

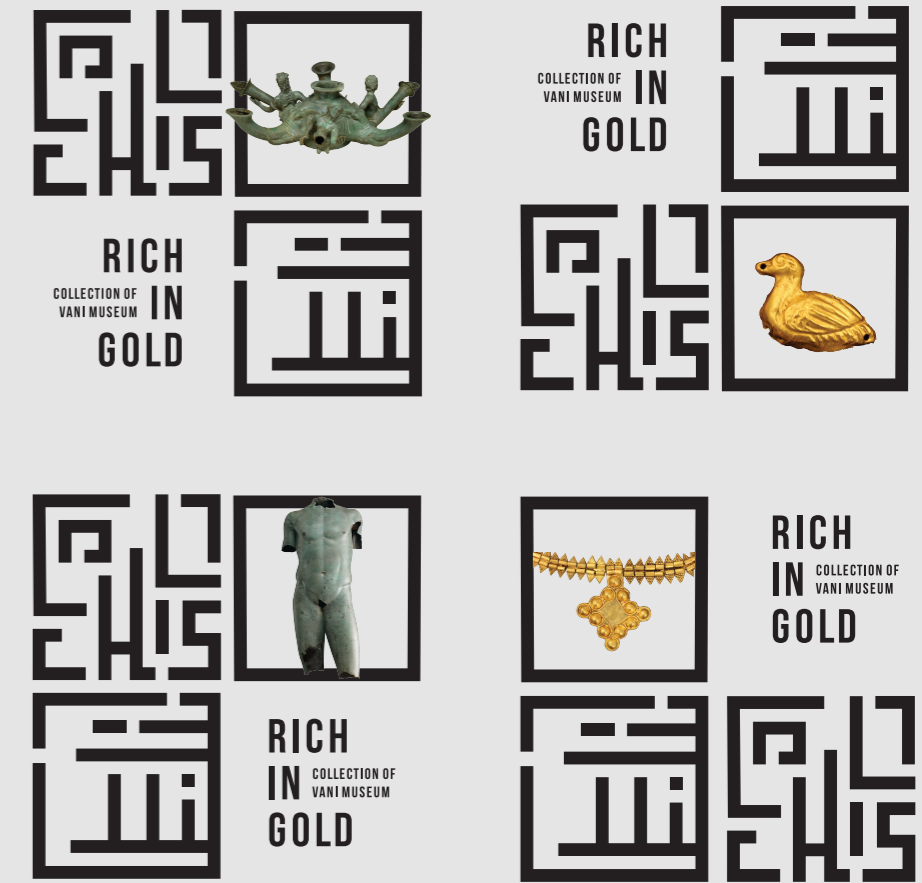
HOW THE BRAND IDENTITY FITS THE BRIEF



While working on the Brief our main goal was to focus on the true face of the ancient Kingdom of Colchis and its artefacts.

It was a challenge to combine all of these things in one identity. Because of that we divided logo in 3 parts with various combinations. These decisions gave us possibility to place important key objects in those parts.

We wanted visitors of the museum to consistently absorb all of these steps with us. In the first part we placed minimalistic, graphical visualization of the temple city of Vani which also can be read as "Colchis". By doing this we introduce viewers to the origin of the collection. The next part which is transformative and there will be displayed the artefacts itself. We finish that cycle with the part which allows work of art and cultural treasure to present itself and its history in the best possible environment-the museum.



HOW BRAND WILL EVOLVE

This brand gives possibility to evolve in different mediums and environments.

We use the logo as pattern and also it will have communicative importance. The logo itself can be transformed into a large stand and will be placed in the museums (at the openings), the stand will also have a photo stand function too.



Also, because of the transformative character of the logo, every artefact (new or old) will be consistently placed in logo and posted in social media. Plus, in the museum will be created a Memory Notebook for Collections Armorial Colchis and people can write down their impressions. The transformative qualities will give opportunity to the visitors to write their notes in the middle part of the logo.

