



## The Philosophy of the Logo

The name KALLIERGON is a neologism derived from two ancient Greek words: *kallos* and *ergon*.

*Kallos* does not simply refer to outward beauty or appearance. It denotes a deeper notion of aesthetic quality, harmony, and cultivated value—an understanding of beauty rooted in meaning, balance, and conscious formation. *Ergon* signifies work, action, and creative practice. These concepts continue to exist in contemporary Greek language, carrying related and enduring meanings. United as one word, *kallos* and *ergon* express the cultivation of the human spirit and aesthetic awareness through action.

The word *syn*, also of ancient Greek origin, means *together* or *with*. As a prefix, *syn* is widely used to denote coexistence, collaboration, and synergy, reflecting the core philosophy and collective framework of our organization. It is pronounced in the same way in both Greek and English and is stressed on the second syllable (*Kallíergon*). Through this choice, we sought to honor the richness of the Greek language and its timeless ability to evolve and generate new meanings.

The spiral was chosen as a symbol because it is intrinsic to nature and permeates every expression of matter and life itself. It represents growth, evolution, and continuous movement, pointing to cohesion, connection, and timelessness. At the same time, it suggests a multidimensional perspective, where different aspects of culture and the environment are organically interconnected, promoting a holistic way of thinking.

The colors selected for the logo further embody the concept of *syn*, as they function complementarily within the color palette, reinforcing the idea of coexistence and balance.

The logo was designed by graphic designer Spyros Koutras.  
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