



World Economic Forum 2020

Style Guide

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Campaign Overview

Narrative

Conceptualize. Collaborate. Create.
Repeat. Until you get it right.

At KPMG we know that the real secret to success lies in the power of partnership.

Together, with our clients, we're challenging the way progress is made and results are achieved. On a global scale.

Because to us results matter — from the small victories of today to the large-scale success of tomorrow.

Side by side, we celebrate our triumphs of the past to propel our clients into the future.

We are partners for a sustainable world.

With KPMG, we progress together

Core message

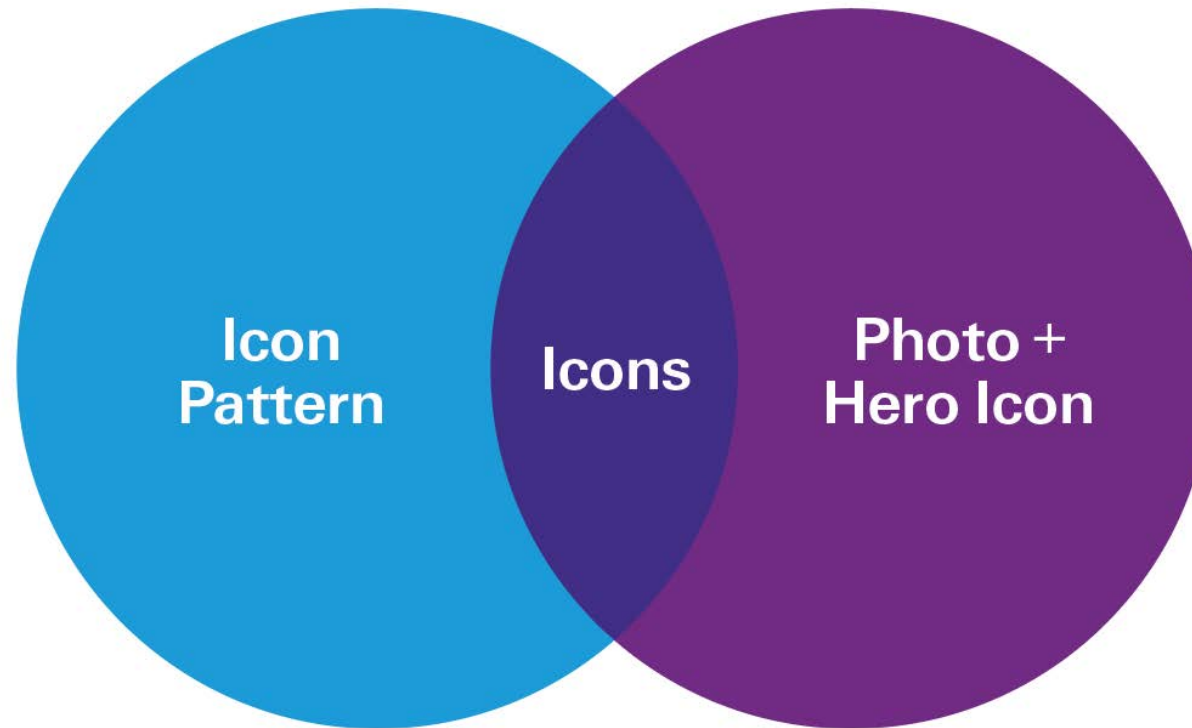
We progress together.

- Elevates an optimistic message that will mesh nicely with WEF 50th anniversary
 - Winks at the past/nods to the future
 - Alludes to momentum and the idea of never stopping/settling
- Immediately focuses on collaboration and features our role as an advisor
 - References long-term relationships
 - Alludes to trustworthiness

Campaign Visuals

Overview

KPMG's campaign expression at the 2020 World Economic Forum is based on an iconography system.



Visual system

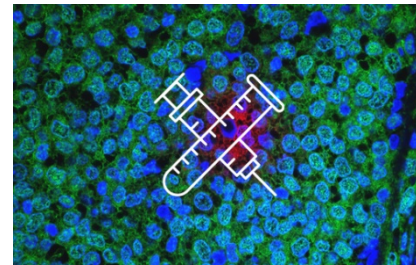
Icon Pattern = General campaign messaging



We'll use our icon pattern to collectively showcase all of the amazing things KPMG is helping progress, together with their partners.

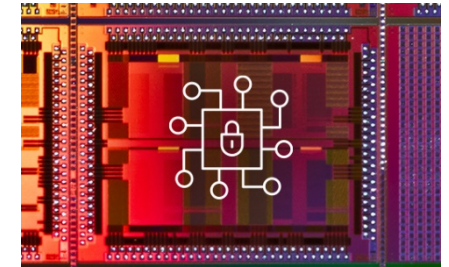
Applications: [Walkway](#), [Select walls](#), etc.

Photography + Icon = Specific theme messaging



8 Key Themes:

- Beyond Geopolitics
- Future of Economy
- How to Save the Planet
- Infrastructure Resilience
- Healthy Futures
- Education, Diversity and Work
- Digital Transformation and Trust



We'll use photography plus a hero icon to help with storytelling, by diving deeper into specific topics and subject matter.

Applications: [Digital posters](#), [WEFLIVE](#)

Hero icons

The seven main themes discussed each get a representative icon that can help categorize content at the event, on dot com as well as online at WEFLive.com.

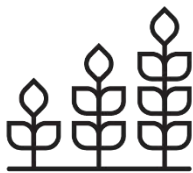
Beyond Geopolitics



Future of Economy



How to Save the Planet



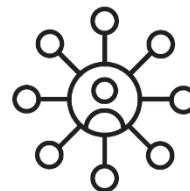
Infrastructure Resilience



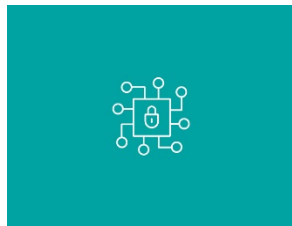
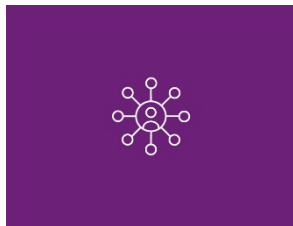
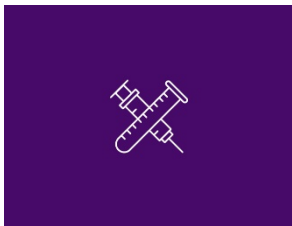
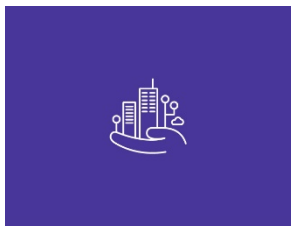
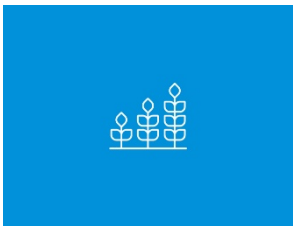
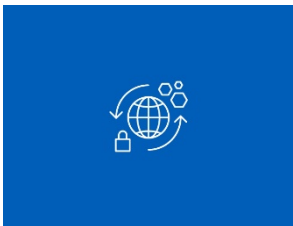
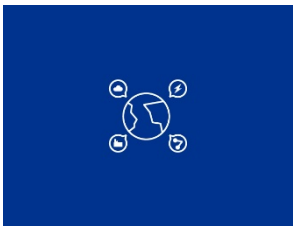
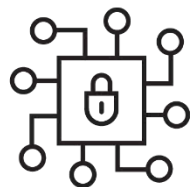
Healthy Futures



Education, Diversity and Work

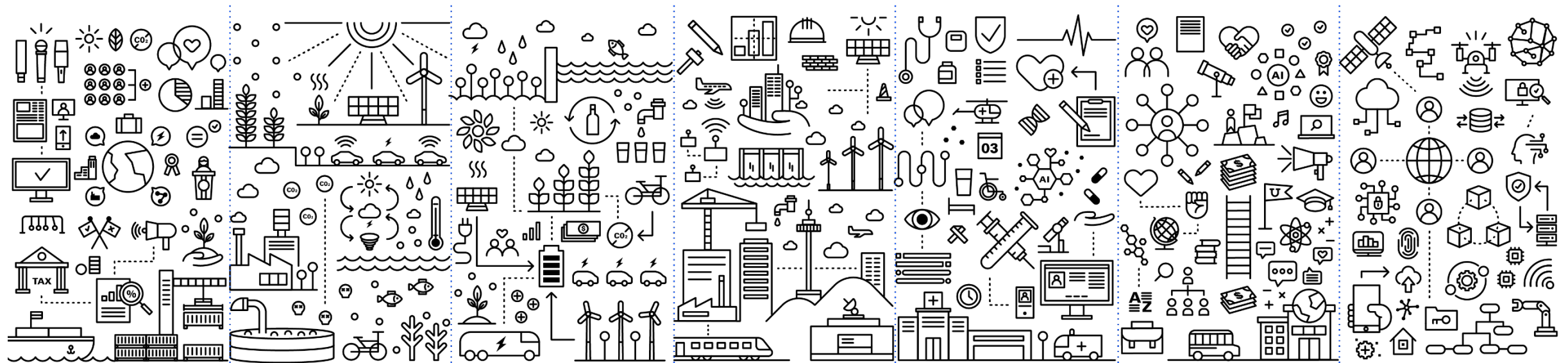


Digital Transformation and Trust



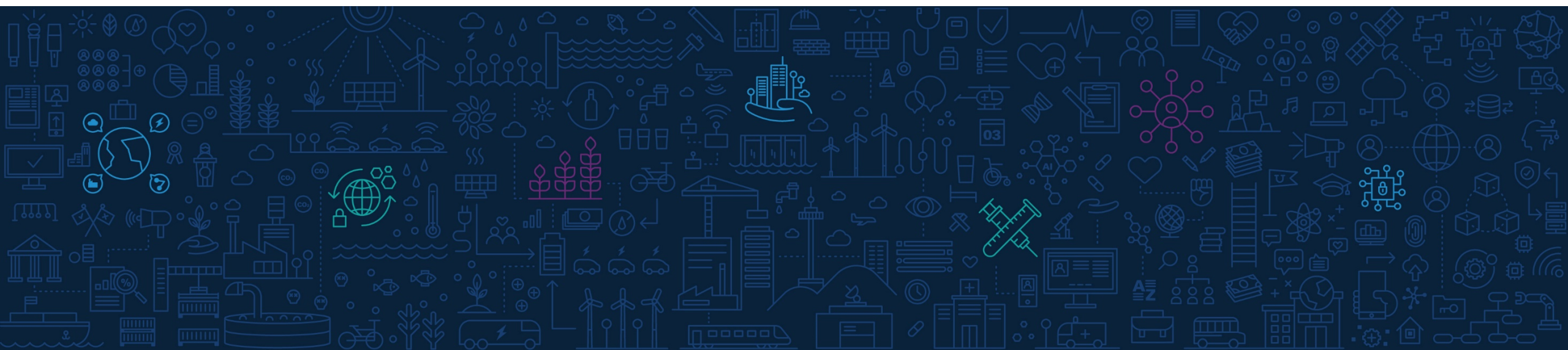
Applications: Icons on solid KPMG color background will appear on dot com along side the icon pattern

Digital Transformation and Trust



Master Tile

We can stitch the thematic icon sets together and create one, large pattern tile.



Color Usage

We will utilize KPMG’s color palette across all touchpoints.

Background:

Spectrum Blue

Pantone 289 C

CMYK 100/76/12/70

RGB 12/35/60

HEX 0C233C

Icon Pattern:

Medium Blue

Pantone 7691 C

CMYK 99/50/0/0

RGB 0/94/184

HEX 005EB8

Hero Highlights:

Light Blue

Pantone 7461 C

CMYK 89/18/0/0

RGB 0/145/218

HEX 0091DA

Light Purple

Pantone 259 C

CMYK 67/100/4/5

RGB 109/32/119

HEX 6D2077

Green

Pantone 2402 C

CMYK 90/0/43/0

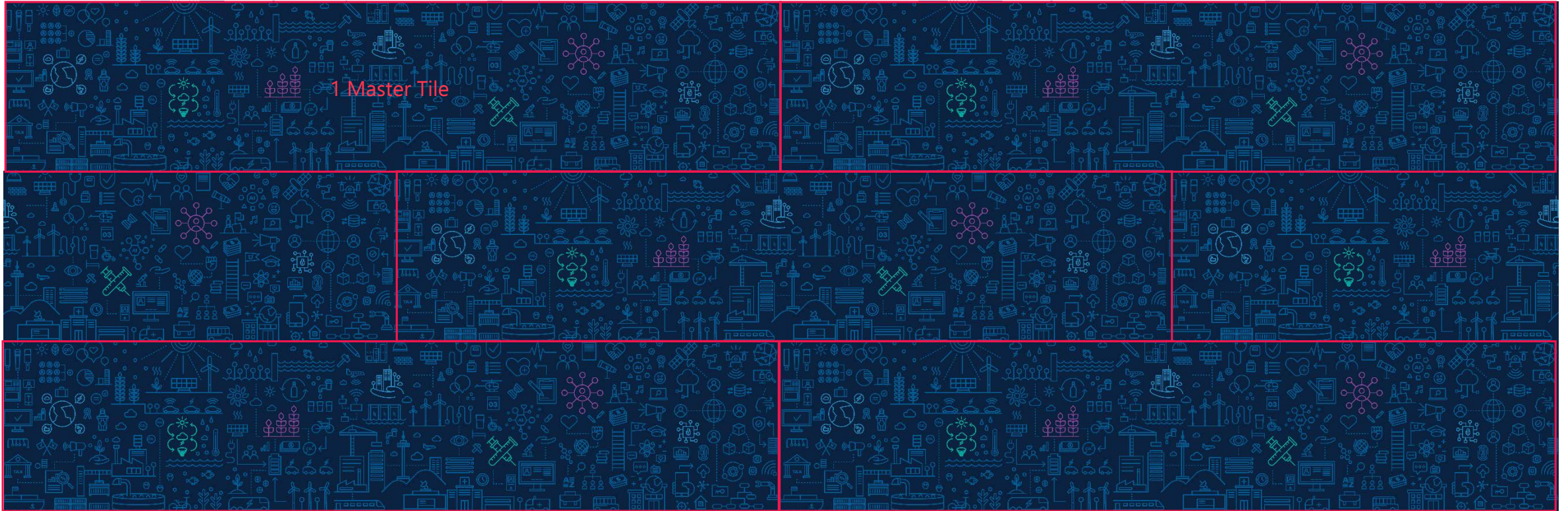
RGB 0/163/161

HEX 00A3A1

The production company must ensure legibility based on printing techniques and materials being used. The KPMG color values might have to be brightened slightly to pop against the Spectrum Blue background.

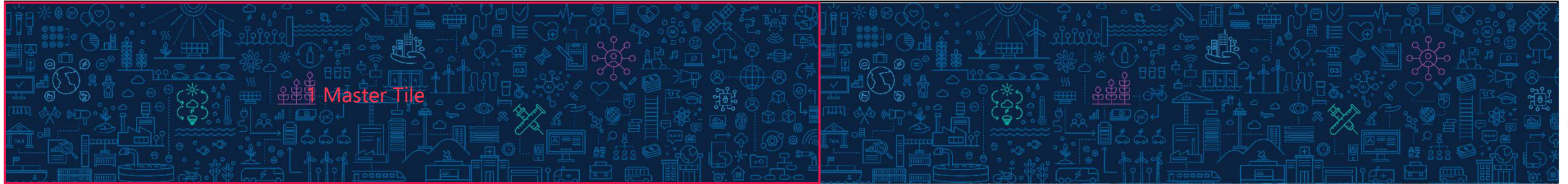
Creating Patterns

Since all of our walls and applications are varying in size, you can use our Master Pattern Tile to easily create a seamless pattern, fitting any touchpoint – just stack the tiles like bricks.



Walkway

Because the walkway needs to be viewable from street level, we recommend the pattern to be roughly one tile in height and stacked horizontally as long as it needs to be.



Large-format Walls

Most other applications that use our pattern will be experienced in a more intimate setting. Our pattern can become more intricate: 2–3 stacked rows is the recommendation.



Sample Applications

Putting creative pieces together



Choose a photograph that is textural and relates closely to the the headline

Choose the Hero Icon that best fits the topic/theme being discussed

Headline should always use the "From/To" framework

CTA helps drive deeper engagement to our website

Always end on the Campaign theme as a bold, optimistic ending

Digital Screens

Posters can rotate through lots of themes and topics.

The layout and messaging framework can remain consistent and prominent across all screens.



Infrastructure Resilience



Education, Diversity and Work



Future of Economy



Beyond Geopolitics

Digital Screens

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Healthy Futures



How to Save the Planet

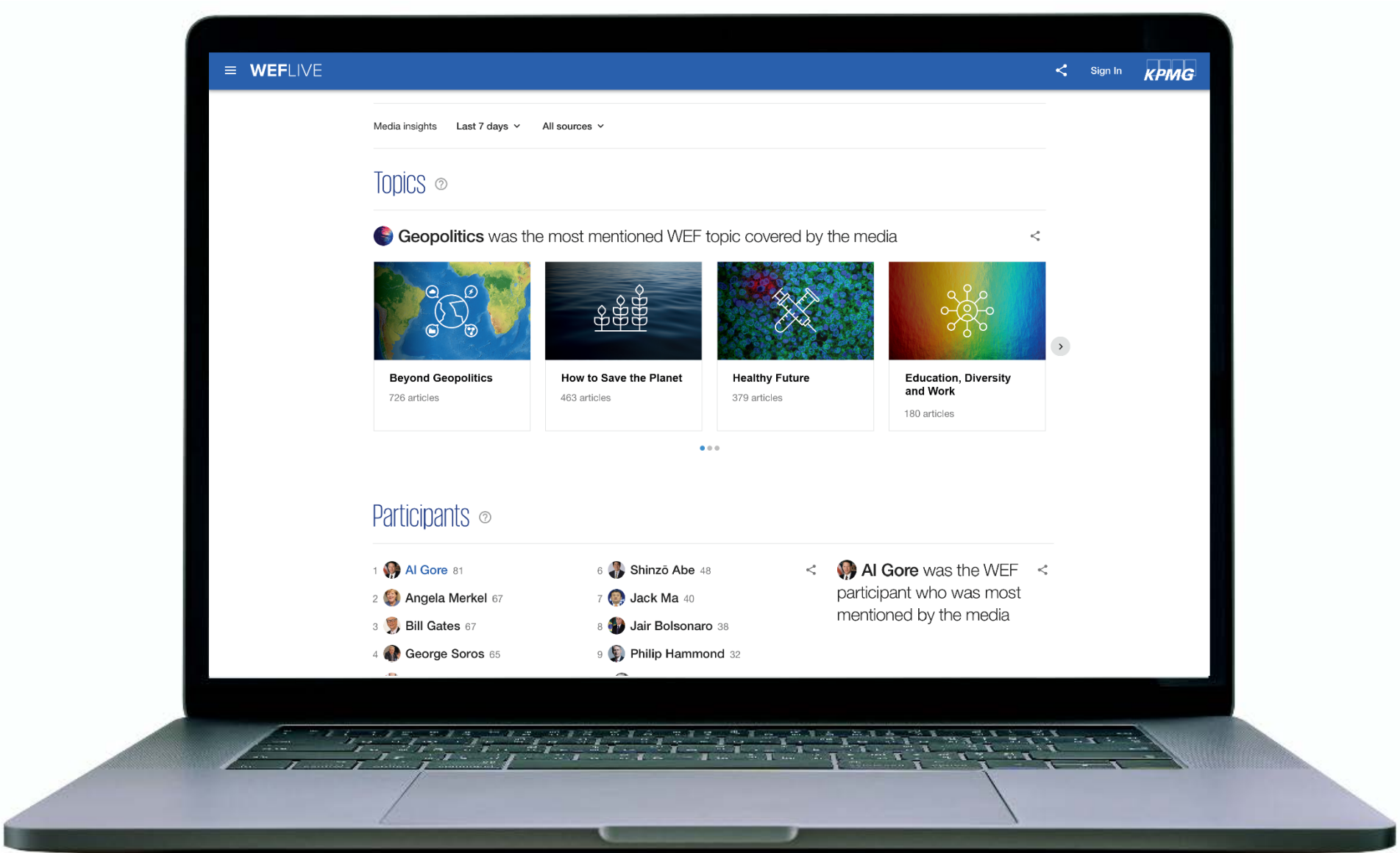


Digital Transformation and Trust

WE PROGRESS TOGETHER

Walkway





Social Assets

People + Pattern

When we highlight KPMG-ers, speakers, or any other people, we can pair their portraits with our patterns in a split-screen. You may choose the Master Tile Pattern or one of the Thematic Icon Sets.

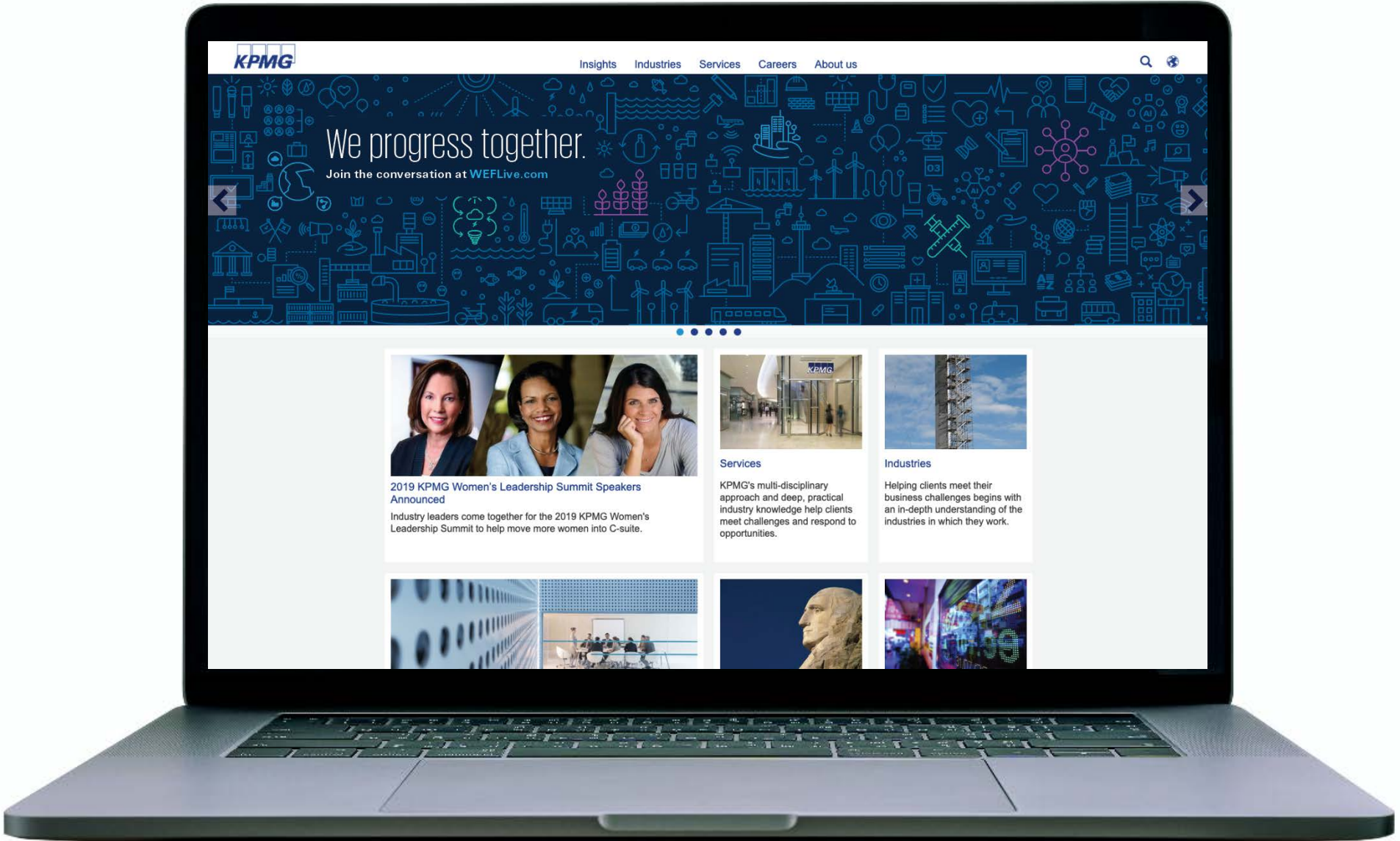
Photo + Hero Icon

Specific topics and themes can continue to use our textured photography with a hero icon.

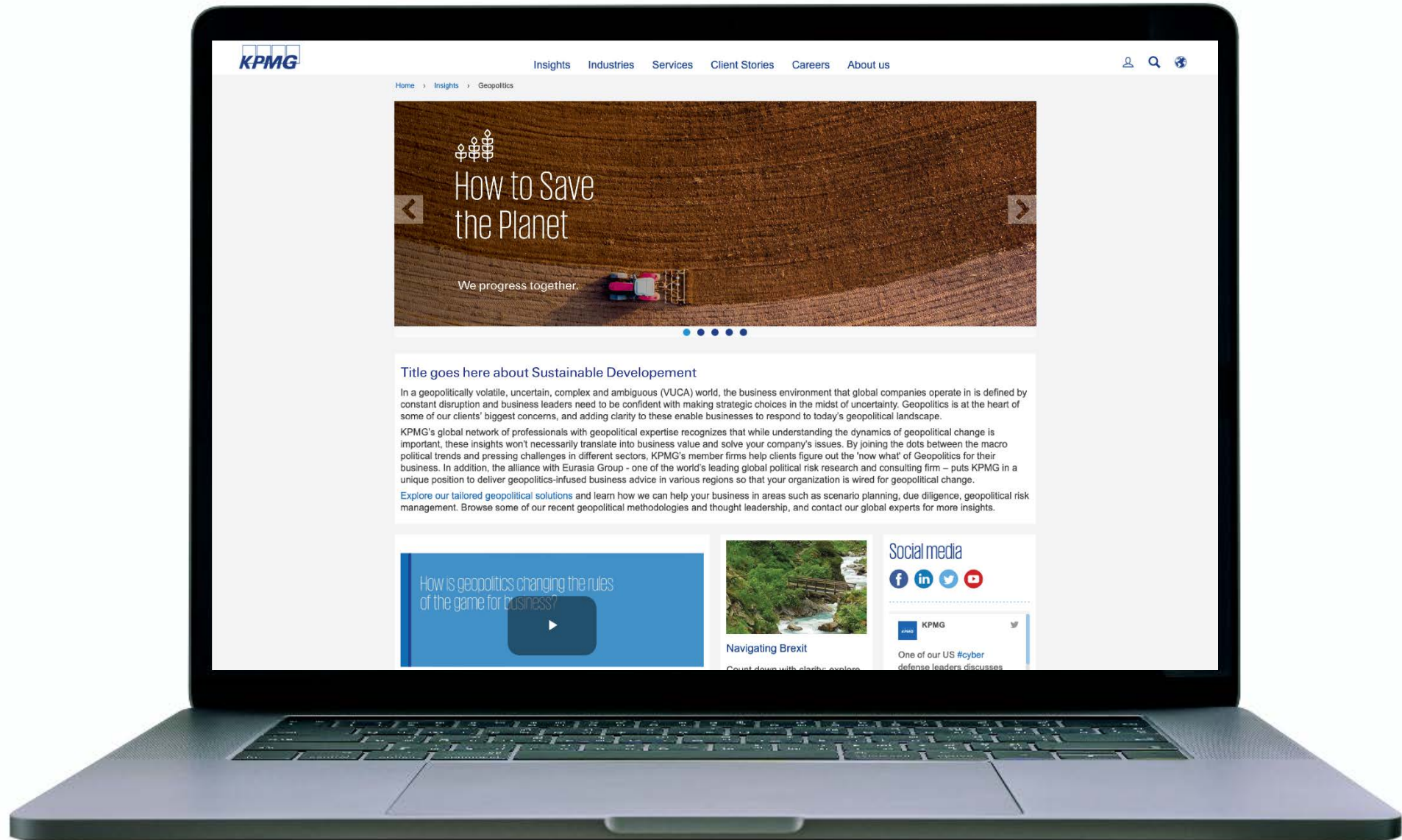
All copy can be embedded within the post itself.



Banners: General Campaign Messaging



Banners: Specific topics/themes

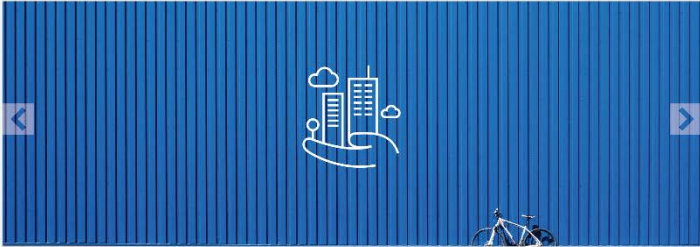


Banners: Specific topics/themes

KPMG

Insights Industries Services Client Stories Careers About us

Home > Insights > Geopolitics



Title goes here about Sustainable Development

In a geopolitically volatile, uncertain, complex and ambiguous (VUCA) world, the business environment that global companies operate in is defined by constant disruption and business leaders need to be confident with making strategic choices in the midst of uncertainty. Geopolitics is at the heart of some of our clients' biggest concerns, and adding clarity to these enable businesses to respond to today's geopolitical landscape.

KPMG's global network of professionals with geopolitical expertise recognizes that while understanding the dynamics of geopolitical change is important, these insights won't necessarily translate into business value and solve your company's issues. By joining the dots between the macro political trends and pressing challenges in different sectors, KPMG's member firms help clients figure out the 'now what' of Geopolitics for their business. In addition, the alliance with Eurasia Group - one of the world's leading global political risk research and consulting firm - puts KPMG in a unique position to deliver geopolitics-infused business advice in various regions so that your organization is wired for geopolitical change.

Explore our tailored geopolitical solutions and learn how we can help your business in areas such as scenario planning, due diligence, geopolitical risk management. Browse some of our recent geopolitical methodologies and thought leadership, and contact our global experts for more insights.

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Title goes here about Climate Change

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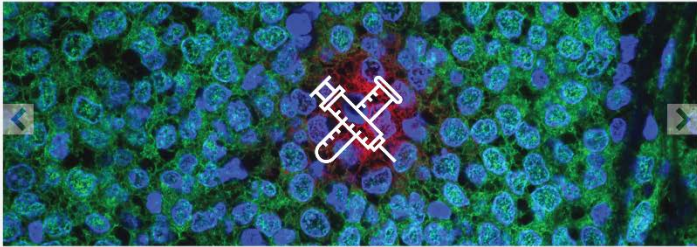
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Title goes here about Health & Healthcare

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Lounge Map

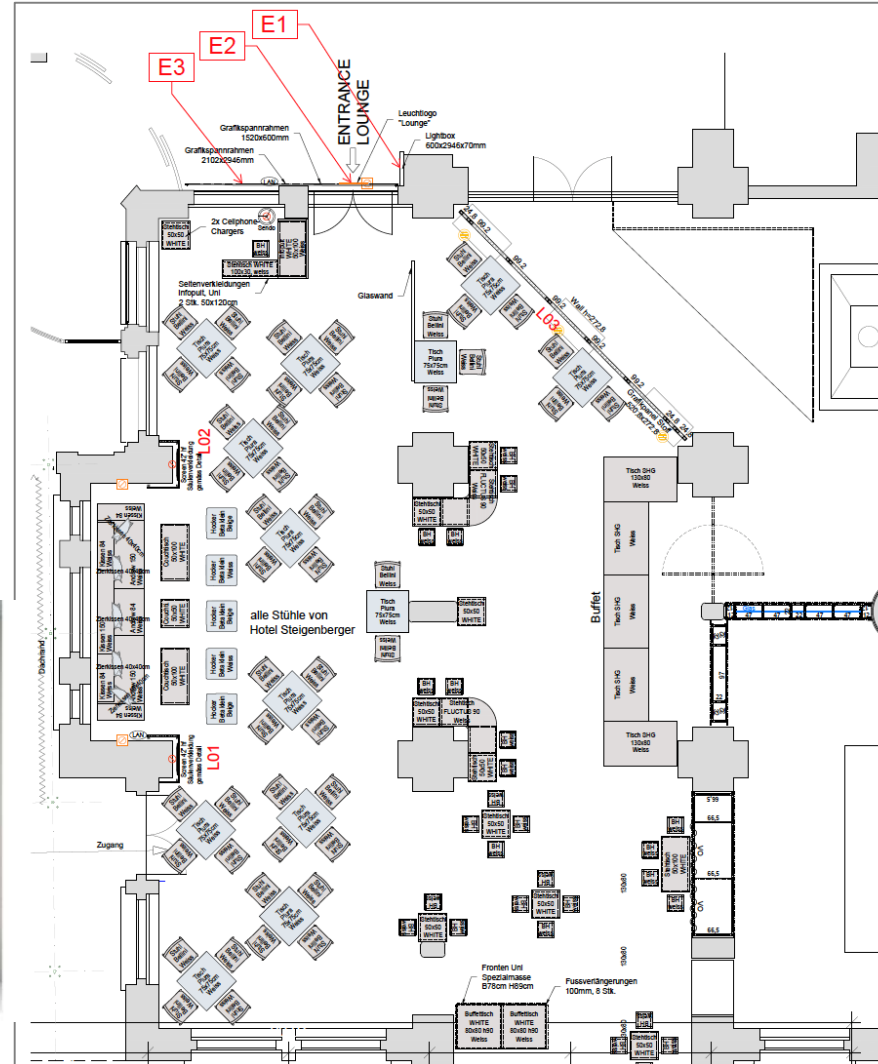
E1 / E2 / E3: Entrance



L3: Wall



*All colored walls, pillars, etc will be in KPMG Blue, except for the icon pattern wall, which will continue to be in our Spectrum Blue.



Corner by storage area & L2



Coffee bar



Reception Map

R3/R4: Staircase wall



R5: Curved cocktail bar wall



R1: Welcome banners



R9 – Updated images to follow

