

Brand guidelines: strategy & verbal identity

Welcome to Cognizant's strategy & verbal identity guidelines

We are all working to position Cognizant as a preeminent technology services leader with world-class digital solutions and talent that deliver transformative business outcomes to clients. We must reach beyond the CIO office to the entire C-suite, as well as to the next generation of associates we want to attract to Cognizant. Our brand strategy and verbal identity are built to help us do that.

This guide will help you understand what sets us apart and how we express ourselves in words. What we say and how we say it, everywhere. These are the tools you'll need to create on-brand experiences essential for changing how people think about Cognizant with the work you do every day.

In this document, you'll find things you expect, like usage guidance for our tagline, our brand voice and our brand messaging. You'll also see examples of those principles in action in writing, separately and together. You'll get a sense that the Cognizant verbal identity is flexible, adapting to varied uses, but consistent, so you can always recognize us. While you'll need to follow some rules, there's opportunity to experiment and invent new on-brand expressions. This agility is what people expect from a modern brand, and we'll adjust these guidelines as new needs arise.

Your work is critical to positioning Cognizant as a modern, global technology services company. And we're always here to help. Just submit your questions to the [global brand questions](#) queue on Workfront.

Strategy

Claiming our place

As we continue to demonstrate who we are—a global technology leader with world-class talent and solutions—our brand represents the tremendous value we’re capable of delivering, and why leading organizations trust us with their biggest challenges.



The future we want

For years, Cognizant has flown under the radar—a “best-kept secret” among clients. That’s going to change. Investing in our brand to grow awareness, familiarity and consideration is helping stakeholders understand who we are and what we do. A strong brand helps us become known as thinkers as well as doers.



Drivers of relevance, differentiation and consideration

What sets us apart

Our evolving brand will help us win because it’s built to address an unmet need for a different kind of technology services partner.

We are making progress on category table stakes while capitalizing on relative strengths that can differentiate us.



Includes Cognizant, IBM, Capgemini, Deloitte, Accenture, Wipro, TCS, Infosys, Google, Apple, Amazon Web Services
Source: Cognizant Brand Asset Valuator (BAV) custom study, 2020

Purpose

This is the reason our company exists. We engineer modern business to improve everyday life.

Our brand achieves this purpose in a way that is authentic to Cognizant, differentiated from competitors and relevant to our clients, associates and the talent we want to attract.

We engineer modern business to improve everyday life

We bring a powerful perspective to our work and use our expertise to envision, design, build and maintain solutions—always in deep collaboration with our clients.

Our desire to improve things for our clients, their customers and their communities—from mobile banking to preventative healthcare to making sure the trains run on time.

Modern organizations take full advantage of the most powerful technologies of their era. They never fall behind and thrive in the face of change.

Brand promise

The highest-level value we provide: the ability for our clients to stay relevant to their customers, today and tomorrow.

Perpetual relevance

Research shows that staying relevant to customers—from year to year and generation to generation—is the most significant challenge organizations face. To stay perpetually relevant demands a deep awareness and understanding about what customers, prospects, partners and employees want, and about how businesses themselves run.

It’s the most natural idea in the world for a brand called Cognizant to promise awareness and understanding—that’s what our name means.

While not customer-facing, this brand promise creates a clear and ownable territory for brand expression.

“Has services that keep my business relevant today and into the future” is the top functional driver of brand equity in our industry”

Source: BAV Cognizant Custom Study 2020

Cognizant (adj.):

knowledgeable, aware—especially understanding of something through personal experience

Differentiators

What sets us apart

It's these three abilities, true across our business, that make us different and better than competitors, large and small.

Transformation

We are one of the few companies with the scale, breadth and understanding to deliver fundamentally new business outcomes.

Industry focus

Our deep industry experience informs our ability to understand and solve business problems, helping to see the unseen and deliver continuous modernization.

Collaboration

We have a flexible and responsive engagement model. We co-create with clients toward a shared vision that is tied to their business success.

Brand character and personality

Inspires how we look,
sound and act

“Accessible genius” is a quick way of articulating the different kind of partner we can be.

Brand character

Accessible genius

We know our customers are confronted by change, and this can be an intimidating proposition for any business leader. Brands in our industry can come across as aloof, complex, a bit “our way or the highway.” We take a different tack by making digital transformation understandable and attainable for all.

Personality attributes

Innovative

Inspiring awe at the transformative potential of technology.

Agile

Confident and sure-footed, clarifying the way forward and adapting at every turn.

Intuitive

Sharing knowledge that is clear and quick to grasp, easily guiding through complexity.

Tagline

Overview

Our tagline is designed to turn heads and spark conversations about our unique perspective on digital transformation.

Intuition engineered. It's the most succinct and powerful articulation of our purpose and the promise it delivers. These guidelines address our tagline in copy; logo usage is covered in our visual identity guidelines.

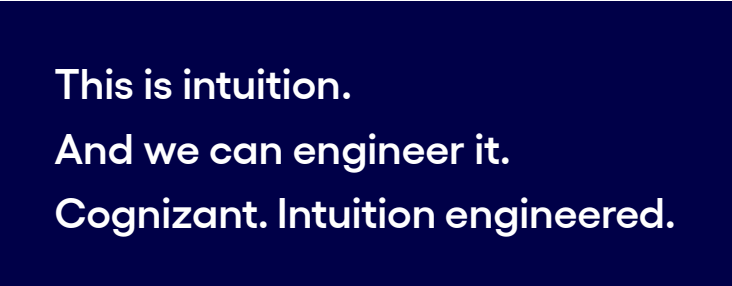
As a logo lockup



In design



In copy



Brand story

Our tagline is a concise expression of our brand’s essential value, but it represents a broad, deep story that is true across our complex business.

Intuition engineered

Some think of intuition as a feeling—imprecise, unpredictable, anti-data. But, in fact, intuition flows from the inner workings of the brain. A result of the enormous pattern-recognition and data-crunching capabilities we all share as humans. Technology is finally catching up with this innate cognitive ability...yet we’ve only just begun to scratch the surface of its potential in business.

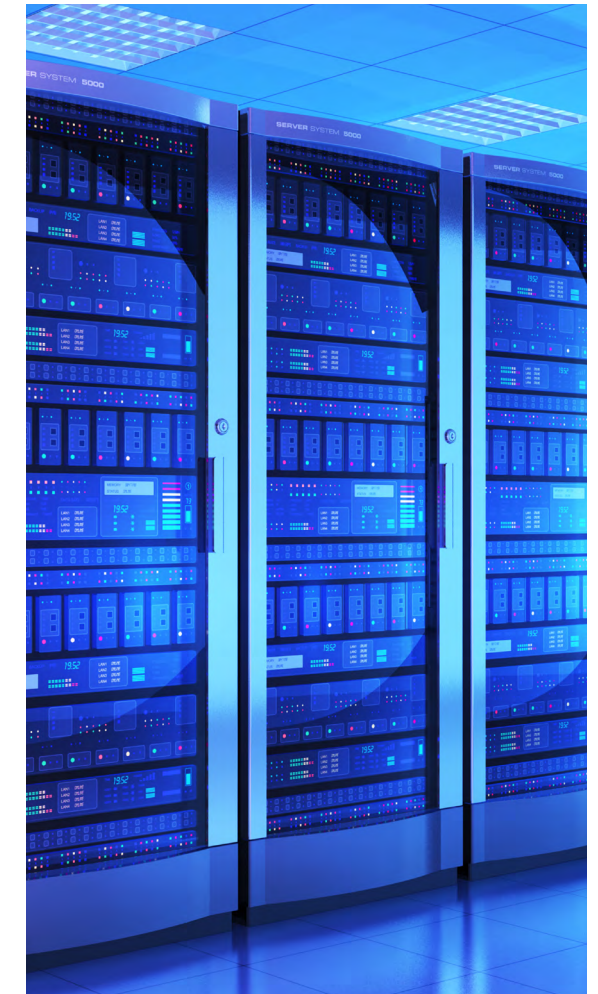
So we’re partnering with clients to put it to work. With AI, IoT, software and cloud, we’re engineering every part of the business—technology, processes and experiences—to anticipate expectations and act instantly, as if on intuition.

When it’s enabled by technology, intuition stops feeling like a hunch and starts looking like confidence. At Cognizant, we know how to engineer it.

Intuition



Engineered



Definition

Using our tagline requires a shared definition.

***Intuition engineered* = anticipate and act instantaneously**

Intuition engineered is Cognizant’s promise to engineer our clients’ businesses so they can anticipate customer needs and act to meet them with the speed and insight of human intuition.

How it differentiates us

Cognizant delivers technological transformation in a way that is different, better and inherently human.

Intuition engineered is a different way of talking about the benefits of the technology services we provide. Clients know that leveraging the most modern technologies in their businesses is essential to serving their customers, leading their industries and achieving their missions. By promising “intuition engineered,” we’re saying that those technology-enabled businesses should aspire to act with a human sensibility—as if on intuition.

Our tagline:

- Provides a fresh spin to the category promise of digital transformation with out-of-category language that captures the imagination and brings much-needed humanity to technology
- Piques interest and invites conversation through the intriguing concept of intuition, which has rich reference points in business, culture and life
- Gives a provocative name to our unique POV on, and approach to, technology, setting us apart from competitors

Writing guidelines

We can leverage the concept of *intuition engineered* to elevate and connect the stories we tell.

Our tagline can be used to inspire other copy we write—short and long. These are the guidelines we’ve found are important in preserving the meaning we intend

1. Use *intuition engineered* as a metaphor for the highest-level business or customer outcomes.

By doing that, we can talk about the biggest benefits of our work in a differentiated way. Whenever we use the phrase, it must be directly tied to a business outcome that clearly represents an improvement to everyday life.

2. Emphasize outcomes, not technology.

Show how we use our technology expertise to address the pain points of everyday life—and when possible, to drive the monumental improvements we’re all waiting for.

3. Be both lofty and tangible.

Even in the shortest, highest-level communications, we must try to balance the aspirational with the concrete and explain what we are doing to achieve what we promise. It may not happen in a headline, but if it doesn’t, the explanation should come soon after.

4. It’s not just about engineering—anyone can “engineer.”

More importantly, it’s about “intuition”—the unique and differentiated way we enable the ability to anticipate and act, often instantaneously, through thoughtful modernization of technology, processes and experiences. Through the thoughtful use of IoT, AI, software and cloud. The two ideas (intuition and engineering) must always coexist in some way in each expression, though not necessarily every sentence.

✓ Like this

At Cognizant, we’re engineering utilities with AI to produce more power with fewer man-hours. That’s intuition engineered.

Stopping an outbreak before it breaks out—as if on intuition.

Revolutionary new medicines get to market faster with the help of AI—that’s intuition engineered.

At Cognizant, we’re using IoT to let farmers know when fields are thirsty—as if on intuition.

⊗ Not this

At Cognizant, we’re using AI to deliver intuition engineered.
(Doesn’t explain the metaphor)

Technology-enabled intuition for virology. That’s AI engineered.
(No outcome mentioned)

What’s next for pharma: a prescription for intuition
(Nothing tangible mentioned as part of the “prescription”)

At Cognizant, we’re engineering IoT so farmers know when to water their fields.
(This just says we’re engineering the technology—which is, by definition, engineered)

Writing guidelines

To tell our stories, we need to use the concept of intuition purposefully.

This guidance puts some helpful guardrails on using the idea of “intuition”:

- 5. Only refer to *human* intuition when using it as a metaphor for the capability we create for our clients’ businesses.
We are not saying human intuition + engineering = business outcomes—rather, we explain how our technology can mimic the power of human intuition in their businesses.
- 6. Don’t suggest we’re tinkering with the nature of human intuition, or replacing it.
Rather, we enable businesses to act with the same insight and speed. We must be clear that we do not engineer businesses with actual human intuition.
- 7. Don’t say or imply our clients benefit from some magical, mysterious process we call intuition.
Intuition is a highly developed human capability that is built on decades of experience and countless data points—making it the ultimate demonstration of data-driven decision making. The more we emphasize the science and rigor behind intuition, the better a metaphor it becomes for business.

✔ Like this

We enable businesses to act with human understanding at superhuman speed—as if on intuition.

We’re engineering your business to anticipate and act, as if on intuition.

Cognizant AI and analytics make marketing more intuitive.

✗ Not this

Our intuition fuels yours
(It’s not about celebrating Cognizant’s intuition—it’s about building intuition into our clients’ companies)

We’re engineering intuition so we can build it into your business
(This makes it sound like we’re engineering actual human intuition)

Bring the magic of intuition to your marketing.
(This focuses on the mystery of intuition rather than the rigor or the science)

Writing guidelines

To tell our stories, we need to use the concept of intuition purposefully.

This guidance puts some helpful guardrails on using the idea of “intuition”:

8. Use sensing/feeling words (e.g., hear, see, feel, etc.) to help explain *intuition engineered*, but don’t imply that the feeling itself is intuition.

9. Intuition is more than just “instinct.”
Instinct is a knee-jerk reaction, while intuition is anticipating what lies ahead. Instinct is ingrained and automatic, while intuition is built upon information and experiences. It’s important to distinguish that intuition is a superior capability because it’s learned, while instinct is born and occurs without thought.

✔ Like this

Your capital could smell market opportunities.

We engineer business to operate with speed and agility—as if on intuition.

⊗ Not this

Smell those market opportunities? That’s intuition engineered.
(Oversimplifies what we mean—and just sounds weird)

We engineer businesses to be more instinctive.
(Don’t celebrate instinct instead of intuition)

Style rules and trademark protection

Treat our tagline as the asset it is, using it as needed according to these simple stylistic rules.

The correct usage of the tagline in text

“Cognizant. Intuition engineered.”

Proper capitalization

- “Intuition” is only capitalized at the start of a sentence or headline
- “Engineered” is never capitalized, except in the hashtag (see below)

Don’t use a comma between the words

✓ “Intuition engineered”

✗ “Intuition, engineered”

Italicize only when referring specifically to the tagline

✓ The tagline, *intuition engineered*, is an important brand asset.

✗ That’s *intuition engineered*.

Only in a hashtag, “engineered” is capitalized for easier reading

✓ #IntuitionEngineered

When *intuition engineered* is used on a stand-alone basis, when it is not in a small space, use the ® registration mark next to engineered.

Trademark

Protecting our trademark helps us to build brand value.

We want to use our tagline in a way that offers as much legal protection as possible—while giving us the flexibility we need to explain and build meaning into the idea.

✓ Do

Examples

Use it in an intact, unvaried manner

Cognizant. Intuition engineered.

Use it in a stand-alone, setoff manner



When using the words “intuition” and/or “engineered” separately in copy, conclude with the “intuition engineered” phrase in its entirety

At Cognizant, we’re engineering utilities with AI to produce more power with fewer man-hours. That’s intuition engineered.

⊗ Don’t

Examples

Use variations of the phrase like “_____ engineered.”

e.g., “family dinners engineered,” “banking engineered,” etc.
(This weakens our legal claim.)

Brand voice

Overview

Our voice is the writing style and tone we use everywhere, across all our touchpoints and channels, to create a differentiated Cognizant experience.

Brand character

Accessible genius

In our industry, everybody sounds intelligent. What’s rare is the ability to take complex ideas and make them simple—and immediately more relevant for our clients. As an accessible genius, we go a step further. The Cognizant brand makes the esoteric world of tech easy to understand—but also something our clients will get excited about. How? We help them see their business with a new lens. One that makes improving everyday life for their customers a very real possibility. Our writing should represent our personality.

Personality attributes

Innovative

Inspiring awe at the transformative potential of technology.

Agile

Confident and sure-footed, clarifying the way forward and adapting at every turn.

Intuitive

Sharing knowledge that is clear and quick to grasp, easily guiding through complexity.

Voice principles

Our voice principles help us bring our brand character and personality to life. If you’re using these principles to inspire your writing, you’re writing on brand.

Spark wonder and open minds

Capture what’s possible in vivid detail.

Drive to a point of view

Show our smarts by writing with a fluid, energetic pace.

Guide to a deeper understanding

Use easy-to-understand words and ideas over corporate jargon and abstract concepts.

Voice principle #1

Innovative
Spark wonder
and open minds

We’re reporting live from the outer limits of business, where the technology is awe-inspiring and its impact is far-reaching. Stir our audience’s imagination by describing the what-ifs and what-can-bes of their potential reality. Sharing our excitement for exploration and passion for discovery, our writing captures what’s possible in vivid detail.

Writing tactics

✔ Do	Examples	⊗ Don’t
1. Share a surprising capability that technology now makes possible—something that will be exciting and relevant to our clients	Imagine your supply chain could feel shifting demand.	Don’t use formal or academic language, or “consultant speak” that makes it seem like we either don’t understand or don’t want to share our knowledge.
2. Turn an assumption on its head	Born from human instincts, some might see it as uncertain or anti-data. But in fact, it’s the ultimate demonstration of data-driven decision making.	Don’t use language that sounds whimsical or outlandish.
3. Appeal to the imagination and make readers want to know more	Some might think it’s a sixth sense. Others a stroke of luck. To us, it’s neither.	
4. Make it about them	What if your business had intuition?	

Voice principle #2

Agile

Drive to a point of view

We demonstrate subject matter mastery with a fluid and definitive pace. Short, explosive sentences. Sharp statements. Active verbs. While our writing shows audiences that we’re quick thinkers, we also choose our words wisely because we’re thoughtful doers. Our language sounds energetic and well-informed—and this is exactly how we want our clients to feel.

Writing tactics

✔ Do	Examples	⊗ Don't
1. Show confidence and subject matter expertise with definitive statements	Preferences change and landscapes shift. You need an intuitive operating model to keep your business relevant.	Don't use wordy, overly complex sentence structures. Read your work out loud—if it's difficult to say, it will be difficult to read.
2. Make sentences flow smoothly with word combinations that create smart rhythm	Get retention right in the age of swipe left.	Don't write word combinations that feel slow or add unnecessary density.
3. Aim for writing that feels punchy	Sense this moment. Anticipate the next.	
4. Make every word matter	With IoT, AI, software and cloud, we're engineering modern businesses to do what others can't: anticipate expectations and act instantly.	

Voice principle #3

Intuitive

Guide to a deeper understanding

We speak the language of everyday technology, using accessible words and engaging insights over corporate jargon and abstract concepts. Aiming for knowing head nods, we share tangible, concrete examples to help audiences come away smarter. Because in a business as complex as ours, clear and simple is bold and brilliant.

Writing tactics

✔ Do	Examples	⊗ Don't
1. Describe a benefit not easily possible today, and answer the question, “how?”	We help you imagine, build and implement an intuitive operating model so your business can anticipate and act, as if on intuition.	Don't write obvious, “water is wet” headlines; a sentence like “Gain insight with analytics” is known and understood by business leaders.
2. Find simpler ways to explain complicated topics	We create software to help you act on your intuition and deploy it in the cloud so you can convert it into products that produce results.	Don't write in abstractions; be concrete.
3. Get specific about insights and technologies (e.g., AI, automation, cloud, not just “digital”)	A ride is the best medicine. Act on hidden factors that improve patient outcomes, like access to transportation, with AI-driven software.	Whenever possible, don't use buzzwords and jargon.

Bringing our voice to life

Our voice works across channels: website example



Building businesses that outpace change.

Intelligent software plugged into the internet of things, fueled by AI and running natively on the cloud. That's how Cognizant is helping businesses get ahead—and stay ahead.

[Corporate fact sheet](#) ▶

[Corporate overview](#) ▶

Sparks wonder and opens minds

Shares a surprising capability—something that will be exciting and relevant to our audiences

Guides to a deeper understanding

Captures a benefit not easily possible today, and answers the question, “how?”

Drives to a point of view

Shows confidence and subject matter expertise with a definitive statement that has a punchy, smart rhythm

Bringing our voice to life

**Our voice works
across channels:
manifesto video script**

Intelligence is the foundation of any good business.

But if every good business has it, how do you stand out?

Luckily, there's a tool to heighten your intelligence.

Build on it. Elevate it.

It's called intuition.

Born from human instincts, some might see it as uncertain or anti-data.
But in fact, it's the ultimate demonstration of data-driven decision making.

When it's enabled by technology,

Intuition stops feeling like a hunch, and starts looking like confidence.

The kind of confidence you get when you work with Cognizant.

The business engineers who help you anticipate expectations and act instantly, as if on intuition.

The ones that help you employ IoT so you can sense changes in your customers and company.

Who crunch data using AI so you learn about trends before they're trendy.

Who create software to help you act on your intuition, and deploy it in the cloud so you can
convert it into products that produce results. Better and faster than your competition.

It's how Cognizant enriches what you know with the know-how to get to the future first.

This is intuition. And we can engineer it.

Cognizant. Intuition engineered.

Drives to a point of view

Showing confidence and subject matter
expertise with definitive statements.

Sparks wonder and opens minds

Sharing a surprising capability
that technology now makes possible.

Guides to a deeper understanding

Capturing a benefit not easily possible
today, and answers the question, "how?"

Guides to a deeper understanding

Getting specific and finding simpler
ways to explain complicated topics.

Sparks wonder and opens minds

Appealing to the imagination,
making readers want to know more.

Bringing our voice to life

Use this list as a good gut check for on-voice writing.

Does it sound like it was written by an accessible genius?

Does it reflect our personality, coming across as:

- ✓ Innovative, by sparking wonder and opening minds
- ✓ Agile, by driving to a point of view?
- ✓ Intuitive, by guiding to a deeper understanding?

Are you inspiring your writing with our brand principles and tactics?

- ✓ Is there an element of excitement or intrigue?
- ✓ Does it present a new way to think about a known topic?
- ✓ Does it suggest what's now possible for the reader?
- ✓ Is it confident and well-informed?
- ✓ Are sentences tight and punchy?
- ✓ Is there a bold POV?
- ✓ Is it simple but not simplistic?
- ✓ Does it avoid jargon and buzzwords?
- ✓ Does it feel like a modern technology company is speaking?

Messaging

Overview

Messaging refers to the ideas we use to inspire the copy we write, enabling us to reinforce the important concepts we want to associate with our brand in different ways that keep our audiences interested.

What it is

Intuition engineered is the ability to anticipate and act with human insight but at superhuman speed.

How it gets done

By consulting and collaborating with clients, we engineer intuitive operating models that are more predictive and responsive.

Who gets it done

We are business engineers, putting our technological expertise to work to modernize businesses and solve our clients' greatest challenges.

Why it's important

Because the enterprises we serve have global reach, the technologies we implement have impact far beyond our clients, their employees and their customers.

Brand message #1

What it is

Intuition engineered is the ability to anticipate and act with human insight but at superhuman speed.

We engineer that capability into our clients' organizations with our technology and expertise. That's how we support every modern business's ambition—relevance from quarter to quarter and generation to generation. We enable our clients to keep aware of customers' changing needs and ahead of competitors by engineering modern businesses to anticipate and act as if on intuition.

Concepts to amplify

- We give businesses the ability to anticipate and act with human insight but at superhuman speed.
- We support every modern business's ambition—relevance.
- We enable our clients to keep aware of customers' changing needs and ahead of competitors.

Brand message #2

How it gets done

By consulting and collaborating with clients, we engineer intuitive operating models that are more predictive and responsive.

With deep expertise in IoT, AI, software and cloud—combined with first-hand industry understanding and strategic technology partnerships—we partner closely with our clients to engineer perpetually relevant modern enterprises.

Concepts to amplify

- We create new operating models for our clients that are more agile and intuitive.
- We can engineer every aspect of your business—technology, processes and experiences—to anticipate customer expectations and act instantly.
- We leverage expertise in IoT, AI, software and cloud, first-hand industry understanding and strategic technology partnerships.
- We engineer perpetually relevant modern enterprises.

Brand message #3

Who gets it done

We are business engineers, putting our technological expertise to work to modernize businesses and solve our clients' greatest challenges.

We're an innovative, agile team, 300,000 strong—collaborating across the globe, bringing diverse perspectives informed by data, fueled by our combined expertise in the latest technologies. With integrity and passion, we relentlessly pursue the outcomes that best benefit our clients, their customers and the world.

Concepts to amplify

- We modernize businesses and solve our clients' greatest challenges.
- We bring diverse perspectives informed by data, fueled by our combined expertise in the latest technologies.
- We relentlessly pursue the outcomes that best benefit our clients, their customers and the world.

Brand message #4

Why it's important

Because the enterprises we serve have global reach, the technologies we implement have impact far beyond our clients, their employees and their customers.

That impact has the potential to improve everyday life—enhancing global health and welfare, protecting the environment and preparing generations for the future of work. That's why we enable our clients with intuition with intention—to help them speed the ways they serve the world with purpose.

Concepts to amplify

- We implement technologies that have impact far beyond our clients, their employees and customers.
- We work to improve everyday life—enhancing global health and welfare, protecting the environment and preparing generations for the future of work.
- We enable our clients with intuition with intention—to help them speed the ways they serve the world with purpose.

Bringing our messaging to life

Manifesto video script

This is the same script found earlier in the guide, so you can see how the brand messaging is working in those same lines, alongside the voice.

Intelligence is the foundation of any good business.
But if every good business has it, how do you stand out?
Luckily, there’s a tool to heighten your intelligence.
Build on it. Elevate it.
It’s called intuition.
Born from human instincts, some might see it as uncertain or anti-data. But in fact, it’s the ultimate demonstration of data-driven decision making.
When it’s enabled by technology,
Intuition stops feeling like a hunch, and starts looking like confidence.
The kind of confidence you get when you work with Cognizant.

The business engineers who help you
anticipate expectations and act instantly, as if on intuition.

The ones that help you employ IoT so you can sense changes in your customers and company.

Who crunch data using AI so you learn about trends before they’re trendy.

Who create software to help you act on your intuition, and deploy it in the cloud so you can convert it into products that produce results. Better and faster than your competition.

It’s how Cognizant enriches what you know with the know-how to get to the future first.

This is intuition. And we can engineer it.

Cognizant. Intuition engineered.

Who
What

How

How
How
Why
What Why
What

Bringing our messaging to life

These action-packed pieces of copy show our messages in action. In situations where our audience is getting to know and understand our new messaging, it's particularly important to explain the what.

We are business-savvy engineers who know how to modernize technology, optimize processes and reimagine experiences so you can anticipate customer expectations and act instantly. This is intuition. And we can engineer it.

Who
What

How

We can engineer every aspect of your business—technology, processes and experiences—to anticipate customer expectations and act instantly.

What
What

How

What

Putting our brand messages
into actioninto action

How to use “*intuition engineered*” to inspire
your writing—short
and long

1. Consider the biggest way to portray the impact of our work that is factual and accurate.
How can it support a promise as big as intuition engineered? That’s the main idea we should rally around. For example, could we say we’re helping to ensure the success and survival of a new sport?

2.Consider exactly what we’re delivering, mapping the components of our work to the definition of *intuition engineered*.

- a. Anticipate.** How does the work we’re doing help the client organization anticipate their customers’ (or employees’) changing needs? Or sense changing behaviors? Or stay aware of the latest trends in the marketplace?
For example, could we say the data repository we’re building is enabling us to **better understand** what our newest fans are looking for?
- a. Act.** How does our work help the client organization act quickly, even instantly? How is the company moving fast, serving people in ways they want, almost without “thinking”?
For example, could we say the website we redesigned **automatically serves different content personalized** for the eight different kinds of fans we’re attempting to attract?

Brand messaging checklist

Equating intuition with the business outcome

Are you equating “intuition” with the business outcome?

✔ Like this

We’re engineering utilities with AI to reduce man-hours and produce more power.

⊗ Not this

At Cognizant, we’re engineering utilities.
(No benefit—and it sounds abstract to engineer whole industries)

Our intuition fuels yours.
(Talking about intuition as an ingredient, not the end benefit)

Does the business outcome capture a monumental, epic promise?
Is it suggestive of a radical improvement to something existing?
Does the transformation impress you?

Greenhouses that know what to grow, as if on intuition.

Stopping an outbreak before it breaks out—as if on intuition.

Sense customer needs for banking that pays.

Banks that spot fraud in real time, as if on intuition.
(Not a big enough promise—already an everyday use of tech)

Cutting-edge AI and IoT for virology.
That’s intuition engineered.
(Romancing the technology without explaining the big benefit)

Banking engineered.
(No benefit mentioned, which makes it seems as if we’re engineering a whole industry; weakens trademark)

Or are you capturing a smaller benefit that is an everyday pain point for businesses, or a way to improve everyday life?

Automate time-sucking tasks for a more intuitive employee experience.

Our DevOps team makes back-end and front-end development more intuitive.
(About the scope of the engagement; no benefit mentioned)

Brand messaging checklist

Saying what we mean

Is your usage of “intuition” correct—as a metaphor for the business outcome and not gut instincts or a magical process?

Does it feel “off”, inappropriate, or dehumanizing? Avoid anything that feels too sacred to engineer—or that could become creepy when engineered.

Are you using “intuition” or “engineered” to say something that sounds clever, but that you don’t really mean?

✔ Like this

Cognizant AI and analytics make marketing more intuitive.

Finding a first-date outfit that fits perfectly without setting foot in a store. That’s intuition engineered.

✗ Not this

Bring the magic of intuition to your marketing.
(We want to emphasize the tech and data underpinnings of intuition, not the myths)

A first date, engineered.
(The outcome is too special—something we might not want to be engineered)

“Trends engineered”
(Is that what you really mean? Probably not)

“[Technology] engineered” constructs don’t work
(e.g., IoT is already engineered, so that’s a meaningless statement)

**In action: using our brand voice
and messaging together**

Copy examples

Here, our brand voice and messaging work together in some illustrative display ad copy.



Messaging

Who
What
How
Why

Illustrative

A truly modern business anticipates and acts instantaneously. As if on intuition. We build that ability into clients' companies with IoT, AI, software and cloud.

Sense the unseen
Anticipate every need
Act immediately

What if your business had intuition?

Now your business can anticipate and act with the insight and speed of intuition

Know before they do. Act before they can.

Anticipate what customers want and act on it instantaneously with the insight and speed of intuition

See how Cognizant can help your business get ahead. And stay ahead.

Voice

Drives to a point of view
Showing confidence and subject matter expertise with definitive statements.

Drives to a point of view
Writing that feels punchy

Sparks wonder and opens minds
Make it about them

Sparks wonder and opens minds
Sharing a surprising capability

Drives to a point of view
Showing confidence and subject matter expertise with definitive statements.

Writing that feels punchy

Sparks wonder and opens minds
Sharing a surprising capability

Sparks wonder and opens minds
Make it about them

Copy examples

Here, our brand voice and messaging work together in a :60 video script.

Messaging

Video script (not released)

Who

What

How

Why

370 kilometers per hour. 8G’s of pressure. 3 millimeters of protection.

On the track, you don’t react; you anticipate.

You don’t think, you act.

Trusting the one thing keeping you ahead: intuition.

Built over years of experience. Setbacks and triumphs.

It can sense what others can’t.

Now, the same intuition that keeps you ahead out here can be engineered into your business.

Empowering you to predict and respond instantaneously.

With AI, IoT, software and cloud, your business can anticipate changes and act on intuition, so you can see ahead.

Get ahead.

And stay ahead.

That’s intuition engineered.

Sparks wonder and opens minds

Appeals to the imagination and make readers want to know more

Drives to a point of view

Creates smart rhythm; Writing that feels punchy

Drives to a point of view

Uses word combinations that create smart rhythm

Sparks wonder and opens minds

Shares a surprising capability that technology now makes possible.

Drives to a point of view

Showing confidence and subject matter expertise with definitive statements.

Guides to a deeper way of understanding

Gets specific about insights and technologies

Drives to a point of view

Writing that feels punchy.

We're here to help!

Cognizant associates can find more resources at [Be.Cognizant](#). Or if you have questions, please contact [Brand Questions](#).

Outside Cognizant? Reach out to your Cognizant contact for more info.

Additional guidelines

Cognizant associates can download the following guides—and other templates, logos and assets—from [Brand Resources on Be.Cognizant](#).

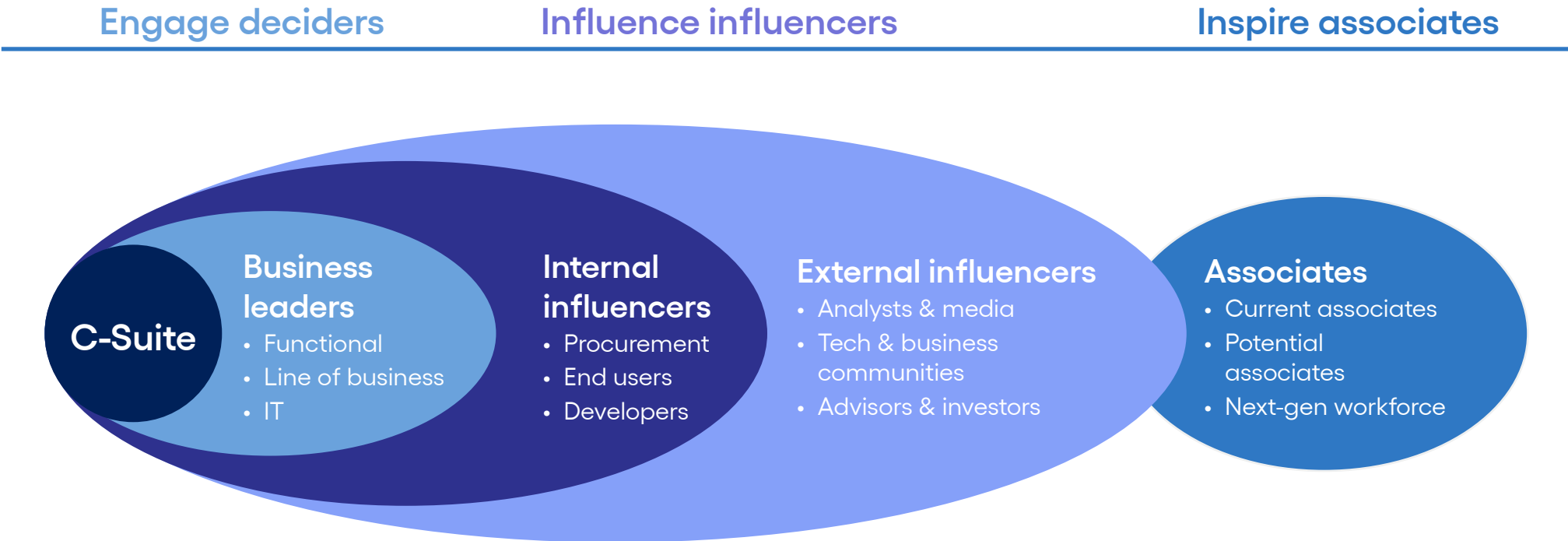
- Visual identity
- Unified writing style
- Cobranding and logo usage
- Naming and trademark

Appendix: audiences

The better we get to know them, the better our communications will be received.

Overview

We target a broad audience—business as well as technology leaders of Fortune 500 and Global 2000 companies, and the people who influence them.



When addressing broad audiences, communicate as if to clients or potential clients. If we successfully position ourselves for clients, that will make a good impression on our other audiences as well.

“How do I stay relevant in a quickly-changing world? It is about competitiveness, full stop.”

Deciders

Member of the C-suite at Fortune 500 and Global 2000 companies are well-informed, savvy leaders in their industries. Because of the size and success of their companies, transforming technology infrastructures can be daunting. They’re expected to remain competitive, relevant, and ahead of ever-changing customer wants and needs.

The importance of technology and “digital transformation” is a given—business outcomes are critical for our clients and prospects. The biggest gap CEOs feel is in understanding customer needs and preferences. They need to be able to anticipate those needs and act on them instantly. Their biggest challenge is how to get it done—that’s where we come in.

“I need to be more aware of my company, aware of the data I have, aware of the opportunities it represents for my business.”

Internal influencers

Procurement is often more focused on efficiencies and economies. It’s important to address how our solutions deliver valuable economic outcomes across every possible measure—both short and long term.

End users are going to be wondering how our solutions will make their jobs easier and their performance more productive, so we must address the intuitive, process-speeding aspects of our offerings.

Developers consider if and how we will work alongside them to address their challenges. It is essential to speak to our collaborative nature and ability to blend with client culture.

“I don’t own a crystal ball, but most of my clients think I do. I’m only successful as my last prediction.”

External influencers

Analysts, advisors, and investors. Their predictions and estimation of our achievements and long-term performance heavily influence prospective clients’ choices. They value hard numbers—business outcomes, performance improvements and cost reduction.

Technology and business communities. They carry buzz about our unique style of engagement and the outcomes we deliver. We should make them aware of the latest news in our industry to keep them “in the know.”

The media. We can’t control what they say, but knowing what’s newsworthy to them and providing easy-to-use information that highlights how what we’re doing is new and different helps encourage coverage. Accessibility, transparency and relevance are essential.

External sources our audience uses to inform their POV about a given technology or service	Technology industry analysts	17%	Technology print publications	11%
	Industry associations	14%	Social media	11%
	Industry conferences/ trade shows	13%	Peers	11%
	Technology information websites	12%	Industry websites.....	11%

It's not a cliché, I actually do want to 'improve everyday life' through my work. I'm excited to work on something so big.

Associates

People who are right for Cognizant share a common passion—engineering the future of business. They seek a higher purpose, and care deeply about contributing with measurable impact—for clients and their communities.

They thrive on collaboration and seek feedback to help them grow in their careers and deliver what our clients need.

“Intuition engineered” is a visionary objective for how technology should improve business—and Cognizant associates will have a hand in making that very tangible impact. It's work with true purpose—improving everyday life—as they engineer the future of business.

Our audience’s priorities

Driving innovation, business outcomes, managing new tech and improving customer experiences are leading priorities across segments.

	C-suite	Business decision makers	Technology decision makers
Business priorities	Improve our ability to innovate (59%)	Grow revenue (52%)	Improve our products/services (45%)
	Accelerate our response to business and market changes (57%)	Improve the experience of our customers (45%)	Improve the experience of our customers (45%)
	Improve our products/services (57%)	Improve our ability to innovate (44%)	Improve our ability to innovate (44%)
	Improve the experience of our employees (56%)	Better comply with regulations and requirements (38%)	Reduce costs (44%)
	Improve the experience of our customers (55%)	Increase influence and brand reach in the market (36%)	Grow revenue (42%)
Technology priorities	Fund technology-based initiatives based on business outcomes (61%)	Increase innovation (53%)	Acquire IT equipment with future re-use in mind (43%)
	Acquire IT equipment with future re-use in mind (59%)	Develop or acquire new skills (38%)	Improve the ability to manage new technologies (41%)
	Align IT performance metrics to business outcomes (57%)	Improve relationship with business partners outside of IT (36%)	Increase innovation (40%)
	Improve the ability to manage new technologies (56%)	Improve the ability to manage new technologies (35%)	Improve the ability to manage new technologies (35%)