



# Brand Guidelines

“Omniboost envisions a future where connectivity is made easy by automating mundane and derivative tasks that lessen creativity, giving time and creativity back to humans.”

At Omniboost, we are at the forefront of innovation, revolutionizing the way hotels and restaurants manage their data streams.

**Our mission?** To seamlessly blend the realms of Point of Sale (POS), Property Management System (PMS), Accounting and more, unleashing a new era of automation that is both lightning-fast and astonishingly effortless.

**We are visionaries,** envisioning a future where connectivity is not just easy; it is inherent. By automating mundane and derivative tasks, we liberate your creativity, offering you the gift of time and inspiration.

Explore the limitless possibilities of seamless automation with Omniboost.

## Core Values

### **Extreme Ownership (Accountability)**

Our job isn't done until THE job is done. We meet our deadlines without anybody holding our hand. We own our mistakes and our actions - we don't blame others. We don't sweep mistakes under the rug. We speak up to leadership and take initiatives when the Core Values, Core Purpose, or higher interest of the company are at risk.

### **Willingness to serve**

We treat customer requests like friend's request: with full attention, empathy, and honesty. We also recognize that the solution may not be the one that the customer is expecting. We help our teams deliver their best so that we, as a team, succeed. We are team players: we are confident but no ego; it is not about me, it is about us.

### **We are confident, not arrogant.**

We know our strengths and don't feel the need to put it in people's faces.

### **Growth mindset:**

it doesn't have to be perfect from the get-go. We make sure that we do our best and are not afraid to fail. When we fail we don't hesitate to ask for help, ask for feedback, and improve. We exchange honest feedback with the aim to help each other grow. There is no shame in failing as long as we learn.

### **We are on the offense.**

We accept that our business is change. We step outside of our comfort zone and stretch ourselves. We don't stick to the process if this leads to suboptimal results. We live off the land: We are creative to get our job done with the resources that we have.

**Our Logo**

## Our Logo

The Omniboost logo is composed of a rocket icon and a logotype set in Poppins light and bold.

### The horizontal logo

Is the primary logo and should be used in most instances.

### The wordmark logo

Is mainly used internally on our owned channels. This logo can only be used when it is provided by Omniboost.

### The icon logo

May be used for application icons or with permission for social media.

Always use the logo files available in [our mediakit](#) or specifically provided by Omniboost. Do not re-create.

Primary logo



Wordmark

omni**boost**

Icon



## Usage on Backgrounds



On **white and light backgrounds** use the default blue logotypes



On **blue and contrasting backgrounds** use the white logotypes



On **black and dark backgrounds** use the white wordmark logotypes and the blue icon logotype.

## Logo Misuse

To make sure our logotype appears as consistently as possible throughout our communications, we've identified a few ways we don't want our logotype to appear.

Don't crop the logo



Do not distort the logo



Do not change the transparency of the logo



Do not use drop shadows or any other effects



Do not shuffle around the colors of the rocket



Do not re-create using any other typeface



Do not use different colors



Do not outline logotype



Do not change the size or orientation of the rocket



Do not rotate any part of the logo



# Colors & Typography



## Our Palette

Our core colors are how we express ourselves in the most direct way possible.

### ● Omniboost Dark Blue

This is our hero color. Use this as your background color or for design elements

### ● Omniboost Orange

Use this color as your highlight color in text or as a contrast color for buttons and icons.

### ● Omniboost Blue

Use this color as your backup highlight color when orange is not an option due to contrast

### ● Omniboost Black

We use a slightly saturated black for all of our text.

### ○ Omniboost White

If black is not possible due to the background we use plain white.

#### Omniboost Dark Blue

PMS 2768 C  
CMYK 94-85-49-65  
RGB 0-13-47  
HEX 000d2f

#### Omniboost Orange

PMS 715 C  
CMYK 0-56-94-0  
RGB 255-137-35  
HEX ff8923

#### Omniboost Black

PMS Black C  
CMYK 74-68-67-87  
RGB 8-8-8  
HEX 080808

#### Omniboost Blue

PMS 653 C  
CMYK 82-48-17-1  
RGB 50-119-165  
HEX 3277A5

#### Omniboost White

PMS 000 C  
CMYK 0-0-0-0  
RGB 255-255-255  
HEX FFFFFFFF

# Brand Headlines

## Poppins

Omniboost headlines are set in Poppins as shown. For the headings we use SemiBold (600) and Bold (700) font-weights.

When used online do not set in all-caps or all-lowercase.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz 0123456789**

**H1**  
Poppins bold 64/62

**Hentorro et et quam is  
utam idem abba.**

**H2**  
Poppins bold 42/48

**Suntore, idus non rem custecus, si  
audia quaepedis diorroreius eatur?**

**H3**  
Poppins bold 28/32

**Hentorro et et quam is utam idem siti ipsunt et,  
sitae et unt ut ped eicias.**

**H4**  
Poppins bold 24/28

**Venihilitas adipideri occulparibus quaspellabor aut ius vita.**

# Brand Text

## Assistant

Omniboost text and paragraphs are set in Assistant as shown. Assistant comes with 7 font styles which all are usable.

Preferably use the Regular (400) and Bold (700) styles for text. Only use ExtraLight and ExtraBold for rare occasions.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz 0123456789**

ExtraLight

Hentorro et et quam is utam idem abba.

Light

Hentorro et et quam is utam idem abba.

Regular

Hentorro et et quam is utam idem abba.

Medium

Hentorro et et quam is utam idem abba.

SemiBold

Hentorro et et quam is utam idem abba.

Bold

**Hentorro et et quam is utam idem abba.**

ExtraBold

**Hentorro et et quam is utam idem abba.**

## Web Substitute

### Proxima Nova

Proxima Nova is the web-safe font to use on all headlines and text when Omniboost's brand fonts are not available.

Preferably use the Regular (400) and Bold (700) styles for text. Only use Light and ExtraBold for rare occasions.

Do not use the Thin and Black style of Proxima Nova.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz 0123456789**

Light

Hentorro et et quam is utam idem abba.

Regular

Hentorro et et quam is utam idem abba.

Medium

Hentorro et et quam is utam idem abba.

SemiBold

Hentorro et et quam is utam idem abba.

Bold

**Hentorro et et quam is utam idem abba.**

ExtraBold

**Hentorro et et quam is utam idem abba.**

**Thank you.**