

Brand guide: email templates

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Templates overview

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 [Resources](#)).

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 [Resources](#)).

Overview

Color & fonts

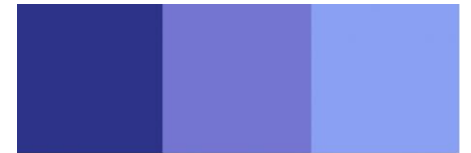
Color gradient schemes

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.



Overview

How to open

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

Download the compressed .zip file from [Be.Cognizant](#) 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 customizable templates 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 Resources).

Overview

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

Standard

Short 1-column | Template 1

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

The header cannot be edited or customized.



cog_eml_tmplt_std_short_1col_1_2022

Standard

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

Standard

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_31_2022



cog_eml_tmplt_std_short_1col_32_2022



cog_eml_tmplt_std_short_1col_33_2022

Standard

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.



cog_eml_tmplt_std_long_1col_1_2022

Standard

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_2A3_2022



Standard

2-column callout | Template 1-1

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

The header cannot be edited or customized.



cog_eml_tmplt_std_call_2col_11_2022

Standard

2-column photo callout | Template 1

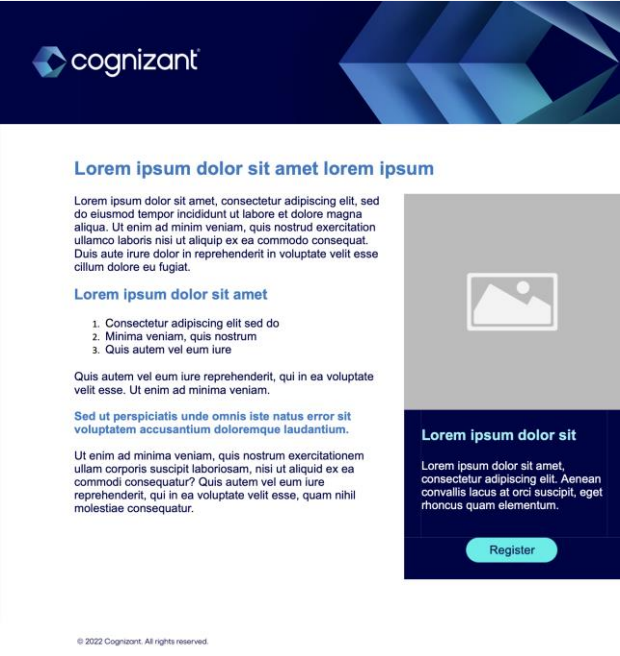
This template features two different headers: midnight blue and white.

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

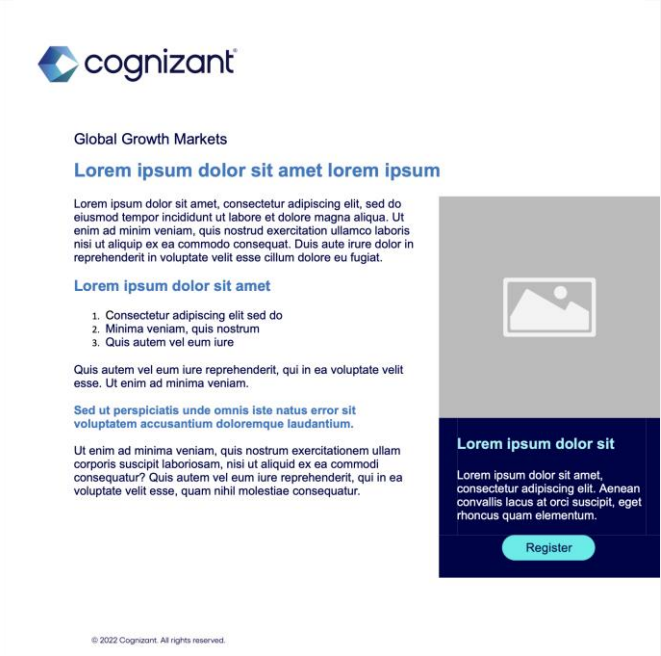
You can delete the image area, leaving a full column of midnight blue with teal and white copy.

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

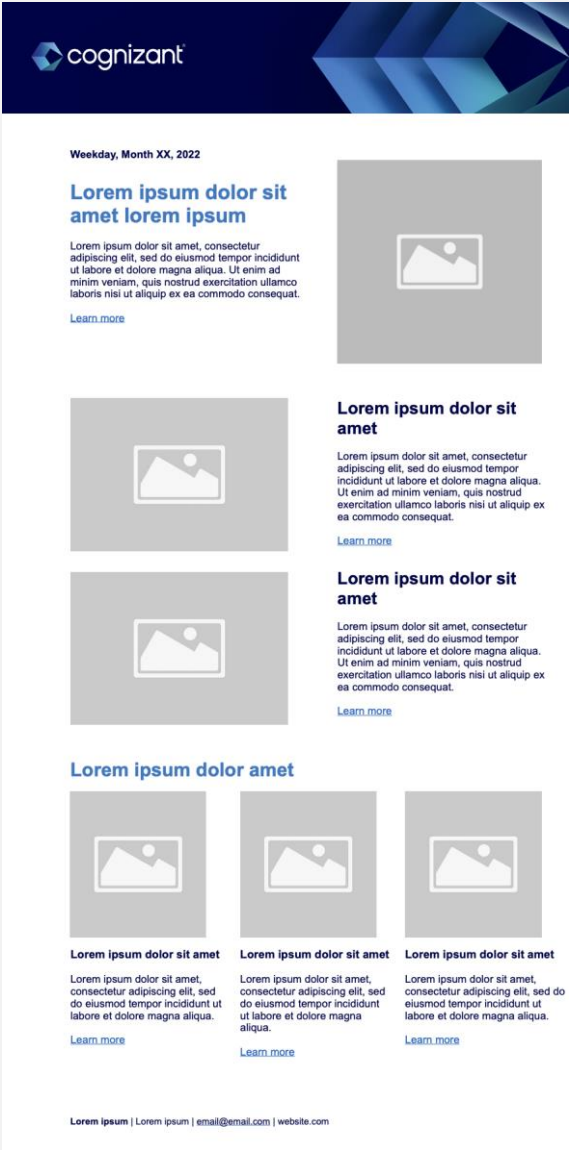
Newsletter

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.)

Customizable

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 Resources).



cog_eml_tmplt_std_short_1col_2B1_2022



cog_eml_tmplt_std_short_1col_2B2_2022



cog_eml_tmplt_std_short_1col_2B3_2022

Customizable

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_41_2022



cog_eml_tmplt_std_short_1col_42_2022



cog_eml_tmplt_std_short_1col_43_2022



Customizable

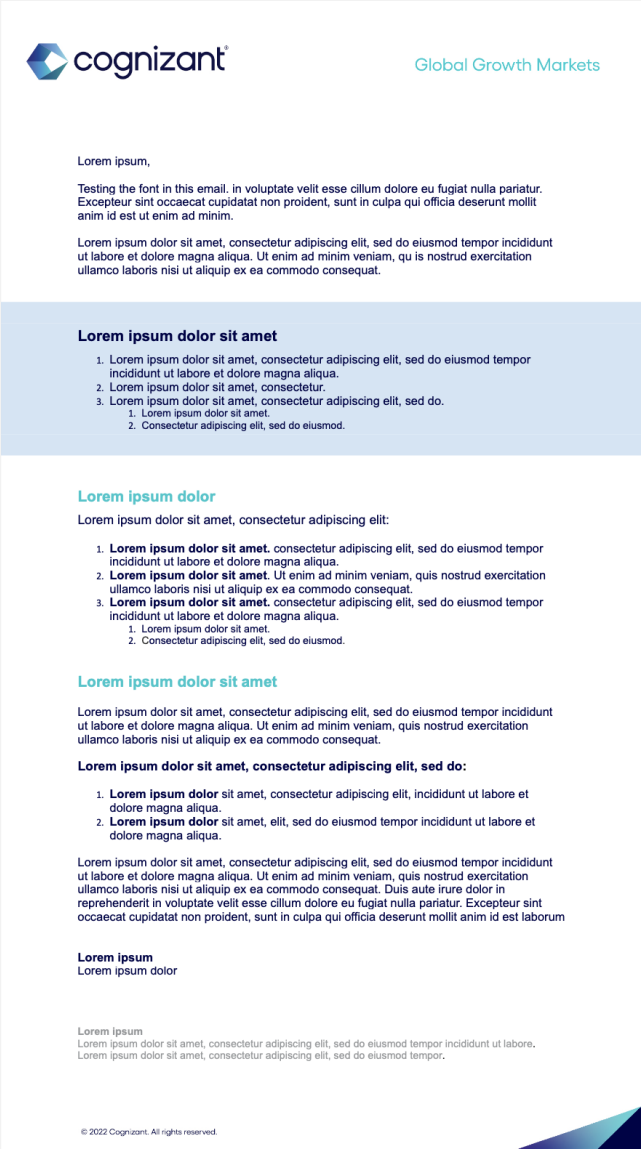
Long 1-column | Template 2

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 [Resources](#)).



cog_eml_tmplt_std_long_1col_2B1_2022



cog_eml_tmplt_std_long_1col_2B3_2022

Customizable

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 [Resources](#)).



cog_eml_tmplt_std_call_2col_12_2022

Customizable

Newsletter | Template 2

This template features our brand shapes and three gradient color schemes (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



Customizable

Newsletter | Template 3

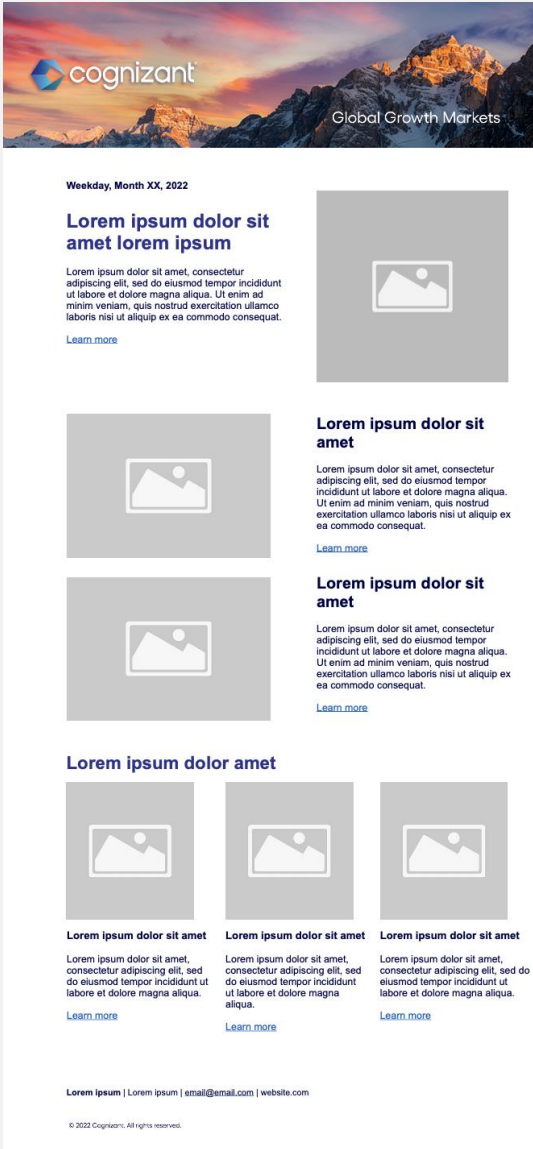
This template features dynamic imagery in the header and gradient color schemes in the body, with room for an organization name in the header.

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

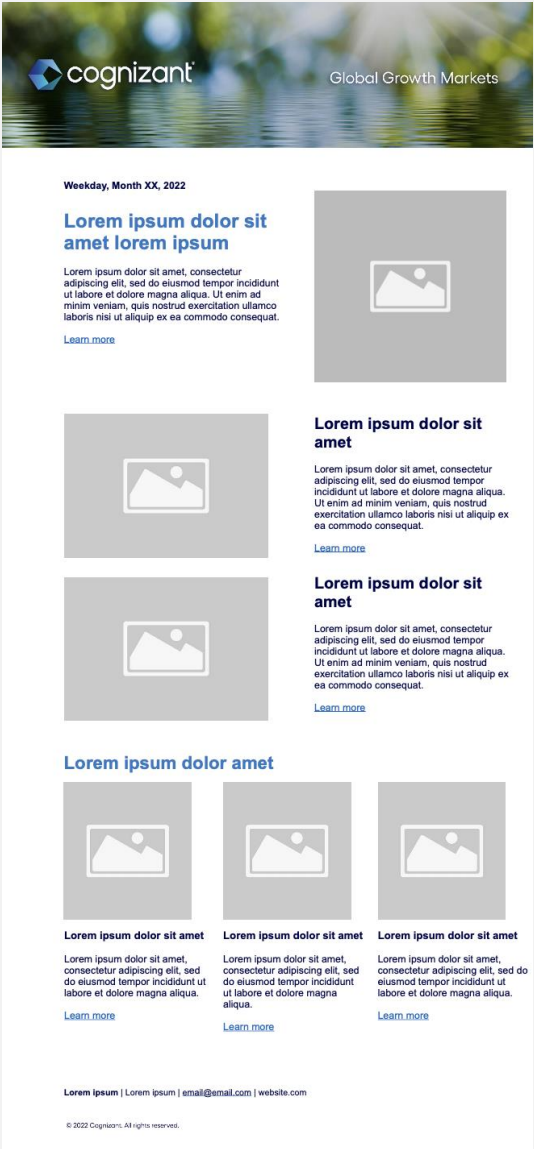
Tip: Use newsletter templates when you have a variety of copy and imagery to lay out.

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



cog_eml_tmplt_news_32_2022

Resources

Resources

We're here to help

To request email template header customizations, please [submit a Workfront request](#).

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

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

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