



**MAKING AN
IMPACT THAT
MATTERS**
since 1845

Deloitte 175: Making An Impact That Matters Yesterday, Today and Tomorrow

Joseph Harrison

Global Brand, Alignment & Operations Leader
Deloitte

**THE
ANNIVERSARY
FORUM**



ANNIVERSARY
UNIVERSITY®

Deloitte.



**Deloitte 175: Making An Impact That Matters
Yesterday, Today, and Tomorrow**

2021 Anniversary Forum

Joseph Harrison, Director, Global Brand Identity, Alignment and Operations



Charles Dickens is at the height of his popularity.

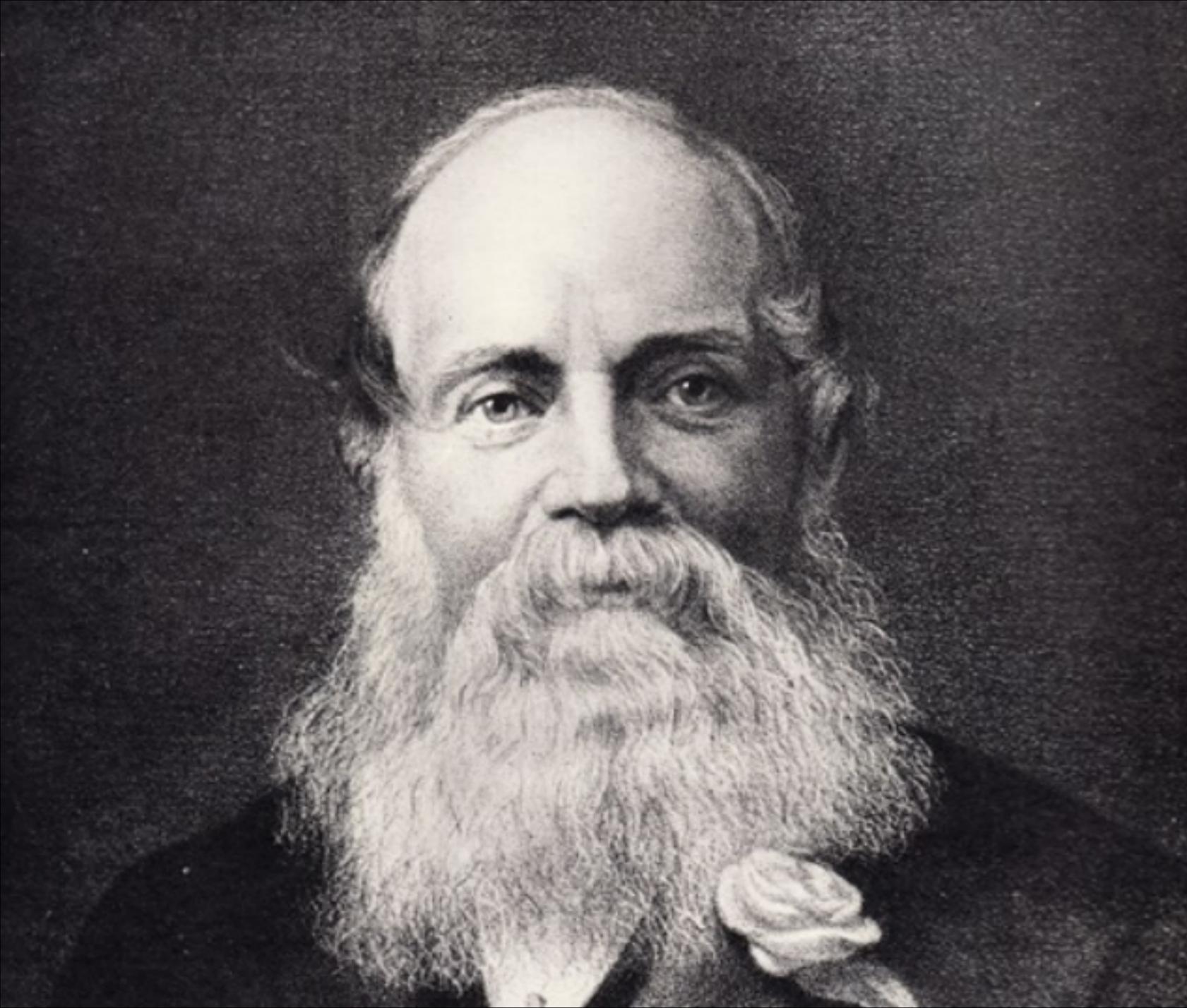
Queen Victoria is in her eighth year on the throne.

Most Londoners walk — around 90,000 people cross London Bridge every day.

Gas lighting is being extended across the city.

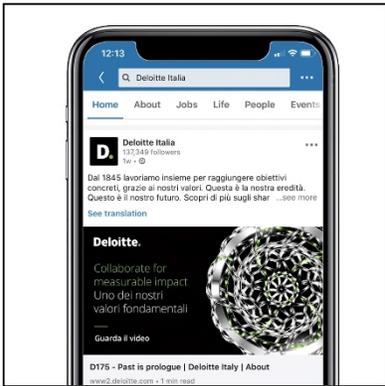
Public execution continues to be a form of entertainment.

Transport yourselves back to London in 1845.



It all
started with
one man





Goals & objectives

Demonstrate why our 175 years matter—and will continue to matter—to clients, colleagues and communities

Enhance reputation, elevate **brand** awareness and differentiation



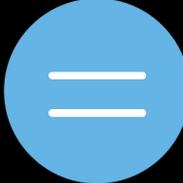
Build pride internally and strengthen our **culture** globally



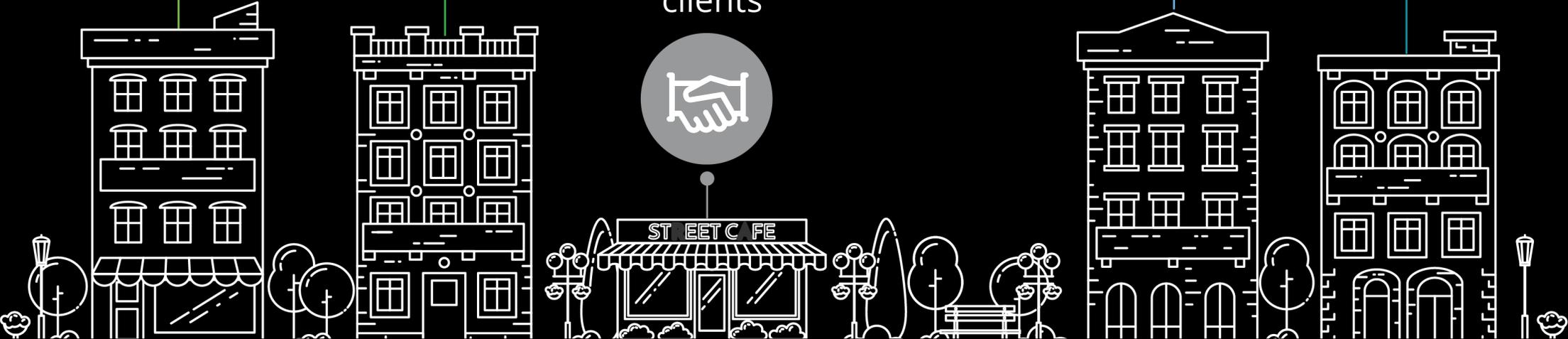
Build and strengthen **relationships** with potential and existing clients



Amplify our commitment to a **stronger society**



Establish a **sustainable heritage** management program





Americas

EMEA

Asia Pacific



312,000
PROFESSIONALS



80%
WORLD'S LARGEST
COMPANIES



150
COUNTRIES

Audit &

Assurance

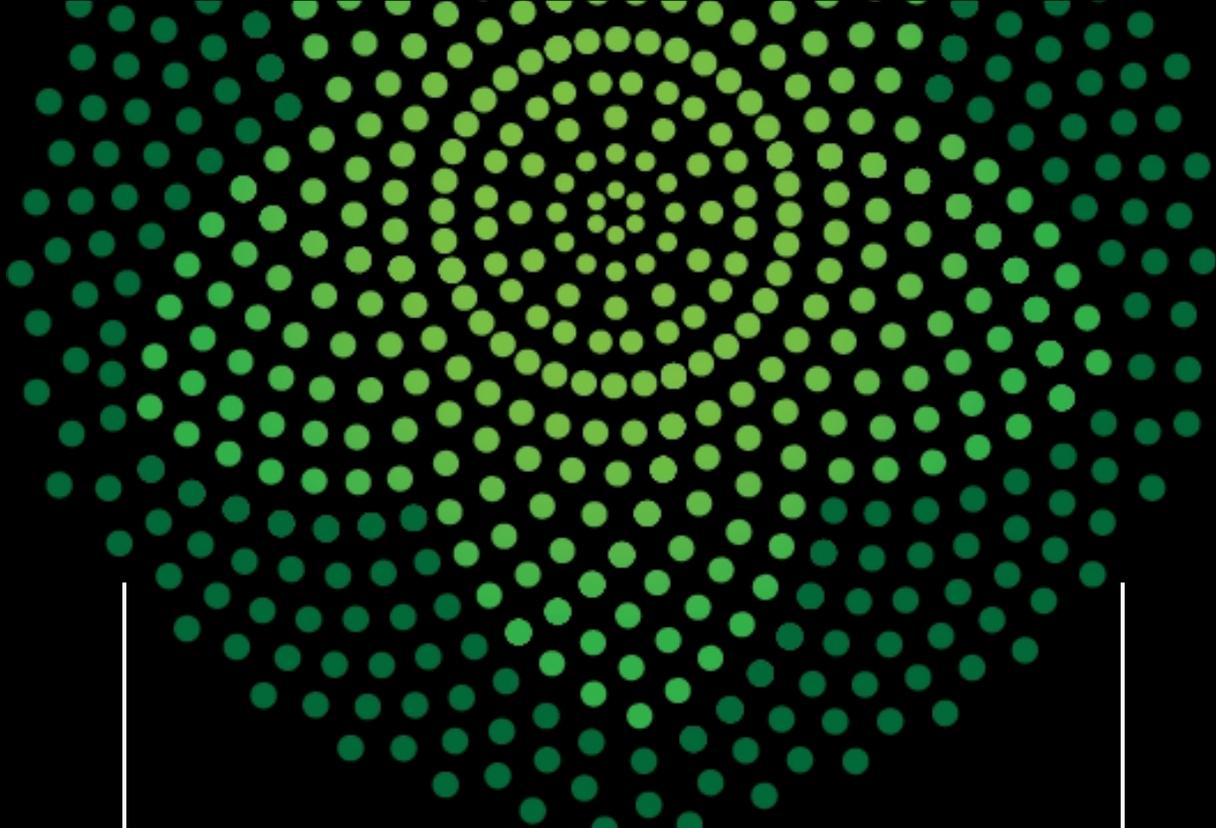
Consulting

Financial

Advisory

Tax & Legal

Risk Advisory



Lead
the way



Serve with
integrity



Take **care**
of each other



Foster
inclusion



Collaborate for
measurable **impact**





**MAKING AN
IMPACT THAT
MATTERS**

since 1845

Deloitte.



175 years of making an impact that matters



Deloitte.



Deloitte.



IMAGE STYLE ELEMENTS

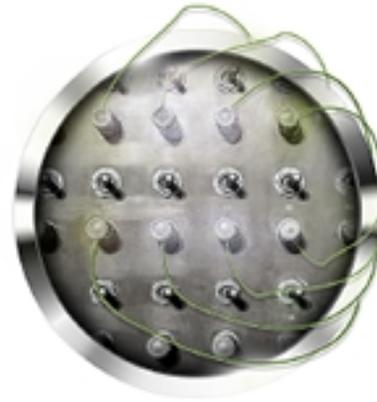
Green elements to contrast with the stark chrome elements

Primary focal image that has both new and old looking elements



Primary imagery contained by the silver ring

Elements that break through the silver ring



Building Communities



Founder William Welch Deloitte's contributions to his hometown of Southall in the United Kingdom are still in evidence today. He helped fund the construction of Holy Trinity Church as well as a number of homes for elderly residents on a fixed income. Long after Deloitte's passing, both institutions continue to serve as cornerstones of a multi-ethnic community with a rich history.

"This was Mr. Deloitte in private life, a man endowed with riches and ever ready to distribute them among his fellow creatures." - Obituary in Middlesex County Times, 1898

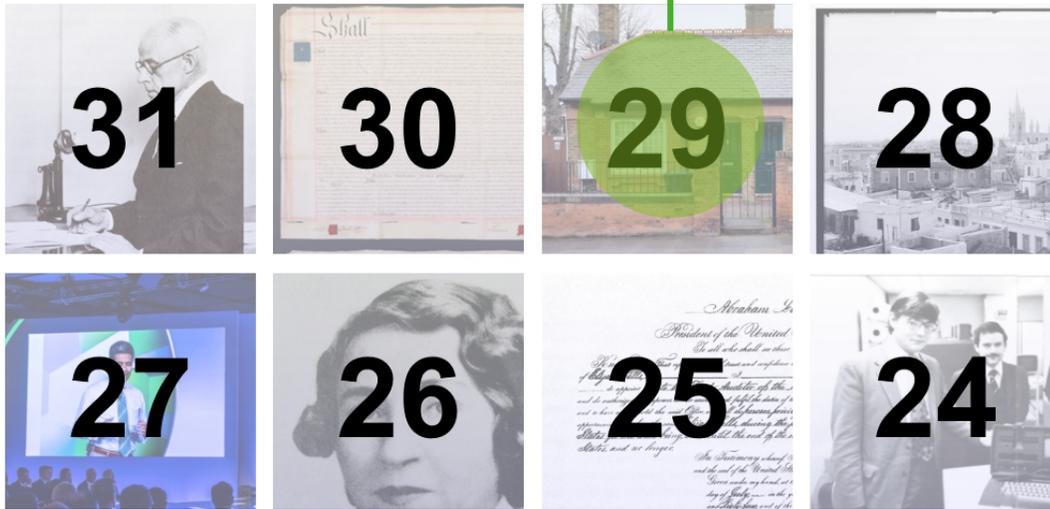
Counting down to our 175th anniversary.

31 days to go!

31

On January 1 2020, we start our year-long global celebration. We're turning 175 and it's time to celebrate 175 years of making an impact that matters. To prepare, come back every day in the lead up to 2020 for a snippet of Deloitte countdown content!

Check out our countdown content



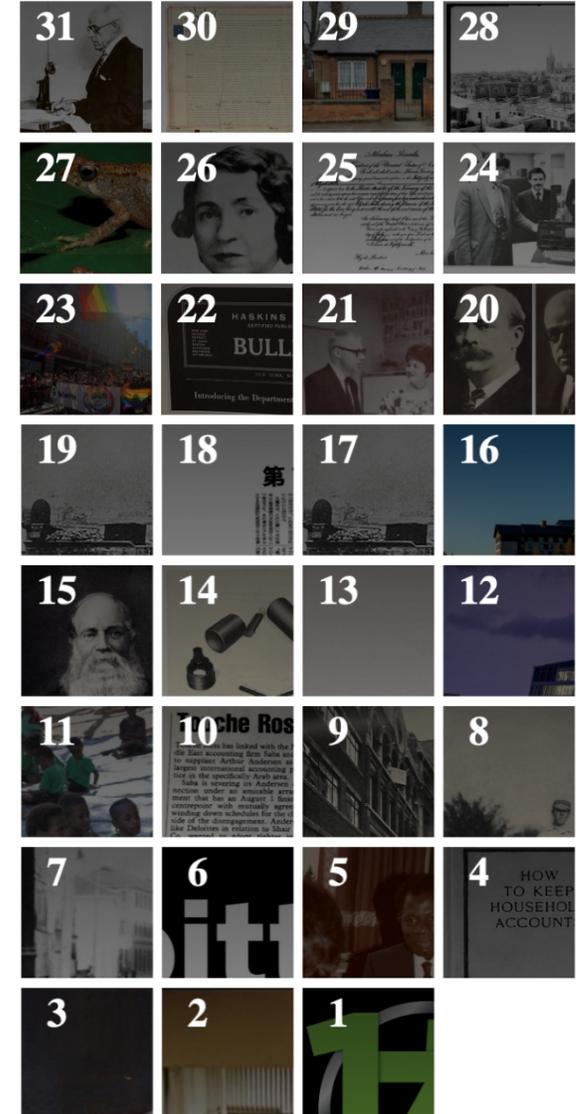
Our 175th anniversary is here!

It's time to celebrate! The year 2020 marks 175 years of Deloitte making an impact that matters.

Deloitte's 175th milestone year is the first anniversary to be acknowledged and celebrated globally. This uniquely unifying moment offers the opportunity to demonstrate the value of Deloitte's role in the world—past and future. Deloitte has been making an impact that matters for 175 years and will continue to do so for many years to come.

In anticipation of our anniversary year we counted down during the month of December with fun and interesting snippets from Deloitte's history. You can peruse the content below and then read the full stories on our main [Deloitte175](#) site. Happy 175th!

Click on each box to check out our countdown content



Menu Search



Our 175th Anniversary

Global > Deloitte 175

Happy birthday, Deloitte!
175 years of making an impact that matters

Watch our big launch video



- Home
 - > Our story
 - > Anniversary countdown
 - > External anniversary site
 - > Have a story to contribute? Submit it now
 - > Contact us

Our story

The history of Deloitte and history of accounting and centuries. Explore the story way for 175 years.

"No reputation can, however great, be maintained without the aid of a good character."

Our founders' stories

Akintola Williams founded the Deloitte predecessor firm Akintola Williams & Co.

Deloitte175
Join us for a celebration of 175 years of making an impact that matters.

PLAY VIDEO



Learn more about how Deloitte leveraged its story of resilience during COVID-19

Time portal

Jumping through time and around the world, all you learn about Deloitte's impact is how we've made a difference in the lives of our clients and partners over the last 175 years.



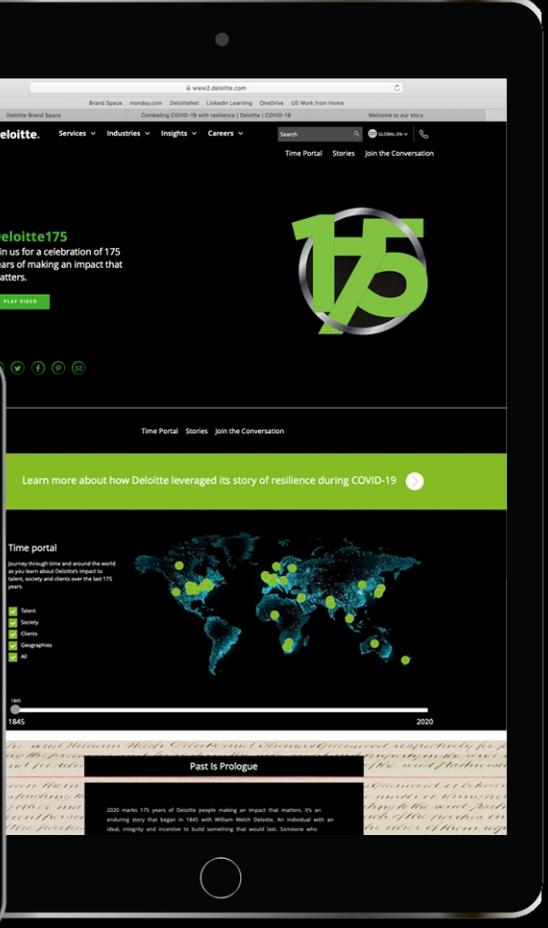
- Select
- Industry
- Country
- Client
- Geography

1845

2020

Past Is Prologue

2020 marks 175 years of Deloitte people making an impact that matters. It's an enduring story that began in 1845 with William Welch Deloitte, an individual with an ideal, integrity and resolve to build something that would last. Someone who





Quick hit

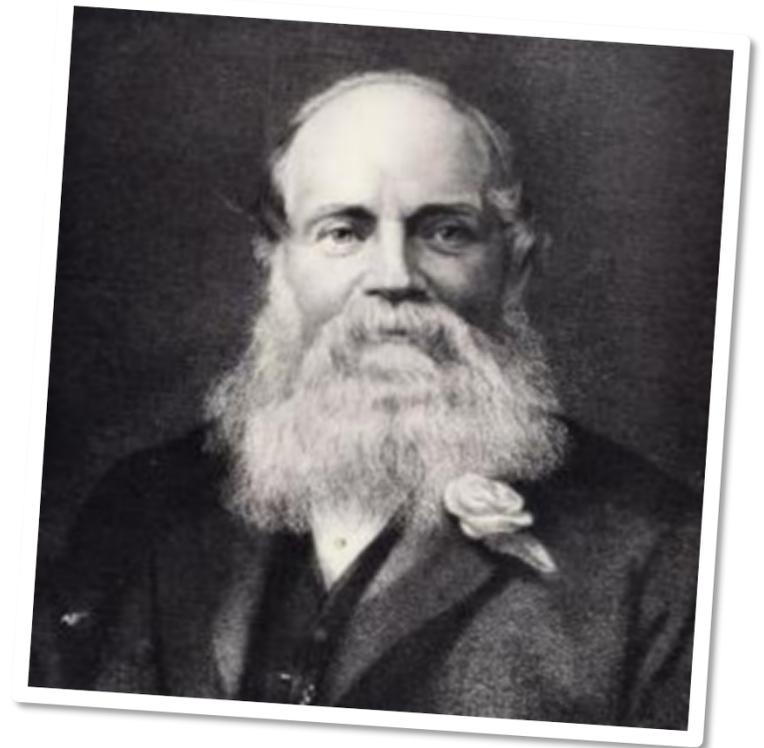
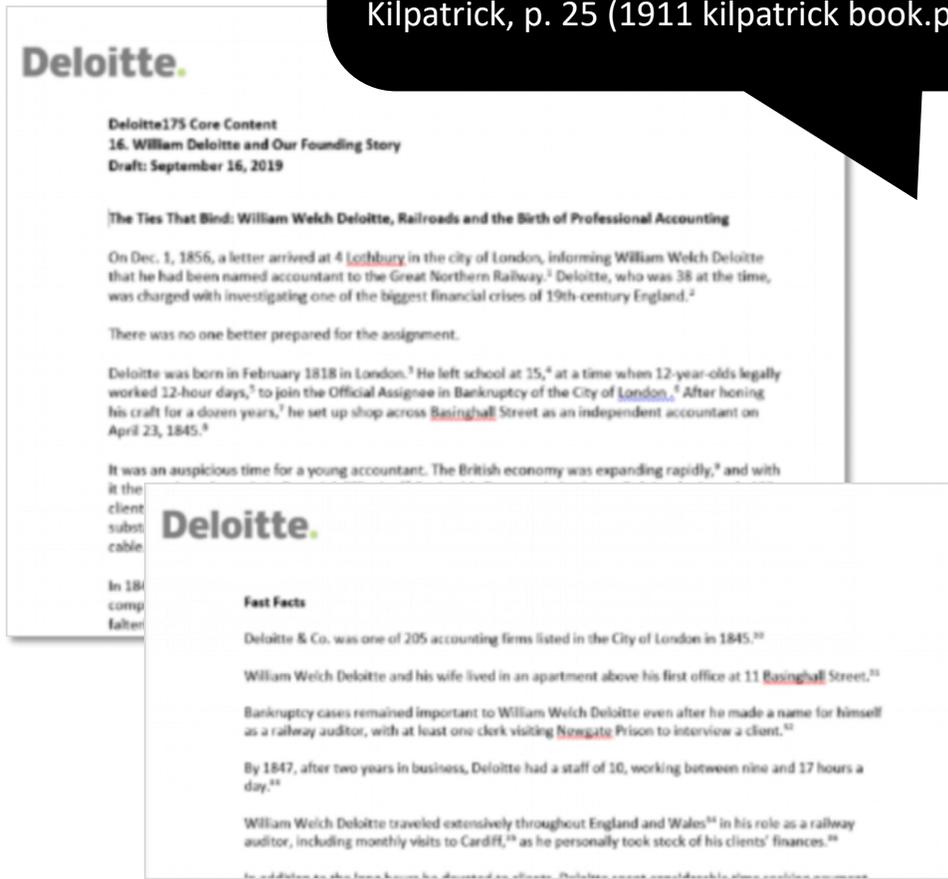
Founder William Welch Deloitte became a leader in the burgeoning field of accounting just as the industrialization of England gave rise to the urgent need for financial discipline. His reputation and connections across industries and geographies helped put the organization on the path to its success today.

"Mr. Deloitte, was one of the first, if not the very first, to introduce the professional element into the practice of Accountancy in London."

John Gane,
Deloitte clerk, 1857-1870
Kilpatrick, p. 25 (1911 kilpatrick book.pdf)

"I am sorry to see your name in the Gazette, and write to offer my services to prepare your Balance Sheet for the Court. You may rely on my doing anything for you in my power."

William Welch Deloitte,
March 24, 1855
Kilpatrick, p. 9 (1911 kilpatrick book.pdf)





“Sprinkled throughout this issue of Deloitte Review are a number of viewpoints that Deloitte has expressed in prior years; reminders that circumstances evolve, but fundamental issues persist.”

Deloitte on technology and ethics – 1977
 “A serious question faces our society today: Can it guarantee each citizen’s constitutional right to privacy.....”

LEADER

Progress fueled by the past



PAUL HINES
Executive Vice President

As we head into the digital age, there’s value in looking toward events that occurred along the way of those ages. The historical perspective of the various sectors reminds us that a large number of those who succeed in business today have done so and often prospered before. One job, in addition, is to go back in time, if to make a better future by developing solutions from the past.

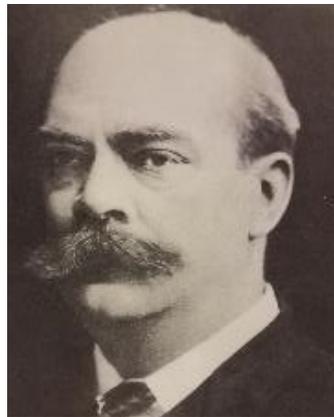
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Looking back
**Deloitte on
 technology and ethics**
 1977

A serious question faces our society today: Can it guarantee each citizen’s constitutional right to privacy, given the magnitude of information that is routinely collected in the files of both government and business? In the public’s mind, this concern is linked to a developing technology that enables one’s personal history to be tracked on a screen of the touch of a button. What is the role of the computer in this issue of information privacy? Are the public’s concerns valid?

Donald B. Wood
Principal, Audit Risk





Deloitte. 德勤

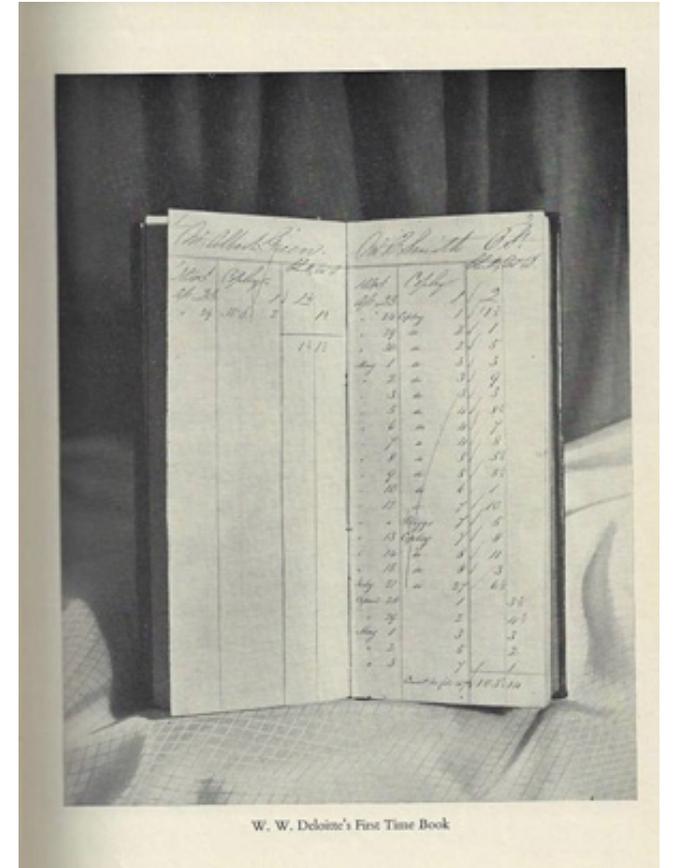
Celebrating Deloitte Founders' Day and the 10th anniversary of our Wuhan office

A rose is *not* just a rose
A rose shows you care

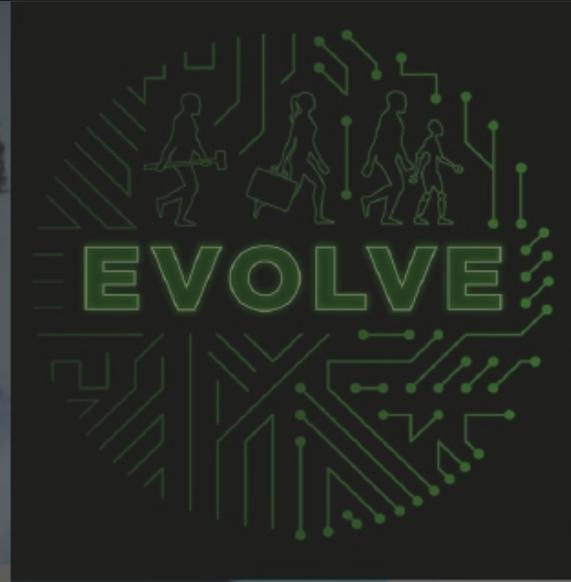


MAKING AN IMPACT THAT MATTERS Since 1845

April 23rd



First page of W.W. Deloitte's Time ledger, 1845



STORY TERRITORY 1

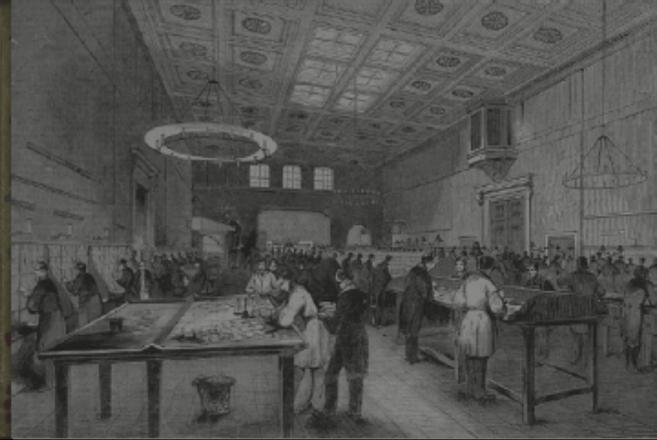
Imagining the future



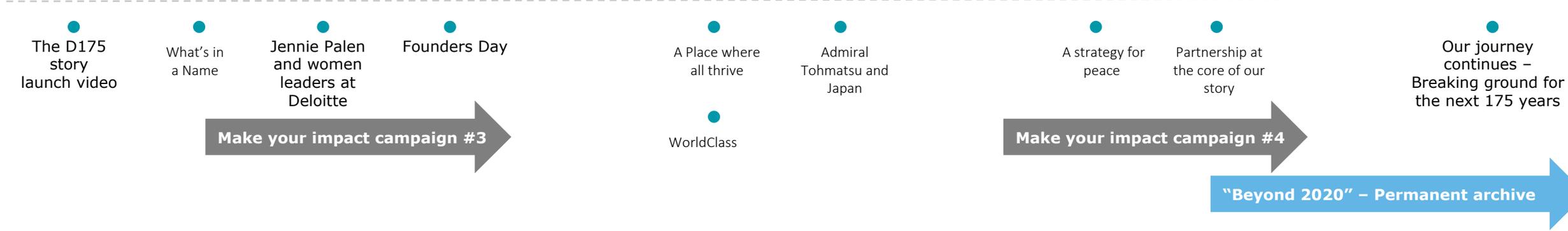
SHEET NO. 1

NAME *W. A. Cranks*

DATE	FROM	TO	DATE	TO	DATE	TO	DATE
1871	W. A. Cranks	W. A. Cranks	1871	W. A. Cranks	1871	W. A. Cranks	1871
1872	W. A. Cranks	W. A. Cranks	1872	W. A. Cranks	1872	W. A. Cranks	1872
1873	W. A. Cranks	W. A. Cranks	1873	W. A. Cranks	1873	W. A. Cranks	1873
1874	W. A. Cranks	W. A. Cranks	1874	W. A. Cranks	1874	W. A. Cranks	1874
1875	W. A. Cranks	W. A. Cranks	1875	W. A. Cranks	1875	W. A. Cranks	1875
1876	W. A. Cranks	W. A. Cranks	1876	W. A. Cranks	1876	W. A. Cranks	1876
1877	W. A. Cranks	W. A. Cranks	1877	W. A. Cranks	1877	W. A. Cranks	1877
1878	W. A. Cranks	W. A. Cranks	1878	W. A. Cranks	1878	W. A. Cranks	1878
1879	W. A. Cranks	W. A. Cranks	1879	W. A. Cranks	1879	W. A. Cranks	1879
1880	W. A. Cranks	W. A. Cranks	1880	W. A. Cranks	1880	W. A. Cranks	1880



● External events to align ● Global content story focus ● Internal events to align



- Ongoing external activation and promotion of global content across social channels and marquee events (e.g., Davos, significant industry conferences, recruitment)
- Ongoing internal activation by sharing 175 years of stories celebrating our shared heritage through newsletters, internal events, and signature activates (e.g., Impact Day)
- Ongoing member firm activation across internal and external channels and signature events

Deloitte.



Celebrating Founders' Day
A rose is not just a rose.
A rose shows you care.

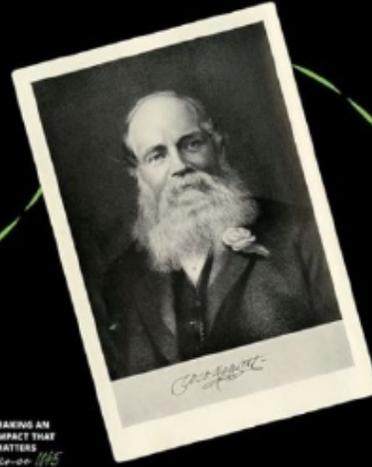


Deloitte.

*IT IS A *
DIFFICULT CAREER,
FULL OF HARD WORK,
HARD THINKING, AND HEAVY
RESPONSIBILITIES;
AND REWARDS ARE ONLY
FOR THOSE WHO
ENJOY MEETING
THE CHALLENGE

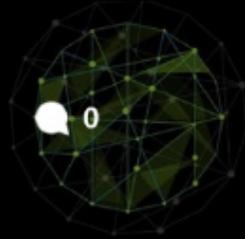
1935
Jennie Palen
Haskins & Sells

For over 100 years, 175 years of Deloitte making an impact that matters. Our hard work, our difficult career paths, our heavy responsibilities, we have given rise to every other organization of our industry. Our members, our clients, our communities, our world. Through our hard work and dedication, we will continue to help you make an impact that matters.



Deloitte.

Our past is
our prologue

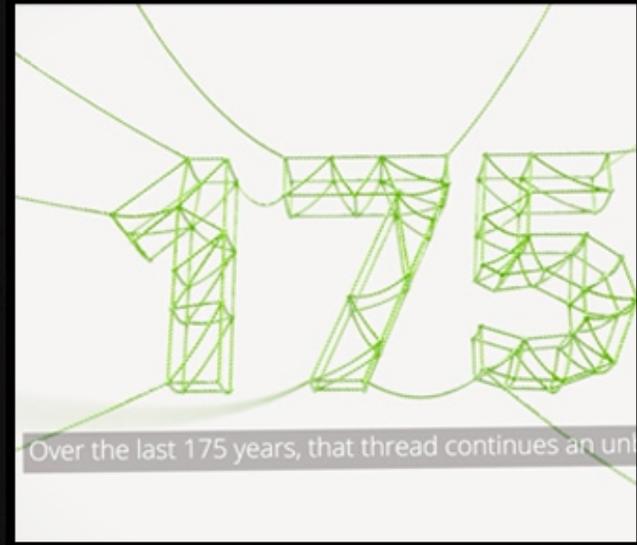


Deloitte.

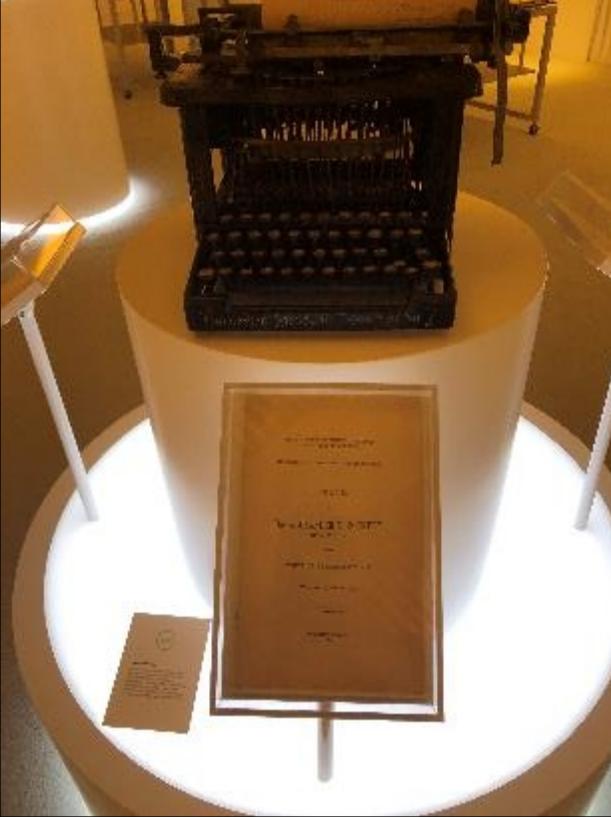
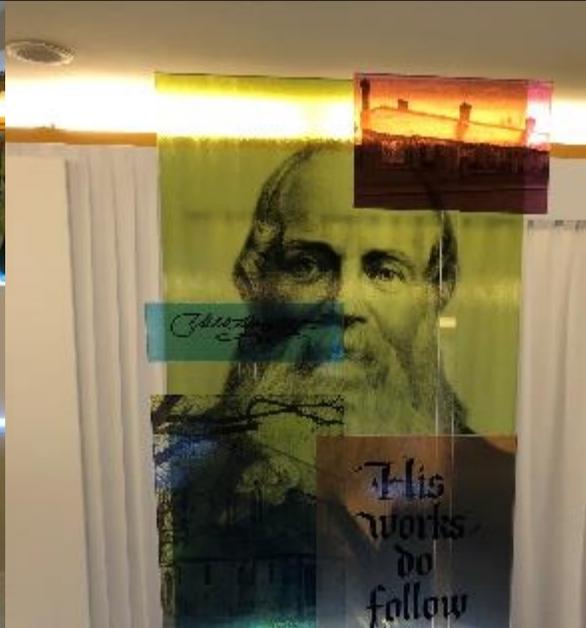


MAKING AN
IMPACT THAT
MATTERS
since 1785

#Deloitte #Deloitte175 #175thAnniversary #Deloitte175 #Deloitte175



Over the last 175 years, that thread continues an un...



Deloitte.

INTEGRITY,
COMPETENCE &
INDEPENDENCE
ARE THE HALLMARKS
OF OUR PROFESSION

1985

Charles G. Steele
Deloitte, Haskins & Sells

The year 2020 marks 175 years of Deloitte making an impact that matters. Our story began in 1845 with William Welch Deloitte. Today, we have grown into a thriving global organization of over 300,000 people continuing on a course of sustained growth through commitment and connection. We will continue that legacy to ensure another 175 years of making an impact that matters.



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since 1845

Deloitte.

Everyone
connected with the firm
has, in some measure,
its good name
in their hands

1958

Sir Russell Kettle
Deloitte, Plender, Griffiths & Co.

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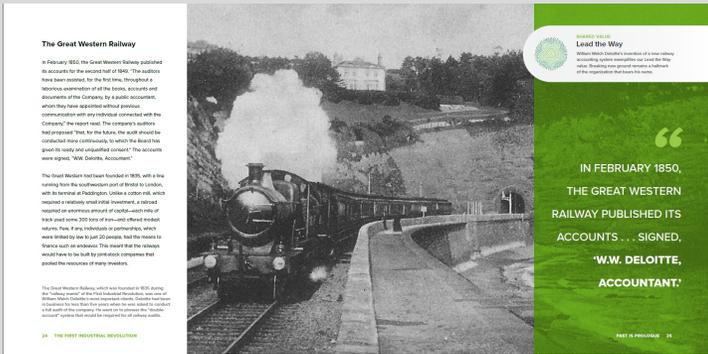


**MAKING AN
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since 1845

Deloitte.

175th Anniversary
Member Firm
planning workbook

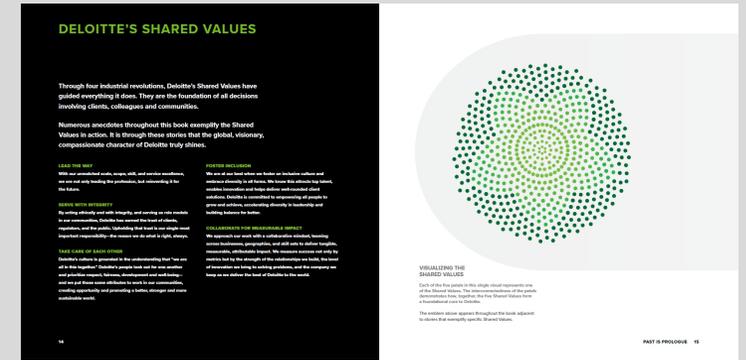




Four chapters: IR to 4IR



Sleek presentation



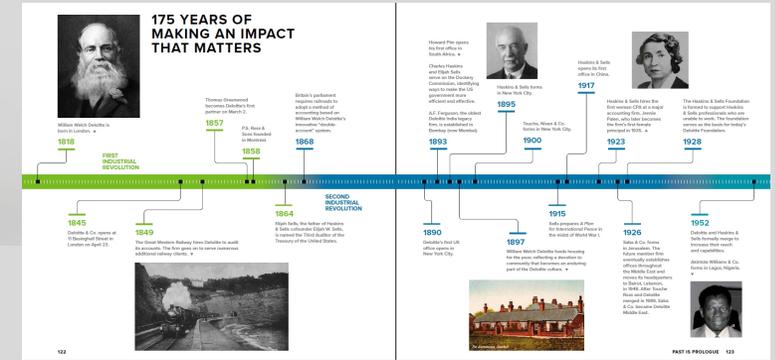
Alignment to shared values



Elevating stories

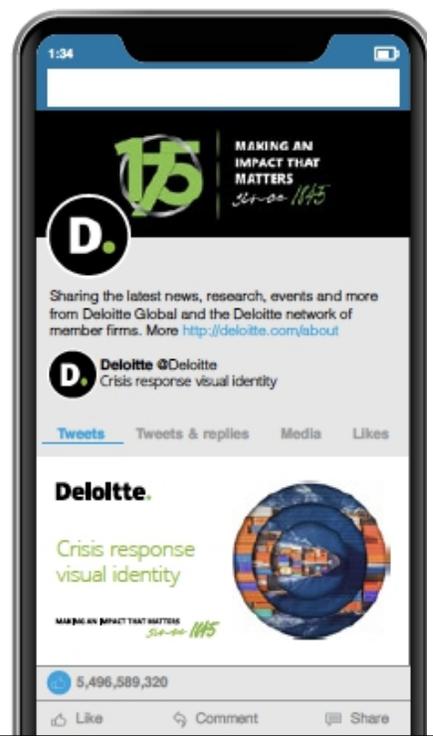
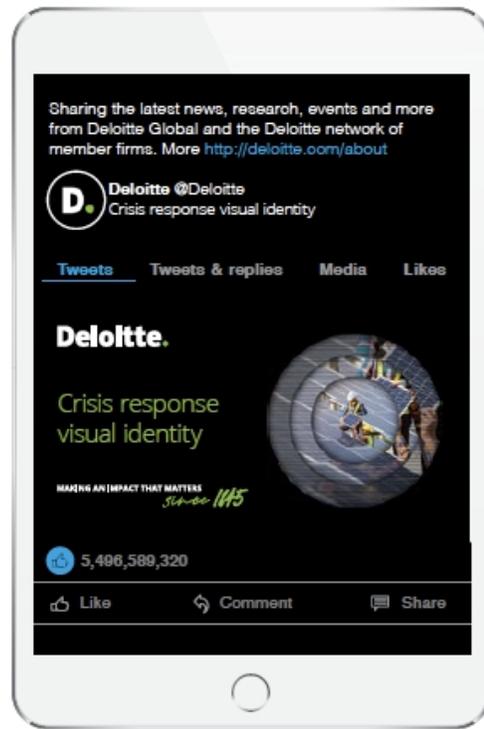
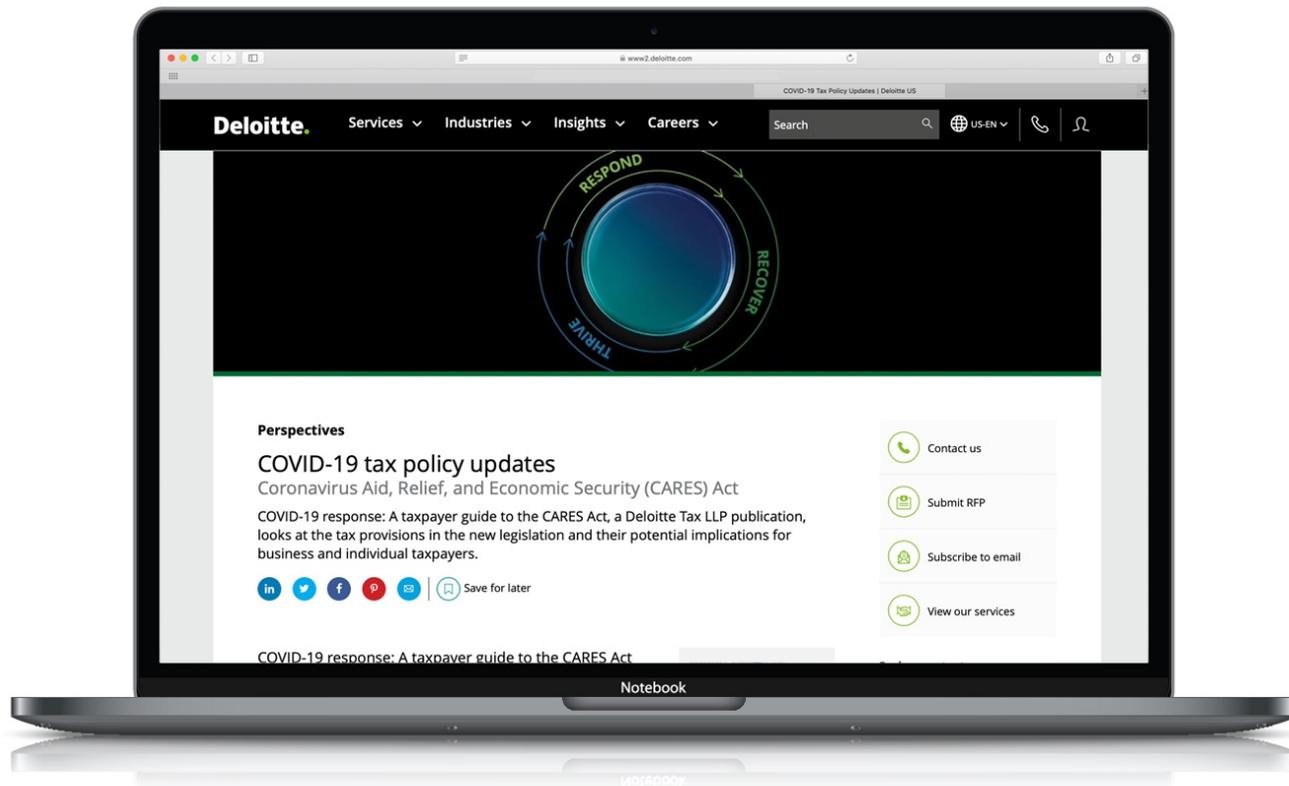
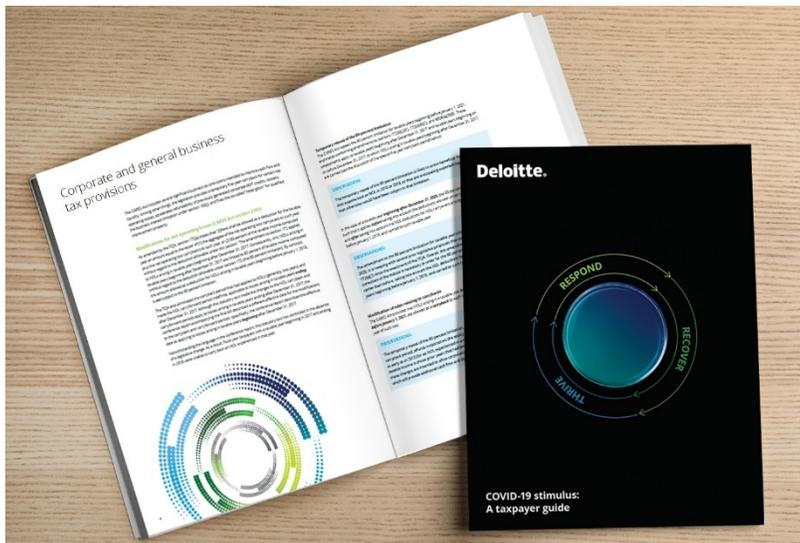


Authentic design touches



Timeline covering 175 years

SHOW 175 LAUNCH VIDEO



Perspectives

Through wars, recessions, and pandemics: A story of resilience



Deloitte has a long history of helping clients, communities, and our people thrive during times of adversity. Resilience is an essential part of our DNA as we continue to live our five Shared Values and make an even greater impact in the age of COVID-19.

Deloitte175

Join us for a celebration of 175 years of making an impact that matters.

[Explore Deloitte175](#)



Since our founding in 1845, Deloitte has prevailed through political upheavals, wars, and both natural and man-made disasters. Along the way, Deloitte has endured 10 major global economic downturns, including the Great Depression (1929-1939) and the Great Recession (2008-2009), as well as dozens of national or regional recessions. We have seen the rise and fall of European colonialism, and the birth of new countries around the world. Deloitte has been able to persevere through these storms due to the resilience that lies within our DNA and Deloitte's commitment to serving clients with integrity.





Let's take a trip back to 1845

We look back 175 years ago to where it all began

Full spectrum digital transformation.

Deloitte.
175 OF COURAGE AND YOU TO WHAT MATTERS



Deloitte.



MAKING AN IMPACT THAT MATTERS

since 1845



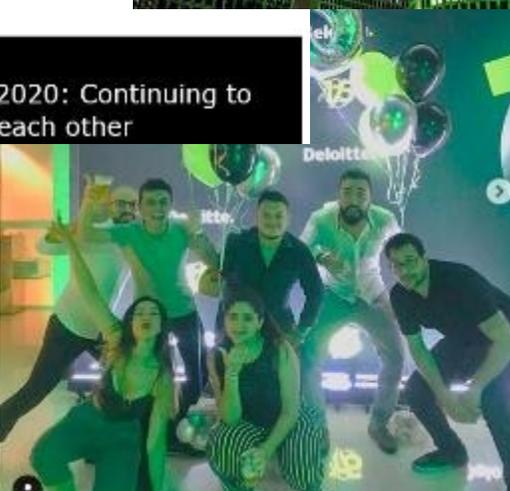
Happy 175, Deloitte: Living Purpose

Our year-long celebration of Deloitte's anniversary kicks off with a message from Renjen. Find out what's coming in the year ahead and watch a shared milestone to get started. [READ MORE](#)

Thank you for



Welcome to 2020: Continuing to take care of each other



Deloitte.

D175 Tumbler Redemption

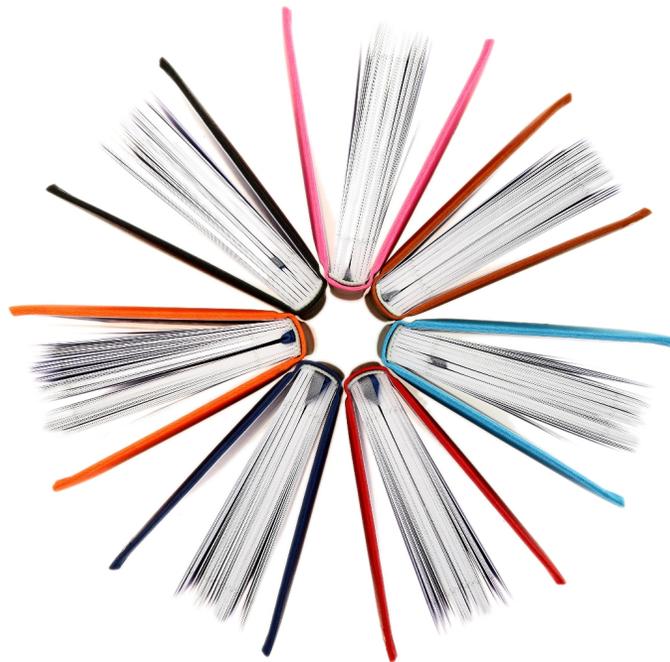
Redeem your #Deloitte175 Tumbler here!

Simply select an Instagram photo, location, your favorite hashtag, #Deloitte175, and #Deloitte175. Show us your post and get your 175 Tumbler or a personalized mug. Redeem based on the number of likes.

For more, please visit the hashtag #Deloitte175.

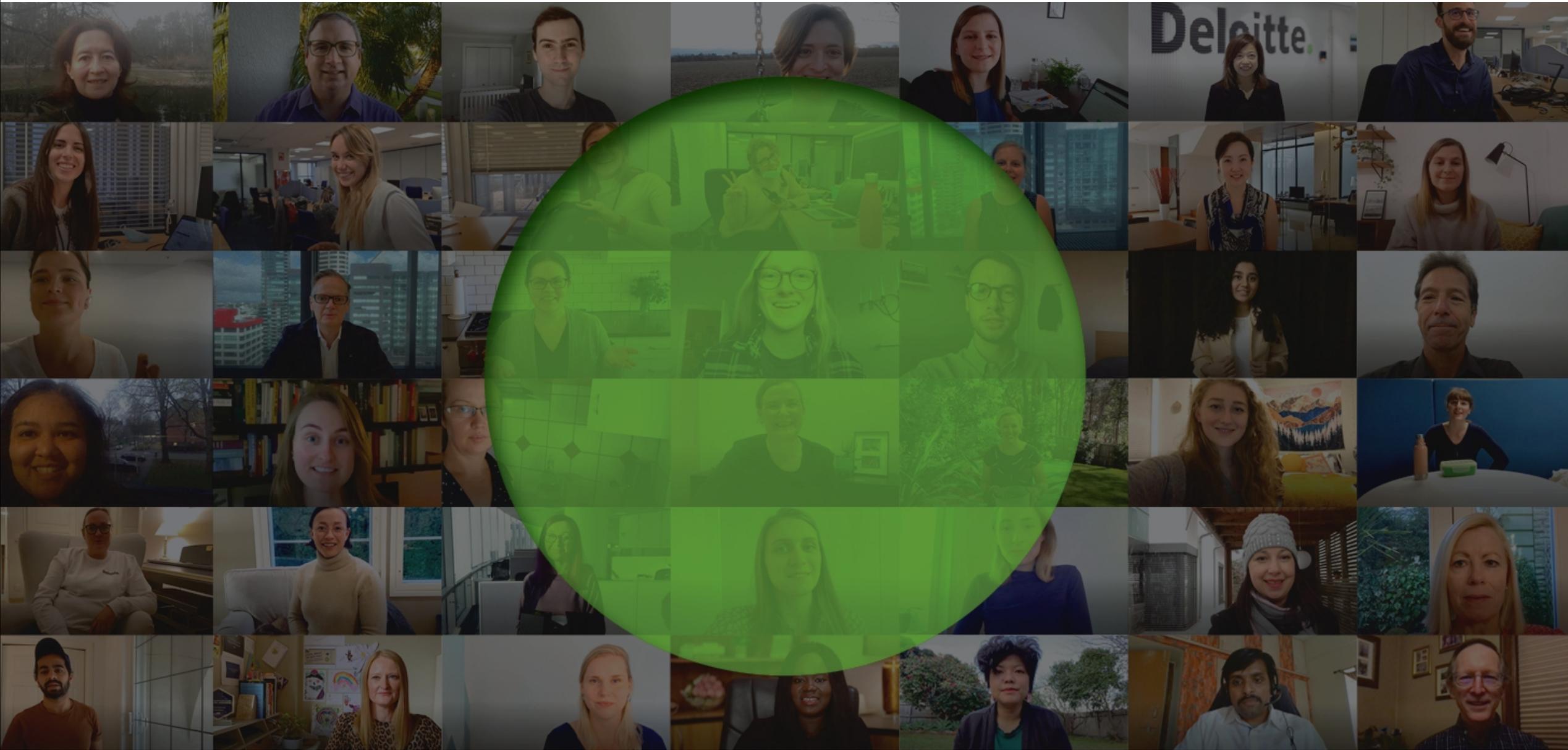


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SHOW SHARED VALUES SUPERCUT VIDEO

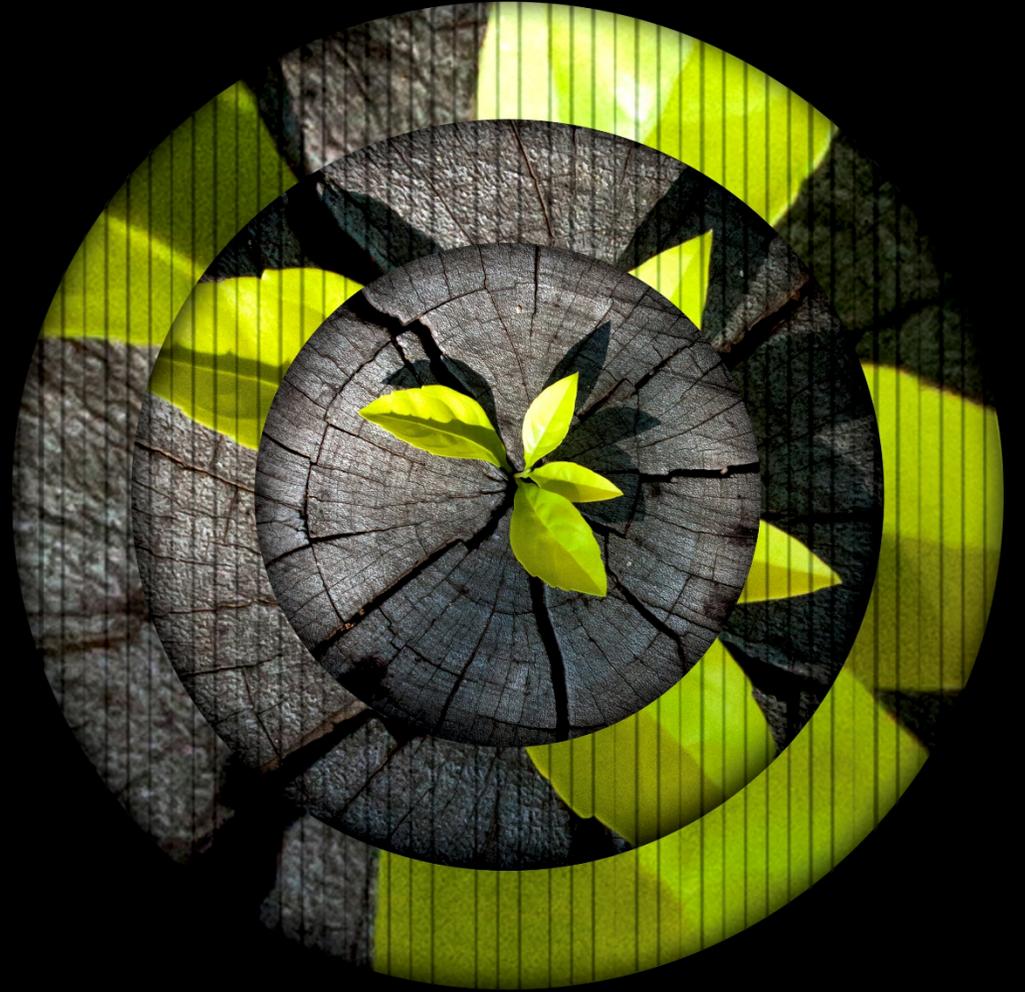
SHOW FOUNDERS' DAY 2021 VIDEO



Don't reinvent the wheel



Be flexible



A group of business professionals are seated around a long, dark conference table in a meeting room. The room is dimly lit, with a bright window in the background casting a warm glow. The individuals are dressed in business attire and appear to be engaged in a meeting, with some looking at documents or laptops. The text "Many hands make light work" is overlaid in white on the left side of the image.

Many hands make light work

Sharing is caring

Want to inspire others?

Submit your best creative work using the link to the right.

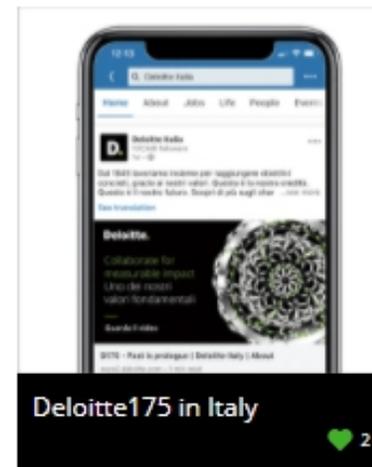
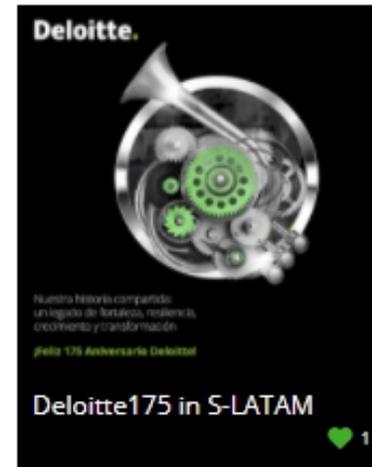
175



Filter



Newest | A-Z | Popularity





**MAKING AN
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since 1845

SHOW 175 SIZZLE VIDEO

200

The image features a large, bold number '200' in a vibrant lime green color. The digits are thick and rounded, with a slight shadow effect that makes them appear to float slightly above the ring. The number is centered within a circular ring that has a metallic, silver finish with a subtle gradient and a slight 3D effect. The entire composition is set against a solid black background.



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