

Ernst & Young, LLP

As a global leader in professional services, Ernst & Young is committed to restoring the public's trust in professional services firms and the quality of financial reporting. Ernst & Young has over 100,000 employees worldwide and offices in 140 countries.

Intelligence

Ernst & Young hired Langton Cherubino Group to create marketing materials tailored to specific marketing sectors. Net impression statements for each business sector were provided. We examined the objectives for marketing in the following sectors: Oil + Gas, Energy, Banking and Pharmaceuticals. All design services must meet the standards of the overall Ernst & Young brand.

Inspiration

Working within the Ernst & Young color and typography guidelines, Langton Cherubino Group created a library of images and established visual themes to reflect the net impression each marketing sector wanted to convey to its target audience. The firm's values are embedded in the communication materials, which use imagery and attributes that are appropriate to each sector.

[Langton Cherubino Group, Ltd.](#)

Design Intelligence / Design Inspiration
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