

Our Brand



We make sense out of the world

Culture is like the air we breath. It is largely invisible and yet we are dependent on it for our very being. Culture the logic through which we give meaning to the world.

Romania is a multicultural society made up with different races, languages and religions. Despite our cultural diverisity there are some important values that holds us together.

Knowing the values and heritage Romanians hold dear helps newcomers appreciate how locals interact with each other, how things get done, and the kind of society Romania is. This is in turn to integrate more smoothly into local communities. We strongly believe in creative visualisation who is more attractive. Romanians value harmony and respect, cultural diversity. Although there are many different cultures, our shared heritage and our common destiny units us.

Our team believe in meritocracy and and opportunity for all, and value hard work and self reliance as means to achieving better outcomes for ourselves and the country. We also believe in being forward-looking, being prepared for the future and in continuously learning and upgrading our skills. Our company's logo depicts the human figure with open arms, symbolizing the opening to the knowledge, the aspiration for discovery. It also suggests independence, freedom, and not restraint.

Our slogan is "*We make sense out of the world*" suggesting our desire to provide a creative view of those interested in the cultural, historical and spiritual heritage of this country, called Romania.

Our core values are:

- Respect
- Responsibility
- Ambition
- Integrity
- Care
- Harmony

