



# Freedom Matters

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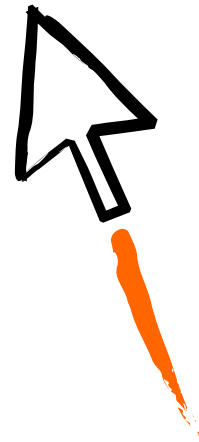
**In Software. Society. And Our Soul.**

The Logo: A computer **mouse pointer**. Flying with freedom. Like a Diwali rocket that celebrates and signifies the triumph of freedom.

The bold black strokes express fun, hand-made, something organic. It reflects the spirit of the FSF hand-made, homegrown, tribal/tech coding culture. The bold orange stroke **gives it energy** and movement. Everything that the FSF stands for is expressed in this logo, and is further given a deep Indian cultural resonance.

The logotype is the classic and eternal Times. Slightly expanded to 105% giving the words more emphasis. Times is deliberately chosen to express Freedom is not a fashion trend of the moment, but an eternal, classic yearning. **Freedom transcends Time**. The letters are tightly spaced, conveying a sense of urgency, immediacy, like a clarion call to action.

The combination of orange, black, and the white of the paper conveys freshness, energy, dynamism, lightness, and yet firm resolve of action. Because freedom does matter.



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