



Brand guidelines: visual identity

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Overview

Our visual identity captures the idea of engineering intuition and translates it into a visual expression

Brand platform

Intuition engineered

This is our brand tagline and our 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.

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 often complex world of tech easy to understand—but also something our clients will get excited about. How? We help them see their business through a new lens. One that makes improving everyday life for their customers a very real possibility.

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.



Design principles

Our design resolves complexity

Intuition reveals valuable insights from seemingly disparate inputs. Similarly, our design system aligns intriguing visual elements to tell clear and compelling stories.

Dimension

Our identity has depth. Combined, our shapes, color, photography and type evoke an idea forming and moving from the mind's depths to the surface.

Consider all designs three-dimensional with different elements existing on different planes.



Perspective

Our identity moves. Even in 2D, our brand shapes feel like objects with depth and motion, representing how we see problems from many angles.

Use them to create a sense of rhythm and drama in the design.



Clarity

Our identity simplifies. In a moment of intuition, suddenly everything becomes clear.

Capture this same “aha!” moment by stripping away unnecessary elements and directing attention to what’s most important.



Design elements

The building blocks of our design language

Logo



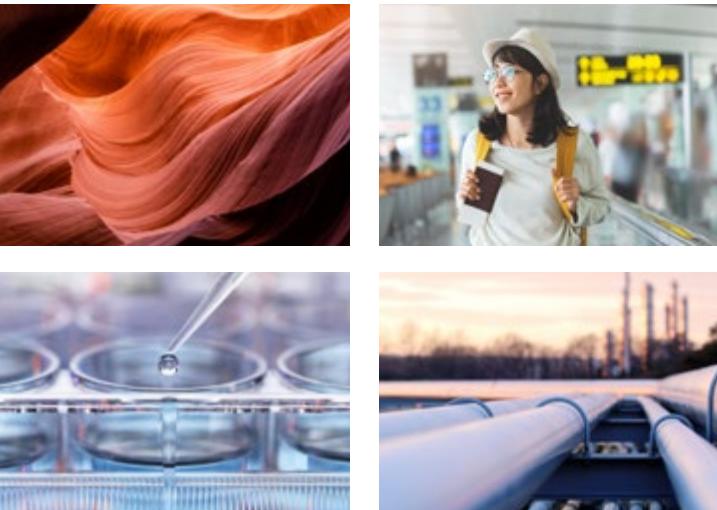
Typography

Gellix Semibold
Gellix Regular
Gellix Light
Arial

Color palette



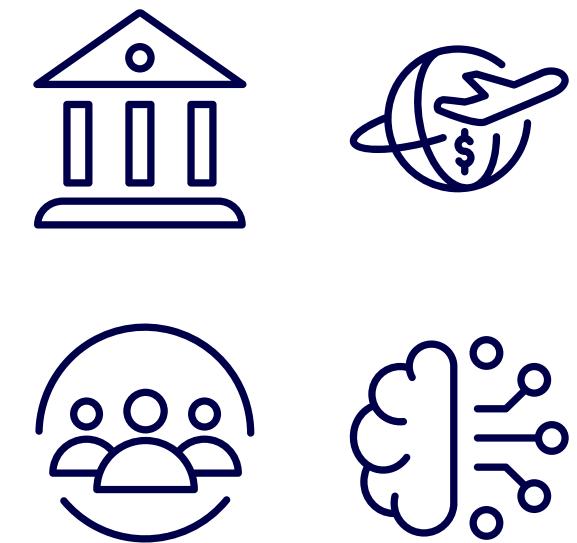
Photography



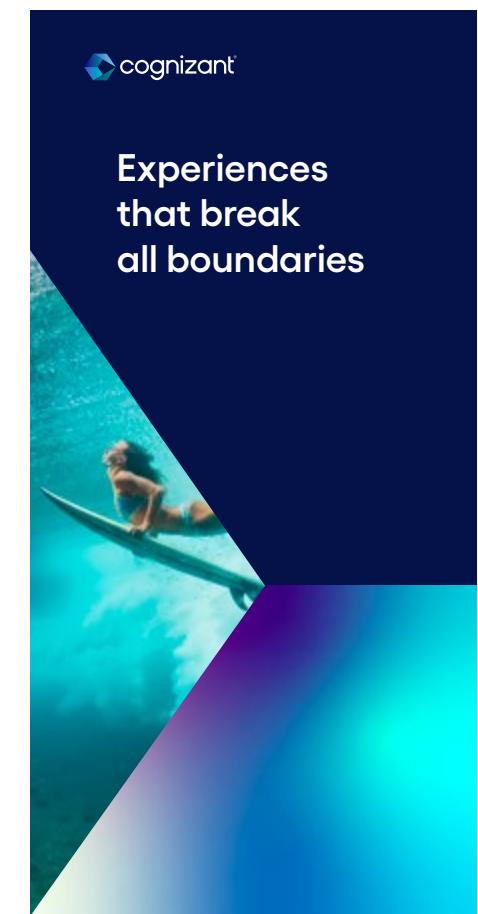
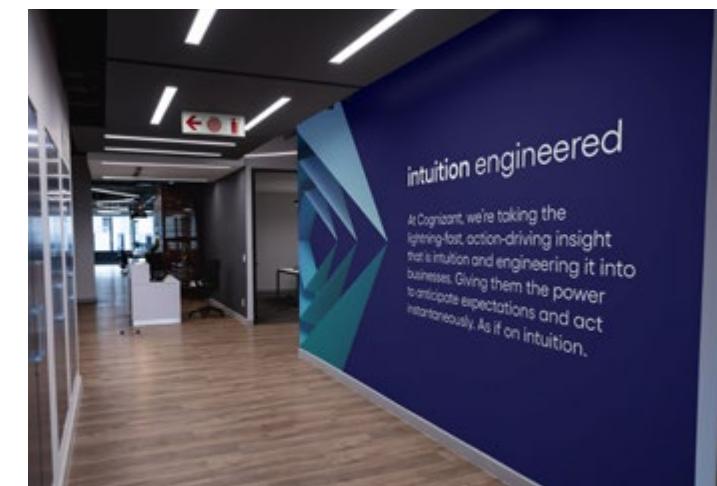
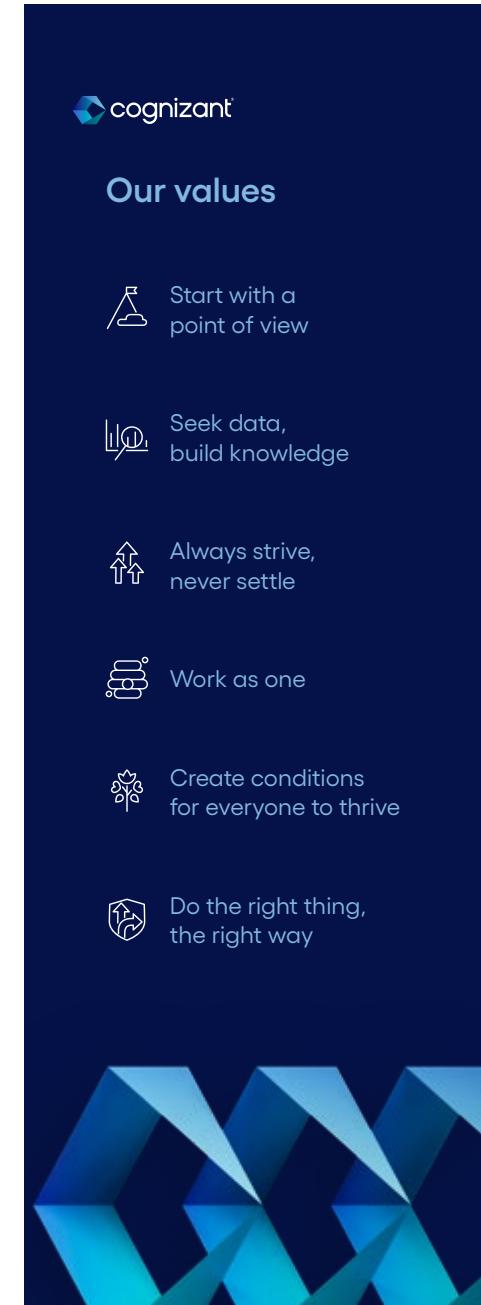
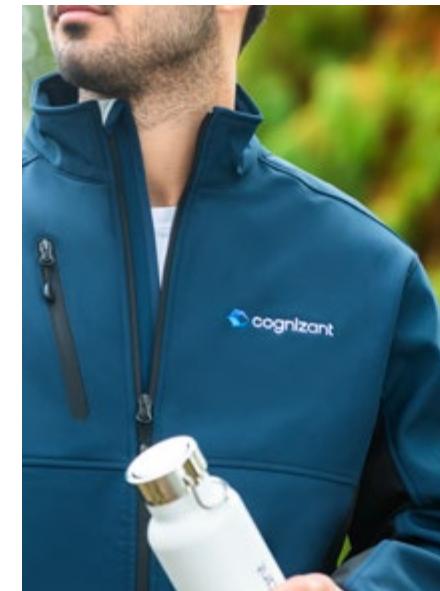
Graphic shapes



Iconography



Our brand in action



Logo

Our logo is designed to capture attention and differentiate us

Our brand symbol is a three-dimensional cube that represents our ability as a technology partner to view complex problems from various angles and deliver effective solutions. The perfect circles in our wordmark's letters convey warmth and humanity that are integral to intuition. All lowercase, the wordmark reminds you that "cognizant" is a real word that means awareness and understanding.

Things to keep in mind

- Whenever possible, use the full-color horizontal logo, shown here
- Don't modify the logo
- Respect the logo's clear space
- Don't create your own logos

For information about our logo in production, please see the Promotional Usage and Print guidelines in [Brand Resources on Be.Cognizant](#).

About the registration mark:

- We always use the ® unless the logo is so small it would be unreadable or so big that it looks too prominent. Note: for simplicity, the ® has been removed from some logo examples throughout this document.
- Versions without ® will have file names that don't include "_r."



Note:

Whenever a third party is using our logo, that use should be approved in advance by the Brand team. Just submit to [Brand Questions](#) with details.

Logo with tagline lockup

Our primary logo can also be locked up with our tagline

We use the logo with tagline lockup in our highest forms of brand expression. The tagline lockup presents a cohesive visual representation of our brand and positioning. Use it where possible, but without over-using intuition engineered.

Use the logo **with** tagline for:

- Brand level advertising, including in bumpers for broadcast spots
- Event environments and stadium presence
- Internal newsletters
- Client/prospect event invitations (except for specific audiences such as investor relations)

Use the logo **without** the tagline for:

- Small spaces where the tagline would be hard to read (e.g., website headers, promotional materials, clothing)
- When representing the corporation/legal entity in letterhead, exterior signage, etc. (Imagine a cease and desist letter with a tagline.)

Primary logo with tagline



Standalone tagline

For emphasis, our tagline can be used separately from our logo

Occasionally our tagline can be used as a standalone element in a layout. Take care to reserve this for key brand moments where our logo is already prominently featured.

How to style

- Use “intuition” in lowercase, Gellix Semibold. Use “engineered” in lowercase Gellix Regular. The ® is used in superscript.
- When stacking, keep the two lines tight together with minimal spacing.

Where to use

- As with all layouts, the Cognizant logo should also be used, and not just the tagline as a standalone element.
- Follow the [guidance for the logo with tagline lockup](#) to determine if the tagline is appropriate for your communication.
- Don’t use the standalone logo on the same page as the logo with tagline lockup.

Styling - horizontal

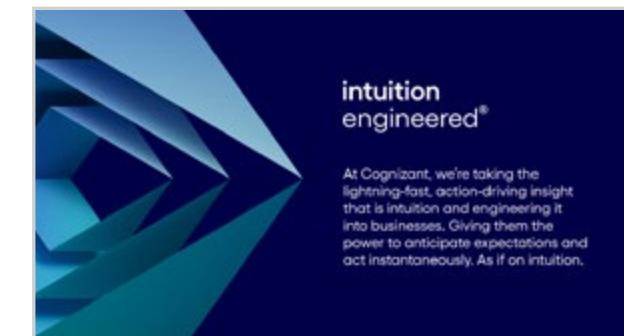
intuition engineered®

In-use examples



Styling - stacked

**intuition
engineered®**



Incorrect usage



Do not place this tagline artwork close to our logo (which would create a new lockup).



Don’t use just “intuition” or “engineered” stylized. Use together as a phrase.

This is **intuition
engineered® in action**

Variations

Our secondary logo stacks elements vertically to save space

But it's called "secondary" for a reason—whenever possible, use the primary (horizontal) logo. Use this secondary logo only when there isn't enough width to use the primary logo.

Secondary logo



Secondary logo with tagline



Color options

Logo color options improve visibility across a range of backgrounds

The full color logo should be used in almost all circumstances. Using one-color logos should be rare because the full-color logo is our best representation. If our full-color logo in positive or reverse is hard to read on images or gradients, try to manipulate that area to best showcase our full color logo.

Examples of appropriate one-color logo uses include: signage, embroidery, single-color printing, engraving or etching.

Use positive logos on white or light-colored backgrounds and reverse logos on midnight blue or dark-colored backgrounds. In every case, when selecting a version, make sure there is sufficient contrast between the logo and the background color.

This guidance applies to the secondary logos and tagline lockups as well.

Full color positive logo



Use this in most applications.

Full color reverse logo



Use this version when you need to place the logo on a background other than white, e.g., midnight blue or dark colored background.

One color positive logo



Use on light backgrounds when technical limitations prohibit using full color.

One color reverse logo



Use on dark backgrounds when technical limitations prohibit using full color.

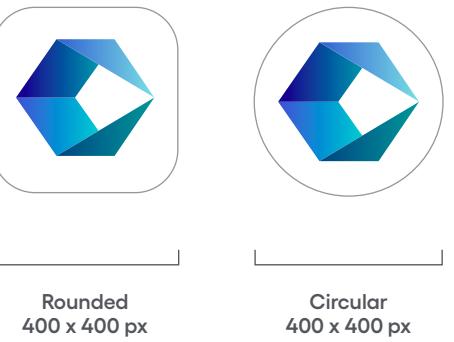
Special uses

The avatar and favicon are the only stand-alone uses of the brand symbol

Avatar

Only use the avatar version of our logo in select digital circumstances, like apps and social media.

Avatar



Favicon

Favicons are the tiny images in a web browser tab (usually 32 x 32 pixels); this is the only place they're used.

Embroidery special use

For embroidery applications, we created a two-color and a five-color version of the logo. See the Promotional Items guidelines on [Be.Cognizant](#) for more information. These are not to be used outside of embroidery.

Favicon



Clear space and minimum size

The logo looks best when there's clear space around it

We don't want anything to compete for attention with the logo. Use as much space as possible, but at a minimum, use the height of the "z" in "cognizant."

The minimum size is based on the width of each logo configuration.

Clear space



Minimum size



Screen: 66 px / 132 pt.
Print: 17.46 mm / .6875 in.



Screen: 66 px / 132 pt.
Print: 17.46 mm / .6875 in.



Screen: 72 px / 144 pt.
Print: 19.05 mm / .75 in.



Screen: 66 px / 132 pt.
Print: 17.46 mm / .6875 in.

Logo placement

Always in the corner, never centered

Print

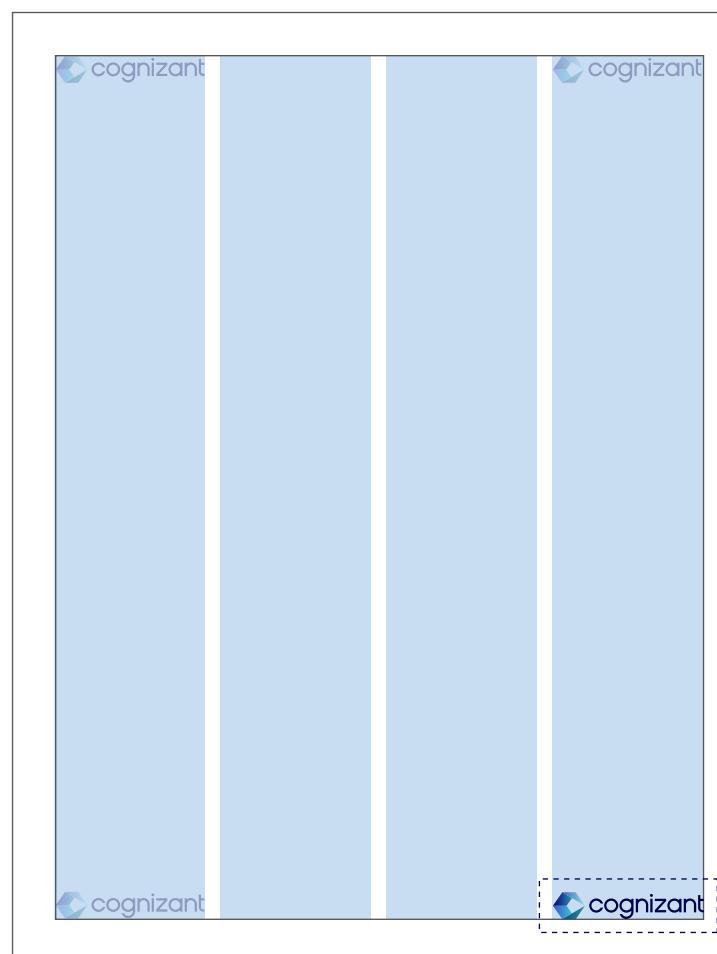
In print, when possible, place the logo in the lower right corner of the page. If you place the logo in a different corner, be consistent throughout the communication.

Digital

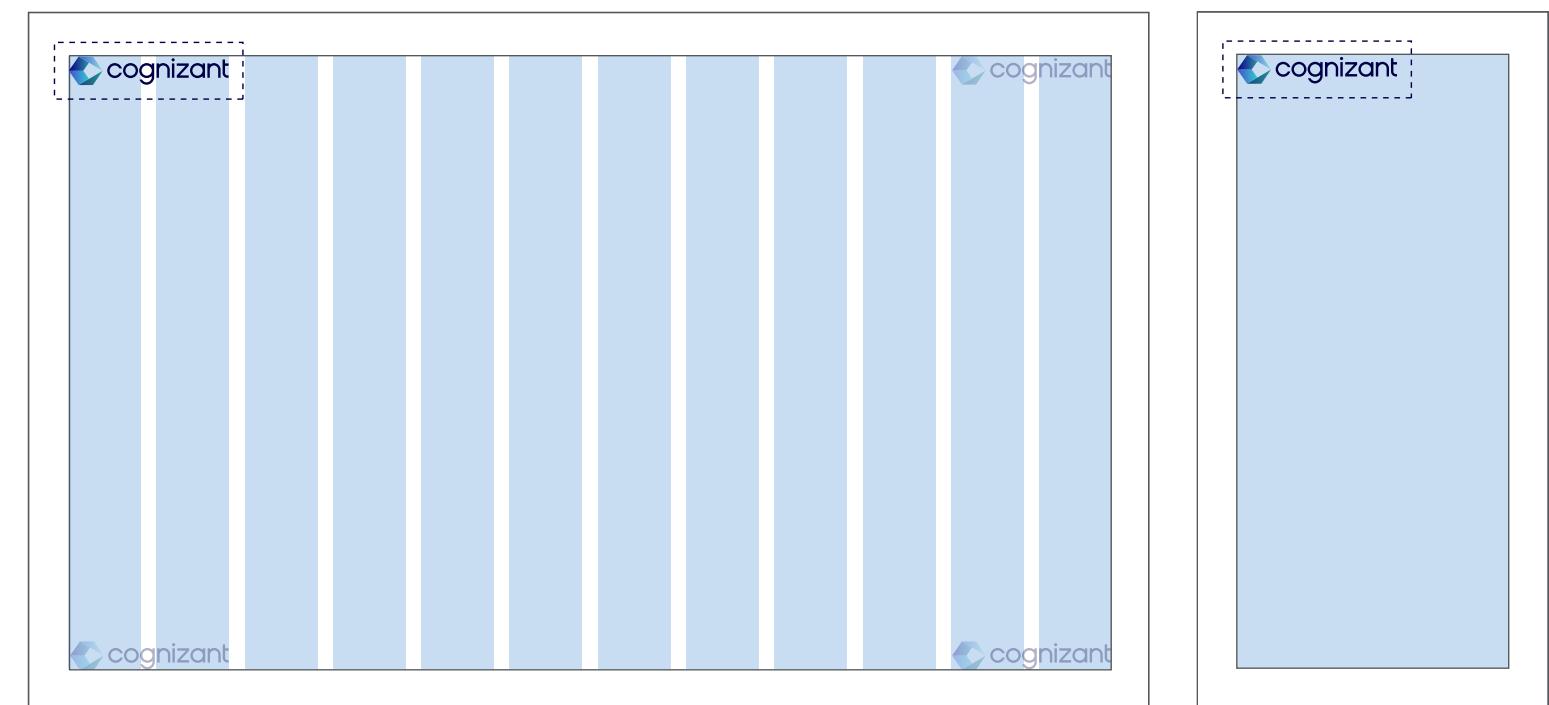
On digital applications including banners, apps and websites, place the logo in the top left whenever possible. If you need to place the logo in a different corner, be consistent throughout your communication. On presentations, the logo should go in the bottom right.

Note: The dashed line represents the clear space surrounding the logo.

Logo placement



Documents (print, digital PDF, etc.)



Web/Presentations

Digital

Incorrect logo usage



Don't scale the logo elements.



Don't use the brand symbol or wordmark independently.



Don't warp, skew or stretch the logo.



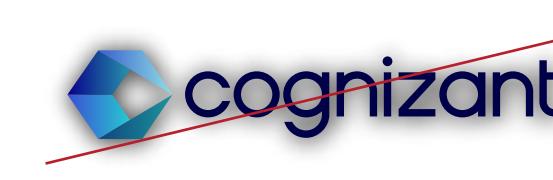
Don't re-color the brand symbol or wordmark.



Don't reconfigure or reposition the elements.



Don't outline the brand symbol or wordmark.



Don't add any additional elements to the logo including drop shadows.



Don't use logo with other shapes or symbols.



Don't use brand symbol on its own.



Don't create a gray-scale version of the logo.



Don't rotate the logo.



Don't place the logo against a backdrop with insufficient contrast or busy textures and images.



Don't use logo symbol with other text.



Don't use logo with other text.



Don't change the font of the wordmark.



Don't use the logo within copy as a replacement for the word Cognizant

Logo file naming

A variety of logo files mean you'll always have what you need

Access all the logo files on the [Brand Resources page on Be.Cognizant](#) section or reach out to your Cognizant partner for access.

File formats

There are a variety of file formats available to fit most requirements. Use the guide below to determine which is best for your needs.

- AI (vector): High-quality reproduction used for offset printing, digital printing, and special applications
- EPS (vector): Encapsulated PostScript. High-quality reproduction used for PostScript printers and imagesetters
- PNG (raster): High-quality, low-compression with transparency support; best used for everyday office use in PowerPoint, Word, etc. Also can be used for web or digital applications.
- SVG (vector): High-quality reproduction used for web or digital applications

Nomenclature

Our brand:
Cognizant



Tagline:
sm_tgln = small tagline
tgln = tagline



Trademark:
r = with trademark



Color format:
pos = full color positive
rev = reverse
midnight_blue = solid midnight blue
white = solid white



File format:
.eps
.jpg
.png



cog_prim_lg_sm_tgln_hrz_r_rgb_pos_2022.eps

Asset type:
prim_lg = primary logo
sec_lg = secondary



Orientation:
hrz = horizontal
vrt = vertical



Color model:
rgb = RGB
CMYK = CMYK



Year:
Year published



Color

Our rich color palette captures the concept of intuition

Human intuition is formed when the mind brings together millions of data points to form a singular new idea. It's a powerful process, but it's not linear or precise. Our color palettes reflect this. Each gradient is composed of multiple colors inspired by the brand symbol. This creates technical intrigue, but also depth, movement and an overall organic feel. Just like intuition.

Things to keep in mind

Align photography, shape illustration and type to a single color group—don't use all three colors in a single layout.

- Use gradients whenever contrast and format allow.
- Don't create new shades of the solid colors.
- Always use enough contrast between text and background colors, and use color pairings that reflect our gradients.
- Use the gradients to inform image and illustration coloring.

Color group 1

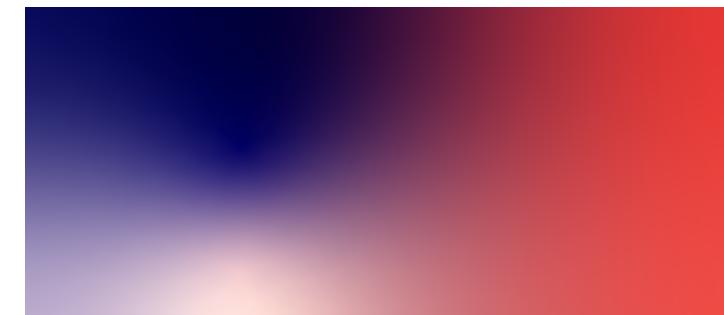


Application modernization

Tuning your business for performance and innovation

Applications underpin the way modern businesses run. And because keeping pace with customers and competitors is a constant activity, keeping applications modernized is a continuous, constantly evolving process.

Color group 2

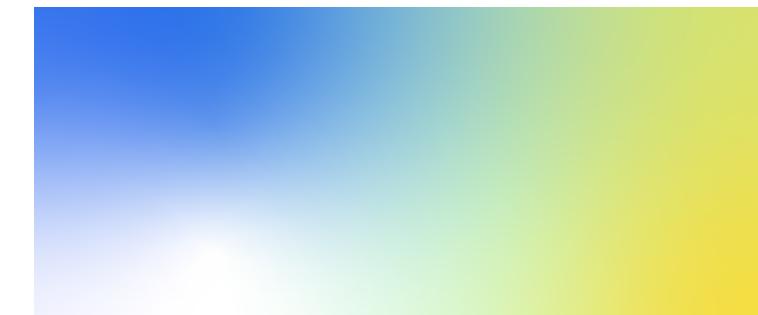


Application modernization

Tuning your business for performance and innovation

Applications underpin the way modern businesses run. And because keeping pace with customers and competitors is a constant activity, keeping applications modernized is a continuous, constantly evolving process.

Color group 3



Application modernization

Tuning your business for performance and innovation

Applications underpin the way modern businesses run. And because keeping pace with customers and competitors is a constant activity, keeping applications modernized is a continuous, constantly evolving process.

Gradients

Use gradients in shapes, as the foundation of your design

Mesh gradients

Gradient 1 is our primary gradient, built directly from the colors in our brand symbol. Use it for most hero applications and marquee moments such as covers, landing pages and presentations.

Gradients 2 and 3 provide darker and warmer options. They help differentiate our communications and campaigns.

Mesh gradient usage

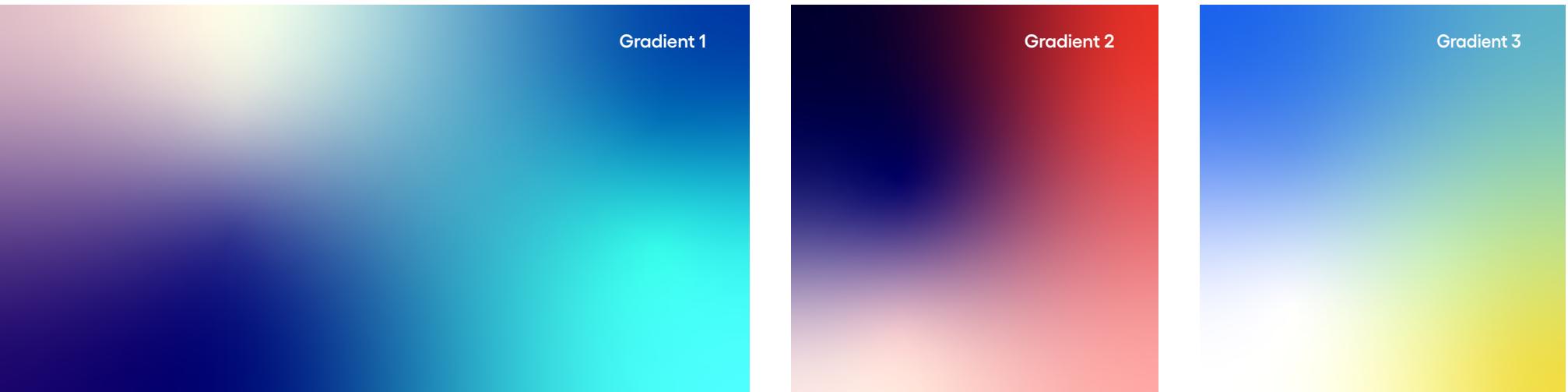
- Don't create your own mesh gradients; always use the templates.
- Across our communications, gradient 1 should be used approximately 50% of the time with the other gradients playing a supporting role, approximately 25% of the time.
- In general, we don't want to mix the gradients in a single communication/screen. In a longer form (multi-page publication, PPT presentation, etc.) the gradients could all be used, taking care to avoid chaos.

Linear gradients

These work well in small shapes and design elements such as accent bars and dividers. In digital applications, you can use the linear gradient as a solid fill or an outline. Linear gradients follow a 35° angle.

Access all color files on the [Brand Resource page on Be.Cognizant](#) or reach out to your Cognizant contact, if external.

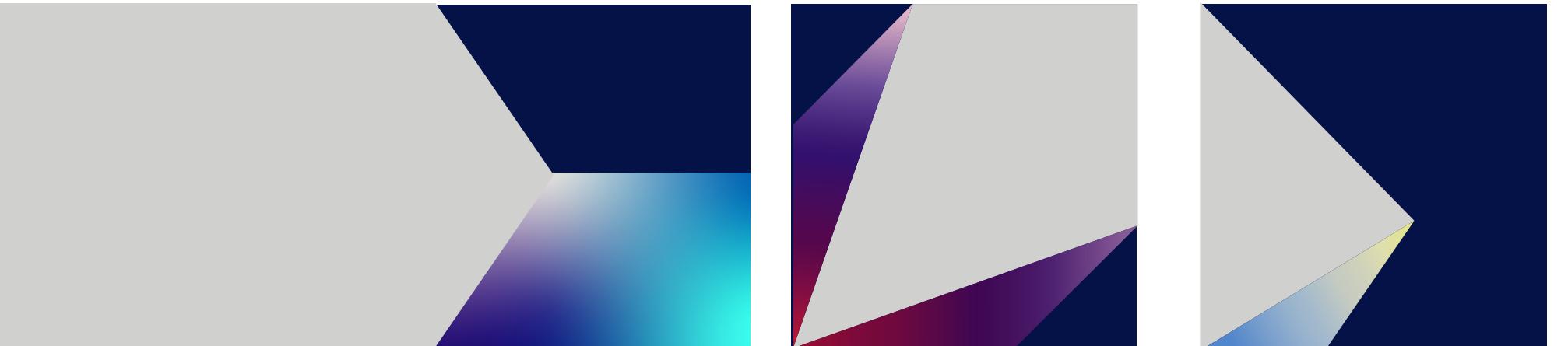
Mesh gradients



Linear gradients



Examples



Solid colors

Solid colors are inspired by our gradients

Solid colors play a supporting role. They're used in copy, to hold text, and in charts, graphs and iconography.

Base colors

Our midnight blue—deep, rich, mysterious and lit from within—helps to differentiate Cognizant as a foundational color. Use white and midnight blue for high contrast solid color backgrounds and most text (instead of using black). These colors ground the gradients as well as all other accent colors.

Accent colors

Inspired by the three gradients, these colors are helpful for secondary headlines, lines, and graphic elements. Avoid using accent colors as primary headlines, where possible.

Neutral colors

Gray shades can be used for tertiary information such as footnotes or as backgrounds for charts and graphs.

Highlight colors

Use these sparingly to highlight details in charts and graphs. Red complements the plum color. Yellow complements the blue color. Teal can also be used as general highlight color.

Base colors



White
C0 M0 Y0 K0
R 255 G 255 B 255
#FFFFFF



Midnight blue
Pantone 281 C
C100 M78 Y0 K57
R 0 G 0 B 72
#000048

Accent colors



Dark plum
Pantone Violet C
C92 M86 Y0 K2
R 46 G 48 B 142
#2E308E



Dark blue
Pantone 2726 C
C89 M40 Y0 K0
R 47 G 120 B 196
#2F78C4



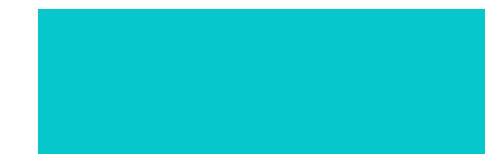
Dark teal
Pantone 2221 C
C85 M36 Y30 K3
R 5 G 129 B 155
#05819B



Medium plum
Pantone 2665 C
C63 M54 Y0 K0
R 115 G 115 B 216
#7373D8



Medium blue
Pantone 2718 C
C61 M24 Y0 K0
R 106 G 162 B 220
#6AA2DC



Medium teal
Pantone 3262 C
C80 M0 Y30 K0
R 6 G 199 B 204
#06C7CC



Light plum
Pantone 2715 C
C50 M34 Y0 K0
R 133 G 160 B 249
#85A0F9



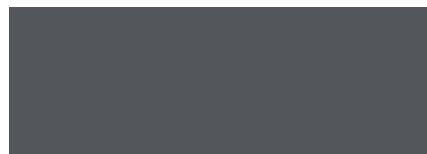
Light blue
Pantone 278 C
C45 M13 Y0 K0
R 146 G 187 B 230
#92BBE6



Light teal
Pantone 319 C
C60 M0 Y16 K0
R 38 G 239 B 233
#26EFE9

Tints of 70% and 30% can be used in charts/graphs.

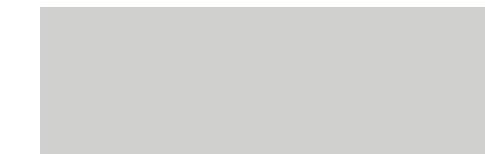
Neutral colors



Dark gray
Cool gray 11 C
C63 M52 Y44 K33
R 83 G 86 B 90
#53565A



Medium gray
Cool gray 7 C
C38 M29 Y24 K5
R 151 G 153 B 155
#97999B



Light gray
Cool gray 2 C
C14 M10 Y8 K0
R 208 G 208 B 206
#D0D0CE

Highlight colors



Highlight red
C10 M97 Y93 K8
R 184 G 31 B 45
#B81F2D



Highlight yellow
C7 M14 Y99 K0
R 233 G 199 B 29
#E9C71D

In January 2024, the labels and definitions of the teals were updated to improve accessibility.

Accessible color combinations

Use contrasting colors for readability

While we try to avoid using colored background shapes to highlight text, some situations require combining colors on solid backgrounds. Keep legibility and design intent in mind by following this pairing guidance.

Midnight blue and white provide the best backgrounds for holding text of any color—especially in digital.

Many of the accent colors work on a midnight background, and several work on white backgrounds.

Avoid a carnival of colors—don't combine colors from multiple groups in the same screen/page.

Combinations for white backgrounds or text

Midnight blue
Dark teal
Dark blue
Dark plum
Medium plum*

Neutral dark gray

Highlight red

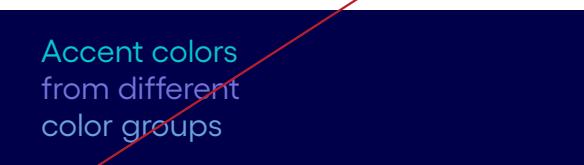
Combinations for midnight blue backgrounds or text

White
Dark teal*
Medium teal
Light teal
Medium plum
Light plum
Medium blue
Light blue
Dark blue*

Neutral medium gray
Neutral light gray

Highlight yellow

Do not combine



* Use dark teal, medium plum and dark blue text only when larger than 19px/14pt for bold text; 24px/18pt for regular

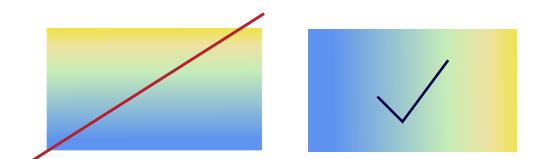
Incorrect color usage



Don't use accent colors for a marquee headline.



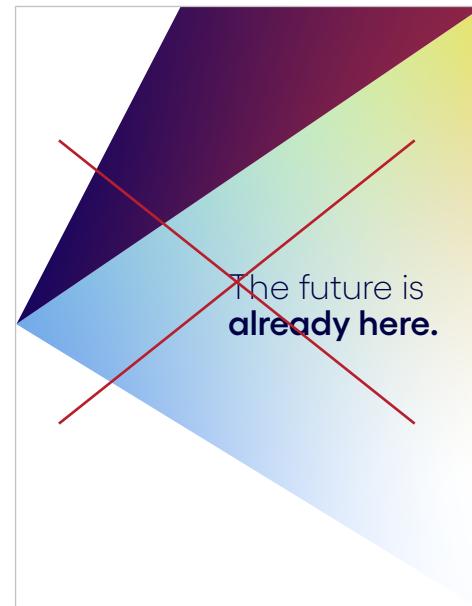
Don't change the linear gradient angle.



Don't use highlight colors for headlines.



Don't use solid accent colors in shapes.



Don't combine multiple gradients in a layout.



New value from new technologies
Modern businesses are seizing new opportunities driven by new technologies and reshaping avenues for growth.

Typography

Our typography embodies both engineering and humanity

Gellix is our brand font

Gellix (pronounced “gell-licks”) balances the precision of technology with approachable and round characters.

It is a mono-linear geometrical sans-serif font family designed by Martin Vácha, who was inspired by Paul Renner’s first sketch of Futura.

Arial is our everyday font

Few non-Cognizant computers will have Gellix installed. So, when designing in desktop applications like Microsoft Word, Excel or PowerPoint, choose Arial so everyone can view and edit text.

Localized fonts

For Japanese and Chinese language, the appropriate fonts are:

Japanese: [UD Shin Go](#) (brand font) and [MS Gothic](#) (everyday font)

Chinese: [PingFang](#) (brand font) and [Microsoft Yahei](#) (everyday font)

Brand font

Gellix

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
!@#\$%^&*()

Everyday font

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
!@#\$%^&*()

Typography usage

Text treatments should ease readability and make our copy approachable

Typography and font settings are important for maintaining a consistent look and feel and keeping people focused on our message.

Alignment

Type should be flush left whenever possible or centered when it works better with a specific layout. It should be never flush right or justified.

Case

Always use sentence case in headlines and labels. Avoid all caps because it looks like shouting and feels aggressive. Avoid title case because it doesn't reflect a modern brand.

Color

For both print and digital, use midnight blue for headlines and body copy. For subheads, use the dark version of the accent color that aligns to the color group you're using.

Call-outs

Even when emphasizing text, maintain consistent color, size and style in title, subhead and body copy typography. Mixing different typographic colors, sizes or styles (light, regular or bold) is distracting, so stick to using only one element of the text to vary for emphasis.

Gellix font hierarchy

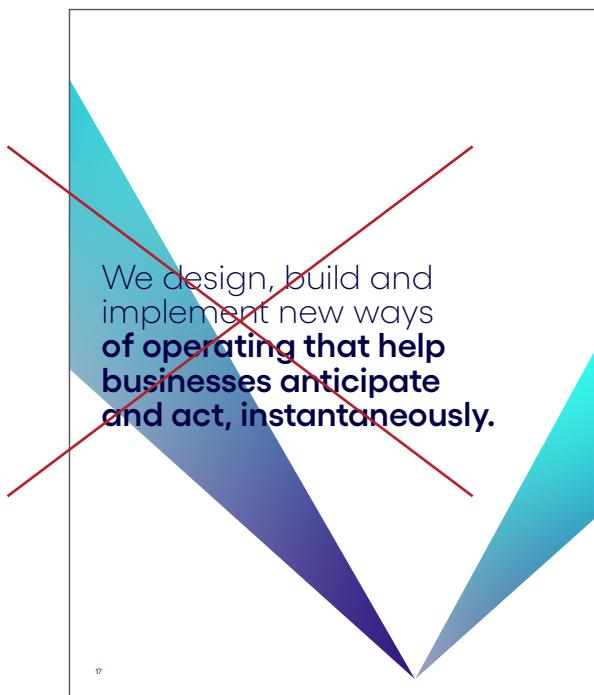
Gellix Semibold for titles

Gellix Light for subtitles

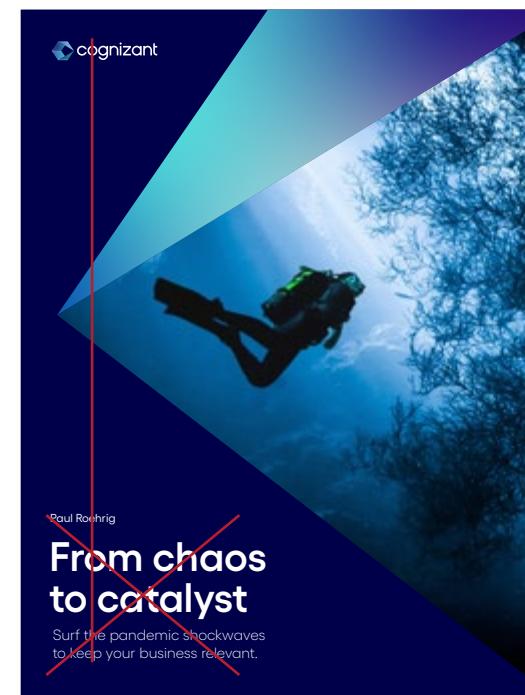
Gellix Regular for body copy.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Incorrect typography usage

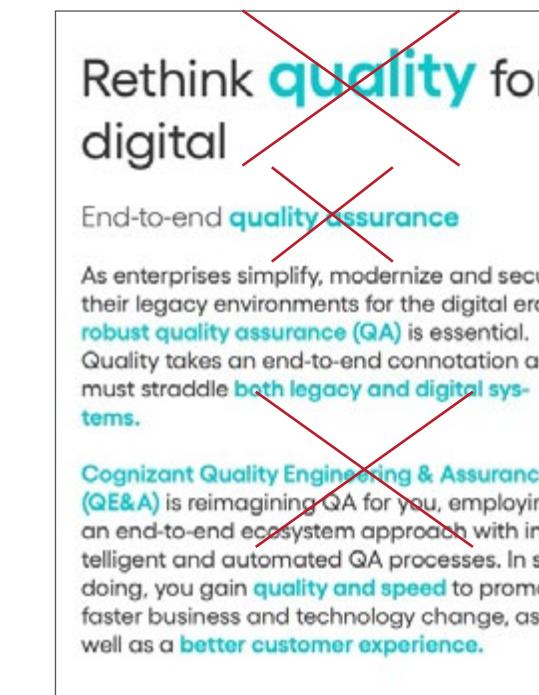


We design, build and implement new ways of operating that help businesses anticipate and act, instantaneously.



From chaos
to catalyst

Surf the pandemic shockwaves
to keep your business relevant.



Rethink **quality** for
digital

End-to-end **quality assurance**

As enterprises simplify, modernize and secure their legacy environments for the digital era, **robust quality assurance (QA)** is essential. Quality takes an end-to-end connotation and must straddle **both legacy and digital systems**.

Cognizant Quality Engineering & Assurance (QE&A) is reimagining QA for you, employing an end-to-end ecosystem approach with intelligent and automated QA processes. In so doing, you gain **quality and speed** to promote faster business and technology change, as well as a **better customer experience**.



Healthcare

**Digital Solutions
To Advance
Your Business**

Strategic Implementation

BUT I MUST EXPLAIN to you how all this mistaken idea of reprobating pleasure and extolling pain arose. To do so, I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself. But I must explain to you how all this mistaken idea of reprobating pleasure and extolling pain arises.



**Tomorrow's heroes
imagine a better world.**

At Cognizant, we help
them engineer it.

**Sensing the
world unseen.**

Environmental

But I must explain to you how all this mistaken idea of reprobating pleasure and extolling pain arose. To do so, I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself.

Social

But I must explain to you how all this mistaken idea of reprobating pleasure and extolling pain arose. To do so, I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness.

Governance

But I must explain to you how all this mistaken idea of reprobating pleasure and extolling pain arose. To do so, I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness.

Don't overlap the typography and design elements. The shapes are intended to hold text or images.

When space allows, don't align typography with the brand symbol (instead you should align just to the wordmark).

Don't highlight or emphasize too many words per sentence or paragraph. Don't use multiple colors and sizes in the same paragraph. Keeping formatting consistent improves legibility.

Don't use title case in headlines or subheads; don't use all caps.

Don't use the same headline treatment twice in a layout.

Photography

Cognizant photos encourage curiosity

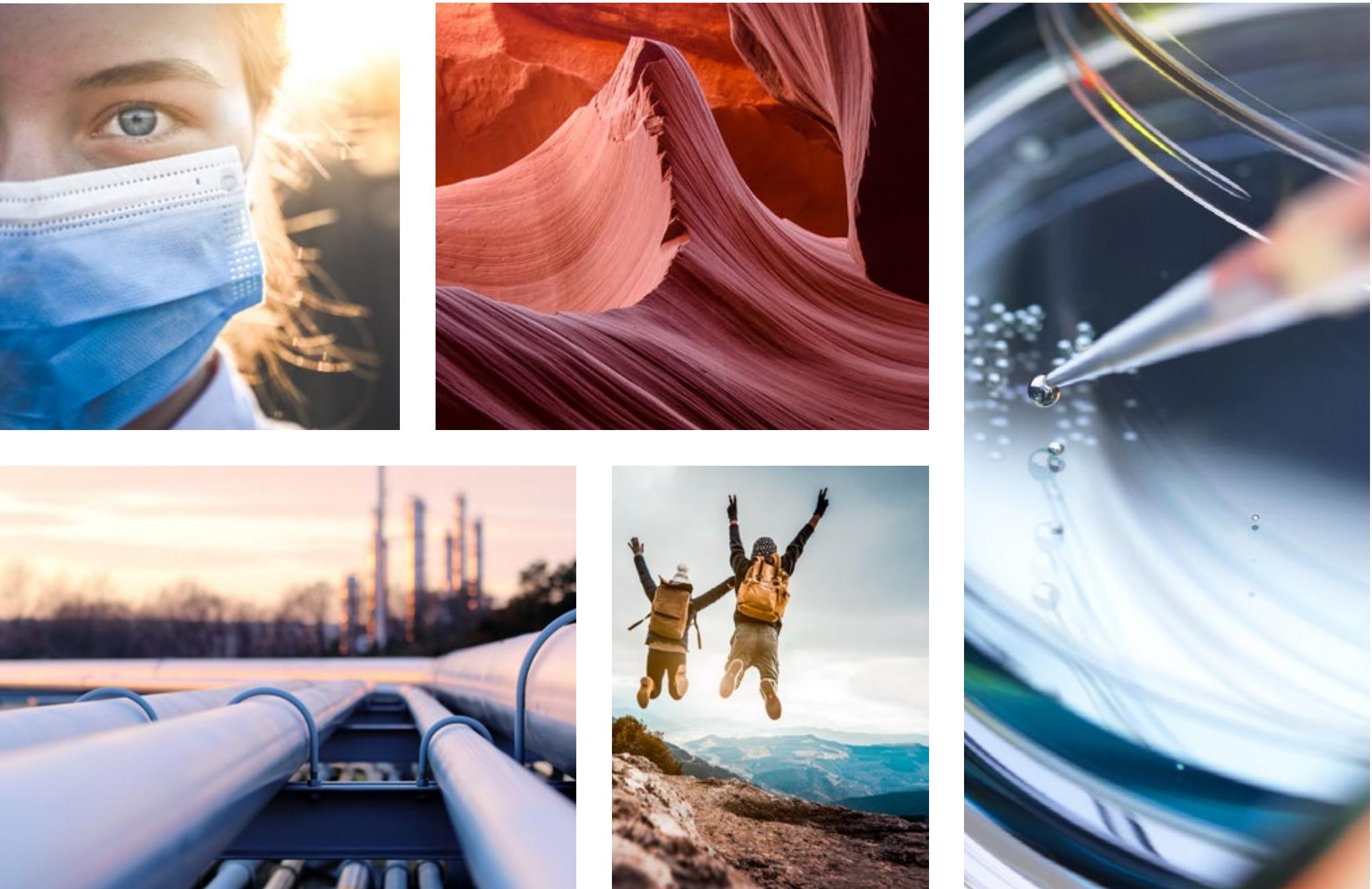
An individual image can tell a story. A whole family of images can elevate a brand. We use photography to invite viewers into a conversation.

To do this, we use photos that have a natural feel while taking a strong point of view—be it broad perspectives or close-up moments.

Because Cognizant engineers technology to improve everyday life, our best images focus more on life than technology alone.

Things to keep in mind

- Don't be overly literal
- Use the three gradients to inspire color choices
- Favor unposed pictures of people
- Don't choose or create heavily manipulated images



[Photography style](#)

Five principles guide how we select imagery that encourages conversation

1. Content

Complete—don't repeat—the story

An image should enhance meaning by telling part of a story, making the viewer see the topic in a new way or by capturing the overall mood.



2. Character

Photos should feel authentic and real

Subjects and situations should be grounded in reality, even if they're staged.



3. Composition

Take a strong point of view

The overall composition should be sophisticated and striking, drawing the viewer's eye to what's most important while also setting context.



4. Color

Use rich, gradient-inspired imagery

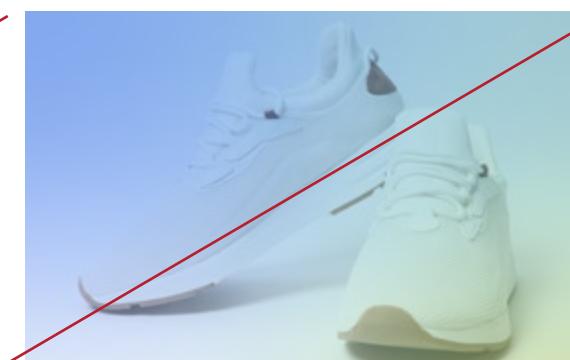
Select photos that already embody specific coloration without adding color shading/wash.



5. Context

Consider where images appear

Always look a few steps ahead to ensure imagery fits into its environment and stands out from the competition.



Content

Photos should expand on ideas, not just stand in for them

We're a technology company, but the impact of what we do is uniquely human. Our images should reflect that.

Explore new ways to represent common concepts. Show unexpected small details. Step back and take in the whole scene. Often the least obvious photo is the most engaging.

- ✓ Intrigue by showing the bigger picture



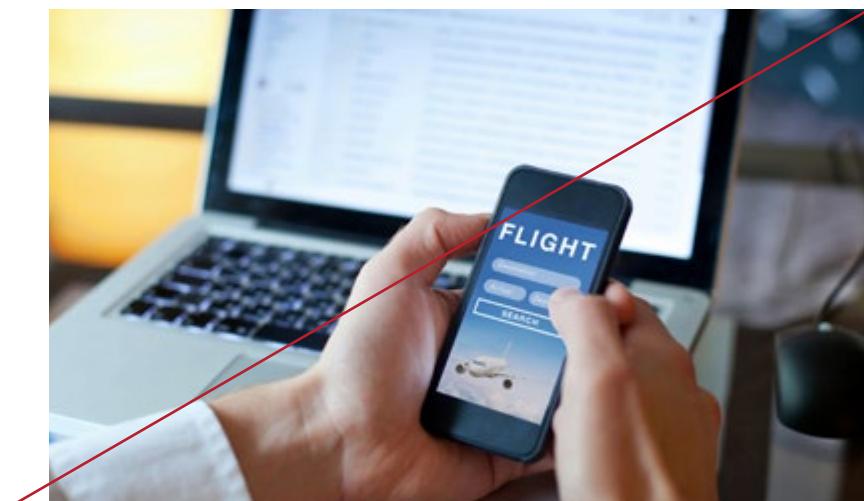
- ✗ Don't focus just on process



- ✓ Show what technology enables



- ✗ Don't focus on the technology itself



Content

Reflect the world

Our work impacts people around the globe. So, our imagery should reflect a wide variety of people, cultures and countries.

That said, every individual image doesn't need to show every aspect of a diverse experience. When looking at your communication as a whole or across a variety of audience experiences, take care to avoid a homogeneous point of view.

✓ Different types of relationships



✓ Diverse physical abilities



✓ Varied cultures and ethnicities



✓ Many geographies



Content

Avoid clichés

Since we don't want to look and sound like everyone else, we should avoid clip art and obvious images that, again, don't tell us any more than the headline.

✗ Strategy



✗ Partnership



✗ Cloud



✗ Digital



Content

Be true to life

While most of the photography we use is stock, that doesn't mean it needs to feel posed. And even a staged photograph should feel realistic and authentic.

- ✓ Reflect honest situations and locations



- ✗ Avoid overly staged and unnatural scenes



- ✓ Use overlays sparingly to show unseen experiences



- ✗ Don't use gratuitous overlays with icons and text



Composition

Select striking images

Cognizant images have a strong focus and point of view. Each element is placed within the frame with intention and never feels cluttered. The best ones feel like a still from a great movie.

- ✓ Pull viewers into the story



- ✓ Create drama



- ✓ Focus on what's important



- ✓ Provide a sense of rhythm

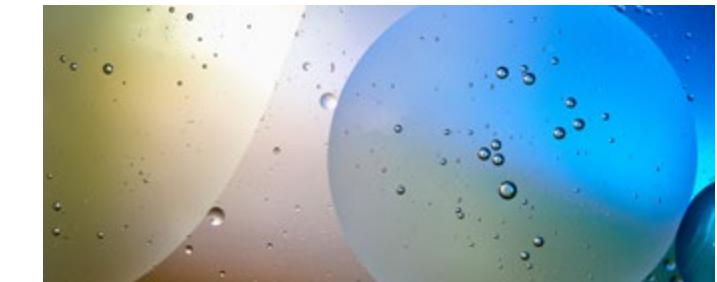
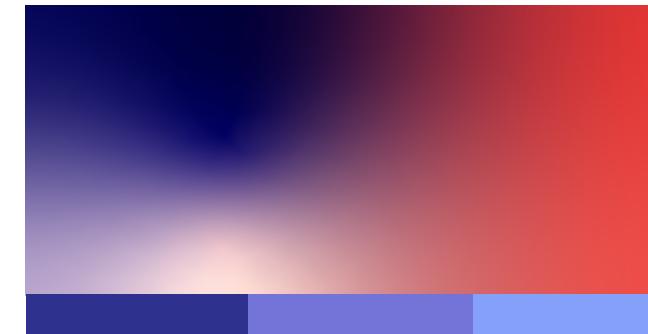


Color

Align image tone to one of our three gradients

Cognizant images echo the depth, dynamism and actual coloration of other brand elements.

Some images may feature natural splashes of on-brand color. Others may have an overall color tone. Don't try to manufacture the color through overlays or heavy color manipulation. Never use monochrome or duotone photos.

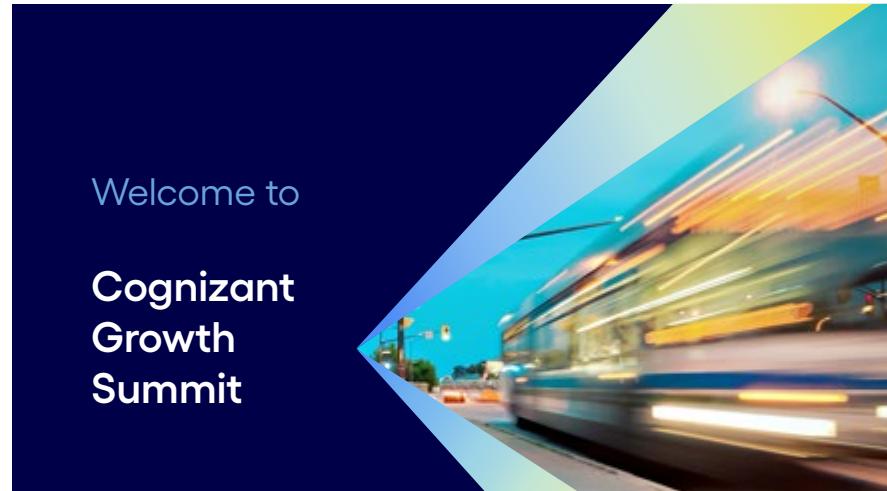


Context

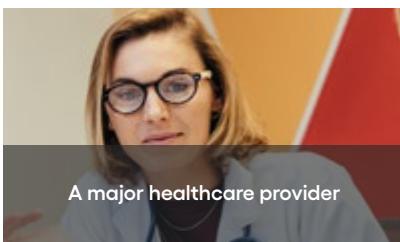
Remember, no image is an island

Photos are always seen in context, be it a tradeshow, a website or a billboard at an airport. Often, an image that works on its own may feel redundant when seen in the context of other images. A photo that looks good unframed, might crop oddly when placed within a shape. To help Cognizant stand out, also consider imagery our competition uses.

✓ Align image motion and lines to the shape



✗ Don't repeat content



✗ Don't choose images that crop awkwardly in shapes



Reference images

Shutterstock library

To get a better sense of what brand-compliant images look like, please visit any of the Shutterstock image collections linked here.

Please note that the images are for reference only.

To submit image requests, reach out to [Brand Questions](#) or to your account manager.

Group 1: color palettes



[Gradient 1](#)



[Gradient 2](#)



[Gradient 3](#)

Group 2: focus



[One person](#)



[Multiple people](#)



[No people](#)



[Abstract](#)

Group 3: categories



[Industry](#)



[Health / Science](#)



[Consumer](#)

Shapes

Our shapes suggest movement and dimension

Inspired by our brand symbol, shapes are a branded tool to create compositions; they can organize information, frame photography and hold copy.

Brand expression shapes are used to represent the brand itself. They shouldn't be in communications that are only about individual offerings, services, etc.

Core shapes can be used for most other executions. They guide layouts as a visual anchor, influencing placement of other elements, and can use any of our three gradient colors.

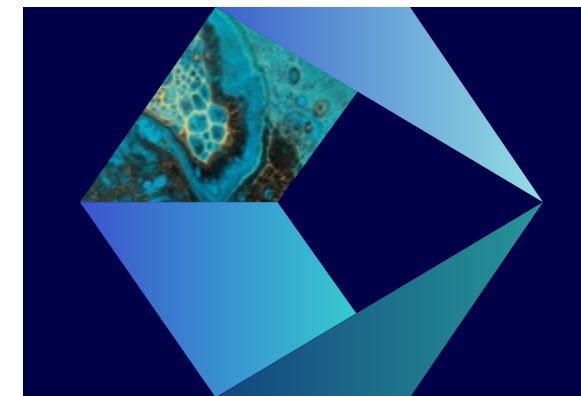
For consistency, we use a common branded style for basic, functional shapes.

Brand expression shapes

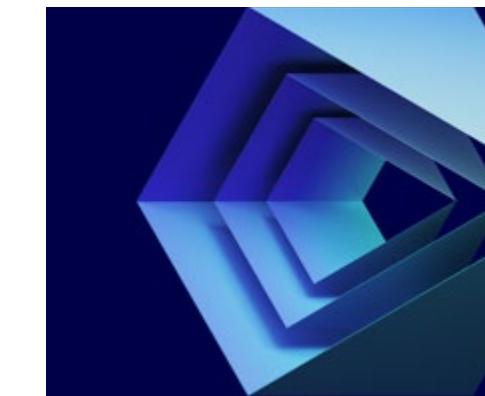
Archetype



Supergraphic



Multiplicity



Brand expression shapes

Single triangle



Double triangles



Off-center triangles



Triple divide



Functional shapes

Boxes



Lines

55% Accounts reached | **6%** Total audience reached

Using shapes

Use shapes judiciously

Brand expression and core shapes should be used to guide layouts as visual anchors, influencing placement and coloring of all other elements.

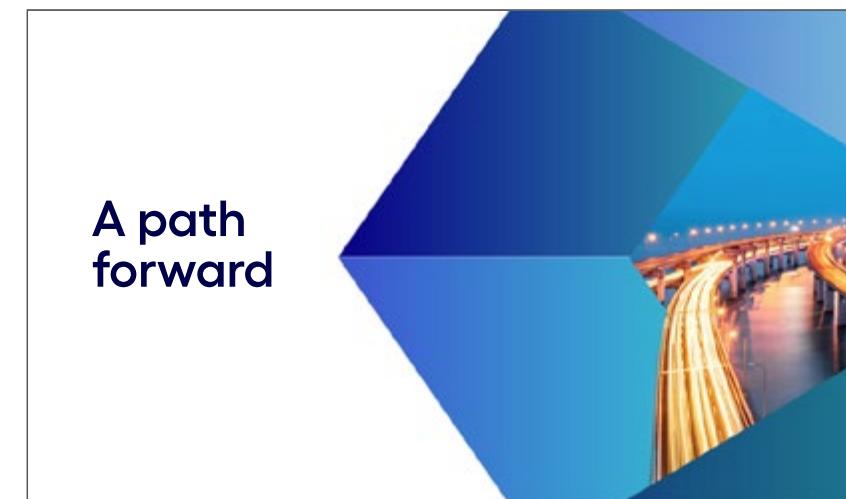
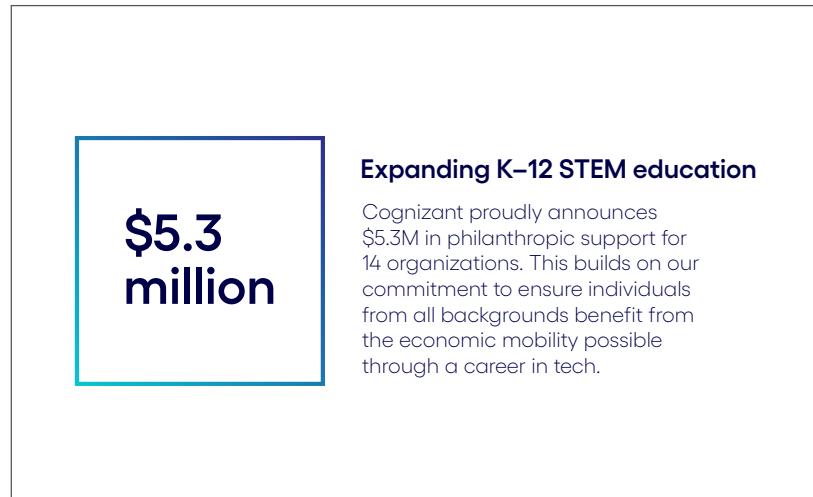
They represent 3D objects within which a whole world of imagery or motion can exist. To support this sense of depth, keep layouts simple.

Use a single shape on a midnight blue or white background; then incorporate text, photos, logos, and functional shapes around it.

Things to keep in mind

- You don't need to use a shape in every layout.
- Shapes are always grounded in the top, bottom or sides of a layout. They never float.
- Use a limited variety of shapes within a longer (multi-page) communication—choose functional shapes and lines to keep the layout simplified.
- Create harmony within each shape based on the images, colors, rotation, cropping and placement.
- Within a single page/frame, avoid using more than one gradient. Across longer form applications, feel free to vary the gradients you use throughout.

- Don't alter the shapes or create new ones.
- Align any subhead text color and functional shape color to the brand shape color.
- Use discretion when having a silhouetted image break the boundaries of a shape. The majority of the image should appear within the shape and should not overlap with a gradient side.



* Note: On the following pages, the gray area with camera represents space for imagery. Avoid placing imagery over any gradient areas.

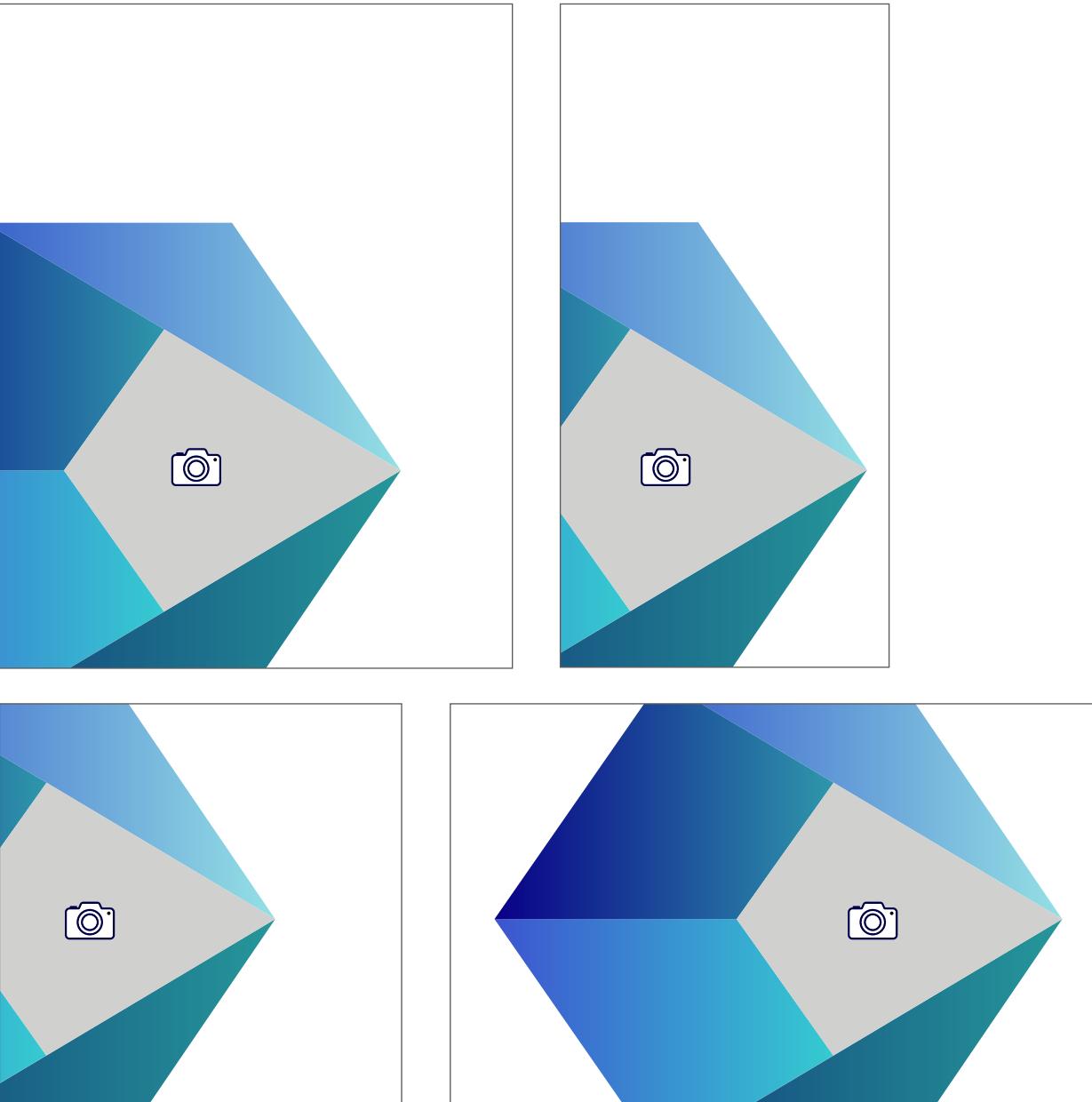
Archetype

Feature imagery within our brand symbol

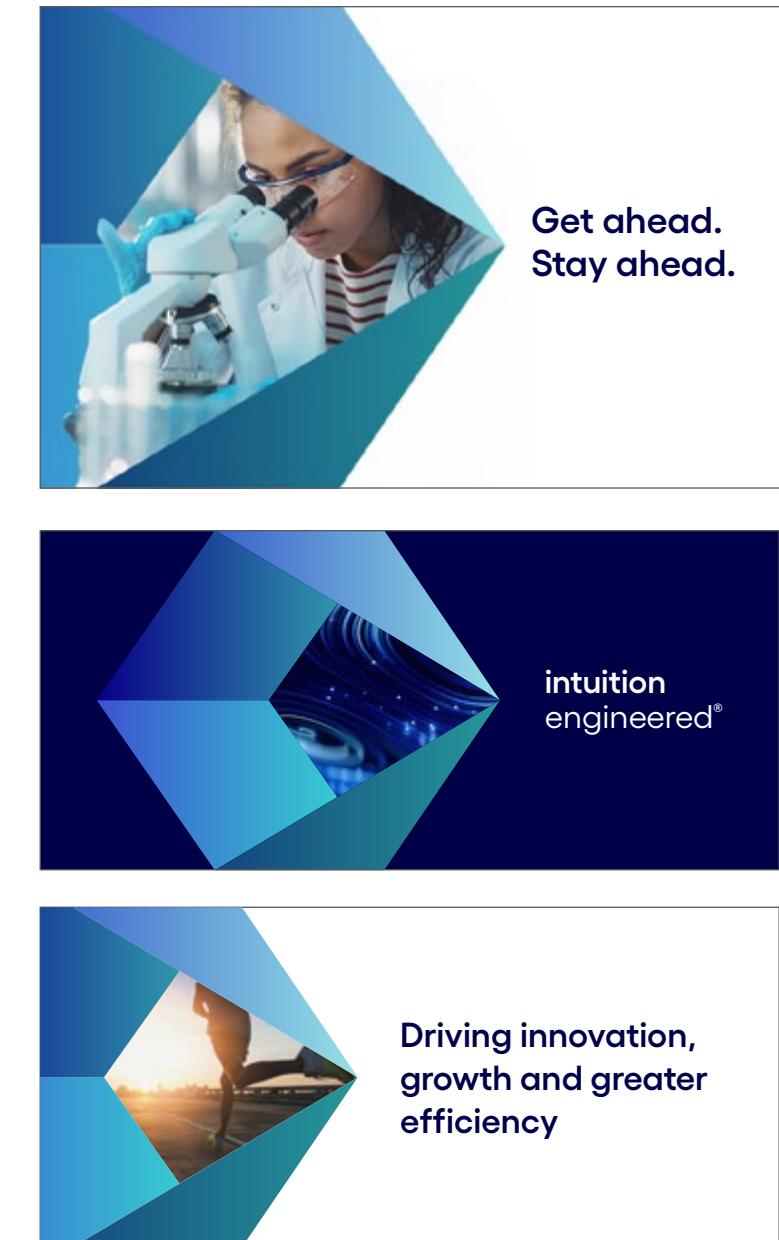
This shape expresses the essence of our brand: agile, forward-moving and innovative. Use it for prestige touchpoints such as advertising, environmental or special campaigns.

- **Imagery:** Incorporate an image into the middle of the shape with a customized silhouetted treatment. For this specific shape, the image can transcend the grey area to overlap the brand symbol. This should be done purposefully and cautiously to avoid interfering with the mark.
- **Colors:** Don't recolor the shape's gradients or use any other gradients.
- **Rotation:** Never rotate or flip the shape.
- **Cropping:** Always show parts of all four sides of the shape.
- **Placement:** The examples shown include all locations for this shape.

Shapes



Examples



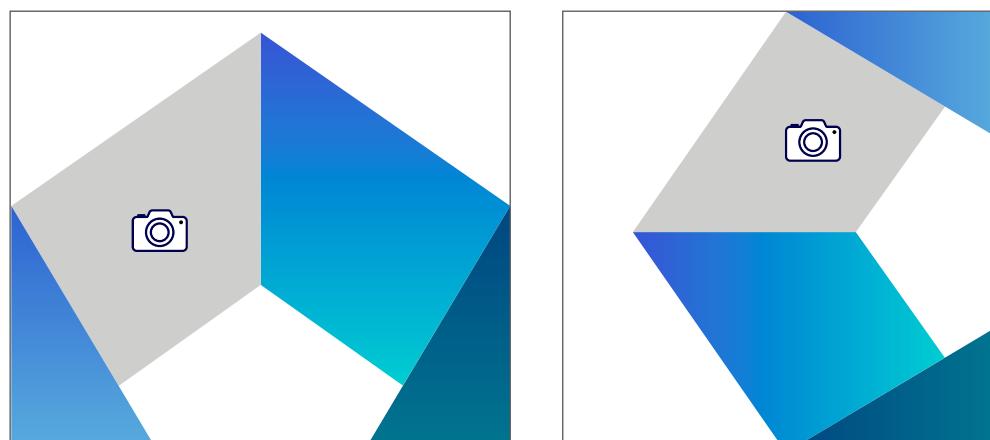
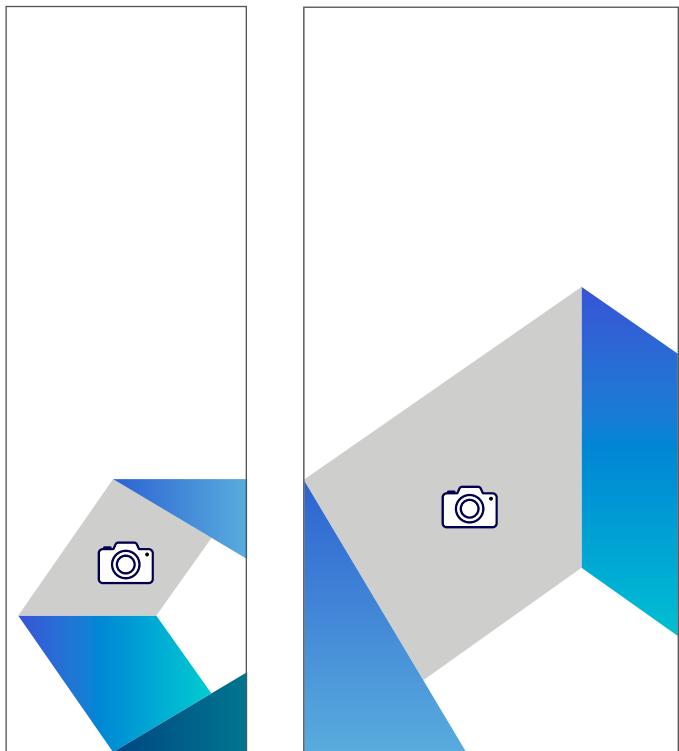
Supergraphic

Emphasize our unique brand symbol

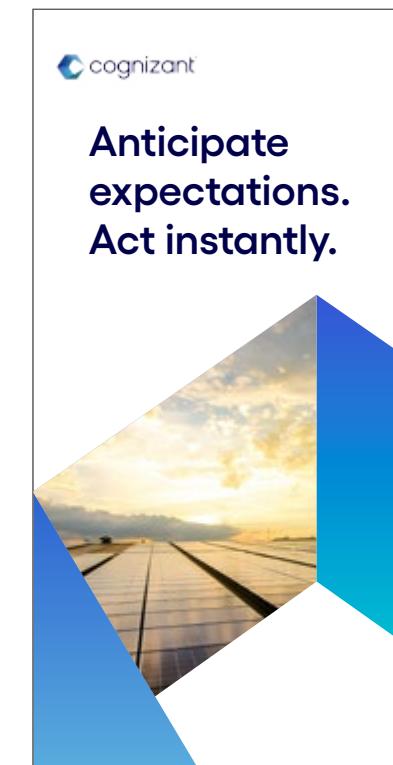
The supergraphic is made of our brand symbol itself. It can be used as a background shape, with or without an image. The latter is a good option when photography is limited, or the message is the focus of the communication.

- **Imagery:** Images can be placed within the grey area, but if an image is not used, that area must remain in the original gradient; we don't use a solid color in that spot.
- **Colors:** This shape is used only with the original logo gradients; no aspects can be recolored. The center is transparent and is used on a white or midnight blue background.
- **Rotation:** There are two orientations: original and rotated 90 degrees clockwise. When rotated clockwise, the panel with the image is changed to the upper left panel.
- **Cropping:** The “point” of the brand symbol is always cropped. The “tail” of the brand symbol should never be cropped.
- **Placement:** The shape should always touch at least two edges of the layout. It can be used in full or cropped from only the side containing the point.

Shapes



Examples



Multiplicity

Draw attention by replicating and rotating our brand symbol

These shapes are created by rotating and repeating our brand symbol in three-dimensional space.

Use one of these three compositions when photography is limited or the focus is on a broader and inspiring message.

- Imagery:** Don't insert images into these shapes or use them as background with text or imagery over them.
- Colors:** Don't alter or replace the gradients.
- Rotation:** Multiplicity 1 can rotate clockwise 90 degrees. Multiplicity 2 and Multiplicity 3 should never be rotated.
- Cropping:** Multiplicity 1 can be cropped on up to three sides. Multiplicity 2 can't be cropped and should always be shown with all three cubes. Multiplicity 3 can be cropped to show only one or two shapes or part of the first or last shape. No compositions can be stretched or compressed to change the shapes.
- Placement:** All shapes must touch at least one border of the layout. They should never float freely.

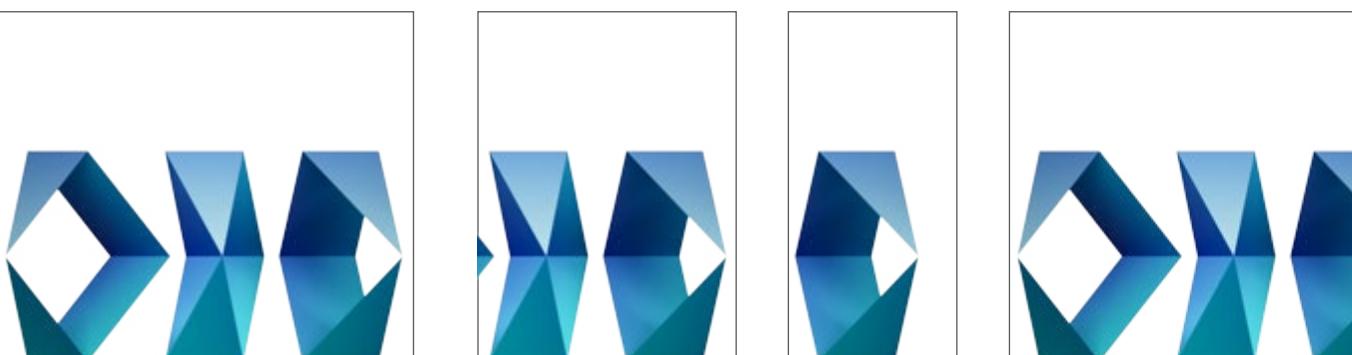
Multiplicity 1



Multiplicity 2



Multiplicity 3



Examples



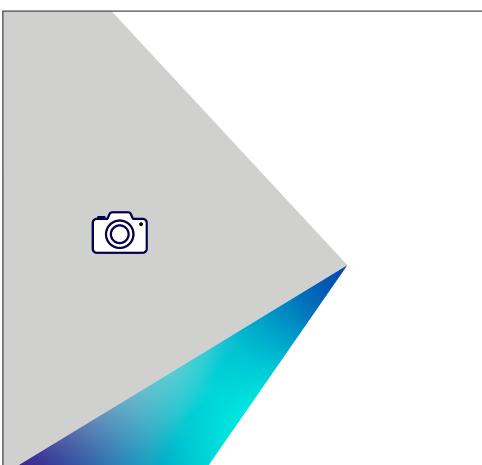
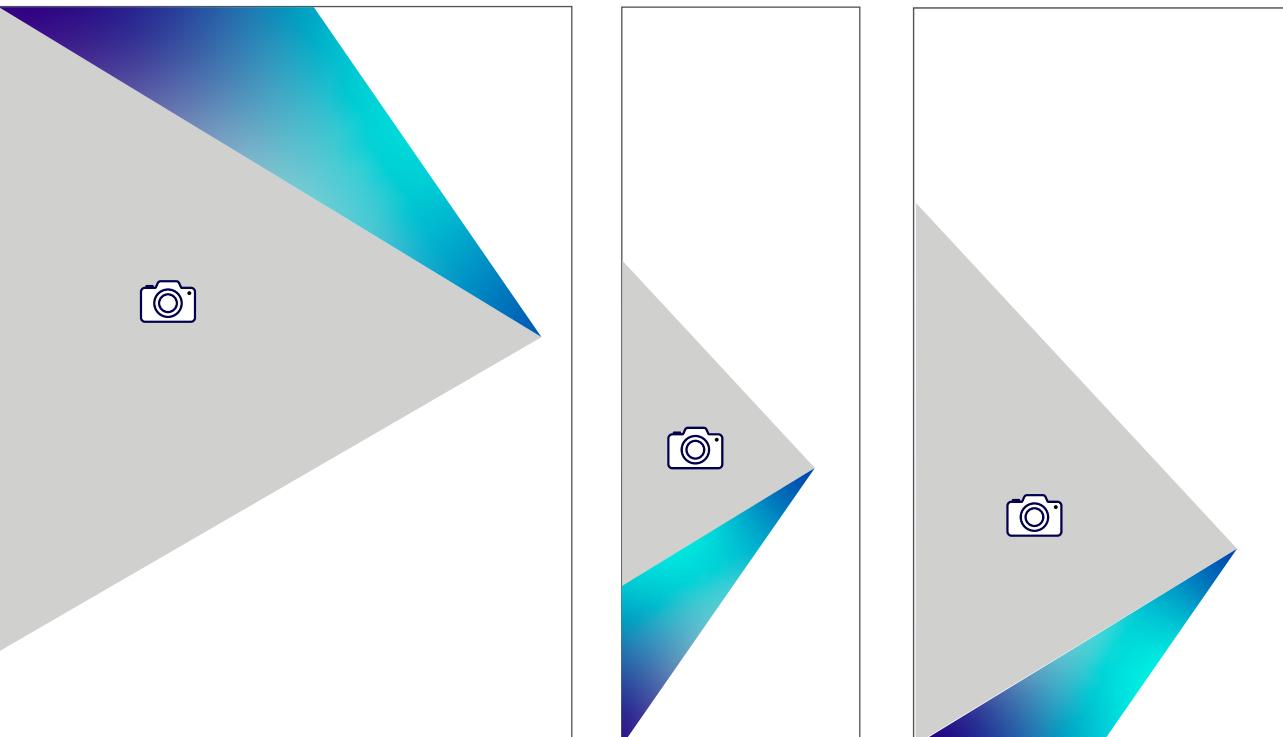
Single triangle

Suggest motion

This versatile element can be used in pairs, with the points facing each other, or used alone to feature images, while still leaving plenty of room for copy.

- Imagery:** Place images within the gray area.
- Colors:** In the gradient components, you can use any of the three gradients. This can be used on a white or midnight blue background.
- Rotation:** The shape can be flipped vertically and horizontally.
- Cropping:** The shape can be cropped from one edge of the layout or two. Don't crop too tight so that the image is not visible.
- Transformation:** Do not stretch or compress this shape.
- Placement:** A flat edge of the shape should always be grounded in the side of a layout. Shapes should never float.

Shapes



Examples



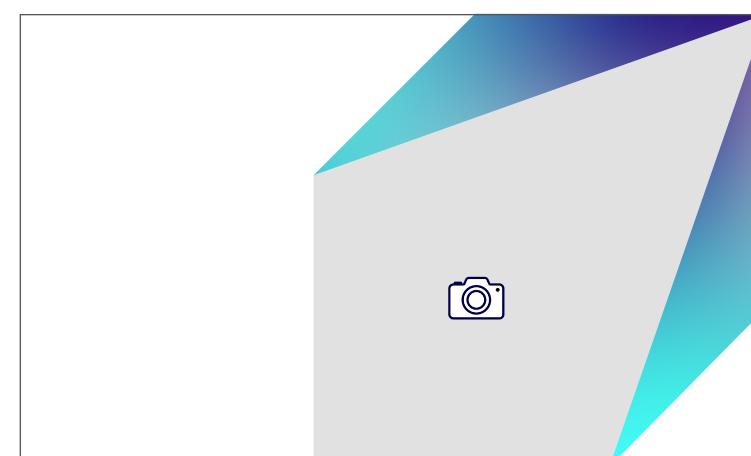
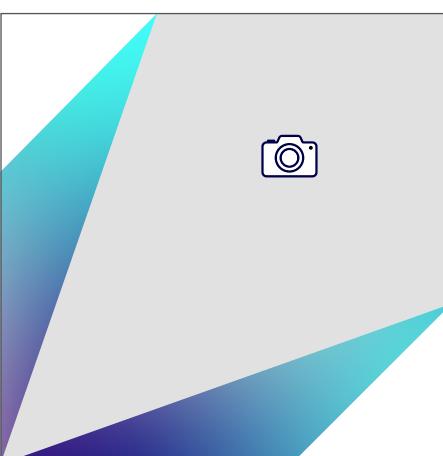
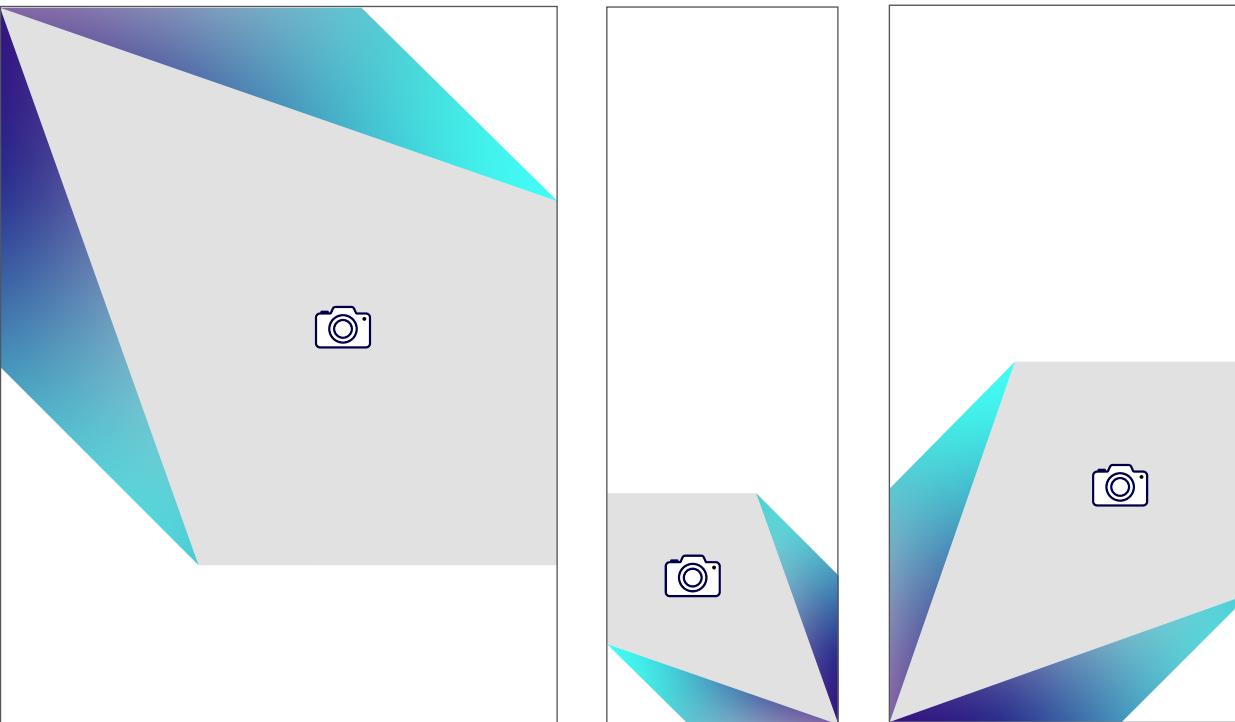
Double triangles

Create dramatic layouts

The symmetrical triangles in this shape evoke our logo, while enabling us to feature vibrant imagery.

- Imagery:** Place images only within the gray area.
- Colors:** In the gradient components, you can use any of the three gradients. This can be used on a white or midnight blue background.
- Rotation:** The shape can rotate 90 degrees in any direction, providing flexibility and variety.
- Cropping:** Don't crop this shape. Always place it in full or make it smaller to fit with the layout. The two triangles should always be symmetrical.
- Transformation:** Do not stretch or compress this shape
- Placement:** Anchor the narrow point of the image shape to any corner of your communication.

Shapes



Examples



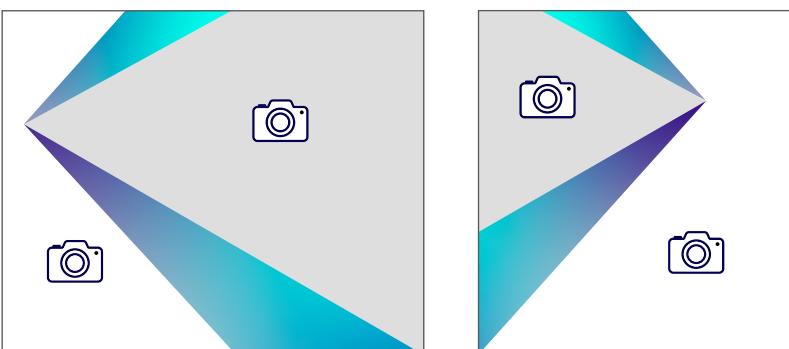
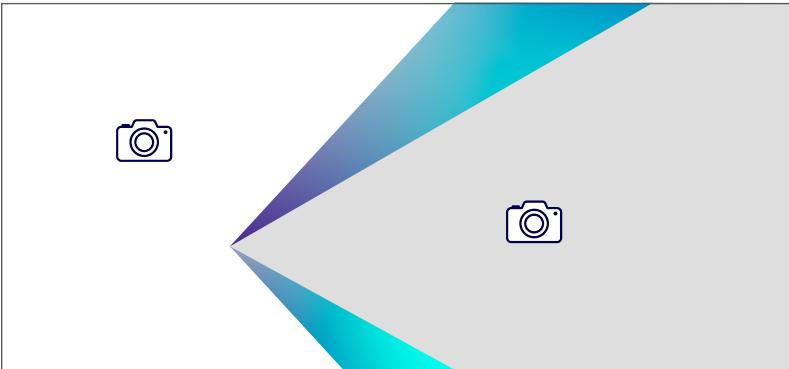
Off-center triangles

Create intrigue

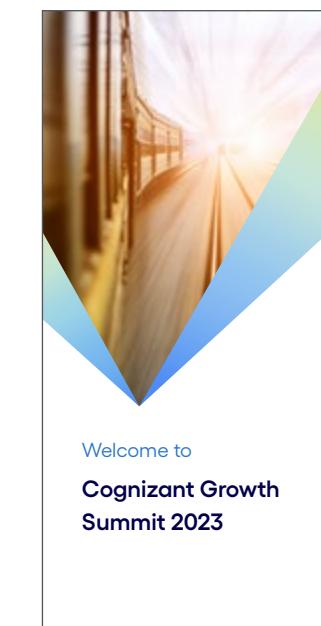
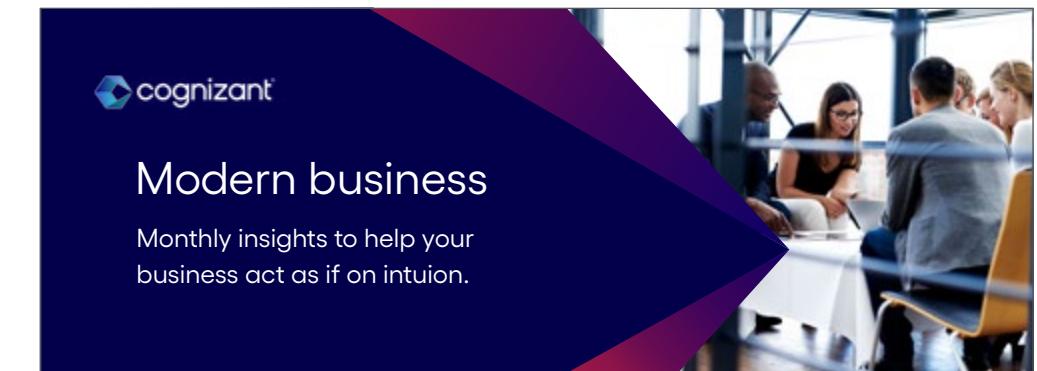
This asymmetrical shape features a large area for photography and dramatically features our gradients.

- **Imagery:** Place images either in the white or grey areas shown, but never in both.
- **Colors:** In the gradient components, you can use any of the three gradients. This can be used on a white or midnight blue background.
- **Rotation:** The shape can rotate 90 degrees in any direction.
- **Transformation:** It's okay to stretch or compress the shape to accommodate layout variations.
- **Placement:** Always place this shape off center. Always align it with a side of your layout. In interior pages of publications, this shape can be used without imagery, when the background of the piece is white.

Shapes



Examples



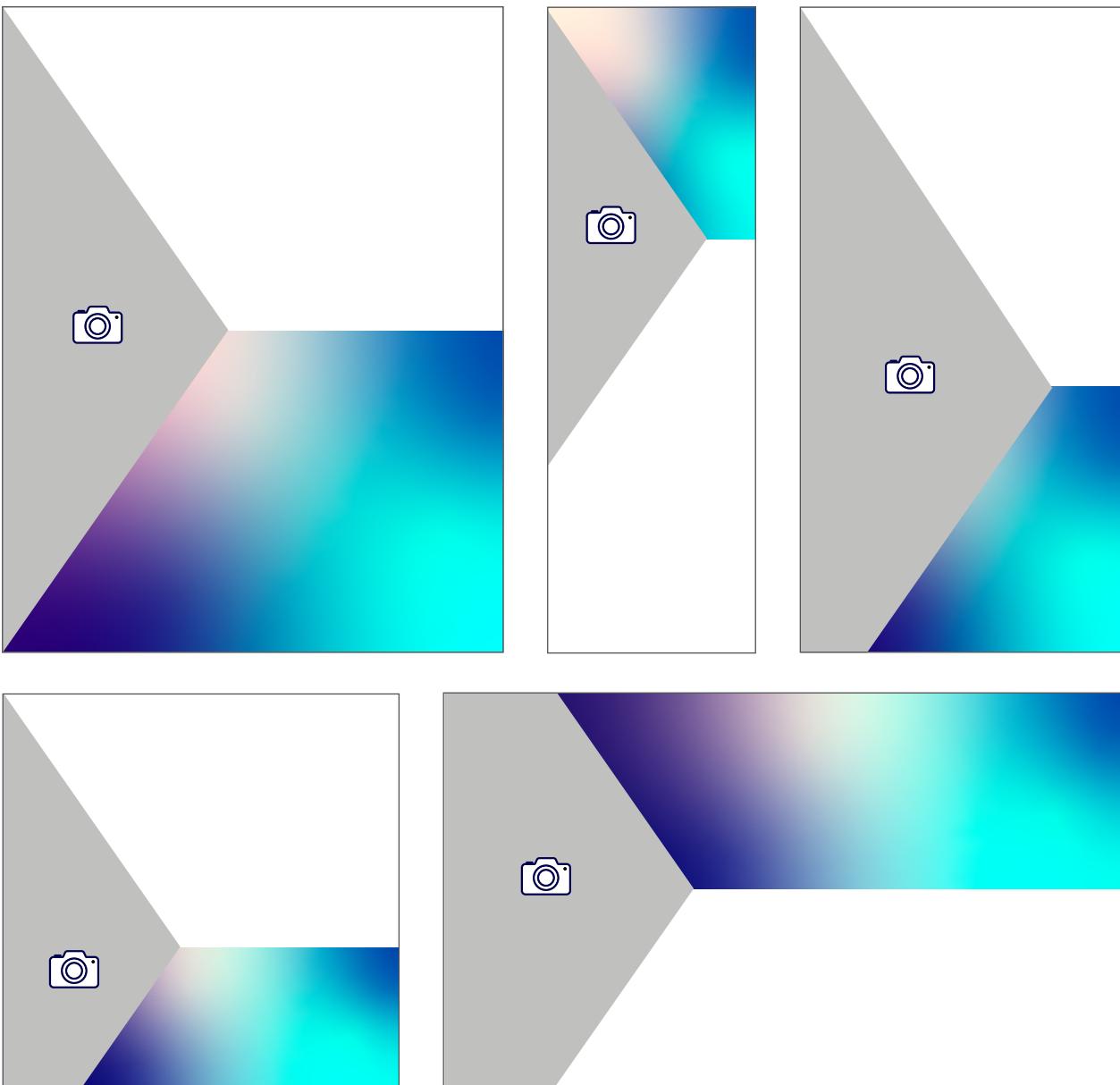
Triple divide

Make layouts simple and clear

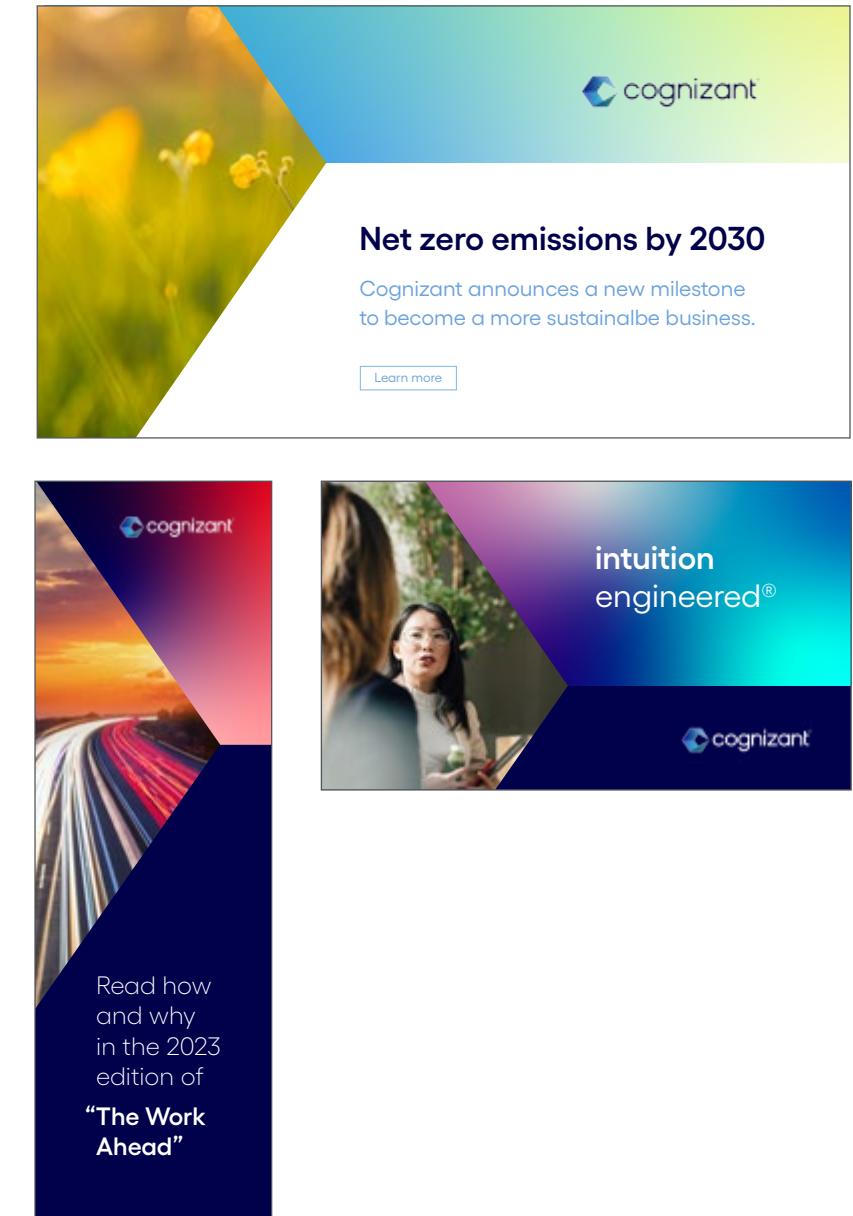
This shape is a triangle whose point divides the rest of the layout horizontally. Use this shape when you want to achieve a more colorful layout and need more room for copy.

- **Imagery:** Place images within the gray area.
- **Colors:** In the gradient components, you can use any of the three gradients. This can be used on a white or midnight blue background.
- **Rotation:** The shape can't be rotated.
- **Cropping:** The grey area can be shown as a full triangle or its corners can be cropped at the top or the bottom.
- **Transformation:** It's okay to extend this shape in any direction, but do not distort it. The three interior 80-degree angles must be maintained.
- **Placement:** The image triangle should always point to the right and the point should not touch the right side of the piece.

Shapes



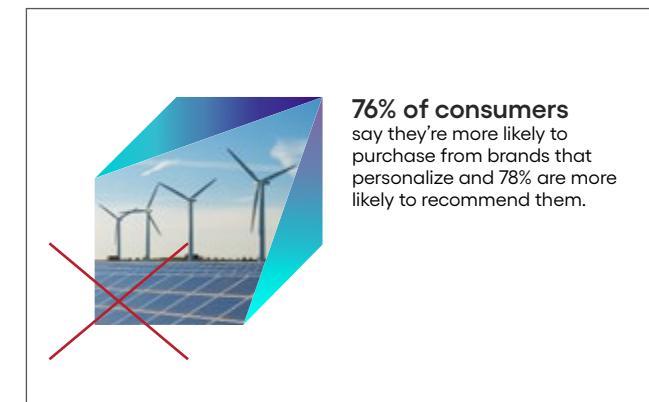
Examples



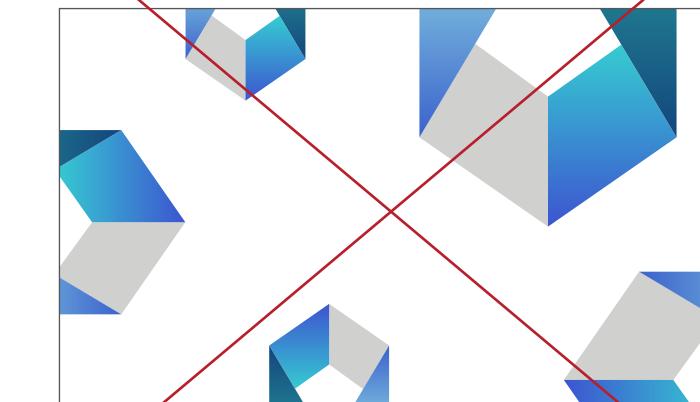
Incorrect shape usage for core and brand expression shapes



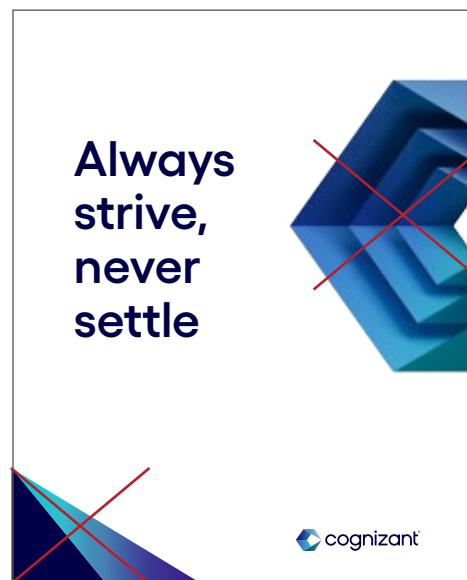
Don't modify shapes or create "dog ears" by removing the sharp edge of a shape.



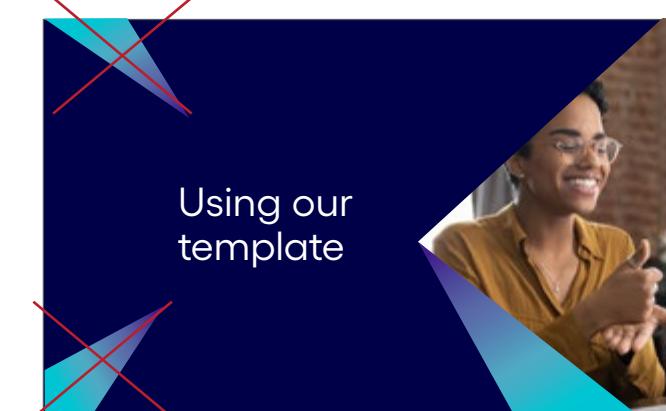
Don't move the double triangles out of a corner. Maintain the "point".



Don't remove any sides of the shapes.



Don't use multiple shapes in a single layout.



Don't use elements of a shape independent from the full shape.



Don't create non-standard layout shapes.



Don't use shapes as backgrounds for images, text or graphics.

Functional shapes

Add a touch of branding to generic design shapes

We use functional shapes for more utilitarian purposes like holding, focusing on or separating text. But use caution—to maintain a light and modern feel, we should lean more on typography (colors, treatments) rather than shapes to highlight text.

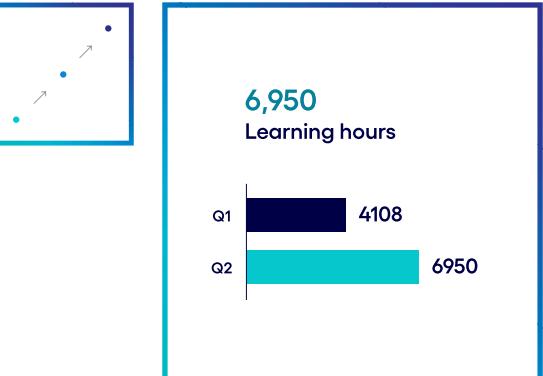
Things to keep in mind

- Not every piece of content needs to be in a box. Use them judiciously.
- Functional shapes should support—not dominate—design visually.
- Use only our brand colors and gradients and no other colors.
- Always use angular—not curved—edges to evoke our brand symbol.

Boxes can help call out individual summaries, key statistics or quotes. Use them subtly so they don't dominate the page.

Use any of our brand colors or gradients as a thin border to frame content. Avoid using solid boxes. Don't create a "rainbow effect" by using multiple gradients or border colors in the same layout.

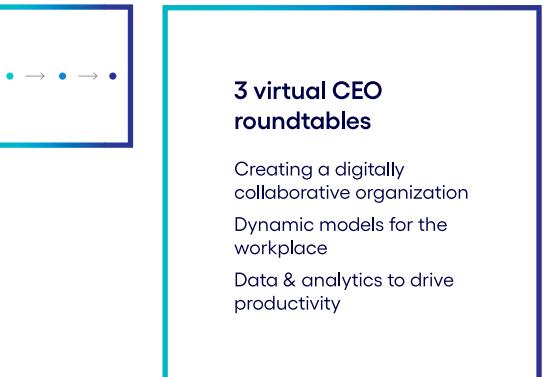
45-degree gradient



Accent color



Horizontal gradient

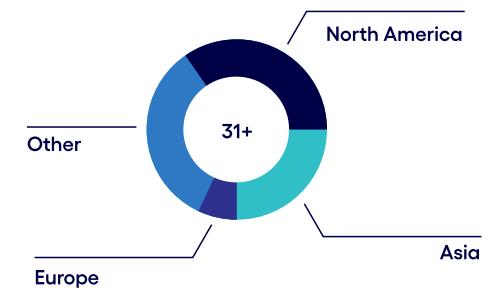


Neutral color



Lines are used to separate or connect info, but not to decorate.

Use thin lines to feel more contemporary and sophisticated. And use angles rather than curves to align with our proprietary shapes.



Incorrect shape usage for functional shapes

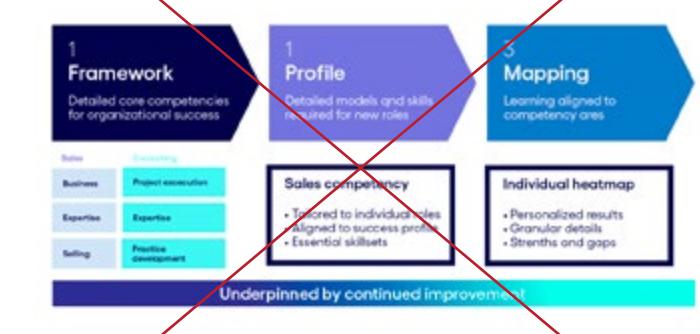


Don't fill shapes with solid or gradient colors behind text

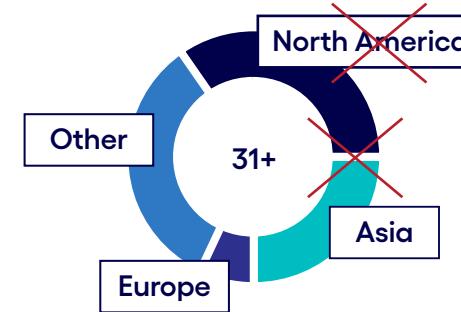


Avoid circles and curvature in favor of more angular shapes even to hold an image

- Point one
- Point two
- Point three



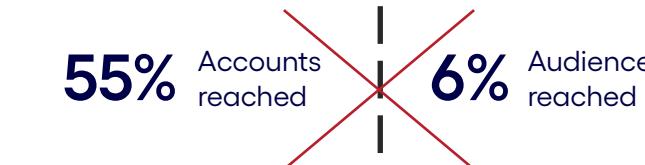
Not every piece of text requires a box. Not every box requires a different color.



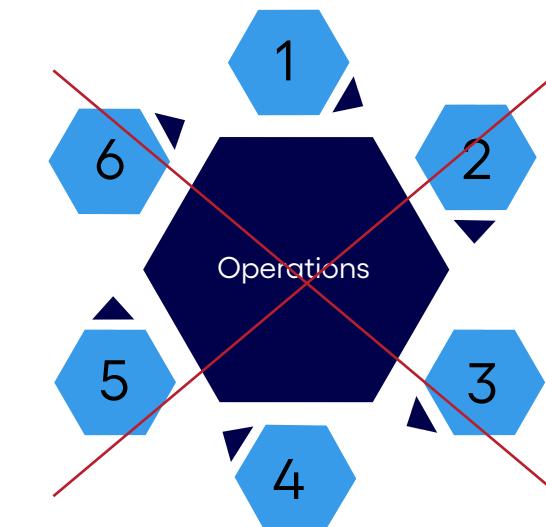
Don't use outlines around filled shapes or around text



Don't use boxes to divide information. Use lines.



Avoid dashed or dotted lines



Don't introduce triangle, circle or hexagon shapes

Illustrations

Use illustrations to communicate, not decorate

All three types of illustrations follow the same mantra: less is more.

They use simple, elegant strokes, relying more on the rest of our visual identity to carry the weight of expressiveness.

Iconography



Modernize technology

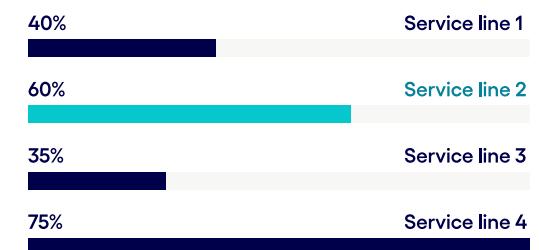


Reimagine experiences

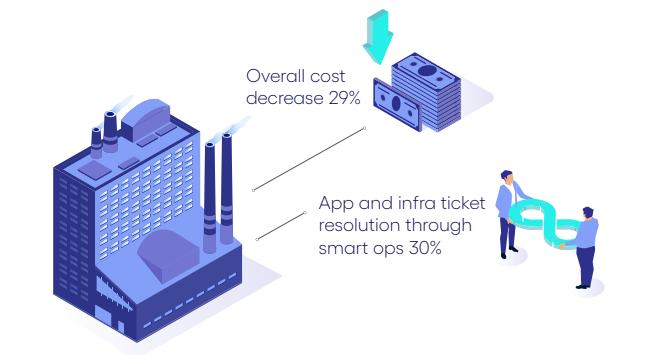


Transform processes

Data visualization



People & objects



Icons are simple drawings, each expressing a single concept. They provide clear visual cues for information to aid in navigation, identification and abbreviation.

Data visualization refers to charts, graphs, tables and other visuals that communicate data and information. They establish relationships between information using color and size to highlight specifics.

People and object illustrations convey complex processes and relationships. We use them only when our other brand elements can't tell the story effectively.

Iconography overview

Icons add meaning through simplification

Our icons are modern, precise and not highly stylized. They work in harmony with our design system without competing with our more expressive elements. They have consistent stroke weight, rounded corners and simplified elements.

We often use icons to help quickly differentiate between parts of a set of ideas. We rarely use individual icons in isolation.

Our full icon set is available in [Brand Resources on Be.Cognizant](#).



Global network



Global outreach



Employees



Teamwork



Thinking



Oil & Gas



Retail



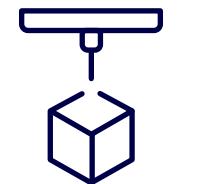
Travel & hospitality



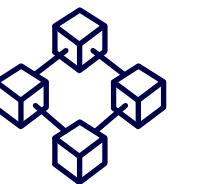
Life sciences



Banking



3D printing



Blockchain



Online security



Online shopping



Cloud server

Iconography best practices

Use icons with restraint

We don't use icons ornamenteally—they're all about identification, navigation and abbreviation.

For each design, choose only one group of ideas to represent with icons. A layout full of icons creates visual clutter and confusion.

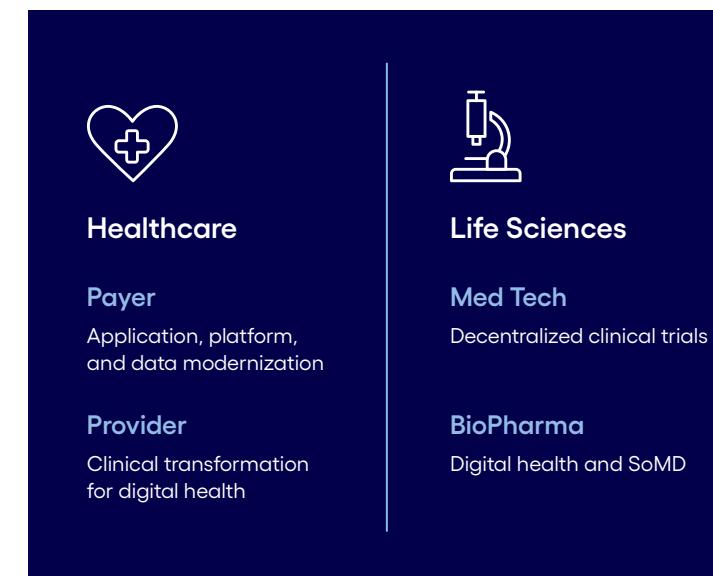
When to use

- Icons are intended to be used in groups, either in a single layout or across a design. Using one in isolation may look too much like a logo.
- Use icons to draw attention to important points
- Avoid overkill – a single concept doesn't need an icon and an image and a text label



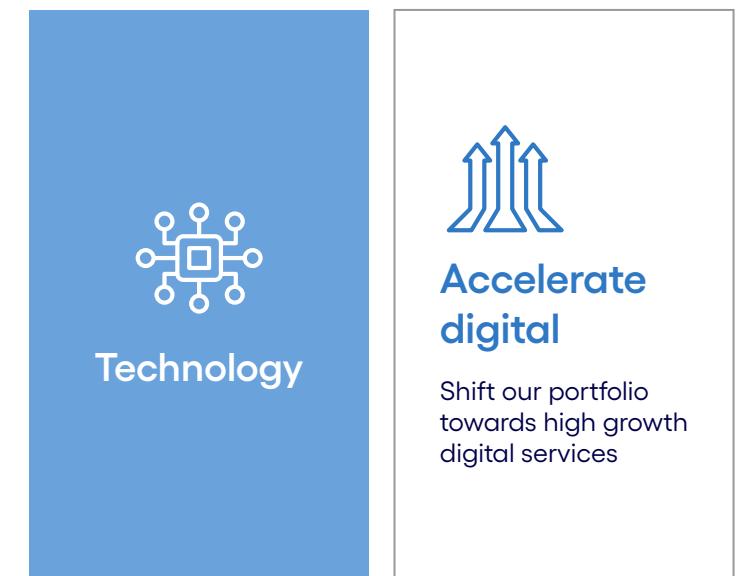
Where to use

- Use icons mostly for business communications like presentations and reports. Use sparingly for promotional items like social posts, advertising, and our website.
- Limit the use of icons over images

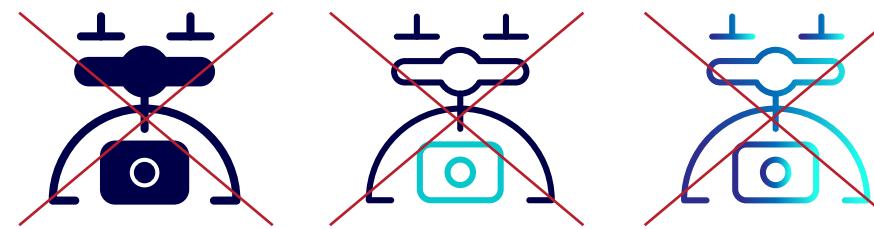


How to use

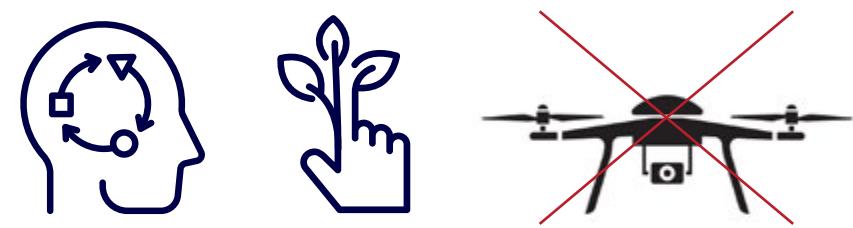
- Use icons only in white or midnight blue (not with gradients or accent colors)
- Align icons with each other or with text
- When headline text is centered, align the icon over the center. When headline text is left aligned, left align the icon.



Incorrect iconography usage



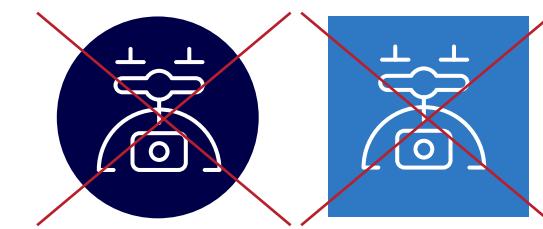
Don't modify the colors of the icons by adding a fill, applying accent colors or using gradients.



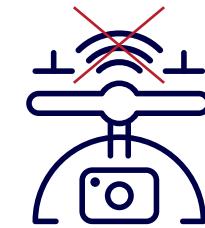
Don't mix Cognizant icons with non-branded icons.



Avoid overkill. Don't represent the same information in both icon + text + imagery.



Don't place in a holding shape.



Don't add additional elements to icons.

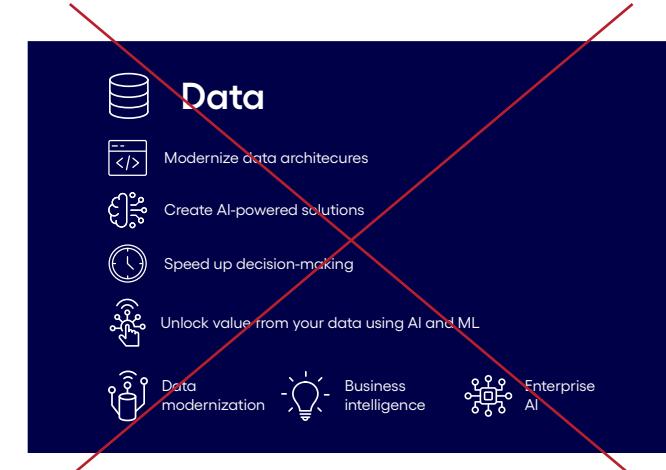


Don't use a different color text from the icon color.



Together, we thrive

Don't create your own icons or supersize the ones we have.



Don't use icons to represent everything in a frame.
Use icons for one set of information and text for everything else.

Iconography design

Design for consistency and simplicity

Outline shapes

- Stroke: 4-pixel (32-pixel icon grid)
- Cap: round
- Corner: round
- Align stroke to center
- Rounded corners

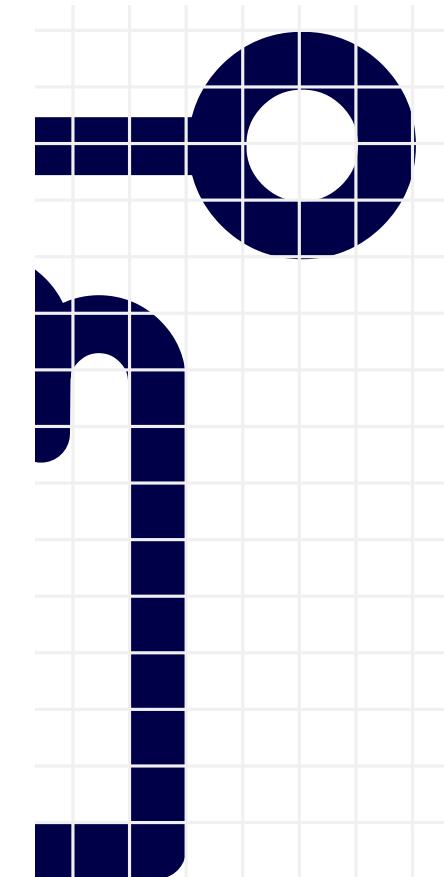
Once the live paths are outlined, convert the shapes to compound paths. This works for both print and digital applications. The working area is intended to bring a defined shape. We suggest you conform icons to the working area, but you can make an exception if you think it's necessary.

Construction



32 units

Detail



Composition



Common symbols

When creating new icons, use our existing symbols for common technical and business concepts.



world



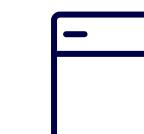
person



money



document



application



cloud

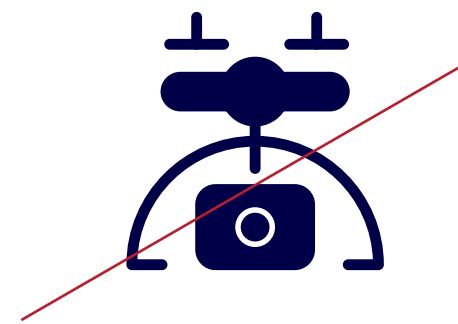


security

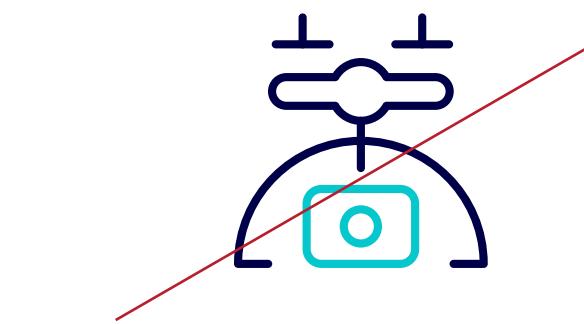


connection

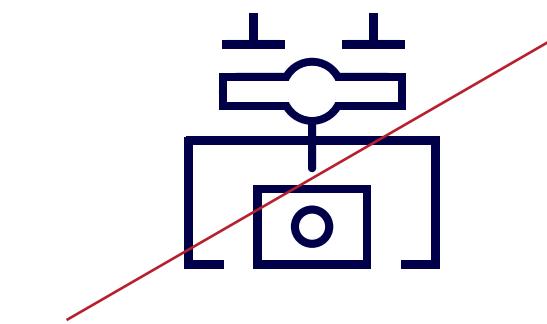
Incorrect iconography design



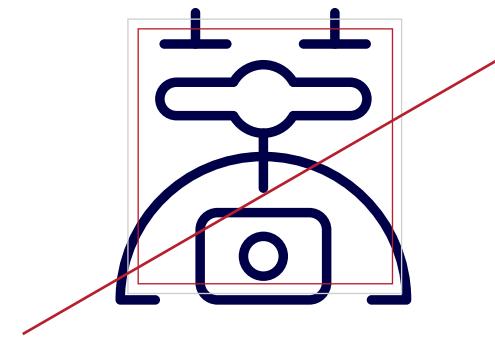
Don't apply a solid fill.



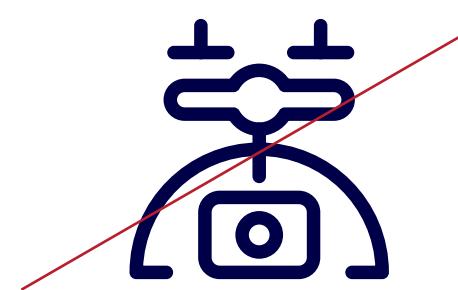
Don't apply accent colors.



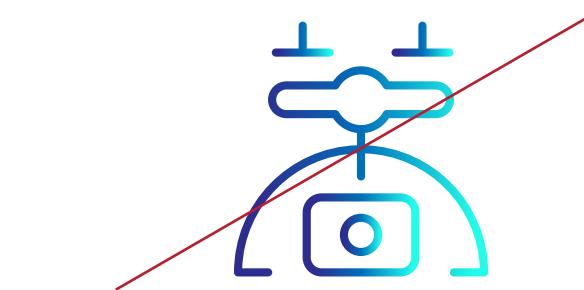
Don't apply sharp corners.



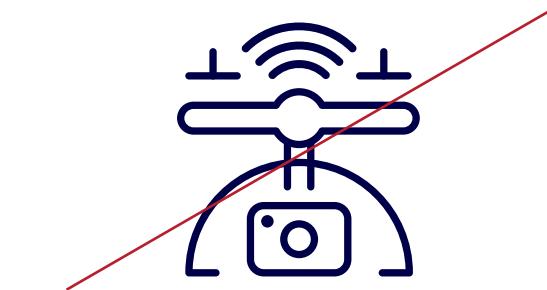
Don't extend beyond the bounding box.



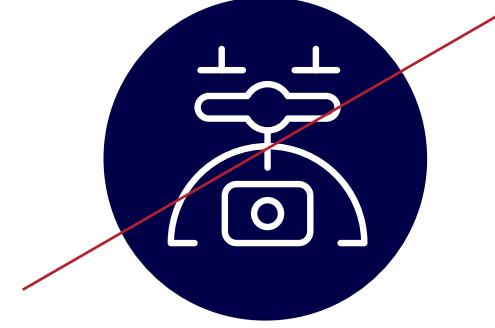
Don't increase the stroke weight.



Don't apply a gradient.



Don't add additional elements to existing icons.



Don't place in a holding shape.

Data visualization overview

Use design elements to focus attention

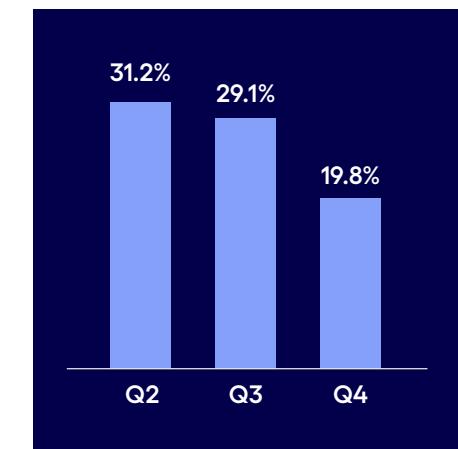
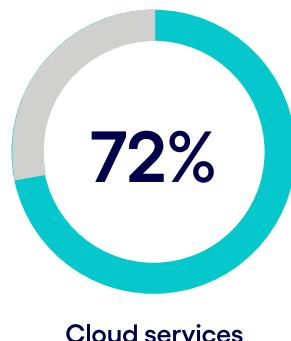
Successful data visualization requires a deft balance of elements to help the most important information stand out. By using simplification and hierarchy, we can make Cognizant appear as an accessible genius.

- Make information digestible by minimizing extraneous elements, allowing information space to breathe.
- Vary type size, color and weight to create a hierarchy of information.
- Use color sparingly to highlight differences and draw focus to specific information.
- Use light and thin lines to focus attention on data. See the [functional shapes section](#) for more detail.

Tables

	 Goal	Inform & engage	Inspire
Objective	Attract new audiences	Expand our audience to reach more associates	
Audience	Business and technology decision makers Associate Analysts and Influencers	Associates	

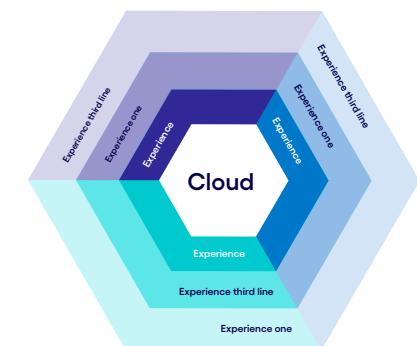
Charts and graphs



Linear information



Nested information



Data visualization tables

Use text alignment and thin lines to simplify tables

No two tables are the same, but the following general guidance can help maintain consistency and convey information clearly.

Backgrounds

- Use midnight blue or white. When alternating color rows, use 10% grey and white.
- Do not use outlines/frames around tables.
- Avoid color-filled boxes for the title row.

Text

- Left justify text throughout, even in titles. Numbers can be right justified.
- When possible, keep titles the same color as body text. Never use ALL CAPS.

Lines

- Use thin (.5 pt to 2.5 pt) solid light gray horizontal lines to separate text.
- Consider using gradients or accent colors in slightly thicker lines when highlighting information.
- Don't use dashed or dotted lines
- Don't use vertical lines. Use aligned text to create columns.

Simple table illustration		Key points	Channels	Assets	Lead
Hamid Take 5 Q&A		Long career, message to associates and managers, top skills	Be.Cog, social, Yammer, PR	Text Q&A, photos, 30 to 90-second video, pull quote	David
Josh video profile		Introduce Josh & his learning story, has seen competitors, grass greener here	Be.Cog, social, Yammer, PR	Video, supporting text, images from India, pull quotes	Liore
Translators story		We taught new language to huge group of associates	Be.Cog, social, Yammer, PR	Story text, images of associates	Maya
Thought leader story		Brandon Hall award winner; "My learning hour" to make it part of work	Be.Cog, social, Yammer, PR	Text, images, graphics	Ezra

Complex table illustration		Key message	Accounts	Est. revenue growth opportunity
	Automotive	Cognizant helps transform OEMs, suppliers, dealers and automotive finance companies into modern enterprises creating exceptional vehicles and experiences leveraging human-centered design ...	18	8% \$2.9B
	Consumer Goods	There is no question that digital technologies are reshaping the consumer goods industry. It's an ever-changing marketplace, where digital-first players are seizing competitive advantage ...	19	13% \$9B
	Healthcare	In healthcare, meeting next-generation consumer expectations means delivering whole-person care and creating unified experiences, across physical, digital and stakeholder silos. To achieve ...	18	5% \$6.9B

Nested and linear information

We strive to make complex information more clear

It would be challenging to create uniform rules, but following this general guidance should help you maintain consistency and convey your information clearly.

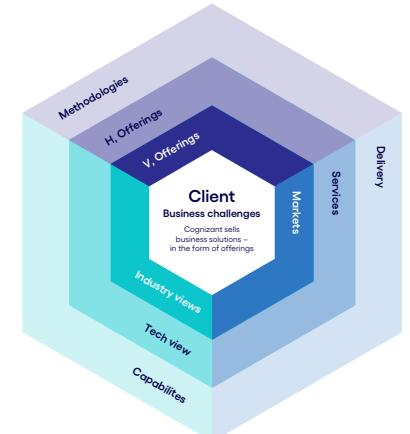
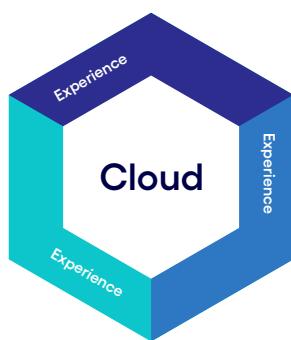
Nested information

- Color families and accent color tints (at 70% and 30%) can be used to create dimension and keep like topics aligned
- Keep copy consistently oriented as it moves further out in each array
- Use white or midnight blue text
- Don't outline the shapes by inserting spacing between the layers

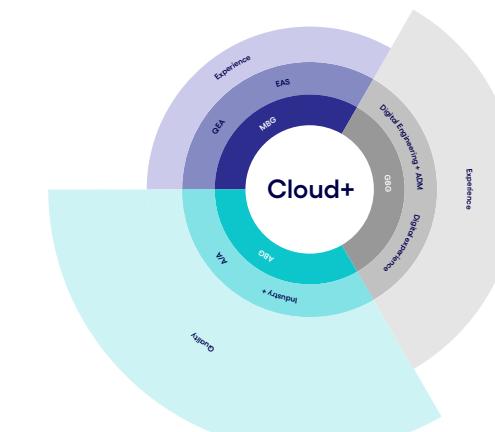
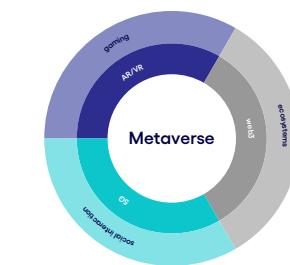
Linear information

- Often, numbers alone can imply forward movement
- Other times, use simple thin lines as defined in [functional shapes](#) to show progress
- Avoid varying type color between elements, except to achieve contrast for readability
- For timelines, either an arrow or gradient line can signal time movement

Nested cube



Nested circle



Linear information

- 1 Design profile**
Outline key skills for all consulting roles
- 2 Categorize DNA**
Simplify and categorize the curricula
- 3 Map learnings**
Align to our five core competencies
- 4 Train**
Create learning path with business priorities

2021	2022	2023			
Mobilization phase 2	Simplification phase 1	Simplification phase 2			
4AMLD CIS	Jan '21 May '21	IB PSM MAYA	Oct/Nov '22 Jun '22	Liver IB EMG Migration	May '23 In progress



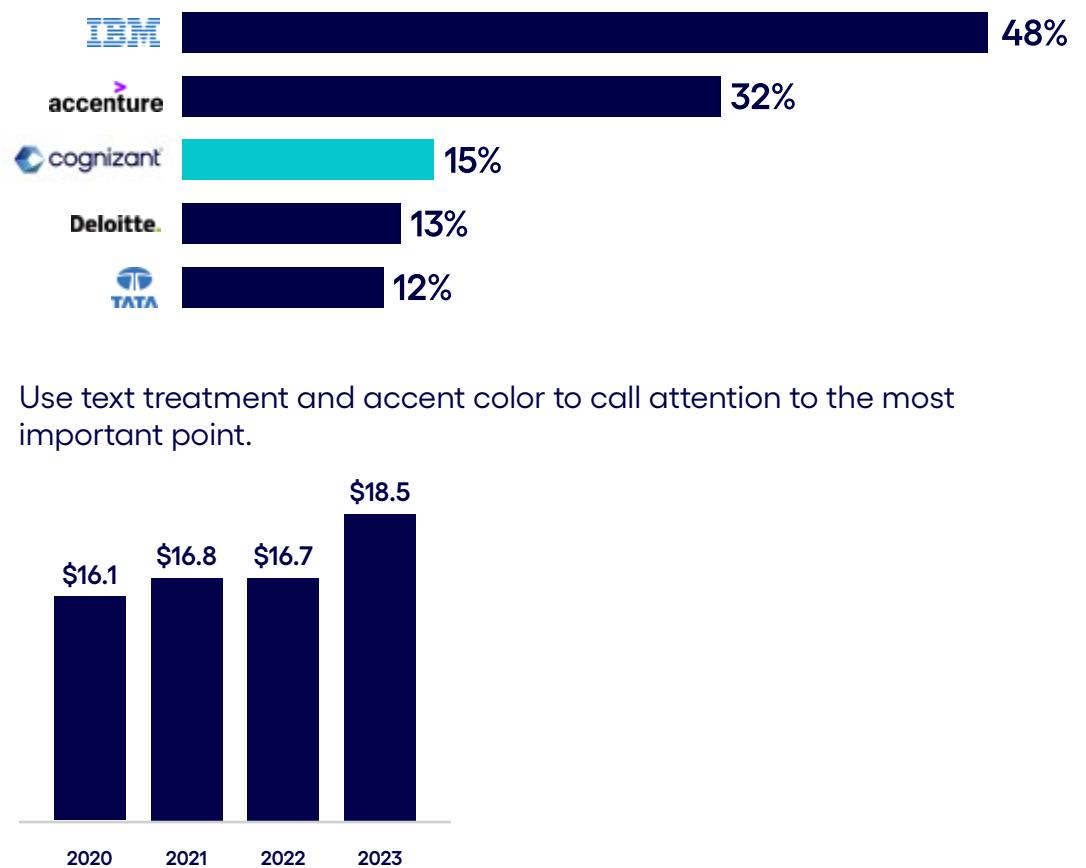
Charts and graphs

Eliminate elements that don't communicate

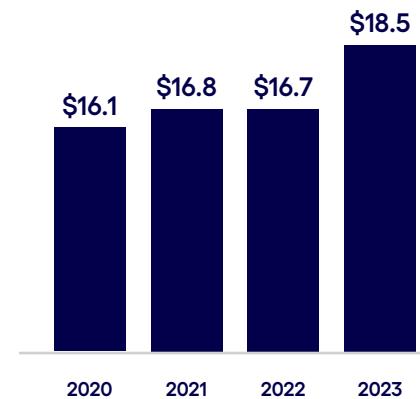
It would be challenging to create uniform rules, but following this general guidance should help you maintain consistency and convey your information clearly.

Additional details

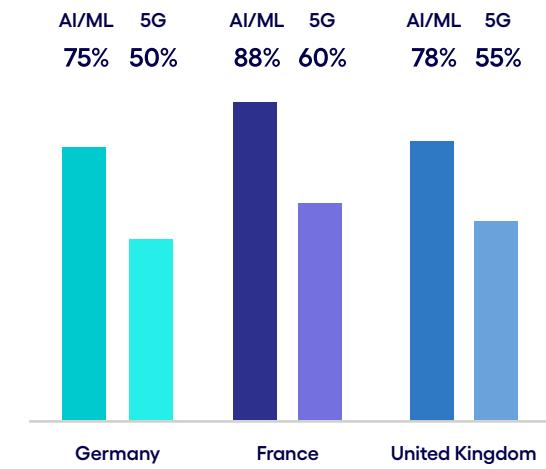
- As with all shapes, avoid outlining
- Keep the data labels close to the data where possible so viewers don't have to toggle their eyes from keys to the data
- Colors and labels should be used to highlight and explain the data and how to interpret it



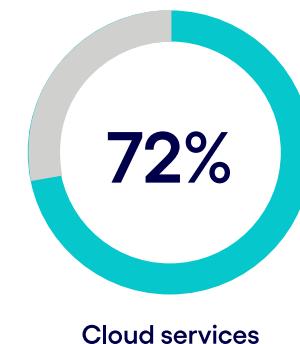
Use text treatment and accent color to call attention to the most important point.



Make the space between bars smaller than the bar size.



Use color groups to cluster similar information in charts and graphs, but keep the labels all the same color, most often midnight blue.

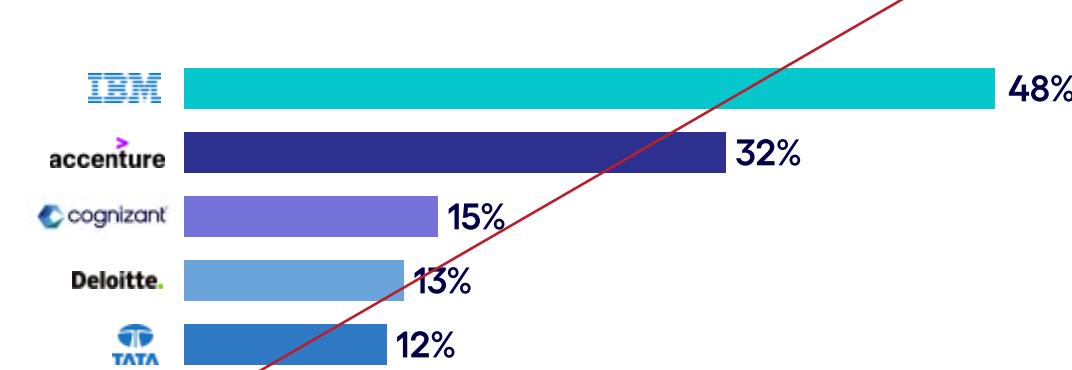


Use light gray for negative space.

Incorrect data visualization usage

Skillset Groupings				
Business	Account Performance Management	Commercial and Contractual Management	Delivery Governance	Financial Management
Expertise	Competition	Industry	Cognizant Portfolio	Technology
Relationships	Cultivating new relationships	C-Level Partnering	Client Relationship Management	Executive Presence
Sales	Tools & Methods	Selling in the C-Suite	Account Strategy & Management	Leverage Acquisitions & Partnerships
Leadership	Communicate as a leader	Leadership in Cognizant	Leadership in Sales	Cross-Org & Cross-Cultural Teaming

Avoid filling tables and mixing across color families.



Don't use colors to decorate.



Don't just provide data—use design to call out the important information to focus on.



To keep your communication clear, don't add duplicate labels and graphics.

People and objects

Use people and objects to tell a complex story simply

We use people and object illustrations to tell stories that can't be told in other ways, such as business process infographics and safety diagrams.

We don't use people and object illustrations in advertising, social or most marketing touchpoints.

[Contact Brand Questions](#) to request custom illustrations. Any use of people and object illustrations must be approved for use in advance by Global Brand and Creative.

Additional information

A defined stock library forms the foundation of illustrations, which are then modified using elements and styles from our visual identity.

- Spaces have isometric depth—they're not flat
- Backgrounds are light gray, midnight blue or white
- Use as few brand colors as necessary to focus attention on key elements
- Maintain realistic relative sizing between elements
- Avoid comical representations of people or objects

When to use

These illustrations help to tell a coherent story with a human touch. They convey information about processes and systems with a variety of devices, technology, people and other common objects.

- As a composition of a set of people and objects that create a scene
- Not as discrete individual objects
- Not as a translucent background for text

Where to use

We use these rarely. People and object illustrations may likely conflict with our design system's vibrant gradients, dynamic shapes and engaging photography.

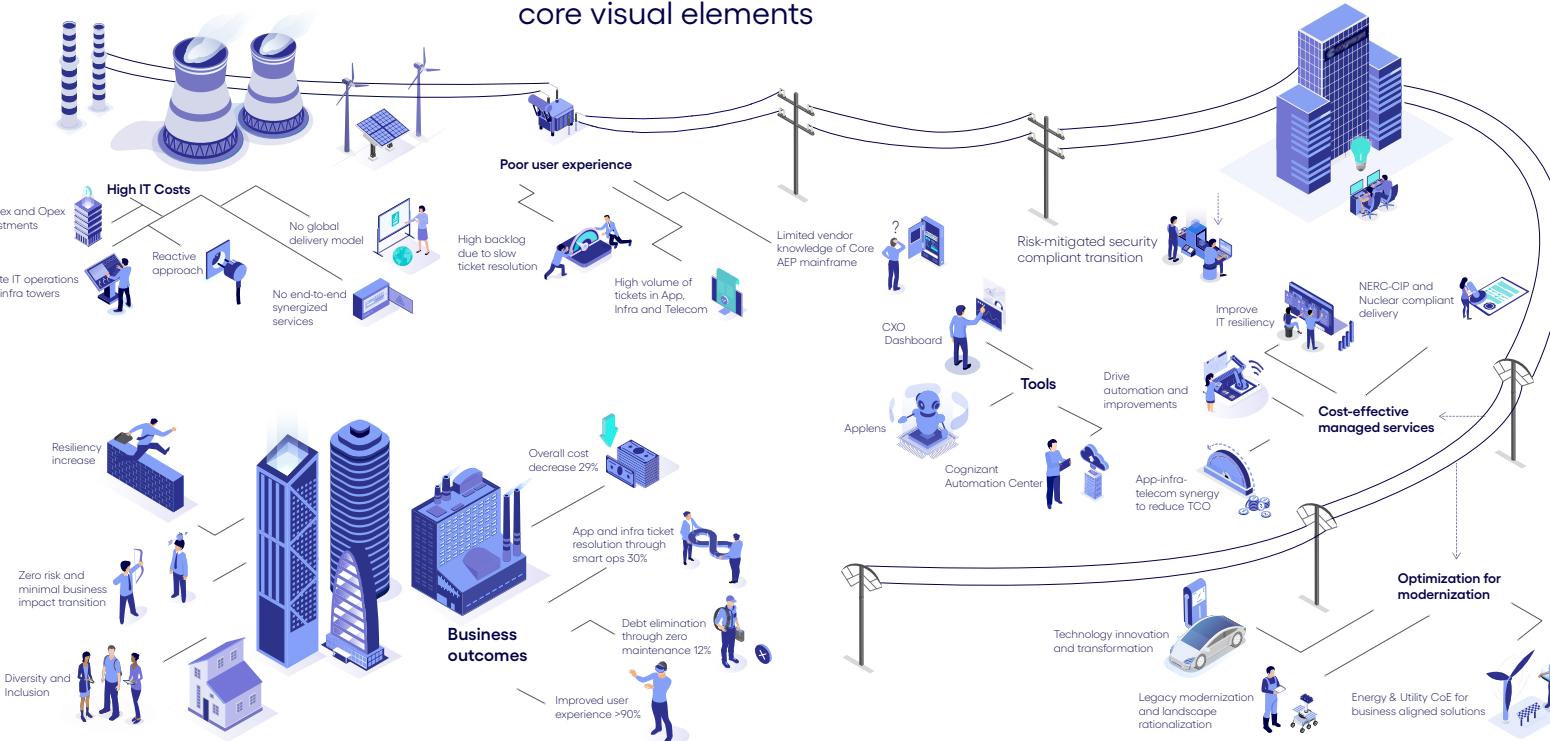
- In proposals, where we are documenting a complicated process or experience
- In communications, for certain industries where we want to depict a unique experience specifically for **consumer** end users of our technology
- Not in advertising, brochures, social or web pages where they would distract from our core visual elements

How to use

To help you decide if an illustration is appropriate, ask two questions:

1. Is the illustration used for visual communication, rather than just visual engagement?
2. If I were to remove the text and numbers on the page, would the illustration be able to convey (most of) the story on its own?

If your answer to both is yes, then an illustration **may** be appropriate.





We're here to help!

Cognizant associates can find more resources at [Be.Cognizant](#).

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

Or if you have questions, please contact [Brand Questions](#).

Additional guidelines

Please explore our other brand guidelines on the [Brand Resources page on Be.Cognizant](#).

- Strategy and verbal identity
- Co-brand and logo usage
- Motion
- Writing style
- Naming
- Promotional items
- Print guide