



About ScienceSoft: The Company History

Every big company starts with an idea. Valery Tsurikov, whose idea and early work laid the foundation for what would later become ScienceSoft, had an idea: computers could not only handle routine tasks but also help people invent!

In the late 1980s, this idea, rooted in the theory of inventive problem-solving (TRIZ), was groundbreaking.

A broad-minded and ambitious person, Valery Tsurikov founded a company named the NILIM Cooperative (Scientific Research Laboratory of Inventive Machines) in 1989. The same year, the company launched its pioneering software product that could simulate human intelligence processes, like thinking and inventing.

At the time, there was no software of such kind in the world, and the company quickly gained recognition.

In 1991, Valery moved the product's HQ to Boston and founded Invention Machine Corporation (IMC) to introduce the product to the US market. In 1991, Eastman Kodak became the company's first client, followed by Motorola, Procter & Gamble, Unilever, and other global leaders.

Initially, ScienceSoft operated as the exclusive software development partner for IMC. But in the early 2000s, IMC was acquired by IHS Inc., prompting ScienceSoft to become a fully independent business entity in 2002.

Today, ScienceSoft is an international provider of IT services headquartered in the US, with offices in Mexico, Finland, Latvia, Lithuania, Poland, KSA, and UAE. ScienceSoft is a partner to leading tech giants such as Microsoft and AWS and specializes in software engineering and IT services for healthcare, financial services, and insurance.

Since 1989, ScienceSoft has completed more than 4,200 projects for 1,300+ clients across 75+ countries. The company has been led by its current CEO, Nick Kurayev, since 1999.

About ScienceSoft: Mission

**“ We drive project success
no matter what ”**

Logo: Composition

The logo is the key element of ScienceSoft's corporate identity. The logo consists of two elements: a graphical symbol and a company name — all in blue.

The placement of the graphical symbol varies based on the usage format. It can appear either above or to the left of the company name.

It's important to have all elements of the logo legible to ensure clear visual perception and reinforce brand recognition.



Note: In exceptional cases, the graphical symbol can be used independently from the company name.



Logo: Layout and Protected area

Only the approved version of ScienceSoft's logo may be used — any modifications are forbidden.

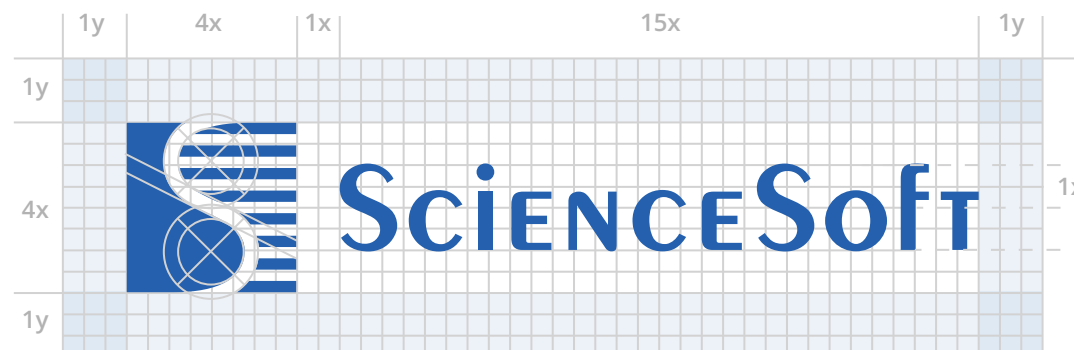
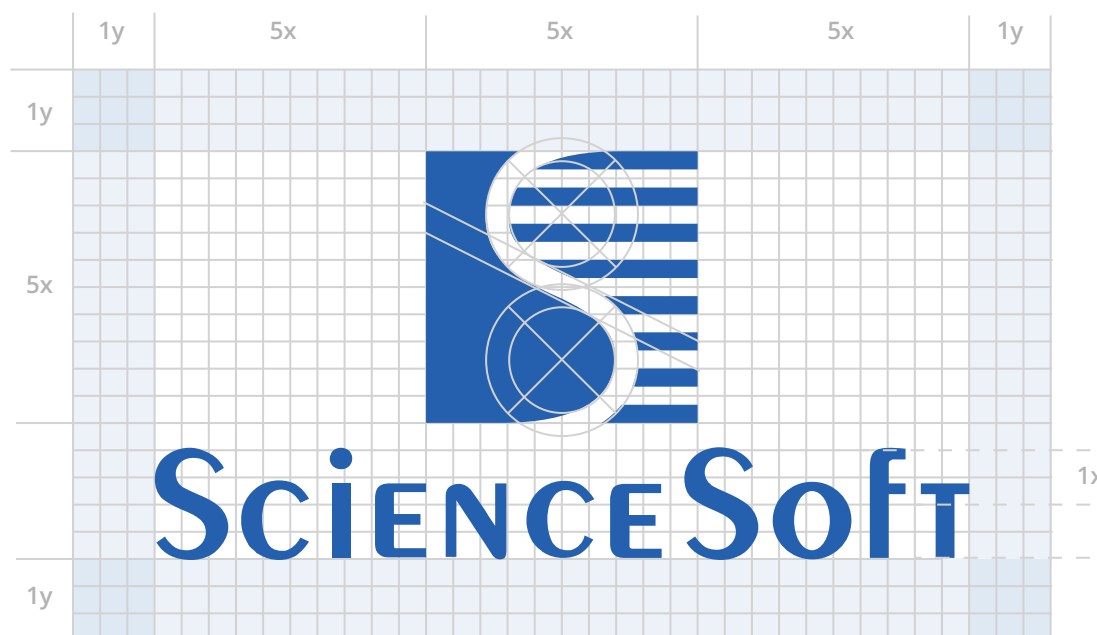
The logo's dimensions are based on a square module X, which is equal to half the height of the "f" or "i" letters in the company name. The protected area around the logo is defined as a square module Y, where $Y = 1.5X$.

Important: The length of the graphical symbol must not be less than 6 mm (0.24 inches), and the length of the company name and slogan must not be less than 25 mm (0.98 inches).



6 mm
(0.24 inches)

25 mm
(0.24 inches)



Logo: Background Color

C30 M20 Y19 K58



C99 M50 Y0 K0



C0 M0 Y0 K100



Black-and-white version

The black-and-white version can be used when full-color printing is impossible, such as in mockups for newspapers or documentation.

Full-color version

The full-color version is the preferred choice for all brand assets, including outdoor advertising, business documentation, publications in the media, corporate merchandise, digital presentations, office interior design, signboards, etc.

Monochrome version

The monochrome version is suitable for cases when full-color and halftone printing is impossible, for example, in fax documents, screen printing, embroidery, or embossing.

Logo: Examples of Misuse



- Don't place the logo on a background that lacks sufficient contrast.
- Don't place the logo on colorful or distracting backgrounds.
- Don't modify the layout, including the position of the graphical symbol and the company name.
- Don't change the shape of logo elements or rotate the logo in any direction.
- Don't change the font and the colors of the logo elements.
- Don't use the company name without the graphical symbol.

Logo: Brand Colors

The primary brand color of ScienceSoft is blue, which is featured on the logo and in other company content.

Additional colors are recommended for cases when excessive use of blue color prevents making the right emphases (for example, in designing diagrams or tables) in printed materials, business documentation, presentations, or any marketing assets.

Note: The use of any effects, such as shadows, gradients, or dimensional volumes, is forbidden.



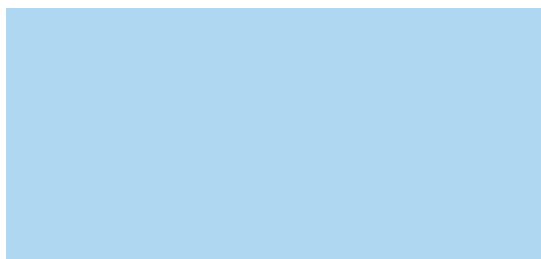
Primary color

Pantone 300 C
CMYK 99 | 50 | 0 | 0
RGB 0 | 94 | 184



Additional color

Pantone Neutral Black C
CMYK 0 | 0 | 0 | 87
RGB 34 | 34 | 34



Additional color

Pantone 290 C
CMYK 27 | 11 | 0 | 5
RGB 177 | 215 | 242



Additional color

Pantone 000 C
CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255

Logo: Typography

The brand font is a cornerstone of ScienceSoft's visual identity. The Open Sans font family in Regular, Bold, and Extrabold styles should be used in all ScienceSoft's assets (such as advertising and marketing materials, presentations, mobile interfaces, etc.).

Note: For business documentation, the Arial font family in Regular, Bold, and Black styles is recommended to maintain text consistency across devices.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Opens Sans
Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

**Opens Sans
Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

**Opens Sans
Extra Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial
Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

**Arial
Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

**Arial
Black**