



## Free Software Foundation India

The new colors of the FSF India logo, are Indian, earthy, tribal. They have a distinctive primitive cool about them. These colors make the Logo look even more organic and hand-made.

The colors are basic black.

An earthen pot brown, a color also close to wood and clay.

And an ochre flower yellow, close to saffron yellow, or 'besan' yellow.

3-color version



The three colors, strong, earthen, have a magnificent harmony, and quite a soothing effect when used together.

The combination is striking, unusual, and yet has consonance.

1-color version



The use of the ochre yellow suddenly makes the CD disc graphic aspect even more conspicuous. Interestingly, another reason for using this color is because it is also the color of Tux, the Linux Penguin. So should the logo be used where Tux also has to be used, an economy of spot colors is available.

The basic ideas of the Logo are still the same, the colors enhance the same ideas, from the ashoka chakra, a bullock cart wheel, the chakra of time, a cd/dvd disc, 'sense of community', movement, indianness, and more.

And most refreshingly, it avoids all the cliches of color combinations.

You could use the Logotype in the same earthen brown color, while print the address and other contact details on a 'passion'card in black, thereby playing with the color combinations to create interesting play of contrasts, and consonances.

To use the Logo against common-color backgrounds, Turn the common color to white.



3-color



1-color



black-only



### Here is an example

of how color text boxes can be used. It looks quite dramatic, striking, and has that 'primitive cool.' A whole color imagery using these three colors can be used dramatically for posters, cards, web sites, cd packaging, tee-shirts, and more.

