



Okromravali
rich in gold



ABOUT THE LOGO

The symbol combines the golden fleece, water, the sun and the digital screen.

HOW THE SYMBOL FITS THE BRIEF

The main idea behind the symbol is to show 3 parts of "rich in gold" collection's wealth.

Golden fleece represents material wealth of the collection, _ it's artefacts.

The sun represents the history of ancient religion. We chose the sun because it is the symbol of Colchis temple main god, Helios.

Water represents wealth in cultural history, because Black Sea was the main reason of Colchis civilization's connections with other civilizations.

"rich in gold" collections big part is it's way of using modern technology, that's why our fourth symbol is the digital screen where we can see, how the old, damaged artefacts come to life in it's new state.



EVOLUTION

Okromravali's identity is clear and easily recognisable. We think that knowing your history and integrating archaic to the modern is the best way to express evolution. So we decided to represent okromravali's artefacts in modern ways, like 3D and etc. Creating special application, that can recognize true artefacts. This should be digital/portable collection of artefacts, which u can carry wherever u go in order to defend and modify real wealth of western civilization

Our symbols main part is it's dynamically changing digital screen, which should be used widely for different communications: social media posts, outdoor advertisement, banner ads, news about new artefacts, showing 360 views of restored artefacts with digital technologies ect.

