

Brand guide: email templates



Contents

1.	Templates overview	3
2.	Standard templates	8
3.	Newsletter templates	16
4.	Customizable templates	18
- 5.	Resources	25



Templates overview



Introduction

The preformatted Cognizant email templates presented in this guide will enable you to send your key messages in an easy-to-use and cohesive manner—consistent with our visual identity.

Please reach out with any questions or suggestions (see <u>Resources</u>).

This guide provides you with an overview of our email templates—and basic information on how to use them. We'll cover the following template types:

Standard

Short, long, and two-column options, and a variety of headers.

Newsletter

Flexible and stylish email templates with plenty of room for imagery and text.

Customizable

These are variations of the standard and newsletter templates and cannot be downloaded from the brand resources page on Be.Cognizant. However, we're happy to show you the possibilities here in this guide and—on request—work with you to tailor them to your organization. (see <u>Resources</u>).



Color & fonts

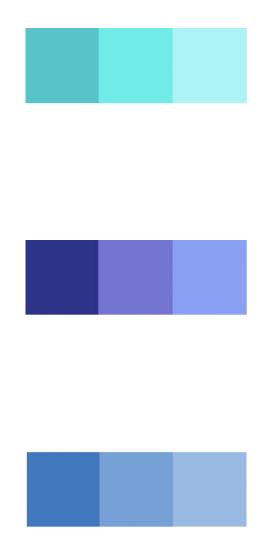
Color gradient schemes

Some of the email templates feature our brand's three color gradients. And the corresponding accent colors shown here. Be sure to retain the presented combinations of accent colors and gradients in each template.

Email template font

While our brand font is Gellix, not every device has Gellix installed.

To enable everyone to view and edit an email's text, and so all recipients will open visually consistent and on-brand emails, we've designed our templates with Arial, our font for everyday use.





How to open

All templates are available as .oft and .eml files.

Download the compressed .zip file from <u>Be.Cognizant</u> and then extract the template files.

To open a template file, double-click it. The template will open in the appropriate email client.

Then edit the subject lines, headers and body copy (and image files, if applicable) before sending the email to your recipients.

File types

.oft Use with Microsoft Outlook for PC
.eml Use with Microsoft Outlook for Mac

Formatting

In all templates, you can easily format the body copy (headlines, subheads, and copy). It's sometimes possible to copy and paste headlines between templates, although you should take care to stay within the same gradient color scheme.

Customizable headers

Our <u>customizable templates</u> have variations that allow us to feature a specific organization's name in the header. On request, we can tailor a header for your organization (see <u>Resources</u>).



Quick links

To navigate to the template's page in this guide, just click on the labels below

Standard

Short 1 Column | Template 1

Short 1 Column | Template 2-A1

Short 1 Column | Template 2-A2

Short 1 Column | Template 2-A3

Short 1 Column | Template 3-1

Short 1 Column | Template 3-2

Short 1 Column | Template 3-3

Long 1 Column | Template 1

Long 1 Column | Template 2-A1

Long 1 Column | Template 2-A2

Long 1 Column | Template 2-A3

2 Column Callout | Template 1-1

2 Column Photo Callout | Template 1-1

2 Column Photo Callout | Template 1-2

Newsletter

Newsletter | Template 1

Customizable

Short 1 Column | Template 2-B1

Short 1 Column | Template 2-B2

Short 1 Column | Template 2-B3

Short 1 Column | Template 4-1

Short 1 Column | Template 4-2

Short 1 Column | Template 4-3

Long 1 Column | Template 2-B1

Long 1 Column | Template 2-B2

Long 1 Column | Template 2-B3

2 Column Callout | Template 1-2

Newsletter | Template 2-1

Newsletter | Template 2-2

Newsletter | Template 2-3

Newsletter | Template 3-1

Newsletter | Template 3-2



Standard templates



Short 1-column | Template 1

This template features our multiplicity shape on a midnight blue background.

The header cannot be edited or customized.



Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit, qui in ea voluptate velit esse, quam nihil molestiae consequatur.

© 2022 Cognizant. All rights reserved.

cog_eml_tmplt_std_short_1col_1_2022



Short 1-column | Template 2

This template features a white header. You can choose from three different gradient color schemes (1,2,3) for the email body.

The header cannot be edited or customized.



cog_eml_tmplt_std_short_1col_2A1_2022



cog_eml_tmplt_std_short_1col_2A2_2022



cog_eml_tmplt_std_short_1col_2A3_2022



Short 1-column | Template 3

This template features headers with images that align with our brand gradient color schemes.

The header cannot be edited or customized.





cog_eml_tmplt_std_short_1col_32_2022



cog_eml_tmplt_std_short_1col_33_2022

cog_eml_tmplt_std_short_1col_31_2022



Long 1-column | Template 1

This template features our multiplicity shape and text formatted so you can easily include bulleted and numbered lists.

The header cannot be edited or customized.



Lorem ipsum.

Testing the font in this email, in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, qu is nostrud exercitation ullamco laboris nisi ut aliquio ex ea commodo conseguat.

Lorem ipsum dolor sit amet

- 1. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
- incididunt ut labore et dolore magna aliqua. 2. Lorem ipsum dolor sit amet, consectetur.
- 3. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.
- Lorem ipsum dolor sit amet.
 Consectetur adipiscing elit, sed do eiusmod.

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit:

- 1. Lorem ipsum dolor sit amet. consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- 2. Lorem ipsum dolor sit amet. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- 3. Lorem ipsum dolor sit amet. consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
 - 1. Lorem insum dolor sit amet
 - Consectetur adipiscing elit, sed do eiusmod.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do:

- 1. Lorem ipsum dolor sit amet, consectetur adipiscing elit, incididunt ut labore et dolore magna aliqua.
- 2. Lorem ipsum dolor sit amet, elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Lorem ipsum Lorem ipsum dolor

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

© 2022 Cognizant. All rights reserved

cog_eml_tmplt_std_long_1col_1_2022



Long 1-column | Template 2

This template features a white header. You can choose from three different gradient color schemes (1,2,3) for the email body.

Please maintain the consistency of the gradient color schemes. For example, in 2A1 use dark teal for headings and subheads on a white background—instead of changing to dark plum or dark blue.

The header cannot be edited or customized.



cog_eml_tmplt_std_long_1col_2A1_2022



cog_eml_tmplt_std_long_1col_2A2_2022



cog_eml_tmplt_std_long_1col_2A3_2022



2-column callout | Template 1-1

This template features our multiplicity shape on a midnight blue background.

The header cannot be edited or customized.



Lorem ipsum dolor sit amet lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo conseguat.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit, qui in ea voluptate velit esse, quam nihil molestiae consequatur.

Lorem ipsum dolor sit amet nullam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem reprehenderit, qui in ea voluptate velit esse, quam nihil molestiae consequatur.

© 2022 Cognizant. All rights reserved.

cog_eml_tmplt_std_call_2col_11_2022



2-column photo callout | Template 1

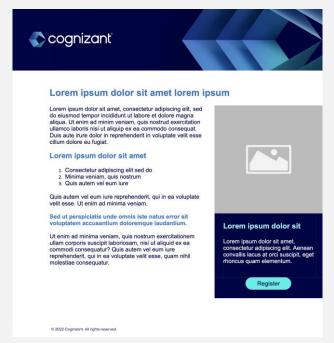
This template features two different headers: midnight blue and white.

The callout area has room for an image and text with an editable button below.

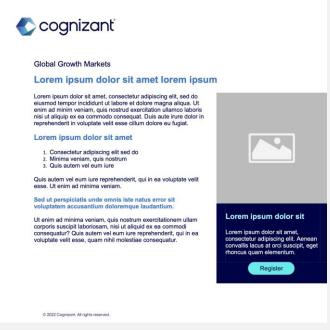
You can delete the image area, leaving a full column of midnight blue with teal and white copy.

The header cannot be edited or customized.

However, your organization's name appears in the body copy, and is therefore editable.



cog_eml_tmplt_std_photo_2col_11_2022



cog_eml_tmplt_std_photo_2col_12_2022



Newsletter templates



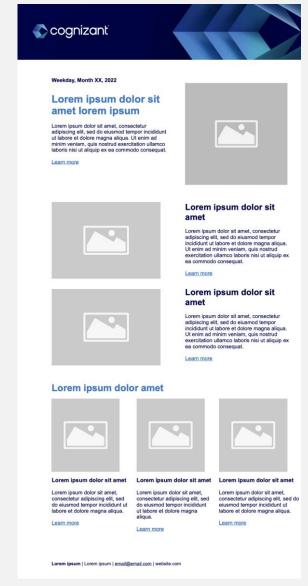
Newsletter

Newsletter | Template 1

This template features our multiplicity shape on a midnight blue background.

The header cannot be edited or customized.

Tip: Use newsletter templates when you have a variety of copy and imagery to lay out.



cog_eml_tmplt_news_1_2022



Customizable templates

(These are not available for download on Be.Cognizant because they require design services to customize the headers.)



Short 1 Column | Template 2

This template features a white header. You can choose from three different gradient color schemes (1,2,3) for the email body and include your organization name in the header.

This template is not available for download from Be.Cognizant.

Reach out to the Global Creative team to customize the header with your organization's name and provide the template. (see <u>Resources</u>).





cog_eml_tmplt_std_short_1col_2B2_2022



cog_eml_tmplt_std_short_1col_2B3_2022

cog_eml_tmplt_std_short_1col_2B1_2022



Short 1 Column | Template 4

This template features three different gradient colors schemes in the header and body, with room for an organization name in the header.

This template is not available for download from Be.Cognizant.

Reach out to the Global Creative team to customize the header with your organization's name and provide the template. (see Resources).





cog_eml_tmplt_std_short_1col_42_2022



cog_eml_tmplt_std_short_1col_43_2022

cog_eml_tmplt_std_short_1col_41_2022



Long 1-column | Template 2

This template features a white header with room for an organization name. You can choose from three different gradient color schemes (1,2,3) for the email body.

Please maintain the consistency of the gradient color schemes. For example, in 2B use dark teal for headings and subheads on a white background—instead of changing to dark plum or dark blue.

This template is not available for download from Be.Cognizant.

Reach out to the Global Creative team to customize the header with your organization's name and provide the template. (see <u>Resources</u>).



cog_eml_tmplt_std_long_1col_2B1_2022



cog_eml_tmplt_std_long_1col_2B2_2022



cog_eml_tmplt_std_long_1col_2B3_2022



2-column callout | Template 1-2

This template features one of our brand shapes in the header, with room for an organization name.

This template is not available for download from Be.Cognizant.

Reach out to the Global Creative team to customize the header with your organization's name and provide the template. (see <u>Resources</u>).



Global Growth Markets

Lorem ipsum dolor sit amet lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit, qui in ea voluptate velit esse, quam nihil molestiae consequatur.

Lorem ipsum dolor sit amet nullam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem reprehenderit, qui in ea voluptate velit esse, quam nihil molestiae consequatur.

© 2022 Cognizant. All rights reserved.

cog_eml_tmplt_std_call_2col_12_2022



Newsletter | Template 2

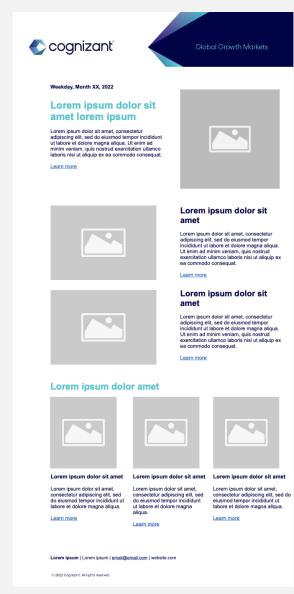
This template features our brand shapes and three <u>gradient color schemes</u> (1,2,3), with room for an organization name in the header.

The gradient color schemes in the header match those in the body. To maintain consistency, please do not mix and match.

Tip: Use newsletter templates when you have a variety of copy and imagery to lay out.

This template is not available for download from Be.Cognizant.

Reach out to the Global Creative team to customize the header with your organization's name and provide the template. (see Resources).



cog_eml_tmplt_news_21_2022



cog_eml_tmplt_news_22_2022



cog_eml_tmplt_news_23_2022



Newsletter | Template 3

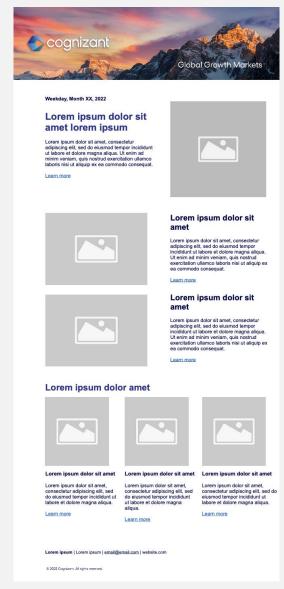
This template features dynamic imagery in the header and <u>gradient color schemes</u> in the body, with room for an organization name in the header.

The gradient color schemes in the images match those in the body. To maintain consistency, please do not mix and match.

Tip: Use newsletter templates when you have a variety of copy and imagery to lay out.

This template is not available for download from Be.Cognizant.

Reach out to the Global Creative team to customize the header with your organization's name and provide the template. (see Resources).



cog_eml_tmplt_news_31_2022



Weekday, Month XX, 2022

Lorem ipsum dolor sit amet lorem ipsum

Lorem ipsum dolor sit armet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna alliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamoo laboris nisi ut aliquip ex ea commodo consequat.

Learn more



Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamoc laboris nisi ut aliquip ex ea commodo consequat.

Learn more



Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamoo laboris nisi ut aliquip ex ex commod

Learn more

Lorem ipsum dolor amet







Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Learn mor

et Lorem ips

t amet, g elit, sed consectetur adipiscing elit, sed colididunt ut do eiusmod tempor incididunt ut labore et dolore magna aliqua.

olor sit amet Lorem ipsum dolor sit

et, Lorem ipsum dolor sit amet, , sed consectetur adipiscing elit, sed do lunt eiusmod tempor incididunt ut labore et dolore magna aliqua.

Learn more

Lorem ipsum | Lorem ipsum | email@email.com | website.com

cog_eml_tmplt_news_32_2022



Resources



Resources

We're here to help

To request email template header customizations, please <u>submit a Workfront request</u>.

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

Or, if you have questions, please contact <u>Brand</u> <u>Questions</u>.

Additional guidelines

Cognizant associates can download the following guides—and other templates, logos and assets—from Brand Resources.

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

