The Cultured Logo of Euresain Publications

Our logo is designed to show a unique combination of earth’s environment, leaves of tree, book and a lighting lamp. The goal of humanity is to gain ‘knowledge’ which we believe is inherent in human mind. As Swami Vivekananda had said ‘No knowledge comes from outside, it is all inside, within us’. What we learn is really what we discover by taking the cover off our own soul, which is a mine of infinite knowledge. We firmly believe that publishers and scholars cannot do the sacred work of spreading knowledge by a way of publications alone neither dependent, nor independent, but really to say are interdependent on each other. Books play an important role in our life starting from birth to death even in this electronic age. Knowledge of humanity has transferred through generations with the strong medium of books.

We bow to knowledge which is the greatest wealth in our lives. Information nowadays is more valuable than gold if it is in the hands of right people. All decision makers always depend on real and quality information. A little, real and simple information can make a big difference in achieving a success of anything. Thus there is no treasure more valuable than knowledge both in this life or the next. We all have that stuff-energy that was available in the past, present nowadays and will remain ever is the base for showing earth in the logo and indirectly represents the universal contents.

Our daily worship and all auspicious functions, religious as well as social, start with the lighting of the lamp called ‘deepam’. It represent that all our intellectual activities should be governed by the light of knowledge even for spiritual development. The lamp is a witness to our thoughts and actions and is put in the logo of Euresian Publication.

It’s a strong belief in our culture, that everything in the universe is sacred and whatever grows is more so. Trees in general are considered as sacred and homes of mother goddesses. Leaves represent greenery and with that come a wealth which is more related with sacred resource useful for spiritual development. Trees are also indicators of creators and grow in search of light-energy which is the base of all living and non living things in this universe. Worship of the tree is a form of ‘Shaktism’, the cult of mother. Trees and leaves, lamp and a book of the logo all directly or indirectly represent a continual source of knowledge. We strongly believe that presence of this logo with all of us provides a moral way to search and present the outer and inner world of knowledge in scientific view.

Moreover, we believe our logo is a symbol of purity and continual flow of knowledge.