



WINE OF MOLDOVA

A LEGEND ALIVE

GUIDELINE

LOGO

The Logo of the winemakers association "Moldavian wines" consists of three elements: the trademark, the font typeface of the name and the tagline. The trademark is a stylized image of a white stork with a bunch of grapes. White Stork is a traditional symbol and sign of the quality of Moldovan wine and vine. Stork symbol is historically linked with the legend of the rescue of besieged defenders of Moldavian fortress from starvation by the flock of white storks that brought them bunches of grapes in their nibs. Aside from the obvious symbol of stork with grapes, a number of connotations are hidden in the trademark: overall silhouette is designed as a drop of wine, wings compose the image of flame shapes, a bunch of grapes follow the contour of in Moldova on the world map. Thus, the brand name is a combination of four elements: the grapes – symbol of earth, stork – symbol of air, wings – symbol of fire, drop of wine – symbol of water.

The font typeface is made by a modern sanserif font style. Tagline ("living legend") expresses its deep foundations of a national tradition of winemaking. Winemaking in Moldova is a part of the country's culture and is inextricably linked with the history and present of the Moldovan people.



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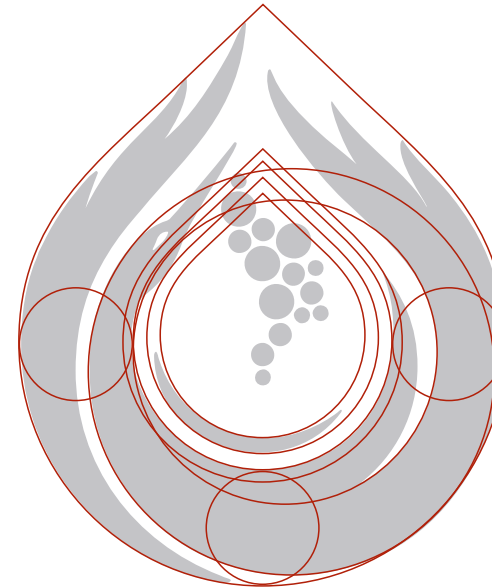
LOGO DESIGN SPACING

Location and proportions of the logo are clearly fixed. They should not be changed or redrawn under any circumstances.

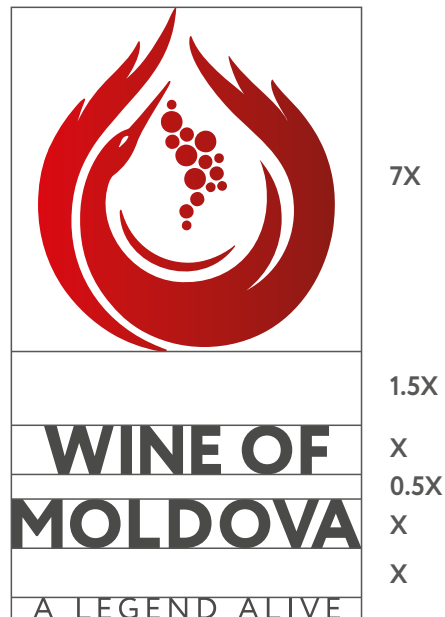
The logo usually becomes a part of the composition in promotional materials, it is relative to other elements are positioned in a certain way and correlated with them. In order the logo not to compete with the composition and looks noticeably in the layout, sufficient space around it should be left (so-called "comfort zone" or "air").

The arrangement of objects within the free zone is prohibited.

Graphic symbol design



A vertical logo design



A horizontal logo design



LOGO SAFE SPACE

To make sure the logo is as strong as possible, there has to be reserved a minimum area where no design elements can be placed. The above scheme describes the intersection points, every design that includes the Thirdlane logo has to respect the red dashed line and no font, image, logos or other elements are allowed to intersect the line. The basic side of the logo is marked with "X" symbol, and is equal to the logo height (as example if X side height is 1 cm, the protected limits are 1.5 x 1 cm = 1.5 cm).

A horizontal logo free zone



A vertical logo free zone



LOGO / LANGUAGES

The logo is made in three languages: English, Romanian and Russian.

Vertical versions



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EN



**VINUL
MOLDOVEI**

O LEGENDĂ VIE

RO



**ВИНО
МОЛДОВЫ**

ЖИВАЯ ЛЕГЕНДА

RU

Horizontal versions



**WINE OF
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EN



**VINUL
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O LEGENDĂ VIE

RO



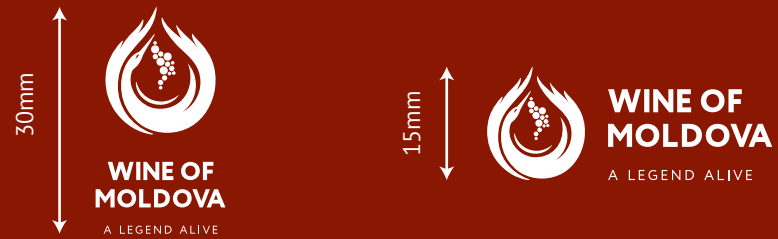
**ВИНО
МОЛДОВЫ**

ЖИВАЯ ЛЕГЕНДА

RU

MINIMUM SIZE OF LOGO

The slide shows the minimum sizes of horizontal and vertical versions of the logo with slogan.



The slide shows the minimum sizes of horizontal and vertical versions of the logo without slogan.



SIMPLIFY LOGO

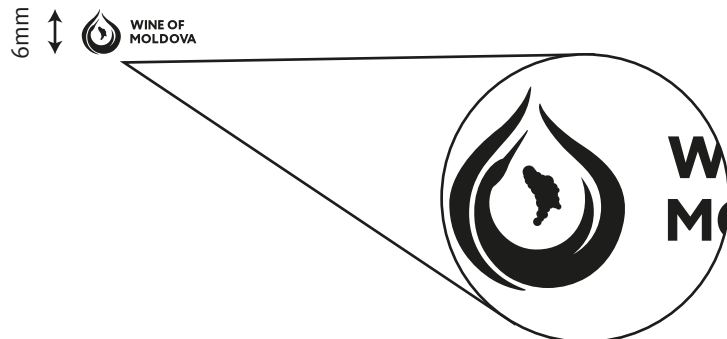
Branding for small items, surfaces of which do not allow to put a full logo (ballpen, favicon, etc.), use of an alternative logo is allowed. Alternative logo has three types:

- separately trademark;
- font typeface in one line;
- font typeface in two lines.

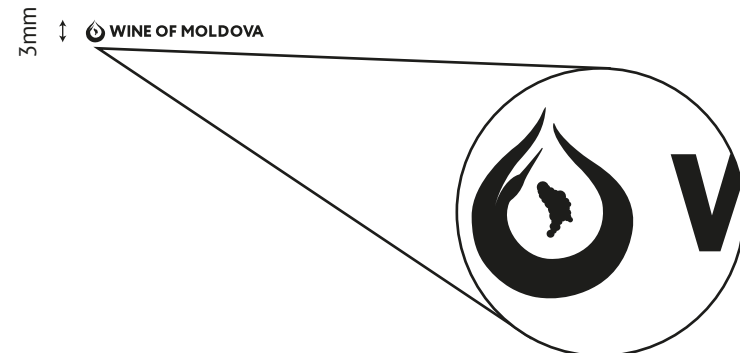


The minimum size of an alternate logo

The slide shows the minimum sizes of horizontal versions of the simplify logo.



The slide shows the minimum sizes of horizontal versions of the simplify logo.



FULL COLOUR VERSION OF THE LOGO

In the full-color version of the logo the corporate color scheme in a single composition is represented. It is prohibited to change colors inside the full color logo.



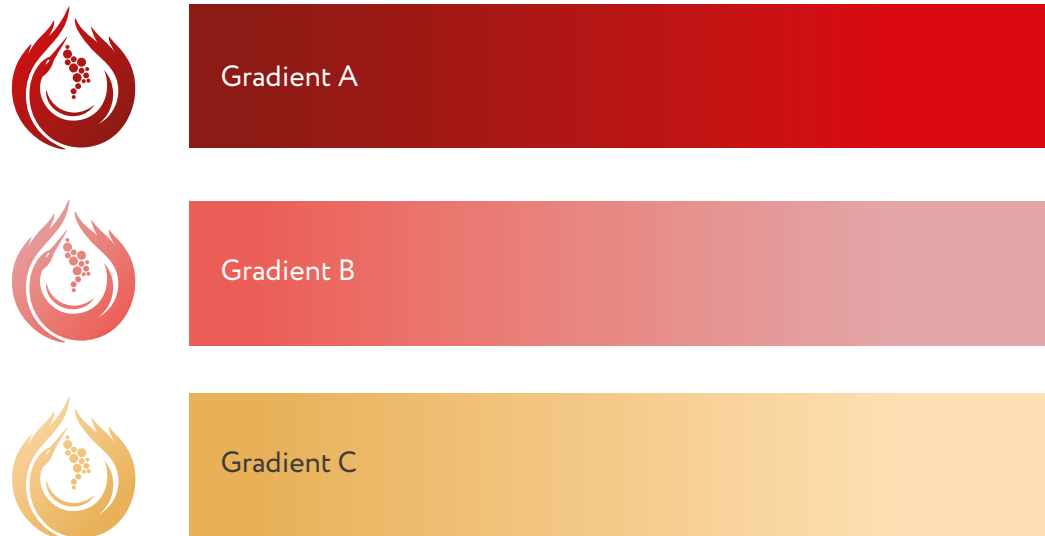
COLOUR RANGE OF LOGO

The image of the brand, its personality and identity are not displayed only in the logo, but also in a set of corporate colors. The color range helps to convey the philosophy of the brand, its values and rational benefits, to create an emotional mood that matches the essence of the brand. The main color is the primary element of the visual identity of the brand, it acts as a reference point in the color of the logo and the basic decorative elements.

The main corporate color scheme (№ 1) consists of red, pink and yellow. This color variation is explained by coloring of wine: red, pink and white. Typographic composition always remains a graphite color.

Color scheme No. 1

■ C:0, M:0, Y:0, K:85 / R:75, G:75, B:77



■ C:30, M:100, Y:100, K:30
■ C:0, M:100, Y:100, K:5

■ C:0, M:75, Y:60, K:0
■ C:0, M:40, Y:20, K:10

■ C:0, M:30, Y:70, K:10
■ C:0, M:15, Y:35, K:0

COLOUR RANGE OF LOGO

Color scheme (Nº 2) consists of red, pink and yellow. Colors may be used with a gradient or without. This color variation is explained by coloring of wine: red, pink and white. Typographic composition always remains a graphite color.



Color scheme No. 2 ■ C:0, M:0, Y:0, K:85 / R:75, G:75, B:77

	Color A
	Color B
	Color C
	Color D

■ PANTONE 188 C

■ PANTONE 200 C

■ PANTONE 190 C

■ PANTONE 7508 C

COLOUR RANGE OF LOGO

As a subsidiary of corporate colors, color scheme No. 3 is represented. Gold, bronze and silver color sets the desired brand status. On the slide are branded color values of standard palettes.



Color scheme No. 3



Color A

■ PANTONE 8643 C



Color B

■ PANTONE 8582 C



Color B

■ PANTONE 877 C



MONOCHROME VERSION OF LOGO

Monochrome color scheme is used in cases where the reproduction of the logo is only possible using the same color/paint without gradation and screening, for example, when printing on rizografe or black-and-white printer, sending a fax.



Color scheme No. 4



Color A

■ C:0, M:0, Y:0, K:100

USE OF THE LOGO ON A COMPLEX BACKGROUND

To use the logo on a complex background to the photos (and other background) the following requirements should be met:

- Image must contain at least one zone of homogeneity, thus, for aesthetic and compositional reasons, homogeneity zone should be on the perimeter. Exactly in this zone the logo should be placed;
- area of the zone should be greater than the free zone logo (see page 4-5). In the case where you want to place the full version of the logo, the size of the zone of homogeneity should be large in accordance with the composition of the layout;
- all images used for the background the logo should be prepared so that the homogeneity zone was adequate for the described in this manual grayscale (see pages 18-19). In this case, the contrast must be satisfied, because on the pastel and bright colors it is recommended to use the full-color mark, and on the bright and dark shades should be placed inverted monochrome version of the logo (see page 12).

If the photographic background does not have a homogeneity zone, the logo should be placed on single-color die (horizontal and vertical version). This will allow the logo "not to get lost" on a complex background, as well as to create a good contrast effect.

All branding photos must meet the following requirements:

- comply with the general traditions and culture of Moldova;
- comply with the traditions and culture of winemaking in Moldova;
- contain clean and bright colors (not dirty);
- carry a positive mood;
- express brand values.





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INCORRECT USE OF THE LOGO

The logo, being the priority element of brand identity, requires strict compliance with the rules for its use. Violent changes of the logo's form, its proportions or color range are unacceptable.

The logo represents a balanced, amended and completed (from all angles) composition and any changes made to the logo, just worsen its appearance. Any, even the most minor interference in the structure of the logo impairs associative link between the image and the brand. In addition, there is also the aesthetic aspect of the problem: incorrect display of the logo diminishes its artistic value.

PROHIBITED:

1. Change the proportions of the logo;
2. Rotate the logo;
3. Change the color saturation;
4. Change the distance between the elements;
5. Use the stroke instead of die;
6. Change the color;
7. Add stroke and decorative elements on the outline of the logo;
8. Swap elements of the logo;
9. Use the logo at complex and photographic backgrounds.



CORPORATE FONTS

As the header font the headset Circe is used. Circe is a geometric grotesque with human face and many pleasant additions. The headset consists of 6 typefaces of different saturation, from subtle to ultra bold. Circe super extended landmark composition, including both signs for most of the European languages based on Latin and Cyrillic, as well as a huge number of options and choices with flourishes, is organized in stylistic sets, allowing the fast, convenient and flexible change of the set character.

For typesetting text we recommend to use headsets PT Serif and PT Sans.

HEADER FONT

Circe

WINE OF MOLDOVA

Light

WINE OF MOLDOVA

Bold

WINE OF MOLDOVA

Regular

WINE OF MOLDOVA

Extra Bold

CORPORATE FONTS

PT Serif (Artificial font)

8pt / Regular

In wine production a lot of different grape varieties are used, the most common of their division into black and white. Distinguished by the color of white, pink and red types of wines.

8pt / Bold

In wine production a lot of different grape varieties are used, the most common of their division into black and white. Distinguished by the color of white, pink and red types of wines.

8pt / Italic

In wine production a lot of different grape varieties are used, the most common of their division into black and white. Distinguished by the color of white, pink and red types of wines.

8pt / Bold Italic

In wine production a lot of different grape varieties are used, the most common of their division into black and white. Distinguished by the color of white, pink and red types of wines.

PT Sans (Artificial font)

8pt / Regular

In wine production a lot of different grape varieties are used, the most common of their division into black and white. Distinguished by the color of white, pink and red types of wines.

8pt / Bold

In wine production a lot of different grape varieties are used, the most common of their division into black and white. Distinguished by the color of white, pink and red types of wines.

8pt / Italic

In wine production a lot of different grape varieties are used, the most common of their division into black and white. Distinguished by the color of white, pink and red types of wines.

8pt / Bold Italic

In wine production a lot of different grape varieties are used, the most common of their division into black and white. Distinguished by the color of white, pink and red types of wines.

BRANDED BACKGROUND

Branded background images are a subsidiary element of corporate identity (brand communication tool). They represent a stylized geometric pattern with smooth lines. Colours of branded backgrounds has a similar structure with a full-color version of the logo. The usage of branded background images is possible on all branded planes.

The usage of corporate colors (red, pink, yellow) for a homogeneous background is also possible.



■ PANTONE 188 C



■ PANTONE 200 C



■ PANTONE 1787 C



■ PANTONE 7510 C

COEXISTENCE WITH OTHER LOGOS

If the logo is placed on a par with other logos, you must follow two rules :

1. Carefully follow the rules of the free zone (see page 5-6);
2. Ensure that all the logos in the proportions are of the same size. This will allow to avoid a situation of artificially increasing logos that can be considered as the status superiority of one brand.



