



Bodhi Tree Solutions LLC

Enlightened IT strategy and execution

www.bodhitreesolutions.com

Origin of the Bodhi Tree Logo

The Bodhi Tree Solutions logo was specifically designed to convey the core elements of the company's brand.

The logo is an elegant depiction of the Bodhi tree, from which the company derives its name. The Bodhi (or Bo) tree is significant because it is also known as the Tree of Wisdom. Wisdom, defined as the proper application of knowledge, represents the final link in the information value chain – the point at which value is realized through action (behavior) based on insight (knowledge). Wisdom is the first of the company's three core values, which also include Respect and Courage.

The simplicity of the design reflects the belief that Wisdom is often found in the simplicity on the other side of complexity. Significant complexity certainly exists in the information value chain where raw data must be transformed into information, information must be analyzed to gain insight, and insight must be applied to realize value. Organizations must travel through this complexity to find elegant solutions that maximize the return on information assets.

The tree in the logo has three branches which symbolize the path (beginning/middle/end) to Wisdom (realized value). This path is also reflected in the green color of the leaves changing over to orange. Green, the color of Transformation, symbolizes the information value chain, while orange, the color of Wisdom, symbolizes the realization of value from the effective use of information.

