



Visual Identity Guidelines

2025

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I. Corporate identity

Logo: primary typeface

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





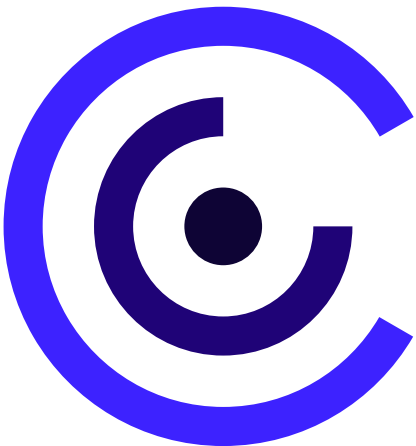
In addition to the standard layout, there is a version where the text appears in a single line, designed for narrow spaces like lanyards, and etc.

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

Horizontal version on the light background



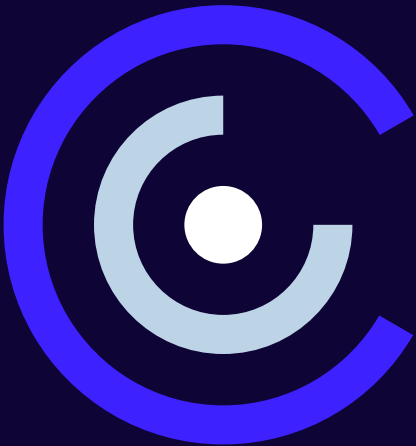
Brand icon on the light background



Horizontal version on the dark background



Brand icon on the dark background



Logo: clear space

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



The use of outlines around the logo is prohibited, as is the application of shadow effects



Violating the logo's clear space is not allowed



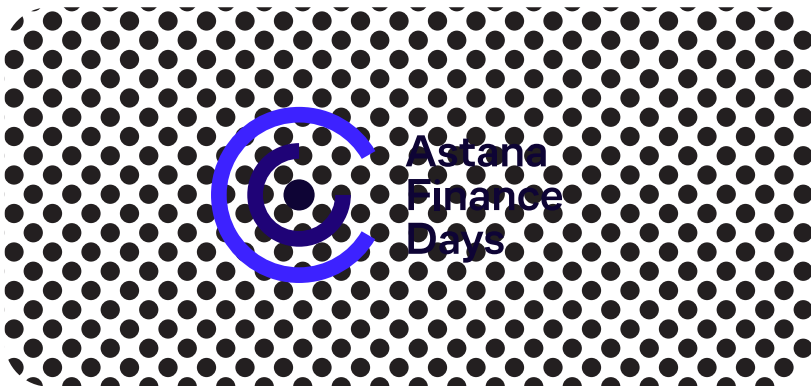
It is forbidden to use the logo as a mask or to place images inside it



Do not change the colours of the logo



Do not place the logo on a complex background



Placing the logo on background colors outside the brand palette, without regard to contrast, is not allowed



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



AFD Main Colors

#2F08BA
CMYK 90 91 0 0
RGB 47 8 186
RAL 5008
Pantone Dark Blue C

#3D22FF
CMYK 82 76 0 0
RGB 61 34 255
RAL 5000
Pantone 2736 C

#0E0435
CMYK 94 93 43 61
RGB 14 4 53
RAL 5004
Pantone 2757 C

#BDD4E7
CMYK 24 9 3 0
RGB 189 212 231
RAL 7047
Pantone 544 C

Natural & Manufactured Capital

#A6FFFF
CMYK 27 0 6 0
RGB 166 255 255
RAL 6027
Pantone 317 C

#156064
CMYK 89 46 53 24
RGB 21 96 100
RAL 5025
Pantone 5473 C

#26AAA7
CMYK 75 11 39 0
RGB 38 170 167
RAL 6034
Pantone 631 C

Social & Human Capital

#5A65DD
CMYK 72 65 0 0
RGB 90 101 221
RAL 5014
Pantone 2725 C

#B7BCFF
CMYK 26 23 0 0
RGB 183 188 255
RAL 4005
Pantone 658 C

#E1E4FF
CMYK 9 8 0 0
RGB 225 228 255
RAL 7047
Pantone 656 C

Financial Capital

#C0E9FF
CMYK 22 0 0 0
RGB 192 233 255
RAL 704
Pantone 7457 C

#1F0377
CMYK 100 100 16 18
RGB 31 3 119
RAL 5022
Pantone 2745 C

#67B1F4
CMYK 53 19 0 0
RGB 103 177 244
RAL 5024
Pantone 292 C

Additional Colors 2025

#EAF2F9
CMYK 6 2 0 0
RGB 234 242 249
RAL 9003
Pantone 656 C

#9FC1D9
CMYK 37 14 7 0
RGB 159 193 217
RAL 7040
Pantone 551 C

#6B95B6
CMYK 61 33 16 0
RGB 107 149 182
RAL 5024
Pantone 7696 C

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

CoFo Sans Medium

Header

for headings, slogans, accent block
inside the main text

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

Аа Бб Вв Гг Дд Ее Ёё Жж Зз Ии Йй Кк Лл Мм Нн
Оо Пп Рр Сс Тт Уу Фф Хх 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

CoFo Sans Regular

Text

for basic text blocks

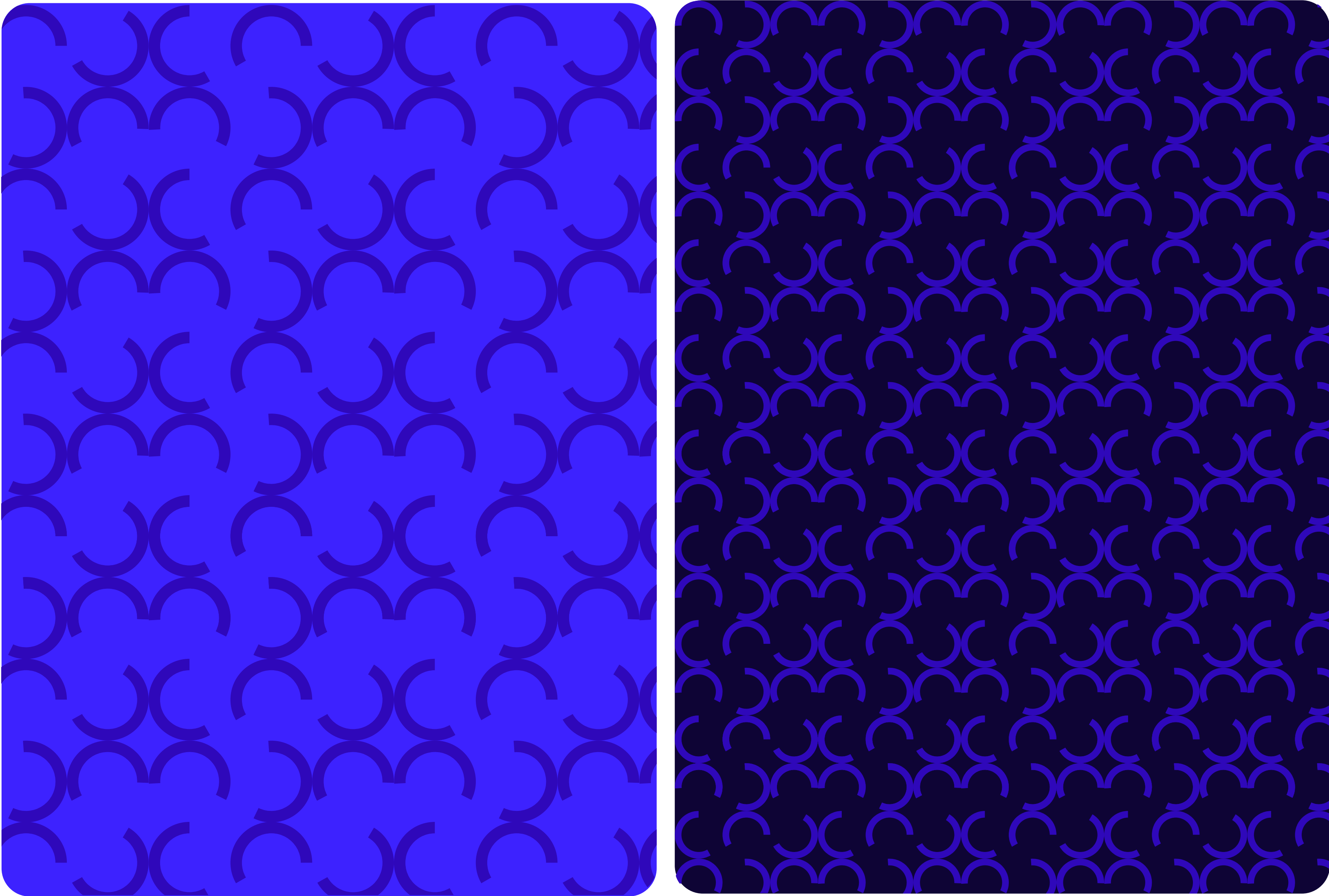
Аа Әә Бб Вв Гг Ғғ Дд Ее Ёё Жж Зз Ии Йй Кк Ққ Лл
Мм Нн Ңң Оо Өө Пп Рр Сс Тт Уу Үү Ұұ Фф Хх һһ Цц
Чч Шш Щщ Ъъ Ыы Іі Ьь Ээ Юю Яя

Аа Бб Вв Гг Дд Ее Ёё Жж Зз Ии Йй Кк Лл Мм Нн Оо
Пп Рр Сс Тт Уу Фф Хх Цц Чч Шш Щщ Ъъ Ыы Ьь Ээ
Юю Яя

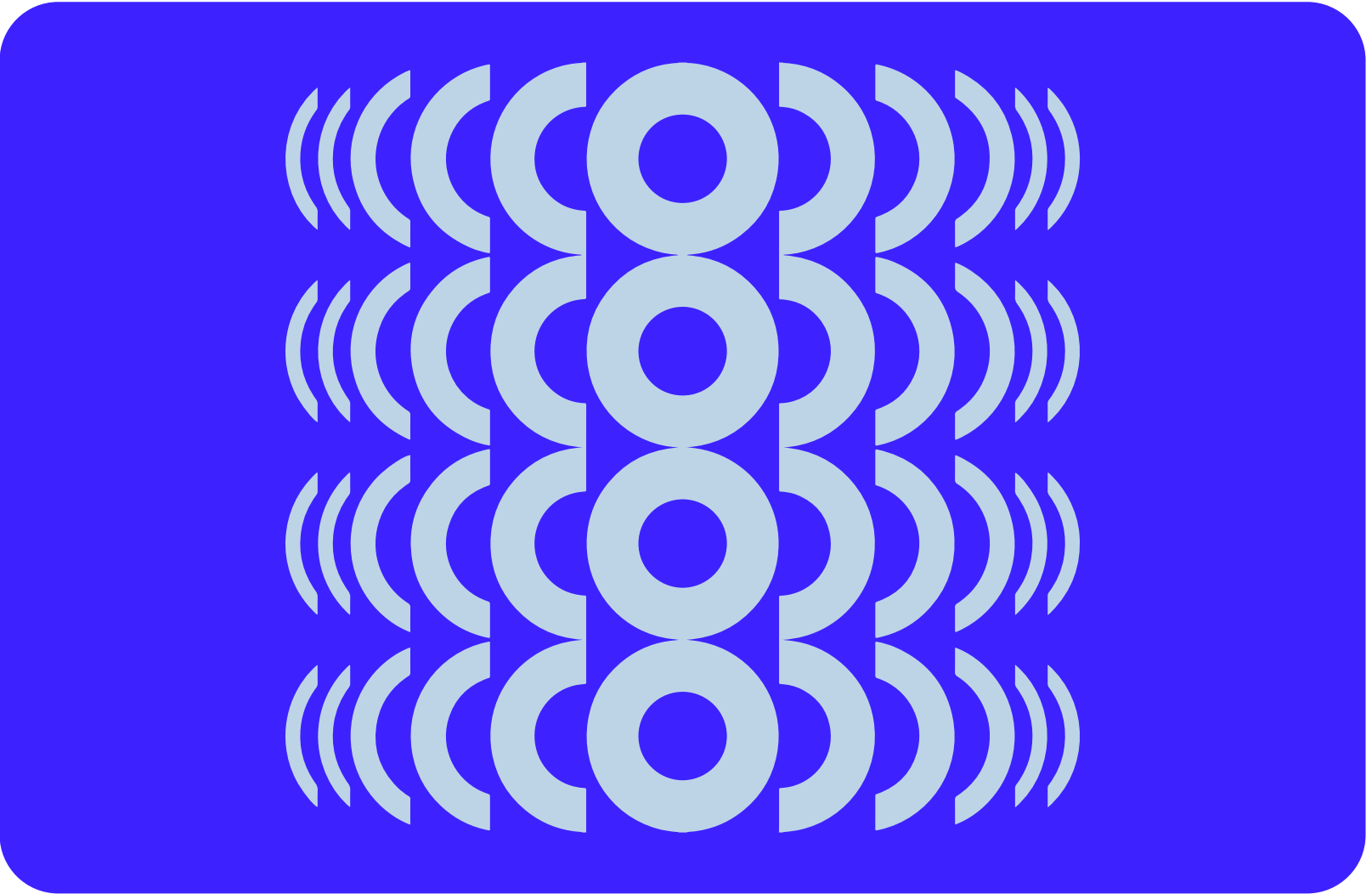
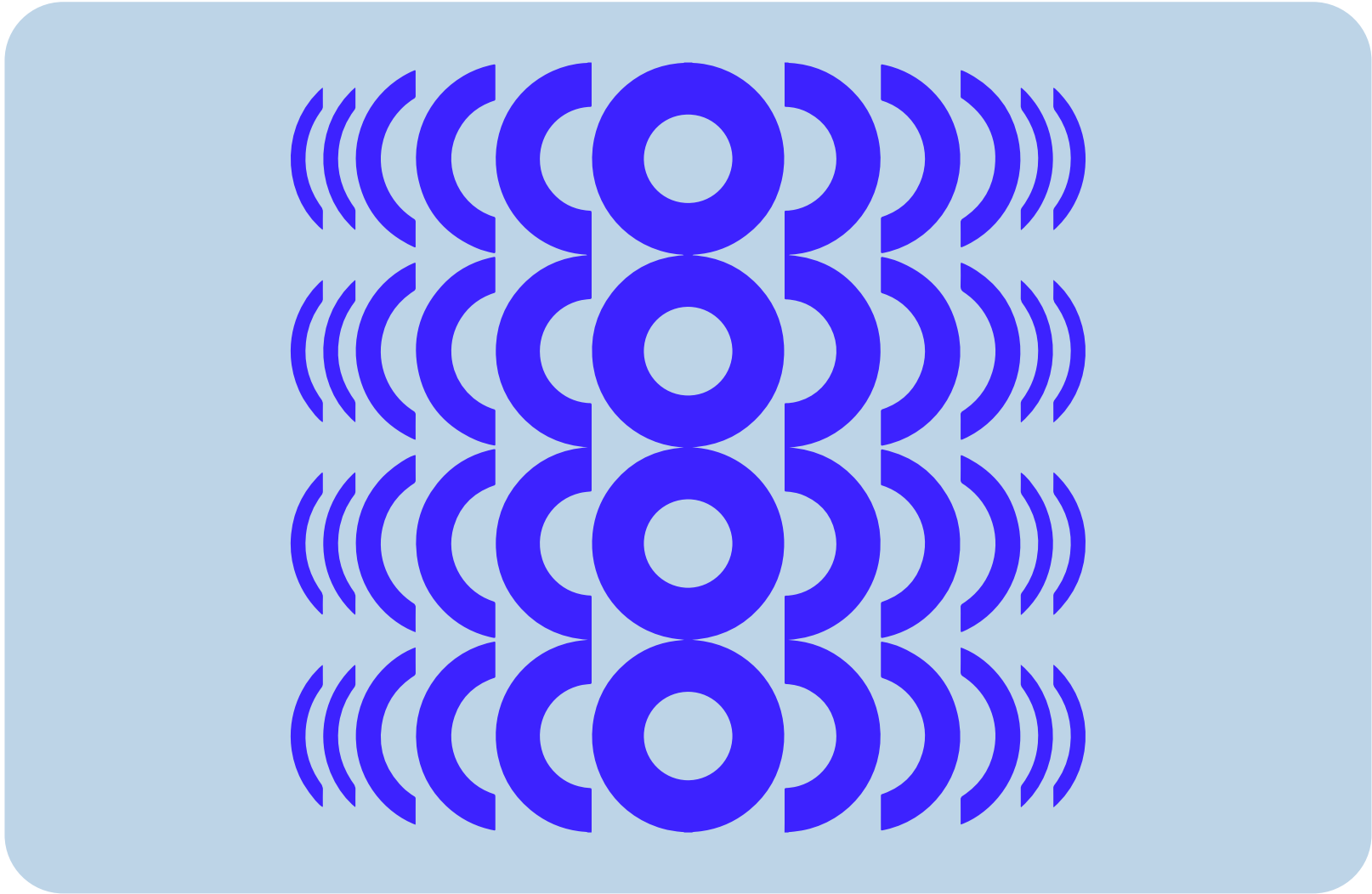
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

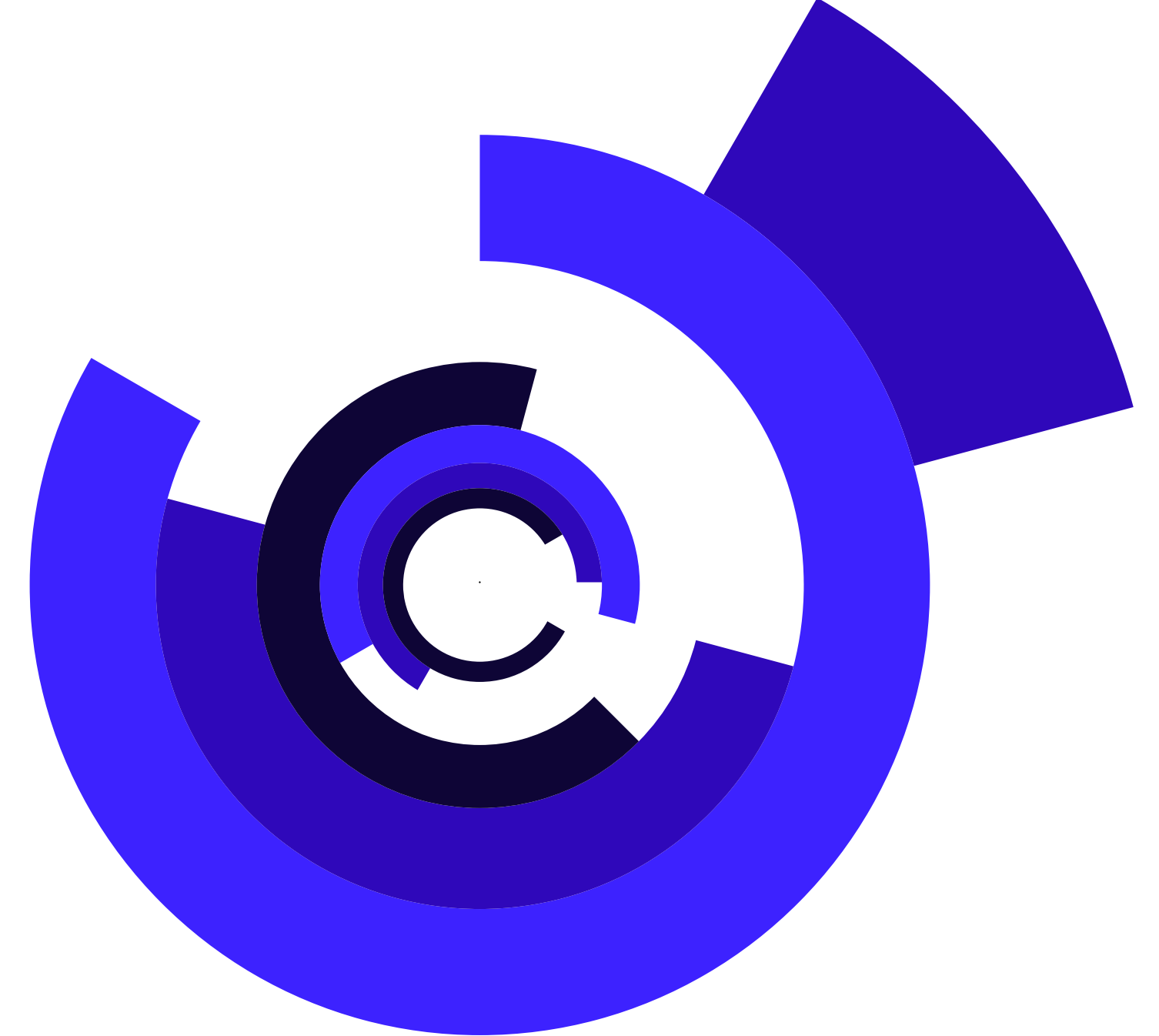
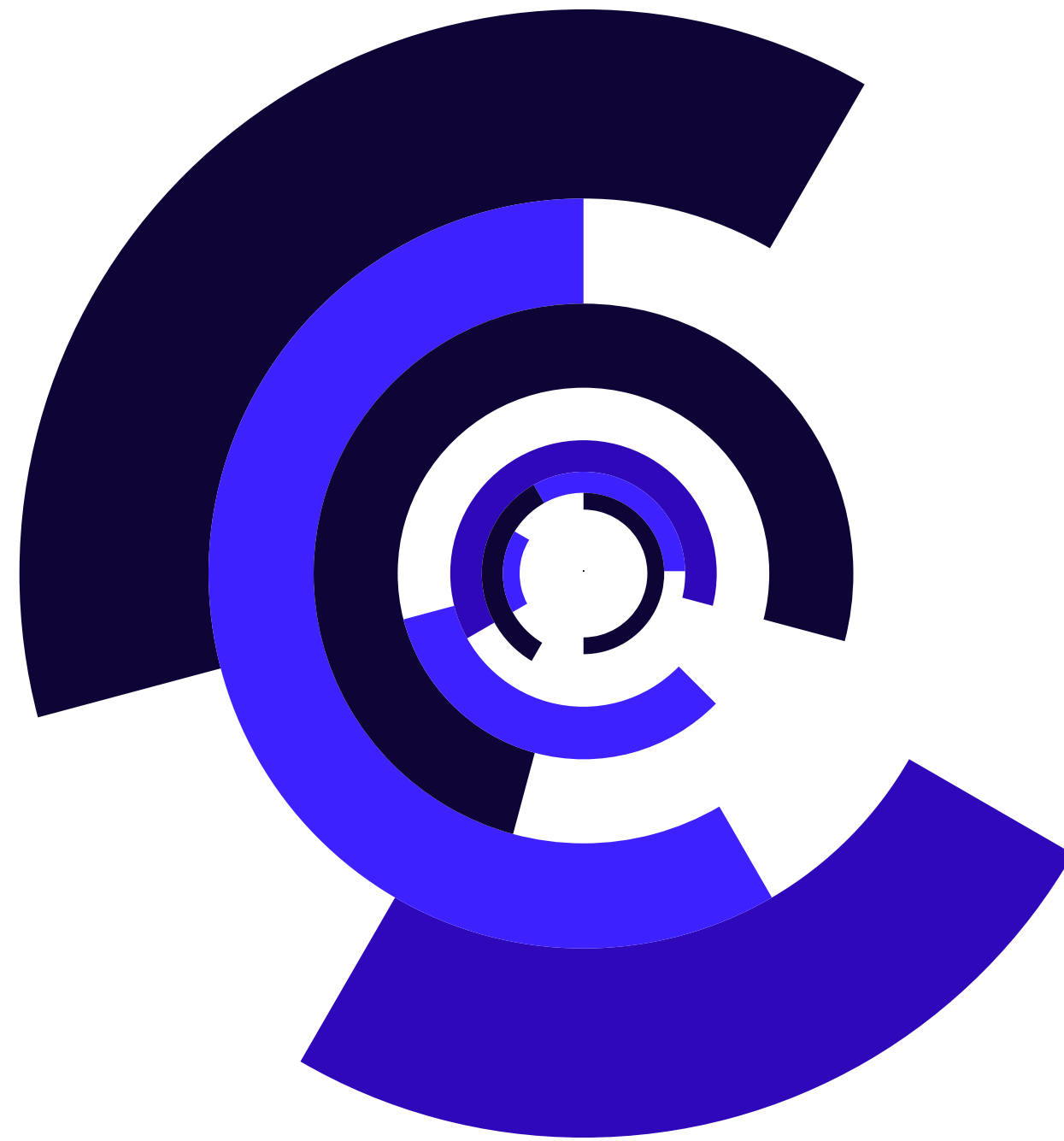
0 1 2 3 4 5 6 7 8 9

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.

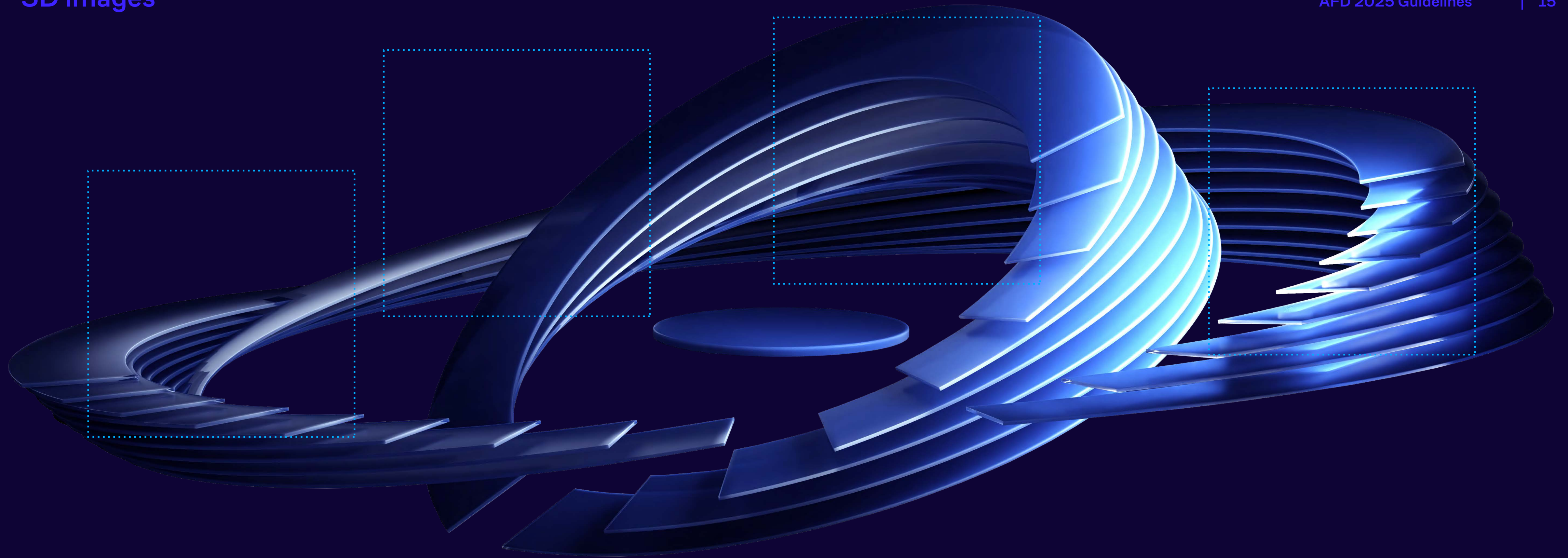


The identity is enhanced by a system of geometric patterns that reflect the fluidity of the logo. These patterns help convey a sense of continuity with the AIFC corporate identity, where similar graphic elements are also featured.

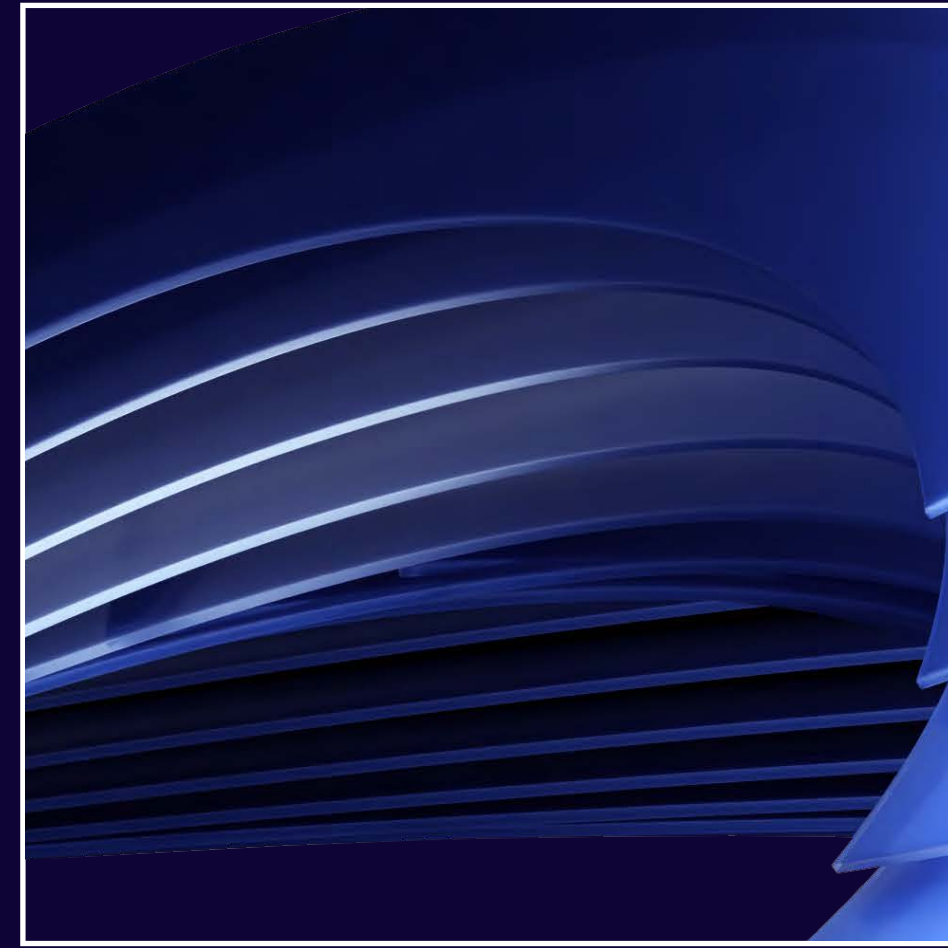
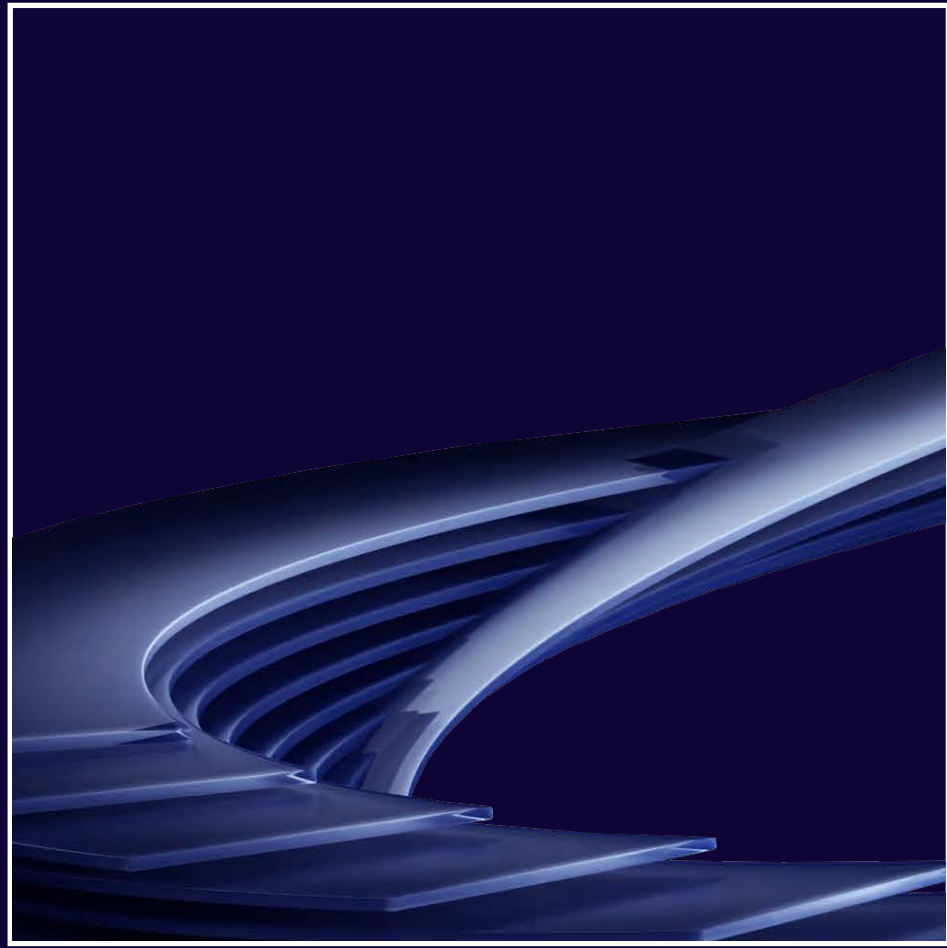




The branded, stylized illustrations build on the cyclic nature of the logo, with arcs spaced to expand outward from the center. These illustrations are more layered and detailed, making them suitable for use as background elements.

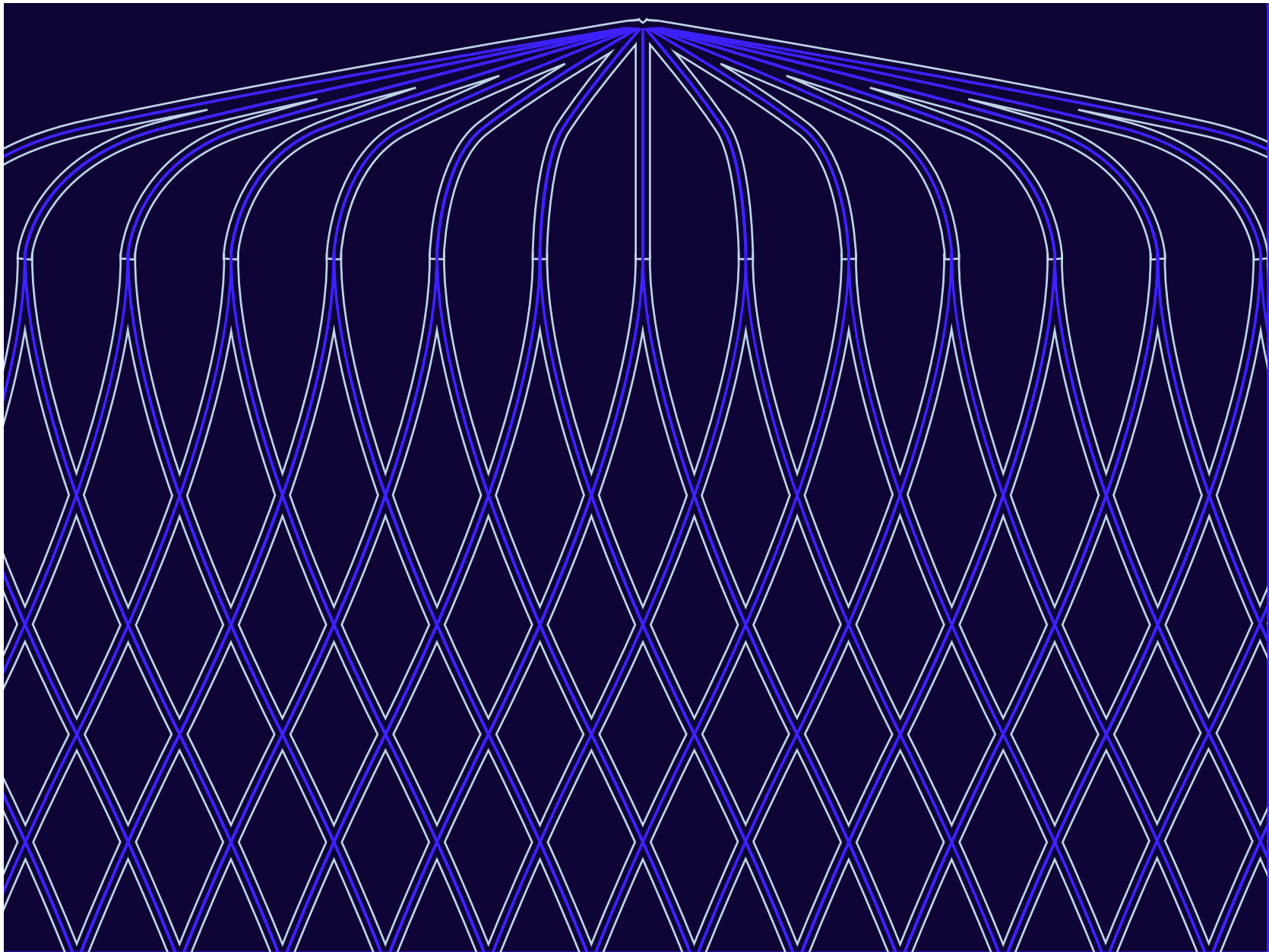


A complex, abstract shape forms the basis, with details that can be layered or used individually. This design is a 3D interpretation of the logo, where the center appears as a disc with slightly offset, overlapping arcs.

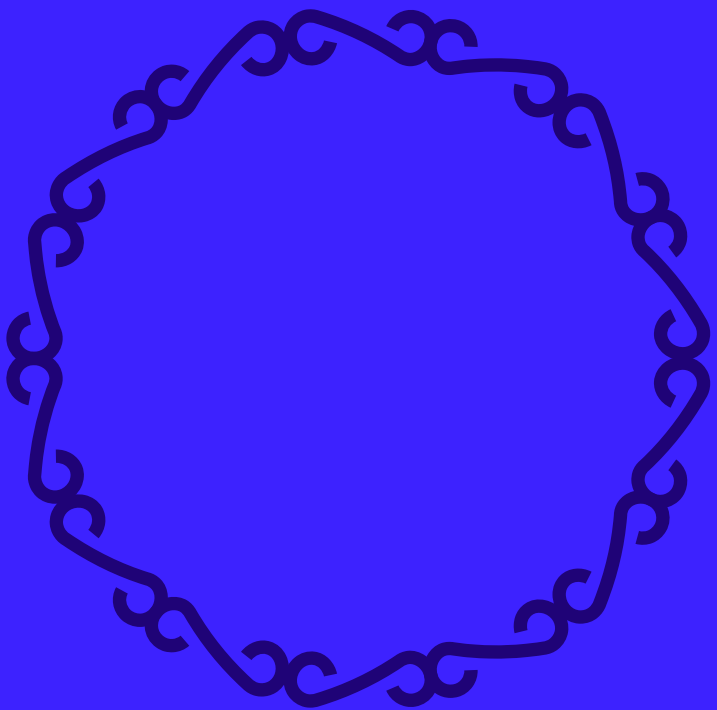
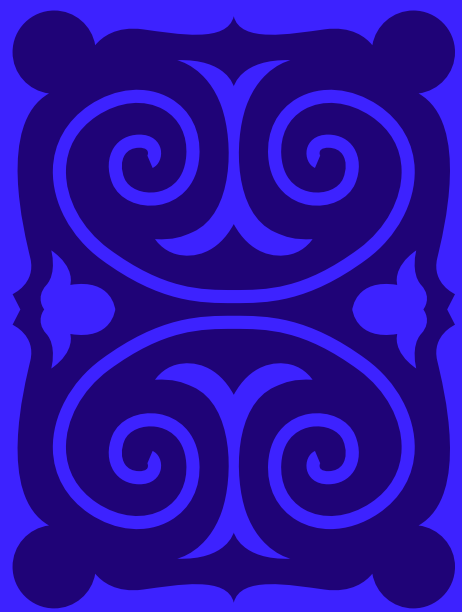


These original 3D illustrations combine abstract shapes with symbolic meaning. The background can be adjusted depending on the text layout to ensure readability.

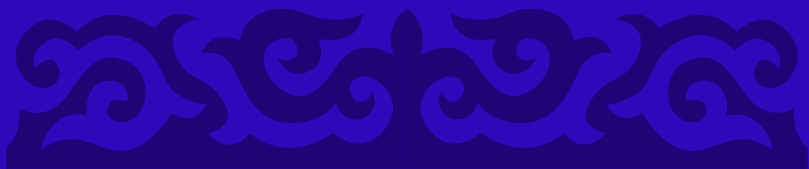
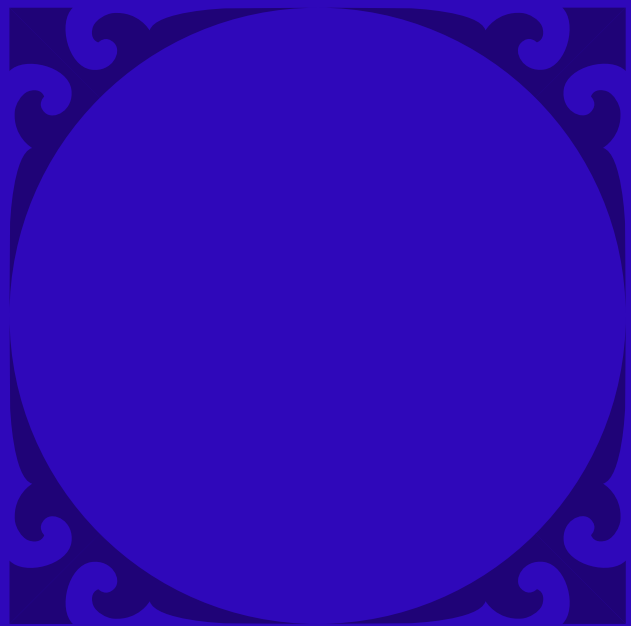
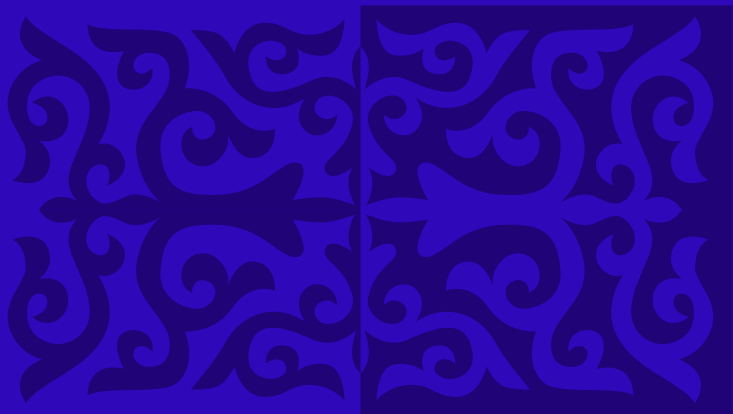
In 2025, the brand identity was enriched with national elements — the yurt became a visual metaphor, with its wooden geometric framework and koshma (felt covering) featuring ethnic ornaments. Within the framework of AFD, these elements are actively incorporated into design materials to convey the distinctiveness and uniqueness of Kazakhstan, both at local and international events.



Motif of wood carving

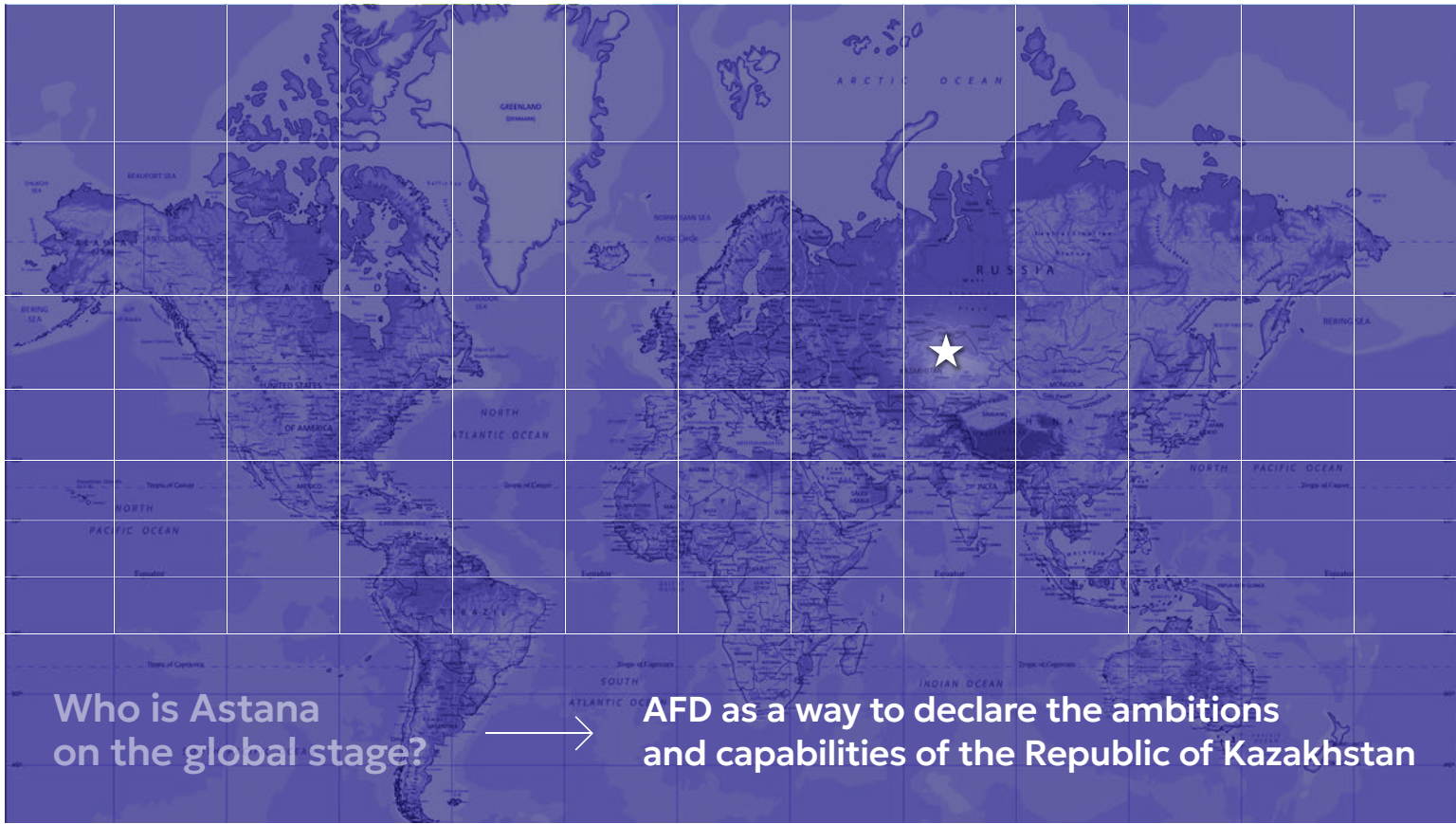


Motif of koshma

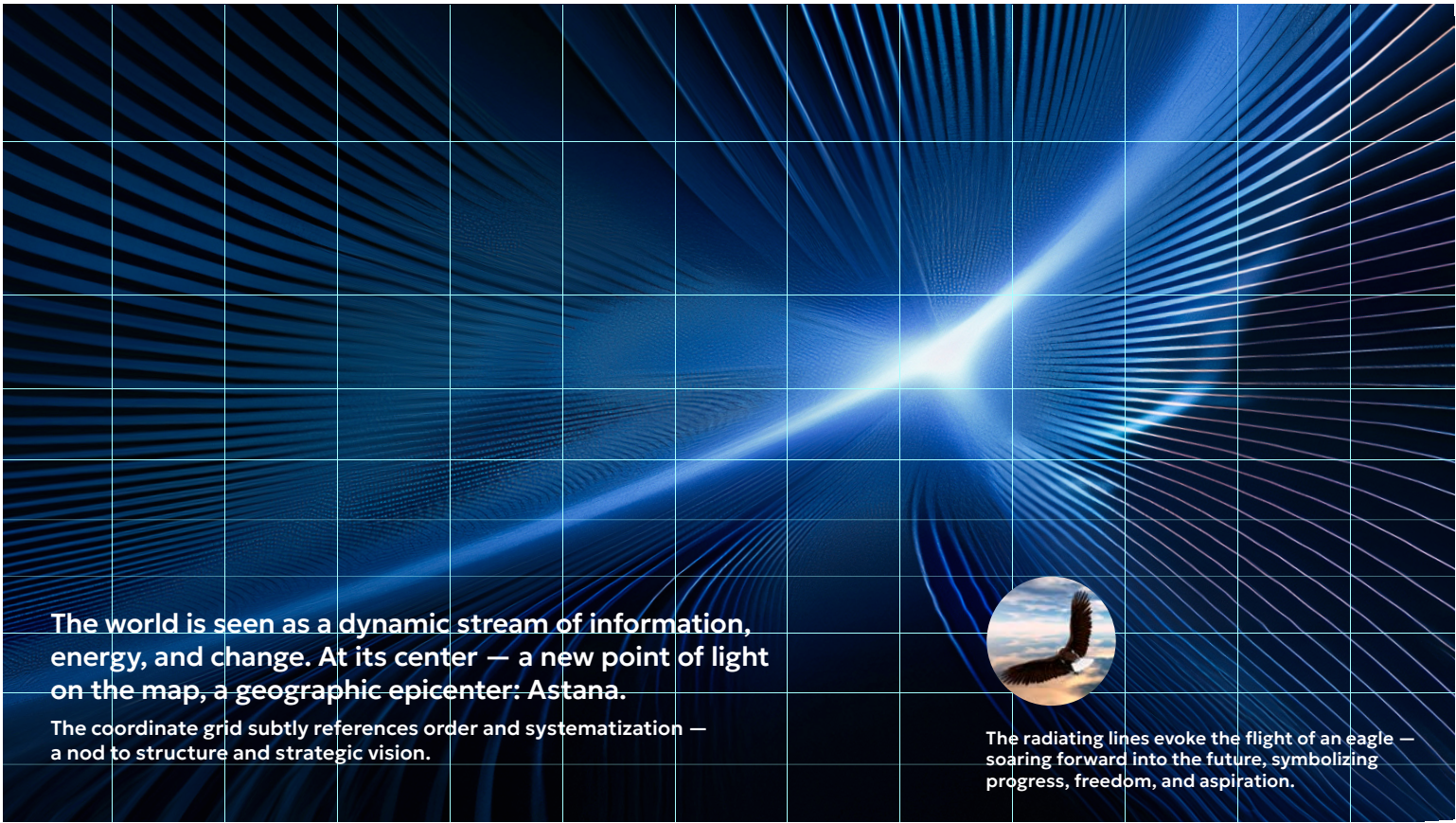




In static visuals, it is recommended to remove the grid while preserving the logical structure of the segmented parts. Coloring and shading are left to the designer's discretion. It is also permitted to integrate ornaments and photographs into "geographic pixels".



As a continuation of the established guidelines, a key visual was developed in the brand's color palette. The lines are curved and appear to reach toward the light, representing streams of energy — all directed toward Astana, the brightest highlight on the canvas.



The foundation of the key visual is a gridded world map with meridians and parallels, where the coordinates of Astana are marked by a bright dot — symbolizing new opportunities on the global stage.

Digital



Print



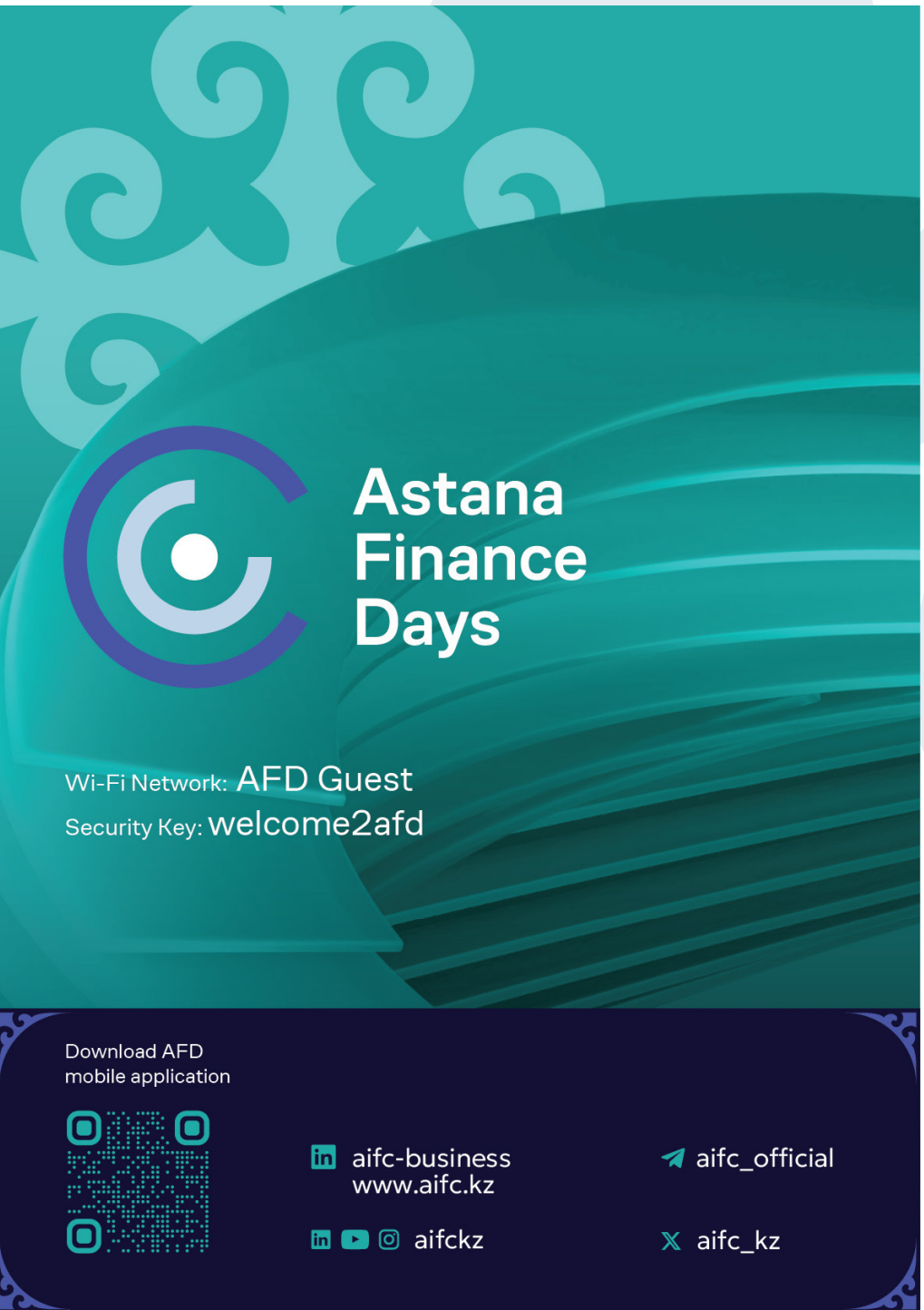
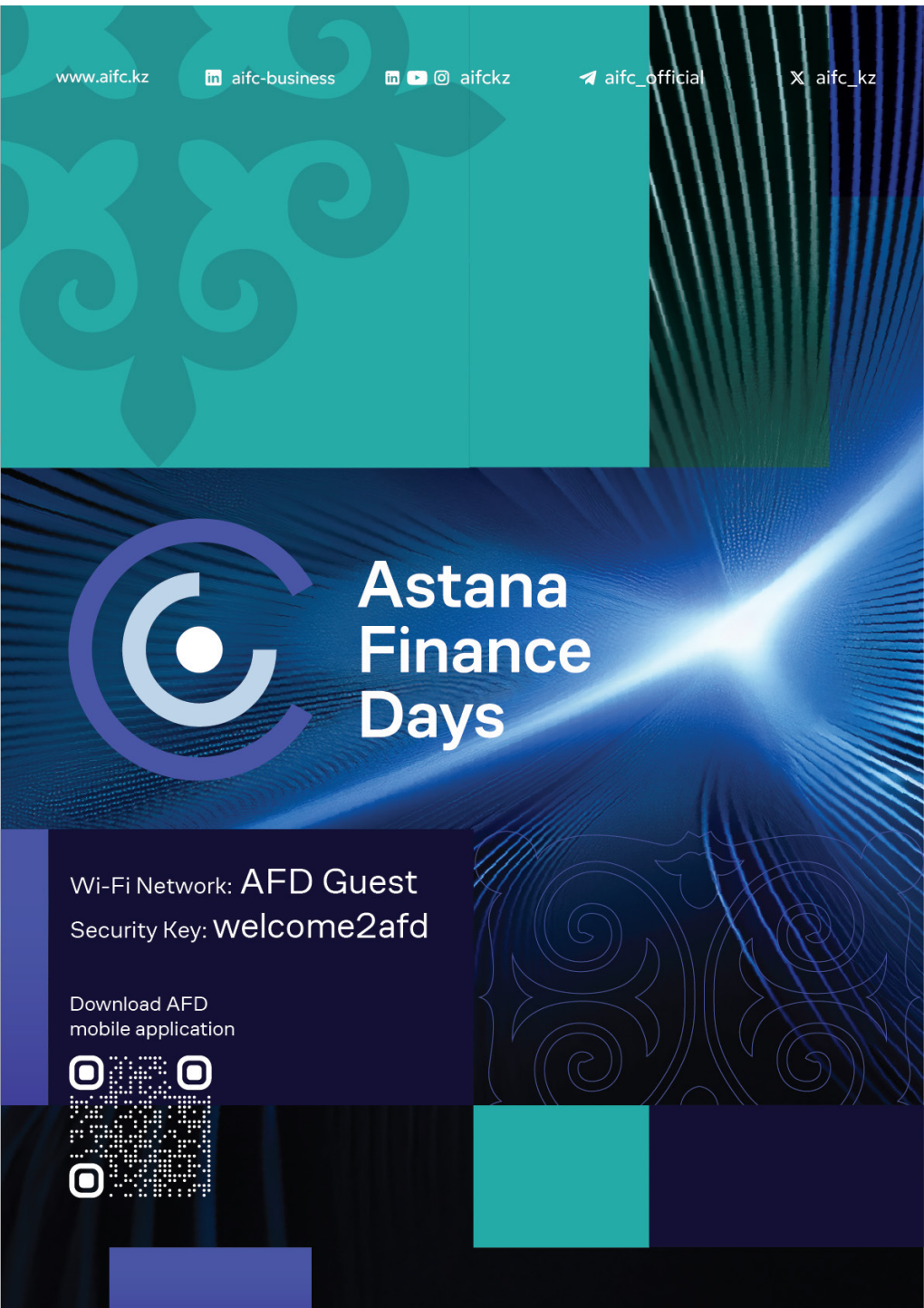
II. Branded Assets



General

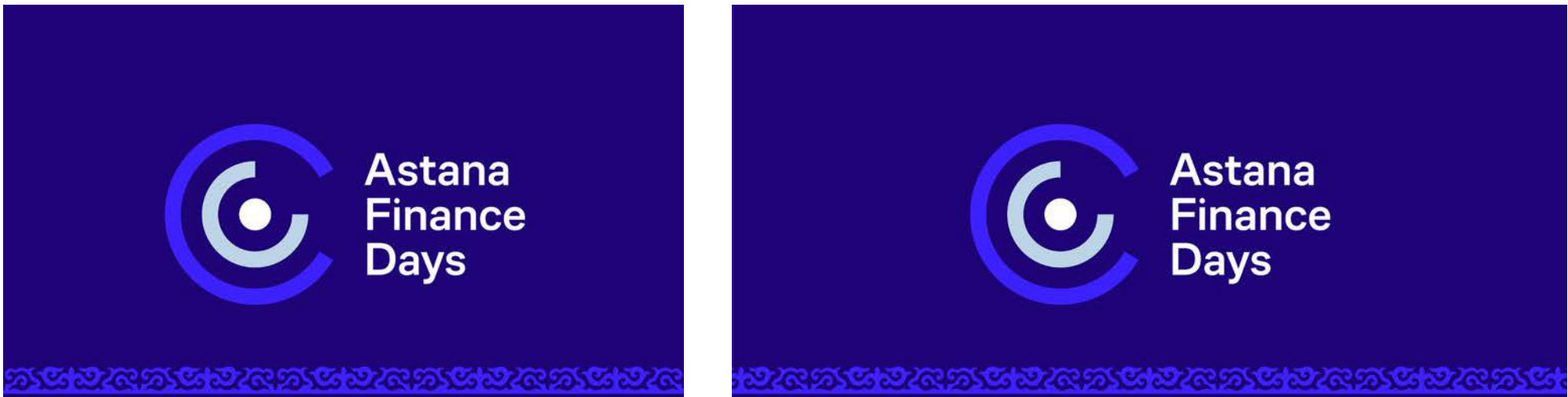


Wi-Fi Network



Navigation system: registration sticker, 1.1x2.37m, 1.35x2.37m

Option 1



4-5 September 2025

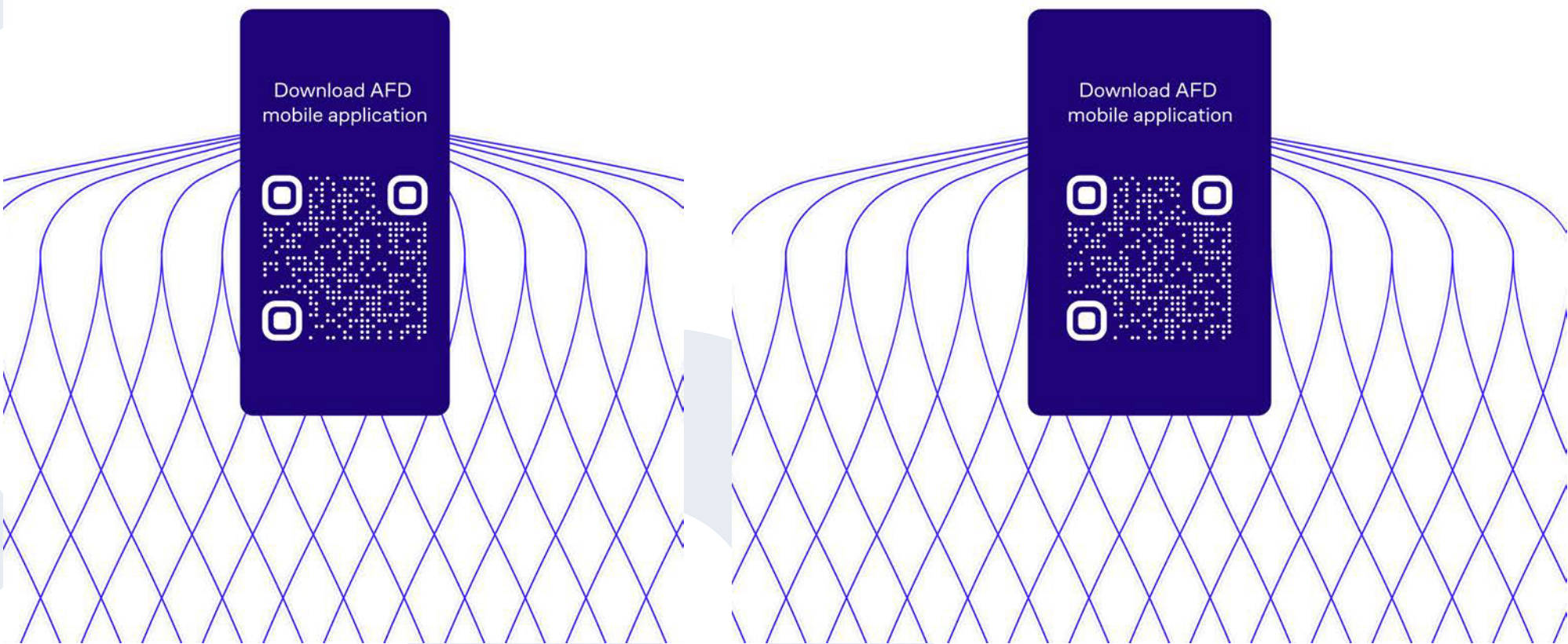
4-5 September 2025

REGISTRATION

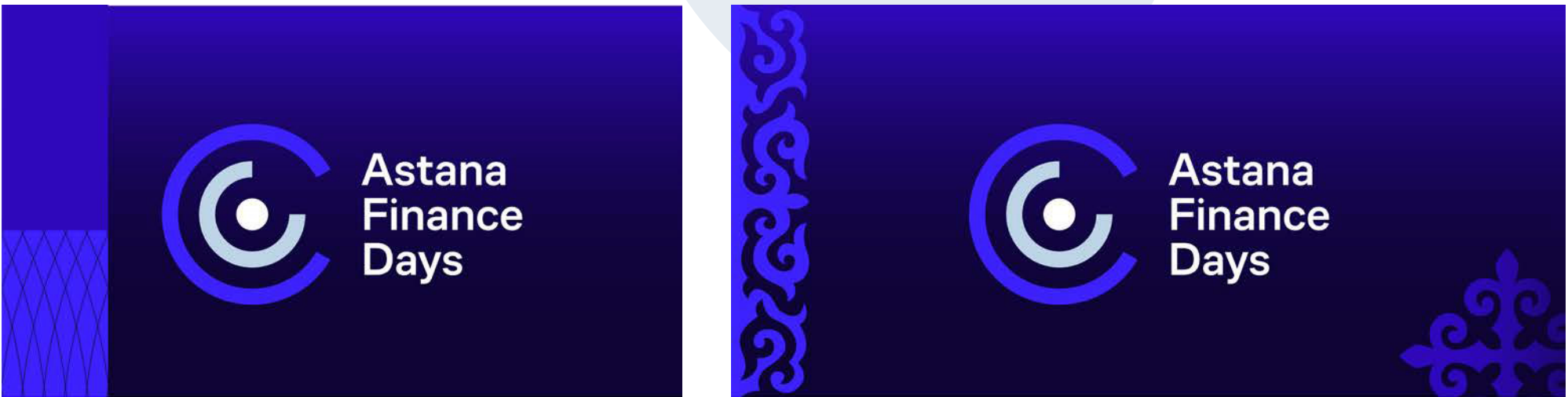
ТІРКЕУ | РЕГИСТРАЦИЯ

REGISTRATION

ТІРКЕУ | РЕГИСТРАЦИЯ



Option 2



4-5 September 2025

4-5 September 2025

REGISTRATION

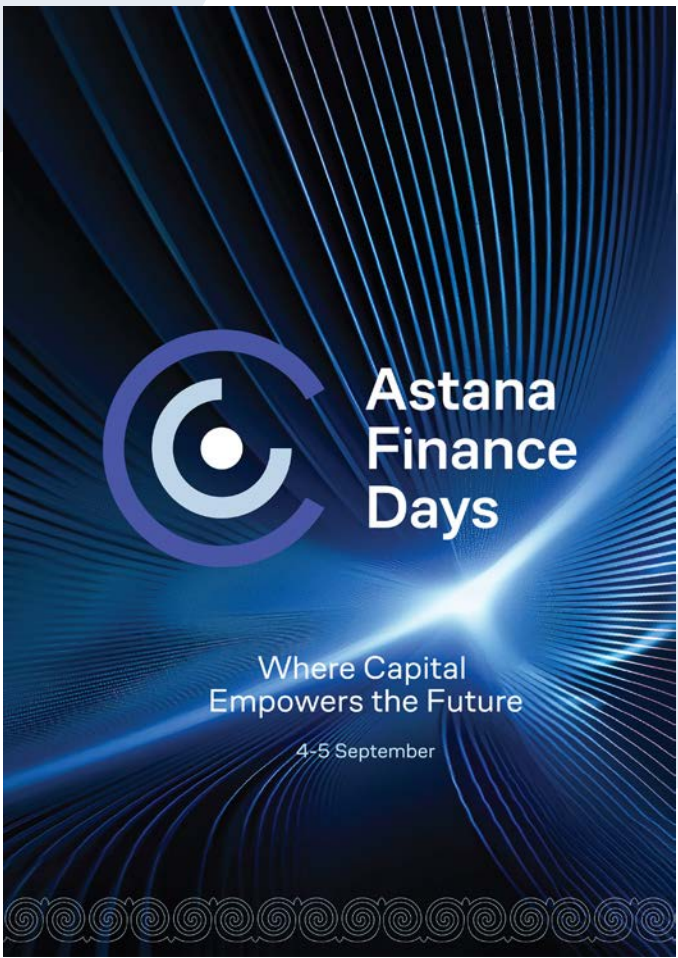
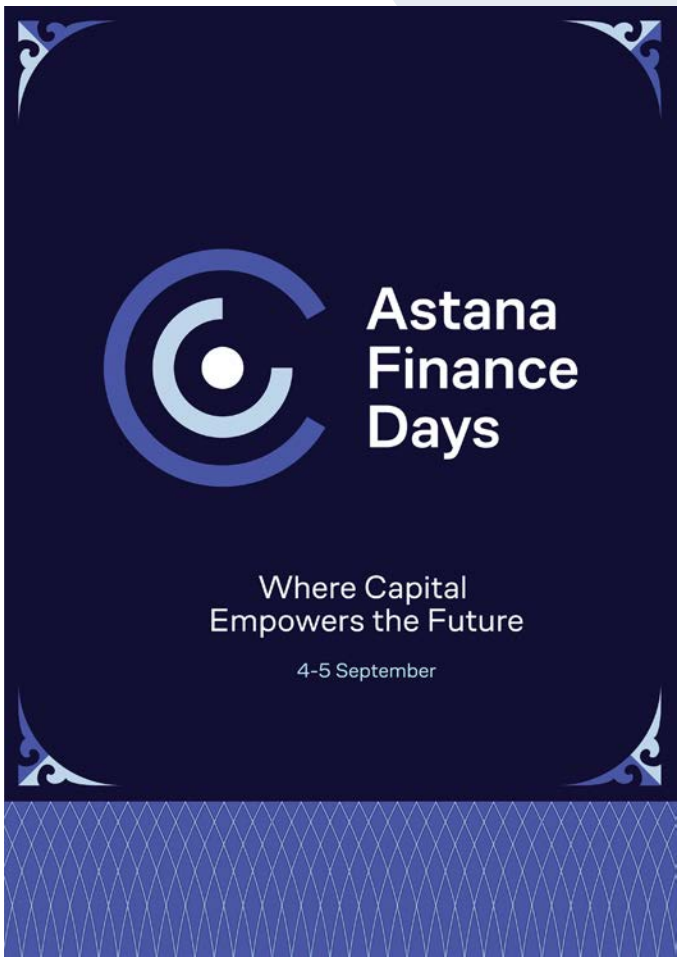
ТІРКЕУ | РЕГИСТРАЦИЯ

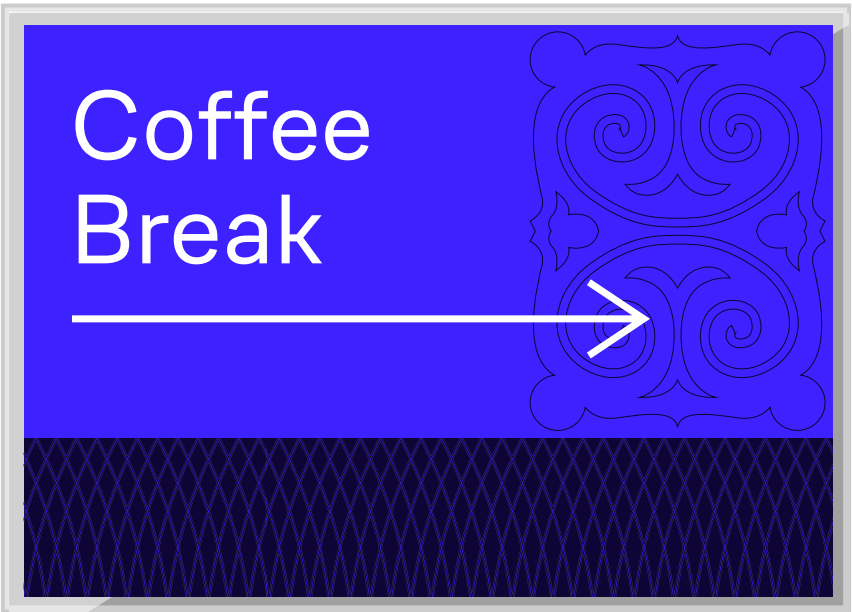
REGISTRATION

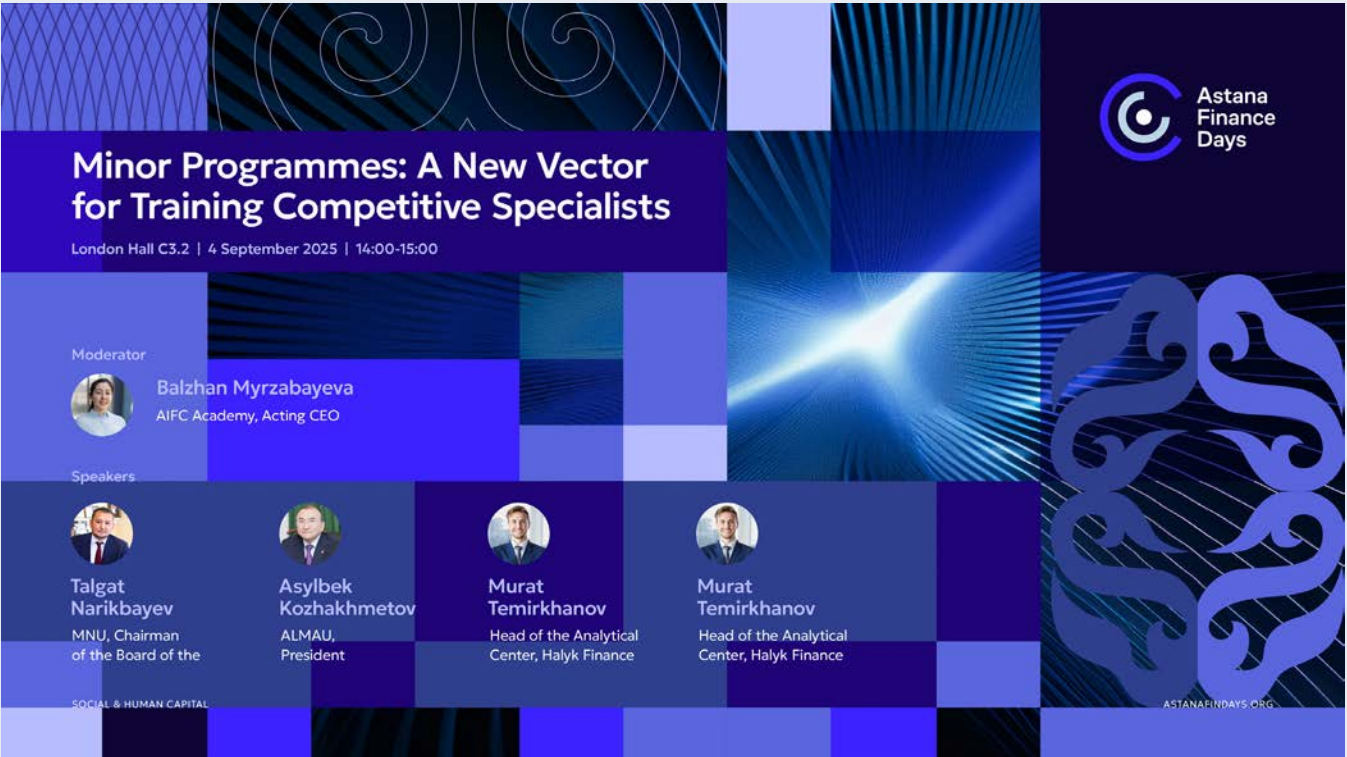
ТІРКЕУ | РЕГИСТРАЦИЯ



Preview











**Astana
Finance
Days**

Kazakhstan's Economic Outlook: Emerging Trends and Capital Market Implications

London Hall C3.2 | 4 September 2025 | 14:00-15:00

Moderator



Lorem Ipsum
Lorem ipsum lorem ipsum




**Astana
Finance
Days**

Future of the AIFC Law

Moderator



Aida Mukuzhanova
Director of Legal Support Department



**Astana
Finance
Days**

Developments and Outlook for Mining Finance in Kazakhstan and the Role of AIFC

London Hall C3.2 | 4 September 2025 | 14:00-15:00

Moderator



Ainur Kapparova
Head of Mining PMO, AIFC

Speakers



Tim Barry
Arras Minerals
CEO



Alex Walker
East Star Resources
CEO



Sean Gregory
Sarytogan Graphite
CEO



Aida Alzhanova
Deputy CEO
for Strategic
Development



Timur Odilov
Holler Lomax,
Partner



**Temirlan
Mukhanbetzhanov**
Board member,
AIFC




**Astana
Finance
Days**

Minor Programmes: A New Vector for Training Competitive Specialists

London Hall C3.2 | 4 September 2025 | 14:00-15:00

Moderator



Balzhon Myrzabayeva
AIFC Academy, Acting CEO




**Talgat
Narikbayev**
MNU, Chairman
of the Board of the



**Asylbek
Kozhakhmetov**
ALMAU,
President



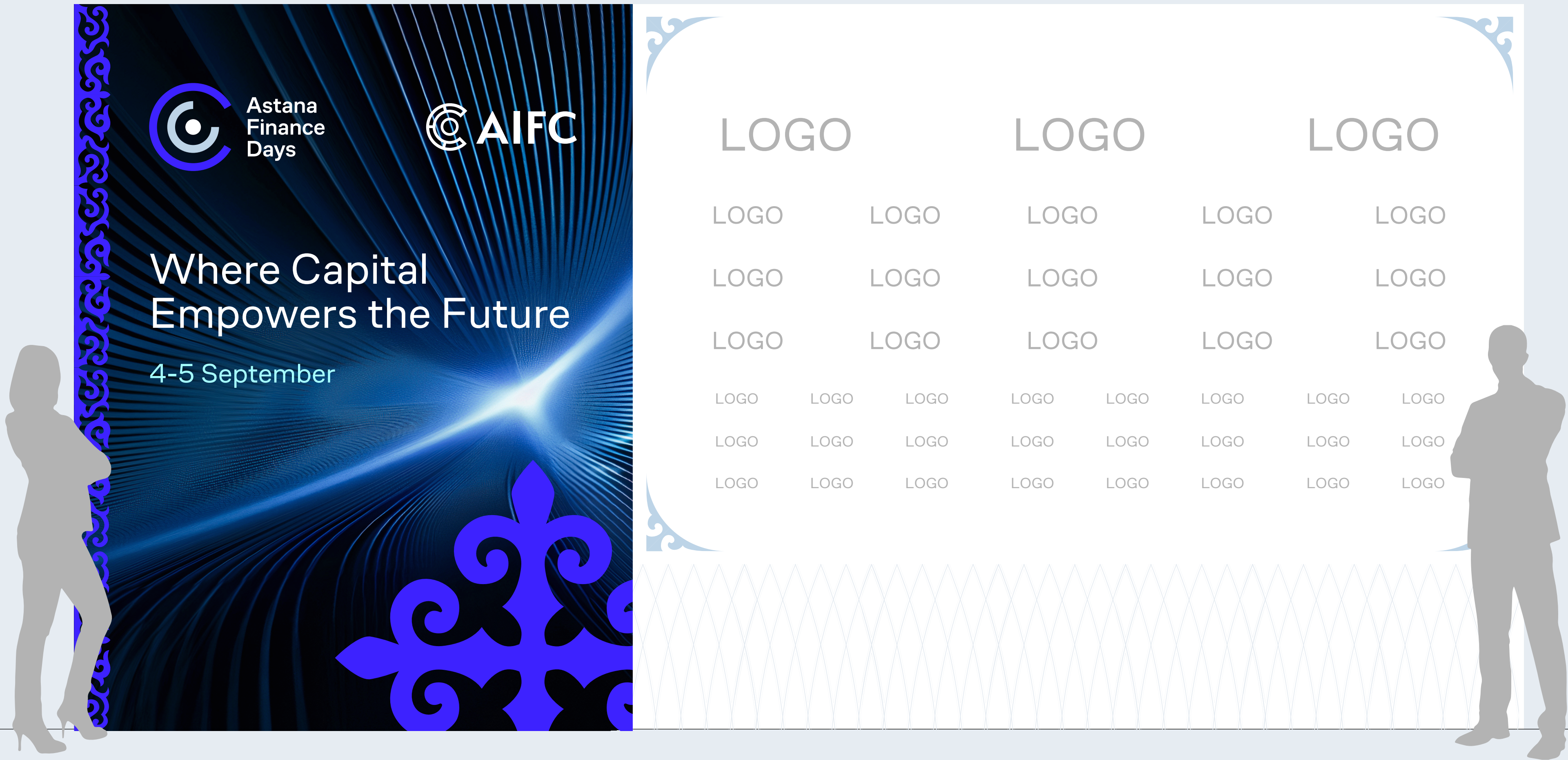
**Murat
Temirkhanov**
Head of the Analytical
Center, Halyk Finance



**Murat
Temirkhanov**
Head of the Analytical
Center, Halyk Finance



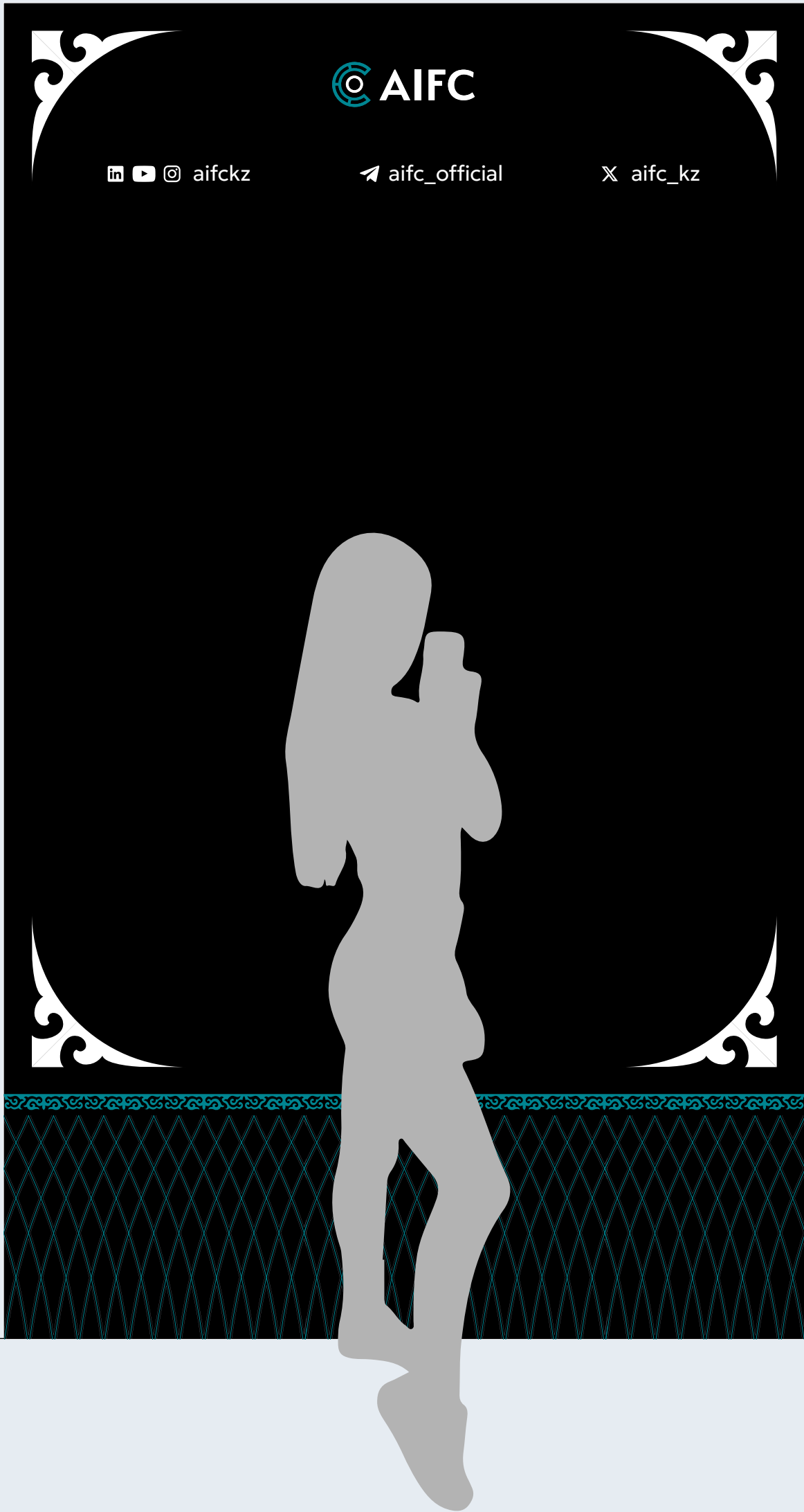




AFD



AIFC





option 1



option 2



option 3





Agenda



| 4 th September | | C 3.4 AIX Trading Hall |
|---------------------------|--|---------------------------|
| 09:00-10:00 | AFD Plenary Session on the Power of Portfolio Investments: Strengthening Financial Markets in Central Asia Timur Suleimenov, Renat Bekturov | Financial Capital |
| 10:00-10:30 | All in Finance Timur Suleimenov, Renat Bekturov | |
| 10:30-11:30 | Kazakhstan-Gulf Cooperation Timur Suleimenov, Renat Bekturov | |
| 12:00-13:00 | Kazakhstan's Economic Maxim Kabanov, Roman Goryunov | |

| 5 th September | | C 3.4 AIX Trading Hall |
|---------------------------|--|---------------------------|
| 09:00-10:00 | Kazakhstan and MENAT (AIX) Timur Suleimenov, Renat Bekturov, Serik Kozymbayev | Financial Capital |
| 10:00-10:30 | Developing local ETFs in Kazakhstan (AIX) Timur Suleimenov, Renat Bekturov | |
| 10:30-11:30 | FEAS Talks: Turning Challenges into Growth Points (AIX) Timur Suleimenov, Renat Bekturov | |
| 12:00-13:00 | The Evolution of Digital Assets Regulation (AFSA) Maxim Kabanov, Roman Goryunov, Yerlan Sydykov, Serik Kozymbayev | |

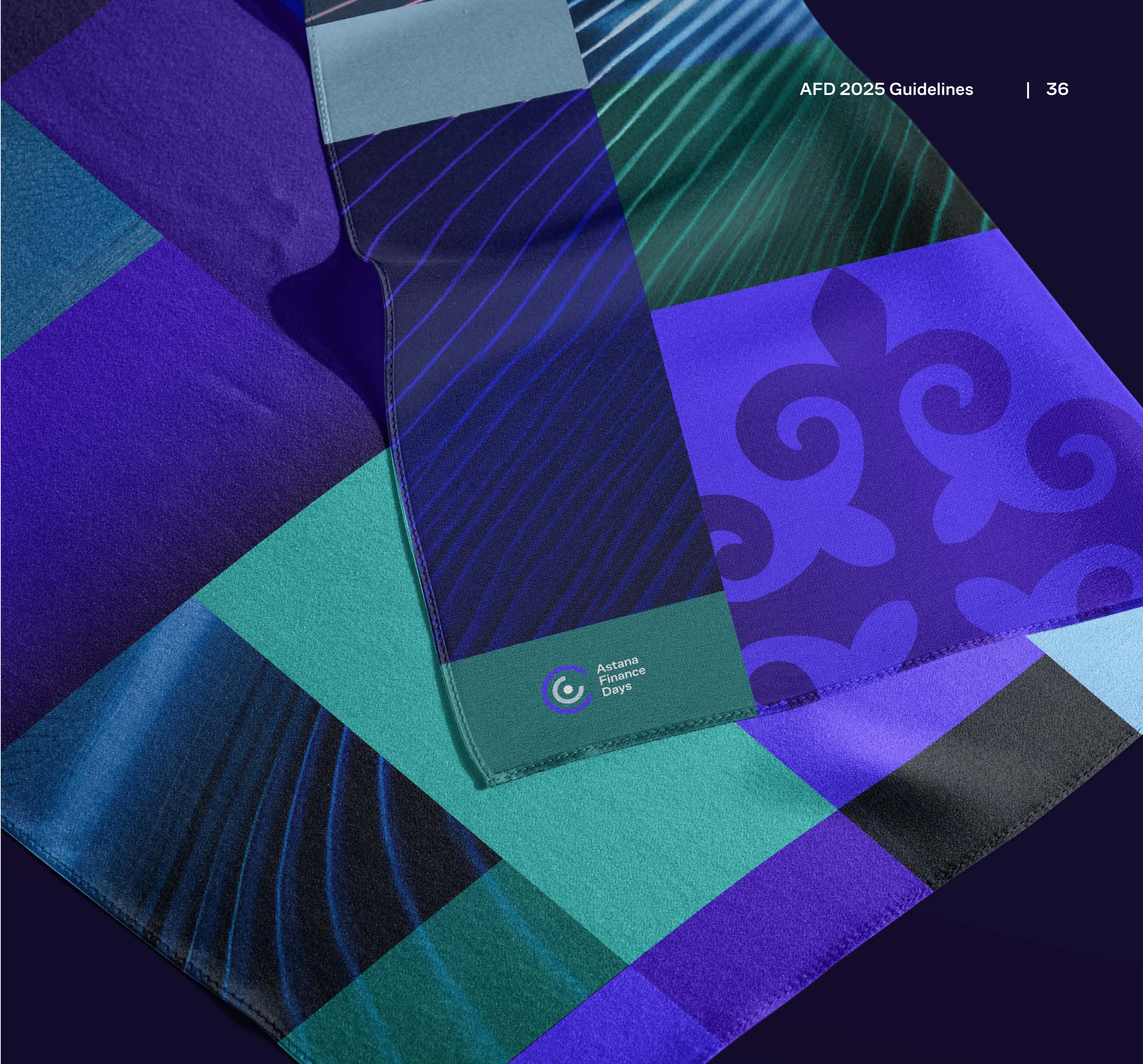
| 4 th September | | C 3.4 AIX Trading Hall |
|---------------------------|--|---------------------------|
| 09:00-10:00 | AFD Plenary Session on Infrastructure Investment to the Emerging Markets Timur Suleimenov, Renat Bekturov | Capital |
| 10:00-10:30 | Developments and Outlook for Mining Finance in Kazakhstan and the Role of AIFC Timur Suleimenov, Renat Bekturov | |
| 10:30-11:30 | Clean Power in Action: Energy Certificates (C) Timur Suleimenov, Renat Bekturov | |
| 5 th September | | C 3.4 AIX Trading Hall |
| 09:00-10:00 | Allies in Green: The Role of IFIs and Development Banks in Sovereign Green Bonds (GFC) Timur Suleimenov, Renat Bekturov | Capital |
| 10:00-10:30 | Green Finance Awards 2025 (GFC) Timur Suleimenov, Renat Bekturov, Yerlan Sydykov, Serik Kozymbayev | |
| 10:30-11:30 | Creative Capital: Transforming Ideas into Assets (Creative) Timur Suleimenov, Renat Bekturov | |
| 12:00-13:00 | Kazakhstan's Aviation Horizon (Aviation Hub) Maxim Kabanov, Roman Goryunov, Yerlan Sydykov, Serik Kozymbayev | |

| 4 th September | | C 3.4 AIX Trading Hall |
|---------------------------|---|---------------------------|
| 09:00-10:00 | AI/ML City Regulation Timur Suleimenov, Renat Bekturov | Capital |
| 10:00-10:30 | Regulating the Future: Financial Markets (AF) Timur Suleimenov, Renat Bekturov | |
| 10:30-11:30 | The AIFC Court & IAC: The Future of Investment Timur Suleimenov, Renat Bekturov | |
| 10:30-11:30 | Future of the AIFC Law Timur Suleimenov, Renat Bekturov | |
| 5 th September | | C 3.4 AIX Trading Hall |
| 09:00-10:00 | How Human Capital Shapes the Future of Digital Payments and Custody (AFSA) Timur Suleimenov, Renat Bekturov | Institutional Capital |
| 10:00-10:30 | Data Protection in Financial Hubs (Legal) Timur Suleimenov, Renat Bekturov | |
| 10:30-11:30 | Business of Ideas: Legal and Practical Aspects of IP Protection (Legal) Timur Suleimenov, Renat Bekturov, Yerlan Sydykov, Serik Kozymbayev | |
| 10:30-11:30 | AIFC Dialogue on Investment & Migration (Expat) Timur Suleimenov, Renat Bekturov, Yerlan Sydykov, Serik Kozymbayev | |





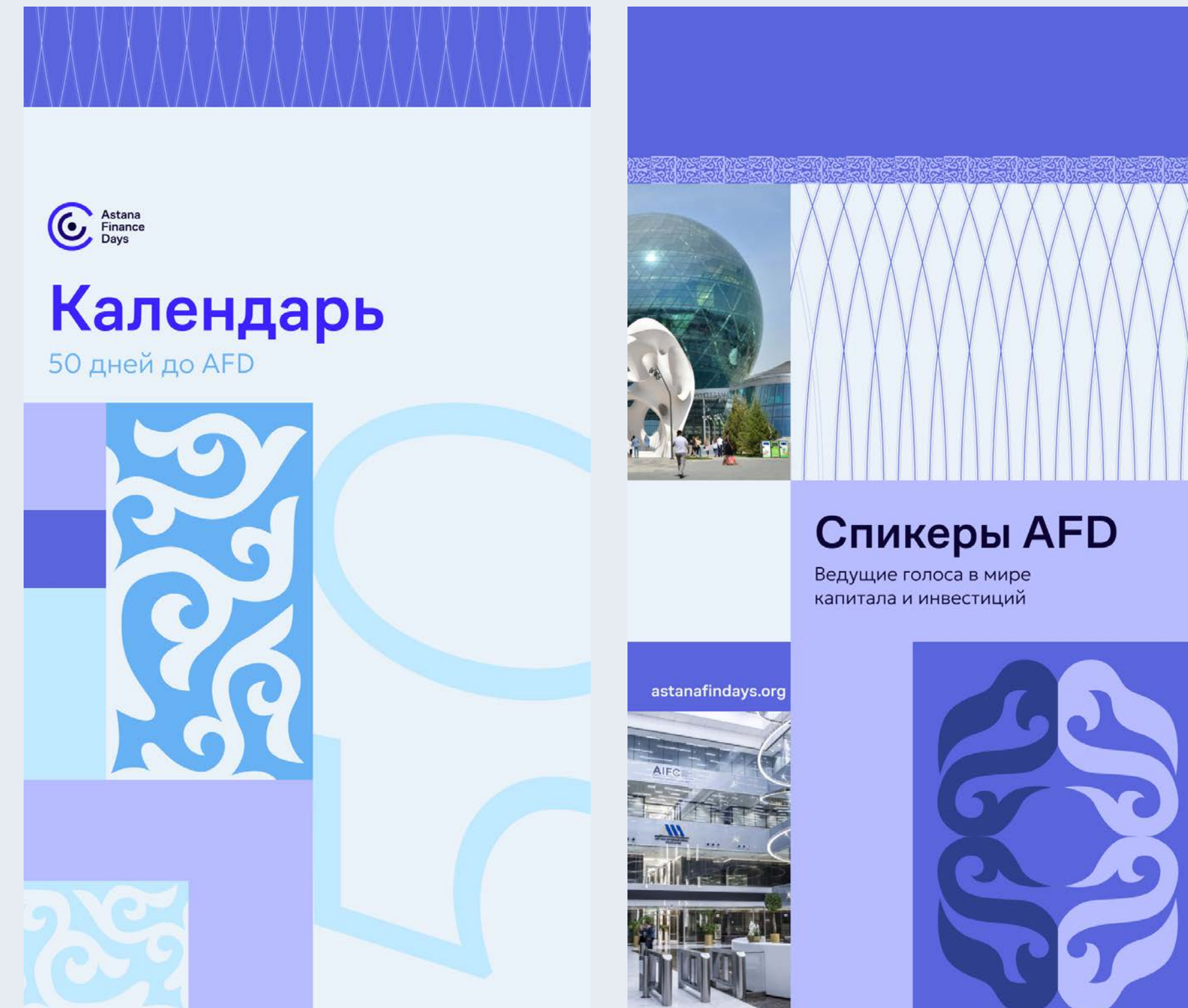
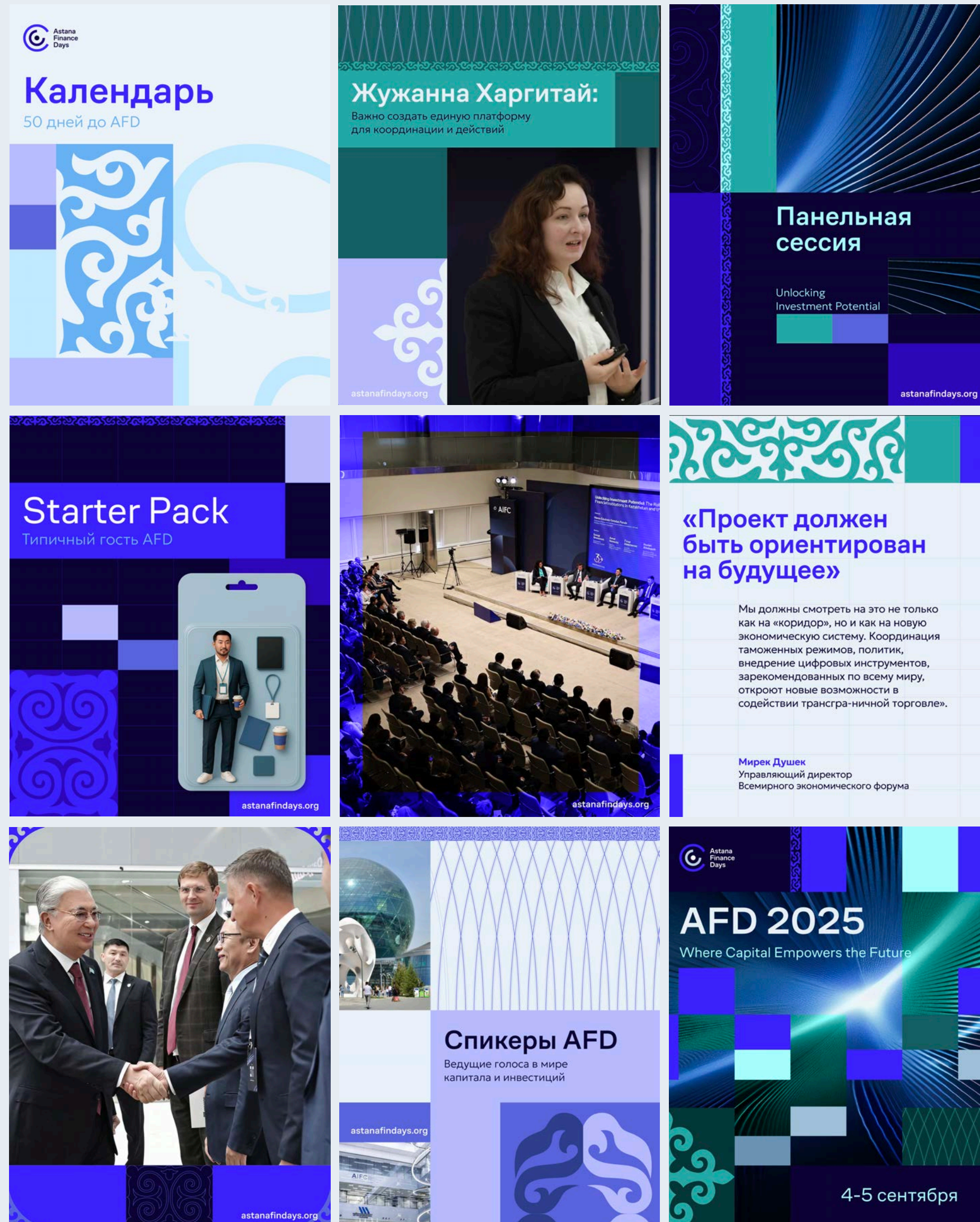
Merch: scarf, thermocup

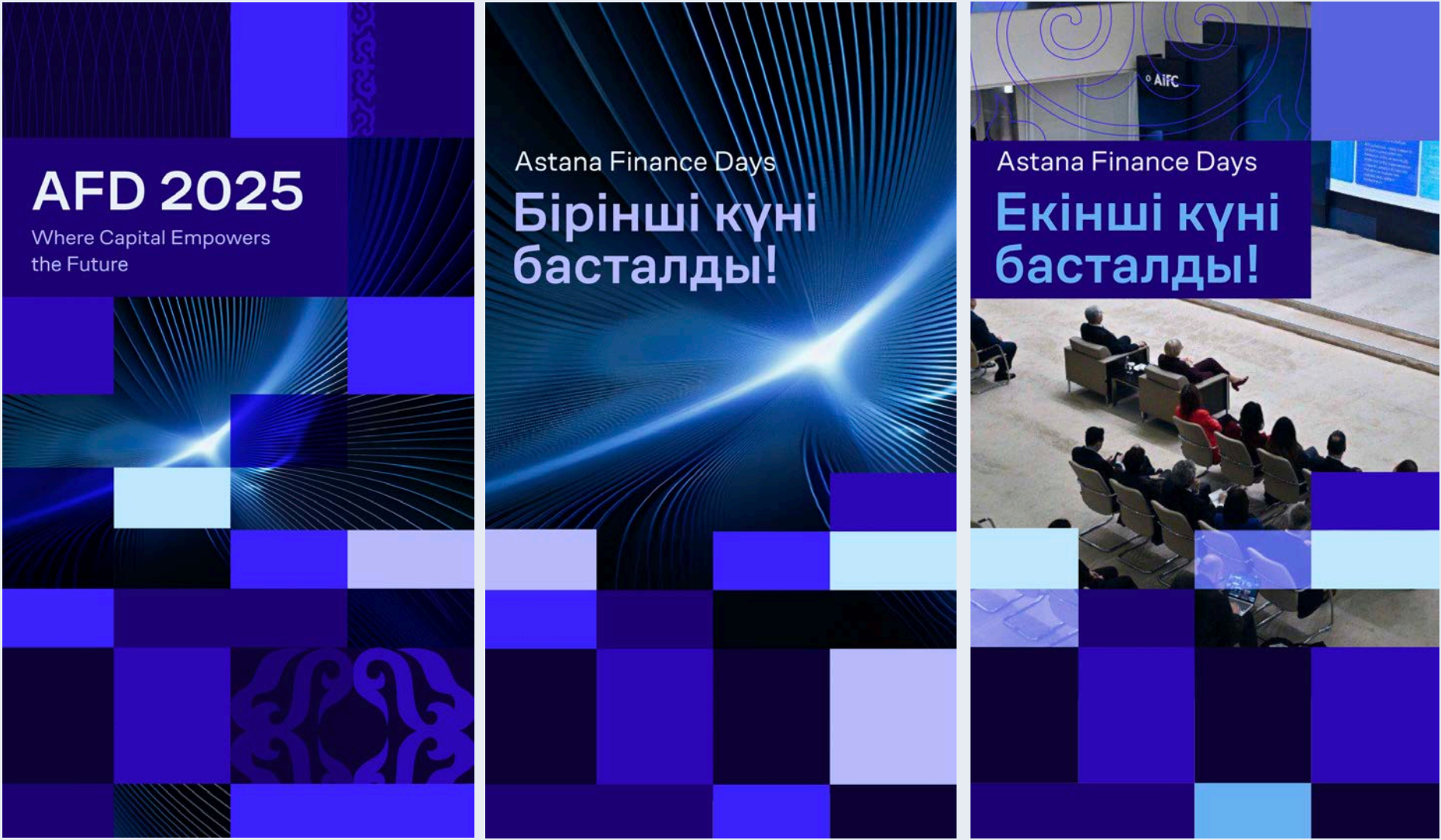


Badges













Thank You!