

News Release

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For immediate release

Baker Tilly International unveils new visual identity and brand positioning

We are proud to unveil a new logo, visual identity and a new purpose - Now for tomorrow - as part of the ongoing evolution of the Baker Tilly brand.

Aimed at strengthening and modernising how we represent our network to clients, our people, our profession and the communities in which we operate, all the core elements that comprise Baker Tilly's visual identity - colour, fonts, imagery, and the applications in which they reside - have evolved.

Speaking on the new identity, Ted Verkade, CEO of the network, said: "Beyond our expertise and proven capability to serve global clients, we want the Baker Tilly brand to be synonymous with our commitment to building great relationships and having great conversations to ensure great futures. This is what sets us apart. We make decisions now, to shape a successful tomorrow for our clients, our people, our profession and our communities. From today, **Now, for tomorrow** will serve as both our purpose and our tagline, becoming central to our brand and at the forefront of our communications.

"Growth is at the heart of our business. Our new symbol is inspired by organic growth patterns found in nature. It signifies our capacity to be agile and adaptable to the unique needs of our clients. The wordmark is in all lowercase letters to represent our personal and approachable nature. The removal of the space between Baker and Tilly signifies our cohesive network."

The emphasis on a new brand identity reflects Baker Tilly International's desire for a more unified representation across its global network. "Our decision to make this change now is because over the last two decades the Baker Tilly network has continued to grow and evolve and this needs to be reflected in our branding. A consistent brand position makes it easier for people to appreciate who we are, what we do, and how we operate across markets," said Ben Lloyd, Baker Tilly International's Chief Operating Officer.

The new brand positioning was developed after consultation with Baker Tilly member firms' clients, partners and employees. It is designed to be easier to use and better suited to digital and online use.

The new visual identity goes 'live' today, Monday 3 December, with more than 70 firms unveiling the new identity in their marketplace. The remainder of firms eligible to trade as Baker Tilly will launch the new identity before 31 January 2019, by which time member firms in over 130 territories will trade as Baker Tilly.

A global launch event will take place in Beijing on 7 December to celebrate this milestone for our network in conjunction with the 30th anniversary of Baker Tilly in China, the network's largest member firm in terms of people.

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MEDIA ENQUIRIES:

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NOTES TO EDITORS:

- The Baker Tilly network comprises 125 member firms, with 33,600 people in 147 territories.
- Baker Tilly refers to the global network of accounting firms of Baker Tilly International Limited. Each member firm is a separate legal entity. Baker Tilly International Limited does not provide services to clients.