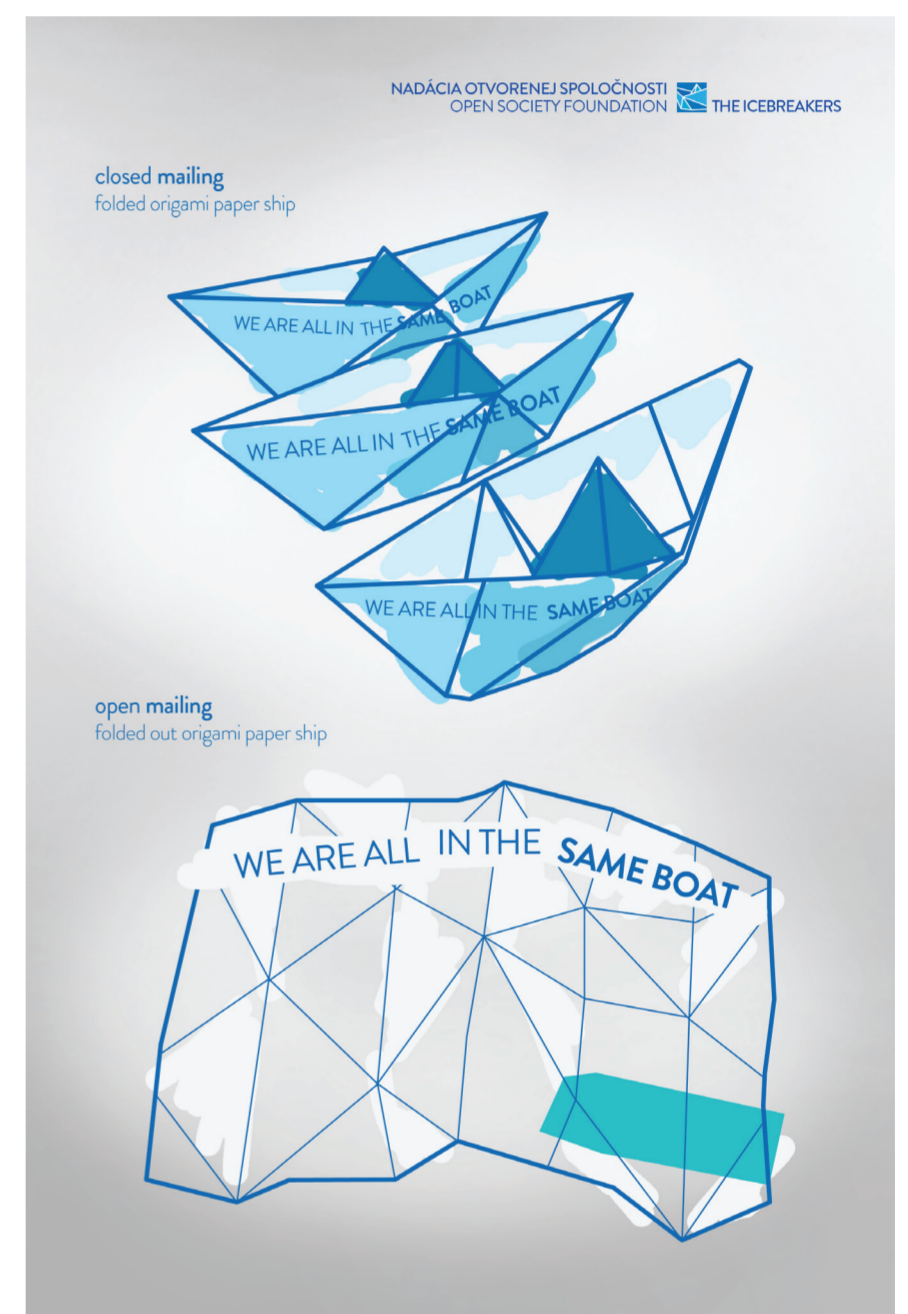
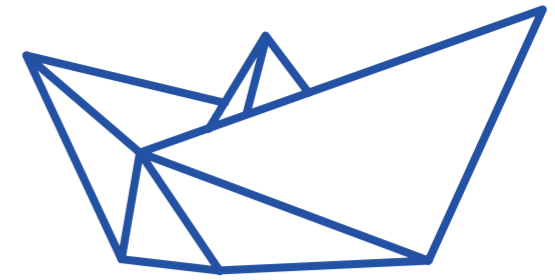


THE ICEBREAKERS



How it fits

We make changes possible and tell people with the new claim. People have to change their minds and they have to realize, that everyone of us living here is the same human and have the **same chance**. **Breaking the ice** helps us to speak with people without any shame or awe, to know each other better and join the group with a position like everyone else have. The logo fits the new claim.

Its a vector-drawing of an icebreaker in a very simple way. This icebreaker is the new **brand identity component**, which you can find in the communication - used in many ways. If you give it on the top of a person, it looks like a crown. This says, that everyone of us is a personality, everyone is a "king", no one is the attendant or means less or more.

How it evolve

We changed the logo to an icebreaker - showed in a very simple way. The ship stands for **finding a way with breaking the ice**, come to the point in a simple way. It looks like an origami ship, which every small child can fold. It says, that it is not so hard to break the ice, everyone can do it and be a better person or fight for something he want. Also a blank paper can be fold to something special or beautiful, so, also everyone of us can be or do something special. Blue color stands for friendship and also marines use the blue-white combination, which fits to our ship idea. We changed it to a lighter blue, for a fresh and kindly atmosphere. The feeling of the communication is more friendlier and younger, because of the colors and of the whole modern looklike.

