

Cogito Tech Unveils Bold New Brand Identity to Reflect Its Leading Edge in AI and ML Data Annotation

Cogito Tech has given a refreshed look to its logo and website manifesting the company's ever-growing footprints in data labeling and annotation landscape.



Lewiston, New York Aug 13, 2024 ([Issuewire.com](https://www.issuewire.com)) - In a bold move to align its visual brand with the innovative spirit and rapid growth of the company, Cogito Tech today announced a comprehensive rebranding. The reimagined brand identity, including a dynamic new logo, marks a significant milestone in the company's journey, positioning it as a frontrunner in the development of AI and ML technologies.

As a testament to its remarkable growth trajectory, highlighted by a notable feature in the Financial Times, Cogito Tech's rebranding effort underscores its evolution from a modest startup to a global powerhouse in the AI and ML sector. "The pace at which we are expanding demanded a new visual language that embodies our ambitions and the cutting-edge work we do," commented [Abhijai Srivastava](#), the head of marketing at Cogito Tech.

The original Cogito Tech logo, a simple yet effective representation of the company's name, which draws from the Latin phrase 'cogito, ergo sum', has been transformed. The new branding emerged after an intensive month-long brainstorming and design process involving the core leadership, marketing team, and an external branding firm. It represents a significant departure from the company's initial logo, signaling a new era for Cogito Tech.

Over the past 14 years, Cogito Tech has transcended its beginnings as a data annotation and labeling service provider to become a globally recognized leader in supporting the entire AI development

lifecycle. Its clientele now includes Fortune 500 companies and prominent AI platforms worldwide. "Our expertise in delivering high-quality work across complex tasks and our deep understanding of both current and future AI applications truly set us apart," stated [Rohan Agrawal](#), the CEO of [Cogito Tech](#).

The new logo features a sleek, modern design with deep purple as its cornerstone color - a departure from the traditional blue. This choice reflects Cogito Tech's technical proficiency, global reach, and commitment to excellence. Additionally, the logo incorporates a unique visual element resembling a neural network placed within an infinity symbol, representing the limitless possibilities of AI.

"Our rebranding is more than just a visual makeover. It's a recommitment to our core mission: to assist AI and ML development teams in saving time, money, and energy, thereby accelerating innovation," stated Mr. Agrawal. The refreshed brand identity is available on Cogito Tech's newly revamped website, offering a glimpse into the company's future direction and unwavering commitment to innovation.

As Cogito Tech looks to the future with a team of fewer than **2100 professionals**, it remains dedicated to pushing the boundaries of AI development. "This is just the beginning. We are on the brink of some revolutionary work, shaping the future of AI to create a meaningful difference every day," said the leadership team.

About Cogito Tech

Cogito Tech is a leading global provider of data annotation and labeling solutions, renowned for its strategic approach to delivering AI training data. With a commitment to transparency and compliance, Cogito Tech offers unrivaled expertise in curated data solutions, serving top-tier clients across various industries. **Headquartered in Horseshoe Ln, Levittown, New York (USA)**, Cogito Tech continues to drive innovation and is dedicated to empowering AI and ML model development teams worldwide.

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Source : Cogito Tech - Rebranding

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