



Young Lions 2012 - Design
Open Society Foundation



INICIATÍVA ZA OTVORENÚ SPOLOČNOSŤ INITIATIVE 4 OPEN SOCIETY

The Name

Our first idea was to change the name so that it reflects the core values but offers various advantages compared to the previous name. This is how we created the name „Iniciatíva za otvorenú spoločnosť“ and „Initiative 4 open society“.

It has the same abbreviation both in English and in Slovak (I4OS) which is great for international communication (f.e. in conference English names are often abbreviated).

At the same time, „Initiative“ sounds more active and fresh and less „financial“ than „Foundation“.

The Logo

When creating the new logo we went for a simple and elegant but meaningful design which has strong link to the previous logo, as given by the brief.

The sign on the logo is viewed as a sign of subscription and approval which goes along with positive attitude towards the society advocated by the I4OS.

The open upper corner of the square visually stands for Open society.



The Claim

The whole logo plays along the new claim for the I4OS, which we have set to:
„Štát je služba“ or „The state is a service“.

This short sentence explains the main idea behind the Open society policy and is catchy enough. Our idea is that the logo and the claim should be strongly linked to the logo at first, but later on the logo should become a sign of itself – representing the same values as I4OS.

The Symbol

The logo should be used as an approval whenever situation calls for it: if the government gets their priorities right, if a meaningful conference takes place...

The Open society policy deserves an immediately recognizable logo as strong as other policies have – such as hammer and sickle for example. Our idea is to transform I4OS beyond a brand and make it a symbol of ideas it represents.



The Visuals

At first the logo is always used with the name or the claim to support the recognition



ŠTÁT JE SLUŽBA
THE STATE IS A SERVICE



The Visuals

The claim and the logo are easy to adapt in various situations, such as conferences



The Visuals

Later along the campaign the logo is transformed into a symbol and it can be used in even bigger variation of places and situations than the original design would ever permit. In this case it might symbolize that this section of the library was supported by the I40S.