

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

Logo application



DESIGN APPLICATION



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

Uniting the most
ambitious leaders
across the world.

PKF International Ltd.

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