

Brand book



mazars

Welcome to the Mazars brand

This booklet is an introduction and celebration of who Mazars is today, and who we aspire to be in the future.

Our brand is more than just a logo. It describes who we are, and how we want to be perceived in the world. We create that perception through what we do, what we say, how we look and how we act. The brand that we introduce in this booklet should inform and inspire everything we do as a firm.

This is your brand. Please explore it, live it, and take pride in it. It is important that every one of us across Mazars embraces its meaning and delivers the distinctive and exceptional client experience that it promises.

Our purpose

To help build the economic foundations of a fair and prosperous world by caring for the success of our people and clients, the health of financial markets, and the integrity of our industry.

“We are very proud of the Mazars brand, and each one of us must play our part in building it for the future. To do this, I want every one of us to be a passionate brand ambassador and to represent the brand with honour.”

Hervé Hélias

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Our new brand
positioning

01

Why we're changing

75
2x
90+

For over 75 years, we have operated as one team, guided by our founding principles: to act responsibly in the public interest, cultivate high quality teams, deliver bespoke solutions to clients, and manage our firm in an integrated way for the benefit of future generations.

But while some things haven't changed, much has.

We have doubled in size in the past ten years to become an international organisation present in more than 90 countries and territories worldwide.

The diversity of our offerings, clients and talent has flourished as we have grown.

Society's expectations of business have also evolved, bringing new challenges and opportunities for us and our clients, and driving us to innovate.

Now is the right time to reflect this change and rearticulate the promise that we make to our people, clients and society.

Our new brand reflects the firm we have become and that we strive to be in the future.

Our brand promise

We take pride in empowering our people, clients and industry to achieve their potential and do the right thing. We are at our best when we combine our expertise, agility and understanding to provide answers and experiences that are the right fit for our people, clients and society.

For our people

We promise you a firm that celebrates your individuality and empowers you to become the expert practitioner and leader you want to be.

For our clients

We promise to give you confidence in your actions. We will bring high-quality teams and will go beyond the immediate challenge to find the answer that works best for you and your business. And we will do that with an approach that respects who you are and how you work.

For society

We promise you – clients, investors, markets, regulators and the public – that we will always seek to do what is right, approaching every task with integrity, independence, accountability and a social conscience.



Why Mazars

We make our promise to clients with confidence. We believe we are better placed than anyone else to deliver it due to our unique ability to bring four attributes to every client we serve.

Empowered expertise
Seamless integration
Balanced perspective
Social conscience

Empowered expertise

Professionals empowered to do the right thing for our clients

We celebrate the individuality and leadership of our people.

We encourage an entrepreneurial and pioneering spirit.

We look to the future.

We help our people develop the highest levels of technical excellence.

We deliver a personalised service of exceptional quality for every client.

We use our expertise and independence to do what is right for our clients and for the public interest.



Seamless integration

One team delivering a rewarding experience and consistent quality

We operate as one, integrated team: with each other, with our clients and with our stakeholders.

Our teams are characterised by an agility and empathy that is uniquely Mazars.

We operate around the world as a single, united and connected partnership with aligned interests and consistent delivery models and standards.

We collaborate seamlessly across our sectors, services and geographies to deliver consistent quality to our clients everywhere in the world.



Balanced perspective

Thoughtful counsel that blends local and global perspectives

We are an international and multicultural partnership.

Our scale allows us to serve global and local clients across the world whilst remaining agile and personal in our approach.

Our local teams combine cultural awareness and understanding with a global perspective.

We are committed to a partnership structure and expansion in ways that retain our independence, diversity of thought and balanced world view.



Social conscience

A mindset that gives clients, investors, markets, regulators and the public confidence that we do what is right

Each of us is committed to helping build the economic foundations of a fair and prosperous world.

We believe that how we work is as important as what we do.

We are accountable for our actions: we serve the public interest, doing what is right for our clients and society.

We manage our firm for the benefit of future generations.

Our social conscience is the reason we remain independent: bringing choice to our industry.



Our brand personality

Our brand personality describes the way we look and speak. It sets the tone for consistent visual and verbal communication.

human
intelligent
expert
clear

How we look

natural
honest
sincere
elegant
balanced
modest
precise
organised
contemporary
clean
uncluttered
disciplined

How we speak

caring
warm
personal
balanced
considered
spirited
expert
authoritative
confident
clear
straightforward
to the point

Our story

We are committed to helping build the economic foundations of a fair and prosperous world by caring for the success of our people and clients, the health of financial markets, and the integrity of our profession.

This is a point of principle, distinction and pride like no other in our industry – an industry we helped to shape and whose conscience we continue to inspire.

To deliver on this goal, we cannot just rely on the quality of our services and an understanding of what our clients do. We must understand and respect who they are and how they work: adapting to their unique goals and challenges, as well as their individual circumstances, histories, cultures and ways of working.

We believe we must treat our own people the same way: celebrating their individuality and helping them become expert practitioners and empowered leaders.

Finally, we believe we must approach every piece of work with integrity, independence, accountability and a social conscience. When we do this, we build relationships that give clients, investors, markets and regulators confidence in our ability to do what is right, and therefore confidence in their own decisions.

As an international and multicultural partnership, we are uniquely placed to develop such relationships and deliver an exceptional, personalised service to every client.

We work with businesses of all shapes and sizes; we have the scale to serve the largest global clients while remaining agile and creative in our approach.

Our deeply rooted local teams ensure our work combines cultural understanding with a global perspective. And our single, united partnership means we operate seamlessly, as one, integrated team with each other, with our clients, and with our stakeholders.





What it means
for our clients

02

What it means for large, regulated businesses.

Large, listed and public interest entities

Consistent quality and a breadth of expertise

Our integrated model means we share goals, values and consistent high-quality standards. Clients receive the expertise and capability that they need, where and when they need it, from professionals who work as one team across borders.

Confidence in their actions

Our clients act with confidence knowing that our international expertise, technical excellence and local roots give them answers tailored to the unique situations they face in each market.

A rewarding, frictionless experience

Our clients work with an engaged and integrated team of experts that cover every country they are in. Their Mazars team understands them and their business, and adapts to their ways of working.

A trusted, relevant partner

Our clients value our independent advice knowing it is shaped by our understanding of their unique context and local culture, and enhanced by our global perspective. They are confident we will be accountable, take responsibility, and seek to do the right thing.

What it means for privately owned and family businesses

From private clients and start-ups to mature international clients

Confidence in all aspects of their business

Our clients receive expert advice across all areas of their business. They know we go beyond the task at hand to find an answer that works for their particular personal and business context.

Time to focus on growing their business

Our clients rest easy and spend more time on their core business because their Mazars advisor leads a connected team of experts across a broad range of business and compliance issues.

Experience with companies like theirs

Our clients trust our advice and expertise because we are an integrated team of entrepreneurs. We have built our own business, and serve over 50,000 businesses, across all sectors, worldwide.

A long-term partner that supports their ambitions

Our trust-based relationships stand the test of time. We understand every business owner faces individual opportunities and challenges, and has their own unique reasons for doing what they do. We believe a healthy society is built on the success of businesses like theirs.



Bringing the brand
to life

03

Our logo

Our new brand is brought to life through our new logo

A confident, understated wordmark that is free of symbols and taglines.

Design that is pure and timeless, but uniquely Mazars and instantly recognisable.

Lowercase lettering that is more approachable.

A blend of digital angles and analogue curves that reflect the balance of human and technology in our approach.

A signature curve to the m that suggests our agility and lightness of foot.

Two blue tones that nod to our heritage.



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Our brand in design

Our photography celebrates who we are and how we work with others

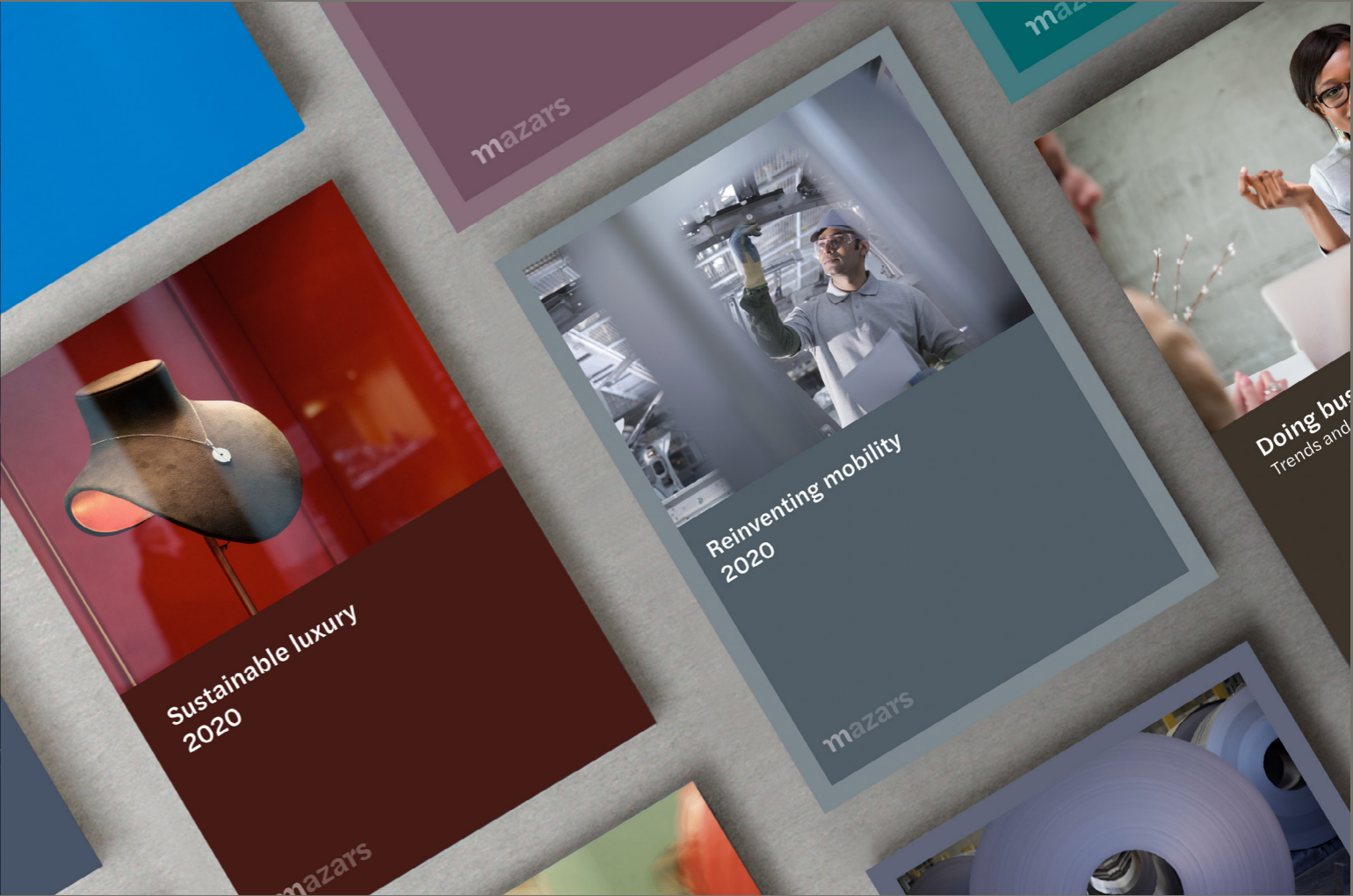
It focuses on our clients, their industries
and the people at their centre.

We use natural shots, a narrow depth of field,
and precise focal points to find different
perspectives on the world, bringing precision
and clarity.

Our visual design powerfully mirrors our
promise to be the right fit for those we serve.
We adopt a colour palette that is tailored for
every application: with elegant, professional
colours being drawn from the photography
that we use.

Our logo can also adapt to fit our client's
environment, leaving them as the hero
of the story.







Our purpose

To help build the economic foundations of a fair and prosperous world by caring for the success of our people and clients, the health of financial markets and the integrity of our industry.

Find out more at www.mazars.com/identity

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Spreading the word

We differentiate ourselves through our collaboration and seamless integration. The way we present ourselves should support that togetherness. We are one firm that speaks as confident, balanced and caring experts in a clear and straightforward way.

Who are we? What do we do?

We are an international audit, tax and advisory firm. Operating as a united and integrated partnership, we work as one team to deliver exceptional and tailored services in audit, accounting, tax, financial advisory, consulting and legal services. We are committed to helping our people and clients succeed by understanding and respecting who they are and how they work, and adapting our approach accordingly.

What makes us unique?

We give clients a rewarding experience, assured results, and confidence in their actions. We can promise this due to our unique combination of empowered expertise, seamless integration worldwide, the balanced perspective we bring to our work, and our shared commitment to our people, clients and society.

Why have we changed our logo?

Our logo and identity have been refreshed to better reflect our promise to clients, people and society, and represent the firm we have become and strive to be in the future.

To find out more,
visit www.mazars.com

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