constant variability and movement inherent in liquid metals.

The glossy sheen adds a premium touch to the current style while maintaining corporate focus.

Key characteristics of this pattern are:

- Lively, active texture
- Nanotechnology
- Innovation
- Originality
- Boldness
- Flexibility



Brand Language

3D images

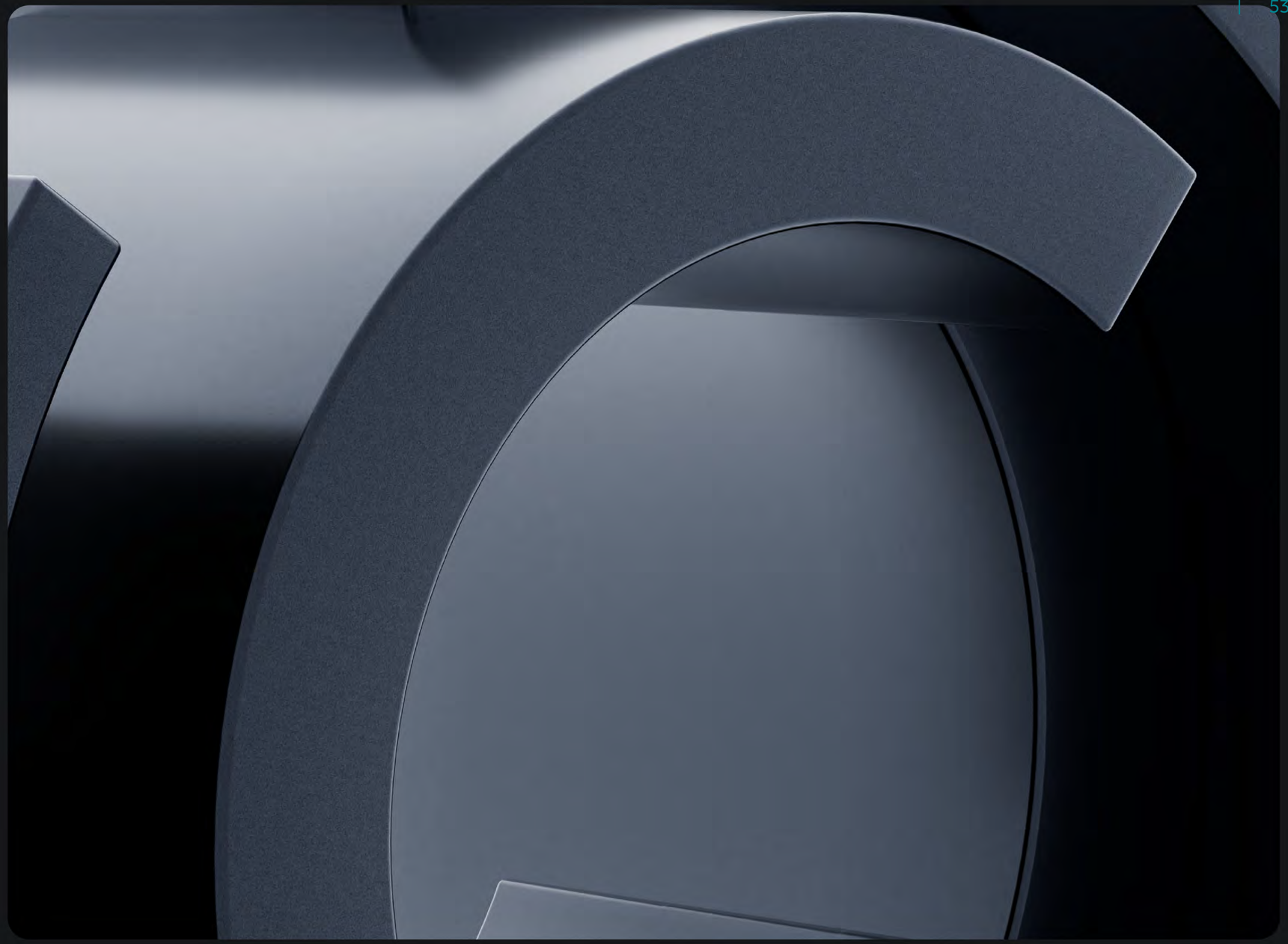
Core

Since the AIFC is a point of attraction, a straight element was chosen: a magnet.

The grainy texture is immediately recognizable, revealing the metaphore at first glance.

Key characteristics of this pattern are:

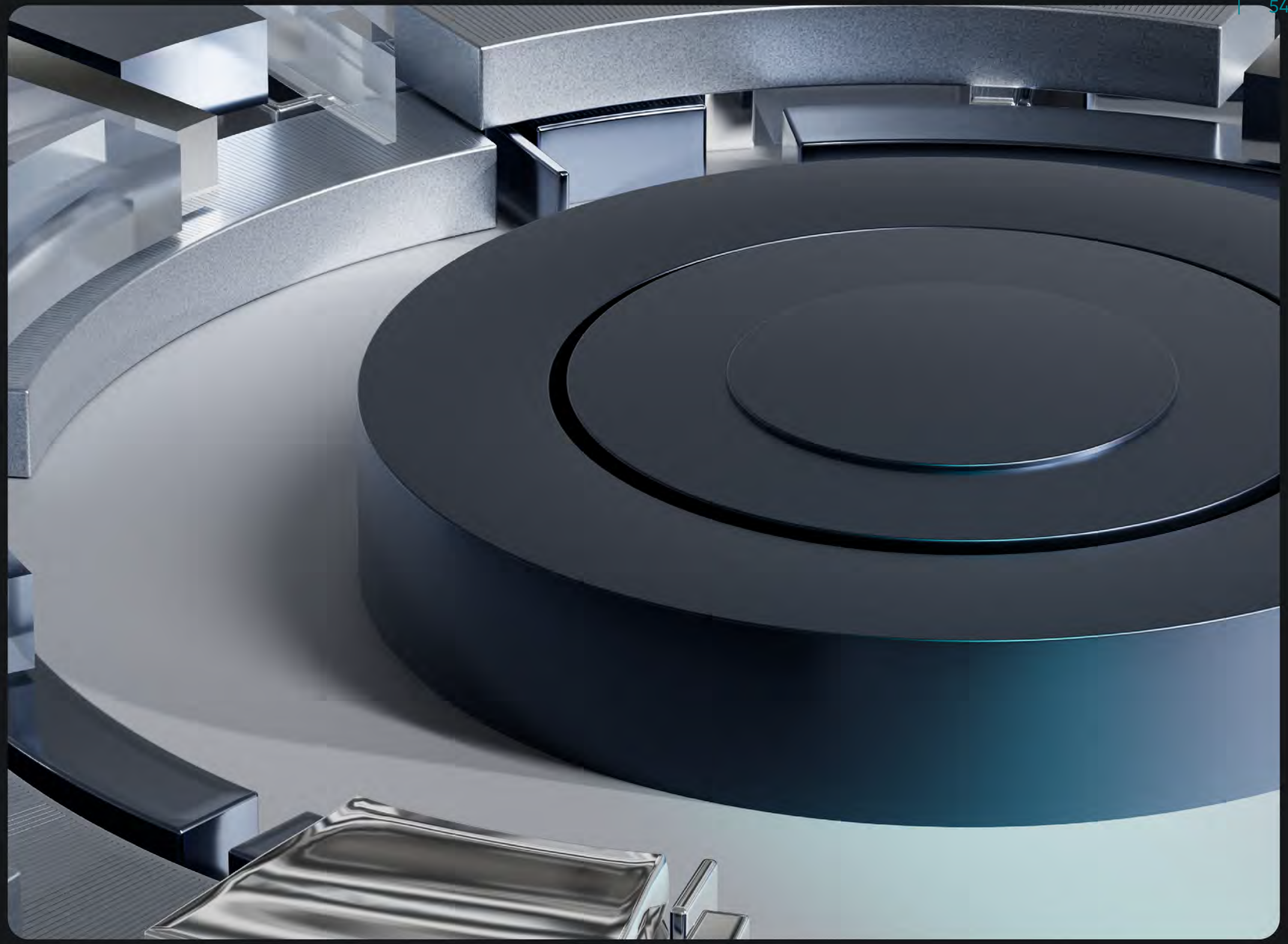
- **Attractiveness**
- **Universality**
- **Restraint**
- **Centrality**
- **Smoothness**



Brand Language

3D images

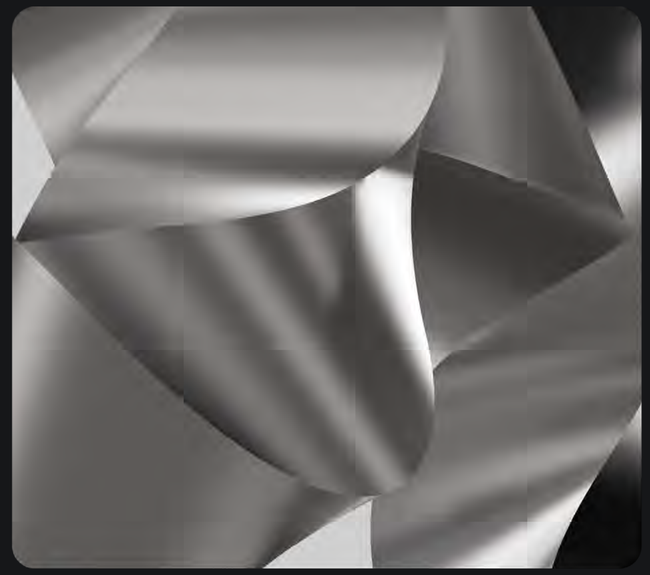
You can watch an image video that clearly explains the concept. Moreover, a number of key shots have become a part of the brand’s photo stock.

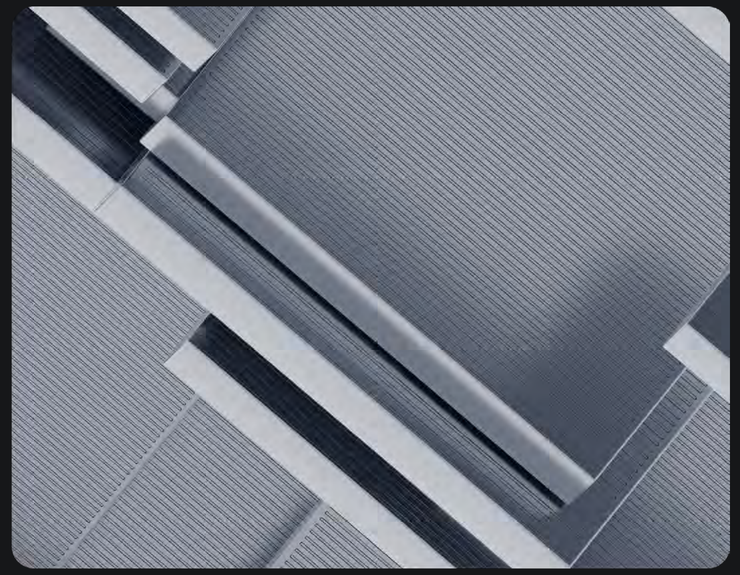


Brand Language

3D images stock

All the patterns described above are related to animation and website. However, the stock images derived from these patterns are permitted for use in any themes and activities of the AIFC.



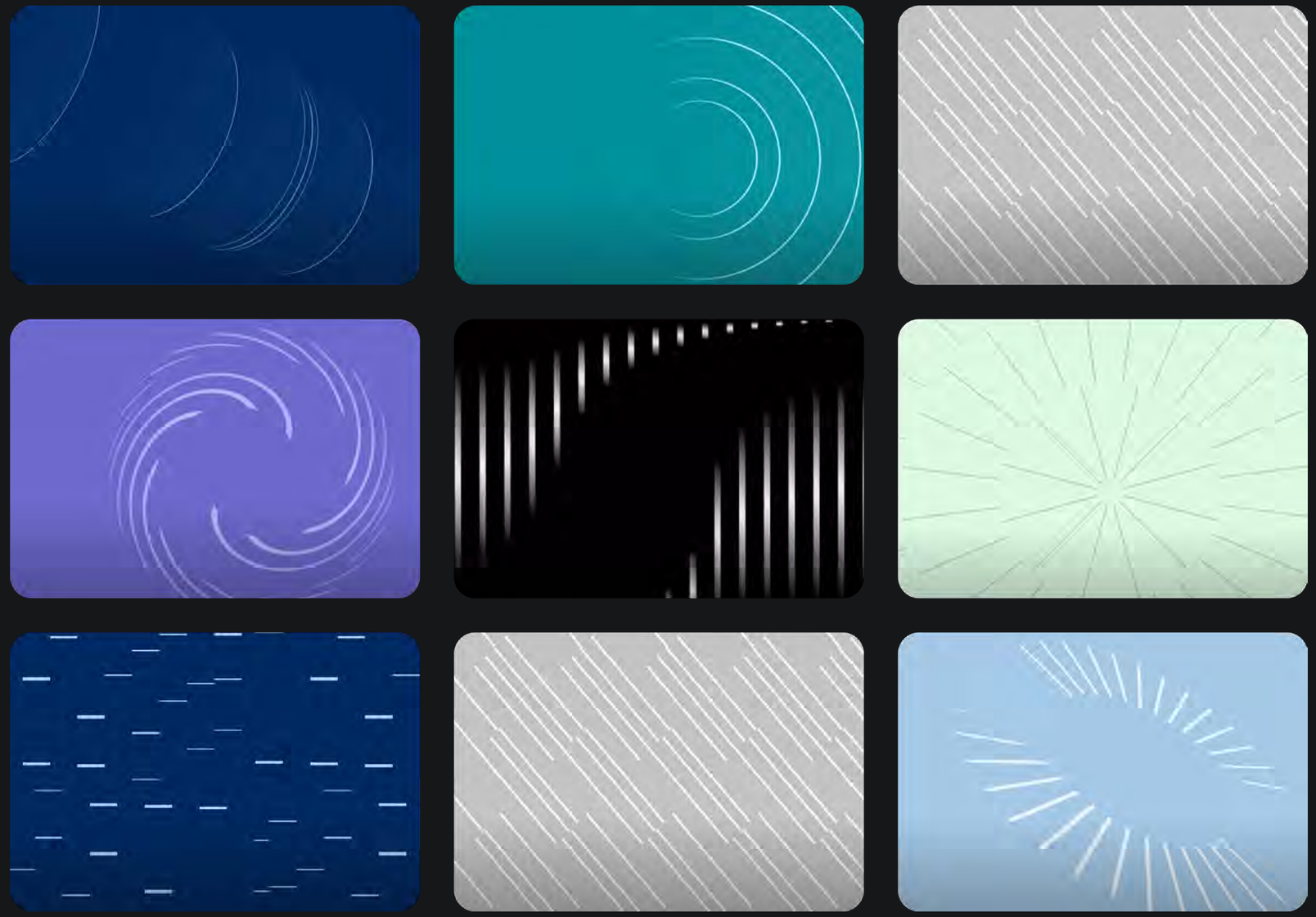


Brand Language

2D images

To develop the corporate identity, a simplified stylisation of the 3D video was developed in vector-based, clean animations.

Each of them conveys rhythm, movement and cycling and the backgrounds of each animation are painted in corporate colours.



Brand Language

Iconography

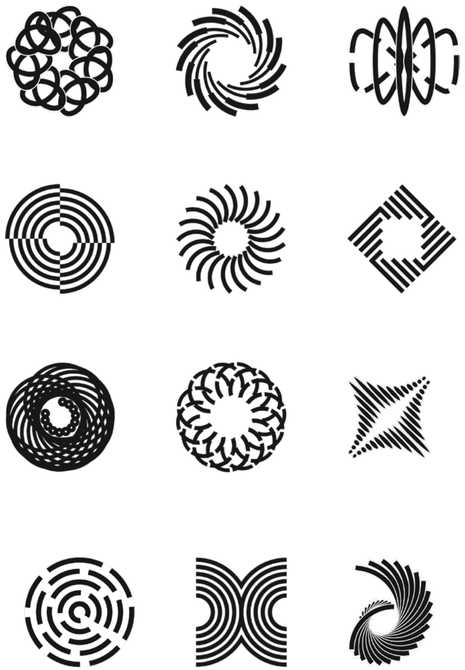
Functional icons are used to signpost products, services and tools with clarity. they are most effective when they improve visual interest and grab the user's attention.

Two series of icons were developed: abstract (as an illustrative element) and figurative (representing a specific meaning)

Do:

- Give preference to the brand's photo stock, which includes 70+ brand icons
- Use any of the abstract icons if there is no suitable one for the topic
- Select a contour icon (not filled!) from free sources if the abstract option is not appropriate
- You can use both monochrome and duotone versions.
- Use icons for infographics, websitepages, graphs and electronic hyperlinks
- Keep the icons simple and stay away from complex shapes

Abstract



Figurative

Brand Language

Icons Set

FAQ

Docs/Library

Podcast

News /media

Data protection

Urgent

Coin

Success

Report

Transparency

Fintech

Meeting

Man

Error

Analytics

AI chat bot

Startup

Crypto

GFC/ESG

Islamic finance

Carbon platform

Insurance

Publications

Contact us

Make an enquiry

Case

Networking

Currency

AIFC Academy

Banking

Loyalty Club

Relocation

International

Location

Benefits

Process

Documents preparation

Application

Application consideration

Professional services

Assets

How to

Documents receiving

Fees

Innovations

Investments

Finance

Stock exchange

Stock

Taxes

Legal framework

Court

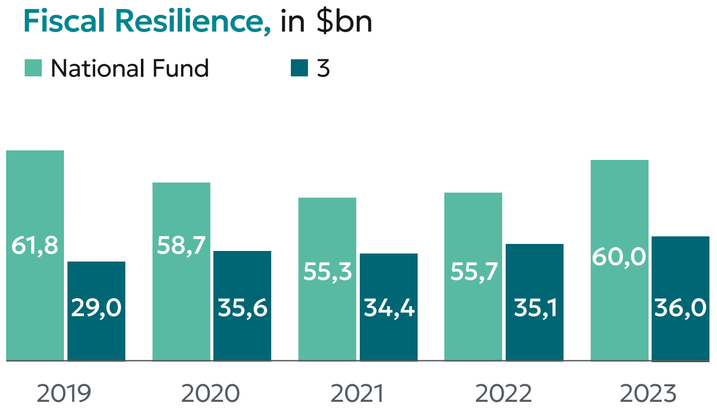
Regulator

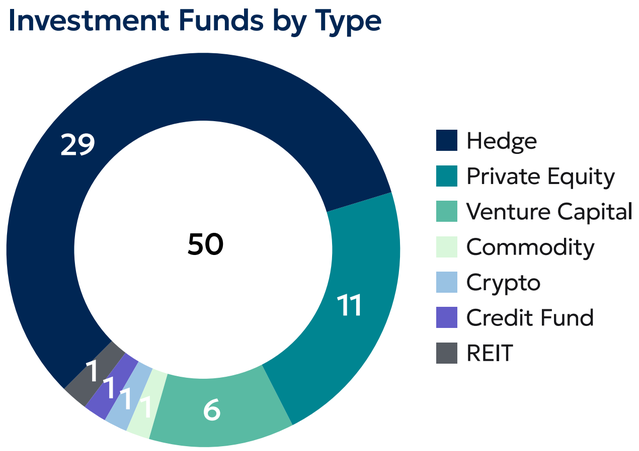
Brand Language

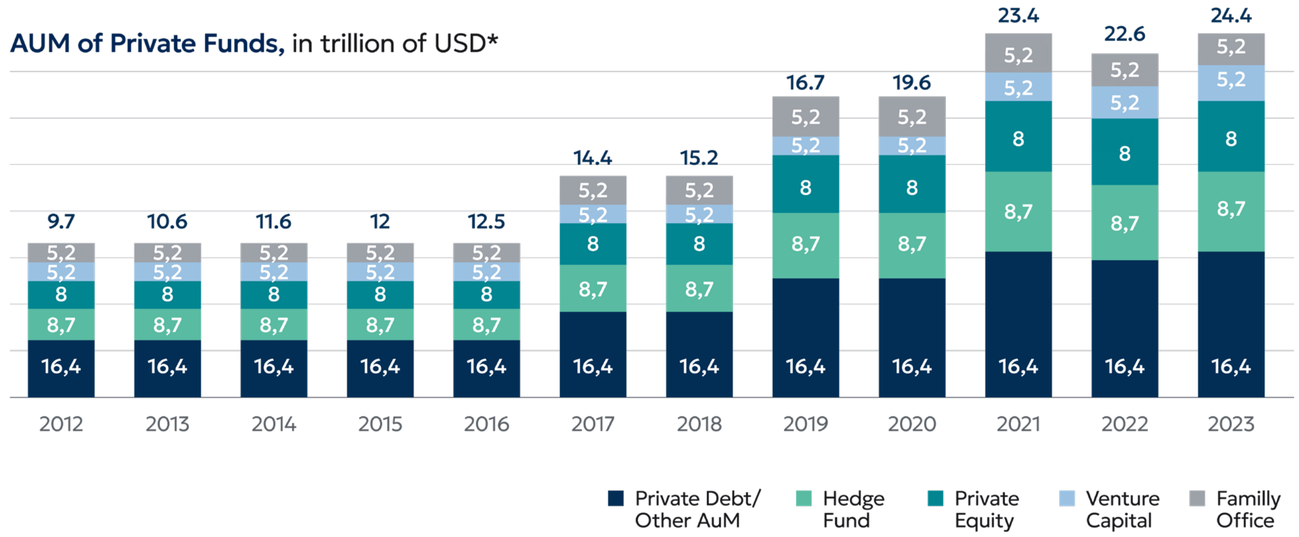
Graphs

Charts and graphs are integral in communicating complex and diverse pieces of data and information. These elements draw on the AIFC visual identity to maintain consistency through all communications.

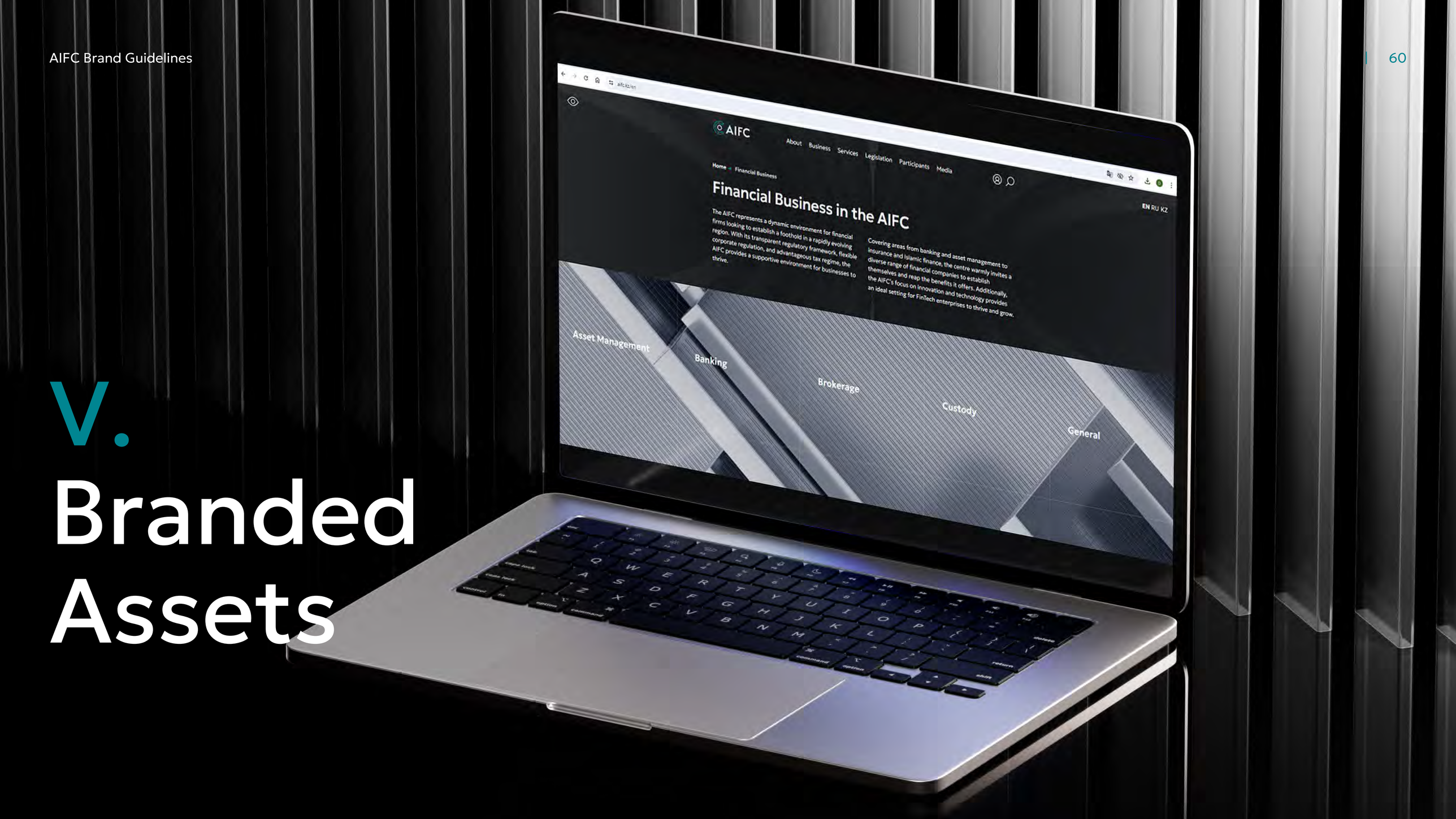
Colours should be pulled from AIFC's primary and secondary palettes, determined by the graph's overall number of inputs.







V.
Branded Assets



Business Card

Rollup

AIFC
ASTANA INTERNATIONAL FINANCIAL CENTRE
ELEVATE YOUR BUSINESS WITH US
An exceptional platform that offers a comprehensive ecosystem for businesses across diverse industries
Discover more about AIFC
aifc-business
www.aifc.kz
World class regulation
Special tax and currency regime
Fintech opportunities
Independent judicial system
International stock exchange
Islamic and green finance

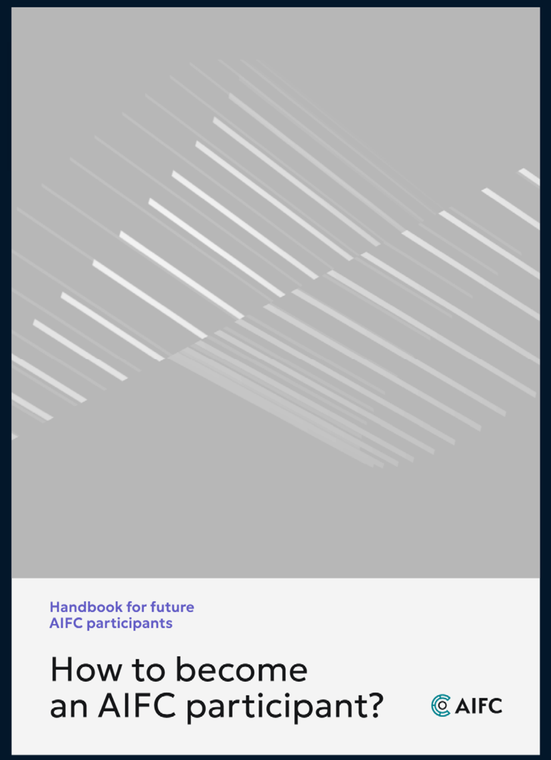
Flyer

AIFC
ASTANA INTERNATIONAL FINANCIAL CENTRE
The #1 Financial Centre in Eastern Europe and Central Asian Region
World class regulation
Liberalised currency control
Independent court and arbitration centre
Variety of legal forms for all businesses
Preferential tax environment
Independent financial regulator

Handbook

AIFC
How to establish a Financial Company
PROCESS
Here's How to Get Started
In order to establish a financial company (as new company or recognised company branch)* in the AIFC, an applicant must undergo the following procedures:
Step 1
Authorisation
Obtaining a license from the regulator (AFSA) to carry on a regulated or market activity in the AIFC.
Step 2
Incorporation
Establishment of the company or branch
* The Recognised Company (branch) is a company incorporated or formed
of the AIFC that would like to have a presence in the AIFC through
branch and be authorised by the AFSA to conduct business in the AIFC
Activities that require authorisation
Regulated Activities
Investment
Managing Investments
Managing a Collective Investment Scheme
Providing Fund Administration
Advising on Investments
Arranging Deals in Investments
Banking
Accepting Deposits
Providing Credit
Advising/Arranging on a Credit Facility
Providing Money Services
Opening and Operating Bank Accounts
Insurance
Insurance Intermediation
Effecting Contracts of Insurance
Carrying on Contracts of Insurance
Insurance Management
Islamic Finance
Managing a Restricted Profit Sharing Investment Account
Islamic Banking Business
Providing Islamic Financing
Takaful Business
Brokerage & Custody
Dealing in Investments as Principal
Dealing in Investments as Agent
Providing Custody
Arranging Custody
Other
Operating a Representative Office
Operating a Multilateral Trading Facility
Operating an Organised Trading Facility
Providing Trust Services
Acting as the Trustee of a Fund
Market Activities
Operating an Exchange
Operating a Clearing House
Operating a Digital Asset Trading Facility
Operating a Loan Crowdfunding Platform
Operating an Investment Crowdfunding Platform
Operating a Private Financing Platform

Handbook: Covers



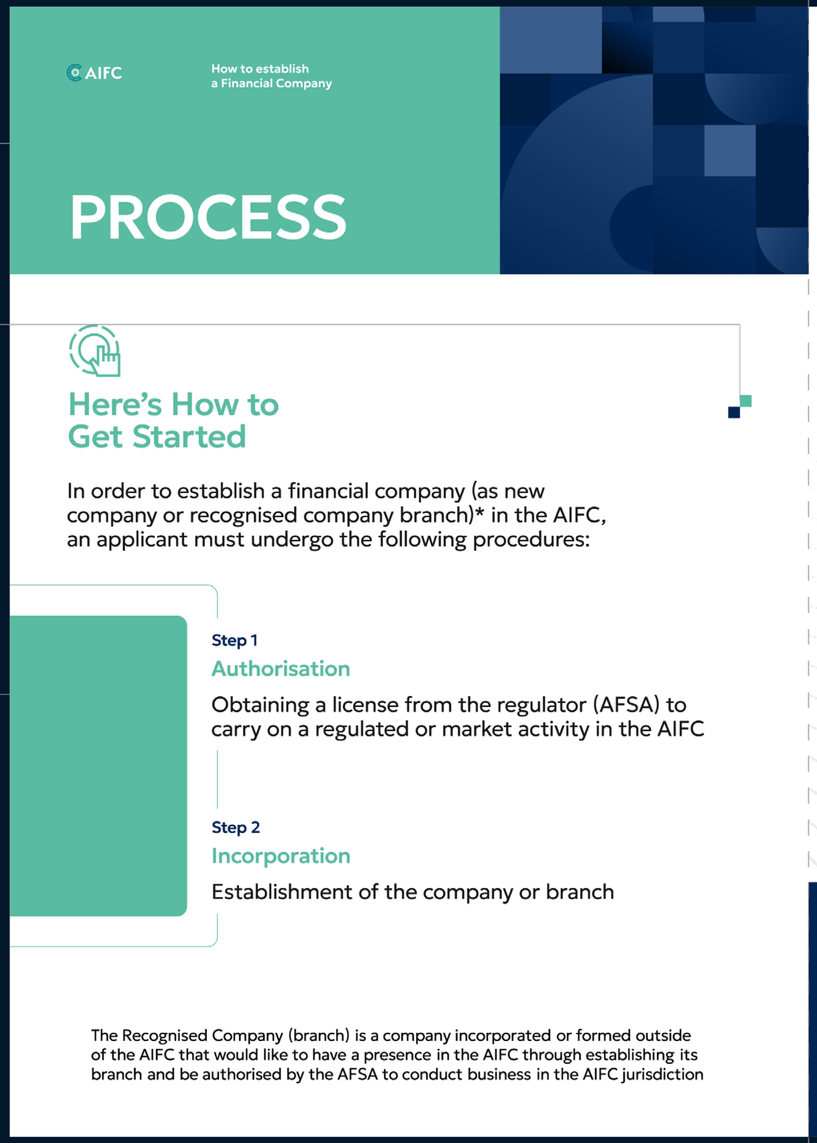
Selected
colour pair

Handbook: Layout Design

Modular block:
logo,title, panel pattern
(depending on the concept,
one style is selected, in this case
a mosaic pattern)

Expressive emphasis on the title

Five-column layout: one of the columns
is always left, which makes it possible to shift
paragraphs, creating an original design.

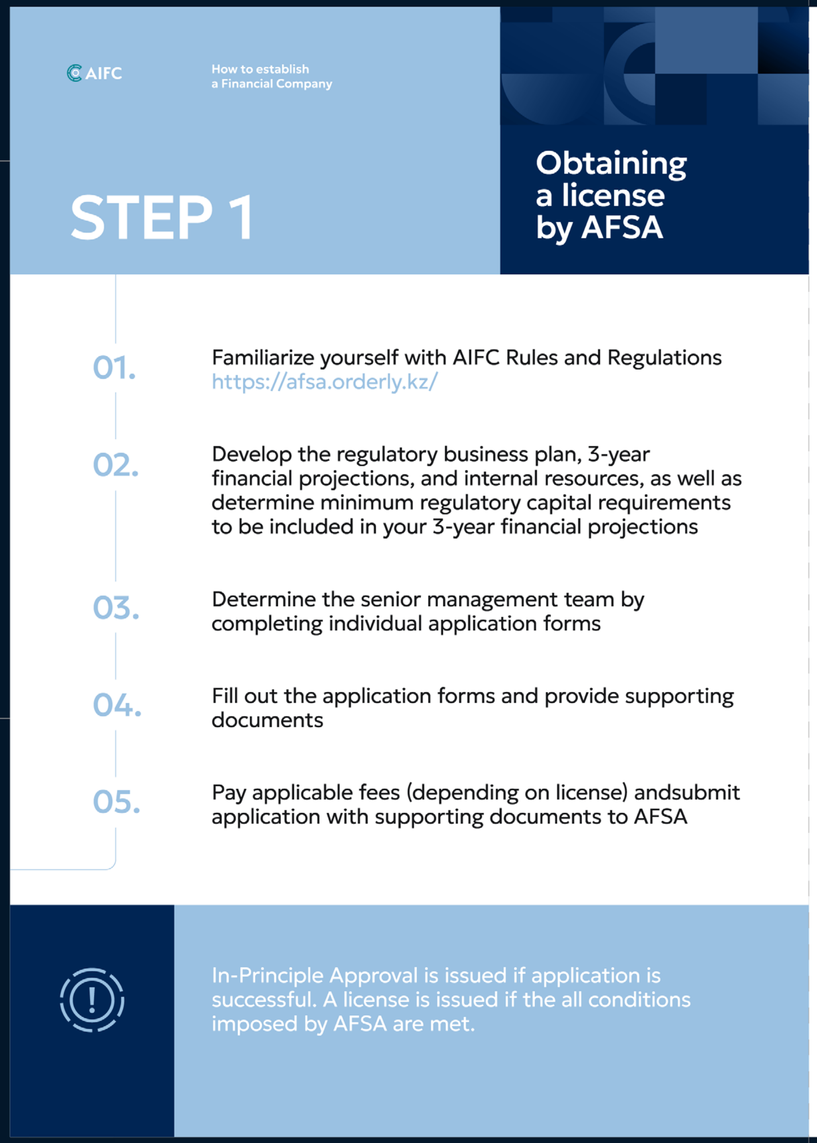


Handbook: Layout Design

Modular block:
logo, title, panel pattern
(depending on the concept,
one style is selected, in this case
a mosaic pattern)

Block layout: dense layout of text in blocks
painted in corporate colours (minimum 1
main, maximum 2 accent colors)

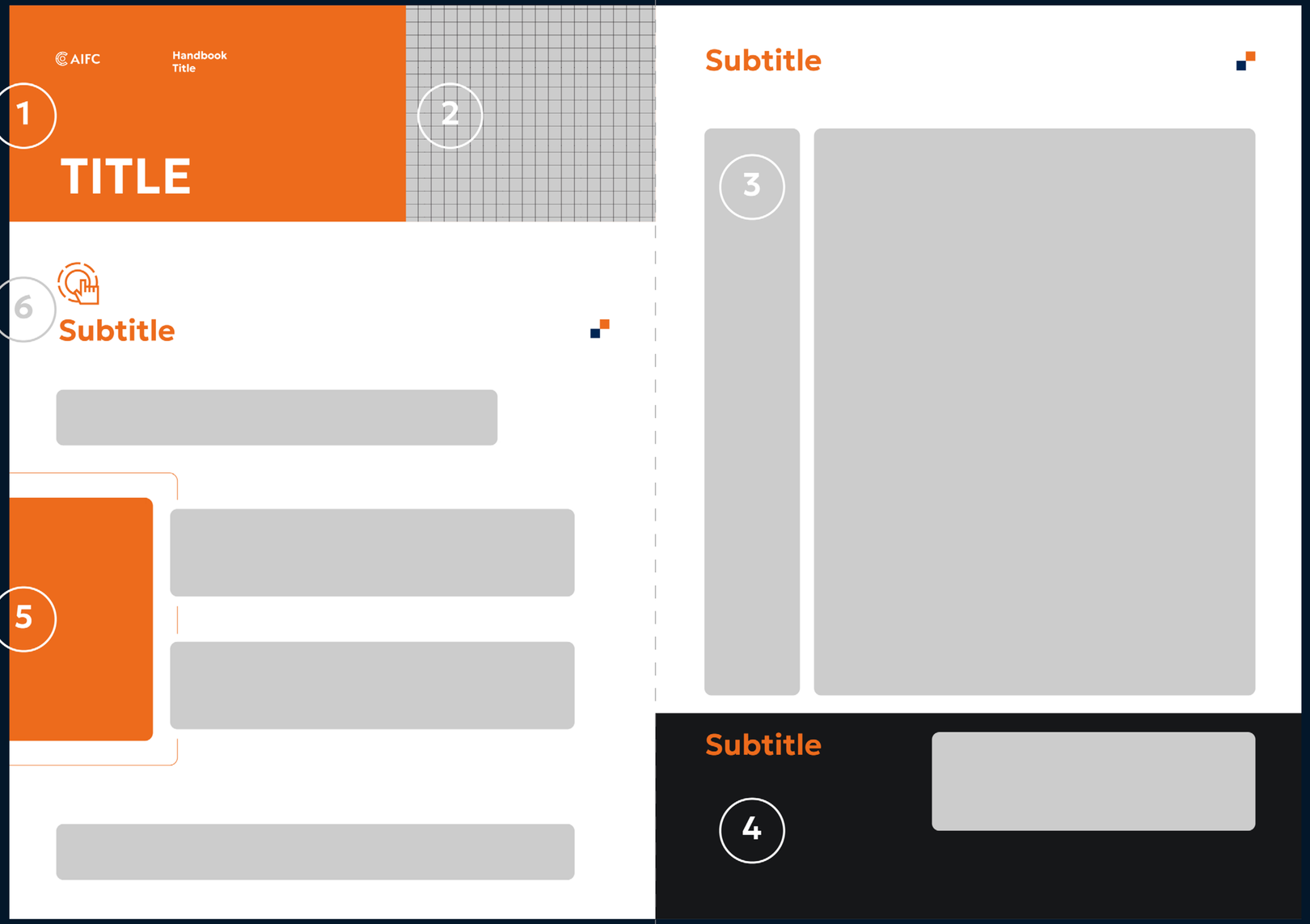
Five-column layout: one of the columns
is always left, which makes it possible to shift
paragraphs, creating an original design



Handbook: Back Cover

Handbook: How To

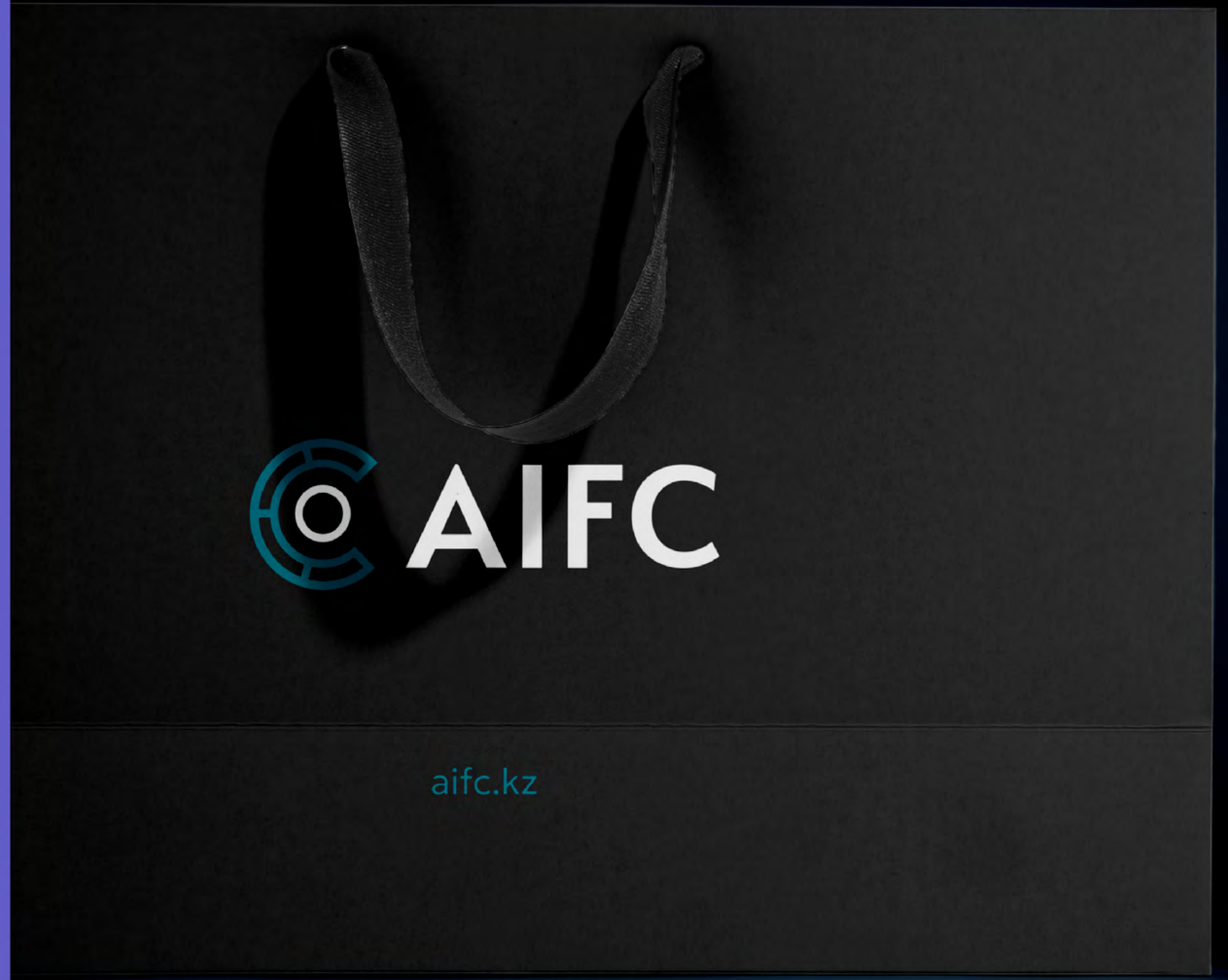
1. Work in a 1+1 colour pair (primary and complementary). The accent colour is used in the background (1), graphics (5), and titles (6)
2. Choose one of the patterns that will be used throughout the handbook
3. Offset grid, work in blocks of 2+3, 1+4, 3+2
4. Footer in one of the primary shades
5. Decorative graphics in the chosen accent colour
6. Icons, subtitle in the chosen accent colour (with readability and contrast)



Notebook

AIFC
AIFC
AIFC
AIFC
Dina
Kamelinova
Senior Marketing Manager
T: +7 701 342 44 42
E: d.kamelinova@aifc.kz
55/19 Mangilik El Ave, block C5.4
Astana, Republic of Kazakhstan
aifc.kz
AIFC

Paper Bags



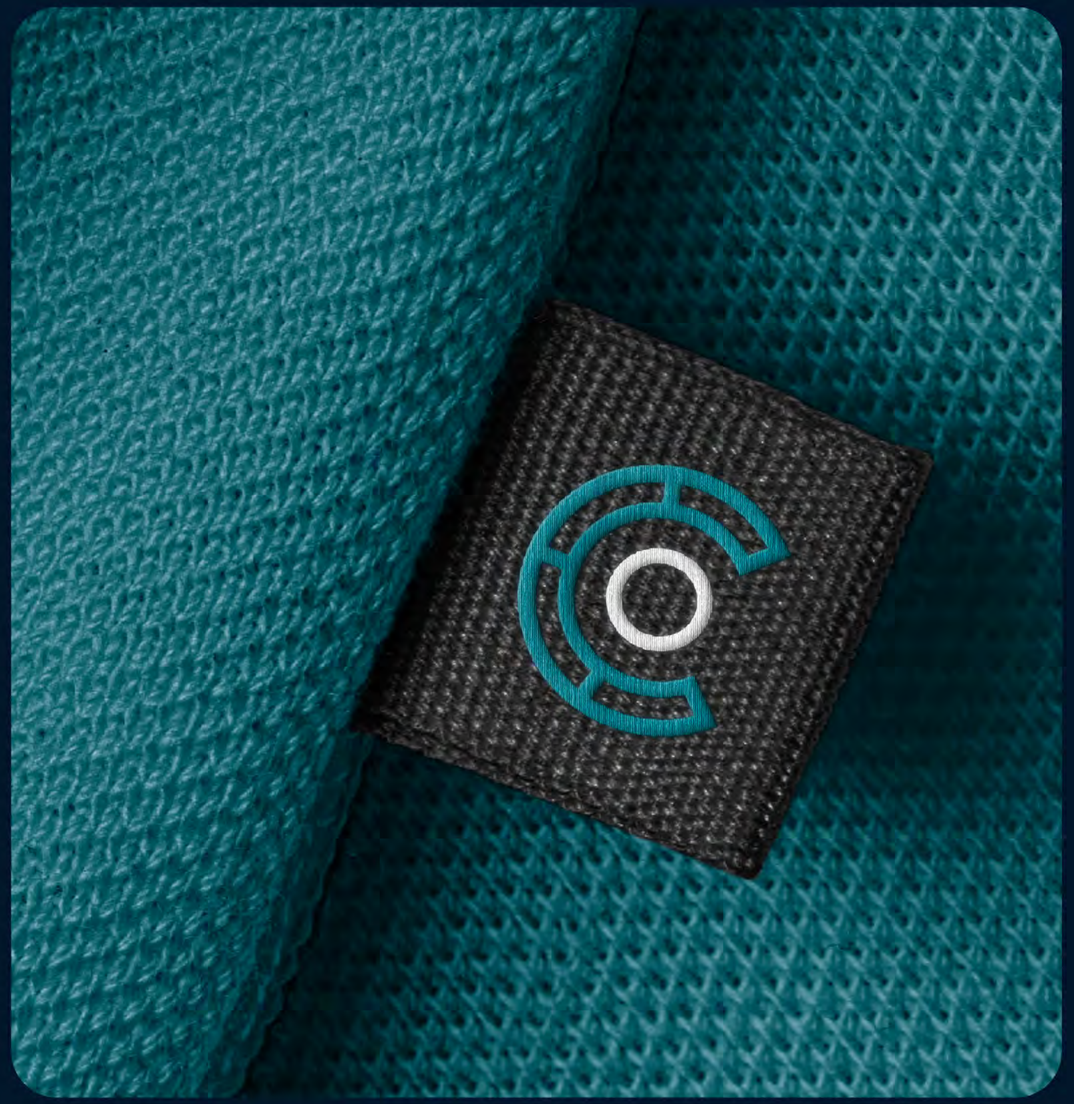
Shoppers

ELEVATE YOUR
BUSINESS
WITH AIFC
AIFC
AIFC
ASTANA INTERNATIONAL
FINANCIAL CENTRE
AIFC
ASTANA INTERNATIONAL
FINANCIAL CENTRE
BRIDGING
INNOVATION
AND
FINANCE

Sweatshirt: Basic

Sweatshirt: Slogan

Sweatshirt: Basic



T-Shirt: Basic

T-Shirt: Pattern

T-Shirt: Pattern

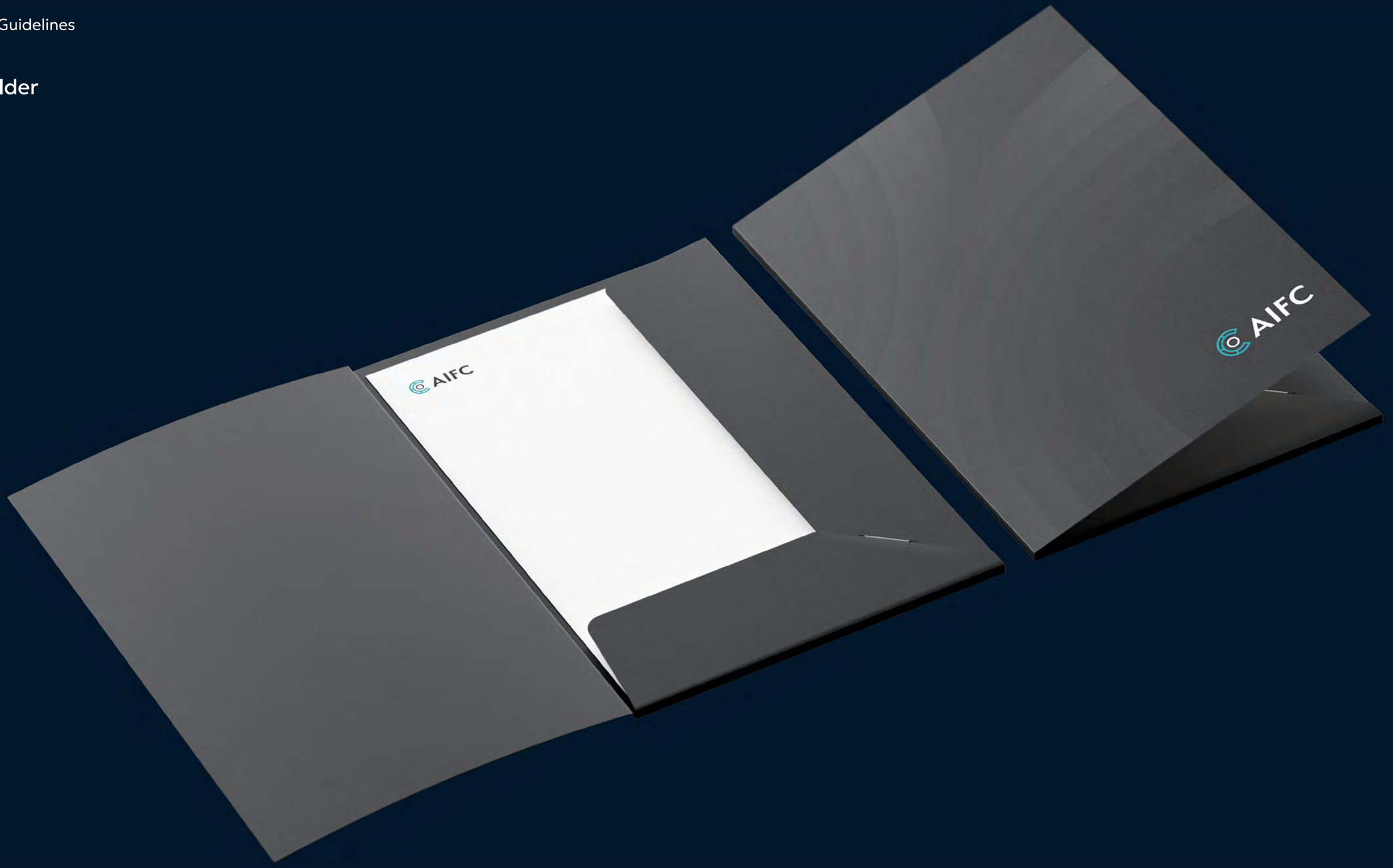
Thermocup and Water Bottle

PowerBank

Pen and Pencil

ID Cards

Paper Folder



Exhibition Stand

Flags

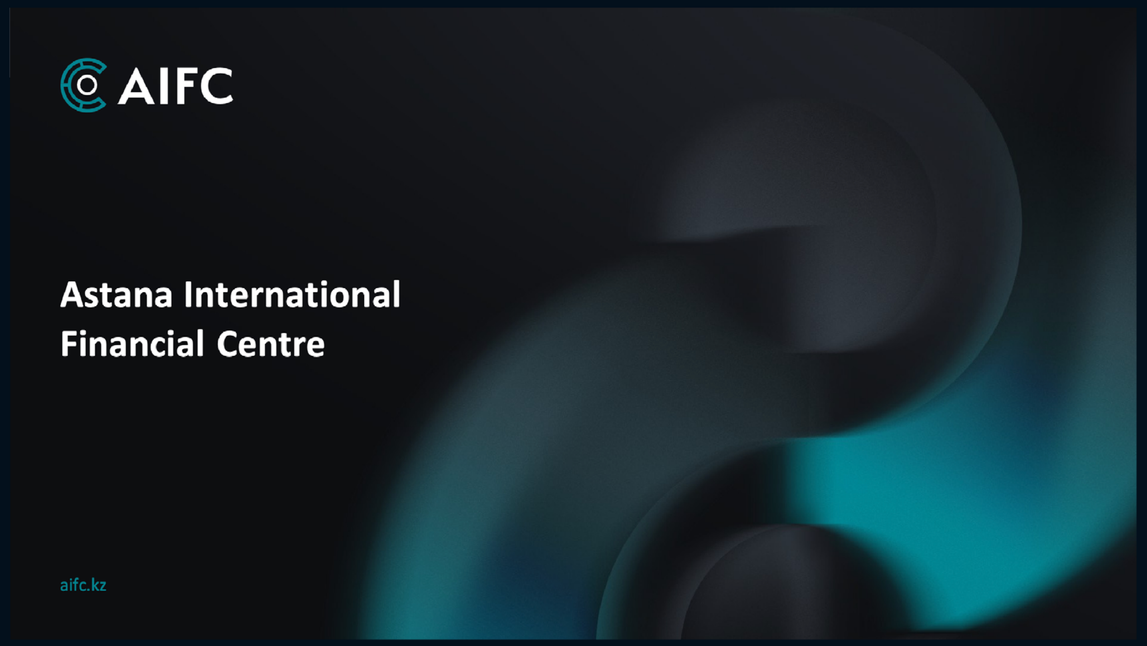
AIFC
ASTANA INTERNATIONAL FINANCIAL CENTRE
AIFC
ASTANA INTERNATIONAL FINANCIAL CENTRE
AIFC
ASTANA INTERNATIONAL FINANCIAL CENTRE
AIFC
ASTANA INTERNATIONAL FINANCIAL CENTRE

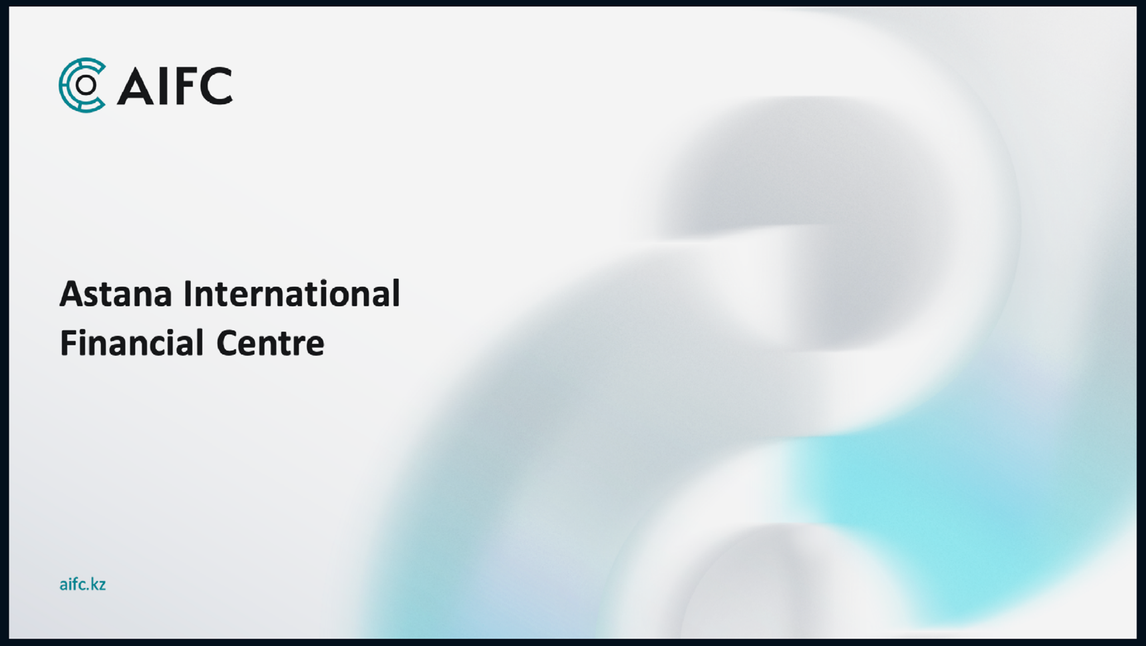
An example of style development: AIFC Connect: UAE 2024

A gray and blue colour pair was chosen as the basis for the event sub-brand. The simplicity of this approach helps maintain brand integrity and recognition.

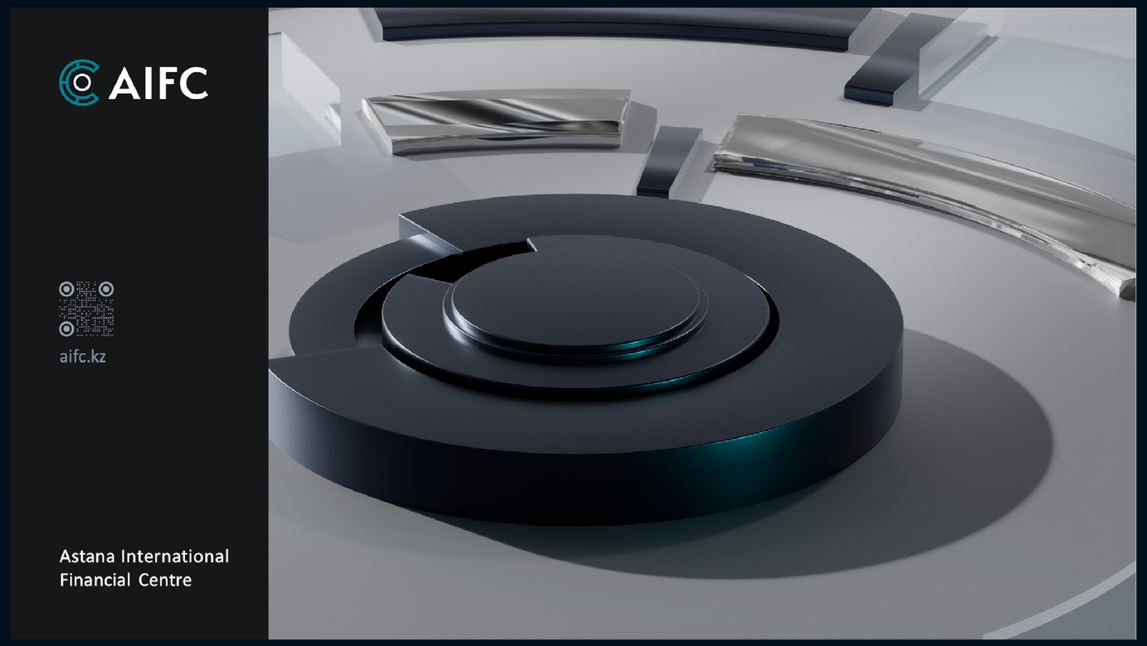
Presentation

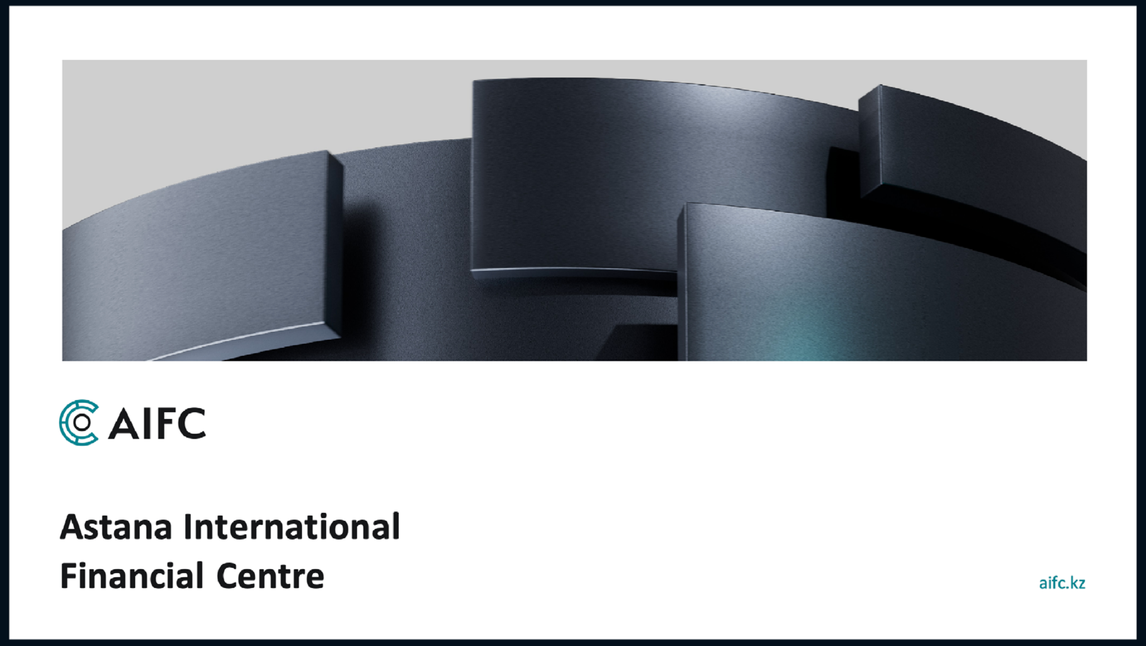
Presentation: Covers



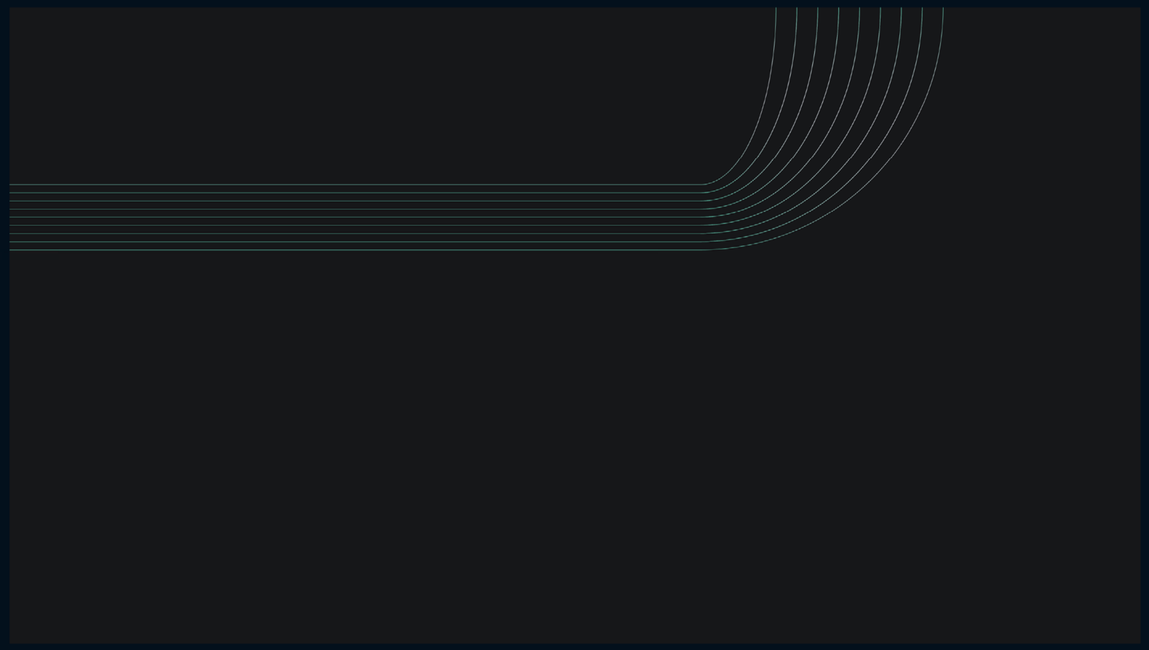


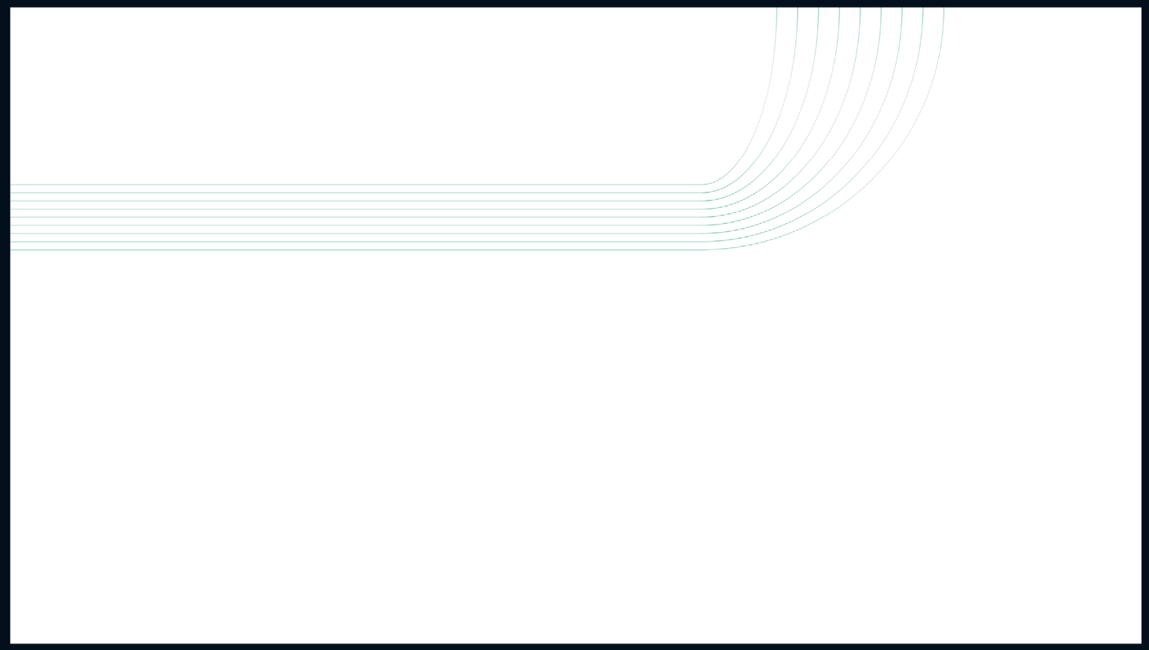
Presentation: Covers



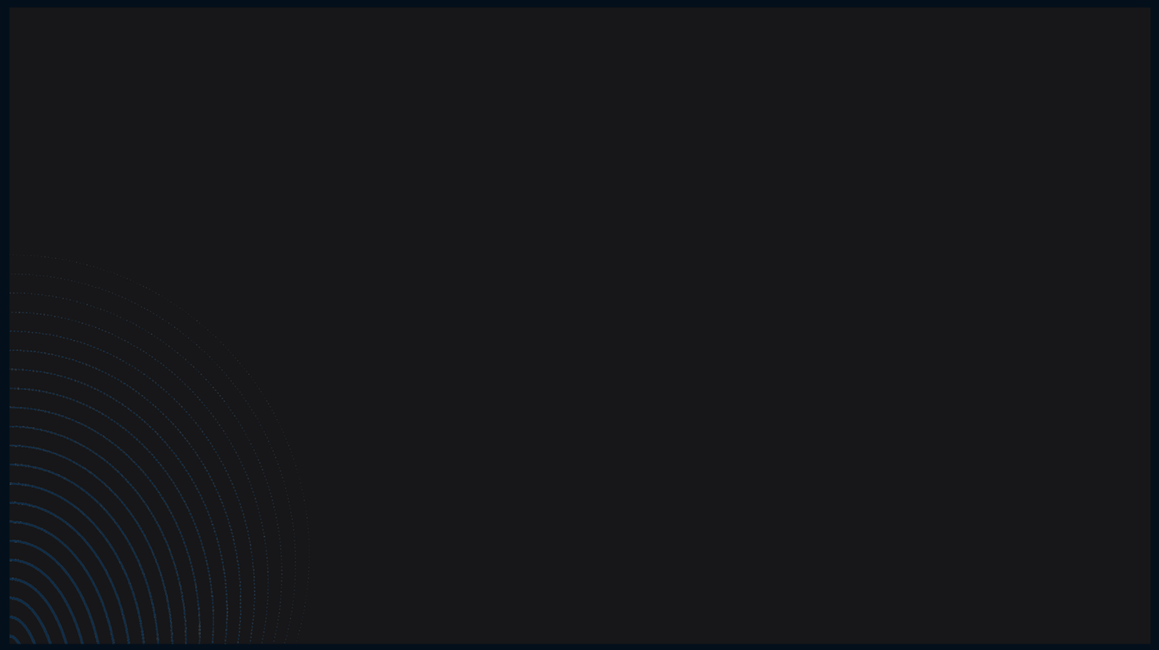


Presentation: Template page

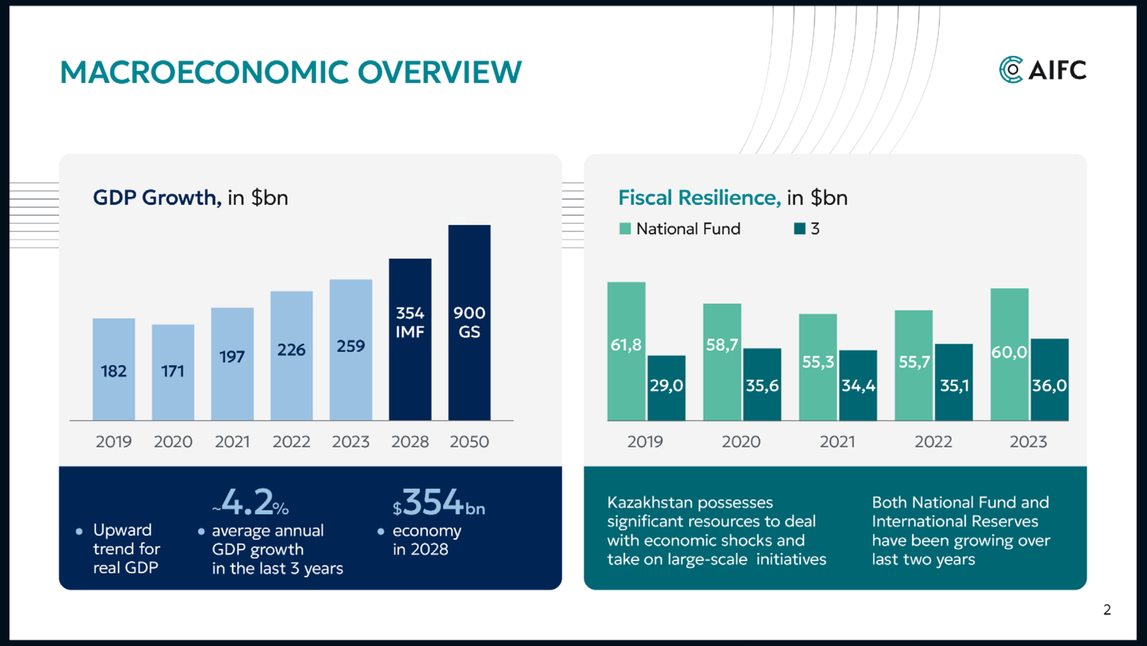


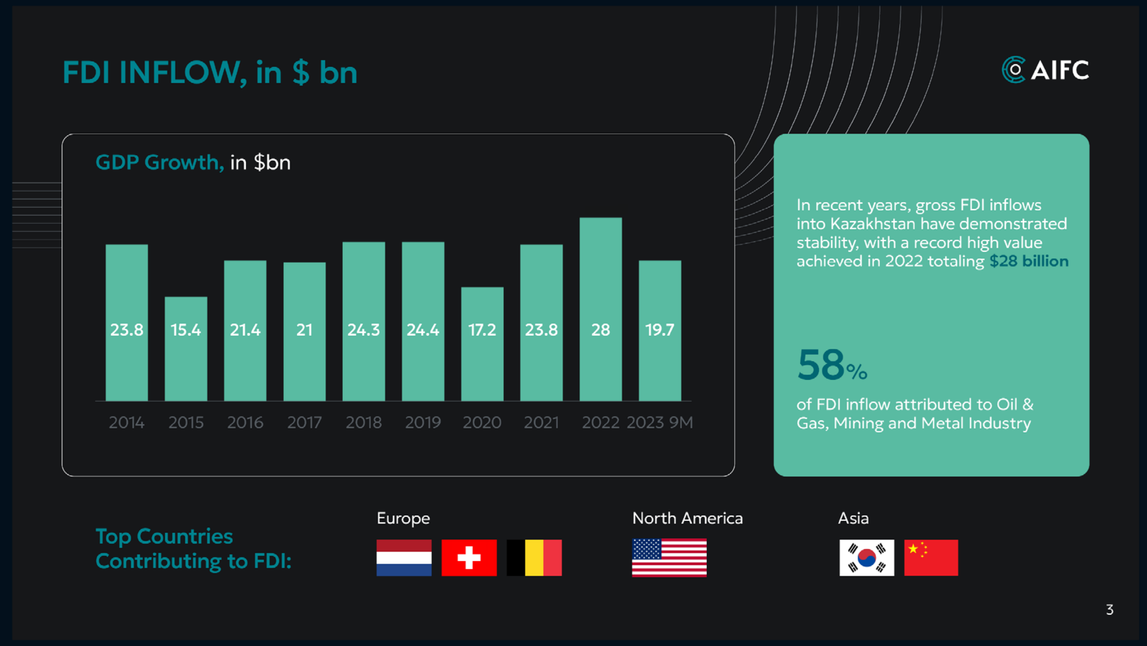


Presentation: Template page

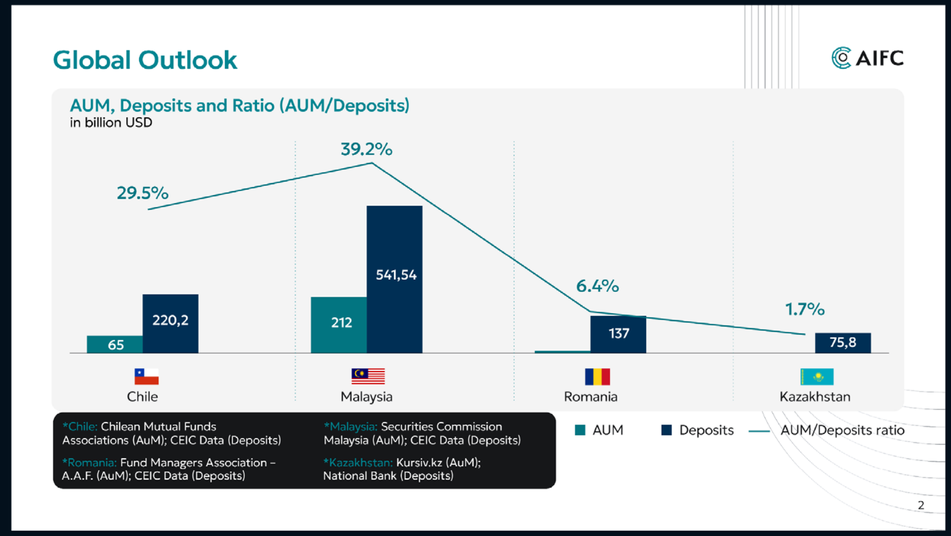


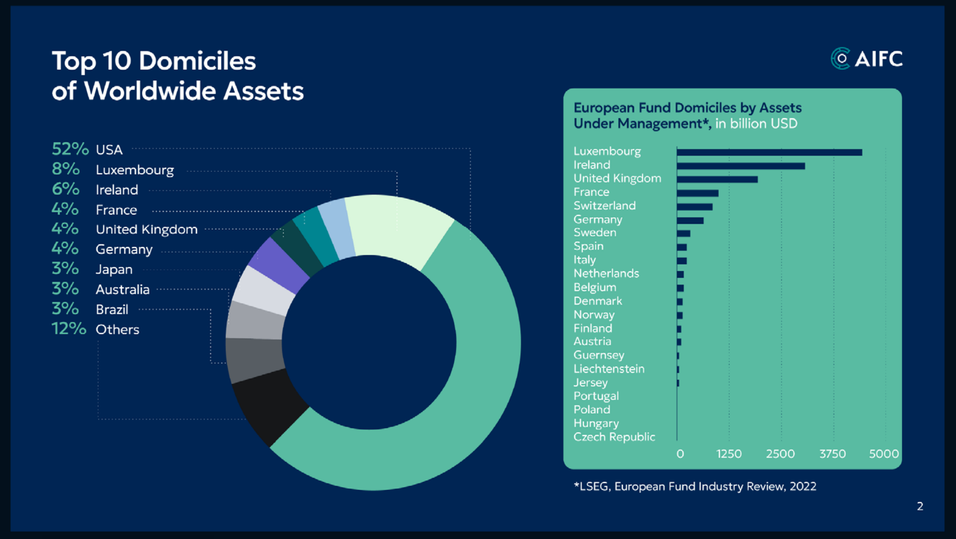
Presentation: Infographics



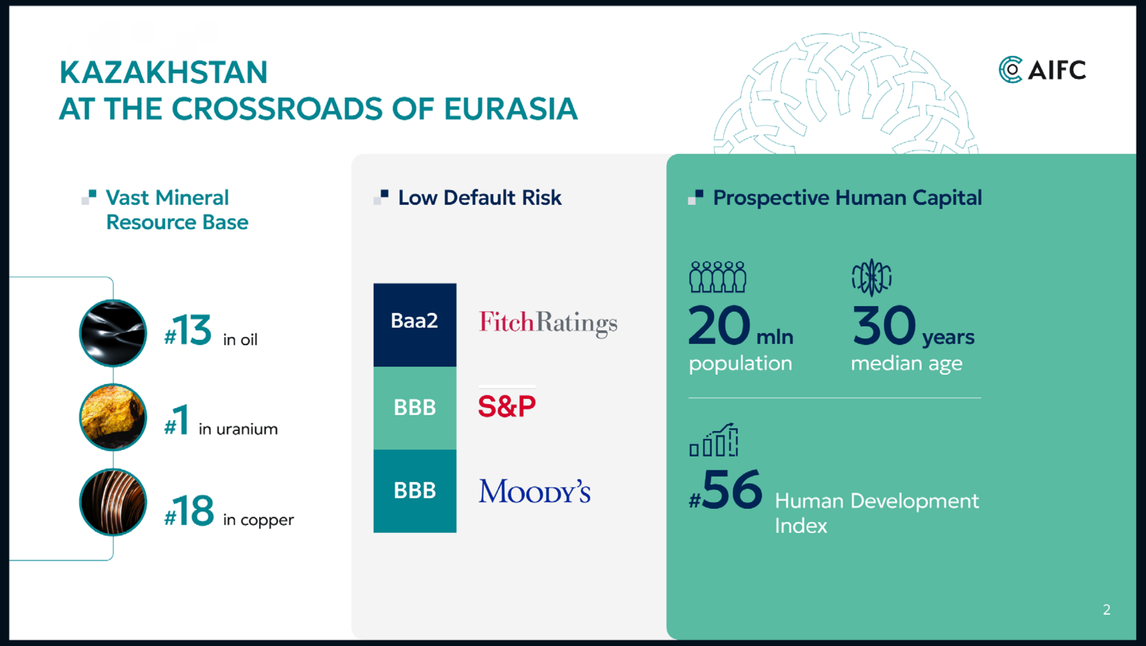


Presentation: Infographics

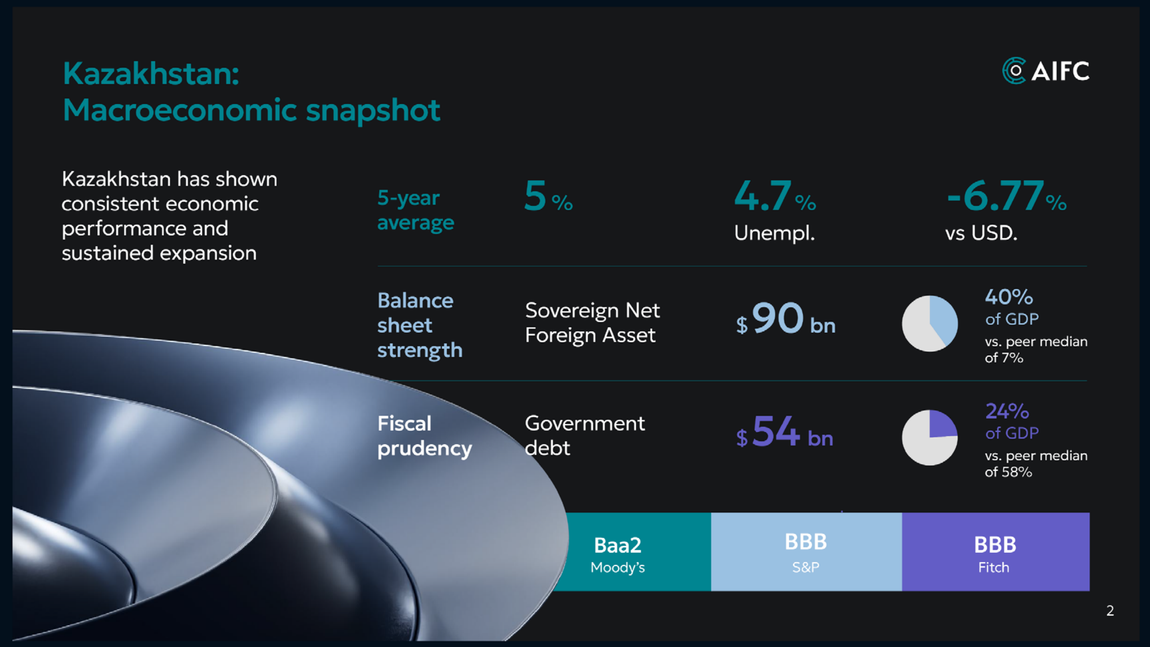


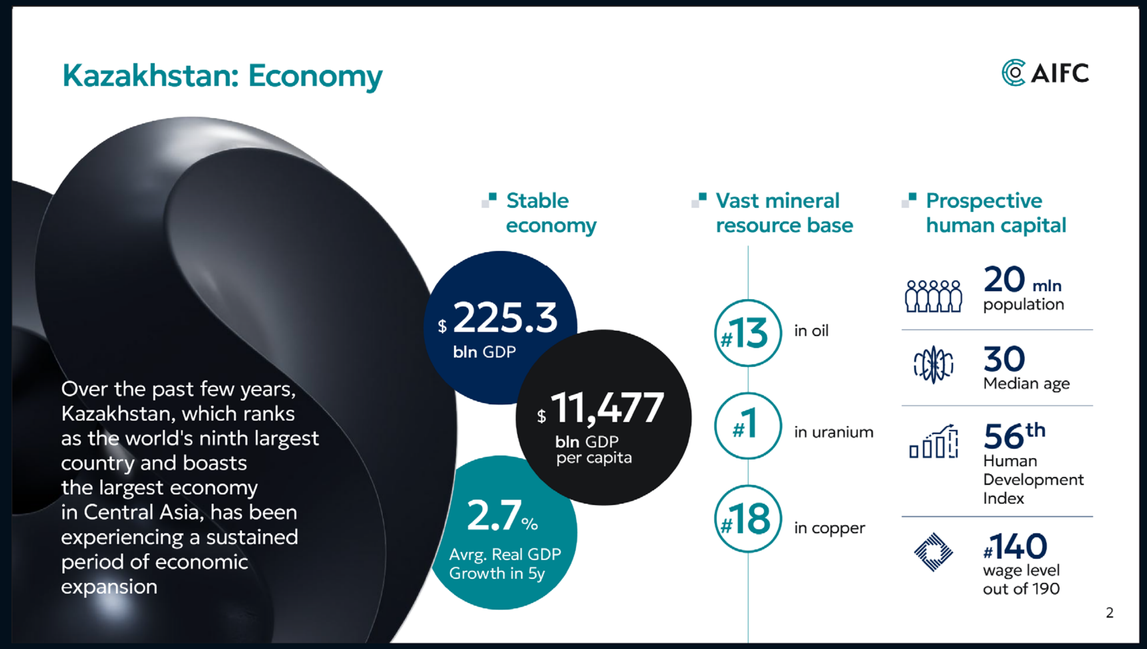


Presentation: About



Presentation: 3D and Charts





Presentation: Tables

Comparative Analysis of the Main Jurisdictions

AIFC

Requirements	AIFC	Kazakhstan	Netherlands (EU)	Cayman Islands	Republic of Ireland
Organisational-legal form	Investment company, Limited Partnership	Joint Stock Company, Mutual Investment Fund	BV, NV, BMVK, Coop, CV, GFR	Any Type of Company, Trust or Partnership	Investment Company, ICAV, Unit Trust, ILP, CCF
Investor type	Professional and non-professional client	Professional and non-professional client	Professional and non-professional client	Accredited investor, HNWI, non-professional client	Professional and non-professional client
Fund manager participation	**Permitted**	**Prohibited**	**Permitted**	**Permitted**	**Permitted**
Financial instruments	**No restrictions**	**Restrictions**	**Restrictions for UCITS**	**No restrictions**	**Restrictions for UCITS**
Foreign fund manager	**Permitted**	**Prohibited**	**Permitted (with restrictions)**	**Permitted**	**Permitted (with restrictions)**
Mandatory fund administrator appointment	Non-exempt fund and foreign fund manager	Not applicable	Not required	Licenced and administrative investment funds	Not required

2

Fund Regime in AIFC

AIFC

	Non-exempt fund	Exempt fund	
Fund Management Function	Domestic Fund Manager	Domestic Fund Manager	Foreign Fund Manager
Minimum Capital Requirement for Fund Manager	From 150 000 USD	From 50 000 USD	n/a
Fund Domiciliation	AIFC and Foreign Jurisdictions	AIFC and Foreign Jurisdictions	AIFC only
Registration of Fund	Required	Not Required (Notification Only)	Required
Investors/Unitholders	Any	Professional Clients	Professional Clients
Minimum Subscription	-	From 50 000 USD	From 50 000 USD
Appointment of Eligible Custodian	Required	Not Required (Unless REIT)	Required
Appointment of Fund Administrator	Required	Not Required (Unless REIT)	Required
Appointment of Fund Auditor	Required	Not Required (Unless REIT)	Not Required (Unless REIT)
Financial Statement	**Required for each financial year (in accordance with IFRS or US GAAP)**		
Currency Regulation	Any currency (subject to conditions)	Any currency	Any currency

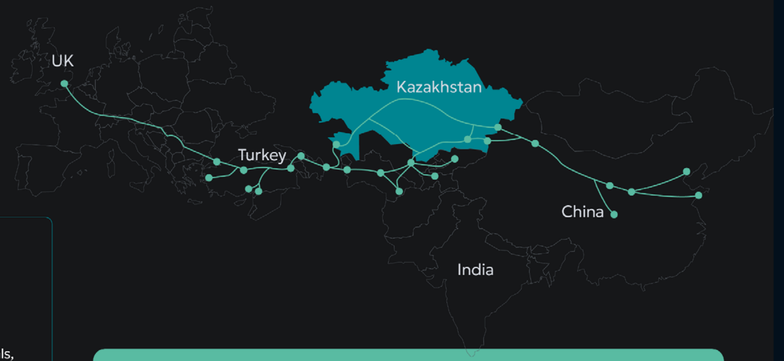
2

Presentation: Maps

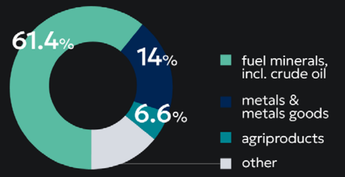
Trade in goods and transport potential of Kazakhstan

AIFC

Trans-Caspian International Transport Route (TITR), also known as the Middle Corridor, runs through China, Kazakhstan, Azerbaijan, Georgia and further to Turkey and Europe.



Top 3 products by export:



2.7 mln tonnes
in 2023 via the Middle Corridor

x5
increase in cargo flow via the Middle Corridor (2023 vs. 2021)

16.3%
average annual growth rate for exports in three years

2

Leading IFC in CIS countries

AIFC is strategically positioned to service the growing market of Central Asian countries and neighboring CIS countries, which encompass a region with a combined GDP of **$723.3bn** and a population of **134 mln people**

Astana is the highest ranked city in the region (GFCI 33 as of September 2023)

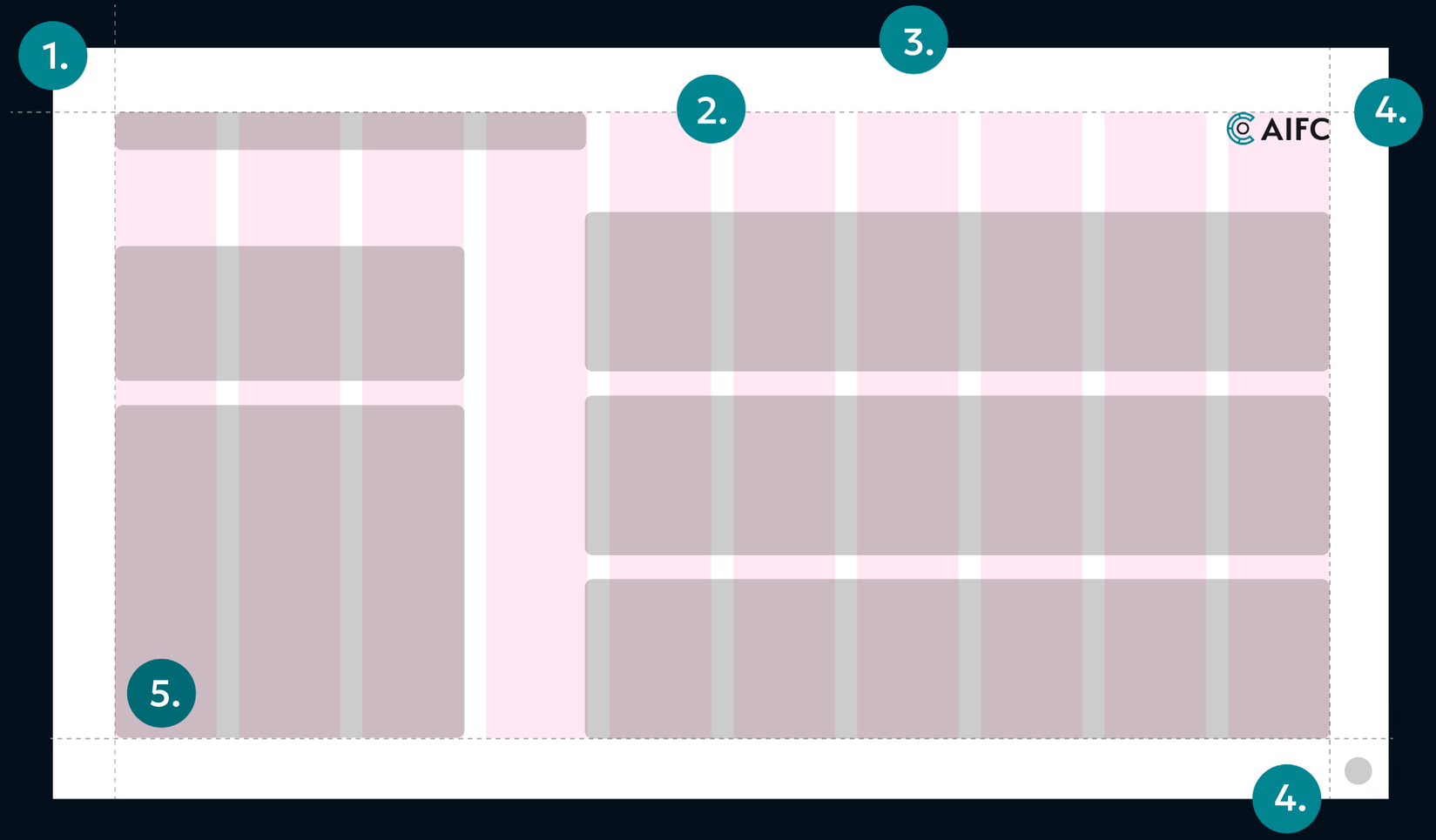
AIFC

2

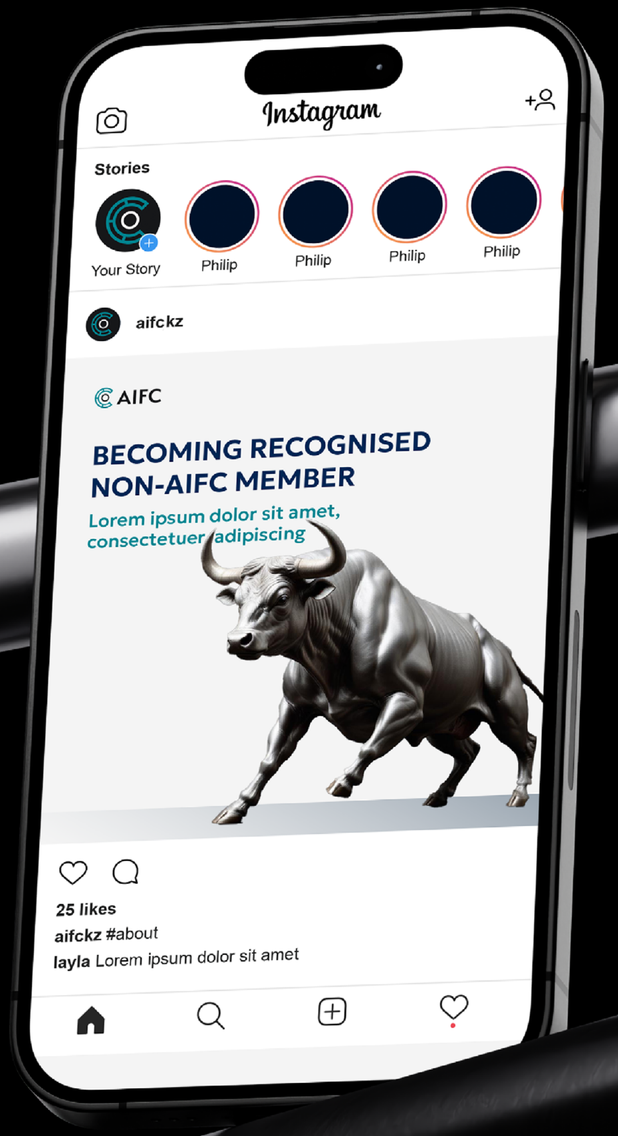
Presentation: Break slides

Presentation

1. Create a safety margin (even spacing from the edges)
2. Mark out a 10-column grid (when working with a template, it is activated automatically: View → Guides (tick the box))
3. Determine the slide style: dark or light format (it is recommended to alternate for a dynamic presentation of data)
4. Place the logo and page numbering according to the guidelines: placement on the right side in the upper and lower corners, respectively (page numbering may extend beyond the safety margin, as it is intended only for the internal content of the data)
5. Format the internal content taking into account typical slides (title height, layout of text blocks, photos), infographics, etc.



SMM


Instagram
Stories
Your Story
Philip
Philip
Philip
Philip
aifckz
AIFC
BECOMING RECOGNISED
NON-AIFC MEMBER
Lorem ipsum dolor sit amet,
consectetuer adipiscing
25 likes
aifckz #about
layla Lorem ipsum dolor sit amet

SMM: Publications

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AIFC

BECOMING RECOGNISED
NON-AIFC MEMBER

Lorem ipsum dolor sit amet,
consectetuer adipiscing

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AIFC

Как с нами связаться

Навигация по основным направлениям работы МФЦА

По общим вопросам о деятельности МФЦА	aifc@contact.kz
Основные ограны МФЦА	aifc@contact.kz
Департамент поддержки и привлечения участников	aifc@contact.kz
Регистрация компании и получения лицензии	aifc@contact.kz
Отдел финансовых технологий	aifc@contact.kz

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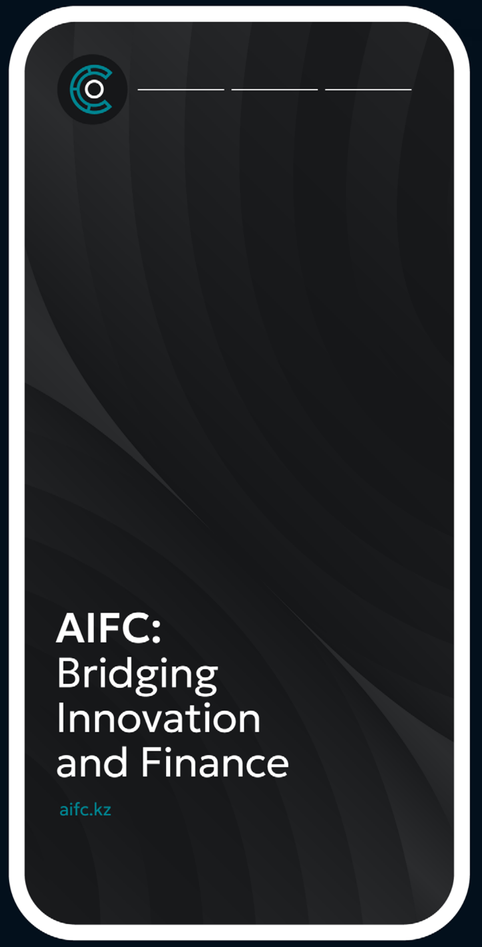
AIFC

HEADER

Sub-header

SMM: Stories

WEEKLY
DIGEST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Innovation
and Finance
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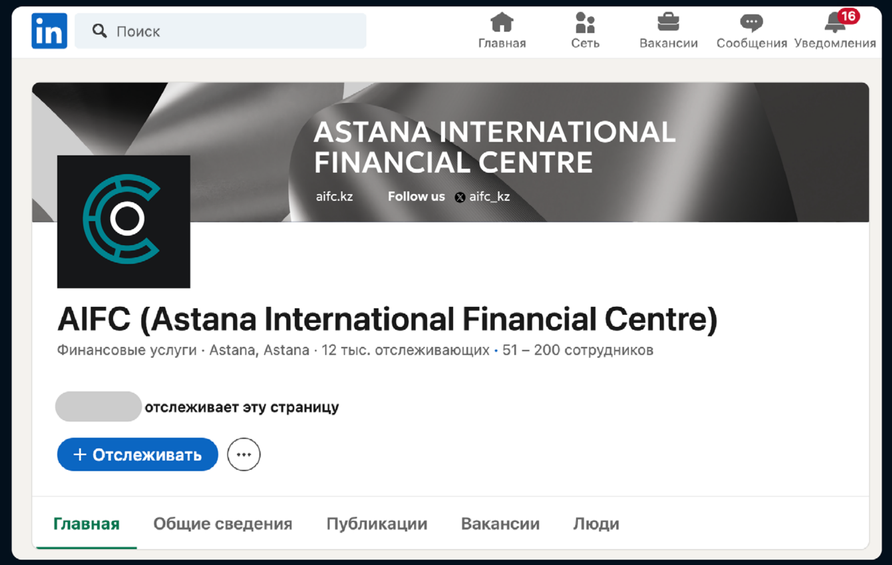
Что такое
исламское
финансирование
и какие принципы
лежат в его
основе?
FINANCIAL
LITERACY

Elevate Your
Business
with AIFC
aifc.kz

Banners for social networks

LinkedIn



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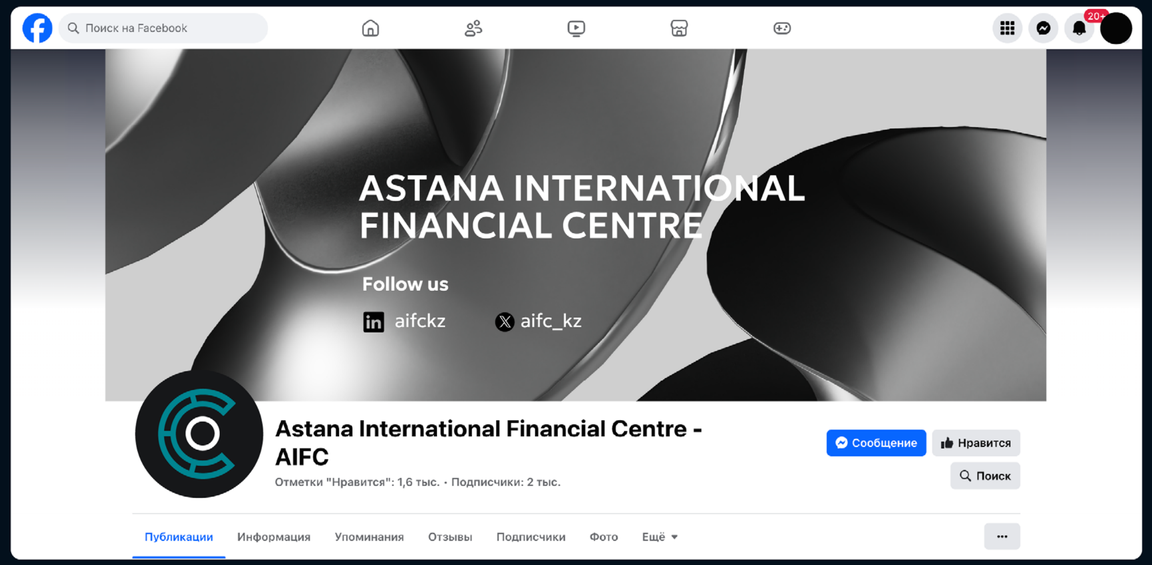
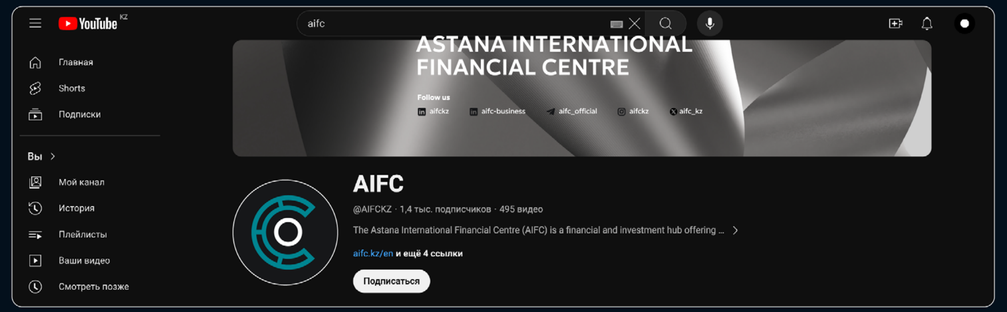


YouTube



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Thank you for attention!

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