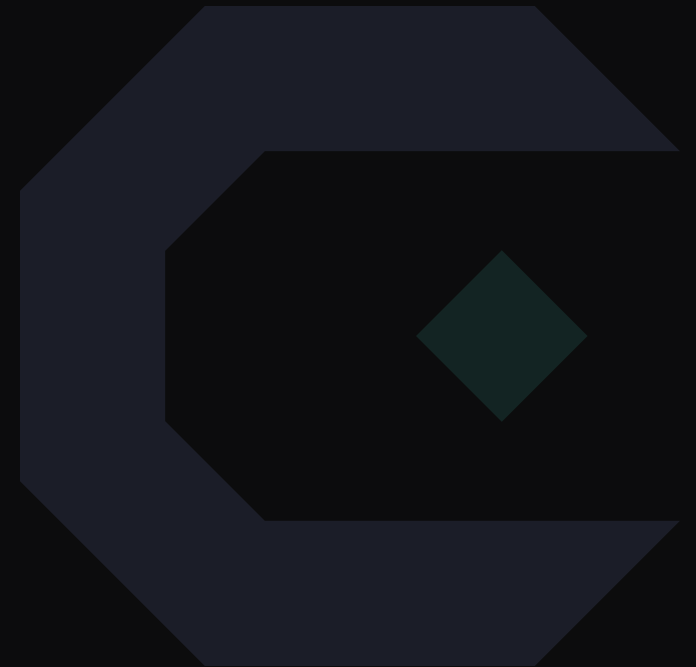




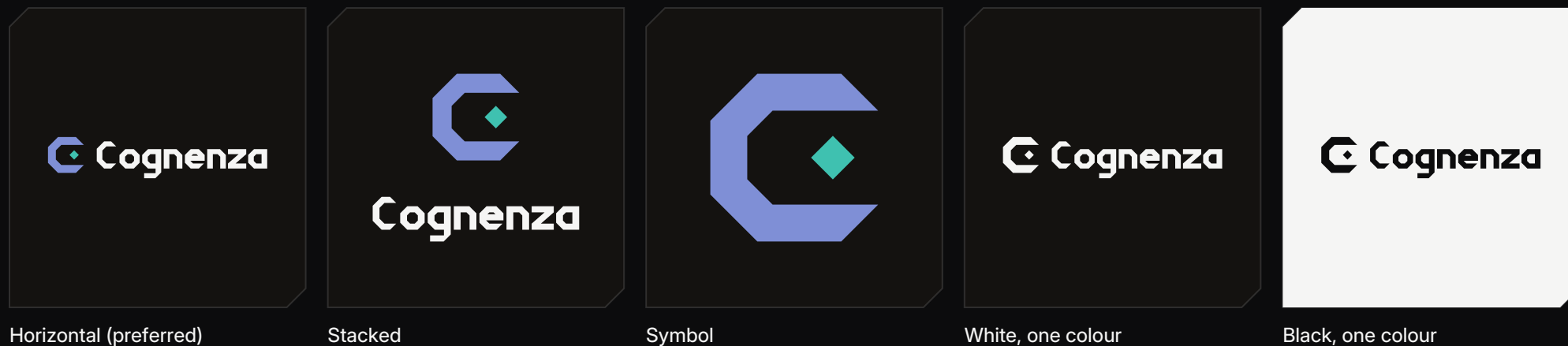
Brand guidelines

Less ~~hype~~. More **AI**.

Cognenza explains practical artificial intelligence for people without a technical background.



Logo versions



Clear space and minimum size



Keep a clear space of at least the symbol height (x) on every side of the logo.

- ◆ Wordmark: at least 72 px / 18 mm wide
- ◆ Symbol: at least 16 px
- ◆ Below 32 px, use the favicon without the diamond

Colour palette



Indigo

#3A4A8C

on light



Light indigo

#7F8FD6

on dark



Teal

#2A9D8F

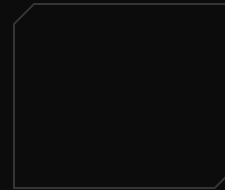
accent on light



Light teal

#3FC1B0

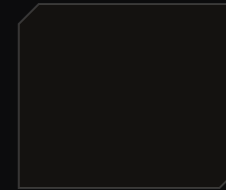
accent on dark



Black

#0C0C0D

background



Charcoal

#141210

text on light



Off-white

#F5F5F4

text on dark



Grey

#A9A6A0

secondary text

Teal is the only accent: the word "AI." in the tagline and the diamond in the symbol.

Typefaces

Less hype. More AI.

Artificial intelligence, explained so you can use it today.

CHECKED 16 OCT 2026

The "Cognenza" wordmark is custom-drawn: never set it in a typeface.

Incorrect use



Do not stretch or rotate the logo



Do not change the colours or the diamond



Do not add shadows, outlines or gradients



Do not place it on low-contrast backgrounds

Files and contact

- ◆ Logos in SVG and transparent PNG (512, 1024 and 2048 px)
- ◆ Versions for light and dark backgrounds
- ◆ 1600 × 900 brand images

Press and partnerships: contacto@cognenza.com