**Colour**

Anchored by KPMG blue, our color palette is a unique selection of colors that can be mixed and matched to create vibrant communications. This gives our system flexibility while retaining a unique sense of connectivity. Please use appropriate color specifications below whenever creating communications for our brand.

**Primary colours**

RGB: 0-51-141   
CMYK: 100-72-0-12   
HEX: 00338D

RGB: 0-94-184   
CMYK: 99-50-0-0   
HEX: 005EB8

RGB: 0-145-218   
CMYK: 89-18-0-0   
HEX: 0091DA

**Secondary colours**

RGB: 75-54-152   
CMYK: 92-87-0-0   
HEX: 483698

RGB: 71-10-104   
CMYK: 84-99-0-12   
HEX: 470A68

RGB: 109-32-119   
CMYK: 67-100-4-5   
HEX: 6D2077

RGB: 0-163-161   
CMYK: 90-0-43-0   
HEX: 00A3A1

**Tertiary colours**

RGB: 0-154-68   
CMYK: 93-0-100-0   
HEX: 009A44

RGB: 67-176-42   
CMYK: 77-0-100-0   
HEX: 43B02A

RGB: 234-170-0   
CMYK: 0-19-89-0   
HEX: EAAA00

RGB: 246-141-46   
CMYK: 0-54-87-0   
HEX: F68D2E

RGB: 188-32-75   
CMYK: 0-100-45-12   
HEX: BC204B

RGB: 198-0-126   
CMYK: 12-100-0-0   
HEX: C6007E

**Fonts**

**KPMG Font** is primarily used for headlines. It is not to be used for subheadings or descriptions. It is not to be used in infographics. There is one primary weight of KPMG Font. That weight is called Extralight. It will be used 90% of the time. All KPMG headlines should be written in sentence case.   
  
**KPMG Font**

Extralight Extralight is the preferred weight of the KPMG Font and should be used on most applications.   
  
**KPMG Font**

Thin KPMG Font Thin should only be used on extremely large formats, when the font size is 250pt or larger.   
  
**KPMG Font Light**

Use KPMG Font Light when legibility is compromised using KPMG Font Extralight.   
  
  
  
**Univers for KPMG** is used everywhere else   
  
Univers for KPMG Light  
Univers for KPMG Light Oblique  
Univers for KPMG Regular  
Univers for KPMG Regular Oblique  
Univers for KPMG Bold  
Univers for KPMG Bold Oblique

**Logo**

There are four versions of our logo. Always use the master artwork supplied and never try to re-create our logos. If you are unsure which version of the logo to use, please ask the KPMG brand team.   
  
**Primary logo white**

Our primary white logo should be used whenever the logo is sitting on a darker image or color.   
  
**Primary logo blue**

The primary blue logo should be used whenever the logo is sitting on white, or on a lighter image or color.   
  
  
  
**Alternate black logo**

Our black logo is used for black-andwhite applications only, when our logo needs to appear on a white or very light background.   
  
**Alternate solid blue logo**

The solid blue logo should not be used on marketing communications. It is only to be used under very specific circumstances, such as signage. Please consult with the KPMG brand team before using the solid blue logo.  
  
