



# VANI MUSEUM

## about the symbol

Symbol is simple but smart, universal in its expression: letters V & M combined with Golden Fleece as a symbol of wealth and cultural heritage of ancient Colchis. Aesthetically it feels contemporary in its linear rendering, is academic and easily recognizable for its lightness. The light structure, also inspired from fingerprints, symbolizes uniqueness, a clear identity and important heritage of ancient Colchis.

V

M



Golden  
Fleece



Finger  
Print



how the brand would evolve:

Interactive style is combination of brand symbol and ancient artefacts from Vani Museum. Piece of art, united with black colored symbol emphasizes the value of art work and it's variety of materials. Each kind of those valuable artefact is used and mixed with symbol in its own way. Mix of those two represents diversity and wealth of ancient Vani. Such diversity makes sense that words – "rich in gold" isn't expressed in quantity of gold only, but in general wealth and knowledge. All those serve the mission to grow awareness of vani treasure and bring desire to get to know it.

