



ODIA

ON DEMAND INDUSTRY
ASSOCIATION

BRANDING GUIDE



ABOUT THE ODIA BRANDING GUIDE

A branding guide is like a tool box, only instead of dusty screwdrivers and greasy wrenches you're treated to a complete how-to of using the elements of the On Demand Industry Association's (ODIA's) brand. From colors to fonts, logo usage to placement, and even how to write "on-demand," this guide serves as your go-to resource for all things ODIA.

We kindly request that you not deviate from this guide in your usage of ODIA's logo, colors, fonts, or editorial style.

Contact ODIA

info@odiaorg.com







LOGO

NAME AND MARK

This logo is based primarily around the hourglass icon. The yellow fill at the top represents a full glass of sand. The on-demand industry is about immediate results. The hourglass symbolizes the importance of the present, and recognizes the past and future.



Primary Mark



App Art

ONE COLOR

Black



DARK BACKGROUND

White



MINIMUM

size



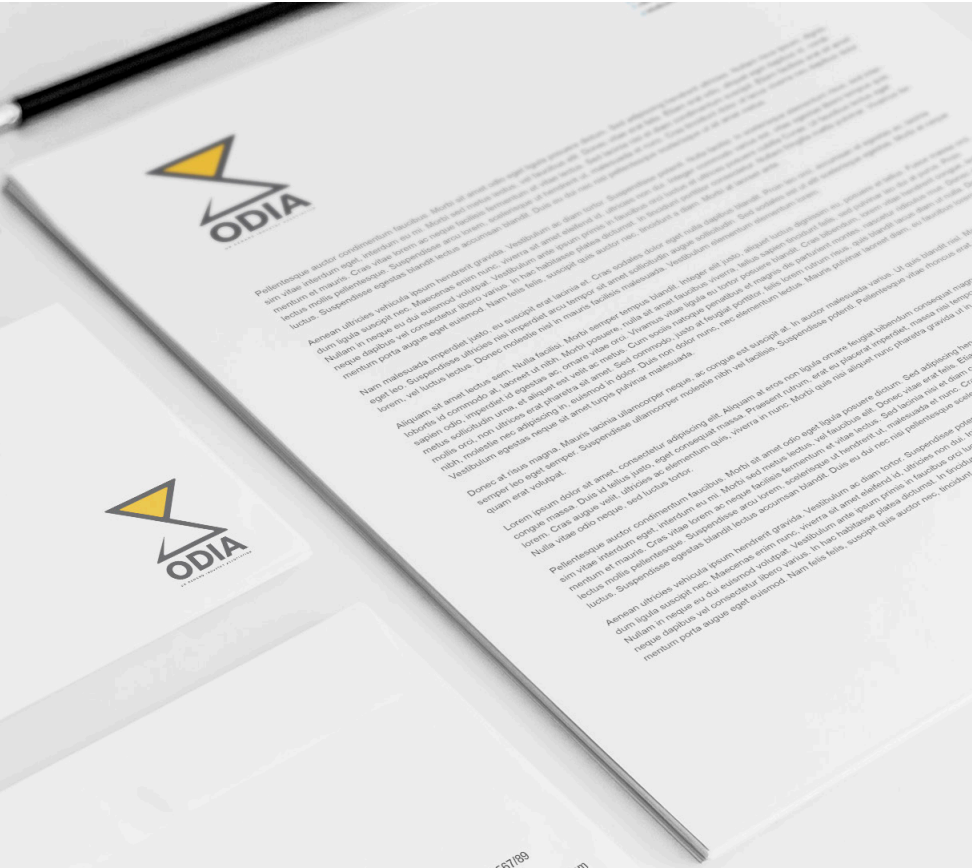
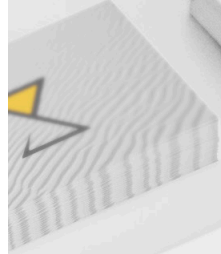
.5" minimum
(remove tag)

CLEAR

space



ON DEMAND
INDUSTRY ASSOCIATION



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info@originalnamekups.com



TYPE

PRIMARY FONT

MONTSERRAT

BOLD

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z

REGULAR

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z

SECONDARY FONT

BIG NOODLE

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

LIGHT

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z

FIGURES

1 2 3 4 5 6 7 8 9 0

SPECIAL CHARACTERS

! @ # \$ % ^ & * () _ + = : " < > ? / ; ' ¢
∞ § ¶ • ° ≠ « ' " ≤ ≥ ÷ ...

STYLE / SHEET

For use in:

- Web content
- Publications
- Press releases
- Social media
- Any written communication

acronyms

- spell out on first reference followed by acronym in parentheses; acronym OK after that

capitalize

- Board of Directors
- Founding Member(s)
- Sector(s)

commas

Use serial commas
(bread, butter, and milk)

contractions

OK to use (you're, it's)

credentials

MBA, PhD, PMP (no periods)

dashes

use spaces – like this

dates

Monday, Sept. 1, 2014

email addresses

- all lowercase

numbers

- write out numbers under 10 (see percent)
- use numerals for numbers 10 and higher
- spell out ordinal numbers (first, second, etc.) unless used in the title of an event (5th Annual Meeting)
- use numerals for all ratios (1 in 12 people...)
- spell out numbers that start a sentence, unless the number is a year

ODIA name

- On Demand Industry Association (ODIA) on first reference
- ODIA in subsequent mentions
- do not hyphenate On Demand

on-demand

- Hyphenate when used as compound modifier (on-demand industry, on-demand company, on-demand service)
- lower case
- do not refer to on-demand economy

percent

- use numerals for all percentages
- spell out “percent” (3 percent)

phone numbers

856-380-6905

quotes

- said (not says)
- “All punctuation inside of quotes.”

states

follow AP style

time

9 am / 9 pm; 9–10 am

URLs

www.website.com



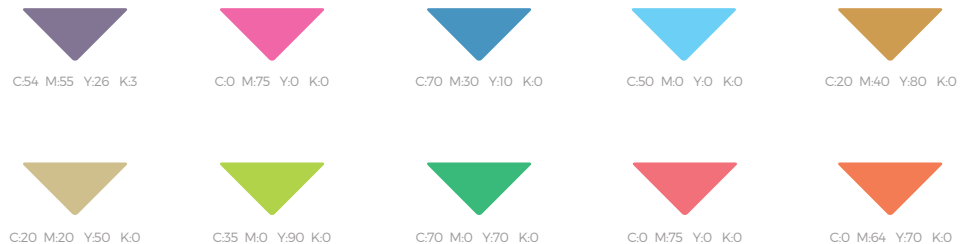
COLORS

COLORS

MAIN COLORS



SECONDARY COLORS (from sectors logos)





IMAGERY

IMAGERY



SECTORS

ON-DEMAND
SECTORS INCLUDE:



TRANSPORTATION



TRAVEL & LODGING



HOUSE CALLS



FOOD AND GROCERY
DELIVERY



SHIPPING



PARKING



LAUNDRY



HOME SERVICES



HEALTH & BEAUTY



... AND MORE





ODIA

ON DEMAND INDUSTRY
ASSOCIATION