



omniboom

process book

about

During the Fall of 2020, I had the opportunity to intern with Omniboom, with the goal of refreshing their brand. Omniboom is a tech start up located in Cincinnati, Ohio. They are an iPaaS company that works to solve complex data challenges by providing a business-driven, intelligent integration platform that can securely and rapidly connect information from any application or device regardless of location.

As a Design Intern I redesigned their logo, provided social media assets and templates, a brand guide, and a website redesign.

visual research

omniboom moodboard // rachel anthony

accent color
↳ purple = luxury → case

bright & bold
↳ NOT overbearing
↳ tech-y

main color

circles!
↳ connected
↳ secure
↳ omniboom

Chicago

gradient gives dimension

integration "pattern"

iPaas
↳ cloud based integration
↳ interconnectivity

color blocks

prioritize content

SECURE! Integration

integration

secure

iPaas

omniboom

omniboom

omniboom

**SIMPLIFY
SIMPLIFY
SIMPLIFY
SIMPLIFY**

simple solutions → simple branding/minimal

boomi

8x a leader in
Gartner Magic
Quadrant for
Enterprise iPaaS

READ WHY

webinar

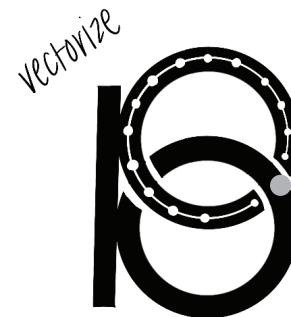
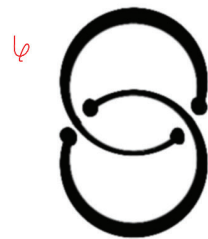
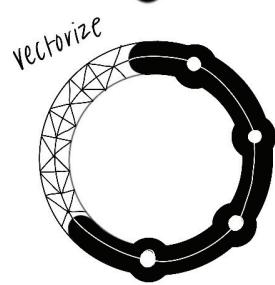
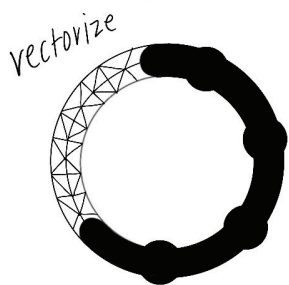
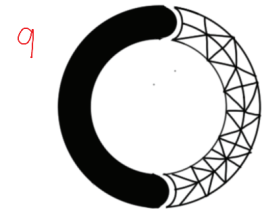
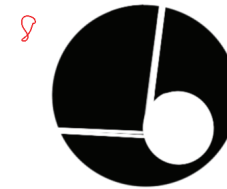
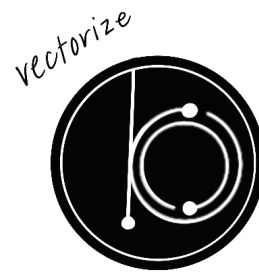
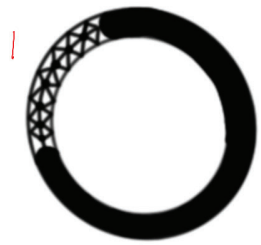
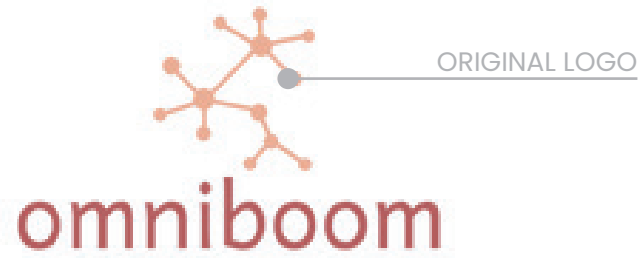
Shift to Cloud:
Friends som
möjliggörare av
en hybrid miljö och
förenklar flytt av
applikationer
till molnet.

22.
10

11-11-30
CEST

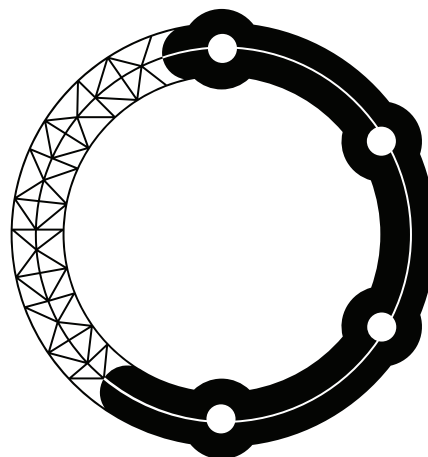
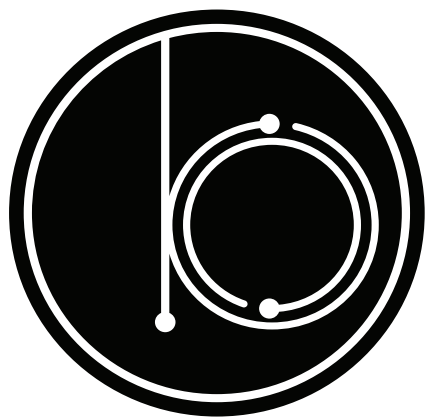
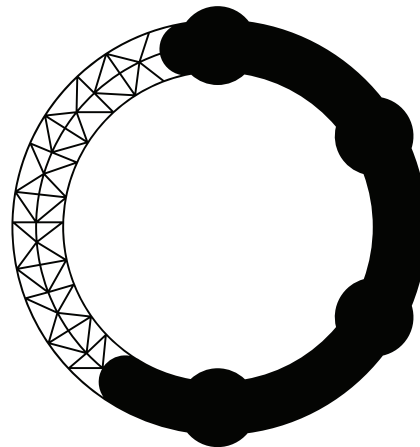
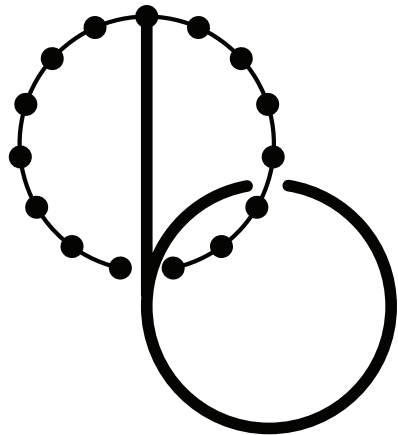
by
Håkan Svedberg

logo process

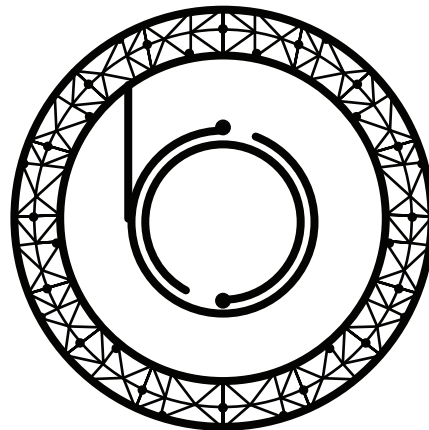
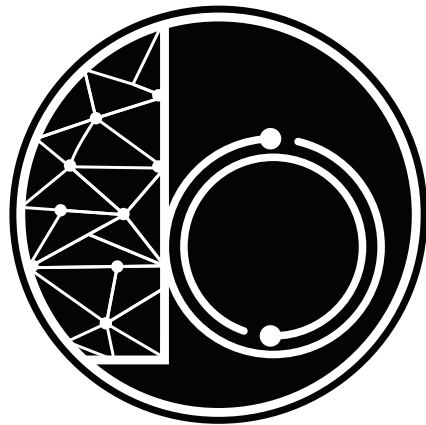
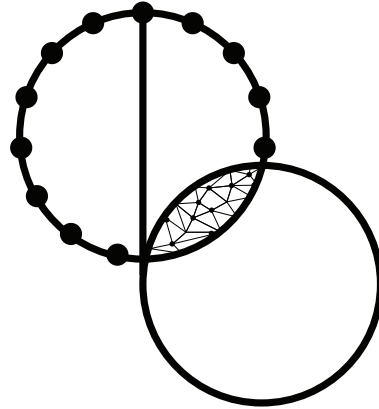
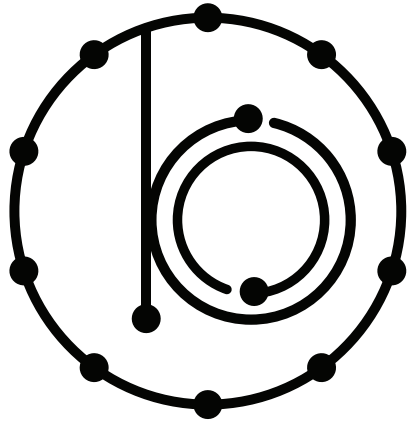


LOGO SKETCHES

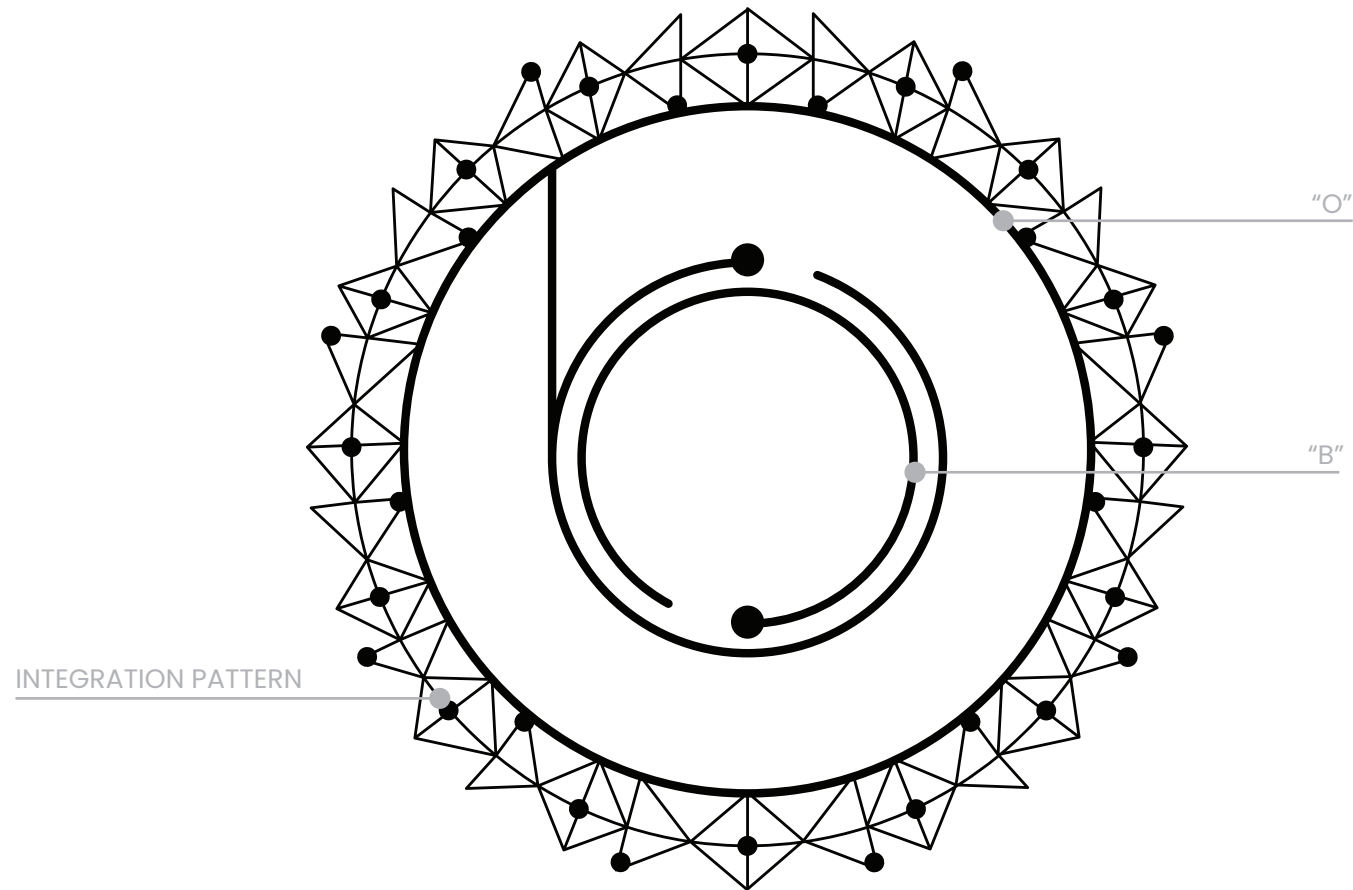
logo process



logo process



logo final

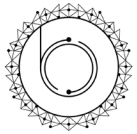


branding process

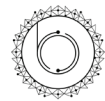


branding process

Poppins

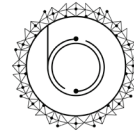


omniboom

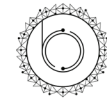


omniboom
simply connected

Cooperative Sans

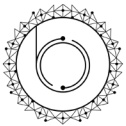


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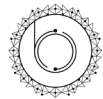


omniboom
simply connected

Montserrat

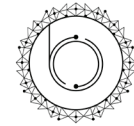


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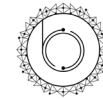


omniboom
simply connected

Cooper Hewitt



omniboom



omniboom
simply connected

branding final

CMYK: 12, 96, 73, 2
RGB: 210, 48, 69
HEX: #d23045

CMYK: 1, 17, 99, 0
RGB: 252, 206, 12
HEX: #FCCE0C

CMYK: 1, 17, 99, 0
RGB: 252, 206, 12
HEX: #FCCE0C

CMYK: 1, 17, 99, 0
RGB: 252, 206, 12
HEX: #FCCE0C

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%^&*()_+

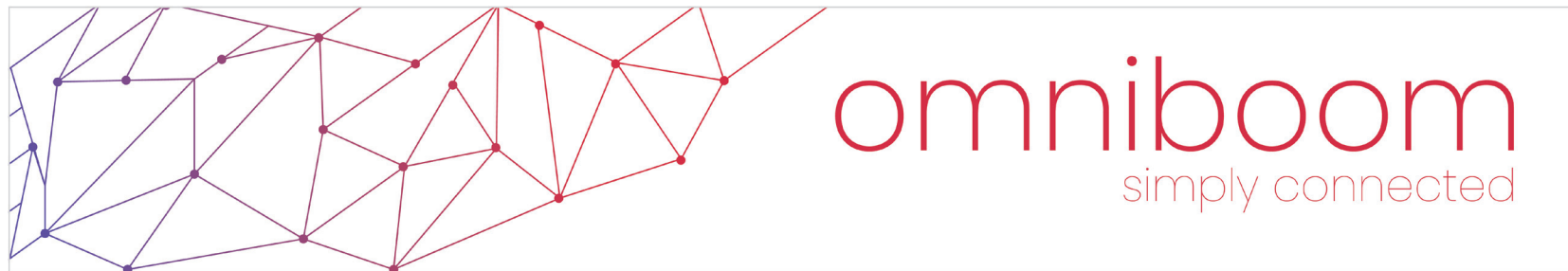
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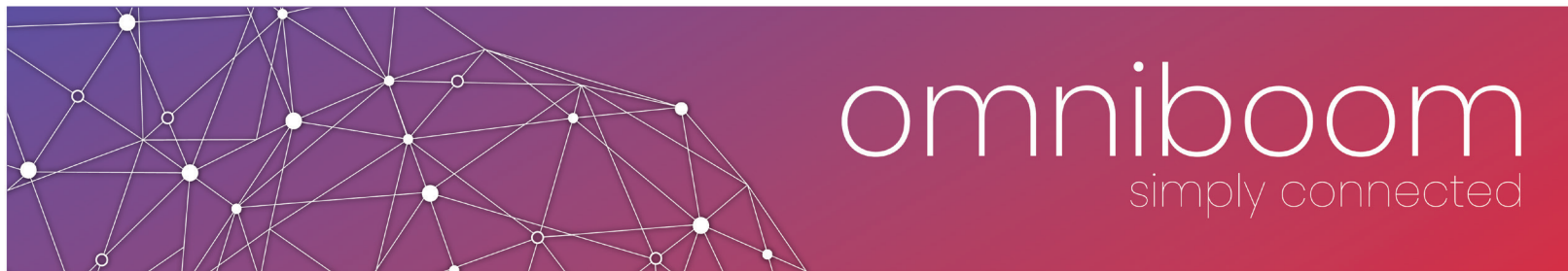
Poppins Thin
Poppins Thin Italic
Poppins ExtraLight
Poppins ExtraLight Italics
Poppins Light
Poppins Light Italic
Poppins Regular
Poppins Italic
Poppins Medium

Poppins Medium Italic
Poppins SemiBold
Poppins SemiBold Italic
Poppins Bold
Poppins Bold Italic
Poppins ExtraBold
Poppins ExtraBold Italic
Poppins Black
Poppins Black Italic

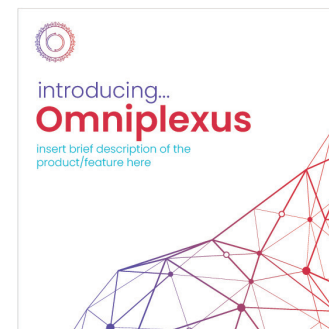
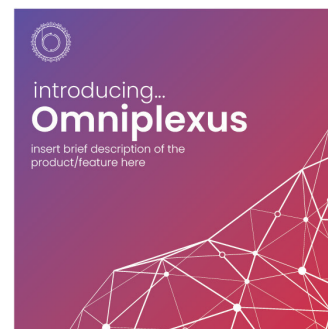
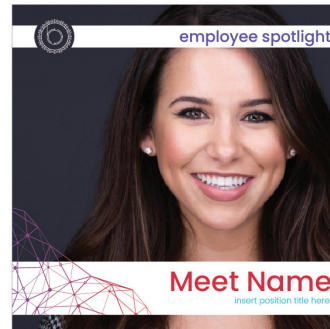
social media process



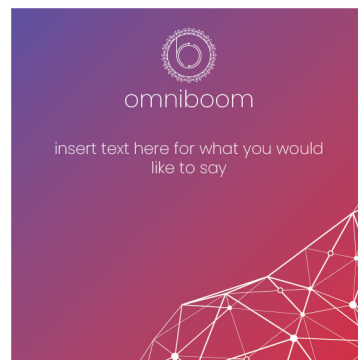
social media banners



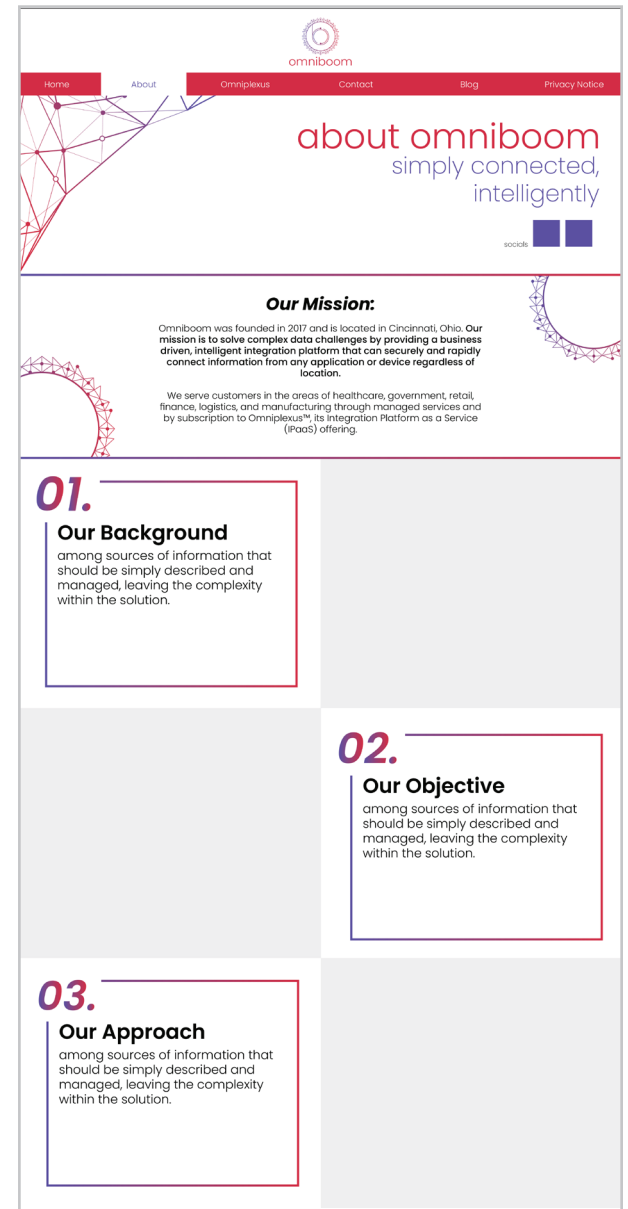
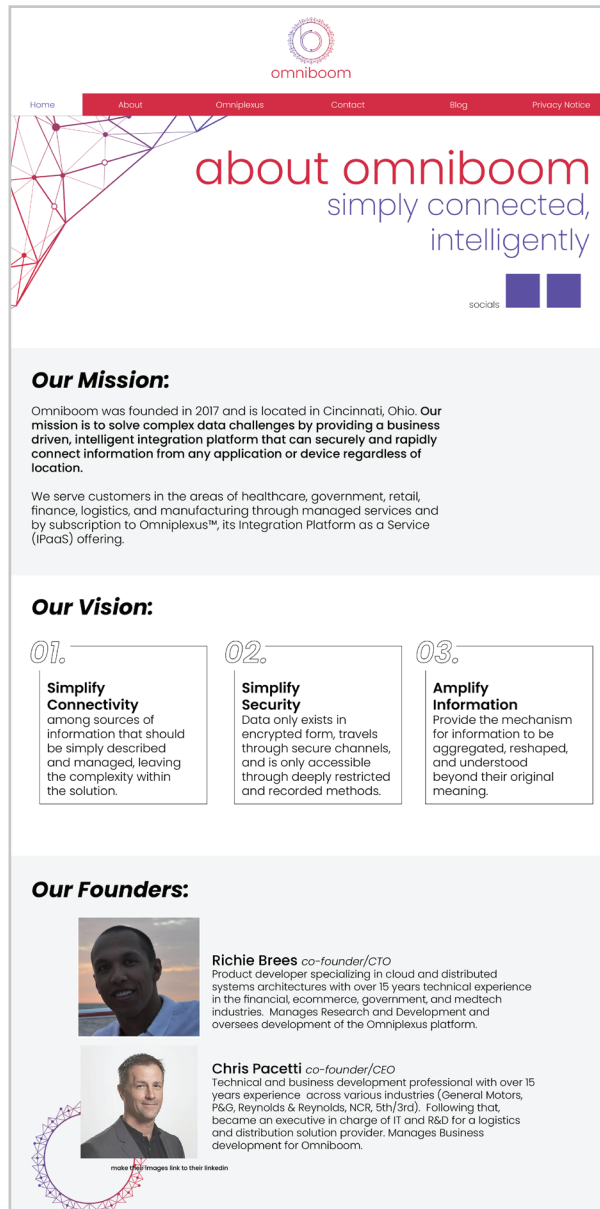
social media posts



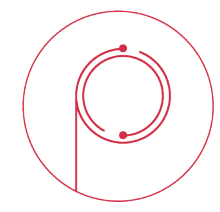
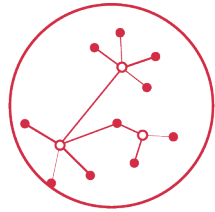
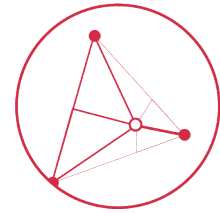
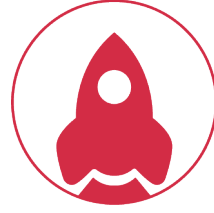
social media posts



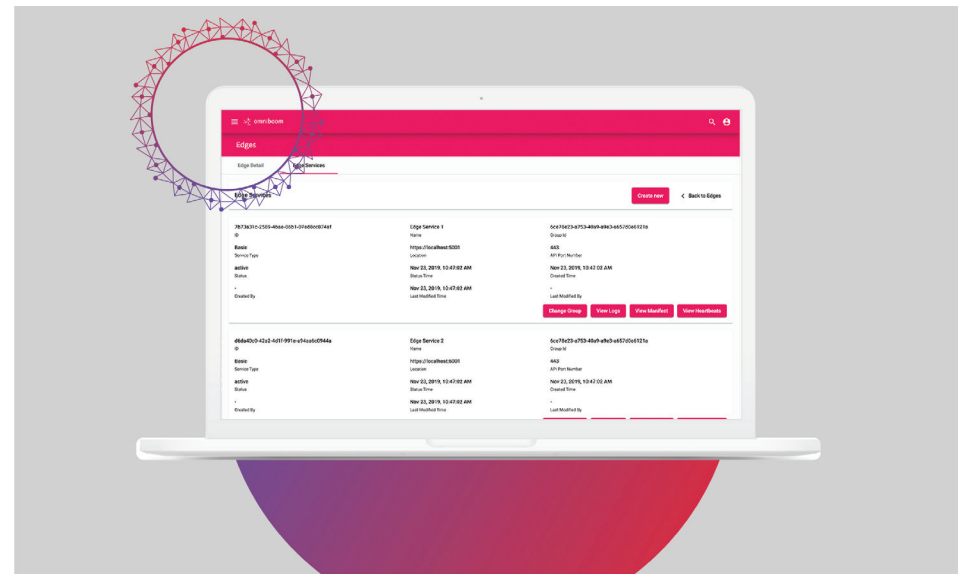
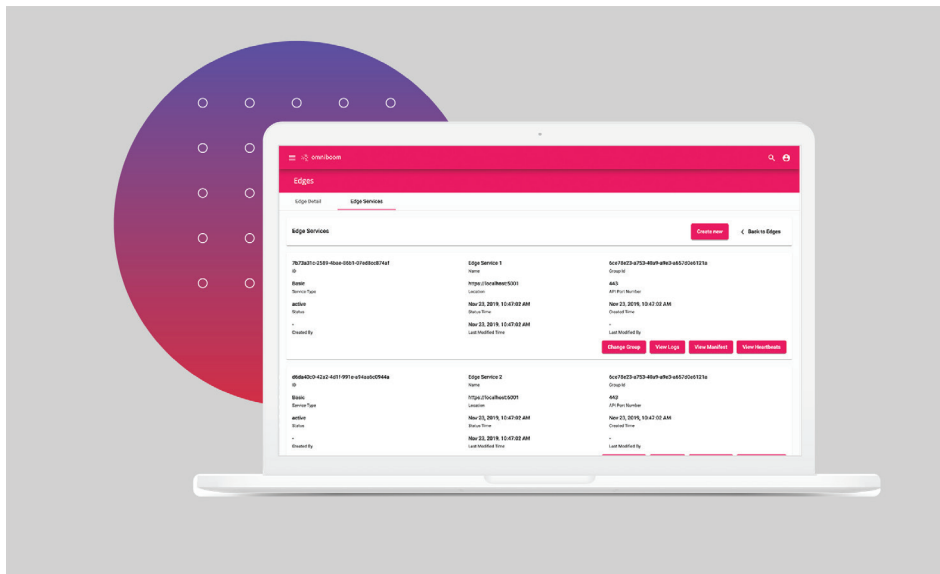
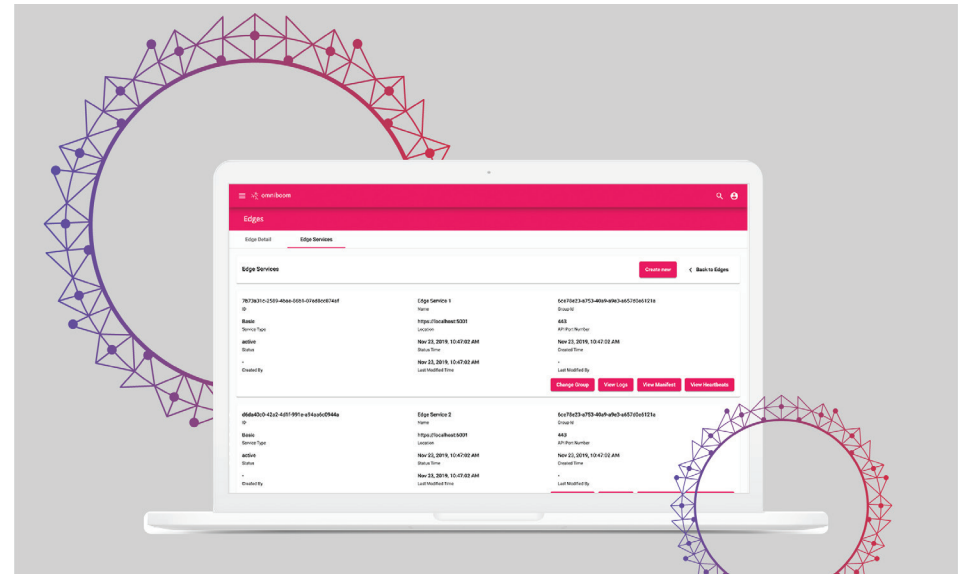
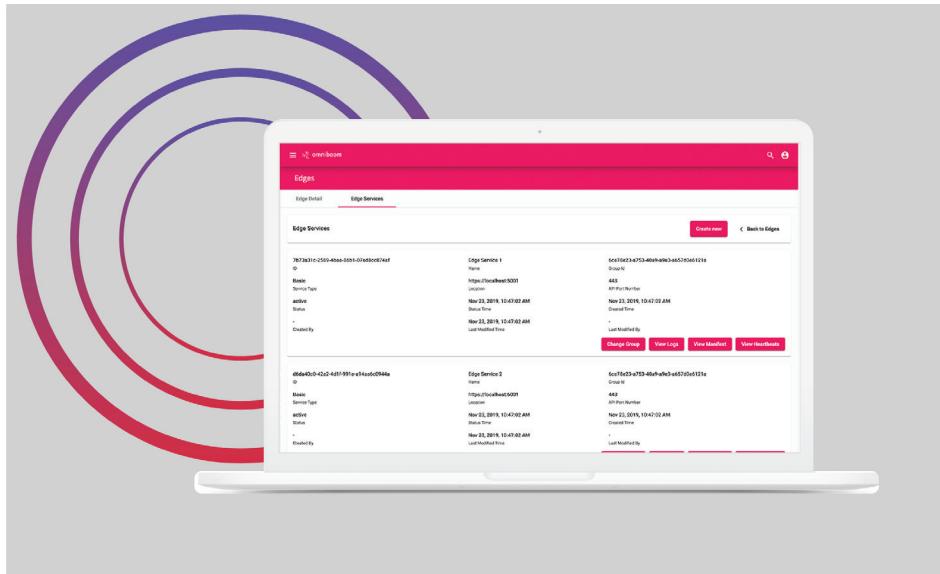
website process



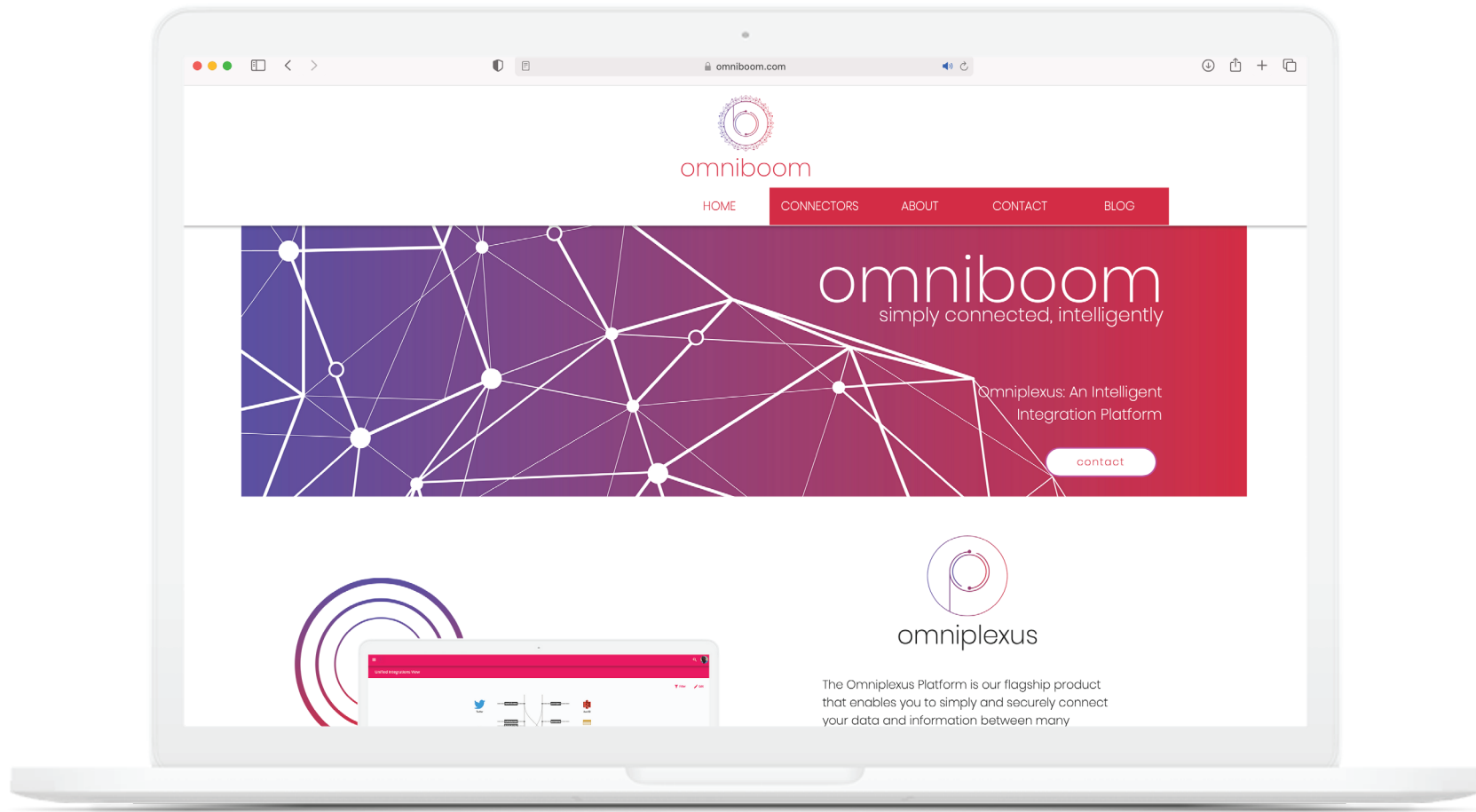
website process



website process



website final



Click Here to View the Full Site

environmental



testimonial

“This past fall, we were fortunate to have found the talents of Rachel Anthony as our graphic design intern. Although we had numerous candidates apply, Rachel stood out immediately as a driven, creative, and professional-beyond-her-years individual, a perfect fit for Omniboom.” *Read the entire blog post here!*

-Bonnie Hershberger
Director of Marketing

