

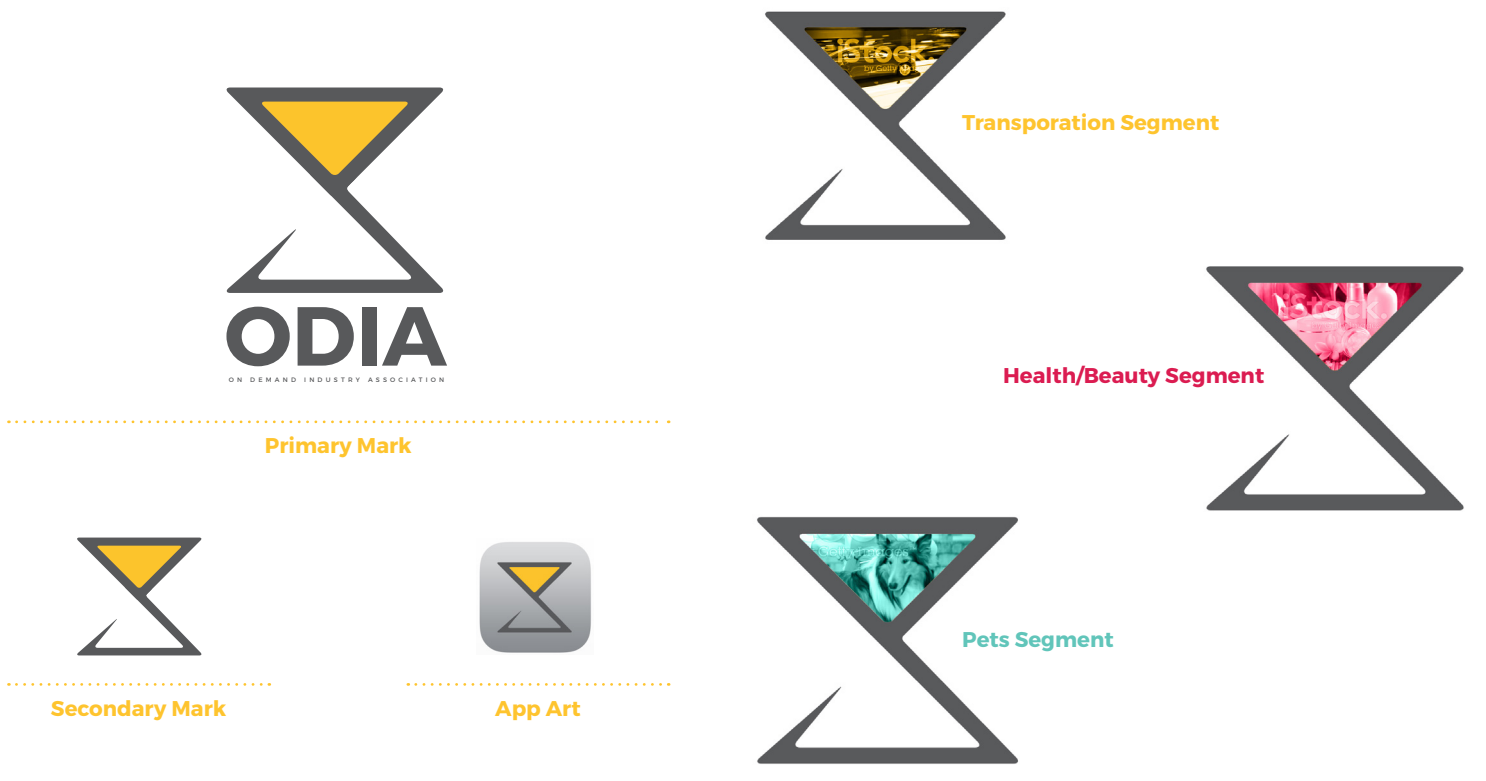


NAME AND MARK

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.



COLOR SCHEME

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

