

V I S U A L I D E N T I T Y G U I D E L I N E S



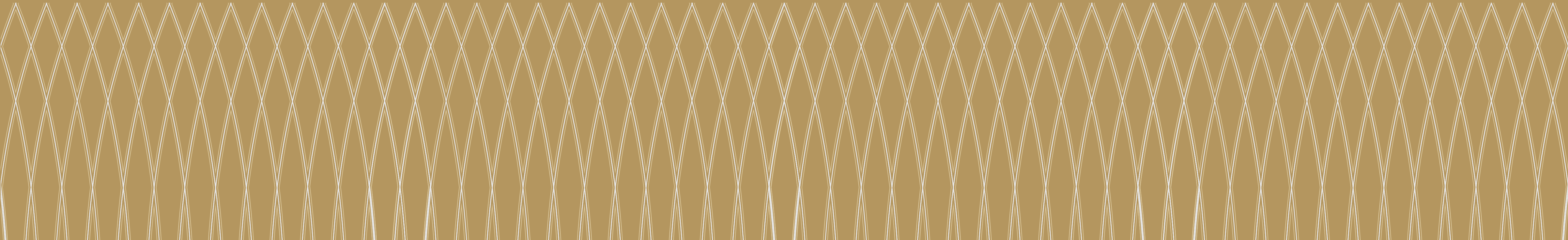
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I. Corporate identity



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



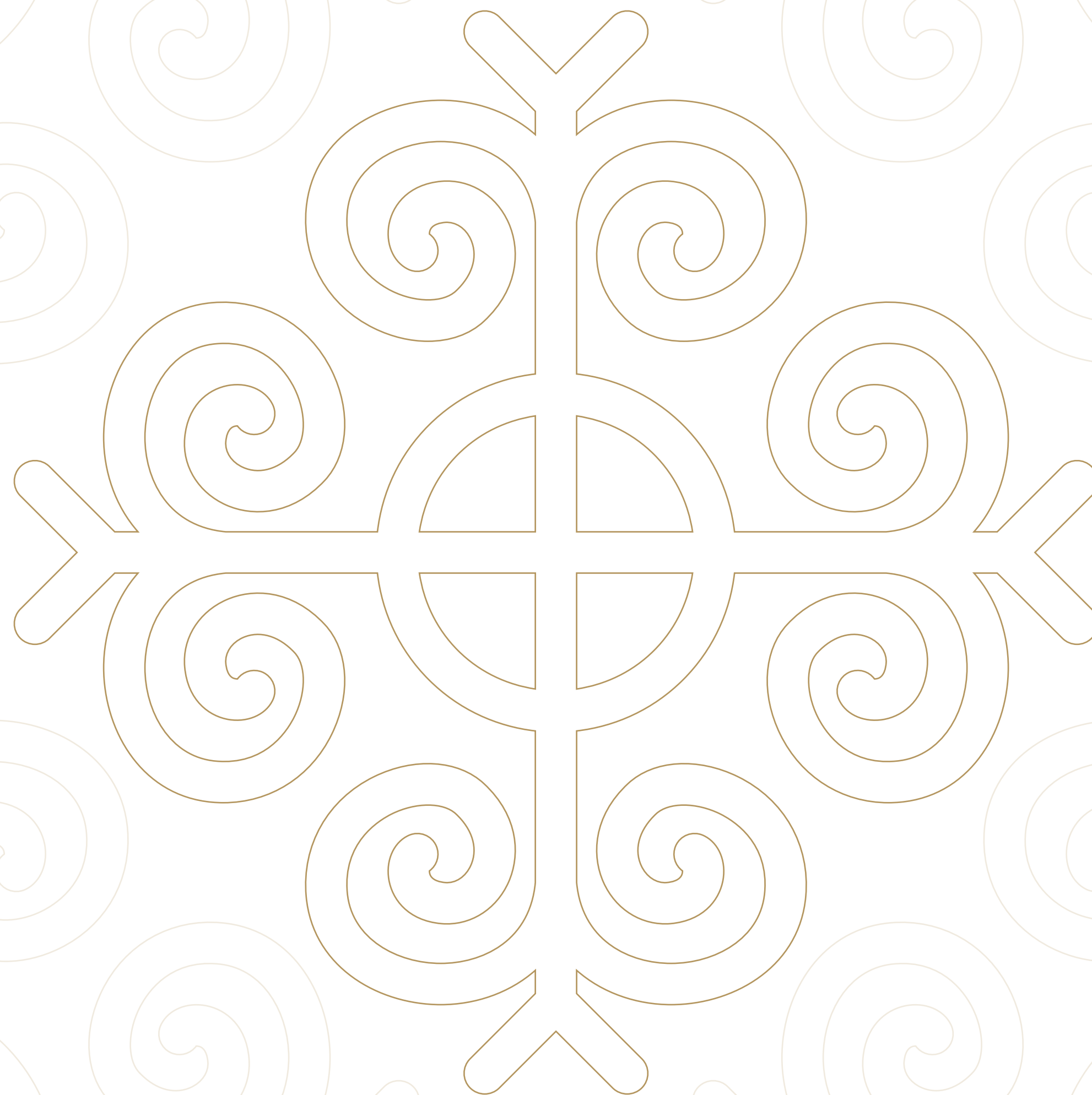
Dark background



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

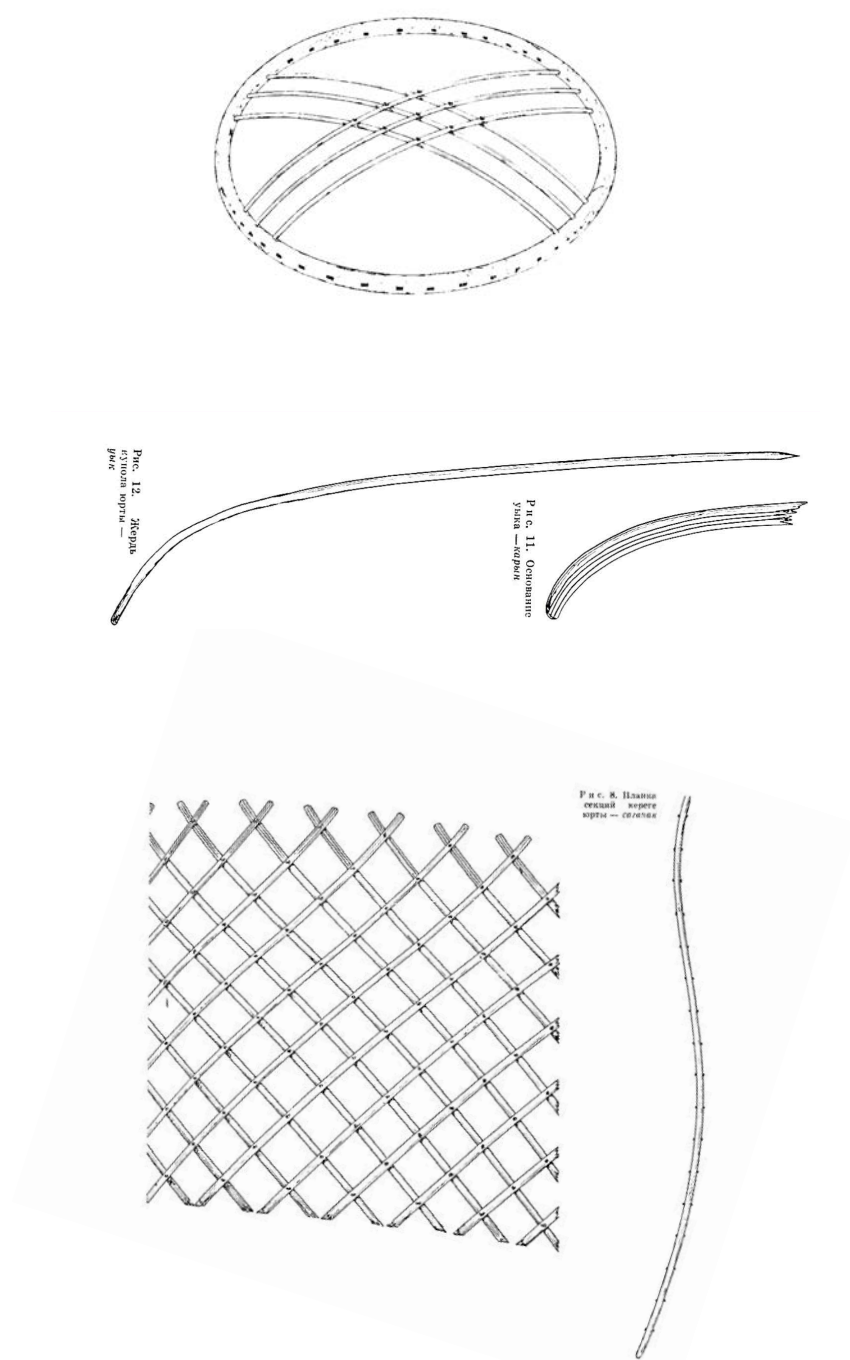
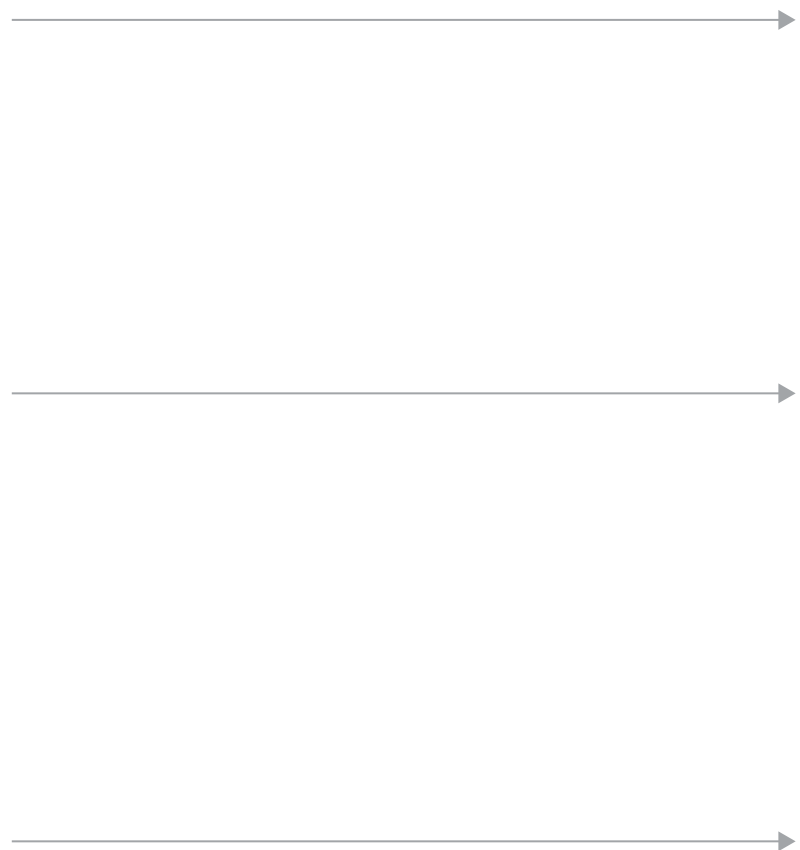
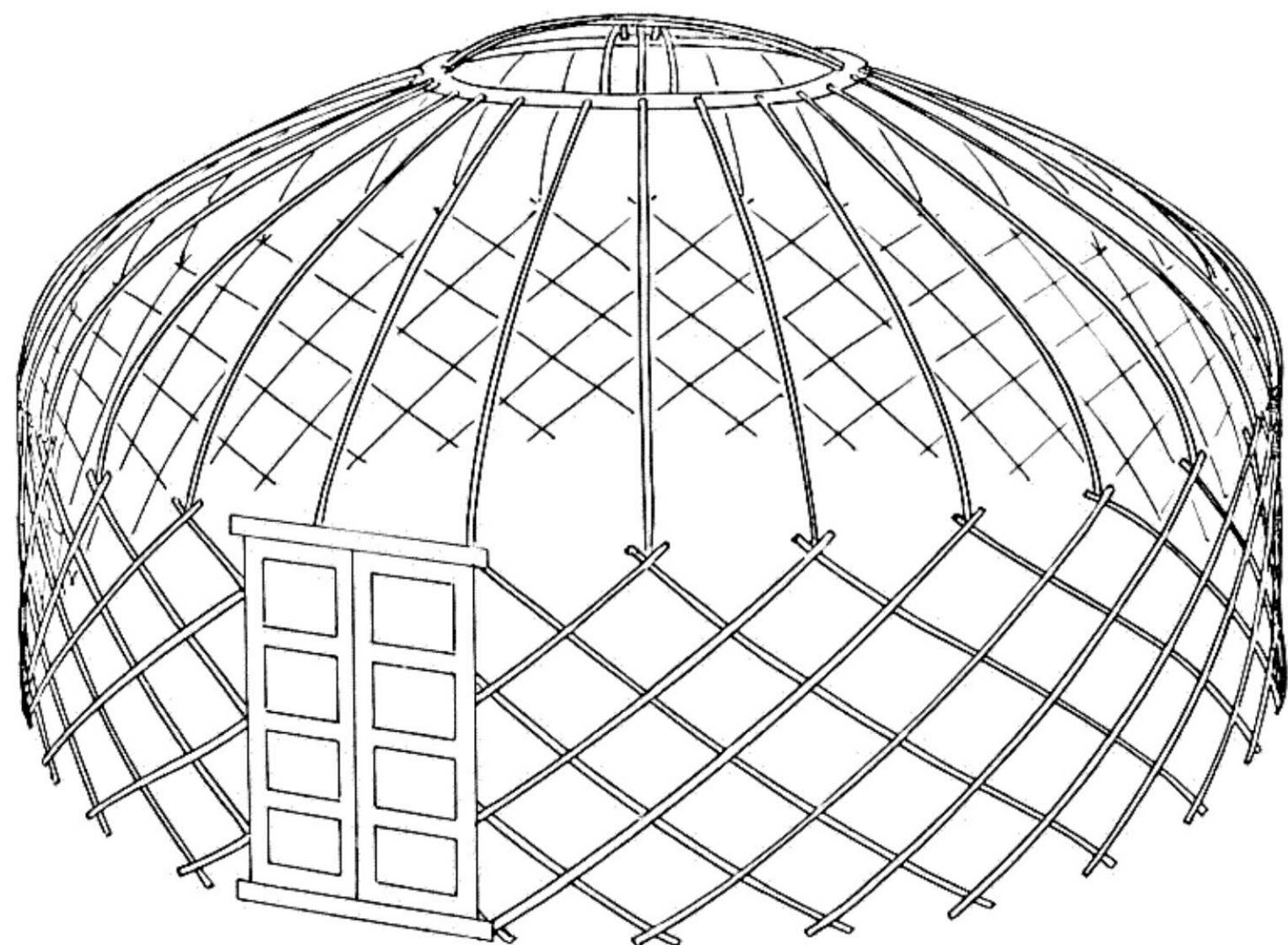
220 200 156

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.

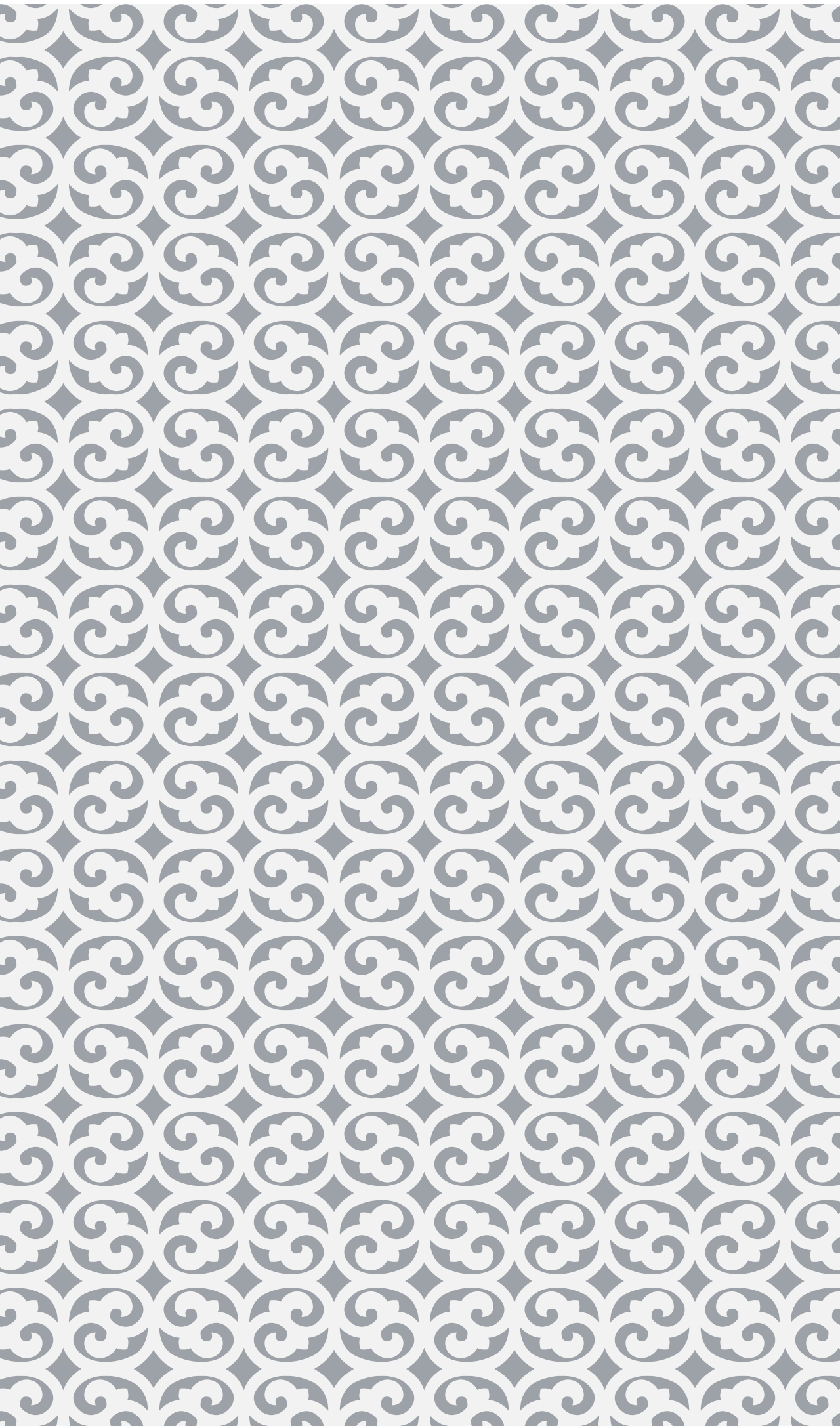
Since a yurt consists of a wooden frame covered by felt (koshma), all the vividness and richness of the ethnic style is expressed through the koshma motif – where various ornamental patterns emerge.

Identity: Pattern system

Pattern 1
(yurt frame)



Pattern 2
(carved chest)



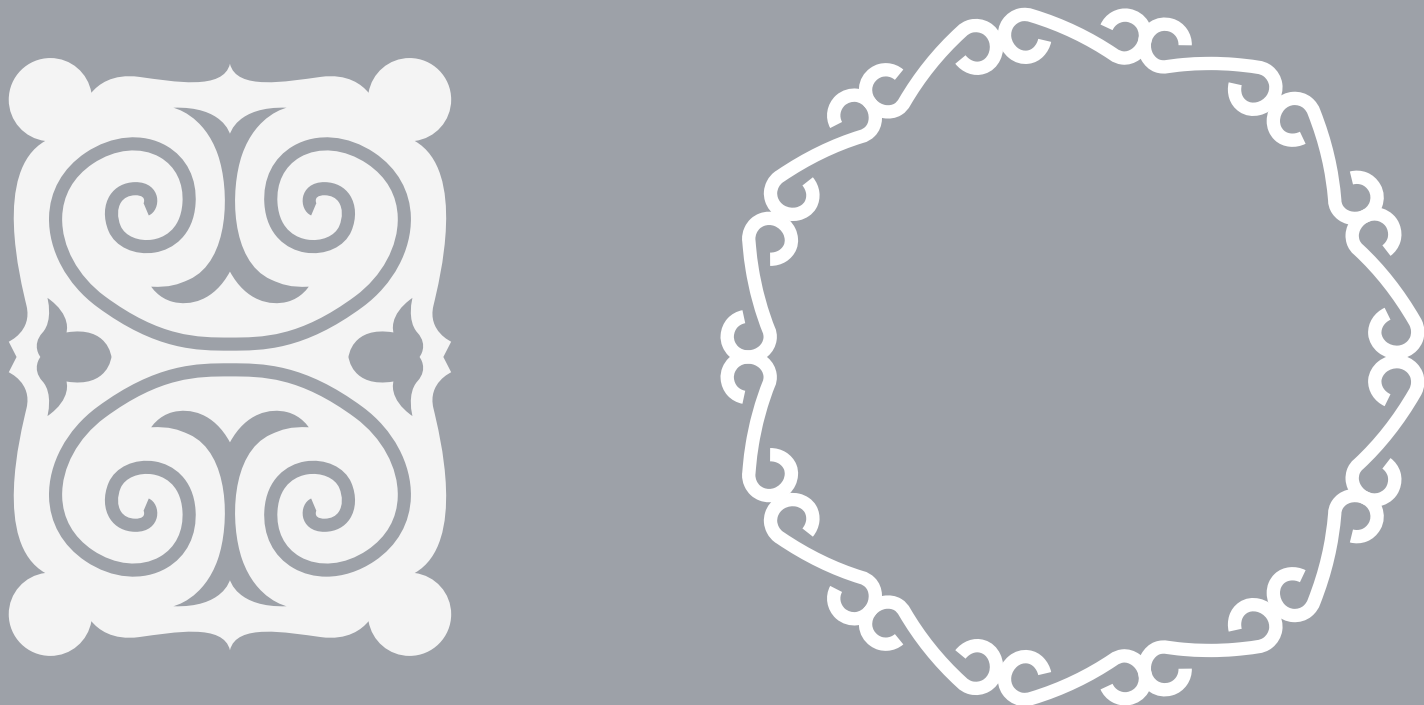
Pattern 3
(dödege — part of yurt décor)



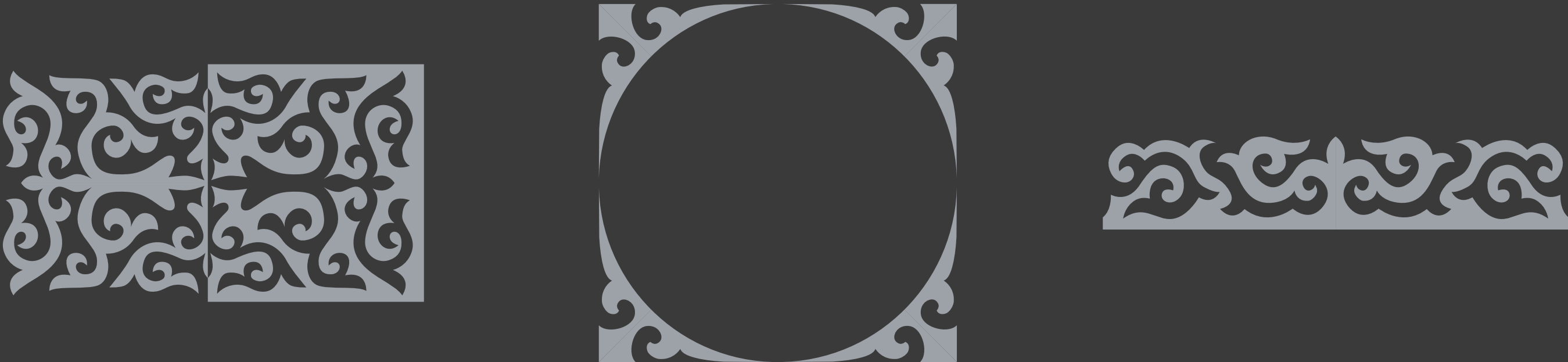
Pattern 4
(syrmak — felt carpet)



Motif of wood carving

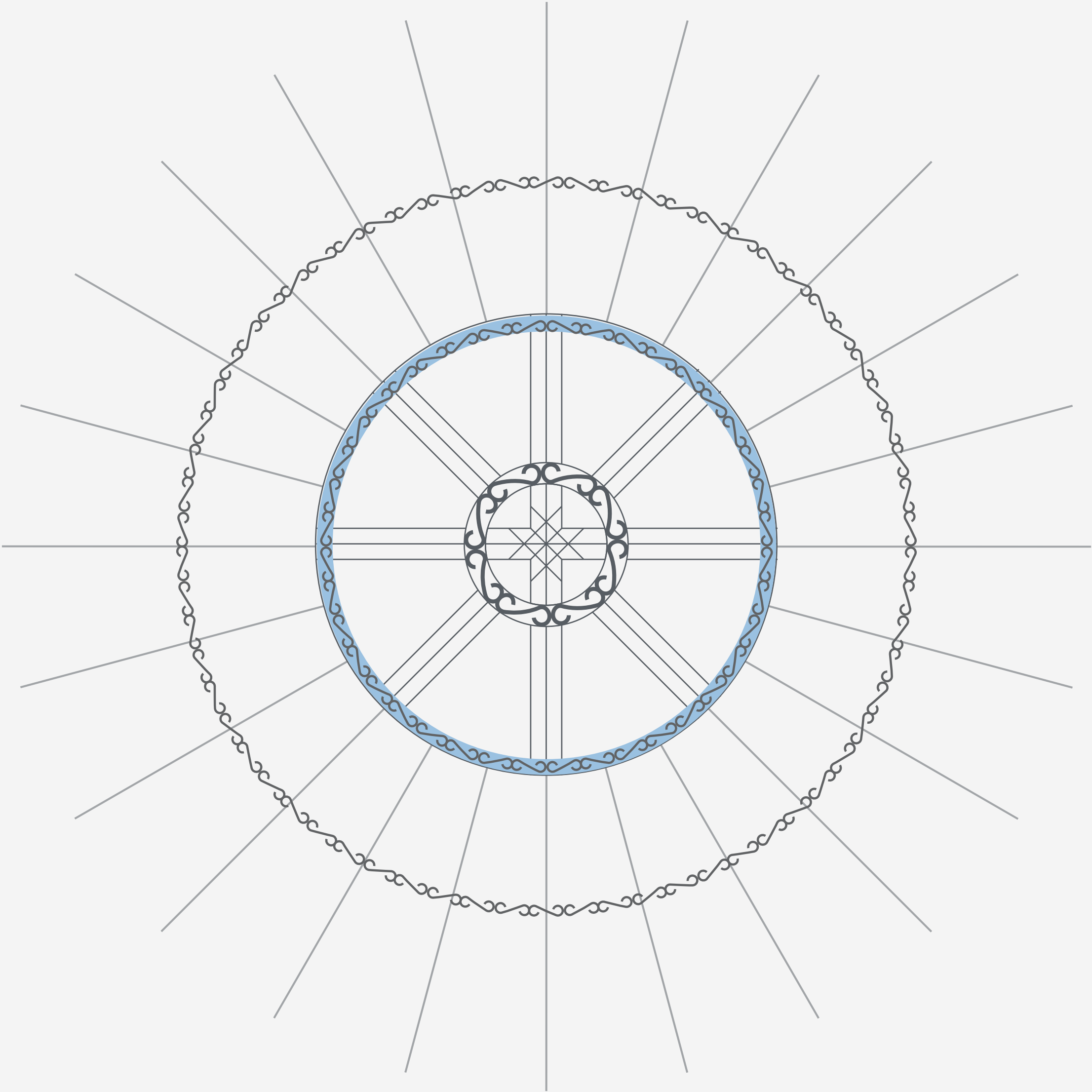


Motif of koshma



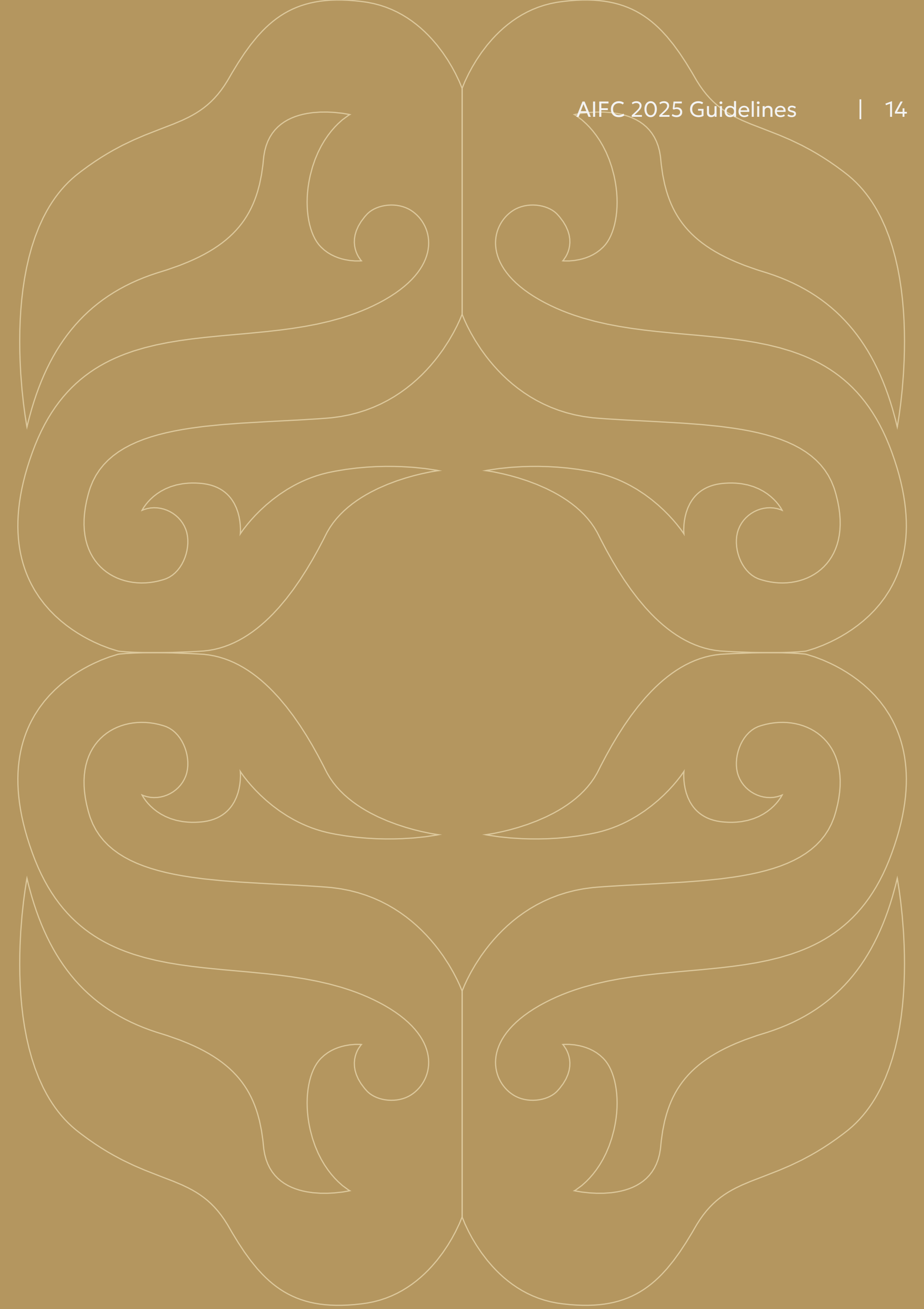
All ornaments are derived from household items of nomadic life, preserved in archival photo collections and a wide range of bibliographic sources. Each ornament has been redrawn and stylized to allow flexible use across print and digital media, while preserving their sacred meaning and cultural significance.

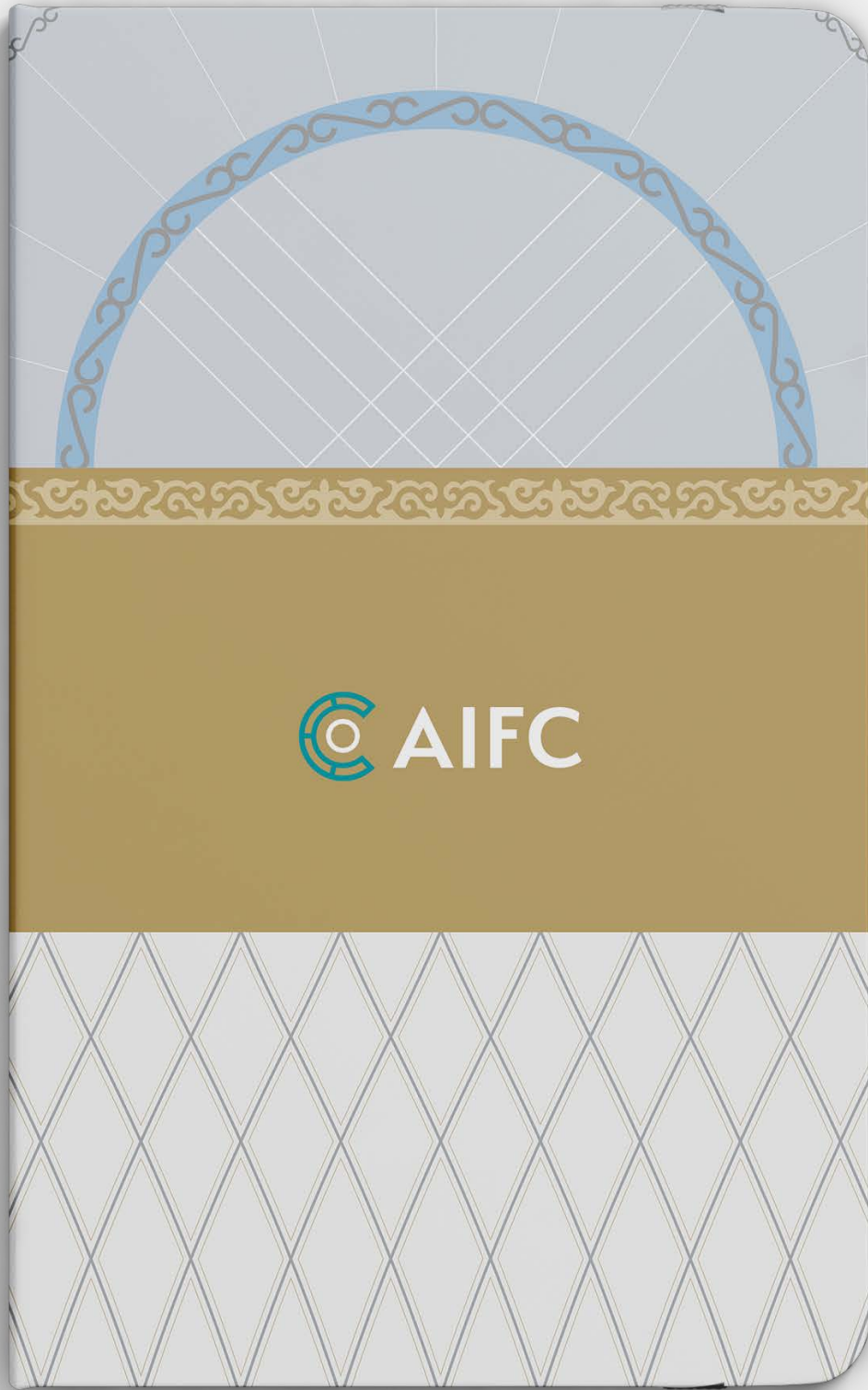
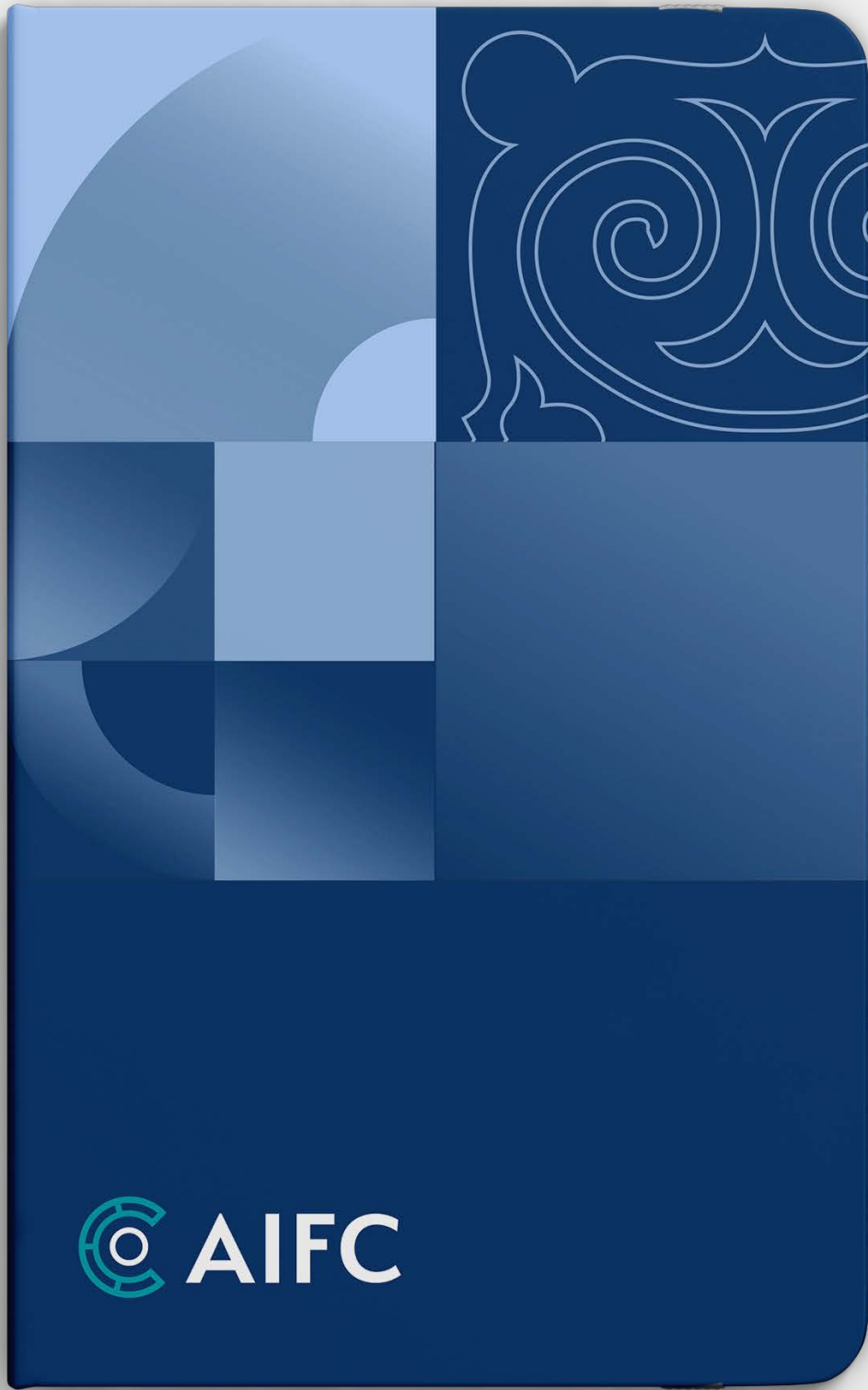




II. Branded Assets:

Merch



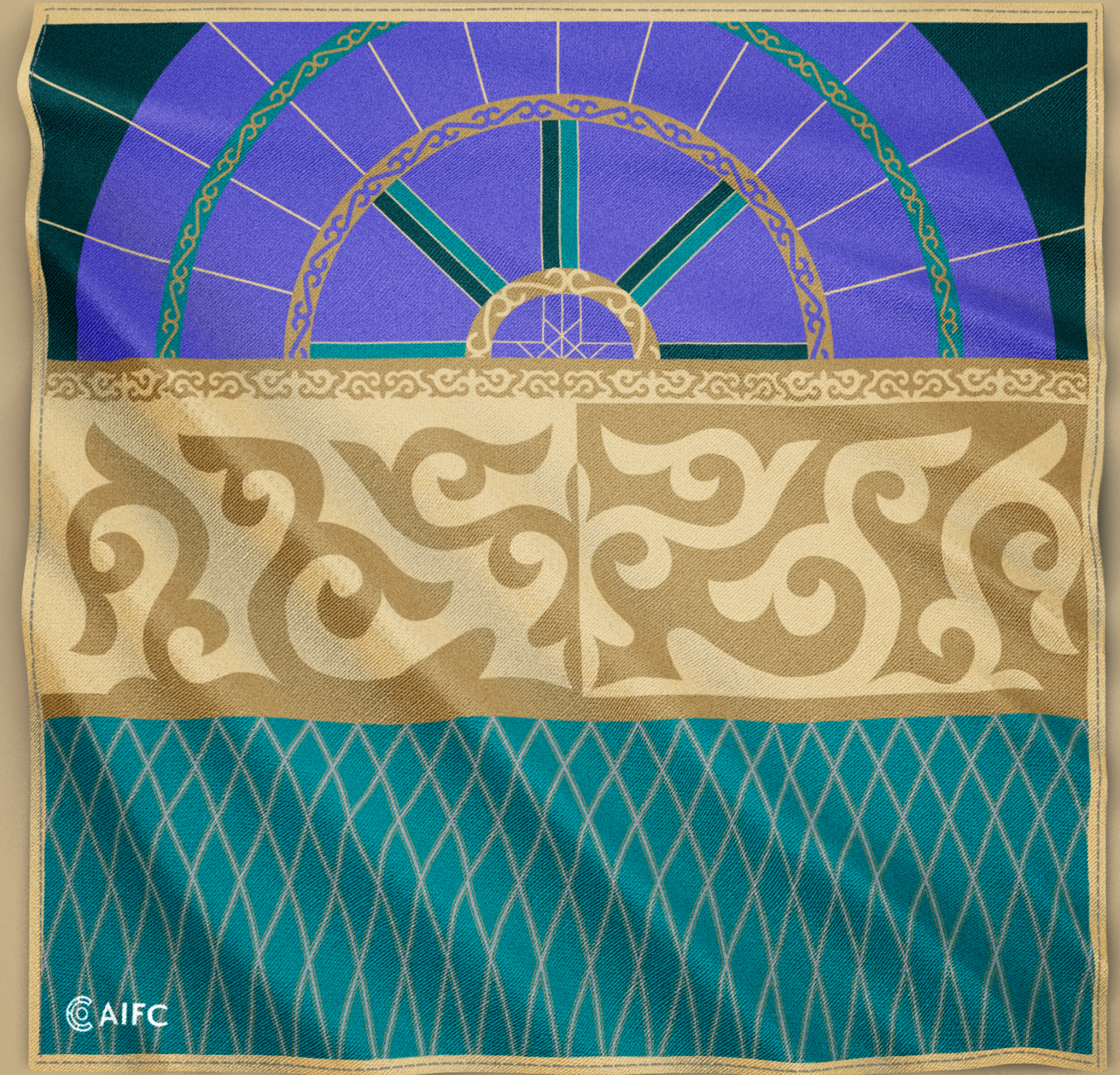
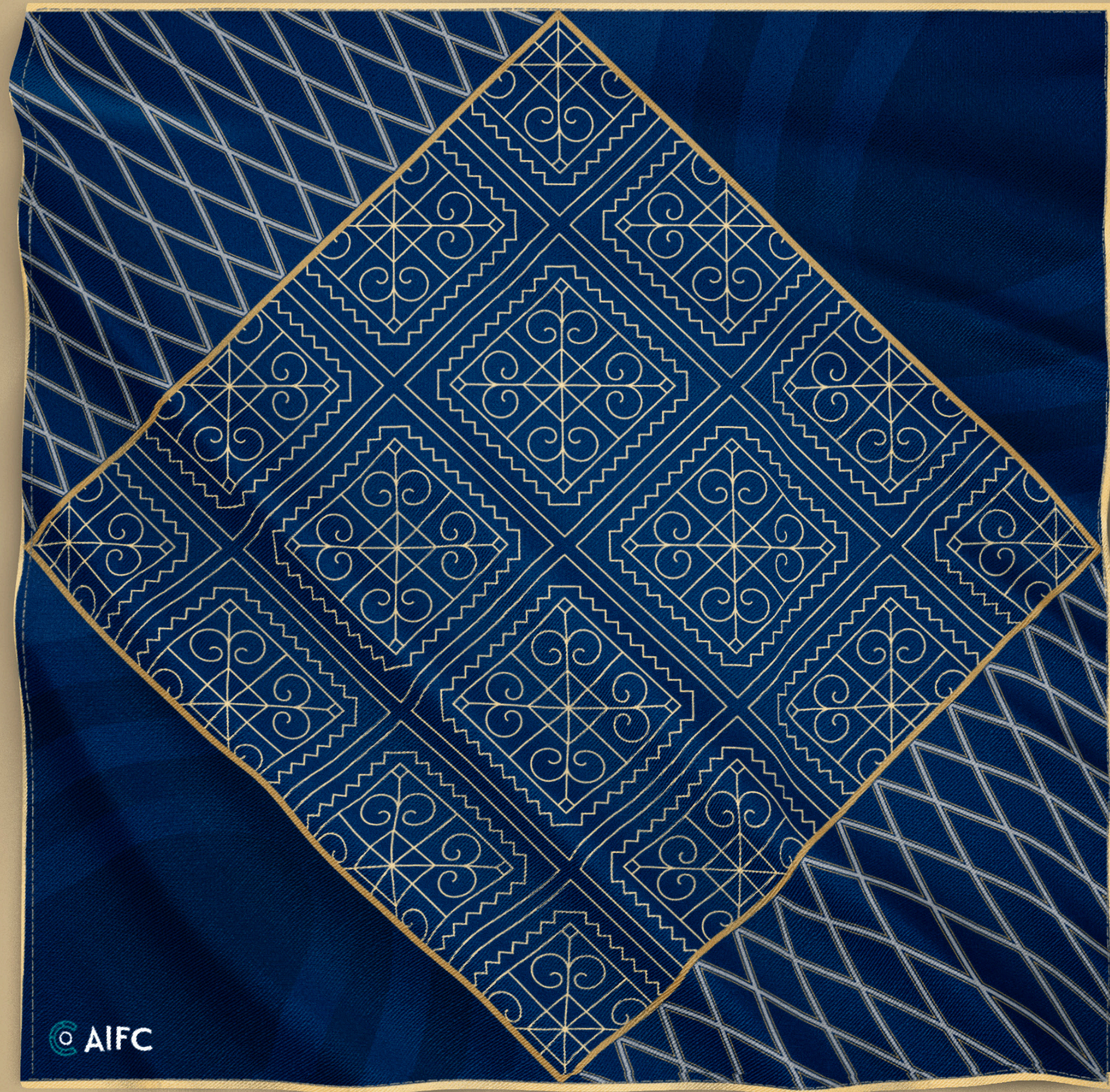


Tote bags













II. Branded Assets:

Print



Banner and Roll-up



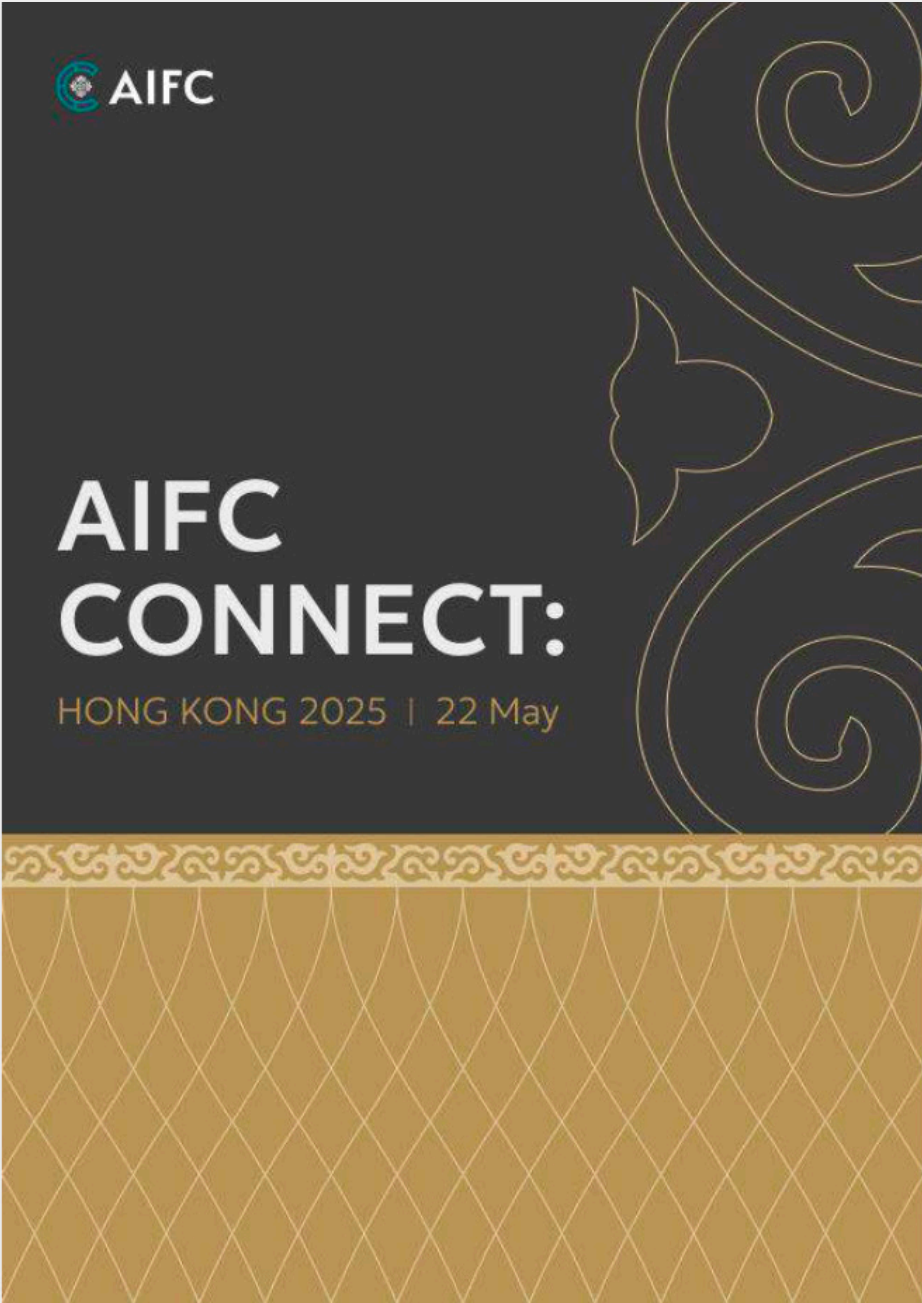




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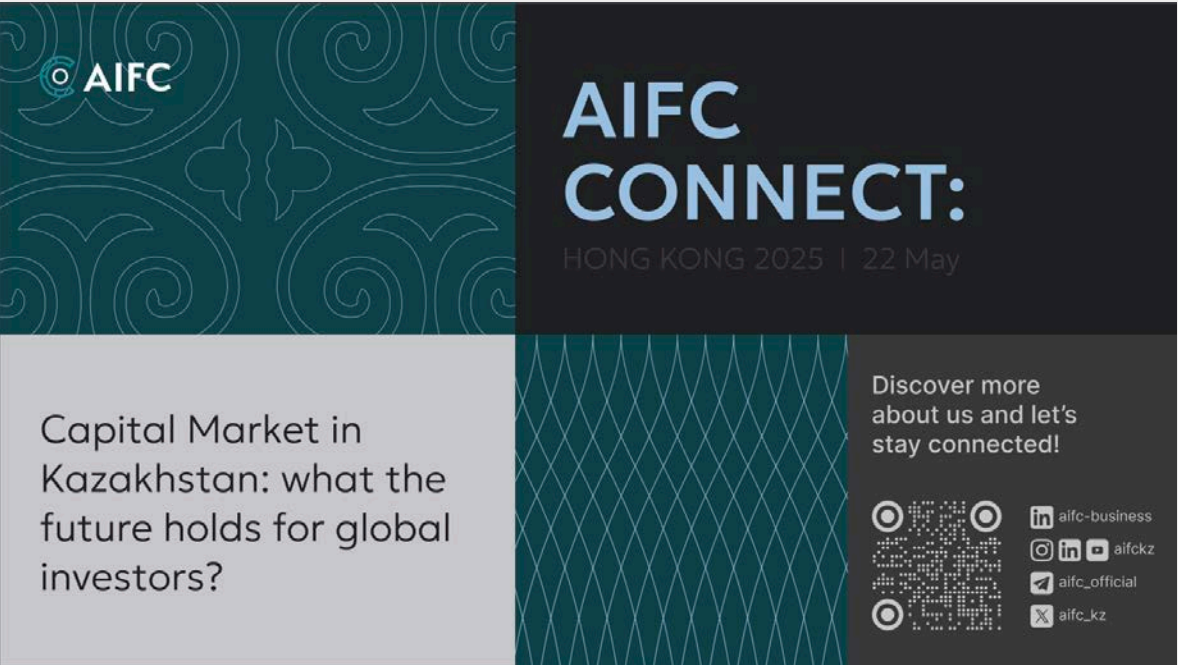
Digital

Agenda

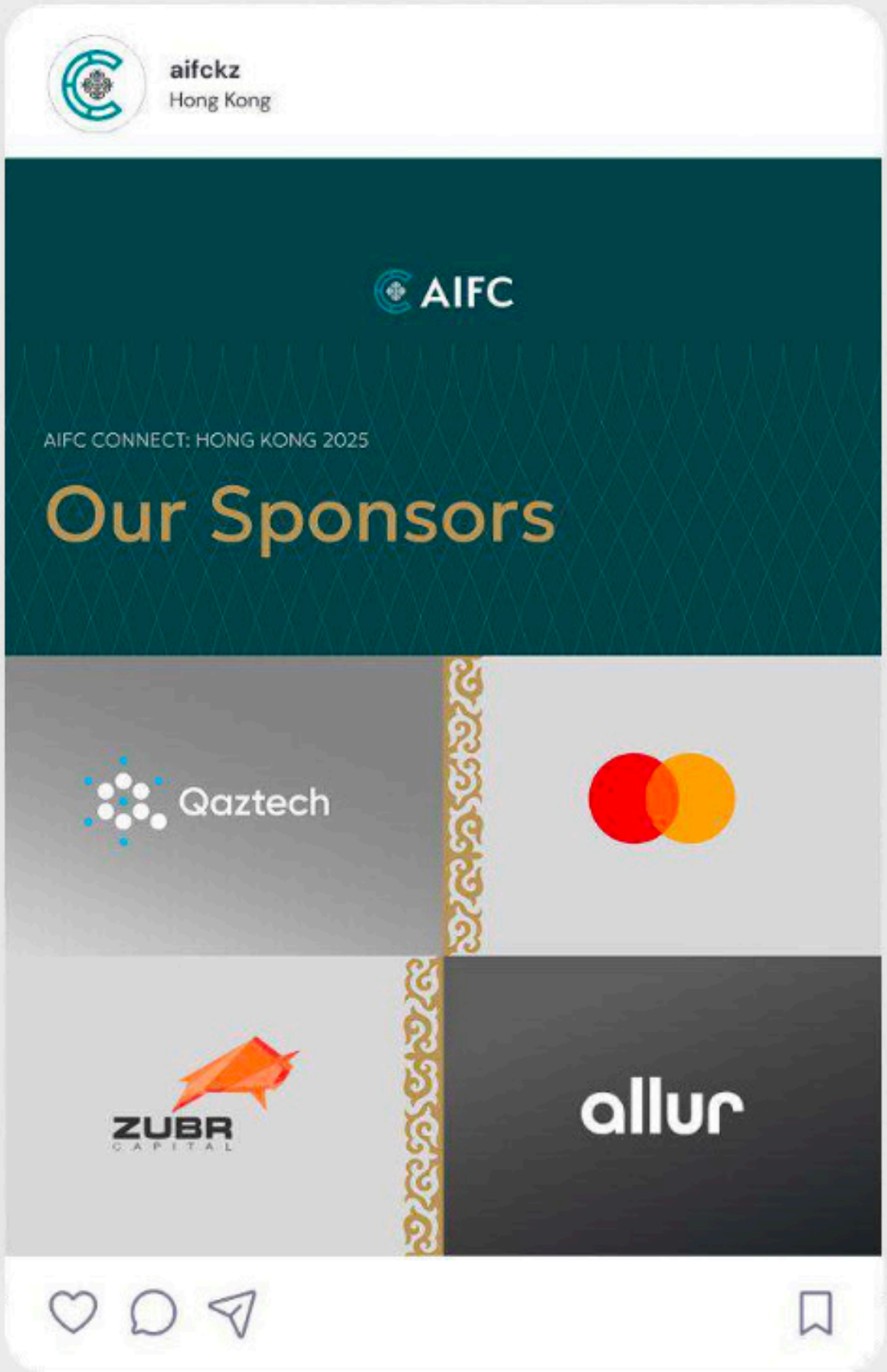
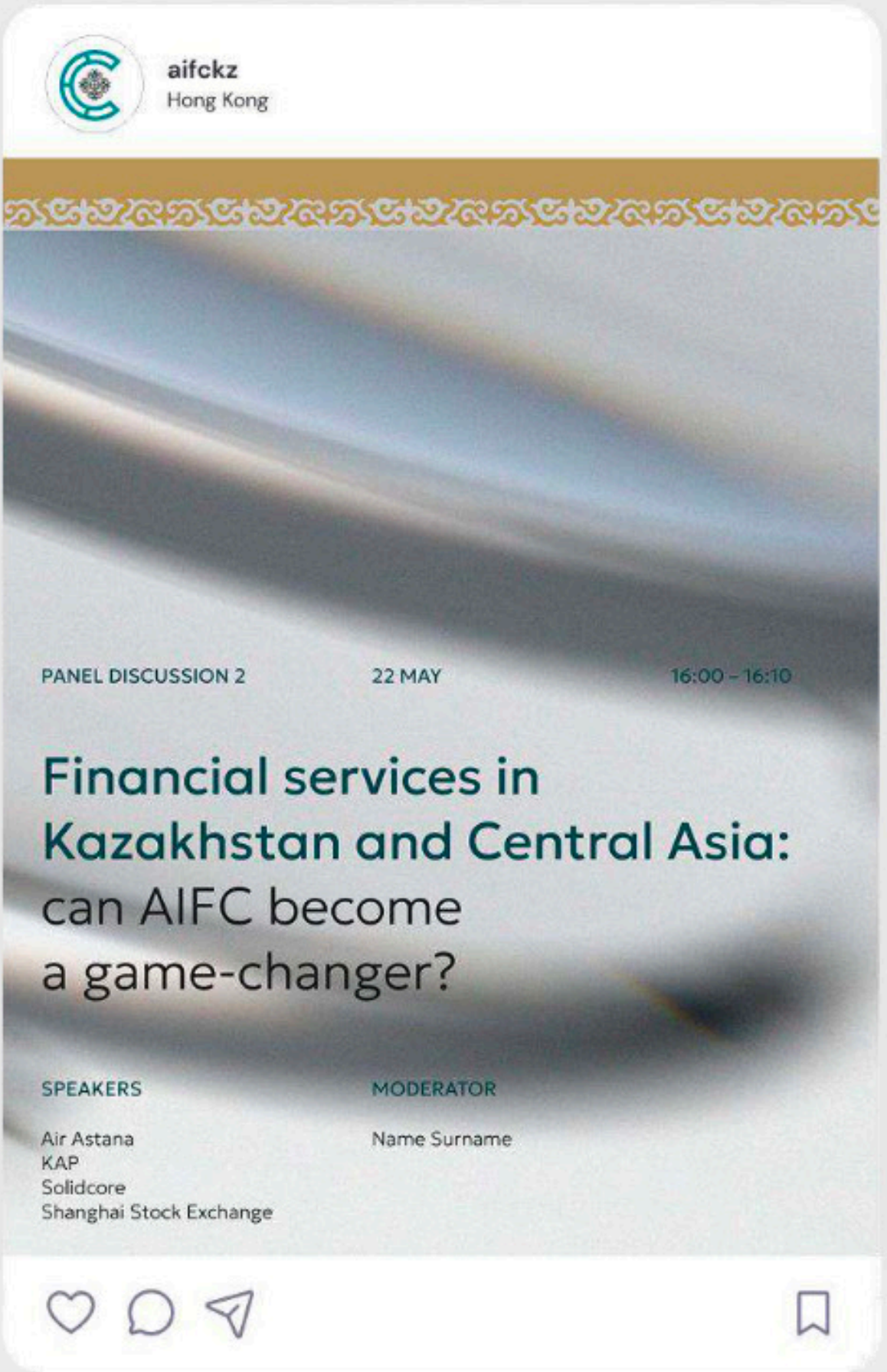


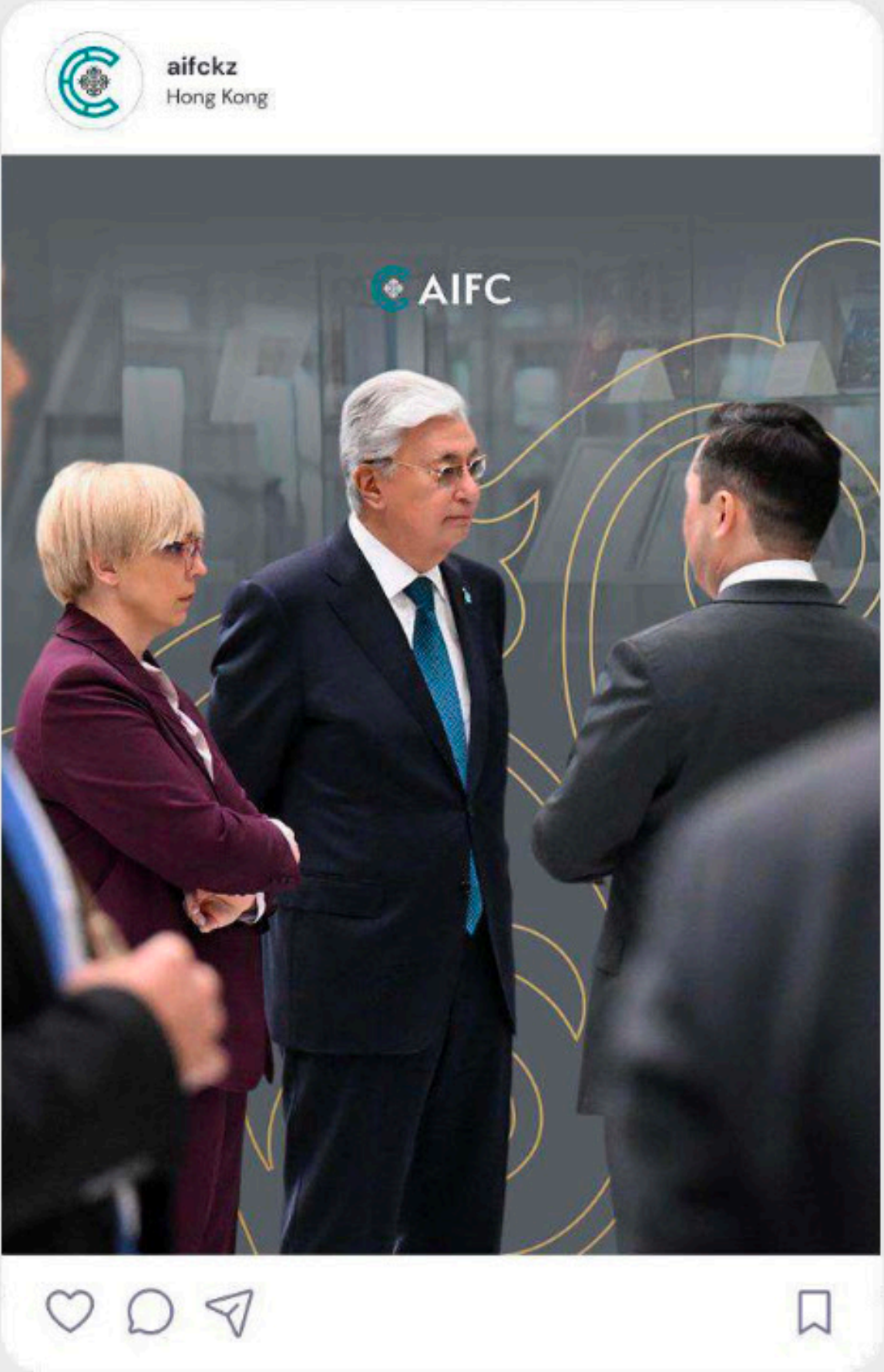
Time	Tentative Programme	Duration
14.00 – 14.30	Registration and Coffee break	30 min
14.30 – 14.35	Opening Remarks: Ambassador & Governor	5 min
14:35 – 14:50	Keynote Address: CICC – macro-overview of region? FarEast Credit Rating?	15 min
14:50 – 15:40	Panel Discussion 1: Capital Market in Kazakhstan: 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	

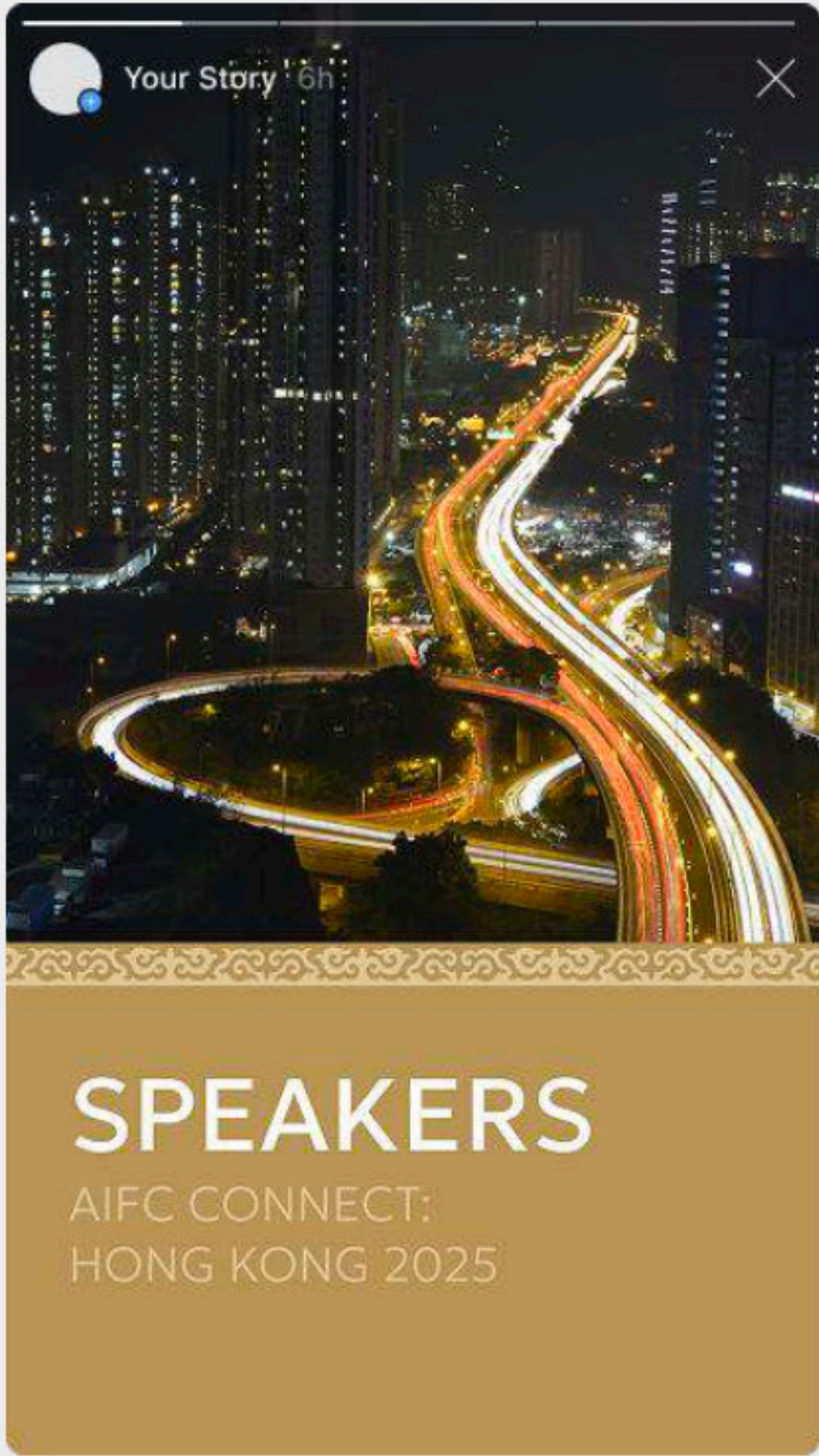
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Your Story

6h

Panel Discussion 1

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

22 MAY14:50 – 15:40



SPEAKERS

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Name Surname (Air Astana)

Name Surname (Solidcore)

Name Surname (Shanghai Stock Exchange)


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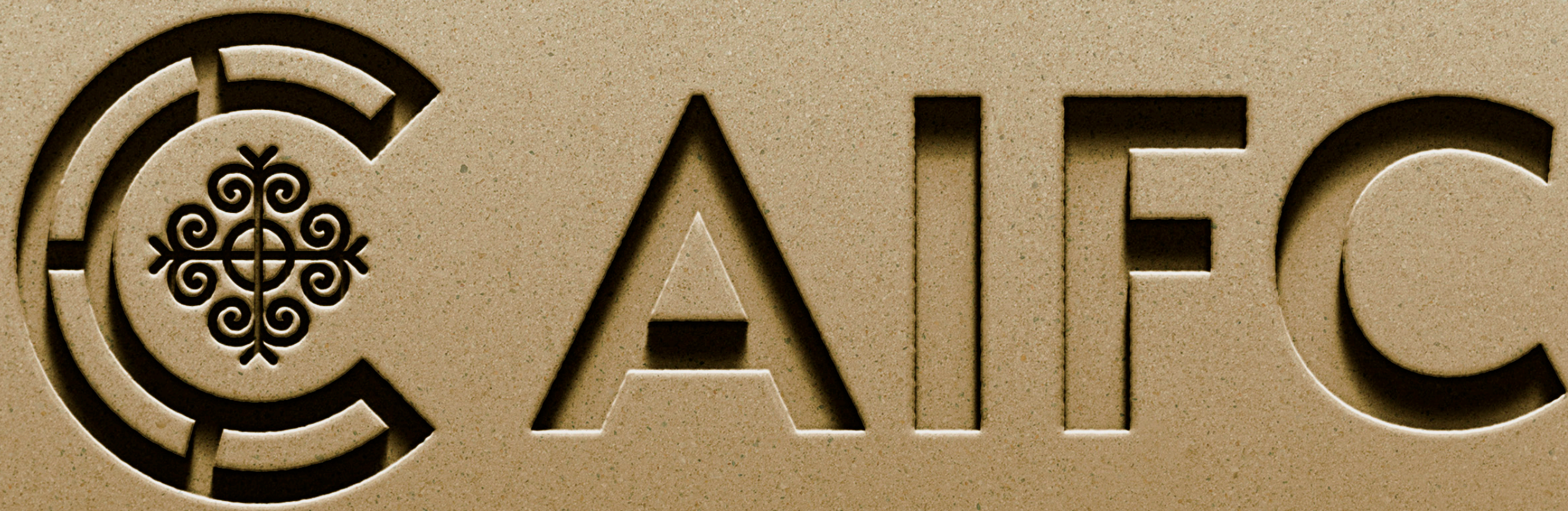
Name Surname (KAP)

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Name Surname (Solidcore)

Name Surname (Shanghai Stock Exchange)

THANK YOU!



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