Brand Identity for Okromravali

The Okromravali ("Rich in gold") collection will be placed at a renewed Vani Museum, but in the future the exhibition is likely to be presented all over the world. It represents wealth of Colchis and popularizing Georgia as the country of the Golden Fleece.

Symbol Exploration

Sun Symbol Shape

In Colchi culture sun was used in the most artefacts as it represents the god Helios known as a **“god of sun”.**

Letter

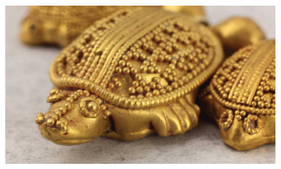
Its a begginning letter of the word “Okromravali”.

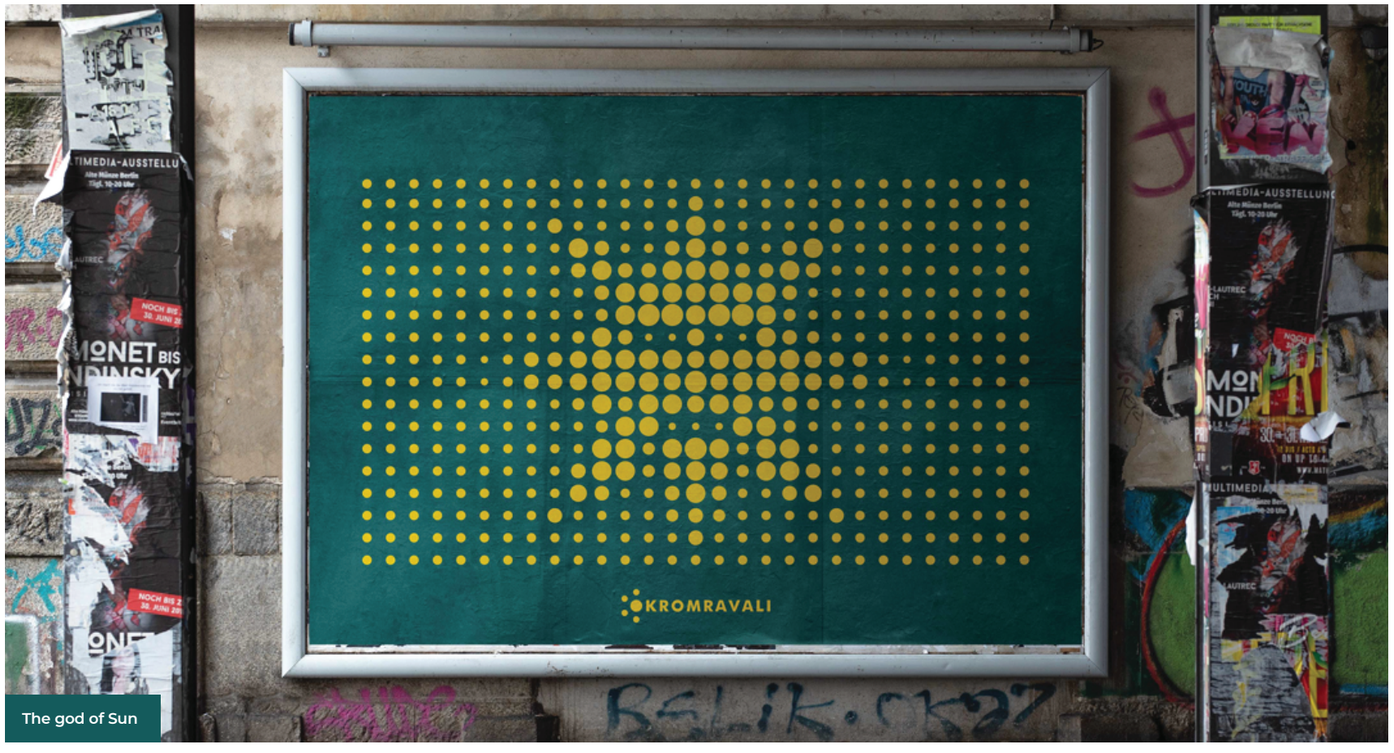
Circle Shape

As it is shown down circle shape is most used detail in colchi artefacts

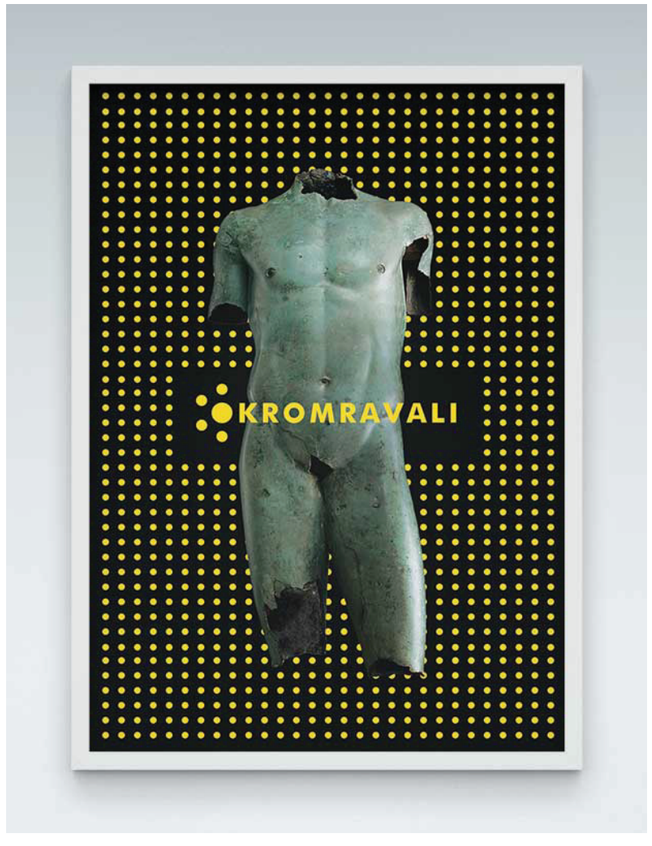
5 Circle

Within this Exibition there will be presented Gold , Silver , Iron , Ceramic , Bronze Items





The god of Sun

How our identity will evolve

Depending on Logo system and direction, the circles can construct or reconstruct any kind of shape and form. The circle pattern is very simple and easy recognizable. It can be used whether in the museum spaces or digital, prints and outdoor communication.