# Grant Thornton International launches new brand

19 February 2008

Grant Thornton International, one of the world's leading accounting and consulting organisations, unveiled its new brand today (19 February 2008). Between now and the end of 2008 the new logo and brand will be phased in by member firms in over 80 countries, making them instantly recognisable as member firms within Grant Thornton International.

David McDonnell, Chief executive officer for Grant Thornton International, explained, "A brand is one of the most powerful tools that an organisation can use to communicate accountability and leadership wherever it does business. We have created this new brand to support our global business strategy of demonstrating real leadership within our profession and becoming a more cohesive global organisation. The new brand is another important step in differentiating Grant Thornton in the marketplace."

The brand was created by Pentagram Design Ltd, an award-winning agency based in London, San Francisco, New York, Austin and Berlin.

Grant Thornton International is one of the world's leading organisations of independently owned and managed accounting and consulting firms providing assurance, tax and specialist advisory services to privately held businesses and public interest entities. Clients of member and correspondent firms can access the knowledge and experience of more than 2400 partners in over 100 countries and receive the same distinctive, high quality and personalised service wherever they choose to do business. Grant Thornton International strives to speak out on issues that matter to business and which are in the wider public interest and to be a bold and positive leader in its chosen markets and within the global accounting profession.

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**Notes to editors:**

**The Grant Thornton logo**
The logo consists of three elements: the symbol, the colour and the Grant Thornton 'wordmark'. The inspiration for the symbol is the Mobius strip, discovered by mathematicians in the 19th Century. Its evolution into the Grant Thornton symbol captures the qualities of a continuous band that looks three dimensional, permanent, yet constantly flexible. It reflects everything coming together into one cohesive whole. To help differentiate the Grant Thornton brand, purple has been adopted for the symbol, a colour predominately associated worldwide with leadership, dignity and governance.

**The Grant Thornton imagery style**
The new brand identity uses four different types of imagery including illustration, portraiture, icons and black and white photography. All contribute to the objective of creating a brand that demonstrates bold and positive leadership, a personal, human approach and clarity in thought and delivery.

**The Grant Thornton tone of voice**
The tone of voice of the new Grant Thornton brand is bold, clear and positive.

Grant Thornton International Ltd and the member firms are not a worldwide partnership. Services are delivered independently by the member firms.

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