



OSF | NOS

**Let's get better**  
**Budme lepší**

full version



OPEN SOCIETY FOUNDATION  
NADÁCIA OTVORENEJ SPOLOČNOSTI

Let's get better | Budme lepší

short version



OSF | NOS

Let's get better  
Budme lepší

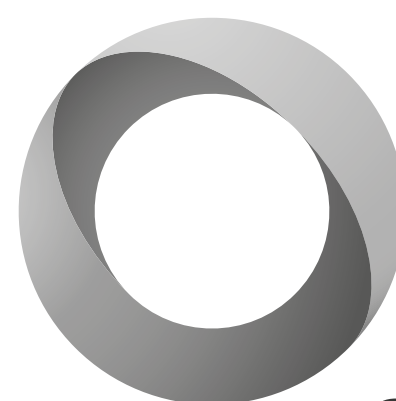
simple version



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b&w version



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inverted background



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## typography

# PRELO SANS

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## primary text color

0/0/0/92

## color code (for use on advertising materials for specific events – flyers, posters)



OSF | EDUCATION



OSF | EQUAL OPPORTUNITIES



OSF | LAW AND GOVERNANCE



OSF | PUBLIC HEALTH

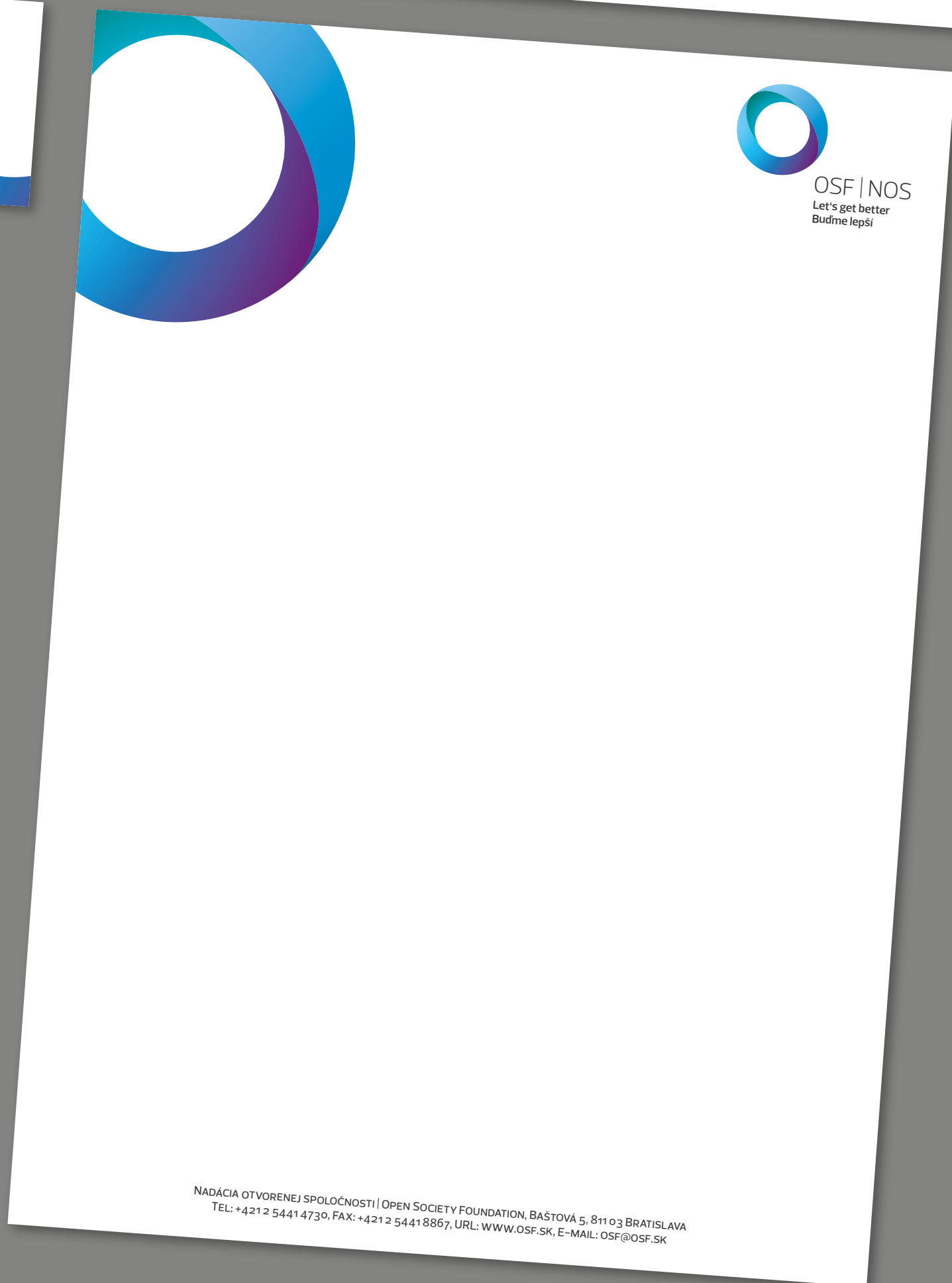


OSF | MEDIA AND COMMUNICATION



OSF | INTERNATIONAL COOPERATION

stationery (flyer, business card, letterhead, document sleeve)



OSF | LAW AND GOVERNANCE

FEBRUARY 26<sup>TH</sup>  
6:00 P. M.

OPEN GALLERY  
BAŠTOVÁ 5  
BRATISLAVA

# CORRUPTION IN BUSINESS:

UNAVOIDABLE OR UNACCEPTABLE?

**PANELISTS:**

**Joseph A. Napoli,**  
General Counsel, U. S. Steel Košice, s. r. o.

**Andrea Novosedlíková,**  
Manager, Forensic services, Deloitte

**Gabriel Šípoš,**  
Director, Transparency International Slovakia

**Miroslav Trnka,**  
Co-Founder, ESET

**MODERATOR:** Erika Olson, Political Officer, U. S. Embassy



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stickers



wristband



advertising







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## HOW THE BRAND IDENTITY FITS THE BRIEF?

We chose a Mobius strip as a new symbol for the Open Society Foundation. Mobius strip is perfect metaphor of the OSF's work – although it IS round, and therefore symbolizes unity, it also has only one plane – so everyone is on the “same ship”. The symbol works well with the words “open” and “otvorený”.

We chose to leave the name as it was, because in our eyes the brand is well recognized in Slovakia and isn't in need of re-launch. The name also helps to recognize the brand after the redesign.

The colors used in logo are evolution of the blue shade used until now. We tried to achieve modern and dynamic look without being too wild.

The claim “Let's get better” is simple formulation of the OSF's role. We simplify the understanding of rather abstract term “open society” and thus bringing the brand closer to the common people.

## HOW WILL THE BRAND EVOLVE?

The next steps after the rebranding should be reinforcements to the brand image. With this identity it is important to explain the Mobius strip symbol and it's philosophy to the people, which can be done by using it in the motion graphics, or as an unusual propagation material (e. g. wristbands).

Proper care should be also given to the implementation of the color code system, which divides the activities of the OSF into three groups. These three groups can be later viewed as sub-brands, which would give them more freedom in their own interpretation of the identity.

The new claim should be the example of the new tone of voice for the brand. Clear, simple, understandable. OSF tends to use a lot of technicalities and specific terms in its communication. This needs to be cleared out in order to get closer to the people and spread our ideas.