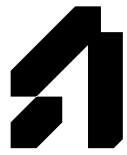


Thumapi



The Aaon Group



Matt Tobolski, President & CEO tangin



Tuni pen i company khantohna ah a thupi mahmah mualsuang khat ahi hi.

Ka nasepna department-te, AAON leh BASX te mailam ah identity leh ngimna khat nuai-ah hong gawmkhawm ding brand bulpi (parent brand) thak i tangko ding hi. I nasepna department-te in brand tangdinte bangin nasep zomsuak ding uh a, hih parent brand thak in i kipawlna a kizomsak ding, a gawmkhawm identity bangin nasem ding hi.

Tuni-in, AAON leh BASX brand-te in kidempihte tawh tehkak lehang a ciapteh baih mahmah identity-te, a tumdang thahatnate, leh dinmun kiciante nei uh hi. Ahi zongin, a beisa company bulpi ahi i AAON, Inc. in AAON nasepna department tawh min leh melmuh theih identity kibang khat nei khawm uh ahih manin, i stakeholder pite ahi—customer-te, investor-te, leh team member-te—i company hong liat semsem ciangin lungmang thei zel uh hi.

Hih brand laihkikna pen tua buaina vensak nadingin a kigel ahi hi.

Tua nasepna department brand nihte tungah company bulpi min leh identity thak khat pankhia-in, mipite adingin panpihna i piakte a tel baih zaw ding in, market kician zaw i bawl a, tua kawmin brand nihte ii pianzia ngeina, thahatna, leh lamdanna zong i kemcing hi.

A thupi ah, a kikhel lo nate pen thupi mahmah hi:

- AAON leh BASX brand nihte ii identity-te
- Nasep kalsuanzia
- Minam leh ngeina

Hih brand laihkikna in zong lampi thak piangsak hi.

A kipumkhat parent brand in khantohna ding a bulpi hong kipsak semsem a, van bawlkhiat thakte, vanzuakna munte, leh a namkhen tuamtumte hong kibehlapsak in, i nasepna department-te ah a kician zaw leh leptuahna hoih zaw hong pia hi. Tua in zong kum tampi i hanciam muanna leh brand manphatna kaksak semsem hi.

Tua hangin, i min leh identity thak lungdamtakin hong pulak ka hi hi:



Hih bang kikhelna hangin dotnop tampi om kha thei ding cih ka phawk uh a, hih kilaihna ah kimuanna neih theih nadingin na kisap vanzatte leh resource-te panpih ding ka hanciam uh hi.

Kipat nadingin, hun tawmkhat la inla [hih video tomno en in.](#)

I min leh logo thak pen tuni i bawl a upngamhuai lo man neihna leh zingciangin i vensak ding ahi leitung kikhelna a piangsak buainate a kilangsak dingin limtak leh kiciantakin a kigel ahi hi. Ei kua cih kiciantak i gen theih semsem leh, i manawhna ah mun kip i ngah semsem ding hi.

Hong tung ding nipikalte ah, na ngah dingte:

- Nang lampan ahihkeileh na team lampan seplebawl ding kisamte kiciantak hihciannate
- Brand lamlahna puahphat thakte
- Kikhelna gen theih nading kikhup thute

Hih company din theih nading nisim na sep na bawl khempuhte hangin lungdam.

Cheers!

Matt Tobolski, PhD
President & CEO

