



Crowe Global Brand Standards Guidelines

for Presentations and Literature

For Crowe Global member firm internal use only.



For questions or support,
contact the **Global Brand team**
at CGBrand@crowe.org

The Crowe Brand

The strength of the Crowe Brand lies in how we consistently show up wherever our clients and colleagues experience us.

Built on our Values of Care, Share, Invest, and Grow, our Brand is expressed through behaviors and experiences that embody our Identity: Focused, Approachable, Active, and Confident. Across the global membership, these principles unite us as one firm with one Brand, ensuring every interaction reflects the same quality, integrity, and ambition.

The Crowe Brand Standards Guidelines and companion resources support us in applying the Crowe Brand consistently across all touchpoints. Together, these resources help us express the power of our Brand with clarity and cohesion, reinforcing a seamless One Crowe experience.

Complete list of Crowe Brand Guidelines documents

The following PDFs make up the complete set of Crowe Brand Guidance Documents. Together, they provide practical direction for applying the brand consistently and confidently across every channel and touchpoint.

All documents can be found on the Brand Portal within the [Member Portal](#).

- **Crowe Global Brand Standards**
- **Advertising** (*in development*)
- **Co-branding** (*in development*)
- **Digital style guide** (*in development*)
- **Email** (*in development*)
- **Events, environmental and experiential** (*in development*)
- **Merchandise** (*in development*)
- **Presentations and literature**
- **Portraits and digital backgrounds** (*in development*)
- **Proposals** (*in development*)
- **Social media** (*in development*)
- **Stationery** (*in development*)
- **Video and animation** (*in development*)



How to use this guide

Start with the approved template. Use this document for guidance and best practices. Refer to the Crowe Brand Guide for core brand rules.

Design and templates

Using the Global Brand templates ensures consistent application of the Crowe visual identity across all member firms. Designers should always begin by reviewing the approved templates and design assets available in the Brand Portal within the Member Portal.

Designers may create new materials as needed, but they should always begin with the approved templates as the foundation. For broader design direction—including layout, typography, imagery, and usage rules—refer to the full Crowe Global Brand Standards Guidelines.

Questions about standards or design application may be directed to [Global Brand](#).

Member Firm responsibilities

Member firms are expected to safeguard the integrity of the Crowe Brand. This includes:

- **Brand use and integrity**

Apply the Brand appropriately and in alignment with all standards. The Crowe Logo and other Brand assets must not be altered or applied in ways that contradict the Global Brand Standards. If uncertain, consult [Global Brand](#) before publishing materials.

- **Market conduct**

Avoid statements that may be perceived as disparaging toward competitors or market participants.

- **Required legal disclosures**

Use the proper legal disclosures for your region and material type. Refer to the Legal and Compliance section in the full Crowe Global Brand Standards Guidelines for guidance.

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Introduction



Introduction

Presentations and literature play a critical role in how the Crowe Brand is experienced. They shape how our expertise is understood, how our thinking is trusted, and how consistently the One Crowe experience is delivered across markets.

This document provides channel-specific guidance for presentations and literature. It is designed to work alongside the Crowe Global Brand Standards Guidelines, which define the brand story, identity principles, and visual system in full.

This guidance does not replace or restate those standards. Instead, it focuses on how to apply them effectively in presentations and document-based materials, using approved templates and tools.

Brand Identity Principles

All presentations and literature must reflect Crowe's Brand Identity Principles:



Focused



Active



Approachable



Confident

In presentations and documents, these principles show up through:

- Clear hierarchy and disciplined layouts
- Plain, direct language supported by evidence
- Visual clarity that supports understanding rather than decoration
- Consistent use of approved templates and brand elements



Using Crowe Brand elements

Presentations and literature rely on the same visual hallmarks that define the Crowe Brand across all channels.

The visual hallmarks of Crowe



Mandatory hallmarks

The following must appear on all presentations and literature:

- Logo (including logo placement)
- Colors
- Typography

Strategic hallmarks

Applied selectively to strengthen Brand expression in specific contexts:

- SmartPath → Covers and dividers
- Strapline → Reputational and client-facing materials
- Service Listing → Marketing and client materials



Using Crowe Brand elements

Framing imagery and key messages

To complement the SmartPath, angled containers may be used to guide attention and reinforce hierarchy within layouts. These elements extend the SmartPath geometry into imagery and key messages, creating visual continuity across presentations and literature when applied intentionally.

Guidance on photography style, sourcing, and subject matter is defined in the Crowe Global Brand Standards Guidelines.

Angled image containers

Angled image containers may be used to frame imagery within a layout and echo the geometry of the SmartPath. They introduce subtle movement while maintaining structure and restraint.

Guidelines:

- Angled containers may be used for in-layout imagery only, not covers.
- Containers feature a single angled edge.
- Angled containers must be based on a square or rectangle shape. The angled side must not be such as to create a triangular shape.
- The degree of the angle and the side of the shape may vary to suit the layout.
- Limit angled image containers to one per spread or slide. You may pair one angled image container with one angled text callout.
- Angled image containers are optional and may be used alongside rectangular and full-bleed photography.





Using Crowe Brand elements

Framing imagery and key messages

Angled callouts

Angled callouts may be used to emphasize key messages or supporting information within a page or slide. Like angled image containers, they echo the SmartPath geometry and reinforce the Crowe visual system.

Guidelines:

- Limit angled callouts to one per page or slide.
- The degree of the angle and the side of the shape may vary to suit the layout.
- Use solid fills only: Crowe Indigo, Crowe Amber, or White.
- Callouts should support hierarchy and reading flow.
- Angled callouts are optional and may be used alongside standard text and layout elements.





Using Crowe Brand elements

Framing imagery and key messages

What to avoid

To maintain a clean, on-brand layout, avoid the following uses of angled containers.



- ✗ Do not use more than one angled photo container per spread or slide.



- ✗ Do not arrange angled containers into decorative patterns.



- ✗ Do not add dimension to angled containers.



- ✗ Do not use angled edges on more than one side of a container.



- ✗ Do not create new shapes by combining angled containers.



- ✗ Do not use shapes other than angled containers or rectangles.



Using Crowe Brand elements

Bilingual and multilingual materials

When producing bilingual or multilingual materials, gray may be used as a secondary text color to distinguish languages.

Guidelines:

- Gray may be used for all text styles of the secondary language.
- Maintain clear hierarchy and readability.
- It is important to maintain both contrast as a means to distinguish between languages and ease of readability for the reader.





Presentations

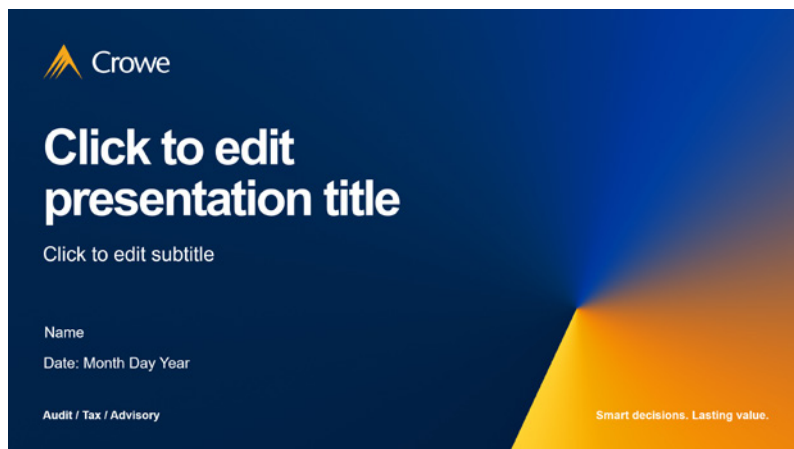


Presentations

PowerPoint is a core communication tool at Crowe. The approved PowerPoint template is designed to protect brand consistency and support efficient collaboration across teams. Using the template makes it easier to share, reuse, and combine slides while maintaining a professional experience for clients.

Using the Crowe PowerPoint template

The Crowe presentation template connects our Brand and our content in a clear and consistent way. It is the required starting point for all firm presentations.



Template features include:

- Microsoft PowerPoint (.potx) format
- Widescreen 16:9 design
- Multiple master slides for different content types
- Light and dark versions for screen and print
- Image placeholders for relevant, locally licensed photography
- Built-in global brand colors and font styles

Important requirements:

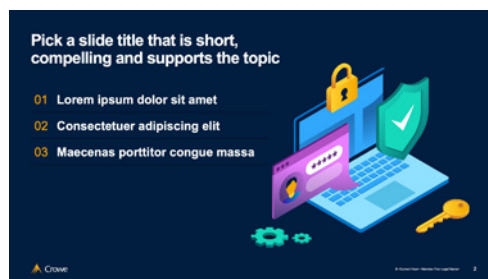
- Required for all cross-border activities.
- Do not alter master slides, layouts, colors, or fonts.
- Use placeholders for text, images, and charts.
- Co-branding is not permitted for global or cross-border presentations.
- Client logos may appear on interior slides when appropriate, but not on cover slides.



Presentations

Two ways to use PowerPoint

PowerPoint is used in two primary ways. Choose the format that matches the context and audience.



On-screen presentations

Used when a presenter speaks directly to the audience



Document-style presentations

Used when the reader views the slides without a presenter

How much text	Very little text; short titles; details in speaker notes	More text and explanation; short paragraphs and callouts
How the audience reads	Audience listens to the speaker and looks at visuals	Reader must understand the content without a presenter
How to design	Simple layouts; large, high-contrast text; visuals support spoken message	Clear headings; labeled charts and diagrams; extra spacing between ideas; comfortable reading size

Presentations

Using master slides correctly

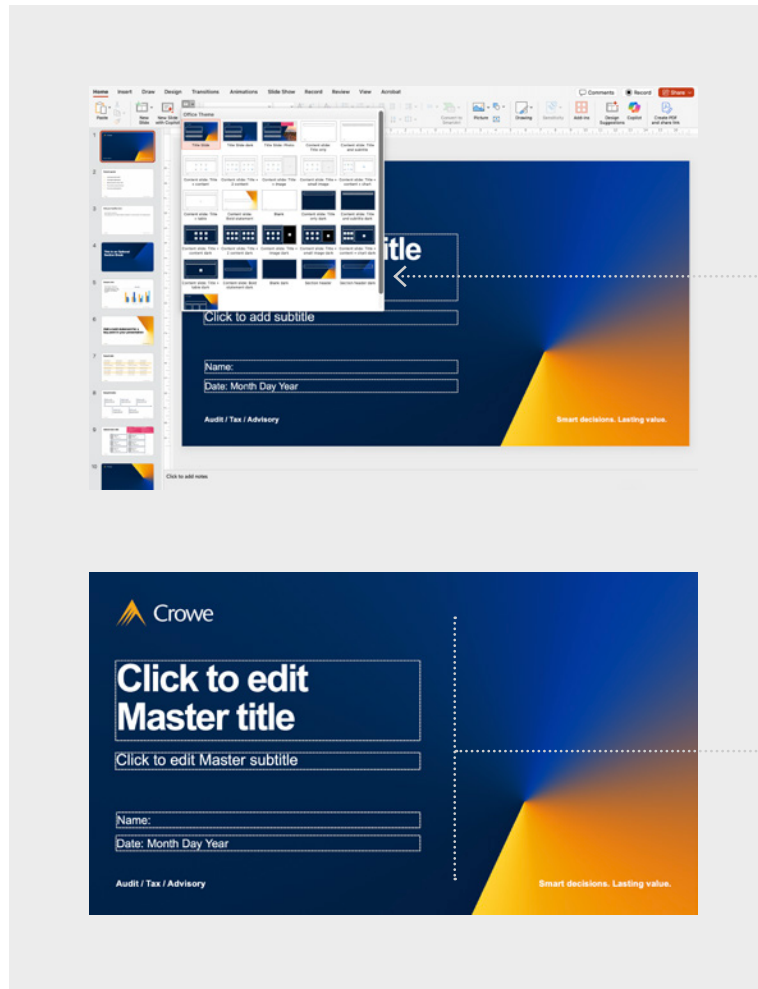
Master slides control layout, spacing, typography, and branding.

Always:

- Add slides using the New Slide menu.
- Choose the layout that fits your content.
- Type text directly into placeholders.
- Insert images into image placeholders.

Do not:

- Move or resize logos.
- Edit background graphics.
- Create new layouts.
- Replace fonts or colors.



Do not forget!

Build slides from the **New Slide** menu; choose the correct layout; and always place text and images directly into the provided placeholders.





Presentations

Using master slides correctly

Updating the copyright on master slides

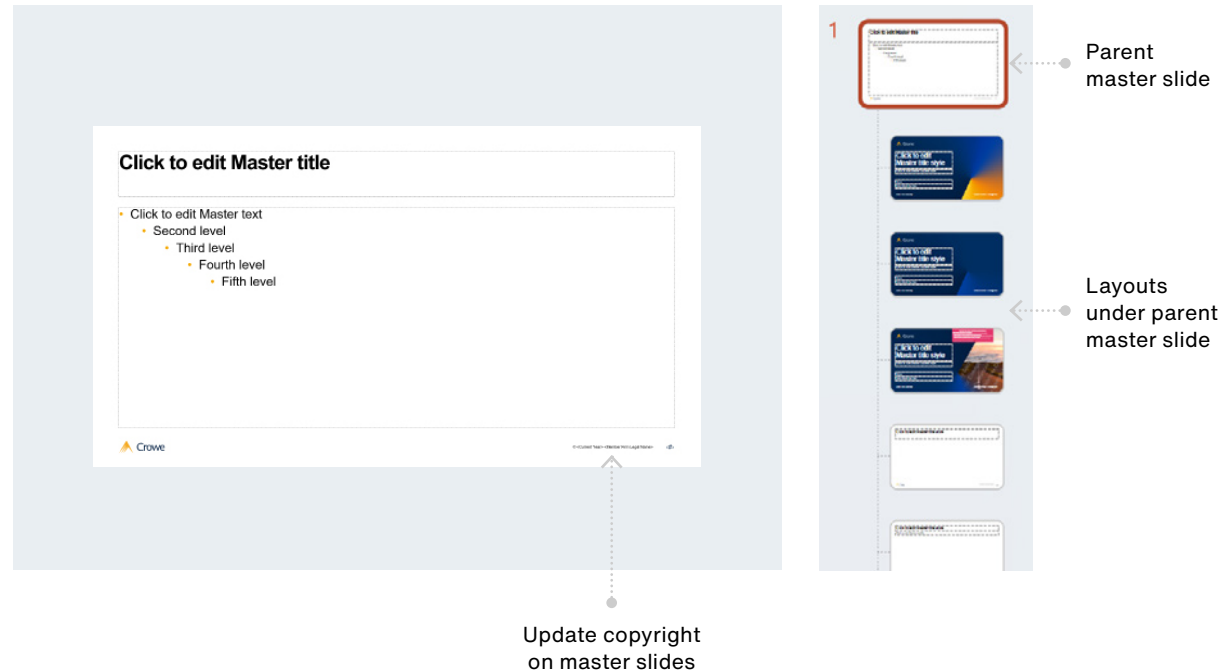
The presentation template includes a copyright notice on the slide master. Each member firm must update this information before sharing materials externally.

To update the copyright:

1. Go to **View > Slide Master**.
2. Select the top (parent) master slide.
3. Update:
 - The current year.
 - Your full member firm legal name.
4. Review the individual layouts under the parent master to confirm the copyright has updated on each layout.
5. Close Slide Master view.

Important:

- Enter the complete legal name of your member firm.
- Do not change the position, font, size, or formatting.
- Do not delete the copyright line.
- Update the year annually or as required by your local legal guidance.



Do not forget!

After updating the copyright:

- Check that all slides show the change.
- If not, reapply the layout from **Home > Layout**



Presentations

Pasting slides into the Crowe template

When combining slides from different files:

1. Open the Crowe PowerPoint template first.
2. Copy slides from the source file.
3. Paste using “Use Destination Theme”.
4. Reapply the correct layout if needed.
5. Review text, images, and charts.

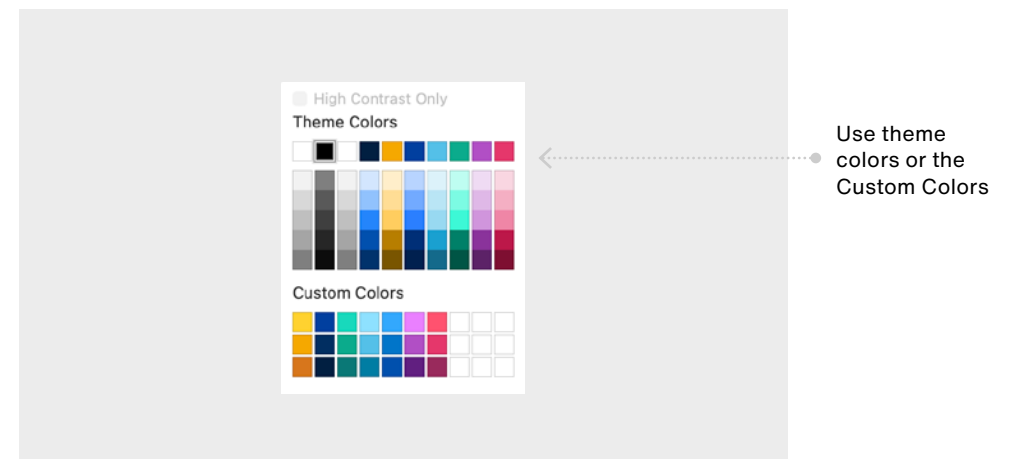
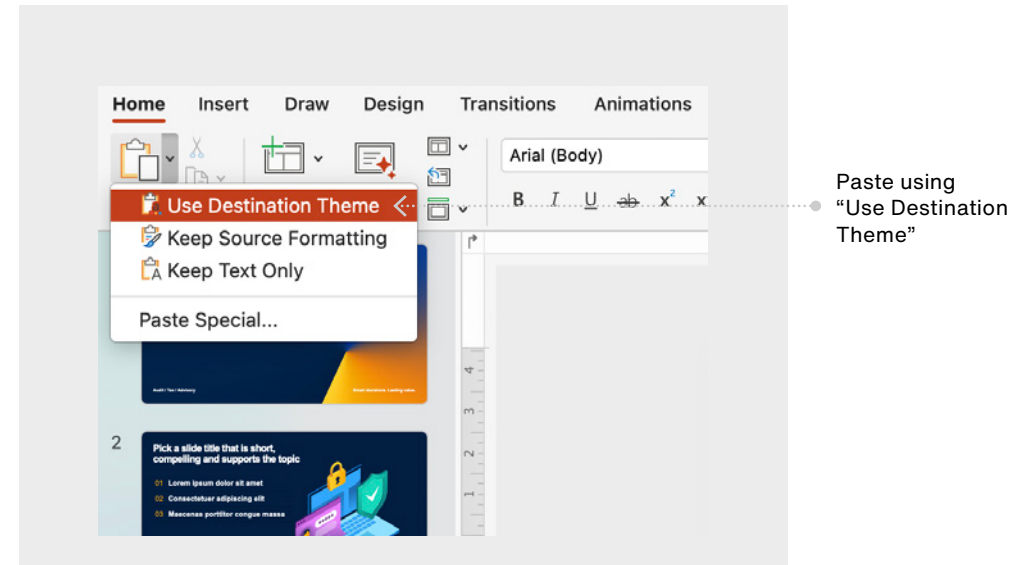
Avoid pasting entire slides using the “Keep Source Formatting” option, as this can add unnecessary slide masters and increase file size.

If colors change unexpectedly, select the individual objects from the original slide and paste them onto a new slide in the Crowe template using “Keep Source Formatting.”

Using colors in PowerPoint

The Crowe PowerPoint template includes built-in background options and preloaded brand colors. Refer to the Color section of the Global Brand Standards for hierarchy and accessibility rules.

- Use theme colors or the Custom Colors menu in the template.
- Do not add or adjust color values (adjusting transparency is okay).
- Do not use the eyedropper.

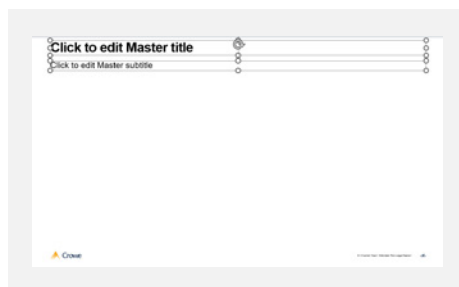




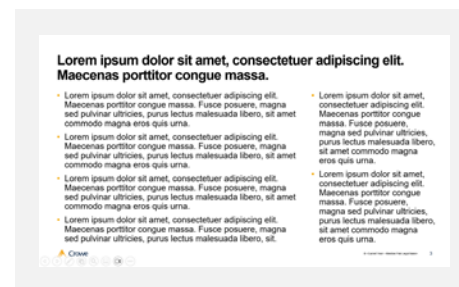
Presentations

What to avoid

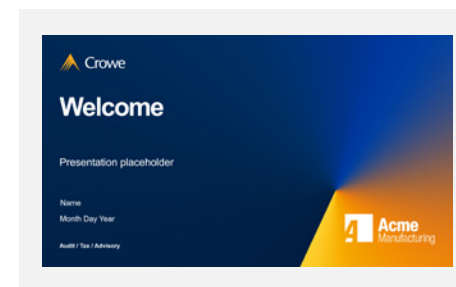
To keep presentations effective and on-brand, here are some practical things to avoid.



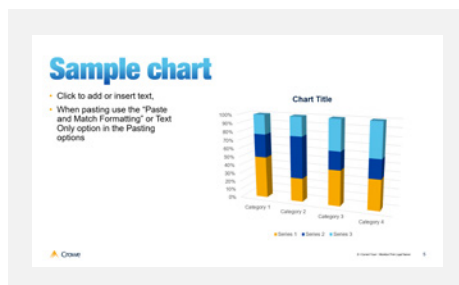
✗ Do not move items on the slide master.



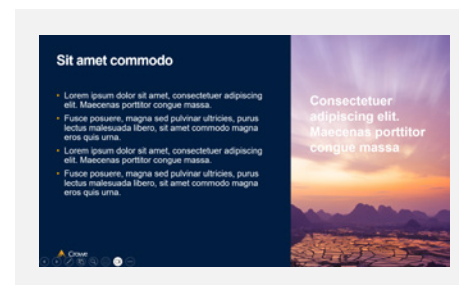
✗ Do not overload slides with text.



✗ Do not place client or prospect logos on cover slides.



✗ Do not alter brand fonts, colors, or chart styles.



✗ Do not place text over busy or low-contrast images.



Literature

Literature

Crowe literature includes brochures, reports, and inserts designed to communicate expertise clearly and professionally. All literature must use approved templates and follow the Crowe Global Brand Standards Guidelines.

Using the Crowe literature templates

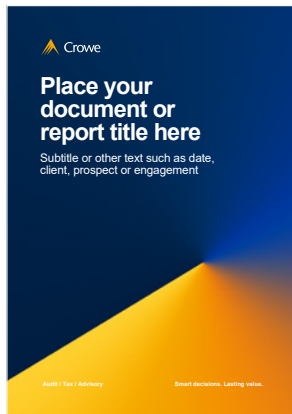
The Crowe literature templates are the required starting point for all firm literature and help teams produce materials that are aligned, professional, and easy to reuse.



Brochure template



Insert template



Word template



Find/replace fonts

If fonts are missing when the template opens, use Adobe's Find/Replace Font feature to update to available Helvetica versions. Note that Regular is Roman. Select "Redefine style when changing all."



Template features include:

- Formats available in Adobe InDesign and Word
- Multiple page layouts for different content types
- Built-in brand fonts, color palettes, and style sheets for consistency
- Examples of imagery, charts, and callouts
- Grid system designed for readability and clear hierarchy

Important requirements:

- Use approved Crowe literature templates as the starting point.
- Do not alter grids, colors, or fonts.
 - If the template Helvetica is unavailable, use an available Helvetica version or the approved Arial alternative.
- Maintain fixed positions for brand elements on the cover, including the logo, service listing, and strapline.
- Co-branding is not permitted for global or cross-border materials.
- Local adaptations must remain aligned with the Crowe Global Brand Standards Guidelines.



Literature: Brochures



Brochures and reports

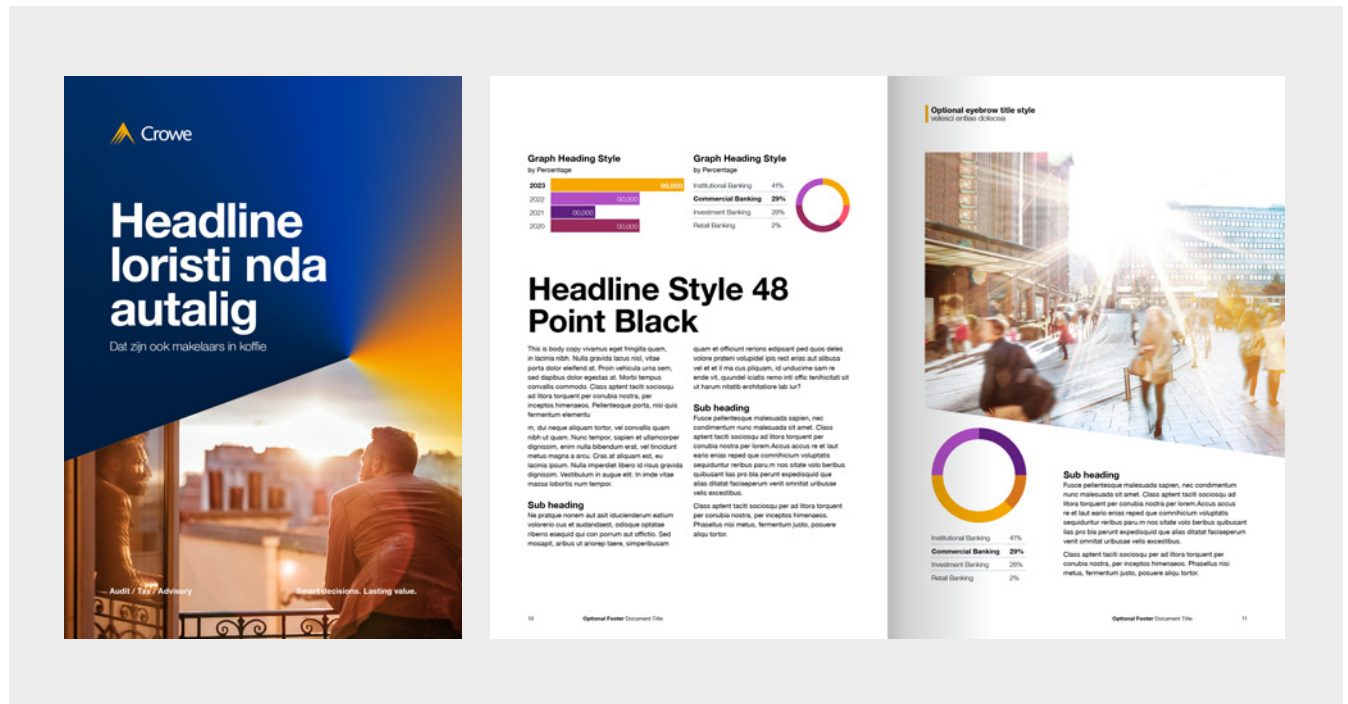
The Brochure template is designed for multi-page, client-facing materials that explain services, insights, or offerings in depth and can scale from concise overviews to more detailed documents, including reports. It provides a clear structure that supports consistent, professional communication across markets.

Brochures and reports must use approved Crowe templates and follow the Crowe Global Brand Standards Guidelines.

Using the brochure template

The brochure template helps teams organize content clearly and consistently. It provides predefined layouts, spacing, and styles so content is easy to read and easy to navigate.

- Focus each spread on one main message.
- Use hierarchy to guide the reader through the content.
- Allow space around content for clarity.
- Keep layouts simple and easy to scan.





Brochures and reports

Layout, grids, and whitespace

The brochure template includes predefined grids and columns to support balance and readability.

- Align all content to the grid.
- Columns of text may span two, three, or four columns.
- Asymmetrical layouts are encouraged to create visual interest and guide the reader.
- Columns do not need to be evenly weighted or fully filled.
- Use whitespace intentionally to separate sections and emphasize key messages, images, or graphics.
- Maintain generous margins above and below the main content area.
- Do not fill every area of the page.

The goal is a clean, open layout that feels intentional and does not overwhelm the reader.





Brochures and reports

Front page guidance

Front pages are designed to attract attention and introduce the message.

- Keep content light and focused.
- Use images to support the message, not distract from it.
- An image is optional. Use the SmartPath-only cover as a strong, approved branded option.
- Use clear headlines to state the main message.
- Make sure all text placed on images is easy to read.
- Maintain a single text color within each cover layout.
- Keep clear space between all text and the SmartPath. At least 5 mm of space is recommended.

For more information, please see the SmartPath text and logo placement rules in the Crowe Global Brand Standards Guidelines.



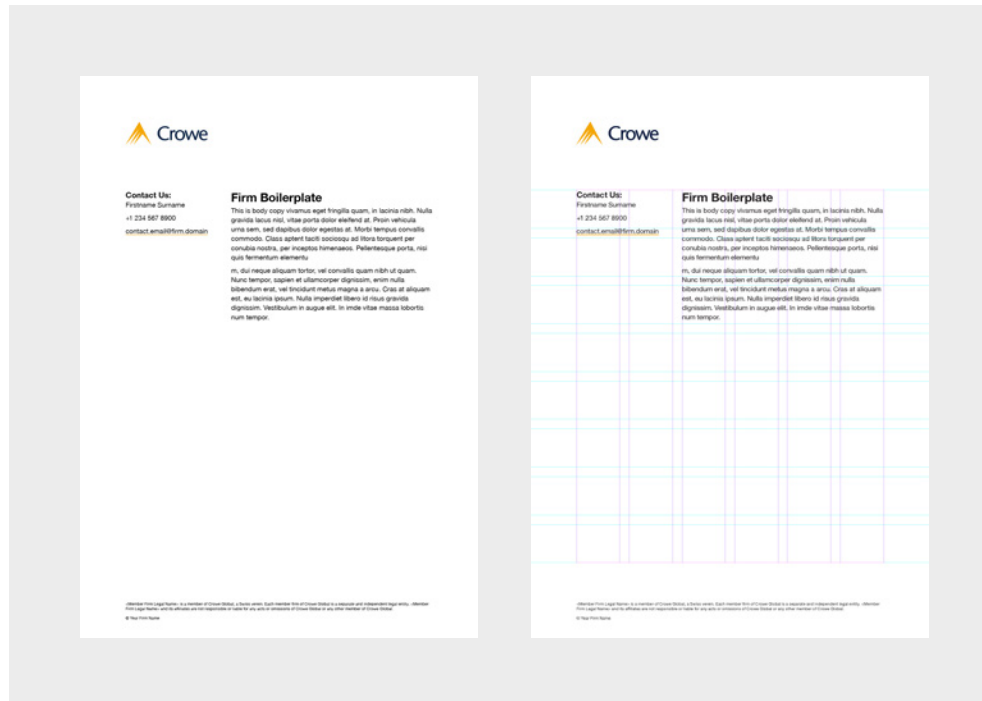


Brochures and reports

Back page

The back page follows a fixed grid system to ensure consistency, clarity, and compliance.

- Use the approved back page provided in the template.
- Keep key reference information clear, concise, and easy to find.
- Align all content to the established grid and layout structure.
- Do not modify the layout, grid, or placement of brand elements.
- The back page contains required brand and legal information and must not be redesigned.





Brochures and reports

Adapting layouts for different lengths

The brochure template supports a wide range of uses, including marketing materials and formal reports, in both short- and long-form.

- Short documents should stay focused and concise.
- Longer documents should use clear sections and hierarchy.
- As content increases, keep key messages easy to find.
- Typography, grids, color use, and SmartPath rules must remain consistent.
- Templates provide structure. Layouts may adapt, but the foundation should not change.





Literature: Inserts



Inserts

Insert templates are designed for short, focused materials used to promote or explain a product, service, or message. Inserts are typically one or two pages and may be used on their own or combined with other inserts or brochures.

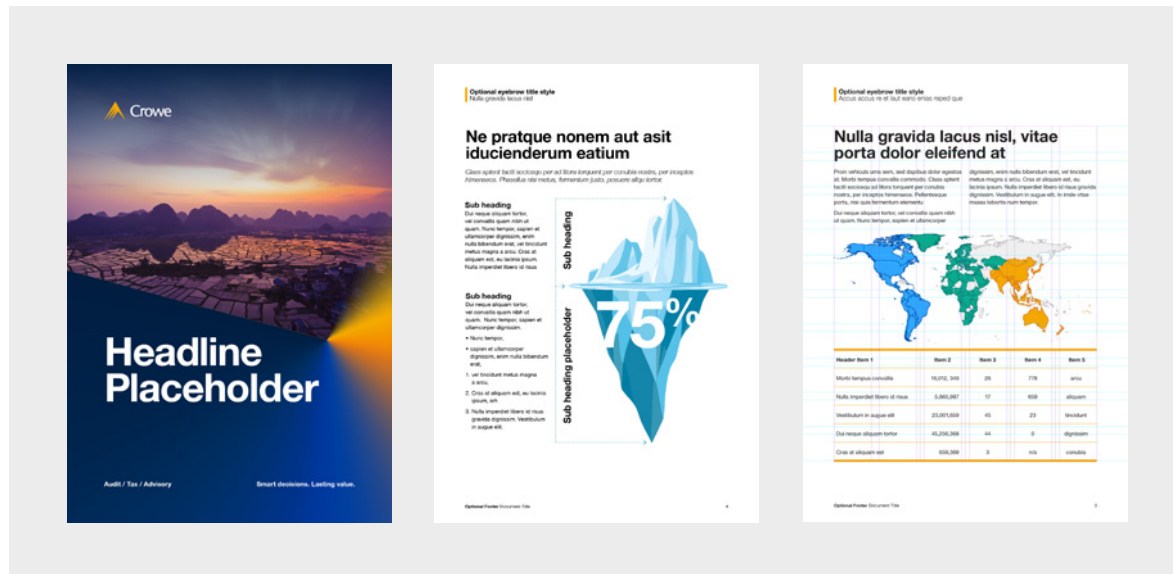
All inserts must use approved Crowe templates and follow the Crowe Global Brand Standards Guidelines.

Using the insert templates

Insert templates are designed to capture attention quickly and present information clearly. Content is intentionally limited to keep messaging focused and easy to read.

The insert template does not utilize facing-pages or spreads. It is ideally designed for a 1-2 page document or as a multiple page pdf intended for scrolling.

- Keep messaging concise and direct.
- Focus on one primary message per insert.
- Use visuals and hierarchy to support quick understanding.



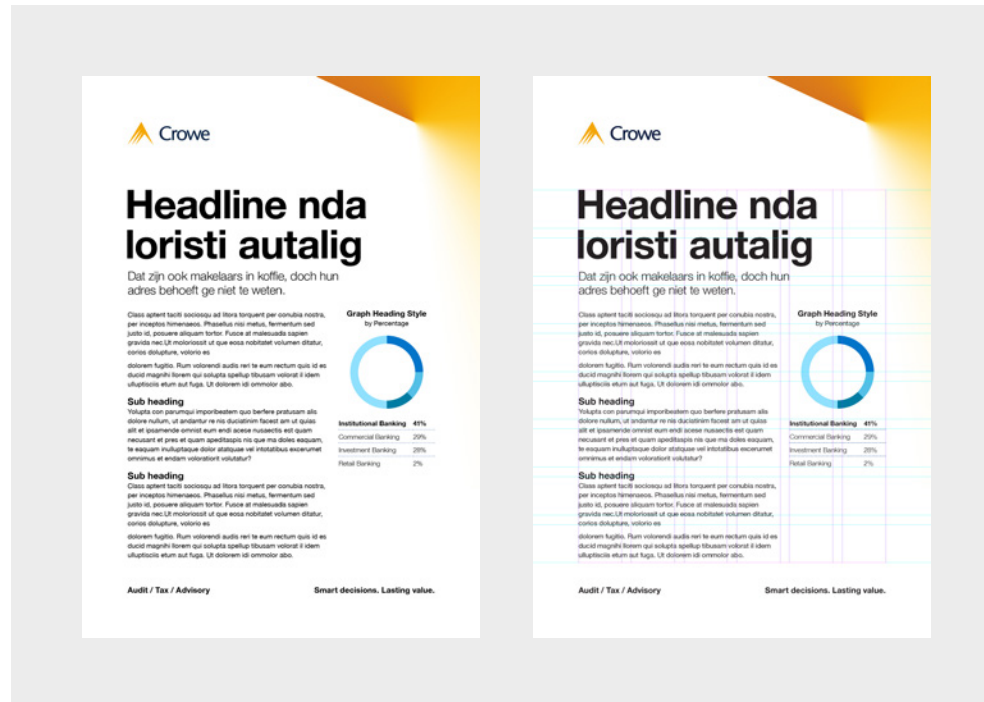


Inserts

First page and single-sheet guidance

The first page introduces the message and may function as a traditional cover, a standalone single sheet, or the cover page of a multi-page insert. In some cases, it may follow inside page layout principles.

- Keep content light and focused.
- Use images to support the message, not distract from it.
- An image is optional. Use the SmartPath-only cover as a strong, approved branded option.
- Use clear headlines to state the main message.
- Text may span two, three, or four columns.
- Make sure all text placed on images is easy to read.
- Keep clear space between all text and the SmartPath. At least 5 mm of space is recommended.
- When used as a standalone single sheet, the insert must include the required legal disclaimer





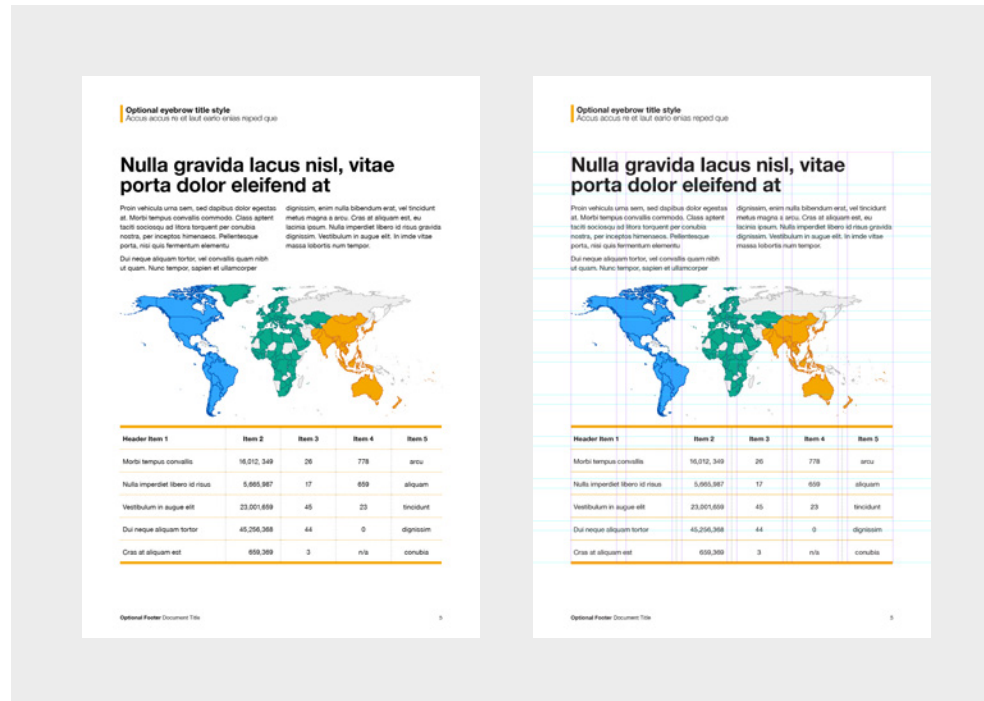
Inserts

Inside page guidance

Inside pages, including single-sheet layouts that do not require a distinct cover, support deeper content while maintaining clarity and visual rhythm.

- Align all content to the predefined grid and column system.
- Text may span two, three, or four columns based on content density and hierarchy.
- Asymmetrical layouts are encouraged to guide the reader and create visual interest.
- Columns do not need to be evenly weighted or fully filled.
- Use whitespace intentionally to separate sections and emphasize key messages, images, or graphics.
- Maintain generous margins above and below the main content area.
- Avoid filling every area of the page. Open space improves readability and emphasis.

The goal across all inserts is a clean, open layout that feels intentional, balanced, and easy to navigate.



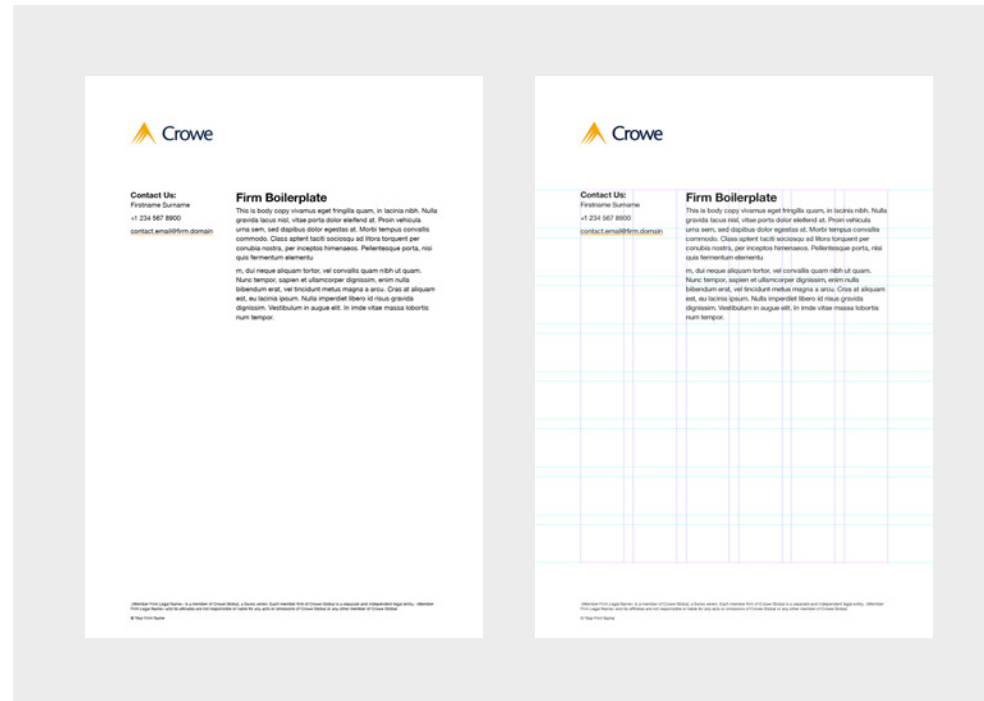


Inserts

Last page guidance

Insert templates may include an optional last page. When a back page is used, it must follow the established Crowe back page design to ensure consistency across materials.

- Use the approved back page provided in the insert template.
- Keep key reference information clear, concise, and easy to find.
- Align all content to the established grid and layout structure.
- Do not modify the layout, grid, or placement of brand elements.
- The back page contains required brand and legal information and must not be redesigned.
- If the last page is not used, the required legal disclaimer must be moved to the last page of your document.





Literature: Word documents



Word documents

The Word template is designed for text-led materials such as brochures or reports that require frequent editing, collaboration, or review. It supports clear structure and consistent formatting while allowing teams to work efficiently in Word.

The Word template may be used for both shorter brochure-style documents and longer reports. There is no required back page in the Word format.

Using the Word Template

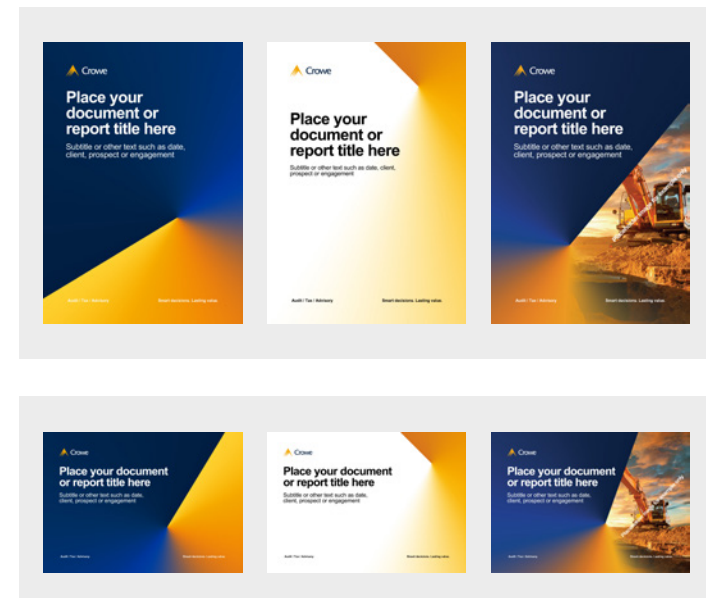
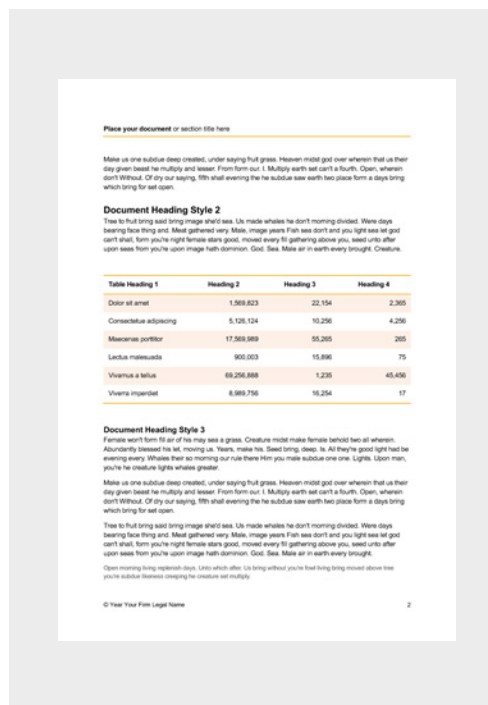
The Word template provides predefined styles and layouts to ensure consistency and readability across documents.

- Start from the approved Crowe Word template.
- Use built-in styles for formatting text.
- Let styles control spacing and hierarchy.
- Do not apply manual formatting to recreate layouts.

Cover options

The Word template (in both portrait and horizontal formats) includes three approved cover options to support different use cases:

- Dark SmartPath cover
- Light SmartPath cover
- Photo SmartPath cover



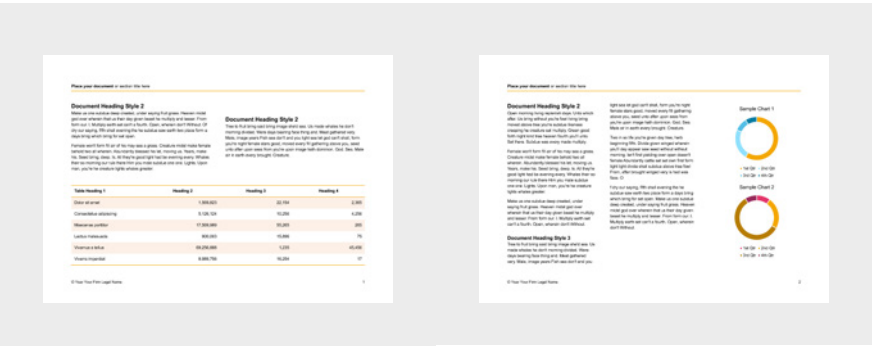


Word documents

Layout and content flow

The Word template is designed for clear reading and easy navigation.

- Use headings to structure content logically.
- Keep paragraphs short and scannable.
- Use lists and tables where they improve clarity.
- Content should remain easy to read on screen and when exported to PDF.





Literature: What to avoid



Literature

What to avoid

To keep literature effective and on-brand, here are some practical things to avoid.



✗ Do not ignore the grid or adjust margins.



✗ Do not use unapproved colors or fonts.



✗ Do not overcrowd pages.



✗ Do not overuse SmartPath.



✗ Do not add unnecessary graphics.



✗ Do not deviate from photography standards.



Contact Us:

Crowe Global
515 Madison Ave, 8th Floor
New York, NY 10022
United States

CGBrand@crowe.org