



OKROMRAVALI



How the brand identity fits the brief:

What do all fascinating masterpieces - pyramids, Mona Lisa, Twitter logo and even nature have in common? It's the golden ratio - harmony and proportion.

It is no surprise that the horn of the golden fleece - the symbol of the wealth and prosperity of western civilization - embodies the same principles.

According to the legend, we lost this treasure and knowledge. But today with the help of modern technologies we can recreate what we have lost and bring the harmony of the Golden Ratio back.

The Pixels on the logo demonstrates the variety of the materials of Vani Museum. Logo is pixelated and it represents our knowledge of history which is never complete and there's always room for new discoveries. Pixels also symbolize our digital world and the new paradigms museums should respond to. It is essential for museums to implement various kinds of digital technologies.

The logo for the collections demonstrating Okromravali Colchis expresses our desire to recreate the lost treasure and history (golden fleece) by using modern technology (pixels) and achieve the harmony (golden ratio)



How the Brand Will Evolve

The visit to the museum sets as its objective to create the feeling of becoming a part of the unique temple city. At the entrance of the museum the large logo is displayed. The visitor is given an empty patch (sticky note), one of the "pixels" of the logo, which can be glued to the enlarged logo. In this way the visitor with their story and identity is becoming the part of the broader history, the story of the museum and the ancient town itself.

The logo will also be displayed on VR glasses, as one of the novelties of the museum is the reconstruction of history.

Last but not least the logo will be displayed on selfie mirror in the museum space allowing visitors to immerse in the exhibition and share their experiences on social media. The mirror will also emphasize the golden ratio of human body proportions.