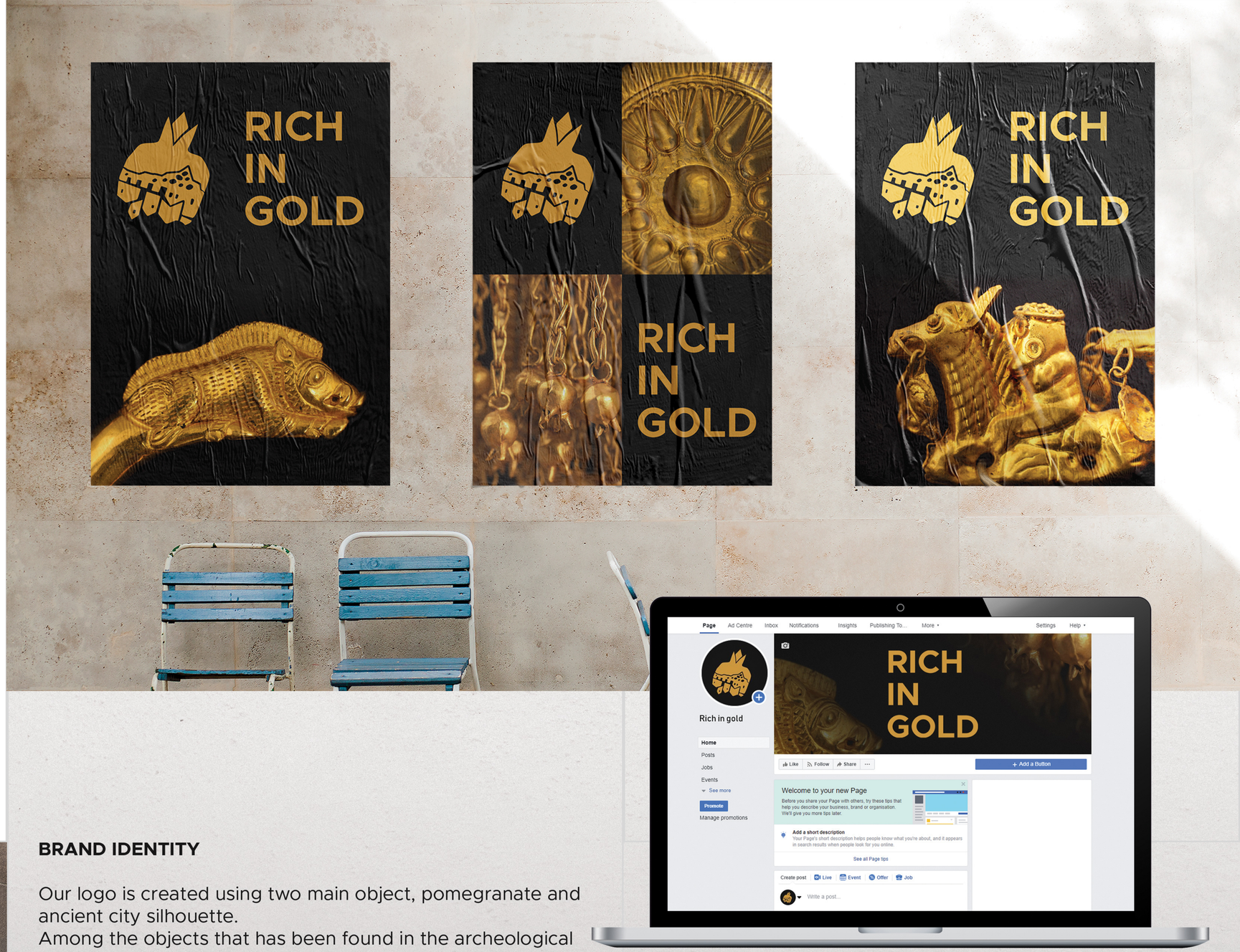
Golden Pomegranate



BRAND IDENTITY

Our logo is created using two main object, pomegranate and ancient city silhouette.
Among the objects that has been found in the archeological site of Vani, one of the most common figure was golden pomegranate.
Pomegranate is coming from caucasian region and it helps international visitors to link this exhibits to its origin.
In many ancient cultures pomegranate was a symbol of prosperity and richness.
Lower part of the logo has shape of ancient city and it also shows that it was discovered underground.
We used gold as a main color, because city was well known as a “Okromravali” (Rich in Gold).
The asymmetric shape doubles the mood of the ancient figures, because people in Vani at that time didn’t had technology to make smooth symmetric shapes.

BRAND EVOLUTION

We created visual symbol which will be easily recognizable, it can be used as in printed media, as well as in Digital.
The logo has an academic look and it’s suitable to its purpose. We hope the new identity will help enhance the recognition of the exhibition internationally.