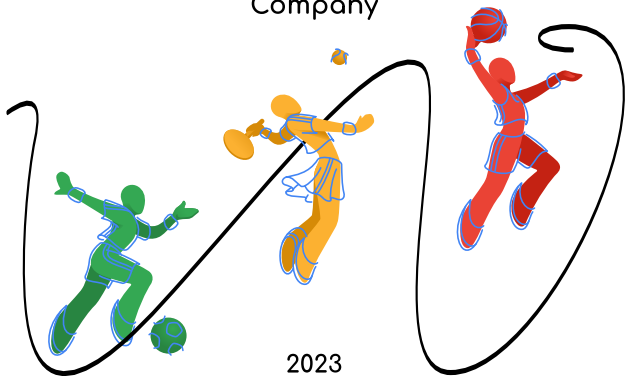


Guidelines and corporate  
identity to the logo:



Sports Investment  
Company



2023

## Mission and vision

Our mission is to bring the excitement and passion of sports to everyone.

Our vision is inspire and enable the next generation of athletes to achieve their full potential.

**Anuar Temirtashev**

CEO of 12bai



# Values

**1. Quality:** We are committed to delivering the highest quality of broadcasting and streaming services to our customers, ensuring that every viewer enjoys an immersive and engaging experience.

**2. Innovation:** We constantly seek new and innovative ways to improve our technology and services, keeping up with the ever-evolving demands of the sports industry.

**3. Integrity:** We conduct our business with the utmost integrity, honesty, and transparency, building trust with our customers and stakeholders.

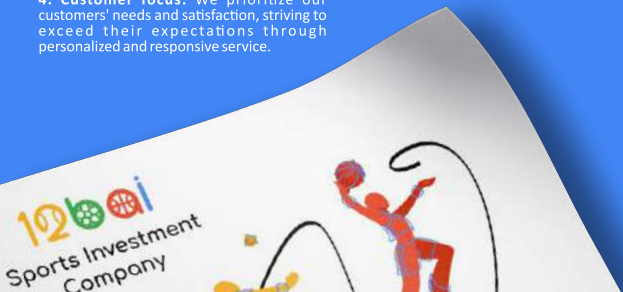
**4. Customer focus:** We prioritize our customers' needs and satisfaction, striving to exceed their expectations through personalized and responsive service.

**5. Teamwork:** We foster a collaborative and supportive work environment, where every member of our team is valued, respected, and encouraged to contribute their unique skills and perspectives.

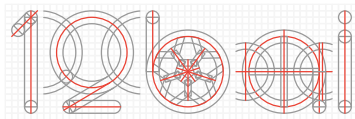
**6. Social responsibility:** We are committed to being a responsible corporate citizen, promoting sustainability and social responsibility in all aspects of our operations.

Anuar Temirtashev

CEO of 12bai



# Anatomy of a logo



The main logo

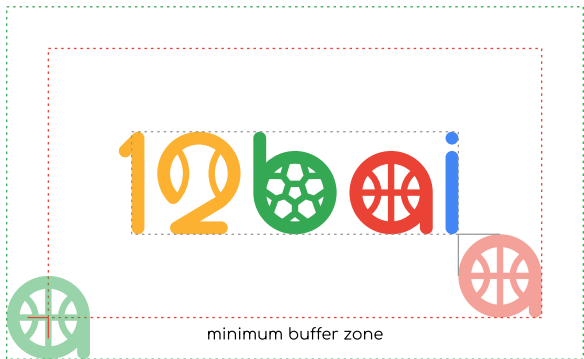


Full fill logo

12b@i

12b@i

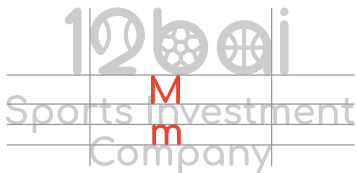
## Logo buffer zone



minimum buffer zone

maximum buffer zone

# Composition of logo with description text





Logo with text description



Sports Investment  
Company



Logo with text description, solid colour fill

12b.ai

Sports Investment  
Company

12b.ai

## Buffer zone: Full logo composition



## Composition of logo with other brands

12bái | ●

12bái & ●

12bái | ● PARTNER

12bái & ● PARTNER

12bái | ●

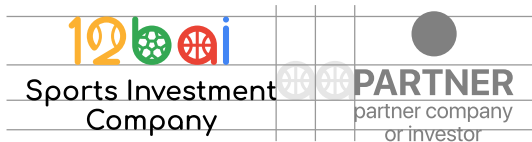
12bái & ●

12bái | ● PARTNER

12bái & ● PARTNER

12bái

Composition of logo with other brands,  
logo with text description



## How the logo should not be used



Don't apply a gradient



Don't stretch



Don't add effects



Don't place over busy backgrounds



Don't change the color



Don't rotate



Don't make a pattern



Don't place in a shape or container



Don't use an inversion background

Victory  
for our  
team!

Don't use the symbol to replace any letterform



Don't change the logo



Don't change the composition of the logo



## Readability of the logo

The logo '12bbaai' is displayed on a white background. The characters are colored: '1' is orange, '2' is yellow, 'b' is green, 'a' is red, and 'ai' is blue.

0% Black

The logo '12bbaai' is displayed on a very light gray background.

5% Black

The logo '12bbaai' is displayed on a light gray background.

10% Black

The logo '12bbaai' is displayed on a medium-light gray background.

20% Black

The logo '12bbaai' is displayed on a medium gray background.

30% Black

The logo '12bbaai' is displayed on a medium-dark gray background.

40% Black

The logo '12bbaai' is displayed on a dark gray background.

50% Black

The logo '12bbaai' is displayed on a very dark gray background.

60% Black

The logo '12bbaai' is displayed on a dark gray background.

70% Black

The logo '12bbaai' is displayed on a dark gray background.

80% Black

The logo '12bbaai' is displayed on a very dark gray background.

90% Black

The logo '12bbaai' is displayed on a solid black background.

100% Black

The logo '12bbaai' is displayed on a white background.

## Color

12bái

#FCB131

12bái

#34A853

12bái

#Ea4335

12bái

#4285F4

12bái



# Fonts: Comfortaa

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

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

1 2 3 4 5 6 7 8 9 0 . , ( ) \* - ? ! " " ; : « »

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

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

1 2 3 4 5 6 7 8 9 0 . , ( ) \* - ? ! " " ; : « »

# Font for large amounts of text: Calibri

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

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

1 2 3 4 5 6 7 8 9 0  
. , ( ) \* - ? ! " " : ; « »

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

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

*1 2 3 4 5 6 7 8 9 0  
. , ( ) \* - ? ! " " : ; « »*

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

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

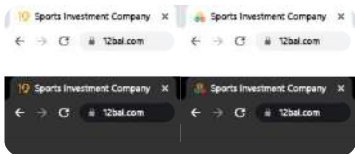
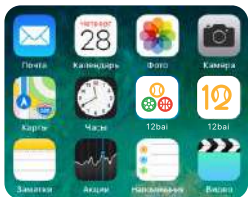
**1 2 3 4 5 6 7 8 9 0  
. , ( ) \* - ? ! " " : ; « »**

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

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

***1 2 3 4 5 6 7 8 9 0  
. , ( ) \* - ? ! " " : ; « »***

# Icon & favicon



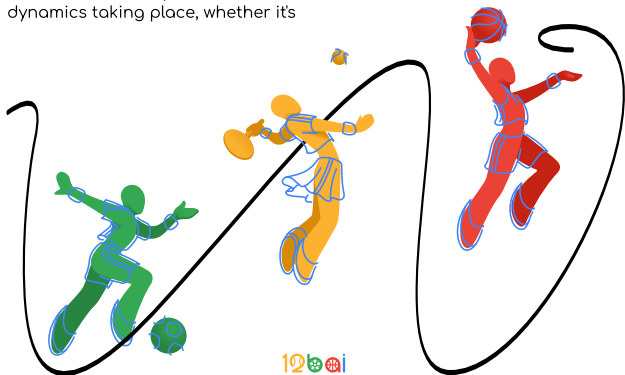
## The basis of the "12bai" corporate identity

Without hollow images of people participating in the sport, the age is also unreadable. Only the blue line shows the clothing and helps to read the sport.

The black line without clear shapes acts as a secondary addition to the dynamics taking place, whether it's

a basketball hoop or a goal on the football pitch - this is the basis of 12bai's signature style.

These images represent the athletes whose equipment is used in the 12bai logo, tennis, football and basketball.



## Example of using corporate identity







# Business card



Anuar Temirtashev  
CEO

+7 777 807 80 87  
anuartemirtashev@12bai.kz



Sports Investment  
Company





# universal business card

First name  
Last name

*position*

phone number: +7 777 777 7777  
e-mail: pchta@gmail.com  
website: 12bai.com



12bai  
Sports Investment  
Company

First name  
Last name

*position*

phone number: +7 777 777 7777  
e-mail: pchta@gmail.com  
website: 12bai.com



First name  
Last name

*position*

phone number: +7 777 777 7777  
e-mail: pchta@gmail.com  
website: 12bai.com

