

Integrity



liquid

Integrity captures the purity of our work, our history of promises kept, whatever pain that may bring, and the **simple truth that our founder stands by his words and ours.**

Intelligence

A black and white photograph of a hand holding a lightbulb base. The hand is positioned as if about to screw in the bulb. The entire scene is framed by a thick red border. The background is a light, textured surface.

liquid

Intelligence underpins and shines a light on the real value that we create. From the depth of our curiosity to the range of our knowledge, **we discover new ways of doing things.**



Intensity

liquid

Intensity is the fuel that drives the Liquid team. **There is a pace that shapes what we do and how we do it**, combined with a sense of fearlessness in our desire to win and to succeed.

Intimacy



liquid

Intimacy is a **reflection of the relationships that we have developed with our customers, our communities and especially ourselves.** They are real and valued. That's why they have lasted so long.