

> brand identity guide

for external use



**Cognizant**  
Passion for building stronger businesses

We've improved the logo, making our colors more contemporary and refining the overall identity for use across all communications.

We've also removed the words "Technology Solutions" to give our logo the greatest visual impact and increase its memorability.

For consistency, we now have a single logo option to choose from which you will see outlined below.

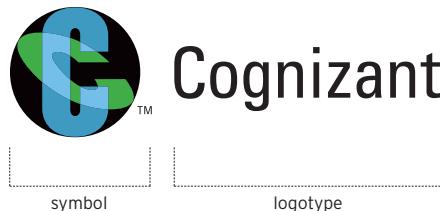
Advertisements, marketing collateral pieces, posters and tradeshow signage are good places to use the tagline. Avoid using the tagline on stationery and business cards, office signage or whenever space is limited.

Because taglines are often subject to change, avoid using the tagline on items with a shelf life that is longer than a year.

## corporate logo signatures

### Masterbrand:

The Cognizant masterbrand consists of the symbol and the logotype



### Corporate logo:

The Cognizant corporate logo consists of the masterbrand plus the tagline "Passion for building stronger businesses"



### Stacked version:

This version of the logo is ONLY to be used in case where space is extremely limited. It is NOT to be used with the tagline or Business Unit lockup



Cognizant

For any print application, the logo needs to have an open area surrounding it to keep it clear of any elements such as headlines, text and images. This area is also to be used as a guide for how close it can be placed to the outside edge of printed materials.

There are 3 versions shown:

1. Masterbrand
2. Corporate Logo
3. Business Unit Logo

The protected area is equal to half the diameter of the circle "C" symbol, as shown on the left of each of the samples.

02

## clear space allowance

1.



2.



3.



# business unit signatures



Cognizant | Banking & Financial Services  
Passion for building stronger businesses

divider line

business unit name

corporate logo

Cognizant | Retail  
Passion for building stronger businesses

Cognizant | Healthcare  
Passion for building stronger businesses

Cognizant | Testing Solutions  
Passion for building stronger businesses

Cognizant | Insurance  
Passion for building stronger businesses

### Anatomy & Justifications

1. Since this is a case of logo rejuvenation, the revised Cognizant Blue and Green have been used.
2. Font used is Univers 57 Condensed.
3. The Cognizant logo has been placed first to denote a superior hierarchy.
4. The unit identity is in green in each case to communicate equality with Cognizant.
5. Since there is already a strong visual element in the Cognizant logo, any further symbolic type of graphic should not be used.

➤ More approved BU logos are available on CognizantOnline/brand

## business unit signatures



1. Do not stretch or distort the logo.
2. Do not lock up the logo with other elements.
3. Do not alter the colors of the logo.
4. Do not change the proportions of the logo's elements.
5. Do not change the relationship of any logo elements.
6. Do not apply drop shadows to logo or use old Technology Solutions wording.
7. Do not place the logo on a background with insufficient contrast.
8. Do not place the logo on a gradient background.
9. Do not create logos to represent services, businesses or internal organizations. Where Business Units are to be branded, only official logos (available for download) may be used.
10. Do not change a positive logotype into reverse.
11. Do not use logotype or tagline in body copy. Use the slightly bolder Interstate Regular in body text for emphasis.
12. Do not use 'halo effects' on the globe "C" symbol or knockout logos on a dark background.
13. Do not use two or more logos on the same page, only one logo per page is allowed.

## incorrect logo usage



We need to work together to tell our story with energy and passion. At Cognizant we know that our **Passion for building stronger businesses** drives our thinking and infuses all our efforts. Relationships are built on trust, and trust comes from communication that is honest and that rings true to the audience.



Typography plays an important role in making layouts consistent throughout all corporate communication channels. It also reinforces the brand.

For this reason there are just two versions of one typeface used, making a strong, simple statement.

These typefaces are: Interstate Regular and Interstate Light.

## typography

### Interstate Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Used in the body of brochures, sales sheets, etc, wherever large blocks of type appear in print.

### Interstate Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Used for headings or for emphasis in brochures and print collateral materials, and as body text in Power Point presentations.

Cognizant imagery has to reinforce the Brand Message. Cognizant is a powerful brand and our attributes should not be diluted with weak or overused imagery.

#### 1. Be simple and bold

Use simple images boldly. Tiny pieces of images do not communicate the strength of Cognizant.

#### 2. Do not use complex layered images

Collage or manipulated image styles should not be used. Cognizant wants to communicate clarity not confusion.

#### 3. Use images of people

Cognizant is a pro-people company driven by and for people. Use interesting and engaging images of people.

#### 4. Crop images to arouse interest

Crop certain areas of images to play with the positive and negative spaces and pique curiosity.

#### 5. Avoid business clichés

Don't use images that are commonly used by other companies such as "high fives," "thumbs up," or anything that looks staged.

# imagery



The above is just a sampling of images that are in the Cognizant photo library for use in collateral materials. View the catalog of images or download images at: <https://cognizantonline.cognizant.com/brand>

color

**Relationships** are built on  
trust, and trust comes from  
communication that is **honest**  
and **that rings true**  
to the audience.

### Four color solid

When the mark is reproduced in offset lithography, specify the appropriate Pantone® colors as shown in the diagram below. The Pantone Matching System (PMS) is the most accurate method of reproduction and should be used whenever possible.

When the mark is reproduced in offset lithography (such as in advertisements with photography) the logo can be reproduced using the four process colors: Cyan, Magenta, Yellow and Black.

### One color

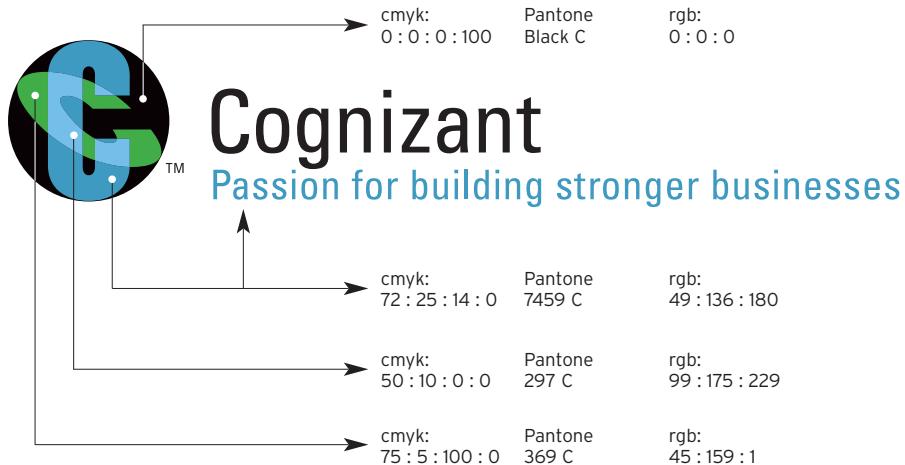
When printing is limited to one color, the logo should always appear in black.

### Background color

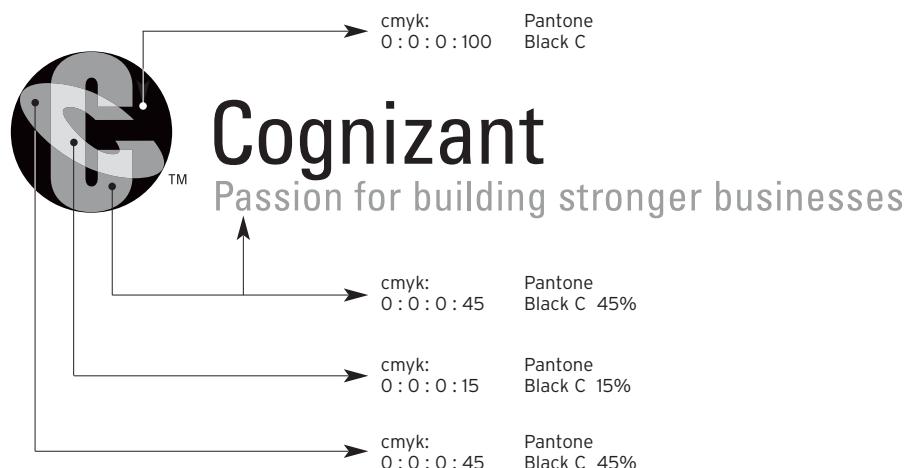
Logo should be used on white/light backgrounds (white is preferred). Logo should not be used as a negative on a dark background. Logo should not be placed on a textured or patterned background, or on colors that detract from or do not give enough emphasis to the logo. There should always be enough contrast between the background color and the logo.

## logo color usage

### four color options:



### one color option:



There are three palettes in the color system.

### The primary palette

These are the colors which appear in the logo.

### The supporting palette

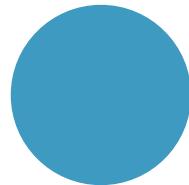
These are variations on the Cognizant primary colors and are used when creating designs which require different shades of the primary corporate colors.

### The accent color palette

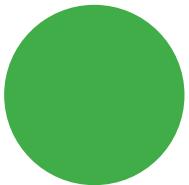
This palette is used when creating brochures, PowerPoint and online presentations where a wider range of colors are needed as accents. The colors have been chosen so that they do not compete too strongly with the primary palette colors. You'll notice that the only blue or green that is used is from the primary or secondary palettes.

## color palette

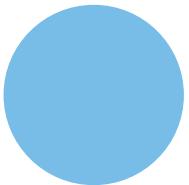
### primary palette



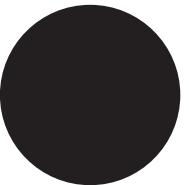
**blue**  
cmyk:  
72 : 25 : 14 : 0  
pantone 7459 C  
rgb:  
49 : 136 : 180



**green**  
cmyk:  
75 : 5 : 100 : 0  
pantone 369 C  
rgb:  
45 : 159 : 1



**light blue**  
cmyk:  
50 : 10 : 0 : 0  
pantone 297 C  
rgb:  
99 : 175 : 229



**black**  
cmyk:  
0 : 0 : 0 : 100  
pantone black C  
rgb:  
0 : 0 : 0

### supporting palette



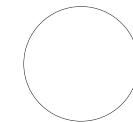
cmyk:  
36 : 13 : 7 : 0  
rgb:  
144 : 181 : 210



cmyk:  
72 : 25 : 14 : 40  
rgb:  
19 : 181 : 210



cmyk:  
30 : 2 : 40 : 0  
rgb:  
177 : 210 : 149



cmyk:  
0 : 0 : 0 : 0  
rgb:  
255 : 255 : 255



cmyk:  
15 : 0 : 0 : 25  
rgb:  
174 : 176 : 179

### accent palette



cmyk:  
0 : 20 : 100 : 10  
rgb:  
225 : 173 : 0



cmyk:  
0 : 50 : 100 : 10  
rgb:  
216 : 117 : 13



cmyk:  
30 : 80 : 0 : 10  
rgb:  
164 : 77 : 146



cmyk:  
0 : 50 : 90 : 30  
rgb:  
135 : 86 : 29



cmyk:  
60 : 70 : 0 : 20  
rgb:  
83 : 61 : 126



cmyk:  
60 : 40 : 0 : 0  
rgb:  
91 : 119 : 188



cmyk:  
60 : 50 : 100 : 20  
rgb:  
86 : 85 : 34



rgb:  
73 : 45 : 22

# contact information

**For all questions related to these corporate guidelines, please contact:**

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