



## HOW DOES THE DESIGNED IDENTITY FULFILS THE BRIEF?

We have decided to liberate the current logo from the square-bordered space that did not represent the requested openness, and we have, however, expanded the idea of a characteristic spiral as a line connecting the new identity with the old one.

When creating the new identity, a circle became a symbol of incommunicativeness for us, that however, can be easily disrupted, for the circle to be opened. At the same time, the circle represents a society as such, therefore, the unbounded circle is a basis for the new identity.

Since the foundation brings new views and opinions with the aim of supporting their tolerance within the society, we have built the identity on the representation of this activity. The individual opinions are understood as the individual's view of the world, which is illustrated in the identity by the symbol of a view angle. The variety of individual views of the world is represented by different sizes and lengths of view angles. Colouring of the angles on one hand represents a human diversity within the society, and on the other hand, a great number of individual activities of the Foundation. Mutual tolerance of opinions, creating a basis of the open society, is illustrated by an interleaving of view angles.

Multi-colouring and playfulness related to it is also a way of approaching the target group for us. A variety of the individual elements and irregularity of the resulting shape also brings dynamics to the logo.

## HOW SHOULD THE NEW OPEN SOCIETY FOUNDATION'S IDENTITY DEVELOP?

The new identity consists of 10 colours, currently providing a sufficient palette for variations of the individual Foundation's programme sections. If their number or redistribution changes in the future, the colour scale of the logo can easily reflect that. Also, should some Foundation's activities become the key ones within the brand, there is a room for including a new colour into the identity.

In time, the shapes of individual view angles may be slightly changed, to meet the actual requirements of the industry, however, the main idea of the new identity is what matters. This cannot be disrupted by a slight change of a shape or a colour.

The future development of the identity is hard to predict, as other changes, as given above, would disrupt the idea of the identity, thus decreasing its added value. The new identity is considered to be sustainable and timeless, this also thanks to the fact, it is not built on any actual trends.

## CLAIM

„We welcome every opinion.“ / „Každý názor sa nám ráta.“

Best regards