

AUTHENTICITY

What you see is what you get. We are transparent. We have no hidden agendas and no conflicts of interest.

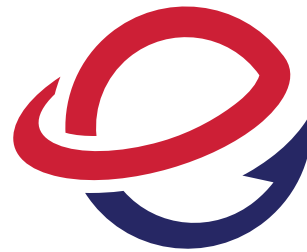
This logo design is simple, it is clear what it is meant to be - it represents the concept of 360, it is an 'e' for energy and it has an arrow that represents growth and improvement. There are no hidden meanings, symbols or messages.

CONTINUAL IMPROVEMENT

We are constantly learning so as to improve our mastery, effectiveness and personal growth.

Shown in this logo design through the continuous flow of the line that forms the 'e' as well as the upward arrow, symbolic of improvement and growth.

The upward arrow is also symbolic of **VALUE CREATION** as it represents the measurable and tangible financial success that results from working with 360 Energy.



360 ENERGY

Energy Excellence / Carbon Solutions

INTEGRITY

Our actions and words consistently align. We treat others as we would have them treat us - with respect, honesty and truthfulness.

Navy blue is a colour that represents intelligence, respect, honesty, and trust. It is a solid colour that suggests professionalism, credibility, responsibility and **ACCOUNTABILITY**.

Red is an **energetic** colour that provides a sense of security and encourages action.

CUSTOMER FULFILLMENT

We empower our customers to achieve and exceed their desired business outcomes.

By offering both energy excellence and carbon solutions, 360 Energy provides any and all of the tools needed for customer success. Dividing up the 'tagline' with a slanted line positions energy excellence and carbon solutions as different offerings of the company that are tied together and that can function in tandem rather than as fully separate and distinct services.