

# Brand Guidelines



# 01

## About these guidelines

Welcome to the MOLDASIG Vienna Insurance Group Brand Guidelines. The purpose of this document is to provide clear direction on how to build and maintain a unified, credible, and distinctive brand identity for our organization.

By following these guidelines, you will help bring the MOLDASIG brand to life within the strong international framework of Vienna Insurance Group, ensuring a seamless experience and a consistent perception across all touchpoints and for all audiences we serve.

Significant time, expertise, and strategic thinking have gone into shaping this renewed brand identity.

The following pages will guide you on how to apply these principles in your daily work, ensuring that every communication reflects the reliability, stability, and professionalism that define MOLDASIG and VIG.



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Brand

## Tone of Voice

Moldasig's tone of voice is formal, professional, and confident. Communication is calm, balanced, and focused on clarity. The brand conveys trust, reliability, and responsibility in all interactions.

Messages are direct, well-structured, and easy to understand. The approach is customer-centered, using respectful and empathetic language.

## Mission

Moldasig's mission is to protect people and businesses in the Republic of Moldova through secure, modern, and accessible insurance solutions. The company aims to contribute to the development of a healthy culture of financial protection, where every individual and business benefits from real support and responsible guidance.

Moldasig looks toward the future and invests in efficient processes, technology, and expertise to transform insurance interactions into a simple, fast, and trustworthy experience. It aspires to be a benchmark in the industry through transparency, professionalism, and the ability to respond promptly in any situation, while preserving the values that have shaped the brand from the very beginning.

# Values

<b>Integrity</b>	We act fairly, transparently, and with respect toward clients, colleagues, and partners. We take responsibility for every decision and uphold high standards of professional ethics.
<b>Transparency</b>	We communicate clearly and openly. We explain processes and terms in an easy-to-understand manner and avoid ambiguity.
<b>Community</b>	We are actively involved in community life and contribute to its safety and well-being.
<b>Tradition</b>	We honor the stability and experience built by the brand and strengthen the trust earned over time.
<b>Speed and Efficiency</b>	We respond promptly and deliver fast solutions. We simplify processes and reduce waiting times.
<b>Innovation</b>	We invest in technology and the continuous modernization of customer interactions.
<b>Responsibility</b>	We manage risks with rigor and professionalism. Every policy and every action reflects the seriousness of our mission.
<b>Customer-Centric Approach</b>	Every decision starts from the real needs of people. We build relationships based on trust and support.

# Brand Personality

The Moldasig brand expresses a mature, stable, and people-oriented personality. Its visual identity conveys professionalism through clear shapes, clean lines, and the consistent use of red as a central element.

The brand communicates in a structured and balanced manner, reflecting seriousness and reliability.

Moldasig's personality can be defined as:

## **Confident**

Messages are firm and calm. The brand inspires stability and predictability.

## **Responsible**

It demonstrates care for clients and the community. The approach is thoughtful and fair.

## **Modern**

Visual elements are minimalist and adapted to digital environments. The graphic style conveys efficiency and relevance.

## **People-Centered**

Communication is empathetic and accessible. The brand speaks with respect and understanding, without being distant.

# Visual Identity

Moldasig's visual identity is based on clarity, consistency, and immediate recognition.

## Logo

The logo is built on strong, balanced shapes associated with safety and professionalism. Red is the primary color, creating a powerful visual impact.

## Color Palette

Red dominates the visual identity and is complemented by neutral tones and white, which provide space, balance, and readability. This contrast reinforces brand consistency.

## Icons

Icons follow a minimalist style, created with fine lines and uniform proportions. Dedicated icon sets exist for general functions, health, business, telephony, and digital areas. All follow the same visual logic and contribute to a coherent experience across all platforms.

## Graphic Pattern

The pattern is constructed from modular red elements arranged in a rhythmic repetition. It can be used as a background or as a brand accent in communication materials, maintaining visual unity.

## Photography

The photographic style is bright, clean, and professional. Images feature authentic, expressive people, with a red visual element integrated whenever possible for brand continuity. Heavy filters or dramatic effects are avoided in favor of a natural and clean look.

# Messaging Pillars

## **1. Safety for People and Businesses**

We protect lives, assets, and operations. We are a stable and responsible partner.

## **2. Serving the Community**

We are involved, supportive, and actively contribute to the development of the society we are part of.

## **3. Tradition and Professionalism**

Our accumulated experience and professional rigor define the way we work.

## **4. Speed and Efficiency**

We deliver fast solutions and simplify processes to save our clients' time.

## **5. Total Transparency**

Communication is clear and honest. Clients fully understand what they receive.

## **6. Empathy and Customer Focus**

We put people first and build long-term relationships based on trust.

03

Logo  
Usage



**THE LOGO COMPRISES THREE DESIGN ELEMENTS:**

1. THE REGIONAL BRAND
2. THE RED CORPORATE LINE
3. THE GROUP'S NAME "VIENNA INSURANCE GROUP"



THE LOGO COMPRISES THREE DESIGN ELEMENTS:

1. MOLDASIG LOGOTYPE
2. MOLDASIG MARK

Clear space



MAXIMUM WIDTH OF THE LOGO = RED LINE

X = WIDTH OF THE LETTER "E"

X = PREDEFINED DISTANCE BETWEEN RED LINE AND SUBLINE

Clear space



## Variations

We use four variations of our logo: full-colour positive (our primary version), full-colour reverse, one-colour black, and one-colour white. Each version is designed to ensure clarity, consistency, and maximum visibility in different environments.

The version you choose depends on the background and the overall contrast required to keep the MOLDASIG Vienna Insurance Group identity clear and recognizable in every application.



COLOUR POSITIVE LOGO



COLOUR REVERSE LOGO



BLACK LOGO (LIMITED USE)



WHITE LOGO (LIMITED USE)

## Colours and backgrounds

**MOLDASIG**   

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**VIENNA INSURANCE GROUP**

COLOUR POSITIVE LOGO ON WHITE

**MOLDASIG**   

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**VIENNA INSURANCE GROUP**

COLOUR REVERSE LOGO ON BLACK



**DON'T** PLACE THE COLOUR LOGO ON A GRADIENT OF POOR



COLOUR POSITIVE LOGO ON LIGHT GRADIENT



**DON'T** PLACE THE COLOUR LOGO ON A PHOTOGRAPHY OF POOR



COLOUR POSITIVE LOGO ON LIGHT PHOTOGRAPHY



COLOUR REVERSE LOGO ON DARK PHOTOGRAPHY

04

Color  
Palette

# MOLDASIG

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## VIENNA INSURANCE GROUP

To maintain colour consistency across all applications, always use the exact specifications provided in these guidelines. Do not attempt to match colours by eye, and avoid using values from files that have been automatically converted between colour modes by software.

**RGB** AND **HEX** ARE FOR SCREEN USE.

**PANTONE** AND **CMYK** ARE FOR PRINT USE.

When colour matching is required outside the modes listed here, use the Pantone reference as your primary target. Consult your production vendor when needed, and always request a colour proof before approving final production.

**Red** for the line

**Black** for the Group's name  
"VIENNA INSURANCE GROUP"

Please note:

In case the country logos use the colour red in the logo, the predefined shade of red of the corporate line must be used.

The defined CMYK colour values refer to the colour profile ISO Coated v2 (ECI), the RGB values refer to sRGB IEC61966-2.1.

## Colours



Red

**ON-SCREEN:**

RGB: 226/0/15  
HEX: #E2000F

**PRINT:**

CMYK: 0/100/100/0  
PANTONE: 485C  
RAL: 3020



White

**ON-SCREEN:**

RGB: 255/255/255  
HEX: #FFFFFF

**PRINT:**

CMYK: 0/0/0/0  
PANTONE: WHITE  
RAL: 9010



Black

**ON-SCREEN:**

RGB: 0/0/0  
HEX: #000000

**PRINT:**

CMYK: 0/0/0/100  
PANTONE: BLACK  
RAL: 9005

# Tint

**Red 500**

CMYK: 3/94/78/0  
RGB: 232/51/63  
HEX: #E8333F

**Red 400**

CMYK: 2/85/61/0  
RGB: 235/77/87  
HEX: #EB4D57

**Red 300**

CMYK: 1/62/34/0  
RGB: 241/128/135  
HEX: #F18087

**Red 200**

CMYK: 0/36/16/0  
RGB: 247/179/183  
HEX: #F7B3B7

**Red 100**

CMYK: 0/23/9/0  
RGB: 249/204/207  
HEX: #F9CCCC

**Red 50**

CMYK: 0/11/4/0  
RGB: 253/230/231  
HEX: #FDE6E7

**Gray 500**

CMYK: 38/28/23/0  
RGB: 161/168/179  
HEX: #A1A8B3

**Gray 400**

CMYK: 29/20/17/0  
RGB: 181/188/196  
HEX: #B5BCC4

**Gray 300**

CMYK: 19/12/11/0  
RGB: 203/209/214  
HEX: #CBD1D6

**Gray 200**

CMYK: 11/7/6/0  
RGB: 223/227/230  
HEX: #DFE3E6

**Gray 100**

CMYK: 5/3/3/0  
RGB: 238/239/241  
HEX: #EEEEFF

**Gray 50**

CMYK: 3/1/1/0  
RGB: 245/247/248  
HEX: #F5F7F8

# Gradient



When placing the logo on a gradient background, always position it on the lighter area of the gradient.

This ensures optimal visibility, preserves contrast, and maintains the integrity of the logo in all formats.

Avoid placing the logo on darker or low-contrast sections of the gradient, as this may reduce legibility and weaken the overall impact of the brand presentation.

05

Typography

# DIN-Medium Alternate

MEDIUM

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

The font DIN Medium Alternate (in capital letters) must be used without exception for the Group's name.

**Please note:** The use of small caps for the Group's name is prohibited.

# Acumin Variable

EXTRALIGHT

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

MEDIUM

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

LIGHT

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

SEMIBOLD

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

# Manrope

LIGHT

АаБбВвГгДдЕеЁёЖжЗзИийЙккЛлМмНнОоПпРрСсТтУуФфХхЦцЧч  
ШшЩщ ЪьЫыЬьЭэЮюЯяZz 1234567890 €'"" < > «»

REGULAR

АаБбВвГгДдЕеЁёЖжЗзИийЙккЛлМмНнОоПпРрСсТтУуФфХхЦцЧч  
ШшЩщ ЪьЫыЬьЭэЮюЯяZz 1234567890 €'"" < > «»

MEDIUM

АаБбВвГгДдЕеЁёЖжЗзИийЙккЛлМмНнОоПпРрСсТтУуФфХхЦцЧч  
ШшЩщ ЪьЫыЬьЭэЮюЯяZz 1234567890 €'"" < > «»

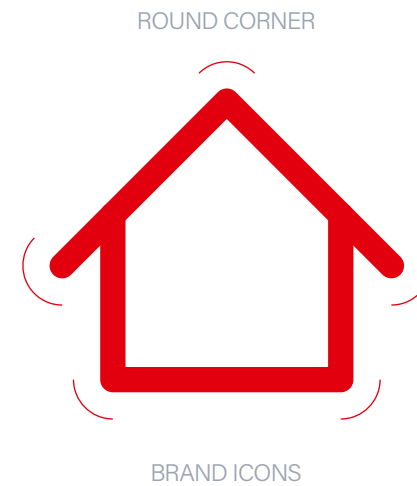
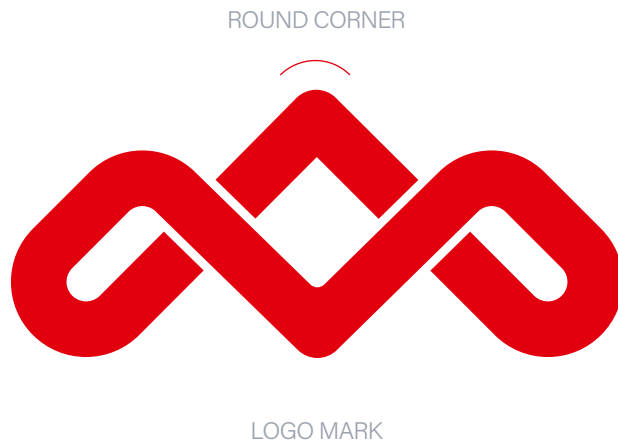
BOLD

АаБбВвГгДдЕеЁёЖжЗзИийЙккЛлМмНнОоПпРрСсТтУуФфХхЦцЧч  
ШшЩщ ЪьЫыЬьЭэЮюЯяZz 1234567890 €'"" < > «»

06

Iconography

# Icons



Our icon system is derived directly from the visual language of the MOLDASIG Vienna Insurance Group logomark. The rounded corners found in the logo are intentionally carried over into the design of all icons, creating a unified and harmonious visual identity.

By using consistent corner radiuses and soft geometric forms, our icons reflect the same approachability, reliability, and modernity expressed in the logomark. This coherence strengthens brand recognition and ensures that every graphic element feels like part of the same visual family.

Icons should always remain clean, minimal, and easy to interpret, maintaining the clarity and accessibility that define the MOLDASIG VIG brand.

# Icons

MAIN SET:



# Icons

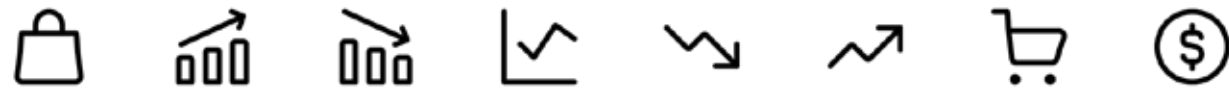
## MAIL SET:



## HEALTH SET:

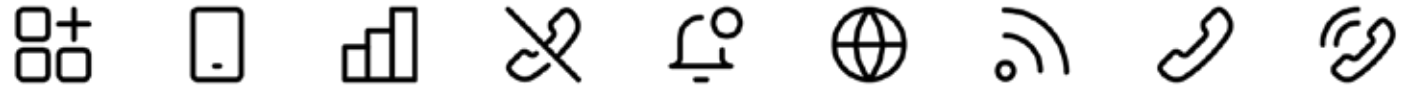


## BUSINESS SET:



# Icons

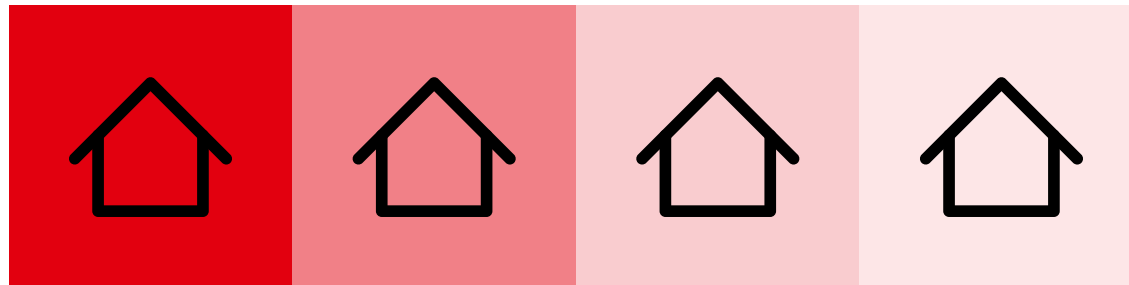
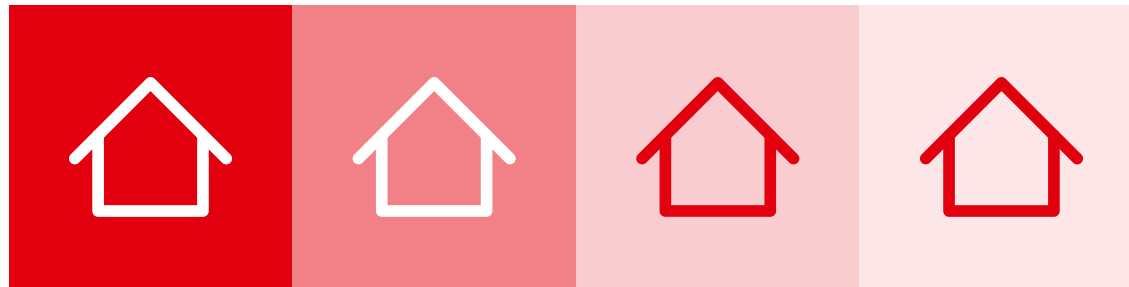
## PHONE SET:



## AI SET:



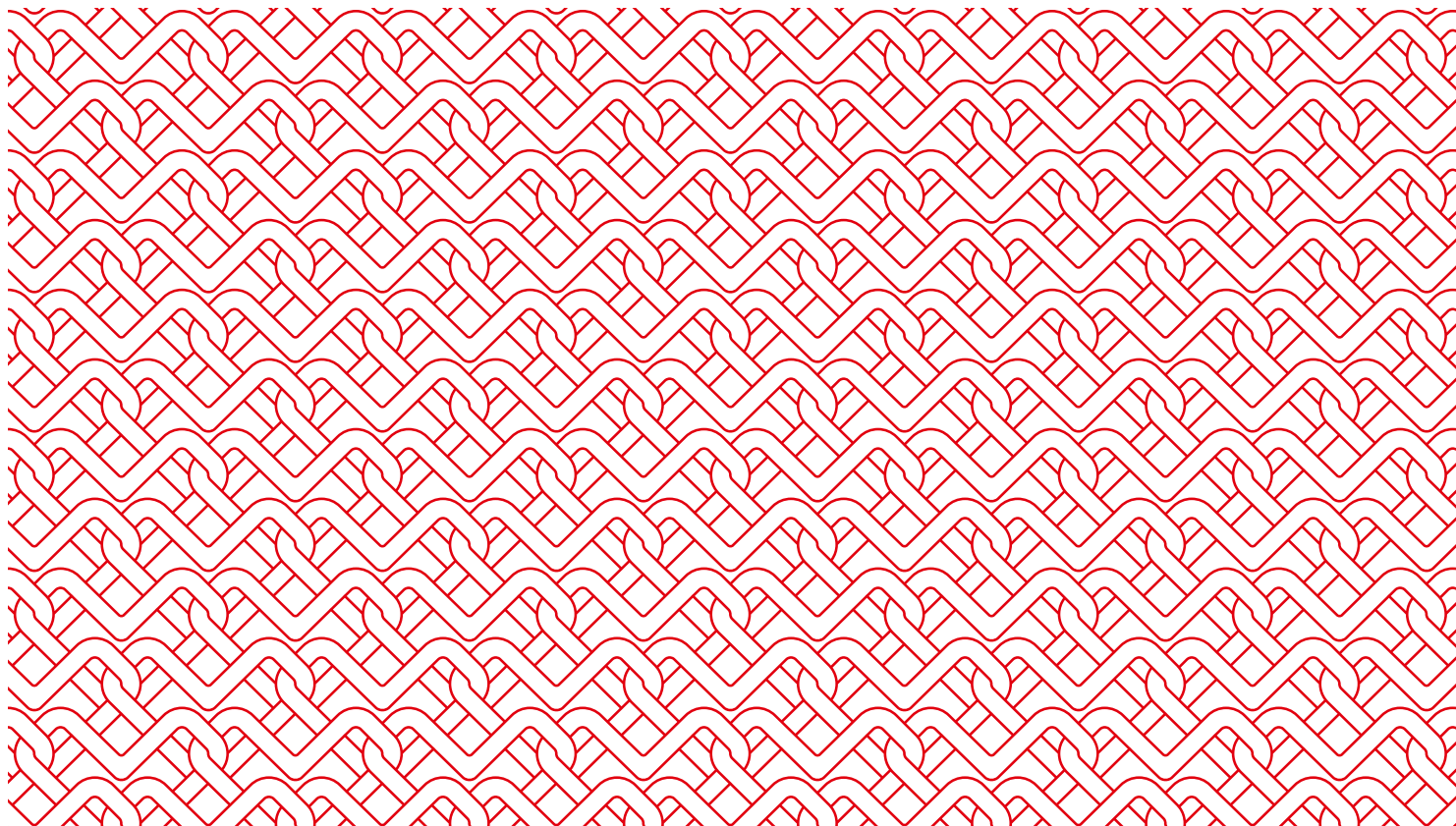
# Icons and Backgrounds



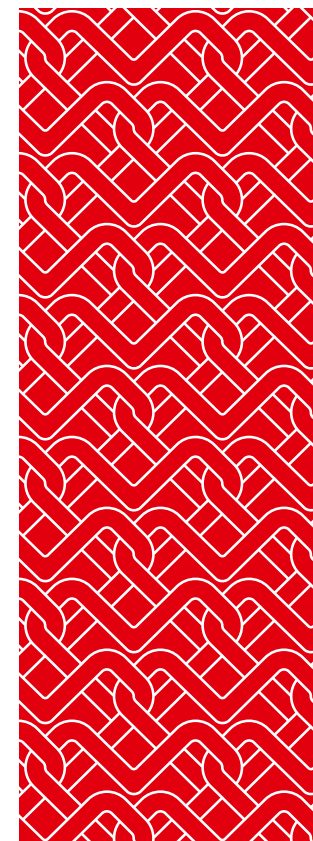
07

Pattern

# Outline Pattern



OUTLINE POSITIVE PATTERN



OUTLINE REVERSE PATTERN

## Fill Pattern



FILL POSITIVE PATTERN



FILL REVERSE PATTERN

08

Photography

## Photography



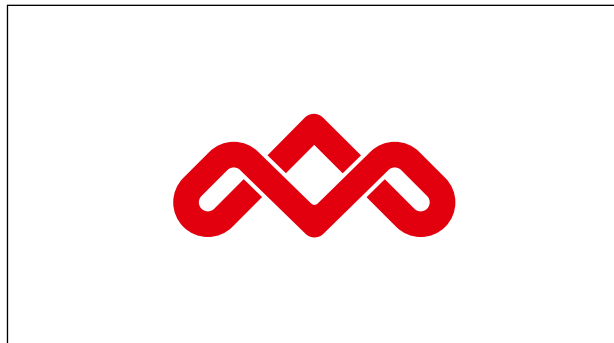
Images must always be **high-quality**, well-lit, and professionally composed. A subtle **red element** should be present within the frame whenever possible. This visual cue reinforces brand recognition and creates a consistent connection with our core colour palette.

Avoid heavy filters or stylistic effects such as sepia, black-and-white, or strong colour casts. All photographs should maintain a clean, natural colour correction, aligned with the reference examples provided. This ensures a fresh, authentic, and trustworthy visual experience across all brand materials.

09

Applications

# Business Cards




# Business Cards



0 30 192 210

0  
16  
60  
271  
281  
297



**Name Surname**  
Job Position

Friday, 00/00/0000

A str. Albișoara 42, mun. Chișinău, MD-2005  
W name.surname@moldasig.md  
P +373 (69) 123 456

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque facilisis sollicitudin ante. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nunc feugiat tortor nunc, quis feugiat lectus mattis sit amet. Nunc urna velit, convallis scelerisque odio non, pulvinar tincidunt massa. Proin pulvinar lacus at ex auctor conseqat. Maecenas eleifend tempus posuere. Aliquam non pretium metus. Mauris nibh velit, molestie et lorem quis, hendrerit lacinia nunc. Donec in dignissim augue. Curabitur vitae erat nisi. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam blandit magna ac augue placeret luctus. Ut et vehicula odio. Vivamus tincidunt diam diam, sed facilisis lectus pretium quis. Sed vel mi accumsan, luctus metus vel, congue ex.

Curabitur non tristique tellus. Nam maximus fermentum metus sit amet luctus. Cras semper nunc id urna lacinia, in interdum quam mollis. Mauris sit amet eros vel lorem facilisis semper non ac nunc. Curabitur ornare suscipit lacus. Duis sit amet lectus vitae nulla consectetur ullamcorper vitae id urna. Sed dictum at lectus eget vehicula. Phasellus non lacinia nunc. Mauris ex tortor, ultrices luctus lectus egestas, gravida ornare elit. In tempor libero non ullamcorper sagittis. Phasellus interdum pulvinar lacus vel sodales. Praesent nec velit bibendum, accumsan magna non, molestie tortor. Nam a est, et arcu porta auctor quis id tortor.

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**Name Surname**  
Job Position


STR, ALBIȘOARA 42  
MUN. CHIȘINĂU, MD-2005

Tel: +373 (69) 123 456  
Fax: +373 (69) 123 456

NAME.SURNAME@MOLDSIG.MD  
WWW.MOLDSIG.MD

0 30 192 210

0  
16  
60  
271  
281  
297



**Name Surname**  
Job Position

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque facilisis sollicitudin ante. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nunc feugiat tortor nunc, quis feugiat lectus mattis sit amet. Nunc urna velit, convallis scelerisque odio non, pulvinar tincidunt massa. Proin pulvinar lacus at ex auctor conseqat. Maecenas eleifend tempus posuere. Aliquam non pretium metus. Mauris nibh velit, molestie et lorem quis, hendrerit lacinia nunc. Donec in dignissim augue. Curabitur vitae erat nisi. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam blandit magna ac augue placeret luctus. Ut et vehicula odio. Vivamus tincidunt diam diam, sed facilisis lectus pretium quis. Sed vel mi accumsan, luctus metus vel, congue ex.

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Etiam sed magna at ex vestibulum tincidunt in eget mi. Mauris ac elit et eros condimentum posuere sit amet ut augue. Suspendisse id auctor mi, a pretium ipsum. Suspendisse potenti. Duis in ex ut urna placerat viverra vel sed mi. Cras non congue augue. Integer ultrices non nibh quis ullamcorper. Phasellus sit amet lacus non velit maximus venenatis. Proin quam diam, sollicitudin non tincidunt at, elementum et neque. Maecenas ante qui, semper sit ante sed, auctor mollis dolor. Nulla vestibulum tincidunt metus, quis mollis metus sodales non. Aliquam eget congue nibh, laoreet viverra purus. Vivamus non purus rutrum, pretium mi quis, fermentum erat. Donec rhoncus nibh sit amet blandit tincidunt. Suspendisse eu turpis vel sapien tincidunt faucibus.

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Job Position

STR, ALBIȘOARA 42, MUN. CHIȘINĂU, MD-2005

Tel: +373 (69) 123 456  
Fax: +373 (69) 123 456

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WWW.MOLDSIG.MD



# Document Folder

**MOLDASIG**   
VIENNA INSURANCE GROUP

**MOLDASIG**   
VIENNA INSURANCE GROUP

Name Surname  
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A str. Albișoara 42, mun. Chișinău, MD-2005  
W name.surname@moldasig.md  
P +373 (69) 123 456

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Name Surname  
Job Position

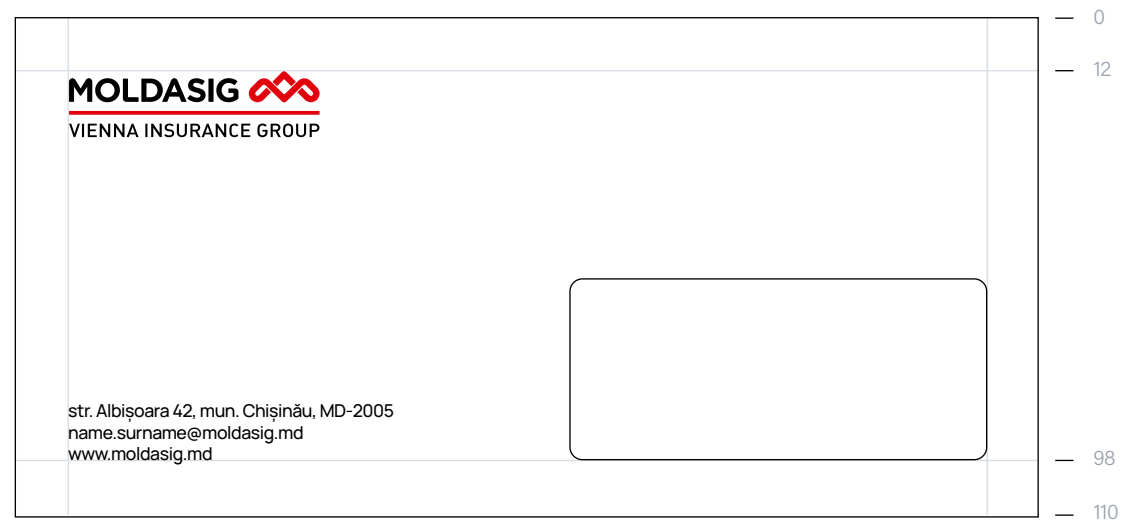
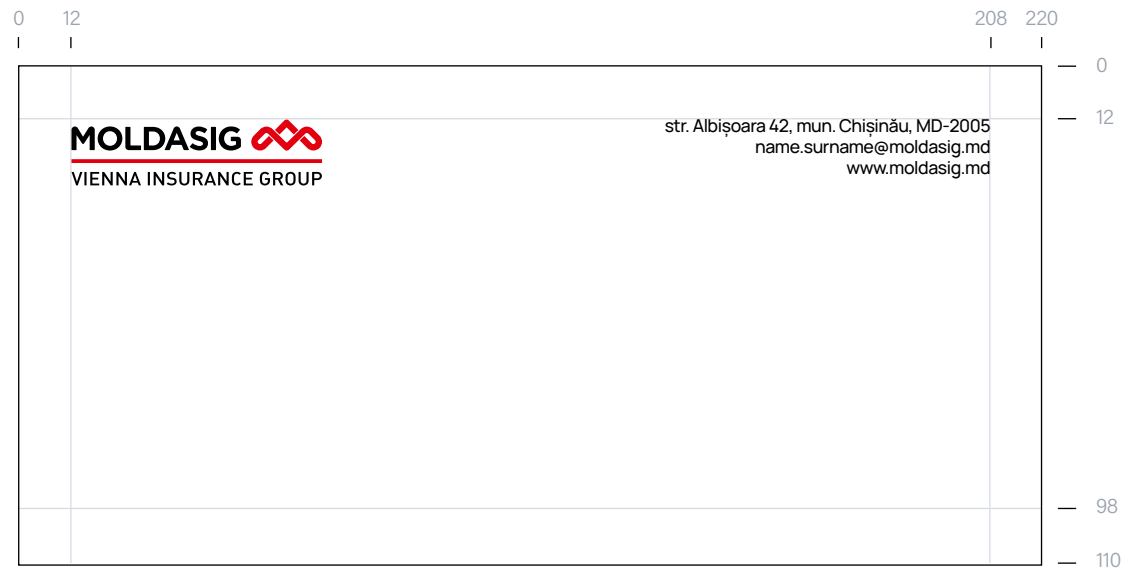
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# Envelope



 Envelope



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# Bag



Bag



Cup



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Cup



Cup



# Notebook

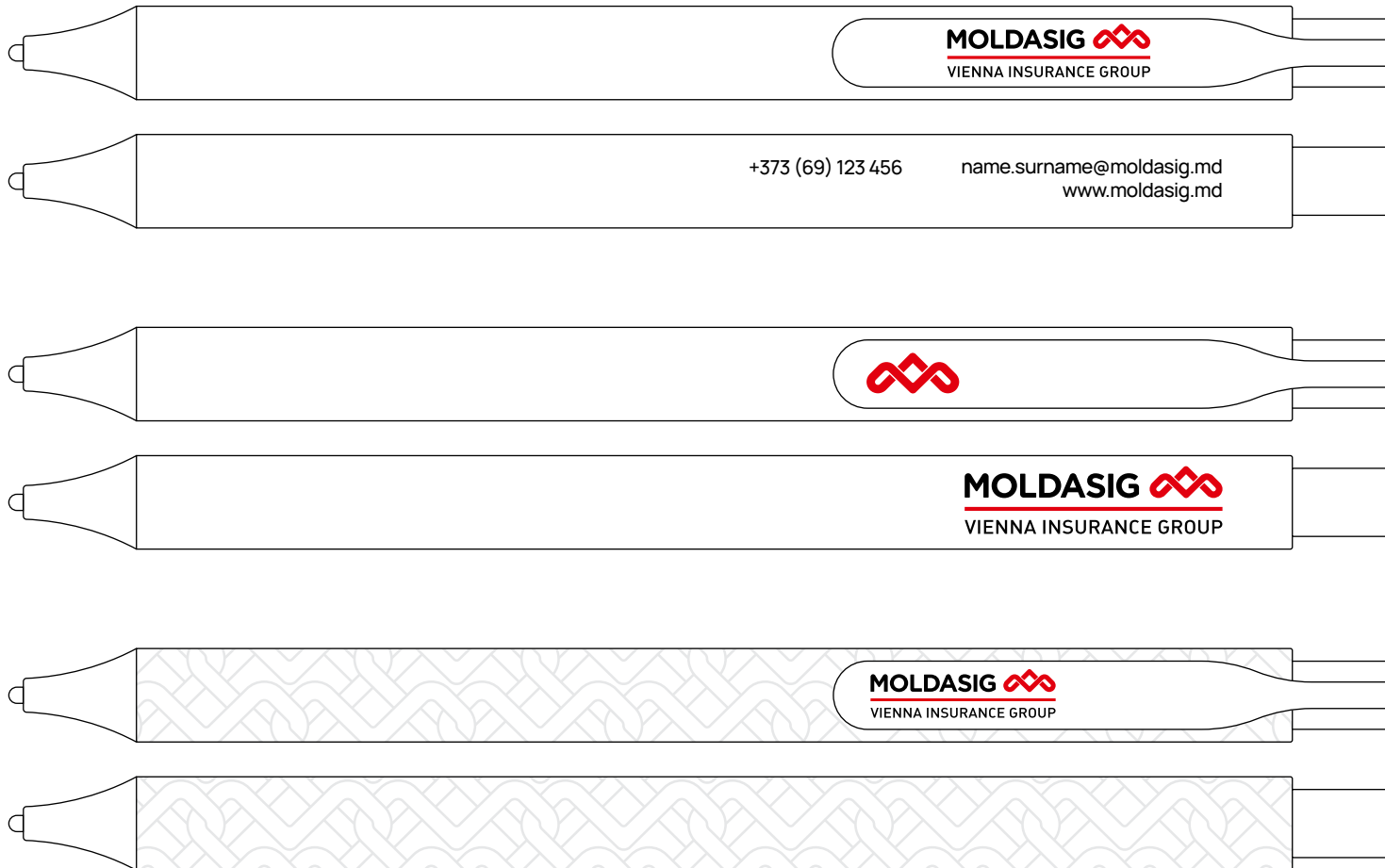


Notebook / T-shirt



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# Pen / Pencil



Pen / Pencil



Tape



 Clock



Keychain



Flag



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Building Sign

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10

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App Icons





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Găsiți-ne pe hartă



# Email Signature

## New Message

To

---

Subject

---


Hello There!

Hope you are doing fine!

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Thanks



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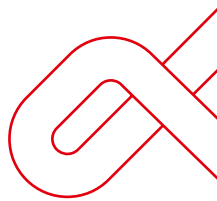
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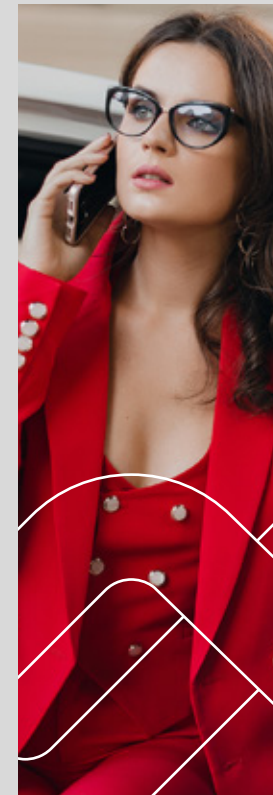
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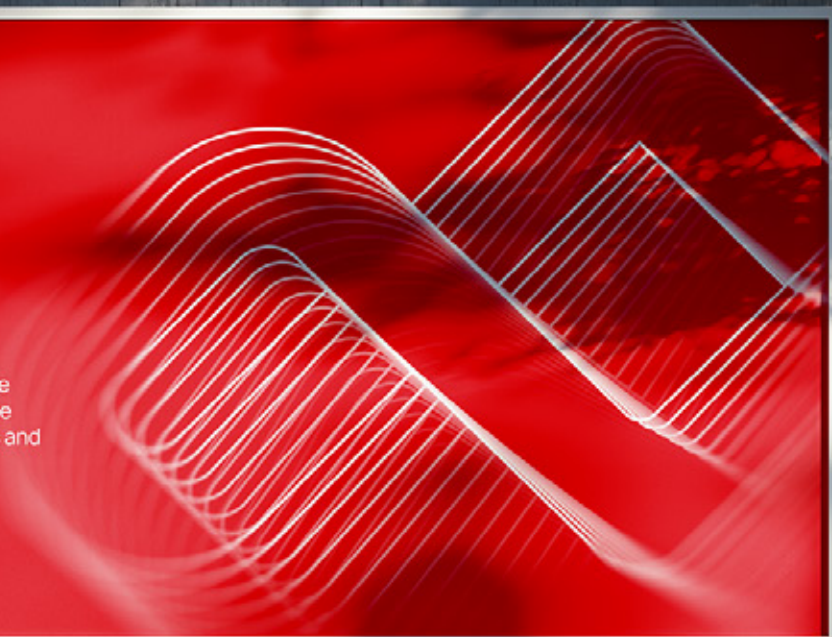
Billboard

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Thank You!

