

To keep visual indifference with the original logo we decided to keep the spiral and blue color as the main color theme. Thanks to this new branding will retain strong binding to its existing well known identity.

The blue color was used as a symbol of unity (as we all live under the blue sky) Besides, in some philosophies this color is symbolically bound with wisdom and empathy.

We applied certain small 3-D effect provided by adding shadows to spiral for modern appearance. The square colors mean the rich diversity of foundation's activities and should be something like fresh air for the logo. In the design we used transparency as a symbol of transparent society, where help is given where is needed.



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In the future this brand would evolve by doing various activities of both online and offline communication. It should bring some vision for making the world better and then fulfill it - in spirit of the claim: vision is the beginning.

Thanks to a new design of the logo, the brand would have rich variety of communication possibilities with public. Each color could be used for certain activity of foundation.

Virtual transparency of the logo would be inspiration to communicate transparency of foundation itself. Blue color would be a symbol of wisdom and empathy and it would be a great color for some suitable website, T-shirts, stickers and so on...