

VISUAL IDENTITY GUIDELINES



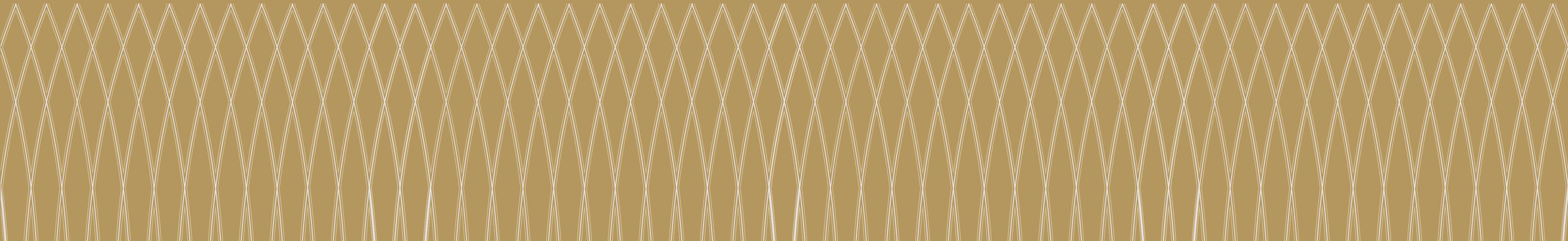
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# I. Corporate identity



## Logo: Ethnic version

The logo with national elements mirrors the primary form of the original design but differs in the central element: instead of a core, it features an ornament. This ornament is a stylized motif from a guest tekemet – a symbol of openness, warm hospitality, and unity among clans. In its modern interpretation, the symbol reflects the idea of international cooperation.

This version of the logo is used exclusively in animated intros, where the main logo is temporarily replaced by the ethnic version. It is not recommended for standalone use, as maintaining the integrity of the parent brand identity is essential.

### Light background



### Dark background



## Logo: Symbolism

Each direction of the ornament is based on the shape of a ram's horn – a traditional symbol of wealth, prosperity, and growth. Their orientation toward the four cardinal directions emphasizes openness to the world and a pursuit of harmonious development.

The circle references the original shape of the logo. In Kazakh culture, the circle also holds great significance, symbolizing cyclicity, perfection, and longevity.



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 element of the icon as measurement to form your lockup.

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





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



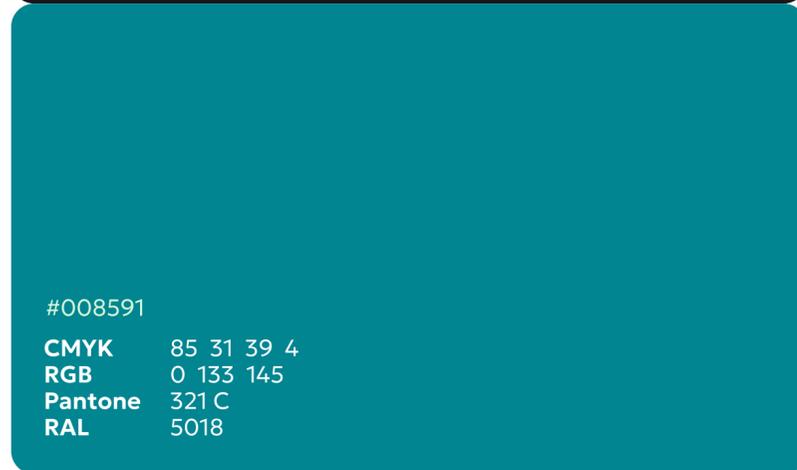
Placing the logo on background colors outside the brand palette, without regard to contrast, is not allowed



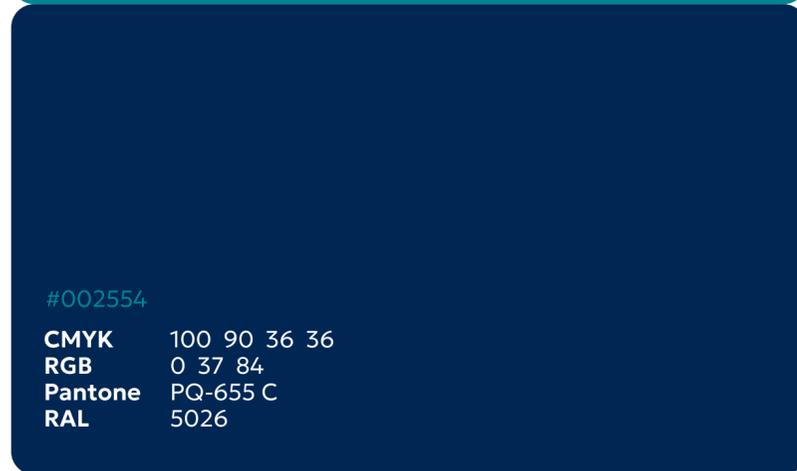
## Main colour palette



#161719  
CMYK 74 68 64 79  
RGB 22 23 25  
Pantone Neutral Black C  
RAL 9005

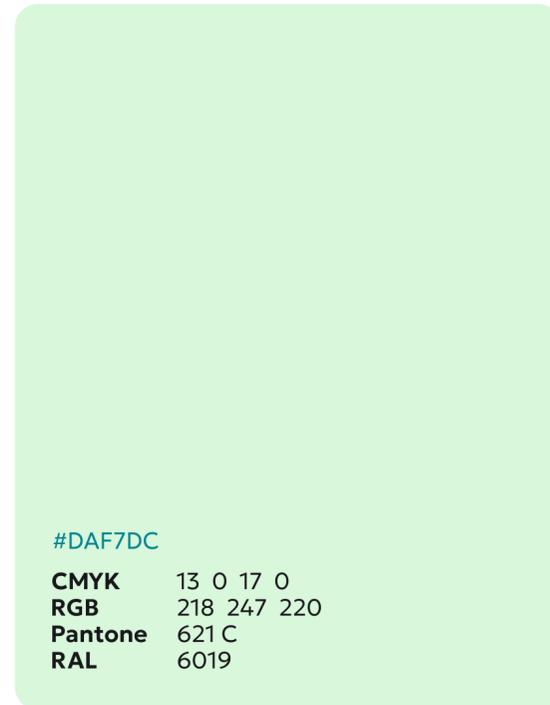


#008591  
CMYK 85 31 39 4  
RGB 0 133 145  
Pantone 321 C  
RAL 5018

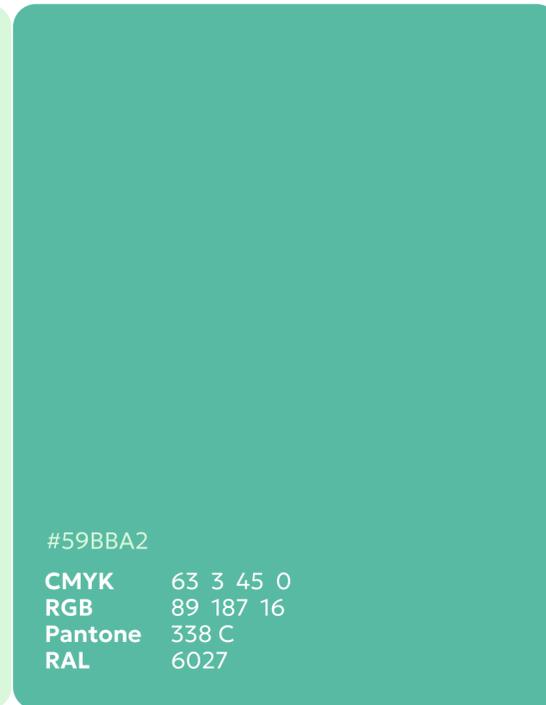


#002554  
CMYK 100 90 36 36  
RGB 0 37 84  
Pantone PQ-655 C  
RAL 5026

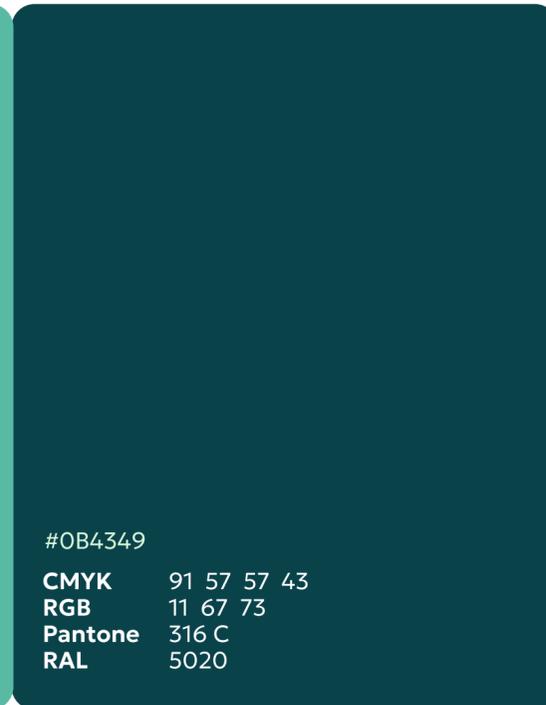
## Secondary colour palette



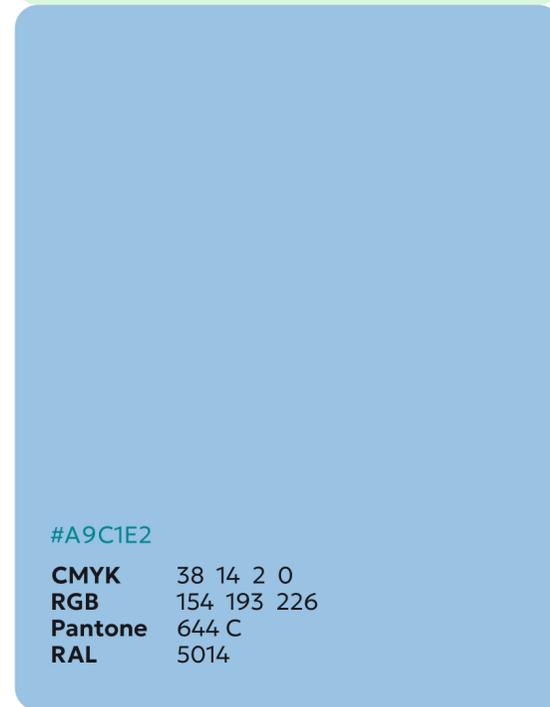
#DAF7DC  
CMYK 13 0 17 0  
RGB 218 247 220  
Pantone 621 C  
RAL 6019



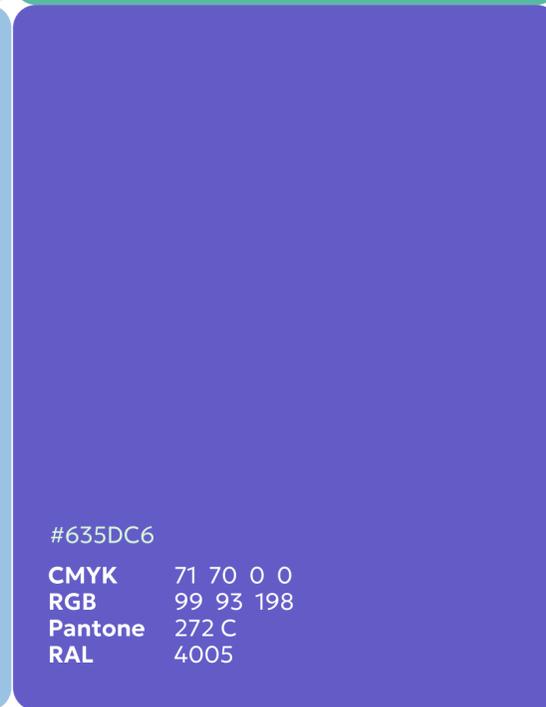
#59BBA2  
CMYK 63 3 45 0  
RGB 89 187 16  
Pantone 338 C  
RAL 6027



#0B4349  
CMYK 91 57 57 43  
RGB 11 67 73  
Pantone 316 C  
RAL 5020



#A9C1E2  
CMYK 38 14 2 0  
RGB 154 193 226  
Pantone 644 C  
RAL 5014



#635DC6  
CMYK 71 70 0 0  
RGB 99 93 198  
Pantone 272 C  
RAL 4005

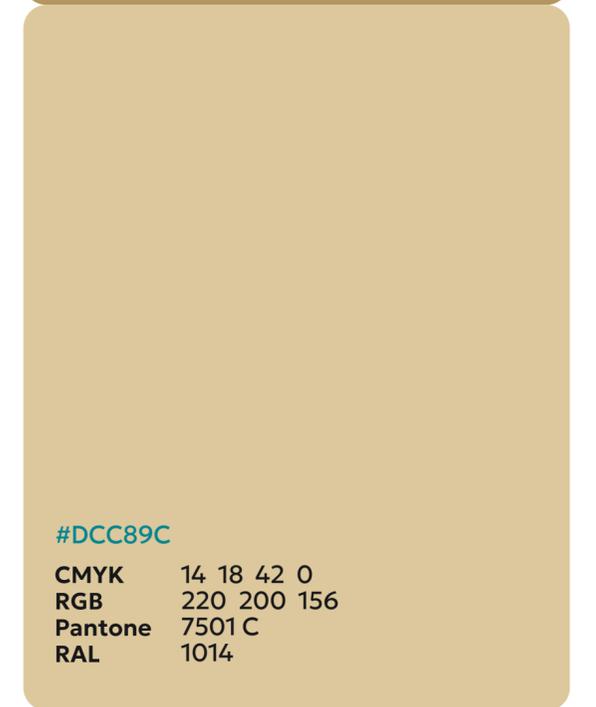


#ED6B1C  
CMYK 2 72 100 0  
RGB 237 107 28  
Pantone 1505 C  
RAL 2008

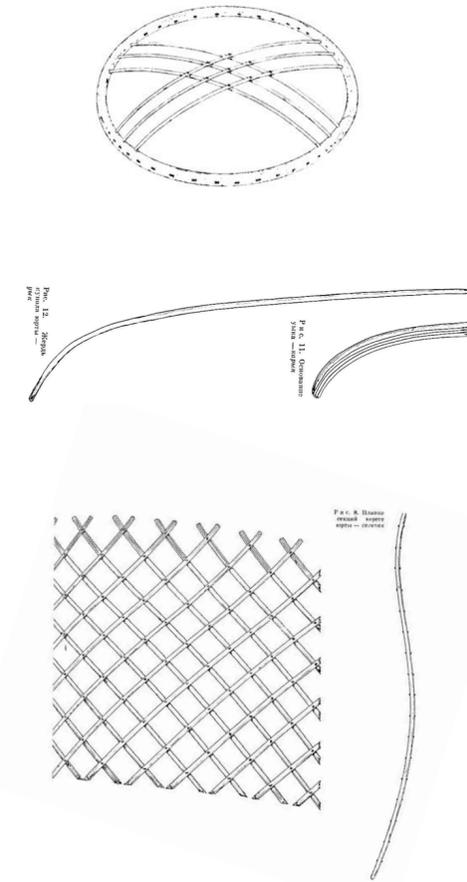
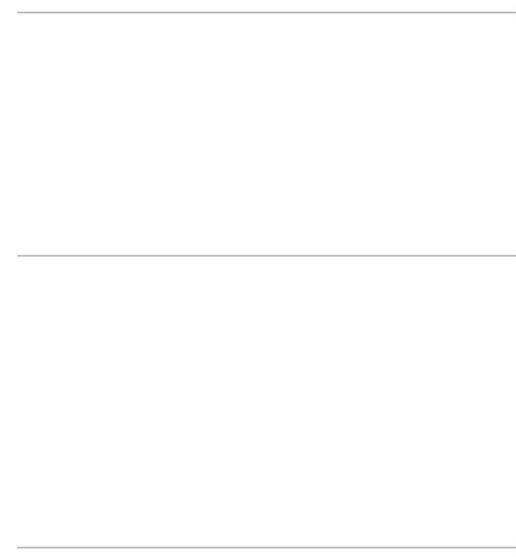
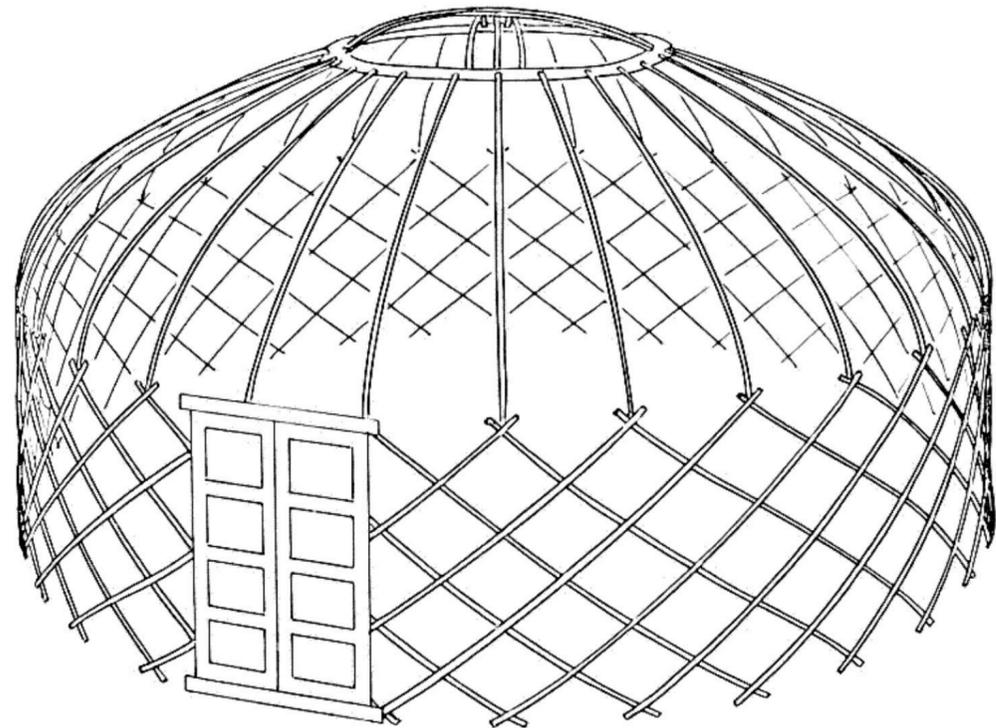
## Ethnic colour palette



#B4965F  
CMYK 29 37 72 4  
RGB 180 150 95  
Pantone 465 C  
RAL 1024



#DCC89C  
CMYK 14 18 42 0  
RGB 220 200 156  
Pantone 7501 C  
RAL 1014



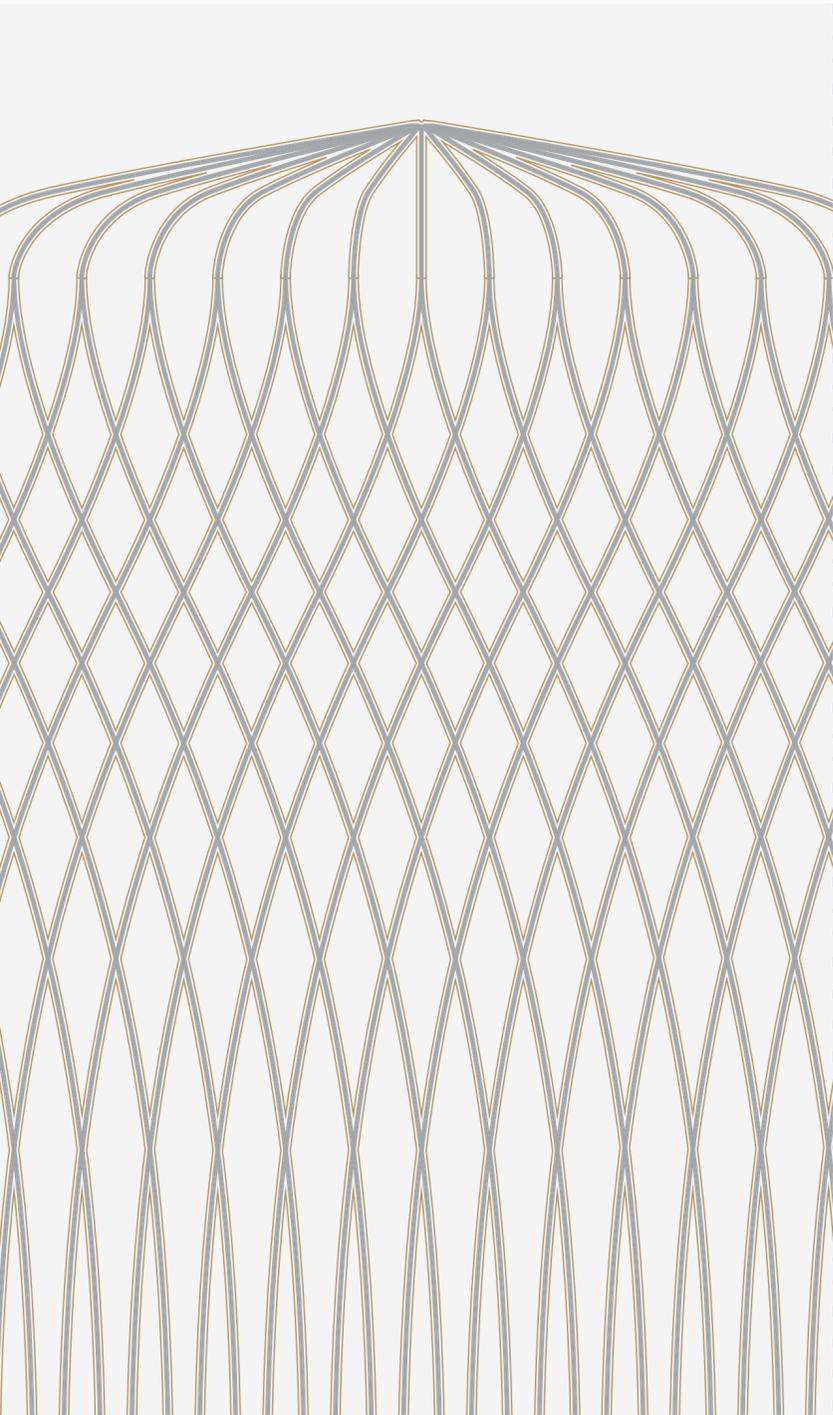
To evolve the brand's visual language, the graphics are based on the motif of the yurt: its geometric frame and the recognizable silhouettes of the shanyrak (central dome ring) and dome structure.

This motif allows for the seamless integration of ethnic elements into AIFC's strict, graphic design style. Moreover, it introduces flexibility and scalability depending on the format size.

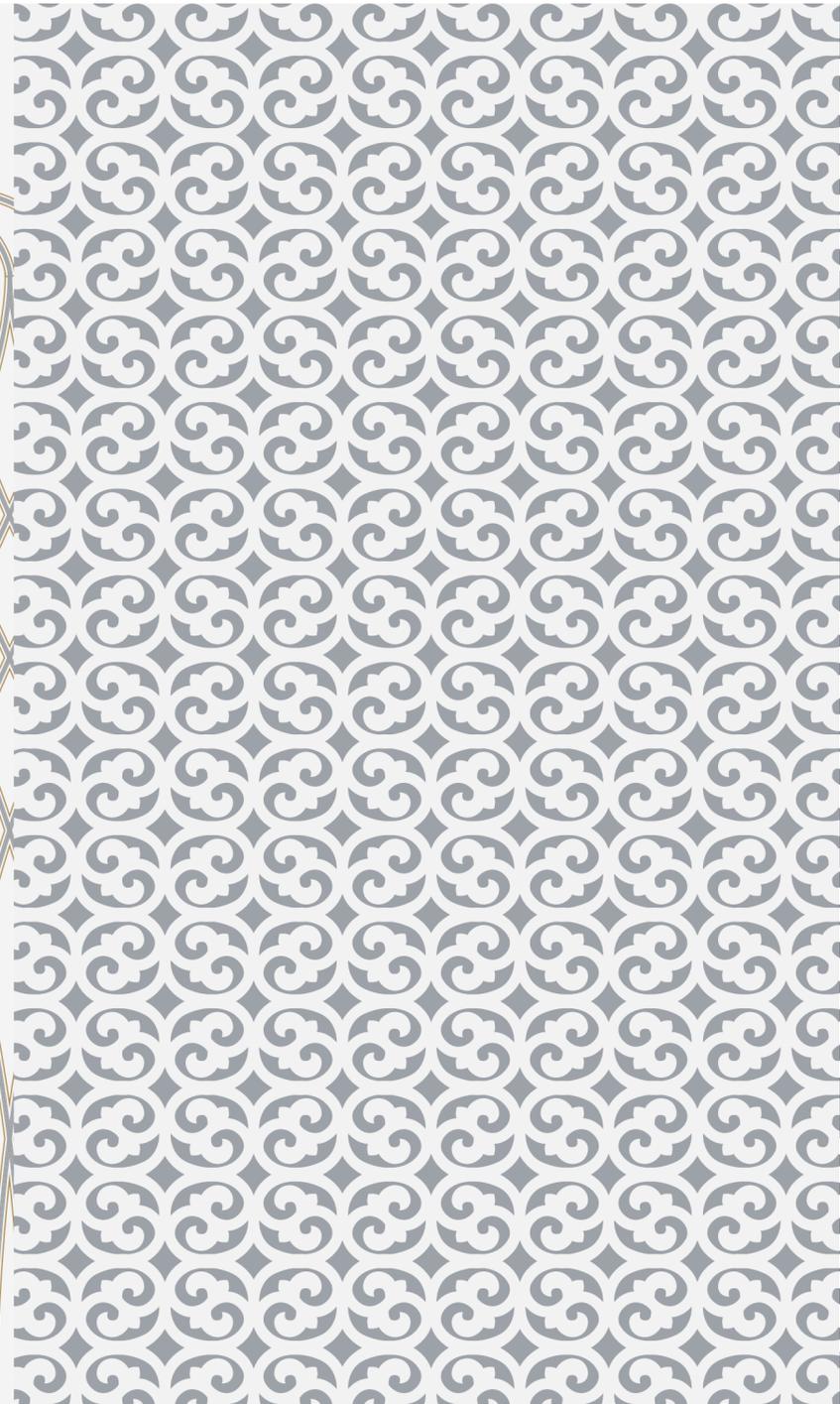
Since a yurt consists of a wooden frame covered by felt (koshma), all the vividness and richness of the ethnic style is expressed through the koshma motif – where various ornamental patterns emerge.

# Identity: Pattern system

Pattern 1  
(yurt frame)



Pattern 2  
(carved chest)



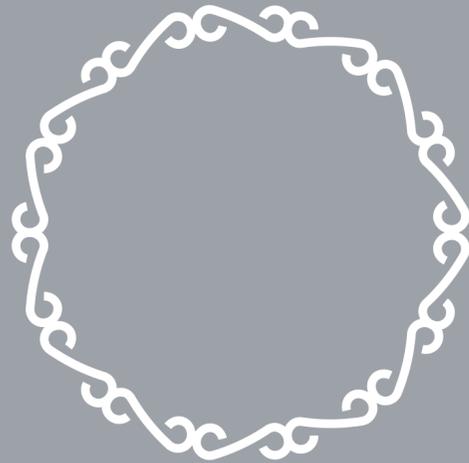
Pattern 3  
(dödege — part of yurt décor)



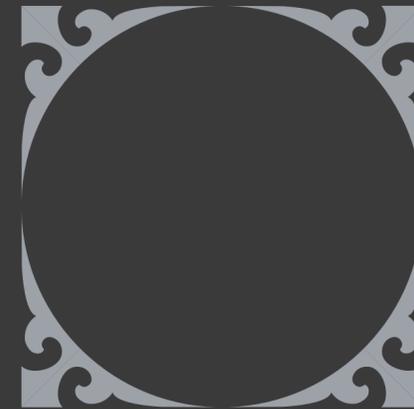
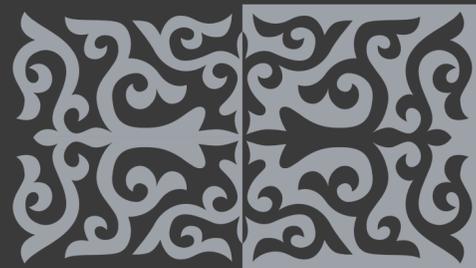
Pattern 4  
(syrmak — felt carpet)



Motif of wood carving

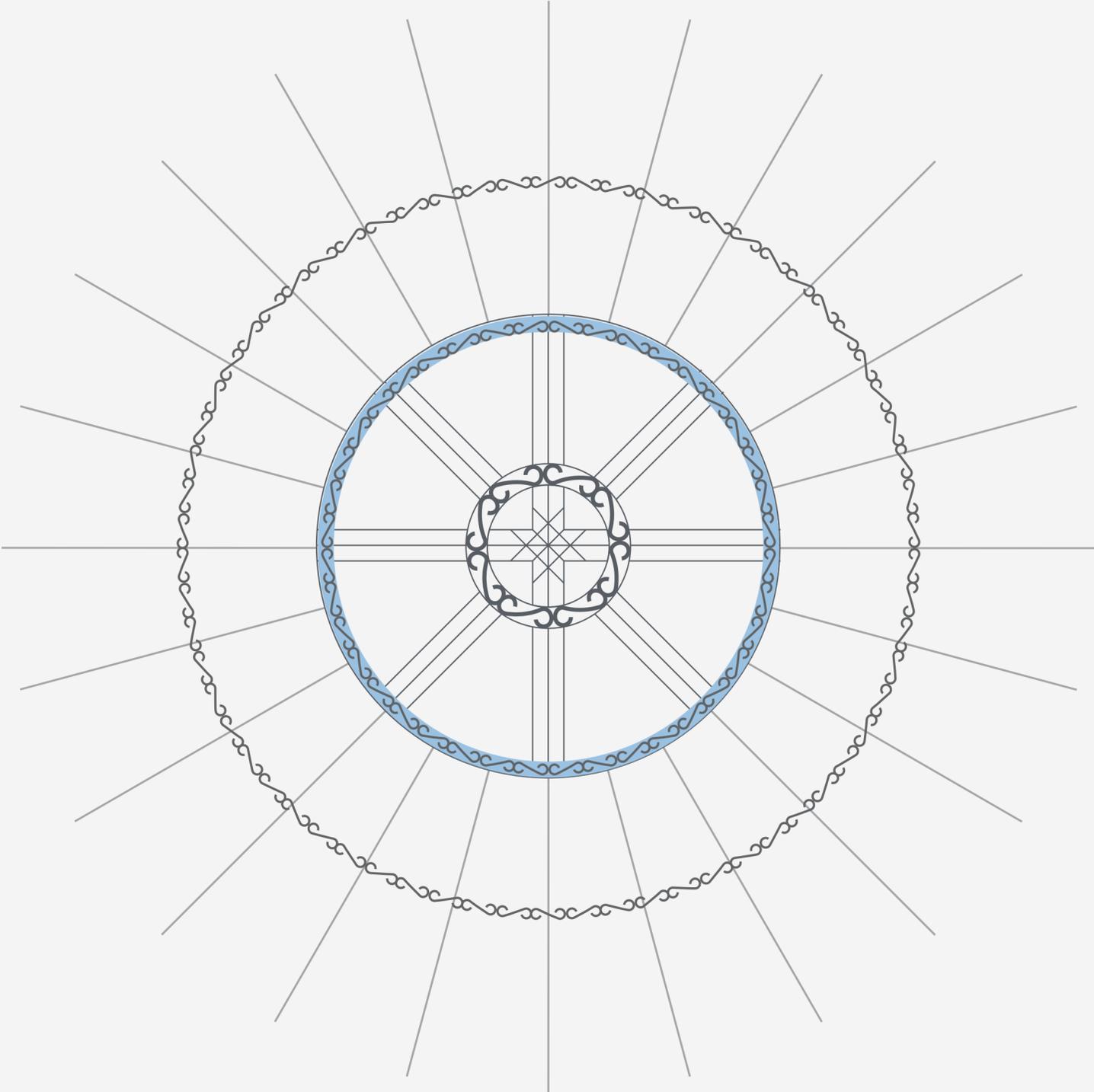


Motif of koshma



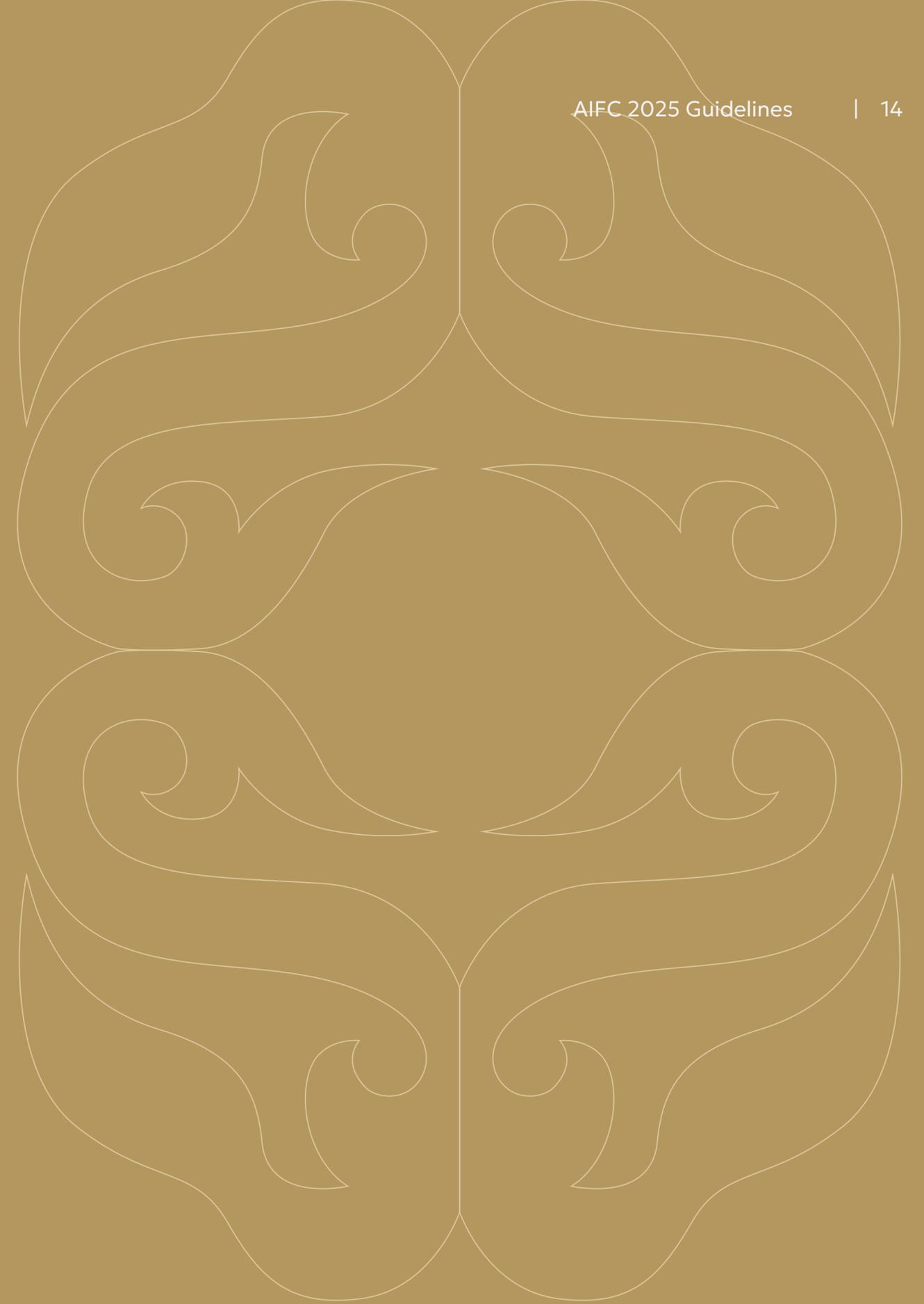
All ornaments are derived from household items of nomadic life, preserved in archival photo collections and a wide range of bibliographic sources. Each ornament has been redrawn and stylized to allow flexible use across print and digital media, while preserving their sacred meaning and cultural significance.

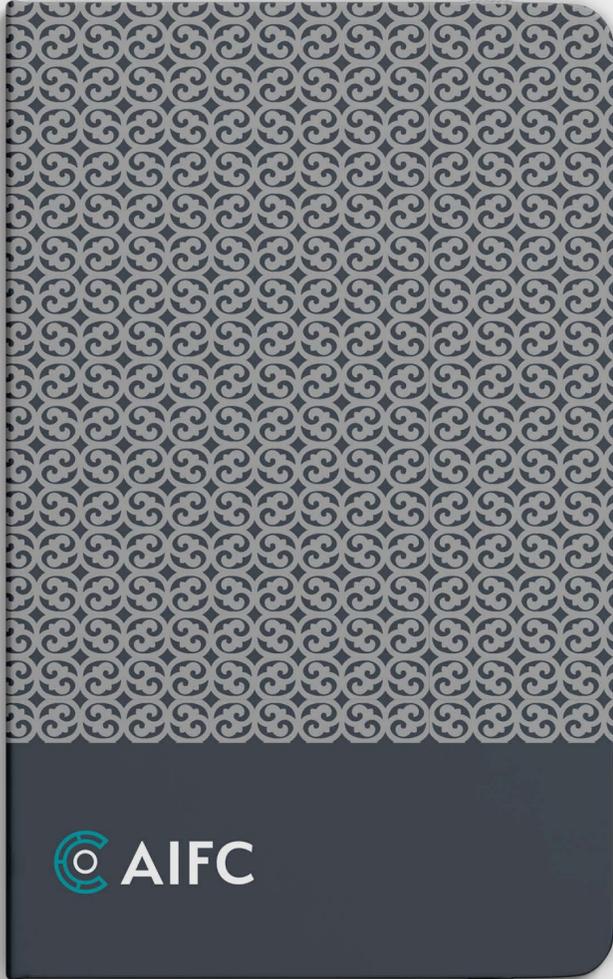




## II. Branded Assets:

# Merch





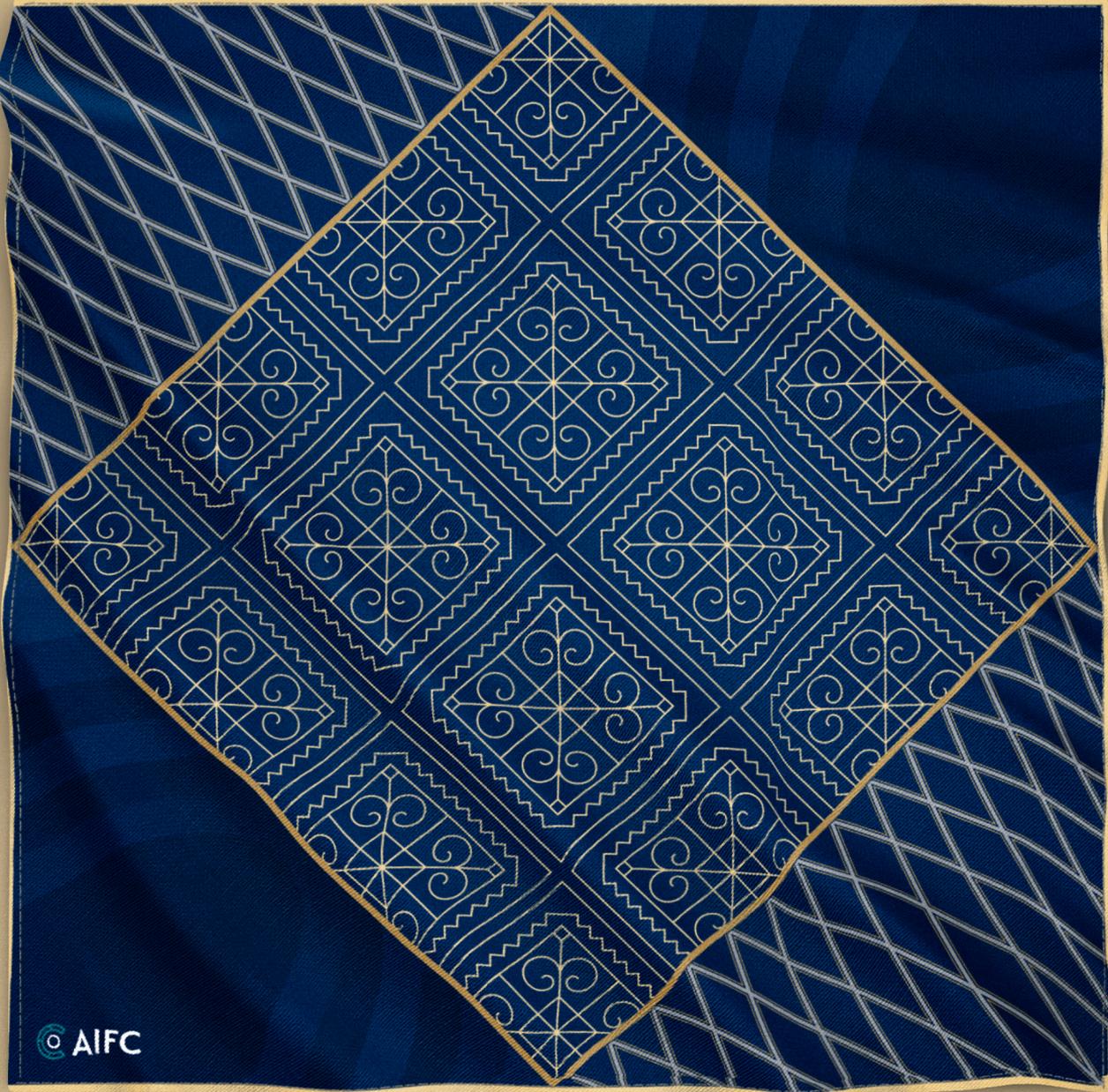
Tote bags



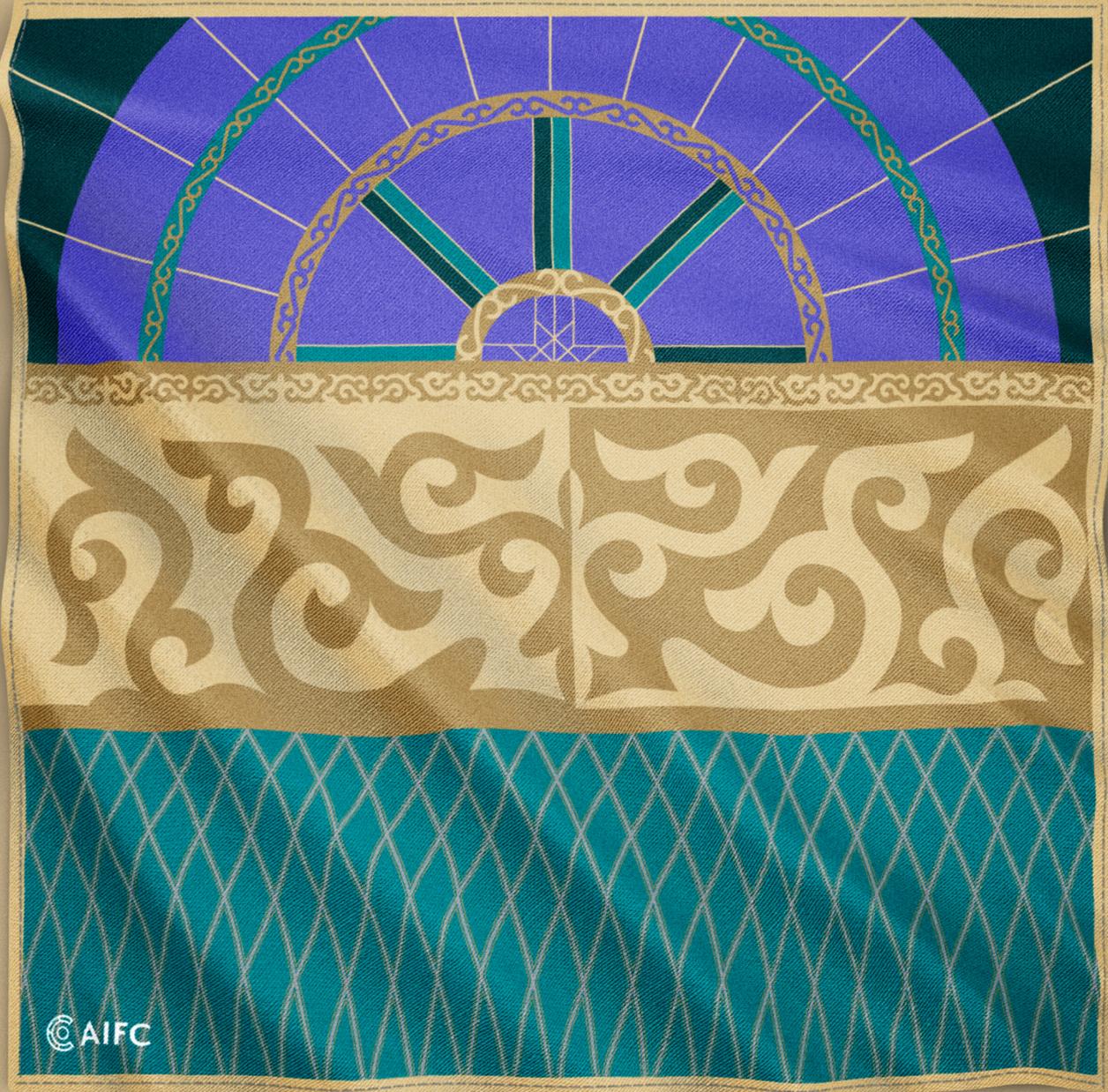


## Coffee cups





© AIFC



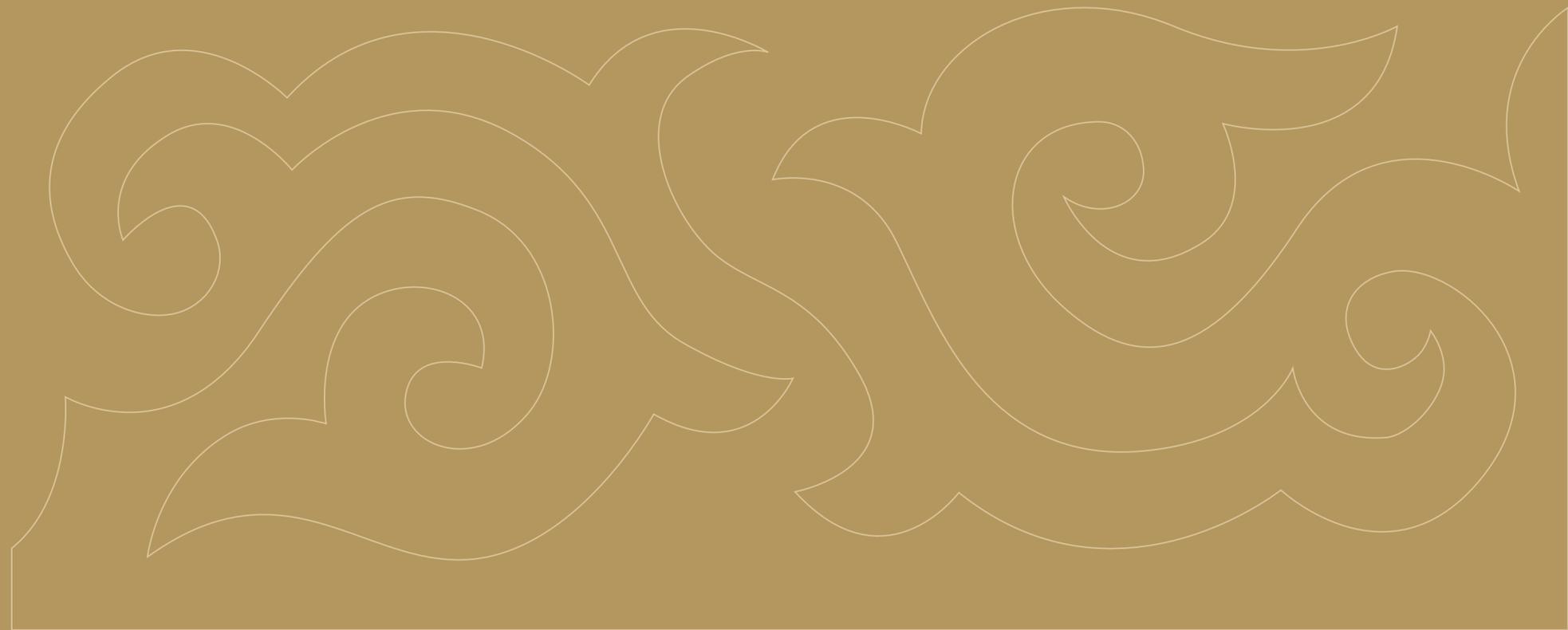
© AIFC





## II. Branded Assets:

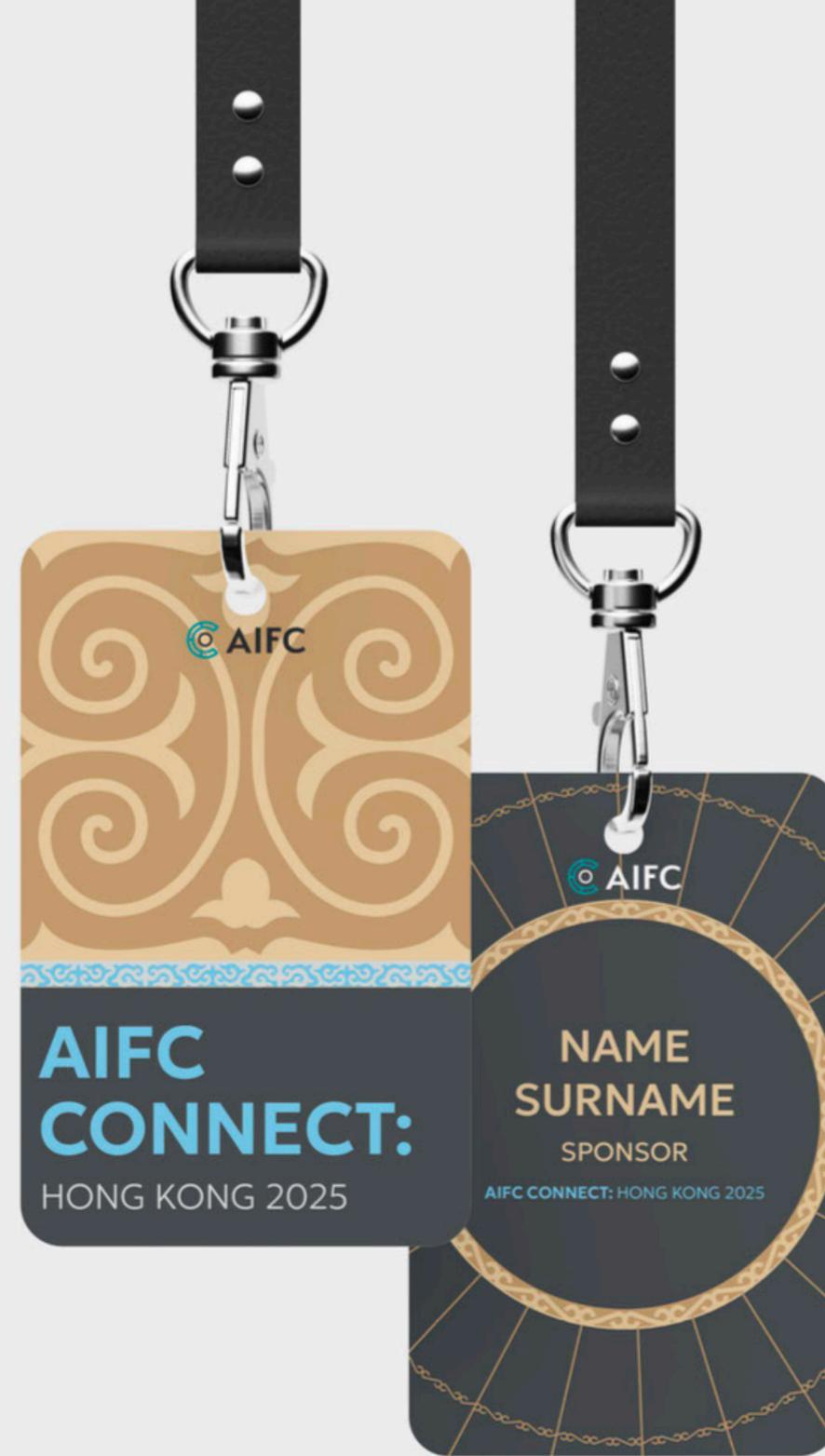
# Print



## Banner and Roll-up







## II. Branded Assets:

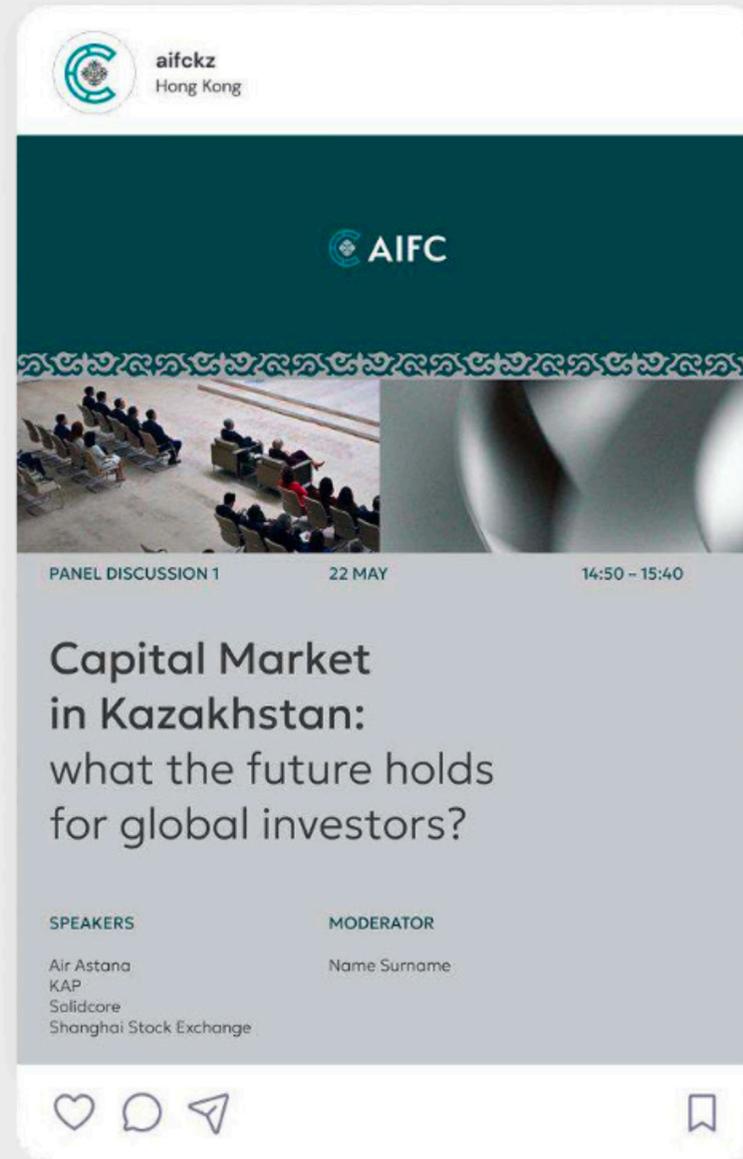
# Digital

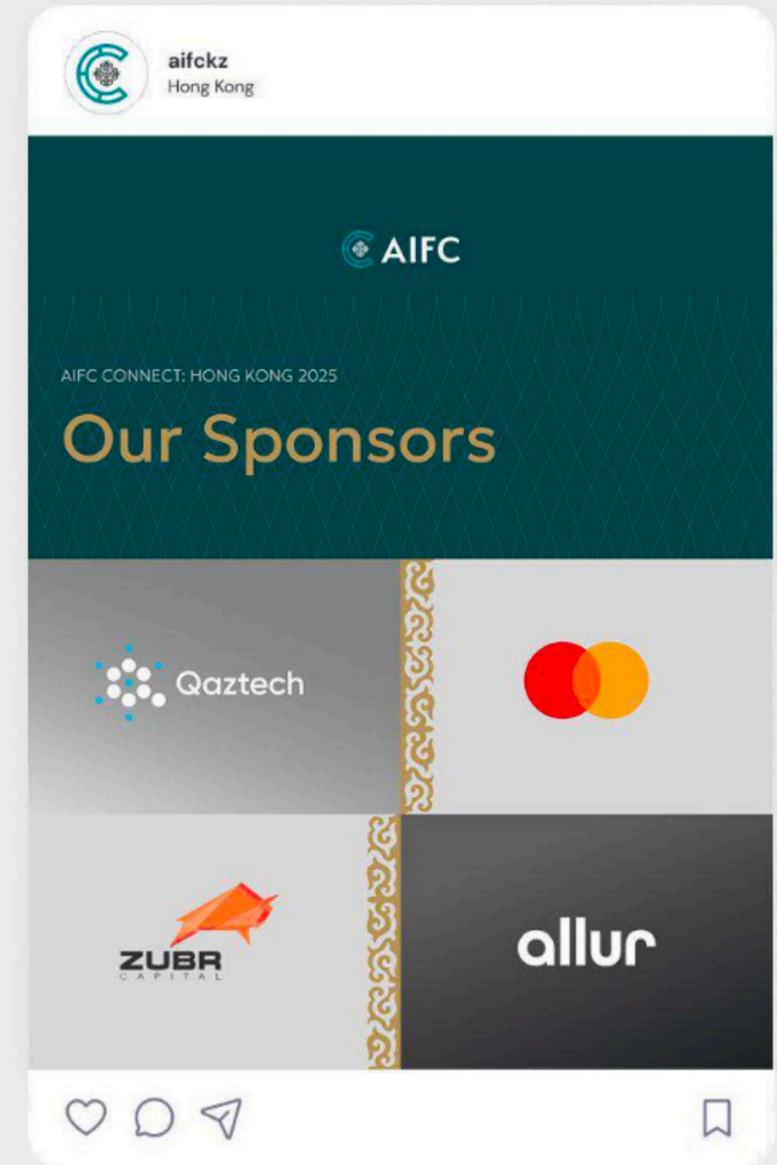
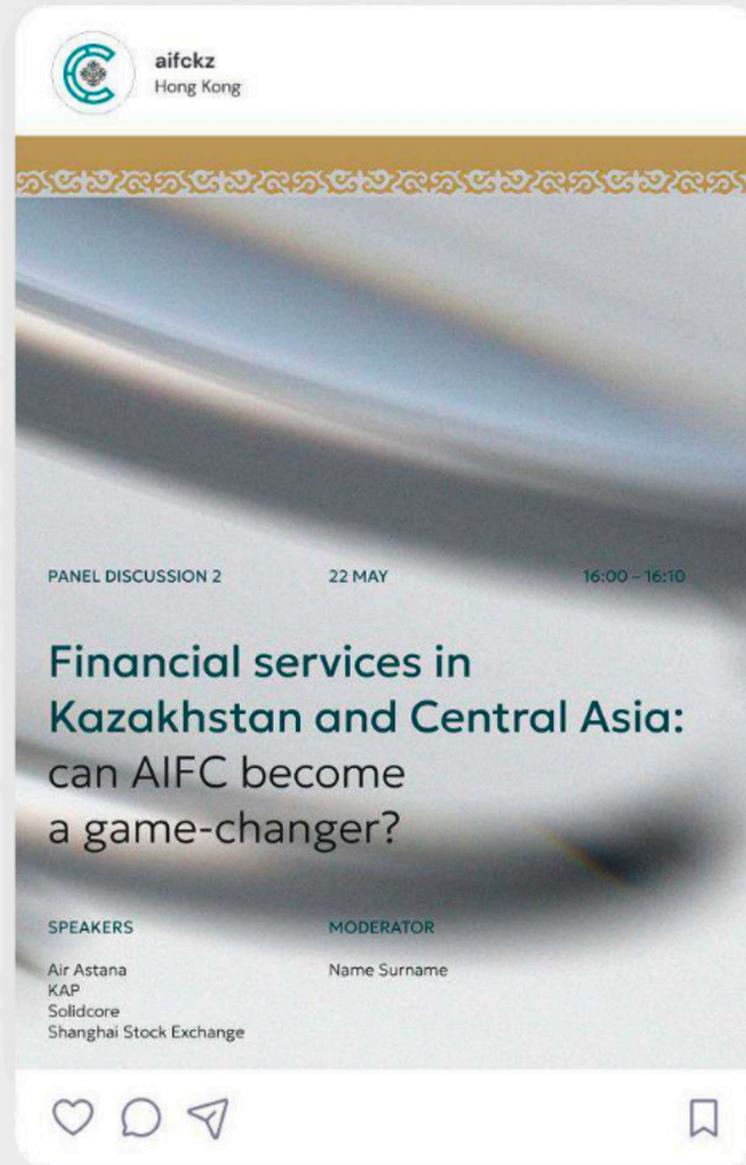


Time	Tentative Programme	Duration
14.00 – 14.30	Registration and Coffee break	30 min
14.30 – 14.35	Opening Remarks: Ambassador & Governor	5 min
14:35 – 14:50	Keynote Address: CICC – macro-overview of region? FarEast Credit Rating?	15 min
14:50 – 15:40	Panel Discussion 1: Capital Market in Kazakhstan: what the future holds for global investors? Name Surname (Moderator)   Name Surname (KAP)   Name Surname Name Surname (Air Astana)   Name Surname (Solidcore)   (Shanghai Stock Exchange)	50 min
15:40 – 16:00	Coffee break	20 min
16:00 – 16:10	Presentation of the fund management report	10 min
16:00 – 16:10	Panel Discussion 2: Financial services in Kazakhstan and Central Asia: can AIFC become a game-changer? Name Surname (Moderator)   Name Surname (KAP)   Name Surname Name Surname (Air Astana)   Name Surname (Solidcore)   (Shanghai Stock Exchange)	40 min
16:50 – 17:30	Panel Discussion 3 (Tentative): Can Kazakhstan shape the crypto landscape in CIS region through AIFC? Name Surname (AFSA)   Name Surname (Amicorp)   Name Surname (HQB) Renat Bekturov, Governor   Arman Batayev, CEO   Name Surname (Brillink Bank)	40 min
17:30 – 17:45	Closing Remarks by the Governor	15 min
17:45 – 19:00	Networking and Refreshments	75 min
20:00	Gala Dinner <i>(by invitation only)</i> TBA subject: Finding sponsor	

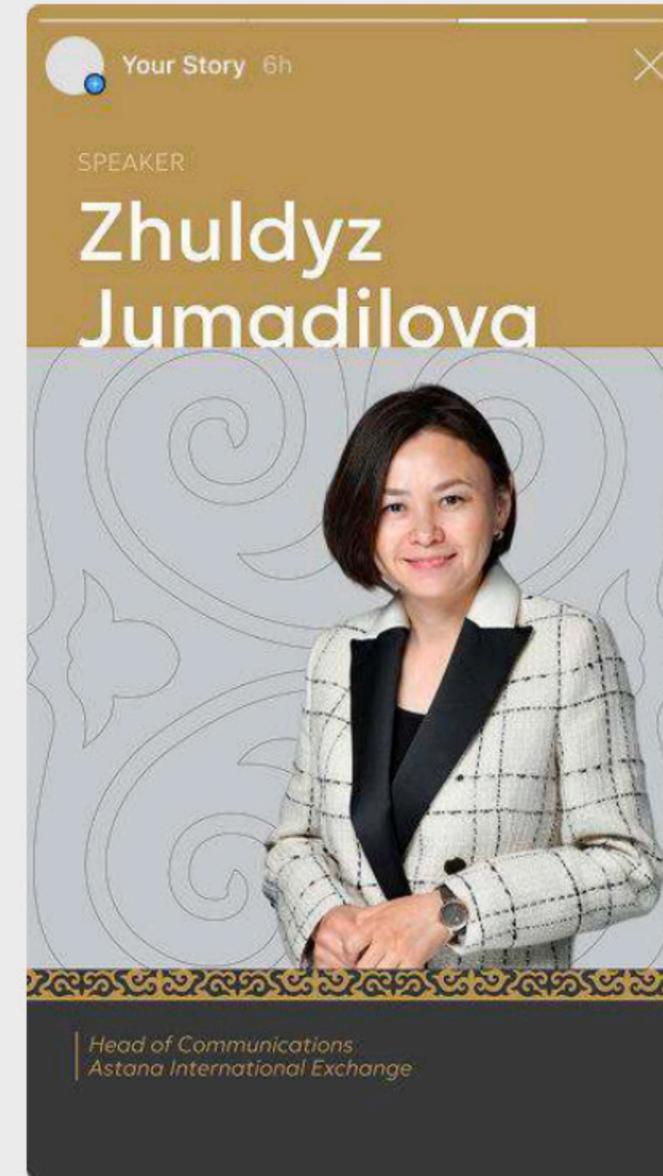
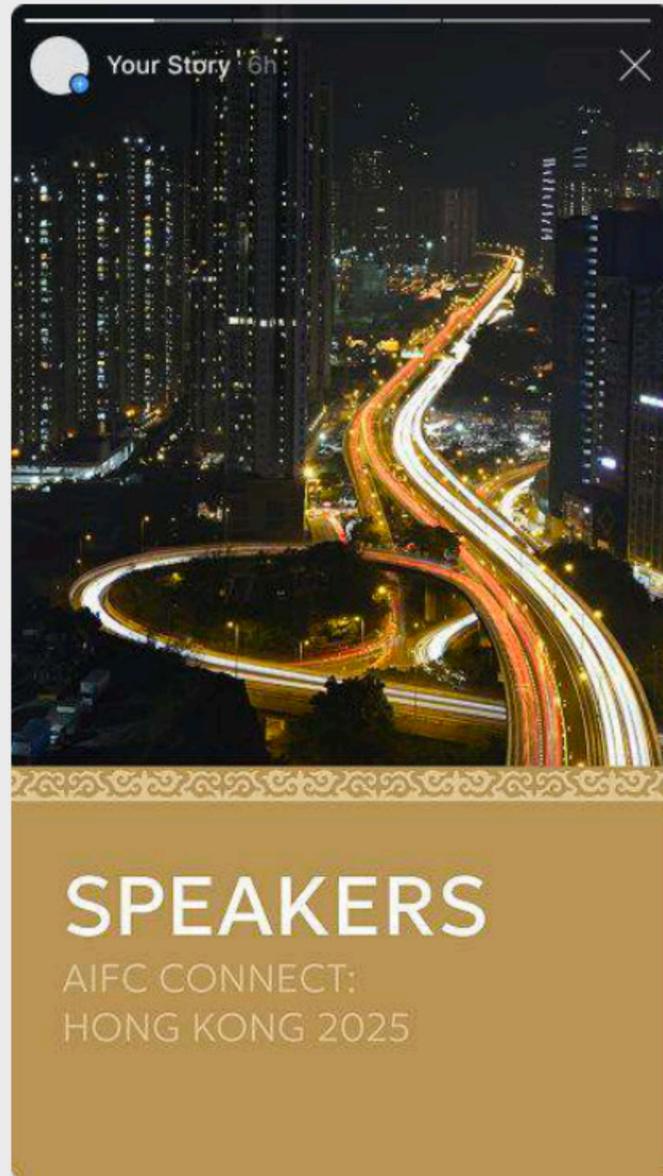
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Your Story 6h

Panel Discussion 1

### Capital Market in Kazakhstan: what the future holds for global investors?

22 MAY 14:50 – 15:40



**SPEAKERS**  
Name Surname (Moderator)    Name Surname (KAP)  
Name Surname (Air Astana)    Name Surname (Solidcore)  
  
Name Surname  
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Your Story 6h

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(Shanghai Stock Exchange)

THANK YOU!



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