

**Adam Shlian**

**OZ**

Oz is truly a "company of the future." It does not exist in any office building. Instead, the Internet, e-mail, and other forms of correspondence are Oz's place of work.

Oz is a directional service, a road map, and a destination finder for businesses. Oz can help a business define its goals and find a strategic plan of action to achieve them. Oz can also bring a business into relevant business circles that may not have been considered.

Oz helps businesses contact experts to aid them in whatever problem they may be facing through their extensive inter-connected system known as the ValueWeb.

The parent mark shown here expresses these qualities of Oz. The design conveys the concepts of space and dimensionality, that Oz can bring a single business into a world of many. Through the focal point in the concentric rings, it demonstrates that Oz will find the root of the problem, the goals—the point. The changing stroke weight of the "z" communicates the concept of pathway, navigation, and bridge; that Oz will bring a business to their desired destination.

Aesthetically, the design is dynamic, highly visible at a range of sizes and color combinations, and is simple enough so that variations can be generated.



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These family marks can be used organizationally as links around the Oz site or in conjunction with other companies' marks to demonstrate the cooperative nature of Oz. Some of them could even appear as part of an animated sequence, communicating Oz's responsiveness to a user's immediate and real-time needs.

These are by no means a full set—they serve to demonstrate the breadth of variation.

