

UNIVERSE GUIDE

PROFESSIONAL SERVICES.

**THANK
YOU FOR
DOWNLOADING
THIS GUIDE**

We want to share what we have learned in more than a decade of working on branding. We hope you find it to be useful.



BRANDING IS CORPORATE ESTRATEGY MADE VISIBLE.

OTL AICHER

Branding builds presence in people's minds.
It is a fundamental part of the strategy of our business and is the
way to give it a face.
It is achieved by the following:

1 CONTENT RESEARCH

The first thing we need is information about what concerns us:

- Competition
- Our environment
- Customers
- Ideal customers
- Self ideals
- Contact points

2 CONCEPTUALIZA- TION

It is necessary to analyze the gathered information and reach certain conclusions and decisions about our strategy.

This is transformed into a document, called a brief, that guides the design work.

3 CREATION OF A SOLUTION

The work of branding opens the possibility of multiple types of solutions, with the main objective being the brand's given use.

Besides that, we must create a system which keeps consistency in it.

4 **IMPLEMENTATION**

Not giving a proper follow-up to this process leads to not being able to accomplish the strategies and objectives expected from the beginning.

5 **ITERATION**

Wanting to think that things end in an almost automatic way is inevitable. Truth is, reality is much different.

Context changes, and sometimes, the solution has to change with time, restarting the process.

BRANDING IS A TOOL.
THIS GUIDE IS AN ANALYSIS
ABOUT HOW IT IS USED BY GREAT
COMPANIES IN THE CONSULTANCY
WORLD.

As a tool it is a way to achieve control from the beginning of your enterprise's communications. The first tool that it produces is a BRAND, a group of letters and/or symbols that serves as an emblem to represent the brand.

But that is not all. Even though a brand alone is fundamental, it does not do it all. A SYSTEM is necessary, which uses many elements:

- A name and a nomenclature system
- A tone of voice reflecting our values
- Graphic standards
- Color palettes
- Typographic palettes
- Configuration themes
- Style of images

THE UNIVERSE

Deloitte, KPMG, EY, PwC. Professional services are synonymous with these four great companies.

Analyzing them provided us a series of insights applicable to your business.

Activities

They work at consultancy level in the accounting-legal-financial universe covering all consequent hybrid activities: Compliance, assurance and complete design of corporative structures.

Domain

At an international level, these enterprises audit and offer consultancy to the 90% of top firms in international stock exchange. Although there is a lot more economic activity outside of this, it is all related with these organizations.

Culture

Above all, their way of making business has influenced all kinds of perceptions, from the well-informed business person, to the pop culture representations of this element.



INSIGHTS

These insights are directly applicable to your company. They have wide implications, but they are a good start.

1

IDENTITY IS NOT LITERAL

Let's review their brands.
They are mere words, some of them accompanied with geometrical shapes.
However, they say a lot.

Their neat shapes talk about their tone of professionalism and style.

If they do not recycle the industry's tropes, why would we?

The logo for Deloitte, featuring the word "Deloitte" in a bold, black, sans-serif font, with a small green dot at the end of the word.The logo for KPMG, featuring the letters "KPMG" in a bold, white, sans-serif font, set against a blue background of four vertical bars of varying heights.The logo for EY, featuring a yellow triangle pointing upwards and to the right, above the letters "EY" in a bold, grey, sans-serif font, followed by the tagline "Building a better working world" in a smaller, grey, sans-serif font.The logo for PwC, featuring a colorful, pixelated graphic of a staircase or a series of blocks in shades of orange, yellow, and pink, above the letters "pwc" in a bold, black, sans-serif font.

Deloitte.

Global Powers
of Construction
2019



Descarga el reporte completo.

KPMG

Transformando el ecosistema de eGRC Tech

¿Cuáles son los mayores beneficios de un modelo de Gobierno, Riesgo y Cumplimiento Empresarial Tecnológico (eGRC Tech)?

Comparte tu visión como líder en la materia en este sondeo

Participa >




¿Cómo generar valor rápidamente en medio de una crisis histórica?

EY
Construyendo un mejor mundo de negocios

The better the question. The better the answer.
The better the world works.



“El futuro es de muchos colores”

— Cristina Sánchez,
Senior Associate, Guadalajara

pwc

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HAVING A CLEAR STYLE IS FUNDAMENTAL

Even though of the similarities in their activities, it is very hard to experience visually confusion from one product to another one from a different company.

Using elements like color, photography style, graphic shapes and theme election in the images.

We must accomplish a similar effect with our projects. Have them be distinguished in their style.

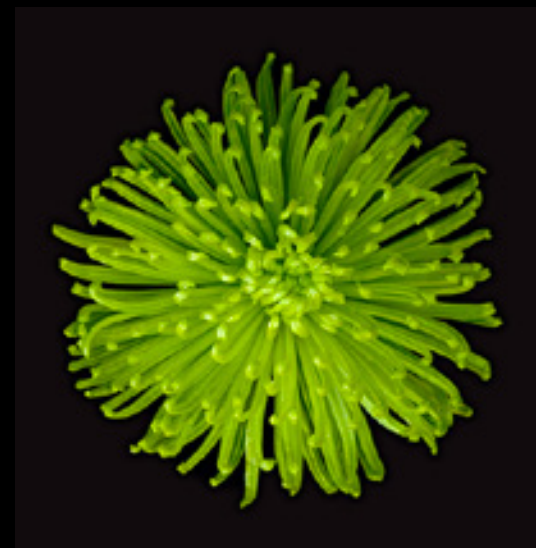
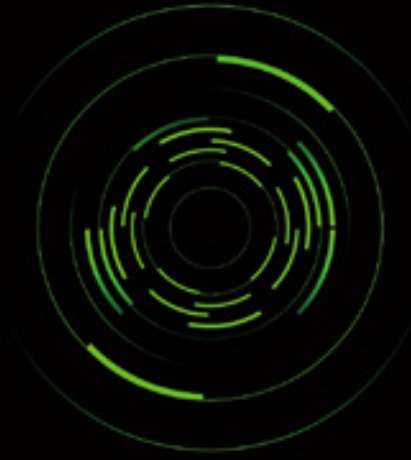
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TO BE STRICT IN THE IDENTITY IS OBSOLETE

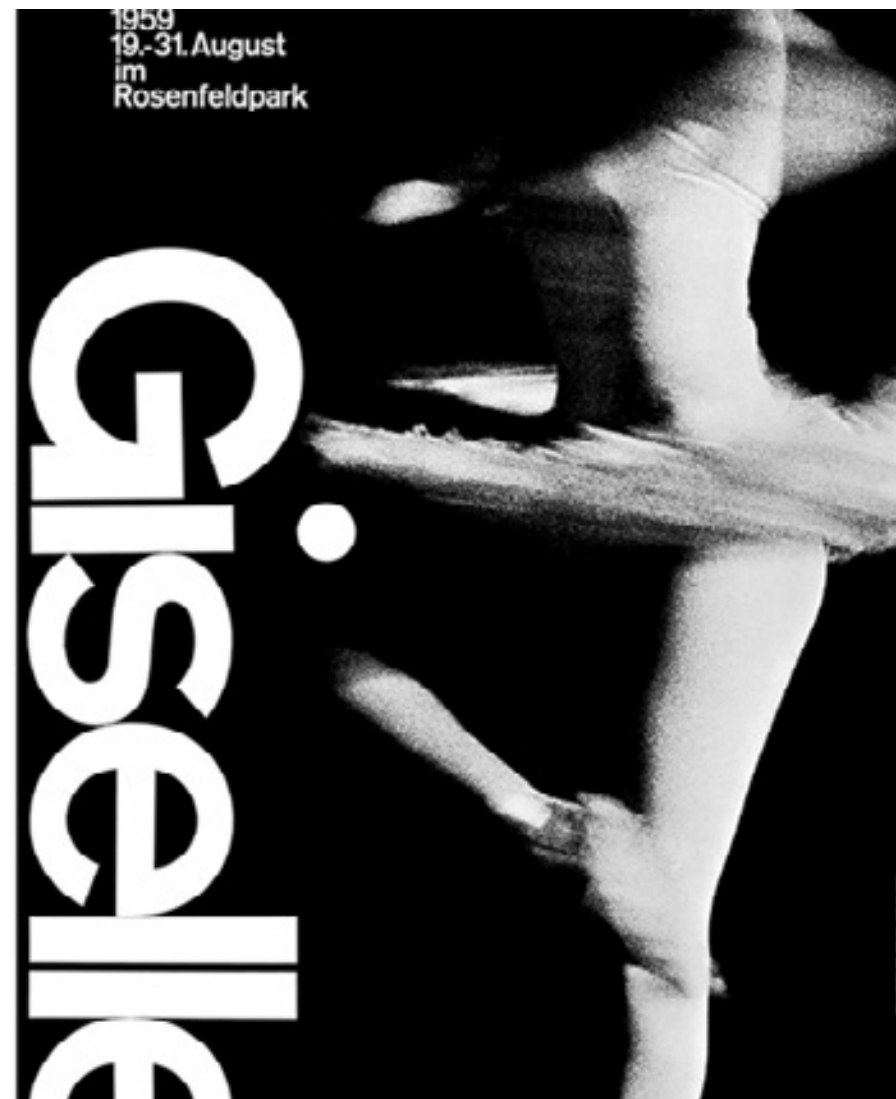
We are used to thinking of corporate identity as something simple and immutable.

The reality is that digital technology and the availability of professionals to work on that allows us to think outside the box for our identity system.

We can have flexible elements that offer variety and adjust to every experience.



Deloitte's circles come from a big authorized library in constant expansion, creating dynamism and preserving consistency.



INTERLUDE THE SWISS STYLE

This graphic movement tried to create a universal, understandable language, seeking to use the most natural and universal elements as means of communication.

In part, due to inconsistencies in the lines of producing images, it was fundamental to keep the least amount of variety possible of elements to have control.

Digital technologies allow us to get away from this archetype, which dominated the second half of the twentieth century.



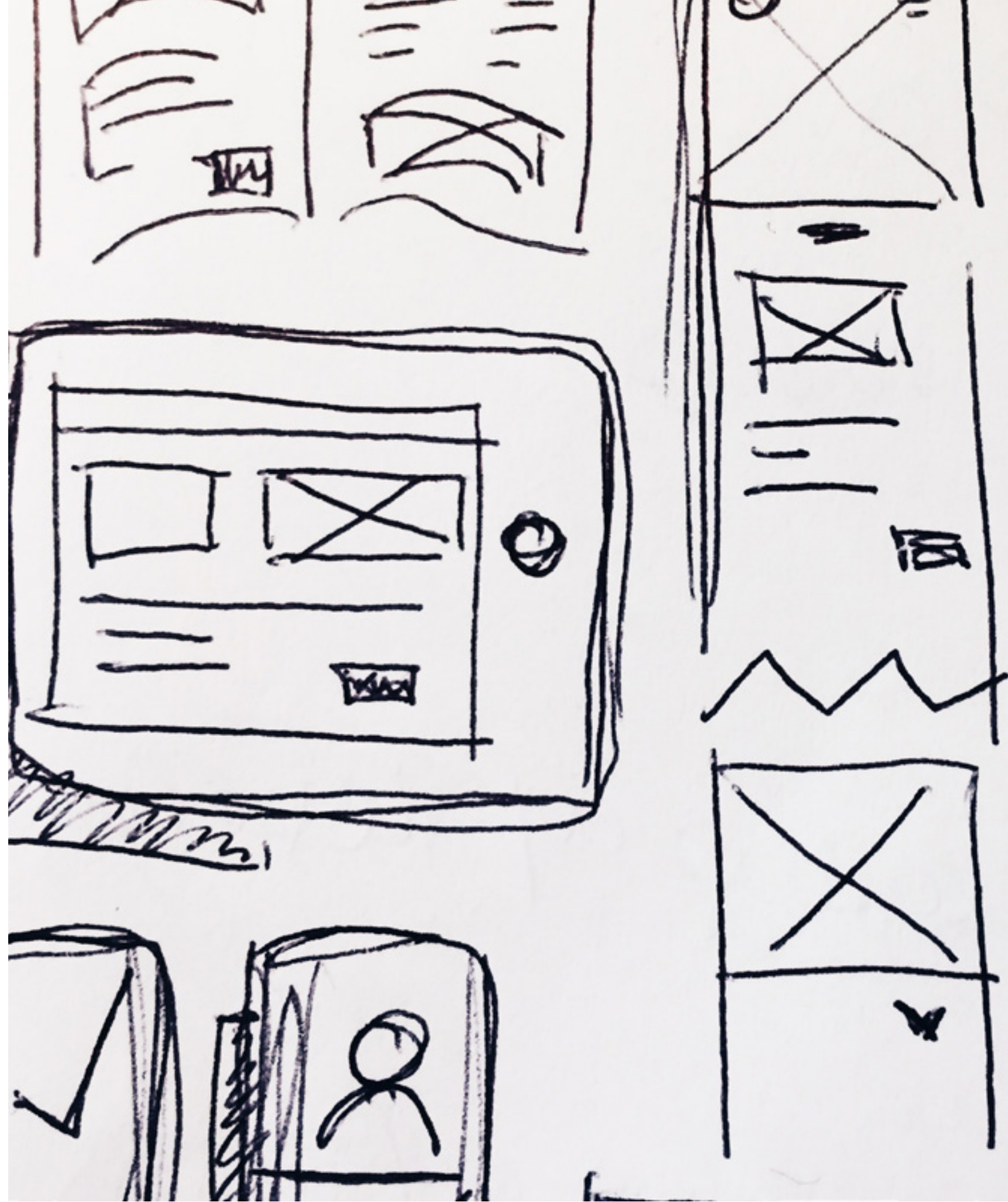
4

WE HAVE TO KNOW THE ACTORS

Communication between these companies is complex, and reaches all kinds of people.

Because of this, it can be adjusted depending on the priorities of the company.

There is no universal way to communicate it, we have to adjust our message and way of saying it to who is going to receive it.



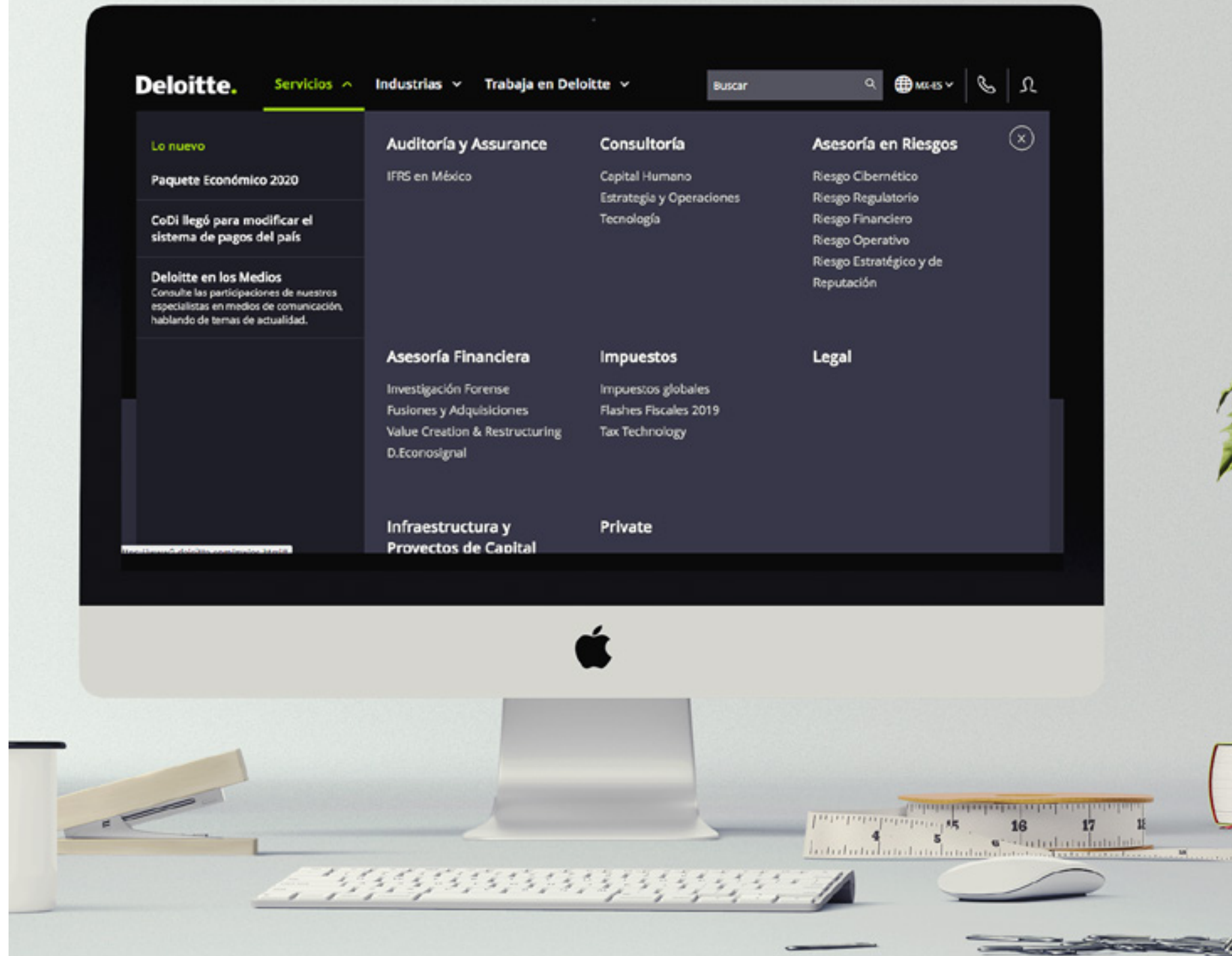
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SEEKING TO RANK AND HAVING CLARITY

The length of the variety of interests and involved actors pushes us to organize with clarity.

To distribute the information of the needed category in a consistent, user-friendly way.

We do not have communication needs that extreme. We can organize ourselves.



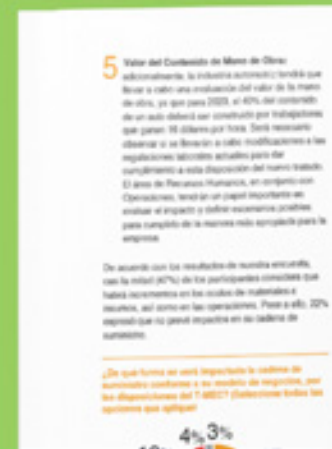
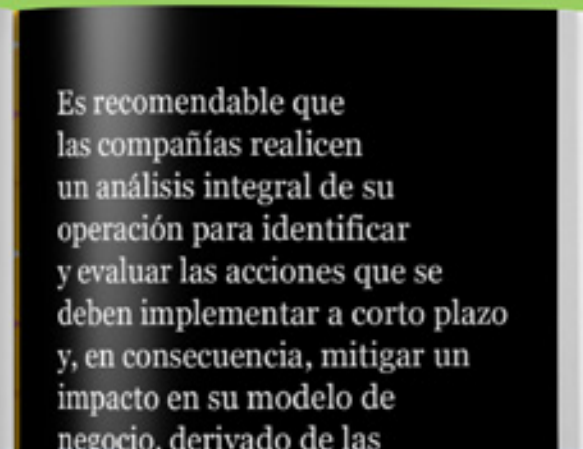
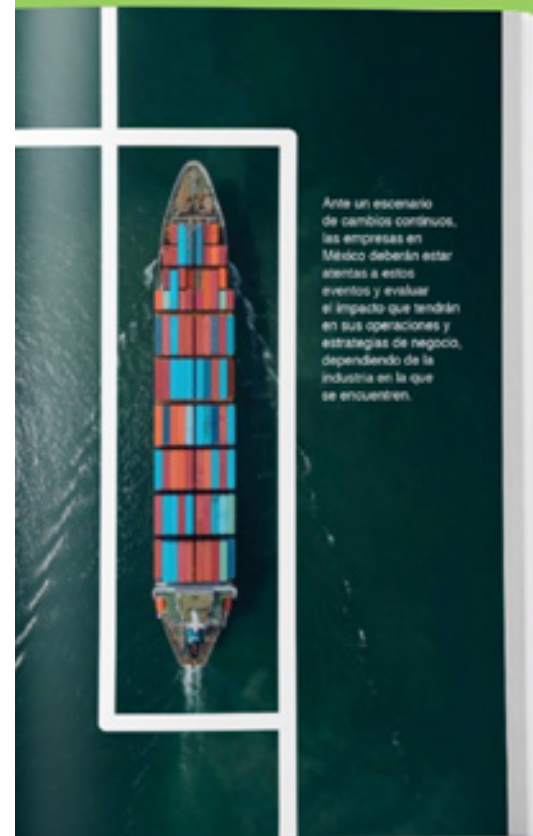
6

CREATE BEAUTIFUL DOCUMENTS

In a large scale, the product of these companies is information.

Is it better to turn in raw information? In pure text, without images, graphics or other elements that ease its understanding?

It is better to give a presentable information.

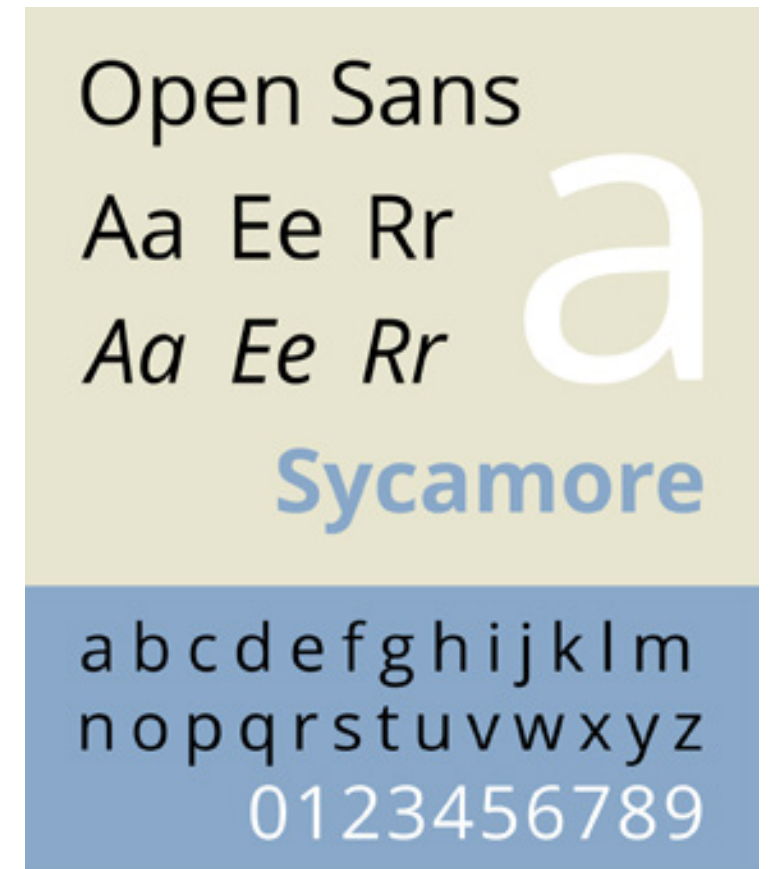


7 GOOD TYPOGRAPHY IS PROFESSIONAL

All these companies have a tool in their arsenal for communication: a typography made or edited according to their needs.

We are used to using the fonts that come by default in our operative systems and software.

We need to take the time and care of working out our typographic palette to distinguish ourselves.



KPMG Light

Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cyrillic
АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШ

Greek
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΨΧΩ

8

INNER CULTURE PERMEATES IN THE EXTERNAL APPEARANCE

When we think about our businesses, we think about what we do.

Z&D makes design

Z&D generates solutions

Z&D creates a new reality

It is important to explicitly formulate what we do and who we are, as well as communicating it in a clear and concise way.

This is branding.



Worldwide, Deloitte is a leading organization in professional services, in matters of Auditing, Consulting, Tax and Legal Services, Financial Advisory, Comprehensive Risk Management and Outsourcing Services in business processes. This leadership is due to the talent of its more than 200,000 professionals, who have the vision of becoming the standard of excellence.

THANK YOU FOR READING US

We hope this guide was useful
to you.

If you require an accurate
advice or want to send us a
comment do not hesitate in
contact us.

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