



Brand Guide  
April 2018

## About COMSOL

COMSOL is a global provider of simulation software for product design and research to technical enterprises, research labs, and universities. Its COMSOL Multiphysics® product is an integrated software environment for creating physics-based models and simulation apps. A particular strength is its ability to account for coupled or multiphysics phenomena. Add-on products expand the simulation platform for electrical, mechanical, fluid flow, and chemical applications. 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 the COMSOL Server™ license to deploy apps to their design teams, manufacturing departments, test laboratories, and customers throughout the world. Founded in 1986, COMSOL employs more than 450 people in 19 offices worldwide and extends its reach with a network of distributors.

~

COMSOL, COMSOL Multiphysics, Capture the Concept, and COMSOL Desktop are registered trademarks of COMSOL AB. 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 with and approved by [creative@comsol.com](mailto:creative@comsol.com)

We welcome your ideas, questions, and comments, email us at [creative@comsol.com](mailto:creative@comsol.com).

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

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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

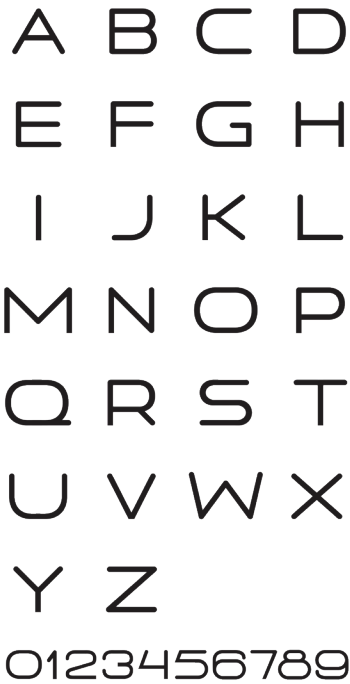
|       |      |               |
|-------|------|---------------|
| Left  | HEX  | 368ccb        |
|       | CMYK | 75, 35, 0, 0  |
|       | RGB  | 54, 140, 203  |
| Right | HEX  | 005596        |
|       | CMYK | 98, 72, 12, 1 |
|       | RGB  | 0, 85, 150    |

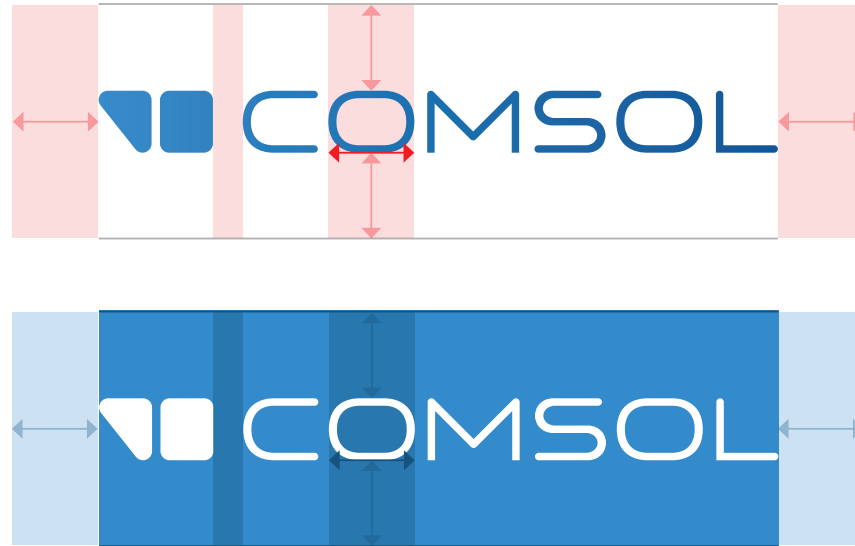
The logo is set in all caps as the original concept for the company name came from the words “computer solutions” and abbreviations are traditionally written in all caps. The capital letters lend the logo the sense of structure, stability, and dependability of our products.

The symbol represents the basic building blocks you begin with when creating an application 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.



Alternative Company  
Logo Colors

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

The red or knocked out (white) logos may be used when they are best for readability or complementing design.

The green, light blue, and yellow alternative logo colors are 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.

Red Gradient

|       |      |                |
|-------|------|----------------|
| Left  | HEX  | bf245e         |
|       | CMYK | 21, 98, 45, 3  |
|       | RGB  | 191, 36, 94    |
| Right | HEX  | 79163b         |
|       | CMYK | 36, 98, 58, 35 |
|       | RGB  | 121, 22, 59    |

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  |

Green Gradient

|       |      |                 |
|-------|------|-----------------|
| Left  | HEX  | 70af1a          |
|       | CMYK | 62, 9, 100, 0   |
|       | RGB  | 112, 175, 26    |
| Right | HEX  | 097609          |
|       | CMYK | 87, 28, 100, 18 |
|       | RGB  | 9, 118, 9       |

Yellow Gradient

|       |      |               |
|-------|------|---------------|
| Left  | HEX  | fdb913        |
|       | CMYK | 1, 30, 100, 0 |
|       | RGB  | 253, 185, 19  |
| Right | HEX  | f26522        |
|       | CMYK | 1, 74, 98, 0  |
|       | RGB  | 242, 101, 34  |



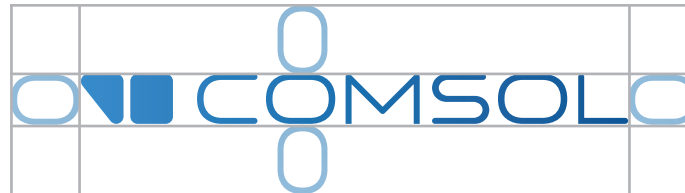
## Logo Use Examples

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.

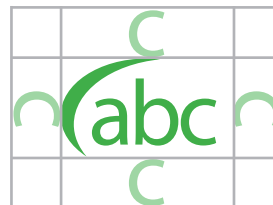
The proper spacing required by the other company should also be maintained when their logos are displayed with ours.

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.



COMSOL Logo Clear Space Guidelines



Partner Companies Logo Clear Space Guidelines



### Incorrect Logo Usage

**NEVER** uses colors not included in these brand guidelines.

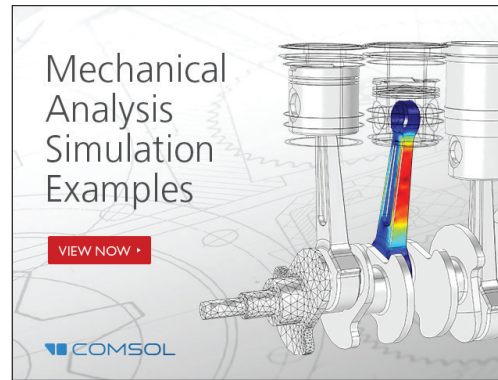
**NEVER** manipulate or distort the logo, for example, by stretching or compressing it.

**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

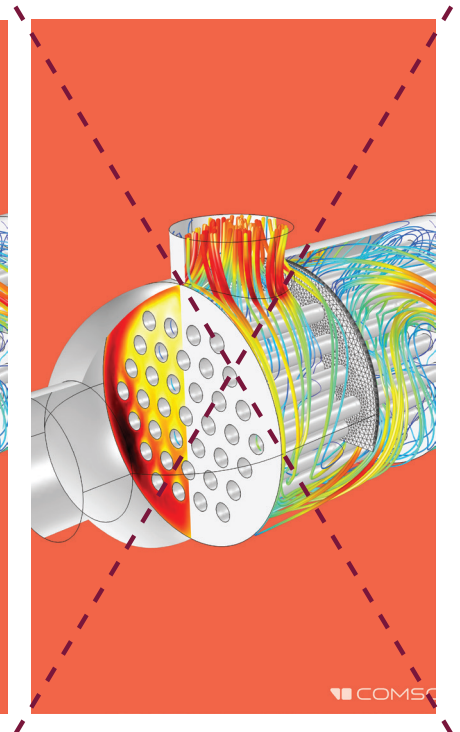
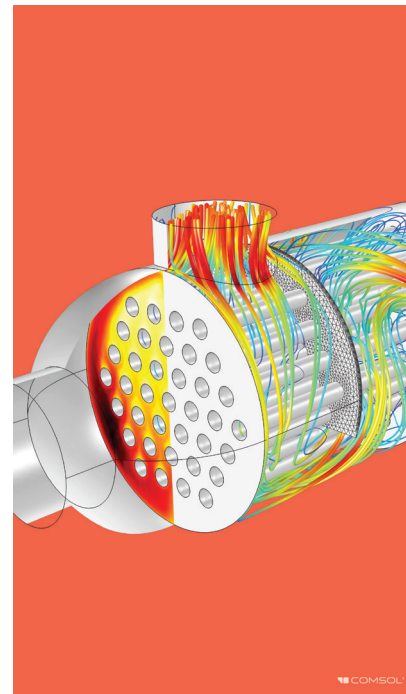
**NEVER** crop the logo.

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

The logo should be preferably 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.



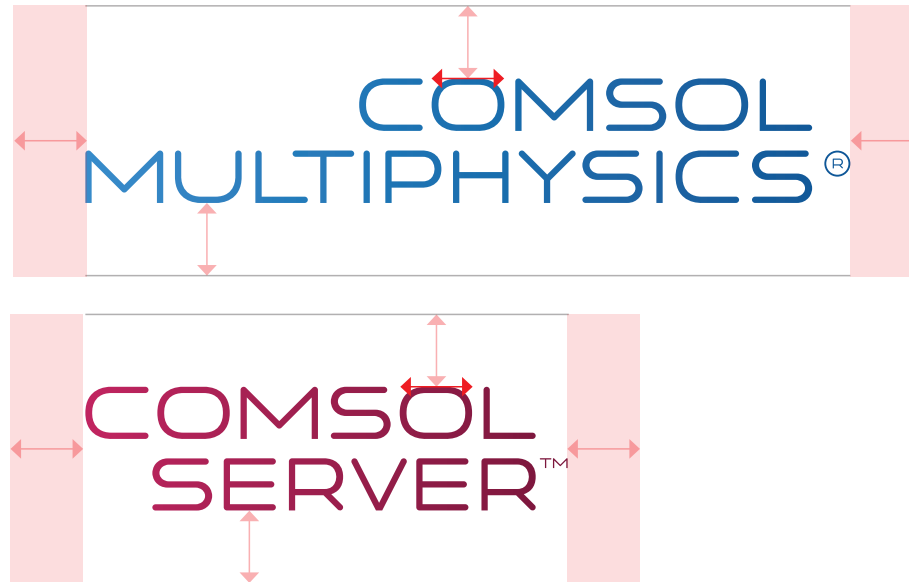
The logo for COMSOL Multiphysics, featuring the word "COMSOL" in a blue sans-serif font above the word "MULTIPHYSICS" in a blue sans-serif font. A registered trademark symbol (®) is located to the upper right of the word "MULTIPHYSICS".The logo for COMSOL Server, featuring the word "COMSOL" in a red sans-serif font above the word "SERVER" in a red sans-serif font. A trademark symbol (™) is located to the upper right of the word "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.

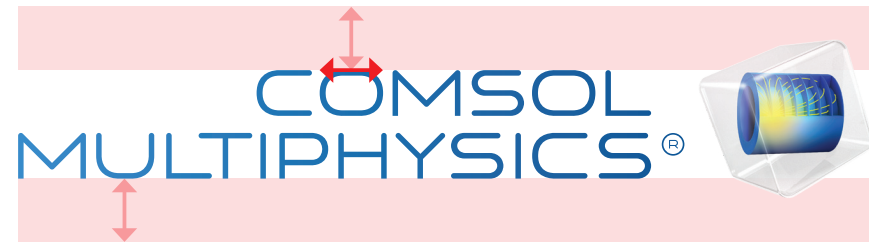
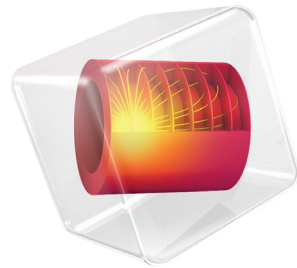
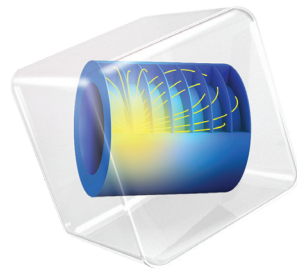
The color of the COMSOL Multiphysics logotype is the blue gradient. The color of the COMSOL Server logotype is the red gradient. The knocked out (white) versions of the logos should only be used on giveaways as necessary.



### 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 Product Logos

The full product logos are made up of two elements: the logotype and the symbol (a.k.a. the “cube”). The blue and red symbols are used to visually represent our software. They show 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, or next to the COMSOL Multiphysics or COMSOL Server logotype, which completes the full product logo.



### Incorrect Logo Usage

**NEVER** uses colors not included in these brand guidelines.

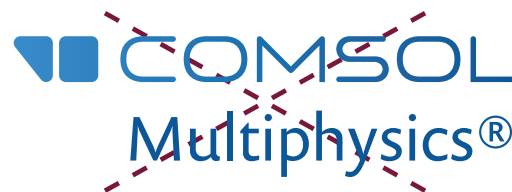
**NEVER** manipulate or distort the logos, for example, by stretching or compressing them.

**NEVER** remove the <sup>TM</sup> or ® symbols.

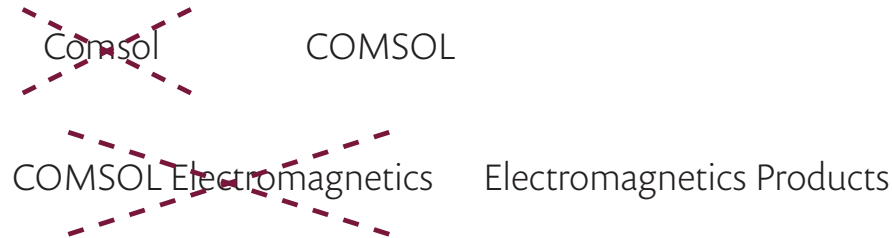
**NEVER** add words or images to the logos.

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

The same applies to all of our logos.



## PRODUCT NAMES



### 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” or “Mechanical” and such, because we do not offer COMSOL Electrical, COMSOL Mechanical, etc. as a product.

**Slogans:** Please contact [creative@comsol.com](mailto: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](mailto:creative@comsol.com) for information on which trademark it is necessary to include.



## Secondary Graphics

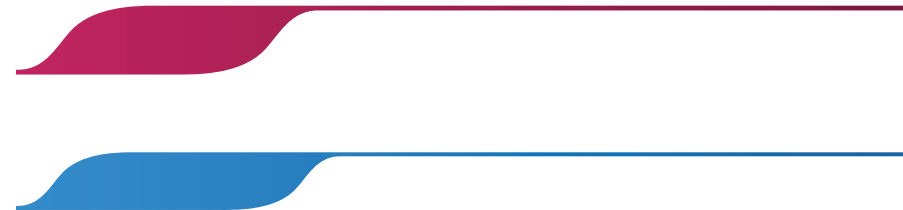
The “pulse” is a secondary graphic used in our marketing collateral. It symbolizes our company’s forward momentum in our industry with its inherent sense of speed. It is used in our slide template, ads, and documentation book covers.

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

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

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

Do not alter the pulse, please contact [creative@comsol.com](mailto:creative@comsol.com) to select the right color and layout.



Prenton RP Pro  
**ZONA PRO**  
 TUNGSTEN  
 Adobe Garamond Pro

Lato  
 Frutiger LT Std  
**BRANDON GROTESQUE**  
 HELVETICA NEUE  
 PF CENTRO SLAB PRO

## Typefaces

### Sans-Serif Typefaces

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

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

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

Zona Pro, Brandon Grotesque, Tungsten, and Helvetica Neue are used in publications and other collateral.

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.

Tungsten is available in thin, extra light, light, book, medium, semibold, bold, and black weights. Note: Used only 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.

Helvetica Neue is available in ultralight, ultralight italic, thin, thin italic, light, light italic, regular, italic, medium, bold, bold italic, condensed bold, and condensed black weights.

### Serif Typeface

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

### Slab Serif Typeface

PF Centro Slab Pro is used in publications and other collateral. It is available in regular weight.

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













Primary and Secondary Colors

The company brand is represented by two color families; blue is the primary color of the company and red is the secondary color of the company. Shades and tints may be used as accent colors when needed in COMSOL material.

In addition, each product line is individually branded with one of the company colors; the blue color family is the primary color of our product line COMSOL Multiphysics, while the red color family is the primary color of our product line COMSOL Server.

Please contact [creative@comsol.com](mailto:creative@comsol.com) for approval and guidelines about using primary and secondary colors.

|   |                    |   |   |                    |   |
|---|--------------------|---|---|--------------------|---|
|    | HEX<br>CMYK<br>RGB | 84c2ea<br>44, 10, 0, 0<br>132, 194, 234 |    | HEX<br>CMYK<br>RGB | da3974<br>10, 92, 30, 0<br>218, 57, 116 |
|  | HEX<br>CMYK<br>RGB | 368ccb<br>75, 35, 0, 0<br>54, 140, 203  |  | HEX<br>CMYK<br>RGB | bf245e<br>21, 98, 45, 3<br>191, 36, 94  |
|  | HEX<br>CMYK<br>RGB | 005596<br>98, 72, 12, 1<br>0, 85, 150   |  | HEX<br>CMYK<br>RGB | 79163b<br>36, 98, 58, 35<br>121, 22, 59 |
|  | HEX<br>CMYK<br>RGB | 101f56<br>100, 90, 45, 45<br>16, 31, 91 |  | HEX<br>CMYK<br>RGB | 441024<br>50, 90, 60, 65<br>68, 16, 36  |











Tertiary Colors

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

The tertiary color families should always be used in addition to a primary color family.

No more than three color families should be used simultaneously. The red and green color families should **NEVER** be used together.

Please contact [creative@comsol.com](mailto:creative@comsol.com) for approval and guidelines about using tertiary colors.

|   |   |   |  |
|---|---|---|--|
|    | HEX<br>a4ca56<br>CMYK<br>40, 2, 85, 0<br>RGB<br>164, 202, 86  |    | HEX<br>ffd15c<br>CMYK<br>0, 18, 75, 0<br>RGB<br>255, 209, 92   |
|  | HEX<br>70af1a<br>CMYK<br>62, 9, 100, 0<br>RGB<br>112, 175, 26 |  | HEX<br>fdb913<br>CMYK<br>1, 30, 100, 0<br>RGB<br>253, 185, 19  |
|  | HEX<br>097609<br>CMYK<br>87, 28, 100, 18<br>RGB<br>9, 118, 9  |  | HEX<br>f26522<br>CMYK<br>1, 74, 98, 0<br>RGB<br>242, 101, 34   |
|  | HEX<br>19341a<br>CMYK<br>80, 50, 90, 65<br>RGB<br>25, 52, 26  |  | HEX<br>66200f<br>CMYK<br>35, 90, 100, 50<br>RGB<br>102, 32, 15 |

## 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.

As many as two of the three remaining color families may be sampled to create the color palette.

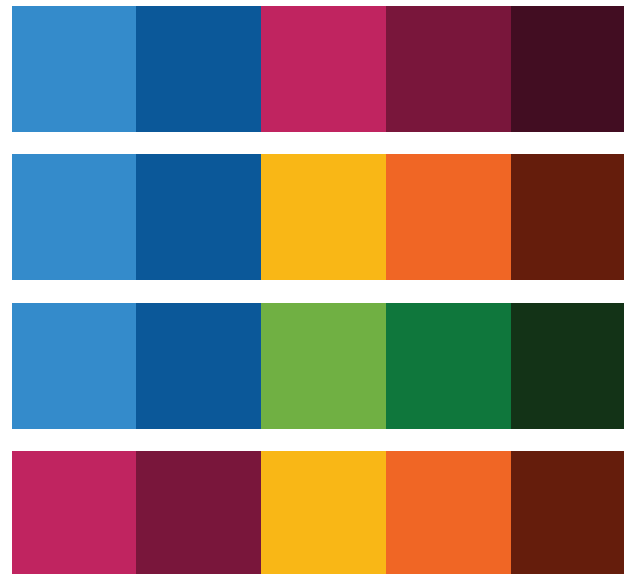
Color palettes may include 2-6 distinct color values. The palette should include 1-4 hues and 1 shade from the chosen color families. Tints may also be included.

Please contact [creative@comsol.com](mailto:creative@comsol.com) for approval and guidelines about using tertiary colors.

## Three-Color Palettes Examples



## Two-Color Palettes







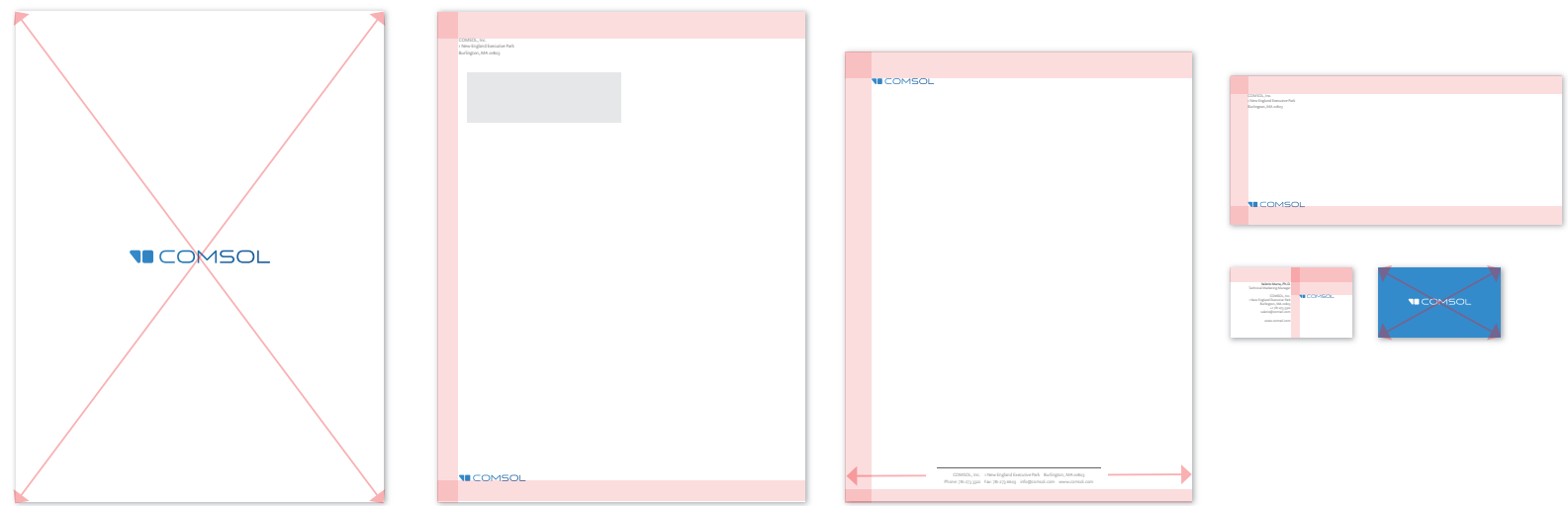


Neutral Colors

The neutral colors are to be used as backdrop colors. They will often be used for backgrounds, container shapes, and lines in marketing collateral such as web, ads, signage, etc.

Please contact [creative@comsol.com](mailto:creative@comsol.com) for approval and guidelines about using neutral colors.

|   |                    |  |
|---|--------------------|--|
|    | HEX<br>CMYK<br>RGB | bdc9d8<br>25, 15, 8, 0<br>189, 201, 216  |
|  | HEX<br>CMYK<br>RGB | a7b0c1<br>35, 25, 15, 0<br>167, 176, 193 |
|  | HEX<br>CMYK<br>RGB | 53546b<br>72, 65, 40, 20<br>83, 84, 107  |
|  | HEX<br>CMYK<br>RGB | 2a314c<br>88, 80, 45, 40<br>42, 49, 76   |



Stationery

The stationery consists of a folder, 2 envelopes; one 9.5x4.5” and one 10x13”, 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 however 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](mailto:creative@comsol.com) for different sizes and needs.

|                       |                |                           |                  |
|-----------------------|----------------|---------------------------|------------------|
| <b>FOLDER</b>         | 9 in x 12 in   | <b>SMALL ENVELOPE</b>     | 9.5 in x 4.25 in |
| Centered Logo         |                | Top Margin .5 in          |                  |
|                       |                | Left Margin .5 in         |                  |
| <b>LARGE ENVELOPE</b> | 9 in x 12 in   | Bottom Margin .5 in       |                  |
| Top Margin .6389 in   |                |                           |                  |
| Left Margin .5167 in  |                |                           |                  |
| Bottom Margin .5 in   |                |                           |                  |
| <b>LETTERHEAD</b>     | 8.5 in x 11 in | <b>BUSINESS CARD</b>      | 3.5 in x 2 in    |
| Top Margin .6389 in   |                | Top Margin Text .3622 in  |                  |
| Left Margin .6389 in  |                | Top Margin Logo .7717 in  |                  |
| Bottom Margin .44 in  |                | Gutter .2495 in           |                  |
|                       |                | Right Alignment 1.7982 in |                  |
|                       |                | Back Logo Centered        |                  |



## Giveaways

Please contact [creative@comsol.com](mailto:creative@comsol.com) for guidelines on placement of imprint and production as dimensions and sizes strongly affect how these designs work. Under no circumstances may anyone outside the COMSOL organization use COMSOL logos or trademarks on giveaways.

Examples of Giveaways produced include:

- T-Shirts
- Polos
- Hats
- Water Bottles
- Calendars
- Sticky Notes
- Pens

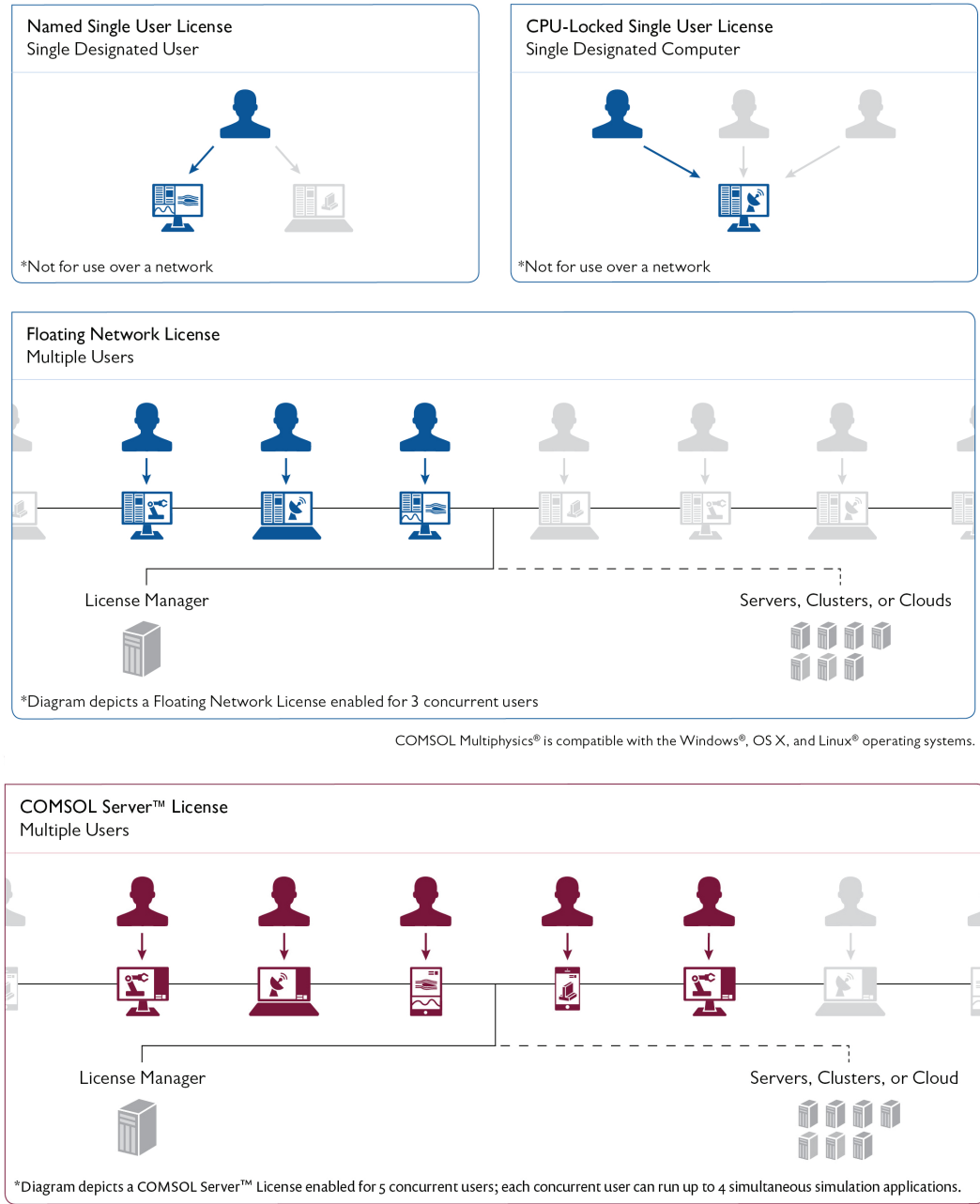


### Example Infographics: Licensing

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

They should be accompanied by supporting text that explains our licenses; which has been done in both the Product Booklet and Manager's Guide for example.

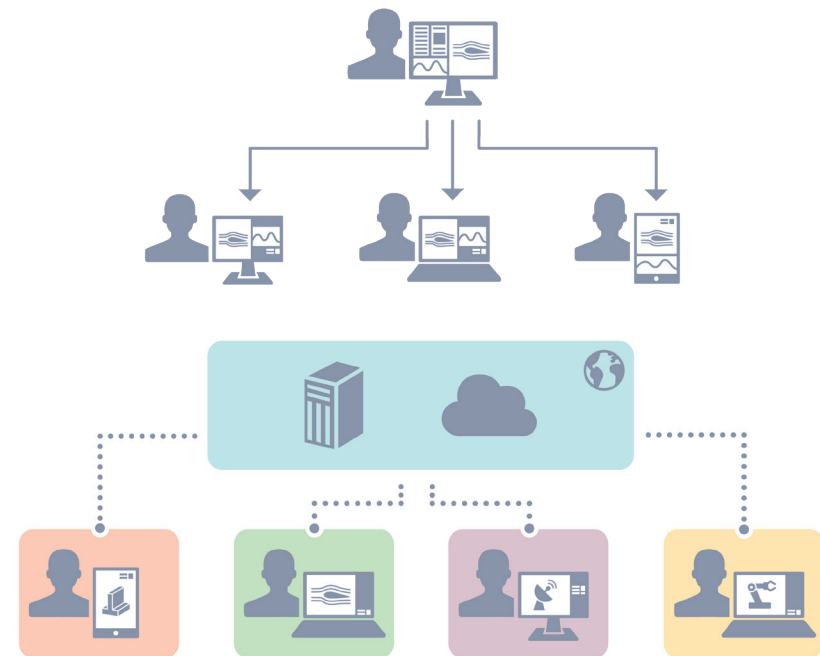
Please contact [creative@comsol.com](mailto:creative@comsol.com) for more information.



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

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™.

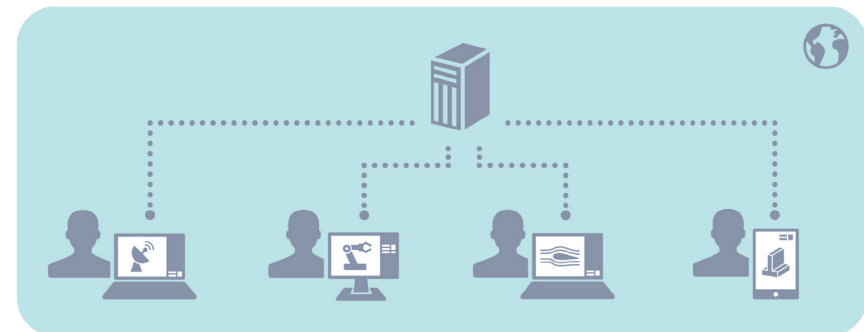


### Example Infographics: Application Builder

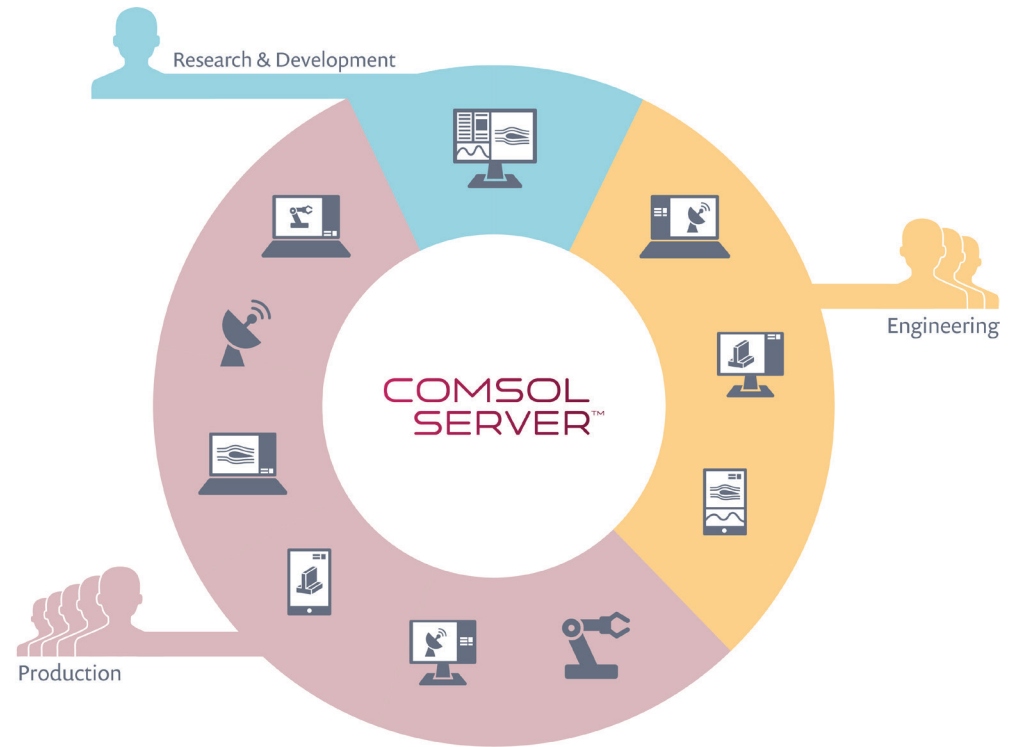
These infographics should not be altered. Under no circumstances may anyone outside the COMSOL organization use COMSOL logos or trademarks on infographics.

They are used in the product booklet, image gallery, application builder video, COMSOL Blog, and presentations.

Please contact [creative@comsol.com](mailto:creative@comsol.com) for more information.







#### Example Infographics: COMSOL Server

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

It is used in marketing collateral such as  
the product booklet and image gallery.

Please contact [creative@comsol.com](mailto:creative@comsol.com) for  
more information.

## Partners

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

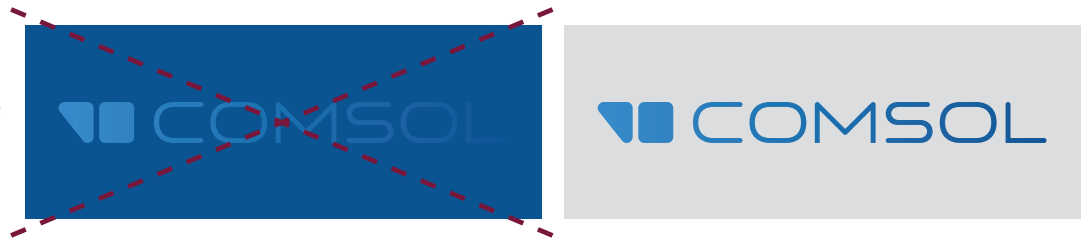
COMSOL company logo use is limited to particular logos and particular color formats supplied by COMSOL's marketing department.

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](mailto: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.

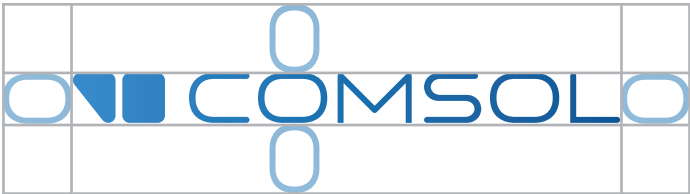


If anyone uses a COMSOL logo not in compliance with these guidelines or not in accordance with the highest standards of quality, as determined in COMSOL's sole discretion, COMSOL shall have the right to require them to change the usage to conform to these guidelines and such standards and to revoke permission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

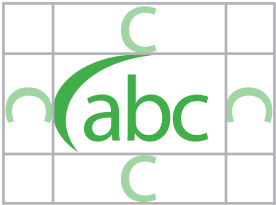


Side-by-side Placement

When displaying our 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 2 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 2 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.



COMSOL Logo Clear Space Guidelines



Partner Companies Logo Clear Space Guidelines



### Certified Consultants

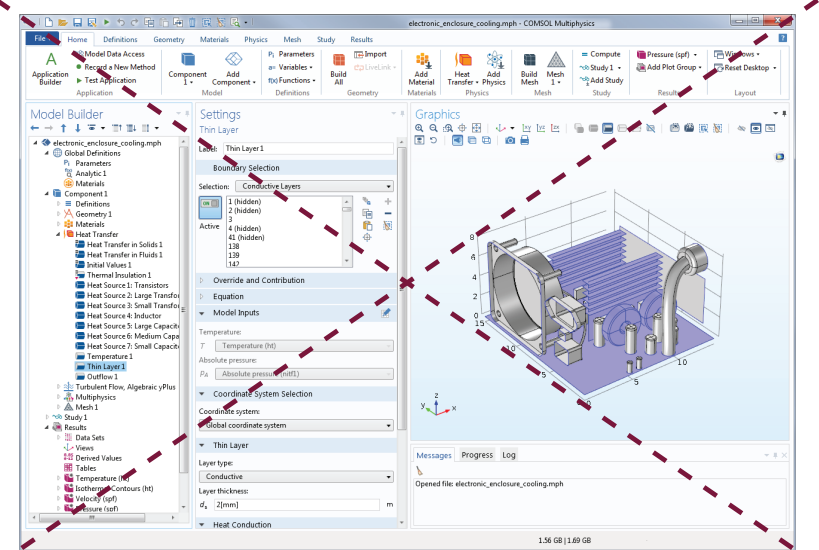
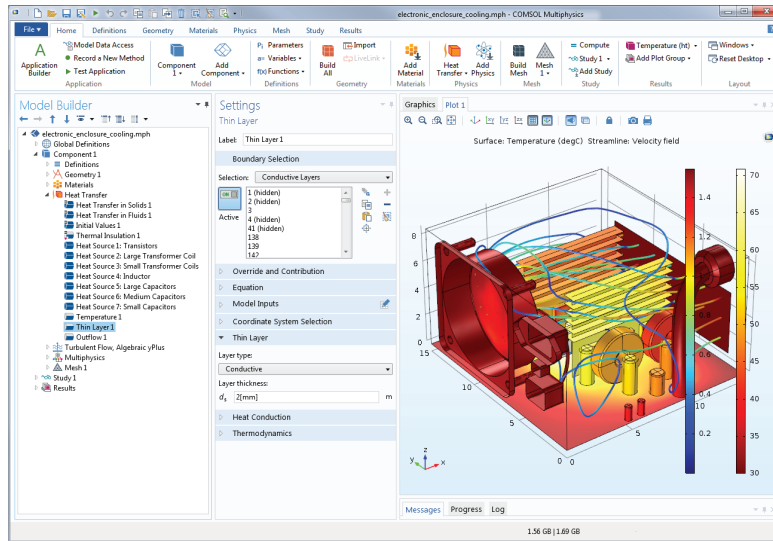
The COMSOL Certified Consultant logo can be used only with the expressed approval of COMSOL.

**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.



## Screen Shot Guidelines

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

**NEVER** crop COMSOL Desktop unless the focus is on one or more specific windows.

The same applies to all screen shots.

## Further guidelines

Reset windows arrangement by clicking on Reset Desktop in the Layout tab.

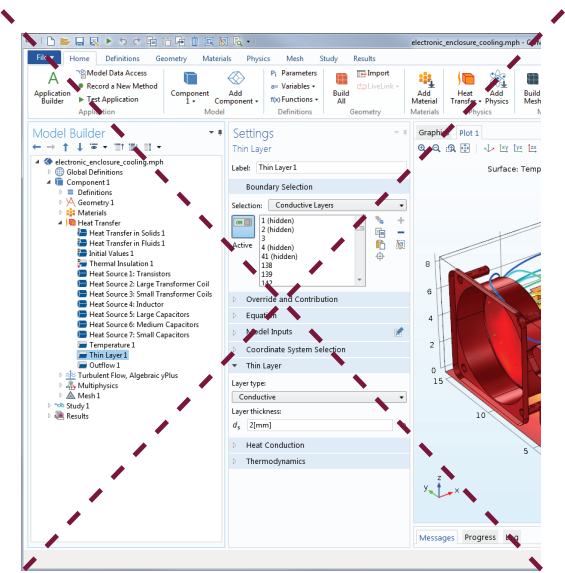
Minimize the Information Windows if they don't contain any relevant information.

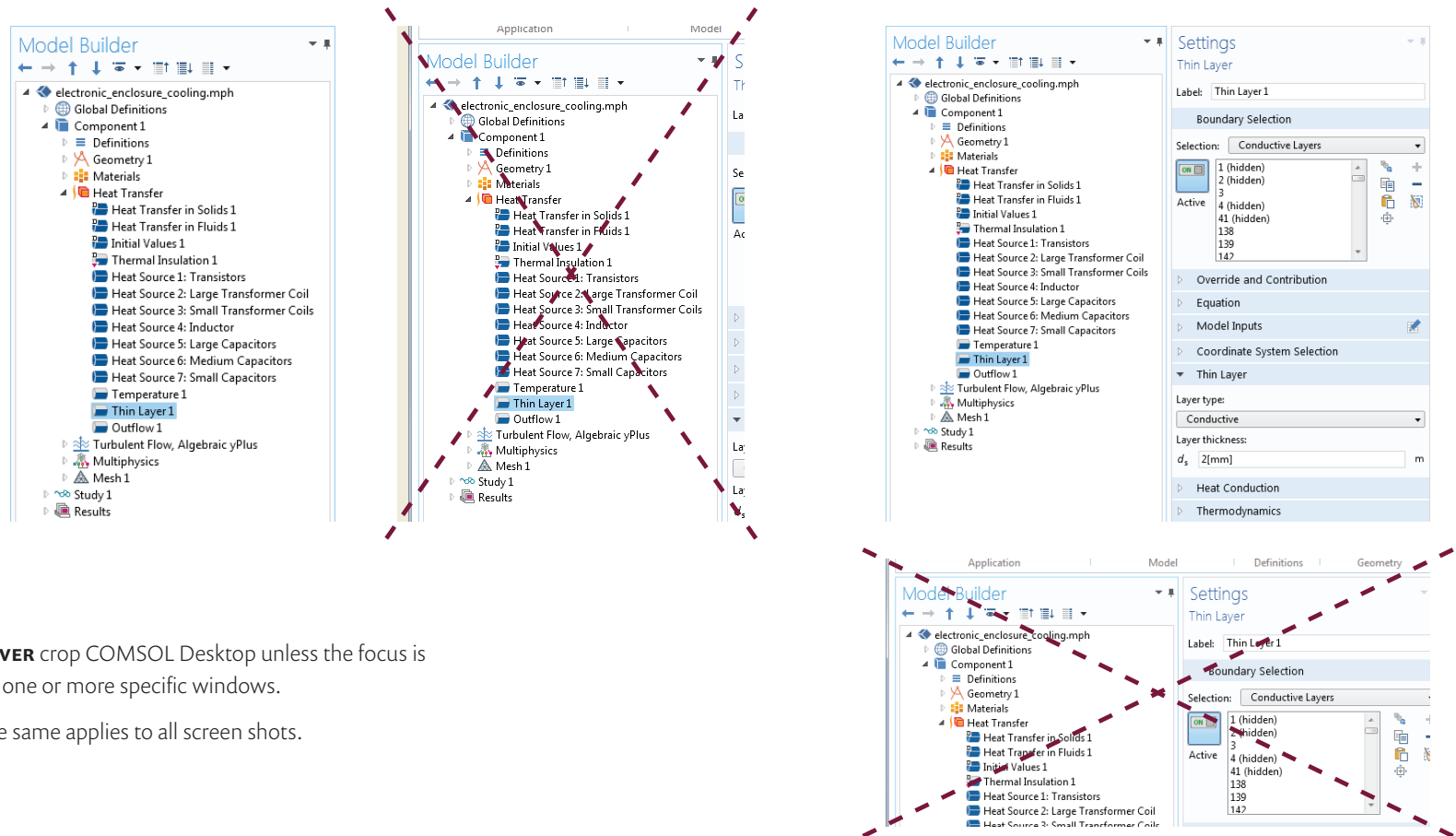
Plot results in a new window.

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

Click on Model Builder window to highlight it.

Take screen shot.





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](mailto: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 <https://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.

Please contact [creative@comsol.com](mailto: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