

DESIGNER: FLORIN CHITIC  
CLIENT: MARIO SALERNO  
COMPANY: MOAM  
DATE: 2021



BRAND GUIDLINE

**MOAM**  
MALTA ORGANIC AGRICULTURE MOVEMENT

Every brand has a purpose. Let's build up your brand. Get in touch.

Brand Book by Florin Chitic



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# Brand story...

Since its foundation in the year 1999, the environmental NGO moved forward to apply the principles of health, ecology, care and fairness in the production of organic agriculture. After joining the EU, Malta adopted the organic agriculture legislation and MOAM disseminated knowledge on organic agriculture in a decentralized strategy, where volunteers and hired lecturers taught and promoted organic production in various rural localities on the maltese archipelago. Besides involved in the training and in the education of organics through various channels, MOAM worked within the International Federation of Organic Agriculture Movement known as IFOAM to exchange views and opinions of agricultural policies within an international framework.

Moreover, MOAM corroborated and cooperated with the national ministry of agriculture to encourage the local organic production and convincing conventional farmers to convert to organic. Feedback to other stakeholders of agriculture was given on a regular basis such as having discussions with MCCA, which is the competent authority responsible from the certification schemes and with other environmental NGOs.



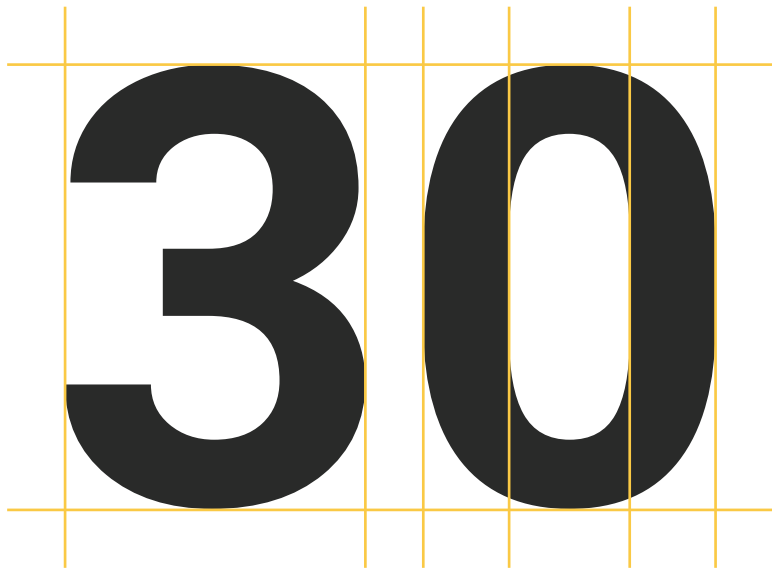








PRIMARY DISPLAY TYPEFACE



CUSTOM

# National Book Regular

# MOAM

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%&\*

At vero eos et accusamus et iusto odio dign  
 ducimus qui blanditiis praesentium voluptat  
 i atque corrupti quos dolores et quas moles  
 sint occaecati cupiditate non provident, sim  
 id est laborum et dolorum fuga. Et harum  
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 i atque corrupti quos dolores et quas moles  
 sint occaecati cupiditate non provident.

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&\***

**At vero eos et accusamus et iusto odio dign  
 ducimus qui blanditiis praesentium voluptat  
 i atque corrupti quos dolores et quas moles  
 sint occaecati cupiditate non provident, sim  
 id est laborum et dolorum fuga. Et harum  
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 ducimus qui blanditiis praesentium voluptat  
 i atque corrupti quos dolores et quas moles  
 sint occaecati cupiditate non provident.**



PANTONE - PANTONE 165 C  
HEX - #F26922  
RGB - 242 105 34  
CMYK - 0% 73% 100% 0%

PANTONE - PANTONE 7499 C  
HEX - #EFECB1  
RGB - 239 236 177  
CMYK - 7% 2% 37% 0%

PANTONE - PANTONE 7741 C  
HEX - #4B833D  
RGB - 75 131 61  
CMYK - 75% 27% 100% 13%

PANTONE - PANTONE Black 6 C  
HEX - #0D0E18  
RGB - 13 14 24  
CMYK - 80% 74% 59% 81%

# Social media

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusan laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore verita tecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos tatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum consetetur, adipisci velit, sed quia non numquam eius modi tempora et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

## LINKEDIN SIZES

Profile photo - 300PX x 300PX

Cover photo - 1128PX x 191PX

## FACEBOOK SIZES

Profile photo - 2048PX x 2048PX

Cover photo - 2037PX x 754PX

## INSTAGRAM SIZES

Profile photo - 400PX x 400PX



## FINAL COMMENTS

If in doubt of how to use this logo, check the guidelines here or feel free to contact me at [office@florinchitic.com](mailto:office@florinchitic.com) for more.

These guidelines are flexible enough and will allow enough creative freedom to use the logo as you see fit while making sure the brand looks best across all media it is used.

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