



*About*

**MISSION**

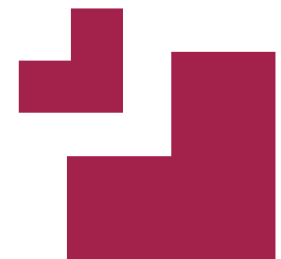
The mission of Caritas Moldova is to exercise Christian charity in support of those most in need, to promote social equity and defend human dignity.

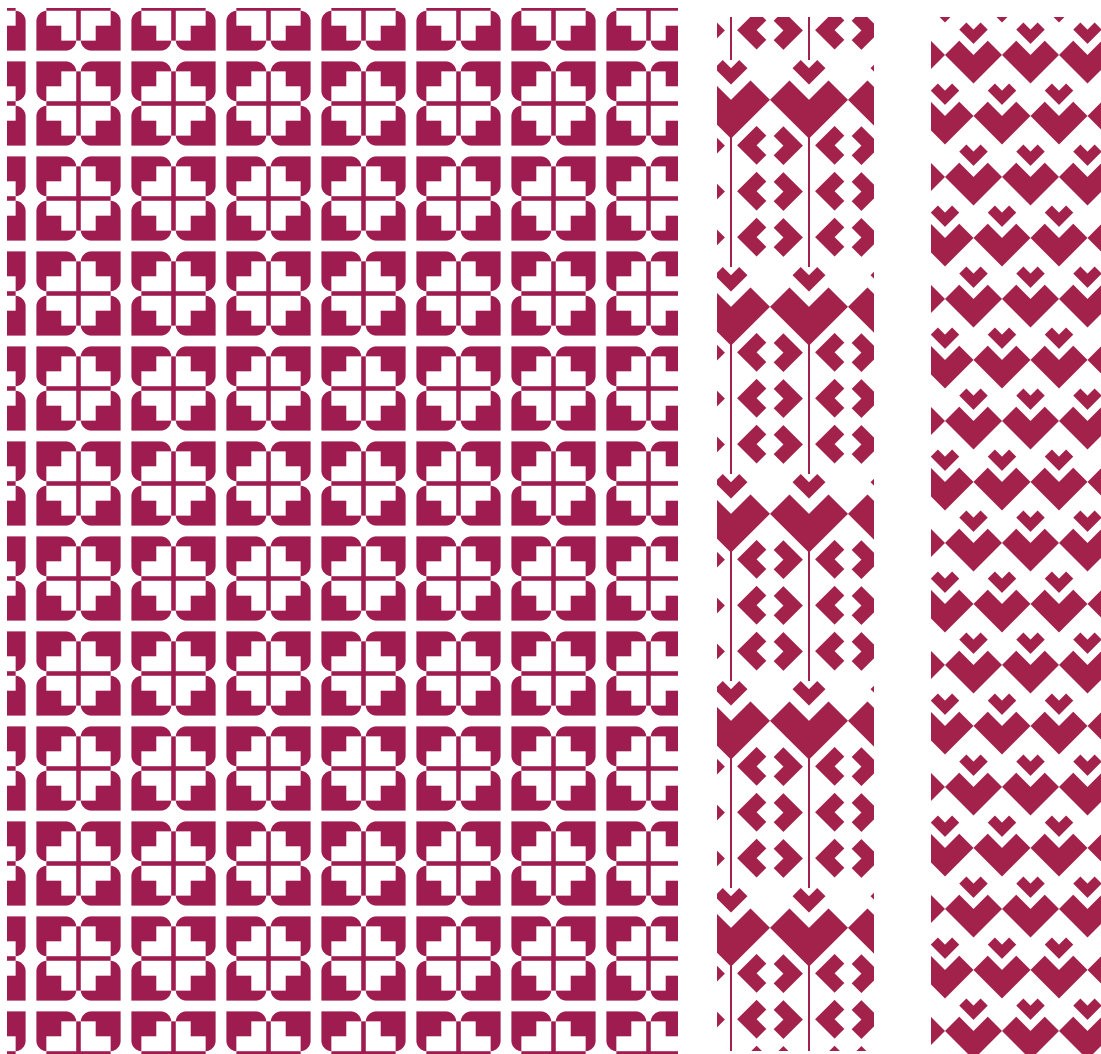
**VISION**

Caritas Moldova aspires to create a community based on solidarity, focusing on the promotion of human dignity, the common good, truth and freedom.

**VALUES**

Caritas Moldova is an organization made up of a motivated and responsible team that is guided by Christian values and principles, such as human dignity, solidarity, compassion, voluntarism, integrity, transparency and universality.





*Pattern*

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Patterns will only be used in digital communication, media, advertising, merchandising. It will not take the place of the basic logo but will only help to strengthen it.

Logo

# Identity

The logo is composed of:

a. Graphic sign

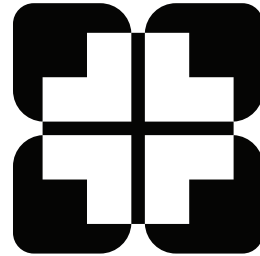
b. Font - *Sora*

\*The graphic sign can be represented independently.

\*The basic logo of the company.

*NOTE: the logotype typography has been carefully spaced, and should not be changed, or re-typed.*

a



**caritas**  
**MOLDOVA**

b



## Safety zone

For optimal visibility, the logo must always be separated from the edges of the material on which it appears by a safety zone equal to the width of the graphic element on each side.

*Vertical and horizontal logo*



*Noto Sans BOLD*

*Slogan*

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**FUNDAȚIA DE BINEFACERE  
CARITAS MOLDOVA**



*variations with slogan*

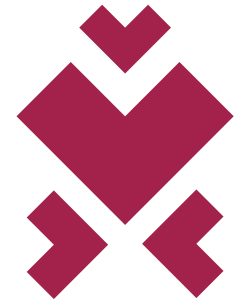
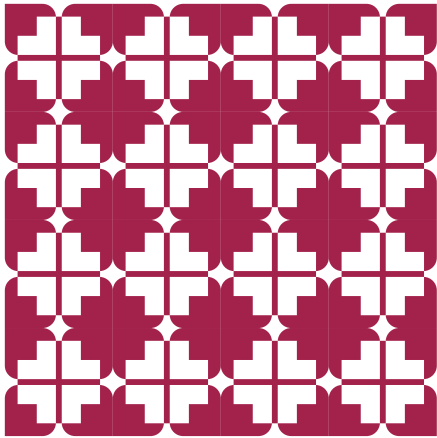


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**Presentation mode:**

When presenting vertical or horizontal logo for the official part of the brand, the safety zone remains the same to allow for easy and legible visibility.

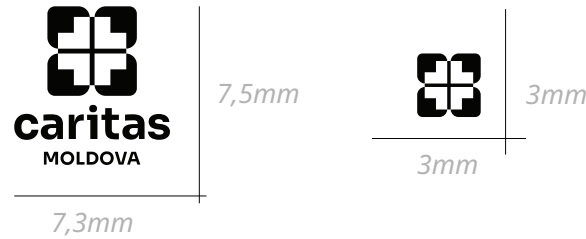
*Brand elements*



**Presentation mode:**

The brand element will only be used in digital communication, media, advertising, merchandising. It will not take the place of the basic logo but will only help to strengthen it.

Rules



**Minimum size:**

- \*The minimum size of the logo is equal to 7,3x7,5mm/ in the case of the full logo.
- \*Moreover, if only the symbol is used minimum size is 3x3mm.
- \*A smaller size will reduce its readability and correct reading of the logo.

Rules of use:



## Typography

# Aa

### About:

Noto Sans is a clean, modern sans-serif font supporting many languages. Its crisp lines and balanced design make it ideal for titles, body text, and user interfaces. Offered in various weights and italics, Noto Sans provides flexibility, it encompasses support for a wide range of languages.

USE IN WEB AND PRINT MATERIALS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

*Regular /8pt*

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat*

*Italic /8pt*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

*Medium /8pt*

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna**

*ExtraBold Italic /8pt*

Noto Sans  
*SemiBold Italic /24pt*

Noto Sans  
*Light /12pt*

Noto Sans  
*Italic /14pt*



### **Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh**

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**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam**

Font usage



## Colors



PANTONE 2041 C

CMYK: 28, 98, 56, 14  
RGB: 164, 35, 77  
HEX: #a4234d



PANTONE White

CMYK: 0, 0, 0, 0  
RGB: 225, 225, 255  
HEX: #ffffff



PANTONE Black

CMYK: 0, 0, 0, 100  
RGB: 225, 225, 255  
HEX: #221e1f

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*Main logo colours are:*  
WHITE on RED.

*The secondary color palette*  
is WHITE on BLACK.

## Secondary colors



HEX:  
#ee3d71

HEX:  
#e01c4c

HEX:  
#c61f4c

HEX:  
#aa1d4a

HEX:  
#8a1843

HEX:  
#671134

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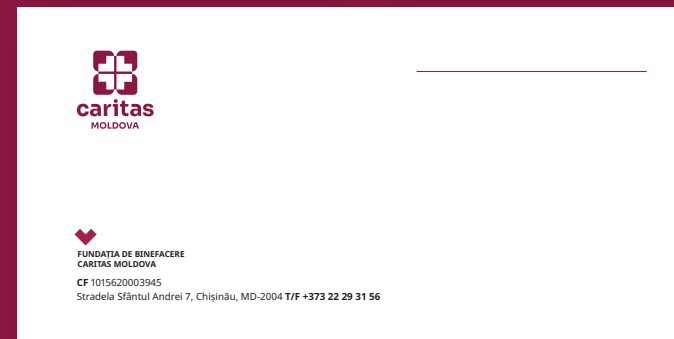
### *Secondary palette:*

- Charts or infographics
- More expressive graphic communications (such as posters)
- Presentation slide backgrounds

### *How to use them:*

- Only use neutral colors for presentation slide backgrounds.
- Never use the secondary colors on their own. They should only be used to complement the core colors.

Stationery



## Email


From:  
Subject:  
Date:  
Cc:


Dear \_\_\_\_\_

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla

Best Regards,

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 **caritas**  
MOLDOVA




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CARITAS MOLDOVA  
CF 1015620003945  
Stradeala Sfântul Andrei 7, Chișinău, MD-2004 T/F +373 22 29 31 56

## Email signature

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ceocaritasmoldova@gmail.com  
**+373 000 000**

 **caritas**  
MOLDOVA

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