MEDIA KIT AND BRAND GUIDELINES
CONVERGENT SCIENCE AND CONVERGE CFD SOFTWARE
Updated August 2018
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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 CFD software, 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 offices in the United States, Europe, and India 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 convergecfd.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  
2017  Indian office opens
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 India, LLP refers to the Indian 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**

- **Do not make plural**: Convergent Sciences
- **Do not use all lowercase**: convergent science
- **Do not use product name when referring to company**: CONVERGE
- **Do not use incomplete name**: Convergent
1.5 LOGO

The Convergent Science logo should not be closer to any other logo or graphic element than 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 ½ inch high for print applications and 36px high for digital applications.
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).

PMS 301  PMS 425  PMS 420
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
2.1 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** CFD software 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

“CONVERGE CFD software” refers to the full suite of CONVERGE products. Use “CONVERGE” to refer specifically to the CFD solver and “CONVERGE Studio” to refer to the graphical user interface. When referring to CONVERGE or any of the CONVERGE CFD software products, CONVERGE should be in all capital letters and bold, sans serif type.

CONVERGE

CONVERGE CFD software

CONVERGE Studio

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 CFD software logo should not be closer to any other logo or graphic element than 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 ½ 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 CFD software logo should be shown in color using the specified Pantone colors (PMS), as shown below.

- PMS 301
- PMS 425
2.5 LOGO USE

The CONVERGE CFD software 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@convergecfd.com.

Other questions? Please contact: contact@convergecfd.com.

3.2 LOGO FILES
This document and downloadable logo files can be found at convergecfd.com/about/media.