

THE BASICS OF REDESIGN

OPEN SOCIETY FOUNDATION

The Open Society Foundation's activity focuses on various different fields, which is something we wanted to reflect in a new, visual way. The crux of our idea is visualising 'connection'.

The idea would connect elements into a group that is visually represented by dots, which would create a continuous line after being connected. These six main points symbolise the pillars of the society. The shape of the ellipse has been inspired by the foundation's history.

Basic 6 element of society

1. Personal relations / 2. Environment
3. Improvement / 4. Culture / 5. Learning
6. History

A simple and accurate form of claim supports the idea of progress, change and modern approach. Claim can be filled into the communication as a link to the company's versatility.

The aim

To create a simple and flexible identity that represents the idea of Open Society Foundation, an identity that can be used in original ways in the future while maintaining its core form.

BRAND IMPROVEMENT & APPLICATION

Visualisation leaves space for change and flexibility, but at the same time the transformation will not compromise the core idea.

During the theme changes, we added text to the title. The logo can be divided in communication that uses the individual elements, which concerns especially organising of events such as Slovak Journalist Award or Open Gallery in Bratislava.

The written representation should include the word 'OPEN', which would be typed in as a symbol in a visible zone in order to maintain the connection to the brand.

Combining visual symbols with text maintains the innovation and freshness that will speak to a variety of targeted audiences.

Application of materials (such as video or filming on outside locations) to the graphic templates connects the everyday elements of life in order to create a new vision.

e.g.

- * projecting images on the sky to create a new constellation
- * transferring visuals on buildings, for example linking open windows, etc.

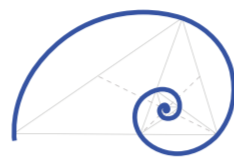
INSPIRATION



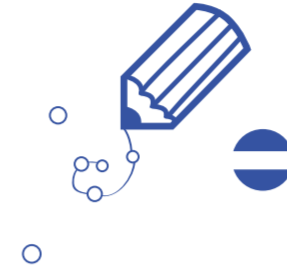
LOGO PROCESS



Basic 6 element of society



The Golden Ratio



Connections



The final element



Blue is the colour of the sky & the ocean. Unlike red, which is quite aggressive, blue stirs feelings of tranquility and peace based on the chemicals it creates in the human body.

LOGO



CLAIM

VISION OF CHANGE

EXAMPLES

