

Boomi Brand Refresh

Frequently Asked Questions

Boomi will launch a new brand and website in conjunction with Boomi World, Oct 1-4, 2019.

Q: Why did Boomi change the logo? Why now?

A: As our company continues to grow, we want to ensure our visual representation matches who we are today and who we want to be tomorrow. A logo is often the first impression a company can make. It's critical the logo tells the Boomi story and conveys the company's personality. Boomi last made significant changes to the logo almost 10 years ago.

This logo connects the success of Boomi's past with the vision of Boomi's future and gives the company a strong runway for longevity.

Q: What is the new logo?

A: The 2 color Boomi wordmark with "A Dell Technologies Business" lockup is the primary logo. It is designed to be the key identifier for the Boomi brand. It is simple and modern for recognizability – for use across digital and print. The wordmark is locked up with Boomi's parent company, Dell Technologies, to proudly continue our connection. The contrasting dot above the 'i' shines like a beacon and a symbol of the community and education which play an integral role in Boomi's growth.



Q: What is the Boomi mark?

A: This is the Boomi mark. The mark is Boomi's secondary corporate identity created as an abbreviated version of the wordmark logo. It's strong, it's a stamp and it connotes power, with the influence of our new atom. We prefer to use the mark as a substitute and/or in support of the brand identity. Once the Boomi brand has been established – either through the use of the complete wordmark or in copy, the mark can be used on its own.



Q: When should the Boomi logo be used versus the Boomi mark?

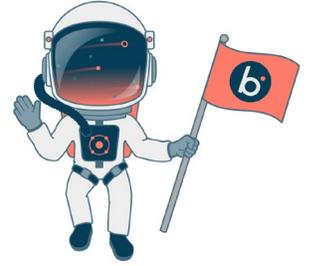
A: Always use the Boomi logo when referring to the company. The Boomi mark is the secondary corporate identity created as an abbreviated version of the wordmark logo. When the Boomi brand has been established – either through the use of the complete wordmark or in copy, the mark can be used on its own.

Q: What are the criteria for using the Boomi logo versus the Boomi mark?

A: The Boomi mark should only be used when specifically designed into a product or asset while working with the Boomi Brand team. The brand team will provide specific guidelines on when to use and not to use these two images.

Q: What is Boomiverse and who is 'B'?

A: Boomiverse is Boomi's new community - a destination that delivers a connected, immersive experience, which is intended to drive engagement on the Boomi platform and foster collaboration amongst members. 'B' is the ambassador for Boomiverse. B is the personification of Boomiverse's mission and spirit. B embodies infinite possibilities, as we look to introduce and explore all that the Boomiverse has to offer.



Q: Why did Boomi update the company's website?

A: The launch of a new website in concert with Boomi's new branding will drive new energy to the company's identity. The website will articulate the Boomi story in a way that is easy to digest for all Boomi stakeholders - visually bringing acceleration and integration to life. With the new website, Boomi has refined content and navigation so it speaks to all audiences at a high level, offering them the right journey based on what they need. Boomi will approach the website with the same rigor the company does with their products.

Q. When using the company name, on the first written instance, it used to be Dell Boomi (Boomi)... Is this still the case?

A. No. The correct first mention of Boomi should be Boomi, a Dell Technologies business. After that, just use Boomi.

Q: Dell is no longer in front of Boomi in the logo. Why did you make this change?

A: Being a Dell Technologies Business is and will continue to be a vital part of who Boomi is and how the company goes to market. It is one of Boomi's key differentiations. At this time in the growth of Boomi, the company is ready to further grow its own identity as well. This branding change falls in alignment with other Dell Technologies businesses such as RSA Security, SecureWorks, Virtustream, etc.

Q: If the Boomi logo, the 2 color Boomi wordmark with "A Dell Technologies Business", doesn't fit well or would be too small to see for a certain project, is it possible to use the Boomi without "A Dell Technologies Business" Logo?

A: Use of this logo is permitted when "A Dell Technologies Business" becomes illegible at smaller sizes. However, "A Dell Technologies Business" must be established once elsewhere in copy and it must be within close proximity to the logo. More information on minimum sizing for logos can be found on the sizing page of the Boomi Brand Guidelines on the [Boomi Brand Marketing wiki](#). Marketing swag is the only exception where the Dell lockup is not required in logo or copy form. Applications include swag like t-shirts and hats. Always use the Boomi logo with "A Dell Technologies Business". If you believe you have an exception, please contact the Boomi Brand Team @ Boomi_Brand_Marketing@dell.com.

Q: Is there a new Boomi Unified Platform graphic/donut?

A: Boomi now uses symbology to reflect what each product does. To represent the entire platform use the Boomi AtomSphere Platform atom (aka Boomi platform icon). Given the nature that atoms are extremely small, the platform atoms were designed with this in mind and should be kept small relative to other design assets in a given projects artboard.

Q: Should we stop using the Boomi Platform donut?

A: Yes.

Q: How has the Boomi Atom changed?

A: The “i” of the Boomi logo is a deconstructed, simple and modern representation of an atom. Given the equity of the atom in the Boomi brand, this updated atom is a crucial design element.

The Boomi brand has atoms and macro (large) atoms in its design system. The macro atom represents an extreme close up of the atom. It is designed to evoke a sense of energy with a pulsating vibration that feels alive. Macro atoms should be kept relatively large when used and should never be scaled down to a size where the individual layer of rings gets lost.

Q: What about the legacy Boomi Atom?

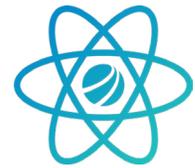
A: The legacy Boomi atom may still be used to represent technology-specific videos and architecture slides. Less commonly, it may be used by the Brand team in some design work.

There are two approved versions:

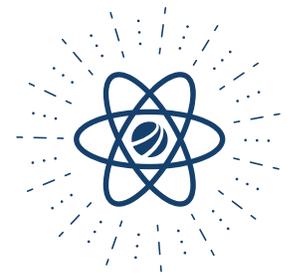
Standard: our standard Boomi atom conveys Boomi in place – it is a visual shorthand for Boomi being in the technology mix and to indicate deployment.

Radiant: the radiant Boomi atom indicates “Boomi at work” / Boomi magic happening / actively connecting people/devices/things.

Please do not use the legacy Boom atom in place of the symbology for the Platform (aka Platform icon) or other product-specific work.



Standard



Radiant

Q: Is there a contact for additional Boomi Brand questions?

A: Yes, please send an email to boomi_brand_marketing@dell.com or ask on the #brand channel on Slack.

Q: What additional resources should I review?

A: Our full Brand Guidelines, standard Boomi PowerPoint template and logos can be found in on the [Brand Marketing internal wiki](#) or [Brandfolder](#).