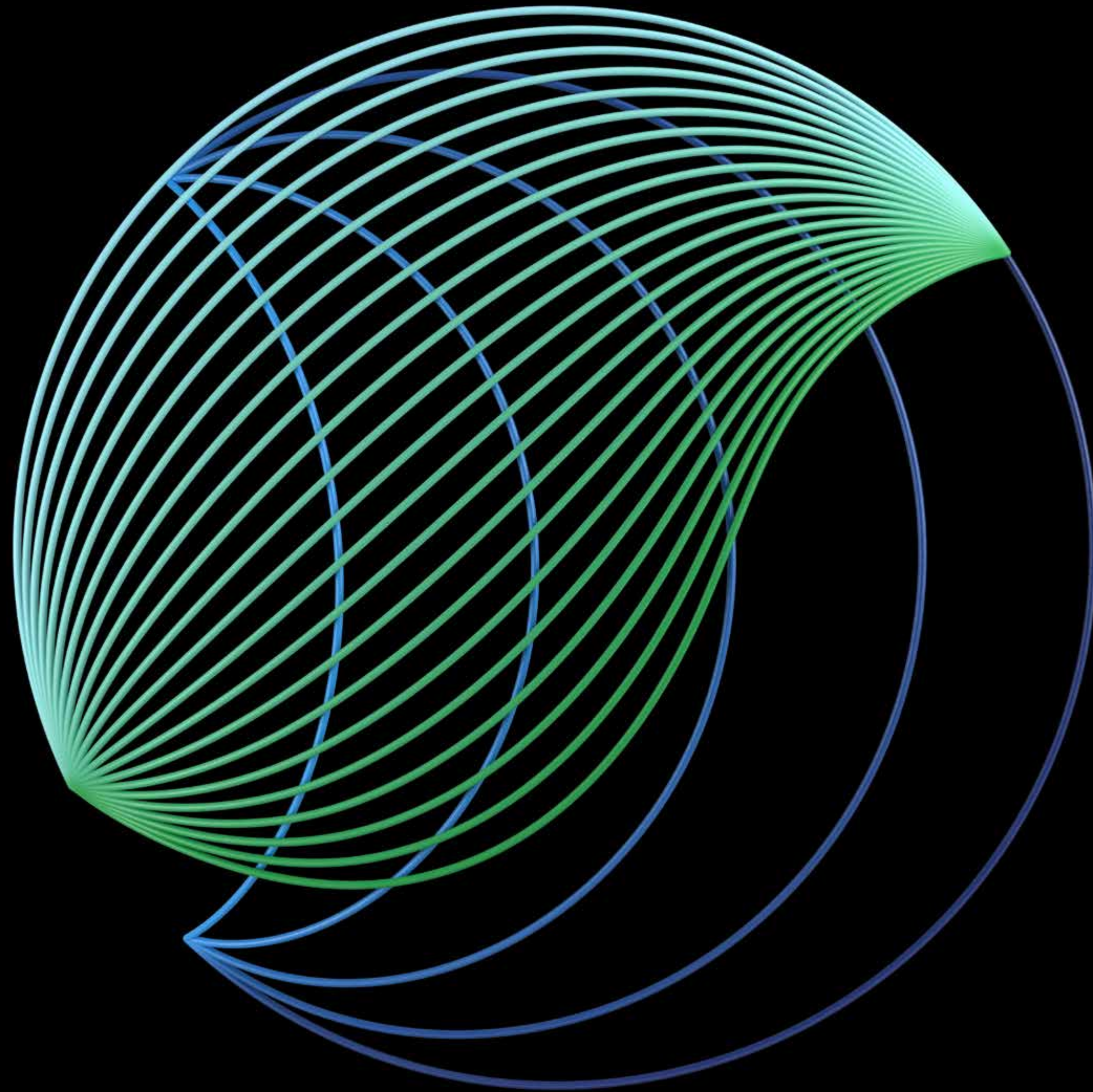




Deloitte Financial Advisory
Global brand guidelines and toolkit

Introduction

Contents

Click on any of the items below to go directly to the respective section.

01

Introduction



Introduction

Purpose of the Deloitte Financial Advisory toolkit

Why does it matter?

Our brand is a direct extension and expression of our business. It serves as a critical component of our global strategy and aspiration to become the world's undisputed leader in delivering Financial Advisory services. We use our brand and communications to create a deeper understanding of our business. Among our own people, it is arguably the key component in our Deloitte Financial Advisory culture and builds not only awareness, but pride. Amongst our clients and prospective clients, the brand can serve as a true differentiator, enabling enhanced consideration in the market.

Who is it for?

Success is up to each of us. As a professional services network, our greatest asset is our people. This must come through not only in what we say, but in what we do and how we do it. That begins with understanding, which is why this guide is so important for each of our practitioners to use and refer to. It's our roadmap and resource for beginning to put Deloitte Financial Advisory's brand into action.

How should it be used?

Please use this toolkit to inform and instruct teams on how to communicate the spirit of the brand and activate it consistently across our business. Here you will find internal messaging to help you better understand our positioning as well as visual direction. The guide also includes external messaging member firms can use when talking to clients or when creating marketing and business development materials.

Deloitte master brand



Deloitte master brand introduction

Everything in this guide has been developed and approved in conjunction with the Deloitte master brand. It was created to provide distinction and global consistency for Deloitte Financial Advisory's brand expression, but is also informed by our strategy and aspiration for undisputed leadership and inspired by our purpose, 'To make an impact that matters'. For more details on Deloitte master brand, please visit [Brand Space](#).



To make an impact
that matters

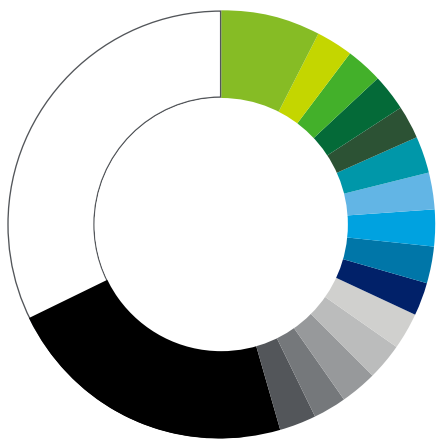
Core elements

Here you will find a guide to the core master brand elements that should be used and considered in creating assets for the Deloitte Financial Advisory brand. For more information and guidance on the master brand please visit [Brand Space](#).

Logo



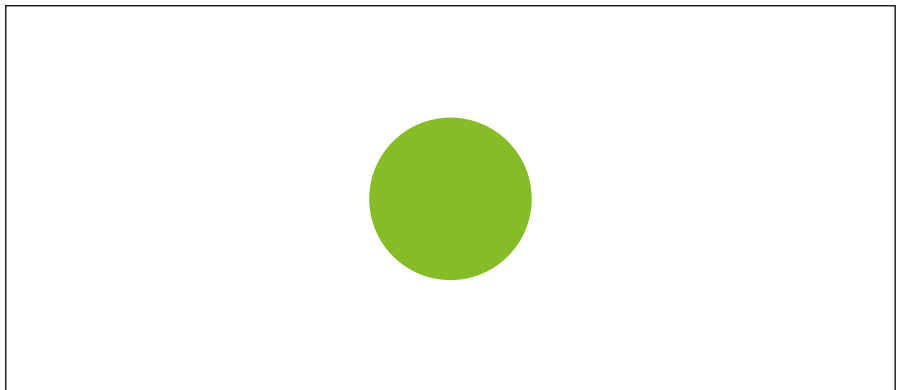
Color palette



Typography

Open Sans Light
Open Sans Regular
Open Sans Semibold
Open Sans Bold
Open Sans Extrabold

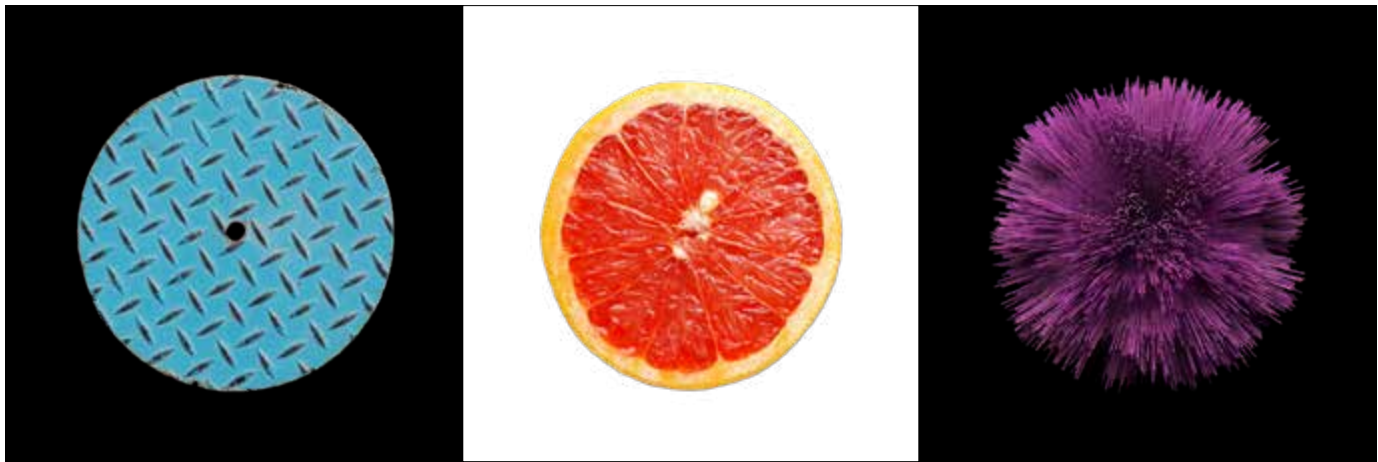
Green dot



Identifiers

- Financial Advisory ●
- Restructuring ●
- Forensic ●
- M&A ●

Imagery & use



Deloitte master brand

Logo

The Deloitte logo is the most instantly recognizable symbol of our brand around the world. It embodies a set of values about Deloitte that we apply to everything we create and communicate. It is also the most precious asset of our visual identity.

The Deloitte logo is displayed in a white rectangular box. The word "Deloitte" is written in a bold, black, sans-serif font. A small, solid green dot is positioned at the end of the word, following the period.The Deloitte logo is displayed in a black rectangular box. The word "Deloitte" is written in a bold, white, sans-serif font. A small, solid green dot is positioned at the end of the word, following the period.

Deloitte master brand

Green Dot

The Green Dot is one of our most valuable assets and stands as a shorthand for everything Deloitte represents. It serves as an active element; the sign-off to a point of view or the start of something. It is always treated with respect to retain its impact and meaning.



Deloitte master brand

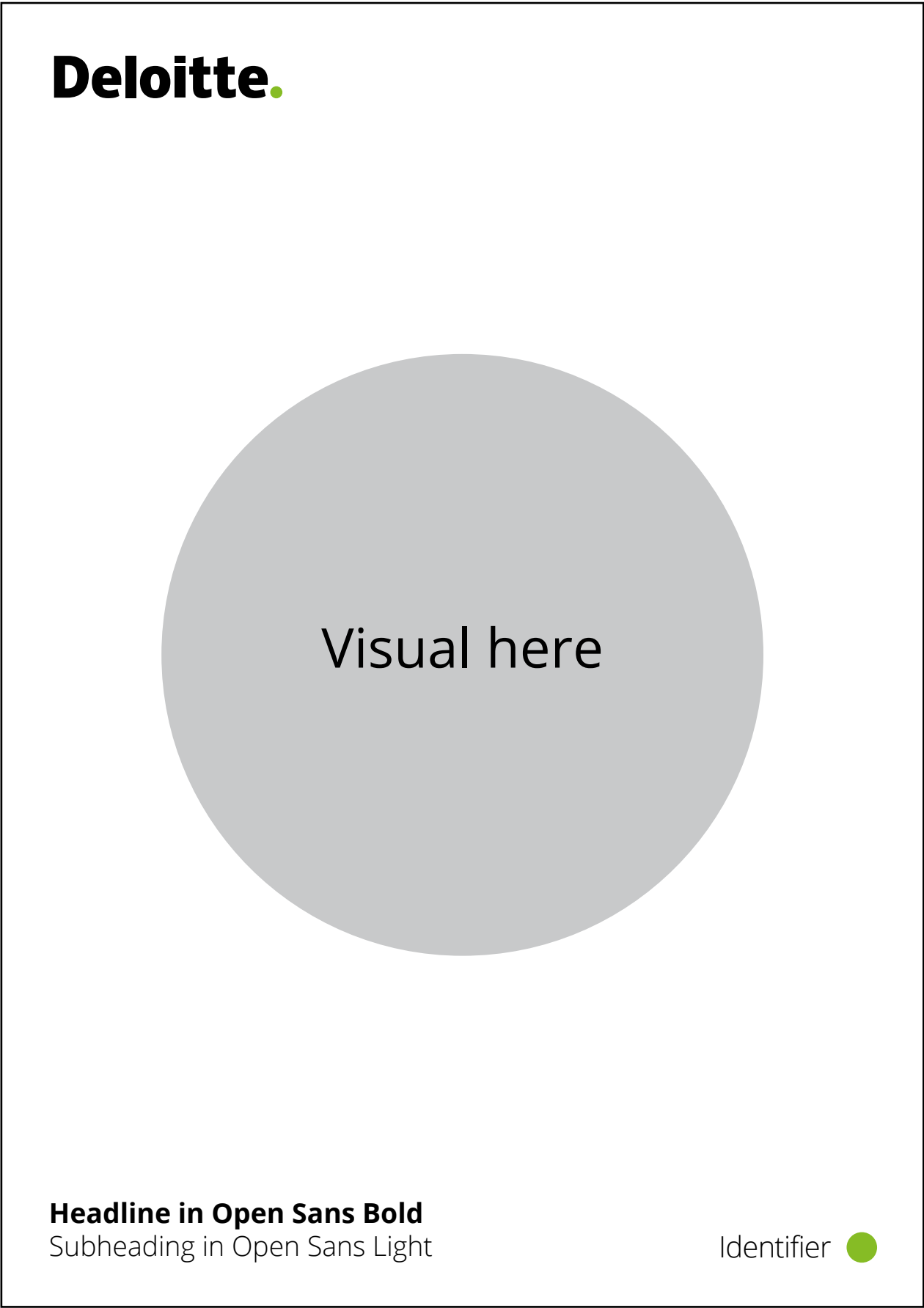
Identifiers

Identifiers are appropriate for external-facing communications, such as advertising and proposals. The linked Green Dot reinforces the connection to the master brand while amplifying the importance of the business or service.

Identifier principles

- Identifiers are designed for global businesses or services, ensuring that only a short list of identifiers are in use at any one time.
- Identifier terms need to be externally relevant – what clients buy – not simply a reflection of our internal structure.
- Identifiers or terms may shift as the market or our platforms change (e.g., newly defined store fronts).
- Identifiers are to be used only on EXTERNAL communications.

Identifier in use



Identifiers in our business

- Financial Advisory ●
- Restructuring ●
- Forensic ●
- M&A ●

Color palette

The color palette revolves around the green. Additional colors are neutral grays and complementary greens and blues that allow the Deloitte Green to stand out. This creates a color scheme that is distinctively Deloitte.

The pie chart shows the proportion of colors that should be used when creating a Deloitte document.

Usage

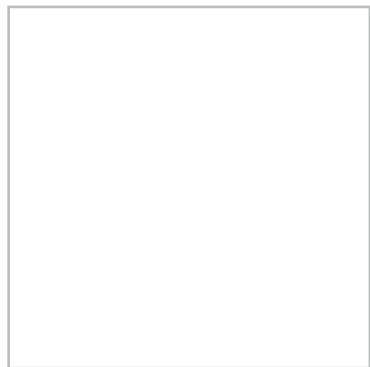
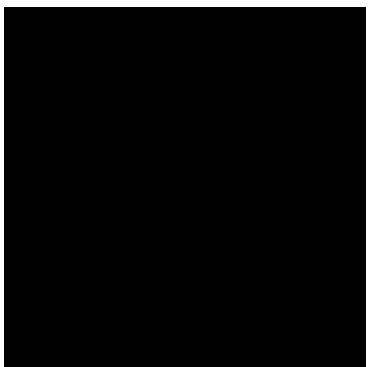
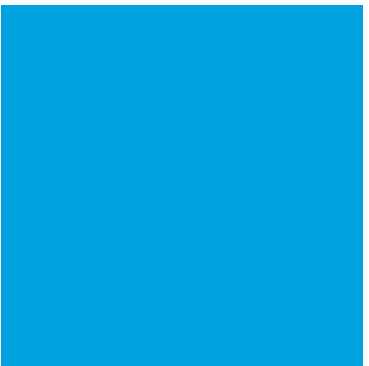
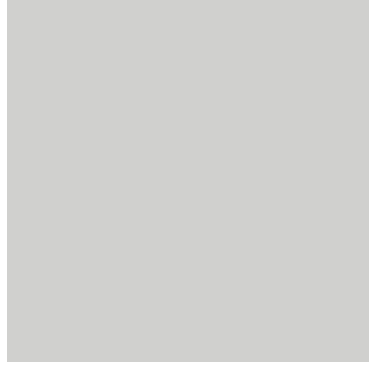
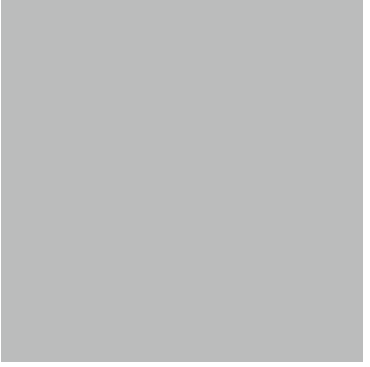
Throughout the identity system, color is used as a highlight rather than in large areas. It makes information clear, breaks up documents or spaces and provides focal points.

All colors should be used with white space to add pace. Deloitte Green should be used sparingly to protect its visual impact. Colors from the palette help to focus on specific information and to punctuate.



Color – Primary palette

When applying the primary palette, please use the correct color values for your application.

						
White #ffffff R255 G255 B255	Black PMS Black #000000 R0 G0 B0 C0 M0 Y0 K100	Deloitte Green PMS 368 #86BC25 R134 G188 B37 C55 M0 Y100 K0	Green 2 PMS 382 #C4D600 R196 G214 B0 C28 M0 Y100 K0	Green 4 PMS 361 #43B02A R67 G176 B42 C77 M0 Y100 K0	Green 6 PMS 349 #046A38 R4 G106 B56 C90 M12 Y95 K40	Green 7 PMS 350 #2C5234 R44 G82 B52 C80 M21 Y79 K64
						
Teal 5 PMS 7711 #0097A9 R0 G151 B169 C98 M0 Y28 K4	Blue 2 PMS 2915 #62B5E5 R98 G181 B229 C60 M9 Y0 K0	Blue 3 PMS 299 #00A3E0 R0 G163 B224 C86 M8 Y0 K0	Blue 4 PMS 7690 #0076A8 R0 G118 B168 C95 M41 Y10 K0	Blue 6 PMS 280 #012169 R1 G33 B105 C100 M85 Y5 K22		
						
Cool Gray 2 PMS Cool Gray 2 #D0D0CE R208 G208 B206 C5 M3 Y5 K11	Cool Gray 4 PMS Cool Gray 4 #BBBCBC R187 G188 B188 C12 M8 Y9 K23	Cool Gray 7 PMS Cool Gray 7 #97999B R151 G153 B155 C20 M14 Y12 K40	Cool Gray 9 PMS Cool Gray 9 #75787B R117 G120 B123 C30 M22 Y17 K57	Cool Gray 11 PMS Cool Gray 11 #53565A R83 G86 B90 C44 M34 Y22 K77		

Deloitte master brand

Typography

A single modern and clean typeface, Open Sans, unifies typography across all channels, with a system alternative where necessary in Office applications.

System typeface

PowerPoint, Word and MS Outlook templates use the system typeface Verdana. This avoids any incompatibility issues when documents are sent out to third parties who do not have Open Sans. It ensures documents are seen as we intend them.

Primary typeface

Open Sans Light

Open Sans Regular

Open Sans Semibold

Open Sans Bold

Open Sans Extrabold

System typeface

Verdana Regular

Verdana Bold

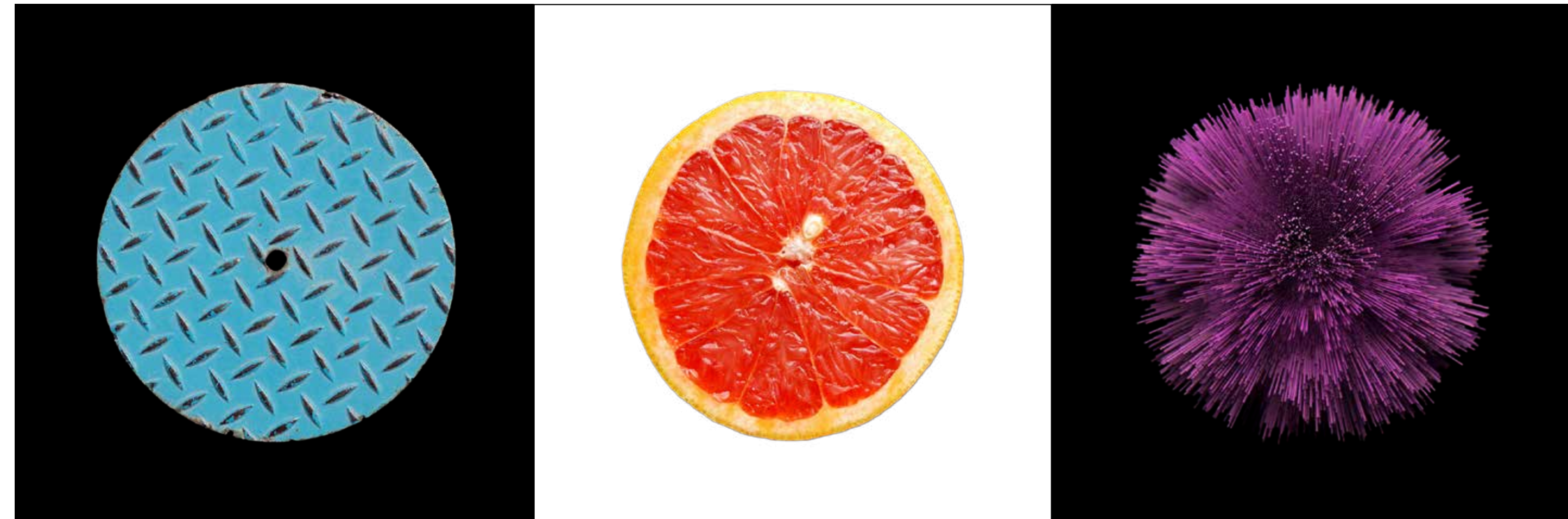
Imagery & use

Deloitte's primary imagery has a circular motif. For secondary imagery (full bleed photography) please see [Brand Space](#).

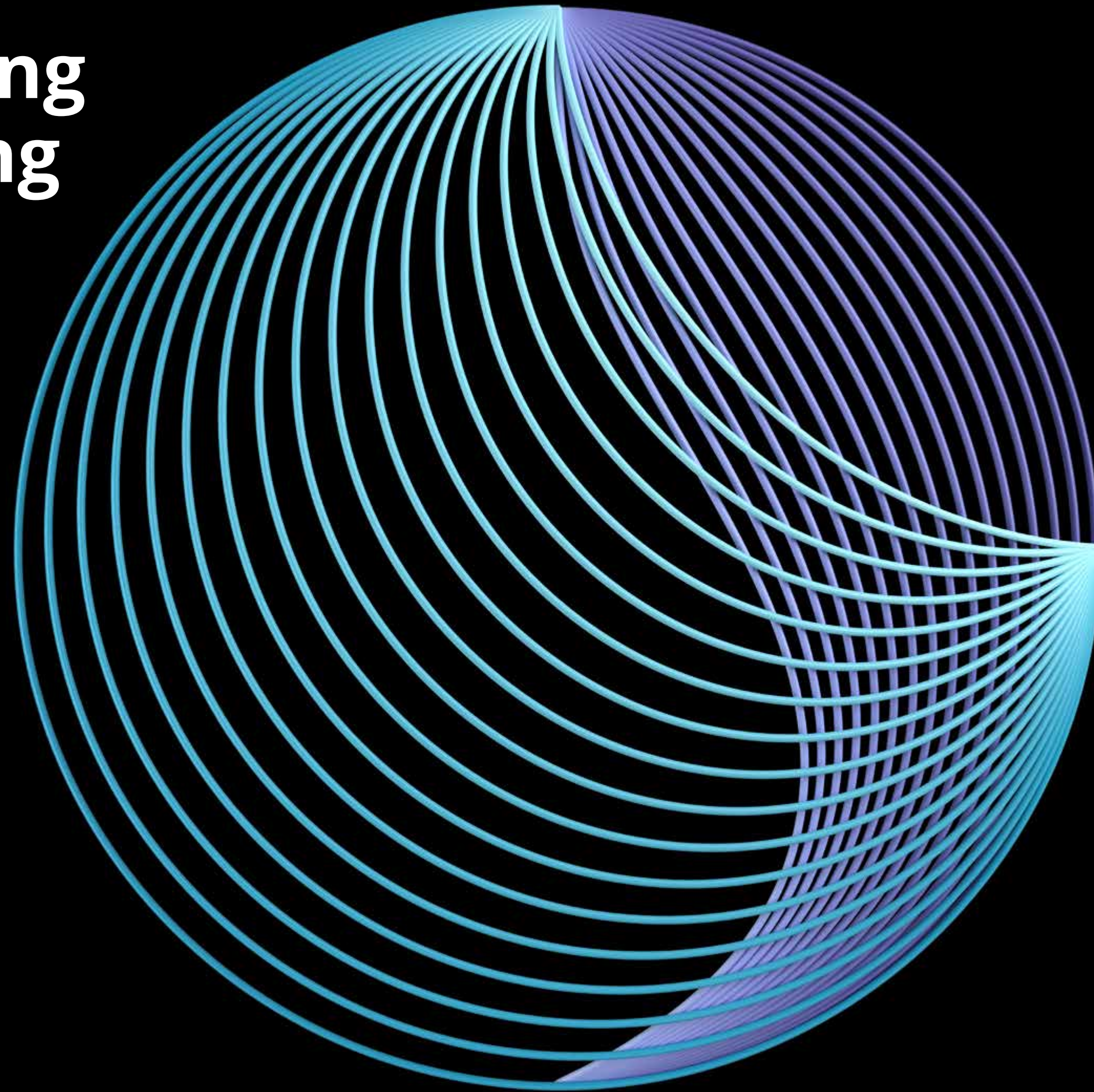
Circular imagery

One of the signature elements of the identity is the use of a circular motif as a distinctive asset, derived from the Green Dot. The circle creates confidence and focus and allows an almost limitless flexibility of style and visual expression.

Circular imagery



Deloitte Financial Advisory positioning and core messaging



Our glossary

What is a territory?

A territory is an internal-facing theme which forms the bedrock of a brand and is the key story for stakeholders needing to articulate the new brand to others. It is not an external-facing strapline, but is the guiding influence for the development of the core messaging and visual identity.

What is a brand pyramid?

A brand pyramid is the internal articulation of our brand strategy. It clearly defines what we do, how we do it and why we exist in the world.

What is a strapline?

A strapline is the external-facing articulation of the brand positioning and strategy. It should be a short and evocative statement that can be easily recalled and remembered by clients and easily articulated by internal stakeholders. It should focus on the higher order impact that we make for our stakeholders and express the higher purpose behind the work we do every day.

The line is not just an idea, but something to live up to. In order to live up to the positioning that it communicates, we must be mindful of it every day, and find ways to put it into action in our work with each other and with clients. By addressing issues, sharing and illuminating meaningful insights, and providing solutions, we give clients the confidence to push for their aspirations. It's not just something we say; it's something we do.

What is an elevator pitch?

Much of this guide is devoted to explaining how we arrived at our positioning. It is necessary that you understand the background and the development of the story, but it is also essential that we are able to communicate it consistently as a team. Whether you are explaining it to a client, a colleague, or a new business prospect, we want to equip you with a short elevator pitch. This is a succinct set of words, born from the brand strategy and positioning, that you can use to best communicate what Deloitte Financial Advisory is and what we do for our clients.

The Deloitte Financial Advisory territory

Connected solutions in defining moments

What do we mean by this?

- We operate at the **critical, career-defining** times in the lifecycle
- We connect solutions to preserve and unlock **value**
- We connect solutions to create end-to-end **service** for our clients
- We connect solutions to work **alongside** our clients
- We connect solutions across the **Deloitte** network
- We connect **global scale** with **local knowledge**
- We connect world class **expertise** to breakthrough **technology**

The Deloitte Financial Advisory brand pyramid

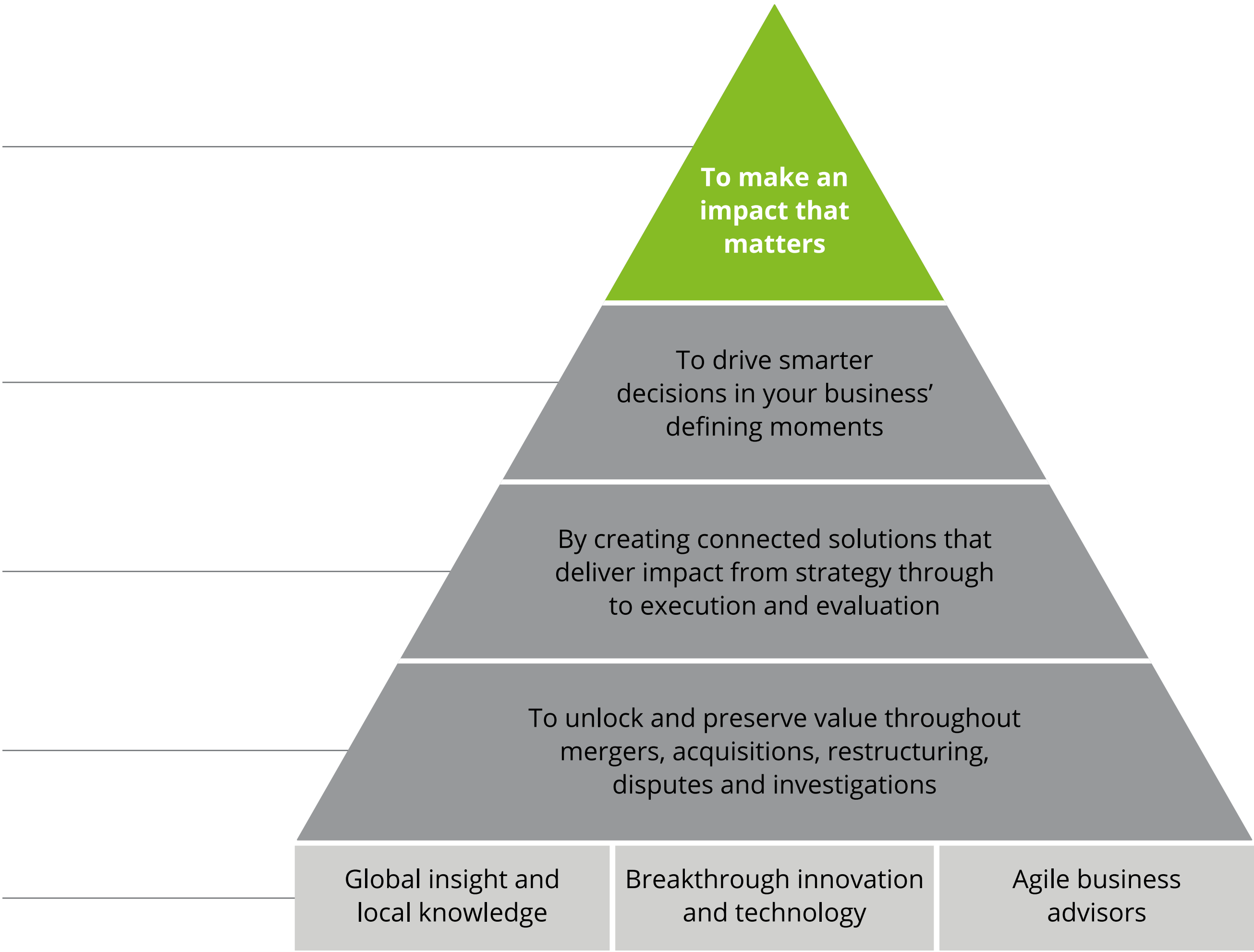
Our ‘North Star’
Deloitte master brand purpose
Our overarching business mission that unites us with the wider business and informs everything we do

Why we exist
Deloitte Financial Advisory purpose
Our higher order purpose + vision for what we are looking to develop

How we behave
How we act to uniquely deliver our brand

What we offer
What it is that we offer to our clients

Reasons to believe
The functional pillars that enable us to deliver our offer



The Deloitte Financial Advisory strapline

Driving impact in defining moments

What do we mean by this?

- We deliver to the Deloitte master brand purpose,
'To make an impact that matters'
- We drive momentum and action with the **smarter decisions** we make with our clients
- We operate at the career-defining, **critical moments** that transform the future of a business
- We have impact across a series of moments across the **business lifecycle**, not just one individual moment or transaction

Deloitte Financial Advisory positioning and core messaging

The Deloitte Financial Advisory elevator pitch

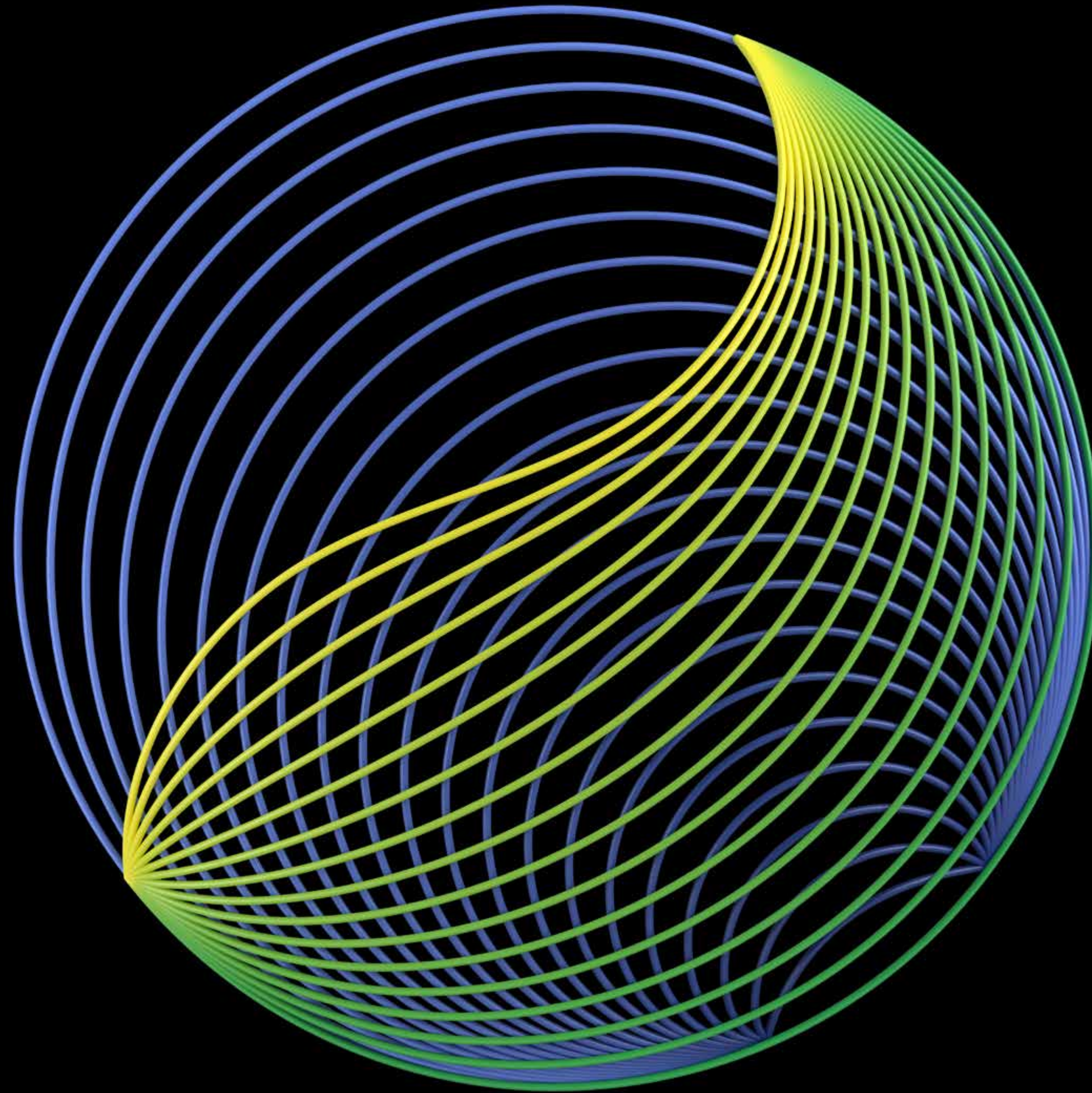
In today's rapidly changing marketplace, progressive organizations need agile business advisors to help them thrive.

At Deloitte Financial Advisory, we connect specialists to create end-to-end solutions to help unlock and preserve value in mergers and acquisitions, restructuring, investigations and disputes.

Underpinned by Deloitte's global insight, local knowledge and breakthrough analytics, we exist to drive smarter decisions in your business' defining moments.

**Deloitte Financial Advisory,
Driving impact in defining moments**

The Deloitte Financial Advisory visual identity



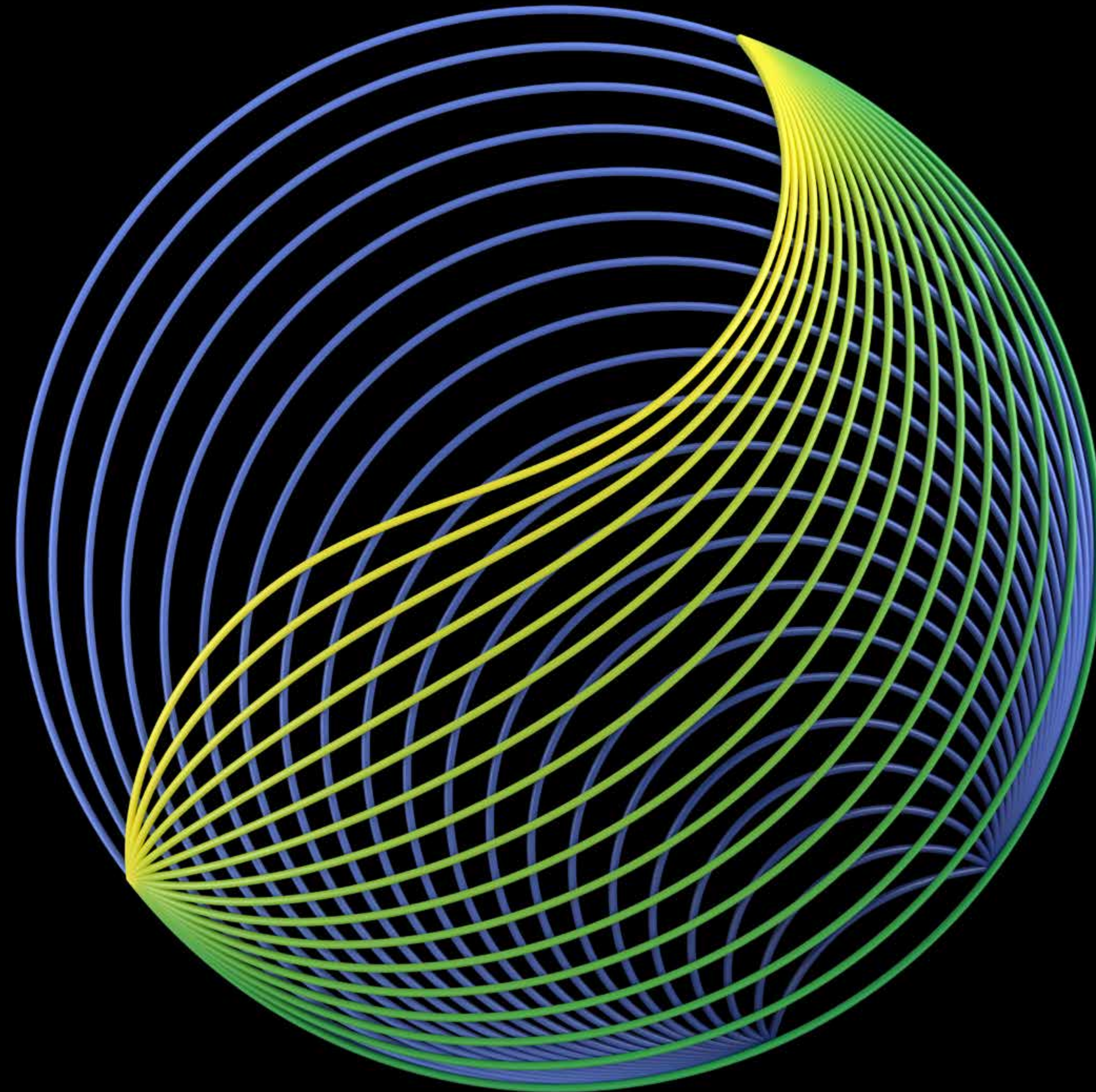
The Deloitte Financial Advisory visual identity

The Deloitte Financial Advisory visual concept

Connection

The brand territory, 'Connected solutions in defining moments' has been a clear guide for our visual concept, which seeks to bring to life the idea of connection at the very heart of Deloitte Financial Advisory and its service lines.

The visual style feels refined and elegant, using a linear medium that feels worthy of a defining moment. The crossing paths represent the sense of connected services, solutions, people and networks.

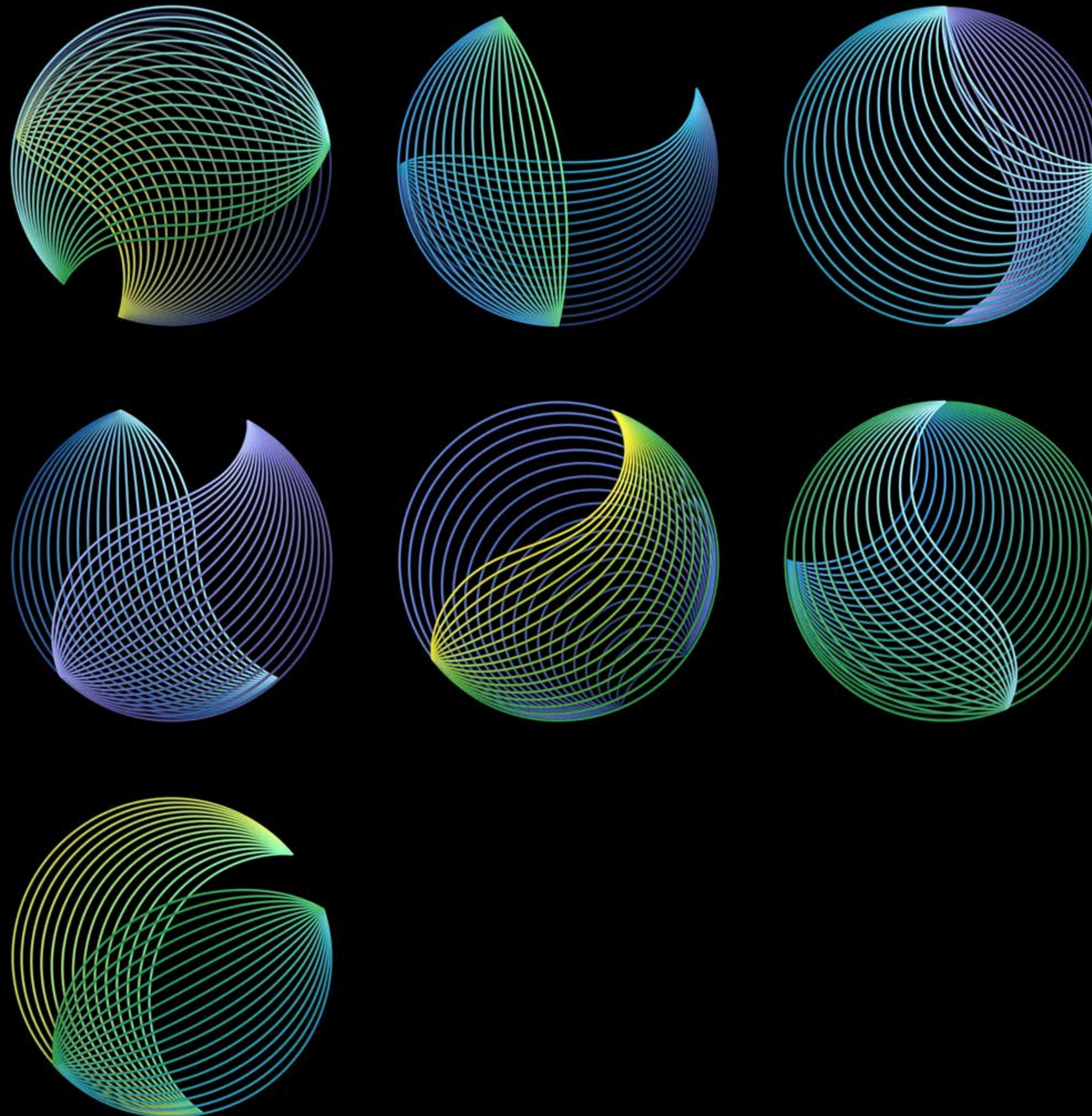


The Deloitte Financial Advisory visual identity

The Deloitte Financial Advisory visual system

Services & Solutions

These visuals are best used when demonstrating our specific solutions and services. The precision and intricacy of the visual style reflects the detail and technicality needed in this instance.

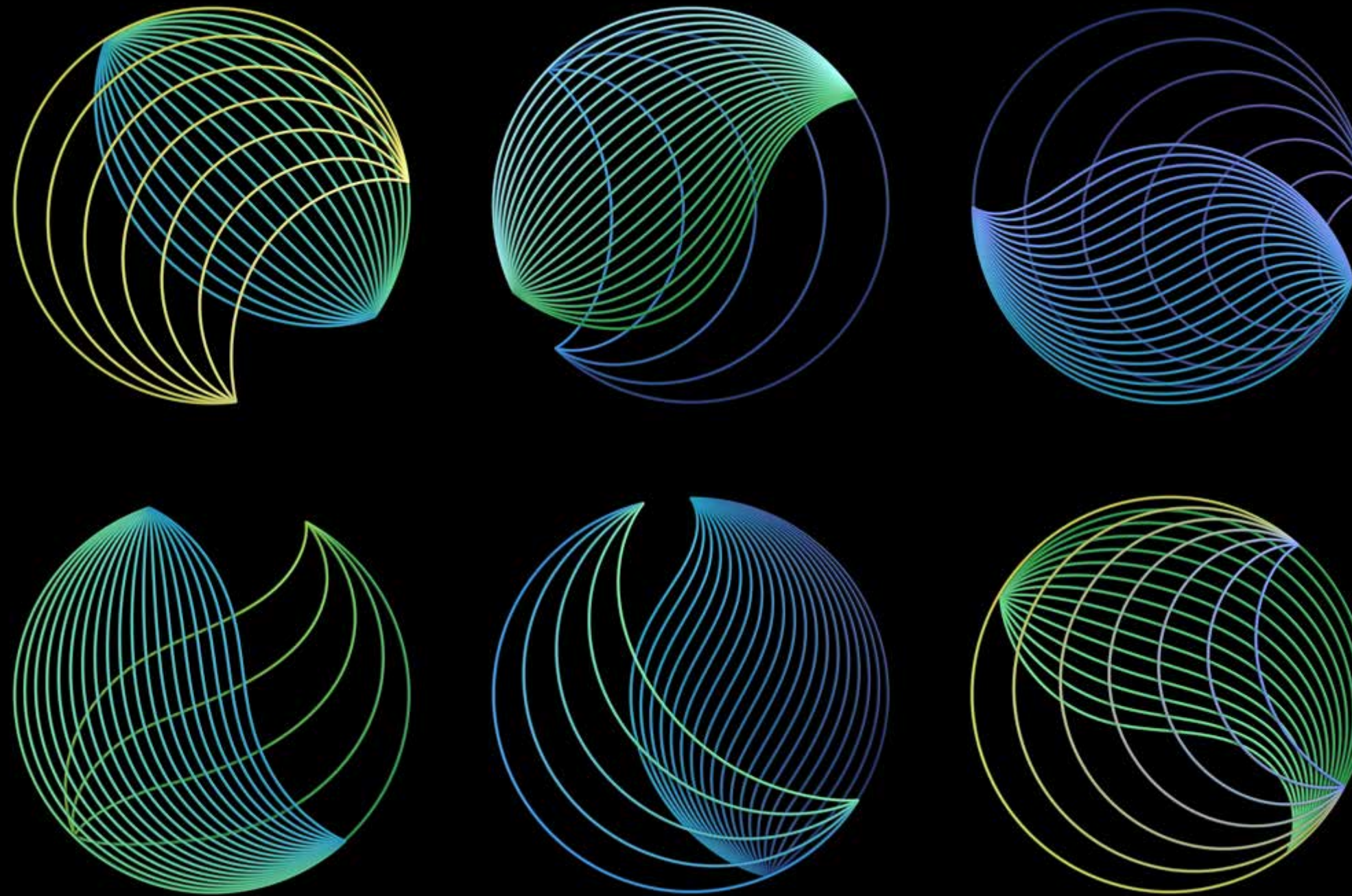


The Deloitte Financial Advisory visual identity

The Deloitte Financial Advisory visual system

Our clients

These visuals are best used when we are talking about how we work with clients, for example in prospect meetings or client case studies. The coming together of two parties, implied by this visual style, reflect the way that we integrate and partner alongside our clients.

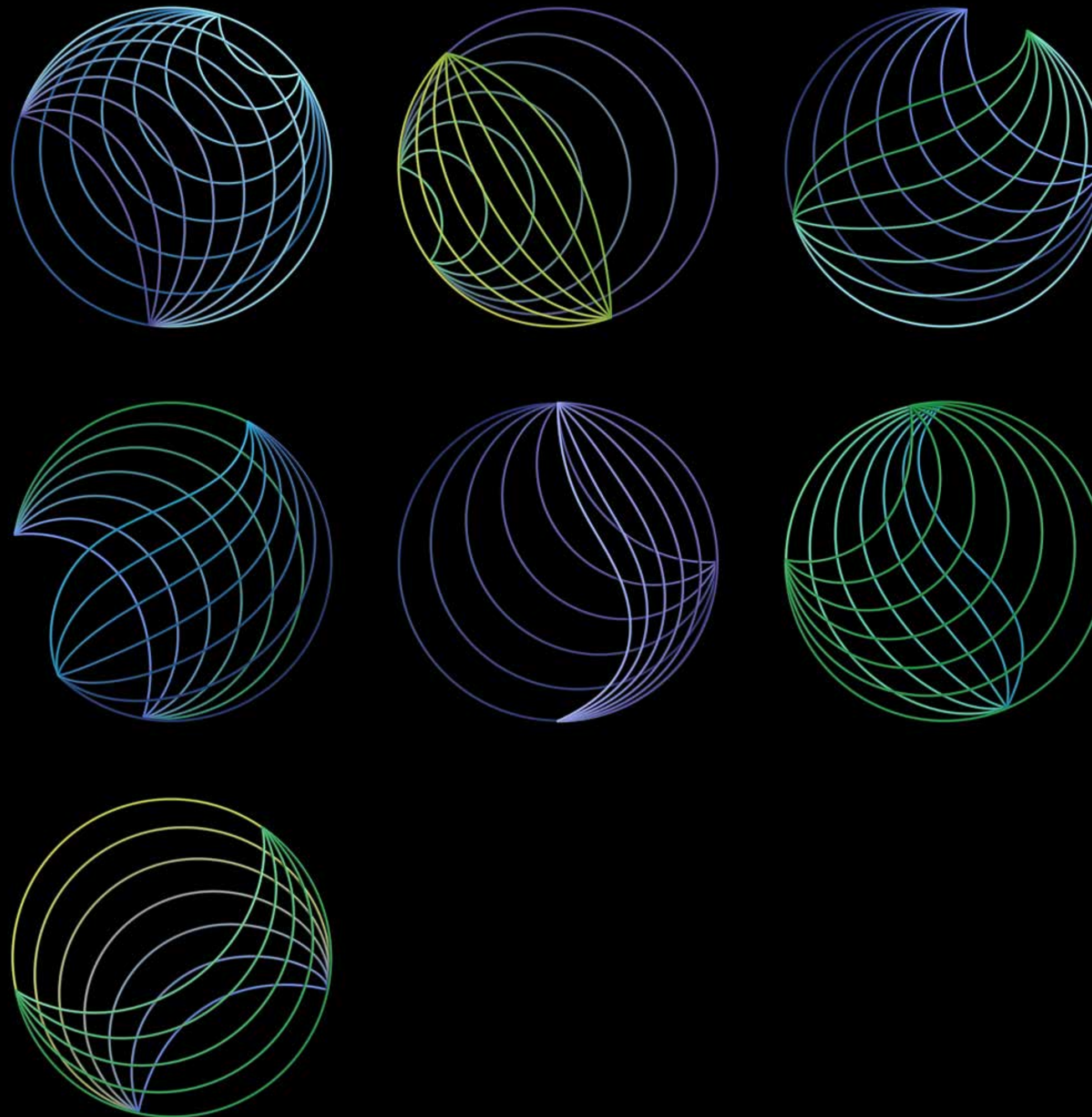


The Deloitte Financial Advisory visual identity

The Deloitte Financial Advisory visual system

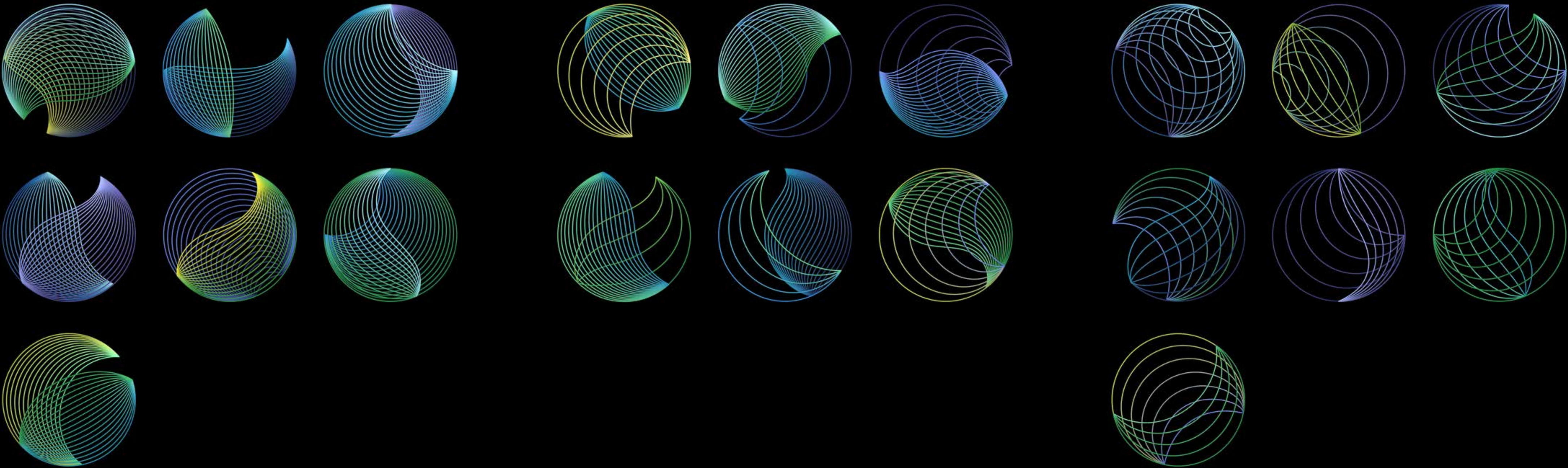
Thought Leadership

These visuals are best used in our thought leadership and articles that we produce. The light density gives the impression of a 'beacon of light' or insight, which represents the aligning vision and outlook we have on the future.



The Deloitte Financial Advisory visual identity

The Deloitte Financial
Advisory visuals



The Deloitte Financial Advisory visual identity

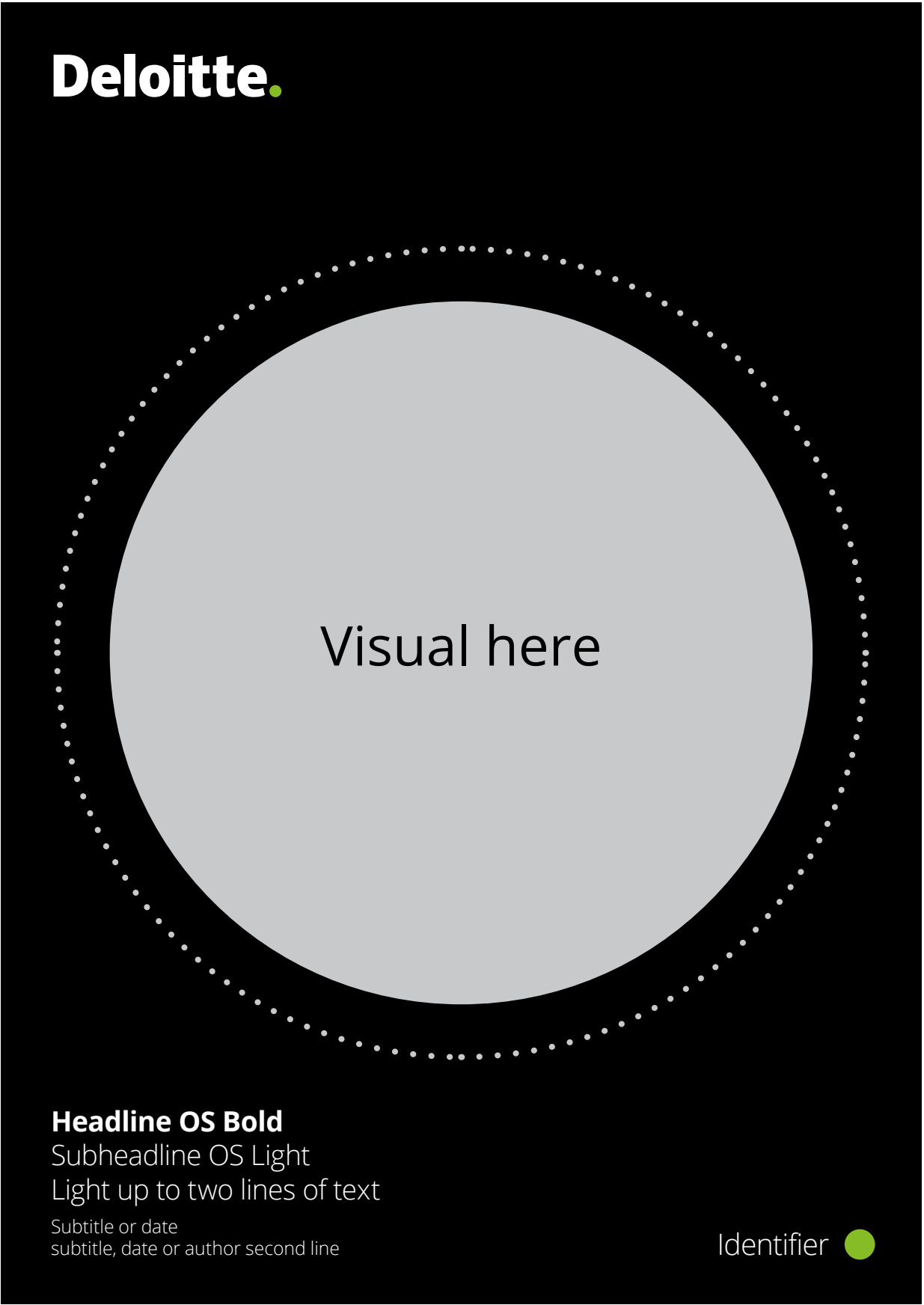
Usage

Guidelines on to use the visuals

Our Deloitte Financial Advisory visuals are always used on primary surfaces. The image should sit in a bold, central position and no other content should be placed on or close to the visual to ensure its impact and clarity.

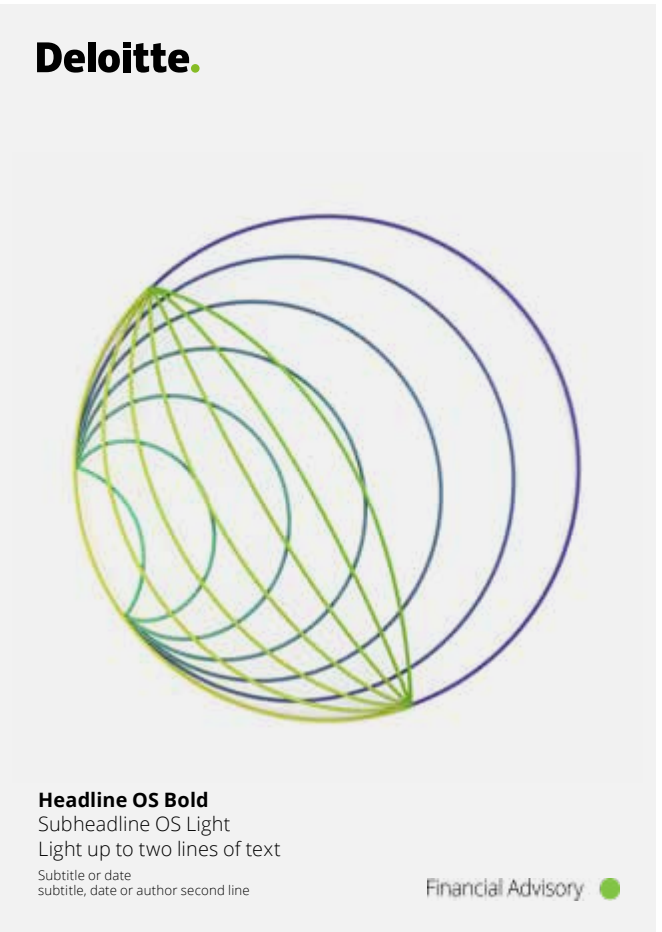
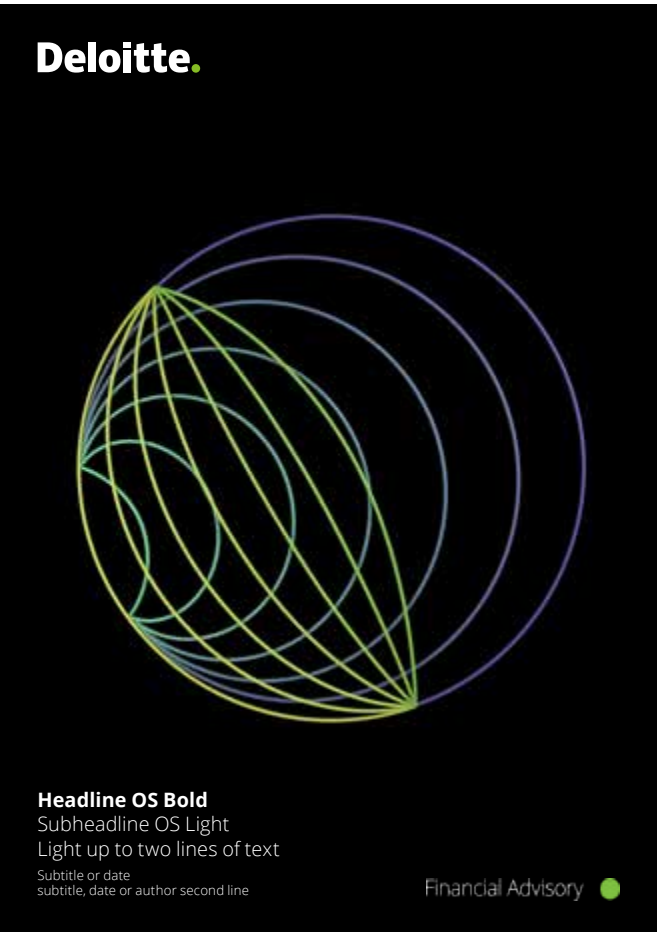
Clear space size and position

A clear space around the image protects its impact. The size of the clear space is 15% of the circular image size, as marked by the dotted line.



Black / White

The visuals may be used on either black or white backgrounds.

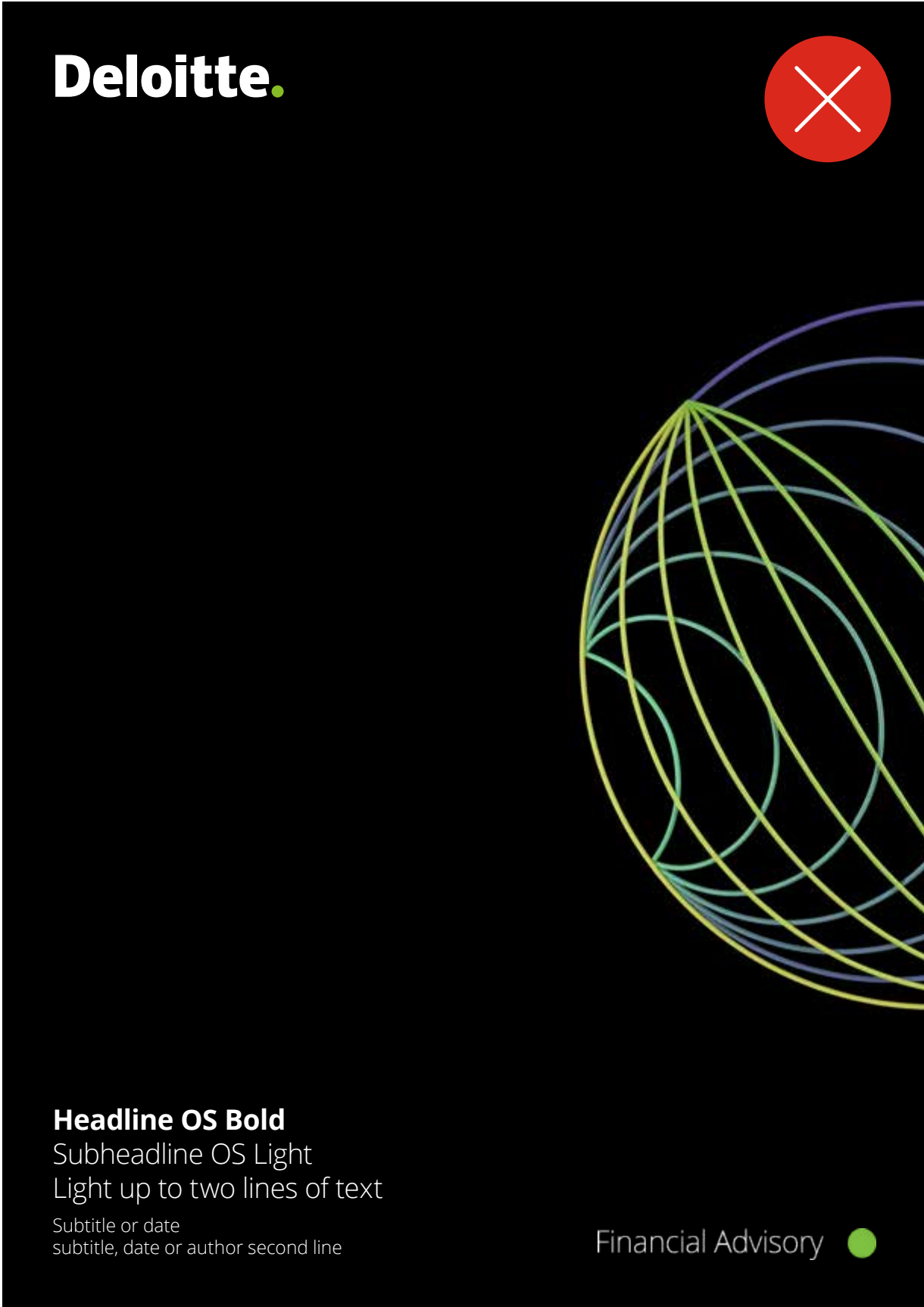


The Deloitte Financial Advisory visual identity

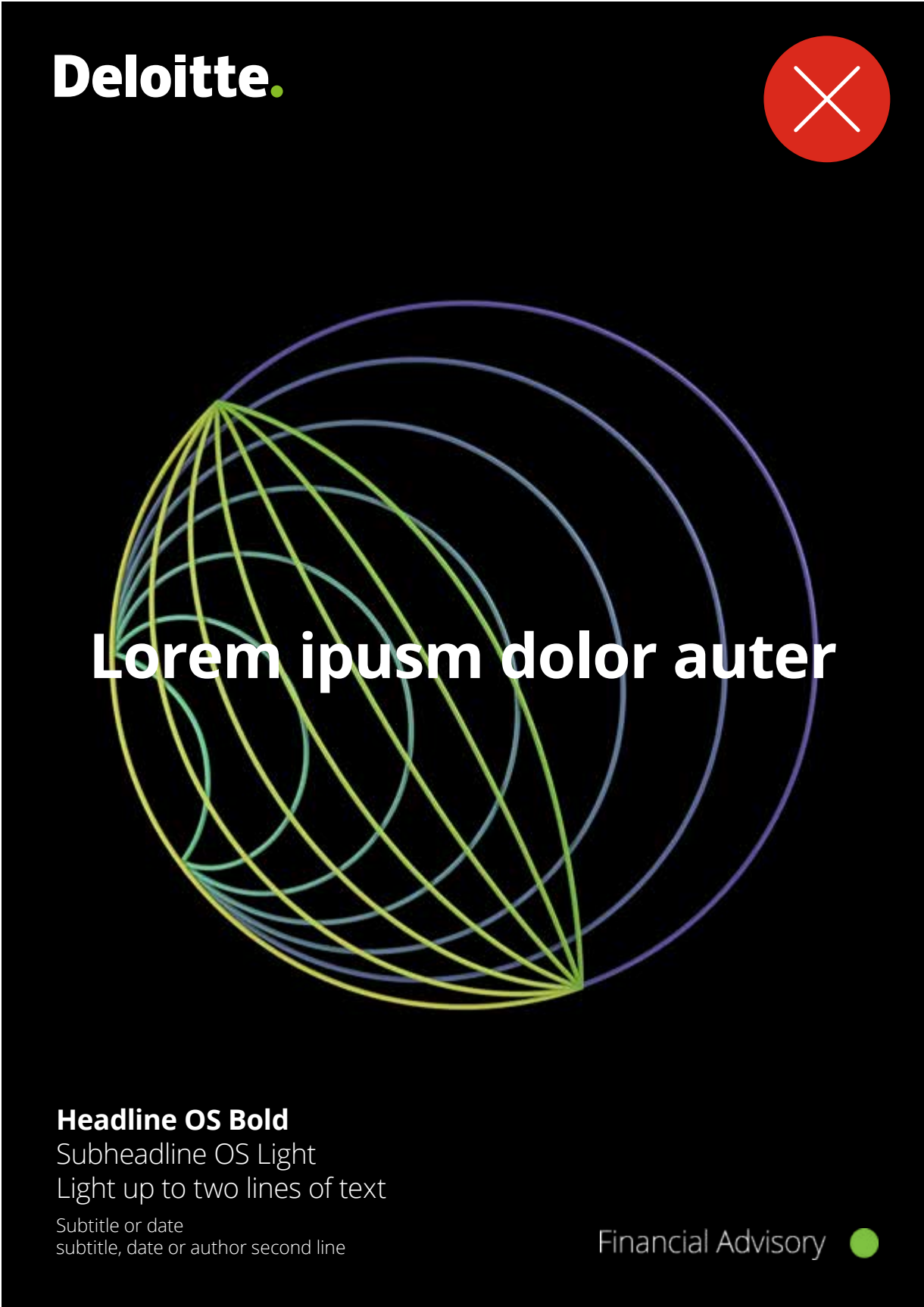
Usage

Visual ‘Don’ts’

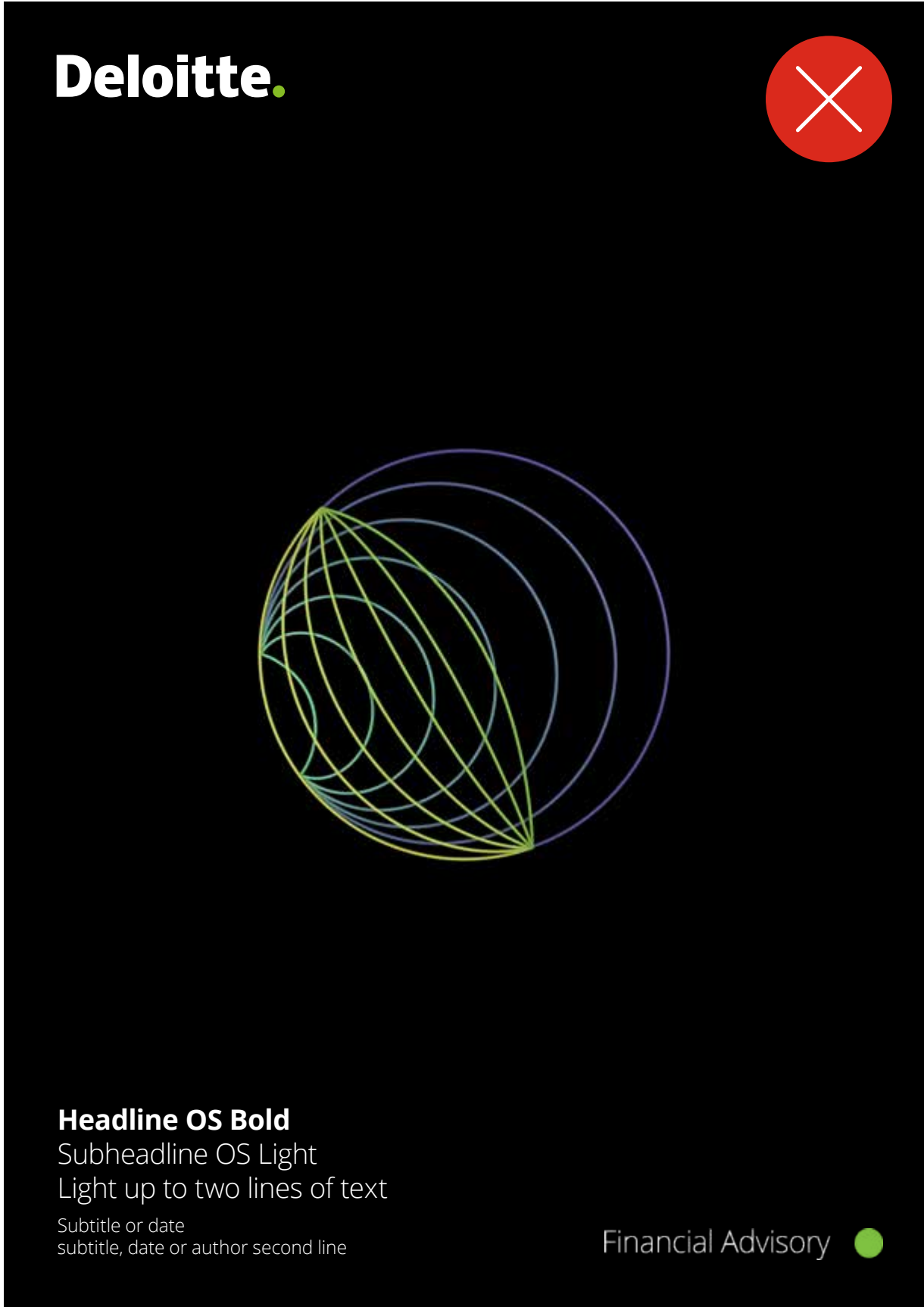
Don’t place the image off-center



Don’t put text over a circular image



Avoid making the visual too small



The Deloitte Financial Advisory visual identity

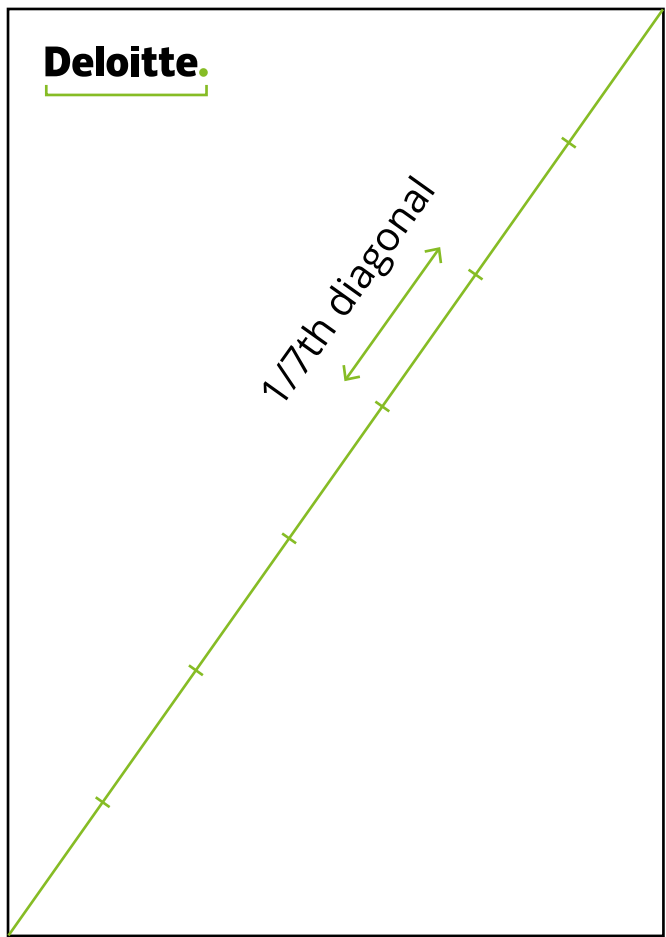
Brand in use

Brochure (Portrait)

Please follow these guidelines when creating a brochure in portrait format.

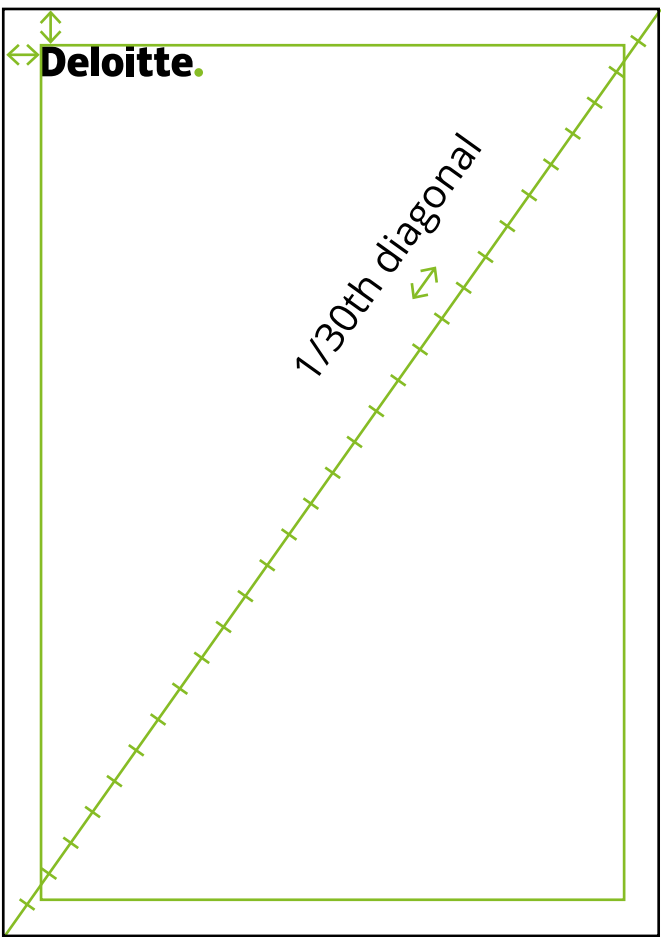
Logo sizing

The logo is sized equal to 1/7th of the diagonal of the layout.



Logo position

The logo is positioned top left wherever possible, with a margin measured at 1/30th of the diagonal.



Logo

The logo is sized equal to 1/7th of the diagonal of the layout.

Visual

Visual is centred aligned to page. The size of the clear space is 15% of the circular image size, as marked by the dotted line.

Headline

Open Sans Bold.

Subheadline

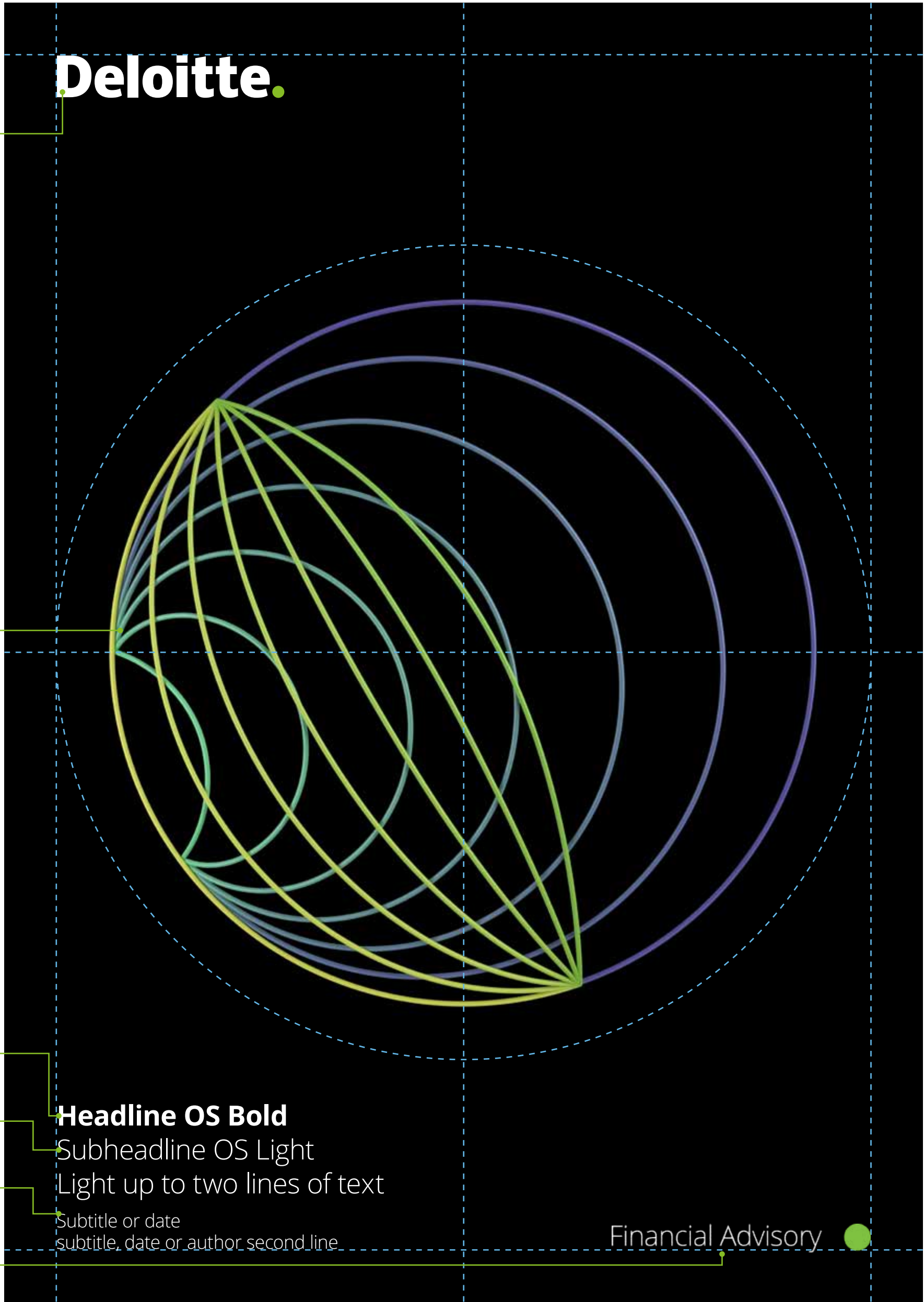
Open Sans Light.

Subtitle

Open Sans Light.

Identifier

Aligned to bottom and right margins.



Headline OS Bold

Subheadline OS Light

Light up to two lines of text

Subtitle or date
subtitle, date or author second line

Financial Advisory

The Deloitte Financial Advisory visual identity

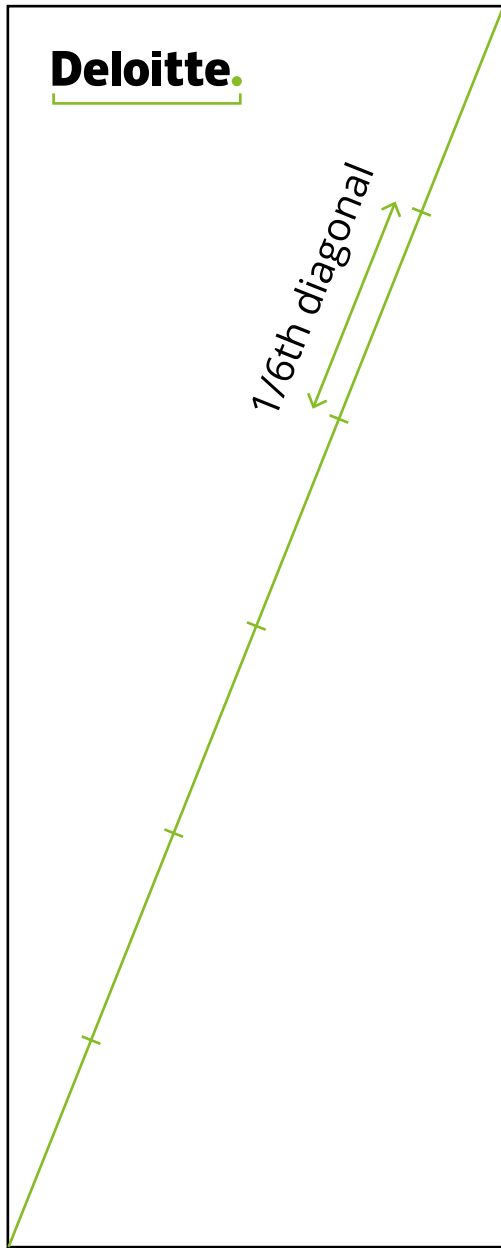
Brand in use

Banner (Portrait)

Please follow these guidelines when creating a banner in portrait format.

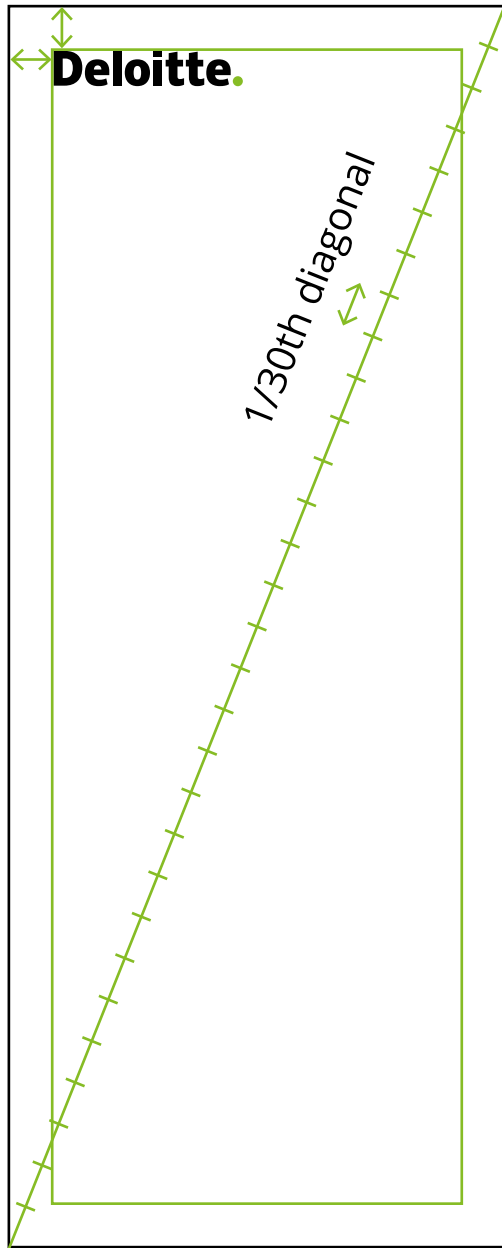
Logo sizing

The logo is sized equal to 1/6th of the diagonal of the layout.



Logo position

The logo is positioned top left wherever possible, with a margin measured at 1/30th of the diagonal.



Logo

The logo is sized equal to 1/6th of the diagonal of the layout.

Headline

Open Sans Bold.

Subheadline

Open Sans Regular.

Subtitle

Open Sans Regular.

Deloitte.

Headline OS Bold

Subheadline OS Regular

Up to two lines

Subtitle or date OS Regular

Up to two lines

Visual

Centred to layout.

Aligned to left and right margins.

Identifier

Aligned to bottom and right margins.

Financial Advisory

The Deloitte Financial Advisory visual identity

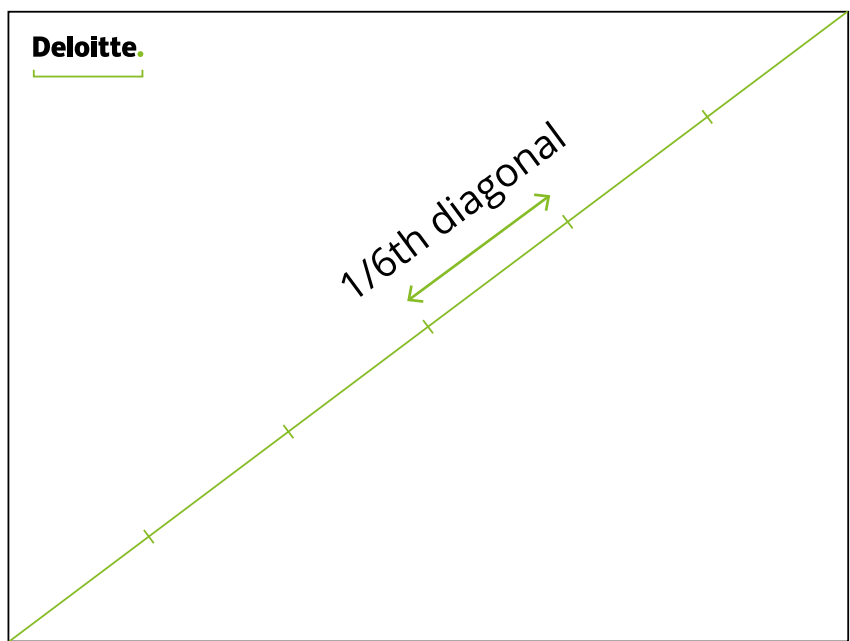
Brand in use

Banner (Landscape)

Please follow these guidelines when creating a banner in landscape format.

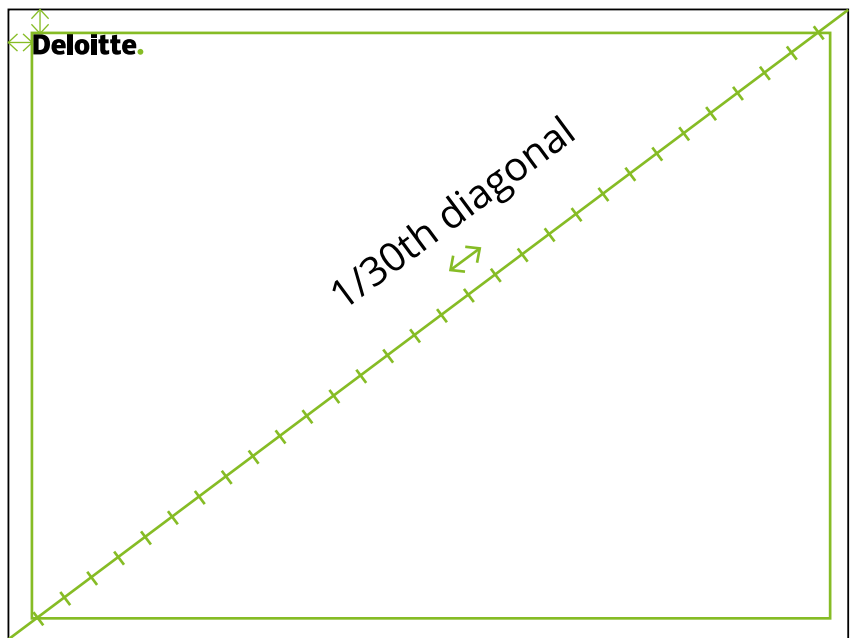
Logo sizing

The logo is sized equal to 1/6th of the diagonal of the layout.



Logo position

The logo is positioned top left wherever possible, with a margin measured at 1/30th of the diagonal.



Logo

The logo is sized equal to 1/6th of the diagonal of the layout.

Headline

Open Sans Bold.

Subheadline

Open Sans Regular.

Subtitle

Open Sans Regular.

Visual

The size of the clear space is 15% of the circular image size, as marked by the dotted line.

Identifier

Aligned to bottom and right margins.

Deloitte.

Headline OS Bold

Subheadline OS Regular

Up to two lines

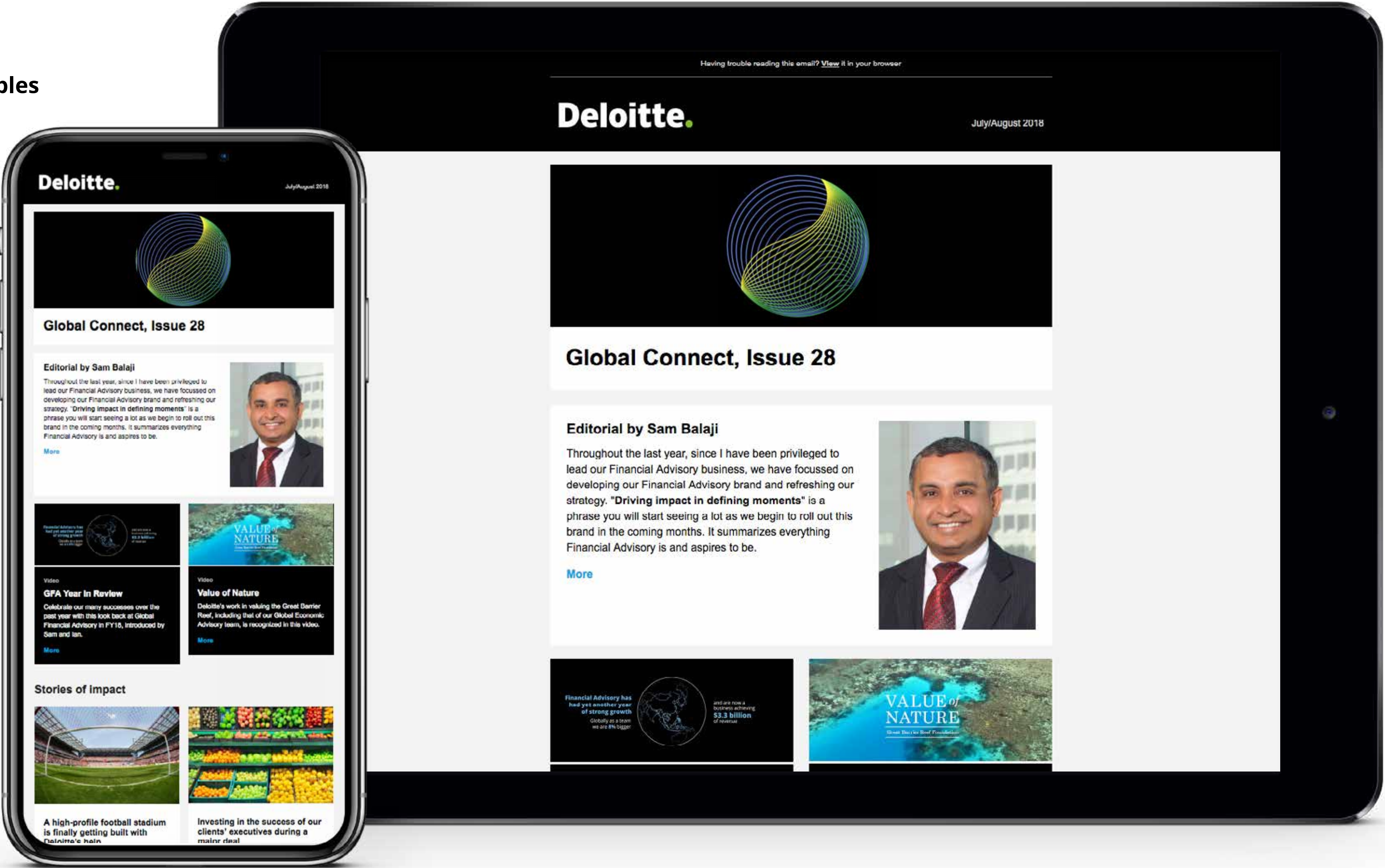
Subtitle or date OS Regular
Up to two lines



The Deloitte Financial Advisory visual identity

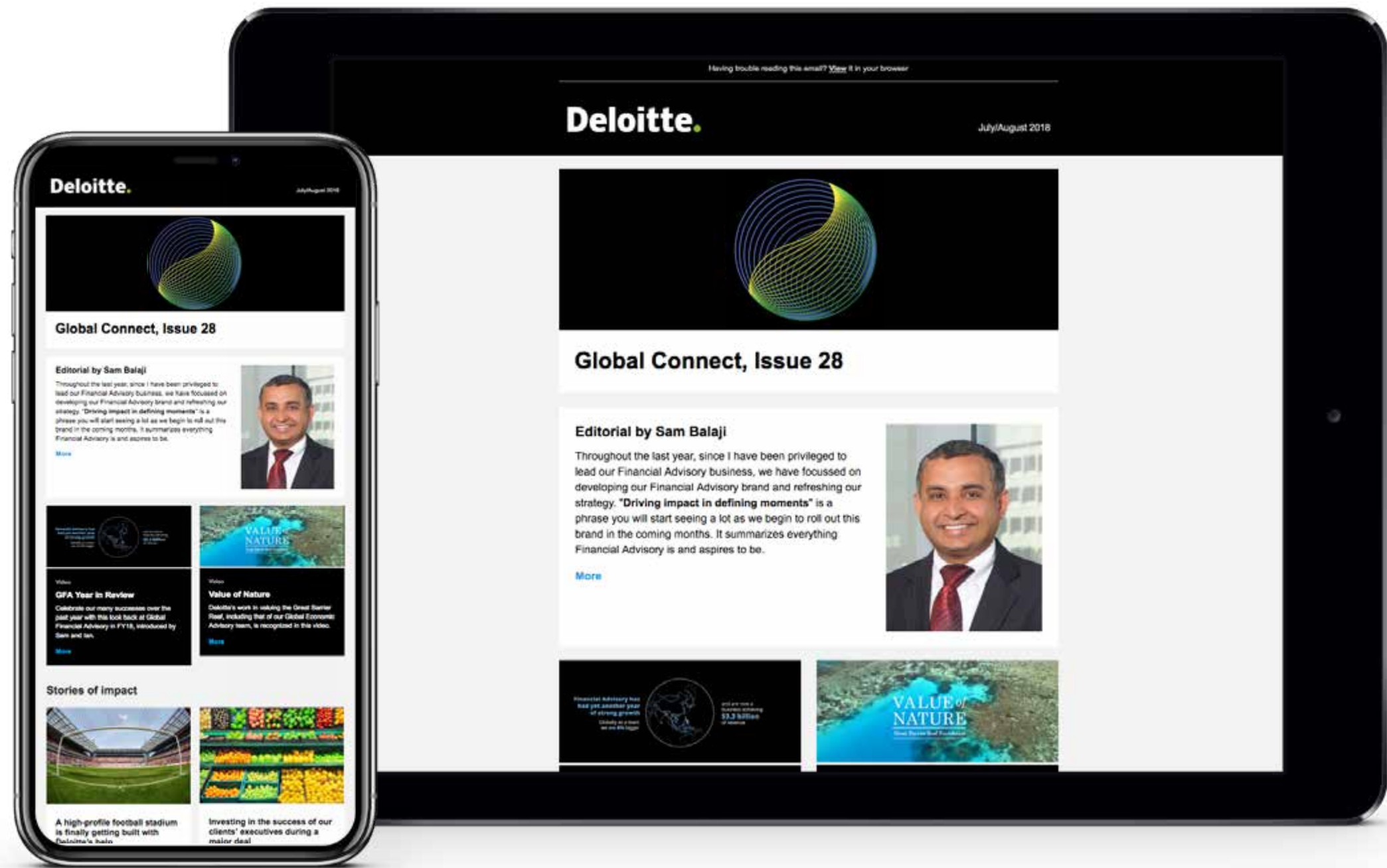
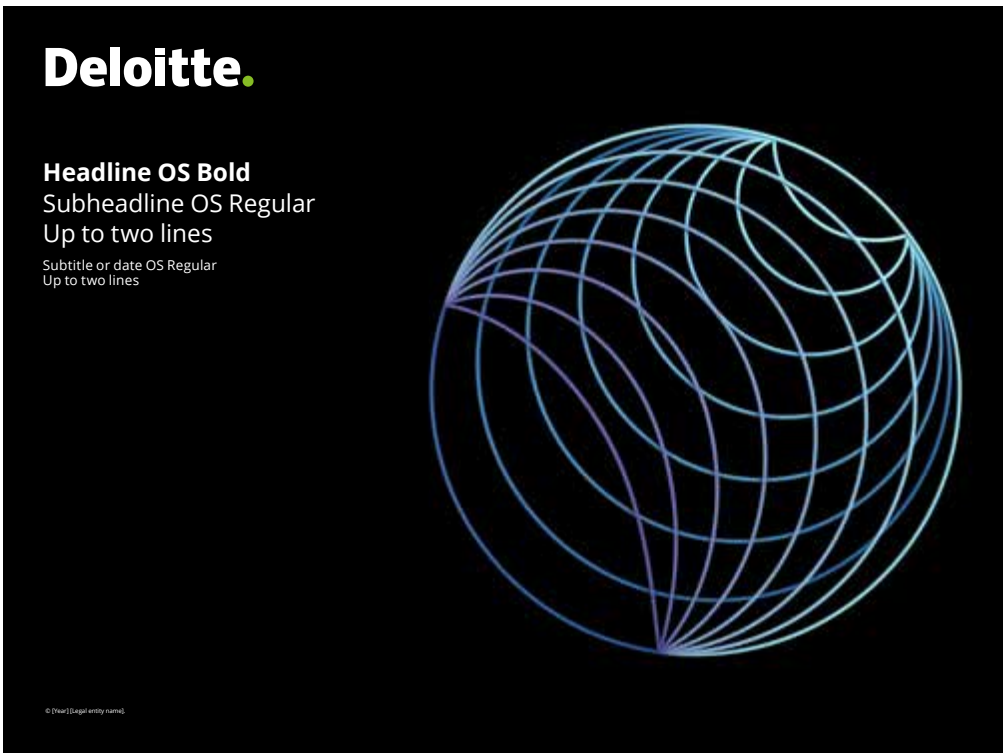
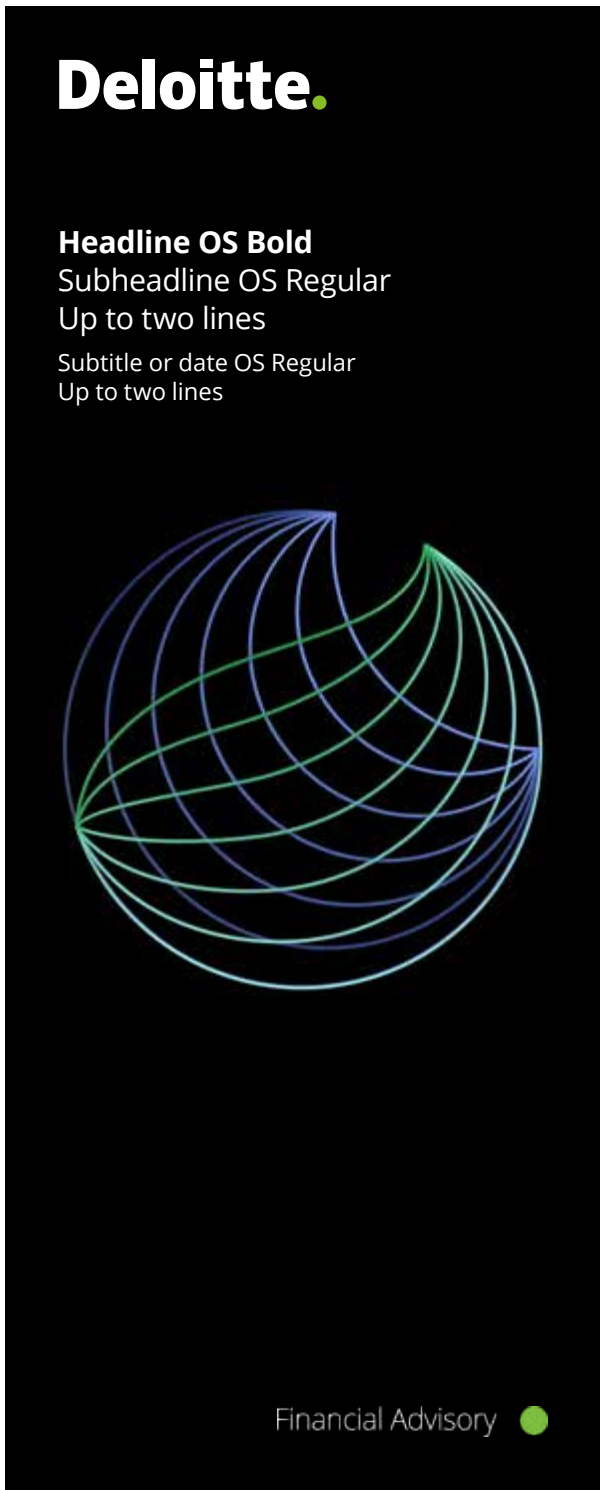
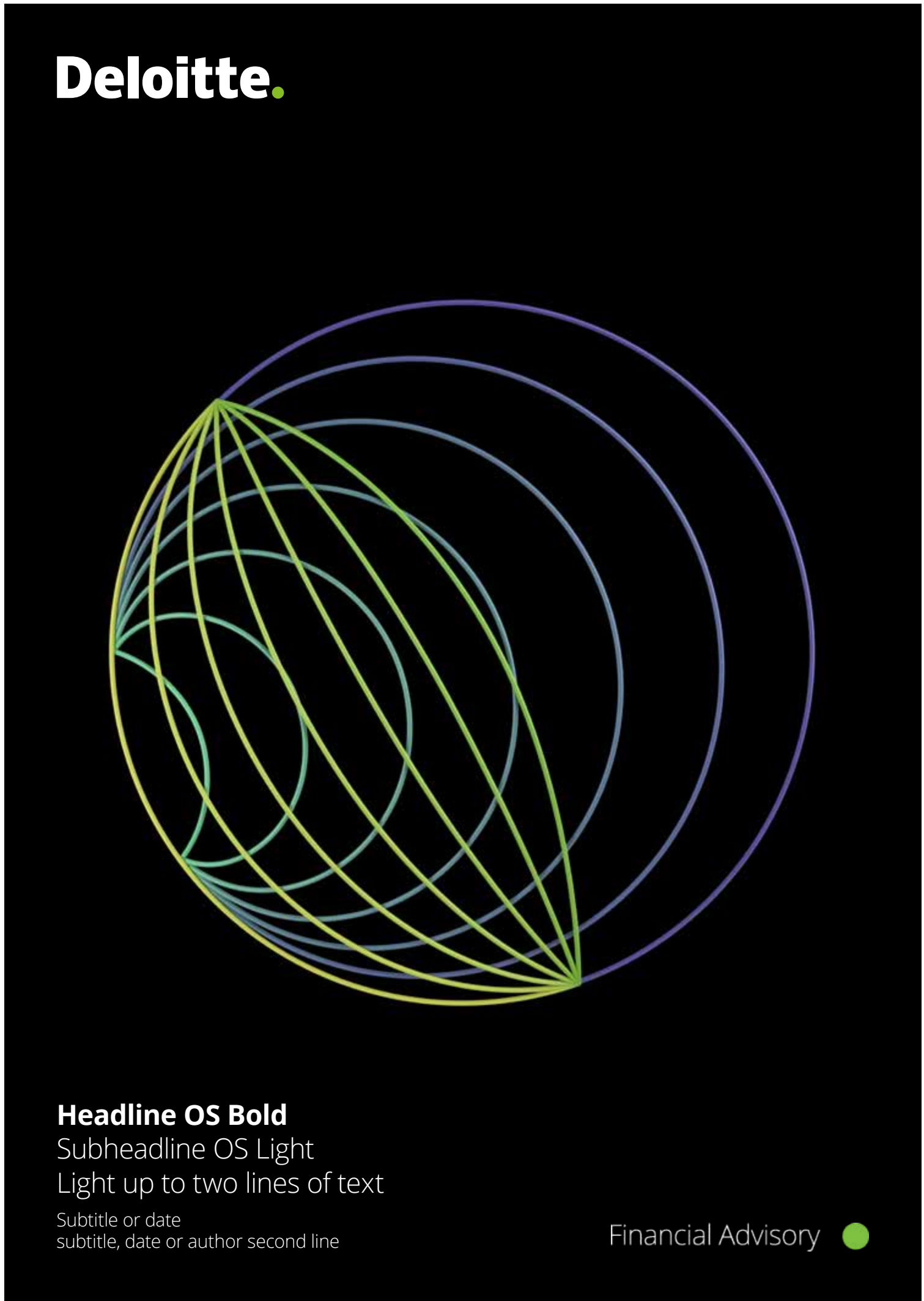
Brand in use

Digital application examples



The Deloitte Financial Advisory visual identity

Brand in use summary



The Deloitte Financial Advisory visual identity

Brand on a page

Logo



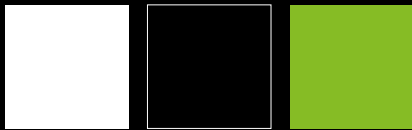
Identifier



Strapline

Driving impact in
defining moments

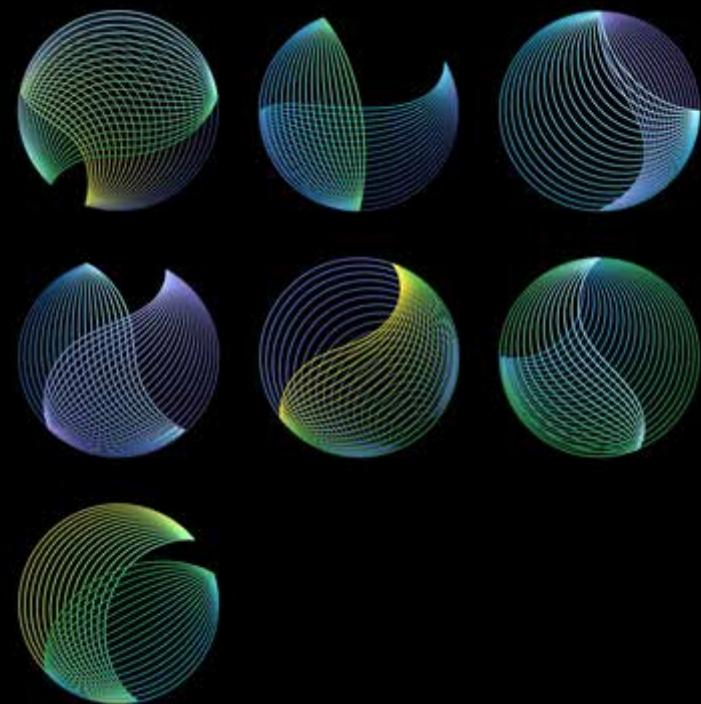
Colour palette



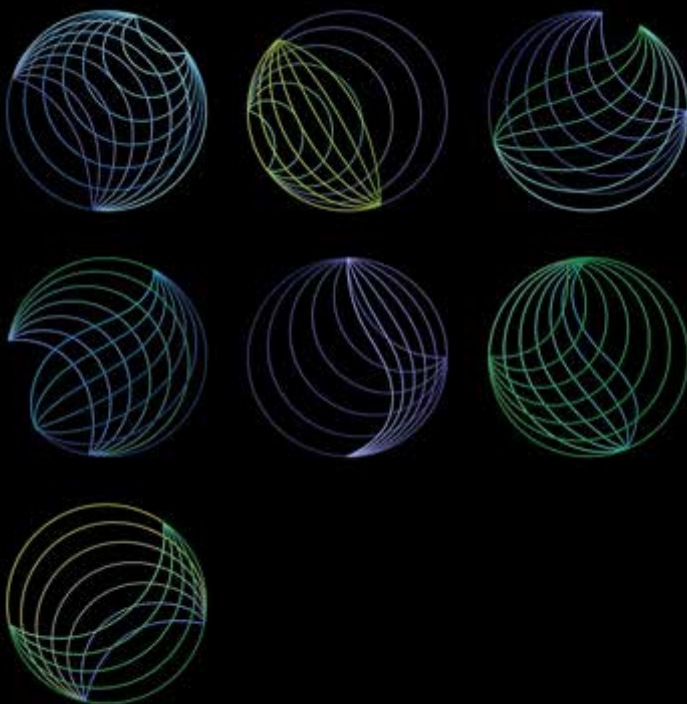
Primary typeface

Open Sans Light
Open Sans Regular
Open Sans Bold

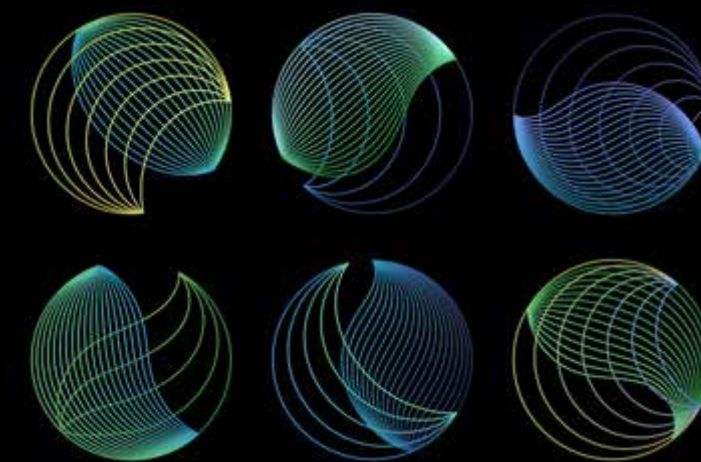
Services & Solutions



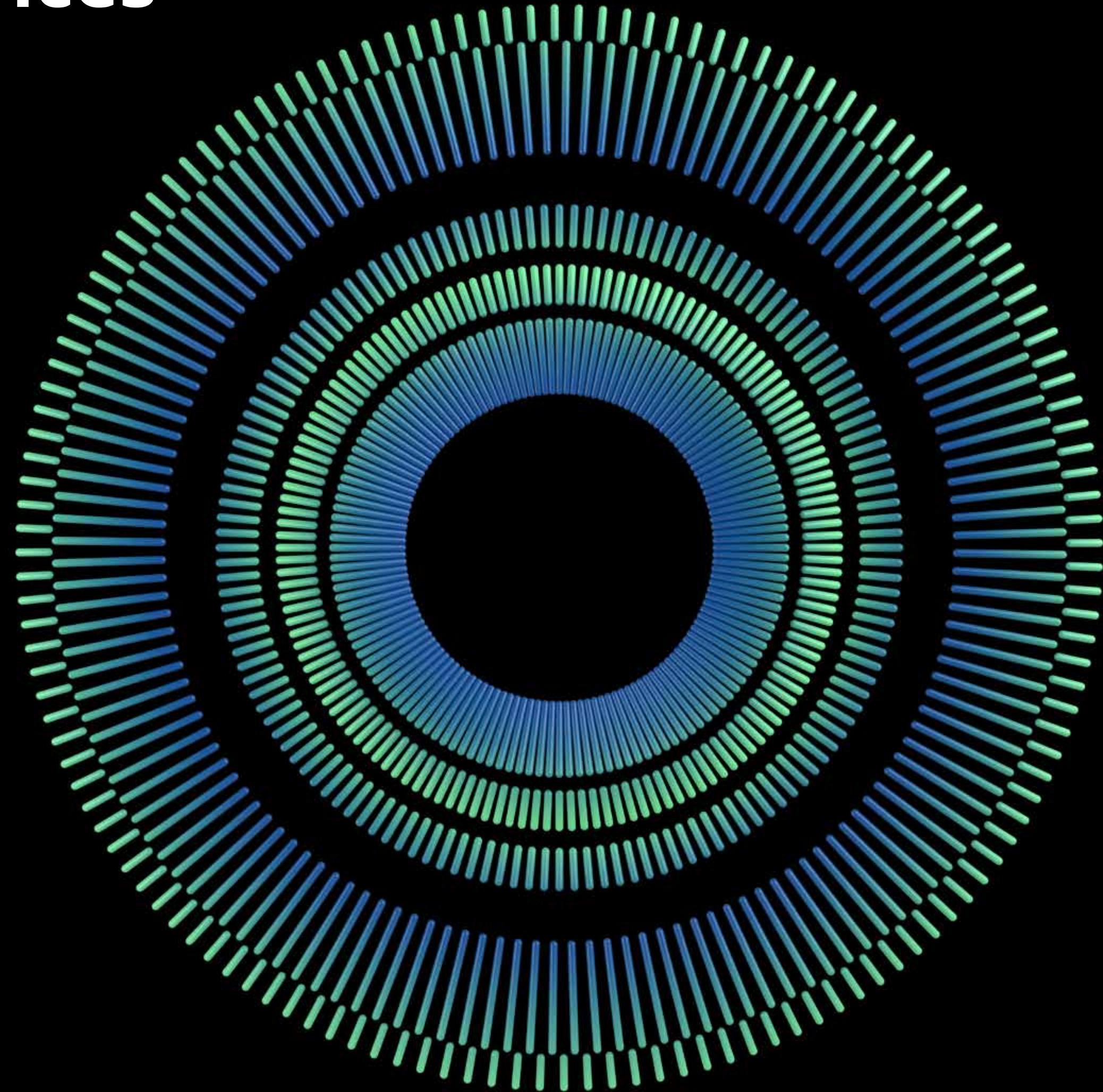
Thought Leadership



Our clients



Restructuring Services



The RS territory

Maximizing performance

Our territory helps to position us not just as advisors in times of crisis, but also responsible for changing the trajectory of a business and helping to unlock and preserve as much value as possible, even in the most challenging circumstances.

Restructuring Services

The RS elevator pitch

In testing times, stakeholders' ability to respond and adapt is critical to unlocking and preserving value in a business.

By evaluating tactical and strategic scenarios, we identify and execute, where suitable, financial and operational enhancements to help businesses succeed.

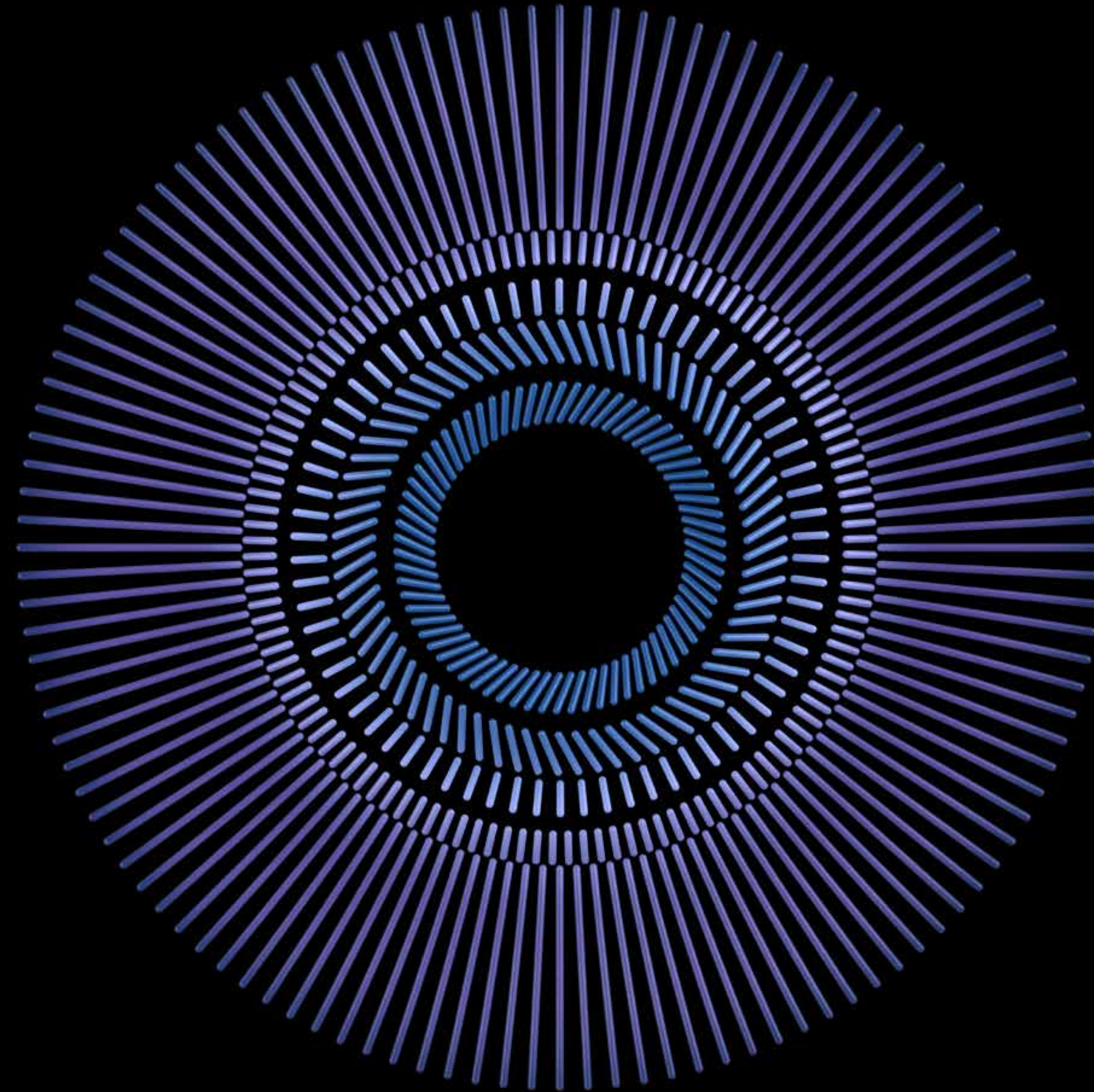
Connecting global insight and deep industry knowledge with robust analytics, we provide specialist services to help stakeholders navigate challenging times and maximize business' performance.

Restructuring Services

The RS visual concept

Maximizing performance

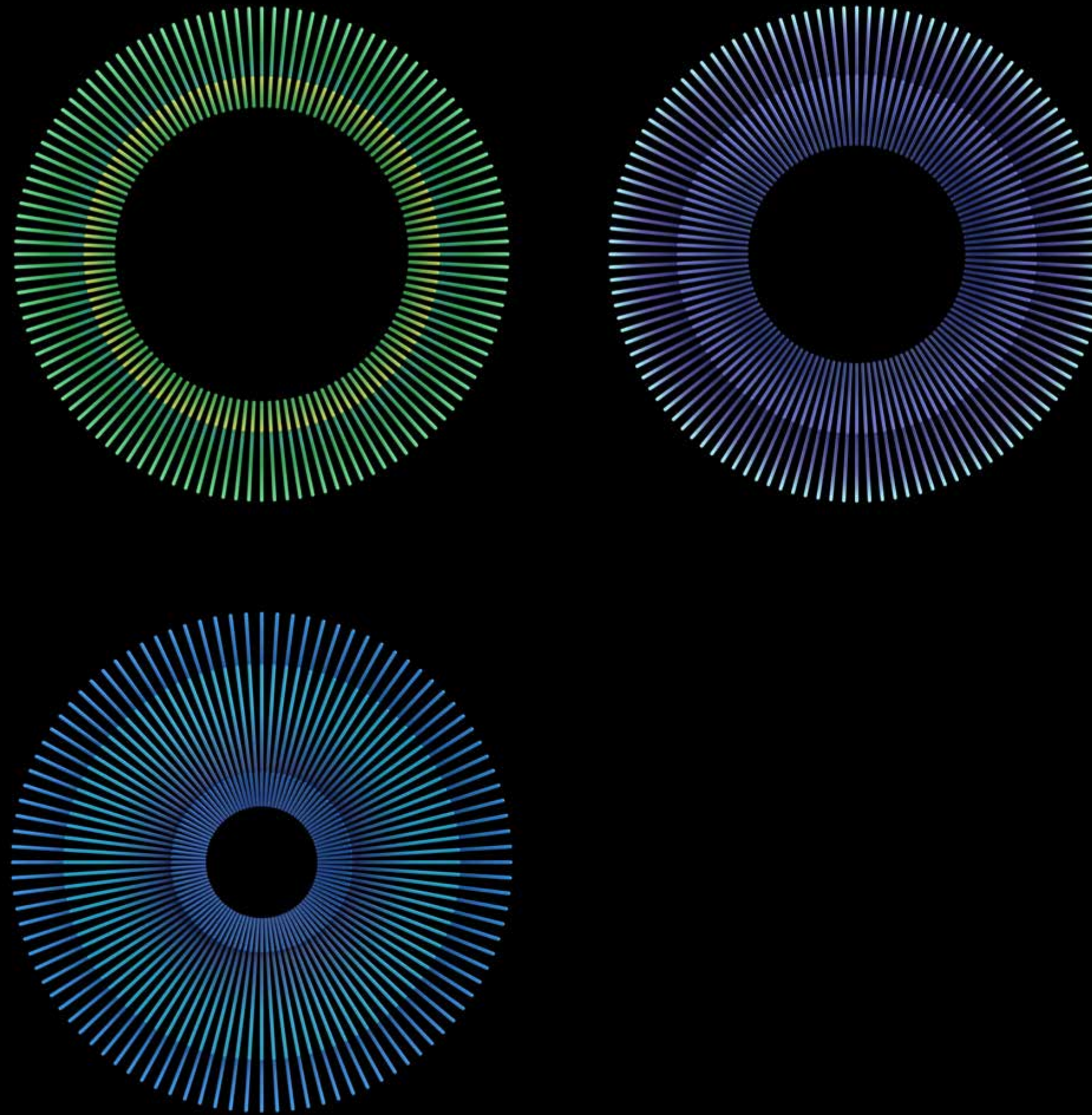
Our visual concept is born from our brand territory, 'Maximizing performance' and directly relates to our ability to power businesses through challenging times. The visual style represents machines and cogs, implying power and performance.



The RS visual system

Steering the direction

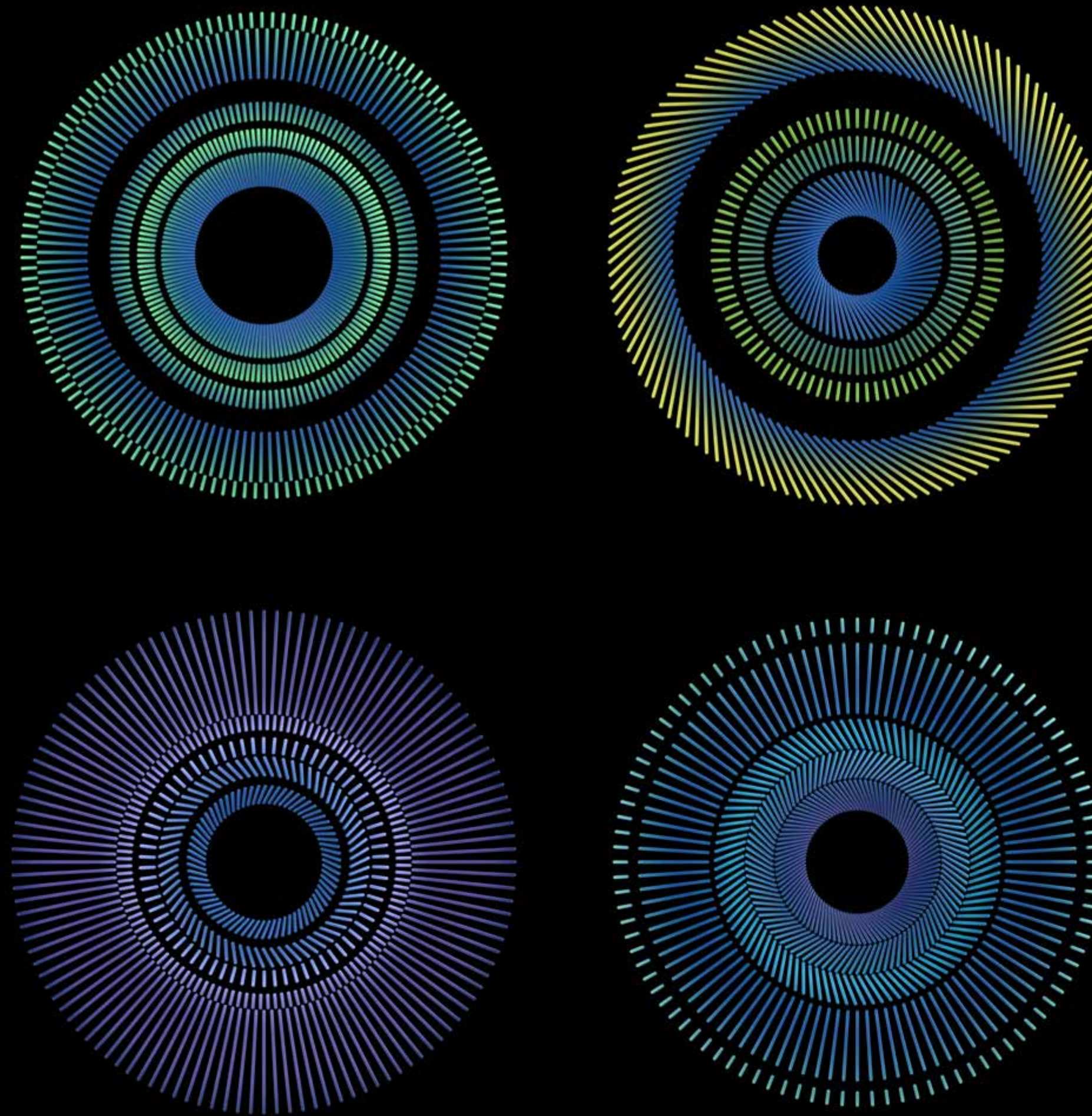
The sense of journey conveyed by these visuals demonstrates our ability to advise our clients through the most challenging, defining moments in the business lifecycle. They are best used in demonstrating how we work with clients, in new prospect meetings for example.



The RS visual system

Analytics

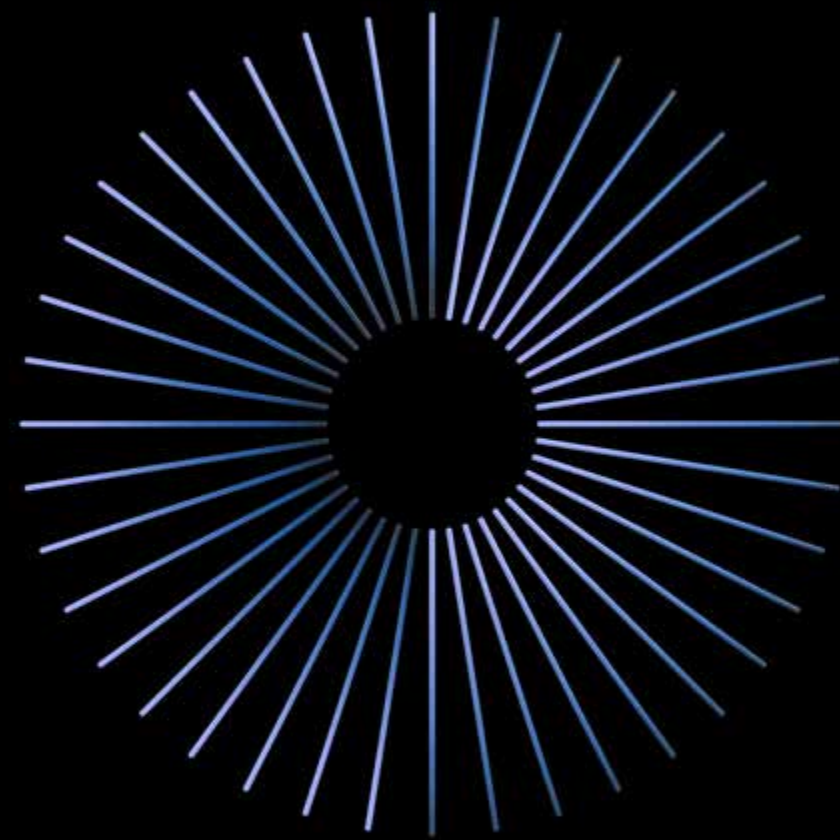
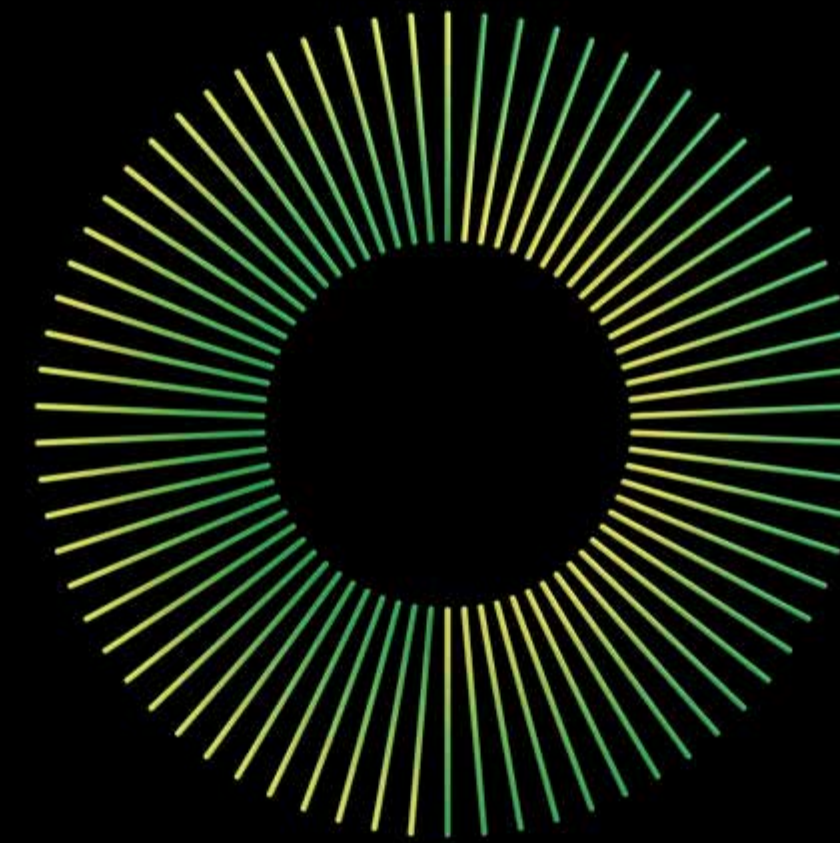
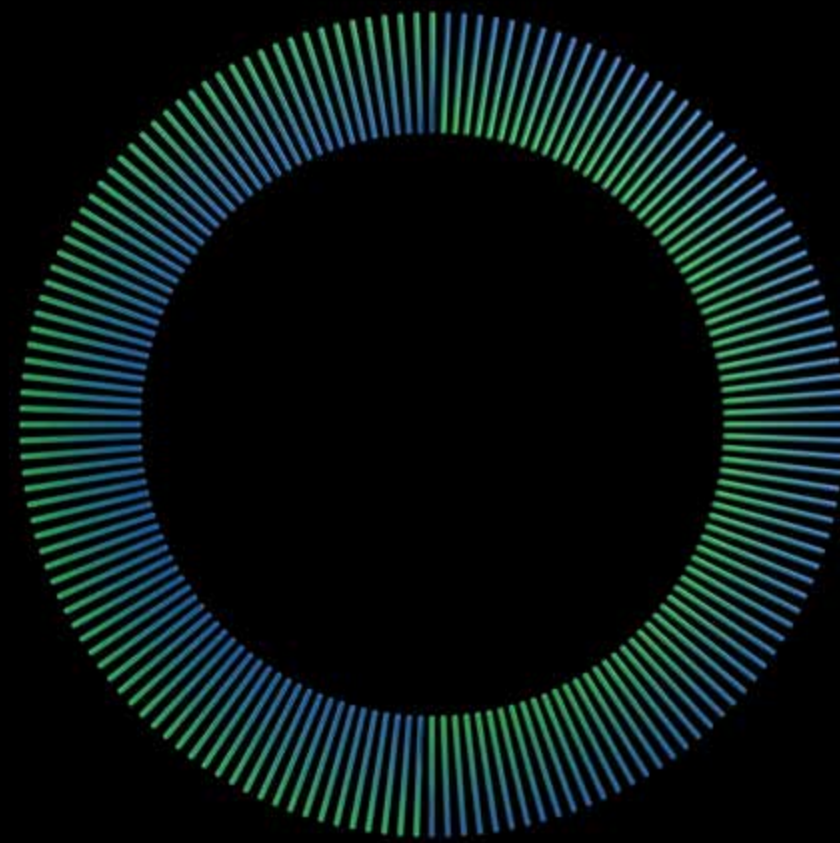
The intricacy and precision of these visuals represent our analytics capabilities, which sit at the heart of our business. They are best used when we are demonstrating or referring to these capabilities.



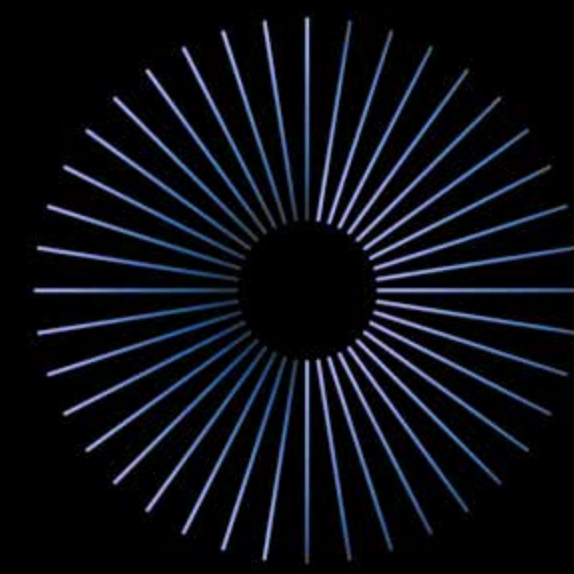
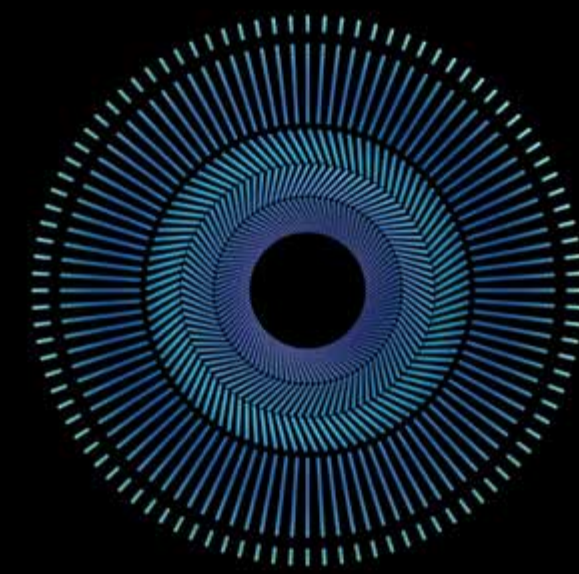
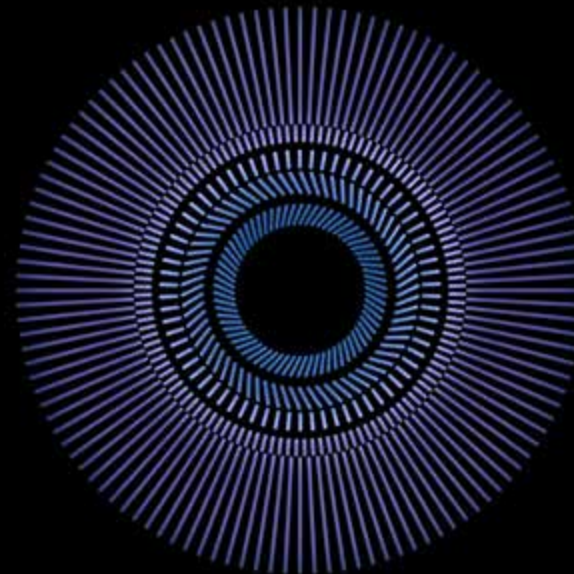
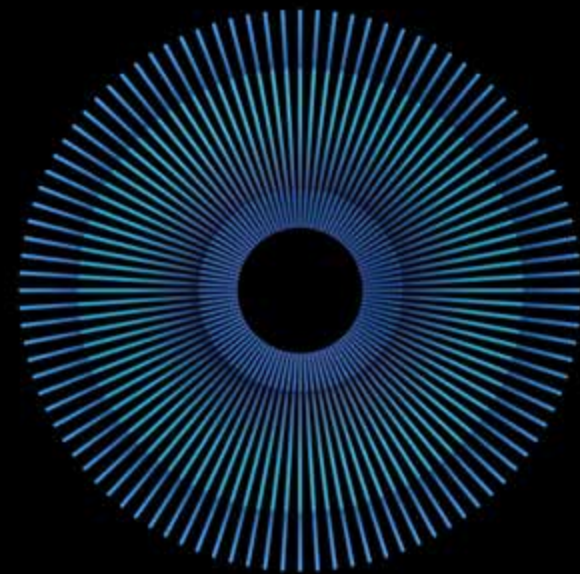
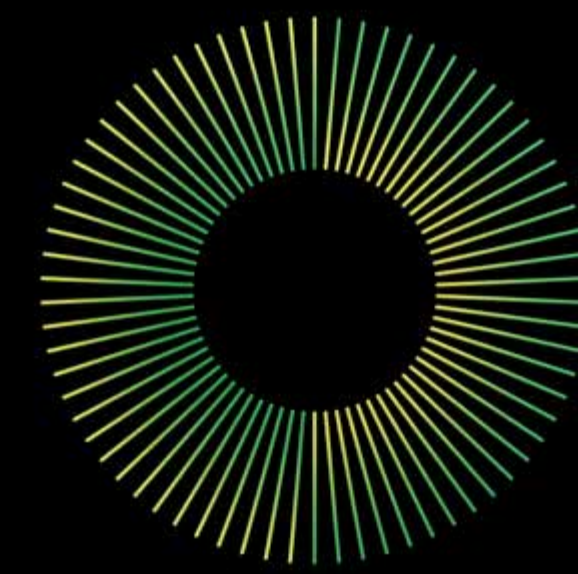
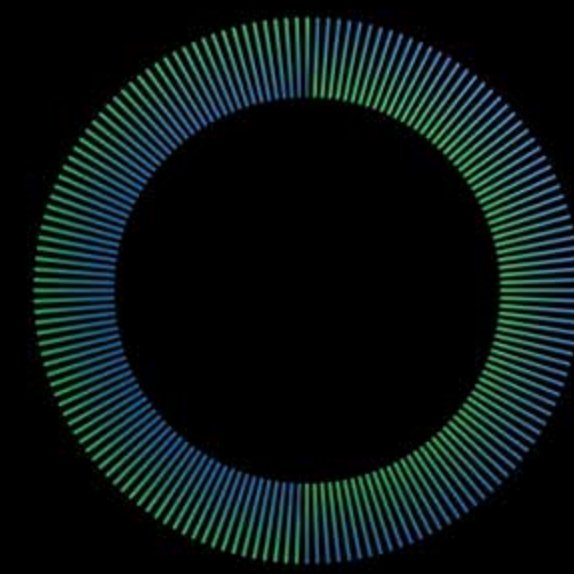
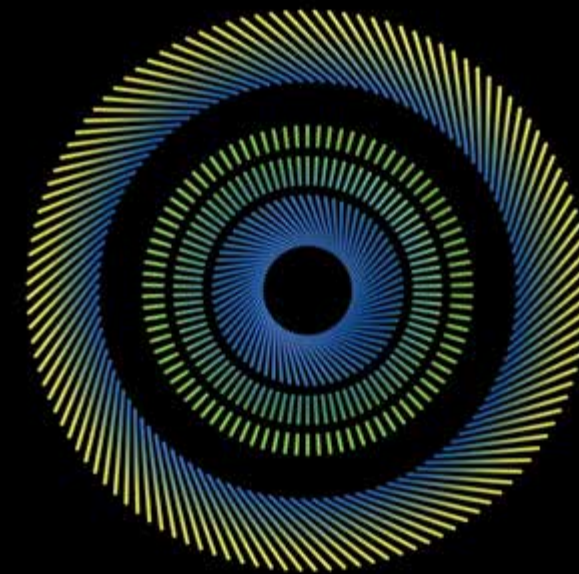
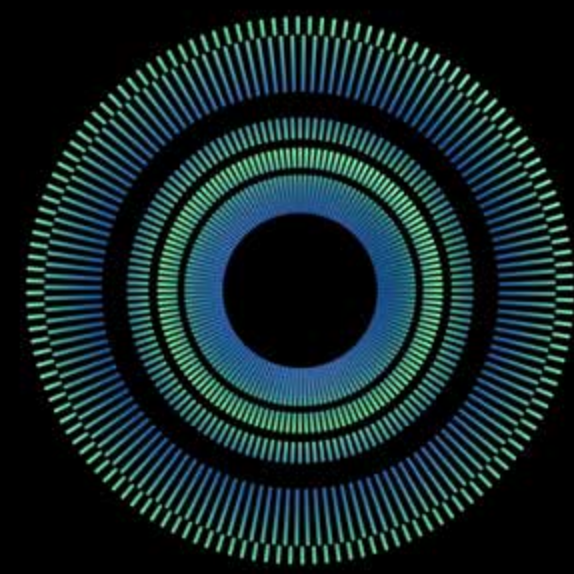
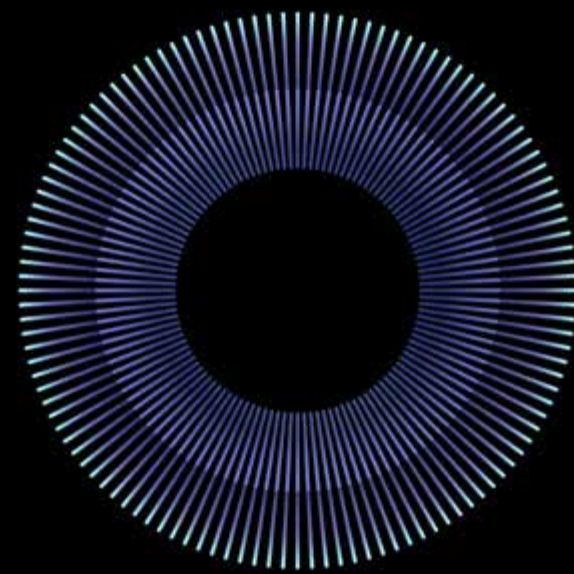
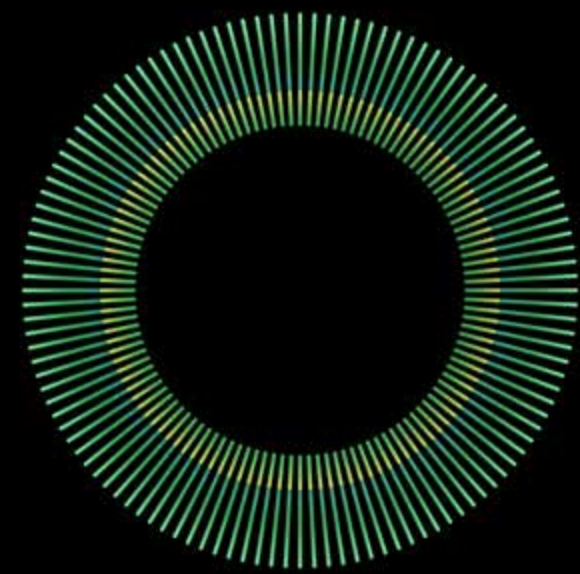
The RS visual system

Responsiveness & Adaptability

These visuals represent our ability to respond effectively to change the trajectory of a business, even in the most challenging times, demonstrated by the 'step-change' at the halfway point of the visual. They are best used when we are referring to client case studies or giving specifics on how we can achieve this within a business.



The RS visuals



Restructuring Services

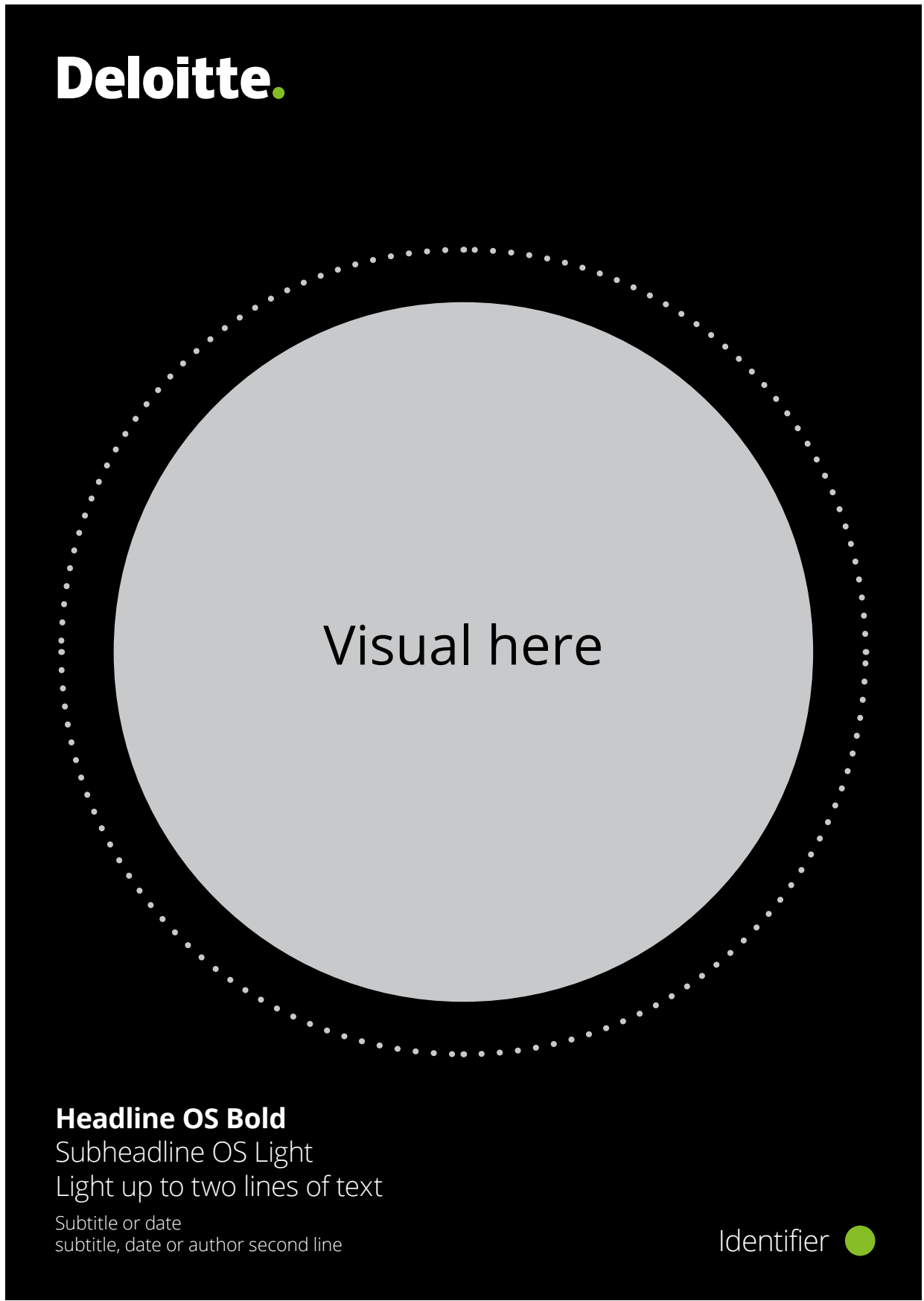
Usage

Guidelines on to use the visuals

Our RS visuals are always used on primary surfaces. The image should sit in a bold, central position and no other content should be placed on or close to the visual to ensure its impact and clarity.

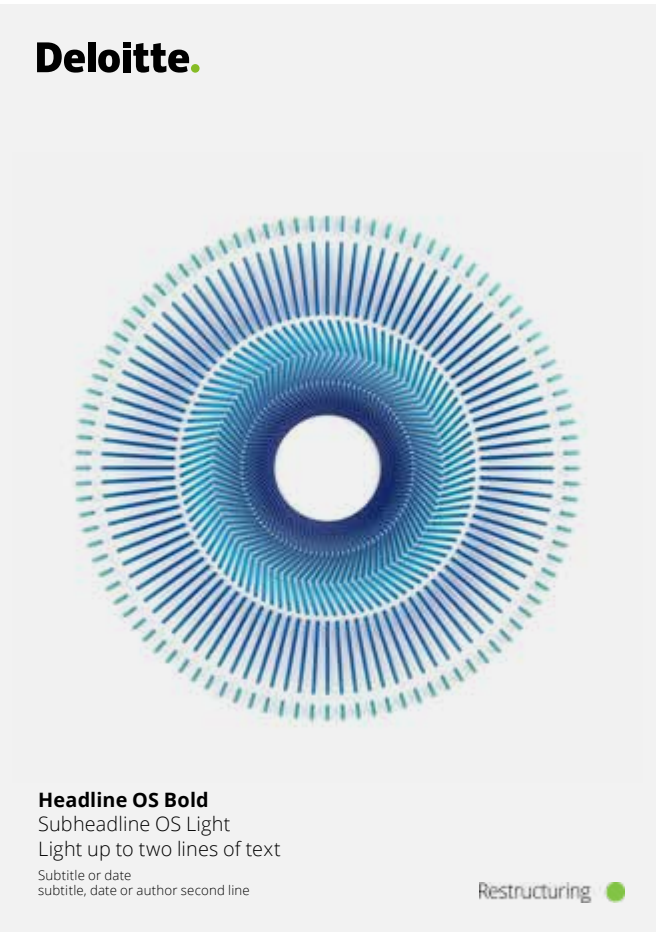
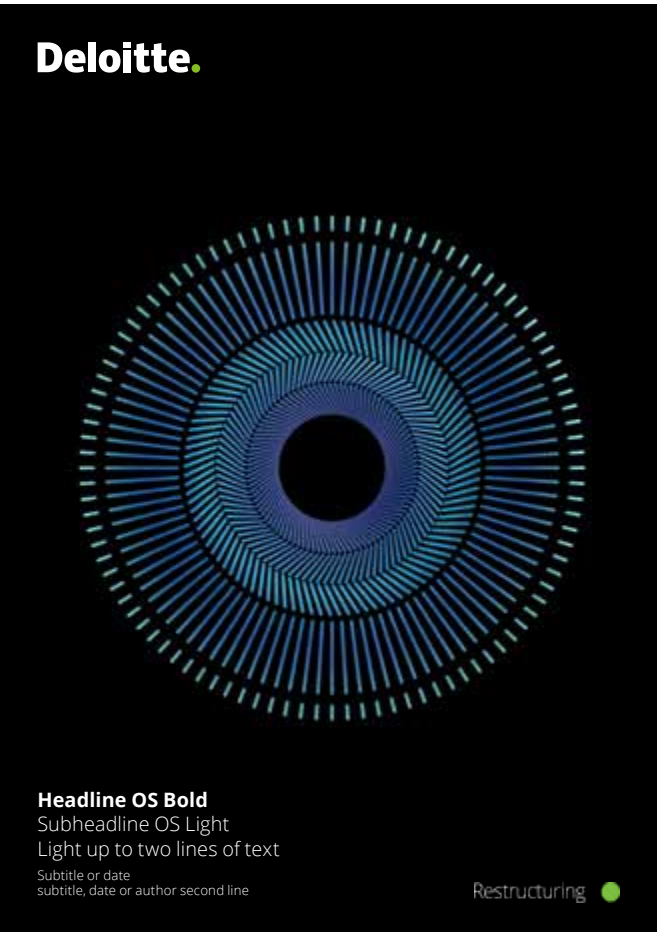
Clear space size and position

A clear space around the image protects its impact. The size of the clear space is 15% of the circular image size, as marked by the dotted line.



Black / White

The visuals may be used on either black or white backgrounds.

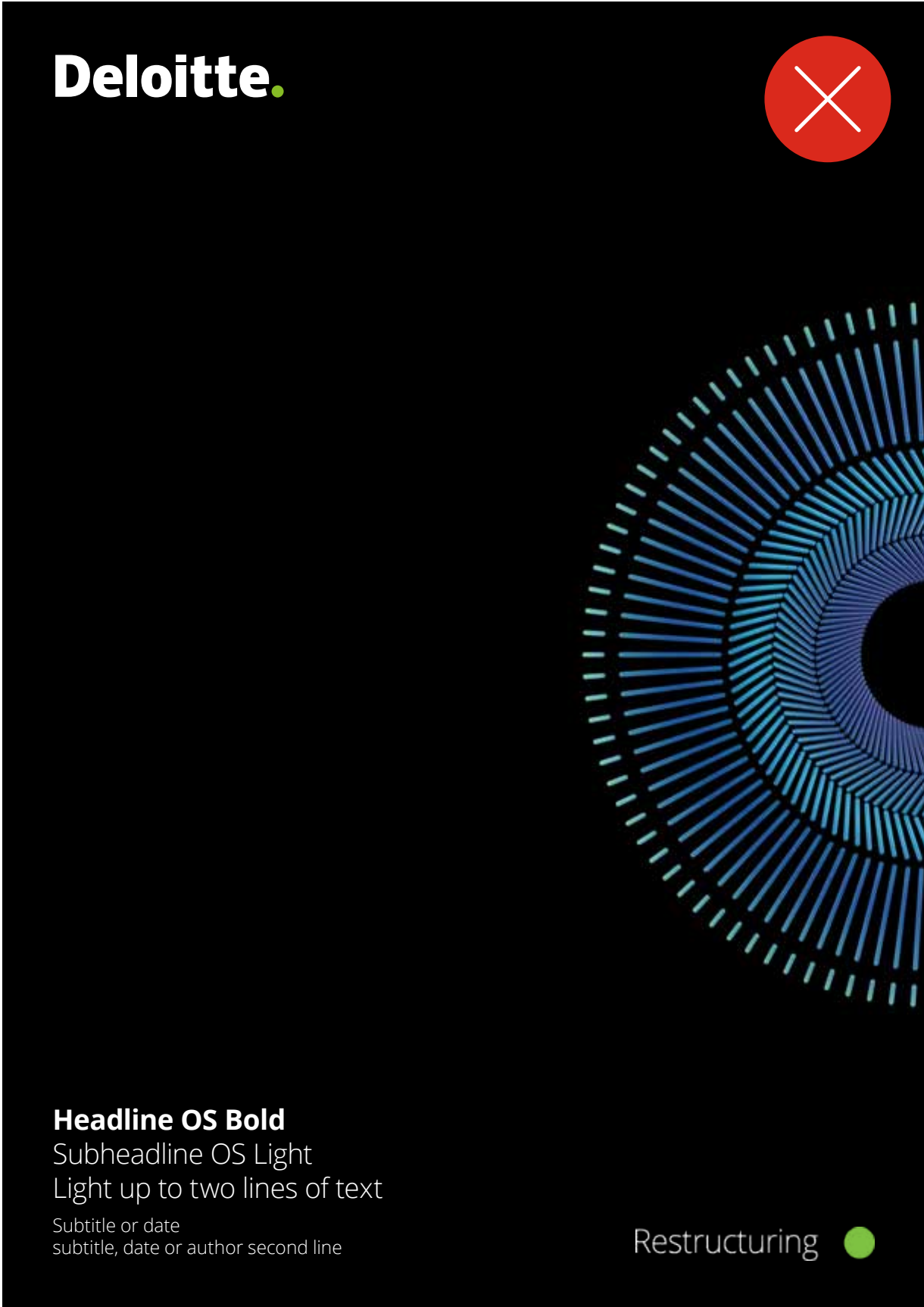


Restructuring Services

Usage

Visual ‘Don’ts’

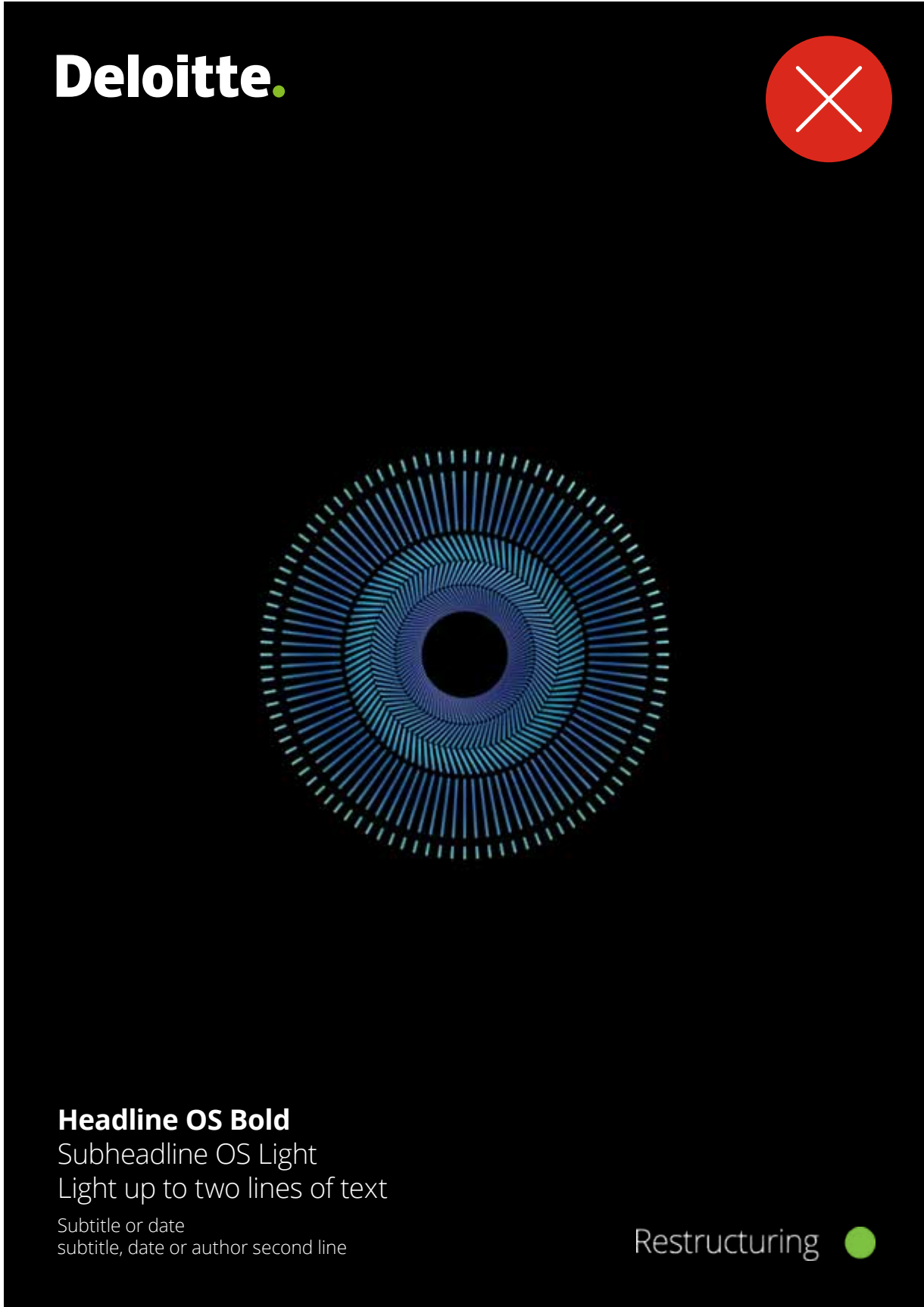
Don’t place the image off-center



Don’t put text over a circular image



Avoid making the visual too small



Restructuring Services

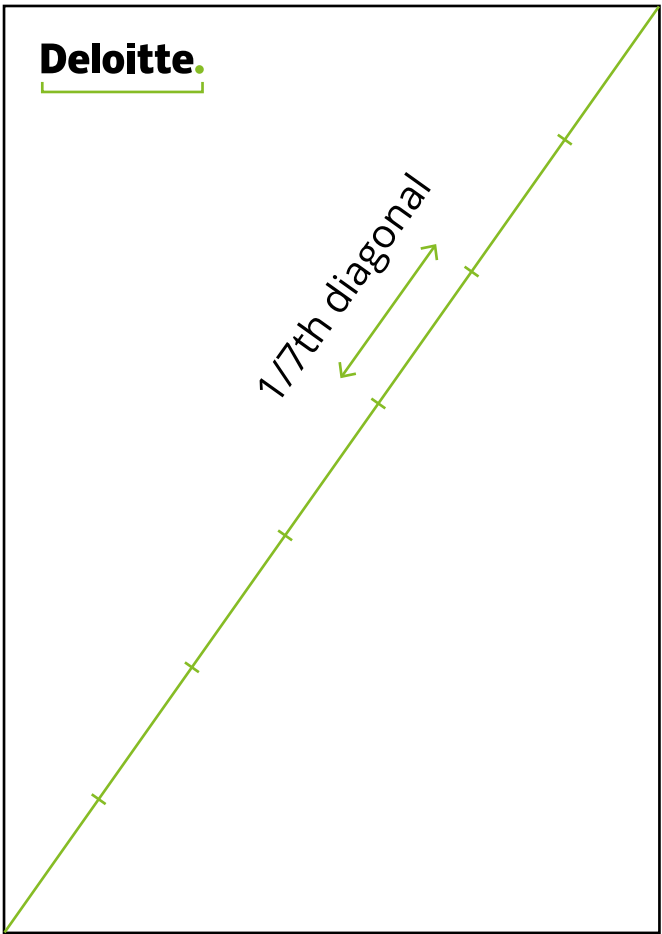
Brand in use

Brochure (Portrait)

Please follow these guidelines when creating a brochure in portrait format.

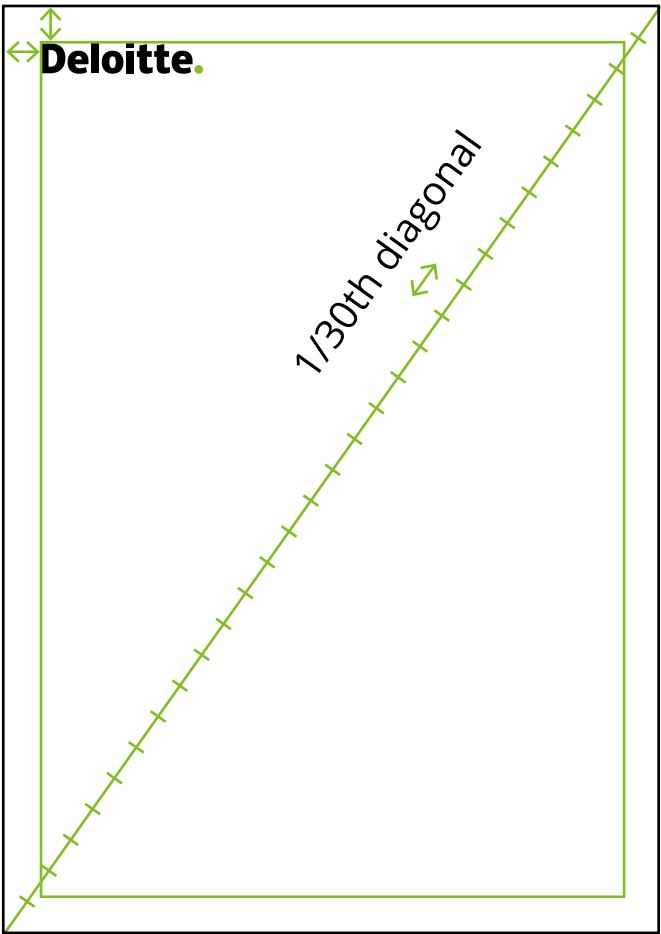
Logo sizing

The logo is sized equal to 1/7th of the diagonal of the layout.



Logo position

The logo is positioned top left wherever possible, with a margin measured at 1/30th of the diagonal.



Logo

The logo is sized equal to 1/7th of the diagonal of the layout.

Visual

Visual is centred aligned to page. The size of the clear space is 15% of the circular image size, as marked by the dotted line.

Headline

Open Sans Bold.

Subheadline

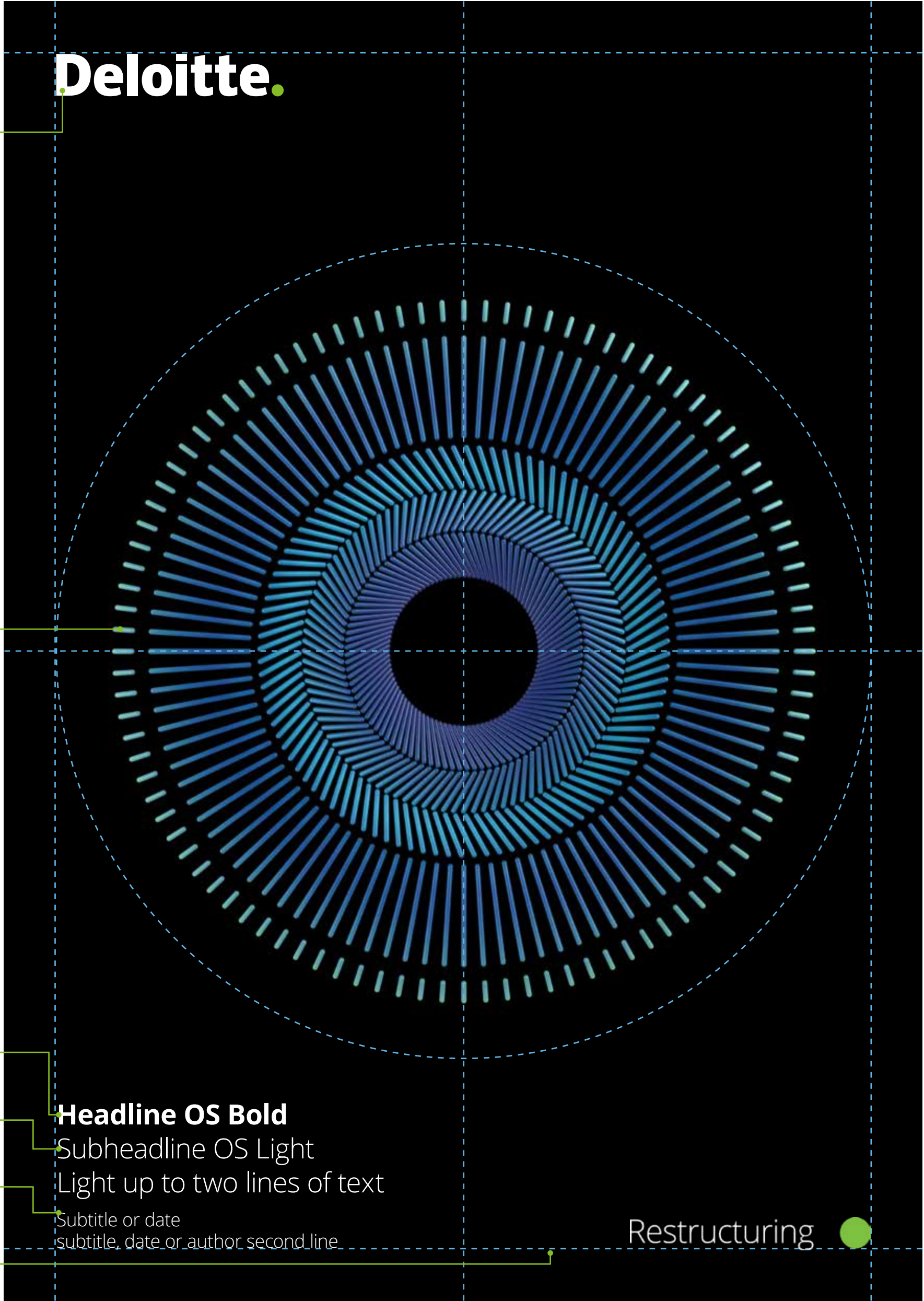
Open Sans Light.

Subtitle

Open Sans Light.

Identifier

Aligned to bottom and right margins.



Restructuring Services

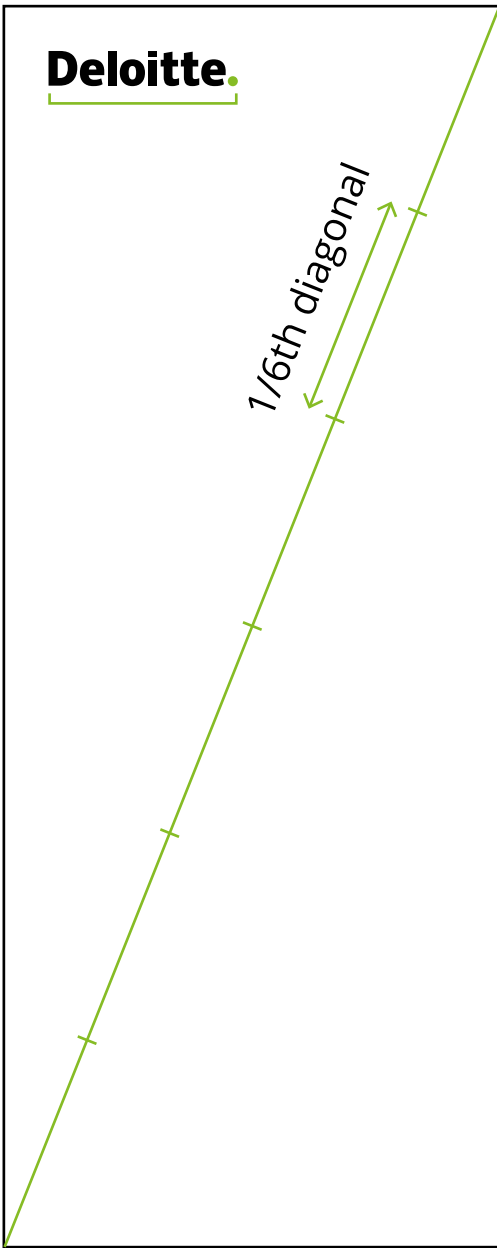
Brand in use

Banner (Portrait)

Please follow these guidelines when creating a banner in portrait format.

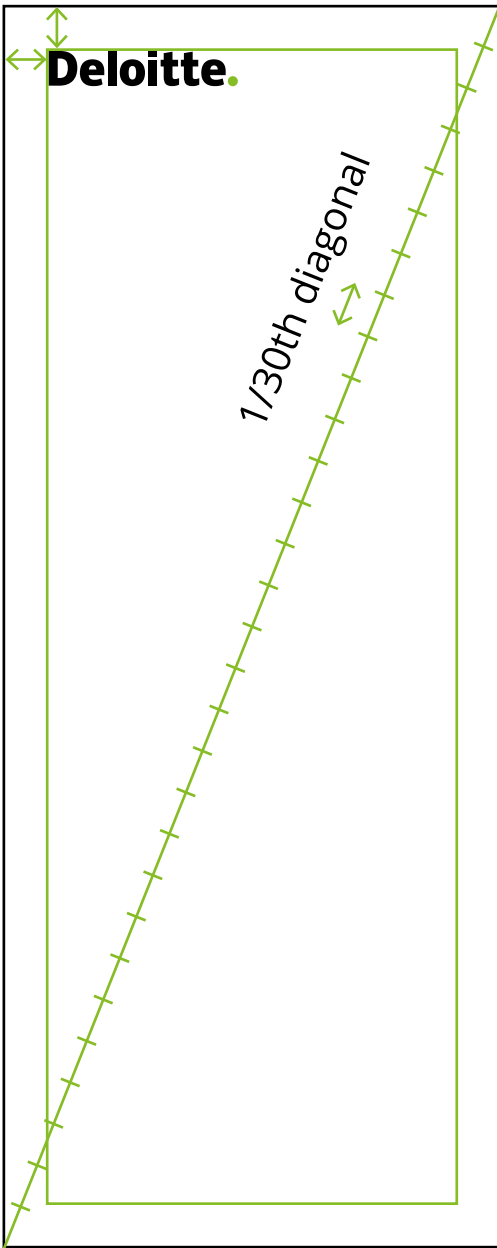
Logo sizing

The logo is sized equal to 1/6th of the diagonal of the layout.



Logo position

The logo is positioned top left wherever possible, with a margin measured at 1/30th of the diagonal.



Logo

The logo is sized equal to 1/6th of the diagonal of the layout.

Headline

Open Sans Bold.

Subheadline

Open Sans Regular.

Subtitle

Open Sans Regular.

Deloitte.

Headline OS Bold

Subheadline OS Regular

Up to two lines

Subtitle or date OS Regular

Up to two lines

Visual

Centred to layout.

Aligned to left and right margins.

Identifier

Aligned to bottom and right margins.

Restructuring

Restructuring Services

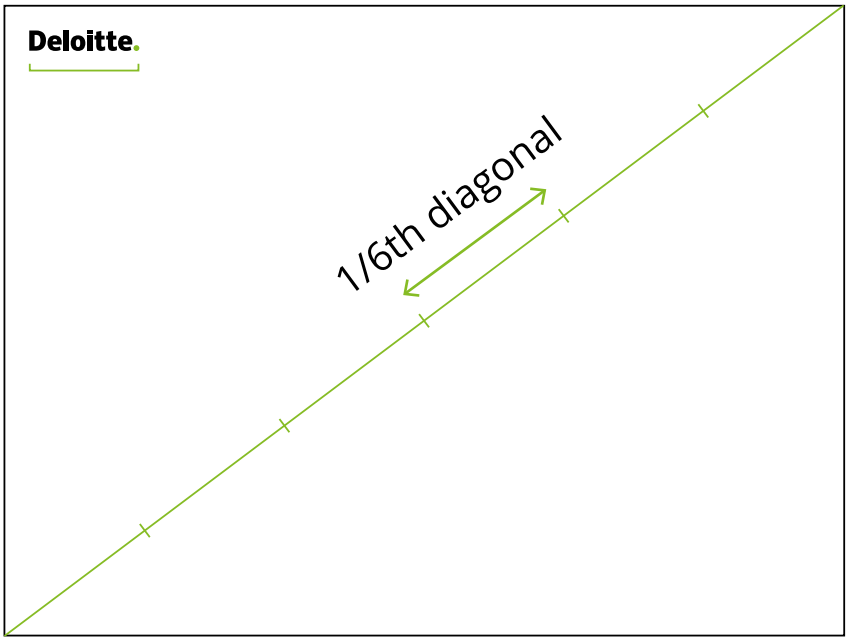
Brand in use

Banner (Landscape)

Please follow these guidelines when creating a banner in landscape format.

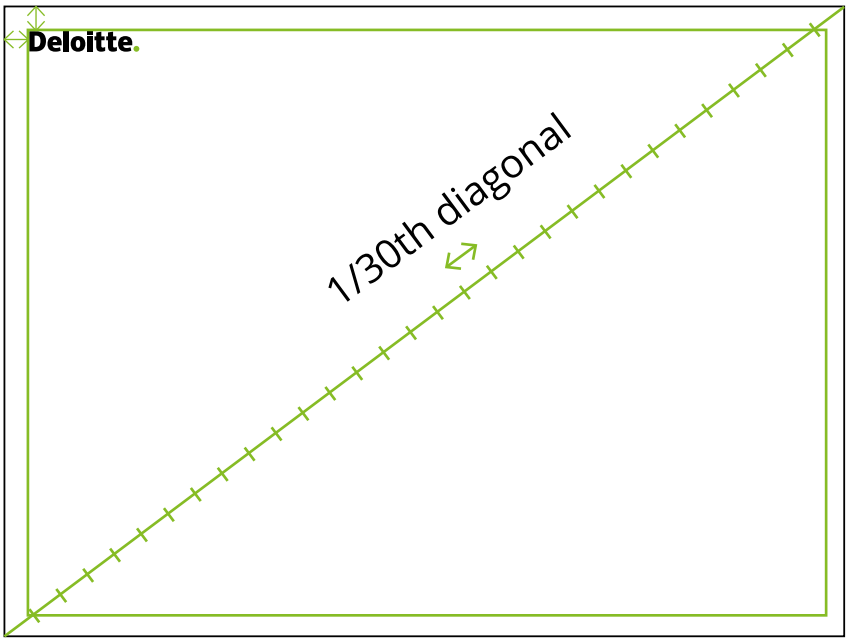
Logo sizing

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Logo position

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Logo

The logo is sized equal to 1/6th of the diagonal of the layout.

Headline

Open Sans Bold.

Subheadline

Open Sans Regular.

Subtitle

Open Sans Regular.

Visual

The size of the clear space is 15% of the circular image size, as marked by the dotted line.

Identifier

Aligned to bottom and right margins.

Deloitte.

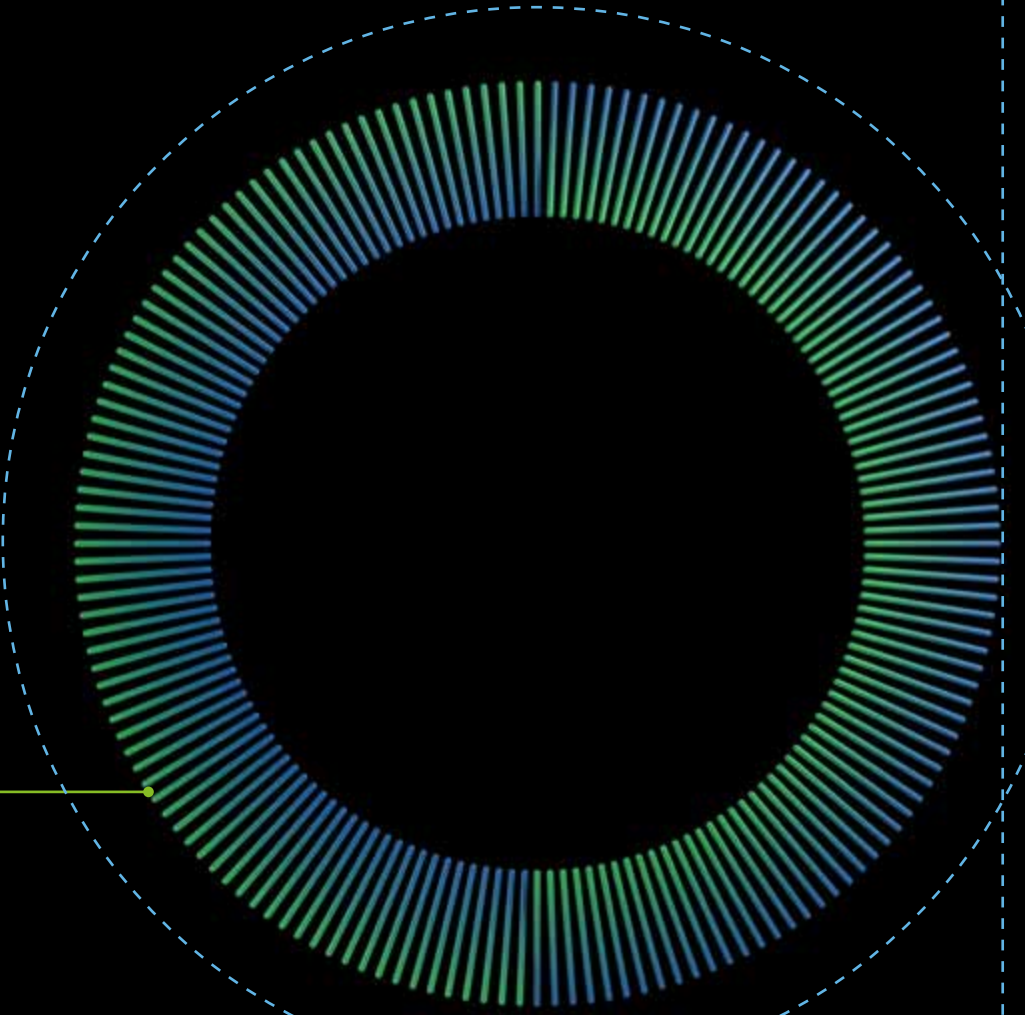
Headline OS Bold

Subheadline OS Regular

Up to two lines

Subtitle or date OS Regular

Up to two lines

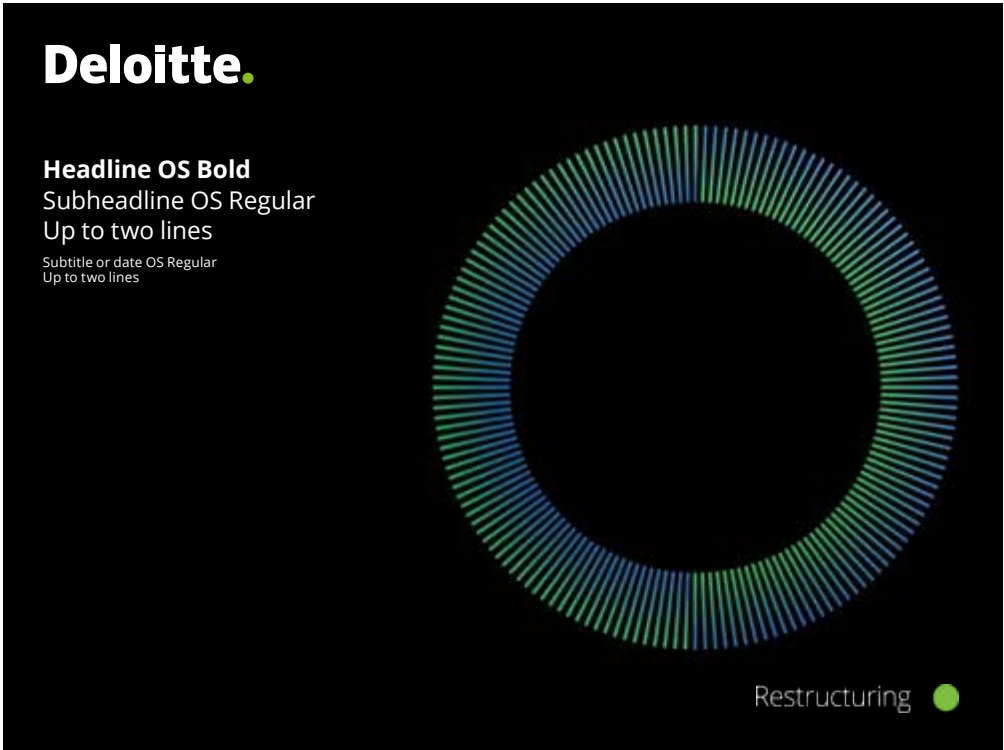
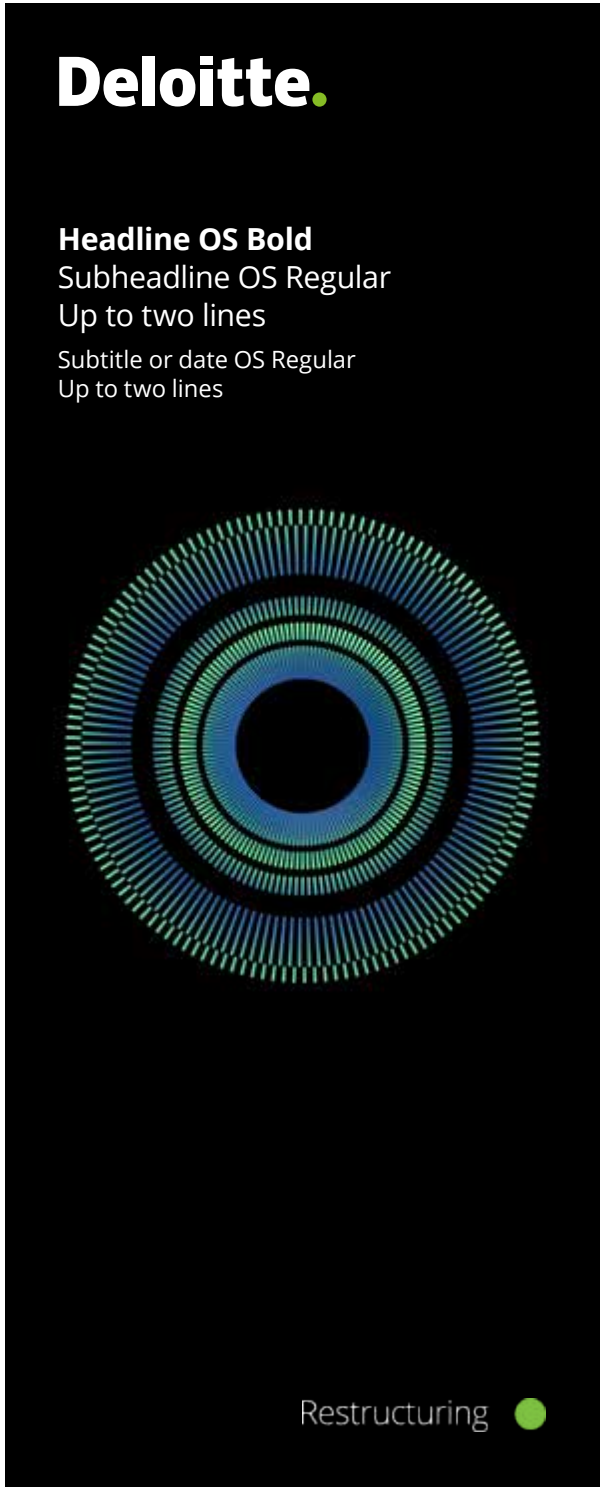
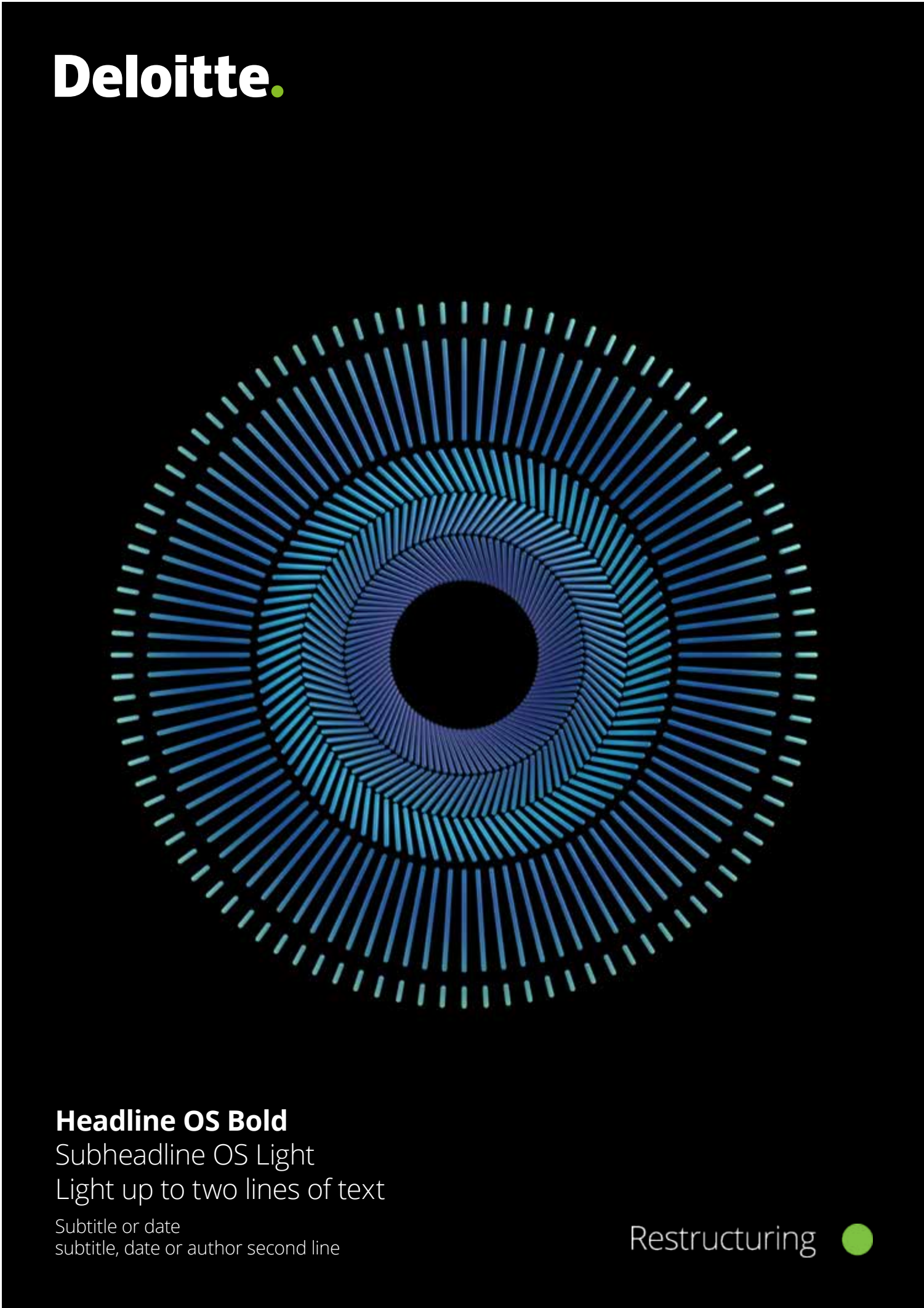


Restructuring



Restructuring Services

Brand in use summary



Brand on a page

Logo



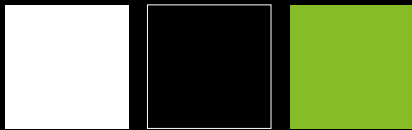
Identifier



Strapline

Driving impact in
defining moments

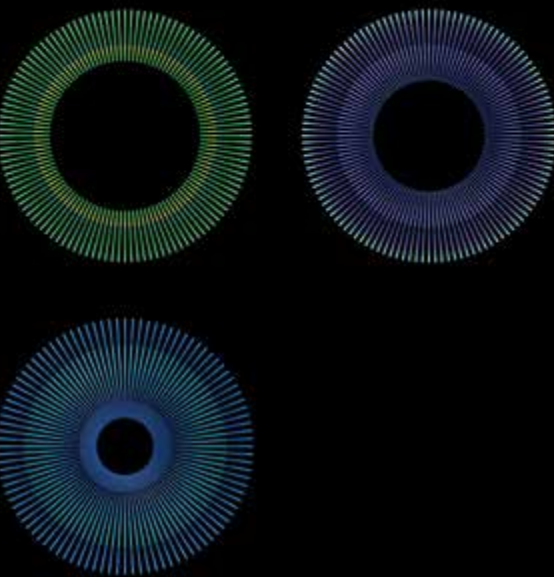
Colour palette



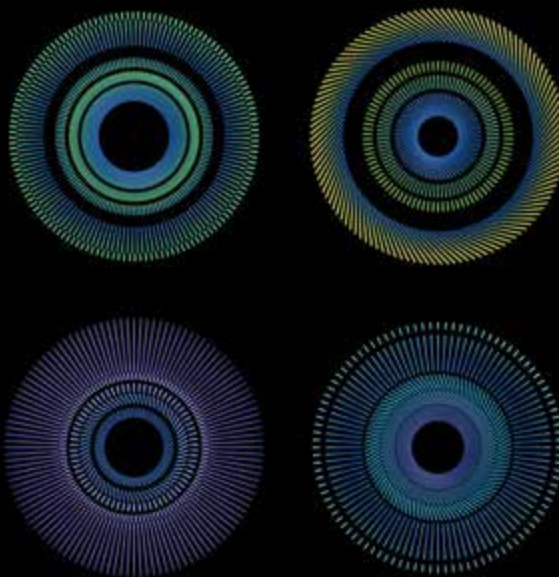
Primary typeface

Open Sans Light
Open Sans Regular
Open Sans Bold

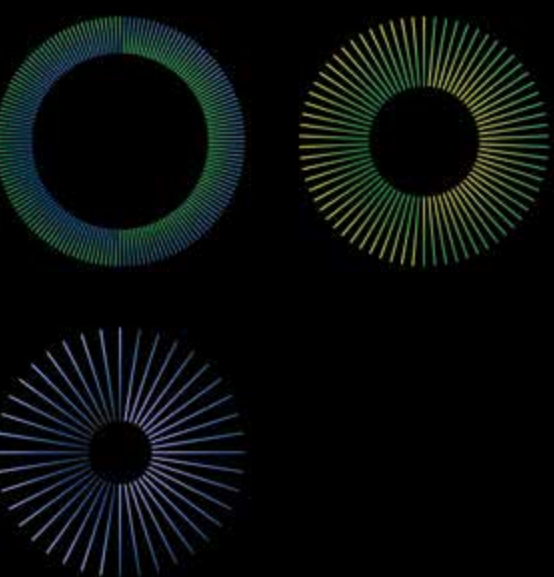
Steering the direction



Analytics



Responsiveness & Adaptability



Deloitte Forensic



The Deloitte Forensic territory

Foresee and Resolve*

The territory refers to our ability to help clients be proactive in resolving disputes and investigations, and help to protect them against risk in the future.

*"Foresee and Resolve" is an internal theme used for the development of the new brand. The Forensic strapline remains "Clear and focused attention."

Additional details specific to the Forensic application can be found on the [Forensic Deloitte Resources page](#).

The Deloitte Forensic elevator pitch

In the face of increasing regulation and technology-fuelled corruption, threats to the reputation and value of your business have never been more widespread.

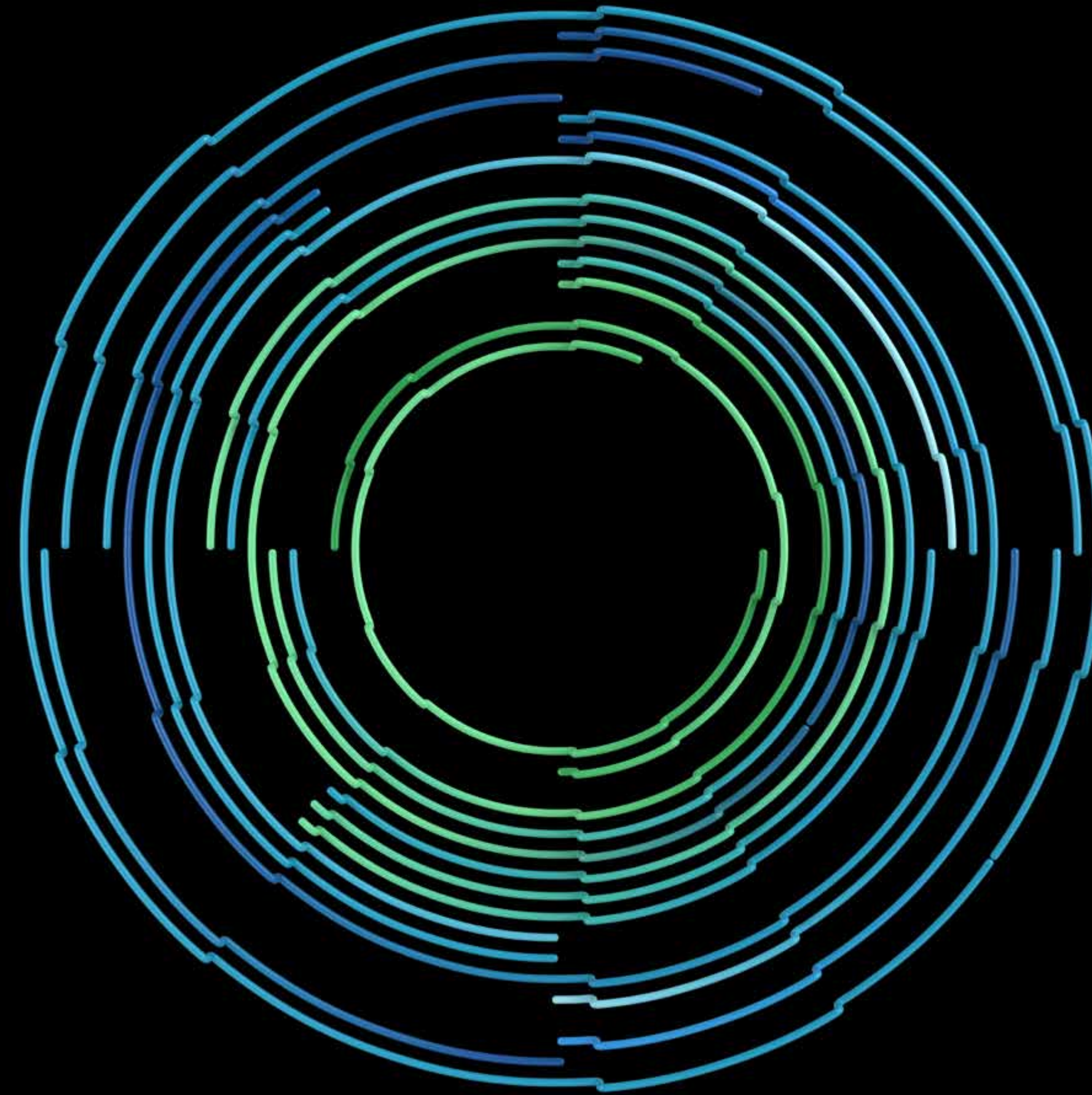
Deloitte Forensic connects deep technical and industry insight with cutting-edge analytics and technology to provide tailored solutions to the most complex investigations and disputes.

Regardless of location or industry, decades of global experience allow us to deliver focused resolutions to issues threatening your business today and help protect against risk in the future.

The Deloitte Forensic visual concept

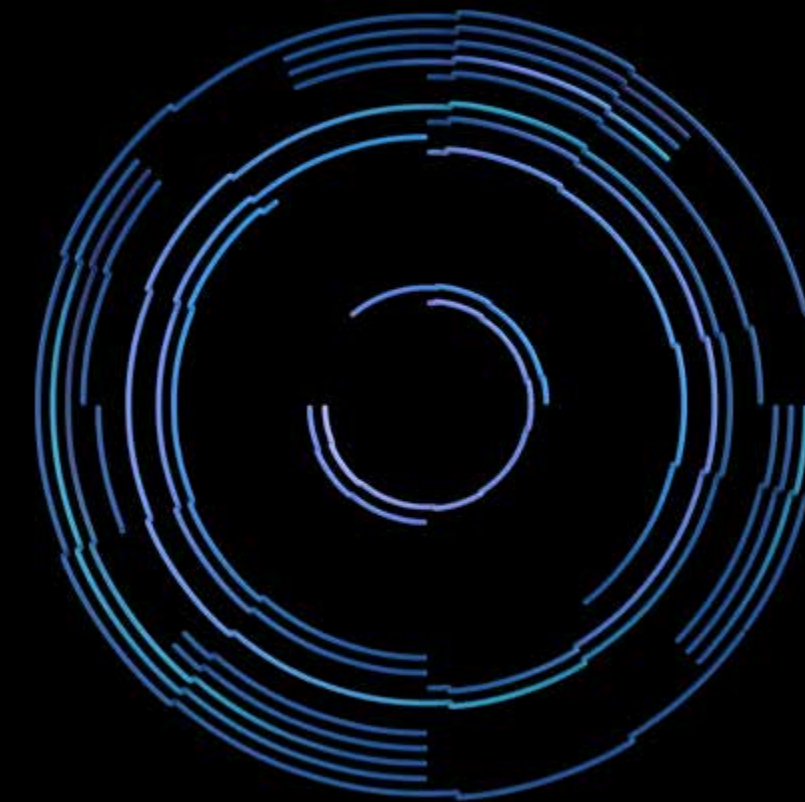
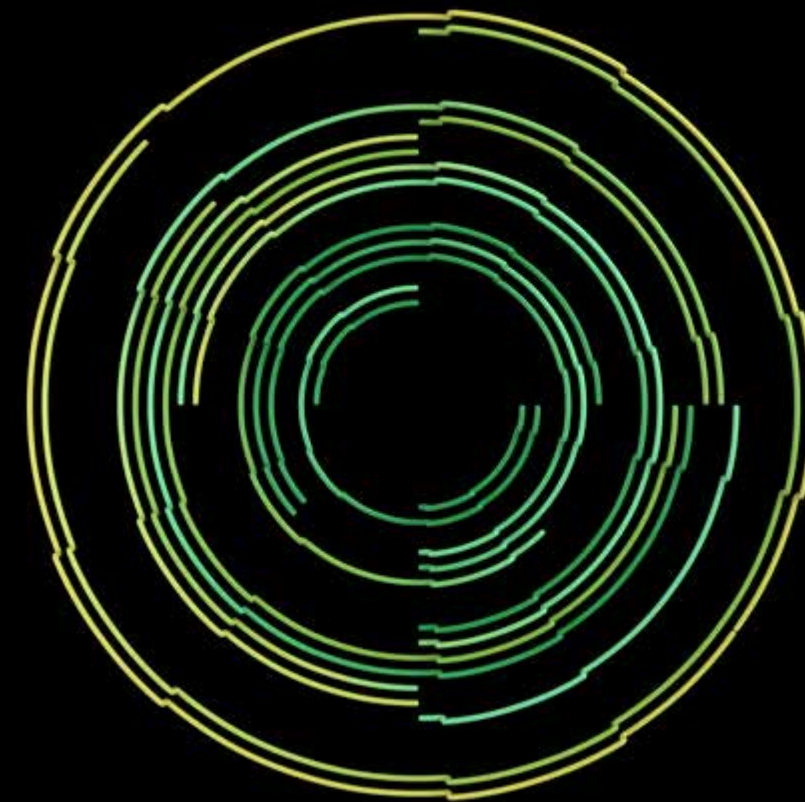
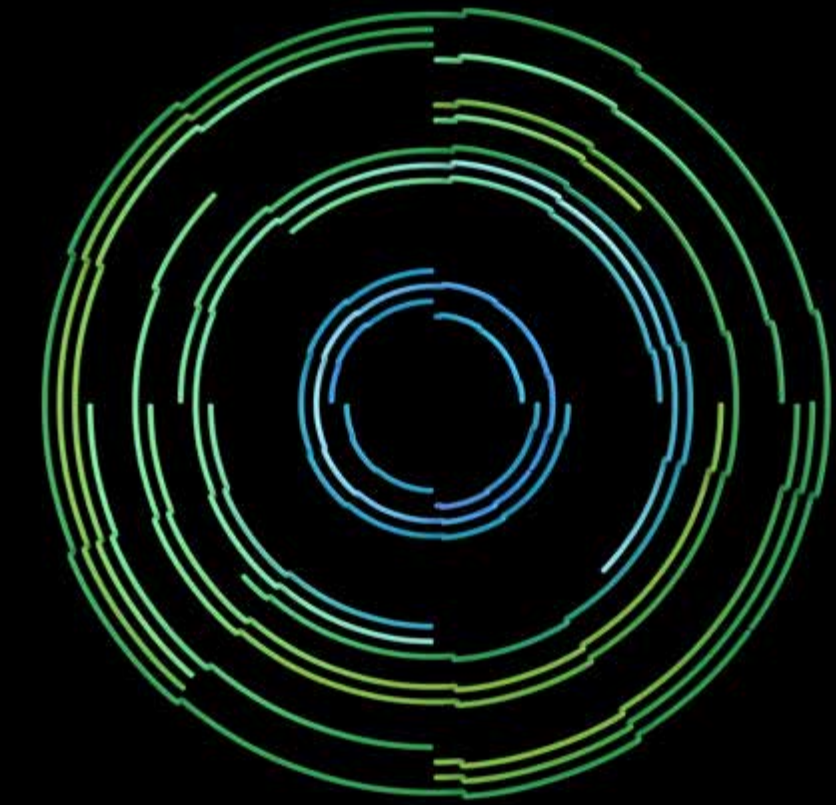
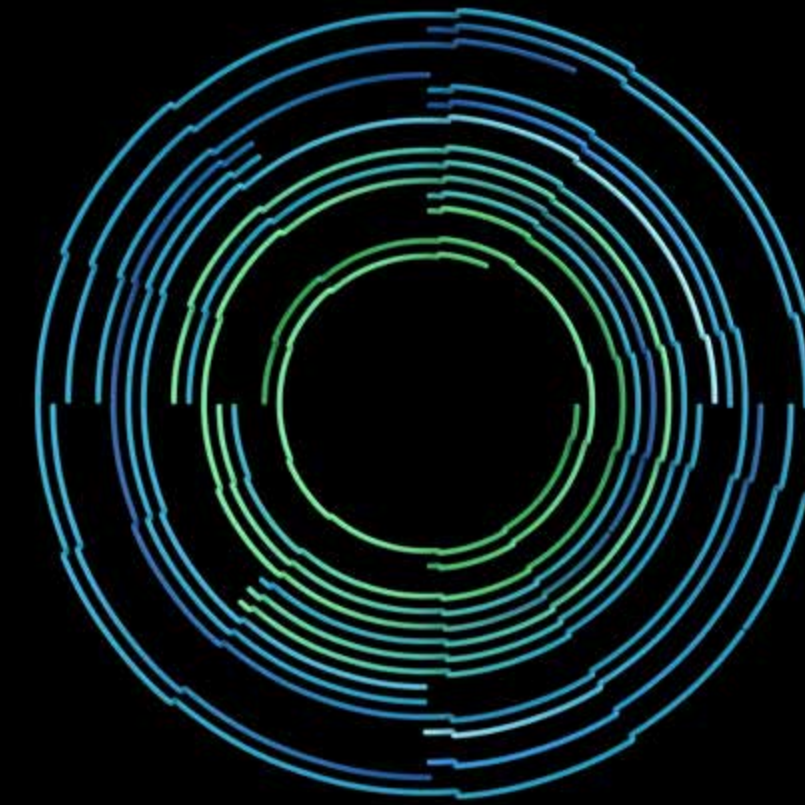
Foresee and Resolve

Our visual concept stems directly from our territory and relates to our ability to help protect clients and help to resolve their issues through foresight and guidance.



The Deloitte Forensic visuals

These visuals will bring our positioning to life. We encourage you to use them and to find inspiration in pairing them with the content and messages you bring to market.



Deloitte Forensic

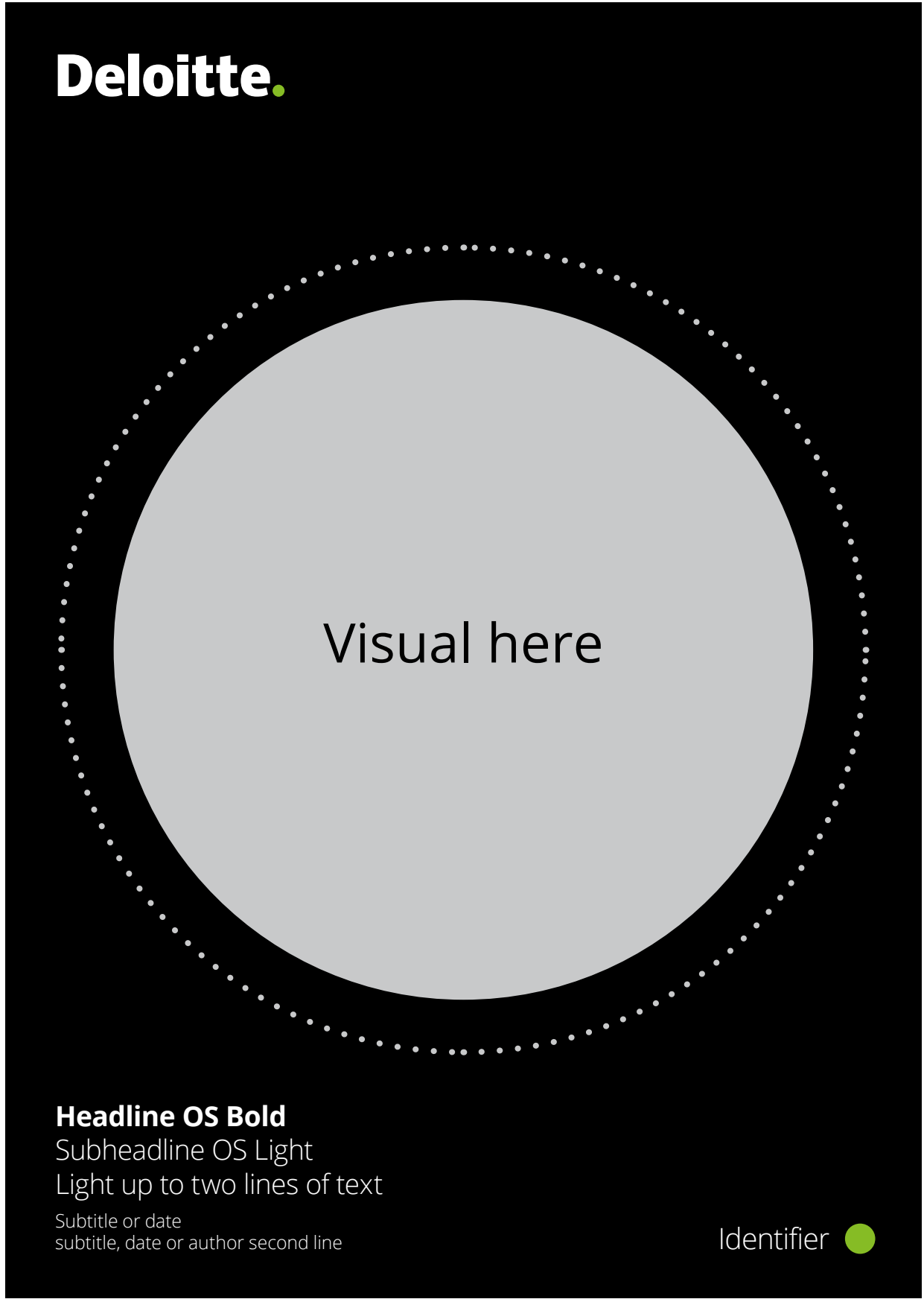
Usage

Guidelines on to use the visuals

Our Forensic visuals are always used on primary surfaces. The image should sit in a bold, central position and no other content should be placed on or close to the visual to ensure its impact and clarity.

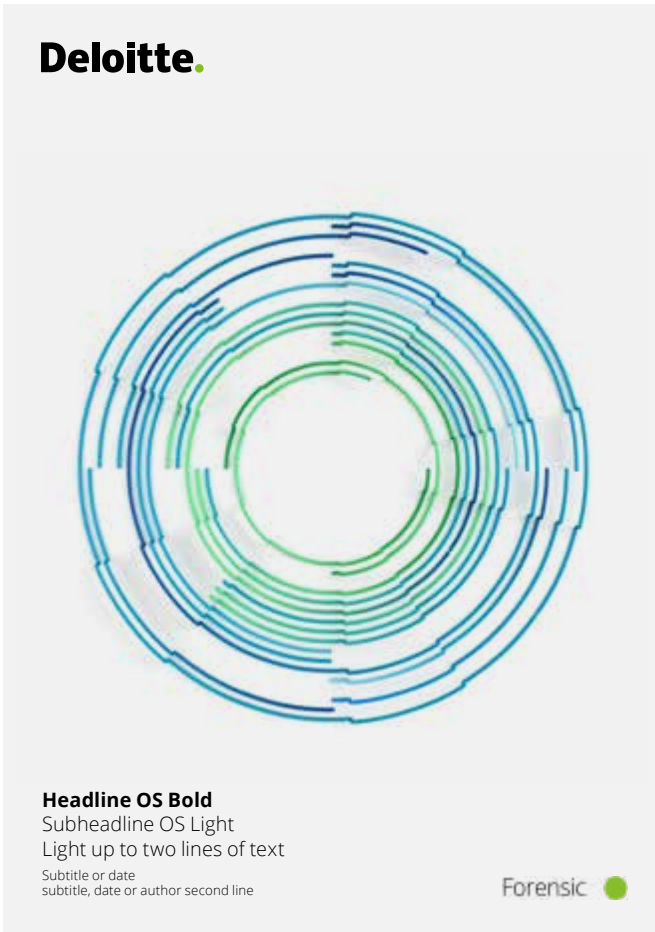
Clear space size and position

A clear space around the image protects its impact. The size of the clear space is 15% of the circular image size, as marked by the dotted line.



Black / White

The visuals may be used on either black or white backgrounds.

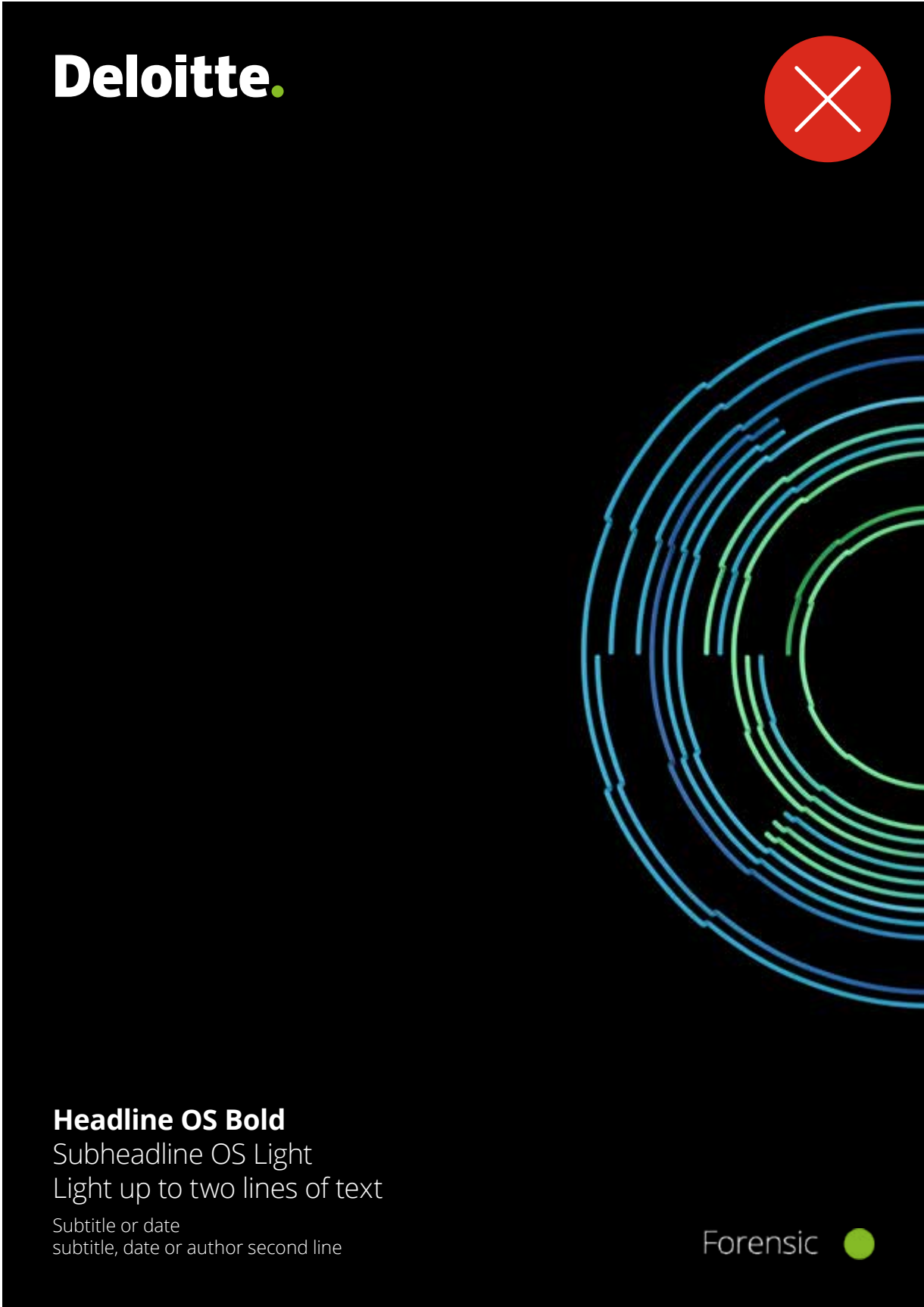


Deloitte Forensic

Usage

Visual ‘Don’ts’

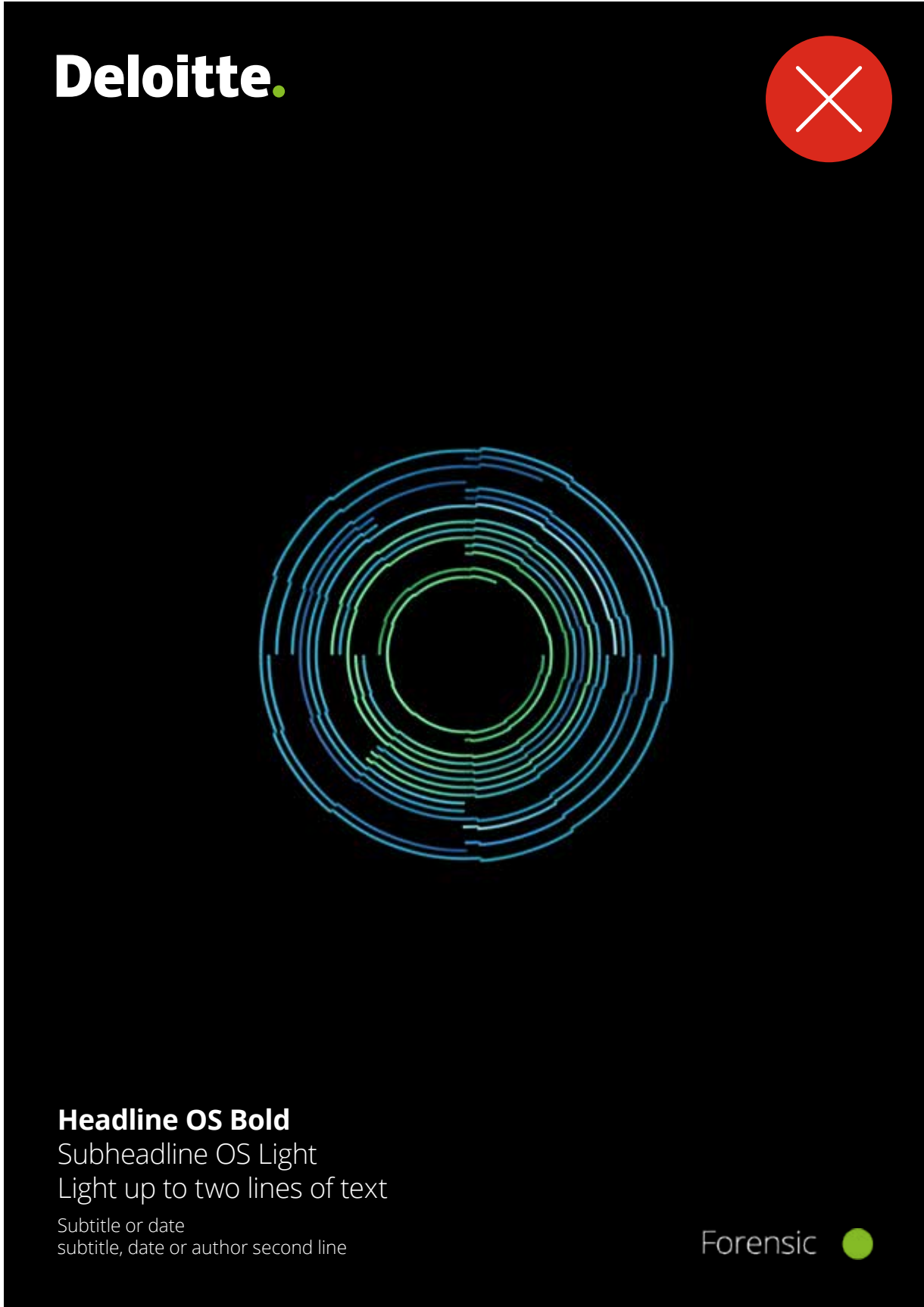
Don’t place the image off-center



Don’t put text over a circular image



Avoid making the visual too small



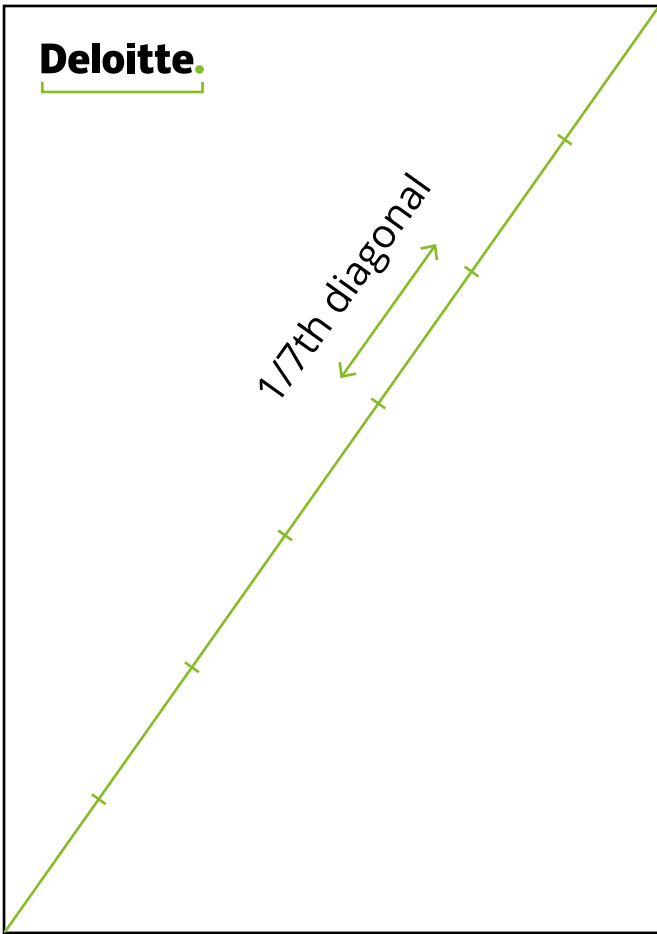
Brand in use

Brochure (Portrait)

Please follow these guidelines when creating a brochure in portrait format.

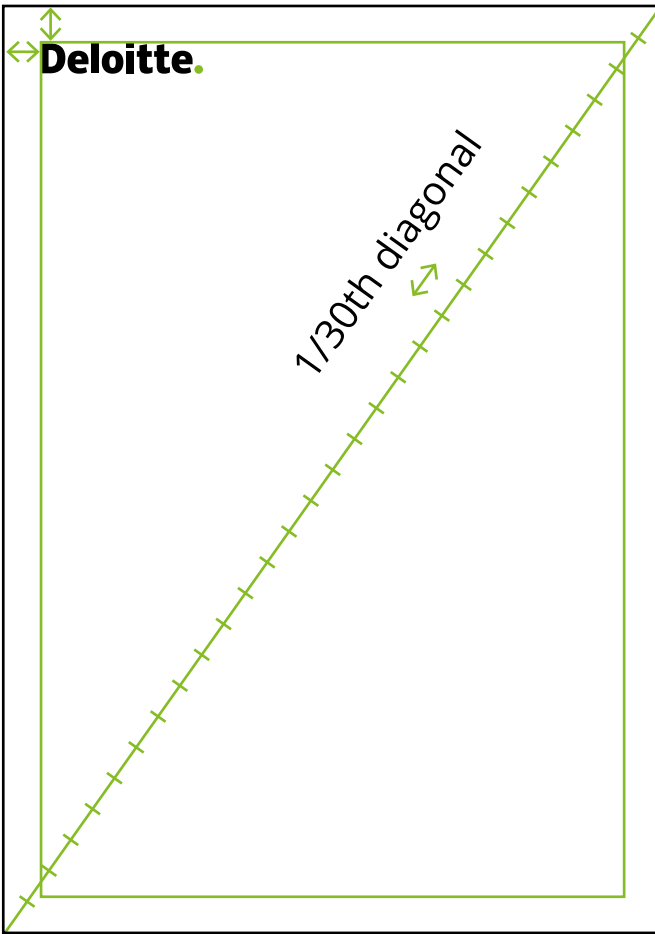
Logo sizing

The logo is sized equal to 1/7th of the diagonal of the layout.



Logo position

The logo is positioned top left wherever possible, with a margin measured at 1/30th of the diagonal.



Logo

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Visual

Visual is centred aligned to page. The size of the clear space is 15% of the circular image size, as marked by the dotted line.

Headline

Open Sans Bold.

Subheadline

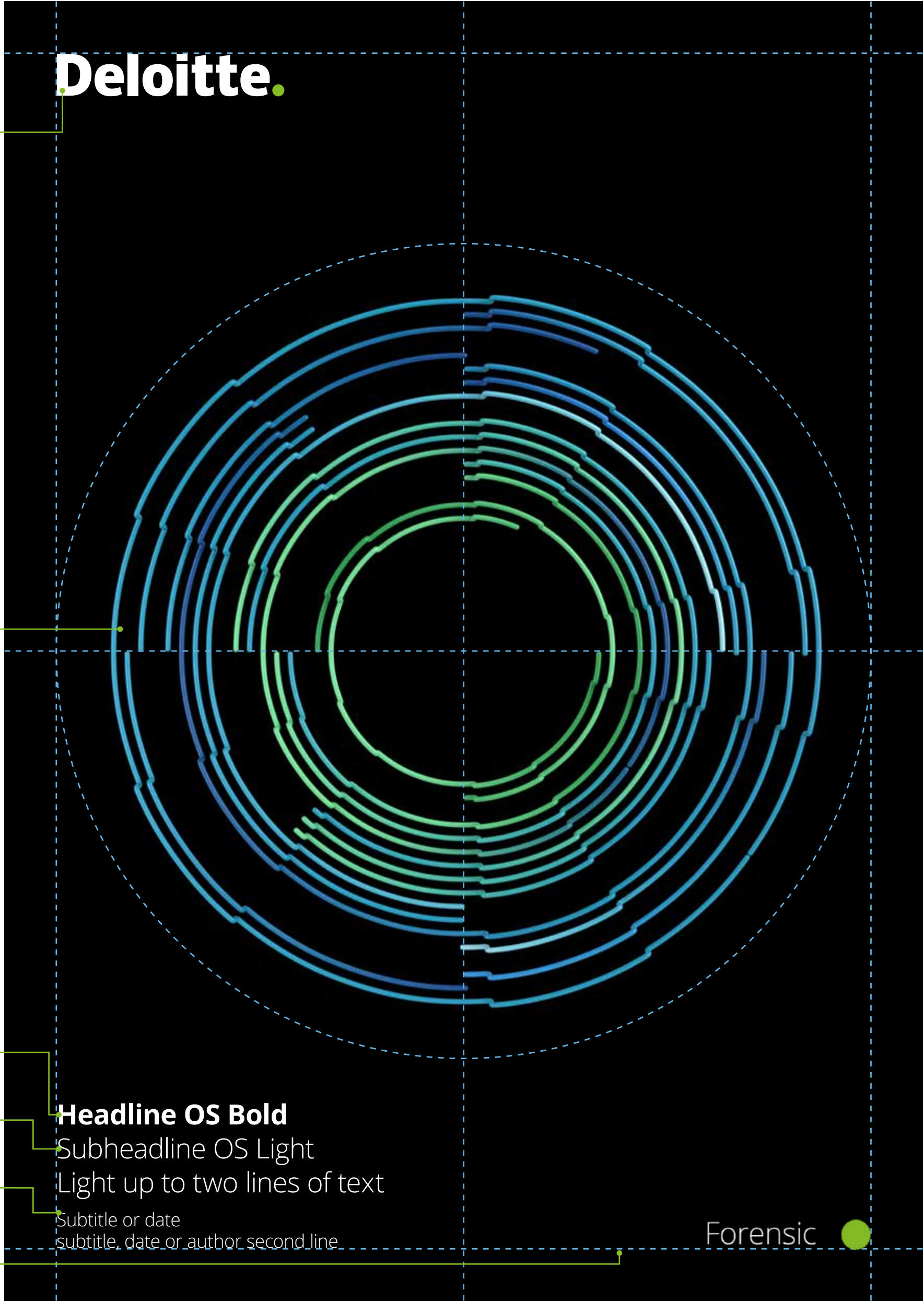
Open Sans Light.

Subtitle

Open Sans Light.

Identifier

Aligned to bottom and right margins.



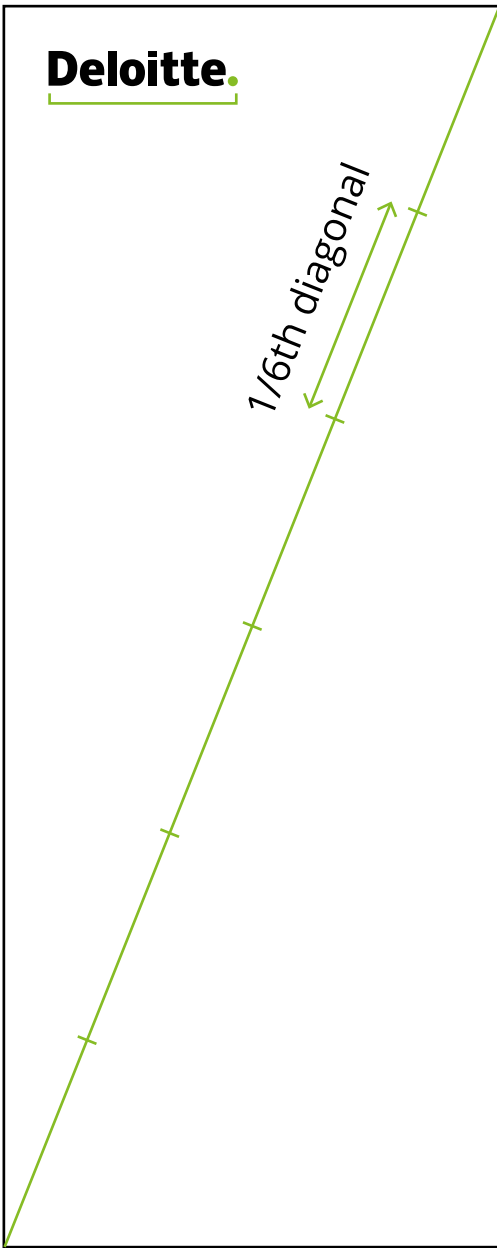
Brand in use

Banner (Portrait)

Please follow these guidelines when creating a banner in portrait format.

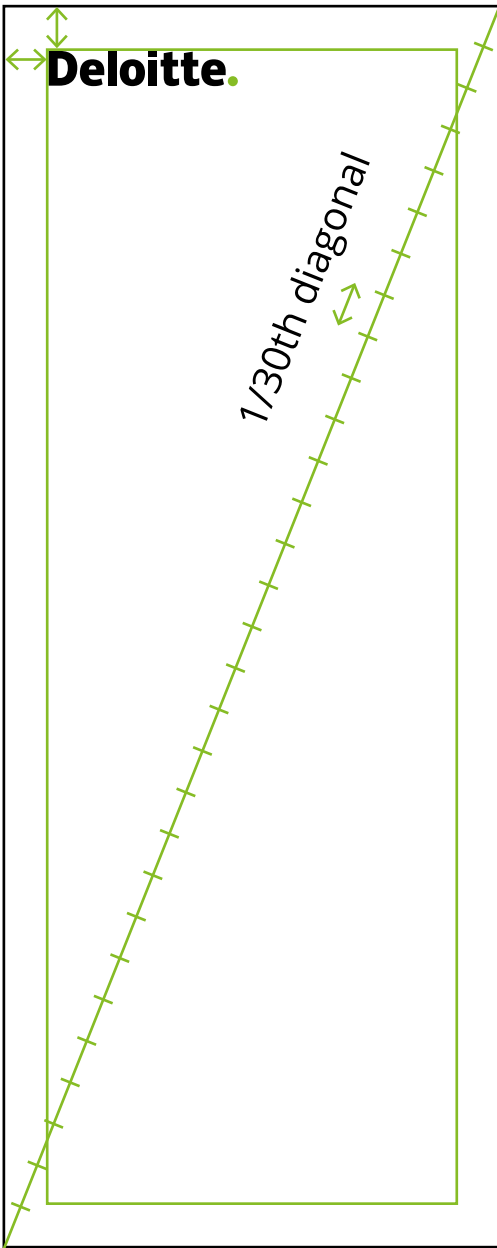
Logo sizing

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Logo position

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Logo

The logo is sized equal to 1/6th of the diagonal of the layout.

Headline

Open Sans Bold.

Subheadline

Open Sans Regular.

Subtitle

Open Sans Regular.

Deloitte.

Headline OS Bold

Subheadline OS Regular

Up to two lines

Subtitle or date OS Regular

Up to two lines

Visual

Centred to layout.

Aligned to left and right margins.

Identifier

Aligned to bottom and right margins.

Forensic ●

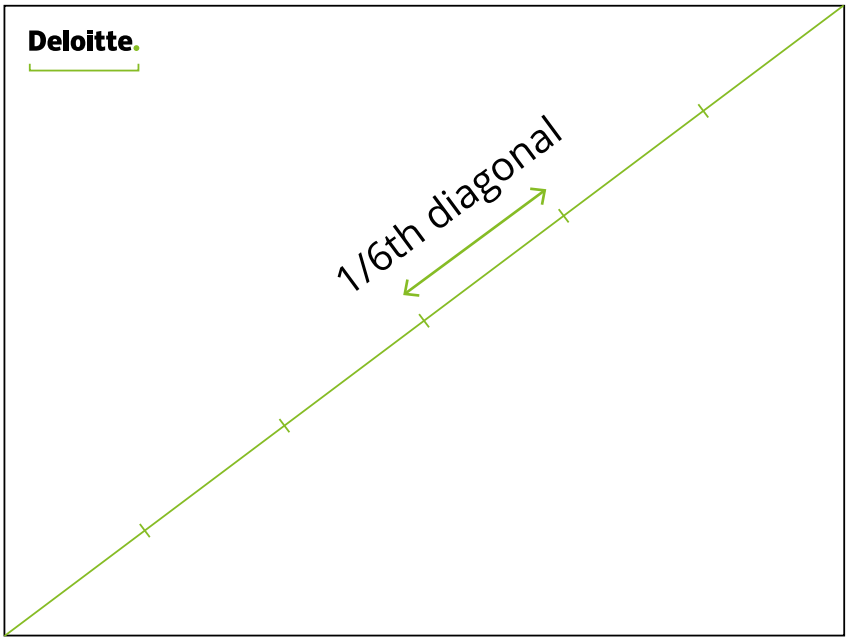
Brand in use

Banner (Landscape)

Please follow these guidelines when creating a banner in landscape format.

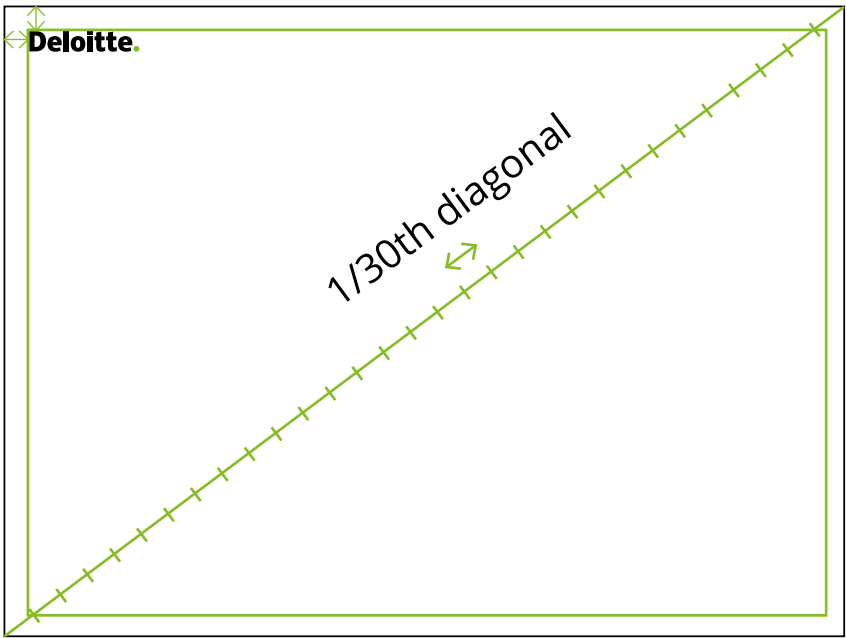
Logo sizing

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Logo position

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Logo

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Headline

Open Sans Bold.

Subheadline

Open Sans Regular.

Subtitle

Open Sans Regular.

Visual

The size of the clear space is 15% of the circular image size, as marked by the dotted line.

Identifier

Aligned to bottom and right margins.

Deloitte.

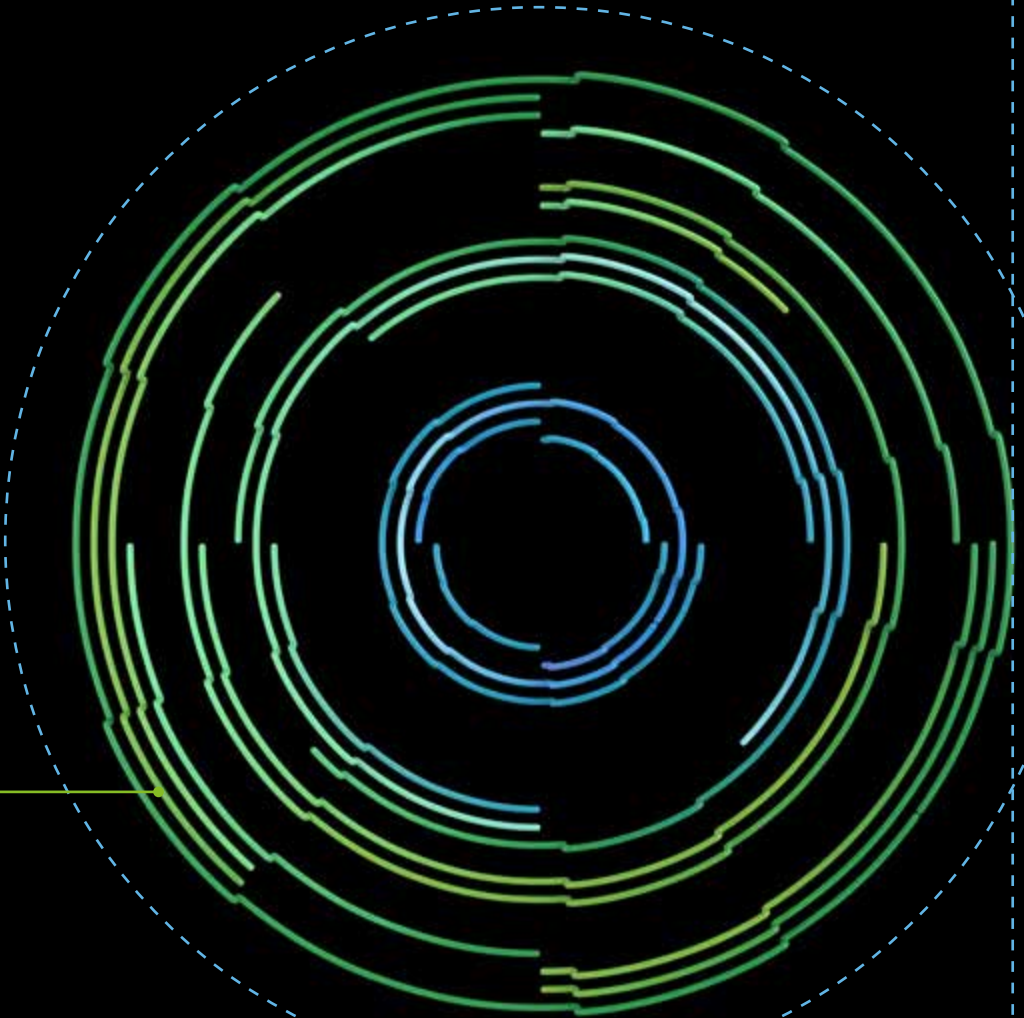
Headline OS Bold

Subheadline OS Regular

Up to two lines

Subtitle or date OS Regular

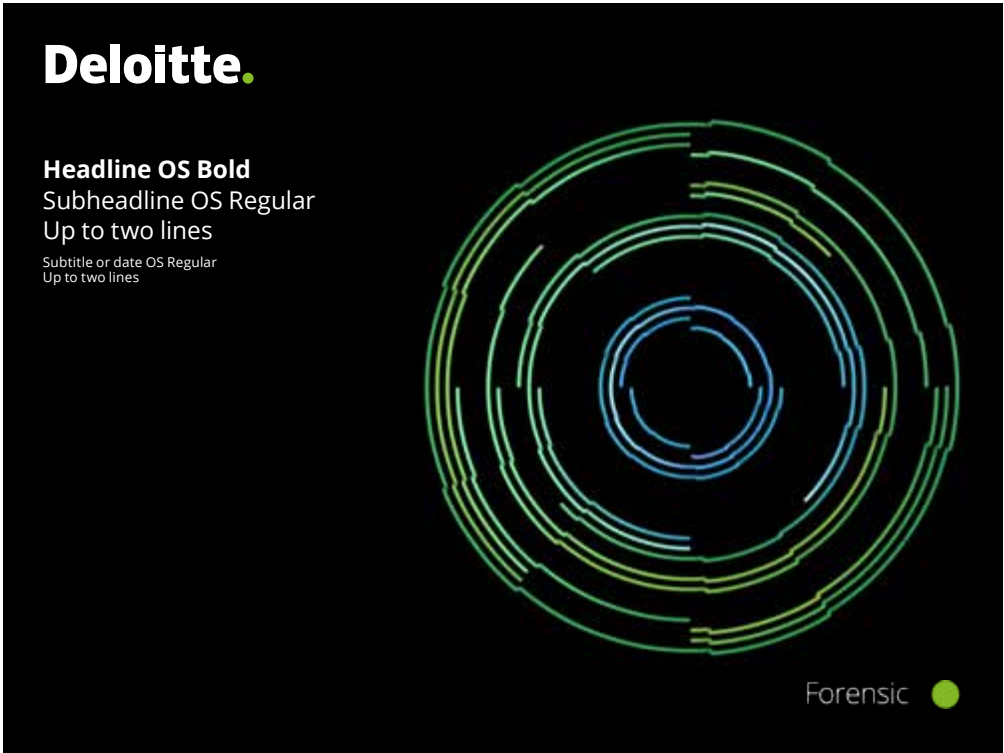
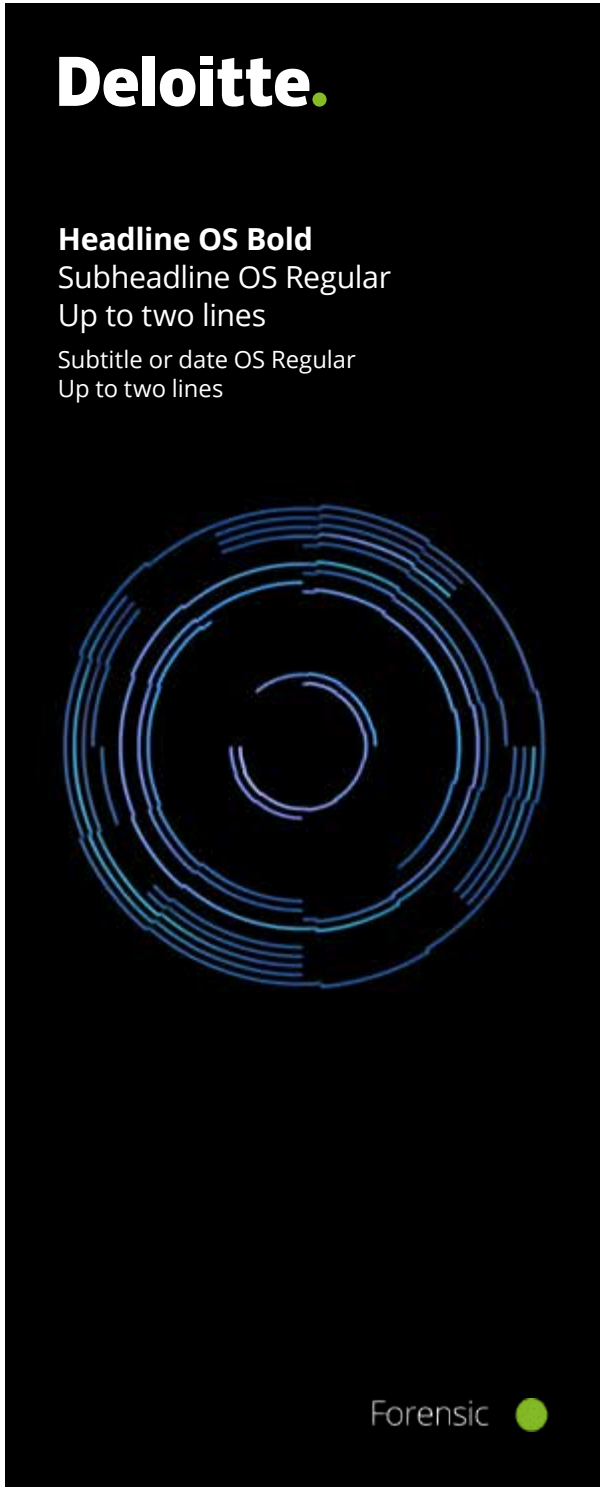
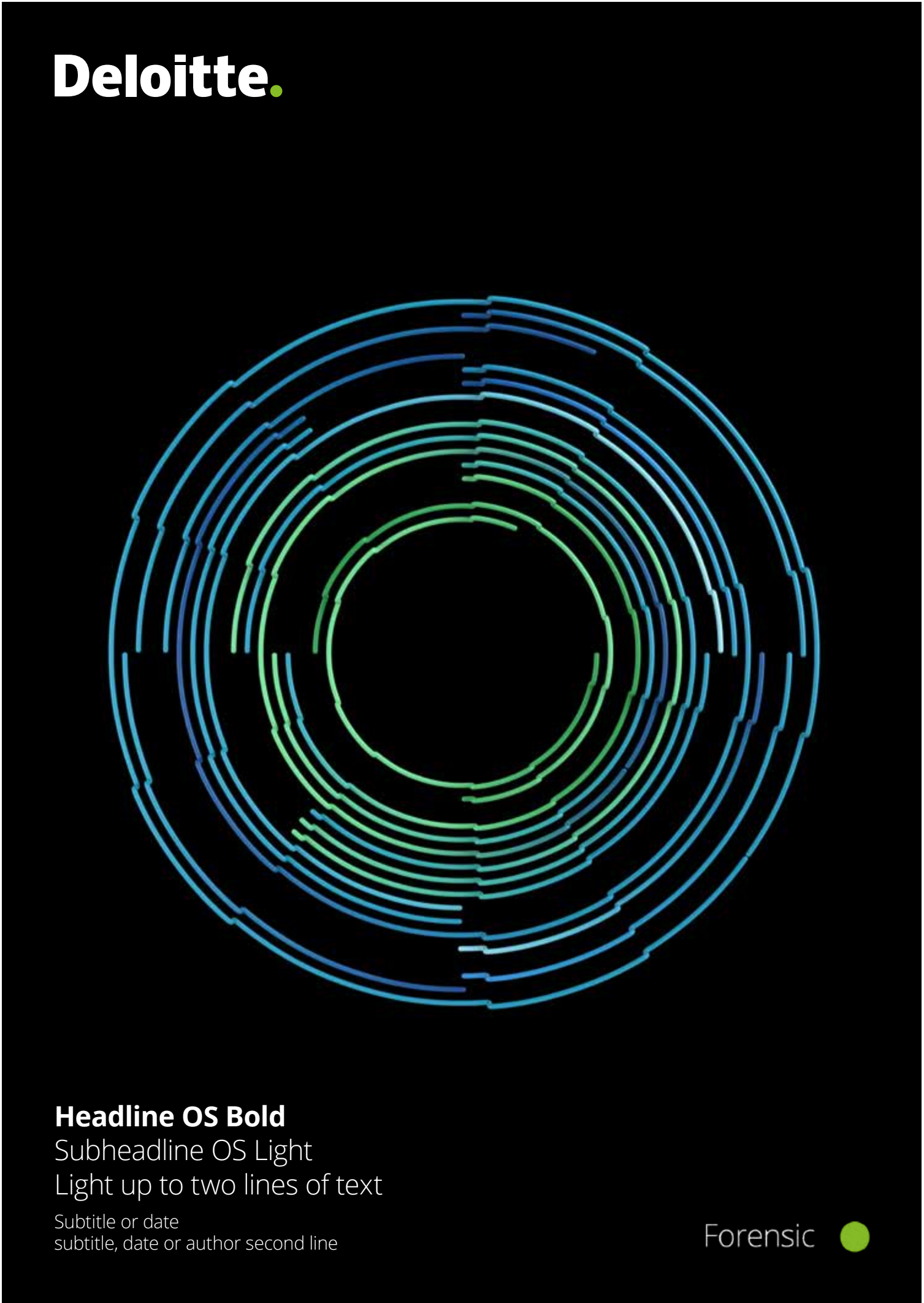
Up to two lines



Forensic



Brand in use summary



Brand on a page

Logo



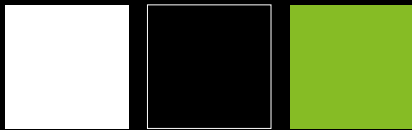
Identifier



Strapline

Clear and focused
attention

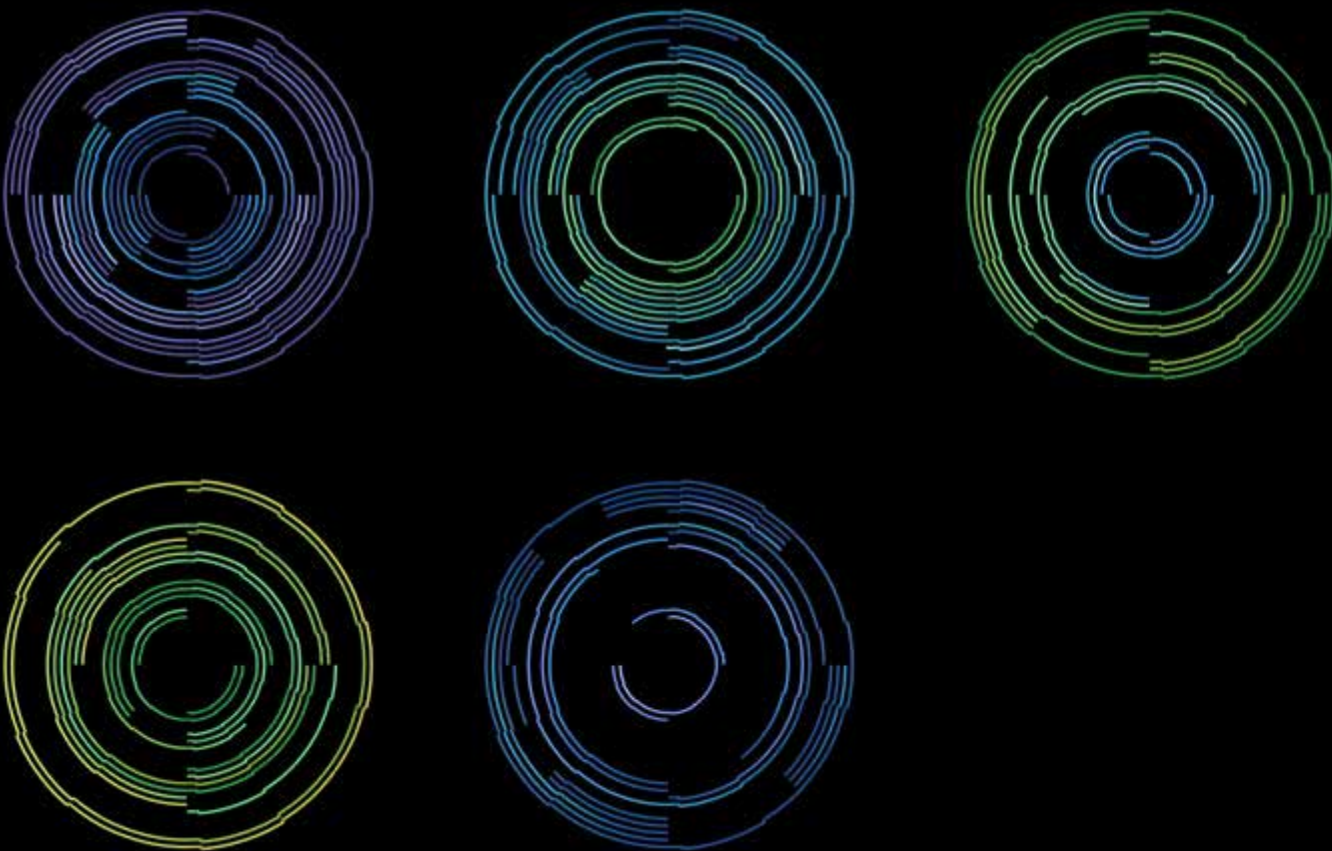
Colour palette



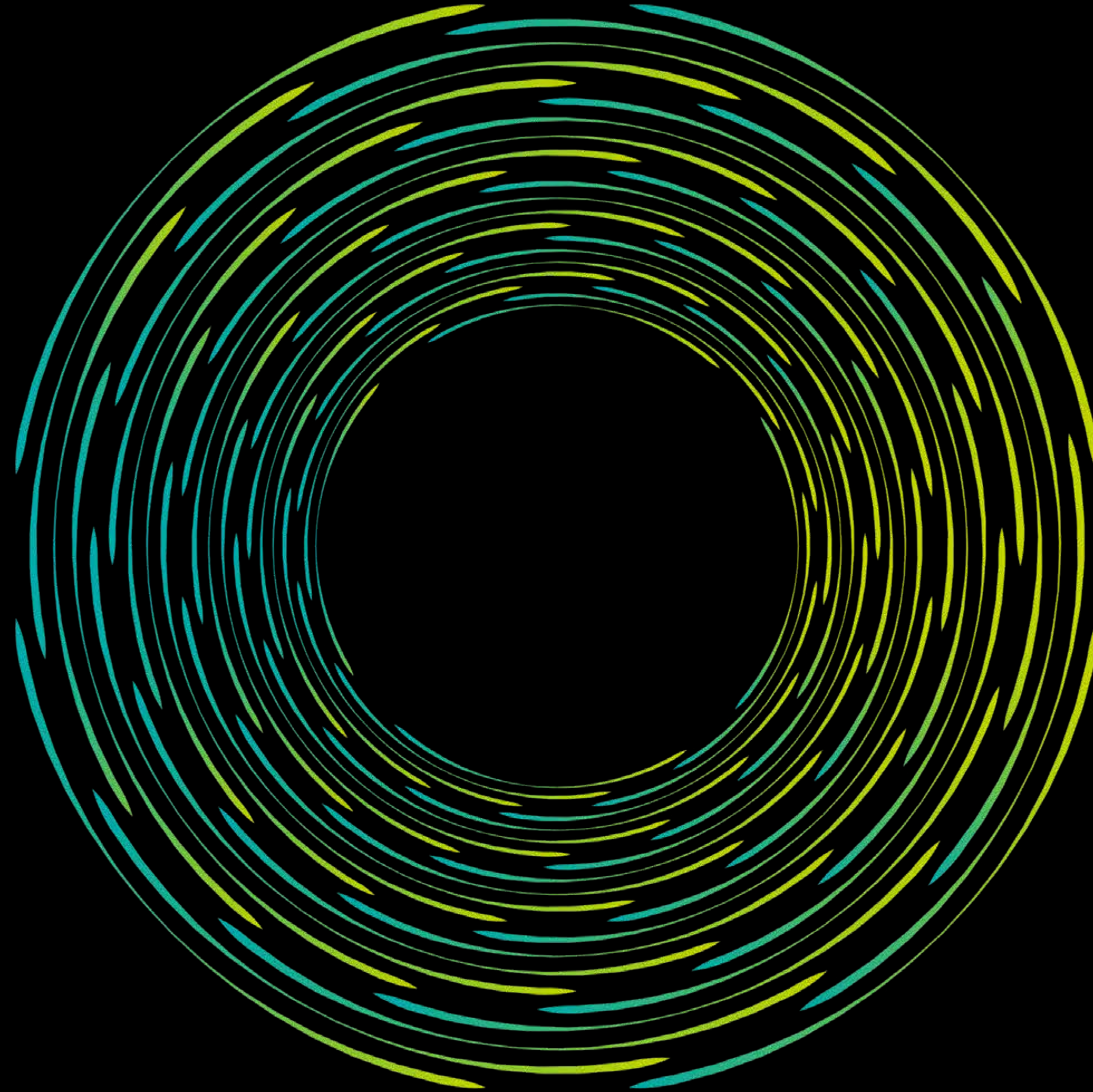
Primary typeface

Open Sans Light
Open Sans Regular
Open Sans Bold

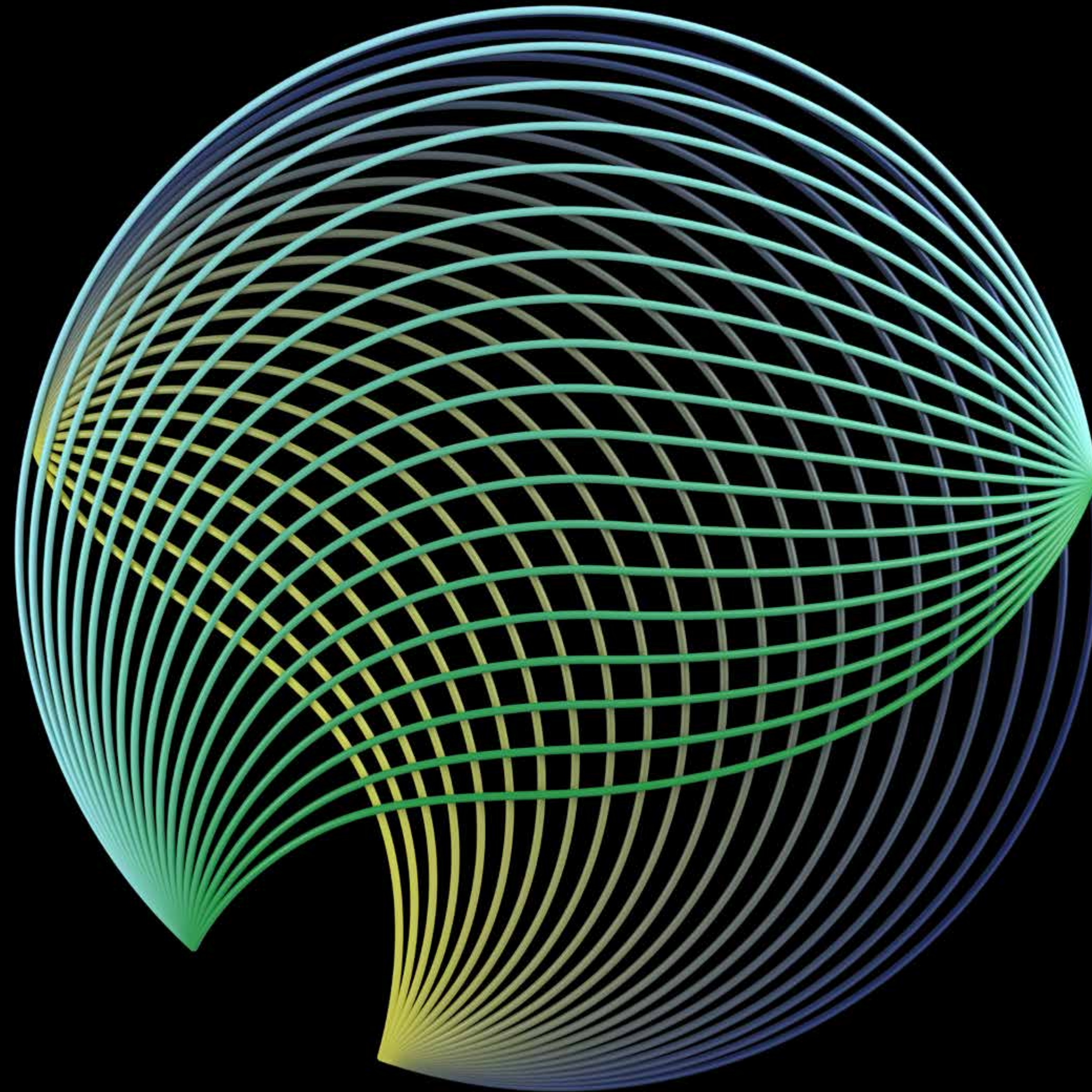
Visuals



Mergers and Acquisitions



Summary

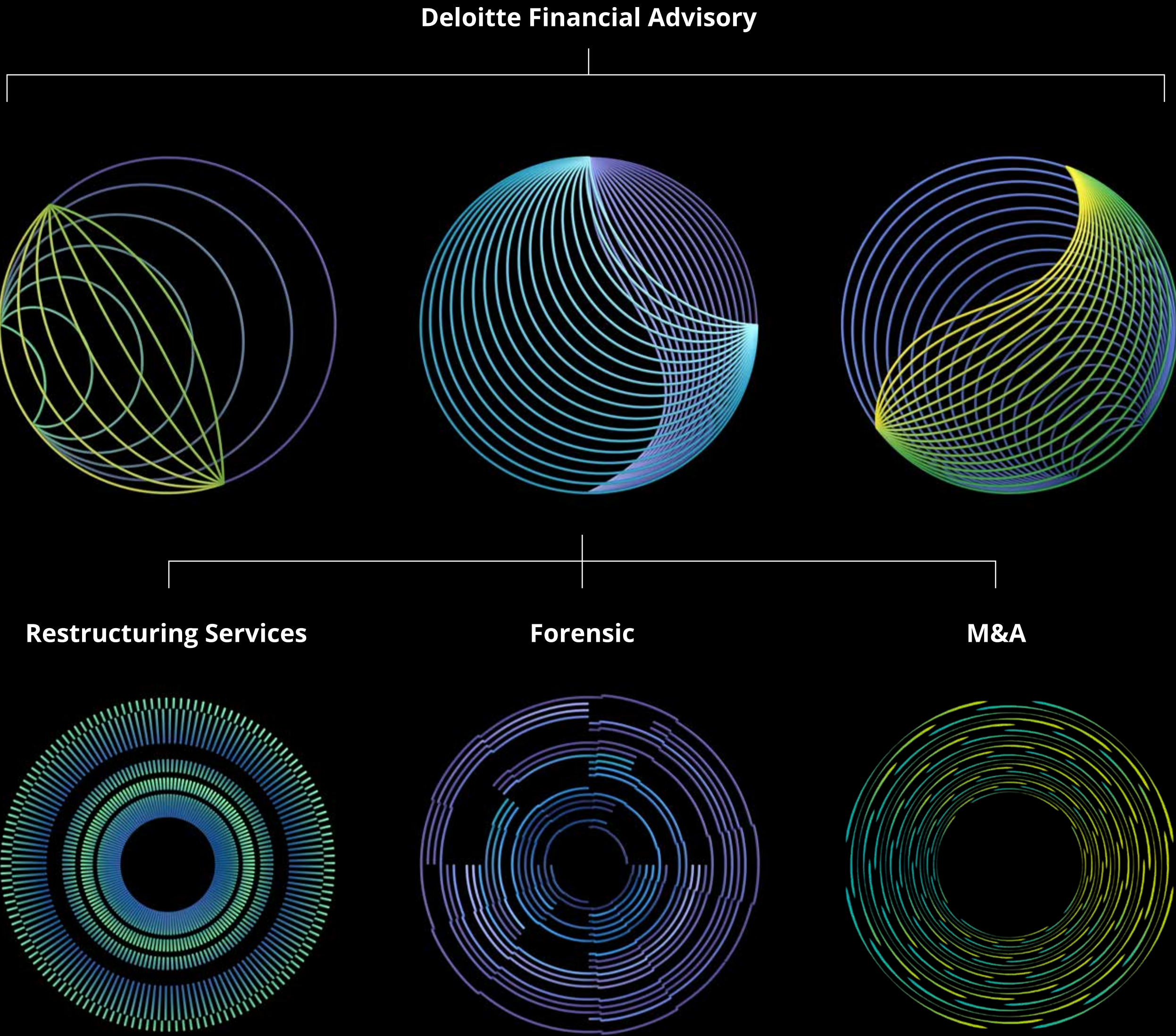


Summary

Brand world summary

**Deloitte Financial Advisory
& the service lines**

Here you will see how Deloitte Financial Advisory and its service lines come together visually and whilst they feel distinctive and ownable to each, they offer the brand cohesion and clarity.



Summary

How you can support the Deloitte Financial Advisory brand?

Advocate for the new identity in your practice, start using the messaging imagery consistently, and encourage your teams to continue to monitor Brand Space.

The Deloitte Financial Advisory brand team is eager to hear suggestions from you as to how people are using it effectively and of course how they can continue to build out the brand identity as a whole. Thank you in advance for your support and for amplifying this very exciting development in our brand's evolution.

Summary

Resources and contacts

Andrew Hayman

ahayman@deloitte.co.uk

Chief of Staff, Deloitte Financial Advisory

Francesca Iacobelli

fiacobelli@deloitte.ca

Communications Lead, Deloitte Financial Advisory

Visit the [Financial Advisory brand identity site](#) on Deloitte Resources to access all the assets featured in these guidelines.

If you need help with any of your materials, our [Deloitte India Joint Venture Creative Services team](#) is fully versed in the Financial Advisory brand identity and Deloitte brand requirements.



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