

In need of rebranding to a more innovative and modern shape, it seemed that resolving the task deserved the one symbol binding all of the keywords together - a circle.

Open but solid, striking yet clear. The hole inside the circle resembles the centerpoint of unity and functions as a looking glass through which we can identify and address the issues surrounding us in modern society. Simple, bold, memorable, modern, fresh.

BE OPEN. BE BETTER.



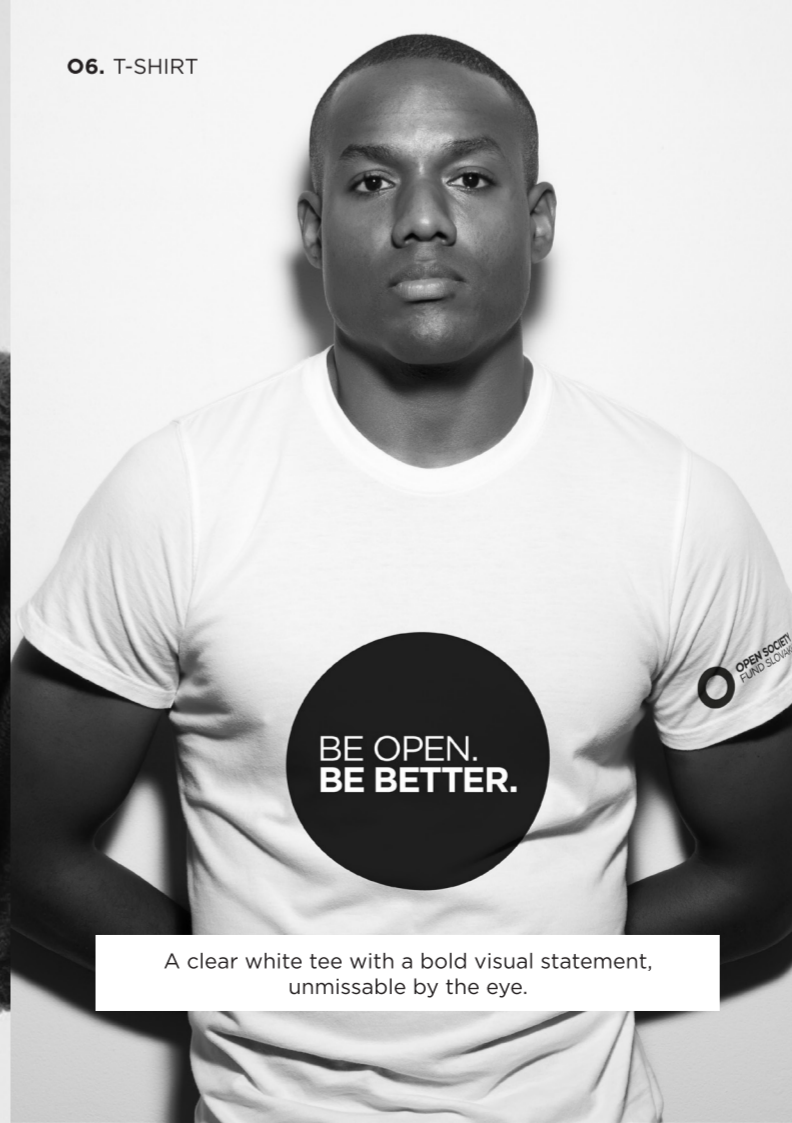
As the shape of a circle takes different yet identifiable forms in the world, its nature allows for many interesting variations as a logotype.



Traditionally styled print showing one of the purposes of Open Society Fund in its minimalistic style.



Guerilla style sticker decal with a cutout hole, for a more extreme, yet clear approach.



A clear white tee with a bold visual statement, unmissable by the eye.



A special big outdoor print, noticing the social divide between our societies.