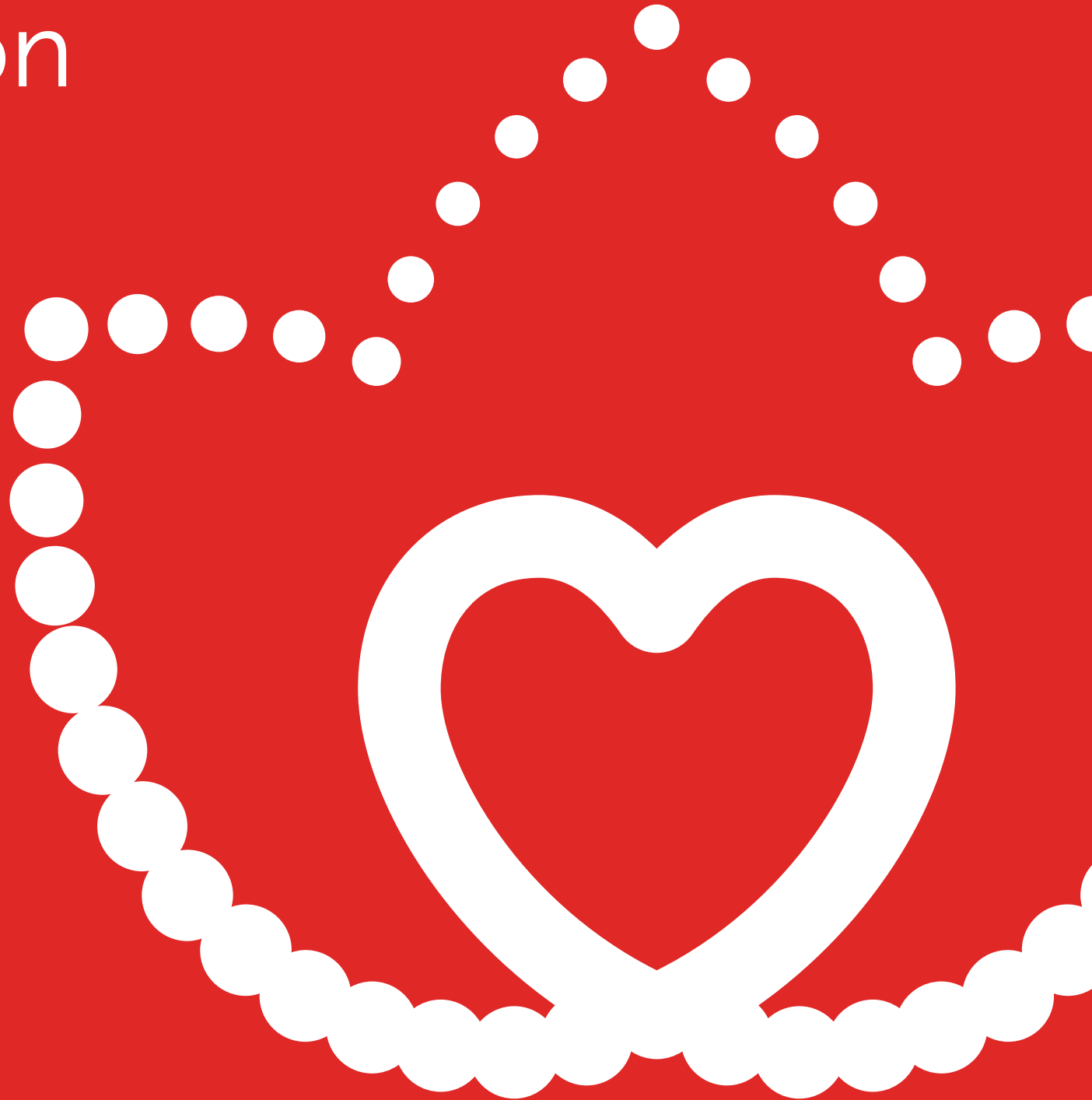


Cahul Region

where your heart beats

The brand
and rules of use

May 2021



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REGIUNEA
Cahul

Welcome to Cahul.

We greet you from the southern region of Moldova, where the sun is generous, fruit are sweet and people smile and are kind. Cahul urban centre is located on the Lower Prut Plain, just 5 km from the Romanian border and the 175 km from Chisinau.

The locality was first documented in 1502, under the name of „Scheia”. The name „Cahul” was adopted in 1835. With a population of over 30,000 inhabitants, Cahul is the administrative centre of the Region bearing the same name and the 7th largest town in the country.

Here the heart of Moldova beats differently, with kindness, friendship and a lot of emotion.

Cahul Region, where your heart beats. The brand and rules of use.



Our slogan

Where your heart beats

The heart beats where there is life. Our heart beats in Cahul. Because we have picturesque places and one of the most beautiful nature reserves in the country, home of the white water lily. Because everything we do is with a zest for life and so we gather in the heart of the city every week to dance the Hora de la Sud. We're active, modern and we embrace the changes that have benefited the Region.

Cahul is a region with many possibilities. Geographically, we have two access routes to Europe, as well as a connection to the rest of the world in the international port of Giurgiulesti.

The warm climate and rich black soil make this place unique for agriculture, so here we grow fruit and vegetables full of flavour, appreciated by local and international markets.

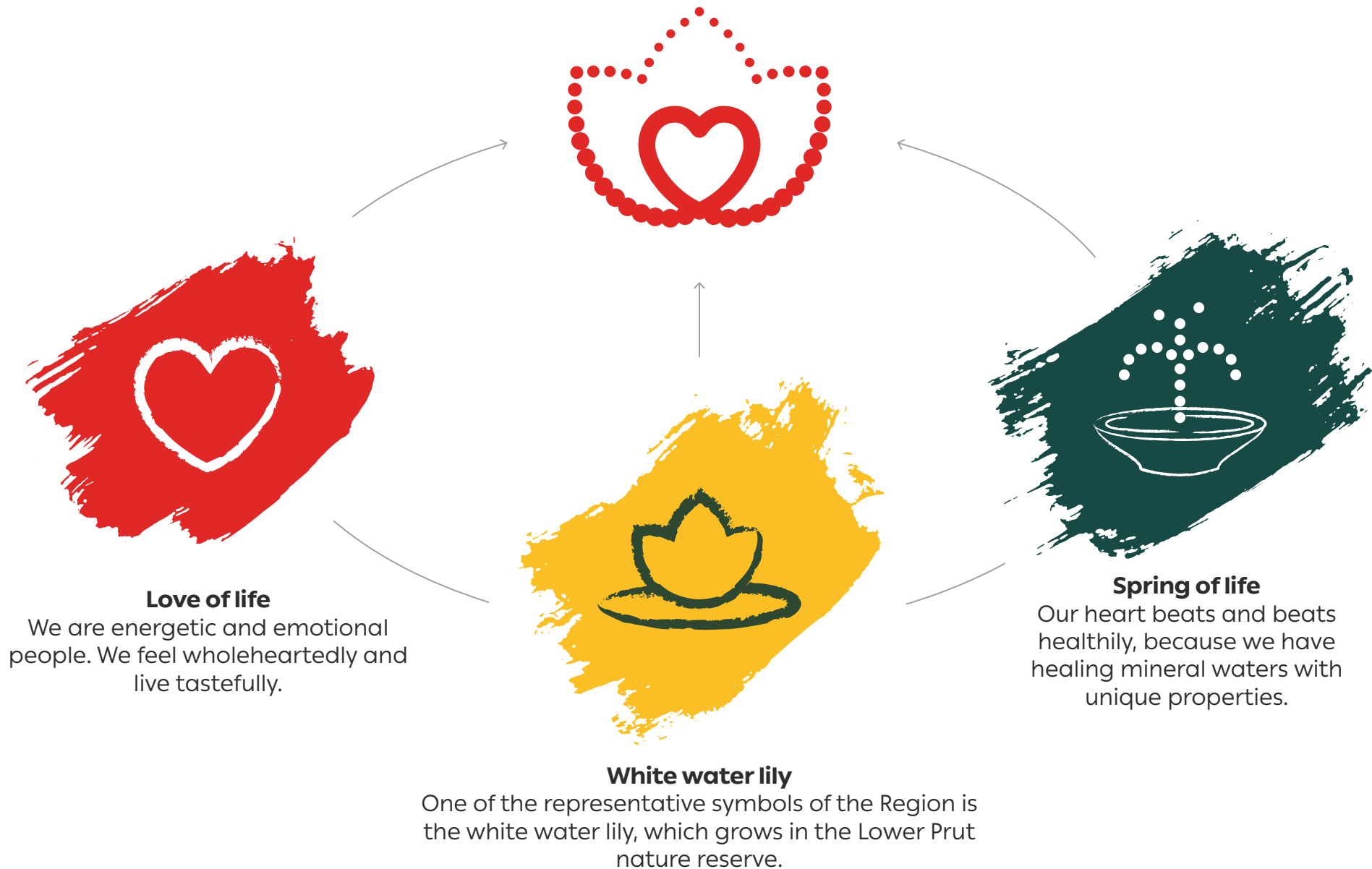
Another source of pride are the two natural lakes, Manta and Beleu, as well as the Lower Prut nature reserve, protected by UNESCO. The Cahul Region hosts two health resorts that contribute substantially to the tourism potential here.

Demographically, we are happy to become an increasingly lively region, where many children are being born and new families are being created.



Brand character

Symbolism of the Cahul Region brand



Brand values

Care

People in the Cahul Region are positive and smiling. Thus, our communication will be marked by a thoughtful and caring tone.

Friendship

Hora de la Sud has taught us how to build friendships with those who visit our Region. Our communication is warm.

Local spirit

We are proud of the Cahul Region, the picturesque places, the hardworking and talented people here. We know our potential and support local initiatives.

Goodwill

We love life in all its manifestations. We appreciate people who are open to development opportunities.

The brand in words

How we talk about the Cahul Region

Our heart also beats in the words we use. We encourage the use of the phrase "Cahul Region" in brand messages.. This will be written in capital letters in all cases.

We will only use the term "the region" when referring to several regions of the country. We recommend using the single word "Cahul" when referring to the municipality.

The phrase "Cahul municipality City Hall" will be used only in the texts referring to the institution.

In our communication materials, we will use a friendly tone of voice and language that is clear to all, and each message will be accompanied by a visual representation that supports our brand slogan - "Where your heart beats".

We encourage the use of combinations of words and phrases attributed to the brand, such as "heart of creation", "urban heart", "heart of sports", "heart of the economy".

Inima
creației

Inima
urbană

Inima
sportului

Inima
economică

Intellectual property

The Cahul Region brand is administered by the Cahul municipality City Hall, but it can be used by anyone, providing that the following principles are respected:

1. The provisions of these Guidelines are strictly followed;
2. The brand is used for constructive, non-political purposes in the context of lawful activities.

In order to obtain the necessary materials for the application of the Region's brand, please contact the Cahul municipality City Hall by filling in an application form, which can be downloaded from the website:

www.primariacahul.md



Part I

Visual identity guide

The logo

The logo of the Cahul Region is made of three elements - the symbol, the word "Region" and the word "Cahul".

The symbol represents the graphical image of a heart placed in the centre of a white water lily - a rare flower growing in the Lower Prut nature reserve.

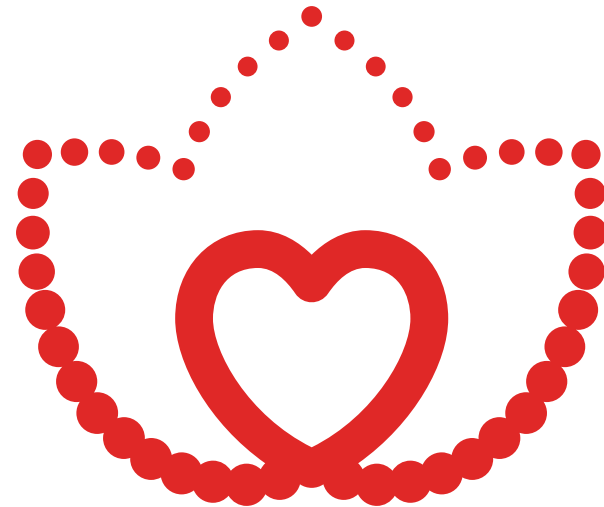
Together, these three elements make up the logo and convey the idea of the slogan: "Where your heart beats" - the place where we are inspired, where we love to live, where we thrive and grow together.



The symbol

Our heart beats in an extremely beautiful natural area, full of friendly and well-disposed people. It is for this reason that we have selected as the symbol of the Region a heart in the centre of a water lily, which represents our love and appreciation of the beauty of nature and the kindness of the local people.

The lines forming the outline of the water lily are represented by dots like drops of water, which represent the mineral waters of the Cahul Region, the biosphere of Lower Prut and Beleu Lake - true treasures of nature, worth visiting at least once.



The symbol

For micro sizes

If the width of the symbol is less than 10 mm, the micro size version of the symbol should be used.

This represents a simplification of the main symbol by reducing the number of drops and increasing their size.



X

$$5 \text{ MM} < X < 10 \text{ MM}$$

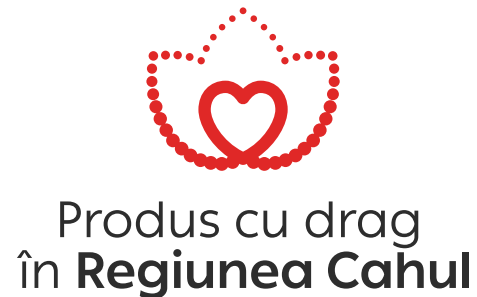
The minimum width of the symbol allowed is 5 mm. It is forbidden to use a symbol smaller than the minimum width allowed.

With love from Cahul

The symbol in tandem with the phrase: "Produced with love in the Cahul Region" is a mark designed to be used by local producers and activities to promote products from the Region.

It can be placed on packaging, used in communications for promotional purposes and in other relevant pre-approved materials and contexts.

Choose the horizontal or vertical version of the mark and set its size according to the context.



Logo of the Cahul Region

Main version of the logo



Vertical version

This is the recommended version for placement, as it best supports the symmetry in the symbol and provides a finished visual presentation.

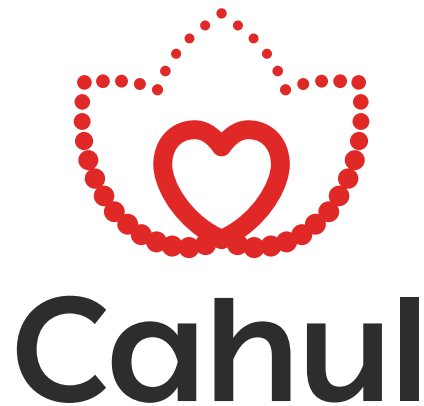


Horizontal version

This is recommended for situations where vertical space is limited - for example, where the logo appears next to other logos.

Logo of the Cahul municipality

For use only in the context of communications referring to the Cahul municipality



Vertical version

This is the recommended version for placement, as it best supports the symmetry in the symbol and provides a finished visual presentation.



Horizontal version

This is recommended for situations where vertical space is limited - for example, where the logo appears next to other logos.

Logo of the Cahul municipality City Hall

For use only in the context of communications referring to the Cahul municipality City Hall



Vertical version

This is the recommended version for placement, as it best supports the symmetry in the symbol and provides a finished visual presentation.



Horizontal version

This is recommended for situations where vertical space is limited - for example, where the logo appears next to other logos.

Logo combined with slogan

In communication campaigns on the Cahul Region or the Cahul municipality, we recommend using the logo together with the slogan of the Region.

The slogan may not be used in the case of the logo of the Cahul municipality City Hall.

As the construction of the logo in this case is more complex, we recommended reproducing it relatively larger, respecting the rules of free space around the logo.



Free space around the logo

For a correct reproduction, the logo must be able to "breathe". It is important to make sure there is enough free space around it, even if this means shrinking the logo.

Regardless of the version used, we build the free space around the logo according to the rules below.



Horizontal version

This is recommended for situations where vertical space is limited - for example, where the logo appears next to other logos.



Vertical version

This is the recommended version for placement as it best supports the symmetry in the symbol and provides a finished visual presentation.

Basic colours

The primary colours of the Cahul Region are red, white and black. Red symbolizes the heart and energy of the locals; white represents the beauty and purity of the water lily; and black is suggestive of our simplicity and accessible tone of voice. We are friendly and open, we love wholeheartedly and we communicate in the same warm tone.

In online or printed communications, the colours red and black will be used for the logo and the main text. We recommend applying the logo on a white background.

Red is the brand's main colour, which we will mainly use in brand graphics, covers and collateral materials.

Red

RGB: 225, 40, 40
HEX: #e12828
CMYK: 0, 94, 86, 0
PANTONE 485 C

White

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

Black

RGB: 41, 41, 41
HEX: #292929
CMYK: 0, 0, 0, 95
PANTONE 419 C

Secondary colours

Our brand has four secondary colours: green, violet, light green and orange. Each of them carries a symbol corresponding to the elements of nature in the Region: Belev Lake, Lavender, Mint and Apricot.

Our region prides itself on its fruit, flowers and picturesque places. Thus, the secondary colours are intended to convey the specific character of the Cahul Region on all communication platforms.

We recommend using secondary colours only as background colours. Each communication campaign will include at least three materials using the main colours.

Belev Lake RGB: 23, 74, 69 HEX: #164944 CMYK: 86, 43, 61, 50 PANTONE 4189 C	Belev Lake light RGB: 163, 191, 178 HEX: #a3bfb2 CMYK: 41, 14, 33, 0 PANTONE 558 C
Lavender RGB: 138, 71, 240 HEX: #8a47f0 CMYK: 59, 76, 0, 0 PANTONE 7442 C	Lavender light RGB: 214, 211, 237 HEX: #d6c9ed CMYK: 18, 24, 0, 0 PANTONE 2085 C
Mint RGB: 41, 204, 120 HEX: #29cc78 CMYK: 68, 0, 68, 0 PANTONE 7479 C	Mint light RGB: 184, 229, 207 HEX: #b8e5cf CMYK: 33, 0, 33, 0 PANTONE 2253 C
Apricot RGB: 250, 191, 36 HEX: #fabf24 CMYK: 0, 27, 90, 0 PANTONE 1235 C	Apricot light RGB: 242, 219, 163 HEX: #f2dba3 CMYK: 7, 13, 44, 0 PANTONE 7401 C

Variations of the logo

Colours in which the logo can be applied



The main version of the logo is the coloured logo on a white background.



The combined version of the logo is the coloured logo on a black background, which keeps the contrast for the red colour.



This is the black logo for black and white printing.



This is the white logo, for dark backgrounds where the combined logo cannot be used.

Incorrect use of the logo

1. Do not apply the coloured logo on a background that is too close in colour so it cannot be seen. Use the monochrome version in white.



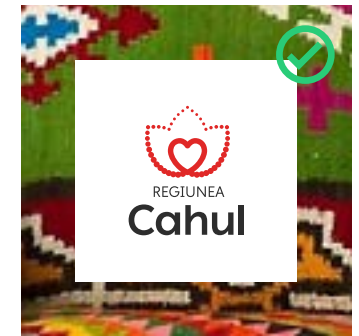
3. Do not apply the white logo on a light-coloured background. Use the contrasting version of the logo.



2. Do not apply the coloured logo on a background that is close in shade to black. Use the monochrome version in white.



4. Do not apply the coloured logo on a too sophisticated background. Try the monochrome logo or frame the coloured logo in a white square.



Incorrect use of the logo



1. Do not alter the proportions of the logo.



2. Do not change the positioning of the elements.



3. Do not change the font in the logo.



4. Do not apply graphical effects.



5. Do not alter the colours of the logo.



6. Do not change the dimensions of the elements.

Font

Ping

The Cahul Region font, Ping, has been chosen to reflect the friendly tone of the brand's voice. It has no sharp corners, can be used in several languages and has two possible options: Ping Regular and Ping Heavy. The secondary font, Arial, will only be used in situations where Ping cannot be used.

Main font: this will be used in all communication materials.

Ping Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Ping Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()



The reason for selecting this particular font are the rounded lines, which are found in the logo of the Cahul Region. From semiotics, the rounded lines convey kindness, warmth and positive energy - values that underpin our brand.

In contrast to the sharp lines and shapes, Ping visually conveys the friendly character and positive tone of the brand across all specific communication platforms.

Secondary font: this will be used when, for objective reasons, it is not possible to use the main font.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Placing the logo alongside partner logos

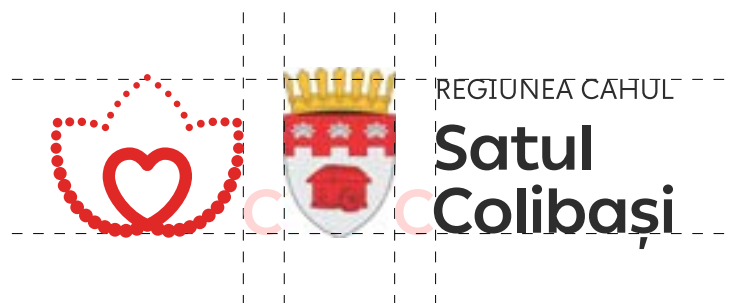
When the Cahul Region logo appears alongside other logos, we will use the horizontal version of the logo, making sure that we use the maximum size allowed vertically.

To protect the logo from intersecting with other graphical elements, we will keep a neutral space equal to the size of two capital "Cs", as taken from the word "Cahul" in our logo.



Placing the logo alongside partner logos

For the use of the symbol of the Cahul Region in communication of the localities in the region a special logo design is provided. It contains the symbol of the Region, the official coat of arms of the locality and the text as follows: the Cahul Region and the name of the locality written in the brand font.



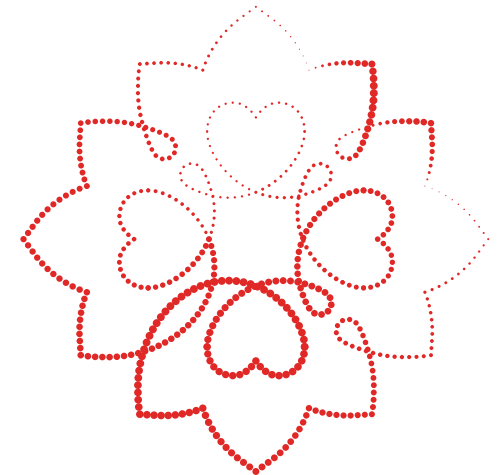
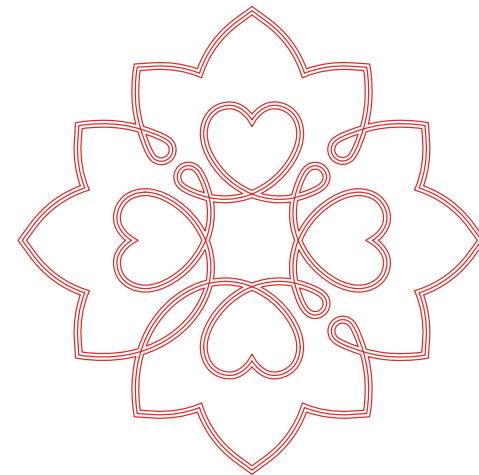
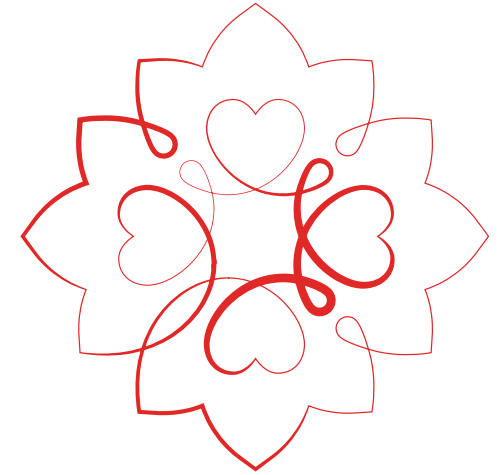
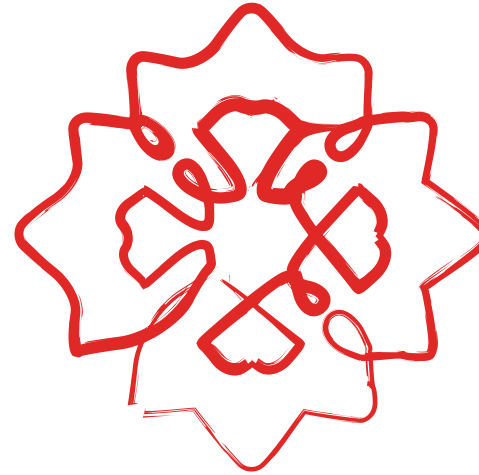
Brand graphics

Main colours

Emotions have many expressions, just like the beauties in the heart of the Cahul Region. Depending on the context, the following graphical examples of the brand logo can be used.

In communications, either in the background or in graphics, we use red as the primary colour. This graphical variant can be applied throughout official brand communications.

In the graphical composition, the heart symbol reminds us of a flower that reflects the pride of the Cahul Region, but also the brand slogan: "Where your heart beats".

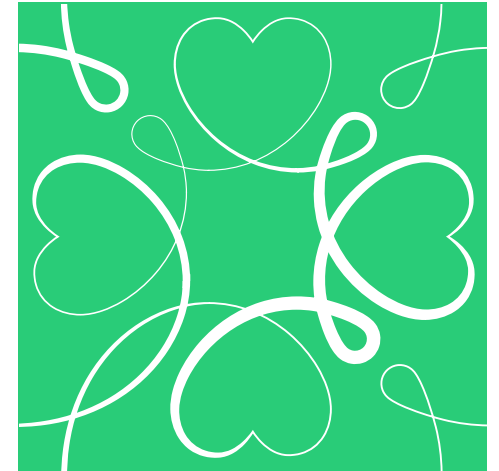


Brand graphics

Secondary colours

Communication, like emotion, takes different forms. Thus, brand graphics can also be placed against the brand's secondary colours.

These graphics should be used for less official purposes, as well as for communicating region-specific activities and initiatives, including entertainment, sports, youth activities, etc.



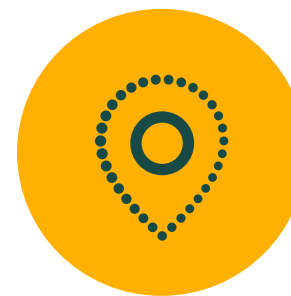
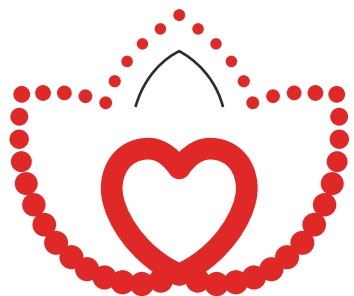
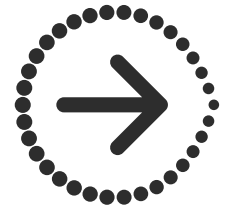
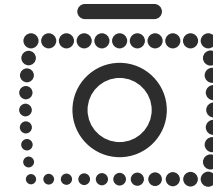
Pictograms

How we build pictograms in the context of our brand

Pictograms are a series of symbols and secondary visual elements, and represent the organic continuation of our brand identity.

Heart, water lilies and other elements are formed by dotted lines - all suggest the richness of nature in the Cahul Region.

We recommend their use in contexts that require more relaxed, context-relevant communications: signposts, tourist brochures, maps, etc.



Ornament

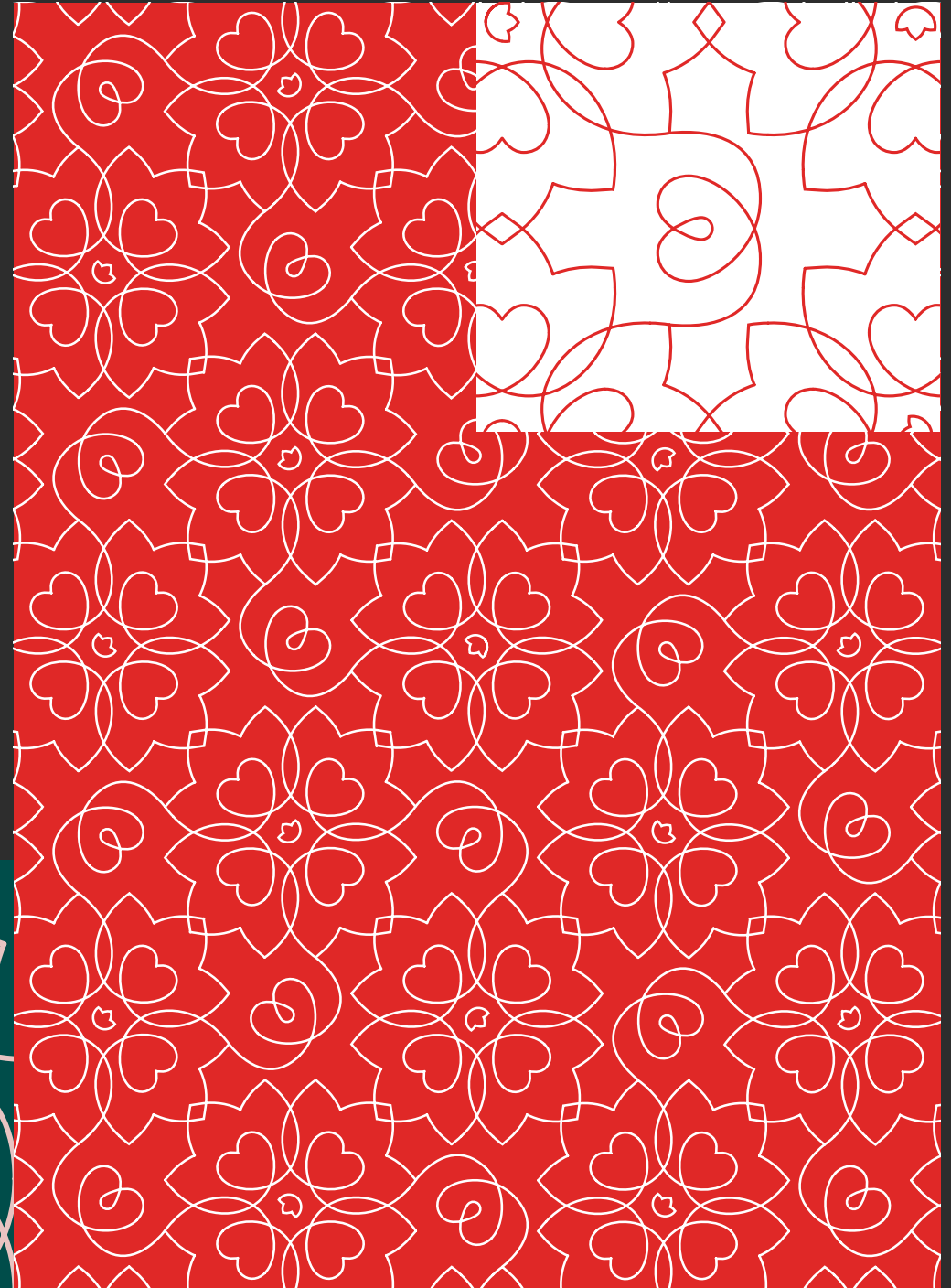
Graphical elements that complete the brand image

In order to personalize the brand's materials in a creative way that respects the rules of identity and tone, we can use an ornament that symbolizes the roots of the water lily and, implicitly, the roots of our nation - of the people born and raised in the Cahul Region.

The ornament involves the main and secondary colours of the brand in the combination shown in the brandbook.

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Cahul Region, where your heart beats.
The brand and rules of use.



Photography

People

Because we live and love with all our heart, we will use photos of people from the Cahul Region in our brand materials. The basic principle is the authenticity of faces and emotions. They will reflect care, kindness and friendship - the values shared by the brand.



Photography

Nature

Starting from the richness of nature and the uniqueness of the Cahul Region, we will opt for real photos, showing the most beautiful places here. Following the brand's core values, the landscape photos will be authentic and convey the uniqueness and spontaneity of the Region's natural moments (sunrise, sunset, rain, etc.).





Harvesting grapes in warm autumn colours, captured during a sunset.

The water lily, the water flower, representative of the Cahul Region, photographed in real life, with water droplets on its leaves and petals.

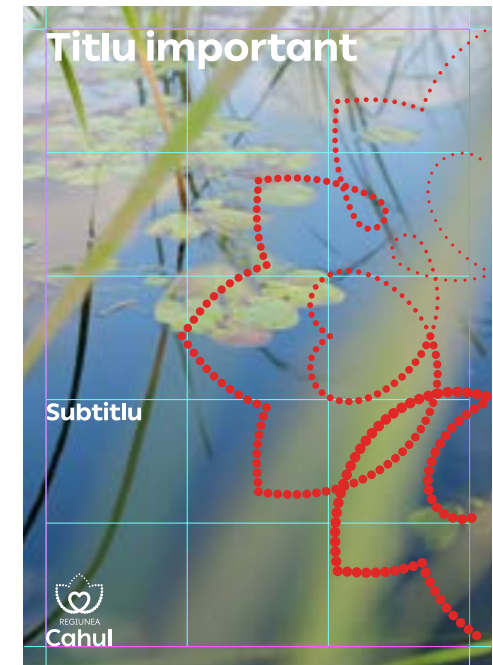
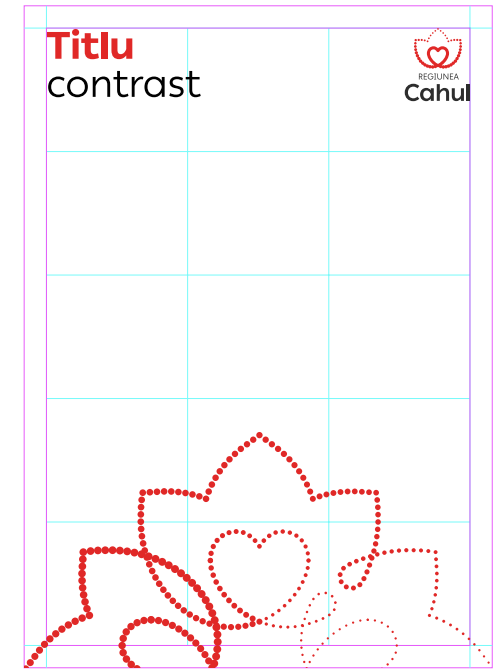
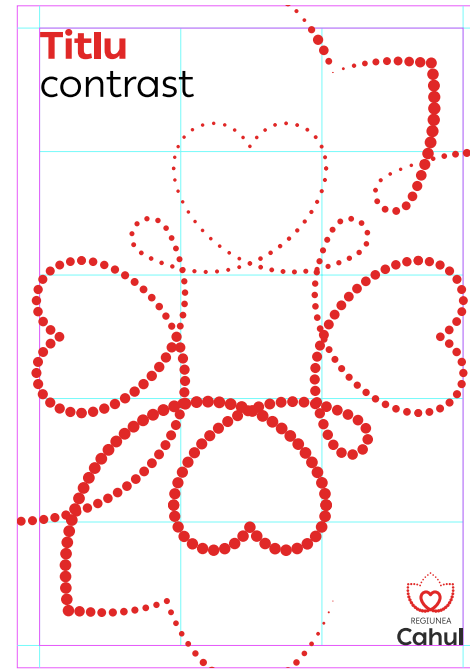


Rules of logo placement

On printed or digital collateral materials, we will follow the logo placement rules to convey the warmth and friendly tone of the brand, which always communicates from the heart.

We recommend placing the logo of the Cahul Region in the corner, depending on context. The title will always be placed in the top left-hand corner.

If there is no title, the logo will be placed at the top, centred.





Part II

Application of the elements

Street billboard advertising



Street billboard advertising



Advertising in magazines



Roll-up



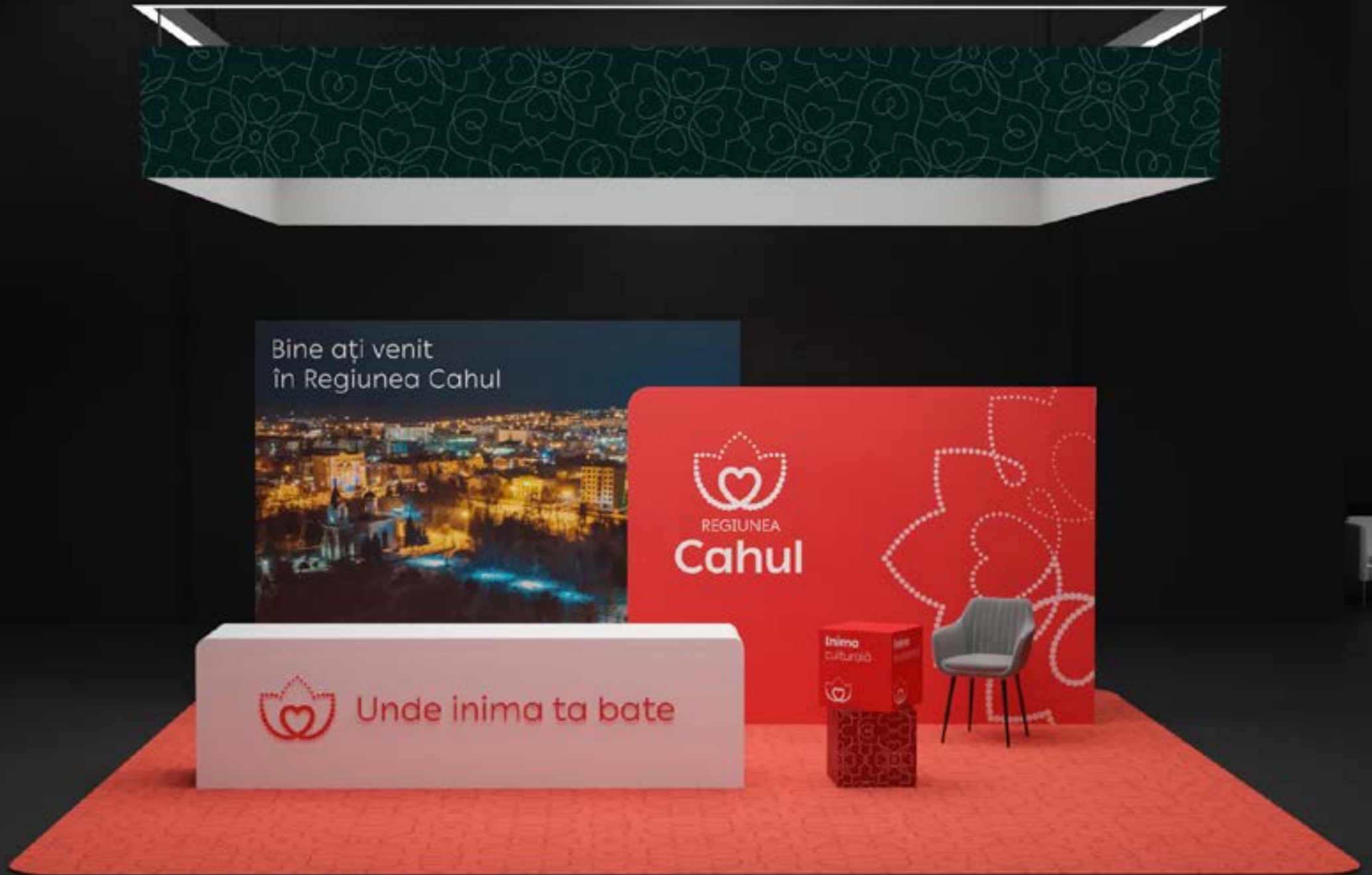
Publications



Exhibitions



Cahul Region, where your heart beats. The brand and rules of use.



Urban sculpture



Cahul Region, where your heart beats. The brand and rules of use.

Produced with love in the Cahul Region



Promotional bags



Promotional bags



T-shirts



Cahul Region, where your heart beats. The brand and rules of use.

Water bottle and thermos



Badge



Badge



Scarf



Presentation slides

Cover



Cover



Section title



Section title



Page with text



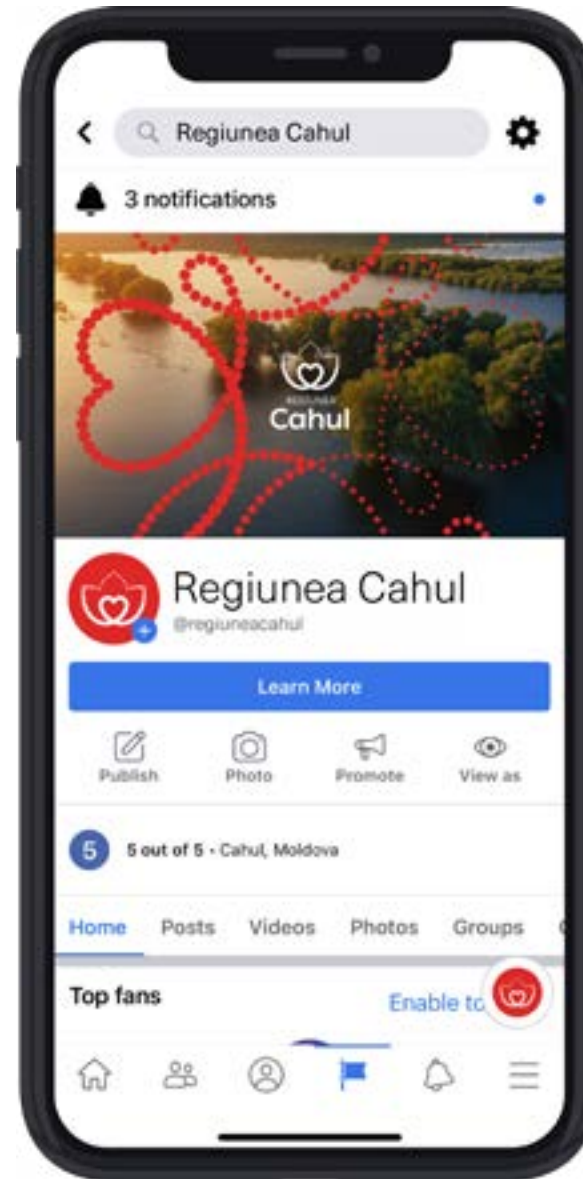
Stylesheet



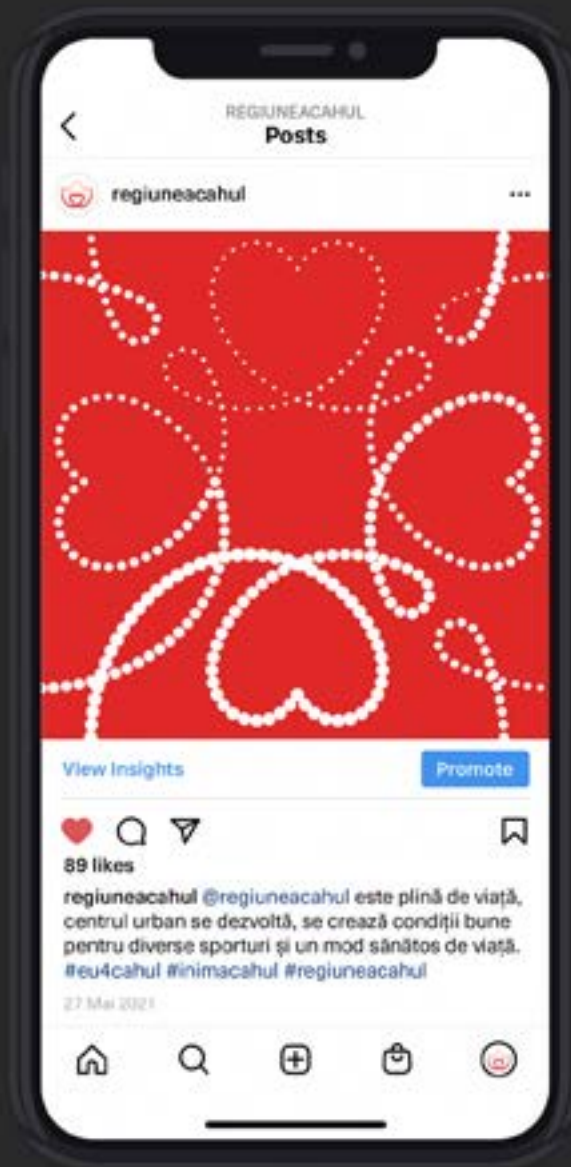
Facebook



Main profile picture:
option on a red background



Instagram



Website



Transport

