



Meaning of the Logo

Vedanta Study Circle (VSC) at the University of Michigan provides a platform for students and staff to study Vedanta and live a Vedantic way of life. Vedanta is one of the major philosophical schools of Hinduism. It aims at making man realize his inherent divinity. The Swan in the logo is a symbol of Vedantic realization. It is believed that Swan can separate milk from water and only drink the milk. Similarly, one who is established in Vedantic practice can separate Real from the unreal. Swan is called *hamsa* in Sanskrit which if chanted in a sequence *ham-so-ham-so-ham-so...* becomes *so-ham* that means “I am That” emphasizing the identity of individual with the Divine.

The five feathery of swan represent the five apparent layers of one’s beings – physical sheath, vital sheath, mind sheath, intellect sheath and bliss sheath. The practitioner of Vedanta has to transcend false identification with all the five layers of his being and establish in the true Self signified by the *hamsa*.

The logo is designed in a way such that it has apparent V and S shapes corresponding to the first two letters of VSC. Michigan Colors and Michigan fonts emphasize our commitment to serving the UMich community.