



Logo for the Internet - with the language menu

Logo takes the initial letters of the language that was chosen

People can chose the name in different languages at the same time

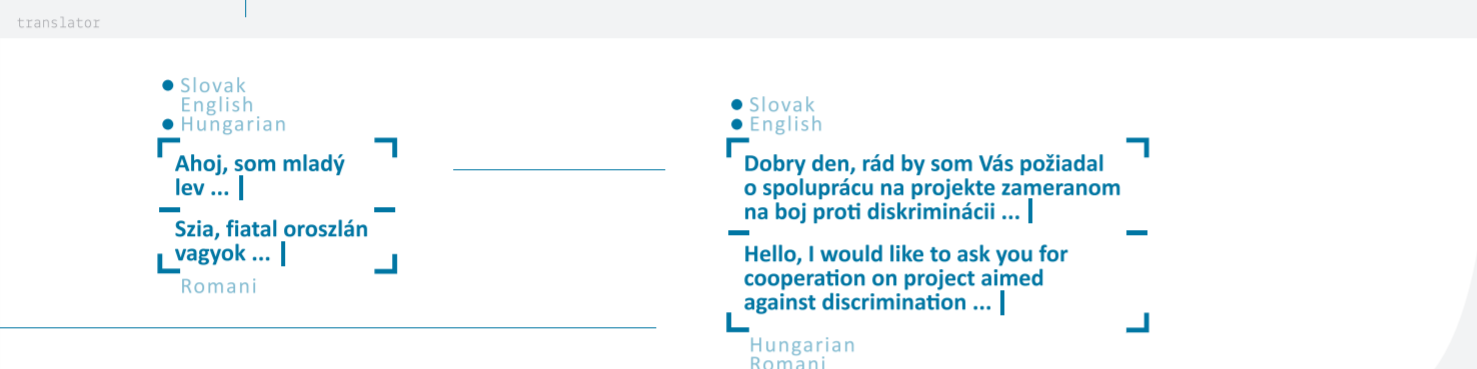
Print materials with QR code that links to the OSF translator application

Brand Identity

Instead of a traditional passive logo, Open Society Foundation uses a functional element. On Internet, everyone can click through the different languages that complement the logo and translate the name of the company. In addition, they can overwrite the name in the logo and use it as a very simple and clear translator. Slovak and English are complemented with Hungarian and Romany - languages of minorities, that are often met with intolerance. In case OSF will be solving issues of zet another minority, its language will be added to the basic kit of languages. Logo is open, flexible and for everyone. It says that OSF serves and helps people and it is a modern and innovative brand. The Foundation makes a clear statement that it is useful for people. In addition to the internet translator, the brand provides a simple smartphone application which works on the same principles. The functional logo tells a story about minorities, education and understanding. Open Society Foundation understands people and their needs, it understands the tolerance.

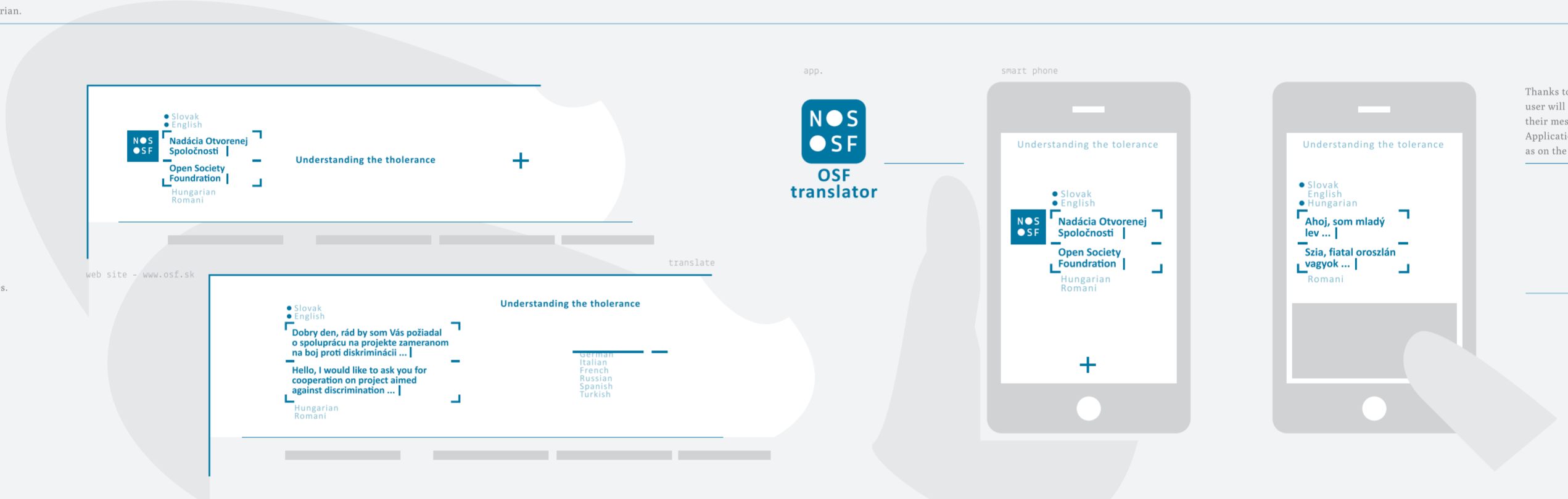
- The new logo: simple,
- timeless,
- informative,
- functional,
- useful for young people,
- innovative,
- links to the old logo and is based on a corporate color

When the name is used as a translator, a square element of the logo disappears



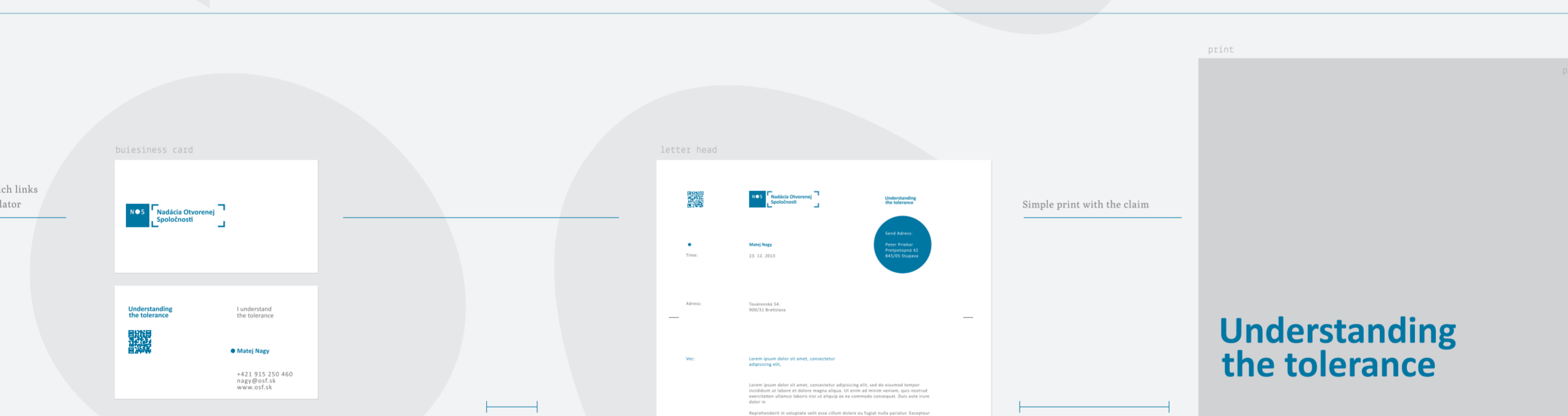
The frame is flexibly adapted to the length of the text which one wants to translate. For example when one intends to translate from Slovak to Hungarian, he chooses these two languages and by writing in a field intended for Slovak, application automatically translates it in the field intended for Hungarian.

# Understanding the tolerance



Plus button opens other languages.

Thanks to a smartphone application, user will have the OSF translator with their message with them at all times. Application works in the same way as on the Internet.



Business card with a QR code which links to the website with the OSF translator

Simple print with the claim

Brand Evolve

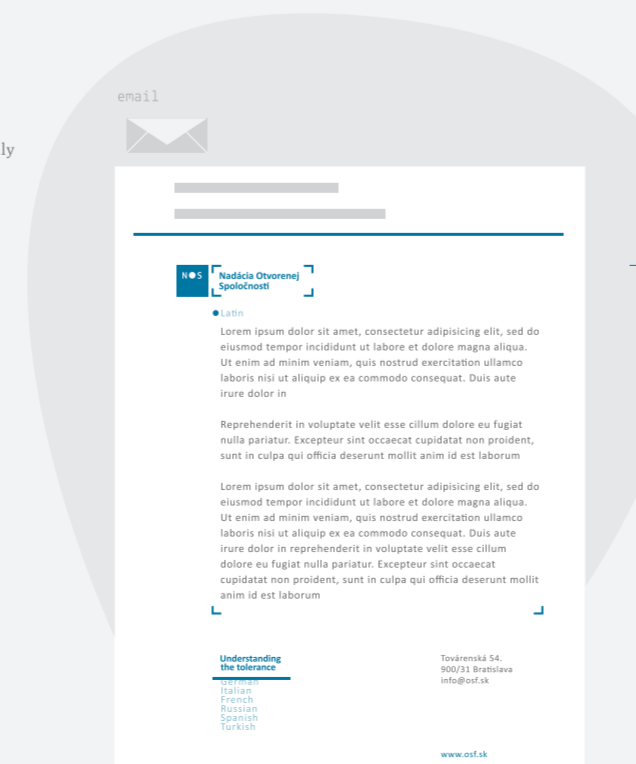
Open Society Foundation will communicate via Internet even more, where its target group (young people) can easily find it and understand its message. By doing this, the brand will present itself as an innovative and environmentally friendly company. Standard letters will be replaced by e-mails, business cards will be exchanged by Bump for iPhone, and other applications for other smartphones. Foundation will communicate mainly on the Internet and will use smartphones because this is the way how the target group wants to communicate. Moreover, the use of technologies will allow the brand to take a full advantage of its functional logo, which helps people to understand each other. Mutual understanding and environmental friendliness will be two main themes that will shape the future of the brand communication. Because in the future, we will understand each other and the place where we live.

Letter head with a QR code which links to the website with the OSF translator

In an e-mail one could easily chose a different language by one click which leads to the website with the OSF translator



Bump card - by iPhone shaking, people will exchange their business cards and in an addition, one will receive the OSF translator application



Translator of politician' speech - the translator helps people to easily understand what politicians want to say - transparently and shortly. People can translate a statements that OSF publishes on its website.