



**NADÁCIA OTVORENEJ SPOLOČNOSTI**  
OPEN SOCIETY FOUNDATION

# FITTING THE WILD

## FITTING INTO THE BRIEF

Every brand should have a story lying behind its visual identity. Especially a brand dedicated to the promotion of open society. The story behind our proposal is deeply connected to the fundamental ideas of open society.

We believe that the principle of open society can be expressed with one sentence: *"A society where people Hear open, See open, Speak open."*

Our logo depicts this principle as a place, where people of different cultural backgrounds gather together to discuss various topics, from a bird perspective. The white square representing the meeting point and the four color shapes representing people with different beliefs gathered around the place in an equal fashion.

Thanks to the elements and colors chosen, the logo communicates these principles in a simple and clean yet solid way with a touch of fresh and playful feeling.

The connection to the existing brand is rather in meaning and proposed values than in visual representation. We also refrained from using the original blue color as we do think that it represents the closed, corporate world with strict rules limiting the openness of individual minds.

# FROM SIMBA TO LION KING

## HOW THE BRAND WOULD EVOLVE

One of the brief's tasks was to deliver a brand that would stand the proof of time. To fulfill this objective we chose to work with basic geometric elements such as squares and rectangles and restrained from the use of any special effects as gradients or glossy overlays as these are temporary and subjects to current trends.

Moreover, as our logo features a strong story behind it, we believe that as long as the Open Society Foundation continues with its mission, this brand would evolve with it and provide it with a robust visual representation.

Finally, the new brand proposition is constructed in such a way that it can serve a variety of activities that Open Society Foundation creates or participates in.

