

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

Hellenic Coca-Cola
Passion for Excellence



P&G

linella



Felicia
FARMACII • SĂNĂTATE • FRUMUȘEȚE

 **maib leasing**


CARMEZ
Din 1904



**WINE OF
MOLDOVA**
A LEGEND ALIVE

Member of



*Asociația Agentiilor
de Publicitate din Moldova*



*American Chamber
of Commerce in Moldova*



*Asociația Femeilor
Antreprenoare din Moldova*

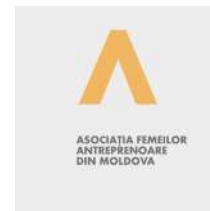


*International Women's
Club of Moldova*

Supporting



AIESEC Chișinău



*Asociația Femeilor
Antreprenoare din Moldova*

PORTFOLIO IDENTITY

Ogilvy Moldova has extensive experience in developing identities and branding across various business categories.

Over the years, we have crafted identities for large companies such as **Moldtelecom**, **Moldindconbank**, **Carmez**, **Bostavan**, **Felicia Group**, as well as for other medium and small-sized companies in various sectors including fashion, construction, wines, associations, and non-profit organizations.

Below, you can find a few examples of our work.

Telecommunication

Indigo Ogilvy has managed the fixed telephony and internet access ATL account of **Moldtelecom since 2003.**

2007 - developed the brand identity for the MTC mobile operation launch in the CDMA standard - Unite. *Brand of the year 2007.*

2018 - we've developed a new identity for the brand Moldtelecom, the first company brand book, and the integration with Unite mobile and Business divisions.

In 2021, due to the merger of "Unite" mobile telephony with Moldtelecom, we developed the new Moldtelecom logo and created a new communication platform.

OPERATOR NATIONAL
MOLDTELECOM

1990

Moldtelecom

2018

2018 \ MTC \ Identity

The national operator had until 2018 a logo created in the 90s. In 2018 we made the new logo that corresponded to the new modern trends and we made the first brandbook of the company.

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

Financial

fig. 1
logo
de bază



MoldindconBank

Forma recomandată de utilizare



MoldindconBank

fig. 2
logo
piramidal

Se folosește pe suprafețe
înguste, verticale





Fashion

Sekana
BY NATALIA MELNIC



Sekana \ Apparel for women \ Identity

Name, identity, guides, look book





Moft \ Apparel for children\ Identity

Naming, identity, merchandise, and many others.

Food



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.

Pharma



Farmacia prețurilor mici



Felicia
Healthcare
Group

we  challenges

Felicia Group

Naming, identity & guidelines.

Construction retail





2019 \ Supraten \ Redesign all range Package redesign

Associative & others

Logo guidelines

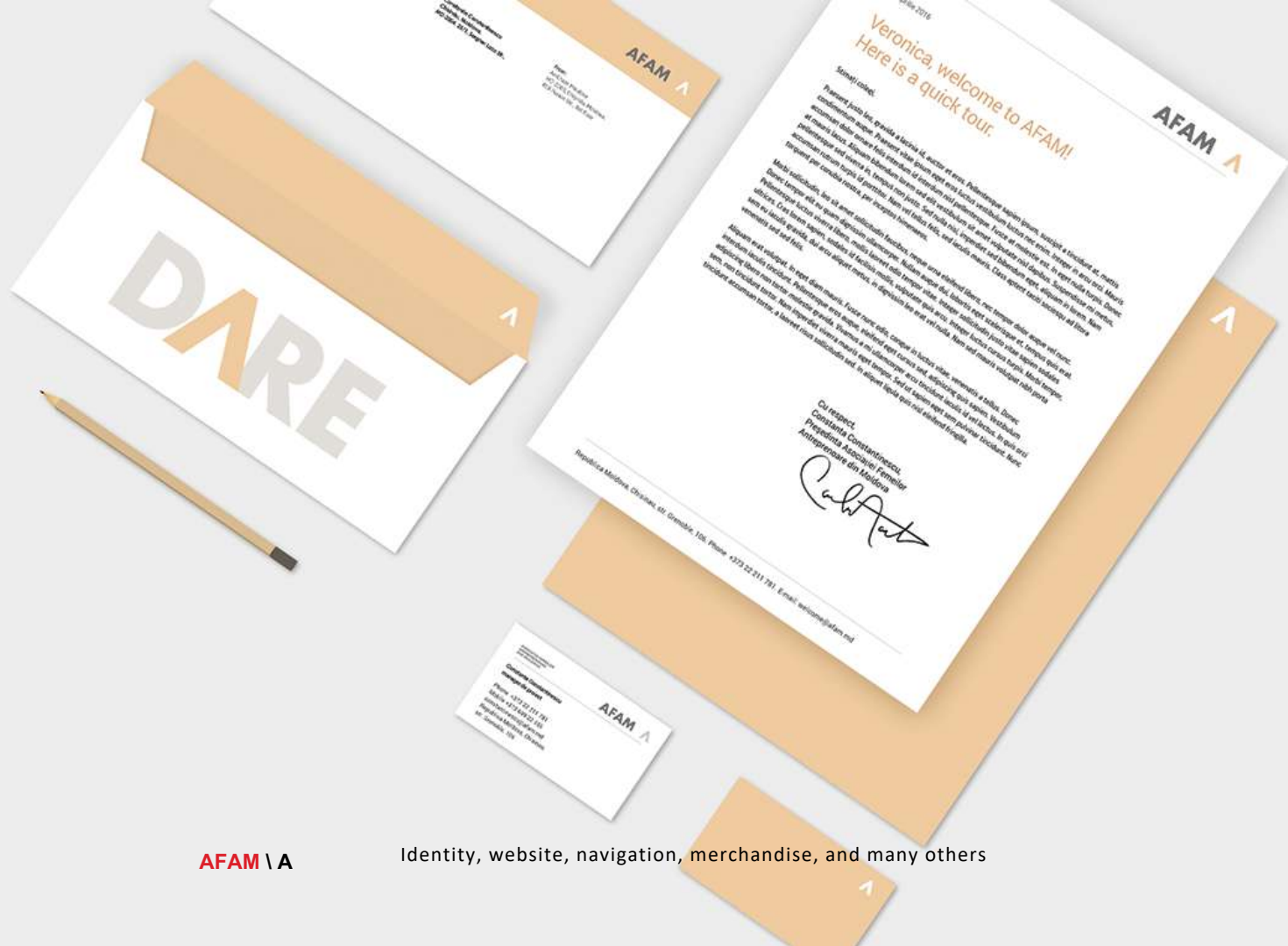
This is our logo. It consists of a sign and a name. The name is a modular construction of a static part "Community Center" and a localization (in this case Chișinău), separated by a vertical line.



Apparel branding

T-shirt branding is the situation where the separation of sign and name is welcome. In this case the sign is applied to the back by one of the fabric printing methods, and the name is applied to the front. The name can be printed or embroidered. The name here can be with or without a localizer depending on task.





AFAM \ A

Identity, website, navigation, merchandise, and many others

ASOCIAȚIA FEMEILOR
ANTREPRENOARE
DIN MOLDOVA



BE
BRAVE

BE
THE
LEADER

SET
GOALS



**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.

Logo in color





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



MEDICINA AUXILIUM
JUSTITIAE
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.

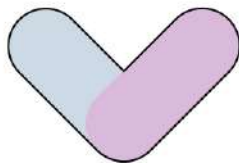


EFES Moldova\ Social project\ Identity

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 agricultură

EFES
MOLDOVA



Prieteneste
pentru femei

EFES
MOLDOVA



Prieteneste
pentru sport

EFES
MOLDOVA



Prieteneste
pentru artă

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

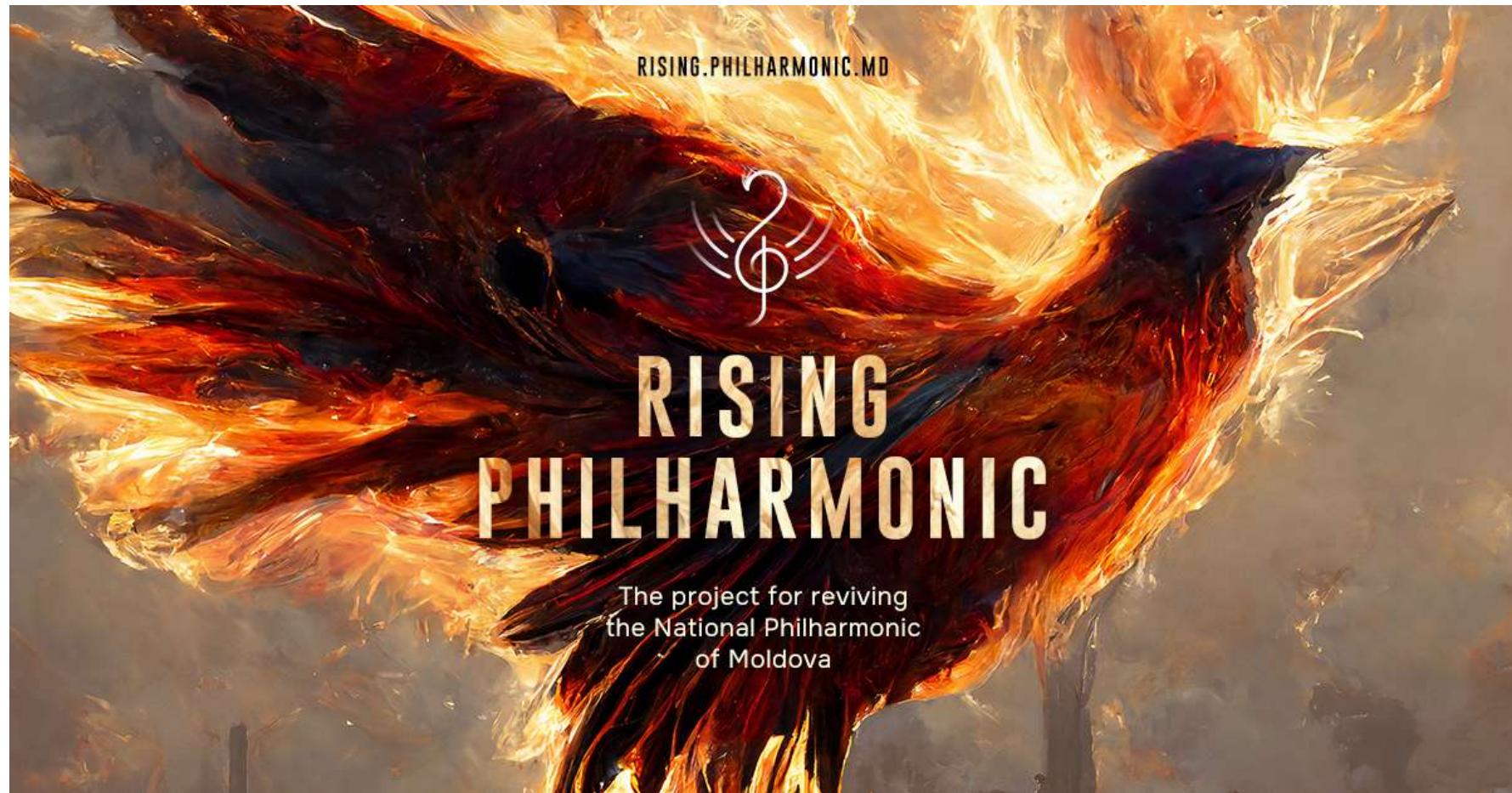


PICASSO
ART STUDIO



CHIPS \ Chisinau Preschool

Identity, guide and printed materials.

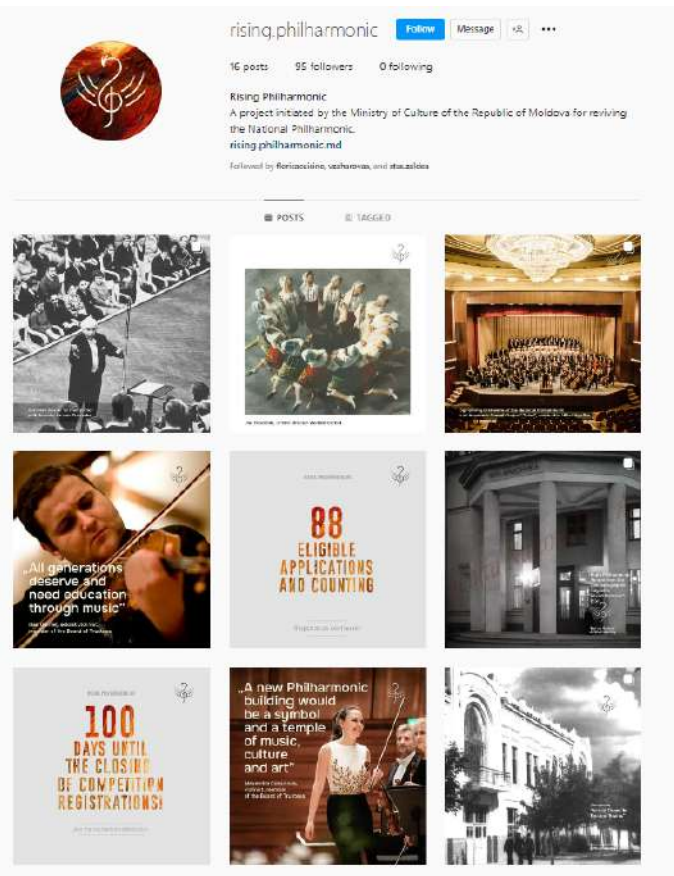


RISING.PHILHARMONIC.MD



RISING PHILHARMONIC

The project for reviving
the National Philharmonic
of Moldova





Eugene Ionesco Theater/
International Festival of Living Arts

Logo, key-visuals and print materials.

Spirits and Wine

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.)





*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







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 Hincești | 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.



PORTFOLIO SMM IDENTITY

#VINULMEU

Ajutăm un producător
mic să rămână voinic

10^{ani}

Asociația
micilor producători
de vinuri
din Moldova

vine

Edit

Group by Asociația Micilor Producători de Vinuri din Moldova

VinulMeu

Public group · 7.5K members

+ Invite

SMM campaign \ USAID \ VinulMeu

The idea, identity, content creation, administration and supervision of the new community #VinulMeu in social media.



SMM campaign \ USAID \ VinulMeu

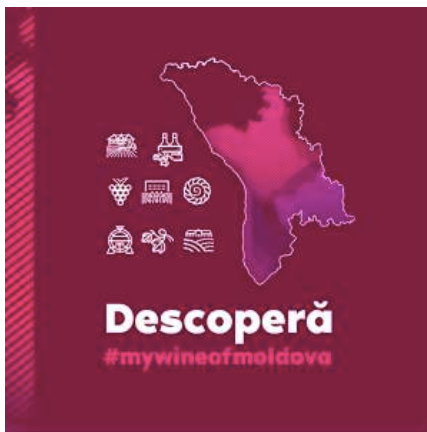
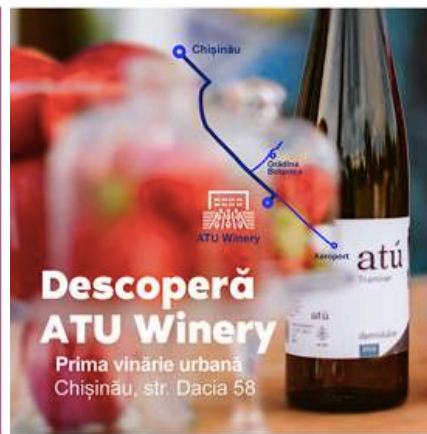
The idea, identity, content creation, administration and supervision of the new community #VinulMeu in social media.

e posibil acasă



SMM & PR campaign \ USAID \ MCP

The identity of the PR & SMM campaign, communication plan, content creation and supervision of donors SM pages



SMM Identity \ ONVV

The SMM strategy, campaign identity, content creation, administration and supervision of the SM page #MyWineOfMoldova



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

Thank you!

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(+373) 22 855 850

welcome@indigo.md

The Ogilvy logo, featuring the word "Ogilvy" in a white, serif typeface. The letter "O" is significantly larger than the other letters, and the "v" has a distinctive, elongated tail.