2024
Proxy Design Best Practices
Doing more with your proxy

Broadridge
The impact of design on disclosure

Stay ahead of trends and use design to demonstrate the quality of your governance, your shareholder outreach, and your support for DEI and environmental policies.

Share ownership has increased dramatically over the past five years. The number of retail investment accounts is up 108% percent since 2019.* These shareholders understand they have a say in how the company operates and are using that voice more and more. In 2023, more than 600 shareholder proposals were put to vote, many of them around climate, racial equality, lobbying, and other ESG-related issues. Proxy practitioners have responded to these ownership changes with new content areas and practices.

WHY DESIGN IS IMPORTANT

- **Simplify the complex**
- **Shape perceptions**
- **Enhance the reader experience**

This proxy transformation can involve a simple, incremental change, or a more detailed redesign. No matter which approach you take, you should take advantage of the following best practices to help your company get the most from your proxy statement, and to tell your best story.

LET'S GET STARTED

As you consider enhancing your proxy statement, take a look at your big picture and ask your team these five simple questions to help frame the problems you would like your design to solve:

1. **Is it professional and does it communicate a sense of purpose?**
2. **Is it presented in an engaging way that's easy to understand?**
3. **Does it effectively position and differentiate your company against your peers?**
4. **Does it evoke action?**
5. **Does it reflect your brand?**

*Based on beneficial shareholder accounts processed by Broadridge.
Engaging investors with your proxy

Using design to demonstrate your commitment to good governance

Design plays an overall role in enhancing your communications by adding credibility, professionalism, and purpose to an organization. From design language and document layout, to color, fonts and branding, every detail matters. Each element contributes to the holistic narrative that can directly impact your proxy communications. The right proxy design empowers you to shape investor perceptions, showcase your achievements and build shareholder loyalty.

Inside this resource, you’ll discover the principles, strategies and best practices proven to help transform your next proxy into an engaging narrative experience, while helping to create predictable and positive results.

DESIGN CONSIDERATIONS
Here are six easy to implement design enhancements that can help to create an engaging and differentiated shareholder communication.

Make your story more engaging
Summarize key points
Reinforce your brand identity
Visualize information
Humanize your board
Tell your ESG story
More than 60% of our clients last year used a design cover, immediately engaging with readers when they clicked on it.

For the first time, 50% of our clients included Proxy Summaries to start the document.
Be sure to align design with existing brand standards across your investor communications: proxy, annual report, sustainability report, and shareholder engagement campaign materials if needed. Of course, include your logo, colors and font style to anchor all the elements of your story.

Multiple clients worked simultaneously on proxy and sustainability reports in 2023.

A well-designed chart or table highlights key data and makes your point instantly clear. Keep charts and graphs simple and straightforward, with legends that are easy to read. Clarity, logical organization and consistency are key.

We saw teams use graphics to reflect breakdown in investor feedback received. And 46% of clients use names in the skills matrix, responding to requests for more clarity.
5 | Humanize your board

When shareholders can associate a face with a name, they are more likely to feel a connection to your board and to your company. Photography, as well as a well-written bio, help the reader to better know the individual, their experience and their skills.

Board photos have become standard used by more than 80% of our clients.

6 | Tell your ESG story

Today, many investors believe ESG issues impact materiality and financial performance. So, it’s imperative to include content that showcases your ESG metrics and progress.

More than 46% of clients used graphics in their ESG section.
As investor behaviors evolve, stay ahead of the curve with the industry’s only true single-source shareholder engagement solution

Streamline the production and printing of proxy communications and ensure a smooth transition from printing to distribution. Our single-source, full-service solution reduces shipping charges, expedites processing and helps ensure you print only the quantity required. Plus, every project is backed by the undisputed reliability and quality you’ve come to expect from Broadridge.

Last-minute changes, print overruns and mailing logistics can make it challenging to get investor and shareholder communications where they need to be on time and within budget. Our single-source solution streamlines the process — from document preparation through to printing and mailing — to ensure quality and speed and reduce costs.

We offer three approaches that include typesetting and design services, HTML conversion and fast turnaround—so you can save time and effort while keeping your budget under control.

You’ll also benefit from our unsurpassed knowledge of SEC requirements, shareholder communications and financial technology.

---

**Workiva**

Take control of more documents in your Workiva environment and set up a template for your proxy. We’ll design and implement your template. Once completed, you will be free to manage and control your content, while viewing designed proofs in the application without relying on a typesetter or designer. We can also help upgrade existing designs and get print ready at the time of filing.

**Design and Typset**

Work with us to design a new style for your proxy or enhance a new one and then rely on our services to support the conversion, edits and filing of your proxy, eliminating the burden of managing the content from your team.

**Headstart**

Looking for a path to a modern proxy but feeling overwhelmed by the choices and design decisions? Try Proxy Headstart. Select from one of three templates and work with our design team to map and refine your content to the design, then finish production with the Broadridge service team.
Count on Broadridge.

We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

At Broadridge we specialize in proxy and annual report stylization, design, content management, SEC filing, printing and distribution. We are the only provider that can provide composition, filing, print, and distribution services under one roof, which will save you valuable time and money.

You can learn more about our complete end-to-end solution here.

Proxy Services  >  Annual Meeting Services  >  Enhanced Proxy Design  >

Broadridge Financial Solutions (NYSE: BR), a global Fintech leader with over $6 billion in revenues, provides the critical infrastructure that powers investing, corporate governance, and communications to enable better financial lives. We deliver technology-driven solutions that drive business transformation for banks, broker-dealers, asset and wealth managers and public companies. Broadridge’s infrastructure serves as a global communications hub enabling corporate governance by linking thousands of public companies and mutual funds to tens of millions of individual and institutional investors around the world. Our technology and operations platforms underpin the daily trading of more than $10 trillion of equities, fixed income and other securities globally. A certified Great Place to Work®, Broadridge is part of the S&P 500® Index, employing over 14,000 associates in 21 countries. For more information about us, please visit broadridge.com.

Broadridge.com