

Brand guidelines: promotional items

Welcome to Cognizant's promotional items guidelines







The right promotional items can help shape perceptions about our ability to deliver on the promise of intuition engineered. They can attract top talent and help current associates feel connected to Cognizant. Promotional items connect the Cognizant brand to people's physical experiences in the real world. Let's make sure those experiences are amazing.

We're here to help! Just reach out to us at [Brand Questions](#).

NOTE: All items shown throughout the document are for illustration purposes only and may not be available in the current promotional item catalogs.

Guiding principles

Our branded items reflect our position as a modern and consultative global technology leader.

| Brand | Genius | Quality | Practicality | Sustainability | Equity |
|---|--|---|--|---|---|
| Our visual identity was built to have depth. Favor using the full color logo, tagline, and brand color—and expression shapes when possible. | We’re dedicated to smart, simple, contemporary design. Don’t just “slap a logo” on products—design them. | We are focused on quality. It’s better to have our brand on a smaller well-crafted item, than a larger cheap one. | Select items that are useful, technically savvy, built to last. And choose items that are more appropriate for work than play. | Every item with our name on it impacts the earth and the people on it. Favor items that are sustainably developed and minimally packaged. | Bodies and preferences are different. Cognizant always offers wearables in a variety of fits. |
|  |  |  |  |  |  |

Sourcing custom promotional items

The company store (launching early 2023) provides a wide range of pre-approved Cognizant-branded wearables, office gear, drink containers and gift items. If you feel none of these suits your needs, you can request a bespoke order that follows our guiding principles.

The brand team must approve all Cognizant-branded promotional items before they are produced.

The incomplete list below provides a sense for what type of items are on-brand for Cognizant. The general rule of thumb is to choose items that would be appropriate at a Fortune 500 office (or appear in a home office on a Teams call).

- **Approval:** Shirts, vests, tech gear (cord holders, chargers, etc.), notebooks, pens, cups, mugs.
- **Inappropriate:** Blankets, pants, beer koozies, stress balls, children’s wear.

Logo usage

Full color logos

Use the full or five-color logo to best represent our brand unless production or costs prohibits.

Registered trademark

Use the registered trademark version of the logo unless it is prohibitively small. The trademark symbol typically will not be appropriate for embroidery.

Logo + tagline lockup

Use the logo with tagline on most items. Where it won't fit, consider using the logo without the tagline and then printing the tagline separately (e.g., on opposite sides of a pen).

Third party logos

If the Cognizant logo will appear with non-Cognizant logos, you will need brand approval before the items are produced. Allow plenty of time for brand team and legal approval.

Tagline styling

When separating the tagline from a lockup use “intuition” in lowercase, Gellix SemiBold, and “engineered” in lowercase Gellix Light. When stacking, keep the two lines tight together with minimal spacing.

Primary logo

Use the primary (non-stacked) logo unless the space is too narrow to accommodate it.



Secondary logo



One-color logos

Seek brand team approval prior to using one- color logos.



Primary logo with tagline



Secondary logo with tagline



Horizontal standalone with tagline

intuition engineered

Stacked standalone with tagline

intuition
engineered



Logo sizing

“z” at a minimum

Our logo must not compete for attention with other logos or any text. Use as much clear space as possible. Minimum acceptable clear space: the height of the “z” in “cognizant”.



Minimum size

In general, the minimum size of the printed logo is based on the width of each logo configuration. However, the application must also be considered. For example, the minimum size of embroidery is larger than the minimum for printing.

Logo lockups

Remember that most of our business units or groups are treated in text, and not “locked up” with our logo. For more information, see [Brand guidelines: co-branding and logo usage](#).

In order to keep our focus on the masterbrand, we try to avoid printing the names of a location, business unit event or offering. If you do include a name, be sure to leave sufficient space (approximately the width of the logo) between the Cognizant logo and the name of your location/entity/offering—which is treated in text.



Logo don't's



Don't place the logo against a background with insufficient contrast.



Don't stretch the logo.



Don't use the brand symbol alone.



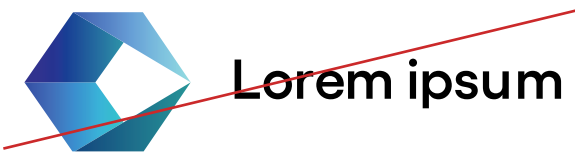
Don't change the font of the logo.



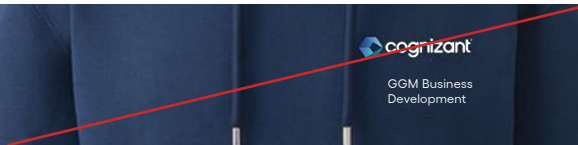
Don't recolor the logo.



Don't rotate the logo. (The exception is that the entire logo can be displayed on a 90 or 270 degree rotation on items that are long and thin like pens or tall water bottles or sleeves.)



Don't change the size or edit the name of the logo.



Avoid placing additional text near the logo.

For more information about incorrect logo usage, please refer to the [Brand guidelines: visual identity](#)

Colors

Item colors

Select items that are white or midnight blue. If midnight blue is not available, navy blue is an acceptable alternative. On non-apparel items, black is acceptable only if navy blue is unavailable.



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



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

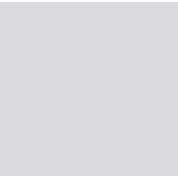
When midnight blue isn't possible, gray or silver are acceptable alternatives.



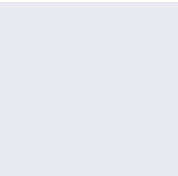
Dark gray
PMS Cool Gray 11
C63 M52 Y44 K33
R 83 R 86 B 90
#53565A



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



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



Silver
Vendor color

Text colors

Use our base colors: white and midnight blue.



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



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

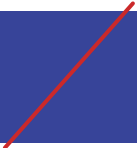
Gradients

For the most part, avoid selecting items in gradients or printing our gradient on items. Gradients are tricky to apply to promotional items in ways that highlight their vibrancy.

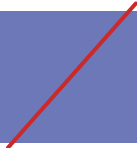
For information about printing on paper, see our [Print guidelines](#)

Accent colors

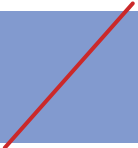
Do not use our Cognizant brand accent colors as item or text colors.



Dark plum



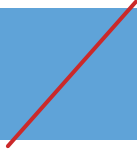
Medium plum



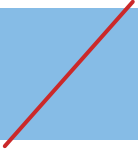
Light plum



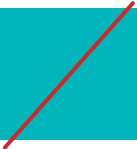
Dark blue



Medium blue



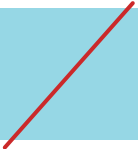
Light blue



Dark teal



Medium teal



Light teal

Brand shapes

Our brand shapes evoke three-dimensional objects in motion, showing that we see problems from every angle.

Use our three brand expression shapes. They include most of the Cognizant brand symbol and are appropriate for promotional items.

Do not use our core shapes on promotional items.

For more information about brand shapes, see [Brand guidelines: visual identity](#).

Archetype



Supergraphic



Multiplicity



Screen printing and embroidery

Logo size

Logo height minimum is 0.40". At that height, relative size of wordmark is 0.36".



If the tagline is included, minimum height is 0.55" tall.



Color and logo position

There isn't a direct relationship between thread color and PMS colors. Therefore, always ask for a sample—and carefully review it—before producing a full run of any screen-printed or embroidered object.

For shirts with buttons, always place the logo on upper left of the chest. For other shirts, place the logo on a sleeve.



Non-apparel applications

Logo size

Size our logo appropriately so that it is neither too big nor too small for the promotional item.



Printing on paper

Use bright white paper stock where possible to enhance the vibrancy of our colors— particularly gradients. Use a matte or semi-gloss finish for non-writable items and consider spot varnishes to give a sense of layering.

Please refer to the quick reference [Print guidelines](#)



Etching and engraving

Keeping these guidelines in mind, please consult with your etching or engraving vendor.



We're here to help!

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

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

Additional resources

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

- Visual identity
- Cobranding and logo usage
- Print guidelines