

Workflow:



Color alternatives:



Final logotype

COLOR:



Description of how the brand identity fits the brief

The redesign and the claim is created in the way of communication of the vicenarians and early tricenarians with respect for the OSF ideas.

We use the phonetic form of the word HIGHLIGHT /haaj - light/ which sounds as a greeting. The greeting idea goes hand in hand with the open mind idea.

The open mind idea is used as a link between the official OSF agenda and the brief message.

The main design describes the OSF activities and the target group as well. The new OSF design based on colors and shapes of the original OSF design. It communicates the OSF ideas with imagination and open mind like a symbol of unroll spiral.

Black and White:



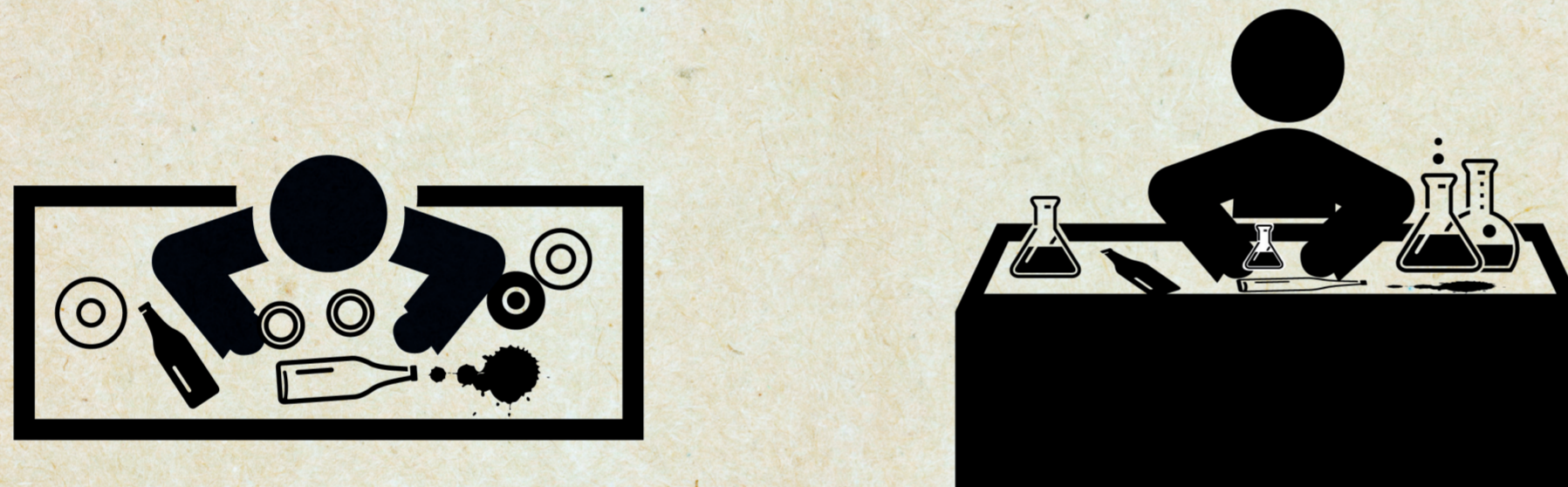
HAAAJlight your Corporate Identity



Name Surname
+421 2 5441 473
Oosf@osf.sk
Open Society Foundation
Baštová 5
811 03 Bratislava
www.osf.sk



Find a new point of view



Description of how this brand would evolve

We will put the HAAAJconcept on the web. E.g. Imagine a website menu. HAAJfight - Grants and Programs, HAAAJus - OSF Contacts, HAAAJgallery - picture and video gallery.

We will organise events for people involved in OSF programs (scholars, celebrities...) to change their experiences and skills.

The guerilla will consists of the claim posters posted on the walls of conservative institutions (house of parliament, the main court building) to make them more open minded.

The series of prints will focus on education, anti - dicrimination and equal opportunities. We will show how important should by find a new point of view. E.g. You can see first print speaking about education. In the second we think a Roma is trying to rob a man, but actually he is trying to help the man. Roma is a doctor.



HAAAJlight your Concept

