

# PRAKASH JOSHI

## LOGO DESIGN



Nasruddin used to stand in the street on market-days, to be pointed out as an idiot. No matter how often people offered him a large and a small coin, he always chose the smaller piece. One day a kindly man said to him:

“Nasruddin, you should take the bigger coin. Then you will have more money and people will no longer be able to make a laughing stock of you.”

As Nasruddin emerged from his house after prayers, a beggar sitting on the street solicited alms. The following conversation followed:

Are you extravagant? asked Nasruddin.

Yes Nasruddin. replied the beggar.

Do you like sitting around drinking coffee and smoking? asked Nasruddin.

Yes. replied the beggar.

...And maybe amuse yourself, even, by drinking with friends? asked Nasruddin.

Yes I like all those things. replied the beggar.

Tut, Tut, said Nasruddin, and gave him a gold piece.

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A few yards farther on. another beggar who had overheard the conversation begged for alms also.

Are you extravagant? asked Nasruddin.

No, Nasruddin replied second beggar.

Do you like sitting around drinking coffee and smoking? asked Nasruddin.

No. replied second beggar.

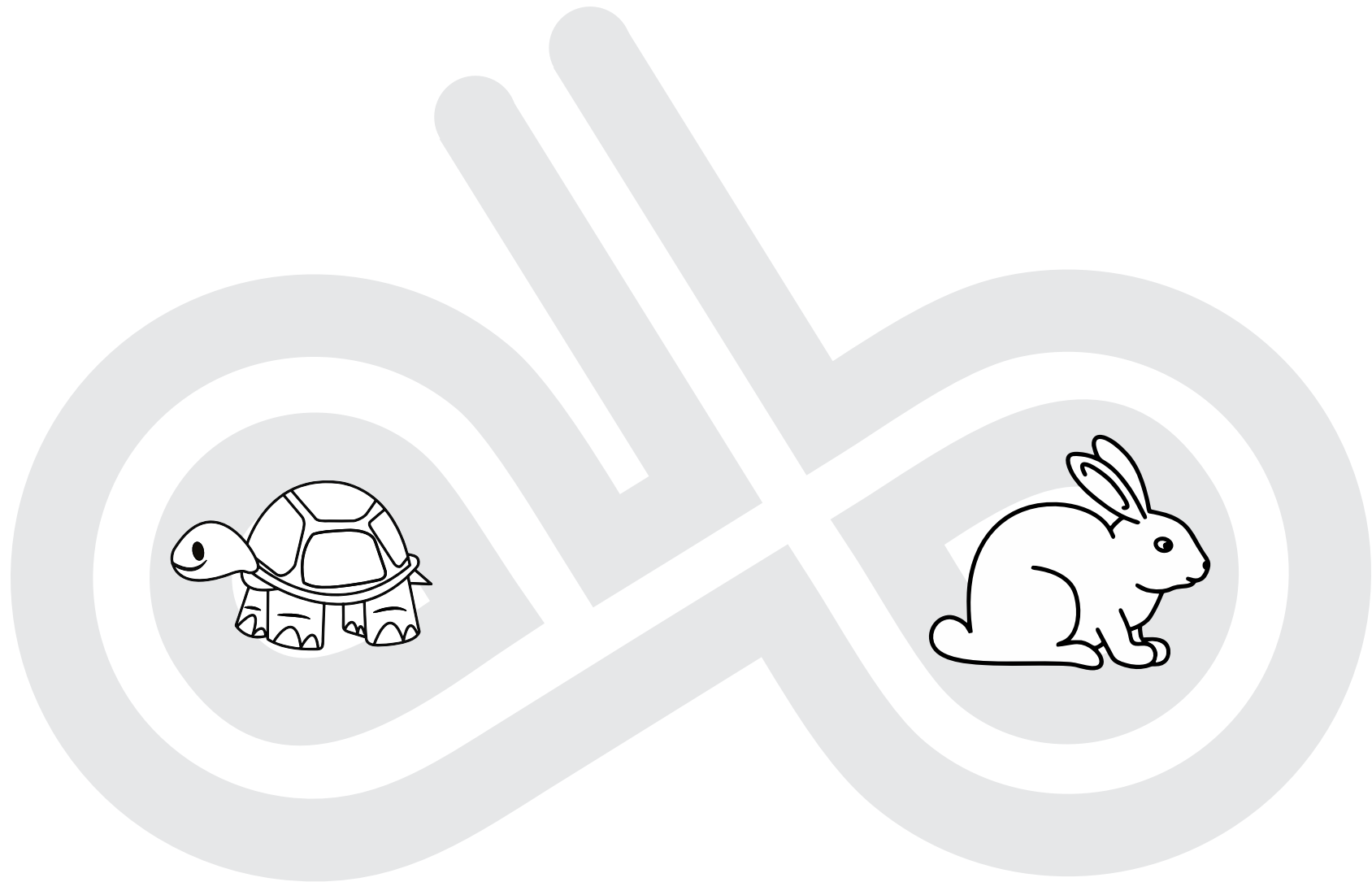
...And maybe amuse yourself, even, by drinking with friends? asked Nasruddin.

No, I want to only live meagerly and to pray. replied second beggar.

Whereupon the Nasruddin gave him a small copper coin.

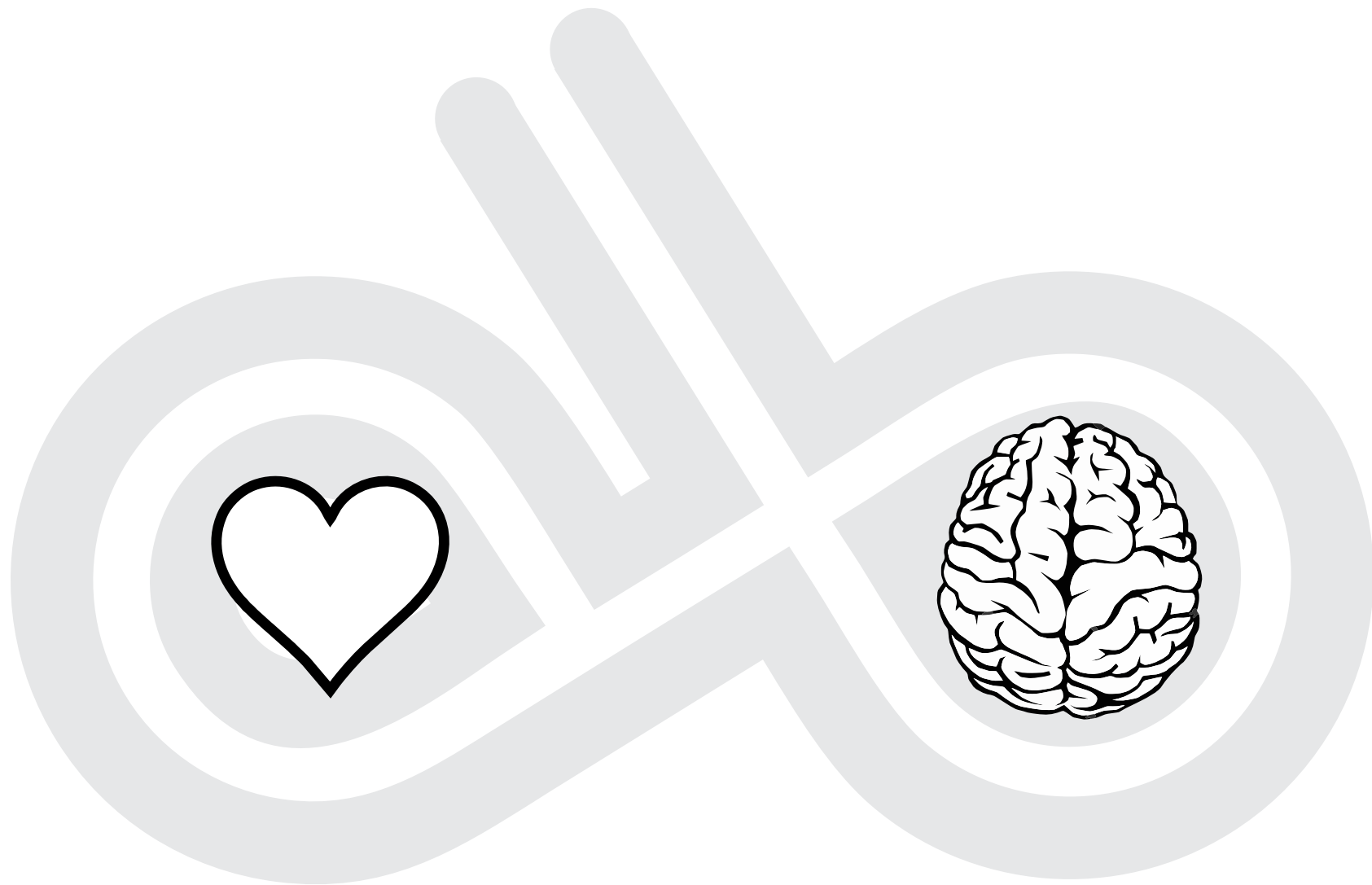
But why, wailed second beggar, do you give me, an economical and pious man, a penny, when you give that extravagant fellow a sovereign?

Ah my friend, replied Nasruddin, his needs are greater than yours.



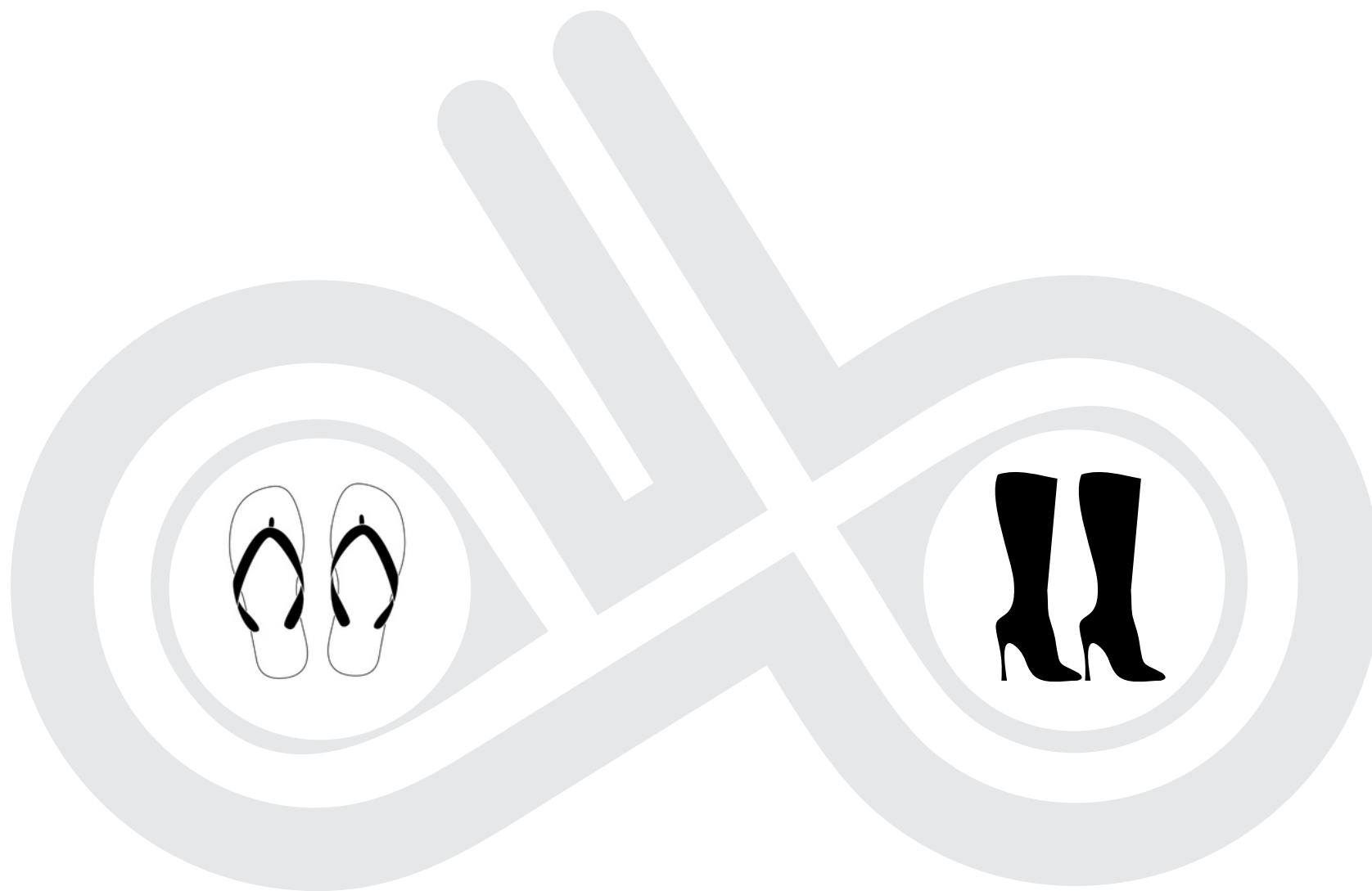
WHERE YOU ARE

WHAT YOU NEED



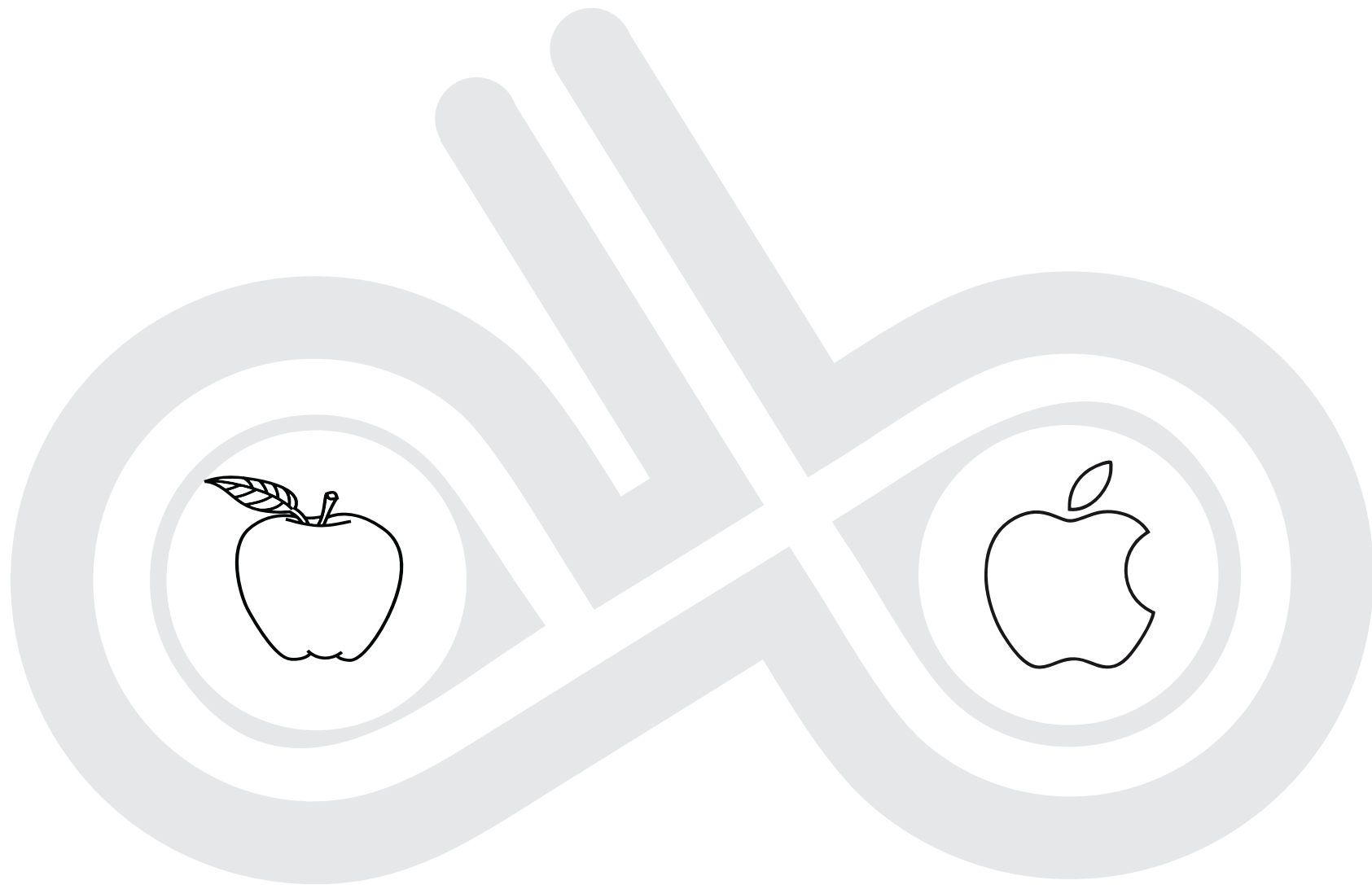
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