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

SKIVRE Training Scheme

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Holly Monastery Brand

Description

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 Idiorrhythmic 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.


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
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

Greece

Topic

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