

BRAND IDENTITY.

FOR THE OPEN SOCIETY FOUNDATION WE HAVE DECIDED TO DESIGN A LOGO DEPICTING THREE MESHING GEARS. THE GEAR IS A SYMBOL WHICH HAS OUTLIVED CENTURIES AND DESPITE THE TECHNICAL DEVELOPMENT NO ONE HAS FOUND MEANS HOW TO SUBSTITUTE IT. GEARS ARE ALSO PARTS OF MANY MACHINES WHICH THEY SET IN MOTION. THIS APPLIES TO OSF AS WELL, SINCE IT HAS GREATLY CONTRIBUTED TO SETTING IN MOTION THE FORMATION OF THE CIVIL SOCIETY IN SLOVAKIA. IT CAN BE ALSO THE SYMBOL OF VERY HIGH VALUE- IF WE TAKE THE WATCHES WITH A MECHANICAL MECHANISM, THEY ARE THE MOST VALUABLE ONES.

SINCE OUR GOAL WAS TO GET ATTENTION NOT ONLY OF THE OLDER GENERATION, BUT OF THE YOUNGER ONE AS WELL, WE HAVE DECIDED FOR CALL-TO-ACTION APPROACH WITH THE CLAIM "TURN ON THE THINKING". IT APPEALS TO PEOPLE AND AT THE SAME TIME REPRESENTS THE MOST BASICS OF FUNCTIONING OF OSF IN SLOVAKIA. THE CLAIM IS, THEREFORE, ABLE TO APPEAL TO A WIDE RANGE OF ITS PARTNERS AND CLIENTS, REGARDLESS THEIR AGE.

BRAND EVOLVING.

WITH BRANDS SUCH AS OPEN SOCIETY FOUNDATION, IT IS NOT NECESSARY TO CHANGE THEIR BRAND IDENTITY REGULARLY. BASED ON ITS FOUNDATION CHARACTER, IT IS MUCH MORE NECESSARY TO PRESENT THE GOALS WHICH IT WANTS TO COMMUNICATE. IT IS ALSO NECESSARY TO REACT TO TRENDS AND DEMANDS OF THE MARKET SOMEHOW, BUT NOT IN SUCH WAY AS BRANDS WHICH PRIMARILY NEED TO SELL DO.

OSF'S BRAND IDENTITY OUGHT TO DEVELOP CONTINUALLY. OSF DOES NOT NEED TO DISTANCE ITSELF FROM ITS HISTORY, BUT IT CAN PROUDLY FOLLOW IT.

THE BRAND OUGHT TO BE PRESENTED AS THE BRAND, WHICH HELPS TO CREATE A CIVIL SOCIETY, WHICH HELPS TO OPEN PEOPLE'S EYES AND WHICH DRAWS ATTENTION TO CERTAIN ISSUES, THE BRAND WHICH SEEKS THEMES FOR DISCUSSION AND WHICH ACCELERATES WHAT HAPPENS WITHIN THE SOCIETY AND THUS HELPS TO FORM A CIVIL SOCIETY.

