2027 Guide to Proxy Design

Five Key Strategies and Design Examples to Elevate Your Proxy Statement

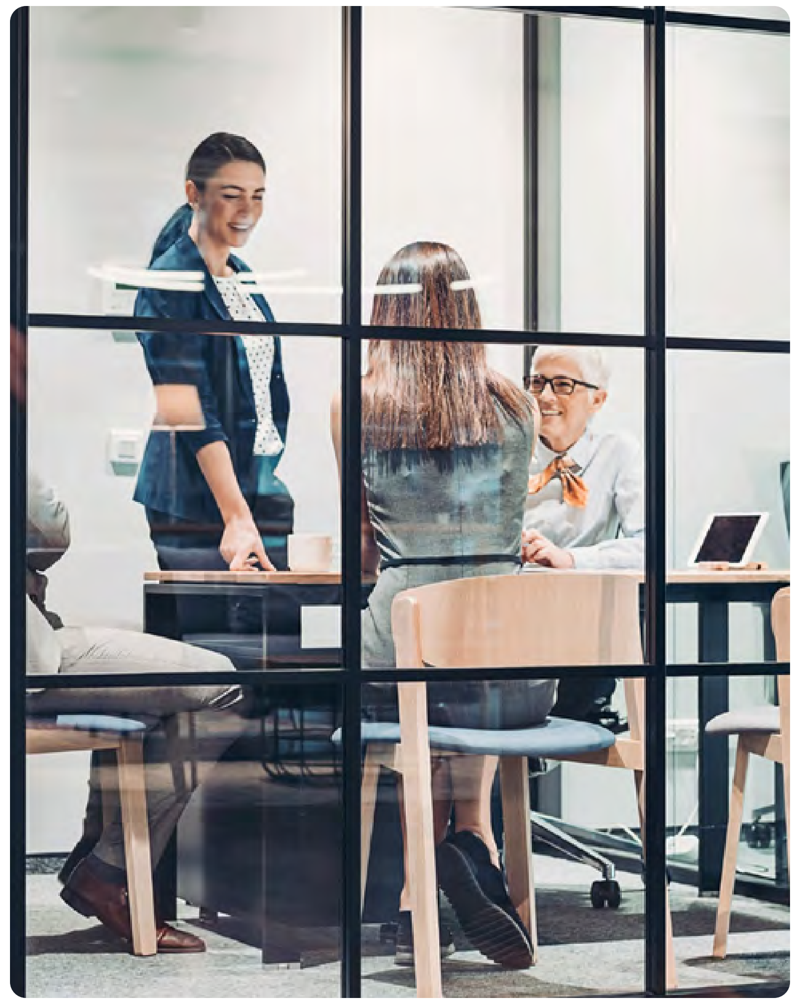
Broadridge | FalkHarrison

Proxy communications are a key lever to help advance strategic objectives

Corporate issuers are investing more than ever to get it right.

Enhancing your proxy design can help you clearly convey governance achievements and strategic vision. Strong communication builds shareholder trust and loyalty, essential for both short-term goals and long-term success.

But failure to optimize your proxy material could depress turnout, erode investor confidence, and even expose you to activist investors or negative press.



This Guide to Proxy Design is organized by topic, showcasing five proven design strategies. Each section provides practical tips and illustrates real-world examples you can implement right now. Examples are hyperlinked to their respective documents.

You'll see how to turn plain regulatory filings into compelling, engaging experiences so you can shape perceptions—and drive the outcomes you want.

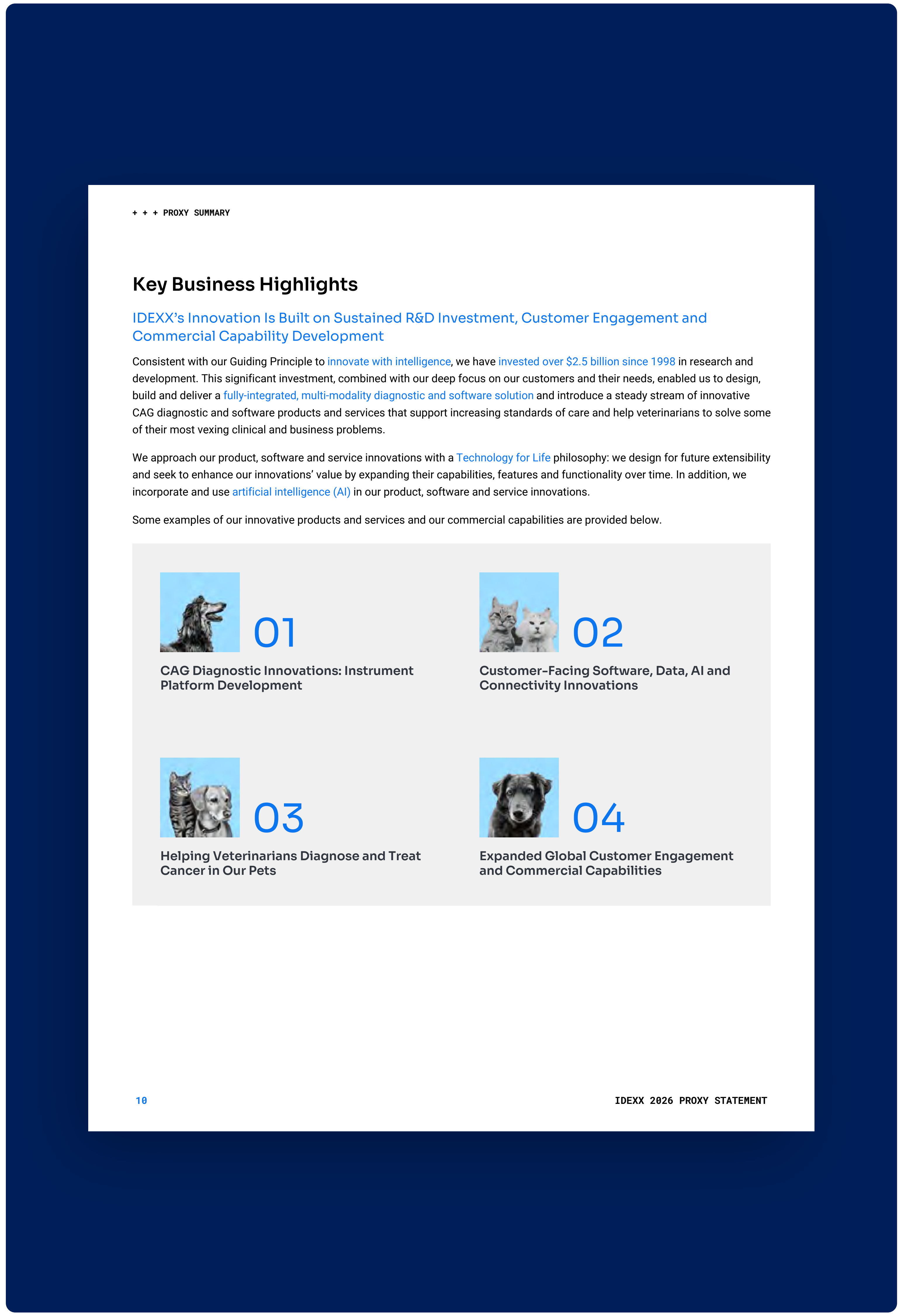
What's Inside

Strategy 1

Be Authentic.

Reinforce your brand.

Aligning proxy design with your brand look and feel helps build stakeholder loyalty by presenting a consistent and authentic image. Authenticity resonates with your audience, reinforcing trust and confidence. Let your design reflect your brand's true essence and make a lasting impression.


+ + + PROXY SUMMARY

Key Business Highlights

IDEXX's Innovation Is Built on Sustained R&D Investment, Customer Engagement and Commercial Capability Development

Consistent with our Guiding Principle to innovate with intelligence, we have invested over $2.5 billion since 1998 in research and development. This significant investment, combined with our deep focus on our customers and their needs, enabled us to design, build and deliver a fully-integrated, multi-modality diagnostic and software solution and introduce a steady stream of innovative CAG diagnostic and software products and services that support increasing standards of care and help veterinarians to solve some of their most vexing clinical and business problems.

We approach our product, software and service innovations with a Technology for Life philosophy: we design for future extensibility and seek to enhance our innovations' value by expanding their capabilities, features and functionality over time. In addition, we incorporate and use artificial intelligence (AI) in our product, software and service innovations.

Some examples of our innovative products and services and our commercial capabilities are provided below.

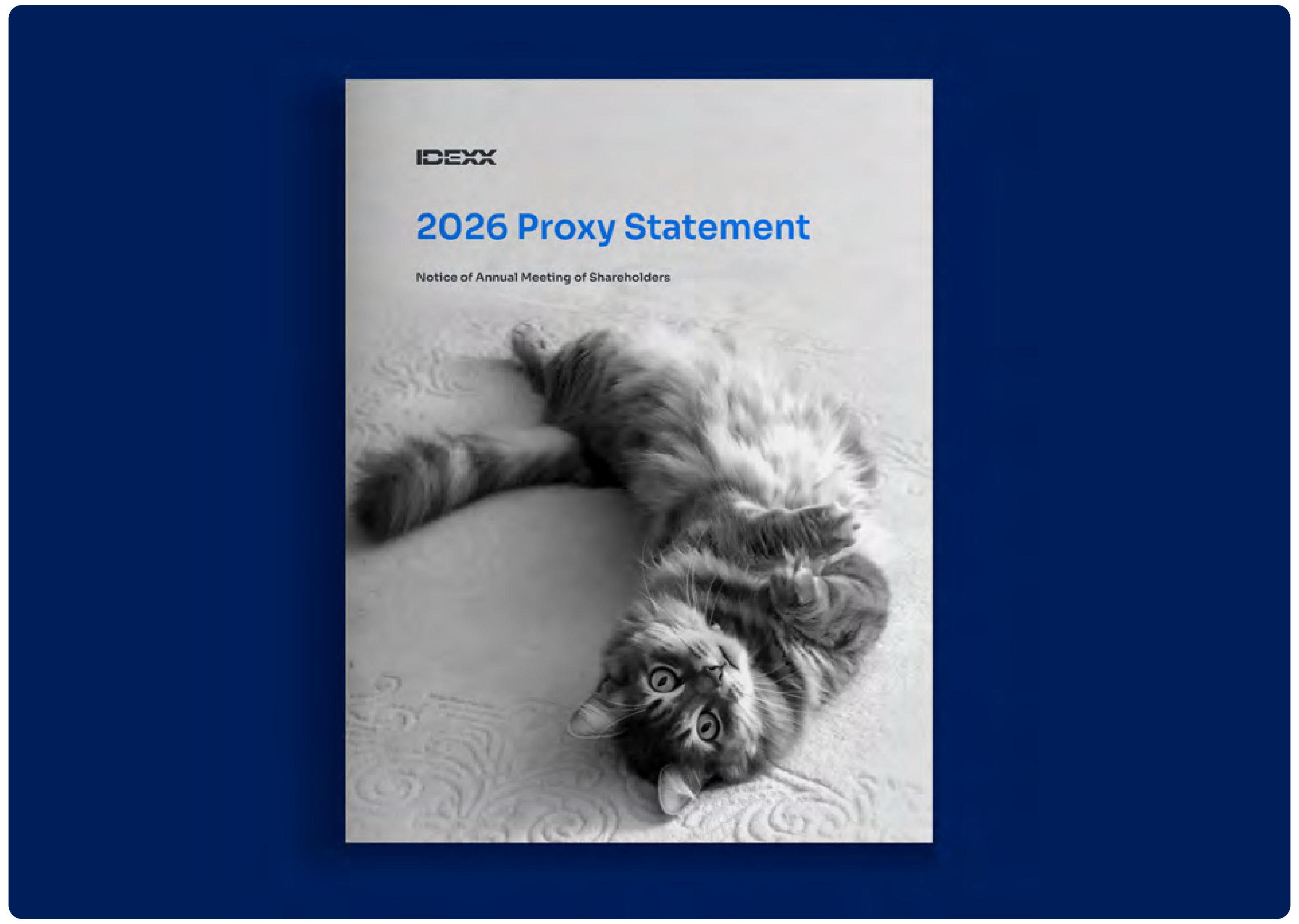
01 CAG Diagnostic Innovations: Instrument Platform Development

02 Customer-Facing Software, Data, AI and Connectivity Innovations

03 Helping Veterinarians Diagnose and Treat Cancer in Our Pets

04 Expanded Global Customer Engagement and Commercial Capabilities

10 IDEXX 2026 PROXY STATEMENT



"Authenticity powers innovation, and IDEXX is a leader in creating innovative solutions that improve the health and well-being of pets, people and livestock worldwide. When designing IDEXX's proxy we aimed to bring to life their mission and creative style on each and every page."

Megan Rodriguez
Senior Designer
FalkHarrison

Strategy 2

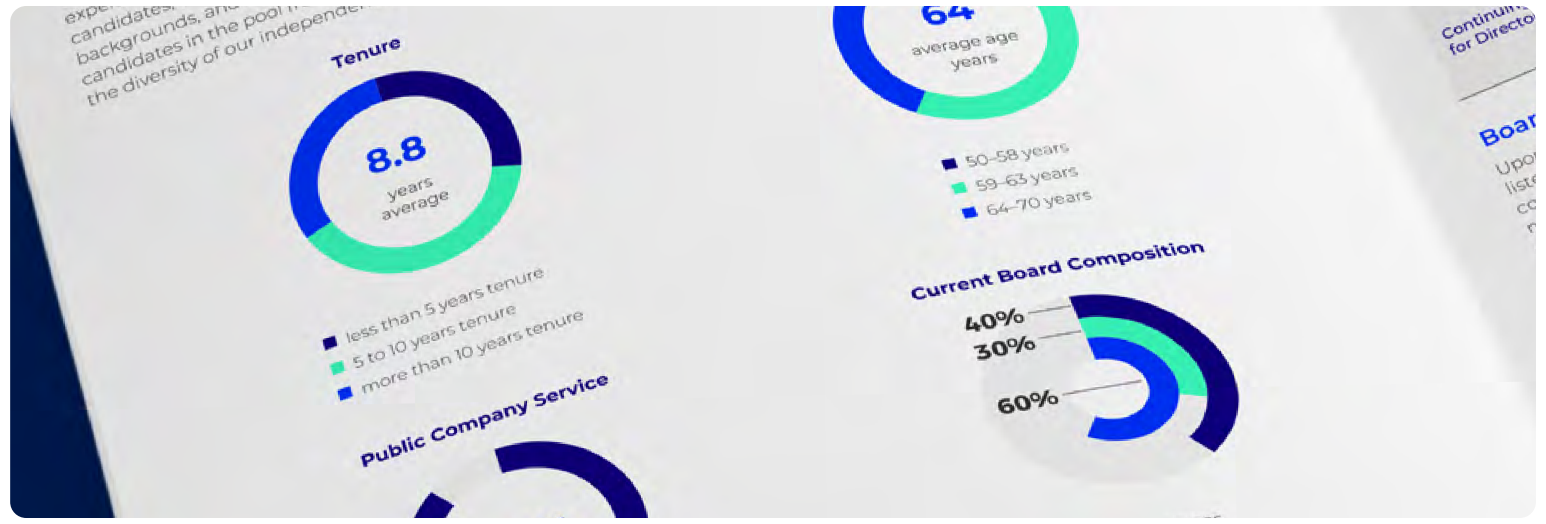
Organize Your Story.

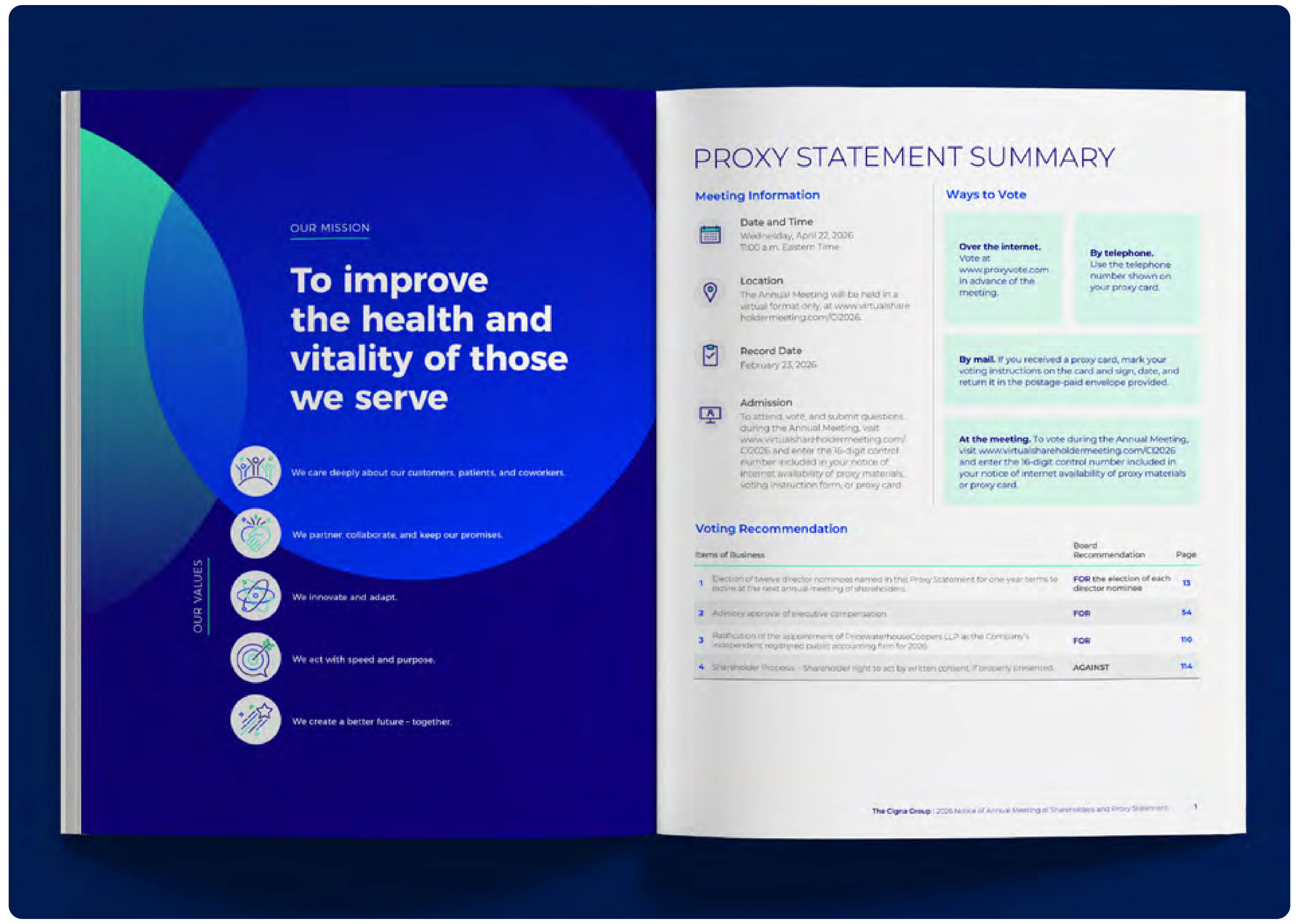
Let it flow.

Creating a memorable proxy design is about more than simple formatting. It's about organizing your presentation into an impactful and compelling story, ensuring that your audience walks away with a clear, unmistakable impression. By focusing on the flow and organization of your document, your proxy will effectively communicate your message and will leave a lasting impact.

"We felt it was important to create a clear, easy-to-follow layout reinforced by consistent brand colors and visual elements. Bold section dividers, prominent headings, and strategic callout boxes guide readers to key information. Our goal was to engage shareholders with a design that intuitively leads them through the proxy, making complex information easier to navigate and understand."

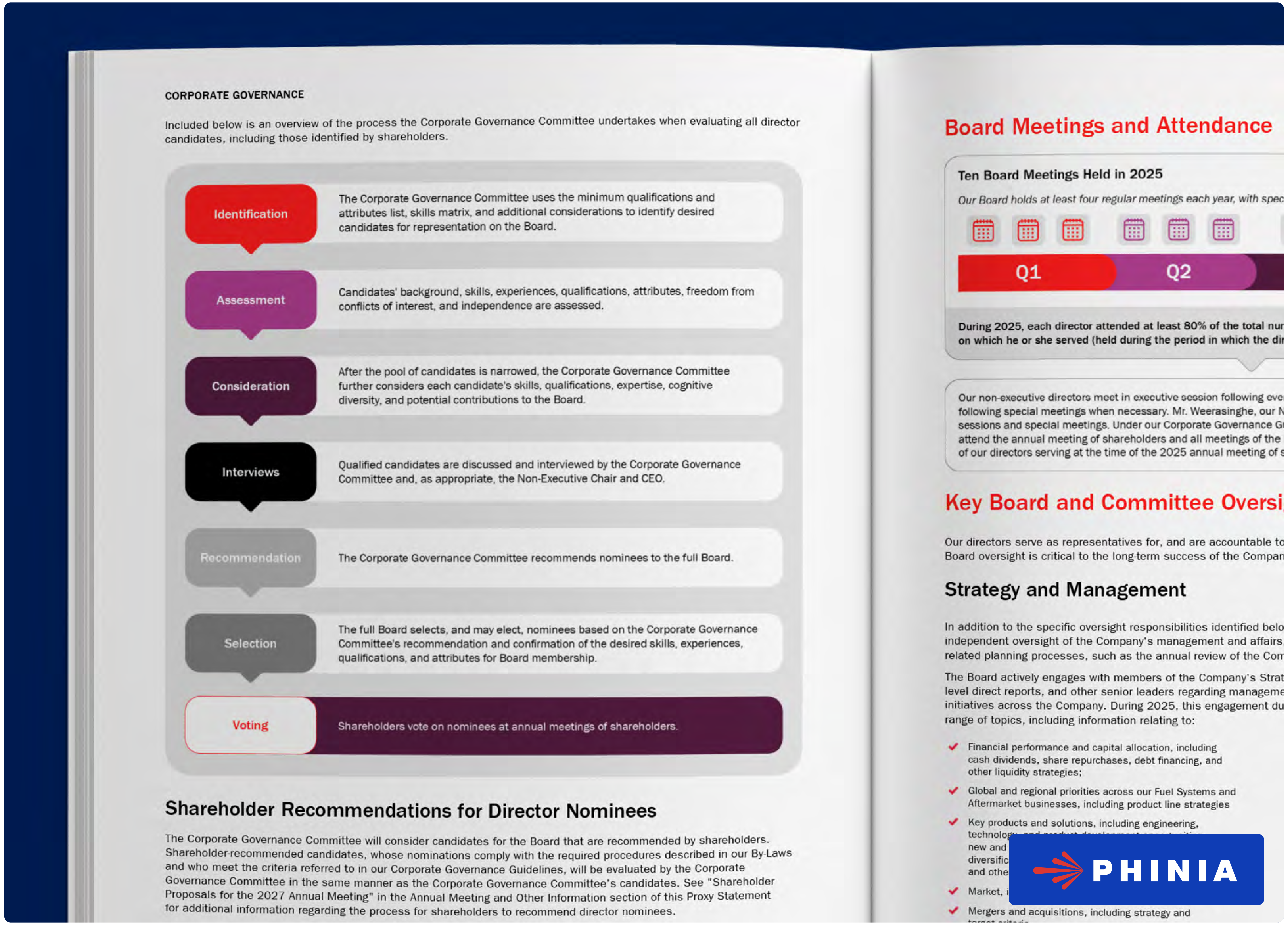
Tracey Burns
Production Manager
FalkHarrison





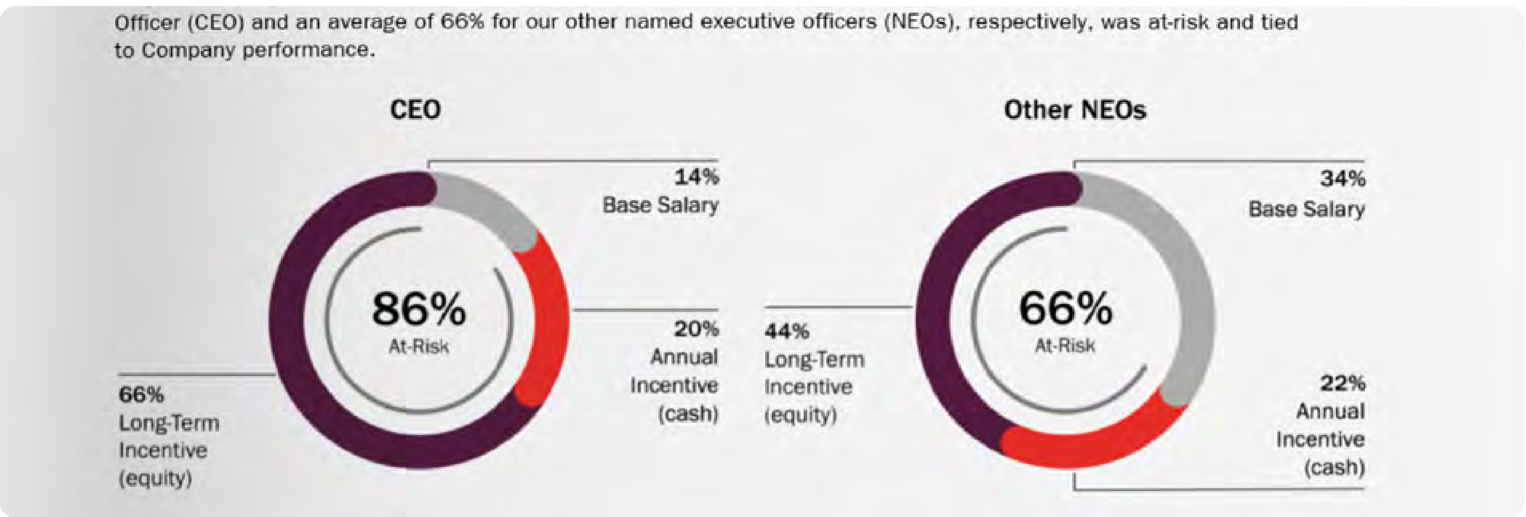
Strategy 3

Provide Transparency.



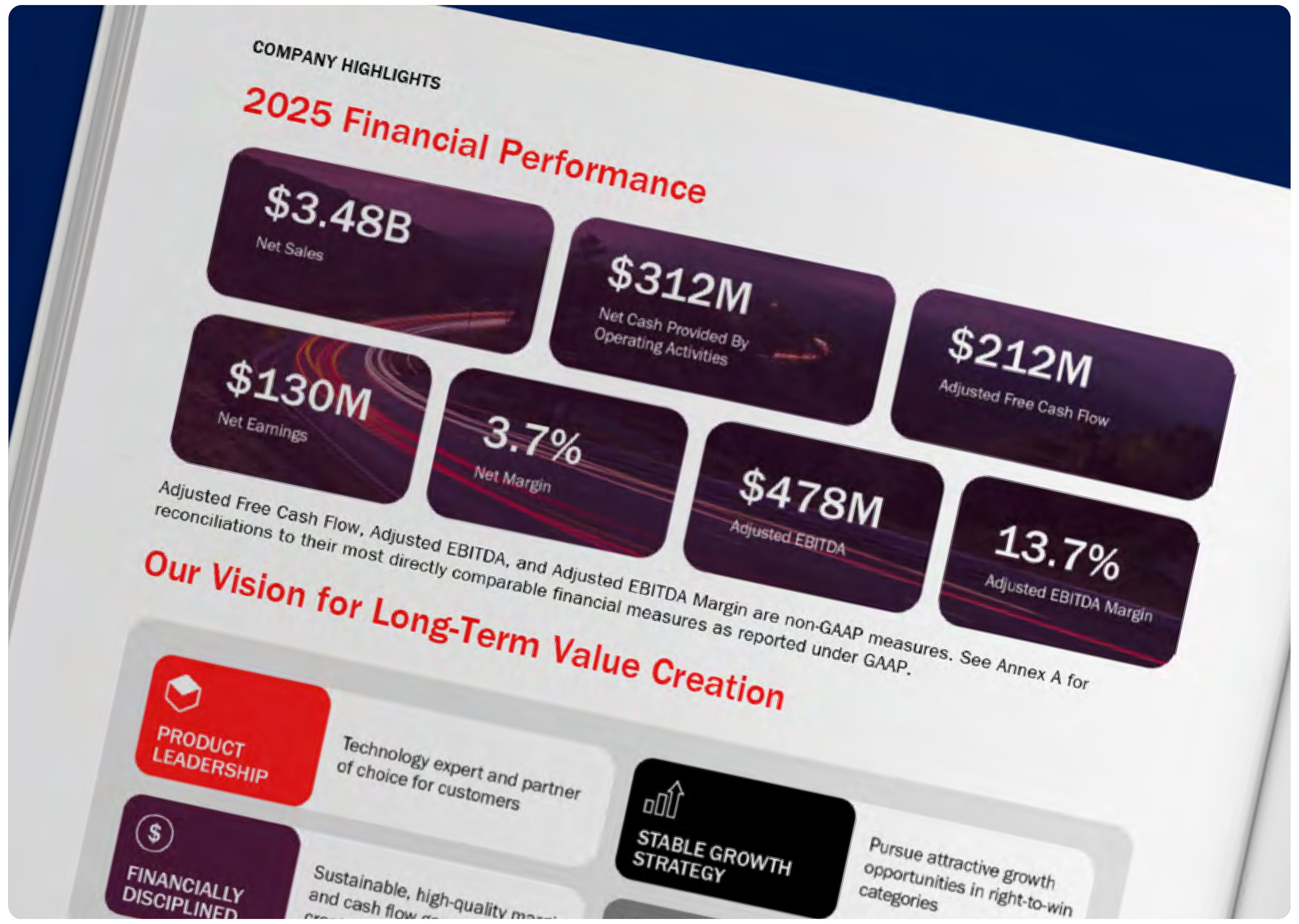
Corporate Governance is the backbone of the proxy.

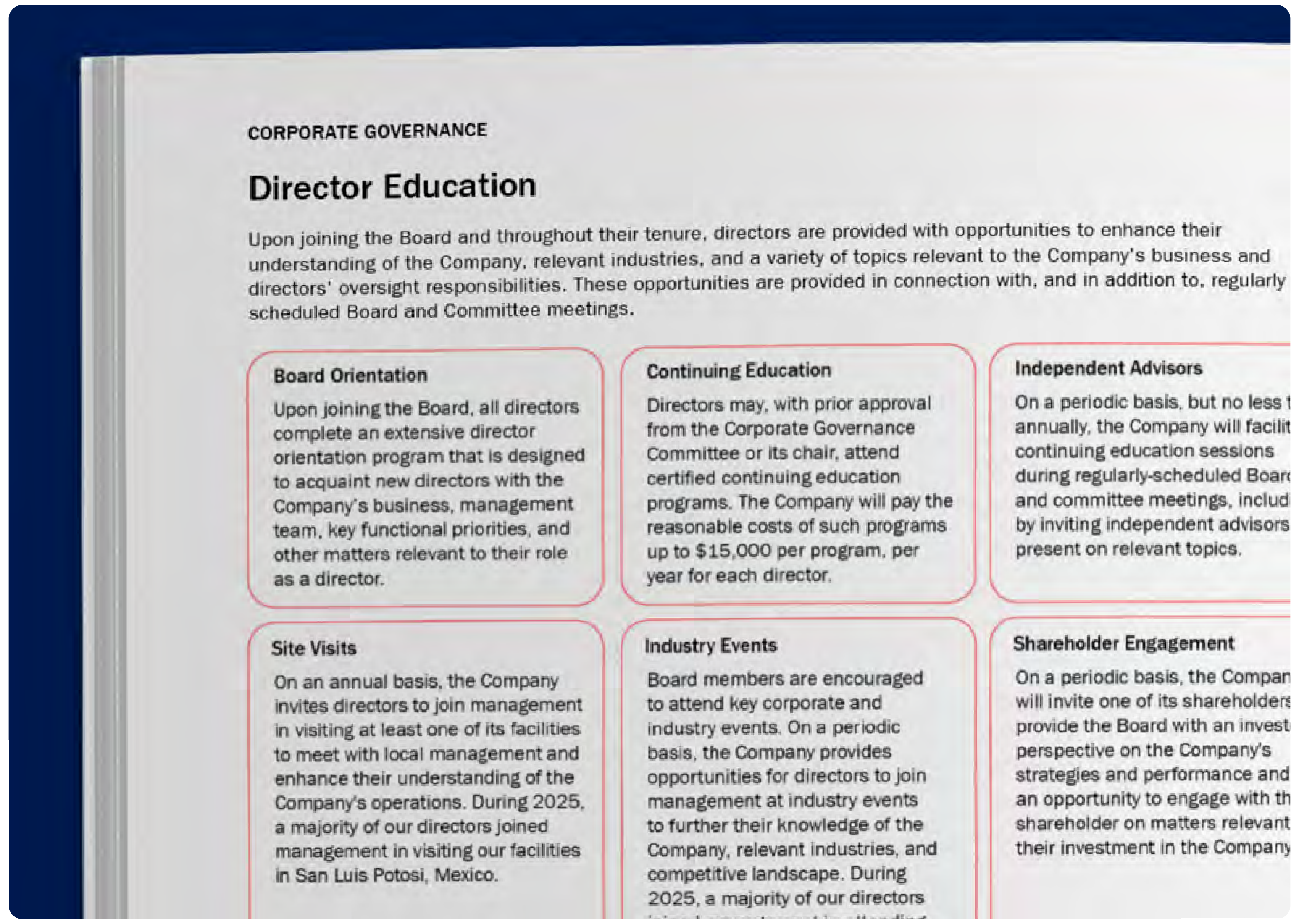
Highlighting transparency and fairness in your Corporate Governance practices not only strengthens confidence but also reassures stakeholders that you're addressing their concerns and expectations. By detailing your proactive approach to Governance issues, you can significantly enhance your credibility and support.



"Transparency is strengthened when complex information is presented with clarity, structure and purpose. Building on PHINIA's previous proxy, we evolved the design while remaining true to its brand, refining key governance graphics to show how thoughtful design can make information easier for shareholders to navigate."

Rachel Overmann
Senior Designer
FalkHarrison



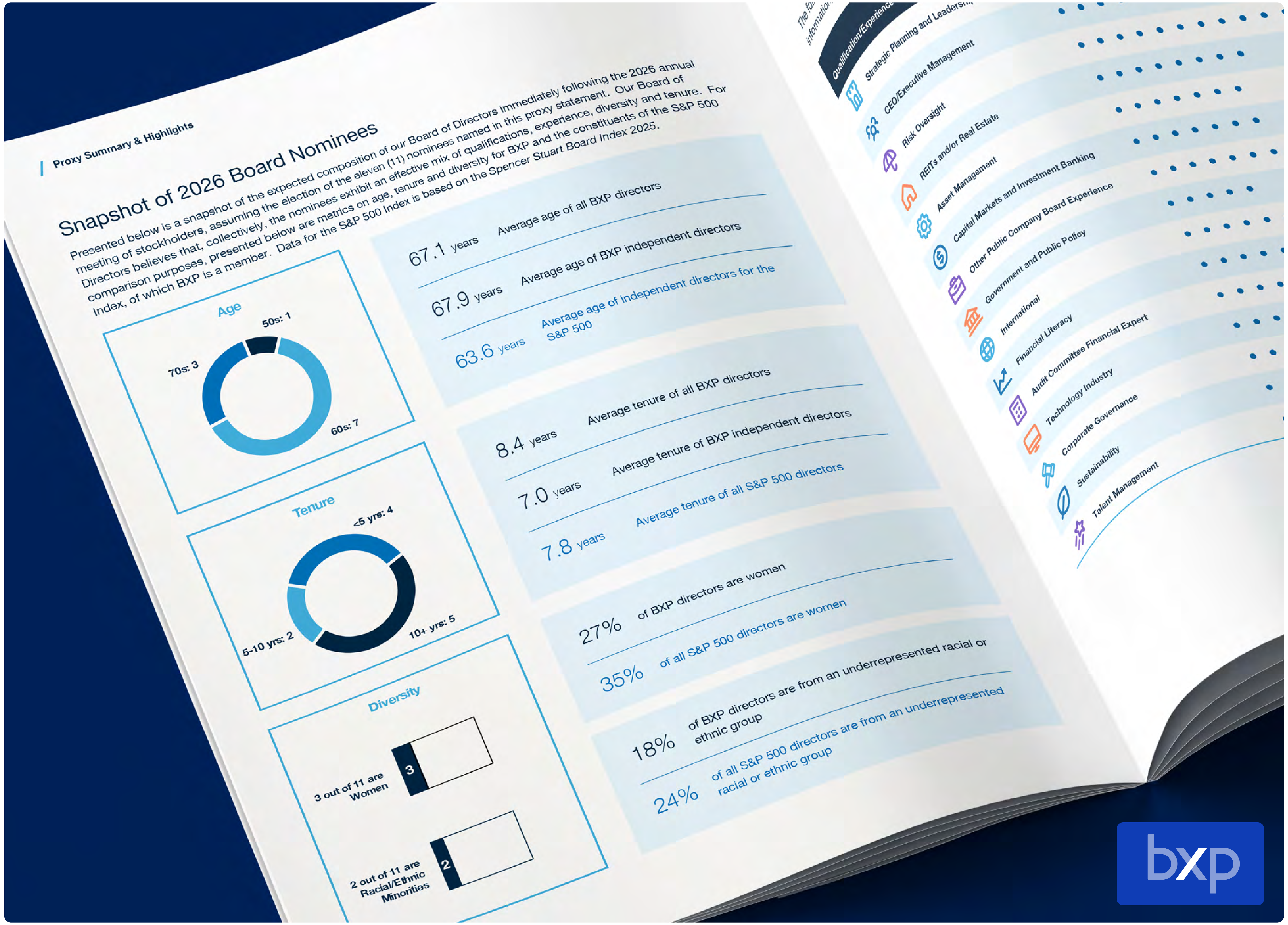


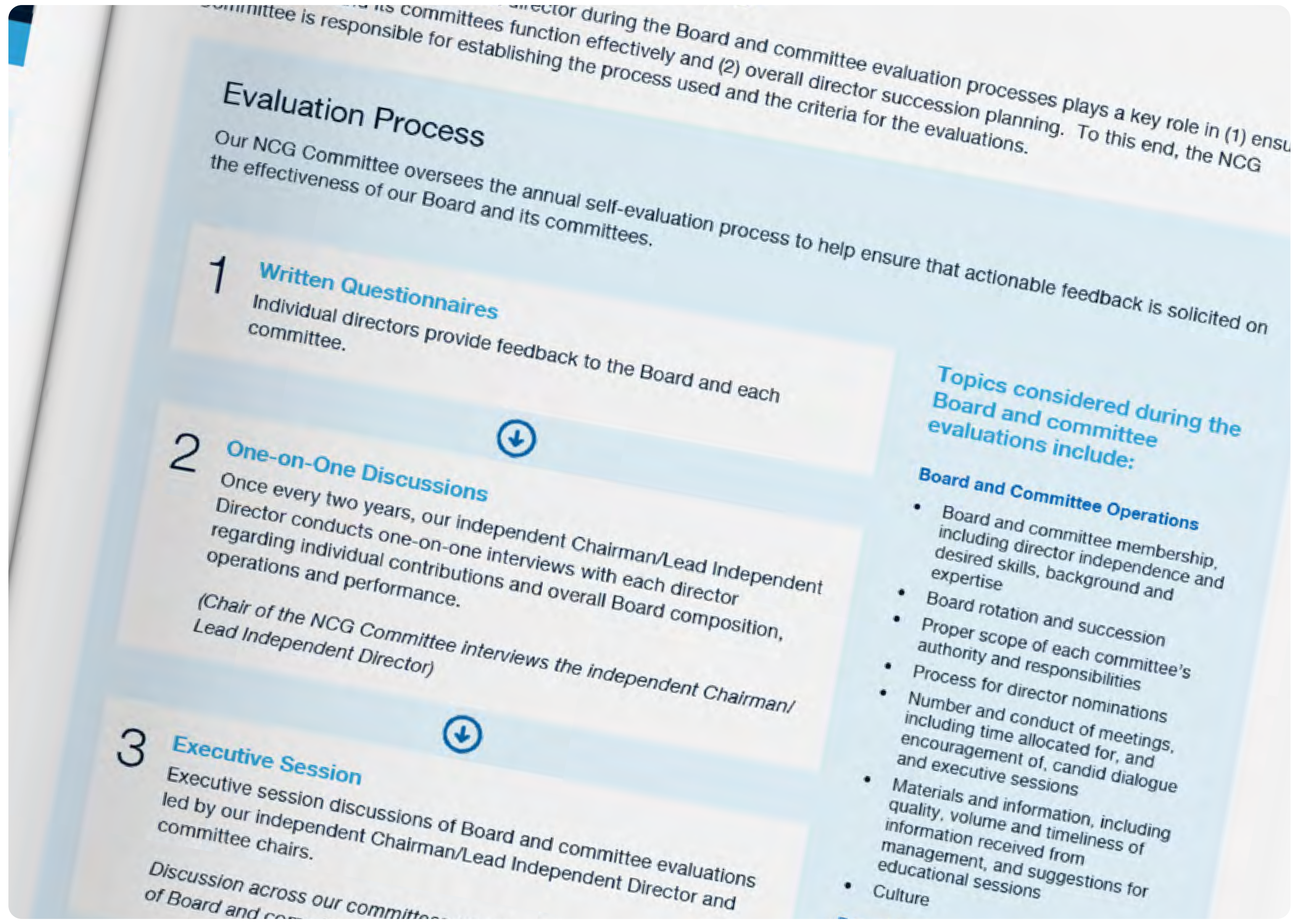
Strategy 4

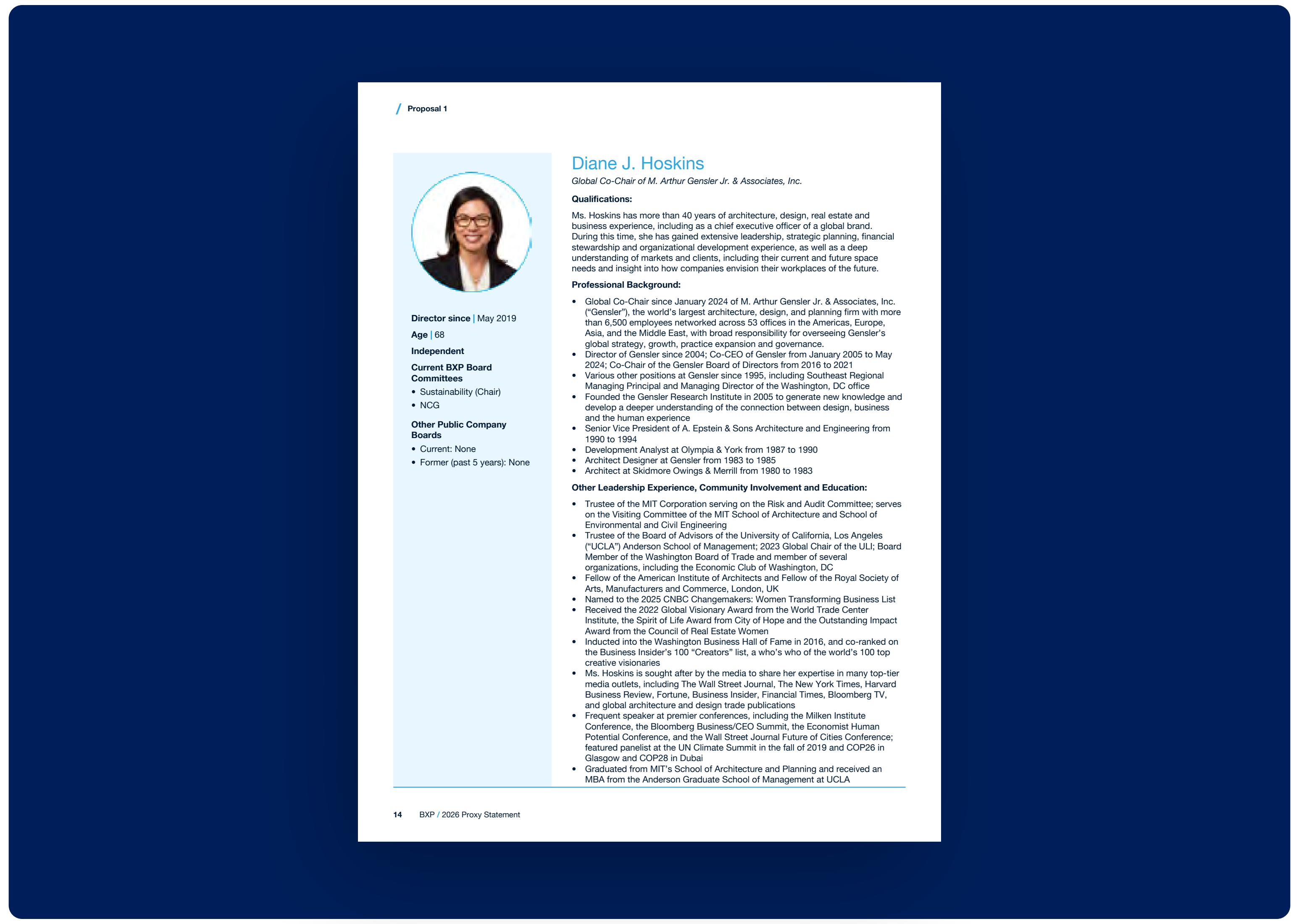
Communicate Confidence.

Board disclosure and experience are key.

Showcase the unique strengths and diversity of the board, including independence, skills, leadership history, and past experiences. Make the board more human and relatable. Highlight board refreshment, elections, committee structures, shareholder engagement, and responsiveness to shareholder feedback.

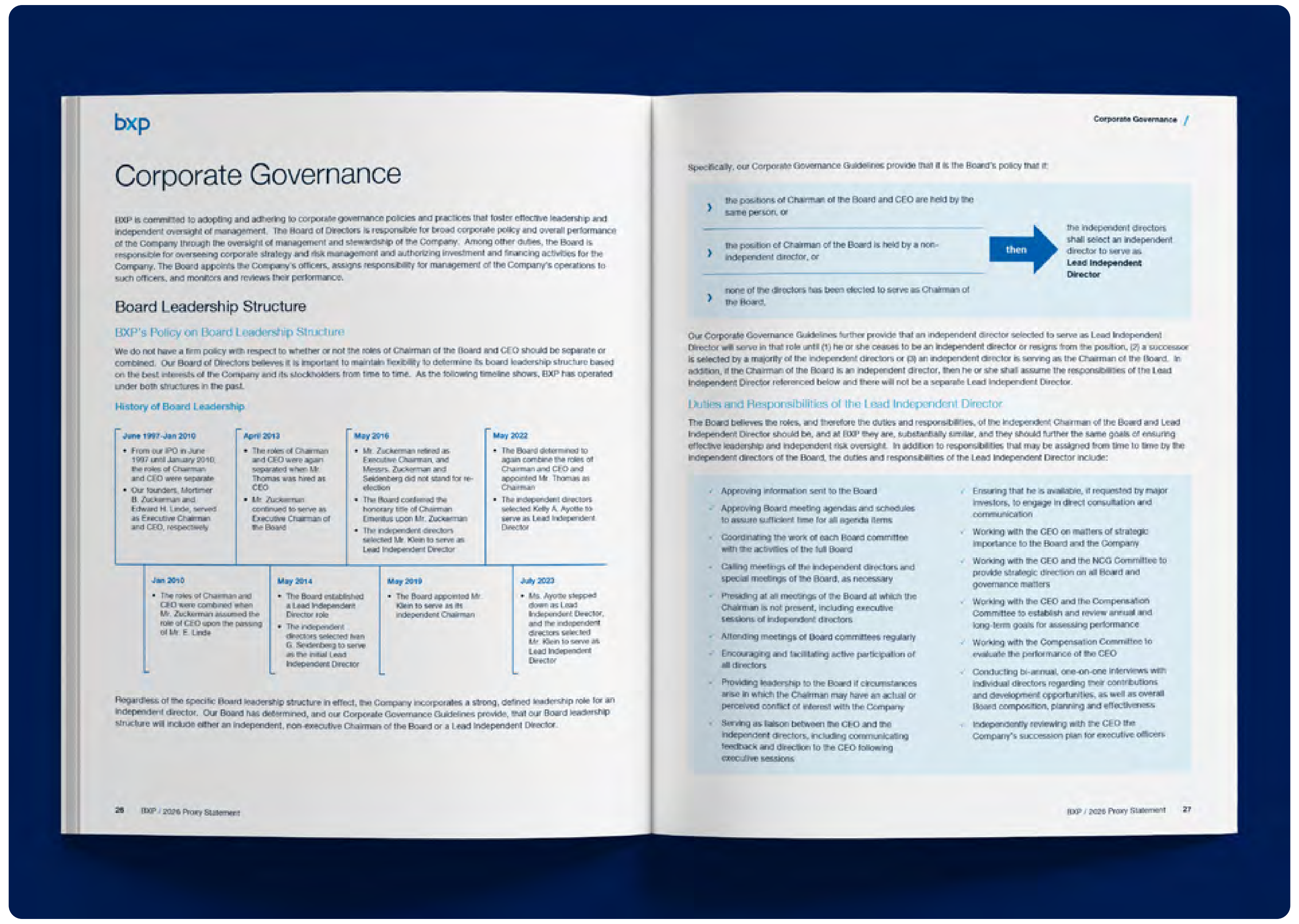






> "A message is always received with greater confidence when it looks and feels like an authentic extension of your brand. A review of BXP's peers revealed an opportunity to elevate the overall presentation. We enhanced the design to align with the standard we believed investors and stakeholders would notice, appreciate, and respect."

Katie Calandro
Creative Director
FalkHarrison

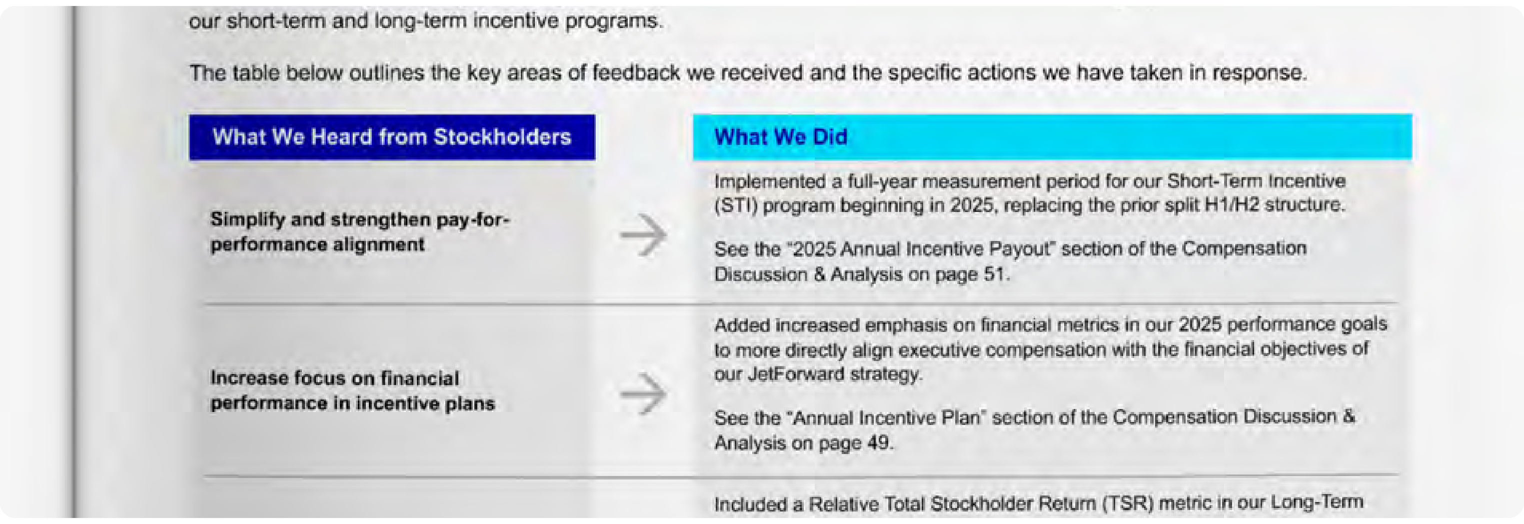


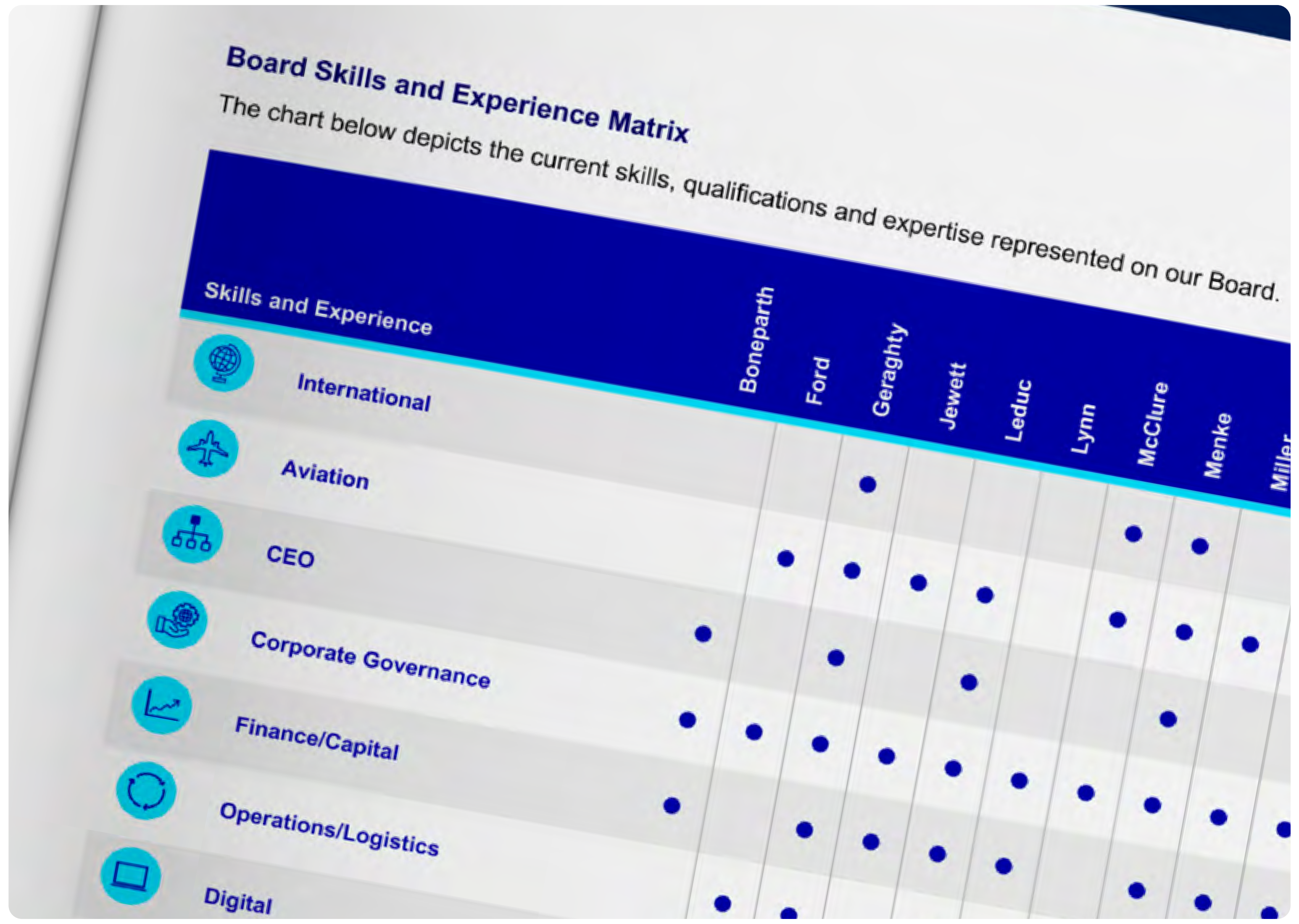
Strategy 5

Make an Impact.

Summarize key content.

Simplify, organize and engage. Make your message clear, your content easy to navigate, and your design impossible to ignore. Bold, visually compelling layouts capture attention, highlight what matters, and create momentum—giving readers a reason to keep reading—sometimes simply to see what comes next.





“Impact comes from more than the message itself—it comes from how it’s experienced. Through thoughtful design, we transformed JetBlue’s proxy statement into a publication that draws readers in, encourages exploration, and makes important information more memorable.”

Nick Waldinger
Senior Designer
FalkHarrison

Integrated thematic approach

Integrate Your Story.

Build a communication platform.

Achieving your goals requires a holistic strategy that leverages every communication touchpoint. You won't persuade shareholders through your proxy alone. Design can connect a variety of documents and presentations that will deliver a more impactful, integrated story.

Consider the comprehensive experience:

01 Proxy statements

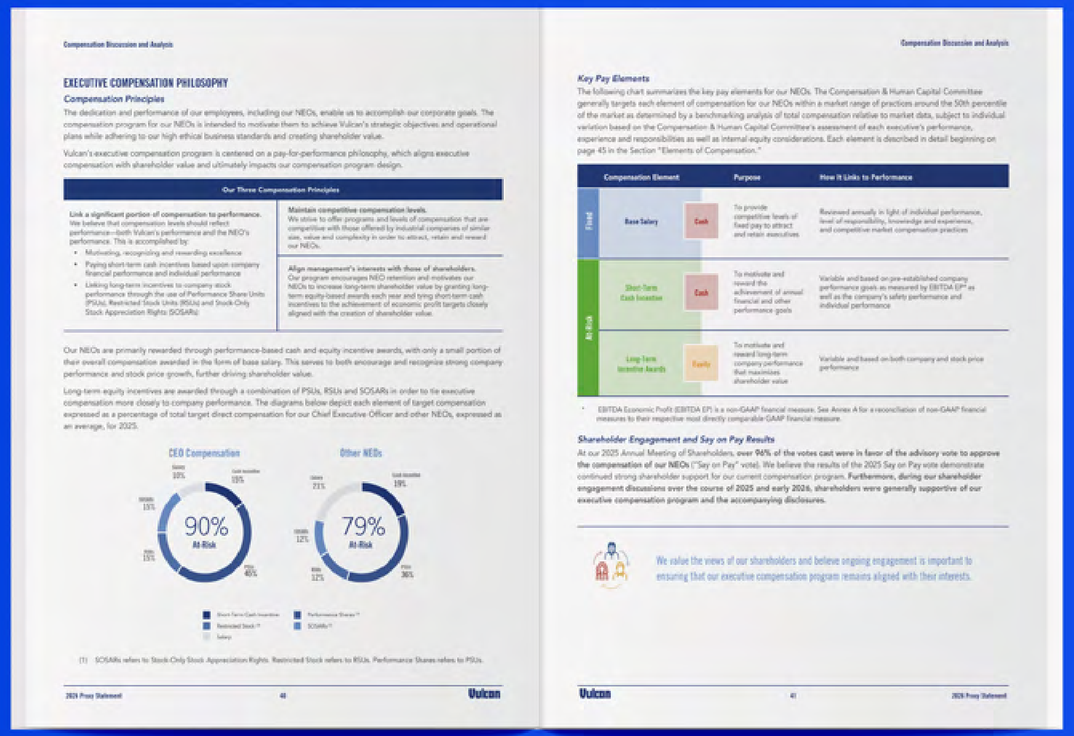
02 Annual reports & Form 10-Ks

03 Sustainability reports

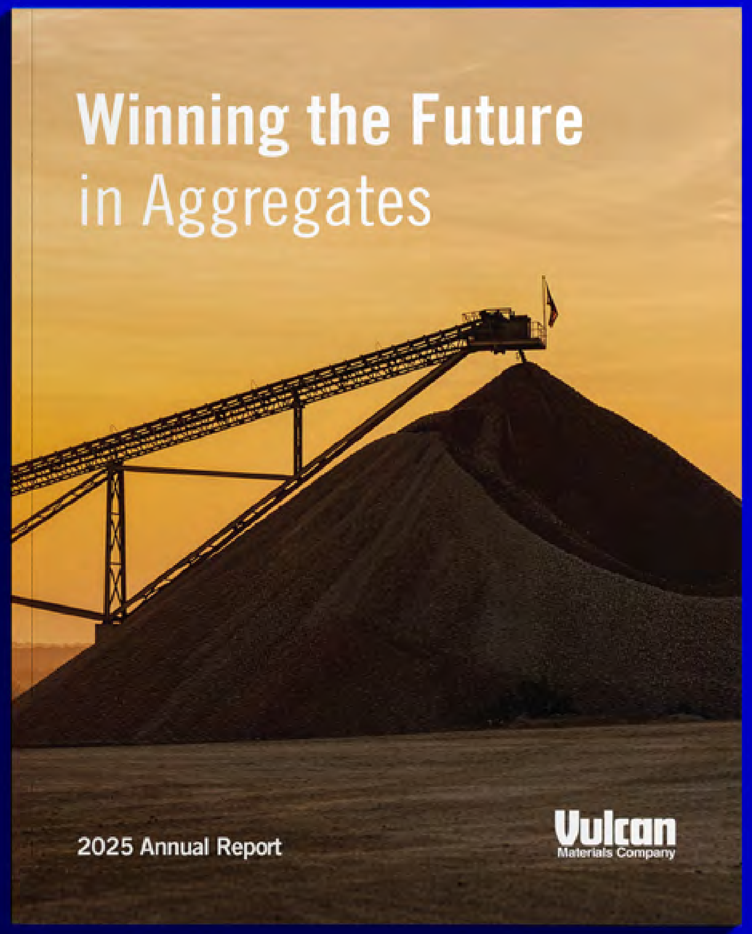
04 Investor relations presentations

Vulcan Materials

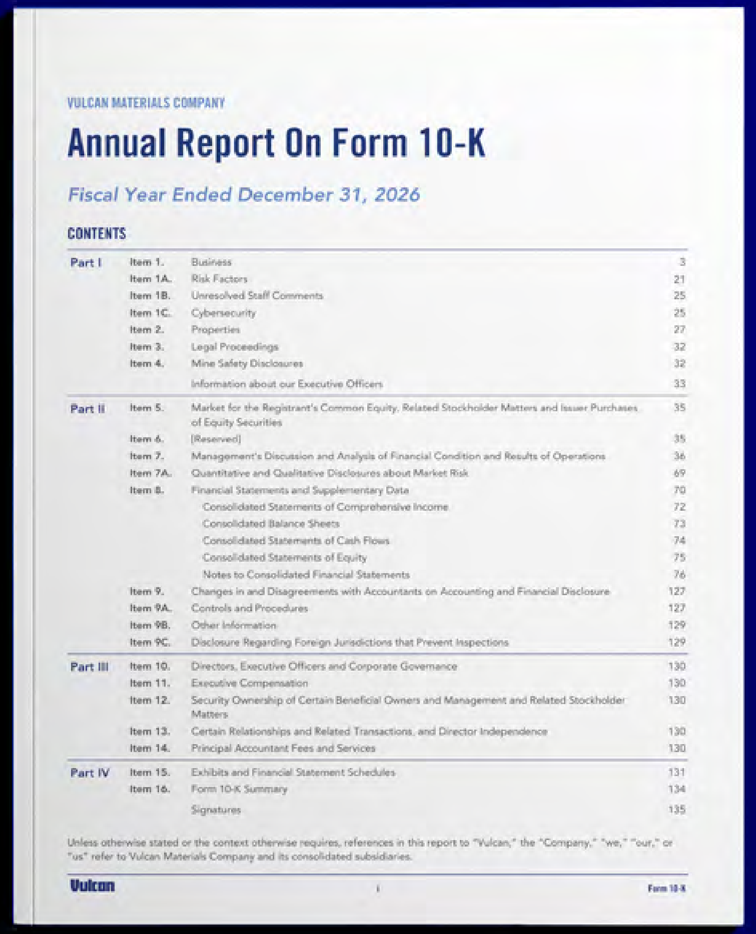
Proxy Statement

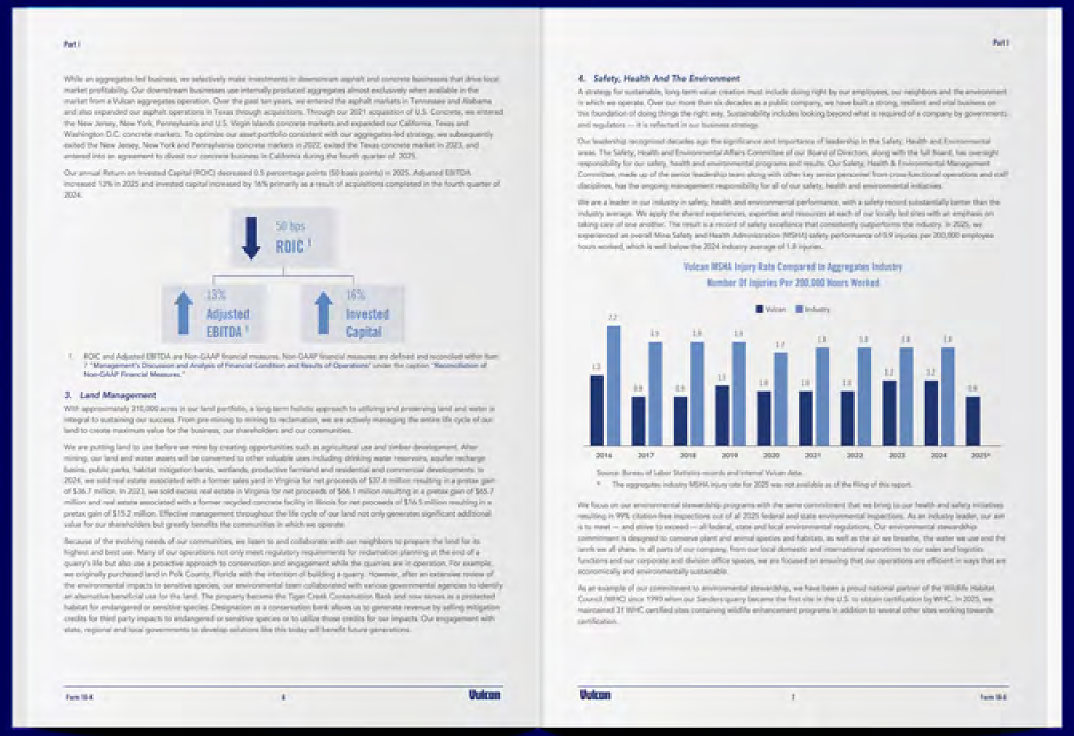


Annual Report



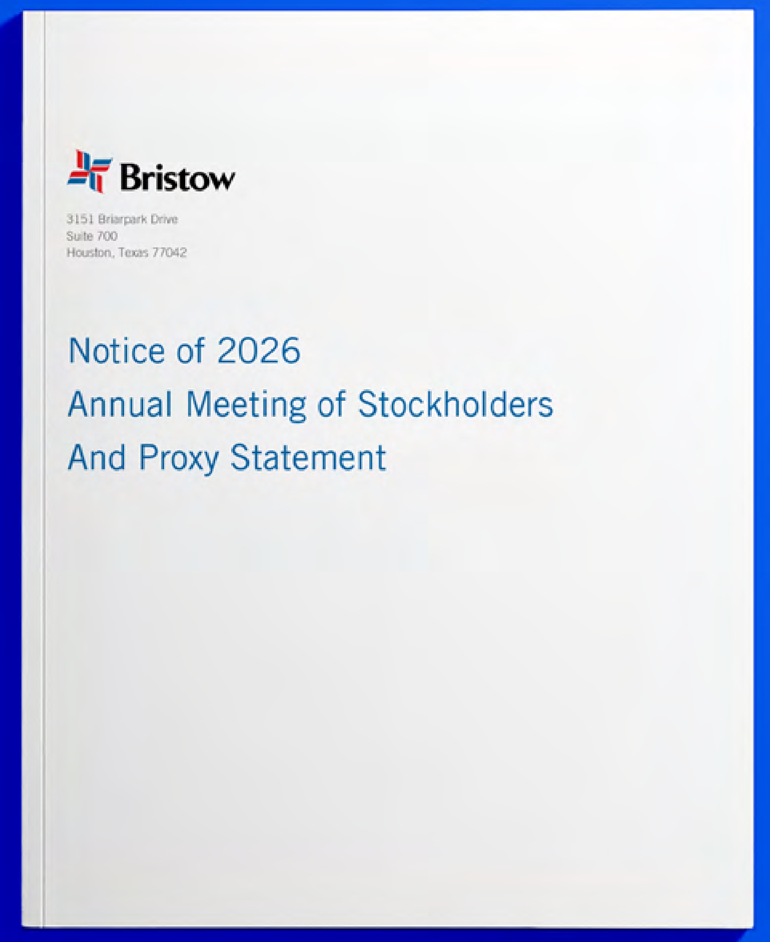
Form 10-K

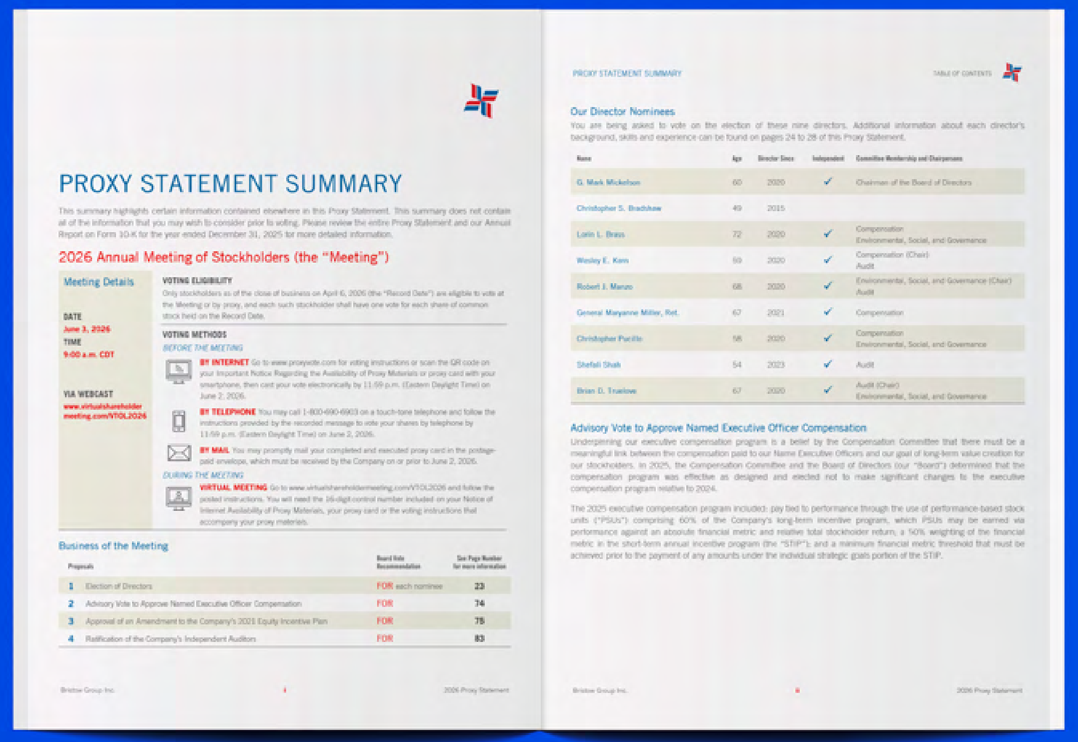




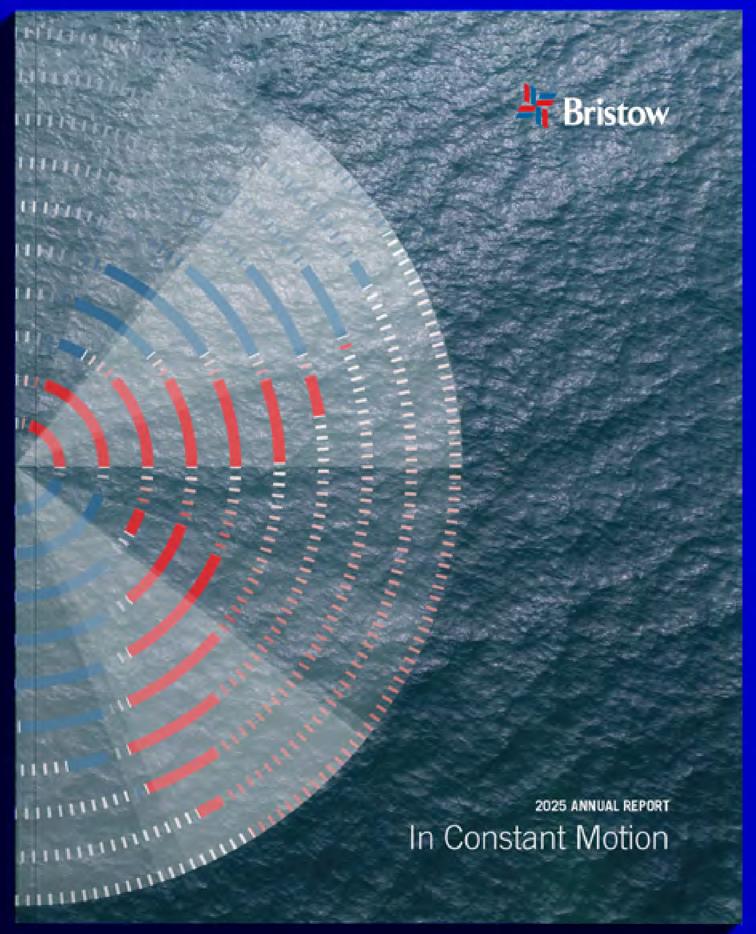
Bristow Group

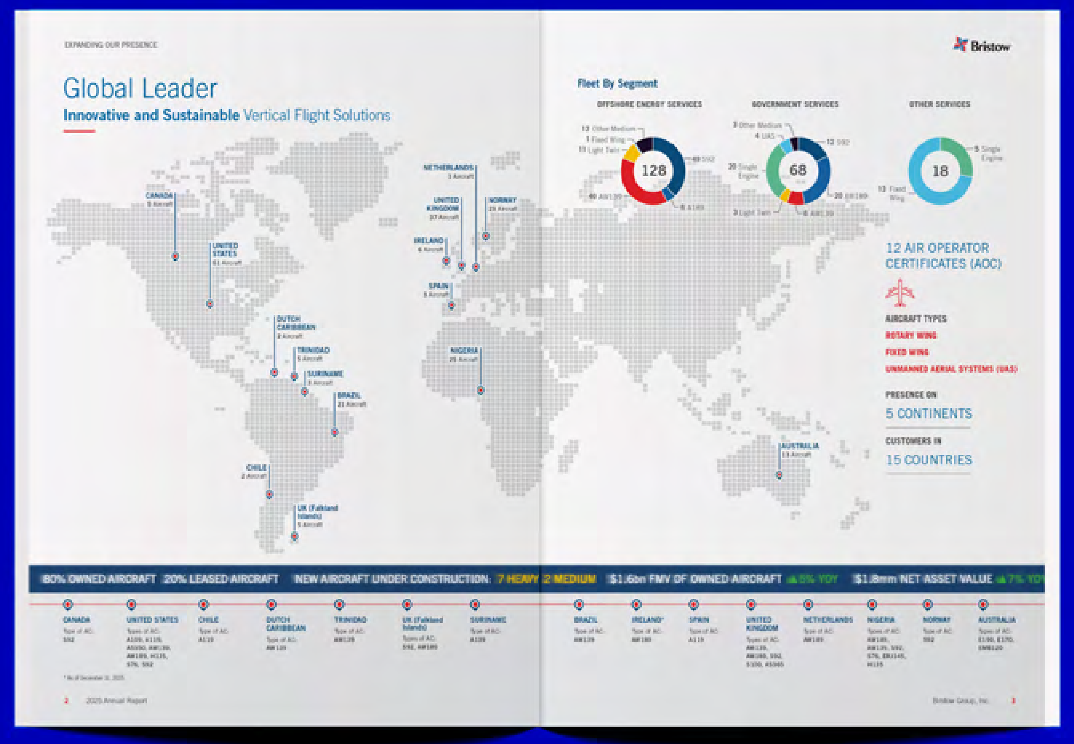
Proxy Statement



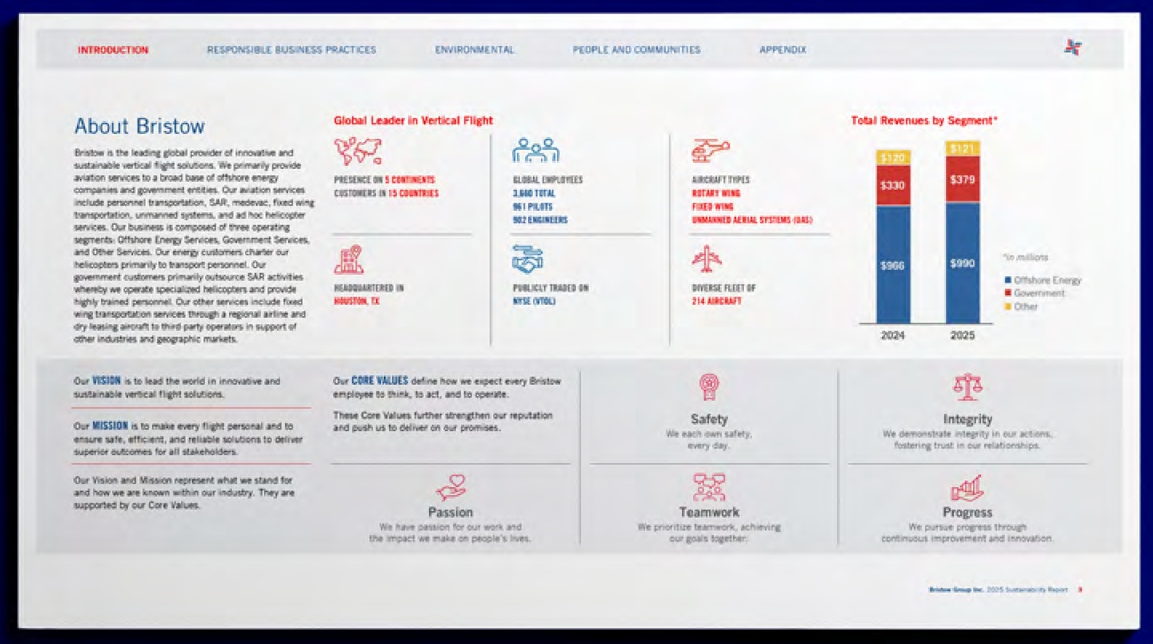


Annual Report



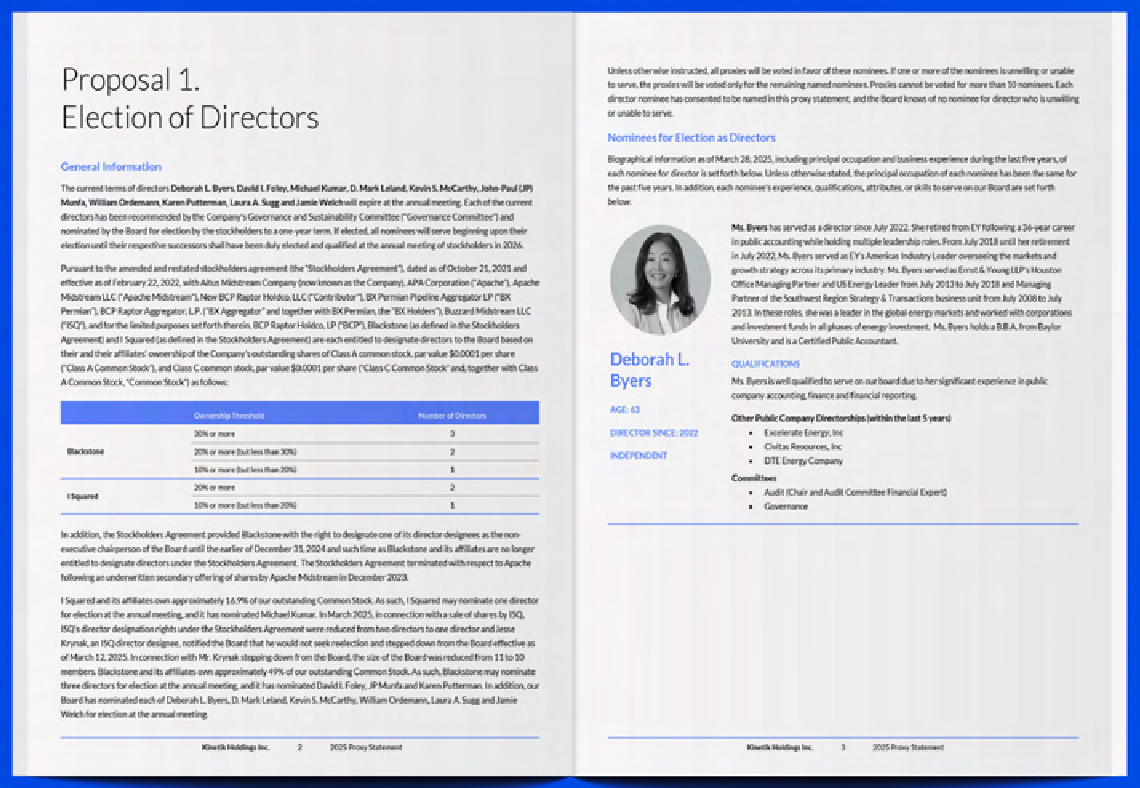


Sustainability Report

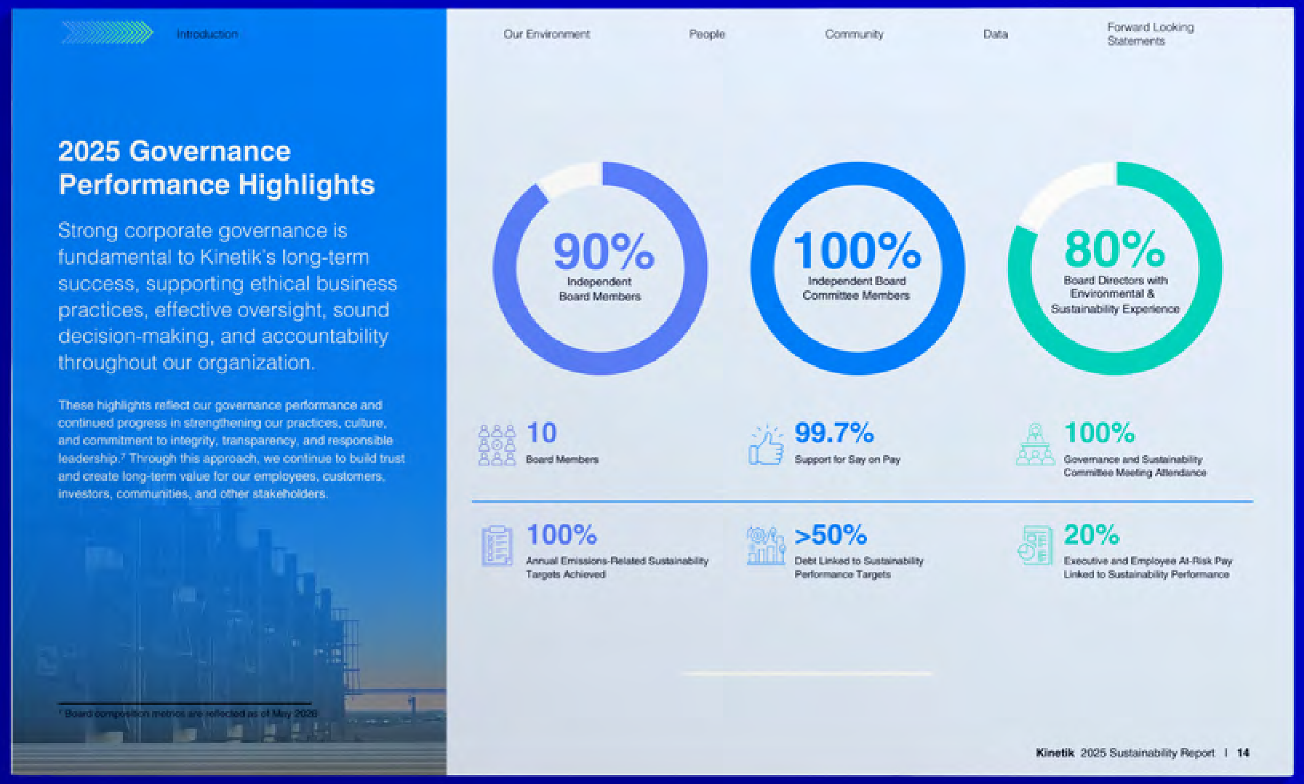


Kinetik

Proxy Statement

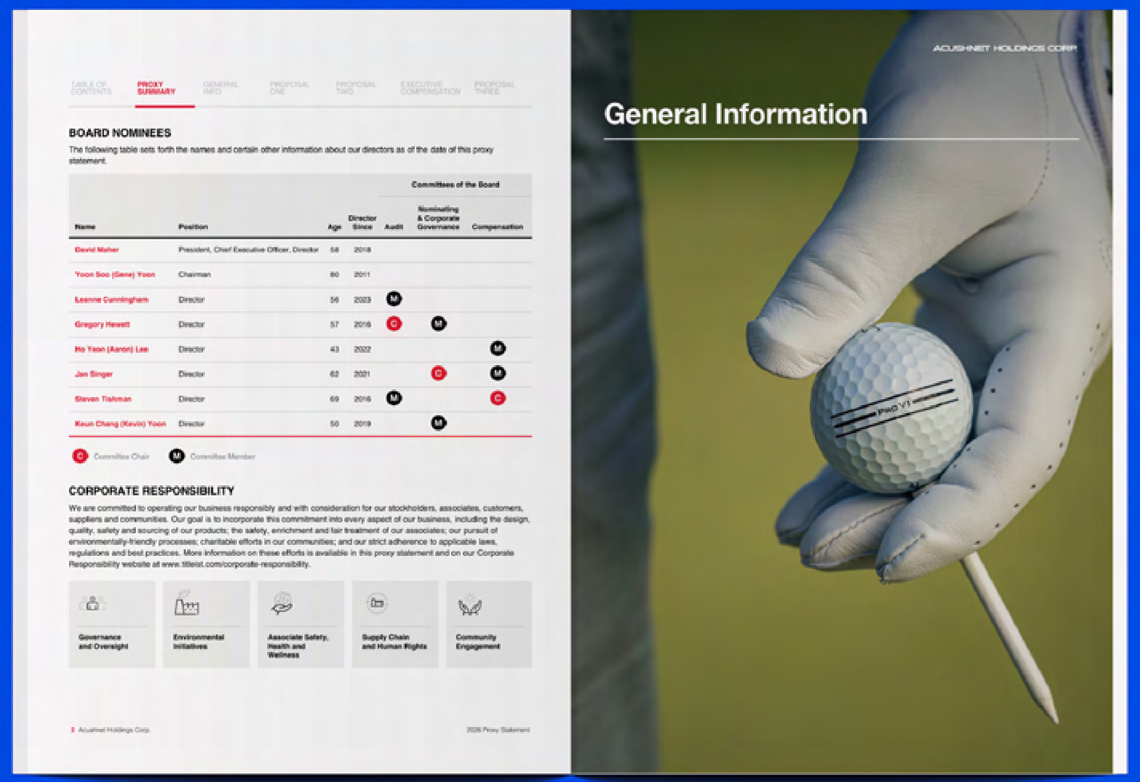


Sustainability Report

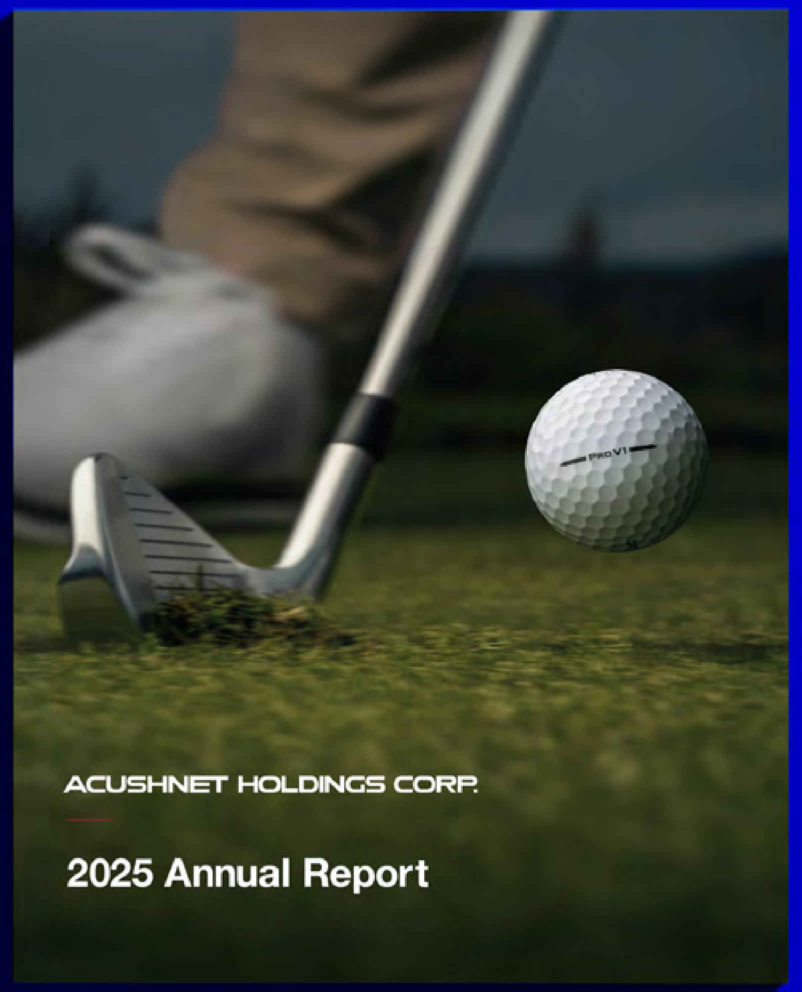


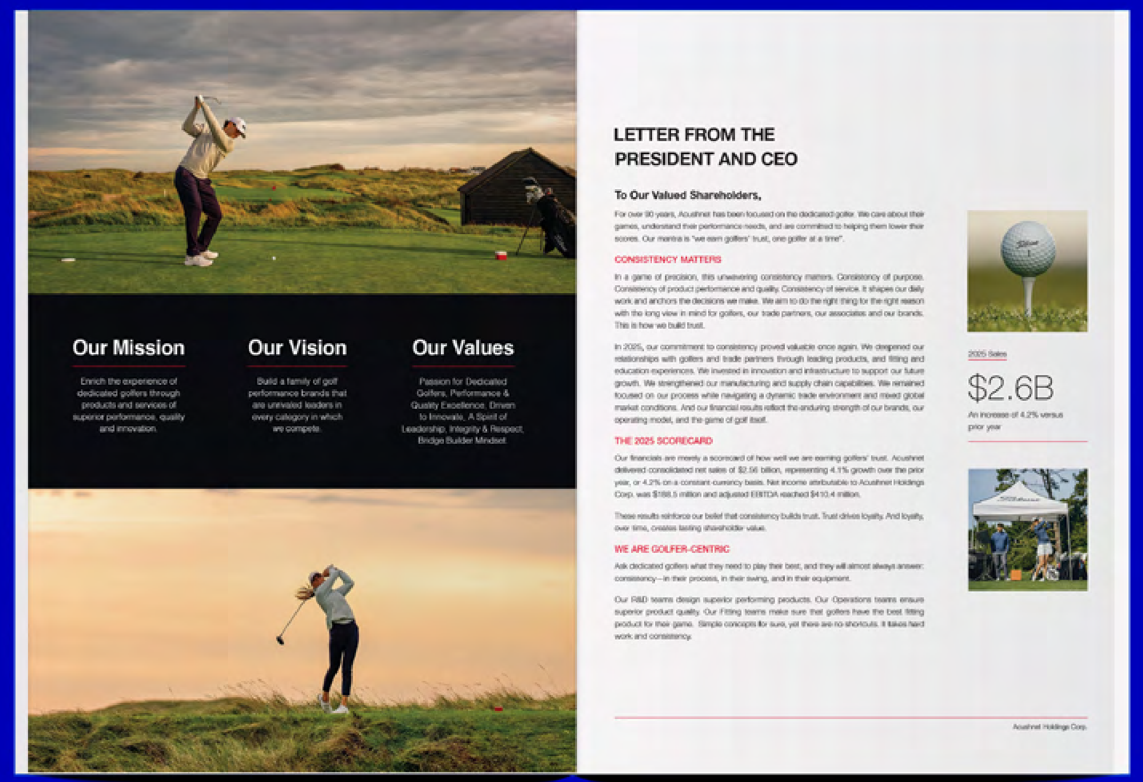
Acushnet Holdings

Proxy Statement



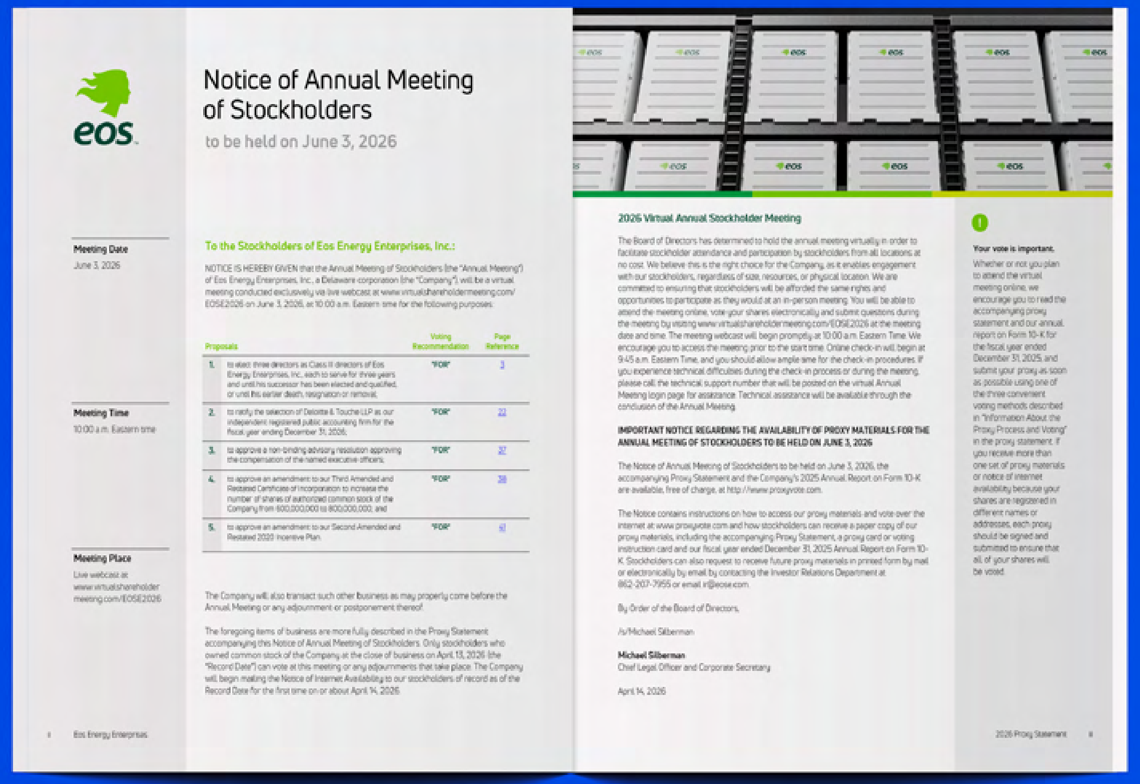
Annual Report



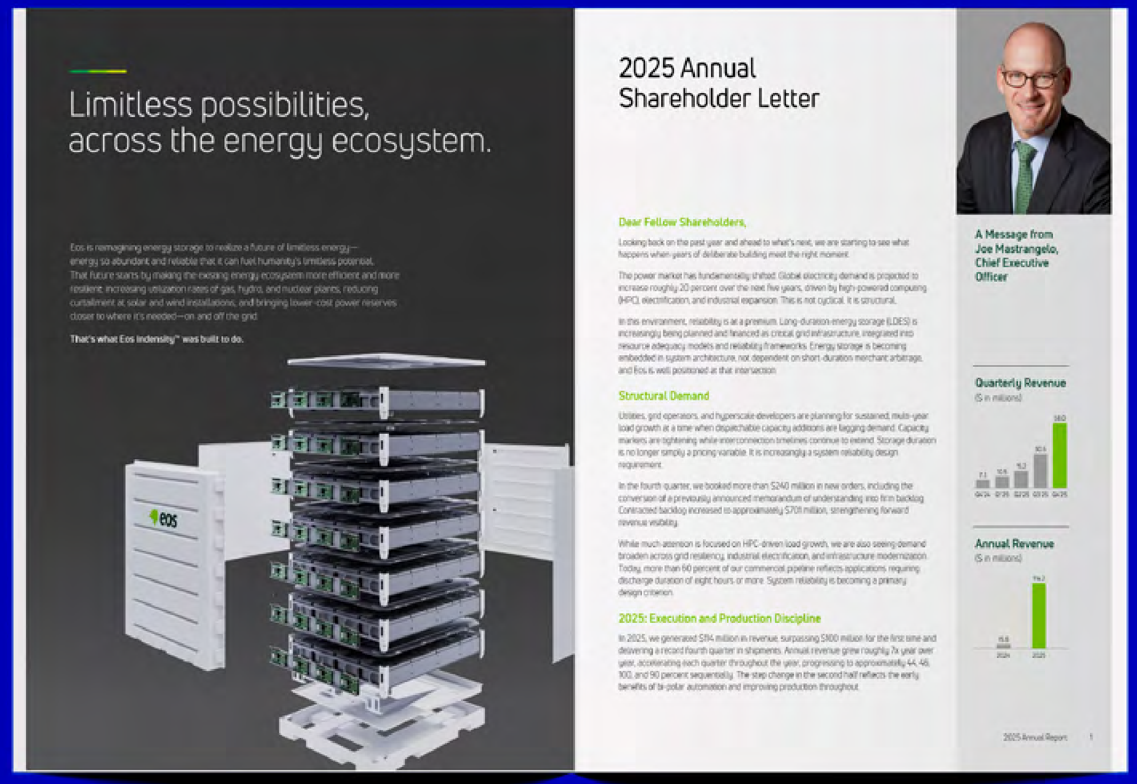


EOS Energy

Proxy Statement



Annual Report



Design examples

Explore our curated roster of powerful proxy examples.

The following section showcases a selection of proxy design work from our 200+ clients this past season, organized to follow the structure of a typical proxy statement.

From brand alignment and corporate governance structure to shareholder accountability and detailed nominee profiles, we illustrate the connection between strategic content and compelling design.

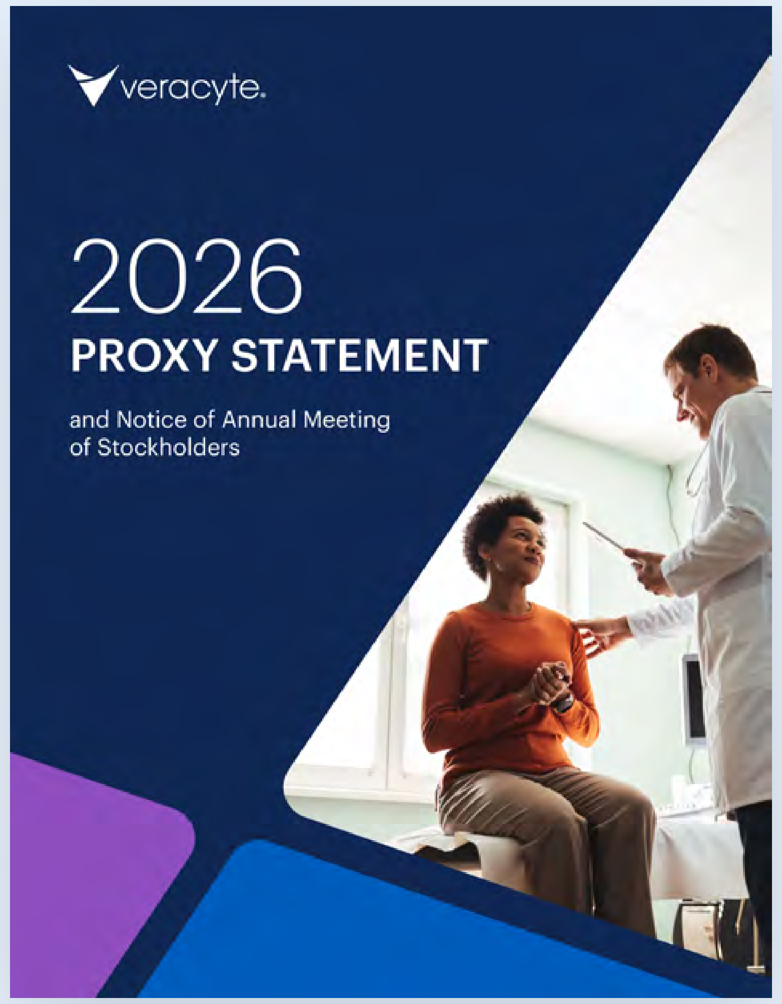
Front Covers

80%

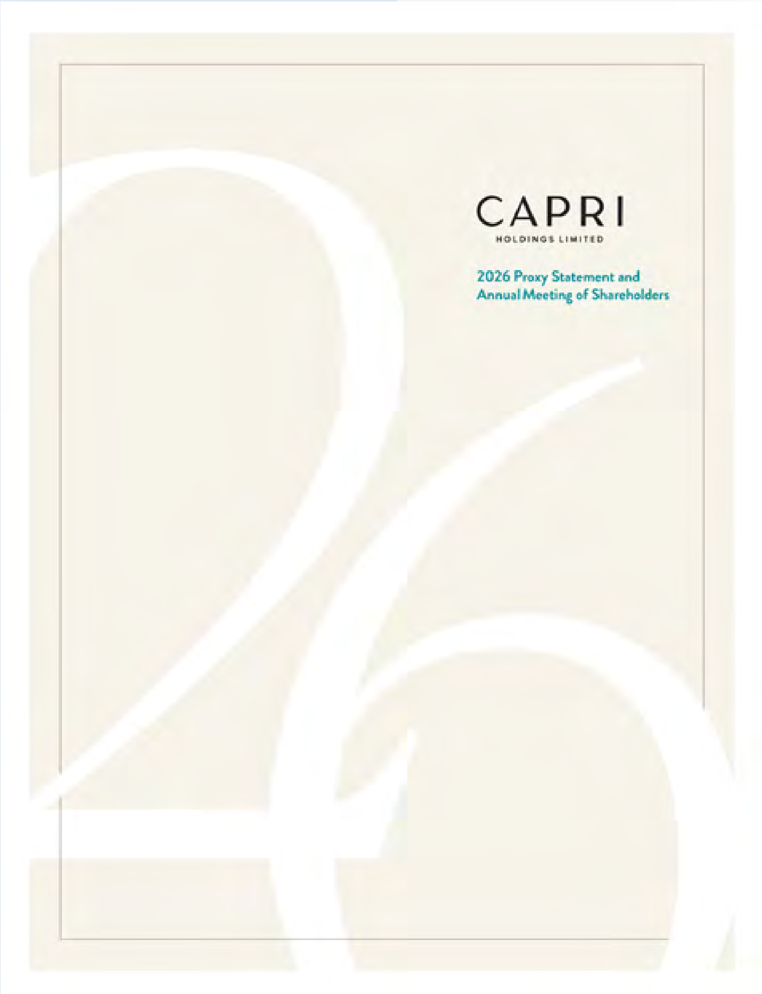
included a designed cover, using the brand to make a strong first impression.

Acushnet Holdings

Bristol Myers Squibb



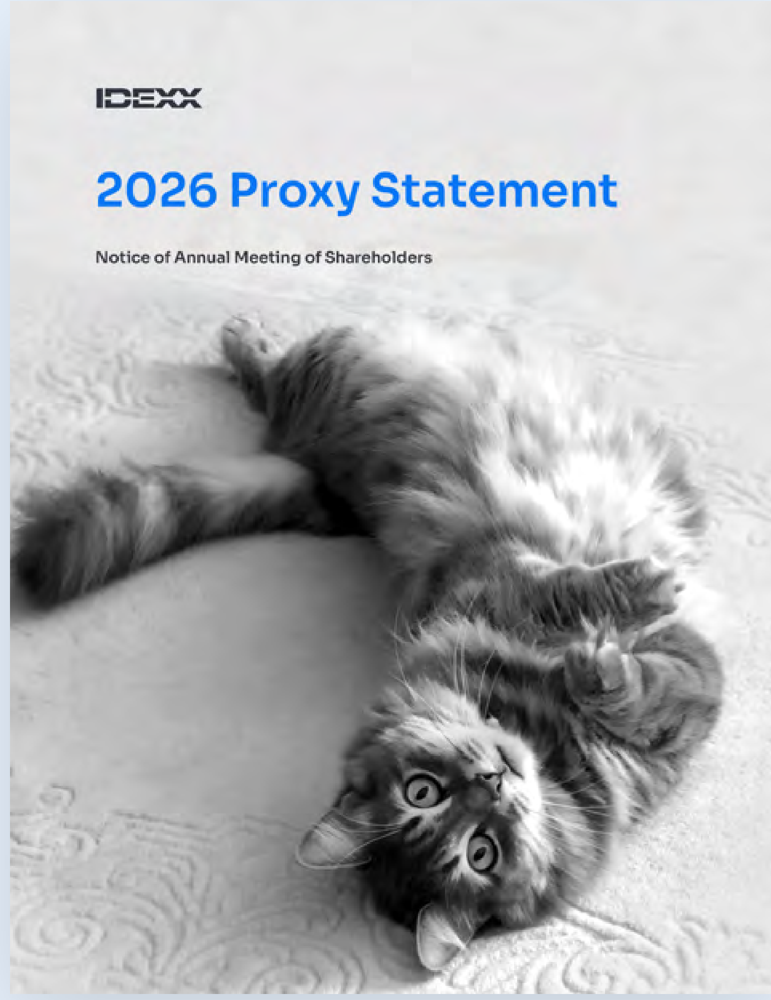
Veracyte



Capri Holdings

Visteon

Mercado Libre

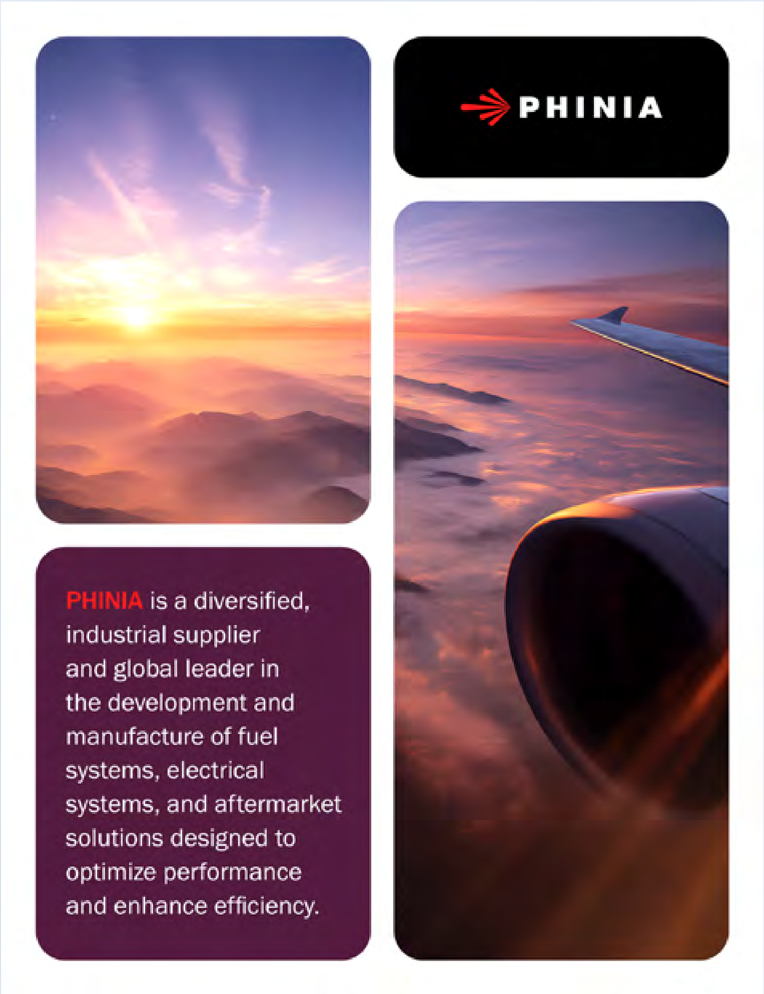


IDEXX

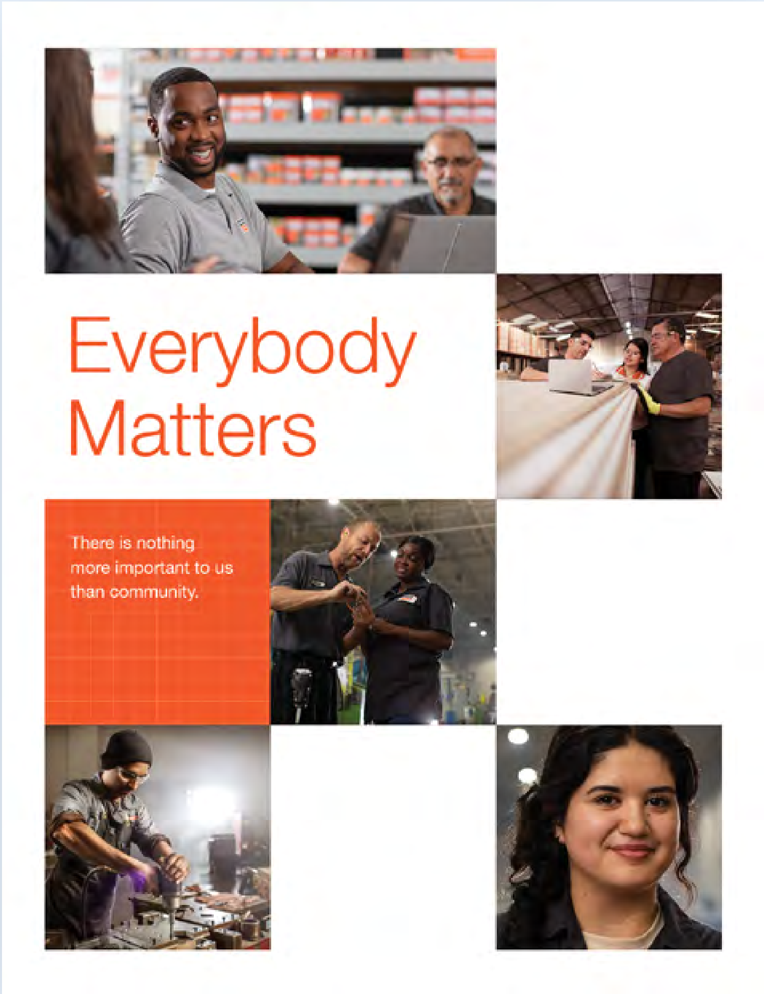
Northern Oil and Gas

Brand and Divider Pages

Reinforce company culture with a branded inside front cover. Divider pages make important sections easy to find and provide another opportunity to show off your brand.

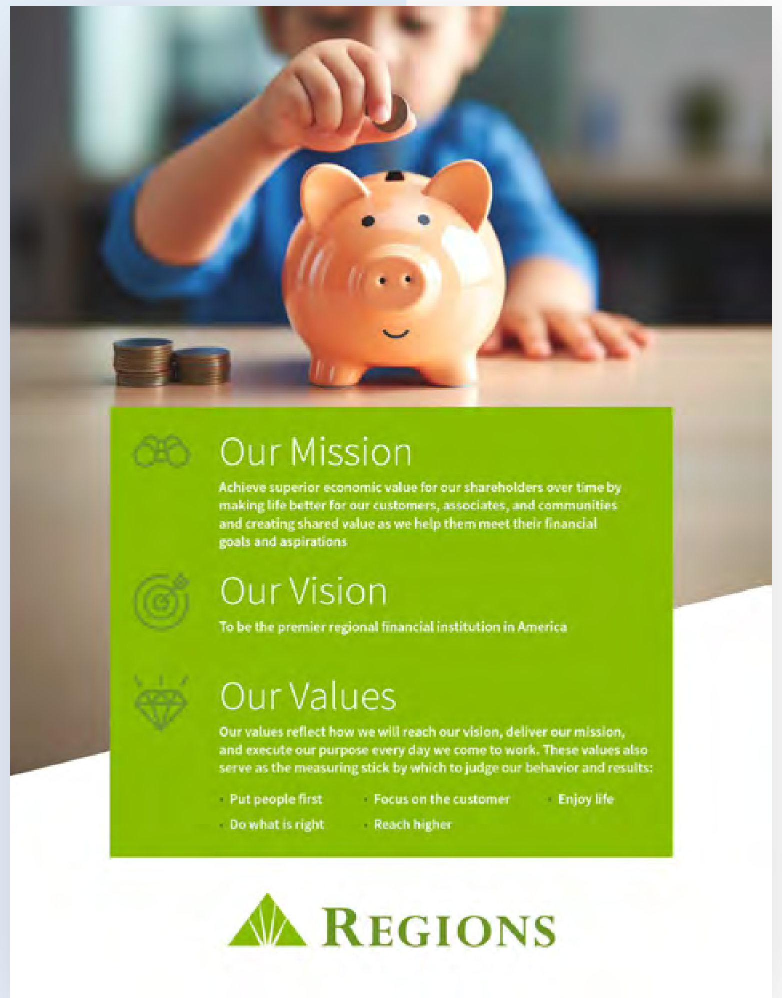


Phinia



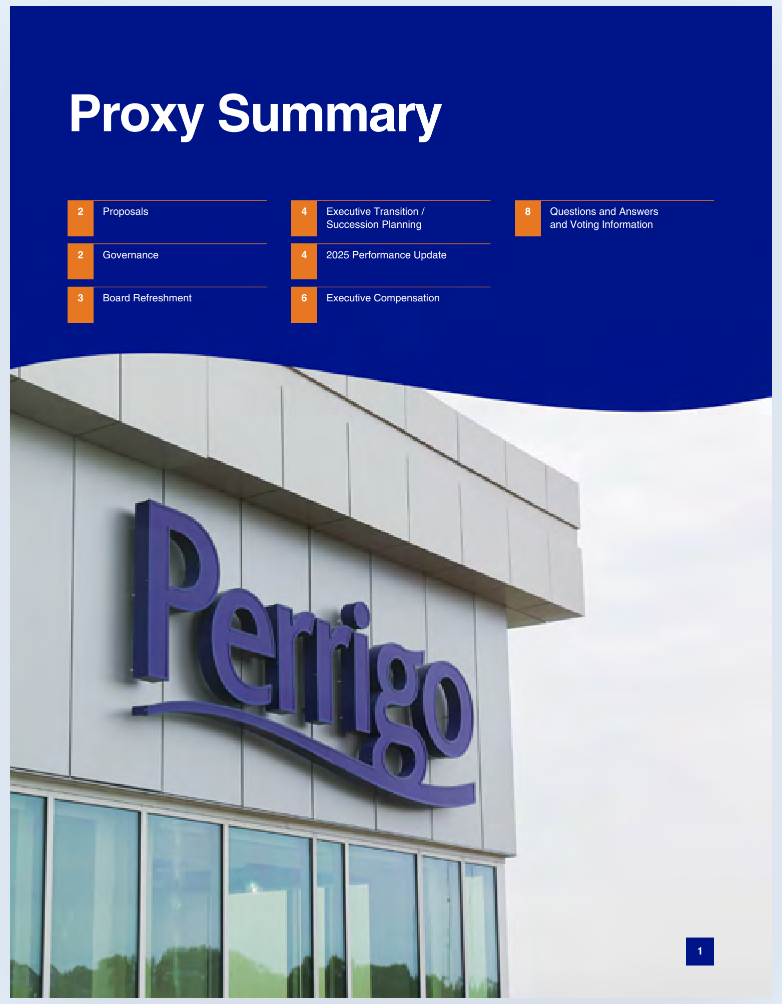
Simpson Manufacturing

Cigna



Regions Financial

JetBlue



Perrigo

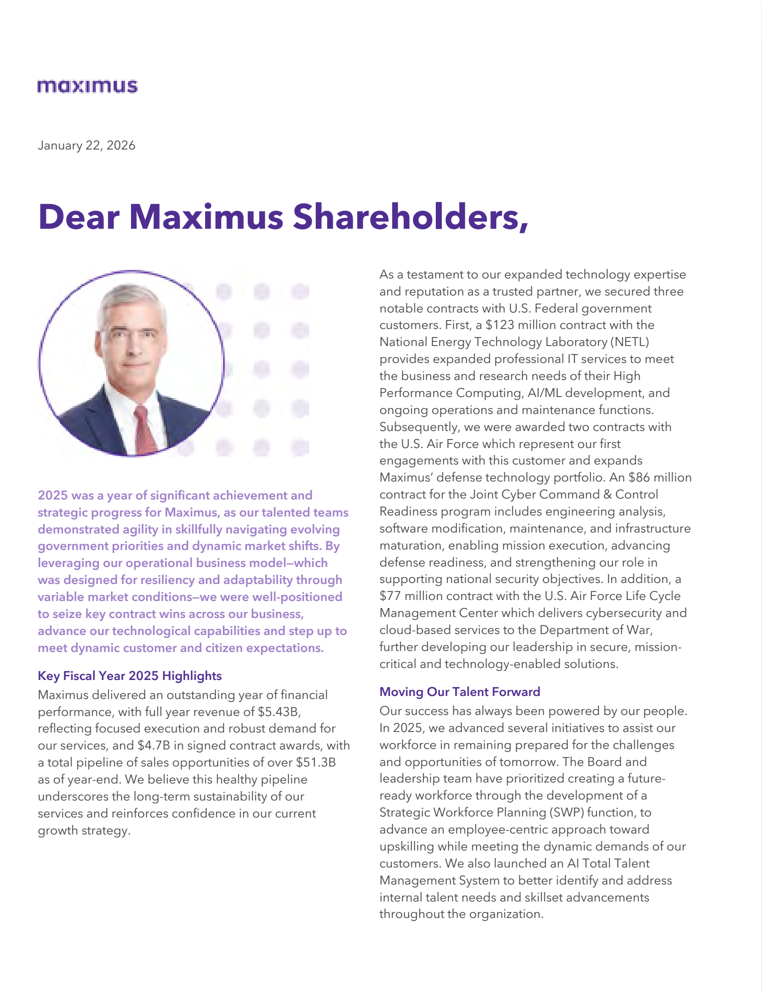
Maximus

Coeur Mining

Letter from Chairman/CEO

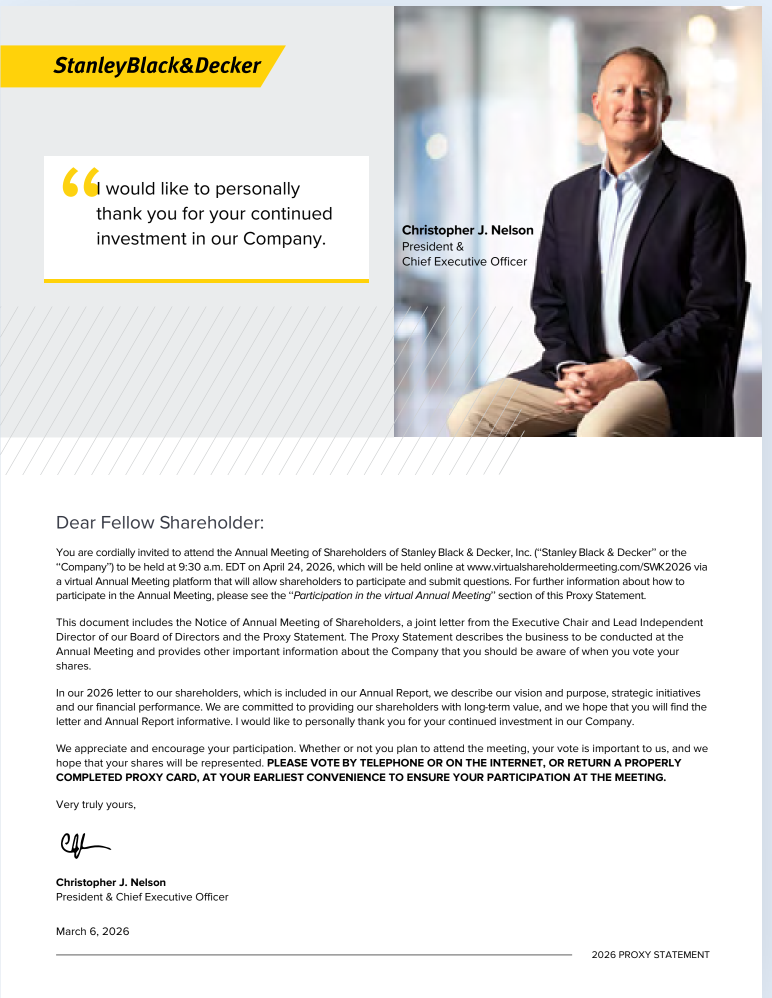
71%

included a letter to shareholders, which is steadily becoming standard.



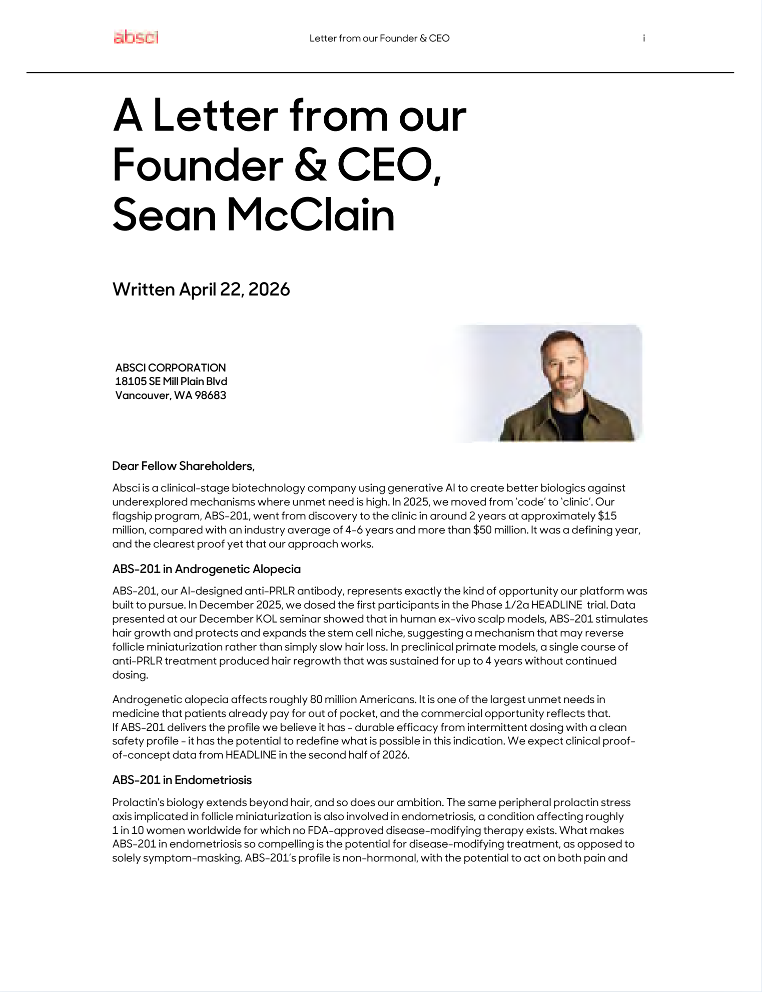
Maximus

Regions Financial



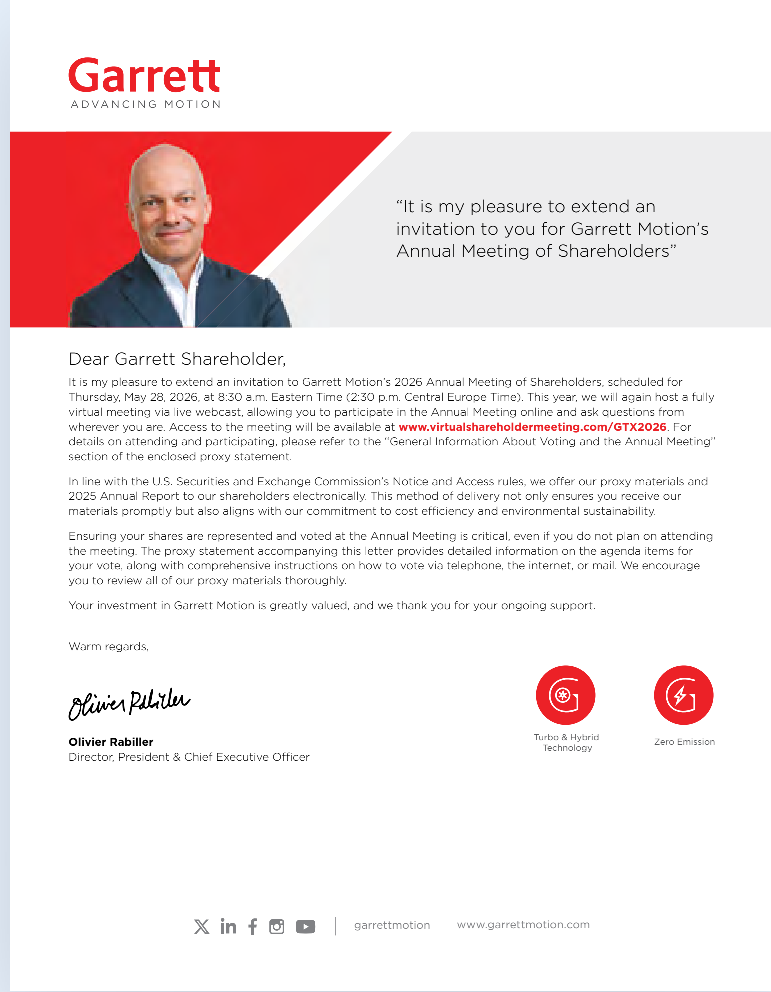
Stanley Black & Decker

Papa Johns



Absci

Kinetik

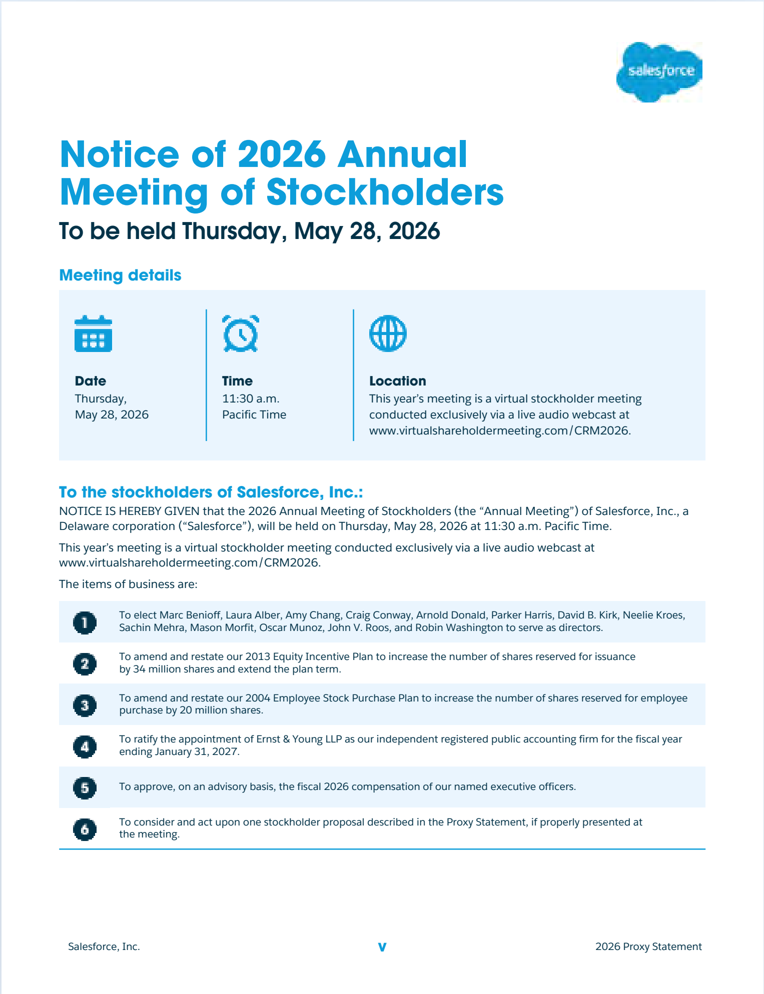


Garrett Motion

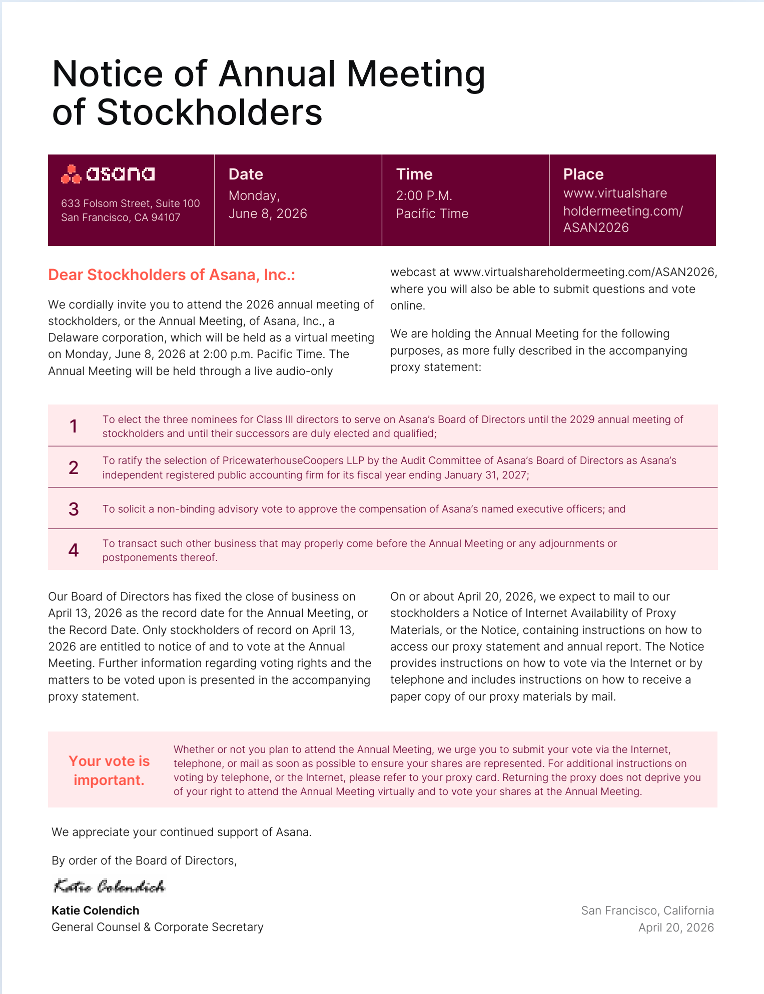
Castle Biosciences

Notice of Annual Meeting of Shareholders

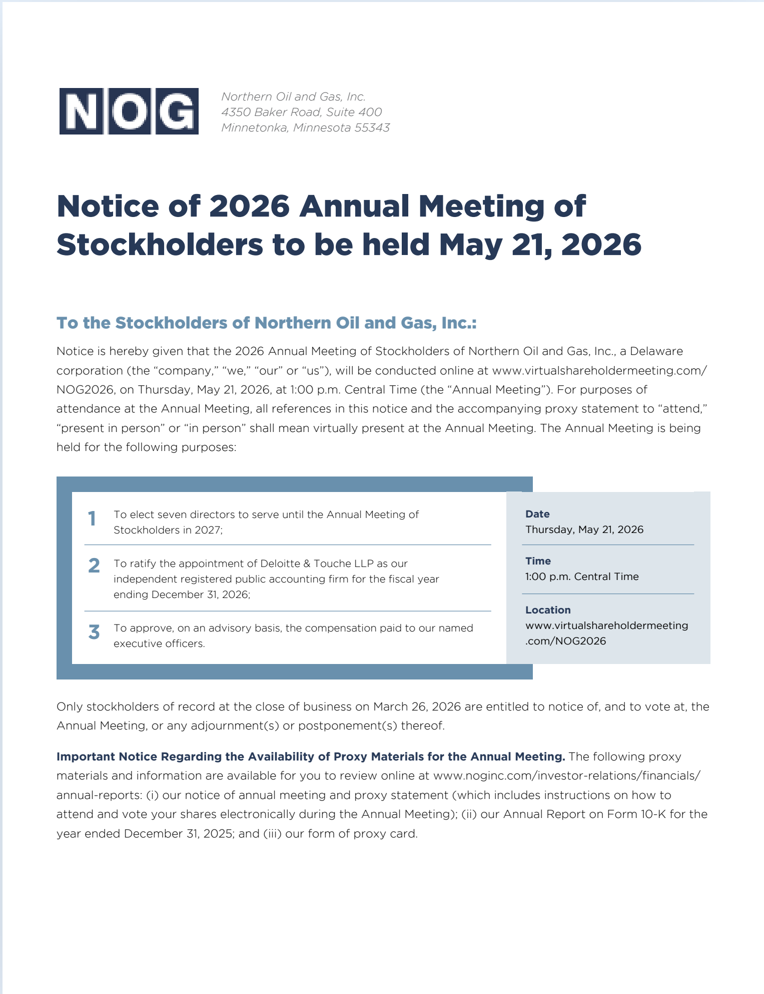
Provides a positive first impression, establishes clarity, and the tone for the rest of the document.



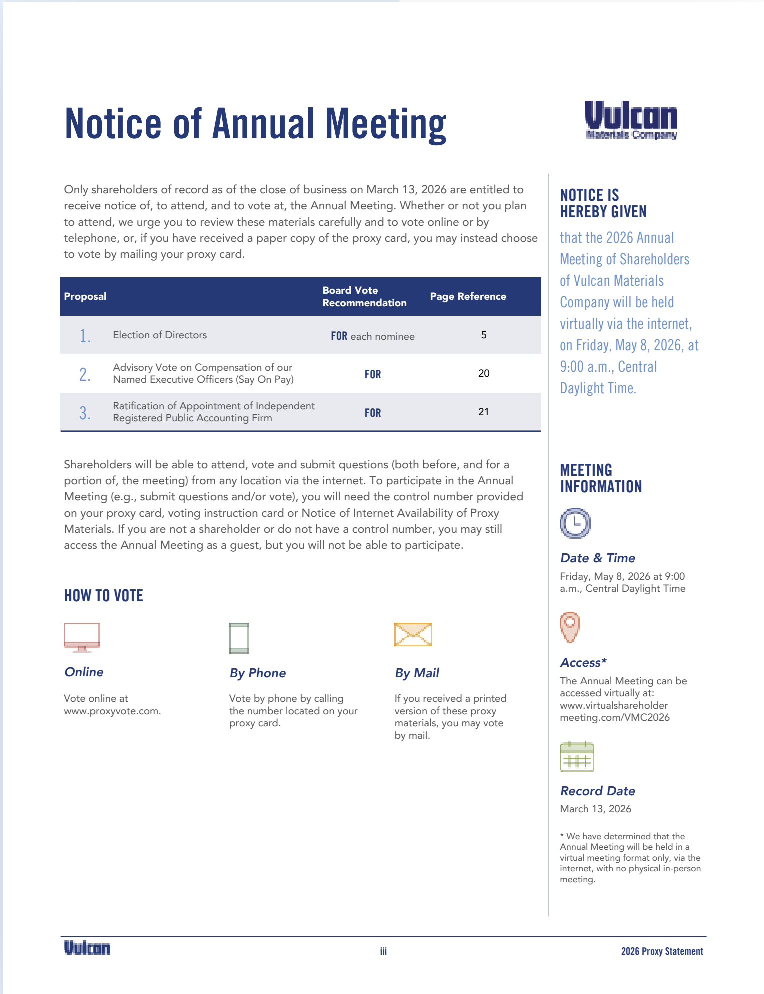
Salesforce



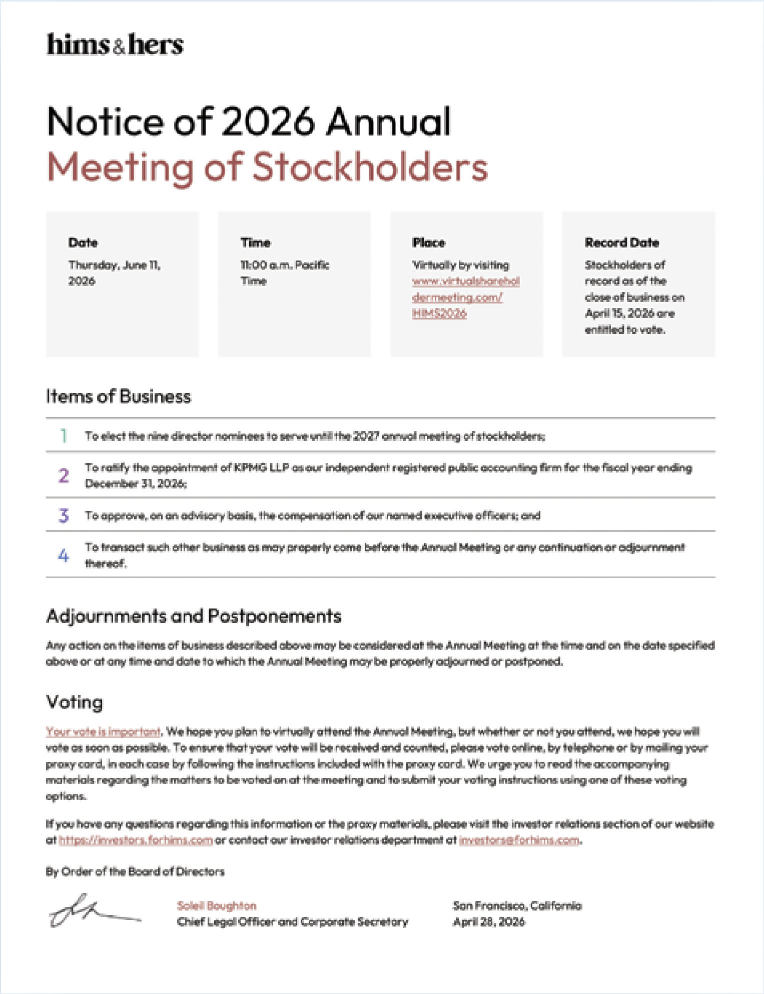
Asana



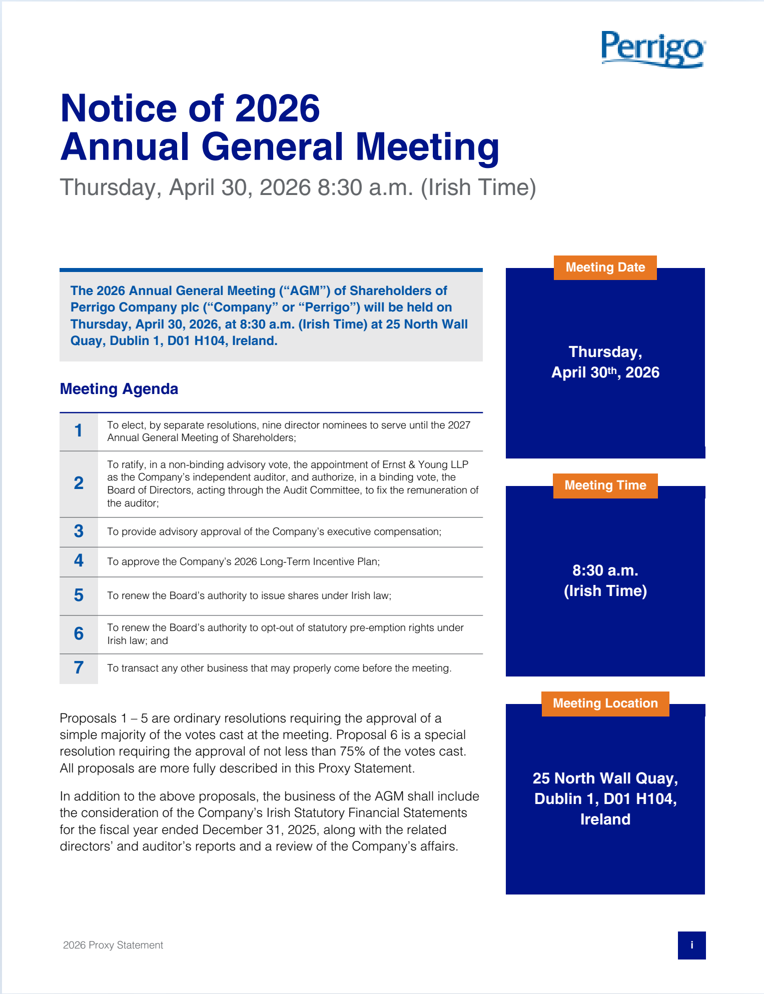
Northern Oil and Gas



Vulcan Materials

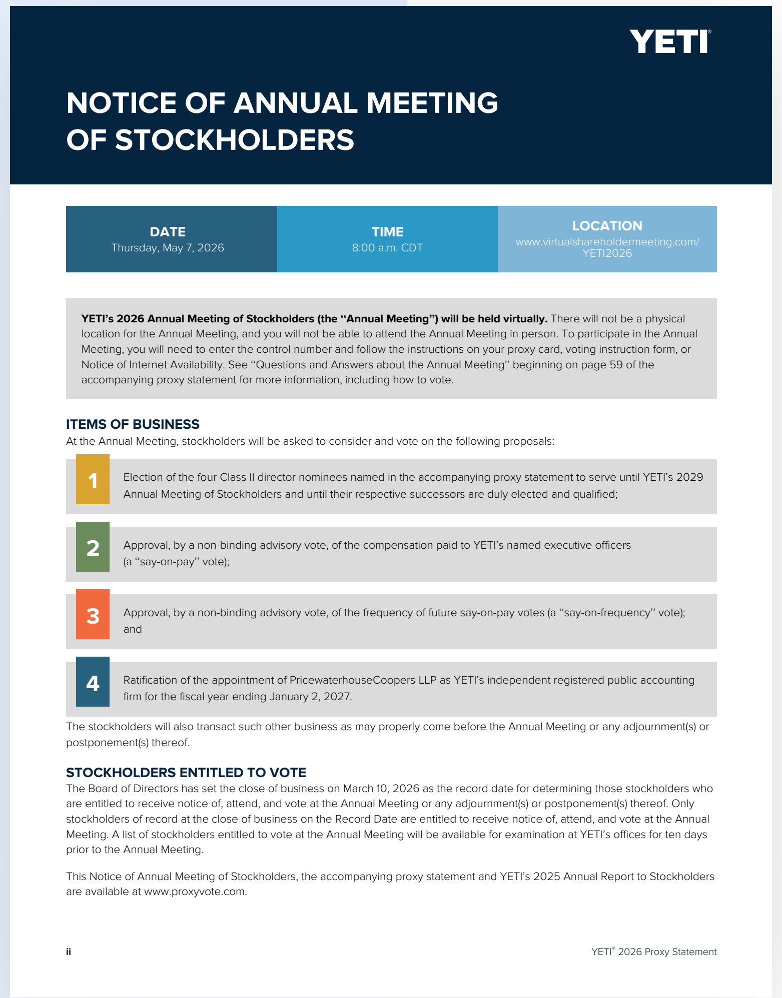


Hims and Hers



Perrigo

Cooper Companies



YETI

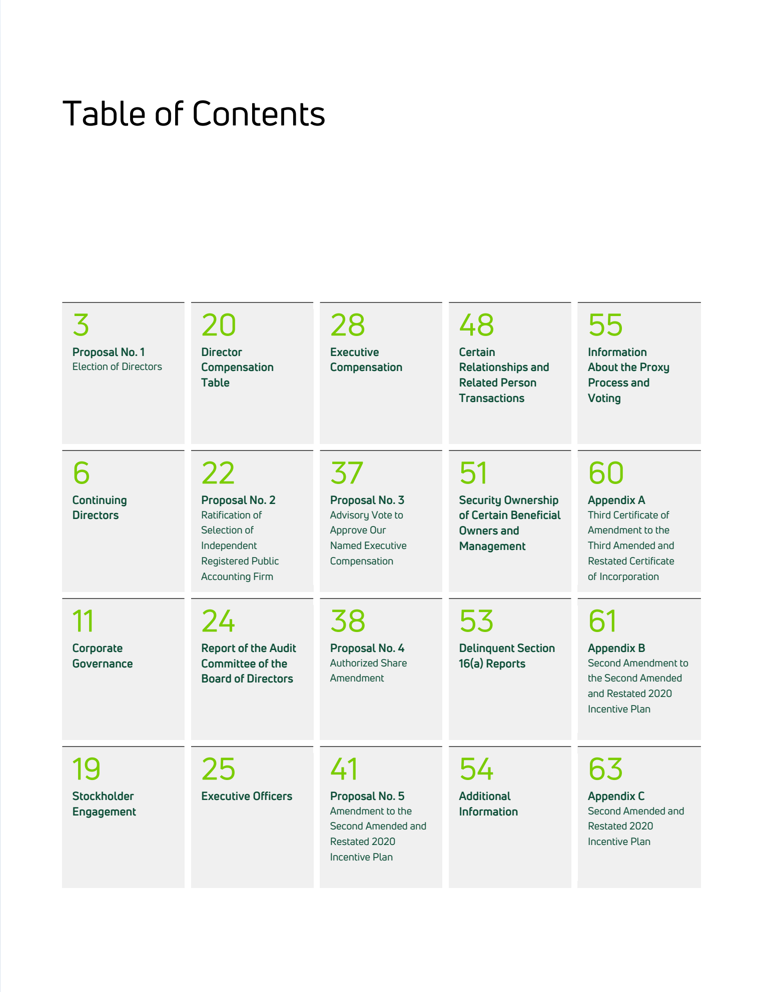
Table of Contents

More than a navigation tool, it reinforces your brand through use of photography, color, and graphic elements.

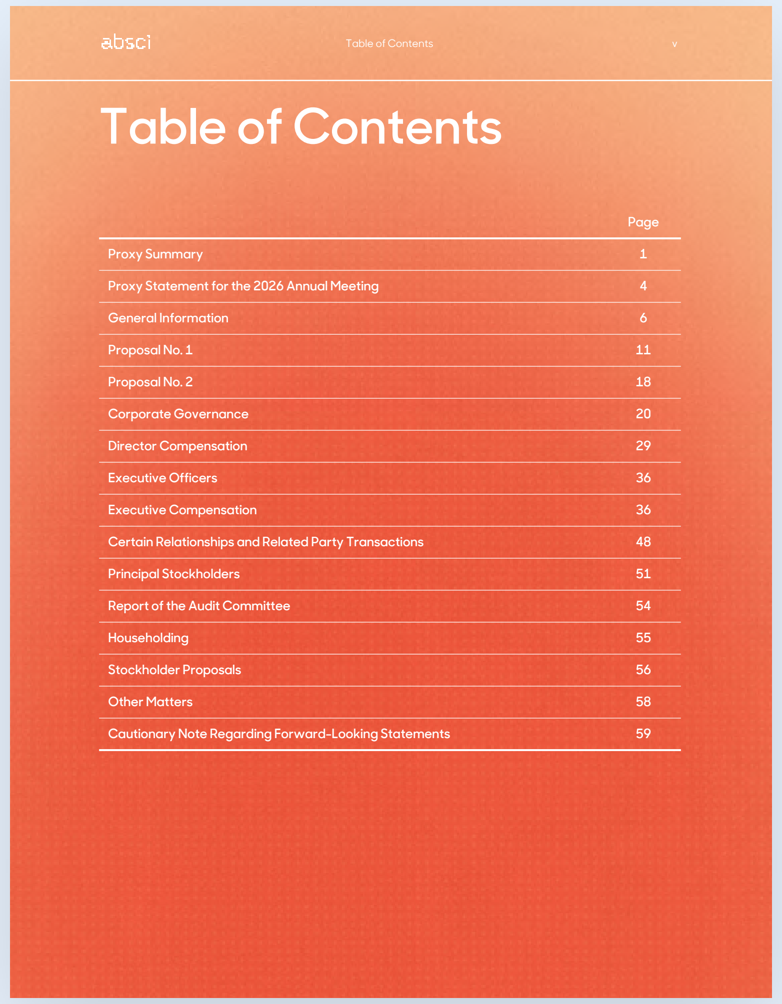
Recursion

Vistra

Array Technologies



EOS Energy



Absci

Orion Properties

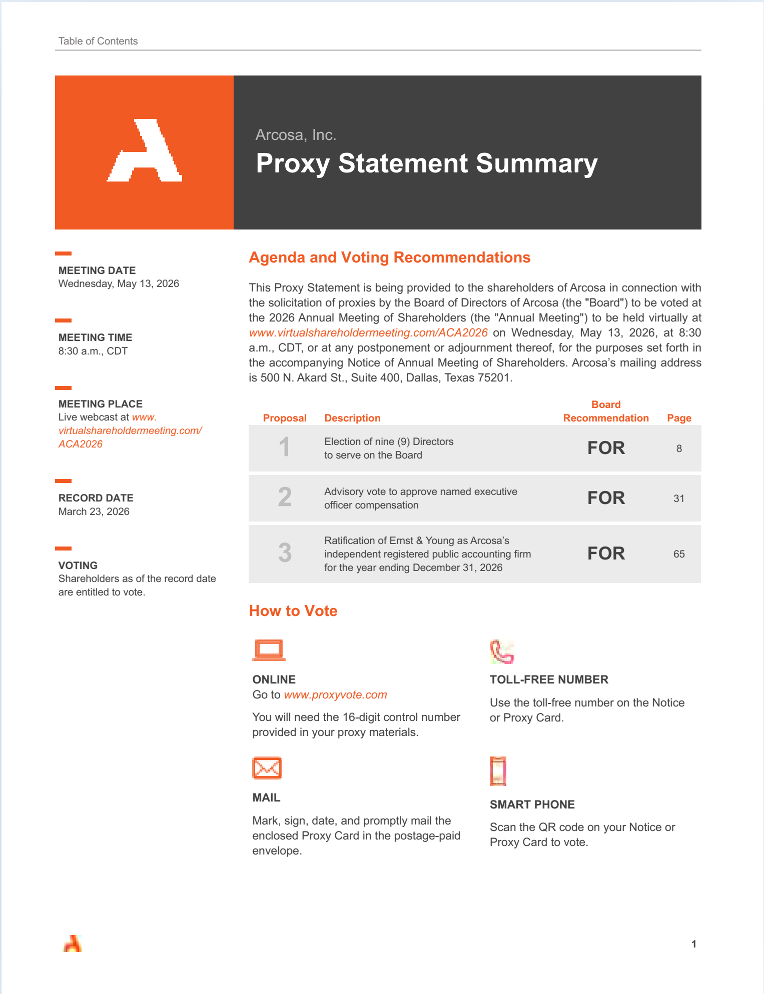
NMI Holdings

JetBlue

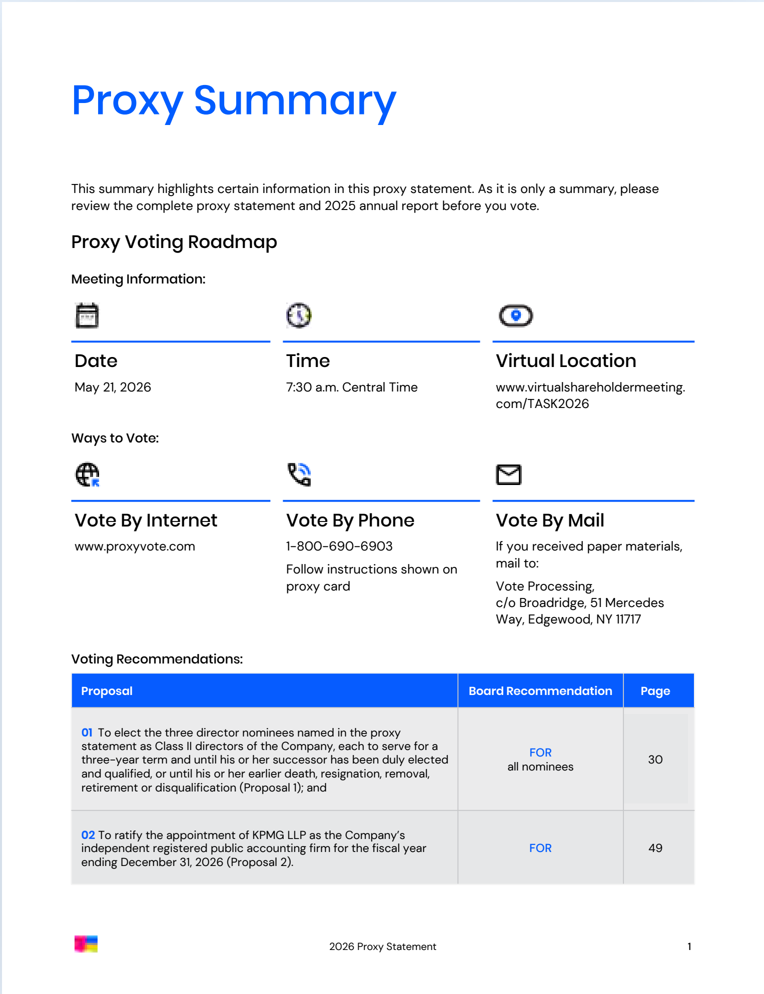
Proxy Statement Summary

74%

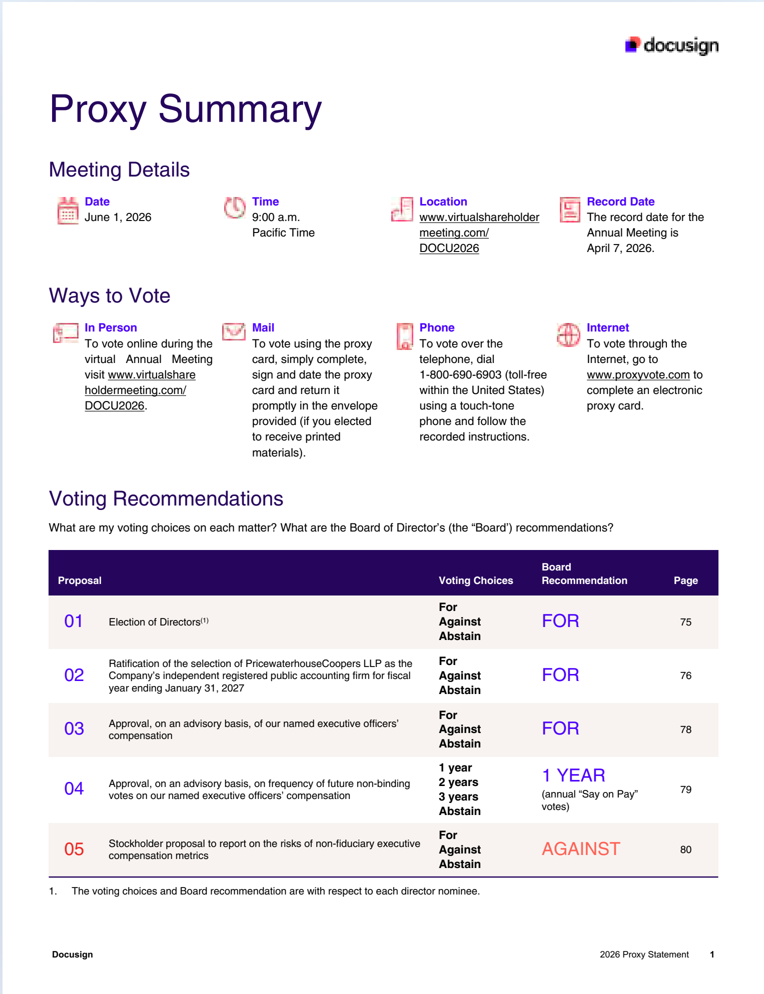
included a proxy summary with rapid adoption rates across the markets.



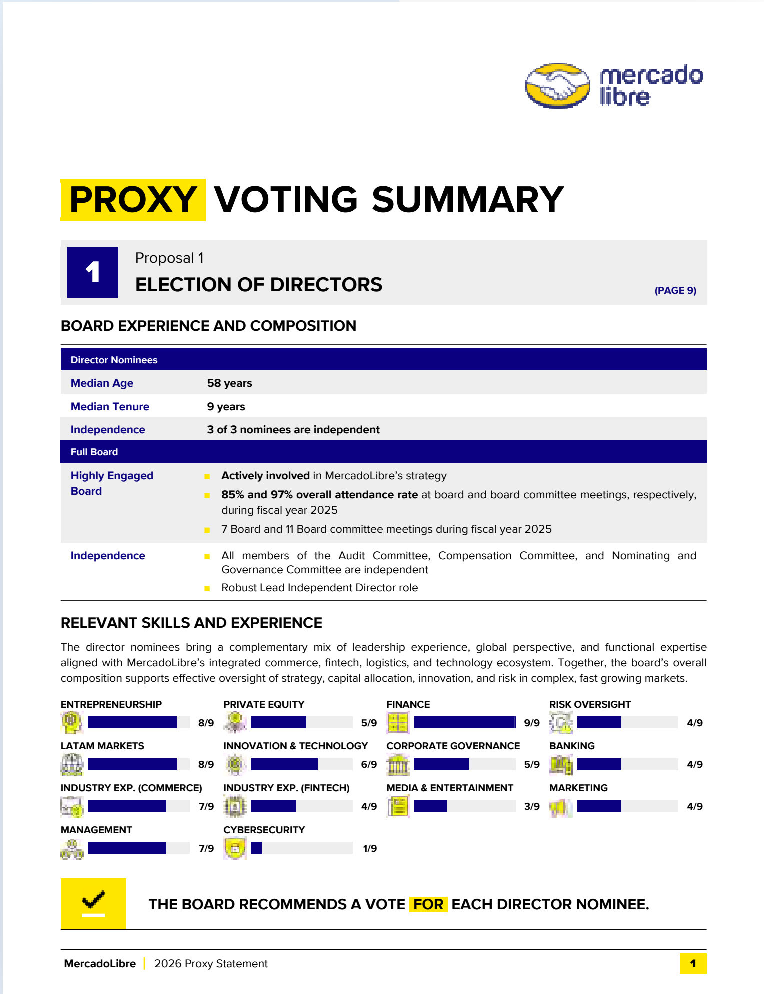
Arcosa



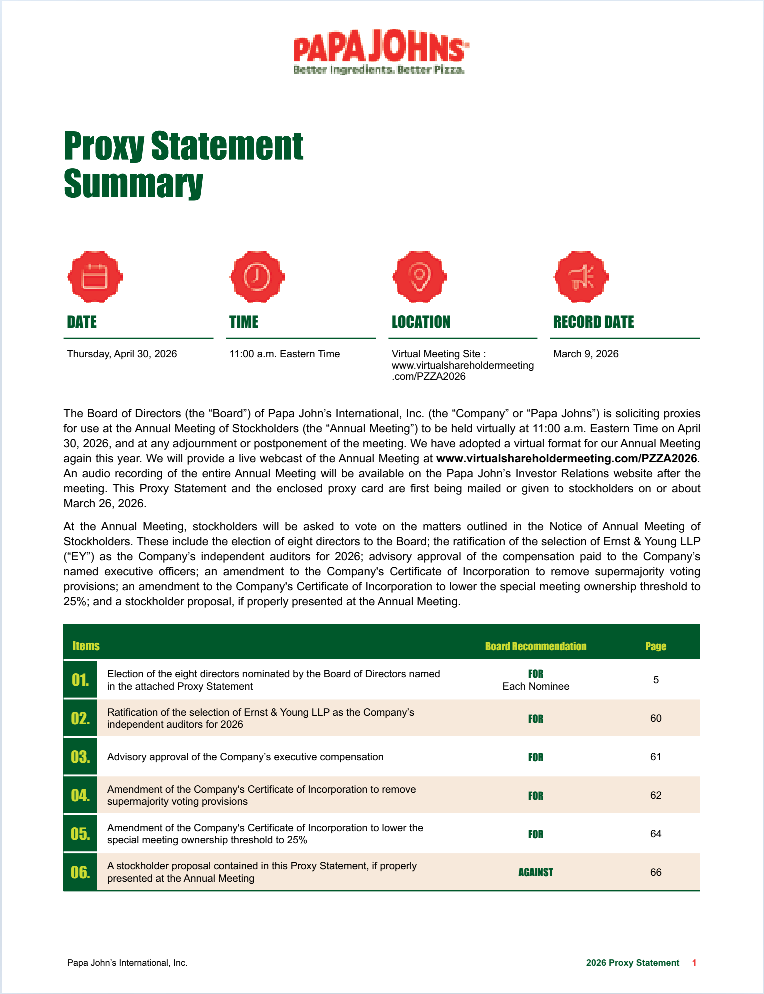
TaskUs



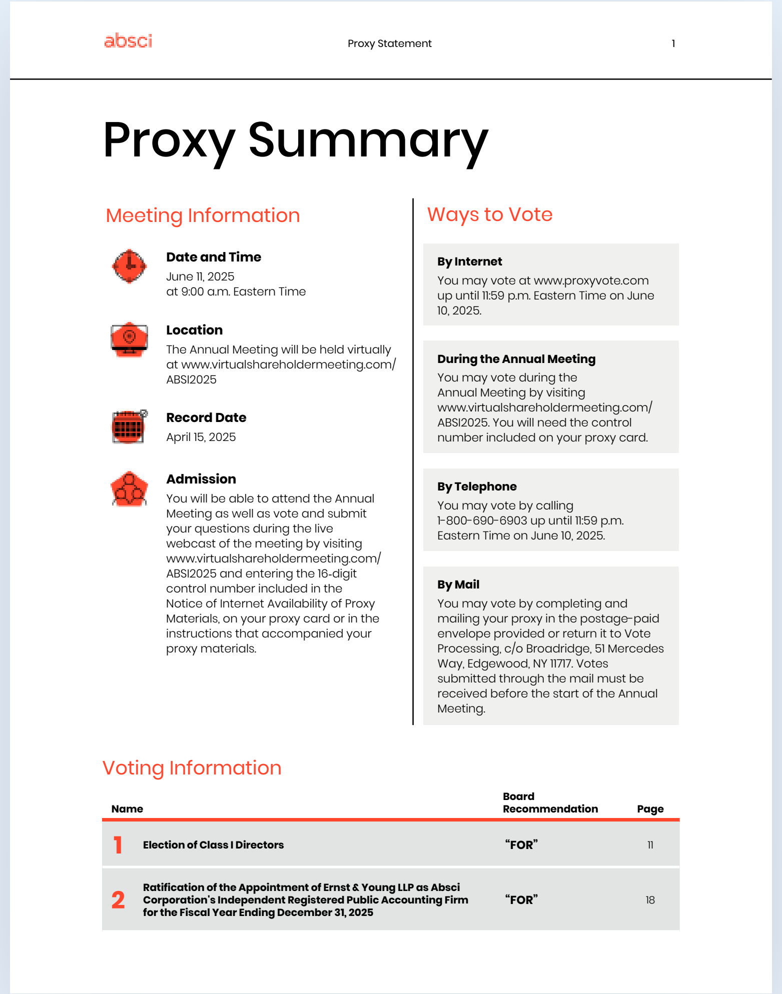
Docusign



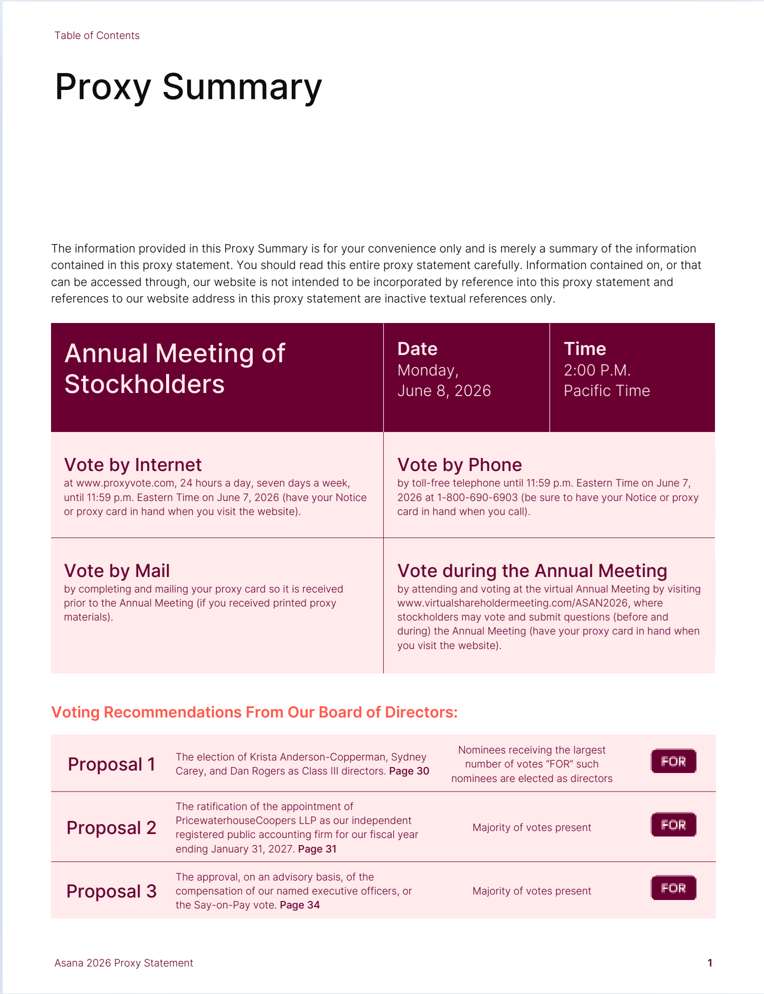
Mercado Libre



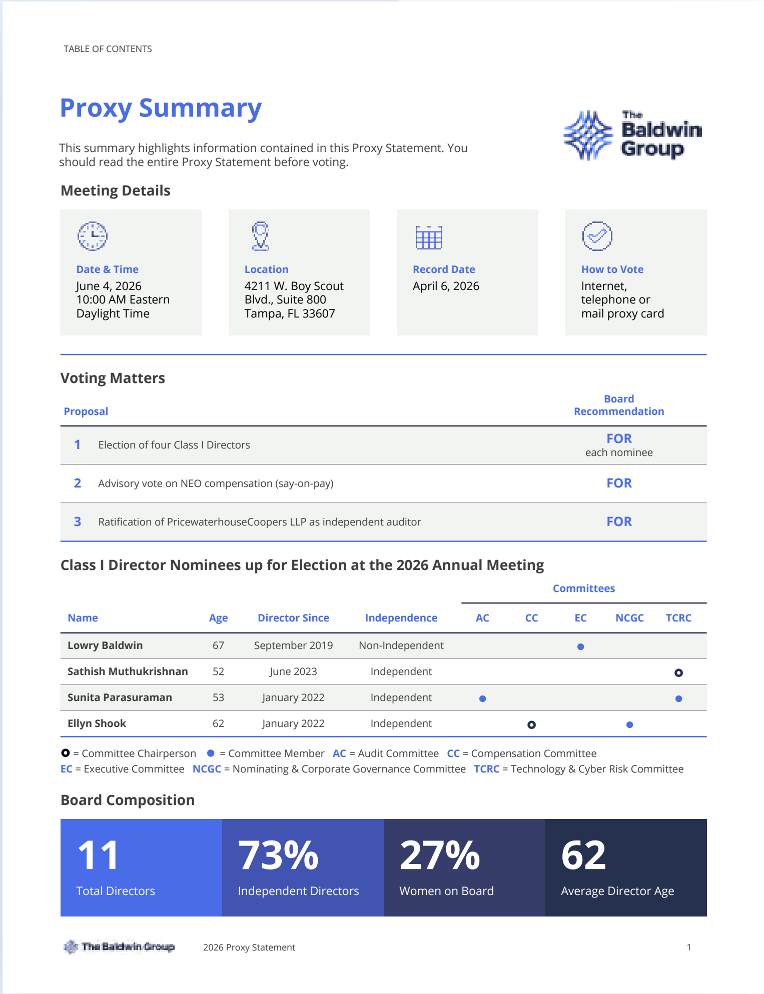
Papa Johns



Absci



Asana



The Baldwin Group

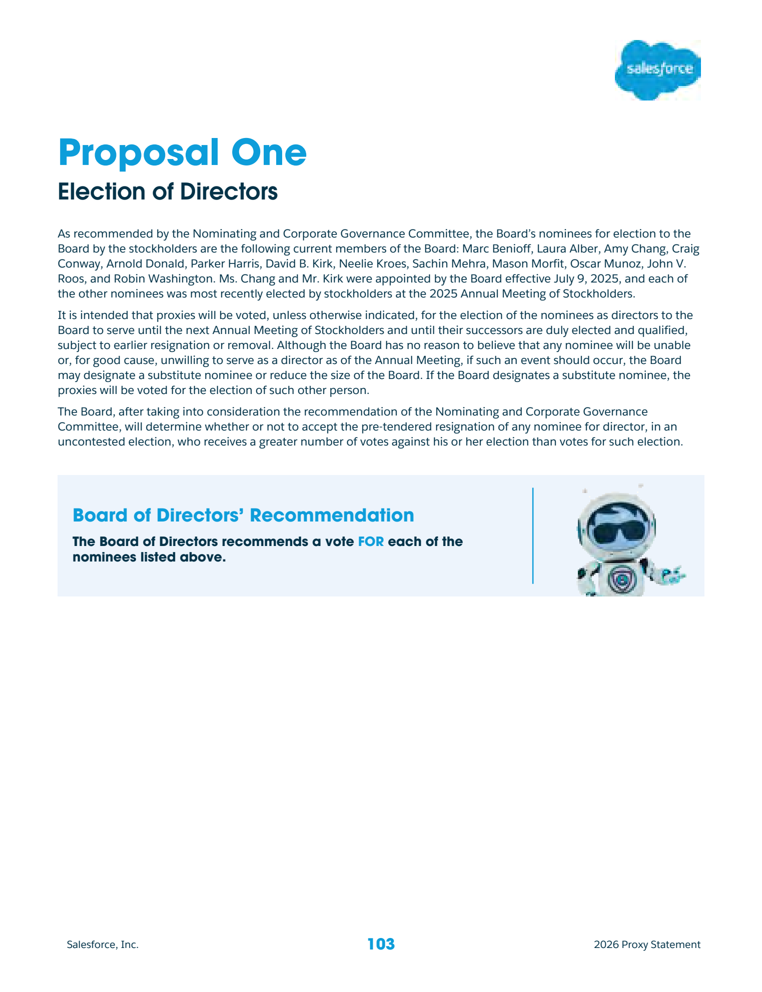
Proposal 1: Election of Directors

Details and voting recommendations are combined into a concise, well-organized format.

Subsections

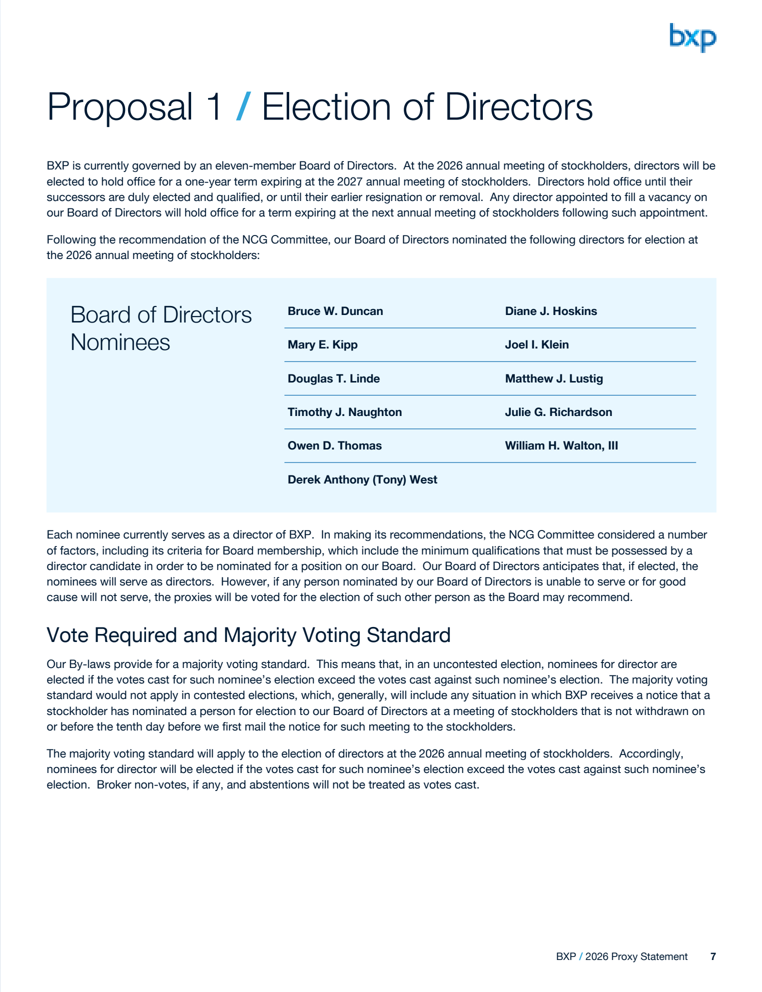
- Director Nominees Table
- Skills Matrix
- Director Biographies

Bristol Myers Squibb

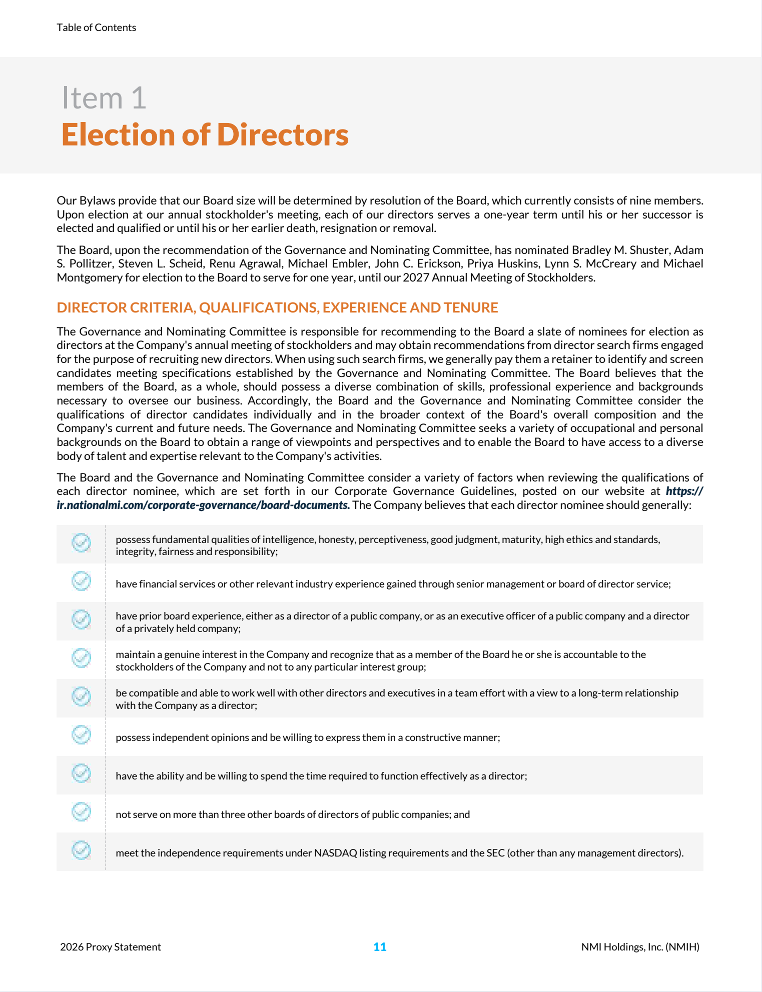


Salesforce

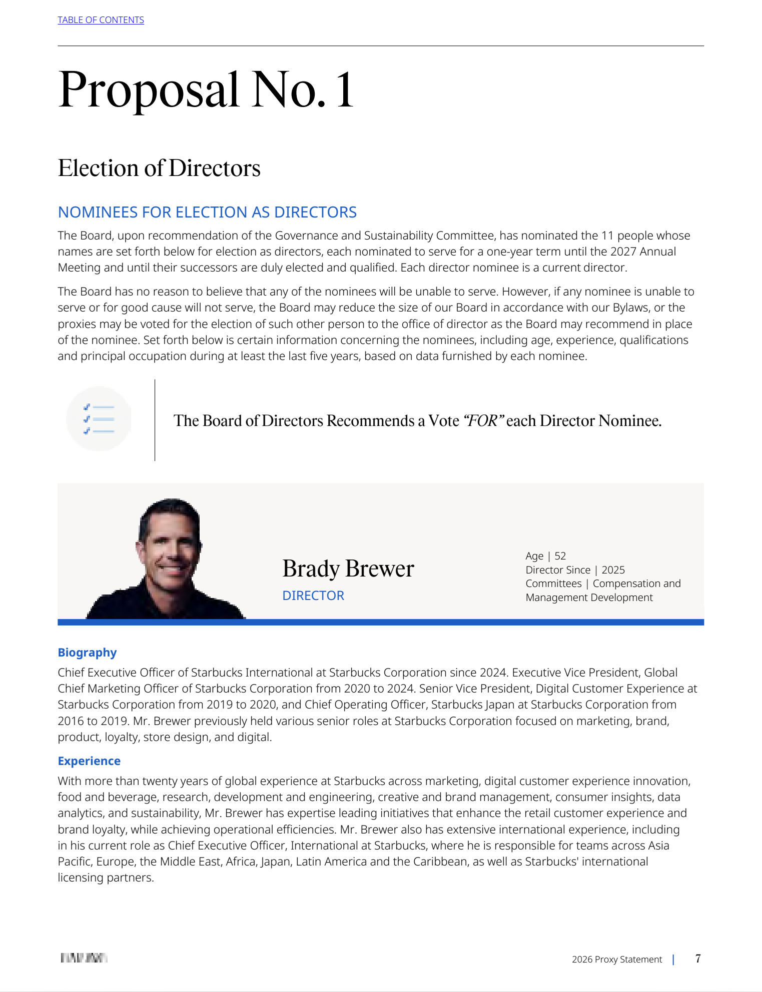
Phinia



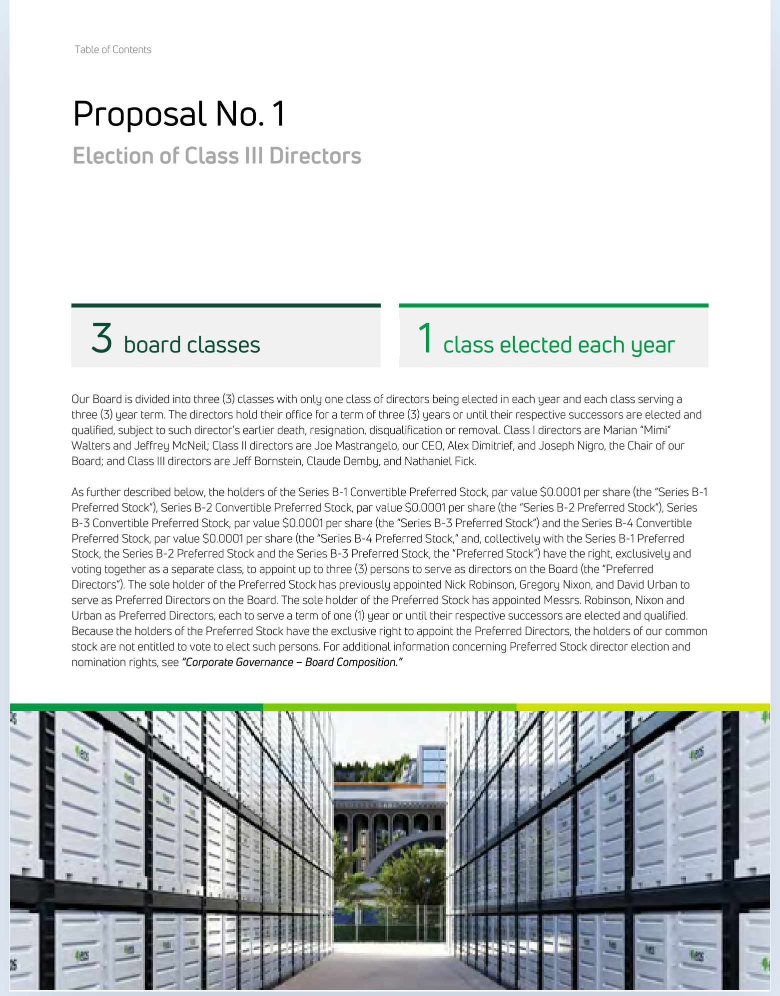
BXP



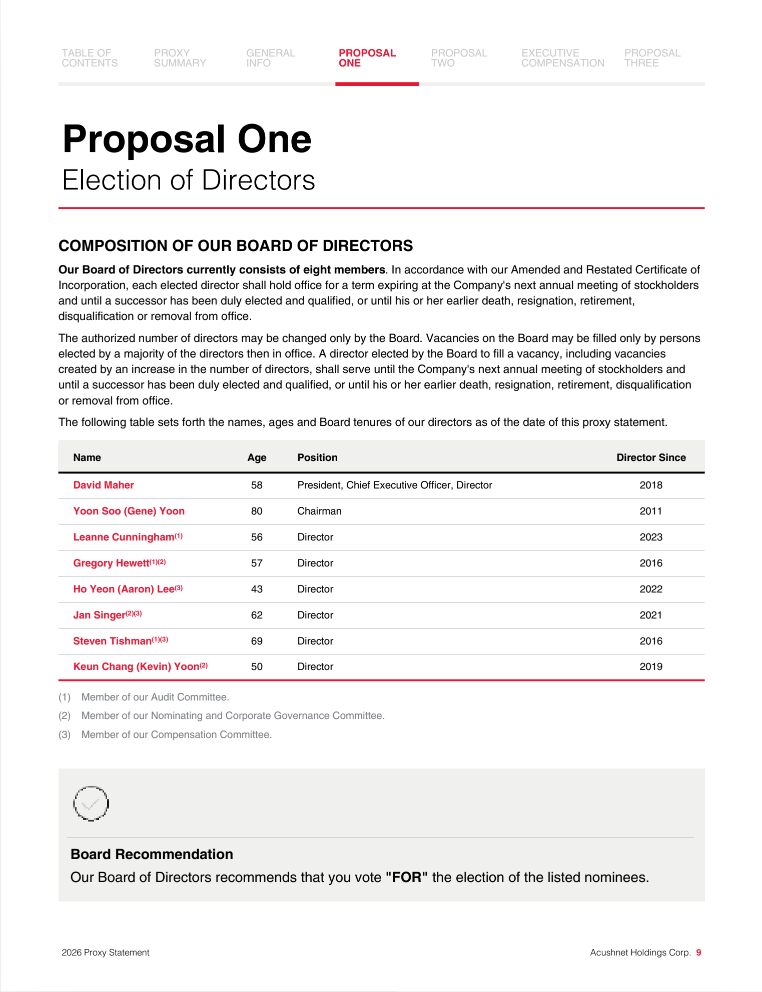
NMI Holdings



Gap



EOS Energy

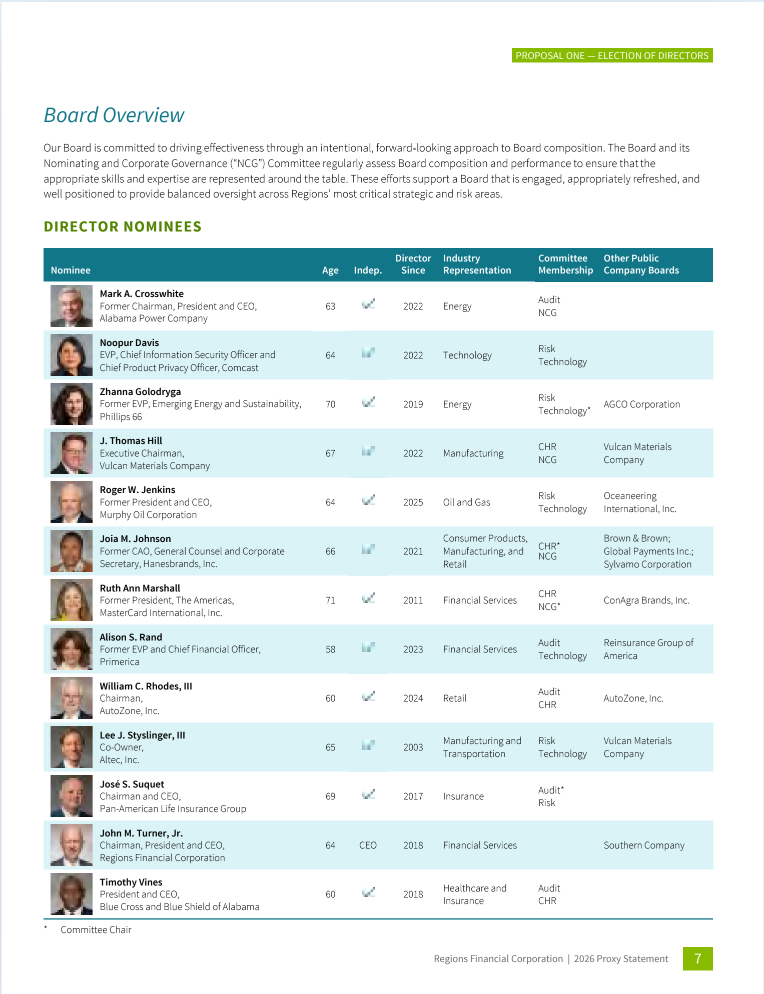


Acushnet Holdings

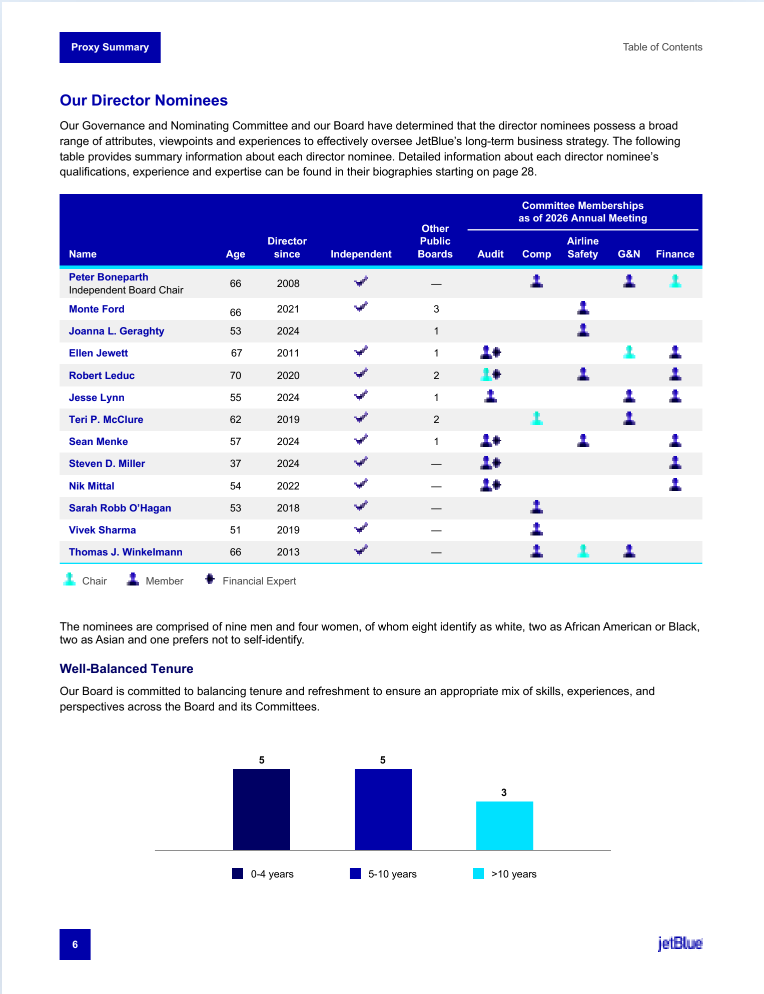
Proposal 1

Director Nominees Table

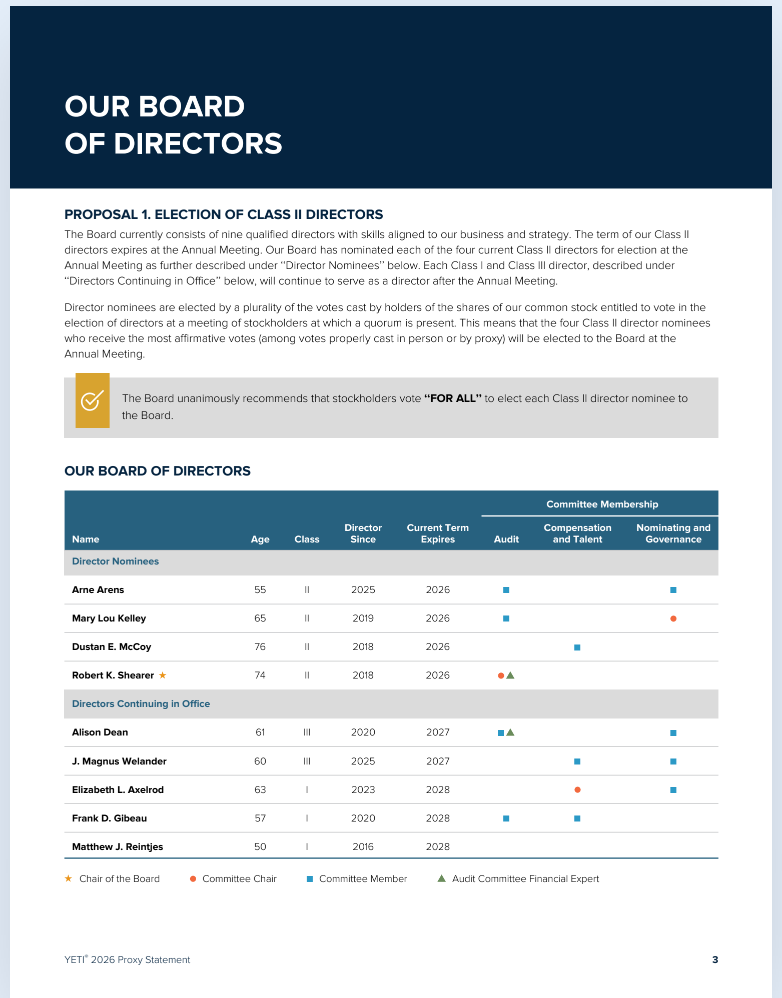
This table can be found in the proxy summary or at beginning of Proposal One. It is a very helpful resource that provides information about the Board at a glance.



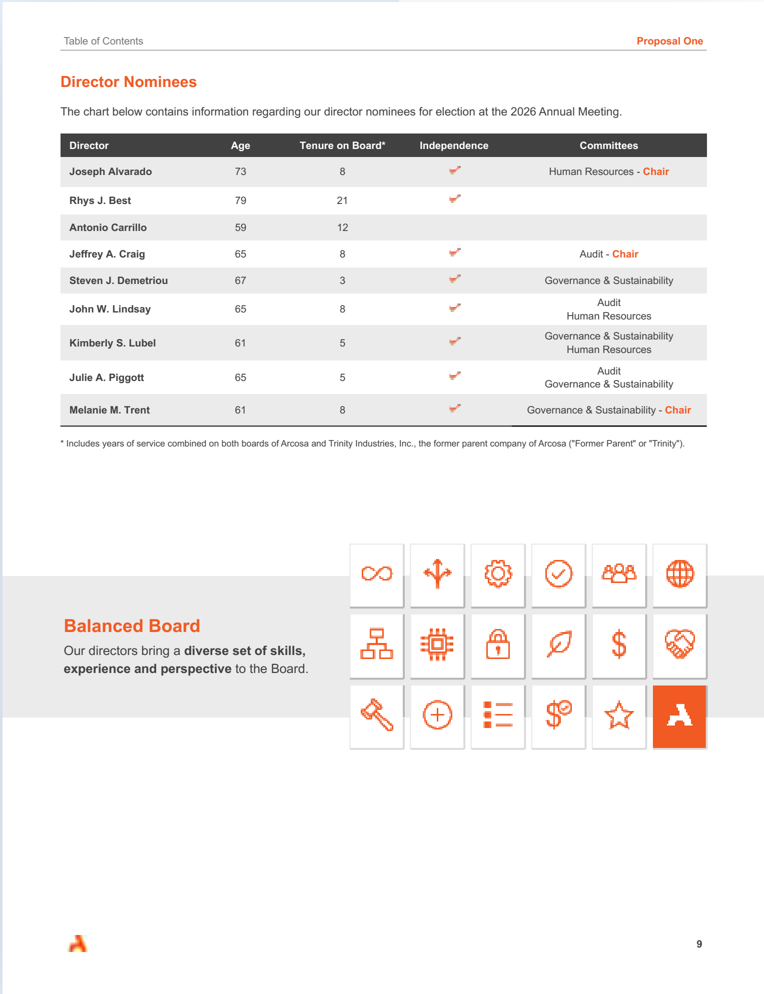
Regions Financial



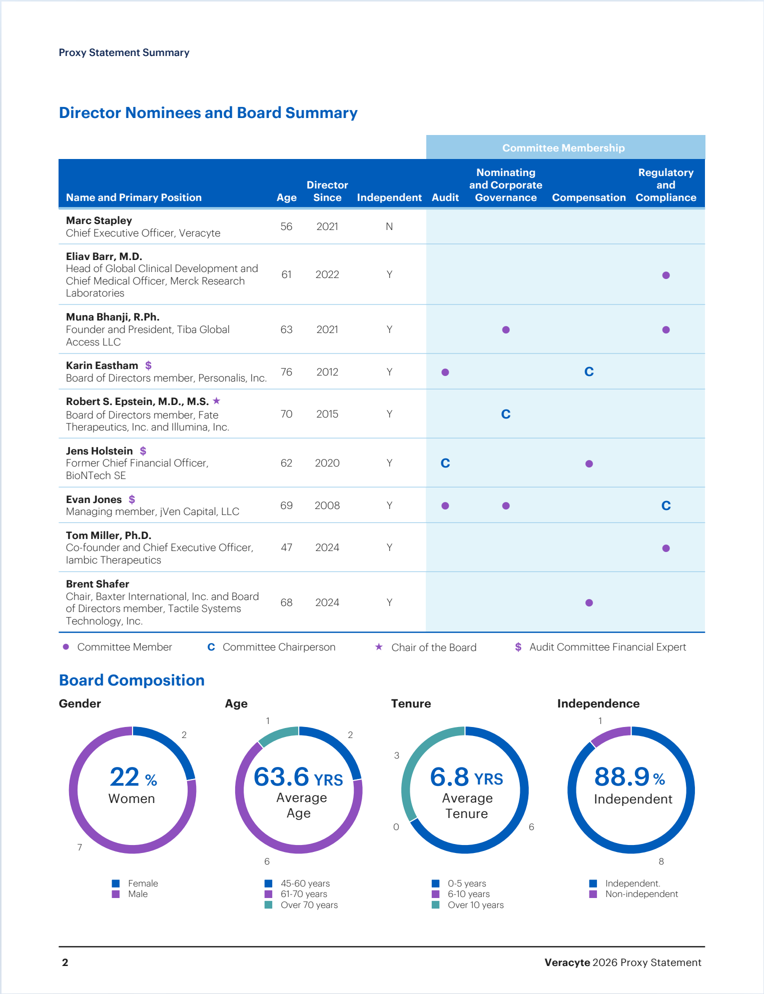
JetBlue



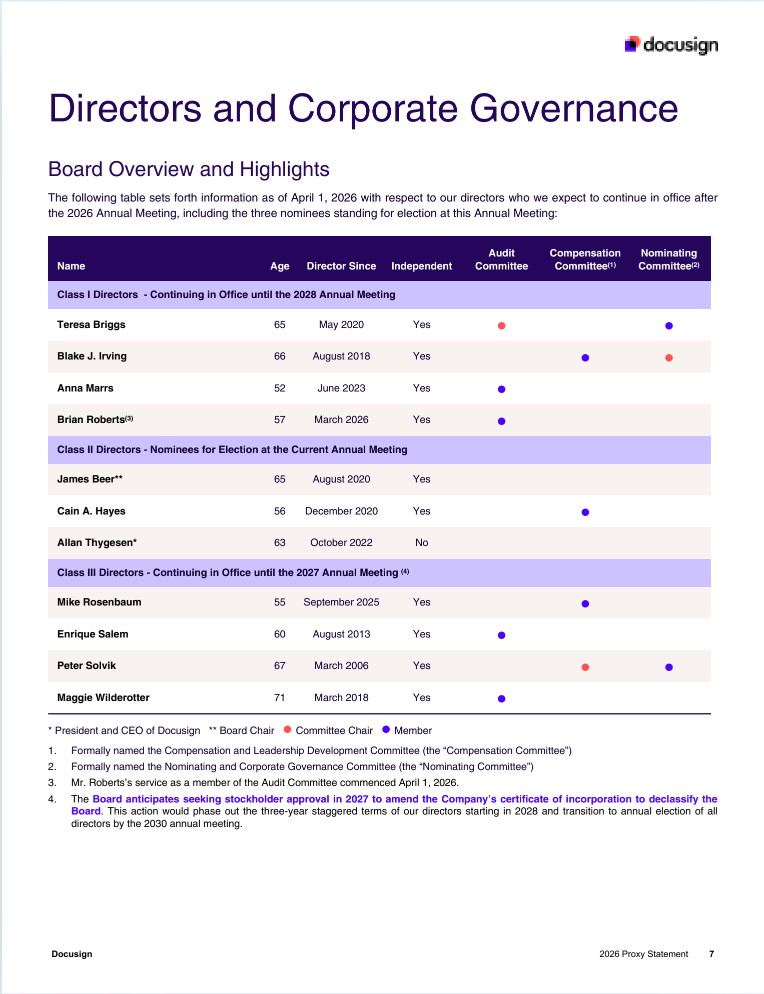
YETI



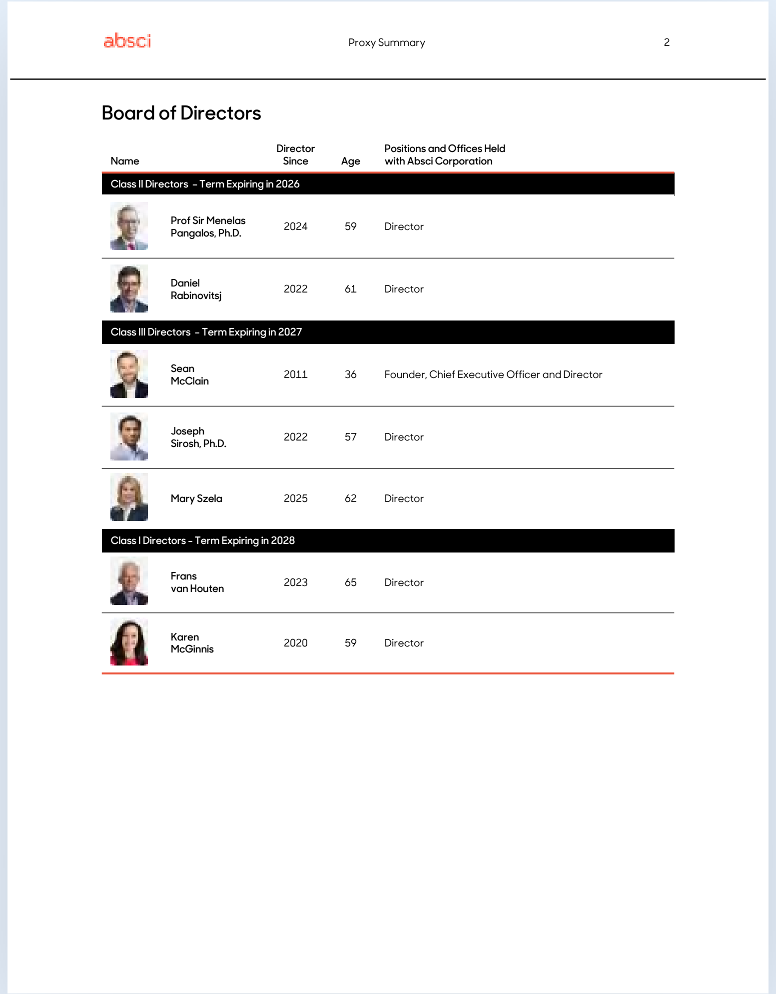
Arcosa



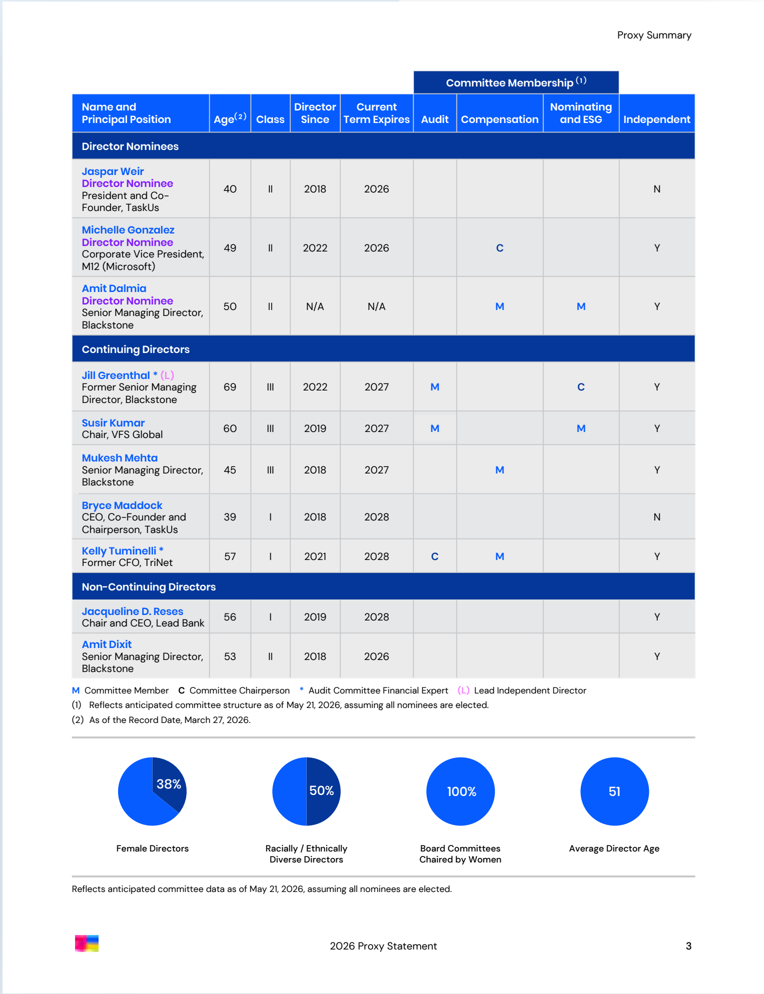
Veracyte



Docusign



Absci



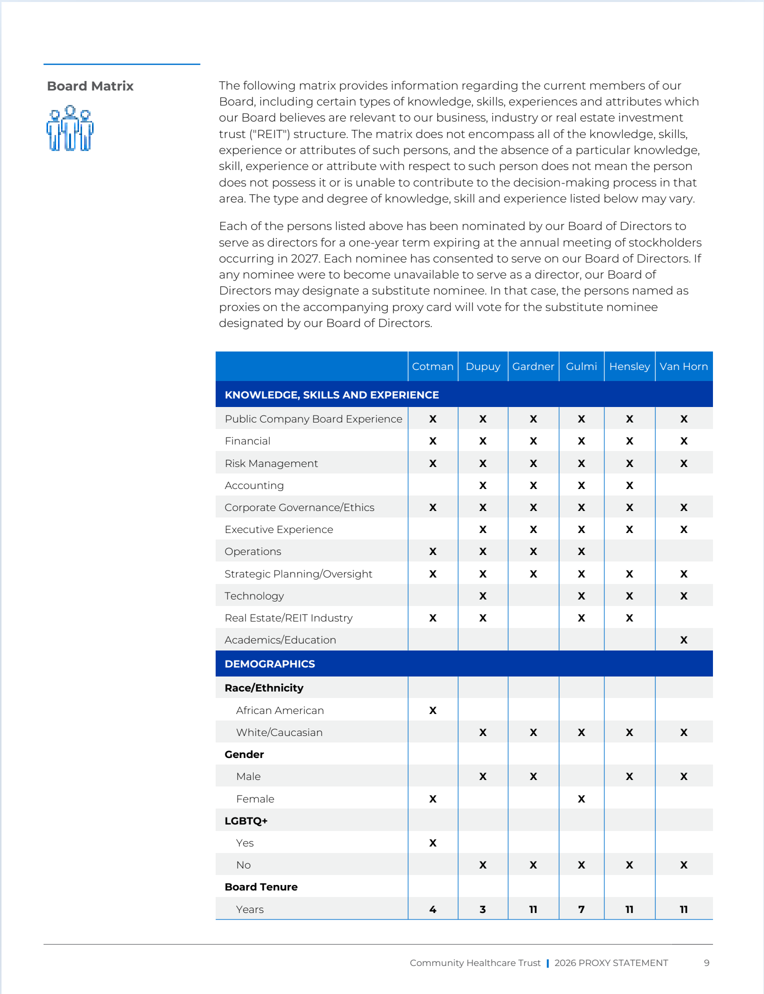
TaskUs

Proposal 1

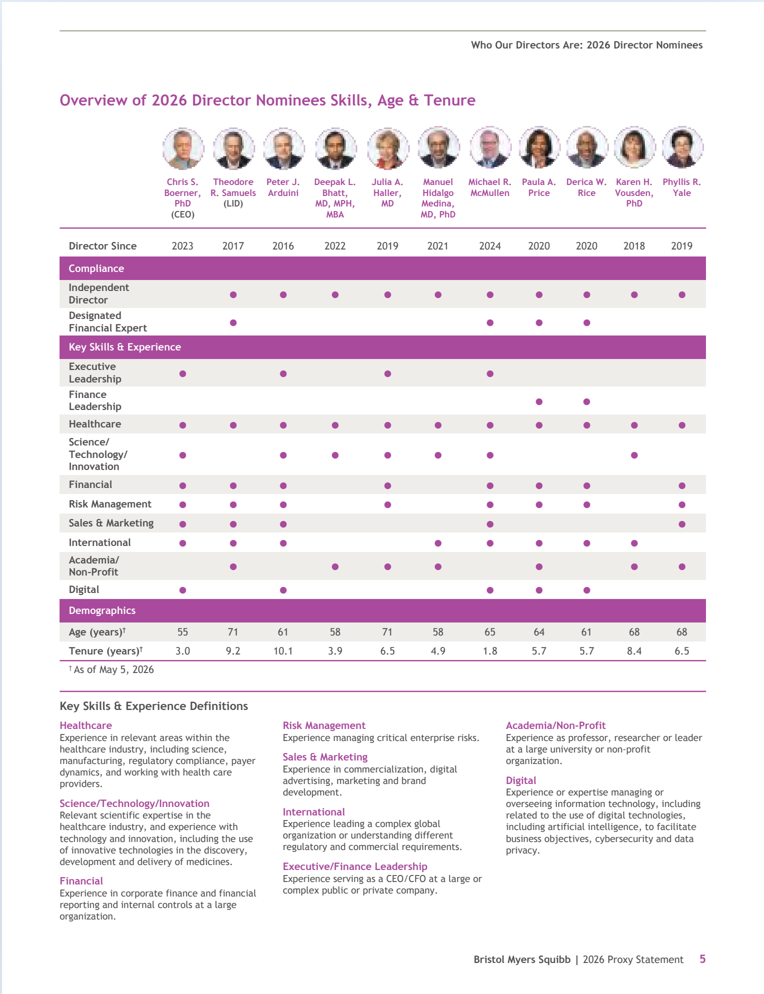
Skills Matrix

82%

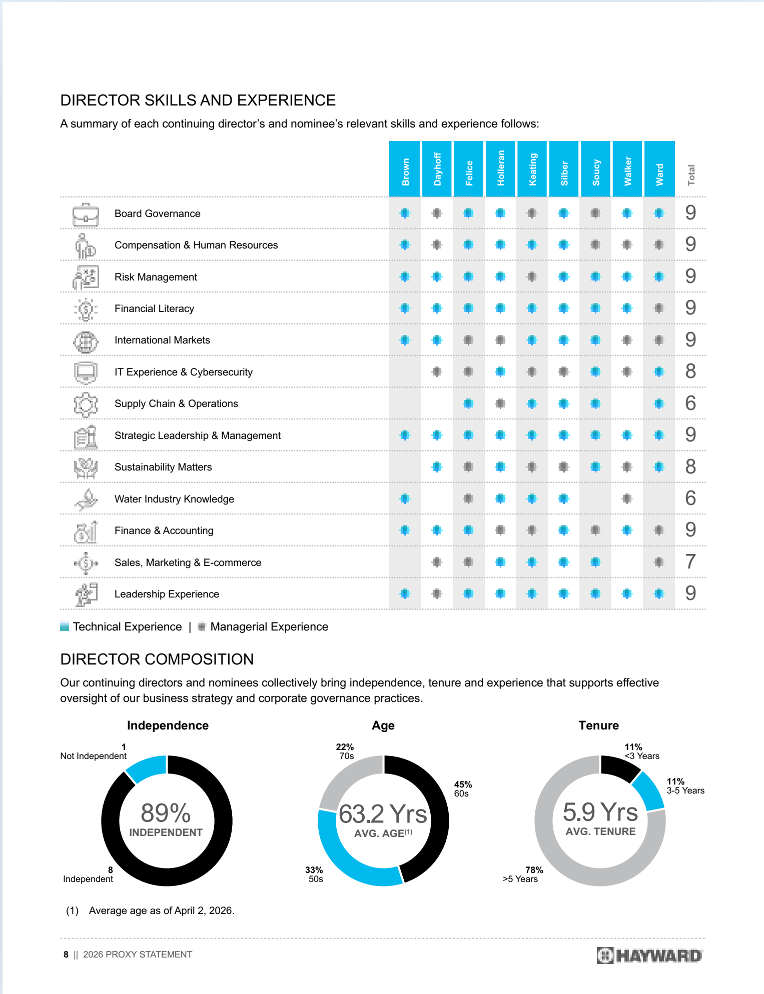
included an enhanced skills matrix to help shareholders visualize the board's collective strengths.



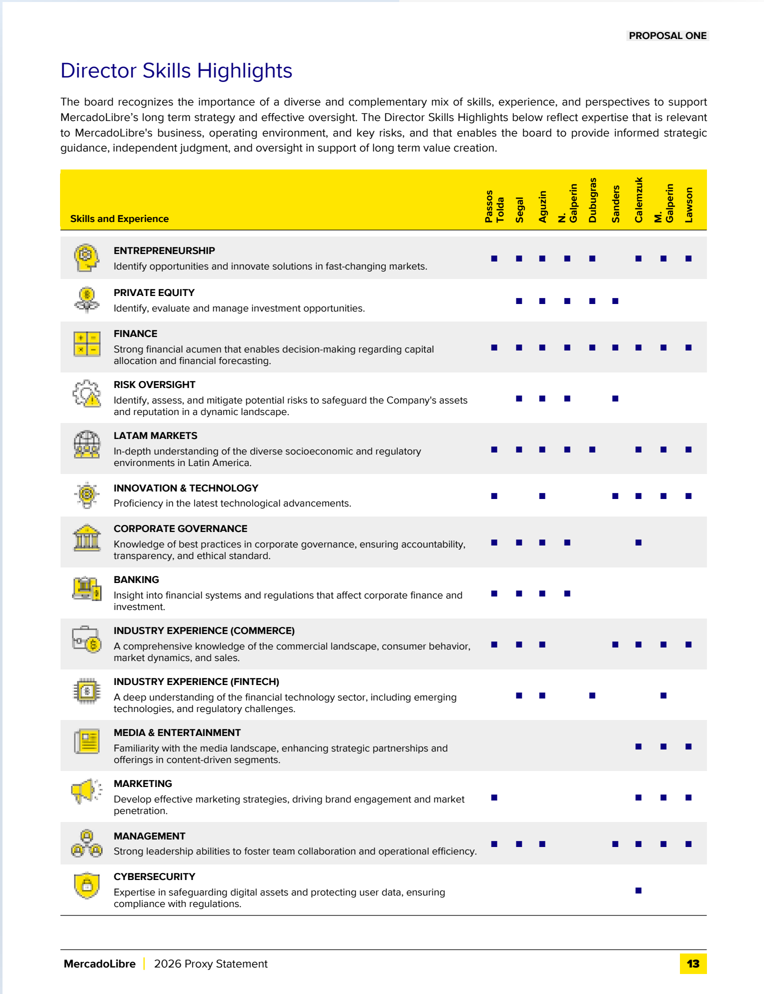
Community Health Care Trust



Bristol Myers Squibb

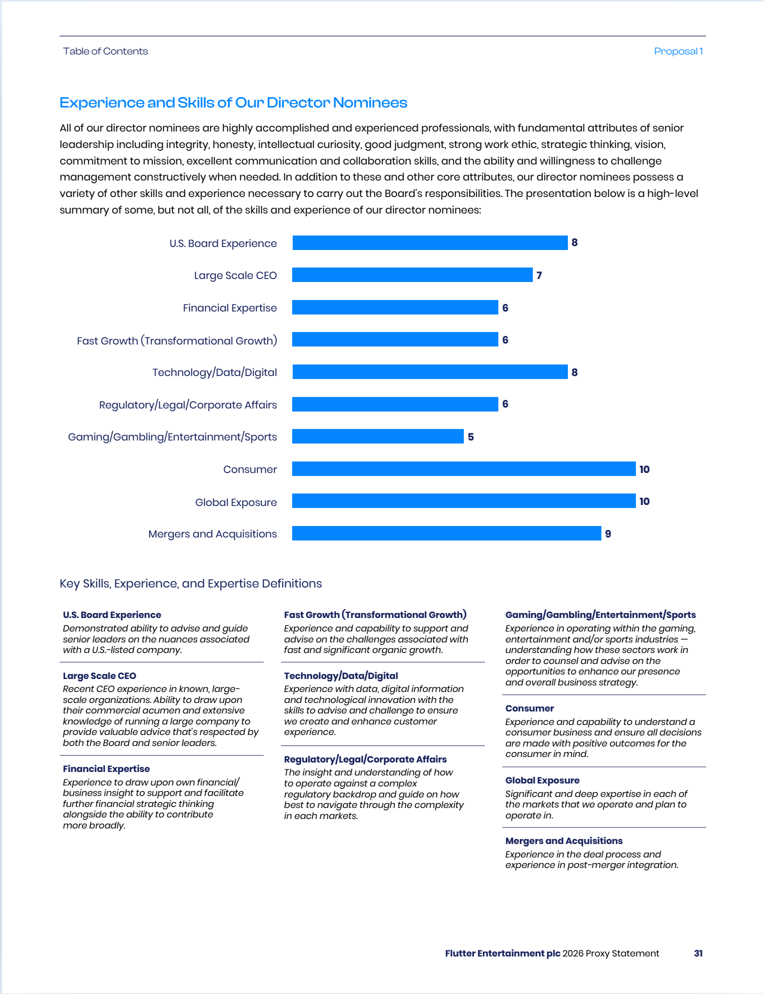


Hayward Holdings

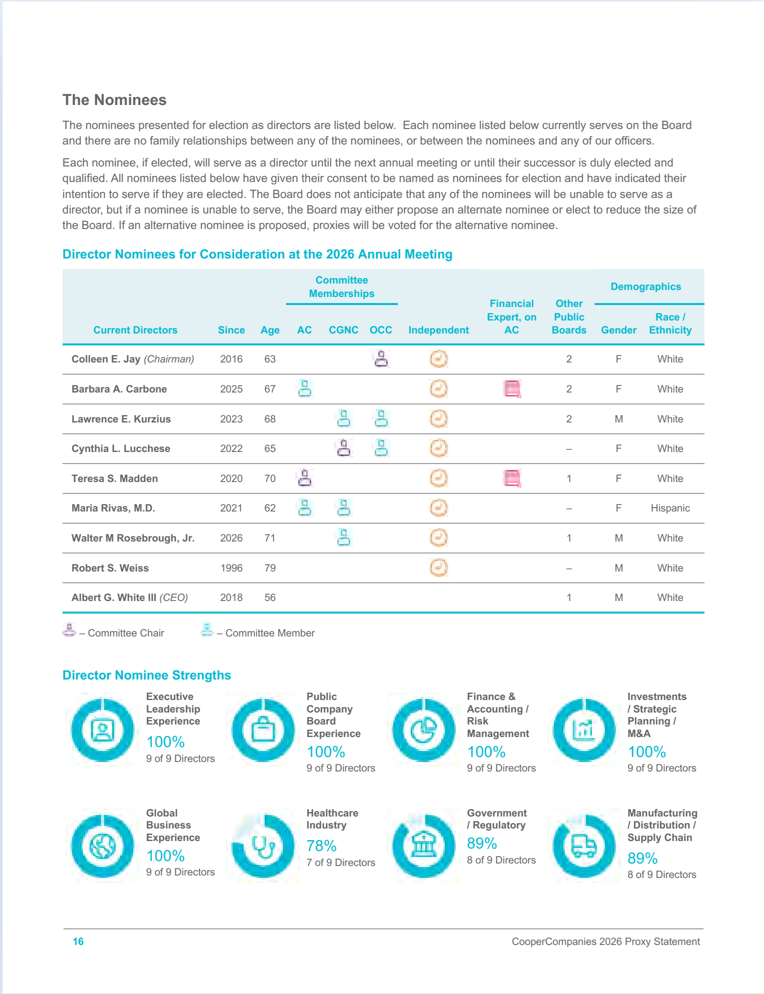


Mercado Libre

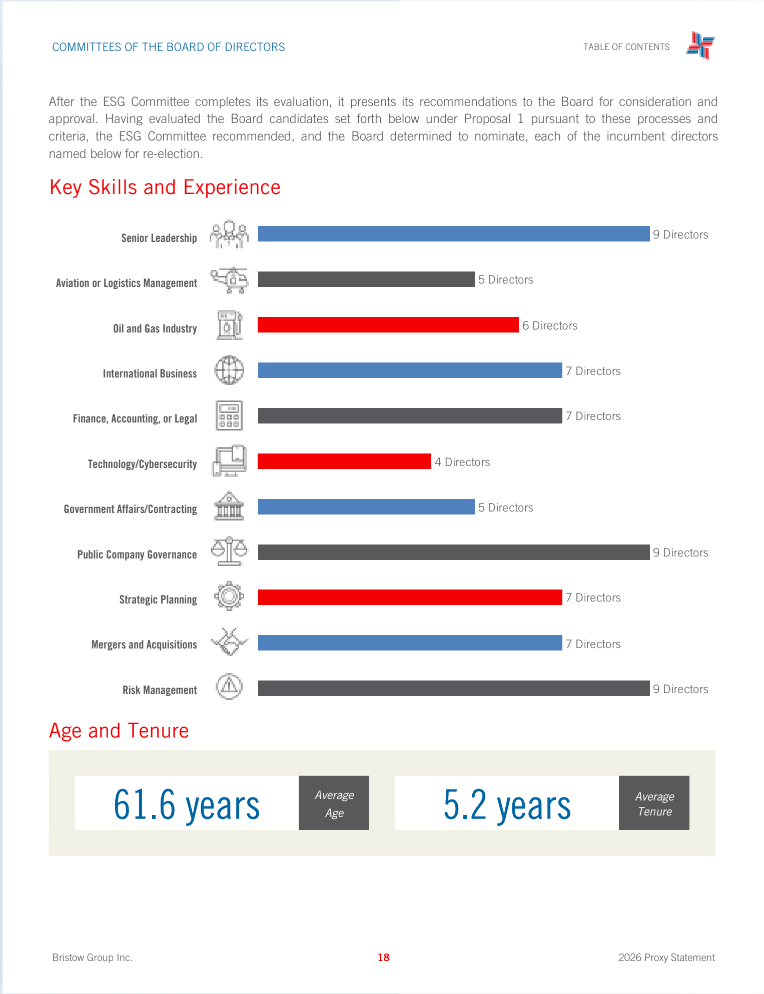
BXP



Flutter Entertainment



Cooper Companies



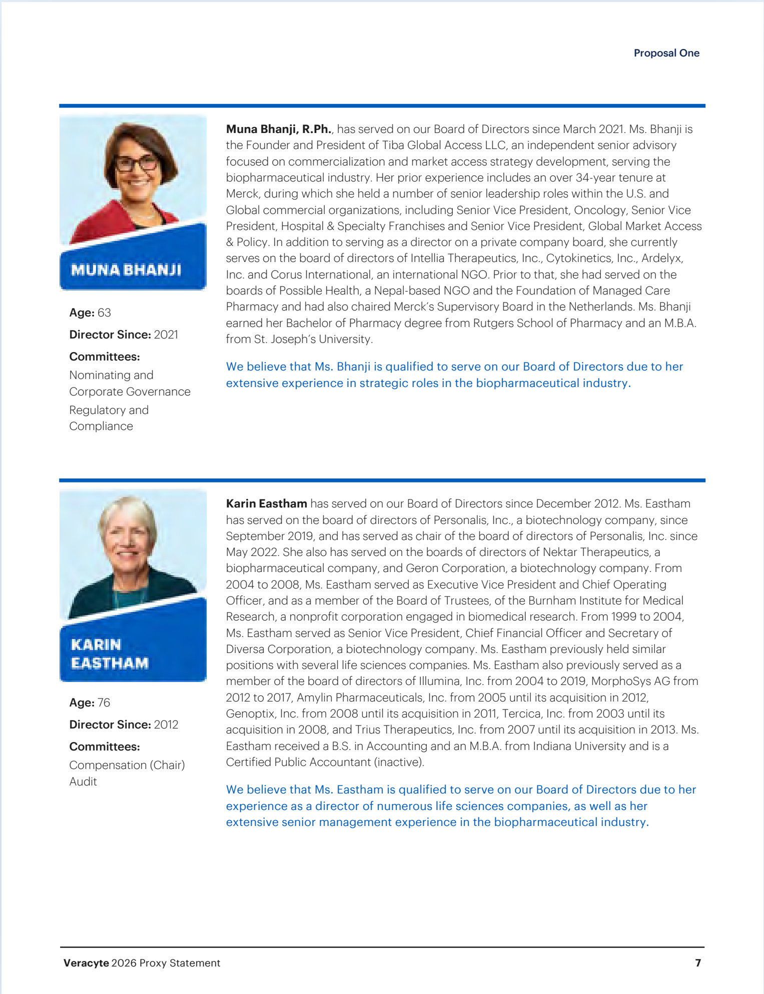
Bristow Group

Proposal 1

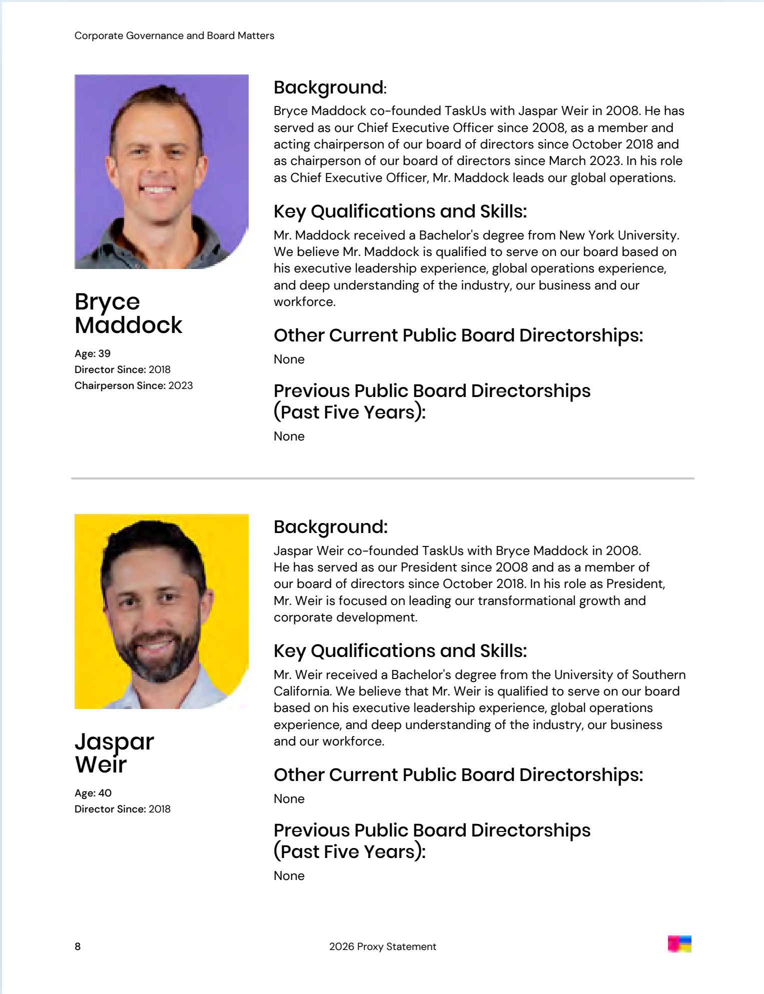
Director Biographies

83%

included director photographs, helping to humanize each individual member.



Veracyte

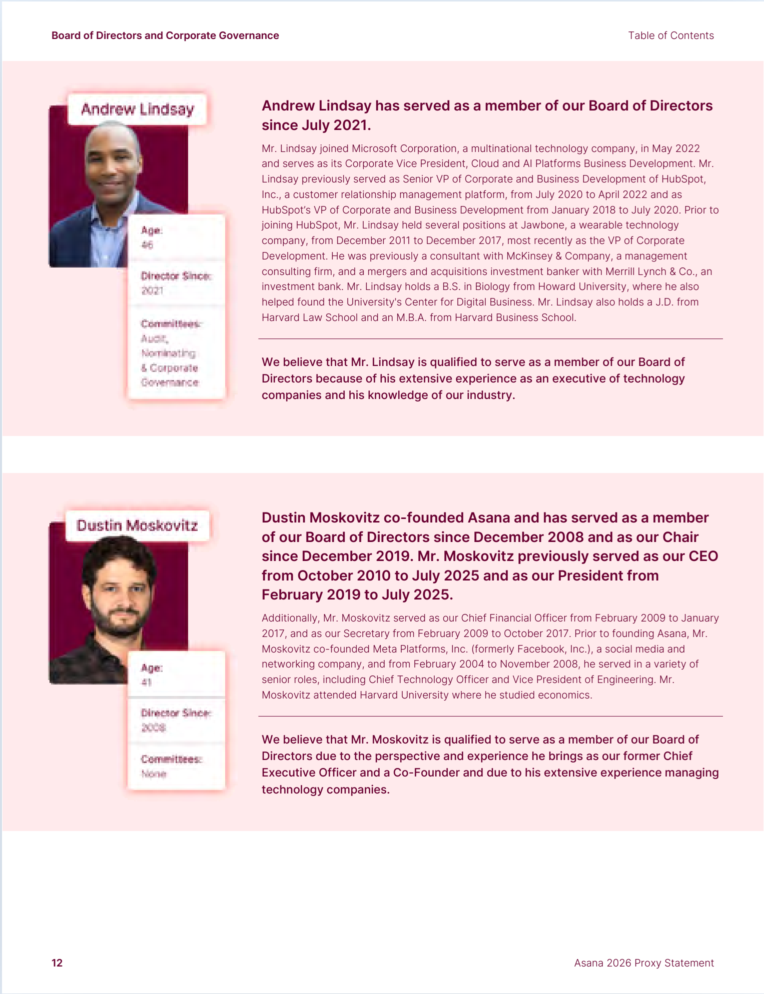


TaskUs

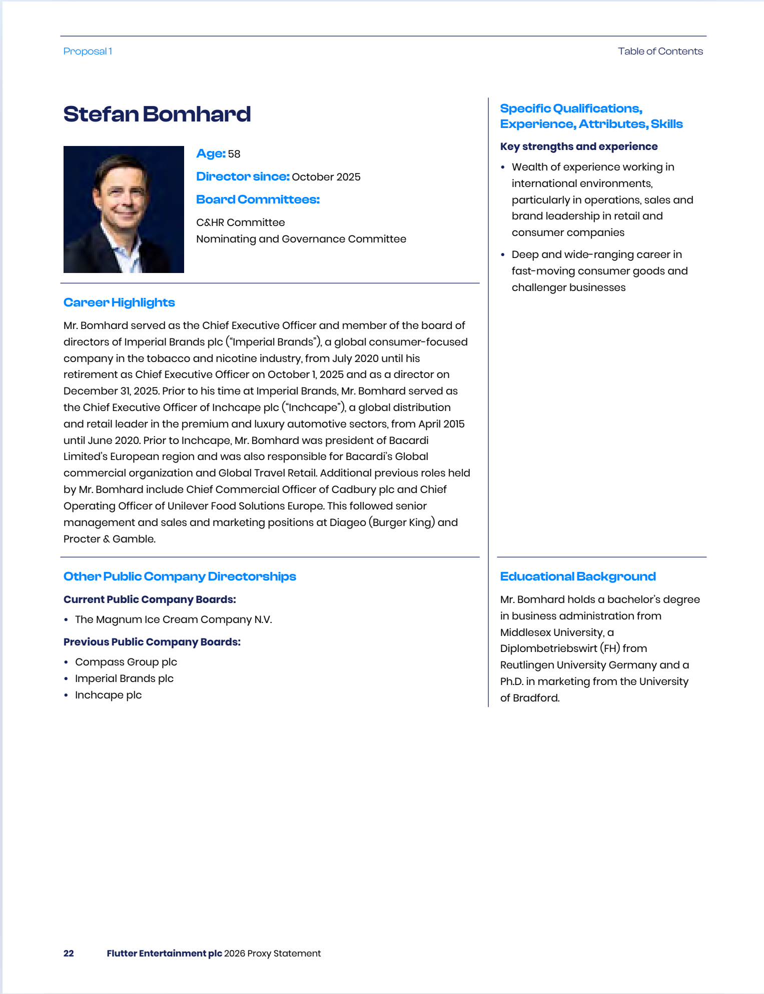
Bark

Salesforce

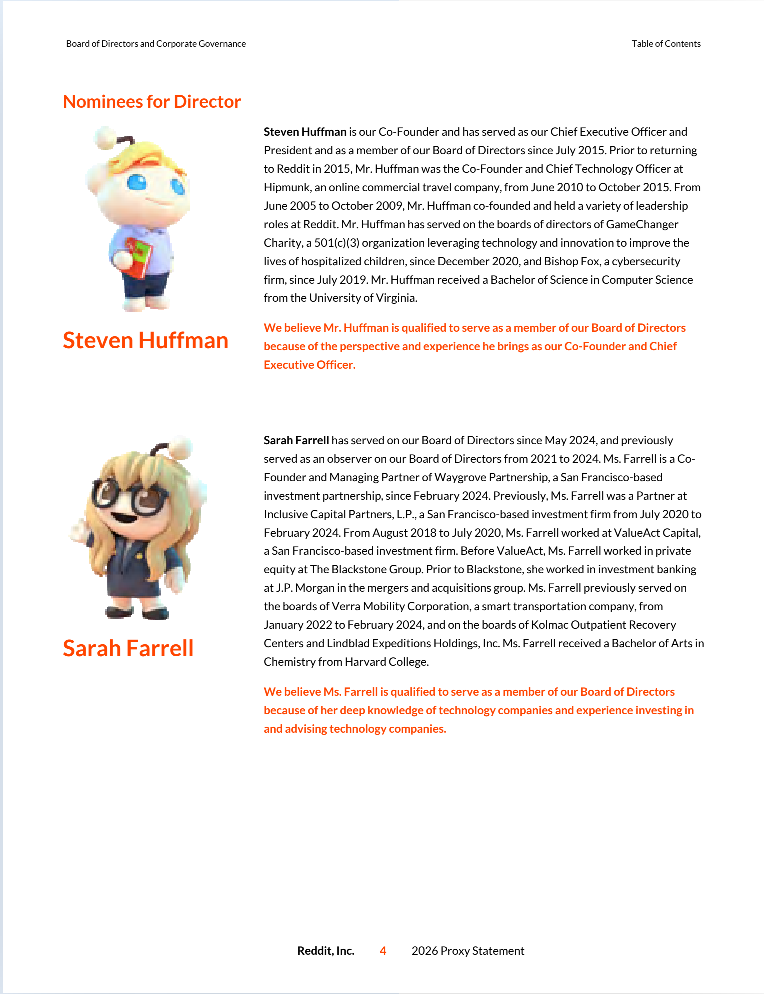
Boston Properties



Asana



Flutter Entertainment



Reddit

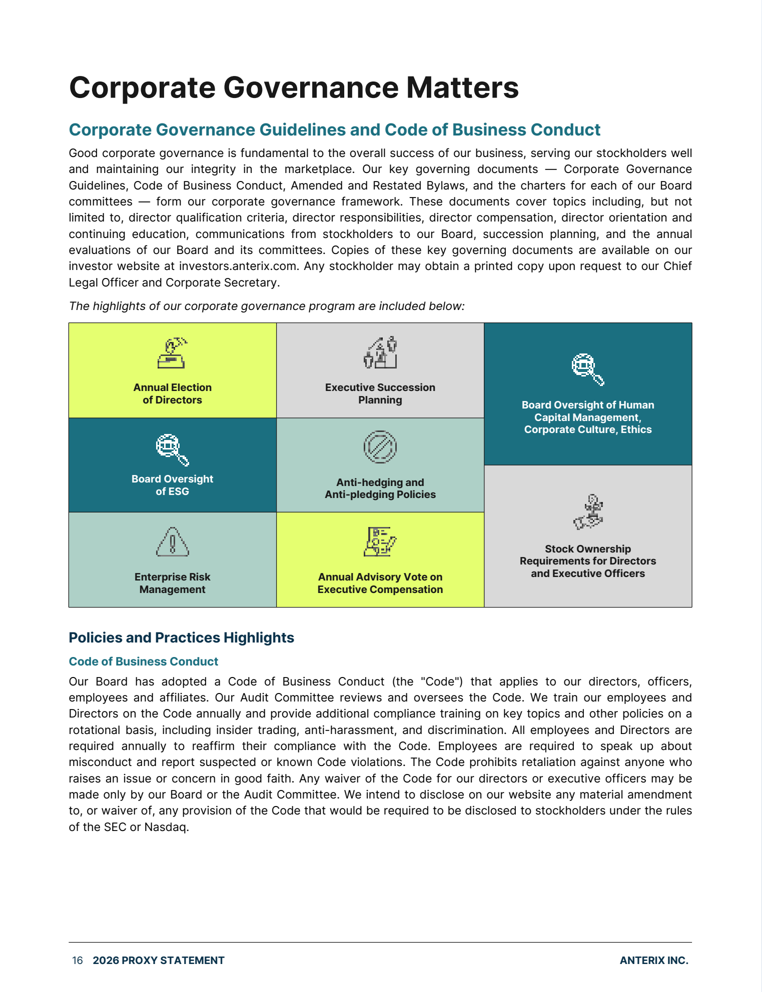
Corporate Governance

46%

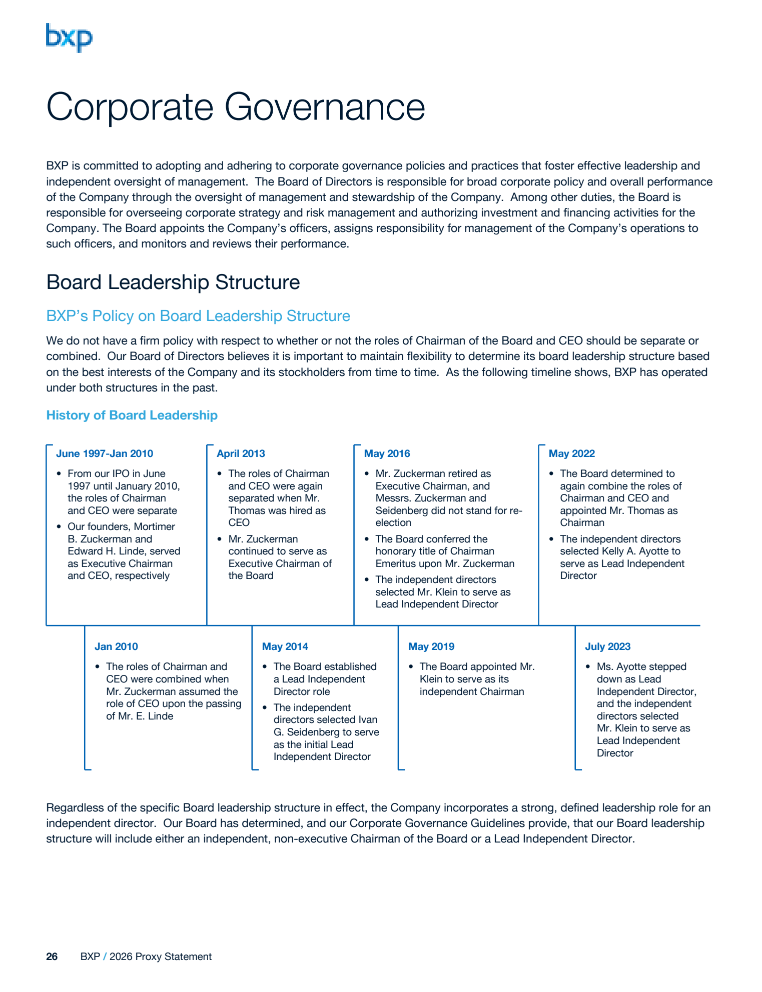
included enhancements for Governance Highlights, Risk Oversight and Shareholder Engagement.

Subsections

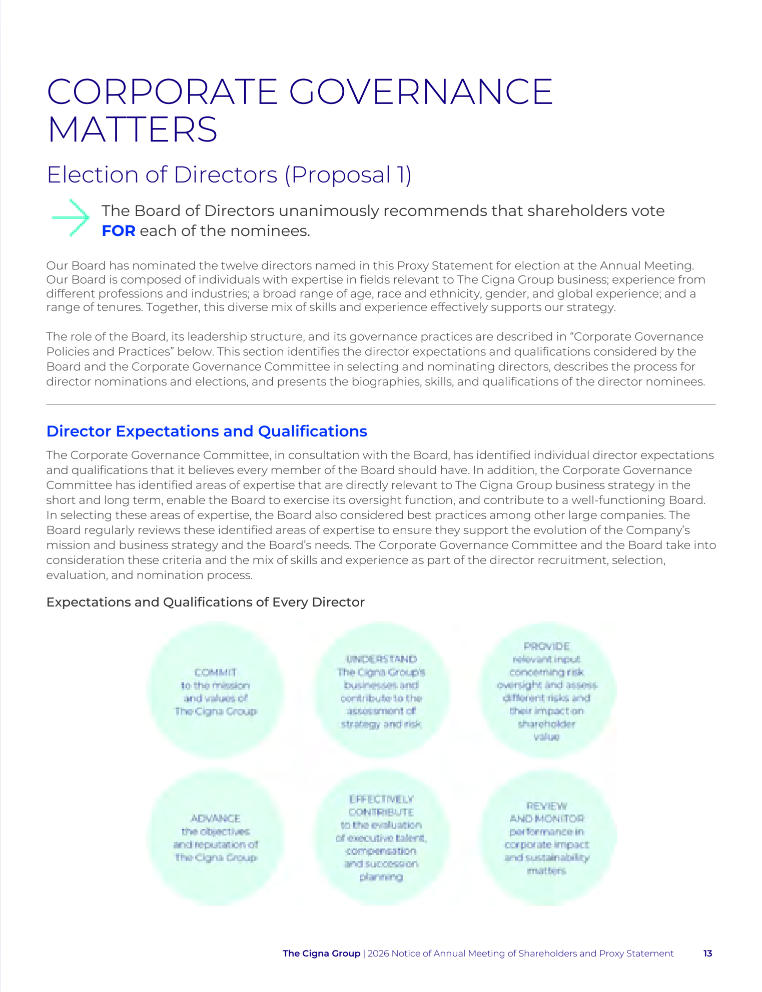
- Governance Highlights
- Risk Oversight
- Board Committees
- Shareholder Engagement



Anterix



BXP

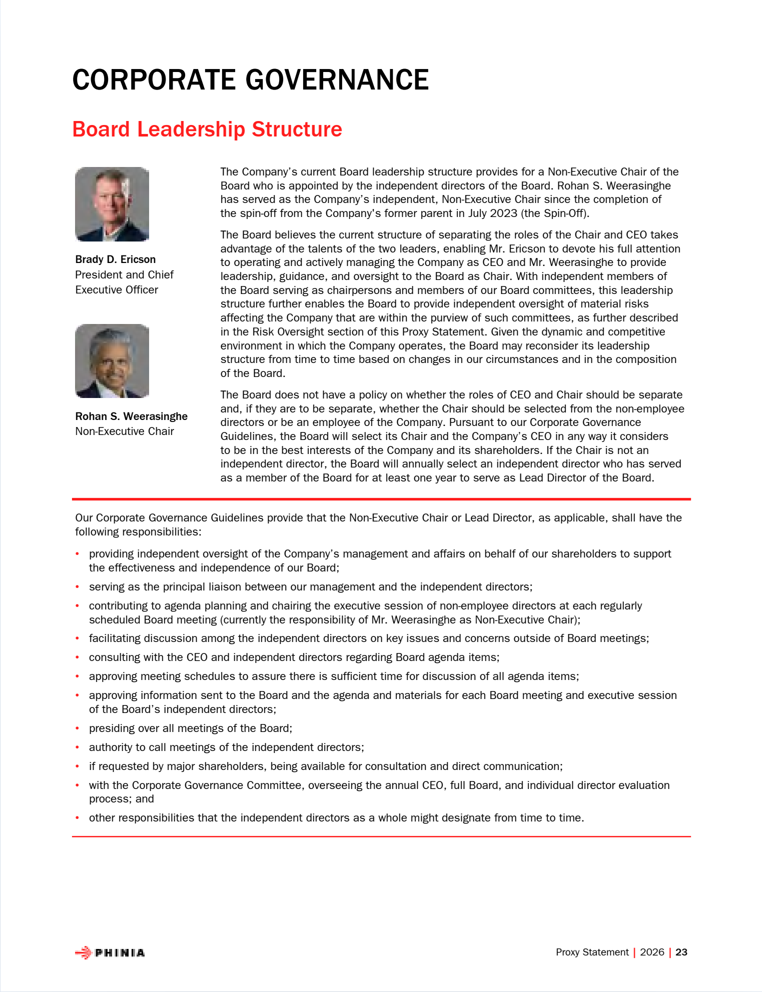


Cigna

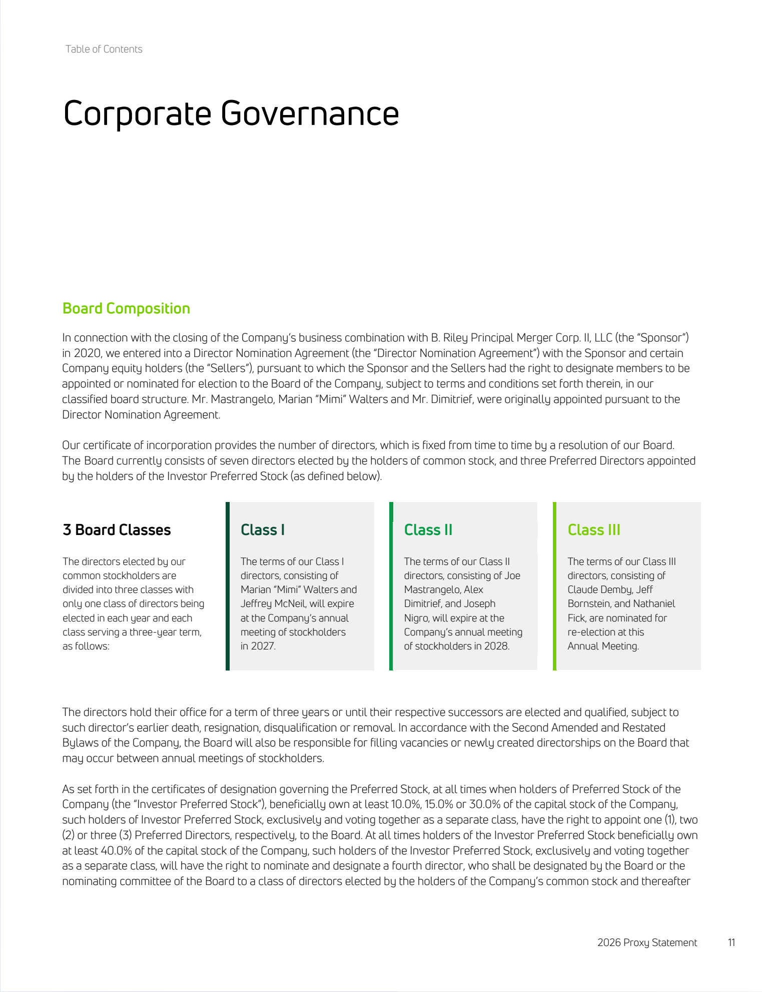
Northern Oil and Gas

Arcosa

Vistra



Phinia



EOS Energy

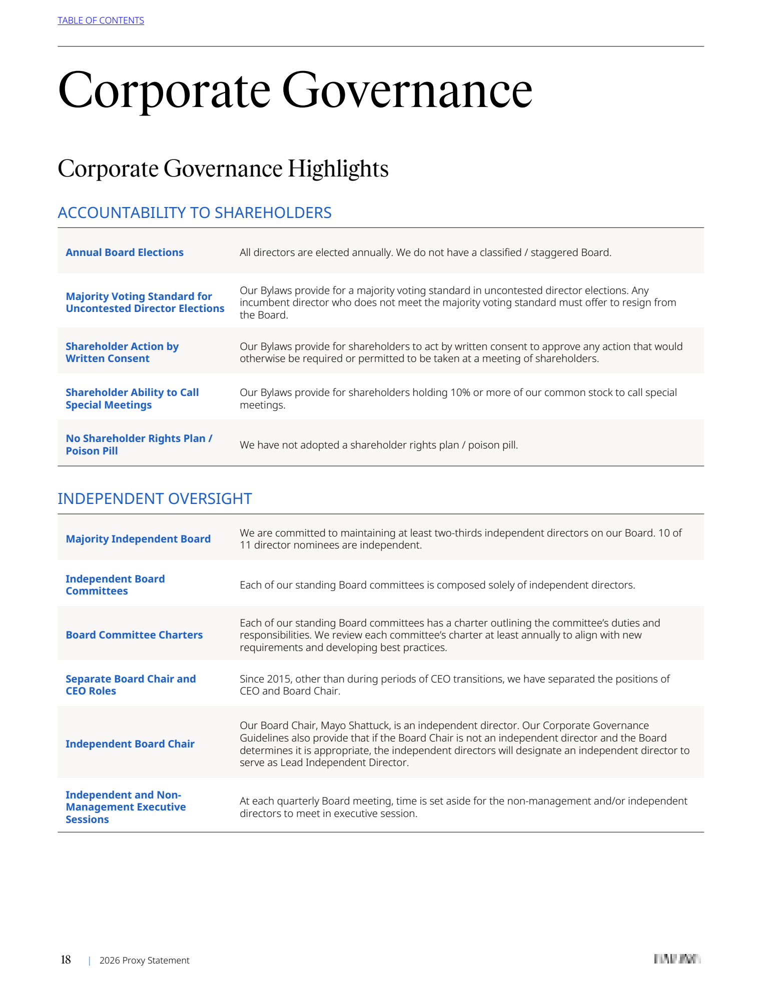
Corporate Governance

Governance Highlights

This overview of best practices on Governance topics makes a nice introduction to the Corporate Governance section.


Corporate Governance Highlights

Regions Financial


Corporate Governance

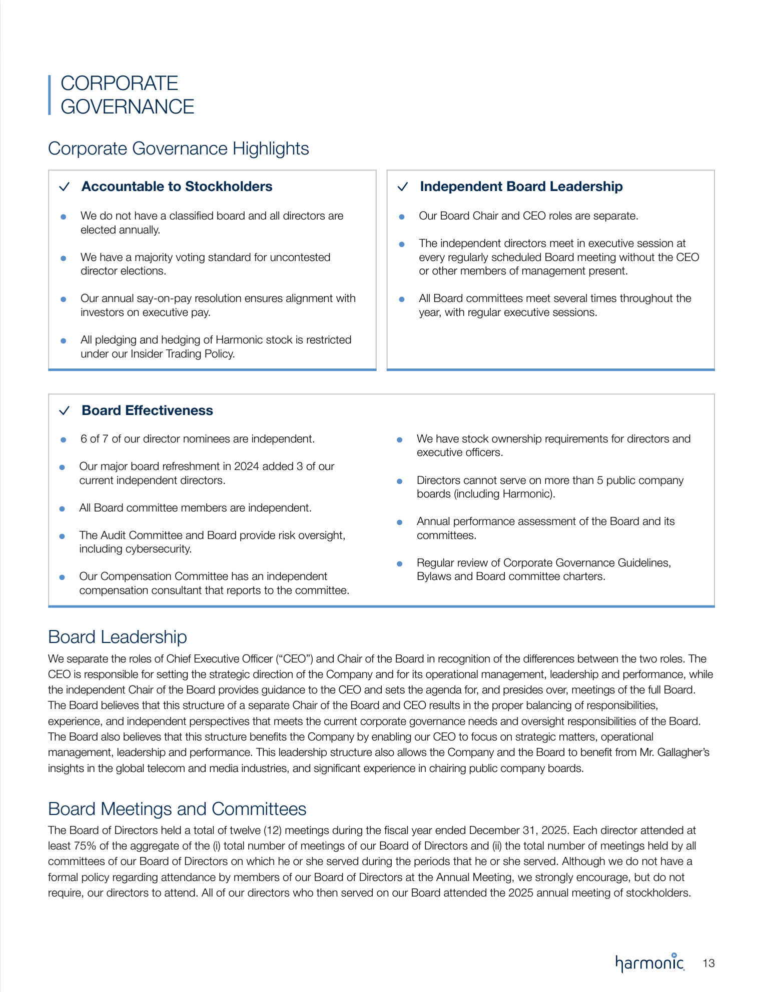
Corporate Governance Highlights

Gap


Corporate Governance

OUR GOVERNANCE HIGHLIGHTS INCLUDE:

Flutter Entertainment

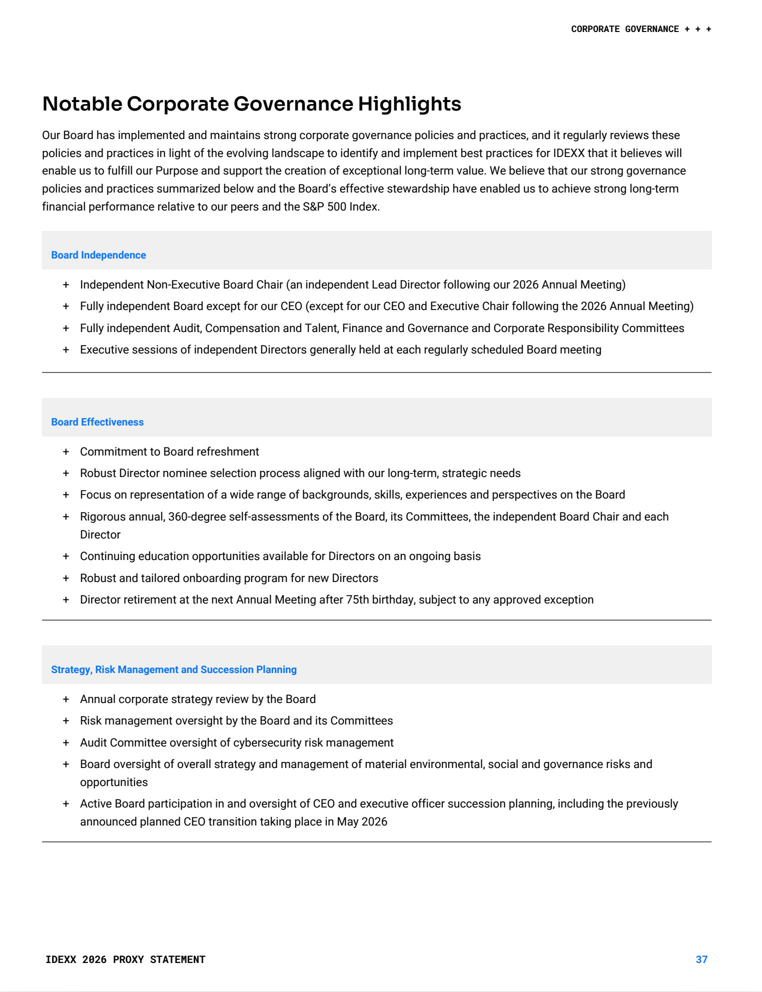

CORPORATE GOVERNANCE

Corporate Governance Highlights

Harmonic


Corporate Governance

AXIS Capital


Notable Corporate Governance Highlights

IDEXX


Corporate Governance

Structure of the Board of Directors

Veracyte


CORPORATE GOVERNANCE

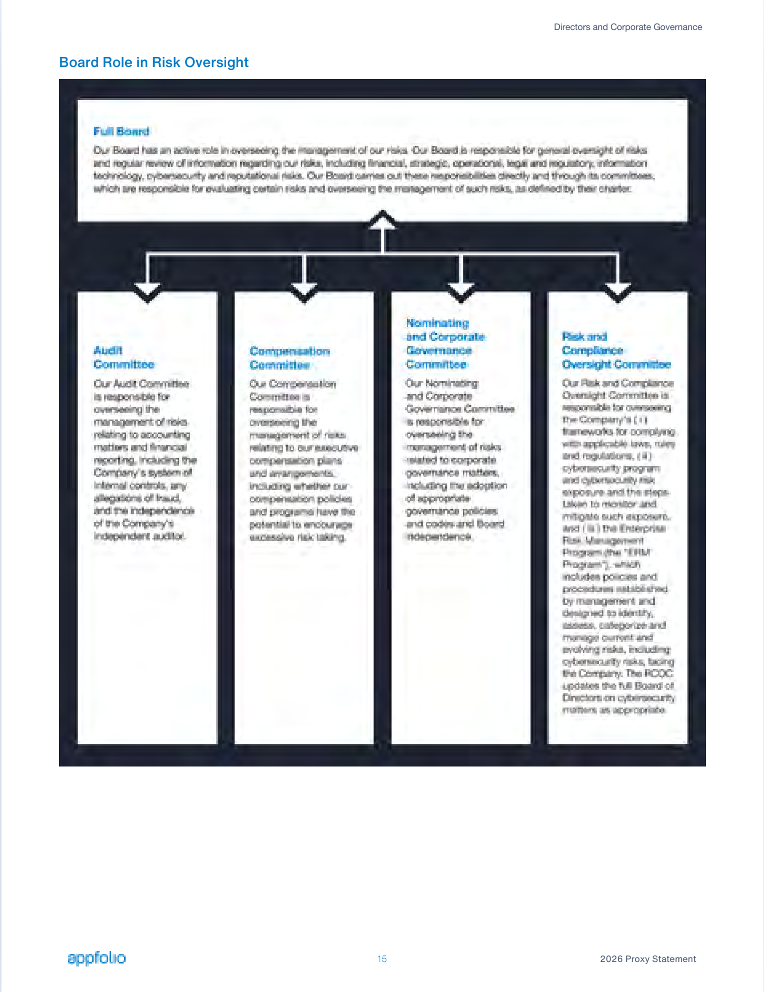
Corporate Governance Highlights

Garrett Motion

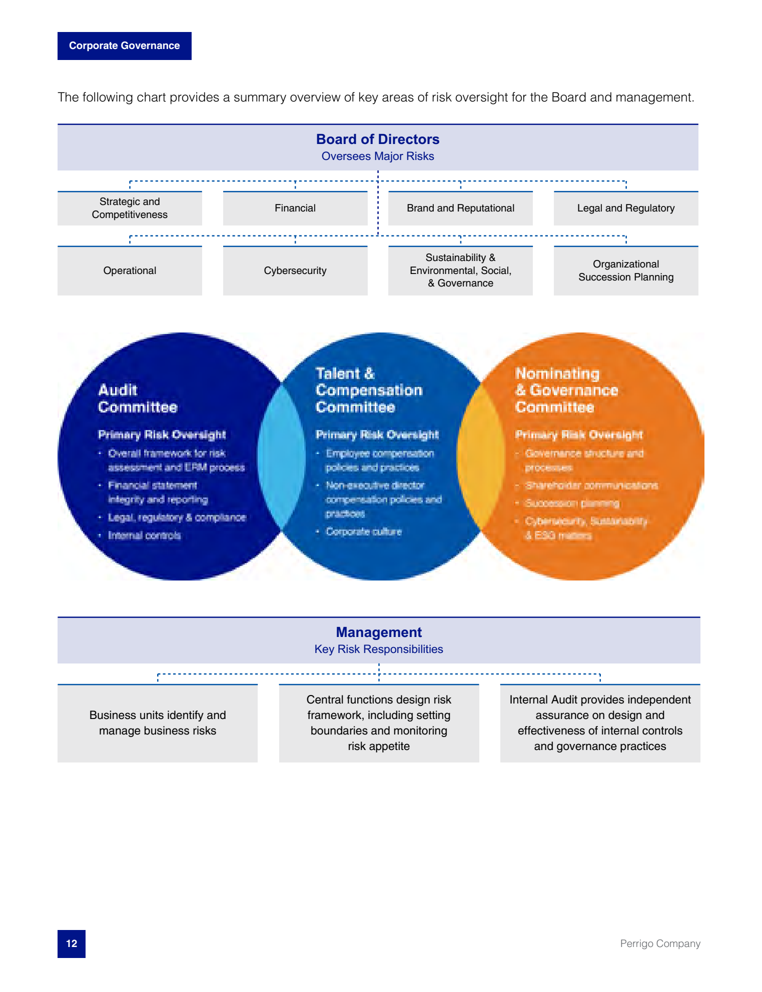
Corporate Governance

Risk Oversight

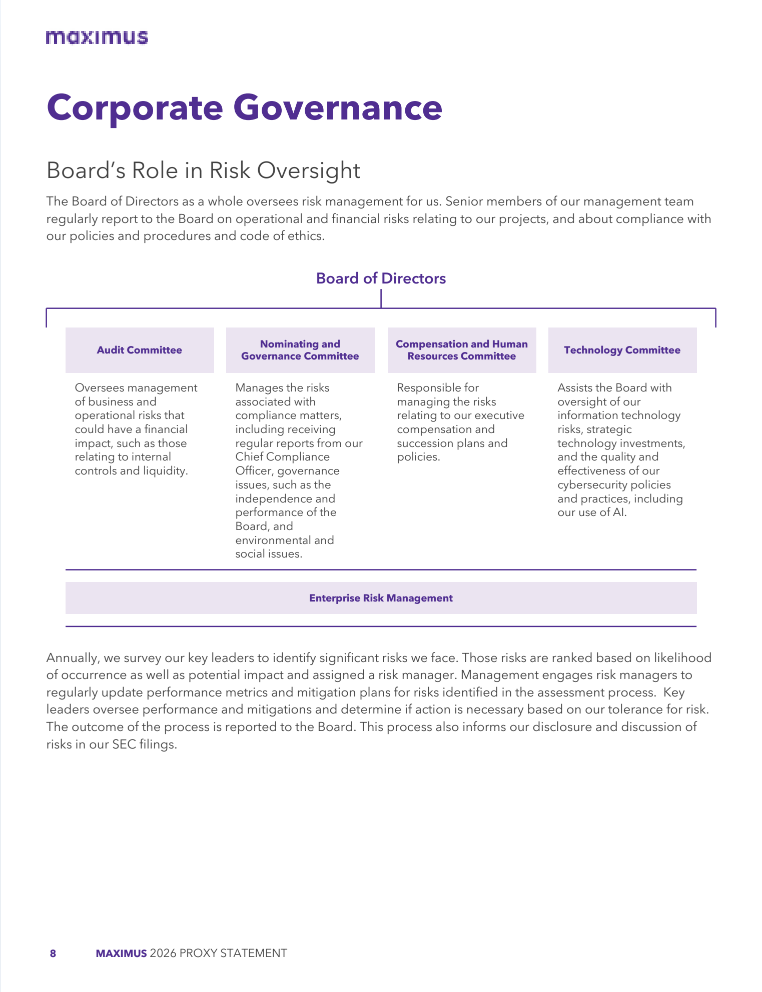
Graphically depicts reporting relationships and responsibilities of Board committees to the full board and enterprise risk management.



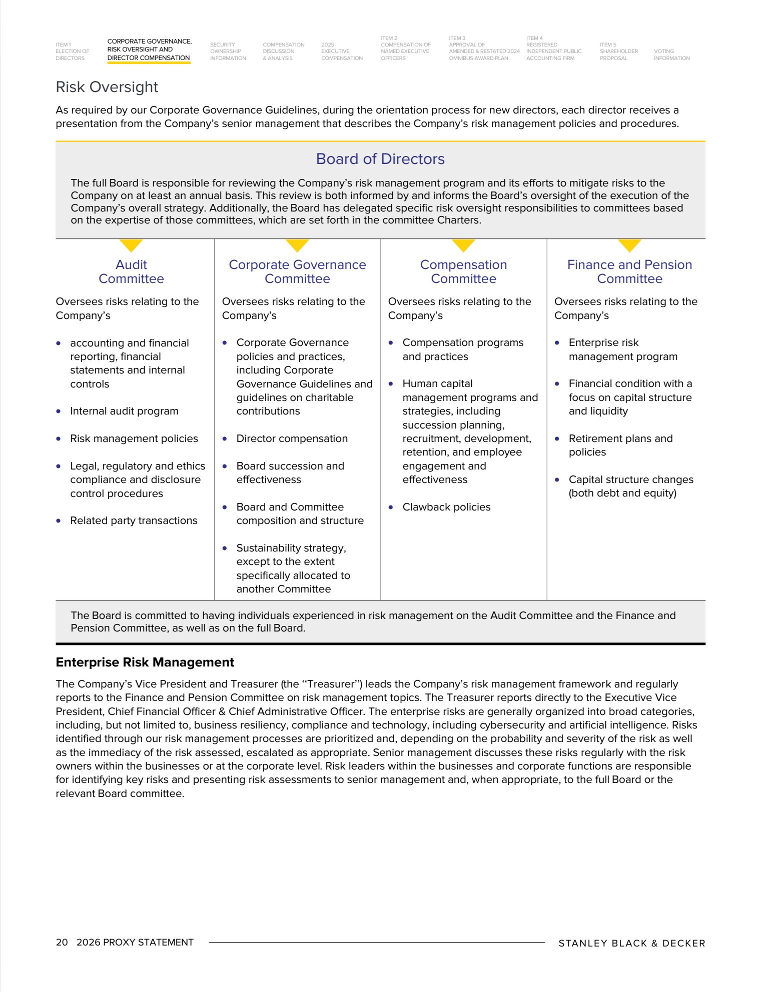
AppFolio



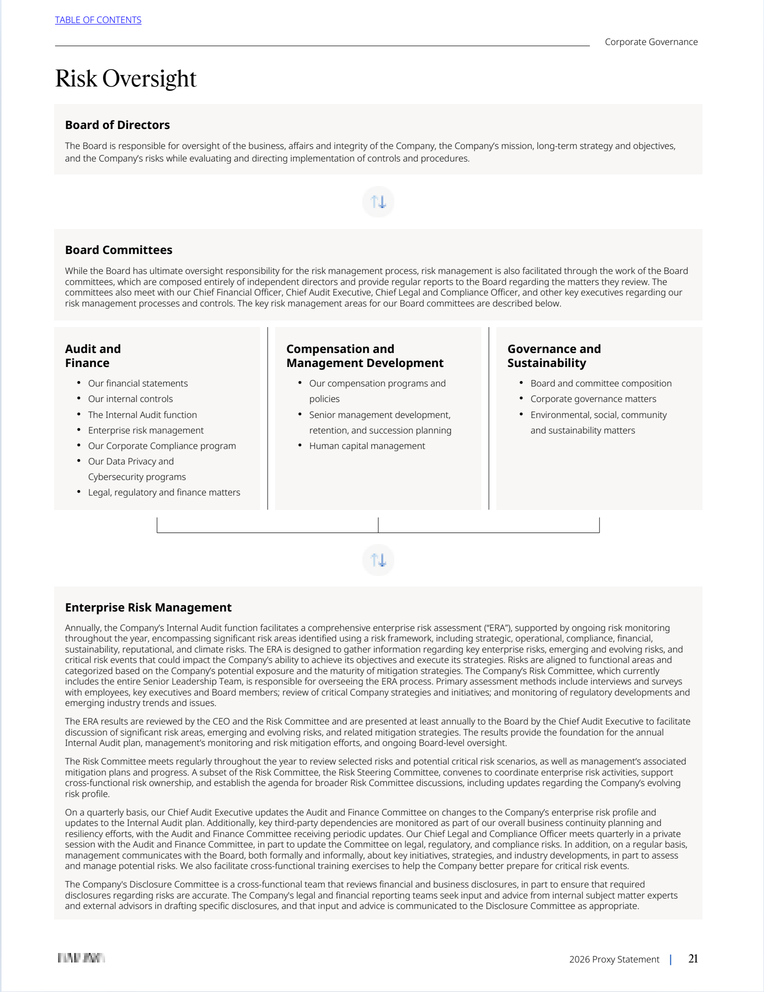
Perrigo



Maximus



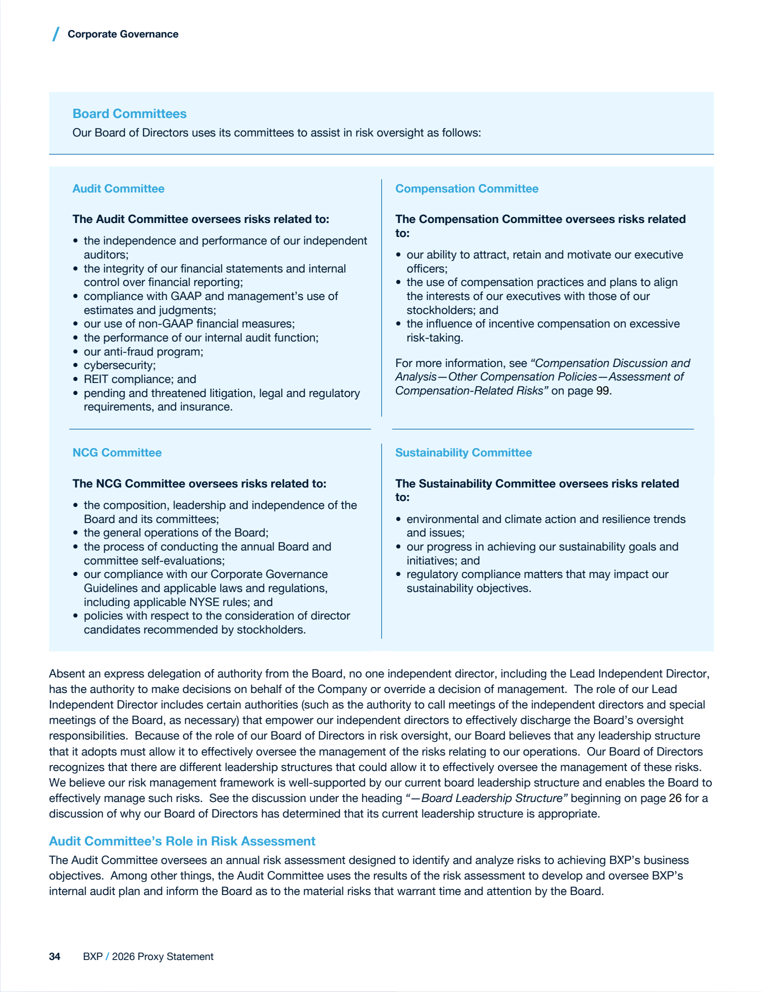
Stanley Black & Decker



Gap

Flutter Entertainment

Phinia

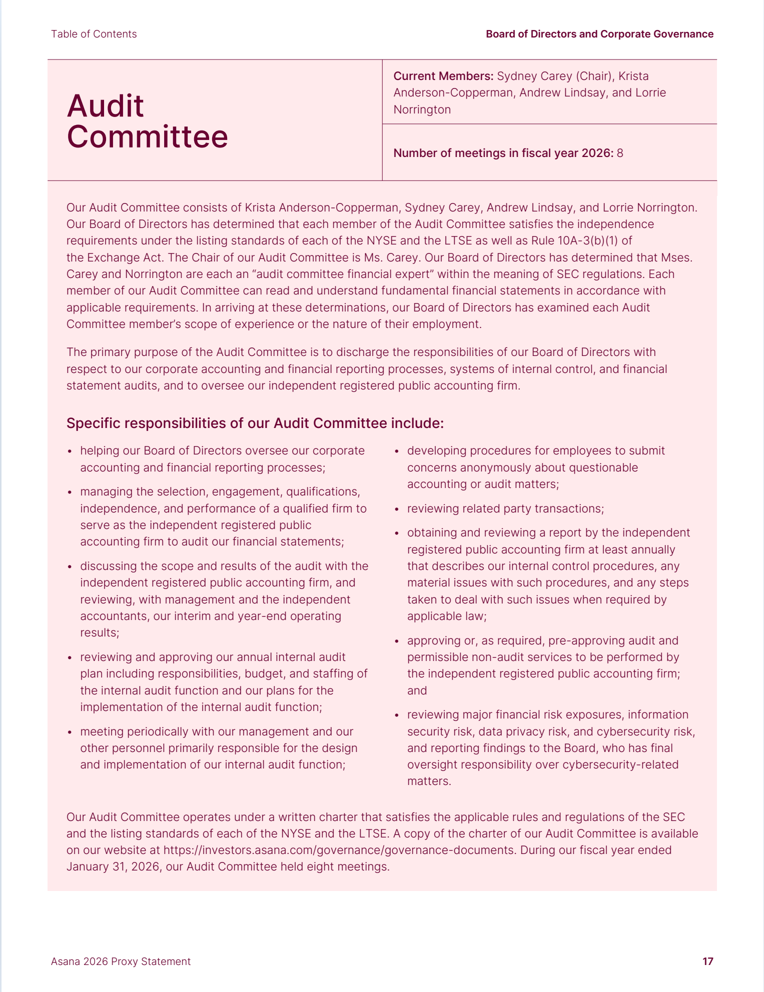


BXP

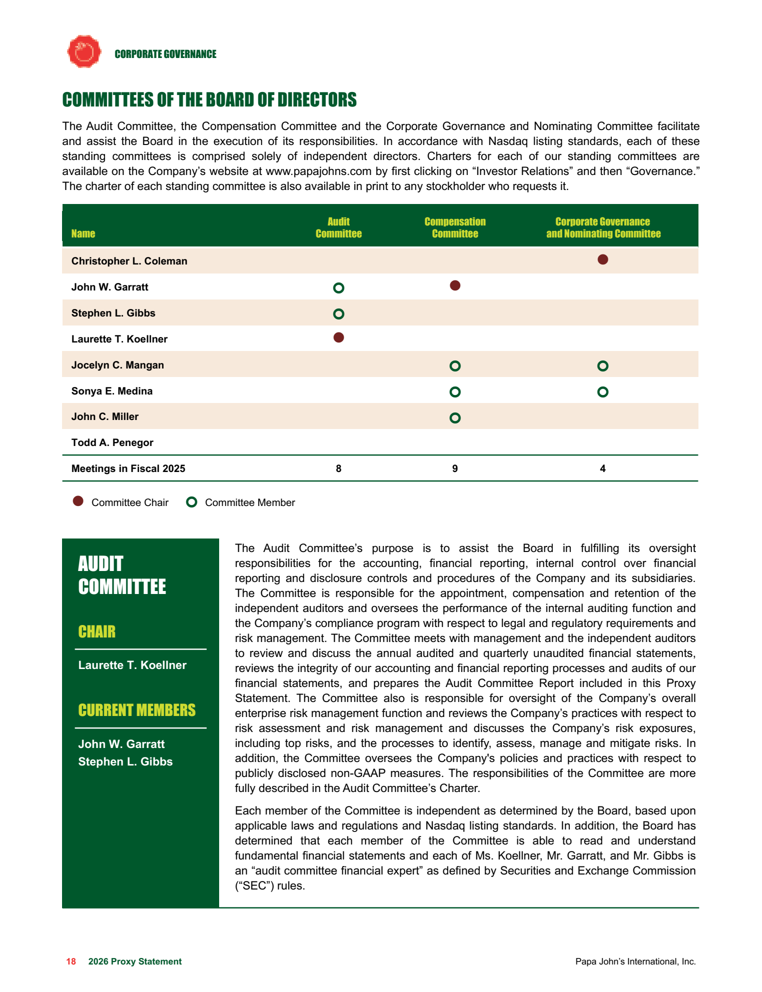
Corporate Governance

Board Committees

Identifies clarity on individual committee members, attendance, meeting frequency, and highlights.

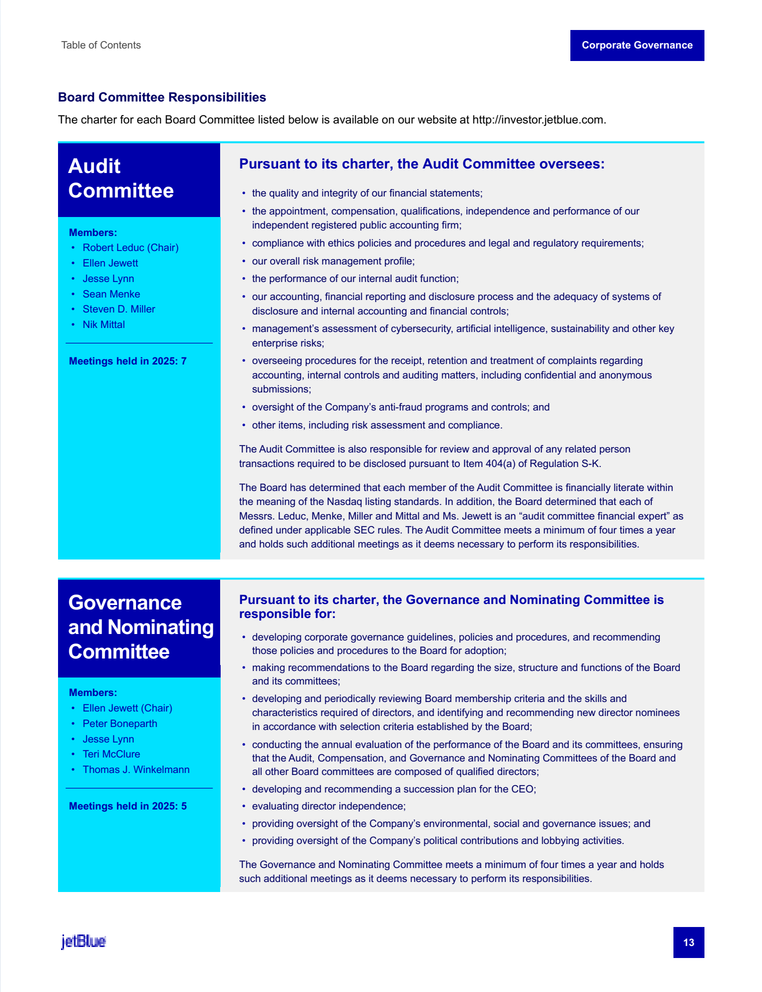


Asana



Papa Johns

Castle Biosciences

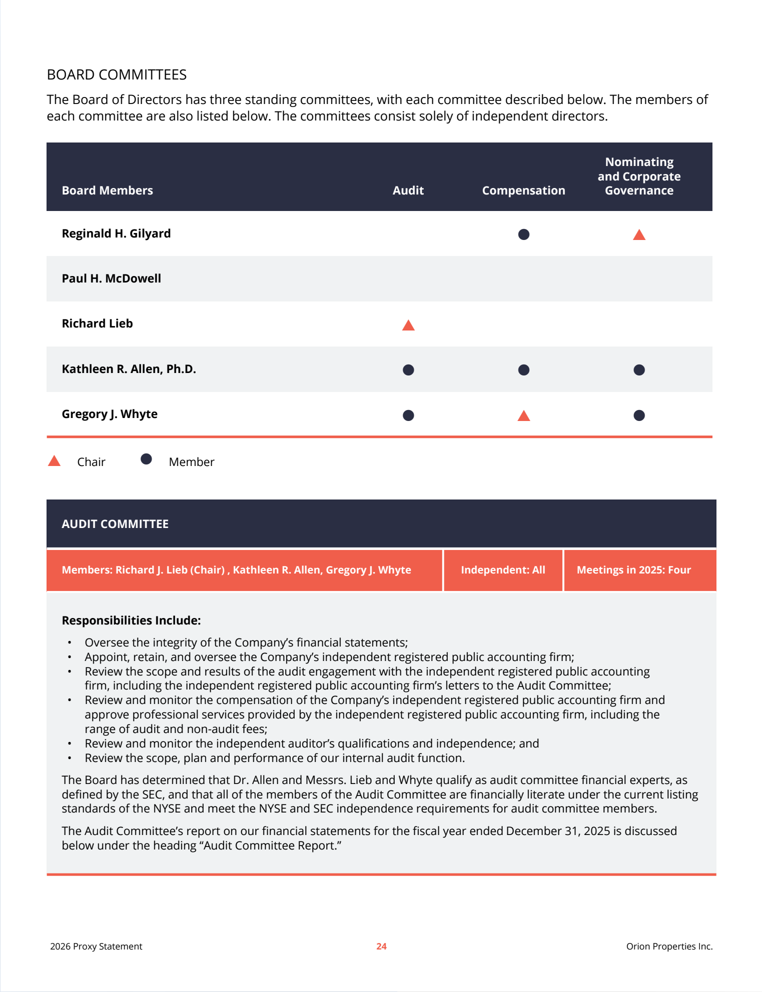


JetBlue

CME Group

Simpson Manufacturing

Bristol Myers Squibb



Orion Properties

Corporate Governance

Shareholder Engagement

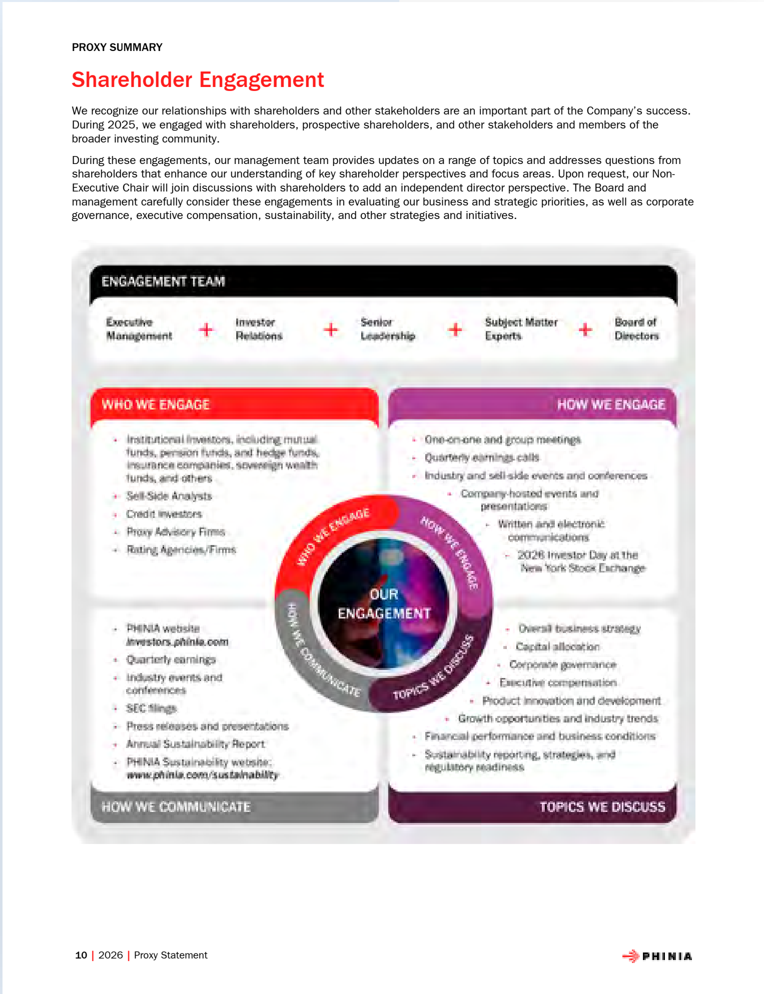
60%

included a summary on outreach and engagement to shareholders, citing frequency of meetings, feedback to the board and responsiveness.

CME Group

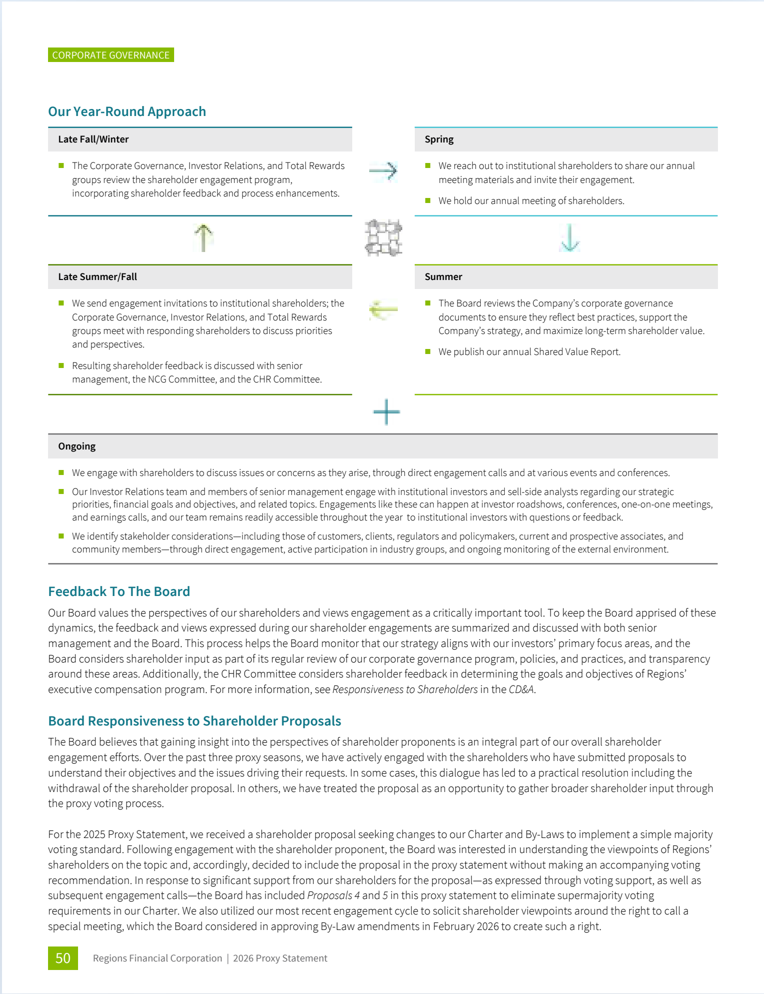
Salesforce

Gap

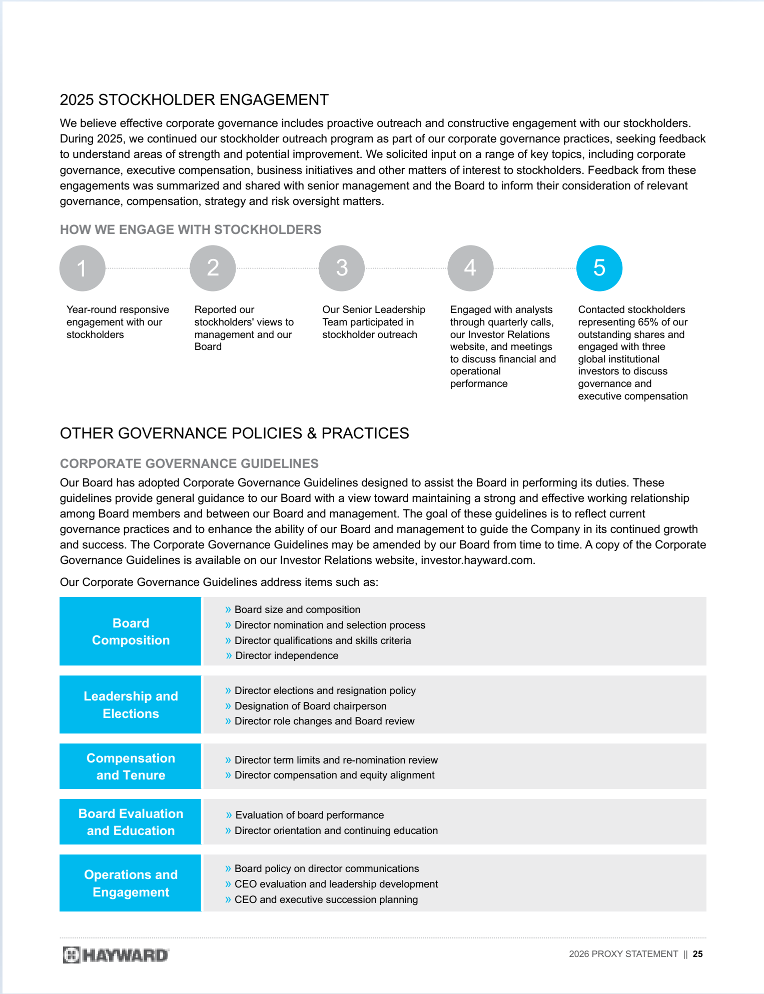


Phinia

Hydro One



Regions Financial

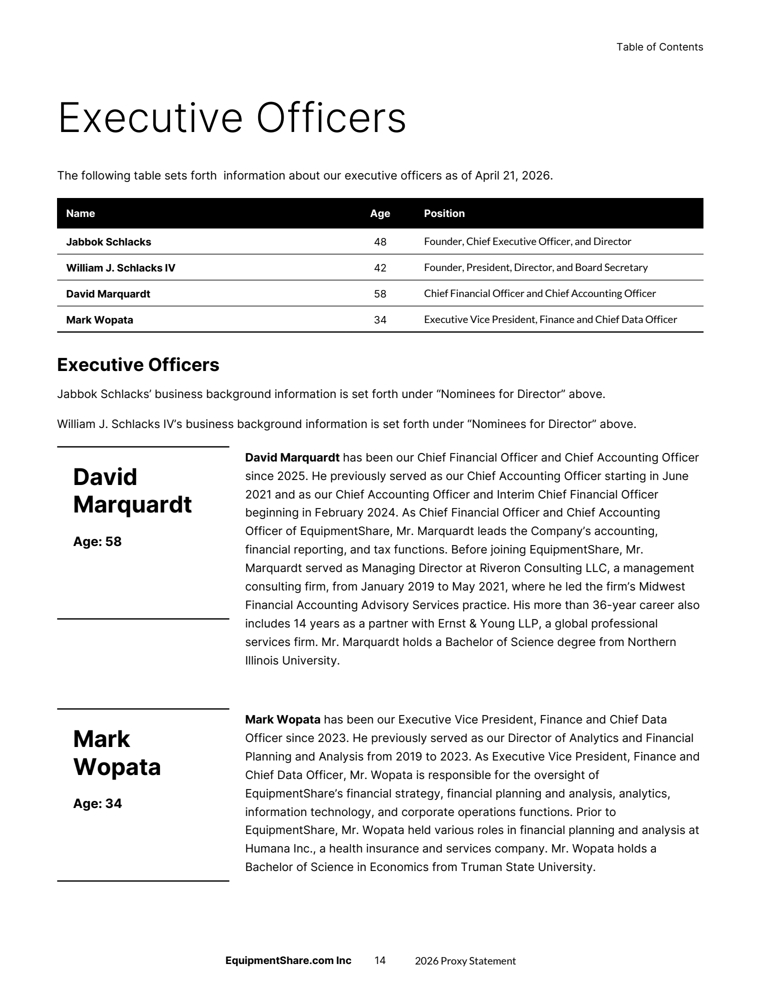


Hayward Holdings

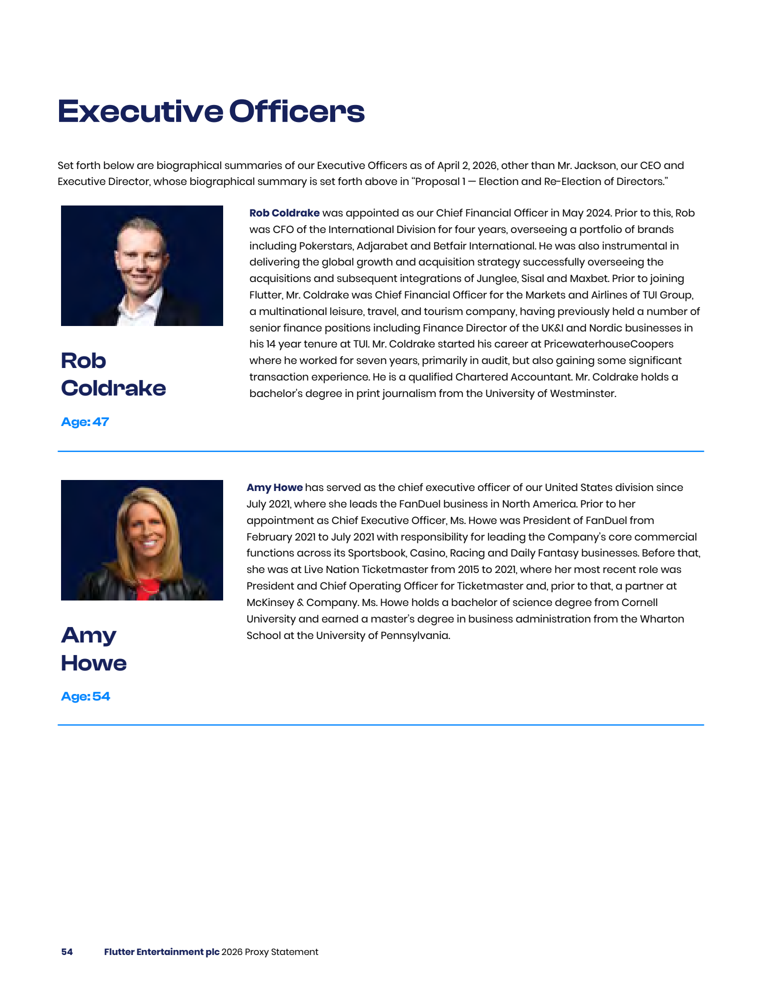
Visteon

Executive Officers

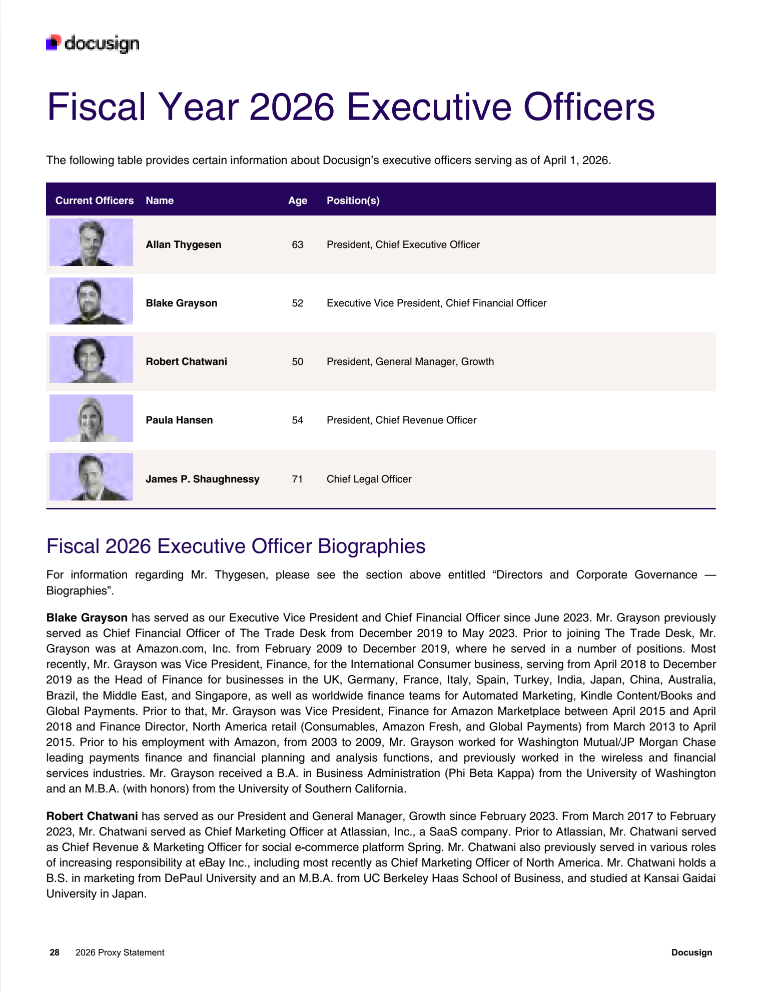
Provides details on the Executive Officers—individual positions and biographies, designed to instill confidence and humanize the leadership team.



EquipmentShare

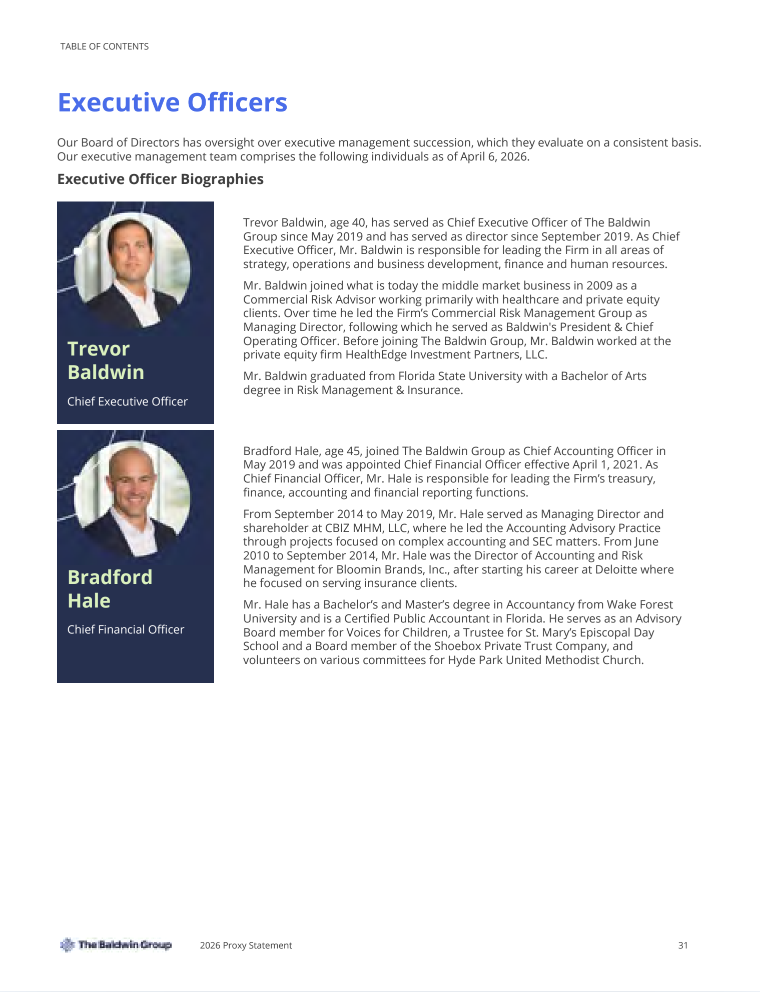


Flutter Entertainment

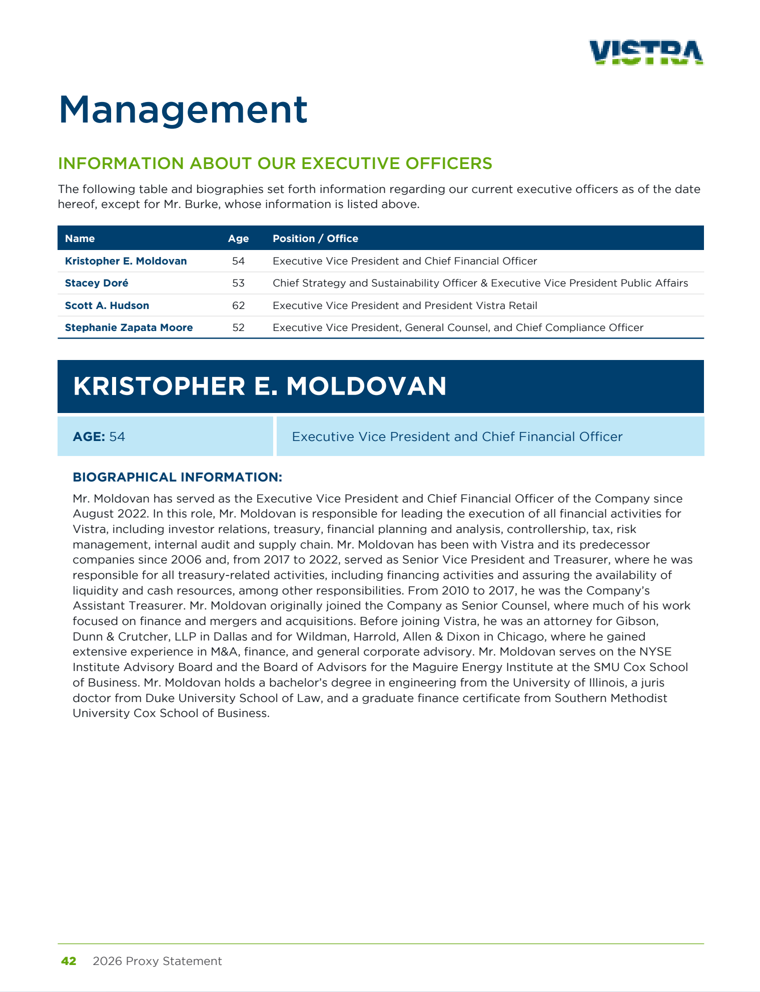


Docusign

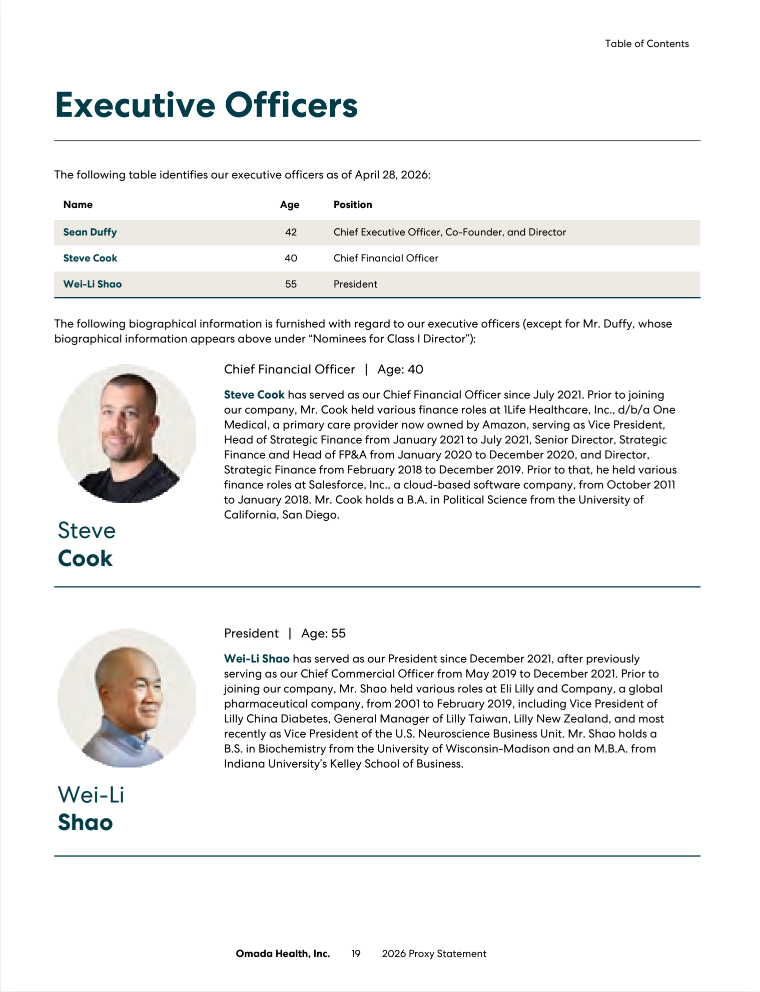
Mercado Libre



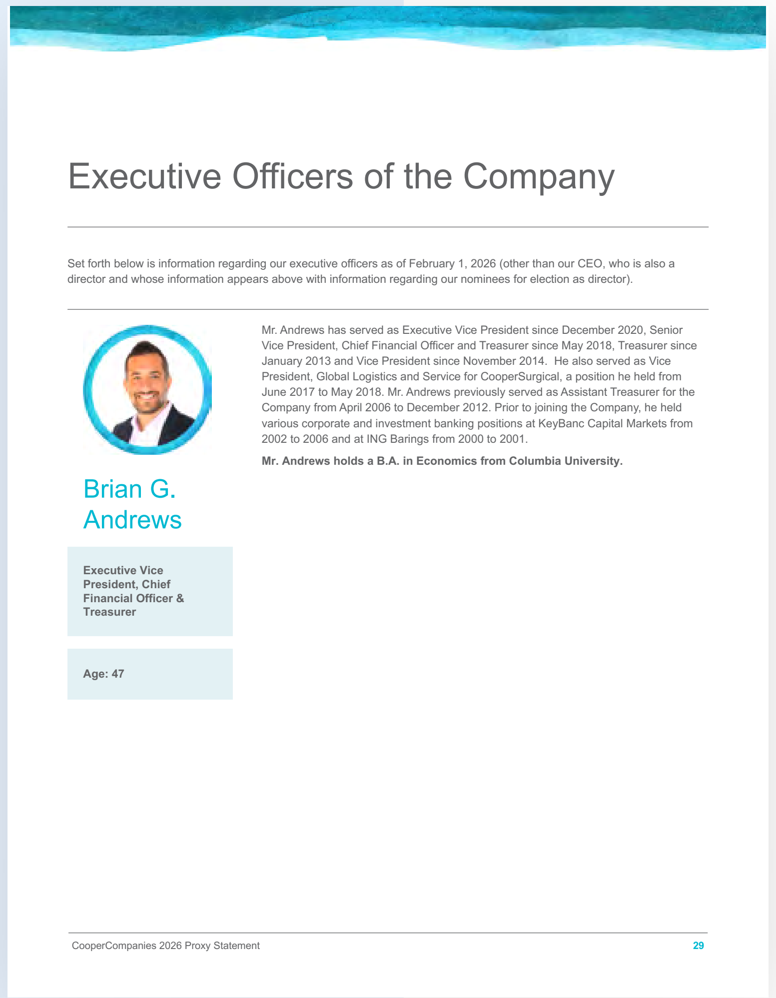
The Baldwin Group



Vistra



Omada Health



Cooper Companies

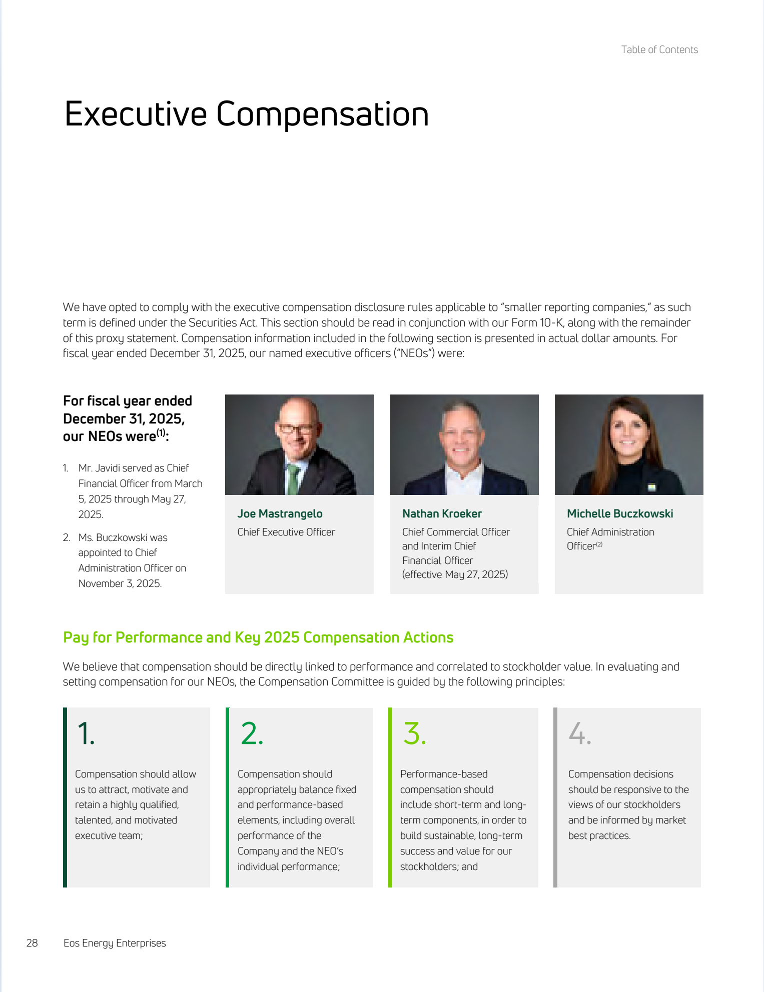
Executive Compensation

50%

included enhancements in their Executive Compensation section, bringing greater clarity to key financial disclosures.

Subsections

- Executive Summary
- Say-on-Pay
- Summary Compensation Table


Executive Compensation

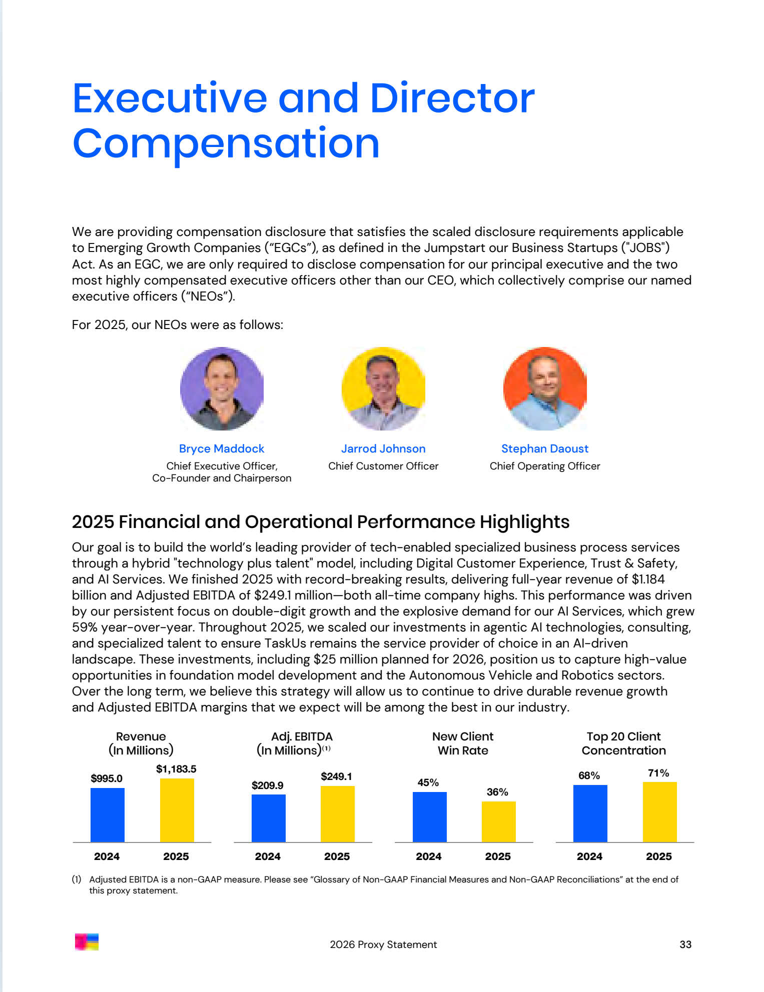
EOS Energy


Executive Compensation
Compensation Discussion and Analysis

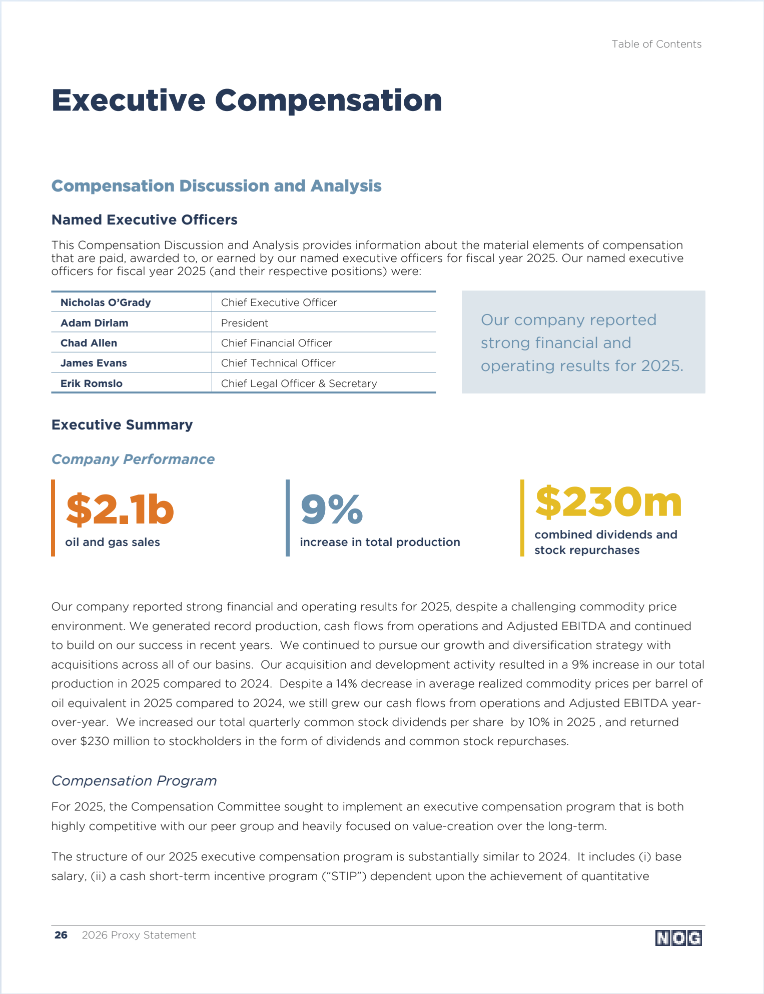
Arcosa


Compensation Discussion and Analysis

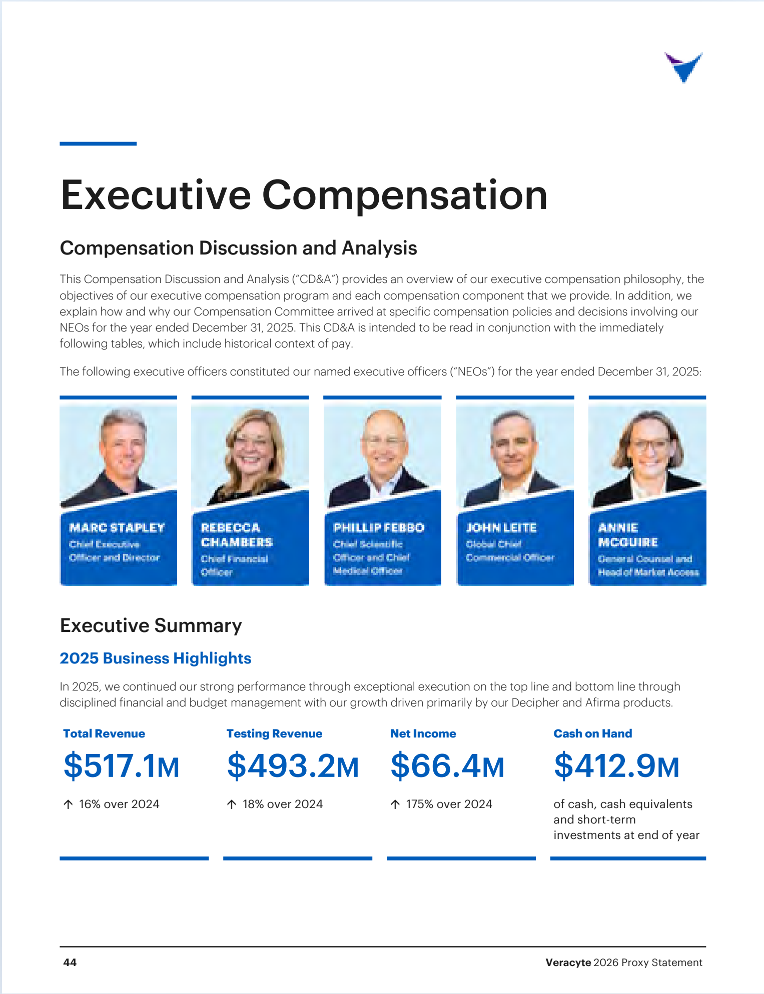
The Baldwin Group


Executive and Director Compensation

TaskUs


Executive Compensation

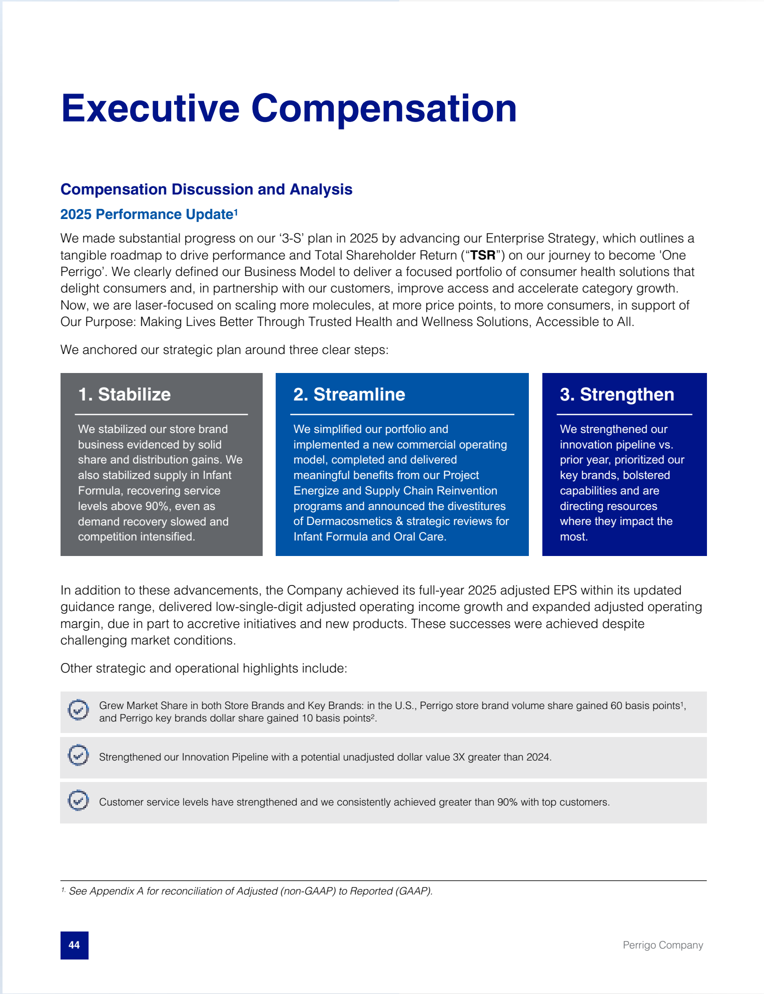
Northern Oil and Gas


Executive Compensation

Veracyte


EXECUTIVE COMPENSATION
Compensation Discussion and Analysis

Phinia

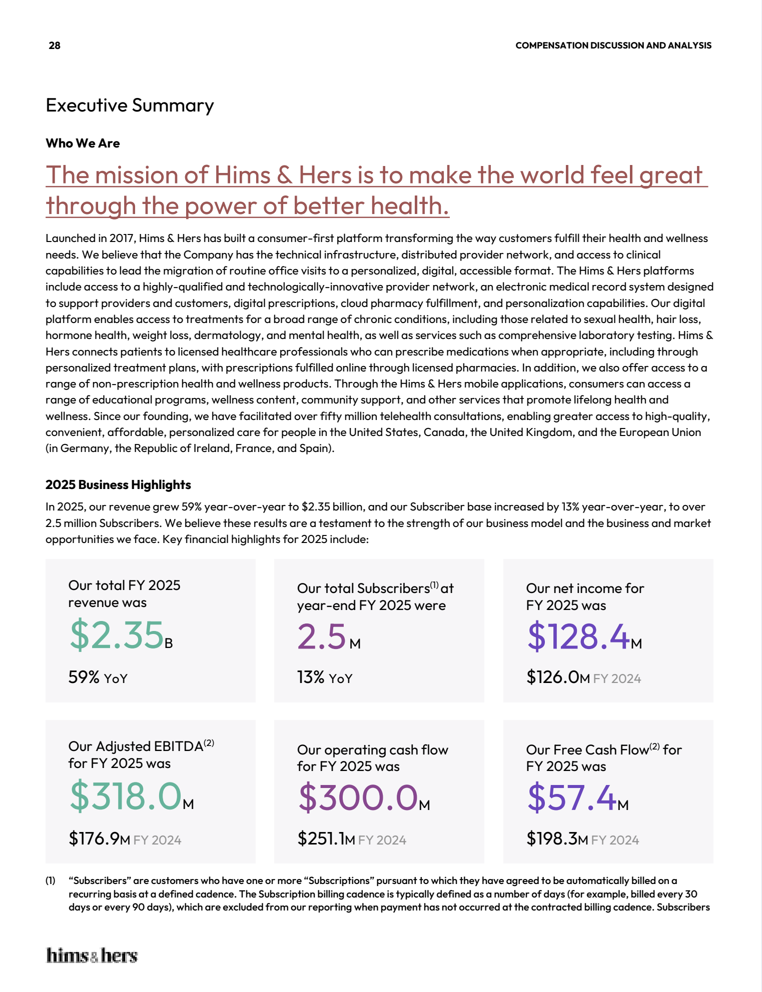

Executive Compensation

Perrigo

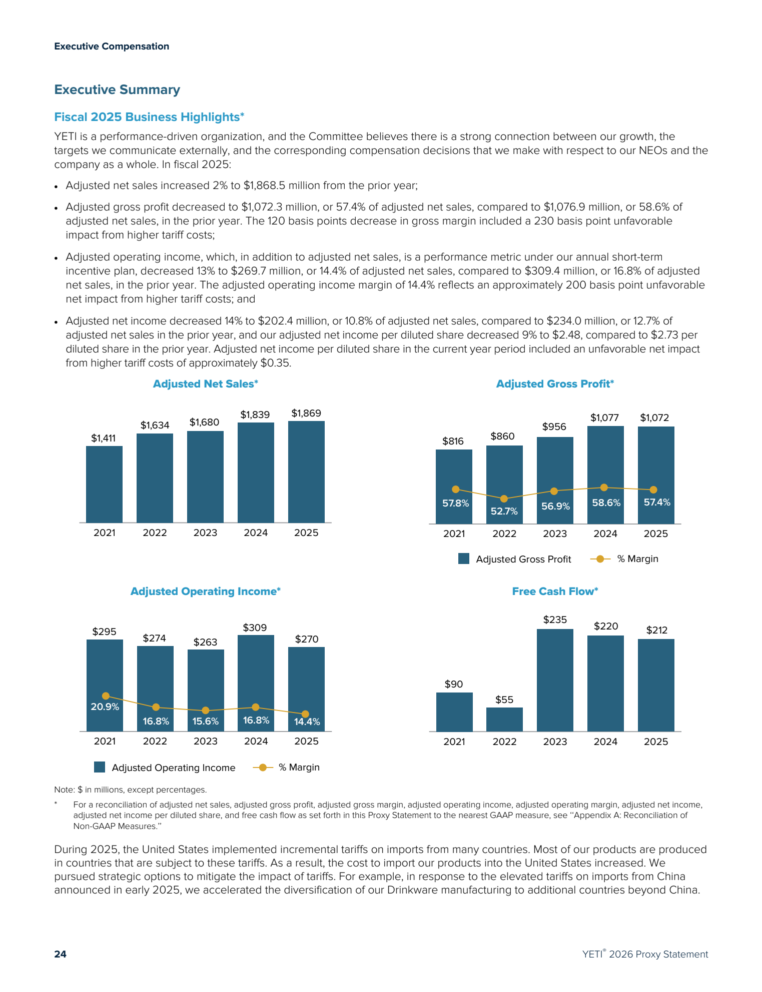
Executive Compensation

Executive Summary

Text and enhanced graphics highlight key data including financial performance, key practices, and compensation structure.



Hims and Hers

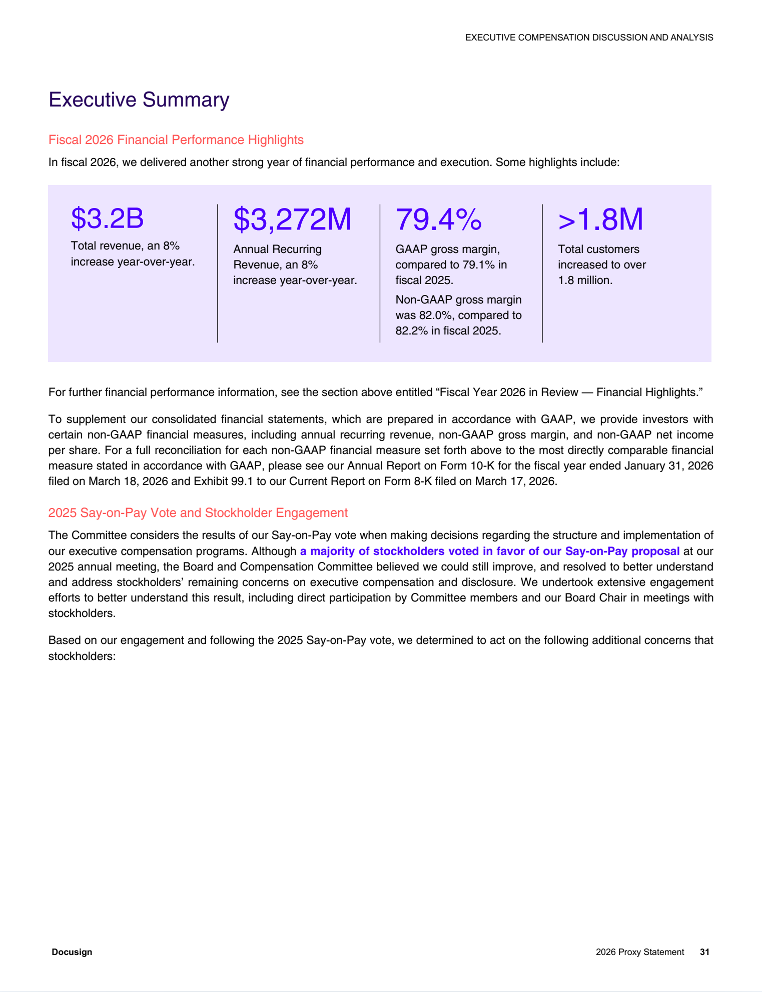


YETI

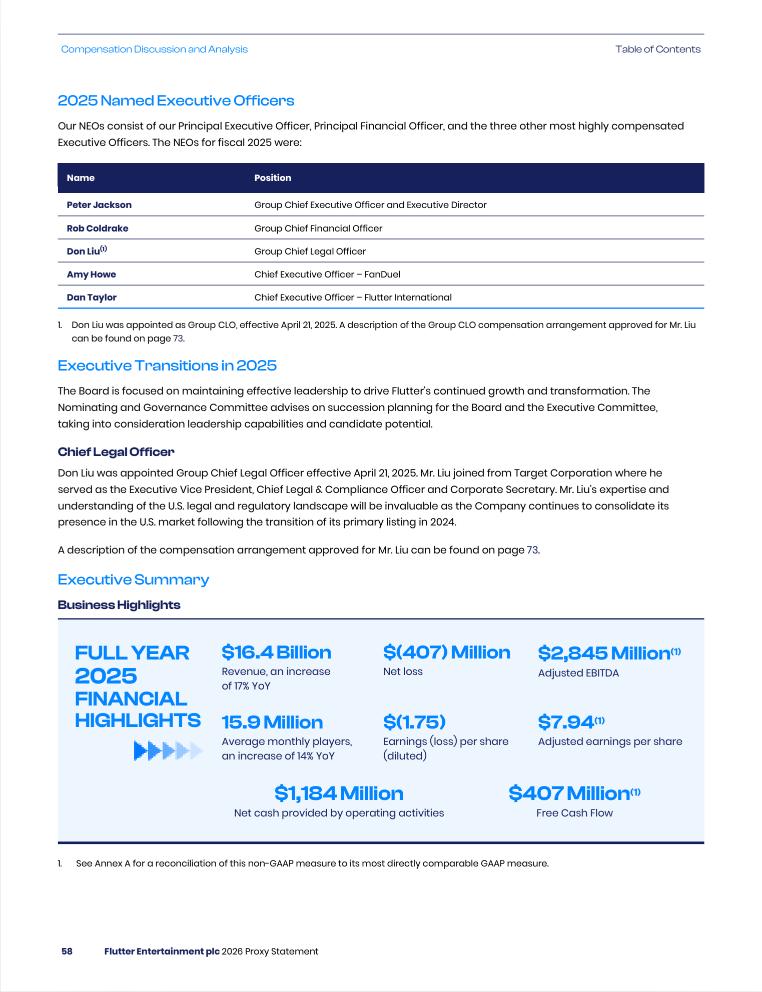
Gap

BXP

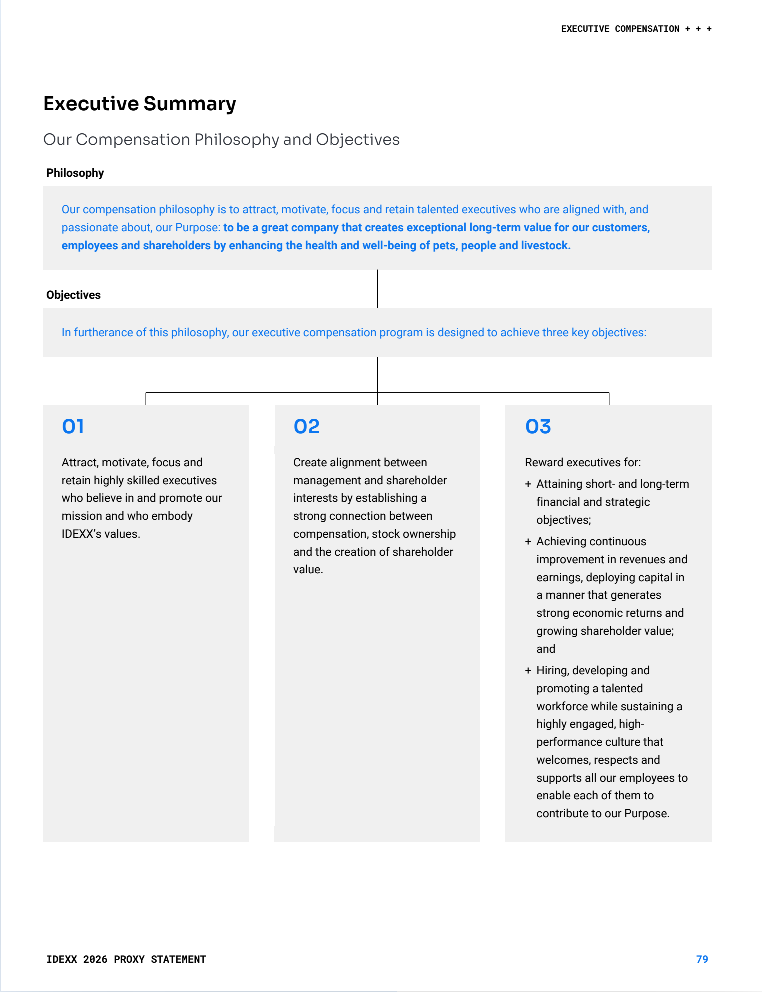
Phinia



Docusign



Flutter Entertainment



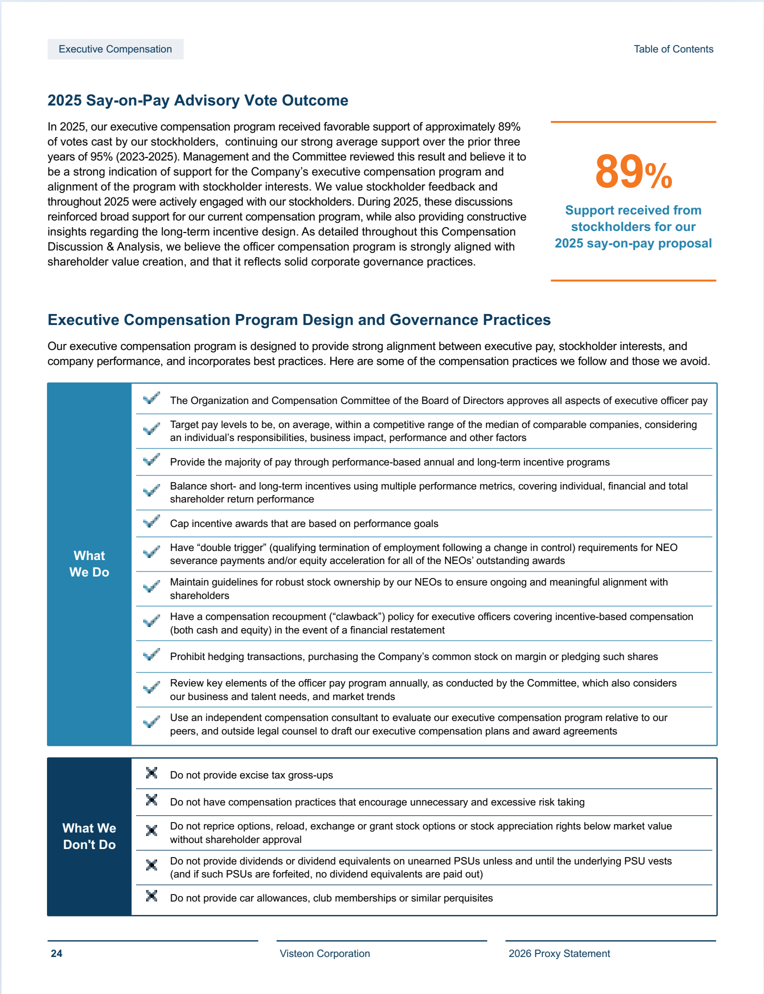
IDEXX

Executive Compensation

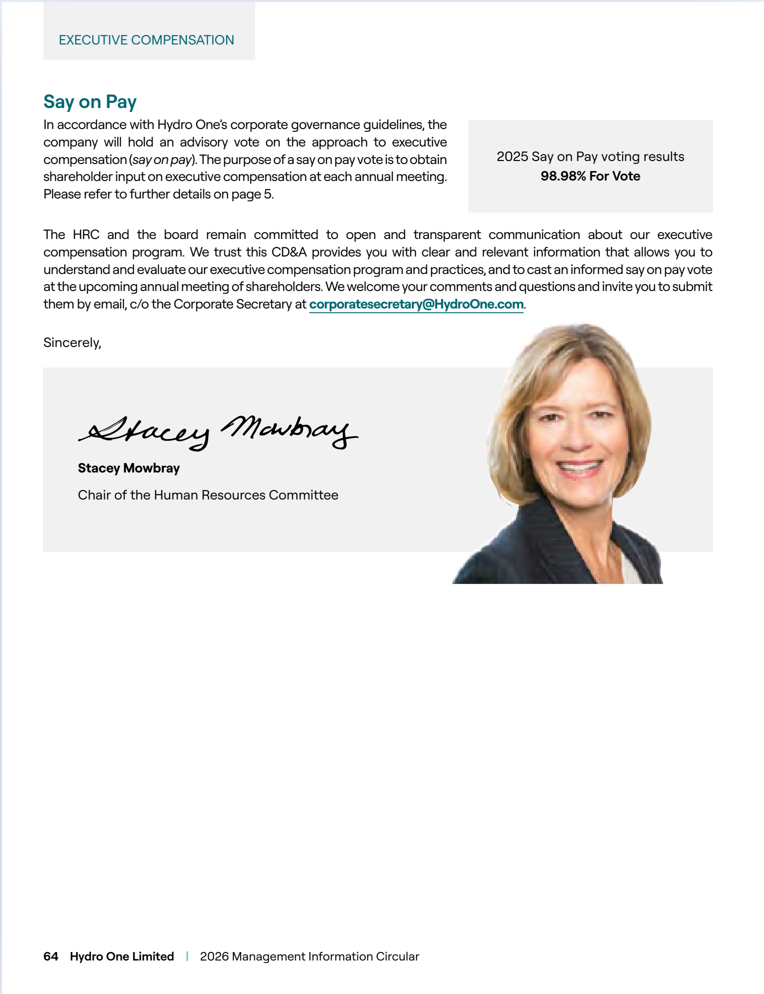
Say-on-Pay

21%

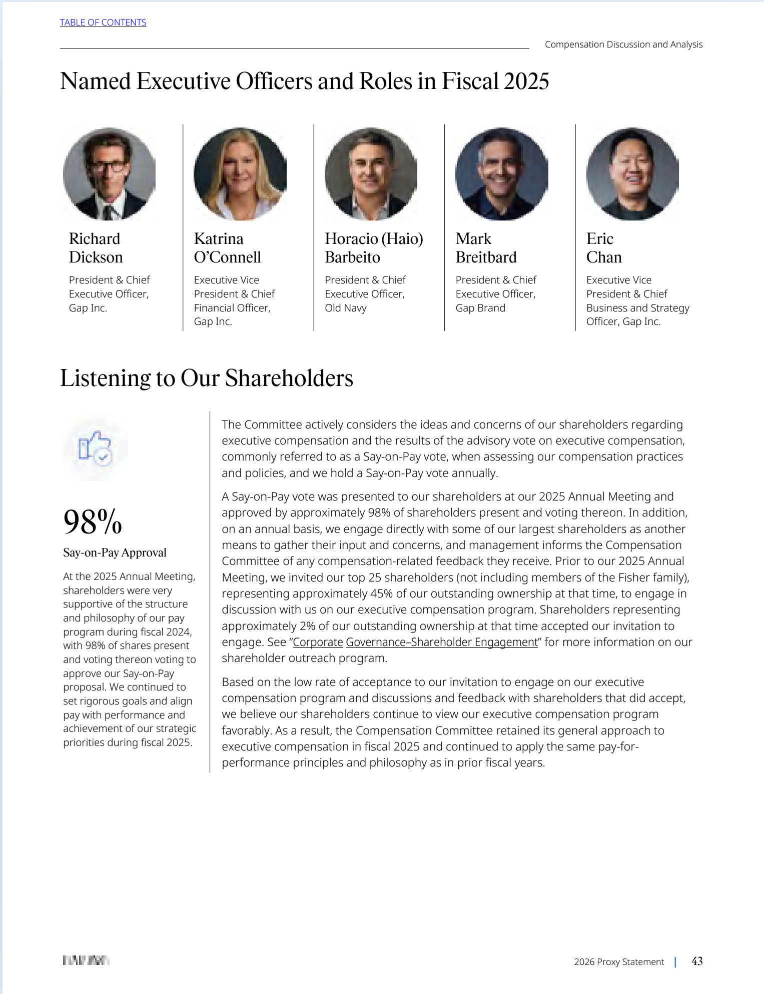
included a Say-on-Pay callout, highlighting the link between pay, performance and shareholder interests.



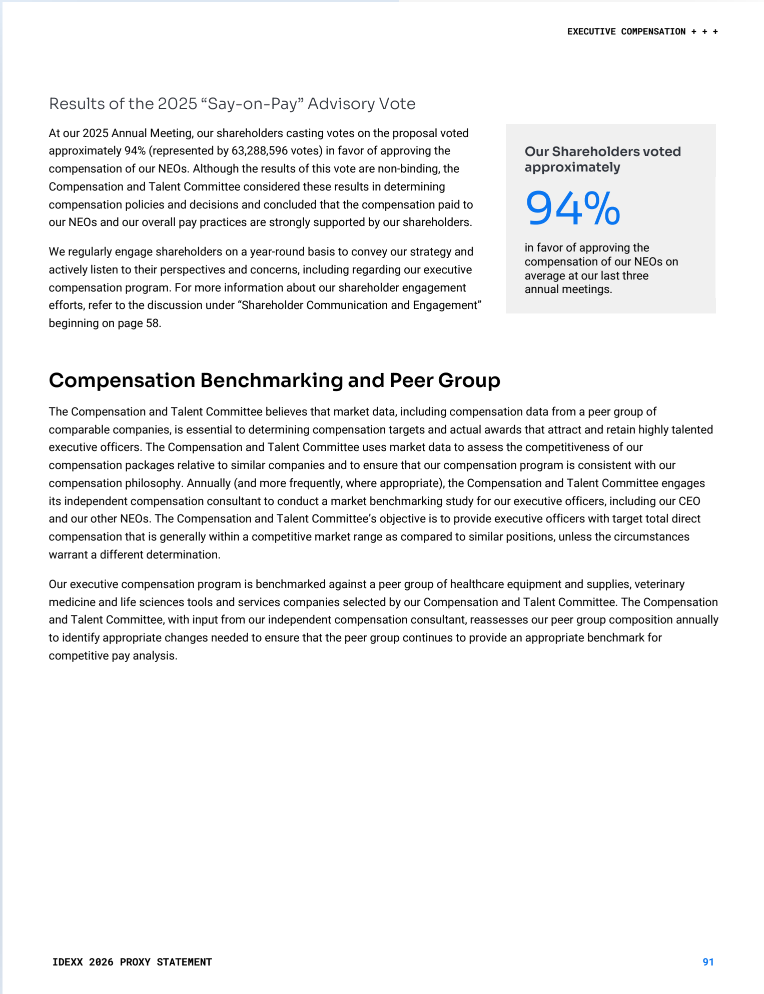
Visteon



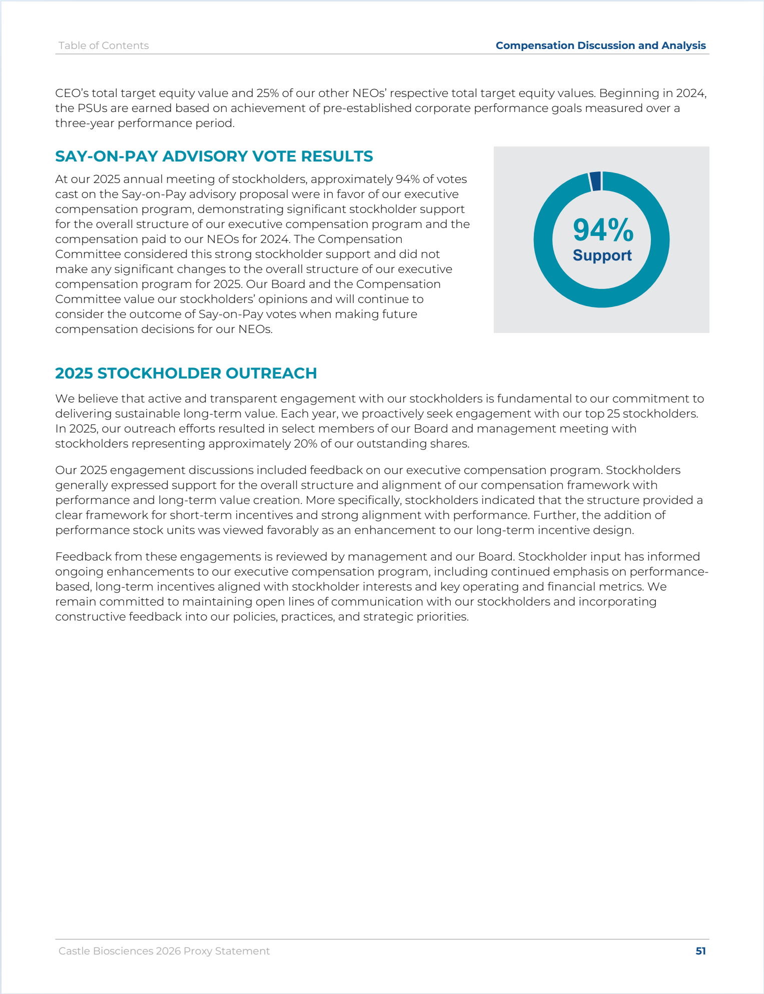
Hydro One



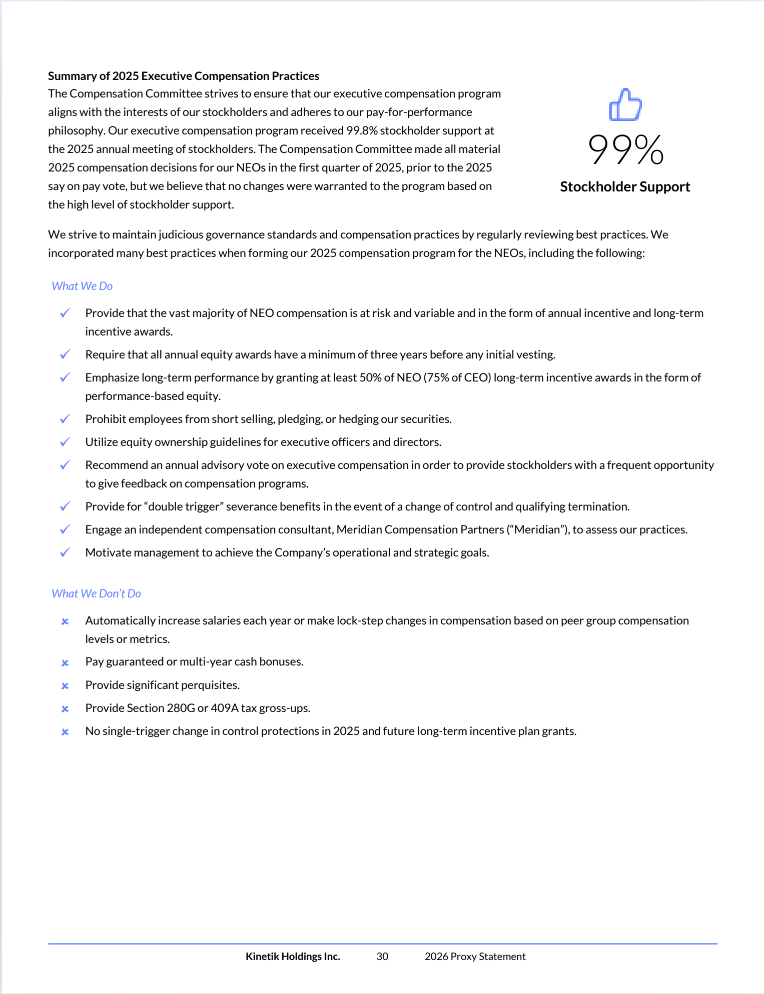
Gap



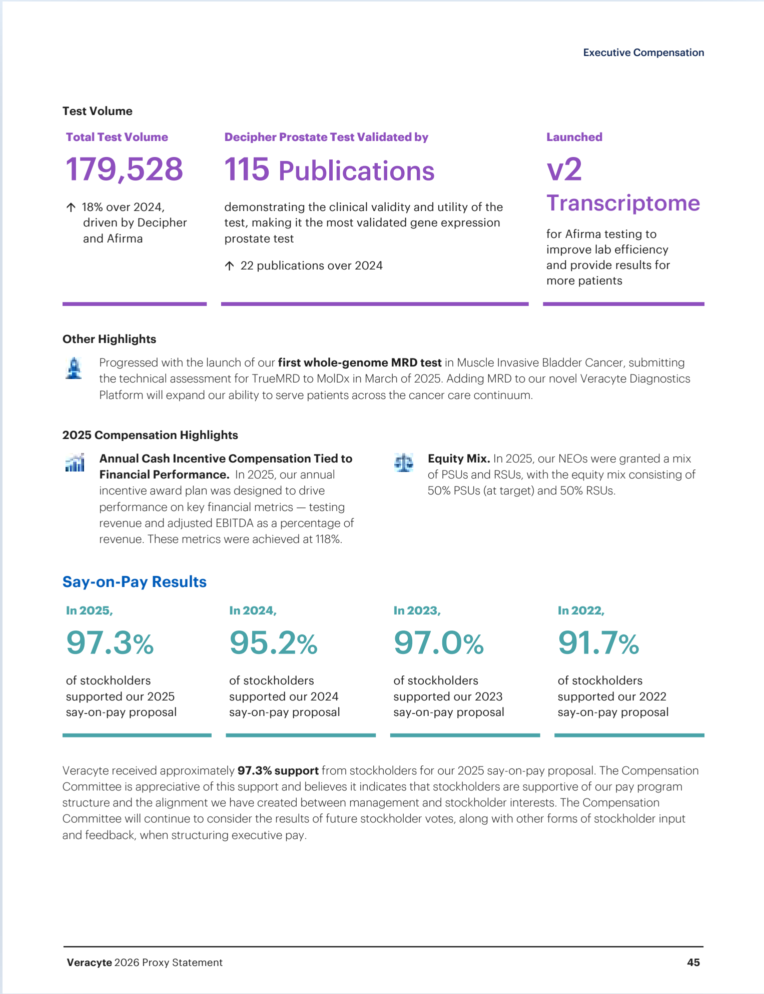
IDEXX



Castle Biosciences



Kinetik



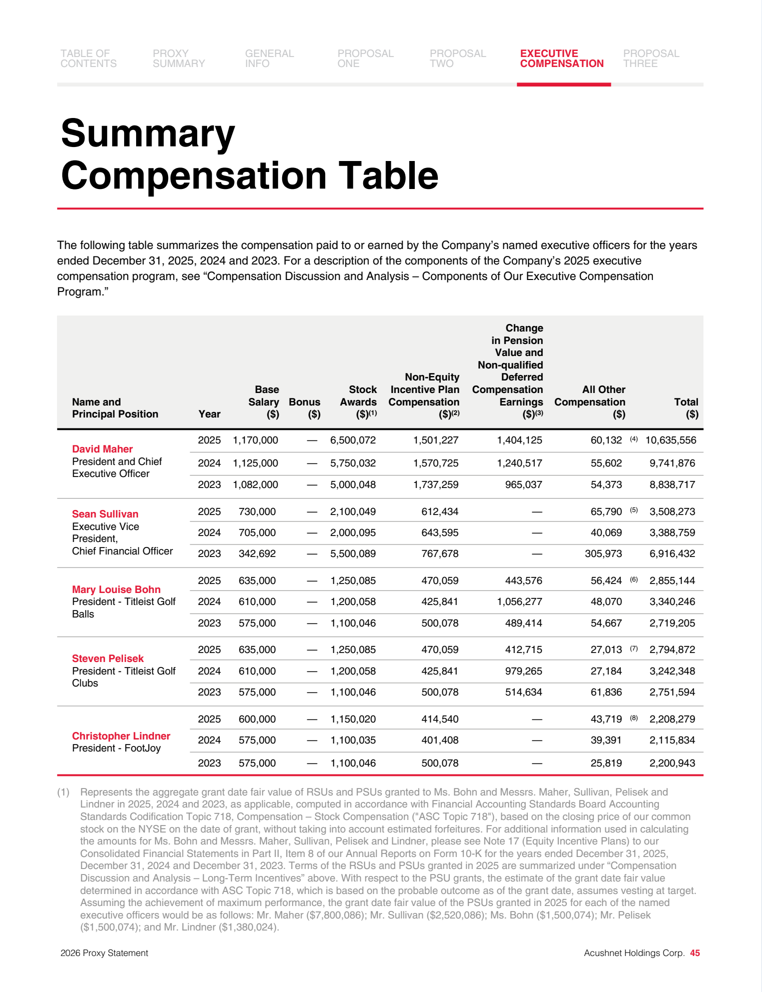
Veracyte

DiamondRock

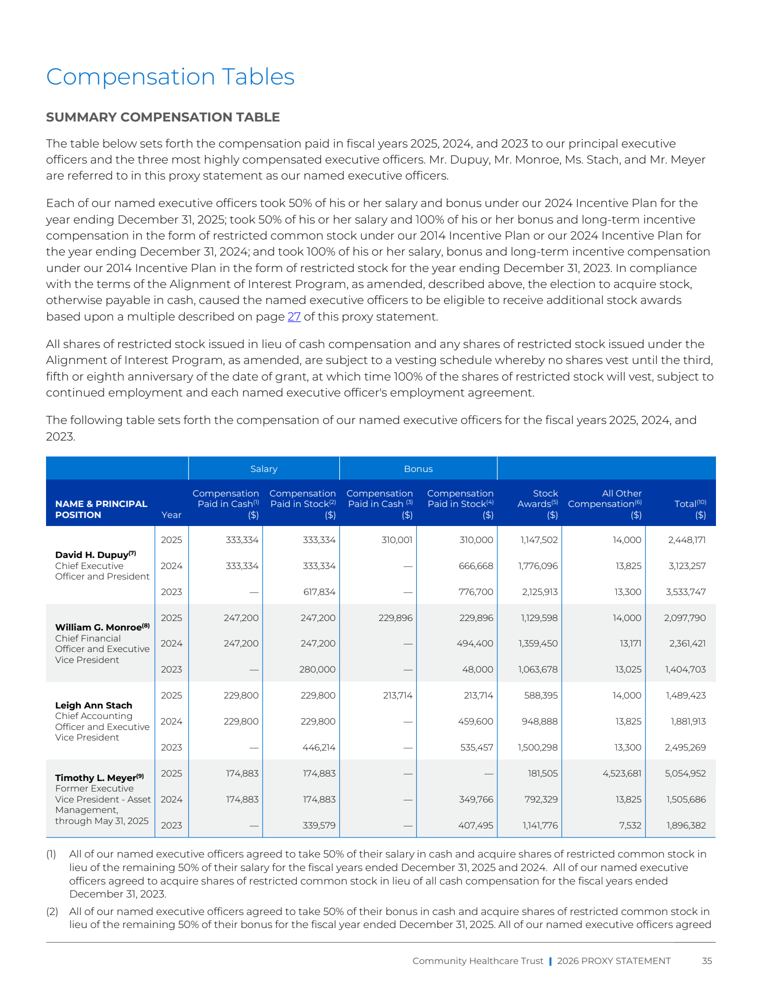
Executive Compensation

Summary Compensation Table

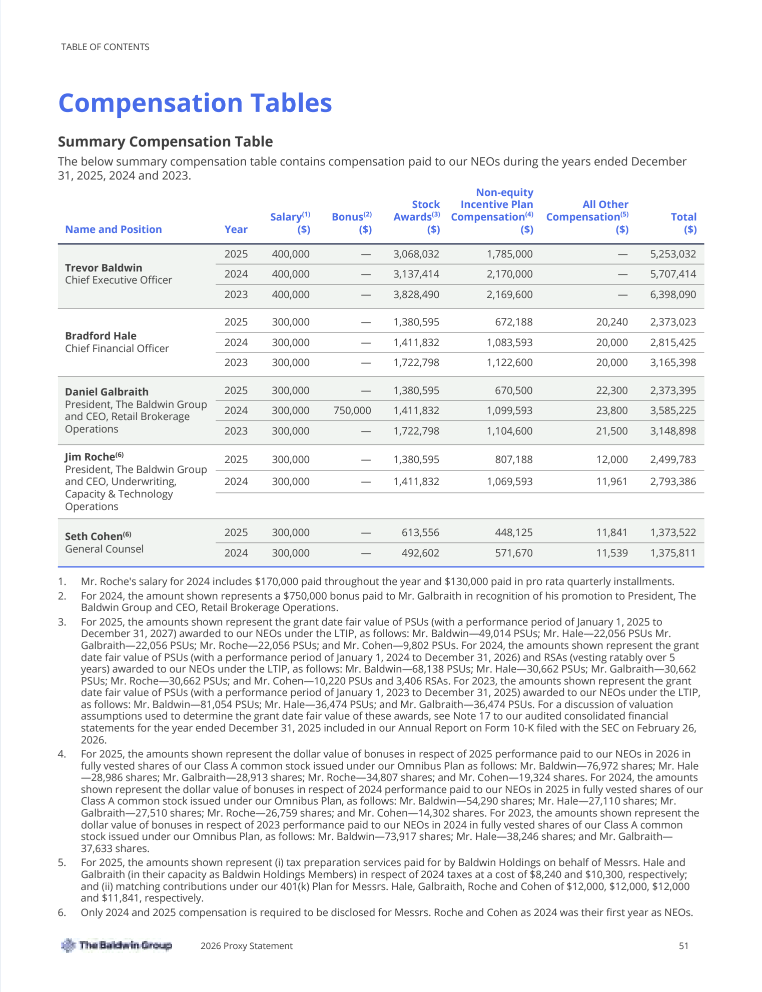
Clean, well-organized content presented in an easy-to-read format further brings clarity to complex and dense financial tables.



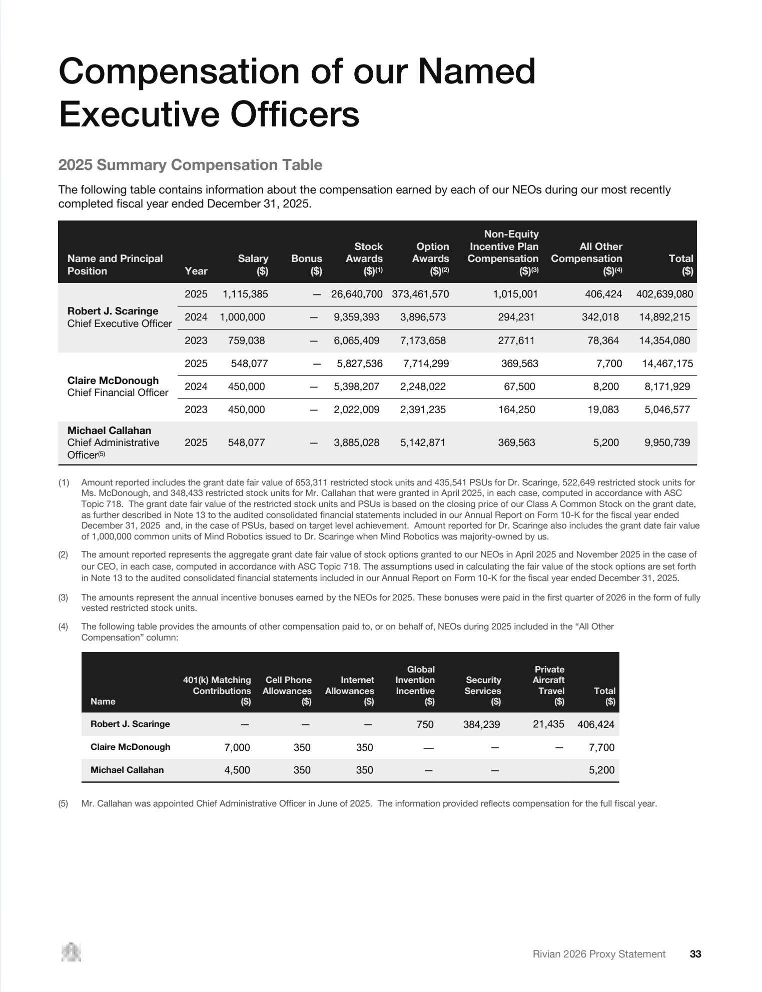
Acushnet Holdings



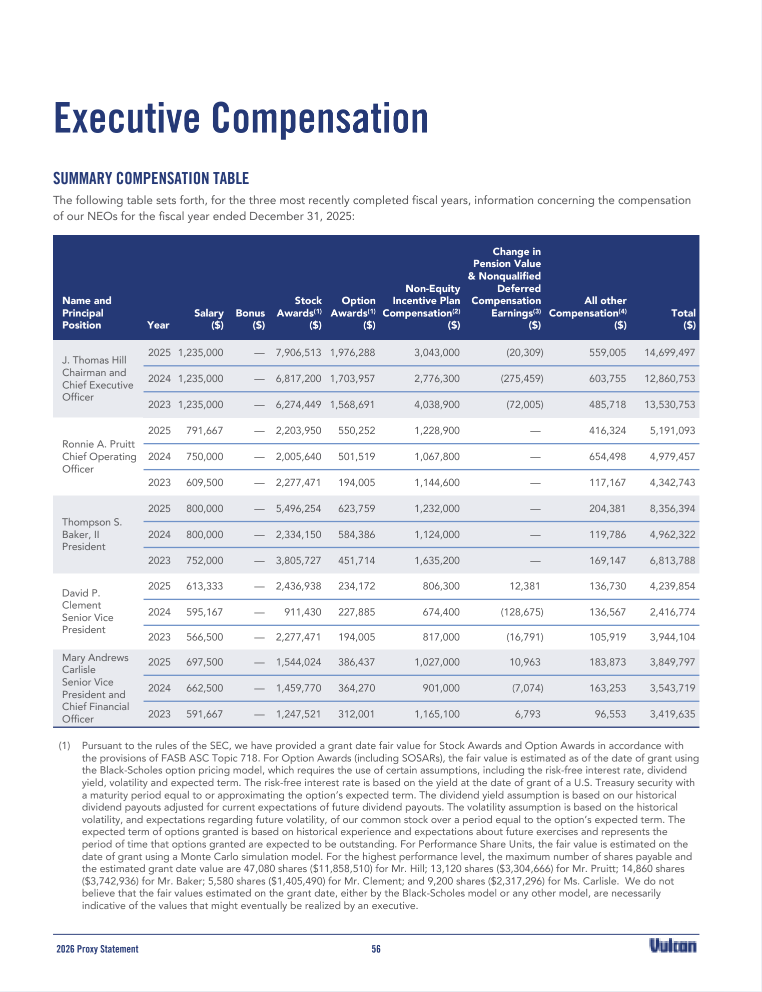
Community Health Care Trust



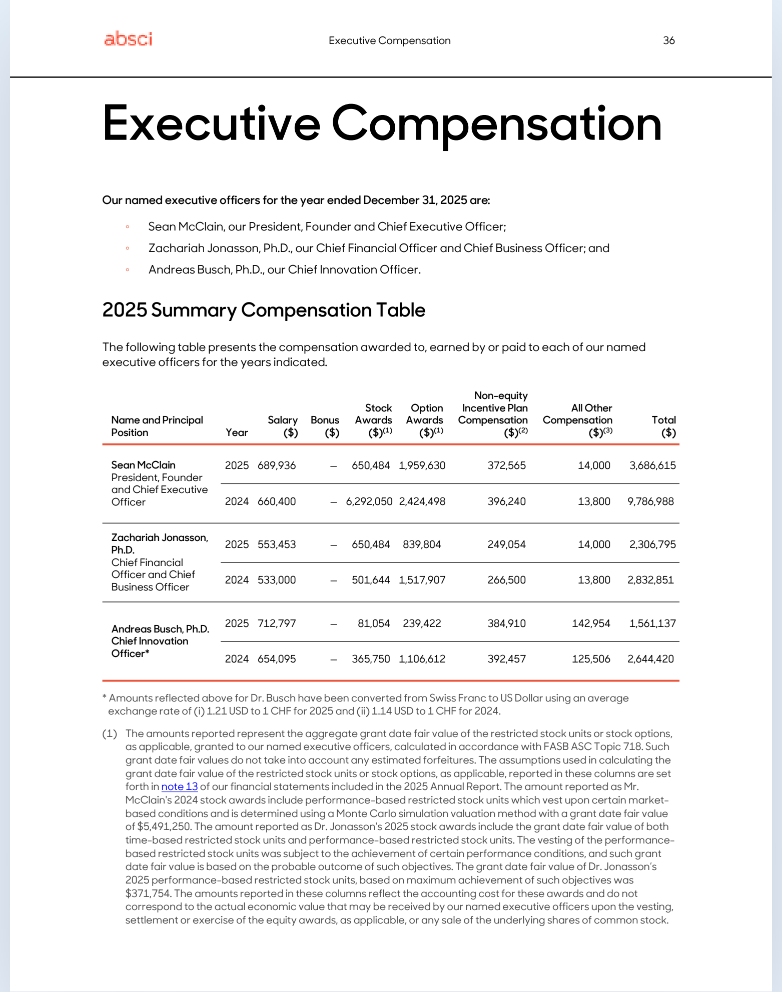
The Baldwin Group



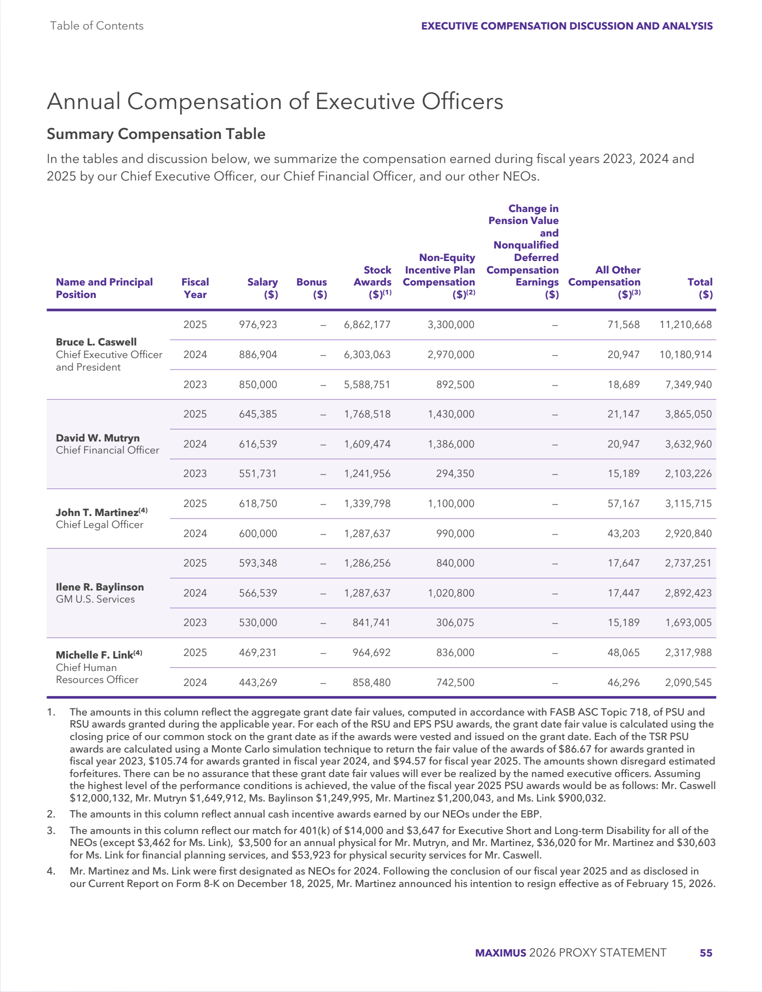
Rivian



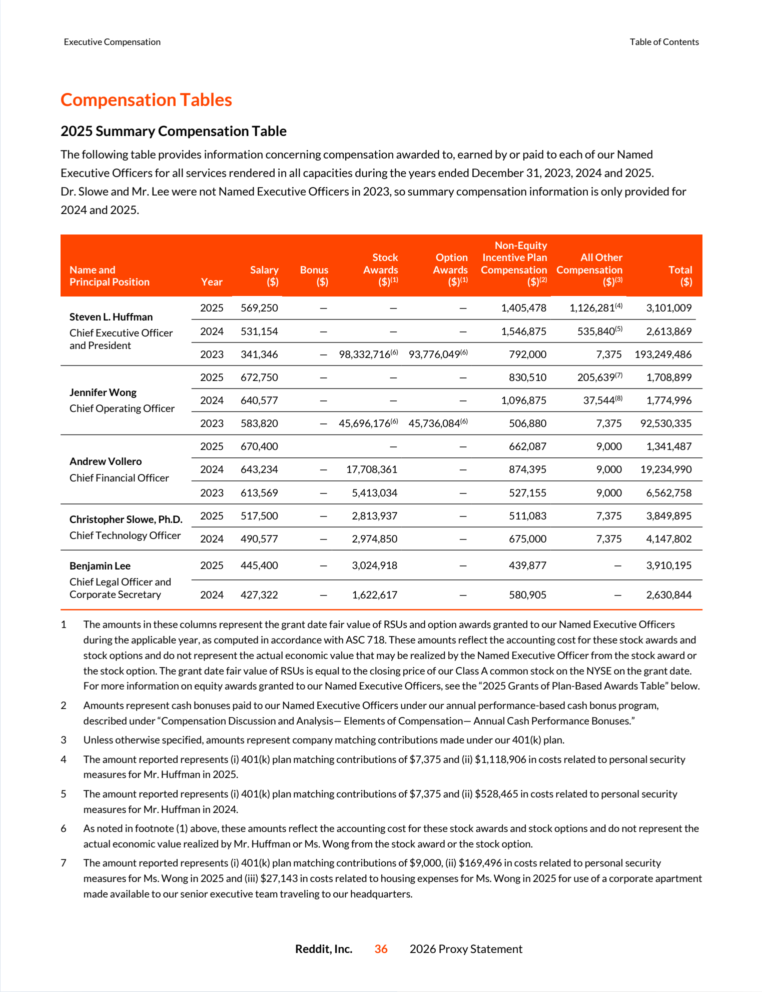
Vulcan Materials



Absci



Maximus



Reddit

Broadridge makes it so easy.

We offer multiple approaches to solving design challenges and can guide you to the method that fits your model and budget, in both Workiva or in traditional typeset.

Custom design

Design and build your entire proxy based on your brand and current communication strategy.

Design enhancements

Enhance the design of your proxy with new individual graphics within your existing document.

Quick-start templates

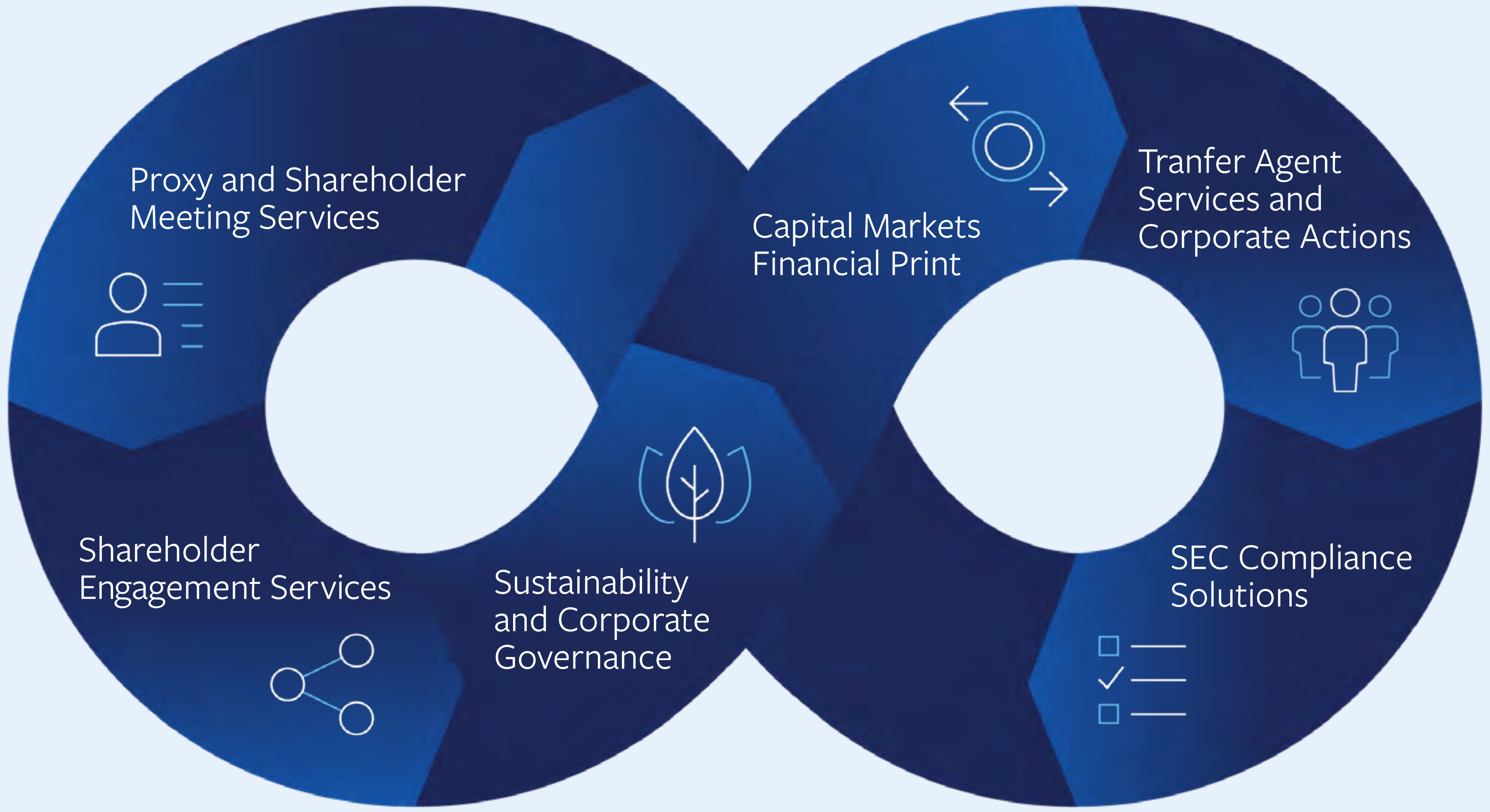
Select a template from our Proxy Headstart catalog to easily refresh your proxy's look and feel.

Optimize the shareholder experience with Broadridge

We empower Corporate Issuer clients with trusted expertise and the transformative data and technology to help them optimize engagement with investors, regulators and capital markets.

Design enhances communication and engages the reader, highlighting the most important messages. To meet proxy design needs, Broadridge has partnered with FalkHarrison, a leading creative firm with a focus on corporate and investor relations communications, to improve how clients meet their proxy statement objectives. FalkHarrison provides design and production services with the Broadridge typesetting team or within the Workiva platform. From design and fulfillment to sustainability data consulting, we'll help you transform shareholder communications into rewarding experiences that drive the outcomes you want.

Contact us to get started.



Broadridge Financial Solutions (NYSE: BR) is a global technology leader with trusted expertise and transformative technology, helping clients and the financial services industry operate, innovate, and grow. We power investing, governance, and communications for our clients—driving operational resiliency, elevating business performance, and transforming investor experiences. Our technology and operations platforms process and generate over 7 billion communications annually and underpin the daily average trading of over $15 trillion in tokenized and traditional securities globally. A certified Great Place to Work®, Broadridge is part of the S&P 500® Index, employing over 15,000 associates in 21 countries.

FalkHarrison, a global solutions provider of design services, is a strategic Broadridge business partner. **FalkHarrison.com**

Broadridge.com