

GREEK LINES



INSPIRATION GUIDE

SPRING / SUMMER 2021

GREEK LINES

by discovergreece.com

Greek Lines is a new brand launched by **Marketing Greece**, aiming to contribute to upgrading the aesthetic of the memorabilia market in **Greece**. And as a result, to enhancing 'brand Greece'. Earnings from this new initiative will support the promotion of the country internationally.

Marketing Greece is the collaboration of private sector tourism to promote **Greece** internationally. It is a not-for-profit company, founded in 2013 by the **Greek Tourism Confederation (SETE)**. Its goal is to develop synergies with private and state bodies wherever possible for the implementation of innovative and targeted initiatives.

Marketing Greece has a wide scope, including the planning and implementation of campaigns for destinations and the creation and management of discovergreece.com, the biggest Greek travel portal. It has a wide network of supporters and partners, including **Aegean Airlines, Athens International Airport, Fraport** (the operator of 14 airports in Greece), all **major Greek hotel brands, Coca Cola, Eurobank, Lamda Development, the National tourism board, Regions and Municipalities, Chambers of Commerce** and **local associations of hoteliers** and others.

Modern lines, geometrical shapes and patterns, intricate details and warm tones of yellow, red, blue and green all join together to form the core of this brand. **Greek Lines** can be seen as a timeline... a line connecting images, designs, memories and icons representing **Greek** culture across history and time.

The aim is to present Greek-related, minimal, modern designs where the viewer can connect to them and which trigger emotions and memories.

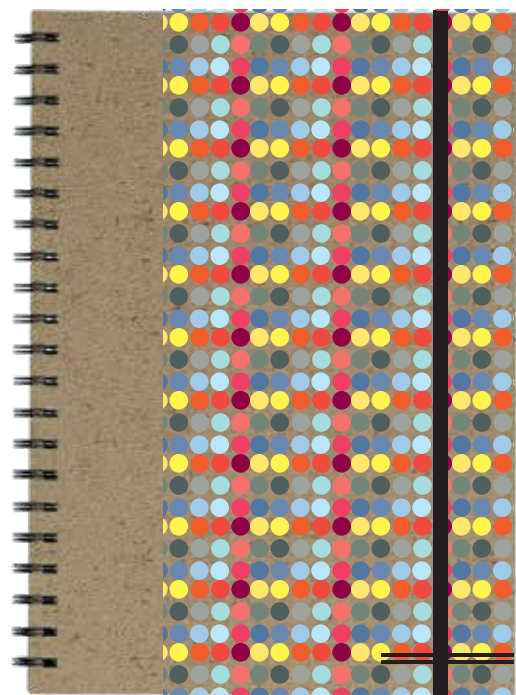
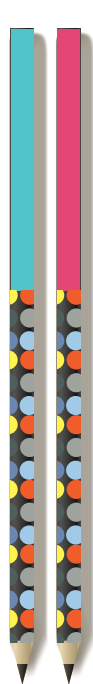
Welcome to the **Greek Lines** journey!

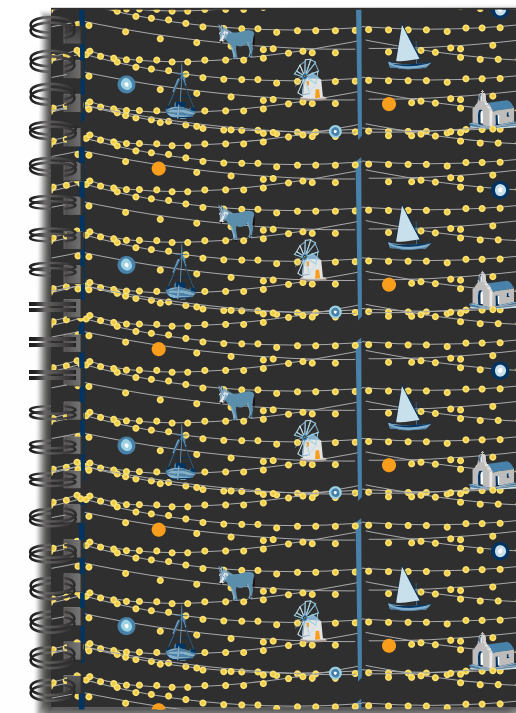


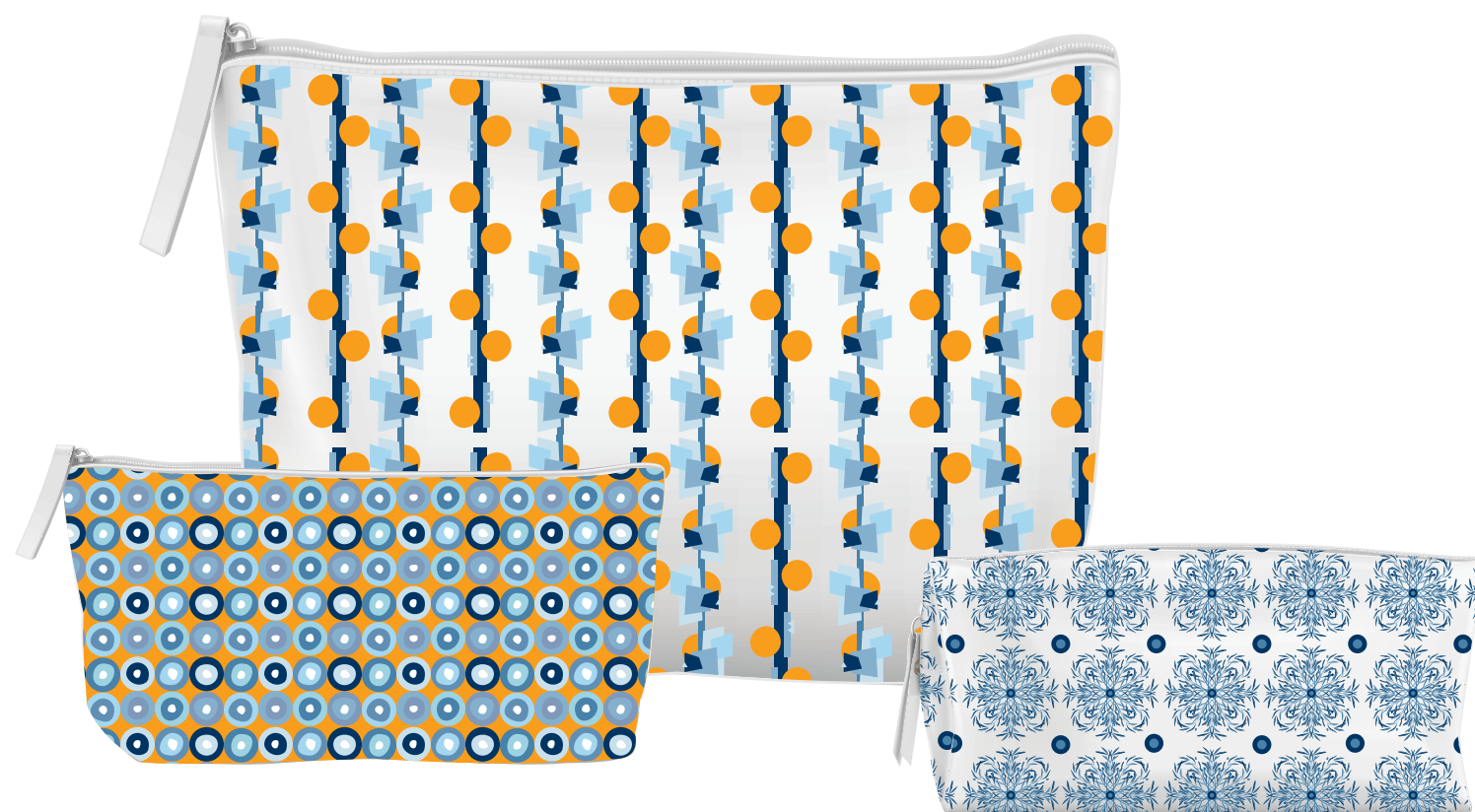




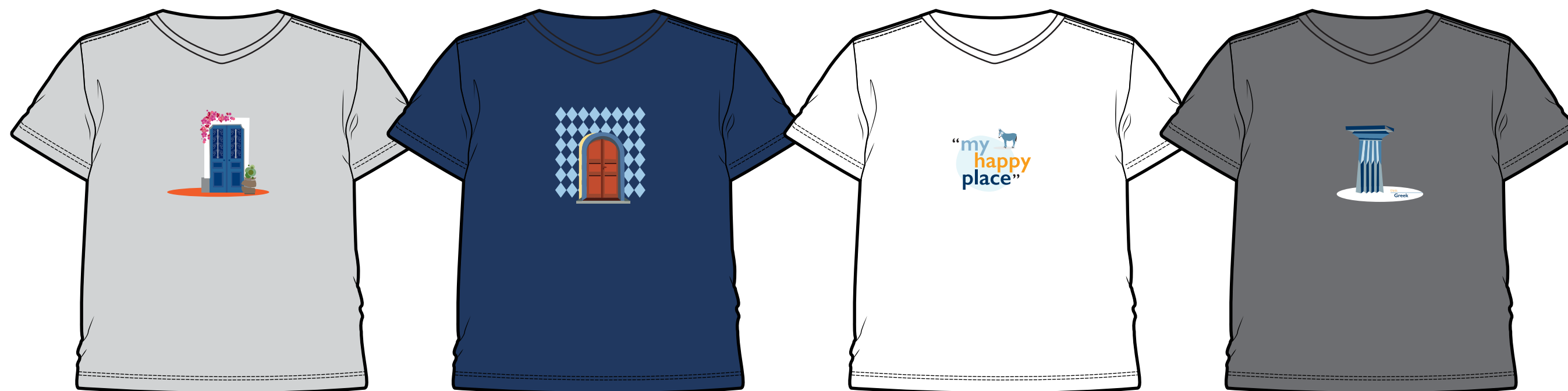


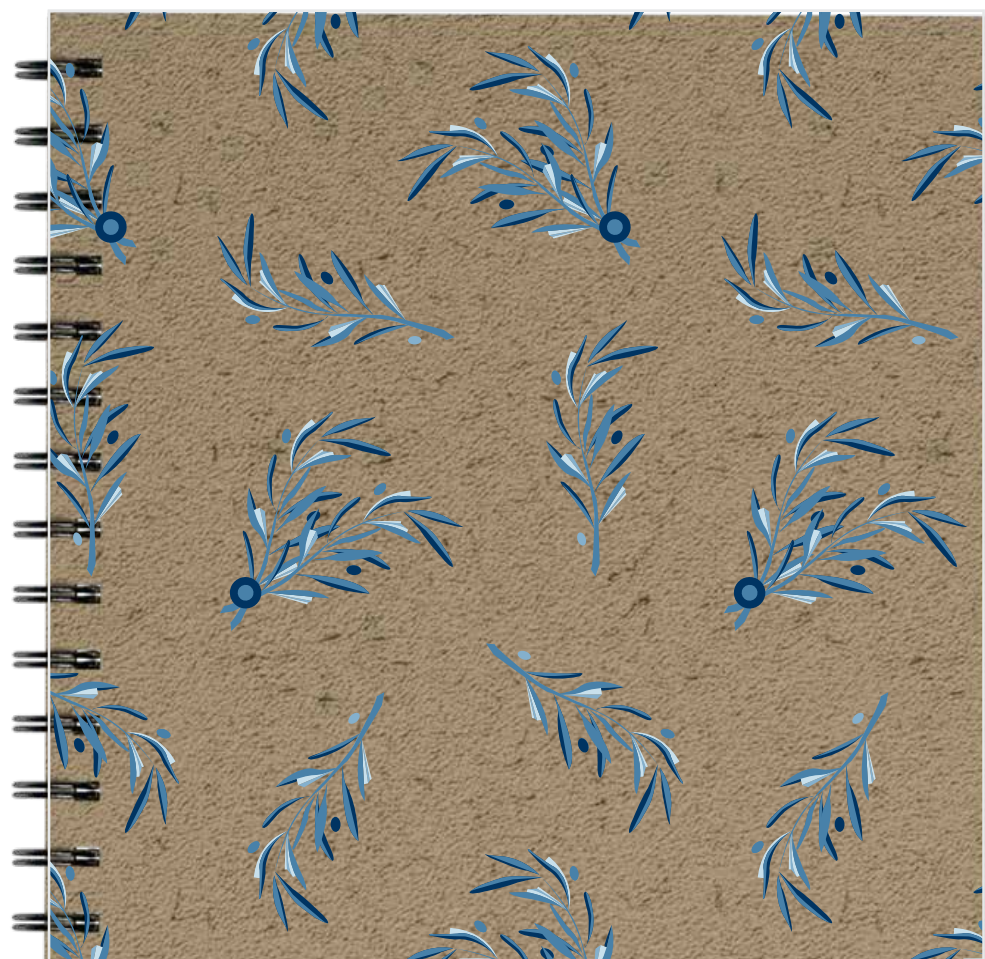




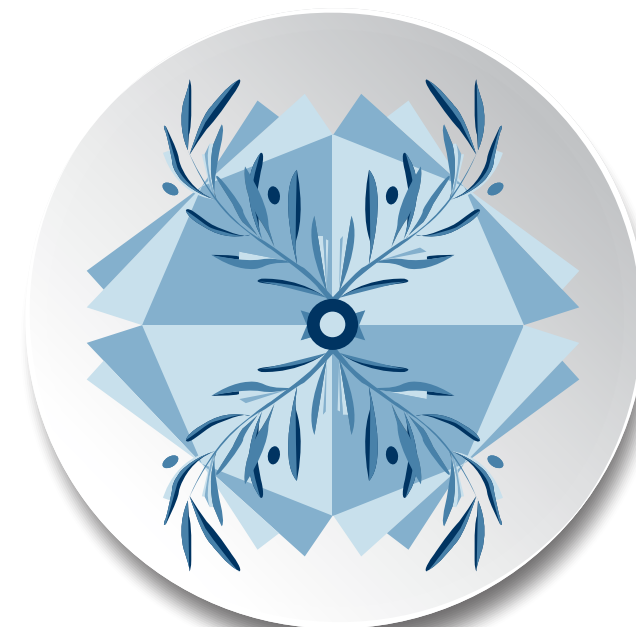


PRODUCT APPLICATION IDEAS









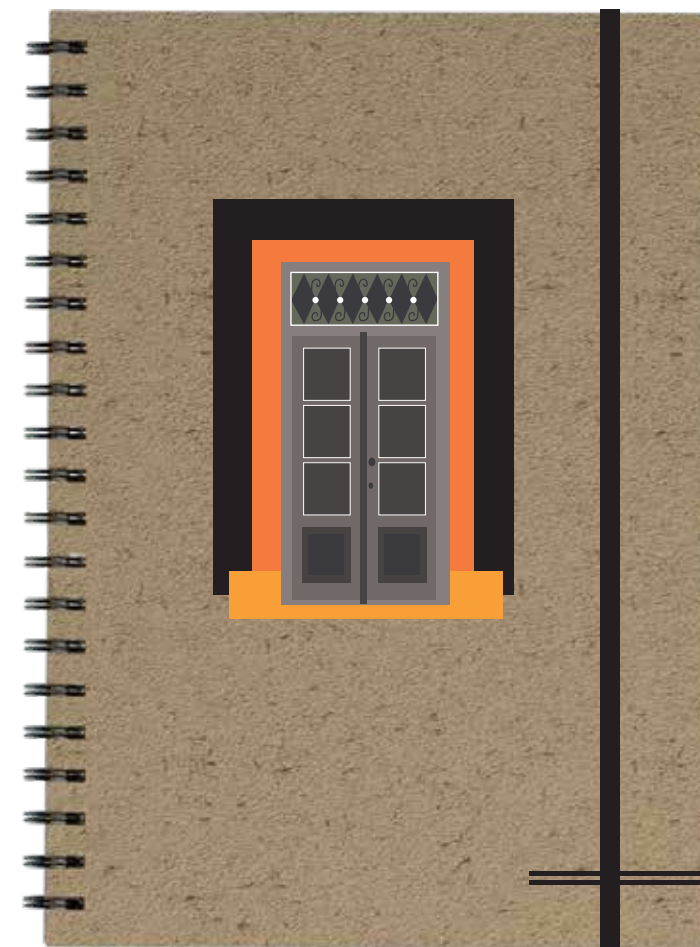








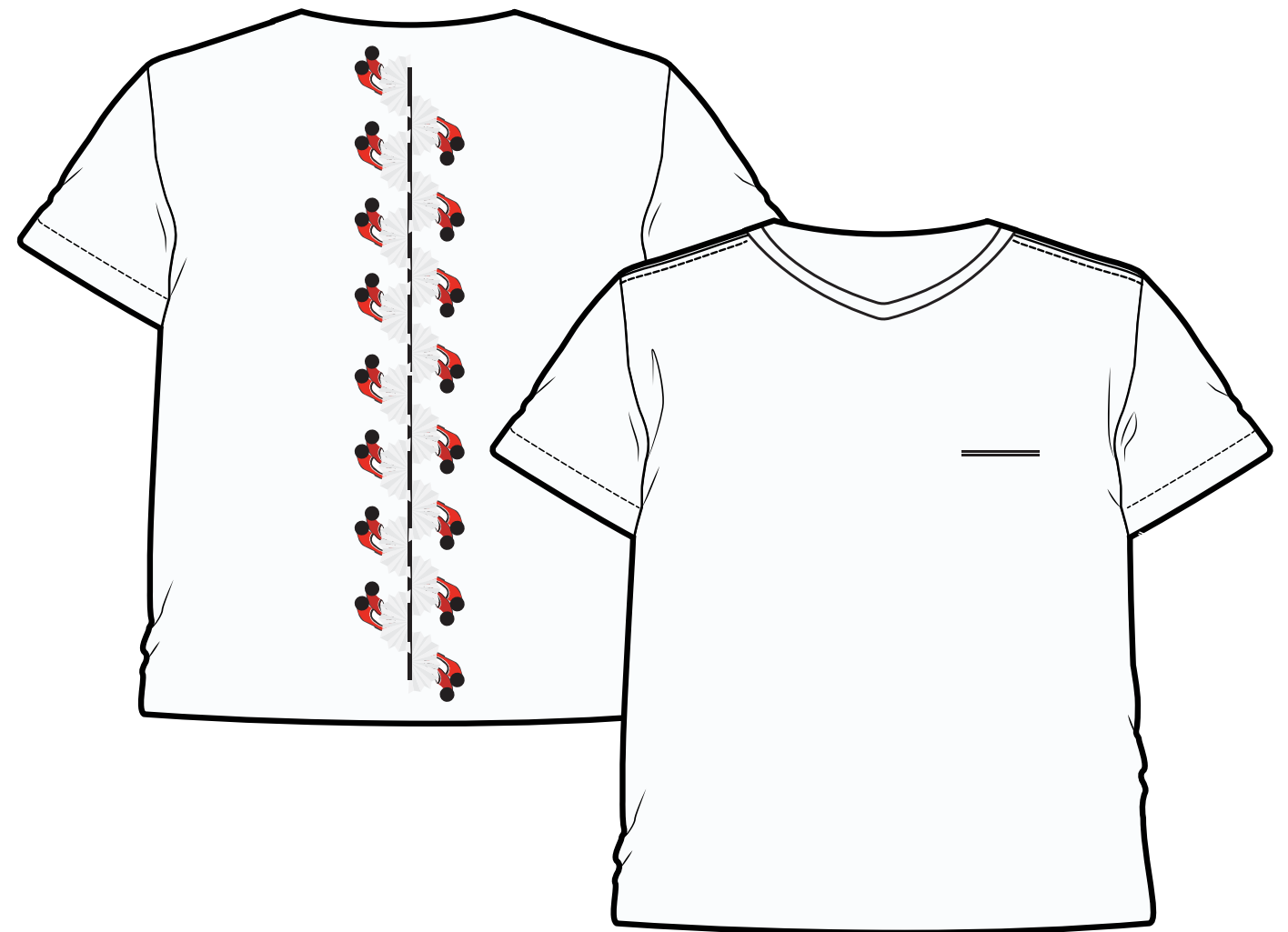
















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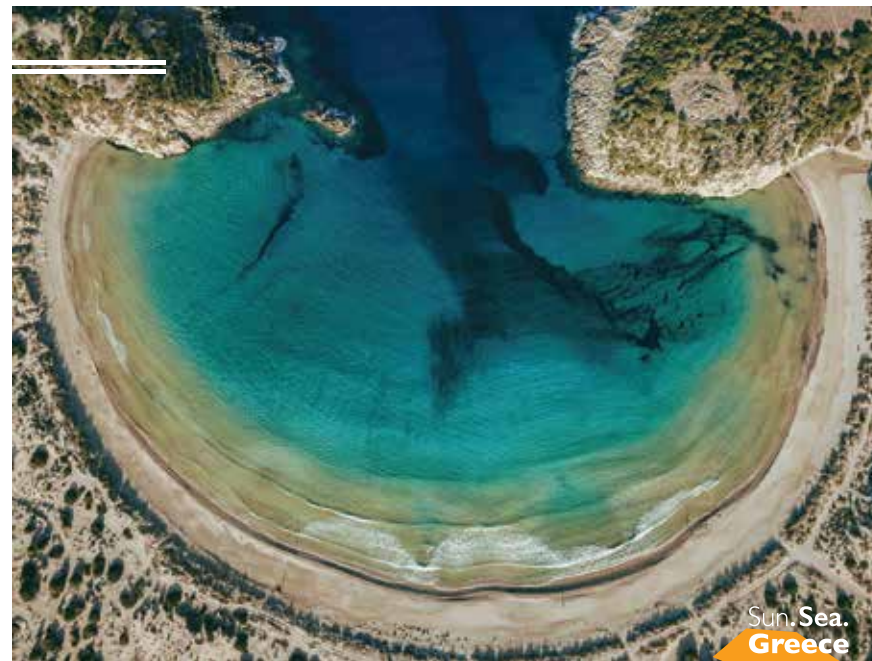


Greece . Every time .



GREEK LINES

“my
happy
place”



Sun. Sea.
Greece



GREEK LINES











thank
you



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