



Brand Guide
May 2019

About COMSOL

COMSOL is a global provider of simulation software for product design and research to technical enterprises, research labs, and universities. Its platform product, COMSOL Multiphysics®, is an integrated software environment for modeling designs, devices, and processes. A particular strength is its ability to account for coupled or multiphysics phenomena. Add-on products expand the simulation platform for electromagnetics, structural mechanics, acoustics, fluid flow, heat transfer, and chemical engineering. Interfacing tools enable the integration of COMSOL Multiphysics® simulations with all major technical computing and CAD tools on the CAE market. Simulation experts rely on COMSOL Compiler™ and COMSOL Server™ to deploy applications to their design teams, manufacturing departments, test laboratories, and customers throughout the world. Founded in 1986, COMSOL has 19 offices worldwide and extends its reach with a network of distributors.

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COMSOL, COMSOL Multiphysics, Capture the Concept, and COMSOL Desktop are registered trademarks of COMSOL AB. COMSOL Compiler, COMSOL Runtime, COMSOL Server, LiveLink, and Simulation for Everyone are trademarks of COMSOL AB. Other product or brand names are trademarks or registered trademarks of their respective holders.

Introduction

When we maintain our branding throughout the world, each of our offices is recognized as part of a unified organization offering the same products.

From this consistent branding, we come to develop a cohesive identity and personality, which differentiates us from our competition. This is the identity that our customers learn to put their trust in. Any divergence from this identity causes confusion and shakes the foundation of that trust.

When selling to international companies, a recommendation given from an office in one country to an office in another is reinforced by consistent branding.

These brand guidelines will help you understand and maintain our branding in all marketing collateral. Use cases, materials, and marketing campaigns not covered herein should be reviewed and approved by the Creative team via creative@comsol.com

We welcome your ideas, questions, and comments: email us at creative@comsol.com.

These brand guidelines apply to any print, video, and internet media format.

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A B C D
E F G H
I J K L
M N O P
Q R S T
U V W X
Y Z
0123456789

Company Logo

The COMSOL logo represents our company. It is our corporate signature and should be present on all collateral.

The logo is made up of two elements: the logotype and the symbol.

The color of the COMSOL logo is a blue gradient. Its range, from left to right, is defined as follows. The color codes are provided for color test purposes only.

Blue Gradient

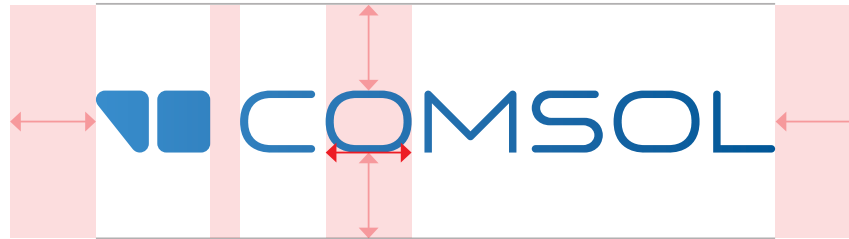
Left	HEX	368ccb
	CMYK	75, 35, 0, 0
	RGB	54, 140, 203
Right	HEX	005596
	CMYK	98, 72, 12, 1
	RGB	0, 85, 150

The logo is set in all caps as the original concept for the company name came from the words “computer solutions” and abbreviations are traditionally written in all caps. The capital letters lend the logo the sense of structure, stability, and dependability of our products.

The symbol represents the basic building blocks you begin with when creating a model in our software.

The typeface used in our logo is Geo, a custom all caps typeface created specifically for use only in the COMSOL logo and product logos. The Geo numbers are for use only in the version numbers.

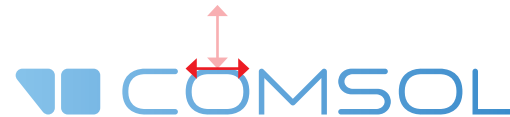
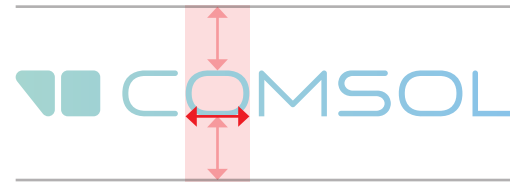
The typography, proportions, spacing, and color of the logo elements can only be modified by COMSOL, which reserves the right to do so if needed for contrast and other legibility reasons.



Logo Clear Space

A buffer must be included surrounding our logos of equal or greater measurement than the width of the "O" to maintain the visual strength of the identity.

An appropriate size must be used to ensure that the space between letters remains visible.



Teal Blue Gradient

Left	HEX	a5d5cf
	CMYK	35, 2, 20, 0
	RGB	165, 213, 207

Right	HEX	84c2ea
	CMYK	44, 10, 0, 0
	RGB	132, 194, 234

Light Blue Gradient

Left	HEX	84c2ea
	CMYK	44, 10, 0, 0
	RGB	132, 194, 234

Right	HEX	368ccb
	CMYK	75, 35, 0, 0
	RGB	54, 140, 203

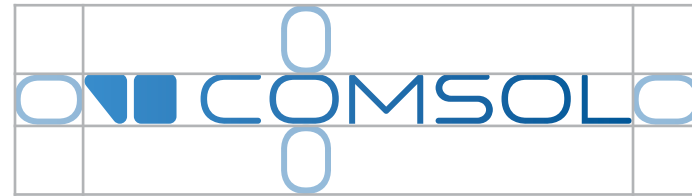
Alternative Company Logo Colors

We may use alternative logos in conjunction with the various products within our product suite.

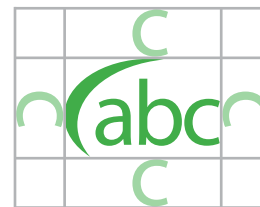
The knocked out (white) logos may be used when they are best for readability or complementing design. The teal blue logo may be used in conjunction with our deployment products.

The light blue alternative logo color is only to be used in conjunction with the various products within our product suite and product documentation.

The color of the alternative company logos is a gradient. Its range, from left to right, is defined as follows. The color codes are provided for color test purposes only.



COMSOL Logo Clear Space Guidelines



Partner Companies Logo Clear Space Guidelines

Logo Use Examples

When displaying our logo, proper spacing must be maintained. This also applies when our logo is displayed in conjunction with other companies' logos. Proper spacing is defined by a clear area surrounding the logo, whose limits are defined using the height of the letter "O" as reference.

The proper spacing required by the other company should also be maintained when their logos are displayed with ours.

The COMSOL logo should come first when the piece is created by us in partnership with the other company. COMSOL has to approve the final layout.

When the piece is created by another company, the COMSOL brand guidelines should be provided for their reference.





Incorrect Logo Usage Is Prohibited

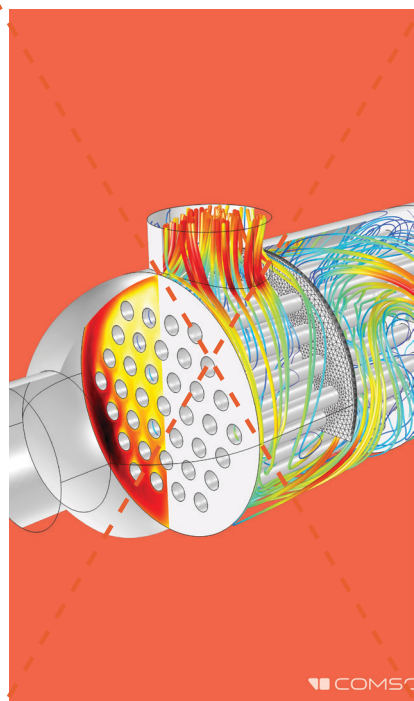
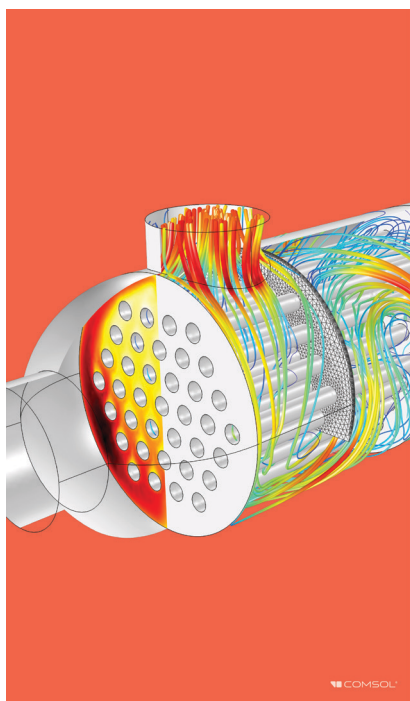
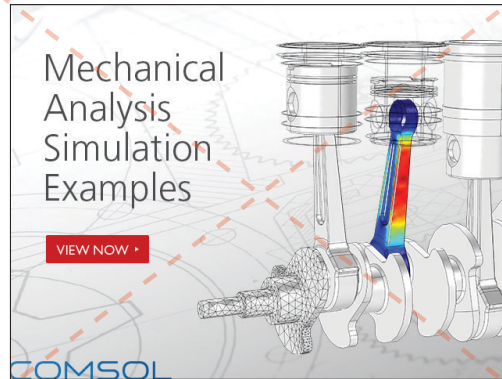
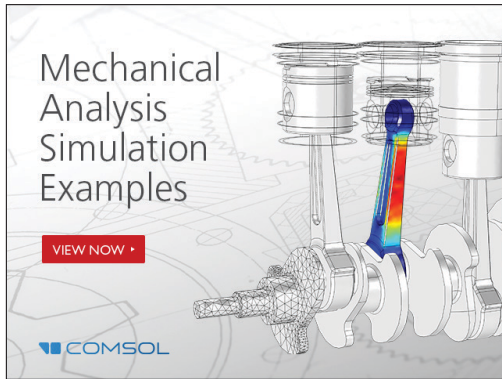
NEVER use colors not included in these brand guidelines.

NEVER manipulate or distort the logo, for example, by stretching or compressing it.

NEVER try to redesign or replace one element of the logo, for example, changing the shape of the symbol or removing it.

NEVER add words or images to the logo.

The same applies to all of our logos.



Incorrect Logo Usage Is Prohibited

NEVER crop the logo.

NEVER use the logo with an opacity lower than 100%.

The logo should preferably be placed in one of the four corners, provided the proper spacing is maintained.

The logo can be placed in other areas, provided proper contrast is maintained to ensure its legibility.

The same applies to all of our logos.

COMSOL
MULTIPHYSICS®

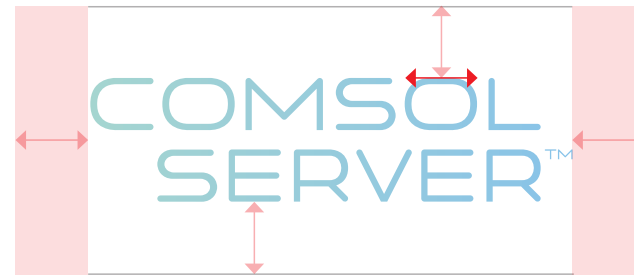
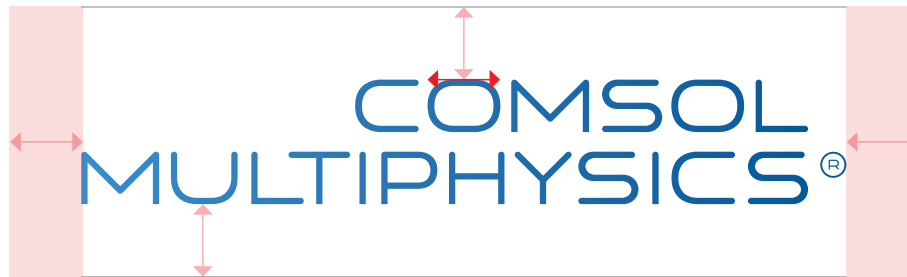
COMSOL
SERVER™

Product Logotypes

The COMSOL Multiphysics and COMSOL Server logotypes represent our integrated multiphysics simulation software environment.

The typography, proportions, spacing, and color of the logos should **NEVER** be modified.

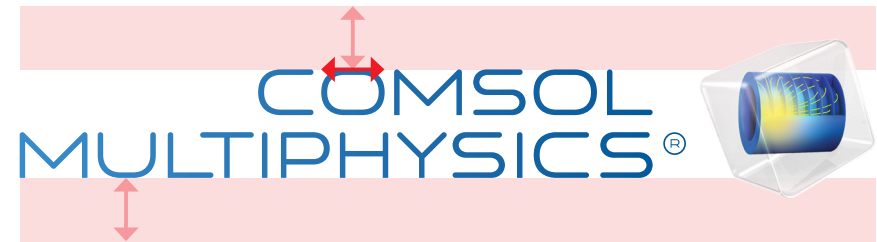
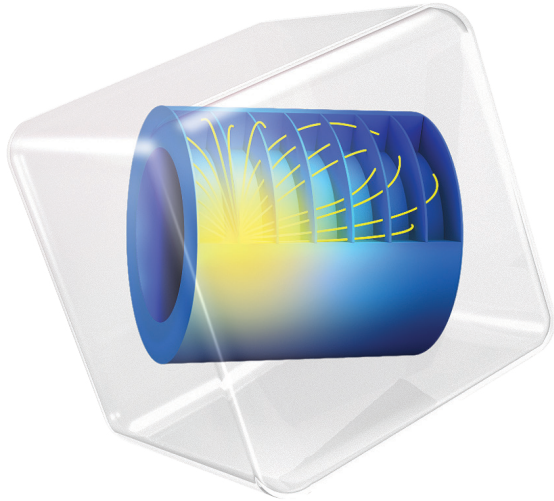
The color of the COMSOL Multiphysics logotype is the blue gradient. The color of the COMSOL Server logotype is the teal blue gradient. The knocked out (white) versions of the logos should only be used on giveaways, as necessary.



Logo Clear Space

A buffer must be included surrounding our logos of equal or greater measurement than the width of the “O” to maintain the visual strength of the identity.

An appropriate size must be used to ensure that the space between letters remains visible.



Full COMSOL Multiphysics Logo

The full COMSOL Multiphysics product logo is made up of two elements: the logotype and the symbol (i.e., the “cube”). The symbol is used to visually represent our software. It shows simulation results from a model of an airplane wing part contained within a transparent glass cube.

The symbol is to be used only in the software user interface, our documentation cover, or next to the COMSOL Multiphysics logotype, which completes the full product logo.

~~COMSOL
MULTIPHYSICS®~~

~~COMSOL
SERVER™~~

~~COMSOL
MULTIPHYSICS®~~

~~COMSOL
MULTIPHYSICS®
ELECTRICAL MODULES~~

~~ COMSOL
Server™~~

~~ COMSOL
Multiphysics®~~

Incorrect Logo Usage Is Prohibited

NEVER use colors not included in these brand guidelines.

NEVER manipulate or distort the logos, for example, by stretching or compressing them.

NEVER remove the ™ or ® symbols.

NEVER add words or images to the logos.

NEVER use the company logo accompanied by text to represent the products.

The same applies to all of our logos.

PROPER LANGUAGE	INCORRECT LANGUAGE
COMSOL	Comsol
COMSOL Multiphysics®	Comsol Multiphysics®
COMSOL Server™	Comsol Server™
COMSOL Conference	Comsol Conference
COMSOL Days	Comsol Multiphysics Days
Acoustics Products	COMSOL Acoustics
Electromagnetics Products	COMSOL Electromagnetics
Heat Transfer Products	COMSOL Heat Transfer
Chemical Products	COMSOL Chemical

Company and Product Language

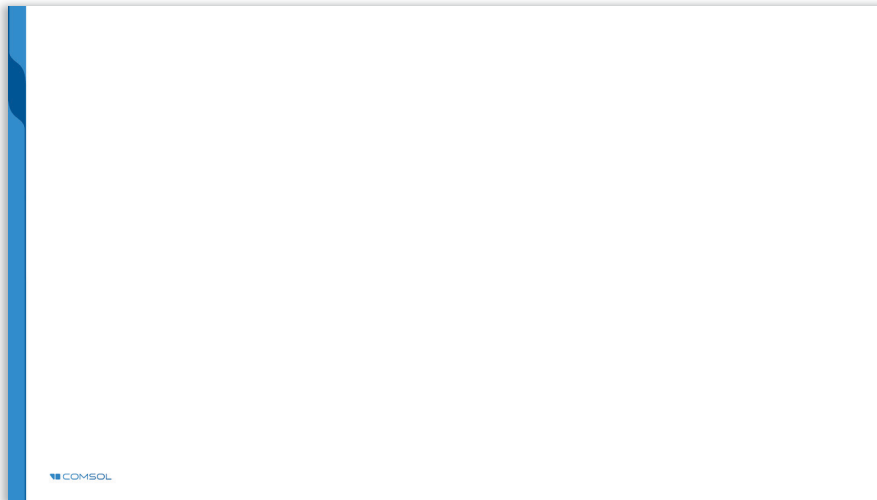
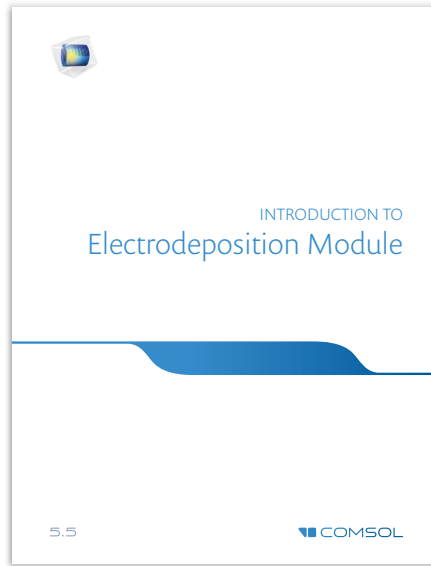
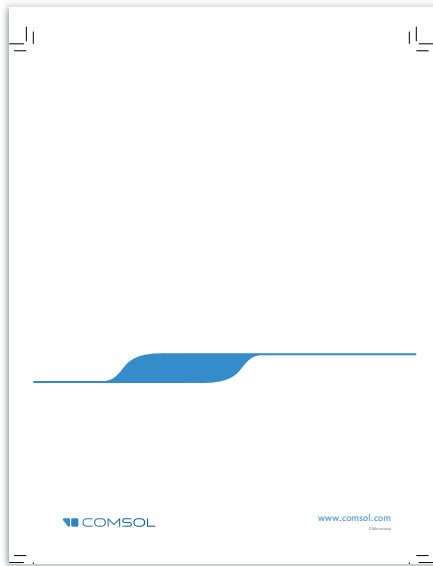
Company and product names: “COMSOL” must always be written in all caps. The only exception to this rule is when your company name is “Comsol” in which case “Comsol” should **ONLY** be used when writing of your office.

“COMSOL” should only be used alone to reference our company or before “Multiphysics” and “Server” to complete our product names. “COMSOL” should never be used before “Electrical,” “Mechanical,” and such, because we do not offer COMSOL Electrical, COMSOL Mechanical, etc. as products.

Slogans: Please contact creative@comsol.com for guidelines about using our current slogans.

Trademarks

Our trademark must be included on all collateral. We must also include trademark information for any products or companies mentioned in COMSOL’s material on the same page it is mentioned. Please contact creative@comsol.com for information on which trademark it is necessary to include.



Secondary Graphics

The “pulse” is a secondary graphic used in marketing collateral. It symbolizes our company’s forward momentum in our industry with its inherent sense of speed. It is used in product splash screen, our slide template, and documentation book covers.

The “pulse” shape must **NEVER** be cropped. When cropped, it loses all meaning; the sense of speed and agility that it stands for is then missing.

At least one line coming from the “pulse” must **ALWAYS** extend past the edge of your document.

The pulse must **ALWAYS** use our company gradient colors as previously defined.

Do not alter the pulse. Please contact creative@comsol.com to select the right color and layout.

Lato
Prenton RP Pro
Frutiger LT Std
Adobe Garamond Pro
ZONA PRO
BRANDON GROTESQUE
PF CENTRO SLAB PRO

Primary Typefaces

Lato is the primary typeface of COMSOL digital collateral. It is available in hairline, hairline italic, light, light italic, regular, italic, bold, bold italic, black, and black italic weights.

Prenton RP Pro is the primary typeface of COMSOL collateral. It is available in light, light italic, regular, italic, medium, and medium italic weights.

Publication Body Copy Typefaces

Frutiger LT Std is the sans-serif typeface used in all publication body text. It is available in light, roman, and condensed weights.

Adobe Garamond Pro is the serif typeface used in publications. It is available in regular, italic, bold, and bold italic weights.

Publication Title Copy Typefaces

Zona Pro, Brandon Grotesque, and PF Centro Slab Pro are the additional typefaces used in all publication titles.

Zona Pro is available in hairline, hairline italic, thin, thin italic, light, light italic, regular, italic, semibold, semibold italic, bold, bold italic, extra bold, extrabold italic, black, and black italic weights. Note: Used often in all caps.

Brandon Grotesque is available in thin, thin italic, light, light italic, regular, regular italic, medium, medium italic, bold, bold italic, black, and black italic weights. Note: Used only in all caps.

PF Centro Slab Pro is available in regular weight.

Frutiger LT CYR 45 is used for Russian language and Sources Han Sans, SimSun, Adobe Heiti Std, or STHeiti is used for Chinese language.

LIGHT BLUE

HEX 84c2ea
CMYK 44, 10, 0, 0
RGB 132, 194, 234

BLUE

HEX 368ccb
CMYK 75, 35, 0, 0
RGB 54, 140, 203

MEDIUM BLUE

HEX 005596
CMYK 98, 72, 12, 1
RGB 0, 85, 150

CANVAS BLUE

HEX e7edf5
CMYK 8, 3, 1, 0
RGB 231, 237, 245

BACKGROUND BLUE

HEX c0d6e8
CMYK 23, 8, 3, 0
RGB 192, 213, 232

DARK BLUE

HEX 25325b
CMYK 95, 86, 36, 29
RGB 37, 50, 91

Primary Color Family

The company brand is represented by one color family; blue is the primary color of the company. Darker shades and lighter tints may be used as background and accent colors when needed in COMSOL material.

In addition, each product line is individually branded with a gradient of the brand colors: the regular-to-medium blue color gradient is the gradient color of our product line COMSOL Multiphysics, while light teal to light blue is the color gradient of our product line COMSOL Server.

Please contact creative@comsol.com for approval and guidelines about using primary colors.

LIGHT TEAL		TEAL	
HEX	a5d5cf	HEX	388090
CMYK	35, 2, 20, 0	CMYK	78, 35, 35, 8
RGB	165, 213, 207	RGB	56, 128, 144

LIGHT ORANGE		ORANGE	
HEX	f19986	HEX	e65e30
CMYK	2, 48, 42, 0	CMYK	5, 78, 92, 0
RGB	241, 153, 134	RGB	230, 94, 48

LIGHT YELLOW		YELLOW	
HEX	ffd999	HEX	eea342
CMYK	0, 15, 45, 0	CMYK	5, 40, 85, 0
RGB	255, 217, 153	RGB	238, 163, 66

Secondary and Tertiary Color Families

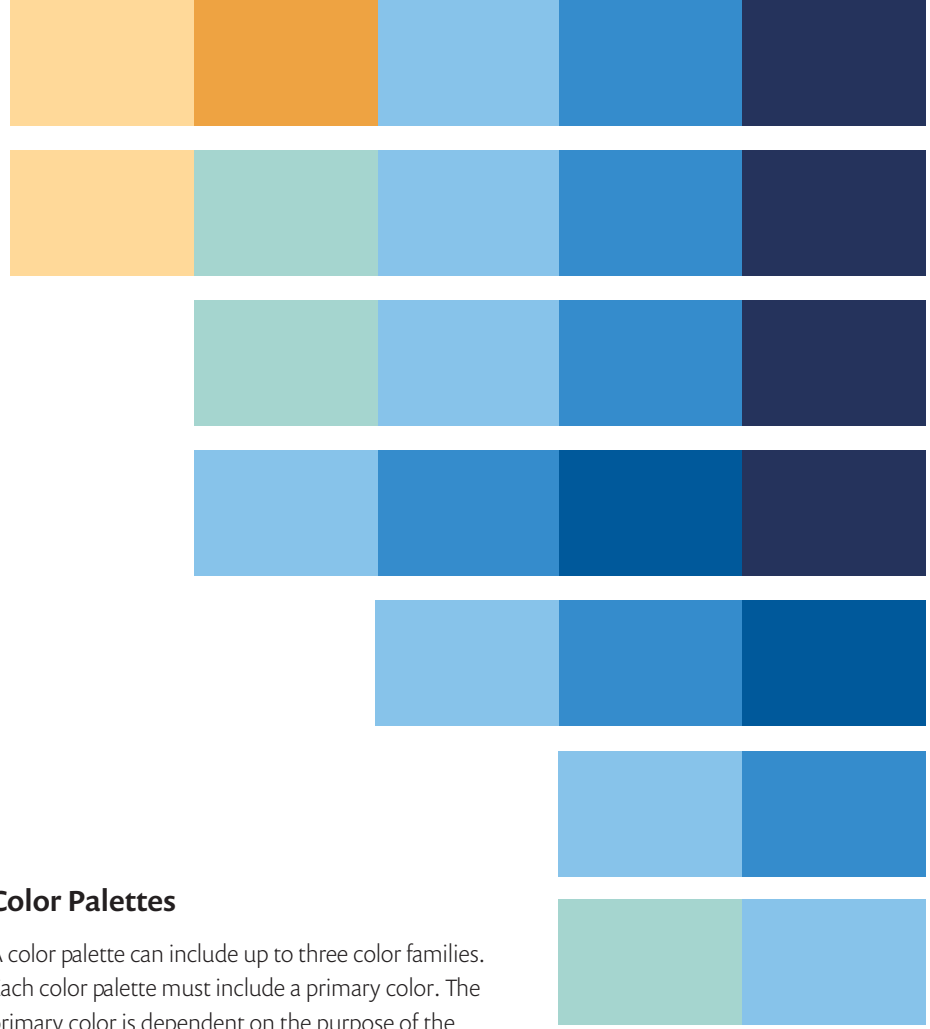
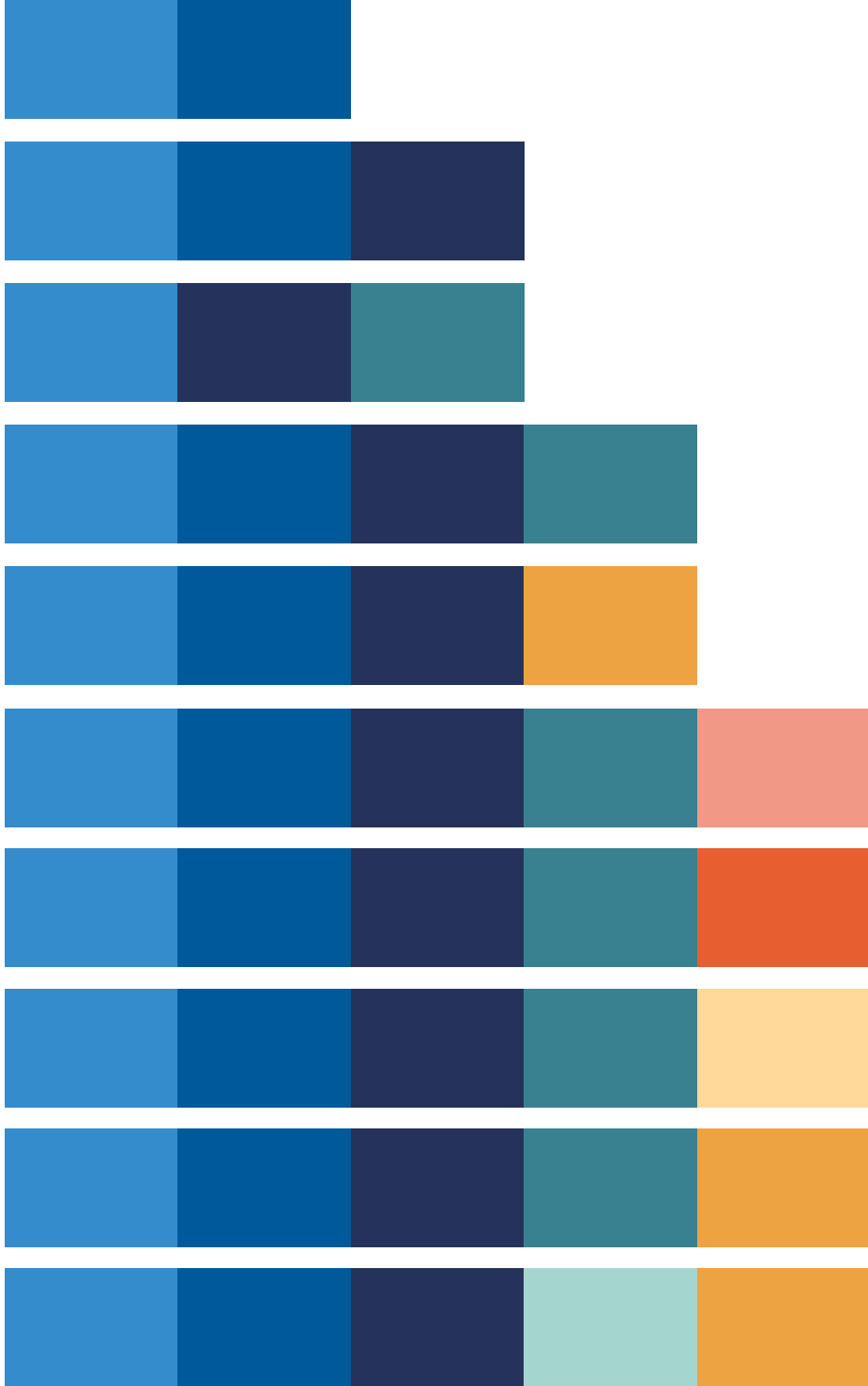
The brand includes additional color families for use online and in our marketing collateral. These are known as our secondary and tertiary colors.

The secondary color is teal. The tertiary colors are orange and yellow.

The secondary and tertiary color families should always be used in addition to our blue color family, never alone.

No more than three color families should be used simultaneously. Typically, the primary and secondary color families will be used in addition to only one of the tertiary colors.

Please contact creative@comsol.com for approval and guidelines about using secondary and tertiary colors.

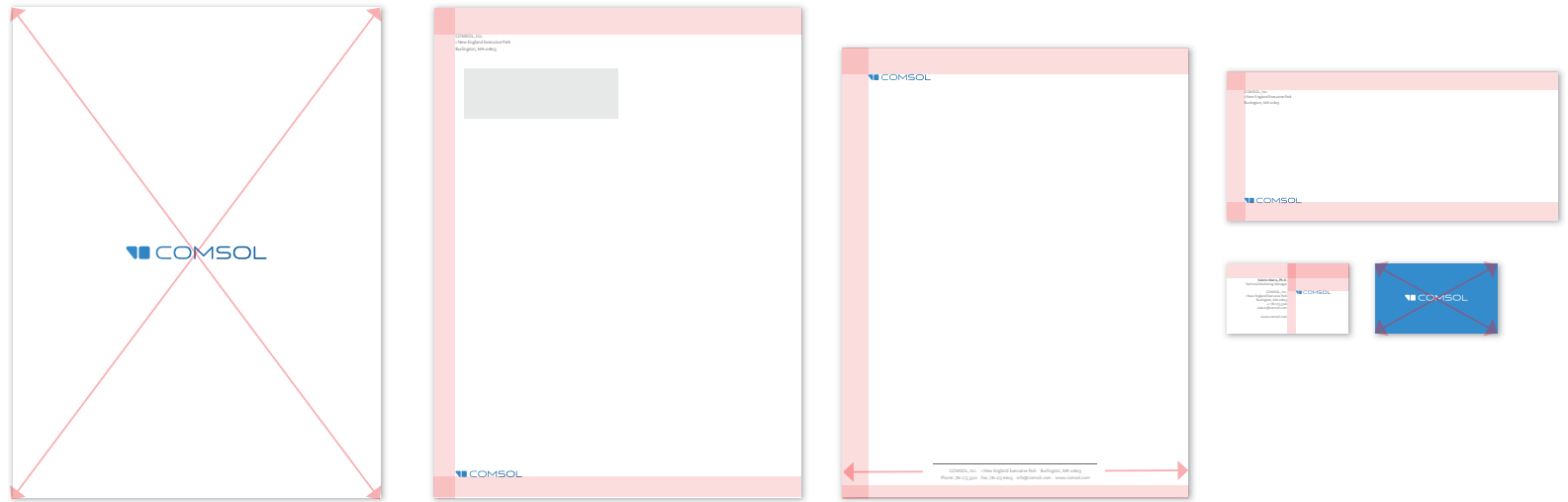


Color Palettes

A color palette can include up to three color families. Each color palette must include a primary color. The primary color is dependent on the purpose of the collateral being produced. Please refer to the guidelines on selecting the primary color.

Color palettes may include 2-6 distinct color values. As many as two of the three remaining color families may be sampled to create the color palette. For three-color palettes, only one of the tertiary colors should be chosen, as shown in the examples.

Please contact creative@comsol.com for approval and guidelines about using our colors.



Stationery

The stationery consists of a folder; two envelopes, one 9.5x4.5 inches and one 10x13 inches; business cards; and letterhead. Each has information specifically spaced out to ensure consistency.

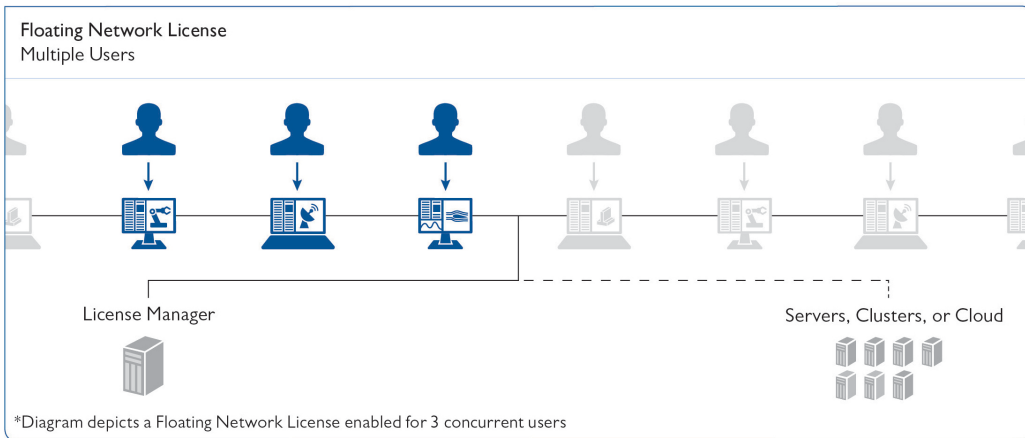
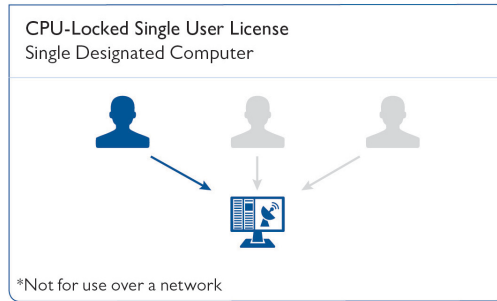
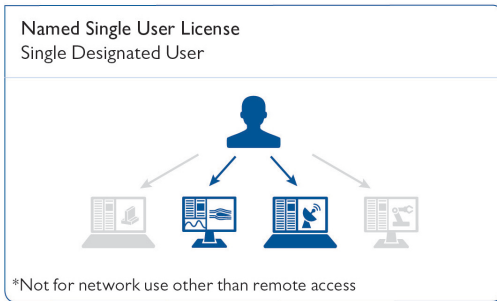
The typeface on the letterhead and envelopes should be Prenton RP Pro Light at size 8, leading 12, and kerning 0.

The typeface on the business card should be Prenton RP Pro in Light at size 8, leading 9.6, and kerning 0. The name should be in Regular weight.

*To be cost-effective, you may print all pieces with a one-color logo instead. You may use one of the following Pantone colors: 300 Uncoated or 7691 Coated.

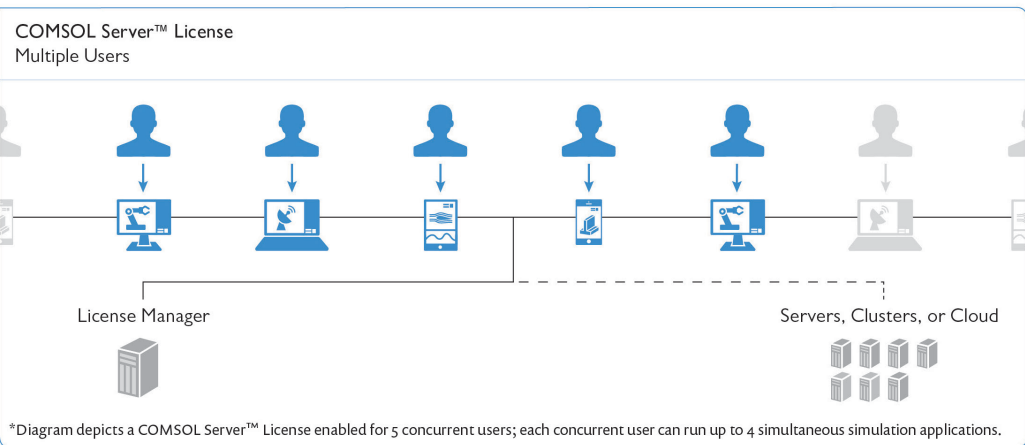
This is an example. Please contact creative@comsol.com for different sizes and needs.

FOLDER	9x12 in.	SMALL ENVELOPE	9.5x4.25 in.
Centered Logo		Top Margin	0.5 in.
		Left Margin	0.5 in.
		Bottom Margin	0.5 in.
LARGE ENVELOPE	9x12 in.	BUSINESS CARD	3.5x2 in.
Top Margin	0.6389 in.	Top Margin Text	0.3622 in.
Left Margin	0.5167 in.	Top Margin Logo	0.7717 in.
Bottom Margin	0.5 in.	Gutter	0.2495 in.
		Right Alignment	1.7982 in.
LETTERHEAD	8.5x11 in.	Back Logo Centered	
Top Margin	0.6389 in.		
Left Margin	0.6389 in.		
Bottom Margin	0.44 in.		



COMSOL Multiphysics® is compatible with the Windows®, OS X, and Linux® operating systems.

WORLDWIDE LICENSE



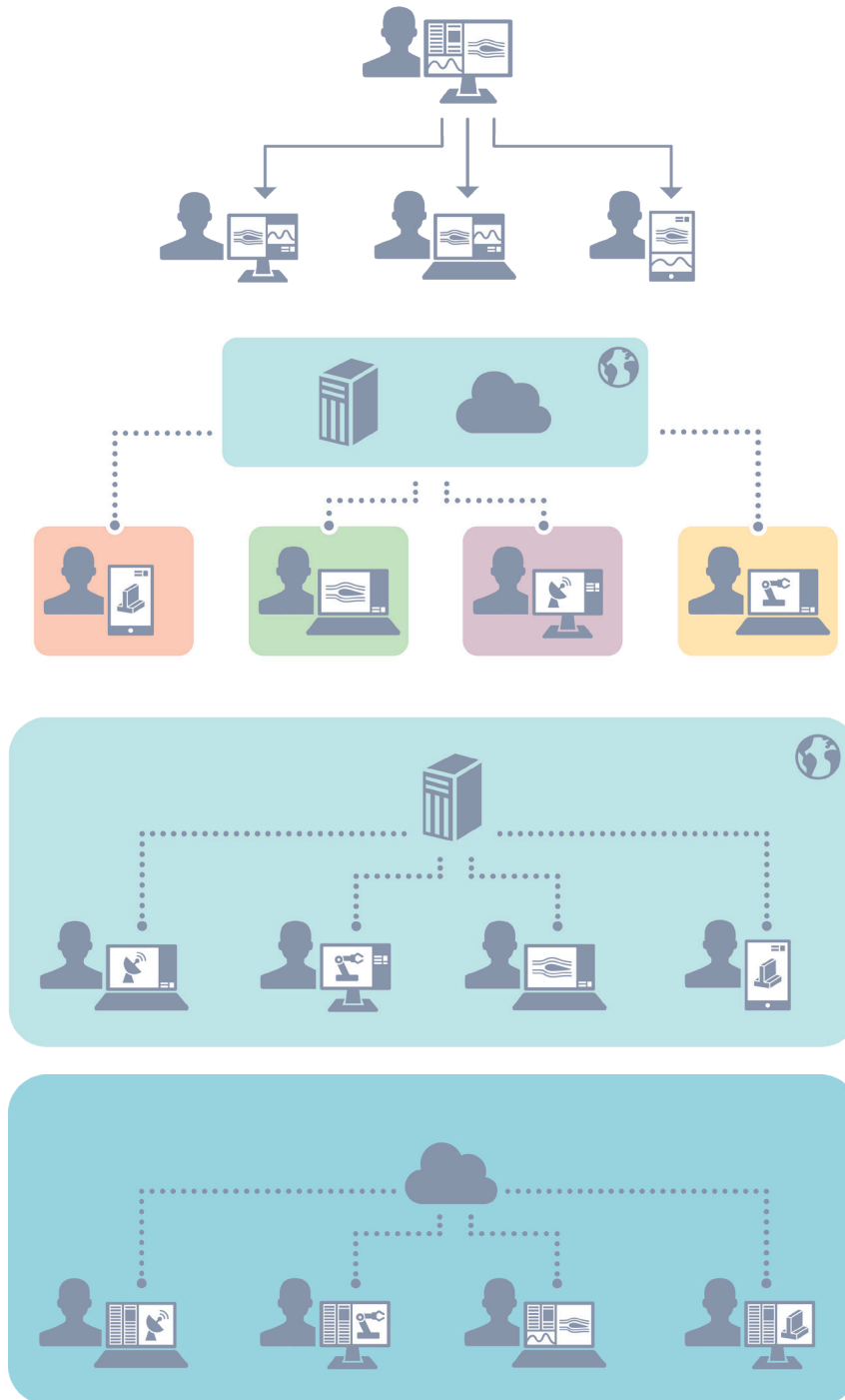
COMSOL Server™ is compatible with the Windows®, OS X, and Linux® operating systems. An application can be run in many major web browsers on platforms such as Windows®, OS X, iOS, Linux®, and Android™.

Example Infographics: Licensing

These infographics should not be altered. Under no circumstances may anyone outside the COMSOL organization use COMSOL logos or trademarks on infographics.

Licensing infographics should be accompanied by supporting text that explains our licenses, as was done in both the product booklet and *Manager's Guide*, for example.

Please contact creative@comsol.com for more information.

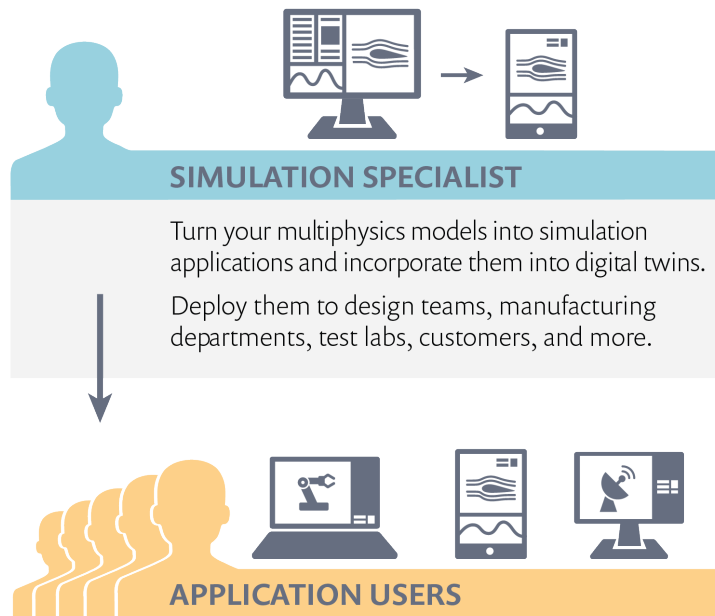


Example Infographics: Application Builder

These infographics should not be altered. Under no circumstances may anyone outside the COMSOL organization use COMSOL logos or trademarks on infographics.

Application Builder infographics are used in the product booklet, image gallery, Application Builder video, blog posts, and presentations.

Please contact creative@comsol.com for more information.



**Example Infographic:
COMSOL Server™**

This infographic should not be altered. Under no circumstances may anyone outside the COMSOL organization use COMSOL logos or trademarks on infographics.

The COMSOL Server infographic is used in marketing collateral such as the product booklet and image gallery.

Please contact creative@comsol.com for more information.



Partners

Partners of COMSOL may use the COMSOL company logo only where allowed by contract.

COMSOL company logo use is limited to particular logos and particular color formats supplied by COMSOL's Marketing department.

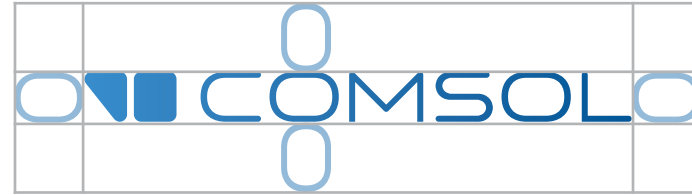
Attempts to reproduce logos from our website, product, marketing materials, or other sources are prohibited.

Modifications are prohibited, except as explicitly allowed in the following guidelines.

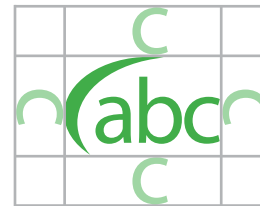
COMSOL company logo must be distinct from background. Use on similar background colors is prohibited. For example, our blue-gradient company logo should not appear on a blue background. Please contact creative@comsol.com if alternative color for our logo is needed to comply with this rule and/or your background color changes.

Use of our COMSOL company logo is approved for partner web pages, presentations, and printed or electronic marketing material and product documentation — in each case, limited to those areas relevant to the connection between COMSOL and the business partner. Other uses must be approved by COMSOL's Marketing department in writing.

If anyone uses a COMSOL logo not in compliance with these guidelines or not in accordance with the highest standards of quality, as determined in COMSOL's sole discretion, COMSOL shall have the right to require them to change the usage to conform to these guidelines and such standards and to revoke permission for any such deviations that are not promptly remedied.



COMSOL Logo Clear Space Guidelines



Partner Companies Logo
Clear Space Guidelines

Side-by-Side Placement

When displaying the COMSOL company logo in conjunction with a partner logo, the partner logo should be at least as prominent as our logo and there must be a clear visual distinction between the two logos, such that, at a minimum, our spacing rules and the partner logo's spacing rules are both met by adding the minimum spacing rules for the two logos together. Just as partners must comply with these guidelines when using COMSOL's logo, COMSOL must comply with any guidelines and rules of the partner in using a partner logo.





Certified Consultants

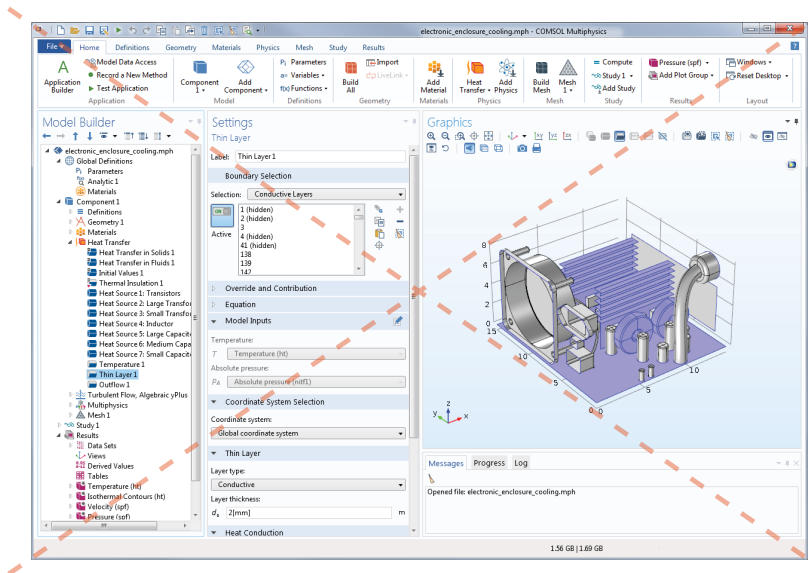
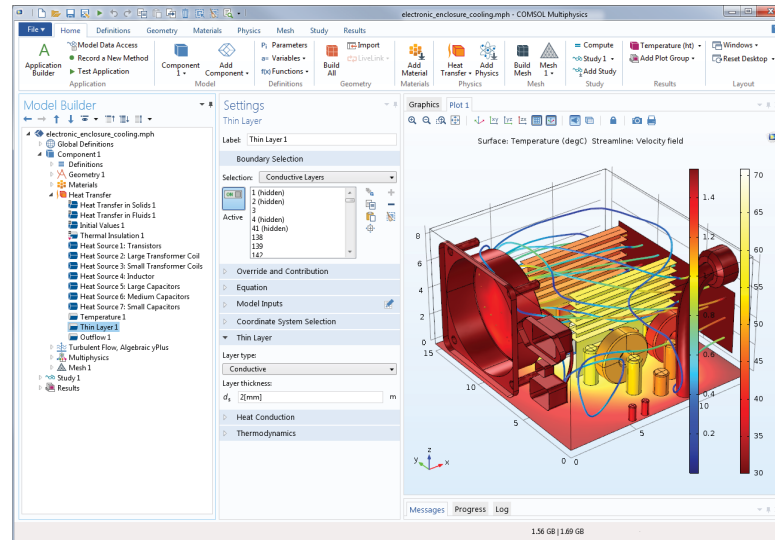
The COMSOL Certified Consultant logo can be used only with the expressed approval of COMSOL.

NEVER modify the color of the logo.

NEVER manipulate or distort the logos, for example, by stretching or compressing it.

NEVER add words or images to the logos.

NEVER use the company logo accompanied by text to represent other products or services.



Screenshot Guidelines

It is recommended to resize the COMSOL Desktop® interface to 1300x900 pixels or alternatively to a 4:3 aspect ratio at least 1200 pixels wide.

The same applies to all screenshots.

Further Guidelines

Reset window arrangement by clicking Reset Desktop in the Layout tab.

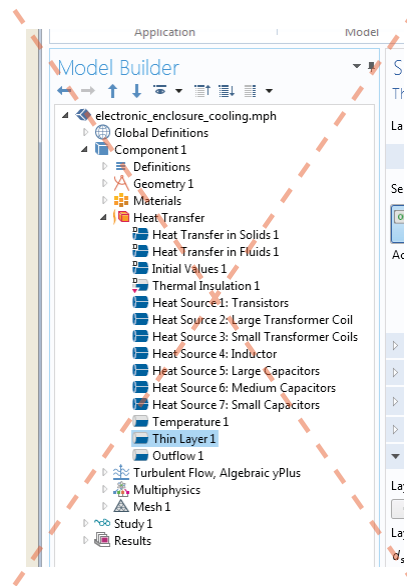
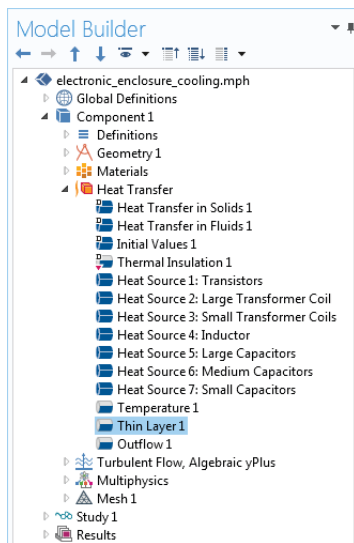
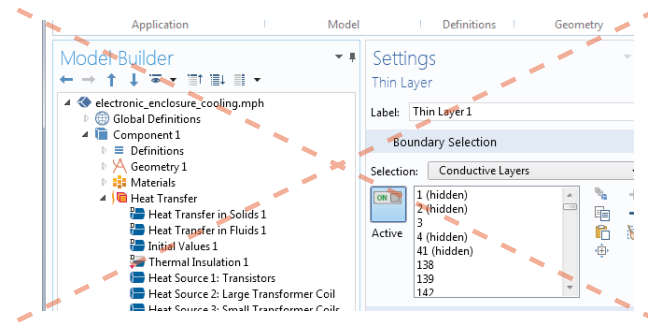
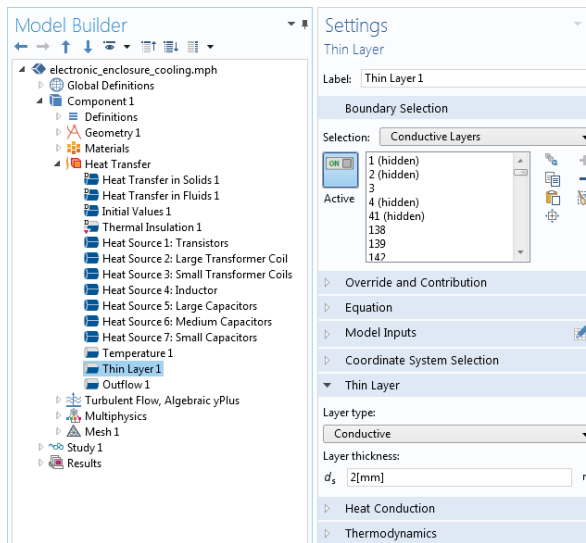
Minimize the Information Windows if they do not contain any relevant information.

Plot results in a new window.

Click a node to show what is available in the Settings window.

Click the Model Builder window to highlight it.

Take screenshot.



Screenshot Guidelines

Crop the COMSOL Desktop carefully as shown in the screenshots.

The same applies to all screenshots.

If you have any questions about use cases not covered herein, and/or these guidelines, and/or if you would like to request access to approved templates, please contact us at creative@comsol.com. We will help you in maintaining consistency with the COMSOL brand. In addition to these guidelines, COMSOL's Trademark Guidelines must be followed with respect to trademark legends and disclaimers (see www.comsol.com/trademarks). In addition, any applicable partner guidelines or rules on trademark legends and disclaimers must be followed.

Any use of the COMSOL logos or design marks by other parties requires prior written approval from COMSOL.

Contact creative@comsol.com to stay up-to-date on guidelines regarding our current campaigns, including but not limited to:

- Advertisements
- Diagrams & infographics
- Photos
- Posters
- Roll-ups
- Web banners