

AGENCY
CREDENTIALS.
IDENTITY

Ogilvy

THE AGENCY

Agency was founded in 2003 as a local creative boutique named **Indigo**.

In 2005, Indigo worked with 2 out of 10 Moldovan top advertisers, taking a shape of a full service operation by media and BTL directions development.

In 2006, *Indigo became Indigo Ogilvy* by the decision of Ogilvy Central & Eastern Europe headquarters.

As a result of the global rebranding in **2018**, the agency was renamed in Ogilvy Moldova.

Ogilvy Moldova today is a growing business with a team of *60+ young professionals*, one of the best creative and strategic potential in the market.

Moldtelecom

The Coca-Cola Company

Coca-Cola
Hellenic
Passion for Excellence



RADACINI



Nestlé

P&G

linella



BERLIN-CHEMIE
MENARINI

Felicia
FARMACII • SĂNĂTATE • FRUMUȘEȚE

maib leasing


CARMEZ

Din 1904


UNHCR
The UN Refugee Agency

unicef 
for every child



moldcell^{CG}

Member of



*Asociația Agențiilor
de Publicitate din Moldova*



*American Chamber
of Commerce in Moldova*



Supporting



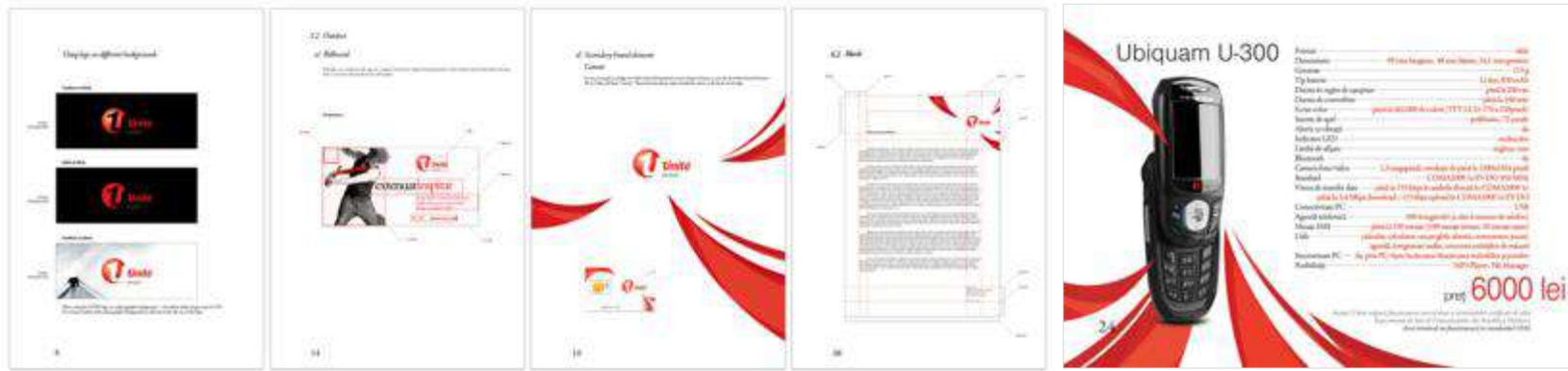
AIESEC Chișinău



Moldovan Students Association

PORTFOLIO

Identity focus



2007



2016



2018

Unite \ Identity

For the launch of the third mobile operator in Moldova, we've developed the logo, the philosophy, and an exhaustive set of guides that shaped the brand for almost ten years. Later we adjusted the logo of the new trends of the time.

OPERATOR NAȚIONAL
MOLDTELECOM

1990

Moldtelecom

2018

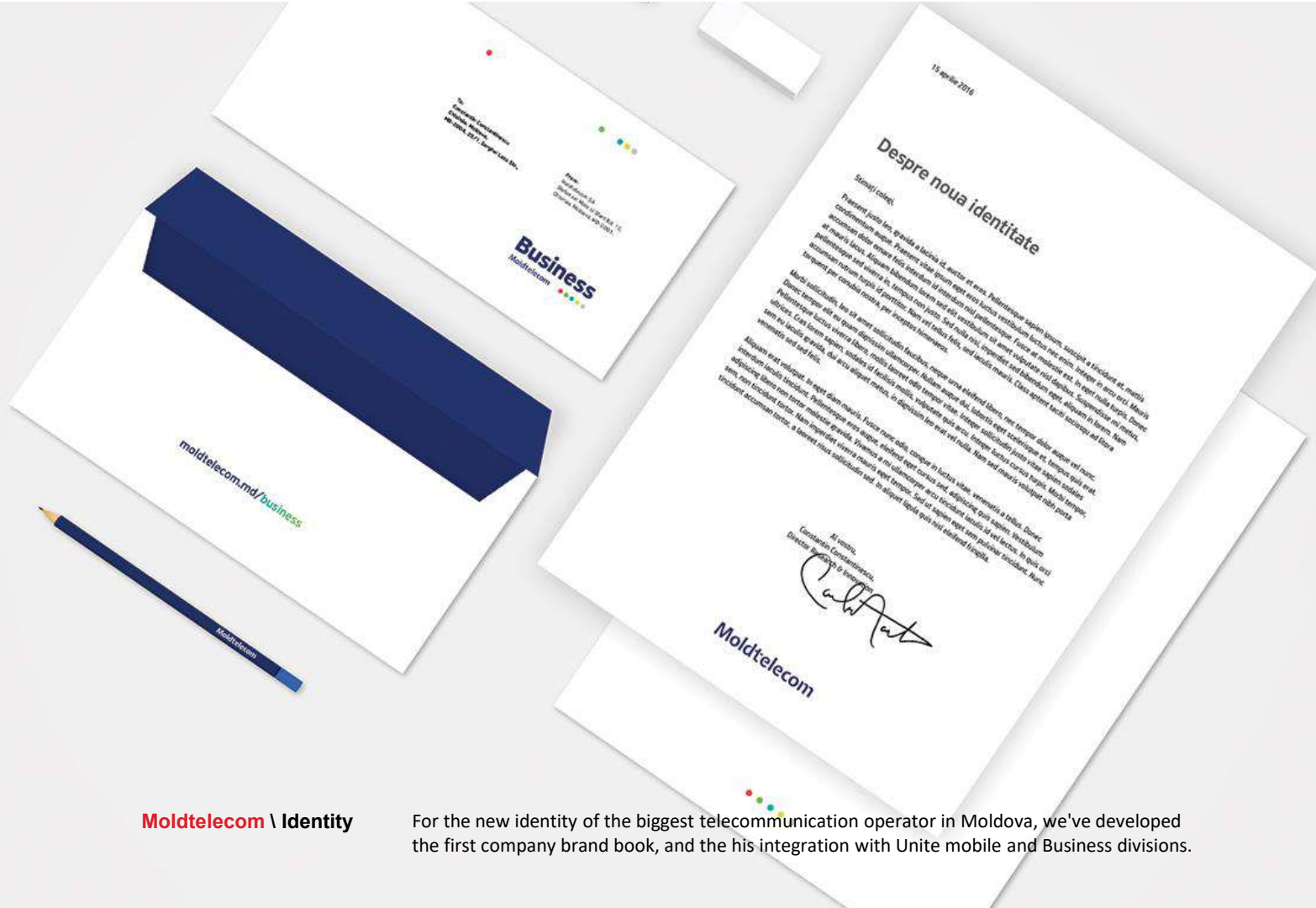


împreună 25 ani

Moldtelecom

Moldtelecom \ Identity





Moldtelecom \ Identity

For the new identity of the biggest telecommunication operator in Moldova, we've developed the first company brand book, and the his integration with Unite mobile and Business divisions.



Moldtelecom \ Identity

Branding materials and Business divisions.

2021



Moldtelecom \ New identity

New identity & positioning. In 2021 Moldtelecom decides to merge the Unite mobile phone brand with the Moldtelecom brand, as a result it was necessary to modify the Moldtelecom brand and create a new communication platform.



2021

Un singur operator pentru a le face pe toate

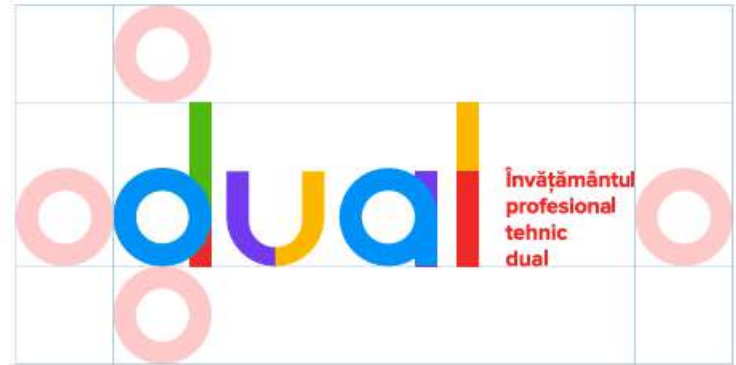
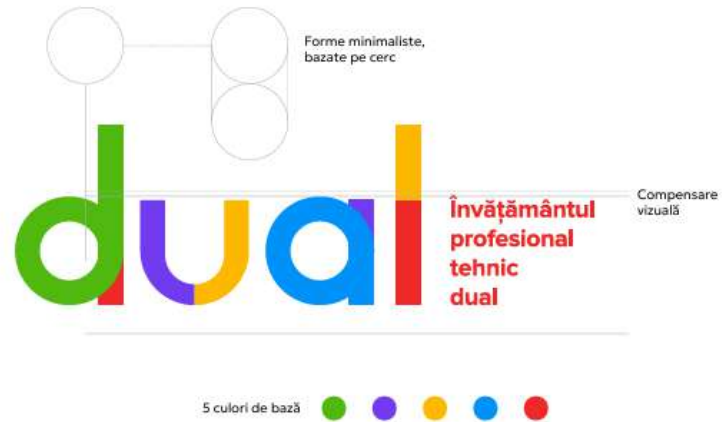


Moldtelecom

dual Învățământul
profesional
tehnic
dual



Ghid de identitate



Spațiu de siguranță



Dimensiune minimă print: 35 mm
 Dimensiune minimă digital: 85 pixels

dual \ Brand Guideline System

Development of a coherent system for the use of visual identity, including construction rules, logo variations, safe space guidelines, and adaptations for different media.



dual \ Visual System & Graphic Language

We developed a modular visual system based on color blocks and illustrative elements, enabling flexibility and consistency across all communication materials.

What is dual vocational education and training?

It is a system of education and training that combines theoretical learning in school with practical training in a company. It is a system of education and training that combines theoretical learning in school with practical training in a company.

Key benefits of dual vocational education and training:

- 30% theory, 70% practice
- 30% theory, 70% practice
- 30% theory, 70% practice

Interested?

Find out more about dual vocational education and training. Contact us at 021 200 10 10 or visit our website at www.dual.ro.

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Reprezentat

Reprezentat este un termen care se referă la o persoană care reprezintă pe cineva sau ceva. În contextul învățământului dual, reprezintă pe cei care sunt implicați în acest proces: profesorii, părinții, elevii și angajatorii.

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Reprezentat o instituție de învățământ profesional tehnic (IPT) și vei să implementezi programe de învățământ dual?

Reprezentat este un termen care se referă la o persoană care reprezintă pe cineva sau ceva. În contextul învățământului dual, reprezintă pe cei care sunt implicați în acest proces: profesorii, părinții, elevii și angajatorii.

dual Profesiional profesional tehnic dual

Înveți. Muncești. Câștigi!

Ce este învățământul dual?

Învățământul dual = teoria în instituția de învățământ + practica într-o companie

De ce ți se potrivește această formă de studii?

- Înveți din practică, nu doar din teorie
- Obții experiență, învățând meseria direct de la maștrii - instructori
- Urmezi un model european de succes, testat și eficient

Care sunt avantajele?

- Ai șanse reale de angajare după absolvire
- Ai salariu pentru muncă în cadrul companiei
- Ai bursă pe durata studiilor
- Ai cazare în căminul instituției de învățământ

la școala profesională

30% teorie | 70% practică

la colegiu

50% teorie | 50% practică

Alege învățământul dual. Învăț astăzi o meserie și construiești-ți viitorul acasă!

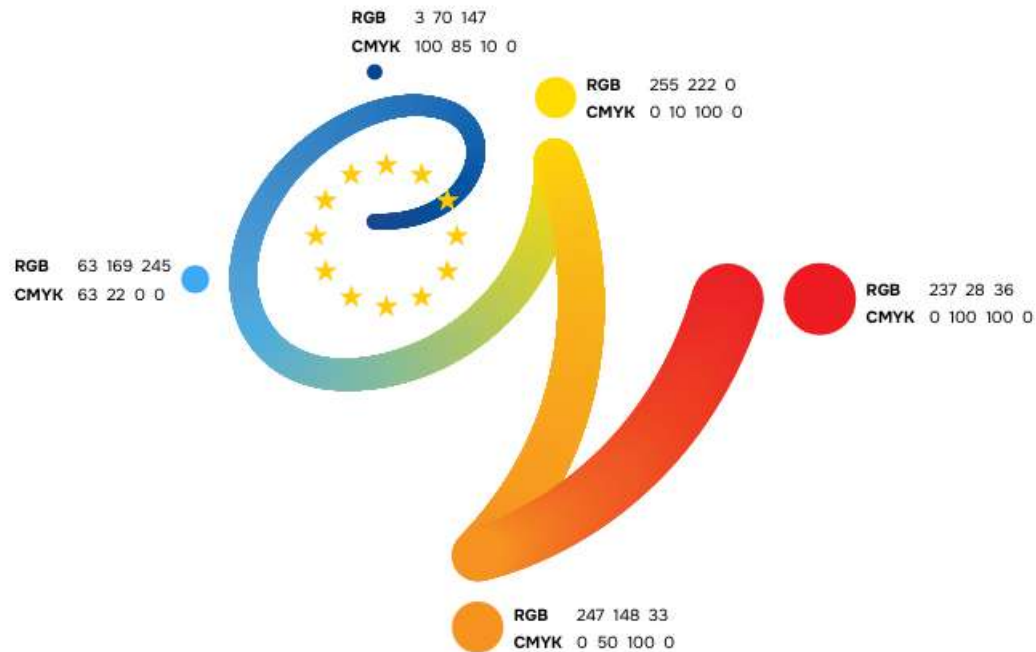
Scanează codul QR pentru mai multe informații

Scanează codul QR și urmărește clipul

dual \ Implementation Across Channels

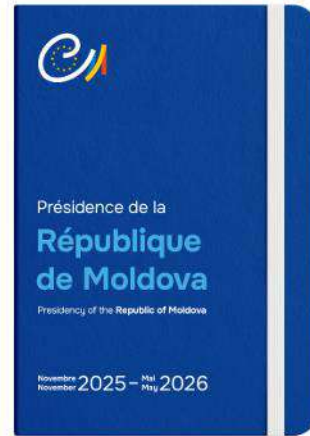
The system was applied across multiple formats - digital, social media, outdoor, and promotional materials - ensuring consistent and recognizable communication at a national level.







Front cover



Pages



Back cover



Republic of Moldova Council of Europe \ Merchandise & gifts

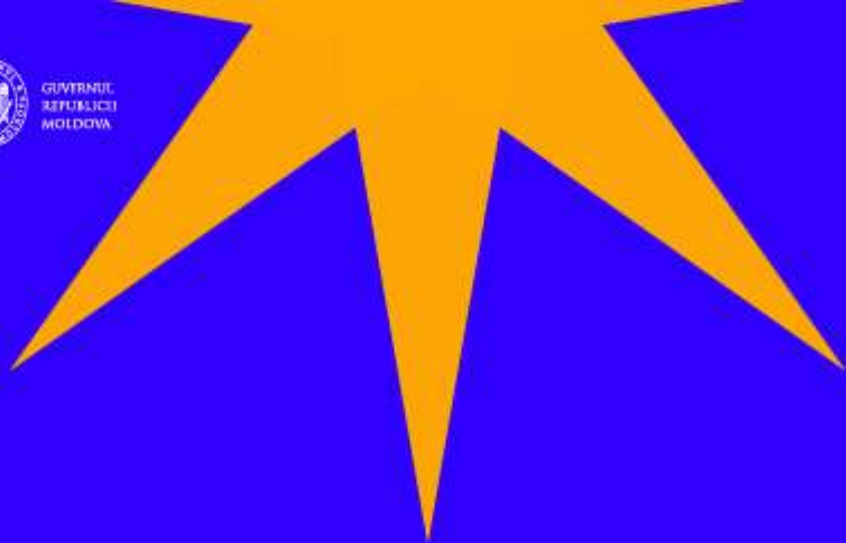
Ministerul Afacerilor Externe &
Ministerul Culturii



MINISTERUL CULTURII
AL REPUBLICII MOLDOVA



GUVERNUL
REPUBLICII
MOLDOVA



ACCES LA CULTURĂ

Structura și aplicarea logotipului



Ghid cromatic





MOLDOVA
CONCERT



PALATUL NAȚIONAL
NICOLAE SULAC



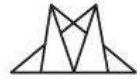
CIRCUL
DIN CHIȘINĂU



CULTURAL^{MD}



MOLDOVA
CONCERT



MOLDOVA
CONCERT



CIRCUL
DIN CHIȘINĂU



CIRCUL
DIN CHIȘINĂU



CIRCUL
DIN CHIȘINĂU



MOLDOVA
CONCERT



MOLDOVA
CONCERT



CIRCUL
DIN CHIȘINĂU



CIRCUL
DIN CHIȘINĂU



Versiunea verticală



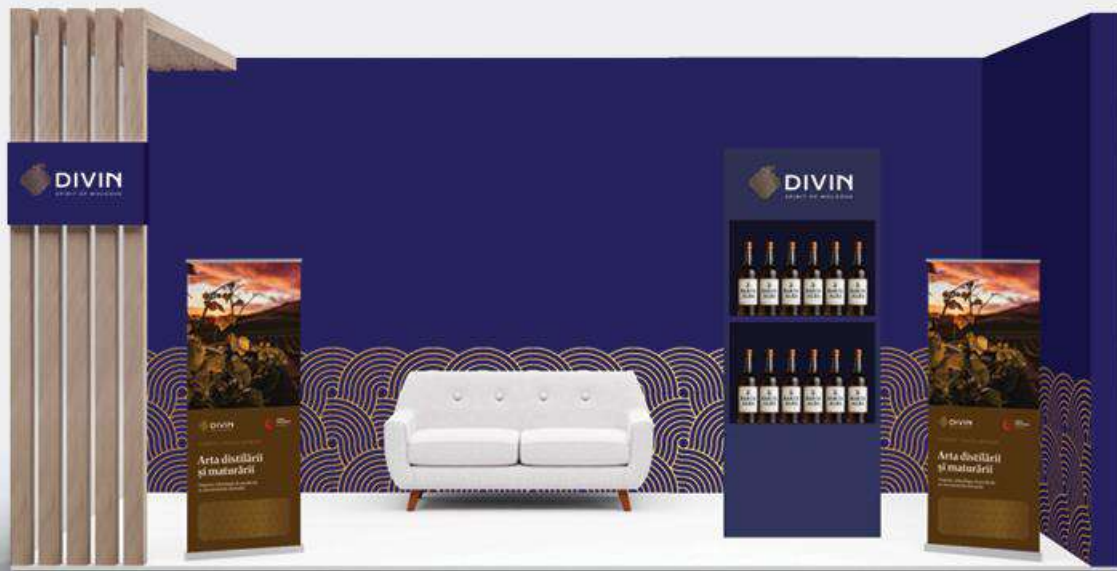
Versiunea orizontală



Versiunea slogan



Versiunea semn grafic



DIVIN \ Identity

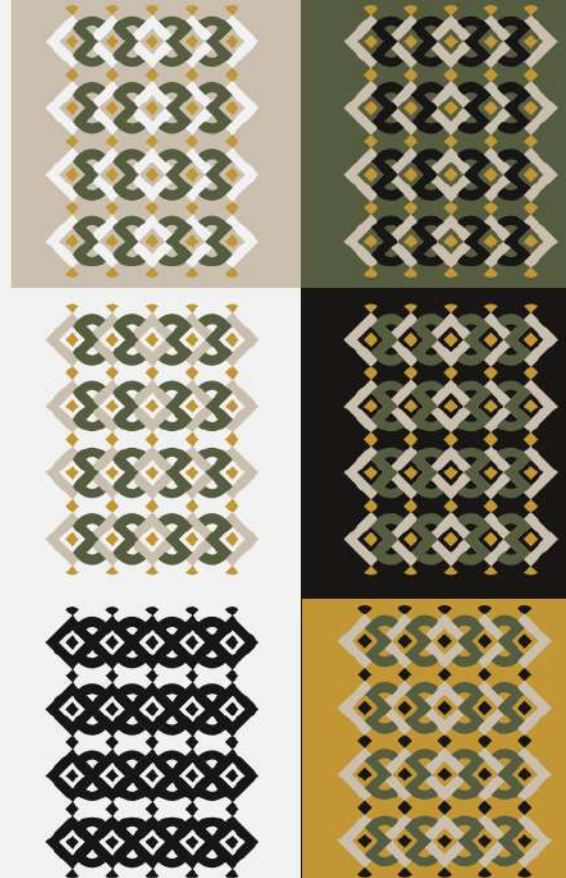


Wine of Moldova
Oficiul National al Viei și Vinului

BRAND GUIDELINES



Color

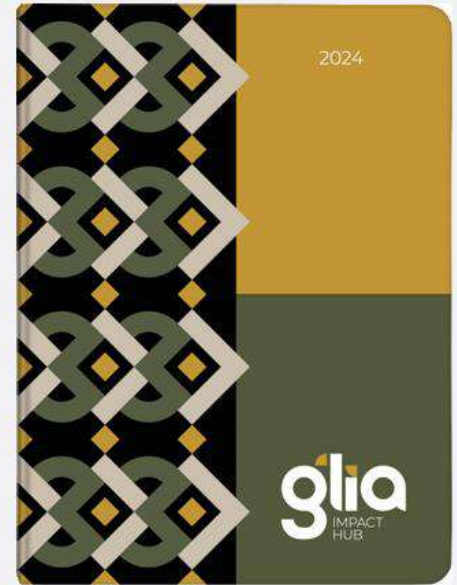


The pattern comes in 7 colorways.

This creates the basis for organizing a large number of unique corporate materials.



GLIA \ Identity



Chemonics



RADACINI

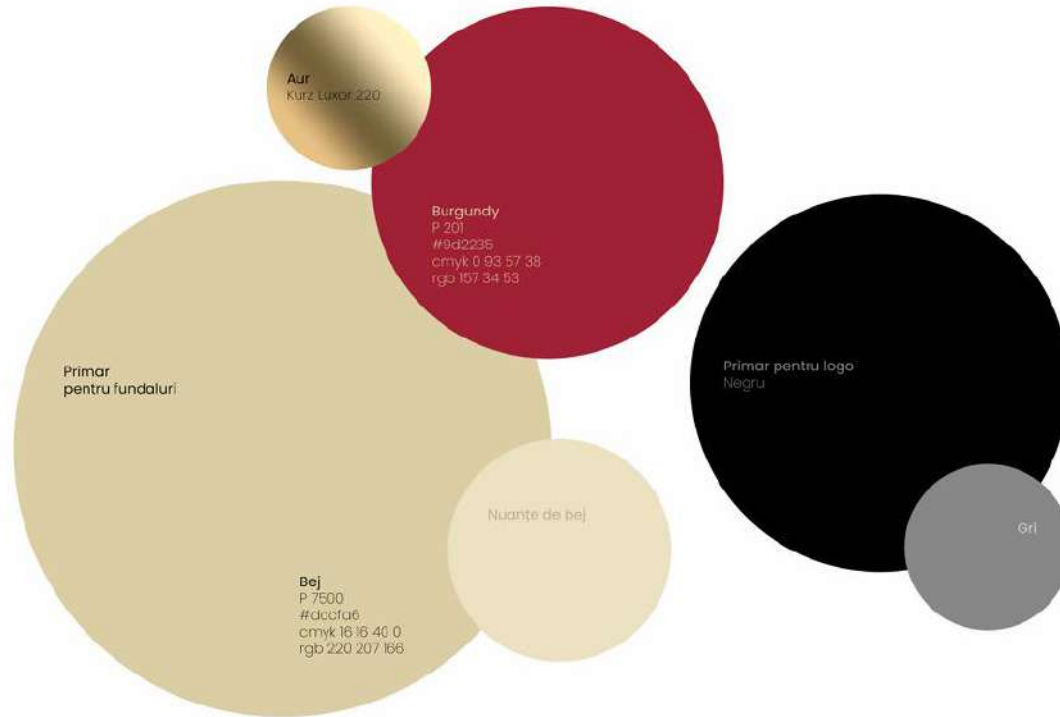
Arborele Vieții

Sigla companiei Radacini este Arborele Vieții.

Arborele Vieții este un simbol esențial întâlnit în diverse culturi, întruchipând interconectivitatea tuturor ființelor vii. El simbolizează creșterea, puterea și reziliența, ilustrând cum ramurile individuale reflectă căi diverse, rămânând în același timp înrădăcinate într-o fundație comună.

Arborele Vieții evidențiază teme de unitate, cicluri ale vieții și armonia dintre natură și umanitate. Simbolismul său bogat încurajează o apreciere mai profundă a intrucăturilor împletituri ale vieții.

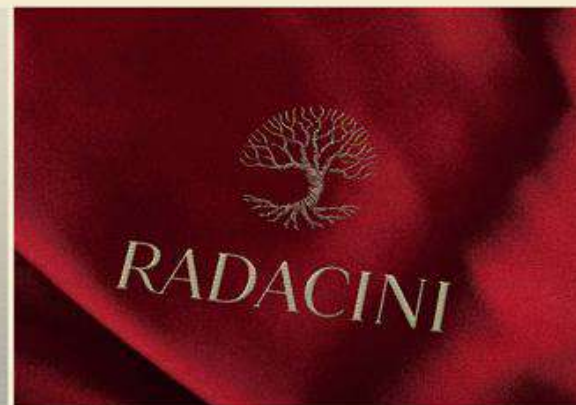
Culori

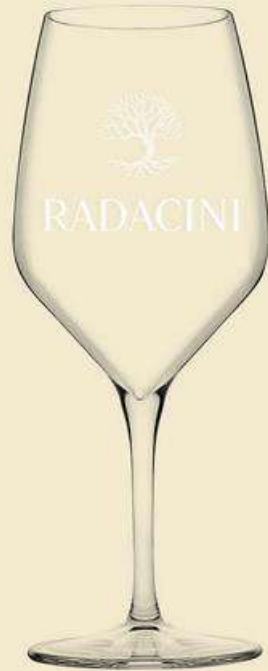


LEMN

METAL

TEXTIL





Pahar pentru vin liniștit
Logotip în alb



Pahar pentru vin spumant
Logotip în alb



Brand book

Felicia
Healthcare
Group

2023



Felicia Healthcare Group \ Identity



Farmacia Felicia



Felicia Healthcare Group \ Identity



Farmacia Felicia

Pentru tine



linella

Un an plin de premii

pentru tine



linella

Participă în campanii
în anul aniversar și câștigă!
Mai multe detalii pe linella.md

25 *de* automobile



25.000 *de* vouchere



*Imagine cu titlu reprezentativ



**PRODUS
ÎN MOLDOVA**

**PENTRU TOATĂ
LUMEA**

Varianta română



**FROM
MOLDOVA**

**TO THE WHOLE
WORLD**

Varianta engleză



METRO

SPARANGHEL DIN NORDUL MOLDOVEI

Calibre 15-20 cm
Preț/kg

195,00

M
PRODUS ÎN MOLDOVA
PENTRU TOATĂ LUMEA

This image shows a price tag for asparagus from Metro. The background is green with a yellow diagonal stripe at the top left. The Metro logo is in a blue box at the top. The product name is in large white letters. Below it, the calibre and unit are specified. A large red price tag shows 195,00. At the bottom right, there is a circular logo with a stylized 'M' and the text 'PRODUS ÎN MOLDOVA PENTRU TOATĂ LUMEA'. The asparagus stalks are visible in the background.

Produs în Moldova \ Identity

PRODUS ÎN MOLDOVA **M** PENTRU TOATĂ LUMEA

SPARANGHEL DIN NORDUL MOLDOVEI

-20%

195,00 220,00

linella
Alături zi de zi

This image shows a price tag for asparagus from Linella. The background is green. At the top, it says 'PRODUS ÎN MOLDOVA' followed by a circular logo with a stylized 'M' and 'PENTRU TOATĂ LUMEA'. The product name is in large white letters. A red banner shows a -20% discount. Below that, a dark green price tag shows 195,00 with 220,00 crossed out. At the bottom right, the Linella logo is in a white rounded rectangle with the tagline 'Alături zi de zi'. The asparagus stalks are visible in the background.

Invest Moldova

fig. 1
logo
de bază



MoldindconBank

Forma recomandată de utilizare



fig. 2
logo
piramidal

MoldindconBank

Se folosește pe suprafețe
înguste, verticale



Sekana

BY NATALIA MELNIC



Sekana \ Apparel for women \ Identity

Name, identity, guides, look book


LOCONIC



Alina Bradu \ Apparel for women \ Identity

Identity guidelines, navigation, merchandise, and many others.



Moft \ Apparel for children\ Identity

Naming, identity, merchandise, and many others.



CARMEZ

Din 1904

Produce

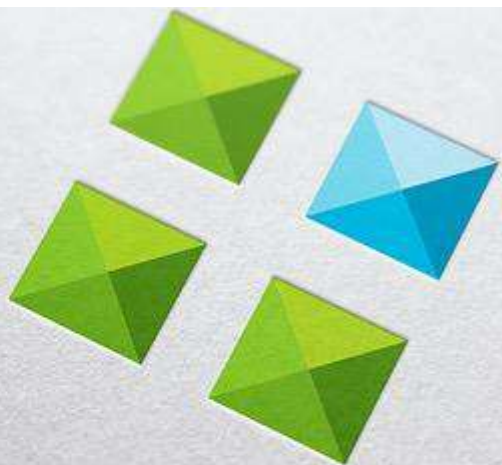


Carmez \ Identity

One of the largest producers of meat and sausage products in the country. Identity, guidelines & products design all range with relaunch campaign.

salut 

Farmacia prețurilor mici



CONLUXART
Experți în acoperișuri



Conluxart \ Identity

Identity & guidelines for the roofing solutions company.



**Federation of Farmers of
Moldova \ Identity**

The Federation of Farmers of Moldova formerly called “Agroinform”. We proposed an alternative naming and realized the identity of this organization of which several associations are part. Naming, identity, merchandise, and many others.



**Federation of Farmers of
Moldova \ Identity**

Naming, identity, merchandise, and many others.



Ministerul Justiției al Republicii Moldova
**CENTRUL NAȚIONAL
DE EXPERTIZE JUDICIARE**



MEDICINA AUXILIUM
IUSTITIAE
Centrul de Medicină Legală



**Centrul
Tehnico-Criminalistic
și Expertize Judiciare**



UNDP Moldova Identity

Logo, brandbook for Institutions of judicial expertise. It is a grant project of UNDP Moldova to support state institutions in judicial reform.

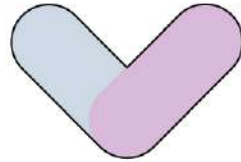


EFES Moldova\ Social project\ Identity

Logo, identity kit for social project "Friends for business". It is a grant project to support small businesses in Moldova developed by the largest beer company in the country.



It's a Handshake
Partnership.



It's a Heart
Passion. Friendship.
From heart.



It's a Check Mark.
Work done.

Variații de logo

Paleta cromatică diferită pentru cele 6 elemente simbol reprezintă domeniile de activitate care sunt susținute de către Efes Moldova.



Prieteneste
pentru mediu

EFES
MOLDOVA



Prieteneste
pentru agricultura

EFES
MOLDOVA



Prieteneste
pentru femei

EFES
MOLDOVA



Prieteneste
pentru sport

EFES
MOLDOVA



Prieteneste
pentru arta

EFES
MOLDOVA



Prieteneste
pentru turism

EFES
MOLDOVA

Reguli de machetare pentru materialele print

Aici este demonstrat principiul machetării materialelor print și a utilizării elementului V în calitate de element de bază pentru introducerea imaginilor legate de proiect.





PICASSO
ART STUDIO



PICASSO
ART STUDIO



PICASSO
ART STUDIO

Picasso Art Studio \ Art studio for children

Identity & guidelines



RISING.PHILHARMONIC.MD



RISING PHILHARMONIC

The project for reviving
the National Philharmonic
of Moldova

Filarmonica Nationala \ Rising Philharmonic

Logo, key-visuals, website design, social media and digital materials



Eugene Ionesco Theater/
International Festival of Living Arts

Logo, key-visuals and print materials.

Nameplate.



Our logo is the fundamental visual expression used to identify Bostavan.

It is simple, modern and distinctive.

Consistent and proper usage of the logo is absolutely essential. But, taking into consideration the variety of carriers, we let a certain degree of freedom in the usage of logo nameplate (within the limits of the corporate color palette).



This is the logo to be used in all branding materials or communications. Examples include letterhead, business cards, print ads, direct mail, television commercials, videos, websites and more.

The rectangle and the type should always be kept in proper proportion to maintain the integrity of the logo.

Materials should be designed with the nameplate as the primary logo. The materials in certain cases, the type can be pulled out of the nameplate and used as olive, white or black. Basically, it depends on how busy the background is. (see ex.)



Bostavan Portfolio

New brand concept, packaging design, launch campaign.



Bostavan \ Spumant

Brand concept, packaging design



*x – Min. distance

**For 4 color process printing please convert spot colors using Pantone Bridge Book

Crama Ceptura logo consists of the typographic part and a graphic element, which is an inviting representation of the name – the entrance to the wine cellar.

Consistent and proper usage of the logo is absolutely essential. However, given the variety of carriers, a certain degree of freedom is necessary for the usage of the logo. This is the logo to be used in all branding materials or communications. Examples include letterhead, business cards, print ads, direct mail, television commercials, videos, websites and more. The space around the logo and the type should always be kept in proper proportion to maintain the integrity of the logo. The logo may only appear in golden, black or white, depending on how busy the background is.

Crama Ceptura \ Identity

Romanian winemakers. Structured portfolio, new umbrella identity, new labels for the entire range.



Crama Ceptura | Portfolio

Structured portfolio, new umbrella identity, new labels for the entire range.



versiunea de bază

Logoul

Logoul Bardar constă din element tipografic care, în majoritatea cazurilor, este amplasat pe o placă metalică de formă dreptunghiulară, arcuită.

Se recomandă utilizarea logoului împreună cu descriptorul (divin) și anul fondării, pe măsura posibilităților. Utilizarea plăcii metalice este opțională; totodată, aceasta reprezintă un element grafic important al identității Bardar.

Zona liberă în jurul logoului și a părții tipografice trebuie menținută într-o proporție corectă, pentru a asigura integritatea logoului. Logoul poate fi utilizat pe albastru sau argintiu, în dependență de cât de încărcat este fundalul.



versiunea redusă





Bardar \ Portfolio

Concept & package design



Versiunea cu linii de aramă



Versiunea cu linii de bronz



Chateau Vartely | Reserve collection

Brand concept, packaging design, launch campaign



Vinăria Hîncești \ Identity

New logo, brandbook, website design.



Vinăria Hîncești | Portfolio

Brand concept, packaging design, launch campaign



Who are MinisTerrios?

Minis terrios are small lands with a strong personality that passes on to the people that work them, who take pleasure in creating and tasting this wine.

Alongside with the carefully selected grapes, we've put a great deal of love, soul, enthusiasm and inspiration into our effort, together with a portion of dreams and plans to make this world a bit better, one grape at a time.

MinisTerrios \ Identity

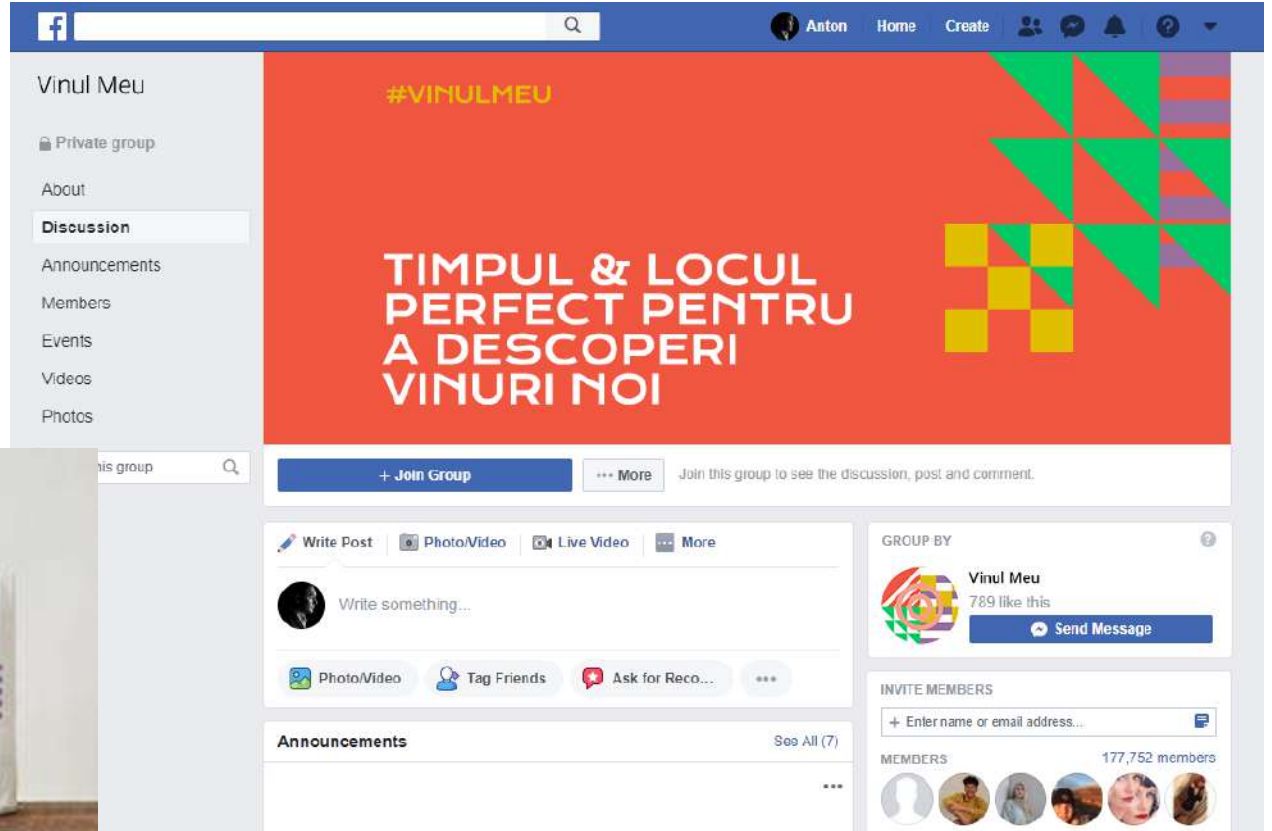
MinisTerrios is one of the small wine producers with family-type wineries. We develop for him logo, brand concept, packaging design.



MinisTerrios \ Portfolio

Identity, brand concept, packaging design

Social media identity



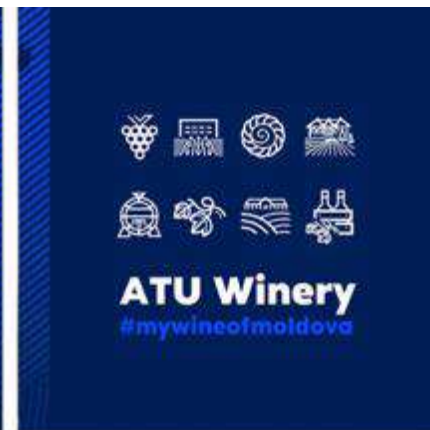
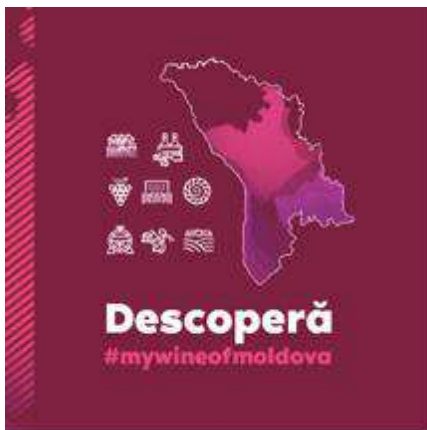
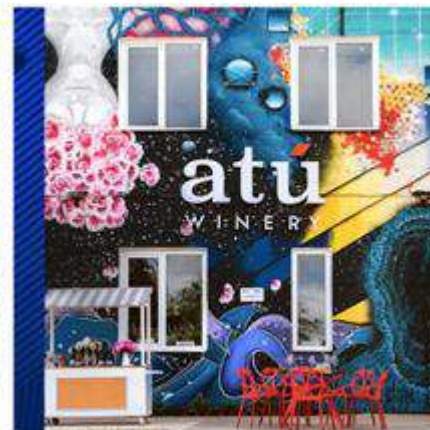
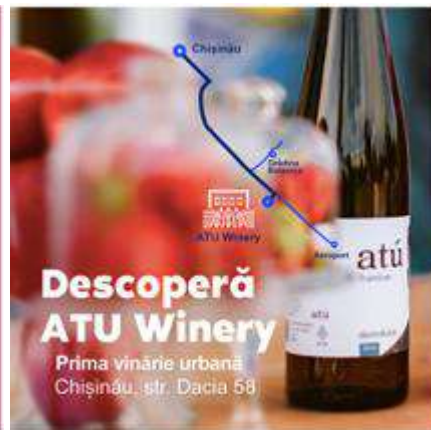
USAID projects \ Identity

The idea, identity, content and supervision of the new community #VinulMeu (MyWine) in social media.



USAID projects \ Identity

The idea, design and implementation of live events for the community #VinulMeu in social media.



National Office of Vine and Wine \ Project Identity

The strategy, branding identity, content and supervision of the Social Media pages #MyWineOfMoldova



Chateau Vartely \ SMM campaign

“Discover local seasonal products”. The strategy, branding identity, content and supervision of the SM pages #ChateauVartely.



2022 \SMM campaign \ USAID \HVAA

The identity of the SMM campaign, communication plan, content creation and administration of the HVAA social media pages (FB & IG)

Dedicated team



Anton Andrieș
Creative & Art
Director

Creative



Tonya Sivic
Art Director

Creative



Diana Todorova
Graphic Designer

Creative



Beatrice Tabacari
Copywriter

Creative



Dmitrii Mazepa
DTP Designer

Creative



Serghei Aladin
Junior Designer

Creative



Veronica Pruteanu
Project Manager

Client Service



Anastasia Guja-Ursache
Project Manager

Client Service



Anton Andries
anton.andries@indigo.md
Creative Director

Experience:

- 22 years of experience in advertising.

Leads the creative vision of the agency, guiding teams to develop innovative campaigns that align with client goals and brand strategy.

Clients experience:





Tonya Sivac
Art Director

Experience:

- 4 years of graphic design
- 6 years of traditional and digital illustration
- 2 years of motion design

Clients experience:



BERLIN-CHEMIE
MENARINI

linella





Diana Todorova
Senior Graphic Designer

Experience:

- 5 years of graphic design and digital Illustration, DTP.

Clients experience:



linella

CARMEZ
Din 1904

Ogilvy



Beatrice Tabacari
Copywriter

Experience:

- 10 years of Copywriting, Romanian and English

Clients experience:





Dmitrii Mazepa
DTP Designer

Experience:

- 31 years of graphic design, traditional and digital illustration

Preparing and formatting visual materials for print and digital production. This includes layout design for brochures, banners, presentations, packaging, and other marketing assets.

Clients experience:



RADACINI



BERLIN-CHEMIE
MENARINI





Serghei Aladin
Junior Designer

Experience:

- 23 years of experience in design.

Graphic design & DTP

Clients experience:





Veronica Pruteanu
veronica.pruteanu@indigo.md
Account Manager

Experience:

- 17 years of Account management experience.
- 15 years of P&G national POME project management.

Clients experience:

The P&G logo in a blue serif font.

The Felicia logo in a green cursive font.

The linella logo in a red sans-serif font.



MINISTERUL CULTURII
AL REPUBLICII MOLDOVA





Anastasia Guja-Ursache
anastasia.guja@indigo.md
Account Manager

Experience:

- 5 years of Account management experience.
- 5 years of P&G national POME project management.

Clients experience:

P&G

Coca-Cola

EFES
MOLDOVA

CARMEZ
Din 1904

**WINE OF
MOLDOVA**
UNEXPECTEDLY
GREAT

LIBRARIUS



MINISTERUL EDUCAȚIEI
ȘI CERCETĂRII
AL REPUBLICII MOLDOVA

Thank you!

Serghei Lazo street, 25/1 MD-2004, Chisinau, Republic of Moldova.

(+373 22) 855 850, 294 851

andrian.busuioc@indigo.md

The Ogilvy logo is displayed in white on a red background. It features the word "Ogilvy" in a classic serif font, with the letter "O" being significantly larger than the other letters.