Tips to design your proxy statement and implement graphics in Wdesk

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# Creating clear, easy to read Proxy Statements
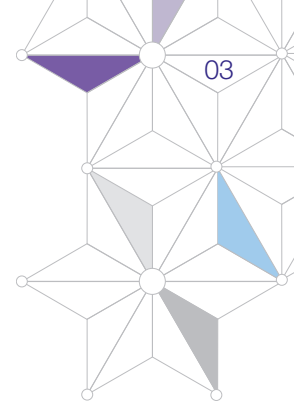
Wdesk is a helpful platform for creating SEC disclosures autonomously. It is packed with many of the familiar features we appreciate from Microsoft Word with the added benefit of collaboration. But the many features available to users do not always result in the beautiful, easy-to-read documents that your readers may expected of you.

It's one thing to understand all the features available to you, along with the intricacies and quirks. It is something quite different to know what makes a clean, useful document design.

**Key Considerations when designing your proxy on Wdesk**

- Be consistent

- Properly implementing color

- Selecting a clear font with adequate spacing

- Clear levels of title

- Improving document usability

- Appropriate, carefully selected graphics and charts

- Clarity in Print

- Trends in Proxy disclosures
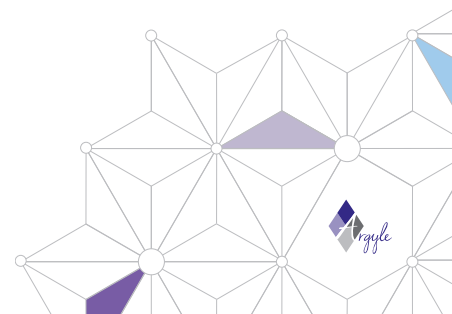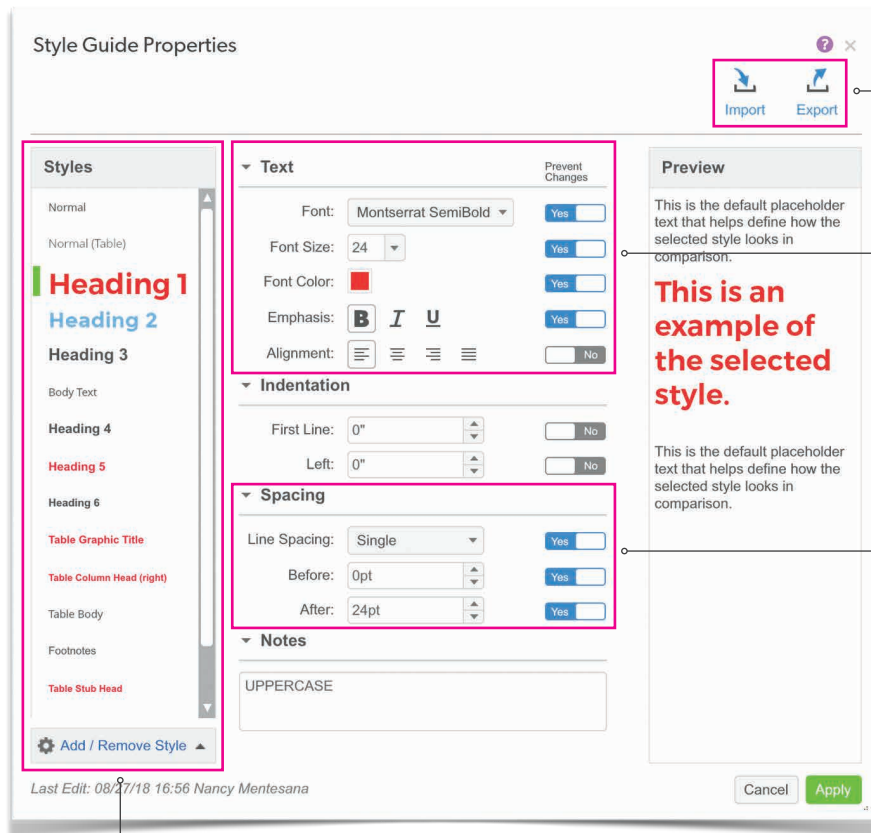
Using Style Guides

Consistency

Consistency is the key to useful document design - Style Sheets are the key to consistency.
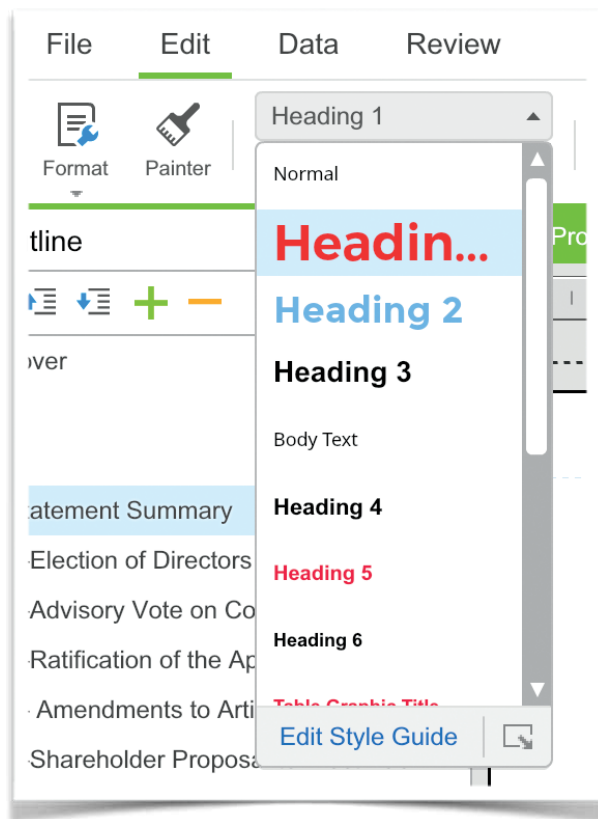
Before applying any level of design to a proxy statement, set the style guide

- If applicable, style guides should follow the corporate branding or selected design
- When properly used, an edit to the style guide will ensure that the edit is adopted consistently throughout the document.
  - Avoid one off or on the fly style edits wherever possible

» **Under the 'Edit' panel, select the style sheet drop down menu, then 'Edit Style Guide'.**

Style Guide

Import/export feature allows for style guides to be used across multiple documents

Start with selecting an appropriate font, pt size and color.

Always use the spacing feature to establish space before or after. Avoid hard returns to establish desired spacing.

Style guides start with a set group of styles which can be modified or deleted. New styles can always be added.
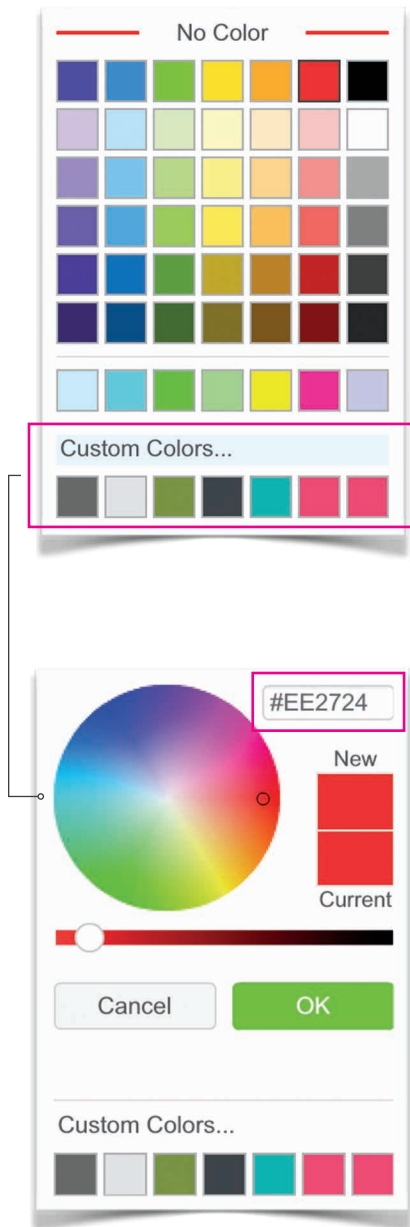
Common styles include:

- Levels of title 1-6
- Body text
- Bulleted list
- Footnotes
- Graphic titles
- Table headers
- Callout text

» **Apply styles by highlighting the appropriate text and selecting the style name from the list.**

Applying Color

Selecting the appropriate colors and applying consistently.

Using the hex code color system ensures that color is properly applied in all circumstances

- Brand colors can easily be converted with a simple google search, or by using online tools such as color-hex.com
- Printers can convert the Hex color back to the appropriate PMS or CMYK color when going on press.

Example:

100% PMS 2685	Hex# 4B238D
70% PMS 2685	Hex# 8065AF
40% PMS 2685	Hex# B7A7D1

» **MS Word and Powerpoint have a color picker/eyedropper function making it easy to identify the correct color from logos and other marketing pieces.**

Typography

Clean fonts and open line spacing are two of the simplest ways to modernize a document design.

Before

After

Compatible Fonts

Move beyond Times New Roman and Arial to create a feel that is aligned with branding.

Aldine 401 BT	Georgia	PT Sans Pro
Alright Sans*	Gibson*	PT Serif Pro
Arial*	Gill Sans MT*	Raleway*
Avenir LT Pro*	Helvetica*	RBNo2.1a*
Bauer Bodoni Pro	HelveticaNeueLT*	Recta
BEBAS NEUE	Impact	Roboto*
Bembo	Inconsolata	Roboto Slab*
Bodoni MT*	Interstate*	Rockwell MT
Book Antiqua	Lato*	Ronaldson
Cabin	Leitura News*	Ropa Sans PTT
Caecilia LT Pro*	LTC Law	Scala Offc
Calibri*	Lucida Sans*	Segoe Script
Cambria	Malgun Gothic	Source Sans Pro*
Candara	Mark OT	Swis721 BT*
Celeste	Maven Pro	Tahoma
Century Gothic	Montserrat*	Tarsus
Clearface Gothic LT*	Museo Sans*	Trade Gothic*
Dax Offc Pro	Myriad Pro*	TRAJAN PRO
DIN*	New Baskerville ITC Pro	Trebuchet
Effra*	NewCenturySchlbk LT	Tw Cen MT Std
Equip*	News Gothic	Uniform Condensed Light*
Eurostile LT Pro Condensed	OCR A Extended	Univers LT*
Franklin Gothic*	Open Sans*	Univers Next*
Frutiger LT*	Optima LT Pro	URWGrotesk
Futura*	Optima nova LT	VAGRounded LT*
Galano Grotesque*	Overpass	Verdana
Garamond	Palatino	
Gentium Basic	Proxima Nova*	

Wdesk has a broad range of supported fonts to choose from

- Consider selecting fonts with multiple weights (indicated by an asterisk).
  - Enables greater distinction when creating levels of title
- Consider using two separate fonts for heading and body text
- Make sure the selected font for tables has aligning numbers
- Contact your Wdesk Rep to have select fonts activated on your account

» https://success.workiva.com/help/Wdesk/wdesk-resources/supported-fonts

Levels of Title

Preparing a document with intentional and distinctive levels of title allows readers to effectively locate the information in which they are most interested.

Title 1-Interstate Bold; 24pt; 90% Black; Align Left; Title Case

Body text; interstate light; 9pt; 90% black; align left; sentence case; Gendelec temque eatiae rem rem laboribus andus re culla nonsequias aut mi, coriatur, consed qui conse nosapitio te nonseque iniet venitas utatem reratiunt poritia volupta dis imusae nonem re cullanda quides volorunt qui bea nos in repelessit et quam

Title 2- Interstate Regular; 18pt; 90% Black; Align Left; Title Case

Body text; interstate light; 9pt; 90% black; align left; sentence case; Gendelec temque eatiae rem rem laboribus andus re culla nonsequias aut mi, coriatur, consed qui conse nosapitio te nonseque iniet venitas utatem reratiunt poritia volupta dis imusae nonem re cullanda quides volorunt qui bea nos in repelessit et quam

Title 3- Interstate Regular; 12pt; Cyan; Align Left; Title Case

Body text bold; interstate bold; 9pt; 90% black; align left; sentence case; Gendelec temque eatiae rem rem laboribus andus re culla nonsequias aut mi, coriatur, consed qui conse nosapitio te nonseque iniet venitas utatem reratiunt poritia volupta dis imusae nonem re cullanda quides volorunt qui bea nos in repelessit et quam

- Bullet text; interstate light; 9pt; 90% black; align left; sentence case; Gendelec temque eatiae rem rem laboribus andus re culla nonsequias aut mi, coriatur, consed qui conse nosapitio te nonseque iniet venitas utatem reratiunt poritia volupta dis imusae nonem re cullanda quides volorunt qui bea nos in repelessit et quam
- Bullet text; interstate light; 9pt; 90% black; align left; sentence case; Gendelec temque eatiae rem rem laboribus andus re culla nonsequias aut mi, coriatur, consed qui conse nosapitio te nonseque iniet venitas utatem reratiunt poritia volupta dis imusae nonem re cullanda quides volorunt qui bea nos in repelessit et quam
- Bullet text; interstate light; 9pt; 90% black; align left; sentence case; Gendelec temque eatiae rem rem laboribus andus re culla nonsequias aut mi, coriatur, consed qui conse nosapitio te nonseque iniet venitas utatem reratiunt poritia volupta dis imusae nonem re cullanda quides volorunt qui bea nos in repelessit et quam

Title 4- Interstate Regular; 10pt; 90% Black; Align Left; Title Case

Body text italic; interstate italic; 9pt; 90% black; align left; sentence case; Gendelec temque eatiae rem rem laboribus andus re culla nonsequias aut mi, coriatur, consed qui conse nosapitio te nonseque iniet venitas utatem reratiunt poritia volupta dis imusae nonem re cullanda quides volorunt qui bea nos in repelessit et quam

Title 5- Interstate Regular; 10pt; 90% Black; Align Left; Title Case

Body text; interstate light; 9pt; 90% black; align left; sentence case; Gendelec temque eatiae rem rem laboribus andus re culla nonsequias aut mi, coriatur, consed qui conse nosapitio te nonseque iniet venitas utatem reratiunt poritia volupta dis imusae nonem re cullanda quides volorunt qui bea nos in repelessit et quam

Clear document hierarchy enables effective communication

- Readers navigate content based upon the major sections within any large text document
- Establishing the levels of title up front allow clear outline of document architecture
- Creating a "cheat sheet" allows for simple and consistent adoption of titles throughout the drafting process
- Successful implementation of hierarchy requires the use of **style guides**

Table of Contents

The table of contents is the most highly referred to section within any text intensive document.

TOCs should be useful and to any extent possible, interactive

- All primary and secondary levels of title should be included in the Table of Contents.
- Using a secondary color allows for distinction between the major sections.
- In Wdesk, break the document into sub/sections in order to benefit from internal links.

» Select the content that you want to link, right click. Select the appropriate section or subsection to link to, click 'Apply Hyperlink'.

» In order to link to another section in the document, it must be in its own sub/section.

Document Navigation Tools

Applying headers and footers throughout the document enables readers to locate specific content

Header Proxy Statement Summary

- Setting headers and footers on the **exterior margin** help readers flip through pages quickly when the document is printed
  - It is important to set all section breaks and necessary blanks prior to implementing.
- Headers should always refer to the **major heading** of the section (eg - Corporate Governance Matters, Executive Compensation)
- Consider alternating footers with company name and document name/URL on alternating even/odd pages
- Alternating headers can be tricky - we suggest implementing when the majority of drafting/edits have been completed
- Carefully QC your headers/footer before printing to ensure they are falling on the proper side of the page and not into the margin of the printed book.

Proxy Statement Summary

Voting Proposals and Board Recommendations

PROPOSAL NO. 1
ELECTION OF DIRECTORS
Election of Ms. Carol B. Moerdyk and Mr. John C. Orr as Class I directors

The Board recommends a vote FOR each Director Nominee

DIRECTOR NOMINEES - CLASS I

CAROL B. MOERDYK, 67
Retired, Senior Vice President, International of OfficeMax Incorporated
Director Since 1998
Independent

Qualifications:
- Significant financial expertise developed through her experience as a CFA and public company chief financial officer
- Public company board and corporate governance experience
- Executive leadership and U.S. and international operations experience

Libbey Committees
- Compensation
- Nominating and Governance

Other Current Public Company Boards
- American Woodmark Corporation

JOHN C. ORR, 67
Retired, President, Chief Executive Officer of Myers Industries, Inc.
Director Since 2008
Independent Lead Director Since 2016

Qualifications:
- Extensive international manufacturing and plant management experience
- Extensive organizational leadership experience
- Public company board and corporate governance experience

Libbey Committees
- Audit
- Nominating and Governance Chair

Other Current Public Company Boards
- None

DIRECTOR NOMINEES

ARE INDEPENDENT | HAVE SIGNIFICANT EXECUTIVE LEADERSHIP EXPERIENCE | HAVE OTHER PUBLIC COMPANY BOARD EXPERIENCE | HAVE U.S. AND INTERNATIONAL OPERATIONS EXPERIENCE

4 Libbey Inc.

Footer 4 Libbey Inc.

Applying Design to Compensation Tables

Using tables in Wdesk supports clean presentation of information and graphics

SUMMARY COMPENSATION TABLE

| Name and Principal Position	Fiscal Year	Salary[1] ($)		Bonus[2] ($)		Stock Awards[3] ($)		Option Awards[3] ($)		Non-Equity Incentive Plan Compensation[4] ($)		All Other Compensation ($)		Total
Christopher Simon President and Chief Executive Officer	2018	$	858,462	$	—	$	4,396,692	$	1,062,497	$	1,399,830	$	128,315[5]	$	7,845,796
	2017	$	709,615	$	—	$	6,205,816	$	1,312,552	$	698,708	$	100,307	$	9,026,998
William P. Burke Executive Vice President, Chief Financial Officer	2018	$	482,328	$	—	$	765,142	$	232,494	$	506,735	$	18,049[6]	$	2,004,748
	2017	$	301,455	$	500,000	$	1,070,178	$	356,249	$	210,473	$	13,185	$	2,451,540
Michelle L. Basil Executive Vice President, General Counsel	2018	$	425,818	$	150,000	$	822,699	$	249,999	$	411,321	$	22,371[7]	$	2,082,208
Neil Ryding Executive Vice President, Global Operations	2018	$	432,223	$	—	$	329,081	$	99,992	$	208,634	$	20,688[8]	$	1,090,617
	2017	$	428,248	$	—	$	337,942	$	112,498	$	198,877	$	317,431	$	1,417,202
Jacqueline D. Scanlan Senior Vice President, Global Human Resources	2018	$	375,000	$	100,000	$	386,638	$	117,497	$	301,688	$	138,327[9]	$	1,419,149

[1] Salaries for fiscal 2018 listed above for Messrs. Simon and Burke and Ms. Basil differ slightly from the fiscal 2018 base salaries discussed in the CD&A because their respective fiscal 2018 salary increases approved by the Compensation Committee took effect in July 2017.

[2] Represents one-time bonuses payable following completion of the Named Executive Officer's first 90 days of employment.

Make tables easy to read and more useful by applying simple design technics

- Use a secondary color to highlight the column headings, as well as the respective names
- Well defined rules between each of the rows allows for the reader to easily follow the content
- Consider using a color or bold line between the major rows for added distinction
- Set dollar signs in their own columns to ensure alignment
- Be sure to select a font with aligning figured from row to row

Implementing Graphics
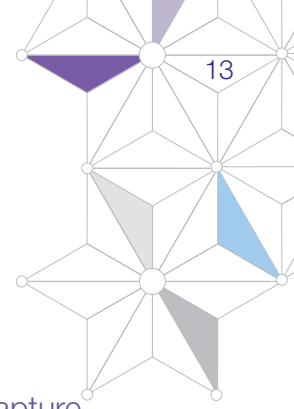
Using graphics can be an effective way to communicate a complex subject and capture your reader's attention. The following guidelines will help you successfully apply graphics to your Wdesk document.
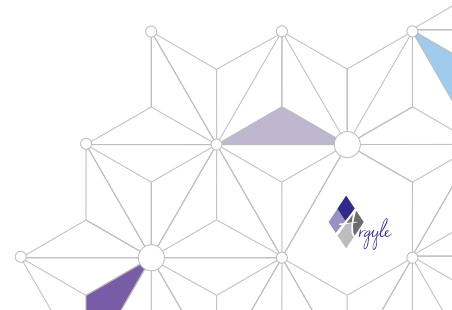
Do's and do not's of using graphics in Wdesk

Do's

- ✔ Create a table and insert the graphic into a cell that has been adjusted to the appropriate size
- ✔ Output your graphics in RGB
- ✔ Try to use the highest resolution image you can find, keeping in mind that printing requires 300dpi to be high resolution
- ✔ Try to keep as much material information in text format to ensure searchability and compliance with SEC guidance
- ✔ Apply justification consistently so all graphics align when on EDGAR

Do not's

- ✖ Create a full page graphic filled with useful content (graphics are not searchable)
- ✖ Take up valuable real estate with oversized images
- ✖ Include the graphic title within the image
- ✖ Use a screenshot of an image
- ✖ Use CMYK or lo resolution images
- ✖ Disproportionally resize an image

Using Tables for Graphics

Using tables in Wdesk supports clean presentation of information and graphics

As a heading

As a callout box
- Highlight important information you want the reader see.

As director bios
- Inserting an image inside a table cell will restrict the size of the image.
- Use this method to ensure consistency across placed images that may be different sizes.

As a design element

Using tables and images together allow for optimal usability

» Libbey Co. - Elements of Compensation

» Mastercard - Director Bios

Placing Graphics

Investors have come to expect certain graphics - these tips will ensure the best result
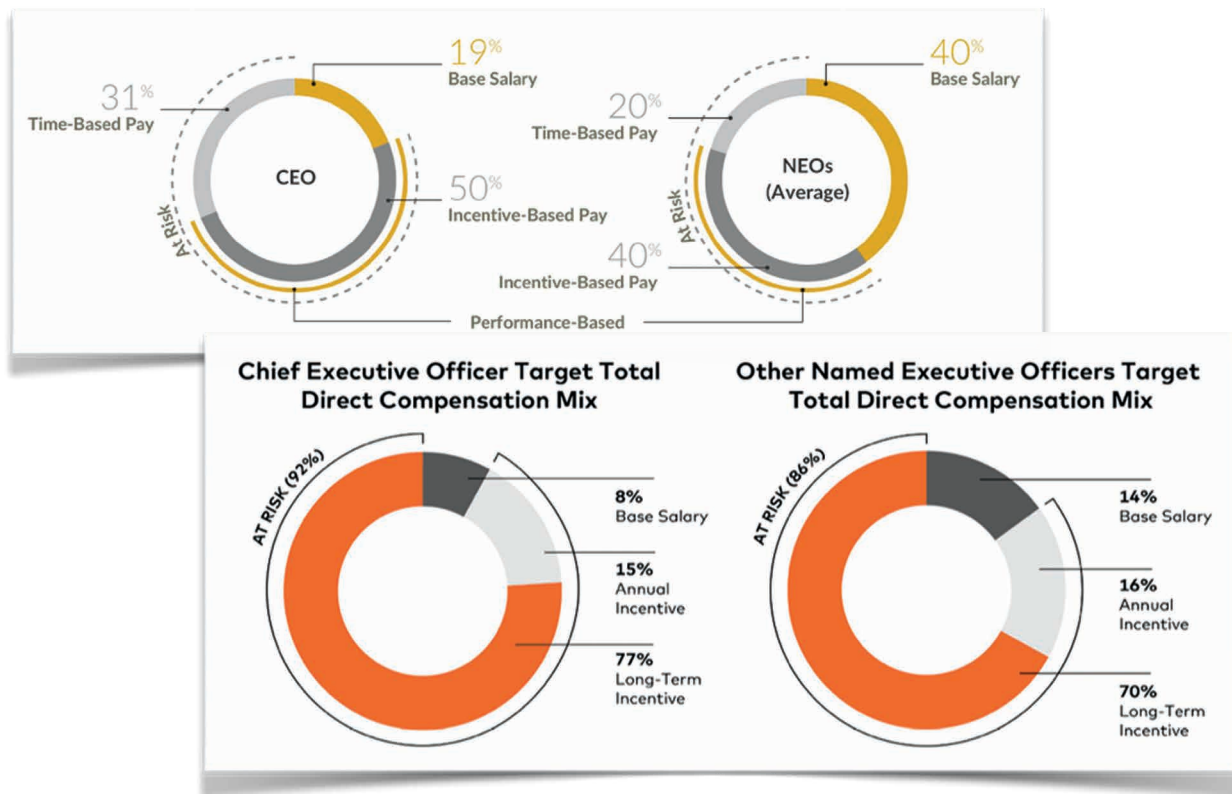
- Graphics are intended to be useful and tell a story - keep them simple
- Use colors and branding consistently
- For optimal Wdesk compatibility, always export/save graphics in RGB (Hex Color) from the native software
  - CMYK or PMS colors will appear fuzzy, even though the original graphic is crisp
  - Printers can convert the colors back to the proper printing specifications before going to press.
- Always prepare graphics in the proper size (as in text width on the page) or larger
- If you want a graphic to sit on the page in a certain way, and resizing the image is not helping, try placing in a table
- Be sure to justify your image, even if it does not move in the editor. This will impact the EDGAR presentation.

Need Help?

Argyle is a creative communications firm offering award-winning advisory, design, graphic and print services for investor communication materials including proxy statements and 10-Ks.

As a certified Workiva Partner, we help companies design, prepare and maintain stylized documents natively on Wdesk. We work closely with your Workiva CSM and internal teams to support your document upload, design implementation and maintenance, and added support throughout the document production process.

We'd be happy to speak with you regarding your next Wdesk document.

info@argyleteam.com
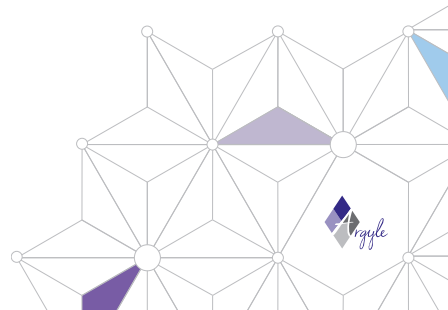
About Argyle

We are a creative communications firm offering end-to-end, in-house execution capabilities.

Our experienced and passionate team is composed of attorneys, designers, project managers, thinkers and web developers. We collaborate together around a process that encompasses drafting, editing, designing and publishing across all digital and print channels.

We are thrilled that communications prepared by Argyle have contributed to trustful relationships between our clients and their readers, whether investors, employees or other stakeholders.

In turn, our commitment to our clients has resulted in meaningful long-term relationships with some of the most respected public and private companies in the world.

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