



# Free Software Foundation India

The left side of the Logo looks like a graphic representation of the famous **Ashok Chakra**, from thousands of years ago, that today adorns the Indian national flag.

It even looks like a close-up of **Mahatma Gandhi's charkha**. On which he wove his own cloth, to defy the British Empire and hence gain India its freedom.

It could also be a visual of an **Indian bullock-cart wheel**. Symbolically, it also represents the **Indian imagery of Time**.

The right side of the Logo looks like a **Compact Disc**.

The colors of the Logo are Indian.

The careful placement of the FSF India text, makes the total graphic look even more like Mahatma Gandhi's charkha.

Thus resonating quite clearly the common vision of Mahatma Gandhi's freedom movement, and the FSF philosophy.

In one immediate moment, any Indian will understand intuitively what 'freedom' in software could imply. The communication of all that FSF India stands for will become far simpler, more direct. And strike an emotional chord in people.

The Logotype is Times, condensed to 90%, with tight tracking. So it does not distract from the Logo, forms the base of the charkha, and is yet instantly readable.

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