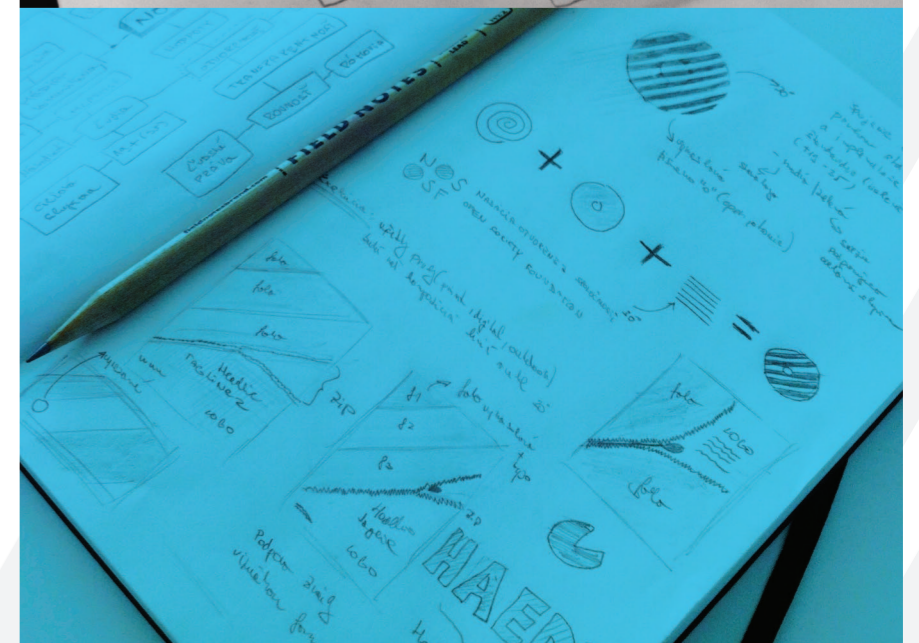
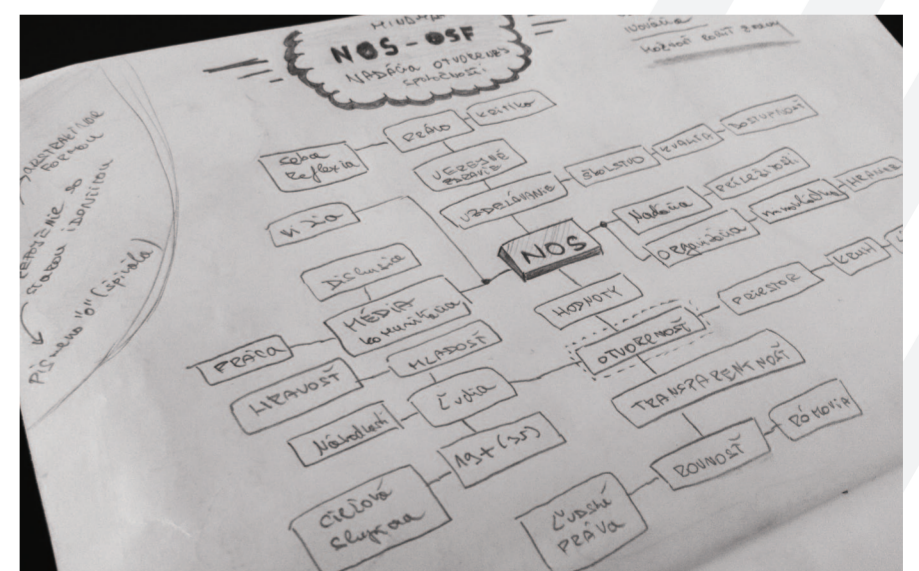
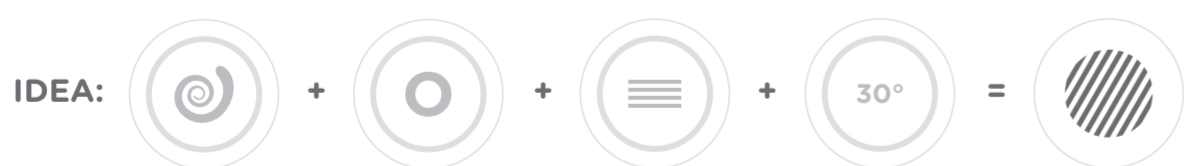
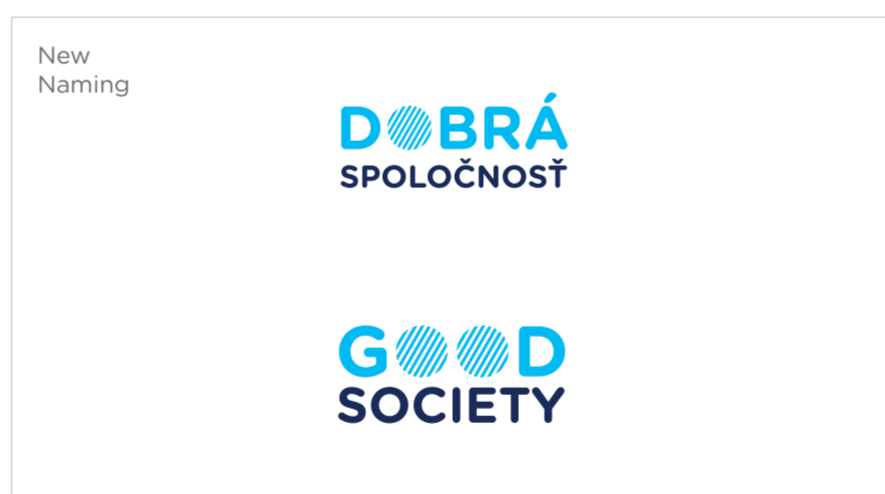
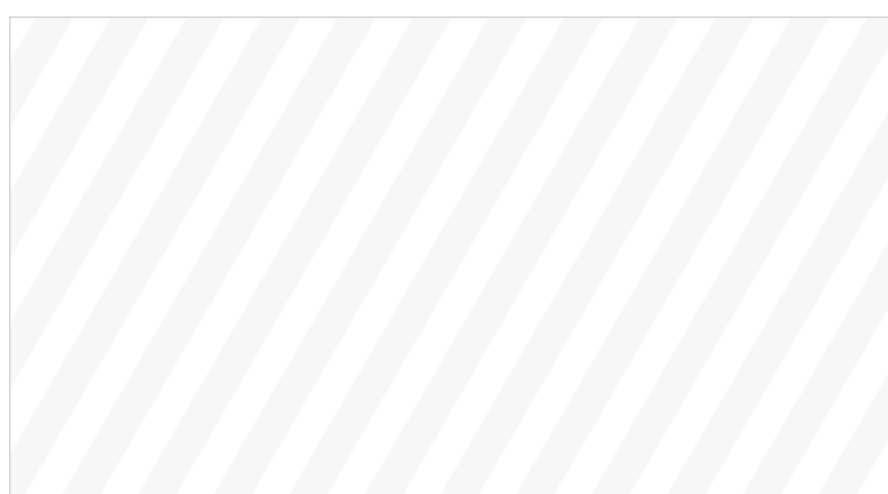




NADÁCIA OTVORENEJ
SPOLOČNOSTI OPEN
SOCIETY FOUNDATION



Main visual idea behind new Open Society Foundation logotype is connection between spiral from old identity, clean circle shape and stripes in 30° angle, which are representing the growth of experience and expertise of the organisation in the past twenty years.

Typographically we were trying to don't achieve too official or bureaucratic look. We chose font type which is closer to young people and public audience, but it is still professional and clean. We decided for consistent approach also with definition of brand color scheme.

We left current NOS-OSF dark blue and added lighter blue color, what made the feel of brand more alive and more attractive for younger audience.

We are also suggesting an innovation in the name of organization. Simplification of "Open Society Foundation" to "Good Society" (in Slovak "Dobrá Spoločnosť"), what is also the main goal of the foundation and our main message. Same visual style is applied also on the new naming.