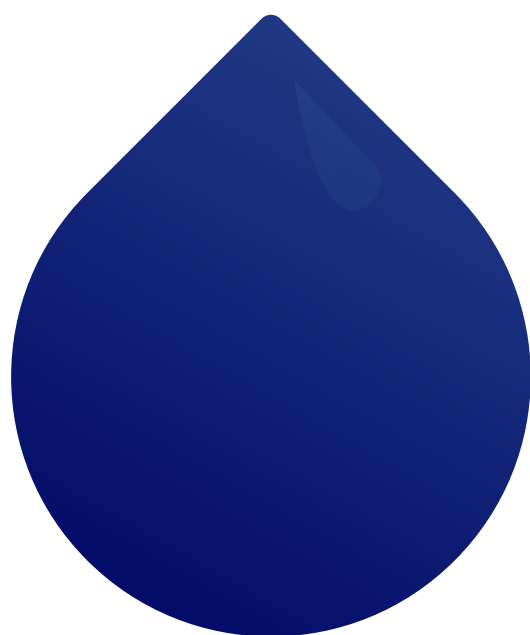


# 1 LOGO DESIGN



**FREE**

# 2 LOGO CONCEPT



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## WATER DROPLET

World being 71% water, the imagery of a droplet encasing logo monogram, serves to represent Earth.



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## INFINITY SYMBOL

Out of 71% of Earth that is water, only 1.2% of water is can be used for drinking. FREE's mission in providing the world with water for free is a testament to the fact, that water is infinite, provided the abundance is tapped by mankind without a price tag.



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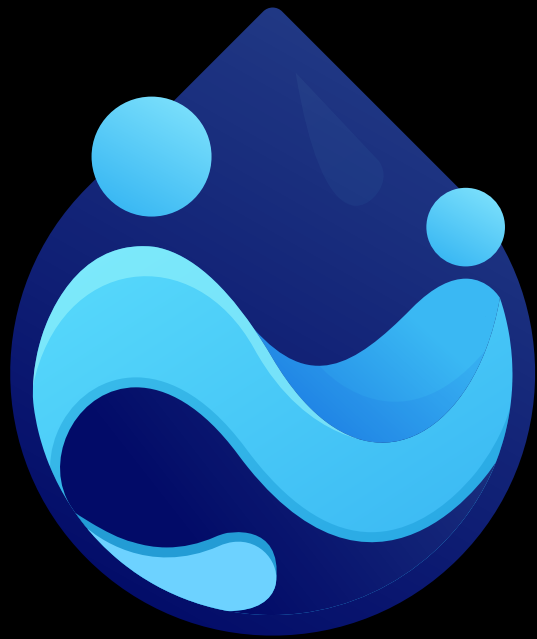
## CONNECTING HUMANS

Water being the prime reason for life to originate & sustain, it connects all living beings - hence, FREE aims to dissolve boundaries set by capitalism of water; in effect by ridding water of price tags, connects people around the world.

# 3 LOGO VARIATIONS



**FREE**



**FREE**









