


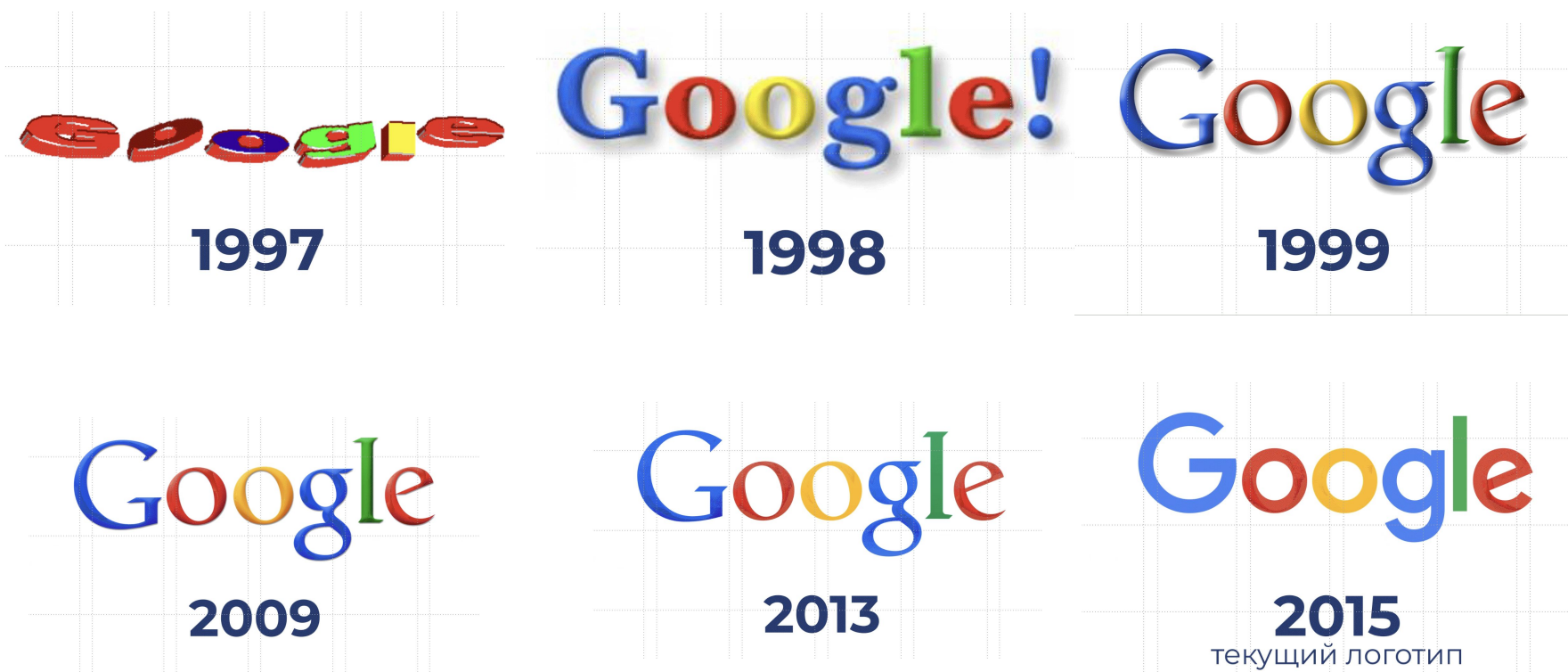
**Why do we need  
a new brand?**



Google has had a number of logo changes over the years for a variety of reasons, such as changes in the company's strategy and the evolution of technology.

The key reasons for the changes:

-  Reflecting growth and change
-  Simplification and minimalism
-  Adaptation to devices
-  Single brand creation



PwC estimates that by 2030, the contribution of AI to global GDP could reach

**\$15,7 trillion**

Statista analysts expect the cloud computing market size to exceed

**\$1 trillion**

by the end of 2028, driven by strong adoption of cloud solutions across various industries

IDC estimates that between 2018 and 2025, the amount of data created by humans will grow from

**33 > 175 zettabytes**

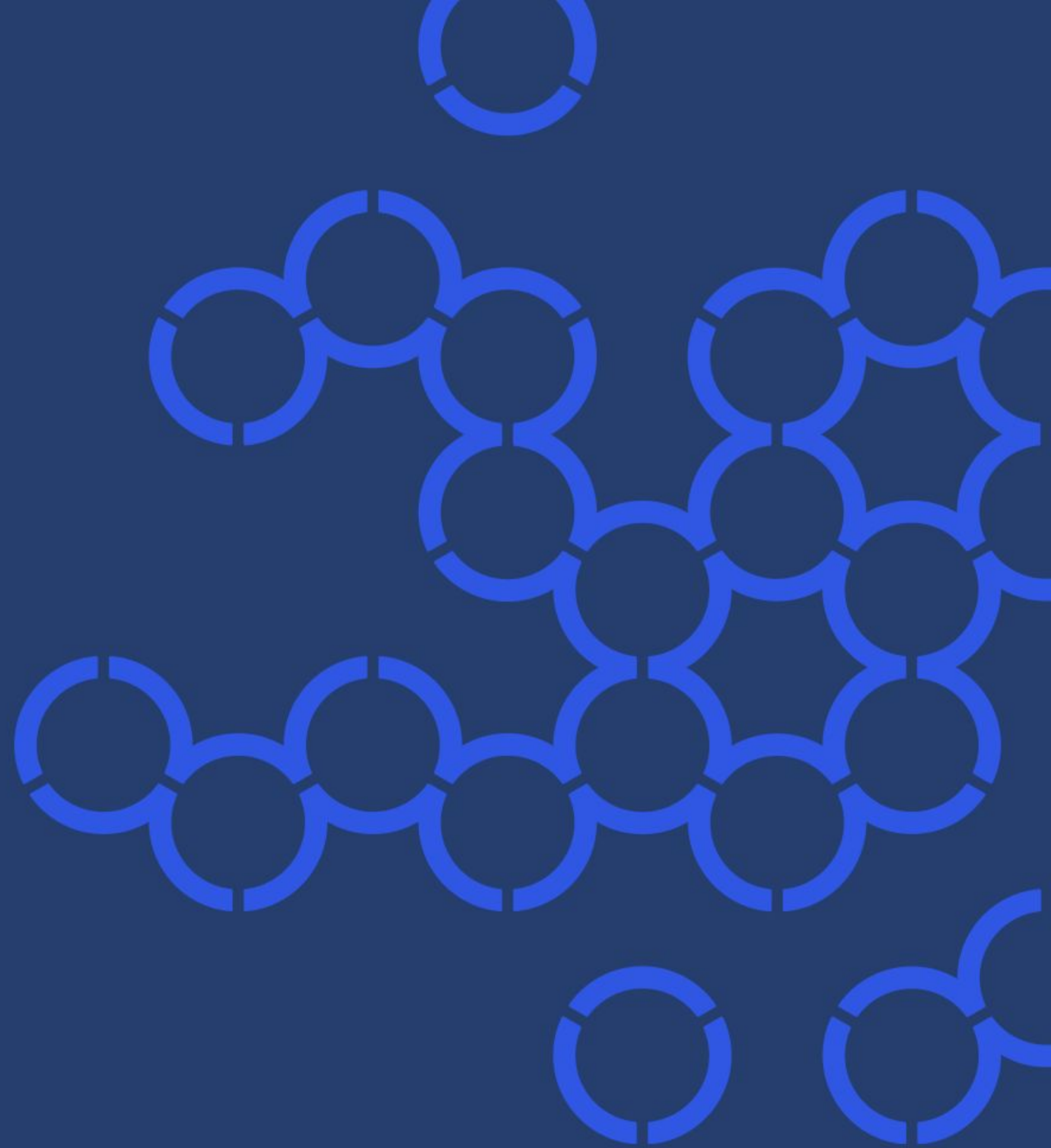
1 zettabyte = 1 billion terabytes



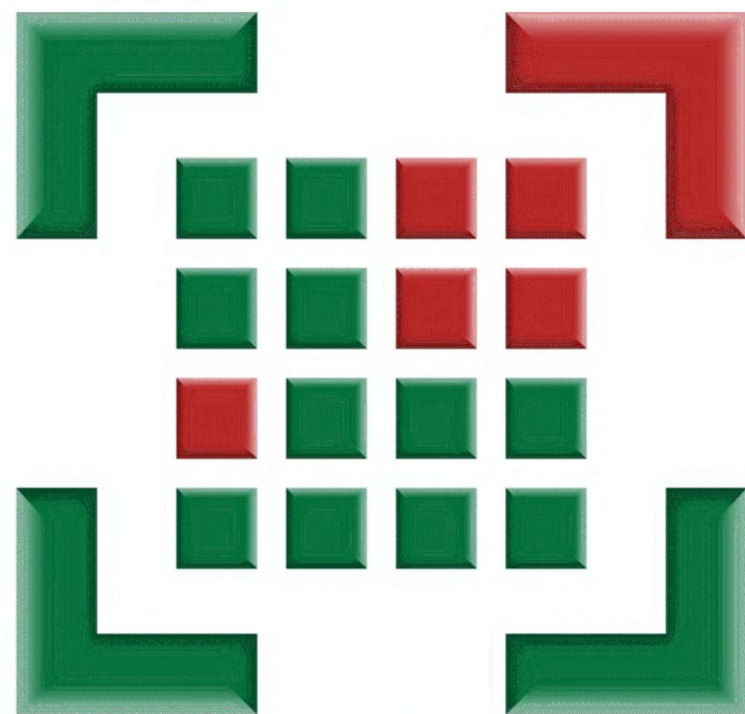


In 2025, NITEC will celebrate its 25th anniversary. With a quarter of a century behind us, we are ready to begin our new chapter, preserving and enhancing all that has made us unique, while focusing on our core strengths.

The company's new communications strategy will be based not only on technological expertise, but also on the ability to create emotional connections with audiences, demonstrating an innovative approach.







2000



2003



2007



2015



НОВЫЙ ЛОГОТИП



Trademark

Word mark

## The new NITEC

Honouring the brand's 24-year history, we are ready to move confidently into the future by 'rethinking' and 'reassembling' ourselves.

Leaving behind everything that made us unique, we aim to simplify our visual style, eliminate outdated attitudes and reinforce our strengths.

### DARK BLUE

RGB: 38, 62, 110

HEX: #263E6E

CMYK: 65, 44, 0, 57

### YELLOW

RGB: 243, 211, 41

HEX: #F3D329

CMYK: 0, 13, 83, 5

### BLUE

RGB: 47, 87, 228

HEX: #2F57E4

CMYK: 79, 62, 0, 11

### CREAM

RGB: 254, 237, 231

HEX: #FEEDE7

CMYK: 0, 7, 5, 0

### VANILLA

RGB: 255, 247, 215

HEX: #FFF7D7

CMYK: 0, 1, 18, 0

### LAVENDER

RGB: 235, 236, 253

HEX: #EBECFD

CMYK: 6, 5, 0, 0





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egov  
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gateway



Customer value creation is directly related to brand capitalization. The more value a brand adds through quality, innovation or unique experiences, the higher its market value. Brands that build long-term, high-quality relationships with customers increase their reputation and capitalization.

It is also where NITEC intends to grow.

By developing a product approach, brand capitalization can be increased and projects can be perceived as high quality and innovative, allowing them to keep prices high and generate stable revenues despite competition.



At the end of 2023, Google, part of Alphabet Inc. had a capitalization of

**~\$1,7 trillion**



Amazon's capitalization at the end of 2023 was

**~\$1,3 trillion**







































Intel's capitalization for 2024 is estimated to be

**>\$200 billion**



# Organizational structure of the company

Name	Visual association	Sign in color variations		
Administrative and managerial staff	Administration			
Human Resources (HR)	Human			
Infrastructure, RO	Gears			
B2C	Mobile government			
B2B, Big Data	Database			
Managing Director for Platform Solutions	Platform			
Managing Director for IS	Defense			
Managing Director for Economics, Finance and Business Affairs	Economic growth			
Financial Division	Wallet			
Development Operations	Interaction			
IT Operations	Microchip			
Artificial Intelligence	Monogram			

# БІЗ МЫ WE



# nitec

## N

NIMBLE  
INNOVATION

ИКЕМДІ  
ИННОВАЦИЯ

ГИБКАЯ  
ИННОВАЦИЯ

## I

INTENTION

НИЕТ  
НАМЕРЕНИЕ

## T

TEAMWORK

ТОППЕН  
ЖҰМЫС ІСТЕУ

КОМАНДНАЯ  
РАБОТА

## E

EFFICIENCY

ТИІМДІЛІК  
ЭФФЕКТИВНОСТЬ

## C

CUSTOMER-FOCUSED  
DEVELOPMENT

КЛИЕНТКЕ  
БАҒЫТТАЛҒАН  
ИТ-ШЕШІМДЕРДІ  
ӘЗІРЛЕУ

РАЗРАБОТКА ИТ  
РЕШЕНИЙ  
С ОРИЕНТАЦИЕЙ НА  
КЛИЕНТА