

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.



Menu

Brand introduction

Logo

Logo variation

Mark

Logo construction

Typography

Colours

Social media

Final comments

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.



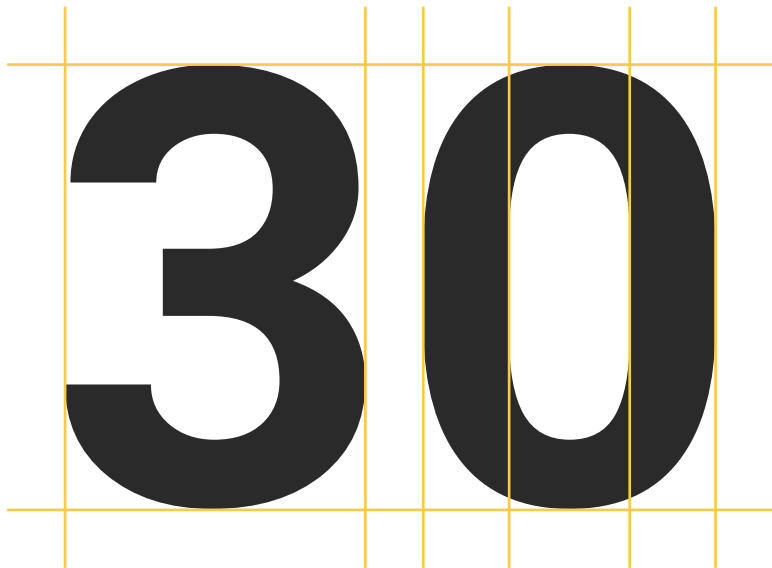








PRIMARY DISPLAY TYPEFACE



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
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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

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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 for more.

This 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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