

# Free Software Foundation Europe

## Design of Logo Phase 3 / Creation

06th of October 2006

# Agreed positioning route for the Free Software Foundation Europe

## **Essence**

'Shaping of Consciousness'

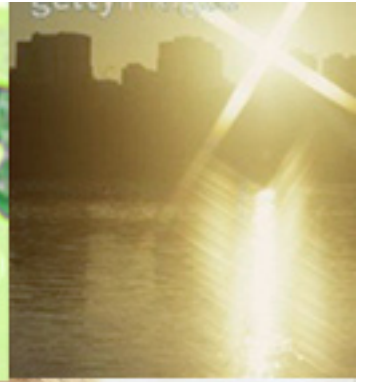
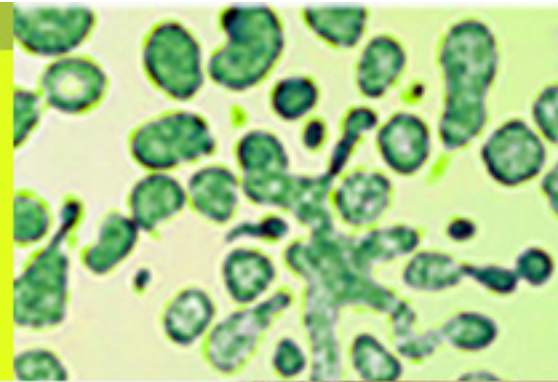
## **Essentials**

- > long term thinking
- > socially responsible
- > participatory
- > dedicated

## **Personality**

- > consistent
- > co-operative
- > consensus
- > serious

# Shaping Consciousness



# Logo Concept 01

Osmosis / Metarmorphosis





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# Logo Concept 02

Collaboration / Repercussions





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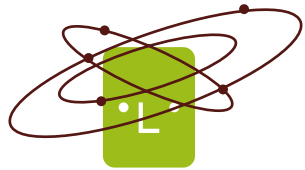
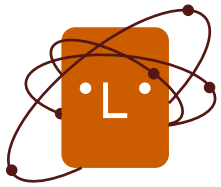
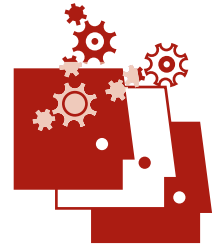
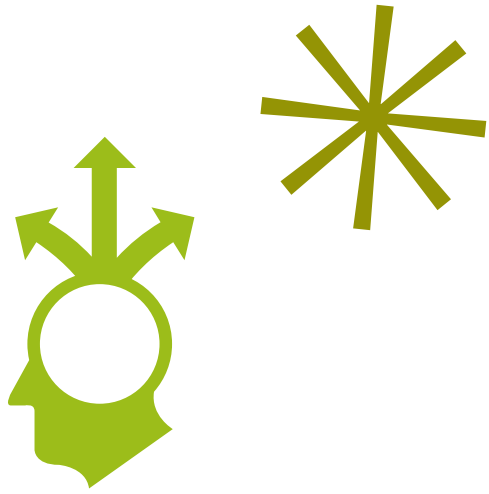
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# Logo Concept 03

Impulse / Consciousness





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# Summary



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Thank you  
very much.