11/21/2014 Events



On November 20 this year, within the premises of the National Museum of Ethnography and Natural History, Tourism Agency of the Republic of Moldova presented the new brand of the tourism industry in the Republic of Moldova. The event was organized by the Tourism Agency of the Republic of Moldova, with the support of the USAID Competitiveness Enhancement and Enterprise Development II (CEED II) Project.

The so-called “Tree of Life”, as it was called by the authors, represents a stylized tree the basis of which is the initial “M”, and at its top is the symbolic rose. It was also presented the touristic slogan that accompanies this logo, namely: “Discover the routes of life”, which urges visitors to follow the path towards new discoveries, through the hospitality, history, wine, gastronomy and Moldovan traditions, the project creators say.

The Tree of Life, the creators say, is a complex symbol of national culture and was chosen to represent the values and specific character of tourism in the Republic of Moldova. Thus, each termination of the branches is a symbol. Letter M – is the breeding ground of Moldova, the heart, representing hospitality, the glass – wine culture and tradition, a cross – the symbol of religious culture. Vertical lines represent the country roads which are to be discovered. The new logo has a white and black background version, but can also be used on any other range of colors depending on the context of its use.

International launch of the touristic brand will be held from November 24 through a communication campaign on the “Euronews” channel, where will be placed a video spot promoting the touristic Moldova.



Sursa foto: www.diez.md

We should mention in this context that the applications for the registration of the touristic logo accompanied by the name of the country (Moldova), as combined trademark, and of the slogan “Discover the routes of life”, as verbal trademark, to the name of Tourism Agency were submitted to the State Agency on Intellectual Property (AGEPI) in November this year. The requests for registration were submitted for all products and services included in the five classes of the International Classification of Goods and Services for the Purposes of the Registration of Marks (Nice Classification), respectively: cl. 16 - Paper, cardboard; printed matter; bookbinding material; photographs; stationery, etc .; cl. 35 - Advertising; business management; business administration; office functions; cl. 39 - Transport; packaging and storage of goods; travel arrangement; cl. 41 - Education; providing of training; entertainment; sporting and cultural activities; cl. 43 - Services for providing food and drink; temporary accommodation.

More information can be found on the website of the Tourism Agency of the Republic of Moldova: http://www.turism.gov.md/ [1]

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