



# GUIDELINE 2024



# About

The National Office of Vine and Wine (ONVV) is a public institution, organised via a public-private policy implementation partnership in the wine industry.

The institution was designed to conform with the model of similar wine-growing institutions in the world's major wine-producing countries. The ONVV was established based on the Government Decision no. 725 of September 16, 2013 and implementation of sectoral policies started in April 2014

The establishment of ONVV was a decisive step taken by the public and private sector in light of the implementation of changes in wine sector legislation, the normative framework and of the promotion of the country's wine brand: "Wine of Moldova, A legend alive". The purpose of the ONVV is to contribute to the recognition and promotion of quality Moldovan wine abroad.

The ONVV operates under the Ministry of Agriculture and Food Industry, and performs as a public-private partnership, being managed, and financed jointly from the Vine and Wine Fund, set up out of contributions from the private sector and state budget allocations.



# Comunication platform | Eng

**OUR WINE WINS  
OVER THE WORLD**

**WITH ITS SUPRISING  
VARIETIES AND BLENDS**

**CRAFTED BY NEW  
GENERATIONS OF WINEMARKETS**

**IN A LAND OF VINEYARDS  
AND UNIQUE WINERIES**

**WHERE YOU FEEL  
UNEXPECTEDLY GREAT**

# Comunication platform | Ro

VINUL NOSTRU  
CUCEREȘTE LUMEA

CU VARIETĂȚILE ȘI CUPAJELE SALE  
SURPRINZĂTOARE

CREATE DE NOI GENERAȚII DE VINIFICATORI

ÎNTR-O ȚARĂ DE PODGORII  
ȘI VINĂRII INEDITE

UNDE TE SIMȚI  
UIMITOR DE BINE

# Comunication platform | Ru

**НАШЕ ВИНО  
ПОКОРЯЕТ МИР**

**УДИВИТЕЛЬНЫМИ РАЗНОВИДНОСТЯМИ  
И СОЧЕТАНИЯМИ**

**СОЗДАННОЕ НОВЫМИ  
ПОКОЛЕНИЯМИ ВИНОДЕЛОВ**

**В СТРАНЕ ВИНОГРАДНИКОВ  
И УНИКАЛЬНЫХ ВИНОДЕЛЕН**

**ГДЕ ВЫ ЧУВСТВУЕТЕ СЕБЯ  
НЕОЖИДАННО ВЕЛИКОЛЕПНО**

# Logo

The Logo of the winemakers association "Moldovan 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 Moldovan 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.



# WINE OF MOLDOVA

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The font typeface is made by a modern sanserif font style.  
Tagline "a 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.

# Logo design spacing

Graphic symbol design



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 not to compete with the composition and to look noticeably in the layout, around the logo should be left sufficient space around it should be left (so-called "comfort zone" or "air").

The arrangement of objects within the free zone is prohibited.

Vertical version



Horizontal version



# 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).

Vertical version



Horizontal version





# Logo. Languages.

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

Vertical version



**WINE OF  
MOLDOVA**

ENG

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**VINUL  
MOLDOVEI**

RO

UIMITOR DE BUN



**ВИНО  
МОЛДОВЫ**

RU

НЕОЖИДАННО  
ВЕЛИКОЛЕПНО

# Logo. Languages.

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

## Horizontal version



**WINE OF  
MOLDOVA**

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GREAT

ENG



**VINUL  
MOLDOVEI**

UIMITOR DE BUN

RO



**ВИНО  
МОЛДОВЫ**

НЕОЖИДАННО  
ВЕЛИКОЛЕПНО

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.



Branding for small items, surfaces of which do not allow to put a full logo  
(Profile picture, Pins, Favicon,...)

# Colors

Branded background images are a subsidiary element of corporate identity (brand communication tool). They represent a stylized geometric pattern with smooth lines.

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

## Red

HEX: #ce1531  
CMYK: 15, 100, 80, 0  
RGB: 206, 21, 49

PANTONE®

-

## Red Dark

HEX: #8d1a14  
CMYK: 30, 100, 100, 30  
RGB: 141, 26, 20

PANTONE®

-

## Oange 1

HEX: #ec6839  
CMYK: 0, 70, 80, 0  
RGB: 236, 104, 57

PANTONE®

-

## Blue 1

HEX: #312e51  
CMYK: 100, 100, 60, 0  
RGB: 49, 46, 81

PANTONE®

-

## Oange 2

HEX: #fcc978  
CMYK: 0, 25, 60, 0  
RGB: 252, 201, 120

PANTONE®

-

## Yellow

HEX: #fff4e0  
CMYK: 0, 5, 15, 0  
RGB: 255, 244, 224

PANTONE®

-

## Blue 2

HEX: #7d6d9a  
CMYK: 60, 60, 20, 0  
RGB: 125, 109, 154

PANTONE®

-

## Aqua

HEX: #beb4cc  
CMYK: 30, 30, 10, 0  
RGB: 190, 180, 204

PANTONE®

-

# Colour range of logo

## Color scheme No. 1

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 (No 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.



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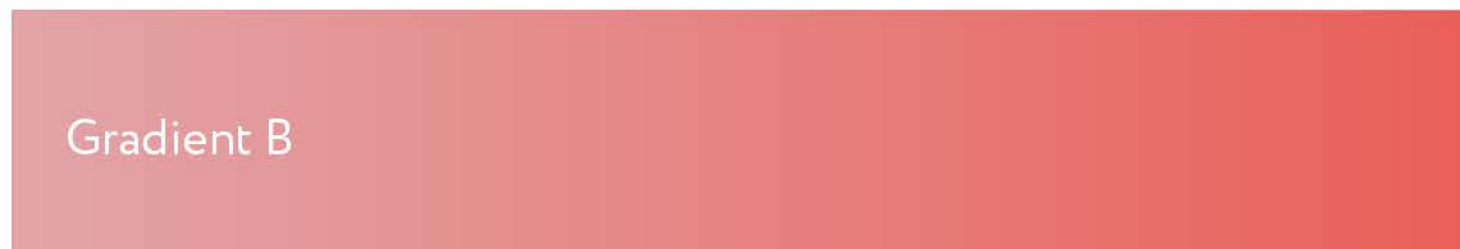
Gradient A



C:30, M:100, Y:100, K:30



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



Gradient B



C:0, M:75, Y:60, K:0



C:0, M:40, Y:20, K:10



Gradient C



C:0, M:30, Y:70, K:10



C:0, M:15, Y:35, K:0

# Colour range of logo

## Color scheme No. 2

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.

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



Color A

PANTONE 188 C

Color B

PANTONE 200 C

Color C

PANTONE 190 C

Color D

PANTONE 7508 C

# Colour range of logo

## Color scheme No.3

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.



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Color A

PANTONE 8643 C

Color B

PANTONE 8582 C

Color C

PANTONE 877 C

# Monochrome version of logo

## Color scheme No. 4

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.



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Monochrome

C:0, M:0, Y:0, K:100



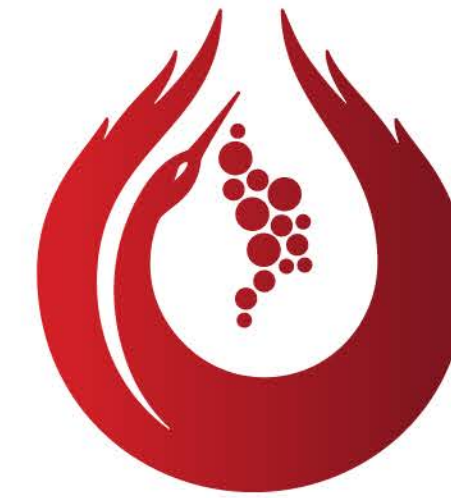
# Use of the logo on the complex background

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. 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. 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. 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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**WINE OF  
MOLDOVA**  
UNEXPECTEDLY  
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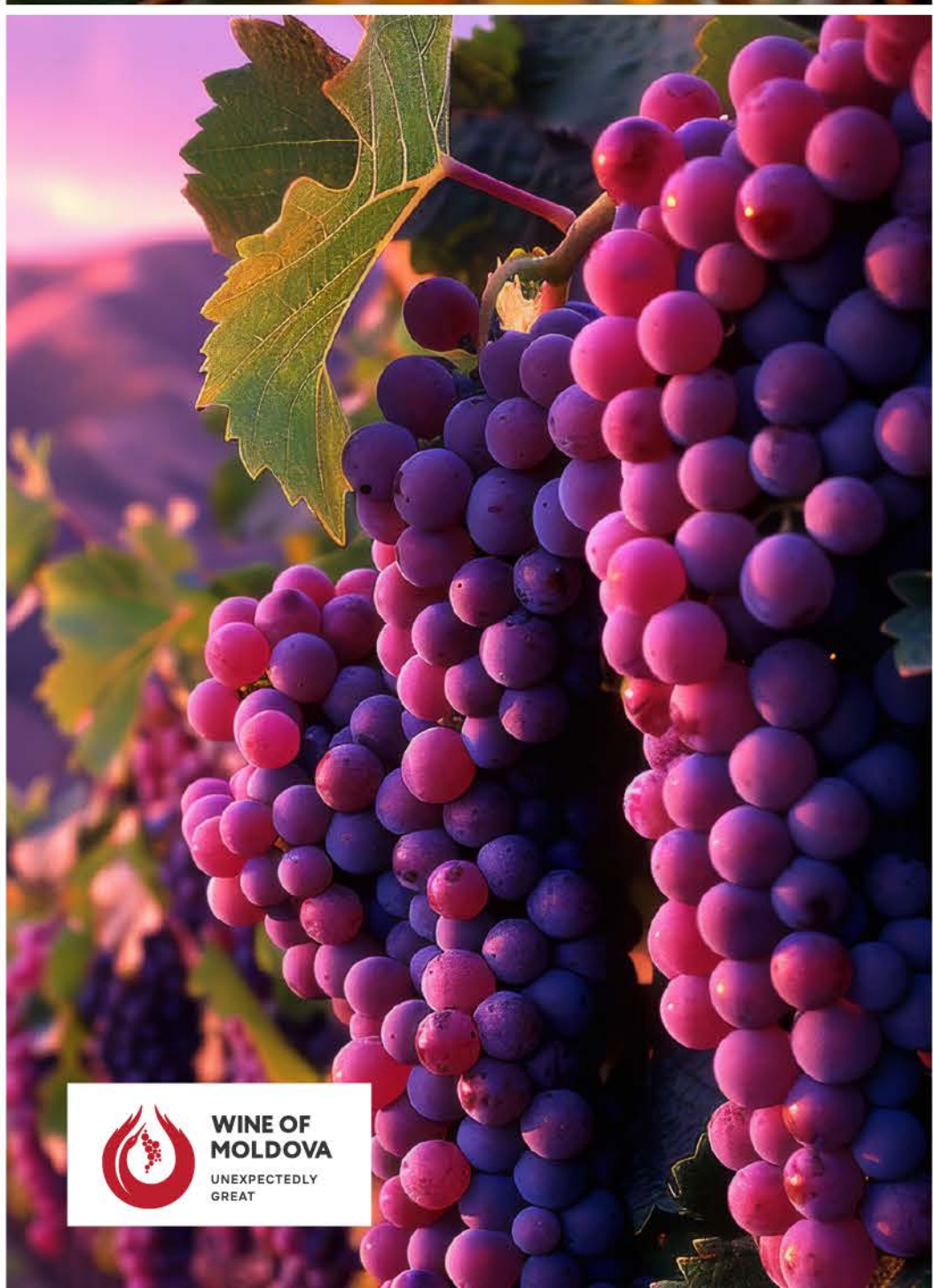


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# Grey scale

When selecting the colors of the logo, setting the background brightness should be considered. The greater the difference between the background and brightness characteristics of the logo, the higher contrast and better perception of the logo. In case of inability to use the classic white background with color selection, you should follow sound logic and seek for a color on which the logo look most clearly. For convenience of selection of the logo and background colors, here are dependence diagrams for color printing, the purpose of which - to ensure maximum readability of the logo.

100%

80%

60%

40%

20%



# Incorect 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.

## Circe

VINUL  
NOSTRU  
UIMITOR  
DE BUN

AȘA E APRECIAT VINUL NOSTRU  
DE TOATĂ LUMEA

# Illustrations





OUR WINE WINS  
OVER THE WORLD



WITH ITS SUPRISING  
VARIETIES AND BLENDS



Guidelines

2024



WINE OF MOLDOVA

BrandBook

**CRAFTED BY NEW  
GENERATIONS OF WINEMARKETS**



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# 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.



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Indicație Geografică Protejată



**VALUL LUI TRAIAN**  
INDICAȚIE GEOGRAFICĂ PROTEJATĂ



**CODRU**  
Indicație Geografică Protejată



**WINE OF MOLDOVA**  
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Indicație Geografică Protejată



**VALUL LUI TRAIAN**  
INDICAȚIE GEOGRAFICĂ PROTEJATĂ



**CODRU**  
Indicație Geografică Protejată



WINE OF MOLDOVA

BrandBook

PEN



WINE OF MOLDOVA

BrandBook

NOTEBOOK



WINE OF MOLDOVA

BrandBook

TSHIRT POLO



WINE OF MOLDOVA

BrandBook



BAG





WINE OF MOLDOVA

BrandBook



PIN



WINE OF MOLDOVA

BrandBook

UMBRELLA



WINE OF MOLDOVA

BrandBook

ECO BAG



WINE OF MOLDOVA

BrandBook

MUG



WINE OF MOLDOVA

BrandBook

COASTER



WINE OF MOLDOVA

BrandBook

EVENT WRISTBAND









WINE OF MOLDOVA

BrandBook

KEYCHAIN



WINE OF MOLDOVA

BrandBook

ECO BOTTLE



WINE OF MOLDOVA

BrandBook

SCARF



WINE OF MOLDOVA

BrandBook

FRIDGE MAGNET



WINE OF MOLDOVA

BrandBook

CORKSCREW



WINE OF MOLDOVA

BrandBook

CORKSCREW BOX



WINE OF MOLDOVA

BrandBook

BOTTLE CAP



WINE OF MOLDOVA

BrandBook

DROPSTOP







WINE OF MOLDOVA

BrandBook

PHONE CASE



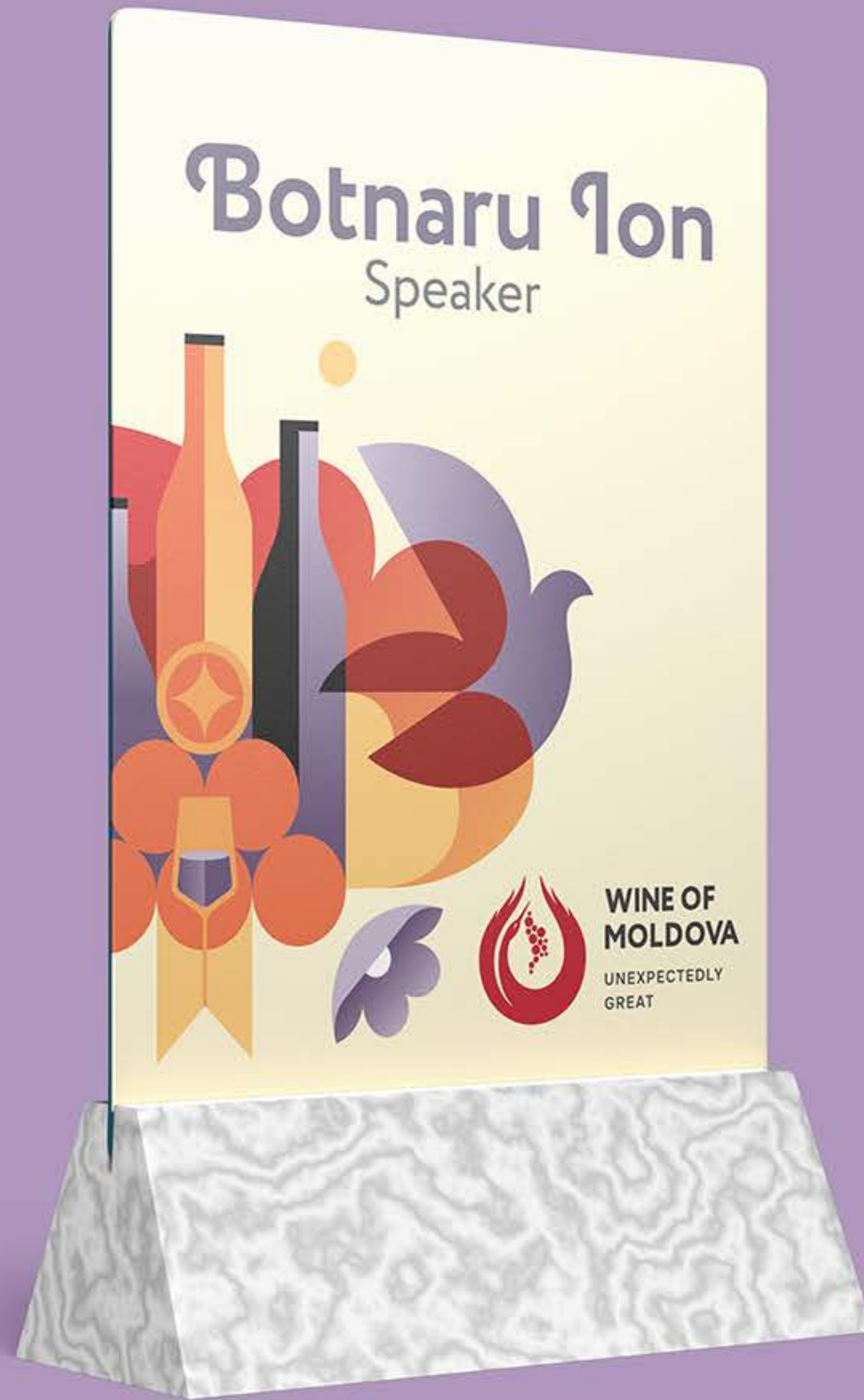


WINE OF MOLDOVA

BrandBook

EXHIBITION CHAIR





WINE OF MOLDOVA

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TABLE SIGN



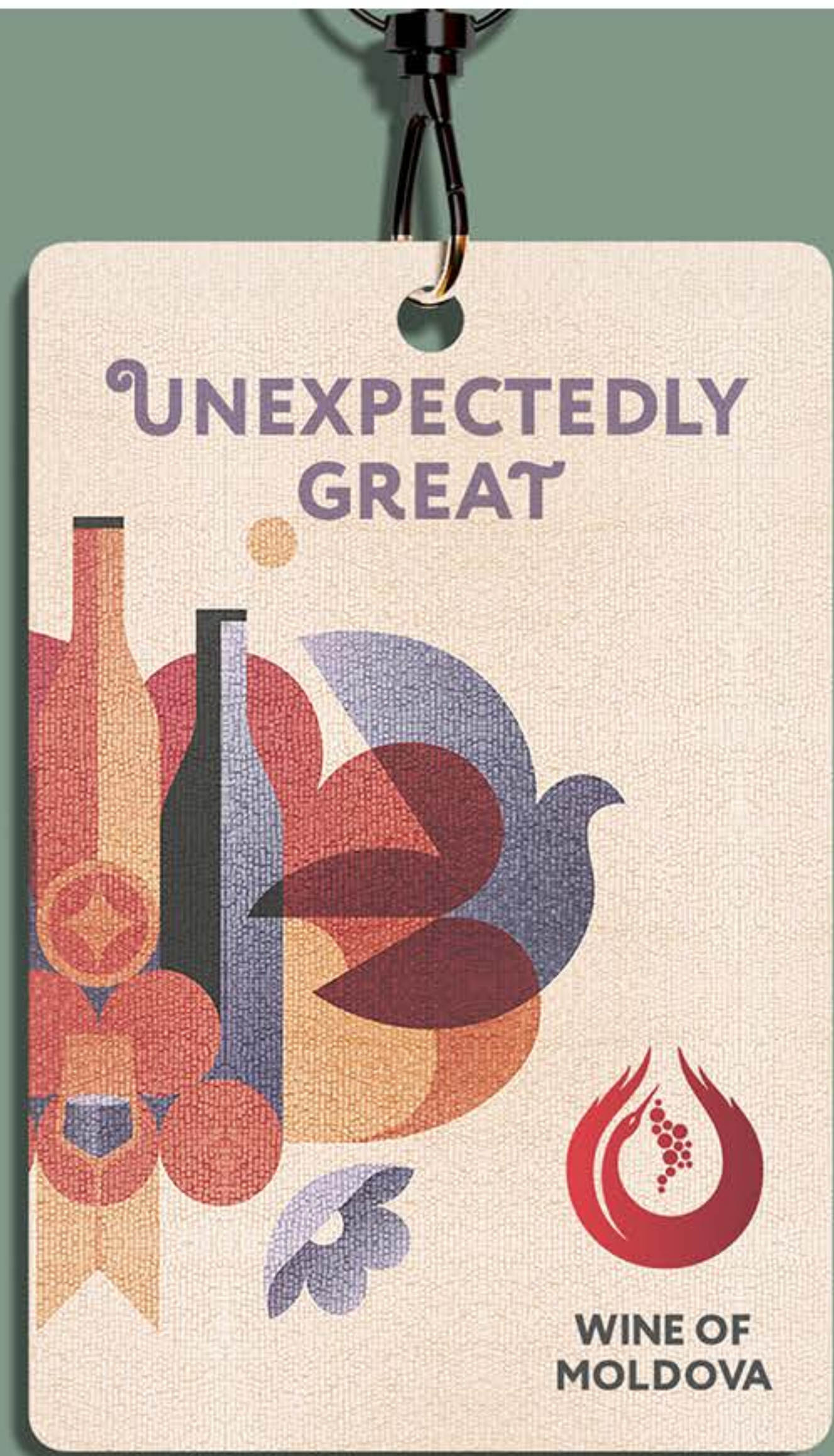






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BADGE





WINE OF MOLDOVA

BrandBook



EXHIBITION TABLE









WINE OF  
MOLDOVA

VINUL NOSTRU UIMITOR DE BUN<sup>®</sup>

UIMITOR DE BUN  
AȘA E APRECIAT  
VINUL NOSTRU  
DE TOATĂ LUMEA



WINE OF  
MOLDOVA

UNEXPECTEDLY  
GREAT



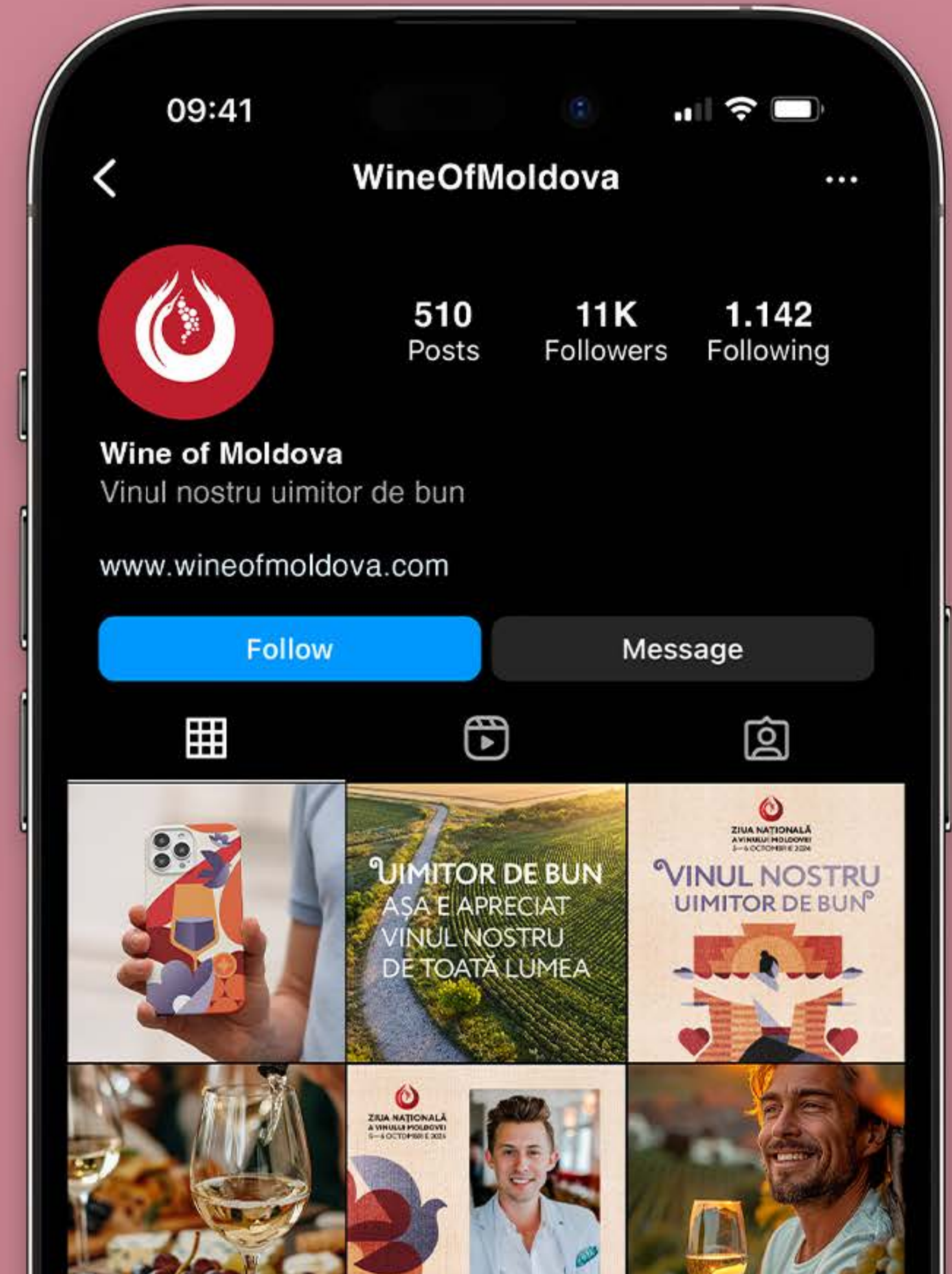
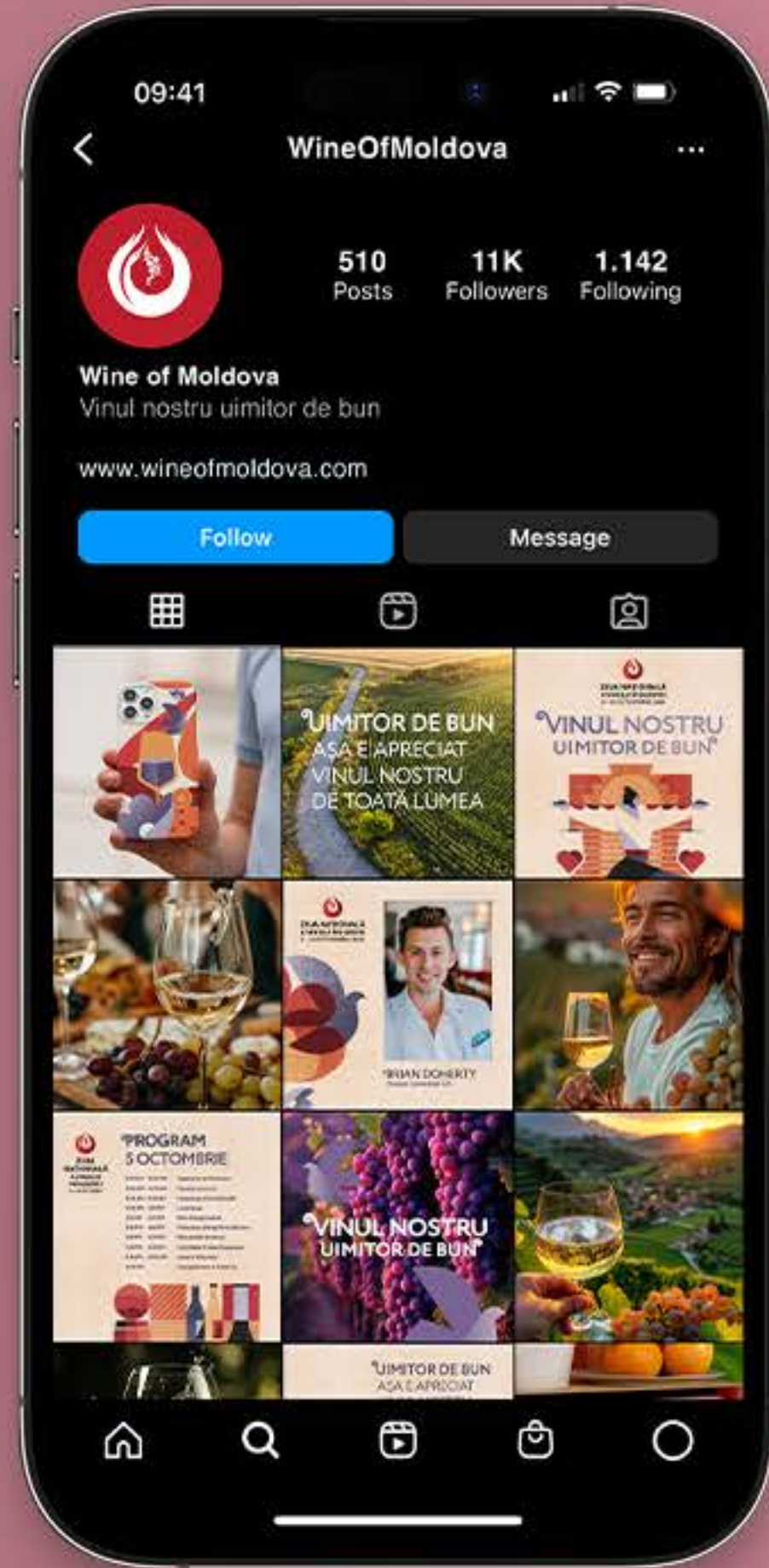
WINE OF MOLDOVA

BrandBook

FLOOR STICKER











WINE OF MOLDOVA

BrandBook

BOTTLE PACKAGE





WINE OF MOLDOVA

BrandBook

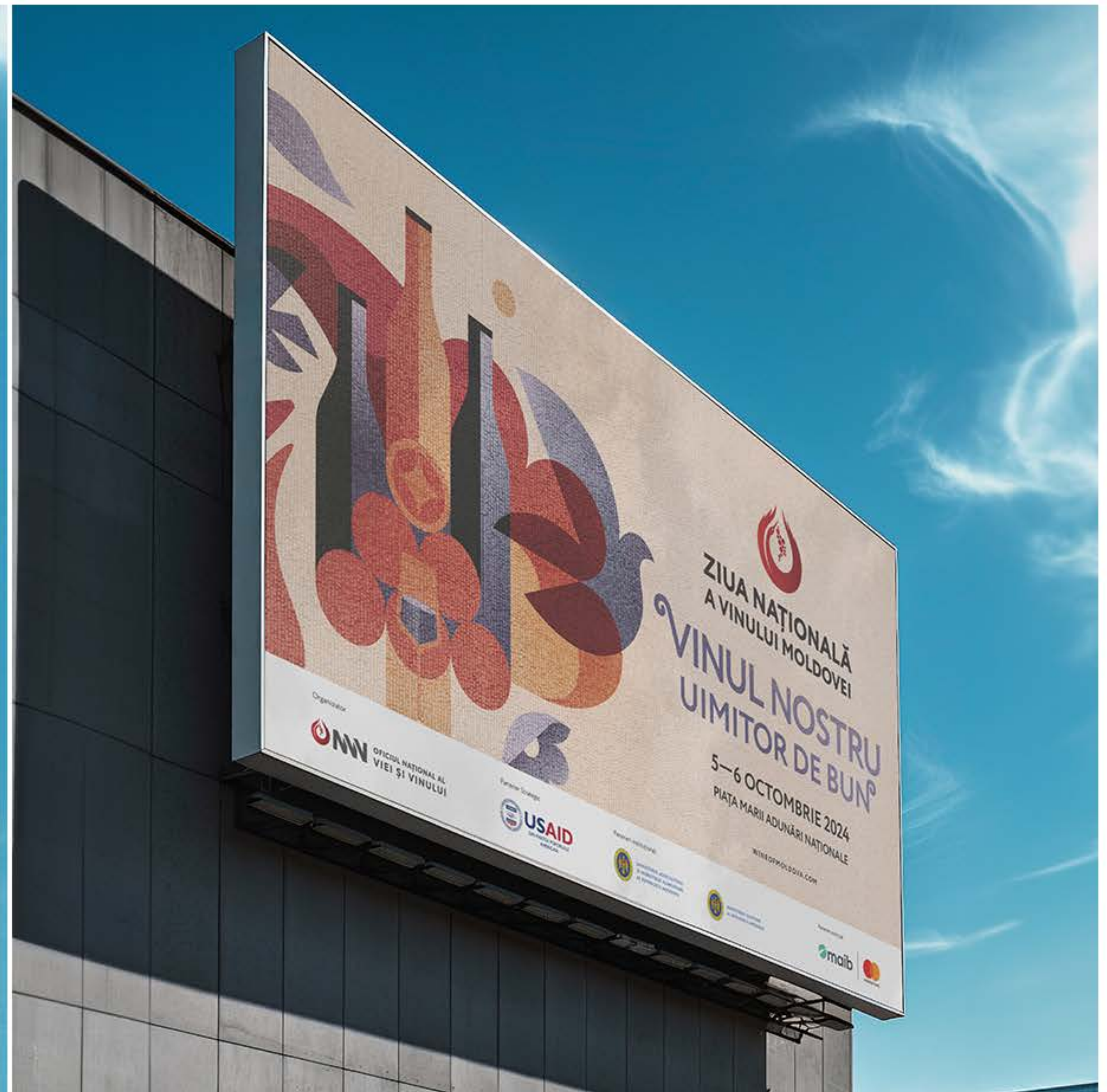
GIFT BOX



WINE OF MOLDOVA

BrandBook

PAPER BAG







WINE OF MOLDOVA

BrandBook

SIGN BUILDING