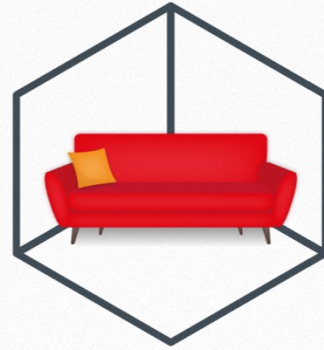




## Surrealty: Virtual Staging

- Logo symbol is a 3D cube that evokes a blank outline of a room, coming to life through the addition of furniture



# surrealty

## Nubix: Big Data Analytics for IoT

- Logo symbol is reflective of “edge analytics at scale” – a landscape of peaks of various heights that evokes an area graph
- Custom-drawn fully geometric letterforms



## Omek: 3D Camera Gesture Recognition Software

- Logo symbol is an abstract representation of a camera lens, evoking computer "vision" with a sense of depth, motion, and humanity (rotated smile)
- Font with fully circular "O" is a reinforcing mnemonic for Omek
- Conceived of product name "Beckon" to rebrand from "Shadow"
- Came up with tagline "The Future Beckons"



New  
Branding



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President

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Original Logo & Branding

**Nathan Harris**  
Marketing Manager

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San Francisco, CA 94134

61417747545  
61280808304  
info@omek.com



## Fruition: In-Grape Sensor to Determine Harvest Time

- Conceived of company name “Fruition” to rebrand from original name “InVino Sense”
- Logo symbol evokes a cluster of grapes connected like a circuit board
- Playful, organic letterforms and shapes lighten up scientific nature of product
- Palette reflect colors of wine



Original Logo & Company Name



## Electrified Games: Mobile Games Company

- New logo and visual identity system

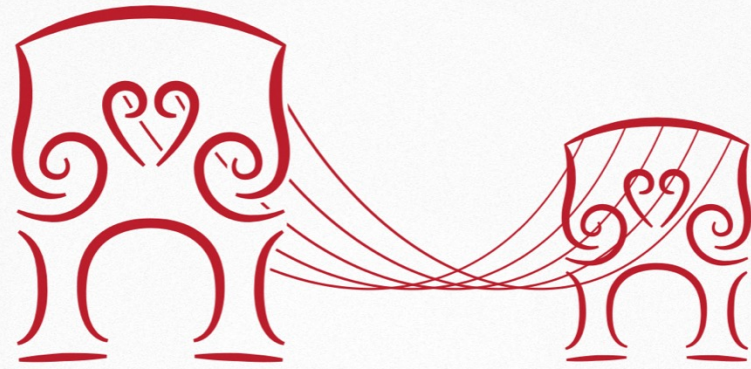


Original Logo

**ELECTRIFIED GAMES**

# Golden Gate Philharmonic: San Francisco Youth (K-12) Orchestra

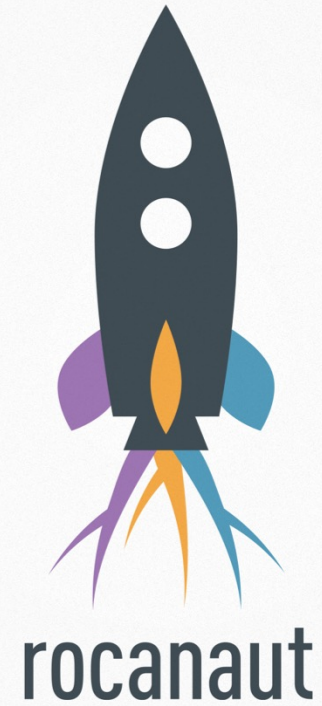
- Logo symbol reimagines bridges of a cello as stanchions of Golden Gate Bridge



**GOLDEN GATE**  
**PHILHARMONIC**  
a san francisco youth orchestra

## Rocana: Big Data Analytics

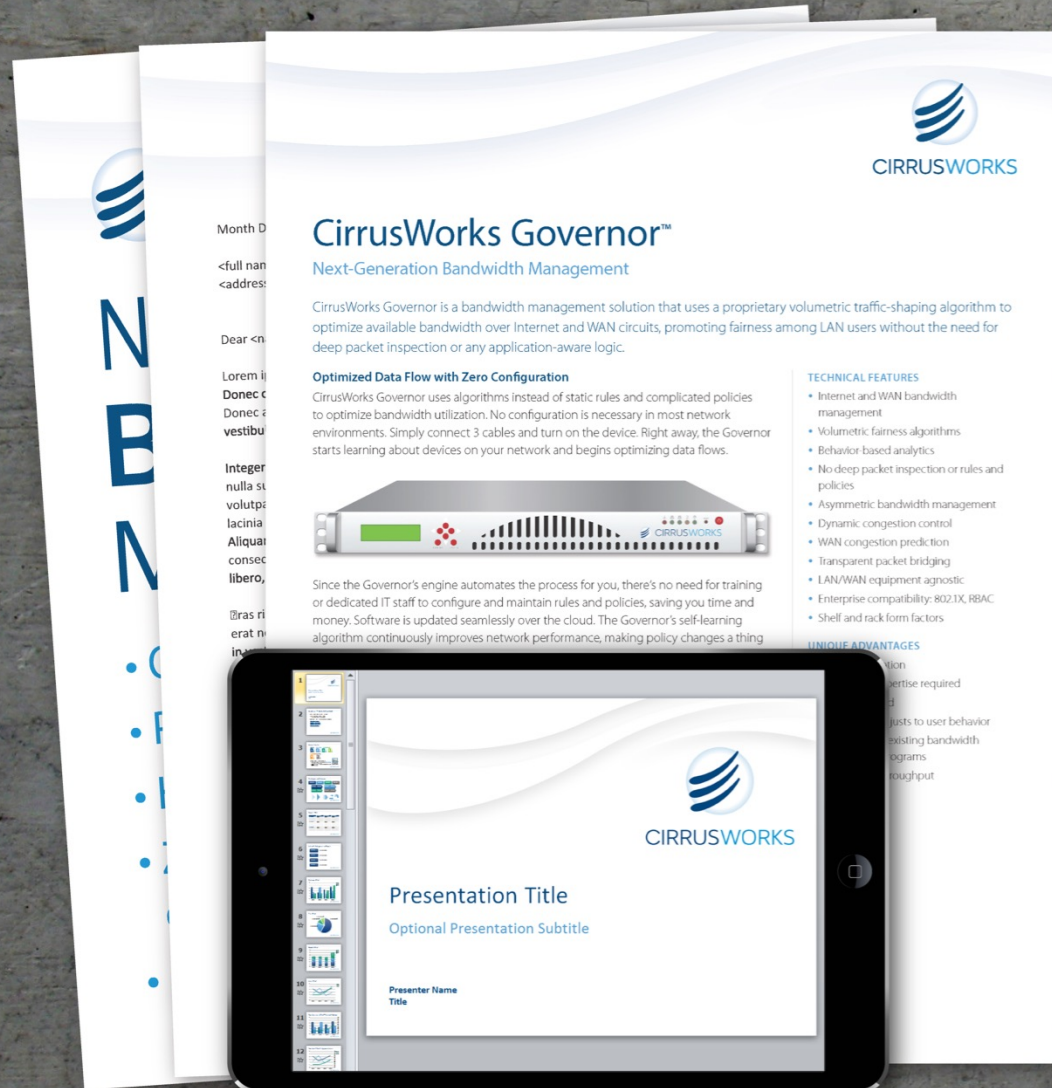
- Logo for “Osso” – an acronym for the Rocana-developed open source standard for event-oriented data
- “Rocanaut” company mascot avatar, used internally and for social media. Leveraged “roots” from corporate logo for rocket exhaust.



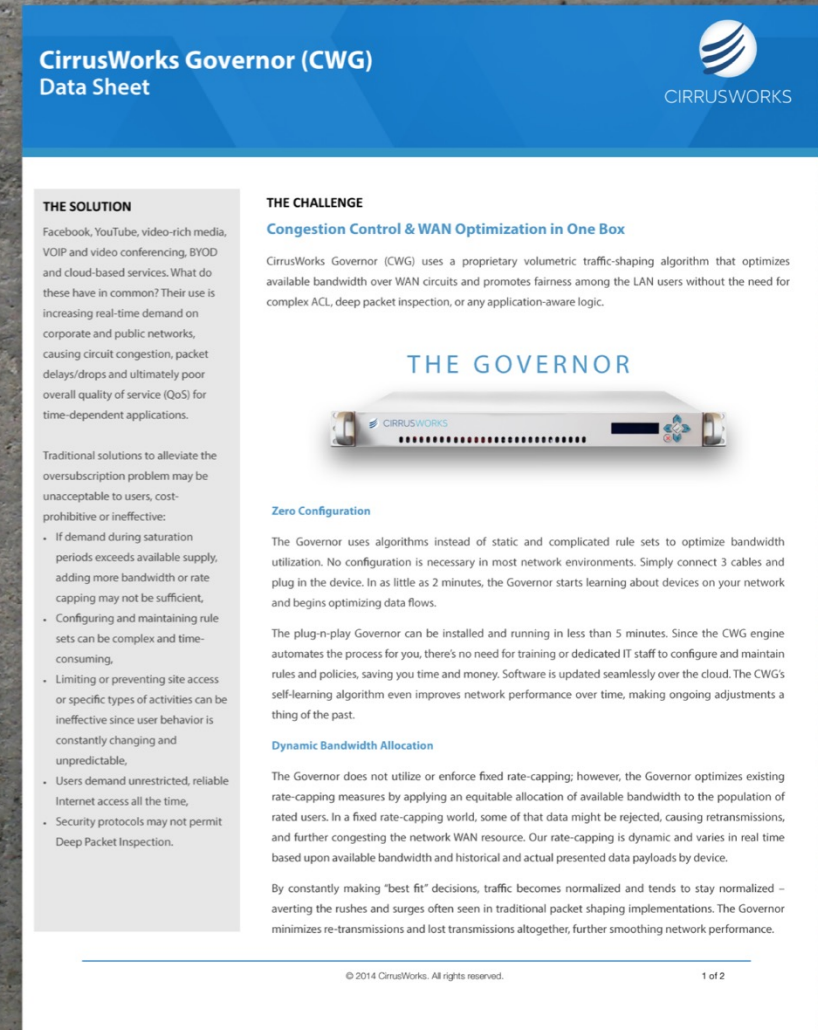


# CirrusWorks: Bandwidth Optimization Technology

New visual identity reinforces the brand concept with an abstract representation of wispy, cirrus clouds. Redesigned collateral, stationery, presentation, and email templates, event signage, etc., to incorporate new theme across brand touchpoints.




New Visual Identity and Templates



Original Data Sheet

# VeloCloud: Cloud-based WAN Technology

New visual identity based on a representation of the company's unique cloud gateway combined with imagery that connotes speed/performance. Redesigned collateral and presentation templates to incorporate new theme.



**COMPL**

**SIMPLIFY**

- > Deploy n
- Edge with
- > Automati
- WAN traf
- other clo
- > Unified e
- seamless
- your acc
- > Subscri

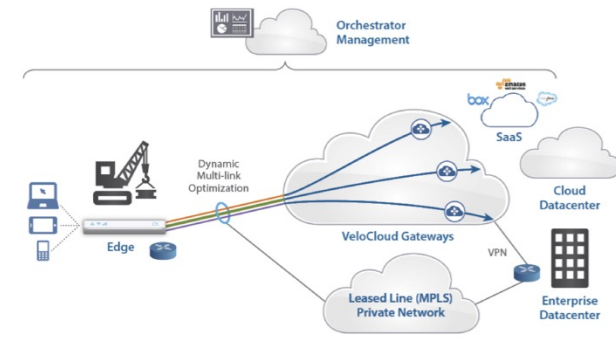
**CLOUD-DELIVERED WAN TO EASILY CONNECT ALL YOUR REMOTE SITES**

VeloCloud delivers Zero-touch, Enterprise-grade WAN to rapidly connect remote sites for Architecture, Engineering and Construction (AEC)

VeloCloud modernizes AEC Enterprise Networks with a Cloud-Delivered WAN that dynamically steers business critical applications over the best available path for reliable access:

- > Simplifies WAN for pop-up construction sites and remote offices by moving the network to the cloud for easy install and teardown
- > Enables multiple, inexpensive broadband links including 4G/LTE to behave like a secure and high-bandwidth WAN link for reliable access to Building Information Modeling systems and rich media files.
- > Centralized management and policy-based enforcement enables faster deployment and ease of management of remote sites from mergers, acquisitions and spinoffs
- > Cost Effective with pay-as-you-go subscription model for flexible IT budget management

**VELOCLOUD NETWORK-AS-A-SERVICE**



VeloCloud Network-as-a-Service provides a complete Cloud-Delivered WAN solution that includes Cloud Networking, Virtualized services and ordinary broadband links transformed to behave like an Enterprise-grade Internet.

For a simple and subscription-based cloud-delivered WAN solution, contact us today: [www.velocloud.com/eval](http://www.velocloud.com/eval) | (650) 209-4180.

**ve**

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New Visual Identity and Template



Solution Brief: Architecture, Construction and Engineering

**Cloud-Delivered WAN to Easily Connect all the Remote Sites**



VeloCloud delivers Zero-touch, Enterprise-grade WAN to rapidly deploy remote offices for Architecture, Construction and Engineering

**At-A-Glance**

VeloCloud modernizes Enterprise Networks with a Cloud-Delivered WAN that dynamically steers business critical applications over the best available paths for reliable access

- Simplifies WAN for construction sites and offices by moving the network to the cloud
- Enables multiple, inexpensive broadband links to behave like a secure, reliable and high-bandwidth link
- Enhances productivity at remote sites with higher performance for Building Information Modeling applications, voice/video and virtual desktops
- Cost Effective with pay-as-you-go subscription model for flexible IT budget management

**WAN Challenges and Requirements**

Architecture, Construction and Engineering firms employ a diverse workforce operating from several remote offices to deliver the best designs and buildings. Yet, supporting collaboration among employees, contractors and third parties – all working on the same building or model is difficult with poor WAN connection, complex deployment, and management with high carrier cost per site.

These companies have a unique set of network requirements:

- End users require reliable, high-performance WAN connectivity to access critical applications like Building Information Modeling and media-rich files.
- Remote sites are deployed with disparate broadband, 4G/LTE and private links. Yet, need Enterprise-grade performance and rapid install and teardown
- Dynamics of mergers, acquisitions and spinoffs with remote sites and offices spread across multiple geographies requires fast deployment and ease of management

**VeloCloud Network-as-a-Service**

VeloCloud provides a complete Cloud-Delivered WAN solution that includes Cloud Networking, Virtualized services and ordinary broadband links transformed to behave like an Enterprise-grade Internet.



**Solution Components**

**Edge**  
A compact, thin "edge" device at the remote site that is zero-touch provisioned from the cloud for secure, optimized connectivity to your applications and data. Included with the service subscription

**Services Gateway**  
Cluster of service gateways deployed globally at top tier cloud data centers to provide scalable and on-demand Cloud network services. Along with the Edge, Service gateways deliver dynamic multi-path optimization so ordinary broadband links appear as a single high-bandwidth link

**Orchestrator**  
Orchestrator provides management for the integrated service to provide centralized configuration, real-time monitoring and one-click provisioning of virtual services at the Edge and the Gateways

Contact us for FREE evaluation - <http://www.velocloud.com/eval>

Original Data Sheet