Cognizant Unveils New Logo and Tagline

Brand Identity Evolves to Reflect the Company's Digital Focus

Cognizant today reveals its new logo and tagline, *Intuition engineered™*, introducing the latest evolution in the company's brand identity.

Cognizant's new brand positioning is designed to better reflect the company's expertise in digital technologies and accelerating digital business. The company has aggressively expanded capabilities in artificial intelligence, cloud, Internet of Things, and software engineering, both organically and through more than $3 billion in acquisitions, over the past three years. This emphasis on digital better positions Cognizant to deliver on its growth strategy and increase relevance to clients as they embrace digital to transform their business operations and customer experiences. Digital represented approximately 44 percent of the company's business at year-end 2021.

"Cognizant has evolved dramatically over the past few years, but it became apparent that perceptions of the company had not shifted at the same rate," said Gaurav Chand, Chief Marketing Officer at Cognizant. "We believe we have our best digital offerings to date. This evolution of our brand identity reflects the value we bring to our Global 2000 clients and demonstrates the digital leader we have become."

Cognizant's new tagline, "*Intuition engineered,"* expresses the company's vision for how technology should enhance businesses – so they can act with human insight, but at superhuman speed.

Chand said, "The ability to engineer enterprises to anticipate and act brings a new dimension of humanity to technology. This tagline is designed to resonate both with our enterprise clients, but also current and prospective members of our 330,000^{+}-strong global team. It's the outward expression of our essential purpose and the values that guide us."

Click here to access a logo download and usage guidelines.

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