

# BRAND PHILOSOPHY

## What Aequs Means?

Aequs (pronounced a-cus) is based on aequus, Latin for equal, suggesting a partnership between equals. It reflects our belief that our partners' contribution is as important as our own.

## What the Aequs Identity<sup>TM</sup> Reflects?

It has two parts:

- a. A Visual: two parallel strokes at the bottom of the letter Q in Aequs, that reflect a sense of collaboration and concerted efforts.
- b. A brand line 'ecosystems of efficiency' that completes the communication.