



NADĀCIA OTVORENEJ SPOLOČNOSTI OPEN SOCIETY FOUNDATION

150 word description of how the brand identity fits the brief:

The base of logo of Open society foundation is the spiral. It is a characteristic feature that people are strongly connected with this organization. We added to this feature more personal nature, which are the human hands, while we tried to intervene as little as possible in a spiral shape. The spiral in conjunction with the hands together are creating a an embrace and an openness of the society. The embrace is a sign, which means more than co-operation, more than friendship. We can only hug a person with whom we have a special relationship and it is also a kind of greeting of young people. Hands are a symbol of people, human work, clean hands represent honesty, fairness and trust, and also hand like a help in need. With the hands we can communicate without words, thanks to them we can create a culture, art, relationships, society and values that persist for generations. Colour of the logo is left, but we've added a subtle gradient, which we supported the idea of the diversity of people, when your hands are the same and yet different color. A font is modern, traditional, yet also contains elements of timelessness.

150 word description of how this brand would evolve:

The aim of Open society foundation is to promote values of open society, create opportunities for people to improve their lives Cooperation with various institutions leads to the realization of compact, various targeted programs for the general and professional public. The aim is the simple and acceptable way how to harmonize cooperation and offer it to people who can not be included in the company. We also help the people "hungry" for information and progress forward, people trying to find their place in society, improve the quality of life and bring comfort and satisfaction. It should be point out a new trend, incoming into our daily lives, and it is the popularization of culture, science, politics, health, media and arts. We have to try to bring equal opportunity to people's lives through a simple way, encourage and develop their interest in education, information and know-how, that will have long-lasting effect. It is also important to break all the people to have the opportunity to be full members of our society and to be a real personalities. And finally, the hands as a concrete element of new logo are easy to remember. Also opens up the new possibilities for the use of advertising and promotion of foundation.

