**Logo Design Brief**

**1.) Company/Product/Service name to be used in the logo**

XPS – Extended Particle Systems

(Developed by: RCPE GmbH (Research Center for Pharmaceutical Engineering, distributed by InSilicoTrials)

<http://www.rcpe.at/en/xps-at/>

<http://www.rcpe.at/en/en_home/>

**2.) Tag line (if any)**

**3.) Tell me a little more about your product/service /company**

XPS is a high-performance simulation environment for granular flows in industry-relevant settings. It enables the user to understand, control, and predict pharmaceutical unit operations leading to enhanced efficiency and improved product quality. It is a GPU based software suite developed specifically for the efficient simulation of large scale granular material processes in industry.

Following the golden batch principle, minimizing the need for physical prototyping and testing is possible. But XPS is more than a software: the experienced engineering and development team supports our customers, offering customized solutions and ensuring maximum software usability.

**XPS can be used for many applications such as:**

Powder blending,

Segregation analysis,

feeding, dry and wet granulation,

hot-melt extrusion,

tablet coating,

Die filling,

Powder drying,

Screw and pneumatic conveyors,

Fluidized beds (coating, granulation, drying),

Discharge control,

Particle storage,

Particle handling and processing

**Benefits:**

* Intuitive and easy-to-use graphical user interface for quick simulation set-up
* Simulation of large and complex particle systems at unparalleled computational speed – at least five times faster than other commercial solutions
* Capable of handling up to 100 million particles on a single **48 GB** GPU\* (depends on problem type)
* High flexibility in terms of particle shapes, sizes and properties
* Advanced contact models for modelling typical pharmaceutical cohesive powders Coupling with CFD (computational fluid dynamics)
* Physics models validated for pharmaceutical applications
* Software development practices ISO validated: ISO 90003:2018 Software Quality Management and ISO 9001:2015 Quality Management

**4.) Describe the audience you're targeting (age, gender, interests, income, geography, etc. include all relevant aspects)**

Age: the average user is between 25 and 40, and the average decision-taker is older (>40)

Gender: N/A

Interests: data, algorithms, techniques, computer

Income: User: 50 – 100k, manager: ~150k

Geography: mostly Europe, UK, US but we also want to enter the Asian market

**5.) How do you want to be known in your industry, also compared to your competitors?**

Efficient GPU-based software that is optimized for workflows in pharmaceutical applications. Scientific excellence under pinned by collaborations and publications in peer-reviewed journals. Driving the adoption of first principal modeling in the process development environment by providing efficient validated physics-based software tools.

Capable, Fast, GPU-based code, optimized workflow for pharmaceutical applications, development, which has significantly driven the application of first principal modeling in the process development environment, proven by partnerships and publications in peer-reviewed journals.

We don’t do everything, but we do pharma right.

Clients come to RCPE because of the expertise we have!

**6.) Do you have an idea of what you want? If so, describe in as much or as little detail as you'd like**

A fancy and sexy logo that generates interest to explore more of the product. It should cover the main areas of pharma and what people have in mind if they hear pharma.

We should somehow include the benefits e.g., speed, amount of particles (Mio of particles can be simulated with XPS), in software interface GUI, GPU native high-performance simulation engine with unmatched execution speed, a model library for pharmaceutical application, multi-physics environment, understanding, control and predict pharma processes, shorter and economical product development cycles, physics models tailored to the pharmaceutical application.

**7.) What are the main colors and fonts you would like to have, or are we free to choose whatever we believe appropriate?**

 Current Logo

We attach the current logo for you to have an idea, but we are reaching out to you as we would like to see new ideas, so feel free to propose new colours and fonts, to keep some of the existing or to completely mix what we already have.

**8.) What is the deadline for this logo? Are you currently working with any time constraints? Ideally, how soon would you like to have your new logo completed?**

It would be great to get the first draft in one week but take your time to produce something worth sharing. Ideally we should receive your creation by the 30th of December.