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Morison KSi unveils its brand identity and stamp of endorsement

The global association for quality, border-free business, Morison KSi, has launched a brand identity that embodies its new overarching philosophy, strategy and personality.

Developed by international design firm Pentagram's London office, the identity expresses Morison KSi's dynamism and confidence. The identity's main component is a symbol, which acts as a badge of pride for all its members as well as a reassurance of quality for all its clients.

The symbol consists of a series of connected interlocking blocks that are placed within the borders of a globe, to represent Morison KSi's international reach. Orange and navy are used to represent both a bold new outlook and the reliable quality of each of its member firms.



The symbol is a sum of parts, much like the organisation itself, and is both dynamic and confident. The new identity introduces the Morison KSi brand to the world, and is used as an endorsement of quality and celebration of qualification for membership.

Morison KSi is a global association providing quality, border-free professional services. Our 163 members are dynamic, ambitious and independent firms, specifically chosen because of the quality and energy of their people and practice. Together, we offer partner-led and cost effective global reach across 375 offices in 87 countries, representing a combined revenue of US\$1.03bn.

Morison KSi is delighted to unveil the brand to its members, their clients and the rest of the world.



Morison KSi

Liza Robbins, CEO of Morison KSi said: "This has been an extremely exciting project for Morison KSi and we are very proud of the outcome. Morison KSi's branding strategy is to build the brand and the icon as a 3rd party, independent 'badge of quality' for member firms."

As part of the branding strategy member firms will have an "endorsement logo" which they can show with pride on their marketing materials and websites.



Morison KSi
Independent member

Morison KSi will be rolling out the new branding across all of its marketing collaterals in the coming weeks.

Morison KSi Limited

Liza Robbins

Chief Executive Officer

T +44 (0)20 7638 4005

liza@morisonksi.com

www.morisonksi.com