Please find attached our brand identity for NOS-OSF.

**How the brand identity fits the brief**

Main visual idea behind new Open Society Foundation logotype is connection between spiral from old identity, clean circle shape and stripes in 30° angle, which are representing the growth of experience and expertise of the organization in the past twenty years.

Typographically we were trying to don't achieve too official or bureaucratic look. We chose font type which is closer to young people and public audience, but it is still professional and clean. We decided for consistent approach also with definition of brand color scheme. We left current NOS-OSF dark blue and added lighter blue color, what made the feel of brand more alive and more attractive for younger audience.

We are also suggesting an innovation in the name of organization. Simplification of "Open Society Foundation" to "Good Society" (in Slovak "Dobrá Spoločnosť"), what is also the main goal of the foundation and our main message. Same visual style is applied also on the new naming.

**How the brand would evolve**

Our society lives in lot of negative stereotypes and prejudices. Many of them are false or incorrect, but we are automatically accepting and spreading them without any reality check by ourselves. Sometimes all what it takes is just to stop for a while and observe the reality around us. The OBSERVATION of reality is also essential in Karl Popper's principle of falsifiability, based on critical rationalism.

And that's why we defined, as the secondary variant, logotype with letters O (represented by circles) cut out. This way observer can see through the logo and application material to the background behind it. This simple principle represents also openness of the foundation and supports easy recognition of the new brand. See the application on business cards and simple print ad.

Good society isn't an utopia, its the society which we already live in, it just need couple of people to stop, take a look around and find how they can help.

Please, can you confirm admission of both our works (also CYBER, sent yesterday)?

Thank you very much.