

Logo Design: http://en.wikipedia.org/wiki/Yin_and_yang

Requirement is for a **Chinese Calligraphy "inspired" logo**... using traditional brush strokes in a circular manner, based on Yin Yang, to represent how polar or seemingly contrary forces (*in business*) are interconnected and interdependent in the natural world, and how they give rise to each other in turn. Yin yang are complementary opposites within a greater whole (*for Operating Partners, a derivative of this logo will come to represent the balance between "results" and "values" as associated with leading and managing companies*)

Primary Example:



Reference Examples:

