

# THE PKF Brand

### UPDATE

February 2023

### Logo evolution









#### **SEPTEMBER 2022**

Brand *evolution* concept presented at the Global Gathering

#### **NOVEMBER 2022**

Brand *revolution* concept presented to the network in November 2022 following feedback from the Global Gathering

#### **JANUARY 2023**

Final concept following feedback from the network presentation

## Approved logo





FINAL LOGO DESIGN

PKF BRAND UPDATE | FEBRUARY 2023

### Logo application







DESIGN APPLICATION





PKF BRAND UPDATE | FEBRUARY 2023

PKF Global

**PKF Global** will replace **PKF International** to more accurately reflect the worldwide coverage of our network We are a **truly global network**, with member firms in over 150 countries, we are **PKF Global**  **PKF International Limited** will continue to be the legal entity of our network









### **PKF custom typeface**



# Uniting the most ambitious leaders across the world.



**PKF International Ltd.** 15 Westferry Circus, London, E14 4HD, UK T: +44 20 3691 2500

PKF International Limited administers a family of legally independent firms and does not accept any responsibility or liability for the actions or inactions of any individual member or correspondent firm or firms.

www.pkf.com