



Visual Identity Guidelines

2024



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I.

Corporate identity



The logo consists of a dot surrounded by three concentric arcs, paired with a text inscription in three lines.

The arcs gradually change in hue, becoming lighter towards the outer edge (or darker in the inverted version). The dot's colour always matches the text, drawing a connection to the AIFC identity, where the central logo element and text are identical.

There are variations for both dark and light backgrounds.

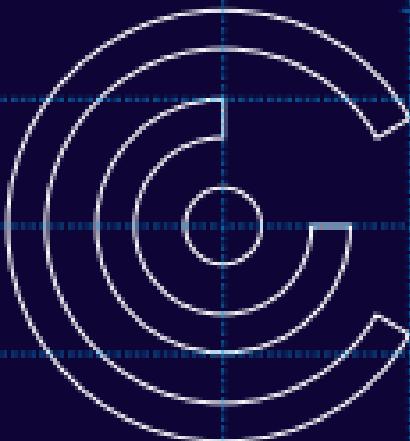
A monochrome version is permitted on other branded blue tones. However, these primary formats should be prioritized.

Light background



Dark background





Astana
Finance
Days

In addition to the standard layout, there is a version where the text appears in a single line, designed for narrow spaces like lanyards, and etc.

It's crucial to maintain readability and the correct colours regardless of the background.

Horizontal version on the light background



Astana Finance Days

Brand icon on the light background



Horizontal version on the dark background



Astana Finance Days

Brand icon on the dark background



The logo requires clear space around it to ensure it remains unobstructed by other elements. This clear space is determined by the height of the arc and the center point. Maintaining this clear space ensures the logo is displayed correctly and is easily recognizable.

These rules apply to all versions of the logo.





Do not distort the shape
of the logo



Do not change the proportions
of the logo



Запрещается применение обводок
вокруг знака, а также применения
эффекта тени



Запрещается нарушать охранные
поля логотипа



Недопустимо использовать логотип
как маску и помещать в него
изображение



Do not change the colours
of the logo



Do not place the logo on
a complex background



Запрещается размещать логотип
на фоне цветов, которые не входят
в состав основных фирменных баз
участия контраста



When incorporating the event date with the logo, make sure the contrast and readability remain strong across different carrier formats.



#2F08BA

CMYK 90 93 0 0
RGB 47 8 189
RAL 5008
Pantone Dark Blue C

#0E0435

CMYK 94 93 43 61
RGB 14 4 55
RAL 5004
Pantone 2767 C

#3D22FF

CMYK 82 76 0 0
RGB 61 34 255
RAL 5000
Pantone 2736 C

#1F0377

CMYK 100 100 16 18
RGB 31 3 119
RAL 5022
Pantone 2745 C

#BDD4E7

CMYK 24 9 3 0
RGB 189 212 231
RAL 7047
Pantone 544 C

The main corporate font is **CoPo Sans**. It is well readable in both print and digital formats. If unavailable, Arial can be used as an alternative.

CoFo Sans Medium

Hector

for headings, slogans, accent block
inside the main text

As the Sun Do Tr Pa Da Do Do Koo Da He Da Da Ky, Da
Ma He Ma, Da He Da Pa Ga Tr Vy Vy Vy Vy, Da Ma
Da Ma Da Ma Da Ma Da Ma Da Ma Da Ma Da

Ал Би Ви Ги Ду Би Би Жи За Ии Ри Ки Ги Аи Ви
Си Ии Ри Си Ти Ти Фи Хи Ци Чи Шио Шио Чи Ии Ии
За Юю Ви

As Bb Ca Da Dg Ea Ef Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Vv Ww Xx Yy Zz

中華書局影印

CoFo Sans

Regular

7

for book text blocks

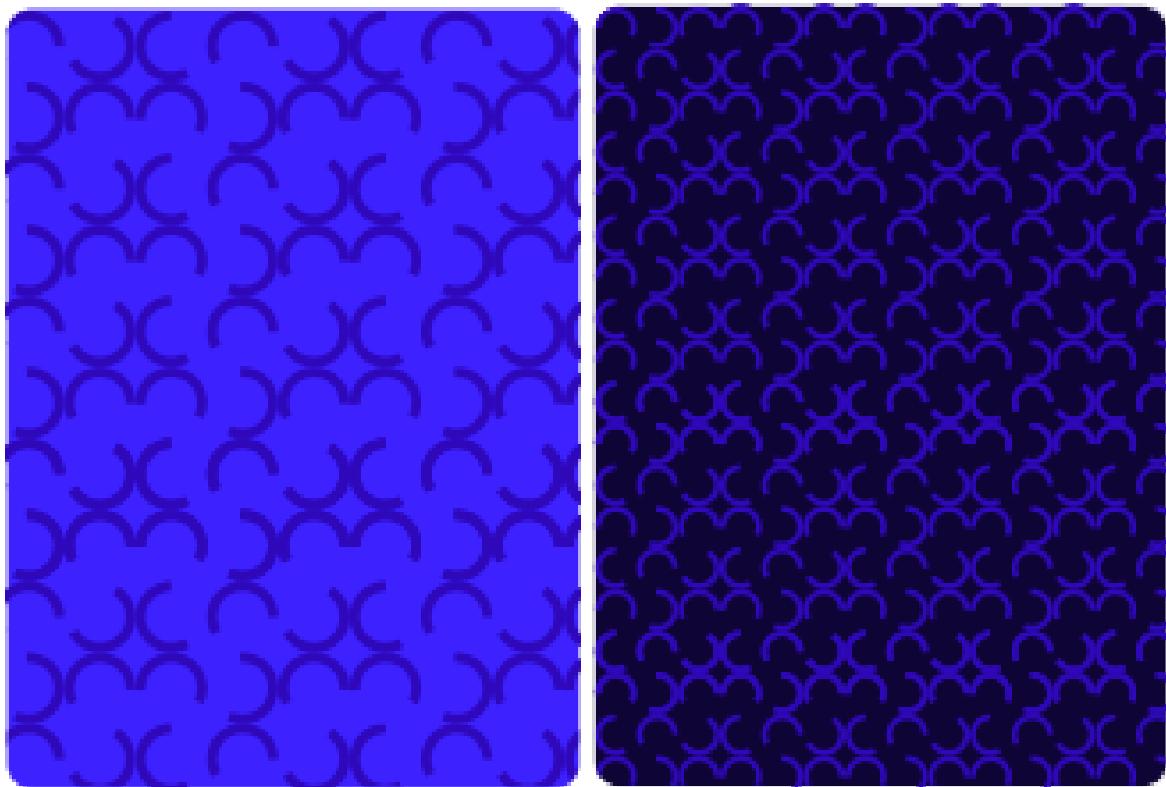
As Ed Be Br Da Be Es Es Es Es Es Es Es Es Es
Pi Pi Ci Ti Tu Br Xa Br Ch Es Es Es Es Es Es
Ko Ko

An Bo Ca Da Ga Pi Gi Gi Hi Si Si Ki Li Mo Ni Ni Oo Py Chay
Pi Si Ti Wu Ya Win Za Zi Za

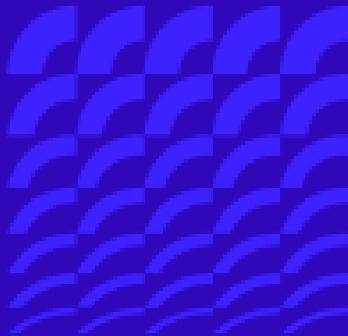
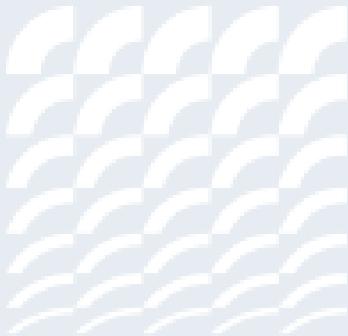
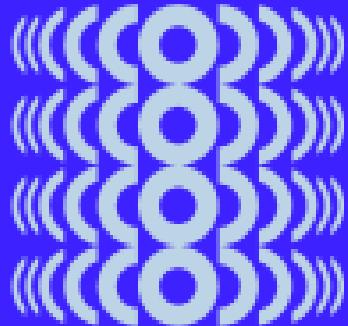
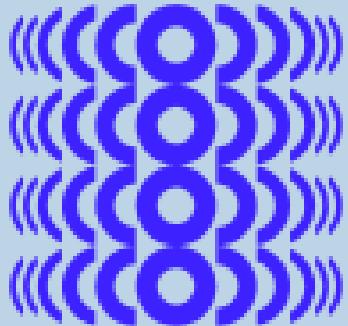
卷之三

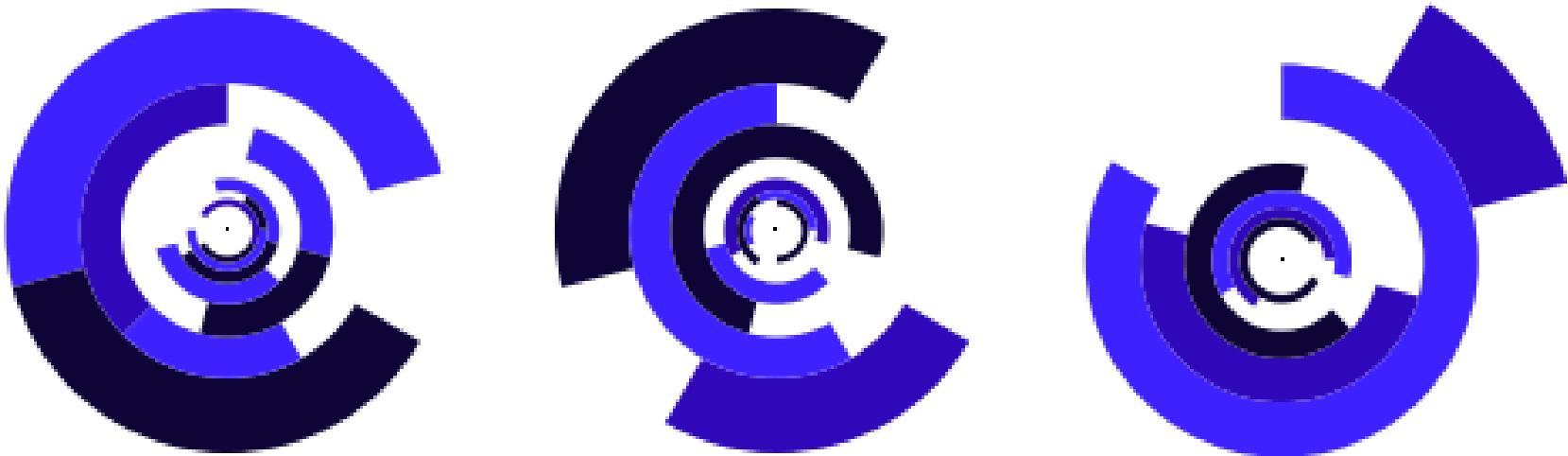
Pattern

The identity is enhanced by a system of geometric patterns that reflect the fluidity of the logo. These patterns help convey a sense of continuity with the AIFC corporate identity, where similar graphic elements are also featured.

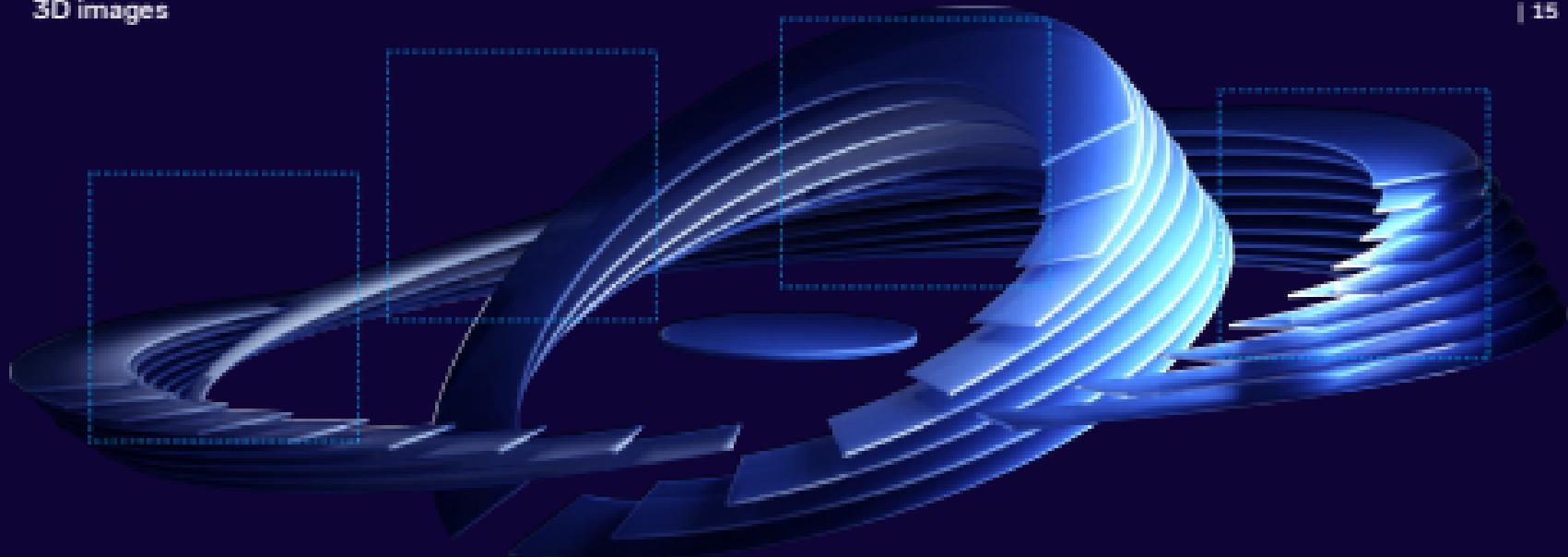


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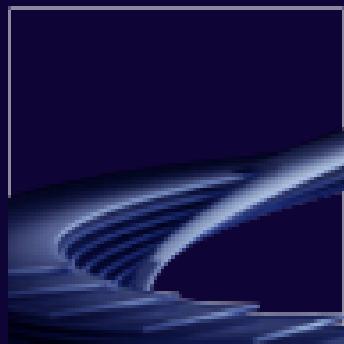




The branded, stylized illustrations build on the cyclic nature of the logo, with arcs spaced to expand outward from the center. These illustrations are more layered and detailed, making them suitable for use as background elements.



A complex, abstract shape forms the basis, with details that can be layered or used individually. This design is a 3D interpretation of the logo, where the center appears as a disc with slightly offset, overlapping arcs.



These original 3D illustrations combine abstract shapes with symbolic meaning. The background can be adjusted depending on the text layout to ensure readability.

The background features a dynamic, abstract design in shades of blue. It consists of several thick, curved lines that radiate from a central dark blue circle, creating a sense of motion and depth. The overall aesthetic is modern and professional.

II.

Branded Assets

A screenshot of a presentation slide with a dark blue background. The word 'Invest' is prominently displayed in white on the left. The slide contains several tables and lists of data, including:

Category	Value
Market Capitalization	\$1.2 Trillion
Number of Companies	~10,000
Annual Returns	~10%
Volatility	High

Other sections include 'Market Overview', 'Key Metrics', and 'Strategic Initiatives'.

A screenshot of a presentation slide with a dark blue background. The word 'Innovate' is prominently displayed in white on the left. The slide contains several tables and lists of data, including:

Category	Value
Number of Patents Filed	~100,000
Number of Startups	~10,000
Annual Growth Rate	~15%
Job Creation	~100,000

Other sections include 'Tech Trends', 'Industry Focus', and 'Future Outlook'.

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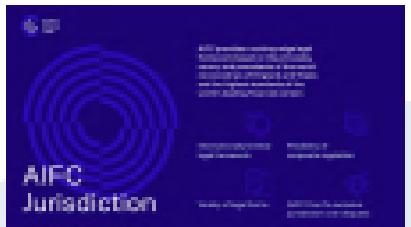




AIFC offers a unique opportunity to diversify your business portfolio and access new markets.

Why AIFC?

Category	Offered Services	Number of Firms
Financial Services	Banking, Insurance, Capital Markets, Asset Management, Leasing, Factoring, Trade Finance, Islamic Finance, Fintech	2900+
Non-Banking Financial Services	Private Equity, Venture Capital, Hedge Funds, Real Estate, Commodities, Shipping, Trade Finance, Islamic Finance, Fintech	100+
Business Services	Logistics, Manufacturing, Technology, Research & Development, Consulting, Professional Services, Business Process Outsourcing	170+



AIFC jurisdiction is designed to support the development of a diversified financial services sector, including banking, insurance, capital markets, asset management, leasing, factoring, trade finance, Islamic finance, and fintech.

AIFC Jurisdiction

- Regulation of Banking Services
- Regulation of Insurance Services
- Regulation of Capital Markets Services
- Regulation of Asset Management Services
- Regulation of Leasing Services
- Regulation of Factoring Services
- Regulation of Trade Finance Services
- Regulation of Islamic Finance Services
- Regulation of Fintech Services



AIFC jurisdiction is designed to support the development of a diversified financial services sector, including banking, insurance, capital markets, asset management, leasing, factoring, trade finance, Islamic finance, and fintech.

Access to capital

1. Investment
2. Leverage
3. Diversification



AIFC jurisdiction is designed to support the development of a diversified financial services sector, including banking, insurance, capital markets, asset management, leasing, factoring, trade finance, Islamic finance, and fintech.

Special tax regime

Category	Offered Services	Number of Firms
Financial Services	Banking, Insurance, Capital Markets, Asset Management, Leasing, Factoring, Trade Finance, Islamic Finance, Fintech	2900+
Non-Banking Financial Services	Private Equity, Venture Capital, Hedge Funds, Real Estate, Commodities, Shipping, Trade Finance, Islamic Finance, Fintech	100+
Business Services	Logistics, Manufacturing, Technology, Research & Development, Consulting, Professional Services, Business Process Outsourcing	170+



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Business activities

AIFC jurisdiction is designed to support the development of a diversified financial services sector, including banking, insurance, capital markets, asset management, leasing, factoring, trade finance, Islamic finance, and fintech.

2900+ Firms
2900+ firms in total, including 2900+ banking, insurance, capital markets, asset management, leasing, factoring, trade finance, Islamic finance, and fintech firms.

100+ Non-Banking Financial Services
100+ non-banking financial services firms in total, including 100+ private equity, venture capital, hedge funds, real estate, commodities, shipping, trade finance, Islamic finance, and fintech firms.

170+ Business Services
170+ business services firms in total, including 170+ logistics, manufacturing, technology, research & development, consulting, professional services, and business process outsourcing firms.



AIFC jurisdiction is designed to support the development of a diversified financial services sector, including banking, insurance, capital markets, asset management, leasing, factoring, trade finance, Islamic finance, and fintech.

What is AIFC

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Leading FFC in CEE countries

AIFC jurisdiction is designed to support the development of a diversified financial services sector, including banking, insurance, capital markets, asset management, leasing, factoring, trade finance, Islamic finance, and fintech.

AIFC is the highest ranked city in the region (PwC Global 2020)

Rank	City	Score
1	AIFC	90
2	London	85
3	Paris	80
4	Berlin	75
5	Vienna	70



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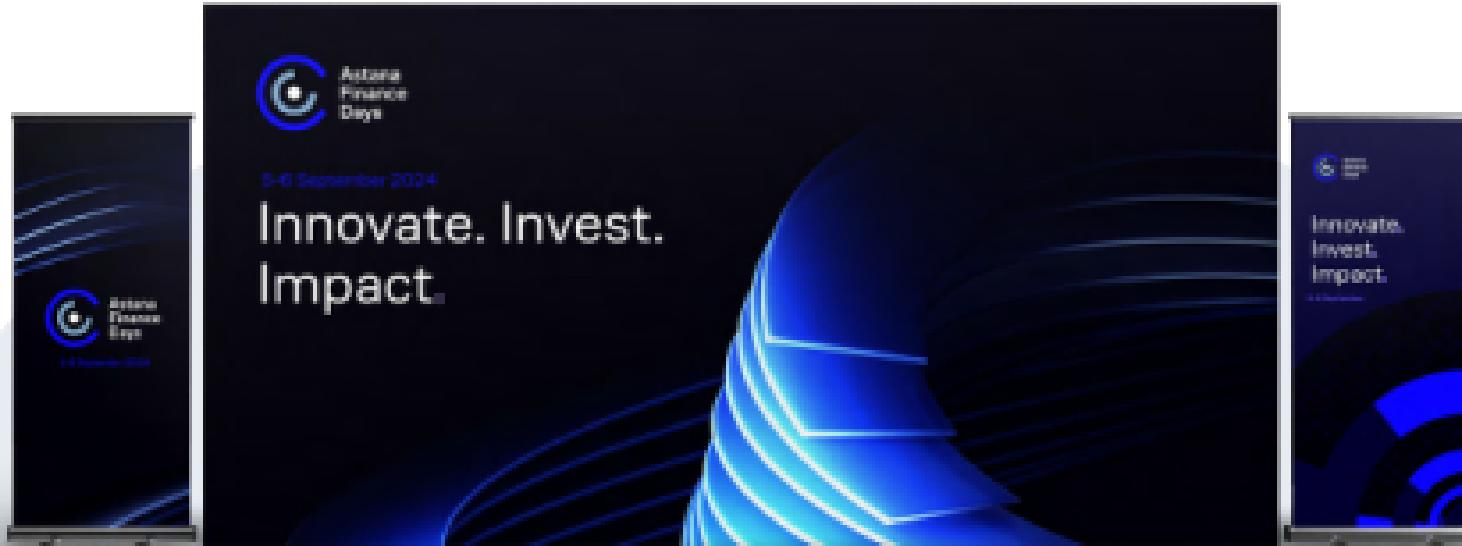
Kazakhstan Financial Center

AIFC jurisdiction is designed to support the development of a diversified financial services sector, including banking, insurance, capital markets, asset management, leasing, factoring, trade finance, Islamic finance, and fintech.

1. Banks
22 banks
150 branches
400+ offices
74+ representative offices

2. Asset Management
100+ asset management firms
100+ investment funds
100+ hedge funds



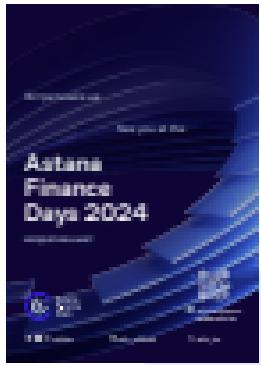




ID cards



Posters A4



Sticker



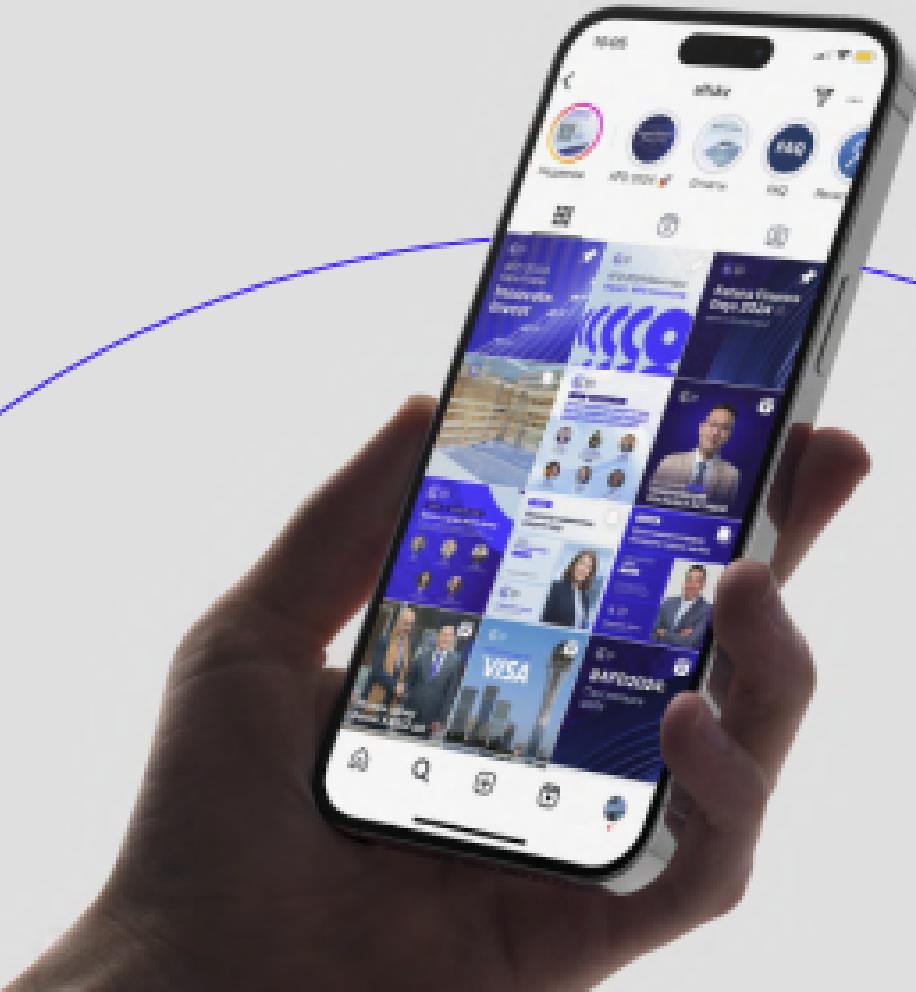
5-6 September 2024

REGISTRATION

РЕГИСТРАЦИЯ | РЕГИСТРАЦІЯ







Template 1 (General)



Template 2 (Maps)



Template 3 (Speakers)



Template 4 (Speakers)



Template 5 (Quotes)



Template 6 (Numbers)





Merchandise

| 30

Thermos:



Notebook:



Stickerpack:



Merchandise

| 31

Volunteers



Participants



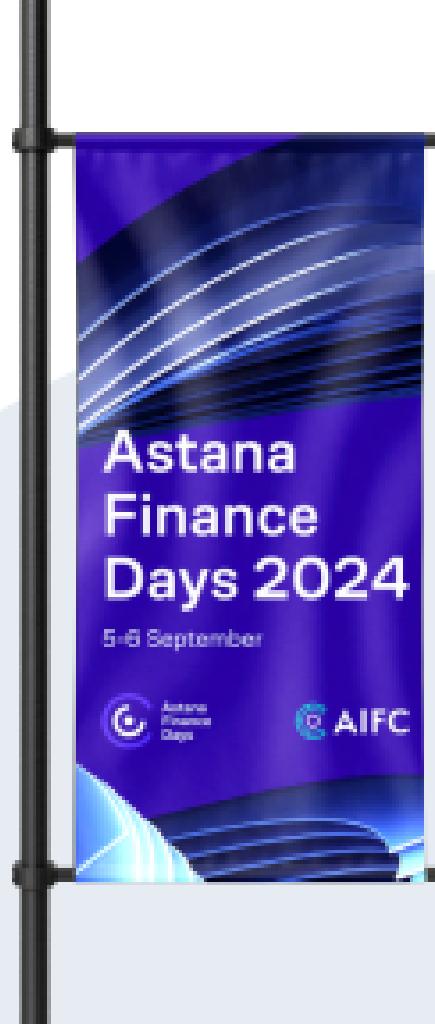
Shopper



Navigation flags

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Preview



Темный вариант



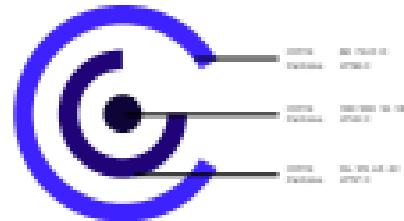
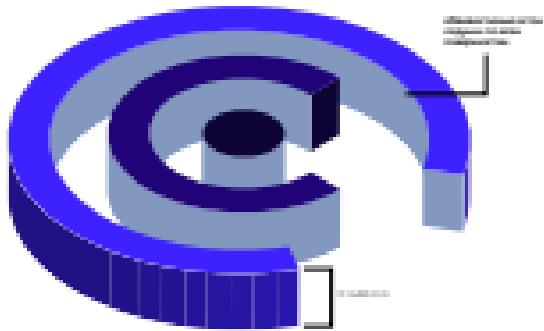
Светлый вариант



Preview



Конструкция



III.

Further development of style



The event slogan or date can serve as the descriptor accompanying the logo during the events in the future.

Пример в две строки

Lorem
ipsum

For text layouts, it's recommended to break the slogan into multiple lines (in addition to the main one into a single line) while maintaining the Regular font style and spacing.

Пример в три строки

Innovate
Invest
Impact

The logo features three core shades that preserve the identity's integrity and recognizability. When introducing new colours, it's important to choose shades that align with the key visuals (KV) and brand carriers, while keeping the logo's original colours unchanged.

#3D22FF

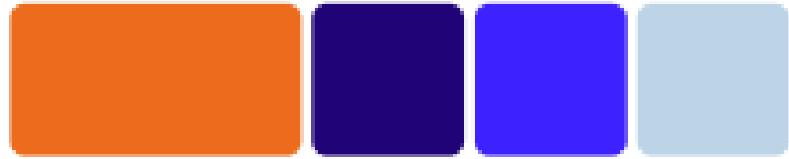
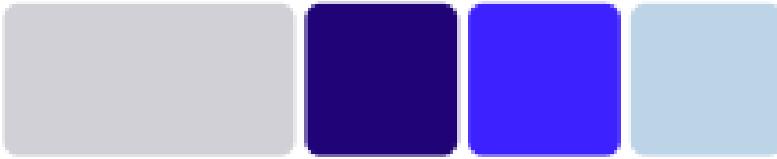
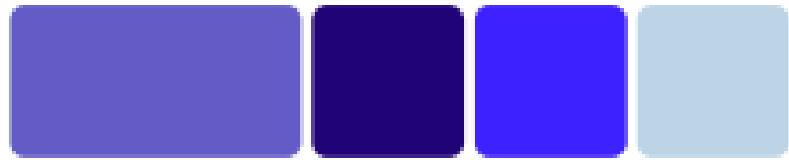
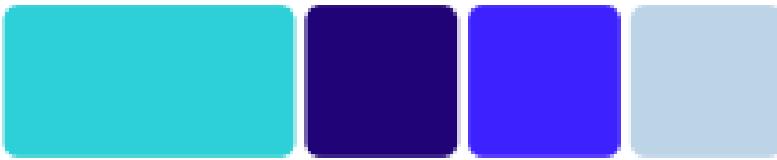
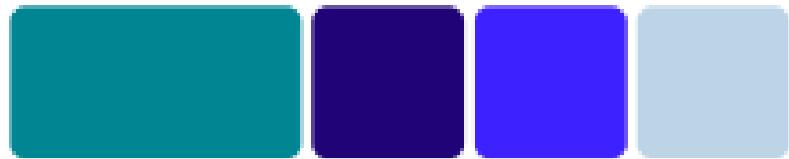
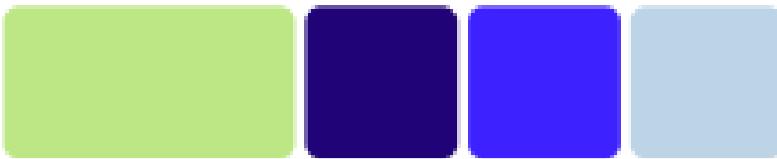
CMYK 82 79 0 0
RGB 61 34 255
RAL 5000
Pantone 2739 C

#1F0377

CMYK 100 100 36 38
RGB 31 3 119
RAL 5022
Pantone 2746 C

#BDD4E7

CMYK 24 9 3 0
RGB 189 212 231
RAL 7047
Pantone 544 C



The colour palette can be bold and contrasting or subtle and restrained, depending on the theme. To expand the palette, we recommend blending new shades into adjacent tones, using both light and dark variations.

Colours from the AIFC corporate palette can also be incorporated to maintain consistency.

3D corporate shape



The established form can be adapted by colouring it with the main colour of the event. However, all other elements—such as text, icons, and the logo—should remain in blue tones.

New 3D corporate shape



New shapes can be created, provided they maintain the original style's characteristics, such as smoothness, highlights, layering, and fluidity. As with the original design, all other elements (text, icons, and logo) should remain in blue tones.



Multilayer, smoothness



Circle stylization, arc displacement



Smoothness, highlights



Multilayering, smoothness, smooth surface



Cubic shapes out of style



Cubic shapes out of style,
excessive glare



Lack of layering and highlights, high
contrast, looks flat



Overly material texture (resembling a
cable)

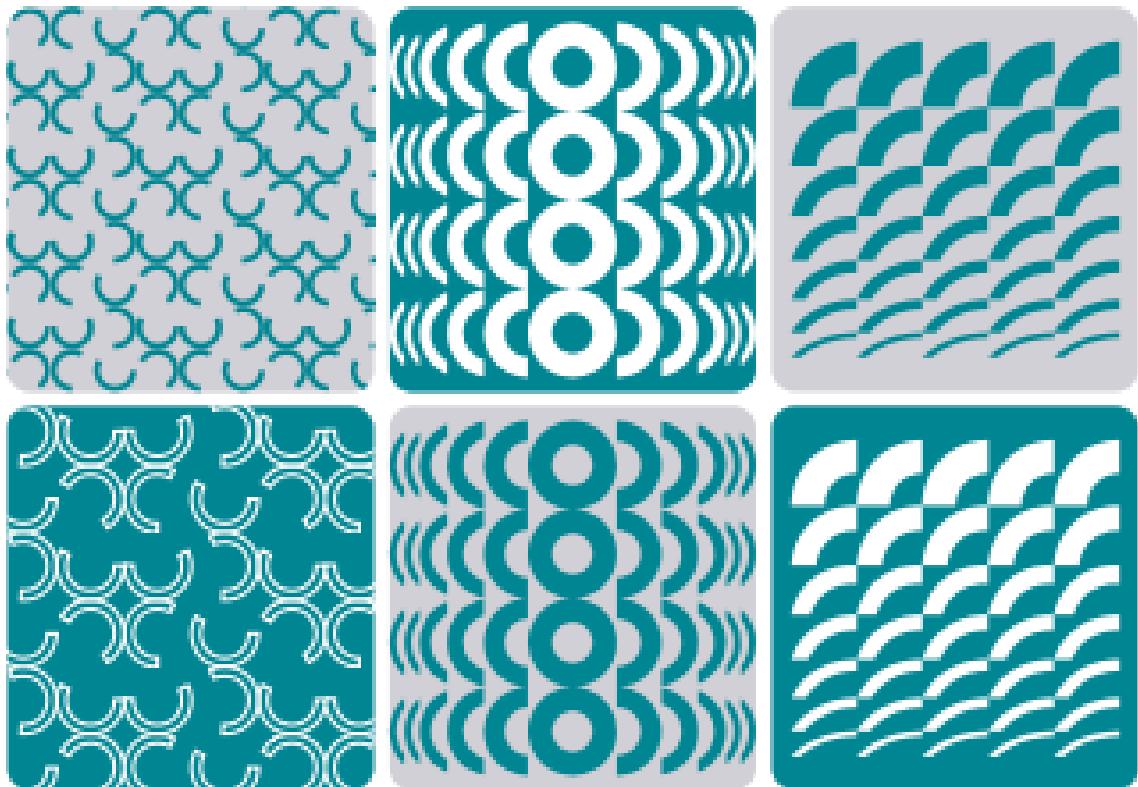


Working with a pattern

| 44

When adding new colours, keep one of the core brand colours—either blue or white.

The fluidity of the logo and patterns ensures recognizability, even as the style evolves.





Dense arcs from the logo can be used as clipping masks. The colour palette should be chosen based on the background, allowing flexibility for designers to match the overall visual aesthetic.



Thank you!