

.brand name

Open Society Fund Slovakia

.claim

Be open. Be better.

.rebranding

Open Society Fund Slovakia deals daily with several issues addressing one main goal - an open society. One of the most striking problems is the one of non-existent inclusion of minorities into a modern-day lifestyle led by many of us. Resolving this issue is not an easy task, which unearths bold statements such as unity, inclusion, focus, initiation, revolution, completion and openness.

In need of rebranding to a more innovative and modern shape, it seemed that resolving the task deserved the one symbol binding all of the keywords together - a **circle**. Open but solid, striking yet clear. The hole inside the circle resembles the centerpoint of unity and functions as a looking glass through which we can identify and address the issues surrounding us in modern society.

This innovative and minimalistic approach allowed us to make use of many different forms a circle can take as the core of new branding. Simple, bold, memorable, modern, fresh. That's what OSFS is today.

.evolution

The brand identity would further evolve in more traditional media, ideally targeting luxury magazines. The main idea would take the advantage of one page perforated with a hole, showing a housing ad on the following page. Strong visual language on the perforated page will give reader the impression that not everyone is given the chance to occupy a modern-day residence.

A more extreme approach would consider sticking wall graphics and installing circular cutout decals with visual claims on coffee shops and outlet store windows, guerilla style. This, combined with simple, striking claims targeting poverty would result in a strong message to by-passers and window shoppers.

Strategic positioning of the visuals in downtown and malls would assure the involvement of the younger target group, that needs to recognize and address the issues which still reside in our modern society. Same approach would be taken online, where the idea of a small round hole in the website combined with a simple claim would show the contrasting lives of the less fortunate.

BE OPEN. BE BETTER.