



Visual identity overview

Logo

Our logo is our greatest visual asset and now takes center stage in our system. It is for everyday use, and should only be used in approved colors.



The primary logo is used in KPMG Blue or white

Logo as a hero

Our logo as a hero, takes our most valuable asset and creates a sense of dynamism and theatre that help us stand out.



Approach 1: Masked logo image on image background



Approach 2: Solid logo color derived from image background

Color

Our color palette is bright, rich and focused. It's designed for a technology driven brand.



Color hierarchy



KPMG Blue
RGB 0, 51, 141
HEX #00338D
CMYK 100/72/0/12
Pantone 287C

Cobalt
RGB 30, 73, 226
HEX #1E49E2
CMYK 100/60/0/0

White
RGB 255, 255, 255
HEX #FFFFFF
CMYK 0/0/0/0

Light Blue
RGB 172, 234, 255
HEX #ACEAFF
CMYK 20/0/0/2



Pacific Blue
RGB 0, 184, 245
HEX #00B8F5
CMYK 76/0/0/4



Dark Blue
RGB 12, 35, 60
HEX #0C233C
CMYK 100/76/12/70
Pantone 289C



Purple
RGB 114, 19, 234
HEX #7213EA
CMYK 80/90/0/0



Pink (minimal use)
RGB 253, 52, 156
HEX #FD349C
CMYK 0/94/0/0

Gradients

Gradients are used to provide depth and motion to the visual system. We have two available gradients:



Purple

Cobalt

Pacific Blue

Light Blue

Typography

Marketing

KPMG Bold

Headlines

Univers

Body copy

Web and app (home.kpmg)

Open Sans Condensed

Headlines

Open Sans Regular

Body copy

Desktop

KPMG Bold

Headlines

Arial

Body copy

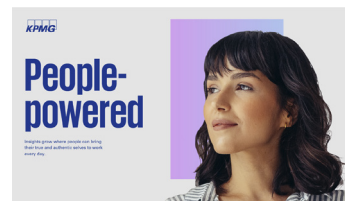
Static marketing materials, MP4s, ads, and print

Online/web applications, HTML 5 ads, and apps

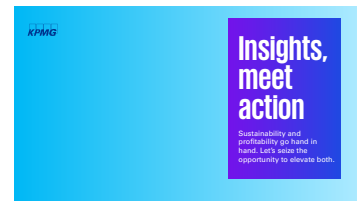
MS Office and e-comms (client deliverables)

Graphic motif

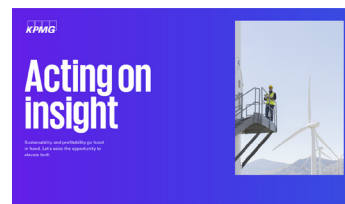
Our graphic motif is derived from our logo, and should always be used with purpose to highlight an insight. It should not be used as a decorative element.



Style 1: Backdrop



Style 2: Holding shape (Type)



Style 3: Holding shape (Imagery)



Style 4: Highlight

Imagery

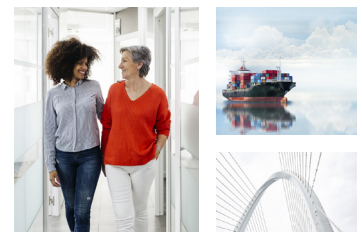
Our brand imagery, whether used as a hero or supporting element, helps us demonstrate different points of view.

Hero imagery



Lead landing pages and layouts with a single image. Categories: action-oriented people images, abstract, and dynamic, architectural images that evoke a sense of movement

Support imagery



General content and below-the fold we use support imagery that is clean and open in neutral tones with small pops of color. Categories: people in life, portraits, architecture, nature

Additional resources at [Brand Central](#)

For questions, please contact [Global Brand](#).