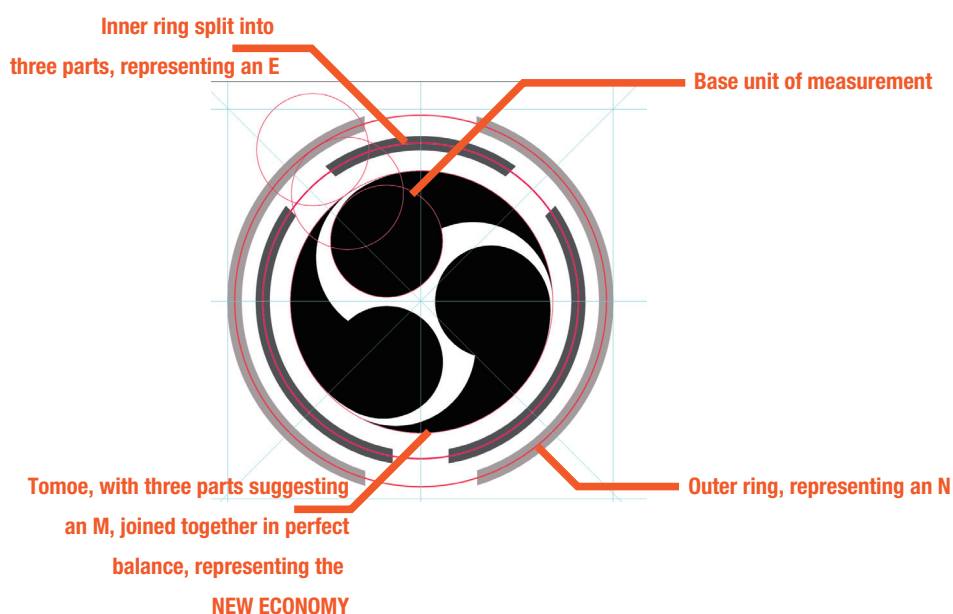




Announcement of the New Official Logo for NEM

¡Viva la **New Economy Movement!**

A powerful association of like-minded people, coexisting in harmony, with each contributing to the liveliness of the union. Together, with the strength and vigor of a new beginning, we will overcome the current economic system based on greed and create a new economy, supported by a trusted, egalitarian, secure, and modern technological ecosystem.



At the core of the design are three shapes resembling commas, arranged in a circle. They are derived from an archaic Japanese shape called **tomoe**. A design with 3 of these arranged like the above is called a mitsudomoe. Mitsu means three. The origin is unknown but it bears much resemblance to symbology in Hindu and Buddhist practices of the East. A mitsudomoe is very often used as a family seal or emblem in Japan. Some Shinto believers say it means Man, Earth, and Sky.

We chose the mitsudomoe because it symbolises family and **we are a familial communion**. Its possible link to the meaning of Man, Earth and Sky, shows our harmonious existence with the space we live in. The three parts also symbolize the three key tenets of NEM: financial freedom, decentralization, and equality of opportunity. The emergent circle from the Gestalt Law of Closure, represents our solidarity.

The two broken concentric rings are abstract representation of N, E, and M (New Economy Movement). Orange, Green and Blue are chosen as the colors because in Feng Shui terms, Orange means a social mix with good and stimulating feelings, with bright and lively interactions. Green means calm and balanced. This represents new growth, abundance, and natural beauty. Blue also represents calm and healing, and characterizes dependability, trustworthiness, and security. Finally, the dark purple in the outer broken ring means abundance, sophistication, and power. It represents the water element which is the key in a journey like NEM!