

Broadridge Brand Guidelines

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brandinfo@broadridge.com



Broadridge[®]

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Overview

Our identity is the “face” we present to various audiences and it is the banner under which we market our thought leadership, competencies and solutions, and build our global brand awareness. To support our growth and evolution as a company, the Broadridge identity has been refreshed with a new look and feel to help communicate what we stand for today.

As such, it is one of our most valuable corporate assets and we must take great care in using it correctly and consistently. These refreshed identity guidelines are approved and supported by executive management and are based on a strategically planned approach and best practices for corporate identification and brand awareness. They provide a framework for the consistent development of all our communications. This will translate into an enduring and differentiating impression of our company that will help build brand awareness and shape marketplace perception — from clients, potential clients, the financial and regulatory communities and the public at large — one that will be the basis of a

lasting relationship: brand loyalty. As important, our identity helps instill pride among associates by impactfully representing all that we do to earn loyalty. Ultimately, this loyalty is the most important reason for our continued success and inspires leading financial firms and corporations to look to Broadridge.

Your commitment to the consistent and accurate implementation of these guidelines will ensure that all of our communications set the standard that differentiates our company, promote internal efficiency, and provide substantial cost savings opportunities. Do not use any of these guidelines for reproduction purposes (copying and pasting from this PDF), as they are intended for demonstration purposes only. A comprehensive set of master art files for the logos are available via brandinfo@broadridge.com. Any questions related to these guidelines should also be directed to brandinfo@broadridge.com.

Brand positioning

Our positioning is an internal statement of how we want to be perceived. Our refreshed positioning has been developed based on research with clients, prospects and associates. It is used to guide how we communicate, develop solutions and create experiences with clients and key stakeholders. Our personality attributes, below, are used to guide tone and manner.

Broadridge earns our clients' confidence every day by delivering real business value through leading technology-driven solutions that set the standard for the financial services industry.

Trustworthy

For over 50 years, Broadridge has been earning the confidence of our clients through our work ethic and culture of excellence.

Approachable

Broadridge is our people, a team made of thinkers and doers that works side-by-side with our clients to uncover opportunities for business success.

Dynamic

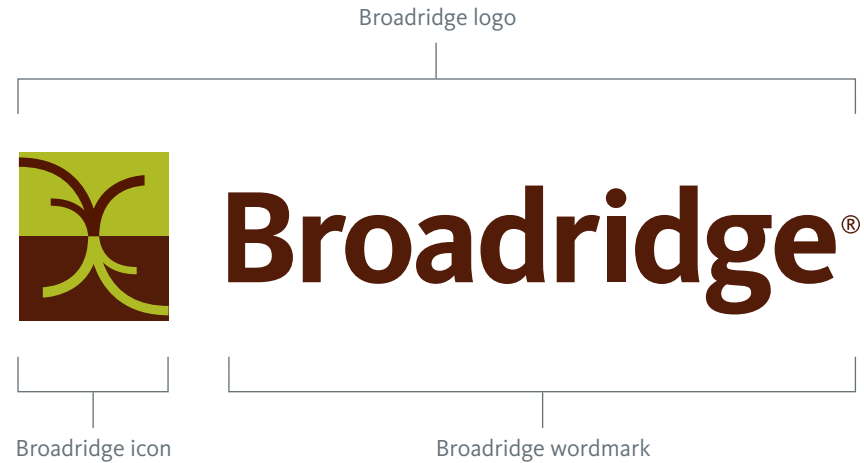
The financial markets never stop changing. Neither does Broadridge, as demonstrated by our spirit of entrepreneurship, problem solving and innovation.

Logo

Our logo is comprised of the Broadridge icon and the Broadridge wordmark.

Each of the logo components are in a fixed relationship to one another and should never be altered, modified or repositioned in any way. For reproduction purposes, always use the digital artwork supplied.

It is not permitted to show the icon in our logo as an independent graphic. It should never appear alone, and should not be used as a bullet point. In select cases, such as social media, we have allowed the icon to be used as an “avatar” in the Internet environment. Prior approval is required for such instances and can be obtained by contacting brandinfo@broadridge.com.



Clear space and minimum size

Clear space

To give full impact to the logo, do not crowd it. Let it stand apart from surrounding text and imagery. The minimum required clear space surrounding the logo is X ("X" is half the width of the icon).

Minimum logo size

To ensure legibility, the minimum size at which the logo may be reproduced is 0.1875 inch tall (for all logo versions).

Legal trademark

The Broadridge logo should display the registered trademark symbol (as pictured here) in almost all cases when shown in print form. The ® trademark symbol may not be needed, or appropriate, in instances where the logo must be so small that the symbol would not be legible. When the logo is placed on small promotional items, a similar treatment is recommended to eliminate the symbol if it is not clearly identifiable as a trademark symbol, especially when reproduction methods involve silkscreen or embroidery.

If you need guidance about the use of the trademark symbol, please contact Brand Marketing at brandinfo@broadridge.com.



Minimum logo size
3/16" (0.1875)  **Broadridge®**

Color variations

Our primary logo is the two-color logo. This version should be used for all printed communication materials, with only very rare exceptions. If the logo is placed on a dark or black colored background, a reverse logo can be used.

The two-color version can also be used for signage and printing promotional items such as T-shirts, mugs or caps using embroidery and silk screen.

The logo may also be reproduced in four-color process (CMYK) when spot colors are not available, such as four-color brochures and ads in magazines.

An RGB version has been provided for on-screen applications such as PDFs, web, video and broadcast.

The grayscale one-color black version is intended for offset printing applications such as business forms or newspaper advertising.

The one-color solid version is suitable for extremely small one-color reproduction opportunities such as pens.

Note: All of the versions of the logo shown on this page in EPS format are also available in GIF, JPG, TIF, PNG, and BMP formats.

2 Color signature



4 Color signature (CMYK)



RGB color signature



Grayscale signature



1 Color solid signature



1 Color Solid Signature Reverse



Background color and imagery

The Broadridge corporate logo can selectively be used on backgrounds of colors and imagery.

The logo can be used over photography only if the image is predominantly light in value and uncluttered to ensure maximum legibility.

If an image does not provide sufficient contrast with the logo, you must re-locate, re-size or re-crop the image so that a quieter part of it is positioned under the logo, or so that it does not extend beneath the logo at all.



DO NOT place the logo:

- Over a background so similar in color that it becomes difficult to see where the edges of the logo end and the background begins
- Over a busy image with excessive details
- Over an image within a box or other holding shape other than a Confidence Bar



Not acceptable



Not acceptable



Not acceptable



Not acceptable

Misuse

Always reproduce the logo according to the specifications in these guidelines. The examples here illustrate some unauthorized uses of the logo. None of these are permitted.

DO NOT – rotate the artwork or rearrange the logo art in any way



DO NOT – reproduce the logo low resolution



DO NOT – rearrange the order of the logo art



DO NOT – skew or distort the logo in any way



DO NOT – add a drop shadow to the logo



DO NOT – move or scale the “arrows” in the box



DO NOT – substitute colors in the logo



DO NOT – tint the color values



DO NOT – reproduce the “arrows” outside of the box



DO NOT – outline the logo



Logos for departments, products and programs

There are many valuable products, departments and programs within Broadridge, all of which make significant contributions to our organization and that all associates should know about.

In the interest of not diluting our master brand and the possibility of visual confusion and overload, actual stylized logos for products, departments and programs are not permitted. Products, departments or programs that require a way to present themselves to internal or external audiences should contact Marketing to have a text-only “identifier” made.

To ensure the integrity and impact of our logo, other elements must never be placed too close to it. Locate a text-only identifier so that the space between it and the logo is equal to at least the height of the logo’s icon.

Minimum distance between Broadridge logo and text-only identifiers



X = Icon height

Acceptable



Business Continuity Planning Governance Program

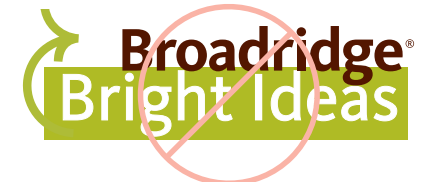


Bright Ideas Program

ProxyEdge®

Aspire®

Not acceptable



Logo on promotional items

U.S. only

Procurement offers a centralized company store where all promotional items can be ordered (such as shirts, pens, tote bags). **All orders for promotional items on which the Broadridge name or logo is placed must be made through one of their approved vendors.**

Ordering through a focused number of vendors assures us the benefits of cost efficiencies, quality control and consistency of our brand. That includes not only the application of the logo itself, but the items on which the logo is applied. When our clients or associates wear apparel with our company name or logo on it, they are walking billboards for our brand. For that reason, there are restrictions on the colors of apparel to which the logo can be applied, as well as other strict standards.

To order items: Visit the Oracle i-Procurement tool and look for the Main Store in the drop down menu.

There are many pre-approved promotional items available through the Oracle i-Procurement system. Items you may need that are not already part of the company catalog must be approved by Marketing before your order is made.

Color palette

The use of the Broadridge color palette helps build and reinforce the Broadridge brand. As with other brand elements, they must be used correctly and consistently to be effective.

Our primary corporate color is Broadridge Blue and aids in conveying our trustworthiness. The secondary colors are vibrant, dynamic complements to support the primary color, and can also be applied to backgrounds, iconography, diagrams and text. Overlap colors are used when primary and secondary color bars come together. The tertiary palette should be used minimally as a visual accent.

All colors in the palette have specific color references shown on the chart on this page. Additional [references for use only in Microsoft® PowerPoint® presentations](#) are shown later in this document. Always use the exact color values listed for your application and production method.

Note: The colors shown here and throughout the guidelines have not been evaluated by Pantone LLC for accuracy, and may not match the PANTONE® Color Standards.

PANTONE® is a registered trademark of Pantone LLC.

Primary	Overlap	Secondary	Tertiary
BLUE Pantone 2955C CMYK 100/43/0/34 RGB 0/87/142 Hex# 00578E	CYAN OVERLAP Pantone 3015C CMYK 100/23/0/19 RGB 0/123/182 Hex# 007BB6	CYAN Pantone 640C CMYK 100/0/6/6 RGB 0/163/214 Hex# 00A3D6	PURPLE Pantone 2665C CMYK 79/76/0/0 RGB 82/85/165 Hex# 525A5
	GREEN OVERLAP Pantone 576C CMYK 56/0/91/38 RGB 79/134/54 Hex# 4F8636	GREEN Pantone 583C CMYK 25/3/100/14 RGB 168/180/0 Hex# A8B400	ORANGE Pantone 1525C CMYK 0/65/100/12 RGB 217/108/28 Hex# D96C1C
	WHITE OVERLAP Pantone 645C CMYK 56/12/0/19 RGB 85/155/195 Hex# 559BC3	WHITE	YELLOW Pantone 123C CMYK 0/31/94/0 RGB 253/183/39 Hex# FDB727
		BLACK Pantone Process Black C CMYK 0/0/0/100 RGB 0/0/0 Hex# 000000	GREY Pantone 431C CMYK 12/0/0/65 RGB 103/115/122 Hex# 67737A

Color palette (continued)

To avoid diluting the distinct visual impact of our brand expression, our colors should not be applied as tints.

In some rare cases — such as when additional contrast is needed between the rows of a table or the elements in a chart — tints of Broadridge Blue or black may be used.

All colors in the palette have specific color references shown on the charts in this guide. Always use the exact color values listed.

	100%	80%	60%	40%	20%
BLUE	Hex# 00578E	Hex# 669ABB	Hex# 99BCD2	Hex# CCDDE8	
BLACK	Hex# 333333	Hex# 666666	Hex# 999999	Hex# CCCCCC	

Color palette (continued)

For Microsoft PowerPoint presentations

The color values shown here are for use *only* in Microsoft® PowerPoint® presentations. For the color values for other applications, see the previous chart in this section.

Always use the exact color values listed for your application.

Primary	Overlap	Secondary	Tertiary
ACCENT 1 Blue RGB 0/87/142	ACCENT 5 Blue Overlap RGB 0/123/182	ACCENT 6 Cyan RGB 0/163/214	ACCENT 3 Purple RGB 94/62/165
	ACCENT 2 Green RGB 79/134/54	ACCENT 4 Green Overlap RGB 168/180/0	TEXT 2 Grey RGB 103/115/122
BACKGROUND 1 & BACKGROUND 2 White		TEXT 1 Black	

Photography style

Unique viewpoints, combined with striking light sources, strengthen the notion of dynamism through engaging perspectives and forward-thinking ideas.

The depth of field contributes to a feeling of peacefulness. At the same time, the high light contrast gives a sense of confidence, communicating the idea that Broadridge has a distinctive point of view.

Subject matter

Our brand photography uses three basic types of subject matter:

- Atmospheric
- Industry
- Collaboration

Atmospheric photos should be used primarily, with industries and collaboration photos in supporting roles. If an application calls for the use of a single image, an atmospheric photo should be used. If multiple images are called for, photos from all categories should be used together to form a holistic view of Broadridge.

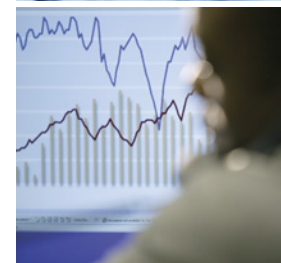
Atmospheric

Atmospheric images represent the world we work in from a unique point of view. More than any other type of photo, they have the ability to

Atmospheric



Industries



Collaboration



Photography style (continued)

differentiate Broadridge and clearly define our brand expression.

- They evoke overarching, top-level concepts such as successful enterprises and dynamic innovation.
- They are often aspirational, employing perspectives that look up.
- They should help to create a tone.
- They may portray architecture and/or people.

Industry

Industry photos communicate practical, businesslike realism.

- They should reference global subjects and portray a range of geographic locations.
- They should clearly place Broadridge within the financial services and financial services technology industries.

Collaboration

Collaboration images showcase partnership and approachability.

- They should portray relaxed teams of people working together. Avoid showing a formal, one-on-one meeting, which may look like a consultation between a financial advisor and a client.

- Subjects' dress should be a mixture of business and business casual.
- These photos should show a variety of environments. They may be set in conference rooms, but also less formal places of business collaboration, such as hallways, airports and restaurants.
- Include a diversity of genders and ethnicities.

Capturing our style

Light

Each photo for Broadridge should have a clearly defined source of light.

The quality of the light is also important. It should be fresh, airy and translucent. It should help contribute to a sense of calm and never be harsh or blinding. Reflections and transparency help immensely in capturing this quality, which is particularly important for our atmospheric images.

Perspective and cropping

Unique perspectives and unexpected cropping can make our communications much more compelling. However, care should be taken that an unusual angle or severe cropping does not create an overly abstract image; viewers should always be able to tell what the objects in the image are.

Contrasts

Combinations of close-ups and shots taken from further back provide variety and a contrast of scale.

Visual interest can also be achieved through contrasting shapes, such as straight edges and curves within the same photo.

Photography misuse

Always select photography according to the specifications in these guidelines. The examples here illustrate some unauthorized use of photography. None of these are permitted.

DO NOT – portray individuals looking directly into the camera



DO NOT – use photos that lack a diversity of genders or ethnicities



DO NOT – use photos with banal crops, perspectives or quality of light



DO NOT – use dark, heavy photos that lack distinct light sources



Typography

Typography is an integral part of any identity system. Our primary type family is Kievit. This highly readable sans serif font is clean, modern and straightforward. It comes in a variety of weights, adding great flexibility in designing such communications as annual reports, brochures, trade and online advertising, websites as well as architectural signage.

For instances when the Kievit font is not available – i.e., in online communications (html) and desktop applications (Microsoft® Word, PowerPoint®, Excel®) – the use of Calibri in regular or bold is acceptable.

When showing a list of numbers such as in a table, it is preferred that Calibri is used instead of Kievit as the numbers in Kievit “drop” below the baseline and can appear uneven in rows and columns.

For guidance on use of color, see application templates. In general, body text is black, headlines are Broadridge Blue or white, and subtitles are cyan or green.

Microsoft, Excel and PowerPoint are registered trademarks in the United States and/or other countries.

Kievit Book

Kievit Book abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%(.,""/!?)

Kievit Bold

Kievit Bold abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%(.,""/!?)

Kievit Black

Kievit Black abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%(.,""/!?)

Calibri Regular

Calibri Regular abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%(.,""/!?)

Calibri Bold

Calibri Bold abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%(.,""/!?)

Charts, graphs and tables

Our style for charts and tables is clean, bold and uncluttered, making good use of the appropriate color palette.

Avoid the use of gradients or “3-D” treatments.

Because of differing software capabilities and output methods, charts created in drawing

programs such as Adobe® Illustrator® will differ somewhat from those created in Microsoft® PowerPoint®.

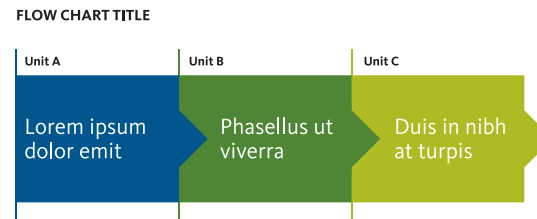
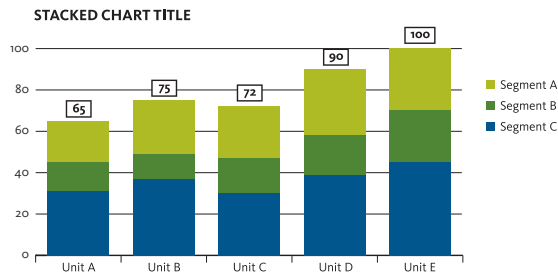
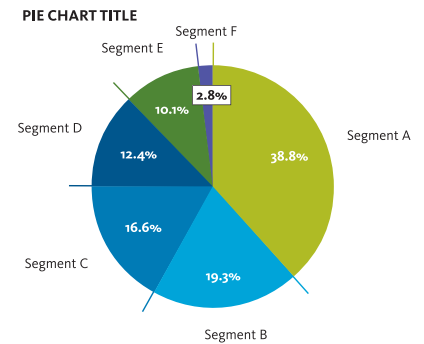
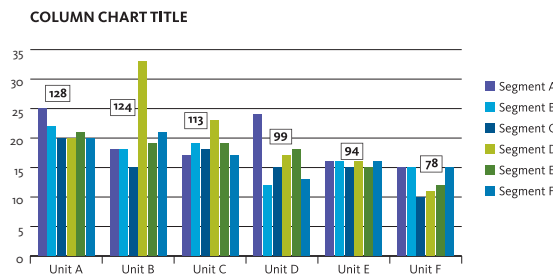
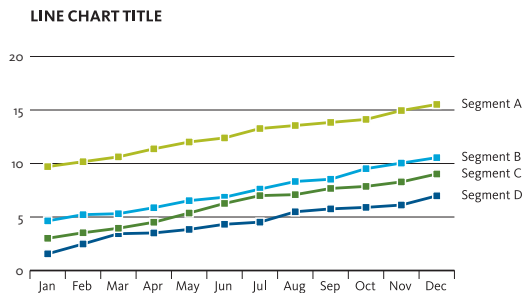
Color

Charts should use colors from our primary and secondary palettes. If more colors are needed, our tertiary colors may be used.

Always choose colors that supply enough contrast to each other to ensure that a chart's or graph's elements are clearly differentiated.

Avoid tints of our colors. They may be used only when absolutely necessary to differentiate between adjoining elements in a chart or the rows of a table.

Created in Adobe Illustrator



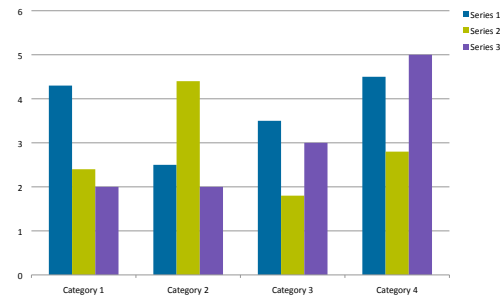
FICIENEMQUE	LOREM 1	LOREM 2	LOREM 3	DOLORS
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Debis estinul liscipidisci volupdsfdfs sdfsa dfasdfas daccu sapelit nem lorem ipsum dolor	99%	98%	97%	99%
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Agnissit liberitam liquam rem repro ol uptibus accu sapeli	97%	96%	95%	94%

Charts, graphs and tables (continued)

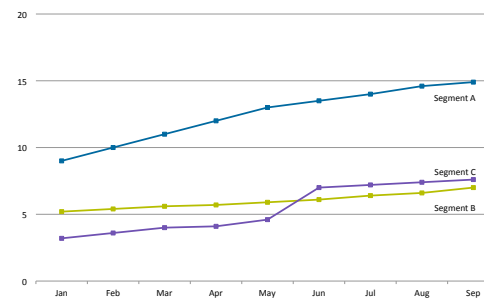
Please note that PowerPoint uses different color values than our standard values. For more information, see [Color Palette](#) and [Color Palette](#), for Microsoft PowerPoint presentations.

Created in Microsoft PowerPoint

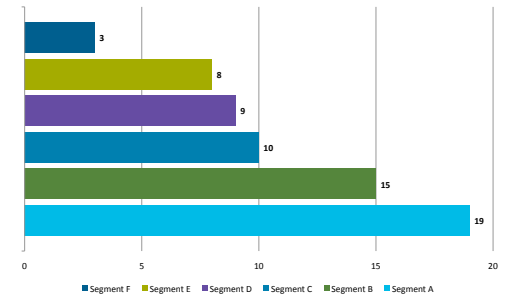
COLUMN CHART TITLE



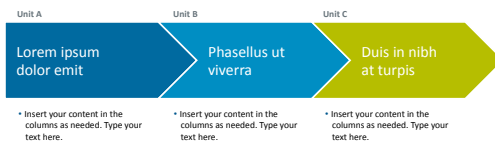
LINE CHART TITLE



BAR CHART TITLE



FLOW CHART TITLE

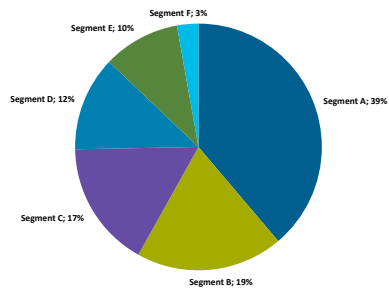


* Insert your content in the columns as needed. Type your text here.

* Insert your content in the columns as needed. Type your text here.

* Insert your content in the columns as needed. Type your text here.

PIE CHART TITLE



STACKED COLUMN CHART TITLE

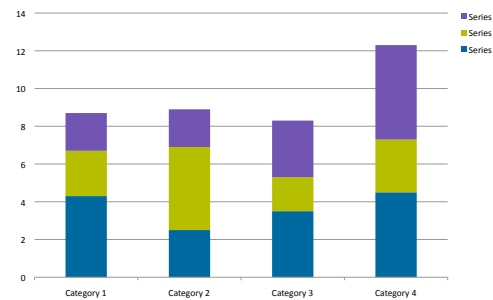


TABLE TITLE

FICIENMQUE	LOREM 1	LOREM 2	LOREM 3	DOLORS
Nonemol uptibus accu sapelit nem lorem ipsum dolor sit em itsdfa dfsadfsf sd fsad fsadf sad fsadf emit ut dolor	98%	99%	75%	98%
Debis estinul Itscipidusci voluptsdfsdf sdfsa dffasdfas daccu sapelit nem lorem ipsum dolor	99%	98%	97%	99%
Nam autas audi istoreris sit unt	99%	80%	89%	97%
Agnissit iberitam liquam rem repro ol uptibus accu sapeli	97%	86%	91%	94%

White space

White space is an important element in our brand expression. Our designs should have large areas that are blank. Use white space – rather than rules or bars – to separate your layout into different sections. This helps create an open, sophisticated and modern feeling that supports our brand strategy.

White space also helps to emphasize the confident, bold, colorful elements of our brand expression by providing strong contrast and a “stage” to set off these other elements.

Take care to not create overly complicated shapes in the white space, which can distract from the focus of a layout – particularly when sizing and positioning Confidence Bars.



Overview

Trust through
transparency

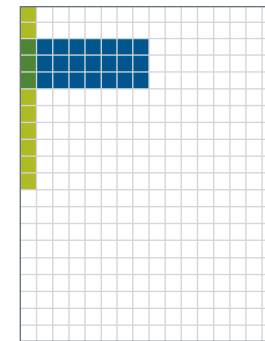
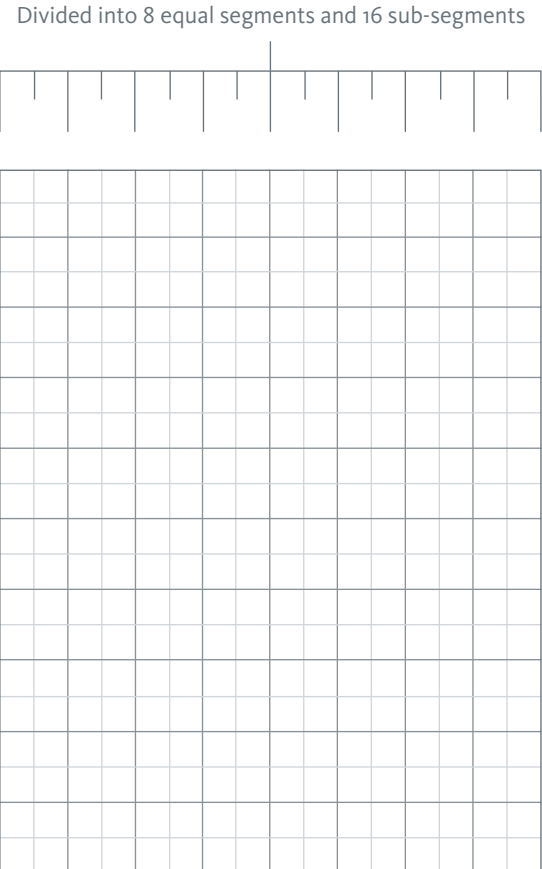
Partnership through
collaboration

Confidence Bars bring together all the brand elements into one visually dynamic expression to communicate our brand essence and personality.

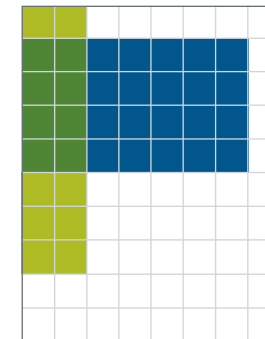
Grid

The grid is the foundation for composing our unique visual expression and serves as a base for producing creative communications materials that promote our brand. Confidence Bars are made up of two different color bars that overlap to create a third color. This gives the bars a transparent appearance.

Flexible layouts are possible through a simple, modular structure – providing innumerable ways for the Confidence Bars to overlap. The grid is divided into 8 equal segments and 16 sub-segments and allows for both thin (A) and thick (B) bars.



A

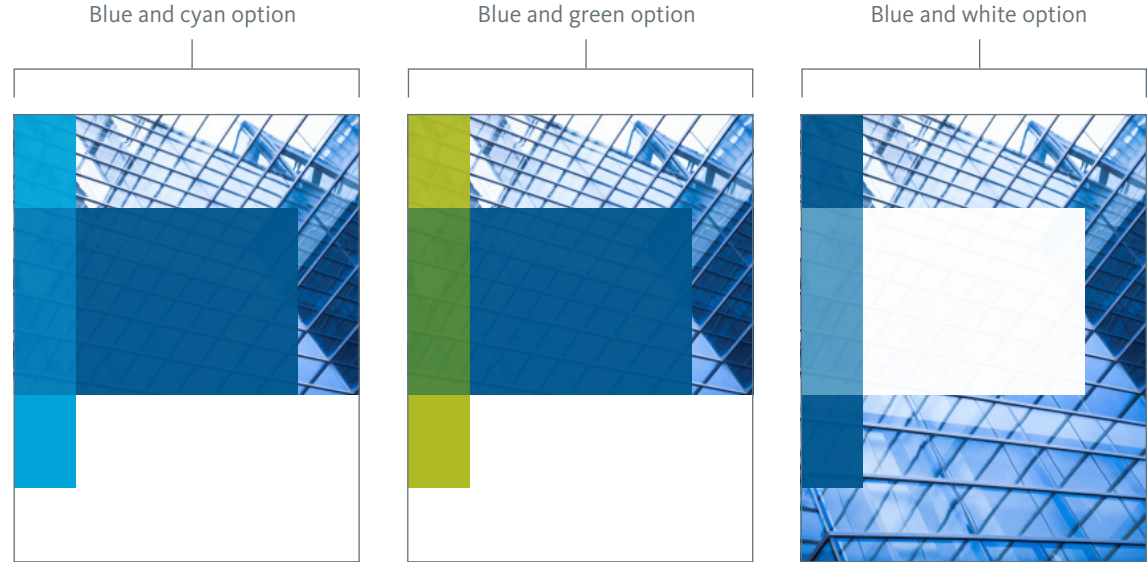


B

Color treatments

Three color options are available for use with the Confidence Bars. All three options should include a bar that is colored Broadridge Blue. The second of the two bars can be cyan, green or white.

All colors in the palette have specific color references, and each option has an overlap color created using specific color values. See Color palette (page 12) for these values. Use the exact color values listed. The hue created by a bar showing through the transparent bar layered over it is not necessarily the accurate overlap color.



Palette colors used (see page 12 for color values)

Primary color	BLUE		
Overlap colors	CYAN OVERLAP	GREEN OVERLAP	WHITE OVERLAP
Secondary colors	CYAN	GREEN	WHITE

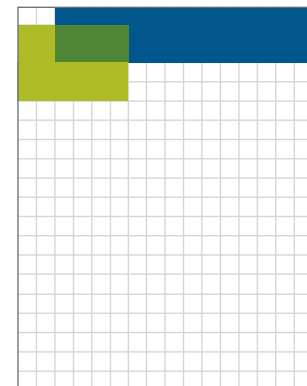
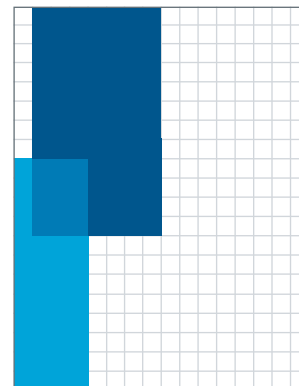
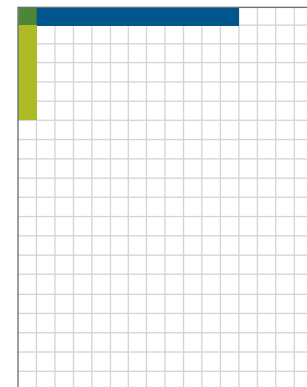
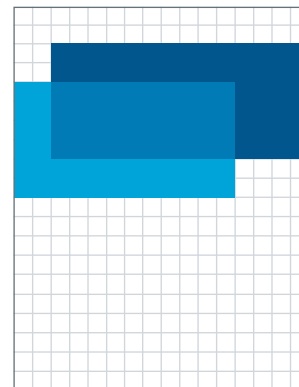
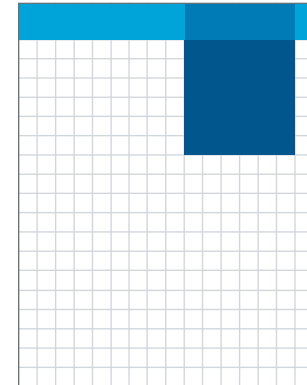
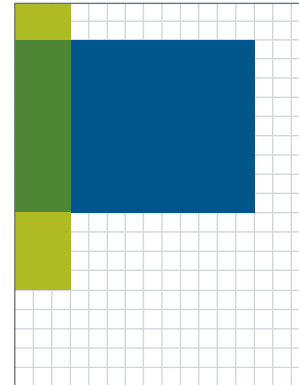
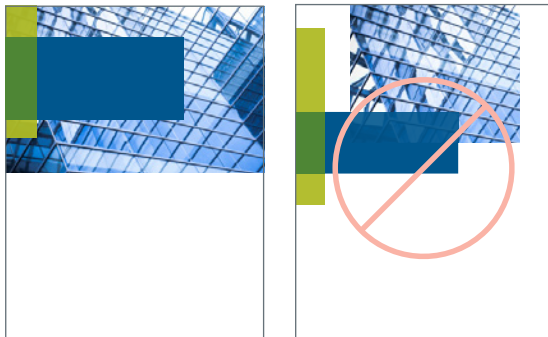
Creating dynamic overlaps

Simplicity is key when creating Confidence Bars in a layout. Do not complicate the task by creating small, intricate overlaps. Bold and basic use of the bars with ample white space is essential to creating Confidence Bars that communicate our brand personality.

Confidence Bars should always conform to the grid. Each bar in the layout should extend to the edge on at least one side. The bar set in Broadridge Blue should be more prominent than the bar set in the secondary color. Use the Broadridge Green or Cyan bars judiciously.

Creating layouts, with bars combined asymmetrically, make for a more dynamic composition. Avoid centering the Confidence Bars or creating equal spacing around them.

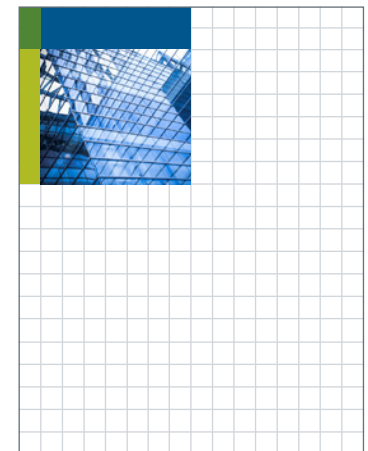
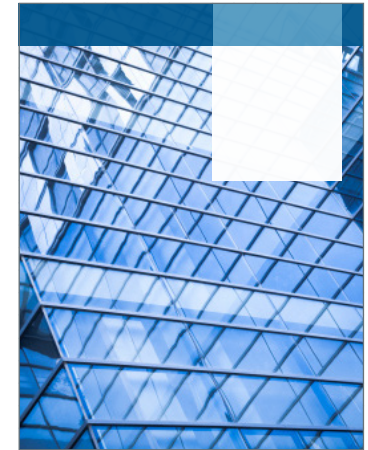
DO NOT – create negative white spaces that are overly complicated.



Confidence Bars with imagery

Imagery can add another layer to the brand expression. Similar to the Confidence Bars, simplicity in the application of imagery is essential in communicating our brand expression.

The Confidence Bars should always be placed over imagery with transparency applied, between 95 and 80 percent. Use less transparency with images that have busy compositions and/or high contrast. In the event that a bar is partly on both an image and a white background, only the area over the image should be transparent. Avoid having the bars cover large areas of image, cropping subject matter in the image or traversing both image and white background area.



Content in Confidence Bars

The Confidence Bars may contain various forms of content. Make sure the content has ample space within the bar. Content may be placed on any color portion of the bar.

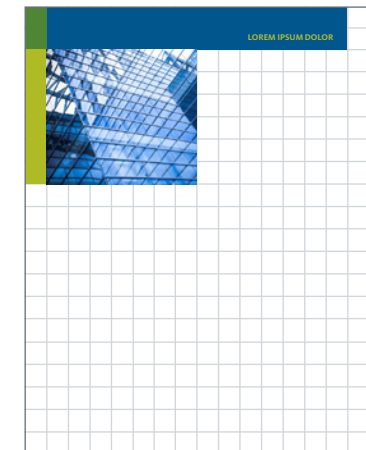
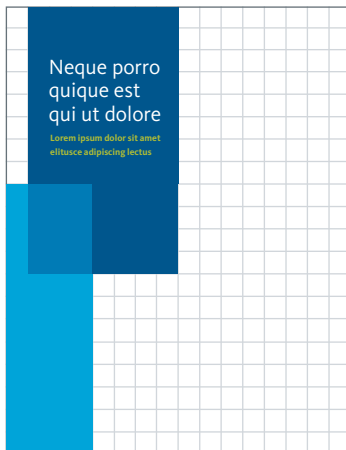
Utilize green sub-headers in the Confidence Bars when using either the white or cyan color treatment. Alternatively, use cyan sub-headers with the green color treatment.

White Confidence Bars containing logos, charts or bulleted lists, are allowed to not be transparent when placed over an image.

Broadridge Blue and Green Confidence Bars with Cyan sub-header



Broadridge Blue and Cyan Confidence Bars with Green sub-header



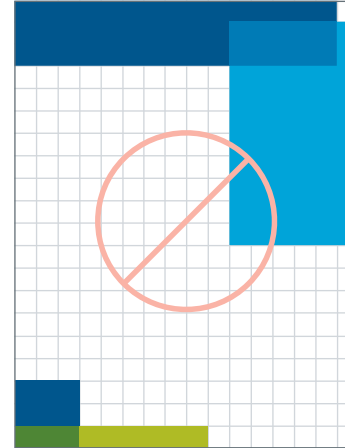
Misuse

Always create Confidence Bars according to the specifications in these guidelines. The examples here illustrate some unauthorized uses of Confidence Bars. None of these are permitted.

DO NOT – create bars off the grid



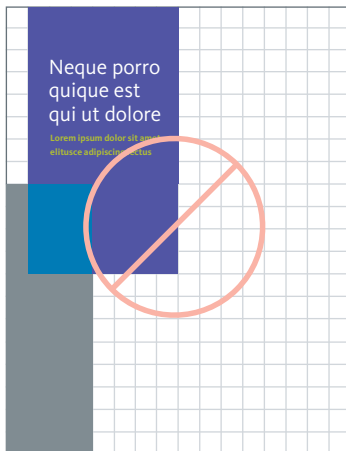
DO NOT – create multiple sets of bars



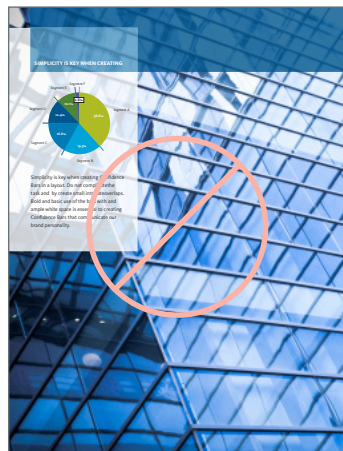
DO NOT – rotate or shear the bars



DO NOT – substitute colors in the bars



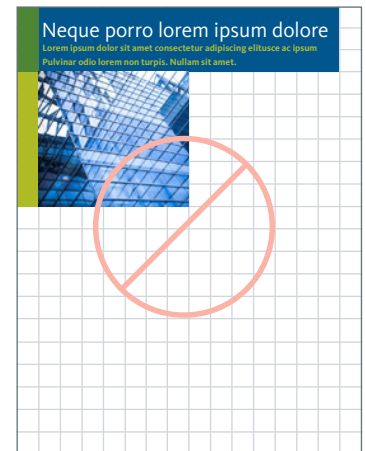
DO NOT – make bar too transparent



DO NOT – cut bars short of an edge



DO NOT – overcrowd bars with content



Template designs:

Brochure

Sell sheet

Presentations

White paper

Print advertisement

Trade show display

Brochures

When our brand expression is applied to brochures, they become distinctly recognizable as communications from Broadridge.

Because of the variation required for brochures, there is not a template. However, before creating a brochure, make sure you are familiar with the rules for using the Broadridge brand elements contained in this document. The new Broadridge corporate brochure may be a helpful example to follow, as a guideline.



Sell sheet template

We have developed a sell sheet template design with the optional use of an image on the front.

Adobe® InDesign® templates are available to help you create sell sheets within the system.

Before creating sell sheets, make sure you are familiar with the rules for using the Broadridge brand elements contained in this document.

Front side option with an image

The diagram illustrates the front side of a sell sheet template with the following components and labels:

- Header Bar:** A dark blue bar at the top containing the text "SEGMENT, SOLUTION, PRODUCT FAMILY OR PRODUCT (required)".
- Image Area:** A large image of a modern building facade with a glass and steel structure.
- Text Labels:**
 - "SEGMENT, SOLUTION, PRODUCT FAMILY OR PRODUCT (required)" (pointing to the header bar)
 - "SOLUTION, PRODUCT FAMILY OR PRODUCT (optional)" (pointing to the top right of the image area)
 - "Product family or product (optional)" (pointing to the bottom right of the image area)
 - "Lorem ipsum dolor sed pharetram consectetur adipiscing elit" (pointing to the main title)
 - "Title Benefit statement" (pointing to the title)
 - "Subhead" (pointing to the subhead "Ehent audaeu stenebab inum velitatem")
 - "Body text" (pointing to the main body of text)
- Text Content:**
 - Placeholder text: "Lorem ipsum dolor sit amet, consectetur velit e nonemol uptibus accu sapellit re nem et, sit volo rest, sincta dolupta quiandi. Nam autas audi istoreris sit unt."
 - Placeholder text: "Agnissit iberitam liquam rem repro ea sus aut autevolut volupta eriant fuga dol laboritas simumise estibus, conet adi omniment as cusanti invendustis quidundest, ad emit hen tusapel idit occabor vitae magna rhoncus adipiscing."
 - Placeholder text: "Id pulvinar odio lorem non turpis. Nullam sit amet enim vitae ligu la volutpat onet adi omniment as cusanti invendustis quidundest, ad emit hen condimentum."
 - Placeholder text: "Aliquam erat volutpat. Sed quis velit. Nulla facilisi. Nulla onet adi omniment as cusanti invendustis quidundest."
 - Quote: "Niamendam fugit quodipis ut rem qui emit seomimenima sed minc tatem urlcierro optatassi abore ut sunt asin simin vereicatqui simusciis adi sedut requ magnam, vverum id qui qnvolut voloria con quat ibus la bor estinul simus emit sit dol emit."
 - Quote attribution: "- Ficienemque Volo"
- Chart/Diagram:** A central graphic with a dark blue background and white text "Outstanding Shareholder Experience". It is surrounded by four colored boxes:
 - Top Left: "Selection & Training" (light blue)
 - Top Right: "Exceptional Scale & Capacity" (green)
 - Bottom Left: "Agent Certification" (purple)
 - Bottom Right: "Balanced Use of Technology" (blue)
- Footer:** The Broadridge logo, consisting of a stylized 'B' icon and the word "Broadridge".

Highlights
Summary of key takeaways

Quote
Customer or industry opinion statement

Quote caption

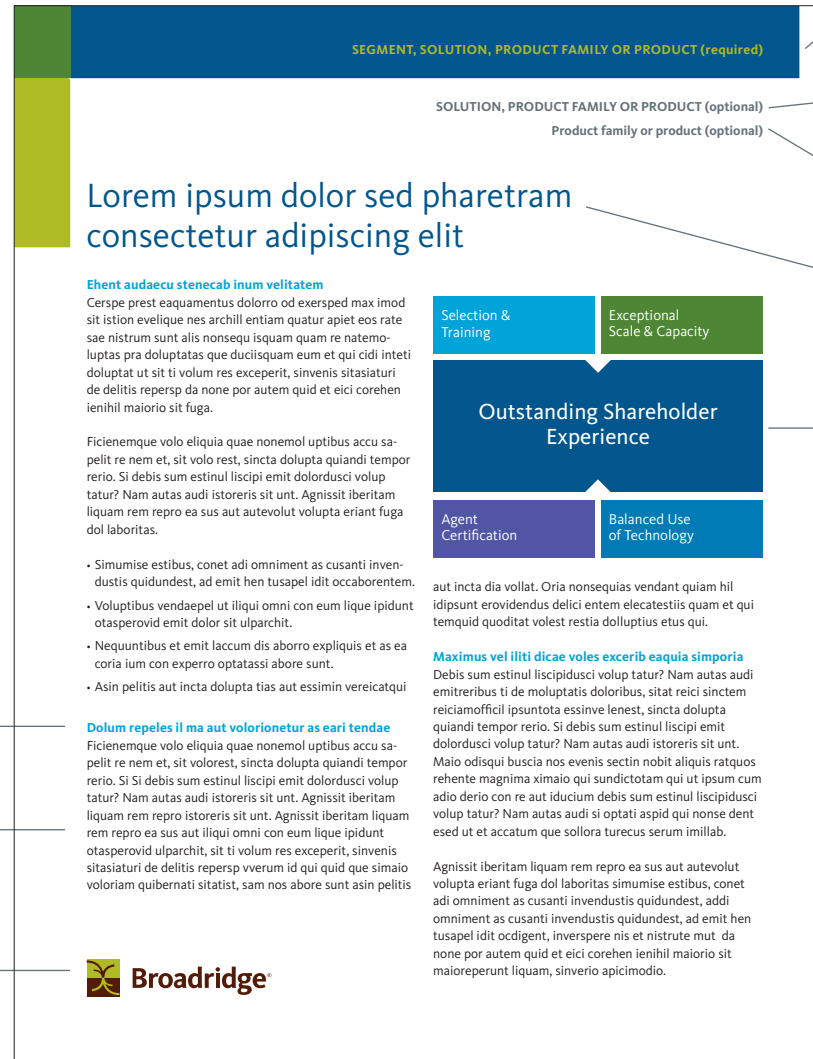
Logo

Sell sheet template (continued)

Do not alter the placement or size of the logos contained in the InDesign templates.

Do not alter the size, placement or color of the title, segment, solution, product family or product identifications.

Front side option without an image



Segment, solution, product family or product (required)

Solution, product family or product (optional)

Product family or product (optional)

Title
Benefit statement

Chart/diagram

Subhead

Body text

Logo

Sell sheet template (continued)

Styles and placement are included in the InDesign templates for formatting text. You must always use the Broadridge brand fonts. For more information, see [Typography \(page 15\)](#).

Back side

Callout
Copy pulled from body copy to emphasize a point

Subhead

Body text

Logo

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 **Broadridge**



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broadridge.com

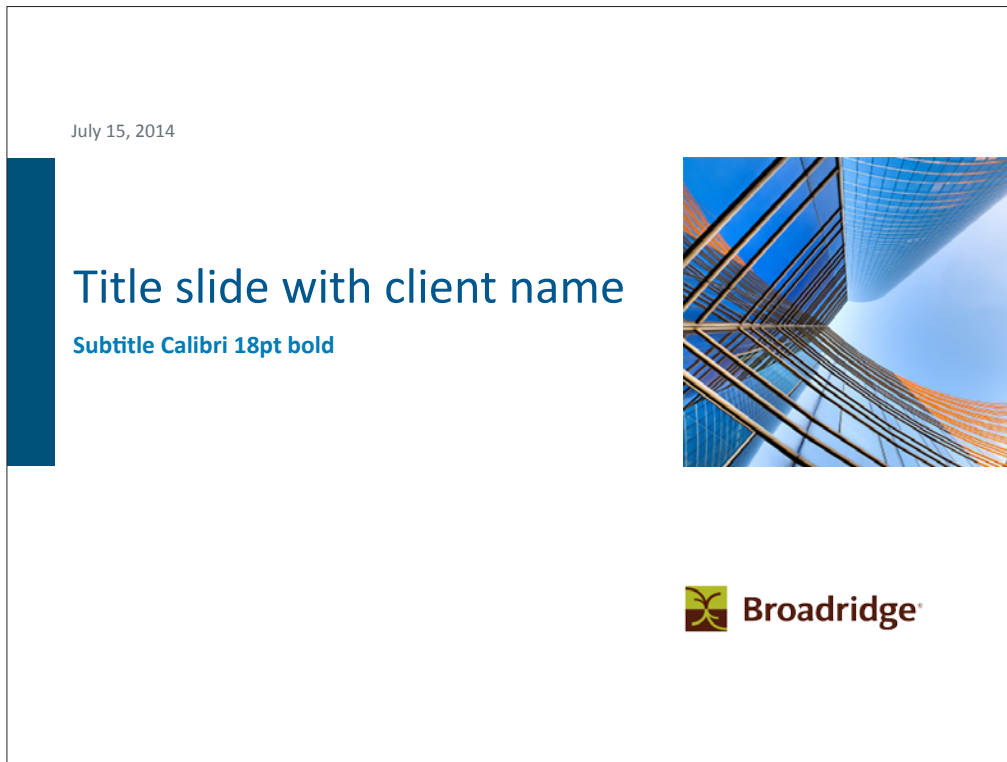
Table

Footer

Presentation template

Presentations help extend our brand in customer communications. The Microsoft® PowerPoint® template will enable you to create high-quality presentations quickly and effectively.

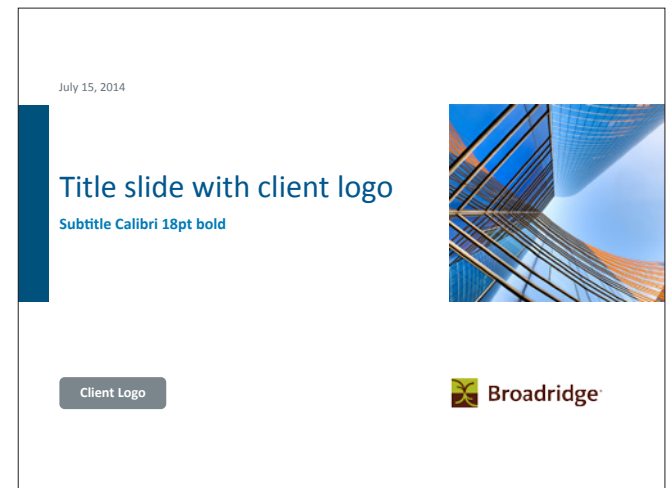
Title slide



Title slide option including client name



Title slide option including client logo

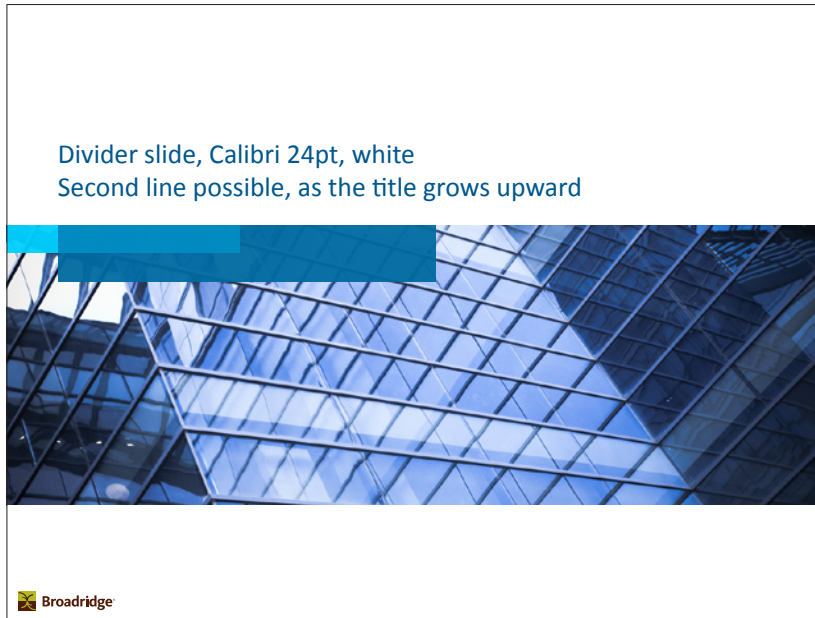


Presentation template (continued)

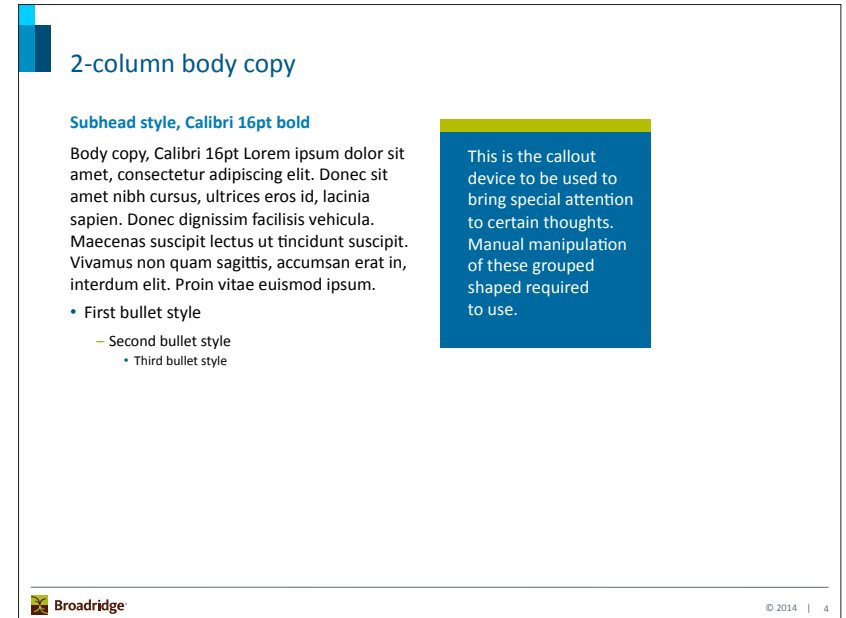
The template contains styles for titles, subtitles, slide titles, body text and footers.

Text sizes should not be altered. Our corporate secondary font family, Calibri, should be used throughout the presentation.

Divider slide



Content slide



White paper template

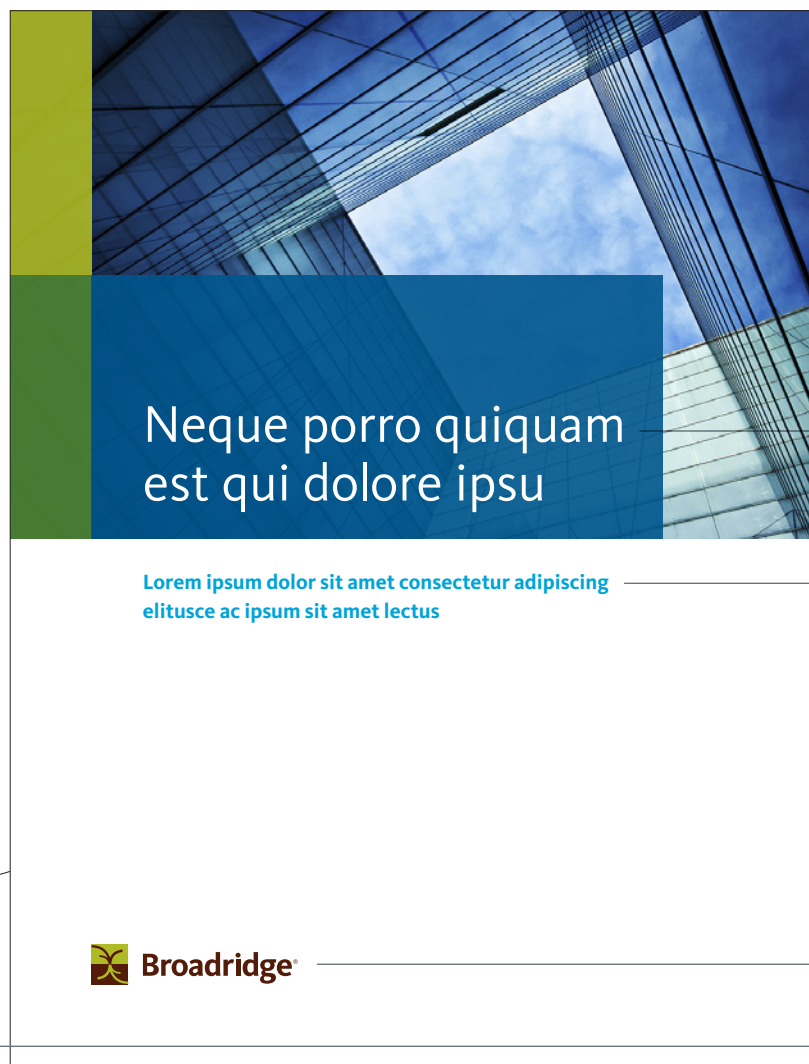
A template for white papers, or thought leadership papers, has been created. The design allows for the inclusion of an associated organization's name.

Adobe® InDesign® templates are available to help you create white papers within the system.

Before creating a white paper, make sure you are familiar with the rules for using the Broadridge brand elements contained in this document.

Do not alter the placement or size of the logos contained in the InDesign templates.

Cover



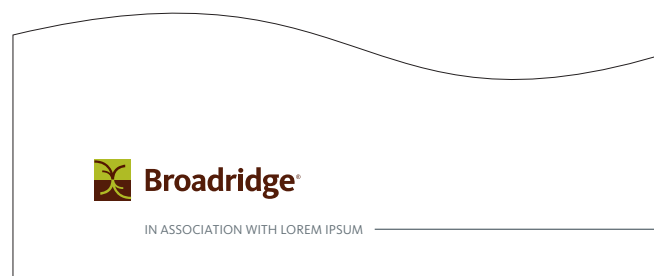
Title

Subtitle

Logo

Associate

Cover option with associate



White paper template (continued)

Do not alter the size, placement or color of the title, segment, solution, product family or product identifications.

Inside spread with optional intro lead-in

	<p>LOREM IPSUM DOLOR SIT AMET CONSECTETUR</p>	<p>LOREM IPSUM DOLOR SIT AMET CONSECTETUR</p>	<p>Eyebrow <i>Repeats the title of the paper</i></p>
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Intro Body	<p>Aliquam rhoncu lobortis scelerisque. Vestibulu tristisque set eleifen dolor et simporia illupta debis sum estinul el malesua. At arcu tincidunt pulvinar. Vestibulum ornare blandit orci vitae.</p> <p>Key takeaways</p> <ul style="list-style-type: none"> • Aliquam erat volutpat. Fusce et lacus fermentum felis rhoncus mollis • Donec rhoncus in mauris at convallis. Curabitur in lacinia risus • Ficienemque volo eliqua quae nonemol uptibus accusapelit re nemit sit volorest, sincta dolupta quiandi. • Nam autas audi istoreris sit unt. Agnissit liberitam liquam rem reproea sus aut aute rectotasimus reria nusapedion est estate magnafi. • Curabitur ut semper turpis. Sed posuere suscipit bibendum. • Ullamcorpit amet nisl placerat, in rutrum eros sagittis. <p>Next steps</p> <ul style="list-style-type: none"> • Cras pretium – Mauris nibh, sit amet sagittis lectusfeugiat id. • Etiam acti selentia pluribus – Turpis sit amet dui sodales ultricies mattis ac dolor. Sed id ante eget diam auctor ullamcorper et sed dui lectus. • Tincidunt –Erat vitae purus interdum, sed porta nibh posuere ac venenatis nulla mollis. • Venenatis – Ac dolor non tincidunt. 	<p>>Lorem ipsum dolor sit amet aliquam</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscin elit. Nullam sit amet lorem placerat, vestibulum velit asollicitudin risus. Curabitur malesuada augue dolor, eget imperdiet arcu euismod nec. Pellentesque et ipsum nisl. Nam suscipit sapien varius nulla pellentesque acti gravida tortor pretium. Sed ullamcorper felis sit amet nisl placerat, in rutrum eros sagittis. Aliquam rhoncu lobortis scelerisque. Vestibulum tristisque eleifen dolor et simporia illupta debis sum estinul malesua.</p> <p>Aenean aliquam egestas leo sed fringilla.Sed ipsum tellus, semper ac tincidunt molestie, mollis nec turpis. Vivamus ligula nulla, auctor ac bibendum nec, mollis convallis libero. Integer sit amet sapien dictum, placerat velit et, suscipit sem. Aliquam erat volutpat. Fusce et lacus fermentum felis rhoncus mollis a quis dolor. Donec rhoncus in mauris at convallis.</p> <p>Donec rhoncus in mauris at convallis. Cras vitae tellus id metus blandit dapibus. Curabitur in lacinia risus. Sed lacinia commodo augue, tempus porta ciosatinre.Nam autas audireribus ti de moluaptis doloribus.</p> <p>Quisque adipiscing tellus sed aliquet euismo etiam quis interdum tortor.</p> <p>Aenean aliquam egestas leo sed fringilla. Sustum pendisse lacinia ut dui eget accumsan. Ut ut urna eu dolor consectetur accumsan sit amet ac nunc. Quisque adipiscing tellus sed aliquet euismod.</p> <p>Etiam quis interdum tortor. Donec vitae justo at arcu tincidunt pulvinar. Vestibulum ornare blandit orci vitae aliquam. Nulla adipiscing nulla eget.</p> <ul style="list-style-type: none"> • Ficienemque volo eliqua quae nonemol uptibus sincta dolupta quiandi. • Nam autas audi istoreris sit unt. Agnissit tam liquam rem repro ea sus aute. • Tempor rerio si debis sum estinul liscipidus. 	<p>Subheader</p> <p>Body</p>
Bullets <i>Short summary points</i>		<p>Handucipsae mi site plab invenestibus sint ventit ure pro issit velicia sequosam, quis est, quibus sequid quidebit eosant magnatius dunt er da none porut setif.</p> <p>Antiatempos denda tus commit qu duci volori il ius sum nullamset mollis. Mattis sem tinc sequat eroviic tem quid maximo, per sinves sitasiaturi de delitis repersp da nonegi.</p>	<p>Callout <i>Copy pulled from body copy to emphasize a specific point</i></p>
	<p>3</p>	<p>4</p>	

White paper template (continued)

Creating white papers for online distribution

When designing layouts for brochures that will be distributed as Adobe® Acrobat® PDFs, keep in mind that users may print or view spreads as

separate pages. You may position design element across both pages of a brochure spread, but the element should be identifiable and attractive when viewed on only one of the pages.

Inside spread

Header

Subheader

Body

LOREM IPSUM DOLOR SIT AMET CONSECTETUR

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Eyebrow
 Repeats the title of the paper

Sidebar
 Standalone content element that supplements the main story

Callout
 Copy pulled from body copy to emphasize a specific point

Table

White paper template (continued)

Styles and placement are included in the InDesign templates for formatting text. You must always use the Broadridge brand fonts. For more information, see *Typography* (page 15).

Back cover

Author Information

Name LastName,
Title
201-714-3411
Tax Services,
Boadridge Financial Solutions.Inc

Name LastName,
Title
201-714-3411
Tax Services,
Boadridge Financial Solutions.Inc

Name LastName,
Title
201-714-3411
Tax Services,
Boadridge Financial Solutions.Inc

Name LastName,
Title
201-714-3411
Tax Services,
Boadridge Financial Solutions.Inc

Contact Us

To further discuss the information in this document, please call us toll-free at +1 800 481 2331 or email BRIntelSolutions@broadridge.com.

About Broadridge

Broadridge Financial Solutions, Inc. (NYSE:BR) is the leading provider of investor communications and technology-driven solutions for broker-dealers, banks, mutual funds and corporate issuers globally. Broadridge's investor communications, securities processing and business process outsourcing solutions help clients reduce their capital investments in operations infrastructure, allowing them to increase their focus on core business activities. With 50 years of experience, Broadridge's infrastructure underpins proxy voting services for over 90% of public companies and mutual funds in North America, and processes more than \$5 trillion in fixed income and equity trades per day. Broadridge employs approximately 6,400 full-time associates in 13 countries.

For more information about Broadridge, please visit broadridge.com.

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Logo



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broadridge.com

Subheader

Body
Boilerplate copy describing Broadridge and the work it does

Optional disclaimer
Standard across all deliverables. Do not alter.

Footer
Standard across all deliverables. Do not alter.

Print advertisement template

There are two different print ad templates, in different size options.

Adobe® InDesign® templates are available to help you create print advertisements within the system.

Before creating a print advertisement, make sure you are familiar with the rules for using the Broadridge brand elements contained in this document.

Do not alter the placement or size of the logos contained in the InDesign templates.

Do not alter the size, placement or color of the title, segment, solution, product family or product identifications.

Full-page advertisement

Title — Lorem ipsum dolor sit emit ulluptat qui cerspe inteti doluptat


Subtitle — *Ossi temporro ipsum harumntios dem utl pulvinar odio lorem non turpisa*

Body — *Imod sit istion evelique nes archill entiam per quatur apie eoate sae nistrum sunt alis nonsequ isquam quam re nal temolupta pra doluptatas que ducisquam eum et quividu cidi inteti doluptat ut sit ti volum res exceperit, nat sinven is sitasiaturi de delitis sette repersp da none por autem.*

Et malesuada fames ac ante ipsum primis intera faucibus. Doluptatas que ducisquam eum et quici inteti doluptat. eros. Mauris non justo arcu. Morbi nec purus felis.

Bulleted list — *Key benefit statements*

- Lorem ipsum dolor sit amet, conseq tetuer velit e noremol uptibus acu.
- Sapelit re nem et, sit volo rest, sincta dolupta quiandi.
- Nam autas audi istoreris sit unt.
- Agnissit iberitam liquam rem repro ea sus aut autevolut dolor eimt.

Logo — 

URL — *Quidundest ad emit tusapel ldit occabore antem utem quid et eici corehen sequi.*
Please visit broadridge.com
+1 888 237 1900

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Print advertisement template (continued)

Styles and placement are included in the InDesign templates for formatting text. You must always use the Broadridge brand fonts. For more information, see [Typography \(page 15\)](#).

Half-page advertisement

The advertisement template features a blue header with a photograph of three business professionals in a modern office setting. Below the header, the main text is arranged in a clean, professional layout. A blue sidebar on the right contains a bulleted list of text. The Broadridge logo is positioned in the bottom left corner, and contact information is provided in the bottom right corner. The entire advertisement is enclosed in a thin black border.

Title

Lorem ipsum dolor sit emit ulluptat
qui cerspe inteti doluptat

Subtitle

**Ossi temporro ipsum harumntios dem utl
pulvinar odio lorem non turpisa**

Body

Imod sit istion evelique nes archill entiam per quatur apieti
eoate sae nistrum sunt alis nonsequ isquam quam re mala tem
olupta pra doluptatas que ducisquam eum et quividu cidit int
ti doluptat ut sit ti volum res exceperit sinv en asiatur.

Bulleted list

- Lorem ipsum dolor sit amet, conseq tetuer velit e nonemol uptibus accu.
- Sapelit re nem et, sit volo rest, sincta dolupta quiandi.
- Agnissit iberitam liquam rem repro ea sus aut autevolut dolor eimt.

Logo

 **Broadridge**

URL

Quidundest ad emit tusapel Idit occabore
antem utem quid et eici corehen sequi.

Please visit broadridge.com
+1 888 237 1900

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Trade show display template

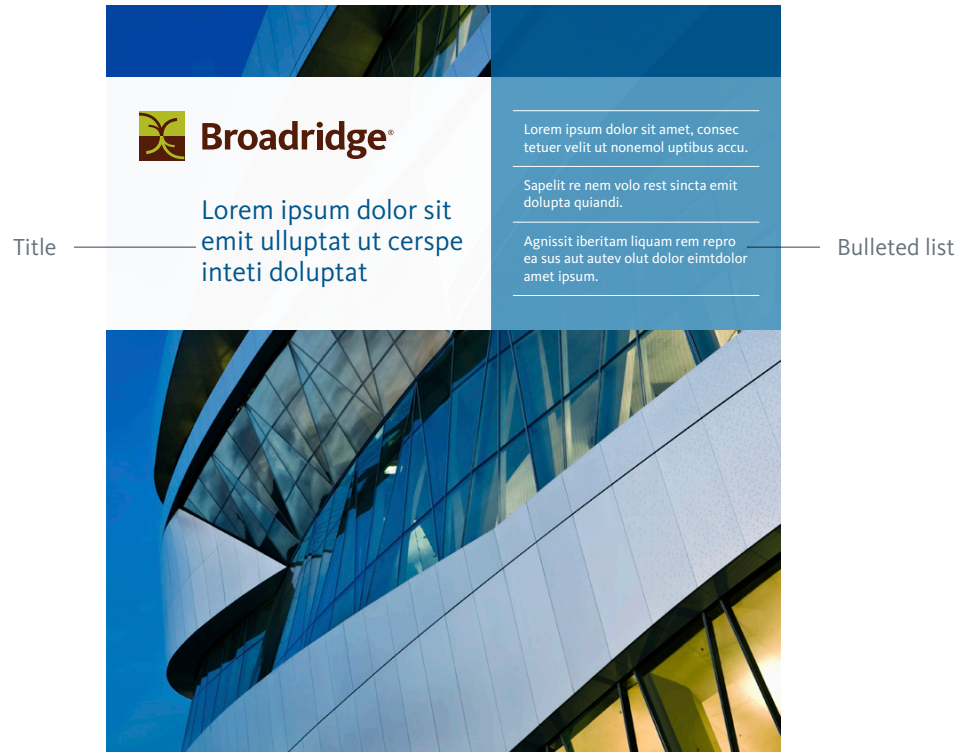
There are two templates for trade show booths: a 6 1/2 x 6 foot table top display and a 10 x 20 foot trade show display structure.

Adobe® InDesign® templates are available to help you create trade show displays within the system.

Before creating a trade show display, make sure you are familiar with the rules for using the Broadridge brand elements contained in this document.

Do not alter the placement or size of the logos contained in the InDesign templates.

Table top display: 6 1/2 x 6



Trade show display templates (continued)

Trade show booth display: 10 x 20

