

Architectural Concept

The architecture of the facility is designed as an integrated system that combines functionality with a recognizable visual identity. Architectural solutions integrate the corporate identity into the urban environment, ensuring ease of operation, clear navigation, and comfort for users.

The composition is based on unified color and graphic principles rooted in modularity and standardization, allowing the facility to be adapted to different site conditions while preserving the integrity of the architectural image.

Canopy Diagram

Canopy Visual Concept

Architectural Concept



The canopy is one of the key elements of QAZAQGAZ ÓNIMDERI's visual brand communication in the retail environment. It serves several purposes: reinforcing the corporate identity, protecting visitors, staff, and equipment from weather conditions, and providing additional lighting in the evening and at night.

The canopy is an elongated linear structure with evenly spaced support columns. The top panel features QAZAQGAZ ÓNIMDERI's signature graphics in a blue color palette.

Buildings and Structures

General Views



Buildings and Structures

Night Visual Concept

Architectural Concept



Fuel Dispenser Island

FUEL DISPENSER ISLAND DESIGN

Architectural Concept

The fuel dispenser island design uses a vertical wayfinding element featuring QAZAQGAZ ÖNIMDERI's signature blue graphics. This element serves as a visual landmark and identifies the fuel dispenser within the overall CNG station space.

The vertical panel has an elongated shape with smooth graphic transitions and the dispenser number placed at the top. The color and graphic design follow the brand's corporate identity and are applied consistently across all islands.

The proportions, dimensions, and placement of the wayfinding elements are strictly regulated and may not be altered.

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Fuel Dispenser Island

Visual Concept

Architectural Concept



Totem Sign

Night View

LIGHTING PRINCIPLES

1. The logo panel is illuminated with even flood lighting.
2. The lettering panel “QazaqGaz Onimderi” is backlit in the logo’s colors.
3. The price panel features white LED backlighting.
4. The sign’s edges are illuminated in blue.
5. Service panels with inserts are internally illuminated.

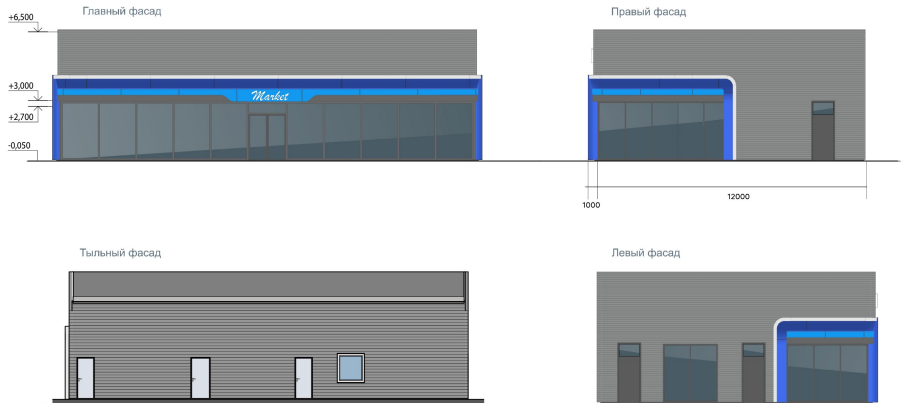
Architectural Concept



Operator Building

Exterior Example

Buildings and Structures



The facade of the CNG station operator building follows the brand's corporate style and ensures the facility is instantly recognizable. Mandatory elements include the logo on the front facade and glazing to the approved design.

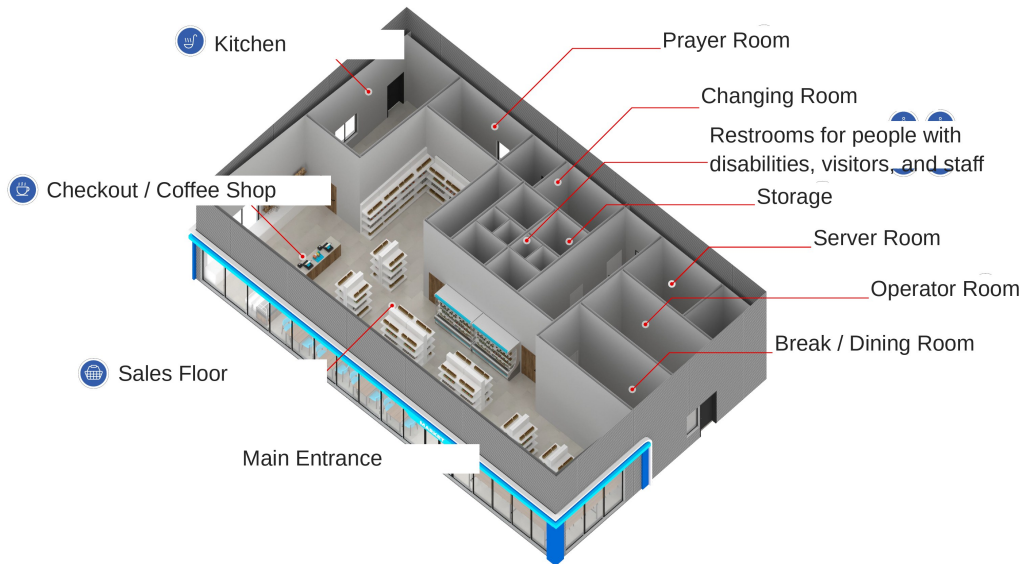
The side facades maintain a consistent design, while the rear facade is neutral. Changes are permitted only with prior approval.

Additional information on RAL color (gray shade 7023)

Operator Building

Room Schedule

Buildings and Structures



General Overview

Operator Building



General Overview

Operator Building



General Overview

Operator Building



General Overview

Operator Building



General Overview

Sales Floor Interior



General Overview

Sales Floor Interior



Uniform

Special Uniform (Winter Version)

Stylized Graphics



insulated jacket



hat



insulated coverall

The winter uniform consists of an insulated coverall, a hooded jacket, and a hat in blue (Pantone 2728 C). All items feature the primary version of the logo in white. Application method: embroidery or reflective print.

Uniform

Special Uniform (Summer Version)

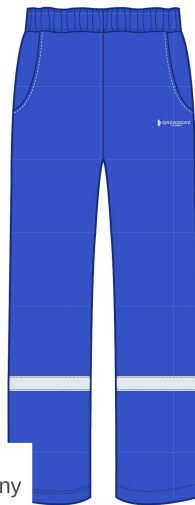
Stylized Graphics



lightweight zip jacket



cap



pants

The summer version of the special uniform includes a lightweight jacket in blue (Pantone 2728 C), pants, and a cap, all in the brand's color scheme. The company logo appears on the clothing items. Reflective elements are included on the jacket and pants. Application method: embroidery or reflective print.

Uniform

Staff Uniform

Stylized Graphics



polo shirt (regular)



cap



apron

The staff uniform includes a polo shirt (regular fit), a cap, and an apron in the brand's corporate colors. The company logo appears on the clothing items.

Staff appearance must comply with the brand's overall visual style, including the use of the logo, graphics, and color scheme. Application method: embroidery or DTF.

Uniform

Additional Uniform



T-shirt (regular)



T-shirt (regular)



bandana (option 1)
additional accessory for polo
shirts

The additional uniform serves as a versatile base for year-round comfort and a standardized appearance.

Stylized Graphics



crewneck sweatshirt



zip-up sweatshirt

MKE

Uniform

Additional Uniform

Stylized Graphics



T-shirt (regular)



T-shirt (regular)



bandana (option 2)
additional accessory for polo shirts

The additional uniform with a graphic pattern serves as a versatile base for year-round comfort and a standardized appearance.