





Logo Suite	03
Colour Palette	08
Typography	11
Iconography	15
Bursts & Flows	18
Workflow diagrams	26
Product shots	33
SimScale agent	35
Marketecture	38
Design guides	42
Brand in use	45

01

Logo Suite



Exclusion area

The default logo to use is the primary word mark in a ‘Space Indigo’ colour hue shown to the right.

When placing the logo onto design material, ensure sufficient padding (space) is left around all four edges. As a guide, use the flow icon character as a spacer.



Logo colours

The primary logo has a dark, a light, and a grey version, allowing the logo to be placed on light and dark backgrounds whilst ensuring good contrast and legibility. The logo can also be placed on colourful or vivid brand backgrounds. When doing so, always choose the logo variant that gives the strongest contrast against the background colour to keep it clearly legible — avoid low-contrast pairings.



Dark



Light



Grey



Light



Dark



Light



Logo layouts

SimScale has 3 core logo variants.

The full lockup is the default, but certain factors such as display size and context might make the favicon or workdmark more appropriate.

Use the guidelines below to make a judgement call:

- Is the full lockup easily legible at the size it will be displayed? If so, use it.
- Will the brand name be displayed in text along side the logo? E.g. on an app store badge or LinkedIn profile. If so, use the icon to avoid seeing the company name twice in one view.
- Is the icon displayed elsewhere on an asset? If so, use the wordmark.



Favicon

SimScale

Wordmark



Full lockup



Submarks

The full lockup has been designed to support a range of submarks.

Whilst the full lockup remains the default, submarks can be used to describe the context of an asset. The descriptor element (webinars/workbench/agent/api) is always displayed at 75% opacity to retain emphasis on the primary logo.

Partner Logo Usage

When co-branding with SimScale, partners should use the "SimScale partner" submark rather than the primary logo, as this lockup clearly signals the partnership context without implying joint ownership of the SimScale brand — always as provided, with spacing and opacity unchanged, and the light or dark version chosen for contrast per the Logo Colours guide. Don't resize disproportionately or merge with your own logo. For usage outside standard co-marketing, please request approval from the SimScale brand team.



02

Colour palette



Tints & shades

To ensure sufficient flexibility when designing for SimScale, a range of tints and shades have been created from the core colours.

The palette detailed on this page is comprehensive and no other colours, tints or shades are permitted.

Space Indigo		Bright White	
#070A27	100	#F7F7F7	100
#0C0F2B	150	#F2F2F3	150
#131632	200	#EBEBED	200
#20233D	300	#DFDFE2	300
#2C2F47	400	#D3D3D8	400
#393B52	500	#C7C8CD	500
#45475D	600	#BBBCC3	600
#515468	700	#AFB0B9	700
#5E6073	800	#A3A4AE	800
#6A6C7D	900	#9798A4	900

Pacific Aqua		Electric Blue		Atomic Orange	
#27D8FB	100	#0E63FE	100	#FB6A27	100



Gradient

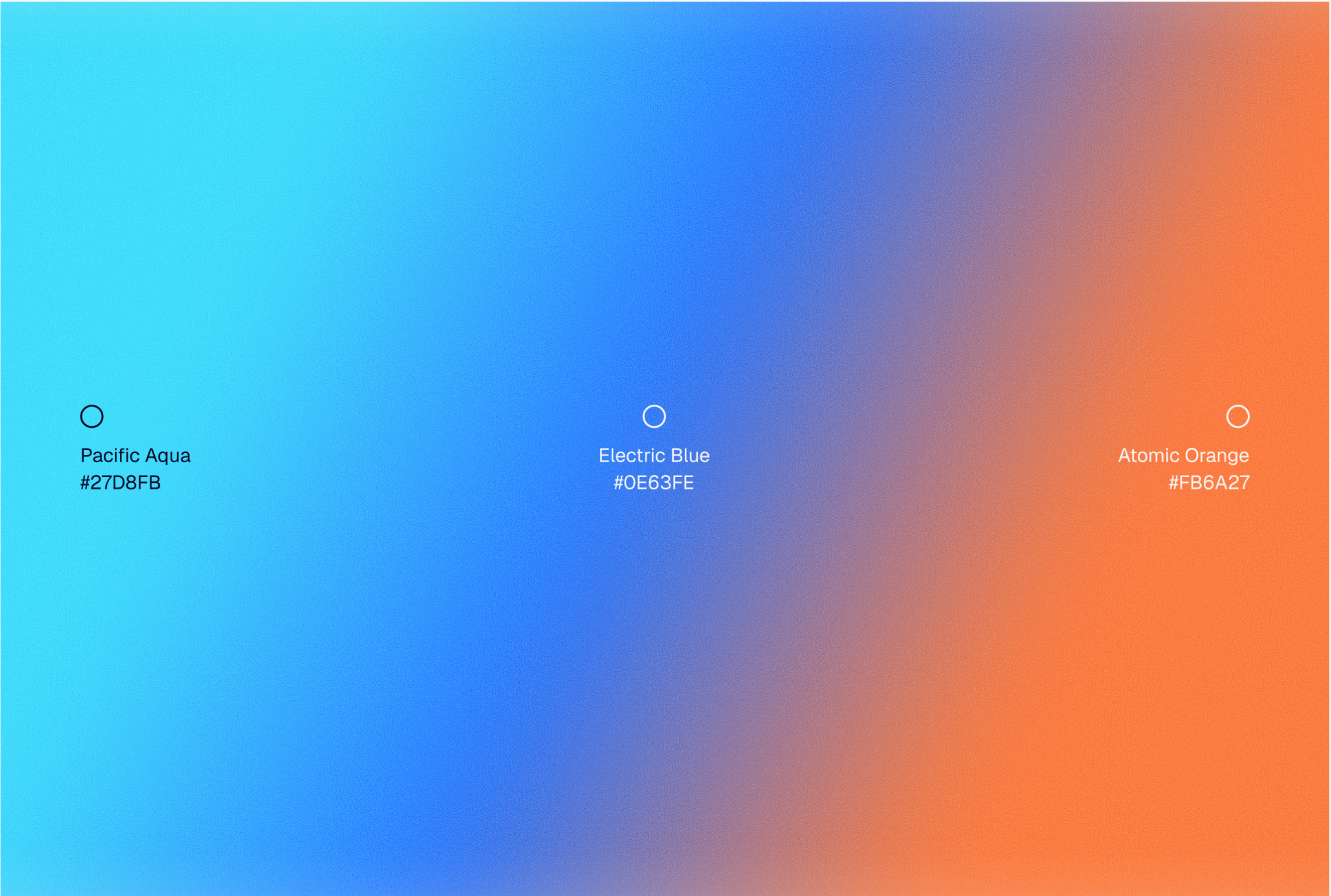
To support the min SimScale palette, a gradient has been created.

The gradient should always be constructed using all 3 accent colours, and the order should never be changed from the example to the right.

The gradients should not be used as full backgrounds, but rather as an accent appearing in:

- Bursts & Flows
- Workflow diagrams
- Borders

Examples of these will be shown throughout the document.



03

Typography



HXL 72px
Geist

Weight: Regular Tracking: -2% Case: Sentence Line height: 120%

The quick brown fox jumps over the lazy dog

H1 56px
Geist

Weight: Regular Tracking: -2% Case: Sentence Line height: 120%

The quick brown fox jumps over the lazy dog

H2 48px
Geist

Weight: Regular Tracking: -2% Case: Sentence Line height: 120%

The quick brown fox jumps over the lazy dog

H3 40px
Geist

Weight: Regular Tracking: -2% Case: Sentence Line height: 120%

The quick brown fox jumps over the lazy dog

H4 32px
Geist

Weight: Regular Tracking: -2% Case: Sentence Line height: 130%

The quick brown fox jumps over the lazy dog

H5 24px
Geist

Weight: Regular Tracking: -2% Case: Sentence Line height: 140%

The quick brown fox jumps over the lazy dog

H6 20px
Geist

Weight: Regular Tracking: -2% Case: Sentence Line height: 140%

The quick brown fox jumps over the lazy dog



Large Text 20px

Geist

Weight: Regular Tracking: 0% Case: Sentence Line height: 150%

The quick brown fox jumps over the lazy dog

Medium Text 18px

Geist

Weight: Regular Tracking: 0% Case: Sentence Line height: 150%

The quick brown fox jumps over the lazy dog

Regular Text 16px

Geist

Weight: Regular Tracking: 0% Case: Sentence Line height: 150%

The quick brown fox jumps over the lazy dog

Small Text 14px

Geist

Weight: Regular Tracking: 0% Case: Sentence Line height: 150%

The quick brown fox jumps over the lazy dog

Tiny Text 12px

Geist

Weight: Regular Tracking: 0% Case: Sentence Line height: 150%

The quick brown fox jumps over the lazy dog

Tagline 16px

Geist

Weight: medium Tracking: 0% Case: Sentence Line height: 110%

The quick brown fox jumps over the lazy dog



Geist | Tagline

Geist | HXL

Geist | Body regular

Geist | Body regular



Explore thousands of design points in seconds

Physics AI predicts real physical behavior in seconds using models trained on high-fidelity simulation data, enabling instant design exploration without sacrificing engineering trust.

Start simulating now

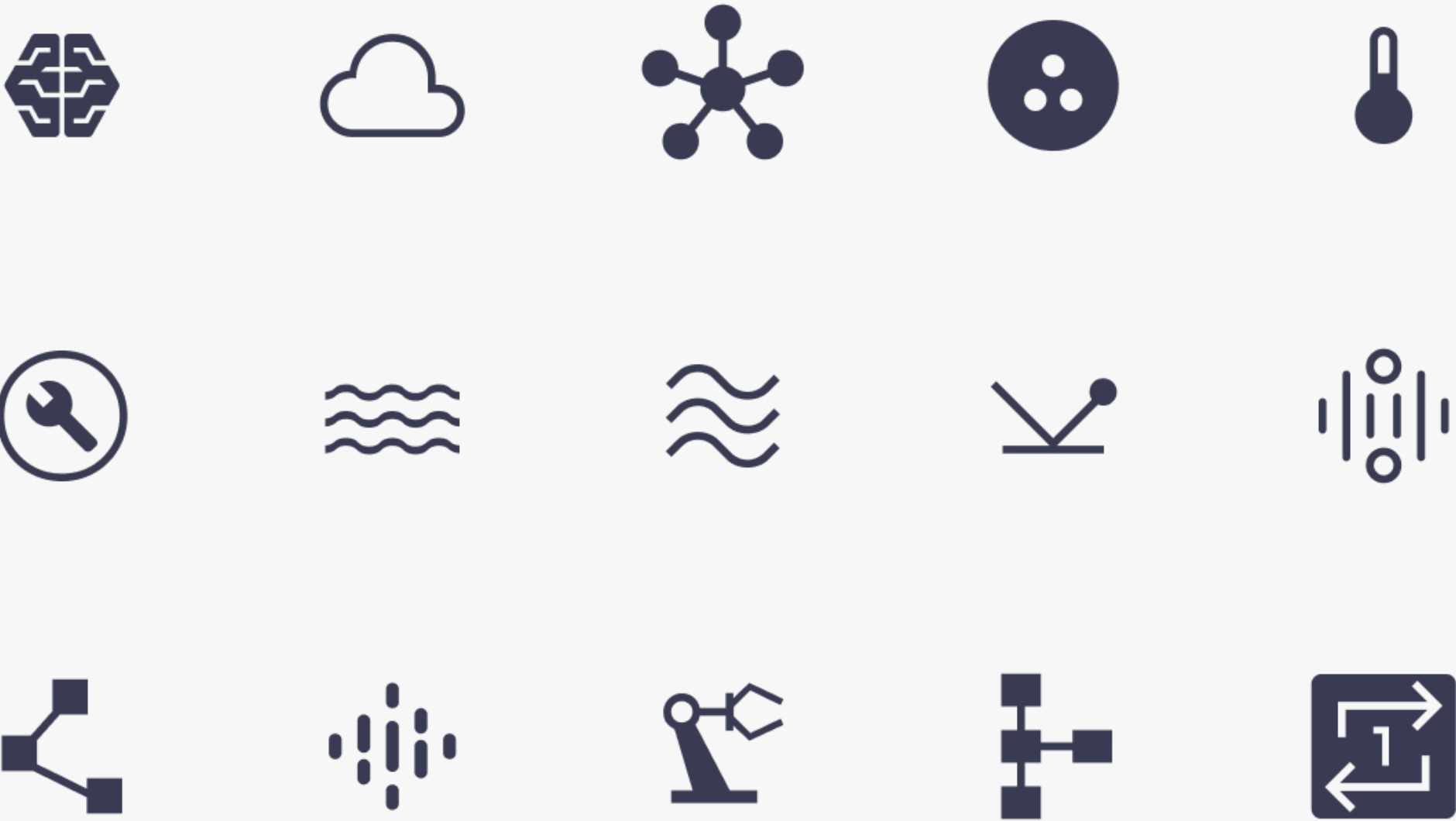
04

Iconography



Icon pack

The selection of icons to the right are examples created inline with SimScale’s icon styling rules. View the next page for details on how to source and style icons that align to your specific use case.

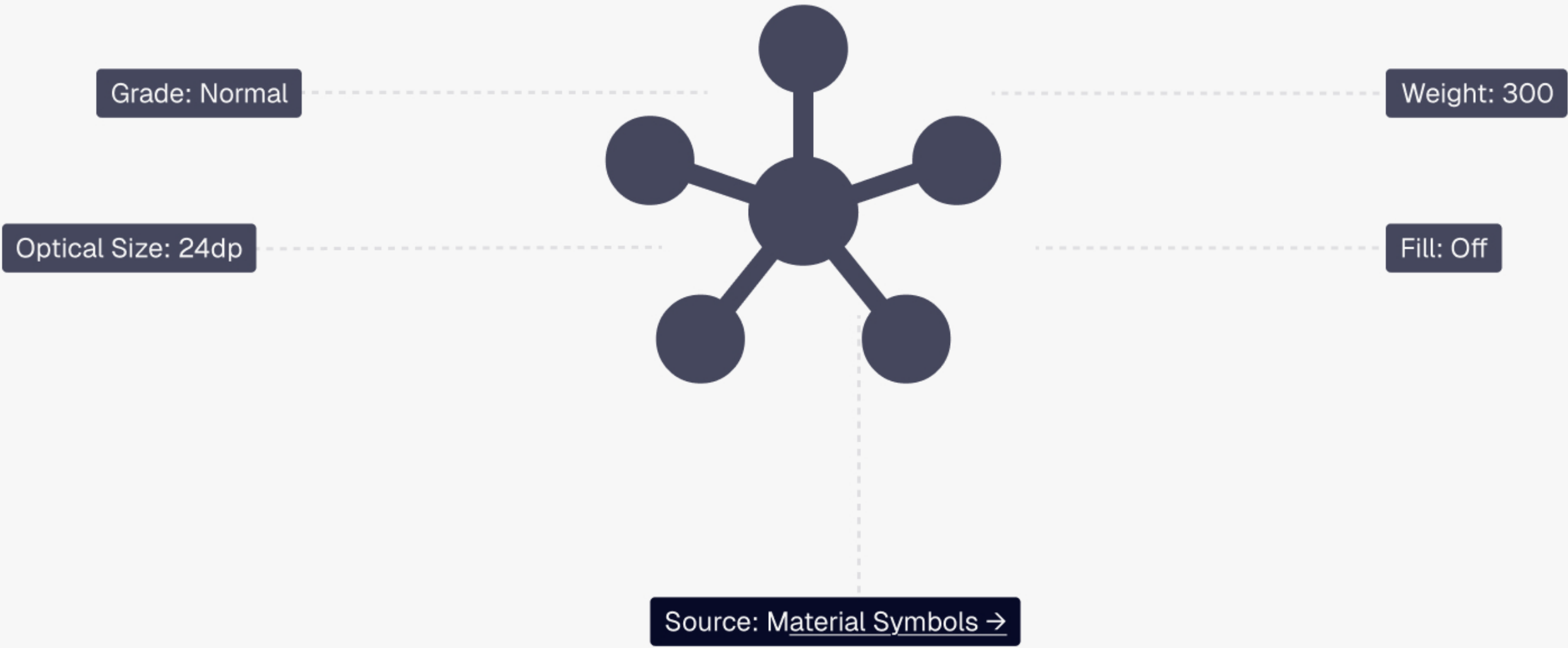




Icon anatomy

Click the hyperlink to the right to visit the material symbols website, containing thousands of icons to choose from.

You can use any of the icons in the library, simply adjust the settings to the specifications highlighted in the grey boxes.



05

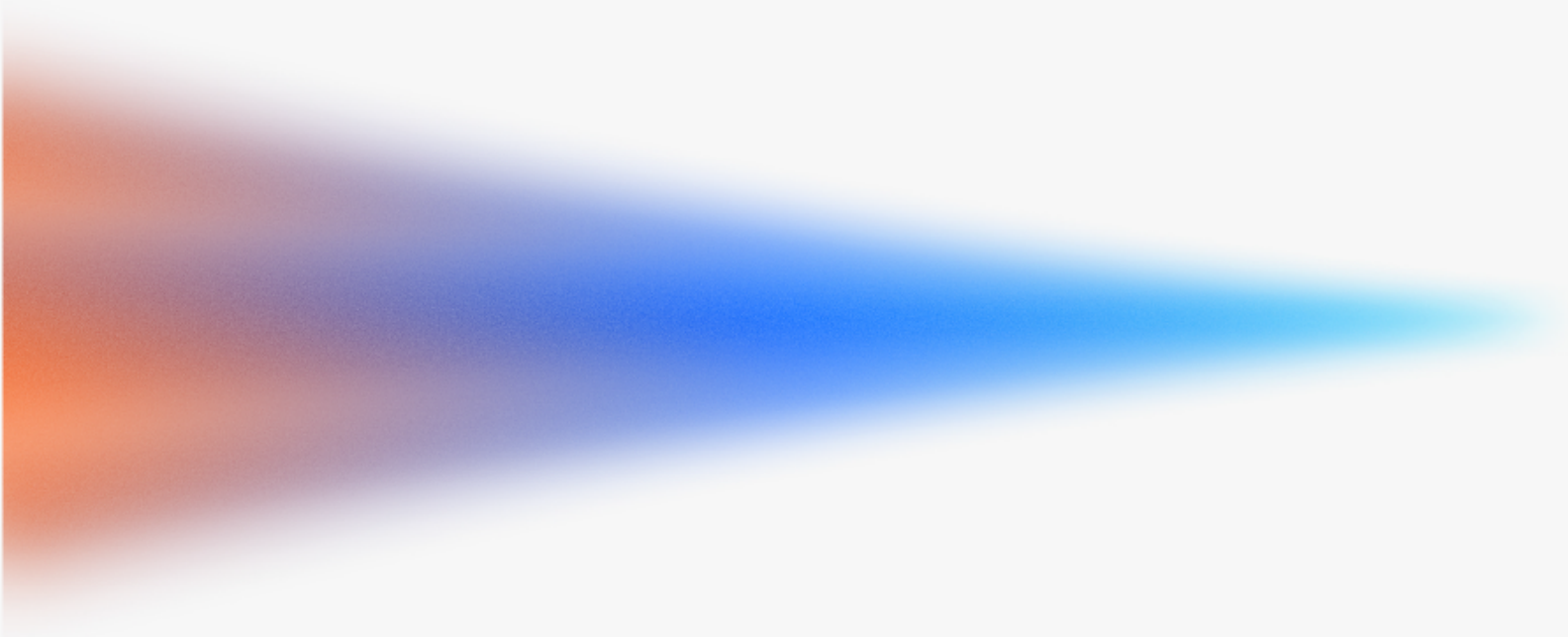
Bursts & Flows

Bursts

Bursts are one use of the gradient that can add personality to assets.

To the right are 4 examples of burst layouts that can be used within the brand. Whilst bursts can be tweaked slightly to alter their shape and trajectory, they should not stray so far away from the examples shown that they are unrecognisable.

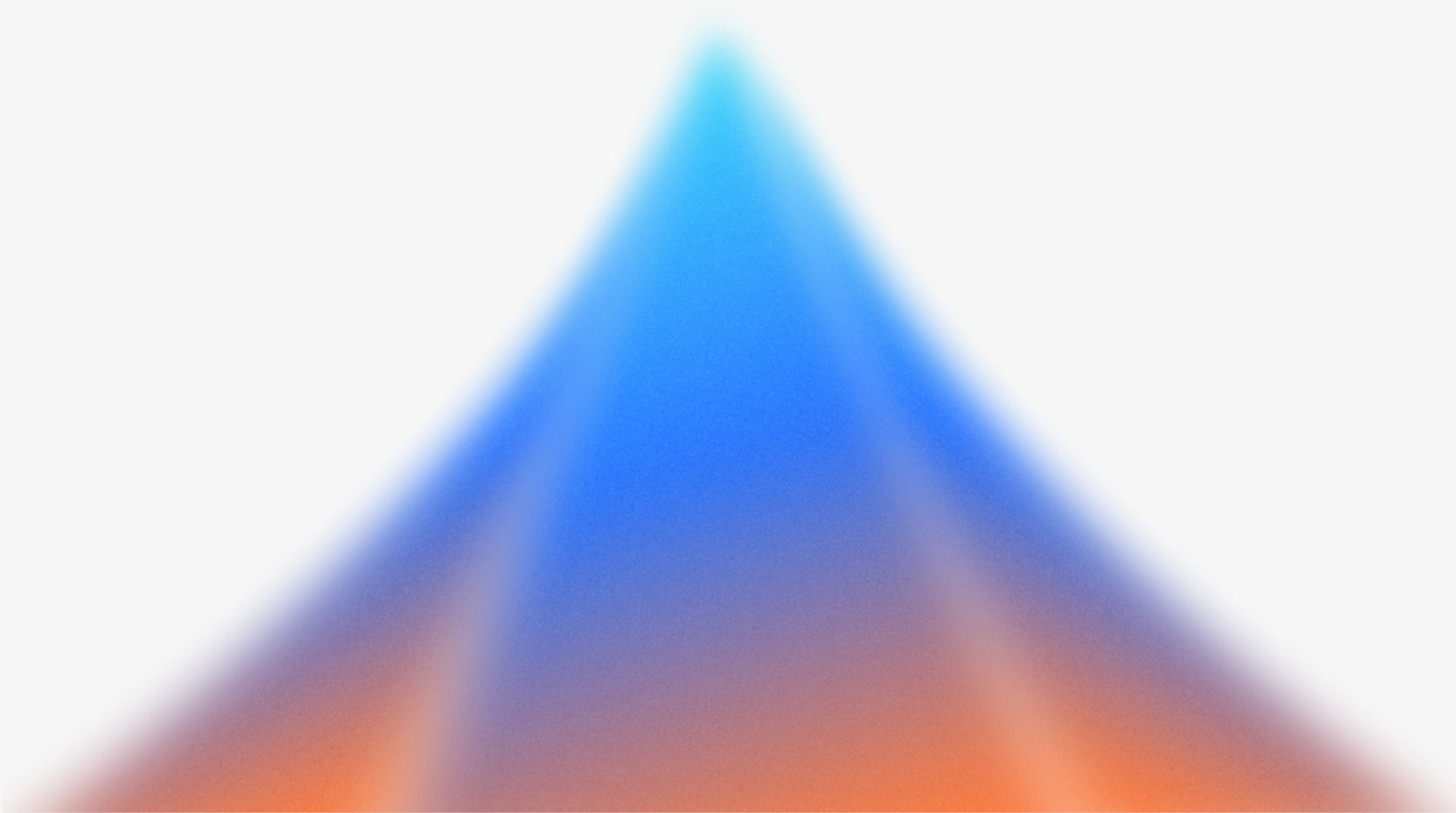
Following pages will outline how to construct and position bursts.



Horizontal



Runner



Vertical

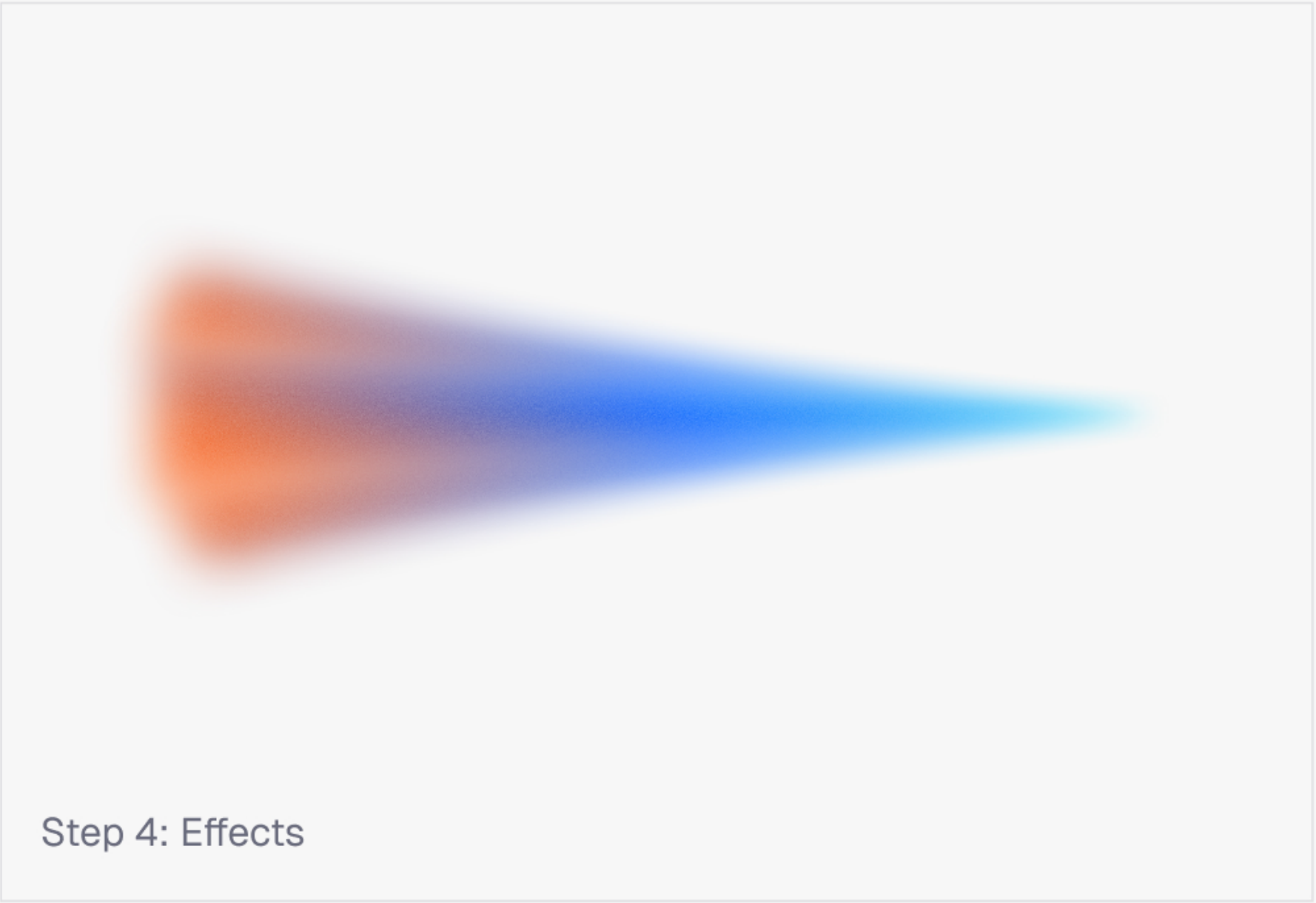
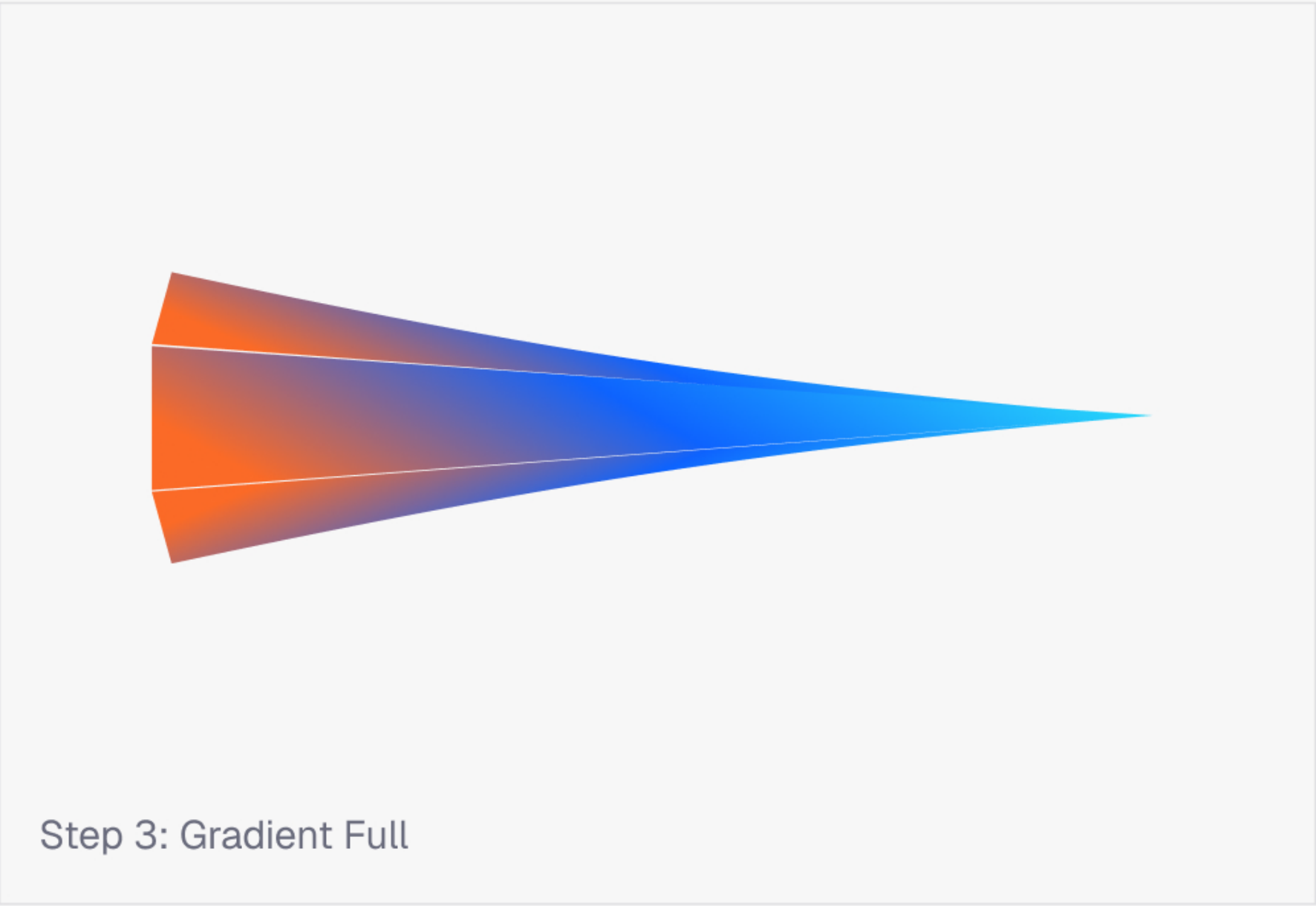
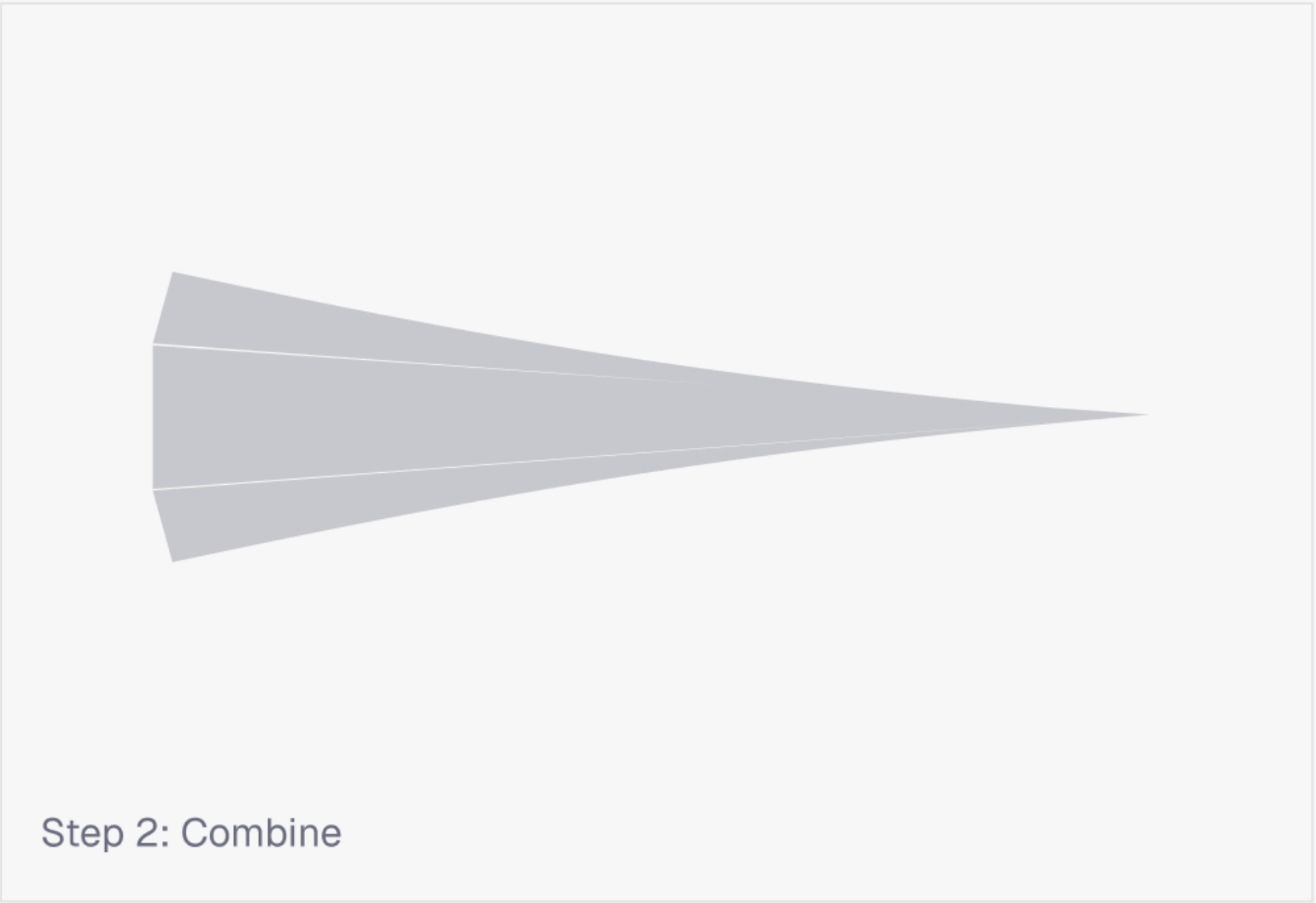
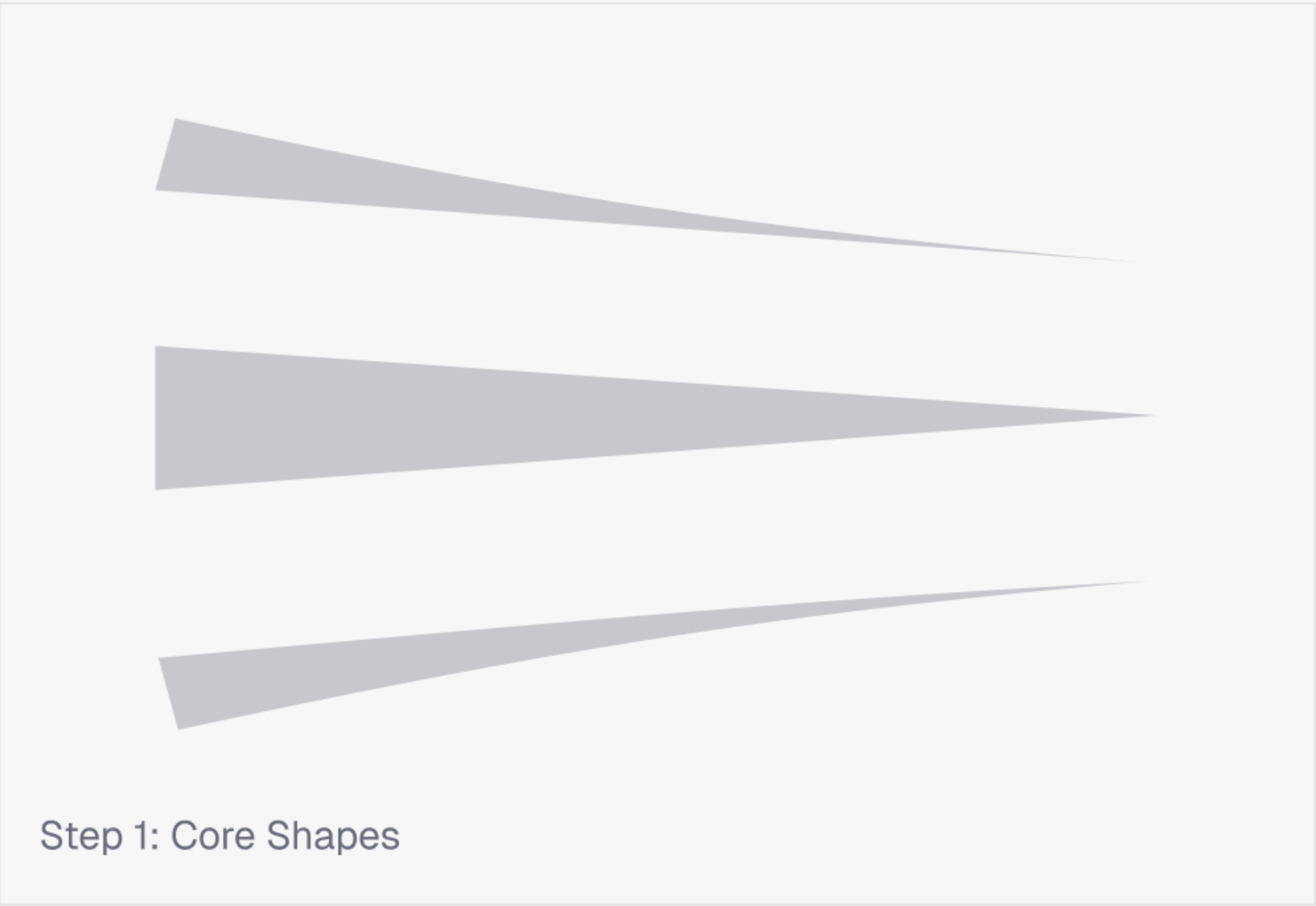


Stream

Burst construction

The diagram to the right shows how to construct a horizontal burst. With rotation and repositioning, this can also be used for runner and vertical styles.

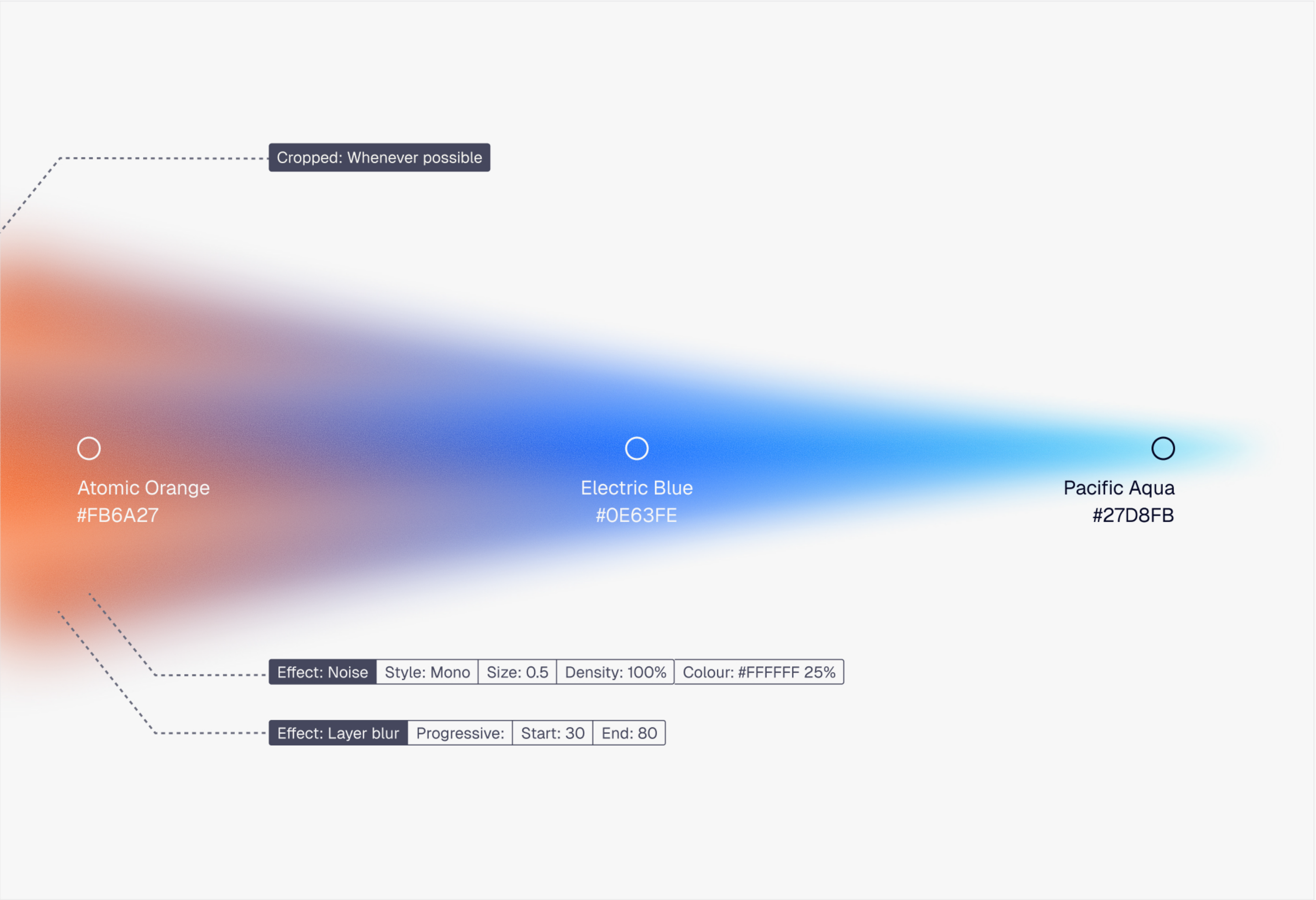
Stream bursts are combined in a radial manner and should always be directed towards the centre of an asset.



Burst effects

The diagram to the right showcases the effects applied to a burst graphic. These can be used across all types of burst.

When resizing bursts, they must be scaled to retain the effect:size ratio. For example, a smaller burst would require a smaller noise size, and a reduced blur value.





Flows

Flows carry the same visual language as bursts, but use a slightly different form and application.

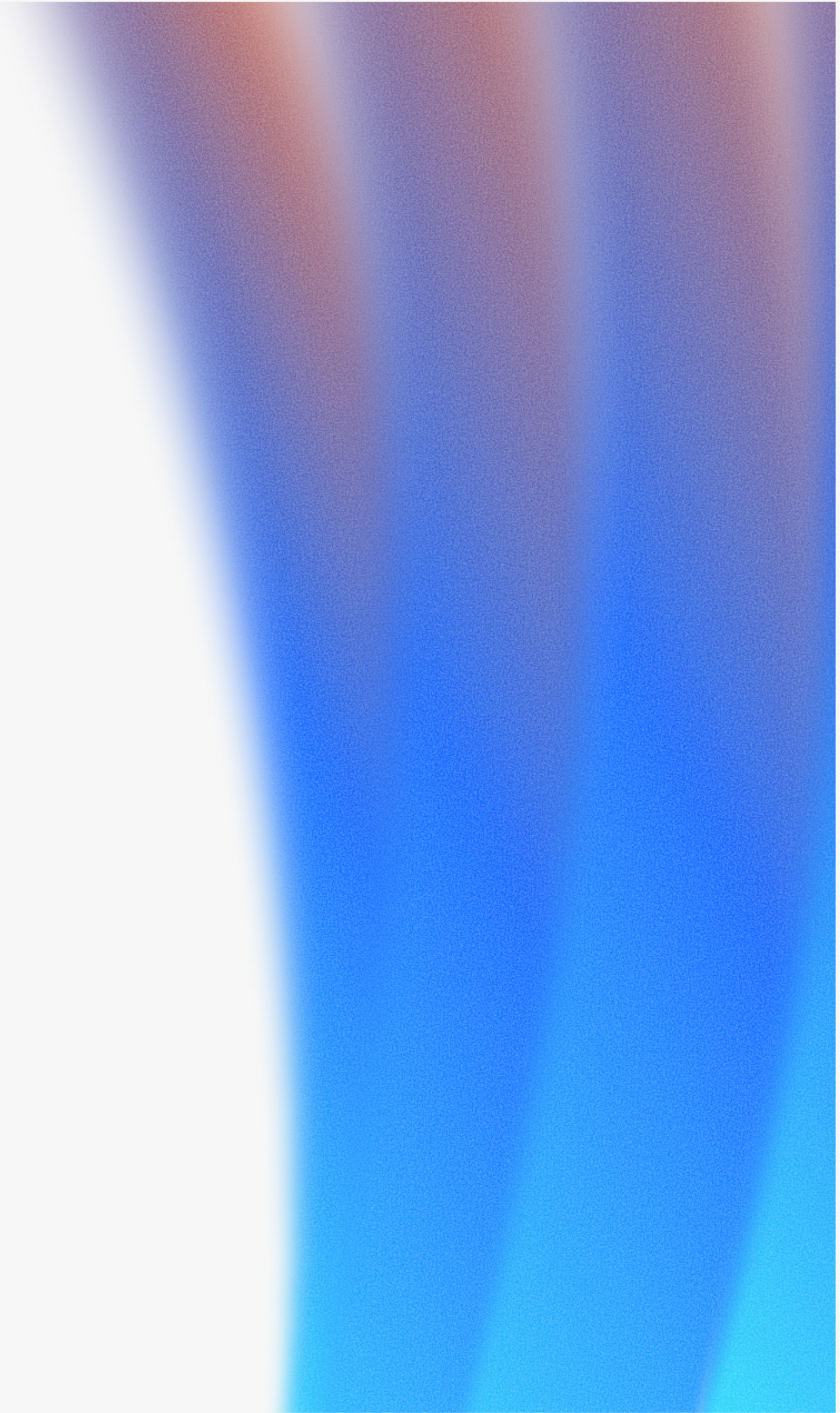
The examples to the right show the two different types of flows used across the SimScale brand:

- Full screen flows should always fill the entire frame of an asset, without gaps
- Edge flows should hug the left or right side of an asset, taking up between roughly 20-50% of the frame.

Flows should always be positioned in an upward trajectory to maintain a positive feel.



Full screen



Edge

Flow construction



Step 1: Core Shapes



Step 2: Combine



Step 3: Gradient Full



Step 4: Effects

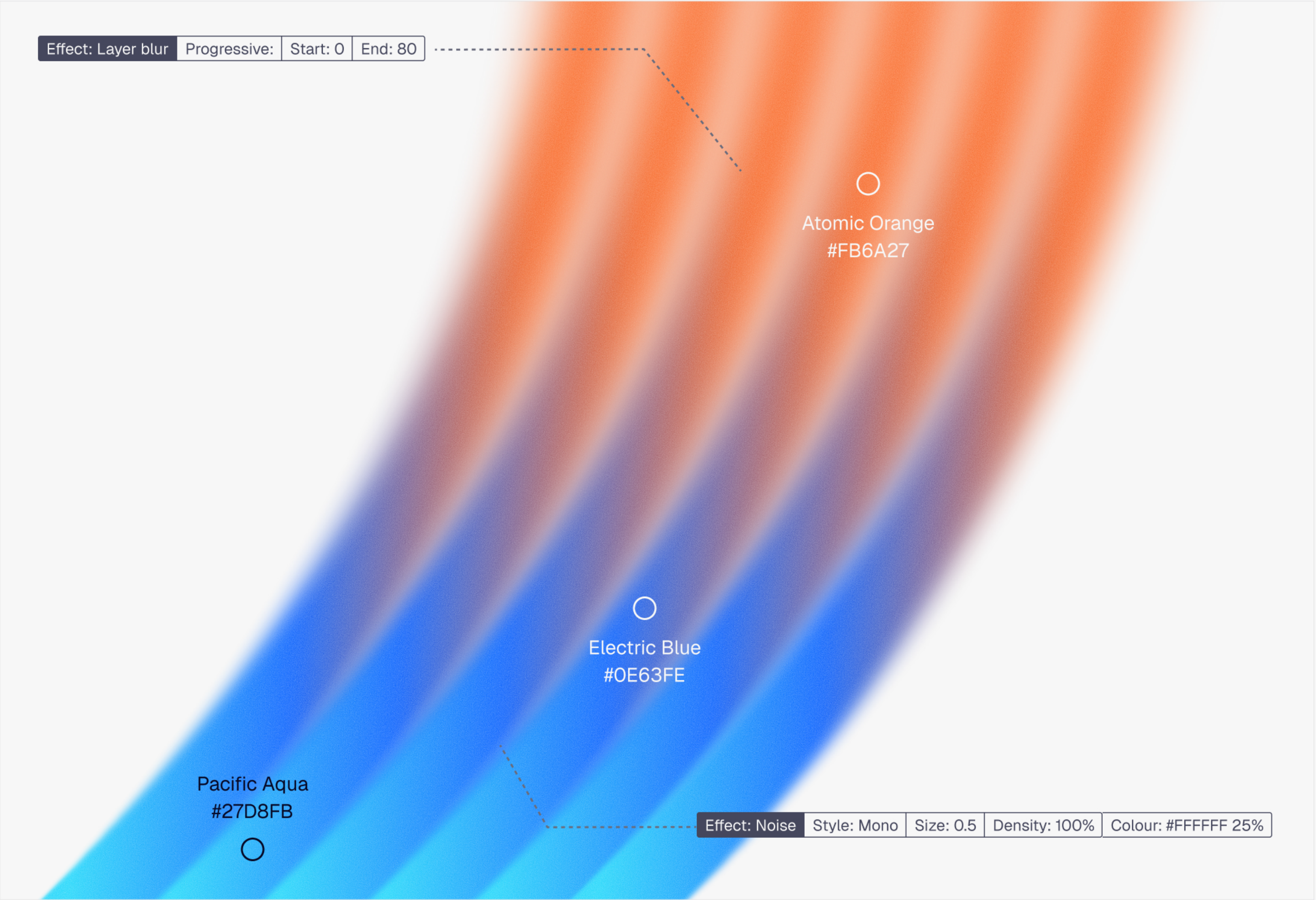
The diagram to the right shows how to construct a flow.



Flow effects

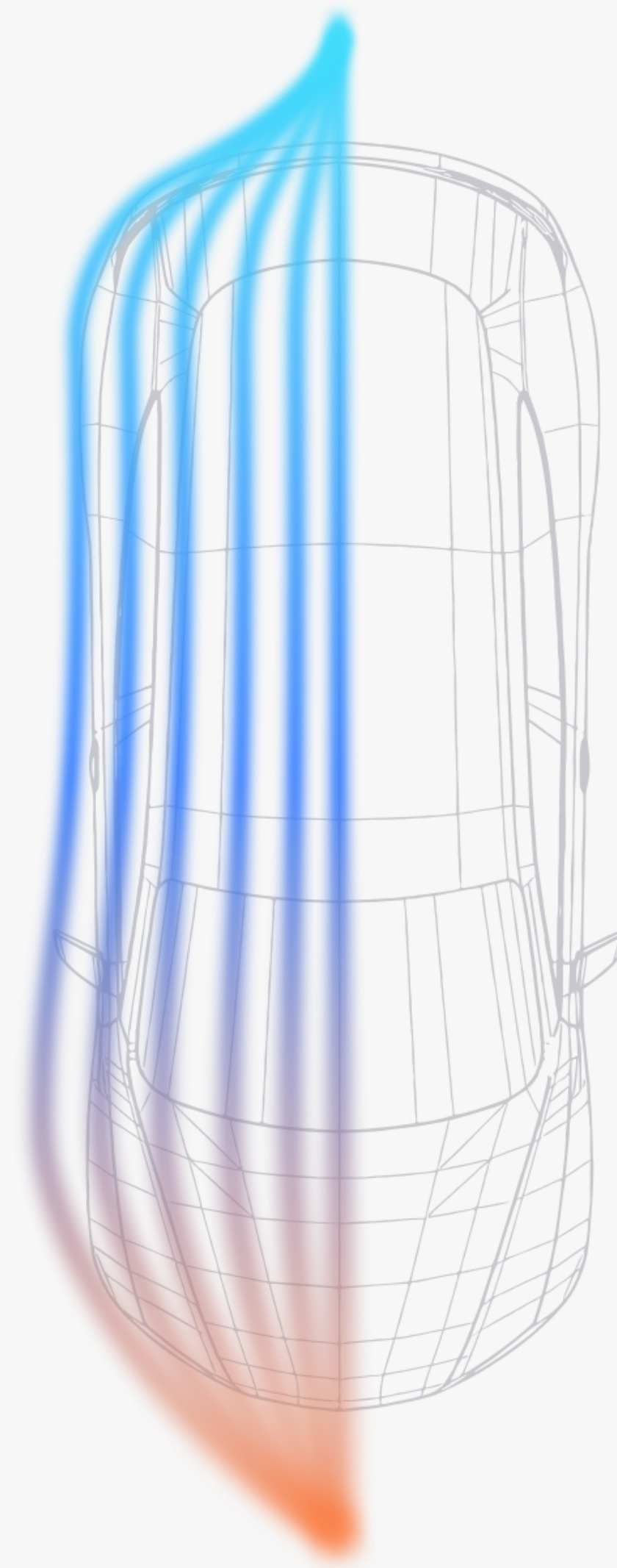
The diagram to the right showcases the effects applied to a flow graphic.

When resizing flows, they must be scaled to retain the effect:size ratio. For example, a smaller burst would require a smaller noise size, and a reduced blur value.

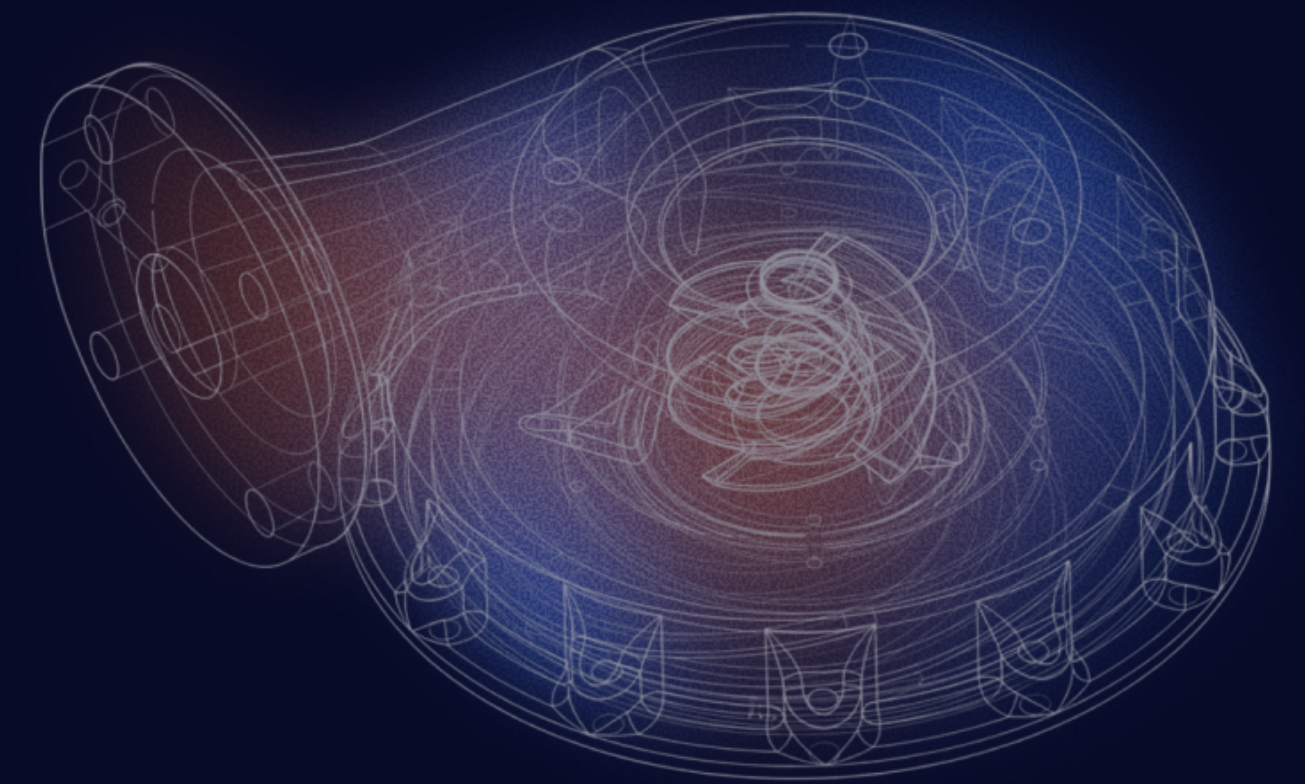


Model treatments

Additional gradient graphics can be applied to create abstract representations of simulations. Included types are shown to the right.



Flow lines

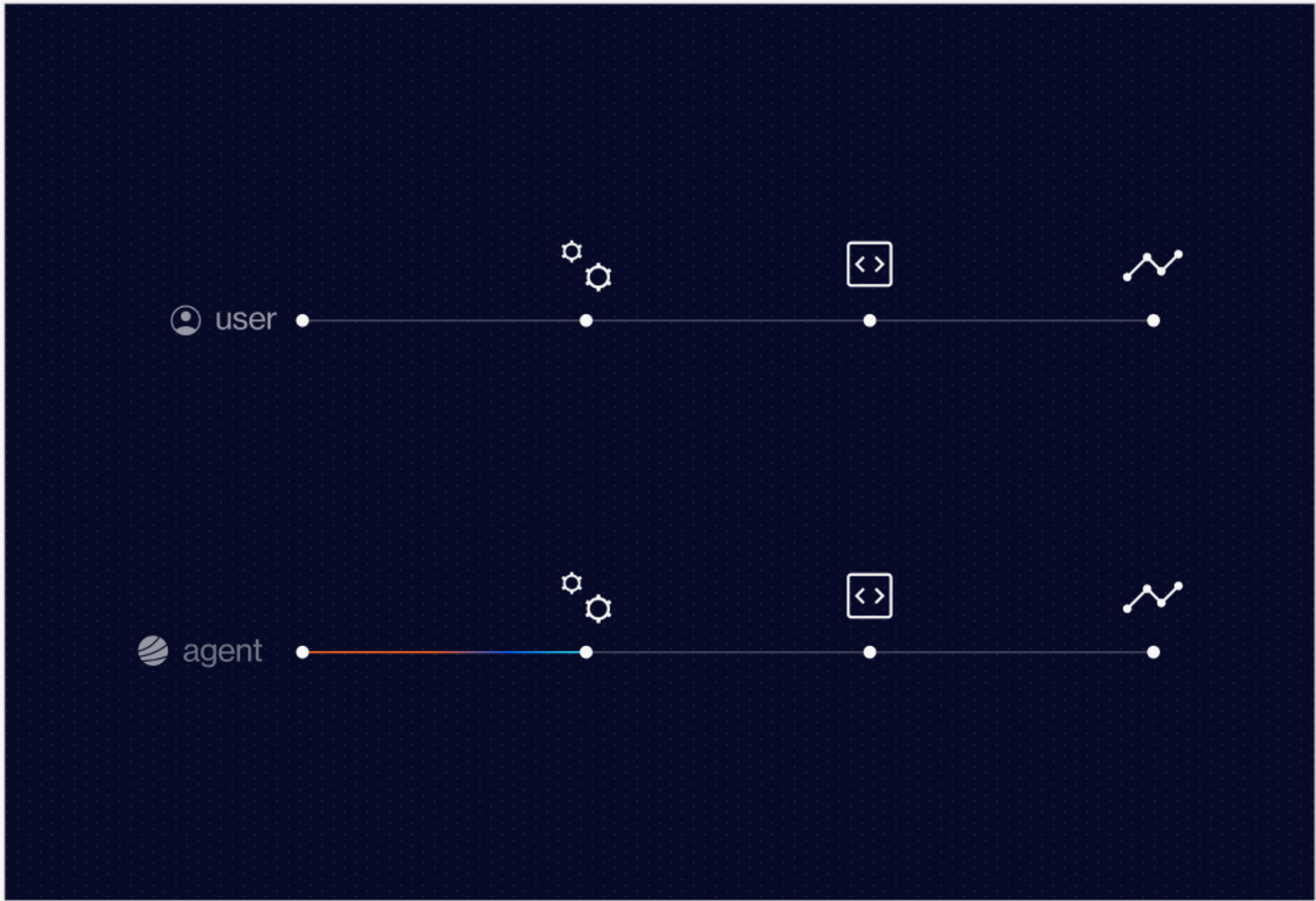
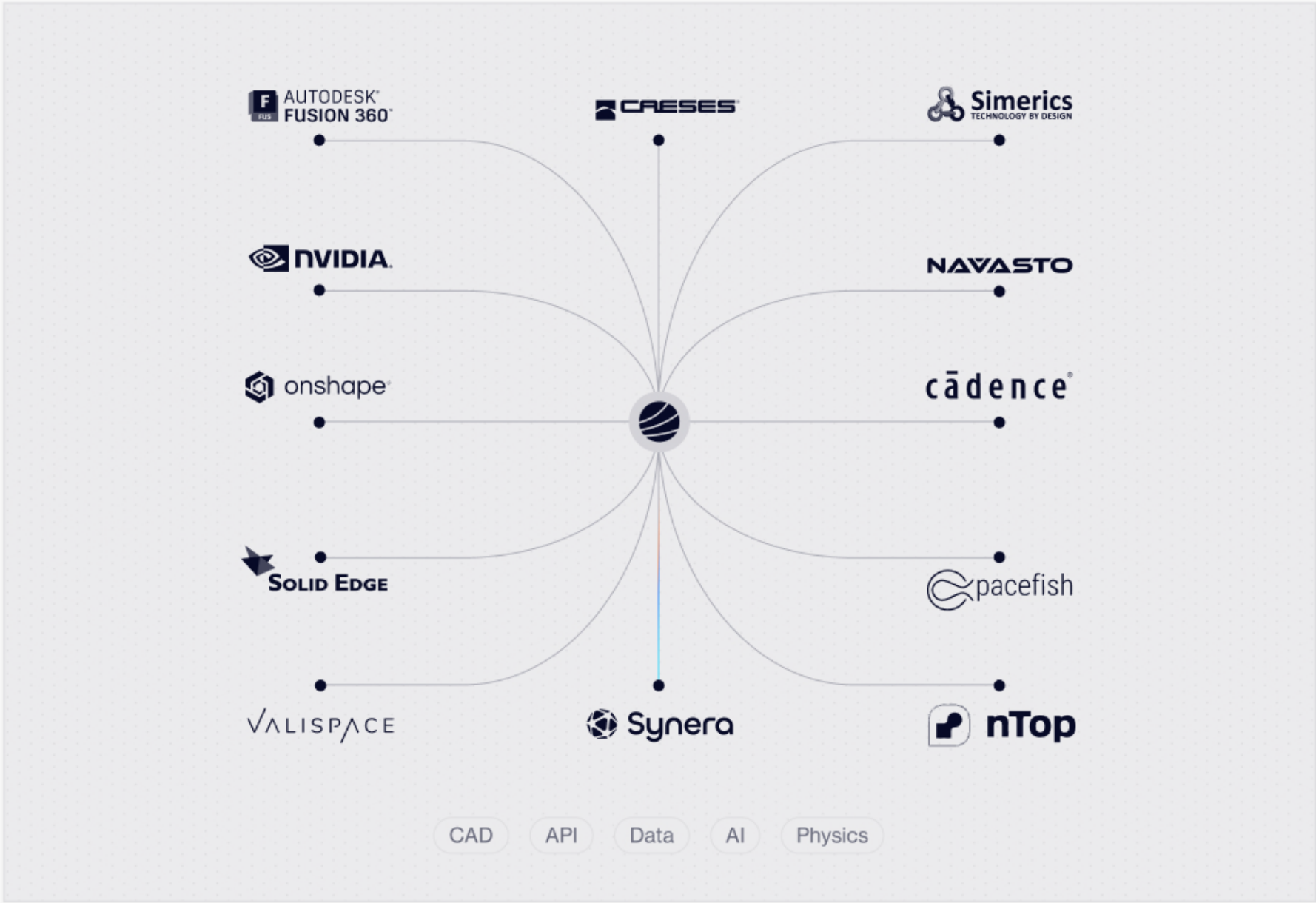


Heatmap

06

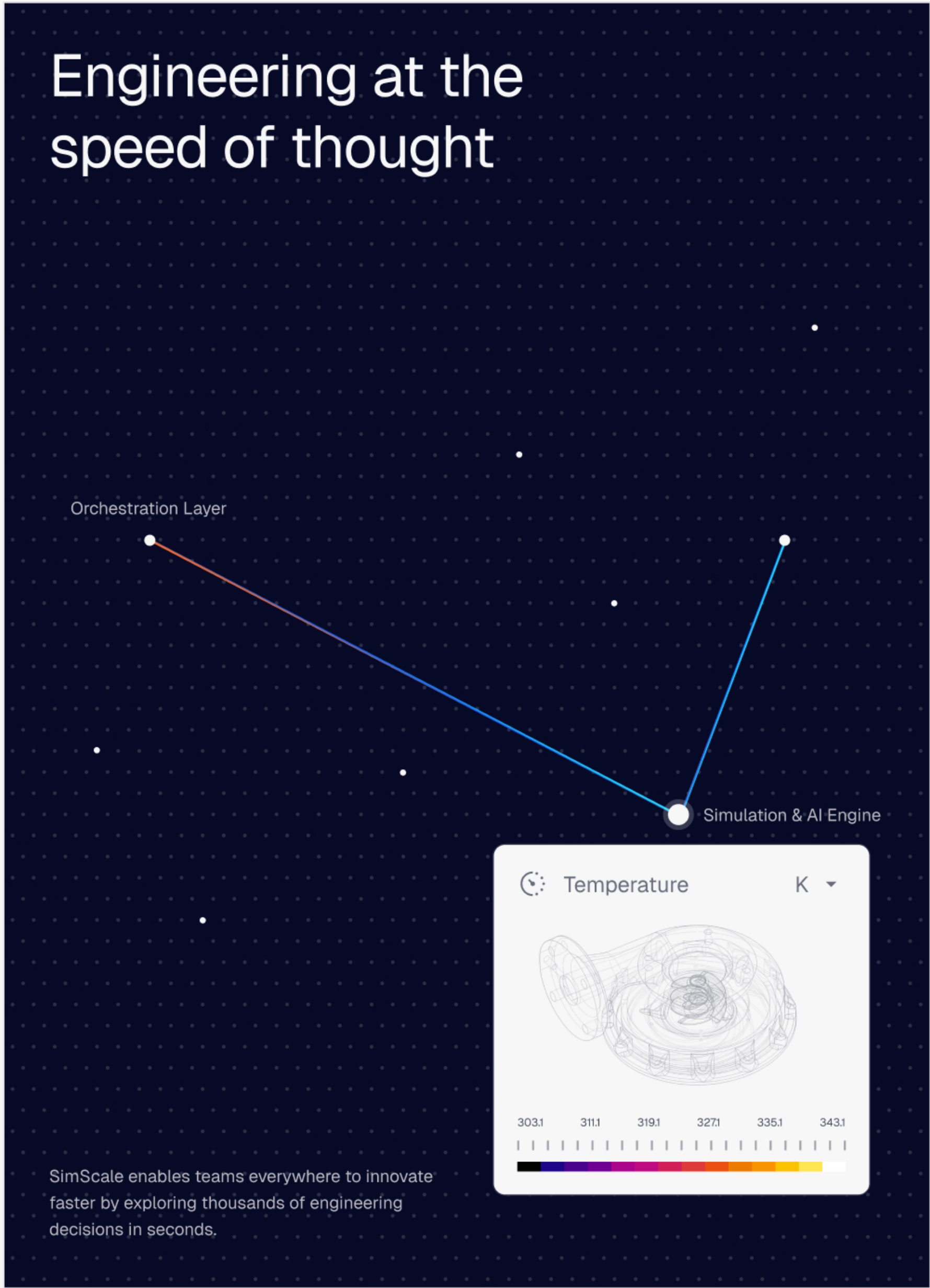
Workflow diagrams

Workflows



Workflow diagrams are used to outline processes and structures. They can be shown on both light and dark backgrounds. A range of examples can be seen to the right.

Engineering at the speed of thought



The diagram shows the SimScale architecture. At the top left is the 'Orchestration Layer'. A line connects it to the 'Simulation & AI Engine' at the bottom right. Below the engine is a temperature simulation interface. It features a 3D model of a mechanical part with a color-coded temperature distribution. A color bar at the bottom indicates temperatures from 303.1 to 343.1 K. The text 'SimScale enables teams everywhere to innovate faster by exploring thousands of engineering decisions in seconds.' is at the bottom.

Orchestration Layer

Simulation & AI Engine

Temperature K

303.1 311.1 319.1 327.1 335.1 343.1

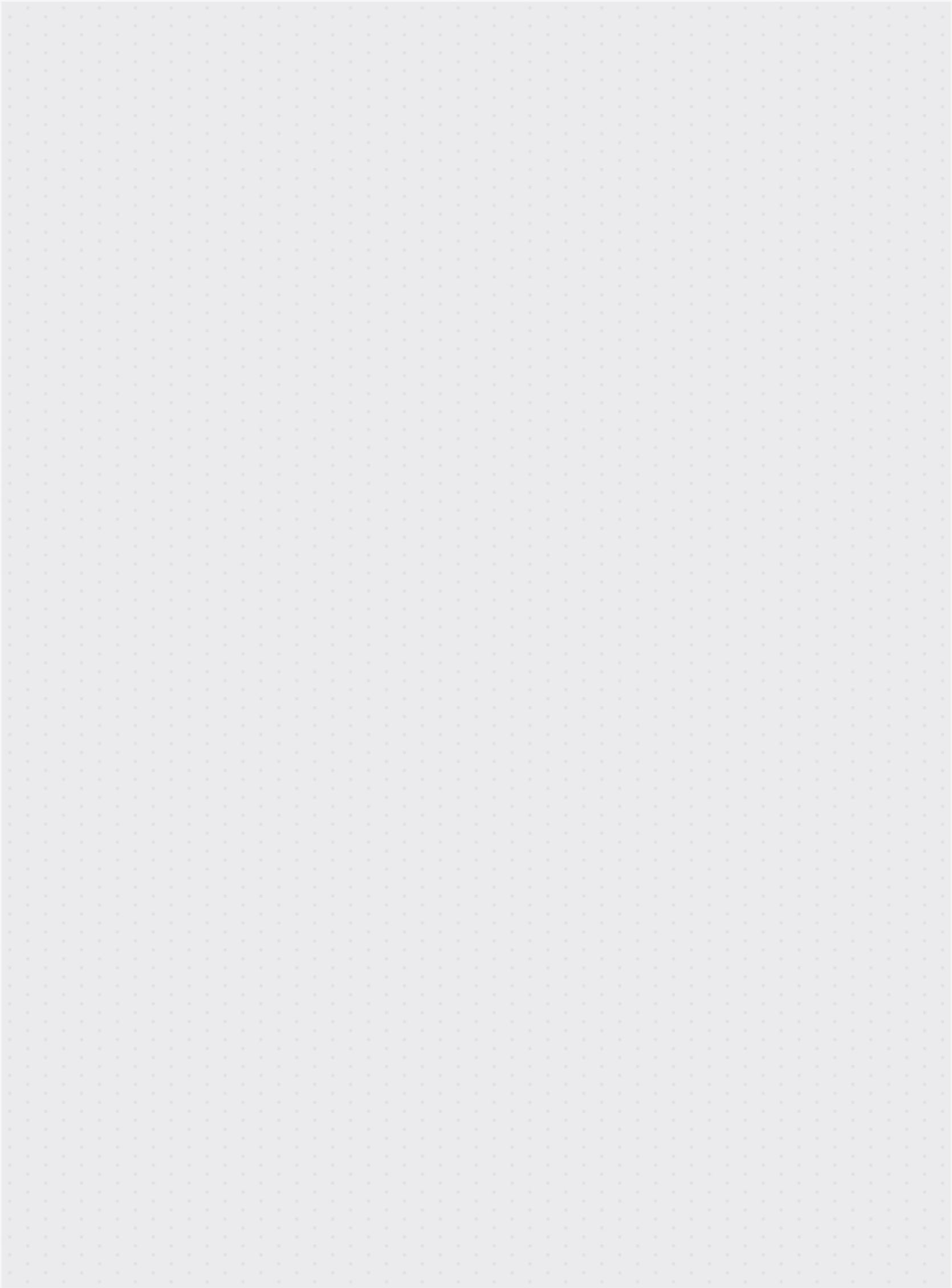
SimScale enables teams everywhere to innovate faster by exploring thousands of engineering decisions in seconds.



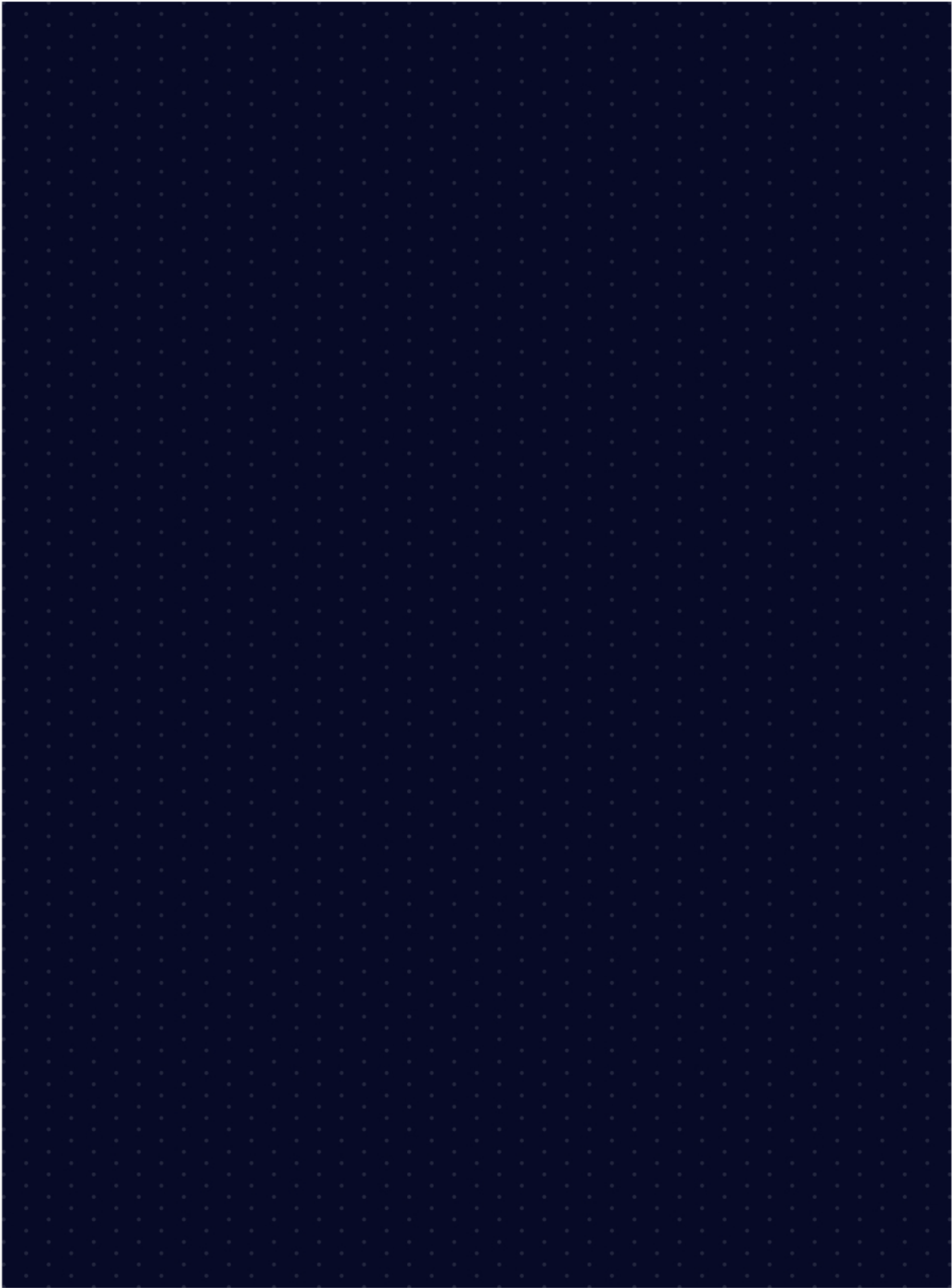
Backgrounds

Workflows should always be constructed using the isometric grid background. This should be overlayed over tertiary light, or primary dark backgrounds.

To use the isometric grid, you can copy the pattern layer from the examples to the right, and paste it onto your desired asset.



Light



Dark



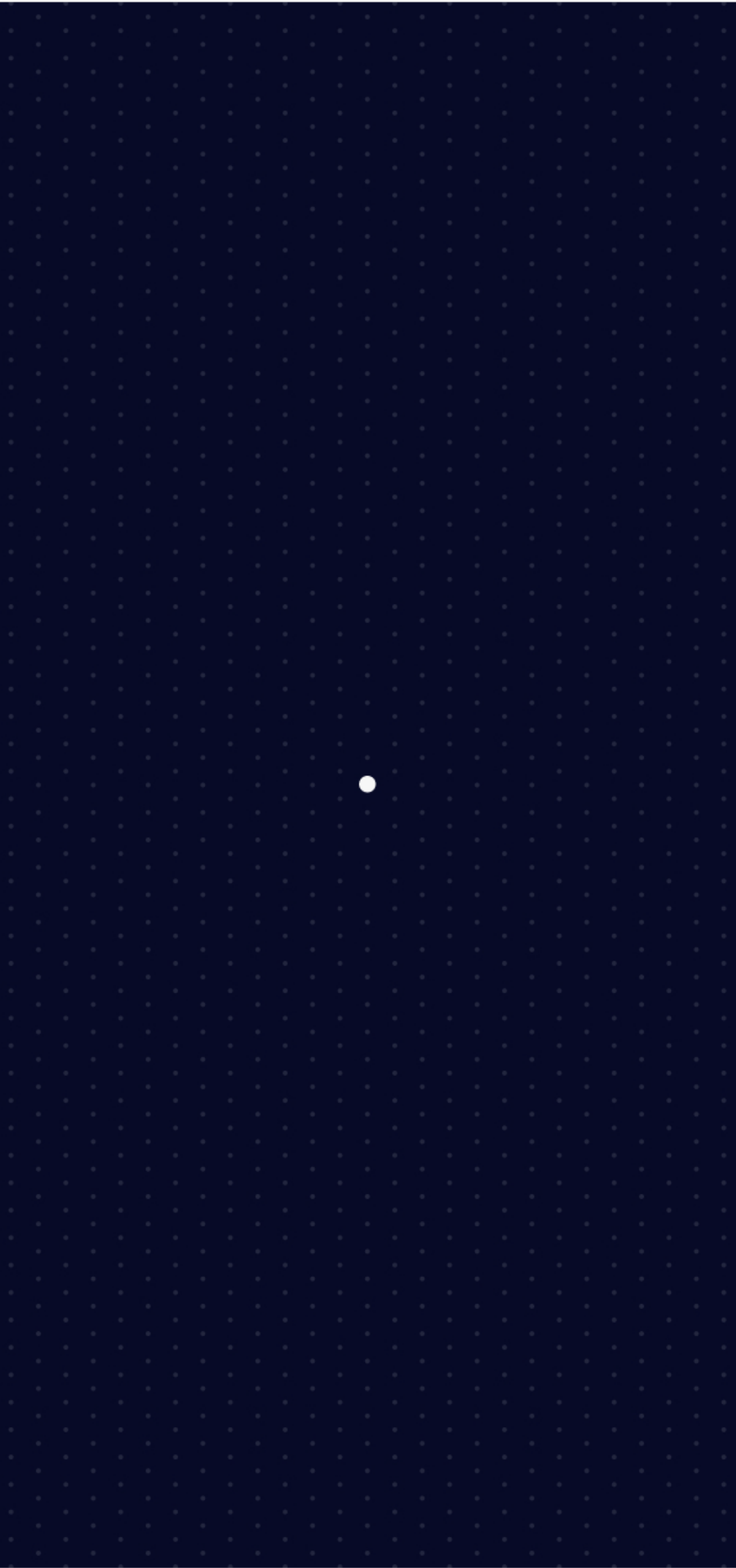
Nodes

Nodes can be used to signal a connection between elements of a workflow diagram.

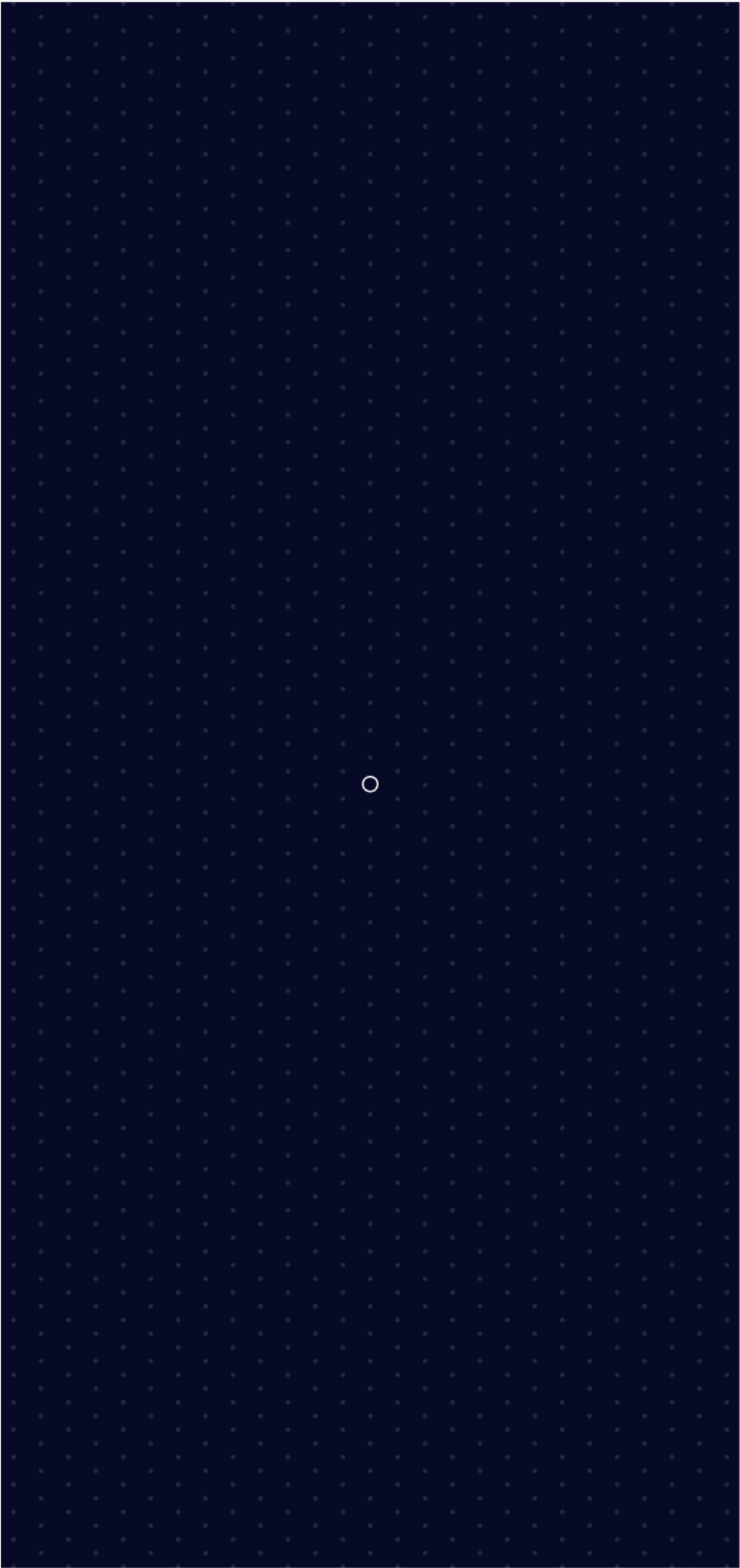
Standard and outlines nodes represent a default state and should not be used together in the same diagram.

Active nodes can be used to represent a selected node, and should only be used once within a static workflow diagram.

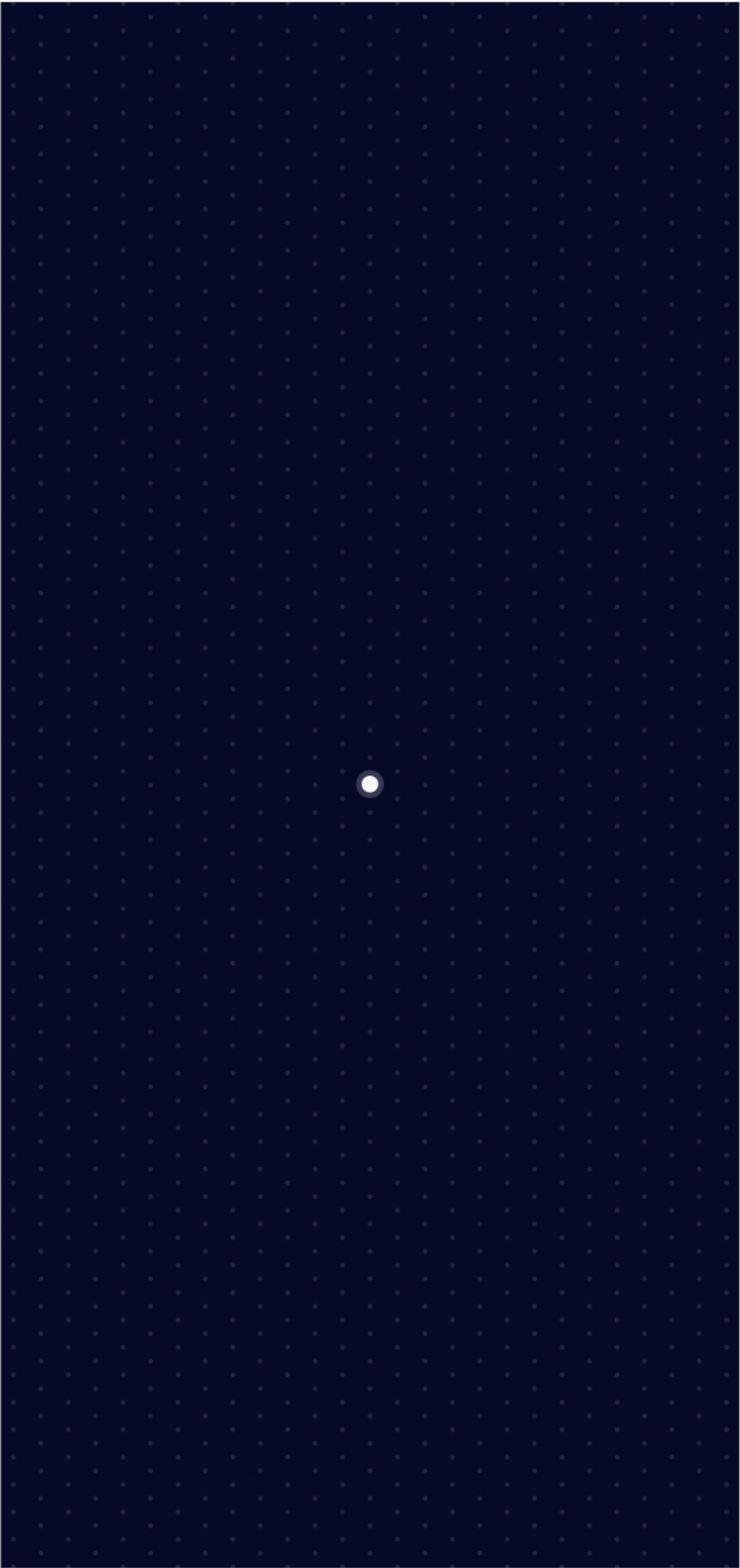
Nodes should align to the isometric grid wherever possible.



Standard



Outlined



Active

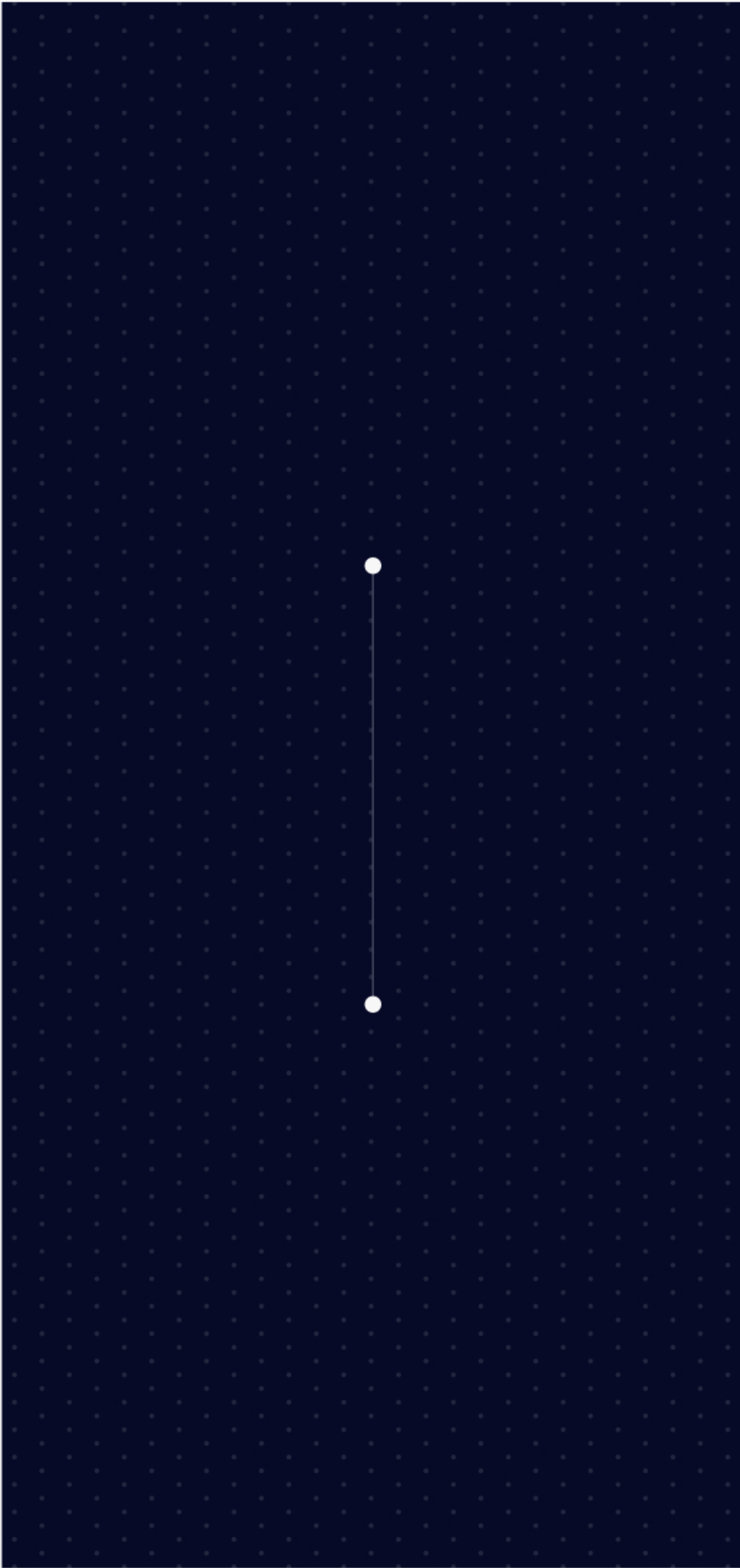


Connectors

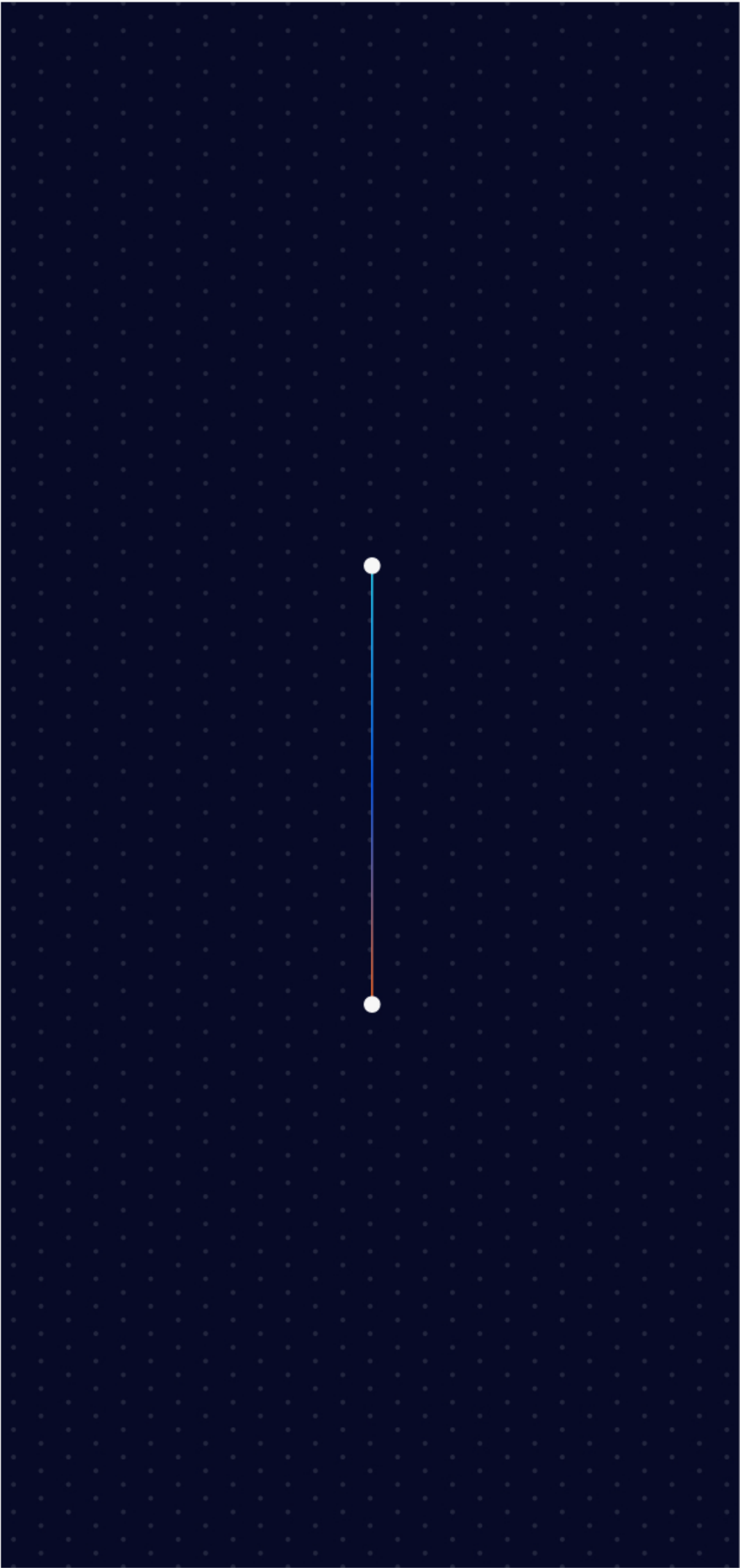
Connectors are used to join nodes together. They can be straight and used at an angle if necessary.

Curved connectors should always have a maximum radius to create an arc-like curve.

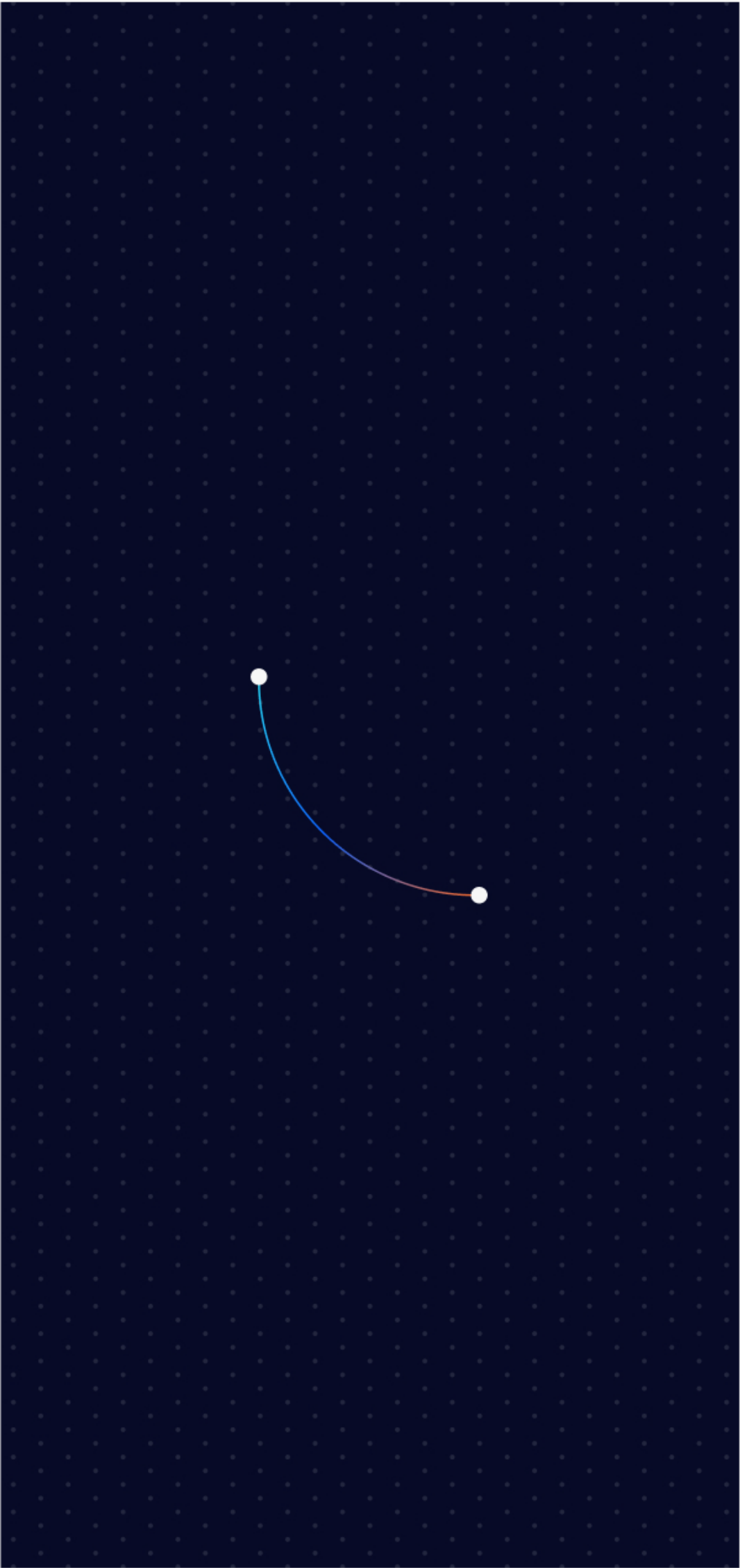
Connectors can be highlighted using the SimScale gradient.



Default



Highlighted



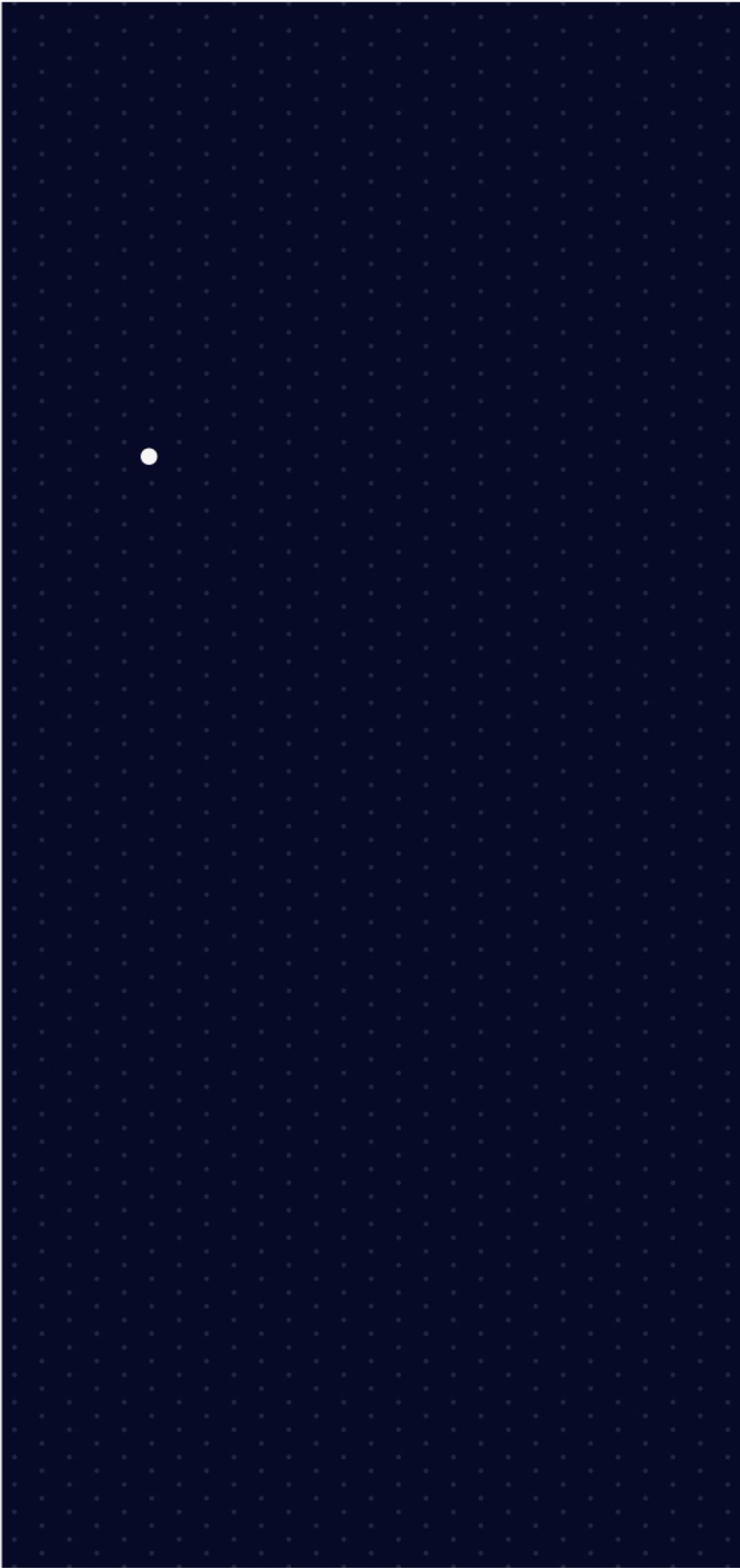
Curved



Thinking

In animated workflow diagrams, ‘thinking’ can be represented through a range of high-speed, flashing nodes positioned organically against the isometric grid.

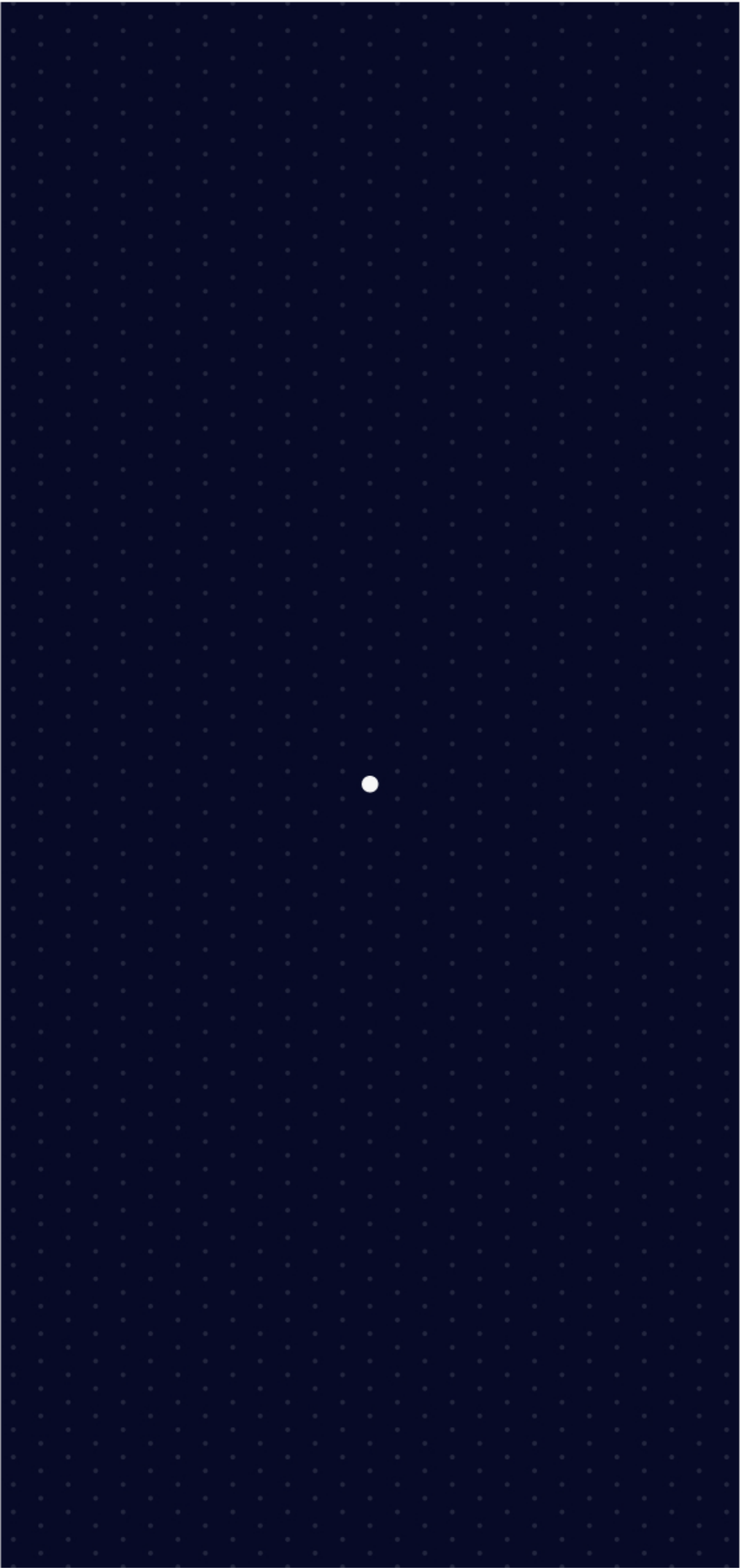
Some example frames of a thinking animation are shown to the right.



Thinking animation frame



Thinking animation frame

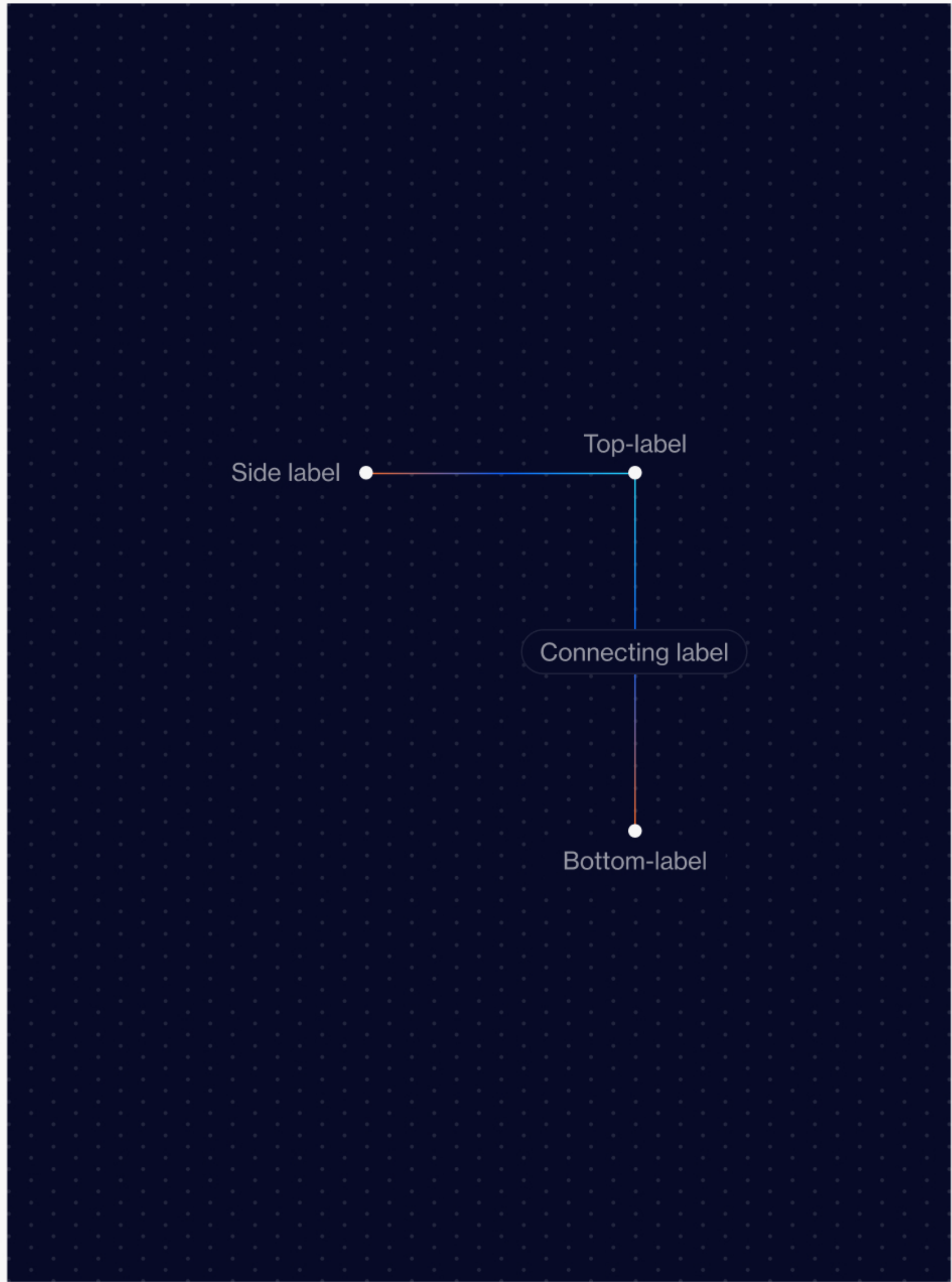


Thinking animation frame

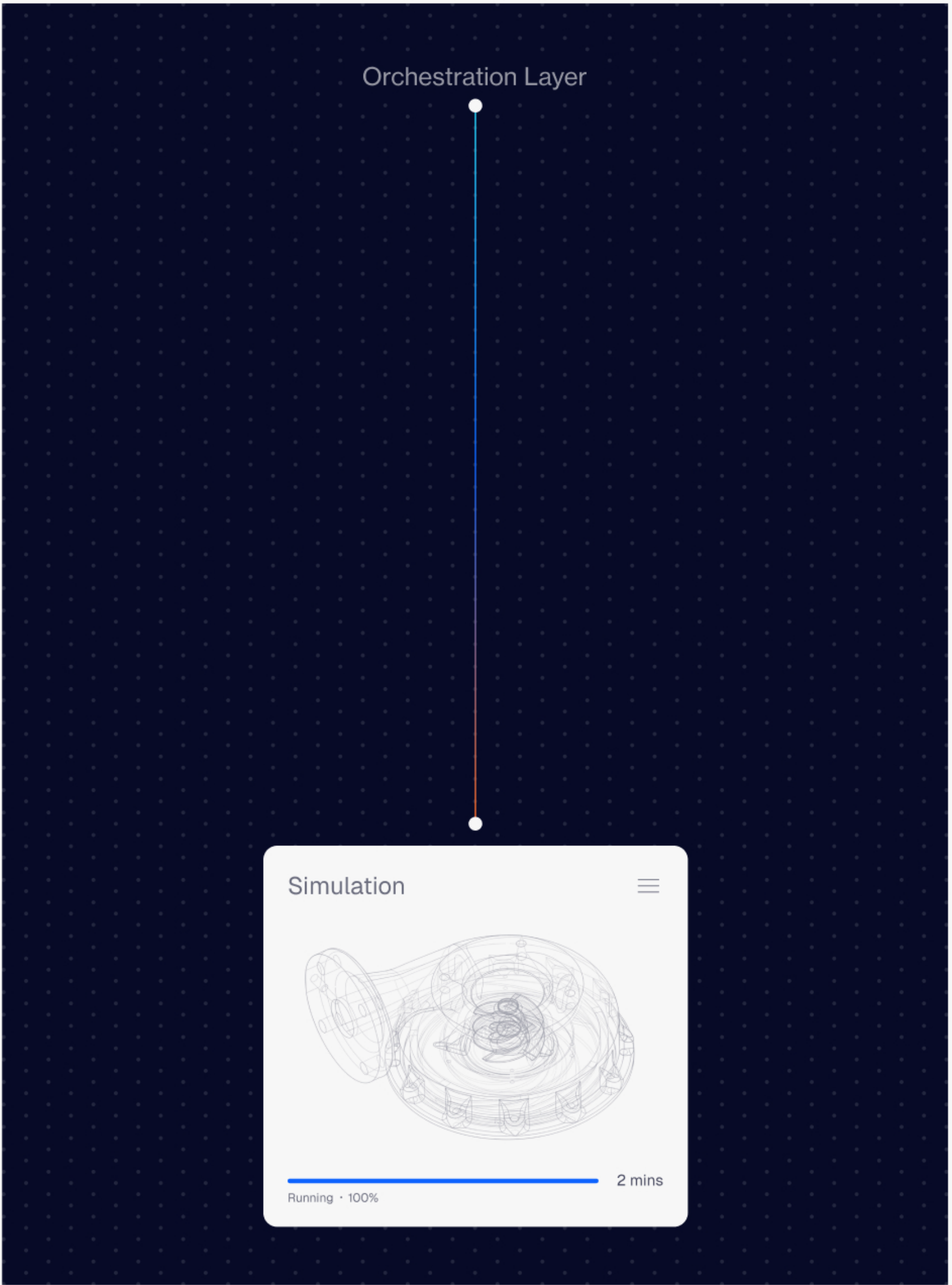


Additional elements

Additional elements such as labels and tiles can be added to a workflow diagram to add context. Examples of these can be seen to the right.



Labels



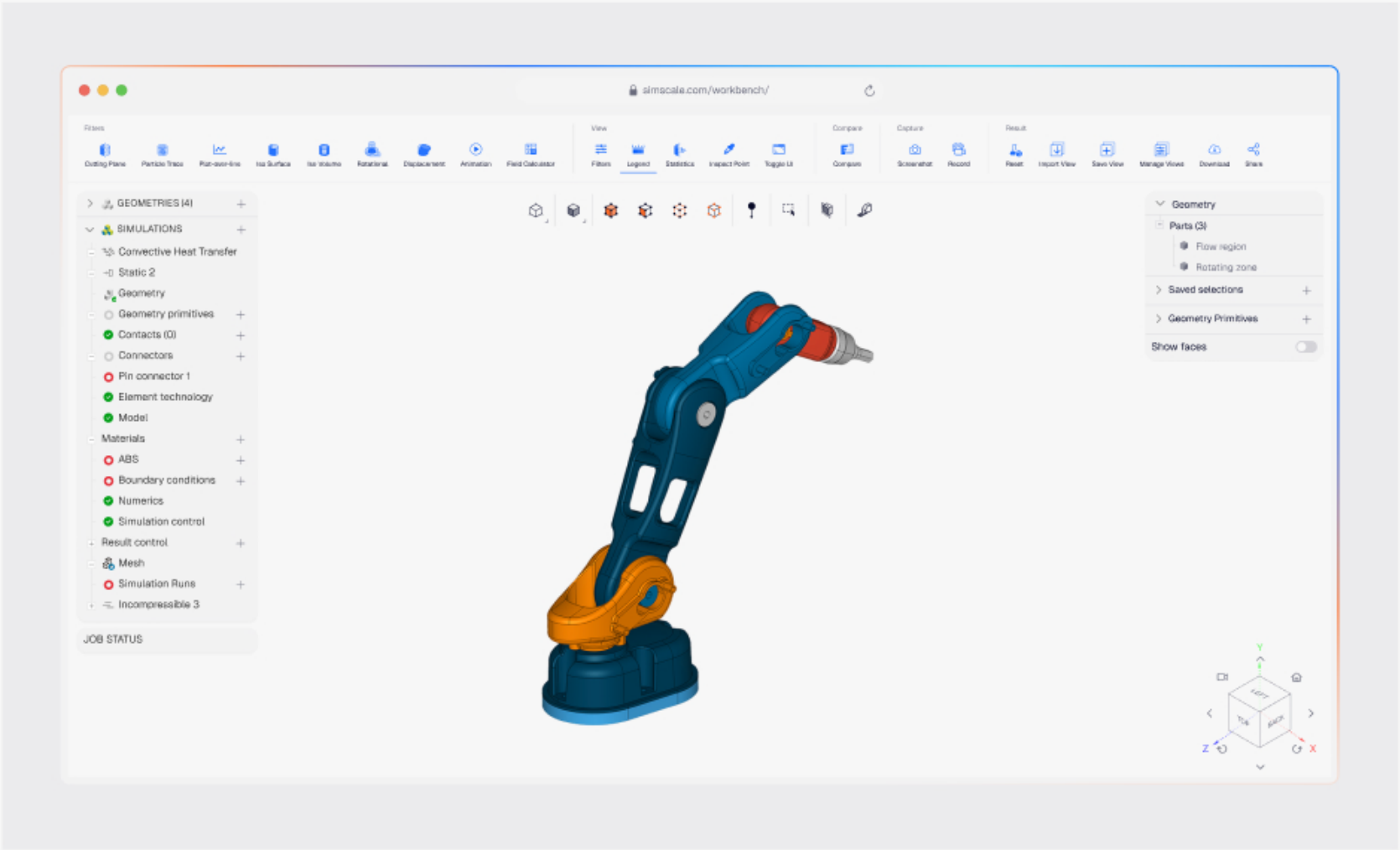
Tiles

07

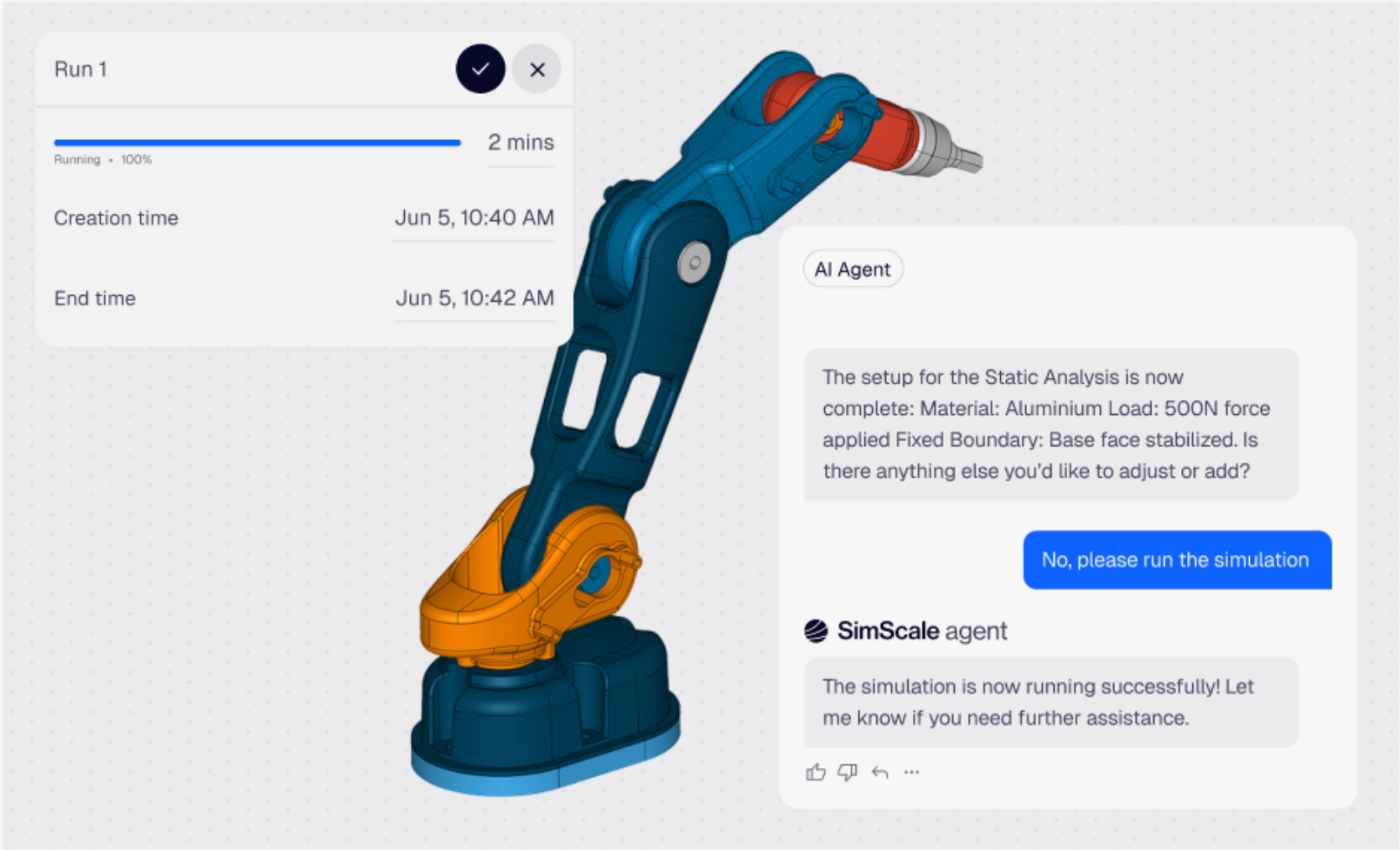
Product shots



Types



Full product



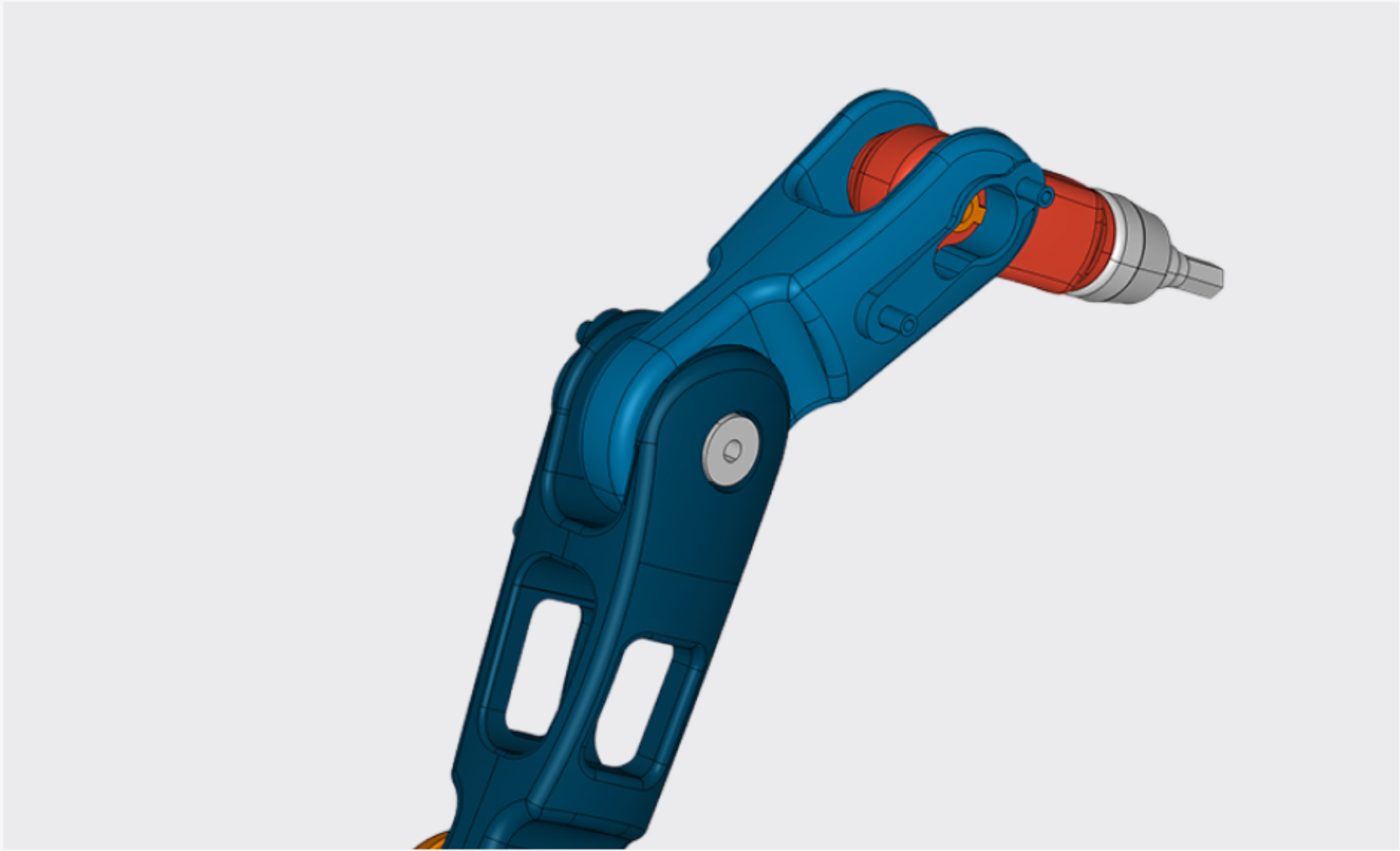
Model + product snippet

When showcasing the SimScale product, there are four types of product shot construction. These examples can be seen to the right:

- Full product (includes the full SimScale workbench)
- Model + product snippet (includes a simulation model, accompanied by elements of the SimScale workbench)
- Isolated model (shows the model on its own, without cropping)
- Cropped model (shows a model in a cropped frame).



Isolated model



Cropped model

08

SimScale agent



Types

The SimScale agent mimics the AI window used in the workbench. This can be used in both light and dark colour schemes, and should match the background colour that is is placed on.

Ruggedised Battery Pack ↗

Claude Sonnet

Could you please check if my simulation is setup correctly before you run it?

 **SimScale agent**

I'll check your simulation setup to make sure everything is configured correctly before running

   ...

Ask me anything...

↑

Light

Ruggedised Battery Pack ↗

Claude Sonnet

Could you please check if my simulation is setup correctly before you run it?

 **SimScale agent**

I'll check your simulation setup to make sure everything is configured correctly before running

   ...

Ask me anything...

↑

Dark

Examples of these can be shown to the right.

Agent chat bubbles

I have a different question

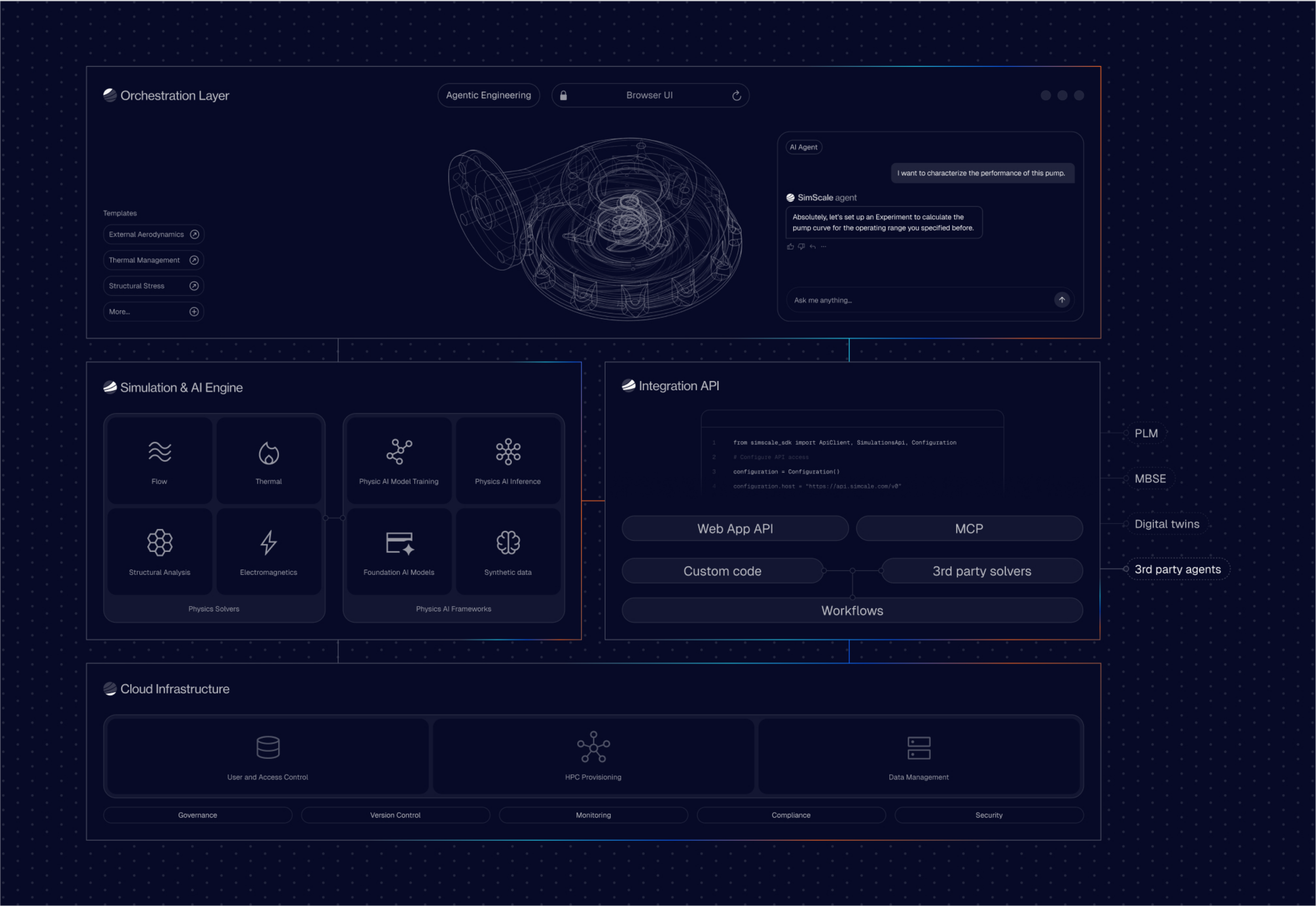
User chat bubbles

09

Marketecture



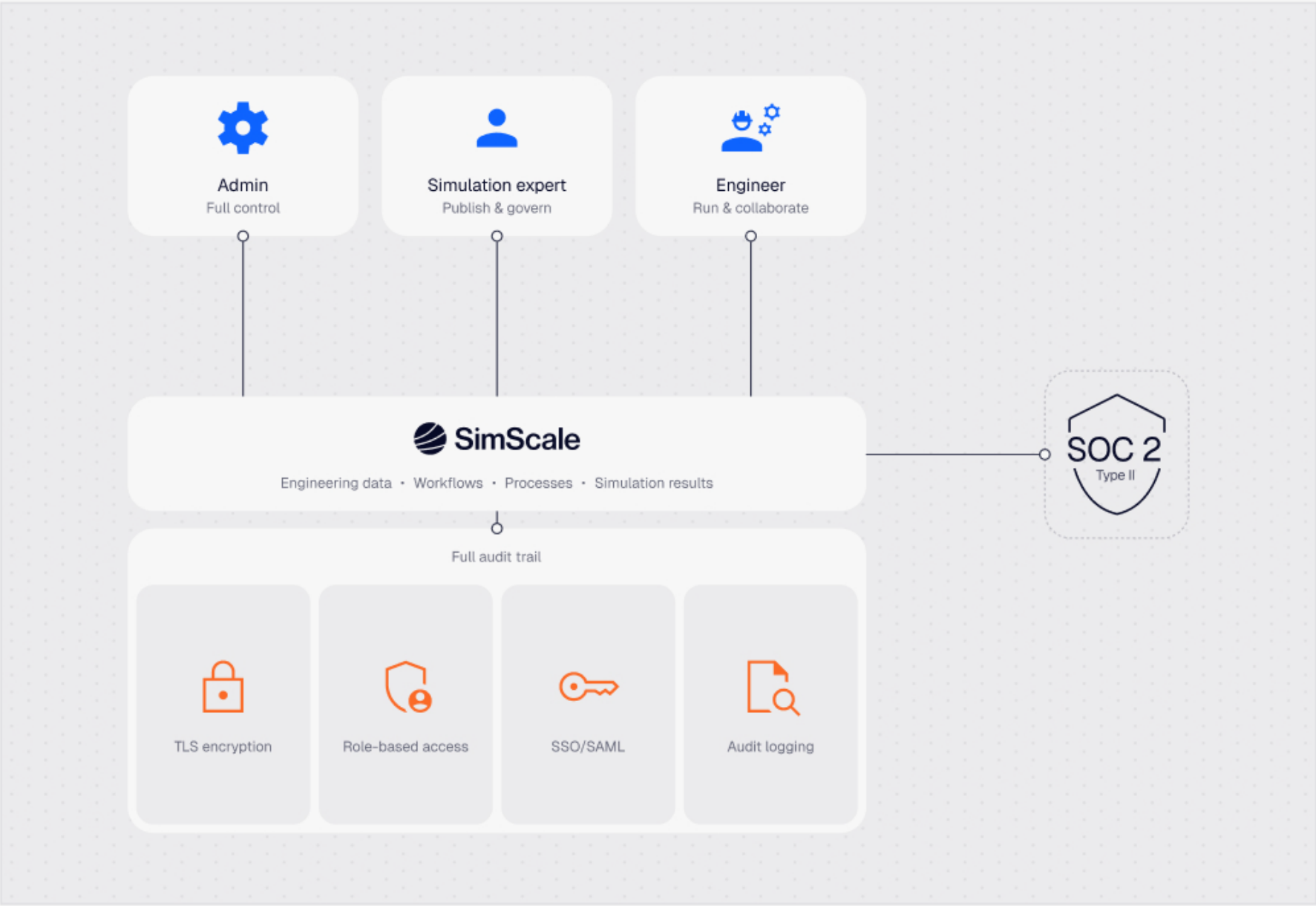
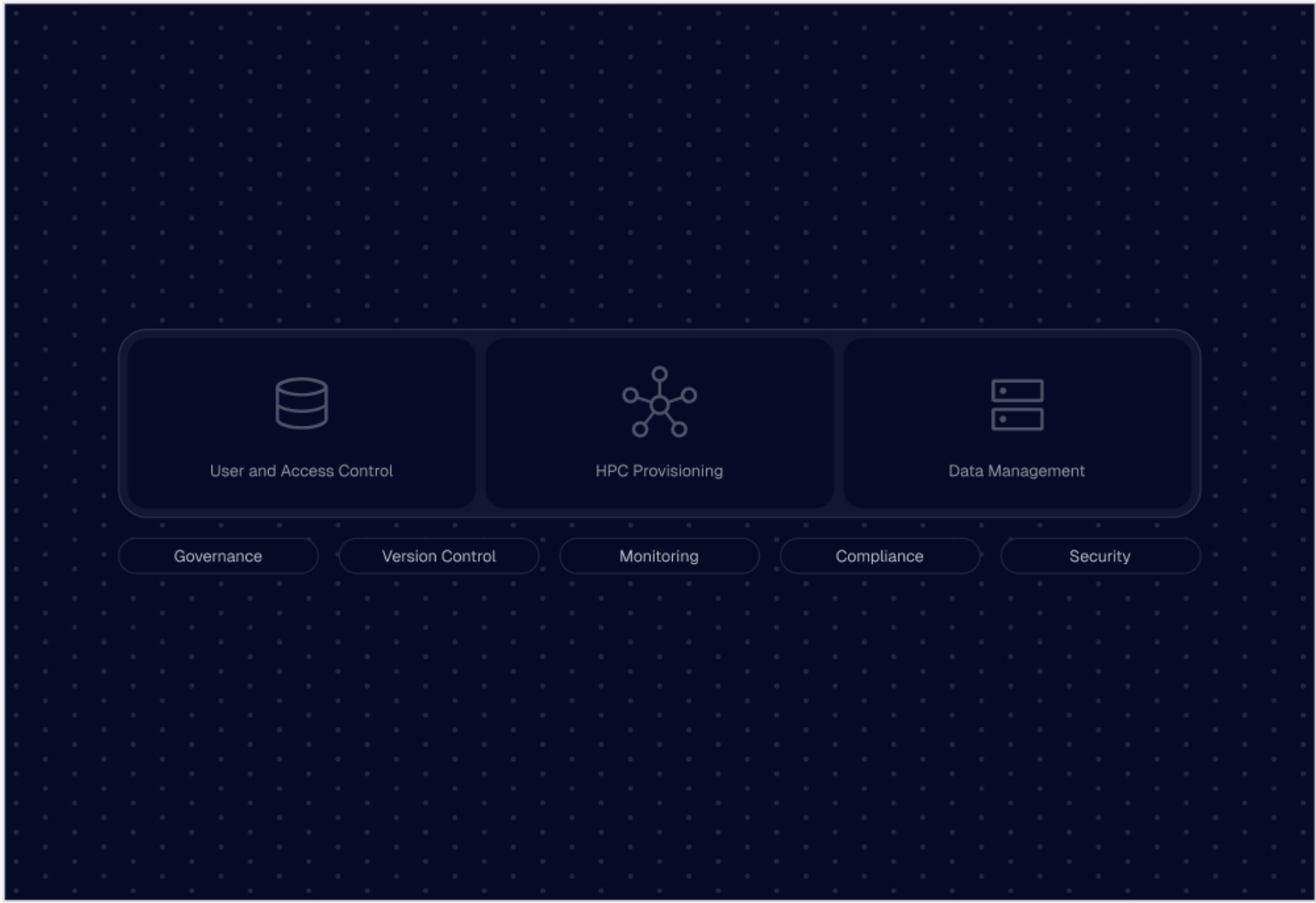
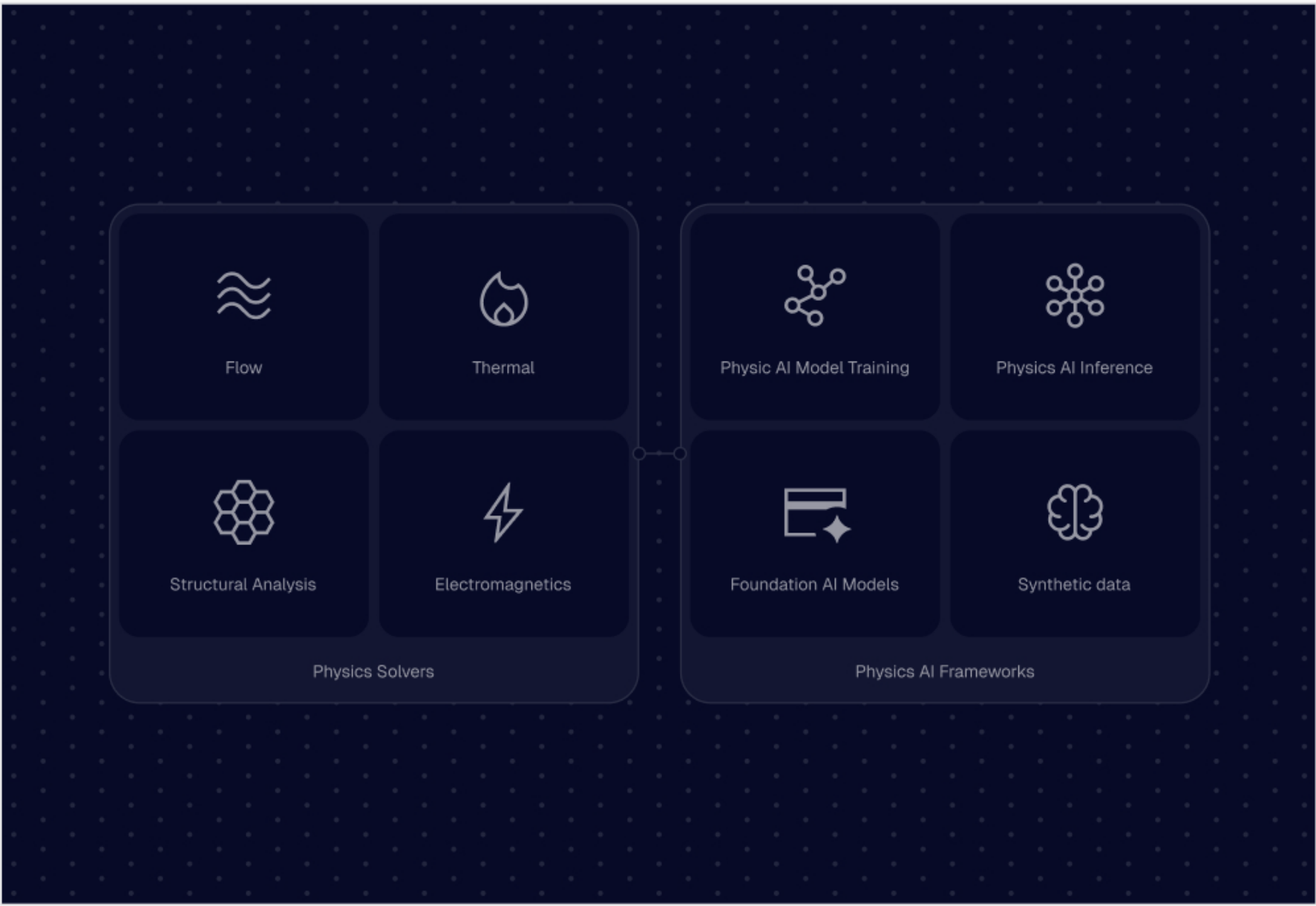
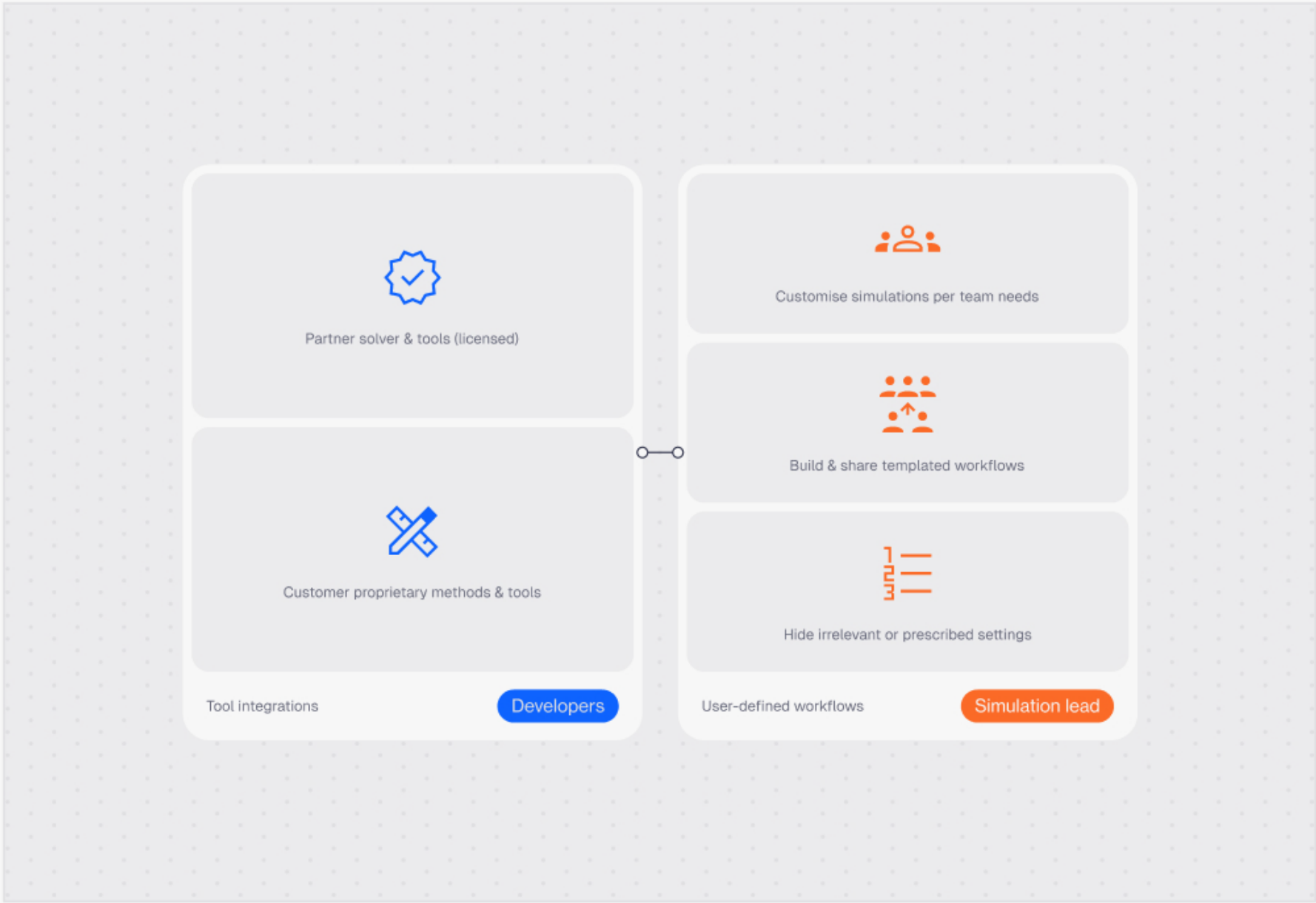
Full marketecture



The full marketecture features primarily on the SimScale website and serves to break down the layers of the SimScale product.

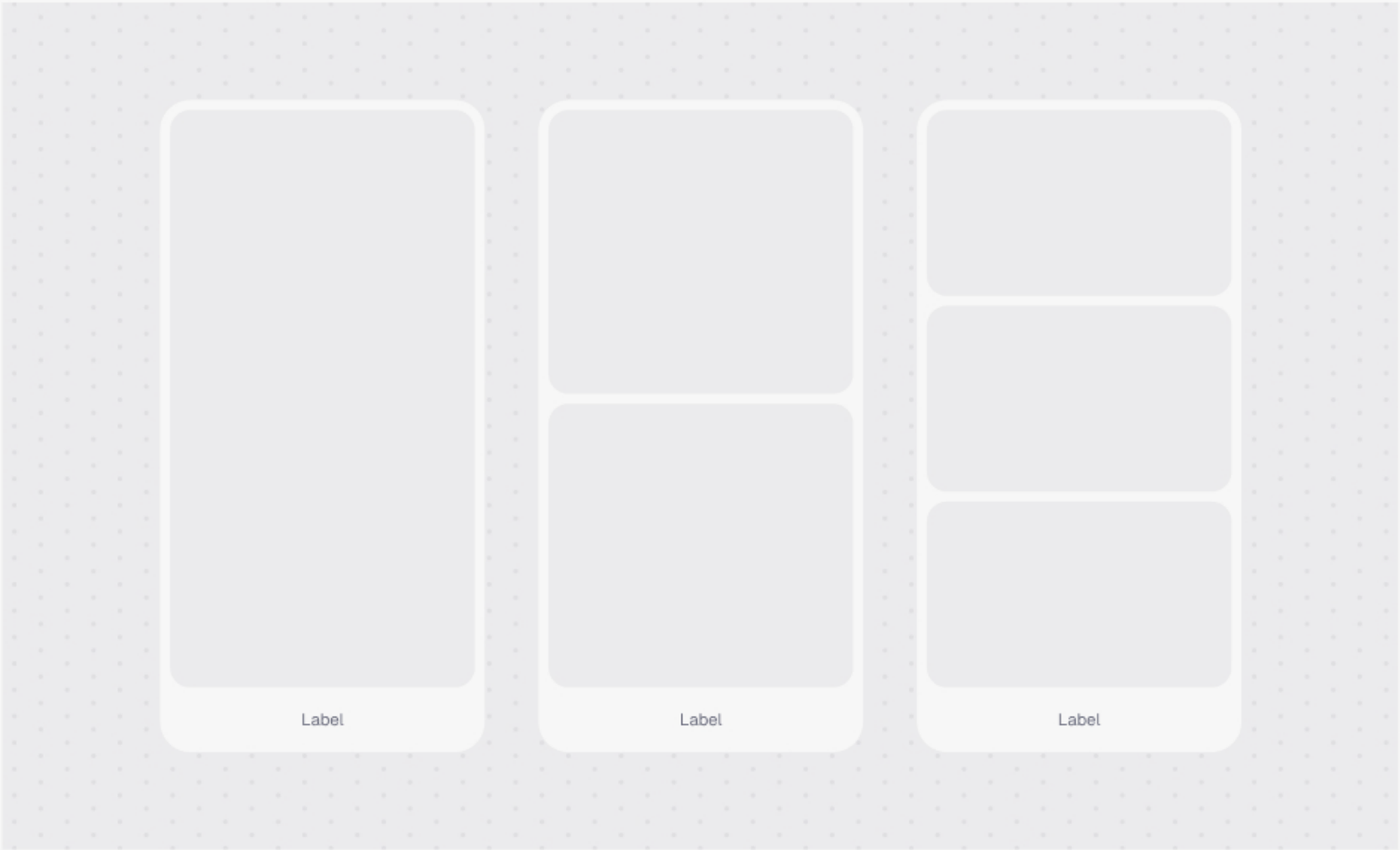


Mini marketectures

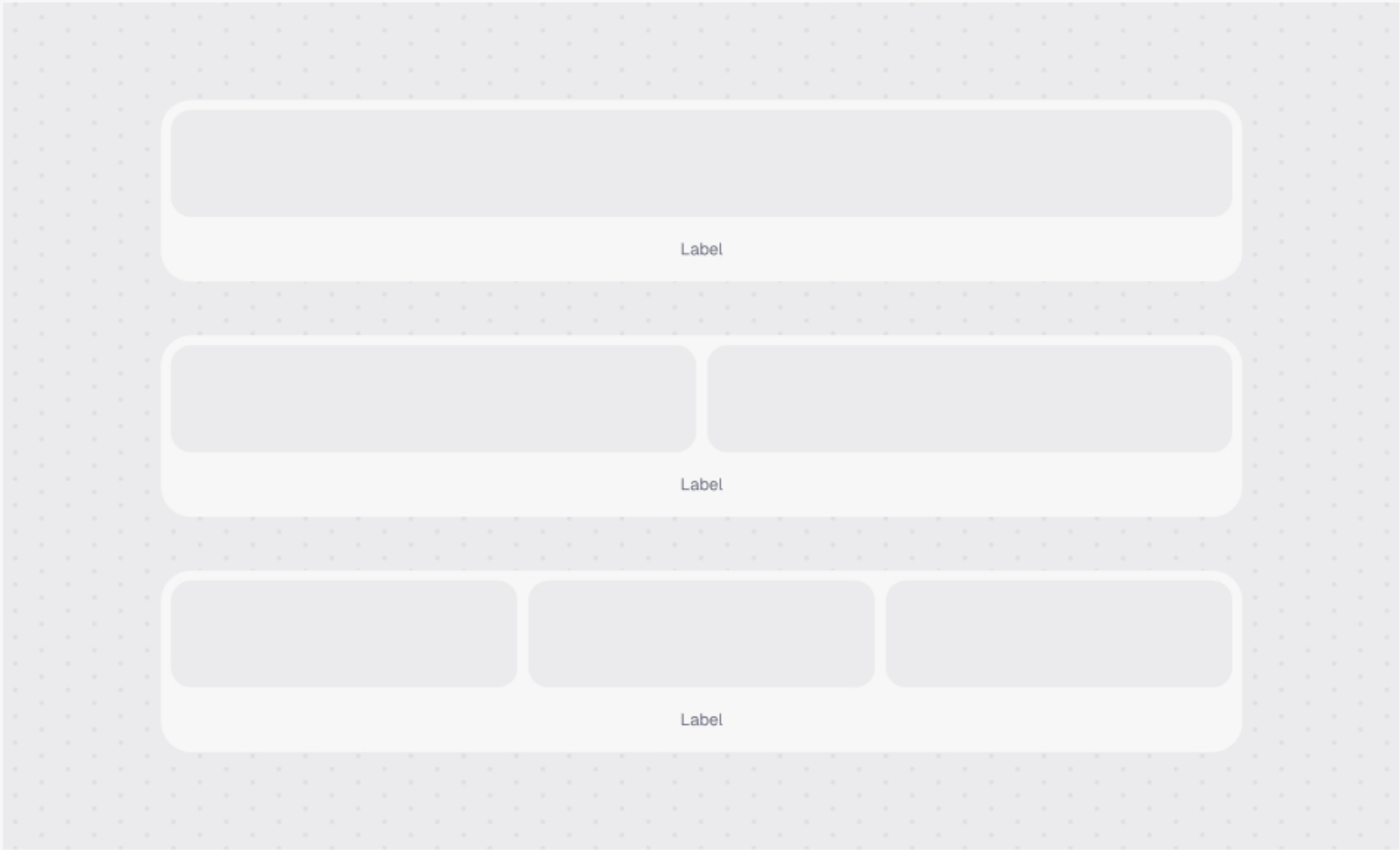


Mini marketectures are based on the styling of the full marketecture, and can be used to illustrate other technical processes in the SimScale product. These can be coloured in light and dark schemes.

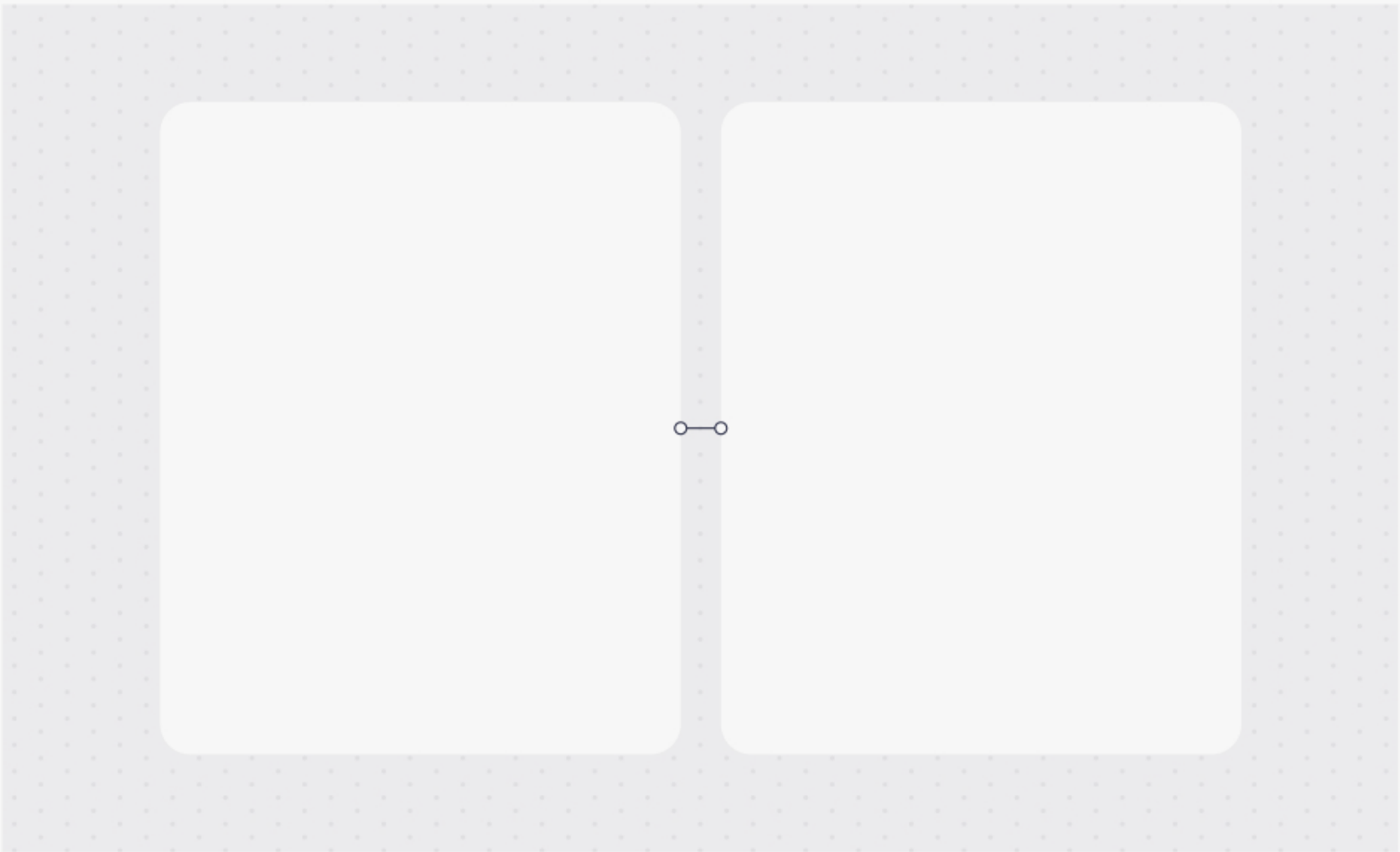
Elements



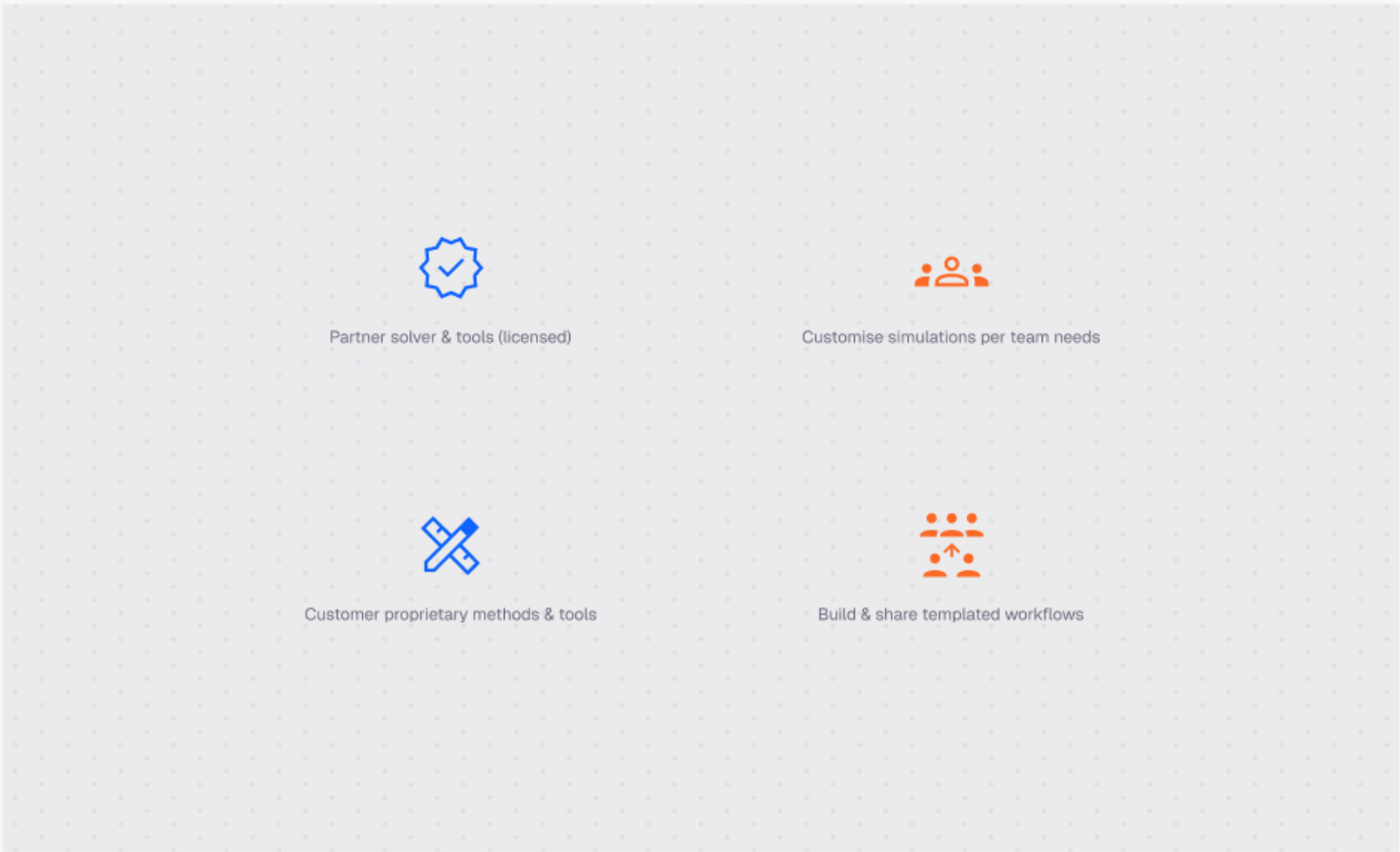
Shells - vertical



Shells - horizontal



Connectors



Icons & labels

To the right are a range of elements used to create a mini marketecture. These can be used as a bas starting point, but the nature of a mini marketecture demands a more fluid approach, so assets beyond this selection can be used when required.

10

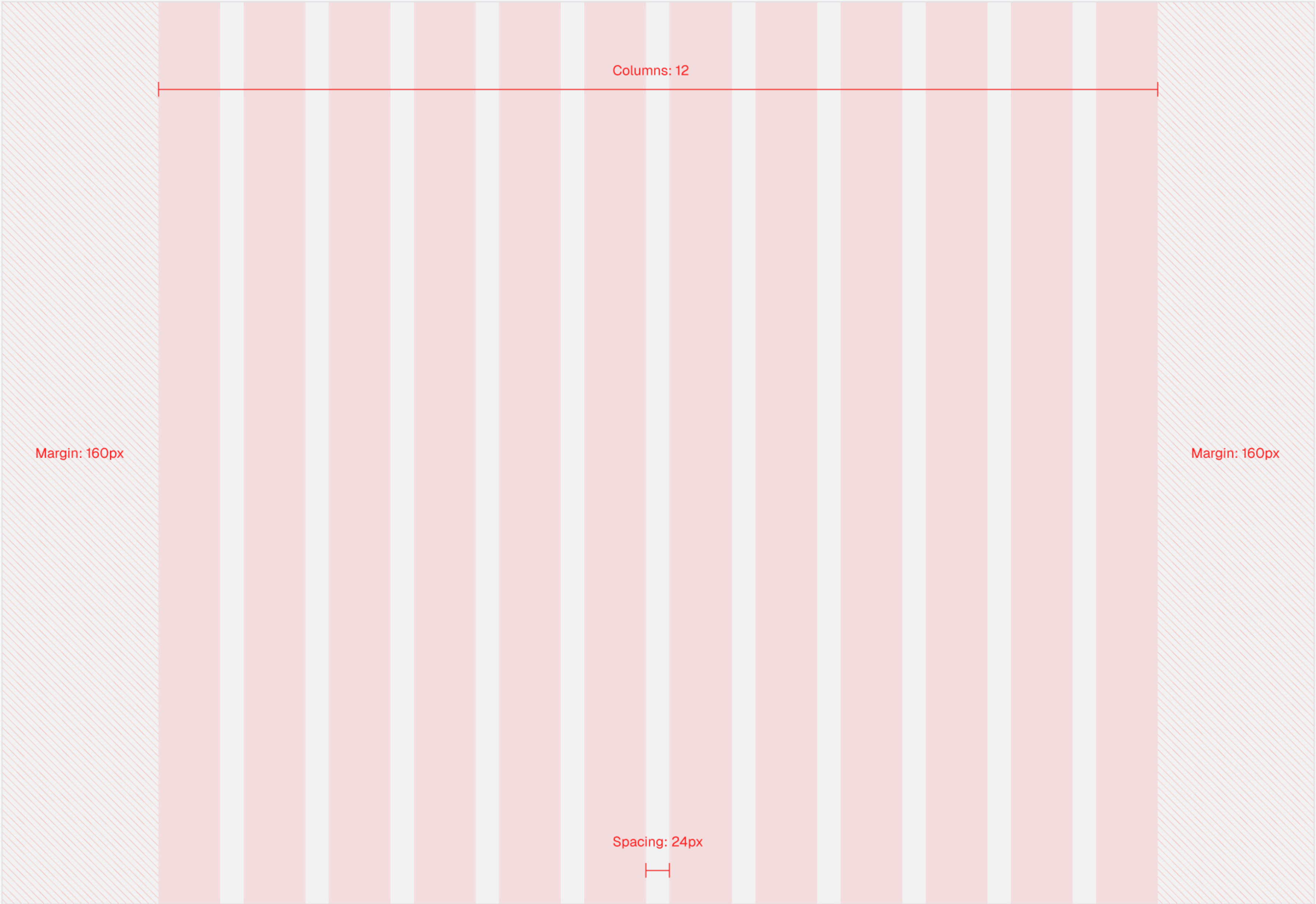
Design guides



Web guides

A 12 column grid is used for the SimScale desktop site. This serves as a guideline and not a concrete rule, although website sections should be designed within the bounds of the 160px margins.

Details of margins and spacing can be seen to the right.





Guides in use

Engineering velocity, in practice

Explore the use cases — and the results that follow.

- ←
- Simulation Democratization
- Automated RFQ Reponses
- NPD Acceleration
- Design Optimization
- Agentic Workflow Automation
-
- See all solutions

Cloud & AI delivers the promise of simulation democratization by supporting design engineers to apply simulation early, broad with confidence.

[Read the case study](#) →



Clément Zémerli
Senior Simulation Engineer in Corporate Technology at Bühler



“Integrating simulation early in the product development process allows us to better understand the physics and gain confidence in design choices. With SimScale every design engineer has access to simulation.”

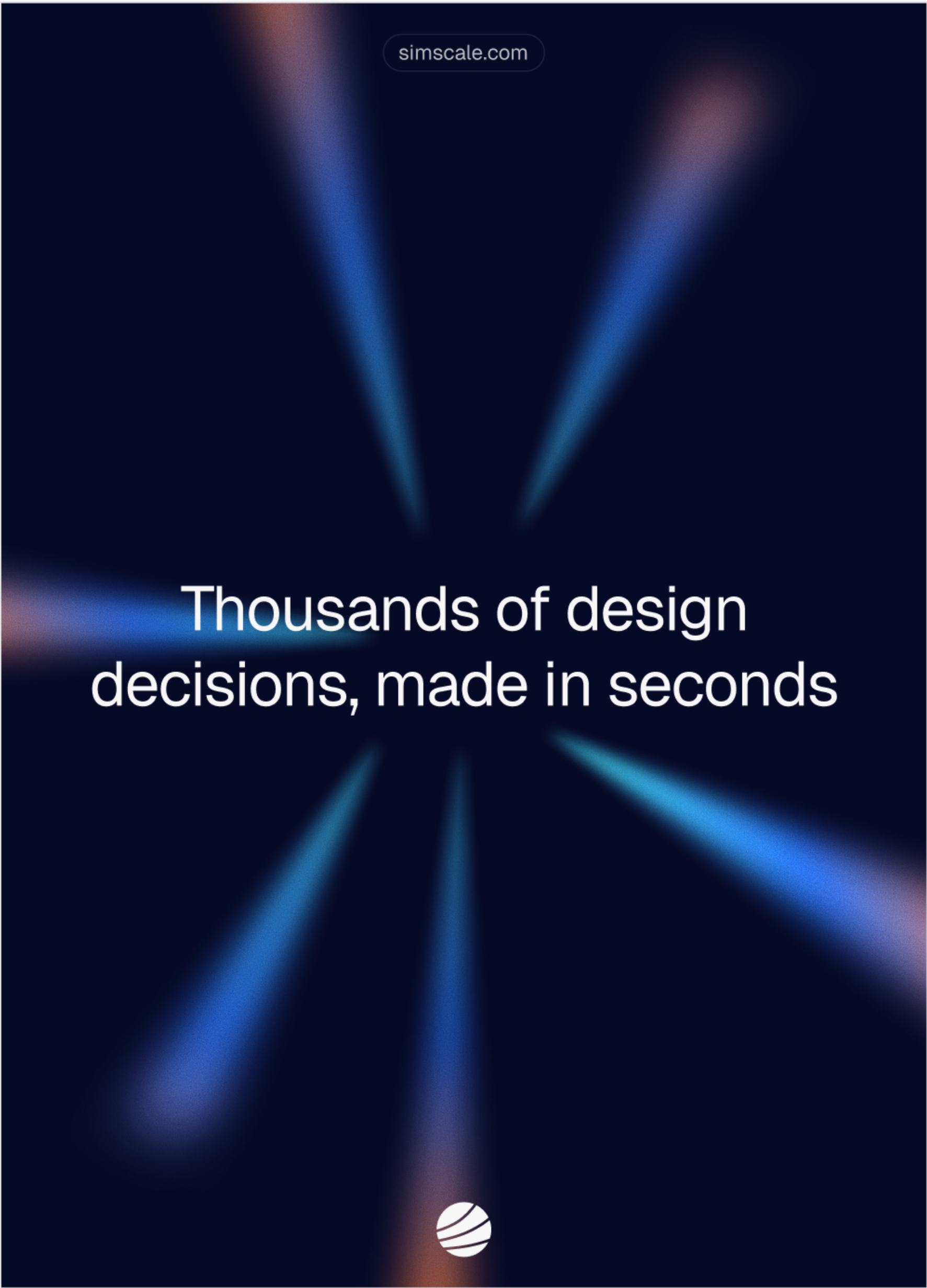
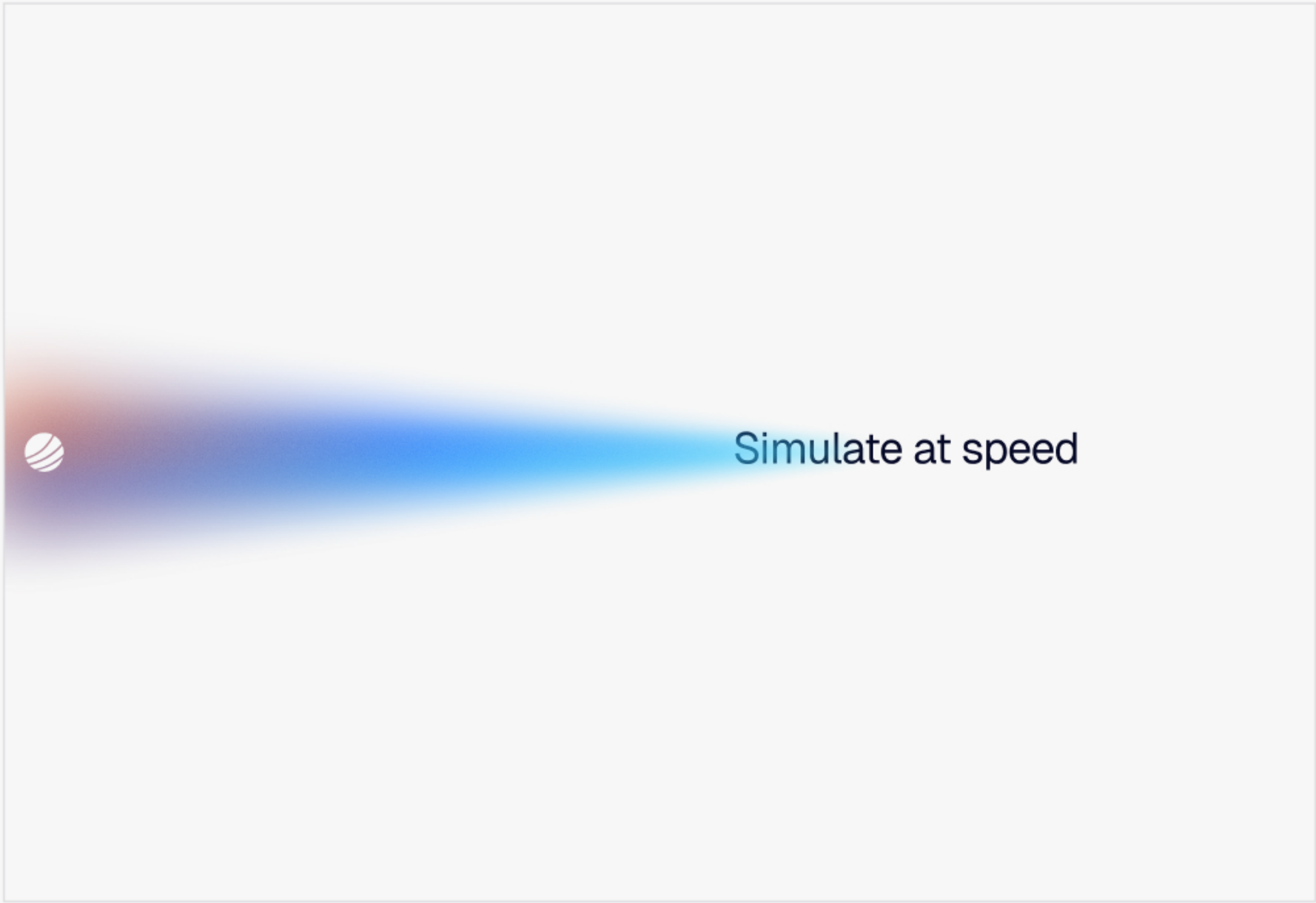
The testimonial section shown to the right highlights how cards can be placed within the bounds of the 12 column system.



Marketing

Marketing assets should be created to portray an aspirational feeling, utilising the burst graphic where possible to highlight SimScale’s identity.

Assets should be constructed with limited elements to enhance the use of negative space, providing an overall light and professional feel.



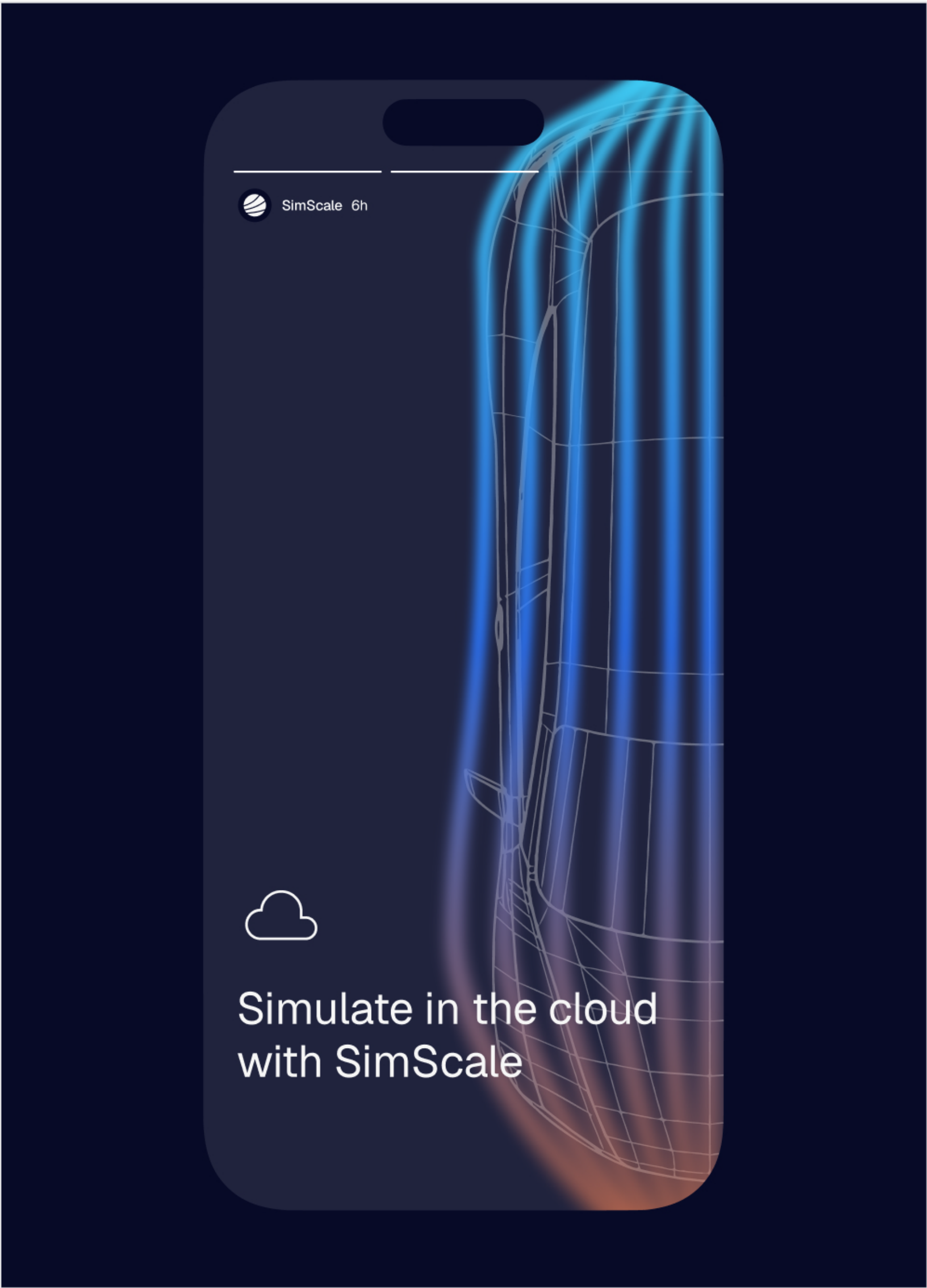
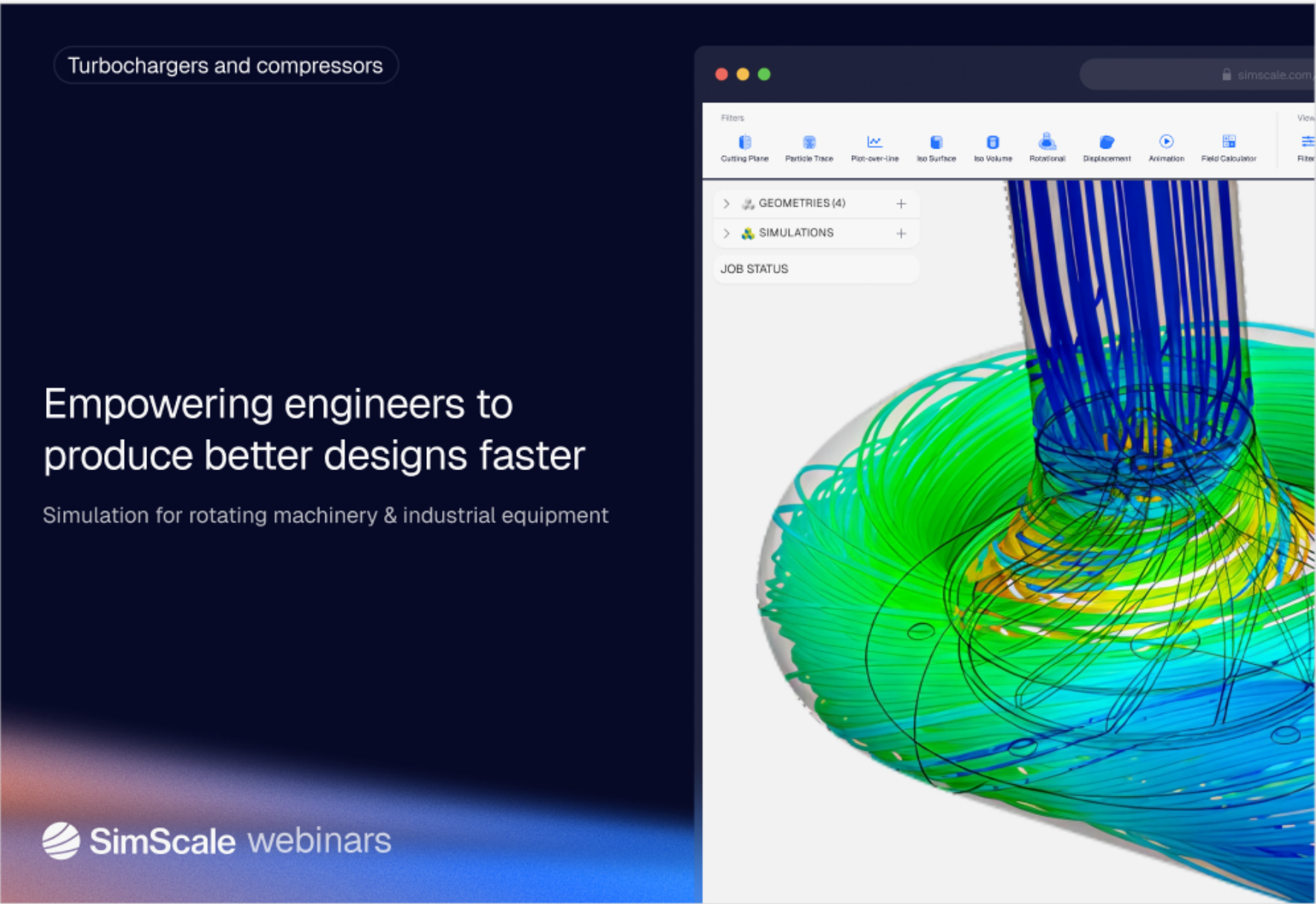
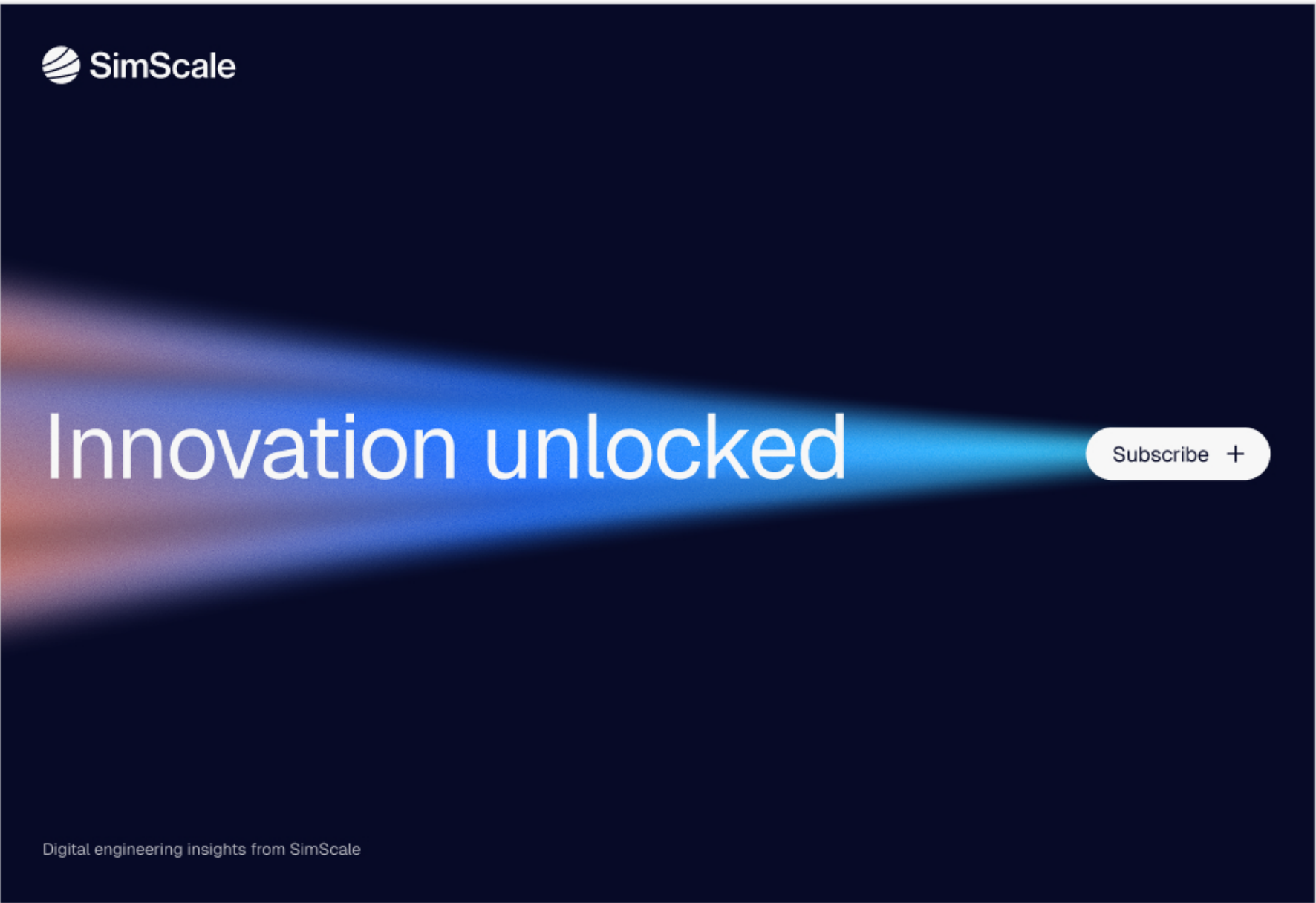




Social

In social assets, gradient based graphics should be used to highlight key pieces of information.

Assets should be constructed with limited elements to enhance the use of negative space, providing an overall light and professional feel.





Engineering Leaders Series



From Tool to Agents: How Agentic Engineering is Reshaping Simulation- Driven Product Design

May 12, 2026
6pm CET | 12pm ET



Name goes here

Title goes here

 SimScale



Name goes here

Title goes here

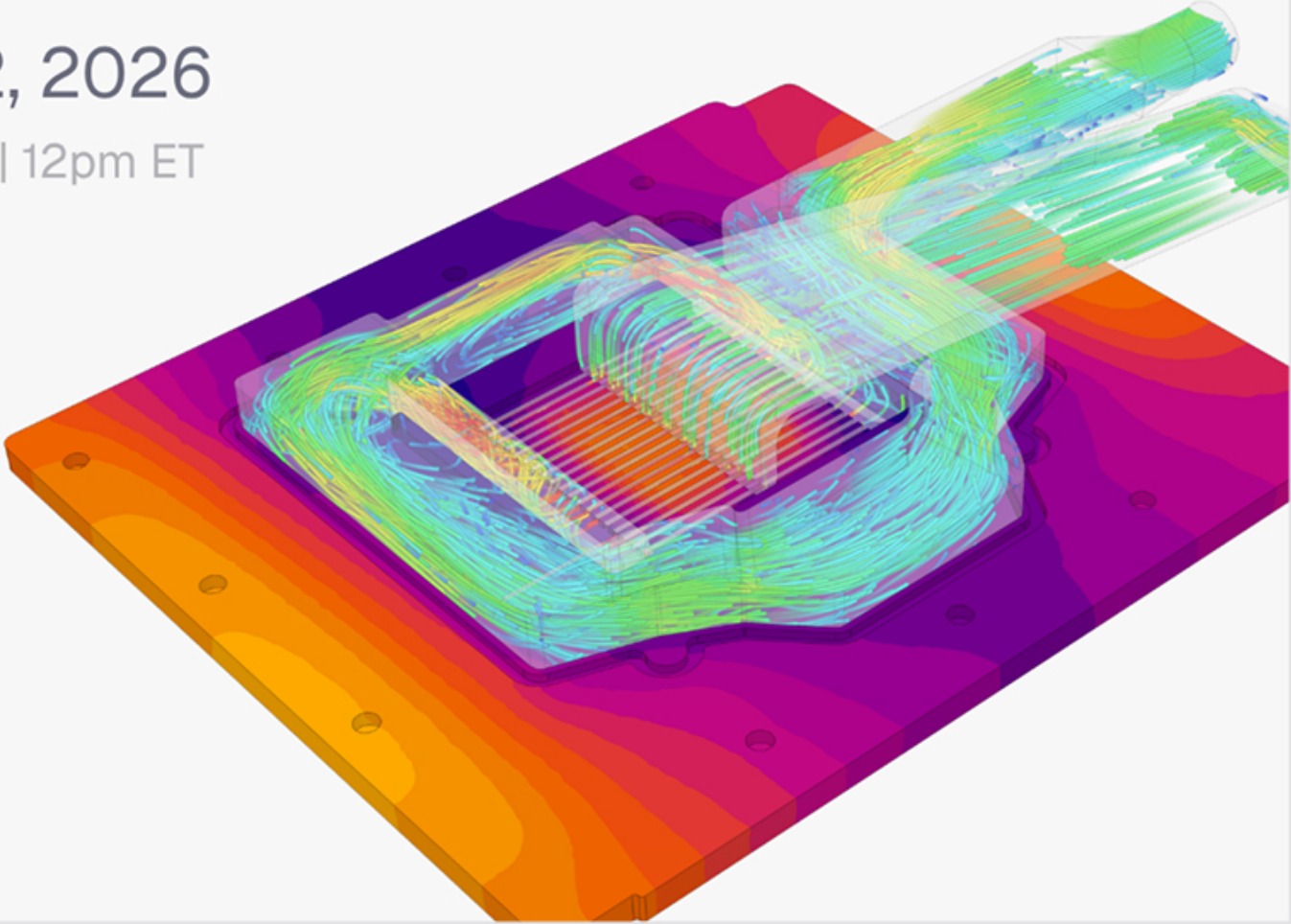
 SimScale

Simulation Expert Series



From Tool to Agents: How Agentic Engineering is Reshaping Simulation- Driven Product Design

May 12, 2026
6pm CET | 12pm ET





Presentation

- Presentation slides should follow a structured layout that retains consistency across repeated elements:
- Margins & spacing
 - Text sizes
 - Chapters & pagination

The design style should mirror that of the social and marketing assets, but reduce negative space to allow for greater amounts of copy.

Turbochargers and compressors

AI-native engineering simulation in the cloud

SimScale enables teams everywhere to innovate faster by exploring thousands of engineering decisions in seconds.



John Smith
Product Manager



Jane Doe
Business Enablement Manager

 SimScale webinars

How it works

From simulation data to instant prediction, in four steps

Lorem ipsum dolor consectetur.

Lorem ipsum dolor sit amet consectetur. Egestas vulputate maecenas ut donec in scelerisque ac vel vivamus. Lectus mollis velit nullam nibh nibh et at egestas commodo. Dictumst habitant viverra sed nisi id tortor ut erat id.

Lorem ipsum dolor consectetur.

Lorem ipsum dolor sit amet consectetur. Egestas vulputate maecenas ut donec in scelerisque ac vel vivamus. Lectus mollis velit nullam nibh nibh et at egestas commodo. Dictumst habitant viverra sed nisi id tortor ut erat id.

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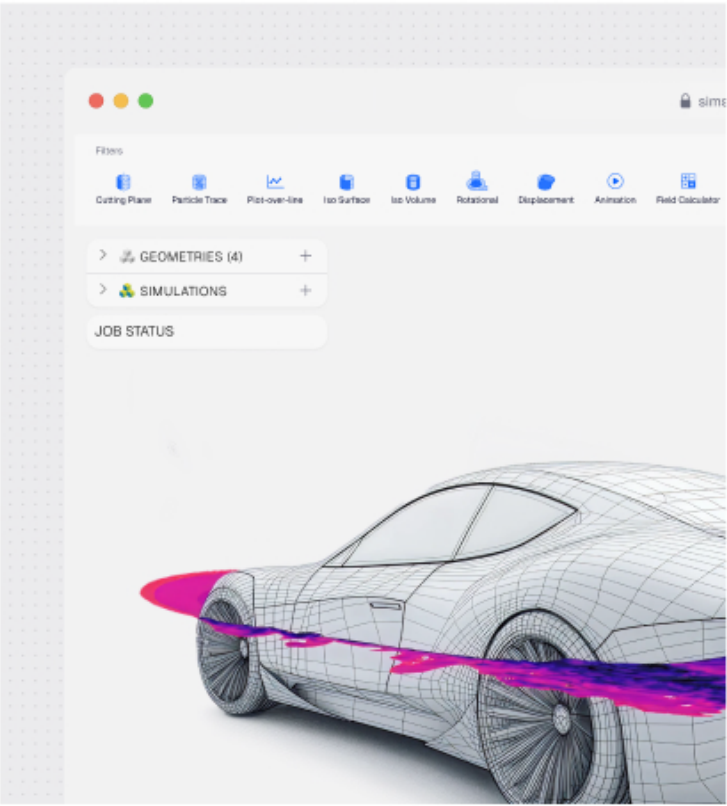
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01

How it works

Increase automotive engineering innovation and efficiency

Innovate faster with AI-powered engineering simulation. SimScale enables automotive engineering organizations to simulate earlier and broader, thereby delivering optimized designs.





Decrease simulation lead time
Cloud-native simulation's HPC elasticity allows unlimited simulation size and simultaneous runs without the need to manage a data centre.

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How it works

From simulation data to instant prediction, in four steps

Physics AI models are trained on high-fidelity simulation data, then deployed for instant inference — all within the same platform you use to run your simulations.

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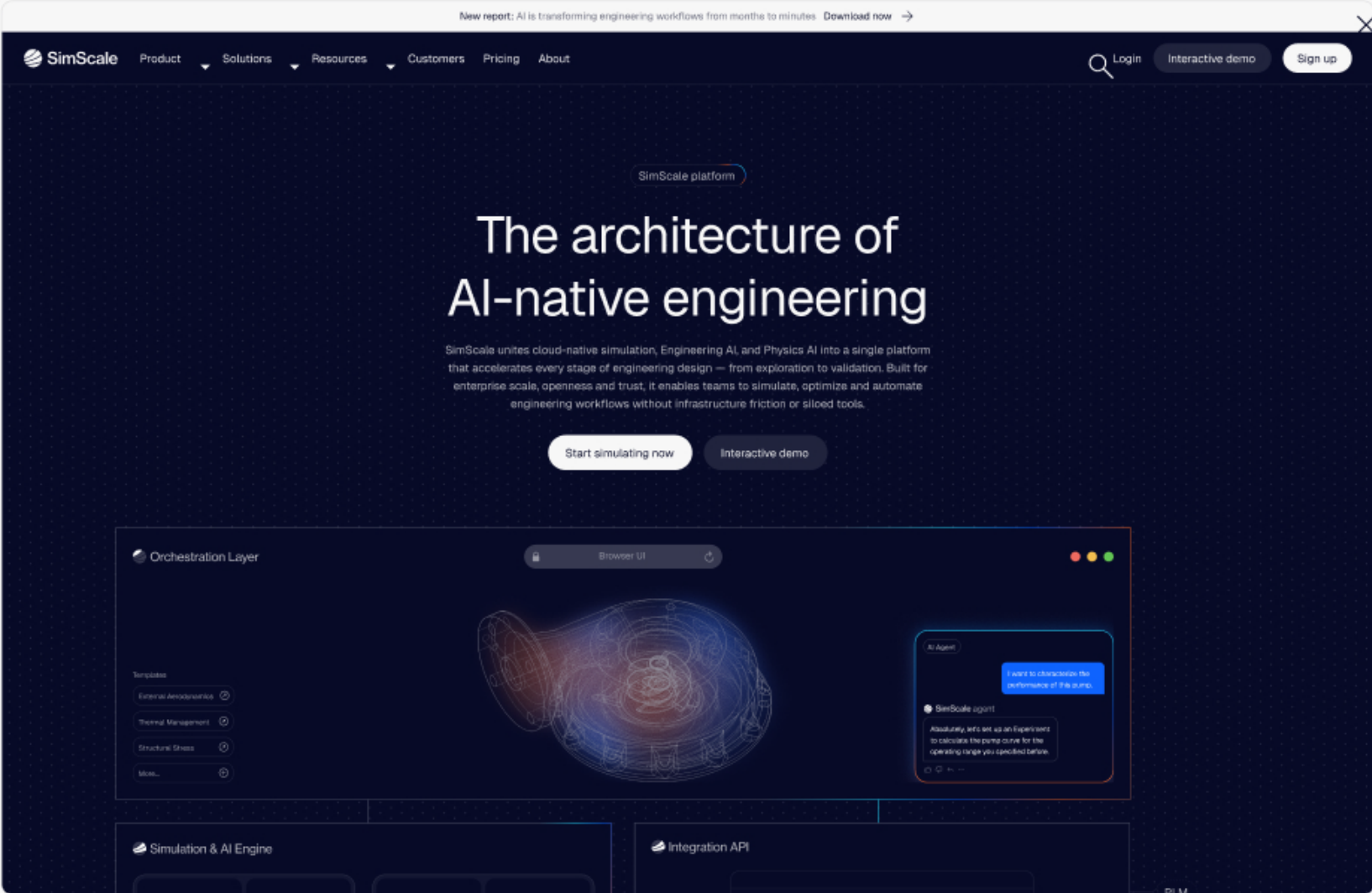
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Web



Engineering velocity, in practice

Explore the use cases — and the results that follow.

Simulation Democratization

Automated RFQ Responses

NPD Acceleration

Design Optimization

Agentic Workflow Automation

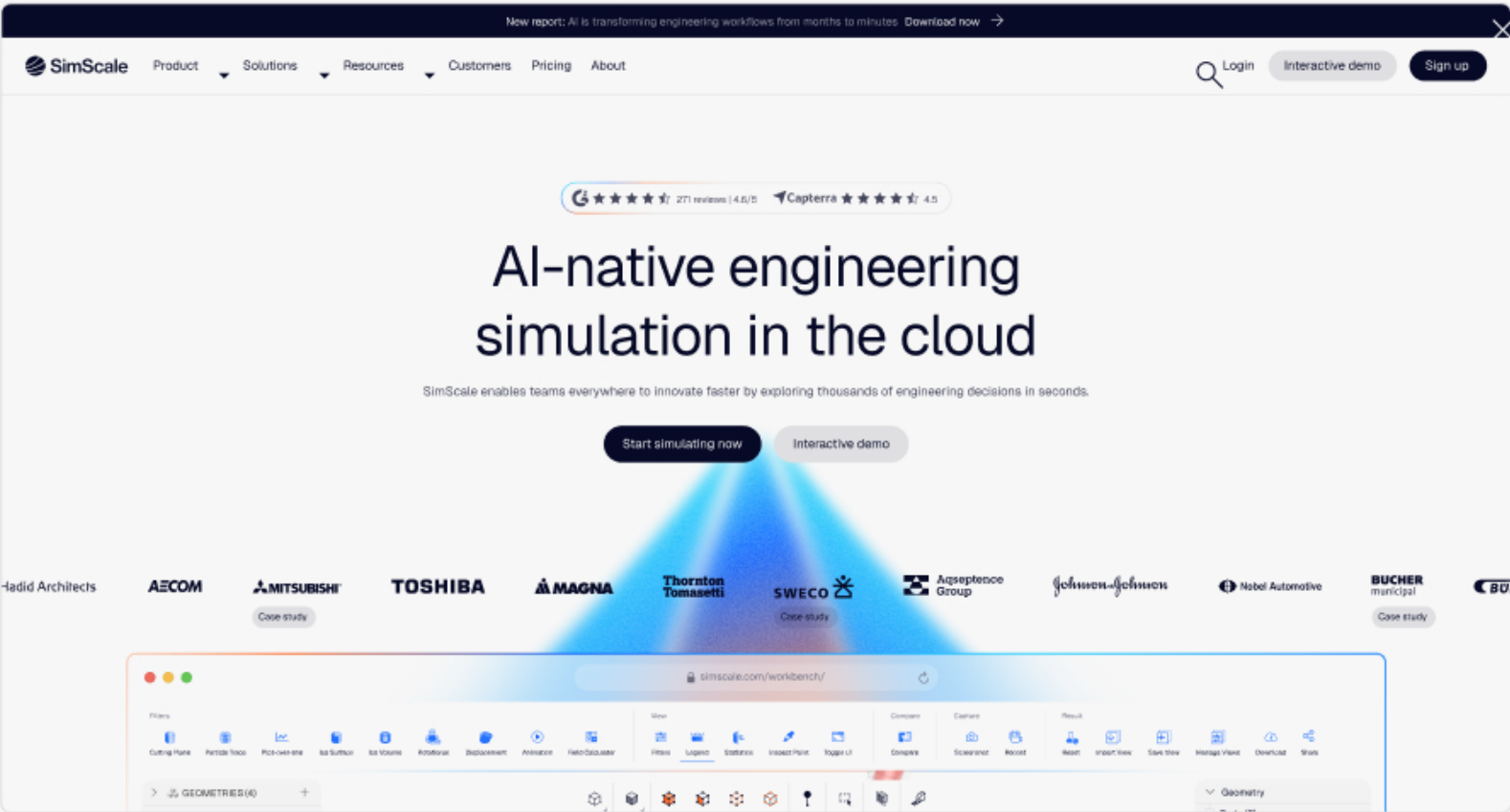
See all solutions

Cloud & AI delivers the promise of simulation democratization by supporting design engineers to apply simulation early, broad with confidence.

Read the case study →

Clément Zémeti
Senior Simulation Engineer in Corporate Technology at Bühler

"Integrating simulation early in the product development process allows us to better understand the physics and gain confidence in design choices. With SimScale every design engineer has access to simulation."



Website sections should utilise the 12 column grid wherever possible. Layouts should be functional and professional to create a clear and consistent design language across the site.

