Description of how brand identity fits the brief:

The circle with the dialog bubble inside presents an idea or vision which has an NOS-OSF. This vision is spread by spiral and it is coming outside to the society. Spiral is preserved in new and modern form, shaped as the letter "O" (open, otvorený). The original color is included in addition to another new and fresh colors which are more attractive to young people. 2 shapes which stands out shoud evoke the caring hands and support the claim: Committed to opennes.

Description of how this brand would evolve:

This logo evolves the brand into a modern company open to all inovations including making the changes in its own identity. The foundation is not afraid of the future, its ready to addapt and show the innovations are neccesary.