



NAME AND MARK

This logo is based primarily around the "hour glass" 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.

ICONOGRAPHY

Each segment of ODIA is represented with a photo from the industry. Each segment is color coded. This is open ended for future On Demand industries.

Primary Mark

Secondary Mark

App Art

Transportation Segment

Health/Beauty Segment

Pets Segment



COLOR SCHEME

The color scheme is bright, energetic, and fast paced. Colors to represent each segment as well as room for growth.

MAIN COLORS

C63 M55 Y52 K27	C0 M24 Y91 K0	C9 M100 Y61 K0	C58 M0 Y32 K0	C70 M63 Y58 K50
C4 M3 Y3 K0	C0 M24 Y91 K20	C9 M100 Y61 K20	C58 M0 Y32 K20	C70 M63 Y58 K70

SECONDARY COLORS (from sectors logos)

C54 M55 Y26 K3	C0 M75 Y0 K0	C70 M30 Y10 K0	C50 M0 Y0 K0	C20 M40 Y80 K0
C20 M20 Y50 K0	C35 M0 Y90 K0	C70 M0 Y70 K0	C0 M75 Y0 K0	C0 M64 Y70 K0

