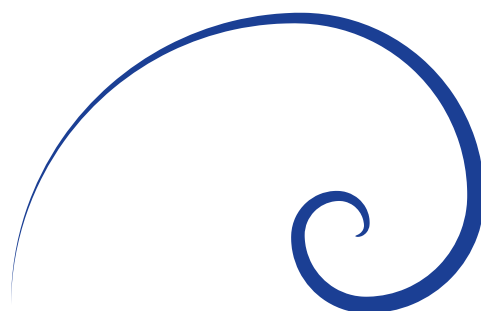
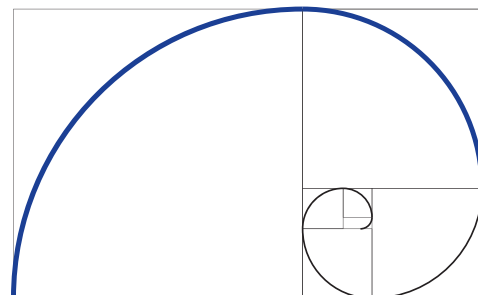


Evolution of logotype:

Evolution of the logotype for OPEN SOCIETY FOUNDATION - NADÁCIA OTVORENEJ SPOLOČNOSTI (NOS-OSF), develops the previous version of spiral used.

However, we have chosen to change the established design of spiral, and make it more symbolic as well as calligraphic. Starting with the shape of approximation of „golden“ or „logarithmic spiral“ (whose growth factor is φ , the golden ratio, which gets wider, or further from its origin by a factor of φ for every quarter turn it makes) - a **Fibonacci spiral**. It is not a true logarithmic spiral. It is made up of a series of quarter-circular arcs whose radii are consecutively increasing Fibonacci numbers. Every quarter turn a Fibonacci spiral gets wider not by φ , but by a changing factor that equals the ratio of a term in the Fibonacci sequence to its predecessor. The ratios of consecutive terms in the Fibonacci series approach φ , so that the two spirals are very similar in appearance.



Approximations of logarithmic spiral or Fibonacci series can occur in nature (shapes of galaxies, sea or wind whirl, shell of Nautilus, floral spores, blossom of some flowers...).

Various symbols, expressions or utilization of golden ratio, fibonacci series, or spirals themselves are very appreciated in art, architecture and design... Sacred geometry, working also with Fibonacci spiral explicates its symbolic function - as the expression of **continual growth, infinite process of development**, as well as the symbol for the **instrument, initiating the world movement**. These are the main ideas, why we have chosen to resume in work with the spiral - which (like the foundation itself) represent the growth, development, continual opening...

Our spiral is this way more simplified, thanks to its geometrical (or symbolic values) reffers strictly to the ideas, that we need to incorporate to the brand itself.

We have maintained defined color (PANTONE Blue 072 C; in CMYK: 98, 100, 21, 7; in RGB: 16, 20, 126).

We have used the font **Avenir LT CE 35 Light**, a geometric sans-serif typeface designed by Adrian Frutiger in 1988, and released by Linotype GmbH, now a subsidiary of Monotype Corporation. The name „Avenir“ is French word for „future“ which also communicates with the idea of spiral, used in the logotype.

 OPEN SOCIETY
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way that makes sense 

Young Lions Slovakia 2012

Brand identity description (how it could evolve):

Along with the our version of logotype (incorporating new type of spiral), we have chosen the claim „WAY THAT MAKES SENSE“.

A graphic representation of spiral (used in logotype) could works like the „graphic template“, which emphasizes the main ideas of evolution of open society by the shape reffereing to a wave - which brings to the world some movement, or change.

Headlines could works with the first word „OPEN TO“ and then reffering to ideas like: way, path, life, possibilities... interconnected with the projects (or areas of fundation specialization), like equal opportunities, education, justice, common health, media and communication... For example: „OPEN TO OTHERS, OPEN TO EDUCATION, OPEN TO NEW VIEW, OPEN TO DEVELOPMENT...“



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