

# AAQIUS

For Immediate Release  
May 6, 2015

## **AAQIUS rewarded for its new visual identity at the *Grands Prix Stratégies du Design 2015***

At the 29<sup>th</sup> annual *Grands Prix du Stratégies du Design*, held on Wednesday, April 15, 2015, the jury praised the creativity, originality and the avant-garde design of AAQIUS' new look. The redesign took home the award for best visual identity design.

### ***A vanguard visual identity to illustrate an innovative business model***

Created by the Babel agency, this new iconographic universe reflects the essence of AAQIUS : its uniqueness, its technological expertise and its ability to innovate.

The agency faced a major challenge as it was tasked with inventing original design codes to illustrate the "the spirit of AAQIUS." The design stands out among those from the automotive, research laboratories and investment funds sectors – which are related, yet can be quite varied.

# AAQIUS

GET TO THE FUTURE \_\_\_\_\_ FIRST

The logo is clear, legible and positions the brand in the world of creative technologies.

The design is built around the "dash," which symbolizes the brand's main strength: creating bridges between laboratories, industry leaders and investors.

The iconography, conceptualized by several contemporary artists, such as Yoni Alter and Audouin Desforges, has been deployed on the new Aaqius site, which has undergone a complete overhaul.



*"With this new visual identity, we wanted to combine the finance, research and automotive worlds. This is how we want to illustrate our philosophy and show the unique aspect of our business model. We have been able to innovate for ourselves – which is always more difficult than innovating for others! We are pleased that this new brand image was well received by the jury among prestigious brands, including McDonald's, one of the most iconic brands, with whom we share the Grand Prix!" says Stéphane Aver, Chairman & CEO of AAQIUS.*

-----  
About AAQIUS

AAQIUS is a Swiss company specializing in the development of ground-breaking "green" and "low carbon" technologies for the car industry.

AAQIUS stands out with its unique R&B – Research and Business – business model that blends technical expertise from innovative projects with the financial acumen to deliver projects, accelerating their arrival on the market.

AAQIUS adopts the position of an operator at the heart of relationships between labs and start-ups, parts suppliers and manufacturers.

Find out more at [www.aaqius.com](http://www.aaqius.com)

-----  
**Press office**

Marjorie Grégoire // 0033 (0) 1 53 00 11 44

[marjorie.gregoire@agencebabel.com](mailto:marjorie.gregoire@agencebabel.com)