



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 the logo pack 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 change the transparency of the logo



Do not shuffle around the colors of the rocket



Do not use different colors



Do not change the size or orientation of the rocket



Do not distort the logo



Do not use drop shadows or any other effects



Do not re-create using any other typeface



Do not outline logotype



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 Blue**

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

● **Omniboost Orange**

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

● **Omniboost Black**

We use plain black for all of our text.

○ **Omniboost White**

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

Omniboost Blue

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

Omniboost Orange

PMS 804 C
CMYK 1-43-87-0
RGB 246-160-60
HEX F6A03C

Omniboost Black

PMS Black C
CMYK 75-68-67-90
RGB 0-0-0
HEX 000000

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 only use Bold (700) font-weight.

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.