

# MOVING TOWARDS PEACE

## COMPANY LOGO DESCRIPTION

It is our conviction that the vast turmoil we are witnessing on a global level is a carbon copy of the widespread inner turmoil existing on the individual, familial and cultural/organizational levels. We believe there is a grand universal movement now occurring that is attempting to resolve this turmoil and usher in a time where peace will not be seen—as it is now—as simply the absence of war, but as the overriding standard by which humankind governs itself.



This movement is represented graphically in the Moving Towards Peace company logo. The line running east to west at the base of the logo represents the here and now—the space and time in which this movement is occurring. The opposing arcs [the feminine force] join with the first letter of the company name—the 'M' [the masculine force]—to create a unified movement with a determined downward trajectory.

The target of this movement? The root cause of the current turmoil.  
The intention of this movement? Resolution.

The white space within the logo symbolizes the stillness and peace that result from this type of resolution, i.e., *success through causative resolution*.

### The Dual Logo Styles

The '**yang**' version of the logo [above left] is leveraged on formal business documents (e.g., business cards, letterhead, collateral, etc.). It is serious and precise in feel. Its colors are black and white—leaving no room for question or interpretation.

The '**yin**' version of the logo [above right] is leveraged on creative media (e.g., the Moving Towards Peace website, select apparel, etc.). It is exuberant and vital in feel. Its colors are in grayscale—representing freedom—i.e., not a linear black-and-white approach...but one inclusive of all possibilities.

The dual logo styles represents one of the key Moving Towards Peace differentiators, i.e., a synergistic, left- and right-brained, or yin and yang approach. In other words, we believe in striking a balance between both hemispheres, as favoring one over the other inevitably leads to imbalance and lopsided performance. Our dualistic approach ensures the integrity of our operation and stability of our performance.



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