

Brand Guidelines



Visual identity is the foundation of how a brand presents itself to the world. It is not just a combination of colors, shapes, and typography, but the visual expression of values, style, and professionalism that the company conveys. The brand thus becomes a unique language, easy to recognize and associate with the services it provides.

This brandbook is designed to establish clear and consistent rules for the use of visual elements. From the logo and color palette to the tone of voice and communication materials, every detail is created to ensure coherence and unity.

By following these principles, the brand gains strength, credibility, and long-term visibility. Identity is not only about aesthetics, but also a strategic tool that differentiates the company and positions it as a trustworthy partner in the market.

Our Purpose

The purpose of a visual identity is to create a unified and memorable framework for the brand. It provides clarity and recognition, enabling consistent communication both within the organization and in its relationship with partners and the public.

Through this brandbook, we define the guidelines that bring coherence to the visual image and establish how it should be applied across all communication materials. Our purpose is not only to set graphic rules but to build a visual language that inspires trust, professionalism, and stability.

In this way, the brand becomes more than a graphic symbol – it becomes an authentic expression of identity, a key reference point for recognition and differentiation in the market.

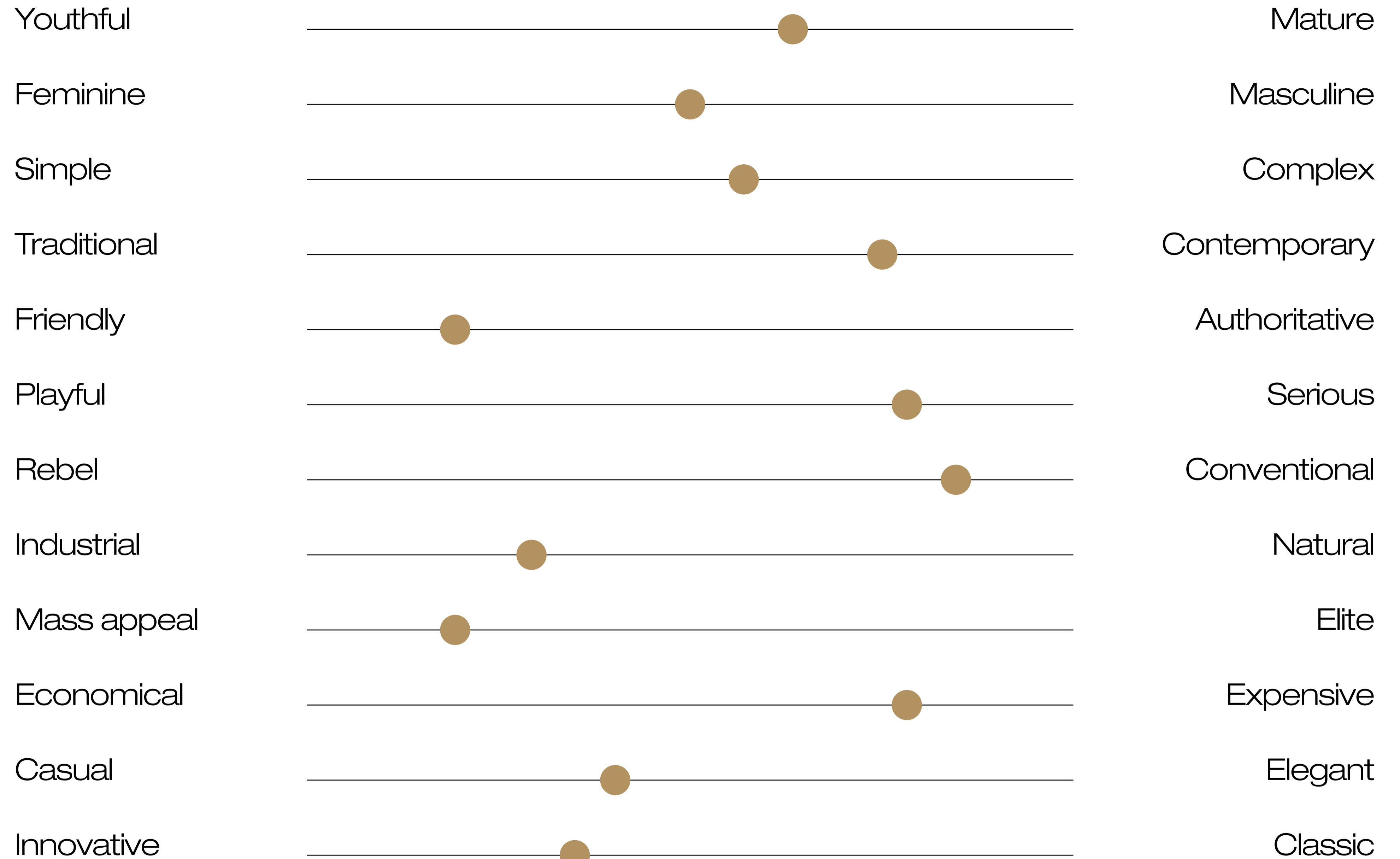
Contents

01	The Brand
02	Tone & voice
03	Logo Usage
04	Color Palette
05	Typography
06	Iconography
07	Pattern
08	Photography
09	Applications
10	Digital

02

Tone & Voice

Tone & Voice



03

Logo Usage





Logo Color

To maintain brand consistency and recognition, the logo must only be used in the approved color combinations. The primary version of the logo should always appear in the official brand colors, preserving the original intensity and contrast.

When the background does not allow for proper visibility, alternative versions may be used: monochrome (black or white) or a single-brand-color version. Altering or reinterpreting the logo's color palette is strictly prohibited.

Following these guidelines ensures visual coherence, readability, and a consistent brand presence across all communication materials, both print and digital.



Monochrome

The monochrome version of the logo is intended for situations where the official color palette cannot be used. It may be applied in two variations: 100% black on light backgrounds or 100% white on dark backgrounds.

The use of the monochrome logo must always preserve the original proportions and clarity of the design. Gradients, transparency effects, or any other graphical alterations are strictly prohibited.

This version ensures maximum legibility and maintains brand consistency in minimalist contexts, monochrome prints, or materials with technical color limitations.

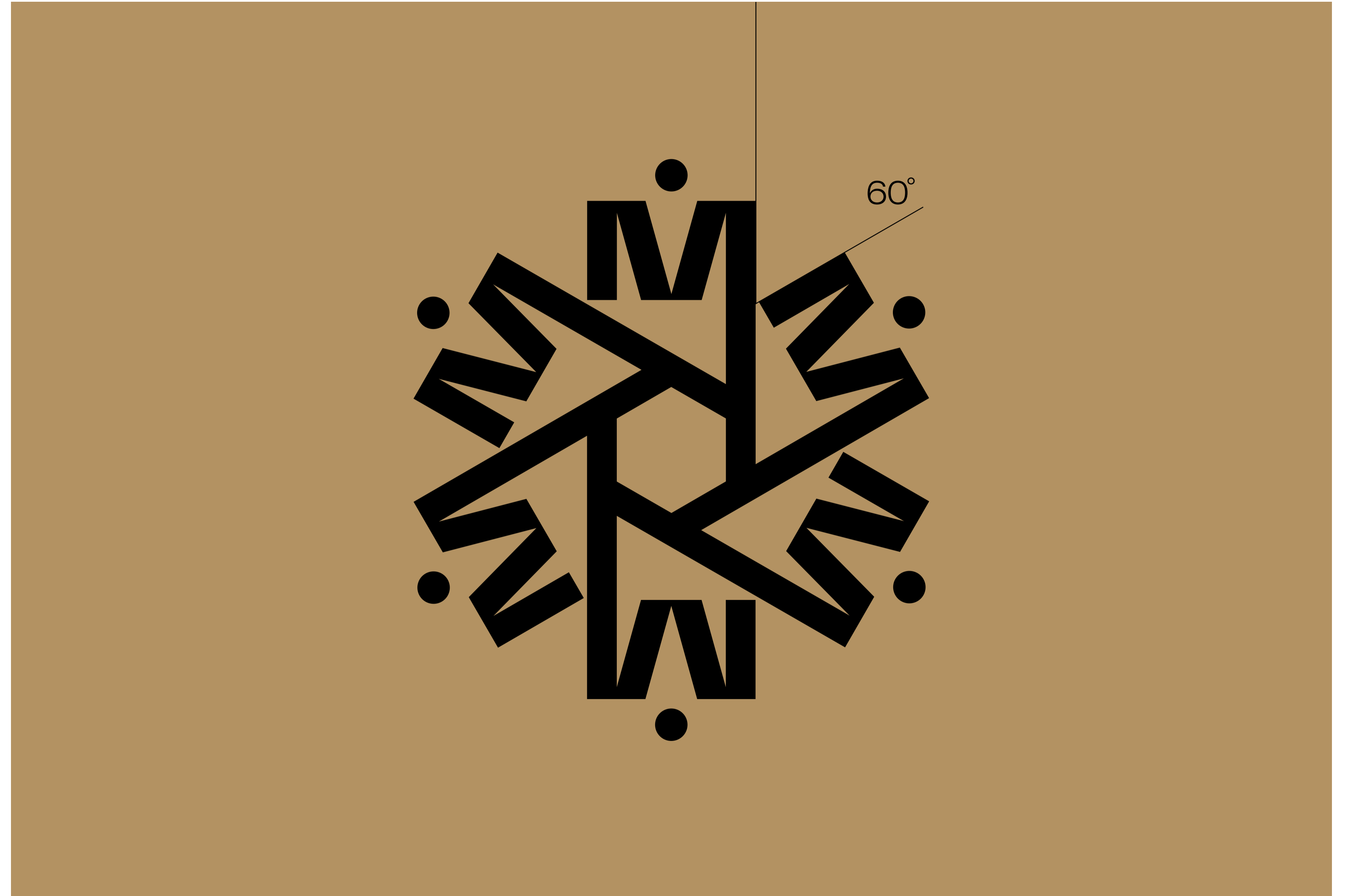


Brandmark

The brandmark is the core visual element that gives the brand its identity and uniqueness. It serves as a distinctive and memorable symbol, capable of visually expressing the fundamental values of the brand.

This graphic sign can be used both independently and in combination with the logotype, depending on the application context. In simplified form, the brandmark ensures instant recognition while maintaining its visual strength, even at small sizes or in limited spaces.

Preserving the approved shapes, proportions, and colors is mandatory to ensure visual consistency. The brandmark must never be altered, distorted, or reinterpreted in any way.



Safe Zone

The safe zone is the minimum required space that must be maintained around the logo or brandmark to ensure its visibility and visual impact. No text, images, graphics, or other elements should intrude into this area, as they may interfere with the visual identity.

The size of the safe zone is determined proportionally to the graphic elements of the logo and must be applied evenly on all sides. Respecting this space ensures legibility and preserves the visual balance in any application context.

The safe zone is mandatory across all materials – both print and digital – to maintain the brand's consistency and professionalism.



Scaling

Logo and brandmark scaling must always be done proportionally to preserve the integrity and visual balance of the graphic elements. The logo should never be stretched, compressed, or distorted in any way.

Minimum recommended sizes exist to ensure the legibility of all elements. For very small applications, simplified or monochrome versions of the logo are recommended to maintain clarity and visual impact.

Adhering to scaling guidelines ensures brand consistency across all platforms, from print materials to digital media.



Height **36px / 6mm**



Height **72px / 12mm**



Height **144px / 24mm**



Height **180px / 30mm**



Height **288px / 49mm**

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Height **72px / 12mm**



Height **144px / 24mm**



Height **180px / 30mm**



Height **288px / 49mm**

Logo Variants

The logo can be used in three main forms, depending on the context and available space:

Full Logo – the complete combination of the logotype and brandmark. This is the primary version and should be used whenever space allows.

Text Only (Logotype) – used when space is limited or when the brandmark is not required for immediate recognition.

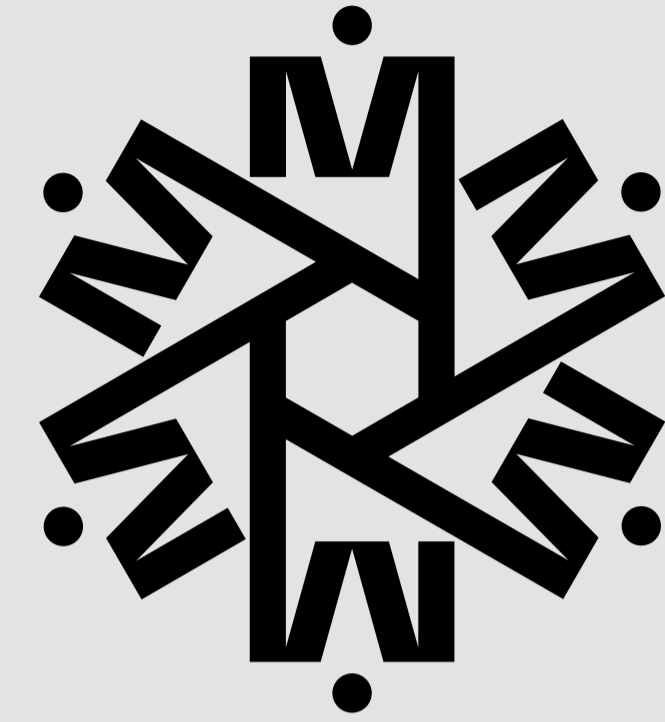
Brandmark Only – applied in very limited contexts, icons, digital applications, or promotional materials where instant recognition is ensured by the graphic symbol.

Following these variants and usage rules ensures visual consistency and brand legibility in any situation.

Text (Logotype)

MOLDO[®]
PERSONAL

Brandmark



Full Logo



04

Color Palette

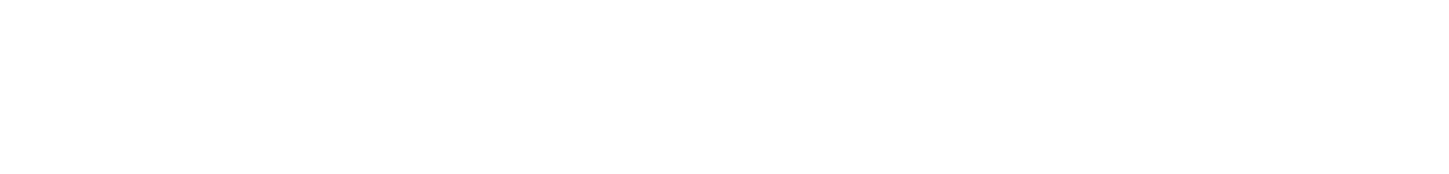
Black

R	0	C	100	HEX	000000
G	0	M	100		
B	0	Y	100		
		K	100		



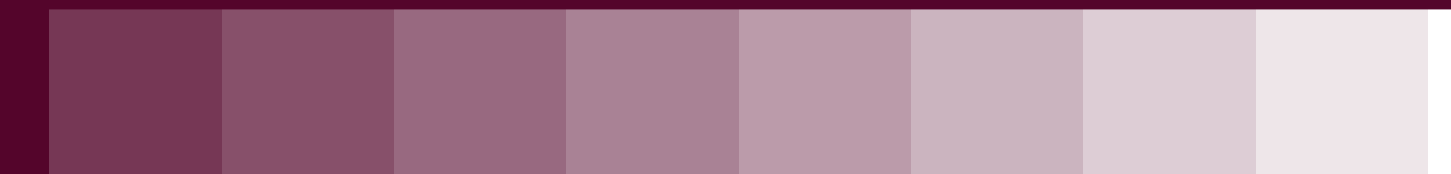
White

R	255	C	0	HEX	ffffff
G	255	M	0		
B	255	Y	0		
		K	0		



Red

R	84	C	46	HEX	54052b
G	5	M	95		
B	43	Y	56		
		K	57		



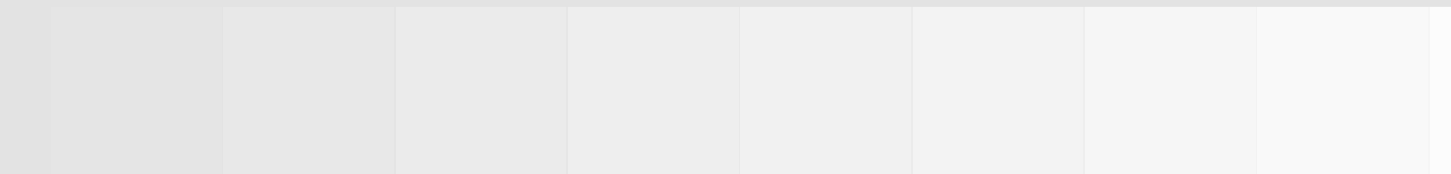
Bordo

R	179	C	30	HEX	b39262
G	146	M	40		
B	98	Y	69		
		K	4		



Gray

R	218	C	13	HEX	dadee3
G	222	M	8		
B	227	Y	6		
		K	0		



05

Typography

Logo Font

Lowvetica

Aa

Lowvetica

The logo uses the Lowvetica typeface, chosen for its clean and modern structure. This font provides a clear visual identity and ensures strong legibility in branding applications. As it includes only English characters, it is mainly intended for international use or simple wordmarks. Its minimal aesthetic makes it versatile and easily adaptable across different brand materials.

Language

Eng

Font - Manrope

LOWvetica

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890 £&@?!/+(.,:;)

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890 £&@?!/+(.,:;)

Ultra Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890 £&@?!/+(.,:;)**

Basic Font

Helvetica

Neue LT Pro

Aa

Helvetica

The primary text font is Helvetica, selected for its timeless, neutral, and highly legible design. It supports both Romanian and English, making it suitable for diverse communication needs. Its balanced proportions and clean lines ensure consistency across print and digital materials. Helvetica helps maintain a professional and modern tone throughout all brand applications.

Language

Ro

Eng

Font - Manrope

Helvetica Neue LT Pro

Ultra Light Extended

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890 £&@?!/+ (.,:;)

Light Extended

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890 £&@?!/+ (.,:;)

Medium Extended

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890 £&@?!/+ (.,:;)**

Bold Extended

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890 £&@?!/+ (.,:;)**

Web Font

Manrope

Aa

Manrope

The chosen web font is Manrope, a modern and versatile typeface optimized for digital use. It supports English, Romanian, and Russian, ensuring consistency across multilingual platforms. Manrope offers excellent readability on screens, combining geometric precision with a clean aesthetic. This makes it ideal for the website and other online brand applications.

Language

Ro
Eng
Ru

Font - Manrope

Manrope

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 £&@?!/+(.,:;)

AaBбBвГгДдЕеЁёЖжЗзИийЙккЛлМмНнОоПпРрСсТтУуФфХхЦцЧч
ШшЩщъьЫыЬьЭэЮюЯяZz 1234567890 €'“” < > «»

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 £&@?!/+(.,:;)

AaBбBвГгДдЕеЁёЖжЗзИийЙккЛлМмНнОоПпРрСсТтУуФфХхЦцЧч
ШшЩщъьЫыЬьЭэЮюЯяZz 1234567890 €'“” < > «»

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 £&@?!/+(.,:;)

AaBбBвГгДдЕеЁёЖжЗзИийЙккЛлМмНнОоПпРрСсТтУуФфХхЦцЧч
ШшЩщъьЫыЬьЭэЮюЯяZz 1234567890 €'“” < > «»

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 £&@?!/+(.,:;)

AaBбBвГгДдЕеЁёЖжЗзИийЙккЛлМмНнОоПпРрСсТтУуФфХхЦцЧч
ШшЩщъьЫыЬьЭэЮюЯяZz 1234567890 €'“” < > «»

06

Iconography

Icons

Icons are an important visual element of the brand identity, used to convey information quickly and clearly.

They follow a consistent and simple style, making them easily recognizable and legible even at small sizes. Icons can be incorporated into documents, presentations, promotional materials, or digital platforms, adapting to the context while maintaining the visual consistency of the brand.

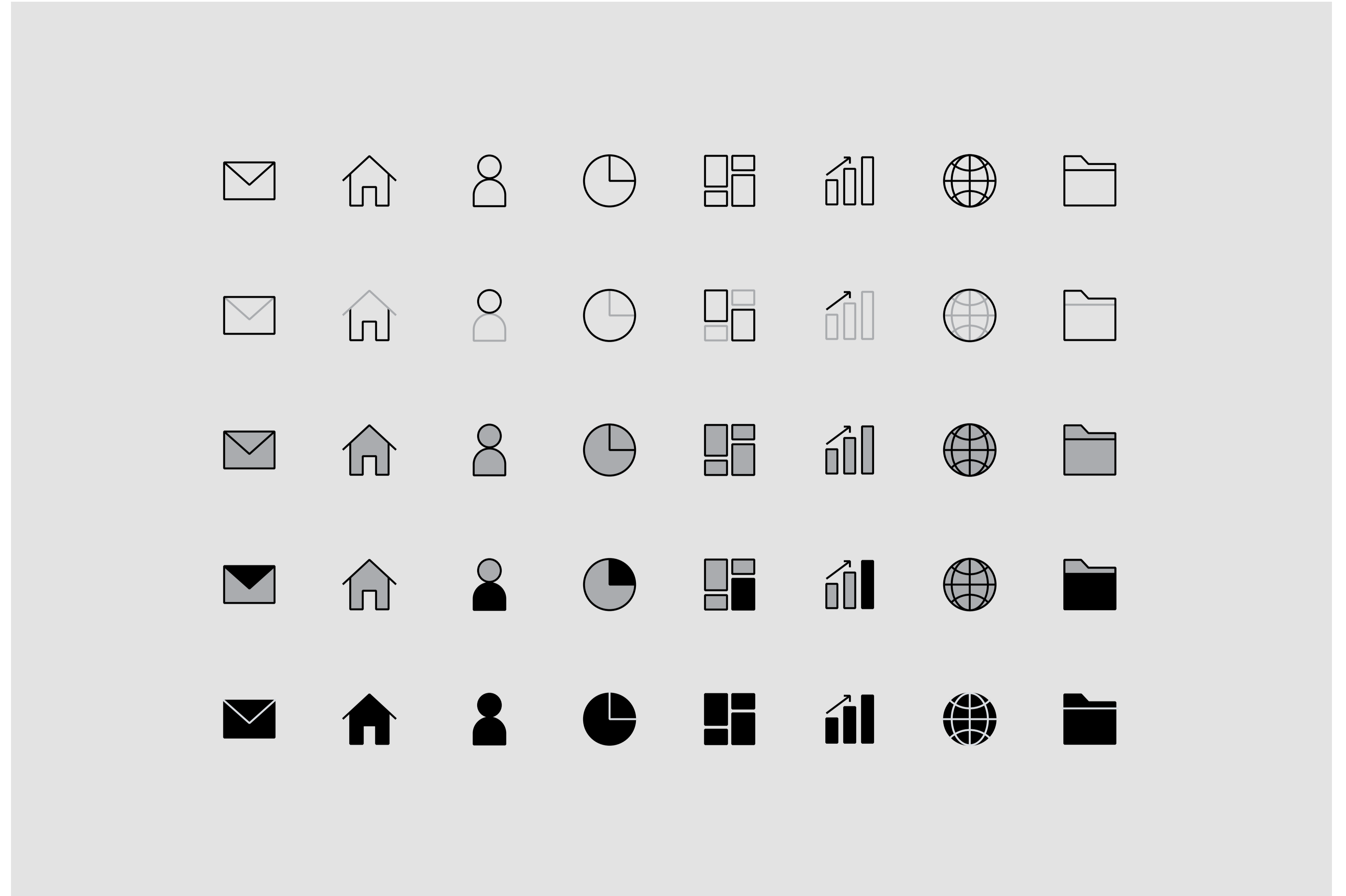
They can be presented in the brand's primary color or in a monochrome version when simplicity or contrast is required.



Variants

Icons can be used both as outline and inverted versions, depending on the context and visual needs. In some cases, color can be applied to highlight or emphasize, while still keeping the design minimalist and clean.

This flexibility allows the icons to adapt to different backgrounds, layouts, or communication goals. The key principle remains consistency and clarity in every application.



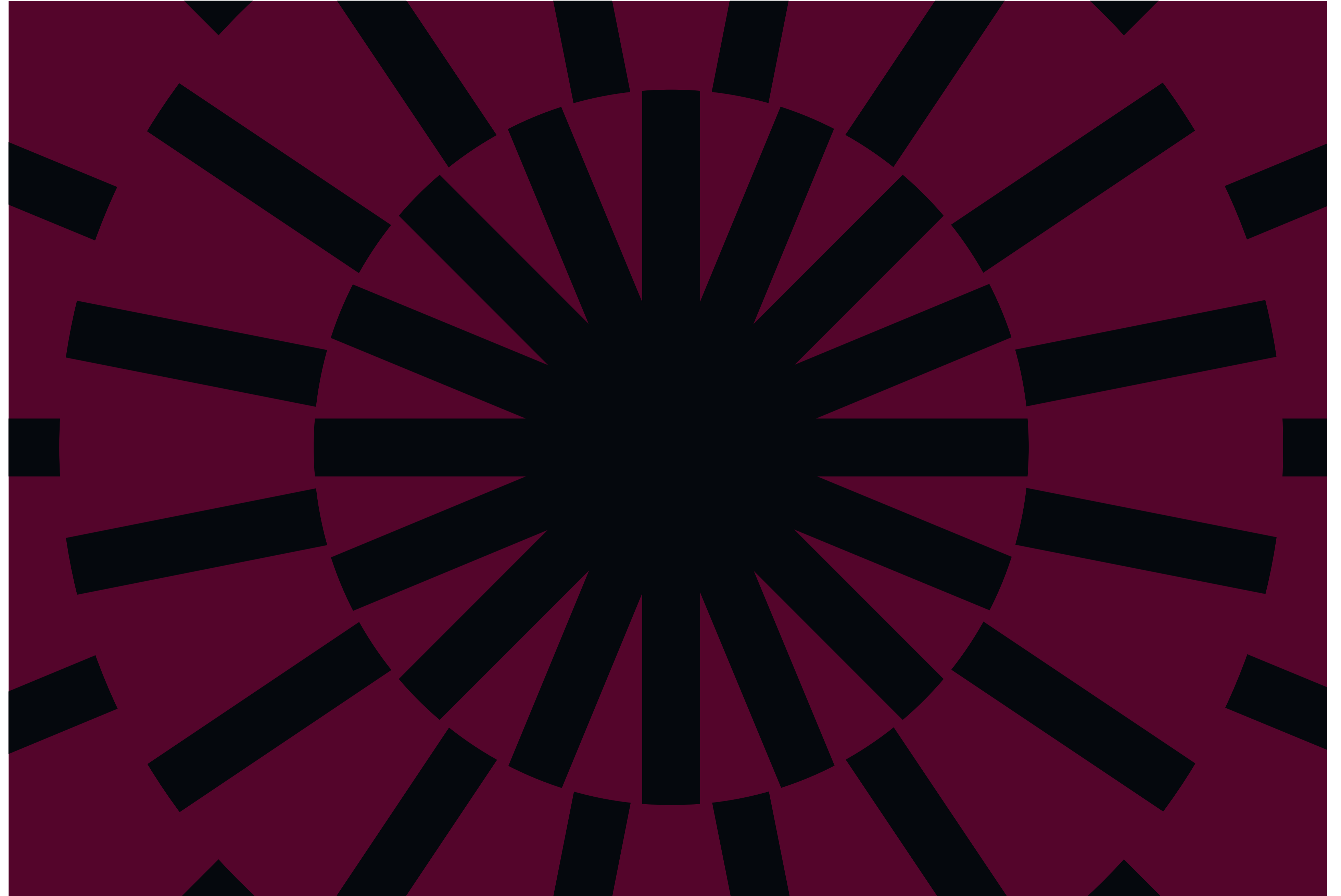
07

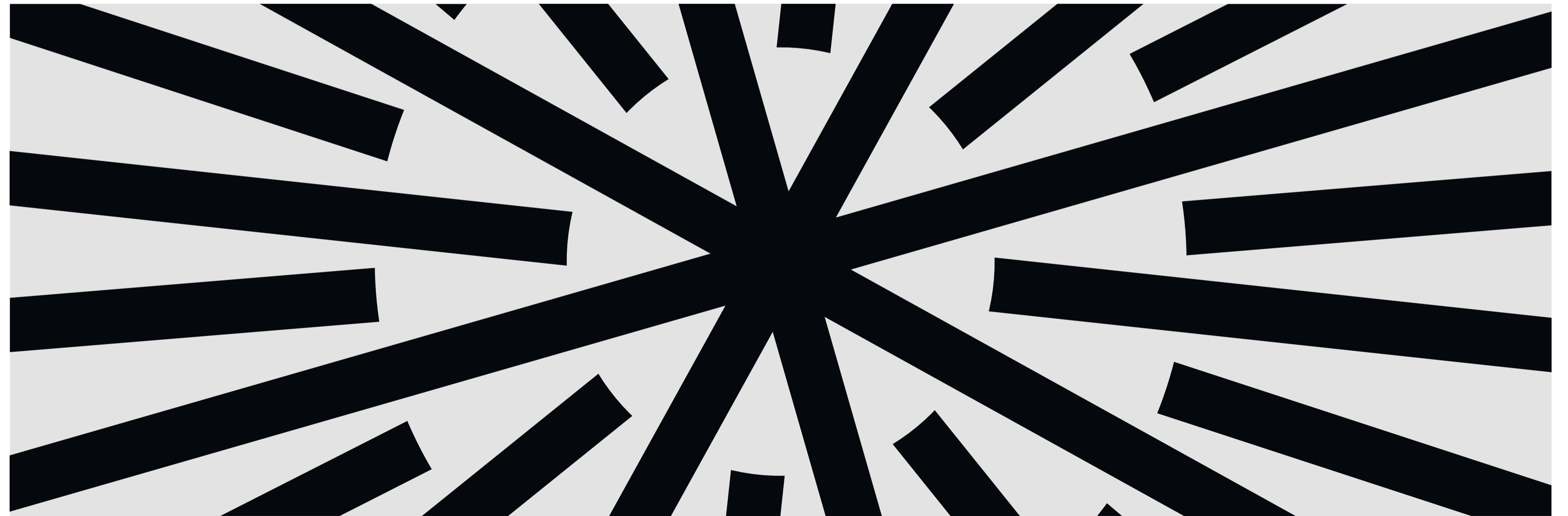
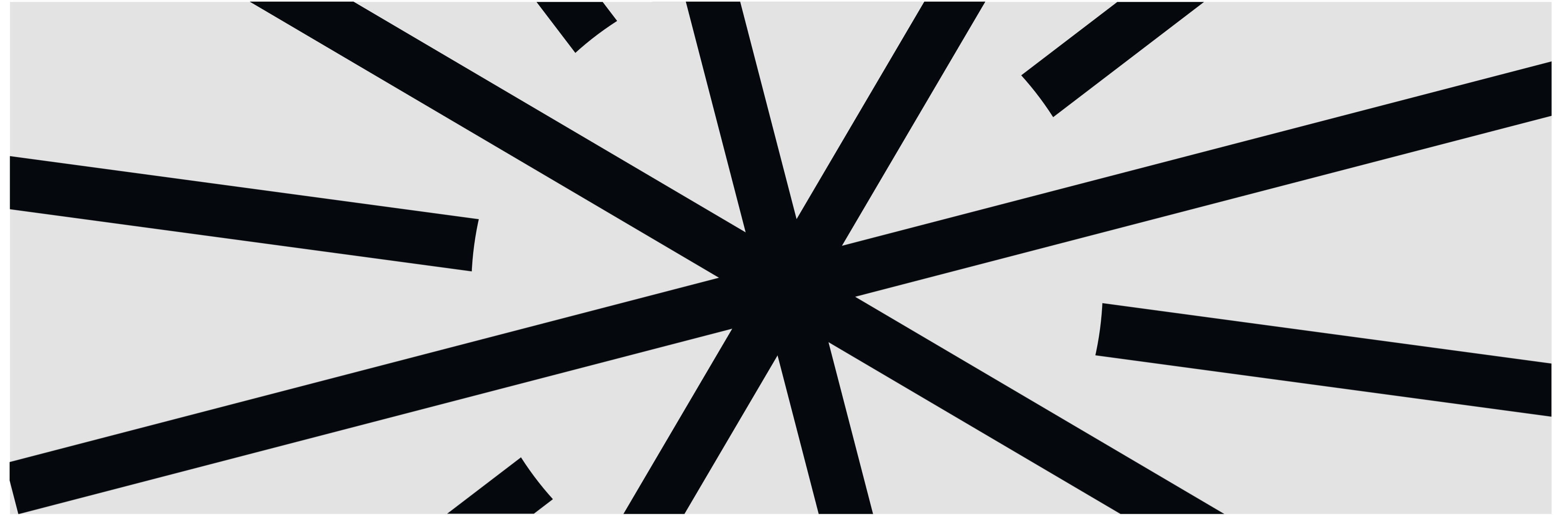
Pattern

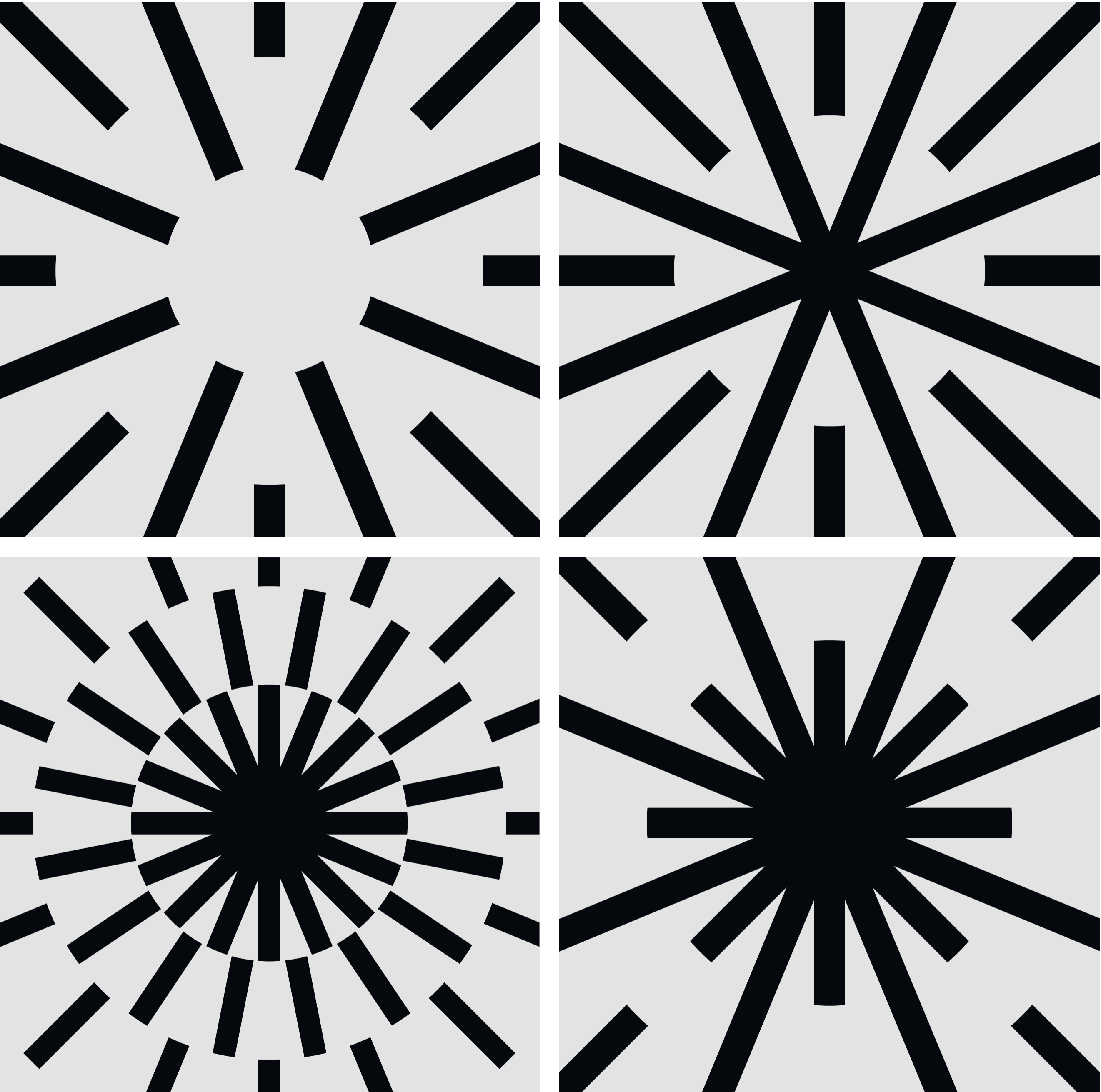
Pattern

The pattern is built on the continuity of the circular logo idea, using bold lines to create abstract circular elements. This approach ensures a strong visual link with the core identity while adding rhythm and dynamism to brand materials.

The abstract forms are versatile and can be applied across print or digital formats. They bring both structure and creativity, enhancing the overall visual language of the brand.







08

Photography

Photography —

Dark Style

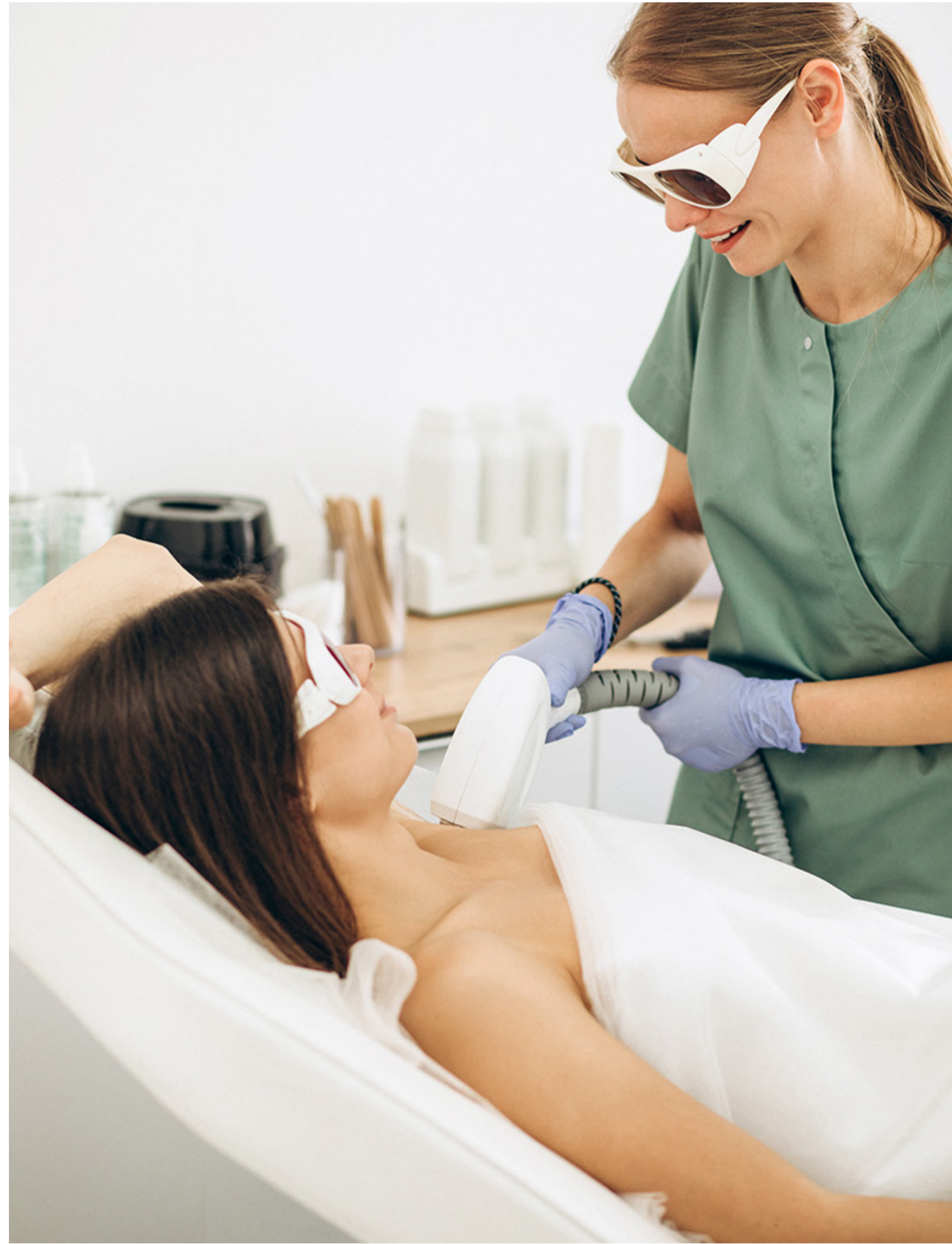
The dark style photography creates a strong and atmospheric mood, emphasizing contrast and depth. It conveys professionalism, seriousness, and focus, making it suitable for impactful brand communication. Consistent color correction and effects are applied to maintain unity across all visuals. Black-and-white photos are avoided to preserve color harmony.



Photography —

Light Style

The light style photography communicates openness, clarity, and accessibility. It uses bright tones and clean compositions to highlight a modern and friendly brand image. Just like the dark style, all images follow the same color correction and effects for visual consistency. Black-and-white photos are excluded to ensure a coherent and vibrant aesthetic.



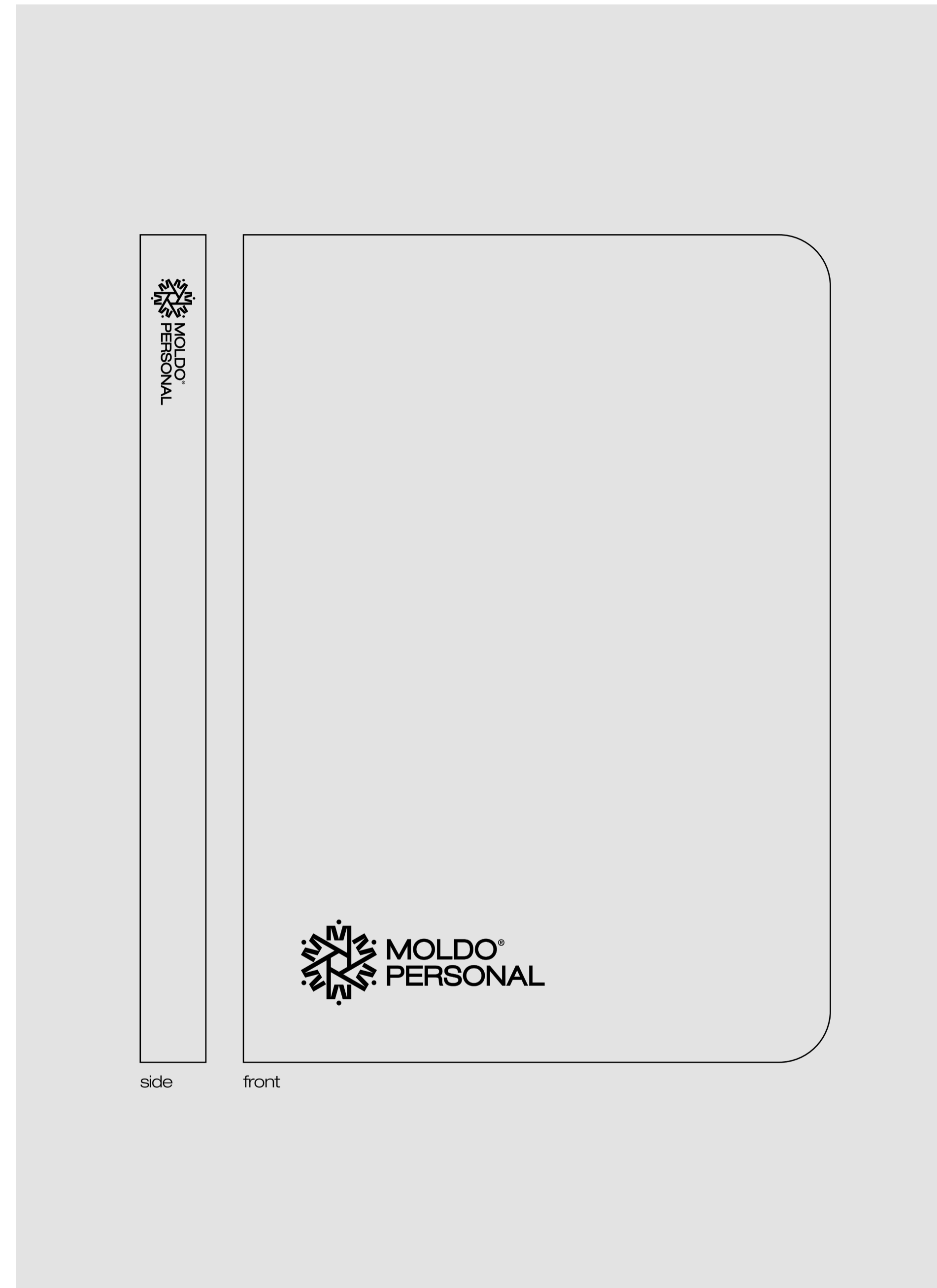
09

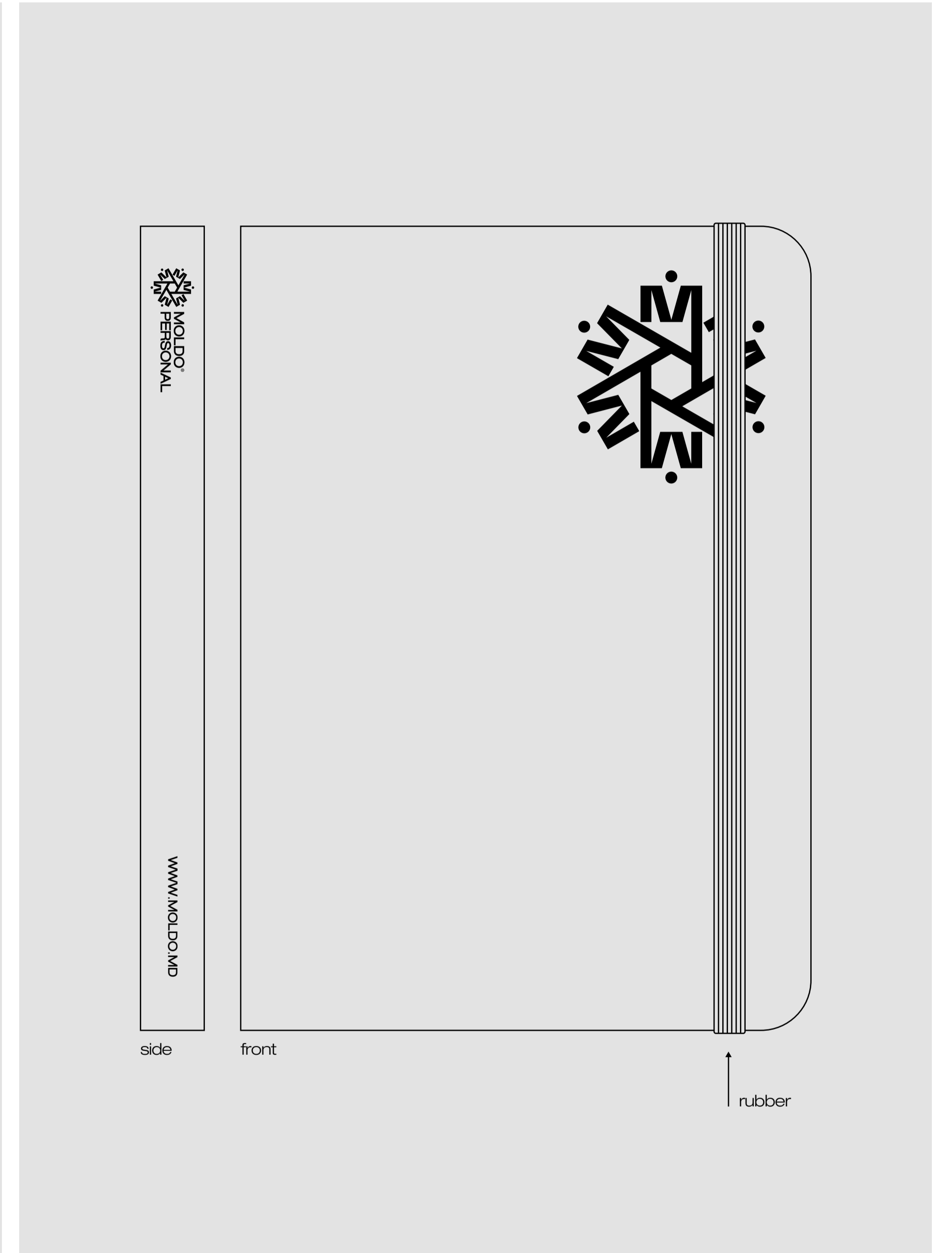
Applications

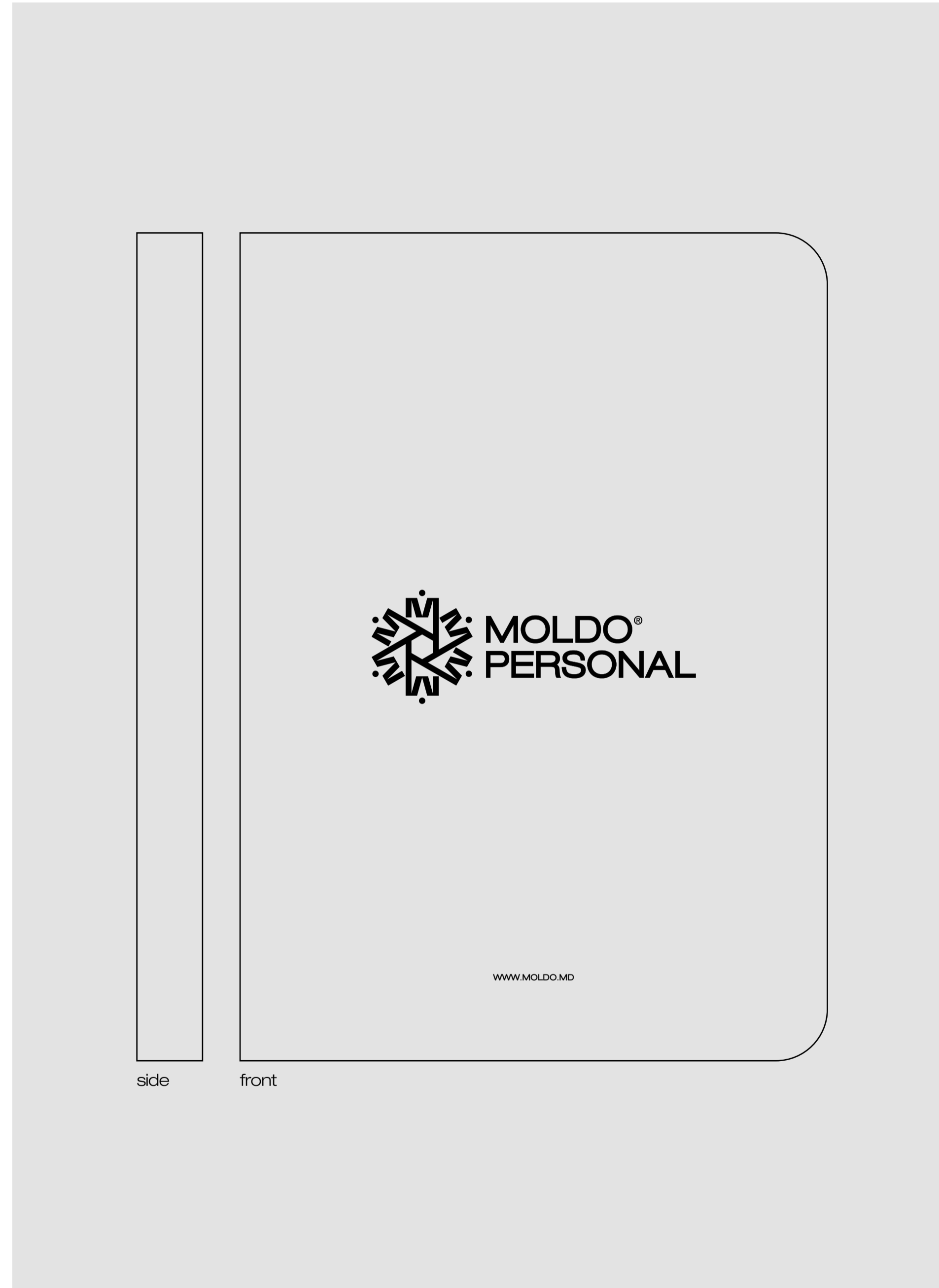
Notebook

The notebook design includes both simple versions featuring only the logo and mark, as well as more dynamic layouts that incorporate the pattern and additional graphic elements.

This balance allows for versatility, offering minimalist options alongside bolder, more expressive ones. Each variation maintains brand consistency while adapting to different levels of creativity and visual impact.









Apparel

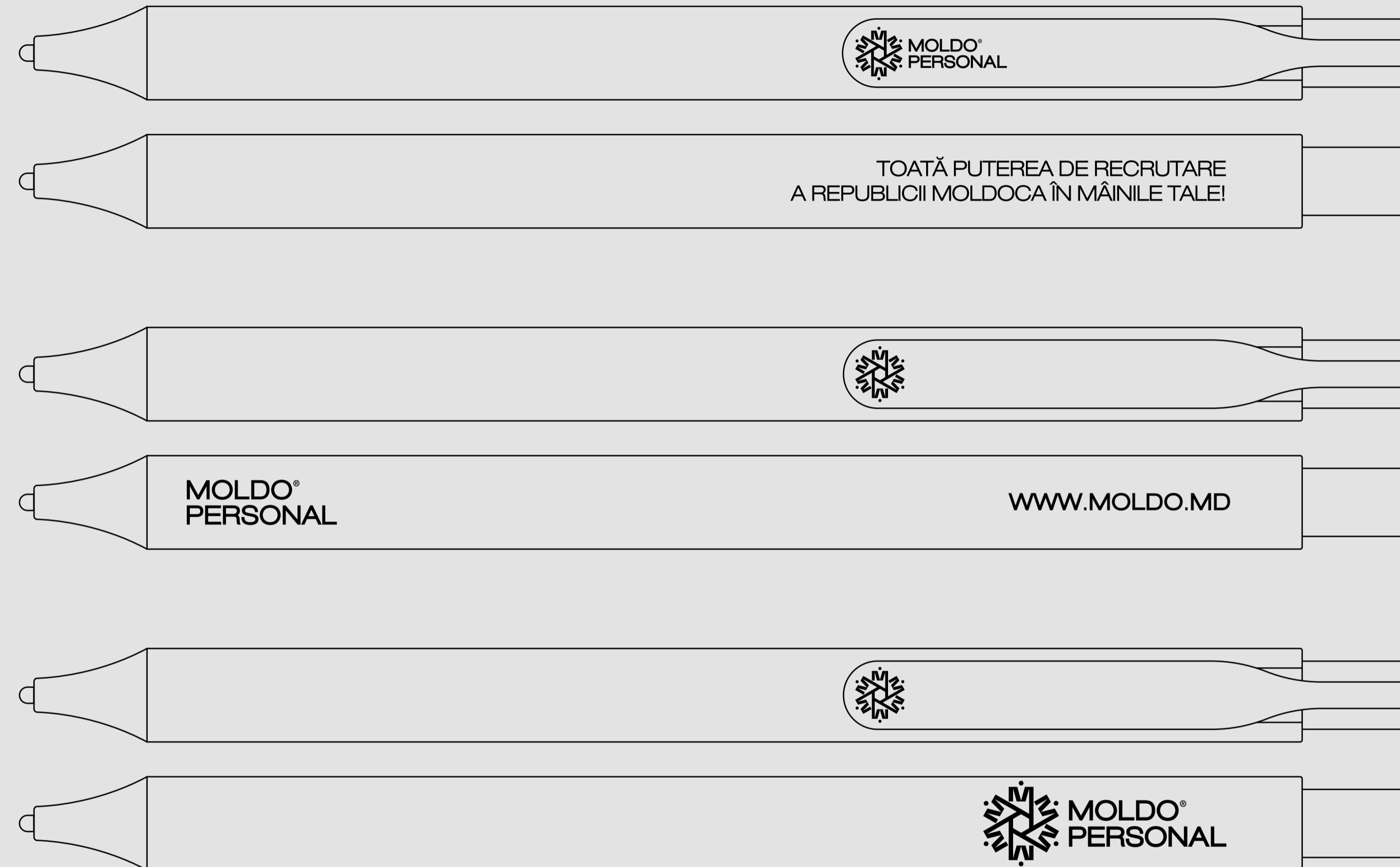
The logo for apparel is designed to be minimalistic and serious, reflecting the professionalism and reliability of the company. Its clean and straightforward presentation ensures it is easily recognizable and conveys trustworthiness.

This approach maintains brand integrity while adapting effectively to clothing applications.



Pen / Pencil

The pen and pencil designs are simple and elegant, featuring the logo and brand elements in a clear and minimalistic way. They prioritize readability and consistency, ensuring the brand is recognizable even in small-scale applications. These items balance functionality with a professional and polished appearance.





Business Cards

Business cards are designed to be clean, professional, and consistent with the overall brand identity. They prioritize legibility and clear hierarchy, ensuring essential information is easily accessible. The design approach balances aesthetics and functionality, creating a polished and memorable first impression.



0 5 80 85

MOLDO[®]
PERSONAL

PETRU MALERU
DIRECTOR

+373 (79) 124 089 WWW.MOLDO.MD

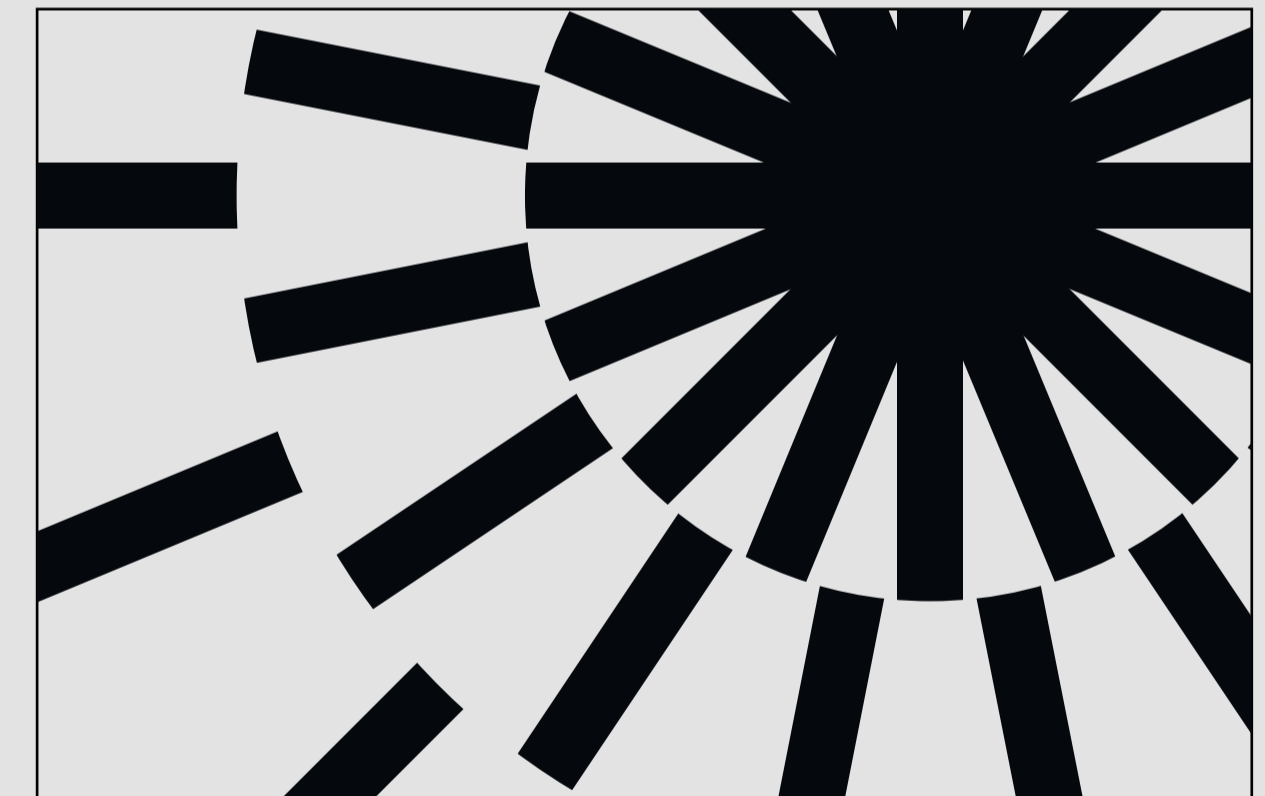


0 5 80 85

PETRU MALERU
DIRECTOR

+373 (79) 124 089
STR. ISMAIL 81/1, ET.3

WWW.MOLDO.MD

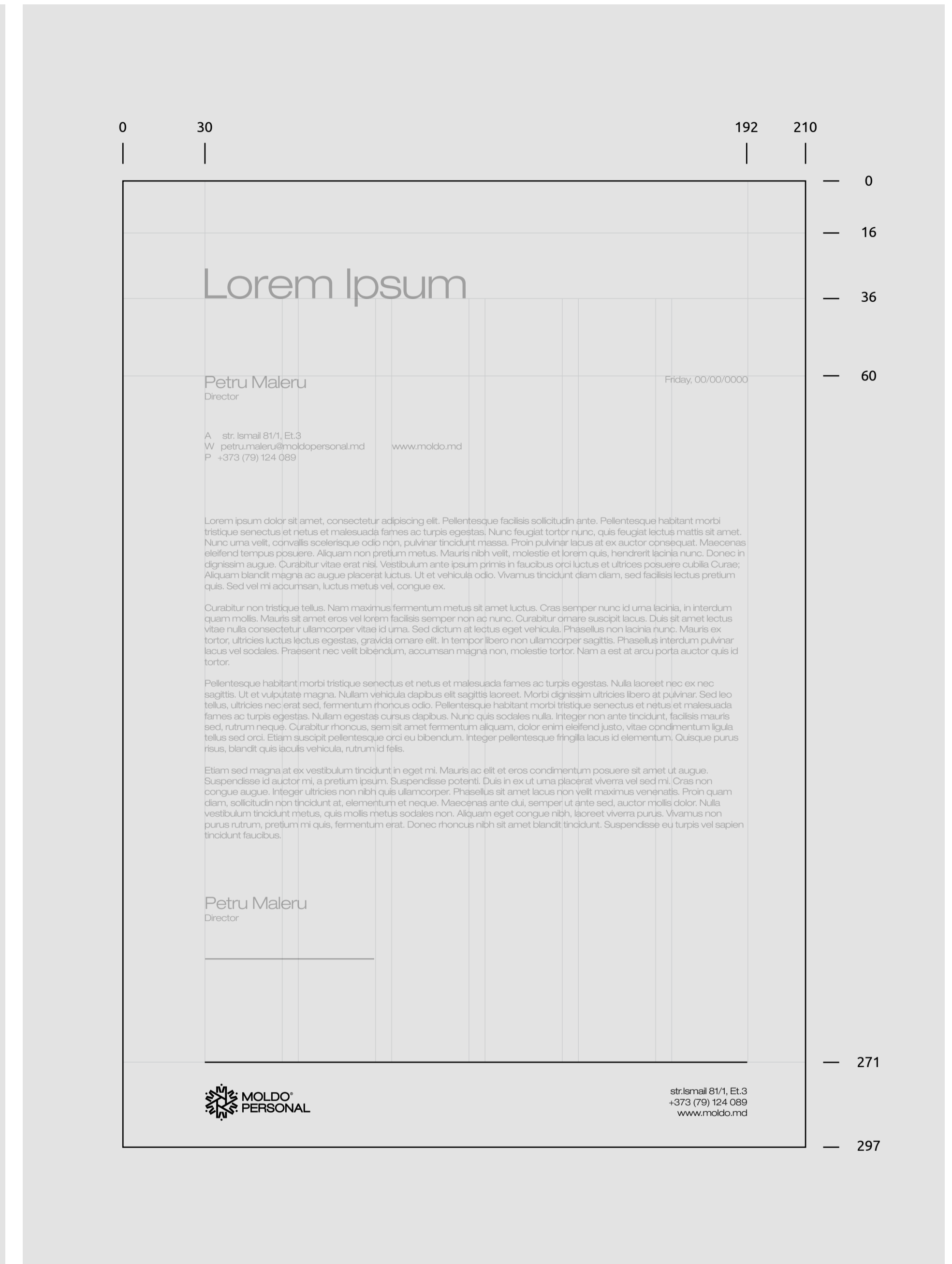
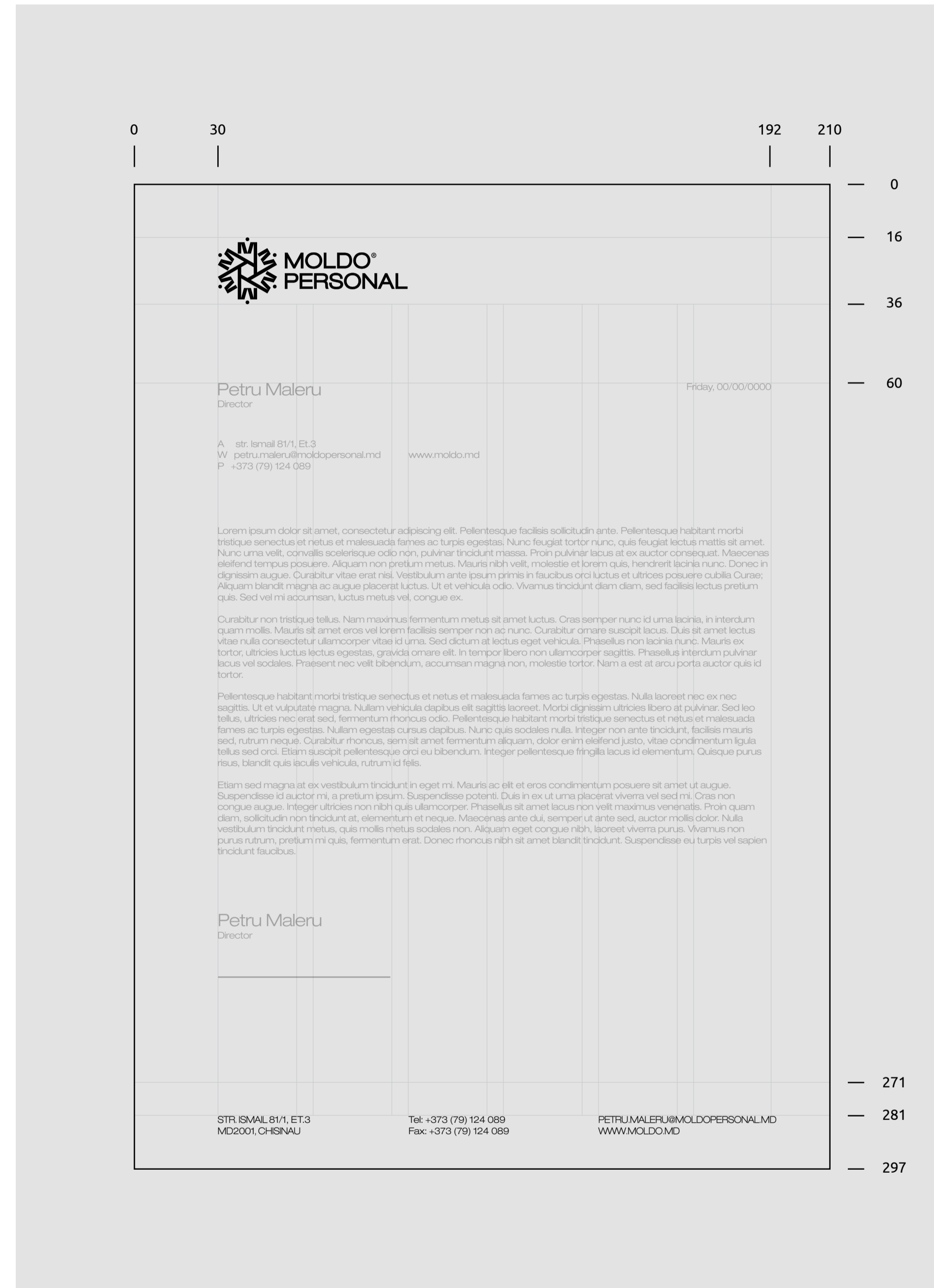




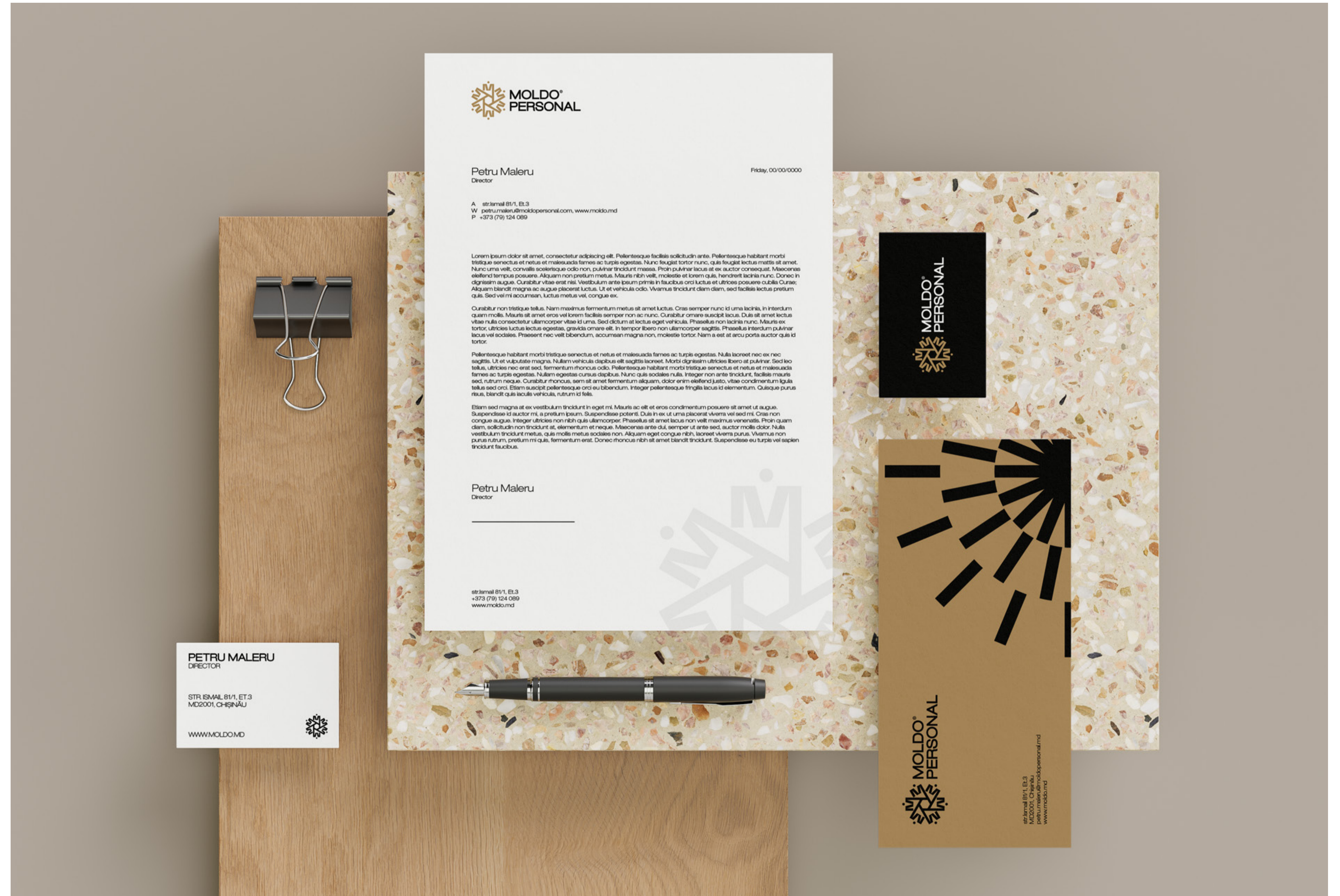


Document

A4 document layouts are clean, elegant, and well-structured, ensuring clarity and readability. The design maintains a professional appearance while reflecting the brand's aesthetic. This approach creates documents that are both functional and visually appealing, suitable for internal and external use.

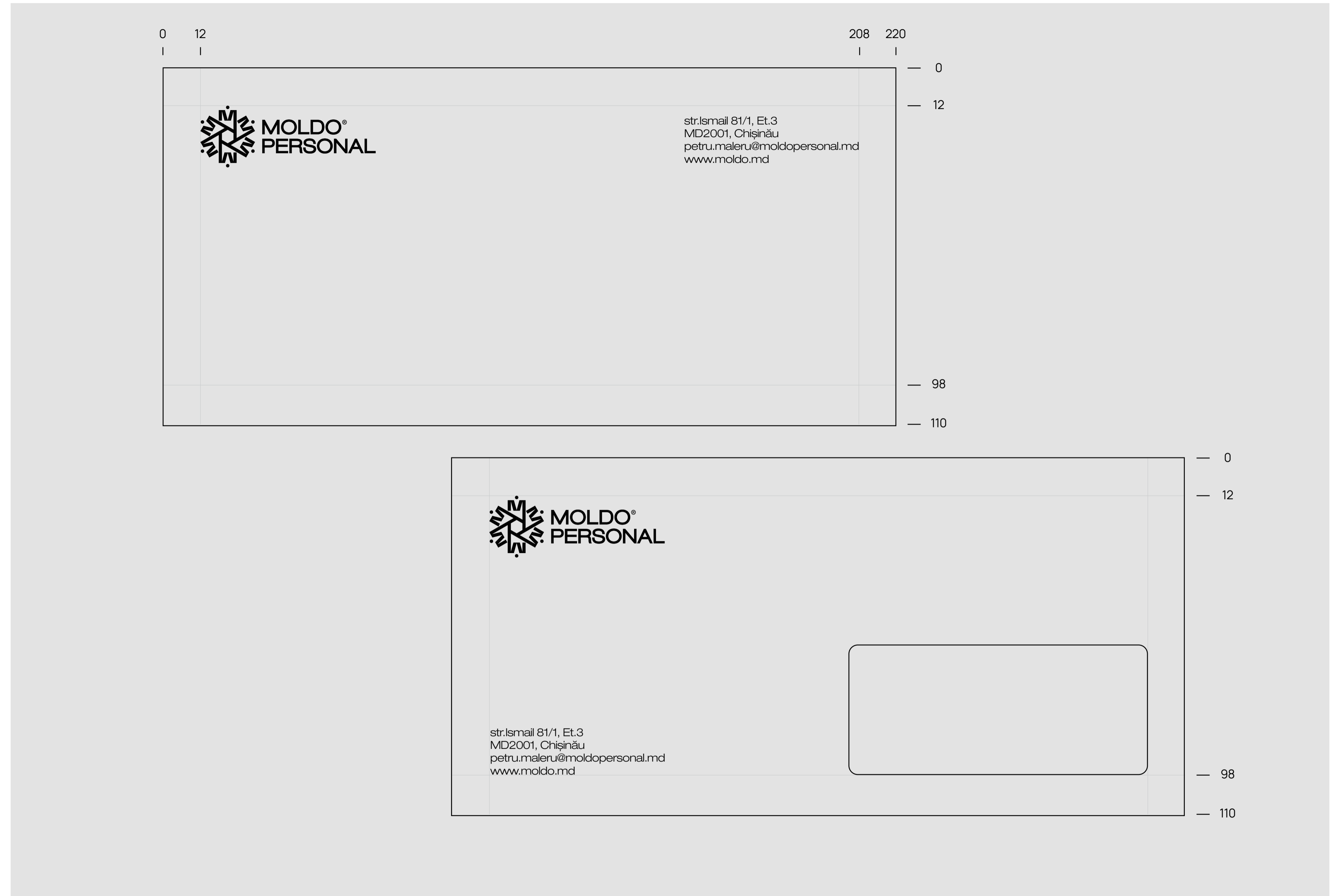






Envelope

The design of envelopes helps strengthen brand recognition by turning everyday stationery into a subtle but powerful visual touchpoint. Thoughtful patterns, shapes, or layout cues create familiarity and reinforce the brand identity each time the envelope is seen or handled. Even small details contribute to a cohesive and memorable brand experience, making ordinary interactions feel intentional and branded.

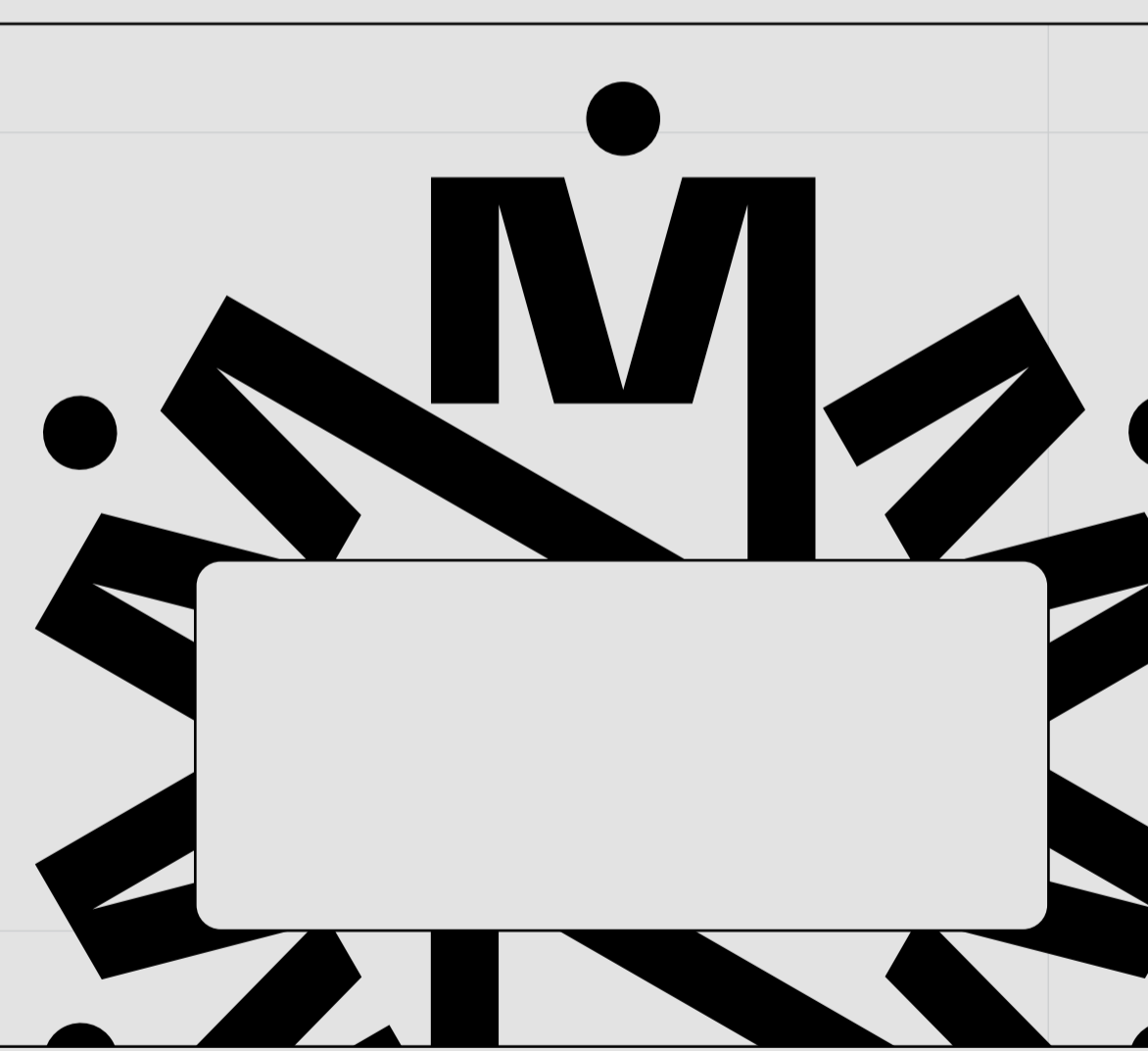


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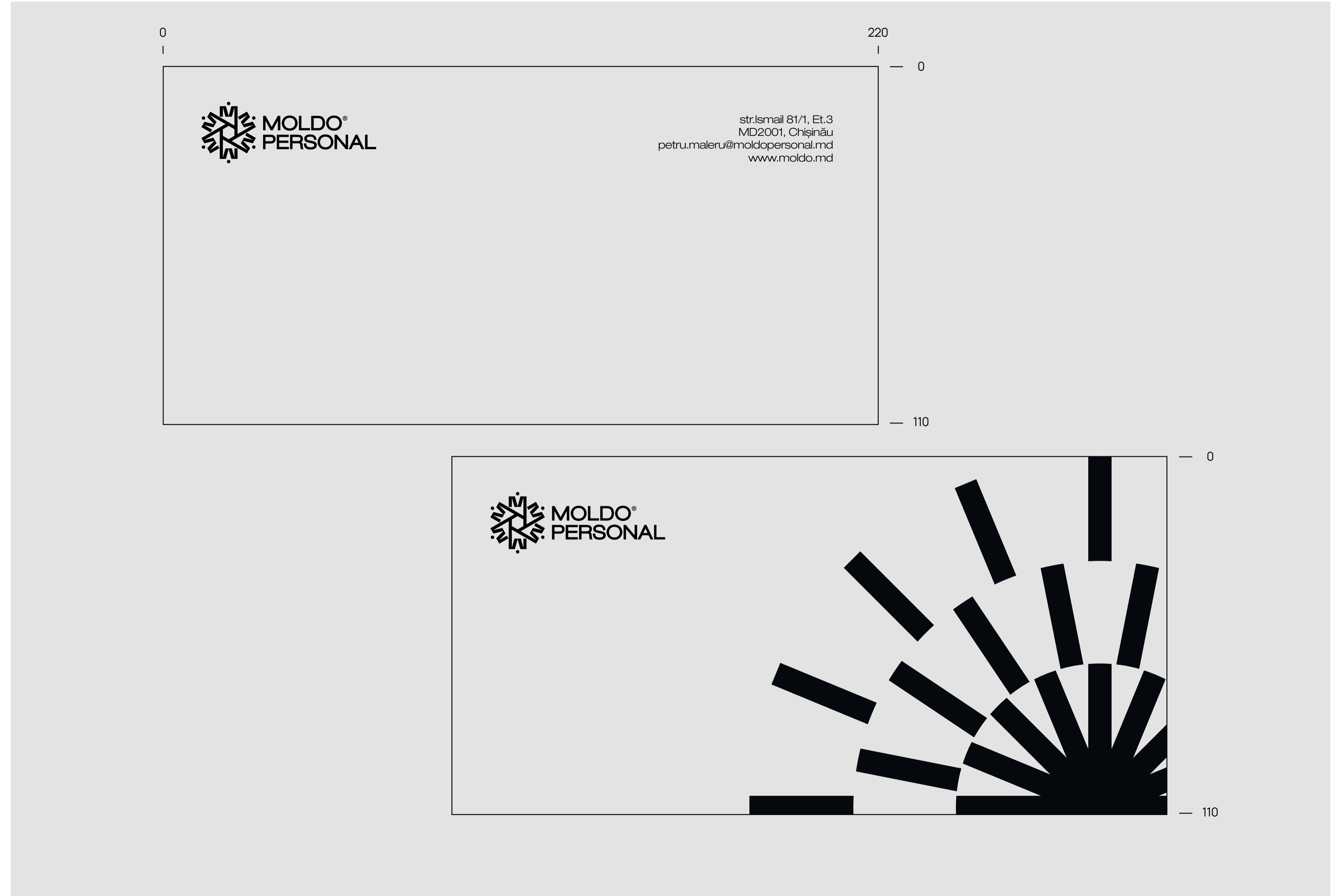
str. Ismail 81/1, Et.3
MD2001, Chişinău
petru.maleru@moldopersonal.md
www.moldo.md





Envelope DL

DL 110x220mm



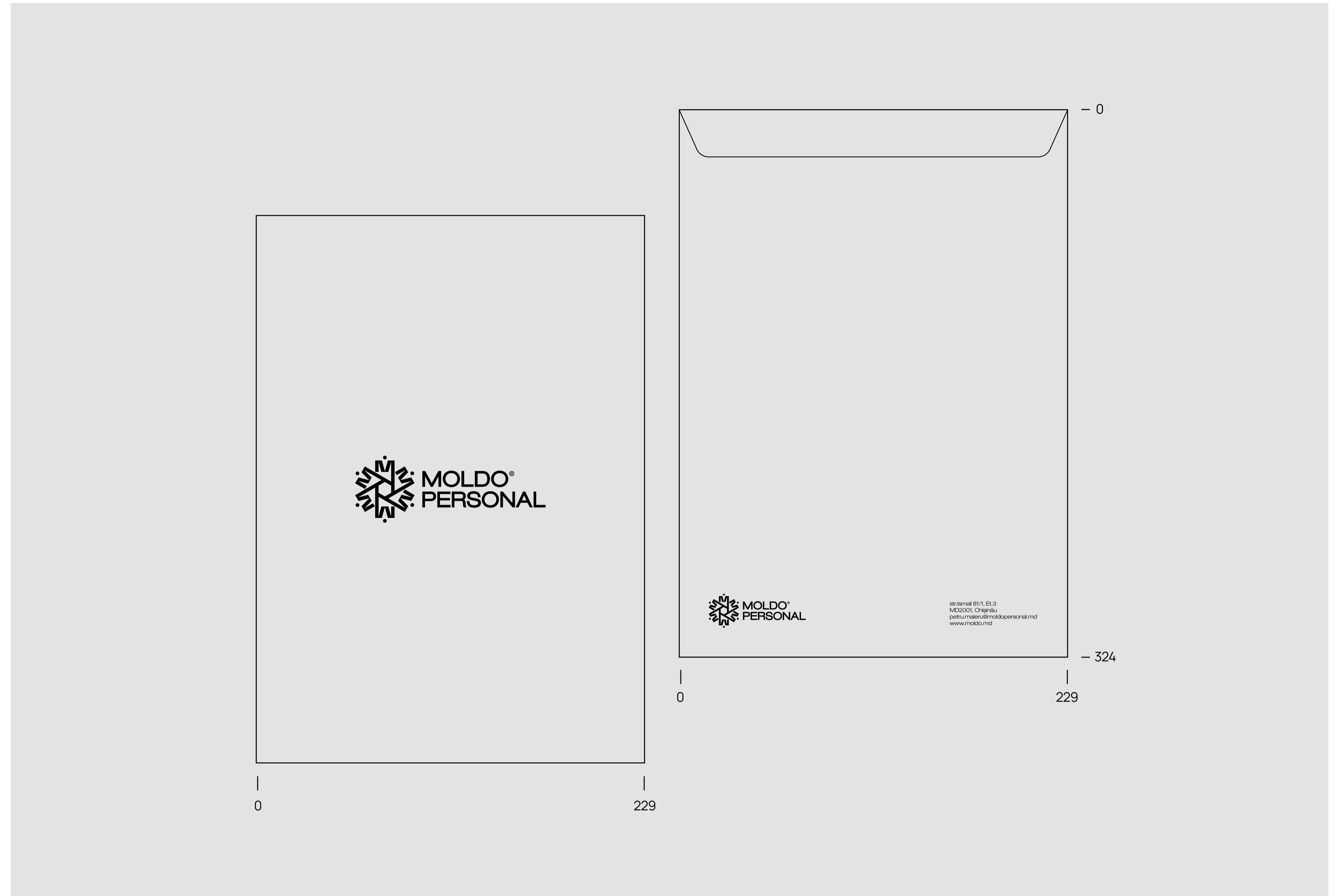
Envelope C5

C5 162x229mm



Envelope C4

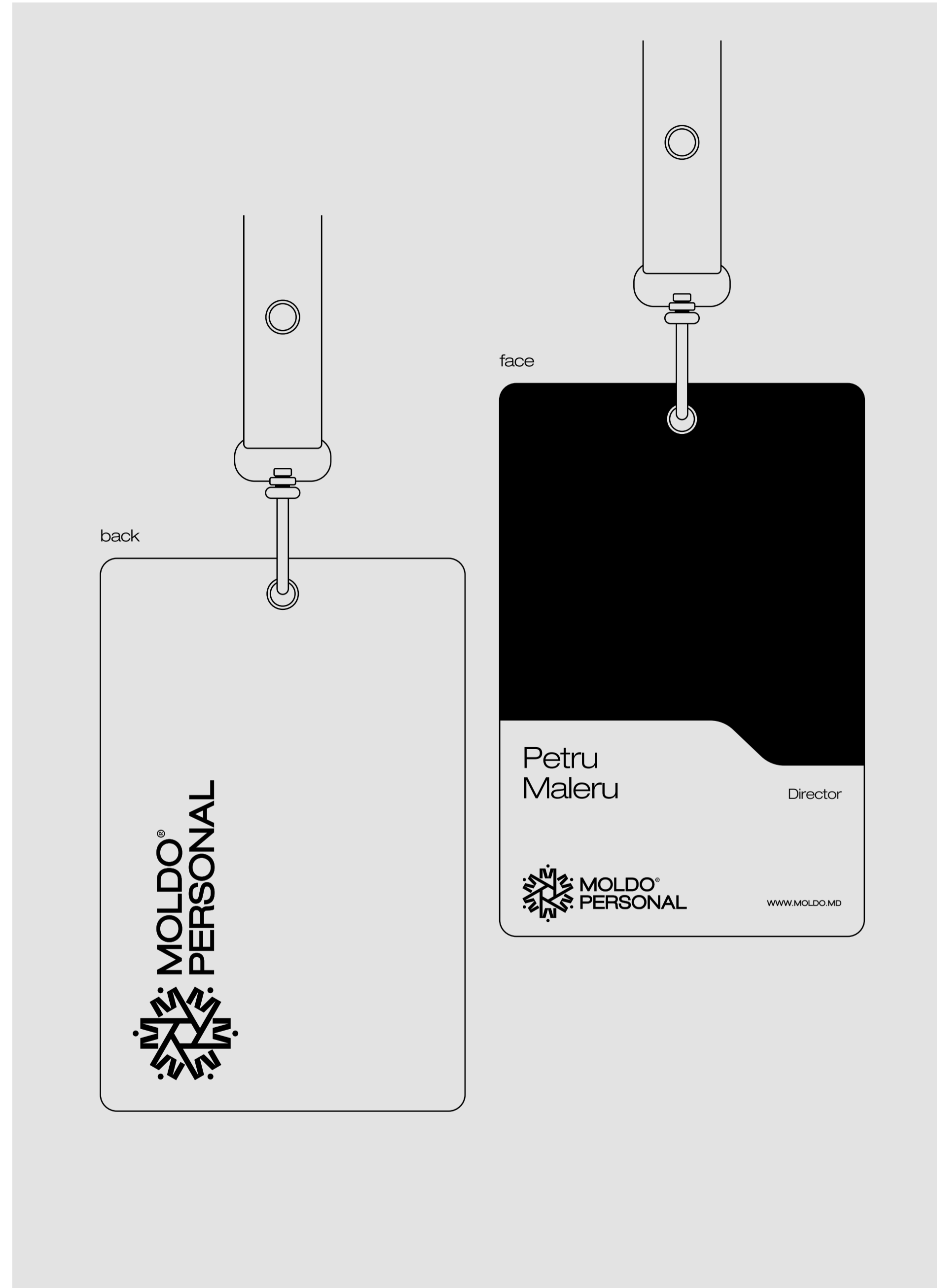
C4 324x229mm

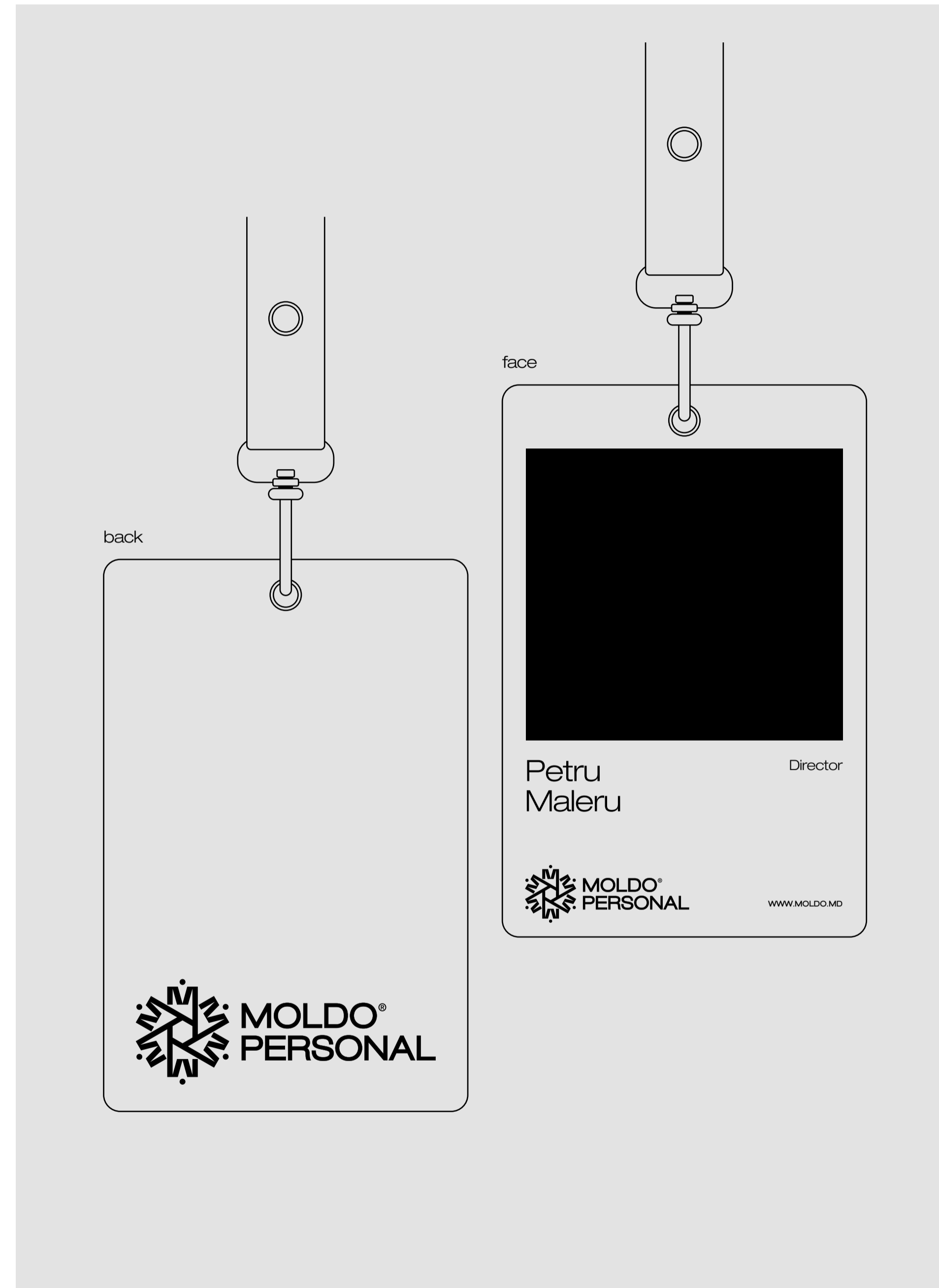




ID

ID cards act as functional brand touchpoints, combining practicality with visual identity. They clearly represent the organization while ensuring consistency in typography, color, and layout. Well-designed ID cards enhance professionalism and help create a cohesive and recognizable brand presence in everyday interactions.







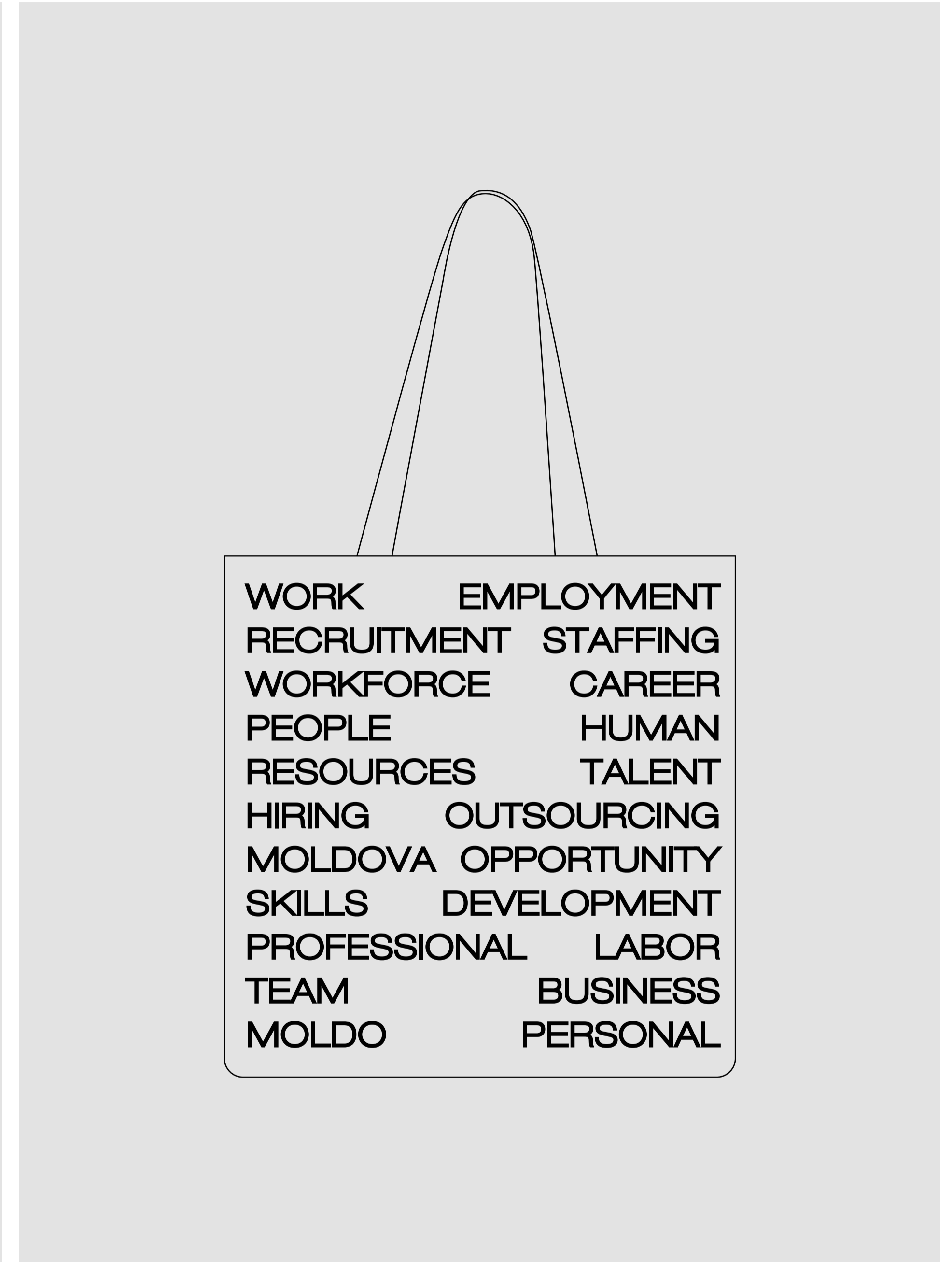


Bag

Tote bags serve as practical and visible brand carriers, turning everyday use into a subtle marketing opportunity. Thoughtful design ensures the brand is recognizable while maintaining a clean and appealing aesthetic. These bags reinforce brand presence in public spaces and contribute to a cohesive visual identity.





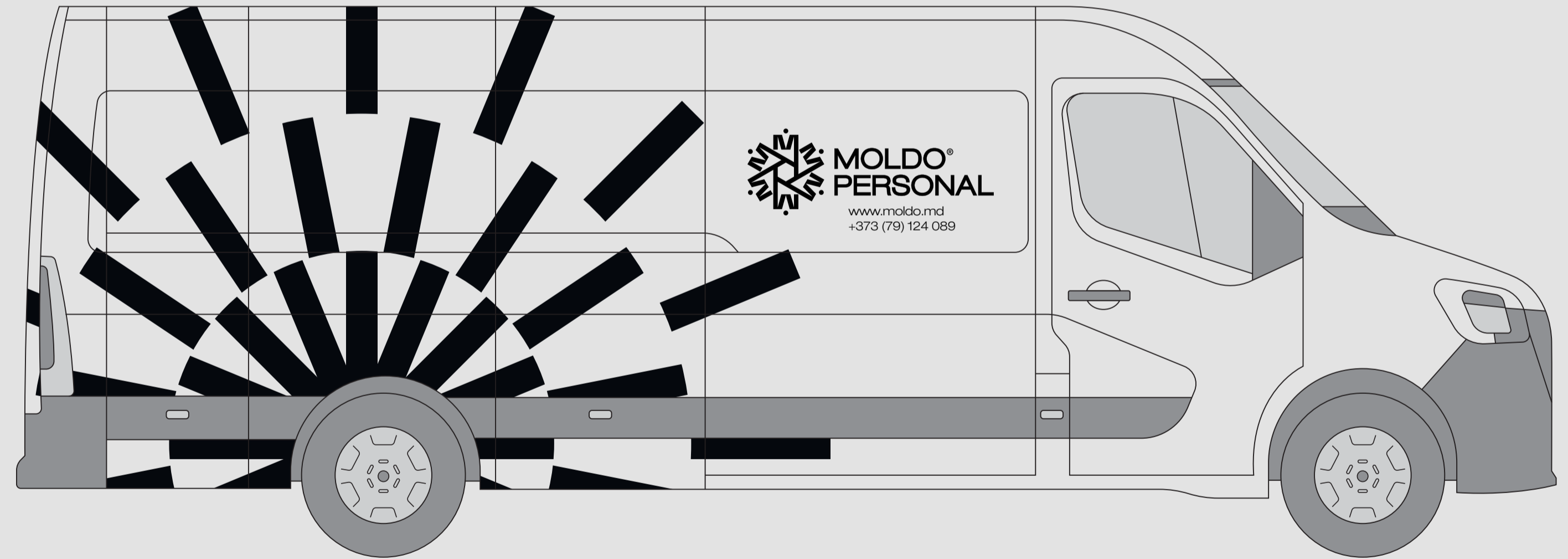
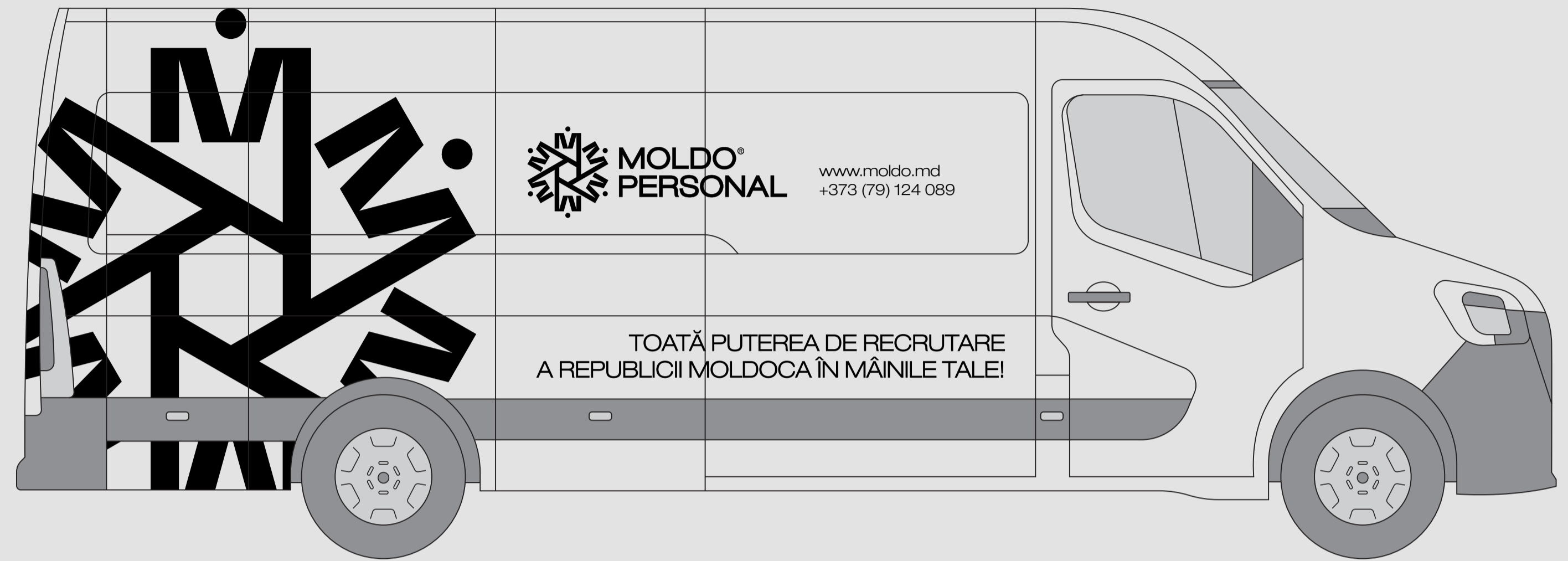






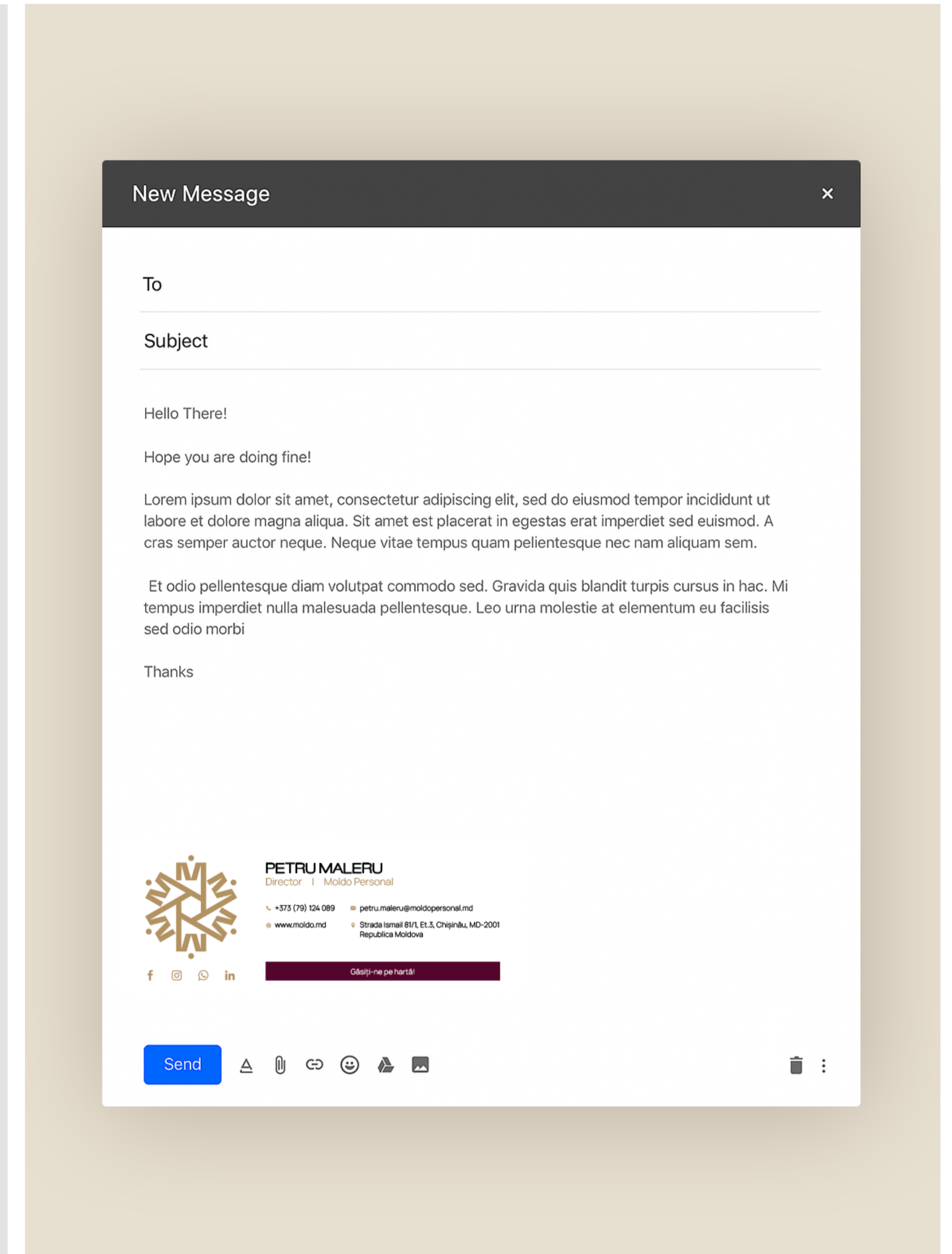
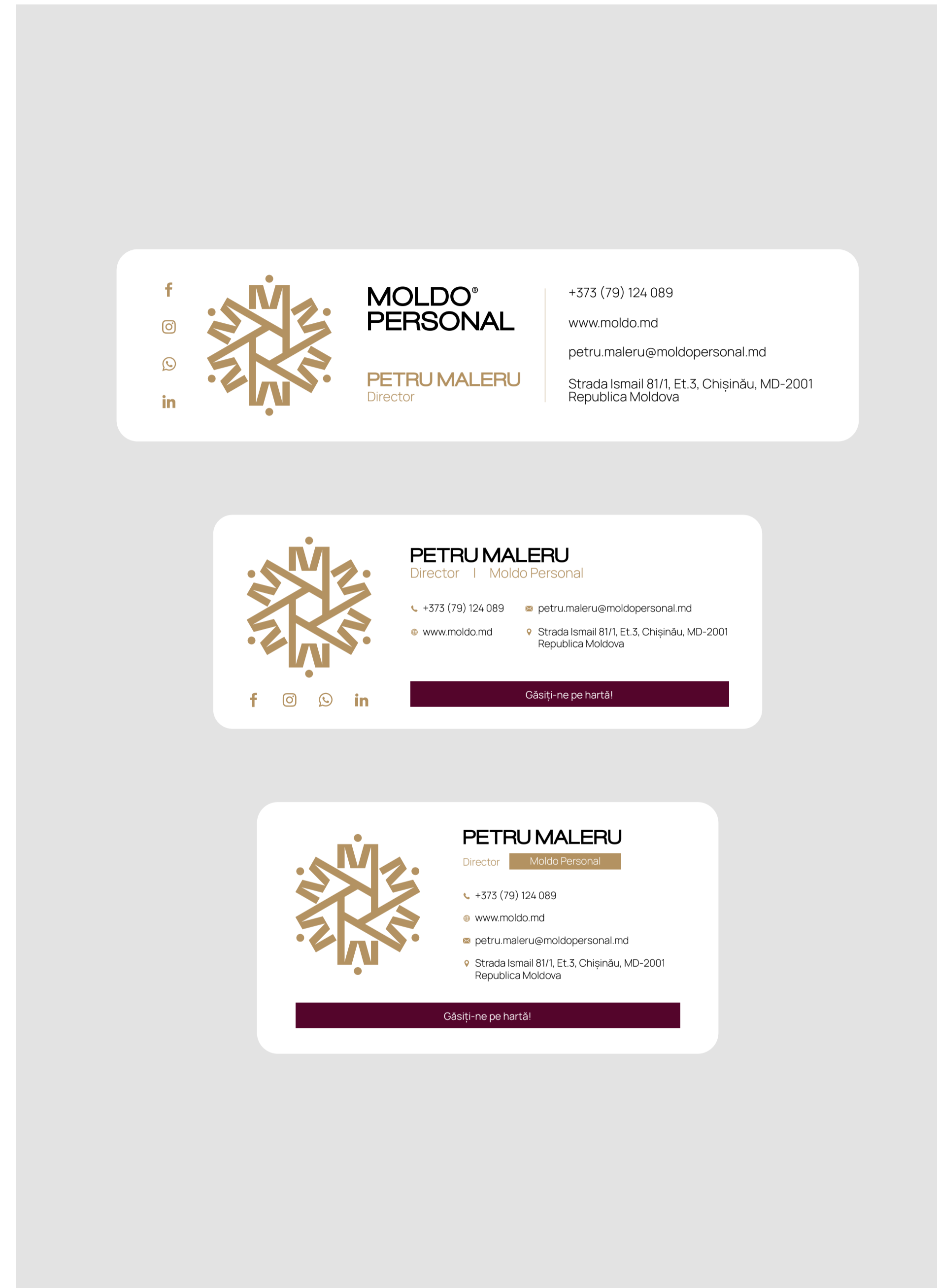
Vehicle

Vehicle design transforms a company car into a moving brand ambassador. Thoughtful application of logos, patterns, and colors ensures high visibility and recognition on the road. It reinforces brand presence in everyday environments while maintaining a professional and cohesive appearance.





Email Signature



Cup

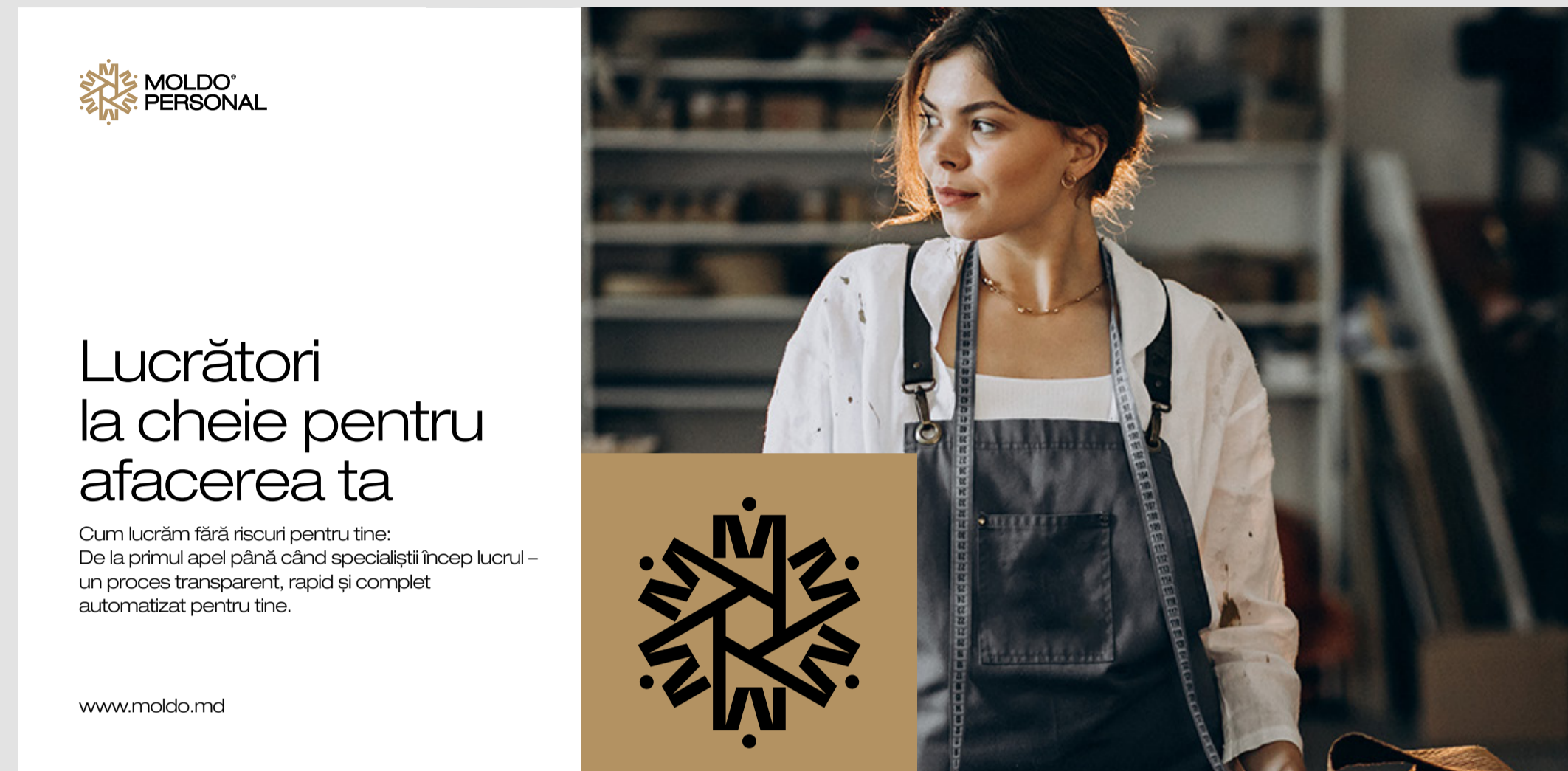


Cup



Billboards

Posters and billboards are designed to capture attention quickly while communicating the brand message clearly. Bold visuals, patterns, and concise typography ensure readability from a distance. These materials amplify brand visibility, create impact in public spaces, and reinforce a consistent visual identity across large-format media.







Roll-up / banner expo



Pin

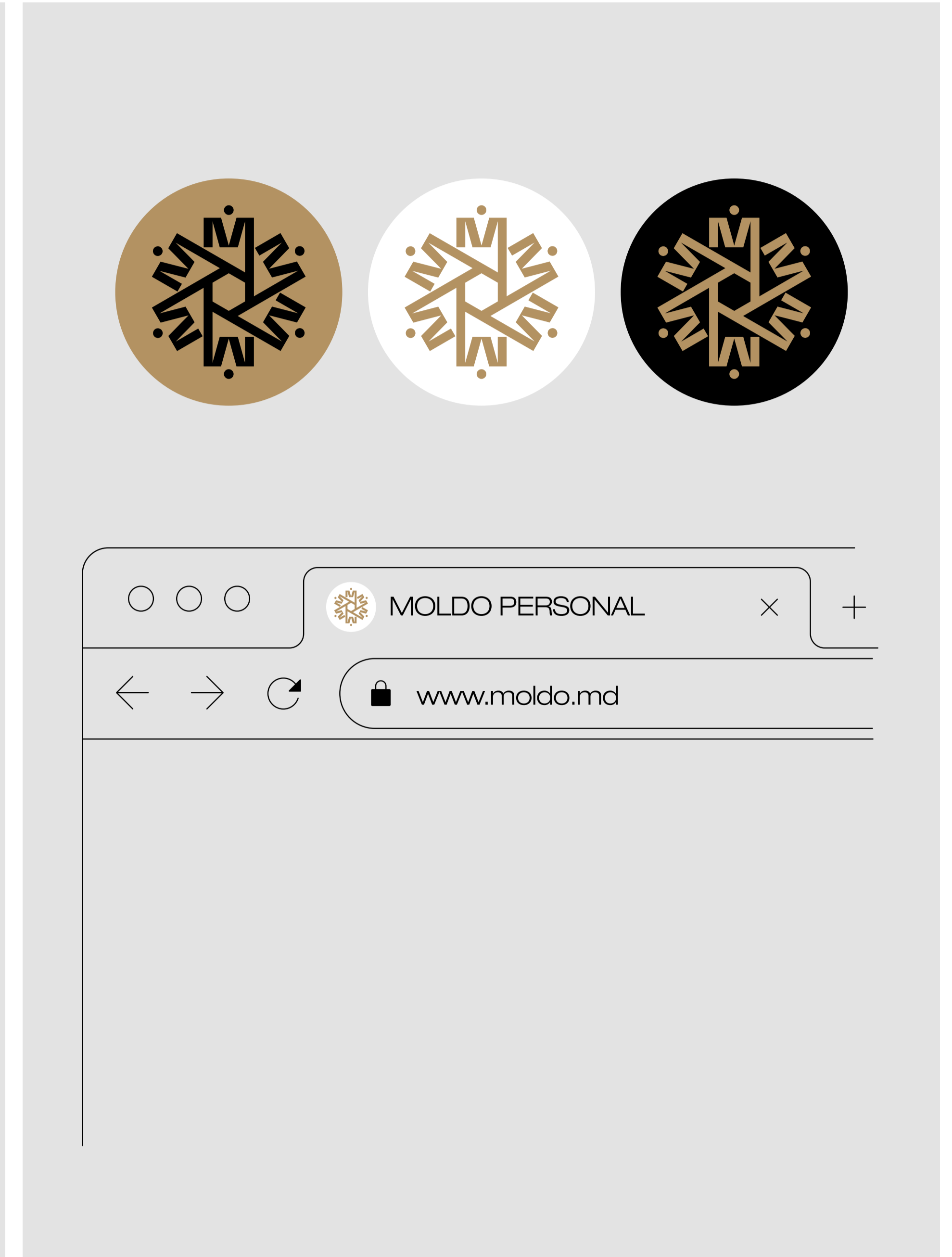
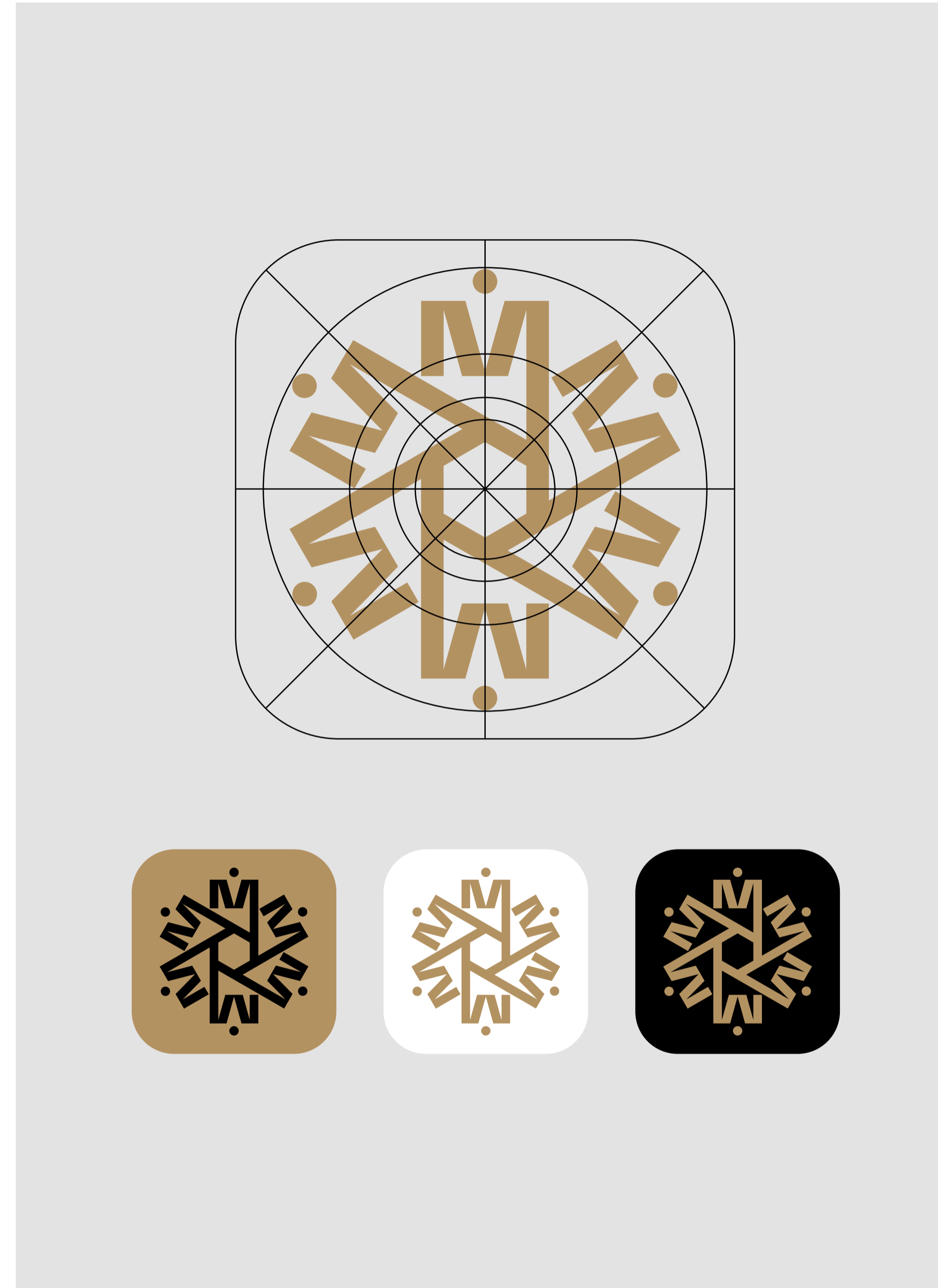


10

Digital

App Icon

App icons act as the digital face of the brand, ensuring instant recognition on devices and platforms. They are designed to be simple, clear, and adaptable to various sizes while maintaining the brand's visual language. Consistent styling and subtle use of brand elements help the icons stand out and remain memorable.







MOLDO PERSONAL ✓
7.7M followers · 70 following

Following Message Search

Posts About Mentions Reviews Followers Photos More

Intro

Toata puterea de recrutare a Republicii Moldova in mainile tale!

Page · Business

www.moldo.md

Rating · 5.0 (4,701)

Posts

Filters

MOLDO PERSONAL
18 January 2022 ·
Through this brandbook, we define the guidelines that bring coherence to the visual image and establish how it should be applied across all communication materials. Our purpose is not only to set graphic rules but to build a visual language that inspires trust, professionalism, and stability.



Cum lucrăm fără riscuri pentru tine:
De la primul apel până când specialiștii încep lucrul –
un proces transparent, rapid și complet
automatizat pentru tine.

Lucrători la cheie pentru afacerea ta



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Cum lucrăm fără riscuri
pentru tine:
De la primul apel până când
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și complet automatizat
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www.moldo.md



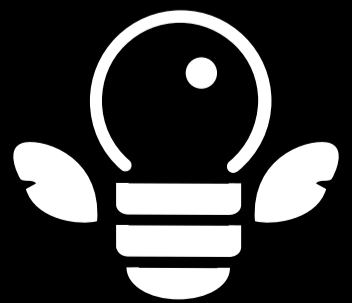
Lucrători la cheie pentru afacerea ta

Cum lucrăm fără riscuri pentru tine:
De la primul apel până când
specialiștii încep lucrul – un proces
transparent, rapid și complet
automatizat pentru tine.



Thank you

Created by



NEW LIGHTTM
DIGITAL