



How the new brand identity fits the brief?

The task was simple: maintain links to the existing identity, though move it forward so it reflects growth, experience and openness towards new ideas at the same time. Simply said: Upgrade the current logo. What did we do? Starting from the original logo we took the spiral and simply stretched and unwove it. This way the basic motive was kept and created the wanted link between the original and new visual identity. What is more, the new spiral brings up some new symbolic values: At first the stretch of the spiral symbolizes growth – it extends as well as the experience and expertise of the foundation. Secondly the unwove spiral represents the openness towards new ideas and innovation – unlike the original spiral that was indrawn, the new one breaks this common form, symbolizing bravery to think in new ways and also untwisting / loosening of current rigid social structures and prejudice.

How this brand would evolve?

The new logo has a big potential. It is simple, therefore it is well recognizable and memorable. Its simple graphic curve can be used not only as a logo or as a graphic component of the brand's design, but also as a visual part of the marketing communication, for example in the print advertising. The spiral can be also animated for use on the internet or in audiovisual promotion. Already mentioned simplicity and metaphor attributes of the new logo make it easy to use, to adapt and apply in many forms, it provides options for playing with the logo, so that it is not only used in a given form, but can be modified for certain purposes (like in the example of T-Shirt). This way the brand also demonstrates its flexibility and openness.