CONVERGENT
SCIENCE
®

MEDIA KIT AND BRAND GUIDELINES
CONVERGENT SCIENCE AND **CONVERGE** CFD SOFTWARE
Updated May 2020

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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, 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, Europe, and India 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
2018 Tenth anniversary of the commercial release of CONVERGE

2019 First CONVERGE User Conference–India held
2019 CONVERGE 3.0 released

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

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 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.
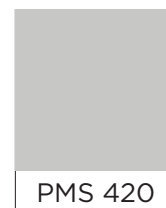

The minimum logo size is ½ inch high for print applications and 36px high for digital applications.

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).

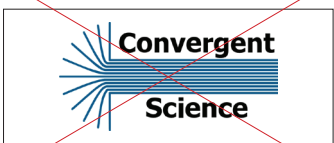|		
PMS 301	PMS 425	PMS 420

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 PRODUCT

2.1 PROFILE

CONVERGE is a cutting-edge CFD software package that eliminates all user meshing time through fully autonomous meshing. **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. More than 80% of engine manufacturers worldwide use CONVERGE. That figure includes major OEMs in the United States, Europe, China, Japan, and South Korea.

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.
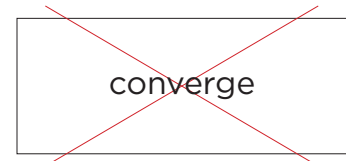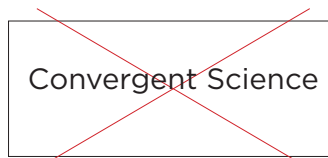
CONVERGE
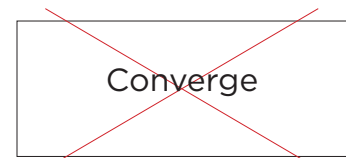
CONVERGE CFD software

CONVERGE Studio

CONVERGE CFD

Do not add to name

converge

Do not use all lowercase

Convergent Science

Do not use company name when referring to product

Converge

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.
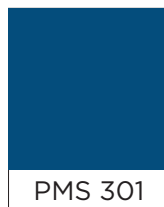

The minimum logo size is ½ inch high for print applications and 36px high for digital applications.

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**.

4 CITATION INFORMATION

4.1 CITING CONVERGE

If you are publishing work that includes **CONVERGE** results in conference proceedings, journal articles, book chapters, etc., please cite **CONVERGE** as follows:

Richards, K. J., Senecal, P. K., and Pomraning, E., **CONVERGE** 3.0*, Convergent Science, Madison, WI (2020).

*Please note that you should cite the version of **CONVERGE** used in your work.

4.2 ACADEMIC LICENSES

If you are publishing **CONVERGE** results obtained via a free academic **CONVERGE** license, please cite **CONVERGE** as shown above and include the following statement in your acknowledgments:

Convergent Science provided **CONVERGE** licenses and technical support for this work.