

Young
Lions 
competition 12

09.05.12 – 11.05.12
Slovenská republika

..... **Category : DESIGN**



NADÁCIA OTVORENEJ SPOLOČNOSTI
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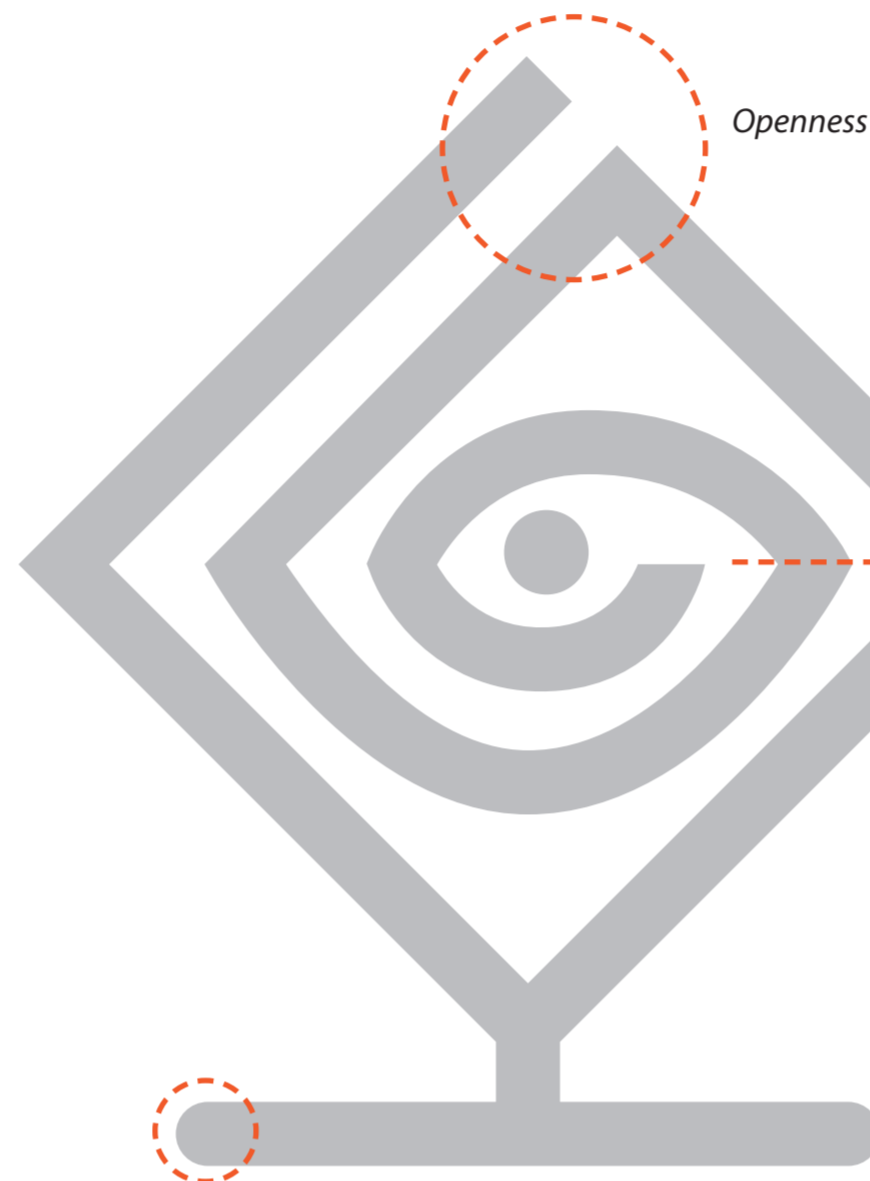


Link to the old brand - Spiral

Link to the old brand - Square outline



Harmony,
Balance,
Equality



Stable base of knowledge
and experience



Growth



Social, Human - hold, hug - offer a helping hand
connect people and create a chain, spiral

150 word description of how the brand identity fits the brief

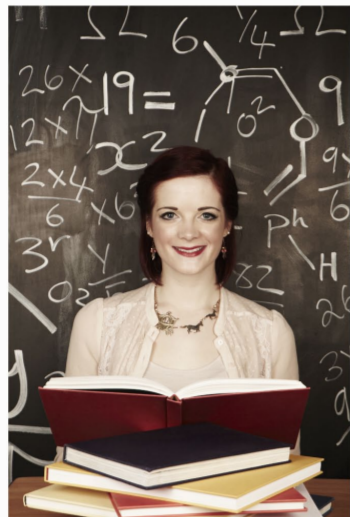
New identity is linked to the old one with the spiral shape transformed into a shape of an **eye in the middle representing the visions** and innovations for the future. Also it represents the humans as a part of this opened society holding each other and showing support. Whole shape is centered and standing on a strong and stable **base representing the experience and the growth through the years**. Idea of growth and experience is based on the growth of trees which grow from a small seed to a strong tree. Tree gives protection, home, resources, fruits ... etc as OSF. **The balanced shape** shows also equality of people, rights, balance and stability in the opened society. Shape has an opened space on the top linked to the most important – **the openness** of the society and with a path leading to a space within, a place for visions and innovations.



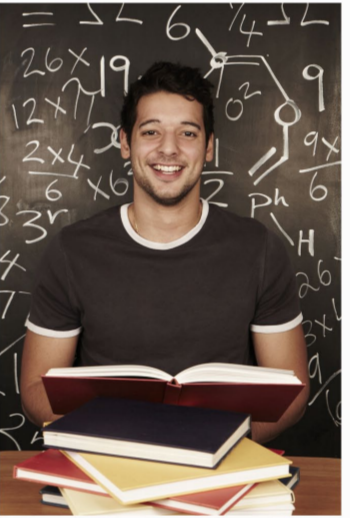
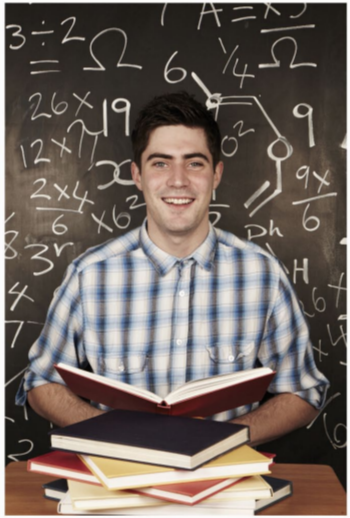
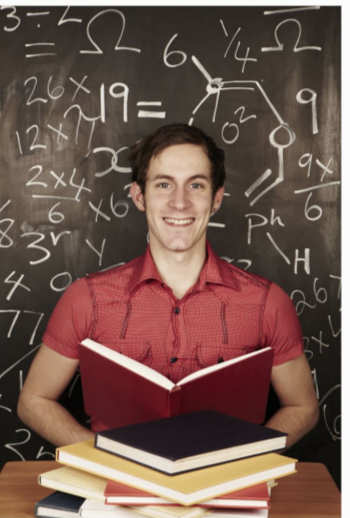
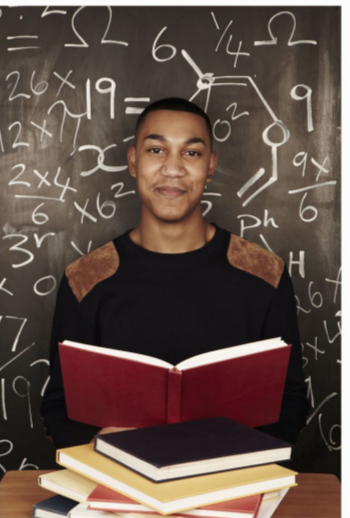
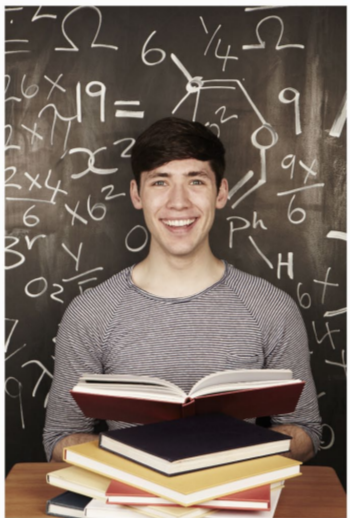
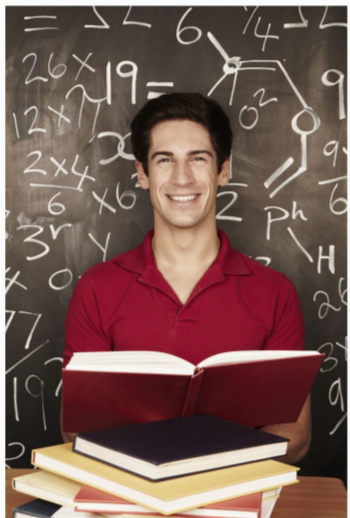
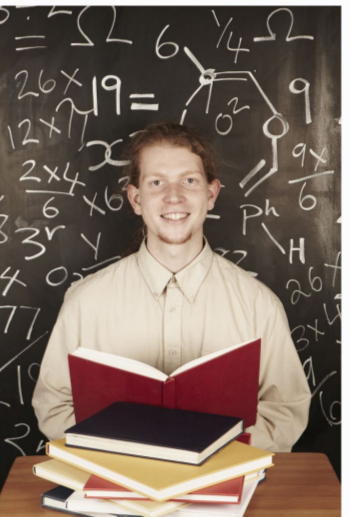
..... *150 word description of how this brand would evolve*

Our idea of evolving the logo is mainly based on an option of usage of different color schemes for each area of OSF's activity like: education, law and governance, media, health, human rights and equal opportunities ... etc. We could change the color of the eye ball in the middle, or there's an option to add a different graphic element which will surround the symbol, cover it, underline the symbol set in the color scheme which fits for current field of OSF's operation the best. Another option to evolve this new logo and brand is to change the small caps word foundation to a word of an actual field of activity for example : Open Society Education. This change is also possible with color scheme change to make it more direct and more specific for the area of activity. **Colors are playful and young people love colors :**) (brief notes).

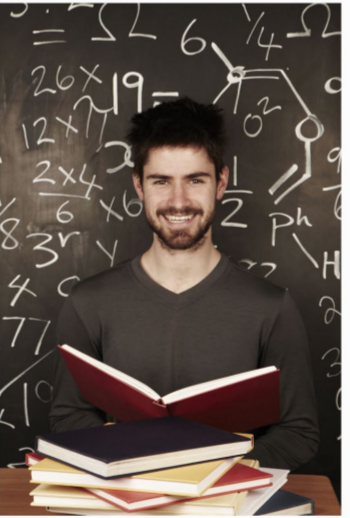
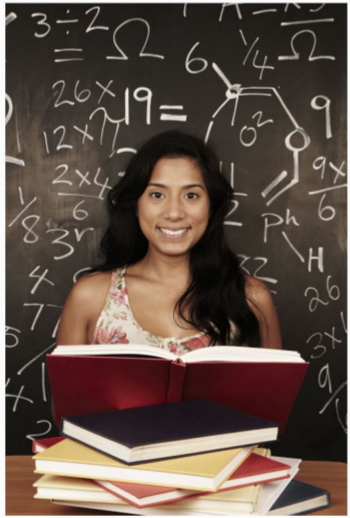
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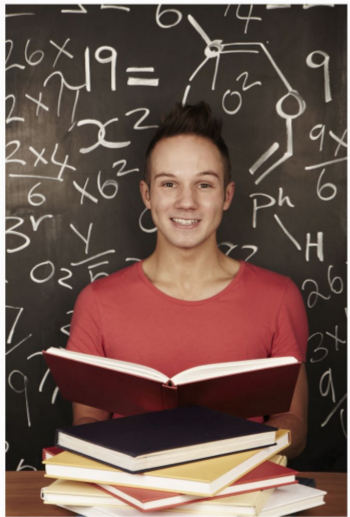
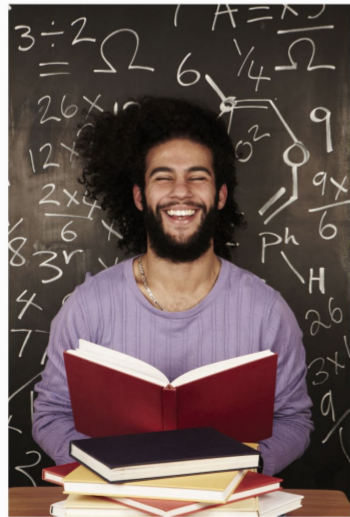
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