

Prest Energy

Task definition

The logo is created according to the trends of national Eco-Frendly companies and Smart Tech colors.

The main task was to form a educational brand in selective waste collection.

The second task was to create a logo that represents the Republic of Moldova.



Symbols

1. Republic of Moldova Map
2. Recycle symbol
3. Fingerprint (Call to action for human responsability)



Protection space

The protection space is used when placing the logo on the advertising materials.



Logo Types

The logo files are attached in raster and vector formats (RGB/ CMYK colors).

Two color variants are used when color print is impossible (ex: product engraving) or it’s need a simple insign.

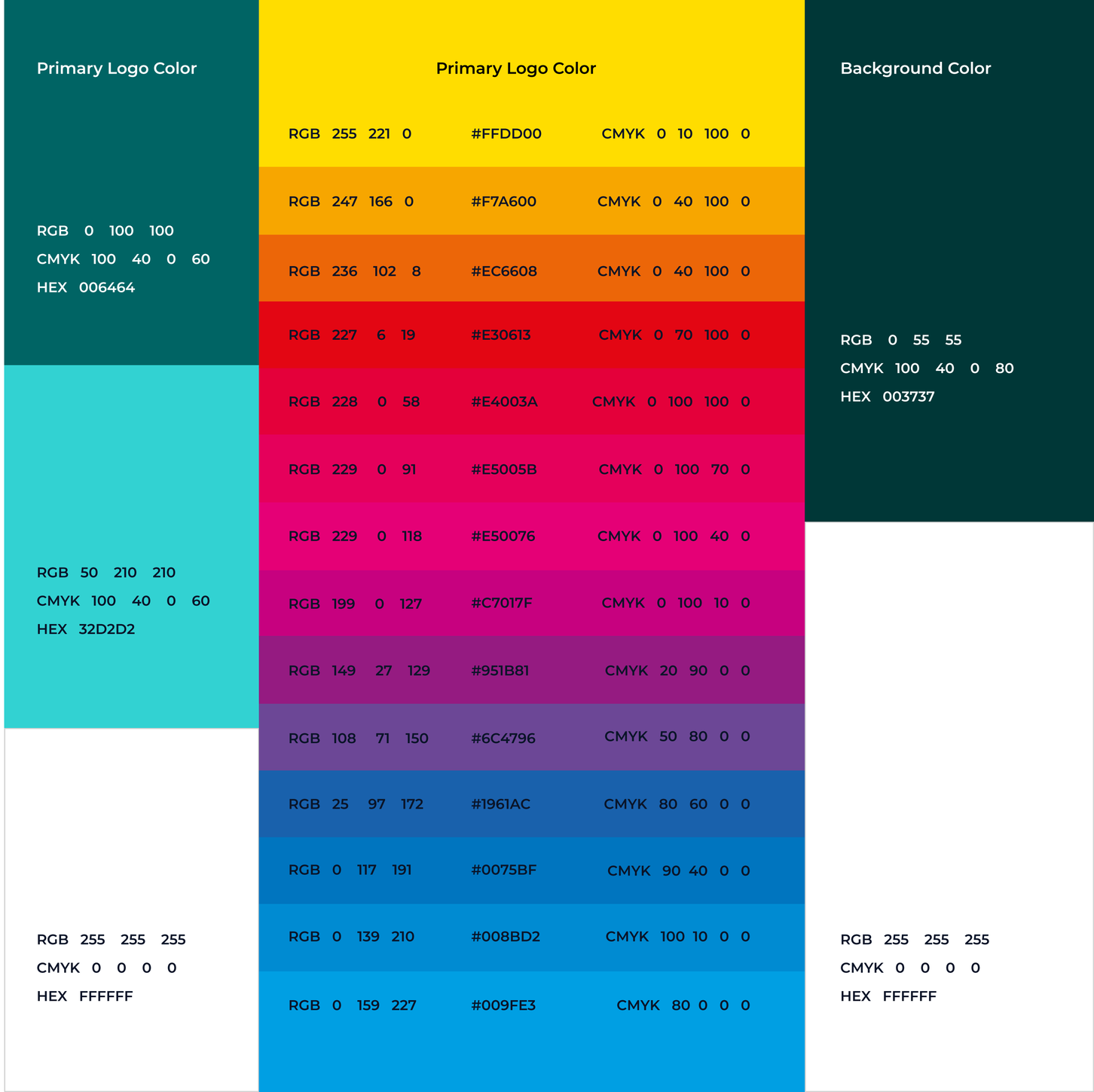


Brand colors

Color spectre will be used to accent the main information or brand element.

Dark green and white color will be used as a background for advertising materials.

July, 2022



Fonts

Harabara Mais font is used in logo.
This font may be used for titles, category name etc.

Harabara Mais

Aa Жж

Ubuntu is free google font (commercial and personal use fonts platform).
Paragraph font will be used for text on site, advertising materials etc.

Paragraph font
Ubuntu regular

Aa Жж Ââ

Interdicted



to change color system



to change position of the elements



to use the less contrasted variant



to use simplified variant



to use other monochrome variant
in web ads.



to use on contrast background