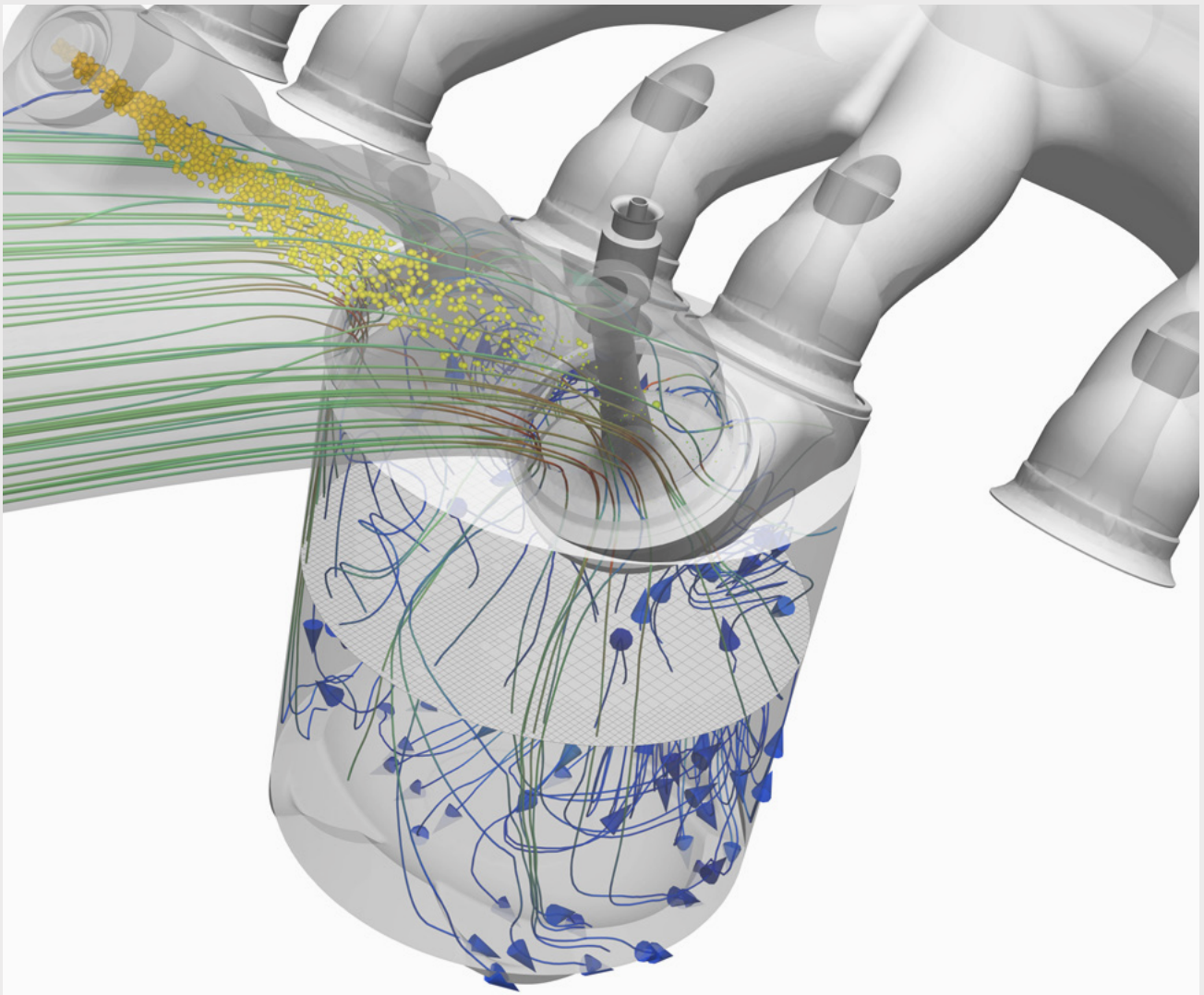


The logo features three wavy lines on the left side, with the top two in blue and the bottom one in grey. These lines curve towards the right, framing the text.

# CONVERGENT SCIENCE



## MEDIA KIT AND BRAND GUIDELINES

CONVERGENT SCIENCE AND **CONVERGE**

Updated May 2017

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# 1 COMPANY

**1.1 PROFILE** Convergent Science is an innovative, rapidly expanding computational fluid dynamics (CFD) company. Our flagship product, **CONVERGE**, is a revolutionary CFD software that eliminates the grid generation bottleneck from the simulation process.

Founded in 1997 by graduate students at the University of Wisconsin-Madison, Convergent Science was a CFD consulting company in its early years. In 2008, the first **CONVERGE** licenses were sold and the company transitioned to a CFD software company. Convergent Science remains headquartered in Madison, Wisconsin, with additional offices in the United States and Europe and distributors around the globe.

We are proud to offer exemplary customer support, including free **CONVERGE** training in the United States and Europe several times per year.

Biographies of the Convergent Science leaders can be found at [convergecf.com/about/leadership](http://convergecf.com/about/leadership).

**1.2 TIMELINE**

- 1997** Graduate students at UW-Madison establish Convergent Thinking LLC
- 2001** Development of **CONVERGE** begins
- 2008** First **CONVERGE** sales
- 2012** Texas office opens
- 2013** IDAJ starts distributing **CONVERGE** in Asia
- 2014** Merge with Ignite3D to form Convergent Science GmbH in Austria
- 2014** First **CONVERGE** User Conference—North America held
- 2015** Detroit office opens
- 2016** First combustion summit held in Nice, France
- 2016** First IFPEN combustion models implemented in **CONVERGE**
- 2017** First **CONVERGE** User Conference—Europe held

### 1.3 MISSION

Our mission is to enable our customers to perform revolutionary computational fluid dynamics simulations by creating accurate, versatile, user-friendly software and providing unparalleled support.

### 1.4 NAME

In general, refer to the company as Convergent Science. (Convergent Science, Inc. refers to the American portion of the company. Convergent Science GmbH refers to the European portion of the company. Convergent Science is the umbrella term that includes the entire company.) Convergent Science is two words, always spelled with a capital “C” and “S”.

## Convergent Science

~~Convergent Sciences~~

Do not make plural

~~convergent science~~

Do not use all lowercase

~~CONVERGE~~

Do not use product name when referring to company

~~Convergent~~

Do not use incomplete name

## 1.5 LOGO

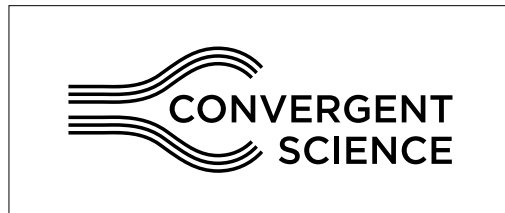
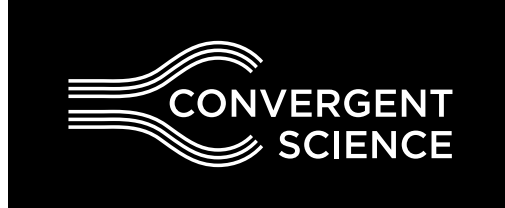
The Convergent Science logo should not be closer to any other logo or graphic element than  $\frac{1}{3}$  the height of the logo. This buffer zone ensures the integrity and originality of the mark. The logo must remain as originally drawn and proportioned and cannot be modified. The wordmark “CONVERGENT SCIENCE” is a graphic element, not a typeface. Do not substitute a different typeface for the wordmark. Do not use the logo or the wordmarks in a sentence. The logos may not be deconstructed.



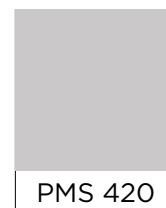
The minimum logo size is  $\frac{1}{2}$  inch high for print applications and 36px high for digital applications.



1.5 logo continued If used over a background with insufficient contrast, the logo may be used in black and white or in reverse.



**1.6 COLOR** The Convergent Science logo should be shown in color using the specified Pantone colors (PMS).



## 1.7 LOGO USE

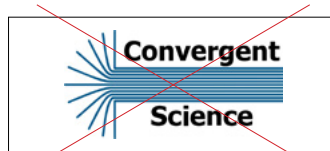
The Convergent Science logo must be used as provided with no changes, including but not limited to changes in the color, proportion, design, or appearance.



Do not compress



Do not distort



Do not use our old logo



Do not use on backgrounds with insufficient contrast



Do not change the color



Do not change the typeface



Do not use product logo when referring to company



Do not use incomplete logo

# 2 PRODUCT

**2.1 PROFILE** **CONVERGE** is an innovative CFD software that eliminates all user meshing time. **CONVERGE** automatically generates a perfectly orthogonal, structured grid at runtime based on simple, user-defined grid control parameters. Thanks to its fully coupled automated meshing and its Adaptive Mesh Refinement (AMR) technology, **CONVERGE** can easily analyze complex geometries, including those with moving boundaries. Moreover, **CONVERGE** contains an efficient detailed chemistry solver, an extensive set of physical submodels, a genetic algorithm optimization module, and fully automated parallelization.

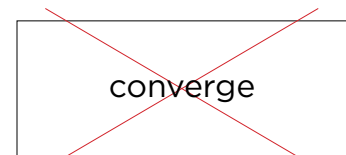
**CONVERGE** is used by companies, academic institutions, and national laboratories around the globe. Approximately 83% of engine manufacturers worldwide use **CONVERGE**. That figure includes major OEMs in the United States, Europe, and Asia.

**2.2 NAME** Refer to **CONVERGE** (all capital letters). When referring to **CONVERGE** or any of the family of **CONVERGE** products, **CONVERGE** should be displayed in bold, sans serif type.

## **CONVERGE**



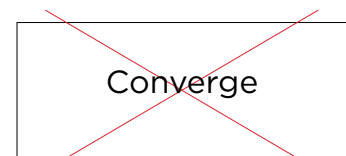
Do not add to name



Do not use all lowercase



Do not use company name when referring to product



Do not use mixed case



## 2.3 LOGO

The **CONVERGE** logo should not be closer to any other logo or graphic element than  $\frac{1}{3}$  the height of the logo. This buffer zone ensures the integrity and individuality of the mark. The logo must remain as originally drawn and proportioned and cannot be modified. The wordmark “**CONVERGE**” is a graphic element, not a typeface. Do not substitute a different typeface for the wordmark. Do not use the logo or the wordmark in a sentence. The logo may not be deconstructed.



The minimum logo size is  $\frac{1}{2}$  inch high for print applications and 36px high for digital applications.



*2.3 logo continued* If used over a background with insufficient contrast, the logo may be used in black and white or in reverse.



**2.4 COLOR** The **CONVERGE** logo should be shown in color using the specified Pantone colors (PMS), as shown below.



## 2.5 LOGO USE

The **CONVERGE** logo must be used as provided with no changes, including but not limited to changes in the color, proportion, design, or appearance.



Do not compress



Do not distort



Do not use an incomplete logo



Do not use on backgrounds with insufficient contrast



Do not change the color



Do not change the typeface



Do not use company logo when referring to product



Do not add elements

# 3 RESOURCES

## 3.1 CONTACT INFORMATION

Media questions? Please contact:  
**[info@convergecdf.com](mailto:info@convergecdf.com)**.

Other questions? Please contact:  
**[contact@convergecdf.com](mailto:contact@convergecdf.com)**.

## 3.2 LOGO FILES

This document and downloadable logo files can be found at **[convergecdf.com/about/media](http://convergecdf.com/about/media)**.