



# OHDI LOGO

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Sketches  
Summer 2018

# Inspiration



## Initial Inspiration

## Brand Guidelines

**PRIMARY COLOR**  
**PURPLE**

**COLOR CODES**  
CMYK : C73 M97 Y9 K0  
Pantone : 387 C  
RGB : 82 20 66 0  
Web : #813006

**COLOR TONES**



**PRIMARY COLOR**  
**ORANGE**

**COLOR CODES**  
CMYK : C0 M79 Y100 K1  
Pantone : 1665 C  
RGB : 241 086 835  
Web : #f732c3

**COLOR TONES**



Sketches

Discovery

OHDI OHDI

OHDI OHDI

OHDI  
Discovery & Innovation

OHDI OHDI

OHDI OHDI

OHDI OHDI

OHDI OHDI

OHDI OHDI

Sketches

OHDI OHDI

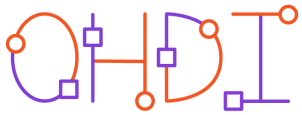
OHDI ohdi

OH di ohdi

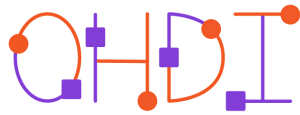
OHDI eh

# Iterations

A - Box & Ball Hollow



B - Box & Ball Solid



C - Script 1



D - Script 2



E - Script 3



F - Square, no outline



G - Square, outline



H - Square, solid purple



I - Square, solid orange



J - Square, split



K - Square, pattern overlay



L - Square, pattern fill



M - Square, pattern Ohio



N - Square, purple stacked



O - Square, orange stacked



P - Box & Ball Pattern



Q - Triangle, large scale



R - Triangle, overlay



S - Triangle, small scale



# Final Logos

