cognizant®

Cognizant logo guidelines

Our logo is designed to capture attention and differentiate us

Our brandmark 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.

Thinks 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

Primary logo
Elements

Brand symbol   Wordmark

Our secondary logo stacks elements vertically to save space

Use this logo only when you have horizontal space constraints.

Secondary logo
Full color

Use the full color logo whenever possible

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 use 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 background color.

Positive logos
Full color

Full color primary logo
Use this version across all media.

One color primary positive logo
Use on light backgrounds when technical limitations prohibit using full color.

Reverse logos

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

One color primary reverse logo
Use on dark backgrounds when technical limitations prohibit using full color.

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
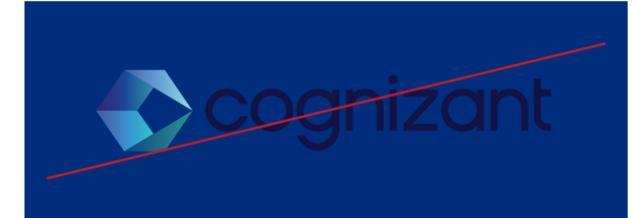

Minimum size

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

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Print: 17.46 mm / .6875 in.

Incorrect logo usage

Any exceptions to logo use outlined in this document are made only at the discretion and with the permission of the brand team.

Thank you