



BRAND GUIDELINES

2024

Contents

I. Brand Architecture

What Is Brand Architecture?	4
Masterbrand Strategy	4
AIFC Brand Architecture	5

II. Visual Identity

Master Logo	7
Composition	8
Minimum Size	8
Descriptor	9
Slogan	11
Lockups	13
On Backgrounds	14
Clear Space	15
Logo Don'ts	16
Colours	17
Main Brand Colours	17
Secondary Colours	17
Grey Palette	18
Sub-Brands Colours	19
<i>How To:</i> Colours Combination	20

Typeface	24
<i>How To:</i> Do and Don'ts	25
Grid	26
Examples	27
Pattern	30
Overview	31
Do and Don'ts	32
Example	33
<i>How To:</i> Combination with other branded assets	34

III. Sub-Brands System

Composition	38
Sub-Brands Overview	39

IV. Brand Language

3D images & animation	47
2D images & animation	56
Iconography	57
Graphs	59

V. Branded Assets

Print	
Business Card	61
Rollup	62
Flyer	63
Handbook	64
<i>How To:</i> Handbook Guidelines	69
Notebook	70
Paper bags	71
Eco bags	72
Sweatshirt: Basic	73
Sweatshirt: Slogan	74
T-Shirt: Basic	76
T-Shirt: Pattern	77
Thermos and water bottles	79
PowerBank	80
Pen and Pencil	81
ID Card	82
Paper Folder	83
Exhibition Stand	84
Flags	85
<i>Example:</i> AIFC Connect: UAE 2024	86
Digital	
Presentation	87
Instagram Publications	101
Instagram Stories	102
Digital Banners	103

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.

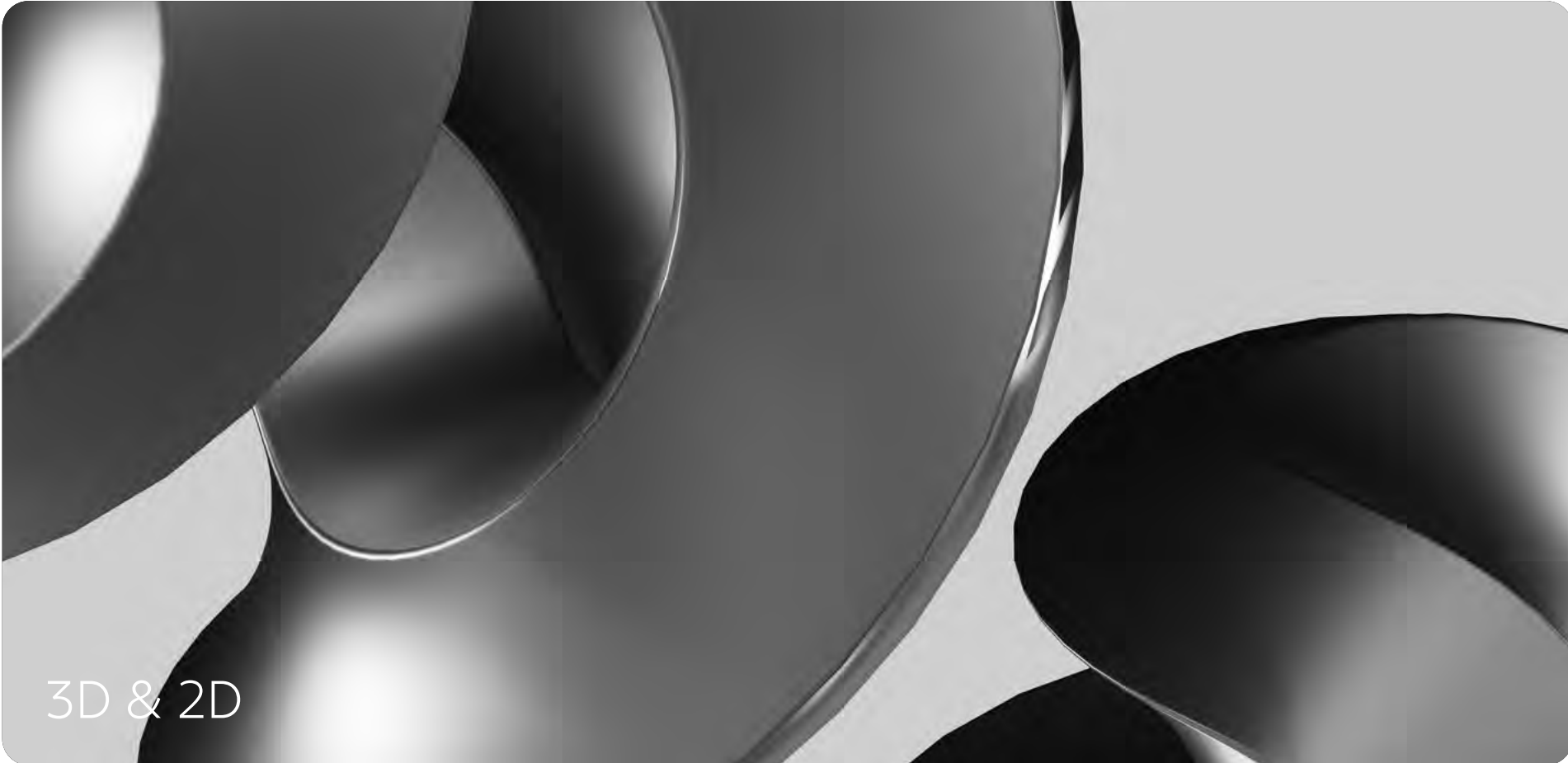
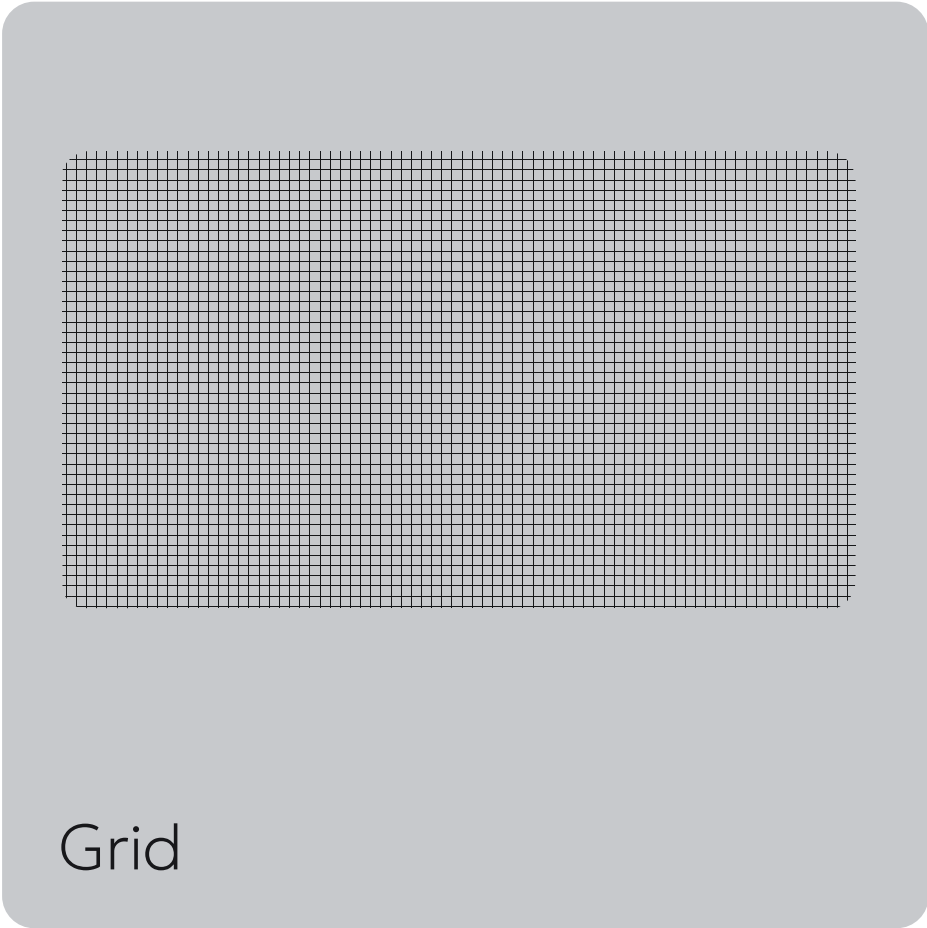
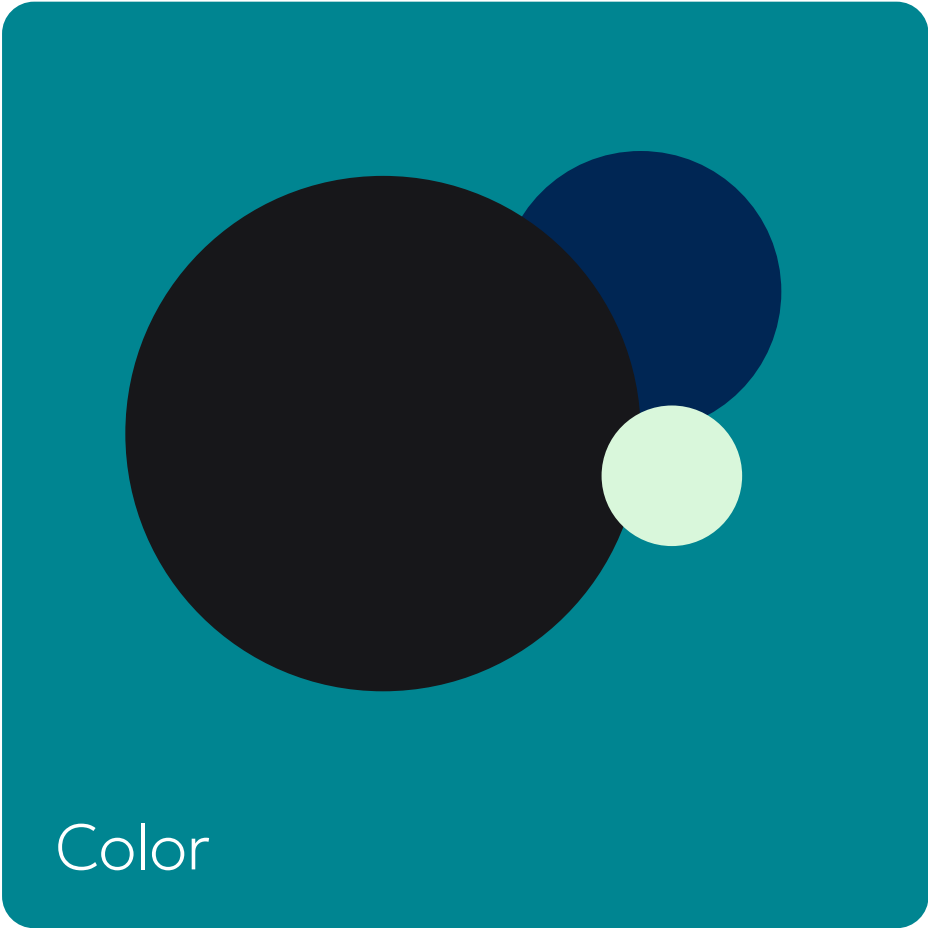
With this strategy, all names are descriptive, and they follow a unique visual signature system, creating a consistent visual identity.

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



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.



ELEVATE YOUR BUSINESS WITH US

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

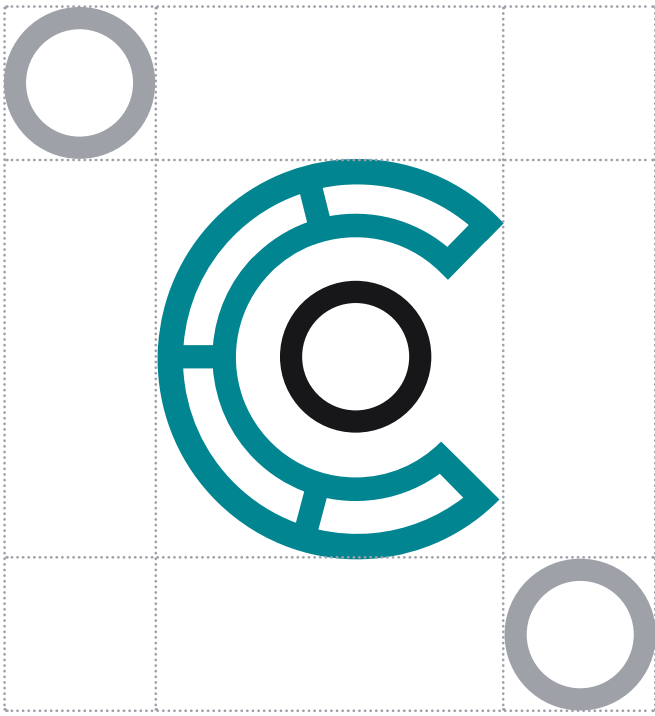
Clear Space

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus volutpat nisi a lacus consequat, id consectetur ex sodales. Aliquam consequat.



Colours

Main colour palette

<div>Main 1</div> <div>#161719</div> <div><div>CMYK</div><div>74 68 64 79</div></div> <div><div>RGB</div><div>22 23 25</div></div> <div><div>Pantone</div><div>Neutral Black C</div></div> <div><div>RAL</div><div>9005</div></div>
<div>Main 2</div> <div>#008591</div> <div><div>CMYK</div><div>85 31 39 4</div></div> <div><div>RGB</div><div>0 133 145</div></div> <div><div>Pantone</div><div>321 C</div></div> <div><div>RAL</div><div>5018</div></div>
<div>Main 3</div> <div>#002554</div> <div><div>CMYK</div><div>100 90 36 36</div></div> <div><div>RGB</div><div>0 37 84</div></div> <div><div>Pantone</div><div>PQ-655 C</div></div> <div><div>RAL</div><div>5026</div></div>

Secondary colour palette

<div>Pastel 1</div> <div>#DAF7DC</div> <div><div>CMYK</div><div>13 0 17 0</div></div> <div><div>RGB</div><div>218 247 220</div></div> <div><div>Pantone</div><div>621 C</div></div> <div><div>RAL</div><div>6019</div></div>	<div>Accent 1</div> <div>#59BBA2</div> <div><div>CMYK</div><div>63 3 45 0</div></div> <div><div>RGB</div><div>89 187 16</div></div> <div><div>Pantone</div><div>338 C</div></div> <div><div>RAL</div><div>6027</div></div>	<div>Accent 2</div> <div>#0B4349</div> <div><div>CMYK</div><div>91 57 57 43</div></div> <div><div>RGB</div><div>11 67 73</div></div> <div><div>Pantone</div><div>316 C</div></div> <div><div>RAL</div><div>5020</div></div>
<div>Pastel 2</div> <div>#9AC1E2</div> <div><div>CMYK</div><div>38 14 2 0</div></div> <div><div>RGB</div><div>154 193 226</div></div> <div><div>Pantone</div><div>644 C</div></div> <div><div>RAL</div><div>5014</div></div>	<div>Bright 1</div> <div>#635DC6</div> <div><div>CMYK</div><div>71 70 0 0</div></div> <div><div>RGB</div><div>99 93 198</div></div> <div><div>Pantone</div><div>272 C</div></div> <div><div>RAL</div><div>4005</div></div>	<div>Bright 2</div> <div>#ED6B1C</div> <div><div>CMYK</div><div>2 72 100 0</div></div> <div><div>RGB</div><div>237 107 28</div></div> <div><div>Pantone</div><div>1505 C</div></div> <div><div>RAL</div><div>2008</div></div>

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.

<div>COLD 1</div> <div>#323941</div> <div>CMYK76 65 55 4</div> <div>RGB50 57 65</div> <div>Pantone432 C</div> <div>RAL7016</div>	<div>COLD 2</div> <div>#575D63</div> <div>CMYK66 55 49 24</div> <div>RGB87 93 99</div> <div>Pantone431 C</div> <div>RAL7011</div>	<div>COLD 3</div> <div>#9DA1A8</div> <div>CMYK41 32 28 0</div> <div>RGB157 161 168</div> <div>Pantone430 C</div> <div>RAL7040</div>	<div>COLD 4</div> <div>#D7DBE2</div> <div>CMYK14 9 6 0</div> <div>RGB215 219 226</div> <div>Pantone427 C</div> <div>RAL7035</div>	<div>COLD 5</div> <div>#F4F4F4</div> <div>CMYK3 2 2 0</div> <div>RGB244 244 244</div> <div>PantonePMS Cool Gray</div> <div>RAL9003</div>
<div>WARM 1</div> <div>#3A3A3A</div> <div>CMYK69 62 61 5</div> <div>RGB58 58 58</div> <div>Pantone426 C</div> <div>RAL7021</div>	<div>WARM 2</div> <div>#A2A5A8</div> <div>CMYK39 30 29 0</div> <div>RGB162 165 168</div> <div>Pantone423 C</div> <div>RAL9023</div>	<div>WARM 3</div> <div>#C8C9CB</div> <div>CMYK21 16 16 0</div> <div>RGB200 201 20</div> <div>PantoneCool Gray 3 C</div> <div>RAL9006</div>	<div>WARM 4</div> <div>#D8D8D8</div> <div>CMYK14 11 11 0</div> <div>RGB216 216 216</div> <div>PantonePQ-10101 C</div> <div>RAL7047</div>	<div>WARM 5</div> <div>#EDEDED</div> <div>CMYK6 4 4 0</div> <div>RGB237 237 237</div> <div>Pantone2712</div> <div>RAL9016</div>

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.

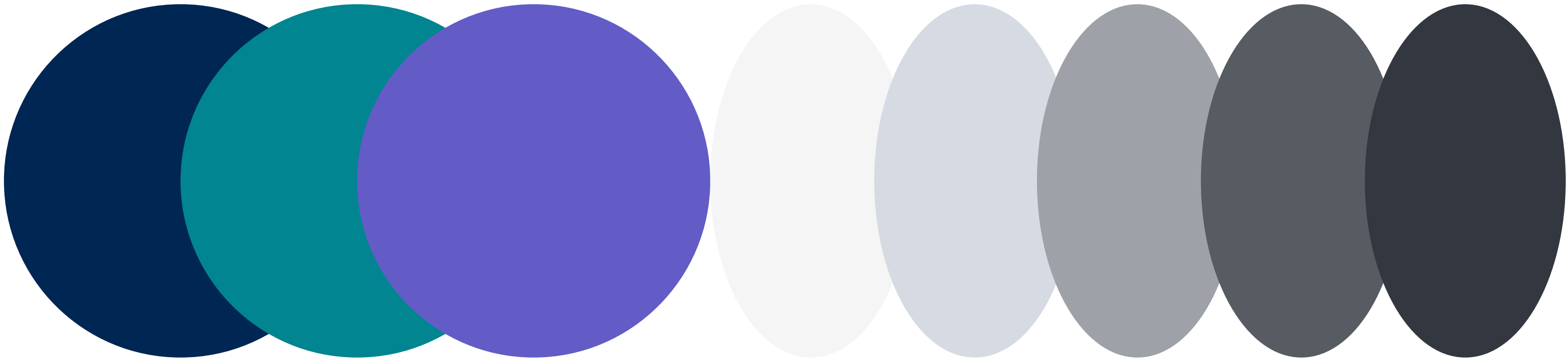
For examples of colour combinations, please refer to Section III. Sub-Brands System.

<div>AFSA</div> <div>#8B1057</div> <div>CMYK 41 100 39 18</div> <div>RGB 139 16 87</div> <div>Pantone 7648 C</div> <div>RAL 4006</div>	<div>COURT</div> <div>#07A7E1</div> <div>CMYK 73 16 0 0</div> <div>RGB 7 167 225</div> <div>Pantone 2995 C</div> <div>RAL 5024</div>	<div>AUTHORITY</div> <div>#008AAC</div> <div>CMYK 83 32 22</div> <div>RGB 0 138 172</div> <div>Pantone 3135 C</div> <div>RAL 5012</div>	<div>IAC</div> <div>#0047BA</div> <div>CMYK 93 78 0 0</div> <div>RGB 0 71 186</div> <div>Pantone 2728 C</div> <div>RAL 5000</div>
<div>TECH</div> <div>#5B118B</div> <div>CMYK 80 100 7 2</div> <div>RGB 91 17 139</div> <div>Pantone 2597 C</div> <div>RAL 4007</div>	<div>GFC</div> <div>#129139</div> <div>CMYK 85 18 100 4</div> <div>RGB 18 145 57</div> <div>Pantone 7732 C</div> <div>RAL 6037</div>	<div>EXPAT CENTRE</div> <div>#5FA511</div> <div>CMYK 68 12 100 1</div> <div>RGB 95 165 17</div> <div>Pantone 369 C</div> <div>RAL 6018</div>	<div>ACADEMY</div> <div>#DA0032</div> <div>CMYK 8 100 86 1</div> <div>RGB 218 0 50</div> <div>Pantone 186 C</div> <div>RAL 3018</div>

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.

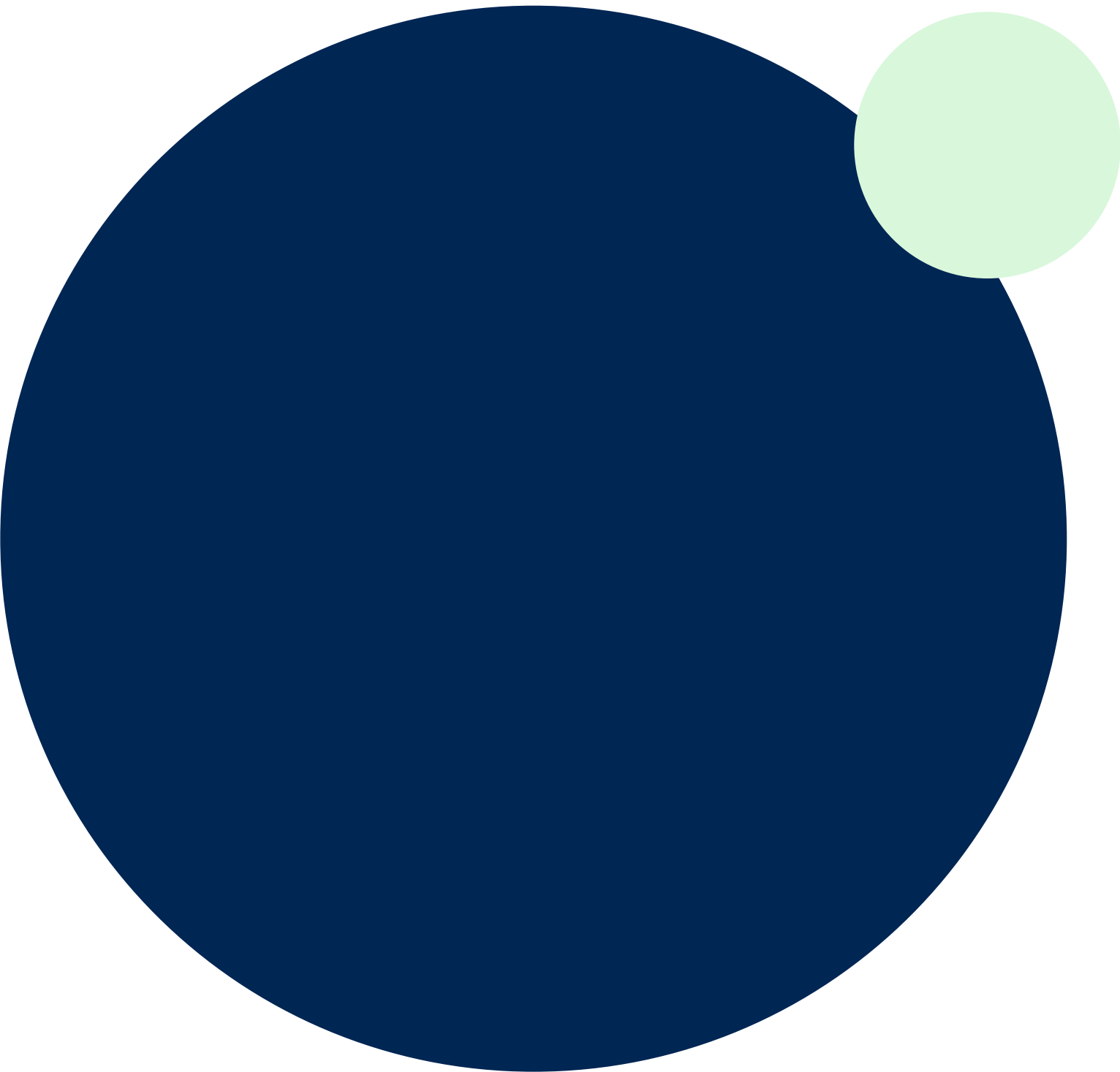
This slide serves as a recommendation.

Colours Combination

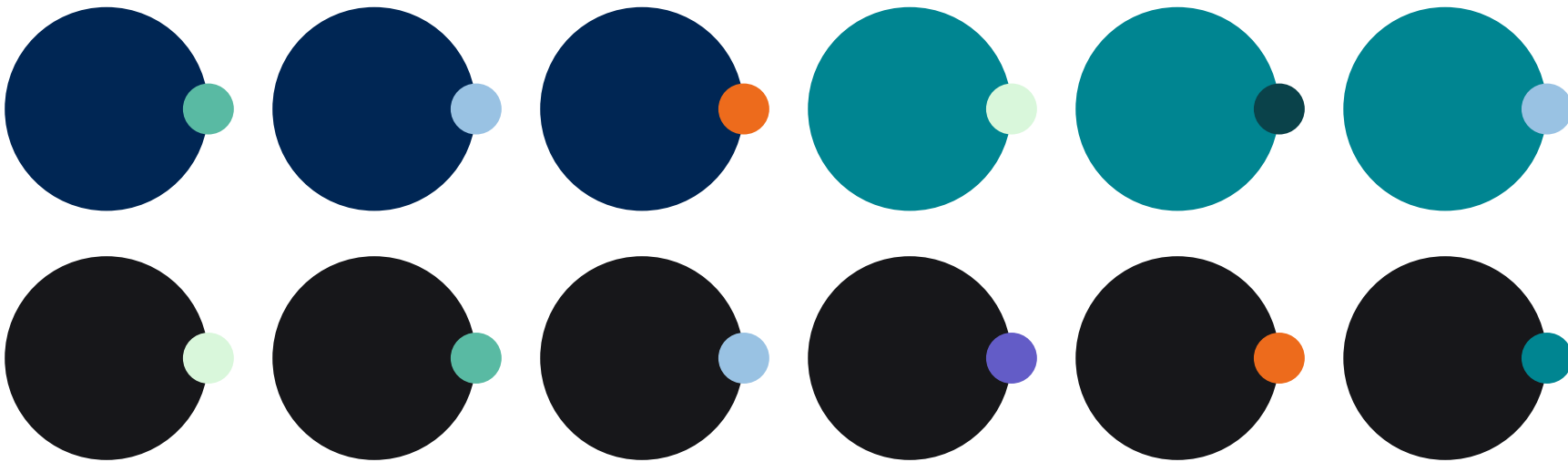
Colour pair (1+1)

Any primary
colour
<80%

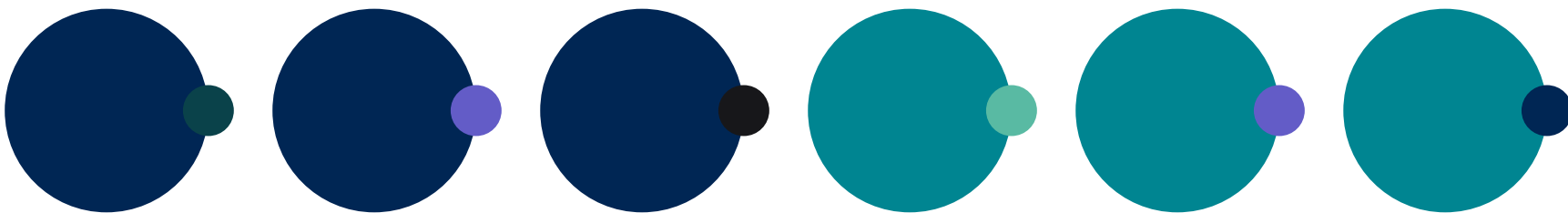
Any complementary
colour
<20%



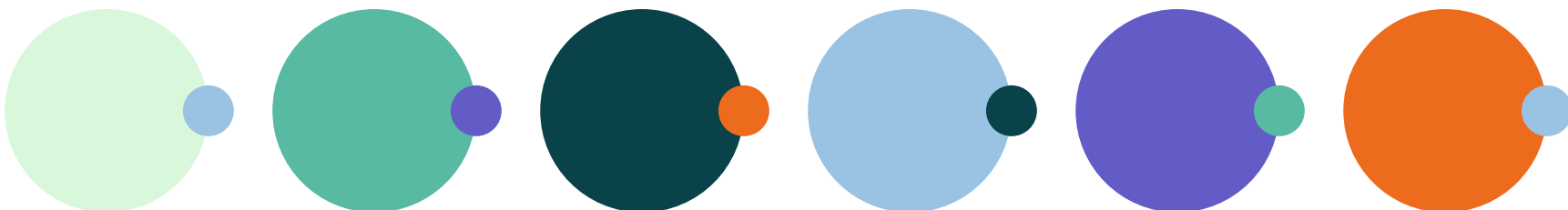
Other colour combinations:



Do not use colours with low contrast



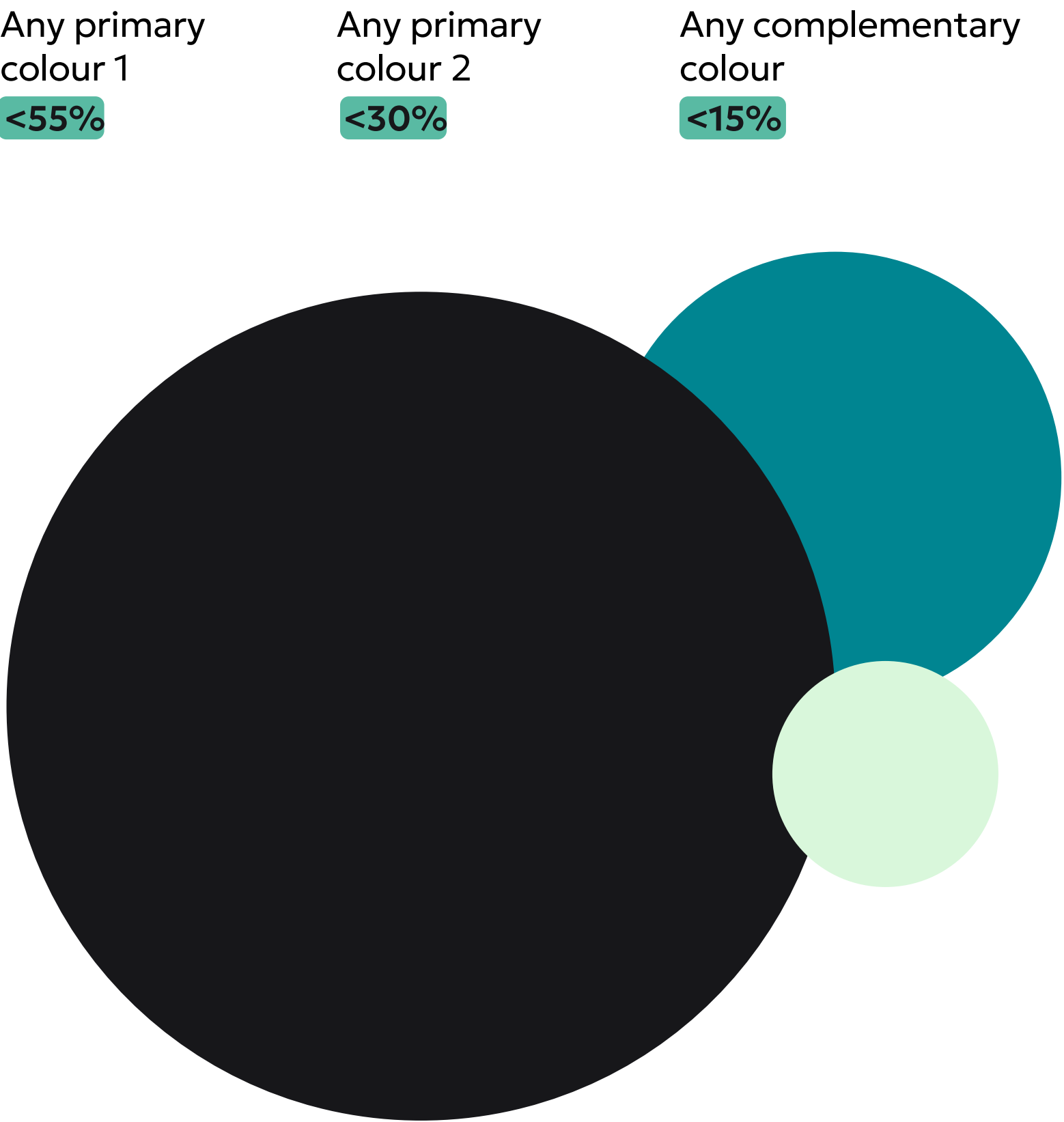
Do not use two accent colours, only with the primary colour



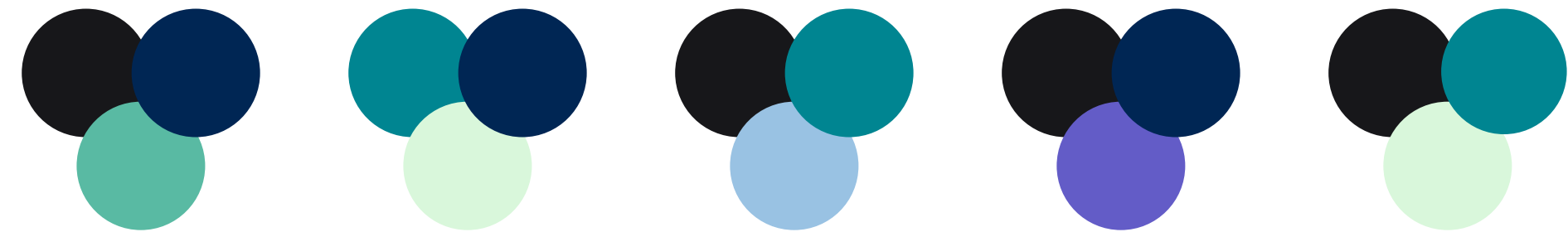
Given the wide variation of colours, colour combination guidelines have been created. Examples of colour pairs are shown here. Always use one of the 3 primary colours: black, blue or teal.

Colours Combination

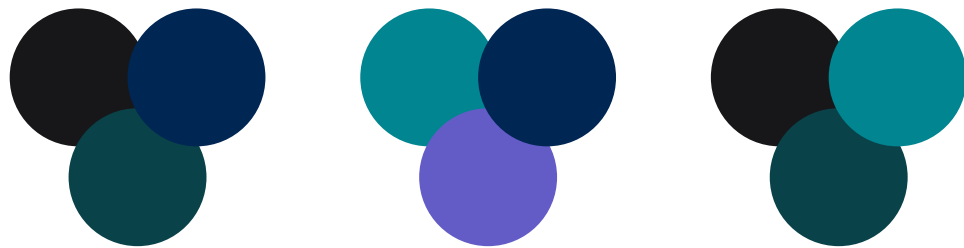
Colour triad (2+1)



✓ 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

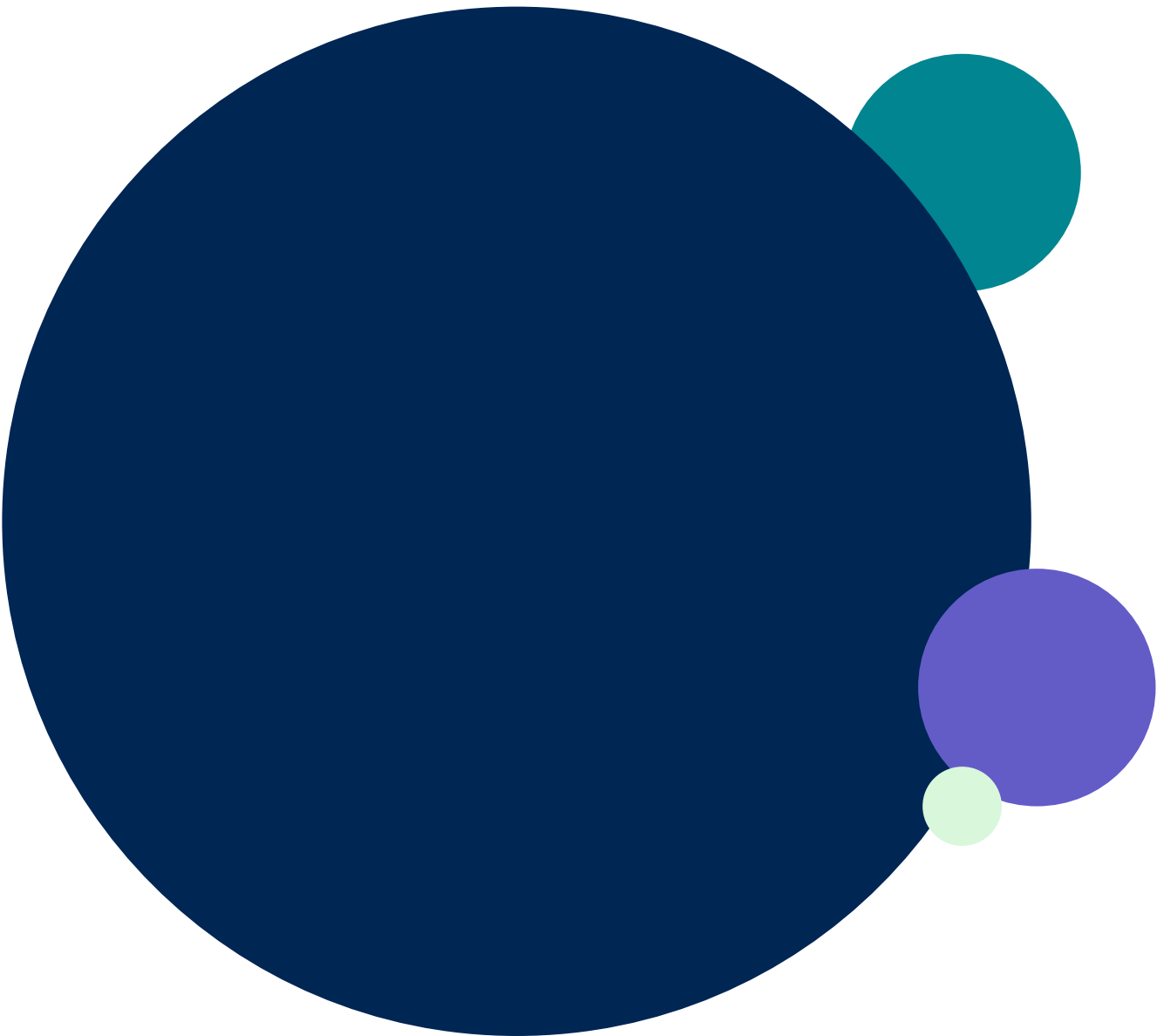
Colour pairs (2+2)

Any primary
colour 1
<65%

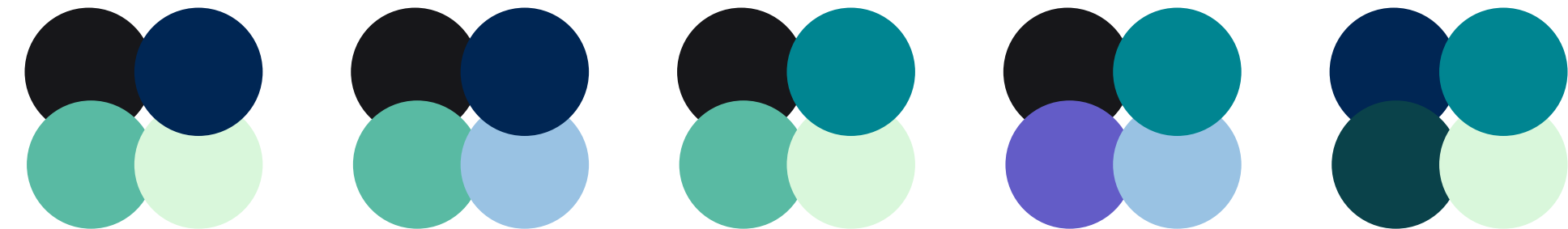
Any primary
colour 2
<15%

Any complementary
colour 1
<15%

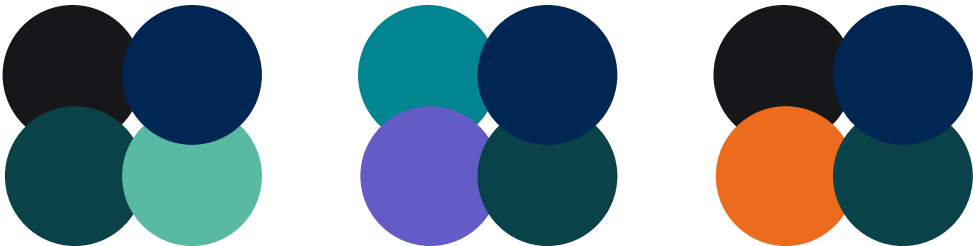
Any complementary
colour 2
<5%



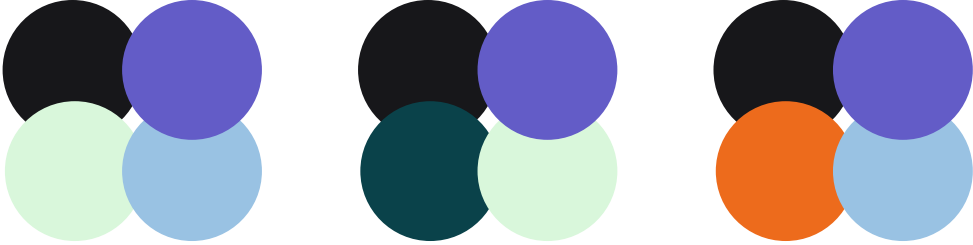
✓ Other colour combinations:



✗ 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 typeface **Geologica** is a typeface 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 typeface **Arial** is an alternative.

Header

Geologica
Semibold

Aa Əə 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 Нн 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

Aa Əə 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 Нн 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

Aa Əə 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 Нн 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, consectetur 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 dui 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**
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.**



Use lettering bolder than Bold

x — **LOREM IPSUM**
x — **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.**



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.

x 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 adipisc- ing 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.

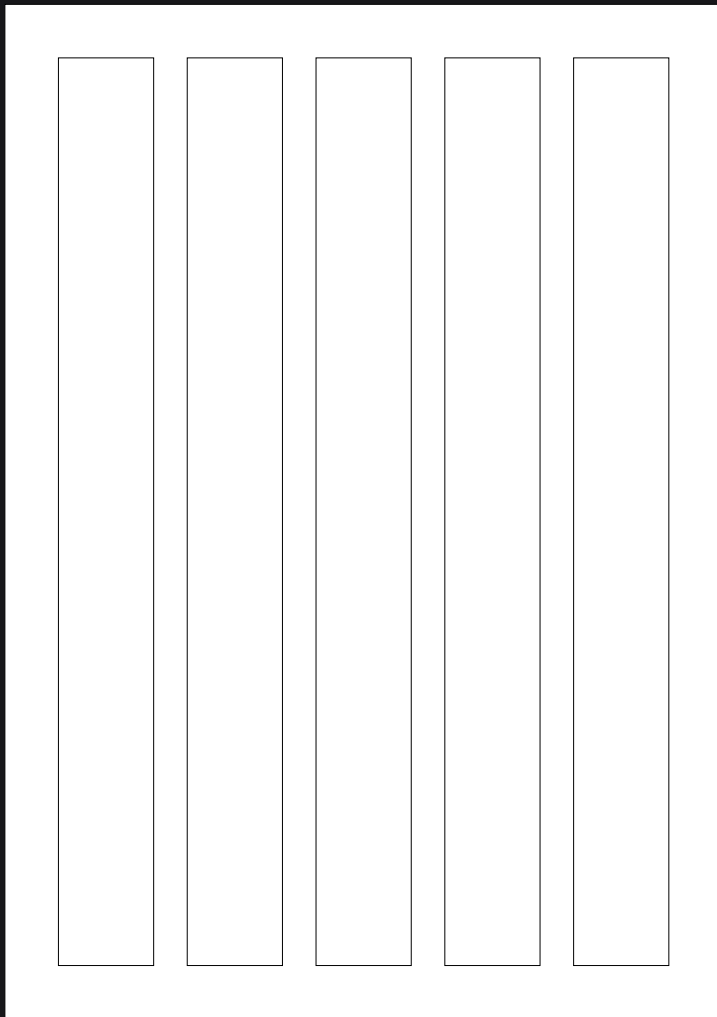
Grid

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.

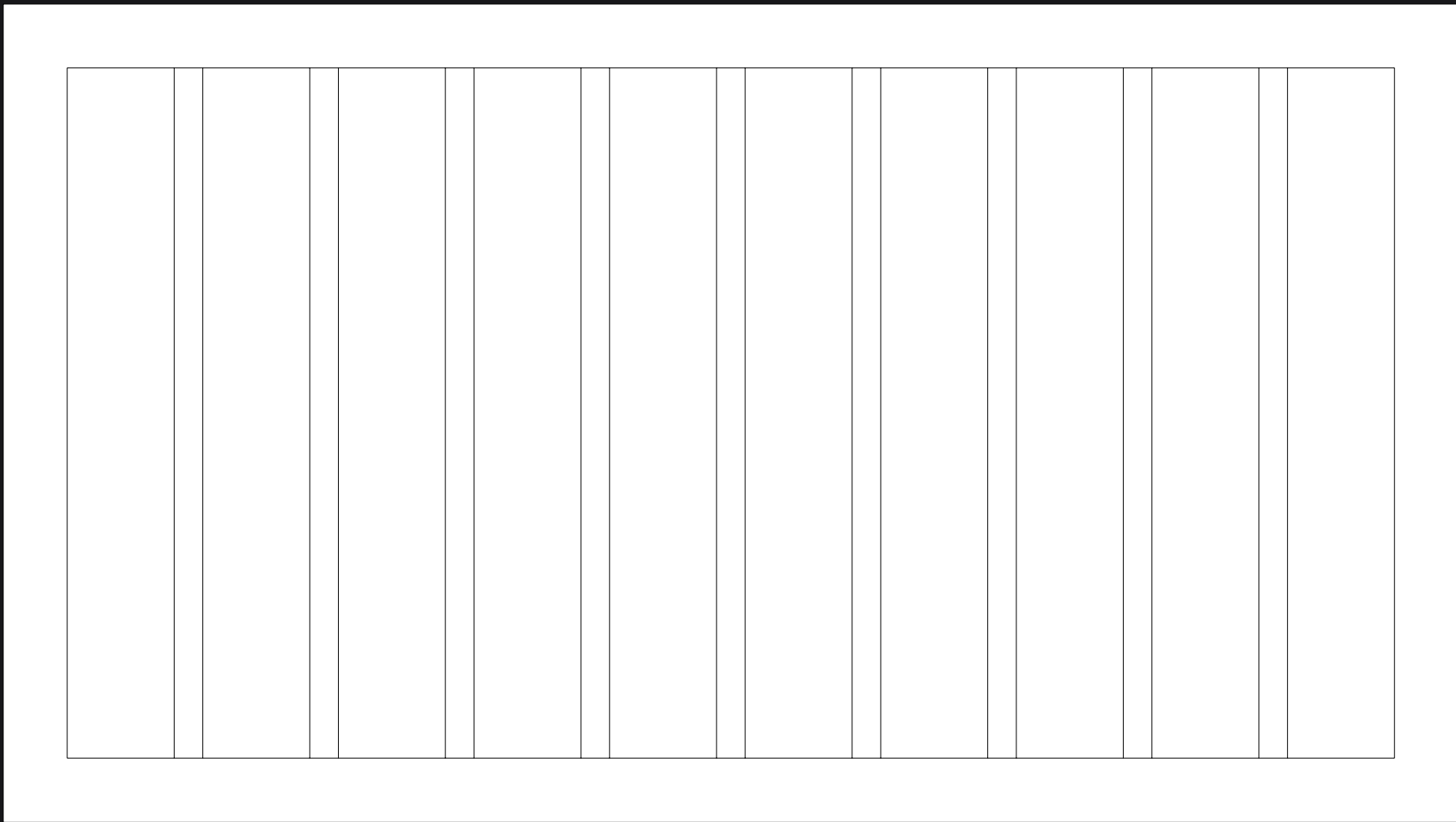
On wide-format media, such as horizontal banners and presentations, the number of columns is doubled.

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



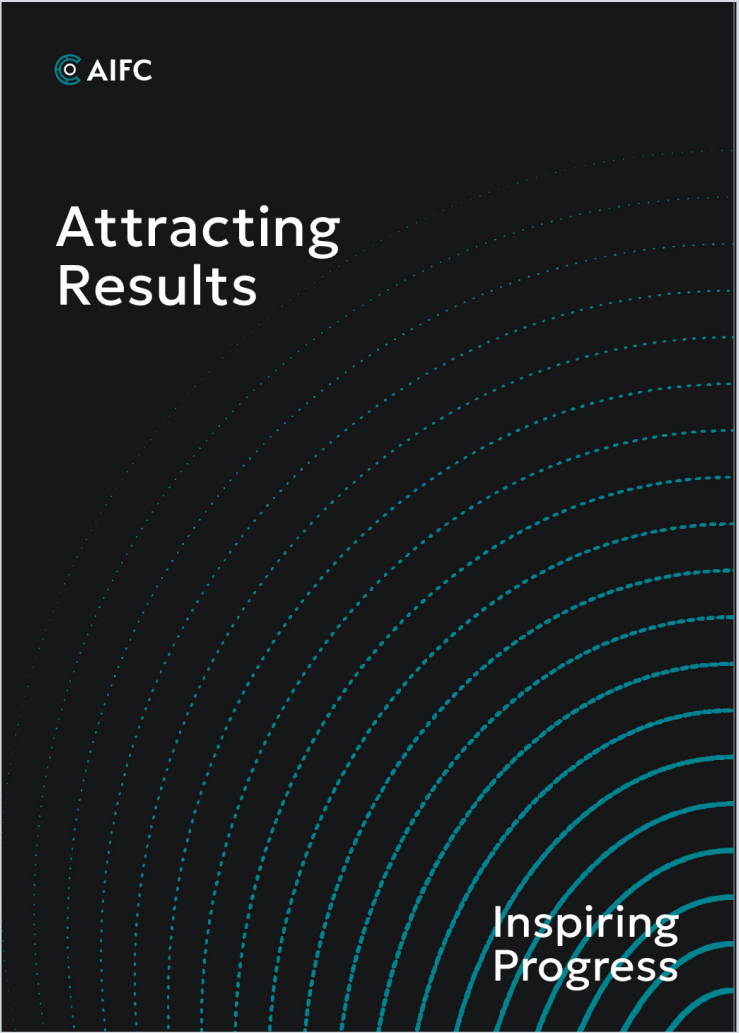
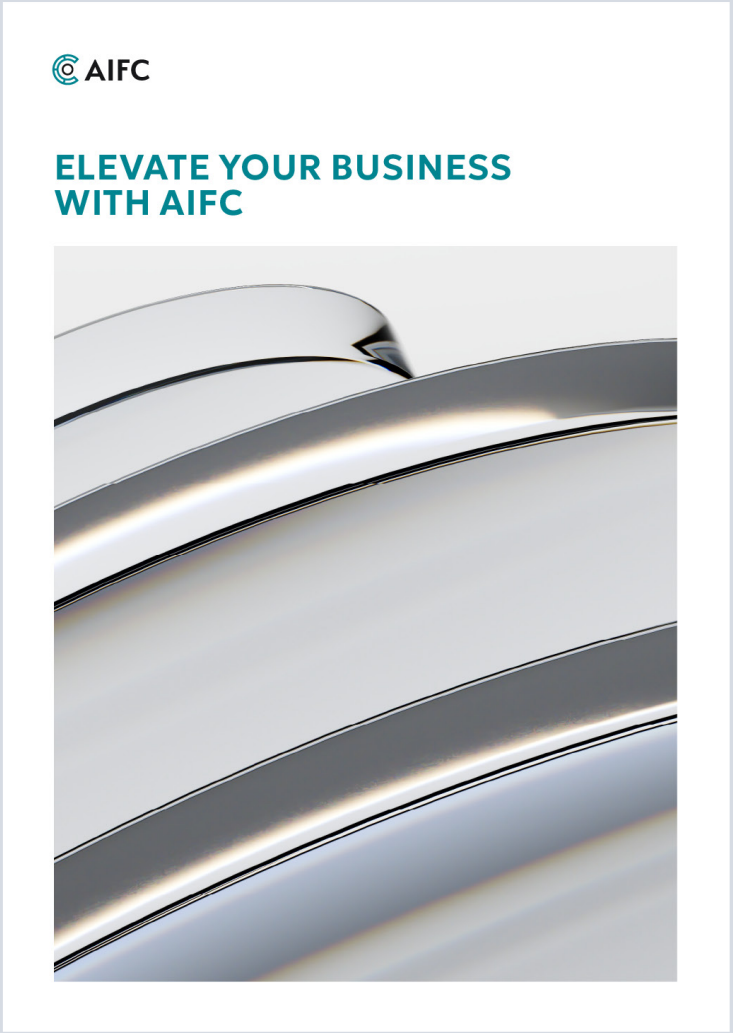
Horizontal



Grid

Examples

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



Grid

Examples

Internal content of the handbook, spread 1



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 outside of the AIFC that would like to have a presence in the AIFC through establishing its branch and be authorised by the AFSA to conduct business in the AIFC jurisdiction

Activities that require authorisation



Regulated Activities	Investment	Banking	Insurance	Islamic Finance	Brokerage & Custody	Other
	<ul style="list-style-type: none"> → Managing Investments → Managing a Collective Investment Scheme → Providing Fund Administration → Advising on Investments → Arranging Deals in Investments 	<ul style="list-style-type: none"> → Accepting Deposits → Providing Credit → Advising/Arranging on a Credit Facility → Providing Money Services → Opening and Operating Bank Accounts 	<ul style="list-style-type: none"> → Insurance Intermediation → Effecting Contracts of Insurance → Carrying on Contracts of Insurance → Insurance Management 	<ul style="list-style-type: none"> → Managing a Restricted Profit Sharing Investment Account → Islamic Banking Business → Providing Islamic Financing → Takaful Business 	<ul style="list-style-type: none"> → Dealing in Investments as Principal → Dealing in Investments as Agent → Providing Custody → Arranging Custody 	<ul style="list-style-type: none"> → Operating a Representative Office → Operating a Multilateral Trading Facility → Operating an Organised Trading Facility → Providing Trust Services → Acting as the Trustee of a Fund
	<ul style="list-style-type: none"> → 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 					

Market Activities



Internal content of the handbook, spread 2

AIFC

How to establish
a Financial Company

STEP 1

Obtaining
a license
by AFSA

01.

Familiarize yourself with AIFC Rules and Regulations
<https://afsa.orderly.kz/>

02.

Develop the regulatory business plan, 3-year financial projections, and internal resources, as well as determine minimum regulatory capital requirements to be included in your 3-year financial projections

03.

Determine the senior management team by completing individual application forms

04.

Fill out the application forms and provide supporting documents

05.

Pay applicable fees (depending on license) and submit application with supporting documents to AFSA

In-Principle Approval is issued if application is successful. A license is issued if the all conditions imposed by AFSA are met.

AFSA's assessment criteria

✓

Fitness and propriety of the applicant, its shareholders, directors, candidates for key roles within company

✓

Track record and expertise of the applicant and its parent company or major shareholders

✓

Ability to meet minimum prudential requirements*

✓

Strength of internal systems and control such as risk management and compliance systems

✓

Business model, projections, and the strategy

✓

Corporate Governance in terms of management structure and organization

✓

Proposed resources, which will include your human capital, premises, and any outsourcing arrangements

Capital Requirements are not applicable for a Recognised Company (branch) to conduct Regulated Activities in the AIFC jurisdiction

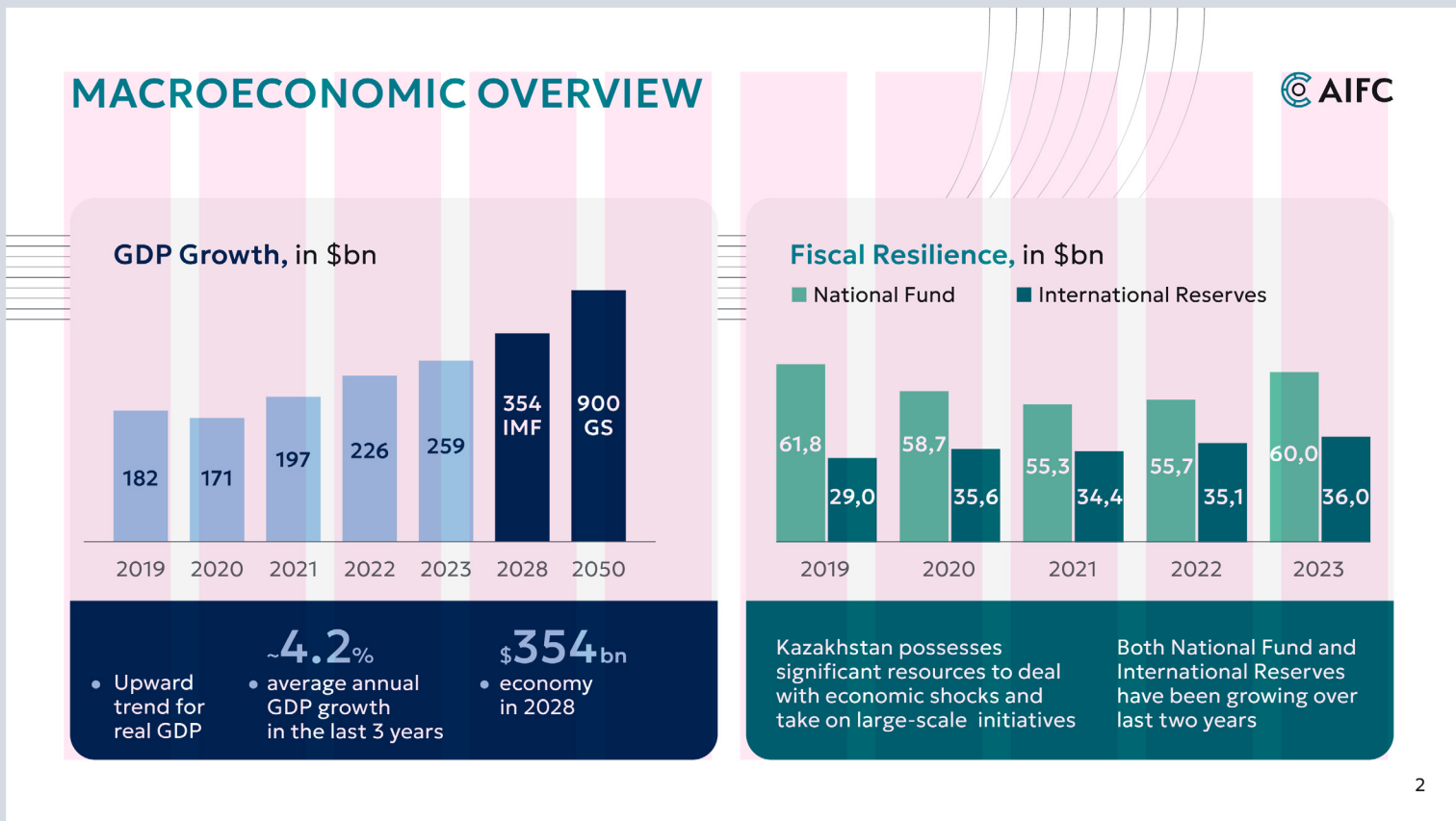
Grid

Examples

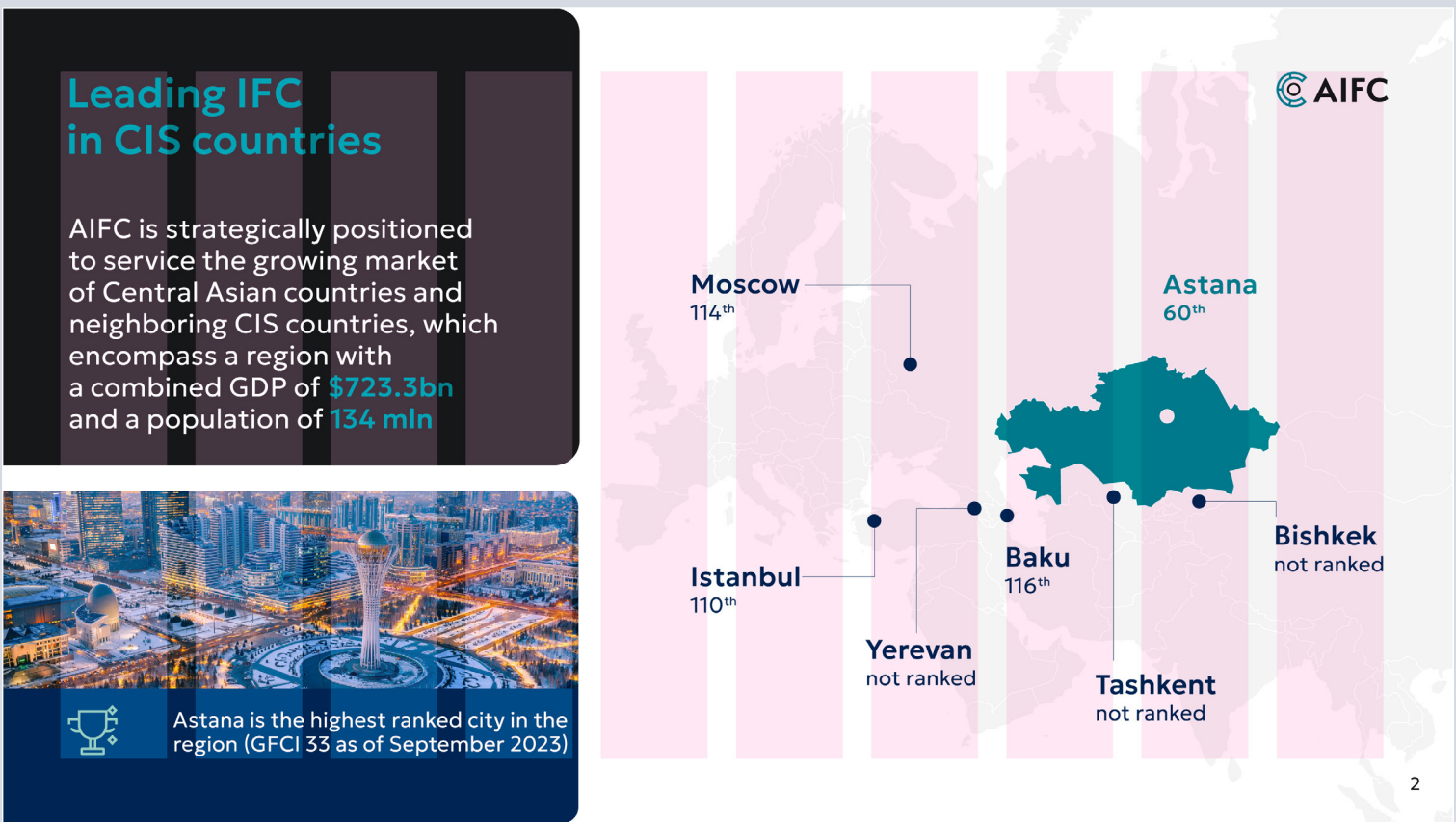
Presentation cover



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.

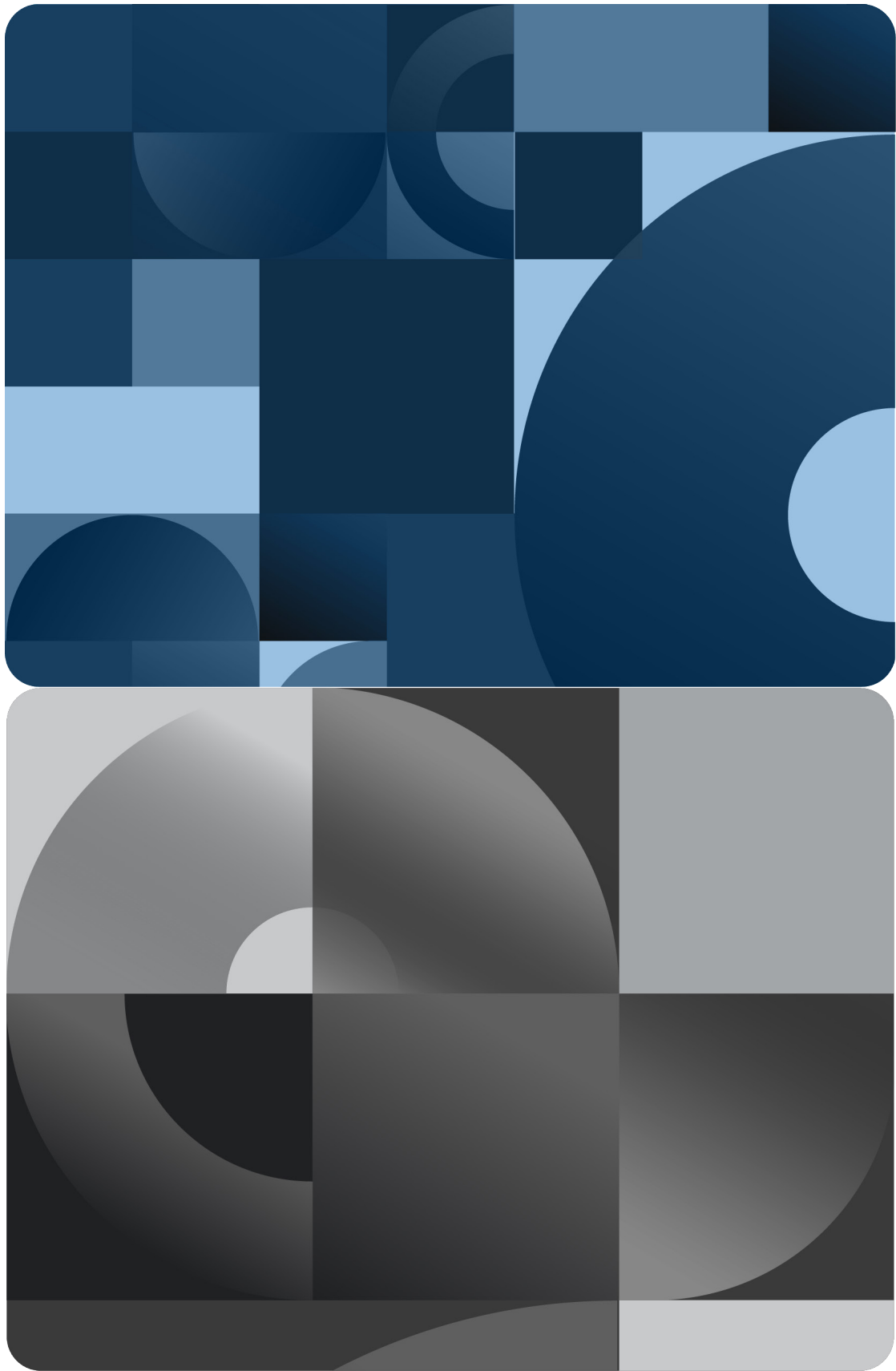


Pattern

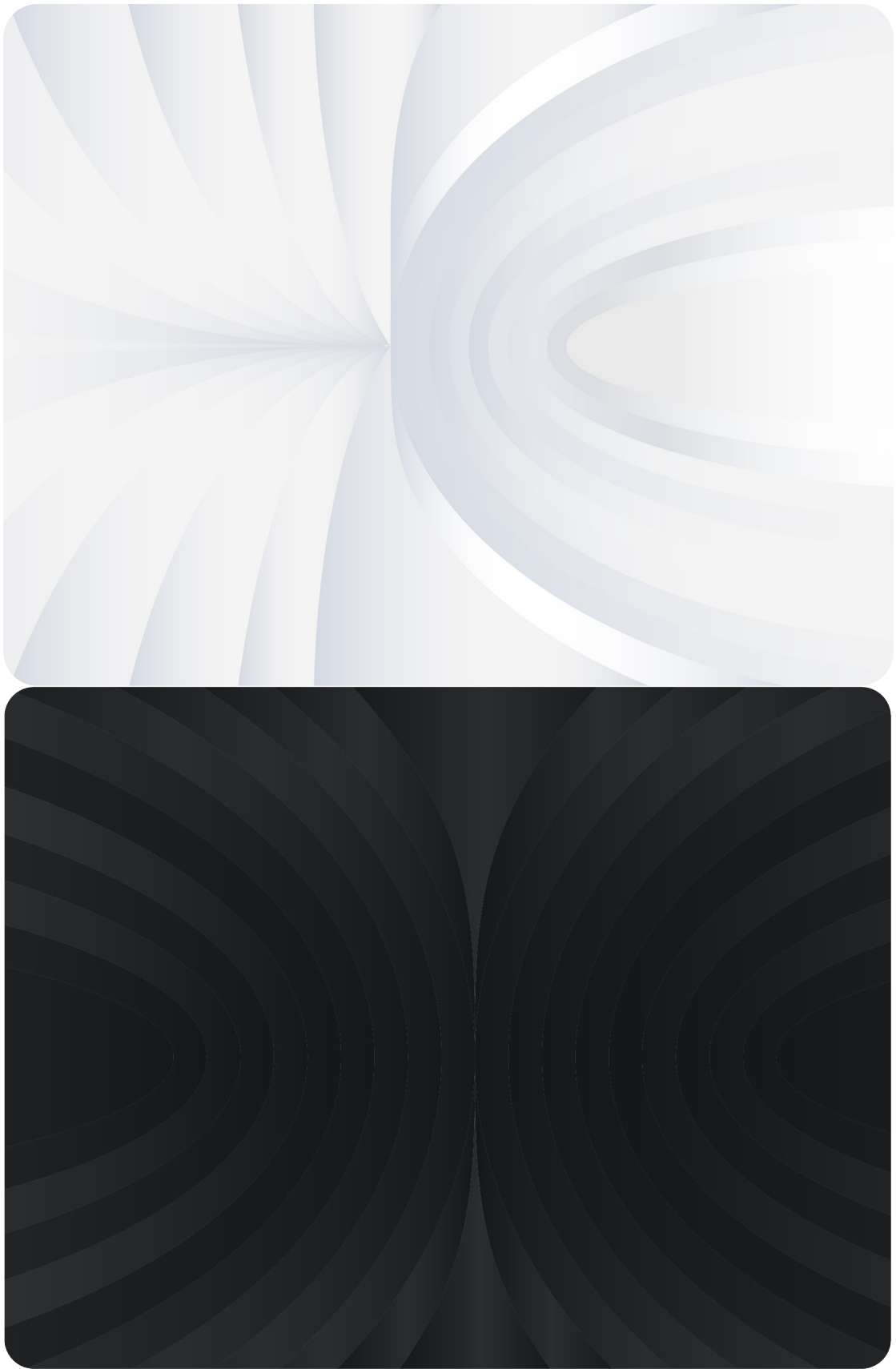
I. Basic pattern
(universal application)



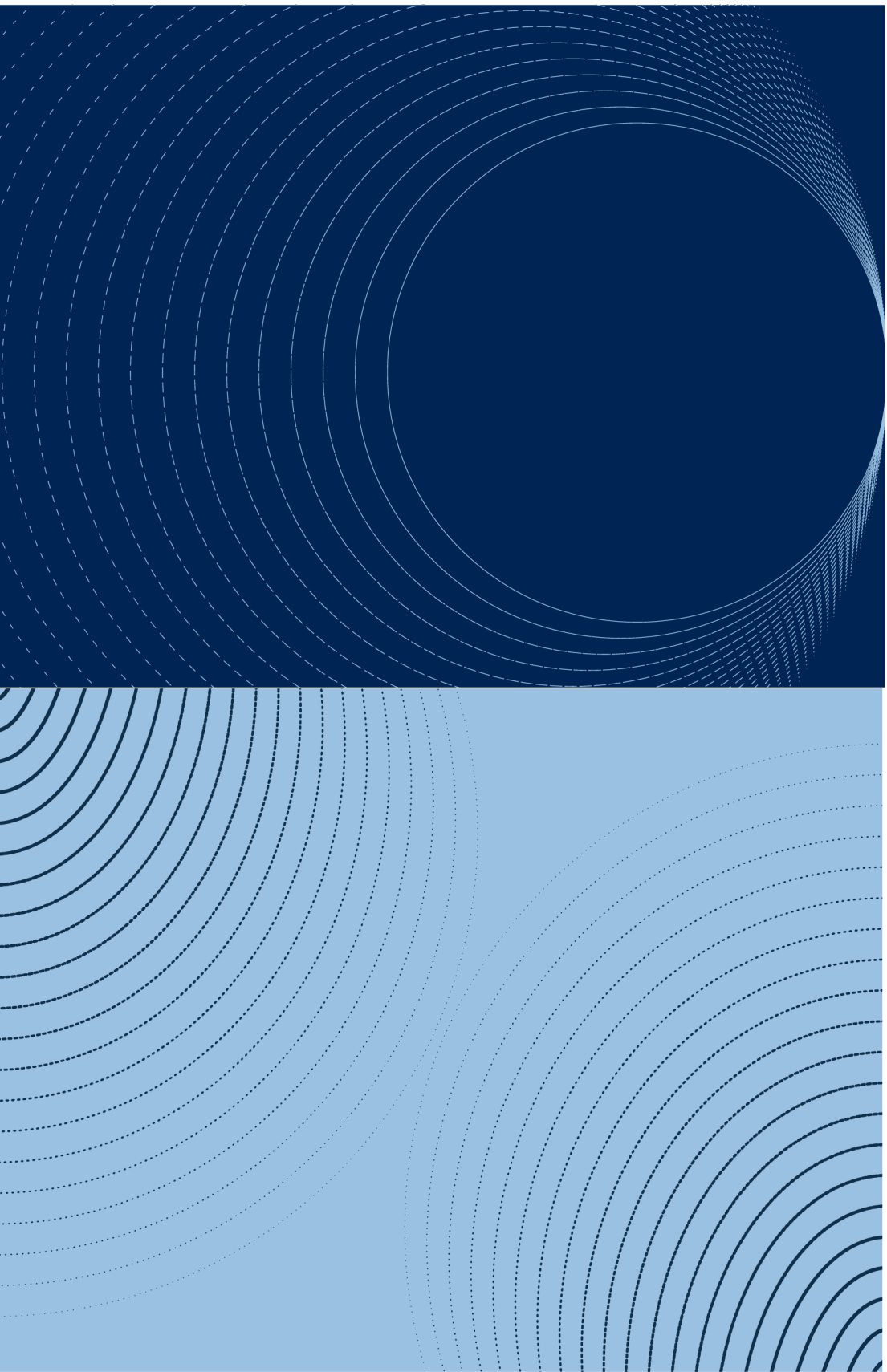
II. Pattern-canvas
(self-sufficient accent element)



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

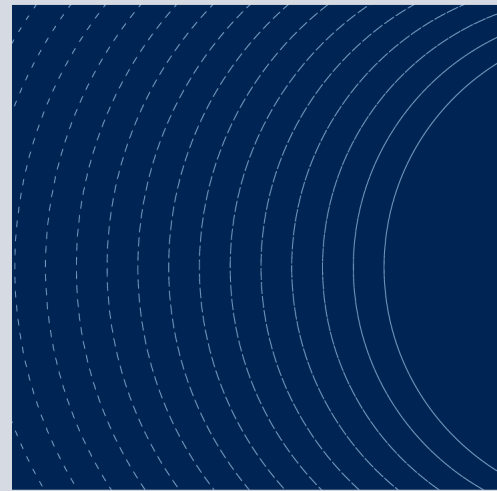


Rotate and paint in corporate colours

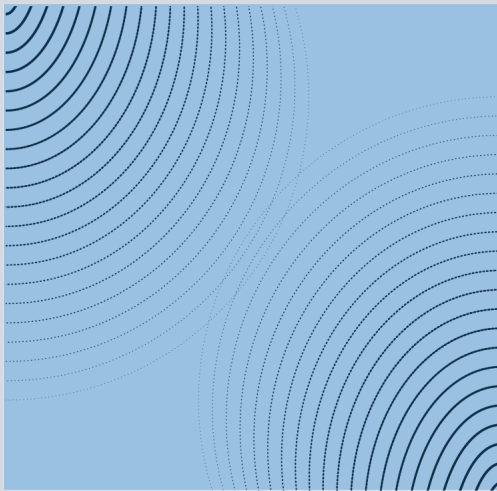


✓ TO DO:

Scale to the size of the media



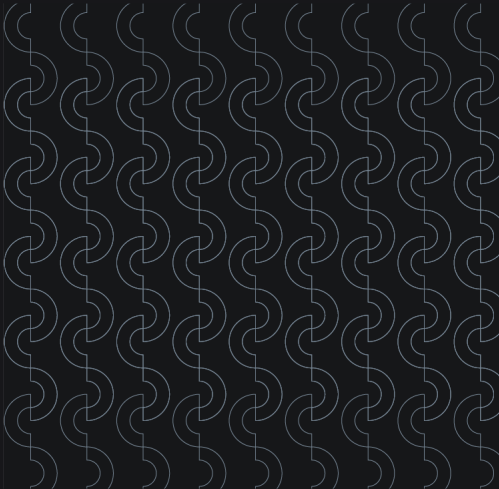
Duplicate and arrange in the corners



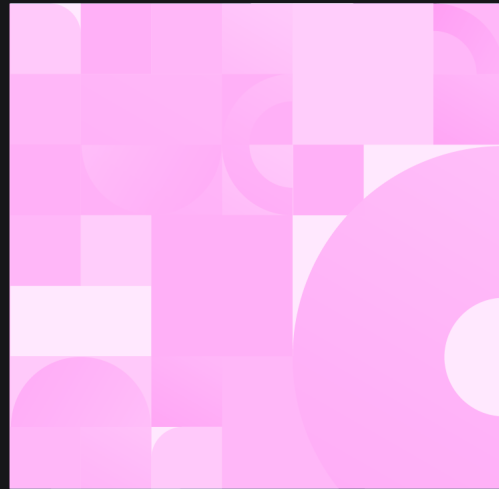
For filled shapes, use a large scale



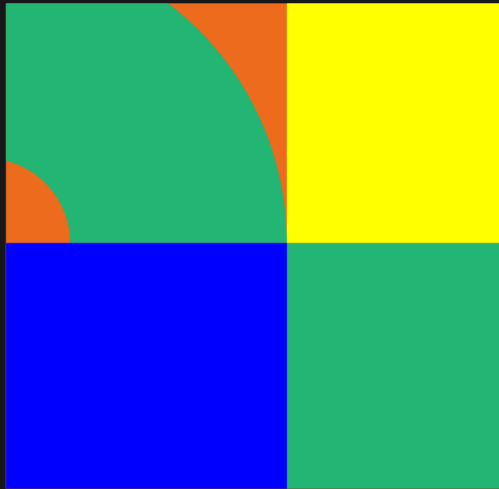
For filled shapes, use a small scale



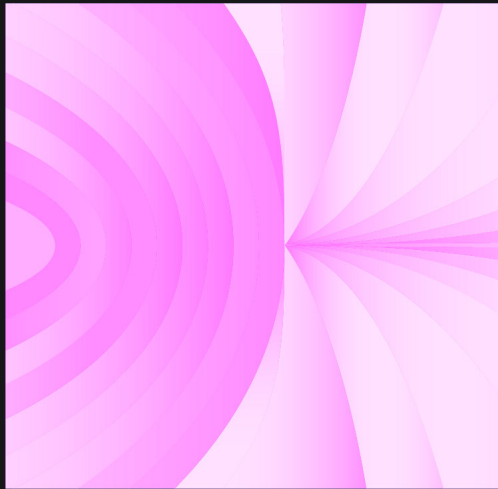
Use non-brand colours



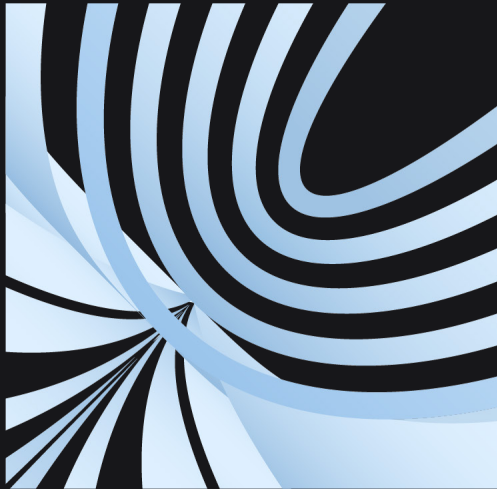
Paint each element separately



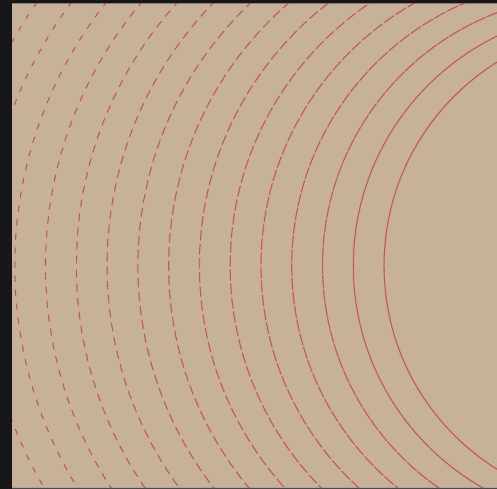
Use non-brand colours



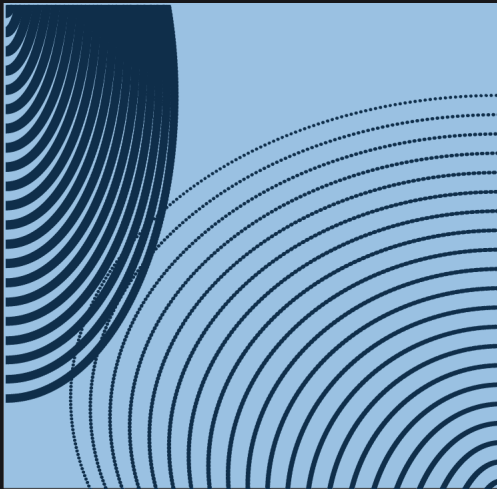
Stratify the pattern



Use non-brand colours



Deform contours

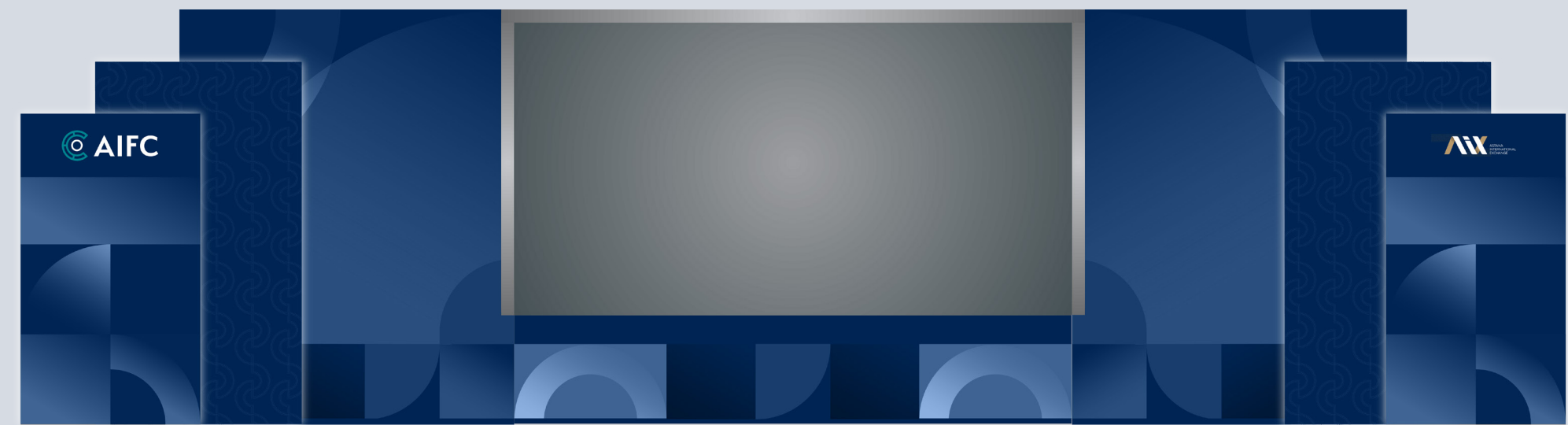


Pattern

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

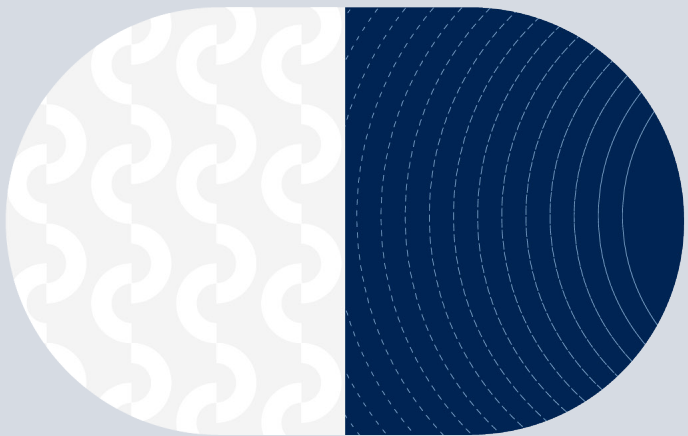
✓ TO DO:



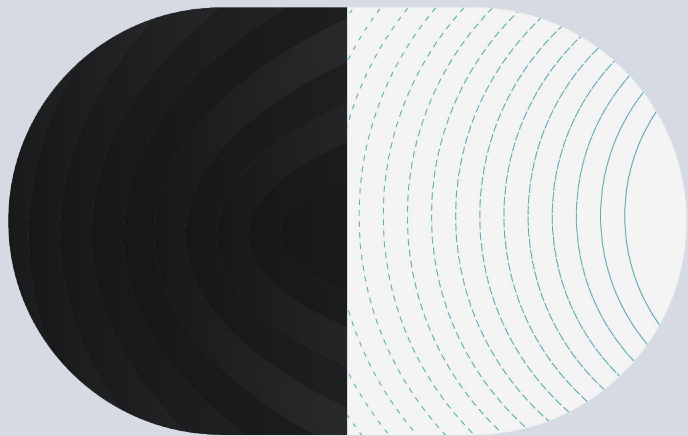
Light base pattern+dark
2D/3D graphics
(and vice versa)



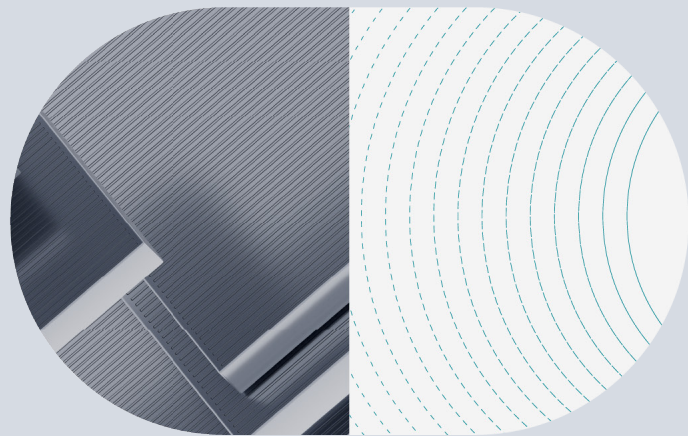
Base pattern +
magnetic field



Base pattern +
linear silhouettes



Magnetic field/pattern
canvas + linear silhouettes



2D/3D graphics +
linear silhouettes

Pattern

Combination with other branded assets

 NOT TO DO:



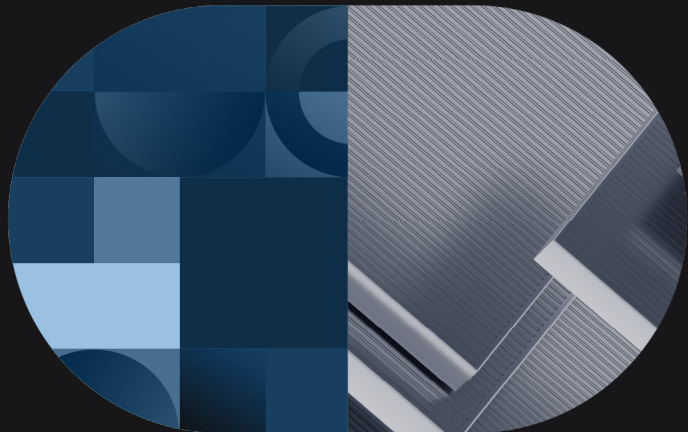
Light base pattern + light
2D/3D graphics
(and vice versa)



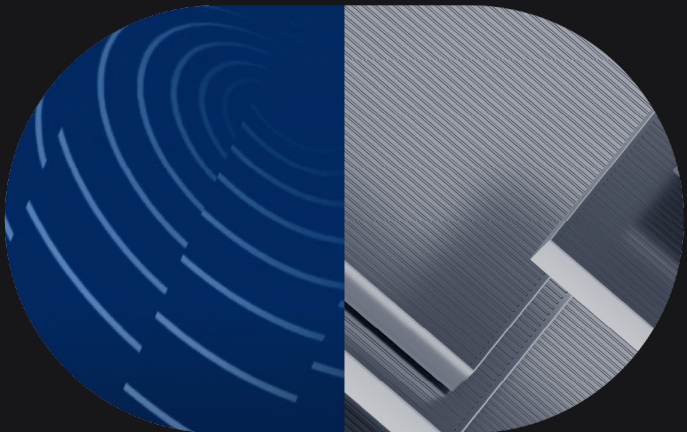
Canvas pattern +
magnetic field



Canvas pattern +
base pattern



Canvas pattern +
2D/3D graphics



2D graphics +
3D graphics

III. Sub-Brands System

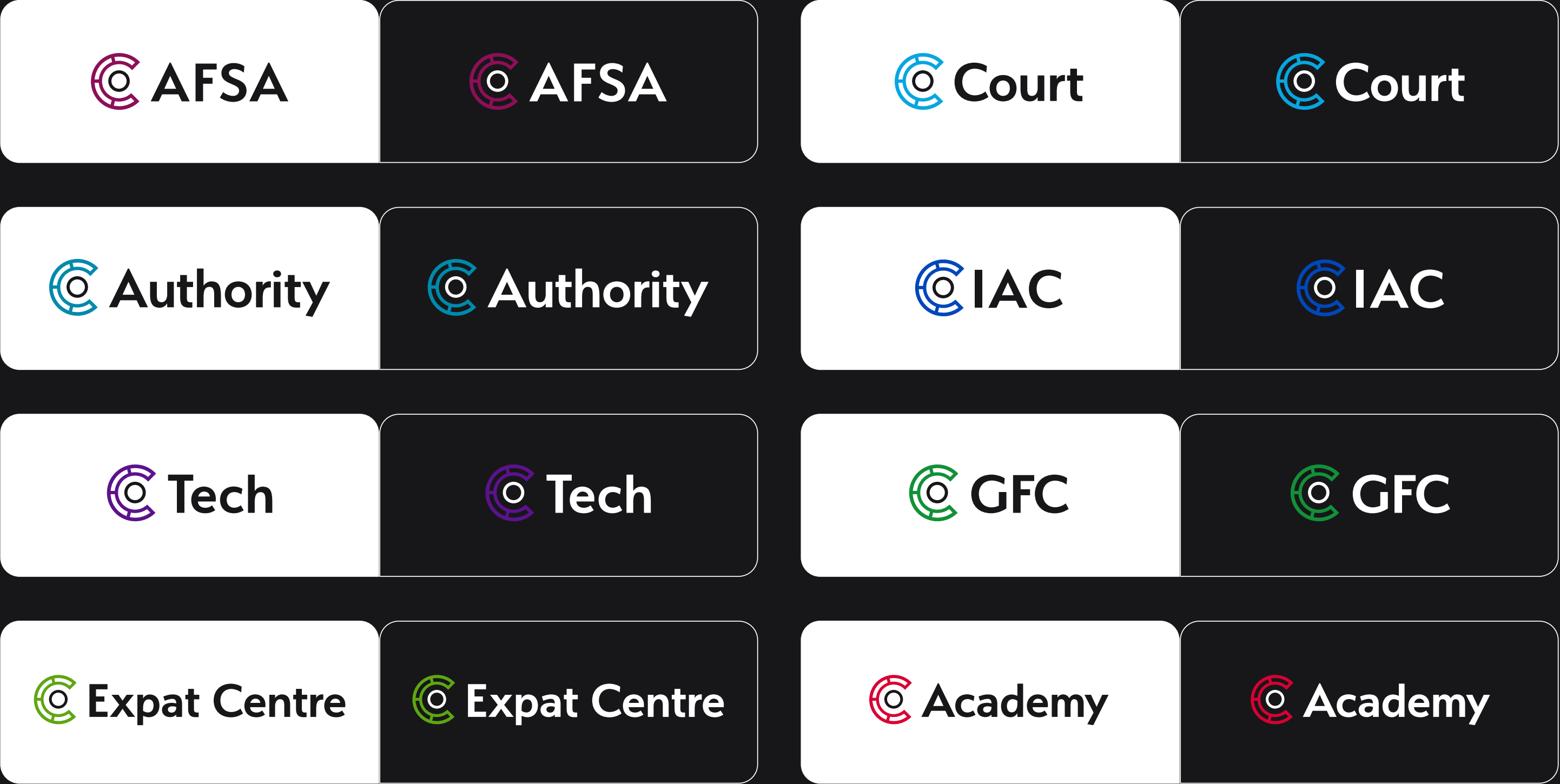


Sub-Brands System

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

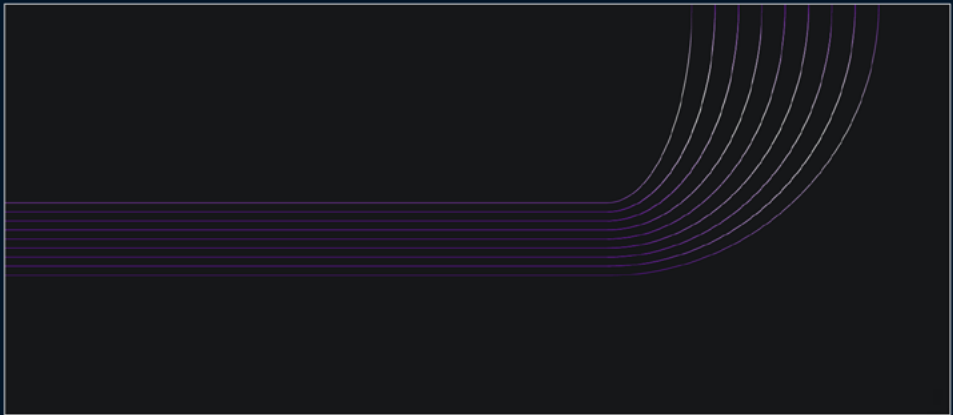
The IAC stationery follows the look and feel of the AIFC stationery, yet reflects the unique colour of the organisation.



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

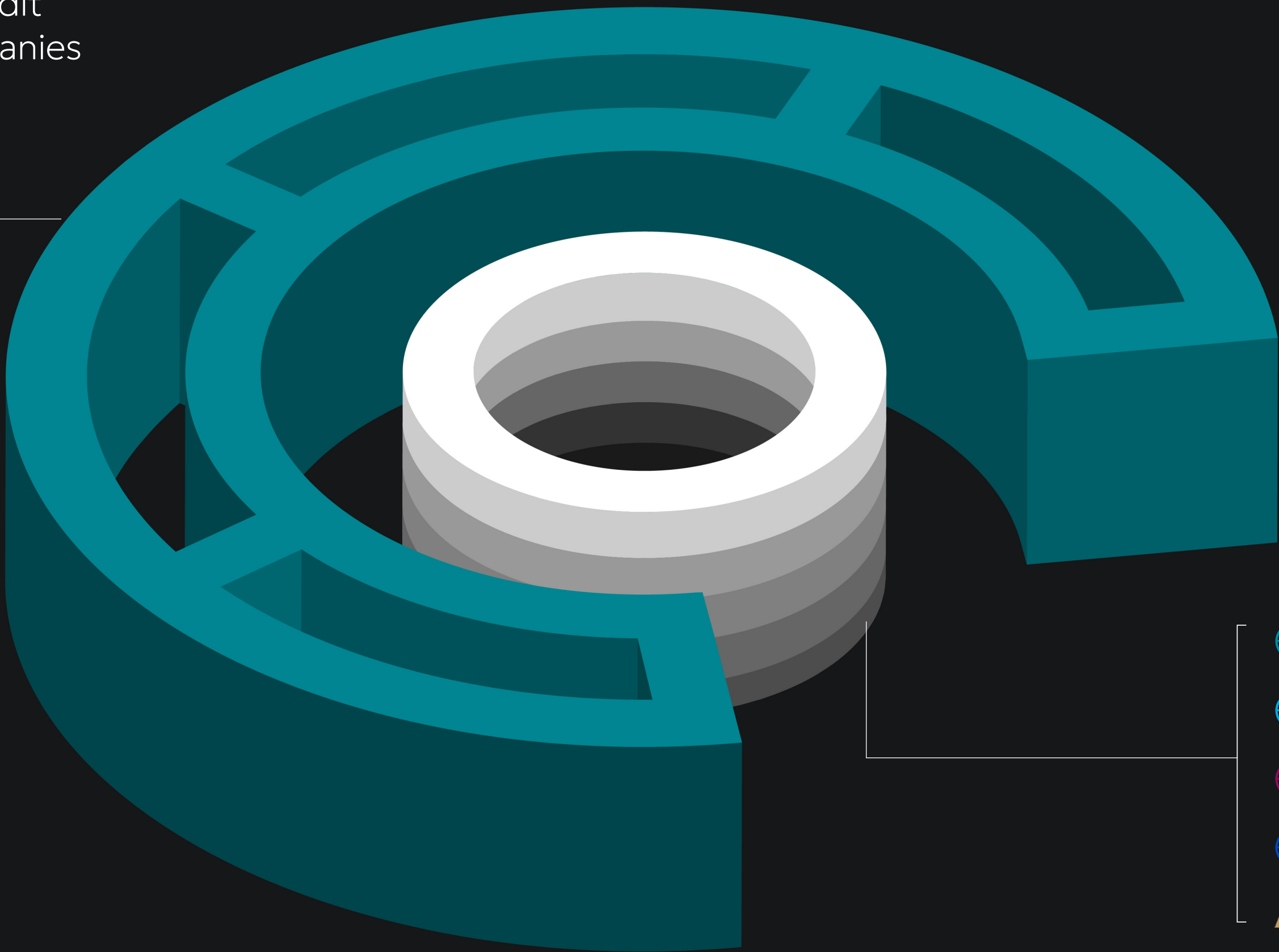
Metaphore

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

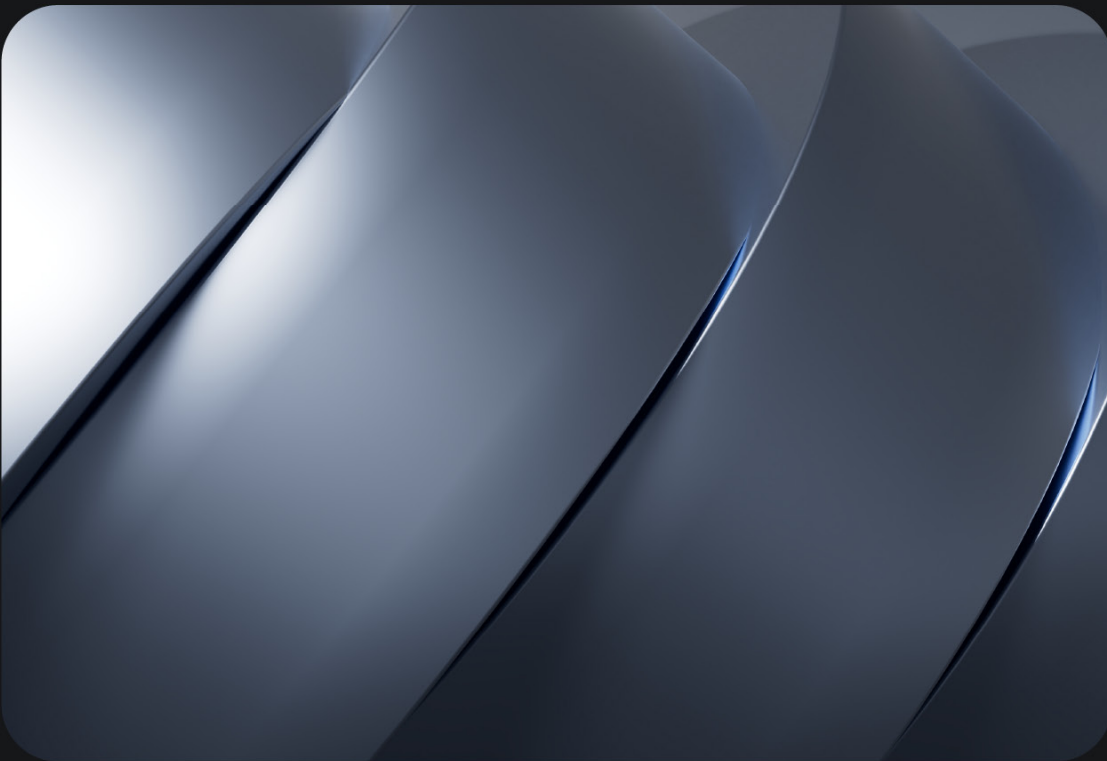


-  Authority
-  Court
-  AFSA
-  IAC
-  AIX
ASTANA
INTERNATIONAL
EXCHANGE

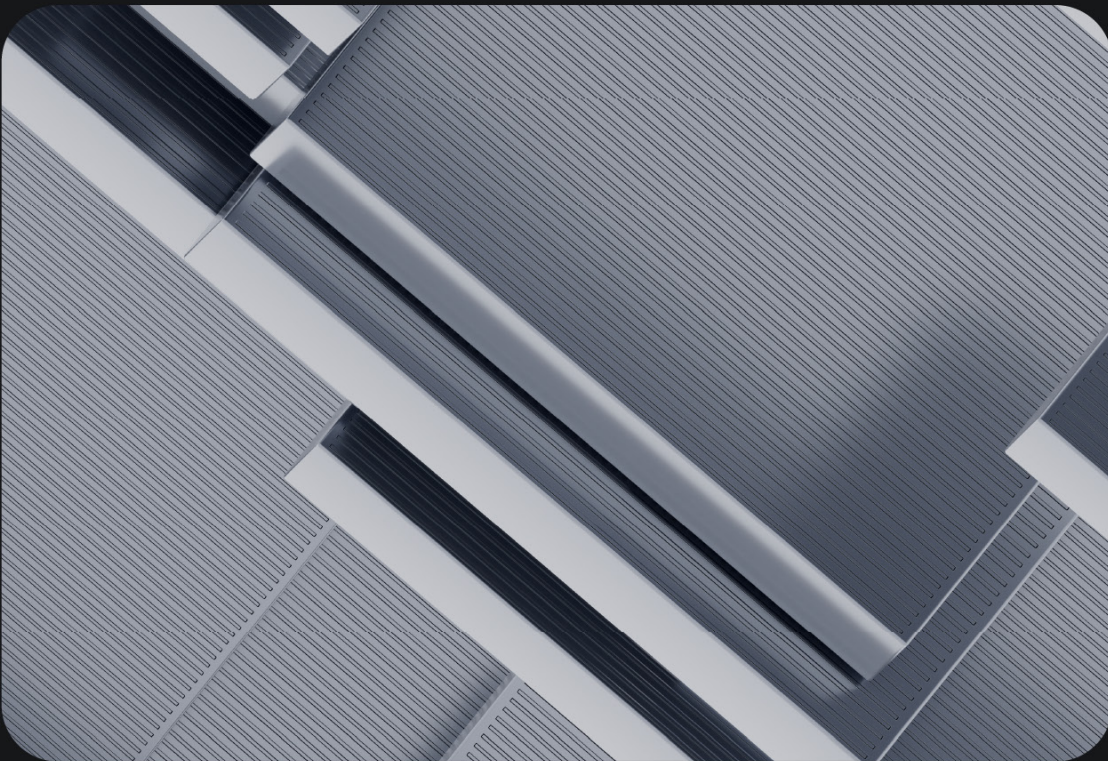
Brand Language

3D images

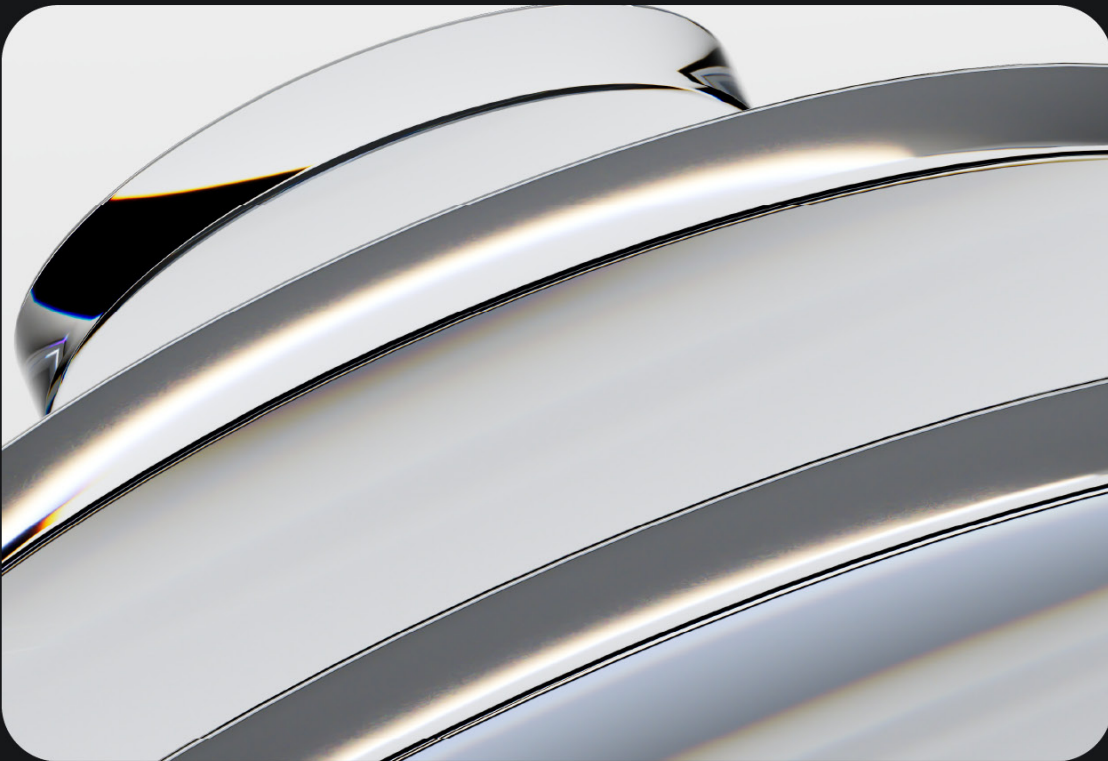
I. Financial companies



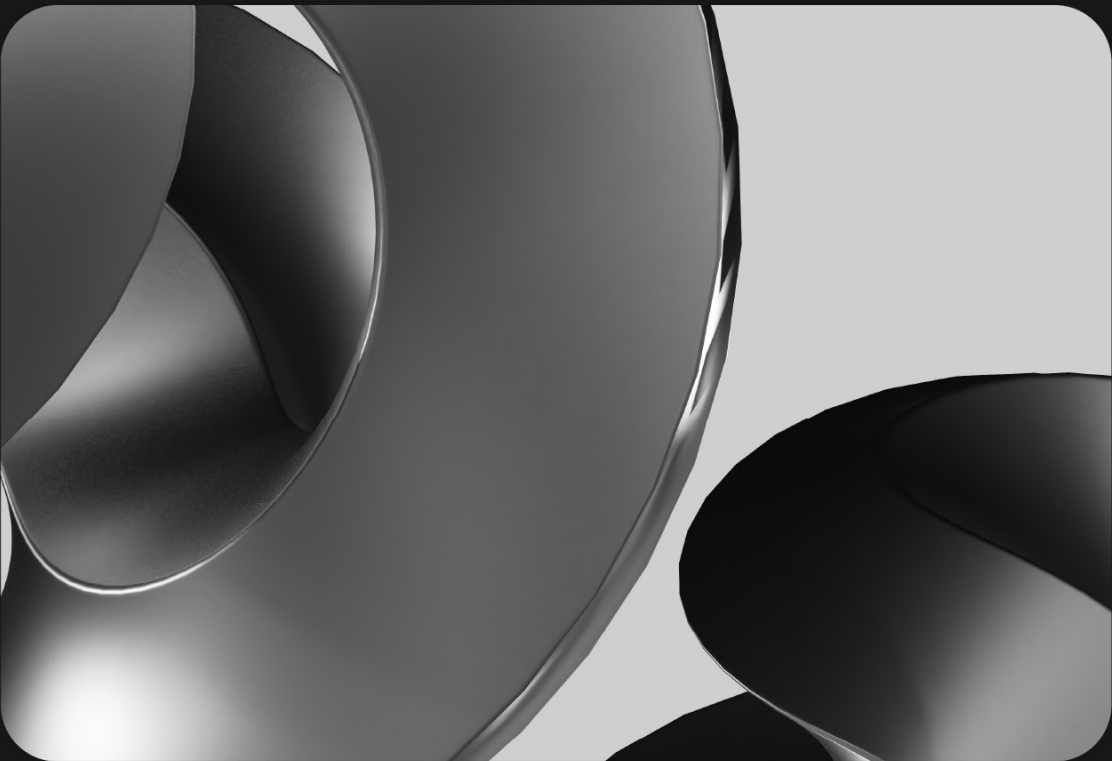
II. Non-financial companies



III. Consulting, audit



IV. FinTech companies



Brand Language

3D images

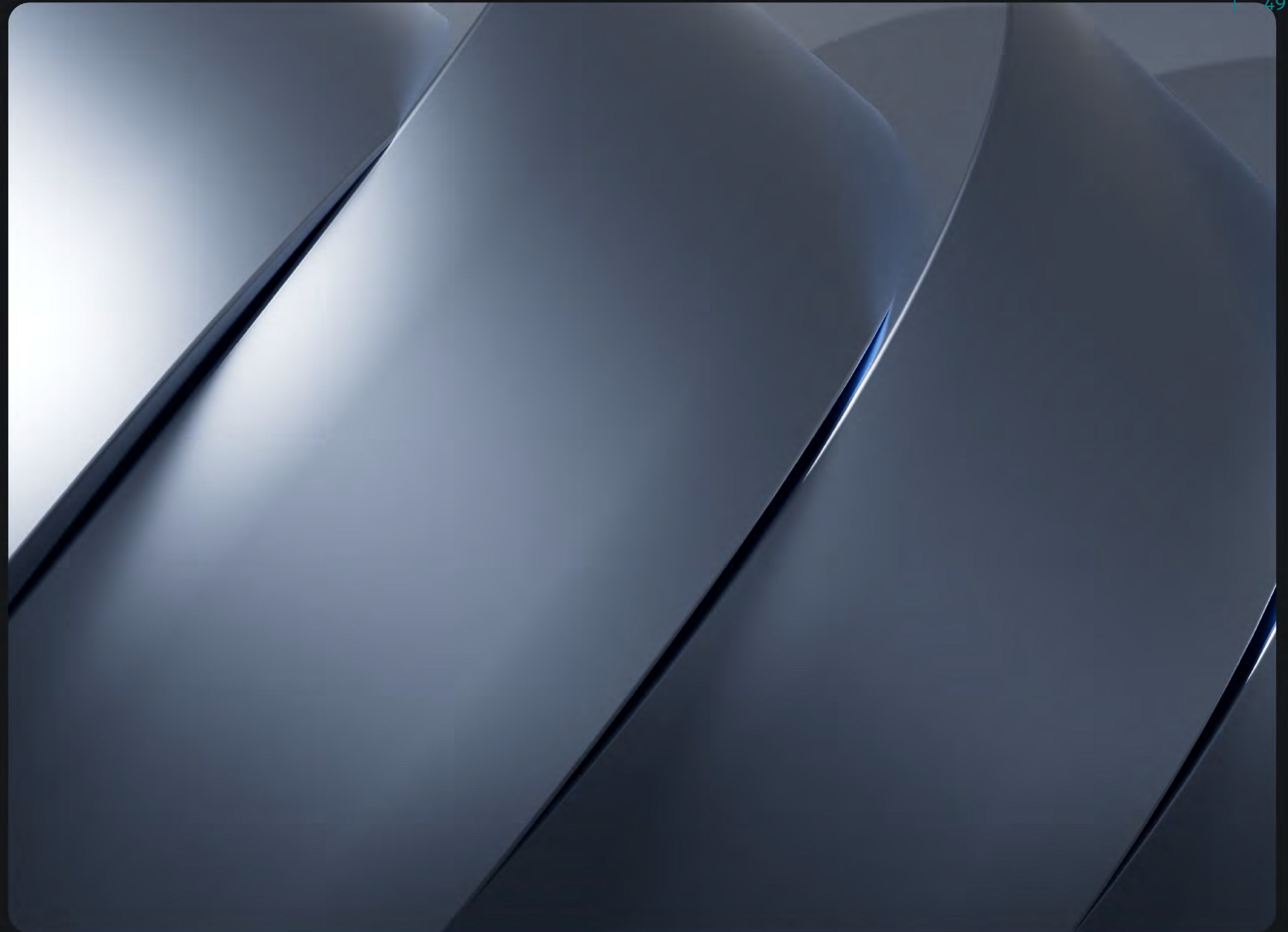
I. Financial Companies

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
- Swiftiness



Brand Language

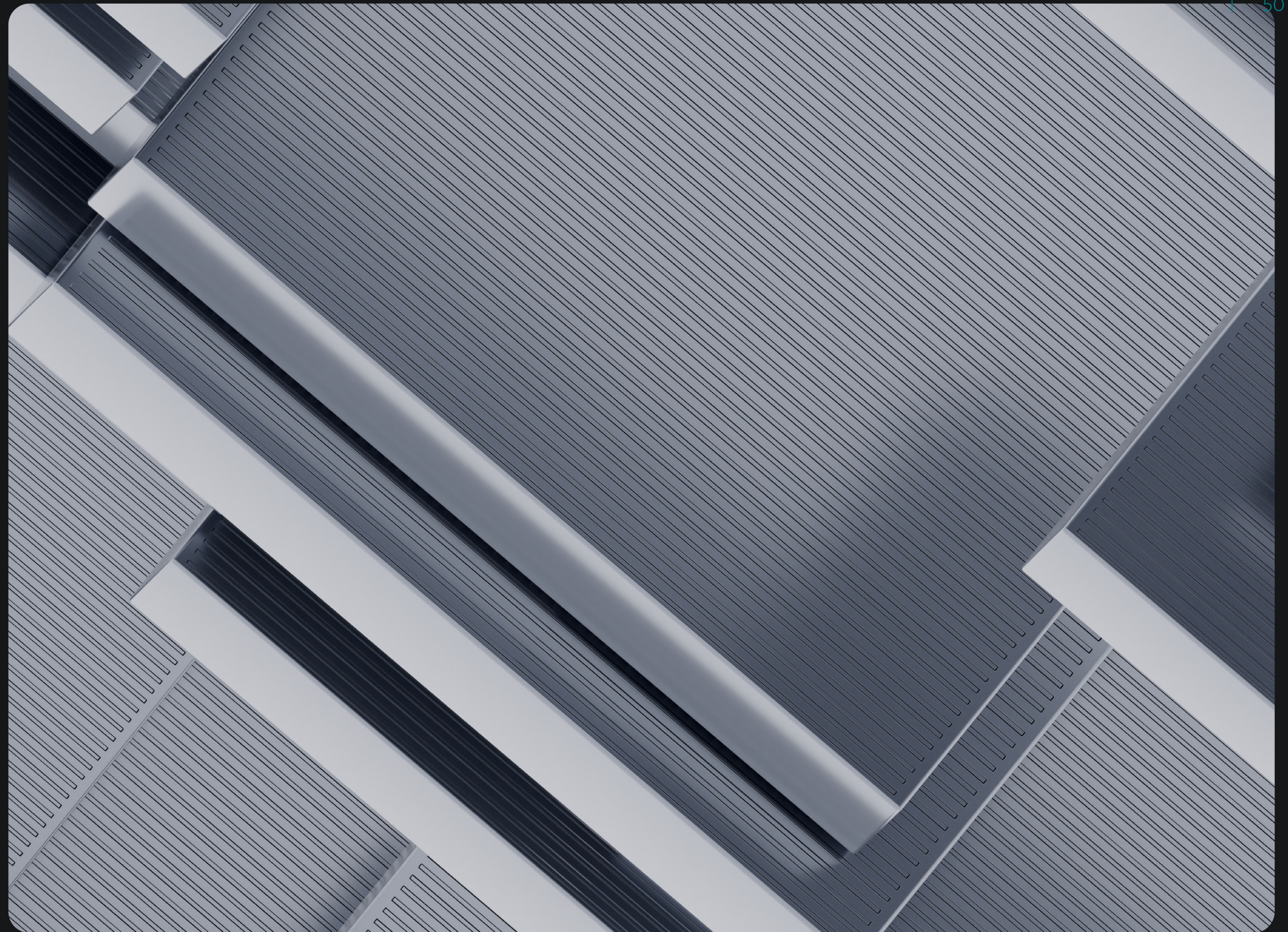
3D images

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
- Monolithy
- Structure



Brand Language

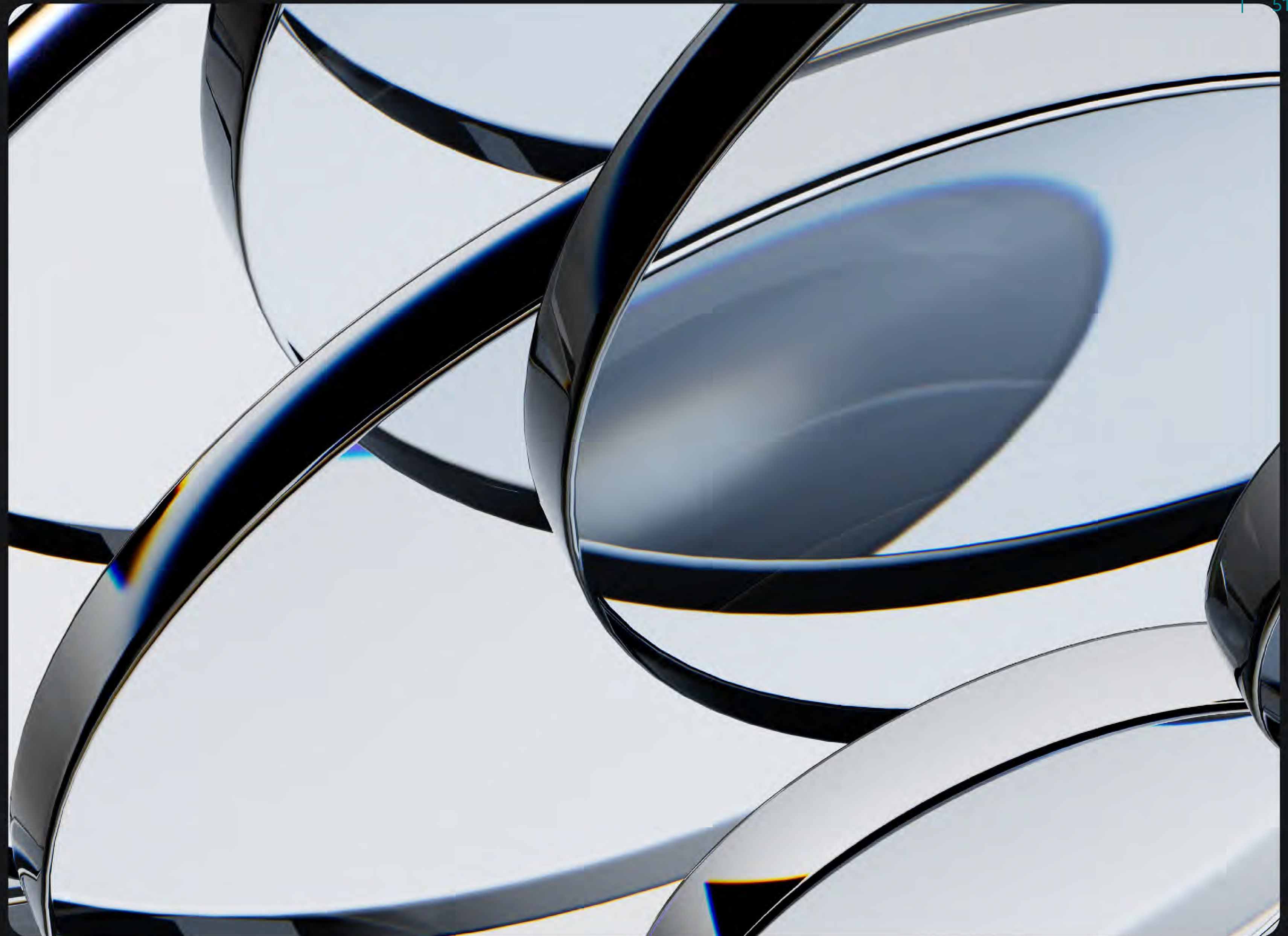
3D images

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

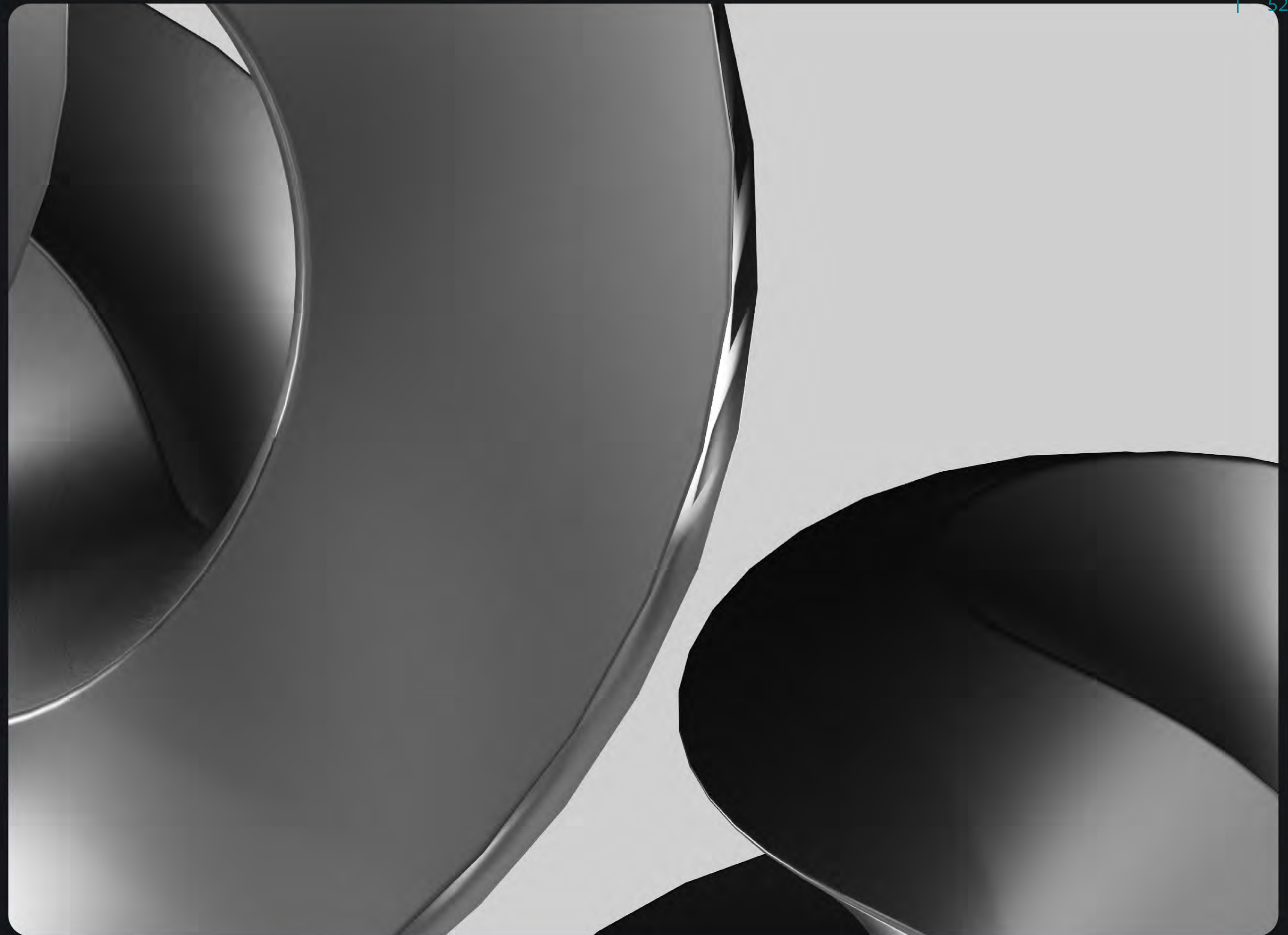
IV. Fintech Companies

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 metaphor at first glance.

Key characteristics of this pattern are:

- Attractiveness
- Universality
- Restraint
- Centrality
- Smoothness



Brand Language

3D images

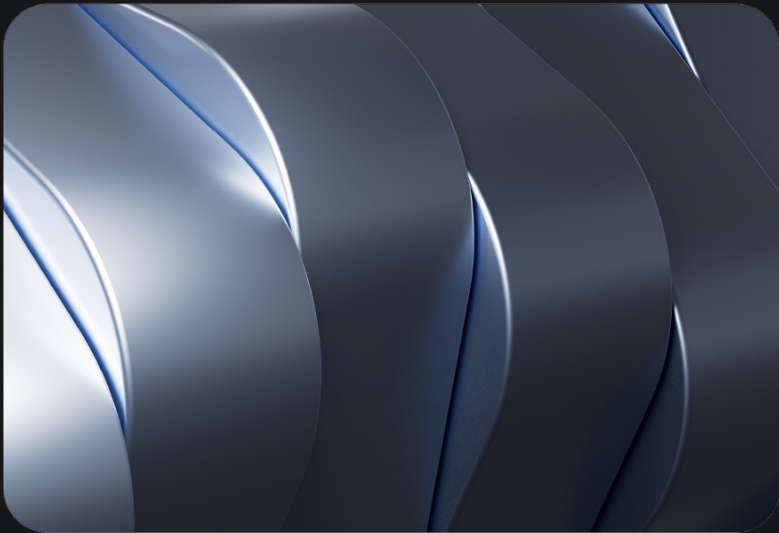
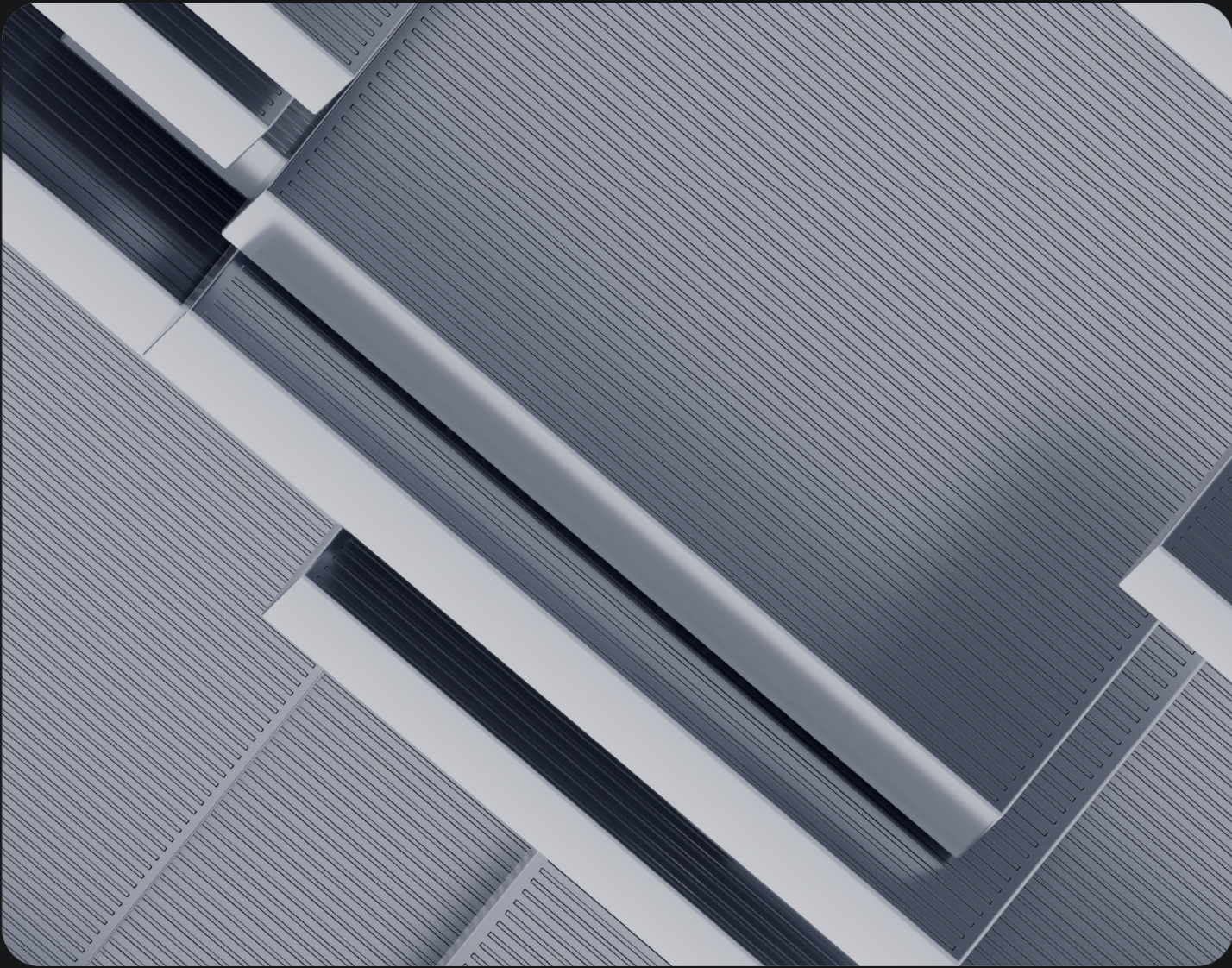
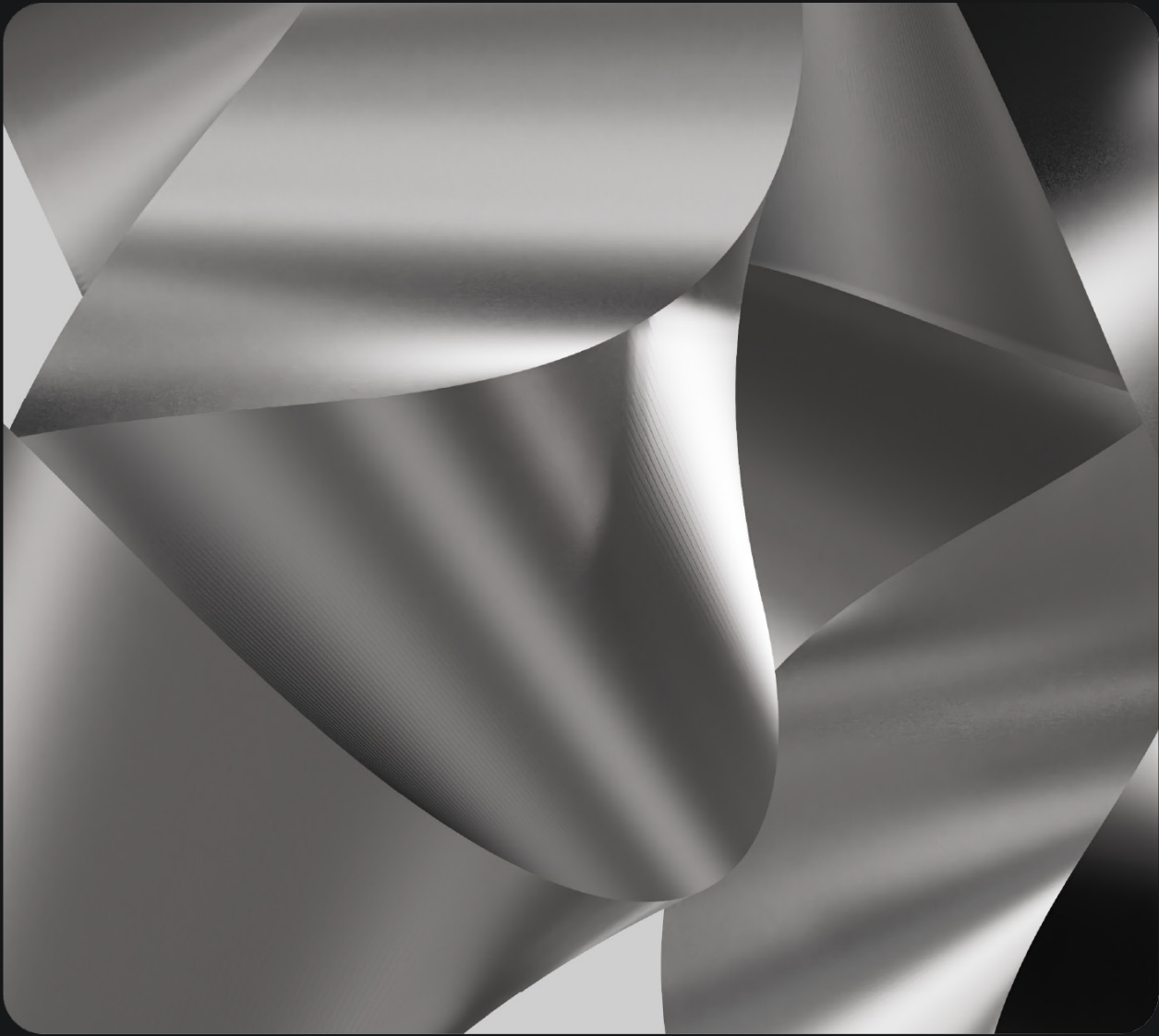
You can watch an image video that clearly explains the concept. Moreover, a number of key shots have become a part of the brand's photo stock.



Brand Language

3D images stock

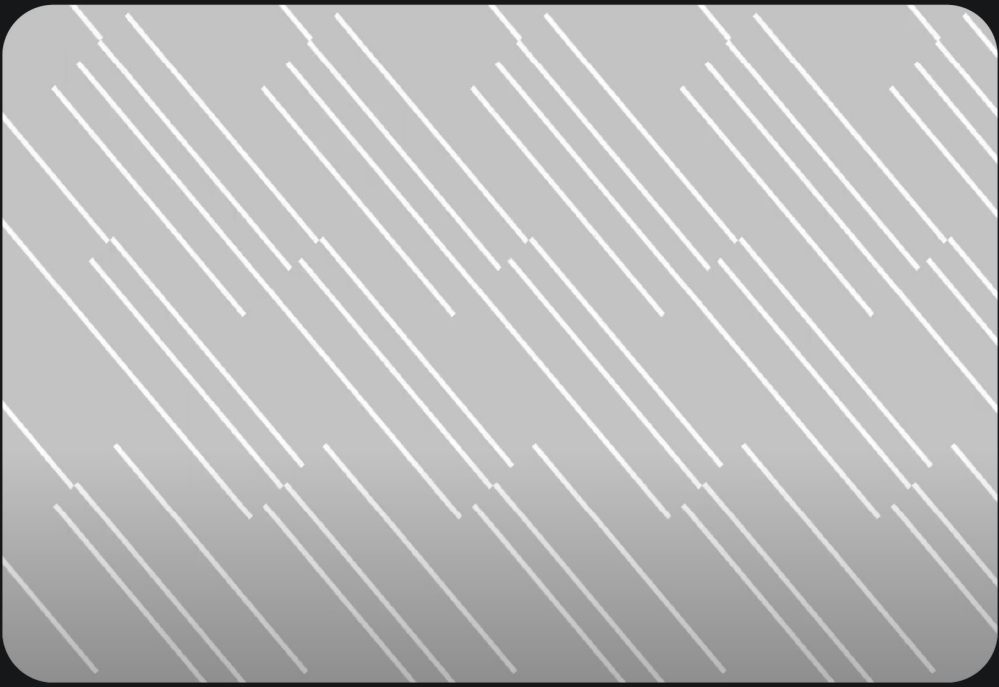
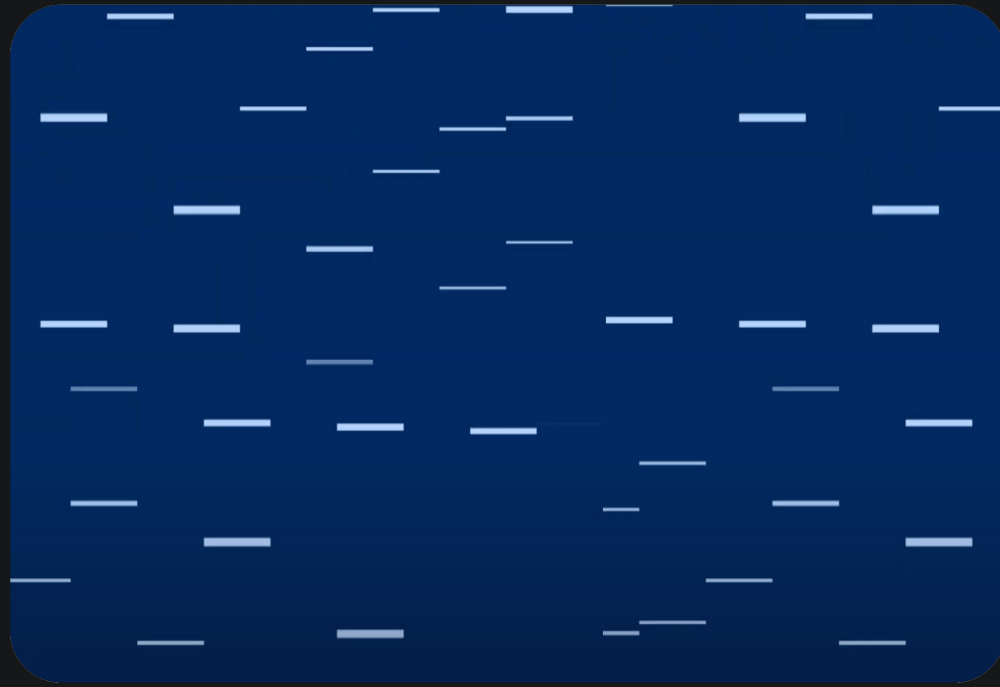
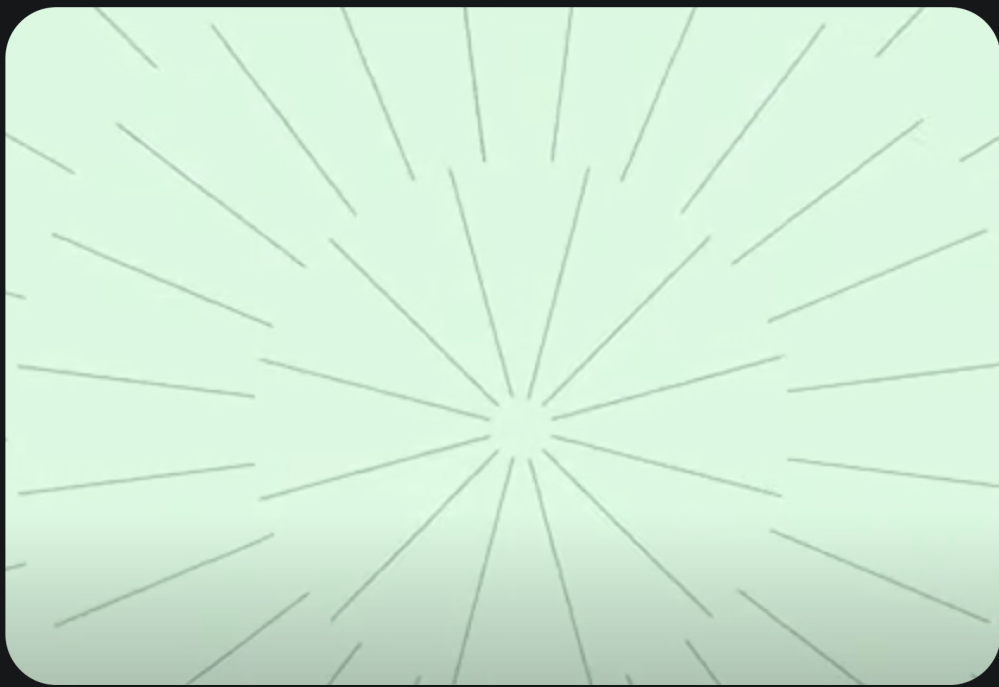
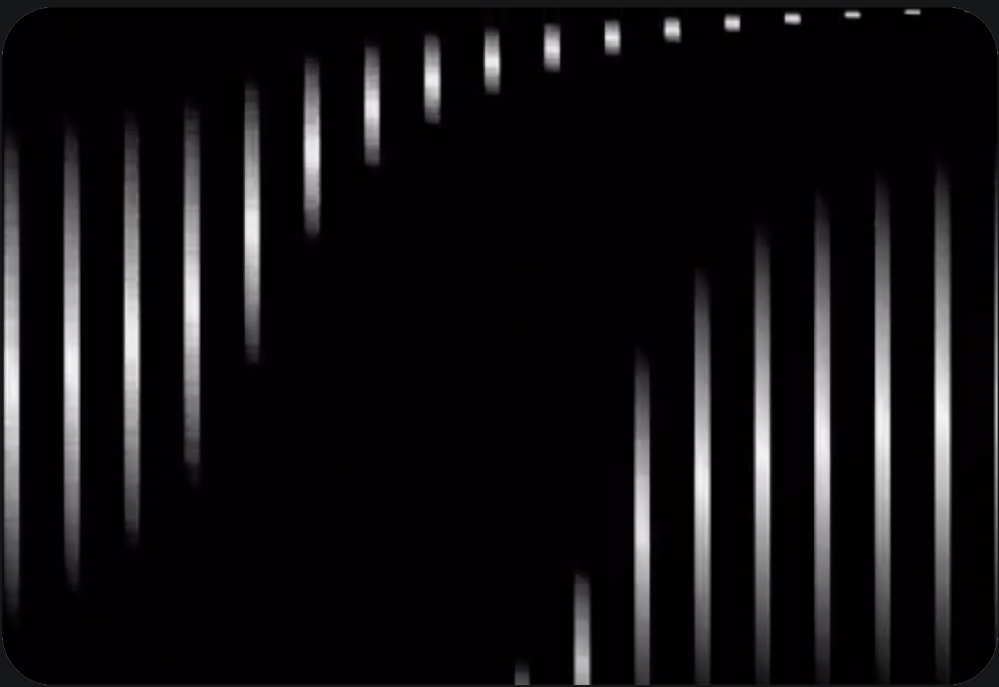
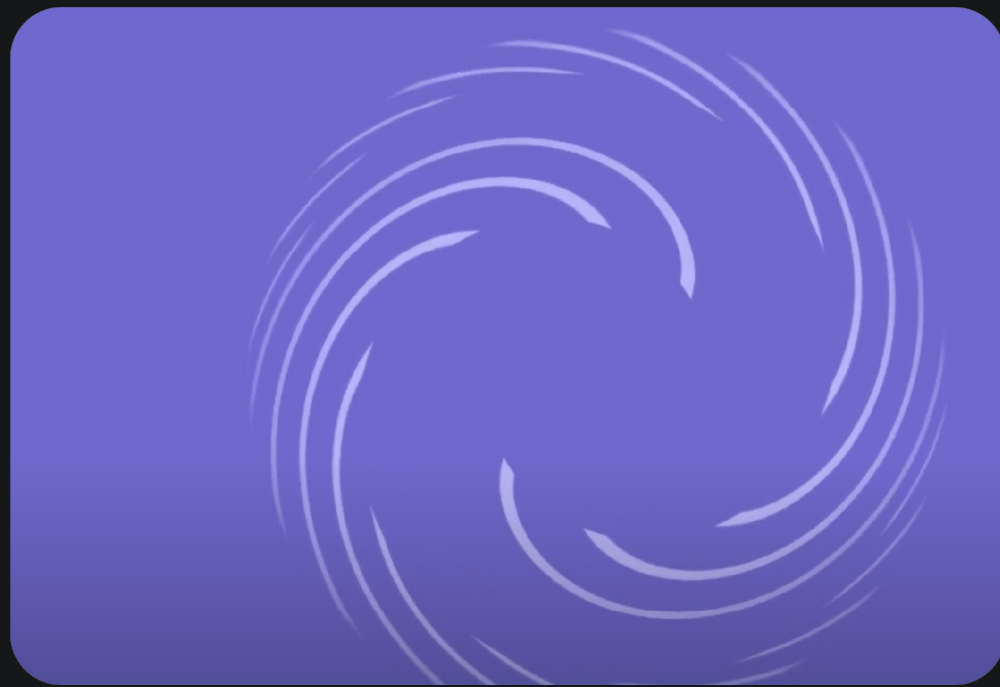
All the patterns described above are related to animation and website. However, the stock images derived from these patterns are permitted for use in any themes and activities of the AIFC.



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

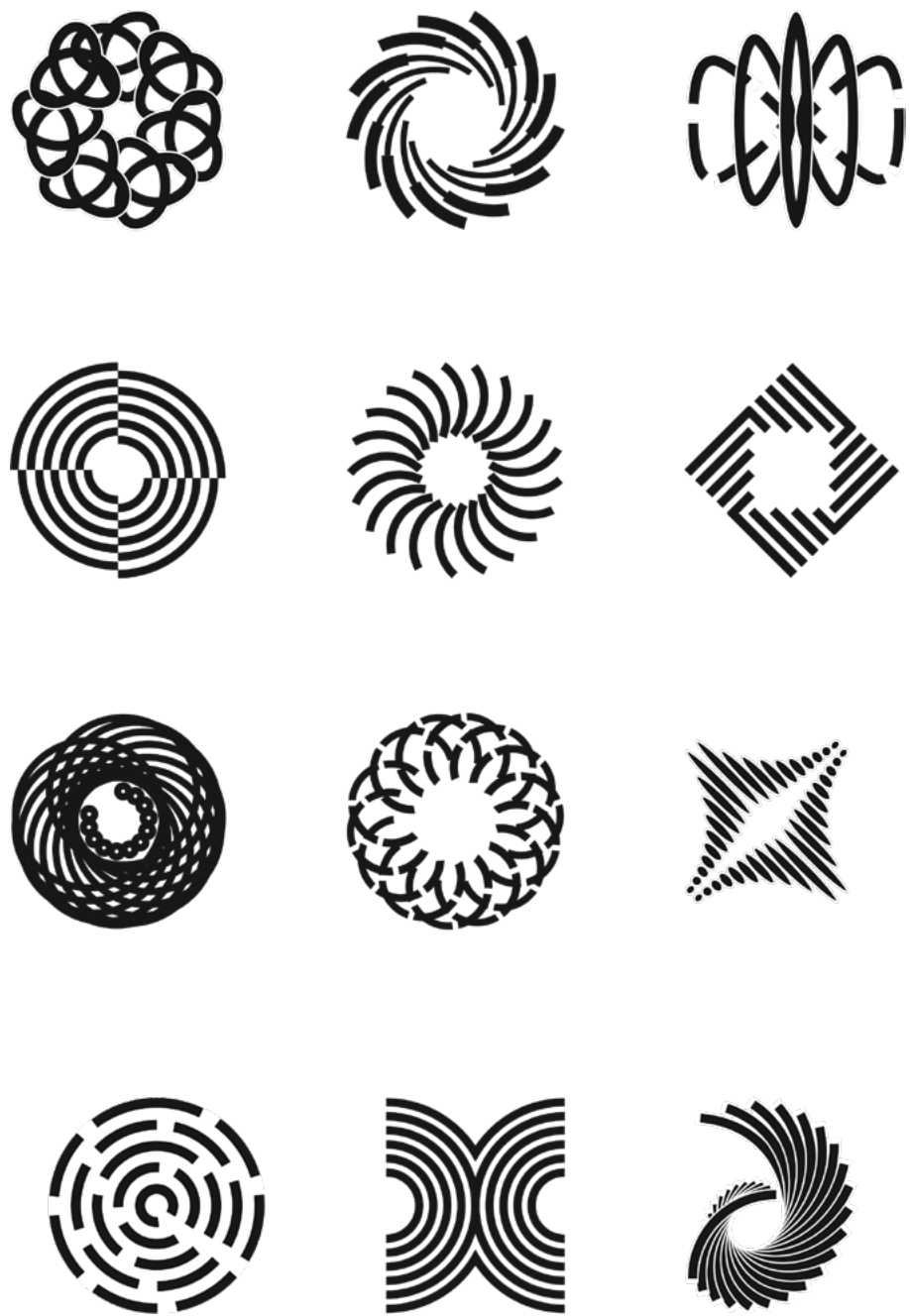
Functional icons are used to signpost products, services and tools with clarity. they are most effective when they improve visual interest and grab the user’s attention.

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, website pages, 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

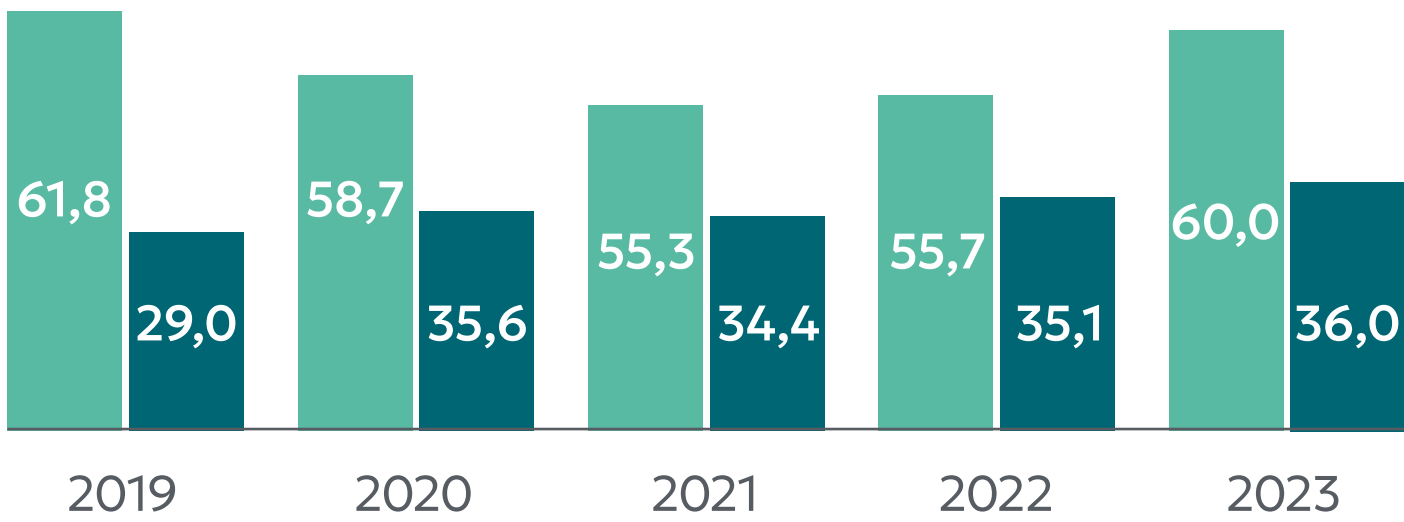
Graphs

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.

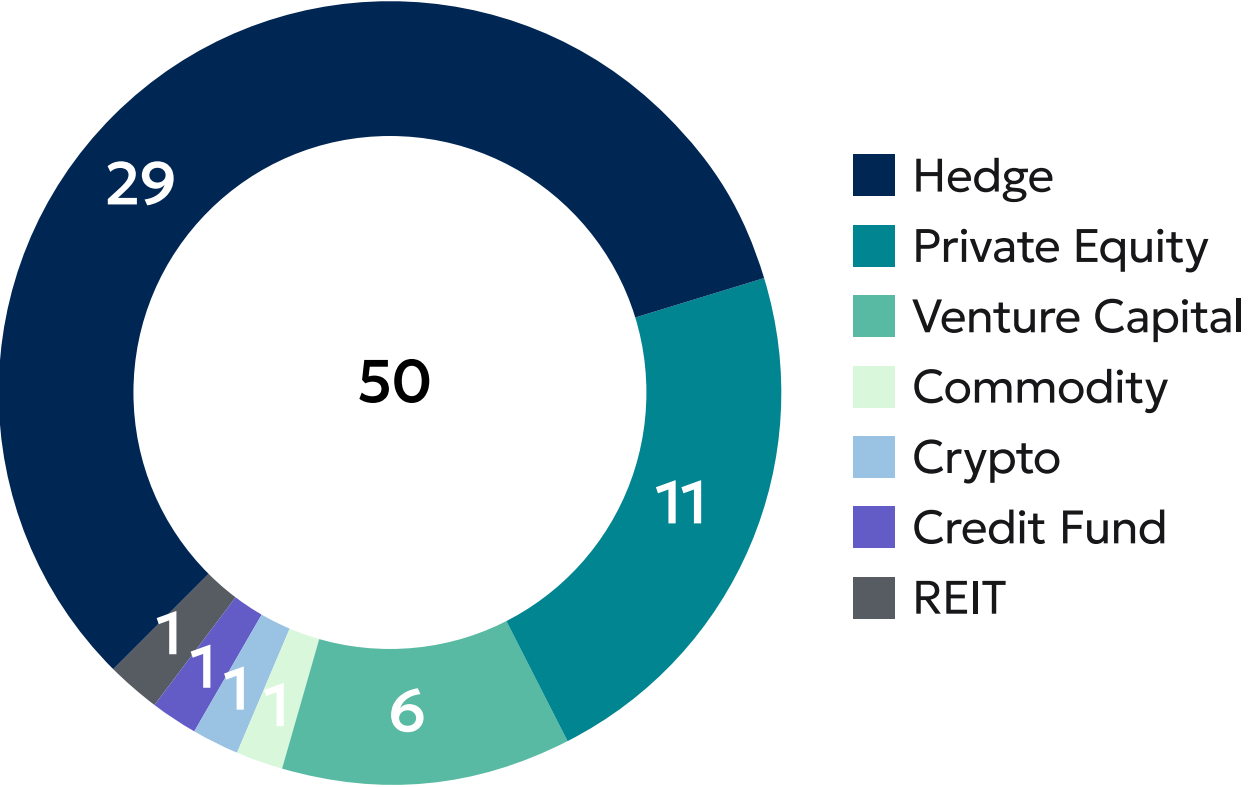
Colours should be pulled from AIFC’s primary and secondary palettes, determined by the graph’s overall number of inputs.

Fiscal Resilience, in \$bn

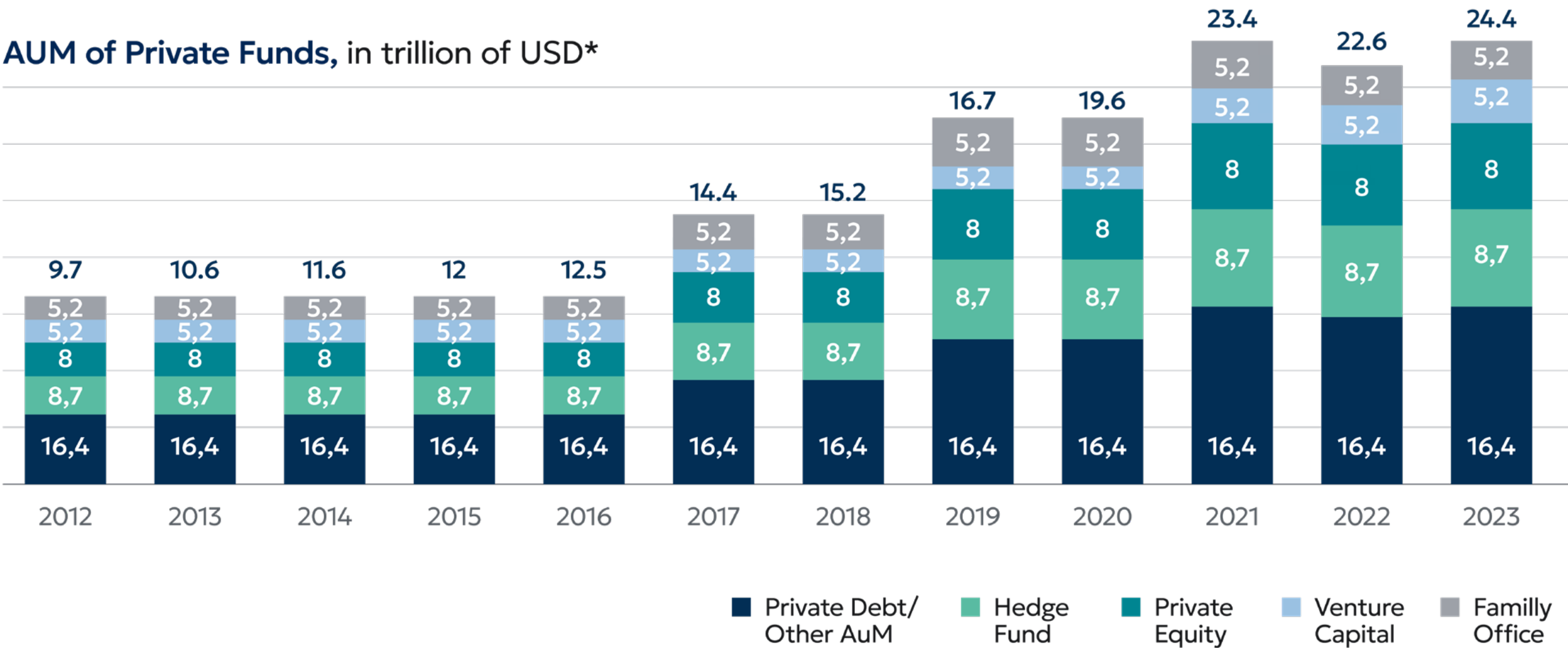
■ National Fund ■ 3



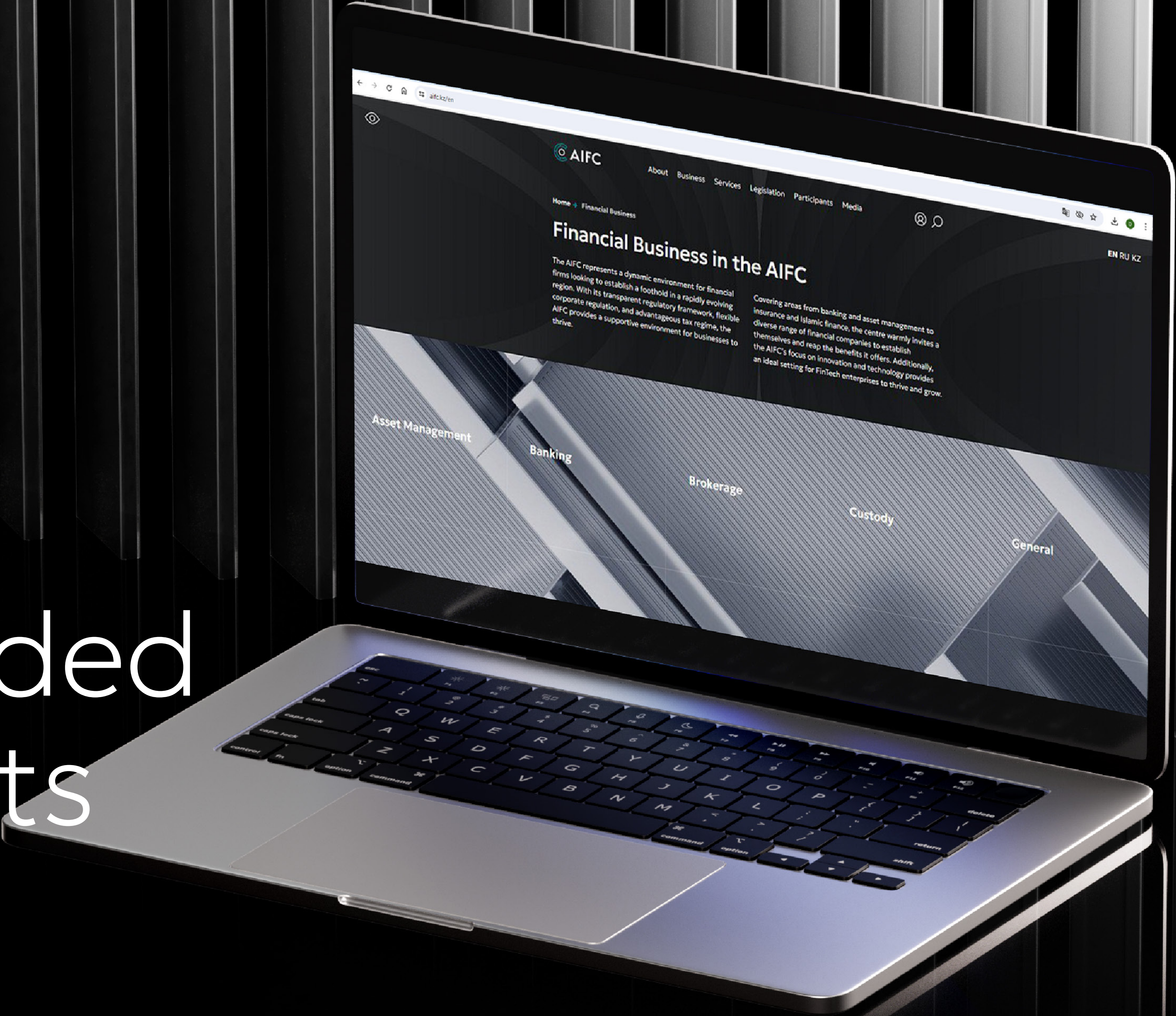
Investment Funds by Type



AUM of Private Funds, in trillion of USD*



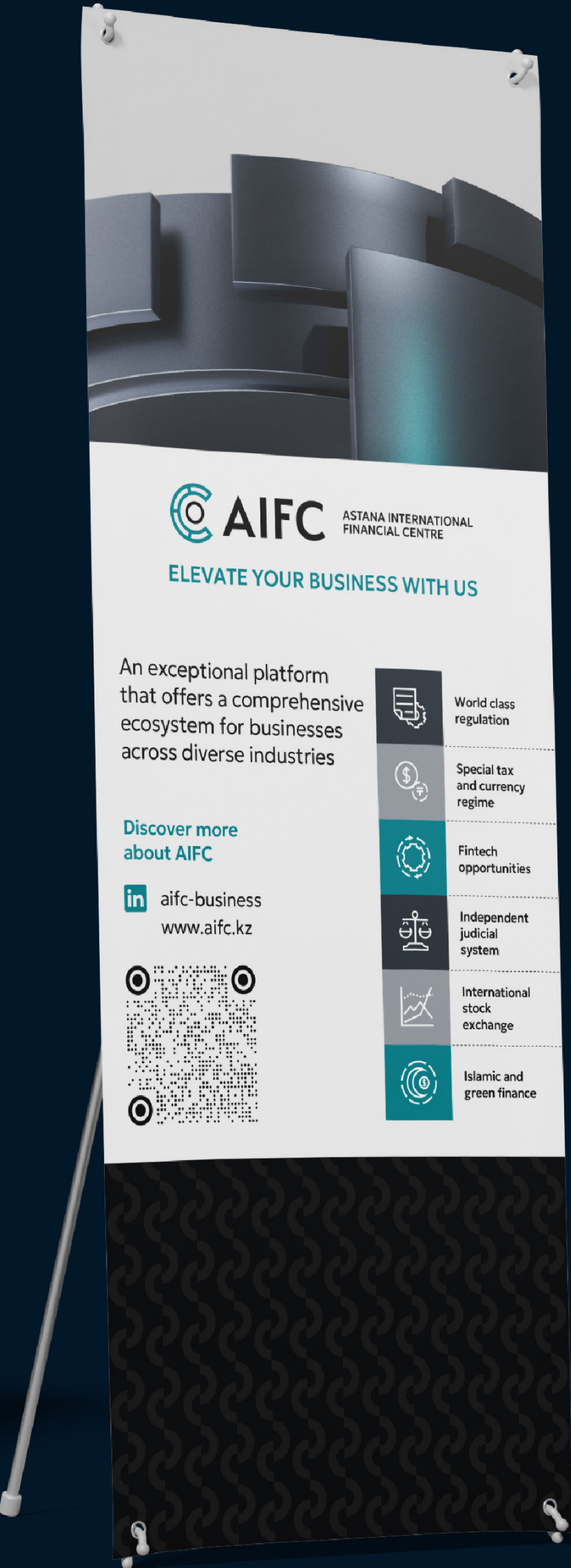
V. Branded Assets



Business Card



Rollup



Flyer



Handbook



Handbook: Covers



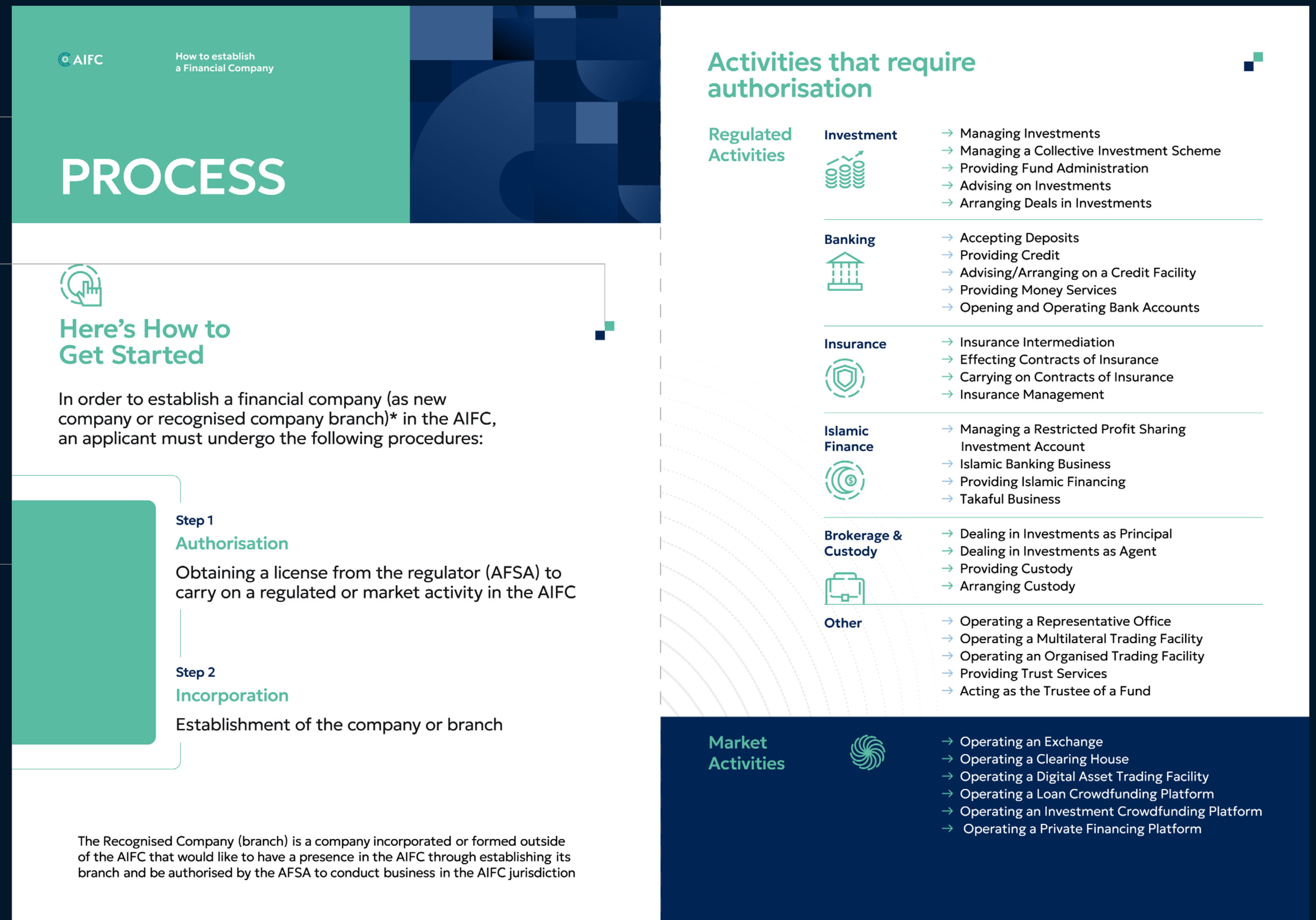
Selected colour pair

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

How to establish
a Financial Company

STEP 1

Obtaining a license by AFSA

01.

Familiarize yourself with AIFC Rules and Regulations
<https://afsa.orderly.kz/>

02.

Develop the regulatory business plan, 3-year
financial projections, and internal resources, as well as
determine minimum regulatory capital requirements
to be included in your 3-year financial projections

03.


Determine the senior management team by
completing individual application forms

04.

Fill out the application forms and provide supporting
documents

05.

Pay applicable fees (depending on license) and submit
application with supporting documents to AFSA



In-Principle Approval is issued if application is
successful. A license is issued if the all conditions
imposed by AFSA are met.

AFSA's assessment criteria





Fitness and propriety
of the applicant, its
shareholders, directors,
candidates for key roles
within company



Track record
and expertise
of the applicant
and its parent company
or major shareholders



Ability to meet
minimum prudential
requirements*



Strength of internal
systems and control such
as risk management and
compliance systems



Business model, projec-
tions, and the strategy



Corporate Governance
in terms of management
structure and organization



Proposed resources,
which will include your
human capital, premises,
and any outsourcing
arrangements

Capital Requirements are not
applicable for a Recognised
Company (branch) to conduct
Regulated Activities in the AIFC
jurisdiction



Handbook: Back Cover

CONTACT US

Participant Support & Sales Team
is ready to support you on your journey
of becoming an AIFC Participant. If you
have any questions, please contact us.

bcs@aifc.kz | +7 7172 959 000

FOLLOW US



www.aifc.kz

LinkedIn:
aifc-business

Disclaimer

This is only a guide and should be read together with the relevant AIFC legislation as it may not cover all the relevant information in full.

Further advice from
a professional may be required.

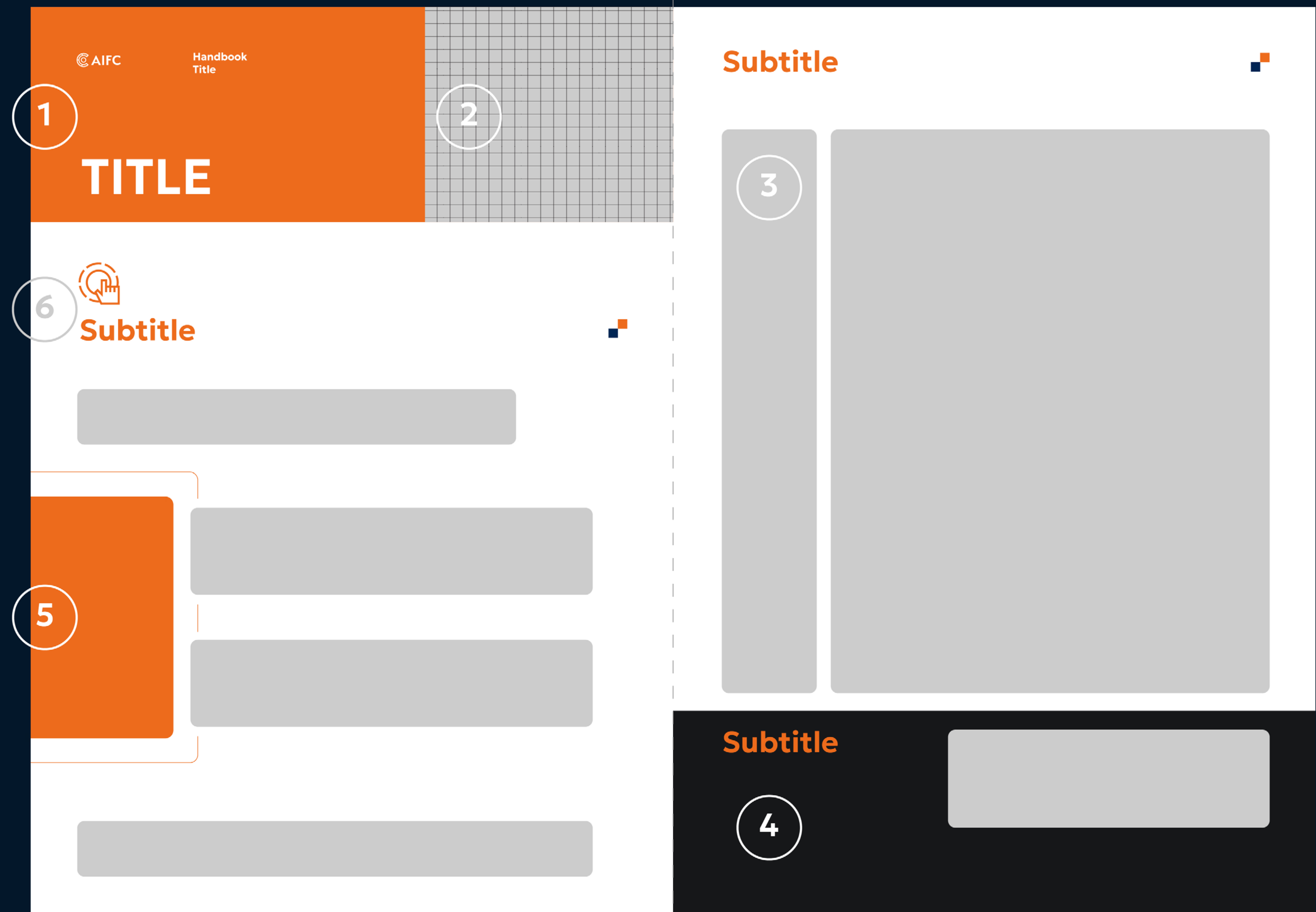
Handbook for future AIFC participants

How to establish a Financial Company



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



Paper Bags



aifc.kz



aifc.kz

Shoppers



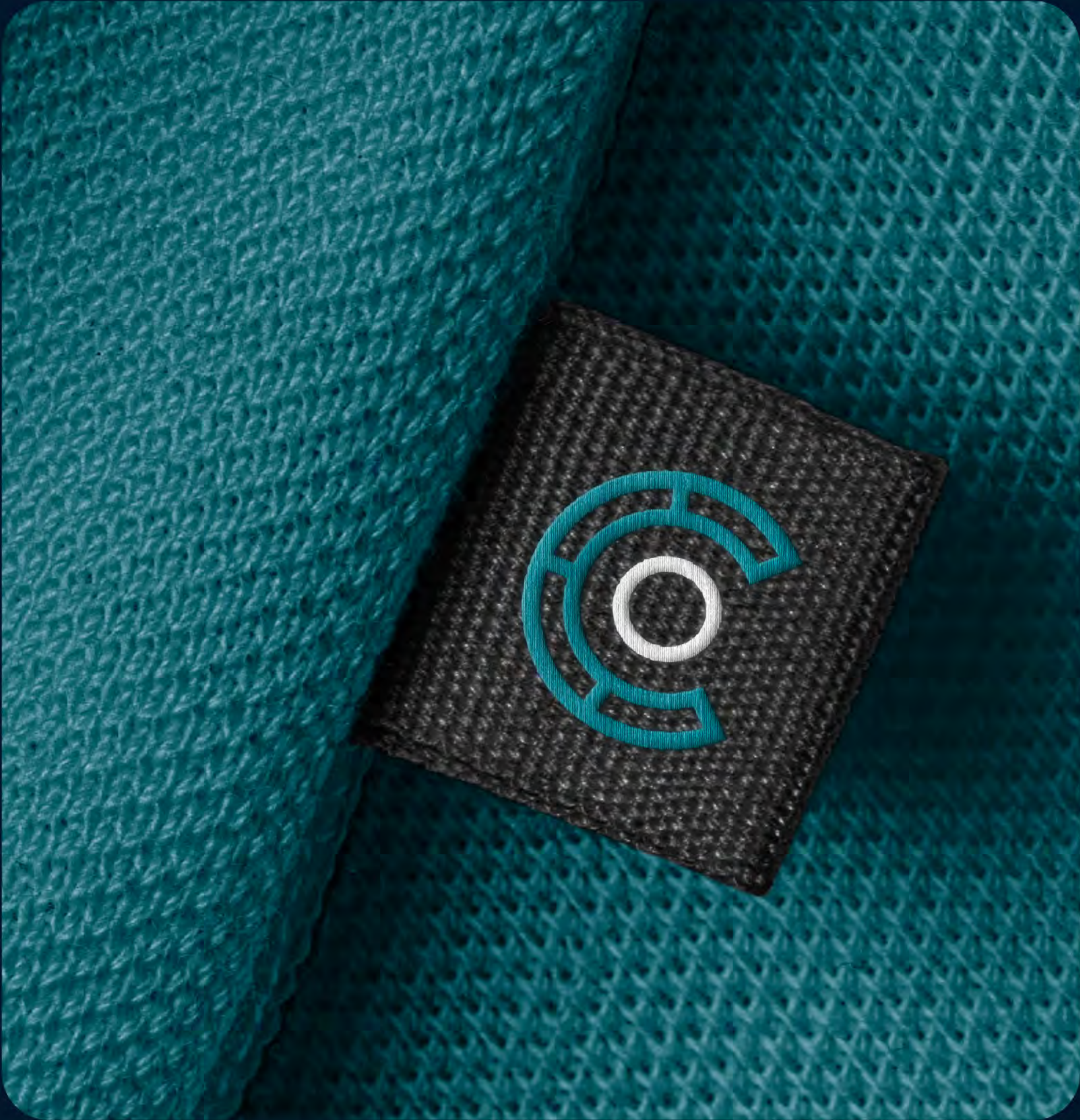
Sweatshirt: Basic



Sweatshirt: Slogan



Sweatshirt: Basic



T-Shirt: Basic



T-Shirt: Pattern



T-Shirt: Pattern



Thermocup and Water Bottle



PowerBank



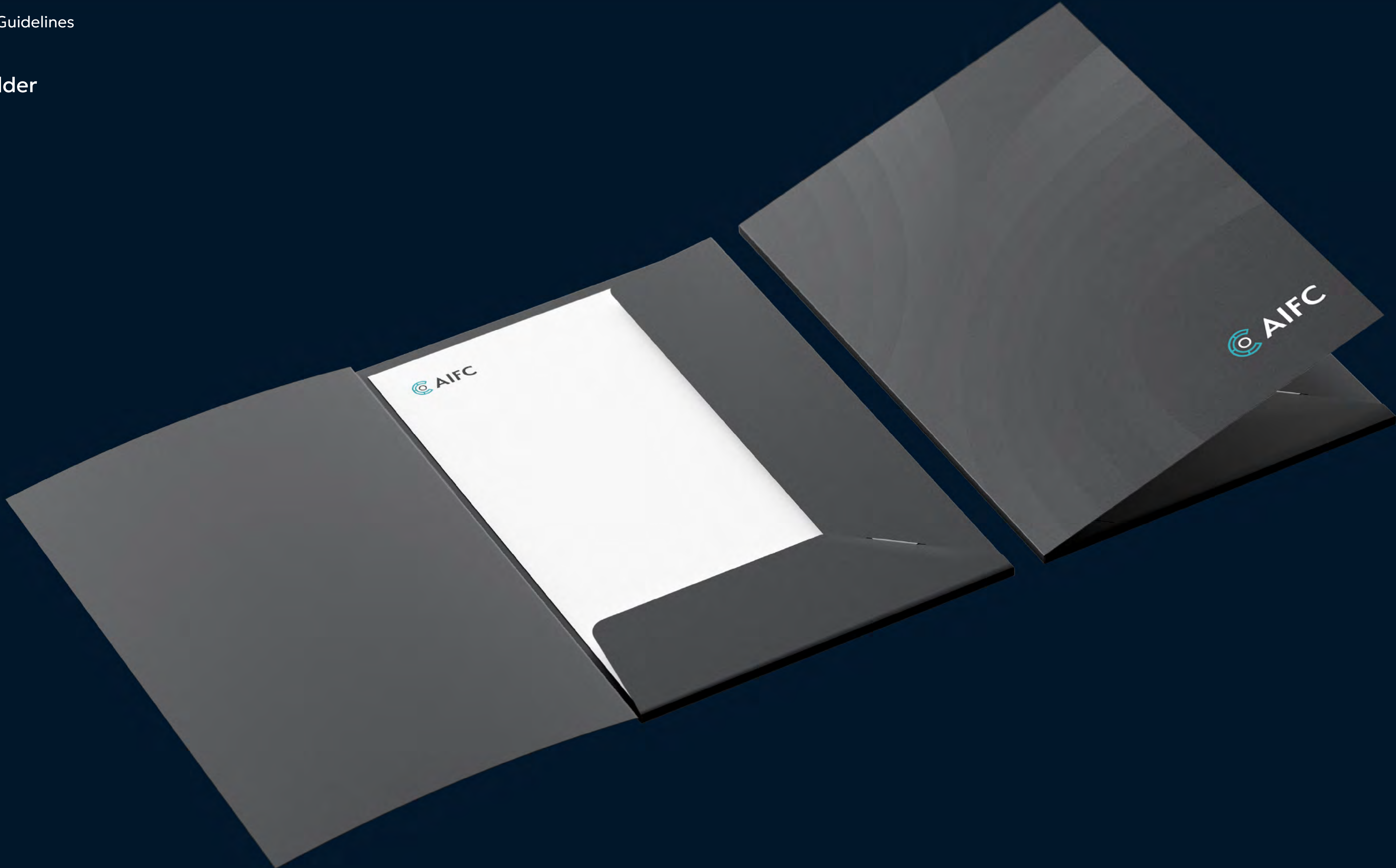
Pen and Pencil



ID Cards



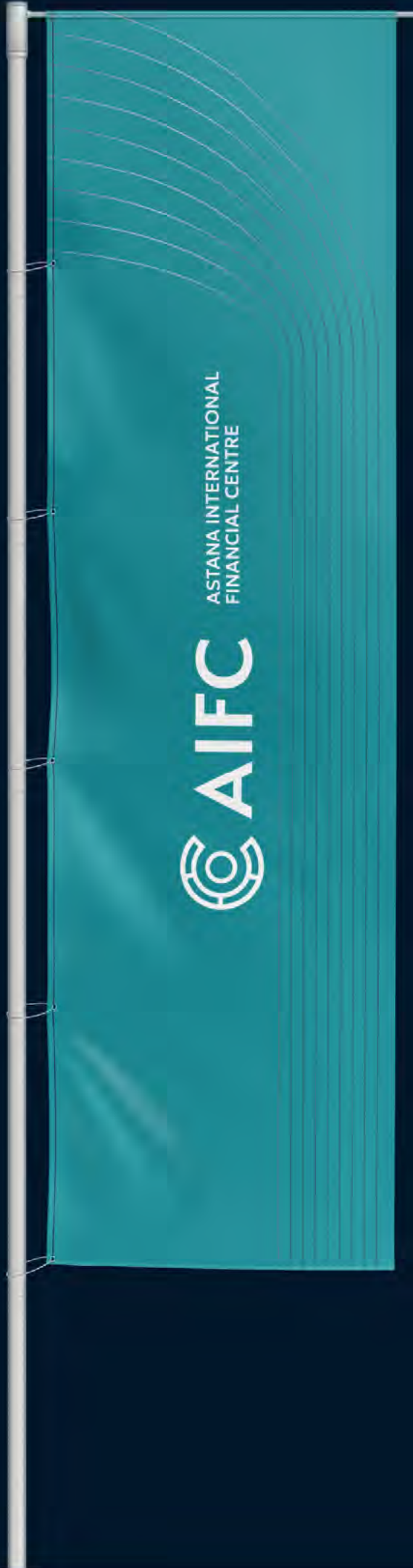
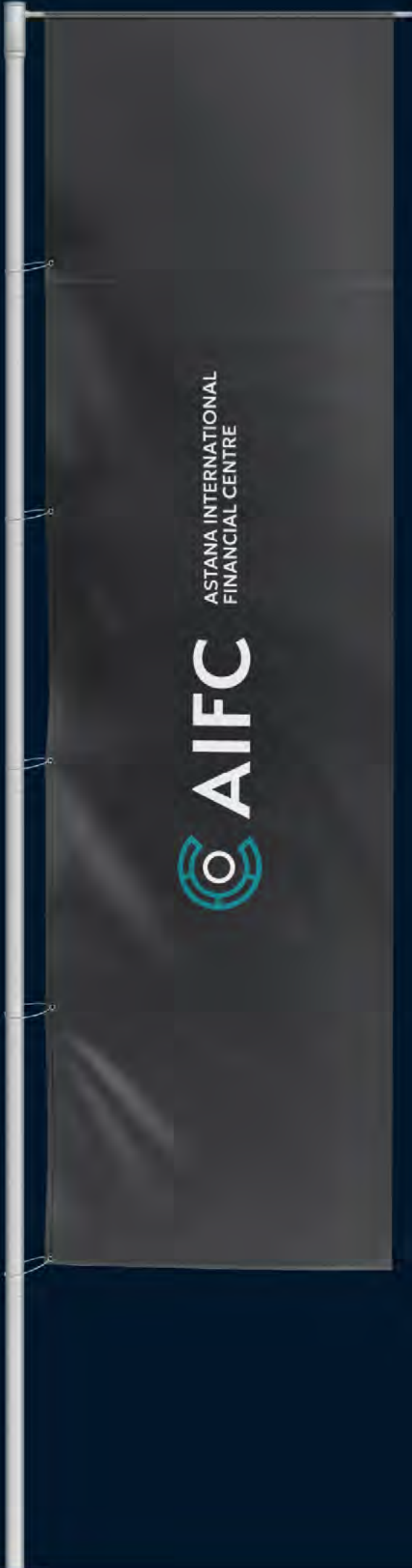
Paper Folder



Exhibition Stand



Flags



An example of style development:
AIFC Connect: UAE 2024

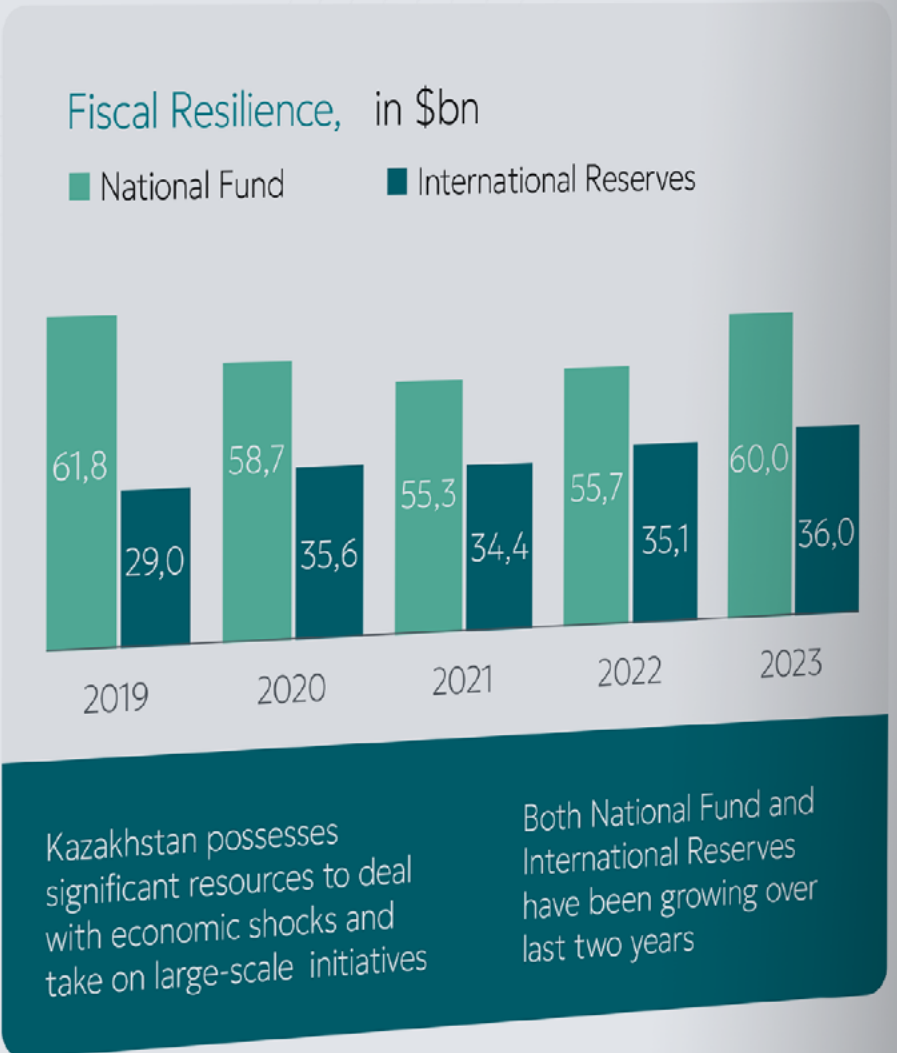


A gray and blue colour pair was chosen as the basis for the event sub-brand. The simplicity of this approach helps maintain brand integrity and recognition.



Presentation

ECONOMIC OVERVIEW



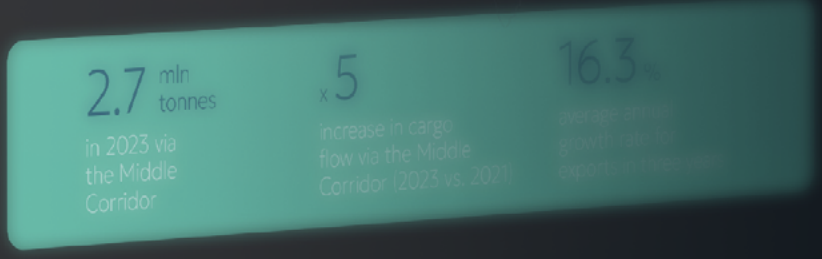
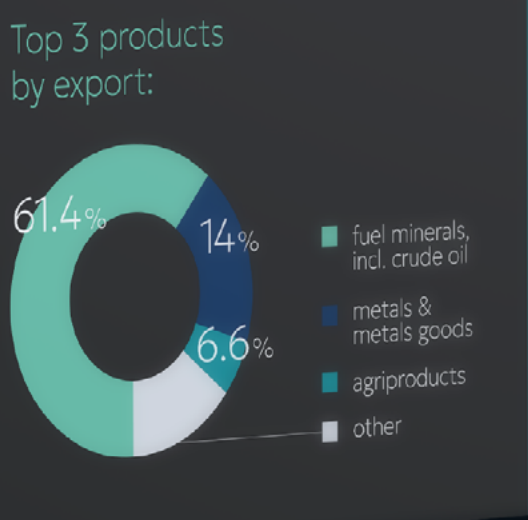
2



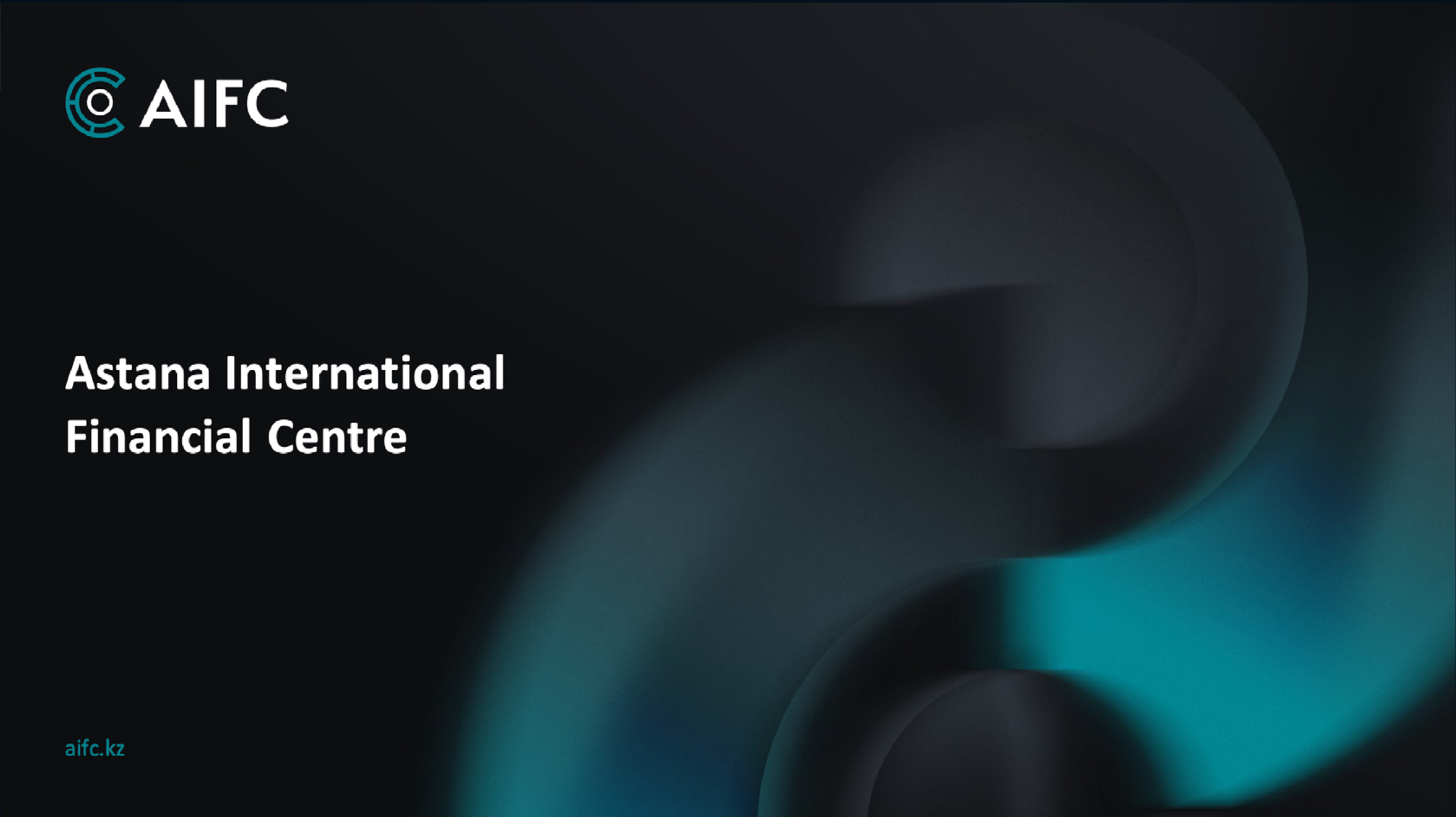
2

Trade in goods and transport potential of Kazakhstan

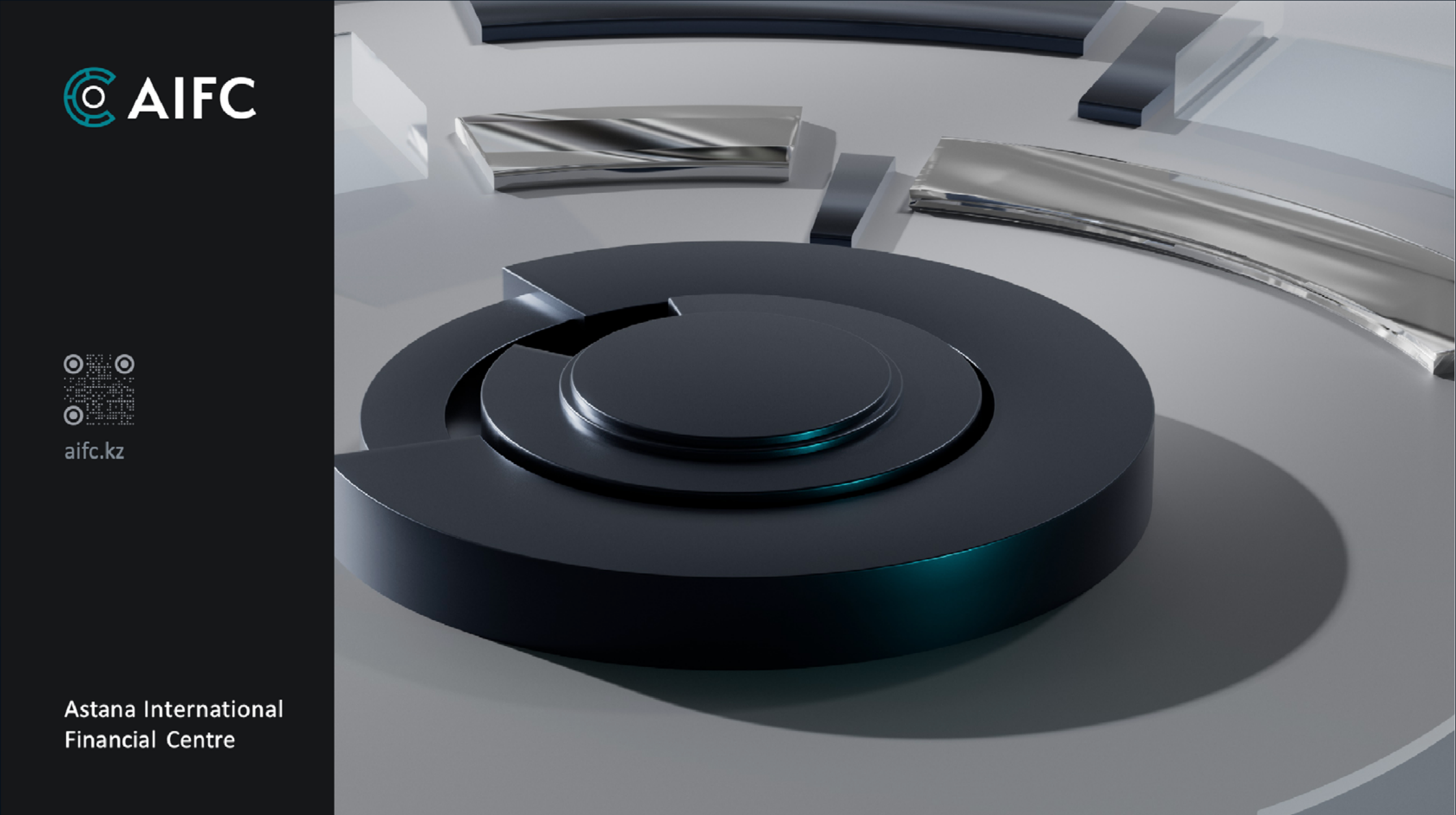
Trans-Caspian International Transport Route (TITR), also known as the Middle Corridor, runs through China, Kazakhstan, Azerbaijan, Georgia and further to Turkey and Europe.



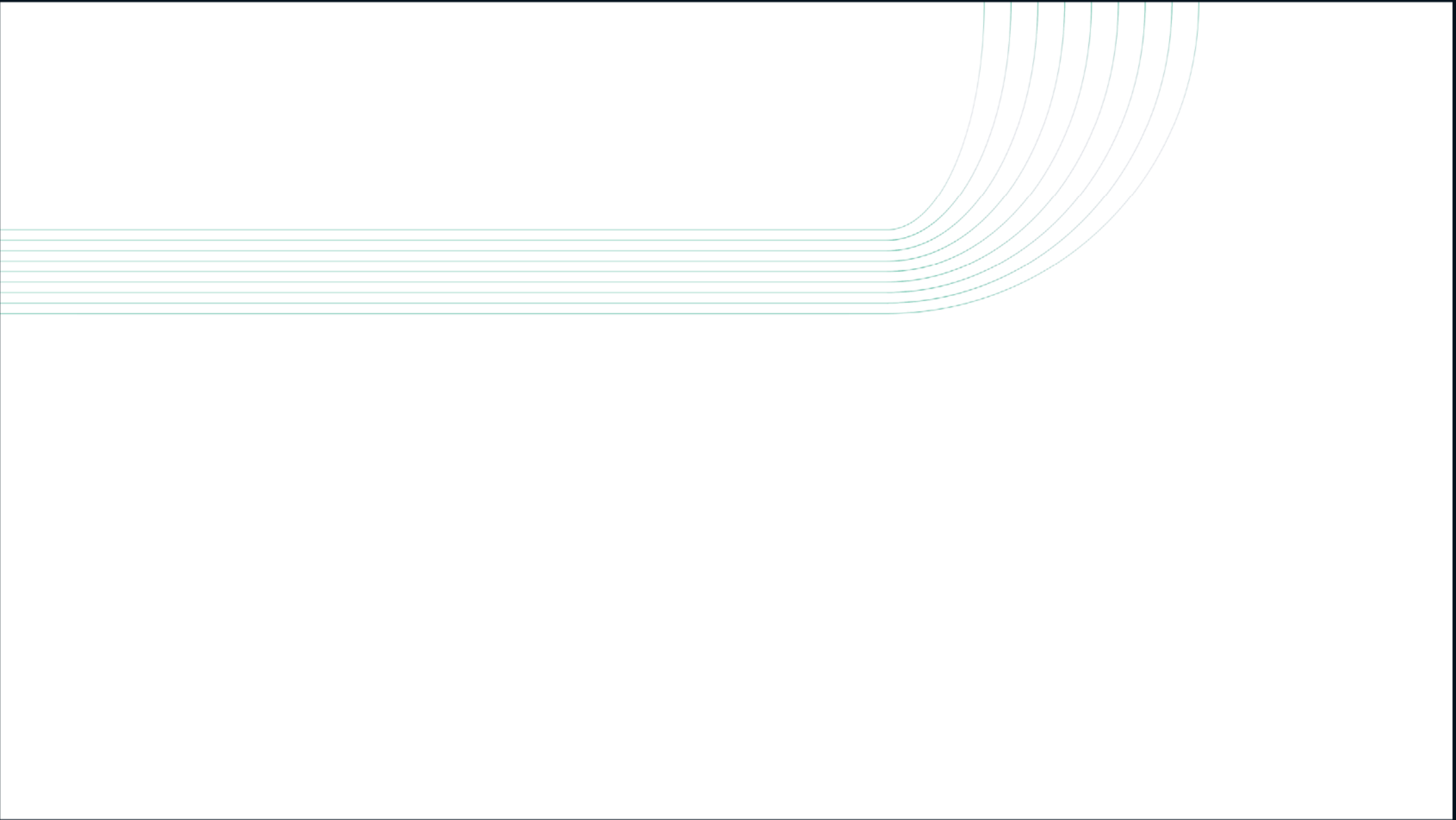
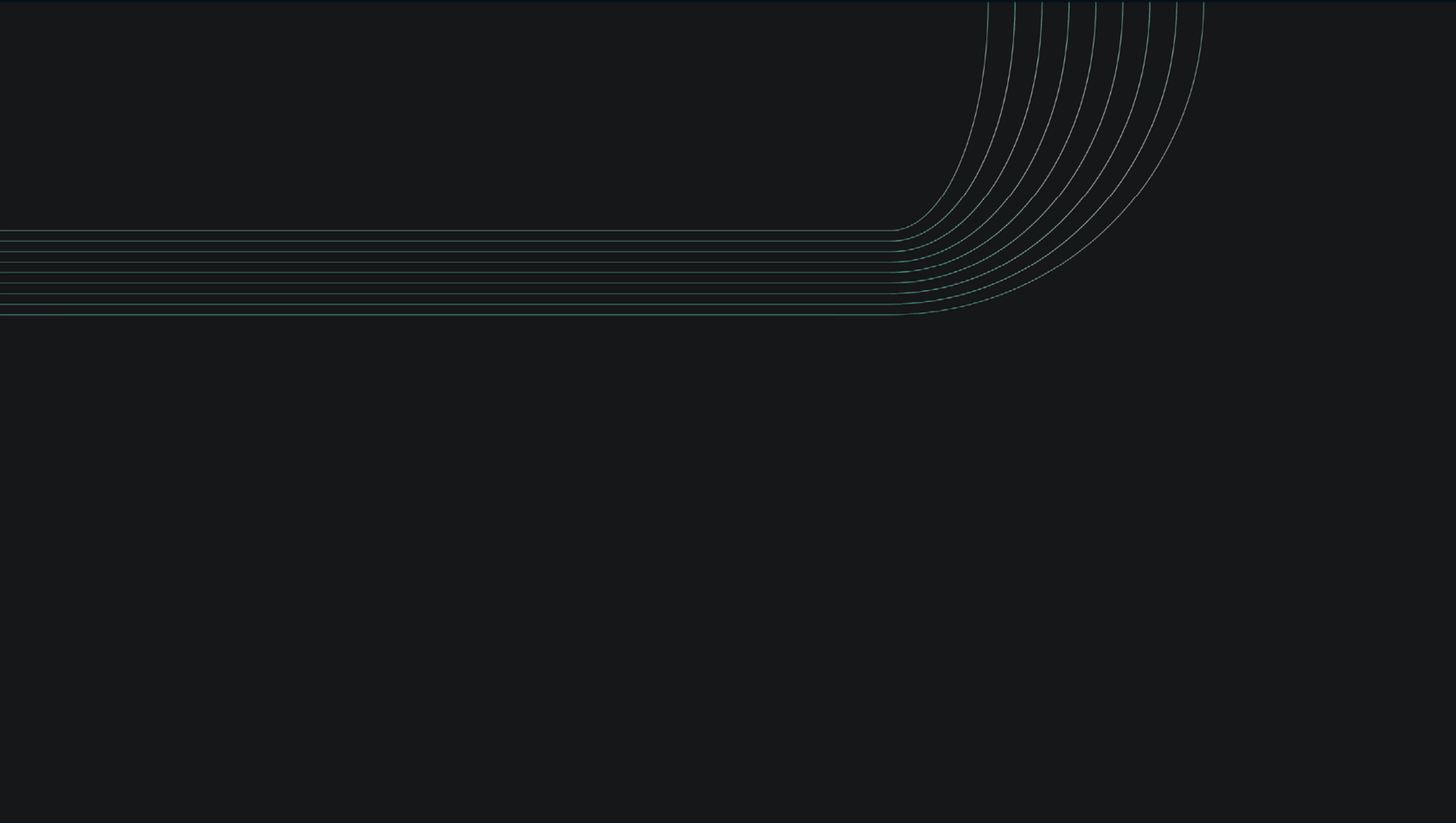
Presentation: Covers



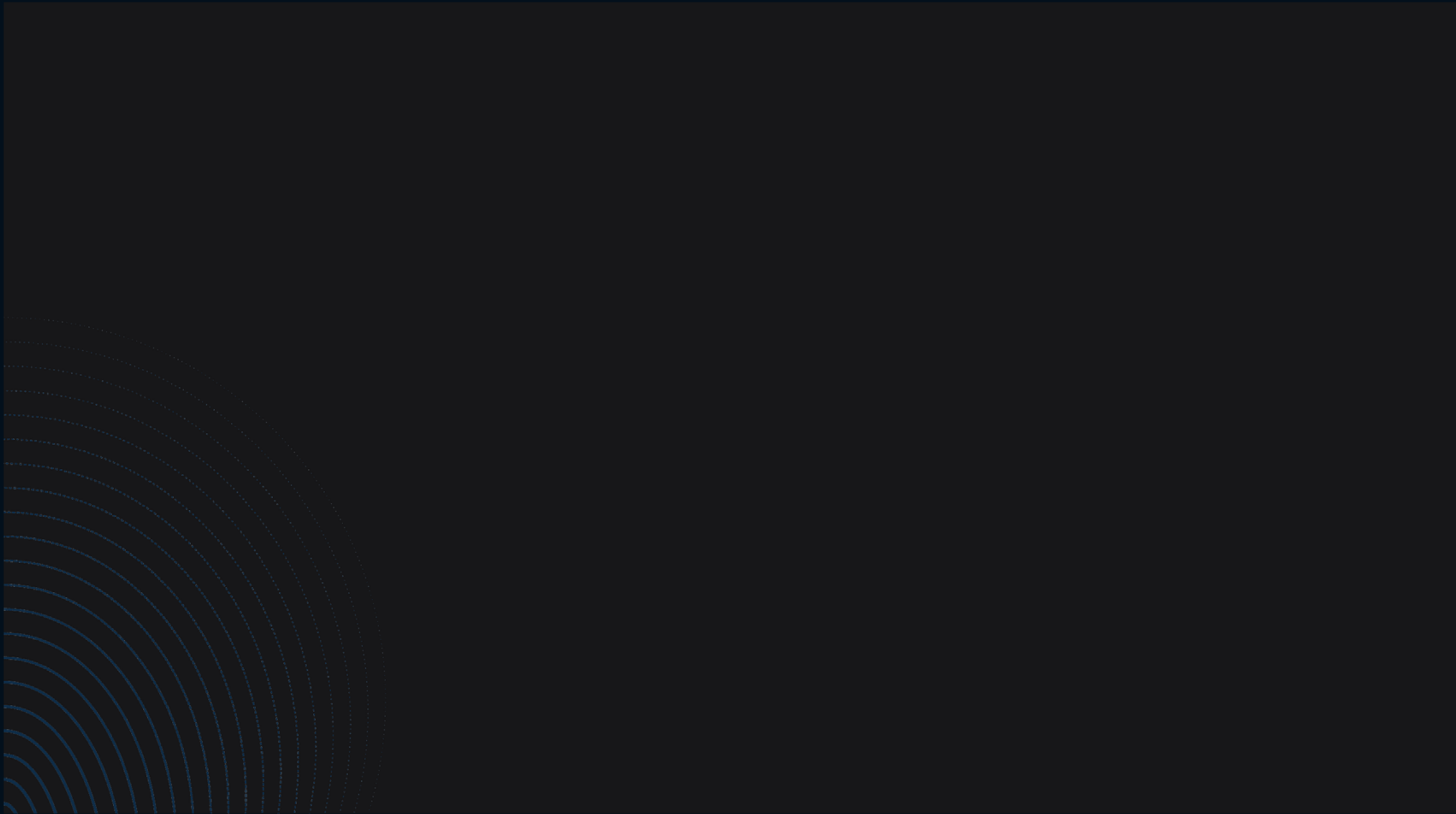
Presentation: Covers



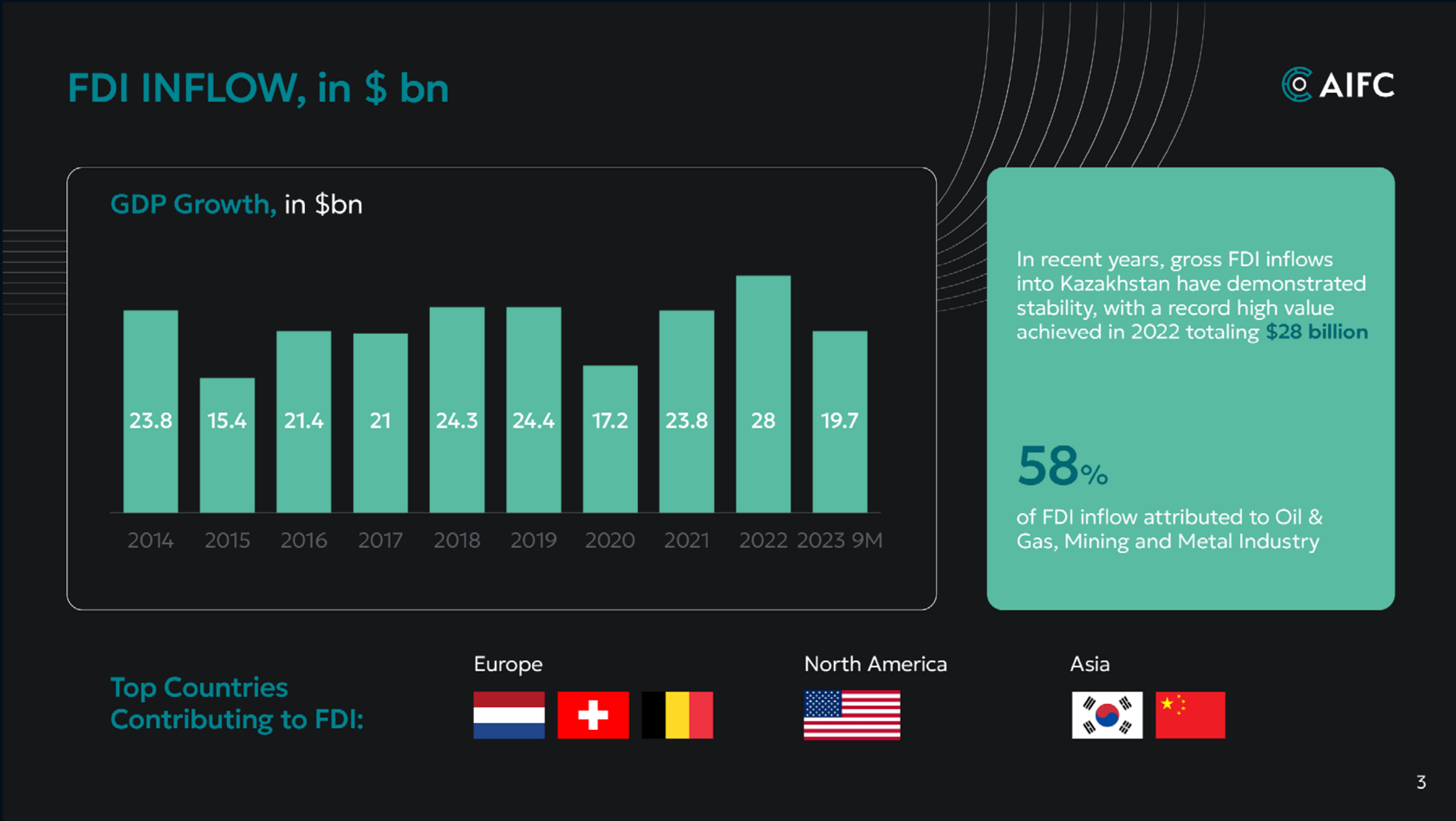
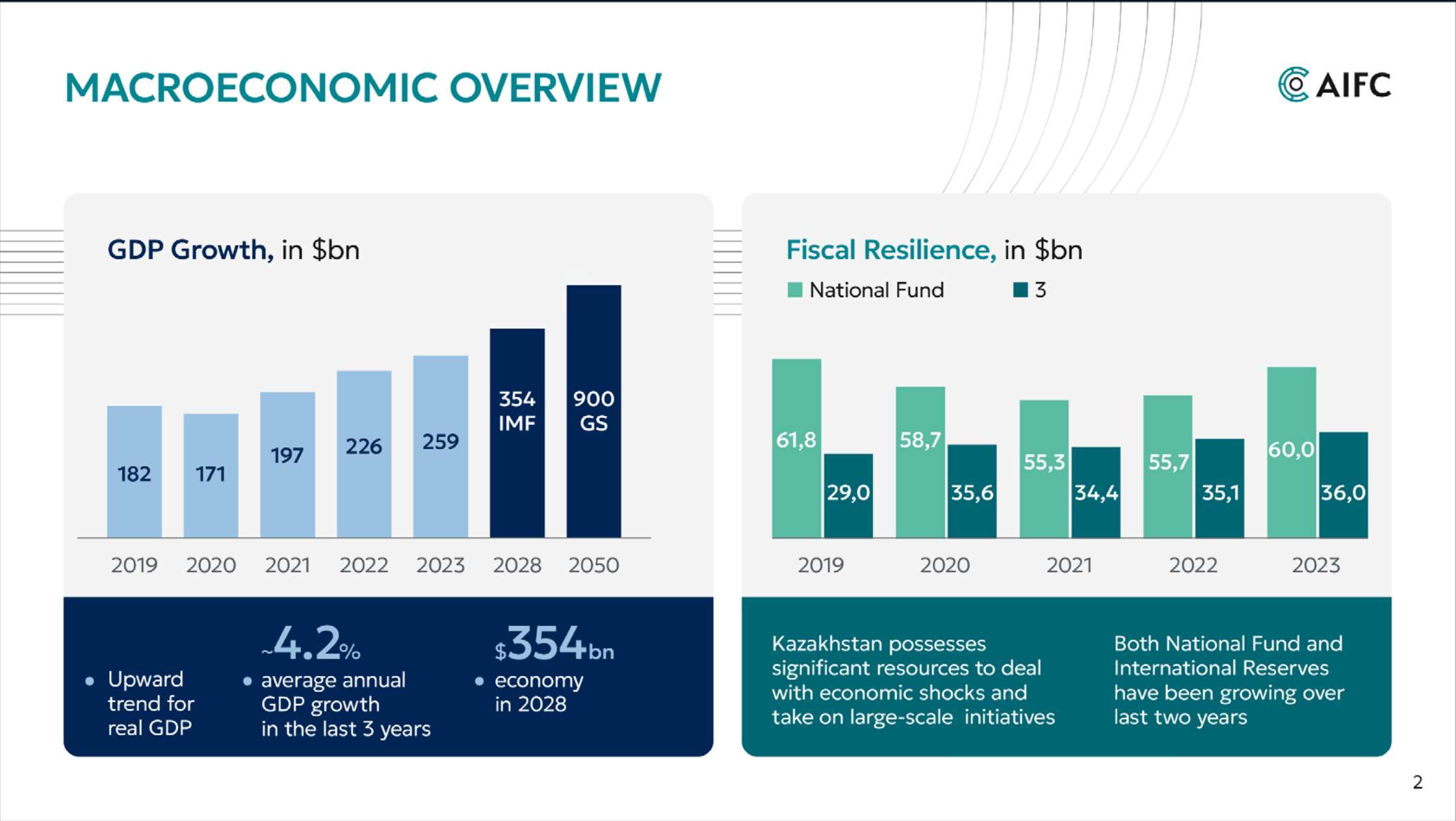
Presentation: Template page



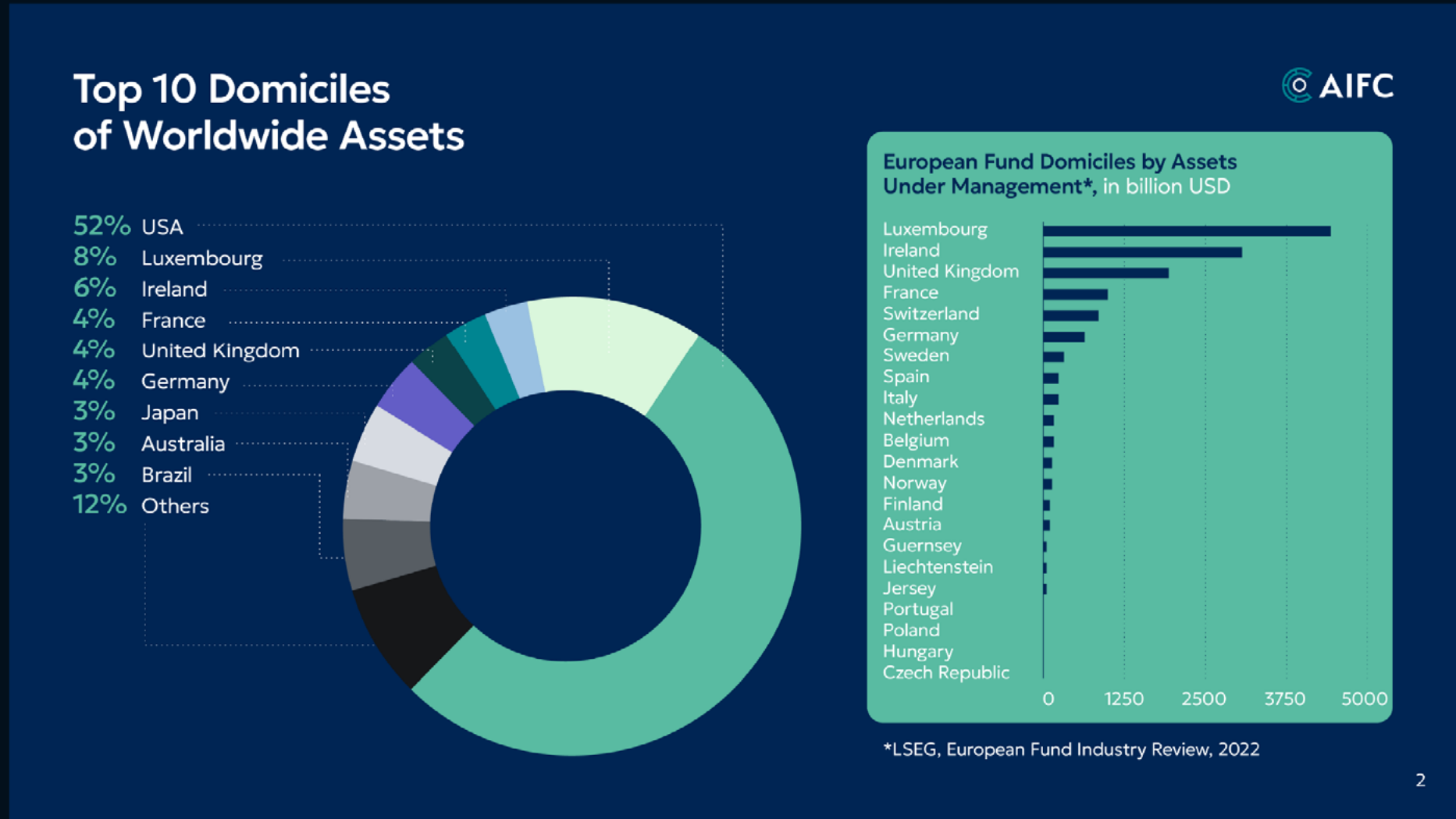
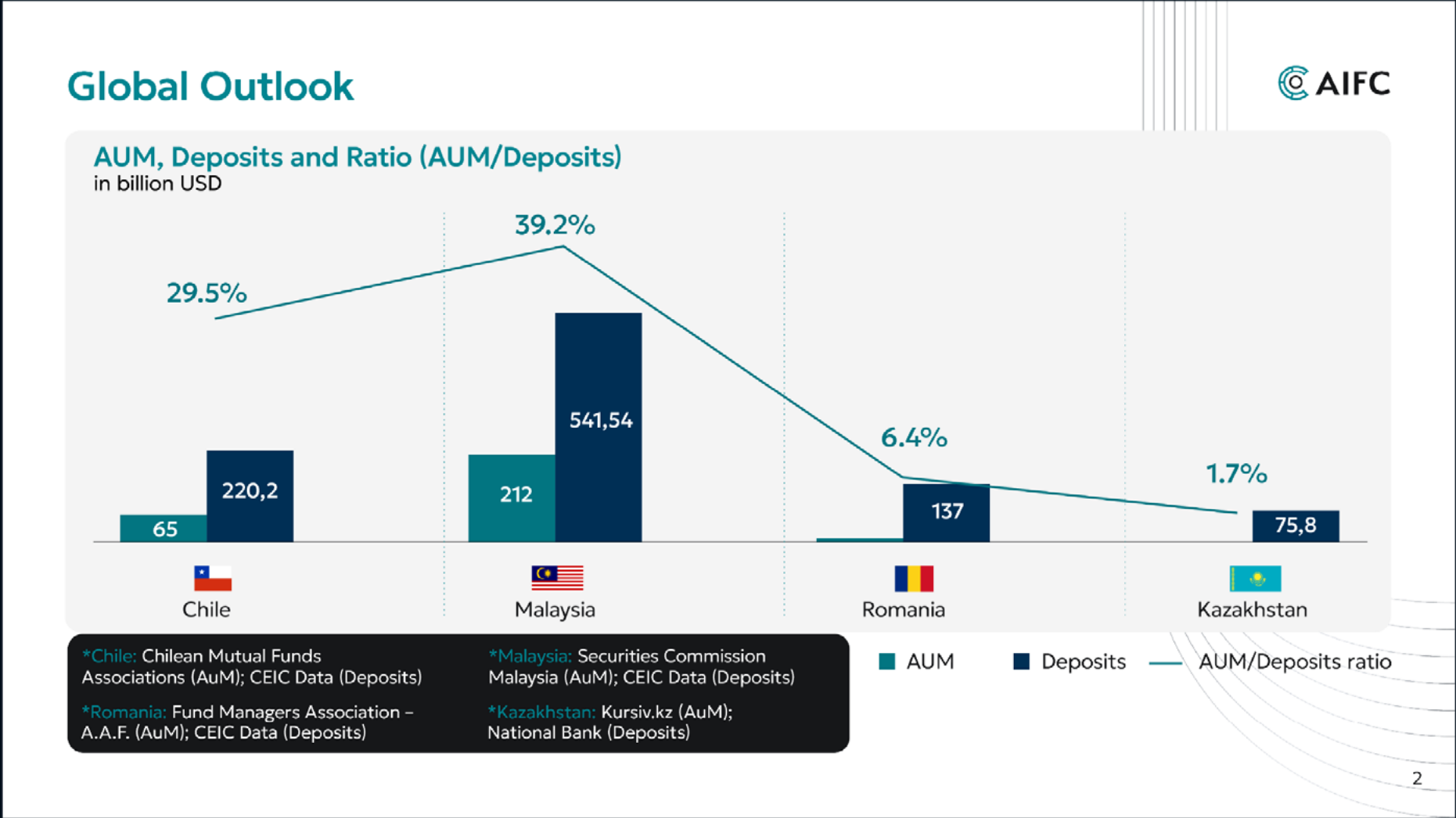
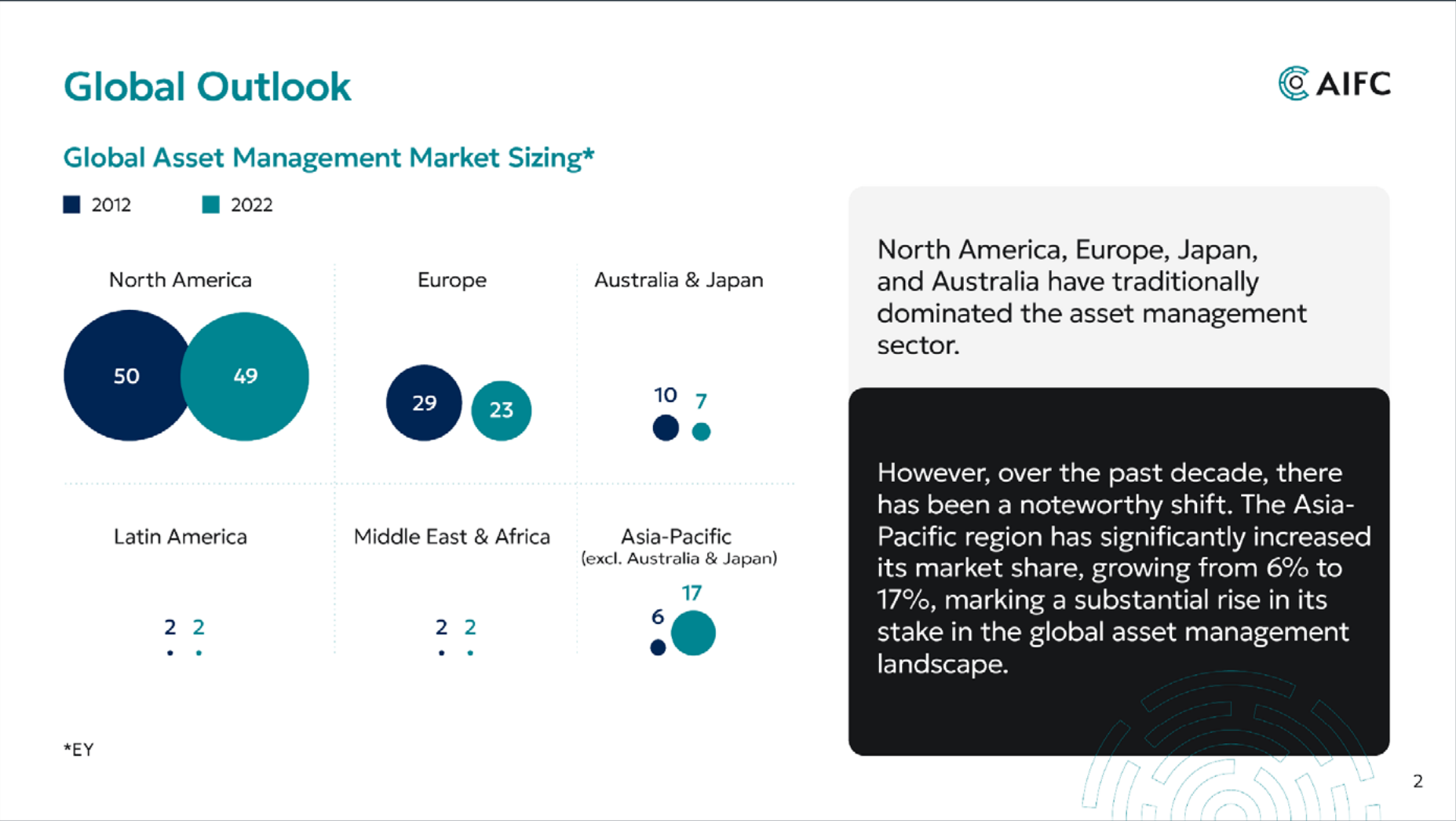
Presentation: Template page



Presentation: Infographics



Presentation: Infographics



Presentation: About

KAZAKHSTAN AT THE CROSSROADS OF EURASIA



Vast Mineral
Resource Base

**#13** in oil

**#1** in uranium

**#18** in copper

Low Default Risk

Baa2

BBB

BBB

FitchRatings

S&P

MOODY'S

Prospective Human Capital

**20** mln
population

**30** years
median age

**#56** Human Development
Index

2

KAZAKHSTAN AT THE CROSSROADS OF EURASIA



Vast Mineral
Resource Base

**#13** in oil

**#1** in uranium

**#18** in copper

Low Default Risk

Baa2

BBB

BBB

FitchRatings

S&P

MOODY'S

Prospective Human Capital

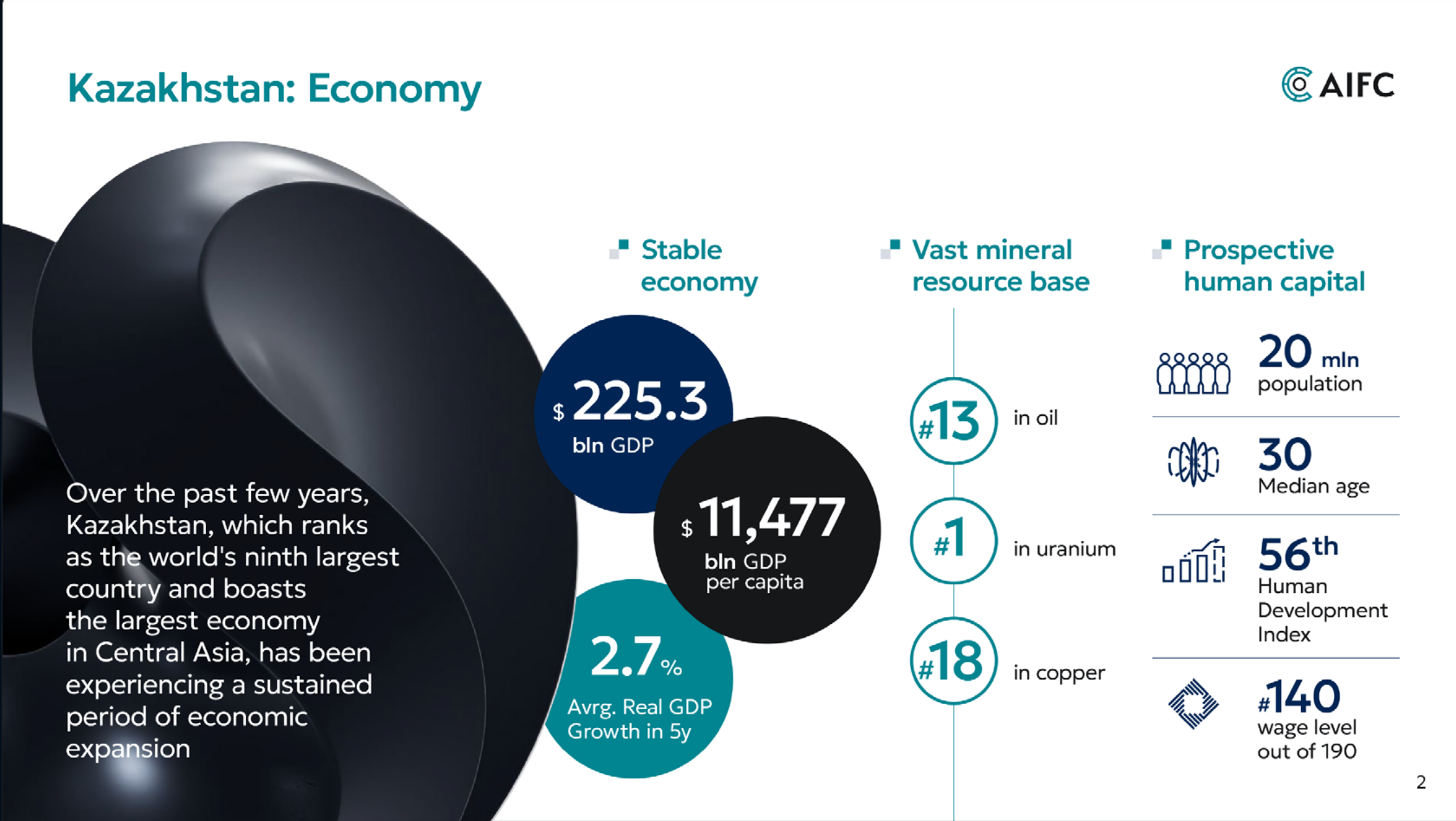
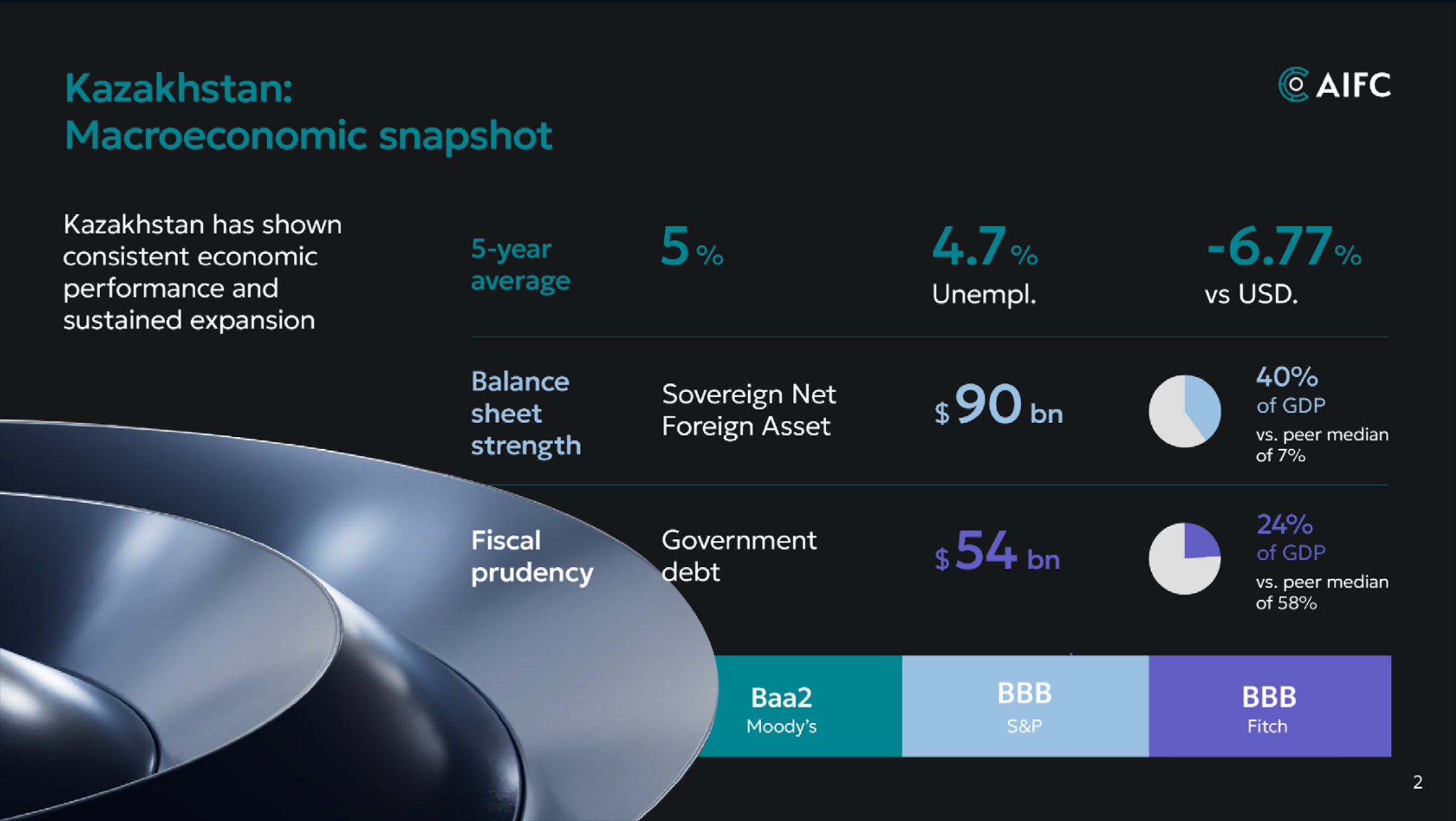
**20** mln
population

**30** years
median age

**#56** Human Development
Index

2

Presentation: 3D and Charts



Presentation: Tables

Comparative Analysis
of the Main Jurisdictions



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



	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

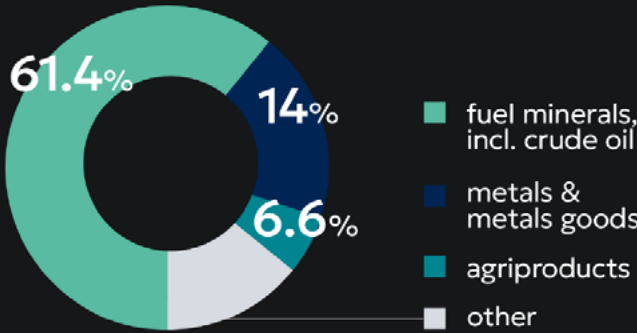
Trade in goods and transport potential of Kazakhstan



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:



Leading IFC in CIS countries

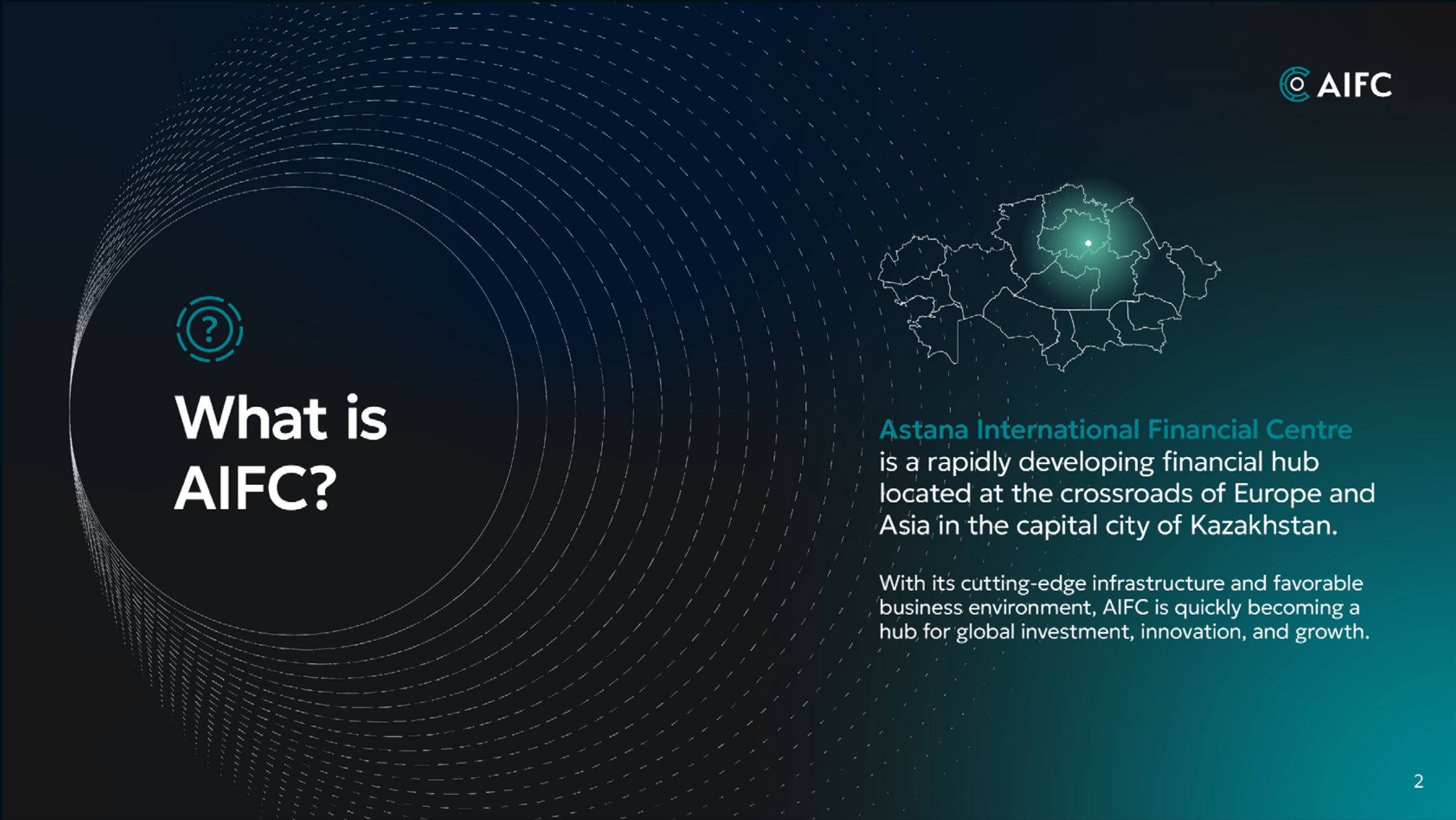
AIFC is strategically positioned to service the growing market of Central Asian countries and neighboring CIS countries, which encompass a region with a combined GDP of \$723.3bn and a population of 134 mln people



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

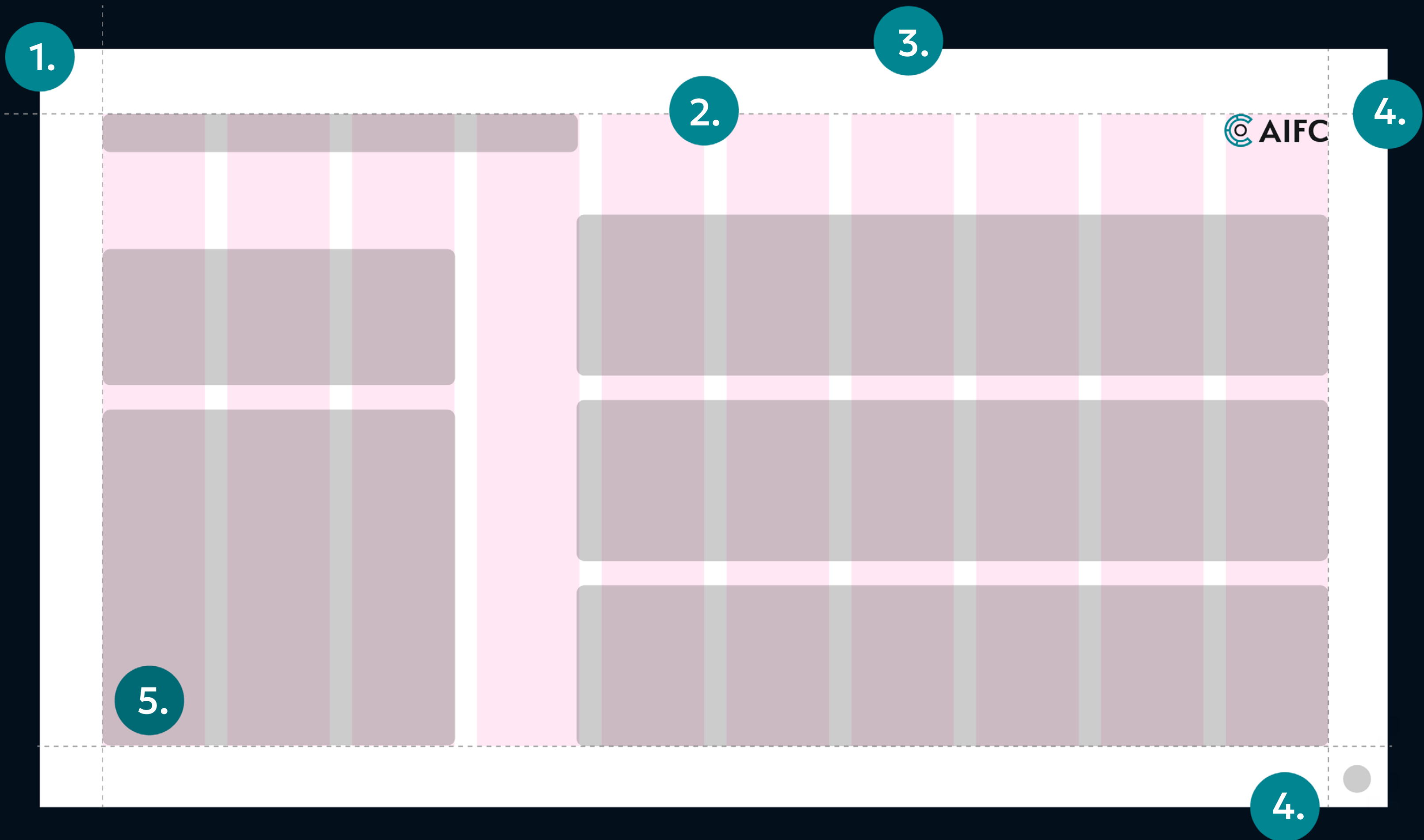


Presentation: Break slides

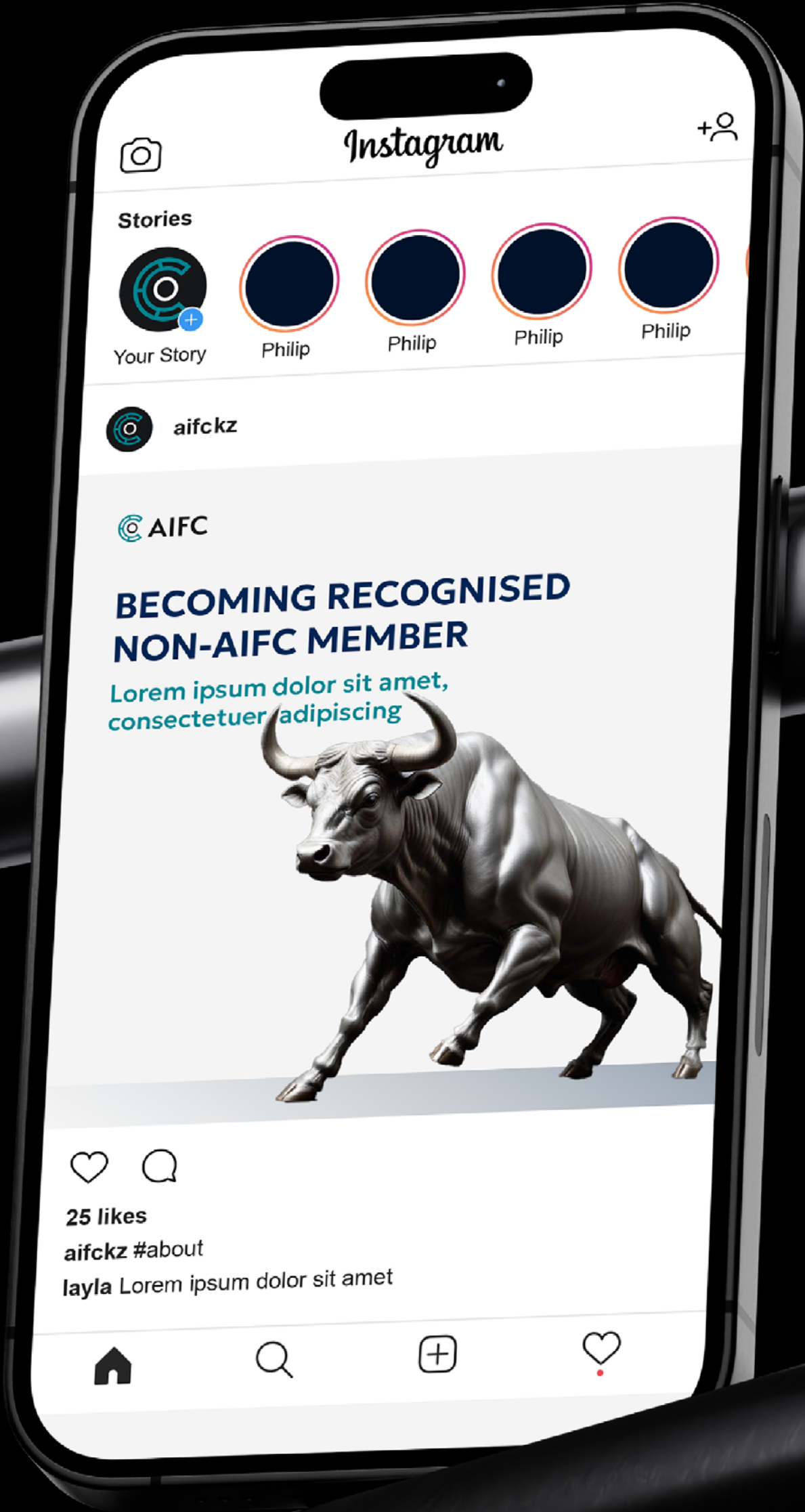


Presentation

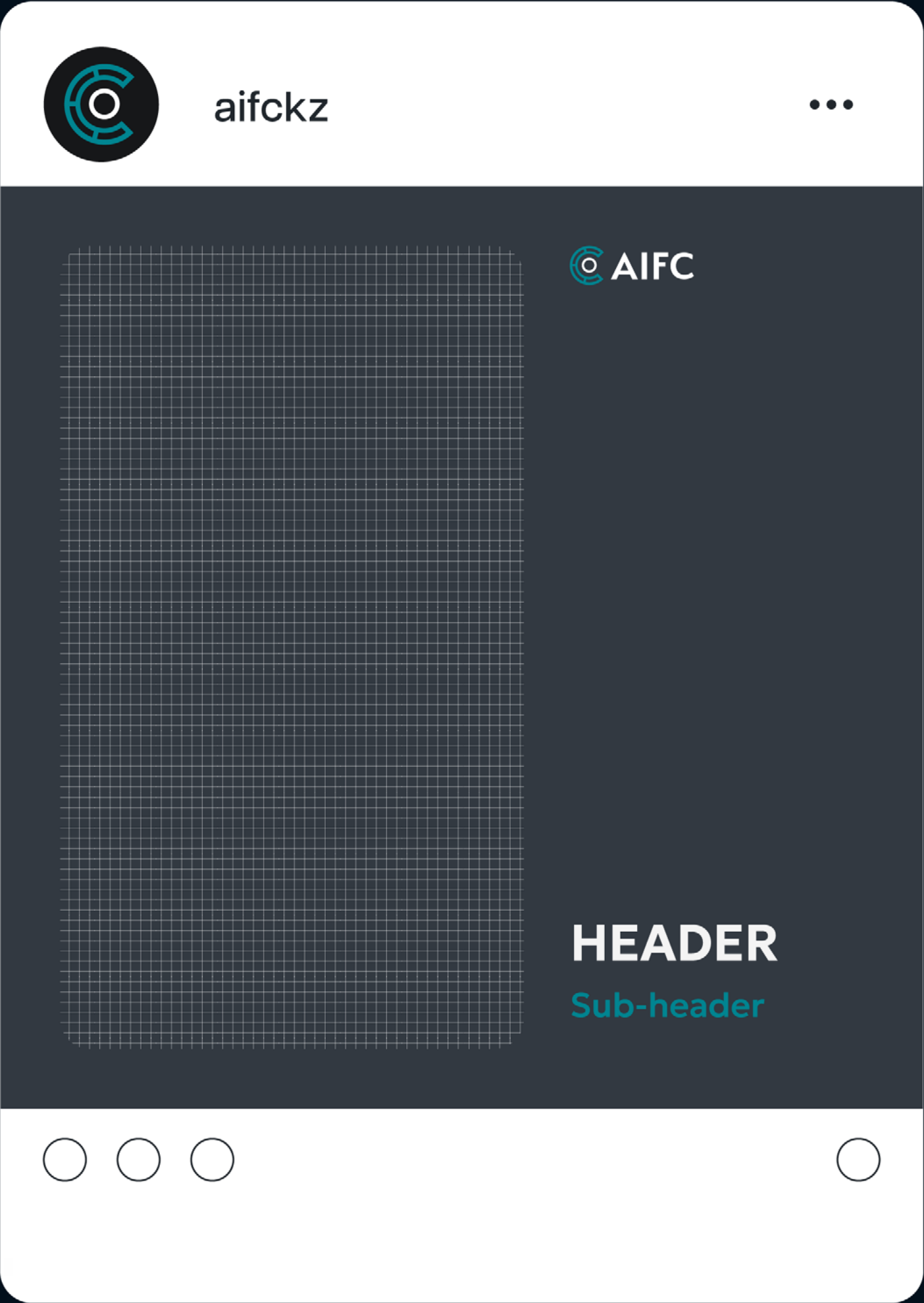
1. Create a safety margin (even spacing from the edges)
2. Mark out a 10-column grid (when working with a template, it is activated automatically: View → Guides (tick the box))
3. Determine the slide style: dark or light format (it is recommended to alternate for a dynamic presentation of data)
4. Place 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.



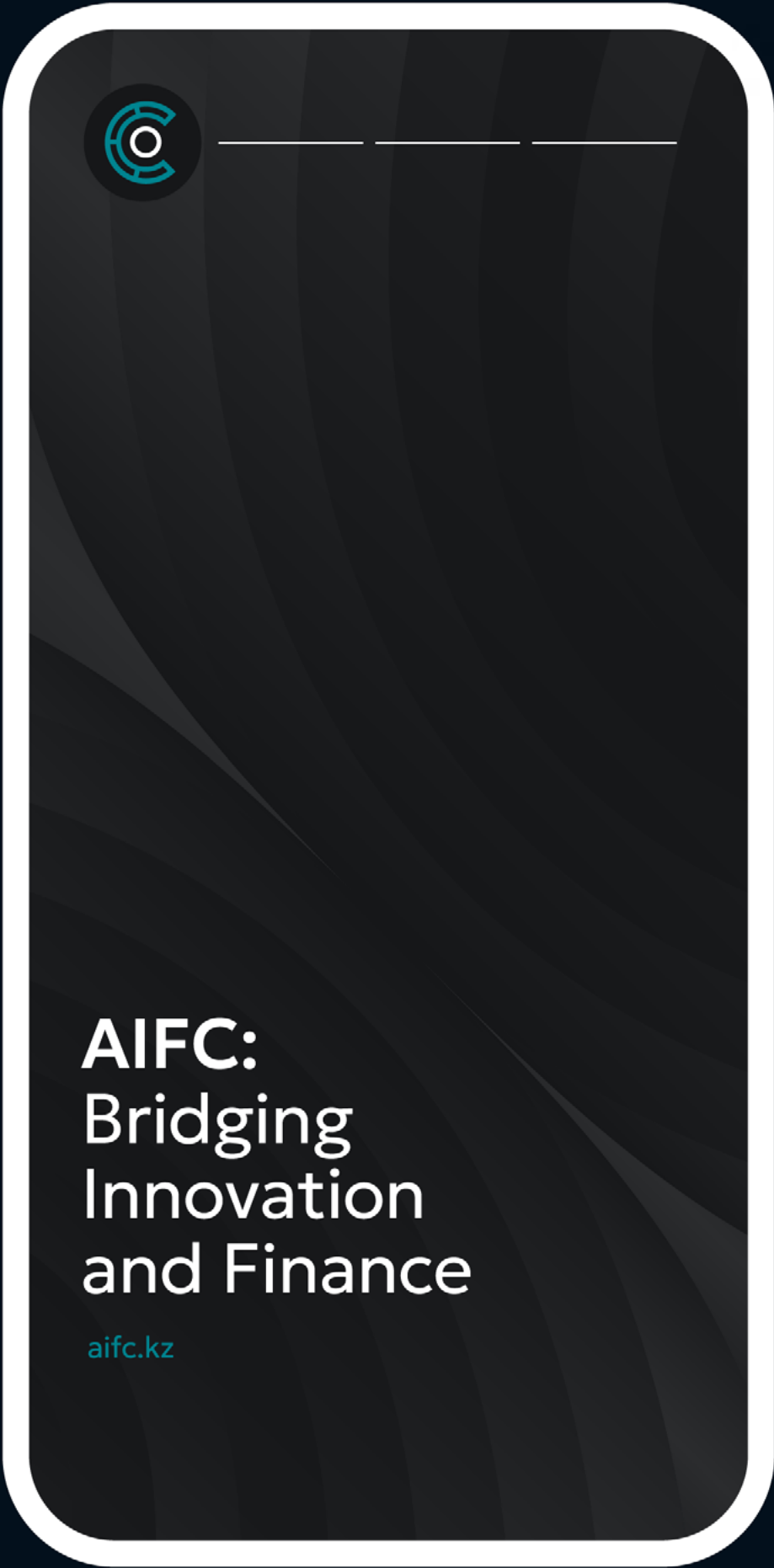
SMM



SMM: Publications

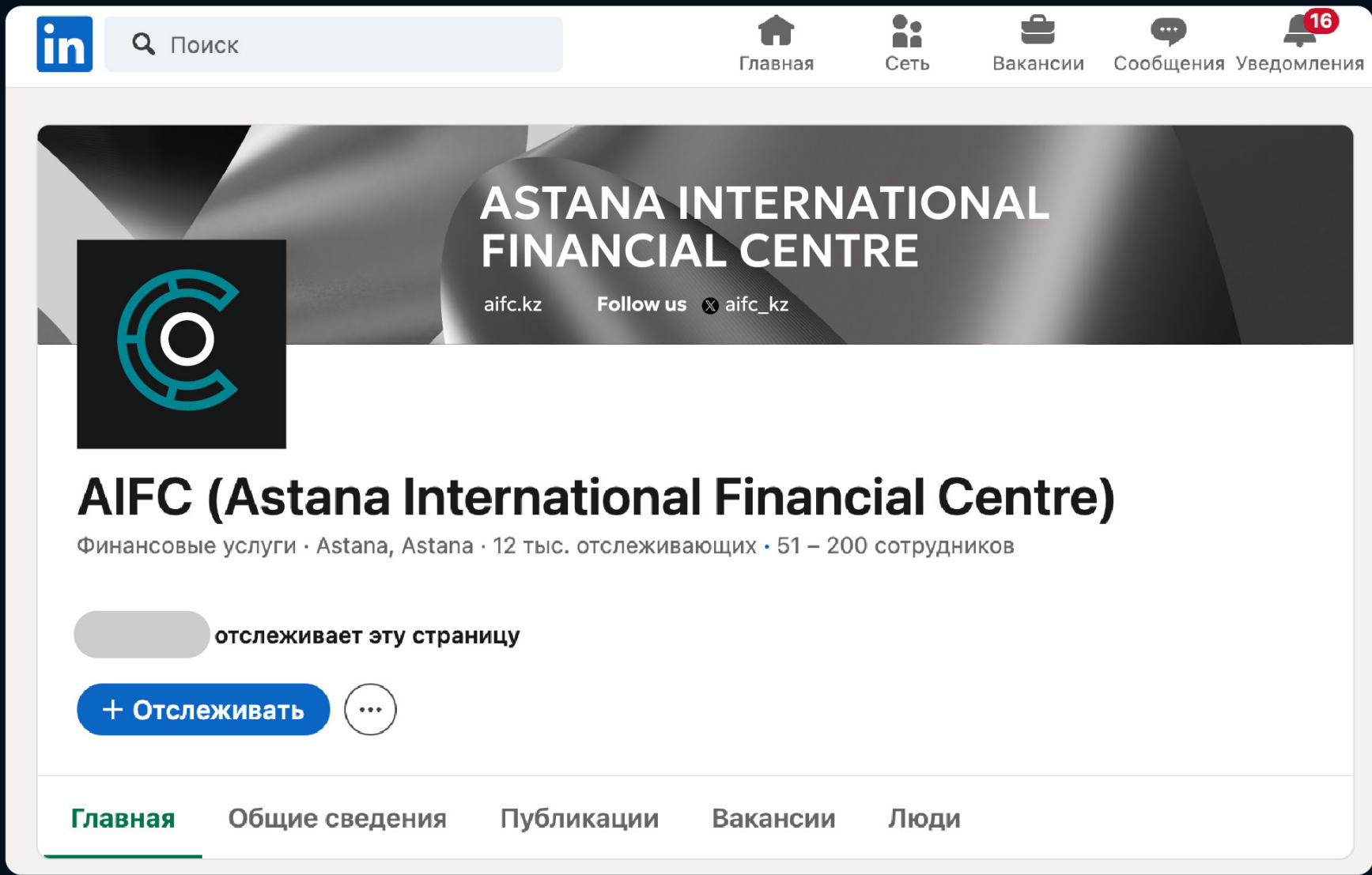


SMM: Stories



Banners for social networks

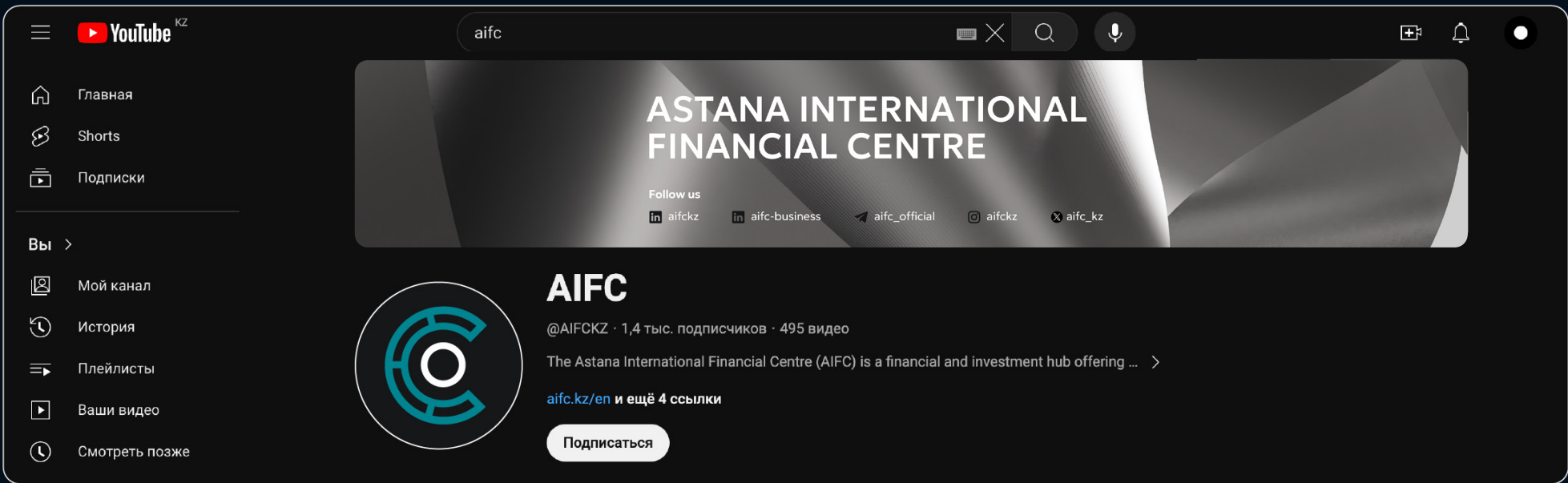
LinkedIn



Facebook



YouTube





Thank you
for attention!

aifc.kz