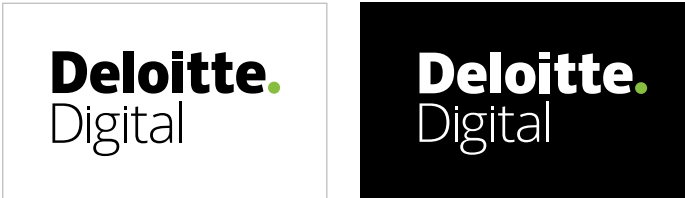


To create the biggest impact, it’s important that we all represent a consistent brand to our clients and to the public. Thanks for supporting our quest to build a strong reputation for Deloitte Digital!

LOGO



The Deloitte Digital logo has two variations: the standard black type/green dot version and the white type/green dot version. The black type logo is preferred while the white type version may be used, when necessary, on a dark, high contrast background.



Black and white applications

For instances where a print deliverable is limited to black and white (i.e. black and white print advertisements), the Deloitte Digital greyscale logo may be used. Please ensure that you are using the provided greyscale logo as the green dot has been modified to a specific grey tint.

Clearspace requirements

There should be a certain amount of open space around the logo at all times. No graphics, text, or logos should encroach on the clear space around the logo. On any application, a clear-space of at least 1 ‘D’ height should be maintained at all times.

FONTS

Deloitte Digital’s primary font family is Open Sans. This font should be used for all body copy. For titles and headers over 24pt in size, please use the Chronicle Display Black typeface.

OPEN SANS

The five boxing wizards jump quickly.

OPEN SANS BOLD

The five boxing wizards jump quickly.

CHRONICLE DISPLAY BLACK

The five boxing wizards jump quickly.

CHRONICLE DISPLAY LIGHT

The five boxing wizards jump quickly.

The preferred Microsoft Safe typeface is Verdana. Do not use Verdana on any application outside Microsoft.

VERDANA

The five boxing wizards jump quickly.

BRAND COLORS

The Deloitte Digital palette begins with the master brand palette and transforms them to lighter and brighter hues. Color compositions prioritize whitespace, breathing room, and relief, never sacrificing legibility for visual impact.

These colors are used to accent critical points, or to help define information hierarchy. Color should never be used for type. Type is black, however, colored underline styles can be used to accent the black type.

DIGITAL PowerPoint Web/Email MS Word						
	WHITE #FFFFFF R255 G255 B255	BLACK #000000 R0 G0 B0	GREEN #86F200 R134 G242 B0	TEAL #3EFAC5 R62 G250 B197	BLUE #34F0FF R51 G240 B255	YELLOW #FDD300 R253 G211 B0
PRINT* InDesign Illustrator						
	WHITE (0K)	BLACK (100K)	PANTONE 368	PANTONE 7465	PANTONE 292	PANTONE 116

*Why are there no CMYK values?

Pantone colors are a universal target for color printing, even when not printing with spot colors. If a CMYK value is needed, printers will automatically convert a Pantone color to CMYK. This

conversion is dependent on the type of printer and ink/toner used, as device-specific profiles map to the best possible CMYK recipe to approximate Pantone colors (within the gamut of the ink and paper).

CIRCLE MOTIF



One of the signature elements of the Deloitte identity is the circular motif derived from the Green Dot.

The circle creates confidence and focus and allows an almost limitless flexibility of style and visual expression. Circle image options can be found on Brandspace.

POSITIONING

The Deloitte brand personality is three things: **Confident**, **Clear**, and **Human**. It builds on these three ideas with an additional trio of personality traits: **Wit**, **Wisdom**, and **Surprise**.

Wit is allowing ourselves to be human. All kinds of human. Creative marketer humans, business-minded maker humans, and expert technologist humans. There is definitely a joke in there somewhere, but our passion is real and our work is thought-out and sincere.

Wisdom means being fast-paced while paying attention to what’s not being said. Showing over telling, getting to impact faster, and constantly learning. Listening to our customers and to our gut.

Surprise is the product of the tension between business, creative, and technology. How the product of minds, talents, experience, and capabilities are greater than the sum of our skill sets. It is the embodiment of the idea that creative creates value.