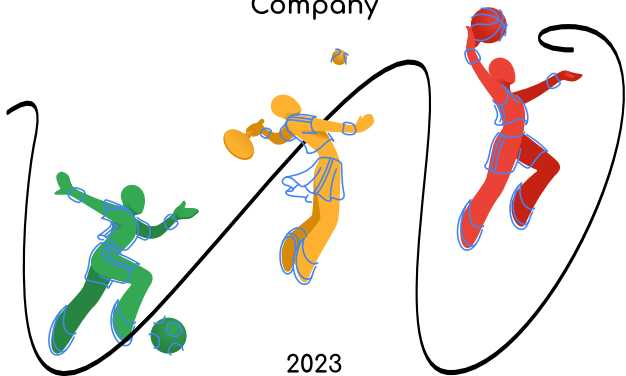


Guidelines and corporate  
identity to the logo:



Sports Investment  
Company



## 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.

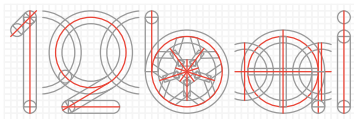
Anuar Temirtashev

CEO of 12bai

12bai  
Sports Investment  
Company



# Anatomy of a logo



The main logo

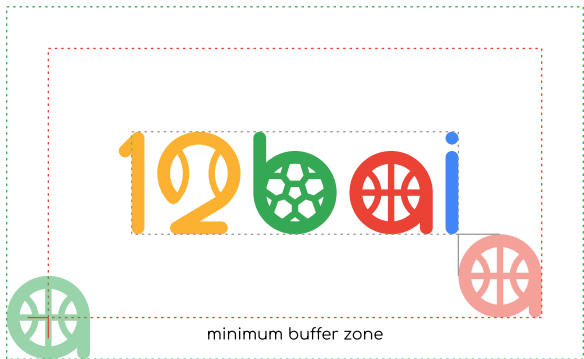


Full fill logo

12b@i

12b@i

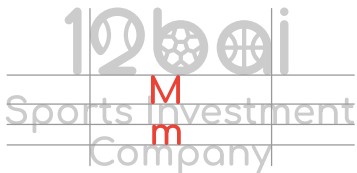
## Logo buffer zone



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

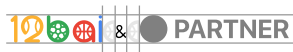
Sports Investment  
Company

12b.ai

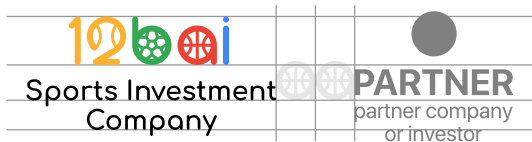
## Buffer zone: Full logo composition



## Composition of logo with other brands



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



0% Black



5% Black



10% Black



20% Black



30% Black



40% Black



50% Black



60% Black



70% Black



80% Black



90% Black



100% Black



## Color



12bai

#FCB131



12bai

#34A853



12bai

#Ea4335



12bai

#4285F4



12bai



# 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**

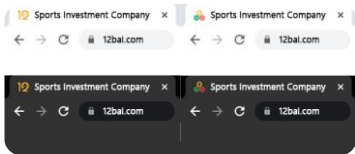
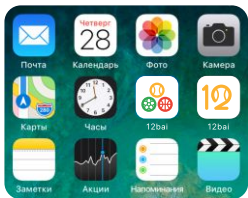
**1 2 3 4 5 6 7 8 9 0  
. , ( ) \* - ? ! " " : ; « »**

***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



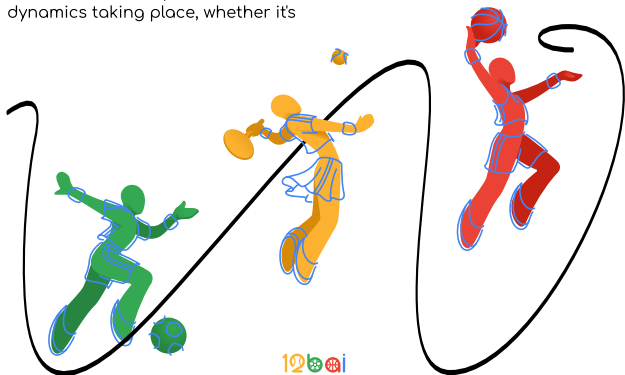
## The basis of the "12bai" corporate identity

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.

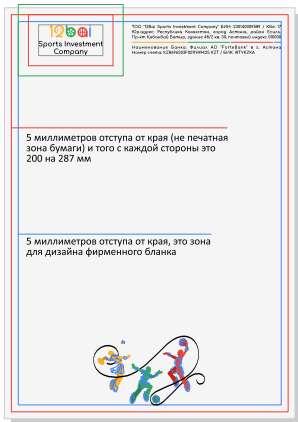
These images represent the athletes whose equipment is used in the 12bai logo, tennis, football and basketball.



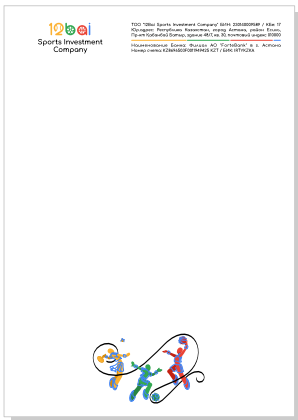
## Example of using corporate identity




# Letterhead\_v1



обычный A4 формат (бумага офисная)  
210 на 297 мм



# Letterhead\_v2



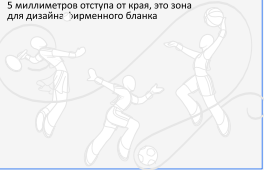
ТОО "120ball Sports Investment Company" БИИ 2306020589 / КИЯ 17  
 Юридический адрес: Республика Казахстан, город Алматы, район Бостан, Промышленный Бостан, улица АБТ, № 33, литеральный адрес: 330333  
 Наименование: Банкноты АЗ "Тайпберг" в г. Алматы  
 Номер счета KZ3844522010000000000000 / БИК: BTKZ02XA

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5 миллиметров отступа от края (не печатная зона бумаги) и того с каждой стороны это 200 на 287 мм

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5 миллиметров отступа от края, это зона для дизайна фирменного бланка




обычный А4 формат (бумага офисная)  
210 на 297 мм



**Sports Investment  
Company**

ТОО "120ball Sports Investment Company" БИИ 2306020589 / КИЯ 17  
 Юридический адрес: Республика Казахстан, город Алматы, район Бостан, Промышленный Бостан, улица АБТ, № 33, литеральный адрес: 330333  
 Наименование: Банкноты АЗ "Тайпберг" в г. Алматы  
 Номер счета KZ3844522010000000000000 / БИК: BTKZ02XA





# 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

