

What our brand stands for

Promise

Our brand promise describes how we want the world to see us and why clients would choose to work with us.

“With passion and purpose, we work shoulder-to-shoulder with you, integrating innovative approaches and deep expertise to deliver real results.”

Attributes

Our attributes support our promise. They inspire and guide decision-making, helping us to create and deliver experiences that are unique, distinctive and compelling for our clients.

- Innovative**
- Expert**
- Results driven**
- Passionate**
- Global mindset**

The KPMG story

**Our Purpose, Values, Vision, Strategy and Promise
combine powerfully, helping us articulate what we
stand for, where we are today and where we are
going in the future.**

This is KPMG and this is our story

When we unify behind our story we perform at our best.
Explore the KPMG Story. Type OURSTORY into your browser.

This is why we're here

Inspire Confidence.
Empower Change.

This is our Purpose.

This is what we believe in

- Lead by example
- Respect the individual
- Work together
- Communicate openly and honestly
- Seek the facts and provide insight
- Improve communities
- Act with integrity

These are our Values.

This is what we want to be

- The Clear Choice:
- Our people are extraordinary
 - Our clients see a difference in us
 - The public trust us

This is our Vision.

This is how we'll get there

We will:

- Drive a relentless focus on quality and excellent service
- Take a long-term, sustainable view
- Act as a multi-disciplinary firm, collaborating seamlessly
- Invest together in our chosen global growth priorities
- Continuously improve quality, consistency and efficiency
- Maintain a passionate focus on our clients
- Deploy globally our highly talented people
- Bring insights and innovative ideas
- Build public trust

This is our Strategy.

This is how we want the world to see us

With passion and purpose, we work shoulder-to-shoulder with you, integrating innovative approaches and deep expertise to deliver real results.

This is our Promise.



Visual identity overview

Logo

The KPMG logo is our most valuable visual asset. It's a mark of authenticity that states who we are and sets apart from the competition.

Primary logos



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



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

Typography

We use three typefaces for communications: KPMG Font, Univers and Arial. KPMG Font is used for headlines. Univers is used for subheads and body copy. Arial is used for subheads and body copy in PowerPoint, Word, e-communications and websites.

KPMG Font

Extralight

Thin

Light

Univers

45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ

55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ

65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

75 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial

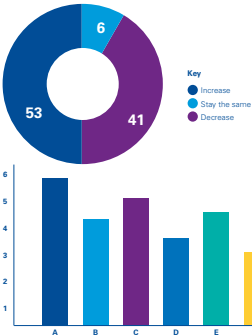
Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Charts and infographics

Charts and infographics give our brand the opportunity to present complex concepts, data and ideas in a compelling way, while visually linking back to our brand.

Charts



Charts present complex information and data in a way that is easy to comprehend.

Infographics



Infographics tell an engaging visual story with complex data and insights.

Color

Anchored by KPMG blue, our color palette is made up of a selection of colors that gives our system flexibility and adaptability, while still remaining consistent and connected.

Primary

KPMG Blue	Medium Blue	Light Blue
Pantone 287 C	Pantone 7691 C	Pantone 7461 C
CMYK 100/72/0/12	CMYK 99/50/0/0	CMYK 89/18/0/0
RGB 0/51/141	RGB 0/94/184	RGB 0/145/218
HEX 00338D	HEX 005EB8	HEX 0091DA

Secondary

Violet	Purple	Light Purple	Green
Pantone 2105 C	Pantone 2617 C	Pantone 259 C	Pantone 2402 C
CMYK 92/87/0/0	CMYK 84/99/0/12	CMYK 67/100/4/5	CMYK 90/0/43/0
RGB 72/54/152	RGB 71/10/104	RGB 109/32/119	RGB 0/163/161
HEX 483698	HEX 470A68	HEX 6D2077	HEX 00A3A1

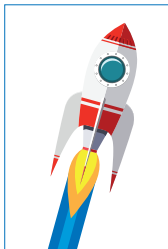
Imagery

Strategic use of our imagery ensures that our brand presents itself consistently and distinctly. Our brand's unique sensibility is visually expressed through the different styles of imagery.

Photography



Illustration



Texture



Content photo



Layouts

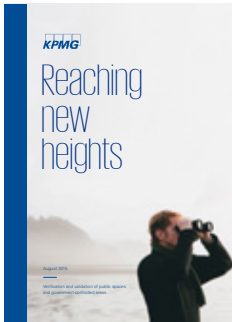
We have 9 different layout options, divided into three key groups. If you have a vertical photo, use group 1. If you have a singular photo, use group 2. If you do not want to use a photo, use group 3. No layout option is preferred over another.

Group 1



Vertical object on right side of a dark photo, with white text.

Group 2



KPMG Blue colored bar on left, KPMG Blue text and logo and a light singular object photo.

Group 3



Any combination of two of KPMG's primary and secondary color palettes, with a white logo and text. The split is 40% and 60%.