



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.