

**Good Practice 13:  
Creation of a Brand Concept for  
Holly Monastery Based on its  
Location**

SKIVRE Training Scheme



**SKIVRE**

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## Good Practice 13: Creation of a Brand concept for Holly Monastery based on of the location

### Holly Monastery Brand



### Description

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The Skete Agiou Panteleimonos, not to be confused with the monastery of the same name some kilometres away, is a skete of the Koutloumousiou monastery in Mount Athos Greece. The skete is one of only a handful of Idiorrhhythmic monasteries in the world.

The Skete was founded in 1785 by the monk Charalampos near the town of Karies and is a dependent of the Koutloumousiou monastery. Today the skete consists of 19 cells with 20 monks, a library with 40 manuscripts of more than 500 books, as well as a church housing 200 icons and saintly relics.

(Source: Wikipedia [https://en.wikipedia.org/wiki/Skiti\\_Agiou\\_Panteleimonos](https://en.wikipedia.org/wiki/Skiti_Agiou_Panteleimonos))

The design process is based on the location of the monastery and its appearance as is shown in Figure 1.



Figure 1. Designing a logo for Holly Monastery, Design and photo Aleka Kaberi, Source: <https://www.behance.net/gallery/67403493/Monastery-products-Skiti>

The logo as an important part of the monastic brand and is presented as a drawing with a hand-written name. It is different and unique (Figure 2).

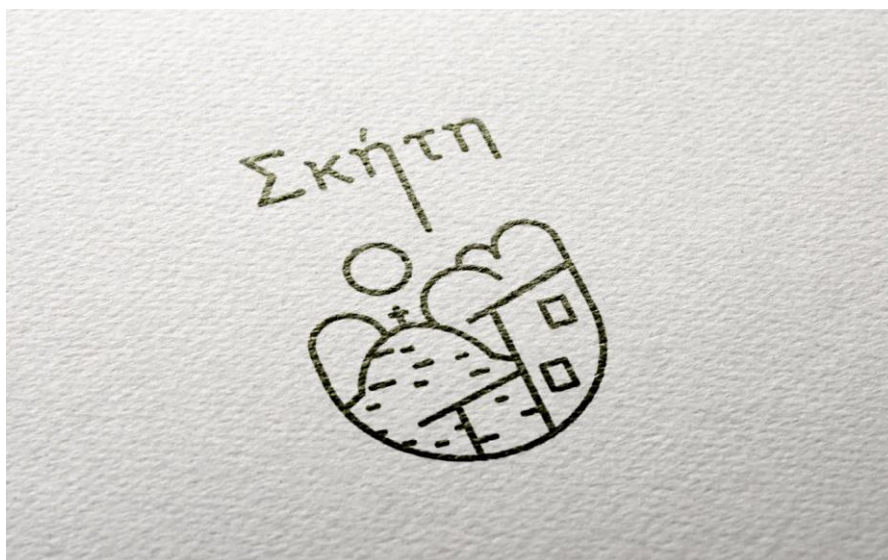


Figure 2. Design and photo Aleka Kaberi, Source: <https://www.behance.net/gallery/67403493/Monastery-products-Skiti>

The designer creates the logo for both a white and a black background as shown in Figure 2.

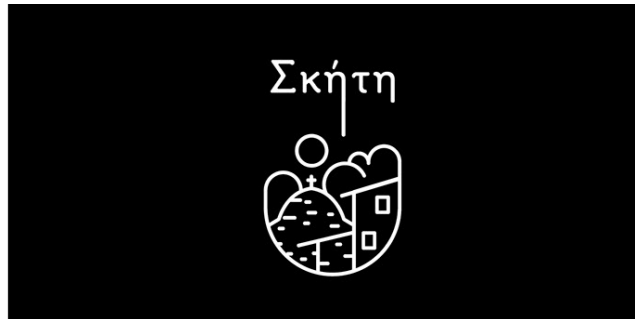


Figure 3. Logo created to be used for black and white background. Design and photo Aleka Kaberi, Source: <https://www.behance.net/gallery/67403493/Monastery-products-Skiti>

The last step is labelling (Figure 4).

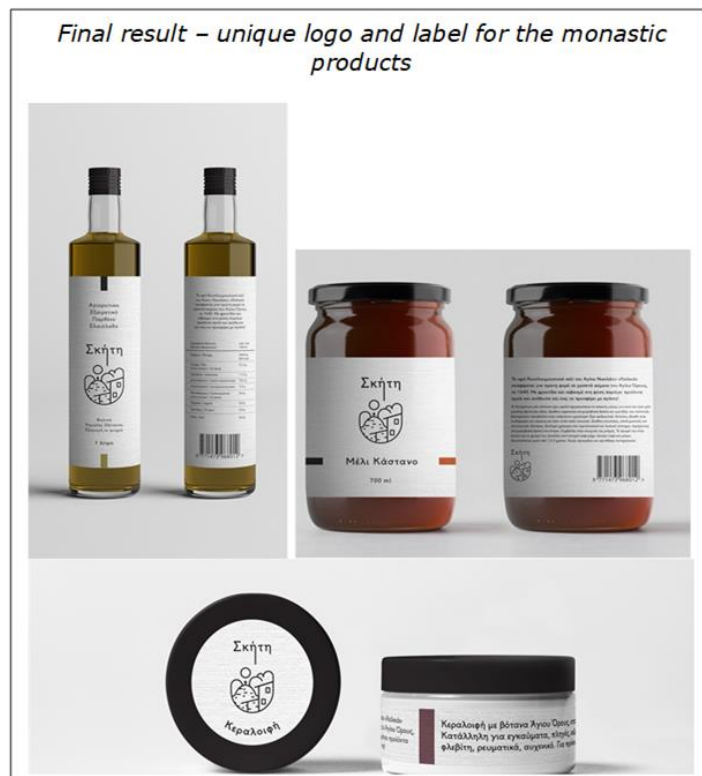


Figure 4. Design and photos Aleka Kaberi, Source: <https://www.behance.net/gallery/67403493/Monastery-products-Skiti>



## Source/link

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This good practice article and also the picture on the front page are available under the following link: <https://www.behance.net/gallery/67403493/Monastery-products-Skiti>

## Country

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Greece

## Topic

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SKIVRE Training Scheme	
	Module 1: Introduction Module
	Module 2: Marketing Strategies
	Module 3: Monastic Products
	Module 4: How to Sell Monastic Products Authentically
	Module 5: Distribution Channels
	Module 6: Social Media and Communication
	Module 7: Value Adding Through Networks
X	Module 8: Creating a Strong Brand
	Module 9: Financing Strategies
	Module 10: Aspects of Sustainability



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