**risKARMA logo concept**

rsKARMA

Karma is an Eastern concept of “action” or “deed” and is a core part of Hindu, Jain, Buddhist, and Sikh philosophies. It has been widely adopted by Western cultures as well. While it is a spiritual concept, it is equated with concepts such as the Golden Rule and “what goes around comes around”.

The Lotus flower is highly symbolic in Eastern religions (particularly Hinduism and Buddhism) and often represents elegance, beauty, perfection, purity, and grace. There is a link to the notion of karma in that they both derive from Eastern religion.

The use of the lotus flower in place of the “i” has some significance. Not only does the flower atop the stem bear resemblance to the letter “i”, but it draws focus to that letter. “i” is important because it is indicative of the Internet and therefore technology (e.g., iPod, iPhone, etc.) but because this application is about the “I”, individual and how each person can live more safely and peacefully.

The lotus image shown here was obtained from

Blue is used here not only to place added emphasis on ‘KARMA’, but to evoke calmness and peacefulness. “Surveys in Europe and the United States regularly find that blue is the favourite colour of respondents, who associate it more than any other colour with sympathy, harmony, faithfulness, friendship and confidence. For example, a survey taken in Germany and published in 2009 found that blue was the favourite colour of 46 per cent of male respondents and 44 per cent of women.”

References:

* Karma: <http://en.wikipedia.org/wiki/Karma>
* Lotus flower: <http://en.wikipedia.org/wiki/Lotus_flower#Cultural_significance>
* Blue: <http://en.wikipedia.org/wiki/Blue#Associations_and_sayings_about_blue>

Image Credit:

<http://photoweitz.com/photoweitz.com/images/simple-lotus-flower-drawing-i15.jpg>

<http://www.smscs.com/photo/lotus_flower_images_clip_art/4.html#.UkKOdob2bis>