

How do we look?



Not to be  
superficial,  
but the way  
we look matters

Sure, there's way more that goes into how people perceive us than just our logo, fonts, colors and photography. But we can't ask people to look deeper if they can't make sense of what's on the surface.

The truth is, the way we look matters as much as what we say. Using our visual design system thoughtfully—the way it was designed to be used—helps everyone see us more clearly.

We're the  
same brand  
everywhere

Animations, videos, presentations, advertising, you name it... our brand's visual design system can adapt to anywhere and everywhere we need to tell our story. And we have some guidance to help you apply it.

But all of that guidance comes back to one thing: the same client might see our design at work on screen at a conference, on their mobile phones later that day, via a conference-room presentation the day after that, and in an ad out in the wild the day after that.

We use the same set of design principles across everything so that there's never a question that it's definitely PwC.

Easy there,  
champ

You're a go-getter, and you've got ideas for how you want something to look. A three-dimensional logo. Sports cars in the foreground, sports cars in the background. Lens-flare effects all over everything. Headlines in neon green. We get it, and we bet Michael Bay would be really into it for his latest movie. But it's not us.

That doesn't change the fact that you have specific needs and want something that helps tell your story.

That's why our design system is set-up the way it is. It brings consistency and clarity to how we look and feel, but it's also built for flexibility to create strong, unique designs.

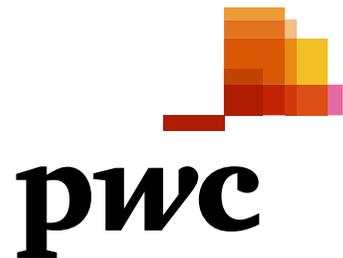


# Meet our brand



## We have one logo

This isn't a trick—there really is just one. Across the firm, this is our one and only logo: the PwC logo. There are a few versions of it depending on where it's used, but we don't create other logos—“just for this one thing, I swear”—for any of our products, services, technologies, programs... you get the just.



For legibility and impact, avoid putting any text or graphics within one 'c' distance on all sides. An exception to this is online where our logo can be presented with less clear space. But always make sure it's legible.



## We use two pairs of fonts

These duos are inseparable, and each has their own place in our world:

ITC Charter and Helvetica Neue should really only be used when producing something in professional design software. (If that's not how you typically work, your font options just got simpler.)

Georgia and Arial are the duo you'll use the most. Georgia is our header font. Use it on things like titles and headlines. Arial should be used for sub-headers and body copy.

Primary

ITC Charter

Secondary

Helvetica Neue

**MS Office® application fonts**

Primary

Georgia

Secondary

Arial

# We pick from five warm colors and a range of blacks and greys

We have a solid lineup of colors—each can work well on its own, or in combination with a few others.

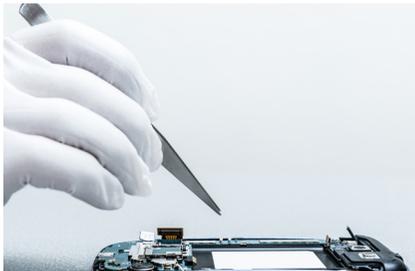
<p>Yellow PMS 130</p> <hr/> <p>CMYK 0/34/90/0</p> <p>RGB 255/182/0</p> <p>#FFB600</p>	<p>Tangerine PMS 144</p> <hr/> <p>CMYK 0/46/90/0</p> <p>RGB 235/140/0</p> <p>#EB8C00</p>	<p>Orange PMS 1665</p> <hr/> <p>CMYK 0/64/99/18</p> <p>RGB 208/74/2</p> <p>#D04A02</p>	<p>Rose PMS 710</p> <hr/> <p>CMYK 0/67/37/0</p> <p>RGB 219/83/106</p> <p>#DB536A</p>	<p>Red PMS 179</p> <hr/> <p>CMYK 1/80/87/2</p> <p>RGB 224/48/30</p> <p>#E0301E</p>
<p>Black Process black 100%</p> <hr/> <p>CMYK 0/0/0/100</p> <p>RGB 0/0/0</p> <p>#000000</p>	<p>Dark grey Process black 90%</p> <hr/> <p>CMYK 0/0/0/90</p> <p>RGB 45/45/45</p> <p>#2D2D2D</p>	<p>Medium grey Process black 75%</p> <hr/> <p>CMYK 0/0/0/75</p> <p>RGB 70/70/70</p> <p>#464646</p>	<p>Grey Process black 55%</p> <hr/> <p>CMYK 0/0/0/55</p> <p>RGB 125/125/125</p> <p>#7D7D7D</p>	<p>Light grey Process black 15%</p> <hr/> <p>CMYK 0/0/0/15</p> <p>RGB 222/222/222</p> <p>#DEDEDE</p>

## Our photography keeps it real

Our photography style is designed to keep it all real: naturally lit, in authentic scenes and contexts, with people you could imagine working with, for, or alongside.



**People:** The people we show are always active, engaged and curious. The setting can be both at work or on their leisure time exploring the world around them.



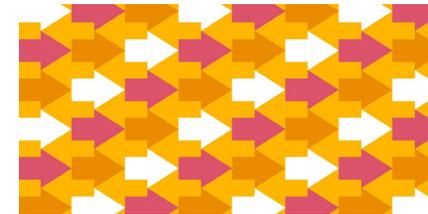
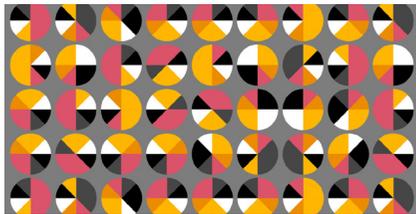
**Objects:** Our object imagery focuses primarily on interesting new technology. It should feel compelling and add a sense of our future-forward thinking.



**Environments:** The environments we show are macro views of where our clients do business. Imagery should use unique vantage points and patterns within our world.

## Our illustrations bring boldness, vibrancy and movement to our brand

Our illustrations consist of both geometric and representational styles. Our geometric illustrations bring boldness and vibrancy to our brand. Our representational illustrations can be used to illustrate a theme in a more humanistic manner.



## Our core graphic elements are approachable and dynamic

We use colour blocking to segment imagery, illustration and copy. The use of line work and block-stacking are used as a supplementary graphic element to highlight areas in imagery and bring emphasis to important phrases.



Colour blocking



Line work



Block-stacking

Secrets revealed:  
The tricks designers  
use to make really,  
really, really great  
designs

We asked PwC designers for tips. Here's what they said:

**Focus, focus:**

Have a focus—even if you're not doing the designing, be able to say, in words, what strategic idea you need to get across. It makes designing—or evaluating designs—a lot easier if everyone can agree on what we're trying to say.

**Clear, crisp, and clean:**

In design, restraint shows confidence.

**Embrace (white) space:**

Use open space thoughtfully, creating plenty of breathing room around the content you want audiences to focus on.

**Be considerate with color:**

We have a strong palette of colors, but it's best not to use them all at once without a plan.

**Design around users:**

Sure, you might have a lot to communicate, but how do people want to receive it? Probably not all at once. Turn off the confetti gun and think about the content you're bringing to life: How will audiences see it? What do you want them to think and do when they see it? What's the most important thing you want to convey?

**When in doubt, take it out:**

Just like re-reading something you wrote to strip out unnecessary words and phrases, always review your design for anything... extra. Look for ways to cut back on colors and reduce font sizes, spot places to stop mixing so many font styles, and maybe take out an icon or two while you're there.

Yes, we've  
got the look  
for that

The way our brand expresses itself extends beyond what you see on our homepage or whichever slide deck you have open right now. We have the range to cover it all—from conveying a tone commanding business professionalism to reflecting an agile modern enterprise to a fun place to work.

Our visual system  
keeps things from  
getting...weird

Imagine if every team, across every practice, across the whole firm started from scratch every time they needed to design something new. New logos. New colors. New photography styles. New fonts. New... mascots? (It gets fast.)

Within a few weeks, PwC would look like it was swirling with chaos, throwing tons of money, energy and resources to start from scratch all the time—not good.

This is our  
“don’t be  
that person”  
page

What does it mean to go off the rails? It means going beyond bending the rules and straight-up breaking them. Our challenge to you? Train yourself to recognize these common mistakes, and don't be the one to make them yourself.

**Logo no-nos:**

Don't bend or break the PwC logo—or conjure up any new ones. (We see you when you use fancy typography to make logos— stick to our fonts and write it out in sentence case.)

**For font's sake:**

Don't turn a slide into a ransom note by using multiple fonts or switching back and forth between two fonts without reason.

**Color commotion:**

Don't turn our color palette into a holiday sweater. Avoid using them all at once, or throwing new ones into the mix.

**Photography fakery:**

Don't use overly stylized or filtered photography. And skip obvious clichés—like, say, a pair of binoculars to talk about perspective or a picture of a tablet to say digital—instead, rely on powerful, simple language to tell your story.

Are you the  
next Picasso?  
Good news, you  
don't have to be.

The Brand Team is on hand to support you in bringing your creative ideas to life.

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190318-144410