Corporate Design Basics

cognigy GmbH
Version 1.0 — 23.06.2020
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01 Brand Purpose

Leading the automation of conversations to make life easier for everyone.
02 Brand Culture

Inspiring  Dynamic  Empowering
# 03 Brand Filter

## Inspiring

<table>
<thead>
<tr>
<th>Look &amp; Feel</th>
<th>Activating</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Creation of openness, use of white space, activating colours, independent icon set</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Information Architecture</th>
<th>Leading</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Inviting opportunities to discover new functionalities</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>User guidance &amp; Navigation</th>
<th>Proactive</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Indications of possible interactions, consistent use of hover effect</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Animation</th>
<th>Surprising</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Discreet but surprising animation with special details (Joy of use)</td>
</tr>
</tbody>
</table>

## Dynamic

<table>
<thead>
<tr>
<th>Look &amp; Feel</th>
<th>Progressive</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Movable/flexible design, plasticity/moldability of design elements, modular construction system</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Information Architecture</th>
<th>Personalized</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Personalized menus, dashboard, headlines etc. Unlimited Expandability</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>User guidance &amp; Navigation</th>
<th>Smart</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Intelligent options, indicators, notifications etc., collapsible/expandable content</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Animation</th>
<th>Alive</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>More movement and liveliness through unobtrusive microanimations, based on natural/physical movement</td>
</tr>
</tbody>
</table>

## Empowering

<table>
<thead>
<tr>
<th>Look &amp; Feel</th>
<th>Focused</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Shape and color coding, clear and stable visualization, tidy and clear, recurring patterns</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Information Architecture</th>
<th>Structured</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Clear differentiation and hierarchy of content, user-centric</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>User guidance &amp; Navigation</th>
<th>Simplified</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Clear guidance (teaching) and timely feedback, simplification of node categories, clear call-to-action</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Animation</th>
<th>Supporting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Meaningful and leading animations, appropriate feedback</td>
</tr>
</tbody>
</table>
04 Logo

Company

**COGNIGY**

Black

Product

**COGNIGY•AI**

Black  Royal Blue

Voice Gateway

**COGNIGY•VG**

Black  Orange

The company is always shown in black, the product in blue. On dark backgrounds the representation is uniformly white.

All other combinations are not supported.

In App

**AI**

Royal Blue
04 Logo

Safety clearance

Logo on light background

Logo on dark background
04 Logo

Desktop Logo

The desktop logo is to be in Black (#000000) Color

Height of Logo to be 17 px
Width of logo to be 140 px

Mobile Logo

The desktop logo is to be in Black (#000000) Color

Height of Logo to be 17 px
Width of logo to be 140 px

On dark backgrounds the representation is uniformly white.

The minimum height of the logo is 16px.
04 Logo – Don’ts

- COGNIGY
- COGNIGY.AI
- AI

- COGNIGY
- COGNIGY.AI
- AI
05 Claim

No time to waste.
06 Colours

Primary Colors

**Royal Blue**
RGB: 11/54/148
Hex: #0B3694
PANTONE: 661 C

**Azure Blue**
RGB: 61/159/255
Hex: #3D9FFF
PANTONE: 2171 C

**Light blue**
RGB: 245/249/252
Hex: #F5F9FC
PANTONE: 656 C

**White**
RGB: 255/255/255
Hex: #FFFFFF

**Black**
RGB: 0/0/0
Hex: #000000
PANTONE: Black 6 C

**Dark Grey**
RGB: 23/29/41
Hex: #171D29
PANTONE: 7547 C

**Grey**
RGB: 231/237/247
Hex: #E7EDF7
PANTONE: 656 C

**Light Grey**
RGB: 245/245/246
Hex: #F5F5F6
PANTONE: 663 C
06 Colours

Secondary Colors

- **Green**
  - RGB: 98/209/136
  - Hex: #62D188
  - PANTONE: 346 C

- **Light Blue**
  - RGB: 144/202/249
  - Hex: #90CAF9
  - PANTONE: 2905 C

- **Light Cobalt Blue**
  - RGB: 92/107/192
  - Hex: #5C6BC0
  - PANTONE: 7456 C

- **Lilac**
  - RGB: 138/123/196
  - Hex: #8A7BC4
  - PANTONE: 7446 C

- **Lavender**
  - RGB: 179/167/234
  - Hex: #B3A7EA
  - PANTONE: 2705 C

- **Yellow**
  - RGB: 255/194/55
  - Hex: #FFC237
  - PANTONE: 136 C

- **Orange**
  - RGB: 246/166/35
  - Hex: #F6A623
  - PANTONE: 4008 C

- **Red**
  - RGB: 247/88/88
  - Hex: #F75858
  - PANTONE: 178 C
Cognigy's corporate font is Muli. It is used in the Semibold, Regular and Light styles.
07 Typography - Website

Headline
Muli, Regular, #0B3694

2. Headline, Subline
Muli, Semibold, #171D29

Copy
Muli, Light, #171D29

LABEL
Muli, Semibold, #3A394A

On dark backgrounds, the text color is uniformly white.
07 Typography - Website

**H1**
Muli, Bold, 48px, #0B3694
Line Height: 56px
Letter Spacing: -0.4px

**H2**
Muli, Bold, 36px, #0B3694
Line Height: 44px
Letter Spacing: 0px

**H3**
Muli, Bold, 30px, #0B3694
Line Height: 40px
Letter Spacing: 0.2px

**H4**
Muli, Bold, 20px, #0B3694
Line Height: 24px
Letter Spacing: 0.15px

**H5**
Muli, Bold, 16px, #0B3694
Line Height: 20px
Letter Spacing: 0.3px

**Label**
Muli, Bold, 16px, #171D29
Line Height: 20px
Letter Spacing: 0.15px

**Sub Paragraph**
Muli, Regular, 20px, #171D29
Line Height: 24px
Letter Spacing: 0.15px

**Buttons**
Muli, Bold, 17px, #ffffff
Line Height: 17px
Letter Spacing: 0px

**Copy**
Muli, Regular, 16px, #171D29
Line Height: 20px
Letter Spacing: -0.3px

**Text Button**
Muli, Bold, 16px, #0B3694
Line Height: Auto
Letter Spacing: 0.36px

**Navigation**
Muli, Bold, 24px, #171D29
Line Height: 32px
Letter Spacing: 0.2px

**Footer**
Muli, Regular, 16px, #171D29
Line Height: 20px
Letter Spacing: -0.3px
Conversational automation is a game changer

Which of the following channels delivers the fastest solution in customer service?

Virtual assistants, voice assistants and chatbots are automating communication for personalized customer and employee experiences at scale.
Virtual assistants, voice assistants and chatbots are automating communication for personalized customer and employee experiences at scale.

- Enterprise-grade security
- Ops support (logging, audits, ...)
- Well Funded & Profitable
07 Typography - Emails

Cognigy's Collateral font is Avenir. It is used in the Semibold, Regular and Light styles.
07 Typography - Emails

Headline
Avenir, Medium, #0B3694

On dark backgrounds, the text color is uniformly white.

2. Headline, Subline
Avenir, Medium, #171D29

Copy
Avenir, Light, #171D29

LABEL
Avenir, Medium, #171D29
07 Typography - Emails

**H1**
Avenir, Medium, 48px, #0B3694
Line Height : 56px
Letter Spacing : -0.4px

**H2**
Avenir, Medium, 36px, #0B3694
Line Height : 44px
Letter Spacing : 0px

**H3**
Avenir, Medium, 30px, #0B3694
Line Height : 40px
Letter Spacing : 0.2px

**H4**
Avenir, Medium, 20px, #0B3694
Line Height : 24px
Letter Spacing : 0.15px

**H5**
Avenir, Medium, 16px, #0B3694
Line Height : 20px
Letter Spacing : 0.3px

**Sub Paragraph**
Avenir, Bold, 20px, #171D29
Line Height : 24px
Letter Spacing : 0.15px

**Copy**
Avenir, Normal, 16px, #171D29
Line Height : 20px
Letter Spacing : -0.3px

**Label**
Avenir, Bold, 16px, #171D29
Line Height : 20px
Letter Spacing : 0.15px
08 Interaction elements

Main navigation

- Home
- Product
- Solutions
- Partners

Main navigation — hover

- Home
- Product
- Solutions
- Partners

Footer

- Solutions
  - Customer Service Automation
  - Service Desk Automation

Footer — hover

- Solutions
  - Customer Service Automation
    - Service Desk Automation, #0B3694

Play Button

Play Button — hover
08 Interaction elements

Buttons

1. Contained Button

**LIGHT BACKGROUND**

<table>
<thead>
<tr>
<th>Normal State</th>
<th>Hover State</th>
<th>Pressed State</th>
</tr>
</thead>
<tbody>
<tr>
<td>#0B3694 (Royal Blue)</td>
<td>#3D9FF (Azure Blue)</td>
<td>#3D9BF8 (Darken Azure Blue)</td>
</tr>
</tbody>
</table>

**DARK BACKGROUND**

<table>
<thead>
<tr>
<th>Normal State</th>
<th>Hover State</th>
<th>Pressed State</th>
</tr>
</thead>
<tbody>
<tr>
<td>#3D9FF (Azure Blue)</td>
<td>#0B3694 (Royal Blue)</td>
<td>#072568 (Darken Royal Blue)</td>
</tr>
</tbody>
</table>

The behavior of the Call to Action can be inverted when applied on a dark background at the hero/stage module.
08 Interaction elements

Buttons

2. Text Buttons

**Light Background**

**Normal State**

- Lorem ipsum
  - #0B3694 (Royal Blue)

**Hover State**

- Lorem ipsum
  - #3D9FFF (Azure Blue)

**Pressed State**

- Lorem ipsum
  - #3D9BF8 (Darken Azure Blue)

**Dark Background**

**Normal State**

- Lorem ipsum
  - #FFFFFF (White)

**Hover State**

- Lorem ipsum
  - #3D9FFF (Azure Blue)

**Pressed State**

- Lorem ipsum
  - #3D9BF8 (Darken Azure Blue)

The behavior of the Call to Action can be inverted when applied on a dark background at the hero/stage module.
08 Interaction elements

Navigation Simple Button

3. Header Text Button

Text button if used in the header should be in Blue (#2F67A3) color.

The behavior of the Call to Action can be inverted when applied on a dark background at the hero/stage module.

<table>
<thead>
<tr>
<th>Normal State</th>
<th>Hover State</th>
<th>Pressed State</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BOOK DEMO</strong></td>
<td><strong>BOOK DEMO</strong></td>
<td><strong>BOOK DEMO</strong></td>
</tr>
<tr>
<td>#2F67A3 (Blue)</td>
<td>#0B3694 (Royal Blue)</td>
<td>#0B2F7E (Darken Royal Blue)</td>
</tr>
</tbody>
</table>

White
#FFFFFF

Royal Blue
#0B3694

Azure Blue
#3D9FF

Darken Azure Blue
#3D9FF
08 Interaction elements

Box Hover Effect

Normal State

In Normal state, the container stroke (Border) will be in Royal blue (#0B3694) color with 15% opacity.

Hover State

In Hover state, the container will get a shadow.

SHADOW DEFINATION:

<table>
<thead>
<tr>
<th>X</th>
<th>Y</th>
<th>Blur</th>
<th>Color</th>
<th>Opacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>2</td>
<td>40</td>
<td>#000000</td>
<td>15%</td>
</tr>
</tbody>
</table>
Quotations are presented in the form of a stylised speech bubble, with white text on a blue background.

**Background colour:**
Royal Blue

**Text color:**
White
Devices are abstracted as much as possible, represented as a white area with rounded corners. They are set with a shadow.
If the screenshots are not displayed in Devices, they should be highlighted with the same shadow settings as the representation for devices.
Infographics are displayed flat, based on the two central blue tones.
09 Design elements – Icons & Illustrations

For illustrations and icons, the icon set "Iconsmind" is used.

www.iconsmind.com
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For illustrations and icons, the icon set "IconsMind" is used.

www.iconsmind.com
09 Design elements

**Filter**

Filter Background

**Normal State**
In Normal state, the text color is to be white (#FFFFFF) color.

**Hover State**
In Hover state, the text color turn to Azure Blue (#3D9FFF) color.

**Selected State**
In Selected state, the text color stay to Azure Blue (#3D9FFF) color and signifier (TAB) comes at the top of the selected option.

**Tabs**
To represent a selected option the signifier (Tab) gets placed in the top of the selected option.

TAB thickness is to be 4 px.

Color of the TAB is to be Azure Blue (#3D9FFF) color.
09 Design elements

Slider Navigation

Normal State

In Normal State, the signifier (Big circle) is to be at the start. It is to signify on which page the user is currently on.

Selected State

In Selected State, the signifier (Big circle) is to represent on which page the user is viewing. The circle is to be in Royal Blue (#0B3694) Color

Unselected State

The remaining circles represent the other pages. The circles are to be represented in Royal Blue (#0B3694) Color with 40% opacity.
09 Design elements

Slider Navigation

DARK BACKGROUND

Normal State

In Normal State, the signifier (Big circle) is to be at the start. It is to signify on which page the user is currently on.

Selected State

In Selected State, the signifier (Big circle) is to represent on which page the user is viewing. The circle is to be in White (#FFFFFF) Color

Unselected State
09 Design elements

Pagination

Selected State

In Selected State, the selected page background (rectangle) will be in Royal Blue (#0B3694) color and the text (Page Number) will be in white (#FFFFFF) color.

Hover State

In Hover State, the desired page background (Rectangle) will be in Light Blue (#F5F9FC) color.
09 Design elements

Drop Down Menu (Desktop)

Normal State
In Normal State, background of dropdown menu will be white (#FFFFFF) color.

Hover State
In Hover State, background of dropdown menu will turn to Light Blue (#F5F9FC) color. Text color will change to Azure Blue (#3D9FFF) color.

Selected State
In Selected State, background of dropdown menu will stay to Light Blue (#F5F9FC) color. Text color will change to Darken Azure Blue (#3D9BF8) color.
09 Design elements

Header (Mobile)

Header (Mobile) consists of 3 components
1. Logo
2. Breadcrumb
3. Container

Logo
Logo color is to be Black (#000000) Color.

Breadcrumb
Breadcrumb color is to be Royal Blue (#0B3694) Color.

Container
Container height and width is to be 75 px and 375 px respectively.
09 Design elements

Drop Down Menu (Mobile)

Open Menu State

In Open Menu State, background of dropdown menu will be white (#FFFFFF) color. Text color will be Black (#000000) color.

Click Option State

In Click option state, the background of selected option will change to Light Blue (#F5F9FC) Color. Text color will change to Azure Blue (#3D9BF8) color.
Table

Column Header

Column header background color is to be in Grey (#F5F5F6) color.
Text color to be in Royal Blue (#0B3694) color.

Height of header to be 50px and height of individual rows to be 59 px.

<table>
<thead>
<tr>
<th>Name</th>
<th>Chatbot</th>
<th>Ask Ubuntu</th>
<th>Web Applications</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>COGNIGY</td>
<td>0.97</td>
<td>0.91</td>
<td>0.92</td>
<td>0.93</td>
</tr>
<tr>
<td>💌</td>
<td>0.93</td>
<td>0.85</td>
<td>0.80</td>
<td>0.87</td>
</tr>
<tr>
<td>🎉</td>
<td>0.98</td>
<td>0.90</td>
<td>0.81</td>
<td>0.91</td>
</tr>
<tr>
<td>🎃</td>
<td>0.97</td>
<td>0.92</td>
<td>0.83</td>
<td>0.92</td>
</tr>
</tbody>
</table>
10 Form Style

Text fields

Label
Label text is used to inform users as to what information is requested for a text field. Every text field should have a label.

To indicate that a field is required, display an asterisk (*) next to the label text.

Helper Text
Helper text conveys additional guidance about the input field, such as how it will be used. It should only take up a single line.

Text Field Container
The text field container has a fill and a stroke around the entire container and a rounded corner of 6px.

Height of the text field container is to be 47 px.
Text fields can be displayed in the following states:

Inactive State
When in Inactive state, the ‘text field container’ stroke (Border) stays in Royal blue (#0B3694) color with 15% opacity.

Active State
When in Active state, the ‘text field container’ stroke (Border) turns to Royal blue (#0B3694) color.

Error State
When in Error state, the ‘text field container’ stroke (Border) turn to red (#CB3B3B) color with an error icon of 18x18 px.
10 Form Style

Select Field

Normal State
When in Normal state, the ‘text field container’ stroke (Border) stays in Royal blue (#0B3694) color with 15% opacity.

Select Options State
When in Select Options state, the ‘text field container’ stroke (Border) turns to Royal blue (#0B3694) color. Selected text also turn to Royal blue (#0B3694) color.

Selected State
When in Error state, the ‘text field containers’ stroke (Border) turn to Royal blue (#0B3694) color with 15% opacity and the field text turn to Black (#000000) color.
10 Form Style

Check Buttons

Normal State
When in Normal state, the ‘Check container’ stroke (Border) stays in Royal blue (#0B3694) color with 15% opacity.

Hover State
When in Hover state, the ‘Check container’ stroke (Border) turns to Royal blue (#0B3694) color
Text color turns Black (#000000).

Checked State
When in Checked state, the ‘Check container’ stroke (Border) turns to Royal blue (#0B3694) color and checkmark to Azure Blue (#3D9FFF) color.
Text color stays Black (#000000) when checked.
10 Form Style

Radio Button

Normal State
In Normal state, Radio buttons (Border) stays in Royal blue (#0B3694) color with 15% opacity.

Hover State
In Hover state, Radio buttons (Border) turn to Royal blue (#0B3694) color with 100% opacity. Text color changes to Black (#000000) color.

Selected State
In selected state, Radio buttons (Border) stays to Royal blue (#0B3694) color with 100% opacity and inner circle turn to Azure Blue (#3D9FFF) color. Text color changes to Black (#000000) color.

Disabled State
In Disabled state, Radio buttons Border, inner circle and text turn to Royal Blue (#0B3694) color with 15% opacity.
10 Form Style

Example
12 List Style

List

In listings, the various points are to be represented with bullet points like this

- Lorem ipsum dolor sit amet.

Dimensions

The bullet point size is to be 8 x 8 px.

Example:

Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse sodales accumsan feugiat.

- Lorem ipsum dolor sit amet.
- Consectetur adipiscing elit suspendisse
- Adipiscing elit sodales accumsan feugiat.
- Maecenas omare urna vitae feugiat tempus.
- Suspendisse tempus neque eget ex luctus, a fermentum nulla mattis.
11 Examples