

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

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Logo application







DESIGN APPLICATION





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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.



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