

Web and digital applications guide

Contents

Logo	3
Colors	4
Typography	6
Link and button usage	8
Link and button styling	9
Tabs and accordions	10
Radios, checkboxes, inputs and dropdowns	11
Cards/tiles	12
Carousels, video and modal/overlay windows	13

This guide is a supplement to the Visual Identity Guidelines which can be found on Be.Cognizant in [Brand Resources](#).

Logo

Logo for digital

Websites should use the logo without the tagline. Secondary (stacked) logo can be used in small spaces. Never separate the wordmark from the brand symbol.

Logo elements



Brand symbol

cognizant®

Wordmark



Dark background



Optional stacked version for small spaces

Avatar



Rounded
400 x 400 px



Circular
400 x 400 px



Cognizant  @Cognizant • 6h

Conversational AI, cloud CX and experience engineering are essential tools for modernizing customer service. See how Cognizant’s Customer Service Transformation team puts these strategies into action to deliver optimal results for clients.



Favicon



32 x 32 px



For more information, see the Visual Identity Guidelines on [Brand Resources](#).

Colors

Our color palette

Base colors

Use these for high contrast solid color backgrounds and most text. These colors ground the gradients as well as all other solid accent colors.

Accent colors

Inspired by our three mesh gradients, these colors are helpful for secondary headlines, lines, backgrounds, buttons, links 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, as backgrounds for charts and graphs, borders, or shadows.

Highlight colors

Use these to highlight colors only for messages and notifications like form errors or to highlight critical information.

Tints of highlight colors **ONLY** are acceptable at amounts of 15%, 30%, 50%, 60%, 85%, or 100%.

For more information, see the Visual Identity Guidelines on [Brand Resources](#).

Base colors					
<div></div>	<div>White</div> <div>R 255 G 255 B 255</div> <div>#FFFFFF</div> <div>\$white</div>	<div></div>	<div>Primary (Midnight blue)</div> <div>R 0 G 0 B 72</div> <div>#000048</div> <div>\$primary</div>		
Accent colors					
<div></div>	<div>Accent 1, Dark (Dark plum)</div> <div>R 46 G 49 B 142</div> <div>#2E308E</div> <div>\$accent1-dark</div>	<div></div>	<div>Accent 2, Dark (Dark blue)</div> <div>R 47 G 120 B 196</div> <div>#2F78C4</div> <div>\$accent2-dark</div>	<div></div>	<div>Accent 3, Dark (Dark teal)</div> <div>R 5 G 129 B 155</div> <div>#05819B</div> <div>\$accent3-dark</div>
<div></div>	<div>Accent 1, Medium (Medium plum)</div> <div>R 115 G 115 B 216</div> <div>#7373D8</div> <div>\$accent1-medium</div>	<div></div>	<div>Accent 2, Medium (Medium blue)</div> <div>R 106 G 162 B 220</div> <div>#6AA2DC</div> <div>\$accent2-medium</div>	<div></div>	<div>Accent 3, Medium (Medium teal)</div> <div>R 6 G 199 B 204</div> <div>#06C7CC</div> <div>\$accent3-medium</div>
<div></div>	<div>Accent 1, Light (Light plum)</div> <div>R 133 G 160 B 249</div> <div>#85A0F9</div> <div>\$accent1-light</div>	<div></div>	<div>Accent 2, Light (Light blue)</div> <div>R 146 G 187 B 230</div> <div>#92BBE6</div> <div>\$accent2-light</div>	<div></div>	<div>Accent 3, Light (Light teal)</div> <div>R 38 G 239 B 233</div> <div>#26EFE9</div> <div>\$accent3-light</div>
Neutral colors					
<div></div>	<div>Dark gray</div> <div>R 83 R 86 B 90</div> <div>#53565A</div> <div>\$gray-dark</div>	<div></div>	<div>Medium gray</div> <div>R 151 G 153 B 155</div> <div>#97999B</div> <div>\$gray-medium</div>	<div></div>	<div>Light gray</div> <div>R 208 G 208 B 206</div> <div>#D0D0CE</div> <div>\$gray-light</div>
<div></div>	<div>Lighter gray</div> <div>R 232 G 232 B 230</div> <div>#E8E8E6</div> <div>\$gray-lighter</div>	<div></div>	<div>Lightest gray</div> <div>R 247 G 247 B 245</div> <div>#F7F7F5</div> <div>\$gray-lightest</div>		
Highlight colors					
<div></div>	<div>Highlight red</div> <div>R 184 G 31 B 45</div> <div>#B81F2D</div> <div>\$red</div>	<div></div>	<div>Highlight yellow</div> <div>R 223 G 199 B 29</div> <div>#E9C71D</div> <div>\$yellow</div>	<div></div> <div>*</div>	<div>Highlight green</div> <div>R 45 G 184 B 31</div> <div>#2DB81F</div> <div>\$green</div>

* Highlight green is ONLY used for successful confirmation alerts

Colors

Accessibility and color contrast

It's important to create sufficient contrast between colors to enhance readability.

We follow the [WCAG Guidelines](#) of a AA contrast value of 4.5 or greater.

Combinations for white backgrounds or text

Midnight blue	Neutral dark gray	Highlight red
Dark teal		
Dark blue		
Dark plum		
Medium plum*		

Combinations for midnight blue backgrounds or text

White	Neutral medium gray	Highlight yellow
Dark teal*	Neutral ight gray	
Medium teal		
Light teal		
Medium plum		
Light plum		
Medium blue		
Light blue		
Dark blue*		

Do not combine

Accent colors from different color groups	Accent colors on accent colors	Neutral colors on accent colors	Highlight colors on accent or neutral colors
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For more information, see the Visual Identity Guidelines on [Brand Resources](#).

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

Foreground/
background
combinations

Aligned with the accessibility combinations on the previous page, these examples showcase how various text elements change based on the lightness of the background color.

Headings and body content

H1-H3, paragraphs, lists and other text elements shift between either midnight blue (●) or white (○).

H4-H6 shift between either dark blue (●, \$accent2-dark) or white (○).

Links shift between either dark blue (●, \$accent2-dark), midnight blue (●), or light teal (●, \$accent3-light).

In cases of unique needs, utility classes can be used to override the default results but should be done with caution.

Cognizant.com

Our CSS framework automatically detects the contrast between the background and foreground elements and adjusts their color accordingly.

For more information, see the Visual Identity Guidelines on [Brand Resources](#).

Acceptable combinations

<div><h1>h1h2h3h4h5h6</h1><p>Paragraph</p>Link</div>	<div><h1>h1h2h3h4h5h6</h1><p>Paragraph</p>Link</div>	
<div><h1>h1h2h3h4h5h6</h1><p>Paragraph</p>Link</div>	<div><h1>h1h2h3h4h5h6</h1><p>Paragraph</p>Link</div>	<div><h1>h1h2h3h4h5h6</h1><p>Paragraph</p>Link</div>
<div><h1>h1h2h3h4h5h6</h1><p>Paragraph</p>Link</div>	<div><h1>h1h2h3h4h5h6</h1><p>Paragraph</p>Link</div>	<div><h1>h1h2h3h4h5h6</h1><p>Paragraph</p>Link</div>
<div><h1>h1h2h3h4h5h6</h1><p>Paragraph</p>Link</div>	<div><h1>h1h2h3h4h5h6</h1><p>Paragraph</p>Link</div>	<div><h1>h1h2h3h4h5h6</h1><p>Paragraph</p>Link</div>
<div><h1>h1h2h3h4h5h6</h1><p>Paragraph</p>Link</div>	<div><h1>h1h2h3h4h5h6</h1><p>Paragraph</p>Link</div>	

Font sizes

A typographic scale is an important tool when composing a set of header and body text sizes. It helps visually distinguish sections of content, helping viewers understand flow and divisions.

Ratio

We use the “perfect fourth” ratio of **1.333** with a base size of **20px**. This gives a pleasing, smooth and natural scale from smallest to largest.

Responsive/fluid text

Rather than using pre-defined font sizes at pre-defined breakpoints, we use a technique that allows the text to fluidly scale between a minimum and maximum size. This ensures that the text appropriately sized for the vast variety of devices.

This technique can also be used on other properties like padding, margin, border width, and many others.

Resources

[Modularscale.com](#)

For more information, see the Visual Identity Guidelines on [Brand Resources](#).

Live demo

Typographic Scale

H1:84px/92.4px
Semi-bold, Midnight Blue

H2:63px/69.3px
Semi-bold, Midnight Blue

H3:47px/56.4px
Semi-bold, Midnight Blue

H4:36px/43.2px
Light, Medium Blue

H5:27px/32.4px
Light, Medium Blue

H6:20px/24px
Light, Medium Blue

Standard paragraph: 20px/26px
Regular, Midnight Blue

Small paragraph:15px/19.5px
Regular, Midnight Blue

Tiny paragraph:12px/15.6px
Regular, Midnight Blue

Visual type scale

Visual type scale

Visual type scale

Visual type scale

Visual type scale

Visual type scale

Visual type scale

Visual type scale

Visual type scale

Link and button usage

To build on our design principle of clarity, we use links in most situations.

Standard link with arrow

When to use a link

Links are the default choice for all actions. These may include:

- “Learn more” actions on a card
- “Read now” in a banner
- Any other secondary/related actions

Default button: 20px

When to use a button

Because of their high visibility, buttons must be used sparingly. Primary and critical user actions should use a button. These may include:

- Submitting a form
- Launching an app
- Downloading a whitepaper
- Other high-value task

In the event that there are multiple primary actions on a page and they are located close to each other—or on screen at the same time—a hollow button should be used.

For more information, see the Visual Identity Guidelines on [Brand Resources](#).

Link and button styling

Links

By default, links use dark blue (●, \$accent2-dark) on light backgrounds, and light teal (●, \$accent3-light) on dark backgrounds.

Where the link is used determines whether an underline is used:

- Block-level links **do not** use underlines. For example, CTAs like “Learn more.”
- Links located inside paragraphs **do use** underlines so they are more visibly distinguished from the rest of the copy.

These combinations follow the appropriate accessibility color contrast.

Buttons

By default, filled buttons now use light teal (●, \$accent3-light) backgrounds with midnight blue (●, \$primary) text.

Hollow variations now use dark blue (●, \$accent2-dark) borders and text. On dark backgrounds light teal (●, \$accent3-light) is used instead.

These combinations follow the appropriate accessibility color contrast.

Specifications: \$button-radius: \$global-radius * 1000 !default;

Links

Standard link with arrow

On dark background

Standard link with arrow

Within <p> tag, underline used

Tiny link

Small link

Standard link

Large link

Tiny link

Small link

Standard link

Large link

Buttons

Default button: 20px

Default button: 20px

Hollow version on dark background

Default button: 20px

For more information, see the Visual Identity Guidelines on [Brand Resources](#).

Tabs and accordions

Tabs

Tabs use dark blue (●, \$accent2-dark). Inactive tabs use 20% of accent 2, light.

Rounding: Yes

Specifications: 0.5em; (\$global-radius)

Accordions

The background blend of accordion elements transitions from midnight blue (●, \$primary) to dark blue (●, \$accent2-dark).

Rounding: Yes

Specifications: 0.5em; (\$global-radius)

Tabs



Accordions



For more information, see the Visual Identity Guidelines on [Brand Resources](#).

Basic components

Radios, checkboxes, inputs and dropdowns

Radios and checkboxes

Forms elements use dark blue (●, \$accent2-dark).

Rounding: Yes
Specifications: border-radius(0.2em);

Inputs and dropdowns

Input and dropdown elements use midnight blue (●, \$primary).

Form fields that use the float label pattern have a background color of lightest gray (○, \$gray-lightest).

Rounding: Yes
Specifications: 0.5em; (\$global-radius)

For more information, see the Visual Identity Guidelines on [Brand Resources](#).

Radios and checkboxes

- ☐ Radio default
- ☒ Radio selected
- ☐ Radio disabled

- ☐ Checkbox default
- ☒ Checkbox selected
- ☐ Checkbox disabled

Inputs and dropdowns

Default input

Default input
Active input

Disabled input

Default dropdown ▾

Disabled dropdown ▾

Basic components

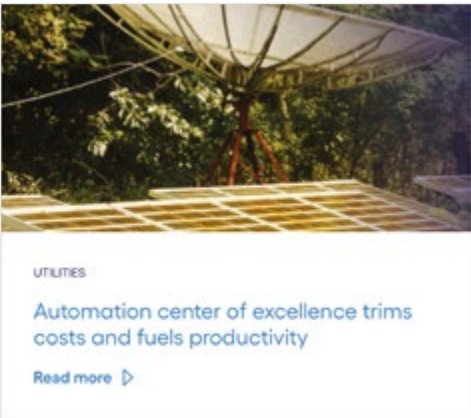
Cards/tiles

Cards elements follow these text and graphic elements styles.

Rounding: No

Image selection

Images should follow photography guidance in the Visual Identity guidelines.



For more information, see the Visual Identity Guidelines on [Brand Resources](#).

Basic components

Carousels, video and modal/overlay windows

Carousels

Carousel controls use dark blue (●, \$accent2-dark) on light backgrounds or light teal (●, \$accent3-light) on dark backgrounds.

Rounding: No

Video

Video blocks use light teal (●, \$accent3-light).

Rounding: No

Modal/overlay windows

Modal overlays use white text on midnight blue (●, \$primary).

Rounding: Yes

Specifications: 0.5em; (\$global-radius)

For more information, see the Visual Identity Guidelines on [Brand Resources](#).

Carousels



Video



Modal/overlay windows



We're here to help!

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

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