



Young Lions 2012

design

LOGO:

CMYK



NADÁCIA OTVORENEJ SPOLOČNOSTI
OPEN SOCIETY FOUNDATION

BW



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OPEN SOCIETY FOUNDATION



How logo fits to the brief:

The foundation creates the supportive platform for giving the new questions for organizations with the goal to improve the society to be more open, transparent and accepting all people.

Thus we decided to use as the basic symbol of a question mark (?) 180 degrees to reflect the shape of a person with an opened head in a position of opening something (ex. doors) and moving forward on the journey to achieve the vision.

The Linkage to previous identity

New identity is linked to the old one by keeping the main symbol of a square, the shade of a blue color and the the full name foundation

Target group 19 - 35 men and woman / 25 - 50 men and woman/ journalists, layers, educators

To attract the target group we used the brighter shades of blue than the shade used in old brand and trendy font DIN LIGHT with the dynamic simple and clear design of the idea „Vision, expertise, making change possible.“

How logo evolves:

Feeling of openness towards new ideas and innovation

These values are expressed with the open shape of head of the silhouette and the opening like position of the silhouette situated in the square replacing the old spiral shape.

Growth of its experience

The basic symbol provides aside the symbol of the silhouette the

symbol of a journey, which is wider at the beginning (right side of a square) as a symbol of strong experience behind.

Expertise

The value is symbolized via the symbol of a question mark. Question is one of the basic pillar of the expertising.

Vision

Vision is symbolized in the shape of silhouette going ahead on the clear journey

Making change possible

The value is expressed via the position of the silhouette in position of opening the door to the new opportunities bringing new change expressed as the lighter blue colour.

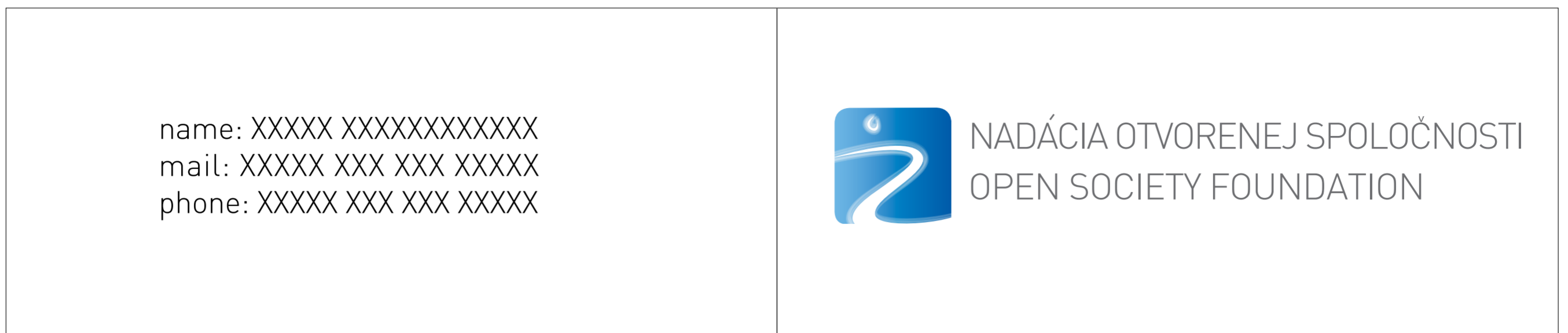
Equality

The value is expressed in the rounded square shape as the symbol of a whole with the equal 4 sides presenting the world as a whole composed of 4 human races. Rounded corners reflect the cohabitation of the races in the society.

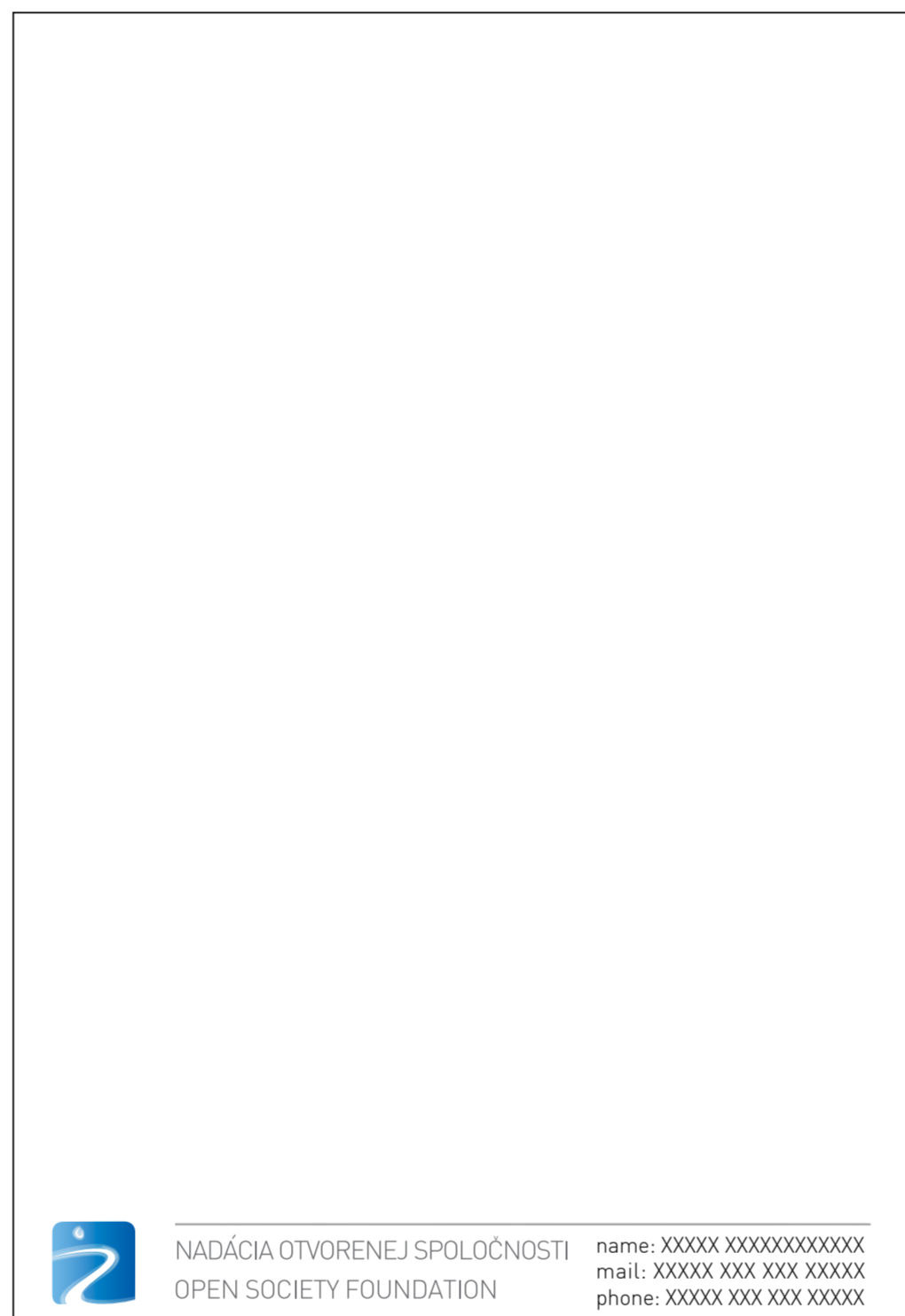
BUSINESS CARD

back side

front side



HEADING PAPER



WALL

