

CORPORATE IDENTITY GUIDELINES

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POSITIONING

The world around us is shaped by engineers crafting hardware products. Nearly everything in it depends on a designer or engineer having done their job well: the cities and buildings we live in, the air we breathe, the food and water we consume, the healthcare and mobility options we have, the devices we use and the energy we need to power them. The quality of our lives depends on engineers being able to craft innovative and high-performing hardware products quickly. Even more so, all our future depends on it since mitigating the climate crisis will require an enormous amount of engineering innovation in a very short amount of time.

Despite this, today's hardware engineers aren't nearly as empowered by their tool stack as software engineers. We're here to change this. We're here to support hardware engineers with better tools and take pride in having the privilege to contribute our small part to faster innovation in hardware. We're here to reimagine the hardware product design process. We're here to empower every engineer to innovate faster.

SimScale empowers every engineer to innovate faster by making high-fidelity engineering simulation truly accessible from everywhere, and at any scale.

SimScale is a cloud-based simulation platform that seamlessly integrates everything required for an end-to-end engineering simulation workflow, making broad and early use of simulation for the first time technically and economically feasible for any organization. SimScale breaks down the organizational silos between design and simulation by providing a single, collaborative platform that delivers the accuracy required for late-stage design validation with the ease-of-use needed for early-stage design simulation.

LOGOTYPE

Elements

Our logo consists of 2 elements:

1. The SimScale Icon
2. The SimScale Wordmark



Icon

SIMSCALE

Wordmark

Clear Space

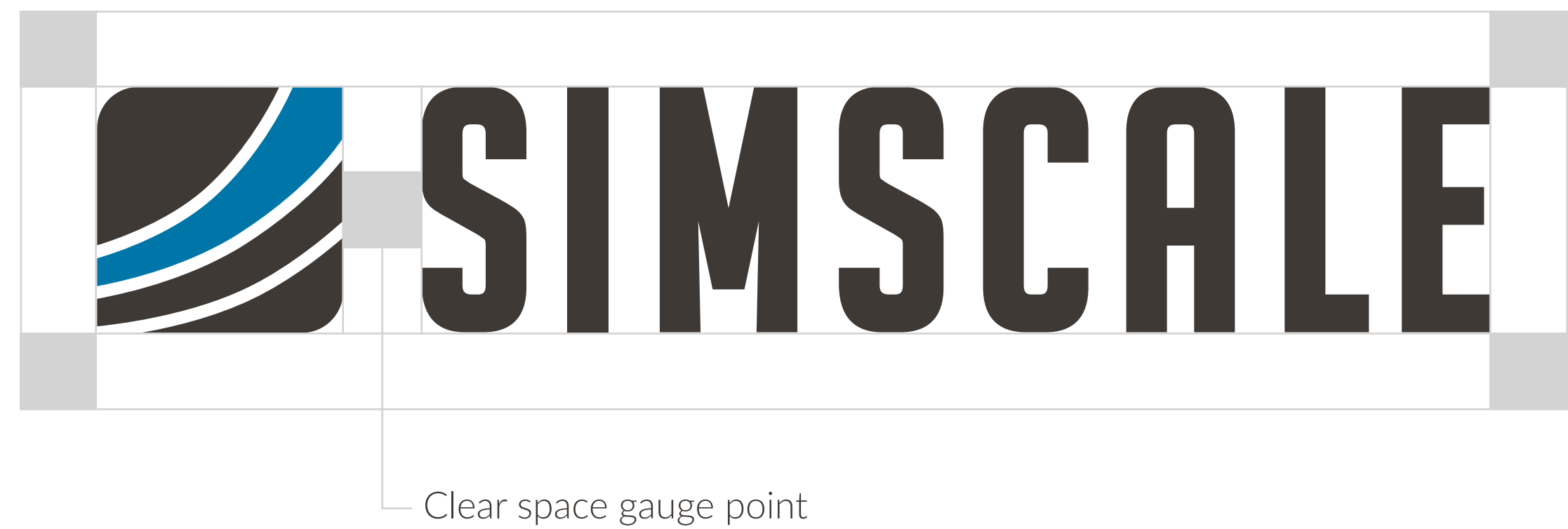
A clear space equal to the area between the SimScale Symbol and the “S” is the minimum area that must remain clear on the sides, top and bottom of the logo. This guarantees the emphasis of our logo and assists in it being recognized.

Size

The size of our logo is an important factor in communicating our brand properly and consistently. A logo that is depicted too small diminishes the impact of a brand and a logo that is too large can be overbearing and also have a negative impact.

Our logo should never be used so small that it is not legible.

Our logo should never be used so large that it dominates surrounding elements.



The Full Color version of the logo is used on monochrome and light backgrounds. This should be the first option used.

The Full Mono versions are used when the logo needs to be reproduced in situations where color is limited, such as black and white publications, in situations where printing in multiple colors is not feasible, or on complex multi-color backgrounds.





The SimScale Icon can be used on its own.

The rules for using the Color version and the Mono versions are exactly the same as for the Full version of the logo.



Sub-logo

To denote different materials or events, the SimScale Logo is used in conjunction with the Sub-logo where appropriate.

The Sub-logo is written in Lato Regular font and should always be much smaller than the SimScale Logo, as it is a secondary element.

When adding a Sub-logo, please make sure that it does not exceed the width of the SimScale Wordmark.



In order for the communication to be recognizable and consistent, it is important to maintain the relationships between the elements of the logo that were put into it in the first place.

1. Do not deform the logo
2. Do not change the proportions of the Icon and Wordmark
3. Do not change letter spacing
4. Pay attention to the background. The background should contrast with the logo. Try to use more monochrome / simple backgrounds under the logo
5. Do not change the colors
6. Do not use stroke and shadow

1 ✘



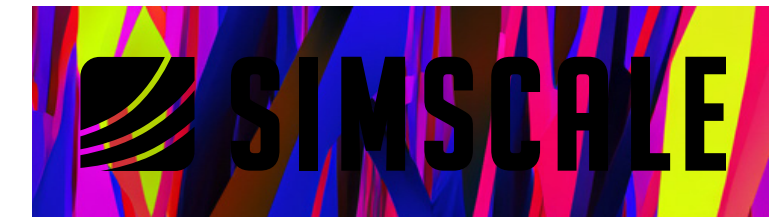
2 ✘



3 ✘



4 ✘



5 ✘



6 ✘



COLORS

Brand colors: white, black, blue, and shades of gray.

Blue can be used not only in the logo, but also for the background or for small accents.

Primary colors

White CMYK - 0 0 0 0 RGB - 255 255 255 #FFFFFF	Dark grey CMYK - 69 63 62 58 RGB - 51 51 51 #333333	Black CMYK - 78 67 64 84 RGB - 2 11 15 #020B0F	Blue CMYK - 88 47 15 1 RGB - 0 118 168 #0076A8
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Grayscale (percentage)

5 % #F6F6F6	10 % #EEEEEE	20 % #E5E5E5	30 % #CCCCCC	40 % #B2B2B2	50 % #999999	60 % #7F7F7F	70 % #666666	80 % #4C4C4C
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TYPOGRAPHY

Corporate Typeface

Our corporate typeface is “Lato” and has been chosen to represent our company and brand in a manner that is consistent with our corporate image. Allowances have been made to accommodate digital communication as well as printed communications.

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish). In December 2010 the Lato family was published under the Open Font License by his foundry tyPoland, with support from Google.

-Source: Google Fonts

Light

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Regular

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Medium

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Semibold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Black

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

How we display our name in all forms of correspondence is important. We must take every opportunity to promote our point-of-difference and be memorable.

SimScale is one word.
Capitalize the first “S” and the second “S”.

Under no circumstances whatsoever abbreviate SimScale as SS.

SimScale ✓

simscale ✗

Simscale ✗

In headlines, buttons, copies on promotional materials, and so on, major words should be capitalized while minor words are lowercase. Major words are nouns, verbs, adjectives, pronouns, adverbs.

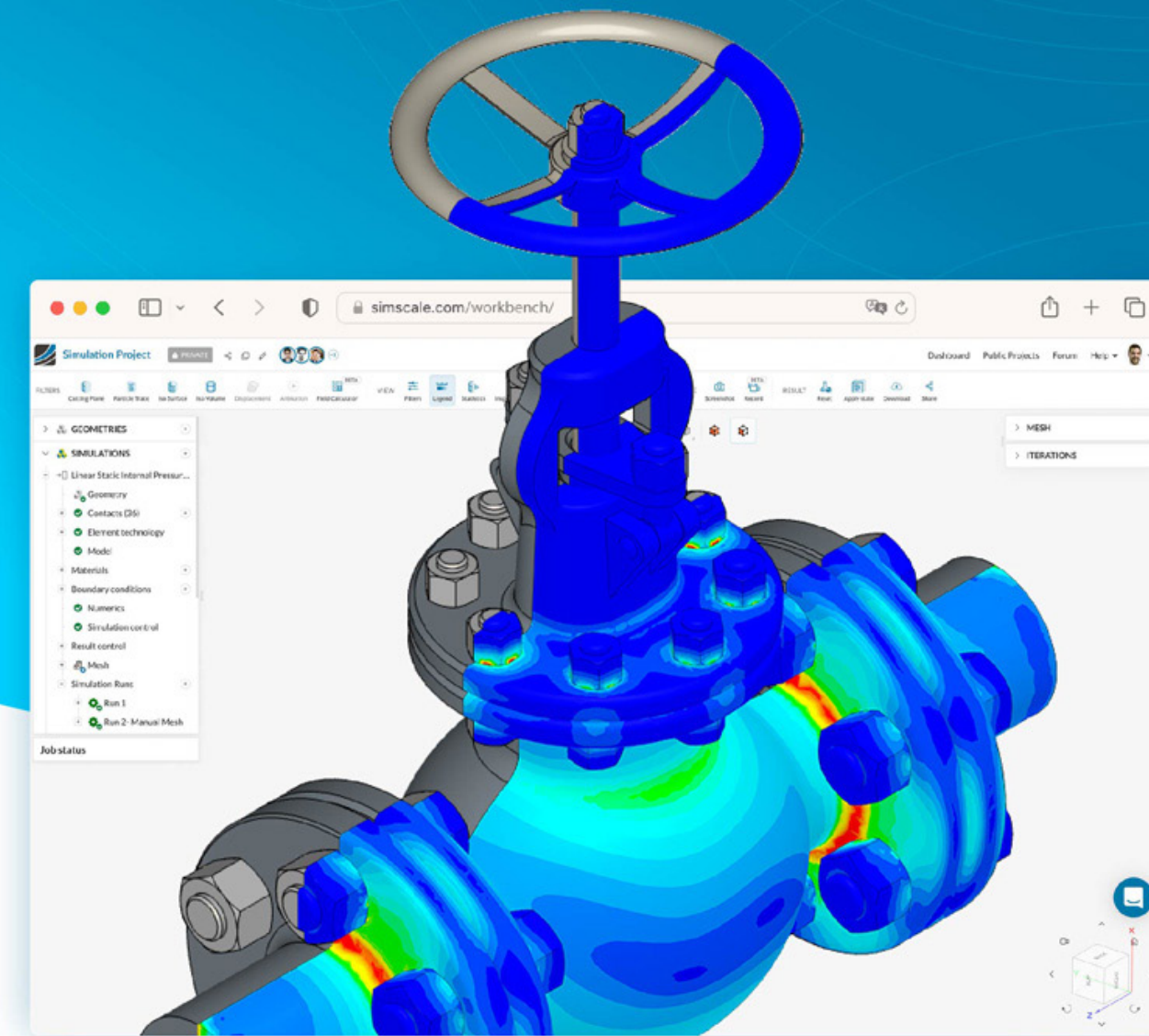
All the main words in hyphenated words in titles and headings should be capitalized too.

Exceptions are:

1. Hyphenated words with prefixes (e.g., De-stress)
2. Hyphenated words beginning with single letters (e.g., T-shirt)
3. Hyphenated articles, prepositions, and coordinating conjunctions (e.g., Step-by-Step).

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