



The main word "KALLIERGON" in the distinctive title is an original neologism consisting of two ancient Greek words: "kállos" meaning "beauty," and "érgon" meaning "work". These words continue to be used in the modern Greek language with similar or related meanings. Here, combined into one word, they refer to the cultivation of the mind and aesthetics. The word "syn", also an ancient Greek word, comes from "syn" which means "together" or "with." The prefix "syn" is used in many words and compound forms in the Greek language to denote coexistence or collaboration, aptly reflecting the context and philosophy of our team. It is pronounced the same in both English and Greek, with emphasis on the "I" (Kallíergon). In this way, we aimed to honor and highlight the richness of our language, as well as its flexibility to shape and create neologisms.

The spiral was chosen as a symbol because it is inherent in nature and permeates every expression of matter and life itself. It represents growth, evolution, and progress, while also alluding to cohesion and connection, possessing timelessness and depth. Additionally, it represents an enriched dimension, a multidimensional approach, where different aspects of culture and the environment are intricately connected, promoting a holistic understanding.

The colors chosen embody the concept of "syn," as they function as complementary in the color palette.

The logo was designed by the graphic designer Spyros Koutras.