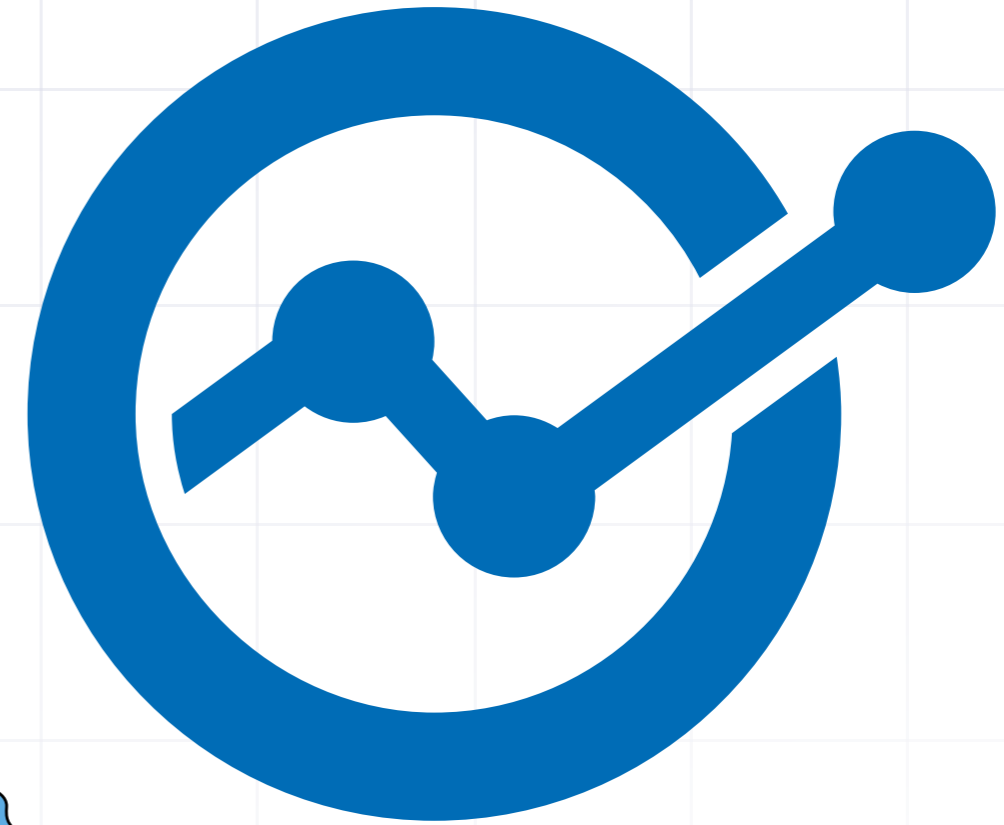


Brand Guidelines

COGNIRA

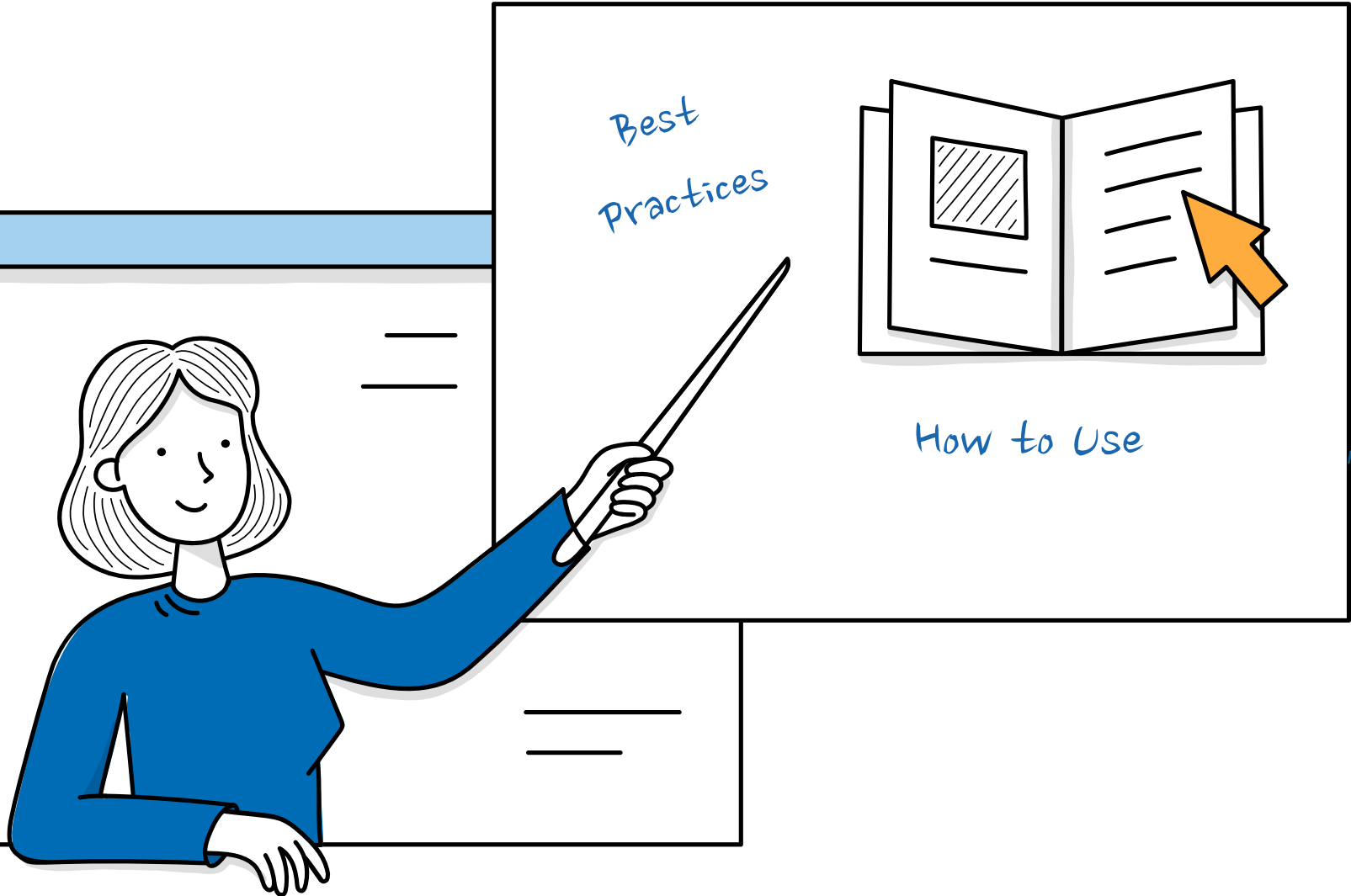


Brand
Cognira

Year
2025

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Introduction

Hi, Welcome to Cognira's

Brand Guidebook! 🖐️

A one-stop shop for all things brand

Throughout this guidebook, discover Cognira's design standards and how to create consistent, on-brand content.

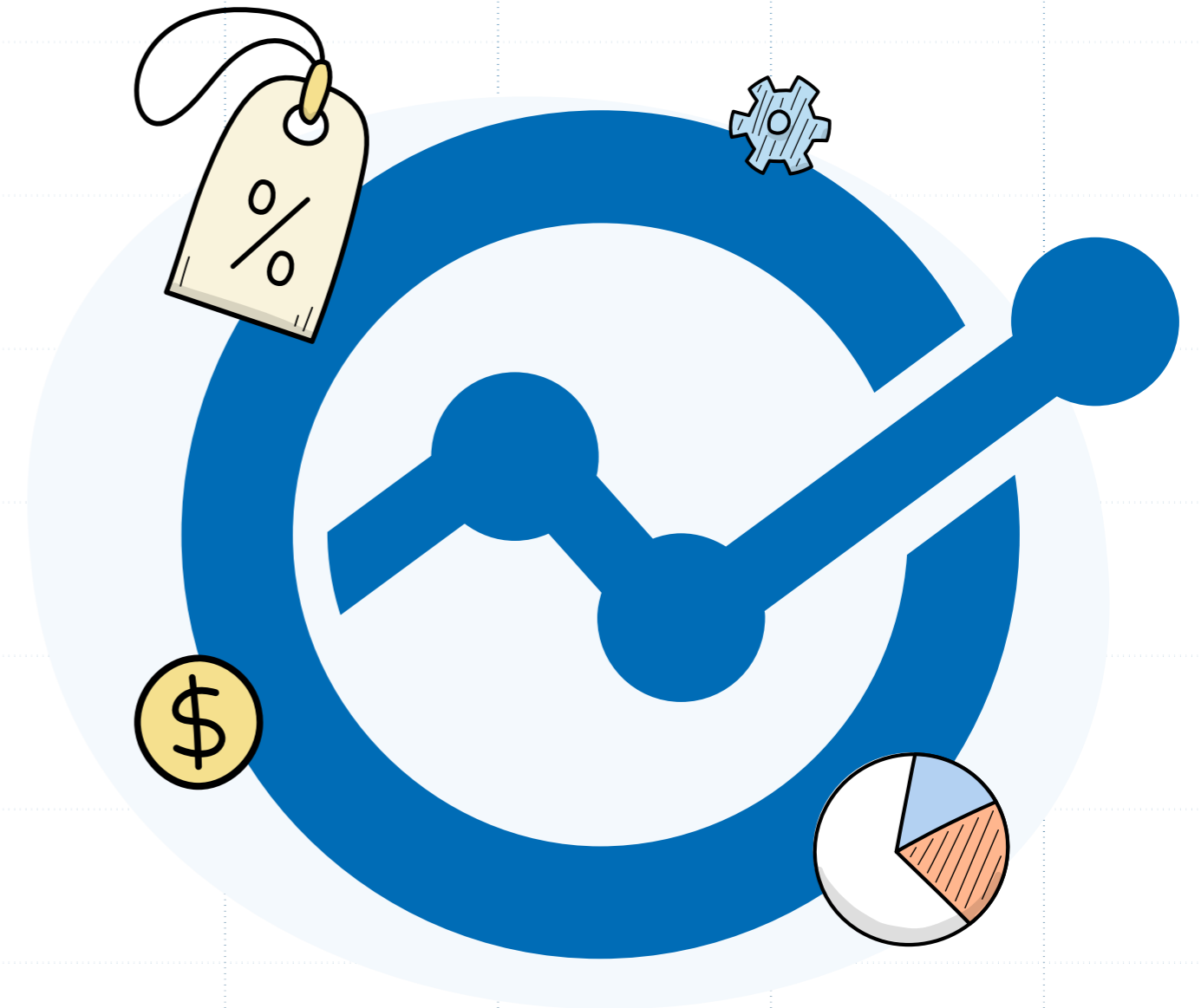
For any questions, please email the marketing team:
marketing@cognira.com

Who is Cognira

Cognira is a forward-thinking, **data-driven brand** that merges **rigorous analytical insights** with an open, **innovative approach** to problem-solving.

Cognira is a brand that is not only **precise and reliable** but also **engaging, thoughtful**, and **ready to innovate** in collaboration with its clients.

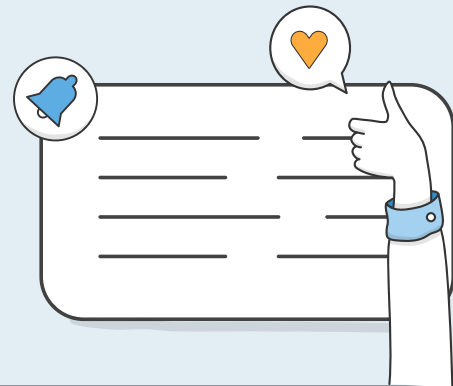
Cognira's biggest asset is its **people**. We are **fun, smart**, and **great partners** for embarking on a journey to optimize promotional business opportunities **together**.



Our 6 values



Stand up for what's right



No brilliant jerks allowed



Think like an entrepreneur,
act like a CEO



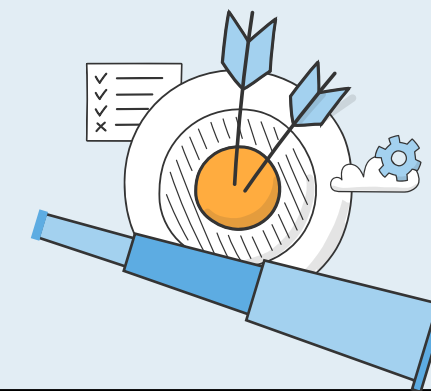
Learn, unlearn, relearn



Customers are always first



All work and no play
is no fun at all



The logo for COGNIRA is displayed in white on a blue background. The word "COGNIRA" is written in a clean, sans-serif font. The letter 'O' is replaced by a circular icon containing a stylized line graph with three data points. The logo is centered within a white dashed grid that consists of four vertical and four horizontal lines, creating a 3x3 grid of squares.

Logo guidelines

The Core of Our Visual Identity

Our logo is the cornerstone of our brand identity.

It represents who we are and how we are perceived. This section outlines the correct usage and variations of our logo to maintain consistency and ensure it remains recognizable across all platforms.

Logo design

Cognira helps retailers leverage data and systems to make better decisions and improve profits. Cognira combines deep retail expertise with proven data science and technology experts to help apparel, department store, hardlines, and grocery retailers make optimal merchandising and supply chain decisions.

Logotype

COGNIRA

Logo mark



[Download logo & Variants](#)

Logo colors

The Cognira logo represents our brand identity and should always be used consistently to maintain visual integrity. To ensure clarity and recognition, use the approved logo color variations that best suit the background and design context.



COGNIRA



COGNIRA

Minimum size & clear space

Minimum size

The minimum logo size for digital applications is 15px wide.



Clearspace

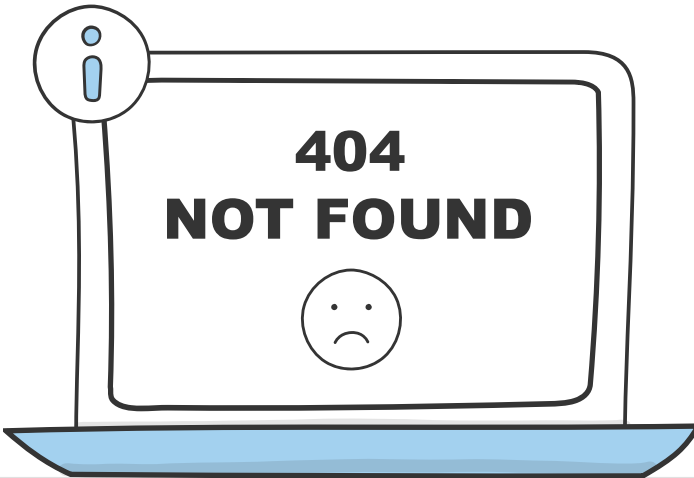
Our logo Clear space is defined by taking the width of our logo icon which is 33px



Logo misuse

In this section we highlight guidelines for what not to do with the brand's logo, in order to avoid misrepresenting the brand or damaging its reputation.

This section is particularly important to ensure that the logo is not used inappropriately or in a way that conflicts with the brand's values and messaging.



01

02

03

04

05

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09



Brand color palette

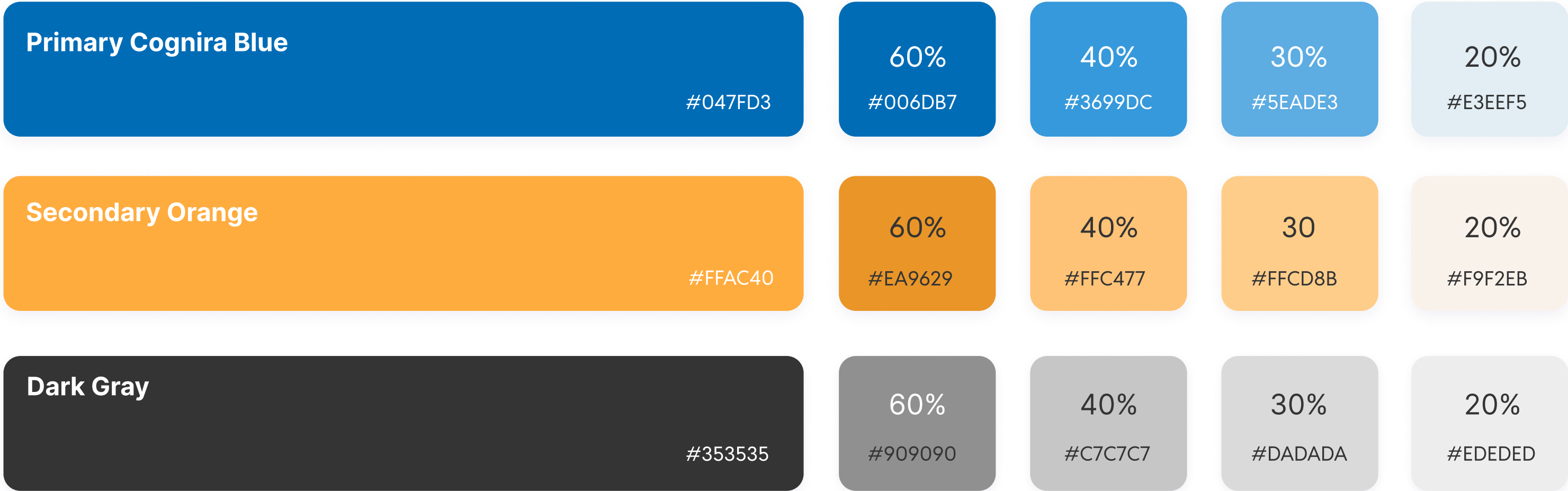
We love colors!

Color is the voice of our brand.

The primary, secondary, and accent colors detailed in this section work together to create a unified, recognizable visual identity that resonates with our audience.

Primary Color palette

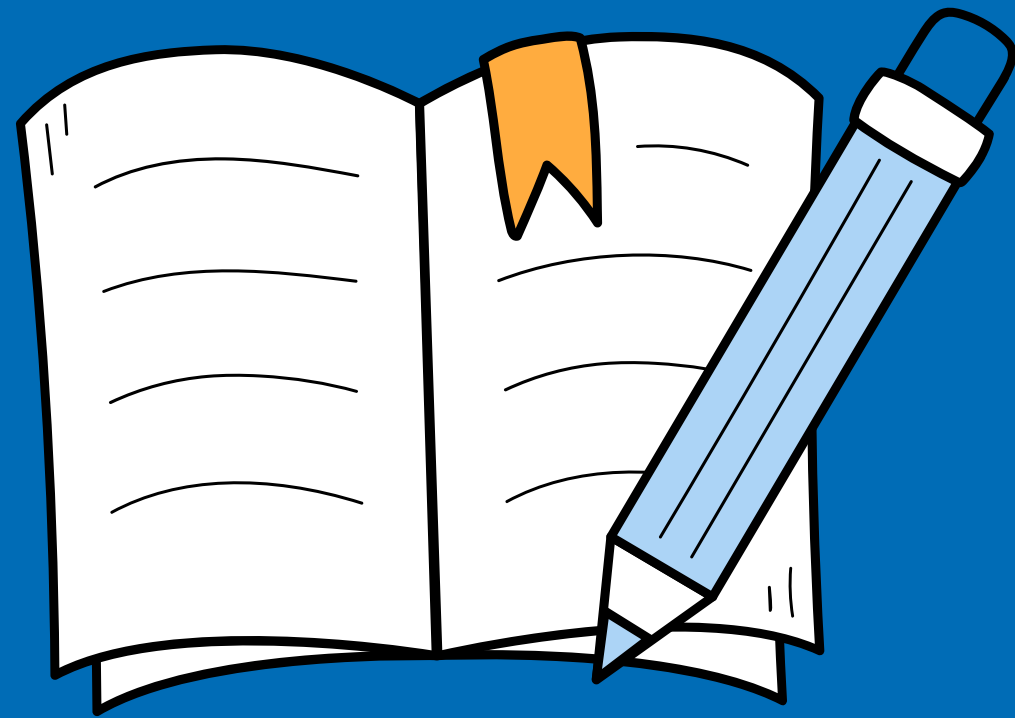
The primary color palette section of a brand book outlines the colors that are associated with the brand, and how they should be used across various media and contexts. This section is particularly important to ensure that the brand's visual identity.



Extended color palette

The extended color palette adds more flexibility to the brand’s visual identity while maintaining consistency. It includes a Green accent alongside the Primary Cognira Blue, Secondary Orange, and Dark Gray. Different opacity levels (60%, 40%, 30%, and 20%) ensure adaptability for various design needs, from digital to print.

Green	#539E2E	60%	40%	30%	20%
Red	#E54747	60%	40%	30%	20%
Orange	#EB8813	60%	40%	30%	20%
Blue	#328BE3	60%	40%	30%	20%
Dark Orange	#D36231	60%	40%	30%	20%
Purple	#65338D	60%	40%	30%	20%



Typography

Our Brand's Visual Voice

Clear, bold, and engaging.

Our new typeface enhances readability and personality, striking the perfect balance between modernity and clarity.

Typography

Why Reddit Sans?

Modern & Clean: Its geometric yet friendly design enhances readability across digital and print mediums.

Versatile & Professional: Works well for both headings and body text, ensuring consistency in our brand communications.

Accessible & Open: Designed for clear legibility, making our content more inclusive.

Usage & Licensing

Cognira ensures that all fonts used in our materials comply with licensing and copyright regulations. Reddit Sans is an open-source typeface, making it a reliable and legally compliant choice for branding. However, it should only be used in accordance with Cognira's official brand guidelines to maintain consistency and proper application.

Reddit Sans

AaBbCcdDd

AaBbCcdDd

AaBbCcdDd

AaBbCcdDd

AaBbCcdDd



Design elements

Building Our Visual Identity

Effective design is clean.

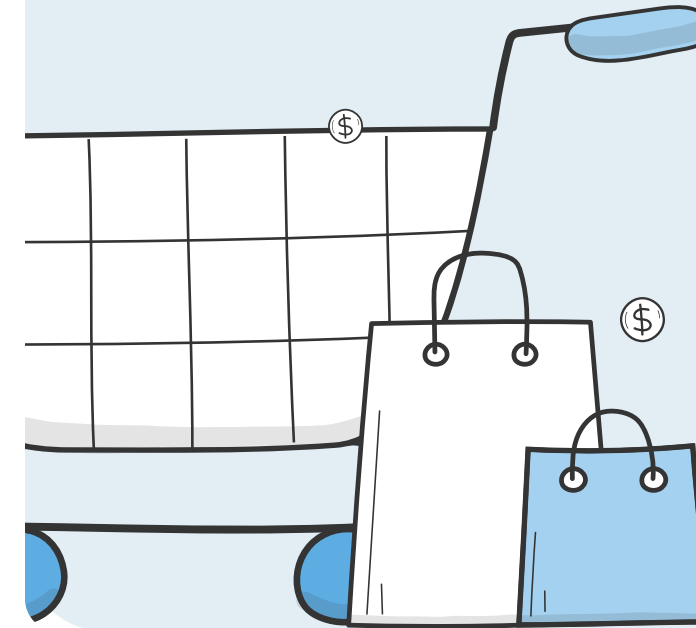
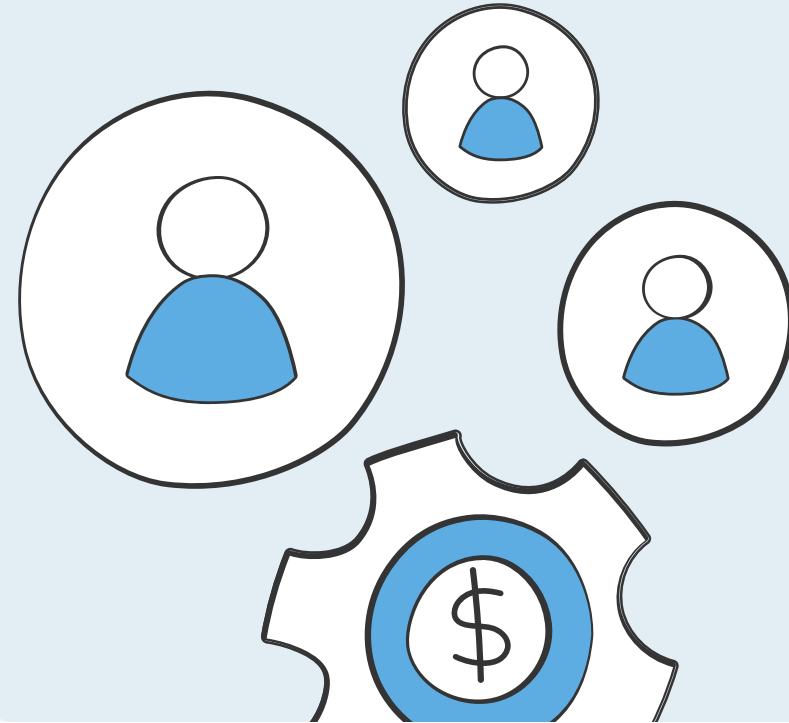
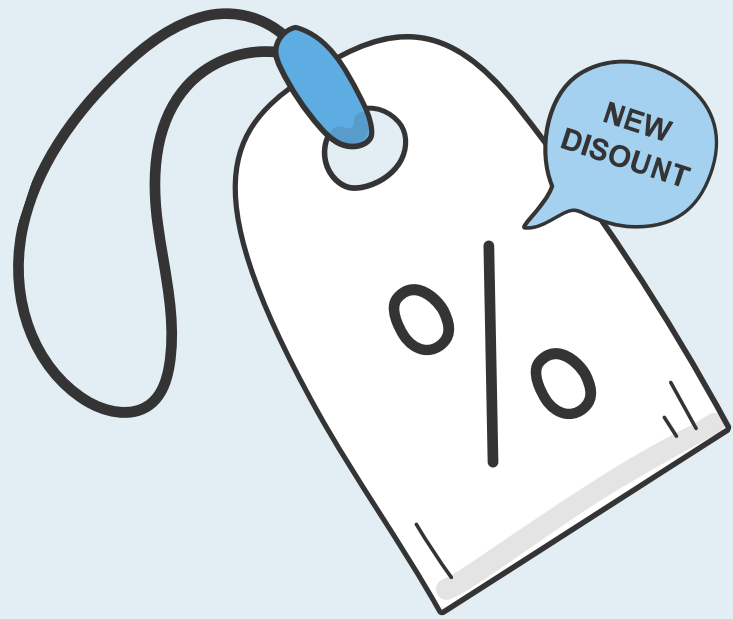
Our visual style balances clarity and personality.

Illustrations add warmth, icons enhance readability, and dotted lines create structure. Highlighters emphasize key points, while grid paper keeps layouts organized, and note-taking elements add a personal, dynamic touch.

Icon library

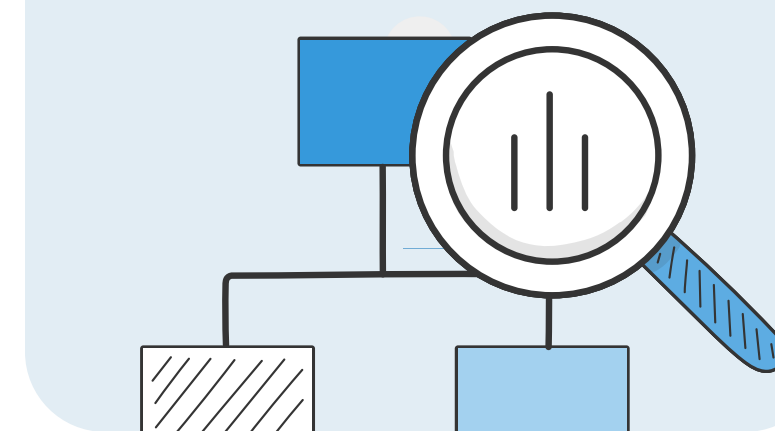
The Icon library section of a brand book outlines the use of symbols and icons that represent the brand. This section is important to ensure that the symbols and icons used are consistent and recognizable across different media and contexts.





Brand Illustrations

Our illustration style is designed to complement our brand's visual identity, enhancing clarity and engagement across all touchpoints. We use clean, modern, and minimalistic illustrations that align with our typography and color palette.



COGNIRA

Thank you!

Email: marketing@cognira.com

