

# OPEN SOCIETY FOUNDATION / NEW BRAND IDENTITY

OSF's core principles are openness, transparency and creating opportunities for dialogue in our society. How can we transform openness into the visual identity?

**OPEN**



The circle - a closed shape. Doesn't really lead anywhere, doesn't give space for change.



We literally opened the circle, thus dividing one object into two. We broke out of the vicious circle.



New Logotype: The decomposed circle stands for openness, cooperation and creates a visual space for dialogue.

*"Change is possible with your mind open."*



**YOUR MIND OPEN**

New Claim



OPEN TO ... VARIETY

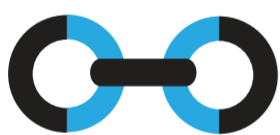
... DIFFERENT CULTURES

... EDUCATION

... MINORITIES

... OPINIONS

SFO is active in many different areas. So is the new identity:



INTERNATIONAL COOPERATION



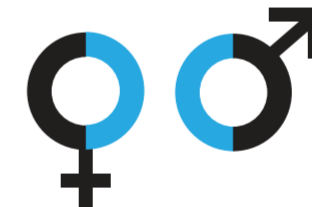
LAW & JUSTICE



EDUCATION



PUBLIC HEALTH



EQUAL OPPORTUNITIES



MEDIA & COMMUNICATION



## How would the brand evolve?

Thanks to its simplicity, the new concept of openness gives us wide possibilities of use. The symbol of an open circle (or reversed brackets) opens space for creativity, for both illustration and logotypes.

Variability of the logotype with various OSF projects. It even gives us possibility to play with OSF's 20th anniversary.



A tear-off ticket stripe of business cards with closed circles. The circle is broken when you tear one card off. By opening the circle, you're opening yourself for communication.

