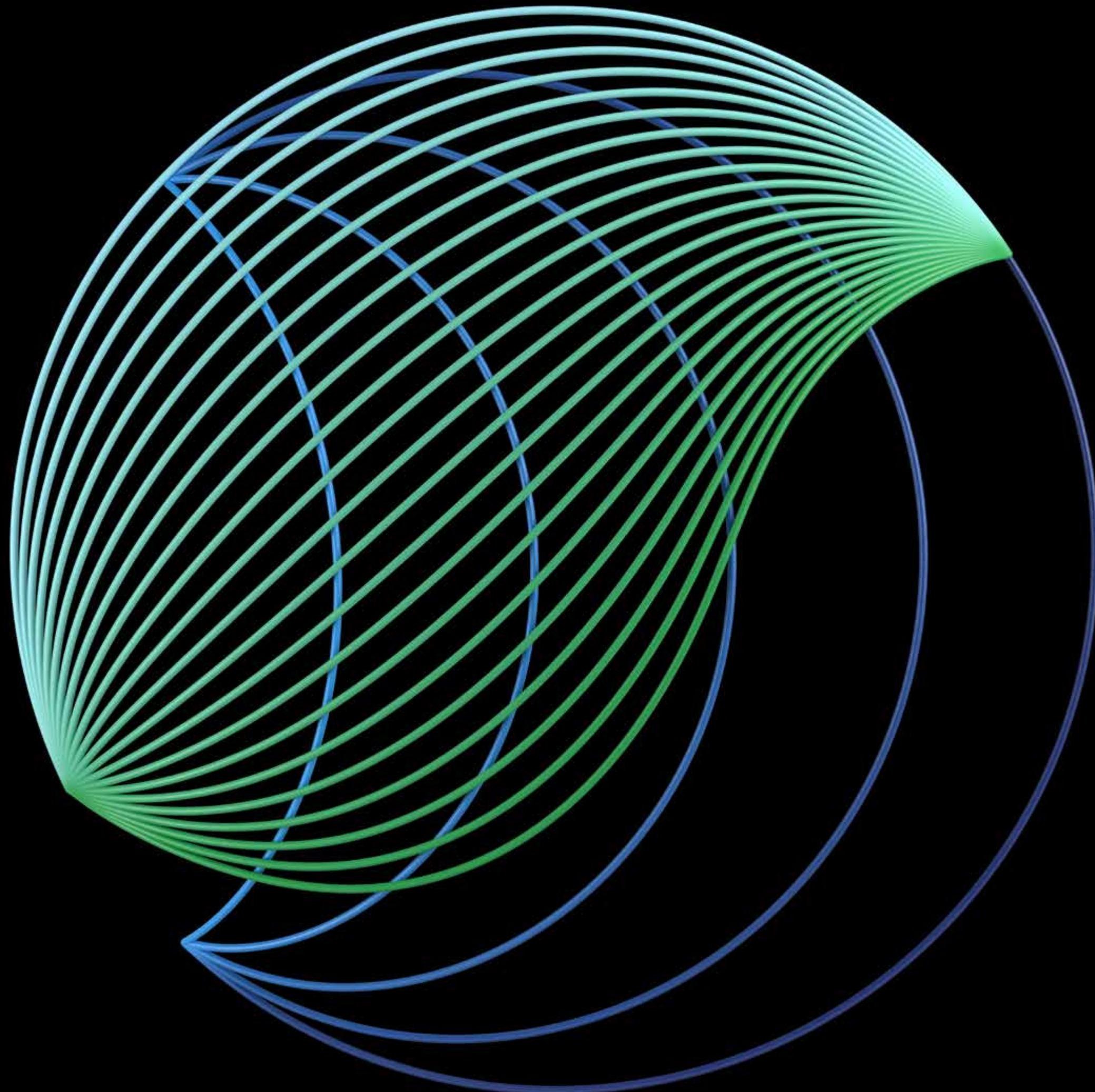


# Deloitte.



**Deloitte Financial Advisory**  
**Global brand guidelines and toolkit**

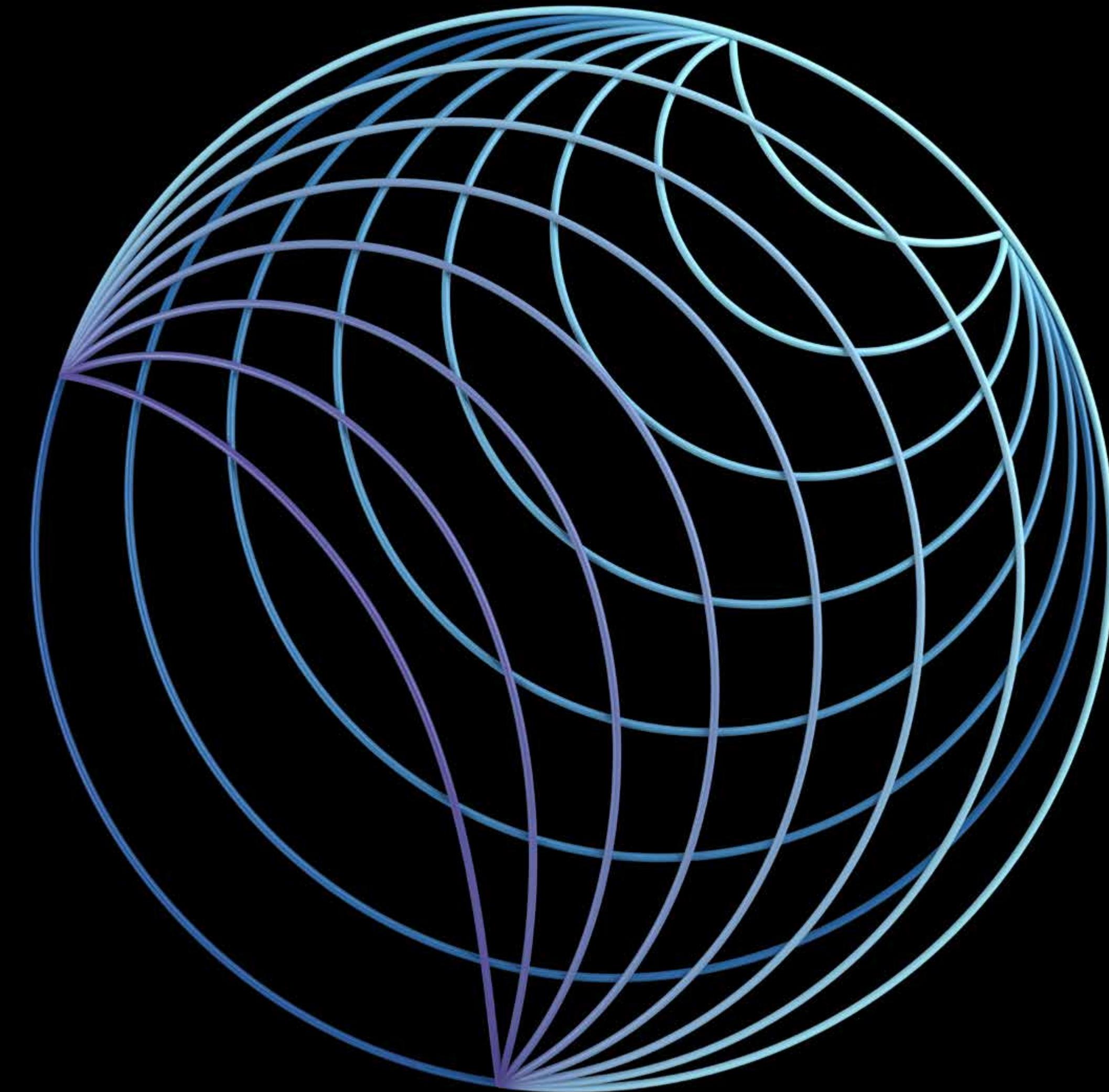
## **Introduction**

# Contents

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

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

# 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**

# 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

## Deloitte master brand

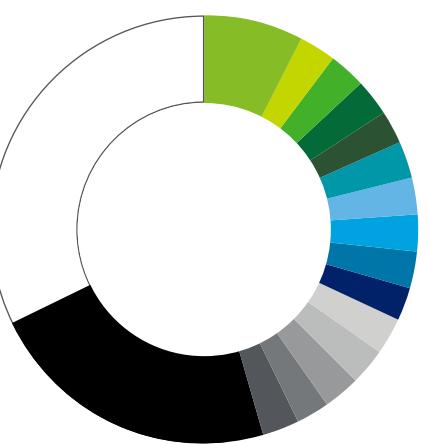
# Core elements

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**



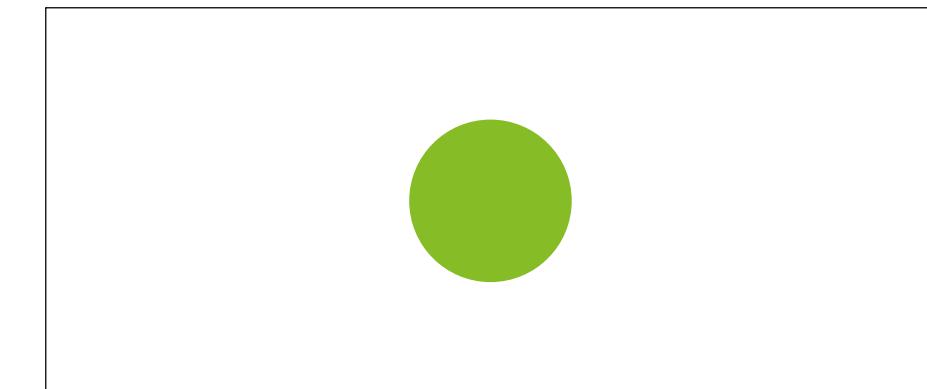
**Color palette**



**Typography**

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

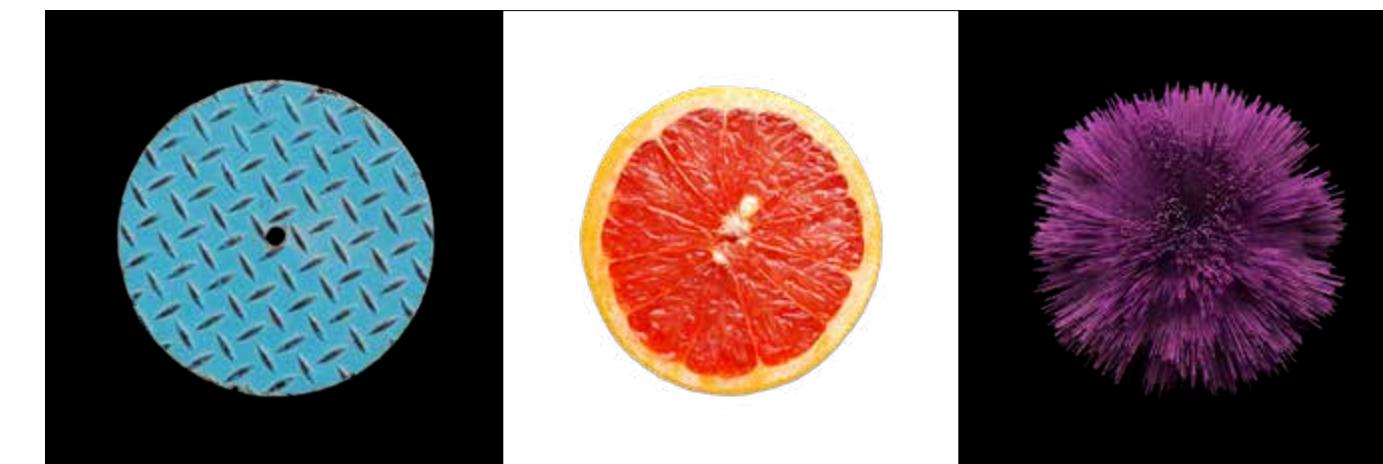
**Green dot**



**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.



**Deloitte.**



**Deloitte.**

## **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

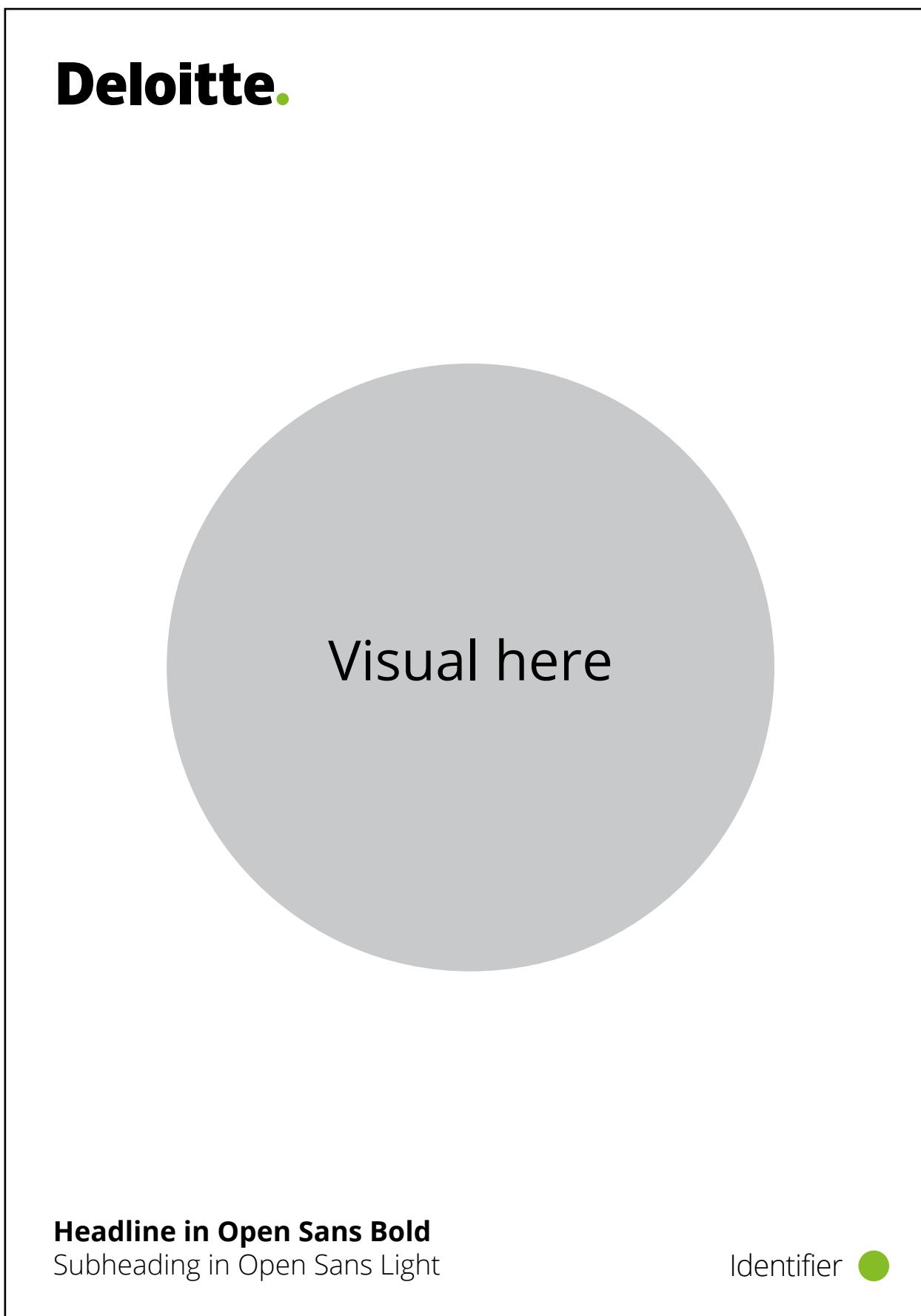
## Identifiers

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

## **Deloitte master brand**

# Color palette

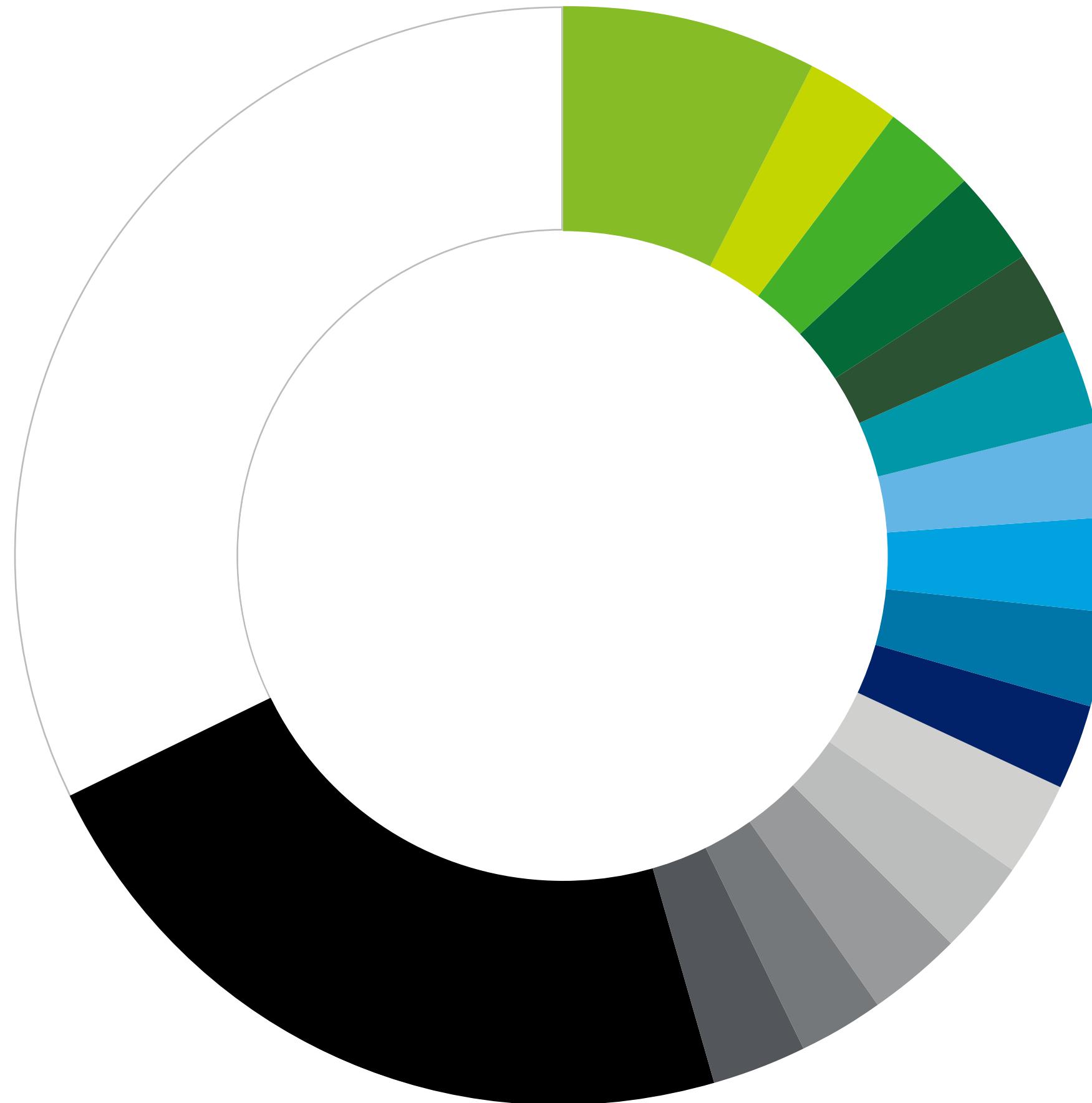
The color palette revolves around the green. Additional colors are neutral grays and complementary greens and blues that allow the Deloitte Green to stand out. This creates a color scheme that is distinctively Deloitte.

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.



## Deloitte master brand

# 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

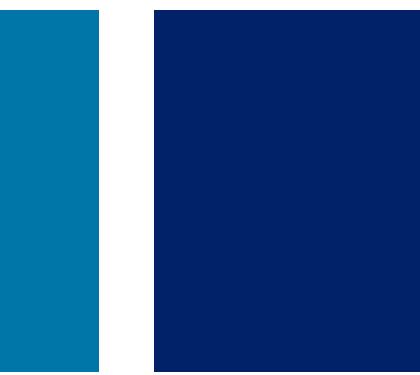
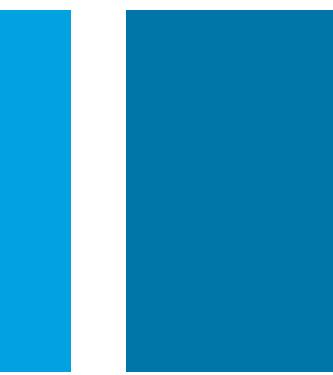
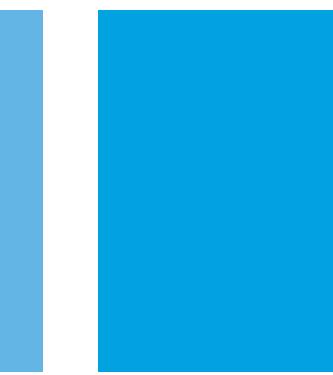
**Deloitte Green**  
PMS 368  
#86BC25  
R134 G188 B37  
C55 M0 Y100 K0

**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  
#BBCBC  
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

# 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**

## **Deloitte master brand**

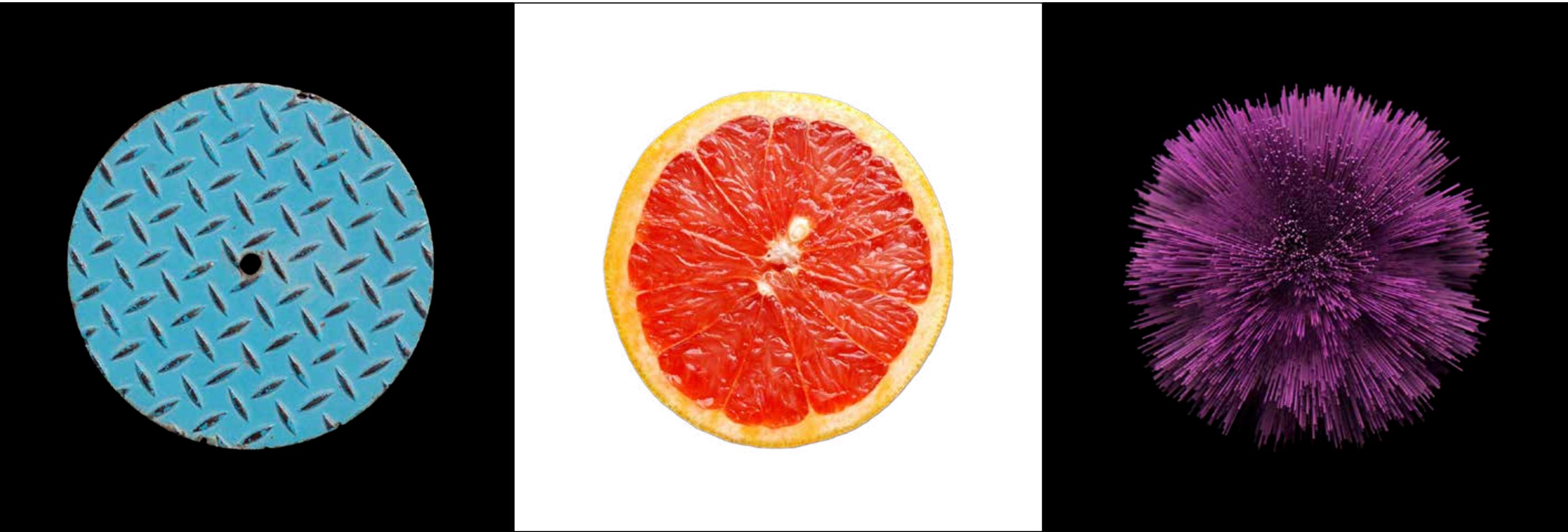
# Imagery & use

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

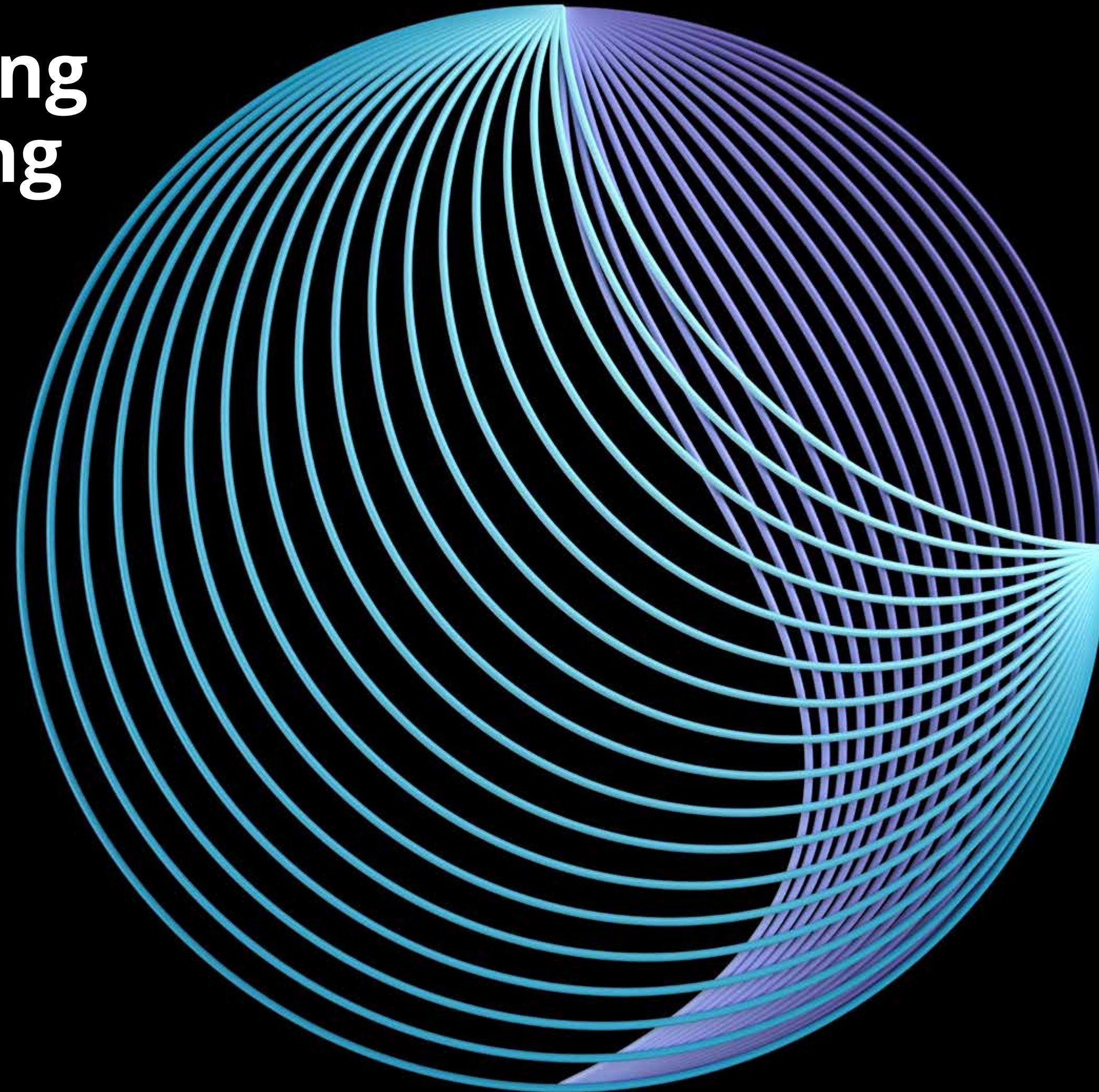
### **Circular imagery**

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.

## **Deloitte Financial Advisory positioning and core messaging**

# 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**

## **Deloitte Financial Advisory positioning and core messaging**

# 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**

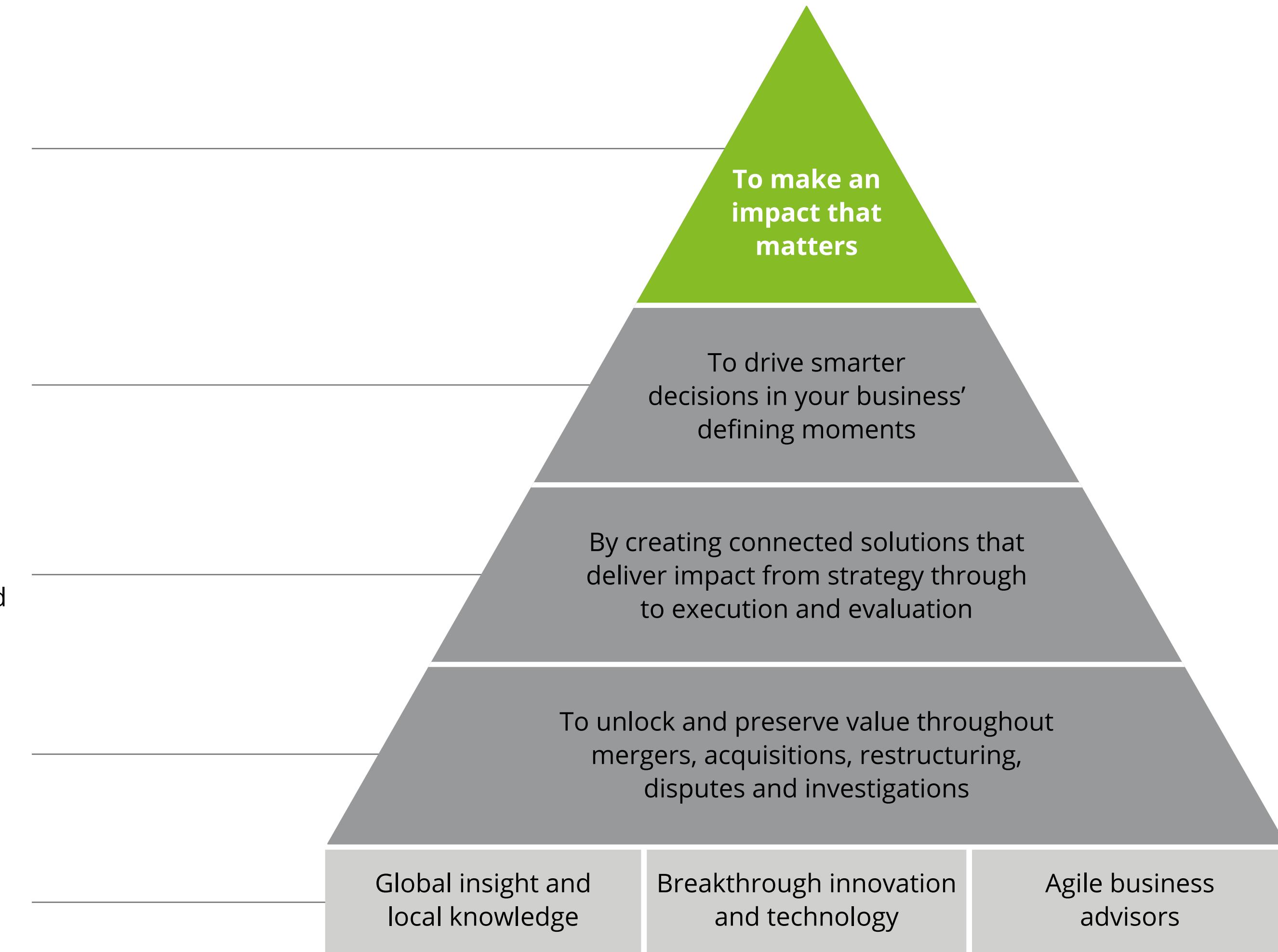
How we act to uniquely deliver our brand

### **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



## **Deloitte Financial Advisory positioning and core messaging**

# 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

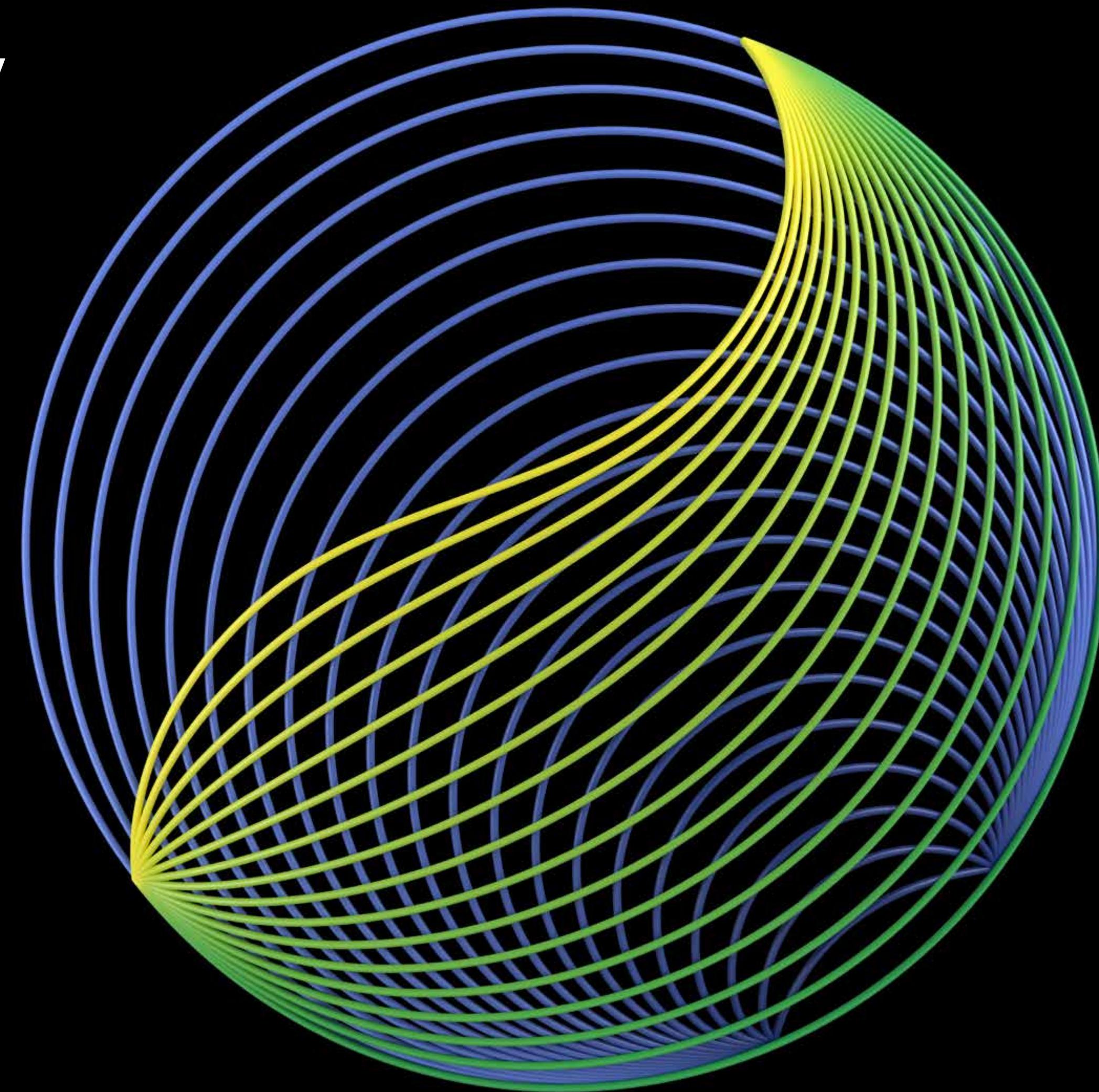
In today's rapidly changing marketplace, progressive organizations need agile business advisors to help them thrive.

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





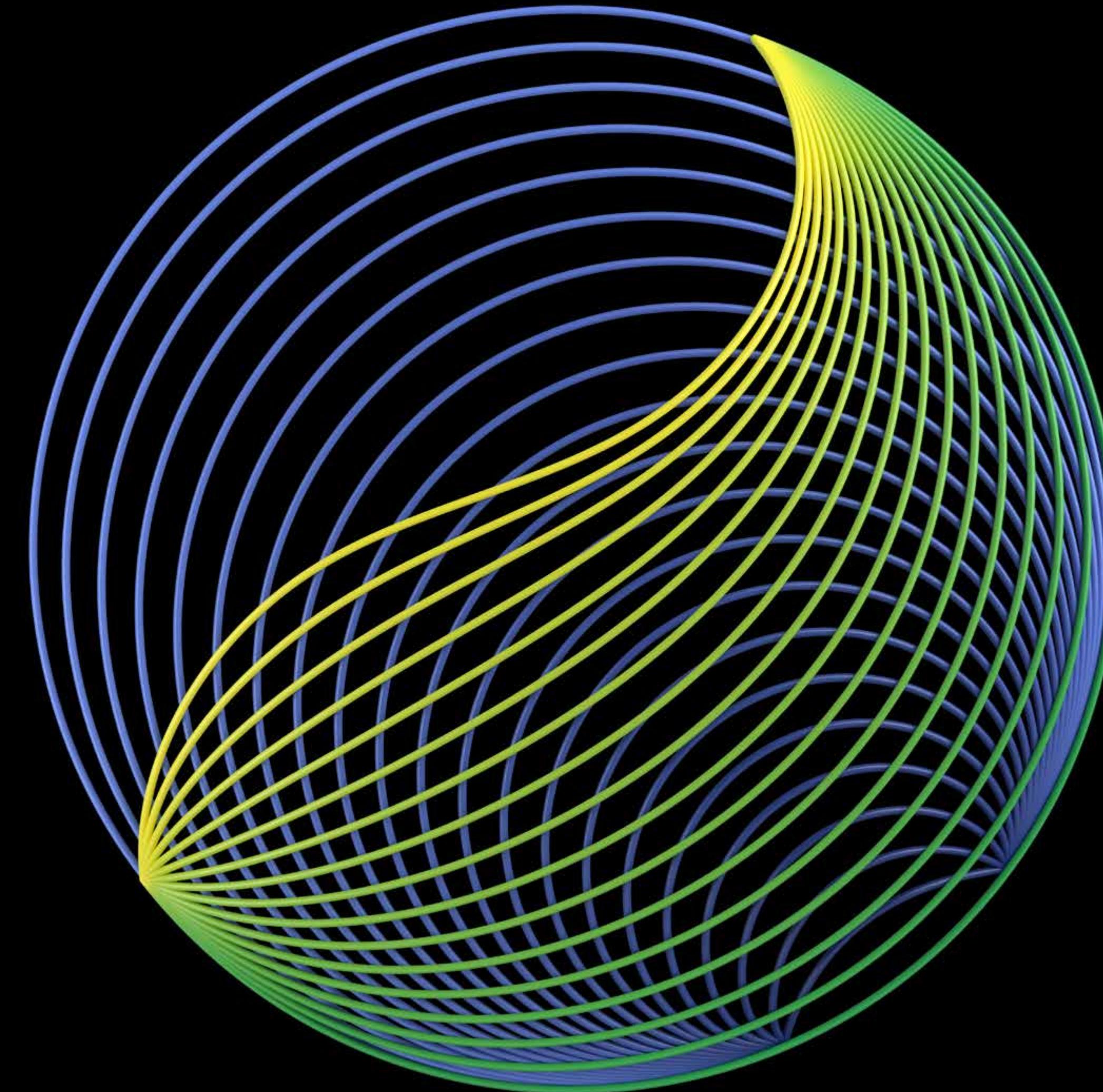
## The Deloitte Financial Advisory visual identity

# 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.

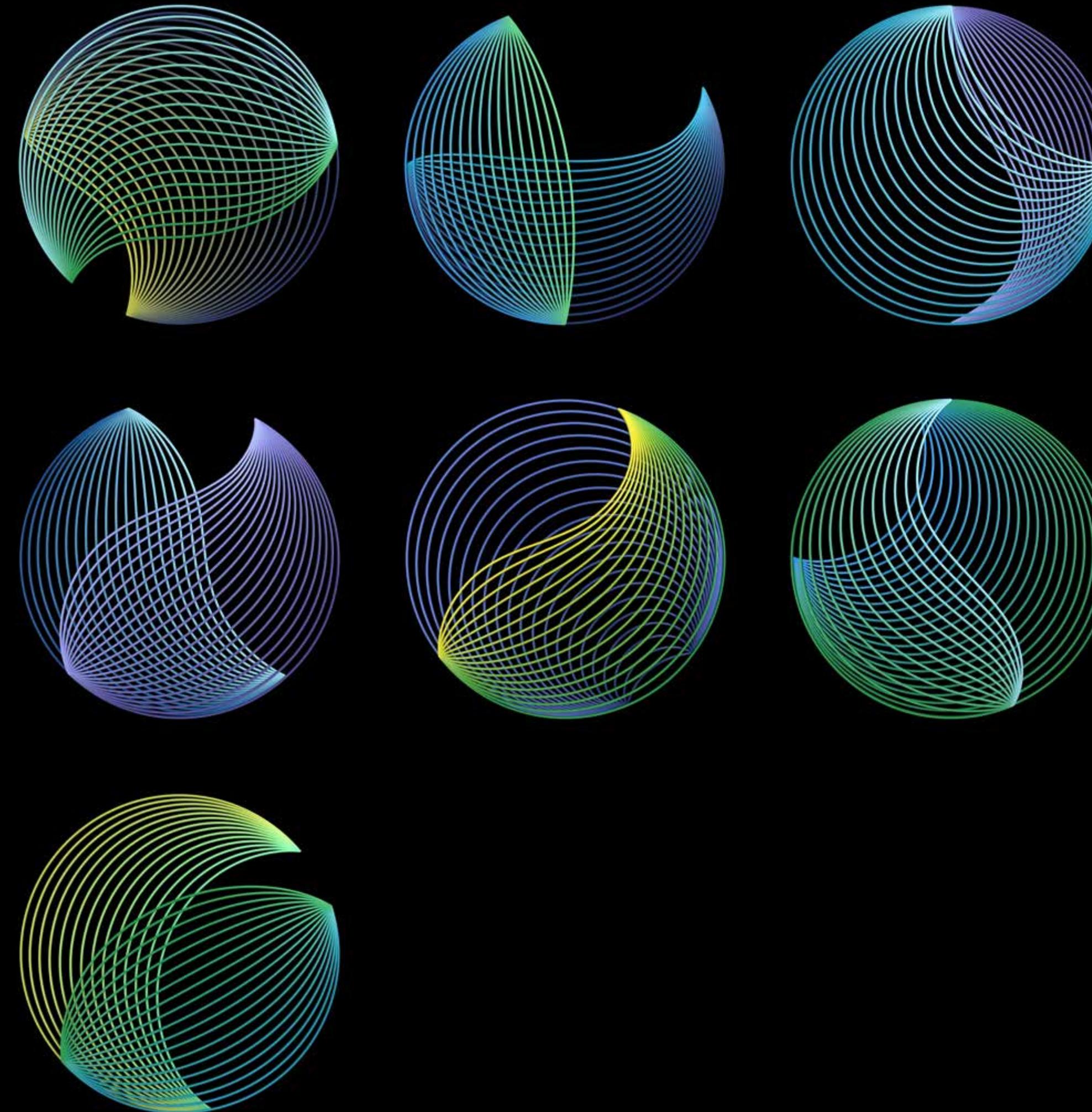


## The Deloitte Financial Advisory visual identity

# 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.

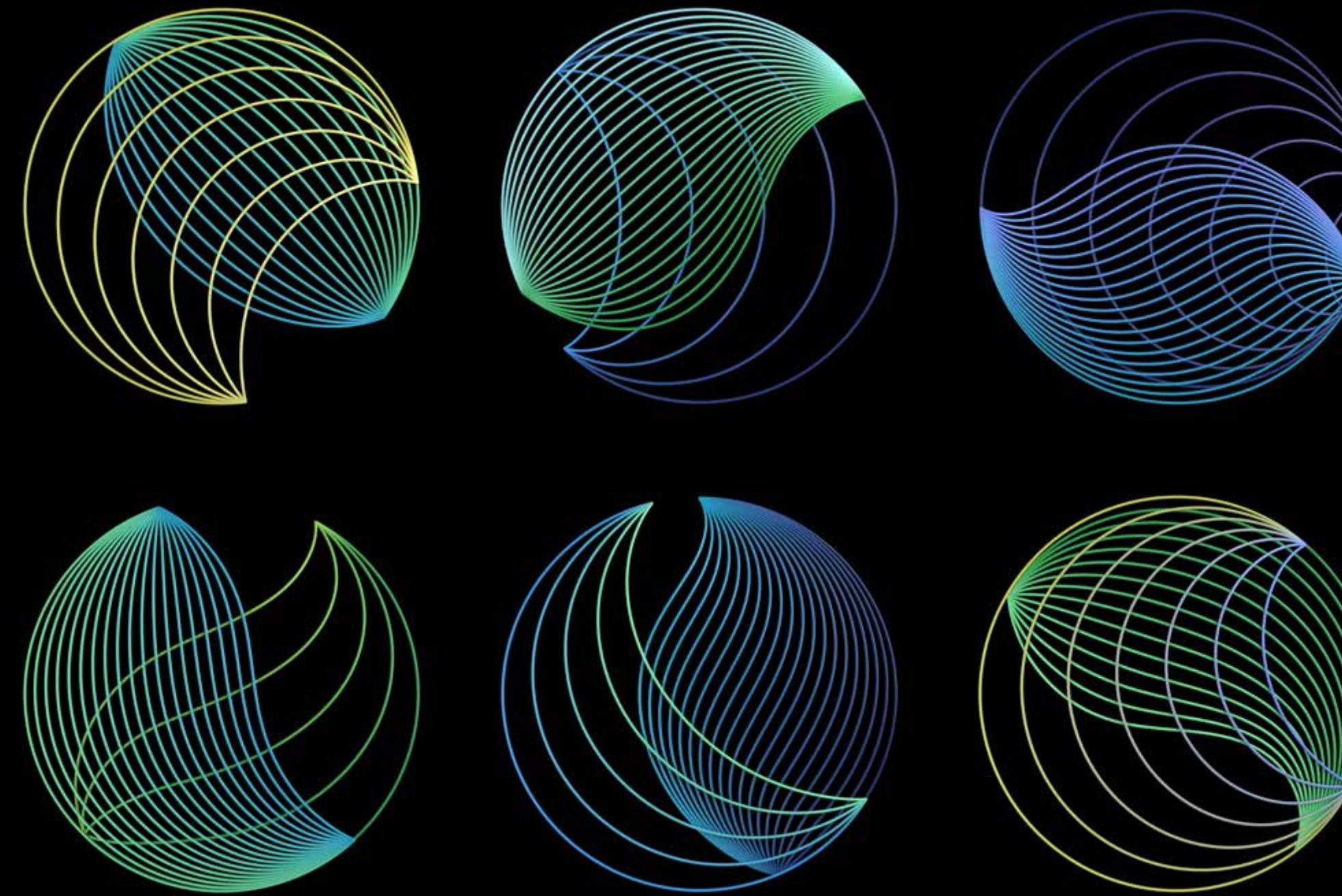


## The Deloitte Financial Advisory visual identity

# 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.

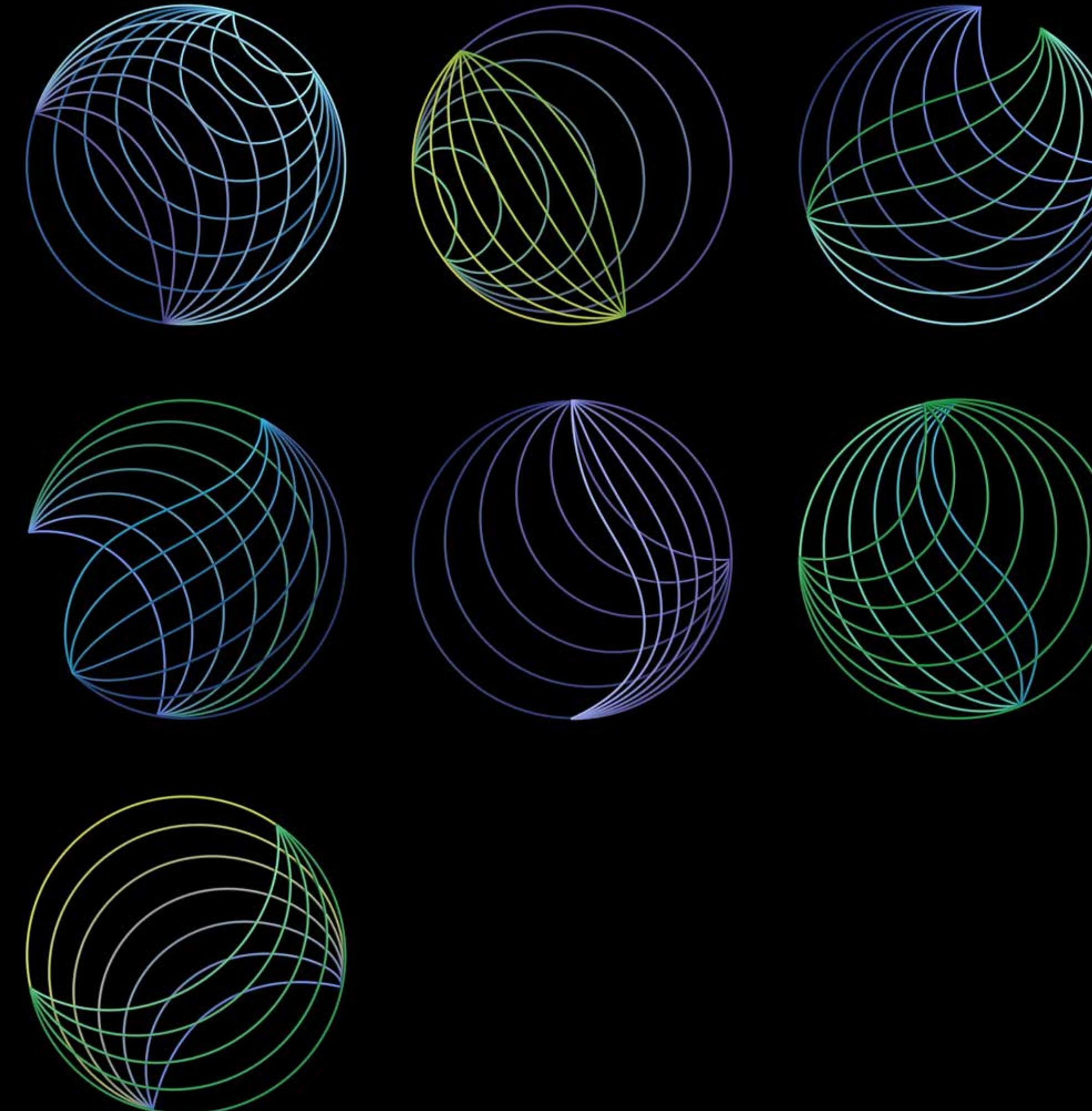


## The Deloitte Financial Advisory visual identity

# The Deloitte Financial Advisory visual system

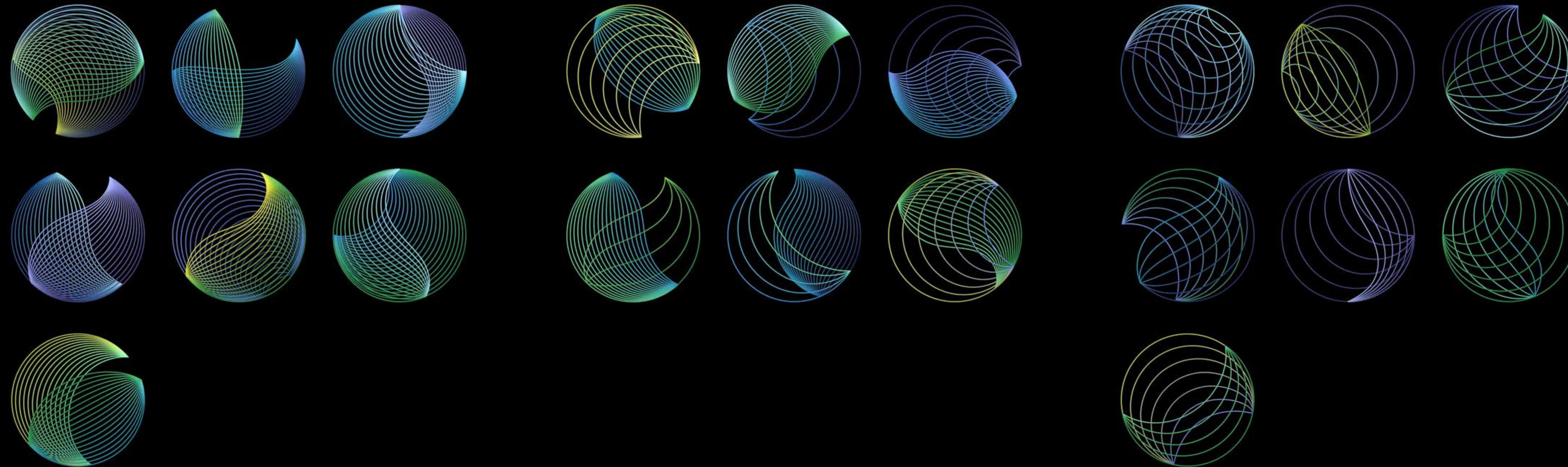
### Thought Leadership

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

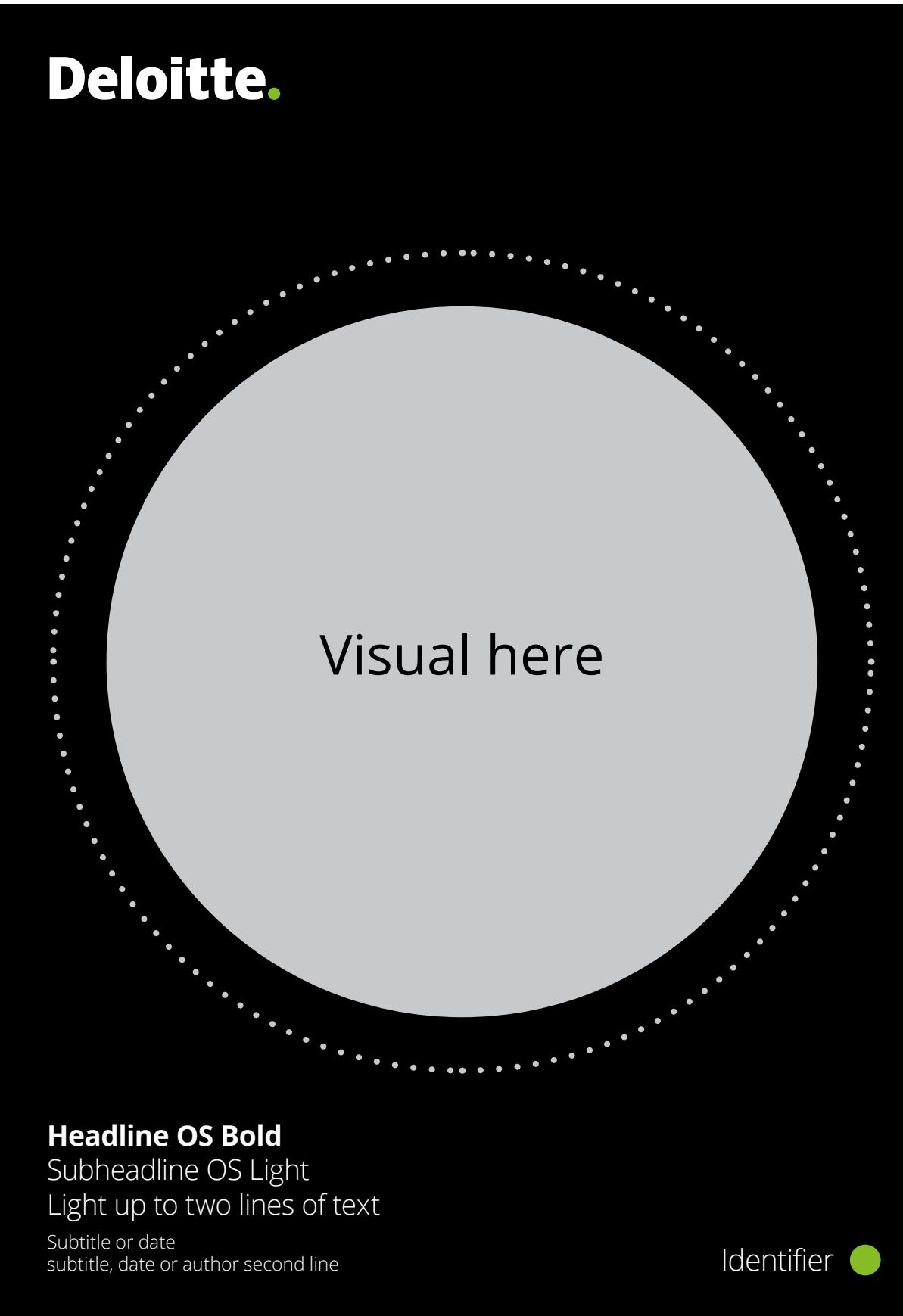
# Usage

### 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.

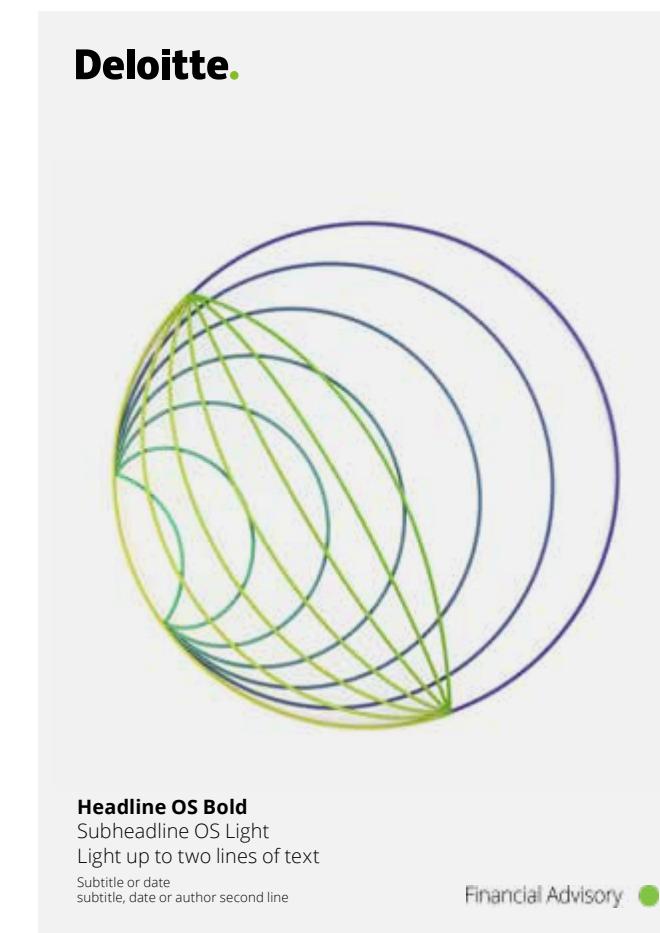
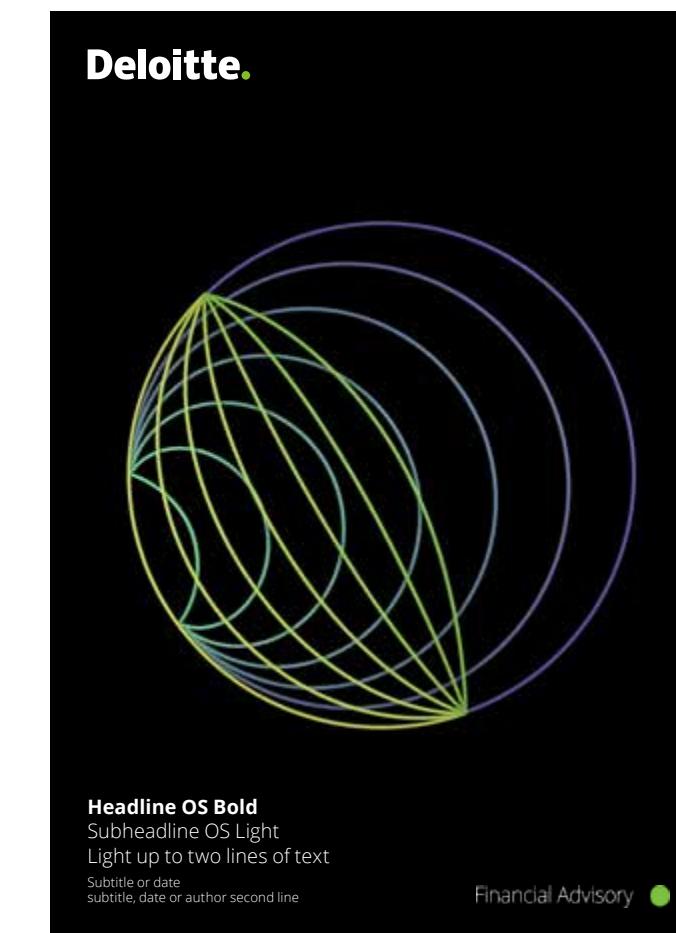
### Clear space size and position

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.

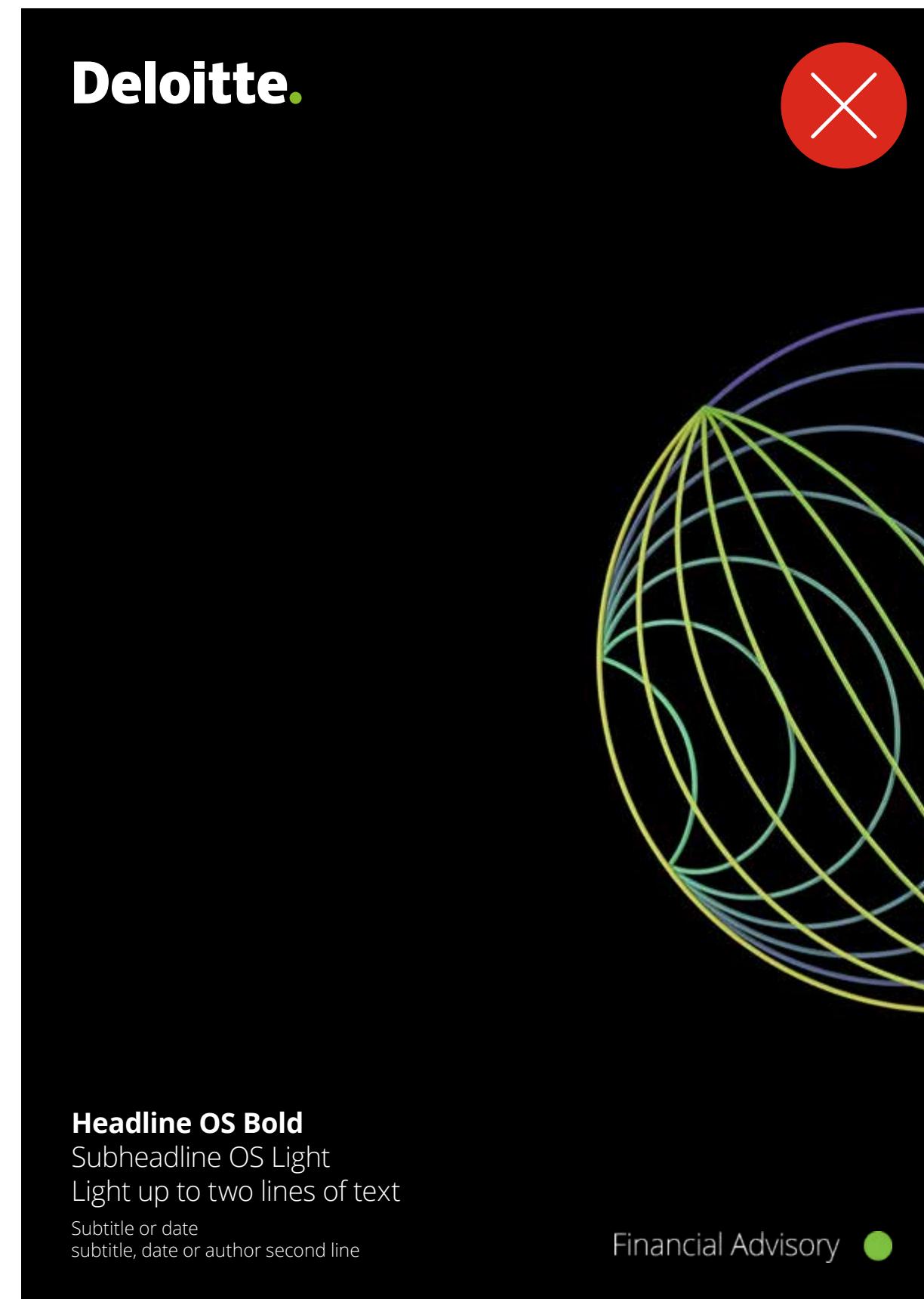


## The Deloitte Financial Advisory visual identity

# Usage

### Visual 'Don'ts'

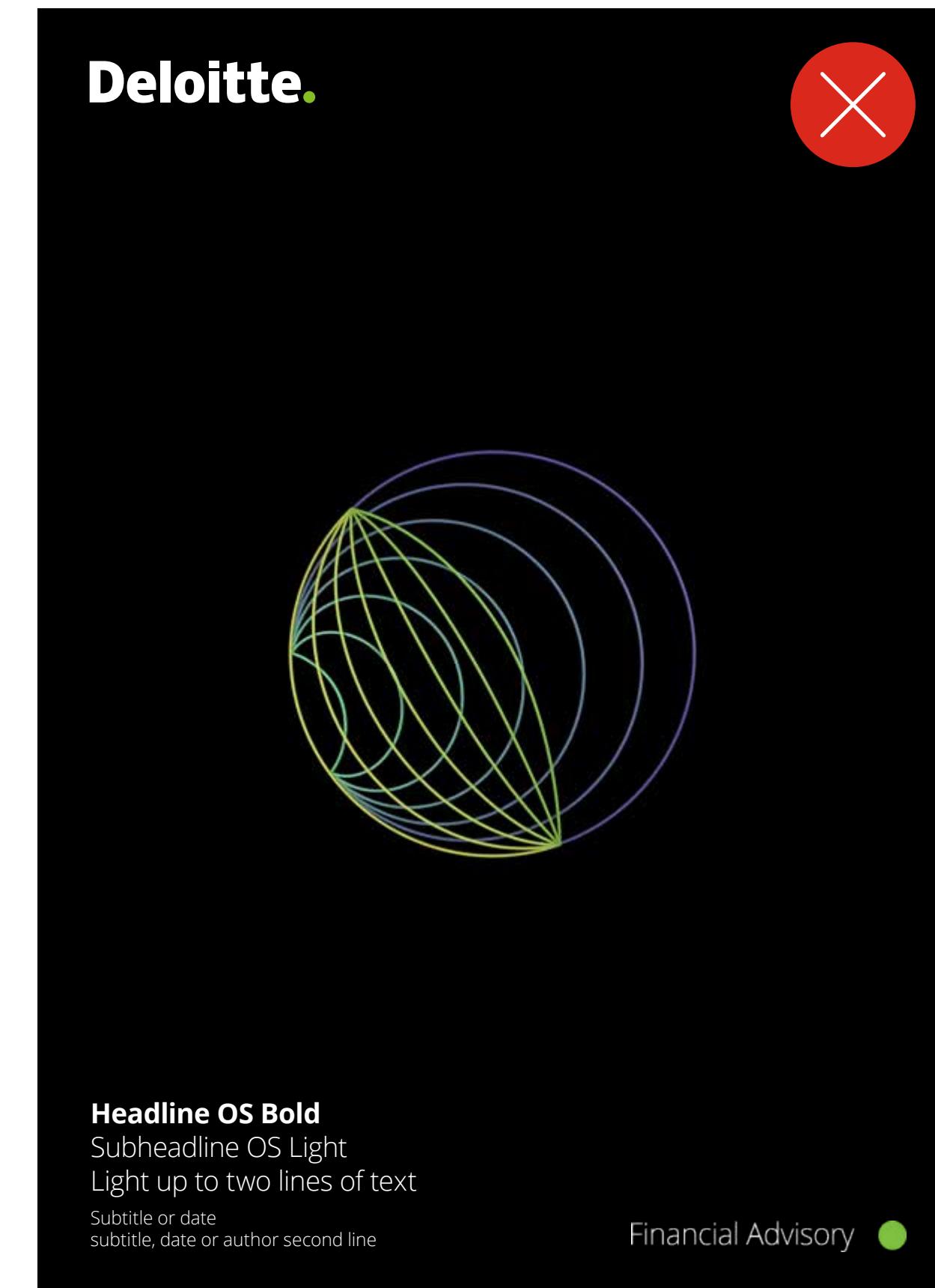
Don't place the image off-center



Don't put text over a circular image



Avoid making the visual too small



# The Deloitte Financial Advisory visual identity

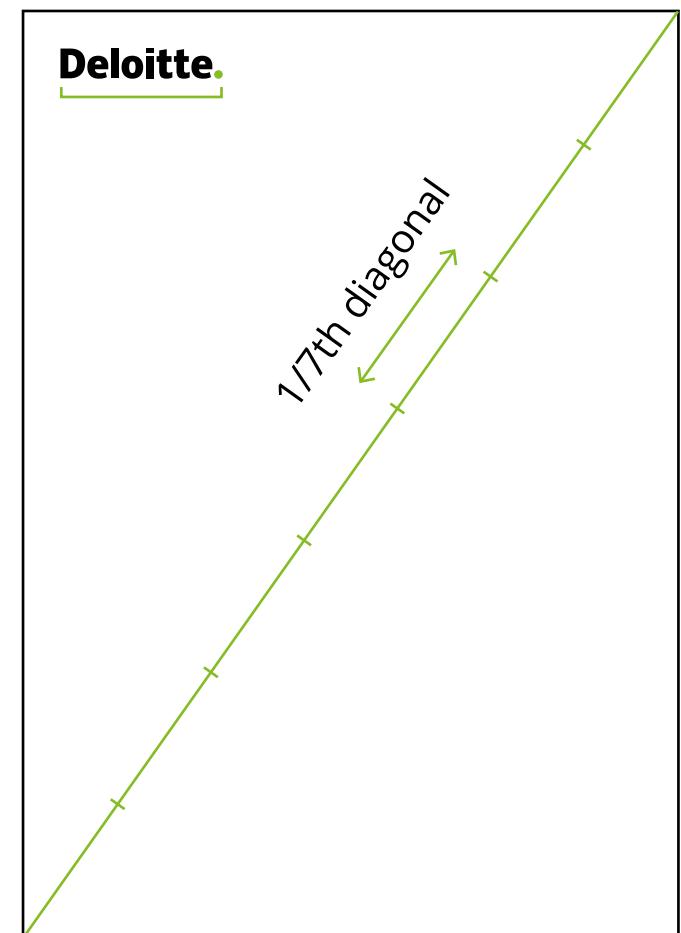
## Brand in use

### Brochure (Portrait)

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

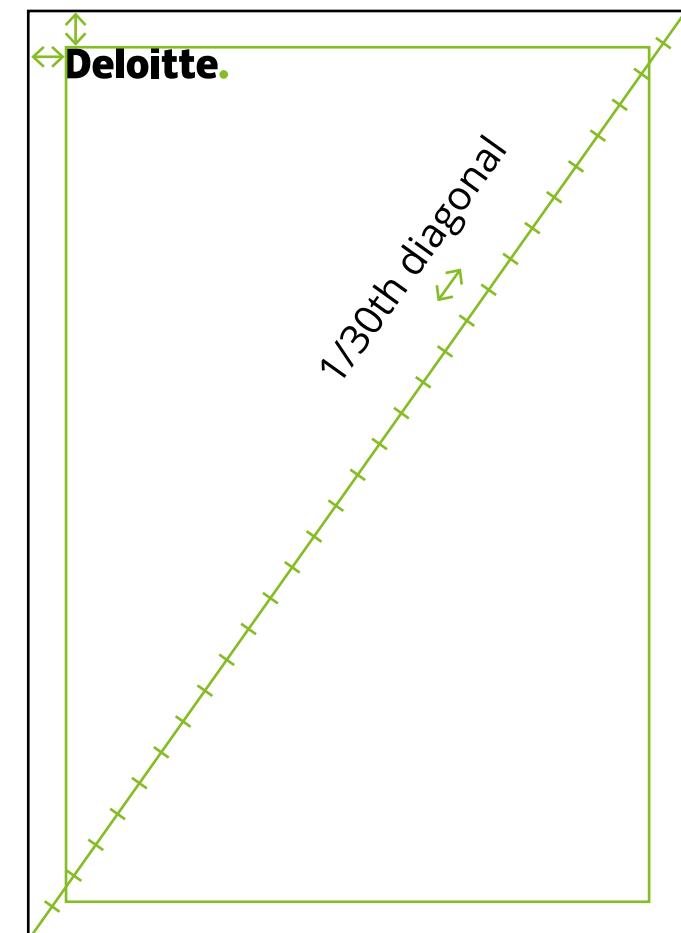
#### Logo sizing

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.



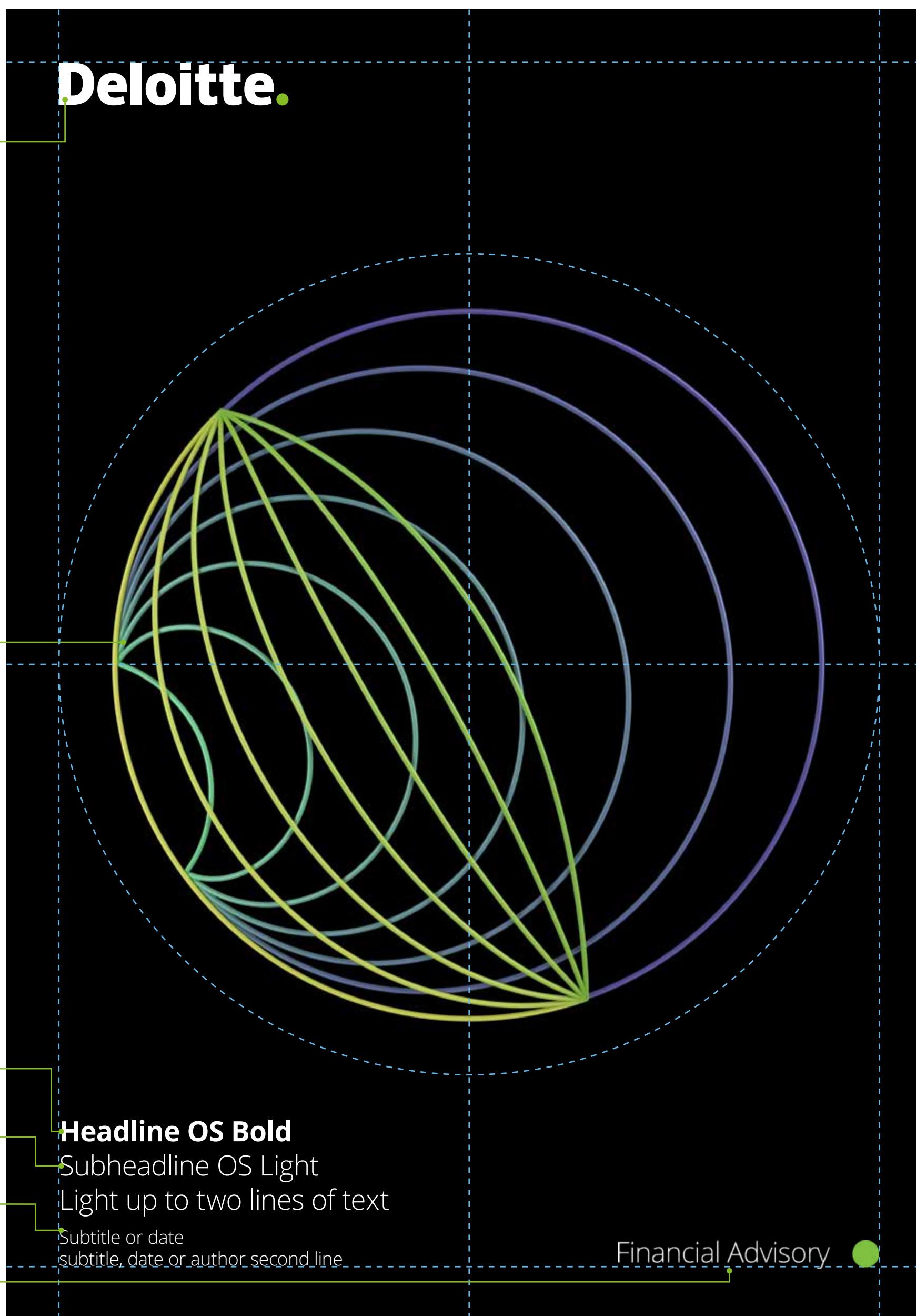
#### Logo

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

**Deloitte.**

#### 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

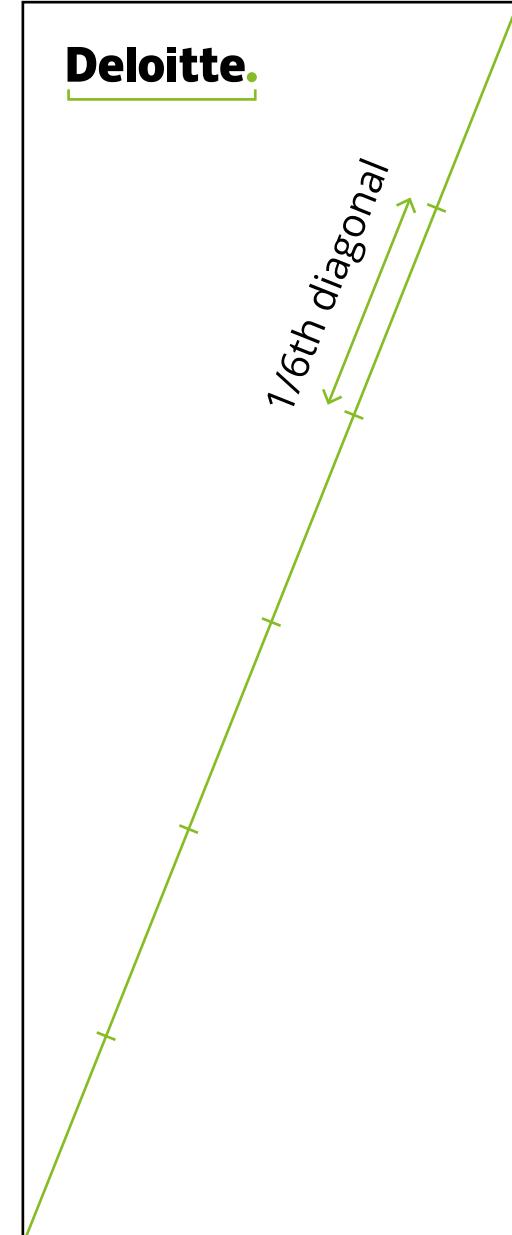
# Brand in use

### Banner (Portrait)

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

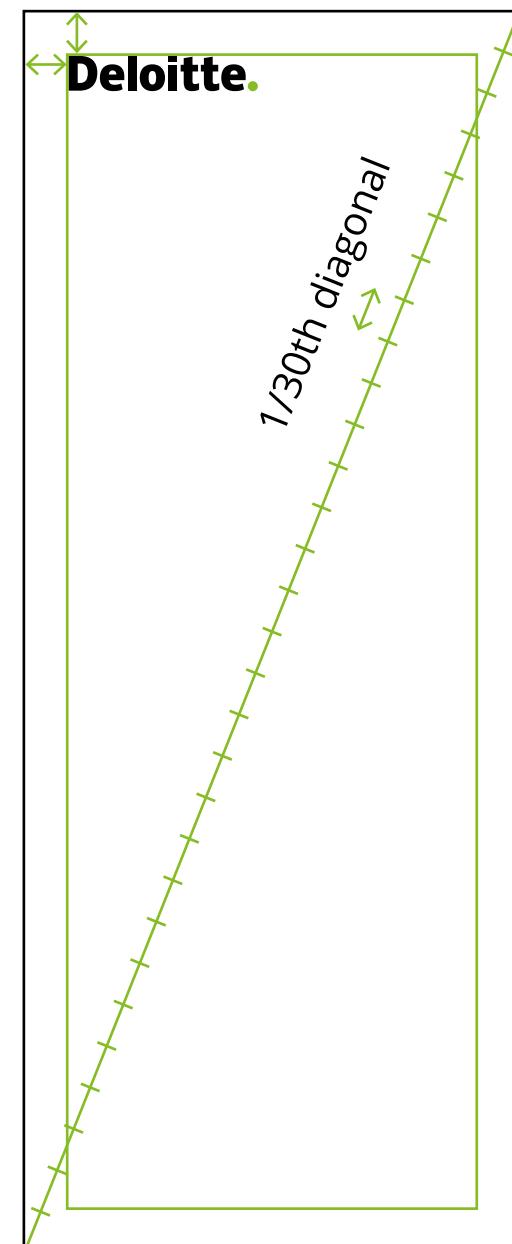
#### Logo sizing

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

## Subheadline

Subtitle or date OS Regular  
Up to two lines

## Subtitle

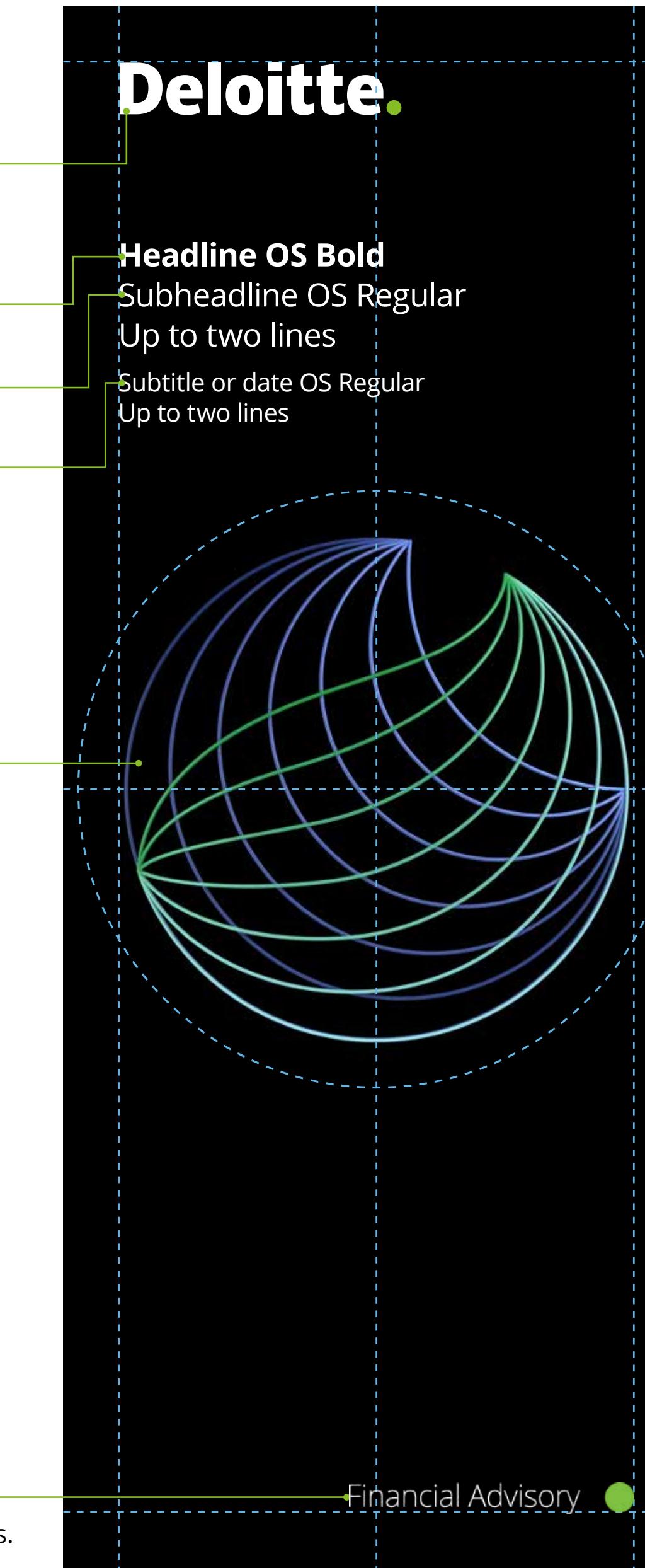
Open Sans Regular.

#### Visual

Centred to layout.  
Aligned to left and right margins.

#### Identifier

Aligned to bottom and right margins.



## The Deloitte Financial Advisory visual identity

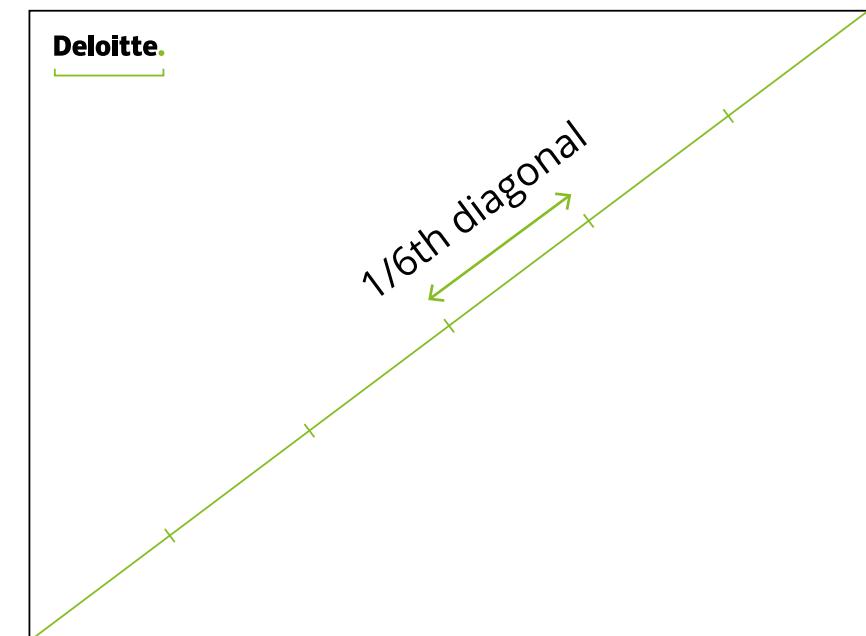
# Brand in use

### Banner (Landscape)

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

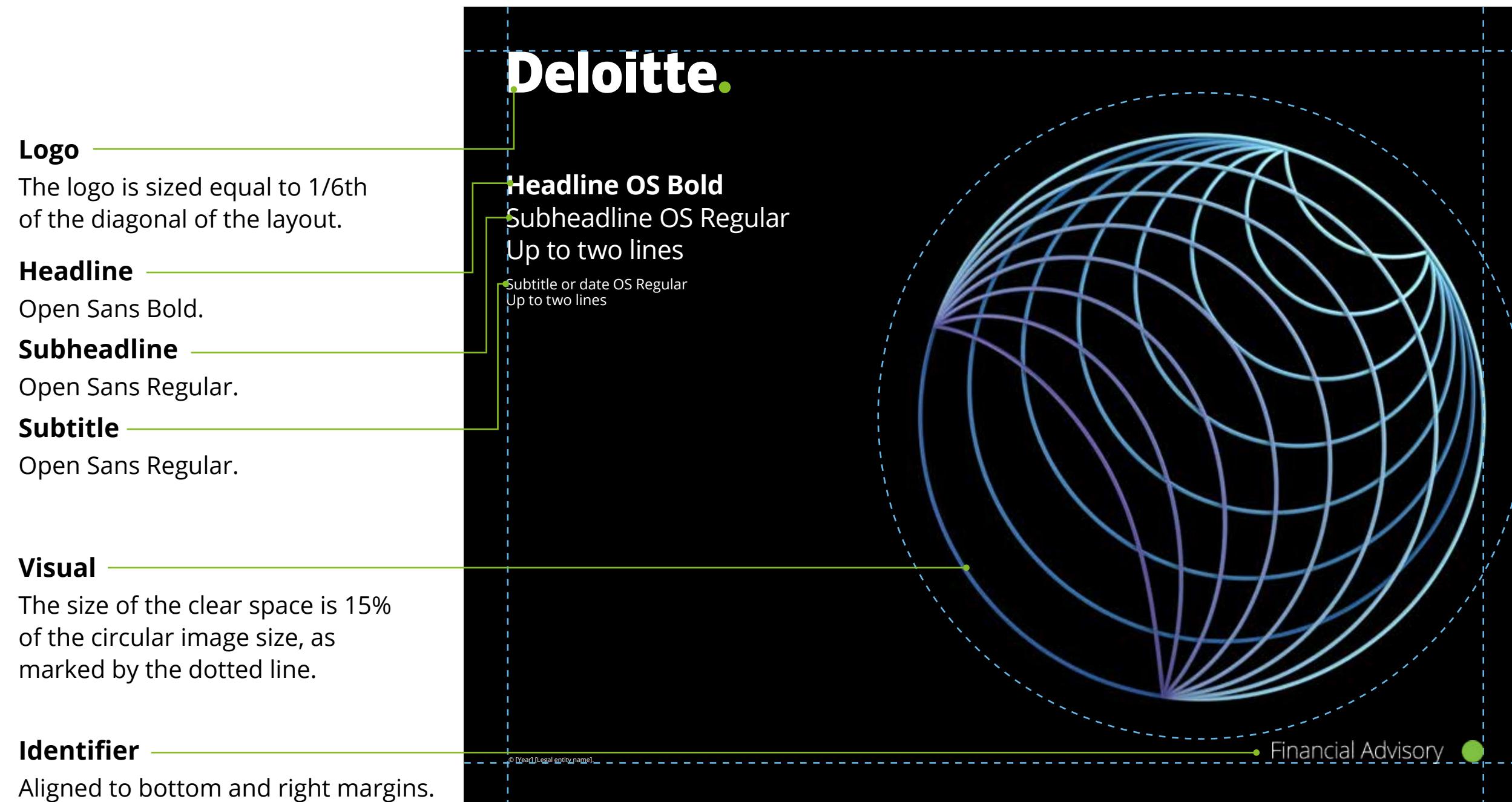
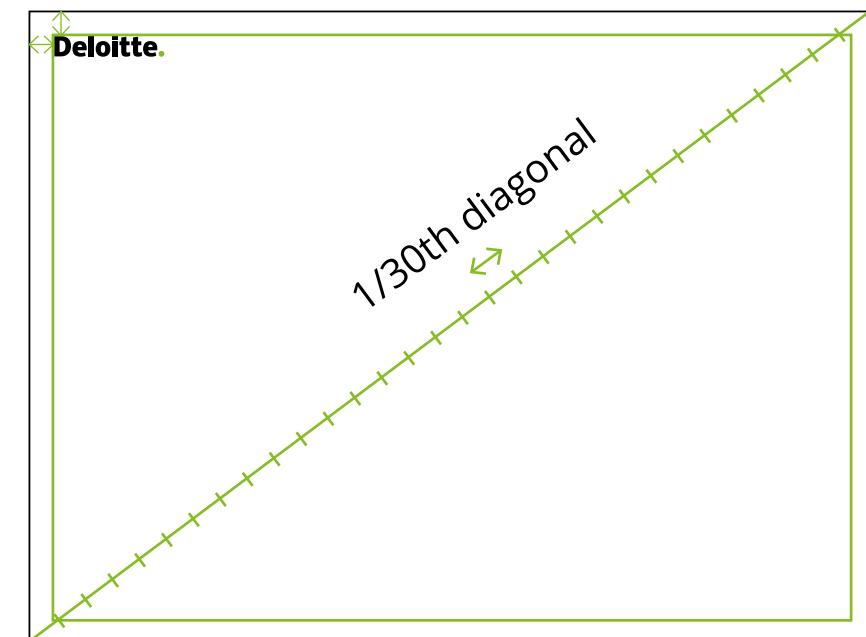
#### Logo sizing

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



#### Logo position

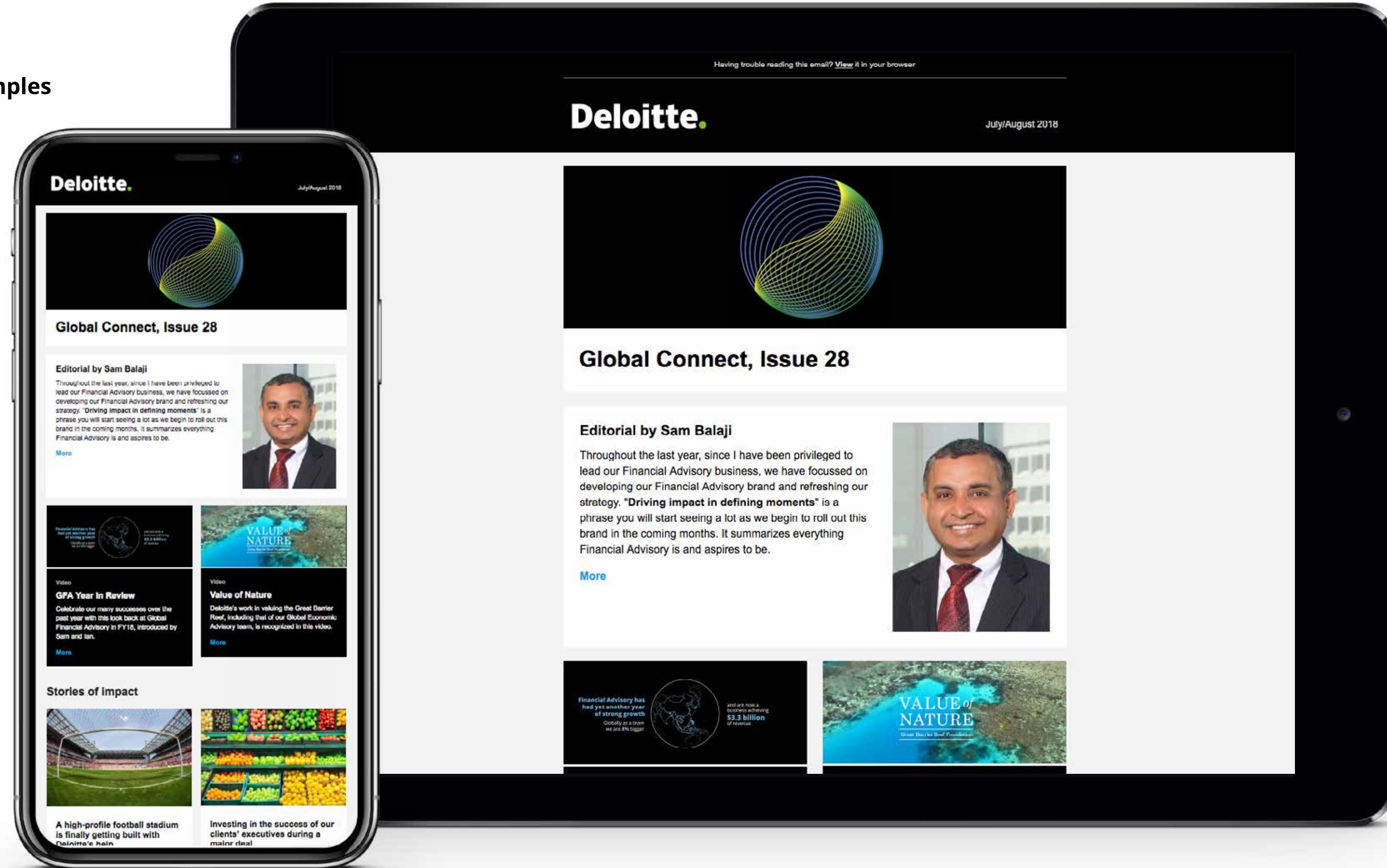
The logo is positioned top left wherever possible, with a margin measured at 1/30th of the diagonal.



## The Deloitte Financial Advisory visual identity

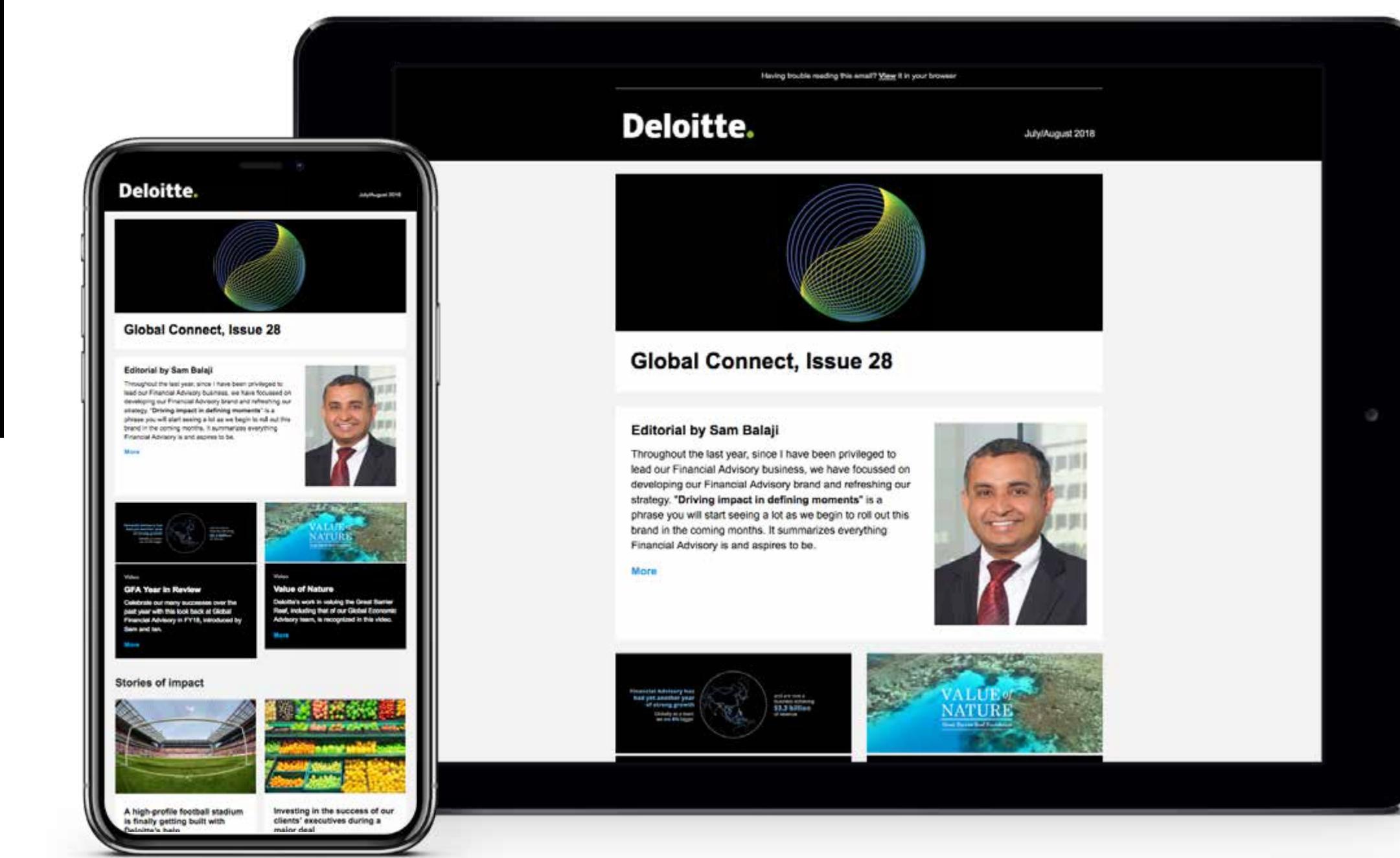
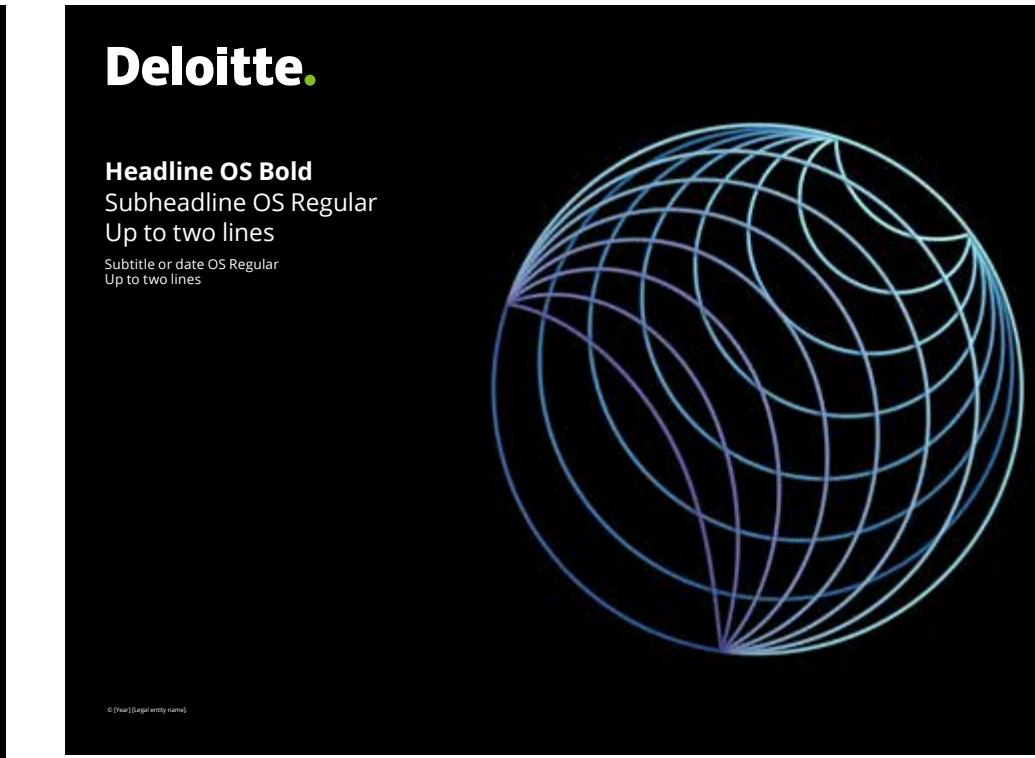
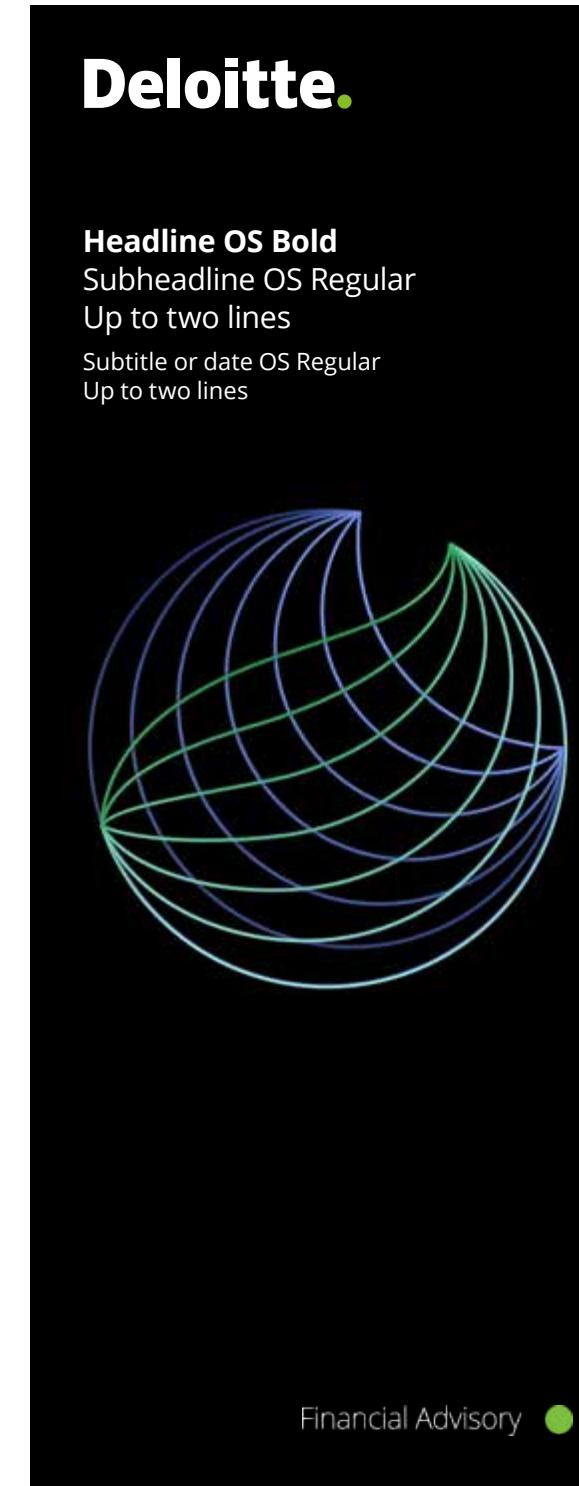
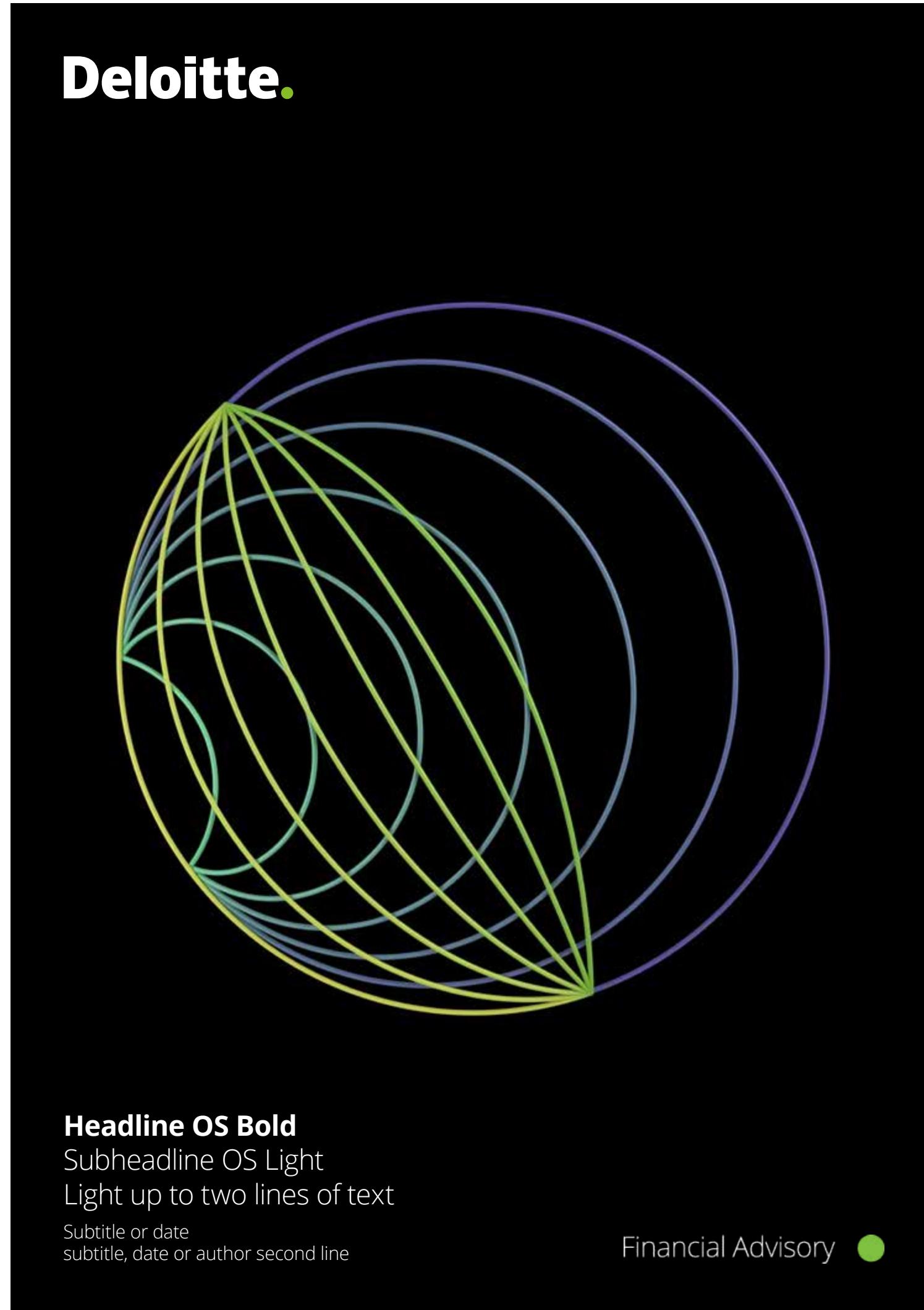
# Brand in use

### Digital application examples



# The Deloitte Financial Advisory visual identity

# Brand in use summary



## The Deloitte Financial Advisory visual identity

# Brand on a page

### Logo

**Deloitte.**

### Identifier

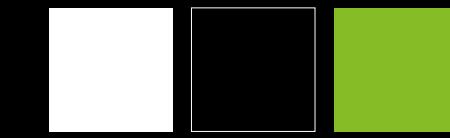
Financial Advisory



### Strapline

Driving impact in  
defining moments

### Colour palette



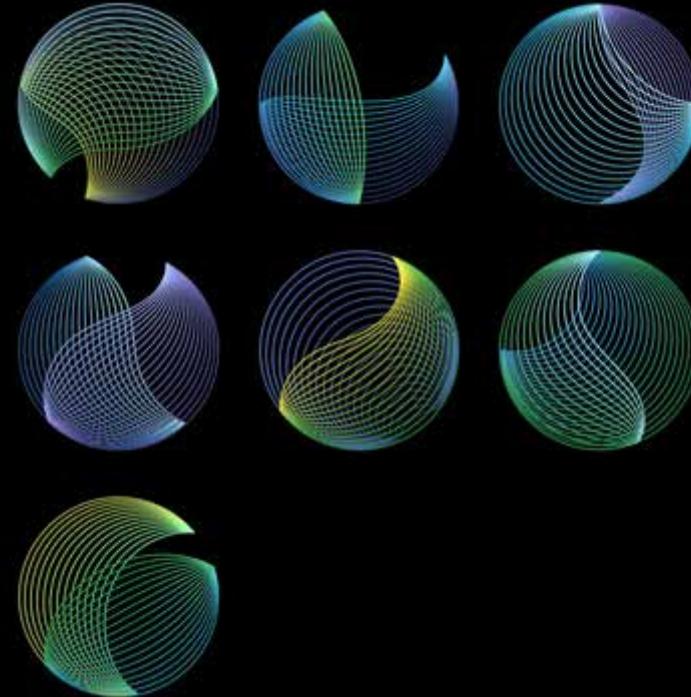
### Primary typeface

Open Sans Light

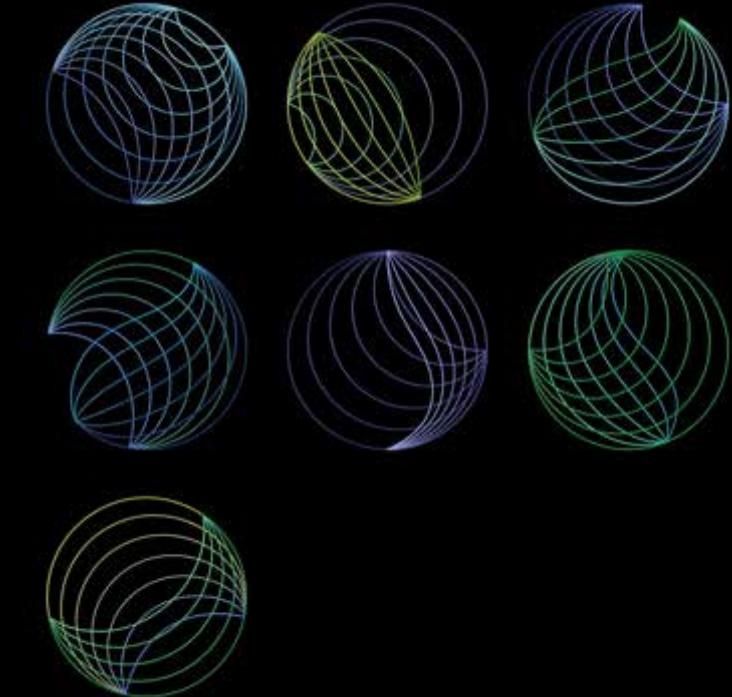
Open Sans Regular

**Open Sans Bold**

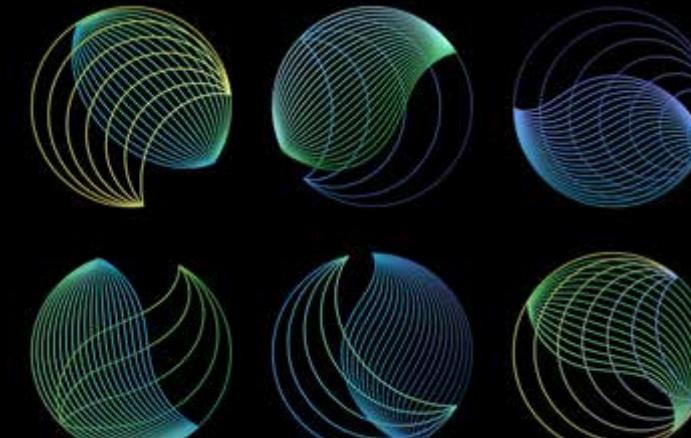
### Services & Solutions



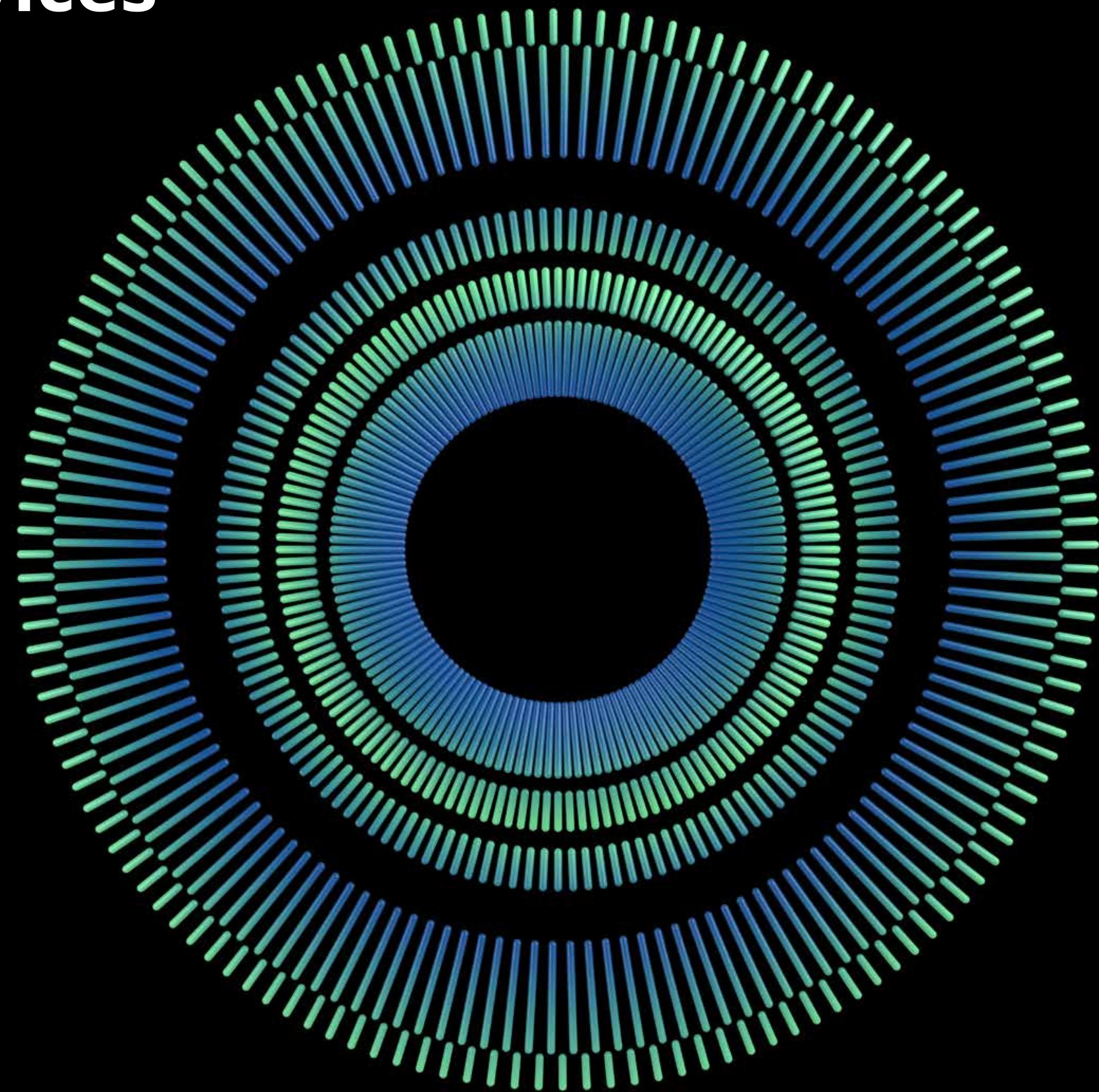
### Thought Leadership



### 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.

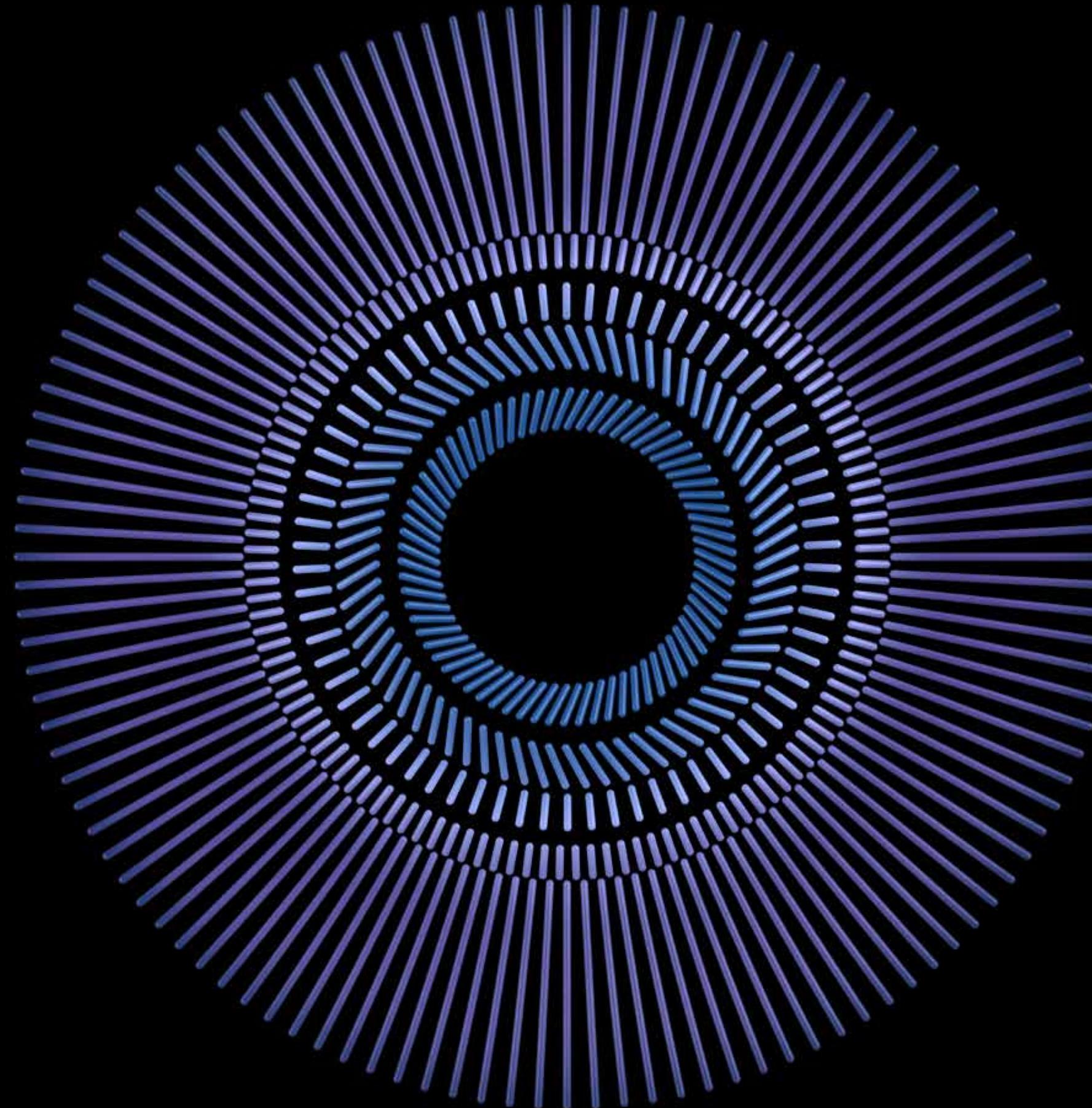
By evaluating tactical and strategic scenarios, we identify and execute, where suitable, financial and operational enhancements to help businesses succeed.

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

# The RS visual concept

## **Maximizing performance**

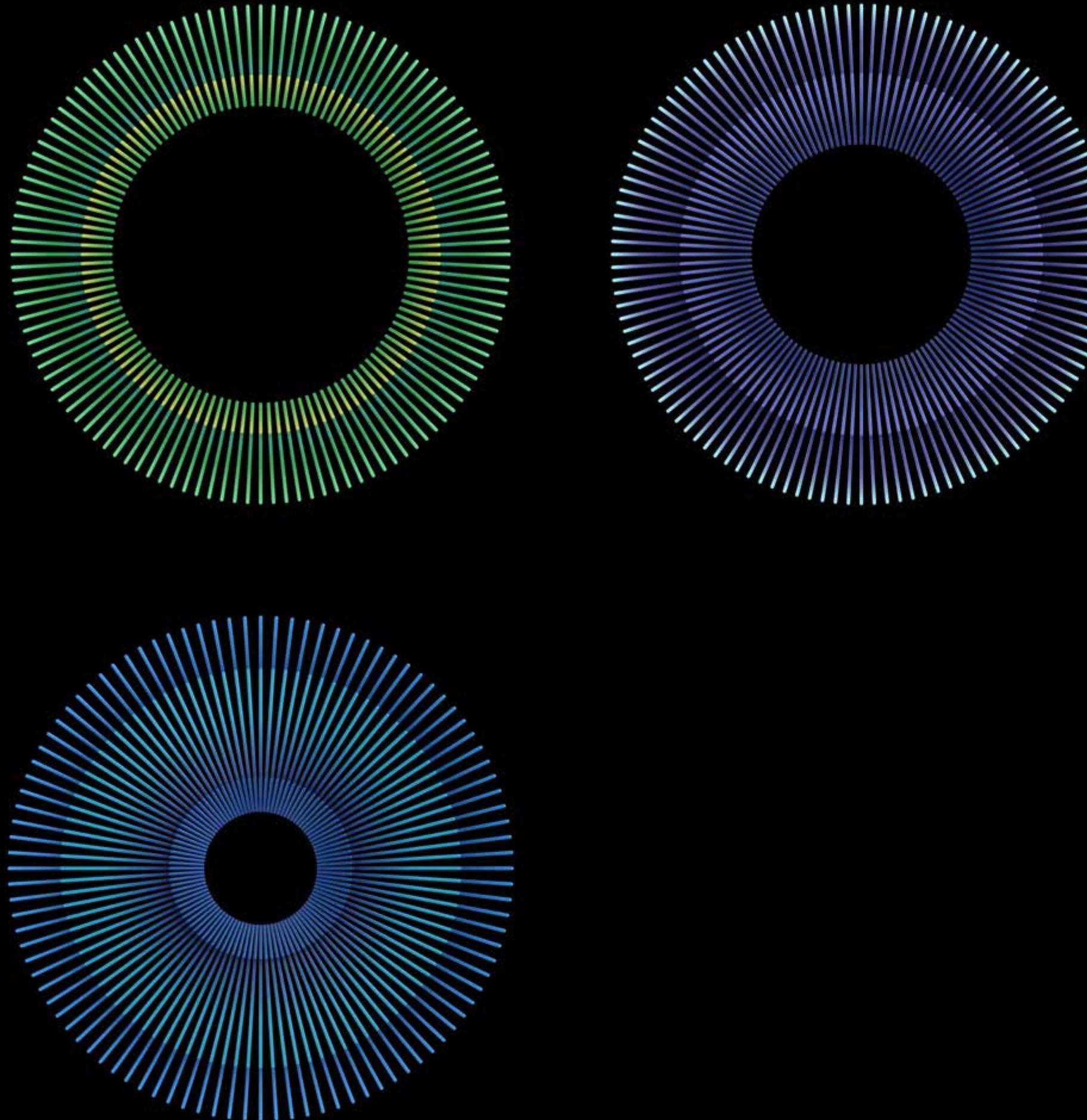
Our visual concept is born from our brand territory, 'Maximizing performance' and directly relates to our ability to power businesses through challenging times. The visual style represents machines and cogs, implying power and performance.



# The RS visual system

## **Steering the direction**

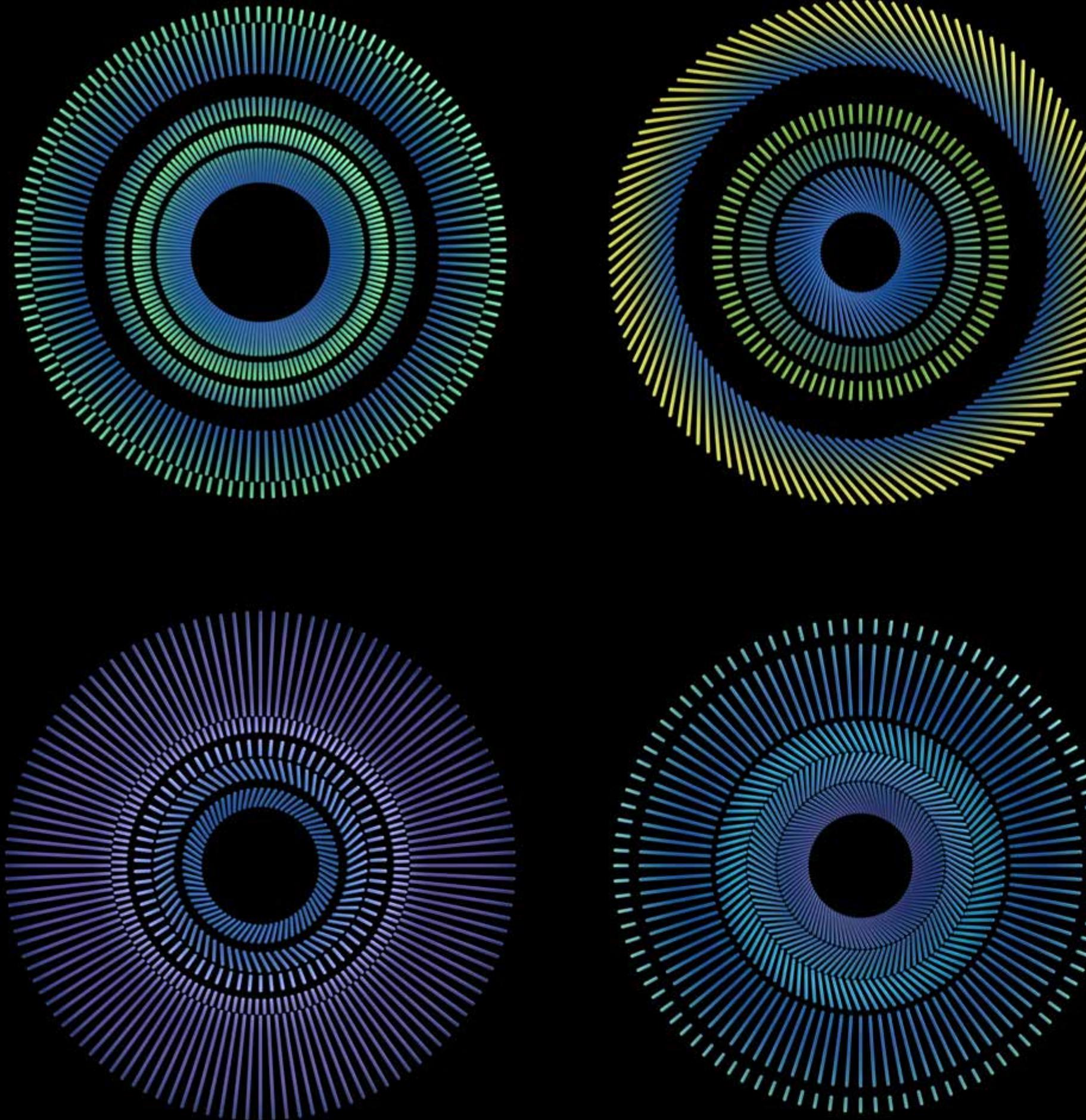
The sense of journey conveyed by these visuals demonstrates our ability to advise our clients through the most challenging, defining moments in the business lifecycle. They are best used in demonstrating how we work with clients, in new prospect meetings for example.



# The RS visual system

## **Analytics**

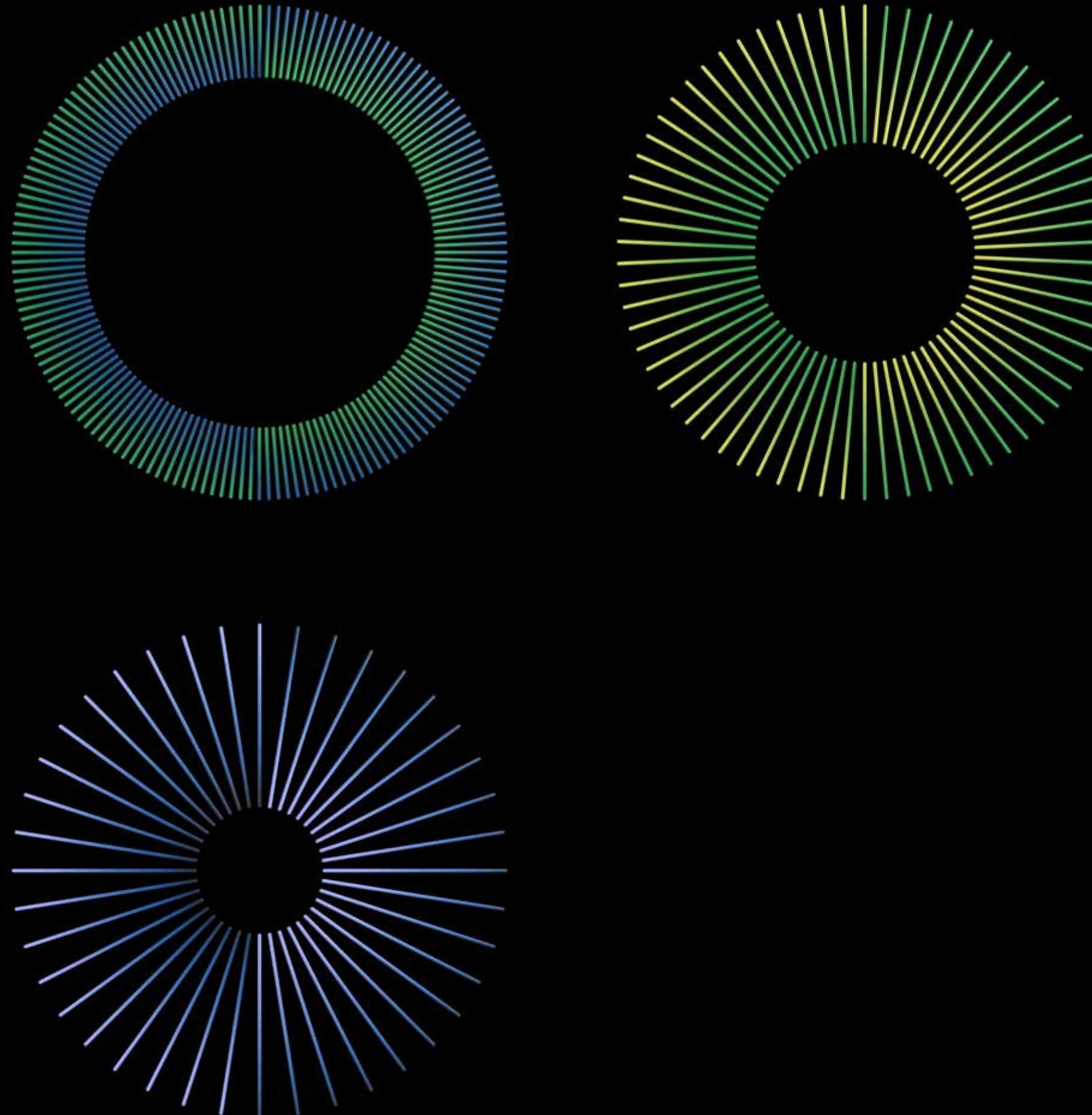
The intricacy and precision of these visuals represent our analytics capabilities, which sit at the heart of our business. They are best used when we are demonstrating or referring to these capabilities.



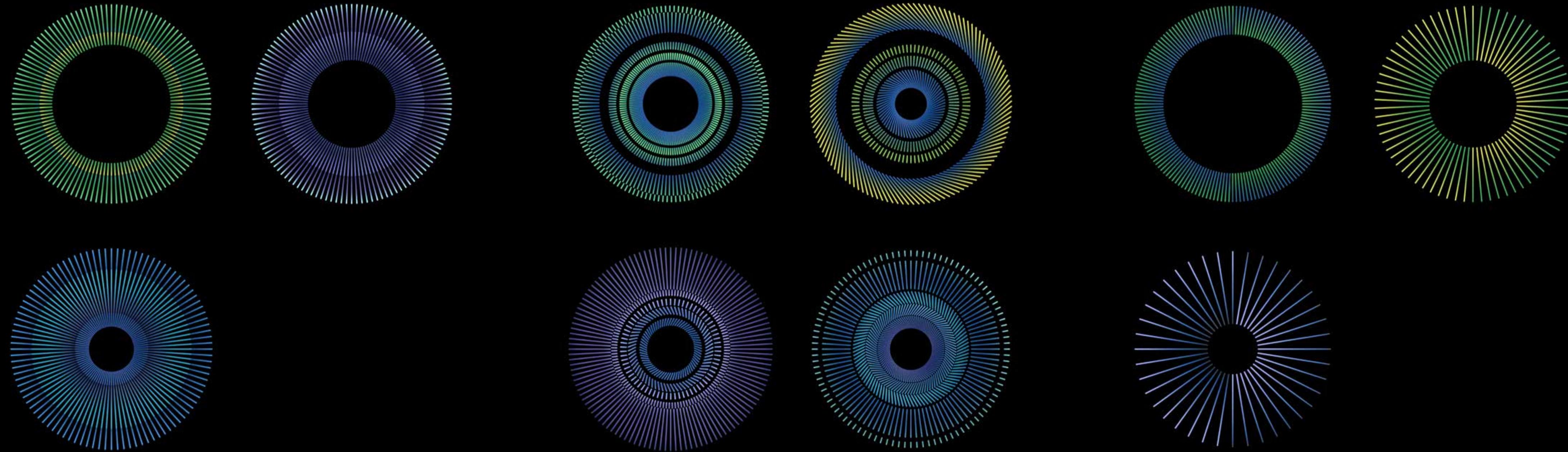
# The RS visual system

## **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

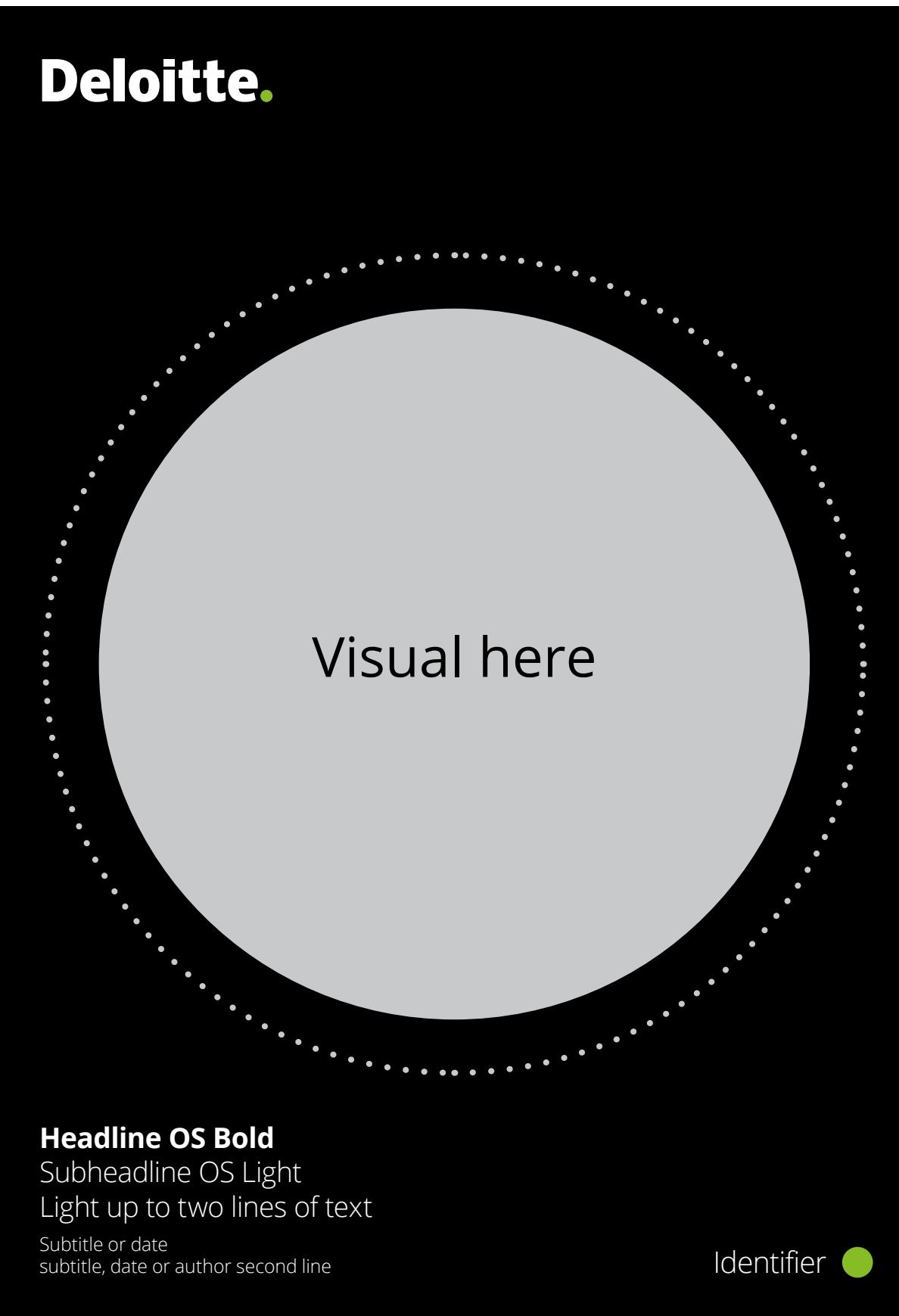
# Usage

### 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.

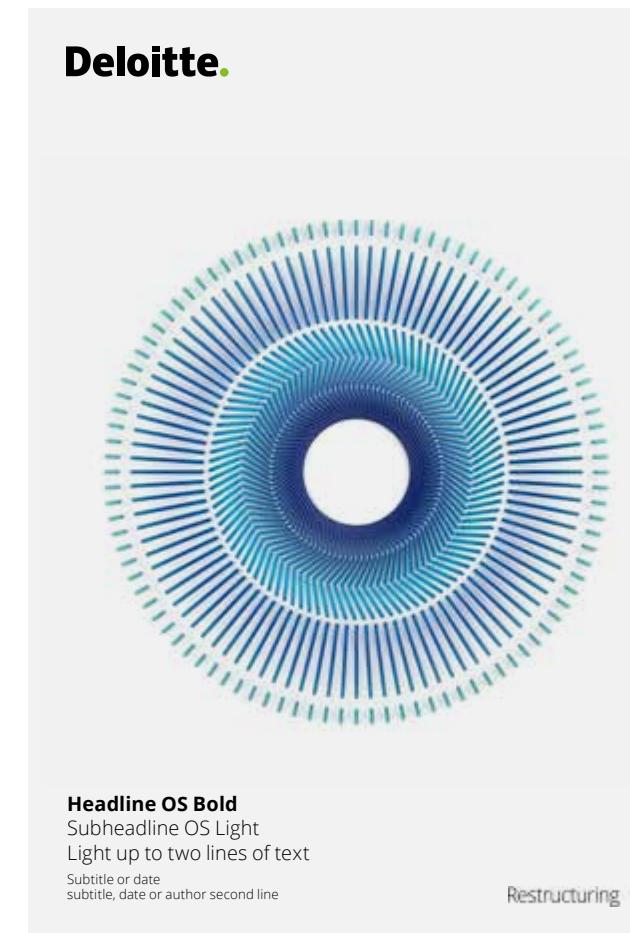
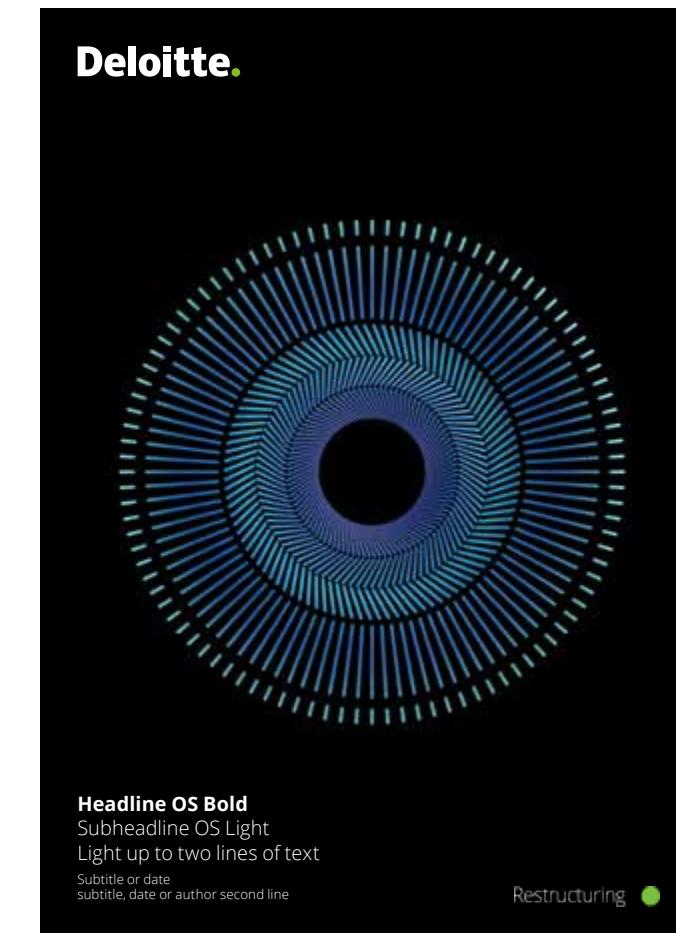
### Clear space size and position

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.

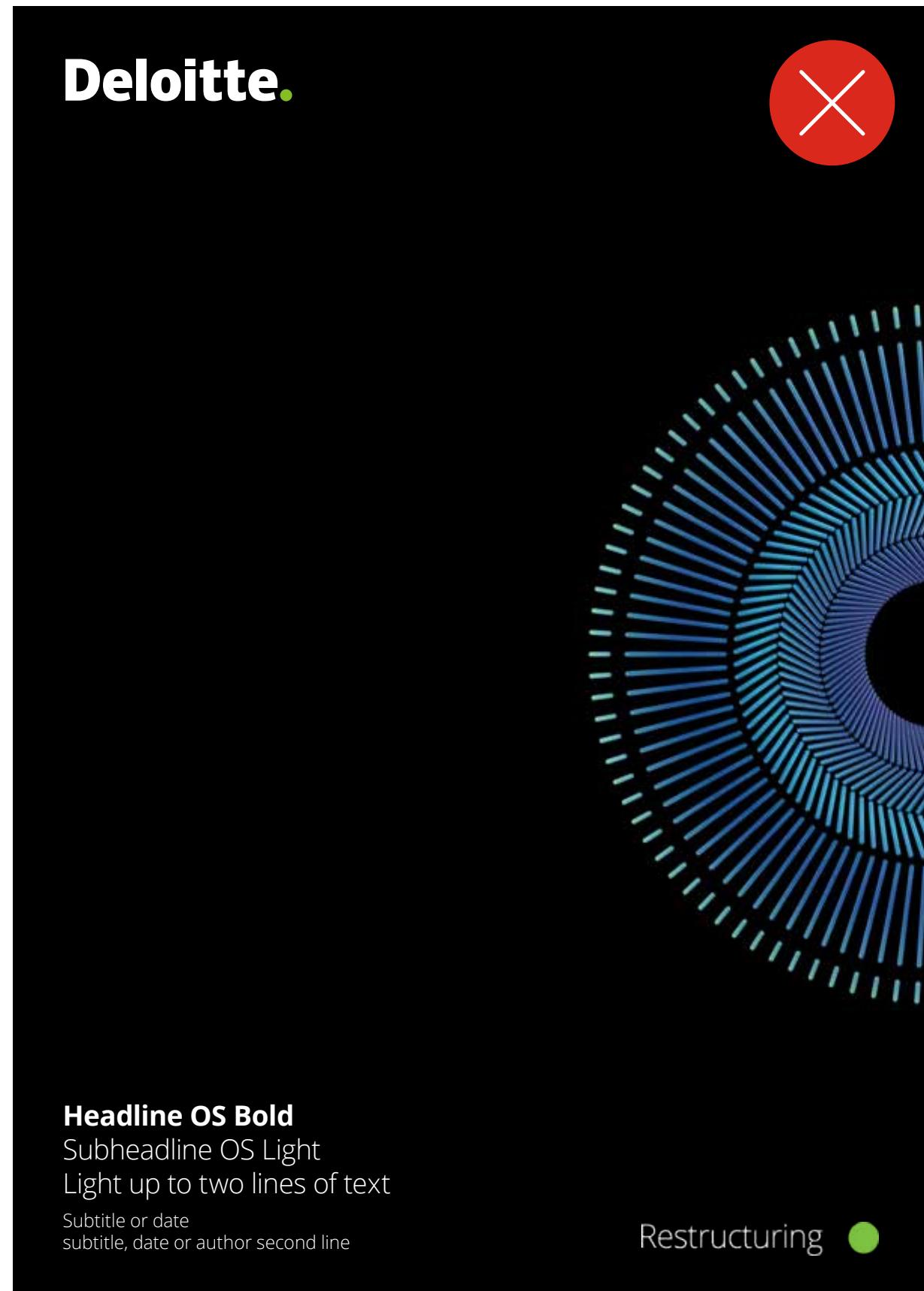


## Restructuring Services

# Usage

### Visual 'Don'ts'

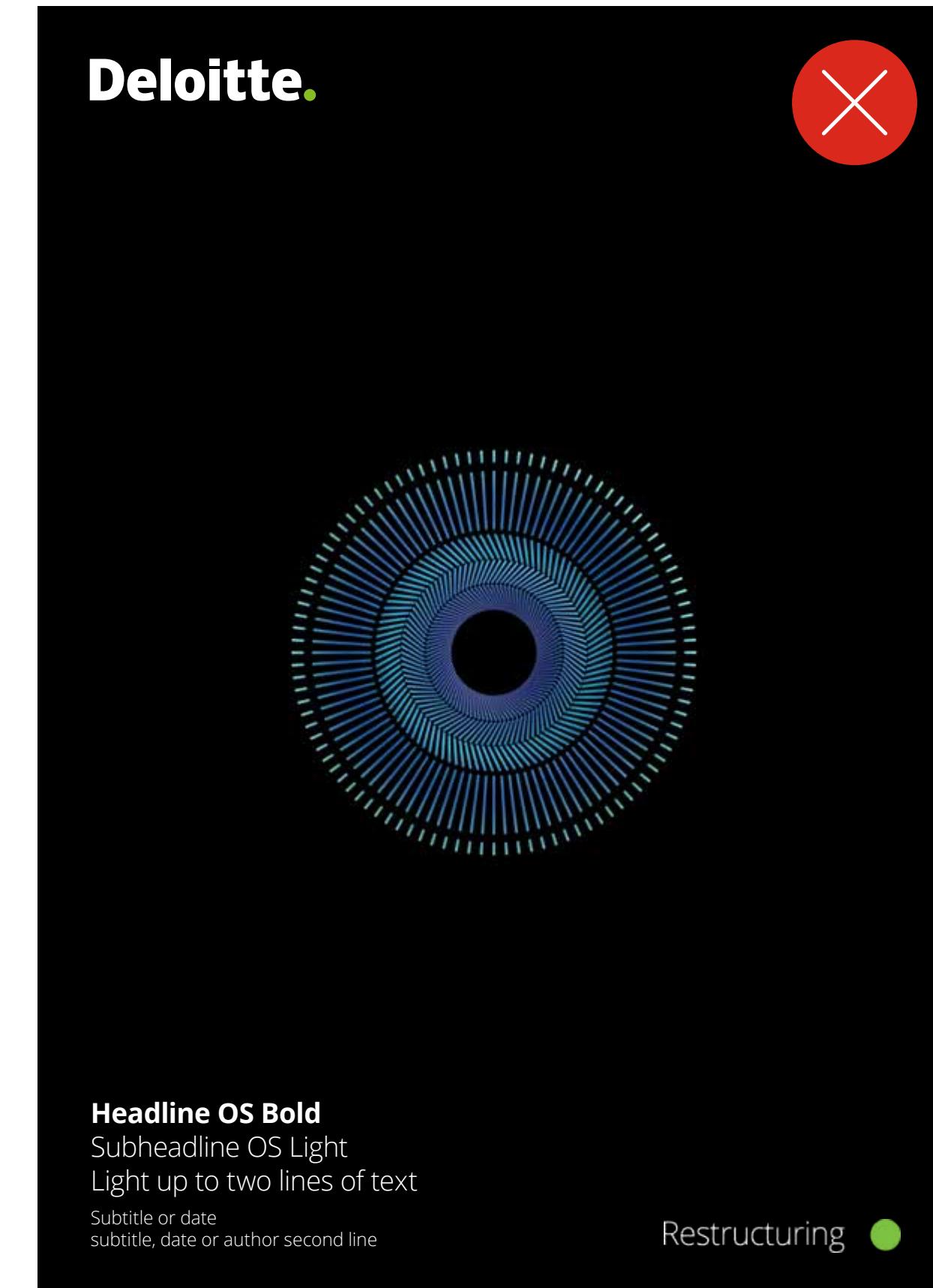
Don't place the image off-center



Don't put text over a circular image



Avoid making the visual too small



## Restructuring Services

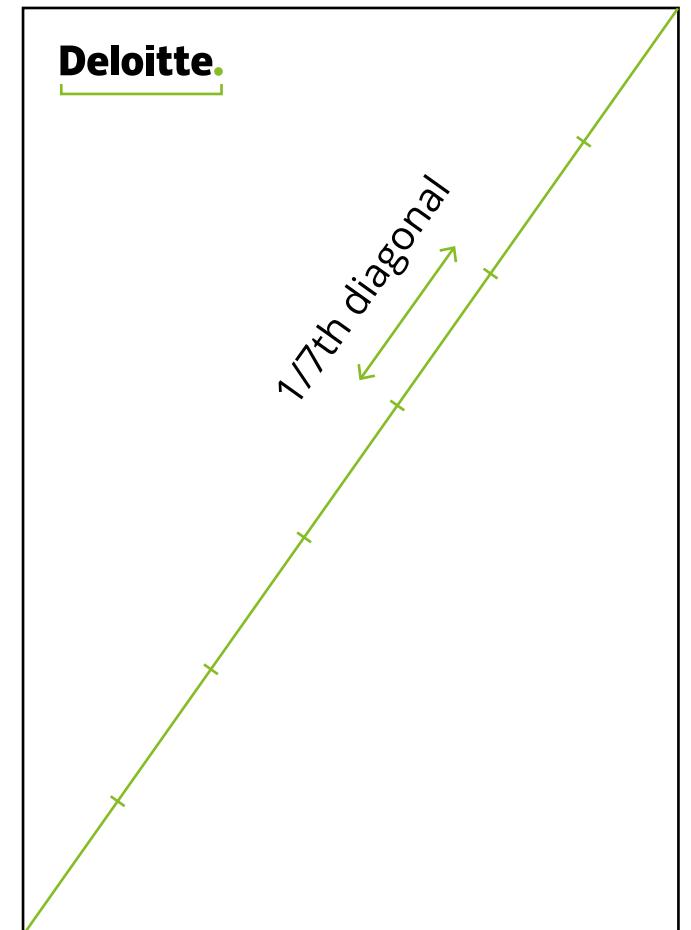
# Brand in use

### Brochure (Portrait)

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

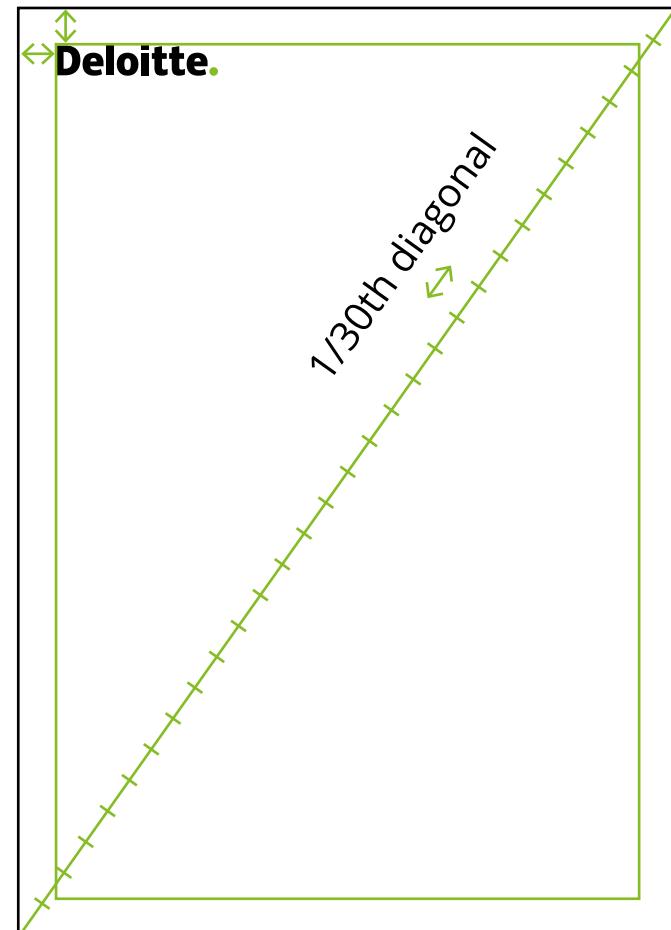
#### Logo sizing

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.



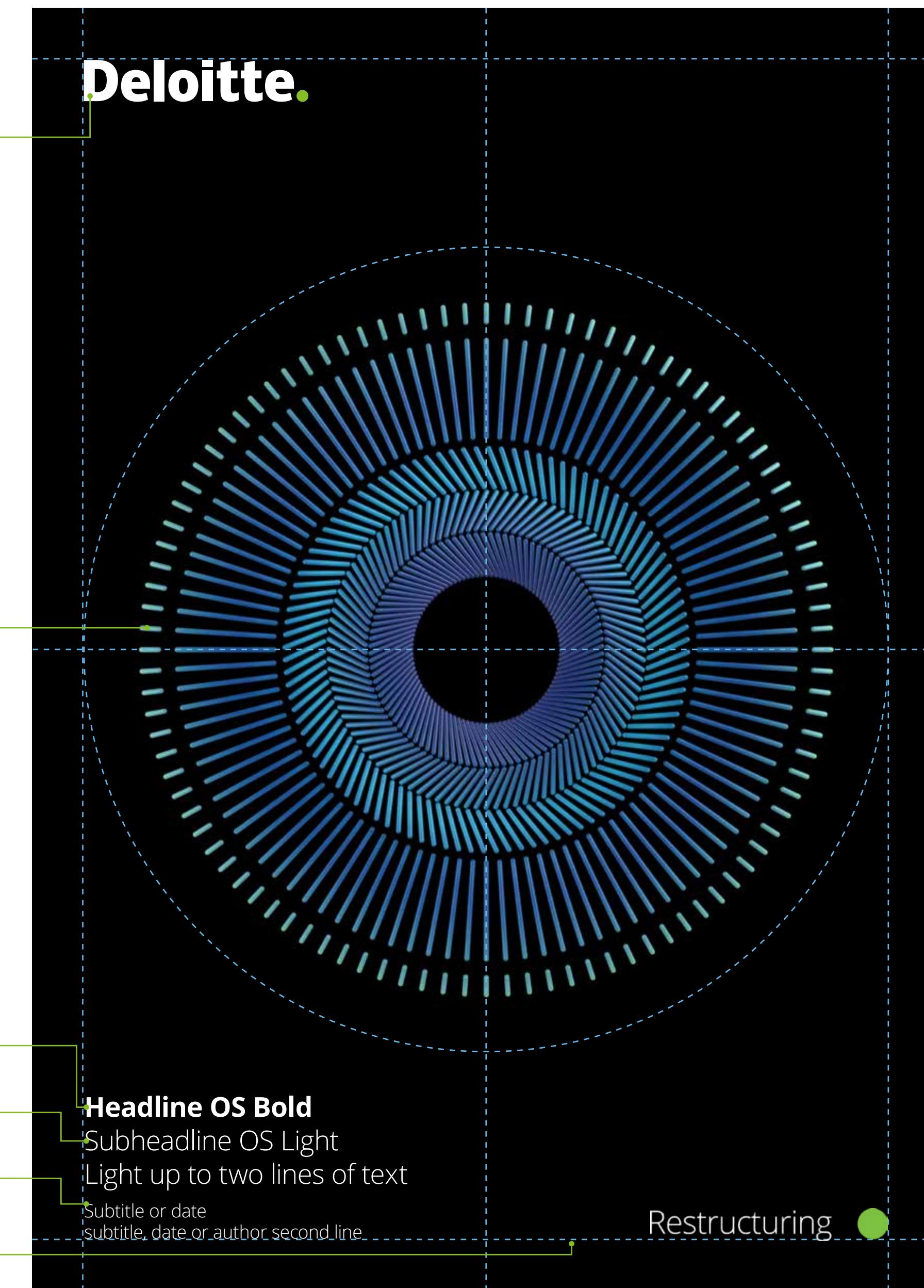
#### Logo

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

**Deloitte.**

#### 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

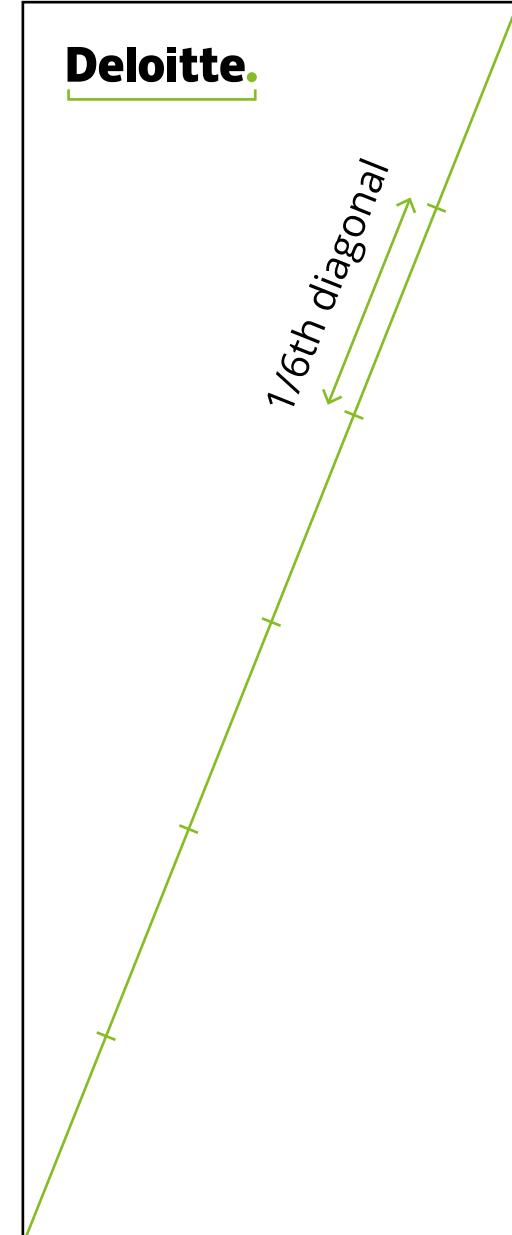
# Brand in use

### Banner (Portrait)

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

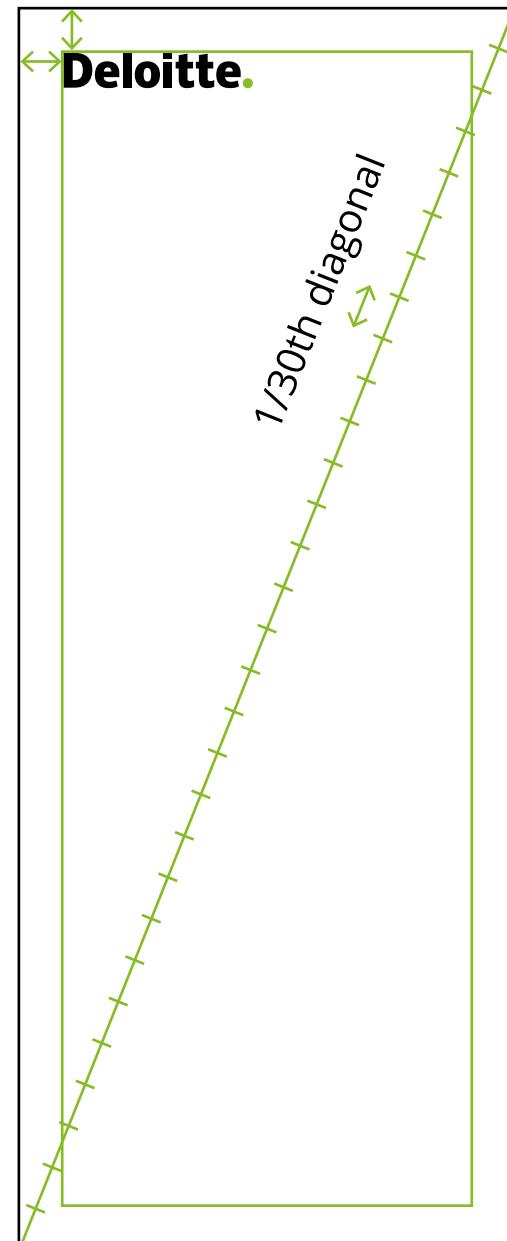
#### Logo sizing

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

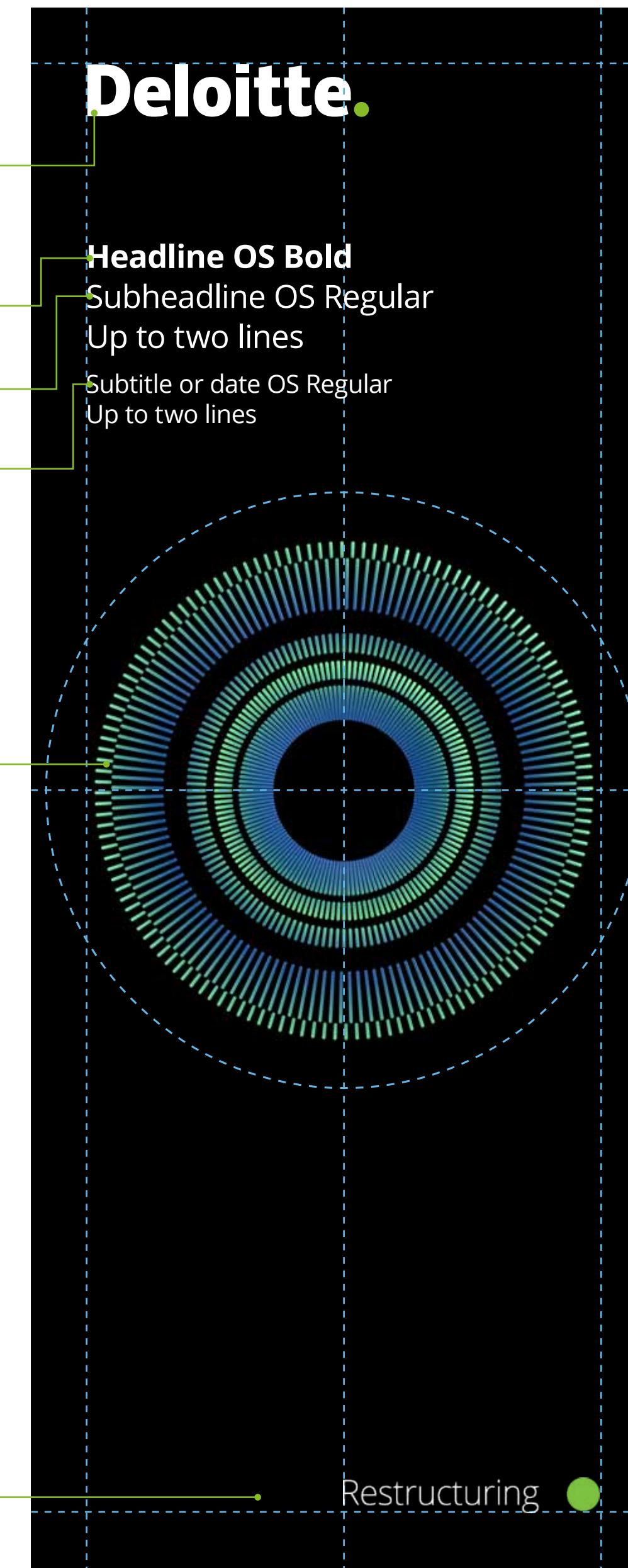
Open Sans Regular.

#### Visual

Centred to layout.  
Aligned to left and right margins.

#### Identifier

Aligned to bottom and right margins.



## Restructuring Services

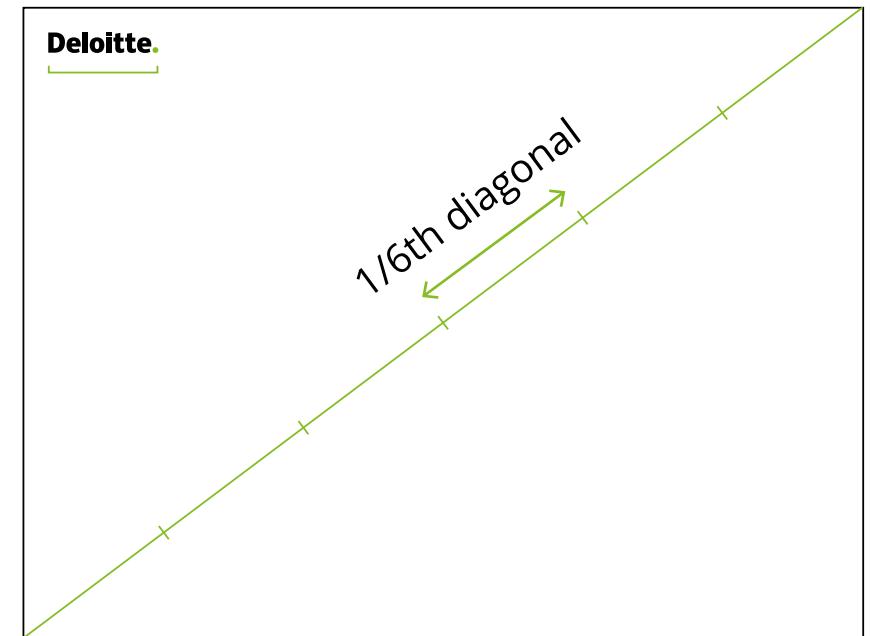
# Brand in use

### Banner (Landscape)

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

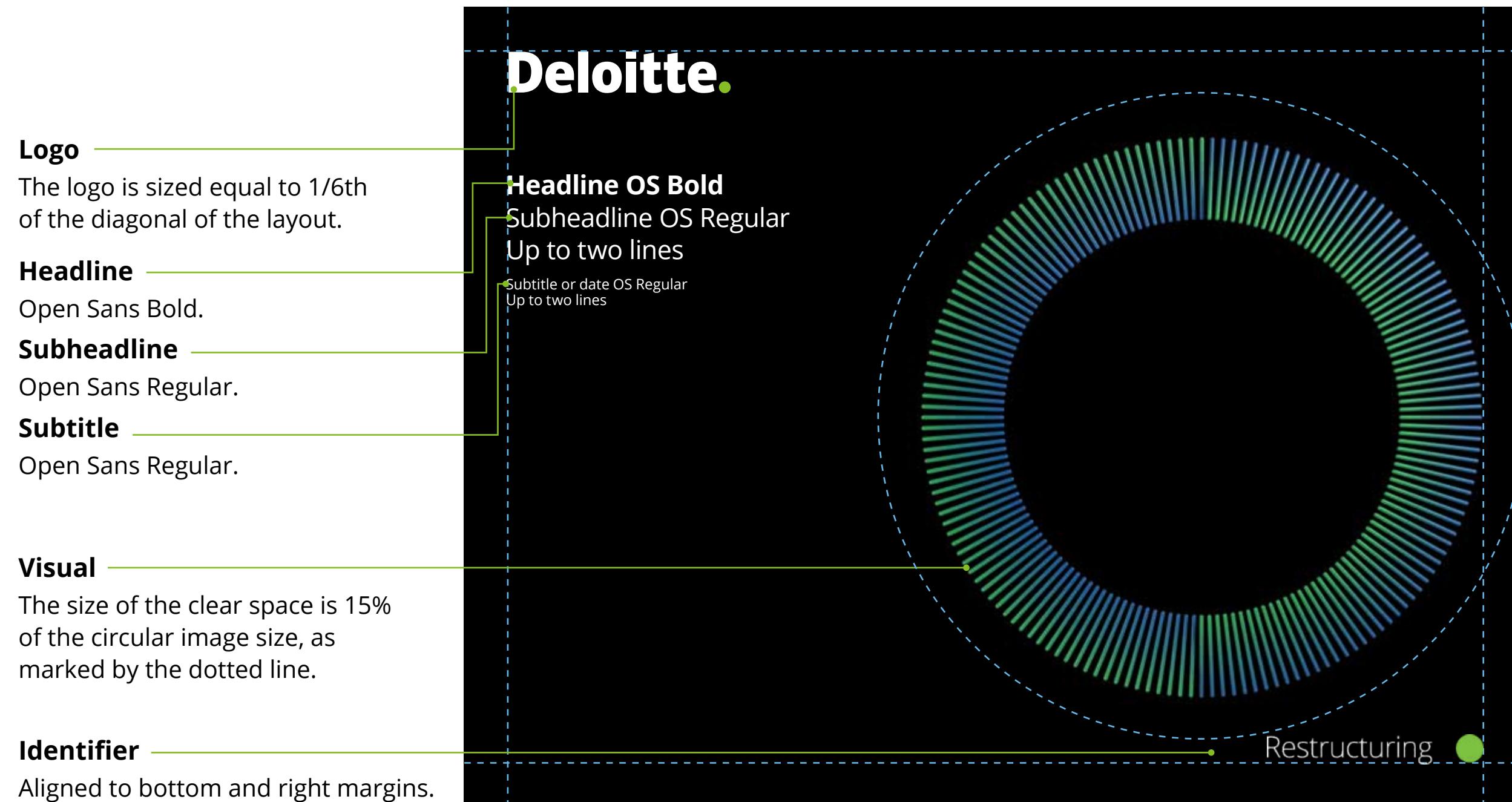
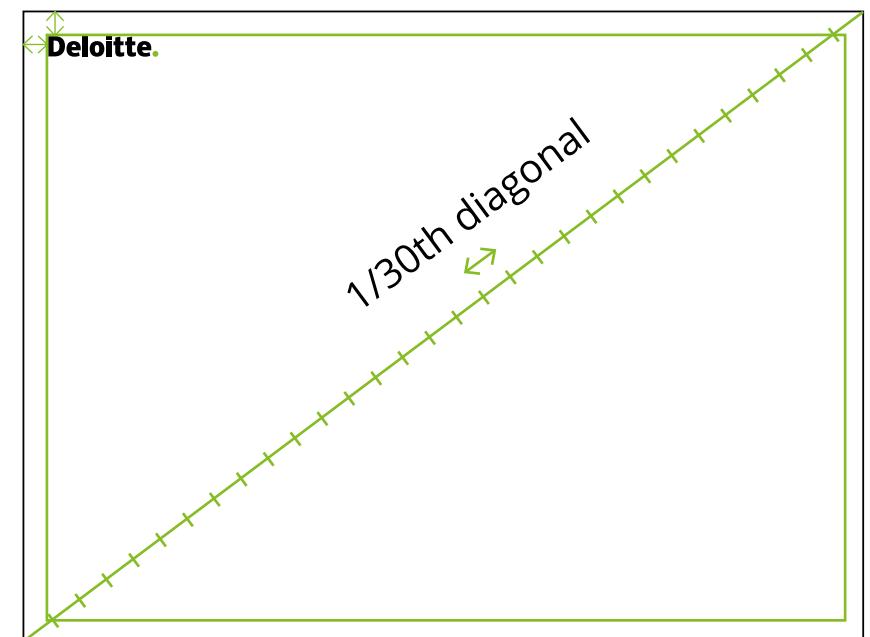
#### Logo sizing

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



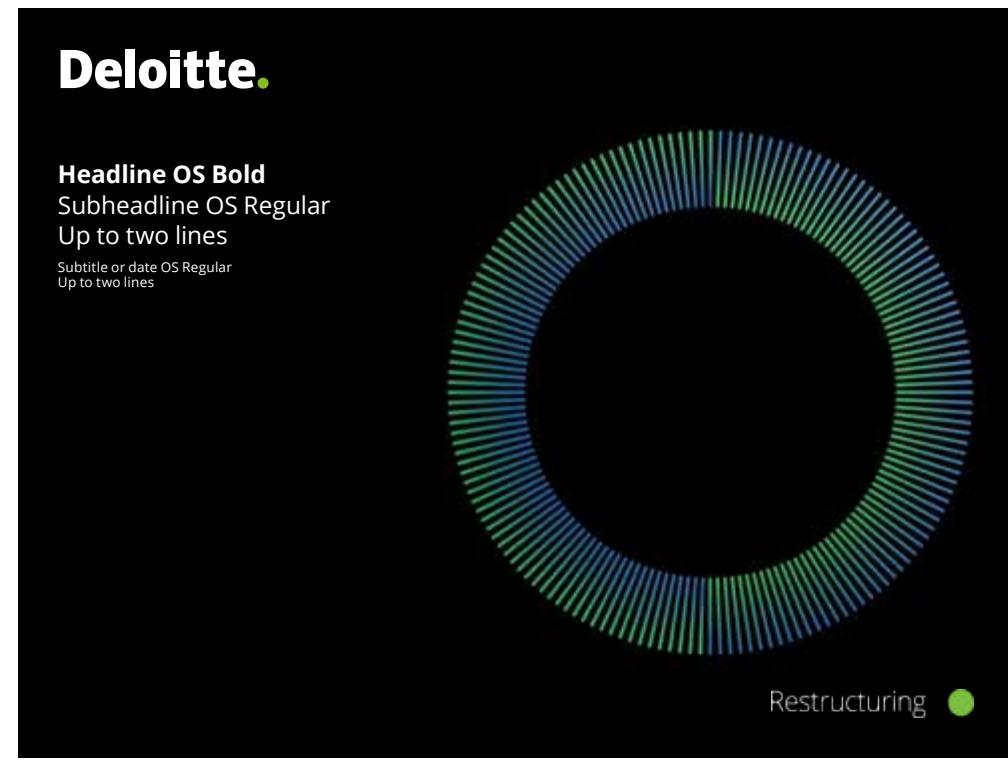
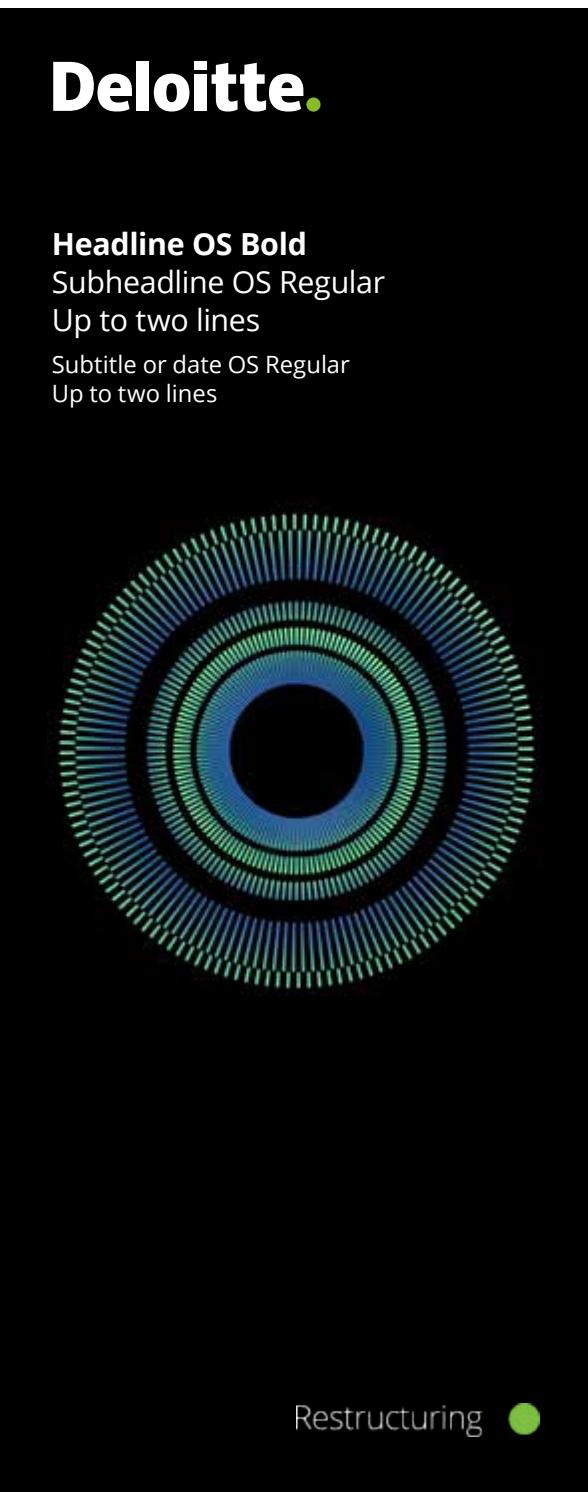
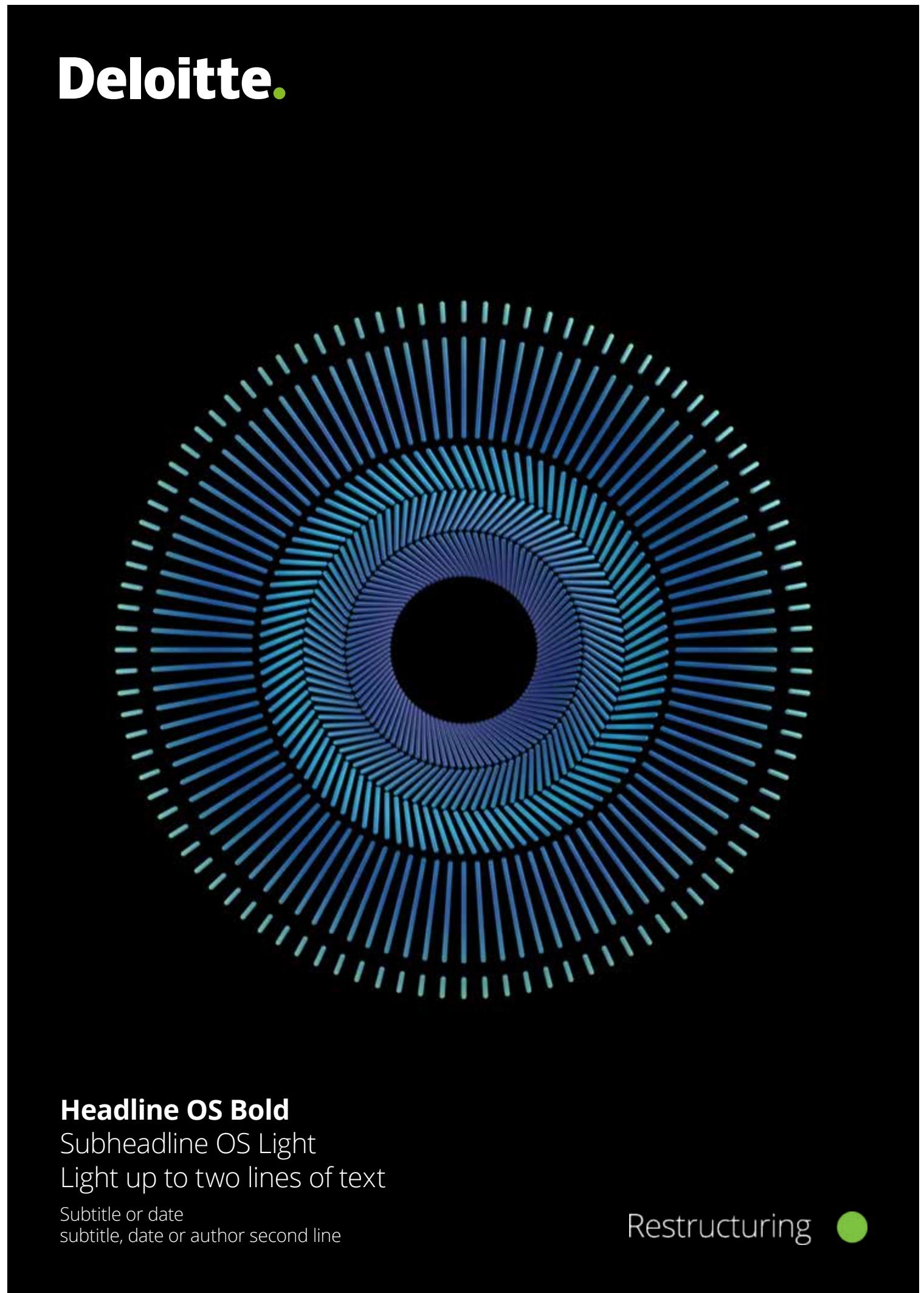
#### Logo position

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



## Restructuring Services

# Brand in use summary



## Restructuring Services

# Brand on a page

### Logo

**Deloitte.**

### Identifier

Restructuring



### Strapline

Driving impact in  
defining moments

### Colour palette



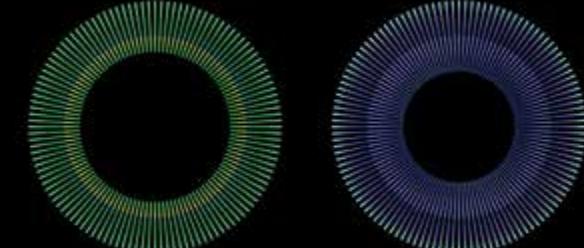
### Primary typeface

Open Sans Light

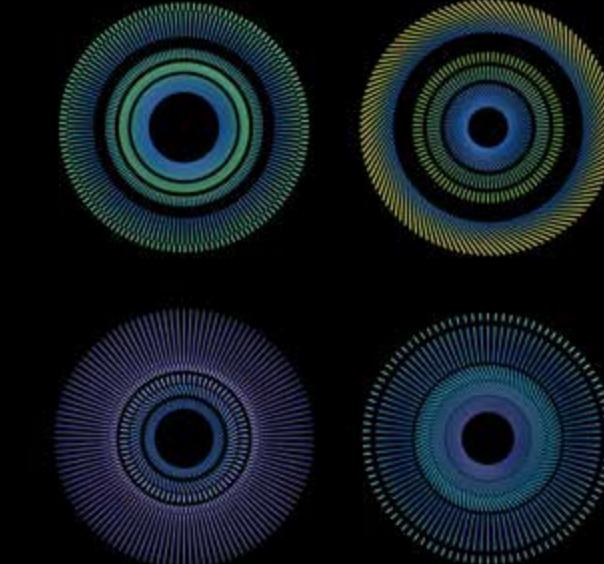
Open Sans Regular

**Open Sans Bold**

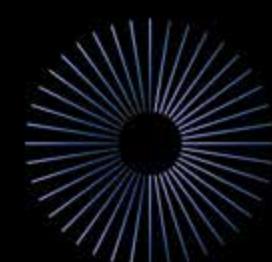
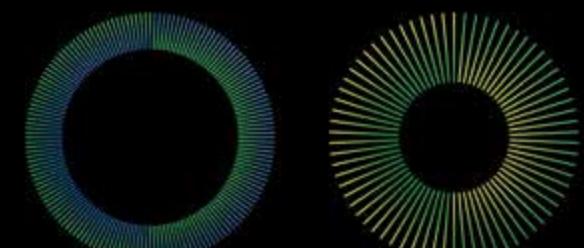
### Steering the direction



### Analytics



### Responsiveness & Adaptability







# 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.

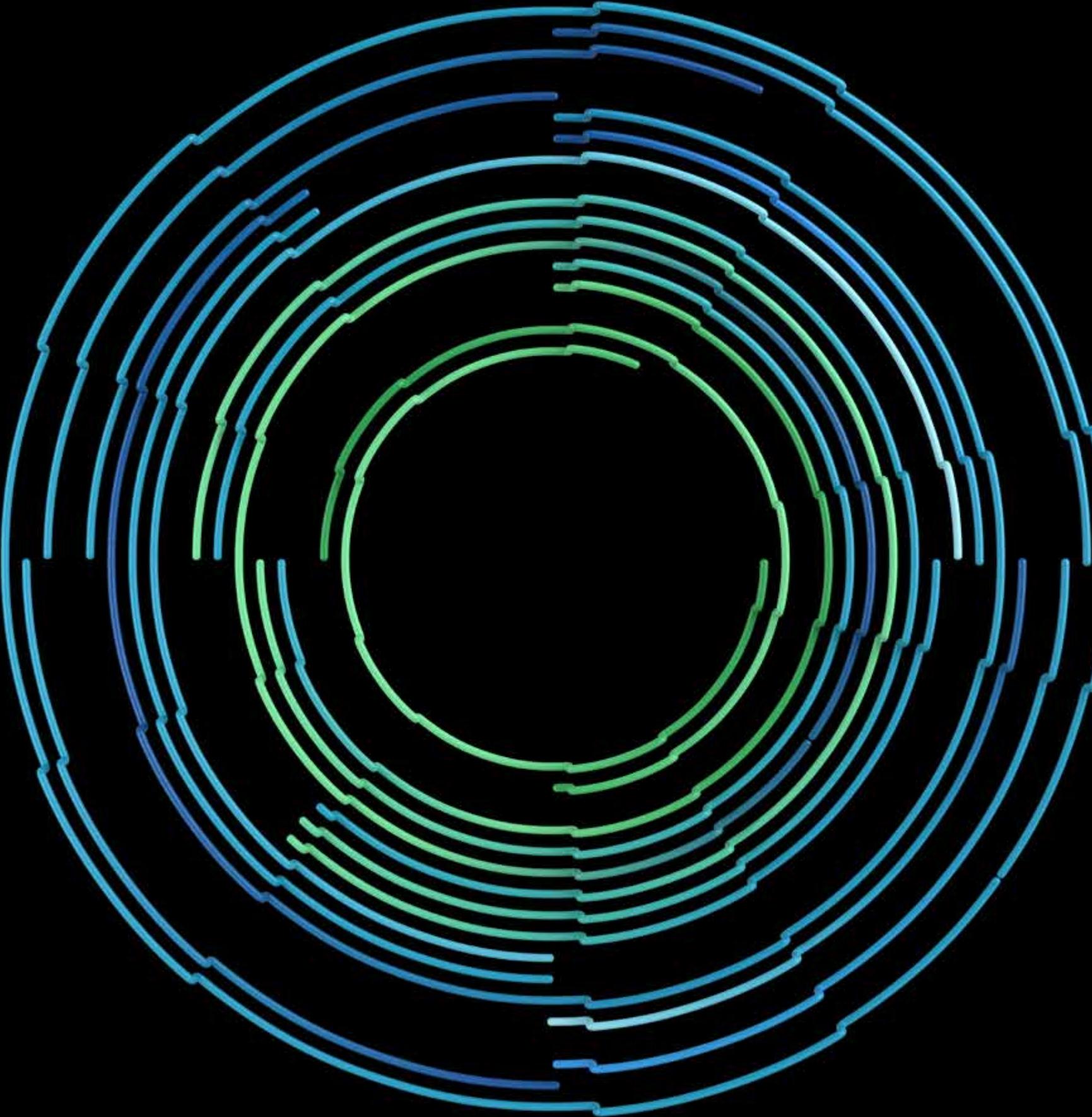
Deloitte Forensic connects deep technical and industry insight with cutting-edge analytics and technology to provide tailored solutions to the most complex investigations and disputes.

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

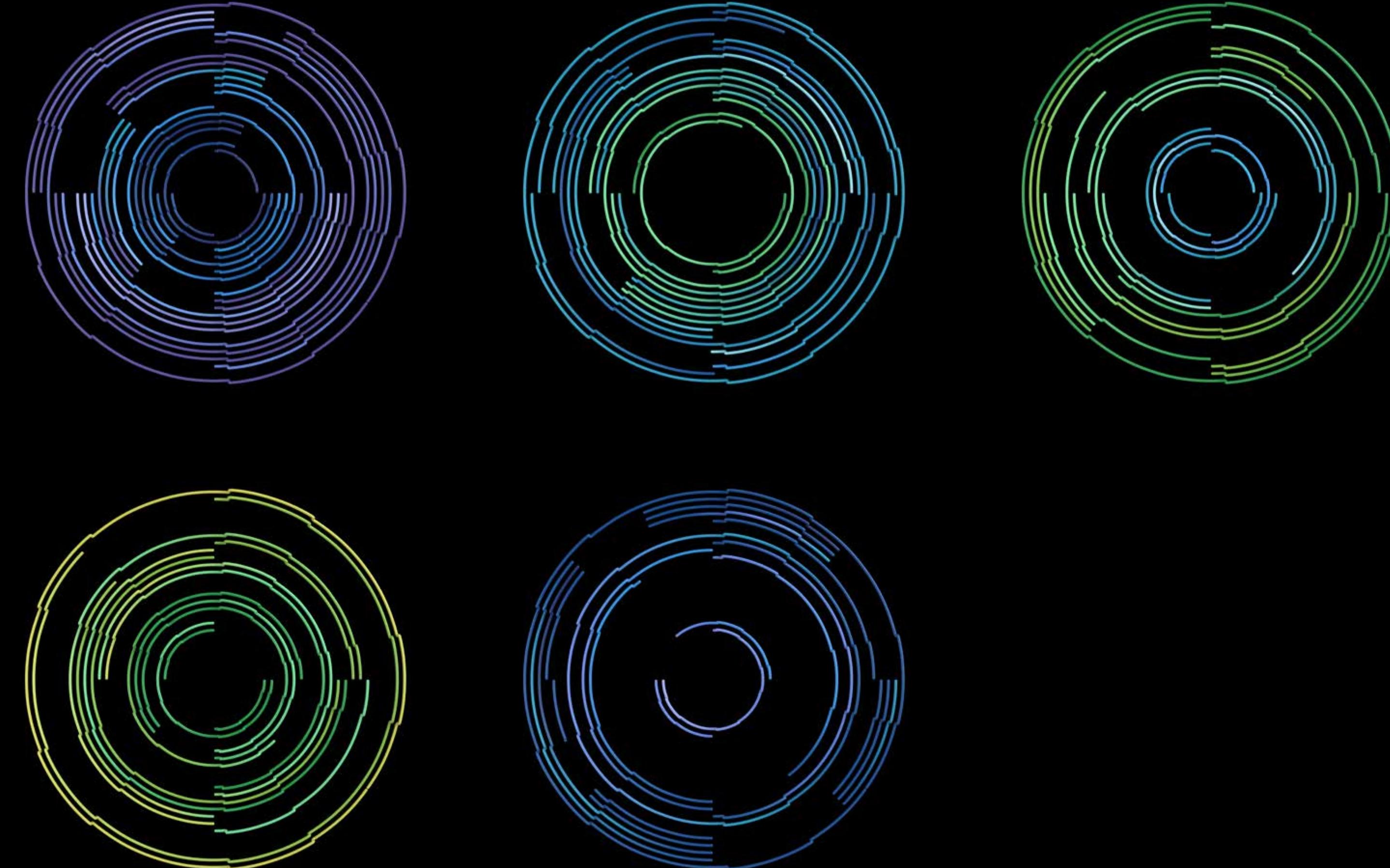
## **Foresee and Resolve**

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

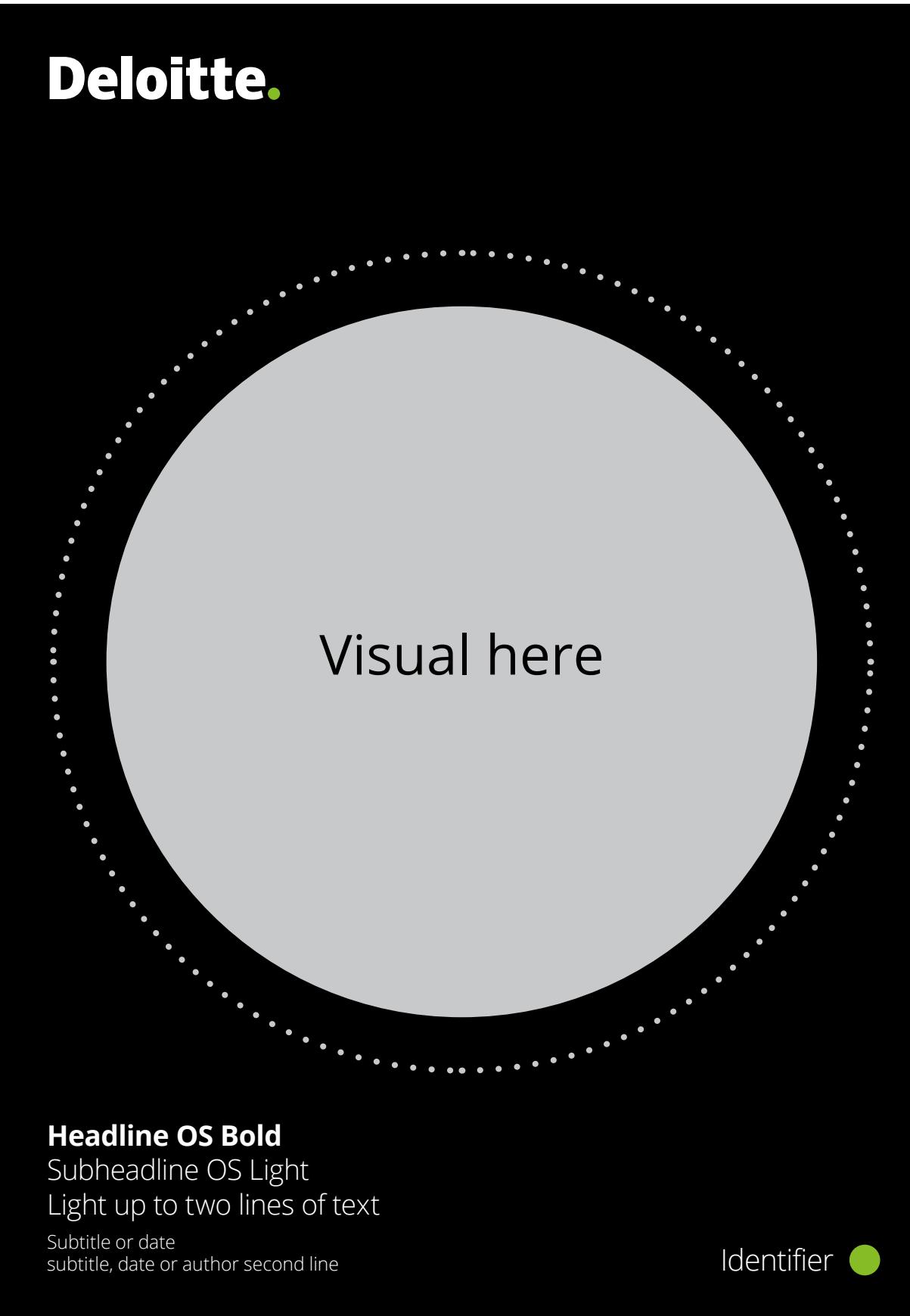
# Usage

## 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.

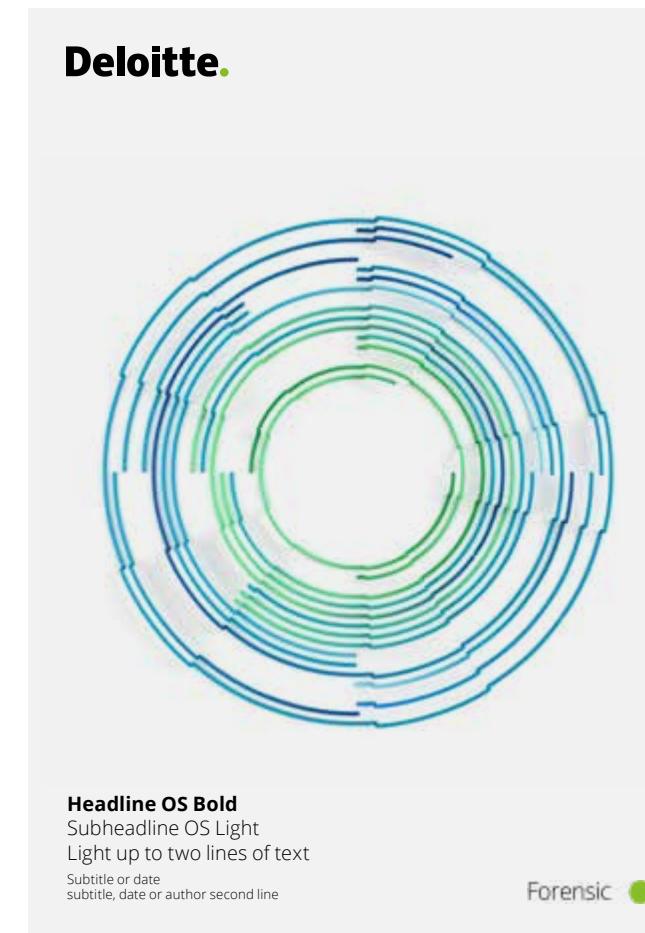
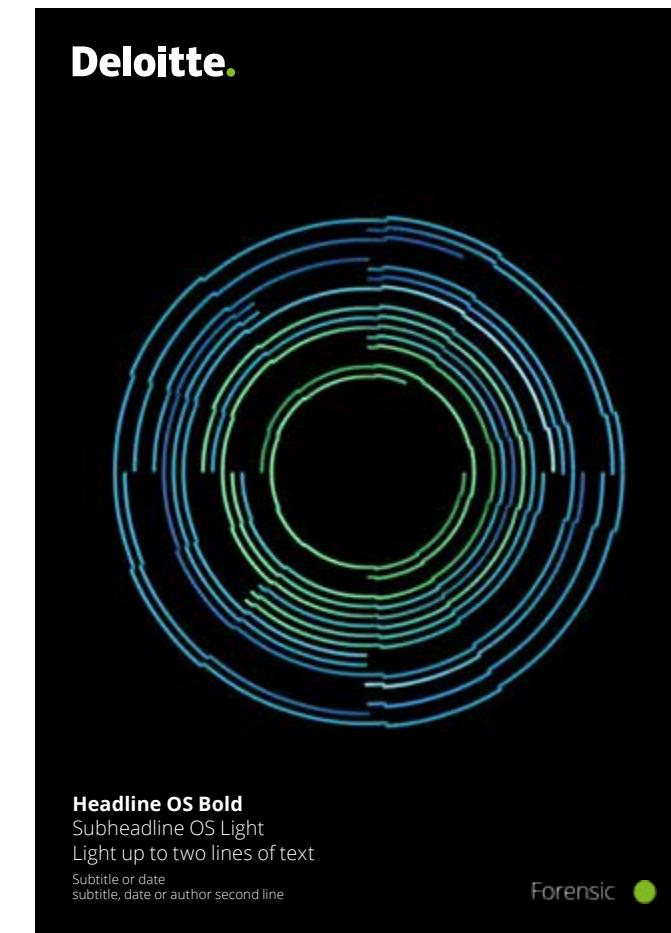
## Clear space size and position

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

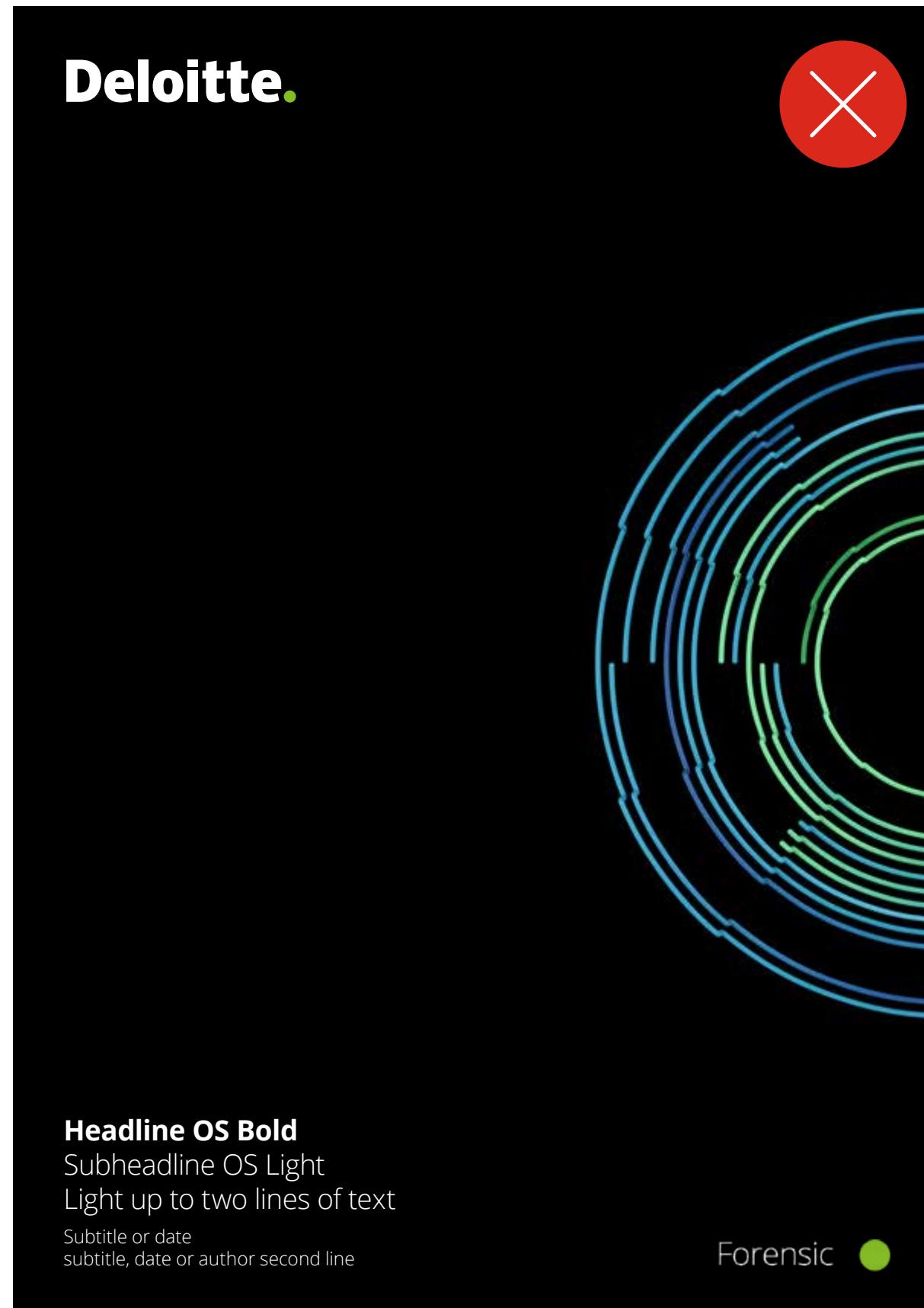
The visuals may be used on either black or white backgrounds.



# Usage

## Visual 'Don'ts'

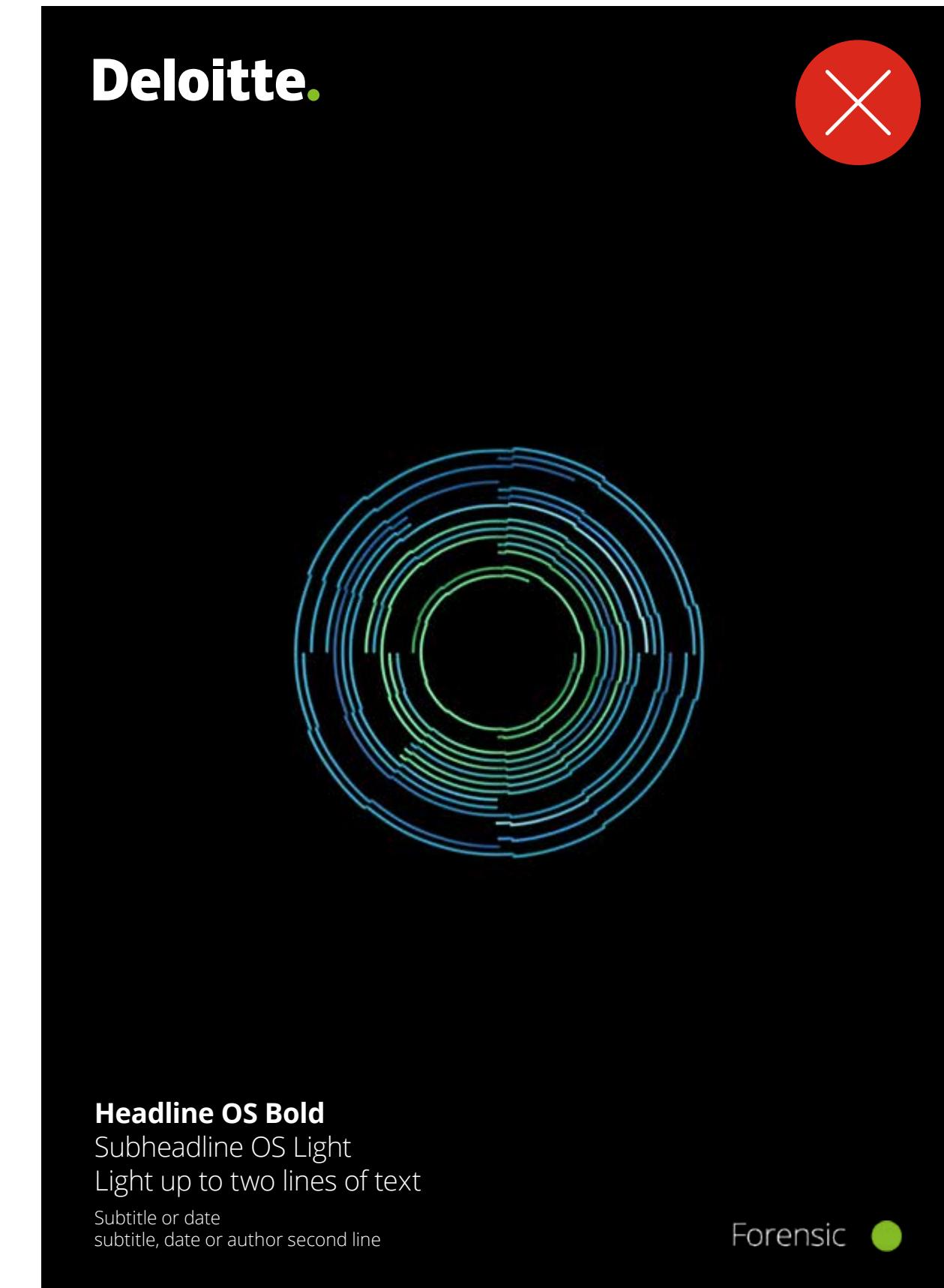
Don't place the image off-center



Don't put text over a circular image



Avoid making the visual too small



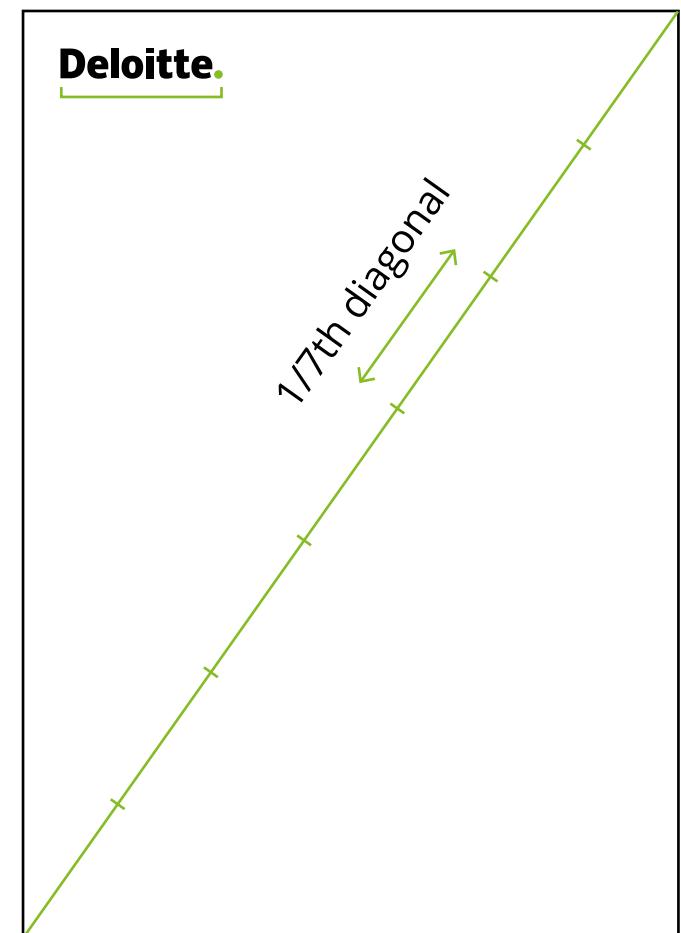
# Brand in use

## Brochure (Portrait)

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

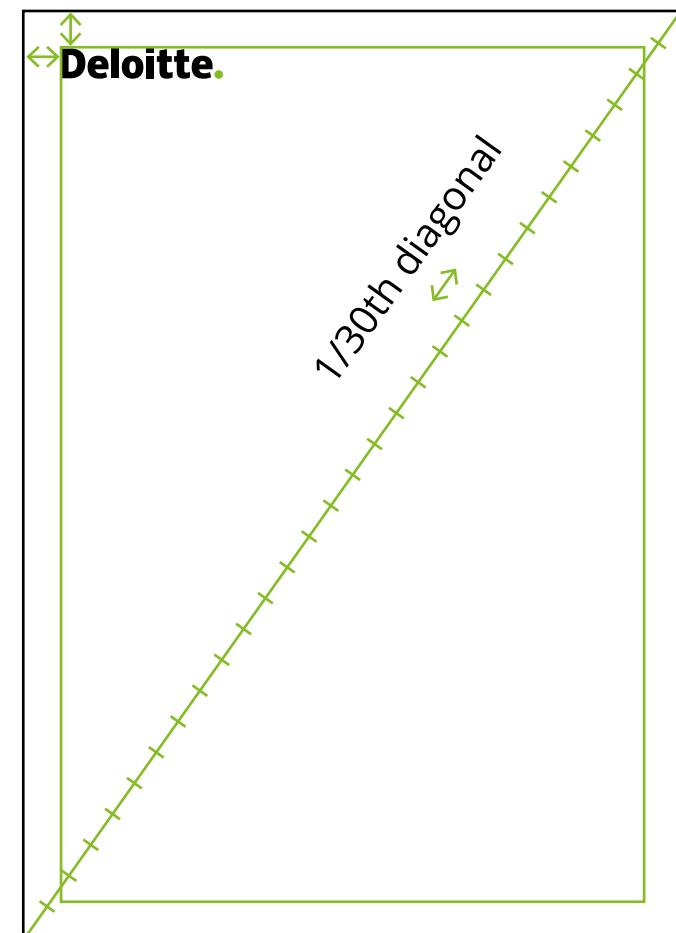
### Logo sizing

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



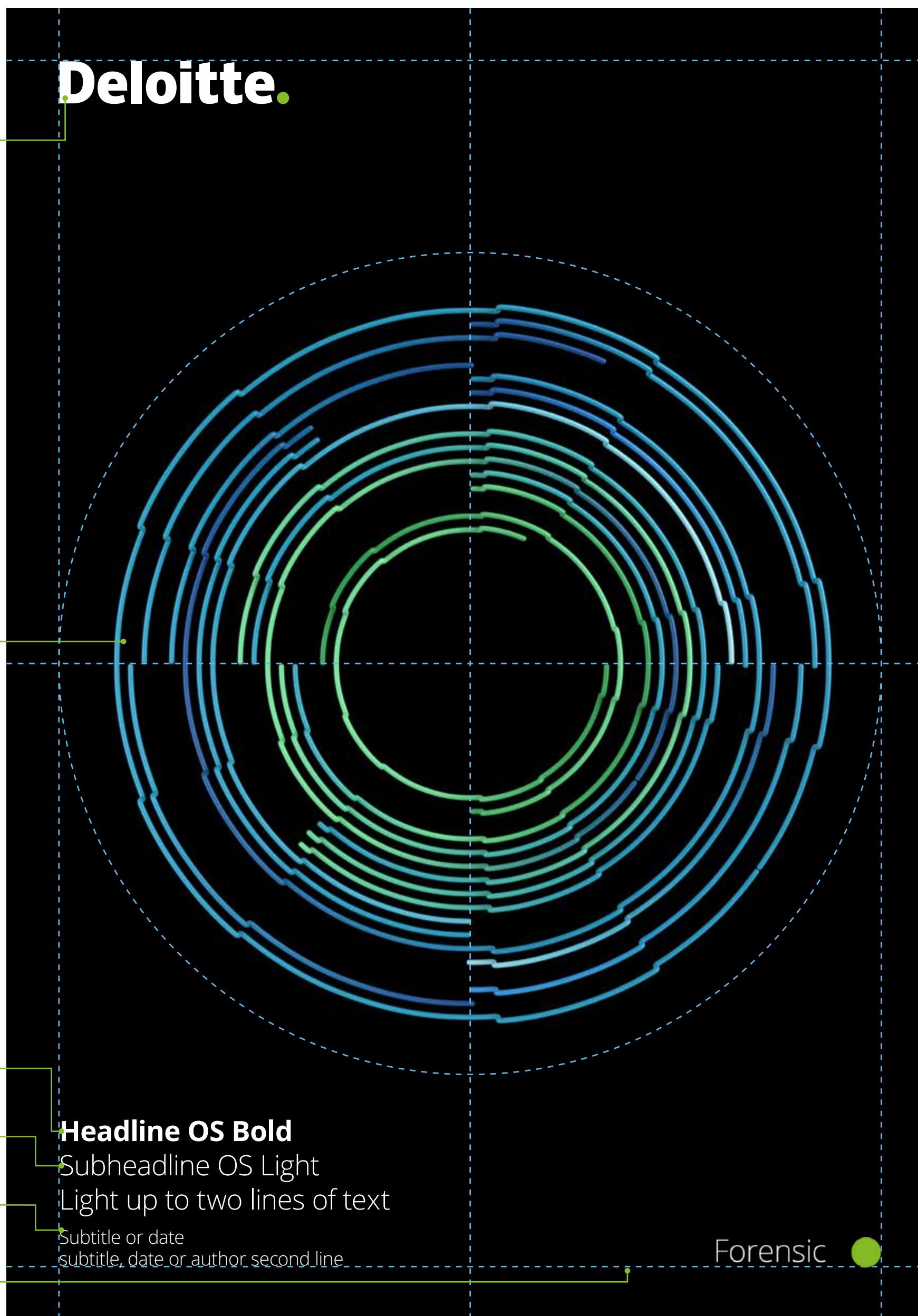
### Logo position

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



### Logo

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



### 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

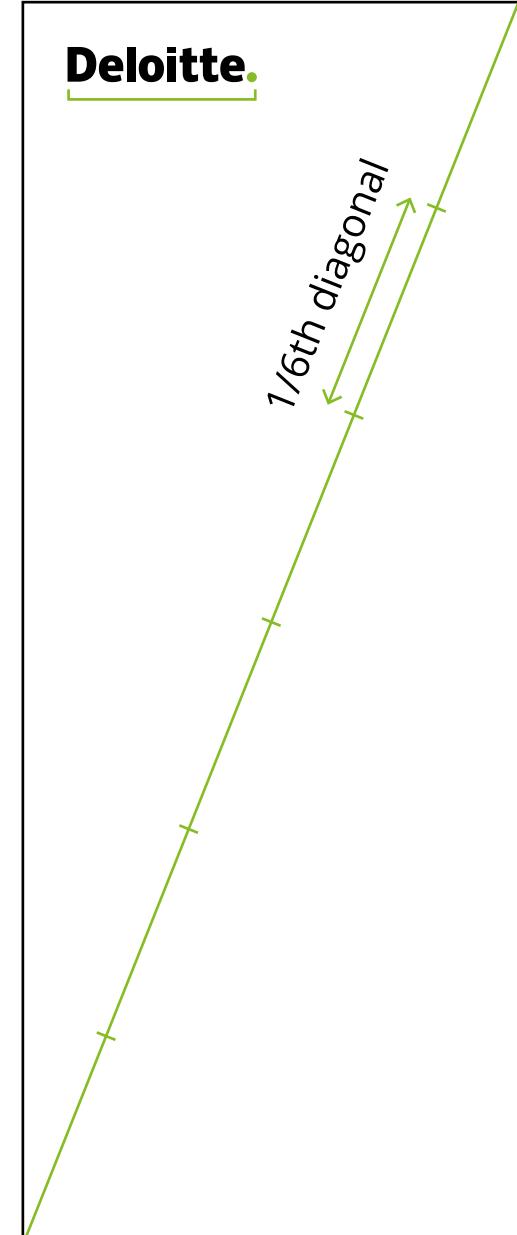
# Brand in use

## Banner (Portrait)

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

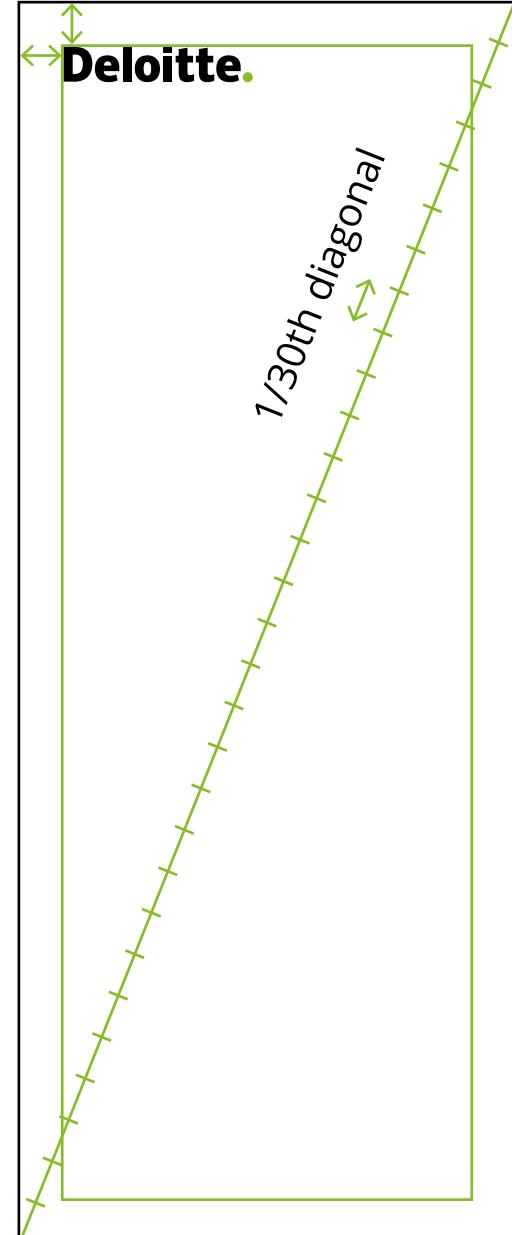
### Logo sizing

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



### Logo position

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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

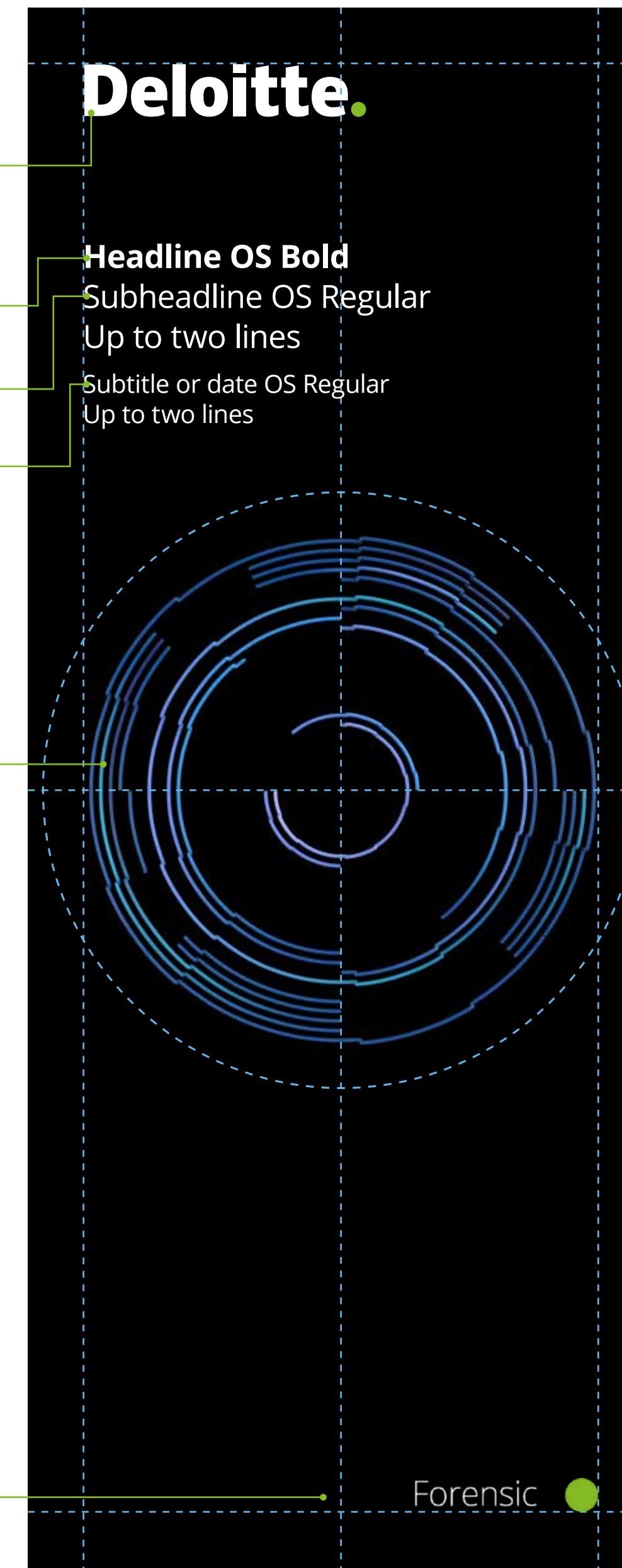
Open Sans Regular.

### Visual

Centred to layout.  
Aligned to left and right margins.

### Identifier

Aligned to bottom and right margins.



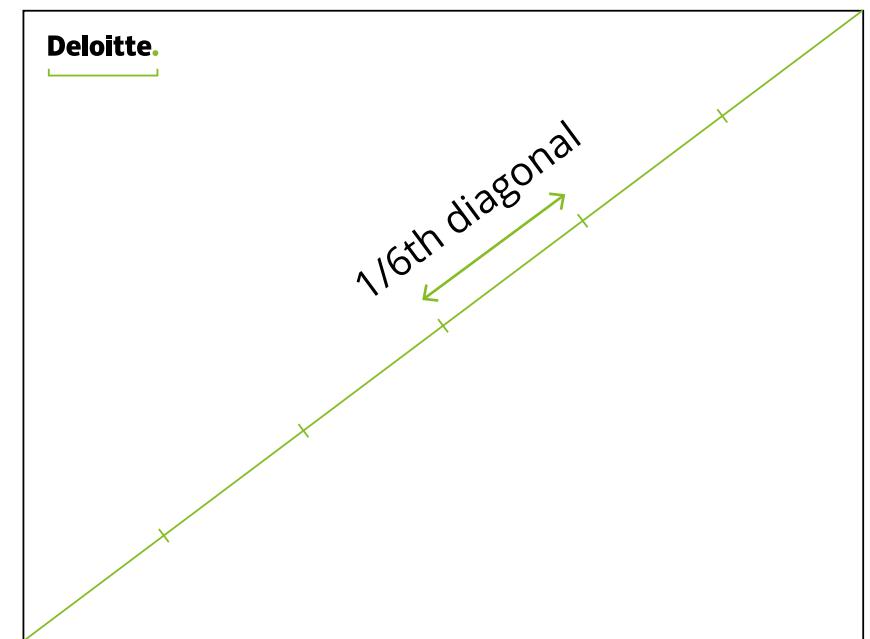
## Brand in use

### Banner (Landscape)

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

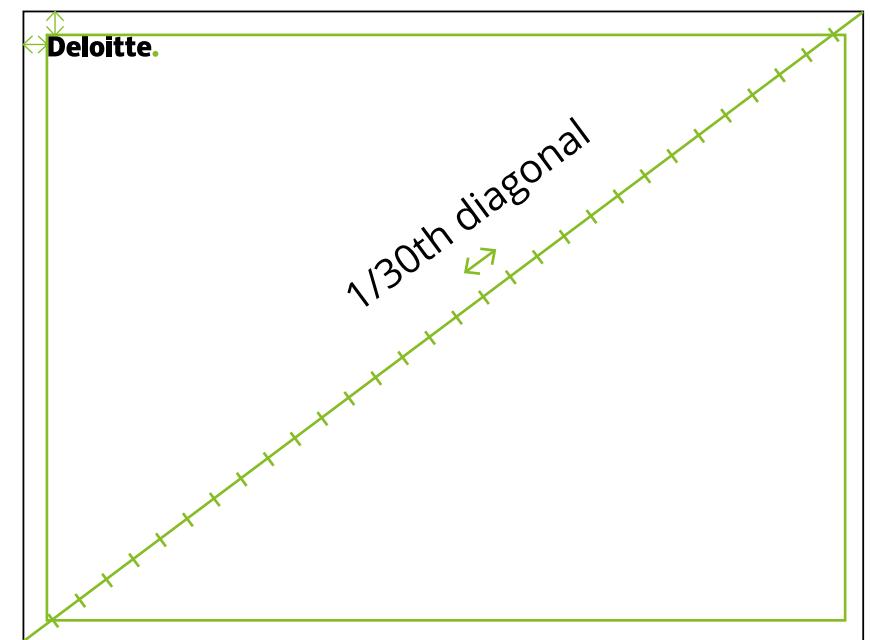
#### Logo sizing

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#### Logo position

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#### Logo

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#### Headline

Open Sans Bold.

#### Subheadline

Open Sans Regular.

#### Subtitle

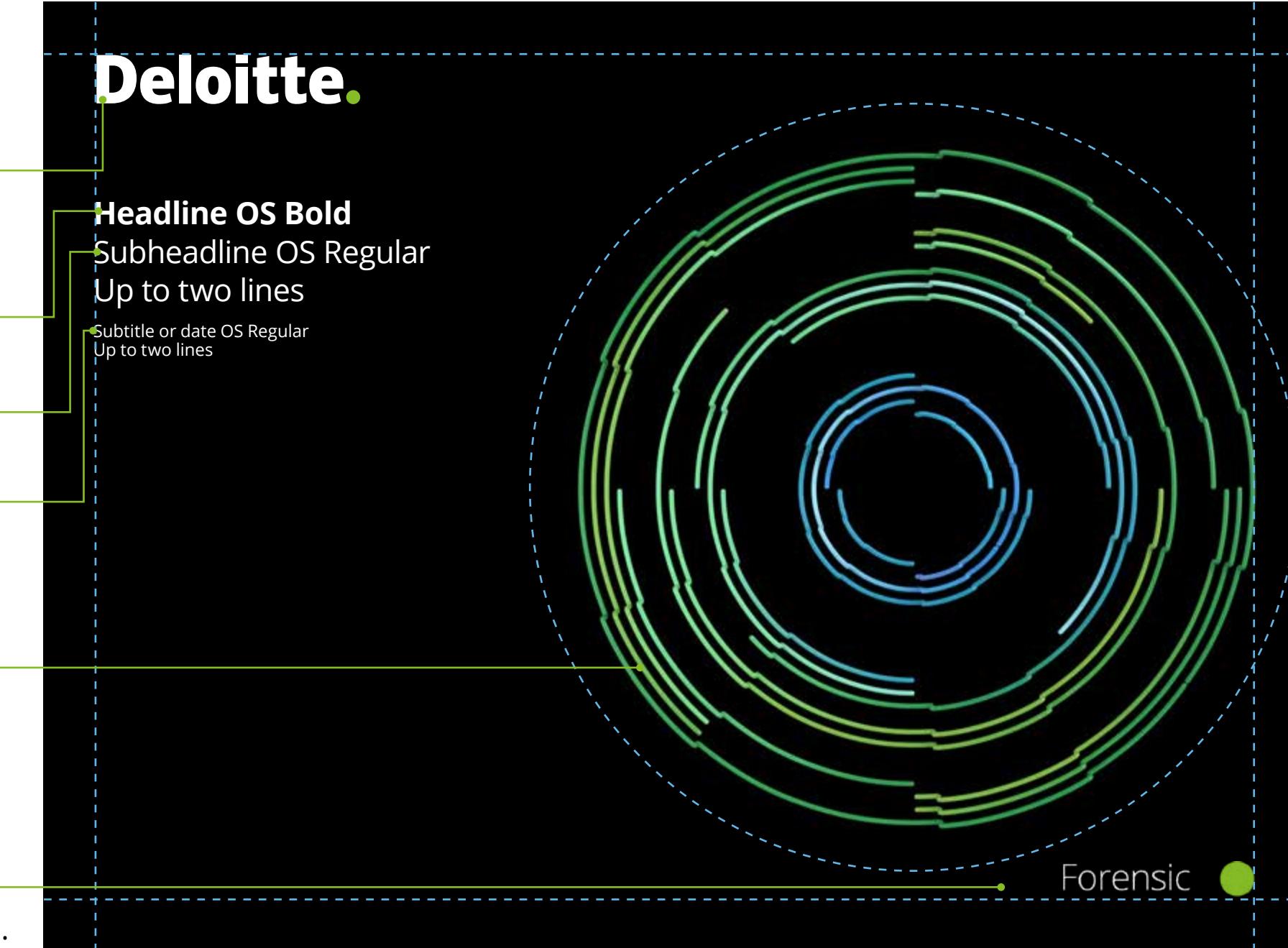
Open Sans Regular.

#### Visual

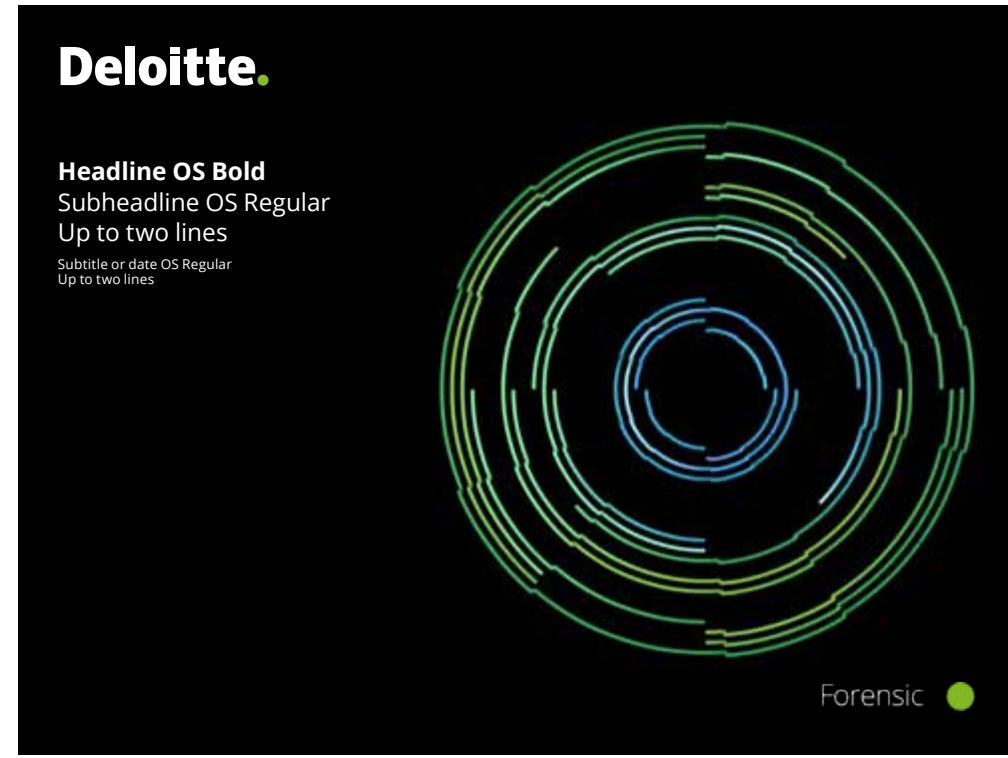
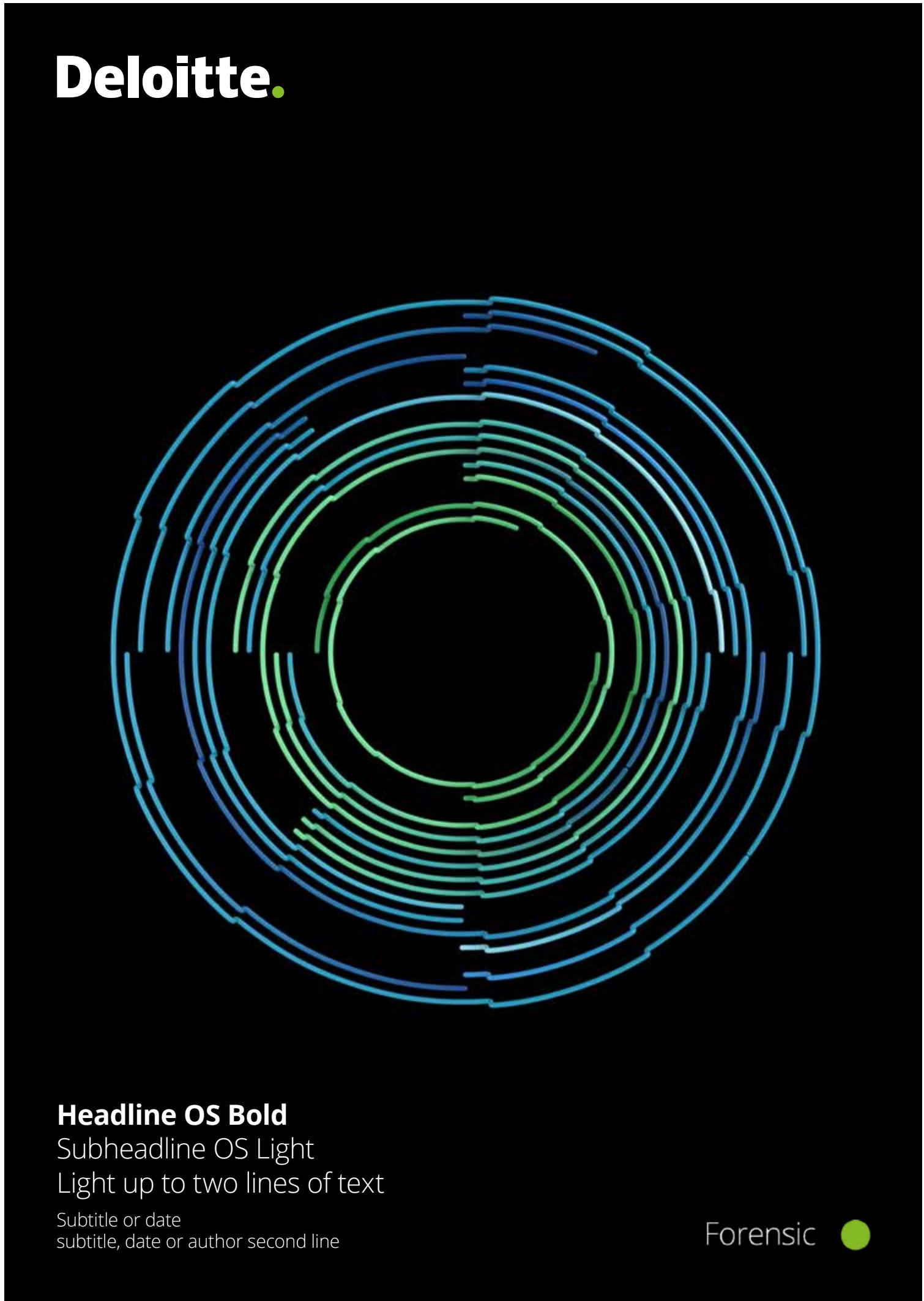
The size of the clear space is 15% of the circular image size, as marked by the dotted line.

#### Identifier

Aligned to bottom and right margins.



# Brand in use summary



# Brand on a page

Logo

**Deloitte.**

Identifier

Forensic



Strapline

Clear and focused  
attention

Colour palette



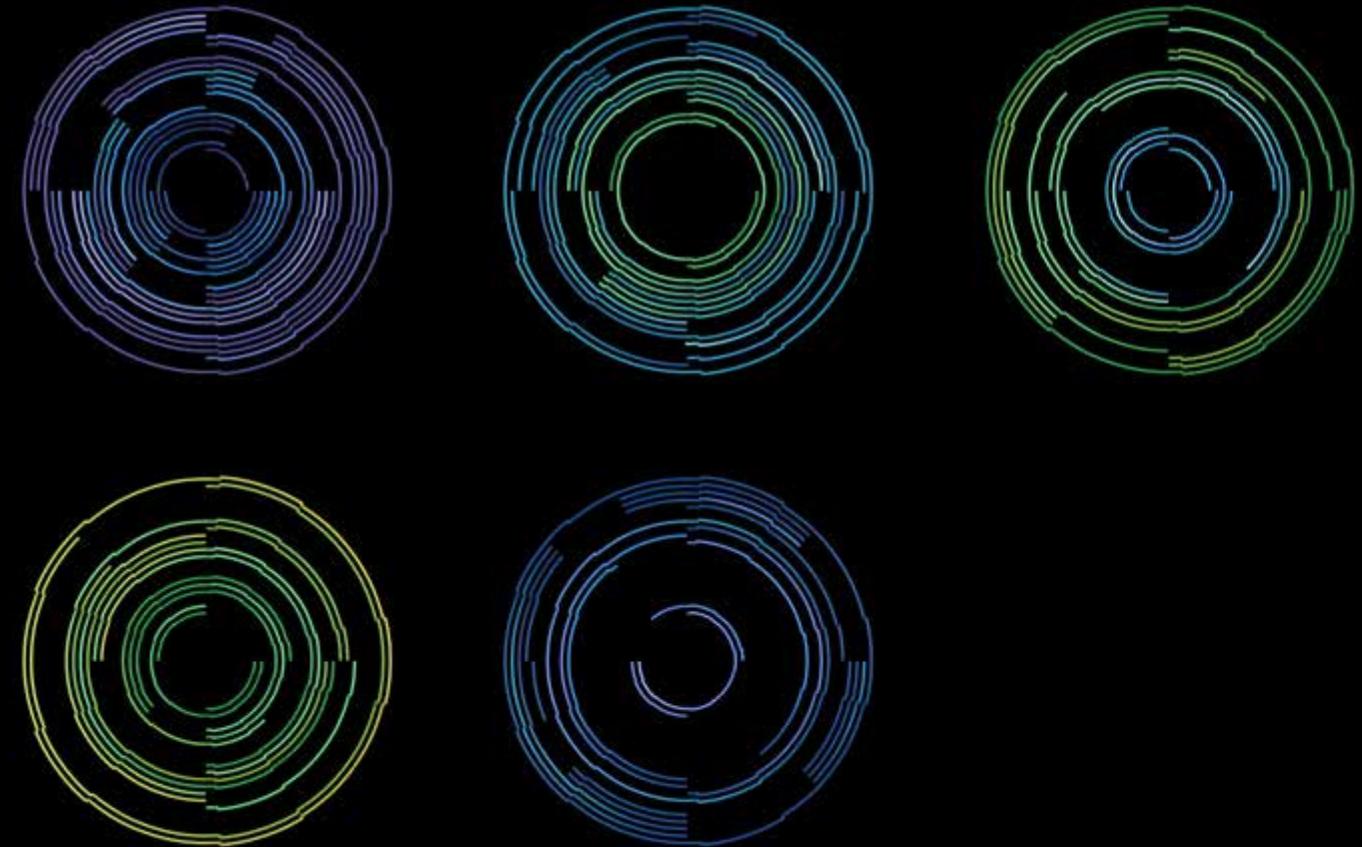
Primary typeface

Open Sans Light

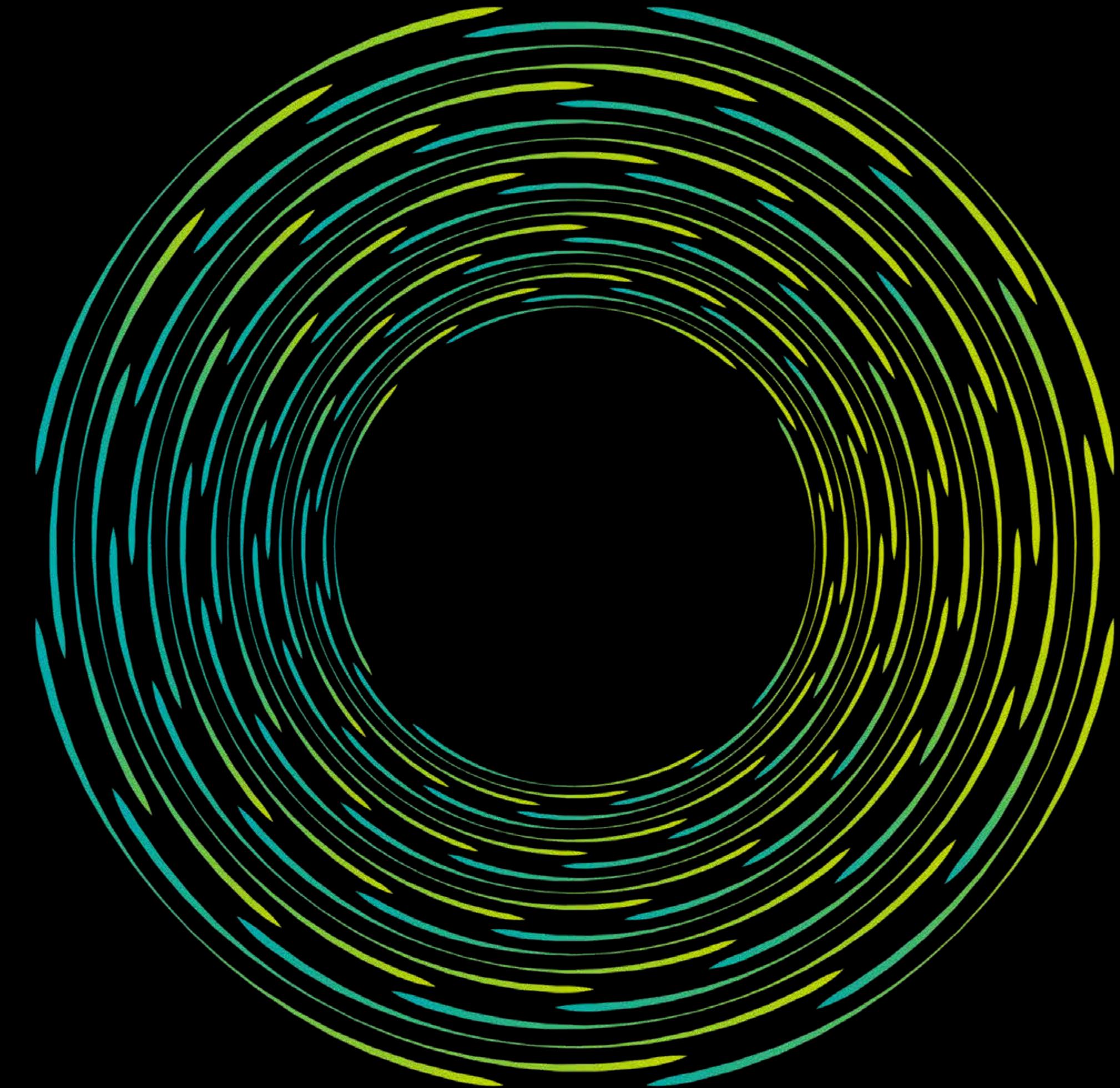
Open Sans Regular

**Open Sans Bold**

Visuals

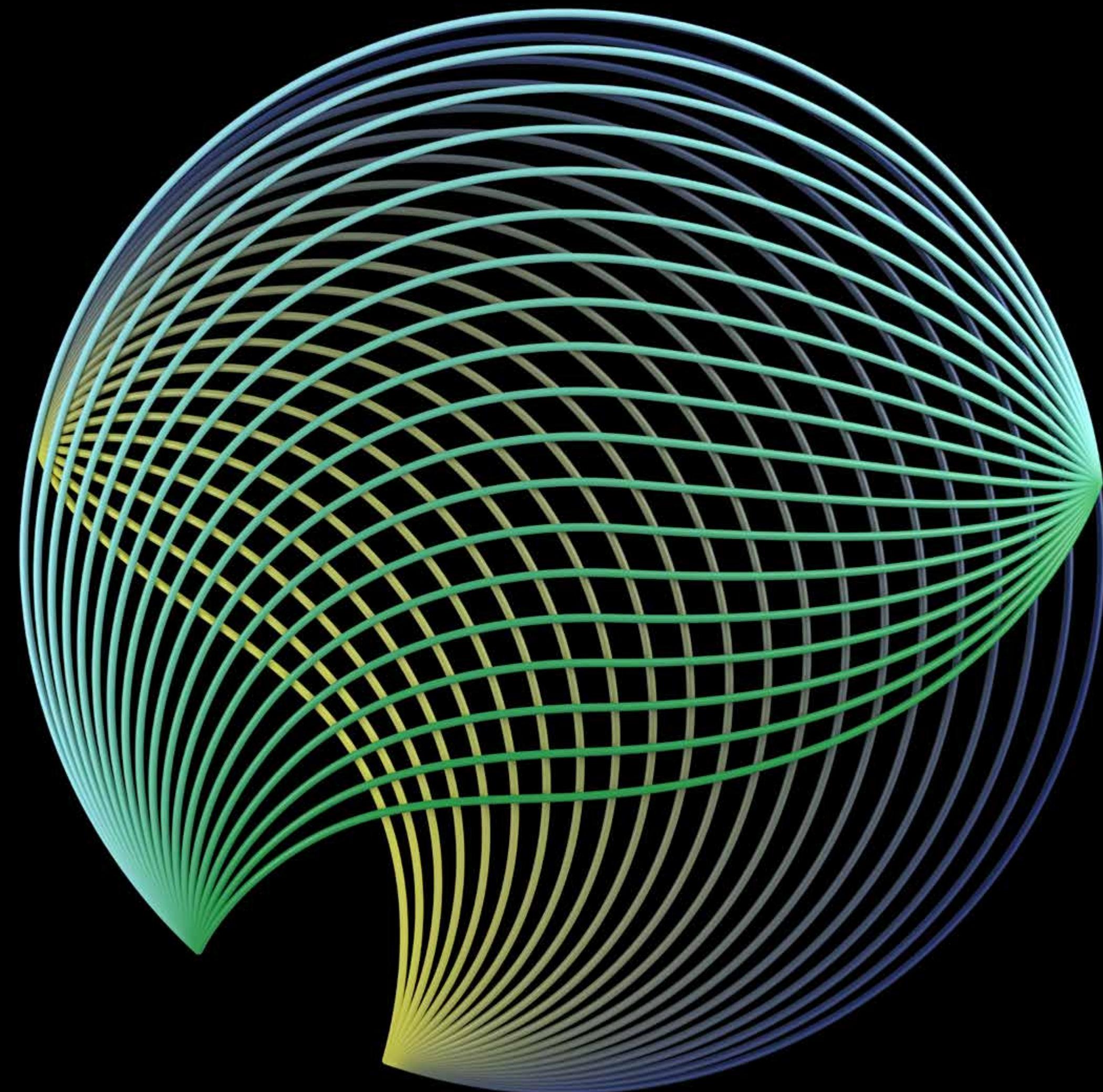


# Mergers and Acquisitions





# Summary



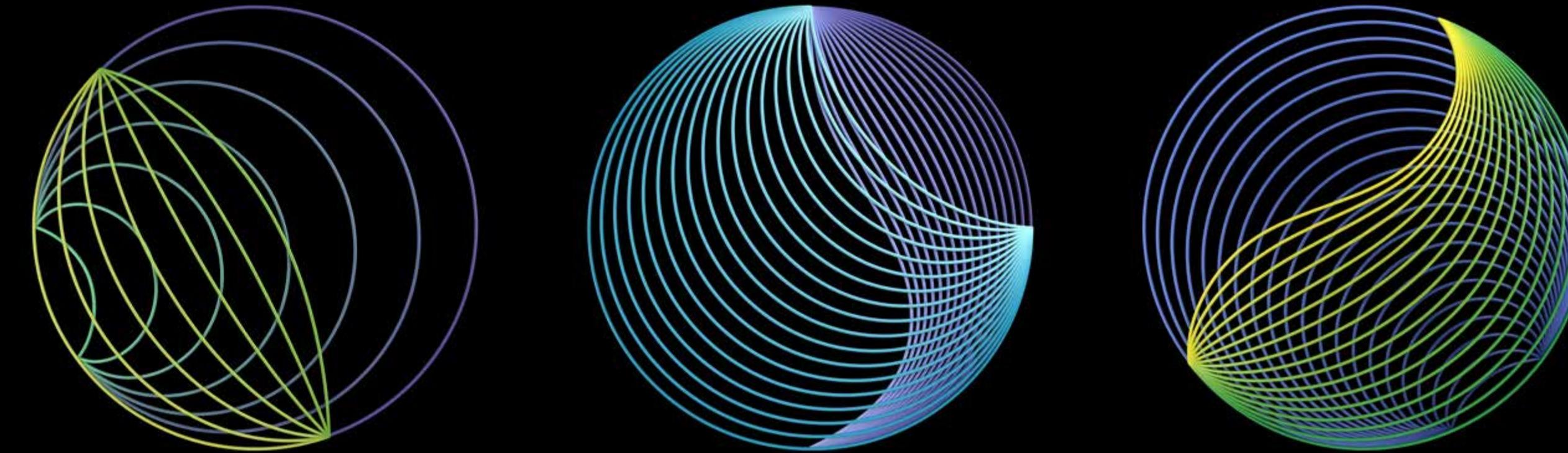
## Summary

# 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.

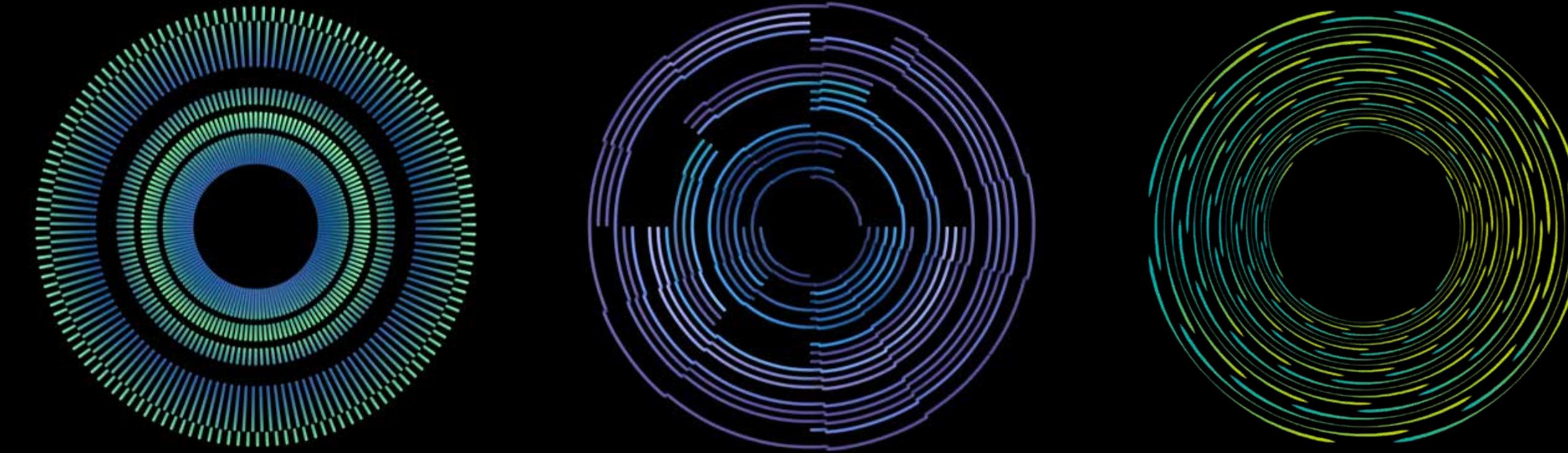
Deloitte Financial Advisory



Restructuring Services

Forensic

M&A



## **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](mailto:ahayman@deloitte.co.uk)

Chief of Staff, Deloitte Financial Advisory

### **Francesca Iacobelli**

[fiacobelli@deloitte.ca](mailto: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.

# Deloitte.

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