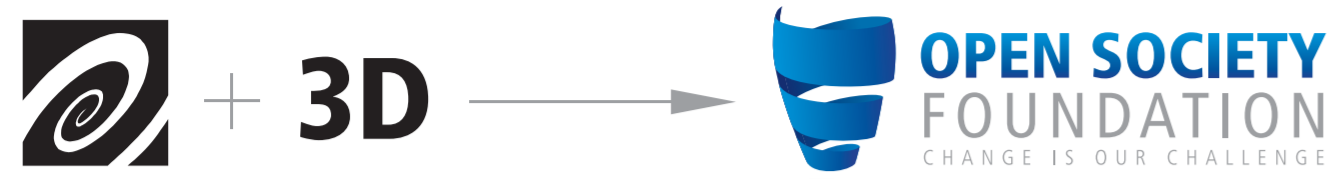


# Logo\*



# Print\*



We have chosen the simple, clean layout and linked the classic media with online by QR code. This print promotes Journalism Awards 2012.

# Web\*



This communication complements the print communication and it is also clean, very typographic, with emphasis on message.

# The Future of Brand\*

Open Society Foundation we dressed up into 3D, well the further communication should be multidimensional, moving with the times and flexible. We still want to reach out to young people. At which place we can find them more than the Internet.

## What next with the brand?

### “Society” is still online

Redesign of brand and introduction of a new look to youngsters we see especially in the online environment. The online format shows its flexibility and continuous adaptation activities that are addressed. (Journalism Award)

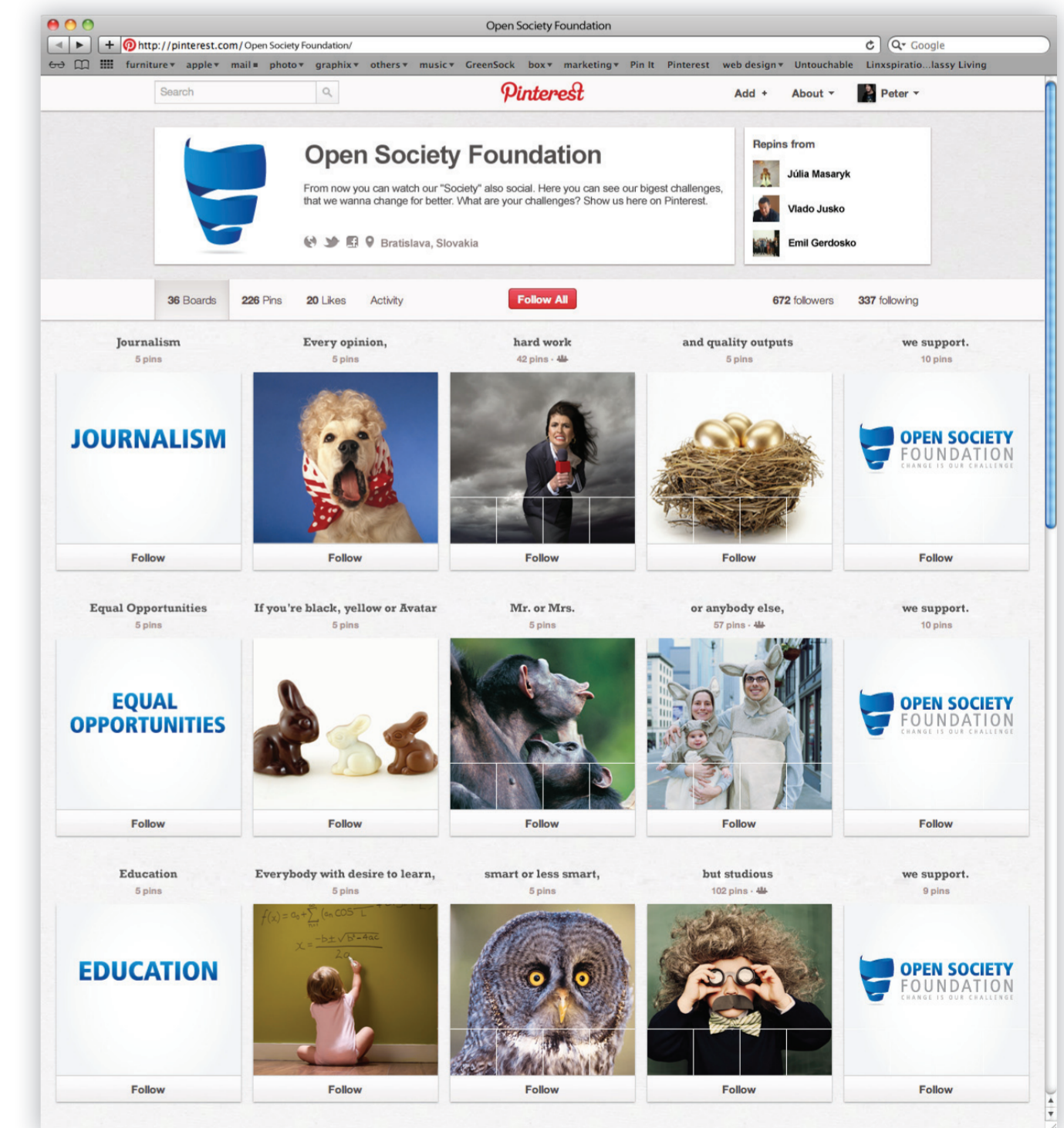
### “Society” gets more social

We are already Facebook, Twitter and YouTube positive. So why not to be Pinterest positive. With our message we are not afraid to communicate lush, with humor and giving a space for interaction, feedback. (What are your challenges? Show us!)

### “Society” loves smartphones

Do not forget the classics: print communications. However as a brand acting in 2012, we are moving it further through QR codes to smartphones environment. We are communicating in new way, playful in order to maintain the importance of our message preserved.

# Pinterest\*



This visual presents, how would the communication looks like on Pinterest. Here we communicate our work and message by playful, young and fresh manner.

## For example, Promotion of Equal opportunities:

“If you're black, yellow or Avatar, Mr. or Mrs., or anybody else, we support you.”

# Brand Identity\*

Our mission was to create a new logo / brand identity Open Society Foundation. In fact, it was mainly about modernizing and approaching to young people the fresh new logo. It was necessary to preserve the main distinguishing features of the brand.

The Open Society Foundation is proud of its two decades experience, expertise and promoting the idea of open society and transparency. In 2012 would like to act as a brand reflecting the current year, thus innovative, fresh, young, likeable and still professional and visionary yet.

When creating a new identity, we have examined all these appeals to the depth and the result is a new three-dimensional shape that actually fits in 2012. The main element of the logo, the spiral, has turned into a 3D and the original layer, representing 20 years of experience, has been joined to new one, today's. We are not concealing the old cover, but adding it newest, more beautiful, younger and progressive appearance. 3D is moving the world and with young people as OSF with intolerant opinions.

The claim of this new design is: Change is our challenge. This message will tell you, that the “new OSF” is courage, innovative and in the line with young people. Because they both love challenges.

The curves, changes, vision, dynamic, insight into the depth. All this represents from our perspective the new logo Open Society Foundation.

